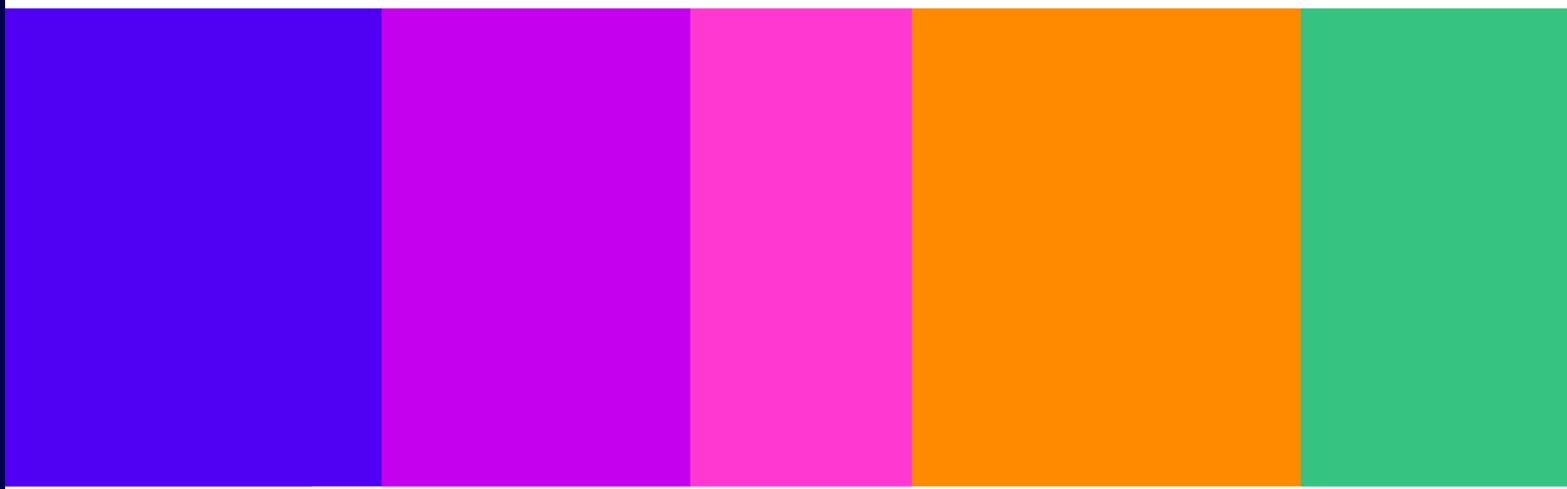


Equity, Diversity and Inclusion in TV and radio

Methodology

Report

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1. Overview

- 1.1 This document describes the methodology used in carrying out the data collection for our [Equity, Diversity and Inclusion \(EDI\) in TV and radio 2022/23 report](#) (“main report”) and [interactive data report](#).
- 1.2 Since 2016, Ofcom has collected and reported on broadcasters’ workforce diversity data using an annual quantitative workforce survey (“workforce survey”). Alongside this, we have collected qualitative information from broadcasters to help us assess the efficacy and progress of the EDI arrangements they have in place.
- 1.3 In 2022, we overhauled our approach to data collection and made three key changes, which we have implemented for our 2022/23 data collection and reporting. We decided to:
 - Update our [quantitative workforce survey](#);
 - Launch a [new EDI qualitative self-assessment tool](#) (“self-assessment tool”) for broadcasters; and
 - Update the [guidance](#) we provide to broadcasters, to include more recommendations on inclusive working practices.
- 1.4 The information collected in the workforce survey and the self-assessment tool allows us to identify where underrepresentation for certain groups may exist and identify potential barriers faced in entering, remaining and/or progressing in the broadcasting industry.
- 1.5 Further information on these surveys can be found in this methodology report, which explains the data collection process, the changes made to the questionnaires and detail on how to understand and interpret the data we have reported on. The [workforce survey](#) and [self-assessment tool](#) are also available in full.

2. Legal background

- 2.1 Ofcom has a duty¹ under section 27 of the Communications Act 2003 (the 'Act') to take all such steps as we consider appropriate for promoting equality of opportunity in relation to employment by all those providing television and radio services and the training and retraining of people for such employment, between men and women, people of different racial groups² and disabled people.³
- 2.2 Ofcom's broadcast licensees who employ more than 20 people in connection with the provision of their licensed service⁴ and are licensed to broadcast for more than 31 days a year are required⁵ to make arrangements for promoting, in relation to employment, equality of opportunity between men and women, people of different racial groups and for disabled people. They are also required to make arrangements for training people employed in, or in connection with, the provision of the licensed service or the making of programmes to be included in the service. They are required to take appropriate steps to make those affected by the arrangements aware of them, to review them and to publish observations on their operation and effectiveness at least annually.
- 2.3 The BBC is subject to similar requirements under paragraph 12 of Schedule 3 to the BBC Agreement.
- 2.4 In order to take appropriate steps to promote equal employment and training opportunities in relation to sex (male/female), race and ethnicity and disability, it is necessary for Ofcom to have a detailed, accurate picture of employee make-up in terms of these three characteristics. This information is relevant both at an individual broadcaster level and across industry.
- 2.5 In addition, given the importance of equality of opportunity and diversity in the broadcasting industry in terms of the wider protected characteristics under the Equality Act 2010, we also ask broadcasters to provide, on a voluntary basis, data on: those who are intersex, gender identity, religion, sexual orientation and age. We also ask broadcasters to volunteer data on the geographical location, socio-economic background and caring responsibilities of their workforces.
- 2.6 To provide context for the information required about employees, we ask on a mandatory basis for the total number of freelancers who worked in connection with the provision of the licensed broadcasting service(s) and we collect limited additional diversity data on freelancers, which we request on a voluntary basis.
- 2.7 The information about workforce make-up, which we require broadcasters to provide, enables us to identify where underrepresentation exists in the broadcasting industry. This

¹ For further information, see Ofcom, November 2022. [Overview of Ofcom's diversity in broadcasting remit.](#)

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

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

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

⁵ Pursuant to section 337 of the Act.

helps Ofcom to promote, and broadcasters to put in place, equal opportunities initiatives and training targeted in the right places to create workforces more representative of the UK population.⁶

⁶ We also use information from the self-assessment tool to help us promote equal employment and training opportunities in relation to sex (male/female), race and ethnicity and disability; this may also help us in considering whether broadcasters are meeting their licence obligations in this area. See footnote 10.

3. How did we collect the data?

- 3.1 As part of Ofcom’s EDI in Broadcasting programme, we collect data each year on the make-up of broadcasters’ workforces. In 2022, we reviewed the data we collect from broadcasters and how we collect it, resulting in the launch of a new self-assessment tool for qualitative feedback, an enhanced workforce survey and updated guidance for broadcasters.
- 3.2 In April 2023 we sent an information notice to all UK broadcast licence holders, requesting the data for our 2022/23 EDI in Broadcasting reporting. Alongside the formal notice, we sent broadcasters links to our two surveys: the workforce survey on workforce diversity and the new EDI self-assessment tool for qualitative data collection, evaluation and feedback, both accessible via Snap Surveys, an online survey tool.⁷

Who was required to provide what data?

- 3.3 All broadcast licensees were required to respond to the initial questions of both the workforce survey and the self-assessment tool, via Snap Surveys.⁸ These questions asked for information on the number of people employed either full or part-time in connection with the provision of broadcast services and whether they are based in or outside of the UK, as well as the number of days per year for which the service/s are authorised to broadcast.⁹
- 3.4 Licensees with more than 20 UK-based employees that are authorised to broadcast for more than 31 days per year were required to complete the mandatory sections of both surveys in full; both surveys included mandatory and non-mandatory sections, which were clearly marked.¹⁰ In our information notice letter, we made it clear that failure to complete the mandatory questions could result in a possible breach of licence condition/s.
- 3.5 Licensees with fewer than 21 UK-based employees or who are not authorised to broadcast for more than 31 days per year were only required to complete the initial questions in both surveys. It was then voluntary for these licensees to complete the rest of the surveys in full. Licensees were given the option to continue to answer the surveys in full or to inform us via the survey if they decided not to participate.

How were licensees asked to complete the surveys?

- 3.6 The designated licence contact for each licensee received two emails from Ofcom on 14 April 2023, via Snap Surveys, containing links to the workforce survey and self-assessment

⁷ We issued the workforce survey and the self-assessment tool to 807 broadcasters. Two broadcasters provided separate responses for the TV and radio parts of their organisations for the workforce survey, bringing the total issued to 809.

⁸ This year, we invited all broadcasters (regardless of their size) to respond to both our workforce survey and self-assessment tool.

⁹ The data request did not apply to volunteers.

¹⁰ Broadcasters’ answers to the mandatory questions are not the only way in which we assess compliance with their licence conditions, but they give us a good initial indicator of whether we may need to take further action to evaluate whether a broadcaster is doing enough to meet its licence obligations to promote equality of opportunity.

tool. Licensees then had eight weeks to complete both surveys, which were required to be submitted to Ofcom by 5pm on 12 June 2023.

- 3.7 Where a broadcaster held multiple licenses, we accepted information on a licence-by-licence basis or aggregated basis, depending on how broadcasters collected the information internally. If an organisation held both TV and radio licences, we required separate responses to our workforce survey for these parts of the business. For companies that provide services beyond broadcasting (such as telecoms), we only required information about those employed in connection with the provision of broadcasting services.

What data did we request?

Workforce survey

- 3.8 We requested data from broadcasters on how many of their UK-based employees fell into a range of different categories. We mainly requested data as a snapshot as of 31 March 2023 for most questions, but for some questions we requested data for the period 1 April 2022 to 31 March 2023.¹¹
- 3.9 The data categories are summarised in Figure 1 below, including a description of any changes to the data collected made since 2021, when we last collected workforce diversity data in full¹², as well as a brief overview of whether the data collected is comparable to previous years.¹³ For more detail on the changes made to our data collection and explanation as to why changes were made, see our [statement on updating quantitative data collection tools](#). The previous and current workforce data questions are also set out in Annex 2.

Figure 1: Data requested in the 2022/23 workforce survey by category

Workforce survey category	Summary of changes	Is the data comparable to previous years?
Sex and gender identity	Substituted three questions on sex and gender identity.	Yes, for male and female responses. We cannot make year-on-year comparisons for intersex responses as this is the first time that we have included intersex as a standalone response option. Comparisons are also not possible for gender identity as these questions were new for 2022/23.
Race and ethnicity	Alphabetised the response options available. Removed 'BAME' from the 'Other' option list. Expanded the 'White' selection list to include 'Roma' in line with the Office of National	Yes, at a top line level. For example, we can make year-on-year comparisons for 'White' and 'Minority Ethnic Group' categories, but we cannot compare individual

¹¹ These were questions related to joiners, leavers, those who received training or were promoted, as well as all questions related to freelancers.

¹² In 2022, we suspended our usual reporting process to overhaul our approach to data collection.

¹³ The wholesale improvements we made to our workforce survey mean that some caveats may apply when comparing new findings to data from previous years, such as where we have added or amended questions.

	<p>Statistics (ONS) and removed the option for 'Central and Eastern European'.</p> <p>Separated the 'Middle Eastern, including Arabic origin' category, from the 'Other' category.</p> <p>Removed the term 'racial group' from the questionnaire.</p>	<p>sub-categories such as 'East Asian/East Asian British'. One reason for this is the removal of the 'BAME' category; this means that those employees who may previously have been included in that category may now fall within one of the other sub-categories.</p>
Disability	<p>Expanded the questions to incorporate a functional definition of disability.</p>	<p>Yes, at a top line level. For example, we can make year-on-year comparisons for the 'Disabled' and 'No disability' categories.</p>
Age	<p>No changes.</p>	<p>Yes, question unchanged.</p>
Sexual orientation	<p>Expanded the response options available.</p>	<p>Yes, at a top line. For example, we can make year-on-year comparisons for 'Heterosexual/ straight' and 'LGB+' categories.</p>
Religion	<p>No changes.</p>	<p>Yes, question unchanged.</p>
Socio-economic background	<p>Amended the occupational descriptions.</p> <p>Removed two response options for state-run schools (selective and non-selective).</p> <p>Amended question asking for information on whether either of an employees' parents had attended university by the time they were 18.</p>	<p>Yes, for questions on parental occupation, schooling and free school meals.</p> <p>We cannot make year-on-year comparisons for parental university attendance due to amendments made to the question.</p>
Caring responsibilities	<p>Added a new voluntary question asking for information on caring responsibilities.</p>	<p>No – new question for 2022/23.</p>
Cross-sectional data	<p>Added questions requesting information on four cross-sectional data points:</p> <p>Race and ethnicity X socio-economic background;</p> <p>Race and ethnicity X disability;</p> <p>Race and ethnicity X sex; and</p> <p>Disability X socio-economic background.</p>	<p>No – new questions for 2022/23.</p>
Nations and regions	<p>Added a voluntary request to submit data on sex, race and ethnicity, socio-economic background and disability by nation and region.</p>	<p>No – new questions for 2022/23.¹⁴</p>
Job levels	<p>Separated 'junior/middle management' into two distinct categories – 'junior' and 'middle' management.</p>	<p>We cannot make comparisons for 'junior and middle management' as these are new categories for 2022/23 or for 'senior management' as the definition was provided for the first</p>

¹⁴ The BBC provided workforce data for England, Northern Ireland, Scotland and Wales for 2021/22.

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

3.10 We used the following categories to collect data on parental occupation to assess socio-economic background:

- a) Modern professional & traditional professional occupations;
- b) Senior, middle or junior managers or administrators;
- c) Clerical and intermediate occupations;
- d) Technical and craft occupations;
- e) Routine, semi-routine manual and service occupations;
- f) Long-term unemployed;
- g) Small business owners who employed fewer than 25 employees; and
- h) Other.

3.11 The jobs that fit into each category above are listed in our statement on updating quantitative data collection tools.

3.12 For reporting purposes, we group these categories¹⁵ into:

- a) Professional backgrounds: modern professional & traditional professional occupations; and senior, middle or junior managers or administrators.
- b) Intermediate backgrounds: clerical and intermediate occupations; and small business owners who employed less than 25 people; and
- c) Working class/lower-socio economic backgrounds: technical and craft occupations; routine, semi-routine manual and service occupations; and long-term unemployed.

3.13 A full copy of the [workforce survey](#).

Self-assessment tool

3.14 The self-assessment tool took the form of a ‘maturity model’. Broadcasters were asked questions on seven EDI strands, which map across to Ofcom’s guidance to broadcasters, to enable broadcasters to understand the degree of ‘maturity’ in their EDI arrangements. This information also helps develop our understanding of whether broadcasters are achieving different EDI objectives across their organisations.

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

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

- Strategy and Leadership;
- Data collection, Monitoring and Evaluation;
- Recruitment;

¹⁵ This is consistent with the Social Mobility Commission groupings. See Social Mobility Commission, July 2021. [Socio-economic diversity and inclusion: Employers’ toolkit: Cross-industry edition](#), p.11.

- Retention, Progression and Development;
 - Culture and Voice;
 - Commissioning; and
 - Freelancers.
- 3.17 The results from the self-assessment tool provide broadcasters with a level of ‘maturity’ score and enables them to understand which areas their organisation is doing well in. For each question, the tool provides suggested next steps to help broadcasters progress their EDI arrangements.
- 3.18 The four levels of the ‘maturity scale’ for this survey are:
- **Starting:** You may need support to get started with your EDI arrangements.
 - **Engaged:** You may need support to progress with your EDI arrangements.
 - **Progressing:** You may need support to measure the success of your EDI arrangements.
 - **Achieving:** You are doing well with your EDI arrangements.
- 3.19 A copy of the [self-assessment tool](#).

Who responded to the surveys?

Workforce survey

- 3.20 136 broadcasters responded to the workforce survey in full - 47 TV broadcasters and 89 radio broadcasters.¹⁶ This represented data on 42,997 UK-based employees – 36,270 in TV and 6,707 in radio. Figure 2 below shows the number of respondents and UK-based employees in TV and radio, split by broadcaster size.

¹⁶ As set out above, broadcasters with fewer than 21 UK-based employees had the option of responding to the workforce survey in full or submitting it once they had completed the initial questions. There were eight broadcasters in TV and 32 in radio (as set out in Figure 2) that completed the survey in full. These broadcasters and the number of employees are included in these totals.

Figure 2: Workforce survey: number of respondents and UK-based employees by broadcaster size, TV and radio

Broadcaster size	Number of respondents / UK-based employees	
	TV	Radio
0 employees	-	46 broadcasters
1 – 20 employees	8 broadcasters 51 UK-based employees	32 broadcasters 120 UK-based employees
21 – 100 employees	10 broadcasters 487 UK-based employees	5 broadcasters 164 UK-based employees
101 – 499 employees	17 broadcasters 2,951 UK-based employees	4 broadcasters 811 UK-based employees
500+ employees	12 broadcasters 32,781 UK-based employees	2 broadcasters 5,612 UK-based employees

3.21 The findings in our main report relate to broadcasters of all sizes who responded to the workforce survey. As set out in the main report, this year Bauer’s quantitative workforce data relating to 2022/23 is not included in our report.¹⁷ As such, they are also not included in Figure 2. We have however used Bauer Media’s data submitted (and published) in previous years for our analysis of trends in the industry over time.

3.22 The data collected from the workforce survey is published in our interactive data report, which can be filtered by industry (TV, radio or both), broadcaster group (the ‘main’ eight¹⁸ or other) and by broadcaster size (21-100 employees, 101-499 employees or 500+ employees). Users can also view the make-up of the ‘main’ eight broadcasters by individual broadcaster.

Self-assessment tool

3.23 132 broadcasters responded to the self-assessment tool – 49 TV broadcasters, 81 radio broadcasters and two TV and radio broadcasters.¹⁹ Figure 3 below shows the number of respondents in TV and radio, split by broadcaster size.

¹⁷ While conducting final checks ahead of publication, Bauer Media informed us of discrepancies in the quantitative data they had submitted to us. To avoid further delay in the publication of our report, we decided to exclude data from Bauer Media when reporting on quantitative workforce. We are following up with Bauer Media on this issue.

¹⁸ We define the ‘main’ eight broadcasters as the largest TV and radio broadcasters based on audience share: for TV, this is BBC TV, ITV, Channel 4, Paramount and Sky (source: BARB’s [Monthly Viewing Summary](#)). For radio, this is BBC radio, Global and Bauer Media (source: [RAJAR Quarterly Listening](#)). This year, Bauer Media’s data is not included in our interactive data. However, in previous year’s Bauer Media’s data was included in the ‘main eight’ in the interactive data.

¹⁹ The BBC UK Public Service and News UK provided single responses covering TV and Radio to the self-assessment tool.

Figure 3: Number of respondents to the self-assessment tool by broadcaster size, by TV and radio

Broadcaster size	Number of respondents		
	TV	Radio	TV and radio
0 employees	2 broadcasters	37 broadcasters	
1- 20 employees	11 broadcasters	30 broadcasters	
21 – 100* employees	8 broadcasters	8 broadcasters	
101 – 499 employees	17 broadcasters	4 broadcasters	1 broadcaster
500+ employees	11 broadcasters	2 broadcasters	1 broadcaster

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

3.24 In our main report, we report on the data that was provided by the following two groups (in response to the self-assessment tool):

The 37 ‘larger’ broadcasters

3.25 We have defined larger broadcasters as those with over 100 employees. These broadcasters are more likely to have the resources to follow best practices across a wider range of areas, and as they employ large numbers of people, the impact of their EDI arrangements on the broadcasting workforce is wider spread. We also include MG Alba in this definition, as although they have fewer than 100 UK-based employees, it contributes to a public service (BBC Alba) in partnership with the BBC and is responsible for ensuring the availability of Gaelic programming, so we have decided to include them in this analysis. We have been able to include Bauer Media’s responses to the self-assessment tool.²⁰

3.26 The self-assessment tool contains questions which were clearly marked as either mandatory or voluntary and in our main report, we refer to responses to both types of questions. All 37 of the larger broadcasters responded to the mandatory questions. When referring to responses to the mandatory questions from larger broadcasters, we refer to this group of 37 broadcasters.

3.27 34 of the larger broadcasters completed the voluntary questions (as three of the larger broadcasters who completed the mandatory questions did not complete the voluntary questions). When referring to responses to the voluntary questions from larger broadcasters, we are referring to this group of 34 broadcasters.

The 15 broadcasters with 21-100 employees²¹

3.28 Though smaller in terms of number of employees, these broadcasters play an important role in nurturing talent, at all levels, feeding into the skills and talent pipeline. We have included some analysis of the responses provided by this group of broadcasters where it provides insights particularly relevant to smaller organisations.

3.29 We recognise that, due to the size of their organisations, the comparison of results from broadcasters with fewer than 20 employees with those of larger broadcasters may be limited; we have therefore not included analysis of these broadcasters’ responses in our

²⁰ We have categorised them here in the ‘500+ employees’ category based on their previous responses.

²¹ This excludes MG Alba as although it has 21-100 employees, we have included it in our analysis of the ‘larger broadcasters’ (as explained in paragraph 3.25).

main report (80 respondents with 0 – 20 employees).²² Nonetheless, we see these results, and the self-assessment tool, as useful mechanisms for providing feedback on EDI arrangements to these very small broadcasters.

Data protection and personal data

- 3.30 As part of our data request, each broadcaster received information on data protection to read and follow before completing the request.
- 3.31 Broadcasters completed the request using Snap Surveys. The data submitted is stored in a secure server by Snap Surveys. The encrypted data was then transferred to Ofcom by secure download from the server and stored internally with access restricted to limited colleagues.
- 3.32 In reporting the data, we treated any fields pertaining to a specific characteristic (such as female, minority ethnic group, or disabled) with fewer than ten employees for an individual broadcaster as potentially personally identifiable data. Therefore, in reporting the findings, we have been careful not to include any percentages relating to a single broadcaster which equate to fewer than ten employees, or where individuals might otherwise be identifiable. This means that even when reporting on the larger (500+ employee) broadcasters, we are sometimes unable to report on specific subgroups where the base sizes are relatively low.

How we are reporting on the workforce data

- 3.33 In reporting the data from the quantitative workforce survey, the percentages recorded for broadcasters' employees are based only on the employees who have disclosed information about their characteristics and consented to share this with Ofcom (i.e. based on 'visible data' as defined in Terminology section below). This is a departure from our approach in previous reports, where we reported percentages based on all employees (i.e. based on 'total' data as defined below).
- 3.34 Both approaches are valid and have different advantages / disadvantages. In previous years we have based analysis on visible data only where there are very low disclosure rates (e.g. for socio-economic background), where percentages of total data are likely to be significant under-estimates.
- 3.35 Having updated our data collection methods, we felt this was a sensible point to re-evaluate our reporting approach. We believe that consistent reporting on visible data only is likely to give us a more meaningful picture of the makeup of the industry overall. This remains particularly relevant for those characteristics where large 'data gaps' remain. For characteristics that have seen a reduction in data gaps, the amount of 'visible' data is getting closer to the total data available, and so our reported makeup is likely to be similar under either approach. Presenting findings based on visible data also makes it more straightforward to compare to national benchmarks.
- 3.36 Data for percentages based on 'total' data and on only 'visible' data are both available in our interactive data report.

²² Licensees with fewer than 21 UK based employees or who are not authorised to broadcast for more than 31 days per year are required to complete the initial questions in both surveys, but it is then voluntary to complete the rest of the surveys in full.

4. Terminology

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

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

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

Larger broadcasters – A term we use for broadcasters with more than 100 UK-based employees for the purposes of analysis of our self-assessment tool. We also include MG Alba in this definition.²³

Mandatory characteristics – We have required broadcasters to provide data on the three characteristics where we have powers to do so: sex (male or female);²⁴ race and ethnicity; and disability. In our reports we term these as mandatory characteristics.

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

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

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

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

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

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

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

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

²³ While MG Alba has fewer than 100 UK-based employees, it contributes to a public service (BBC Alba) in partnership with the BBC and is responsible for ensuring the availability of Gaelic programming. As such, we have decided to include it in this analysis.

²⁴ We asked for information relating to those who are intersex on a voluntary basis.

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

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

Workforce – Employees and contracted freelancers combined.

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

5. UK benchmarking data

5.1 The following table outlines the benchmark figures we have used in reporting, when looking at each industry overall as well as individual broadcasters.²⁵

Mandatory characteristics

SEX	<p>UK benchmark: 52% Male, 48% Female Universe: All in employment (UK) Source: ONS Labour market statistics A09: Labour market status by ethnic group Data Period: Apr 22 – Mar 23</p> <p>Regional benchmarks: e.g., London - 48% Female Universe: All in employment (UK) Source: ONS Annual Population Survey – NomisWeb. Data Period: Apr 22 – Mar 23</p> <p>Ethnicity benchmarks: e.g., Minority Ethnic Groups – 47% female Universe: All in employment (UK) Source: ONS Labour market statistics A09: Labour market status by ethnic group Data Period: Apr 22 – Mar 23</p>
RACE AND ETHNICITY	<p>UK benchmark: 14% Minority Ethnic Groups, 86% White Universe: All in employment Source: ONS Labour market statistics A09: Labour market status by ethnic group Data Period: Apr 22 – Mar 23</p> <p>Regional benchmarks: e.g., London - 42% Minority Ethnic Groups, 58% White Universe: Population, aged 16-64. Source: ONS Annual Population Survey – NomisWeb. Data Period: Apr 22 – Mar 23</p>
DISABILITY	<p>UK benchmark: 16% disabled, 84% No disability Universe: Economically active UK population aged 16-64 who are ‘Harmonised Standard Definition Disabled’ (GSS Standard). Source: ONS Labour market statistics A08: Labour market status of disabled people Data Period: Average of Apr 22 – Mar 23</p> <p>Regional benchmarks: e.g., London - 15% Disabled, 85% No disability Universe: Economically active, UK. EA core (current disability) or work-limiting disabled Source: ONS Annual Population Survey – NomisWeb. Data Period: Apr 22 – Mar 23</p> <p>Ethnicity benchmarks: e.g., Minority Ethnic Groups – 9% disabled Universe: Population of England and Wales Source: ONS Census 2021 Data Period: 2021</p>

²⁵ Benchmarks from the 2021 Census relate to England and Wales only. Where available and/or appropriate, we have also referred to national or regional benchmarks.

Voluntary characteristics

AGE	<p>UK benchmark: 68% under 50, 32% 50+ (Note: these proportions are the same among women (men are 67% under 50)).</p> <p>Universe: All in employment</p> <p>Source: ONS Labour market statistics Table A05: Labour market by age group: People by economic activity and age (seasonally adjusted)</p> <p>Data Period: Average of Apr-Jun22, Jul-Sep22, Oct- Dec22, Jan-Mar23</p> <p>Nations benchmarks: e.g., Scotland = 33% 50+</p> <p>Universe: All in employment</p> <p>Source: ONS Annual Population Survey – NomisWeb.</p> <p>Data Period: Apr 22 – Mar 23</p>
SEXUAL ORIENTATION	<p>Benchmark: 97% heterosexual/straight, 3% LGB+</p> <p>Universe: Total population, England and Wales (Re-proportioned to exclude ‘unknowns’)</p> <p>Source: ONS Census 2021</p> <p>Data Period: 2021</p> <p>Nations benchmarks: e.g., Scotland = 44% LGB+</p> <p>Universe: Usual residents aged 16</p> <p>Source: ONS, Sexual orientation, UK</p> <p>Data Period: 2021</p>
RELIGION	<p>Benchmark: 61% has a religion, 39% no religion</p> <p>Universe: Total population, England and Wales (Re-proportioned to exclude ‘unknowns’)</p> <p>Source: ONS Census 2021</p> <p>Data Period: 2021</p> <p>Nations benchmarks: e.g., Scotland = 47% has a religion</p> <p>Universe: Usual residents aged 16</p> <p>Source: ONS Census 2021/Scottish Census 2021</p> <p>Data Period: 2021</p>
PARENTAL OCCUPATION	<p>UK benchmark: 37% professional, 24% intermediate, 39% lower/working class</p> <p>Universe: UK workforce aged 16+ (May 2021)</p> <p>Source: Social mobility commission - Socio-economic background of the overall UK workforce...</p> <p>Data Period: 2021</p> <p>Regional benchmarks (proxy): e.g., London – 42% professional, 23% intermediate, 35% lower</p> <p>Universe: Population of England and Wales. Derived from National Statistics Socio-economic Classification (NS-SeC)</p> <p>Source: ONS Census 2021</p> <p>Data Period: 2021</p>
SCHOOLING	<p>Benchmark: 7% independent school, 93% other type of school</p> <p>Universe: Pupils in England attending independent school (estimated)</p> <p>Source: Gov.uk – School characteristics’ from ‘Schools, pupils and their characteristics’</p> <p>Data Period: 2022/23</p>
CARING RESPONSIBILITIES	<p>Benchmark: 8% caring responsibilities, 92% no caring responsibilities</p> <p>Universe: Usual residents aged 5 and over in England and Wales</p> <p>Source: ONS Census 2021</p> <p>Data period: 2021</p>

A1. Surveys

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

As outlined in Section 3 of this document, both surveys were completed by relevant broadcasters from April to June 2023. They took the form of interactive Snap Surveys but are here presented as text. For the self-assessment tool, this means that all 'suggested next steps' are listed – in practice, only one of these suggestions would be presented in relation to each question, dependent on which option had been selected in response to that question. Alphanumeric codes in the self-assessment tool refer back to the answer given for the relevant question (for example, 'A1d' refers to the name filled in under 'organisation' at A1d).

A2 Quantitative workforce survey questions

Questions before 2022/23	Questions from 2022/23 onwards
Sex and gender identity	
<p>Question 1 (mandatory) – What is the breakdown of your workforce by sex?</p> <ul style="list-style-type: none"> • Male • Female • Other (e.g., intersex, non-binary) [this option is a voluntary selection] • Employee preferred not to say 	<p>Question 1 (mandatory) – What is the breakdown of your employees by sex?</p> <ul style="list-style-type: none"> • Male • Female • Intersex [this option is a voluntary selection] • Employee preferred not to say
	<p>Question 2 (voluntary) - How many of your employees identify as a gender that is different from their sex registered at birth?</p> <ul style="list-style-type: none"> • [insert number] • Employee preferred not to say • Data not collected • Data collected but no consent to provide to Ofcom
	<p>Question 3 (voluntary) - Within this group, how many employees identified with the following gender identities?</p> <ul style="list-style-type: none"> • Man / Trans man • Woman / Trans woman • Non-binary • Queer

Questions before 2022/23	Questions from 2022/23 onwards
	<ul style="list-style-type: none"> • Gender identity not listed • Employee preferred not to say • Data not collected • Data collected but no consent to provide data to Ofcom
Race and ethnicity	
<p>Question 1 (mandatory) – Employee workforce by racial group:</p> <p>White:</p> <ul style="list-style-type: none"> • English /Welsh /Scottish /Northern Irish /British • Irish • Central and Eastern European • Gypsy or Irish traveller • Other white background <p>East Asian / East Asian British:</p> <ul style="list-style-type: none"> • Chinese • Other East Asian background <p>South Asian / South Asian British:</p> <ul style="list-style-type: none"> • Indian • Pakistani • Bangladeshi • Other South Asian background 	<p>Question 1 (mandatory) – How many of your employees are:</p> <p>Black/African/Caribbean/Black British</p> <ul style="list-style-type: none"> • African • Caribbean • Any other Black/African/Caribbean background <p>East Asian/East Asian British</p> <ul style="list-style-type: none"> • Chinese • Any other East Asian background <p>Mixed/multiple ethnic groups</p> <ul style="list-style-type: none"> • White and Black Caribbean • White and Black African • White and Asian • Any other Mixed/multiple ethnic background <p>Middle Eastern/Arab</p> <ul style="list-style-type: none"> • Arab

Questions before 2022/23	Questions from 2022/23 onwards
<p>Black / African / Caribbean / Black British:</p> <ul style="list-style-type: none"> • African • Caribbean • Other Black /African /Caribbean background <p>Mixed:</p> <ul style="list-style-type: none"> • White and Black Caribbean • White and Black African • White and Asian • Other mixed/multiple racial background <p>Other:</p> <ul style="list-style-type: none"> • Middle Eastern, including Arabic origin • Other ethnic group • Black, Asian and Minority Ethnic (BAME) • Employee preferred not to disclose • Data not collected 	<ul style="list-style-type: none"> • Any other Middle Eastern background <p>South Asian/South Asian British</p> <ul style="list-style-type: none"> • Indian • Pakistani • Bangladeshi • Any other South Asian background <p>White</p> <ul style="list-style-type: none"> • English/Welsh/Scottish/Northern Irish/British • Irish • Gypsy or Irish Traveller • Roma • Any other White background • Ethnic background not listed • Employee preferred not to disclose • Data not collected
Disability	
<p>Question 1 (mandatory) – How many of your employees have:</p> <ul style="list-style-type: none"> • No disability • Sensory Disability (e.g., hearing/visually impaired) 	<p>Question 1 (mandatory) - How many employees have a disability, defined as a long term illness, condition or physical or mental impairment which has a substantial and long-term (12 months or more) adverse effect on that person's ability to carry out normal day-to-day activities?</p> <ul style="list-style-type: none"> • No illness, condition or impairment

Questions before 2022/23	Questions from 2022/23 onwards
<ul style="list-style-type: none"> • Physical Disability / Muscular-skeletal (incl. co-ordination, dexterity, mobility, wheelchair user) • Mental illness (inc. serious depression, bipolarity) • Cognitive/learning disabilities (inc. dyslexia, Down’s syndrome, autism) • Multiple, long term or other disability / condition (This includes conditions such as diabetes, epilepsy, arthritis, asthma, speech impairments, facial disfigurements) • has a disability • Employee preferred not to disclose 	<ul style="list-style-type: none"> • Has an illness, condition or impairment • Employee preferred not to say • Data not collected
	<p>Question 2 (mandatory) - Do these illnesses, conditions or impairments affect employees in any of the following areas? Respondents can select more than one per employee.</p> <p>Sensory</p> <ul style="list-style-type: none"> • Vision (for example blindness or partial sight) • Hearing (for example deafness or partial hearing) <p>Physical</p> <ul style="list-style-type: none"> • Mobility (for example walking short distances or climbing stairs) • Dexterity (for example lifting and carrying objects, using a keyboard) • Stamina or breathing or fatigue <p>Cognitive and social or behavioural</p> <ul style="list-style-type: none"> • Learning or understanding or concentrating

Questions before 2022/23	Questions from 2022/23 onwards
	<ul style="list-style-type: none"> • Memory • Socially or behaviourally (for example associated with autism spectrum disorder which includes Asperger’s, or ADHD). • Mental health • Other not listed (this could include conditions such as diabetes, epilepsy, speech impairments, facial disfigurement) • Employee preferred not to say • Data not collected
Age	
<p>Question 1 (voluntary) – How many of your employees are:</p> <ul style="list-style-type: none"> • Aged under 20 • Aged 20-29 • Aged 30-39 • Aged 40-49 • Aged 50-59 • Aged 60+ • Employee preferred not to say • Data collected but no consent to disclose to Ofcom • Data not collected 	<p>Question 1 (voluntary) – How many of your employees are:</p> <ul style="list-style-type: none"> • Aged under 20 • Aged 20-29 • Aged 30-39 • Aged 40-49 • Aged 50-59 • Aged 60+ • Employee preferred not to say • Data collected but no consent to disclose to Ofcom • Data not collected
Sexual orientation	
Question 1 (voluntary) - Employee work force by sexual orientation:	Question 1 (voluntary) - How many of your employees are:

Questions before 2022/23	Questions from 2022/23 onwards
<ul style="list-style-type: none"> • Heterosexual/ Straight • Gay men • Gay women/ Lesbian • Bisexual • Other sexual orientation • Employee preferred not to say • Data not collected • Data collected but no consent to provide data to Ofcom 	<ul style="list-style-type: none"> • Heterosexual / straight • Gay man • Gay woman / Lesbian • Gay non-binary • Bi-sexual • Asexual • Pansexual • Queer • Sexual orientation not listed • Employee preferred not to say • Data not collected • Data collected but no consent to provide data to Ofcom
Religion	
<p>Question 1 (voluntary) - What is the religion or belief of your employees?</p> <ul style="list-style-type: none"> • Not religious • Christian • Hindu • Sikh • Muslim • Buddhist 	<p>Question 1 (voluntary) - What is the religion or belief of your employees?</p> <ul style="list-style-type: none"> • No religion • Christian • Hindu • Sikh • Muslim • Buddhist

Questions before 2022/23	Questions from 2022/23 onwards
<ul style="list-style-type: none"> • Jewish • Other religion or belief • Employee preferred not to disclose • Data collected but no consent to disclose to Ofcom • Data not collected 	<ul style="list-style-type: none"> • Jewish • Other religion or belief • Employee preferred not to disclose • Data collected but no consent to disclose to Ofcom • Data not collected
<p>Socio-economic background</p>	
<p>Question 1 (voluntary) - Occupation of main household earner when employee was aged 14.</p> <p>a) Modern professional occupations (such as teacher, nurse, physiotherapist, social worker, musician, police officer [sergeant or above], software designer).</p> <p>b) Clerical and intermediate occupations (such as secretary, personal assistant, clerical worker, call centre agent, nursery nurse).</p> <p>c) Senior managers or administrators - usually responsible for planning, organising and coordinating work and/or finance (such as finance manager, chief executive).</p> <p>d) Technical or craft occupations (such as motor mechanic, plumber, printer, electrician, gardener, train driver).</p> <p>e) Semi-routine manual and service occupations (such as postal worker, machine operative, security guard, caretaker, farm worker, catering assistant, sale assistant).</p> <p>f) Routine manual and service occupations (such as HGV driver, cleaner porter, packer, labourer, waiter/waitress, bar staff).</p>	<p>Question 1 (voluntary) - Occupation of main household earner when employee was aged 14.</p> <ul style="list-style-type: none"> • Modern professional & traditional professional occupations such as: teacher, nurse, physiotherapist, social worker, musician, police officer (sergeant or above), software designer, accountant, solicitor, medical practitioner, scientist, civil / mechanical engineer. • Senior, middle or junior managers or administrators such as: finance manager, chief executive, large business owner, office manager, retail manager, bank manager, restaurant manager, warehouse manager. • Clerical and intermediate occupations such as: secretary, personal assistant, call centre agent, clerical worker, nursery nurse. • Technical and craft occupations such as: motor mechanic, plumber, printer, electrician, gardener, train driver. • Routine, semi-routine manual and service occupations such as: postal worker, machine operative, security guard, caretaker, farm worker, catering

Questions before 2022/23	Questions from 2022/23 onwards
<p>g) Middle or junior managers (such as office manager, retail manager, bank manager, restaurant manager, warehouse).</p> <p>h) Traditional professional occupations (such as accountant, solicitor, medical practitioner, scientist, civil / mechanical engineer).</p> <p>i) Long term unemployed (claimed Jobseeker's Allowance or earlier unemployment benefit for more than a year).</p> <p>j) Inactive (including those that were retired).</p> <p>k) Don't know / not applicable</p> <p>l) Employee preferred not to disclose</p> <p>m) Data collected but no consent to provide to Ofcom</p> <p>n) Data not collected</p>	<p>assistant, sales assistant, HGV driver, cleaner, porter, packer, labourer, waiter/waitress, bar staff.</p> <ul style="list-style-type: none"> • Long-term unemployed (claimed Jobseeker's Allowance or earlier unemployment benefit for more than a year) • Small business owners who employed less than 25 people such as: corner shop owners, small plumbing companies, retail shop owner, single restaurant or café owner, taxi owner, garage owner • Other such as: retired, this question does not apply to me, I don't know • Employee preferred not to say • Data not collected • Data collected but no consent to provide to Ofcom
<p>Question 2 (voluntary) - What type of school employee attended for the most time between the ages of 11 – 16.</p> <p>a) State-run or state-funded school – selective on academic, faith or other grounds</p> <p>b) State-run or state-funded school – non-selective</p> <p>c) Independent or fee-paying school – bursary d) Independent or fee-paying school – nonbursary</p> <p>e) Attended school outside of the UK</p> <p>f) Don't know</p> <p>g) Employee preferred not to disclose</p> <p>h) Data collected but no consent to provide to Ofcom</p>	<p>Question 2 (voluntary) - Type of school employee attended for the most time between the ages of 11 to 16.</p> <ul style="list-style-type: none"> • A state-run or state-funded school • Independent or fee-paying school • Independent or fee-paying school, where employee received a bursary covering most of employees tuition fees • Attended school outside the UK • Other such as home schooled • Employee did not know. • Data collected but no consent to provide to Ofcom • Employee preferred not to say

Questions before 2022/23	Questions from 2022/23 onwards
<p>i) Data not collected</p> <p>Question 3 (voluntary) - Highest level of qualification achieved by either of parent(s) or guardian(s) by the time employee was 18.</p> <p>a) Degree level or degree equivalent or above (e.g first or high degrees, postgraduate diplomas, NVQ/SVQ, level 4 or 5 etc)</p> <p>b) Qualifications below degree level (e.g A-Level, SCE Higher, O-Level, SCE Standard / Ordinary, NVQ/SVQ, BTEC etc)</p> <p>c) No qualifications</p> <p>d) Don't know</p> <p>e) Employee preferred not to disclose</p> <p>f) Data collected but no consent to provide to Ofcom</p> <p>g) Data not collected</p>	<p>• Data not collected</p> <p>Question 3 (voluntary) - Did either of employees parents attend university by the time the employee was 18?</p> <ul style="list-style-type: none"> • No, neither of employees parents attended university • Yes, one or both of employees parents attended university • Employee did not know / not sure • Data collected but no consent to provide to Ofcom • Employee preferred not to say • Data not collected
<p>Question 4 (voluntary) - Whether employee was eligible for Free School Meals at any point during their school years.</p> <p>a) Yes</p> <p>b) No</p> <p>c) Not applicable (finished school before 1980 or went to school overseas)</p> <p>d) Employee preferred not to disclose</p> <p>e) Data collected but no consent to provide to Ofcom</p> <p>f) Data not collected</p>	<p>Question 4 (voluntary) - If the employees finished school after 1980, were they eligible for free school meals at any point during your school years?</p> <ul style="list-style-type: none"> • Yes • No • Not applicable (finished school before 1980 or went to school overseas) • Employee did not know • Data collected but no consent to provide to Ofcom • Employee preferred not to say • Data not collected

Questions before 2022/23	Questions from 2022/23 onwards
Caring responsibilities	
	<p>Question 1 (voluntary) - Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions, or problems related to old age?</p> <ul style="list-style-type: none"> • Have caring responsibilities • No caring responsibilities • Employee preferred not to say • Data not collected
Cross-sectional data	
	<p>Question 1 (voluntary) - Race and ethnicity X socio-economic background</p> <ul style="list-style-type: none"> • Black/East Asian/Mixed/Other ethnic background/South Asian/White X lower socioeconomic • Black/East Asian/Mixed/Other ethnic background/South Asian/White X intermediate • Black/East Asian/Mixed/Other ethnic background/South Asian/White X professional
	<p>Question 2 (voluntary) - Race and ethnicity X disability</p> <ul style="list-style-type: none"> • Black X has a long term illness, condition or impairment • Black X does not have a long term illness, condition or impairment • East Asian X has a long term illness, condition or impairment • East Asian X does not have a long term illness, condition or impairment • Mixed ethnic background X has a long term illness, condition or impairment

Questions before 2022/23	Questions from 2022/23 onwards
	<ul style="list-style-type: none"> • Mixed ethnic background X does not have a long term illness, condition or impairment • Other ethnic background X has a long term illness, condition or impairment • Other ethnic background X does not have a long term illness, condition or impairment • South Asian X has a long term illness, condition or impairment • South Asian X does not have a long term illness, condition or impairment • White X has a long term illness, condition or impairment • White X does not have a long term illness, condition or impairment
	<p>Question 3 (voluntary) – Race and ethnicity X sex</p> <ul style="list-style-type: none"> • Black X woman • Black X Man • East Asian X Woman • East Asian X Man • Mixed ethnic background X Woman • Mixed ethnic background X Man • Other ethnic background X Woman • Other ethnic background X Man • South Asian x Woman • South Asian X Man • White X Woman

Questions before 2022/23	Questions from 2022/23 onwards
	<ul style="list-style-type: none"> • White X Man
	<p>Question 4 (voluntary) - Disability x socio-economic background</p> <ul style="list-style-type: none"> • Has/does not have a long term illness, condition or impairment X lower socioeconomic • Has/does not have a long term illness, condition or impairment X intermediate • Has/does not have a long term illness, condition or impairment X professional
Nations and regions data	
	<p>Question 1 (voluntary) - Provide diversity workforce data on sex, race and ethnicity, disability and socio-economic background (parental occupation at 14) by nation and region.</p> <p>Employees should be grouped into:</p> <ul style="list-style-type: none"> • Scotland • Wales • Northern Ireland and • North East England • North West England • Yorkshire and the Humber • East Midlands, • West Midlands, • East of England

Questions before 2022/23	Questions from 2022/23 onwards
	<ul style="list-style-type: none"> • South East England • South West England • London
Job level	
<p>(Voluntary to provide for voluntary characteristics; mandatory to provide for mandatory characteristics)</p> <ul style="list-style-type: none"> • Senior managers • Junior/middle managers • Non-management • No data 	<p>(Voluntary to provide for voluntary characteristics; mandatory to provide for mandatory characteristics)</p> <p>For each characteristic place your employees into the relevant management/seniority category:</p> <ul style="list-style-type: none"> • Senior managers (inc. senior leadership teams, department heads, c-suite) • Middle managers (e.g., employees with hiring power and/or decision making power and/or significant line management responsibilities) • Junior managers (e.g., employees with limited hiring power and/or some decision making responsibilities and/or some line management responsibilities) • Non-managers (this should only include junior members of staff, senior or influential employees without management responsibilities should be assigned one of the other categories based on their other responsibilities and status.) • No data
Job role groups	
<p>(Voluntary to provide for voluntary characteristics; mandatory to provide for mandatory characteristics)</p> <p>TV</p>	<p>(Voluntary to provide for voluntary characteristics; mandatory to provide for mandatory characteristics)</p> <p>For each characteristic place your employees into the relevant job function:</p>

Questions before 2022/23	Questions from 2022/23 onwards
<ul style="list-style-type: none"> • Broadcast management • Creative and content role • Journalism role • On screen talent role • Business management and administration • Organisational, technical, engineering and data analytics role • Sales and marketing <p>Radio</p> <ul style="list-style-type: none"> • Programmes / programming role • Journalism and news role • Technical / engineering role • Marketing / press / PR role • Support functions / admin role 	<p>TV and radio</p> <ul style="list-style-type: none"> • Commissioning and programming roles (e.g commissioning editors, channel controllers, programming managers) • Creative and production roles (e.g producer/directors, exec producers, editors, researchers, production managers, camera operators, sound engineers) • Journalism and news roles (e.g journalism researchers, news multimedia producers) • On-screen/on-air talent (e.g presenters, news reporters) • Technical and engineering roles (e.g transmission operators, studio managers, broadcast engineer, data analyst) • Operational and administrative roles (e.g legal, accounting, HR) • Commercial and communications roles (e.g. advertising sales, marketing, distribution, product development)

