



**BBC Audience Information**

**Data Tables (document 1)**

**July – September 2014**

## Introduction

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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+	July - September 2014		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC	96.7	47.6	18:15

Source: BBC Cross-Media Insight Survey (CMI) by GfK for the BBC, 500 UK respondents per week, 16+, July - September 2014 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	7.0

Source: Accountability and Reputation Tracker survey by Kantar Media for BBC, sample of 1000 adults per month, 16+, July - September 2014, 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	7.0
The BBC maintains high standards of quality	7.0
I think that the BBC is good at coming up with fresh and new ideas	6.1

Source: Accountability and Reputation Tracker survey by Kantar Media for BBC, sample of 1000 adults per month, 16+, July - September 2014, mean score out of 10 where 1= strongly disagree and 10= strongly agree

Based on age of 16+	Mean score out of 10
I trust the BBC	6.3

Source: Accountability and Reputation Tracker survey by Kantar Media for BBC, sample of 1000 adults per month, 16+, July - September 2014, mean score out of 10 where 1= strongly disagree and 10= strongly agree

## BBC TV Reach

### Average Weekly Reach and Average Weekly Time Spent per User

Age 4+	July - September 2014		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC TV	79.9	46.7	09:49
BBC One (including BBC One HD)	70.3	41.1	07:15
BBC Two (including BBC Two HD)	45.1	26.4	03:08
BBC Three	19.2	11.2	01:58
BBC Three (16-34 year olds)	25.3	3.8	02:28
BBC Four	12.7	7.4	01:44
CBeebies	7.8	4.6	03:49
CBeebies (* children 0 - 6)	37.9	1.9	04:12
CBBC	4.9	2.9	02:45
CBBC (6 -12 years olds)	23.0	1.2	03:09
BBC News channel (16+) 3min reach	16.5	8.2	01:38
BBC Parliament (16+) 3min reach	1.4	0.7	00:43

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	81.0
BBC One (including BBC One HD)	80.4
BBC Two (including BBC Two HD)	82.3
BBC Three	82.7
BBC Four	84.2

Source: Pulse, panel of 20,000 UK adults, 16+ by GfK for the BBC, July - September 2014. Channels that are not measured by Pulse are CBeebies, CBBC, BBC News Channel and BBC Parliament

### Distinctiveness

"BBC programmes feel fresh and new."	
Service by age 16+	Agree (%)
All BBC TV	74.8
BBC One (including BBC One HD)	73.3
BBC Two (including BBC Two HD)	77.7
BBC Three	75.4
BBC Four	82.2

Source: Pulse, panel of 20,000 UK adults, 16+ by GfK for the BBC, July - September 2014. \*Channels that are not measured by Pulse 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+	July - September 2014		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
All BBC Radio	65.1	34.8	15:40
BBC Radio 1	19.7	10.5	06:37
BBC Radio 2	28.1	15.0	11:34
BBC Radio 3	3.6	1.9	05:51
BBC Radio 4	19.9	10.6	11:28
Radio 5 Live	10.9	5.8	06:42
Radio 5 Live Sports Extra	2.3	1.2	04:16
BBC 1Xtra	2.0	1.1	05:43
BBC 6Music	3.7	2.0	09:12
BBC Radio 4 Extra	3.0	1.6	05:33
BBC Asian Network	1.2	0.6	06:33

Source: RAJAR, figures based on a 3-month weight

Service by age 15+	July - September 2014		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
BBC Local Radio in England	15.6	6.7	08:57
BBC Radio Scotland	19.3	0.9	07:29
BBC Radio Wales	15.4	0.4	09:33
BBC Radio Cymru	4.1	0.1	11:47
BBC Radio Ulster	36.1	0.5	09:41

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	July - September 2014		
	Average Weekly Reach (%)	Average Weekly Reach (millions)	Time Spent (per user) (hh:mm)
Radio 1 (15-29 year olds)	38.1	4.6	06:34
Radio 2 (Over 35)	33.9	12.3	12:31
1Xtra (15-24 year olds)	6.3	0.5	04:52
Asian Network (British Asians under 35)	15.1	0.3	05:26
Local Radio in England (50+, England TSA)	24.4	4.6	11:20

Source: RAJAR

**BBC Radio Quality Measures**

**Appreciation Index (AI)**

Service 16+	AI out of 100
All BBC Radio	80.4
BBC Radio 1	77.0
BBC Radio 2	81.4
BBC Radio 3	82.6
BBC Radio 4	80.7
Radio 5 Live	79.2
Radio 5 Live Sports Extra	85.8
BBC 1Xtra	78.7
BBC 6 Music	82.4
BBC Radio 4 Extra	77.6
BBC Asian Network	75.0
BBC Local Radio in England (England TSA)	81.3
BBC Radio Scotland (Scotland TSA)	75.9
BBC Radio Wales (Wales TSA)	83.4
BBC Radop Cymru (Cymru TSA)	80.1
BBC Radio Ulster (Ulster TSA)	78.8

Source: Pulse, panel of 20,000 UK adults 16+ by GfK for the BBC, July - September 2014. 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	75.8
BBC Radio 1	75.1
BBC Radio 2	77.4
BBC Radio 3	75.8
BBC Radio 4	74.3
BBC Radio 5 Live	73.0
Radio 5 Live Sports Extra	80.1
BBC 1Xtra	75.5
BBC 6Music	79.4
BBC Radio 4 Extra	70.3
BBC Asian Network	62.1
BBC Local Radio in England	78.7
BBC Radio Scotland	71.9
BBC Radio Wales	81.3
BBC Radio Cymru	60.6
BBC Radio Ulster	76.9

Source: Pulse, panel of 20,000 UK adults, 16+ by GfK for the BBC, July - September 2014. 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	July - September 2014	
	Average Weekly Reach (%)	Average Weekly Reach (millions)
*BBC Online including Mobile (out of total population)	50.2	24.7
*BBC Online including Mobile (out of online population)	60.4	24.7
**BBC Red Button	32.1	15.8

\* Source: BBC Cross Media Insight Survey (CMI) by GfK for the BBC, 500 UK respondents per week, 16+, July - September 2014

\*\* 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 BBC Online

### BBC Digital Media Services Quality

#### Appreciation Index (AI)

Service	July - September 2014
	AI out of 100
* BBC Online	76.9
**BBC Mobile	82.0
***BBC Red Button	76.1

\* Source: Online Quality Survey, new weighting factors used from Q1 2014. \*\* 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+