



BBC Audience Information

Data Tables (document 1)

January - March 2013

Introduction

The audience information data tables are published to show how the BBC and its services perform in terms of Quality (to what extent people enjoy and appreciate BBC programmes) as well as Reach (how many people consume BBC channels and services and for how long) on all of the BBC's main platforms.

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Pan-BBC View

Pan-BBC Reach

Average Weekly Reach and Average Weekly Time Spent per User

Based on age of 16+	January - March 2013		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC	96.8	47.6	18:54

Source: BBC Cross-Media Insight Survey (CMI) by GfK for the BBC, 500 UK respondents per week, 16+, January - March 2013- watching BBC TV channels, tuning into BBC radio services, going online to access BBC websites or catch up on programmes via iPlayer, accessing the red button and accessing mobile content

Pan-BBC Quality Measures

Based on age of 16+	General Impression of the BBC Mean score out of 10
All BBC	7.1

Source: The BBC Audience Reputation Tracker survey by Kantar Media for BBC, Sample of 1000 Adults per month, 16+, January - March 2013, Mean score out of 10 where 1= extremely unfavourable and 10= extremely favourable.

Based on age of 16+	Mean Score out of 10
The BBC has high quality programmes and services	7.2
The BBC maintains high standards of quality	7.1
I think that the BBC is good at coming up with fresh and new ideas	6.3

Source: The BBC Audience Reputation Tracker survey by Kantar Media for BBC, Sample of 1000 Adults per month, 16+, January - March 2013, Mean score out of 10 where 1= extremely unfavourable and 10= extremely favourable.

BBC TV Reach

Average Weekly Reach and Average Weekly Time Spent per User

Age 4+	January - March 2013		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC TV	86.2	49.7	11:18
BBC One (including BBC One HD)	78.2	45.1	08:08
BBC Two	51.4	29.6	03:14
BBC Three	22.8	13.2	01:47
BBC Three (16-34 year olds)	28.0	4.1	02:15
BBC Four	15.1	8.7	01:48
CBeebies	9.4	5.4	04:14
CBeebies (* children 0 - 6)	43.8	2.1	04:58
CBBC	6.7	3.9	03:02
CBBC (6 -12 years olds)	30.3	1.5	03:37
BBC News channel (16+) 3min reach	20.2	9.9	01:48
BBC Parliament (16+) 3min reach	1.5	0.7	00:47
BBC HD	5.1	3.0	01:46

Source: BARB data is based on the UK population 4+ and 15 minutes consecutive reach. *This is measured as children 4-6 and housewives with 0-3 children (for more details please see Glossary on CBeebies Target Audience)

BBC TV Quality Measures

Appreciation Index (AI)

Service 16+	AI out of 100
All BBC TV	82.8
BBC One (including BBC I HD)	82.2
BBC Two	84.3
BBC Three	83.8
BBC Four	85.4
BBC HD	85.4

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January - March 2013.* Channels that are not measured are CBeebies, CBBC, BBC News Channel and BBC Parliament.

Distinctiveness

"BBC programmes feel fresh and new."	
Service by age 16+	Agree (%)
All BBC TV	71.2

BBC One (including BBC I HD)	69.6
BBC Two	74.3
BBC Three	73.4
BBC Four	79.4
BBC HD	76.7

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January - March 2013.* Channels that are not measured are CBeebies, CBBC, BBC News Channel and BBC Parliament.

BBC Radio

BBC Radio Reach

Average Weekly Reach and Average Weekly Time Spent per User

Age 15+	January - March 2013		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC Radio	67.0	35.1	16:25
BBC Radio 1	19.6	10.3	06:48
BBC Radio 2	29.2	15.3	12:00
BBC Radio 3	4.1	2.2	06:25
BBC Radio 4	20.5	10.8	12:17
Radio 5 Live	12.0	6.3	06:37
Radio 5 Live Sports Extra	1.6	0.9	02:39
BBC 1Xtra	1.9	1.0	05:17
BBC 6 Music	3.5	1.8	08:49
BBC Radio 4 Extra	3.1	1.6	05:58
BBC Asian Network	1.1	0.6	05:46

Source: RAJAR, figures based on a 3 month weight

Service by age 15+	January - March 2013		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
BBC Local Radio in England	16.9	7.1	09:47
BBC Radio Scotland	22.6	1.0	07:16
BBC Radio Wales	18.2	0.5	09:13
BBC Radio Cymru	4.7	0.1	09:09
BBC Radio Ulster	34.8	0.5	11:07

Source: RAJAR Radio stations measured within their TSA (see Glossary), figures based on 6 month weight, except for BBC Local Radio in England based on 3 month weight

Average Weekly Reach and Average Weekly Time Spent per User by Target Audience

Service by Target Audience	January - March 2013		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
Radio 1 (15-29 year olds)	37.7	4.5	07:00
Radio 2 (Over 35)	35.3	12.6	13:04
1Xtra (15-24 year olds)	6.7	0.5	05:03
Asian Network (British Asians under 35)	17.9	0.3	06:24
Local Radio in England (50+, England TSA)	26.0	4.7	12:08

Source: RAJAR

BBC Radio Quality Measures

Appreciation Index (AI)

Service 16+	AI out of 100
All BBC Radio	80.3
BBC Radio 1	75.1
BBC Radio 2	81.7
BBC Radio 3	81.2
BBC Radio 4	81.1
Radio 5 Live	77.3
Radio 5 Live Sports Extra	82.1
BBC 1Xtra	76.9
BBC 6 Music	83.7
BBC Radio 4 Extra	79.9
BBC Asian Network	72.2
BBC Local Radio in England (England TSA)	80.9
BBC Radio Scotland (Scotland TSA)	78.7
BBC Radio Wales (Wales TSA)	82.0
BBC Radop Cymru (Cymru TSA)	78.3
BBC Radio Ulster (Ulster TSA)	79.9

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January - March 2013. * BBC Radio Ulster includes Radio Foyle and BBC Local Radio in England Excludes Radio Jersey & Radio Guernsey

Distinctiveness

BBC Radio programmes feel original and different from most other radio programmes I have listened to	
Service by age 16+	Agree (%)
All BBC Radio	74.6
BBC Radio 1	71.1
BBC Radio 2	76.1
BBC Radio 3	71.9
BBC Radio 4	75.7
BBC Radio 5 Live	68.7
Radio 5 Live Sports Extra	73.5
BBC 1Xtra	76.8
BBC 6 Music	78.6
BBC Radio 4 Extra	74.9
BBC Asian Network	84.4
BBC Local Radio in England	76.0
BBC Radio Scotland	68.6
BBC Radio Wales	80.7
BBC Radio Cymru	56.4
BBC Radio Ulster	64.5

Source: Pulse, panel of 20,000 UK Adults, 16+ by GfK for the BBC, January - March 2013. * The above radio stations are measured within their TSA (see Glossary) * BBC Radio Ulster includes Radio Foyle and BBC Local Radio in England Excludes Radio Jersey & Radio Guernsey

Digital Media Services

BBC Digital Media Services Reach

BBC Digital Media Services' Reach

Service	January - March 2013	
	Average Weekly Reach (%)	Average Weekly Reach (millions)
*BBC Online including Mobile (out of total population)	49.5	24.4
*BBC Online including Mobile (out of online population)	61.4	24.4
**BBC Red Button	33.5	16.5

* Source: BBC Cross Media Insight Survey (CMI) by GfK for the BBC, 500 UK respondents per week, 16+, January - March 2013

** Source: BBC Red Button Survey by GfK for BBC, sample size 2000 of UK Adults per month, 16+

Note: The monthly performance of BBC iPlayer is available on the BBC Internet Blog (www.bbc.co.uk/blogs/bbcinternet)

BBC Digital Media Services: Quality & Distinctiveness

Appreciation Index (AI)

Service	January - March 2013
	AI out of 100
* BBC Online	78.4
**BBC Mobile	83.1
*** BBC Red Button	75.9

* Source: Online Quality Survey, new weighting factors used from Q2 2012 **Source: Mobile Quality Survey by GfK for BBC, sample size 600 per month, 16+ *** Source: BBC Red Button Survey by GfK for BBC, sample size 2000 of UK Adults per month, 16+

BBC Online Distinctiveness Measures

"The site feels original and different from most other websites I've seen."	
Service	January - March 2013
	Mean Score
BBC Online	69.2

Source: Online Quality Survey, new weighting factors used from Q2 2012