

Annex 3.iii

Audience opinions - BBC ALBA

PSB Annual Report
December 2014

Background and notes

BBC Alba has provided the following data as requested by Ofcom. Research was conducted using Scottish Opinion Survey run by TNS BMRB

Methodology

All interviews are conducted in-home, using **CAPI** (Computer Assisted Personal Interviewing) with a multi-media facility for playing TV and radio ads. Random location sampling methodology was used, where interviewers are given quotas relating to gender by shopper status and working status, and presence of children in household for females. Only one interview is conducted per household.

Sample

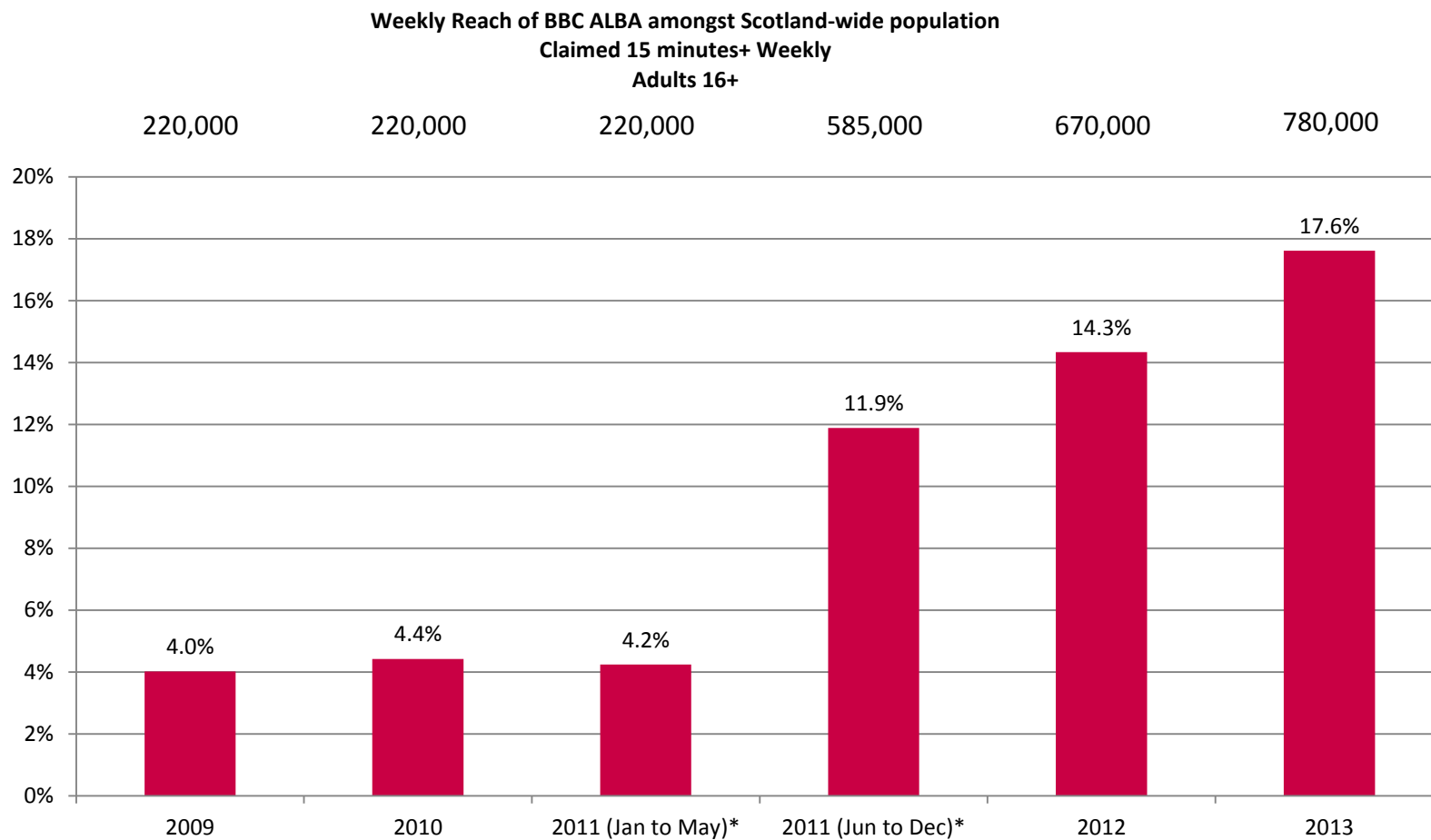
1000 adults, aged 16 and over - 520 women, 480 men.

The Scottish Opinion Survey is designed to produce a representative sample of the Scottish population aged 16+, with sampling points selected each month to be **representative** in terms of geographical location.

The following data is not directly comparable to Ofcom's PSB tracking survey for the following reasons:

- Due to the different sources of data, comparisons should not be made with other findings in the Public Service Broadcasting Annual Report.
- Reach for BBC Alba is based on 15 minute weekly reach, age 16 years and older.
- Caution is required where sample sizes are small for some of the findings relating to the attitude statements.

Reach of BBC ALBA amongst the population of Scotland 2009 - 2013



Source: TNS SOS. Figure is measured as a percentage of the adult population, it is converted into thousands using the adult 16+ population figure from the census. The figures above are based on 4,089,946 which comes from the 2001 census.

***Note:** BBC ALBA became available on Freeview and Digital Cable from Jun11 with a resulting jump in reach. Figures for 2011 have been split for this reason. Reach is based on a claimed 15 minutes+ weekly

BBC ALBA attitude statements amongst the population of Scotland 2008 - 2013

Measure	Sep-08	Jan-09	Jun-09	Jan-10	Nov-10	Feb-11	Oct-11	Jan-13	Jan-14
It has well made high quality programmes/ content (High quality)	6.062 24%	6.876 42%	6.857 46%	7.070 52%	6.741 33%	7.179 50%	6.784 41%	6.859 43%	6.607 36%
It has programmes with new ideas and different approaches (Innovation)	6.089 28%	6.329 37%	6.506 39%	6.928 33%	6.540 33%	6.388 29%	6.375 33%	6.296 32%	6.062 26%
It has programmes/ content I want to watch/ listen/ use (Engaging)	5.548 21%	6.561 43%	6.223 29%	6.983 41%	6.636 35%	6.909 45%	6.651 43%	6.734 44%	6.488 37%
It has programmes/ content that makes me think (Challenging)	5.659 22%	5.814 29%	6.481 39%	7.115 51%	6.140 32%	6.335 33%	6.177 35%	6.417 36%	5.898 29%
Gaelic language and culture are well reflected by BBC ALBA	6.594 40%	7.139 52%	7.347 55%	7.747 60%	7.484 59%	7.731 62%	7.431 52%	7.645 61%	7.686 56%
BBC ALBA is a worthwhile thing for the BBC to be spending the licence fee on	6.396 41%	6.636 57%	7.059 56%	8.215 66%	7.421 50%	7.224 51%	7.128 51%	7.128 53%	7.105 51%
Unweighted base size	168	47	33	57	58	63	170	170	190

Source: TNS BMRB.

***Note small base sizes**

BASE: All who have watched BBC Alba in the past 7 days (1000 respondents)

Measures are scored from 1 – Strongly Disagree to 10 – Strongly Agree. The scores are an average score out of 10. % are those giving an agreement score of 8, 9 or 10

Q: Thinking about what you have watched on BBC Alba in last 7 days, how would you rate the following statements on a scale of 1 to 10 where 1 means strongly disagree and 10 means strongly agree.

BBC ALBA attitude statements amongst the Gaelic community 2008 - 2013

Measure	2008	2009	2010	2011	2012	2013	2014 (Q1-Q3)
BBC ALBA maintains high standards of quality (High quality)	7.7	8.0	7.9	8.2	8.2	8.2	8.2
BBC ALBA is innovative and has lots of fresh ideas (Innovation)	7.0	7.1	7.0	7.3	7.2	7.4	7.5
I've learned new things from watching/listening to BBC ALBA	7.6	7.8	7.7	8.1	8.2	8.3	8.4
Gaelic language and culture are well reflected by BBC ALBA	7.5	8.1	8.0	8.5	8.5	8.6	8.7
BBC ALBA is a worthwhile thing for the BBC to be spending the licence fee on	9.2	9.2	9.2	9.2	9.4	9.4	9.5

Source: Leirsinn.

BASE: All who have watched BBC Alba in the past 7 days. Base size approx. 150-200 per quarter, roughly 600-800 per year.

Measures are scored from 1 – Strongly Disagree to 10 – Strongly Agree

% are those giving an agreement score of 8, 9 or 10.