Equity, Diversity and Inclusion in Broadcasting

2023/24

Report

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Overview

What we have found – in brief

The past year has seen change continue to disrupt the broadcasting sector, as viewing habits shift further towards streaming services and programme production slowed following the post-Covid boom. With renewed focus on retaining skilled employees within the industry, the question of who is - and is not - working in broadcasting is more important than ever. Our report on equity, diversity and inclusion ("EDI") in broadcasting for 2023-24 suggests that progress towards a more representative workforce has stalled in some areas, with persistent under-representation of certain groups either across the workforce (disabled and working-class people) or at senior levels (minority ethnic groups). In particular:

- Some groups are under-represented in key senior, decision-making and editorial roles, particularly in radio. For example, in radio[1] women only account for 36% of people in commissioning/programming roles, while representation of people from a minority ethnic group in these roles is too small for us to report on.
- People from minority ethnic groups (across the industry as a whole) only account for 11% of those in senior management roles.
- There is a 'revolving door' for certain under-represented groups; for example, a greater proportion of those joining broadcasters are from a minority ethnic group, but this is also true for those leaving.

However, we see promising trends in relation to organisational culture and a focus on opportunities for promotion/progression for under-represented groups. For example, a higher proportion of promotions among women last year may have contributed to a slight increase in senior female employees this year.

We also welcome cross-industry initiatives such as the ScreenSkills five-year strategy and its new collaborative partnership with the Creative Diversity Network, which will look to drive increased diversity across the UK's screen industries.

To build on this, we want individual broadcasters not just to collect diversity data, but to use it to inform targeted action where stubborn issues persist, with support from senior leaders. We will continue our drive for better socio-economic data where it's not already being collected. We think insight from a range of diversity data can be a fundamental tool in ensuring a sustainable broadcasting sector, producing trusted content for the whole of the UK.

In this year's report we give a snapshot of the industry as it stands in 2024 – both in terms of who is working in it and what broadcasters are doing to support a diverse workforce. We go on to consider three areas where the EDI data we have obtained from broadcasters can shed light on key issues of current concern across the sector:

- Producing trusted content (3.2 to 3.12)
- Maintaining a sustainable industry (3.13 to 3.21)
- Developing an attractive and inclusive working environment (3.22 to 3.33)

[1] Excluding the BBC (see paragraph 1.4 for further detail).

Context – diversity matters more than ever

The last year has tested industry commitment to EDI, but our data suggests it is business-critical

This report considers a period during which the broadcasting sector faced an unprecedented period of change, with audiences continuing to turn away from traditional broadcast media[2], a reported slowdown in production leading to a lack of employment, and skills shortages threatening growth and job creation.

In this environment, we have heard concerns voiced[3] that EDI has become a 'box ticking' exercise at best, and an unnecessary luxury at worst. Yet the data described in this report suggests that broadcasters continue to take EDI seriously and that this can and should be considered a vital tool in building a sustainable sector with the infrastructure and skills to attract longer term investment.

Our report last year highlighted three priorities for industry

Priority	What have broadcasters done?	What has Ofcom done to support?
1: Broadcasters should maximise the value and insight their EDI data can provide	Data gap is shrinking but we remain largely in the dark on socio-economic background of broadcasting employees. See para 2.3.	➢ Followed up with broadcasters who have significant data gaps (see para 2.4) ➢ Refined our self-assessment tool in response to feedback on beta version
2: Senior leaders can do more to drive change	Some improvements in representation of women and disabled people in senior management but remain under-represented, as do people from minority ethnic groups (where there has been no change) There remains a lack of active EDI engagement on the part of some senior leaders. See paras 3.30 and 3.31.	➢ Continued to analyse data on senior managers, including representation at senior levels (see paras 3.8 and 3.9) ➢ Used this report to consider whether promotions last year may have affected senior management makeup this year (see para 3.26) ➢ Collected data on engagement of senior leaders with EDI
3: Broadcasters should maintain focus on retention and progression	While progression opportunities appear to be improving for under-represented groups, they are still leaving broadcasters in disproportionate numbers. See para 3.20 and figure 12.	➢ Facilitated conversation, cooperation, and best practice sharing

[2] See, for example, Ofcom's Media Nations 2024 report.
[3] See, for example, Role models: responsibility for diversity goes beyond DEI departments and Speak-easy: on representation and equity in the UK TV and film industry since 2020

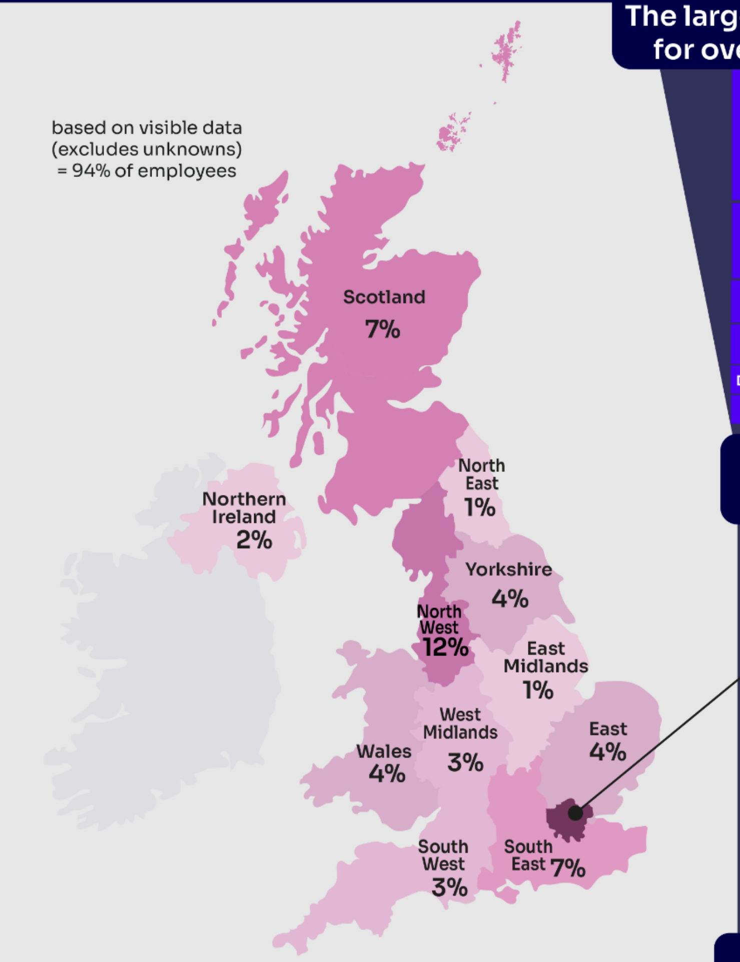
Headline figures

Snapshot of the broadcast industry

April 2023 to March 2024

The research covered over 44,000 employees across 44 TV and Radio broadcasters

44	44,413	5,894	6,833	27,104	2,908
Broadcasters (with >20 employees)	UK-based employees	Joiners	Leavers	Trained	Promoted



The largest nine broadcasters account for over 8 in 10 UK-based employees

BBC Public Services	38%
ITV	11%
Sky	14%
Bauer	3%
BBC Studios	7%
Ch4	3%
Discovery	2%
Global	4%
Viacom	2%
Others	16%

Just under half of employees are based outside the capital

London 52% | 48% Outside London

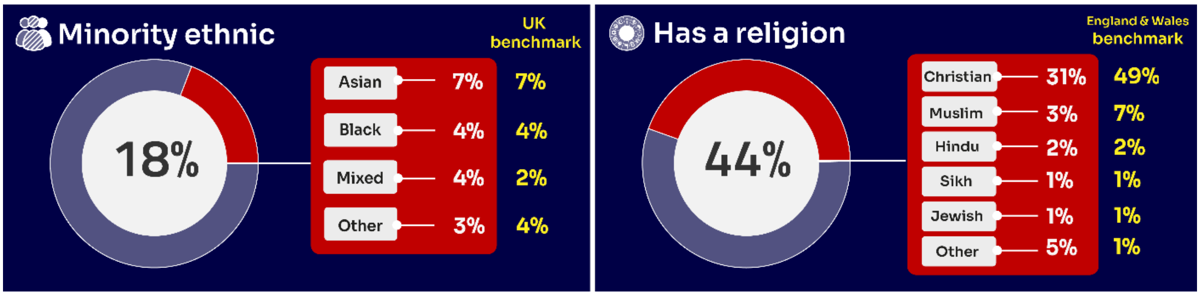
	Outside London
Bauer	70%
ITV	69%
BBC Public Services	55%
Sky	46%
Channel 4	45%
BBC Studios	36%
Global	21%
Viacom	<1%
Discovery	-

27% of employees are from a **working class** background (**39%** UK benchmark)

Breakdown of employees by characteristic

	Women	Minority Ethnic	Disabled
UK employees	50	18	11
Senior managers	43	11	9
Joiners	55	26	14
Leavers	52	23	11
UK benchmark	48	16	18

	Aged 50+	LGB+	Has a religion
UK employees	24	11	44
Senior managers	45	8	49
UK benchmark	33	3	60



**Note, here and throughout this report, we have combined 'East Asian' and 'South Asian' as 'Asian'. 'Other' religion includes Buddhist, 'Other religion' and those who selected 'Has a religion' but it was not specified. We use these categorisations to allow us to compare these figures to UK population benchmarks.*

1.1 Ofcom has legal duties to promote equality of opportunity in the broadcasting sector - see our website and methodology report for more detail. We require broadcasters to provide information in relation to certain characteristics (sex, race/ethnicity, and disability). We also ask broadcasters to provide, on a voluntary basis, information about other characteristics (such as religion and sexual orientation), freelancers, and about their commissioning practices in relation to independent production companies. This voluntary information is important as we recognise that equality of opportunity for broadcasting employees relies on an industry which is broadly more equitable, diverse and inclusive.

1.2 The tables below reveal the headline figures from this year's workforce survey. We show data for all UK-based broadcasting employees, compared with the UK working population averages and how data has changed from last year. The data and trends can be further analysed in our interactive data report and in Annex 1.

1.3 Throughout this report, all figures recorded for broadcasters' employees refer to the percentage of *those employees whose information was shared with Ofcom,* (as opposed to being based on all employees). We refer to this as being based on 'visible' data. We use this method because we think it gives us a more meaningful sense of the makeup of the industry as a whole (particularly where large parts of the workforce have not shared information) and allows us to compare with the national population ('benchmarks'). Further information on how we report on the data in this report can be found at Annex 2 and in our methodology report.

1.4 Figures in the tables below are not comparable to the equivalent tables in last year's report. For this year's data request, for the first time we did not require broadcasters who provide both TV and radio services to respond separately to our surveys. This reflects the changing nature of roles within the media sector, where some broadcasters are providing content to audiences across a number of different platforms (broadcast television, on-demand, radio, podcast, web content, etc.). The BBC provided one response to cover its total public service workforce on the basis that the workforce does not in practice divide neatly into those working exclusively on TV or radio. Given that in previous year's the BBC's workforce figures for TV were significantly higher than radio[4], we have in our findings included BBC figures in the TV workforce survey responses and excluded them from the radio workforce survey responses.[5] All figures for 2022/23 set

[4] In its 2023 response to our workforce survey, the BBC reported 12,588 UK-based employees in TV and 3,717 in radio.
[5] Including the BBC's total figures within the radio workforce data too would increase the total number of employees by almost five times, which would not allow us to identify trends outside of the BBC's workforce.

out in this report have been recalculated to reflect this reallocation.[6] Throughout the report we make clear where figures include or exclude BBC data.

Figure 1: Headline figures for the TV workforce (including total BBC UK public services)[7]

	UK working population benchmark[8]	UK-based TV employees 2023/24	Change from 2022/23	Senior managers 2023/24	Change from 2022/23
Women	48%	50%	↑ 1pp	44%	↑ 2pp
Minority Ethnic Group	16%	19%	↑ 1pp	12%	■ No change
Disabled	18%	11%	↑ 1pp	9%	↑ 1pp
Aged 50+	33%	25%	↑ 3pp	45%	↑ 3pp
LGB+	3%	11%	↑ 1pp	8%	■ No change
Has a religion	60%	43%	↓ 1pp	48%	↓ 1pp
Working-class background (based on parental occupation)	39%	27%	↓ 1pp	NA	- -

Figure 2: Headline figures for the Radio workforce (excluding total BBC UK public services)

	UK working population benchmark	UK-based radio employees 2023/24	Change from 2022/23	Senior managers 2023/24	Change from 2022/23
Women	48%	51%	↑ 1pp	33%	↓ 3pp
Minority Ethnic Group	16%	13%	■ No change	*	*
Disabled	18%	7%	■ No change	7%	■ No change
Aged 50+	33%	16%	■ No change	45%	↓ 3pp
LGB+	3%	9%	↓ 1pp	8%	↓ 1pp
Has a religion	60%	46%	↓ 1pp	53%	↓ 2pp
Working-class background (based on parental occupation)	39%	**	- -	NA	- -

**denotes sample size too small. **we have not included socio-economic data here due to a small amount of visible data (just 3% of radio employees)*

1.5 This year we are pleased to see that broadcasters have provided more 'cross-sectional' data, considering employees who have more than one under-represented characteristic – see Figure 3 below.

1.6 Although our data remains limited, the findings do not appear to show any 'hidden' factors affecting representation of a particular group, as it does not suggest that having multiple underrepresented characteristics significantly compounds underrepresentation in the industry (as, for example, representation of disabled people is not significantly

[6] We have also updated last year's figures to include Bauer Media's data which it resubmitted to us this year.
[7] While we use BBC UK public services as shorthand, these figures also include BBC World Service staff providing English language content broadcast on the BBC's UK public services.
[8] We include these to provide a benchmark figure, i.e., a comparison figure which shows how broadcaster workforces/employees compare to UK population as a whole (usually the working age population). Detail on the sources used for each benchmark is provided in the methodology report.

lower among people from a minority ethnic group than among white people).[9] This is something we will keep a careful watch on, as data collection improves and we start to track longer term trend data.

1.7 To enable Ofcom to continue interpreting industry-wide trends, we encourage broadcasters to share and analyse cross-sectional data. This will also help broadcasters to consider the implications of their own cross-sectional data, which they may be able to use in greater detail (for example by job level and job role), in order to further their efforts in identifying and addressing factors affecting underrepresentation within their organisations.

Figure 3: Cross-sectional data, TV and radio combined, 2023/24

	Women	Population Benchmark[10]	Disabled People	Population Benchmark[11]	Working-Class	Proxy benchmark[12]
Minority ethnic groups	55%	49%	10%	11%	29%	45%
White	50%	48%	11%	19%	27%	40%

EDI across the UK

1.8 For the first time last year, we reported on the diversity of a range of broadcasters by geographic area, giving us the clearest picture to date of who is working where, across the UK's broadcast industry.

1.9 At a topline level, almost half (48%) of employees are based outside of London, with the proportion slightly higher in TV (49%) than radio (46%).[13] This compares with 46% of employees based outside of London in 2023, indicating a further shift of workforces out of the capital.

1.10 Figure 4 shows a comparison of geographical data by characteristic, illustrating that while in many regions, employees from minority ethnic groups are in line with the local populations, there are some areas where representation is falling behind (in particular London).

1.11 Representation of disabled people continues to lag behind the population average across all nations and regions, although it is more pronounced in some areas, such as South-West England, East Midlands, Scotland and Wales. While benchmarks for regional socio-economic background are not available, we can use current socio-economic status as a proxy, which shows some areas in particular appear to be failing to reach potential working-class employees, including in Wales and South-East England, as well as North-East and North-West England.

[9] We also collect data for disability by socio-economic group, which shows that disabled people working in broadcasting are slightly more likely to be from a working-class background (30%) compared to people who are not disabled (27%).

[10] Source: ONS Labour market statistics A09: Labour market status by ethnic group, Apr 23-Mar 24.

[11] Source: Census 2021.

[12] Source: Census 2021. Note that these benchmarks are a proxy only, given they are based on current socio-economic status, as benchmarks for ethnicity by socio-economic background are not available.

[13] Note that TV figures include total BBC public service, while radio figures do not include the BBC.

1.12 This data does not distinguish between how the population might vary between urban and rural areas, although in practice broadcasters may be recruiting across wide regions/areas which include both urban and rural parts. There are, of course, many nuances to understanding what the data shows about representation, but we urge broadcasters to look at their workforce relative to the population from which they draw employees.

Figure 4: Diversity data by nation and region, TV and radio combined, 2023/24[14]

	Women	Population benchmark[15]	Minority Ethnic Groups	Population benchmark[16]	Disabled people	Population benchmark[17]	Working-class
Scotland	54%	49%	7%	6%	11%	22%	32%
Wales	49%	48%	6%	5%	10%	21%	28%
Northern Ireland	44%	48%	2%	4%	9%	15%	32%
North East England	47%	49%	7%	6%	12%	21%	33%
North West England	49%	48%	13%	13%	12%	21%	30%
Yorkshire and Humber	44%	48%	10%	12%	14%	22%	32%
East Midlands	46%	46%	14%	15%	9%	21%	38%
West Midlands	51%	47%	25%	21%	12%	19%	34%
East of England	48%	47%	16%	14%	10%	18%	30%
South East England	46%	48%	14%	13%	11%	19%	26%
South West England	56%	48%	8%	7%	11%	22%	26%
London	50%	46%	26%	39%	10%	16%	23%

Headlines from the self-assessment tool

1.13 Our workforce survey tells us who is working in the broadcasting industry, while our self-assessment tool, now in its second year, tells us how broadcasters are developing their approach to EDI. Analysing the results of the two surveys together provides additional insights, highlighting where there has been progress and where further effort is needed.

1.14 The self-assessment tool shows us how broadcasters are doing against each of the seven 'EDI strands'[18] covered in the survey and provides broadcasters with a progress rating for each strand, ranging from 'starting' through to 'achieving'. It also helps broadcasters in

[14] We have not included population averages for socio-economic background in this table, given that regional benchmarks are not available. In the absence of regional benchmarks for socio-economic background, we use regional benchmarks for current socio-economic status as a proxy only.
[15] ONS Annual Population Survey – NomisWeb, Aged 16-64 in employment, Apr 23 – Mar 24.
[16] ONS Annual Population Survey – NomisWeb, Aged 16-64 in employment, Apr 23 – Mar 24.
[17] ONS Annual Population Survey – NomisWeb, Economically active, UK. EA core or work-limiting disabled, all people, Apr 23 – Mar 24.
[18] These are: Strategy and leadership; data collection, monitoring and evaluation; recruitment; retention, progression and development; culture and voice; commissioning; freelancers.

understanding how they can further develop their EDI arrangements, having regard to the recommendations set in our guidance for broadcasters.

1.15 Figure 5 shows how the 'larger' broadcasters[19] scored against five of the seven EDI strands[20] and how this has changed from last year's findings.[21] As shown, a higher proportion of broadcasters told us they have achieved the most progress in the strand of 'culture and voice', with the proportion of broadcasters who are 'achieving' here up from 65% to 73%. These are positive findings, which give a useful indication of how embedded EDI is within an organisation. We consider further findings related to 'culture and voice' in the section 'Inclusive culture' below.

1.16 Broadcasters have made progress in 'Retention, Development and Progression', with 58% of broadcasters now 'achieving'. While this is up from 45% last year there is more for broadcasters to do here, which we discuss at paragraphs 3.17 to 3.21. Broadcasters also continue to have more to do in relation to 'Data Collection, Monitoring and Evaluation', as we discuss further below.[22]

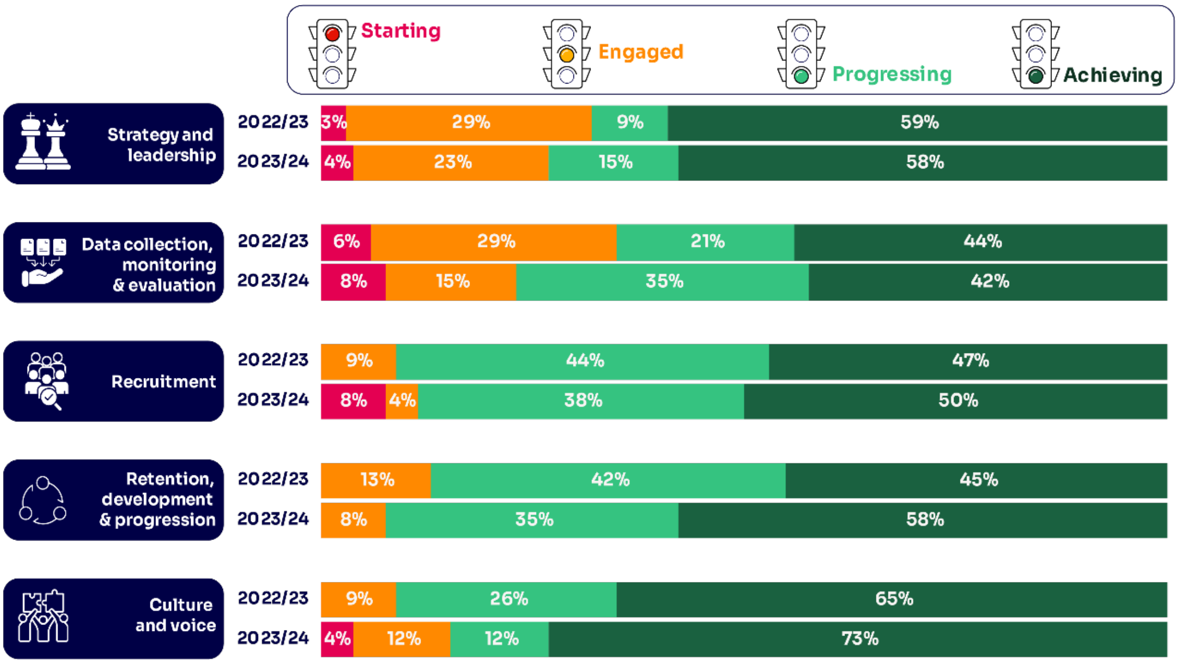
[19] We have focused on the larger broadcasters (which we have defined as those with 100 or more UK-based employees, plus MG ALBA) who are more likely to have the resources to follow best practices across a wider range of areas. The impact of their EDI arrangements on the broadcasting workforce is also likely to be greater due to the number of people they employ. MG ALBA is included in this definition: while it has fewer than 100 UK-based employees, it contributes to a public service (BBC ALBA).

[20] The findings from the other two strands – freelancers and commissioning – are set out at paragraphs 3.15 to 3.16 and 3.12.

[21] Note the pool of broadcasters we survey changes each year depending on those who hold a broadcasting licence. In addition, some 'larger' broadcasters from 2023 now have fewer than 100 UK employees so are not included in our self-assessment tool analysis for 2024. See our methodology report for further detail on the number of broadcasters who responded to each survey.

[22] Broadcasters with fewer than 100 employees were more likely to be 'starting' or 'engaged' against each strand compared with the larger broadcasters, reflecting that they are less likely to have the resources to follow best practice. For these broadcasters we see the self-assessment tool as an important mechanism for feedback on EDI arrangements.

Figure 5: Self-assessment tool: larger broadcasters' levels of development by EDI strand



Data is based on the 'larger' broadcasters who responded to the voluntary and mandatory questions for these five strands (34 broadcasters for 2022/23, 26 broadcasters for 2023/24). (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. Two broadcasters selected this option for up to two questions – these broadcasters are still included in this figure given that this did not make a substantial difference to these broadcasters' levels of development. This approach is consistent with our approach to last year's data, which included one broadcaster who answered the majority, but not all, of the voluntary questions).

Data still matters

2.1 Our EDI in broadcasting programme provides a wealth of information to help us and industry understand how representative the broadcasting workforce is of the wider UK working population. It is crucial that broadcasters maintain, and where necessary, strive to improve, the quality and volume of the data they gather, if they are to fully reap the benefits for their organisations. This will also enable us to continue to provide useful insights on what may be helping or hindering broadcasters' progress and build a clearer picture of how the sector is evolving.

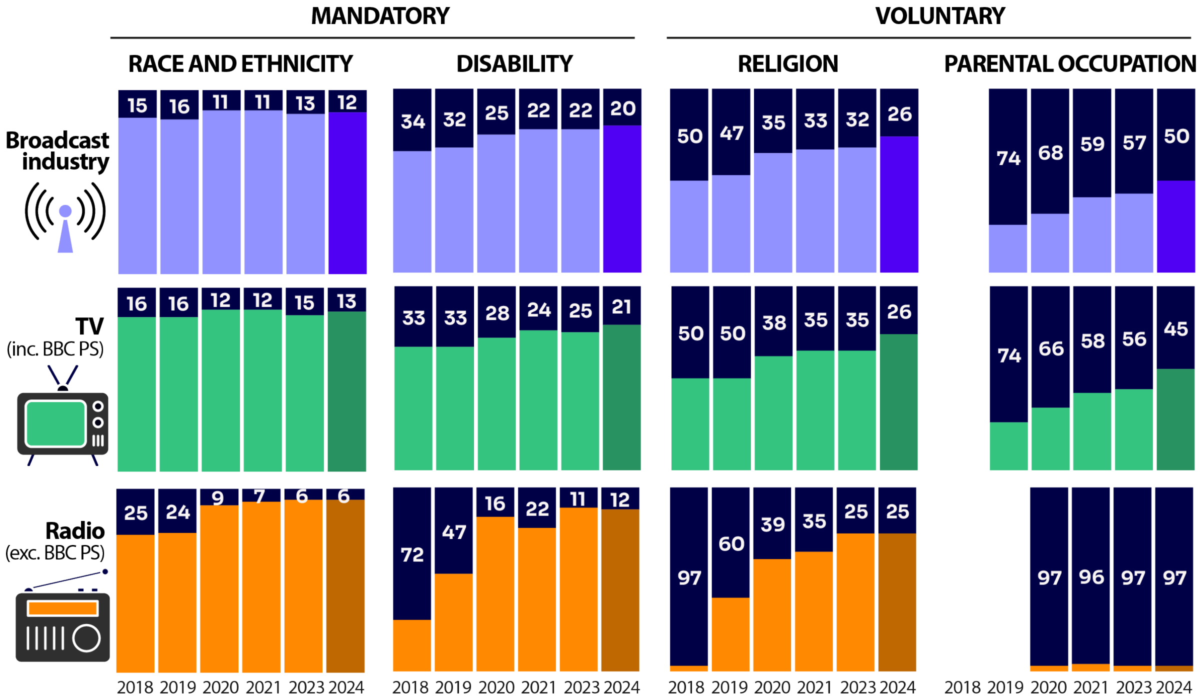
Broadcasters continue to make progress in closing the 'data gap[23] but data provision remains low in some areas.

2.2 We have seen continued high response rates to some of the new and/or amended questions in our workforce survey following the changes we made in 2022. We particularly welcome the impressive levels of data on geographic location of employees, supplied for both TV and radio, covering 94% of employees, as well as the minimal 'data gaps' for age and sex.

2.3 For some voluntary questions, data provision remains lower than for the mandatory areas. For data on parental occupation[24], which we use as the primary indicator for socio-economic background, we only have data for 50% of employees in the industry overall, although this has increased from 26% in 2019. When looking separately at TV and radio, there is a data gap of 45% in TV[25] and, concerningly, 97% in radio[26] in relation to parental occupation.[27] We consider the particular importance of socio-economic data and representation later in this report.

[23] The 'data gap' is the proportion of employees in relation to which we do not have information on a particular characteristic. This might be because that data has not been collected by the broadcaster, or because the employee has chosen not to disclose information or has disclosed information to their employer but not given consent to share the information with Ofcom. We acknowledge that this 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. See our methodology report for more information about the data gap.
[24] Which asks about the occupation of the main household earner when employee was aged 14.
[25] Including total BBC figures. When excluding the BBC from the TV figures, the 'data gap' is higher, at 64%.
[26] Not including the BBC
[27] We also ask in our self-assessment tool about broadcasters' approach to monitoring the 'voluntary' characteristics. This year, 20% of the larger broadcasters told us that they are not currently monitoring these (see Figure 5).

Figure 6: Trends in 'data gap' (i.e. proportion of data not collected or disclosed to Ofcom) for selected characteristics, all broadcasters, workforce survey 2024



TV figures include total BBC Public Service, Radio figures exclude the BBC. 'Data gap' percentages are shown in dark blue.

2.4 Ahead of their data submissions, we engaged with stakeholders who last year were not monitoring all of the 'mandatory' characteristics (of sex, race/ethnicity and disability). While there was a mixture of broadcasters represented, many of these were international organisations with a UK presence, where their data collection practices may be based on non-UK obligations. We have discussed the requirements with these broadcasters as well as providing advice on improving data collection practices.

2.5 As shown in Figure 7 below, 13% of larger broadcasters told us they are not currently monitoring the 'mandatory' characteristics. This year's 'data gap' was driven by a mixture of new licence holders who may be less advanced in their EDI practices, as well as some more established broadcasters. We will follow up with those who continue to not collect and/or not provide us with the required information[28] and will consider whether to pursue enforcement action.

We have heard some positive examples of how broadcasters are aiming to increase their data provision.

2.6 Our self-assessment tool shows that the vast majority (92%) of larger broadcasters use a range of initiatives and comms plans to increase the completeness of their workforce diversity data. (See Figure 7). The proportion who told us 'this is successful and achieving results' has increased from 35% last year to 50%, which is really encouraging. In the 'open text'[29] responses to the qualitative tool, broadcasters told us about a range of

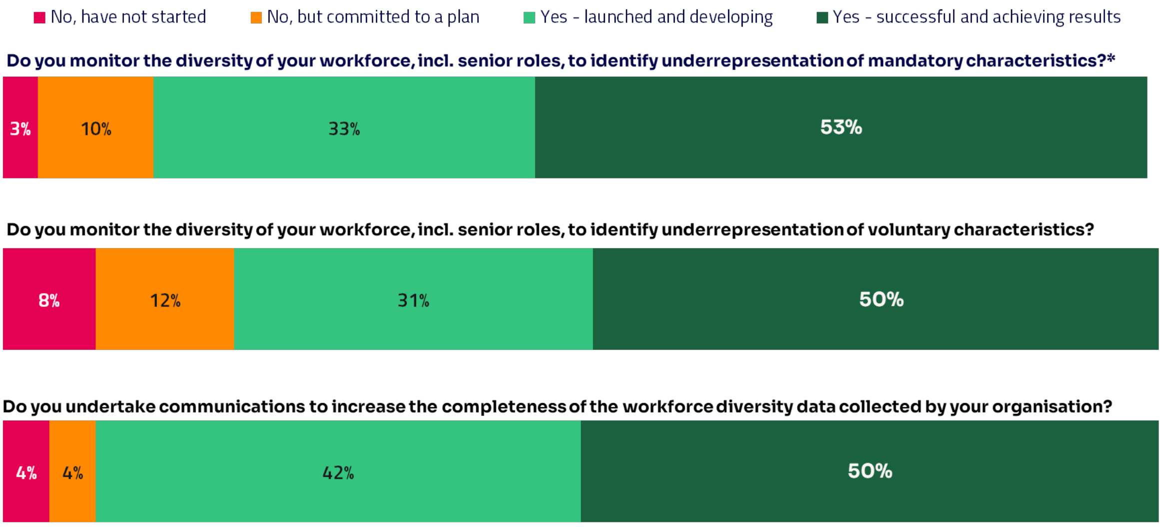
[28] This may include telling us that employees preferred not to disclose information – we do not require employees to share this information with their employer or with Ofcom.

[29] To better understand broadcasters' approach to EDI, the survey includes open ended text boxes related to each EDI 'strand' for broadcasters to provide any additional comments.

initiatives for increasing data provision. For example, UKTV told us how its “D&I” data drive campaign, ‘This is Me’, helped inform and educate colleagues on the importance of sharing their D&I data and stories, while Sky use its ‘Count Me In’ campaign to actively encourage its workforce to update their diversity data. ITV reported how a 2023 campaign increased diversity data completion rates from 67% to 82%.

2.7 We have also heard other examples of broadcasters increasing the completeness and/or accuracy of the data they are collecting. For example, in its Annual Report for 2023, Channel 4 reports how *following an innovative communication campaign, we saw a 10% increase in disability representation totals, i.e. a 90% increase in staff members sharing that they had a neurodiverse condition, impairment, or long-term condition.*

Figure 7: Self-assessment tool: responses to selected questions on data collection



*Broadcasters with 100+ employees plus MG ALBA. Statement 1 was answered by 30 broadcasters (indicated with * as mandatory for broadcasters to answer), and Statements 2 and 3 were answered by 26 broadcasters (excluding those who responded ‘not relevant to our organisation’ and those who were unwilling to provide information).*

2.8 As shown in Figure 7 above, 77% of the larger broadcasters are ‘progressing’ or ‘achieving’ in relation to their data collection, monitoring and evaluation, meaning that 23% are ‘starting’ or ‘engaged’ (i.e. these broadcasters are less advanced in this area). Positively, more broadcasters are now further advanced in this area compared with last year.[30]

2.9 Of course, it is not just about collecting the data. Broadcasters must be committed to using it and ensuring senior buy-in to its importance and value. We consider further the role of senior managers at pages 22-24.

[30] When 65% of the larger broadcasters were ‘progressing’ or ‘achieving’.

The bigger picture: data in context

3.1 We believe that a diverse and representative workforce is not just a goal in its own right, but a vital component of a healthy, sustainable industry. In this section, we set out three areas – content, sustainability, and culture – where we believe our EDI data can give insight into broader issues facing the sector.

Creating trusted content

An embedded approach to diversity and inclusion is vital; a diverse workforce makes for more authentic content.

3.2 At the heart of our approach is the principle that a diverse workforce makes for better representation and portrayal on-screen. The last few years have emphasised the importance of creating trusted, accurate and authentic programmes that speak to diverse audiences across the UK, particularly in news. In this context, it really matters who is working for the broadcasters in making and commissioning this content and in particular who is in decision-making, journalistic and editorial roles.

Underrepresentation of disabled people and those from a working-class background remains a significant issue.

3.3 We see a continued underrepresentation of disabled people both an at overall level and across all job levels and roles, although some progress is being made, thanks to coordinated efforts across the industry. This includes initiatives such as the TV Access Project, where ten of the UK's biggest broadcasters and streamers[31] have pledged to work together to ensure access provision for disabled talent. There have also been other broadcaster specific initiatives – e.g. the BBC's Extend Employment programme, which aims to bring disabled people into the organisation by ringfencing roles, and Channel Four's RISE disability mentoring scheme.

3.4 This year's MacTaggart Lecture at the Edinburgh TV Festival expressed concern over representation of social class and regionality on-screen and on-air.[32] As we set out above, although workforce data provision in this area is improving, it remains low and we are urging broadcasting to do more to know their employees in this regard. Our data shows a slight decrease since last year in the proportion of employees from a working-class background, at 27%, compared with the working population average of 39%.

3.5 We agree that the underrepresentation of employees from a working-class background is a substantial issue for the industry. Despite a wide range of initiatives targeted at a range of underrepresented characteristics, to date there has been less focus on understanding and improving working-class representation. We recognise that this is a particular problem for the vast freelancer workforce, where it may be harder for people from lower socio-economic groups to get a foothold in the industry, and to remain there when future work can be uncertain. We discuss later in this report the work that the TV

[31] Amazon Prime Video, BBC, Britbox, Channel 4, Disney, ITV, Paramount, Sky, STV and UKTV.

[32] Ofcom's 2023 BBC Audiences Review explored underlying factors driving lower levels of satisfaction with content amongst audiences in what are traditionally called socio-economic groups D and E (people from D and E groups are often referred to as being from a 'lower' socio-economic group, having 'lower' socio-economic status or being from working-class backgrounds).

Foundation has begun, aimed at strengthening the TV industry's approach to class and social mobility.

3.6 Given the current low levels of data provision on socio-economic background, our priority is to encourage more broadcasters to collect key data on characteristics such as parental occupation and type of school attended. Currently we do not ask broadcasters to submit socio-economic data by job level or job role, so we do not yet know, for example, whether working class people are particularly underrepresented in senior positions. As data sets develop, we will keep under review whether to request a more detailed breakdown of broadcasters' data in this area.

Religion data shows an underrepresentation of Christians and Muslims in the workforce.

3.7 This year we have looked in more detail at religious representation in the sector – this shows that overall, people with a religion are in general under-represented in the industry (at 44% of workforce cf. 60% of the population). This is particularly driven by under-representation of Christians (30.9% cf. 49% of population) and Muslims (3.3% of workforce cf. 6.9% of population) although the proportion of Muslims has increased from 2.6% of the workforce last year.

Some groups remain underrepresented in senior and decision-making editorial roles.

3.8 Across the industry this year we have seen some improvements in representation of women and people from a minority ethnic group, but digging deeper into the data shows us that underrepresentation remains among senior management and in some editorial decision-making roles. Women are less likely to be represented in senior management (43%) and in commissioning/programming roles (46%). This finding is particularly acute for the radio industry (excluding BBC) where only 33% of senior managers are women and 36% of those working in commissioning and programming. For the TV industry, women working for public service broadcasters ('PSBs') are better represented in these roles, while outside of the PSBs they are under-represented.

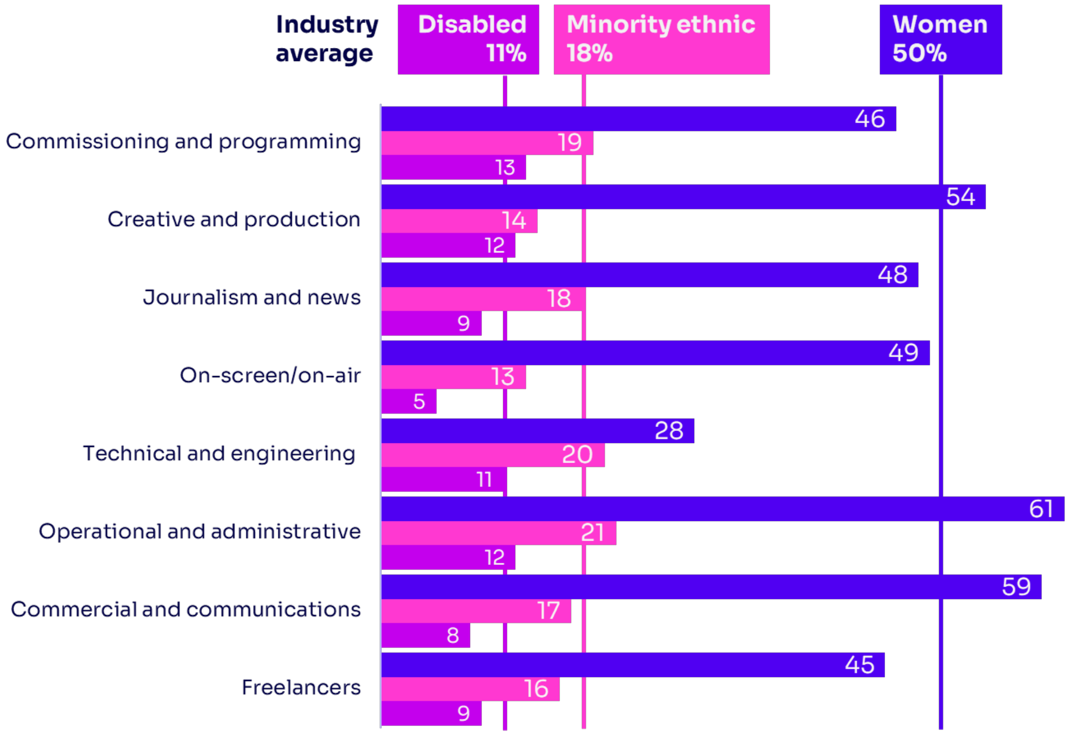
3.9 People from a minority ethnic group are less well represented across the industry as a whole in senior management (11%, including 2% Black[33] and 4% Asian[34]), creative and production roles (14%, with Asian people under-represented at 4% but Black people better represented at 4%), and in on-screen/on-air roles (13%, including 3% Black and 5% Asian).[35] While people from minority ethnic groups as a whole are better represented as a group in journalism and news (18%), Black people remain underrepresented in these roles (at 3%).[36] Again, these groups are markedly less likely to work in key radio roles (when BBC excluded) particularly in senior management, commissioning and programming, and on-screen/on-air – in all of these roles the percentage representation

[33] Population benchmark 4%
[34] Population benchmark 7%
[35] We note that a sizeable proportion of people in on-screen/on-air roles are likely be engaged as freelancers (on whom we collect limited data, on a voluntary basis) or through independent production companies, which aren't captured in the data here. Data on the wider TV freelance workforce is collected by "Diamond", an online system used by the BBC, ITV, Channel 4, Paramount, Sky and UKTV to obtain consistent diversity data on programmes they commission. The latest Diamond report found that 23.5% of on-screen contributions in 2022/23 were made by people from minority ethnic groups, largely driven by a rise in contributions from those with Black, African, Caribbean and Black British backgrounds.
[36] Representation of Asian people has increased from 5% to 7%, now in line with the population benchmark.

of people from a minority ethnic group is too small for us to report. Representation in radio journalism and news roles (excluding BBC) is at 5% for minority ethnic groups overall.

3.10 Disabled people are particularly underrepresented in on-screen/on-air roles (5%)[37], commercial and communications roles, (8%) and journalism and news roles (9%).

Figure 8: Percentage of women, minority ethnic and disabled employees by job role, workforce survey 2024

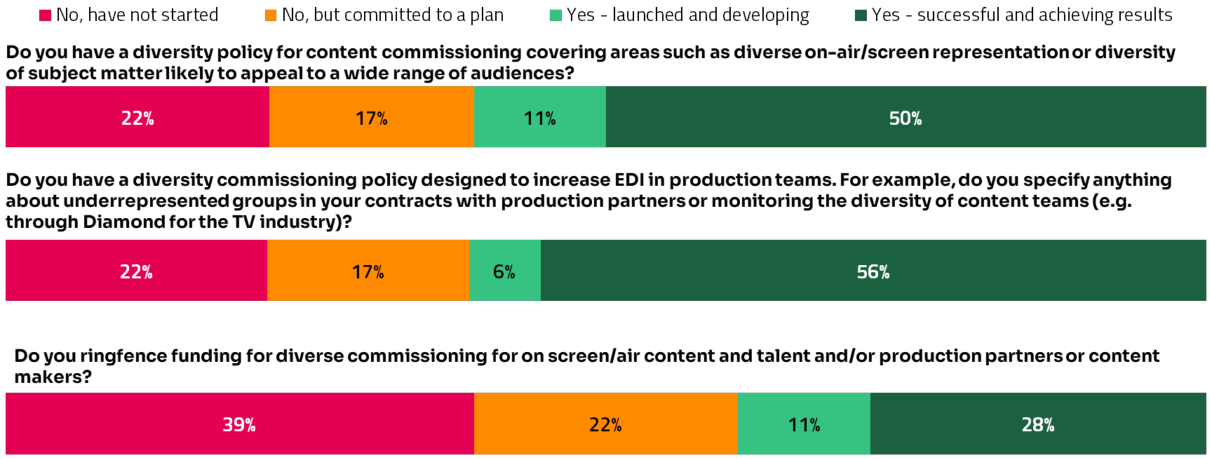


3.11 If disabled people, women, and people from minority ethnic groups are not gaining these influential roles (particularly in Radio) they will not have the opportunity to bring their experiences and perspectives to bear on the content that gets made.

3.12 More positively, people from a minority ethnic group are better represented in TV commissioning and programming roles (21% whether including or excluding the BBC). Those larger broadcasters answering our self-assessment tool in relation to commissioning practices are more likely than last year to have a diversity policy for content commissioning, and to have a diversity commissioning policy designed to increase EDI in production teams. Ringfenced funding remains an approach only taken up by a smaller proportion of broadcasters. See Figure 9.

[37] The latest Diamond report on the freelance workforce showed a slight increase in on-screen disabled representation to 8.7%.

Figure 9: Self-assessment tool: responses to questions on commissioning



Broadcasters with 100+ employees plus MG ALBA. 18 broadcasters answered these statements (excluding those who responded 'Not applicable/No content commissioned' and those who were unwilling to provide information).

A sustainable industry

3.13 The creation of trusted content, that serves diverse audiences across the UK, depends on a sustainable broadcast industry and production sector. Any consideration of the period our data covers (2023/24) cannot ignore commentary around issues which threaten growth and job creation, such as skills shortages. We aim to support broadcasters in using their EDI data to strengthen their longer-term sustainability.

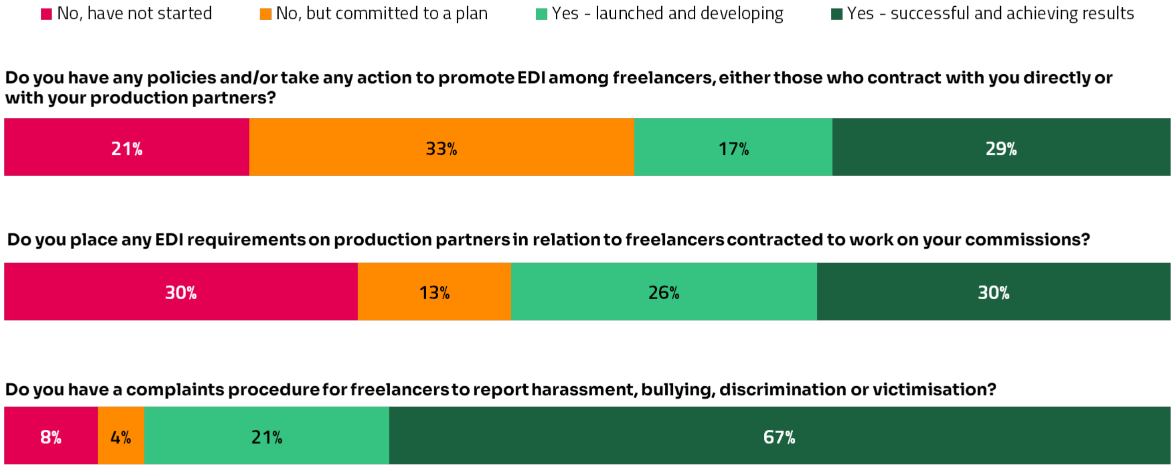
Our data by job role gives us insight into who is not being reached for certain roles.

3.14 As we have set out above, some groups are underrepresented in senior and decision-making editorial roles within the broadcaster workforce. In addition to the effect on content produced, role-specific inequities have an implication for future skills within the industry. Figure 8 above shows that this year only 28% of those employed in technical and engineering roles across broadcasting were women compared with 61% in operational / administrative roles, and 59% in commercial and communications.

3.15 The freelance population also sees under-representation by job role. The latest Diamond report found that women remain under-represented in some off-screen technical roles such as Camera (14.7% of contributions), Sound (13.3%) and Lighting (8%). People from minority ethnic groups are also most under-represented in Sound (7.5%) and Lighting (7.9%) roles, with a drop in representation in relation to Head of Production roles (to 5.6%).

3.16 Our self-assessment tool asks broadcasters to comment on the procedures they have in place to support EDI in relation to the freelancers making their programmes. Positively, most broadcasters have in place a complaints procedure for freelancers to report harassment, bullying, discrimination or victimisation. But just fewer than half of the larger broadcasters have policies or actions in place to promote EDI among freelancers (46%), though slightly more are influencing EDI within the freelance space through the EDI requirements they place on production partners (56%).

Figure 10: Self-assessment tool: responses to questions on freelancers



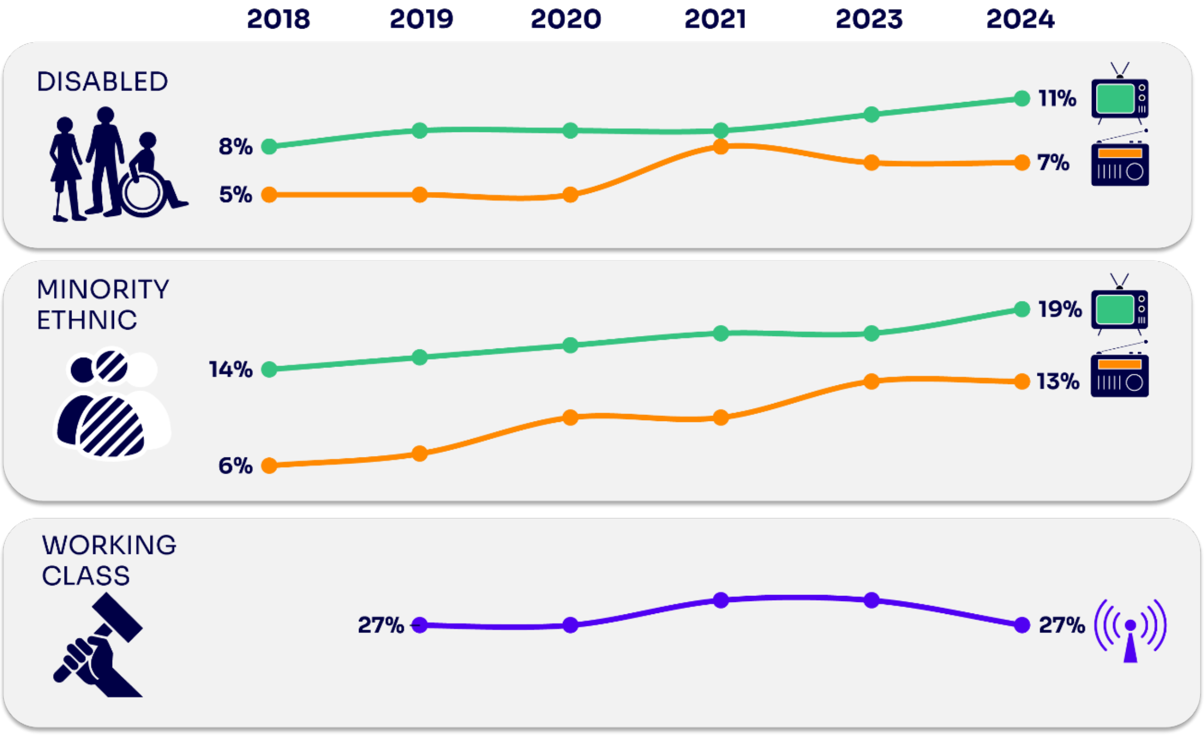
Broadcasters with 100+ employees plus MG ALBA. Statements 1 and 3 were answered by 24 broadcasters, and statement 2 was answered by 23 broadcasters (with all three statements excluding those who responded '*Not applicable/No freelancers' or 'Not relevant to our organisation*' and those who were unwilling to provide information).

Some groups continue to leave broadcasting roles at a disproportionate rate

3.17 During 2023/24 we have seen more people leave broadcaster workforces than have joined them, and some groups are disproportionately represented in those leavers.

3.18 It seems likely that this is one reason why we have seen progress in representation for certain groups stall over the last few years. As shown in Figure 11, for those from minority ethnic groups and disabled people working in radio, and for those from lower socio-economic backgrounds working across broadcasting, representation has remained at similar levels for the past two to three years.

Figure 11: Overall representation of selected characteristics, workforce survey 2018 to 2024



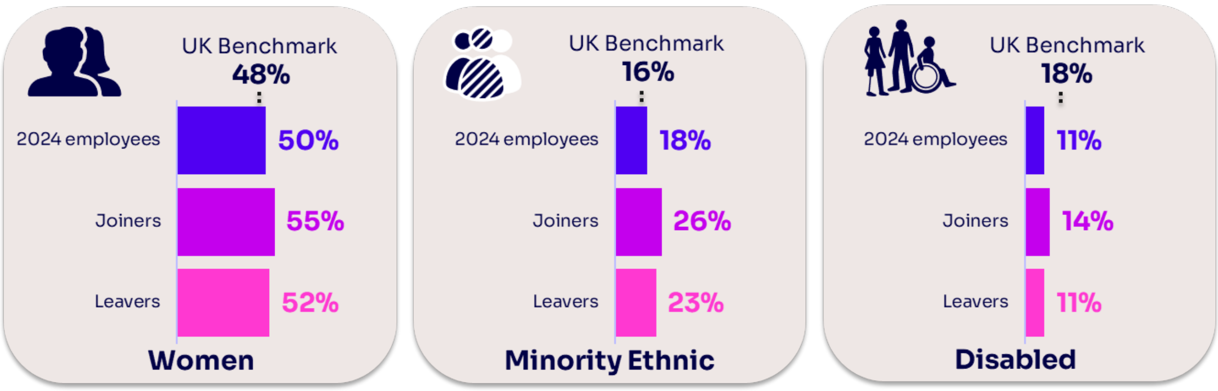
TV figures in this chart include total BBC public services; radio figures exclude the BBC; figures for working-class representation are for the industry as a whole (i.e. TV and radio).

3.19 This persistent under-representation is despite a general increase in the proportion of disabled people and those from minority ethnic groups joining broadcasters in recent years (for example, in 2019 only 4% of people joining radio[38] broadcasters were disabled – this figure is now at 8%). We know that broadcasters have made conscious efforts to improve EDI in recruitment practices. In our self-assessment tool, 93% of the larger broadcasters told us that they promote their approach to EDI in their recruitment[39], while 92% said that they regularly review their recruitment process to ensure it is fair and inclusive, drawing on current best practice.[40]

3.20 Last year we highlighted how retention rates remained lower than average among some underrepresented groups, and this continues to be the case. Our data suggests bigger churn amongst women and those from minority ethnic groups working in broadcasting – for example employees from a minority ethnic group, who made up 18% of the overall broadcasting workforce, made up a higher proportion of joiners to broadcasters at 26%, but also a higher proportion of leavers (23%).

[38] Excluding the BBC.
[39] Broadcasters with 100+ employees plus MG ALBA. Mandatory question answered by 30 broadcasters.
[40] Broadcasters with 100+ employees plus MG ALBA. Answered by 26 broadcasters (excluding those who were unwilling to provide information).

Figure 12: Proportion of joiners and leavers by selected characteristics, 2024 workforce survey



3.21 In response to our self-assessment tool, 46% of the larger broadcasters told us that they set targets relating to retention and/or progression. We recognise this is not the only way to make progress, but targets can be a helpful way of setting ambitions and monitoring progress.

Inclusive culture – buying into a diverse and inclusive workforce

3.22 Our data above suggests areas of focus for broadcasters in their efforts to retain a skilled workforce fit for the challenges of a changing media landscape. In this section we look at some of the ways in which the culture of broadcasting organisations is already changing, or could change, to support these efforts.

Improved organisation culture may help to stop the 'revolving door'

3.23 There appear to be increasing efforts to foster an inclusive culture within broadcasters. As shown in Figure 5 (page 11), in response to our self-assessment model, the most developed area for broadcasters this year was around 'culture and voice', with 73% in the highest category of 'achieving' after answering questions on areas such as employee networks, training, and bullying and harassment policies and processes. This is compared to 65% last year and e.g. 50% rated 'achieving' in relation to recruitment practices.

3.24 This chimes with our anecdotal impressions from broadcasters who are focussing on the type of working environment they are offering to employees, as they grapple with an evolving sector and a wider change in employees' expectations. This ranges from flexible working policies (e.g. hybrid working, career breaks) to wellbeing policies.

3.25 Broadcasters told us about a range of initiatives and practices they undertake to foster an inclusive culture. For example, ITV said that they regularly run focus groups and listening circles, while STV highlighted its employee opinion surveys and exit interviews as well as freelance colleagues completing experience questionnaires.

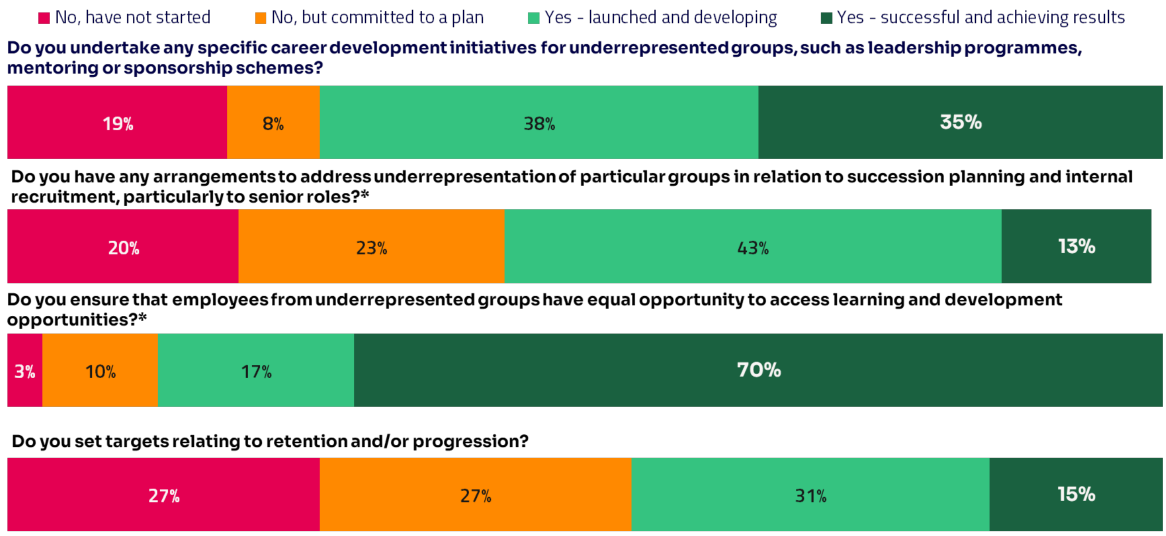
3.26 There is also a more promising picture emerging in terms of promotions/progression within the industry. For example, it appears that a higher-than-average level of promotions among women last year may have contributed to a slight increase in women in senior management this year.[41]

[41] In 2023/23 52% of those promoted were women; between 2022/23 and 2023/24 the proportion of women in senior management increased from 42% to 43%.

3.27 A large majority (87%) of the larger broadcasters told us that they ensure that employees from underrepresented groups have equal opportunity to access learning and development opportunities.[42] However, we think broadcasters could be doing more with regards to specific career development initiatives for underrepresented groups (73% of the larger broadcasters say they do this), as well as having arrangements in place to address underrepresentation of particular groups in relation to succession planning, where only 57% of the larger broadcasters told us they are doing this. See figure 13.

3.28 In the open text responses, some broadcasters did tell us about targeted initiatives for underrepresented groups. For example, Channel 4's 'Purple Development Programme' for employees with a neurodiverse condition, impairment or long-term or condition[43] and Global Media's targeted initiatives such as Women in Broadcasting, Women in Tech and Senior Women's initiatives designed to support women for their next career opportunity.

Figure 13: Self-assessment tool: responses to selected questions on retention, development and progression



Broadcasters with 100+ employees plus MG ALBA. Statements 1 and 4 were answered by 26 broadcasters (excluding those who responded *'not relevant to our organisation' and those who were unwilling to provide information)*. Statements 2 and 3 (indicated with * as mandatory for broadcasters to answer) were answered by 30 broadcasters.

Senior buy-in is vital to using EDI data for real benefit

3.29 Truly embedding diversity and inclusion within an organisation is about much more than simply collecting data; progress is unlikely without conscious intent, accountability and evidence-based action. Broadcasters need to take action as a result of collecting and analysing data, using it to shape policies and culture and to assess the effectiveness of any actions taken. While our report this year gives a picture at industry level, this is not a

[42] We note therefore that 13% of the larger broadcasters say they currently do not ensure that employees from underrepresented groups have equal access to learning and development opportunities. Given this is a requirement of broadcast licensees and set out in our guidance we will consider next steps in relation to ensuring broadcasters are complying with this condition.

[43] As well as its 'Talent Accelerator' for ethnically diverse staff and 'Unlimited' programme for women.

substitute for individual broadcasters using their own more detailed data to inform their approach.

3.30 Our qualitative survey provides insight into how broadcasters are using the valuable EDI data they are collecting, and the extent to which senior leaders support these efforts. For example, while the majority (81%) of larger broadcasters told us that EDI monitoring and evaluation feeds into changes in EDI arrangements,[44] and 73% say that their senior leaders regularly review 'live', recently collected data and workforce trends and take demonstrable action to drive EDI, they are less likely (63%) to identify where there is underrepresentation in their senior team when compared with a relevant benchmark. See figure 14.

3.31 Against the strand of 'strategy and leadership' we found that 27% of the larger broadcasters are 'starting or engaged' (i.e., that these broadcasters are less advanced in this area), down slightly from 32% last year (see figure 5). Our data also shows that broadcasters whose approach to strategy and leadership in EDI is more advanced, tend to have more representative workforces than those who are less advanced in this area, who also have much higher amount of 'unknown' EDI data.[45]

3.32 Broadcasters gave us examples of their approach to EDI in strategy and leadership. For example, Sky told us that all senior leaders have access to their workforce data through interactive dashboards and how monitoring has allowed them to lean in to issues where they see greatest underrepresentation or difference in employee experience as a result of demographics. Channel 4 told us about its newly created roles of Equity Ambassadors, who advocate for and lead the local implementation of Channel 4's new equity strategy, as well as how its executives review anonymised diversity data at an organisation level and for their departments.

3.33 We have always been clear that EDI must have buy in across the entire organisation, but there remain significant opportunities for senior leaders to do more to drive change. Our data set shows a continued disconnect between these policies and active senior involvement. This may make it harder to genuinely embed EDI within broadcasters, which may be further compounded by a lack of diversity at senior levels.

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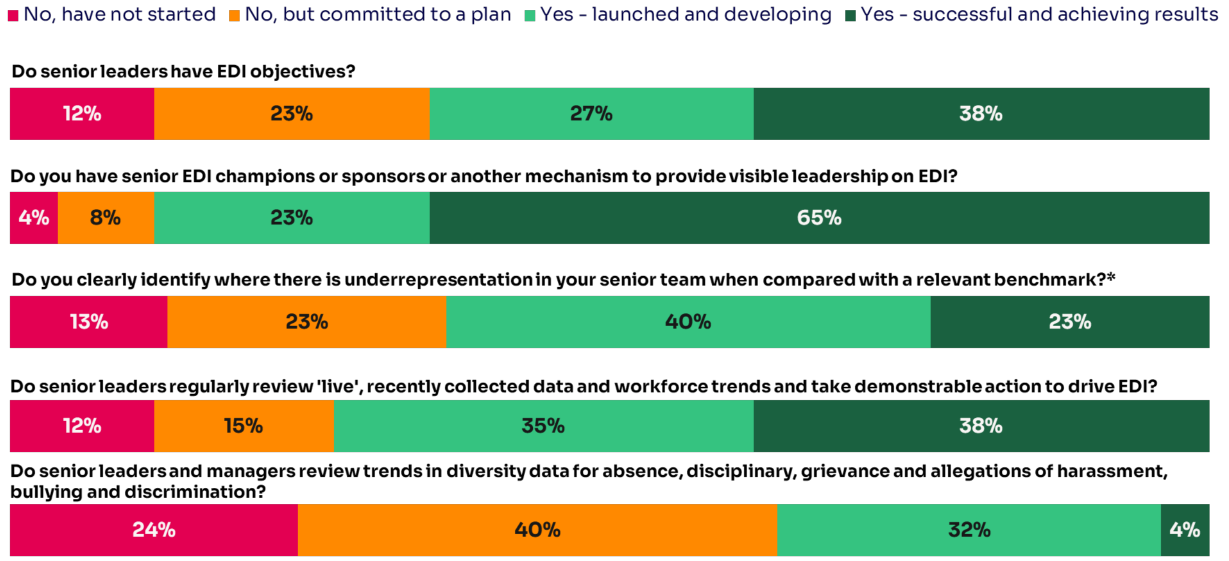
[44] Broadcasters with 100+ employees plus MG ALBA. Answered by 26 broadcasters (excluding those who were unwilling to provide information).

[45] For example, women in senior management and people from a minority ethnic background and disabled people at an all-employee level are better represented among broadcasters who are 'progressing' or 'achieving' than those who are 'starting' or 'engaged'.

Figure 14: Self-assessment tool: responses to selected questions on senior leaders



*Broadcasters with 100+ employees plus MG ALBA. Statements 1, 2 and 4 were answered by 26, and statement 5 was answered by 25 broadcasters (with these statements excluding those who responded 'not relevant to our organisation' and those who were unwilling to provide information). Statement 3 (indicated with * as mandatory for broadcasters to answer) was answered by 30 broadcasters.*

Next steps: cross-industry effort plus individual accountability

4.1 In the face of some persistent areas of under-representation, this report emphasises the need for broadcasters to continue to see EDI as business-critical, offering insight into broader industry-wide concerns. We are encouraged by a number of recent industry initiatives/updates which clearly recognise the power of collective action in this respect, including:

- The Creative Diversity Network (CDN), whose Project Diamond collects and analyses diversity data for the wider TV freelance workforce for six of the largest TV broadcasters, has announced that it is enhancing Diamond to increase the amount of detail gathered including adding new ethnicity, religious affiliation and socio-economic background questions to the existing questionnaire forms. This will be a significant step forward in further understanding how a wider range of groups are represented within the TV industry.
- The TV Foundation, the charitable arm of the Edinburgh TV Festival, has formed a new initiative, known as the Impact Unit, which will aim to strengthen the TV industry's approach to class and social mobility. A new working group with representatives from across the TV industry, has now been formed in order to take forward the work of the TV Foundation in helping people from all backgrounds gain access to, and develop their careers further in, the TV industry; and supporting purpose-led TV content.
- The ScreenSkills five-year strategy which includes explicit consideration of improving access for underrepresented groups.

4.2 Ofcom will continue to support such cross-industry efforts and to engage with stakeholders from the broader sector, including skills agencies, freelance representatives and streaming services. We remain committed to a collaborative approach where effective practice can be shared across industry to the benefit of all.

4.3 However, we also recognise that progress requires individual broadcasters to be accountable for change within their own organisations. In next year's report – which will mark three years since we overhauled our data collection - we will include a progress update in relation to each of the larger broadcasters individually.

4.4 The UK's broadcasting sector continues to undergo seismic change, with undeniable challenges including new competitors and shifting audience expectations. To face these challenges, we think it is more important than ever that this vibrant, dynamic sector builds on its work to develop a truly diverse industry which reflects and serves the whole of the UK.

A1. Data tables

A1.1 These data tables make year-on-year comparisons where possible for the TV and radio industries overall, and the largest TV and radio broadcasters (based on audience share), as well as S4C and STV.[46] For more detail on what data is comparable to previous years, see Figure 3 of our methodology report. The methodology report also details the benchmarks provided in these data tables.

A1.2 As set out above, this year the BBC provided one response to cover its total public service workforce on the basis that the workforce does not in practice divide neatly into those working exclusively on TV or radio. Given that in previous year's the BBC's workforce figures for TV were significantly higher than radio, we have in our findings, and in the tables below, included BBC figures in the TV workforce survey responses and excluded them from the radio workforce survey responses. All figures for 2022/23 have been recalculated to reflect this reallocation and trend data set out below will not match with data published in last year's EDI report.

A1.3 The term 'unknown data' is used in these data tables to refer to the combined 'not disclosed', 'no consent' and 'not collected' data. This signifies data that we (and the broadcaster in the case of not disclosed) are unable to determine the effect it has 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. All proportions shown in these tables are based on visible data, except for 'unknown data'.

A1.4 We use *** to denote where there is not enough data, including where data is not available or where percentages relating to a single broadcaster equate to fewer than ten employees, or where individuals might otherwise be identifiable.

A1.5 Note that the percentages shown for each characteristic are calculated on a different basis to the 'unknown data' percentages shown. The 'unknown data' percentages are calculated out of the total number of employees, either in the TV or radio industry overall, or at each individual broadcaster. The percentages for each characteristic (e.g., women, women in senior management) are based on the total amount of 'visible data' in that category. As such, the percentages for the characteristics and 'unknown data' will not add up to 100%.

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[46] For TV, this is BBC TV, ITV, Channel 4, Paramount and Sky (source: BARB's Monthly Viewing Summary). For radio, this is BBC radio, Global and Bauer (source: RAJAR Quarterly Listening). We report on the BBC public services as a whole, reflecting how it submitted the data to us this year. We refer to this group as the 'main 7'.

Figure 15: TV industry (including total BBC UK public services), 2023/24

Representation by characteristic	UK working population benchmark	All UK-based TV employees	Percentage point change since 2023[47]	BBC UK public services[48] [49]	Channel 4	ITV	Paramount	Sky
Sex								
Women	48%	50%	+1pp	48%	58%	54%	51%	46%
Women in senior management	-	44%	+2pp	51%	53%	49%	45%	43%
Intersex	-	<1%	-	0%	1%	0%	1%	0%
Unknown data	-	1%	-1pp	0%	1%	2%	<1%	0%
Gender identity								
Different gender identity to sex registered at birth	1%	2%	+1pp	2%	***	1%	***	***
Unknown data	-	41%	-10pp	17%	27%	24%	28%	100%

[47] Note that 2023 figures have been recalculated to include total BBC UK public services for consistency with how the BBC has provided its data this year.
[48] Note: The BBC figures in this report differ from those published in the BBC's Equality Information Report 2023/24 (EIR). This is due to a number of factors, including that the EIR includes a small number of staff with UK contracts who are based outside of the UK, whereas the EDI workforce data includes only UK-based staff. The EIR includes all World Service staff, whereas the EDI workforce data only includes the World Service staff who work on English language content provided on the BBC's UK public services. It also uses a definition of 'leadership staff' which is different from the definition of 'senior management' used in EDI reporting. The EIR reporting is based on 'total workforce data' in contrast to the 'visible workforce data' approach used in this report (as set out on page 6). BBC figures on the basis of both 'visible' and 'total data' can be found in our accompanying interactive tool.
[49] Note that we use BBC UK public services as shorthand, but these figures also include BBC World Service staff who work on English language content provided on the BBC's UK public services. As the BBC provided one response to cover its total public service workforce, its response this year included an increased number of World Service employees, who are more likely to be from a minority ethnic group. This change may have contributed to an increase in the proportion of BBC employees (at an all employee and senior management level) from a minority ethnic group (from 15% to 18% among all employees and from 7% to 12% among senior managers). This differs from the BBC'S EIR data.

Representation by characteristic	UK working population benchmark	All UK-based TV employees	Percentage point change since 2023[47]	BBC UK public services[48 49]	Channel 4	ITV	Paramount	Sky
Ethnicity								
Minority Ethnic Group	16%	19%	+1pp	18%	22%	16%	23%	22%
Minority Ethnic Group in senior management	-	12%	-1pp	12%	21%	14%	14%	8%
Unknown data	-	13%	-2pp	4%	5%	10%	4%	12%
Disability								
Disabled employees	18%	11%	+1pp	10%	23%	13%	13%	9%
Disabled people in senior management	-	9%	+1pp	12%	***	8%	***	5%
Unknown data	-	21%	-4pp	7%	9%	19%	16%	27%
Age								
Aged under 50	67%	75%	-3pp	67%	84%	79%	83%	84%
Aged 50+	33%	25%	+3pp	33%	16%	21%	17%	16%
Unknown data	-	5%	-5pp	0%	0%	0%	0%	<1%
Sexual orientation								
LGB+	3%	11%	+1pp	12%	14%	10%	10%	7%
Unknown data	-	26%	-5pp	16%	10%	15%	10%	24%

Representation by characteristic	UK working population benchmark	All UK-based TV employees	Percentage point change since 2023[47]	BBC UK public services[48 49]	Channel 4	ITV	Paramount	Sky
Religion								
Has a religion	60%	43%	-1pp	43%	47%	45%	43%	47%
No religion	40%	57%	+1pp	57%	53%	55%	57%	53%
Unknown data	-	26%	-9pp	10%	11%	30%	15%	28%
Socio-economic background – Parental occupation								
Working-class background	39%	27%	-1pp	27%	32%	29%	27%	39%
Unknown data	-	45%	-11pp	21%	16%	38%	39%	93%
Socio-economic background – Schooling								
Non-independent school*	93%	87%	-	87%	86%	88%	88%	87%
Unknown data	-	42%	-10pp	18%	18%	27%	30%	93%
Caring responsibilities								
Have caring responsibilities	8%	11%	**	***	***	10%	***	***
Unknown data	-	88%	-3pp	100%	100%	17%	100%	100%

**Note, the non-independent school figures include those who attended a state-run or state-funded school; those who attended school outside of the UK and those who answered 'other, such as home schooled'. ** Note we have not reported on the percentage point change for caring responsibilities since 2023. Last year's figure was much higher (at 38% for the industry overall compared with the population average of 8%). This higher figure was likely driven by some broadcasters using a broader definition of caring responsibilities which included employees who carry out day-to-day childcare. In our 2024 survey we emphasised that responsibilities should not include childcare so that we can better understand how representation of people with caring responsibilities working in broadcasting compares with the wider UK population average, making this year's findings not comparable to 2023's.*

Figure 16: Radio industry (excluding BBC), 2023/24

Representation by characteristic	UK working population benchmark	All UK-based radio employees	Percentage point change since 2023[50]	Bauer	Global
Sex					
Women	48%	51%	-1pp	56%	50%
Women in senior management	-	33%	-3pp	42%	30%
Intersex	-	0%	-	0%	0%
Unknown data	-	7%	+6pp	21%	0%
Race and ethnicity					
Minority Ethnic Group	16%	13%	-	6%	17%
Minority Ethnic Group in senior management	-	***	***	***	***
Unknown data	-	6%	-	6%	2%
Disability					
Disabled employees	18%	7%	-	8%	5%
Disabled people in senior management	-	7%	-	***	***
Unknown data	-	12%	+1pp	12%	4%
Age					

[50] Note that 2023 figures have been recalculated to exclude BBC radio figures for consistency with how the BBC has provided its data this year.

Representation by characteristic	UK working population benchmark	All UK-based radio employees	Percentage point change since 2023[50]	Bauer	Global
Aged under 50	67%	84%	-	79%	89%
Aged 50+	33%	16%	-	21%	11%
Unknown data	-	7%	+1pp	0%	0%
Sexual orientation					
LGB+	3%	9%	-1pp	8%	10%
Unknown data	-	20%	+2pp	14%	9%
Religion					
Has a religion	60%	46%	-1pp	46%	44%
No religion	40%	54%	+1pp	54%	56%
Unknown data	-	25%	-	23%	12%
Socio-economic background – Parental occupation					
Working-class background	39%	***	***	***	***
Unknown data	-	97%	-	100%	100%
Socio-economic background – Schooling					
Non-independent school	93%	***	***	***	***
Unknown data	-	91%	-1pp	100%	100%
Caring responsibilities					

Representation by characteristic	UK working population benchmark	All UK-based radio employees	Percentage point change since 2023[50]	Bauer	Global
Have caring responsibilities	8%	7%	**	***	***
Unknown data	-	90%	-1pp	100%	100%

*** As explained on page 29 we have not reported on the percentage point change for caring responsibilities since 2023 due to a clarification in what is included in the definition.*

Figure 17: Public Service Broadcasters in the Nations, 2023/24

Representation by characteristic	UK working population benchmark	Scotland benchmark	Wales benchmark	All UK-based TV employees	Percentage point change since 2023	STV	S4C
Sex							
Women	48%	51%	48%	50%	+1pp	53%	65%
Women in senior management	-	-	-	44%	+2pp	52%	***
Unknown data	-	-	-	1%	-1pp	1%	56%
Race and ethnicity							
Minority Ethnic Group	16%	6%	5%	19%	+1pp	11%	***
Unknown data	-	-	-	13%	-2pp	6%	0%
Disability							
Disabled employees	18%	22%	21%	11%	+1pp	18%	***
Unknown data	-	-	-	21%	-4pp	12%	56%
Age							
Aged under 50	67%	66%	67%	75%	-3pp	77%	67%
Aged 50+	33%	34%	33%	25%	+3pp	23%	33%
Unknown data	-	-	-	5%	-5pp	0%	58%

Representation by characteristic	UK working population benchmark	Scotland benchmark	Wales benchmark	All UK-based TV employees	Percentage point change since 2023	STV	S4C
Sexual orientation							
LGB+	3%	4%	5%	11%	+1pp	14%	***
Unknown data	-	-	-	26%	-6pp	19%	58%
Religion							
Has a religion	60%	40%	51%	43%	-1pp	38%	48%
No religion	40%	60%	49%	57%	+1pp	62%	52%
Unknown data	-	-	-	26%	-9pp	20%	56%
Socio-economic background – Parental occupation							
Working-class background	39%	-	-	27%	-1pp	31%	31%
Unknown data	-	-	-	45%	-11pp	28%	58%
Socio-economic background – Schooling							
Non-independent school	93%	-	-	87%	-	91%	***
Unknown data	-	-	-	42%	-10pp	22%	57%
Caring responsibilities							
Have caring responsibilities	8%	-	-	11%	**	17%	***
Unknown data	-	-	-	88%	-3pp	54%	100%

*** As explained on page 29 we have not reported on the percentage point change for caring responsibilities since 2023 due to a clarification in what is included in the definition.*

A2. How we report on the data

How we are reporting on the data
'Visible' data: the percentages recorded for broadcasters' employees are based only on the employees whose information has been shared with Ofcom, rather than on broadcasters' total workforces. All figures in this written report use this approach and we refer to this as being based on 'visible' data.[51] This is explained in more detail in our methodology report. **Trend data:** in 2022 we made wide-ranging improvements to our workforce survey, there are caveats when comparing new findings to data from pre 2022. Some questions were new, while others were amended – for these we can still compare data with previous years, but only at a top level (e.g. comparing broader ethnic groups).[52] Our trend data at a combined industry level (e.g. looking at the whole of the broadcast industry, or at progress within the radio or TV sectors individually) capture different broadcasters, depending for example on who holds a licence in a particular year or on who has completed the voluntary aspects of our surveys. For our **self-assessment tool**, we focus our analysis on the 'larger' broadcasters which we have defined as those with 100+ employees, and MG ALBA.[53] These broadcasters are more likely to have the resources to follow best practices across a wider range of areas. The data we include from our **workforce survey** relates to UK-based employees in TV or radio; where we refer to 'employees' throughout this report, we mean 'UK-based employees'. Further detail on our reporting, including on 'visible' and 'total' data and other terminology, and on changes to our workforce survey is set out in our accompanying methodology report.

[51] For example, if a broadcaster provided Ofcom with information about 80 out of 100, we would calculate the percentages related to that characteristic on the 80 employees whose data we have. The remaining 20 would be 'unknown data'. Data for percentages based on 'total' data and on 'visible' data only, are both available in our interactive data report.
[52] For example, we can compare trend data for employees who are from a white background, or from a minority ethnic group, but cannot compare individual sub-categories, such as 'East Asian/East Asian British'. See our methodology report for further detail.
[53] Throughout this report, we set out the number of broadcasters we have reported on against each question or EDI 'strand'. See our methodology report for further detail.