Ofcom's BBC Performance Tracker

Notification of changes to the survey for 2020

Contents

1. Overview

This document outlines proposed changes to Ofcom's BBC Performance Tracker to ensure the survey remains fit for purpose and reflects changes in the broadcasting sector.

Ofcom's BBC Performance Tracker measures perception and attitudes towards the BBC in relation to its public purposes among UK adults (aged 16+). The survey, which consists of 50% face-to-face and 50% online interviews, has been running annually since 2017 and covers the period April to March.

We are now preparing the 2020 wave of the Ofcom BBC Performance Tracker and, following an extensive review, propose to make a number of modifications to the survey.

What we are proposing – in brief

We propose to make the following changes to the survey:

- Some questions will be removed to streamline the survey after review of our assessment needs;
- Some question areas or formats will be updated to ensure they remain relevant; In a small number of cases, some trend data may no longer be possible, however all crucial data points will still be captured; and
- New questions will be added to build a deeper understanding of people's perceptions of the BBC and the services they use.

Further information can be found in the sections below. If you would like any more information, or if removing these questions will cause any problems for your organisation, please email market.research@ofcom.org.uk by 4pm on Tuesday 14 April 2020.

2. Summary of the new survey

This chapter outlines the new proposed structure and questions of the BBC Performance Tracker survey for the 2020 wave. Please note the question codes (usually a letter followed by a number e.g. S1) are unique and subject to change, they are included below for identification purposes. The questions are planned to flow in the exact order outlined below after extensive review.

2.1   The first part of the survey is a screening section that captures consent to take part, S1 internet usage, S2 gender, S3 age, S4/S5 socio-economic background, S7 working status, S8/S9 area respondents live in, S10 national identity, S11 ethnicity and S12 religion.

2.2   The second part of the survey is the start of the main questions under the theme of '**A: Media Consumption**'.

    a) **Media consumption – watching content:**

        i) A0 We first ask **which ways (e.g. free TV via an aerial, subscription, apps for broadcaster catch-up services like BBC iPlayer) people watch broadcast TV channels (e.g. BBC, ITV, Channel 4)** *in their household* – including all types of device (e.g. TV set, tablet, smartphone, laptop).

        ii) A0a Then we ask **if people have access to a broadband internet service at home**.

        iii) A0b Then we ask **which ways (e.g. TV set, laptop, smartphone, games console) people watch catch-up and on-demand streaming services** *in their household* – clarifying by 'catch-up and on-demand' we mean services like BBC iPlayer, ITV Hub, Netflix and Amazon Prime Video which allow people to watch programmes and films at a time that suits them.

        iv) A1.1/A1.2 Then we ask **which TV channels (presenting BBC One, BBC Two, ITV/STV/UTV, Channel 4, Channel 5 first, followed by other TV channels separately) people** *watched personally* **in the past 3 months** – including programmes as they are broadcast or using catch-up or on-demand services.

        v) A1A Then we ask *how often* **(on a 4-point scale from at least daily, at least weekly, at least monthly to less often) people watched selected TV channels in the past 3 months** – including programmes as they are broadcast, or using catch-up, or on-demand services and on any device.

        vi) A3.1/A3.2 Then we ask **which TV catch-up, on-demand or streaming services (presenting those from the TV broadcasters e.g. BBC iPlayer, ITV Hub/ITV Hub+, STV Player first, followed by other less traditional services e.g. Netflix, BritBox, YouTube channels separately) people** *watched personally* **in the past 3 months** – including watching programmes as they are broadcast, watching to catch-up, or on-demand and on any device.

        vii) A3A Then we ask *how often* **(on a 4-point scale from at least daily, at least weekly, at least monthly to less often) people watched programmes or films, using selected different traditional and new services in the past 3 months**.

b) **Media consumption – listening to content:**

    i) A2.1/A2.2 We ask **which radio stations (showing BBC radio stations first, followed by other radio stations separately) people** *listened to personally* **in the past 3 months** – including listening live, via podcasts, catch-up, or on-demand and on any type of radio (e.g. through a smart speaker, listening through services like BBC Sounds).

    ii) A2A Then we ask *how often* **(on a 4-point scale from at least daily, at least weekly, at least monthly to less often) people listened to selected radio stations**.

c) **Media consumption – using resources online:**

    i) A4.1 We ask **which BBC websites and apps (e.g. BBC News, BBC Sport, BBC Bitesize, BBC Weather, BBC iPlayer Kids, BBC CBeebies Storytime) people have** *used personally* **in the past 3 months** – including using sites or apps on any device.

    ii) A4A Then we ask *how often* **(on a 4-point scale from at least daily, at least weekly, at least monthly to less often) people have used the BBC websites and apps in the past 3 months**.

    iii) A7.1 Then we ask **which audio streaming services (e.g. BBC Sounds, Apple Music/Apple Podcasts, GlobalPlayer, Spotify, Soundcloud) people** *listened to personally* **in the past 3 months**.

    iv) A7A Then we ask *how often* **(on a 4-point scale from at least daily, at least weekly, at least monthly to less often) people listen to selected audio streaming services**.

d) **Media consumption – preference on deciding what to watch:**

    i) A6 We ask **which** *one TV or video service people usually turn to first* **when deciding on what to watch**. Where TV channels have their own video services, they will be grouped together under one overarching brand (e.g. BBC including all its channels and BBC iPlayer).

2.3   The third part of the survey covers '**B: General Views of TV, Radio and Online Services**'.

a) B1TV We ask **how satisfied on a 10-point scale people are with** *selected TV service providers overall*.

b) B2Radio Then we ask **how satisfied on a 10-point scale people are with** *selected radio providers overall*.

c) B2Audio Then we ask **how satisfied on a 10-point scale people are with their** *experience of using selected audio streaming services overall*.

d) B2IPlayer If people reported using BBC iPlayer in the past 3 months, we ask **how satisfied on a 10-point scale they are with their experience of using the BBC iPlayer and other TV catch-up and on-demand services overall**.

e) B2MeApp Then we ask **how satisfied on a 10-point scale people are with their** *experience of the BBC websites or apps they used in the past three months*.

2.4   The fourth part of the survey covers '**C: Views of BBC TV, Radio and Online Services**'.

a) Overall impression of the BBC:

   i)   C1A We ask *how favourable* on a 10-point scale people feel as their *overall impression of the BBC*, considering everything that it does across TV, radio and online.

   ii) C1B If people selected a very low score (i.e. 1-3) unfavourably for their overall impression of the BBC, we ask them for a response to explain **why they gave a low score**.

   iii) C1C If people selected a very high score (i.e. 8-10) favourably for their overall impression of the BBC, we ask them for a response to explain **why they gave a high score**.

b) Impression of the overall delivery of the BBC for each public purpose:

   i)   C2 We ask *how well* on a 10-point scale people think personally that *the BBC is in providing each of the four public purpose statements* (as stated in Annex 1).

c) Overall importance of each public purpose:

   i)   C3 We ask *how important societally* (i.e. for everyone in the UK) on a 10-point scale people think the BBC is *in providing each of the four public purpose statements* (as stated in Annex 1).

   ii) C4 Then we ask *how important personally* on a 10-point scale people think the BBC is *in providing each of the four public purpose statements* (as stated in Annex 1).

d) BBC public purposes in depth – For each of the four public purposes, there will be **a set of sub-statements where we ask *how well* on a 10-point scale people think the BBC is providing**. Each set will be presented as one question (as stated in Annex 2).

2.5   The fifth part of the survey covers '**D: The BBC compared against Comparable Providers**'.

a)   D1 We ask *how well* **(using a 5-point scale from much better than others, a little better than others, about the same as others, a little worse than others to much worse than others) people think BBC TV is,** *compared to other TV and video service providers***, in relation to the three sub-statements for public purpose 3** (as stated at point A2.3 in Annex 2).

b)   D2 We ask *how well* **(using a 5-point scale from much better than others, a little better than others, about the same as others, a little worse than others to much worse than others) people think BBC radio is,** *compared to other radio providers***, in relation to the three sub-statements for public purpose 3** (as stated at point A2.3 in Annex 2).

c)   D3 We ask *how well* **(using a 5-point scale from much better than others, a little better than others, about the same as others, a little worse than others to much worse than others) people think BBC websites or apps are,** *compared to other*

*websites and apps***, in relation to the three sub-statements for public purpose 3** (as stated at point A2.3 in Annex 2).

2.6   The sixth part of the survey covers '**F: General Attitudes towards the BBC**'.

   a) F2 We ask where **on a 10-point sliding scale**, people would place to reflect their feeling of *how important the BBC as a whole is to them*.

   b) F1 Then we ask **to what extent,** *people agree or disagree* **on a 5-point scale with the statement "***I would miss the BBC if it wasn't there***"**.

   c) F3 If people reported **not having used any BBC TV, radio or online services** at all, we ask them to explain **why**.

2.7   The seventh and last part of the survey captures demographic information, including NU1 news usage, NU2 BBC news usage, DC01B current life stage, DC02 children in the household, DC04 childcare responsibilities, DC06 education, DC12 duration of residence in the UK, DC07 total household income, DC15 vulnerability, DC13 sexual orientation and DC14 gender reassignment.

3. Questions proposed for removal

After reviewing Ofcom's assessment needs for the BBC, the following questions are proposed for removal.

3.1 **D1A** in the current survey asking how important BBC TV is, in relation to the six public purpose 3 sub-statements will be removed, as C4 in the proposed survey will cover personal importance of this purpose at the overall statement level for the BBC as a whole.

> D1a. On a scale of 1-10, where 1 means *not at all important* and 10 means *extremely important*, **how important**, if at all, do you think it is that BBC television…
>
> 1. Provides a broad mix of different types of TV programmes and content.
> 2. Provides high quality television content.
> 3. Provides TV programmes and content made specifically for UK audiences, using UK actors, writers and locations.
> 4. Takes risks and provides TV programmes and content that is new and innovative.
> 5. Provides TV programmes and content which appeals to a wide range of different audiences across the UK.
> 6. Provides distinctive TV programmes and content.

3.2 **D1B** in the current survey asking how strongly people agree with selected BBC channels offering something that other TV providers do not will be removed, as D1 in the proposed survey will cover how well people think BBC TV is, compared to other TV and video service providers.

> D1b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means *not at all agree*, and 10 means *agree completely*?
>
> 1. BBC One offers me something that other television and video providers do not.
> 2. BBC Two offers me something that other television and video providers do not.
> 3. BBC Four offers me something that other television and video providers do not.
> 4. BBC News Channel offers me something that other television and video providers do not.
> 5. BBC Parliament offers me something that other television and video providers do not.
> 6. BBC Alba offers me something that other television and video providers do not.
> 7. CBBC offers me something that other television and video providers do not.
> 8. CBeebies offers me something that other television and video providers do not.
> 9. BBC Scotland offers me something that other television and video providers do not.
> 10. BBC iPlayer offers me something that other television and video providers do not.
> 11. BBC Three (now available only online) offers me something that other television and video providers do not.
> 12. BBC iPlayer Kids offers me something that other television and video providers do not.

3.3 **D2A** in the current survey asking how important BBC radio is, in relation to the six public purpose three sub-statements will be removed, as C4 in the proposed survey will cover personal importance of this purpose at the overall statement level for the BBC as a whole.

> D2a. Using a scale of 1-10, where 1 means *not at all important* and 10 means *extremely important*, **how important**, if at all, do you think it is that BBC radio…
>
> 1. Provides a mix of different types of radio stations.
> 2. Provides high quality radio output.
> 3. Supports UK music and presenters.
> 4. Takes risks and provides radio content or music that is new and innovative or less well known.
> 5. Provides radio stations that appeal to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
> 6. Provides distinctive radio programmes and output.

3.4 **D2B** in the current survey asking how strongly people agree with selected BBC radio stations offering something that other radio stations do not will be removed, as D2 in the proposed survey will cover how well people think BBC radio is, compared to other radio providers.

> D2b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means *not at all agree*, and 10 means *agree completely*?
>
> 1. BBC Radio 1 offers me something that other radio stations do not.
> 2. BBC Radio 2 offers me something that other radio stations do not.
> 3. BBC Radio 3 offers me something that other radio stations do not.
> 4. BBC Radio 4 offers me something that other radio stations do not.
> 5. BBC Radio 5 Live offers me something that other radio stations do not.
> 6. BBC 6 Music offers me something that other radio stations do not.
> 7. BBC Asian Network offers me something that other radio stations do not.
> 8. BBC local radio stations (e.g. INSERT RELEVANT LOCAL RADIO STATION FROM POSTCODE IDENTIFIER, IF NO POSTCODE INFORMATION AVAILABLE, PLEASE SHOW NO EXAMPLE, i.e. just show BBC local radio stations) offer me something that other radio stations do not.
> 9. BBC national radio stations (e.g. IF IN SCOTLAND SHOW BBC RADIO SCOTLAND and BBC Radio nan Gàidheal, WALES SHOW BBC RADIO WALES AND BBC RADIO CYMRU, BBC RADIO ULSTER FOR NORTHERN IRELAND. IF IN ENGLAND SHOW BBC RADIO SCOTLAND, BBC RADIO WALES AND BBC RADIO ULSTER) and any other BBC station (including digital BBC stations) offer me something that other radio stations do not.

3.5 **D3A** in the current survey asking how important BBC websites and apps are, in relation to the six public purpose 3 sub-statements will be removed, as C4 in the proposed survey will cover personal importance of this purpose at the overall statement level for the BBC as a whole.

> D3a. Using a scale of 1-10, where 1 means *not at all important* and 10 means *extremely important*, **how important**, if at all, do you think it is that BBC website and apps…
>
> 1. Have a mix of different types of content.
> 2. Have high quality content.
> 3. Provide content that other websites or apps don't provide.
> 4. Present content in a unique/innovative way.
> 5. Have content that appeals to a wide range of different audiences across the UK, for example people of different ages, regions, backgrounds and ethnicities.
> 6. Provide distinctive online programmes and content.

3.6   **D3B** in the current survey asking how strongly people agree with selected BBC online services offering something that other websites or apps do not will be removed, as D3 in the proposed survey will cover how well people think BBC online services are, compared to other websites and apps.

> D3b. How strongly do you agree with the following statement, using a scale of 1 to 10, where 1 means *not at all agree*, and 10 means *agree completely*?
>
> 1. BBC.co.uk offers me something that other websites/apps do not.
> 2. BBC Sport offers me something that other websites/apps do not.
> 3. BBC News offers me something that other websites/apps do not.
> 4. BBC Weather offers me something that other websites/apps do not.
> 5. BBC CBeebies Playtime offers me something that other websites/apps do not.
> 6. BBC Music offers me something that other websites/apps do not.
> 7. BBC Food offers me something that other websites/apps do not.
> 8. BBC iWonder offers me something that other websites/apps do not.
> 9. BBC+ offers me something that other websites/apps do not.
> 10. BBC Bitesize offers me something that other websites/apps do not.
> 11. BBC CBeebies Storytime offers me something that other websites/apps do not.
> 12. BBC Sounds offers me something that other websites/apps do not.

3.7   **E2** in the current survey asking which devices people use to watch TV, listen to radio, use video-on-demand services and access online and app content will be removed, as A0b in the proposed survey will cover the devices that people use to watch catch-up and on-demand streaming services in their household.

> E2. Which of the following devices do you use to watch TV, listen to radio, use video-on-demand services or access online and app content?

	Watch/access TV channels	Watch catch up, on demand or video	Listen to radio	Access online and apps

	streaming services			
TV	x	x	x	x
Laptop/computer/netbook	x	x	x	x
Tablet	x	x	x	x
Smartphone	x	x	x	x
Digital radio			x	
Analogue radio			x	
Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)				x
Smart or wireless speaker (e.g. Amazon Echo, Google Home)			x	x
E-reader (e.g. Kindle)	x			x
Games console	x	x	x	x
None of these	x	x	x	x

3.8   **IA1** in the current survey capturing locations of internet access will be removed, as it is not required for assessment.

> IA1. In which of the following locations have you accessed the internet in the past 3 months?
>
> Please select yes for all that apply.
>
> 1. At home.
> 2. At someone else's home.
> 3. At work.
> 4. Whilst commuting/travelling/on the move.
> 5. In a public place e.g. café, library.
> 6. Elsewhere.

3.9   **DC17** in the current survey capturing positivity of respondents will be removed, as it is not required for assessment.

DC17. Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.

1. I am satisfied with my life.
2. I feel very positive about my future.
3. I don't like people to think badly of me.
4. White lies are acceptable to avoid hurting people's feelings.

[SCALE ON TOP]

Strongly agree
Agree
Slightly agree
Neither agree nor disagree
Slightly disagree
Disagree
Strongly disagree

4. Questions with substantial amends

Below are the questions with substantial amends or where trending against previous years' data may no longer be possible.

4.1 **S1** in the proposed survey will include an expanded description of where work and personal use of internet could take place in the question wording to aid respondents.

4.2 **A1A**, **A2A**, **A3A**, **A4A**, **A7A** will have its code frame simplified as the 'proposed' column below.

Current	Proposed
A few times a day At least once every day About two or three times a week At least once a week At least once a month At least once in the last three months	At least daily At least weekly At least monthly Less often

4.3 **B2MeApp** in the proposed survey will replace the current B3MeApp question to capture people's satisfaction of their experience using the BBC websites or apps only, other competitors will not be included.

4.4 **C6, C7, C8, C9** will have its public purpose sub-statements simplified as the 'proposed' column below.

Current	Proposed
Public purpose 1 1. News coverage that helps me understand what's going on in the world today 2. News that represents a range of viewpoints 3. News that is impartial	Public purpose 1 1. News coverage that represents a range of opinions 2. News coverage that is impartial – not favouring one side over another
Public purpose 2 1. Programmes and content that are educational 2. Programmes and content that are inspirational	Public purpose 2 1. Explores issues and ideas that people may not have come across before 2. Inspires people to try new activities, hobbies or interests

3. Programmes and content that support children and young people with their education	3. Supports younger children with their learning
	4. Supports teenagers with their learning
4. Programmes and content that helps me to learn new things	
5. Programmes and content that are informative	
Public purpose 3	Public purpose 3
1. Provides a broad mix of different types of TV, radio and online programmes and content	1. Caters for a wide range of tastes
	2. Provides content made for UK audiences
	3. Provides content that pushes boundaries
2. Provides high quality television, radio and online content	
3. Provides programmes and content made specifically for UK audiences, using UK actors, writers and locations	
4. Takes risks and provides content that is new and innovative across all of its services, including television, radio and online	
5. Provides television, radio and online content which appeals to a wide range of different audiences across the UK	
6. Provides distinctive programmes and content	
Public purpose 4	Public purpose 4
1. A good range of programmes and content that include people like me	1. Includes people like me
	2. Features the region [FOR ENGLAND] / nation [FOR SCOTLAND/WALES/NORTHERN IRELAND] of the UK I live in

2. A good range of programmes and content that represents where I live 3. An authentic portrayal of people like me 4. An authentic portrayal of the region where I live 5. Programmes and content that are relevant to me	3. Reflects the lives of people like me 4. Provides content that is relevant to me 5. Reflects different communities living in the UK

4.5 **D1**, **D2**, **D3** will embed the three proposed sub-statements for public purpose 3 in the question, and have its code frame simplified as the 'proposed' column below.

Current	Proposed
Not at all well 1 2 3 4 5 6 7 8 9 Extremely well 10	Much better than others A little better than others About the same as others A little worse than others Much worse than others

4.6 **F2** will have its question wording and answer format changed as the 'proposed' column below.

Current	Proposed
To what extent do you agree or disagree with the statement 'The BBC is less relevant to me than it was in the past'? Definitely agree Slightly agree Neither agree nor disagree Slightly disagree Definitely disagree	Where would you place yourself on this scale in terms of how you feel about the BBC as a whole? SLIDING SCALE ON SCREEN, LABELLED WITH 'The BBC is not important to me' ON THE LEFT AND 'The BBC is important to me' ON THE RIGHT

4.7   **DC06** will include an updated code frame as the 'proposed' column below, making this survey consistent with other up to date Ofcom trackers.

Current	Proposed
1. GCSE/O-Level/CSE/standard grades or equivalent 2. Vocational qualifications or equivalent (=NVQ1+2) 3. A-Level/Highers or equivalent (=NVQ3) 4. Bachelor Degree or equivalent (=NVQ4) 5. Masters/PhD or equivalent 6. Other 7. No formal qualifications 8. Don't know	1. I have no formal qualifications (and I am not still studying 2. Entry level qualification such as ESOL, ELC or Skills for Life 3. GCSE / O' Level / CSE / National Qualifications / Standard Grades – but not Maths and not English 4. GCSE / O' Level / CSE / National Qualifications / Standard Grades – including Maths or English 5. Level 1-2 vocational qualification or intermediate apprenticeship 6. A Level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent 7. Level 3 vocational qualification or advanced apprenticeship 8. Diplomas in higher education (HNC/HND/BTEC Higher or equivalent) 9. Level 4-5 vocational qualification or higher apprenticeship 10. University first degree (BA / BSc / Bed / PGCE or equivalent) 11. Level 6 vocational qualification or degree apprenticeship 12. University higher degree (e.g. Masters, PhD or equivalent) 13. Still studying / still at school 14. Prefer not to say 15. Don't know

4.8   **DC15** will include expanded descriptions in the code frame as the 'proposed' column below, making this survey consistent with other up to date Ofcom trackers.

Current	Proposed
1. Breathlessness or chest pains	1. Hearing? Poor hearing, partial hearing, or are deaf
2. Poor vision, partial sight or blindness	2. Eyesight? Poor vision, colour blindness, partial sight, or are blind
3. Difficulty in speaking or in communicating	3. Mobility? Cannot walk at all/use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty
4. Poor hearing, partial hearing or deafness	
5. Cannot walk at all / use a wheelchair or mobility scooter	4. Dexterity? Limited ability to reach/difficulty opening things with your hands/difficulty using a telephone handset/television remote control/computer keyboard etc.
6. Cannot walk far or manage stairs or can only do so with difficulty	5. Breathing? Breathlessness or chest pains
7. Limited ability to reach	6. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
8. Mental health problems or difficulties	7. Social/behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.
9. Dyslexia	
10. Learning difficulties	8. Your mental health? Anxiety, depression, or trauma-related conditions, for example
11. Other illnesses or conditions which limit your daily activities or the work that you can do (PLEASE TYPE IN)	9. Other illnesses/conditions which impact or limit your daily activities or the work you can do
12. None of these	10. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do

5. Proposed new questions

Below are questions that will be added to capture new insights or to build on our existing knowledge.

5.1 **A7.1** asking which audio streaming services people listened to personally in the past 3 months.

5.2 **A7A** asking how often people listened to audio streaming services in the past 3 months.

5.3 **A6** asking which one TV or video service people usually turn to first when deciding on what to watch.

5.4 **B2Audio** asking how satisfied people are with their experience of using selected audio streaming services.

5.5 **B2IPlayer** asking how satisfied people are with their experience of using the BBC iPlayer.

5.6 **C1B** asking why people have given a low favourability score (1-3 out of 10) for their overall impression of the BBC.

5.7 **C1C** asking why people have given a high favourability score (8-10 out of 10) for their overall impression of the BBC.

5.8 **F3** asking why people have not used any of the TV, radio or online services from the BBC.

5.9 **NU2** asking which BBC services people use to watch, listen to or read news from the BBC.

A1. Public purpose statements for the BBC

A1.1   The first public purpose statement is for the BBC to provide "news and information to help people understand what is going on in the UK and the world".

A1.2   The second public purpose statement is for the BBC to provide "programmes and content that help people to learn about new things".

A1.3   The third public purpose statement is for the BBC to provide "high quality and creative content".

A1.4   The fourth public purpose statement is for the BBC to provide "content that reflects the life and culture of communities throughout the UK".

A2. Proposed sub-statements of the public purposes for the BBC

A2.1   There are two sub-statements for the first public purpose of "news and information to help people understand what is going on in the UK and the world", including:

a) *News coverage that represents a range of opinions*

b) *News coverage that is impartial – not favouring one side over another*

A2.2   There are four sub-statements for the second public purpose of "programmes and content that help people to learn about new things", including:

a) *Explores issues and ideas that people may not have come across before*

b) *Inspires people to try new activities, hobbies or interests*

c) *Supports younger children with their learning*

d) *Supports teenagers with their learning*

A2.3   There are three sub-statements for the third public purpose of "high quality and creative content", including:

a) *Caters for a wide range of tastes*

b) *Provides content made for UK audiences*

c) *Provides content that pushes boundaries*

A2.4   There are five sub-statements for the fourth public purpose of "content that reflects the life and culture of communities throughout the UK", including:

a) *Includes people like me*

b) *Features the region [FOR ENGLAND]/ nation [FOR SCOTLAND/ WALES/ NORTHERN IRELAND] of the UK I live in*

c) *Reflects the lives of people like me*

d) *Provides content that is relevant to me*

e) *Reflects different communities living in the UK*