

The Challenge of Children's TV

How to engage the YouTube generation with the wider world

OPINION POLL

Research Conducted:
04 / 02 / 2019 - 11 / 02 / 2019

Sample: 1,000 UK children aged 9-14



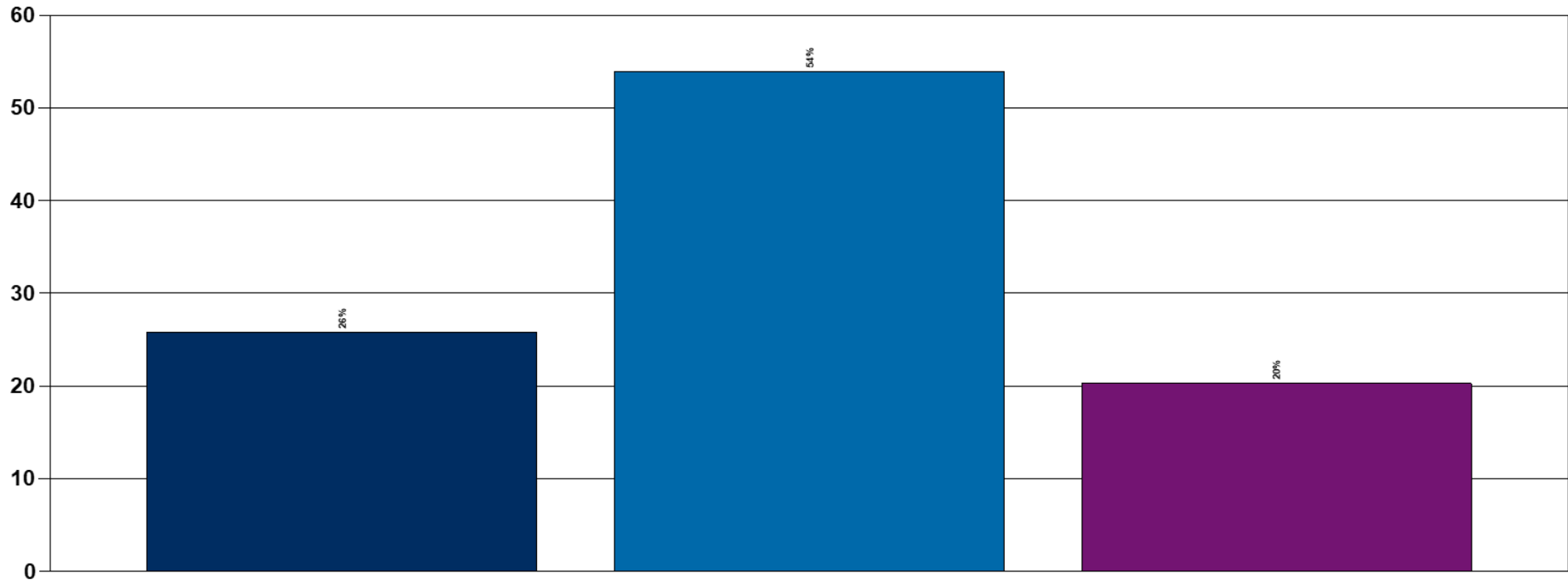
QUESTION 1

Are you interested in what's happening in other countries across the world?

Counts	
Base %	
Respondents	
Base	1000 100.0%
Q1	
Yes, very interested	258 25.8%
Yes, quite interested	539 53.9%
No	203 20.3%

QUESTION 1

Are you interested in what's happening in other countries across the world?



■ Yes, very interested

■ Yes, quite interested

■ No

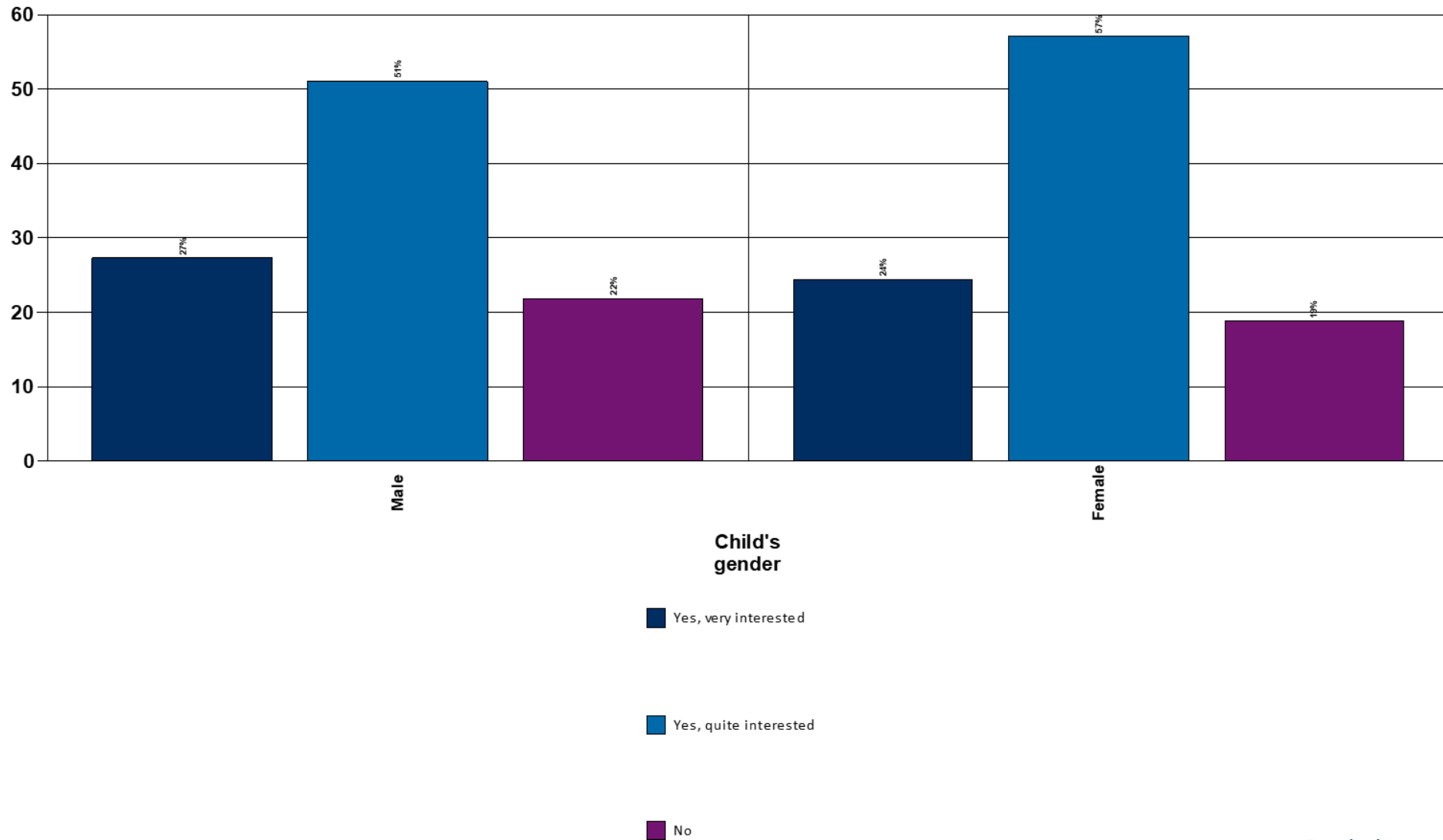
QUESTION 1 – CROSS TABULATION WITH GENDER

Are you interested in what's happening in other countries across the world?

Counts Break % Res pondents	Total	Child's gender	
		Male	Female
Base	1000	518	482
Q1			
Yes, very i nterested	258 25.8%	141 27.2%	117 24.3%
Yes, quite i nterested	539 53.9%	264 51.0%	275 57.1%
No	203 20.3%	113 21.8%	90 18.7%

QUESTION 1 – CROSS TABULATION WITH GENDER

Are you interested in what's happening in other countries across the world?



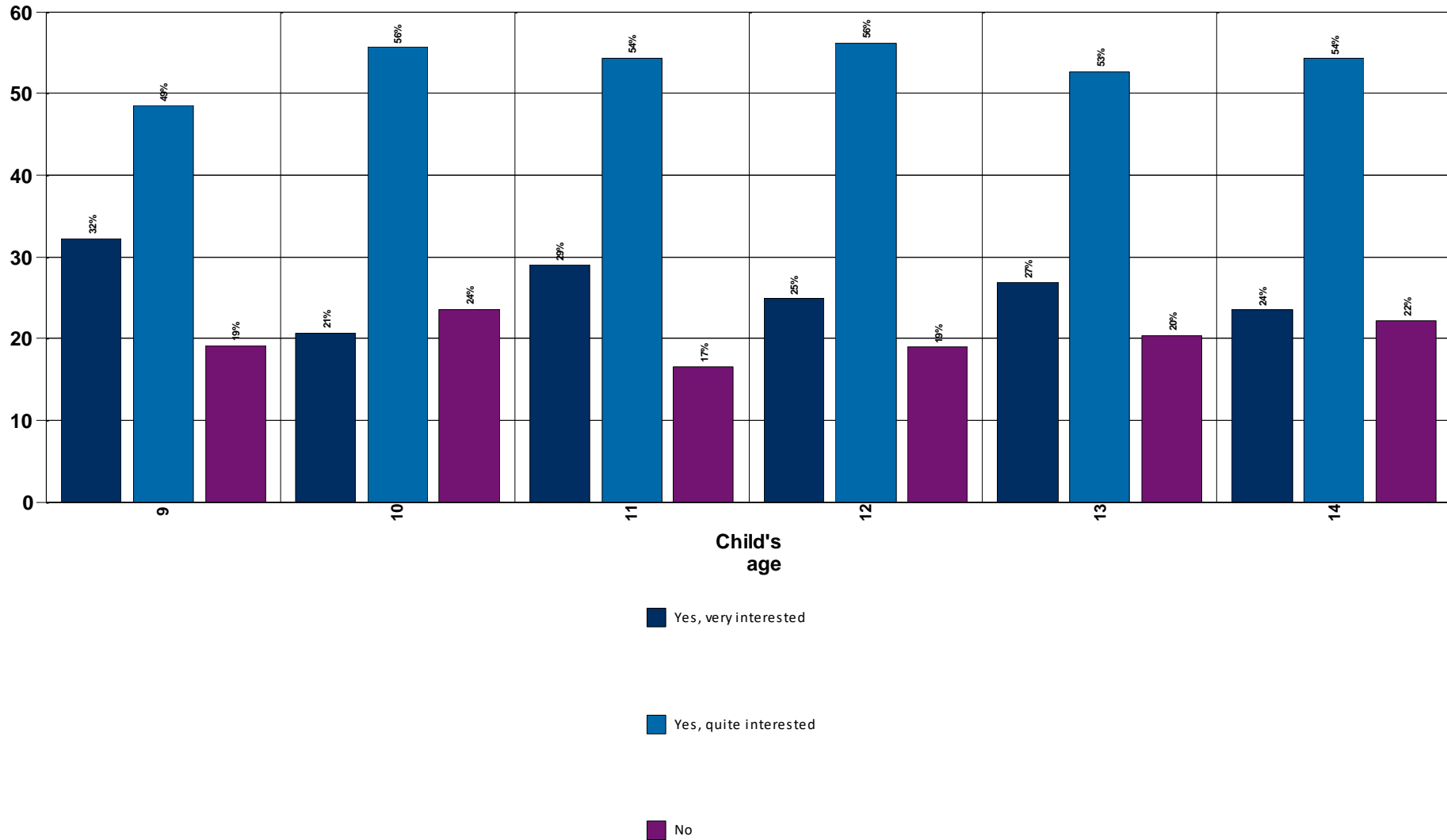
QUESTION 1 – CROSS TABULATION WITH AGE

Are you interested in what's happening in other countries across the world?

Counts Break % Respondents	Total	Child's age					
		9	10	11	12	13	14
Base	1000	130	203	169	169	167	162
Q1							
Yes, very interested	258 25.8%	42 32.3%	42 20.7%	49 29.0%	42 24.9%	45 26.9%	38 23.5%
Yes, quite interested	539 53.9%	63 48.5%	113 55.7%	92 54.4%	95 56.2%	88 52.7%	88 54.3%
No	203 20.3%	25 19.2%	48 23.6%	28 16.6%	32 18.9%	34 20.4%	36 22.2%

QUESTION 1 – CROSS TABULATION WITH AGE

Are you interested in what's happening in other countries across the world?



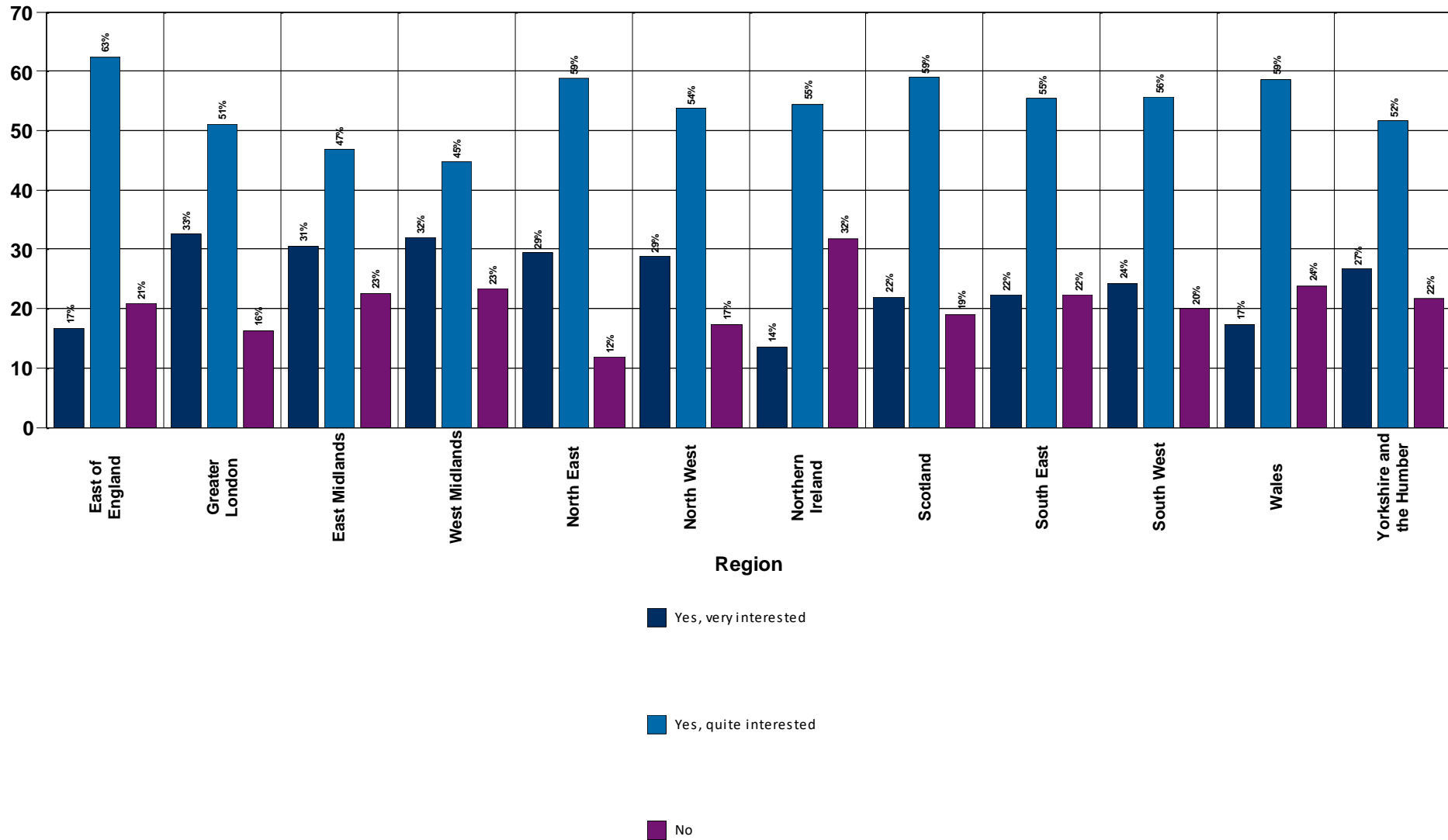
QUESTION 1 – CROSS TABULATION WITH REGION

Are you interested in what's happening in other countries across the world?

Counts Break % Respondents	Total	Region											
		East of England	Greater London	East Midlands	West Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire and the Humber
Base	1000	72	92	62	103	51	132	22	100	130	70	46	120
Q1													
Yes, very interested	258 25.8%	12 16.7%	30 32.6%	19 30.6%	33 32.0%	15 29.4%	38 28.8%	3 13.6%	22 22.0%	29 22.3%	17 24.3%	8 17.4%	32 26.7%
Yes, quite interested	539 53.9%	45 62.5%	47 51.1%	29 46.8%	46 44.7%	30 58.8%	71 53.8%	12 54.5%	59 59.0%	72 55.4%	39 55.7%	27 58.7%	62 51.7%
No	203 20.3%	15 20.8%	15 16.3%	14 22.6%	24 23.3%	6 11.8%	23 17.4%	7 31.8%	19 19.0%	29 22.3%	14 20.0%	11 23.9%	26 21.7%

QUESTION 1 – CROSS TABULATION WITH REGION

Are you interested in what's happening in other countries across the world?



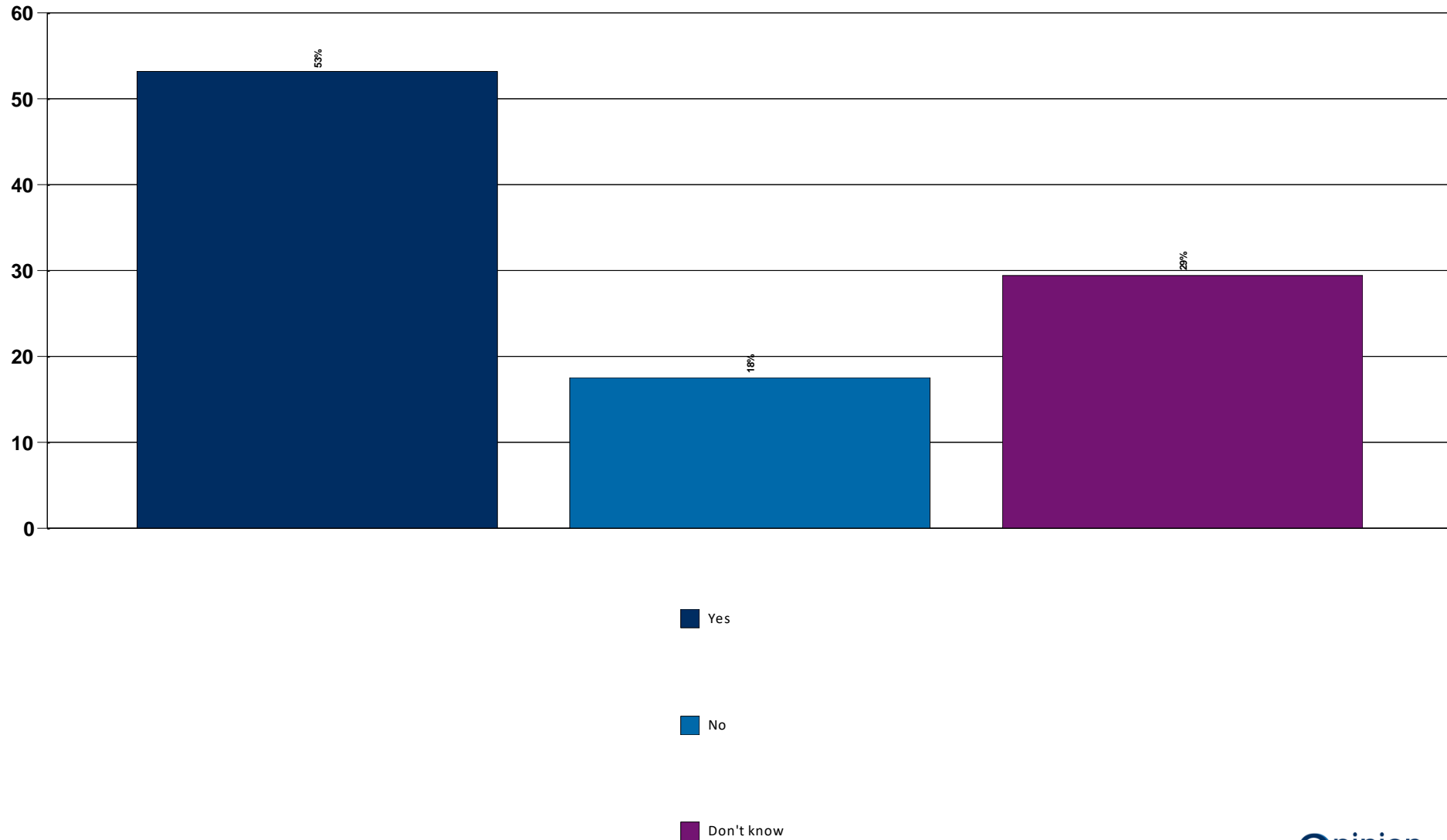
QUESTION 2

Do you want to see more TV or video about what happens in other countries?

Counts	
Base %	
Respondents	
Base	1000 100.0%
Q2	
Yes	531 53.1%
No	175 17.5%
Don't know	294 29.4%

QUESTION 2

Do you want to see more TV or video about what happens in other countries?



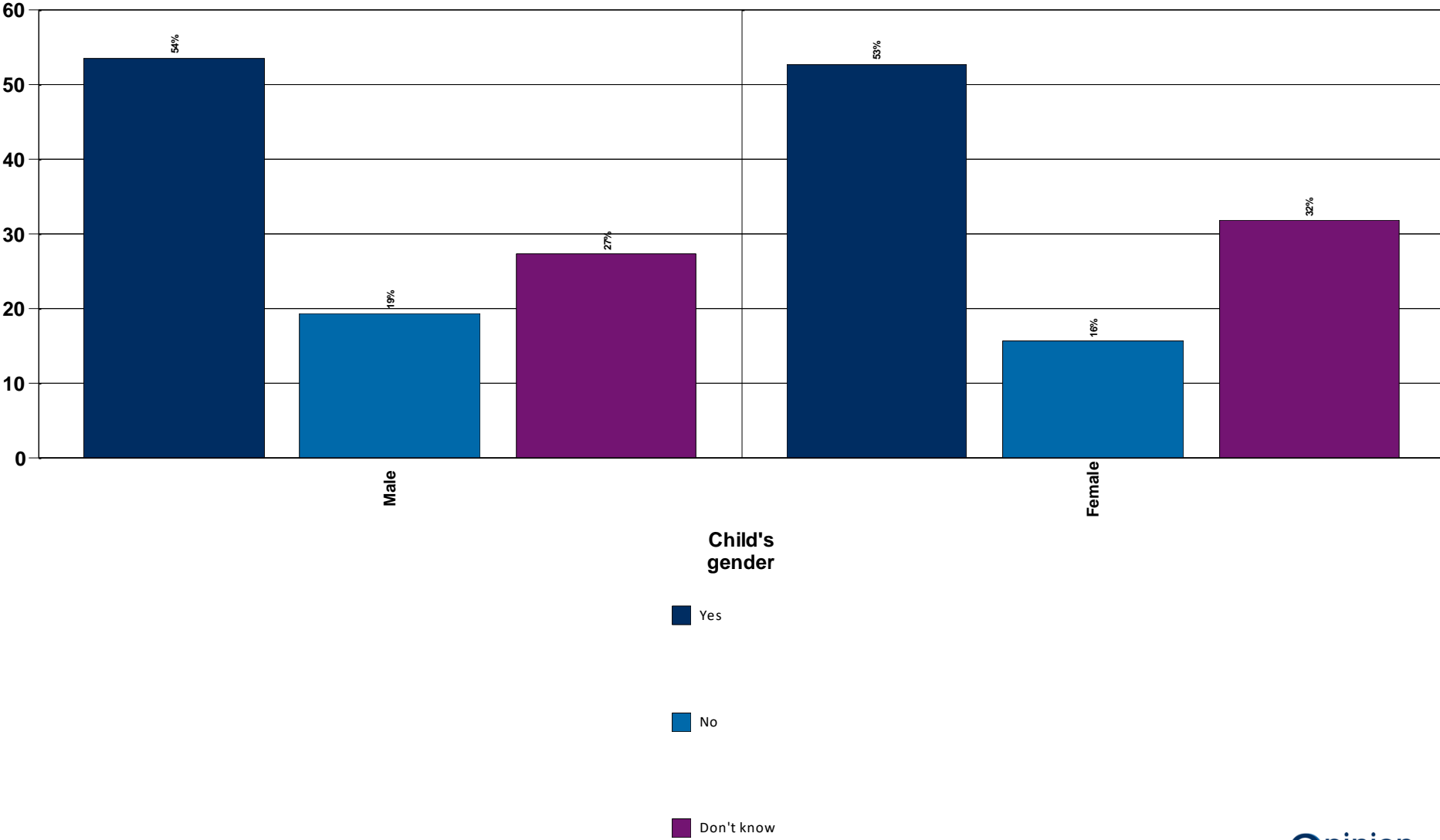
QUESTION 2 – CROSS TABULATION WITH GENDER

Do you want to see more TV or video about what happens in other countries?

Counts Break % Res pondents	Total	Child's gender	
		Male	Female
Base	1000	518	482
Q2			
Yes	531 53.1%	277 53.5%	254 52.7%
No	175 17.5%	100 19.3%	75 15.6%
Don't know	294 29.4%	141 27.2%	153 31.7%

QUESTION 2 – CROSS TABULATION WITH GENDER

Do you want to see more TV or video about what happens in other countries?



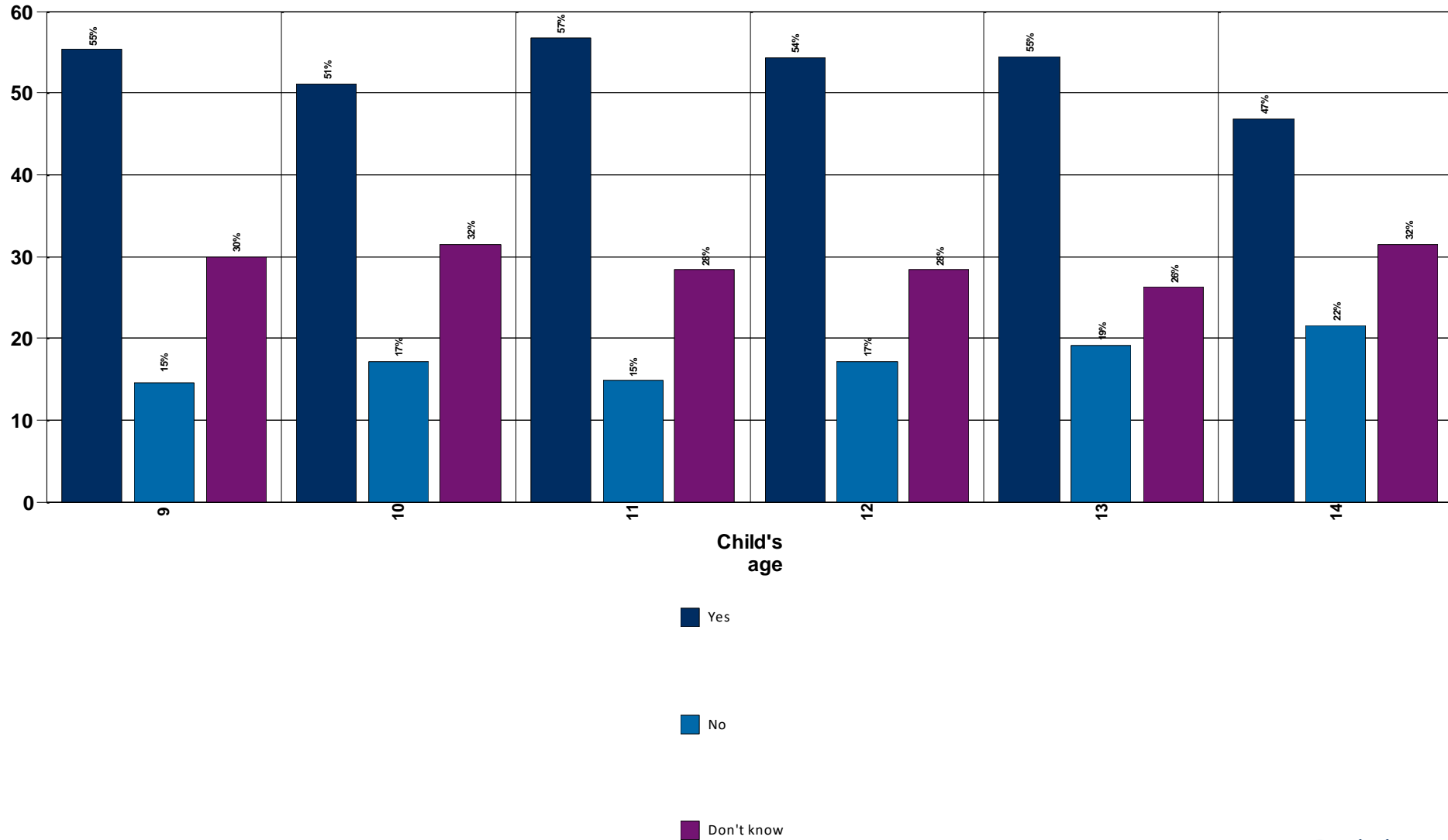
QUESTION 2 – CROSS TABULATION WITH AGE

Do you want to see more TV or video about what happens in other countries?

Counts Break % Respondents	Total	Child's age					
		9	10	11	12	13	14
Base	1000	130	203	169	169	167	162
Q2							
Yes	531 53.1%	72 55.4%	104 51.2%	96 56.8%	92 54.4%	91 54.5%	76 46.9%
No	175 17.5%	19 14.6%	35 17.2%	25 14.8%	29 17.2%	32 19.2%	35 21.6%
Don't know	294 29.4%	39 30.0%	64 31.5%	48 28.4%	48 28.4%	44 26.3%	51 31.5%

QUESTION 2 – CROSS TABULATION WITH AGE

Do you want to see more TV or video about what happens in other countries?



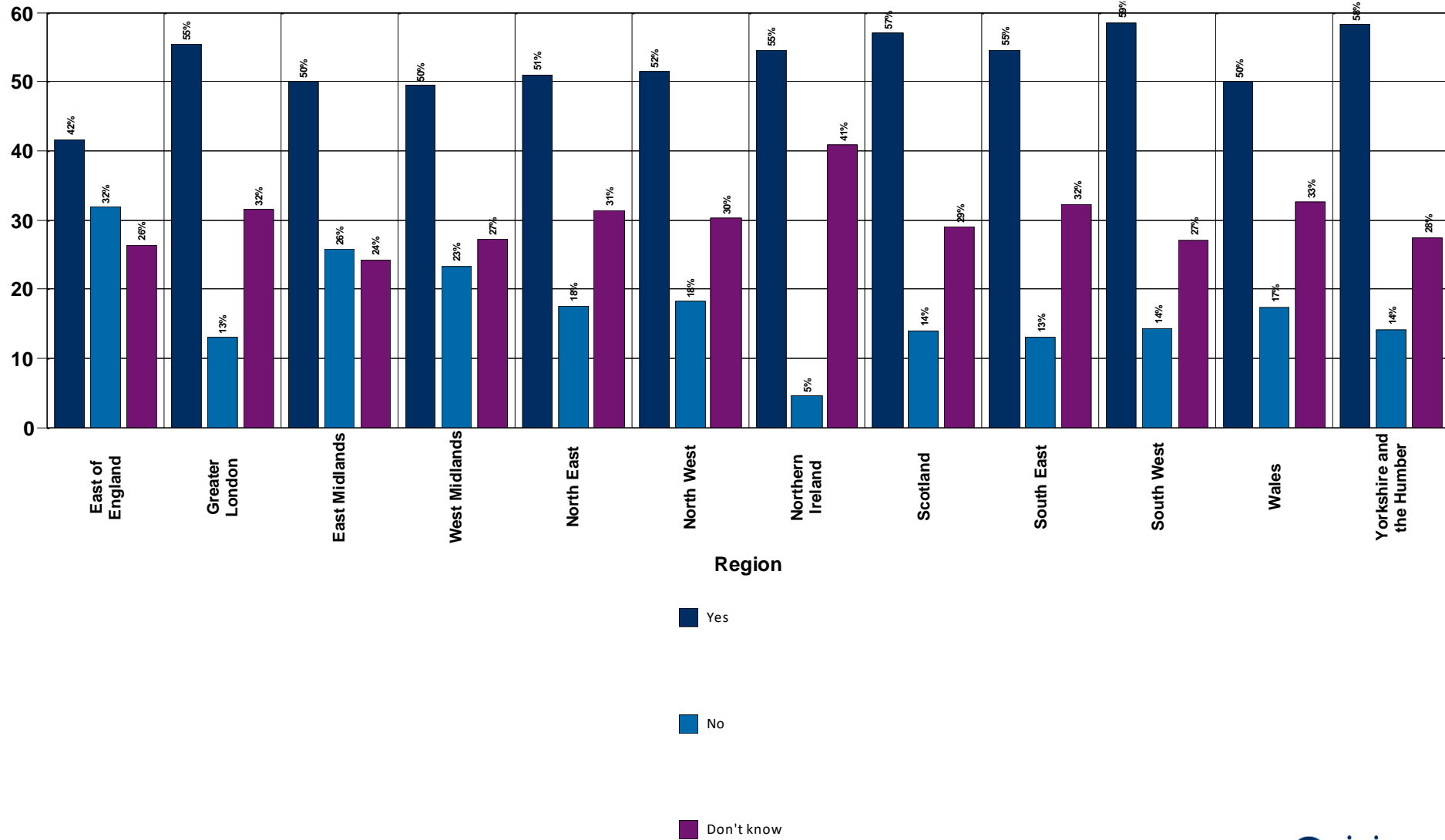
QUESTION 2 – CROSS TABULATION WITH REGION

Do you want to see more TV or video about what happens in other countries?

Counts Break % Respondents	Total	Region											
		East of England	Greater London	East Midlands	West Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire and the Humber
Base	1000	72	92	62	103	51	132	22	100	130	70	46	120
Q2													
Yes	531 53.1%	30 41.7%	51 55.4%	31 50.0%	51 49.5%	26 51.0%	68 51.5%	12 54.5%	57 57.0%	71 54.6%	41 58.6%	23 50.0%	70 58.3%
No	175 17.5%	23 31.9%	12 13.0%	16 25.8%	24 23.3%	9 17.6%	24 18.2%	1 4.5%	14 14.0%	17 13.1%	10 14.3%	8 17.4%	17 14.2%
Don't know	294 29.4%	19 26.4%	29 31.5%	15 24.2%	28 27.2%	16 31.4%	40 30.3%	9 40.9%	29 29.0%	42 32.3%	19 27.1%	15 32.6%	33 27.5%

QUESTION 2 – CROSS TABULATION WITH REGION

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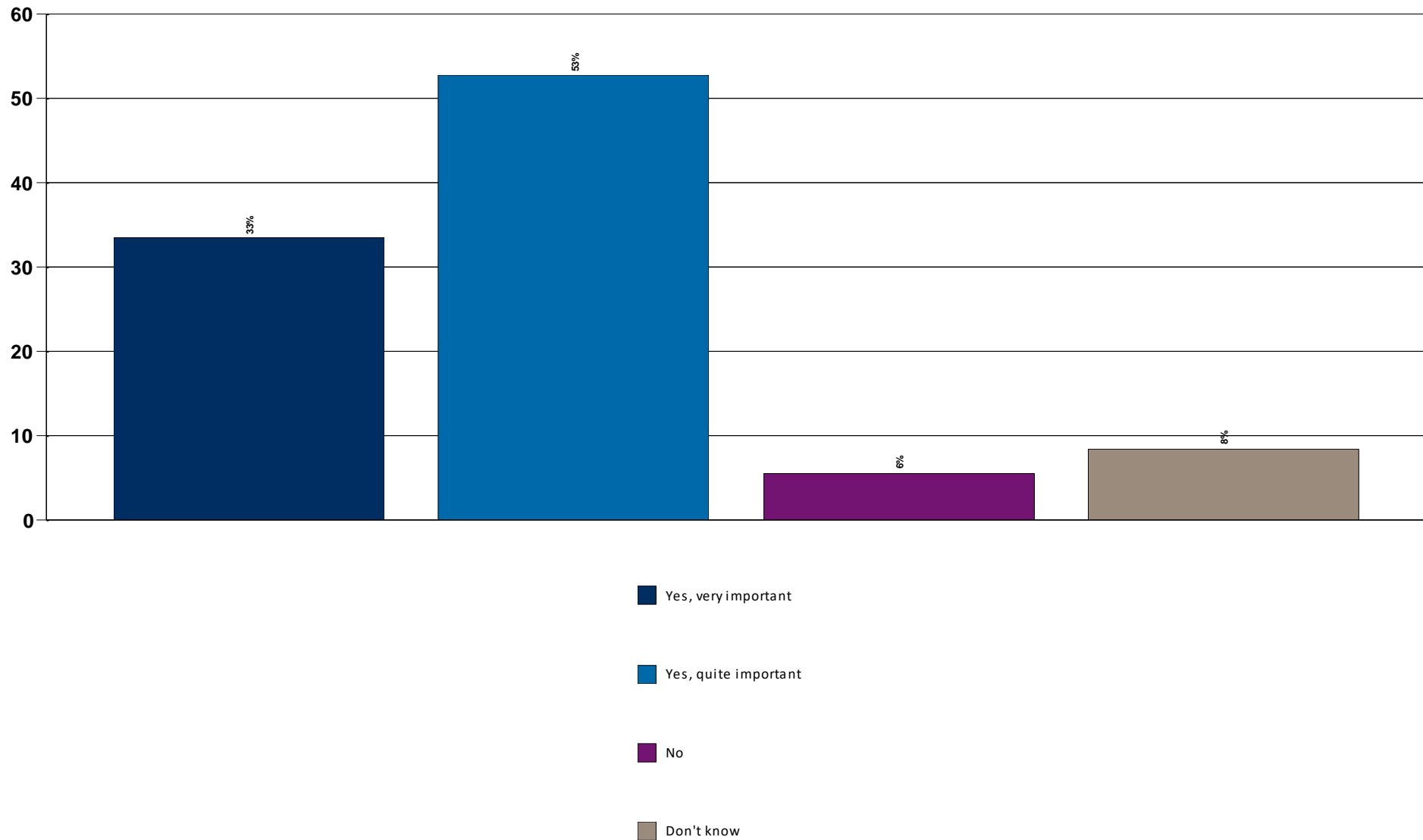
QUESTION 3

Do you think it is important for children to know what is happening in other countries?

Counts Base % Respondents	
Base	1000 100.0%
Q3	
Yes, very important	334 33.4%
Yes, quite important	527 52.7%
No	55 5.5%
Don't know	84 8.4%

QUESTION 3

Do you think it is important for children to know what is happening in other countries?



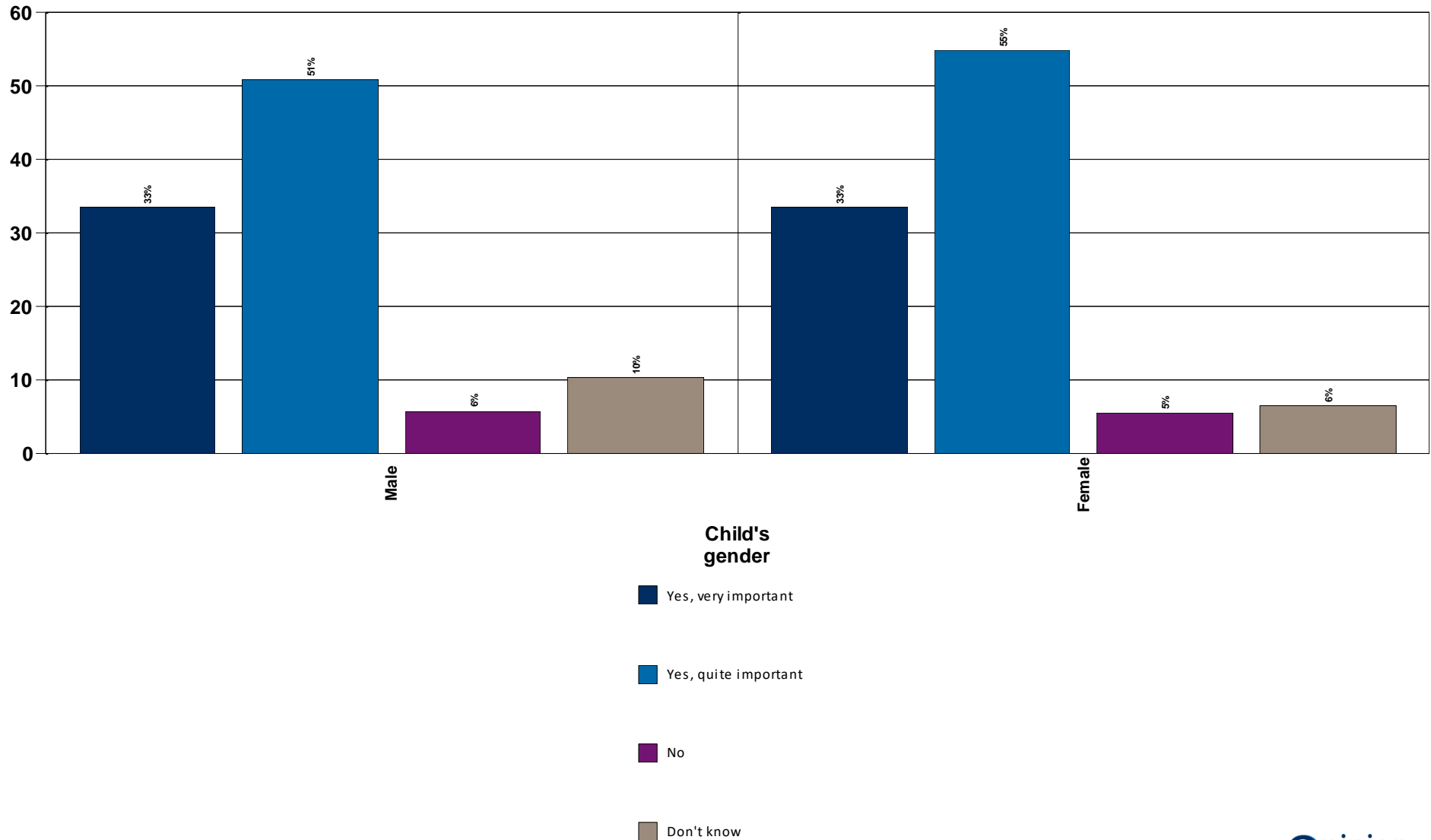
QUESTION 3 – CROSS TABULATION WITH GENDER

Do you think it is important for children to know what is happening in other countries?

Counts Break % Res pondents	Total	Child's gender	
		Male	Female
Base	1000	518	482
Q3			
Yes, very i mportant	334 33.4%	173 33.4%	161 33.4%
Yes, quite i mportant	527 52.7%	263 50.8%	264 54.8%
No	55 5.5%	29 5.6%	26 5.4%
Don't know	84 8.4%	53 10.2%	31 6.4%

QUESTION 3 – CROSS TABULATION WITH GENDER

Do you think it is important for children to know what is happening in other countries?



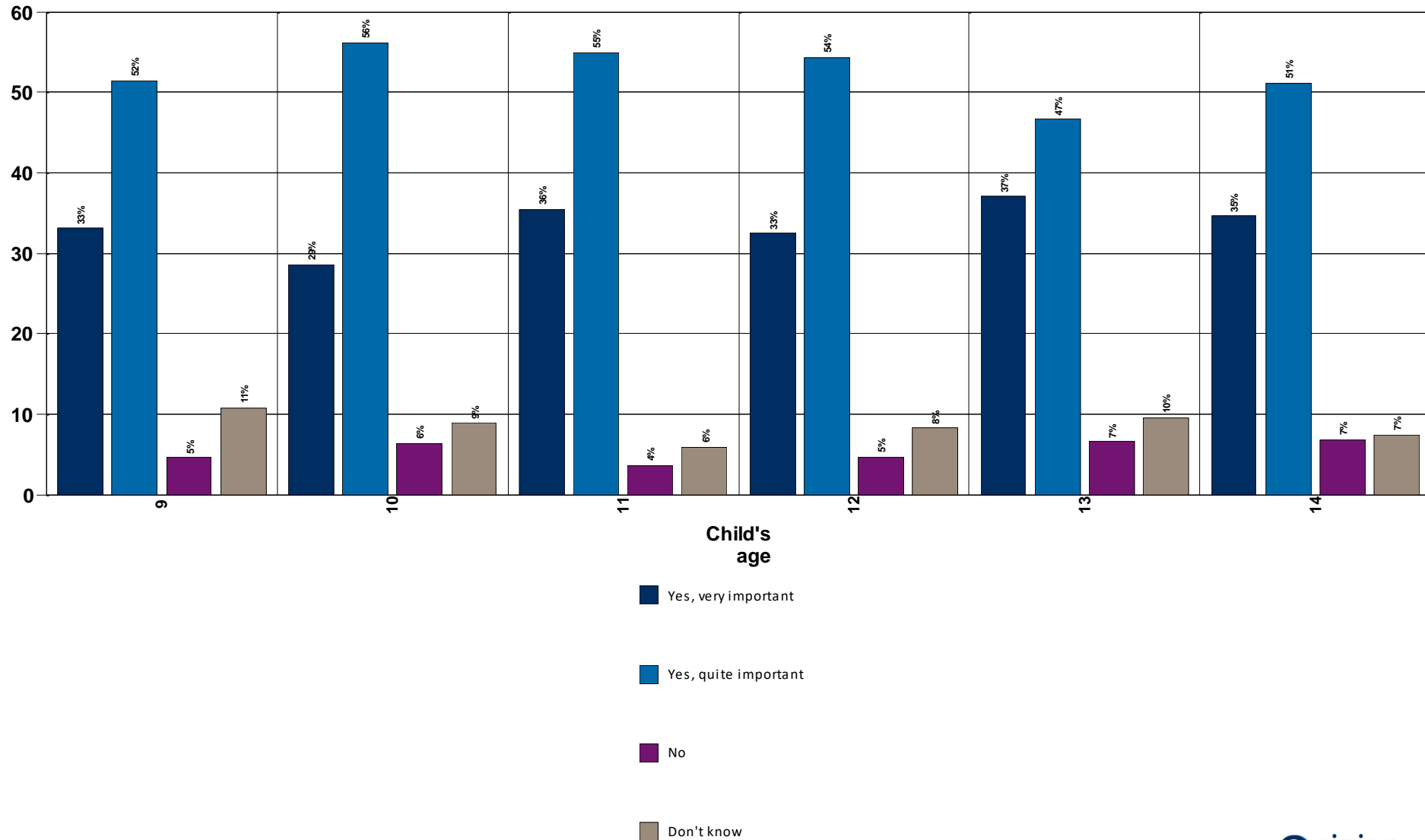
QUESTION 3 – CROSS TABULATION WITH AGE

Do you think it is important for children to know what is happening in other countries?

Counts Break % Respondents	Total	Child's age					
		9	10	11	12	13	14
Base	1000	130	203	169	169	167	162
Q3							
Yes, very important	334 33.4%	43 33.1%	58 28.6%	60 35.5%	55 32.5%	62 37.1%	56 34.6%
Yes, quite important	527 52.7%	67 51.5%	114 56.2%	93 55.0%	92 54.4%	78 46.7%	83 51.2%
No	55 5.5%	6 4.6%	13 6.4%	6 3.6%	8 4.7%	11 6.6%	11 6.8%
Don't know	84 8.4%	14 10.8%	18 8.9%	10 5.9%	14 8.3%	16 9.6%	12 7.4%

QUESTION 3 – CROSS TABULATION WITH AGE

Do you think it is important for children to know what is happening in other countries?



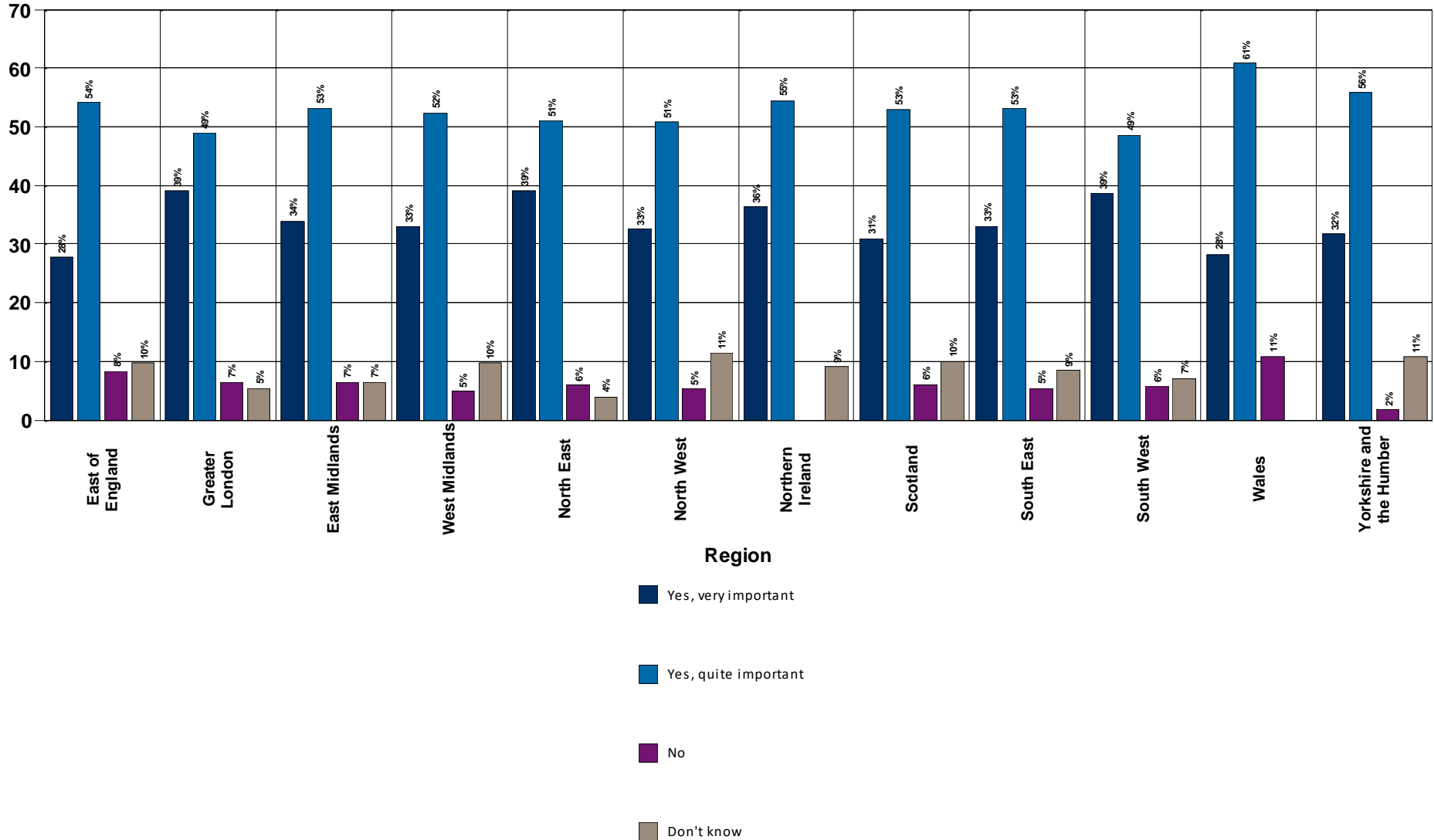
QUESTION 3 – CROSS TABULATION WITH REGION

Do you think it is important for children to know what is happening in other countries?

Counts Break % Respondents	Total	Region											
		East of England	Greater London	East Midlands	West Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire and the Humber
Base	1000	72	92	62	103	51	132	22	100	130	70	46	120
Q3													
Yes, very important	334 33.4%	20 27.8%	36 39.1%	21 33.9%	34 33.0%	20 39.2%	43 32.6%	8 36.4%	31 31.0%	43 33.1%	27 38.6%	13 28.3%	38 31.7%
Yes, quite important	527 52.7%	39 54.2%	45 48.9%	33 53.2%	54 52.4%	26 51.0%	67 50.8%	12 54.5%	53 53.0%	69 53.1%	34 48.6%	28 60.9%	67 55.8%
No	55 5.5%	6 8.3%	6 6.5%	4 6.5%	5 4.9%	3 5.9%	7 5.3%	- -	6 6.0%	7 5.4%	4 5.7%	5 10.9%	2 1.7%
Don't know	84 8.4%	7 9.7%	5 5.4%	4 6.5%	10 9.7%	2 3.9%	15 11.4%	2 9.1%	10 10.0%	11 8.5%	5 7.1%	- -	13 10.8%

QUESTION 3 – CROSS TABULATION WITH REGION

Do you think it is important for children to know what is happening in other countries?



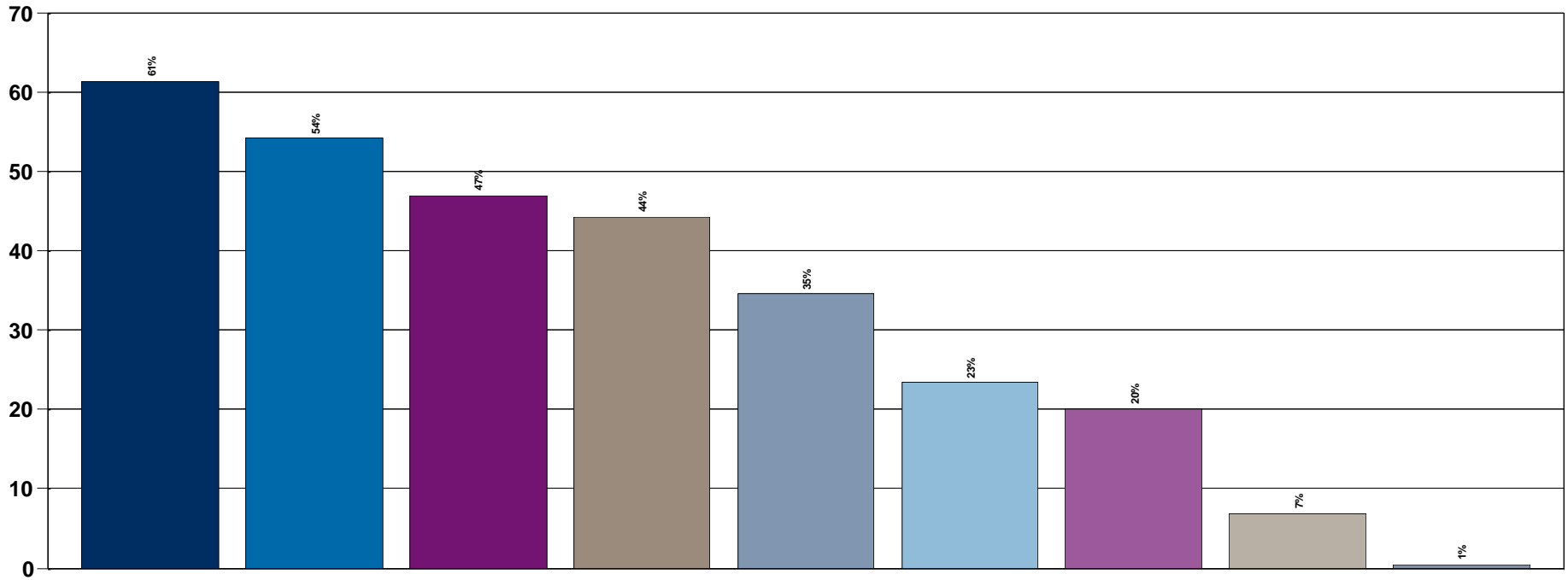
QUESTION 4

Why is it important to know what is happening in other countries?
(Please choose all that are important to you)

Counts Base % Respondents	
Base	1000 100.0%
Q4	
To understand what it might be like in that country	614 61.4%
To understand what people might be experiencing	542 54.2%
To understand events that are happening in the news	470 47.0%
To understand what is right & wrong	443 44.3%
To understand what animals might be experiencing	346 34.6%
To see if I can help	234 23.4%
To make decisions for my own actions	201 20.1%
It's not important to me	69 6.9%
Other (please tell us)	5 0.5%

QUESTION 4

Why is it important to know what is happening in other countries?
(Please choose all that are important to you)



- To understand what it might be like in that country
- To understand what people might be experiencing
- To understand events that are happening in the news
- To understand what is right & wrong
- To understand what animals might be experiencing
- To see if I can help
- To make decisions for my own actions
- It's not important to me
- Other (please tell us)

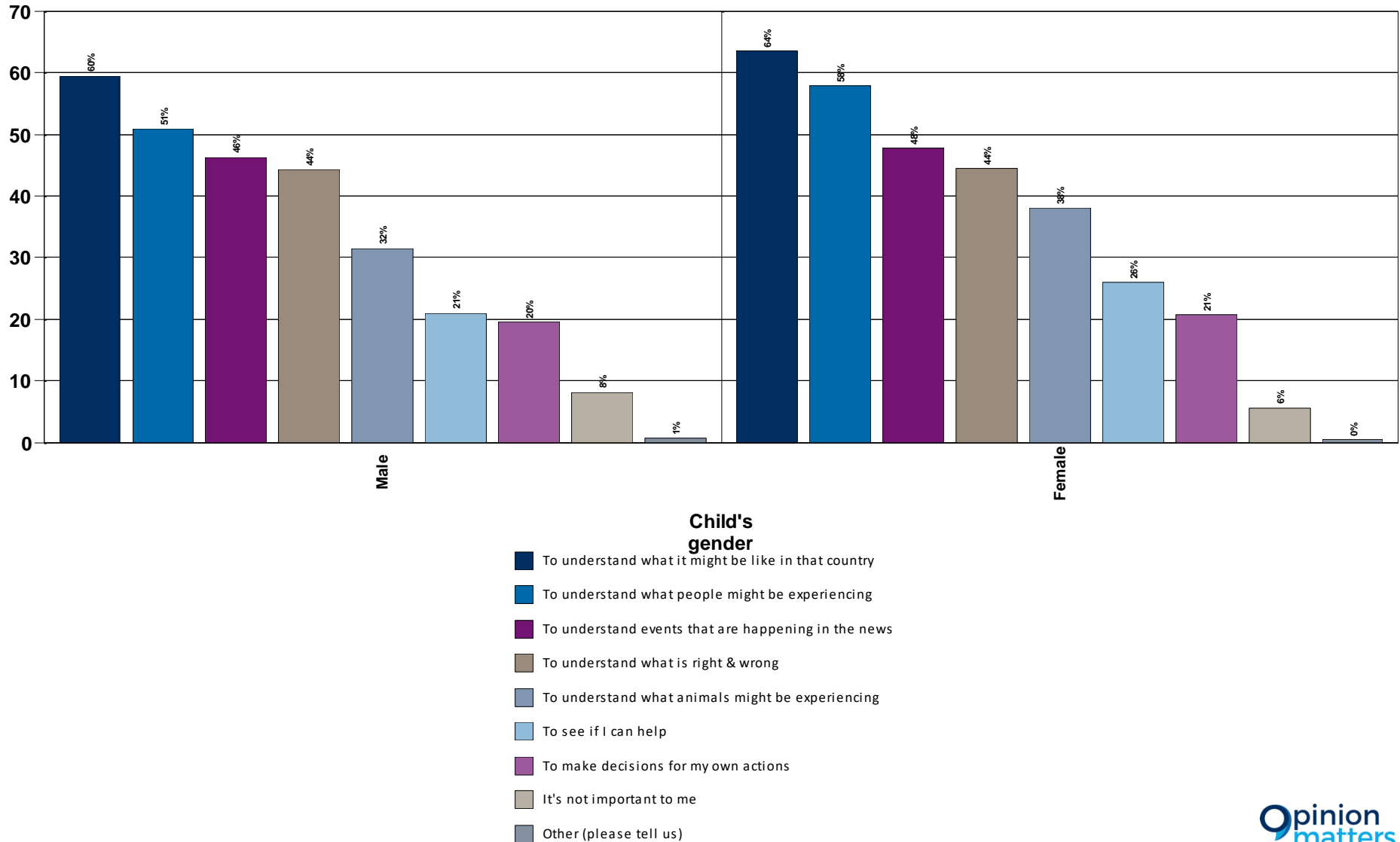
QUESTION 4 – CROSS TABULATION WITH GENDER

Why is it important to know what is happening in other countries?
 (Please choose all that are important to you)

Counts Break % Respondents	Total	Child's gender	
		Male	Female
Base	1000	518	482
Q4			
To understand what it might be like in that country	614 61.4%	308 59.5%	306 63.5%
To understand what people might be experiencing	542 54.2%	263 50.8%	279 57.9%
To understand events that are happening in the news	470 47.0%	240 46.3%	230 47.7%
To understand what is right & wrong	443 44.3%	229 44.2%	214 44.4%
To understand what animals might be experiencing	346 34.6%	163 31.5%	183 38.0%
To see if I can help	234 23.4%	109 21.0%	125 25.9%
To make decisions for my own actions	201 20.1%	101 19.5%	100 20.7%
It's not important to me	69 6.9%	42 8.1%	27 5.6%
Other (please tell us)	5 0.5%	3 0.6%	2 0.4%

QUESTION 4 – CROSS TABULATION WITH GENDER

Why is it important to know what is happening in other countries?
(Please choose all that are important to you)



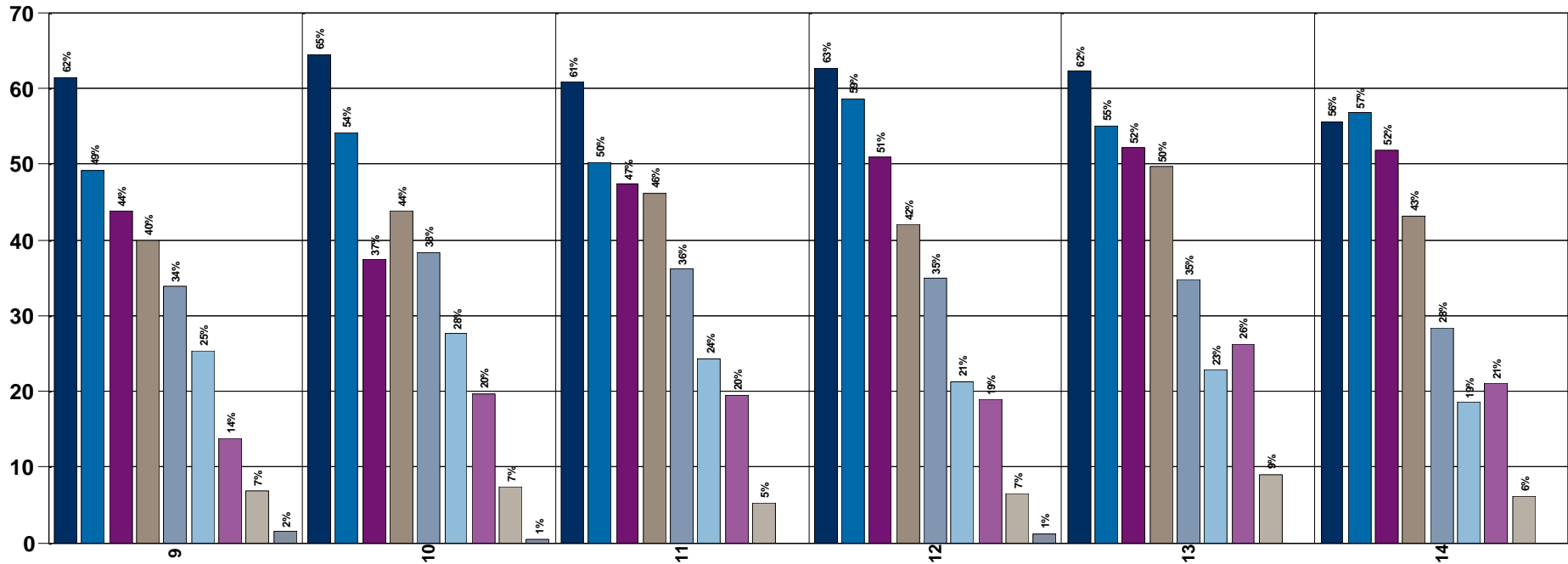
QUESTION 4 – CROSS TABULATION WITH AGE

Why is it important to know what is happening in other countries?
(Please choose all that are important to you)

Counts Break % Respondents	Total	Child's age					
		9	10	11	12	13	14
Base	1000	130	203	169	169	167	162
Q4							
To understand what it might be like in that country	614 61.4%	80 61.5%	131 64.5%	103 60.9%	106 62.7%	104 62.3%	90 55.6%
To understand what people might be experiencing	542 54.2%	64 49.2%	110 54.2%	85 50.3%	99 58.6%	92 55.1%	92 56.8%
To understand events that are happening in the news	470 47.0%	57 43.8%	76 37.4%	80 47.3%	86 50.9%	87 52.1%	84 51.9%
To understand what is right & wrong	443 44.3%	52 40.0%	89 43.8%	78 46.2%	71 42.0%	83 49.7%	70 43.2%
To understand what animals might be experiencing	346 34.6%	44 33.8%	78 38.4%	61 36.1%	59 34.9%	58 34.7%	46 28.4%
To see if I can help	234 23.4%	33 25.4%	56 27.6%	41 24.3%	36 21.3%	38 22.8%	30 18.5%
To make decisions for my own actions	201 20.1%	18 13.8%	40 19.7%	33 19.5%	32 18.9%	44 26.3%	34 21.0%
It's not important to me	69 6.9%	9 6.9%	15 7.4%	9 5.3%	11 6.5%	15 9.0%	10 6.2%
Other (please tell us)	5 0.5%	2 1.5%	1 0.5%	- -	2 1.2%	- -	- -

QUESTION 4 – CROSS TABULATION WITH AGE

Why is it important to know what is happening in other countries?
(Please choose all that are important to you)



Child's
age

- To understand what it might be like in that country
- To understand what people might be experiencing
- To understand events that are happening in the news
- To understand what is right & wrong
- To understand what animals might be experiencing
- To see if I can help
- To make decisions for my own actions
- It's not important to me
- Other (please tell us)

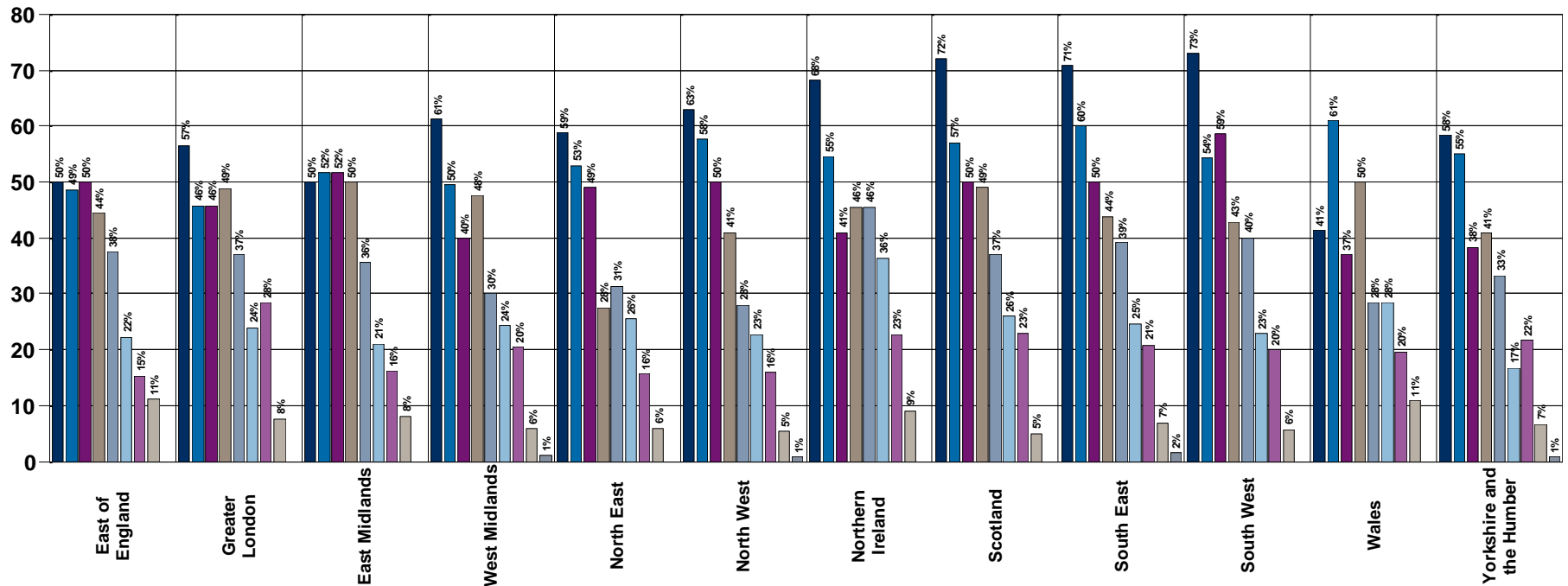
QUESTION 4 – CROSS TABULATION WITH REGION

Why is it important to know what is happening in other countries?
(Please choose all that are important to you)

Counts Break % Respondents	Total	Region											
		East of England	Greater London	East Midlands	West Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire and the Humber
Base	1000	72	92	62	103	51	132	22	100	130	70	46	120
Q4													
To understand what it might be like in that country	614 61.4%	36 50.0%	52 56.5%	31 50.0%	63 61.2%	30 58.8%	83 62.9%	15 68.2%	72 72.0%	92 70.8%	51 72.9%	19 41.3%	70 58.3%
To understand what people might be experiencing	542 54.2%	35 48.6%	42 45.7%	32 51.6%	51 49.5%	27 52.9%	76 57.6%	12 54.5%	57 57.0%	78 60.0%	38 54.3%	28 60.9%	66 55.0%
To understand events that are happening in the news	470 47.0%	36 50.0%	42 45.7%	32 51.6%	41 39.8%	25 49.0%	66 50.0%	9 40.9%	50 50.0%	65 50.0%	41 58.6%	17 37.0%	46 38.3%
To understand what is right & wrong	443 44.3%	32 44.4%	45 48.9%	31 50.0%	49 47.6%	14 27.5%	54 40.9%	10 45.5%	49 49.0%	57 43.8%	30 42.9%	23 50.0%	49 40.8%
To understand what animals might be experiencing	346 34.6%	27 37.5%	34 37.0%	22 35.5%	31 30.1%	16 31.4%	37 28.0%	10 45.5%	37 37.0%	51 39.2%	28 40.0%	13 28.3%	40 33.3%
To see if I can help	234 23.4%	16 22.2%	22 23.9%	13 21.0%	25 24.3%	13 25.5%	30 22.7%	8 36.4%	26 26.0%	32 24.6%	16 22.9%	13 28.3%	20 16.7%
To make decisions for my own actions	201 20.1%	11 15.3%	26 28.3%	10 16.1%	21 20.4%	8 15.7%	21 15.9%	5 22.7%	23 23.0%	27 20.8%	14 20.0%	9 19.6%	26 21.7%
It's not important to me	69 6.9%	8 11.1%	7 7.6%	5 8.1%	6 5.8%	3 5.9%	7 5.3%	2 9.1%	5 5.0%	9 6.9%	4 5.7%	5 10.9%	8 6.7%
Other (please tell us)	5 0.5%	-	-	-	1 1.0%	-	1 0.8%	-	-	2 1.5%	-	-	1 0.8%

QUESTION 4 – CROSS TABULATION WITH REGION

Why is it important to know what is happening in other countries?
(Please choose all that are important to you)



Region

- To understand what it might be like in that country
- To understand what people might be experiencing
- To understand events that are happening in the news
- To understand what is right & wrong
- To understand what animals might be experiencing
- To see if I can help
- To make decisions for my own actions
- It's not important to me
- Other (please tell us)

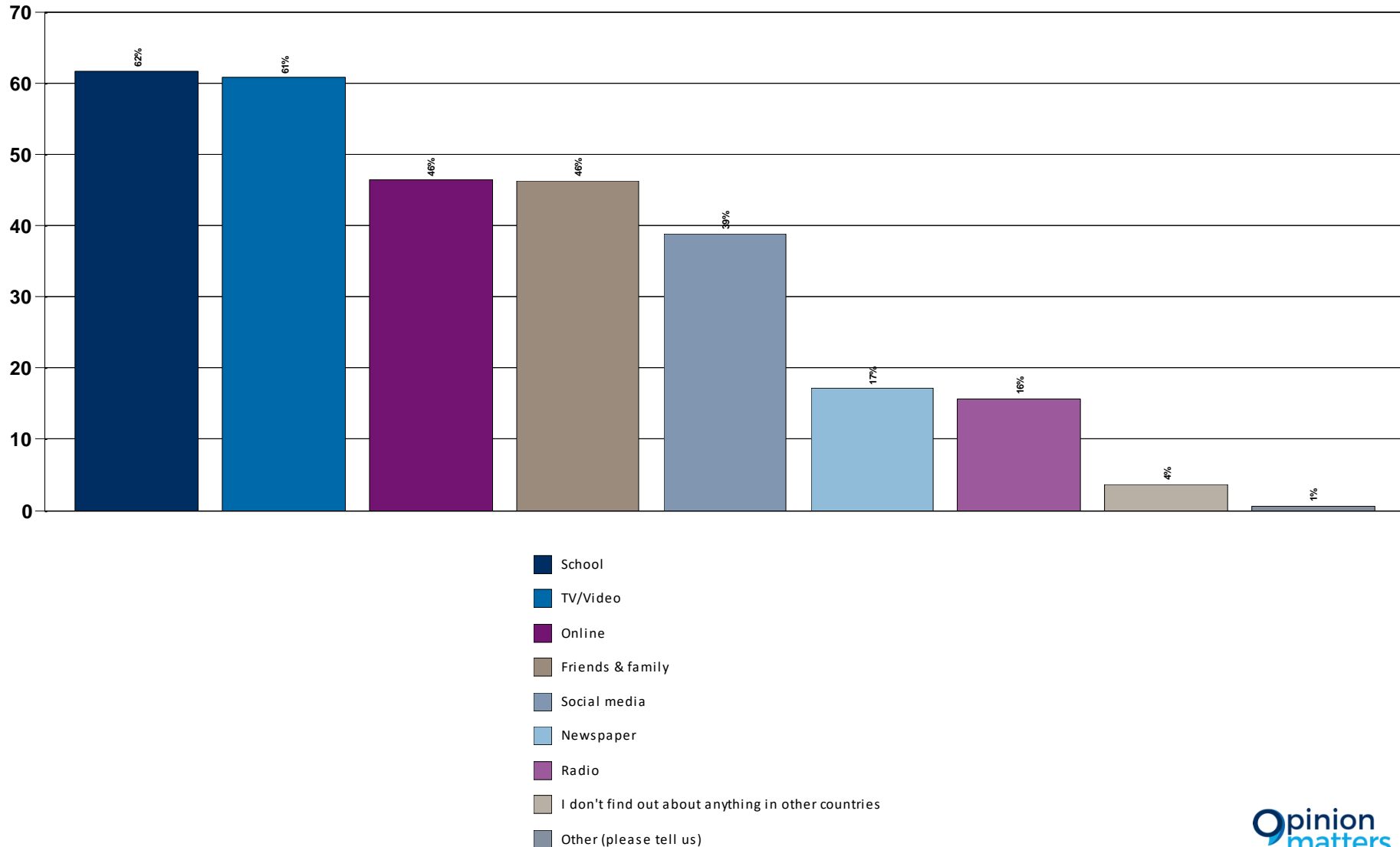
QUESTION 5

How do you find out about what happens in other countries?
(Please choose all that you use to find out)

Counts	
Base %	
Respondents	
Base	1000 100.0%
Q5	
School	617 61.7%
TV/Video	608 60.8%
Online	464 46.4%
Friends & family	463 46.3%
Social media	389 38.9%
Newspaper	171 17.1%
Radio	157 15.7%
I don't find out about anything in other countries	37 3.7%
Other (please tell us)	6 0.6%

QUESTION 5

How do you find out about what happens in other countries?
(Please choose all that you use to find out)



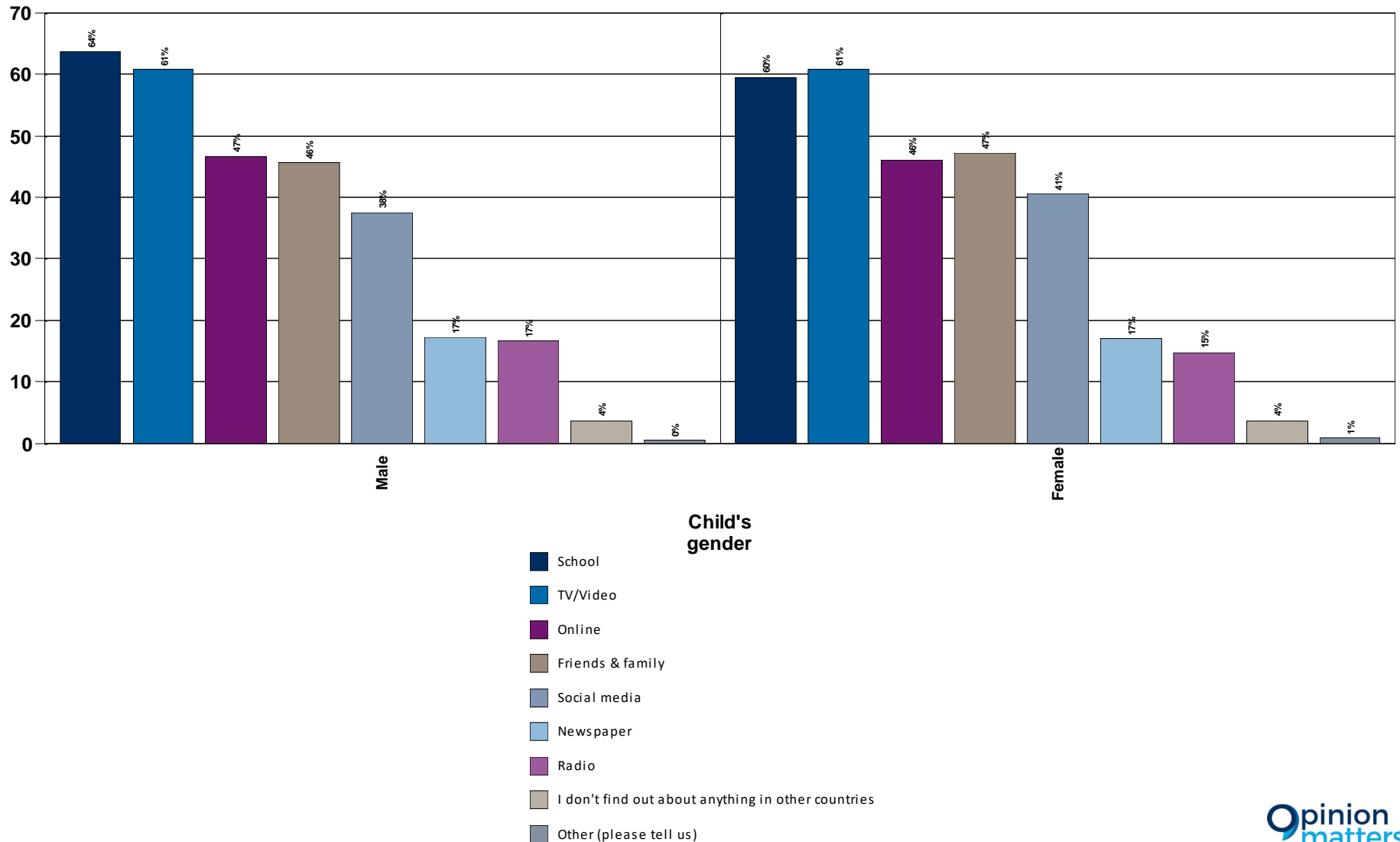
QUESTION 5 – CROSS TABULATION WITH GENDER

How do you find out about what happens in other countries?
 (Please choose all that you use to find out)

Counts Break % Respondents	Total	Child's gender	
		Male	Female
Base	1000	518	482
Q5			
School	617 61.7%	330 63.7%	287 59.5%
TV/Video	608 60.8%	315 60.8%	293 60.8%
Online	464 46.4%	242 46.7%	222 46.1%
Friends & family	463 46.3%	236 45.6%	227 47.1%
Social media	389 38.9%	194 37.5%	195 40.5%
Newspaper	171 17.1%	89 17.2%	82 17.0%
Radio	157 15.7%	86 16.6%	71 14.7%
I don't find out about anything in other countries	37 3.7%	19 3.7%	18 3.7%
Other (please tell us)	6 0.6%	2 0.4%	4 0.8%

QUESTION 5 – CROSS TABULATION WITH GENDER

How do you find out about what happens in other countries?
(Please choose all that you use to find out)



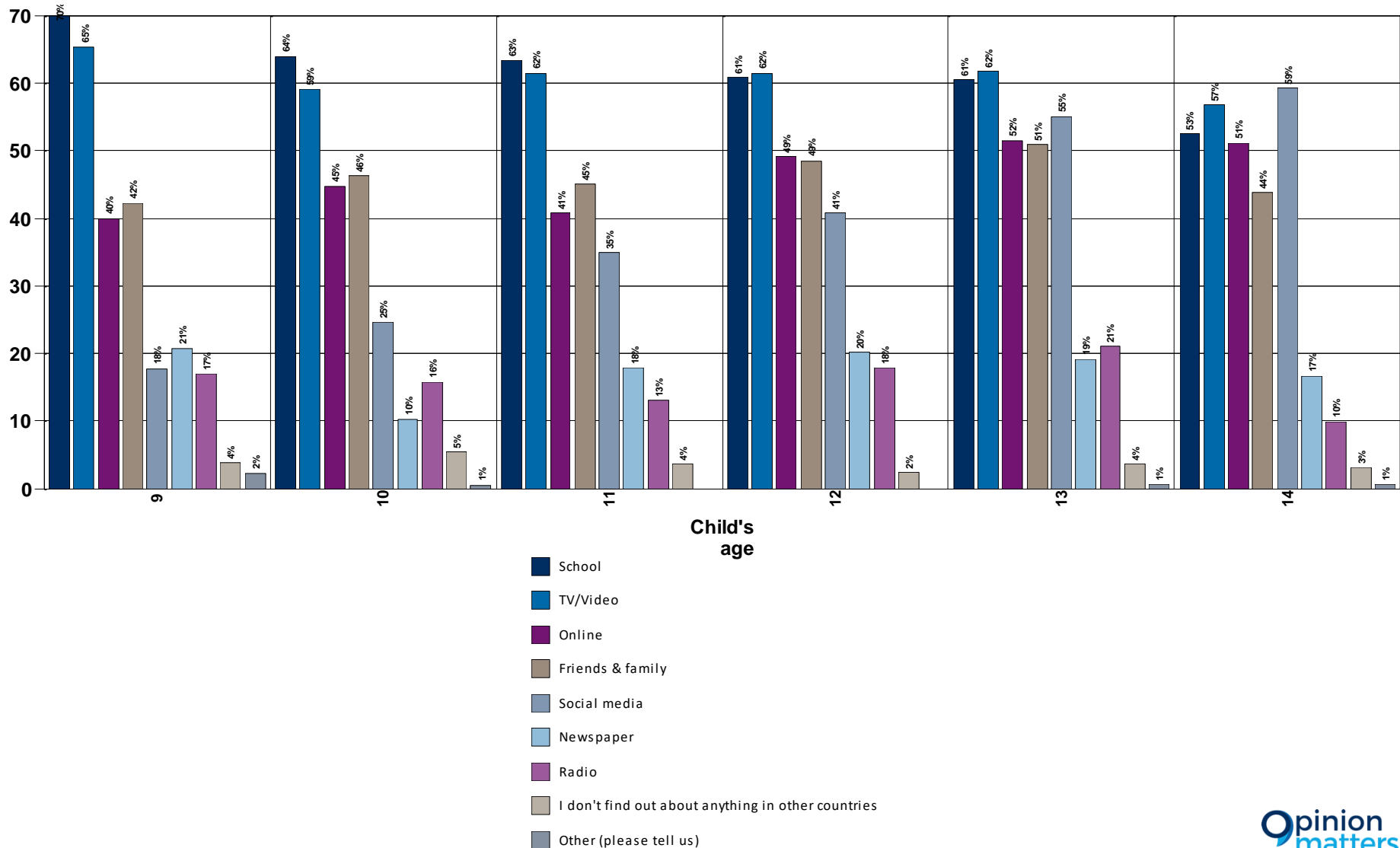
QUESTION 5 – CROSS TABULATION WITH AGE

How do you find out about what happens in other countries?
(Please choose all that you use to find out)

Counts Break % Respondents	Total	Child's age					
		9	10	11	12	13	14
Base	1000	130	203	169	169	167	162
Q5							
School	617 61.7%	91 70.0%	130 64.0%	107 63.3%	103 60.9%	101 60.5%	85 52.5%
TV/Video	608 60.8%	85 65.4%	120 59.1%	104 61.5%	104 61.5%	103 61.7%	92 56.8%
Online	464 46.4%	52 40.0%	91 44.8%	69 40.8%	83 49.1%	86 51.5%	83 51.2%
Friends & family	463 46.3%	55 42.3%	94 46.3%	76 45.0%	82 48.5%	85 50.9%	71 43.8%
Social media	389 38.9%	23 17.7%	50 24.6%	59 34.9%	69 40.8%	92 55.1%	96 59.3%
Newspaper	171 17.1%	27 20.8%	21 10.3%	30 17.8%	34 20.1%	32 19.2%	27 16.7%
Radio	157 15.7%	22 16.9%	32 15.8%	22 13.0%	30 17.8%	35 21.0%	16 9.9%
I don't find out about anything in other countries	37 3.7%	5 3.8%	11 5.4%	6 3.6%	4 2.4%	6 3.6%	5 3.1%
Other (please tell us)	6 0.6%	3 2.3%	1 0.5%	- -	- -	1 0.6%	1 0.6%

QUESTION 5 – CROSS TABULATION WITH AGE

How do you find out about what happens in other countries?
(Please choose all that you use to find out)



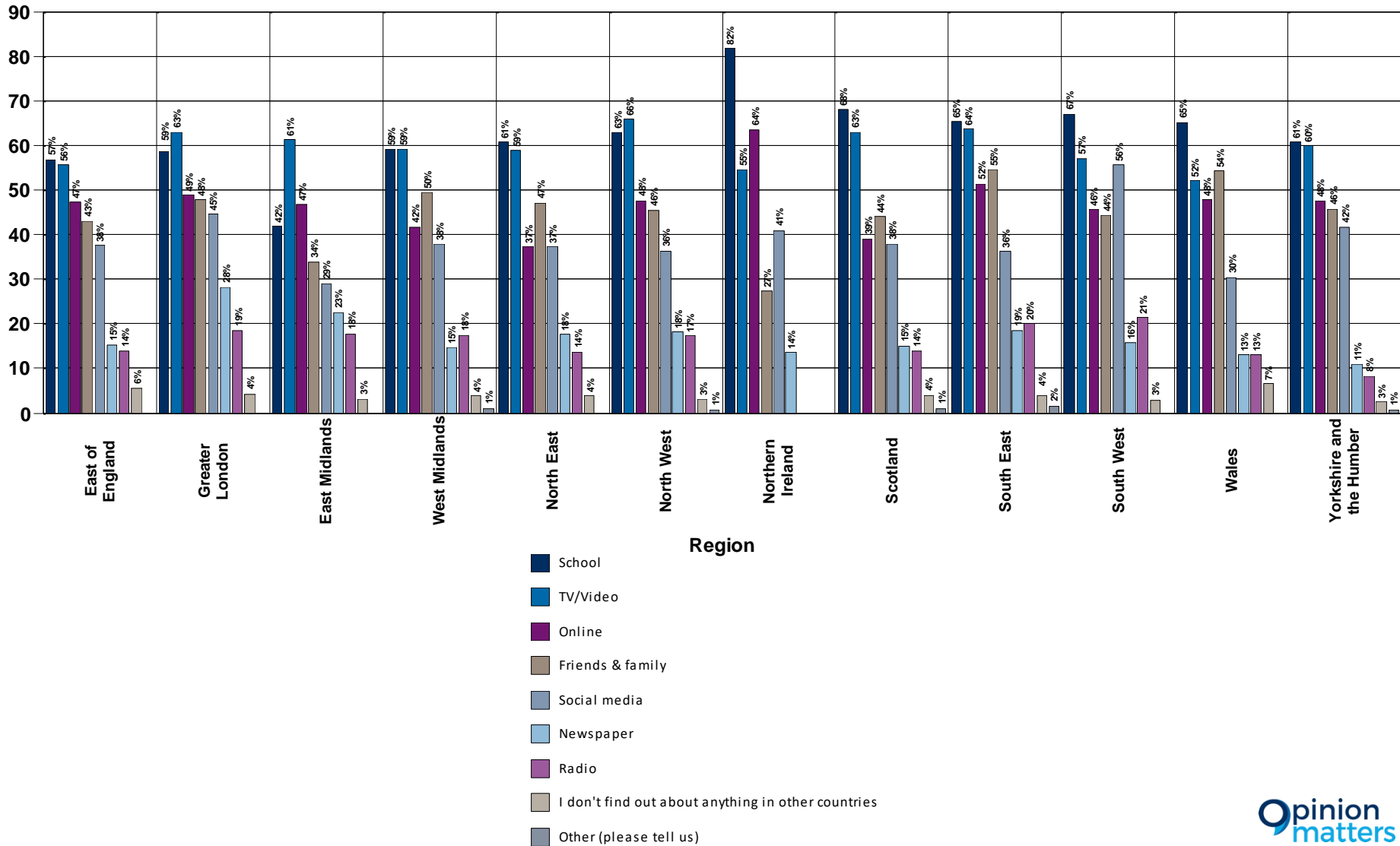
QUESTION 5 – CROSS TABULATION WITH REGION

How do you find out about what happens in other countries?
(Please choose all that you use to find out)

Counts Break % Respondents	Total	Region											
		East of England	Greater London	East Midlands	West Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire and the Humber
Base	1000	72	92	62	103	51	132	22	100	130	70	46	120
Q5													
School	617 61.7%	41 56.9%	54 58.7%	26 41.9%	61 59.2%	31 60.8%	83 62.9%	18 81.8%	68 68.0%	85 65.4%	47 67.1%	30 65.2%	73 60.8%
TV/Video	608 60.8%	40 55.6%	58 63.0%	38 61.3%	61 59.2%	30 58.8%	87 65.9%	12 54.5%	63 63.0%	83 63.8%	40 57.1%	24 52.2%	72 60.0%
Online	464 46.4%	34 47.2%	45 48.9%	29 46.8%	43 41.7%	19 37.3%	63 47.7%	14 63.6%	39 39.0%	67 51.5%	32 45.7%	22 47.8%	57 47.5%
Friends & family	463 46.3%	31 43.1%	44 47.8%	21 33.9%	51 49.5%	24 47.1%	60 45.5%	6 27.3%	44 44.0%	71 54.6%	31 44.3%	25 54.3%	55 45.8%
Social media	389 38.9%	27 37.5%	41 44.6%	18 29.0%	39 37.9%	19 37.3%	48 36.4%	9 40.9%	38 38.0%	47 36.2%	39 55.7%	14 30.4%	50 41.7%
Newspaper	171 17.1%	11 15.3%	26 28.3%	14 22.6%	15 14.6%	9 17.6%	24 18.2%	3 13.6%	15 15.0%	24 18.5%	11 15.7%	6 13.0%	13 10.8%
Radio	157 15.7%	10 13.9%	17 18.5%	11 17.7%	18 17.5%	7 13.7%	23 17.4%	- -	14 14.0%	26 20.0%	15 21.4%	6 13.0%	10 8.3%
I don't find out about anything in other countries	37 3.7%	4 5.6%	4 4.3%	2 3.2%	4 3.9%	2 3.9%	4 3.0%	- -	4 4.0%	5 3.8%	2 2.9%	3 6.5%	3 2.5%
Other (please tell us)	6 0.6%	- -	- -	- -	1 1.0%	- -	1 0.8%	- -	1 1.0%	2 1.5%	- -	- -	1 0.8%

QUESTION 5 – CROSS TABULATION WITH REGION

How do you find out about what happens in other countries?
(Please choose all that you use to find out)



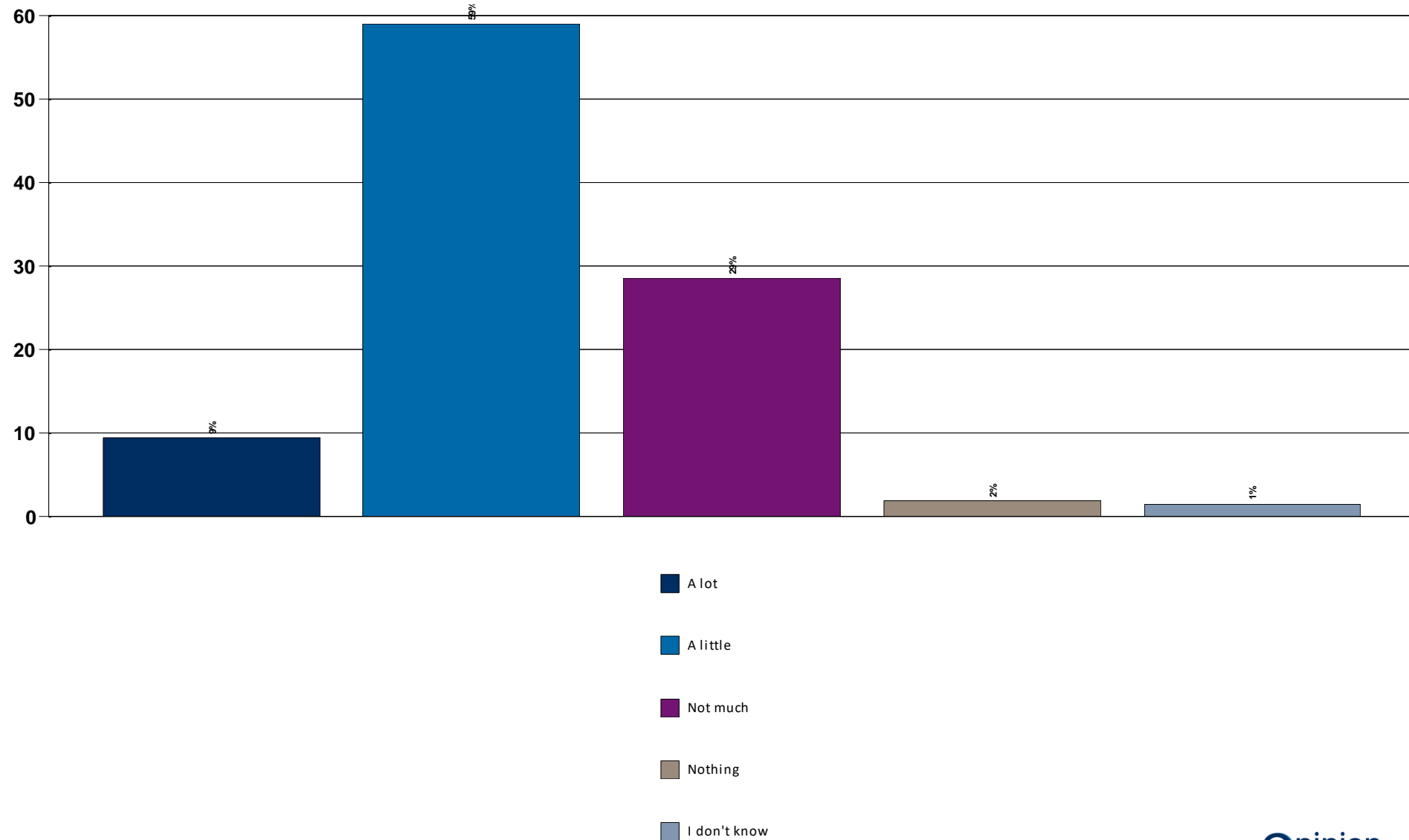
QUESTION 6

How much do you know about what happens in the world?

Counts	
Base %	
Respondents	
Base	1000 100.0%
Q6	
A lot	93 9.3%
A little	590 59.0%
Not much	285 28.5%
Nothing	18 1.8%
I don't know	14 1.4%

QUESTION 6

How much do you know about what happens in the world?



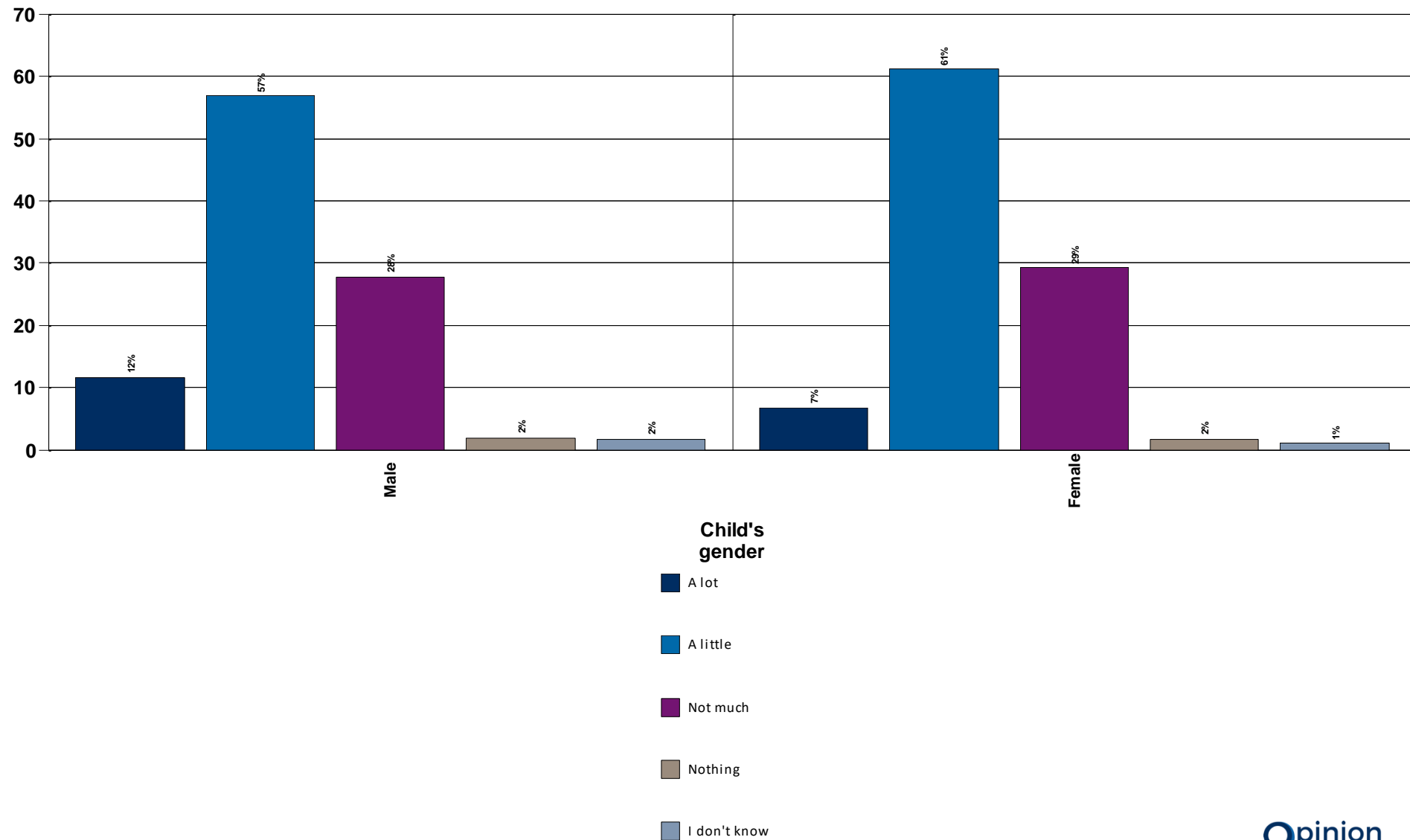
QUESTION 6 – CROSS TABULATION WITH GENDER

How much do you know about what happens in the world?

Counts Break % Res pondents	Total	Child's gender	
		Male	Female
Base	1000	518	482
Q6			
A lot	93 9.3%	60 11.6%	33 6.8%
A little	590 59.0%	295 56.9%	295 61.2%
Not much	285 28.5%	144 27.8%	141 29.3%
Nothing	18 1.8%	10 1.9%	8 1.7%
I don't know	14 1.4%	9 1.7%	5 1.0%

QUESTION 6 – CROSS TABULATION WITH GENDER

How much do you know about what happens in the world?



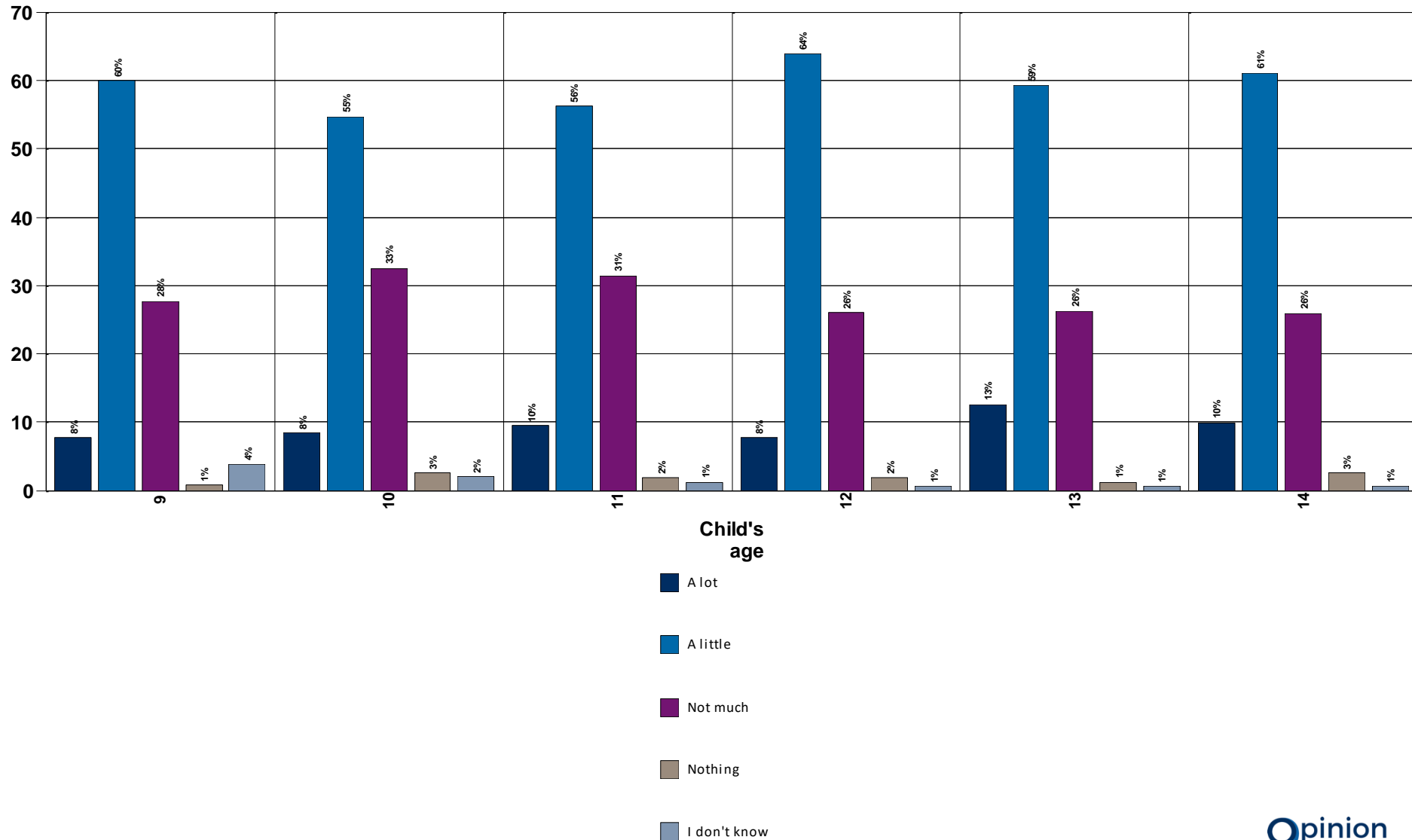
QUESTION 6 – CROSS TABULATION WITH AGE

How much do you know about what happens in the world?

Counts Break % Respondents	Total	Child's age					
		9	10	11	12	13	14
Base	1000	130	203	169	169	167	162
Q6							
A lot	93 9.3%	10 7.7%	17 8.4%	16 9.5%	13 7.7%	21 12.6%	16 9.9%
A little	590 59.0%	78 60.0%	111 54.7%	95 56.2%	108 63.9%	99 59.3%	99 61.1%
Not much	285 28.5%	36 27.7%	66 32.5%	53 31.4%	44 26.0%	44 26.3%	42 25.9%
Nothing	18 1.8%	1 0.8%	5 2.5%	3 1.8%	3 1.8%	2 1.2%	4 2.5%
I don't know	14 1.4%	5 3.8%	4 2.0%	2 1.2%	1 0.6%	1 0.6%	1 0.6%

QUESTION 6 – CROSS TABULATION WITH AGE

How much do you know about what happens in the world?



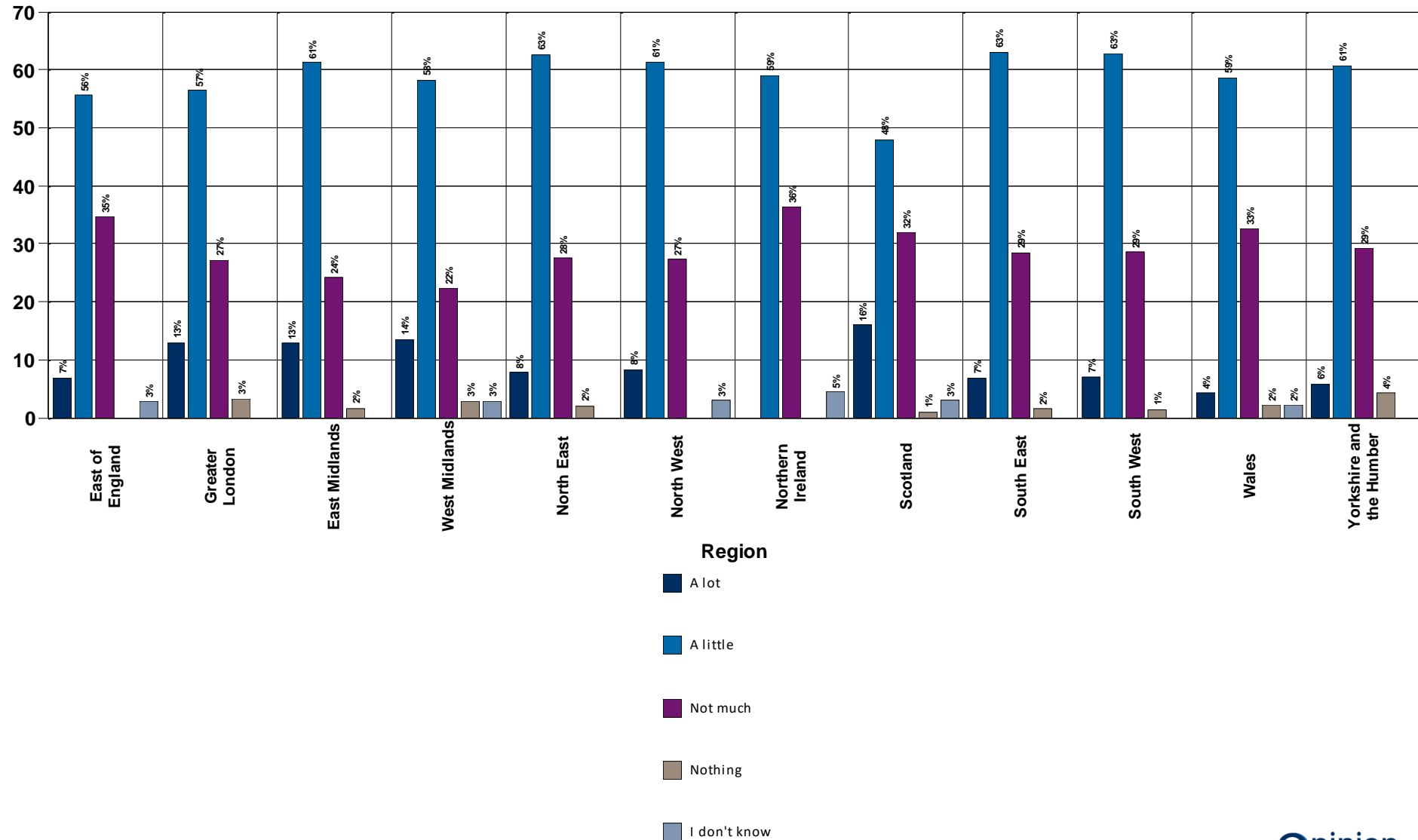
QUESTION 6 – CROSS TABULATION WITH REGION

How much do you know about what happens in the world?

Counts Break % Respondents	Total	Region											
		East of England	Greater London	East Midlands	West Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire and the Humber
Base	1000	72	92	62	103	51	132	22	100	130	70	46	120
Q6													
A lot	93 9.3%	5 6.9%	12 13.0%	8 12.9%	14 13.6%	4 7.8%	11 8.3%	- -	16 16.0%	9 6.9%	5 7.1%	2 4.3%	7 5.8%
A little	590 59.0%	40 55.6%	52 56.5%	38 61.3%	60 58.3%	32 62.7%	81 61.4%	13 59.1%	48 48.0%	82 63.1%	44 62.9%	27 58.7%	73 60.8%
Not much	285 28.5%	25 34.7%	25 27.2%	15 24.2%	23 22.3%	14 27.5%	36 27.3%	8 36.4%	32 32.0%	37 28.5%	20 28.6%	15 32.6%	35 29.2%
Nothing	18 1.8%	- -	3 3.3%	1 1.6%	3 2.9%	1 2.0%	- -	- -	1 1.0%	2 1.5%	1 1.4%	1 2.2%	5 4.2%
I don't know	14 1.4%	2 2.8%	- -	- -	3 2.9%	- -	4 3.0%	1 4.5%	3 3.0%	- -	- -	1 2.2%	- -

QUESTION 6 – CROSS TABULATION WITH REGION

How much do you know about what happens in the world?



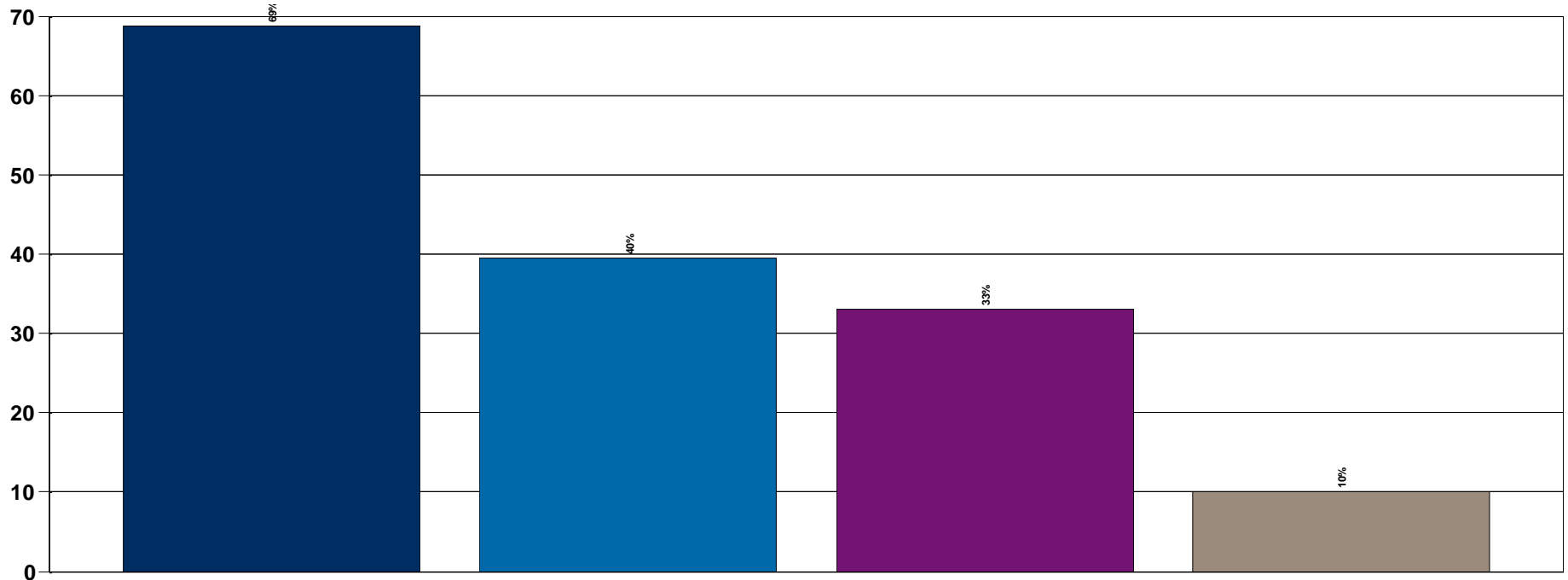
QUESTION 7

How do you watch TV or video about other countries? (Please choose all that you use)

Counts	
Base %	
Respondents	
Base	1000 100.0%
Q7	
TV	687 68.7%
Tablet / desktop computer	395 39.5%
Phone	330 33.0%
I don't watch any	100 10.0%

QUESTION 7

How do you watch TV or video about other countries? (Please choose all that you use)



- TV
- Tablet / desktop computer
- Phone
- I don't watch any

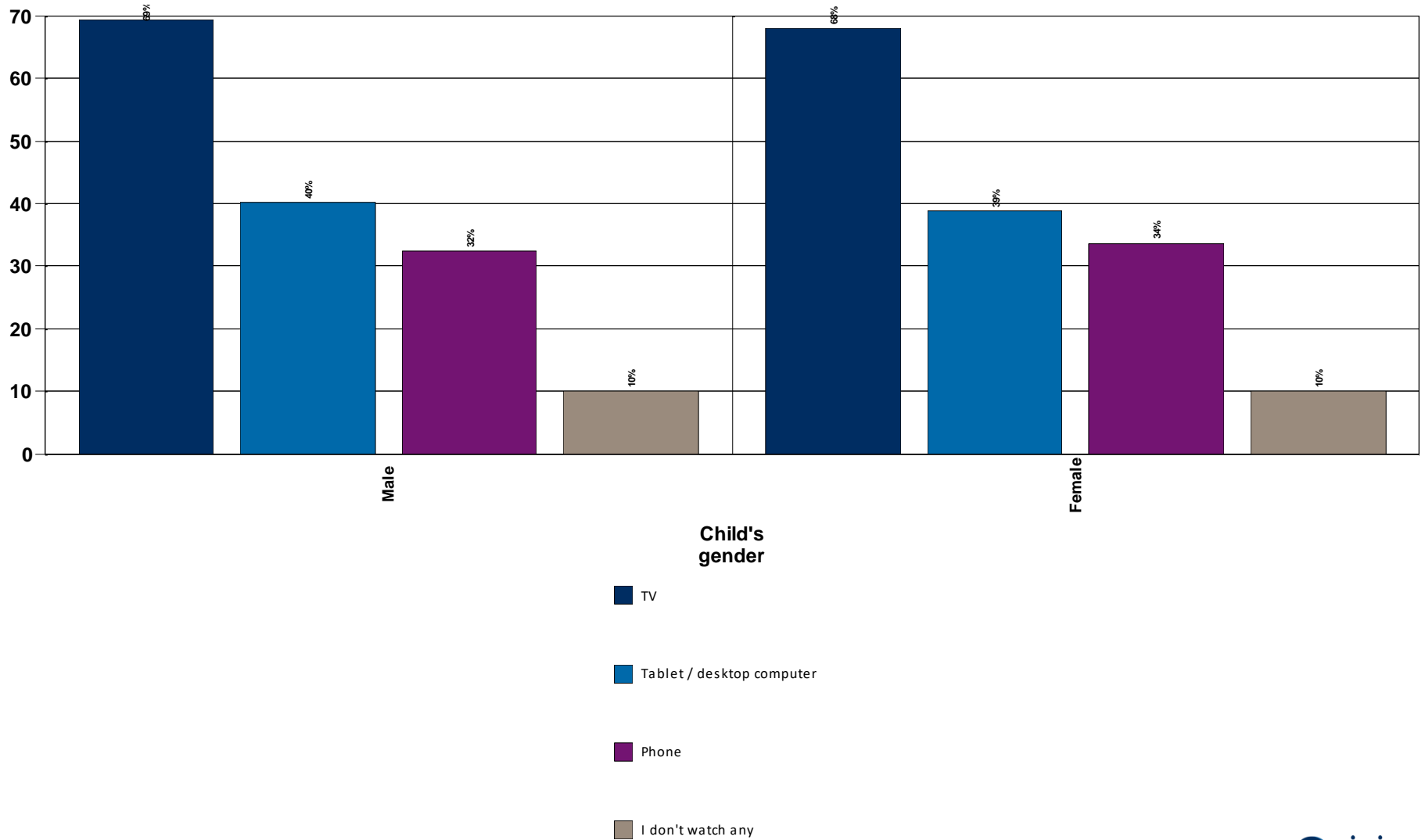
QUESTION 7 – CROSS TABULATION WITH GENDER

How do you watch TV or video about other countries? (Please choose all that you use)

Counts Break % Res pondents	Total	Child's gender	
		Male	Female
Base	1000	518	482
Q7			
TV	687 68.7%	359 69.3%	328 68.0%
Tablet / desktop computer	395 39.5%	208 40.2%	187 38.8%
Phone	330 33.0%	168 32.4%	162 33.6%
I don't watch any	100 10.0%	52 10.0%	48 10.0%

QUESTION 7 – CROSS TABULATION WITH GENDER

How do you watch TV or video about other countries? (Please choose all that you use)



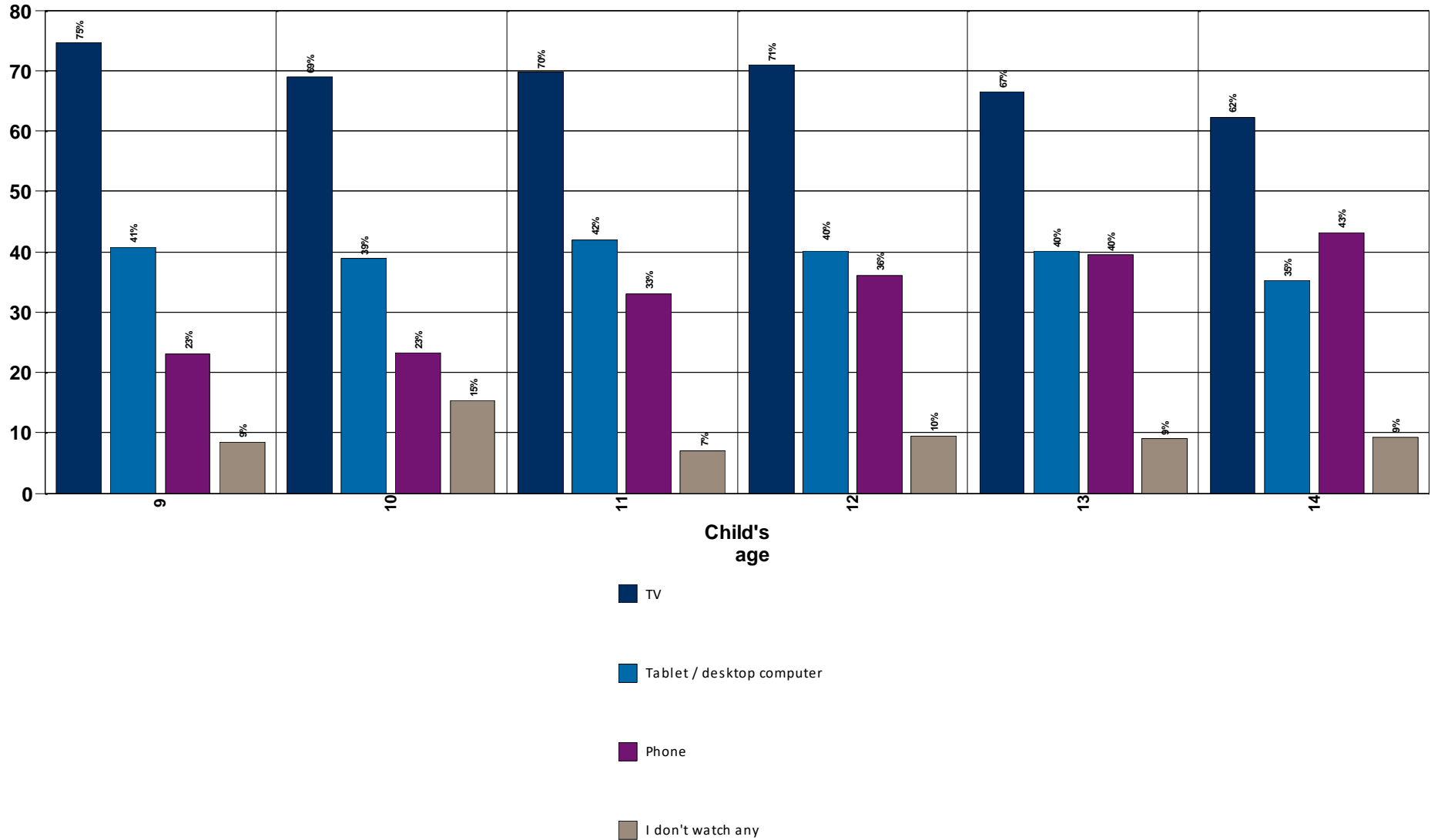
QUESTION 7 – CROSS TABULATION WITH AGE

How do you watch TV or video about other countries? (Please choose all that you use)

Counts Break % Respondents	Total	Child's age					
		9	10	11	12	13	14
Base	1000	130	203	169	169	167	162
Q7							
TV	687 68.7%	97 74.6%	140 69.0%	118 69.8%	120 71.0%	111 66.5%	101 62.3%
Tablet / desktop computer	395 39.5%	53 40.8%	79 38.9%	71 42.0%	68 40.2%	67 40.1%	57 35.2%
Phone	330 33.0%	30 23.1%	47 23.2%	56 33.1%	61 36.1%	66 39.5%	70 43.2%
I don't watch any	100 10.0%	11 8.5%	31 15.3%	12 7.1%	16 9.5%	15 9.0%	15 9.3%

QUESTION 7 – CROSS TABULATION WITH AGE

How do you watch TV or video about other countries? (Please choose all that you use)



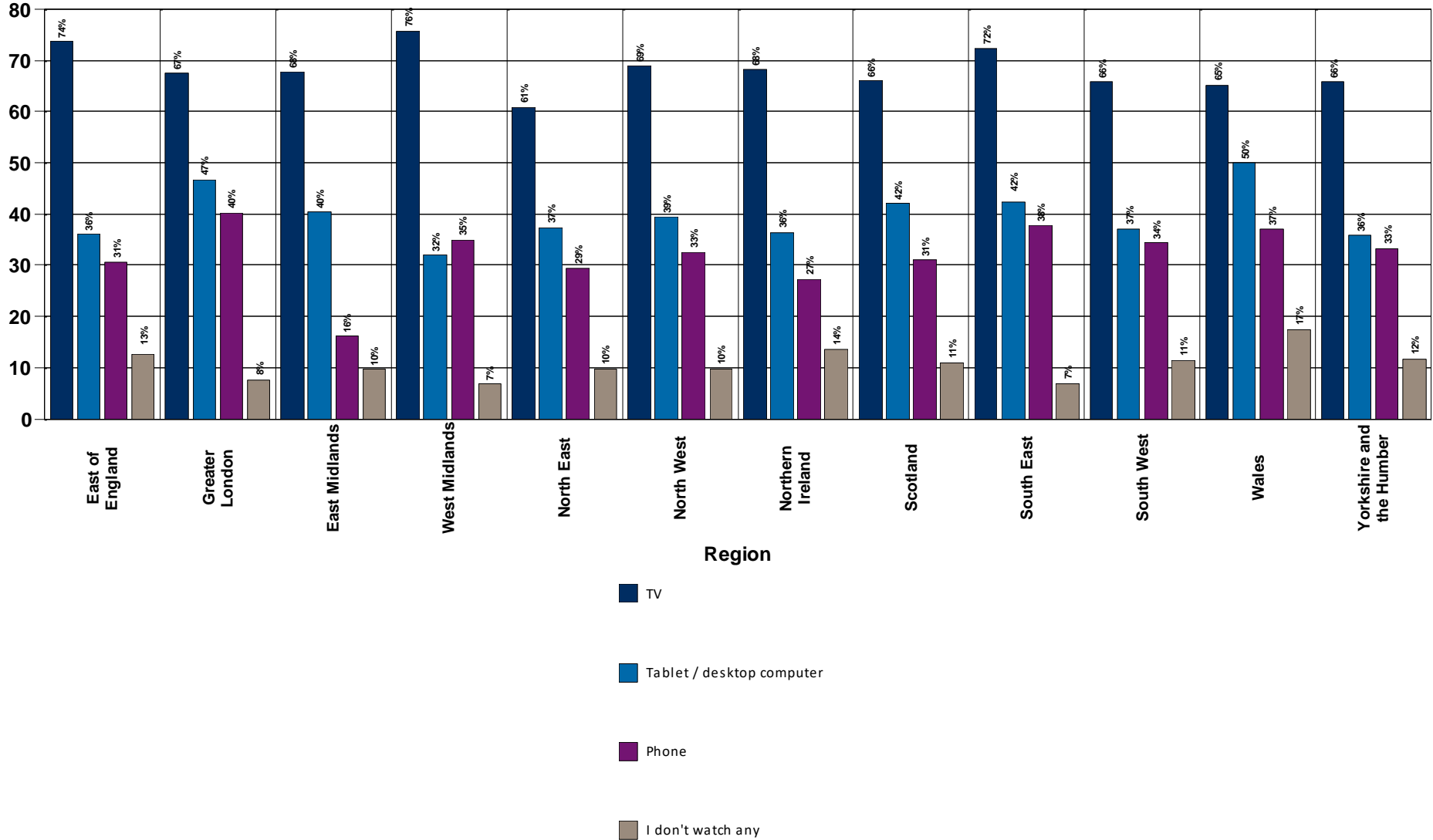
QUESTION 7 – CROSS TABULATION WITH REGION

How do you watch TV or video about other countries? (Please choose all that you use)

Counts Break % Respondents	Total	Region											
		East of England	Greater London	East Midlands	West Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire and the Humber
Base	1000	72	92	62	103	51	132	22	100	130	70	46	120
Q7													
TV	687 68.7%	53 73.6%	62 67.4%	42 67.7%	78 75.7%	31 60.8%	91 68.9%	15 68.2%	66 66.0%	94 72.3%	46 65.7%	30 65.2%	79 65.8%
Tablet / desktop computer	395 39.5%	26 36.1%	43 46.7%	25 40.3%	33 32.0%	19 37.3%	52 39.4%	8 36.4%	42 42.0%	55 42.3%	26 37.1%	23 50.0%	43 35.8%
Phone	330 33.0%	22 30.6%	37 40.2%	10 16.1%	36 35.0%	15 29.4%	43 32.6%	6 27.3%	31 31.0%	49 37.7%	24 34.3%	17 37.0%	40 33.3%
I don't watch any	100 10.0%	9 12.5%	7 7.6%	6 9.7%	7 6.8%	5 9.8%	13 9.8%	3 13.6%	11 11.0%	9 6.9%	8 11.4%	8 17.4%	14 11.7%

QUESTION 7 – CROSS TABULATION WITH REGION

How do you watch TV or video about other countries? (Please choose all that you use)



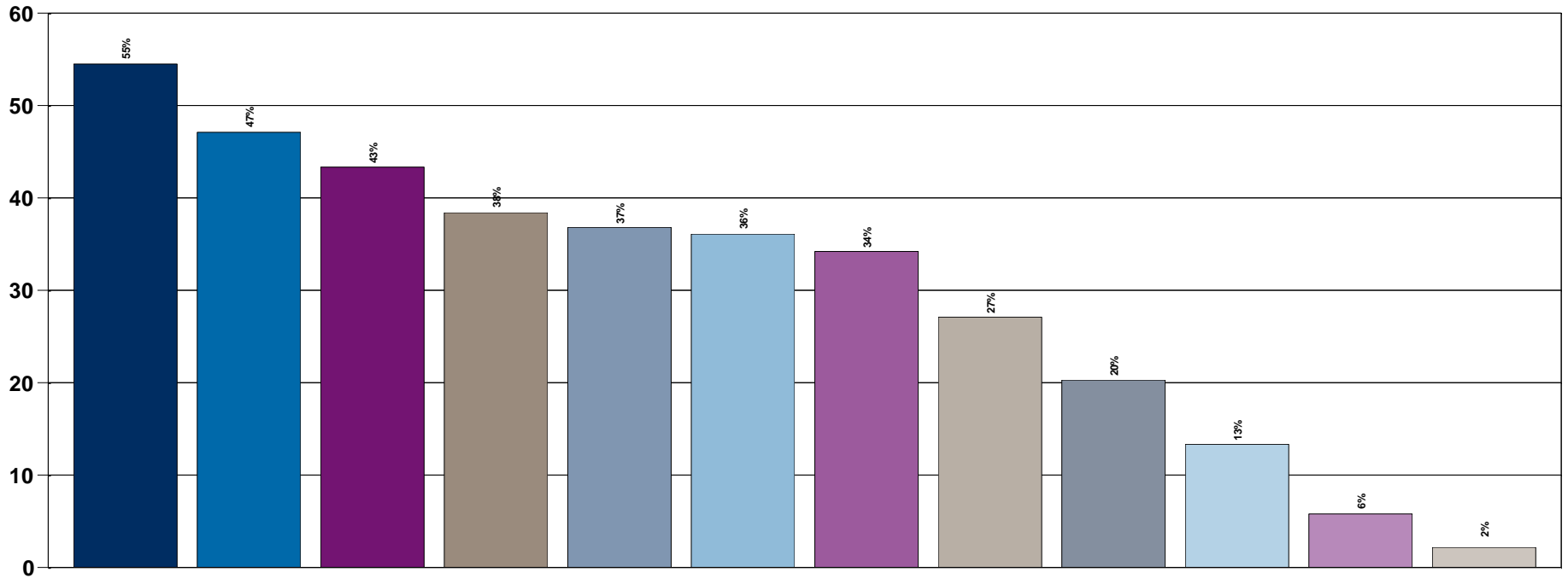
QUESTION 8

What topics about other countries are interesting to you?
(Please choose all topics that you find interesting)

Counts Base % Respondents	
Base	1000 100.0%
Q8	
Animals	545 54.5%
Music	471 47.1%
History	433 43.3%
Food	384 38.4%
News	367 36.7%
Other children	361 36.1%
Sport	341 34.1%
Celebrity	270 27.0%
Fashion	202 20.2%
Health & fitness	132 13.2%
No topics are interesting to me	58 5.8%
Other (please tell us)	21 2.1%

QUESTION 8

What topics about other countries are interesting to you?
(Please choose all topics that you find interesting)



Animals

Music

History

Food

News

Other children

Sport

Celebrity

Fashion

Health & fitness

No topics are interesting to me

Other (please tell us)

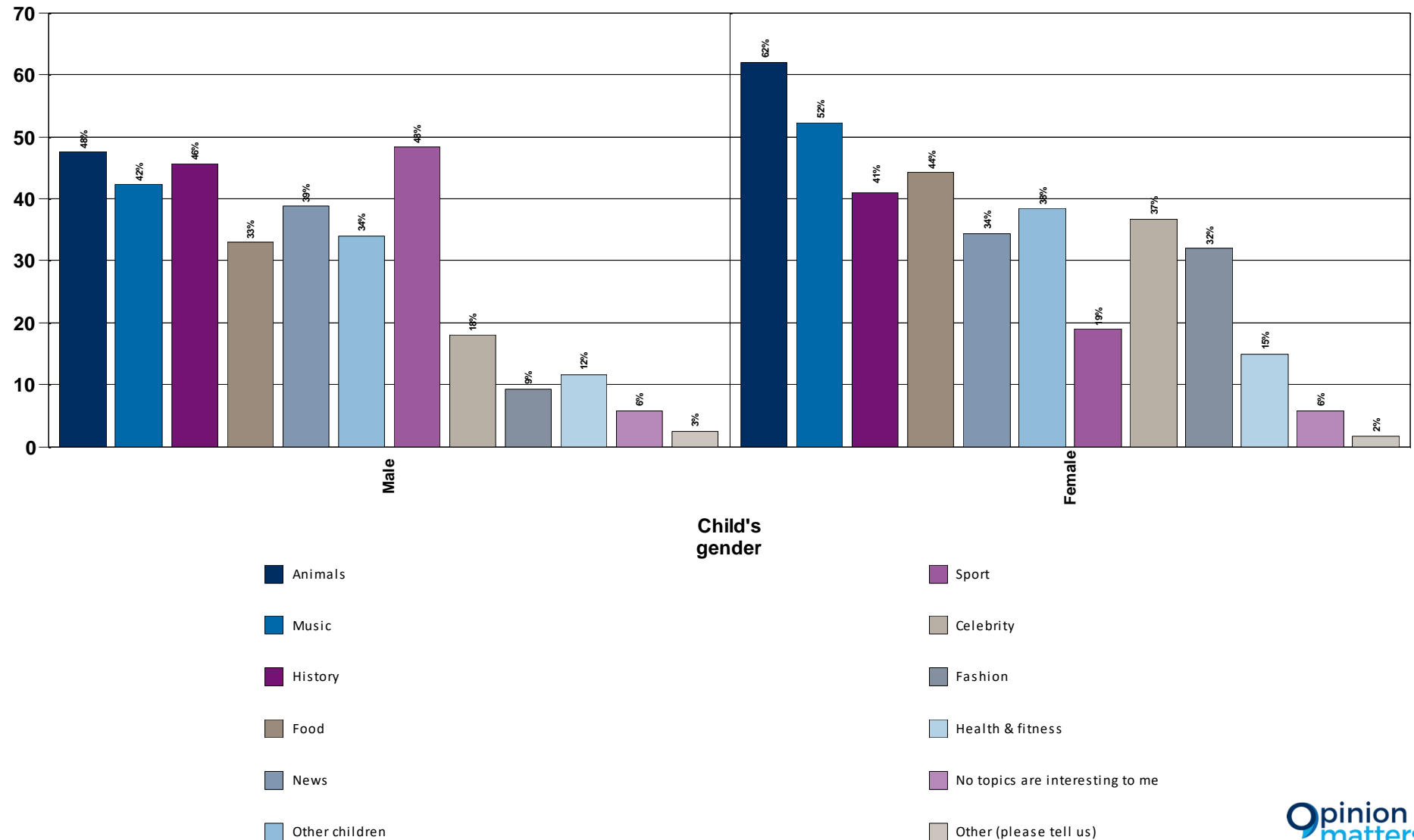
QUESTION 8 – CROSS TABULATION WITH GENDER

What topics about other countries are interesting to you?
(Please choose all topics that you find interesting)

Counts Break % Respondents	Total	Child's gender	
		Male	Female
Base	1000	518	482
Q8			
Animals	545 54.5%	246 47.5%	299 62.0%
Music	471 47.1%	219 42.3%	252 52.3%
History	433 43.3%	236 45.6%	197 40.9%
Food	384 38.4%	171 33.0%	213 44.2%
News	367 36.7%	201 38.8%	166 34.4%
Other children	361 36.1%	176 34.0%	185 38.4%
Sport	341 34.1%	250 48.3%	91 18.9%
Celebrity	270 27.0%	93 18.0%	177 36.7%
Fashion	202 20.2%	48 9.3%	154 32.0%
Health & fitness	132 13.2%	60 11.6%	72 14.9%
No topics are interesting to me	58 5.8%	30 5.8%	28 5.8%
Other (please tell us)	21 2.1%	13 2.5%	8 1.7%

QUESTION 8 – CROSS TABULATION WITH GENDER

What topics about other countries are interesting to you?
(Please choose all topics that you find interesting)



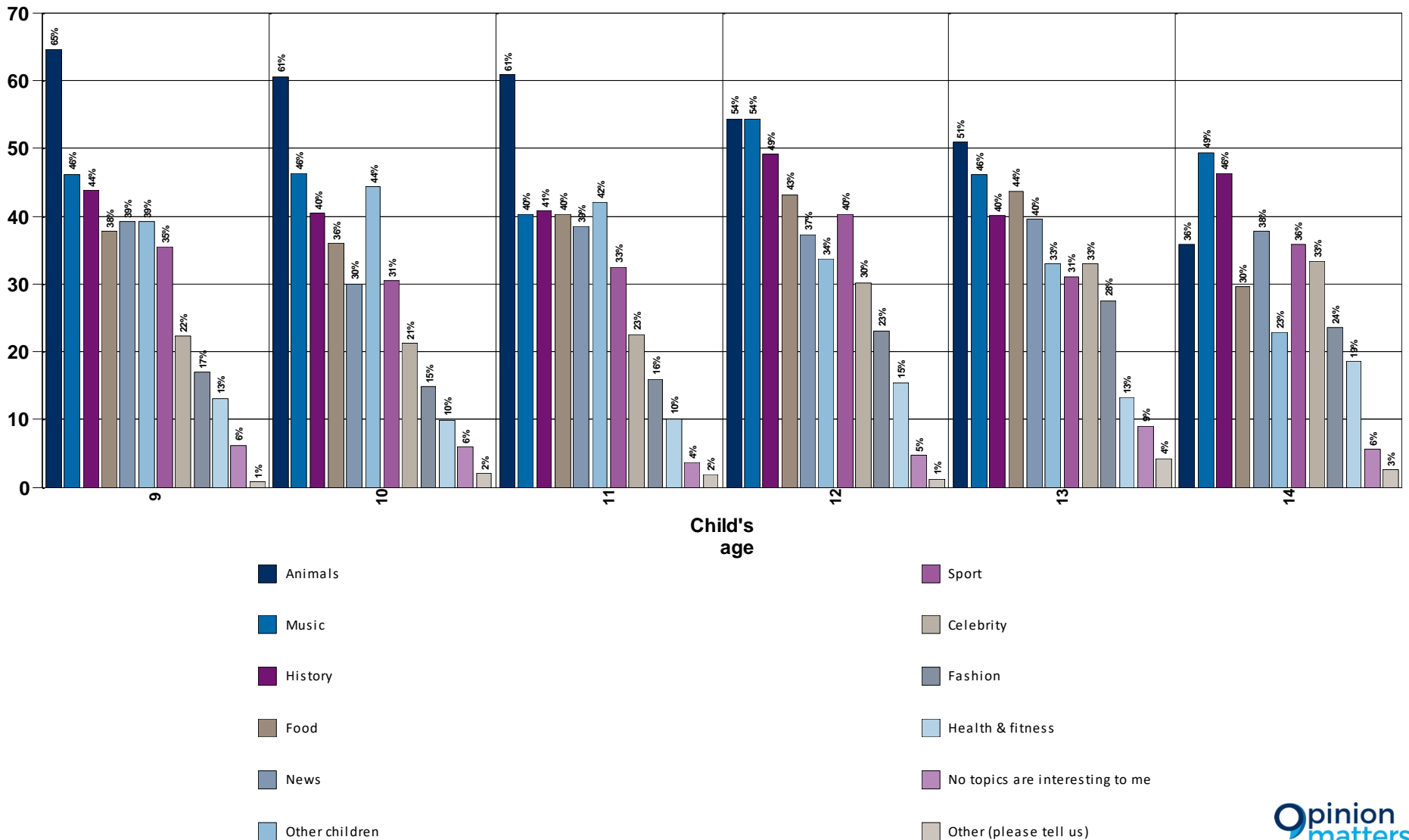
QUESTION 8 – CROSS TABULATION WITH AGE

What topics about other countries are interesting to you?
(Please choose all topics that you find interesting)

Counts Break % Respondents	Total	Child's age					
		9	10	11	12	13	14
Base	1000	130	203	169	169	167	162
Q8							
Animals	545 54.5%	84 64.6%	123 60.6%	103 60.9%	92 54.4%	85 50.9%	58 35.8%
Music	471 47.1%	60 46.2%	94 46.3%	68 40.2%	92 54.4%	77 46.1%	80 49.4%
History	433 43.3%	57 43.8%	82 40.4%	69 40.8%	83 49.1%	67 40.1%	75 46.3%
Food	384 38.4%	49 37.7%	73 36.0%	68 40.2%	73 43.2%	73 43.7%	48 29.6%
News	367 36.7%	51 39.2%	61 30.0%	65 38.5%	63 37.3%	66 39.5%	61 37.7%
Other children	361 36.1%	51 39.2%	90 44.3%	71 42.0%	57 33.7%	55 32.9%	37 22.8%
Sport	341 34.1%	46 35.4%	62 30.5%	55 32.5%	68 40.2%	52 31.1%	58 35.8%
Celebrity	270 27.0%	29 22.3%	43 21.2%	38 22.5%	51 30.2%	55 32.9%	54 33.3%
Fashion	202 20.2%	22 16.9%	30 14.8%	27 16.0%	39 23.1%	46 27.5%	38 23.5%
Health & fitness	132 13.2%	17 13.1%	20 9.9%	17 10.1%	26 15.4%	22 13.2%	30 18.5%
No topics are interesting to me	58 5.8%	8 6.2%	12 5.9%	6 3.6%	8 4.7%	15 9.0%	9 5.6%
Other (please tell us)	21 2.1%	1 0.8%	4 2.0%	3 1.8%	2 1.2%	7 4.2%	4 2.5%

QUESTION 8 – CROSS TABULATION WITH AGE

What topics about other countries are interesting to you?
(Please choose all topics that you find interesting)



QUESTION 8 – CROSS TABULATION WITH REGION

What topics about other countries are interesting to you?
(Please choose all topics that you find interesting)

Counts Break % Respondents	Total	Region											
		East of England	Greater London	East Midlands	West Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire and the Humber
Base	1000	72	92	62	103	51	132	22	100	130	70	46	120
Q8													
Animals	545 54.5%	36 50.0%	44 47.8%	31 50.0%	53 51.5%	30 58.8%	78 59.1%	13 59.1%	59 59.0%	77 59.2%	41 58.6%	20 43.5%	63 52.5%
Music	471 47.1%	33 45.8%	50 54.3%	25 40.3%	47 45.6%	19 37.3%	56 42.4%	9 40.9%	52 52.0%	68 52.3%	34 48.6%	25 54.3%	53 44.2%
History	433 43.3%	29 40.3%	39 42.4%	24 38.7%	45 43.7%	24 47.1%	63 47.7%	10 45.5%	44 44.0%	54 41.5%	35 50.0%	22 47.8%	44 36.7%
Food	384 38.4%	21 29.2%	44 47.8%	21 33.9%	40 38.8%	14 27.5%	56 42.4%	6 27.3%	41 41.0%	55 42.3%	32 45.7%	17 37.0%	37 30.8%
News	367 36.7%	31 43.1%	40 43.5%	22 35.5%	29 28.2%	17 33.3%	53 40.2%	7 31.8%	46 46.0%	39 30.0%	27 38.6%	16 34.8%	40 33.3%
Other children	361 36.1%	21 29.2%	29 31.5%	20 32.3%	41 39.8%	17 33.3%	50 37.9%	10 45.5%	49 49.0%	52 40.0%	22 31.4%	14 30.4%	36 30.0%
Sport	341 34.1%	23 31.9%	39 42.4%	23 37.1%	35 34.0%	18 35.3%	43 32.6%	7 31.8%	35 35.0%	45 34.6%	26 37.1%	14 30.4%	33 27.5%
Celebrity	270 27.0%	19 26.4%	32 34.8%	12 19.4%	21 20.4%	11 21.6%	25 18.9%	5 22.7%	28 28.0%	42 32.3%	15 21.4%	13 28.3%	47 39.2%
Fashion	202 20.2%	5 6.9%	29 31.5%	12 19.4%	14 13.6%	11 21.6%	22 16.7%	5 22.7%	27 27.0%	31 23.8%	17 24.3%	8 17.4%	21 17.5%
Health & fitness	132 13.2%	7 9.7%	20 21.7%	10 16.1%	14 13.6%	4 7.8%	15 11.4%	1 4.5%	12 12.0%	23 17.7%	10 14.3%	5 10.9%	11 9.2%
No topics are interesting to me	58 5.8%	7 9.7%	4 4.3%	3 4.8%	5 4.9%	2 3.9%	12 9.1%	2 9.1%	5 5.0%	7 5.4%	1 1.4%	3 6.5%	7 5.8%
Other (please tell us)	21 2.1%	1 1.4%	- -	1 1.6%	2 1.9%	1 2.0%	3 2.3%	- -	3 3.0%	3 2.3%	2 2.9%	- -	5 4.2%

QUESTION 8 – CROSS TABULATION WITH REGION

What topics about other countries are interesting to you?
(Please choose all topics that you find interesting)

