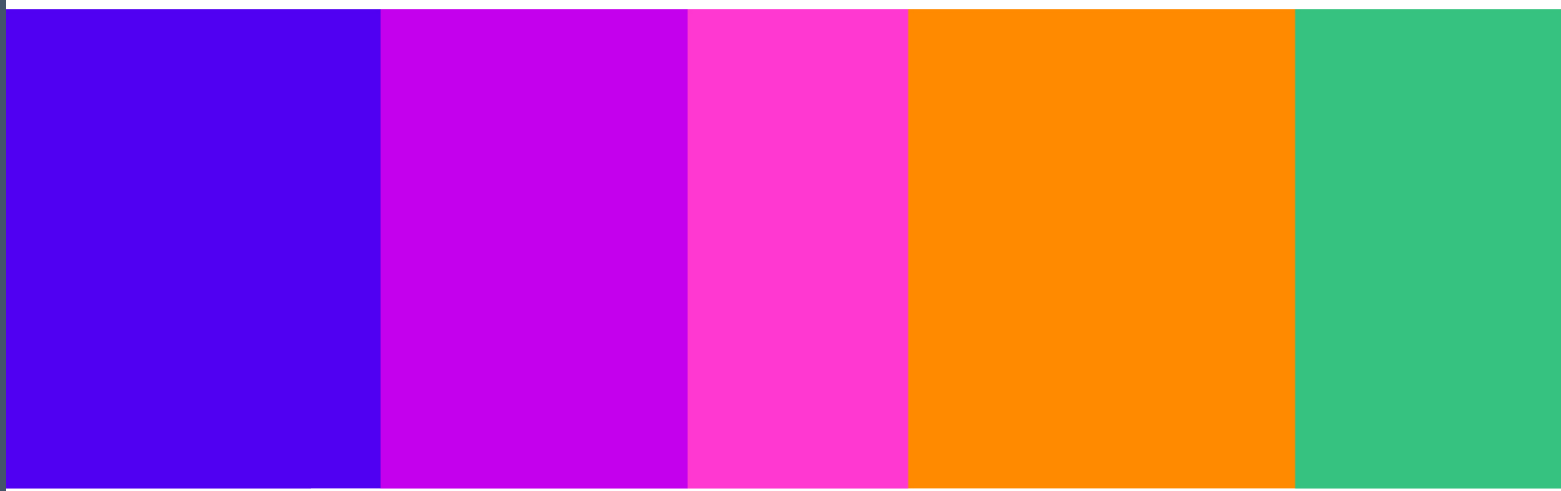# Equity, Diversity and Inclusion in TV and radio

Methodology

Report

Published 04 December 2024

Contents

1. Overview

1.1 This document describes the methodology used in carrying out the data collection for our [Equity, Diversity and Inclusion (EDI) in TV and radio 2023/24 report](#) ("main report") and [interactive data report](#).

1.2 Since 2016, Ofcom has collected and reported on broadcasters' workforce diversity data using an annual quantitative workforce survey ("workforce survey"). Alongside this, we collect qualitative information from broadcasters through our self-assessment tool to help us assess the efficacy and progress of the EDI arrangements they have in place.

1.3 In 2022, we overhauled our approach to data collection and made three key changes, which we have implemented for our data collection and reporting from 2022/23. We decided to:

- Update our quantitative workforce survey;
- Launch a new EDI qualitative self-assessment tool ("self-assessment tool") for broadcasters;
- Update the guidance we provide to broadcasters, to include more recommendations on inclusive working practices.

1.4 The information collected in the workforce survey and the self-assessment tool allows us to identify where underrepresentation for certain groups may exist and identify potential barriers faced in entering, remaining and/or progressing in the broadcasting industry.

1.5 Further information on these surveys can be found in this methodology report, which explains the data collection process and provides detail on how to understand and interpret the data we have reported on. The [workforce survey](#) and [self-assessment tool](#) are also available in full on our website.

2. Legal background

2.1   Ofcom has duties[1] under sections 27 and 337 of the Communications Act 2003 (the 'Act') to promote equality of opportunity in the broadcasting sector.

2.2   Under section 27 of the Act, Ofcom is required to take all such steps as we consider appropriate for promoting equality of opportunity in relation to employment by all those providing television and radio services, and the training and retraining of people for such employment, between men and women, people of different racial groups[2] and disabled people.[3]

2.3   Pursuant to section 337 of the Act, Ofcom's broadcast licensees who employ more than 20 people in connection with the provision of their licensed service[4] and are licensed to broadcast for more than 31 days a year are required to make arrangements for promoting, in relation to employment, equality of opportunity between men and women, people of different racial groups and for disabled people. They are also required to make arrangements for training people employed in, or in connection with, the provision of the licensed service or the making of programmes to be included in the service. They are required to take appropriate steps to make those affected by the arrangements aware of them, to review them and to publish observations on their operation and effectiveness at least annually.

2.4   The BBC is subject to similar requirements under paragraphs 12 to 14 of Schedule 3 to the BBC Agreement.

2.5   In order to take appropriate steps to promote equal employment and training opportunities in relation to sex (male/female), race and ethnicity and disability, it is necessary for Ofcom to have a detailed, accurate picture of employee make-up in terms of these three characteristics. This information is relevant both at an individual broadcaster level and across industry.

2.6   In addition, given the importance of equality of opportunity and diversity in the broadcasting industry in terms of the wider protected characteristics under the Equality Act 2010, we also ask broadcasters to provide, on a voluntary basis, data on: those who are intersex, gender identity, religion, sexual orientation and age. We also ask broadcasters to volunteer data on the geographical location, socio-economic background and caring responsibilities of their workforces.

2.7   To provide context for the information required about employees, we ask on a mandatory basis for the total number of freelancers who worked in connection with the provision of the licensed broadcasting service(s) and we collect limited additional diversity data in relation to these freelancers on a voluntary basis.

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[1] For further information, see Annex 1 of Ofcom's EDI guidance for broadcasters.

[2] Under the Equality Act 2010, and therefore for the purposes of section 27 and 337 of the Act, a racial group is a group of people defined by reference to race. Race includes colour; nationality; ethnic or national origins.

[3] Under the Equality Act 2010, and therefore for the purposes of section 27 and 337 of the Act, a person has a disability if he or she has a physical or mental impairment and the impairment has a substantial and long-term adverse effect on his or her ability to carry out normal day-to-day activities.

[4] Or where the licensee and any group companies together employ more than 20 people in connection with the provision of licensed broadcasting services.

2.8   The information about workforce make-up, which we require broadcasters to provide, enables us to identify where underrepresentation exists in the broadcasting industry. This helps Ofcom to promote, and broadcasters to put in place, equal opportunities initiatives and training targeted in the right places to create workforces more representative of the UK population.[5]

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[5] We also use information from the self-assessment tool to help us promote equal employment and training opportunities in relation to sex (male/female), race and ethnicity and disability; this may also help us in considering whether broadcasters are meeting their licence obligations in this area. See footnote 10.

3. How did we collect the data?

3.1 As part of Ofcom's EDI in Broadcasting programme, we collect data each year on the make-up of broadcasters' workforces. In 2022, we reviewed the data we collect from broadcasters and how we collect it, resulting in the launch of a new self-assessment tool for qualitative feedback, an enhanced workforce survey and updated guidance for broadcasters.

3.2 In April 2024 we sent an information notice to 104 UK broadcasters, requesting the data for our 2023/24 EDI in Broadcasting reporting. As part of the formal notice, we sent broadcasters links to our two surveys: the workforce survey on workforce diversity and the EDI self-assessment tool for qualitative data collection, evaluation and feedback, both accessible via Snap Surveys, an online survey tool.

Who was required to provide what data?

3.3 This year we sent the information notice to UK broadcast licence holders who have previously told us that they have more than 20 UK-based employees, as well to as licence holders who we did not have that information for.

3.4 Broadcasters that we contacted who told us that they had fewer than 21 UK-based employees were only required to complete the initial questions in the workforce survey, via Snap Surveys. These questions asked for information on the number of people employed either full or part-time in connection with the provision of broadcast services and whether they are based in or outside of the UK, as well as the number of days per year for which the service/s are authorised to broadcast. [6]

3.5 Licensees with more than 20 UK-based employees that are authorised to broadcast for more than 31 days per year were required to complete the mandatory sections of both surveys in full; both surveys included mandatory and non-mandatory sections, which were clearly marked.[7] In our information notice letter, we made it clear that failure to complete the mandatory questions could result in a possible breach of licence condition/s.

How were licensees asked to complete the surveys?

3.6 The designated licence contact for each licensee received two emails from Ofcom on 25 April 2024 via Snap Surveys, containing links to the workforce survey and self-assessment tool. Licensees then had eight weeks to complete both surveys, which were required to be submitted to Ofcom by 5pm on 24 June 2024.

3.7 Where a broadcaster held multiple licenses, we accepted information on a licence-by-licence basis or aggregated basis, depending on how broadcasters collected the information internally. If an organisation held both TV and radio licences, for the first time

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[6] The data request did not apply to volunteers.

[7] Broadcasters' answers to the mandatory questions are not the only way in which we assess compliance with their licence conditions, but they give us a good initial indicator of whether we may need to take further action to evaluate whether a broadcaster is doing enough to meet its licence obligations to promote equality of opportunity.

we did not require broadcasters to respond separately to our surveys for these parts of their business. As a result, the BBC provided one response to our workforce survey to cover its total public service workforce. For companies that provide services beyond broadcasting (such as telecoms), we only required information about those employed in connection with the provision of broadcasting services.

What data did we request?

Workforce survey

3.8   We requested data from broadcasters on how many of their UK-based employees fell into a range of different categories. We mainly requested data as a snapshot as of 31 March 2024 for most questions, but for some questions we requested data for the period 1 April 2023 to 31 March 2024.[8]

3.9   As set out above, we updated our quantitative workforce survey in 2022/23. Since then, we have requested data from broadcasters for the following categories:

- Sex and gender identity
- Race and ethnicity
- Disability[9]
- Age
- Sexual orientation
- Religion
- Socio-economic background
- Caring responsibilities
- Cross-sectional data
- Geographic location (nation or region)
- Job levels
- Job role groups

3.10   These data categories are also set out in Annex 2 (see Figure 3), including a description of any changes to the data collected in 2022/23, as well as a brief overview of whether the data collected is comparable to previous years. For more detail on the changes made to our data collection and explanation as to why changes were made, see our statement on updating quantitative data collection tools. The previous (i.e. prior 2022/23) and current (from 2022/23 onwards) workforce data questions are also set out in Annex 2 (see Figure 4).

3.11   A full copy of the workforce survey can be found here.

Self-assessment tool

3.12   As set out above, we introduced a new 'self-assessment' tool in 2022/23. The tool takes the form of a 'maturity model'. Broadcasters were asked questions on seven EDI strands, which map across to Ofcom's guidance to broadcasters, to enable broadcasters to understand the degree of 'maturity' in their EDI arrangements. This information also helps

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[8] These were questions related to joiners, leavers, those who received training or were promoted, as well as all questions related to freelancers.
[9] We require data on a mandatory basis on sex (male/female), race/ethnicity and disability from broadcasters with more than 20 UK-based employees and who are licensed to broadcast for more than 31 days a year.

develop our understanding of whether broadcasters are achieving different EDI objectives across their organisations.

3.13   As set out above, the self-assessment tool includes both mandatory and voluntary questions. Note that for our 2023/24 survey we included an option of 'not relevant to our organisation' for each voluntary question, reflecting that not every question we ask will be relevant to all broadcasters.

3.14   The self-assessment tool also provided broadcasters with suggestions on how they might progress their arrangements related to each question.

3.15   The EDI strands set out in the self-assessment tool are:

•   Strategy and Leadership;
•   Data collection, Monitoring and Evaluation;
•   Recruitment;
•   Retention, Progression and Development;
•   Culture and Voice;
•   Commissioning; and
•   Freelancers.

3.16   The results from the self-assessment tool provide broadcasters with a level of 'maturity' score and enables them to understand which areas their organisation is doing well in. For each question, the tool provides suggested next steps to help broadcasters progress their EDI arrangements.

3.17   The four levels of the 'maturity scale' for this survey are:

•   **Starting**: You may need support to get started with your EDI arrangements.
•   **Engaged**: You may need support to progress with your EDI arrangements.
•   **Progressing**: You may need support to measure the success of your EDI arrangements.
•   **Achieving**: You are doing well with your EDI arrangements.

3.18   A copy of the self-assessment tool can be found [here](#).

Who responded to the surveys?

Workforce survey

3.19   44 broadcasters responded to the workforce survey in full – 33 TV broadcasters and 10 radio broadcasters, alongside the BBC whose data for Radio and TV was combined.[10] This represented data on 44,413 UK-based employees – 23,017 in TV, 3,840 in radio and 17,603 at the BBC. Figure 2 below shows the number of respondents and UK-based employees in TV and radio, split by broadcaster size.

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[10] A further 32 broadcasters completed the initial screener questions which ask for information on the number of employees. These broadcasters were not required to complete the surveys in full as they had fewer than 21 UK-based employees.

Figure 1: Workforce survey: number of respondents and UK-based employees by broadcaster size, TV and radio.

Broadcaster size	Number of respondents / UK-based employees		
	TV	**Radio**	**TV and radio**
21 – 100 employees	10 broadcasters 645 UK-based employees	4 broadcasters 185 UK-based employees	
101 – 499 employees	13 broadcasters 2,822 UK-based employees	4 broadcasters 865 UK-based employees	
500+ employees	10 broadcasters 19,755 UK-based employees	2 broadcasters 3,078 UK-based employees	1 broadcaster (BBC) 17,063 UK-based employees

3.20   The data collected from the workforce survey is published in our interactive data report, which can be filtered by industry (TV, radio or both), broadcaster group (the 'main 7'[11] or other) and by broadcaster size (21-100 employees, 101-499 employees or 500+ employees).

Self-assessment tool

3.21   42 broadcasters responded to the self-assessment tool - 32 TV broadcasters, 8 radio broadcasters and 2 TV and radio broadcasters.[12] Figure 3 below shows the number of respondents, split by broadcaster size.

Figure 2: Number of respondents to the self-assessment tool by broadcaster size, by TV and radio[13]

Broadcaster size	Number of respondents		
	TV	**Radio**	**TV and radio**
21 – 100* employees	11 broadcasters	3 broadcasters	
101 – 499 employees	11 broadcasters	3 broadcasters	1 broadcaster
500+ employees	10 broadcasters	2 broadcasters	1 broadcaster

*MG ALBA has 21-100 employees, but as explained below, we have included it in our analysis of the 'larger broadcasters'.

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[11] These are the largest TV and radio broadcasters (based on audience share). For TV, this is BBC TV ITV, Channel 4, Viacom and Sky (source: BARB's Monthly Viewing Summary). For radio, this is BBC radio, Global and Bauer (source: RAJAR Quarterly Listening). We refer to this collective group in this series of reports as "the main 7". We report on the BBC public services as a whole, reflecting how it submitted the data to us this year.
[12] The BBC UK Public Service and News UK provided single responses covering TV and Radio to the self-assessment tool.
[13] Note, the figures in this table differ from those in Figure 1. This is due to a number of factors, including that broadcasters may have had a different number of UK-based employees on the date they completed the respective surveys and that some broadcasters provided single (i.e. joint across different parts of their business) responses for the self-assessment tool, but separate responses to the workforce survey. One broadcaster responded to the workforce survey but not the self-assessment tool; we are following up with this broadcaster.

3.22   In our main report, we focus our analysis of the self-assessment tool on the 'larger' broadcasters which we have defined as those with 100 or more employees, and MG ALBA. These broadcasters are more likely to have the resources to follow best practices across a wider range of areas, and as they employ large numbers of people, the impact of their EDI arrangements on the broadcasting workforce is wider spread. We also include MG ALBA in this definition, as although they have fewer than 100 UK-based employees, it contributes to a public service (BBC ALBA) in partnership with the BBC and is responsible for ensuring the availability of Gaelic programming, so we have decided to include them in this analysis.

The 30 'larger' broadcasters[14]

3.23   The self-assessment tool contains questions which were clearly marked as either mandatory or voluntary and in our main report, we refer to responses to both types of questions. All 30 of the larger broadcasters responded to the mandatory questions. When referring to responses to the mandatory questions from larger broadcasters, we refer to this group of 30 broadcasters.

3.24   26 of the larger broadcasters completed the majority of the voluntary questions;[15] two of these broadcasters selected the option of 'not relevant to our organisation' for up to two questions. In our report we include charts for findings of the self-assessment tool by EDI 'strand' as well as for selected individual questions – for each of these we make clear the number of broadcasters we have based our analysis on.[16]

The 12 broadcasters with fewer than 100 employees[17]

3.25   Though smaller in terms of number of employees, these broadcasters play an important role in nurturing talent, at all levels, feeding into the skills and talent pipeline. We have included some overall analysis of the responses provided by this group of broadcasters where is relevant to smaller organisations. For these broadcasters we see the self-assessment tool as an important mechanism for feedback on EDI arrangements

Data protection and personal data

3.26   As part of our data request, each broadcaster received information on data protection to read and follow before completing the request. We also sent broadcasters updated information about our data retention policy.

3.27   Broadcasters completed the request using Snap Surveys. The data submitted is stored in a secure server by Snap Surveys. The encrypted data is then transferred to Ofcom by secure download from the server and stored internally with access restricted to limited

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[14] Note, one broadcaster included in our analysis of the 'larger broadcasters' had 100 UK-based employees. It therefore sits in the table under the 21-100 employees category, but is included in our qualitative analysis of those with 100+ employees.

[15] Three of the larger broadcasters responded 'unwilling to answer' to each of the voluntary questions, while one broadcaster responded 'unwilling to answer' to the majority of the voluntary questions.

[16] We also include the options of 'Not applicable/No content commissioned' and 'Not applicable/no freelancers' for the 'strands' of commissioning and freelancers. Fewer broadcasters answered the questions on these strands reflecting that they are not relevant to all organisations. We set out clearly in the report how many broadcasters we base our analysis on for questions in these 'strands'.

[17] This excludes MG ALBA as although it has 21-100 employees, we have included it in our analysis of the 'larger broadcasters' (as explained in paragraph 3.22).

colleagues. Data is deleted from both Ofcom's internal storage and Snap storage in line with Ofcom's General Privacy Statement.[18]

3.28   In reporting the data, we treated any fields pertaining to a specific characteristic (such as female, minority ethnic group, or disabled) with fewer than ten employees for an individual broadcaster as potentially personally identifiable data. Therefore, in reporting the findings, we have been careful not to include any percentages relating to a single broadcaster which equate to fewer than ten employees, or where individuals might otherwise be identifiable. This means that even when reporting on the larger (500+ employee) broadcasters, we are sometimes unable to report on specific subgroups where the base sizes are relatively low.

How we are reporting on the workforce data

3.29   In reporting the data from the quantitative workforce survey, the percentages recorded for broadcasters' employees are based only on the employees whose information has been shared with Ofcom (i.e. based on 'visible data' as defined in Terminology section below). We made this change in reporting in last year's report (i.e. for 2022/23)I; prior to that we reported percentages based on all employees (i.e. based on 'total' data as defined below).

3.30   Both approaches are valid and have different advantages / disadvantages. In previous reports (before 2022/23) we have based analysis on visible data only where there are very low disclosure rates (e.g. for socio-economic background), where percentages of total data are likely to be significant under-estimates.

3.31   Having updated our data collection methods in 2022, we felt this was a sensible point to re-evaluate our reporting approach. We believe that consistent reporting on visible data only is likely to give us a more meaningful picture of the makeup of the industry overall. This remains particularly relevant for those characteristics where large 'data gaps' remain. For characteristics that have seen a reduction in data gaps, the amount of 'visible' data is getting closer to the total data available, and so our reported makeup is likely to be similar under either approach. Presenting findings based on visible data also makes it more straightforward to compare to national benchmarks.

3.32   Data for percentages based on 'total' data and on only 'visible' data are both available in our interactive data report.

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[18] https://www.ofcom.org.uk/about-ofcom/corporate-policies/general-privacy-statement/

4.Terminology

Aged under 50 and Aged 50+ – When reporting on age we primarily focus on two age groups – 'under 50' and '50+'. Despite collecting data for several age ranges, this provides a more focused means for benchmarking across age.

Benchmark – Comparison figure which shows how broadcaster workforces/employees compare to UK population as a whole (usually the working age population).

Broadcasters – Organisations who hold an Ofcom licence to broadcast TV or radio content.

Larger broadcasters – A term we use for broadcasters with more than 100 UK-based employees for the purposes of analysis of our self-assessment tool. We also include MG ALBA in this definition.[19]

Mandatory characteristics – We have required broadcasters to provide data on the three characteristics where we have powers to do so: sex (male or female);[20] race and ethnicity; and disability. In our reports we term these as mandatory characteristics.

No consent – Even when employees disclosed their individual information to the broadcaster, they may not have consented to that information being shared with Ofcom. In these cases, the broadcaster was asked to include these individuals as 'Data collected but no consent to provide to Ofcom'. They are therefore included in the totals but are not identifiable by category and their data are referred to as 'no consent'.

Not collected – This term is used throughout our reports to refer a lack of data because the employer has not requested data or the employee has not responded at all to the request or the employer left a section of our questionnaire blank without explanation.

Not disclosed – Even when broadcasters captured data about their workforce, individuals may have preferred not to disclose their individual information to the broadcaster. In these cases, the broadcaster was asked to include these individuals as 'Employee preferred not to disclose'. These individuals are therefore included in the totals but are not identifiable by category and their data are referred to as 'not disclosed'.

Respondents – Broadcasters who responded to our workforce survey and/or self-assessment tool.

Self-assessment tool – The qualitative self-assessment tool which assesses the 'maturity' of broadcasters' EDI arrangements and provides suggestions on how to make progress.

UK-based employees – UK-based employees of broadcasters. We also refer to 'TV employees' and 'radio employees' as UK-based employees of TV and radio broadcasters.

Voluntary characteristics – We have requested data on other 'protected characteristics' in the Equality Act 2010: age, sexual orientation, religion and gender identity. We also include data in relation to those who are intersex, on socio-economic background, caring responsibilities and geographic location of employees. We have termed these voluntary characteristics.

'Visible data', 'Unknown data'/'Data Gap' – The term 'unknown data' is used throughout our reports to refer to the combined 'not disclosed', 'no consent' and 'not collected' data (defined in this

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[19] While MG ALBA has fewer than 100 UK-based employees, it contributes to a public service (BBC ALBA) in partnership with the BBC and is responsible for ensuring the availability of Gaelic programming. As such, we have decided to include it in this analysis.
[20] We asked for information relating to those who are intersex on a voluntary basis.

terminology), also referred to as the 'data gap'. This signifies data that we (and the broadcaster in the case of not disclosed) are unable to determine the effect of on the profile for that characteristic. The remainder - 'visible data' - is what helps us to create an accurate picture of the industry. However, we acknowledge the visibility of data is not entirely within broadcasters' control, as employees are entitled to not disclose their data to employers or to withhold consent for it to be shared with Ofcom.

'Total data' – 'Total data' is used to refer to data related to all employees in a given organisation, whether that data is known by Ofcom/the employer or not, and is the sum of 'visible data' and 'unknown data'.

Workforce – Employees and contracted freelancers combined.

Workforce survey – The quantitative workforce survey sent to broadcasters to collect data on the make-up of their workforces.

5. UK benchmarking data

5.1   The following table outlines the benchmark figures we have used in reporting, when looking at each industry overall as well as individual broadcasters.[21]

Mandatory characteristics

SEX	**UK benchmark:** 52% Male, 48% Female **Universe:** All in employment (UK) **Source:** ONS Labour market statistics A09: Labour market status by ethnic group **Data Period:** Apr 23 – Mar 24 **Regional benchmarks:** e.g., London - 46% Female **Universe:** All in employment (UK) **Source:** ONS Annual Population Survey – NomisWeb. **Data Period:** Apr 23 – Mar 24 **Ethnicity benchmarks:** e.g., Minority Ethnic Groups – 49% female **Universe:** All in employment (UK) **Source:** ONS Labour market statistics A09: Labour market status by ethnic group **Data Period:** Apr 23 – Mar 24
RACE AND ETHNICITY	**UK benchmark:** 16% Minority Ethnic Groups, 84% White **Universe:** All in employment **Source:** ONS Labour market statistics A09: Labour market status by ethnic group **Data Period:** Apr 23 – Mar 24 **Regional benchmarks:** e.g., London - 39% Minority Ethnic Groups, 61% White **Universe:** Aged 16-64 in employment **Source:** ONS Annual Population Survey – NomisWeb. **Data Period:** Apr 23 – Mar 24
DISABILITY	**UK benchmark:** 18% disabled, 82% No disability **Universe:** Economically active UK population aged 16-64 who are 'Harmonised Standard Definition Disabled' (GSS Standard). **Source:** ONS Labour market statistics A08: Labour market status of disabled people **Data Period:** Apr 23 – Mar 24 **Regional benchmarks:** e.g., London - 16% Disabled, 84% No disability **Universe:** Economically active, UK. EA core (current disability) or work-limiting disabled **Source:** ONS Annual Population Survey – NomisWeb. **Data Period:** Apr 23 – Mar 24 **Ethnicity benchmarks:** e.g., Minority Ethnic Groups – 11% disabled **Universe:** Population of England and Wales **Source:** ONS Census 2021 **Data Period:** 2021

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[21] Benchmarks from the 2021 Census relate to England and Wales only. Where available and/or appropriate, we have also referred to national or regional benchmarks.

Voluntary characteristics

GENDER IDENTITY	**UK benchmark**: 1% different gender identity, 99% same gender identity **Universe:** The gender identity of usual residents aged 16 years and over in England and Wales. **Source:** ONS Census 2021 **Data Period: 2021**
AGE	**UK benchmark:** 67% aged under 50, 33% aged 50+ **Sex by age benchmark:** Women 68% aged under 50, 32% aged 50+(**Universe:** All in employment **Source:** ONS Labour market statistics Table A05: Labour market by age group: People by economic activity and age (seasonally adjusted) **Data Period:** Apr 23 – Mar 24 **Nations benchmarks:** e.g., Scotland = 34% 50+ **Universe:** All in employment **Source:** ONS Annual Population Survey – NomisWeb. **Data Period:** Apr 23 – Mar 24
SEXUAL ORIENTATION	**Benchmark:** 97% heterosexual/straight, 3% LGB+ **Universe:** Total population, England and Wales (Re-proportioned to exclude 'unknowns') **Source:** ONS Census 2021 **Data Period:** 2021 **Nations benchmarks:** e.g., Scotland = 4% LGB+ **Universe:** Usual residents aged 16 **Source:** ONS, Sexual orientation, UK **Data Period:** 2021
RELIGION	**Benchmark:** 61% has a religion, 39% no religion **Universe:** Total population, England and Wales (Re-proportioned to exclude 'unknowns') **Source:** ONS Census 2021 **Data Period:** 2021 **Nations benchmarks:** e.g., Scotland = 40% has a religion **Universe:** Usual residents aged 16 **Source:** ONS Census 2021/Scottish Census 2021 **Data Period:** 2021
PARENTAL OCCUPATION	**UK benchmark:** 37% professional, 24% intermediate, 39% lower/working class **Universe:** UK workforce aged 16+ (May 2021) **Source:** Social mobility commission - Socio-economic background of the overall UK workforce. **Data Period:** 2021 **Regional benchmarks (proxy):** e.g., London – 42% professional, 23% intermediate, 35% lower **Universe:** Population of England and Wales. Derived from National Statistics Socio-economic Classification (NS-SeC) **Source:** ONS Census 2021 **Data Period:** 2021
SCHOOLING	**Benchmark:** 7% independent school, 93% other type of school **Universe:** Pupils in England attending independent school (estimated) **Source:** Gov.uk – School characteristics' from 'Schools, pupils and their characteristics' **Data Period:** 2022/23
CARING RESPONSIBILITIES	**Benchmark:** 8% caring responsibilities, 92% no caring responsibilities **Universe:** Usual residents aged 5 and over in England and Wales **Source:** ONS Census 2021 **Data period:** 2021

A1. Surveys

For full versions of the surveys sent to broadcasters, see [quantitative workforce survey](#) and [qualitative self-assessment tool](#).

As outlined in Section 3 of this document, both surveys took the form of interactive Snap Surveys. They are here presented as text. For the self-assessment tool, this means that all 'suggested next steps' are listed – in practice, only one of these suggestions would be presented in relation to each question, dependent on which option had been selected in response to that question. Alphanumeric codes in the self-assessment tool refer back to the answer given for the relevant question (for example, 'A1d' refers to the name filled in under 'organisation' at A1d).

A2   Quantitative workforce survey questions

Figure 3 below summaries the data categories in our workforce survey, including a description of changes to the data collected prior to our 2022/23 survey, as well as a brief overview of whether the data collected is comparable to years prior to 2022/23.[22] For more detail on the changes made to our data collection and explanation as to why changes were made, see our statement on updating quantitative data collection tools.

Figure 3: Data requested in the workforce survey from 2022/23 onwards by category

Workforce survey category	Summary of changes made from 2022/23	Is the data comparable to years prior to 2022/23?
Sex and gender identity	Substituted three questions on sex and gender identity.	Yes, for male and female responses. We cannot make year-on-year comparisons for intersex responses as 2022/23 was the first time that we included intersex as a standalone response option. Comparisons are also not possible for gender identity as these questions were new for 2022/23.
Race and ethnicity	Alphabetised the response options available. Removed 'BAME' from the 'Other' option list. Expanded the 'White' selection list to include 'Roma' in line with the Office of National Statistics (ONS) and removed the option for 'Central and Eastern European'. Separated the 'Middle Eastern, including Arabic origin' category, from the 'Other' category. Removed the term 'racial group' from the questionnaire.	Yes, at a top line level. For example, we can make year-on-year comparisons for 'White' and 'Minority Ethnic Group' categories, but we cannot compare individual sub-categories such as 'East Asian/East Asian British'. One reason for this is the removal of the 'BAME' category; this means that those employees who may previously have been included in that category may now fall within one of the other sub-categories.

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[22] The wholesale improvements we made to our workforce survey mean that some caveats may apply when comparing new findings to data from previous years, such as where we have added or amended questions.

Disability	Expanded the questions to incorporate a functional definition of disability.	Yes, at a top line level. For example, we can make year-on-year comparisons for the 'Disabled' and 'No disability' categories.
Age	No changes.	Yes, question unchanged.
Sexual orientation	Expanded the response options available.	Yes, at a top line. For example, we can make year-on-year comparisons for 'Heterosexual/ straight' and 'LGB+' categories.
Religion	No changes.	Yes, question unchanged.
Socio-economic background	Amended the occupational descriptions. Removed two response options for state-run schools (selective and non-selective). Amended question asking for information on whether either of an employees' parents had attended university by the time they were 18.	Yes, for questions on parental occupation, schooling and free school meals. We cannot make year-on-year comparisons for parental university attendance due to amendments made to the question.
Caring responsibilities	Added a new voluntary question asking for information on caring responsibilities.	No – new question for 2022/23.
Cross-sectional data	Added questions requesting information on four cross-sectional data points: Race and ethnicity X socio-economic background; Race and ethnicity X disability; Race and ethnicity X sex; and Disability X socio-economic background.	No – new questions for 2022/23.
Nations and regions	Added a voluntary request to submit data on sex, race and ethnicity, socio-economic background and disability by nation and region.	No – new questions for 2022/23.[23]
Job levels	Separated 'junior/middle management' into two distinct categories – 'junior' and 'middle' management.	We cannot make comparisons for 'junior and middle management' as these were new categories for 2022/23 or for 'senior management' as the

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[23] The BBC provided workforce data for England, Northern Ireland, Scotland and Wales for 2021/22.

	Provided a definition for senior management to align reporting and focus on the most senior roles.	definition was provided for the first time. Data on non-managers can be compared to years prior to 2022/23.
Job role groups	Renamed the categories to give a clearer understanding of what is meant by each group and introduced a single list to cover TV and radio.	We cannot make year-on-year comparisons for job role groups due to recategorising roles within the groups.

Figure 4 sets out the questions in the quantitative workforce survey this year, compared to how questions under each category were asked in the workforce survey prior to our 2022/23 survey. Note that no additional changes were made to the quantitative workforce survey in 2023/24, with the exception of the addition of some explanatory text related to caring responsibilities, as set out below.

Figure 4: quantitative workforce survey questions, pre and post 2022/23 changes

Questions before 2022/23	Questions in 2023/24
Sex and gender identity	
Question 1 (mandatory) – What is the breakdown of your workforce by sex? • Male • Female • Other (e.g., intersex, non-binary) [this option is a voluntary selection] • Employee preferred not to say	Question 1 (mandatory) – What is the breakdown of your employees by sex? • Male • Female • Intersex [this option is a voluntary selection] • Employee preferred not to say
	Question 2 (voluntary) - How many of your employees identify as a gender that is different from their sex registered at birth? • [insert number] • Employee preferred not to say • Data not collected • Data collected but no consent to provide to Ofcom

Questions before 2022/23	Questions in 2023/24
	Question 3 (voluntary) - Within this group, how many employees identified with the following gender identities? • Man / Trans man • Woman / Trans woman • Non-binary • Queer • Gender identity not listed • Employee preferred not to say • Data not collected • Data collected but no consent to provide data to Ofcom
Race and ethnicity	
Question 1 (mandatory) – Employee workforce by racial group: **White:** • English /Welsh /Scottish /Northern Irish /British • Irish • Central and Eastern European • Gypsy or Irish traveller • Other white background **East Asian / East Asian British:** • Chinese	Question 1 (mandatory) – How many of your employees are: **Black/African/Caribbean/Black British** • African • Caribbean • Any other Black/African/Caribbean background **East Asian/East Asian British** • Chinese • Any other East Asian background **Mixed/multiple ethnic groups**

Questions before 2022/23	Questions in 2023/24
• Other East Asian background	• White and Black Caribbean
South Asian / South Asian British:	• White and Black African
• Indian	• White and Asian
• Pakistani	• Any other Mixed/multiple ethnic background
• Bangladeshi	**Middle Eastern/Arab**
• Other South Asian background	• Arab
Black / African / Caribbean / Black British:	• Any other Middle Eastern background
• African	**South Asian/South Asian British**
• Caribbean	• Indian
• Other Black /African /Caribbean background	• Pakistani
Mixed:	• Bangladeshi
• White and Black Caribbean	• Any other South Asian background
• White and Black African	**White**
• White and Asian	• English/Welsh/Scottish/Northern Irish/British
• Other mixed/multiple racial background	• Irish
Other:	• Gypsy or Irish Traveller
• Middle Eastern, including Arabic origin	• Roma
• Other ethnic group	• Any other White background
• Black, Asian and Minority Ethnic (BAME)	• Ethnic background not listed
• Employee preferred not to disclose	• Employee preferred not to disclose

Questions before 2022/23	Questions in 2023/24
• Data not collected	• Data not collected
Disability	
Question 1 (mandatory) – How many of your employees have: • No disability • Sensory Disability (e.g., hearing/visually impaired) • Physical Disability / Muscular-skeletal (incl. co-ordination, dexterity, mobility, wheelchair user) • Mental illness (inc. serious depression, bipolarity) • Cognitive/learning disabilities (inc. dyslexia, Down's syndrome, autism) • Multiple, long term or other disability / condition (This includes conditions such as diabetes, epilepsy, arthritis, asthma, speech impairments, facial disfigurements) • has a disability • Employee preferred not to disclose	Question 1 (mandatory) - How many employees have a disability, defined as a long term illness, condition or physical or mental impairment which has a substantial and long-term (12 months or more) adverse effect on that person's ability to carry out normal day-to-day activities? • No illness, condition or impairment • Has an illness, condition or impairment • Employee preferred not to say • Data not collected
	Question 2 (mandatory) - Do these illnesses, conditions or impairments affect employees in any of the following areas? Respondents can select more than one per employee. **Sensory** • Vision (for example blindness or partial sight) • Hearing (for example deafness or partial hearing) **Physical**

Questions before 2022/23	Questions in 2023/24
	• Mobility (for example walking short distances or climbing stairs)
	• Dexterity (for example lifting and carrying objects, using a keyboard)
	• Stamina or breathing or fatigue
	Cognitive and social or behavioural
	• Learning or understanding or concentrating
	• Memory
	• Socially or behaviourally (for example associated with autism spectrum disorder which includes Asperger's, or ADHD).
	• Mental health
	• Other not listed (this could include conditions such as diabetes, epilepsy, speech impairments, facial disfigurement)
	• Employee preferred not to say
	• Data not collected
Age	
Question 1 (voluntary) – How many of your employees are:	Question 1 (voluntary) – How many of your employees are:
• Aged under 20	• Aged under 20
• Aged 20-29	• Aged 20-29
• Aged 30-39	• Aged 30-39
• Aged 40-49	• Aged 40-49
• Aged 50-59	• Aged 50-59
• Aged 60+	• Aged 60+

Questions before 2022/23	Questions in 2023/24
• Employee preferred not to say	• Employee preferred not to say
• Data collected but no consent to disclose to Ofcom	• Data collected but no consent to disclose to Ofcom
• Data not collected	• Data not collected
Sexual orientation	
Question 1 (voluntary) - Employee work force by sexual orientation:	Question 1 (voluntary) - How many of your employees are:
• Heterosexual/ Straight	• Heterosexual / straight
• Gay men	• Gay man
• Gay women/ Lesbian	• Gay woman / Lesbian
• Bisexual	• Gay non-binary
• Other sexual orientation	• Bi-sexual
• Employee preferred not to say	• Asexual
• Data not collected	• Pansexual
• Data collected but no consent to provide data to Ofcom	• Queer
	• Sexual orientation not listed
	• Employee preferred not to say
	• Data not collected
	• Data collected but no consent to provide data to Ofcom
Religion	
Question 1 (voluntary) - What is the religion or belief of your employees?	Question 1 (voluntary) - What is the religion or belief of your employees?
• Not religious	• No religion

Questions before 2022/23	Questions in 2023/24
• Christian	• Christian
• Hindu	• Hindu
• Sikh	• Sikh
• Muslim	• Muslim
• Buddhist	• Buddhist
• Jewish	• Jewish
• Other religion or belief	• Other religion or belief
• Employee preferred not to disclose	• Employee preferred not to disclose
• Data collected but no consent to disclose to Ofcom	• Data collected but no consent to disclose to Ofcom
• Data not collected	• Data not collected
Socio-economic background	
Question 1 (voluntary) - Occupation of main household earner when employee was aged 14. a) Modern professional occupations (such as teacher, nurse, physiotherapist, social worker, musician, police officer [sergeant or above], software designer). b) Clerical and intermediate occupations (such as secretary, personal assistant, clerical worker, call centre agent, nursery nurse). c) Senior managers or administrators - usually responsible for planning, organising and coordinating work and/or finance (such as finance manager, chief executive).	Question 1 (voluntary) - Occupation of main household earner when employee was aged 14. • Modern professional & traditional professional occupations such as: teacher, nurse, physiotherapist, social worker, musician, police officer (sergeant or above), software designer, accountant, solicitor, medical practitioner, scientist, civil / mechanical engineer. • Senior, middle or junior managers or administrators such as: finance manager, chief executive, large business owner, office manager, retail manager, bank manager, restaurant manager, warehouse manager.

Questions before 2022/23	Questions in 2023/24
d) Technical or craft occupations (such as motor mechanic, plumber, printer, electrician, gardener, train driver).	• Clerical and intermediate occupations such as: secretary, personal assistant, call centre agent, clerical worker, nursery nurse.
e) Semi-routine manual and service occupations (such as postal worker, machine operative, security guard, caretaker, farm worker, catering assistant, sale assistant).	• Technical and craft occupations such as: motor mechanic, plumber, printer, electrician, gardener, train driver.
f) Routine manual and service occupations (such as HGV driver, cleaner porter, packer, labourer, waiter/waitress, bar staff).	• Routine, semi-routine manual and service occupations such as: postal worker, machine operative, security guard, caretaker, farm worker, catering assistant, sales assistant, HGV driver, cleaner, porter, packer, labourer, waiter/waitress, bar staff.
g) Middle or junior managers (such as office manager, retain manager, bank manager, restaurant manager, warehouse).	• Long-term unemployed (claimed Jobseeker's Allowance or earlier unemployment benefit for more than a year)
h) Traditional professional occupations (such as accountant, solicitor, medical practitioner, scientist, civil / mechanical engineer).	• Small business owners who employed less than 25 people such as: corner shop owners, small plumbing companies, retail shop owner, single restaurant or café owner, taxi owner, garage owner
i) Long term unemployed (claimed Jobseeker's Allowance or earlier unemployment benefit for more than a year).	• Other such as: retired, this question does not apply to me, I don't know
j) Inactive (including those that were retired).	• Employee preferred not to say
k) Don't know / not applicable	• Data not collected
l) Employee preferred not to disclose	• Data collected but no consent to provide to Ofcom
m) Data collected but no consent to provide to Ofcom	
n) Data not collected	
Question 2 (voluntary) - What type of school employee attended for the most time between the ages of 11 – 16. a) State-run or state-funded school – selective on academic, faith or other grounds b) State-run or state-funded school – non-selective	Question 2 (voluntary) - Type of school employee attended for the most time between the ages of 11 to 16. • A state-run or state-funded school • Independent or fee-paying school

Questions before 2022/23	Questions in 2023/24
c) Independent or fee-paying school – bursary d) Independent or fee-paying school – nonbursary	• Independent or fee-paying school, where employee received a bursary covering most of employees tuition fees
e) Attended school outside of the UK	• Attended school outside the UK
f) Don't know	• Other such as home schooled
g) Employee preferred not to disclose	• Employee did not know.
h) Data collected but no consent to provide to Ofcom	• Data collected but no consent to provide to Ofcom
i) Data not collected	• Employee preferred not to say
	• Data not collected
Question 3 (voluntary) - Highest level of qualification achieved by either of parent(s) or guardian(s) by the time employee was 18.	Question 3 (voluntary) - Did either of employees parents attend university by the time the employee was 18?
a) Degree level or degree equivalent or above (e.g first or high degrees, postgraduate diplomas, NVQ/SVQ, level 4 or 5 etc)	• No, neither of employees parents attended university
b) Qualifications below degree level (e.g A-Level, SCE Higher, O-Level, SCE Standard / Ordinary, NVQ/SVQ, BTEC etc)	• Yes, one or both of employees parents attended university
c) No qualifications	• Employee did not know / not sure
d) Don't know	• Data collected but no consent to provide to Ofcom
e) Employee preferred not to disclose	• Employee preferred not to say
f) Data collected but no consent to provide to Ofcom	• Data not collected
g) Data not collected	
Question 4 (voluntary) - Whether employee was eligible for Free School Meals at any point during their school years.	Question 4 (voluntary) - If the employees finished school after 1980, were they eligible for free school meals at any point during your school years?
a) Yes	• Yes

Questions before 2022/23	Questions in 2023/24
b) No	• No
c) Not applicable (finished school before 1980 or went to school overseas)	• Not applicable (finished school before 1980 or went to school overseas)
d) Employee preferred not to disclose	• Employee did not know
e) Data collected but no consent to provide to Ofcom	• Data collected but no consent to provide to Ofcom
f) Data not collected	• Employee preferred not to say
	• Data not collected
Caring responsibilities	
	Question 1 (voluntary) - Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions, or problems related to old age? Note this should not include day-to-day childcare responsibilities.[24] • Have caring responsibilities • No caring responsibilities • Employee preferred not to say • Data not collected
Cross-sectional data	
	Question 1 (voluntary) - Race and ethnicity X socio-economic background • Black/East Asian/Mixed/Other ethnic background/South Asian/White X lower socioeconomic

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[24] The wording "Note this should not include day-to-day childcare responsibilities" was a new addition for the 2023/24 survey to provide clarity.

Questions before 2022/23	Questions in 2023/24
	• Black/East Asian/Mixed/Other ethnic background/South Asian/White X intermediate • Black/East Asian/Mixed/Other ethnic background/South Asian/White X professional
	Question 2 (voluntary) - Race and ethnicity X disability • Black X has a long term illness, condition or impairment • Black X does not have a long term illness, condition or impairment • East Asian X has a long term illness, condition or impairment • East Asian X does not have a long term illness, condition or impairment • Mixed ethnic background X has a long term illness, condition or impairment • Mixed ethnic background X does not have a long term illness, condition or impairment • Other ethnic background X has a long term illness, condition or impairment • Other ethnic background X does not have a long term illness, condition or impairment • South Asian X has a long term illness, condition or impairment • South Asian X does not have a long term illness, condition or impairment • White X has a long term illness, condition or impairment • White X does not have a long term illness, condition or impairment
	Question 3 (voluntary) – Race and ethnicity X sex • Black X woman

Questions before 2022/23	Questions in 2023/24
	• Black X Man
	• East Asian X Woman
	• East Asian X Man
	• Mixed ethnic background X Woman
	• Mixed ethnic background X Man
	• Other ethnic background X Woman
	• Other ethnic background X Man
	• South Asian x Woman
	• South Asian X Man
	• White X Woman
	• White X Man
	Question 4 (voluntary) - Disability x socio-economic background
	• Has/does not have a long term illness, condition or impairment X lower socioeconomic
	• Has/does not have a long term illness, condition or impairment X intermediate
	• Has/does not have a long term illness, condition or impairment X professional
Nations and regions data	
	Question 1 (voluntary) - Provide diversity workforce data on sex, race and ethnicity, disability and socio-economic background (parental occupation at 14) by nation and region.

Questions before 2022/23	Questions in 2023/24
	Employees should be grouped into: • Scotland • Wales • Northern Ireland and • North East England • North West England • Yorkshire and the Humber • East Midlands, • West Midlands, • East of England • South East England • South West England • London
Job level	
(Voluntary to provide for voluntary characteristics; mandatory to provide for mandatory characteristics) • Senior managers • Junior/middle managers • Non-management • No data	(Voluntary to provide for voluntary characteristics; mandatory to provide for mandatory characteristics) For each characteristic place your employees into the relevant management/seniority category: • Senior managers (inc. senior leadership teams, department heads, c-suite) • Middle managers (e.g., employees with hiring power and/or decision making power and/or significant line management responsibilities)

Questions before 2022/23	Questions in 2023/24
	• Junior managers (e.g., employees with limited hiring power and/or some decision making responsibilities and/or some line management responsibilities)
	• Non-managers (this should only include junior members of staff, senior or influential employees without management responsibilities should be assigned one of the other categories based on their other responsibilities and status.)
	• No data
Job role groups	
(Voluntary to provide for voluntary characteristics; mandatory to provide for mandatory characteristics) TV • Broadcast management • Creative and content role • Journalism role • On screen talent role • Business management and administration • Organisational, technical, engineering and data analytics role • Sales and marketing Radio • Programmes / programming role • Journalism and news role	(Voluntary to provide for voluntary characteristics; mandatory to provide for mandatory characteristics) For each characteristic place your employees into the relevant job function: TV and radio • Commissioning and programming roles (e.g commissioning editors, channel controllers, programming managers) • Creative and production roles (e.g producer/directors, exec producers, editors, researchers, production managers, camera operators, sound engineers) • Journalism and news roles (e.g journalism researchers, news multimedia producers) • On-screen/on-air talent (e.g presenters, news reporters) • Technical and engineering roles (e.g transmission operators, studio managers, broadcast engineer, data analyst)

Questions before 2022/23	Questions in 2023/24
• Technical / engineering role • Marketing / press / PR role • Support functions / admin role	• Operational and administrative roles (e.g legal, accounting, HR) • Commercial and communications roles (e.g. advertising sales, marketing, distribution, product development)