

## B - PSB Audience Impact

PSB Report 2013 – Information pack  
August 2013

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# Background

# Background (1) – PSB tracker overview

- Based on the public service purposes presented in the 2003 Communications Act, Ofcom developed a range of PSB purposes and characteristics in its first PSB review in 2005\*. The PSB channels (BBC One, BBC Two, ITV, Channel 4, Channel 5, BBC Three, BBC Four, BBC News, S4C) are expected together to fulfil the purposes and characteristics, although it is also acknowledged that each PSB channel has a specific remit.
- The PSB Tracker asks respondents to rate specific TV channels on each of the PSB purposes and characteristics relevant to that channel.
- The PSB purposes and characteristics were put into everyday language for the PSB Tracker survey, which asked respondents to give their opinions on the PSB statements, both in terms of the importance of these and the delivery of these by the PSB channels (see next slides).
- Regular viewers of each channel were asked to rate the channel on the statements using a 10-point scale. Within this report a rating of 7, 8, 9 or 10 has been taken as a positive response indicating that a viewer sees the channel/channels as delivering against this purpose/characteristic.
- Note: The survey reports the opinions of (self-defined) regular viewers of each PSB channel, on the delivery of PSB purposes and characteristics. Regular viewers are the focus in order to minimise hearsay and perception. Self-definition as a regular viewer (rather than a definition using the number of hours viewed on a particular channel) is used because viewers' opinions on the channel can be driven by regular viewing of programmes regardless of how many or few hours this involves.
- Both regular and occasional viewers of each channel were also asked to rate the delivery of the purposes and characteristics when thinking about the PSB channels as a whole.
- All respondents were also asked to rate how important it is that the PSB channels together fulfil the PSB purposes and characteristics, again using a 10-point scale.
- Respondents were asked to rate each channel, all channels combined, and importance for the first statement, and then rate them for the second statement, etc.
- The order of statements and channels within each section was rotated to prevent order bias

\* [http://stakeholders.ofcom.org.uk/binaries/consultations/psb2/summary/psb\\_phase2.pdf](http://stakeholders.ofcom.org.uk/binaries/consultations/psb2/summary/psb_phase2.pdf)

# Background (2) – PSB tracker survey 2012



- It is important to note that in 2011 Ofcom changed the methodology for the tracker:
  - A change in sample size from approximately 7000 telephone interviews per year, to 3000
  - Fieldwork moved to continuous research throughout the year, rather than quarterly interviewing
  - An increase in the number of quotas
    - The profile of individual quotas was also updated
  - A streamlining of the questionnaire length by focusing on essential questions:
    - Opinions of Non-PSB digital channels were removed from the questionnaire
    - A range of questions relating to the importance and delivery of PSB content online were removed
    - However, respondents still rate overall opinion of the individual BBC and Channel 4 websites
    - A change in the number of PSB purposes and characteristics statements against which the PSB channels are measured, which resulted in a reduction from 20 to 13
    - Some of the statements were modified (see later chart for details)
    - Moved to a 'purer' way of measuring self-defined 'regular viewers'
    - Overall reduction in interview length from 25 to 20 minutes
  - The questionnaire was amended slightly in 2012, with viewers that watch a channel 'at least weekly' asked to rate that channel (regardless of whether they claimed to be a "regular" viewer or not). However to ensure reporting is consistent, this group is not included in the results in this report.
    - As a result, the length of interview was extended to approximately 22 minutes.
- Fieldwork was conducted by BDRG Continental
- Throughout this document, only statistically significant differences will be reported within the text and also highlighted on the charts. Reported differences between survey figures are significant at the 99% level to accommodate the impact of sample design and weighting. This means that there is high level of confidence that any reported differences reflect a true attitudinal or behavioural change rather than being caused by a change in sample methodology or profile. In previous reports, significance testing was performed at the 95% level so this represents a more robust approach to reporting. As mentioned later, due to re-weighting of historic data, significant differences between 2007/2010 and 2011/2012 are not shown.

## Background (3) – Measures evaluated (i)

PSB purposes and characteristics	PSB Tracker statements 2011-2012
<p><b>Purpose 1:</b> To inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas</p>	<p>Its news programmes are trustworthy.</p> <p>Its programmes help me understand what's going on in the world today.</p> <p>Its regional news programmes provide a wide range of good quality news about my area.*</p>
<p><b>Purpose 2:</b> To stimulate our interest and knowledge of the arts, science, history and other topics through programmes that are accessible and can encourage informal learning</p>	<p>It shows interesting programmes about history, sciences or the arts.</p>
<p><b>Purpose 3:</b> To reflect and strengthen our cultural identity through original programming at UK, national and regional level, and by occasionally bringing audiences together for shared experiences</p>	<p>It shows high quality soaps or dramas made in the UK.</p> <p>Provides a wide range of high quality and UK-made programmes for children.</p> <p>Provides a wide range of high quality and UK-made programmes for older children.**</p> <p>It portrays my region (IN ENGLAND)/Scotland/Wales Northern Ireland (IN OTHER NATIONS) fairly to the rest of the UK.*</p>
<p><b>Purpose 4:</b> To make us aware of different cultures and alternative viewpoints, through programmes that reflect the lives of other people and other communities, both within the UK and elsewhere</p>	<p>Its programmes show different kinds of cultures within the UK.</p>

\*A number of statements were changed in 2011 – see following charts

\*\*Only asked of parents of 12-15 of year olds that watch Channel 4

## Background (4) – Statements evaluated (ii)



PSB purposes and characteristics	PSB Tracker statements 2011-2012
<b>High quality</b> – well-funded and well-produced	It shows well-made, high quality programmes.
<b>Original</b> – new UK content rather than repeats or acquisitions	It shows new programmes, made in the UK.*
<b>Innovative</b> – breaking new ideas or re-inventing exciting approaches, rather than copying old ones	It shows programmes with new ideas and different approaches.
<b>Challenging</b> – making viewers think	It shows programmes that make me stop and think.
<b>Engaging</b> – remaining accessible and attractive to viewers	It shows programmes I want to watch.

\*A number of statements were changed in 2011 – see following charts

## Background (5) - Statement changes in 2011



Pre 2011 statement	Notes on pre 2011 statement	2011 onwards statement	Notes on 2011 onwards statement
<i>Its (regional)/ news programmes for people in Scotland/ Wales/N.Ireland provide a wide range of good quality news about my area/ Scotland /Wales, N.Ireland</i>	Statement was customised to nation.  “regional” and “my area” only used in England.	<i>Its regional news programmes provide a wide range of good quality news about my area.</i>	Same statement used across all nations.
<i>It portrays my region (IN ENGLAND)/Scotland /Wales/N.Ireland well to the rest of the UK</i>	Statement customised to nation.  “my region” used in England instead of nation’s name	<i>It portrays my region (IN ENGLAND)/Scotland /Wales/N.Ireland fairly to the rest of the UK</i>	Only change was that “well” was changed to “fairly”
<i>It shows enough new programmes, made in the UK</i>		<i>It shows new programmes, made in the UK</i>	Only change was that “enough” was removed
<i>Provides a wide range of high quality and UK made programmes for children</i>	Asked as part of main statement bank		Moved to later in the questionnaire.
<i>Provides a wide range of high quality and UK made programmes for <b>older</b> children</i>	Not asked	<i>Provides a wide range of high quality and UK made programmes for <b>older</b> children</i>	Asked only of parents of 12-15 year old Channel 4 viewers



## 2012 Methodology – further detail

- Telephone interviews (CATI) with UK adults aged 16+.
- Interview length – c.22 minutes.
- Fieldwork run across the year, from March-December.
- 3,025 interviews (1,615 in England; 502 in Scotland; 454 in Wales; 454 in Northern Ireland).
- Quotas are applied and survey data is weighted to be nationally representative of adults 16+. Weights applied to: Gender, Age, Nation and Region, Social grade, Working status and Ethnicity.
- An additional 'Welsh Boost' survey was conducted among respondents living in Wales who watch S4C.
- Unless stated otherwise, analysis is based on self-defined regular viewers of each channel.
  
- A full technical appendix can be found here:

[http://stakeholders.ofcom.org.uk/binaries/broadcast/reviews-investigations/psb review/psb2013/Appendix.pdf](http://stakeholders.ofcom.org.uk/binaries/broadcast/reviews-investigations/psb%20review/psb2013/Appendix.pdf)

## Methodology prior to 2011 – further detail

- Telephone interviews (CATI) with UK adults aged 16+.
- Interview length – 25 minutes
- Fieldwork each year spread over 1 month, four times a year (i.e. quarterly).
- Fieldwork dates: October 2005, January 2006, April 2006, July 2006, October 2006, January 2007, April 2007, July 2007, October 2007, January 2008, April 2008, July 2008, October 2008, January 2009, April 2009, July 2009, October 2009, Jan 2010, April 2010, July 2010, October 2010.
- 1,750 interviews in total conducted each quarter (1,000 in England; 250 in Scotland; 250 in Wales; 250 in Northern Ireland).
- Quotas are applied and survey data is weighted to be nationally representative of adults 16+. Weights applied to: Gender, Age, Region, Social grade and Ethnicity.
- An additional ‘Welsh Boost’ survey of 50 interviews is conducted each quarter, among respondents living in Wales who watch the Welsh language programmes on S4C.
- Unless stated otherwise, analysis is based on self-defined regular viewers of each channel.
- Full details of the change in methodology can be found here:

[http://stakeholders.ofcom.org.uk/binaries/broadcast/reviews-investigations/psb review/psb2013/Appendix.pdf](http://stakeholders.ofcom.org.uk/binaries/broadcast/reviews-investigations/psb%20review/psb2013/Appendix.pdf)

## Results prior to 2011

- The changes in methodology mean that the historic data is not directly comparable to that from 2011 onwards.
- However in order to provide context to the results from 2011 onwards, the 2007 and 2010 data have been reweighted. Therefore differences between results from 2011 onwards and previous years' may not be real changes, due to the change in methodology, or a combination of factors
- Due to the reweighting, the figures for 2007 and 2010 are different to those previously published for these years.
- The weights were created by looking at the profile of BBC mainstream viewers, BBC digital viewers and viewers of ITV, Channel 4 and Channel 5 in terms of their age and whether or not they viewed at least one channel in each group regularly. The weights were applied to ensure that the percentages in each group were consistent in 2007, 2010 and 2011. This was in addition to rim weights which were then applied to the demographic weights. These weights were used to reweight the 2007 and 2010 data. Due to the complexities of the changes, it does not cover all differences between the datasets but allows sanity checking of any significant change.

# Overview of PSB television



## Overview of PSB

This section gives a broad overview of claimed regular viewing among the UK population and the importance and delivery of all the PSB purposes and characteristics.

## Overview of PSB – Viewing

- In 2012, claimed regular viewing of all individual PSB channels was static from 2011. However, in aggregate, there was some increase year-on-year for those claiming to watch *any* PSB channel regularly.

## Overview of PSB – Importance

- Ratings of the perceived *importance* of each of the PSB purposes for all channels together remained high in 2012, with increases in perception of importance year-on-year for the Purpose 1 statement '*its news programmes are trustworthy*' (81% to 85%) and the Purpose 4 statement '*its programmes show different kinds of cultures within the UK*' (58% to 65%).
- Similarly, perceived *importance* of all PSB characteristics remained high in 2012, with increases for the statements *High Quality* (78% to 82%) and *Innovative* (65% to 70%).



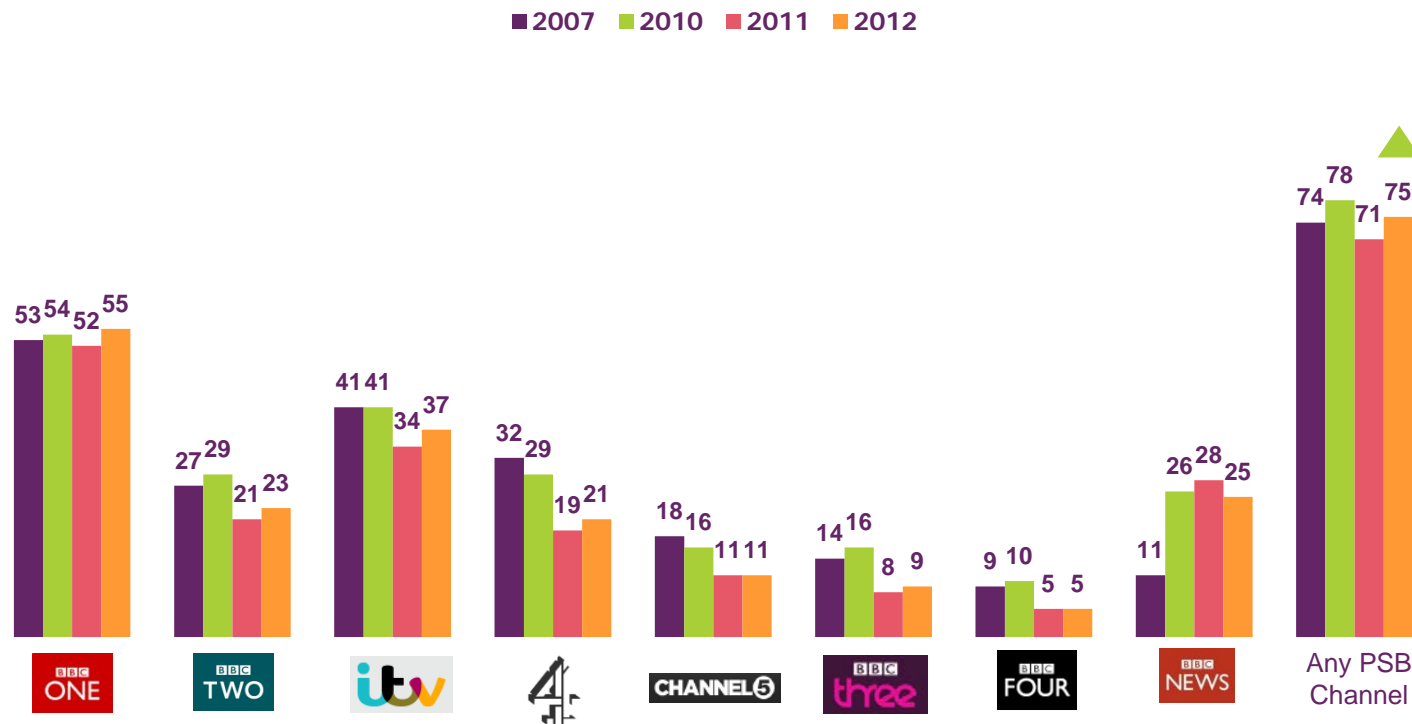
## Overview of PSB – Delivery

- In terms of delivery, ratings for both Purposes and Characteristics remained stable, with no significant upward or downward shifts.

## Overview of PSB – Importance vs. Delivery

- 2012 saw some small upward shifts in the perceived importance of several Purposes and Characteristics alongside flat ratings for delivery for PSB channels overall, particularly for the Purposes *'it portrays my region well to the rest of the UK'*, *'its programmes show different kinds of cultures within the UK'*, *'its programmes help me understand what's going on in the world today'* and *'it show high quality soaps/dramas made in the UK'*; and the Characteristics *'it shows programmes with new ideas and different approaches'* and *'it shows well-made high quality programmes'*.









## Fig 1 Proportion of UK sample that are self-claimed regular viewers



▲ Shows significant differences from 2011 to 2012 at 99% level

Base: All respondents (7192, 6964, 3109, 3025)

## Fig 2 Proportion of sample that are self-claimed regular viewers of each channel, within subgroups

									Any PSB Channel
<b>Total regular viewers (% of Total)</b>	55	23	37	21	11	9	5	25	75
<b>Male</b>	56	26	31	20	10	8	6	24	73
<b>Female</b>	55	20	43	22	13	10	4	25	77
<b>16-24</b>	46	14	35	29	10	19	6	18	70
<b>25-34</b>	48	15	35	27	11	12	4	17	68
<b>35-44</b>	58	23	38	22	13	10	3	28	76
<b>45-54</b>	57	24	39	20	12	7	6	27	77
<b>55-64</b>	61	30	41	16	9	2	6	24	81
<b>65+</b>	61	30	34	14	12	6	7	31	78
<b>AB</b>	58	27	29	23	10	9	5	27	74
<b>C1C2</b>	54	22	39	22	11	9	5	24	74
<b>DE</b>	55	22	40	17	13	10	6	24	77
<b>England</b>	55	23	36	21	11	9	5	24	74
<b>Scotland</b>	58	20	43	23	12	7	5	27	78
<b>Wales</b>	61	28	42	24	17	12	8	31	80
<b>N Ireland</b>	51	18	51	28	10	10	4	22	79
<b>White</b>	56	24	38	21	11	9	6	24	75
<b>MEG</b>	47	15	27	22	12	15	3	26	69

Base: All respondents in each demographic group



## Fig 3 The importance of PSB purposes 1 and 2

2012 Importance rating: 10/9/8/7

2011

2010

2007

Purpose 1

Its news programmes are trustworthy

Its programmes help me understand what's going on in the world today

\*Its regional news programmes provide a wide range of good quality news about my area

Purpose 2

It shows interesting programmes about history, sciences or the arts



▲ Shows significant differences from 2011 to 2012 at 99% level

Extent to which the characteristics is important, where 10 means 'extremely important' and 1 means 'not at all important'

Base: All respondents (2007 = 5357, 2010 (asked of Sample A only) = 3569, 2011 = 3109, 2012 = 3025)

\*NB: Before 2011 the third statement from the top asked as: 'Its (regional)/ news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area/ Scotland/Wales/NI'



## Fig 4 The importance of PSB purposes 3 and 4

2012 Importance rating: 10/9/8/7

2011

2010

2007

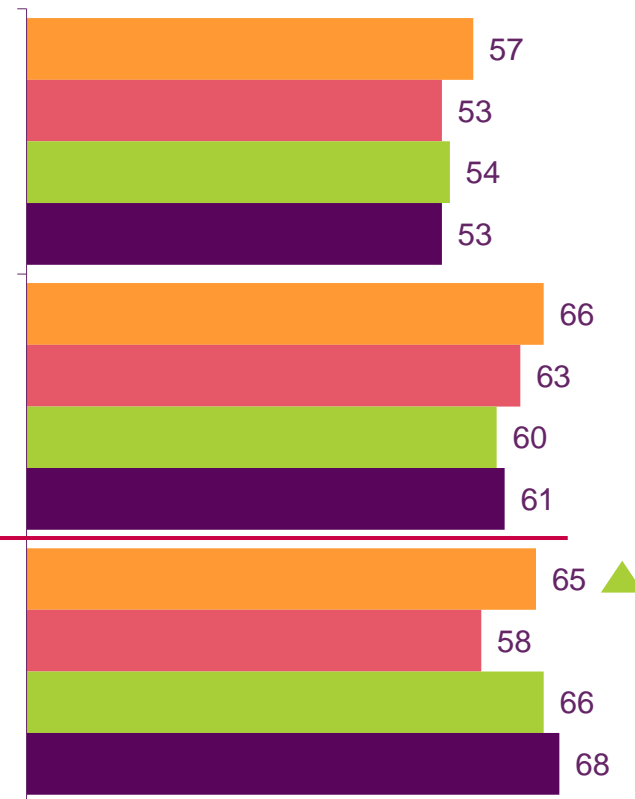
### Purpose 3

It shows high quality soaps or dramas made in the UK

\* It portrays my region/Scotland/Wales/Northern Ireland fairly to the rest of the UK

### Purpose 4

Its programmes show different kinds of cultures within the UK



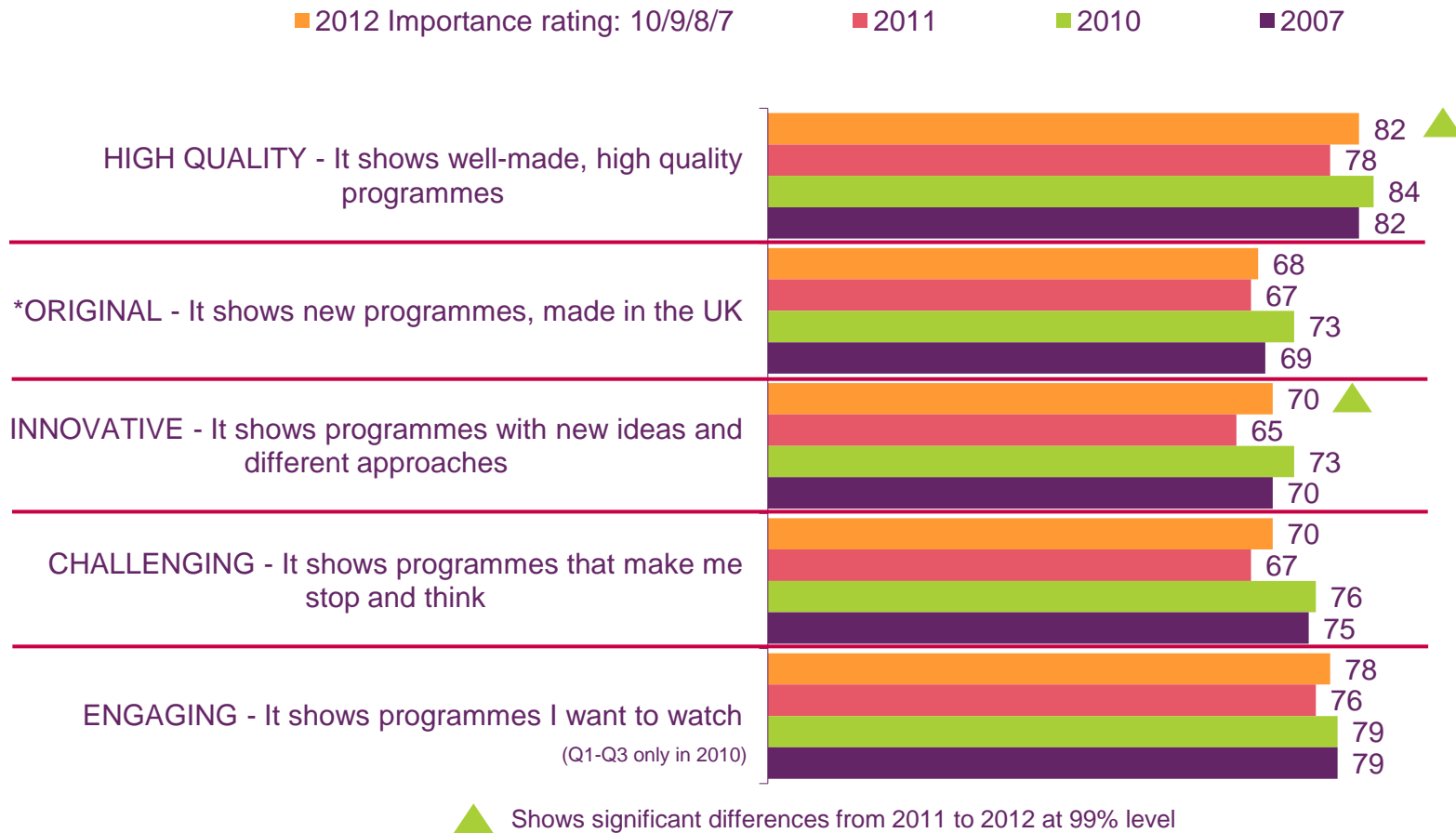
▲ Shows significant differences from 2011 to 2012 at 99% level

Extent to which the characteristics is important, where 10 means 'extremely important' and 1 means 'not at all important'

Base: All respondents (2007 = 5357, 2010 (asked of Sample A only) = 3569, 2011 = 3109, 2012 = 3025)

\*NB: Before 2011 the second statement was asked as 'It portrays my region/Scotland/Wales/Northern Ireland well to the rest of the UK'

## Fig 5 The importance of PSB characteristics



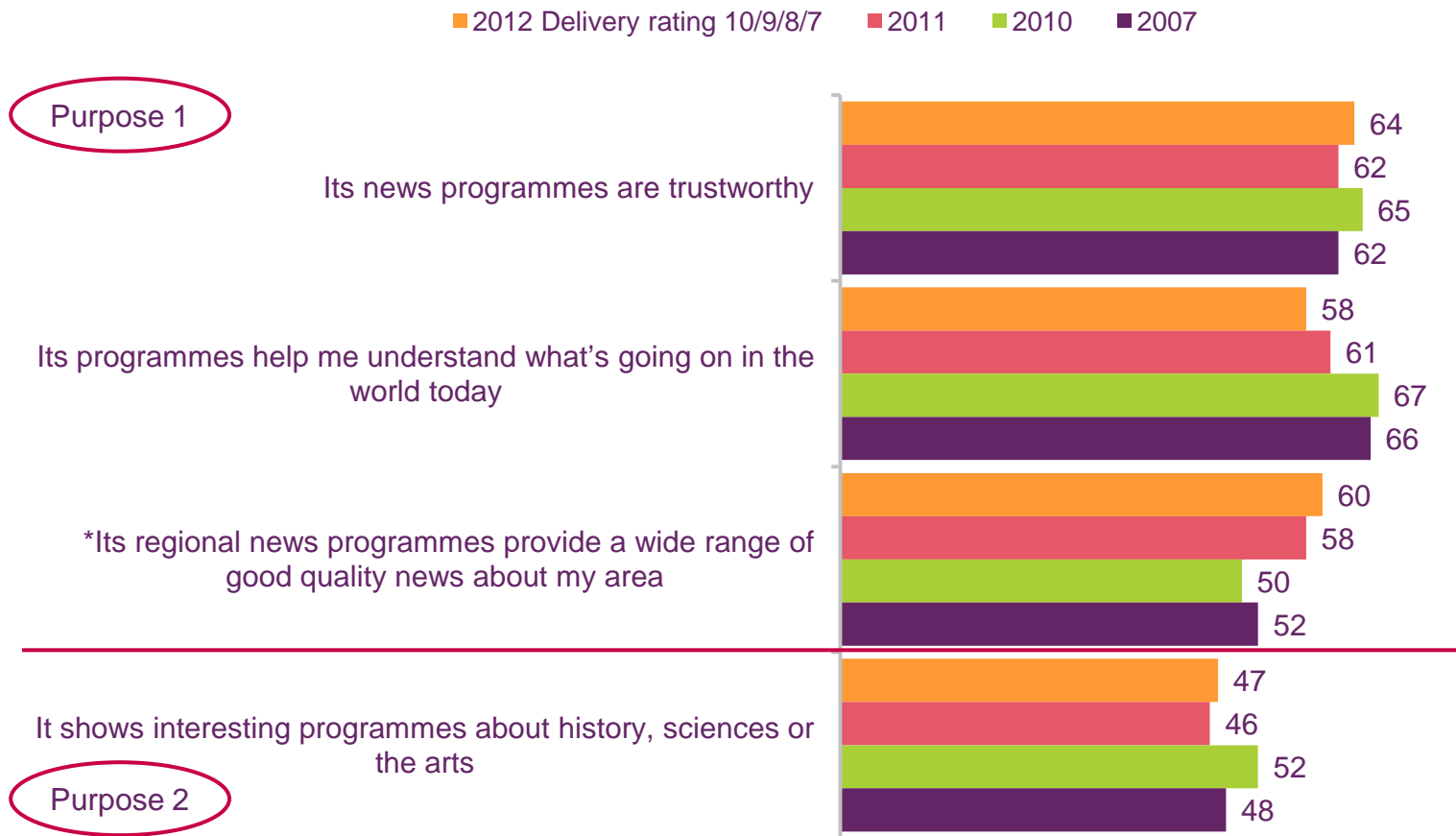
Extent to which the characteristics is important, where 10 means “extremely important” and 1 means “not at all important”

Base: All respondents (2007 = 5357, 2010 (asked of Sample A only) = 3569, 2011 = 3109, 2012 = 3025)

\*NB: Before 2011 the second statement from the top asked as: ‘It shows *enough* new programmes made in the UK’.



## Fig 6 The delivery of PSB purposes 1 and 2



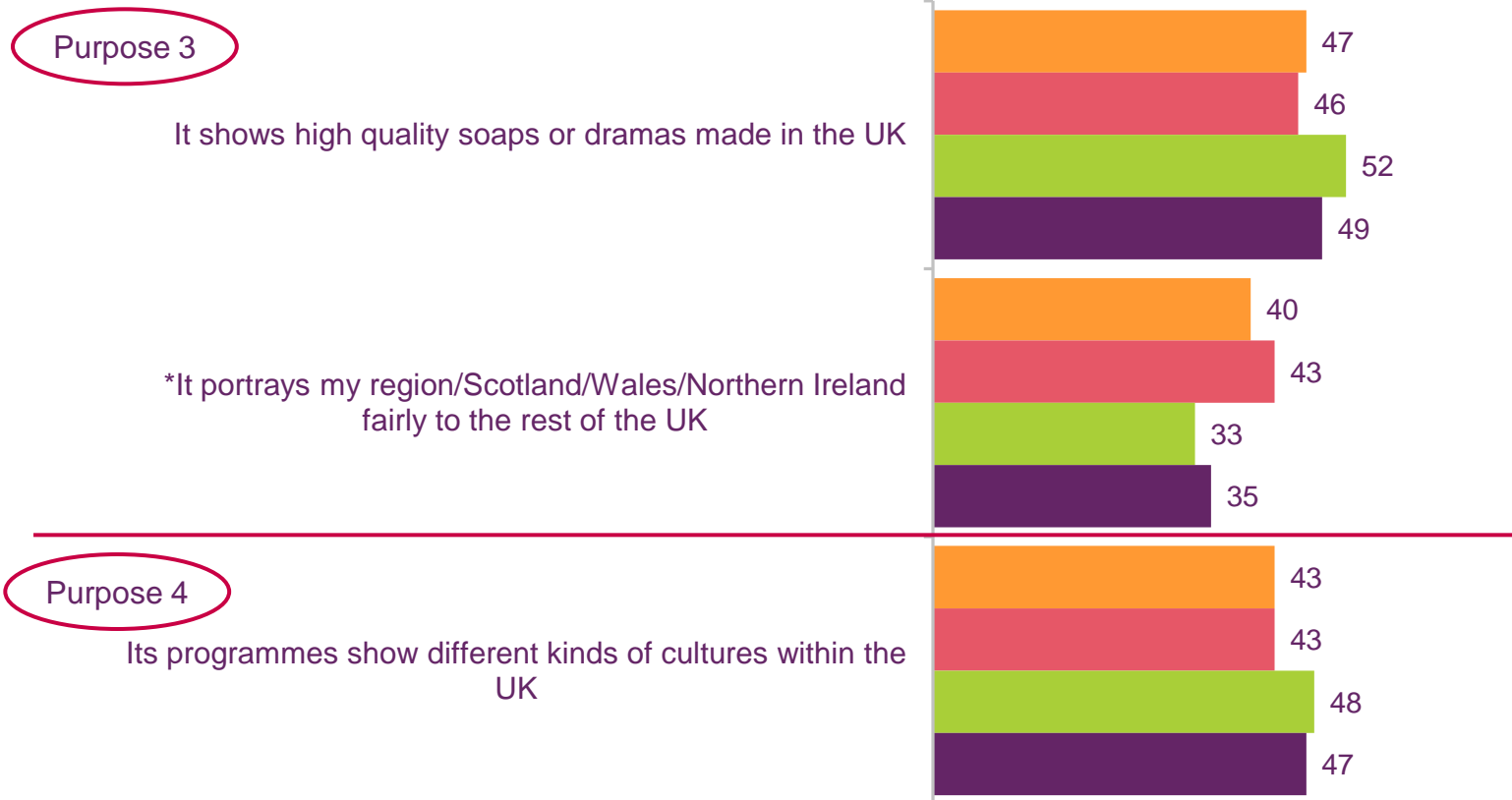
Extent to which the characteristic applies to the channels together, where 10 is the highest score and 1 is the lowest.

Base: All respondents who watch any PSB channels regularly or occasionally. All Channels Combined (2007 = 7105, 2010 = 6909; 2011 = 3079, 2012 = 2983)

\*NB: Before 2011 the third statement from the top asked as: 'Its (regional)/ news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area/ Scotland/Wales/NI'

## Fig 7 The delivery of PSB purposes 3 and 4

2012 Delivery rating 10/9/8/7    2011    2010    2007

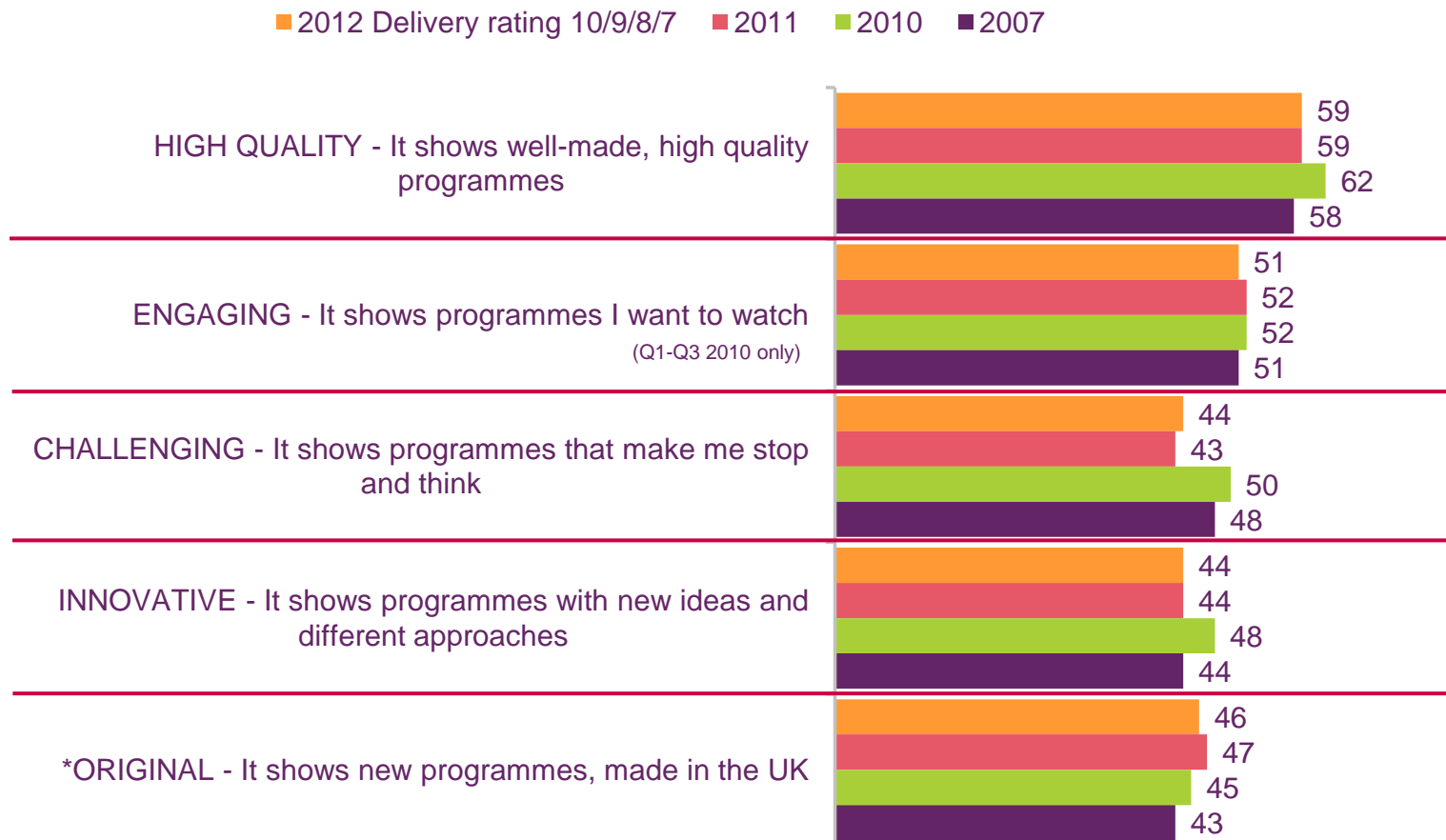


Extent to which the characteristic applies to the channels together, where 10 is the highest score and 1 is the lowest.

Base: All respondents who watch any PSB channels regularly or occasionally. All Channels Combined (2007 = 7105, 2010 = 6909, 2011 = 3079, 2012 = 2983)

\*NB: Before 2011 the second statement from the top was asked as 'It portrays my region/Scotland/Wales/Northern Ireland well to the rest of the UK'

## Fig 8 The delivery of PSB characteristics



Extent to which the characteristic applies to the channels together, where 10 is the highest score and 1 is the lowest.

Base: All respondents who watch any PSB channels regularly or occasionally. All Channels Combined (2007 = 7105, 2010 = 6909, 2011 = 3079, 2012 = 2983)

\*NB: Before 2011 the last statement asked as: 'It shows *enough* new programmes made in the UK'



## Fig 9 Summary of the importance and delivery of PSB Purposes and Characteristics 2012

Purposes	Importance	Delivery
Its news programmes are trustworthy	85%	64%
Its programmes help me understand what's going on in the world today	80%	58%
Its regional news programmes provide a wide range of good quality news about my area	78%	60%
It shows interesting programmes about history, sciences or the arts	68%	47%
It portrays my region/Scotland/Northern Ireland/Wales fairly to the rest of the UK	66%	40%
Its programmes show different kinds of cultures within the UK	65%	43%
It shows high quality soaps or dramas made in the UK	57%	47%
Characteristics		
It shows well-made, high quality programmes	82%	59%
It shows programmes I want to watch	78%	51%
it shows programmes that make me stop and think	70%	44%
It shows new programmes, made in the UK	68%	46%
It shows programmes with new ideas and different approaches	70%	44%

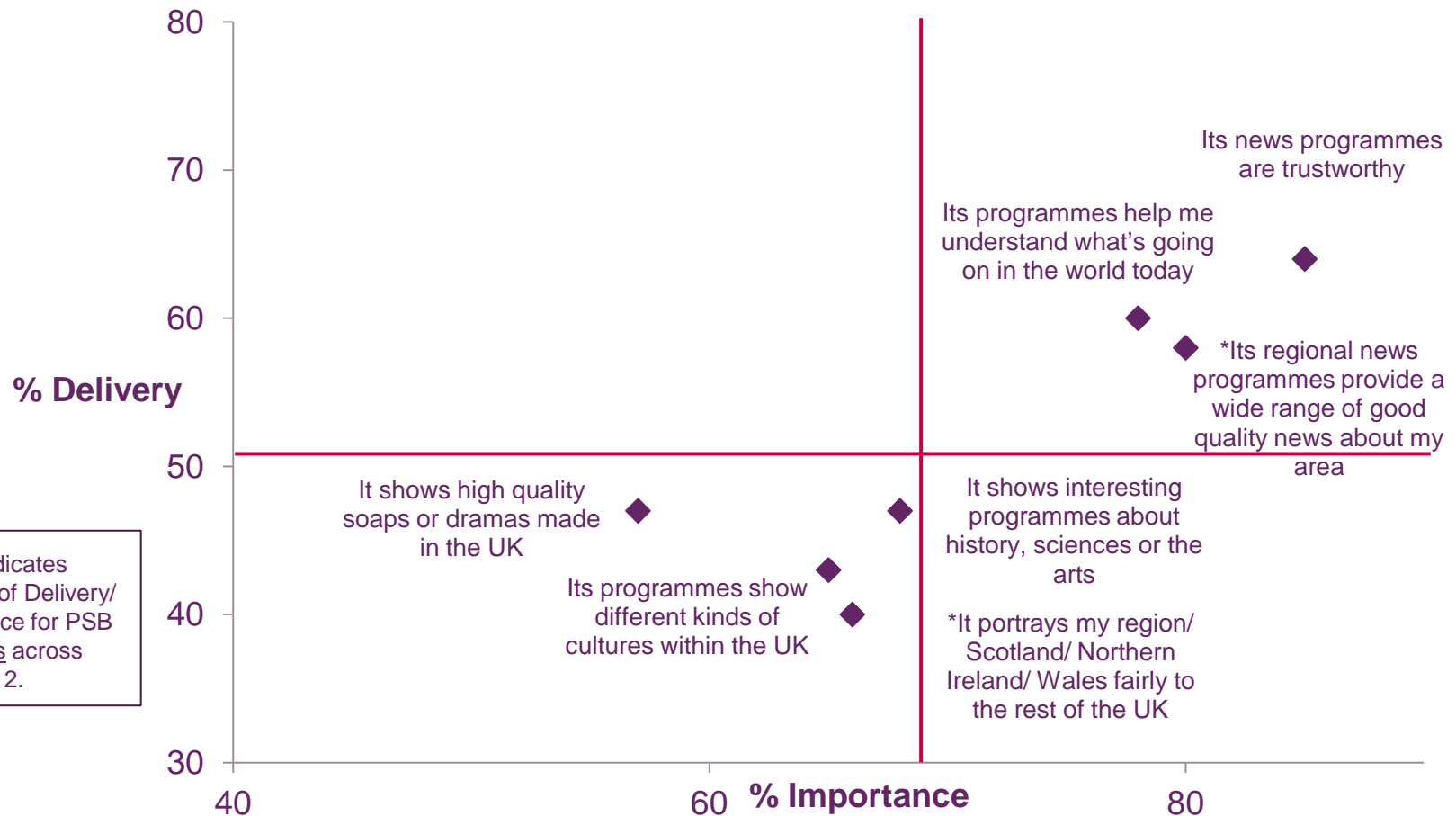
Summary % of respondents rating Importance/Delivery 10/9/8/7

Base for Importance: All respondents (3025); Base for Delivery: All respondents who watch any PSB channels regularly or occasionally (2983)

Slightly amended wording of some statements since 2011: previous wording: 'Its (regional)/ news programmes *for people in Scotland/Wales/NI* provide a wide range of good quality news about my area/ *Scotland/Wales/NI*'; 'It portrays my region/Scotland/Northern Ireland/Wales *well* to the rest of the UK'; 'It shows *enough* new programmes, made in the UK';



## Fig 10a Summary of the importance and delivery of PSB purposes



Summary % of respondents rating 10/9/8/7

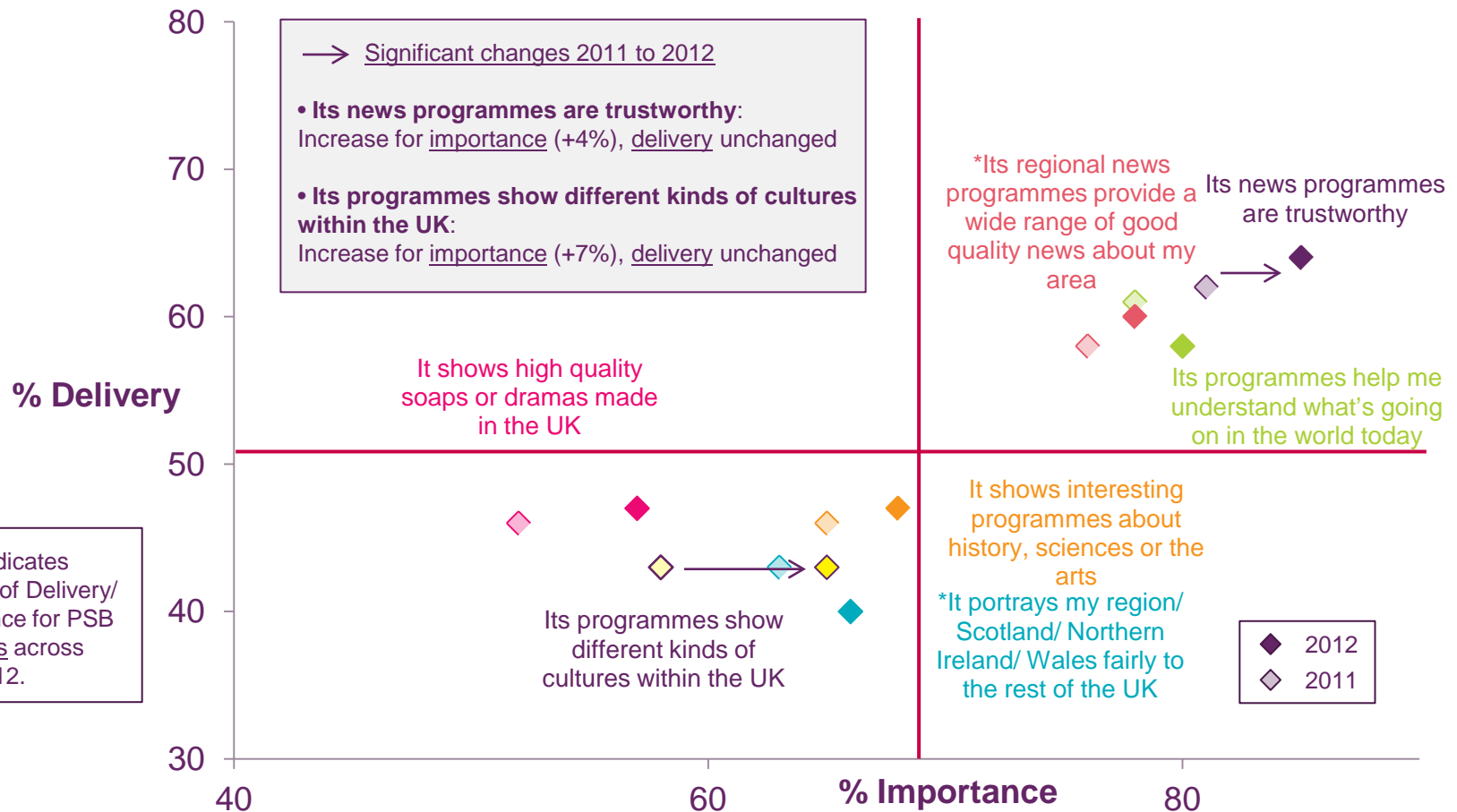
Base for Importance: All (3025); Base for Delivery: All respondents who watch any PSB channels regularly or occasionally (2983)

Slightly amended wording of some statements since 2011: previous wording: 'Its (regional)/ news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area/ Scotland/Wales/NI'; 'It portrays my region/Scotland/Northern Ireland/Wales well to the rest of the UK'; 'It shows enough new programmes, made in the UK';





## Fig 10b Summary of the importance and delivery of PSB purposes



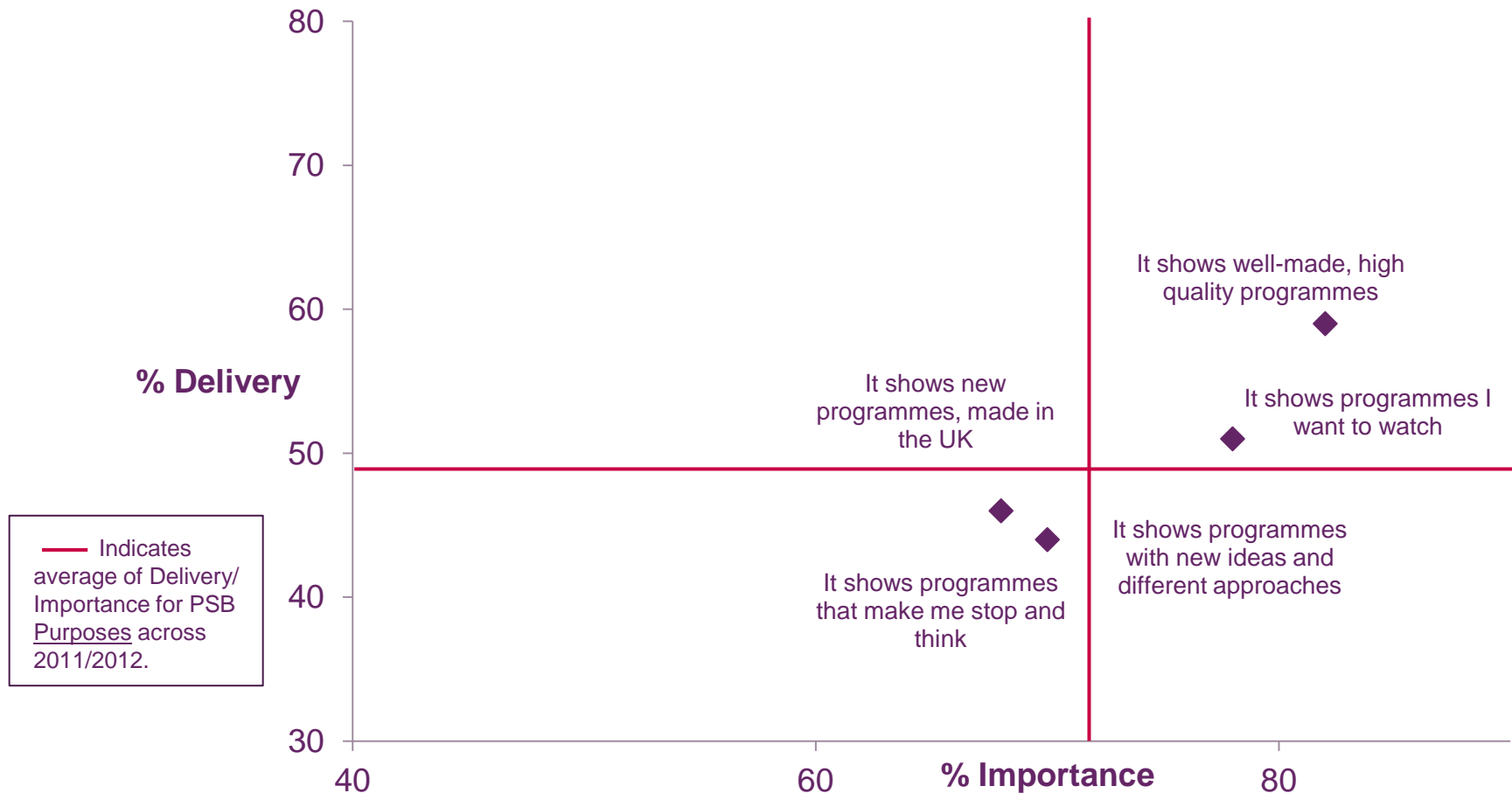
Summary % of respondents rating 10/9/8/7

Base for Importance: All respondents (3025); Base for Delivery: All respondents who watch any PSB channels regularly or occasionally 2011 (3079), 2012 (2983)

Slightly amended wording of some statements since 2011: previous wording: 'Its (regional)/ news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area/ Scotland/Wales/NI'; 'It portrays my region/Scotland/Northern Ireland/Wales well to the rest of the UK'; 'It shows enough new programmes, made in the UK';



## Fig 11a Summary of the importance and delivery of PSB characteristics



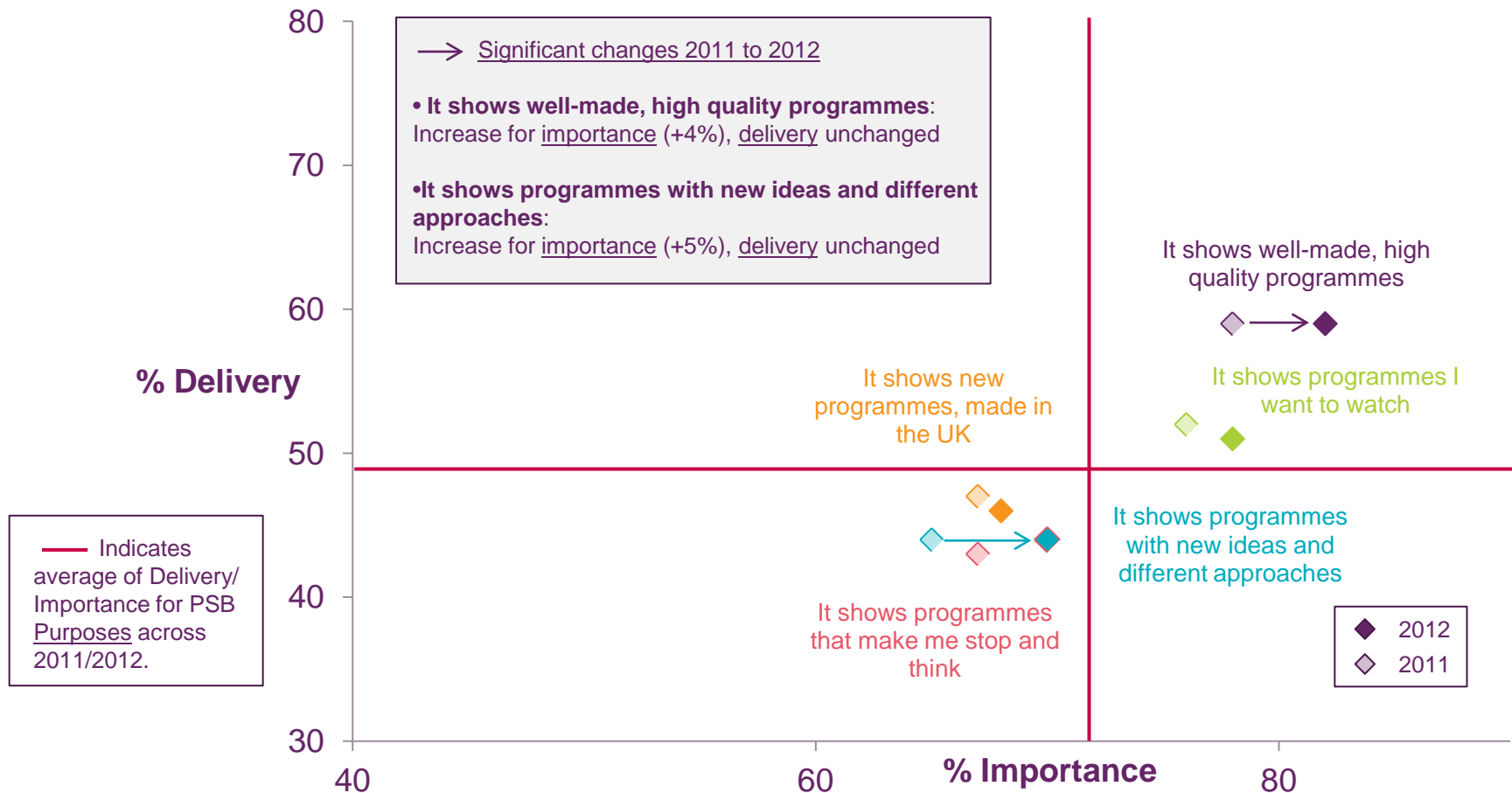
Summary % of respondents rating 10/9/8/7

Base for Importance: All respondents (3025); Base for Delivery: All respondents who watch any PSB channels regularly or occasionally (2983)

Slightly amended wording of some statements since 2011: previous wording: 'Its (regional)/ news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area/ Scotland/Wales/NI'; 'It portrays my region/Scotland/Northern Ireland/Wales well to the rest of the UK'; 'It shows enough new programmes, made in the UK';



## Fig 11b Summary of the importance and delivery of PSB characteristics



Summary % of respondents rating 10/9/8/7

Base for Importance: All (3025); Base for Delivery: All respondents who watch any PSB channels regularly or occasionally 2011 (3079), 2012 (2983)

Slightly amended wording of some statements since 2011: previous wording: 'Its (regional)/ news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area/ Scotland/Wales/NI'; 'It portrays my region/Scotland/Northern Ireland/Wales well to the rest of the UK'; 'It shows enough new programmes, made in the UK';

## PSB nations and regions news



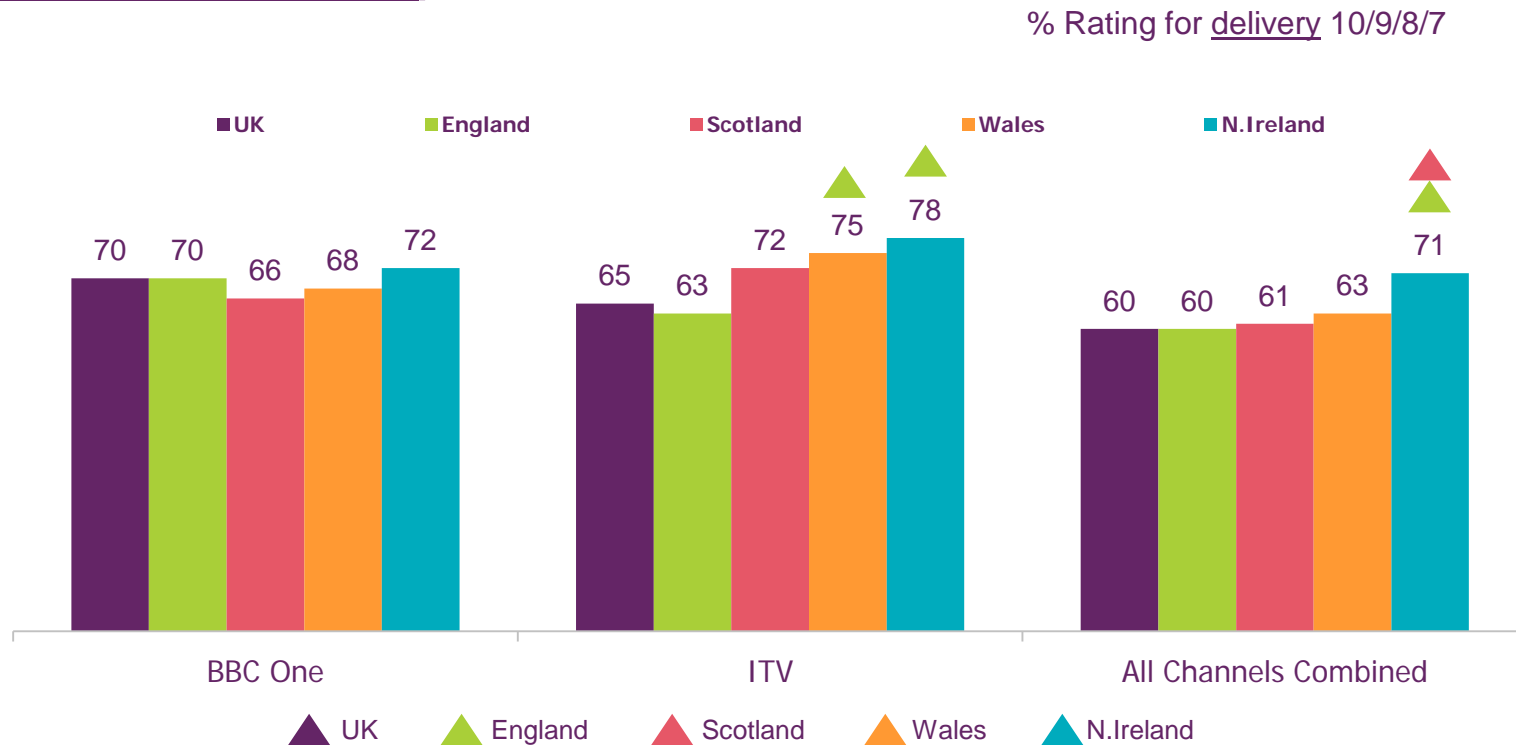
## PSB nations/regions news

- The focus of this section is on opinion of PSB nations/regions news programming in the UK nations, which is reflected in the statement *'its regional news programmes provide a wide range of programmes about my area'*.
- This statement is one element of Purpose 1 – *'to inform ourselves and others and to increase our understanding of the world through news, information and analysis of current events and ideas'*.

### Key themes

- Views in the nations about the provision of nations/regions news vary:
  - All Channels Combined
    - From 2011 to 2012 opinion on the delivery of nations/regions news for all channels combined has remained stable in all UK nations. As in 2011, Northern Ireland rated delivery significantly higher than England and Scotland.
  - BBC One
    - BBC One saw a significant upward shift in opinion from 2011 to 2012 of its delivery of nation's/region's news in England whilst remaining static for each of the other nations.
  - ITV
    - From 2011 to 2012 opinion on the delivery of nations/regions for ITV has remained stable in all UK nations. Wales and Northern Ireland rated delivery significantly higher than England.

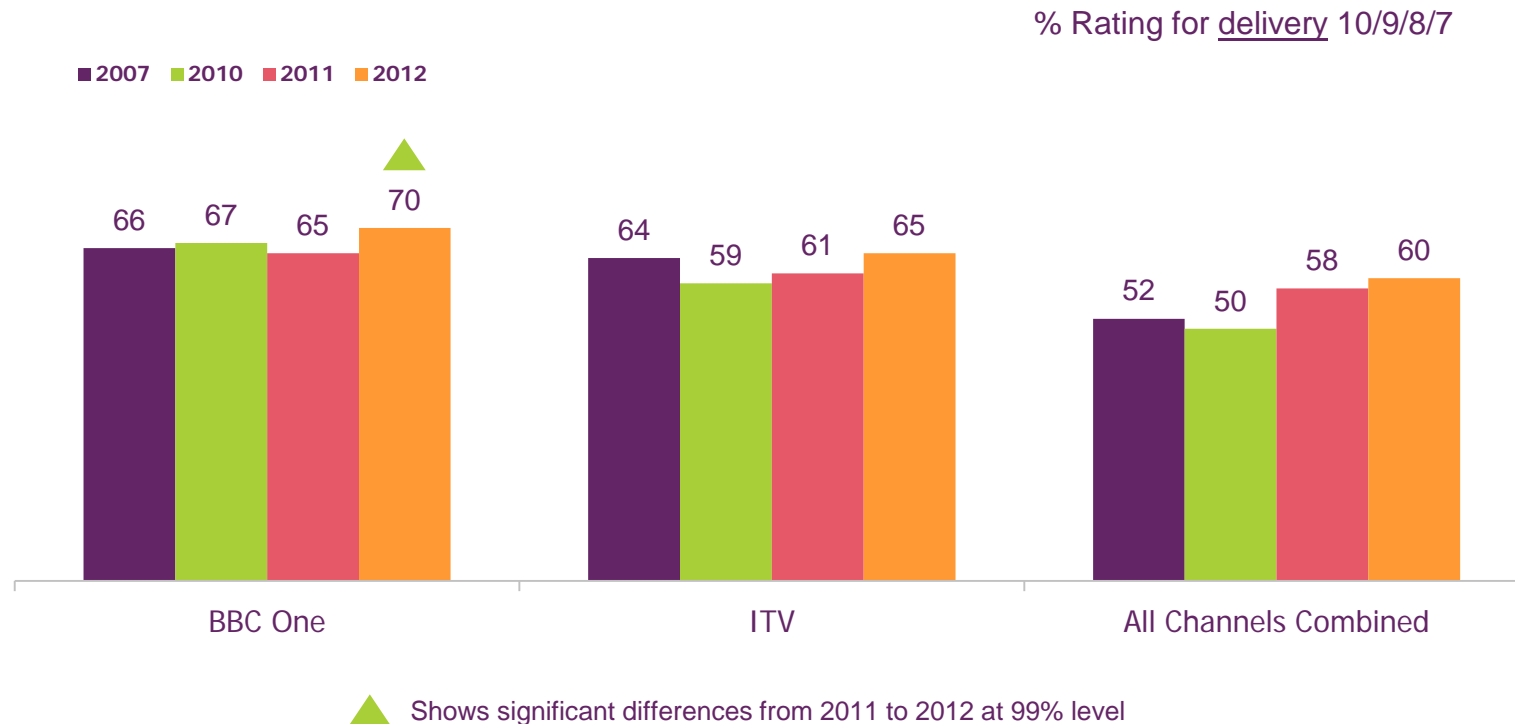
**Fig 12 'Its regional news programmes provide a wide range of good quality news about my area' (2012 split by nation)**



Shows significant differences between nations for BBC One/ITV/All channels combined, 99% level

Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel  
 Base for individual channels: Self-reported regular viewers of each in each nation (BBC One =1683,887,289,276,231. ITV = 1214,577,214,191,232)  
 Base for 'All channels combined': All respondents who ever watch any PSB channels in each nation (2983,1593,493,447,450)  
 NB: Before 2011 the statement was asked as 'Its (regional)/ news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area/ Scotland/Wales/NI'

**Fig 13 'Its regional news programmes provide a wide range of good quality news about my area' (all nations combined)**



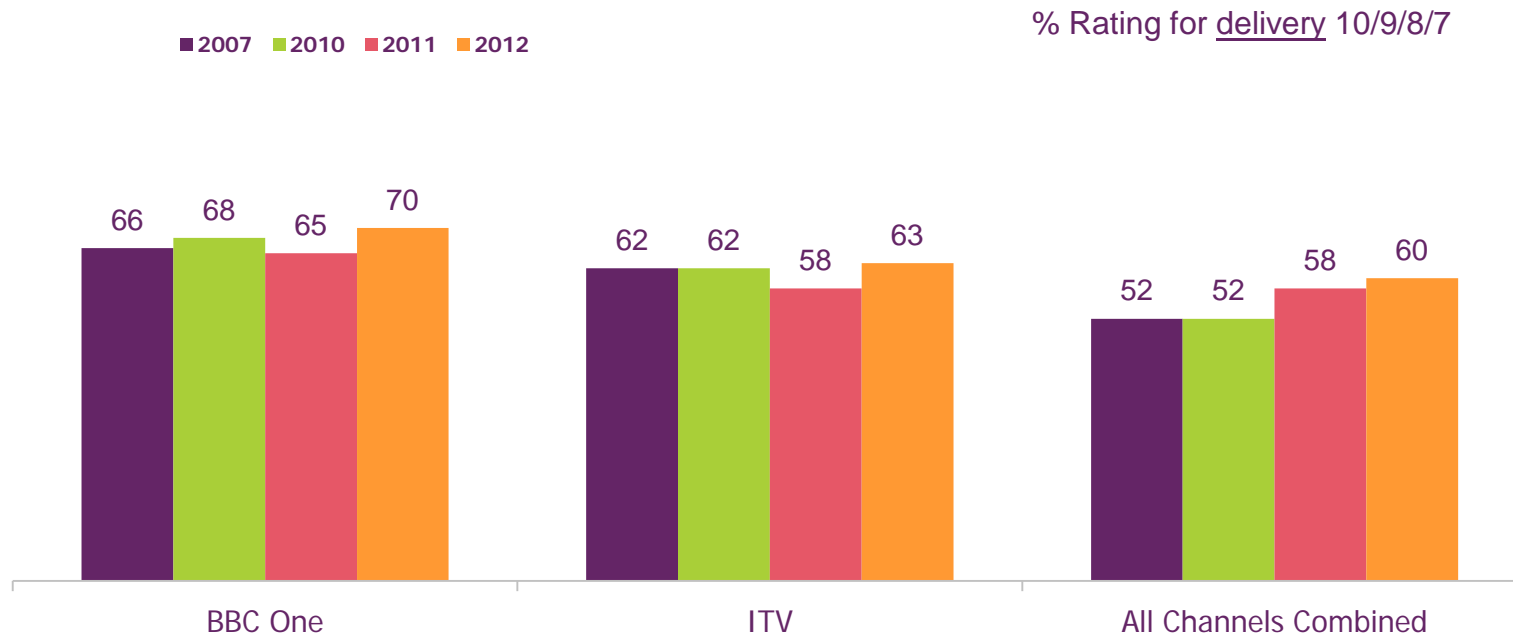
Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel

Base for individual channels: Self-reported regular viewers of each channel (BBC One = 4938, 4998, 1597, 1683; ITV = 3724, 3518, 1107, 1214)

Base for 'All channels combined': All respondents who ever watch any PSB channels (7105, 6909, 3079, 2983)

NB: Before 2011 the statement was asked as 'Its (regional)/ news programmes for people in Scotland/Wales/NI provide a wide range of good quality news about my area/ Scotland/Wales/NI'

**Fig 14 'Its regional news programmes provide a wide range of good quality news about my area' (based on all respondents in England)**

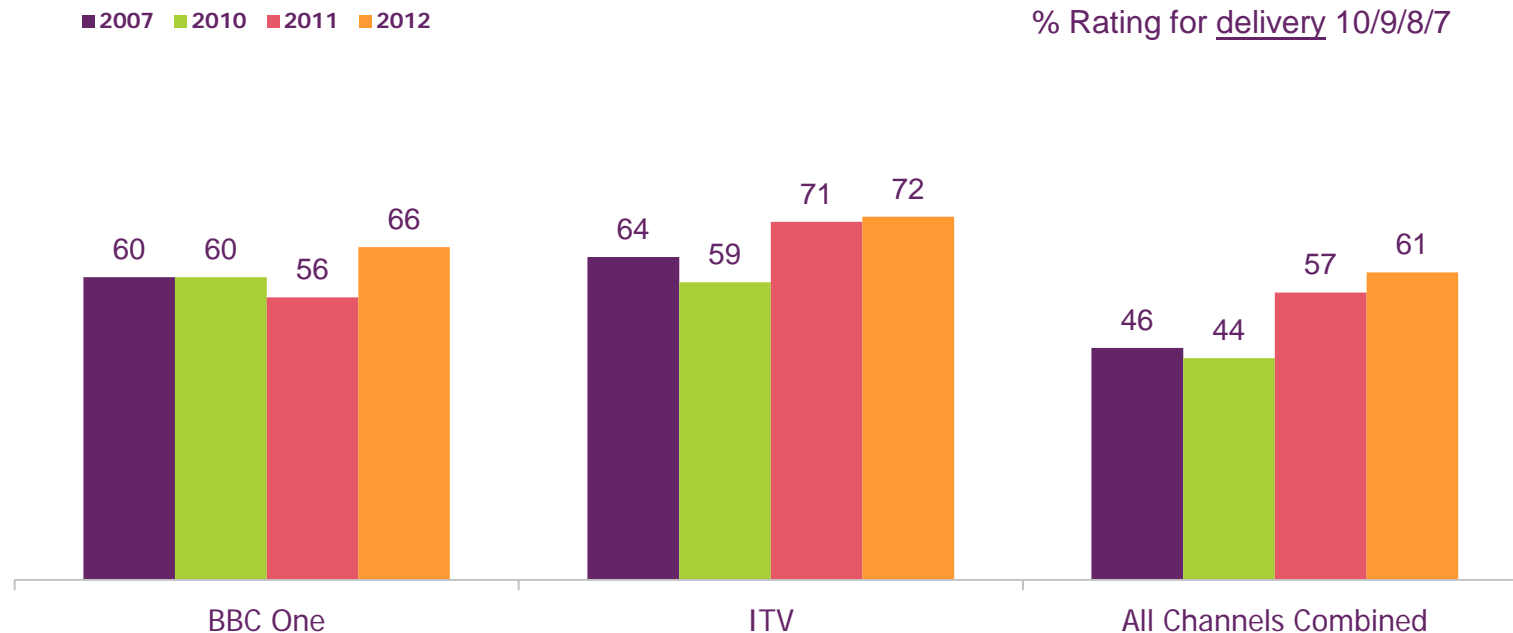


No significant differences from 2011 to 2012 at 99% level

Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel  
 Base for individual channels: Self-reported regular viewers of each channel in England (BBC One = 2813, 2861, 861, 887; ITV = 2039, 1944, 547, 577)  
 Base for 'All channels combined': All respondents in England who ever watch any PSB channels (4062, 3942, 1647, 1593)



**Fig 15 'Its regional news programmes provide a wide range of good quality news about my area' (based on all respondents in Scotland)**



No significant differences from 2011 to 2012 at 99% level

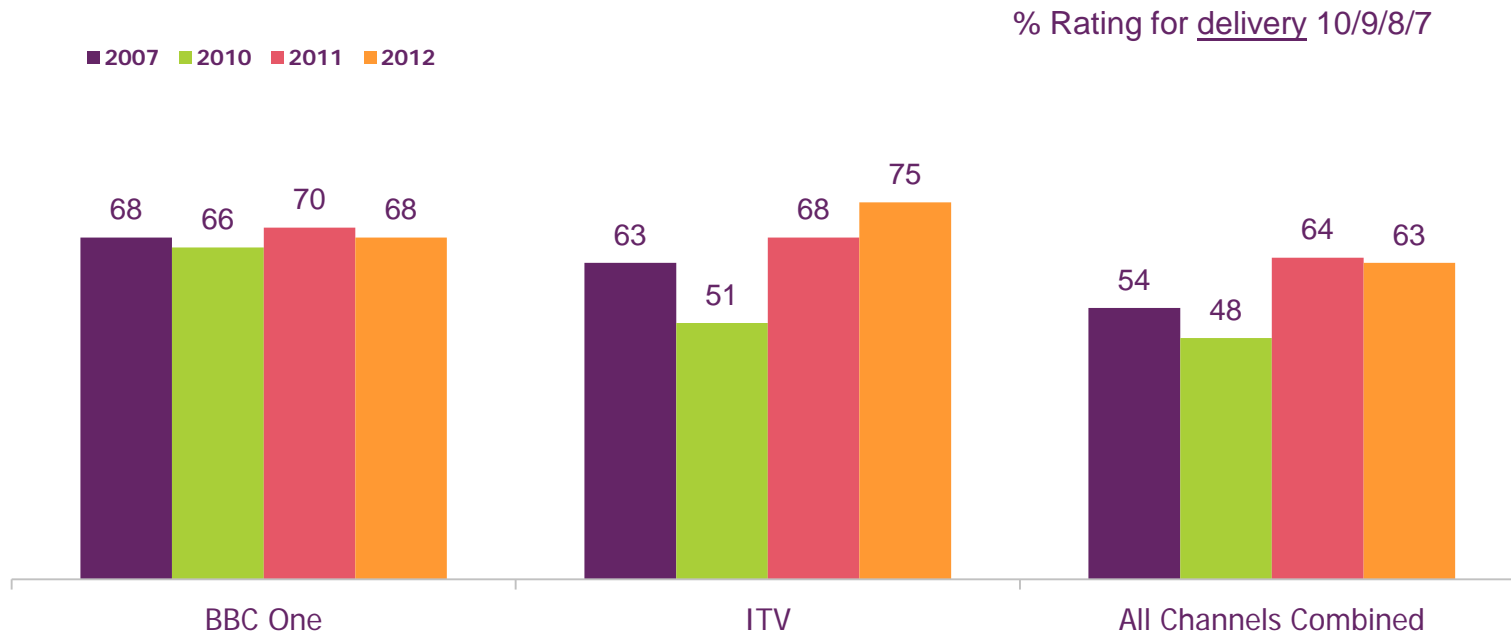
Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel

Base for individual channels: Self-reported regular viewers of each channel in Scotland. (BBC One = 698, 698, 234, 289; ITV = 534, 481, 189, 214)

Base for 'all channels combined': all respondents in Scotland who ever watch any PSB channels (1022, 984, 499, 493)

NB: Before 2011 the statement was asked as 'Its news programmes for people in Scotland provide a wide range of good quality news about Scotland'

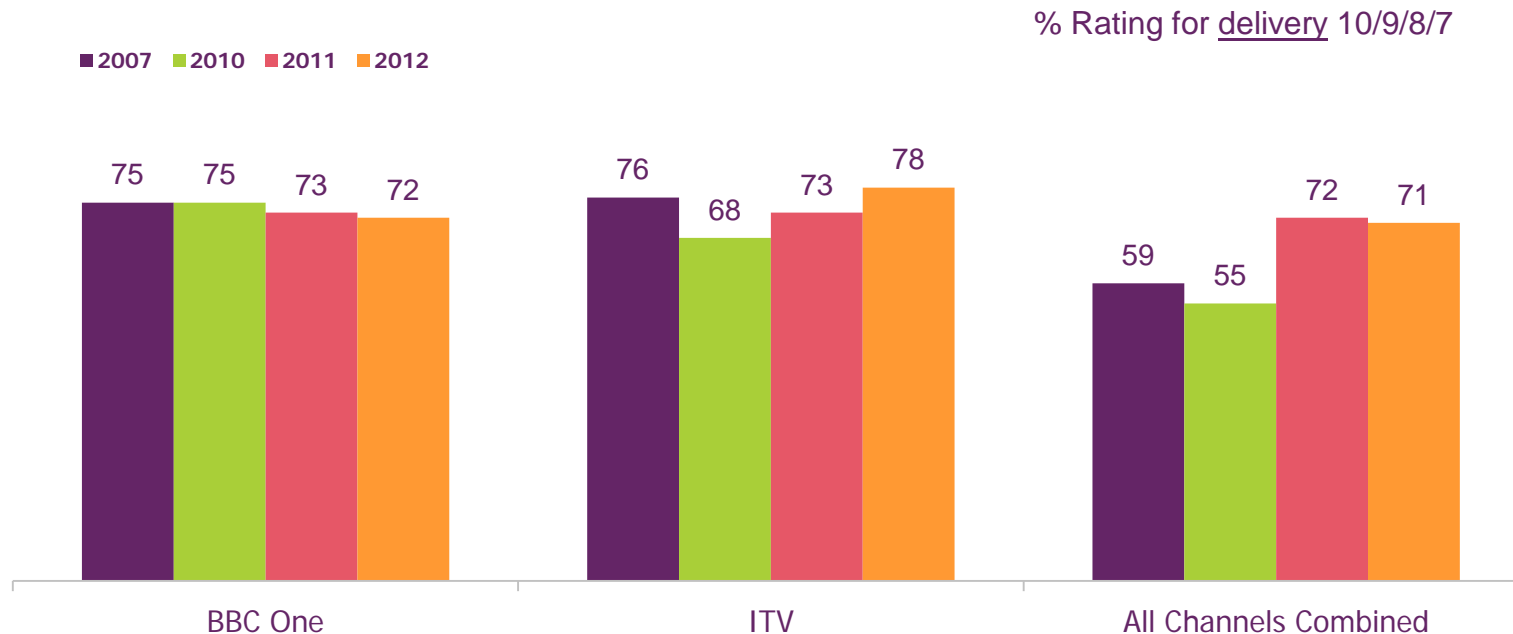
**Fig 16 'Its regional news programmes provide a wide range of good quality news about my area' (based on all respondents in Wales)**



No significant differences from 2011 to 2012 at 99% level

Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel  
 Base for individual channels: Self-reported regular viewers of each channel in Wales. (BBC One = 744, 758, 268, 276; ITV = 568, 511, 175, 191)  
 Base for 'all channels combined': All respondents in Wales who ever watch any PSB channels (1006, 996, 474, 447)  
 NB: Before 2011 the statement was asked as 'Its news programmes for people in Wales provide a wide range of good quality news about Wales'

**Fig 17 'Its regional news programmes provide a wide range of good quality news about my area' (based on all respondents in Northern Ireland)**



No significant differences from 2011 to 2012 at 99% level

Extent to which the channel is rated as 10/9/8/7 out of 10 in relation to the purpose/characteristic by regular viewers of each channel

Base for individual channels: Self-reported regular viewers of each channel in Northern Ireland (BBC One = 683, 681, 234, 231; ITV = 583, 582, 196, 232)

Base for 'all channels combined': All respondents in Northern Ireland who ever watch any PSB channels (1015, 987, 459, 450)

NB: Before 2011 the statement was asked as 'Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland'

## Individual PSB channel summaries



## PSB channel summaries (1)

- The following charts summarise audience opinion of the delivery of each of the Purposes and Characteristics for the five main PSB channels among regular viewers of each channel. This section also includes the ratings of the importance of a number of selected statements for both ITV and Channel 5 by all respondents.

### Key themes

- BBC One saw significant increases from 2011 to 2012 for delivery of around a quarter of its PSB Purposes and Characteristics, the most of any PSB channel. Specifically, BBC One saw increases in the Purpose 1 statement *'its regional news programmes provide a wide range of good quality news about my area'*, the Purpose 3 statement *'it shows high quality soaps/ dramas made in the UK'* and the Characteristic *'it shows well-made, high quality programmes'*.
- Whilst BBC Two saw rises on fewer measures of delivery than BBC One between 2011 and 2012, it saw the highest shift for any PSB channel, recording an 8% increase for the Purpose 2 statement *'it shows interesting programmes about history, science or the arts'*.

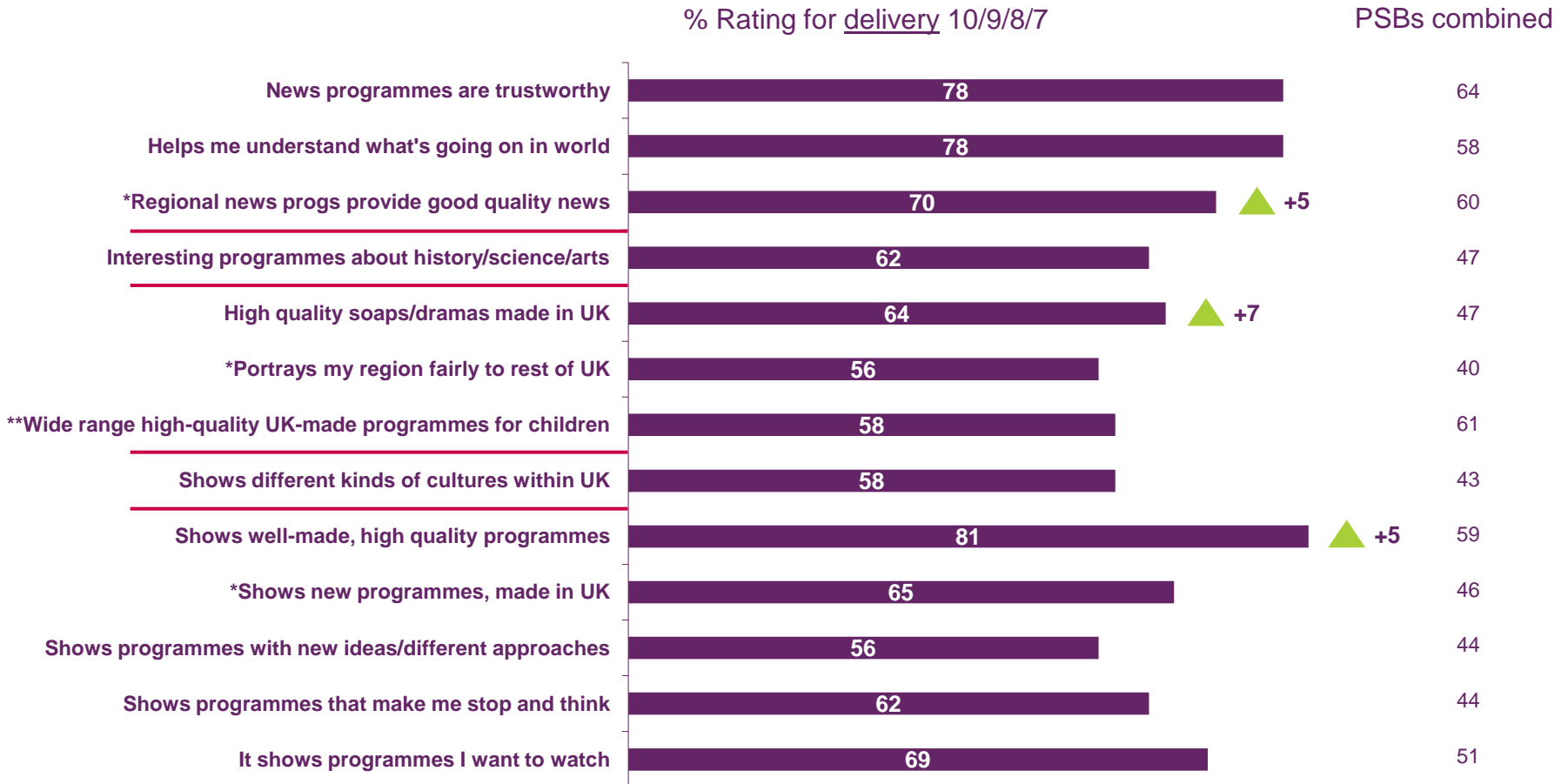


## PSB channel summaries (2)

- Amongst the UK population overall, perceptions of the importance of the Purpose 1 statement *'its programmes are trustworthy'* and the Purpose 3 statement *'it portrays my region fairly to the rest of the UK'* registered significant year-on-year increases; however in terms of delivery, perceptions of these amongst regular viewers of ITV remained stable. Nevertheless, there were some strong positive shifts from 2011 for ITV for delivery of the Purpose 2 statement *'it shows interesting programmes about history, science or the arts'*, the Purpose 4 statement *'its programmes show different kinds of cultures within the UK'* and the Characteristic *'it shows new programmes, made in the UK'* amongst its regular viewers.
- Opinions of Channel 4's delivery of PSB Purposes and Characteristics amongst its regular viewers was static compared to 2011.
- Overall, Channel 5 saw some increase in the perception of the importance of it providing the Purpose 1 statement *'its news programmes are trustworthy'* amongst all respondents; however, all other measures of importance and ratings for delivery of all PSB Purposes and Characteristics amongst regular viewers were stable from 2011.



## Fig 18 BBC One



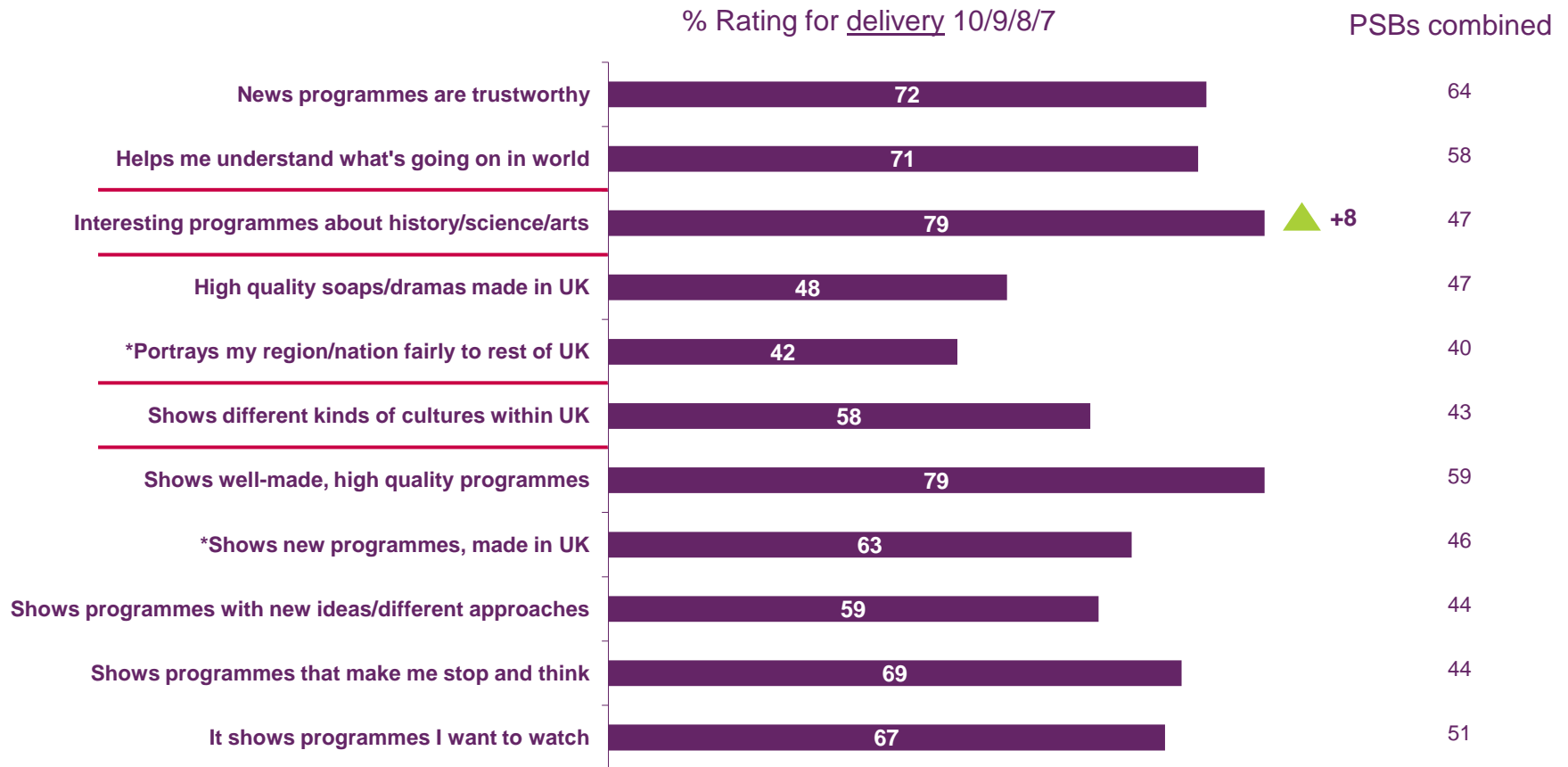
▲ Shows direction of significant differences from 2011 to 2012 at 99% level

Base: Self-reported regular viewers of BBC One (1683)

\*Slightly amended wording of statements since 2011. \*\*This statement was only rated by parents of children that watch children's shows on BBC One



## Fig 19 BBC Two



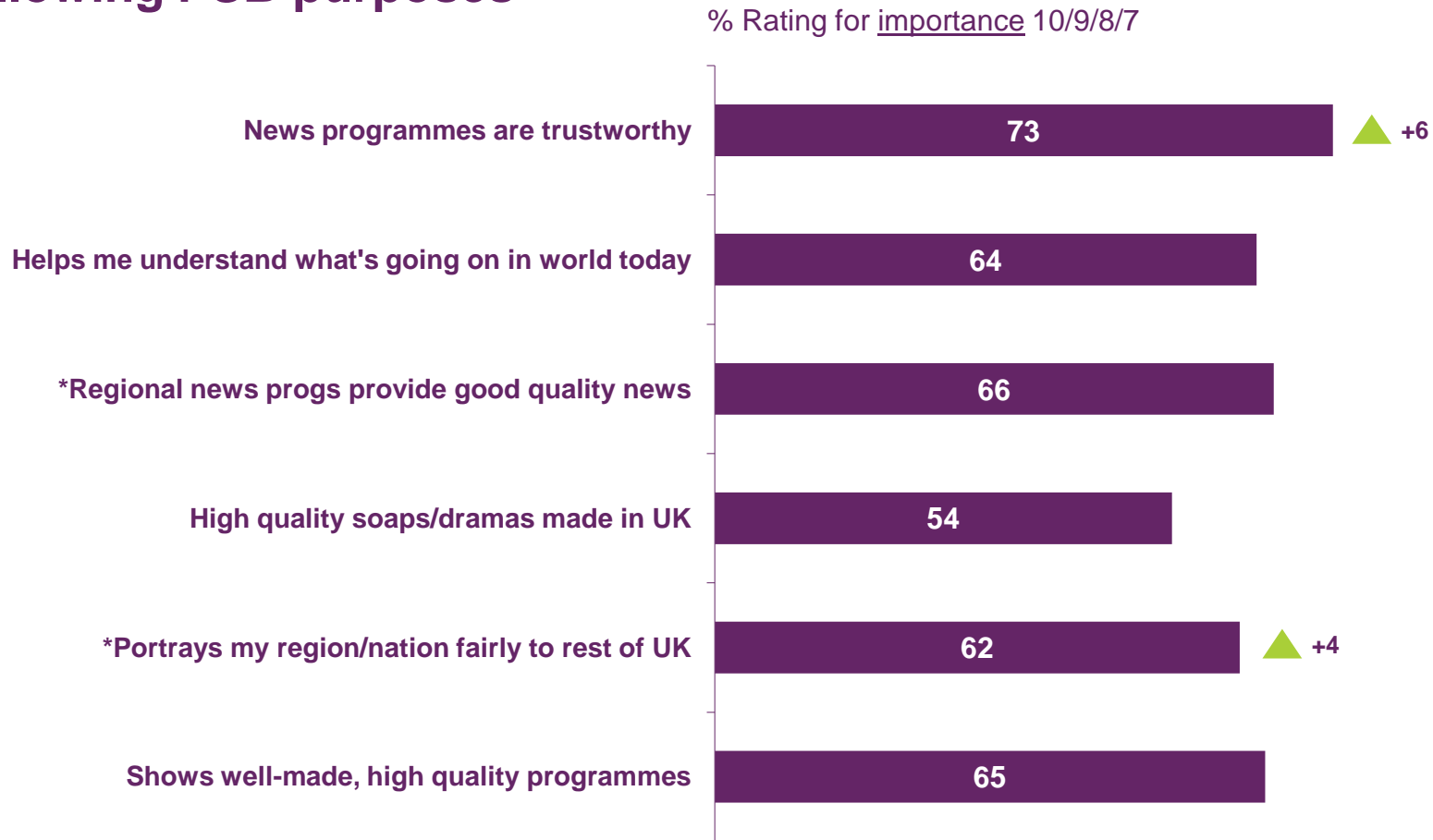
▲ Shows direction of significant differences from 2011 to 2012 at 99% level

Base: Self-reported regular viewers of BBC Two (684)

\*Slightly amended wording of statements since 2011



**Fig 20 ITV – the importance of ITV providing the following PSB purposes**

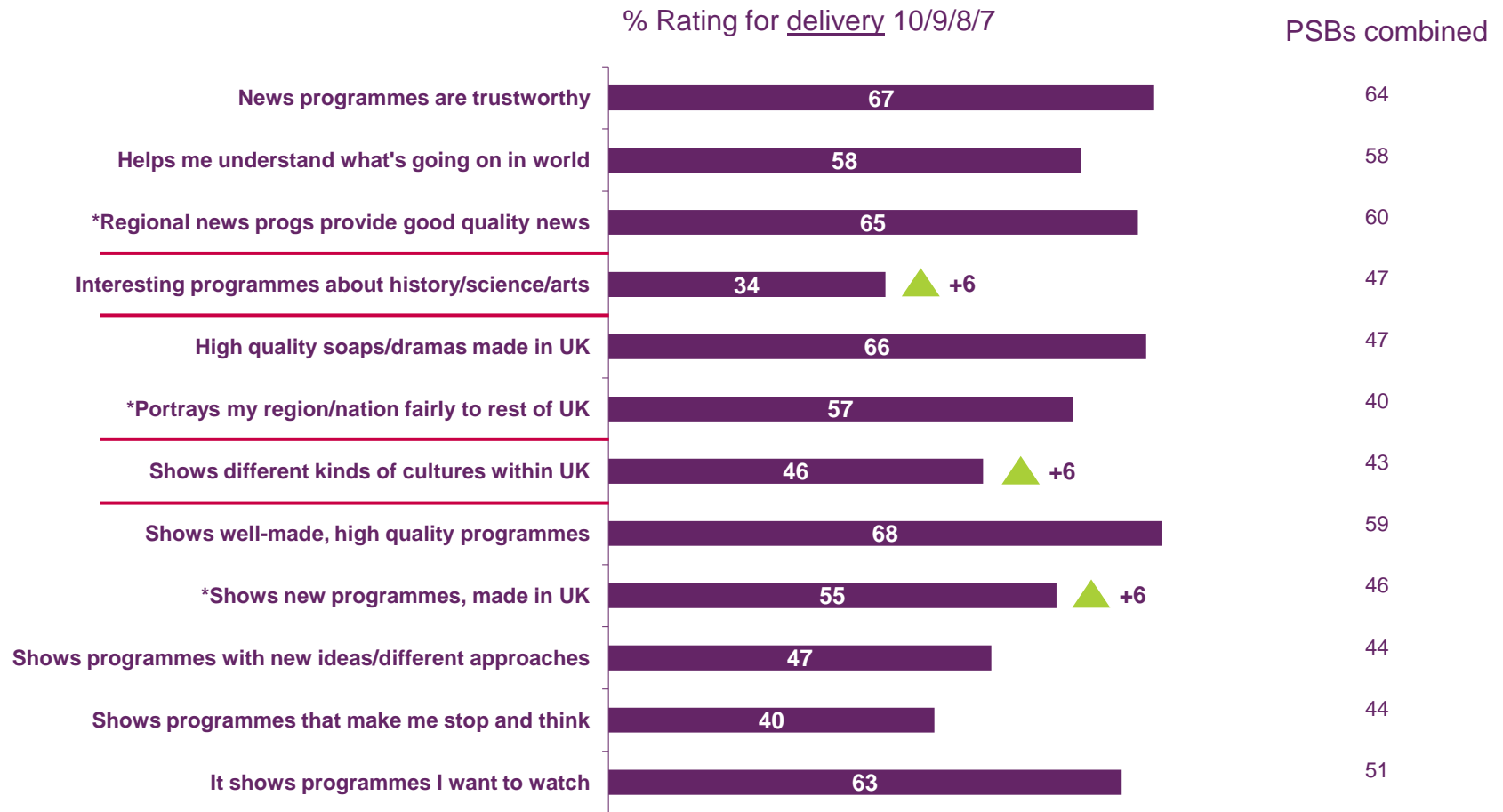


▲ Shows direction of significant differences from 2011 to 2012 at 99% level

Base: All respondents (3025).

\*Slightly amended wording of statements since 2011

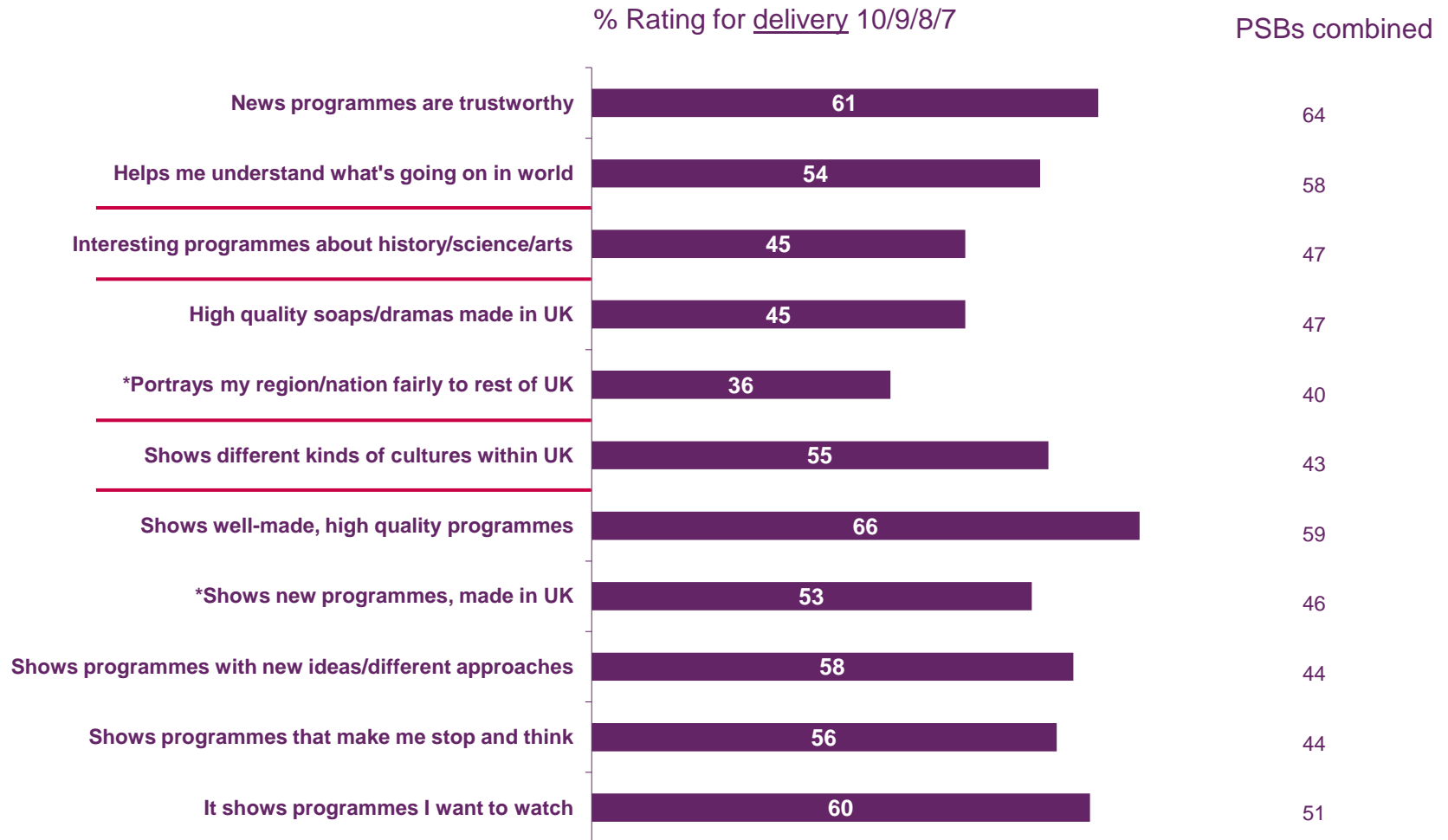
## Fig 21 ITV



▲ Shows direction of significant differences from 2011 to 2012 at 99% level

Base: Self-reported regular viewers of ITV (1214)  
 \*Slightly amended wording of statements since 2011

## Fig 22 Channel 4



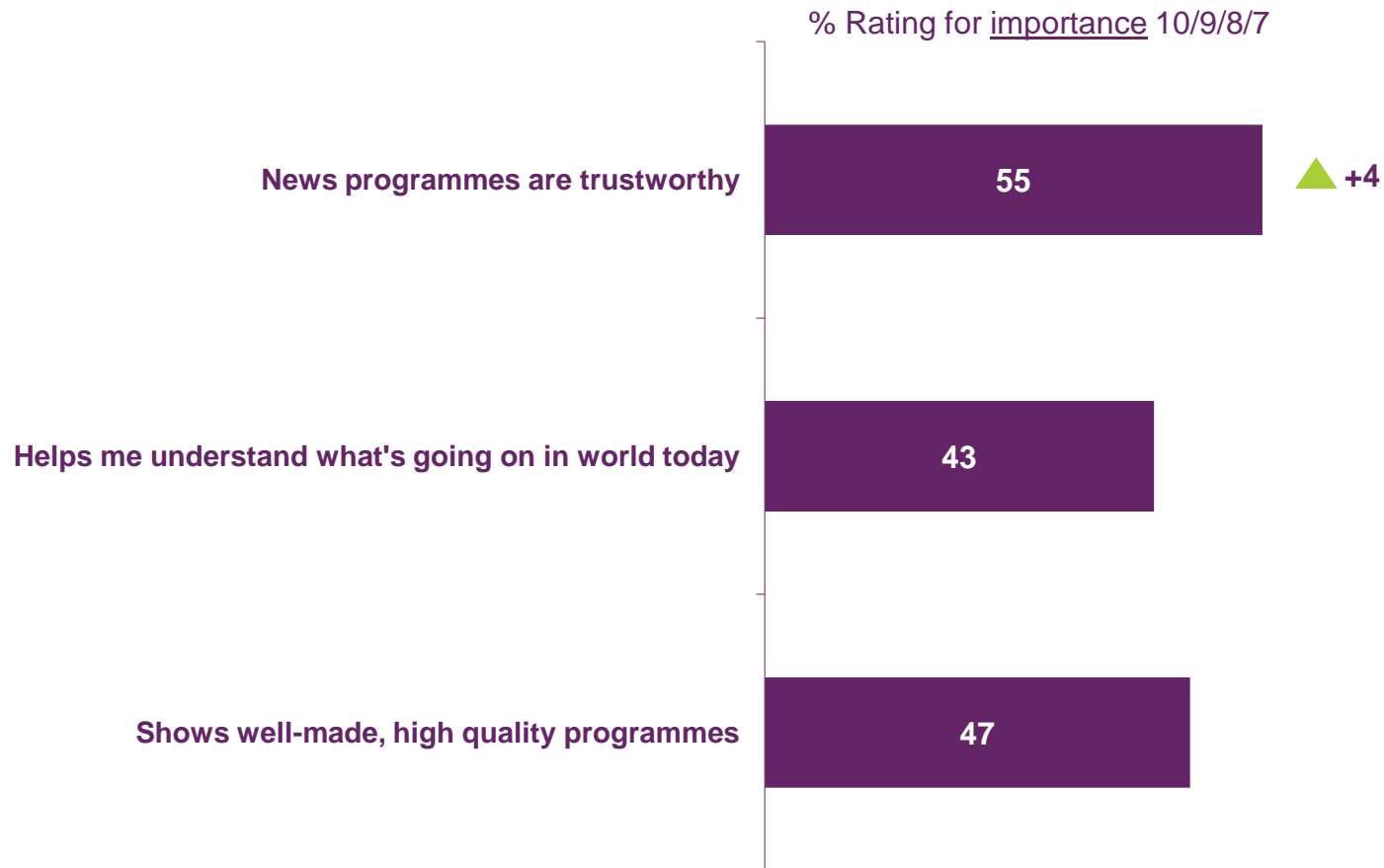
No significant differences from 2011 to 2012 at 99% level

Base: Self-reported regular viewers of Channel 4 (676)

\*Slightly amended wording of statements since 2011

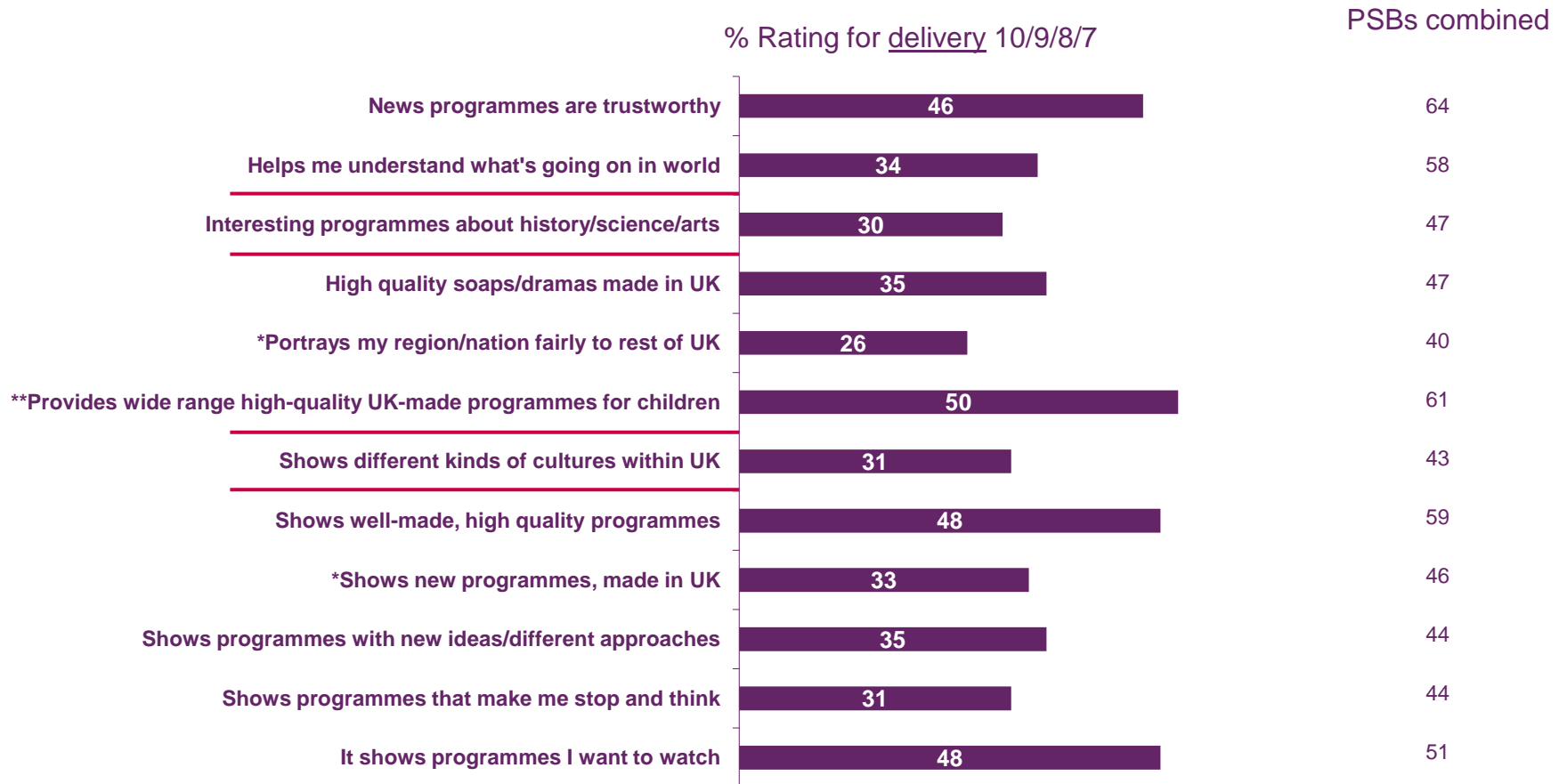


## Fig 23 Channel 5 – the importance of Channel 5 providing the following PSB purposes



▲ Shows direction of significant differences from 2011 to 2012 at 99% level

## Fig 24 Channel 5



No significant differences from 2011 to 2012 at 99% level

Base: Self-reported regular viewers of Channel 5 (361)

\*Slightly amended wording of statements since 2011. \*\*This statement was only rated by parents of children that watch children's shows on Channel 5

## Summary: S4C

The Welsh Authority had the statutory responsibility to provide S4C Digidol (digital) services for viewers in Wales.

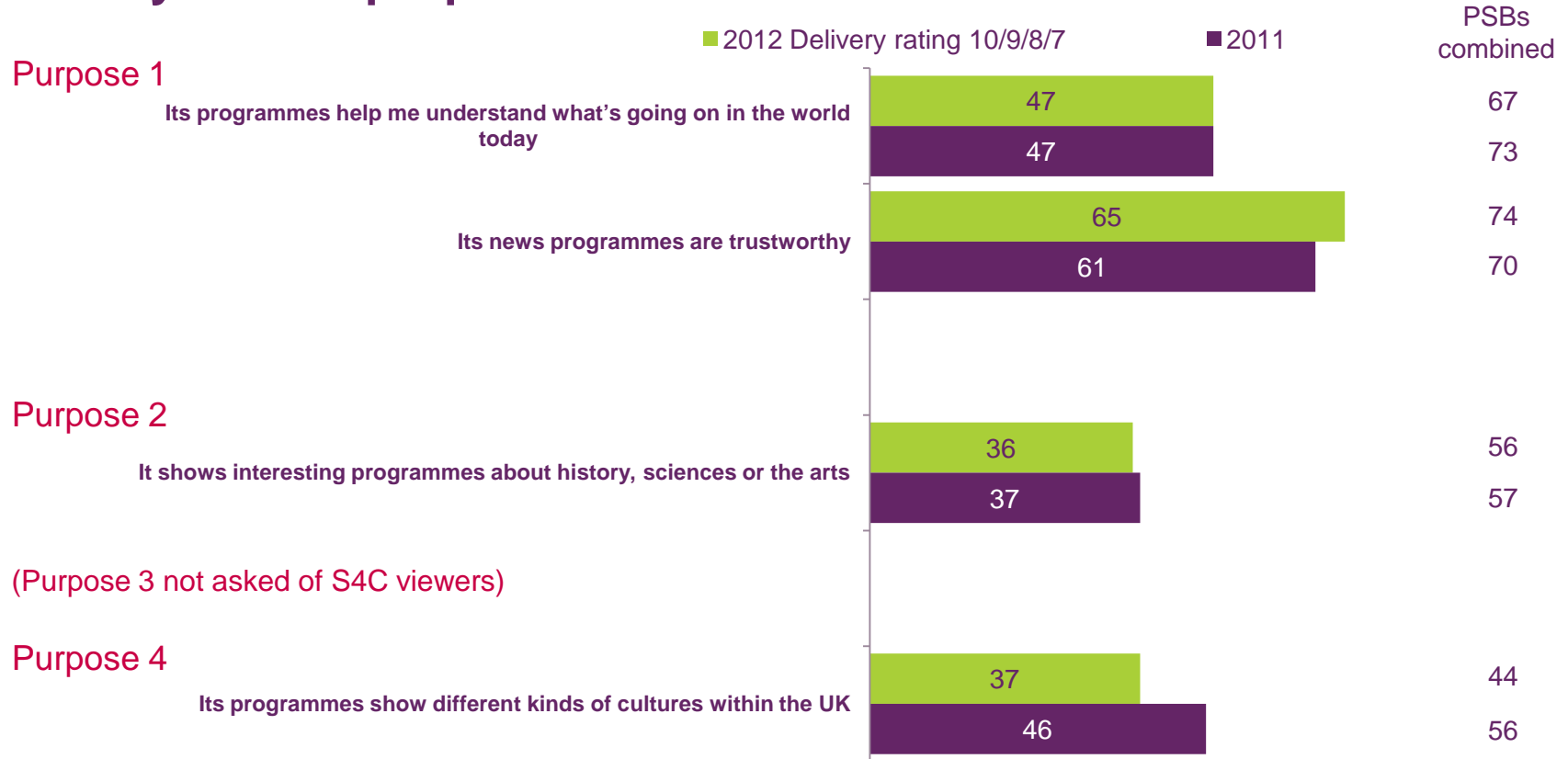
The Communications Act specifies that the S4C services must include News and Current Affairs programming, hence fewer Purposes are asked about.

- In order to provide relevant information about audience views relating to S4C programming in Welsh, the PSB Tracker has been boosted in Wales since January 2006. Opinions are based on *regular viewers of S4C*. The PSB Tracker results reported here are based on the Welsh boost sample.
- The PSB Tracker asks viewers of Welsh language programming on S4C how they rate S4C on achieving the PSB purposes and characteristics, and how they rate the PSB channels together on the same measures. It should be remembered that the PSB channels together are required to deliver the range of purposes and characteristics, rather than any channel alone. However, the remit of S4C and its role in a devolved nation mean that opinions relating to purpose 1 '*informing our understanding of the world*' are particularly relevant.

### Key themes

Amongst regular viewers of S4C Welsh language programming in 2012, there were no significant changes year-on-year for any of the Purposes or Characteristics.

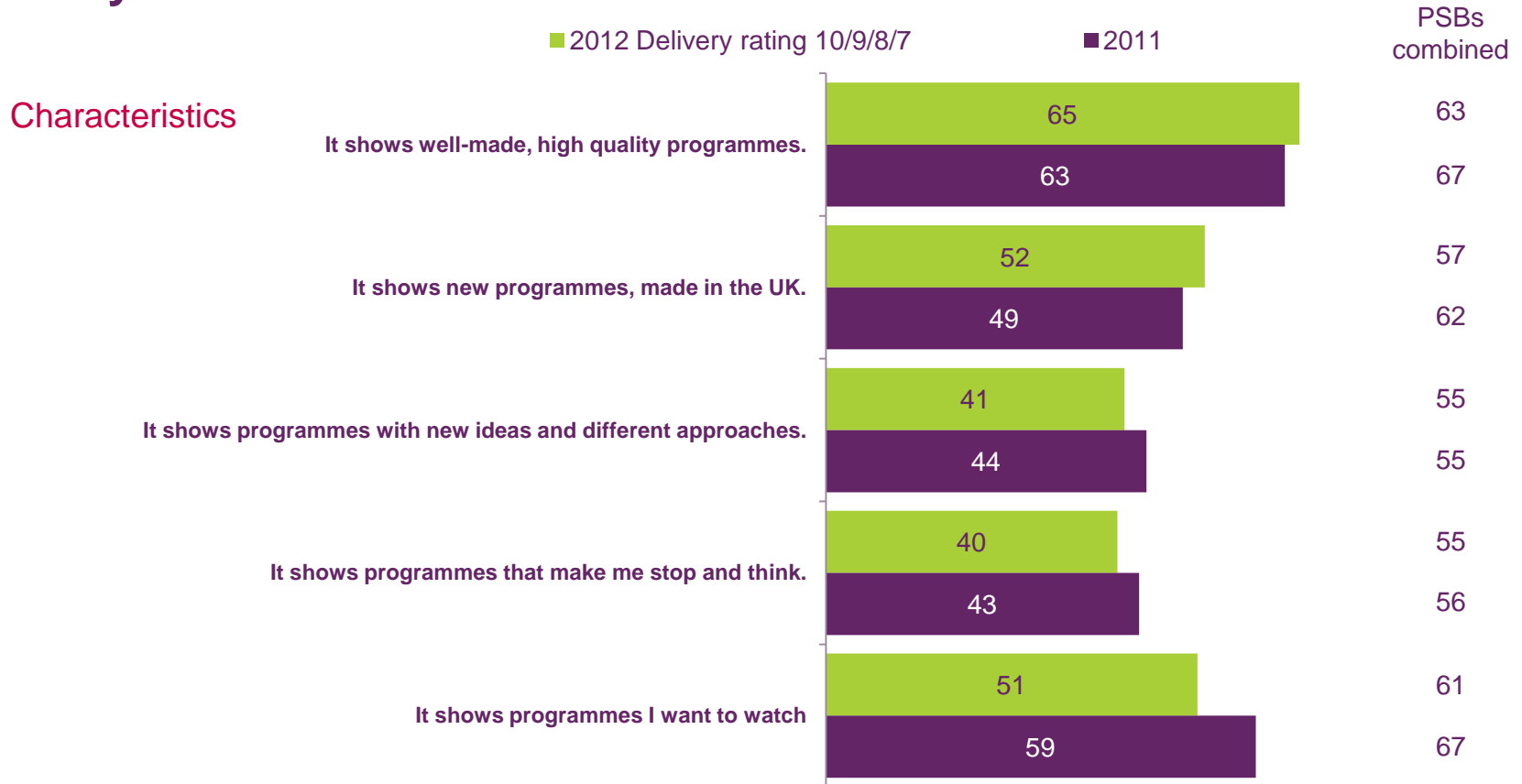
**Fig 25 S4C Welsh language viewer opinions of delivery of PSB purposes**



No significant differences from 2011 to 2012 at 99% level

Extent to which the characteristic applies to the channel(s), where 10 means 'applies completely' and 1 means 'does not apply at all'  
 Base: Self-reported regular viewers of S4C (150)

**Fig 26 S4C Welsh language viewer opinions of delivery of PSB characteristics**



No significant differences from 2011 to 2012 at 99% level

Extent to which the characteristic applies to the channel(s), where 10 means 'applies completely' and 1 means 'does not apply at all'  
 Base: Self-reported regular viewers of S4C (150)



## Overall satisfaction with PSB

## Overall satisfaction with PSB



- Respondents are asked to rate how satisfied they are that all of the main PSB channels put together are providing the Purposes and Characteristics. This section looks at overall satisfaction among the total sample as well as split by the various demographic sub-groups and methods of watching TV.

### Key themes

- Overall satisfaction with the delivery of PSB remained high with over three quarters (76%) of those who ever watch any PSB channel claiming to be either very or quite satisfied, in line with satisfaction in 2011 (80%).
- By age group, satisfaction with PSB in 2012 was significantly higher amongst 55-64 year olds (82%) compared to all respondents, but similar across all other age groups. There were no significant differences by socio-economic group.
- When asked their level of satisfaction compared to one year ago 13% claimed to be more satisfied, with 16% claiming to be less satisfied compared to the previous year, both of these are in line with levels recorded in 2011.
- Reasons cited for declining satisfaction include *'too many repeats'* (43%, up significantly from 27% in 2011), *'poor quality programmes'* (20%) and *'boring/not interesting'* (19%).
- The top three reasons for increased satisfaction have all increased significantly from 2011; *'better choice of programmes'* (46% vs. 21%), *'more channels are becoming appealing'* (21% vs. 3%) and *'better quality of programmes'* (19% vs. 10%).
- There were no significant differences in satisfaction by method of viewing or linear vs. non-linear viewing.

## Fig 27 Overall satisfaction with PSB over time

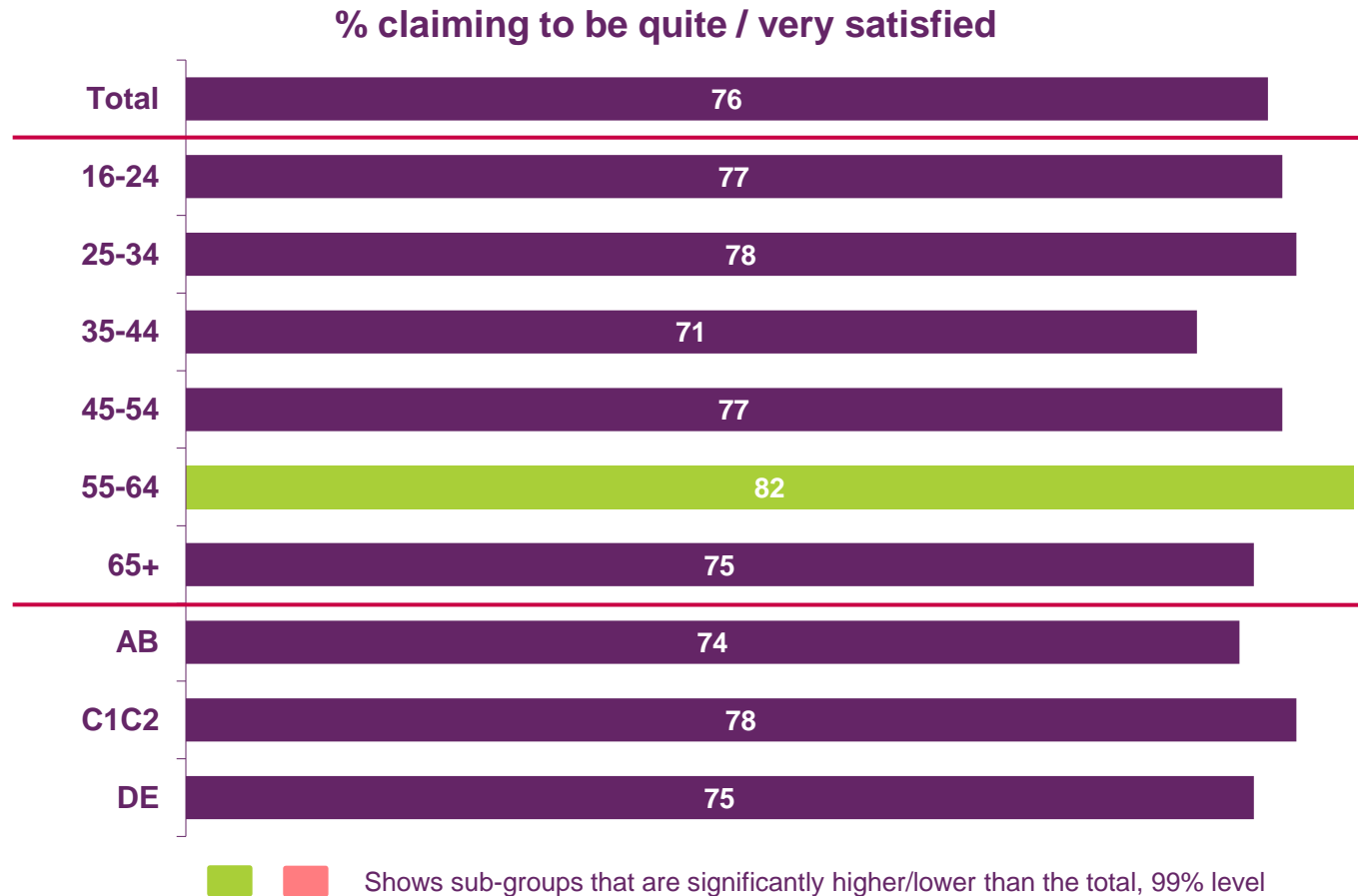


No significant differences from 2011 to 2012 at 99% level

Q. And now, if you think about ALL THE channels combined - in other words the BBC channels, ITV, S4C (WALES ONLY) and Channels 4 and Channel 5 - how satisfied are you that combined they provide these elements that we have talked about? (net satisfied shown here)

Base: All respondents who ever watch any PSB channel (2007 = 7105, 2010 = 6909, 2011 = 3079, 2012 = 2983)

**Fig 28 Overall satisfaction with PSB by age and socio-economic group**

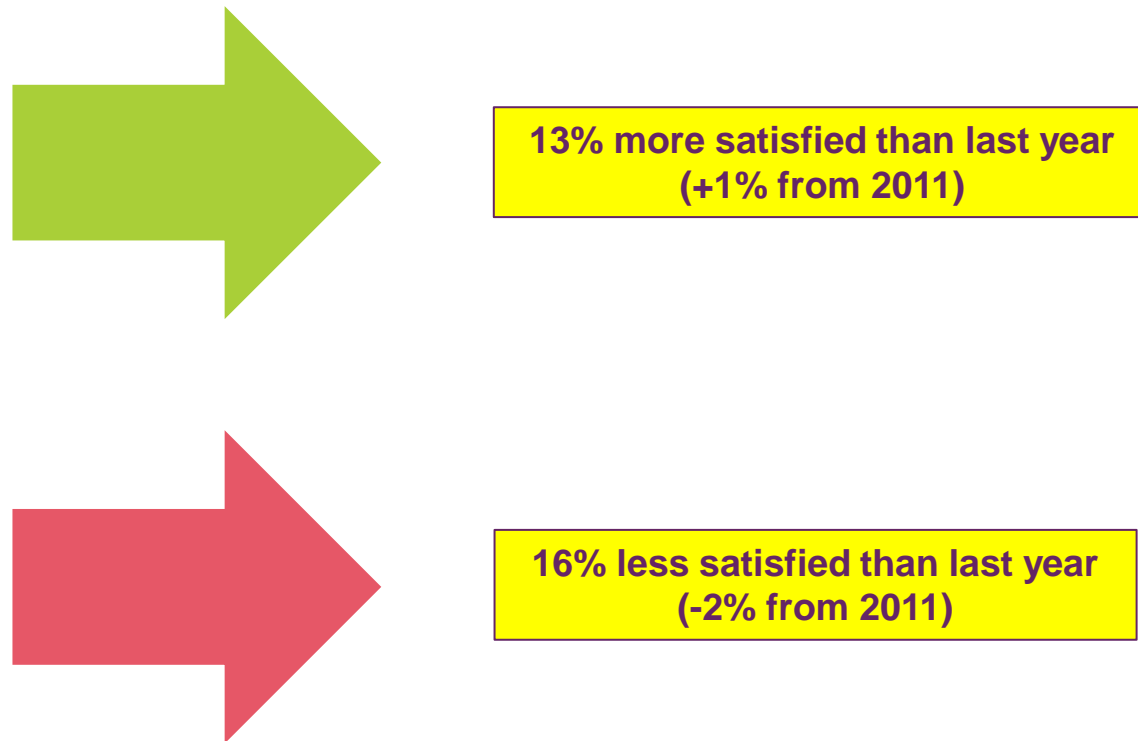


Q. And now, if you think about ALL THE channels combined - in other words the BBC channels, ITV, S4C (WALES ONLY) and Channels 4 and Channel 5- how satisfied are you that combined they provide these elements that we have talked about? (net satisfied shown here)

Base: All who ever watch any PSB channels (2983)

16-24 (447); 25-34 (478); 35-44 (570); 45-54 (483); 55-64 (411); 65+ (594); AB (690); C1C2 (1465); DE (828)

**Fig 29 Overall satisfaction with PSB compared to one year ago**



*Q. Thinking again about these channels combined, the BBC channels, ITV, S4C (WALES ONLY) and Channels 4 and Channel 5 do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?*

Base: All who ever watch any PSB channels (2983)

## Fig 30 Reasons for declining overall satisfaction with PSB compared to one year ago

	All	Change vs. 2011
Too many repeats	43%	+16 ▲
Poor quality of programmes	20%	+7
They are boring / I do not find them interesting	19%	+4
Not enough new programmes	10%	+6 ▲
Too many reality programmes	9%	+2
Don't portray true life/hard to tell if truthful	7%	+7 ▲
Not enough dramas/ films	6%	-1
Do not watch TV	5%	+3
Because I need to pay TV licence / not worth it	4%	=
Not enough informative/ educational programmes	4%	=
There are too many soaps	4%	=

**All other responses below 3%**

▲ Shows significant differences from 2011 to 2012 at 99% level

Q. What makes you say this?

Base: All less satisfied compared with last year (465)

## Fig 31 Reasons for increasing overall satisfaction with PSB compared to one year ago

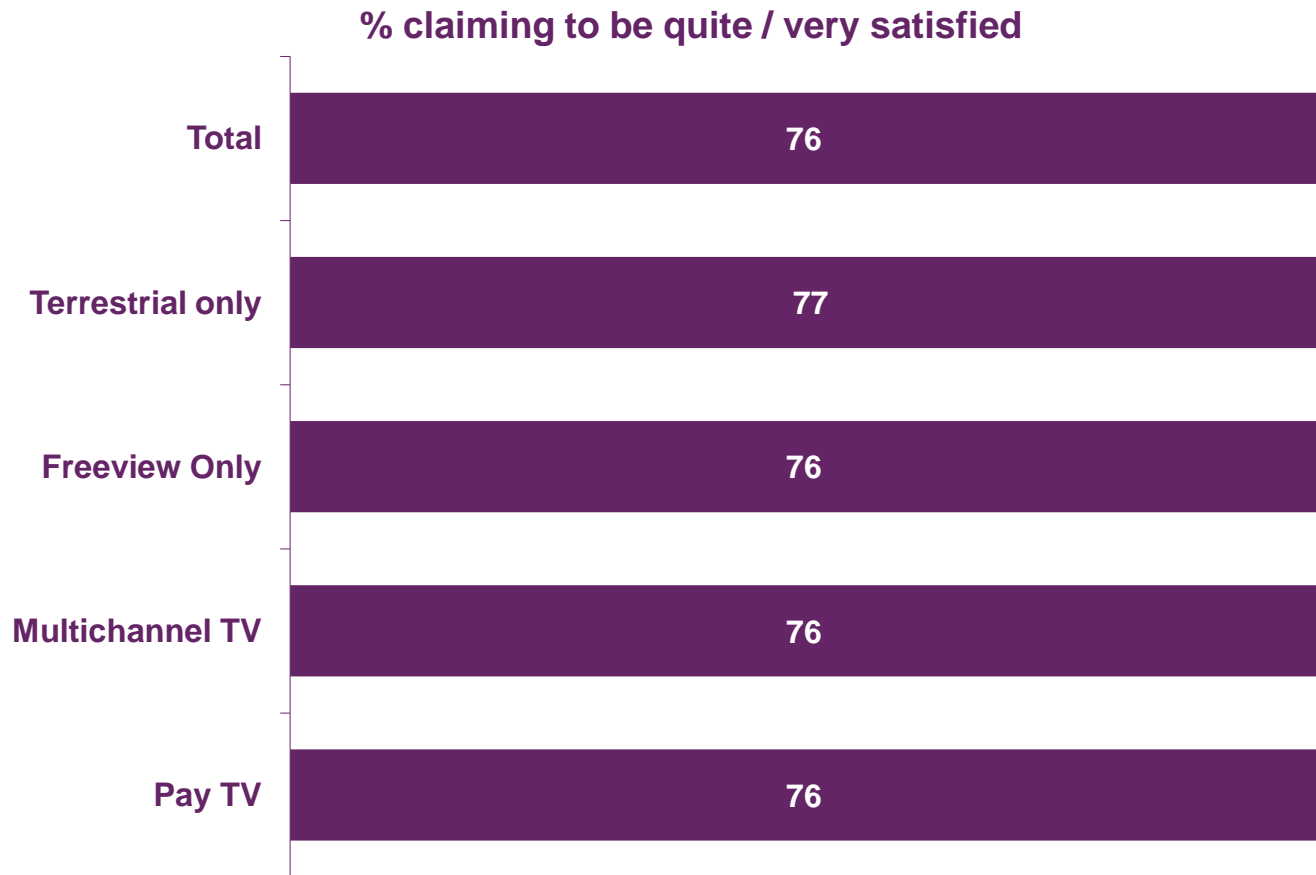
	All	Change vs. 2011
Better choice of programmes	46%	+25 ▲
More channels are becoming appealing	21%	+17 ▲
Better quality of programmes	19%	+9 ▲
Better drama/films	10%	+5
Programmes are more informative/relevant	7%	+1
Because I have Freeview/Sky etc.	7%	+5 ▲
More international/national coverage	6%	+2
More interesting documentaries	6%	+4
More channels	3%	-1
More cultural programmes	3%	+2
<b>All other responses below 2%</b>		

▲ Shows significant differences from 2011 to 2012 at 99% level

Q. What makes you say this?

Base: All more satisfied compared with last year (367)

## Fig 32 Overall satisfaction with PSB by viewing platform



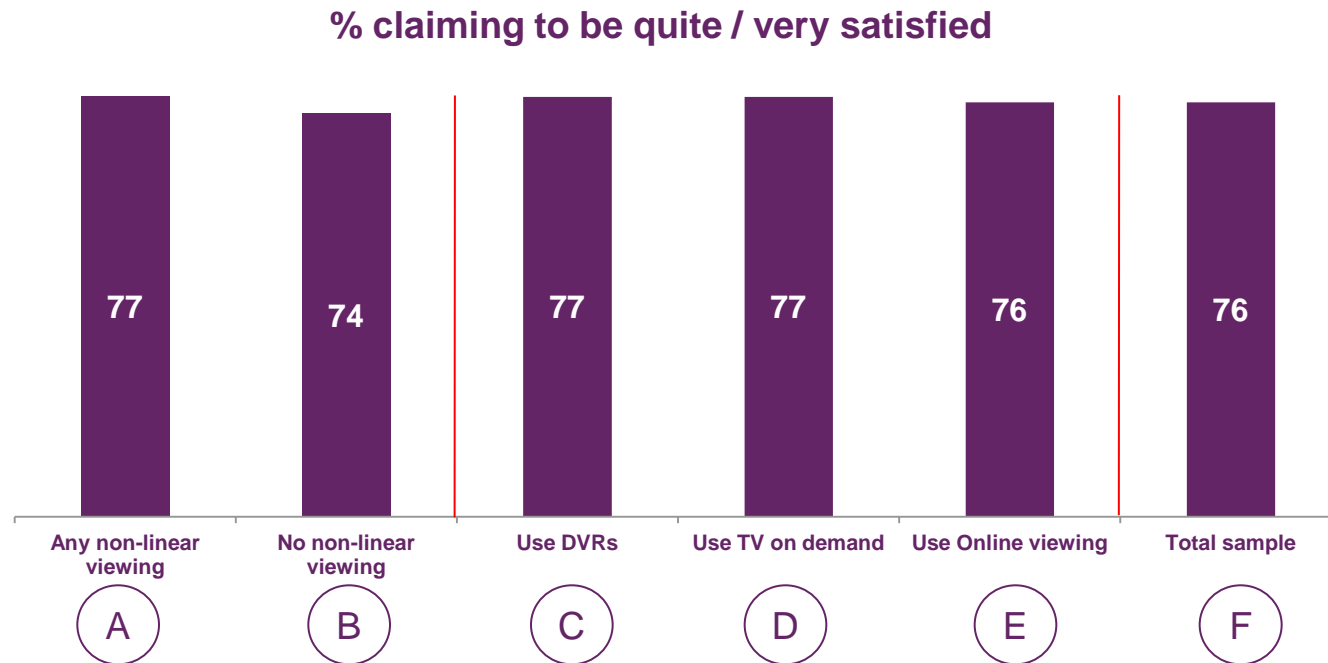
No significant differences (net satisfied) between any platform (99% level)

Q. And now, if you think about ALL THE channels combined - in other words the BBC channels, ITV, S4C (WALES ONLY) and Channels 4 and Channel 5 - how satisfied are you that combined they provide these elements that we have talked about? (net satisfied shown here)

Base: All respondents who ever watch any PSB channels (2983, 240, 670, 2743, 1929), Terrestrial only (240); Freeview Only (670); Multichannel TV (2743); Pay TV (1929)



## Fig 33 Overall satisfaction with PSB by linear viewing and DVR usage



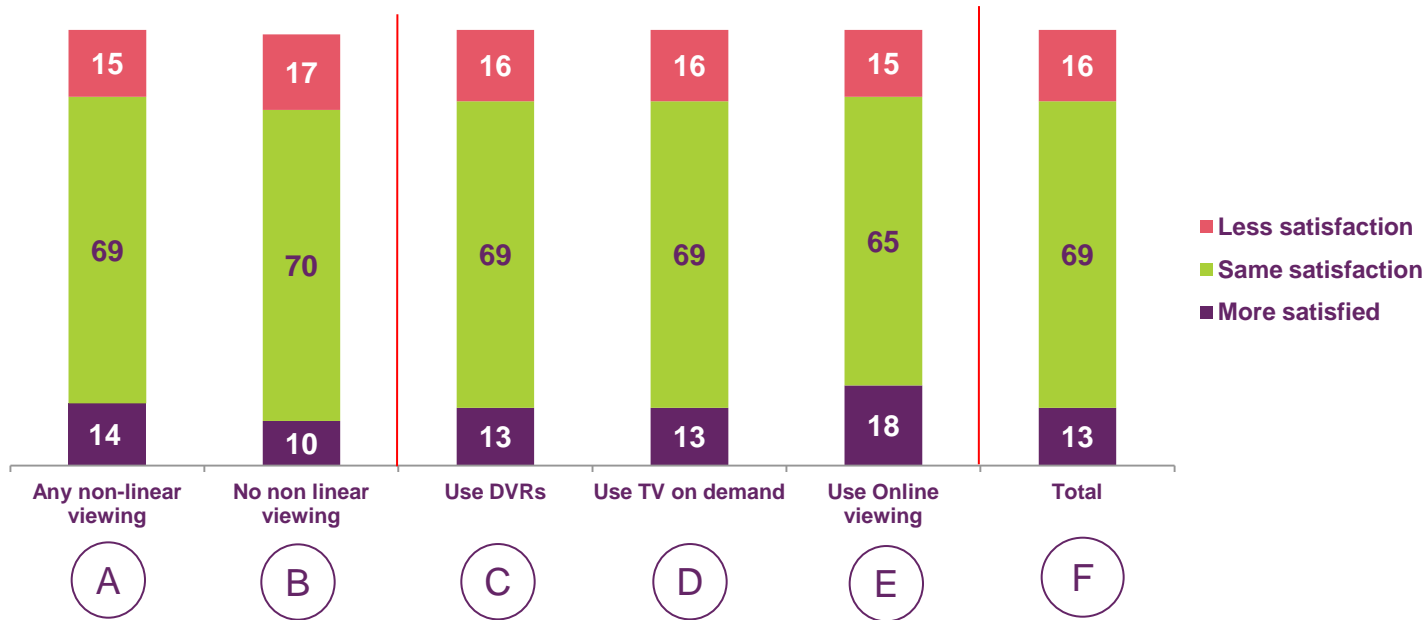
No significant differences between categories (99% level – A/B/C/D/E/F)

Q. And now, if you think about ALL THE channels combined - in other words the BBC channels, ITV, S4C (WALES ONLY) and Channels 4 and Channel 5 - how satisfied are you that combined they provide these elements that we have talked about? (net satisfied shown here)

Base: All who ever watch any PSB channels: Any linear viewing (2094), No non-linear viewing (889), Use DVRs (1468), Use TV on demand (529), Use Online viewing (869), Total (2983)

## Fig 34 Overall satisfaction with PSB compared to one year ago by linear viewing and non linear viewing

% claiming the same/increased satisfaction compared to one year ago



No significant differences between categories (99% level – A/B/C/D/E/F)

Q. Thinking again about these channels combined do you think you are more satisfied, less satisfied or have the same satisfaction with these as a year ago?

Base: All who ever watch any PSB channels: Any linear viewing (2094), No non-linear viewing (889), Use DVRs (1468), Use TV on demand (529), Use Online viewing (869), Total (2983)

## Children's PSB



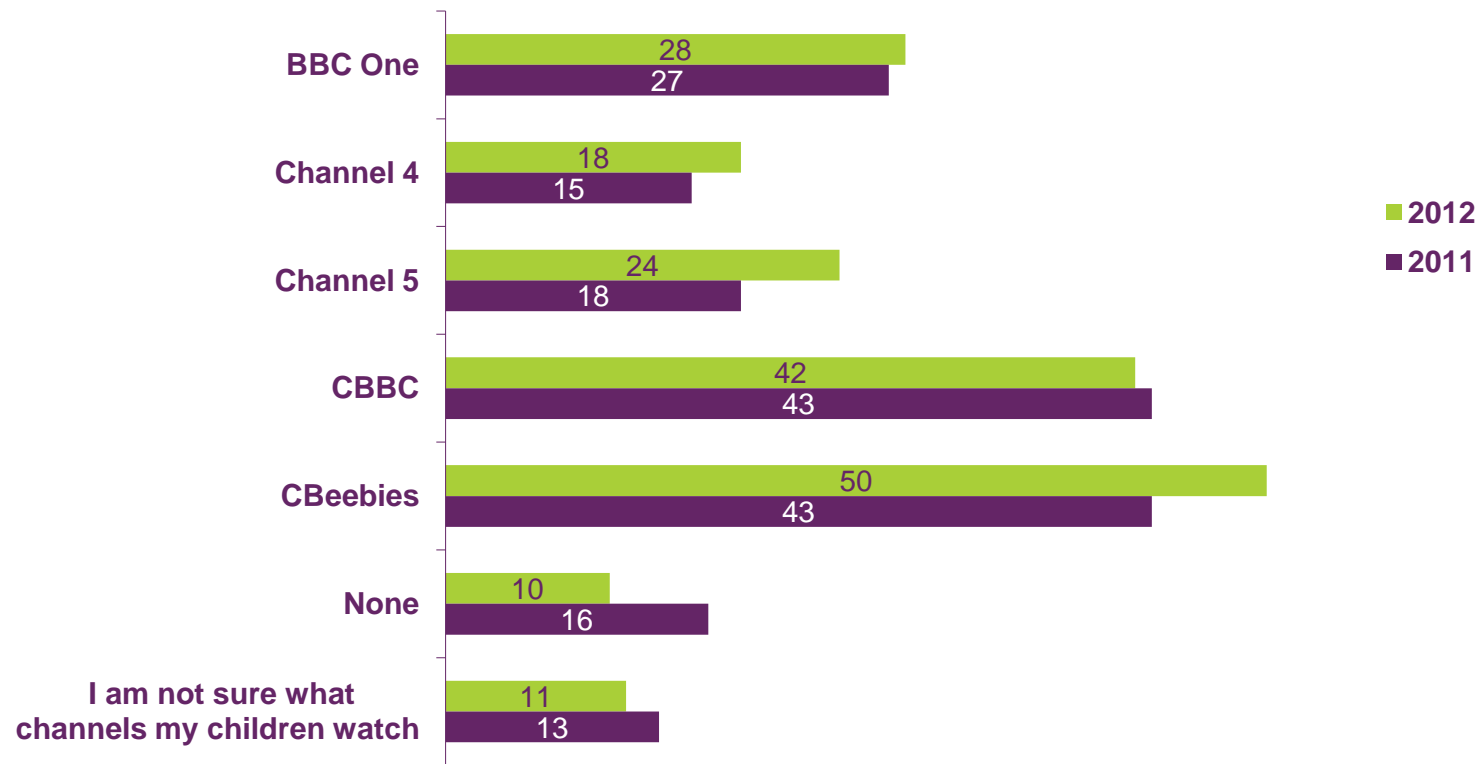
## Children's PSB

This section looks in detail at Children's PSB. Children's programming is broadcast on the five main PSB channels while dedicated children's channels are also available from the PSB broadcasters and commercial broadcasters via digital TV.

### Key themes

- There were no significant changes in viewing of any individual PSB channels from 2011 to 2012. CBBC and CBeebies were again significantly more likely to be viewed by children than the other channels broadcasting children's PSB content.
- Parents/carers of children who watch any children's PSB channel continue to rate the importance of children's PSB programming highly with 80% saying it is important that *'it provides a wide range of high quality, UK-made programmes for children'*, in line with 2011 (81%).
- The dedicated children's channels, CBBC and CBeebies, continued to receive high ratings on offering *'a wide range of high quality and UK-made programmes for children'* from the parents/carers of children regularly watching these in 2012 as in 2011. In 2012, 71% rated CBBC highly on this measure and 81% rated CBeebies highly.
- Over half of parents/carers of children watching BBC One rated the channel highly on offering *'a wide range of high-quality and UK-made programmes for children'* (58%) and Channel 5 (33%) was rated just below this at 50%, both in line with 2011.

## Fig 35 Proportion of UK sample's children that are regular viewers of children's PSB channel



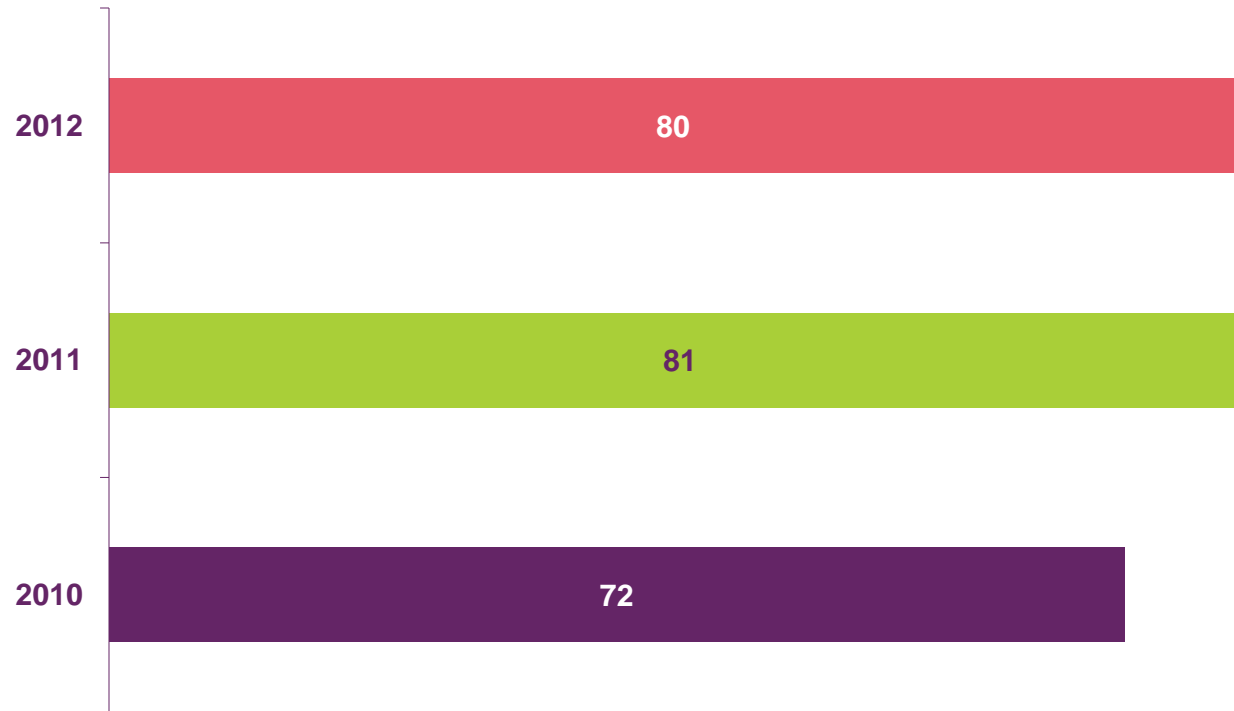
No significant differences from 2011 to 2012 at 99% level

Q On which of these channels does/do your child/children regularly watch programmes aimed specifically at children?

Base: All responsible for children under 16 (529, 636)

## Fig 36 Parents' opinions on the importance of Children's PSB

'It provides a wide range of high quality and UK-made programmes for children'



No significant differences from 2011 to 2012 at 99% level

NB in 2010 the question was asked as part of the main Importance and Delivery section along with the other statements.

In 2011 it was asked in a separate children section, after the questions on overall satisfaction had been asked.

In 2010 channels asked about were BBC One, BBC Two, ITV, Channel 4, Channel 5, CBeebies and CBBC.

In 2011 BBC Two, ITV and Channel 4 were not included.

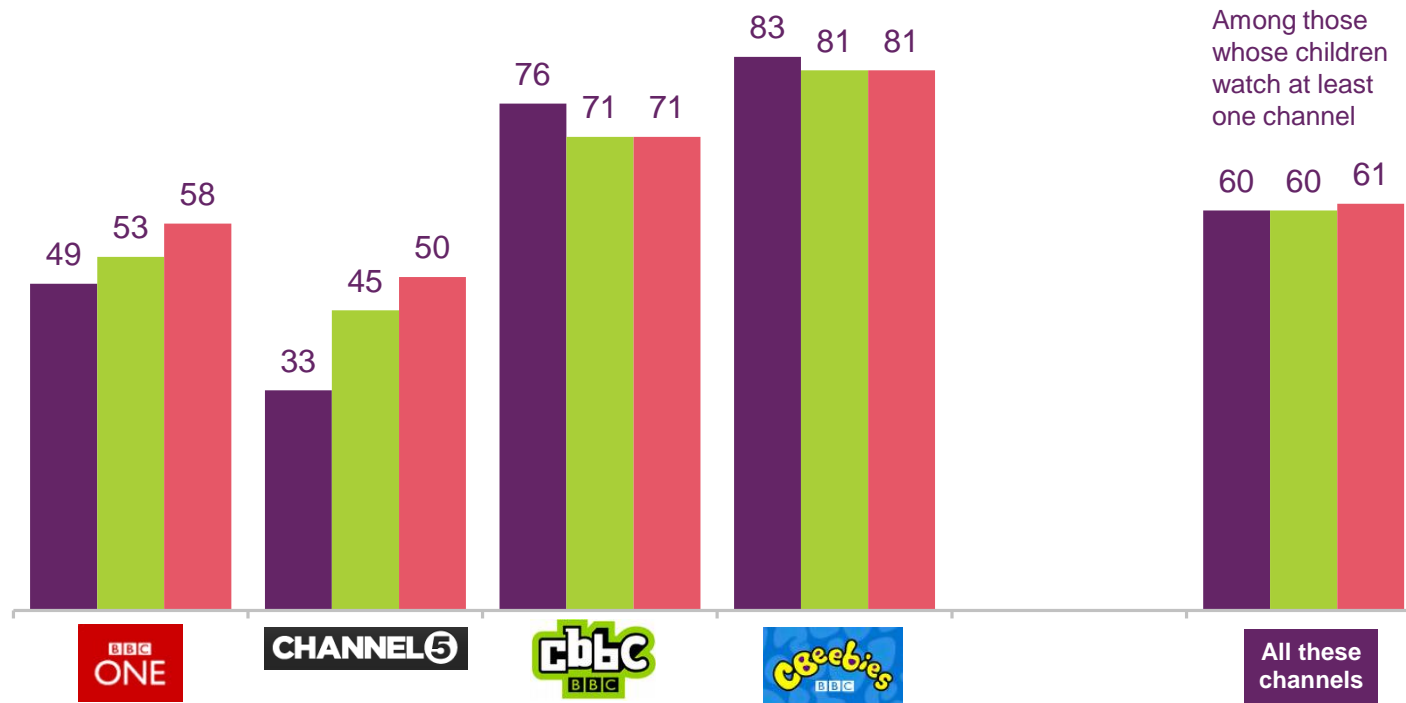
Extent to which the characteristics is important, where 10 means 'extremely important' and 1 means "not at all important" (% rating 10/9/8/7)

Base: 2010 – All in Sample A (3569); 2011 / 2012 – All whose children regularly watch any of those channels BBC One, Channel 5, CBeebies, CBBC, S4C regularly (363, 487)

## Fig 37 Parents' opinions on the delivery of Children's PSB

'It provides a wide range of high quality and UK-made programmes for children'

■ 2010 ■ 2011 ■ 2012



Note: Asked of more channels prior to 2011

No significant differences from 2011 to 2012 at 99% level

Extent to which the purpose/characteristics applies to the channel(s), where 10 is the highest score and one is the lowest. (% rating 10/9/8/7)

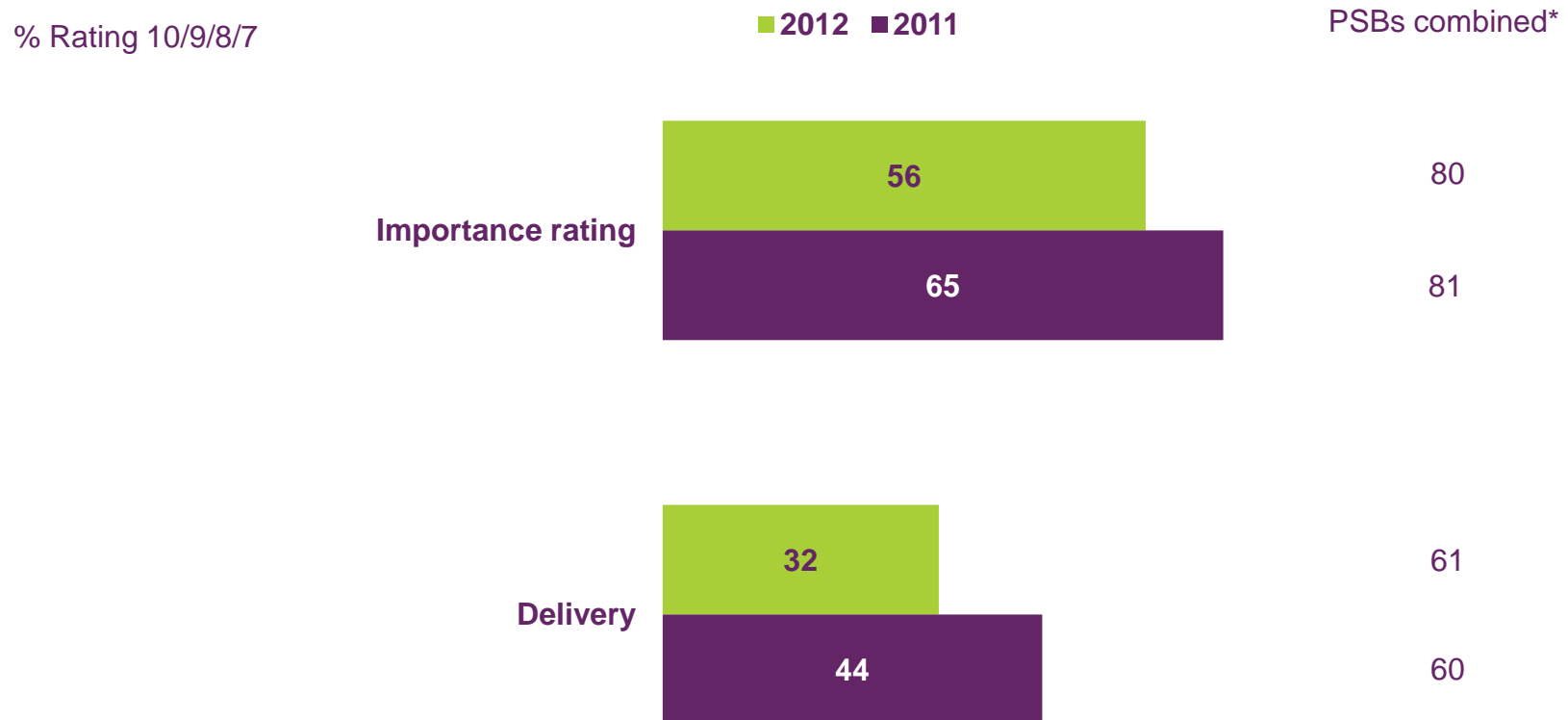
Base for 'all children's' PSB channels: All respondents whose children regularly watch at least one channel (1448,363,487)

Base for individual channels: Those whose children are regular viewers of each channel featured (CBBC = 805,180,271 CBeebies = 782,218,320 BBC One = 906,155,185 Channel 5 = 574,89,140)



## Fig 38 Parent's opinion on Channel 4 – indicative only

'It provides a wide range of high quality and UK-made programmes for older children'



\*NB Asked of all children's PSB channels combined for the similar statement, 'It provides a wide range of high quality and UK-made programmes for children'  
No significant differences from 2011 to 2012 at 99% level

Extent to which the purpose/characteristics applies to the channel(s), where 10 is the highest score and one is the lowest (% rating 10/9/8/7)  
Base: All those with a child aged 12-15 that watches C4 (68,55) – CAUTION SMALL BASE SIZE



# Digital channels



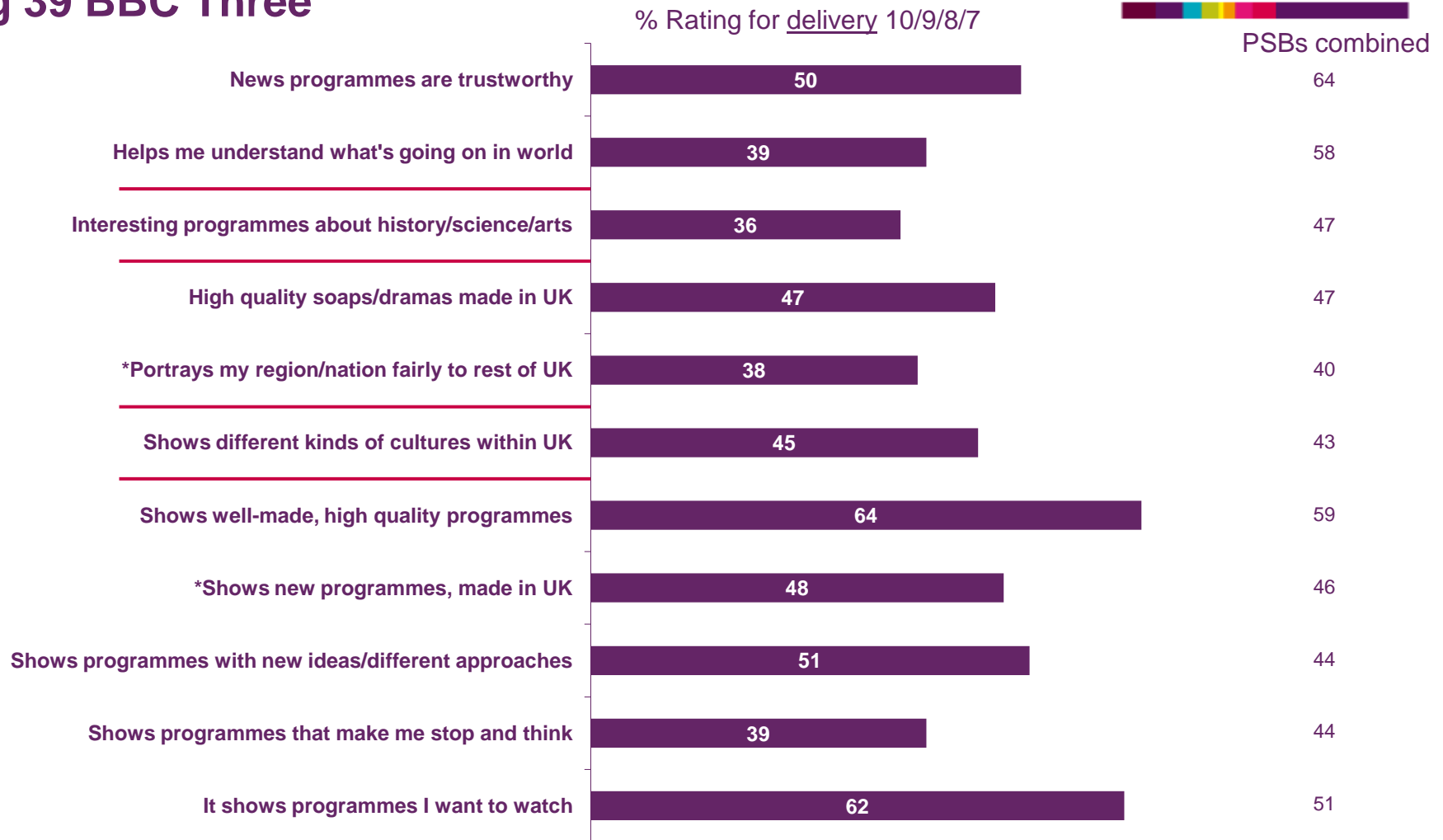
## Digital channel summaries

The following charts summarise audience opinion of the delivery of each of the Purposes and Characteristics for BBC Three, BBC Four and BBC News among regular viewers of each channel.

### Key themes

- There were no significant differences year-on-year for any of the digital PSB channels' delivery of PSB Purposes or Characteristics.
- There were several significant differences between BBC Three and BBC Four. Specifically, BBC Four was rated more highly than BBC Three for delivery of the statements *'its programmes help me understand what's going on in the world'* (61% vs. 39%), *'interesting programmes about history/science/arts'* (70% vs. 36%), *'it shows well-made, high quality programmes'* (76% vs. 64%), *'it shows new programmes, made in the UK'* (62% vs. 48%) and *'it shows programmes that make me stop and think'* (61% vs. 39%).
- As in 2011, the lowest individual rating for a digital PSB channel was for BBC Four on delivery of the measure *"portrays my region/nation fairly to rest of UK"* (33%) and the highest was for BBC News for the statement *"helps me understand what's going on in the world"* (88%), one of only two measures asked about BBC News.

## Fig 39 BBC Three



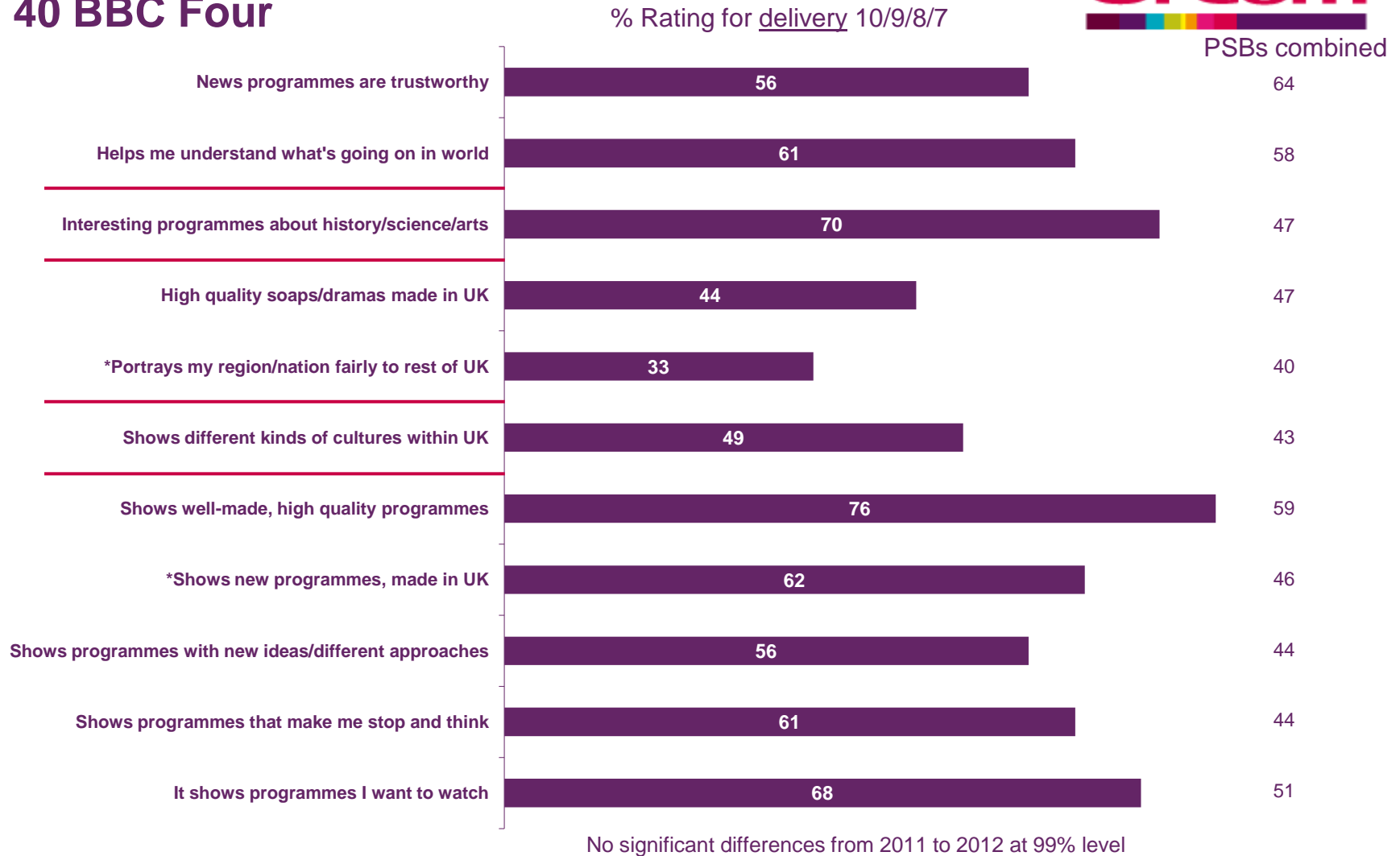
No significant differences from 2011 to 2012 at 99% level

Extent to which the purpose/characteristics applies to the channel(s), where 10 is the highest score and one is the lowest (% rating 10/9/8/7).

Base: Self-reported regular viewers of BBC Three (277)

\*Slightly amended wording of statements since 2011

## Fig 40 BBC Four



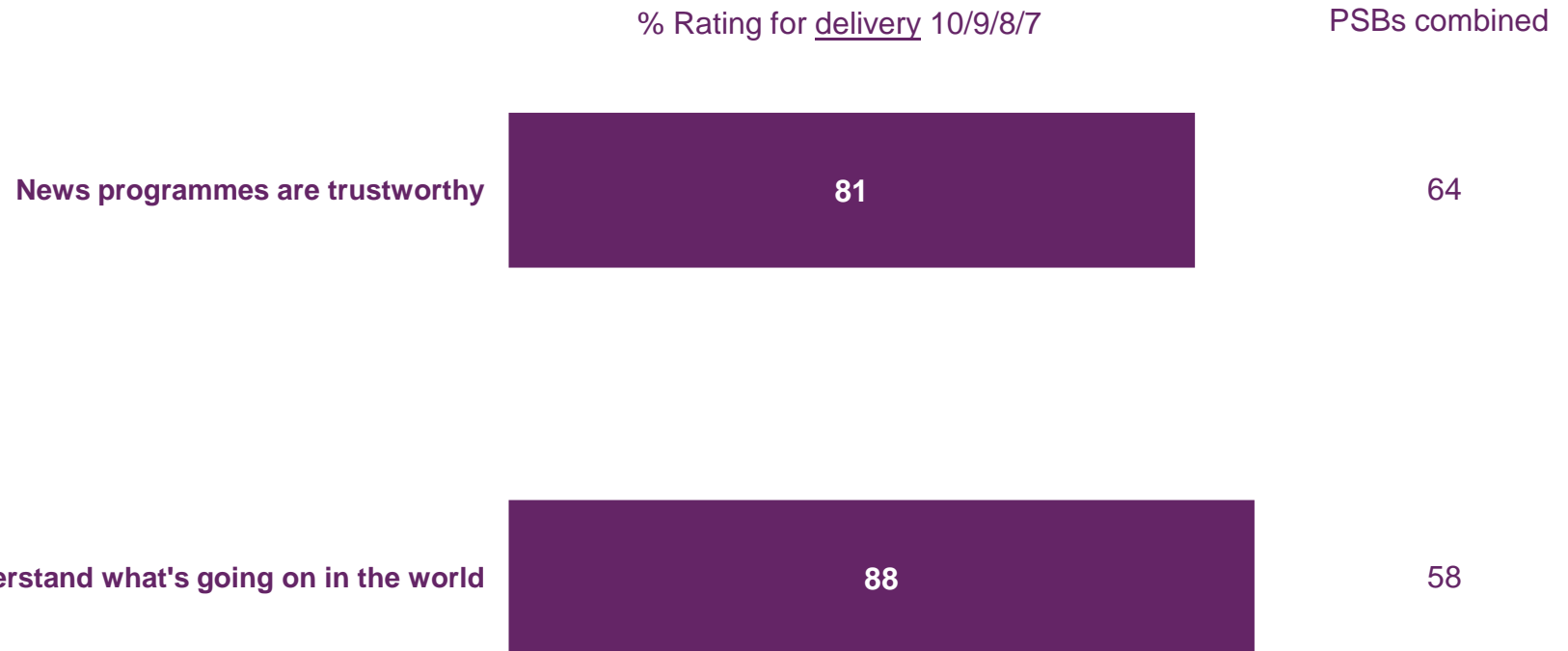
Extent to which the purpose/characteristics applies to the channel(s), where 10 is the highest score and one is the lowest (% rating 10/9/8/7).

Base: Self-reported regular viewers of BBC Four (169)

\*Slightly amended wording of statements since 2011



## Fig 41 BBC News



No significant differences from 2011 to 2012 at 99% level

## PSB website access and online viewing

## PSB website access and online viewing



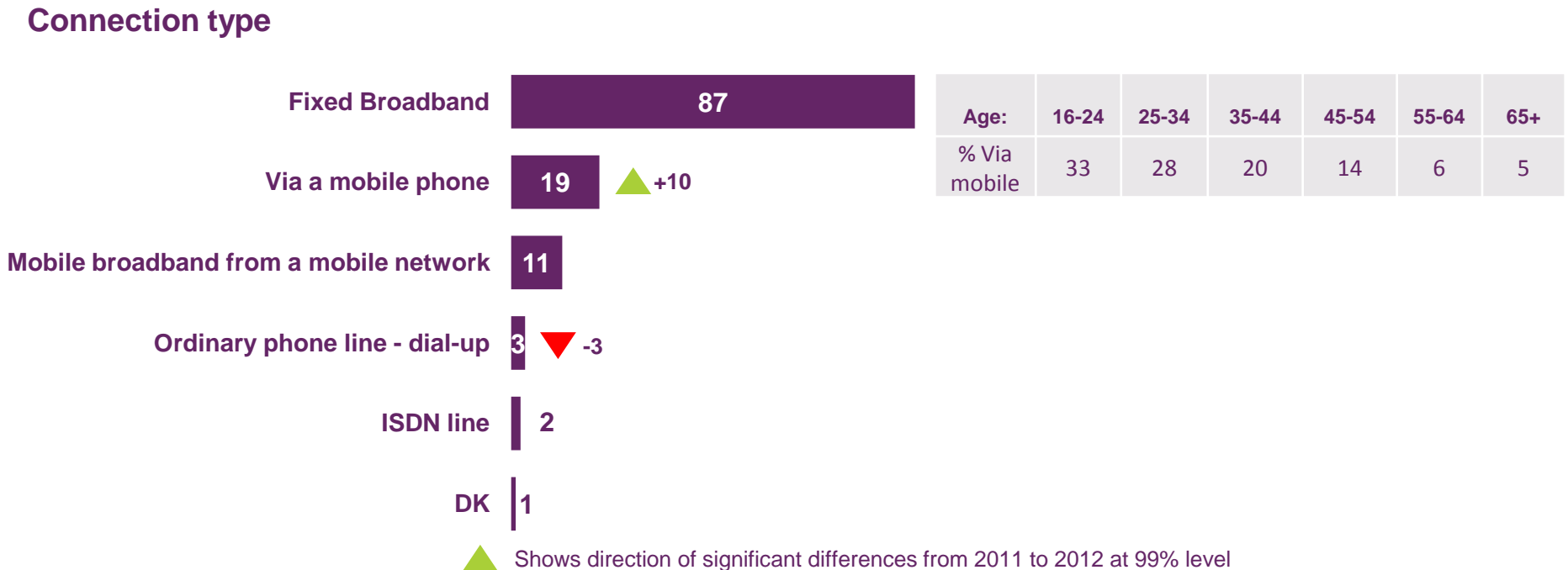
This section looks at usage of the PSB channels' websites (BBC and Channel 4 only), catch up services and viewing via the internet in general.

### Key themes

- 71% of all respondents felt that it was important (i.e. gave a rating of 10/9/8/7) that '*the BBC provides a website with high quality content that you can trust*', a significant increase from 2011 (62%). When asked about Channels 4's website, 53% felt it was important, also a significant increase from 2011 (45%).
- Over half (55%) of those with internet access claimed to have used the [bbc.co.uk](http://bbc.co.uk) website in the previous month, unchanged from 2011 (51%). Twelve percent of those with internet access claimed to have used [channel4.com](http://channel4.com), stable year-on-year (11% in 2011).
- The proportion with internet access who used the internet to watch or download programmes or films was unchanged from 2011 (37% vs. 38% in 2012). However, there were significant changes in the platform used. While those doing so via laptop computer remained static (69% in 2011 and 68% in 2012), desktop computers saw a decline from 37% in 2011 to 27% in 2012, at the same time tablets and mobile phones saw growth (tablets from 7% to 20% and mobile phones from 5% to 14%).
- Both BBC iPlayer and 4oD saw significant increases in usage from 2011, with 40% of all respondents claiming to have used BBC iPlayer in the previous month (up from 33% in 2011), and 17% claiming to have used 4oD (up from 13% in 2011).
- Satisfaction continued to be high, with 88% of BBC iPlayer users rating it 10/9/8/7, and 87% of 4oD users doing so, in line with 2011.



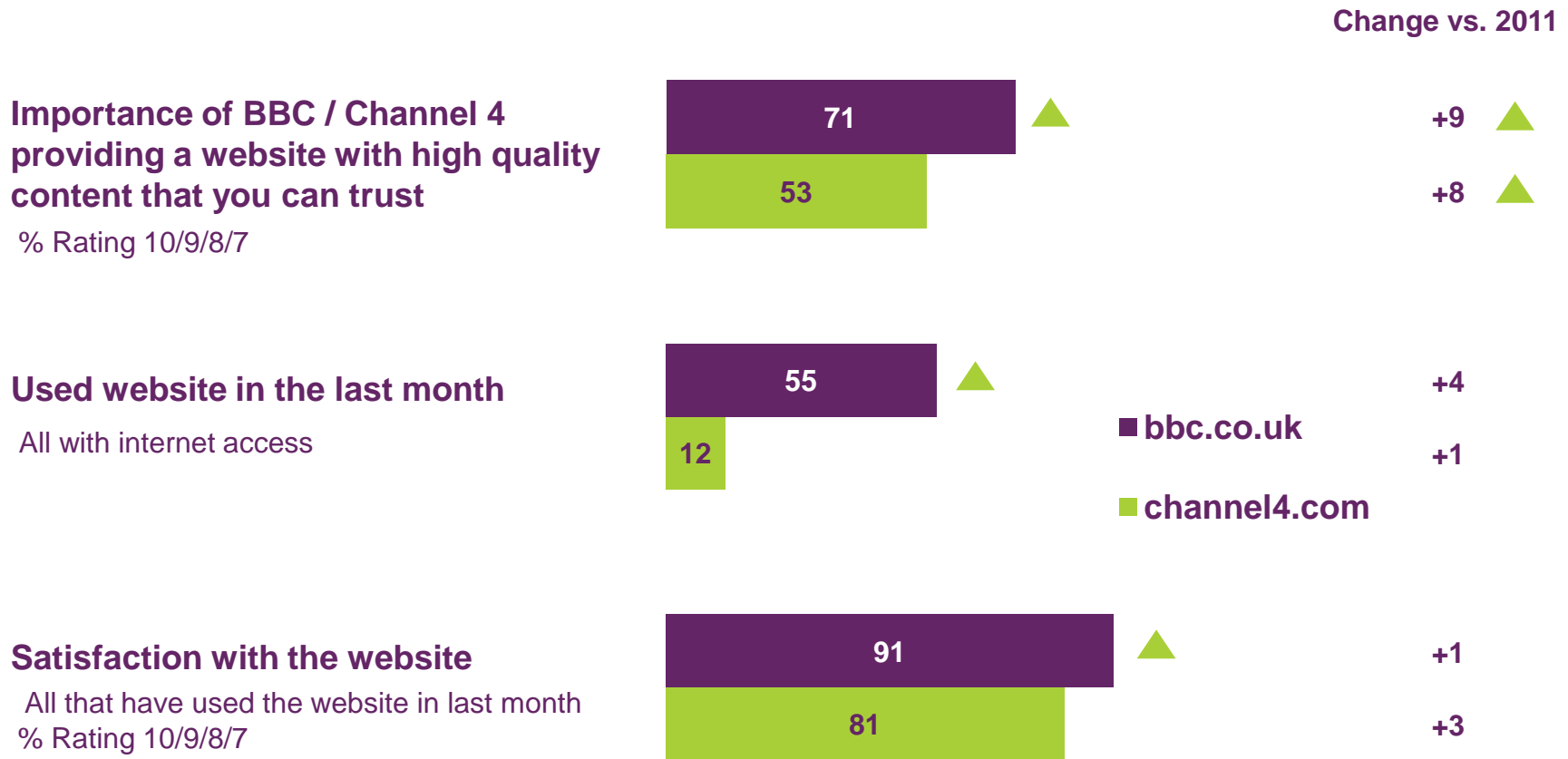
## Fig 42 Internet access and connection type at home



Internet usage  
Base: All respondents (3025), All with internet access at home (2356)

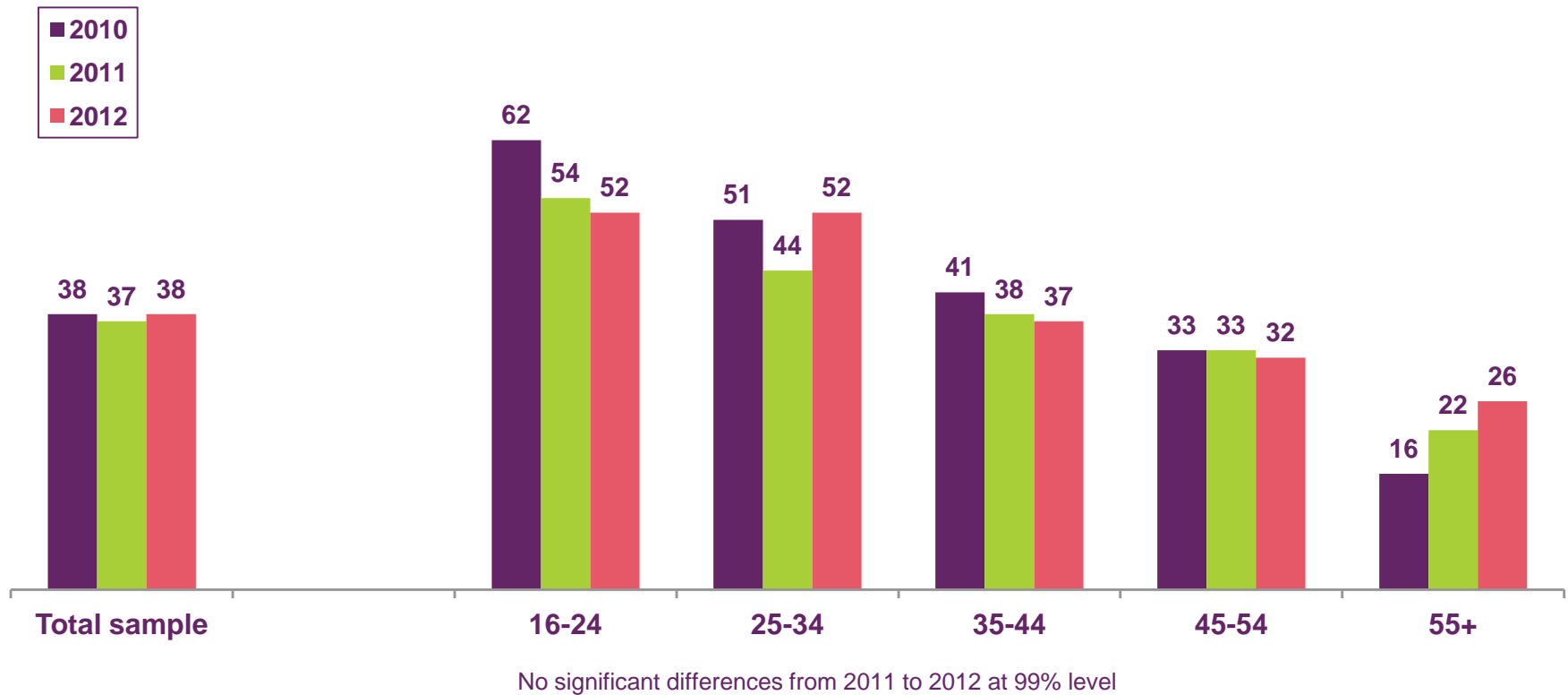


## Fig 43 Attitudes towards BBC and Channel 4 online platforms



▲ Shows significant differences between BBC and C4 websites and 2011 and 2012, 99% level

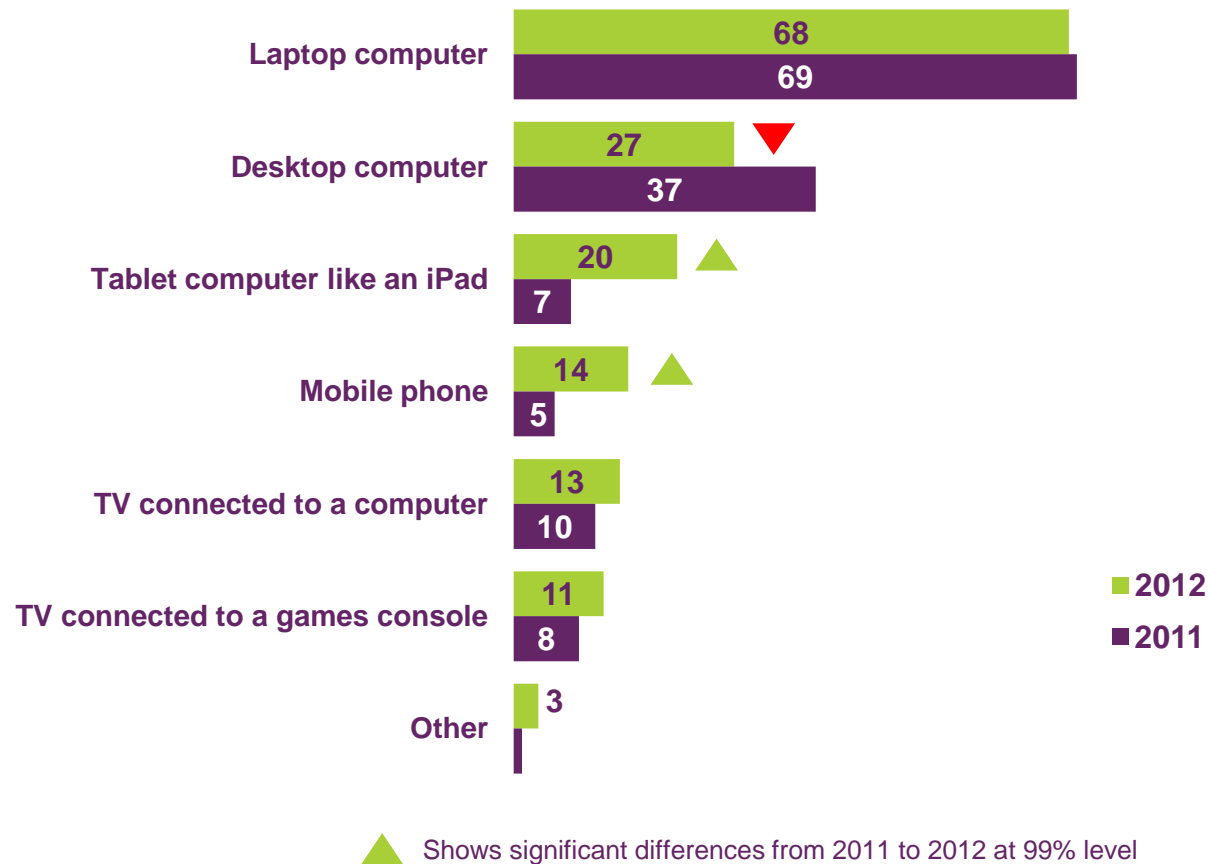
## Fig 44 Online viewing



Q Do you ever use the internet to watch or download programmes or films?

Base: All with internet access (6964,2295,2356), 16-24 (685,392,400), 25-34 (1257,647,426), 35-44 (1174,501,495), 45-54 (1312,410,433), 55+ (2525,582,602)

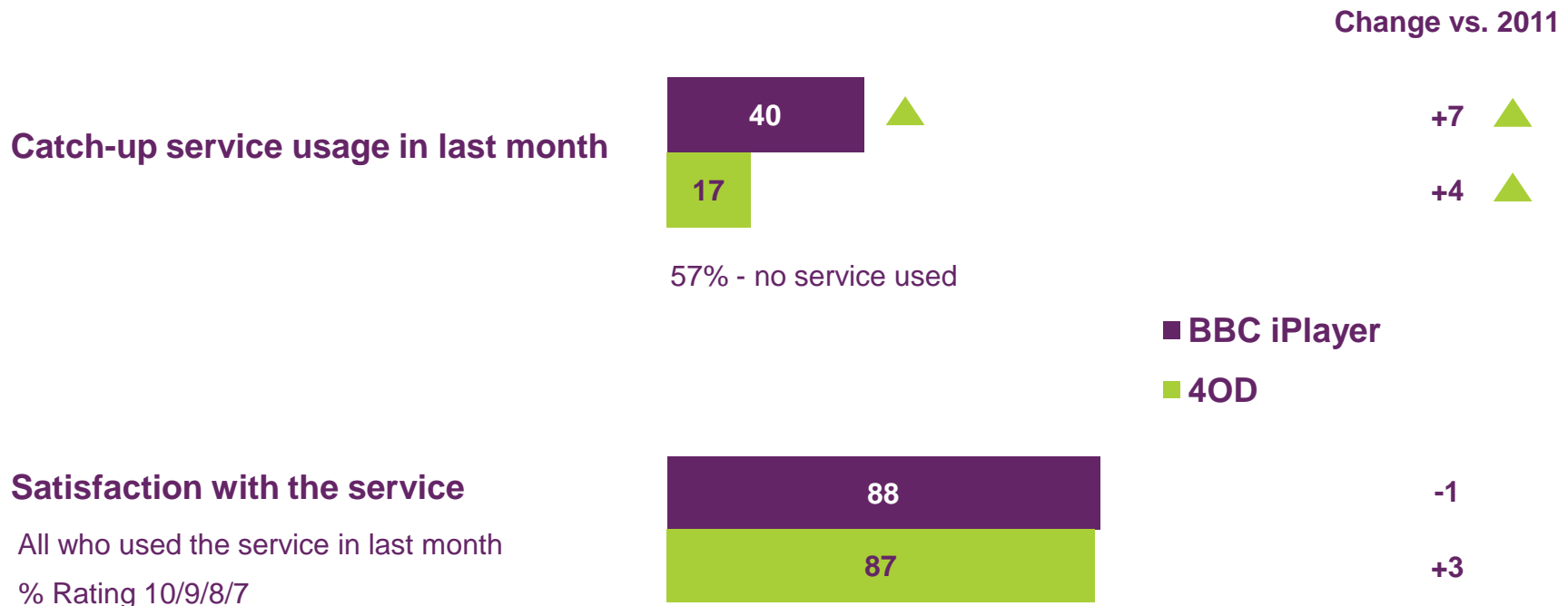
Fig 45 Type of platform used for online viewing



Q Which of the following do you watch them on?

Base: All that use internet to watch or download programmes or films (810, 885)

## Fig 46 Catch-up services



▲ Shows significant differences between BBC and C4 websites and between 2011 and 2012, 99% level

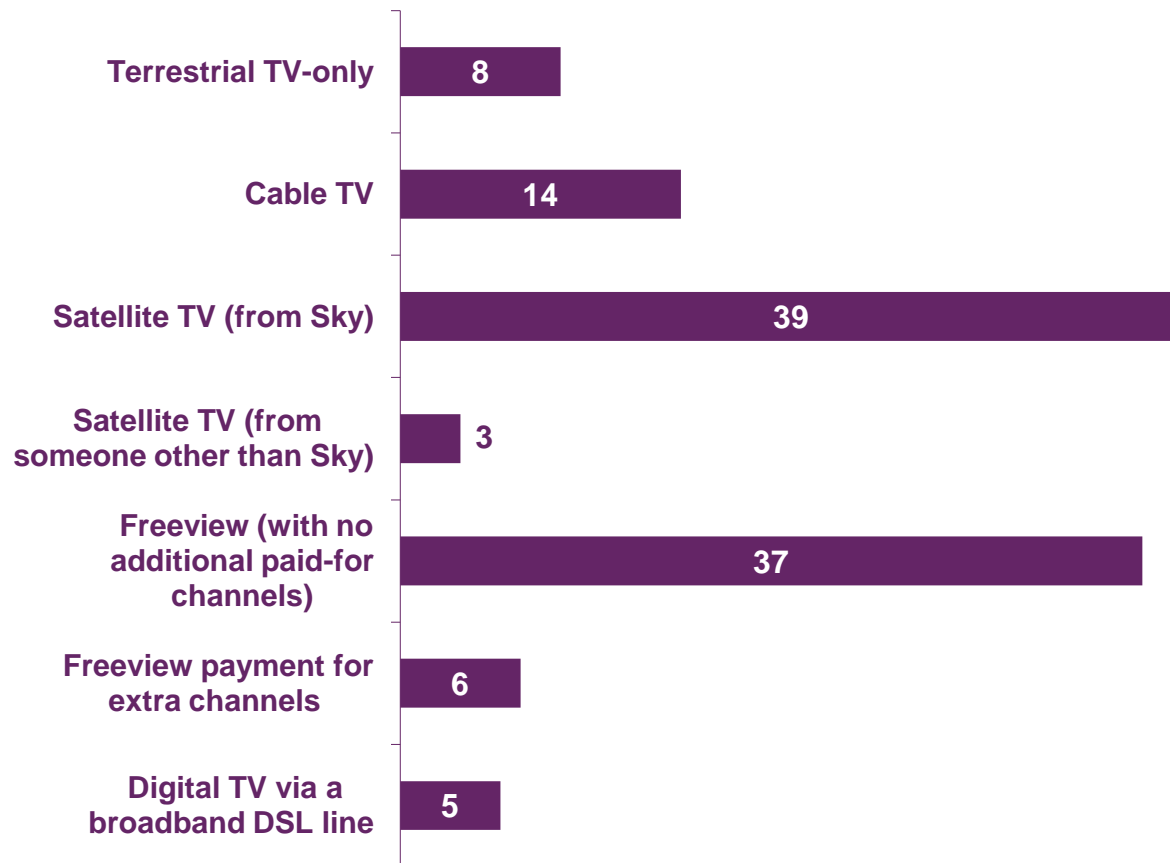
Q Which of the following catch-up services have you used in the last month? Base: All respondents (3025)

Q And how would you rate your overall satisfaction with <online player>?

Base: All that have used this service in the last month (BBC iPlayer 1224, 4OD 534, S4C Click – base too small to chart – 17)

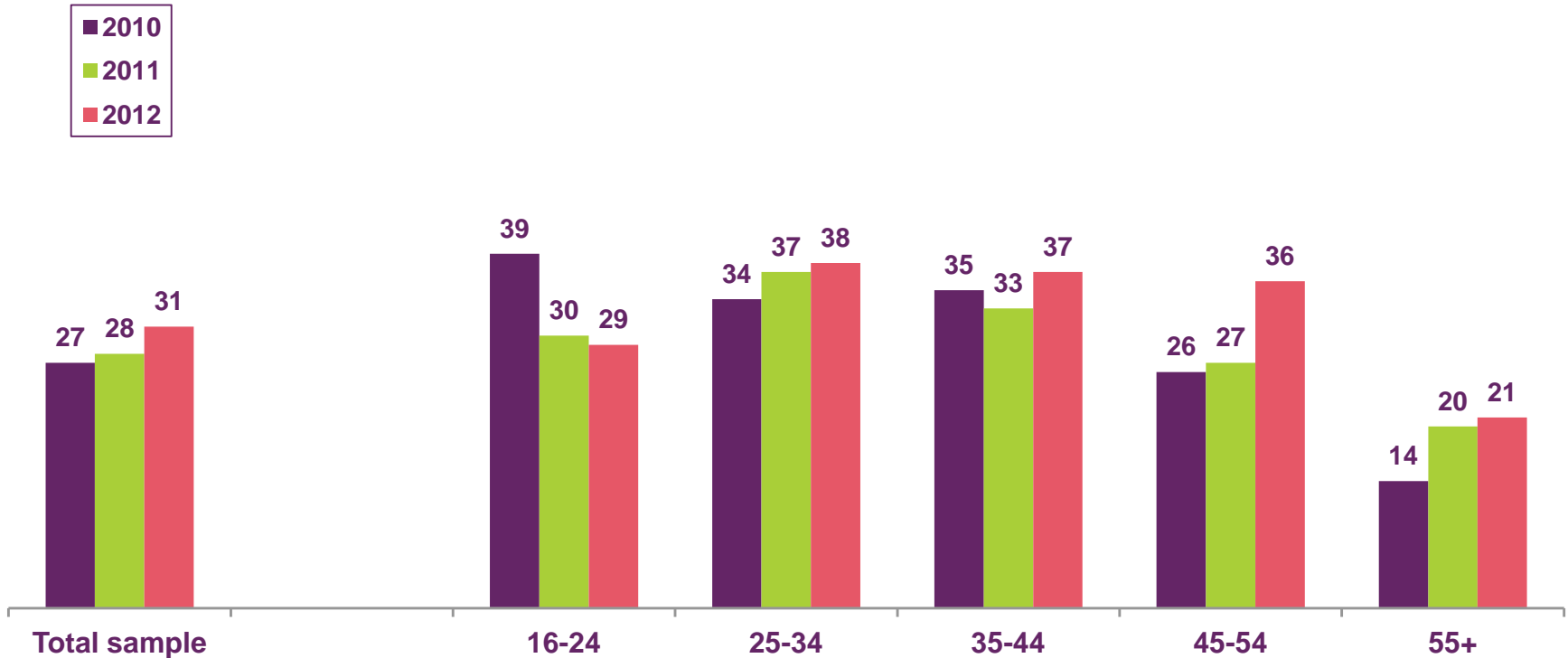
# Appendices

# TV reception type



Q. Which, if any, of these types of television does your household receive at the moment?  
 Base: All respondents (3025)

# Use of 'on demand' services



No significant differences from 2011 to 2012 at 99% level

Q. Do you watch any programmes 'on demand' through your TV service? By this I mean pay-per-view programmes or using the TV catch-up services that allow you to watch some of the programmes shown in the last week. I do not mean watching programmes that you have personally recorded onto your hard-drive e.g. though Sky+ or a PVR/DVR.

Base: All with Sky, Virgin or broadband TV (4060,1722,1790), 16-24 (630,273,296), 25-34 (1157,292,316), 35-44 (1098,362,385), 45-54 (1241,304,302), 55+ (2015,491,491)

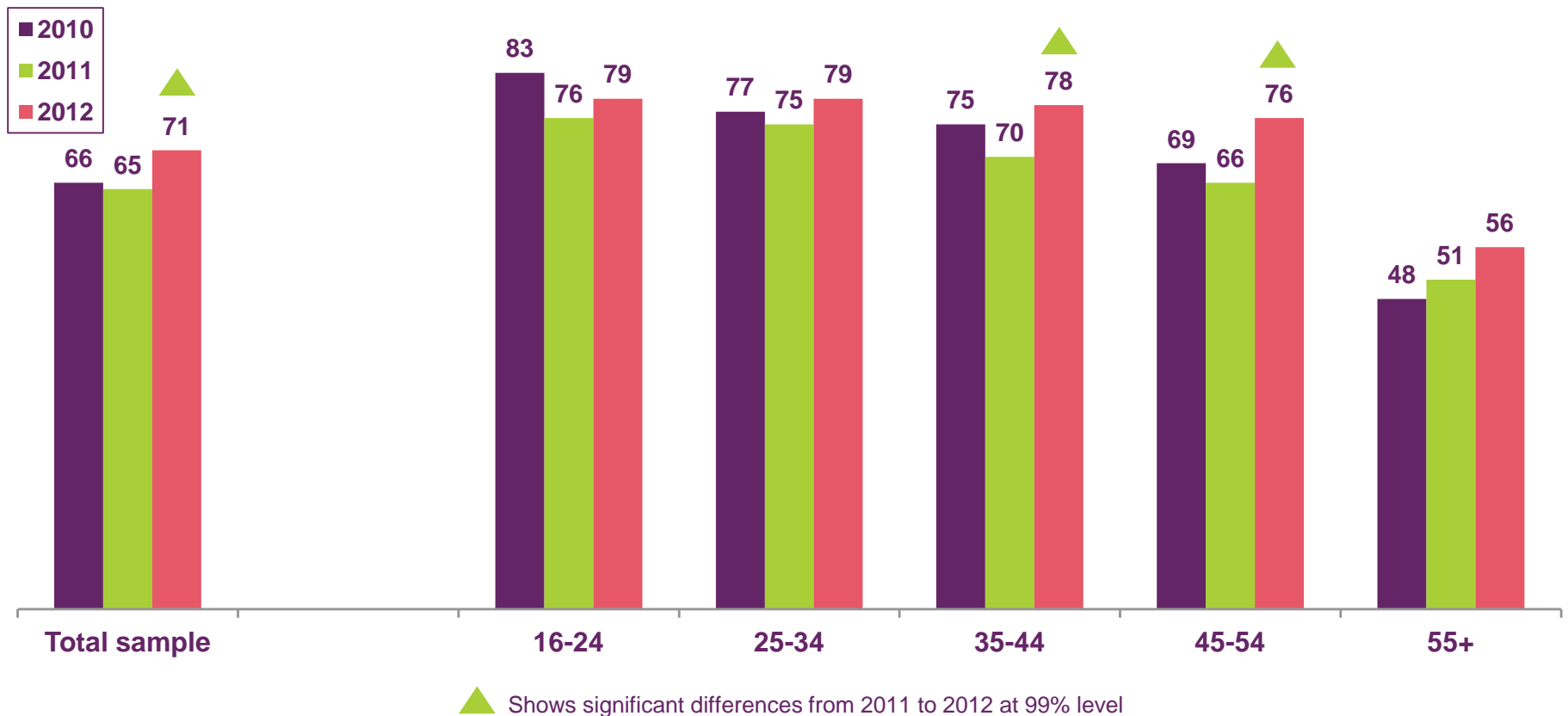
# DVR use



Question changed in 2011 to “Do you use a digital recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV? For example, Sky Plus, V Plus, BT Vision V-Box or Freeview Plus.”  
 Previously was “Do you use a recorder for your TV service that allows you to record programmes onto a hard drive, and pause and rewind live TV. Sky Plus, V Plus, BT Vision V-Box all have this as part of the service? Alternatively a digital recorder can be a separate set-top-box (DVR)?”  
 Base: All in 2010 (6964), 2011 (3109) and 2012 (3025), 16-24 (685,466,455), 25-34 (1257,490,493), 35-44 (1176,597,578), 45-54 (1312,522,487), 55+ (2525,1034,1012)



# Any non-linear viewing (DVR, TV on demand or online viewing)

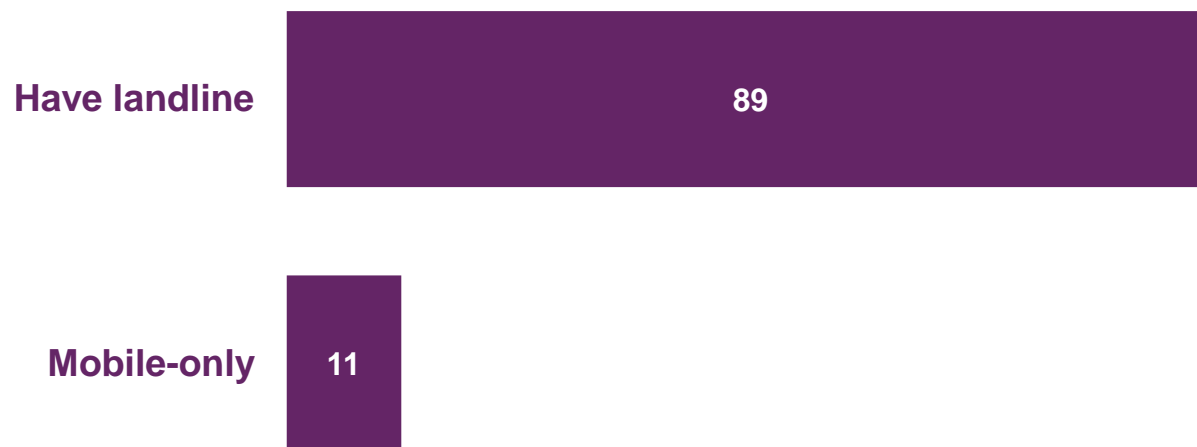


Usage of any time shifting to watch TV

Base: All in 2010 (6964), 2011 (3109) and 2012 (3025), 16-24 (685,466,455), 25-34 (1257,490,493), 35-44 (1176,597,578), 45-54 (1312,522,487), 55+ (2525,1034,1012)



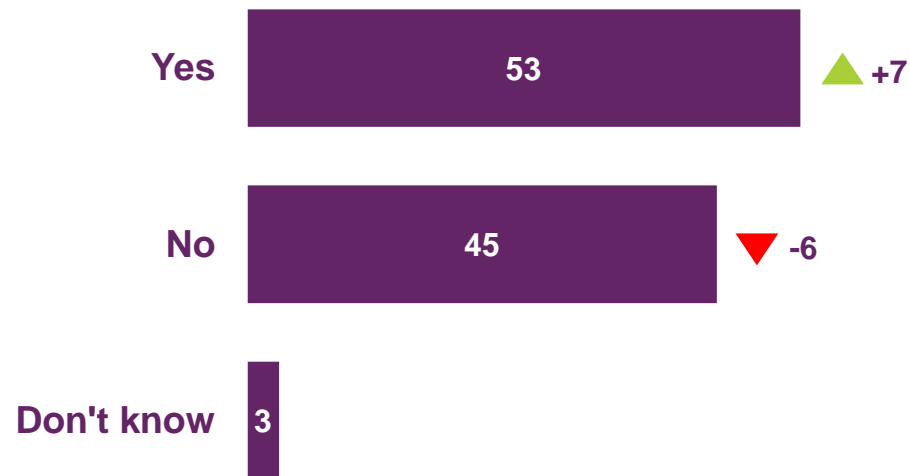
## Mobile-only households



No significant differences from 2011 to 2012 at 99% level

Q2 Do you have a landline telephone at home that you can use to make or receive calls?  
Base: All respondents (3025)

## HD service received in household



 Shows significant differences from 2011 to 2012 at 99% level

Q37a Does your household get a High Definition TV service? To get the service you will need to have a special HD set-top box from either Sky, Virgin Media, Freesat or Freeview, as well as an HD TV set.

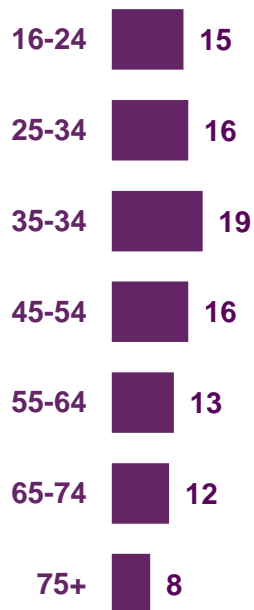
Base: All respondents (3025)



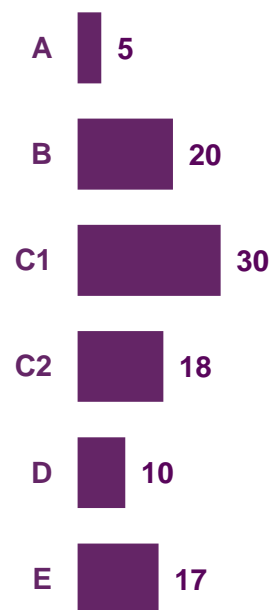
## Gender



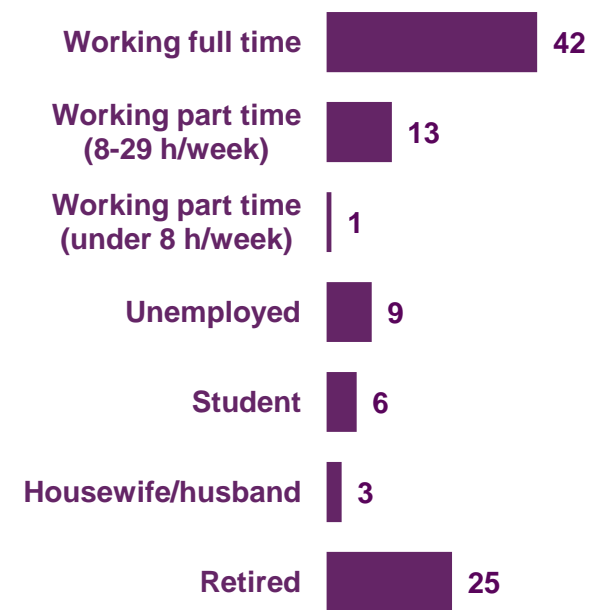
## Age

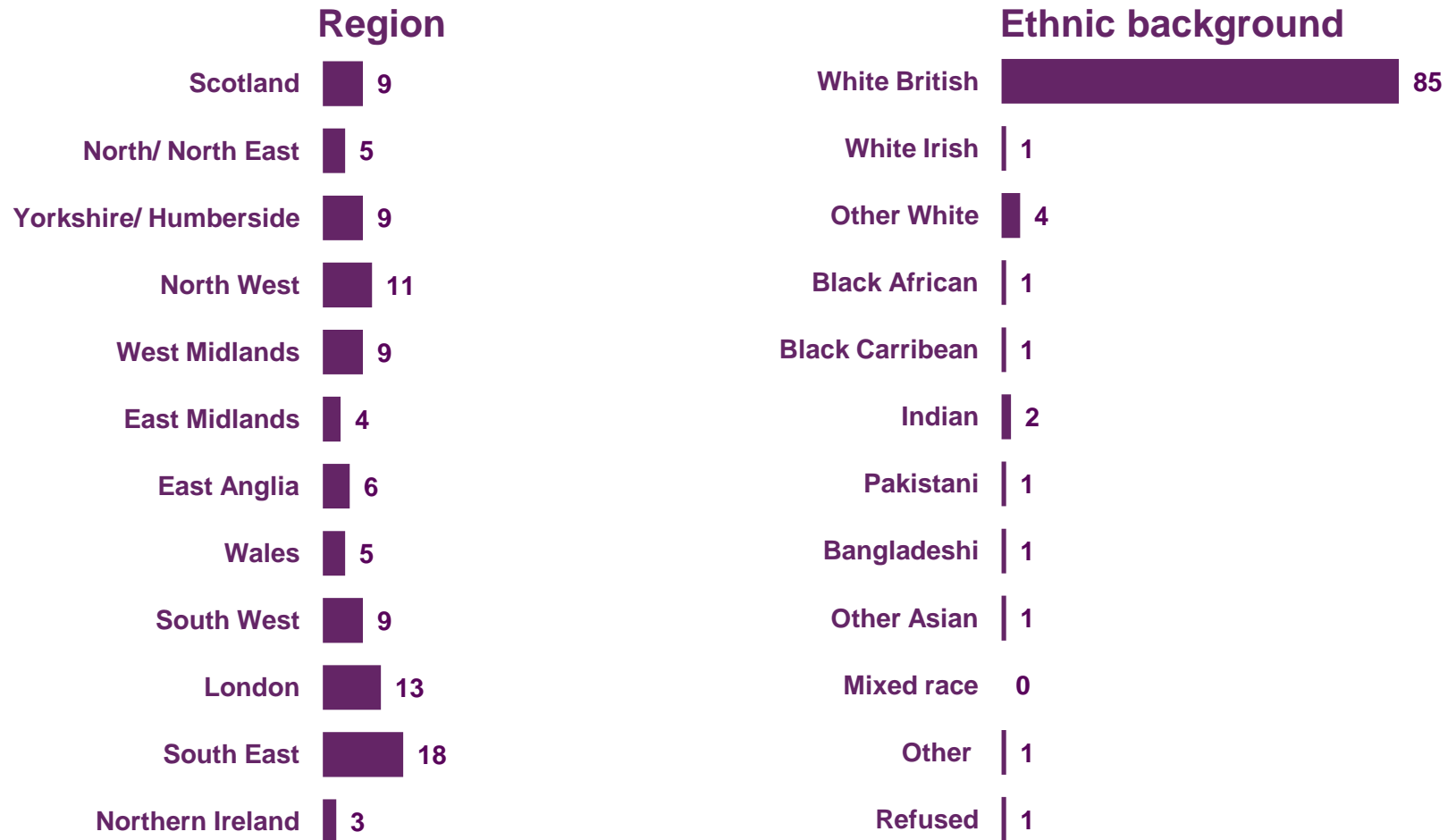


## Social Class



## Working status

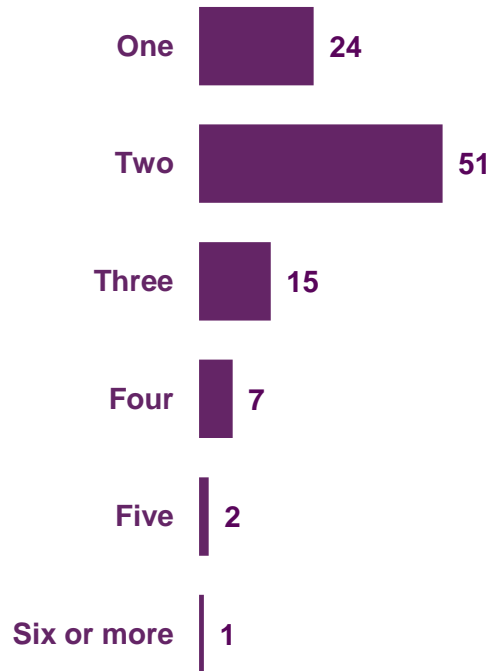






## Household size and composition

Number of adults (16+) in household



## Children under 16 in household



## Responsible for children under 16



Demographics

Q38 How many ADULTS aged 16+ including yourself, live in your household?

Q7 Are there any children under 16 in your household?

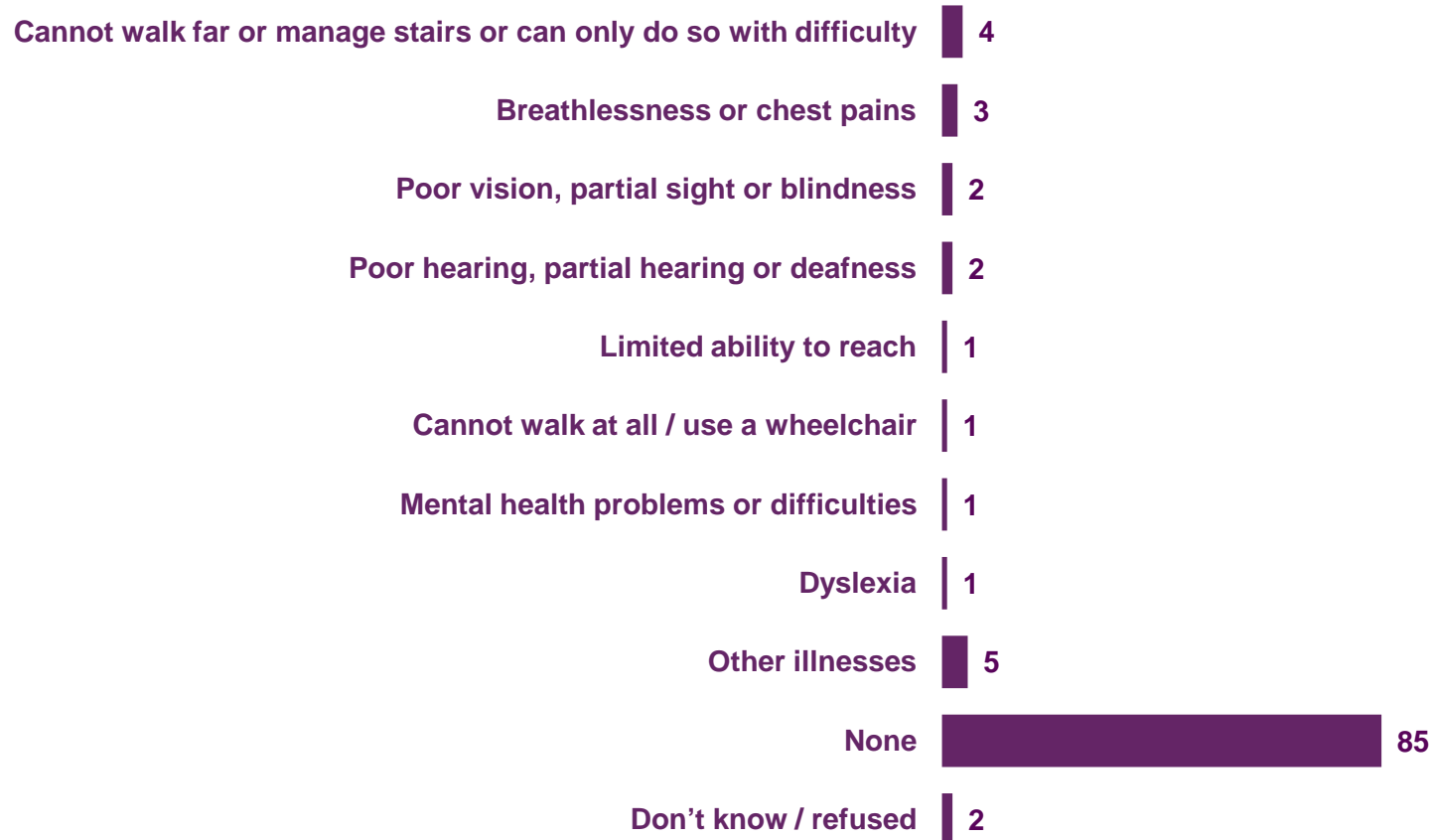
Q8 Thinking about the children under 16 in your household, please can you tell me how many fall into each of the following age bands?

Q9 And are you responsible for the children under 16 in your household? In other words – are you their parent or carer?

Base: All respondents (3025)



## Limitations in daily activities or work



Q41 Which of these, if any, limit your daily activities or the work you can do?

Base: All respondents (3025)