

Ofcom BBC distinctiveness research: Quantitative findings

Report

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Ipsos MORI
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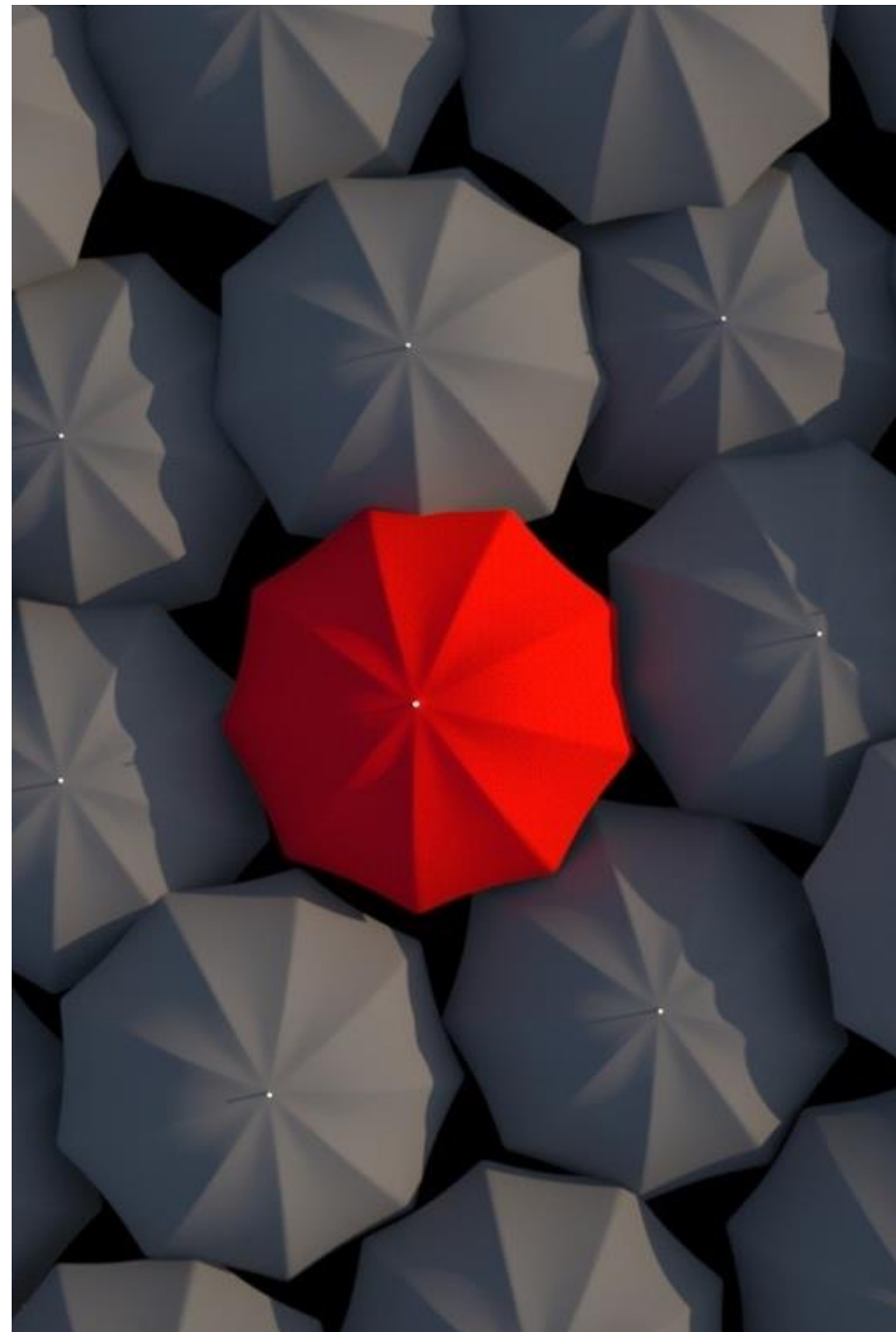
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Headline

Findings



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Purpose of this document

- Earlier this year Ofcom commissioned Ipsos MORI to undertake qualitative market research to help them understand peoples' experiences and expectations of the BBC, with a particular focus on views towards distinctiveness
- Ofcom stated at the time of publication of the qualitative findings that this would be followed by further quantitative research specifically designed to quantify audiences' views and priorities relating to distinctiveness as detailed in Schedule 2
- This document gives a summary of the key findings from this second phase of distinctiveness research
- Measuring audience perceptions of distinctiveness using the five elements detailed in Schedule 2 has proved effective in helping understand attitudes in this area. Consumers are able to differentiate across the different attributes and can offer a view on how important they feel they are and how well the BBC delivers against them. Differences are observed in attitudes towards the BBC across television services, radio services and BBC websites and apps using these statements

Overview of core findings

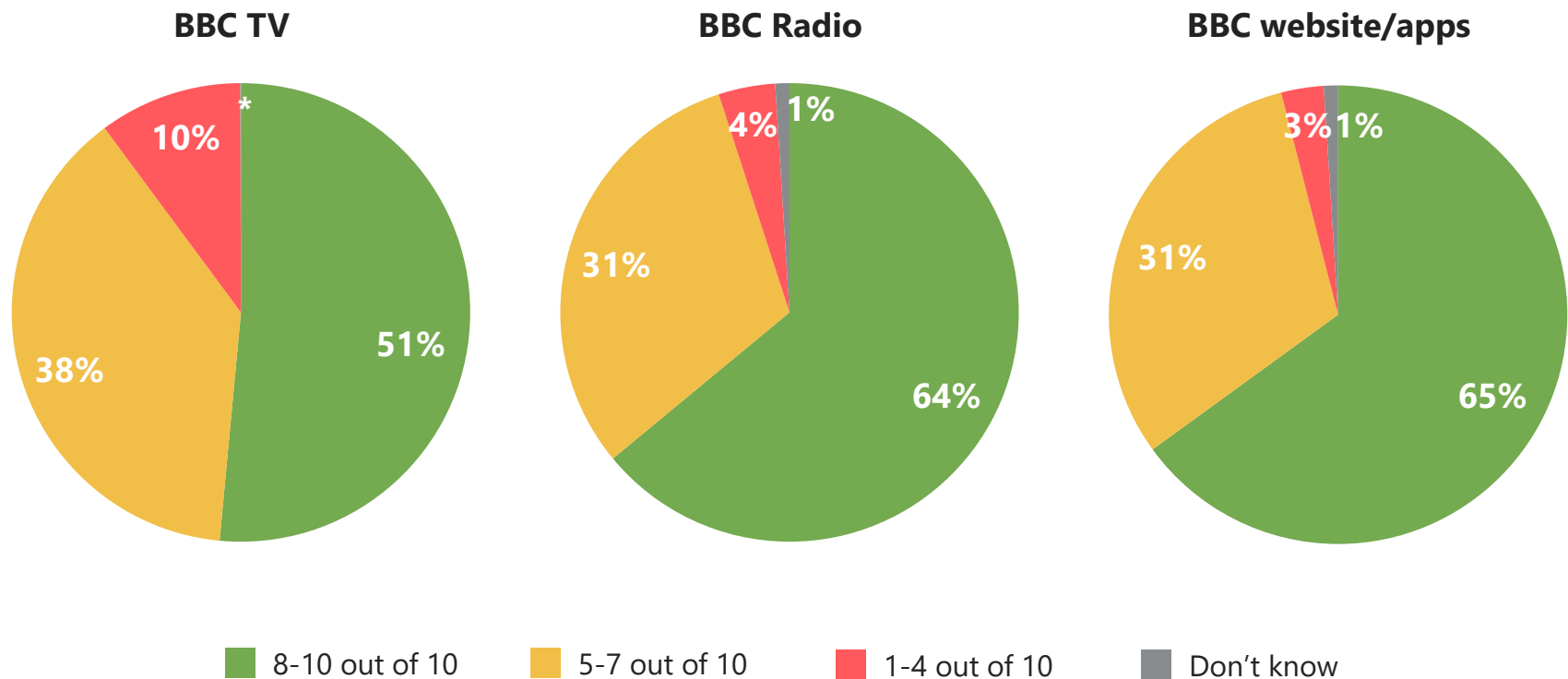
- The findings indicate:
 - Satisfaction is high for BBC TV, radio and online services. Satisfaction is highest with BBC radio (with 64% of listeners rating it at least 8 out of 10) and the BBC website and apps (65%), followed by BBC TV (51% of viewers highly satisfied).
 - BBC TV performs well against other PSB broadcasters, and similar to Sky (although Netflix, the subscription on-demand streaming service, rates highest amongst its viewers).
 - High quality output is a core performance strength for the BBC across all three platforms, and is also considered the most important for the BBC to do among users of these services.
 - The BBC performs less well on taking a chance on new and innovative content across the board but this is also seen as relatively less important factor

Satisfaction ratings for BBC TV/Radio/Website and apps

Satisfaction ratings for BBC TV, online and radio are high – half rate TV highly (8-10 out of 10) and two-thirds rate radio and online highly

Overall, to what extent are you satisfied or dissatisfied with BBC TV/Radio/Online?

Please give a score of 1-10 where 1 means extremely dissatisfied and 10 means extremely satisfied.



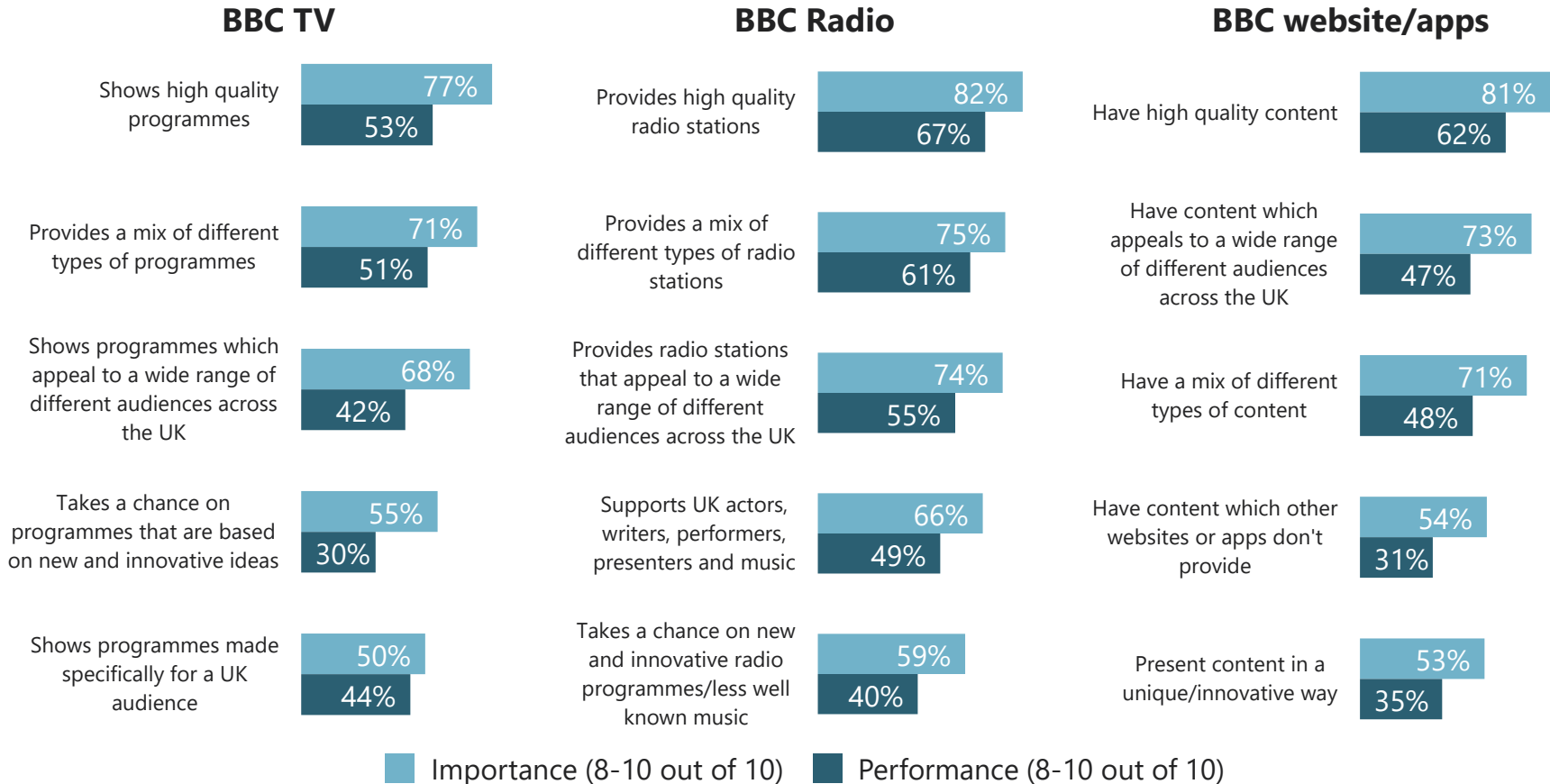
Base: All who watched BBC TV at least once in the past three months (1,953) / listened to BBC Radio at least once in the past three months (1,238) / used the BBC website/apps at least once in the past three months (1,263)

BBC TV/Radio/Online: Importance and performance of distinctiveness indicators

High quality output is a core performance strength for the BBC across all three platforms, and is also considered important. The BBC performs less well on innovation but this is also seen as relatively less important

How important, if at all, do you think it is that... do each of the following?

...And how well, if at all, do you think... do each of the following, compared to others that you use?



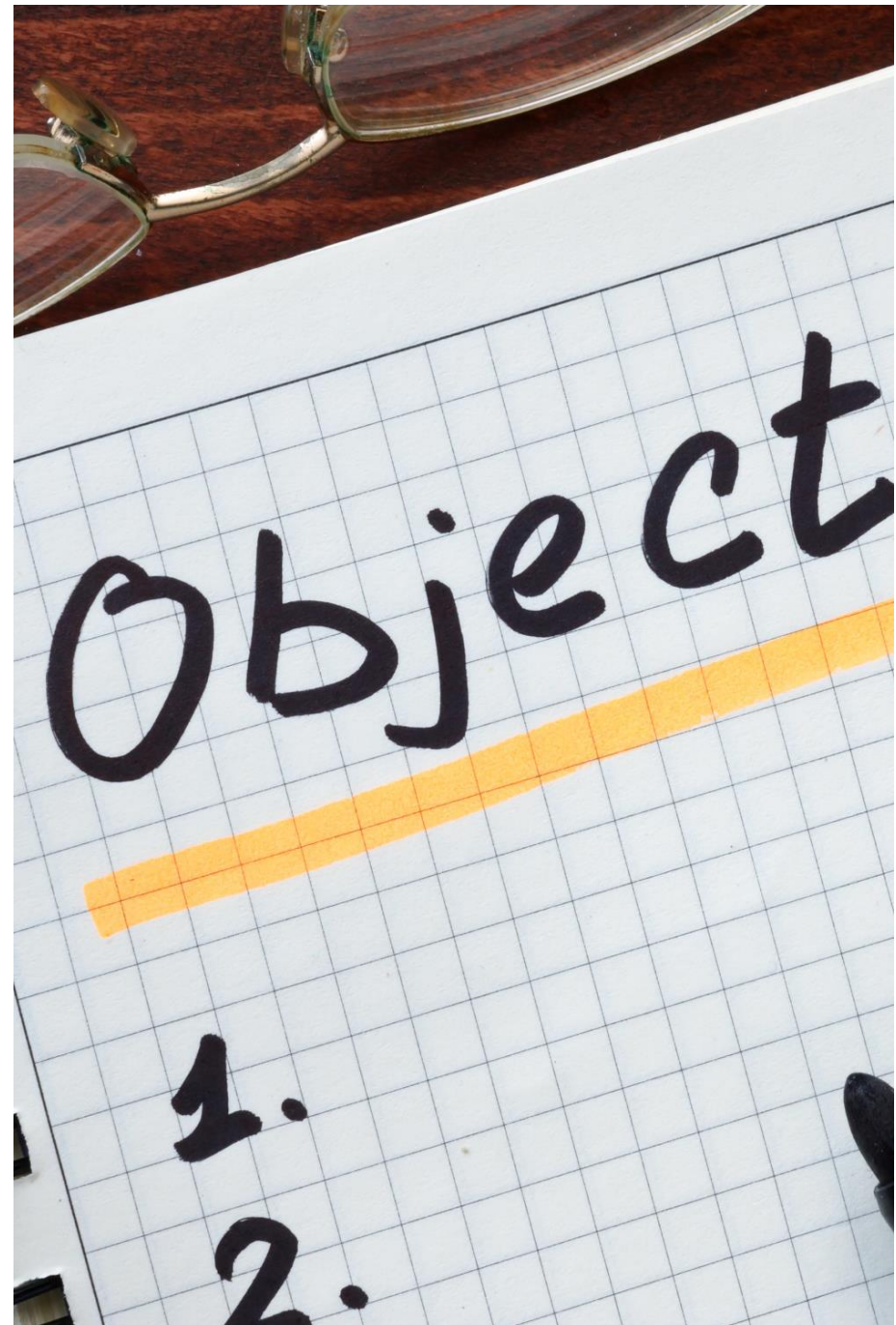
Base: All who watched BBC TV at least once in the past three months (1,953) / listened to BBC Radio at least once in the past three months (1,238) / used the BBC website/apps at least once in the past three months (1,263)

Context and

Methodology



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Background & Research objectives



The BBC mission and duties are detailed in a Royal Charter which was renewed by the Government at the end of last year, and gives the BBC an updated mission and set of five public purposes.



The new Charter also made **Ofcom the BBC's first external regulator**, replacing the BBC Trust. One of Ofcom's responsibilities is to ensure that the BBC fulfils its mission and promotes its public purposes.



As part of this, **Ofcom is developing a draft Operating Licence**. A key aspect of this is taking into consideration the BBC's third public purpose, which is *'to show the most creative, highest quality and distinctive outputs and services'*.



This public purpose is broken down into five indicators, detailed in Schedule 2 of the Framework and Agreement: (1) a mix of different genres and output; (2) quality of output; (3) amount of original output produced in the UK; (4) level of risk-taking, innovation, challenge and creative ambition; and (5) range of audiences it serves.



Ofcom has commissioned Ipsos MORI to conduct research to explore audiences' perceptions of the BBC, and more specifically **quantify audiences' views and priorities relating to distinctiveness as detailed in Schedule 2.**

Methodology

- 2,114 interviews were conducted face-to-face in home across the United Kingdom with adults aged 16+ between 23rd June and 3rd July 2017 using Ipsos MORI's "Capibus" omnibus survey
- Results are weighted to match the UK adult population
- Reference in the report is made to heavy, medium and light viewers. Heavy viewers watch TV most days, medium viewers once to 2-3 times a week, and light viewers once every 3 months to at least once a month.
- Percentages are subject to sampling tolerances – see the table below for approximate size percentage differences need to be in order to be considered statistically significant for key samples. Differences that are statistically significant are underlined and highlighted in the tables in this document.

Sample size	Approximate sampling tolerances applicable to percentages at or near these levels		
	50%	30% or 70%	90% or 10%
100 (c. N Ireland/Wales base sizes)	±10%	±9%	±6%
144 (Scotland effective base size)	±9%	±8%	±5%
500	±5%	±5%	±3%
1,000	±4%	±3%	±2%
1,466 (England effective base size)	±3%	±3%	±2%
1,680 (Full sample effective base size)	±3%	±3%	±2%



Questionnaire structure

Media Consumption

(TV/Catch-up and on demand services/Radio stations/websites and apps – focus on BBC services)

Television section

- Satisfaction with BBC television services and other television service providers
- Importance that the BBC television services cover aspects of distinctiveness as per Schedule 2
 - How well the BBC television services perform against these 'compared to other providers'
 - Societal importance of specialist genres
 - How well the BBC performs in these specialist genres compared to other providers
- Choice trade-offs for BBC One

Radio section

- Satisfaction with BBC radio services
- Importance that the BBC radio services covers aspects of distinctiveness as per Schedule 2
 - How well BBC radio services perform against these 'compared to other providers'
 - Choice trade-offs for Radio 1 and Radio 2

Online section

- Satisfaction with BBC websites and apps versus other providers
- Importance that the BBC websites and apps covers aspects of distinctiveness as per Schedule 2
 - How well BBC websites and apps perform against these 'compared to other providers'

Distinctiveness indicators by platform

Television section

- Shows a mix of different types of programmes (e.g. entertainment, children's, current affairs, art, drama, sports etc,)
- Shows high quality programmes
- Shows programmes made specifically for UK audiences
- Takes a chance on programmes that are based on new and innovative ideas
- Shows programmes which appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities

Radio section

- Provides a mix of different types of radio stations
- Provides high quality radio stations
- Supports UK actors, writers, performers, presenters and music
- Takes a chance on new and innovative radio programmes and/or new and less well known music
- Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities

Website and apps section

- Have mix of different types of content
- Have high quality content
- Have content that other websites or apps don't provide
- Present content in a unique/innovative way
- Have content which appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities

Sample profile by service

Service:	Full sample	BBC TV/ iPlayer	BBC One	BBC Two	BBC Radio	Radio 1	Radio 2	iPlayer	Online services
% of UK public watched/ listened/ accessed in the last 3 months	-	91%	86%	70%	58%	18%	24%	43%	58%

Viewer/listener/user profiles:

Male	49%	48%	48%	50%	51%	49%	50%	48%	51%
Female	51%	52%	52%	50%	49%	51%	50%	52%	49%
16-34	31%	28%	27%	23%	26%	56%	16%	33%	36%
35-54	33%	33%	33%	32%	33%	31%	39%	36%	38%
55+	36%	39%	40%	45%	40%	13%	45%	31%	27%
ABC1	55%	56%	56%	59%	65%	59%	65%	68%	66%
C2DE	45%	44%	44%	41%	35%	41%	35%	32%	34%
White	86%	87%	89%	89%	90%	90%	94%	90%	85%
BAME	13%	13%	11%	11%	10%	10%	5%	9%	14%

Views on BBC TV and its distinctiveness



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Summary of findings – BBC TV (1)

- A majority of viewers are *highly* satisfied with BBC television services generally; 51% rate their satisfaction at eight out of ten or above. A further 38% rate it moderately between five and seven. One-in-ten give a low satisfaction rating (1-4). When looking at those highly satisfied (8-10):
 - Viewers in social grades AB, and heavy users (who watch BBC One or BBC Two every day/most days) are more positive than average. Those in Scotland are less positive than average
 - BBC TV viewers are more satisfied than viewers of Channel 3 (ITV/STV/UTV combined), Channel 4 and Channel 5. In comparison to platform/streaming video on demand providers, they show a similar level of satisfaction to viewers of Sky and Amazon Video. Netflix viewers rate the highest levels of satisfaction among all of the media organisations listed
- BBC TV viewers consider it important that the BBC delivers across the range of distinctiveness indicators tested
 - High quality programmes (77%), a mix of different types of programmes (71%), and wide audience appeal (68%) are considered particularly important. Innovation (55%) and programming made specifically for UK audiences (50%) are considered relatively less important
- BBC TV performs best in the indicators considered to be the most important (high quality and providing a mix of programmes), and less well on taking a chance on programmes based on new/innovative ideas
 - Those in social grades ABC1 are more likely than average to consider most elements of distinctiveness to be more important. They are also more likely to be positive about the BBC on the quality and mix of programmes, and making them for UK audiences

Summary of findings – BBC TV (2)

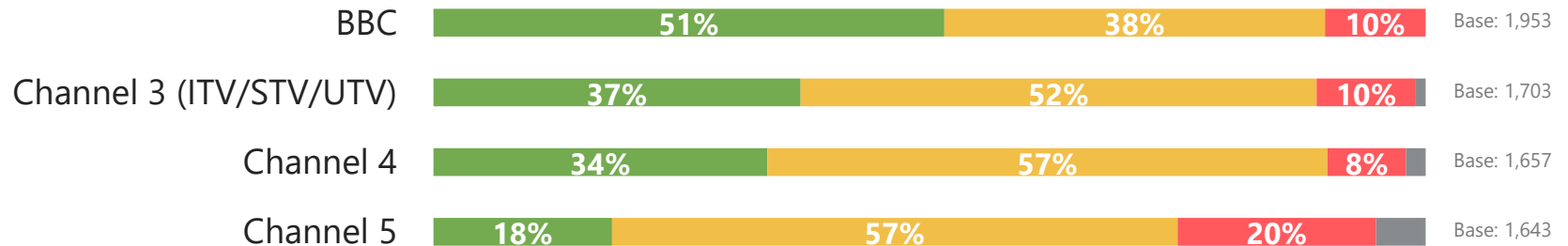
- When asked about the importance of specialist or more niche genres with high societal value, current affairs (68%) and education (62%) are seen as the most important to society for the BBC to provide. Religious programming is seen as a less important genre (27% - though still valued by its viewers)
 - Women are more likely than average to say educational, arts & culture and religious programming is important; ABC1s say the same for current affairs, education, and arts & culture. Children's programmes are more important for parents, and religious programmes for black and minority ethnic (BAME) viewers.
 - BBC TV is seen as performing more strongly in the genres that are considered more important. Over six in ten viewers of children's programmes, current affairs and education programmes rate them highly (8-10 out of 10); just under half of viewers of comedy and religious programmes feel the same.
- Viewers are split on whether BBC One should show a wider range of different types of programmes, or focus on more popular and mainstream content. However, two-thirds agree that it should take more risks on programmes based on new and innovative ideas.
 - Those in social grades ABC1 are most likely to agree that BBC One should take more risks, while those in C2DE are relatively more likely to support showing more new episodes of popular programming

Satisfaction ratings for TV/platform/SVoD service providers

Strong satisfaction scores for BBC TV compared with other PSB channels; Sky has similar levels of satisfaction, and Netflix (subscription on-demand service) has the most satisfied viewers

*Overall, to what extent are you satisfied or dissatisfied with each of the television channels listed below?
Please give a score of 1-10 where 1 means extremely dissatisfied and 10 means extremely satisfied.*

Broadcasters:



Platform providers:



Streaming video on demand:



■ 8-10 ■ 5-7 ■ 1-4 ■ Don't know

Base: All who have seen the service in the past three months – see specific row for base

Satisfaction ratings sub group summary: Broadcasters

BBC TV has the highest satisfaction rating when compared to other PSB broadcasters, with 51% of its viewers rating their satisfaction at eight out of ten or higher. Just ten per cent rate their satisfaction at four out of ten or below.

- Satisfaction with BBC TV is generally similar across demographic groups; the only differences to note are those in social grades AB (57%), and heavy users (who watch BBC 1 or 2 every day/most days) are more positive, while those in Scotland are less positive, than average

The Channel 3 licence holders combined (ITV, STV and UTV) have the next-highest level of satisfaction (37% 8-10 out of 10). ITV and STV have similar levels of satisfaction, whilst UTV viewers are substantially more positive (55%), although it should be noted that the base size for this finding is small.

- Women and those from social grades C2DE are more satisfied than average with ITV/STV/UTV (43% and 42% respectively). Within social grades DE viewer satisfaction rises higher still, with 46% scoring the ITV channels 8-10 out of 10 – the same as the satisfaction score this group gives the BBC (47%).

Channel 4 is rated eight out of ten or higher by one third of its viewers (34%)

- Women (36%) are more satisfied than men (31%), but there are no significant differences by social grade between ABC1 and C2DE viewers
- Satisfaction with C4 is closely linked to age: just 26% of viewers aged 55+ put their satisfaction at eight out of ten or higher, compared with 45% of those aged 16-34.

Channel 5 has the lowest satisfaction rating of the listed broadcasters, with 18% of its viewers scoring their satisfaction at 8 out of 10 or higher.

- The same proportion (20%) are actively *dissatisfied*, rating their satisfaction at four out of ten or lower
- Women (20%) and those from social grades DE (21%) are slightly more likely to be satisfied than average, whilst one quarter (26%) of viewers in social grades AB rate their satisfaction at four out of ten or lower.

Satisfaction ratings sub group summary: Sky/Netflix/Amazon

Sky TV viewers report a similar level of satisfaction to BBC viewers – 50% rate their satisfaction at eight out of ten or higher.

- Broadly, satisfaction with Sky TV viewers is level across demographic groups including social grade and gender. Those aged 45-54 are significantly more satisfied than average (59%).

Netflix viewers report a high level of satisfaction with the service, with 65% reporting satisfaction levels at eight out of ten or above. Satisfaction is strongly linked to age and social grade, with higher social grades and younger and participants more satisfied.

- 72% of 16-34s report high satisfaction with Netflix, compared with 58% of those aged 35 and above.
- Satisfaction amongst ABC1s stands at 67%, compared to 59% for C2DEs

Half (48%) of **Amazon Video** users rate their satisfaction with the service at eight out of ten or above. This level of satisfaction is similar across all demographic groups.

Satisfaction with BBC TV: key demographics

People from higher social grades and heavy viewers are more satisfied than average. Those in Scotland and lighter users of BBC TV services are less satisfied

Overall, to what extent are you satisfied or dissatisfied with each of the television channels listed below?
BBC - % 8-10 out of 10

Gender		Age		Social grade		Parents		Ethnicity		Nation	
Male	48%	16-34	51%	ABC1	54%	Yes	52%	White	52%	England	52%
Female	54%	35-54	54%	C2DE	48%	No	51%	BME	50%	Scotland	43%
		55+	50%							Wales	55%
										N Ireland	56%

51%
8-10 out of 10

Level of BBC One use		Level of BBC Two use	
Light (once every 3 months-monthly)	33%	Light (once every 3 months-monthly)	44%
Medium (once/2-3 times a week)	40%	Medium (once/2-3 times a week)	54%
Heavy (every day/most days)	58%	Heavy (every day/most days)	60%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total



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Base: 1,953 UK adults aged 16+ who have watched BBC TV in the past three months

Source: Ofcom/Ipsos MORI

Satisfaction with ITV/STV/UTV: key demographics

Female and C2DE viewers are more satisfied (rating 8-10) than average. UTV watchers appear more satisfied, but the base size is small

Overall, to what extent are you satisfied or dissatisfied with each of the television channels listed below?

ITV/STV/UTV - % 8-10 out of 10

Gender		Age		Social grade		Parents		Ethnicity		Nation	
Male	31%	16-34	41%	ABC1	34%	Yes	36%	White	38%	England <i>(ITV: n=1506)</i>	36%
Female	43%	35-54	35%	C2DE	42%	No	38%	BME	32%	Scotland <i>(STV: n=131)</i>	35%
		55+	36%							Wales <i>(ITV: n=1,506)</i>	44%
										N Ireland <i>(UTV: n=88)</i>	55%

37%
8-10 out of 10

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total

Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total



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Base: 1,703 England and Wales adults aged 16+ who have watched ITV/Scottish adults who have watched STV/ Northern Irish adults who have watched UTV in the past three months

Source: Ofcom/Ipsos MORI

Satisfaction with Channel 4: key demographics

Around one third of Channel 4 viewers give a high satisfaction score (8-10 out of 10). Younger viewers and women give higher scores than average.

Overall, to what extent are you satisfied or dissatisfied with each of the television channels listed below?
Channel 4 - % 8-10 out of 10

Gender		Age		Social grade		Parents		Ethnicity		Nation	
Male	31%	16-34	45%	ABC1	35%	Yes	33%	White	34%	England	34%
Female	36%	35-54	33%	C2DE	32%	No	34%	BME	31%	Scotland	31%
		55+	26%							Wales	36%
										N Ireland	37%

34%
8-10 out of 10

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total



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Base: 1,657 UK adults aged 16+ who have watched Channel 4 in the past three months

Source: Ofcom/Ipsos MORI

Satisfaction with Channel 5: key demographics

Channel 5 is the only PSB channel where there are as many dissatisfied viewers (20% scoring 1-4 out of 10) as satisfied (18% scoring 8-10)

Overall, to what extent are you satisfied or dissatisfied with each of the television channels listed below?
Channel 5 - % 8-10 out of 10

Gender		Age		Social grade		Parents		Ethnicity		Nation	
Male	15%	16-34	19%	ABC1	16%	Yes	17%	White	18%	England	17%
Female	20%	35-54	18%	C2DE	19%	No	18%	BME	18%	Scotland	23%
		55+	16%							Wales	22%
										N Ireland	24%

18%
8-10 out of 10

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total



Satisfaction with Sky TV: key demographics

Sky, as a platform provider, achieves similar satisfaction ratings to the BBC. There are no significant sub groups differences to note

Overall, to what extent are you satisfied or dissatisfied with each of the television channels listed below?

Sky - % 8-10 out of 10

Gender		Age		Social grade		Parents		Ethnicity		Nation	
Male	50%	16-34	47%	ABC1	49%	Yes	49%	White	49%	England	50%
Female	49%	35-54	53%	C2DE	50%	No	50%	BME	51%	Scotland	43%
		55+	49%							Wales	47%
										N Ireland	62%

50%
8-10 out of 10

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total

Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total



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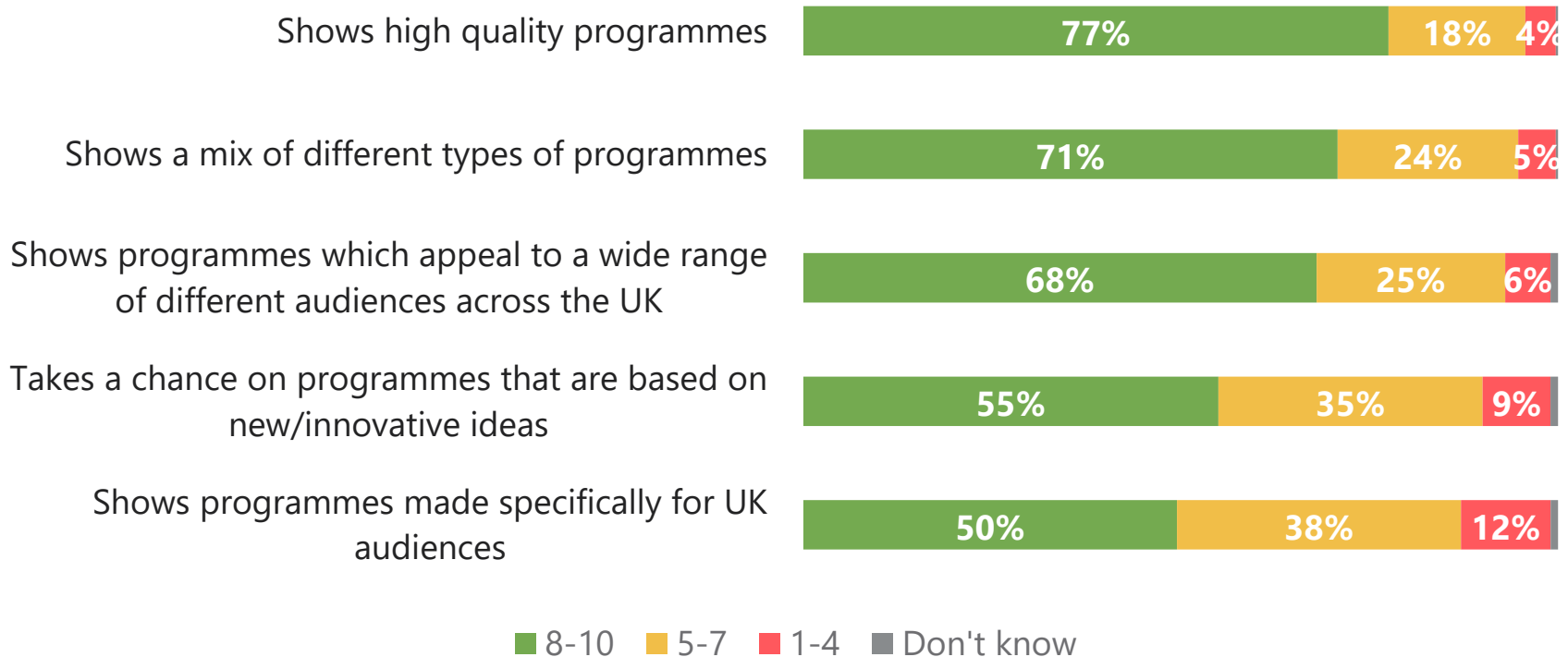
Base: 747 UK adults aged 16+ who have watched Sky in the past three months

Source: Ofcom/Ipsos MORI

Importance of distinctiveness indicators for BBC TV

BBC TV viewers consider it important that the BBC delivers across the range of distinctiveness indicators tested: high quality programmes, a mix of different types of programmes, and wide audience appeal are particularly important

When thinking about BBC TV, how important, if at all do you think it is that BBC TV does each of the following? Please give a score of 1-10 where 1 means not at all important and 10 means extremely important



Base: 1,953 UK adults aged 16+ who have watched BBC TV in the past three months

Importance of distinctiveness indicators by key groups

Viewers from social grades C2DE are less likely to think that most of the tested indicators of distinctiveness are important

When thinking about BBC TV, how important, if at all do you think it is that BBC TV...

% 8-10 out of 10	Total	Gender		Age			Social Grade		Parents		Ethnicity		Nation			
		Male	Female	16-34	34-54	55+	ABC1	C2DE	Yes	No	White	BME	England	Scotland	Wales	N Ireland
Shows high quality programmes	77%	79%	75%	75%	79%	76%	83%	69%	77%	77%	77%	76%	76%	78%	89%	79%
Shows a mix of different types of programmes	71%	70%	71%	69%	72%	70%	77%	63%	70%	71%	72%	64%	71%	66%	78%	63%
Shows programmes which appeal to a wide range of different audiences	68%	67%	69%	71%	70%	64%	74%	61%	71%	67%	68%	69%	68%	69%	75%	66%
Takes a chance on programmes that are based on new and innovative ideas	55%	56%	54%	59%	59%	49%	62%	47%	57%	54%	55%	56%	56%	44%	56%	61%
Shows programmes made specifically for UK audiences	50%	50%	49%	43%	51%	54%	51%	48%	49%	50%	51%	42%	49%	51%	59%	46%

% 8-10 out of 10	Total	Level of BBC One use			Level of BBC Two use			Satisfaction with BBC TV		
		Light	Medium	Heavy	Light	Medium	Heavy	8-10 (High)	5-7 (Medium)	1-4 (Low)
Shows high quality programmes	77%	64%	76%	79%	72%	81%	82%	87%	68%	61%
Shows a mix of different types of programmes	71%	58%	70%	73%	69%	73%	76%	82%	61%	51%
Shows programmes which appeal to a wide range of different audiences	68%	57%	70%	69%	66%	71%	69%	79%	59%	46%
Takes a chance on programmes that are based on new and innovative ideas	55%	52%	57%	55%	53%	57%	57%	64%	47%	37%
Shows programmes made specifically for UK audiences	50%	37%	48%	53%	47%	52%	56%	57%	43%	42%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total

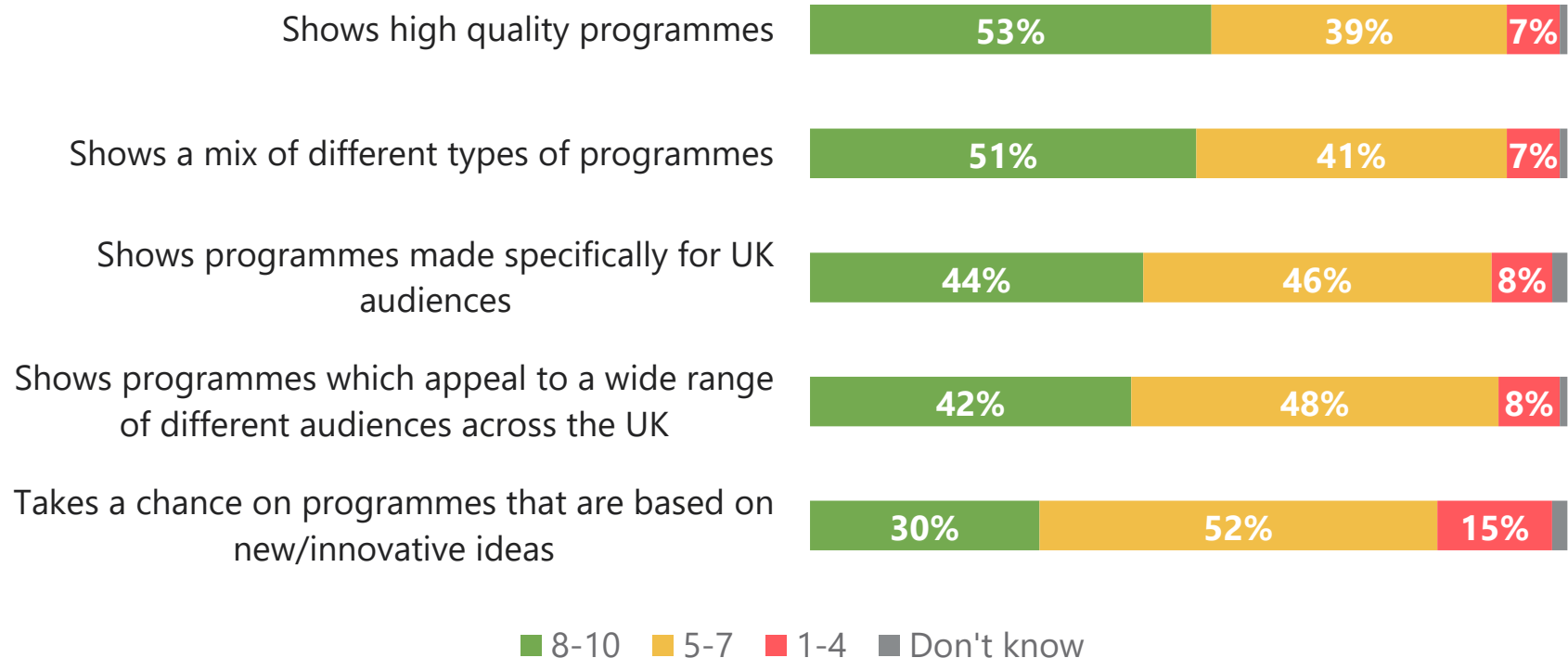
Base: 1,953 UK adults aged 16+ who have watched BBC TV/iPlayer in the past three months

Source: Ofcom/Ipsos MORI

Performance of distinctiveness indicators for BBC TV

BBC television is seen to be performing well on the quality and range of programming when compared to other channels. It performs least well on innovation

And how well, if at all, do you think BBC television does each of the following, compared to other television channels that you watch? Please think of all the BBC programmes that you watch on television, BBC i-Player or other catch up and on demand services, including programmes you watch on other devices such as desktops, laptops or tablets. Please give a score of 1-10 where 1 means not at all well and 10 means extremely well



Performance of distinctiveness indicators by key groups

Ratings of BBC performance on distinctiveness indicators are generally consistent; ABC1 social grades and heavy viewers are generally more positive

And how well, if at all, do you think BBC TV does each of the following compared to other TV channels that you watch?

% 8-10 out of 10	Total	Gender		Age			Social Grade		Parents		Ethnicity		Nation			
		Male	Female	16-34	34-54	55+	ABC1	C2DE	Yes	No	White	BME	Eng-land	Scot-land	Wales	N Ireland
Shows high quality programmes	53%	49%	56%	52%	51%	54%	56%	49%	52%	53%	54%	49%	53%	42%	60%	61%
Shows a mix of different types of programmes	51%	52%	50%	51%	50%	52%	55%	46%	50%	51%	52%	48%	51%	47%	62%	53%
Shows programmes made specifically for UK audiences	44%	45%	43%	47%	42%	43%	48%	39%	41%	45%	45%	39%	44%	42%	44%	55%
Shows programmes which appeal to a wide range of different audiences	42%	41%	43%	43%	38%	44%	43%	41%	40%	43%	43%	35%	41%	36%	57%	59%
Takes a chance on programmes that are based on new and innovative ideas	30%	29%	31%	29%	31%	31%	31%	29%	31%	30%	31%	27%	31%	20%	36%	44%

% 8-10 out of 10	Total	Level of BBC One use			Level of BBC Two use			Satisfaction with BBC TV		
		Light	Medium	Heavy	Light	Medium	Heavy	8-10 (High)	5-7 (Medium)	1-4 (Low)
Shows high quality programmes	53%	34%	45%	58%	50%	58%	57%	73%	34%	22%
Shows a mix of different types of programmes	51%	29%	46%	56%	47%	58%	54%	68%	37%	19%
Shows programmes made specifically for UK audiences	44%	36%	41%	46%	47%	46%	49%	56%	33%	26%
Shows programmes which appeal to a wide range of different audiences	42%	20%	35%	47%	38%	45%	47%	57%	29%	18%
Takes a chance on programmes that are based on new and innovative ideas	30%	18%	26%	33%	28%	32%	35%	43%	18%	12%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total

Base: 1,953 UK adults aged 16+ who have watched BBC TV/iPlayer in the past three months

Source: Ofcom/Ipsos MORI

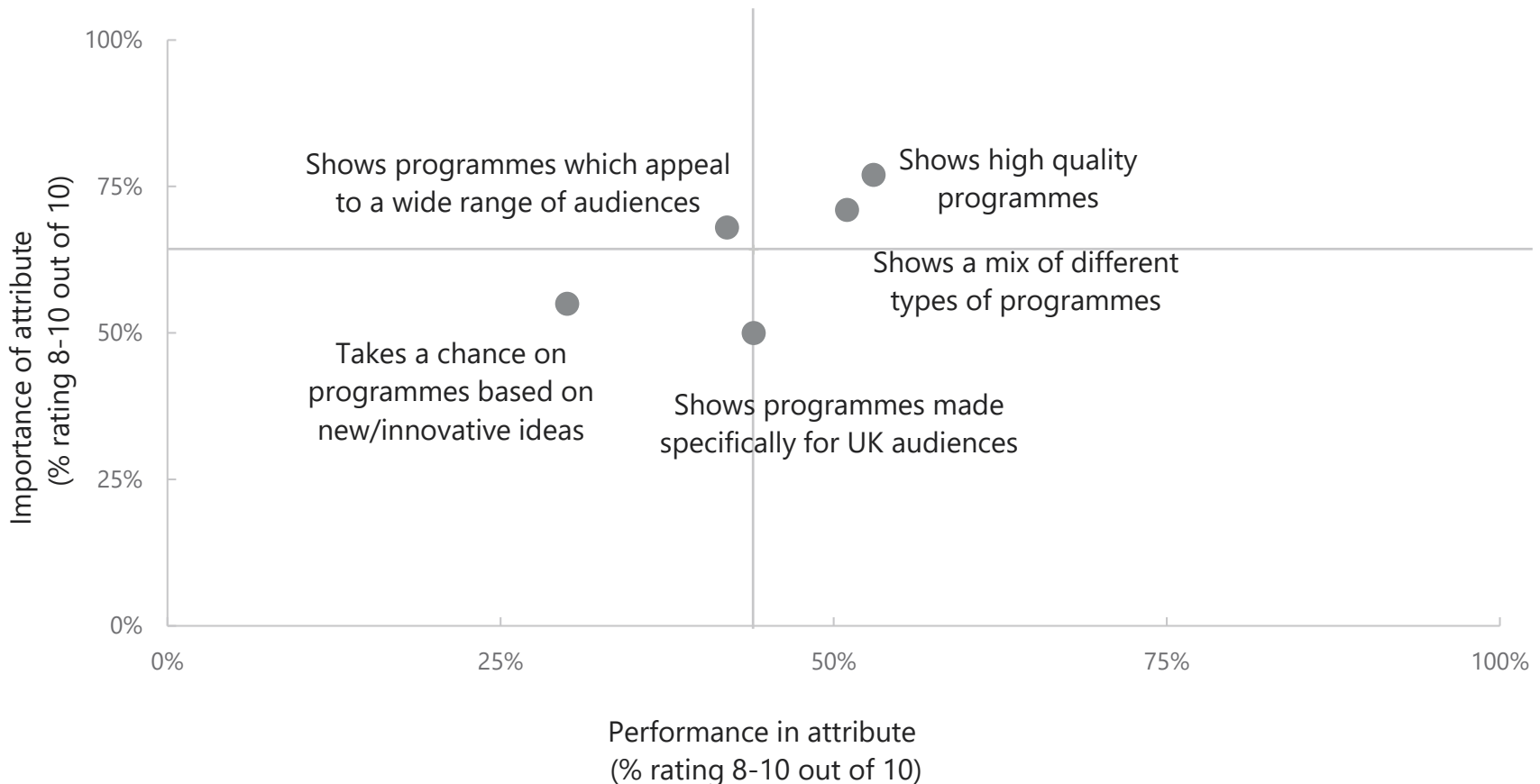


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Performance vs importance of BBC TV distinctiveness indicators

BBC performs well in those areas that audiences consider more important such as providing high quality programmes and a range of programmes

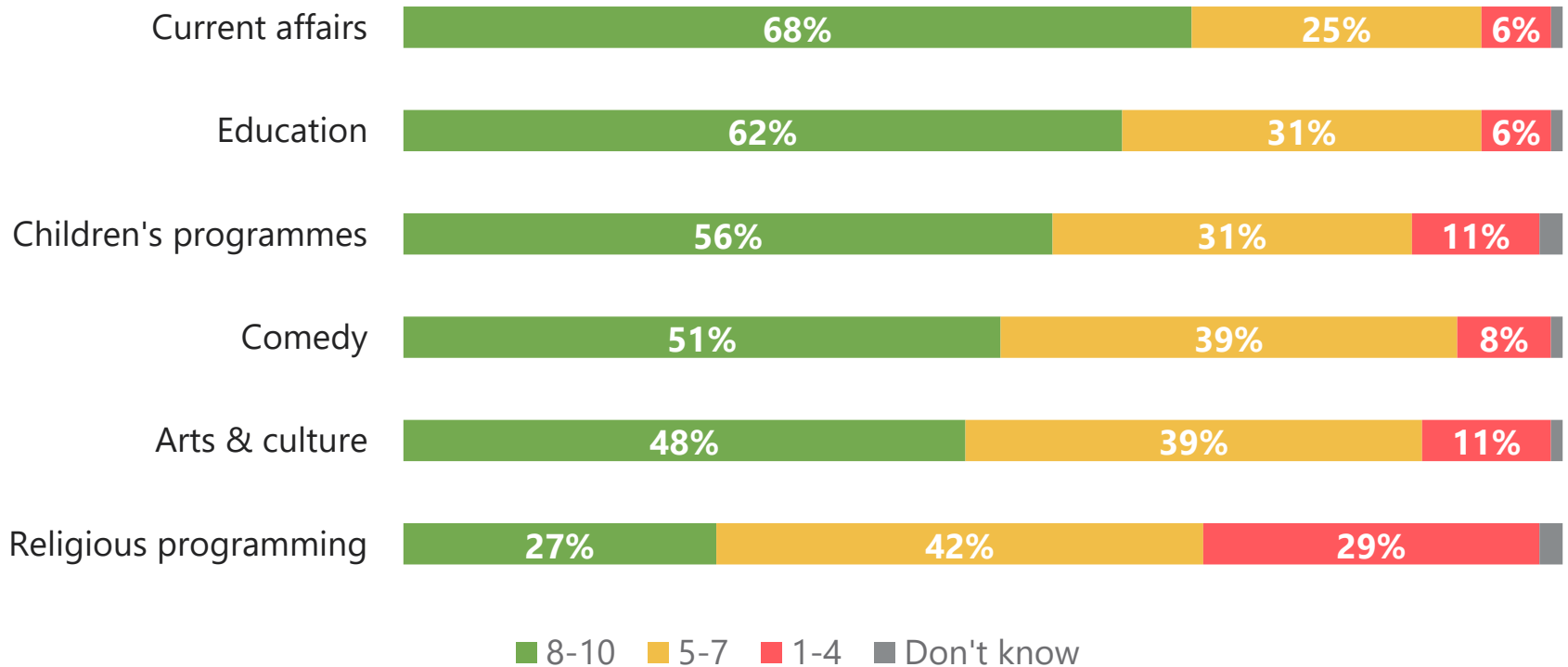
Viewer ratings of the performance and importance of BBC TV



Importance of BBC TV genres

When asked about public service related genres with high societal value, current affairs and education are seen as the most important to society for the BBC to provide. Religious programming is seen as least important of the genres shown.

How important for society, if at all, is it that BBC television provides each of the following types of programmes, regardless of whether you personally watch them or not? Please give a score of 1-10 where 1 means not at all important and 10 means extremely important.



Importance of BBC TV genres: key demographics

The order of priority is similar within key groups: ABC1s say current affairs, education and arts & culture are important; children's TV is more important to parents; religion to BAMEs

How important for society, if at all, is it that BBC TV provides each of the following types of programmes, regardless of whether you watch them or not?

% 8-10 out of 10	Total	Gender		Age			Social Grade		Parents		Ethnicity		Nation			
		Male	Female	16-34	34-54	55+	ABC1	C2DE	Yes	No	White	BAME	Eng-land	Scot-land	Wales	N Ireland
Current affairs	68%	69%	67%	65%	67%	69%	75%	58%	63%	69%	67%	68%	68%	61%	77%	66%
Education	62%	59%	65%	61%	63%	62%	67%	55%	61%	62%	62%	60%	61%	53%	81%	67%
Children's programmes	56%	53%	58%	52%	61%	53%	57%	54%	65%	51%	56%	57%	55%	50%	69%	60%
Comedy	51%	51%	52%	49%	54%	51%	53%	50%	51%	52%	52%	45%	52%	39%	59%	50%
Arts & Culture	48%	45%	51%	45%	48%	51%	54%	41%	48%	48%	49%	44%	50%	34%	43%	43%
Religious programming	27%	24%	30%	25%	26%	30%	28%	25%	25%	28%	26%	37%	27%	24%	31%	23%

% 8-10 out of 10	Total	Level of BBC One use			Level of BBC Two use			Satisfaction with BBC TV		
		Light	Medium	Heavy	Light	Medium	Heavy	8-10 (High)	5-7 (Medium)	1-4 (Low)
Current affairs	68%	53%	66%	70%	62%	73%	74%	80%	58%	47%
Education	62%	49%	62%	63%	61%	66%	62%	71%	54%	45%
Children's programmes	56%	46%	53%	58%	56%	57%	56%	65%	48%	41%
Comedy	51%	48%	47%	53%	51%	52%	55%	61%	43%	34%
Arts & Culture	48%	42%	46%	49%	43%	51%	55%	60%	39%	26%
Religious programming	27%	19%	26%	28%	28%	27%	32%	33%	21%	19%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total

Base: 1,953 UK adults aged 16+ who have watched BBC TV/iPlayer in the past three months

Source: Ofcom/Ipsos MORI

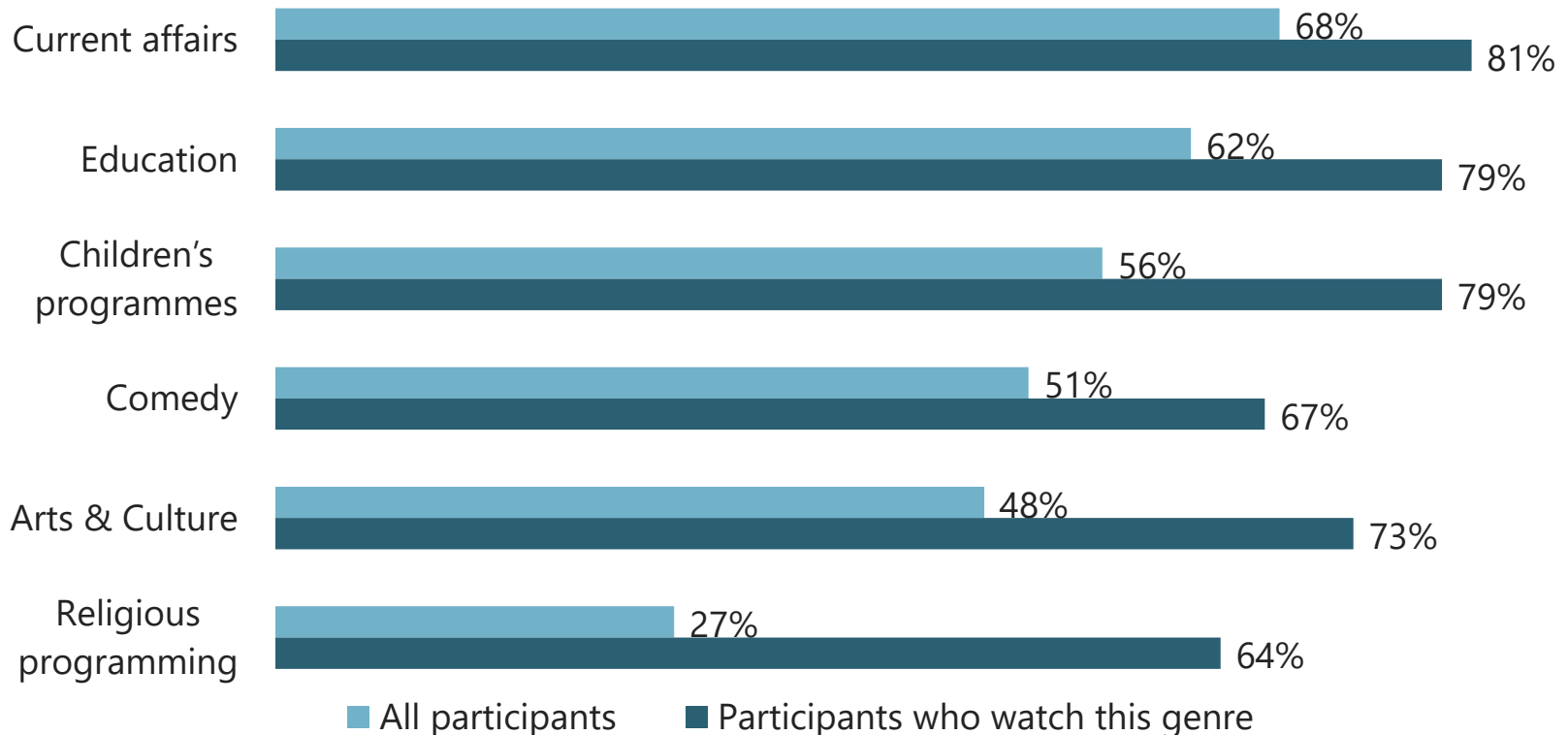


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Importance of BBC TV genres among viewers

All genres have more perceived value to their viewers than TV viewers as a whole. In particular, religious programming has much greater value to those who consume this type of programming

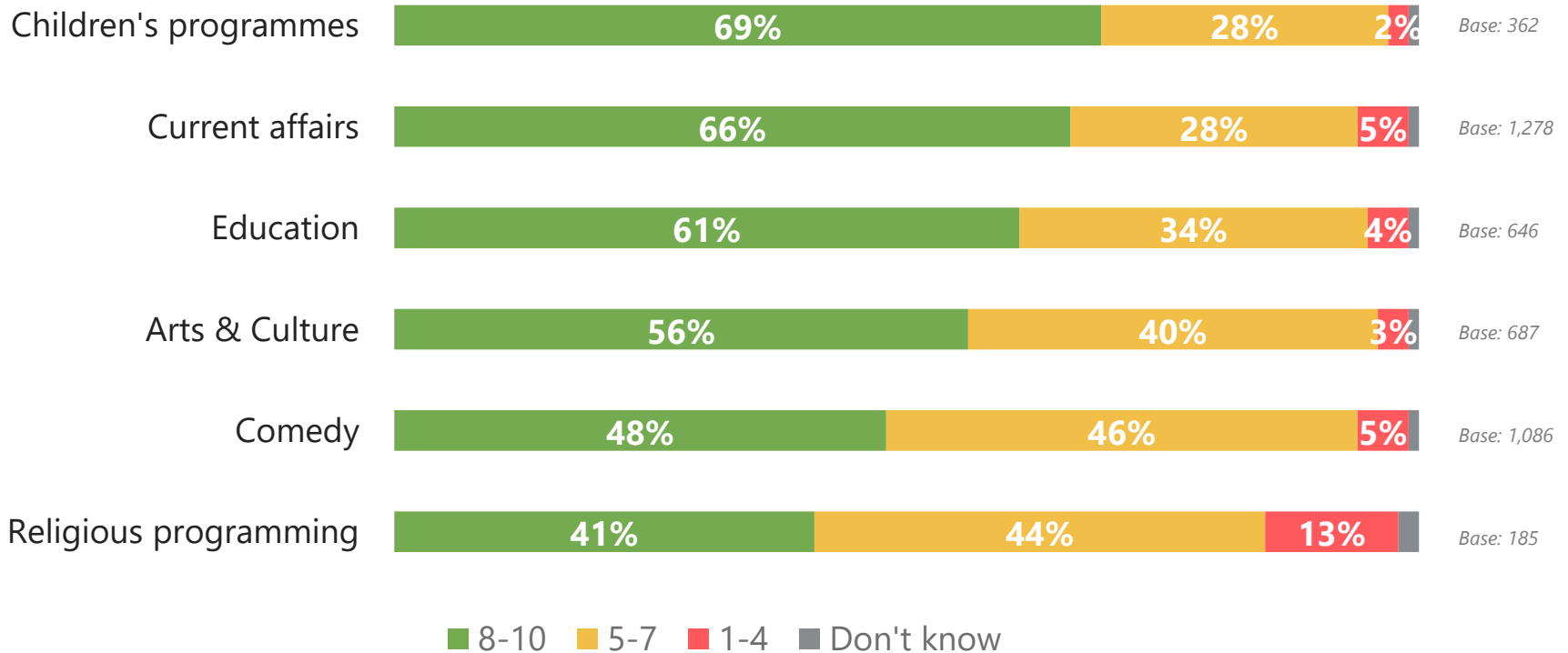
How important for society, if at all, is it that BBC TV provides each of the following types of programmes, regardless of whether you watch them or not?



Performance of BBC TV genres among those genre viewers

Viewers of children's programmes and current affairs are most likely to say that BBC TV does well in these genres. Viewers of comedy and religious think the BBC performs relatively less well in these areas when compared with other channels

And how well, if at all, do you think BBC TV does in each of the following, compared to other TV channels you watch?



Performance of BBC TV genres: key demographics

ABC1s are more positive than average about BBC TV's performance in children's TV and arts programmes, but less satisfied with comedy output

And how well, if at all, do you think BBC TV does in each of the following, compared to other TV channels you watch?

% 8-10 out of 10	Total	Gender		Age			Social Grade		Parents		Ethnicity		Nation			
		Male	Female	16-34	34-54	55+	ABC1	C2DE	Yes	No	White	BME	Eng-land	Scot-land	Wales	N Ireland
Children's programmes (n=362)	69%	72%	67%	69%	73%	61%	78%	60%	72%	62%	69%	66%	67%	72%	78%	75%
Current affairs (n=1,278)	66%	64%	69%	70%	66%	65%	67%	65%	67%	66%	67%	61%	67%	65%	55%	70%
Education (n=646)	61%	61%	62%	61%	60%	63%	64%	58%	63%	61%	62%	53%	61%	64%	56%	67%
Arts & Culture (n=687)	56%	56%	57%	47%	55%	62%	61%	47%	58%	56%	57%	45%	57%	45%	59%	51%
Comedy (n=1,086)	48%	49%	48%	48%	49%	48%	44%	54%	48%	48%	48%	47%	48%	44%	49%	59%
Religious programming (n=185)	41%	32%	47%	28%	32%	48%	42%	40%	27%	45%	43%	23%	39%	59%	43%	48%

% 8-10 out of 10	Total	Level of BBC One use			Level of BBC Two use			Satisfaction with BBC TV		
		Light	Medium	Heavy	Light	Medium	Heavy	8-10 (High)	5-7 (Medium)	1-4 (Low)
Children's programmes (n=362)	69%	60%	66%	69%	64%	78%	68%	81%	53%	58%
Current affairs (n=1,278)	66%	57%	64%	68%	75%	66%	67%	81%	49%	47%
Education (n=646)	61%	49%	60%	63%	65%	63%	65%	72%	47%	55%
Arts & Culture (n=687)	56%	42%	56%	57%	57%	53%	65%	65%	43%	32%
Comedy (n=1,086)	48%	37%	38%	52%	44%	50%	52%	59%	37%	20%
Religious programming (n=185)	41%	-	23%	44%	43%	40%	45%	46%	36%	26%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total

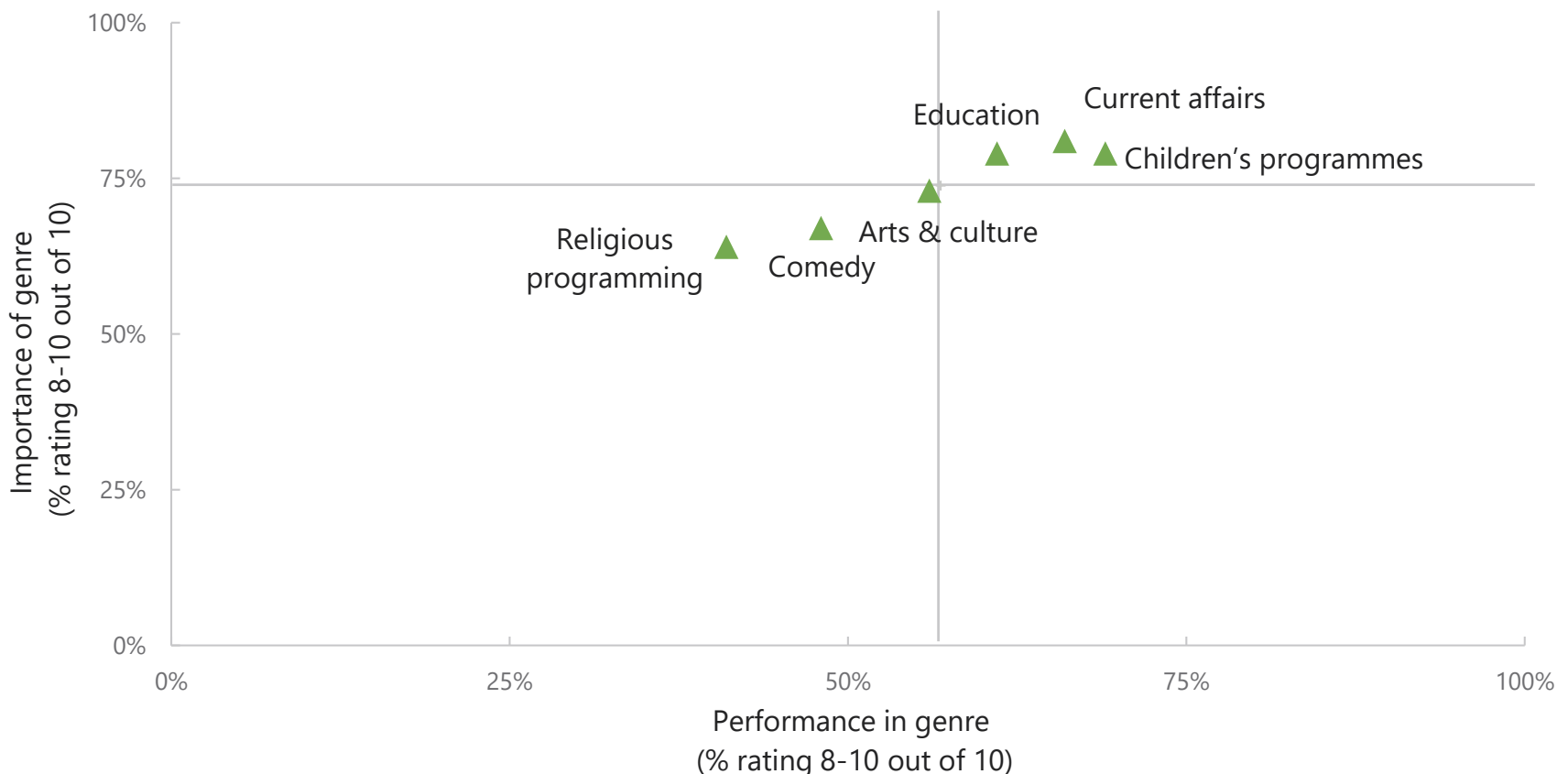
Base: All who watched the BBC TV or iPlayer at least once in the past three months and who watched these genres (see individual rows)

Source: Ofcom/Ipsos MORI

Performance vs Importance of BBC TV genres

Overall the BBC is seen to perform more strongly in genres considered more societally important such as current affairs and children's programmes

Performance and importance of BBC TV in specific genres. Genre viewers only



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Base: All who watched the BBC TV or I-Player at least once in the past three months and who watched these genres
Arts & Culture (687); children's programmes (362); Comedy (1086); Education (646); Religious programming (185); Current affairs (1278)
N.B. The intersection of the lines on the chart is the average score for both scales

Source: Ofcom/Ipsos MORI

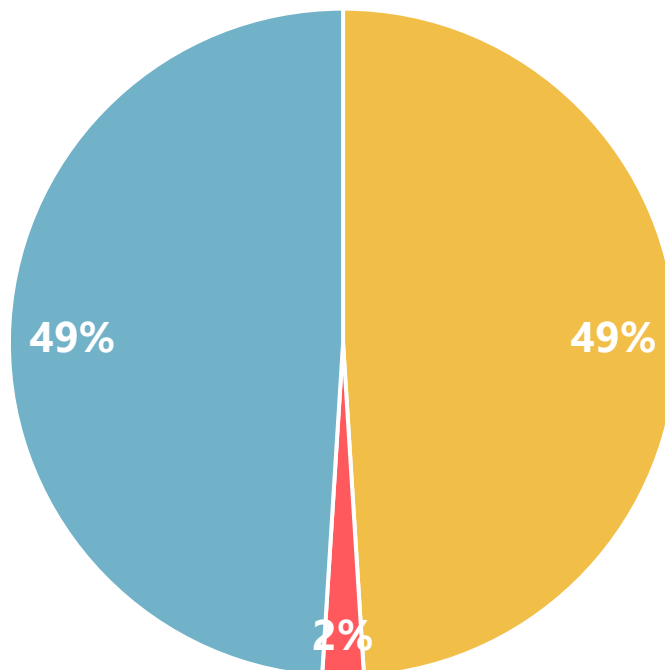
Popular vs wide range of programmes – BBC One

The public are divided on whether BBC One should show a wider range of different types of programmes, or more popular and mainstream content

Which of the following statements, if any, is closest to your view of what BBC one should be doing?



BBC One should offer a wide range of different types of programmes, some of which might only appeal to certain people



BBC One should offer more of the popular types of programmes that most people want to watch, and a smaller range of other types of programmes



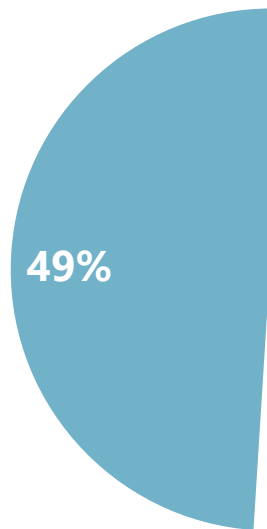
■ No change/No preference/Don't know

Preference for different types of programmes - key groups

The proportion who feel BBC One should offer a wide range of different programme types is equally divided across almost all groups

Which of the following statements, if any, is closest to your view of what BBC One should be doing?

Offer a wide range of different types of programmes, some of which might only appeal to certain people



Gender		Age		Social grade	
Male	50%	16-34	52%	ABC1	50%
Female	48%	35-54	47%	C2DE	47%
		55+	48%		

Parents		Ethnicity		Nation	
Yes	50%	White	49%	England	50%
No	48%	BME	47%	Scotland	38%
				Wales	56%
				N Ireland	39%

Level of BBC One use		Level of BBC Two use		Satisfaction with BBC TV	
Light	51%	Light	47%	High (8-10)	51%
Medium	48%	Medium	48%	Medium (5-7)	47%
Heavy	49%	Heavy	54%	Low (1-4)	42%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total
 Base: All who watched BBC One at least once in the past three months (1,845)

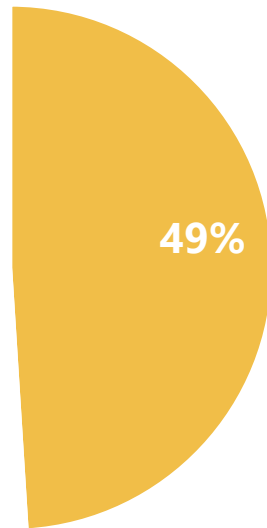
Source: Ofcom/Ipsos MORI

Preference for popular types of programmes - key groups

Similarly little difference by sub-group in preference for more of the popular programmes most want to watch – slightly higher in Scotland and Northern Ireland

Which of the following statements, if any, is closest to your view of what BBC One should be doing?

Offer more of the popular types of programmes that most people want to watch, and a smaller range of other types of programmes



Gender		Age		Social grade	
Male	48%	16-34	46%	ABC1	48%
Female	50%	35-54	51%	C2DE	51%
		55+	51%		

Parents		Ethnicity		Nation	
Yes	48%	White	49%	England	48%
No	50%	BME	50%	Scotland	59%
				Wales	44%
				N Ireland	61%

Level of BBC One use		Level of BBC Two use		Satisfaction with BBC TV	
Light	47%	Light	50%	High (8-10)	47%
Medium	50%	Medium	51%	Medium (5-7)	51%
Heavy	50%	Heavy	45%	Low (1-4)	54%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total
 Base: All who watched BBC One at least once in the past three months (1,845)

Source: Ofcom/Ipsos MORI

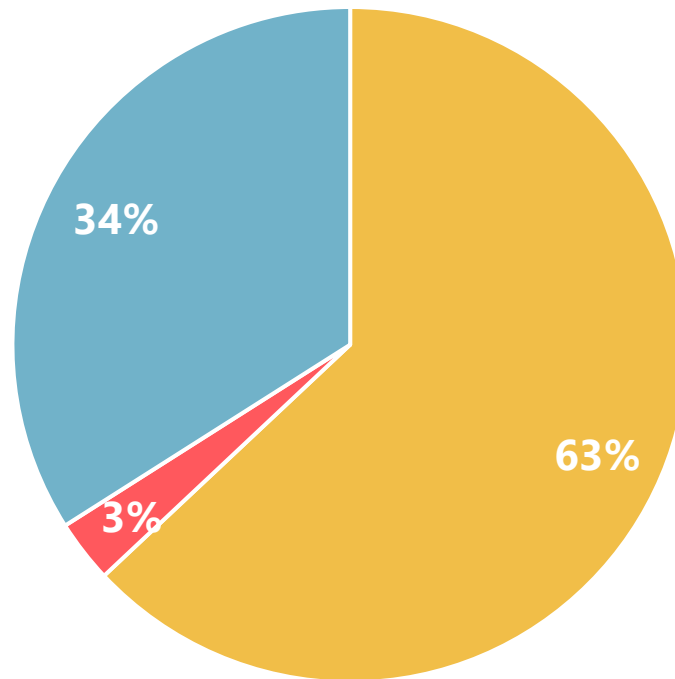
Innovative vs long-running programmes – BBC One

However, two in three want BBC One to take more risks on programmes based on new and innovative ideas rather than focusing more on long-running programmes

Which of the following statements, if any, is closest to your view of what BBC One should be doing?



BBC One should show more new episodes of long-running programmes, and take fewer risks on programmes based on new and innovative ideas



BBC One should take more risks on programmes based on new and innovative ideas, and show fewer new episodes of long-running programmes



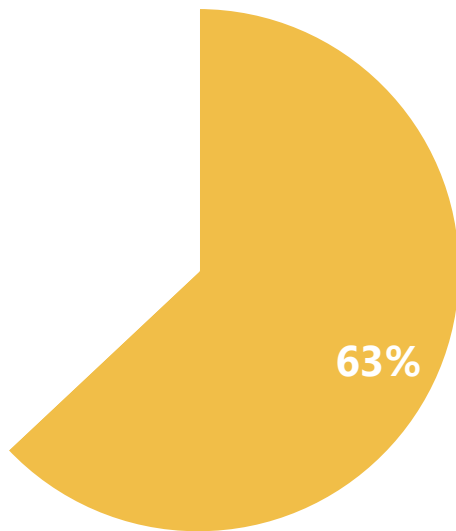
■ No change/No preference/Don't know

Preference for innovative programmes – key groups

Majorities in all key viewer groups feel BBC One should be taking more risks on innovative programmes – especially ABC1 social grades

Which of the following statements, if any, is closest to your view of what BBC One should be doing?

Take more risks on programmes based on new and innovative ideas, and show fewer new episodes of long-running programmes



Gender		Age		Social grade	
Male	64%	16-34	64%	ABC1	69%
Female	61%	35-54	63%	C2DE	55%
		55+	62%		

Parents		Ethnicity		Nation	
Yes	62%	White	63%	England	64%
No	63%	BME	63%	Scotland	54%
				Wales	61%
				N Ireland	61%

Level of BBC One use		Level of BBC Two use		Satisfaction with BBC TV	
Light	59%	Light	57%	High (8-10)	64%
Medium	64%	Medium	66%	Medium (5-7)	62%
Heavy	63%	Heavy	66%	Low (1-4)	56%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total
 Base: All who watched BBC One at least once in the past three months (1,845)

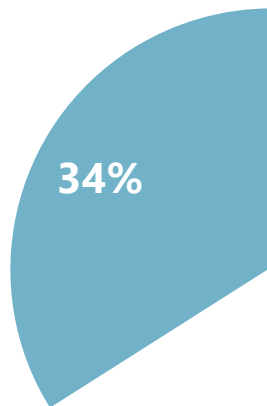
Source: Ofcom/Ipsos MORI

Preference for long-running programmes – key groups

Social grades C2DE most likely to support more episodes of long-running programmes and taking fewer risks, but still a minority.

Which of the following statements, if any, is closest to your view of what BBC One should be doing?

Show more new episodes of long-running programmes, and take fewer risks on programmes based on new and innovative ideas



Gender		Age		Social grade	
Male	33%	16-34	32%	ABC1	29%
Female	35%	35-54	35%	C2DE	40%
		55+	34%		

Parents		Ethnicity		Nation	
Yes	35%	White	34%	England	33%
No	34%	BME	33%	Scotland	44%
				Wales	37%
				N Ireland	39%

Level of BBC One use		Level of BBC Two use		Satisfaction with BBC TV	
Light	35%	Light	39%	High (8-10)	33%
Medium	32%	Medium	32%	Medium (5-7)	34%
Heavy	35%	Heavy	32%	Low (1-4)	36%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total
 Base: All who watched BBC One at least once in the past three months (1,845)

Source: Ofcom/Ipsos MORI

Views on BBC Radio and distinctiveness



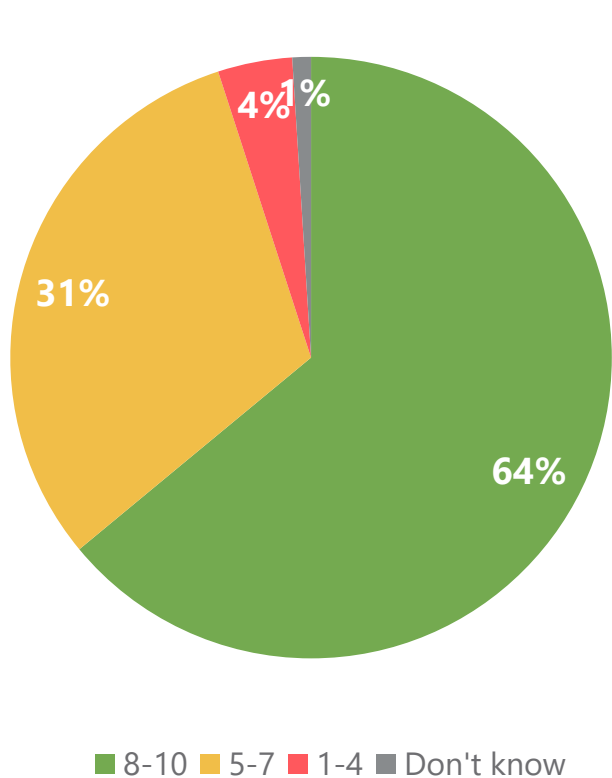
Summary of findings – BBC radio

- Two-thirds (64%) of BBC radio listeners are highly satisfied (rate 8-10 out of 10) with the stations they listen to. A further third (31%) rate BBC radio moderately (5-7 out of 10) between five and seven. Only 4% give a low satisfaction rating (1-4 out of 10).
 - Women, older people and Radio 2 listeners (who also tend to be older) are more satisfied than average
- BBC radio listeners consider it important that the BBC delivers across the range of distinctiveness indicators tested, especially high quality stations (82% rate 8-10 out of 10) , ensuring a mix of stations (75%) and appealing to a range of audiences (74%). Even the lowest, taking a chance on innovation/new music, is seen as very important by 59%
- BBC radio performs well on most aspects, especially those its listeners feel are more important; most highly on quality (67% rate 8-10 out of 10) and providing a mix/ range of stations (61%), not quite as strongly on innovation/new music (40%) and supporting UK talent (49%)
- Six in ten (60%) Radio 1 listeners think it should take more risks with new and less well-known music. Views on this are stronger amongst ABC1s and 16-34 year olds
- Attitudes to Radio 2 are the opposite of Radio 1 – around six-in-ten (57%) want it to focus on playing more popular music, four in ten want it to take more risks

Satisfaction with BBC Radio

Two-thirds of BBC radio listeners are highly satisfied (score at least 8 out of 10) with the stations they listen to. Women, older people and Radio 2 listeners (who also tend to be older) are more satisfied than average

Overall, to what extent are you satisfied or dissatisfied with BBC radio? Please think about all BBC Radio stations you listen to. Please give a score of 1-10, where 1 means extremely dissatisfied and 10 means extremely satisfied.



% 8-10 out of 10:

Gender		Age		Social grade	
Male	60%	16-34	56%	ABC1	65%
Female	67%	35-54	65%	C2DE	62%
		55+	68%		

Parents		Ethnicity		Nation	
Yes	62%	White	66%	England	65%
No	64%	BME	48%	Scotland	52%
				Wales	66%
				N Ireland	65%

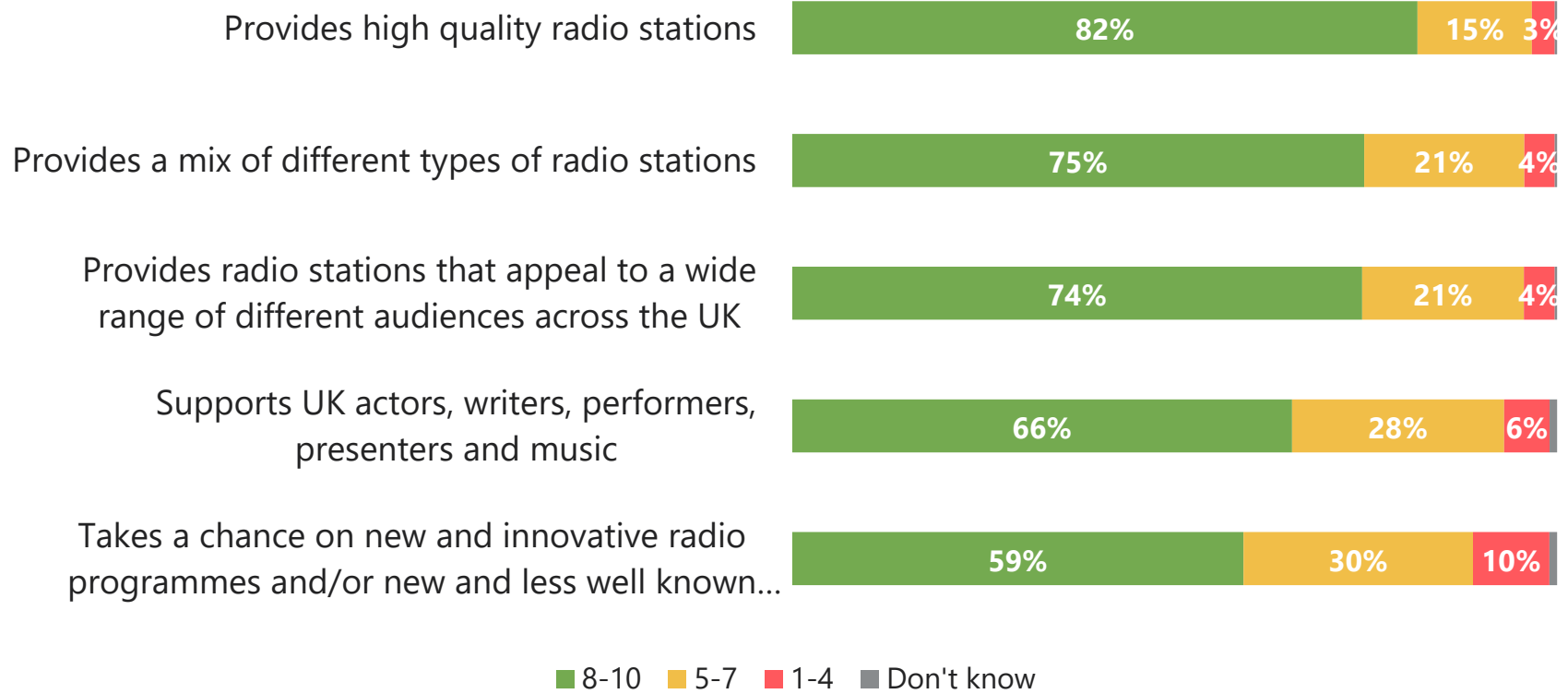
Listened to BBC Radio 1 (past 3 months)		Listened to BBC Radio 2 (past 3 months)	
Yes	58%	Yes	71%
No	67%	No	58%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total
 Base: All who listened to BBC Radio at least once in the past three months (1,238)

Importance of distinctiveness indicators for BBC Radio

All aspects of distinctiveness are important to listeners, especially high quality, ensuring a mix of stations and appealing to a range of audiences

How important, if at all, do you think it is that BBC Radio does each of the following? Please give a score of 1-10, where 1 means extremely dissatisfied and 10 means extremely satisfied.



Importance of distinctiveness indicators: key demographics

Most have a similar order of priority, including R1 & R2 listeners. ABC1s rate some aspects as more important. Taking a chance on new programmes/music is more important in England and for under 55s.

How important, if at all, do you think it is that BBC Radio does each of the following?

% 8-10 out of 10	Total	Gender		Age			Social Grade		Parents		Ethnicity		Nation			
		Male	Female	16-34	34-54	55+	ABC1	C2DE	Yes	No	White	BME	England	Scotland	Wales	N Ireland
Provides high quality radio stations	82%	82%	81%	81%	86%	79%	85%	77%	83%	81%	82%	81%	83%	71%	87%	75%
Provides a mix of different types of radio stations	75%	73%	76%	77%	77%	70%	76%	72%	78%	73%	74%	76%	75%	60%	82%	70%
Provides radio stations which appeal to a wide range of different audiences	74%	74%	75%	75%	77%	72%	76%	72%	78%	73%	75%	71%	75%	70%	79%	55%
Supports UK actors writers, performers, presenters, music	66%	65%	67%	67%	67%	64%	69%	59%	66%	66%	66%	64%	67%	50%	64%	69%
Takes a chance on new and innovative radio programmes/less well known music	59%	58%	60%	61%	64%	54%	62%	55%	61%	58%	59%	61%	61%	48%	52%	52%

% 8-10 out of 10	Total	Radio One listener (past 3 months)		Radio Two listener (past 3 months)		Satisfaction with BBC Radio		
		Yes	No	Yes	No	8-10 (High)	5-7 (Medium)	1-4 (Low)
Provides high quality radio stations	82%	80%	83%	83%	81%	92%	67%	54%
Provides a mix of different types of radio stations	75%	76%	74%	76%	74%	85%	58%	54%
Provides radio stations which appeal to a wide range of different audiences	74%	73%	75%	77%	72%	85%	58%	48%
Supports UK actors writers, performers, presenters, music	66%	66%	66%	66%	66%	75%	50%	44%
Takes a chance on new and innovative radio programmes/less well known music	59%	62%	58%	61%	58%	71%	41%	33%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total

Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total

Base: All who listened to BBC Radio at least once in the past three months (1,238)



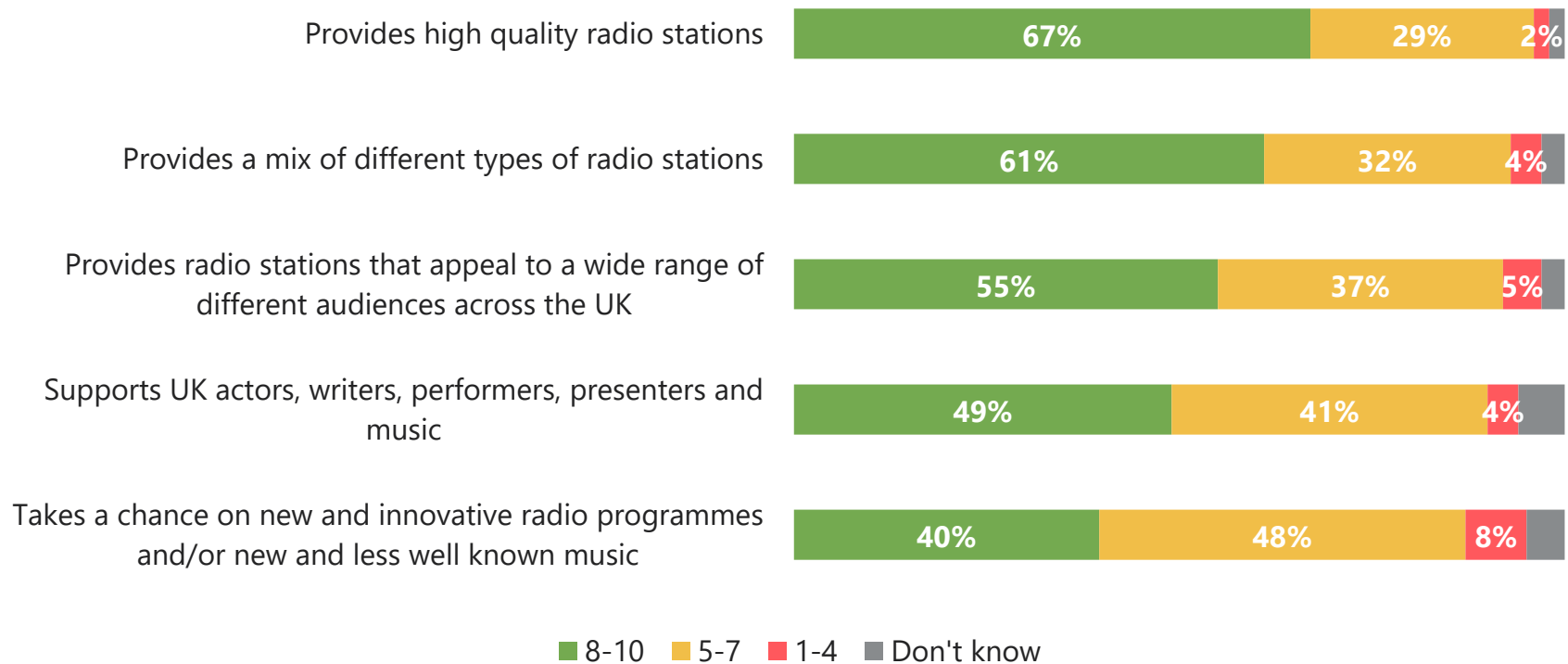
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Source: Ofcom/Ipsos MORI

Performance of distinctiveness indicators for BBC Radio

BBC Radio performs well on all aspects; most highly on quality and providing a mix/range of stations, not as strongly on innovation and supporting UK talent

And how well, if at all, do you think BBC Radio does in each of the following, compared to other radio stations you listen to?



Performance of distinctiveness indicators: key demographics

Radio 2 listeners tend to be more satisfied with the BBC's performance on high quality and mix of stations, BME and Scottish listeners less so (though small base sizes)

And how well, if at all, do you think BBC Radio does in each of the following, compared to other radio stations you listen to?

% 8-10 out of 10	Total	Gender		Age			Social Grade		Parents		Ethnicity		Nation			
		Male	Female	16-34	34-54	55+	ABC1	C2DE	Yes	No	White	BME	England	Scotland	Wales	N Ireland
Provides high quality radio stations	67%	67%	66%	58%	70%	69%	68%	64%	68%	66%	69%	50%	67%	54%	78%	65%
Provides a mix of different types of radio stations	61%	61%	61%	56%	63%	63%	62%	58%	62%	61%	62%	50%	61%	45%	78%	60%
Provides radio stations which appeal to a wide range of different audiences	55%	55%	54%	51%	58%	54%	55%	54%	52%	56%	56%	41%	55%	38%	74%	66%
Supports UK actors writers, performers, presenters, music	49%	48%	50%	51%	52%	46%	52%	45%	51%	48%	49%	48%	50%	36%	57%	50%
Takes a chance on new and innovative radio programmes/less well known music	40%	40%	39%	37%	47%	35%	41%	36%	44%	38%	40%	37%	40%	21%	51%	49%

% 8-10 out of 10	Total	Radio One listener (past 3 months)		Radio Two listener (past 3 months)		Satisfaction with BBC Radio		
		Yes	No	Yes	No	8-10 (High)	5-7 (Medium)	1-4 (Low)
Provides high quality radio stations	67%	65%	67%	73%	62%	84%	41%	8%
Provides a mix of different types of radio stations	61%	61%	61%	67%	57%	75%	41%	20%
Provides radio stations which appeal to a wide range of different audiences	55%	54%	55%	58%	52%	68%	33%	16%
Supports UK actors writers, performers, presenters, music	49%	51%	48%	51%	48%	60%	33%	16%
Takes a chance on new and innovative radio programmes/less well known music	40%	42%	38%	41%	38%	51%	23%	5%

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 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total
 Base: All who listened to BBC Radio at least once in the past three months (1,238)



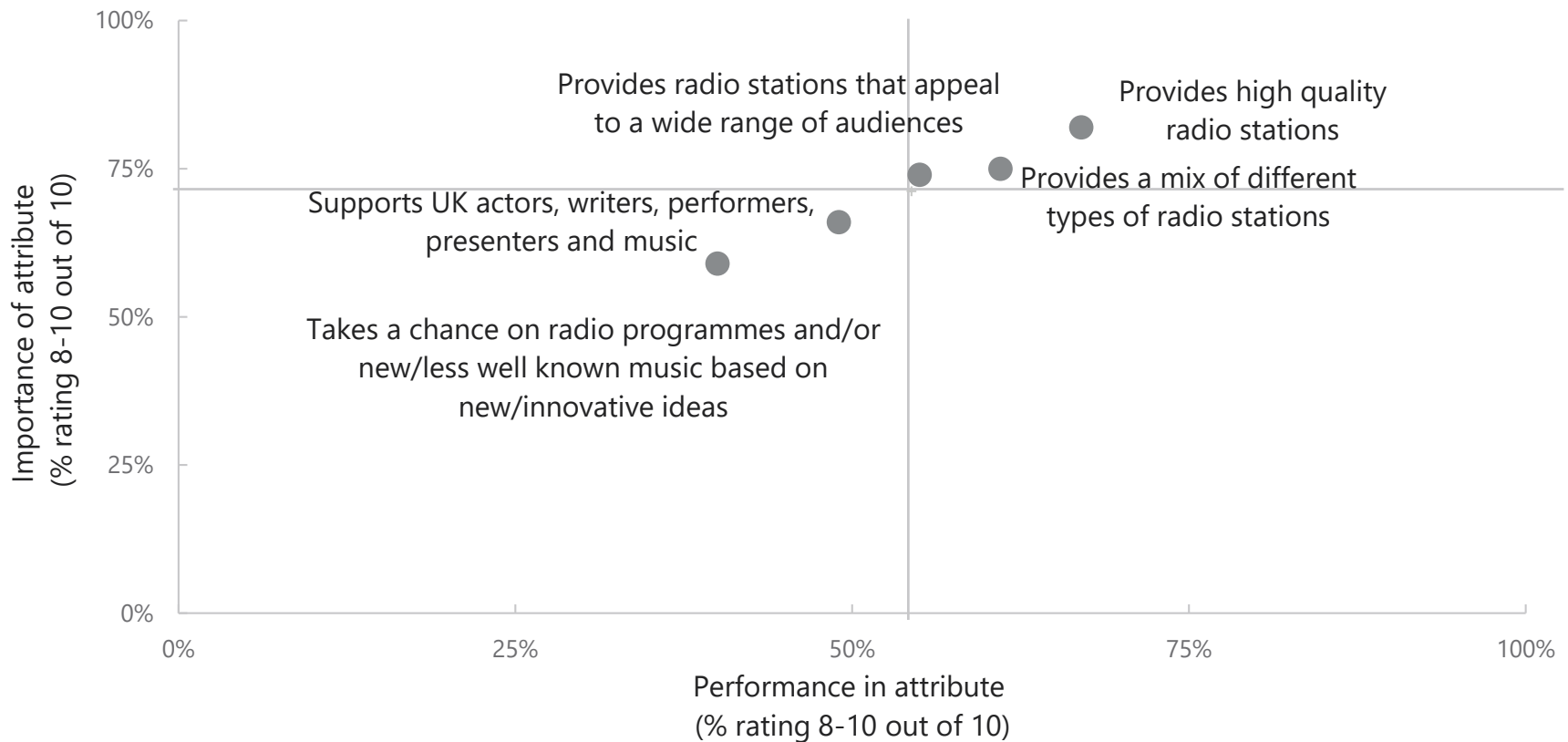
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 Social Research Institute

Source: Ofcom/Ipsos MORI

BBC Radio distinctiveness: performance and importance

BBC Radio is seen to perform more strongly in the areas considered to be the most important.

Performance and importance of BBC Radio attributes



Base: All who listened to BBC Radio at least once in the past three months (1238)
N.B. The intersection of the lines on the chart is the average score for both scales

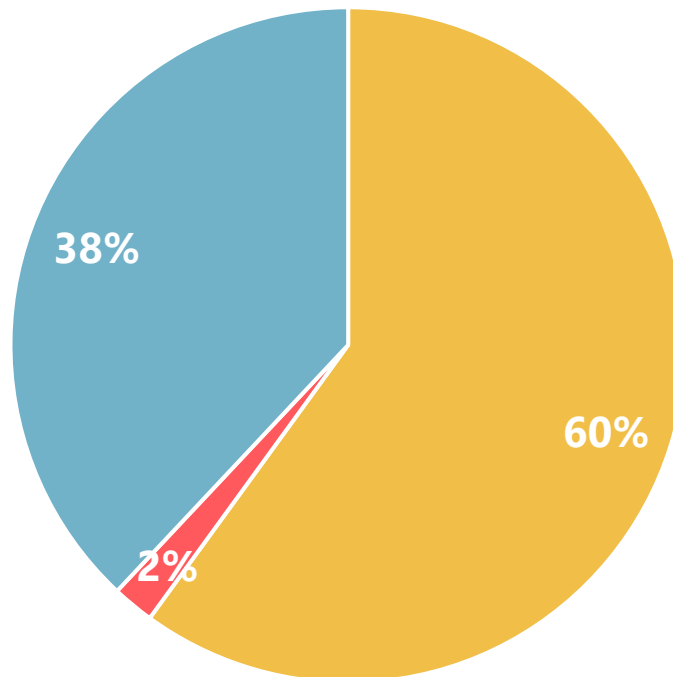
Radio 1: Popular vs less well known music – trade off

Six in ten Radio 1 listeners think it should take more risks with new and less well-known music

Which of the following statements, if any, is closest to your view of what Radio One should focus on?



BBC Radio 1 should play more of the popular music that most people enjoy, and take fewer risks on music from new or less well-known artists that might not appeal to everyone



■ No change/No preference/Don't know



BBC Radio 1 should take more risks on music from new or less well-known artists even if it does no appeal to everyone, and play fewer of the popular songs that most people enjoy

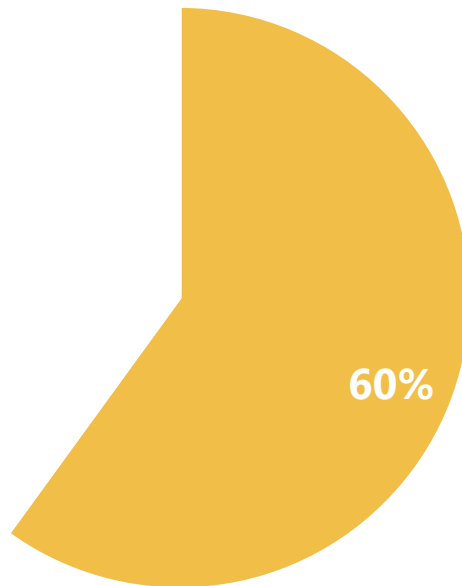


Radio 1: support for less well known music by key groups

Support for taking risks on new and less well-known music is higher amongst ABC1s and 16-34 year olds (the latter represents 69% of the listenership for this station)

Which of the following statements, if any, is closest to your view of what Radio One should focus on?

Take more risks on music from new or less well-known artists even if it does not appeal to everyone, and play fewer of the popular songs that most people enjoy



Gender		Age		Social grade	
Male	59%	16-34	65%	ABC1	68%
Female	61%	35-54	57%	C2DE	50%
		55+	46%		

Parents		Ethnicity		Nation	
Yes	58%	White	61%	England	63%
No	61%	BME	52%	Scotland	39%
				Wales	49%
				N Ireland	29%

Listened to BBC Radio 2 (past 3 months)		Satisfaction with BBC Radio	
Yes	62%	High (8-10)	62%
No	60%	Medium (5-7)	58%
		Low (1-4)	53%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total

Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total

Base: All who listened to BBC Radio 1 at least once in the past three months (385)

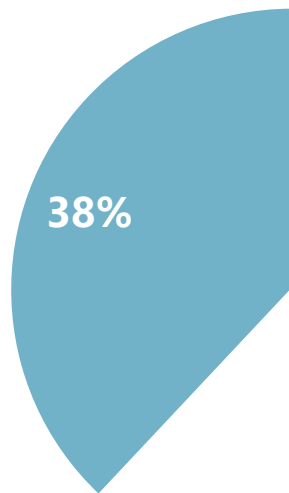
Source: Ofcom/Ipsos MORI

Radio 1: support for more popular music – by key groups

Older listeners, and those from social grades C2DE, are more likely to say that Radio 1 should take fewer risks and play more popular music most enjoy.

Which of the following statements, if any, is closest to your view of what Radio One should focus on?

Play more of the popular music that most people enjoy, and take fewer risks on music from new or less well-known artists that might not appeal to everyone



Gender		Age		Social grade	
Male	40%	16-34	34%	ABC1	31%
Female	36%	35-54	42%	C2DE	48%
		55+	50%		

Parents		Ethnicity		Nation	
Yes	40%	White	37%	England	35%
No	37%	BME	48%	Scotland	61%
				Wales	51%
				N Ireland	71%

Listened to BBC Radio 2 (past 3 months)		Satisfaction with BBC Radio	
Yes	38%	High (8-10)	36%
No	39%	Medium (5-7)	42%
		Low (1-4)	47%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total
 Base: All who listened to BBC Radio 1 at least once in the past three months (385)

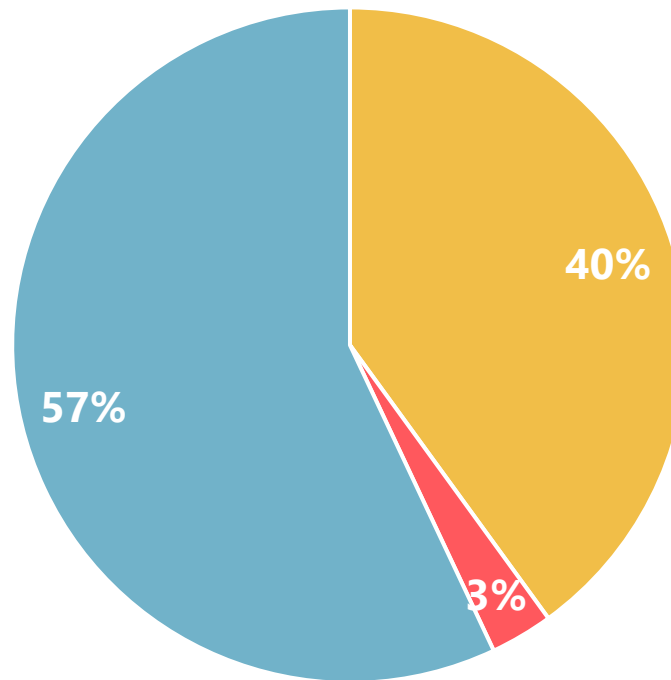
Radio 2: Popular vs less well known music – trade off

Attitudes to Radio 2 are the opposite of Radio 1 – six in ten want it to focus on playing more popular music, four in ten want it to take more risks

Which of the following statements, if any, is closest to your view of what Radio Two should focus on?



BBC Radio 2 should play more of the popular music that most people enjoy, and take fewer risks on music from new or less well-known artists that might not appeal to everyone



■ No change/No preference/Don't know



BBC Radio 2 should take more risks on music from new or less well-known artists even if it does no appeal to everyone, and play fewer of the popular songs that most people enjoy

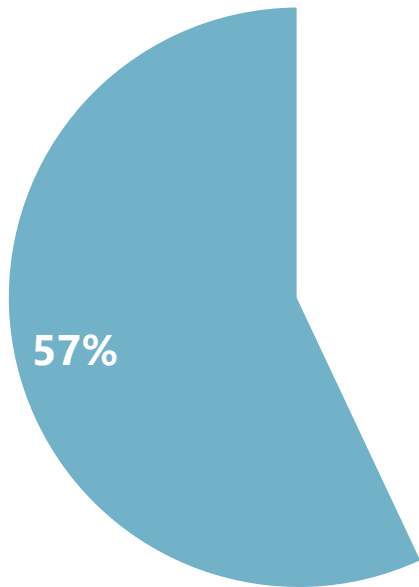


Radio 2: less well known music preference – by key groups

A majority of all listener groups want Radio 2 to play more popular music

Which of the following statements, if any, is closest to your view of what Radio Two should focus on?

Play more of the popular music that most people enjoy, and take fewer risks on music from new or less well-known artists that might not appeal to everyone



Gender		Age		Social grade	
Male	60%	16-34	50%	ABC1	56%
Female	54%	35-54	58%	C2DE	59%
		55+	59%		

Parents		Ethnicity		Nation	
Yes	55%	White	57%	England	57%
No	58%	BME	65%	Scotland	59%
				Wales	60%
				N Ireland	68%

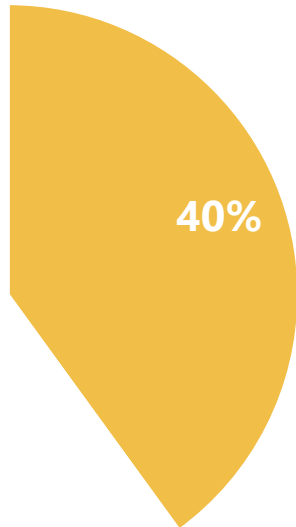
Listened to BBC Radio 1 (past 3 months)		Satisfaction with BBC Radio	
Yes	53%	High (8-10)	57%
No	58%	Medium (5-7)	59%
		Low (1-4)	42%

Radio 2: Popular music preference – by key groups

The proportion who want to see Radio 2 take more risks is similarly even across groups

Which of the following statements, if any, is closest to your view of what Radio Two should focus on?

Take more risks on music from new or less well-known artists even if it does not appeal to everyone, and play fewer of the popular songs that most people enjoy



Gender		Age		Social grade	
Male	38%	16-34	47%	ABC1	41%
Female	42%	35-54	40%	C2DE	38%
		55+	37%		

Parents		Ethnicity		Nation	
Yes	42%	White	41%	England	41%
No	39%	BME	29%	Scotland	34%
				Wales	40%
				N Ireland	32%

Listened to BBC Radio 1 (past 3 months)		Satisfaction with BBC Radio	
Yes	44%	High (8-10)	40%
No	39%	Medium (5-7)	37%
		Low (1-4)	58%

**Views on BBC
websites and apps**

and distinctiveness



Ipsos MORI
Social Research Institute



Summary of findings – BBC website and apps

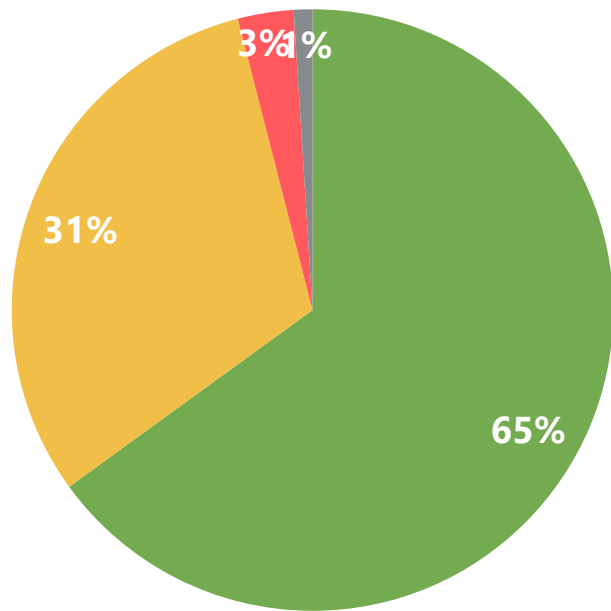
- Two-thirds (65%) of people who use BBC websites and apps are highly satisfied (rate 8-10 out of 10) with them. A further three in ten (31%) rate these services moderately (5-7 out of 10). Only 3% give a low satisfaction rating (1-4).
 - Satisfaction with the BBC website/apps is high generally across demographic and usage groups. ABC1 social grades and White audiences are the most satisfied
- All aspects of distinctiveness are seen as important – especially high quality (81% rate 8-10 out of 10) and a range/mix of content (73% rate 8-10 out of 10), although having content other providers don't have (53%) and presenting content in unique/innovative ways (54%) are seen as relatively less important
- The BBC website/apps perform well in providing high quality content (62% rate 8-10 out of 10), but are not considered quite as strong for providing unique content (31% rate 8-10 out of 10) or presenting content in an innovative way (35%).

Satisfaction with BBC website/apps

Satisfaction with the BBC website/apps is high generally, especially among ABC1 social grades and White audiences

Overall, to what extent are you satisfied or dissatisfied with the BBC website and any apps you use?

% 8-10 out of 10:



■ 8-10 ■ 5-7 ■ 1-4 ■ Don't know

Gender		Age		Social grade	
Male	64%	16-34	63%	ABC1	67%
Female	66%	35-54	66%	C2DE	61%
		55+	66%		

Parents		Ethnicity		Nation	
Yes	66%	White	66%	England	64%
No	64%	BAME	58%	Scotland	61%
				Wales	76%
				N Ireland	77%

Use of BBC website/apps for...	
News	68%
Weather	69%
Sports	70%
Food	70%

Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total

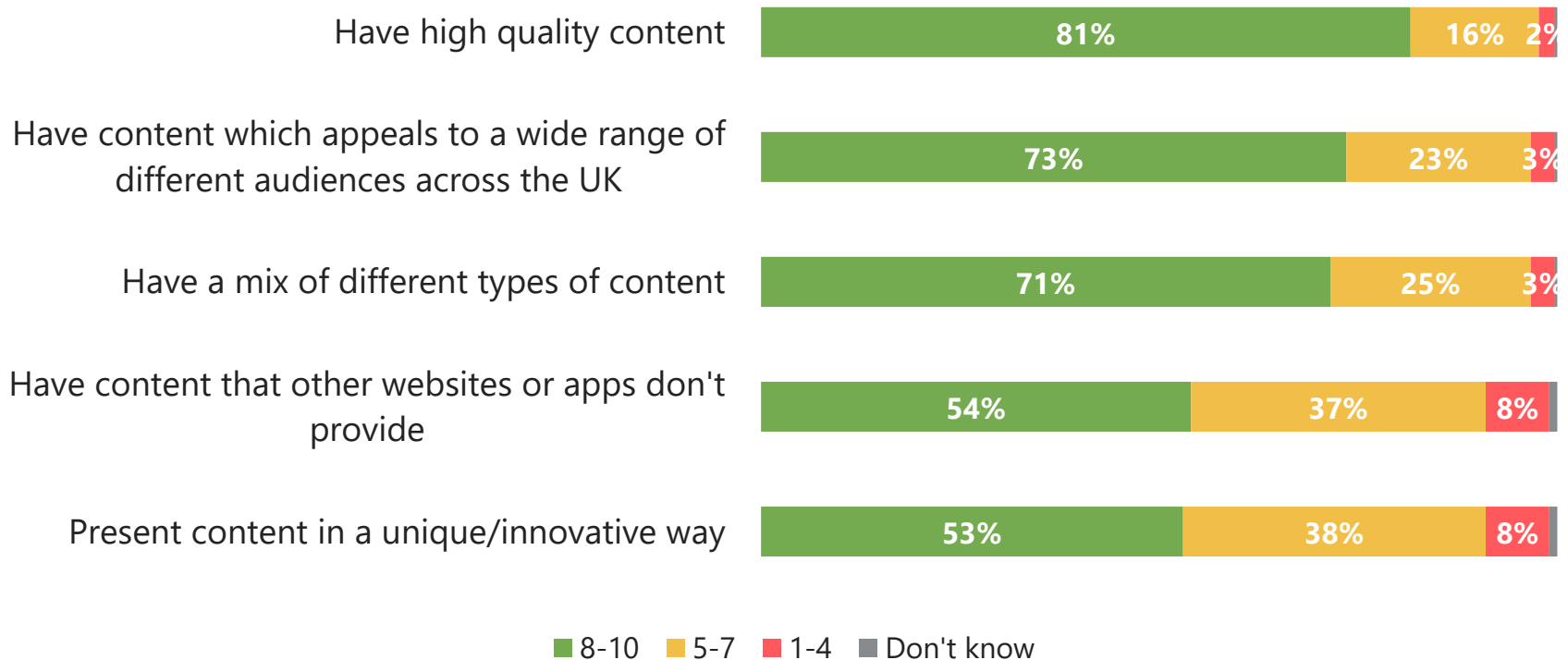
Base: All who used the BBC online/apps at least once in the past three months (1,263)

Source: Ofcom/Ipsos MORI

Importance of distinctiveness indicators for BBC online

All aspects of distinctiveness are seen as important – especially high quality and a range/mix of content.

How important, if at all, do you think it is that the BBC website and apps do each of the following?



Importance of distinctiveness indicators by key groups

Most groups share the same order of priority; as before, ABC1s tend to say several aspects are more important than average

How important, if at all, do you think it is that the BBC website and apps do each of the following?

% 8-10 out of 10	Gender		Age			Social Grade		Parents		Ethnicity		Nation				
	Total	Male	Female	16-34	34-54	55+	ABC1	C2DE	Yes	No	White	BME	England	Scotland	Wales	N Ireland
Have high quality content	81%	81%	81%	83%	82%	78%	85%	74%	82%	81%	83%	69%	81%	80%	85%	84%
Have content which appeals to a wide range of different audiences	73%	69%	77%	73%	74%	72%	76%	68%	77%	71%	74%	67%	73%	71%	82%	75%
Have a mix of different types of content	71%	70%	73%	72%	71%	70%	74%	65%	74%	70%	73%	62%	72%	66%	81%	65%
Have content that other websites or apps don't provide	54%	52%	57%	53%	57%	52%	55%	53%	59%	52%	56%	44%	54%	46%	63%	66%
Present content in a unique/innovative way	53%	50%	55%	56%	55%	46%	53%	51%	59%	49%	53%	51%	53%	43%	61%	56%

% 8-10 out of 10	Satisfaction with BBC website/apps			
	Total	8-10 (High)	5-7 (Medium)	1-4 (Low)
Have high quality content	81%	89%	68%	68%
Have content which appeals to a wide range of different audiences	73%	80%	61%	57%
Have a mix of different types of content	71%	79%	58%	23%
Have content that other websites or apps don't provide	54%	62%	41%	30%
Present content in a unique/innovative way	53%	60%	41%	22%

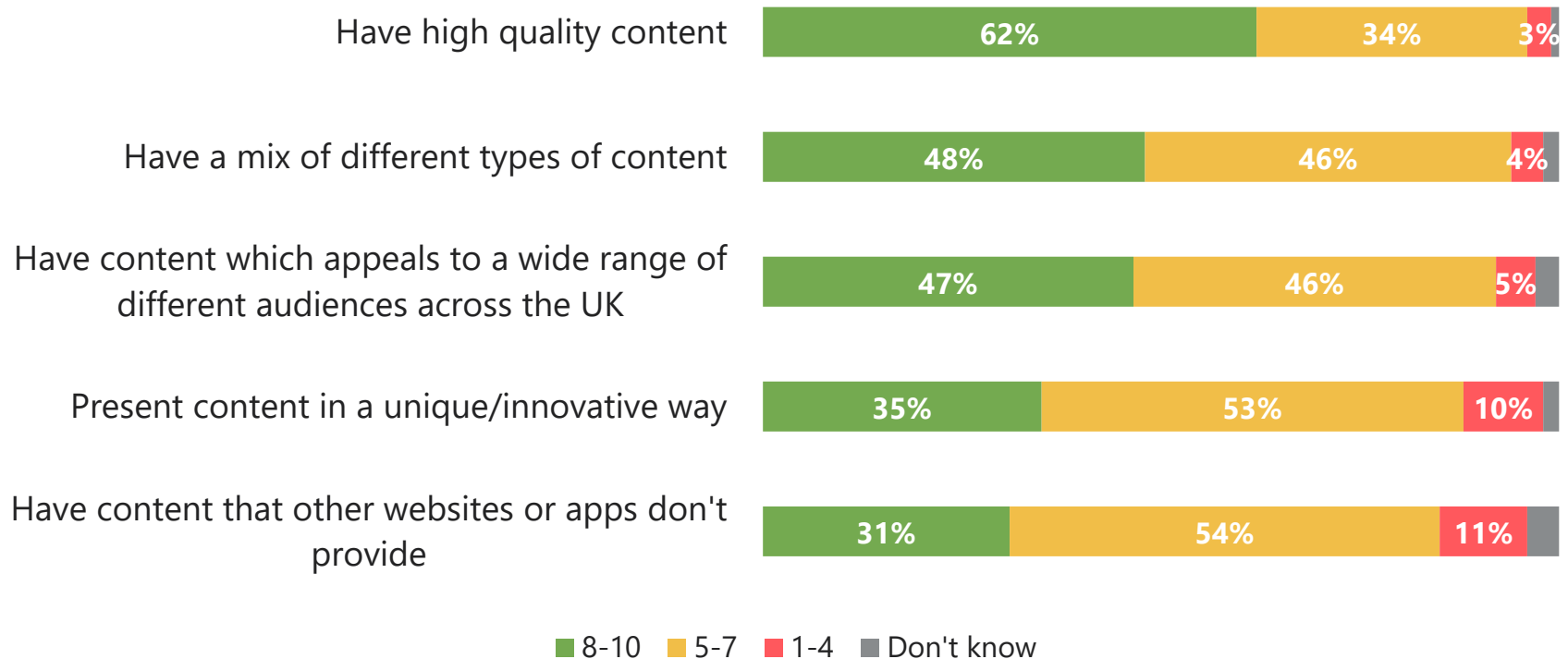
Numbers highlighted in green indicate the figure is significantly higher when compared to the UK total
 Numbers highlighted in red indicate the figure is significantly lower when compared to the UK total

Base: All who used the BBC online/apps at least once in the past three months (1,263)

Performance of distinctiveness indicators for BBC online

The BBC website/apps perform well in providing high quality content; but are not considered as strong when providing unique or innovative content

And how well, if at all, do you think the BBC website and apps do each of the following, compared to other websites and apps that you use?



Performance of distinctiveness indicators by key groups

Views on performance of the BBC website/apps are also even across most groups. BME users are though less positive about mix of content types or range of appeal.

And how well, if at all, do you think the BBC website and apps do each of the following, compared to other websites and apps that you use?

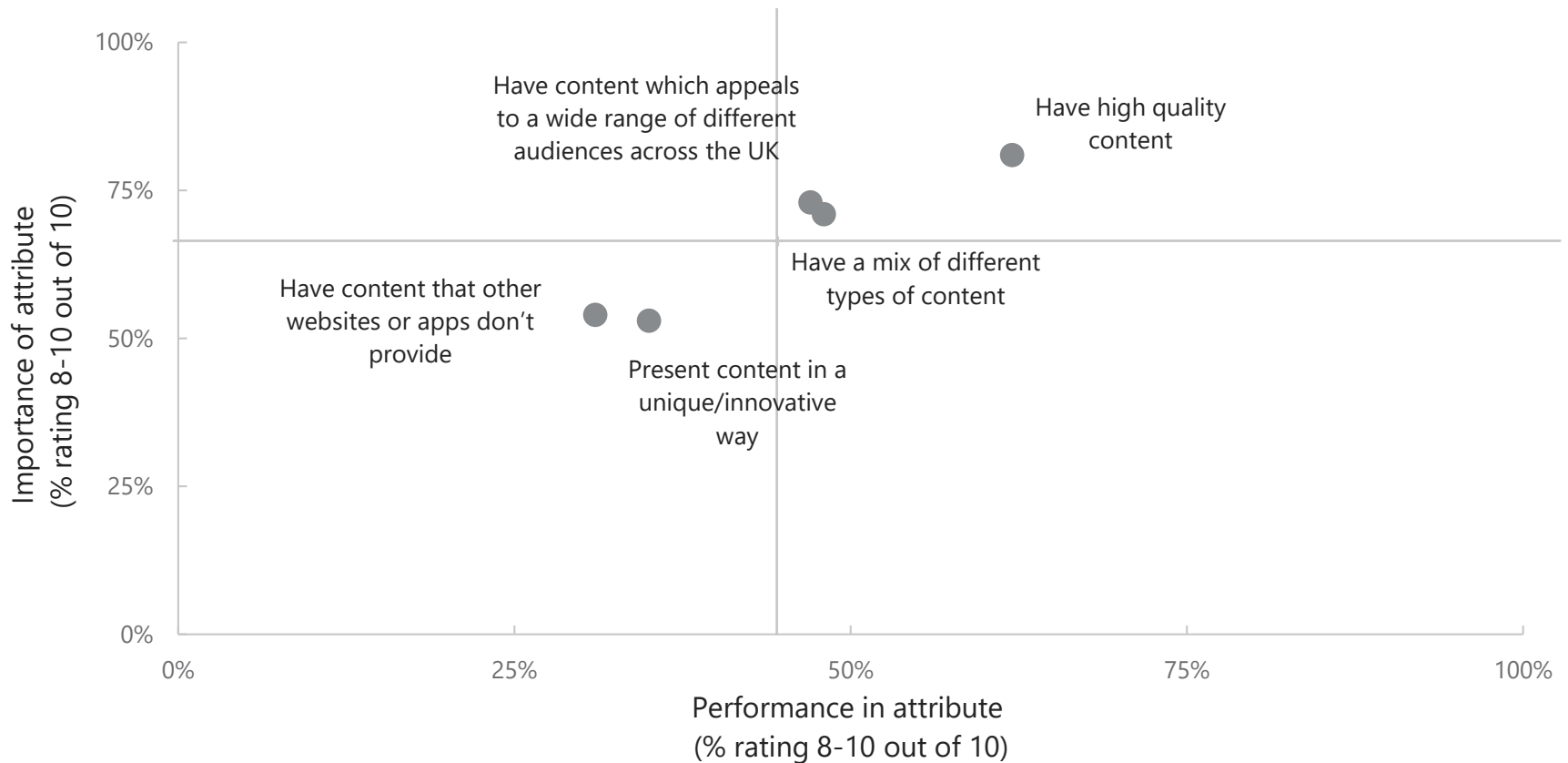
% 8-10 out of 10	Gender			Age			Social Grade		Parents		Ethnicity		Nation			
	Total	Male	Female	16-34	34-54	55+	ABC1	C2DE	Yes	No	White	BME	England	Scotland	Wales	N Ireland
Have high quality content	62%	60%	65%	63%	62%	60%	63%	60%	64%	61%	63%	57%	62%	60%	66%	65%
Have a mix of different types of content	48%	47%	49%	49%	47%	47%	48%	48%	48%	48%	50%	39%	48%	45%	55%	57%
Have content which appeals to a wide range of different audiences	47%	46%	47%	48%	45%	47%	47%	47%	47%	47%	49%	35%	46%	43%	60%	60%
Present content in a unique/innovative way	35%	33%	36%	35%	34%	34%	35%	33%	36%	34%	36%	30%	35%	24%	49%	41%
Have content that other websites or apps don't provide	31%	30%	32%	30%	27%	37%	31%	31%	33%	29%	31%	28%	30%	30%	38%	42%

% 8-10 out of 10	Satisfaction with BBC website/apps			
	Total	8-10 (High)	5-7 (Medium)	1-4 (Low)
Have high quality content	62%	76%	34%	25%
Have a mix of different types of content	48%	61%	22%	19%
Have content which appeals to a wide range of different audiences	47%	59%	22%	21%
Present content in a unique/innovative way	35%	45%	14%	12%
Have content that other websites or apps don't provide	31%	40%	13%	9%

BBC Online distinctiveness: performance and importance

The BBC website/apps are seen to perform most strongly in those areas considered more important

Performance and importance of BBC website and apps



Base: All who used the BBC online/apps at least once in the past three months and use more websites/apps than the weather app (1,144)
N.B. The intersection of the lines on the chart is the average score for both scales



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Social Research Institute

Source: Ofcom/Ipsos MORI



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