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BBC Trust

Purpose Remit Survey UK report

Winter 2012-2013



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1 Introduction

The BBC Trust is the governing body of the BBC. Independent of BBC management, its purpose is to get the best out of the BBC on behalf of licence fee payers. In doing so the Trust monitors the BBC's performance against six Public Purposes as set out in the Royal Charter. This report provides findings from the latest in a series of quantitative tracking studies carried out for the Trust.

1.1 About the survey

The winter 12/13 survey was conducted by NatCen Social Research for the BBC Trust. The Purpose Remit Survey (PRS) in this form was first conducted in 2008 and throughout the report this wave's findings will be compared, where appropriate, with previous studies.

The central aim of this research is to understand the public's views of the BBC's performance against its Purposes and to understand that performance in the context of perceived importance. In addition, it collects information on general measures of BBC performance such as perceived licence fee value for money.

In previous waves the research was conducted by Kantar Media; this is the first wave that NatCen has carried out. There have been changes to the questionnaire and methodology at this wave, although a key aim was to ensure comparability on key measures with previous waves.

Where the wording of questionnaire item has changed, it has been on the basis of thorough testing with the aim of making question wording and concepts more meaningful and easier to understand. For example, previously many statements referred to 'programmes and content'. Our testing showed that this could be confusing to respondents who conflated the two terms when in fact the intention was to encourage them to think more widely about output on all the BBC's platforms (TV, Radio and bbc.co.uk). As such, the term was amended to 'programmes and online content'. There are more substantial wording changes than this example and some entirely new questions; these will be flagged throughout the report.

1.1.1 Methodology

As in previous waves, the survey was conducted using a mixed mode approach. In previous waves half of respondents completed an online questionnaire while the remaining half completed a face-to-face survey. At this wave, three quarters of respondents answered online while a quarter responded face-to-face. Online respondents were drawn from the Panelbase.com research panel while the remainder were interviewed by Dipsticks research. To maximise comparability between the two modes, respondents interviewed face-to-face nevertheless completed the Purposes section in self-completion mode. The increased number of online participants at this wave reflects changes in internet use in the population at large and allows significant efficiencies in terms of the resources allocated to data collection. The inherent risks associated with changing the mode ratio in tracking studies were anticipated and, as far as possible, mitigated.

Following investigation of the dataset for 'mode effects' that may be attributed to the change in methodological approach, we are confident – as far as is possible for any

research study – that each of the measures reported on, as well as any changes described in this report as statistically significant, are likely to be the result of true changes in the population. The exception to this is the score for overall impression: for this measure there is concern that the change in methodology may have been a factor in causing the score to be an outlier. This is discussed in more detail in section 3.4.

The research consisted of:

- 2,609 interviews with adults aged 16 or over in a nationally representative sample from across the UK between 18th January and 8th February 2013.
- To ensure sufficient sample sizes for robust analysis, boost samples were included in the devolved nations and amongst key ethnic groups. The achieved sample for each group is as follows:
 - Scotland (388), Wales (373) and Northern Ireland (389).
 - black respondents (156) and Asian respondents (267).
- Respondents answered a questionnaire that lasted around 25 minutes. In addition to the core sections on overall measures and the Purposes, information was collected on demographics, media consumption and level of BBC usage.
- Results were weighted using key demographic information (age, sex, ethnicity, social grade and nation) as well as using a proxy measure for the level of internet use which is described below.

Accounting for internet use

In changing the fieldwork approach the proportion of those interviewed face-to-face was halved compared to the previous wave; this also had the effect of reducing the proportion of sampled respondents who are likely to have no internet access.

In theory, this group would have had to be weighted up by a factor of four on average (compared to the rest of the sample) to create a representative sample when combining the online and face-to-face samples. Previously the sample was skewed towards areas with lower internet penetration in order to mitigate this problem. However, our approach was to complement the deficiency in the online sample using the proportion of Census online returns by ward. This enabled us to over-sample areas where there are larger proportions of people who are likely not to take part in an online panel (including those without internet access), thereby making the combined sample more representative of the population as a whole when compared to the previous sample approach. Weighting was then carried out as described above.

Significant differences

Whilst this survey is nationally representative, it is not a pure random probability survey. For this reason the principles used to understand significant differences between waves of this survey cannot be applied strictly. However, we recommend interpreting a difference of **four or more percentage points** as significant for wave on wave comparisons.

1.2 Structure of this report

This report begins by summarising the key findings of the PRS in winter 12/13. It goes on to describe the findings of general measures of BBC performance. The main body describes findings from the Purpose statements and comparisons with previous

waves. It concludes by using a statistical method to identify the ten key Purposes which have the greatest impact on the value for money score.

2 Summary of key findings

Stability in overall measures of BBC performance

In previous waves there has been considerable consistency in overall measures of BBC performance. This continues into winter 12/13:

- Eighty per cent would miss the BBC if it no longer existed, which is not significantly different compared to autumn '11 (82 per cent).
- The BBC continues to be more likely to be missed than other broadcasters (ITV: 70 per cent; Channel 4: 64 per cent; Sky: 46 per cent; Channel 5: 44 per cent).
- Fifty-seven per cent thought the licence fee was 'good value', which is not significantly different to the previous wave (56 per cent).
- A new question asked how much respondents felt the BBC offered them personally. 57 per cent thought it offered them quite a bit, a lot or everything they needed – the same proportion as agreed the licence fee was good value.

Wales most positive of the UK nations, followed by England. Audiences in Scotland and Northern Ireland tend to be less positive

- Across the overall measures, people in Wales are significantly more positive than each of the other nations on likelihood to miss the BBC and licence fee value for money, and most positive (although not significantly so) on how much the BBC offers.
- People living in Northern Ireland, along with those in Scotland, are the least positive across the overall measures. The audience in these nations are significantly less positive on how much the BBC offers and licence fee value for money. On this later measure, just under one half of respondents in Northern Ireland (47 per cent) agreed that the licence fee represented good value for money.
- Considering areas of England, people in the South are consistently more positive than average on general measures of BBC performance while respondents in London are significantly less so. Respondents in the Midlands tend to be the least positive about overall measures of BBC performance – for example they are the only area in which a minority (45 per cent) of respondents felt the BBC offered them quite a bit, a lot or everything they need. Approval on general measures in the North tends to be in line with the English average, although those in Yorkshire and Lincolnshire are significantly more positive on each measure.

Approval on general measures increases along with age, although those aged 16-24 are more positive on general BBC measures

- For most of the general measures, performance increases along with age. Those aged 65+ are the most positive group on each of the three measures.
- But those aged 16-24 buck this general trend. On each measure they are actually more positive than those aged 25-34.

Black audiences consistently less positive than white and Asian audiences both on overall measures and throughout Purposes

- Black audiences are significantly less positive than both Asian and white audiences on each of the overall measures.
- Black audiences are also generally less positive within the Purpose statements.
- When asked specifically about how well the BBC represents their ethnic group, just 39 per cent of black respondents agreed that the BBC was good at doing this, compared to 45 per cent of the Asian audience. The performance gap¹ on this question for the black audience was -35, which is higher than any performance gap reported for the UK population overall on any question.

Change in performance scores compared to the previous wave is mixed

- Six performance scores have significantly increased since the previous wave; five of these are within the Digital Purpose.
- Eleven performance scores have not changed significantly since the previous wave.
- Seven performance scores have significantly decreased since the previous wave, including 'The BBC provides high quality, independent journalism' (down five percentage points), 'The BBC improves my understanding of religions and other beliefs' (down nine points).
- There are ten new questions in the PRS at this wave, including a question which aims to understand the public's views of the BBC's distinctiveness against other broadcasters.

Importance scores for many Purposes have increased

- Perceived importance has tended to increase across the board with average importance at this wave standing at 67 per cent, compared to 59 per cent in autumn '11.
- The majority of performance gaps, even in questions that have seen significant performance increases, have recorded increased negative performance gaps in winter 12/13.

Three quarters of respondents agree that the BBC has high quality programmes while slightly less than half agree that the BBC's programming is distinctive compared to other broadcasters.

- There is no change in the performance of 'The BBC has lots of fresh and new ideas' at this wave: 56 per cent of respondents agreed it does.
- Two new questions aimed to understand the public's view of the quality and distinctiveness of BBC content.
- Seventy-six per cent agreed that 'The BBC makes high quality programmes or online content'; there was a relatively small performance gap of -5.

¹ The performance gap is an analytic tool for understanding the relationship between a statement's performance and perceived importance.

-
- Forty-seven per cent agreed that ‘The BBC makes programmes and online content that no other broadcaster would make’; this statement recorded a performance gap of -16.

Performance on the Digital Purpose has improved strongly at this wave

- Each statement within the Digital Purpose has seen a significant performance increase when compared to autumn ‘11.
- A considerable amount of the increase in these scores has been seen amongst older age groups. While performance has increased on some measures for younger respondents, on others it is flat or slightly decreased.
- At the same time, importance scores have also increased strongly. This has led to performance gaps increasing for each of the measures in the Digital Purpose, in some cases going from positive to negative gaps between waves.

Nations, regions and communities Purpose continues to record below average performance

- Significant changes were made to the questions within this Purpose at this wave, to reflect more accurately the key concepts explored within the questions. As such, direct comparison between waves is not possible.
- At the previous wave, a question which asked ‘The BBC is good at portraying [nation / region] to other people in the UK’ had a performance score of 40 per cent, making it one of the poorest performing priorities. At this wave, this was replaced by two new questions asking respondents about whether:
 - “The BBC is good at representing [nation / region] to the rest of the UK in its main UK news and current affairs programmes and online content”
 - “The BBC is good at representing [nation / region] to the rest of the UK in its drama, documentaries and other entertainment programmes and online content”
- The performance score for representation in national news was 57 per cent while for drama, documentaries and entertainment programmes the performance score was 55 per cent.
- The average performance score of 47 per cent for Nations, regions and communities is the lowest of any Purpose.
- Eight of the nine statements within this Purpose record performance scores of less than 60 per cent; five of the 10 poorest performing statements are from this Purpose.
- The average performance gap for this Purpose (-16) is the largest of any Purpose at this wave.

3 General measures

This section describes findings from general measures of BBC performance: likelihood to miss the BBC and other broadcasters, how much the BBC offers, licence fee value for money and overall impression.

3.1 Likelihood to miss the BBC if it wasn't there

Eighty per cent agreed they would miss the BBC if it no longer existed. This score is not significantly different to autumn '11 (82 per cent) and is similar to previous waves (2010-2011: 82 per cent; 2009-2010: 83 per cent).

80%

would miss the BBC if it no longer existed

Within the nations of the UK, respondents in Wales were significantly more likely to miss the BBC (85 per cent) than those in England (80 per cent), Scotland (82 per cent) and Northern Ireland (79 per cent). There were no significant differences compared to autumn '11. Those in the North of England were most likely to miss the BBC (84 per cent), followed by the South (80 per cent). In the Midlands the figure was only 73 per cent.²

Fifty-six per cent of respondents 'definitely agreed' they would miss the BBC, a slight decrease compared to the previous wave (58 per cent), although higher than in 2010-2011 (55 per cent).

3.1.1 The BBC and other broadcasters

As in previous years, the BBC was most likely to be missed compared to other broadcasters. ITV was second (70 per cent), followed by Channel 4 (64 per cent), Sky (46 per cent) and Channel 5 (44 per cent). Other than the score for Channel 5, which has seen a significant increase of five percentage points since autumn '11, no other broadcaster has recorded a significant change.

Investigating the reasons for Channel 5's improved score, while there have been increases across the board, there are variations amongst sub-groups. The increase is more pronounced amongst men, who are eight percentage points more likely to miss Channel 5 at this wave compared to the last; for women this difference is just three points. In terms of age, strong increases are found amongst those aged 45-54 (seven points) and 55-64 (11 points). The score for England increased by seven points to 44 per cent; there was a smaller increase for Wales of 4 points to 46 per cent while the smallest increase was in Northern Ireland (up three points) where 43 per cent would miss the broadcaster.

Channel 5 came under new ownership from 2010. This was reflected in a full rebranding exercise from 2011. This process also included the commissioning and acquisition of new programmes and formats, perhaps most notably Big Brother from late 2011. Other acquisitions have included American Idol and international cricket

² Areas of England were categorised in the following way. North: North West, North East and Cumbria, Yorkshire and Lincolnshire. Midlands: West Midlands, East Midlands. South: South East, East, South West, South, West, London

coverage. Given the previous wave of this survey took place in late 2011, we may be beginning to see the impact of these changes on Channel 5's score within the PRS.

In the previous wave, those in lower social grades, residents in Northern Ireland, people from black and minority ethnic backgrounds and those with no internet access were each found to be as likely or more likely to miss ITV as they were the BBC.

At this wave there is no significant difference in Northern Ireland between the proportion of respondents likely to miss the BBC (79 per cent) and UTV (77 per cent). Those across the UK who have not used the internet in the last month (note this is different from having no internet access) are as likely to miss ITV (77 per cent) as the BBC.

In addition, there was an association between social grade and likelihood to miss the BBC (ABC1s: 84 per cent; C2DEs: 76 per cent). Age is also significantly associated; those in the oldest age groups (65+: 89 per cent; 55-64: 84 per cent) were significantly more likely to miss the BBC than those aged 25-54 (75 – 78 per cent); although 80 per cent of those aged 16-24 said they would miss the BBC if it no longer existed.

3.2 How much the BBC offers

A new question was included within the General Measure module at this wave. We asked respondents *“Thinking about what the BBC provides, which of these statements best applies?”*:

- *It has nothing to offer me at all*
- *It has hardly anything to offer me*
- *It has a few things to offer me*
- *It has quite a bit to offer me*
- *It has a lot to offer me*
- *It offers everything I need*

57%

said the BBC offered 'quite a bit', 'a lot' or 'everything I need'

The first three responses in the above list were grouped into a 'negative' category while the final three were grouped into a 'positive' category. 57 per cent of respondents said the BBC offered them quite a bit, a lot or everything they needed. Wales again emerges as the most positive nation (62 per cent) followed by England (58 per cent). Respondents in Scotland and Northern Ireland (both 51 per cent) agreed.

There are variations in terms of social grade (ABC1s: 65 per cent; C2DEs: 48 per cent); ethnicity (white: 59 per cent; Asian: 51 per cent; black: 37 per cent) and age. On age, again we find that while there is a clear linear association, with positive scores increasing from 25 years onwards, those in the lowest age groups are more positive than those aged 25-44 (16-24: 55 per cent; 25-34: 44 per cent; 35-44: 49 per cent; 45-54: 56 per cent; 55-64: 64 per cent; 65+: 74 per cent).

3.3 Perceived licence fee value for money

A majority (57 per cent) of UK adults say the licence fee is good value for money. This score is not significantly different from the score recorded in any of the previous

surveys. Nineteen per cent said they received 'very good' value; again this is not a significant difference compared to autumn '11.

57% said the licence fee is **good value for money**.

There has been no significant change in those saying the licence fee is 'good value' since 2008-2009.

Age, social grade, nation, ethnicity and consumption of BBC services were all associated with perceptions of value for money.

In terms of age, the pattern observed above on other general measures and in previous surveys, of perceived value increasing with age except for 16-24 year olds, continues into this wave. Fifty-seven per cent of those aged 16-24 said the licence fee was good value while 52 per cent of those aged 25-34 did so; the score increased for each age group from 25 up (35-44: 53 per cent; 45-54: 57 per cent; 55-64: 61 per cent; 65+: 65 per cent).

There continues to be a greater positive perception of value for money amongst ABC1s (65 per cent) than C2DEs (49 per cent).

Again Wales is the most positive nation, with 60 per cent of respondents saying the BBC offers them good value for money. Those in England were less positive, although not significantly so (58 per cent), followed by Scotland (50 per cent) and Northern Ireland (47 per cent) (the scores for Scotland and Northern Ireland are significantly different). There is no significant change for the scores within the nations compared to previous waves.

In terms of ethnicity, again white audiences are most likely to agree that the licence fee is good value for money (58 per cent). Asian audiences are slightly (though not significantly) less positive (56 per cent), while black audiences are the least positive with just 43 per cent saying that the licence fee is good value.

When considering value for money on the basis of platform consumption, we find that just 39 per cent of respondents who only consume BBC TV feel they get good value, compared to 65 per cent of those who at least use BBC Radio and 66 per cent of those who at least use bbc.co.uk (these final two categories are not mutually exclusive).

3.3.1 Influences on perceptions of value for money

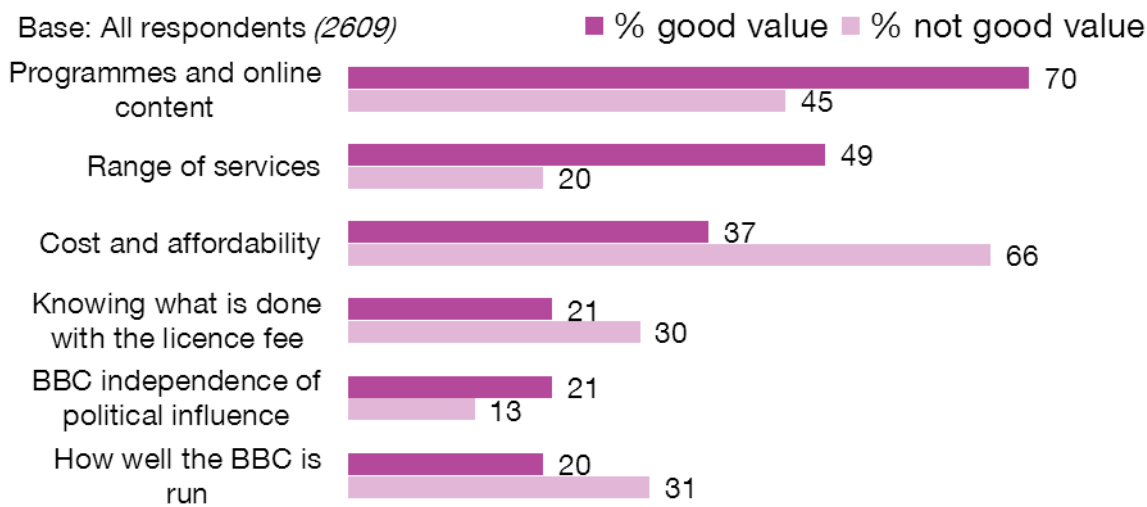
Respondents were asked what influenced their answer to the value for money question, selecting as many of the below options as they felt applied.

Figure 3:1 shows that, of those who say the licence fee is good value, 7 in 10 said it was because of the programmes and online content while nearly half (49 per cent) said it was due to the range of services; 37 per cent said cost and affordability affected their view.

Of those who felt the licence fee was not good value, cost and affordability was the most commonly cited factor – two thirds selected this option. The second most popular factor was the programmes and online content (45 per cent) while 3 in 10

reported that 'knowing what is done with the licence fee' and 'how well the BBC is run' influenced their view.

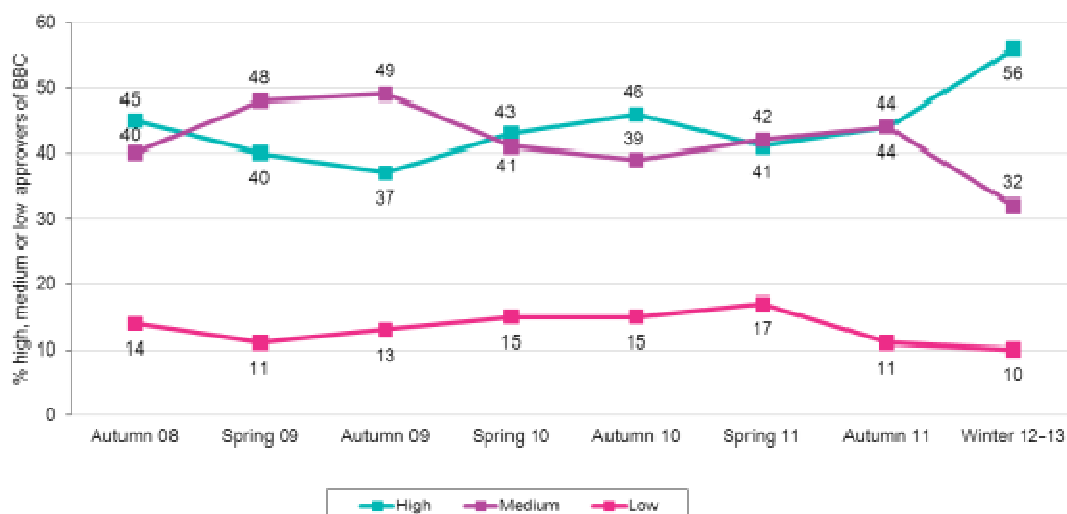
Figure 3:1 Influences on value for money



3.4 Overall impression

First-six per cent of adults in winter 12/13 are 'high approvers'³ of the BBC, an increase of 12 percentage points on the previous wave. Conversely, the proportion of 'mid-approvers' of the BBC has decreased by 12 percentage points to 32 per cent. Figure 3:2 below shows how overall impression scores have not changed significantly since spring 2010 and that the score recorded at this wave is the largest percentage point difference recorded for 'high' and 'mid' approval since the beginning of the PRS. The scale of the change between waves means that the scores presented here for overall impression should be treated with caution.

Figure 3:2 Overall impression of the BBC over time



³ 'High approvers': score 8 – 10 out of 10; 'Mid-approvers': 5-7 out of 10; 'Low approvers': 1-4 out of 10.

3.4.1 Caution around overall impression score

Following a full investigation, we deduce that the factors behind the increase in this score are a combination of:

1. A change in research method, i.e. a greater proportion of the sample in winter 12/13 completed the survey online and that the weighting approach has not entirely eliminated this.
2. A change in research provider, i.e. a change in the actual panel of respondents from which a sample is drawn for the survey.
3. Seasonality: the PRS is usually conducted in spring or autumn; the timing of the fieldwork may have had an impact on the scores given for overall impression.
4. A possible actual change in overall impression.

What is less clear is why this effect has been found for just one measure, i.e. overall impression, while it is not reflected in responses to other questions within this survey.

As it is likely that this result is an outlier and a one-off artefact of the changes to PRS methodology as set out above, we would not expect these factors to have an impact from autumn 2013 onwards. We do not recommend that we interpret this figure unless and until it has been substantiated by the next survey in autumn 2013.

4 BBC's performance against its Public Purposes

In this section we discuss findings of questions related to the delivery of the BBC's Public Purposes.

4.1 Public Purposes

There are six Public Purposes as set out by the Royal Charter. These are:

- **Creativity:** Stimulating creativity and cultural excellence
- **Citizenship:** Sustaining citizenship and civil society
- **Nations, regions and communities:** Representing the UK, its nations, regions and communities
- **Global:** Bringing the UK to the world and the world to the UK
- **Education:** Promoting education and learning
- **Digital:** Delivering to the public the benefit of emerging communications technologies and services

Within each of these Purposes there are a series of priorities and measurements aims; these form the basis of this section of the questionnaire. More information on the BBC's Public Purposes can be found on the BBC Trust website.

Respondents were asked to rate each statement in terms of its performance and importance, each time on a seven-point scale, as described below.

Performance

"To what extent do you agree or disagree with the following statement?"

- | | | |
|-------------------------------|---|----------|
| 1. Completely disagree | } | Disagree |
| 2. Disagree strongly | | |
| 3. Disagree slightly | | |
| 4. Neither agree nor disagree | | |
| 5. Agree slightly | } | Agree |
| 6. Agree strongly | | |
| 7. Completely agree | | |

Importance

"How important or unimportant for you personally is it that..."

- | | | |
|--------------------------------------|---|-------------|
| 1. Extremely unimportant | } | Unimportant |
| 2. Very unimportant | | |
| 3. Quite unimportant | | |
| 4. Neither important nor unimportant | | |

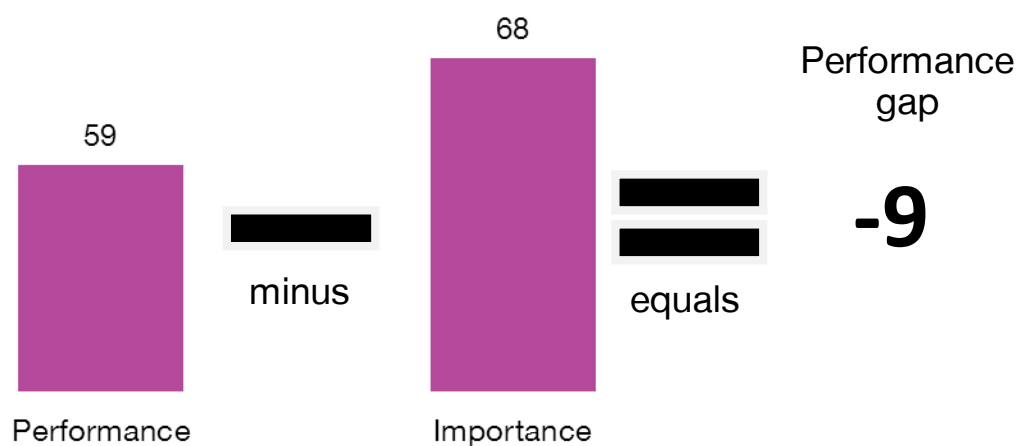
- 5. Quite important
 - 6. Very important
 - 7. Vital
- } Important

4.1.1 Performance gaps

Throughout this section we refer to ‘performance gaps’. These are represented by a negative or positive number which shows the difference between the proportion of respondents saying the BBC is performing well (i.e. scoring a statement 5 or more) and the proportion of respondents saying that statement is important to them personally (again, scoring a statement 5 or more). This provides a measure of those who believe a statement is important but not performing well (if the performance gap is negative), or of those who believe the statement is performing well but isn’t important (if the performance gap is positive).

As an example, if a statement scored 59 per cent for performance and 68 per cent for importance, the performance gap would be -9.

Example of how a performance gap is calculated using performance and importance scores



The figure below shows each statement's performance score and performance gap ranked by performance score.

Overview of performance score and performance gap for all statements in winter 12/13



Overview of importance scores



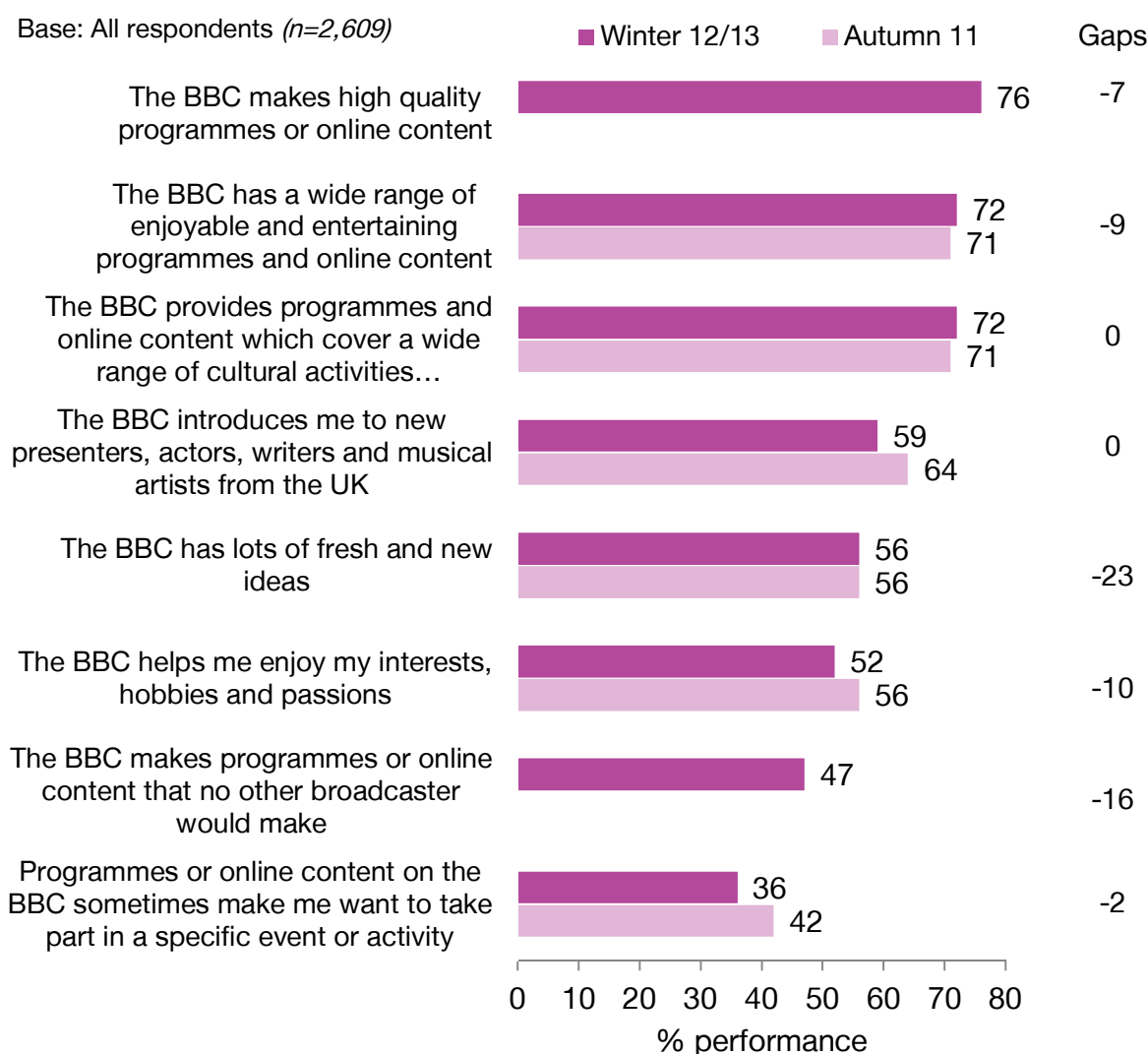
4.2 Creativity: stimulating creativity and cultural excellence

At this wave, two new questions were added to the module on Creativity – taking the total number of statements from six to eight. The mean performance score for this Purpose in winter 12-13 is 60 per cent and the mean importance score is 67 per cent.

Stripping out the new questions allows a fair comparison with the module of questions asked in autumn '11 (although within these there are some minor wording changes which will be pointed out below); the mean performance score for the six comparable questions is 58 per cent; a slight decrease on the previous wave (60 per cent). Similarly, the mean importance score is 65 per cent this wave, compared to 66 per cent in autumn '11. The overall performance gap has therefore increased by one point from -6 to -7.

Figure 4:1 below shows a summary of the performance scores at this and the previous wave as well as the performance gap at this wave. Where no performance score for autumn '11 is shown this indicates a new question at this wave.

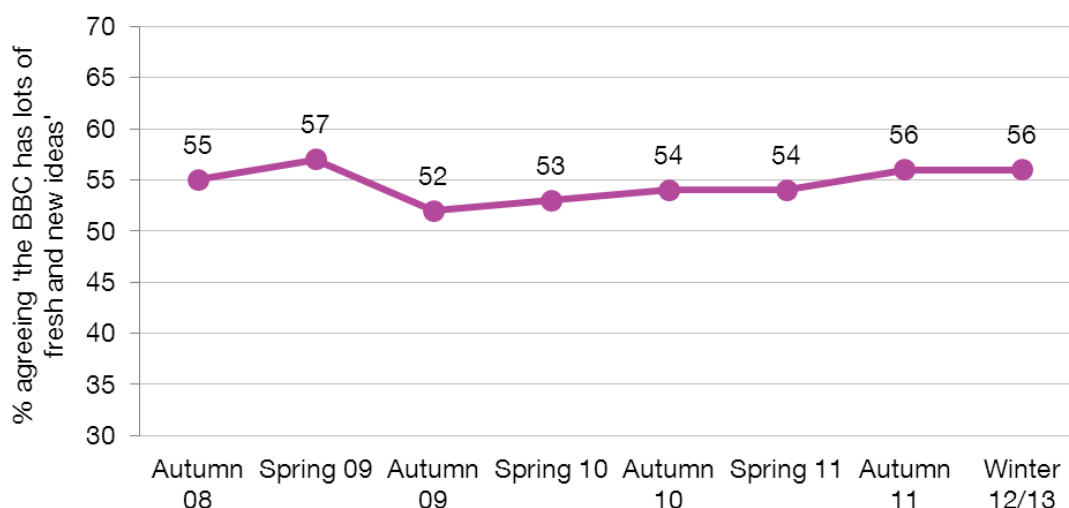
Figure 4:1 Creativity summary: Performance scores over time and performance gaps this wave



4.2.1 'The BBC has lots of fresh and new ideas'

Consistent with previous waves, the largest single performance gap within Creativity remains "The BBC has lots of fresh and new ideas". The performance score is 56 per cent and the importance score is 79 per cent. Figure 4:2 below shows how the performance score has been essentially flat since autumn 2009. The importance score has generally increased over time and is now at its highest point since the start of the PRS (2008-2009: 77 per cent; 2009-2010: 75 per cent; 2010-2011: 74 per cent; autumn '11: 77 per cent)

Figure 4:2 'Fresh and new ideas' performance over time



Performance scores for this statement vary by age though there is no clear linear association. Those aged 65 and over are most positive (64 per cent) and report the smallest performance gap (-21). The next most positive group are those aged 16-24 (59 per cent); the least positive group are those aged 35-44 (50 per cent). There is no significant difference between the scores for the other age groups (25-34: 53 per cent; 45-54: 54 per cent; 55-64: 55 per cent). The largest performance gap is reported by those aged 55-64 (-28).

As in previous waves, performance scores varied by social grade; those in higher social grades were more positive (ABC1s: 60 per cent) than those in the lower social grades (C2DEs: 51 per cent). Importance scores vary in a similar way, with 81 per cent of ABC1s saying it is important that the BBC has fresh and new ideas compared to 76 per cent of those in social grades C2DE.

The performance score varied by nation with Wales the most positive (60 per cent), followed by England (56 per cent) and Scotland (54 per cent). The least positive nation was Northern Ireland where half of respondents (50 per cent) agreed that the BBC had 'lots of fresh and new ideas'. Importance scores varied in a similar way so that in England, Scotland and Wales the performance gap was -23. In Northern Ireland the performance gap was slightly higher at -25.

Asians are most positive about the BBC's performance on this measure (64 per cent), followed by the white audience (56 per cent) and half of the black audience. The performance gap for Asians was the smallest at -12, reflecting a higher relative performance score and lower importance score. The performance gap for the white audience was -24 but the largest performance gap in terms of ethnicity was for the black audience, at -27.

As we have seen, the performance score for this measure has remained essentially flat and the performance gap relatively high over the years of the PRS. In order to

understand more about the public's views on Creativity, two additional questions were added to the questionnaire at this wave; one question focuses on quality while the other attempts to understand the public's views of the BBC's distinctiveness.

4.2.2 'The BBC makes high quality programmes or online content'

The first of these new questions within this Purpose asks specifically about the quality of the BBC's programmes and online content.

Three quarters (76%) agree that the BBC's output is high quality

With a performance score of 76% it is the highest performing statement within Creativity and the second highest performing statement across all of the Purpose statements.

Performance scores on this measure follow a similar pattern with age as we have seen above. Those aged 65+ are most positive (86 per cent), followed by those aged 16-24 (82 per cent) and those aged 55-64 (77 per cent); the least positive group is again those aged 35-44 (69 per cent), although there is no significant difference between this group and those aged 25-34 (70 per cent). Importance also increases along with age to the extent that there is a positive performance gap (+2) for those aged 16-24. The importance score for those aged 25-54 is 79-81 per cent, but for those aged 55-64 it is 87 per cent and for those aged 65+ the importance score is 89%, giving a modest performance gap of -3.

Eighty-two per cent of those in the higher social grade agree that the BBC has high quality output while 69 per cent of those in social grades C2DE do so. Importance scores vary in a similar way, with 89 per cent of those in social grade ABC1 saying this is important (performance gap: -7), compared to 78 per cent of those in C2DE (performance gap: -9).

Again Wales emerges as the most positive nation (77 per cent), followed by England (76 per cent) and Scotland (75 per cent) while respondents in Northern Ireland give the lowest performance score (72 per cent).

In terms of ethnicity, the black audience again emerges as the least positive on this measure with 62 per cent of respondents agreeing, compared to 69 per cent of the Asian audience and 77 per cent of the white audience.

Despite these variations, it is clear that a clear and considerable majority of the public agree that the BBC produces high quality programmes and online content. A further new question was added at this wave which asked respondents to consider the BBC's distinctiveness against other broadcasters.

4.2.3 'The BBC makes programmes and online content that no other broadcaster would make'

Responses to this question tell a less positive story than the question on quality.

Less than half (47%) of respondents agreed that the BBC makes programmes and online content that no other broadcaster would make.

With 47 per cent of respondents agreeing that the BBC does this, this is the second worst performing statement within the Creativity Purpose. The performance gap is -16.

Again, those aged 65+ are most likely to agree with this statement (58 per cent), while those in the younger age groups report significantly lower performance (44-47 per

cent for those aged 16-64). The importance score did not vary to such a great extent; 66 per cent of those aged 65+ said this was important, giving a performance gap of -6 while 60-64 per cent of those aged 16-64 said this was important, creating a significantly higher performance gap for younger respondents.

Social grade is also significantly associated; performance increases along with social grade: performance amongst ABC1s is 54 per cent compared to 39 per cent for C2DEs, although those saying 'disagree' varies by only four percentage points, with the rest of the reduced performance score for C2DEs accounted for by increased 'neither agree nor disagree' scores (ABC1s: 23 per cent; C2DEs: 34 per cent). The performance gap is also higher for C2DEs (-20) compared to ABC1s (-13).

There is no significant difference in the performance scores between the nations on this measure.

Ethnicity is, however, significantly associated: the Asian audience is most positive (51 per cent), followed by the white audience (47 per cent). The black audience is the least positive (42 per cent) and records the highest performance gap (-27) (compared to -15 for the white and -12 for the Asian audiences) due to a higher importance score.

4.2.4 'The BBC helps me enjoy my interests, hobbies and passions'

This question was carried on previous waves of the survey. This year, the overall performance score was 52 per cent, a small but significant fall in performance compared to autumn '11 (56 per cent); the score is now the same as it was in 2010-2011. 62 per cent of respondents said it was important that the BBC did this, creating a performance gap of -10, an increase of three points on the performance gap in autumn '11.

As in the previous wave, those aged 16-24 are most positive about performance (57 per cent). The second most positive are those aged 65+ (56 per cent). The scores for other age groups are not significantly different from one another (46-51 per cent). In terms of the performance gap, those in the 25-34 age group continue to report the largest performance gap (-14) as they did in the last wave, while those aged 16-24 have the smallest gap (-5).

Performance increases along with social grade (ABC1s: 57 per cent; C2DEs: 46 per cent) and the performance gap is also considerably larger for C2DEs (-14) compared to ABC1s (-6). In the previous waves the performance gaps were stable, demonstrating increased importance on this measure for those in the C2DE group.

The black audience has a higher than average performance gap (-23) than white (-9) or Asian (-7) respondents.

Within the nations of the UK, there was no significant difference in terms of performance scores (51-53 per cent). Due to different importance scores, however, the performance gap varied. In Wales it was -15, In Northern Ireland and Scotland it was -13 and in England the gap was smallest at -9.

4.2.5 'Programmes or online content on the BBC sometimes make me want to take part in a specific event or activity'

Thirty-six per cent of respondents agreed with this statement, compared to 42 per cent at the previous wave. This statement is therefore the poorest performing measure within the Creativity Purpose and one of the poorest performing overall.

Performance on this measure decreases along with age, with 42 per cent of 16-24s agreeing, 38 per cent of 25-34s, 36 per cent of 35-44s, 34 per cent of 45-54s and 31 per cent of 55-64s. However, there is a slight increase amongst those aged 65+, with

34 per cent of respondents agreeing that BBC output has made them want to take part in an event or activity. It is worth noting however that 3 in 10 respondents 'neither agree nor disagree' with this question. Despite poor performance, the overall performance gap is relatively small at -2. The performance gap is highest (-9) for those aged 25-34.

Those in the higher social grade are more likely to disagree (ABC1s: 38 per cent) than those in lower social grades (C2DEs: 33 per cent) and there is a small positive performance gap of +1 for ABC1s compared to -6 for C2DEs.

In terms of ethnicity, half of the Asian audience agree that the BBC does this compared to 38 per cent of the black audience; the white audience is least positive (35 per cent). The performance gap is highest for the black audience (-10), compared to -1 for the white audience and -3 for the Asian audience.

There are no significant differences in the performance scores in the nations, although the performance gap is highest in Northern Ireland (-5), compared to Wales and England (-2). Scotland records a small positive performance gap (+1).

4.2.6 The BBC introduces me to new presenters, actors, writers and musical artists from the UK

The overall performance score for this question was 59 per cent, which is a significant decrease compared to the previous wave (64 per cent), and the same as the performance score recorded in 2010-2011. The performance gap, however, is neutral due to a decreased importance score at this wave.

Performance gaps for those aged 25-34, 45-45, 55-64 and 65 are neutral or slightly positive (+1). There is a modest negative performance gap for those aged 35-44 (-5) and a larger positive performance gap for those aged 16-24 (+9).

Respondents in England were most positive on this measure (60 per cent), compared to 58 per cent in Wales and Northern Ireland and 52 per cent in Scotland. Small positive performance gaps were recorded in England (+1) and Northern Ireland (+2) while negative performance gaps were reported in Scotland (-4) and Wales (-1).

The performance gap for the white audience was also positive (+1), but negative for the Asian audience (-2) and more so for the black audience (-7).

4.2.7 'The BBC provides programmes and online content which cover a wide range of cultural activities, for example music, theatre and sports'⁴

The overall performance score is 72 per cent which is not significantly different to the score in the previous wave. The performance gap is neutral, two points less than in the previous wave (+2) due to a slightly, but not significantly, increased importance score.

Respondents in Wales were most positive on this measure (75 per cent), followed by those in England and Scotland (both 71 per cent). Despite those in Northern Ireland being the least positive (69 per cent), the performance gap in Northern Ireland is positive (+2). Only respondents in Wales report a negative performance gap (-1).

⁴ The previous question read "The BBC provides programmes and content which cover a wide range of cultural and creative activities"

Those aged 65+ are the most positive about this statement (81 per cent). Positive performance gaps are also found for those aged 16-24 (+3) and 55-64 (+1). The largest negative performance gap is amongst those aged 45-54 (-5).

4.2.8 'The BBC has a wide range of enjoyable and entertaining programmes and online content'

Overall, 72 per cent of people agreed with this question while 81 per cent felt that it was important, producing a negative performance gap of -9. The performance score is not significantly different to that reported in the autumn '11 (71 per cent) and it maintains gains made on 2010-2011 (66 per cent). However, the performance gap has increased from +2 to -9 at this wave due to a significantly larger importance score in winter 12-13 (81 per cent) compared to autumn '11 (69 per cent).

There are also significant considerable variations in the performance gap by age. The performance gap is 0 for those aged 16-24, -10 for those aged 25-34, 35-44 and 65+, and -13 for those aged 55-64.

Performance on this measure increases along with social grade, with 77 per cent of those in the ABC1 category agreeing compared to 65 per cent of those in the C2DE group. The performance gap for C2DEs is higher (-12) than for ABC1s (-9).

Those in Wales are most likely to agree (75 per cent), followed by respondents in England (72 per cent), Northern Ireland (68 per cent) and Scotland (67 per cent). The performance gap is smaller in England (-9) than in Wales or Northern Ireland (-12) or Scotland (-15).

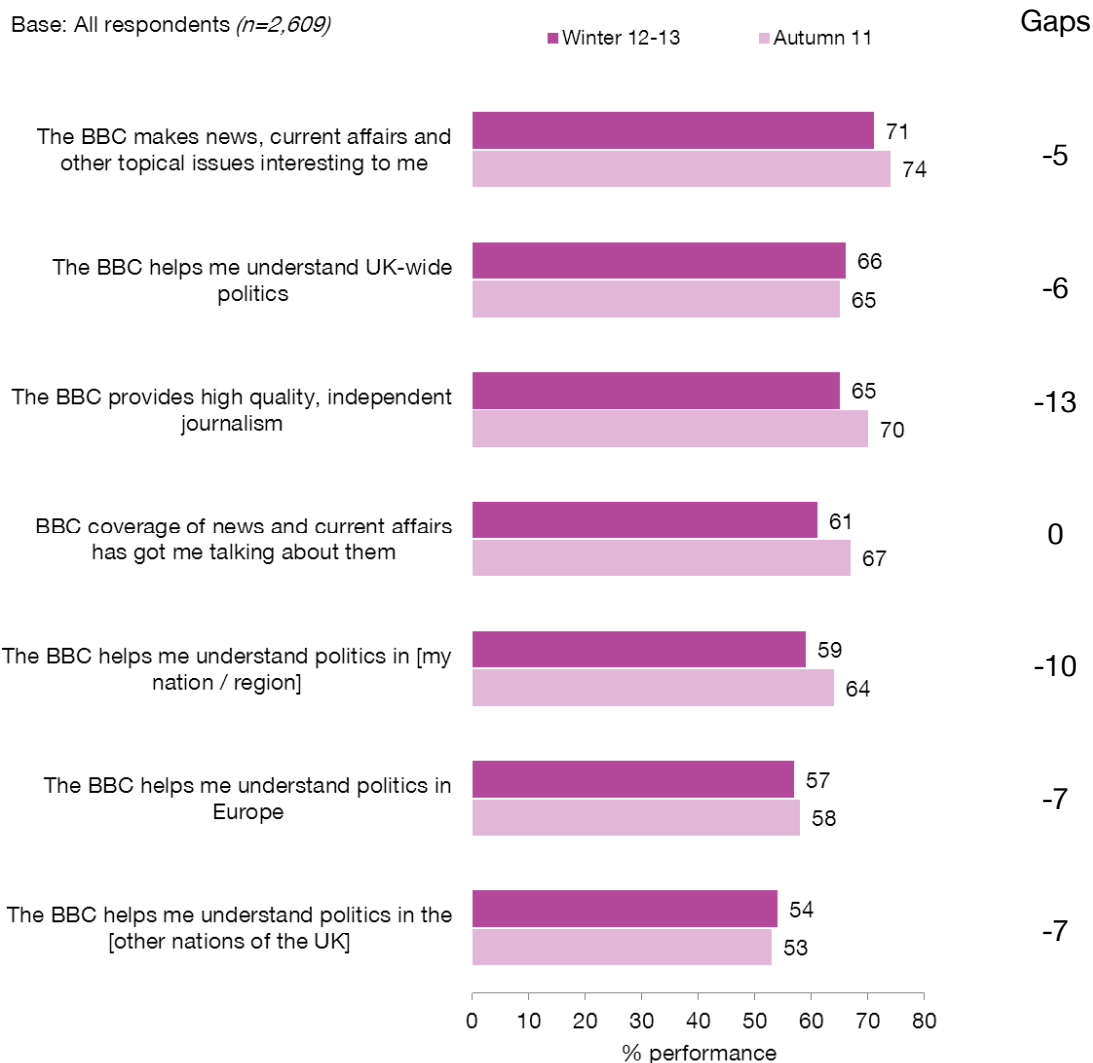
4.3 Citizenship: sustaining citizenship and civil society

4.3.1 Summary

In line with findings at previous waves, performance within this Purpose remains mixed. The regression analysis (Table 3.1) demonstrates that two statements within this Purpose are key drivers of the value for money score; one of these, 'The BBC provides high quality, independent journalism' has seen a significant fall in performance at this wave.

The average performance score for this Purpose is 62 per cent and the average importance score is 69 per cent; the performance gap is -7. This compares to an average performance score at the previous wave (on comparable questions) of 63 per cent and an average importance score of 72 per cent with a performance gap of -7.

Figure 4:3 Citizenship summary: Performance scores over time and performance gaps this wave



4.3.2 'The BBC provides high quality independent journalism'

Since the start of the PRS, around seven in ten respondents have consistently agreed that the BBC provides high quality, independent journalism. However, at this wave the performance score has reduced significantly to 65 per cent. It remains, however, the most important of the Citizenship statements and its importance (78 per cent) has increased by two percentage points since autumn '11. Together, these changes mean that the performance gap on this statement has increased from -6 to -13.

For the first time since the PRS began, there has been a significant decrease in those agreeing that the BBC provides high quality, independent journalism.

Within the nations, where Wales was the least positive nation in the previous wave (63 per cent), at this wave respondents in Wales are most positive (70 per cent), followed by respondents in England (65 per cent), Northern Ireland (64 per cent) and Scotland (63 per cent). Importance scores vary in a similar way, meaning that the performance gap is not significantly different within the nations (England: -12; Scotland: -12; Wales: -13; Northern Ireland: -12).

The black audience continues to rate performance significantly lower (54 per cent) than the Asian audience (58 per cent) and the white audience (66 per cent). The performance gap for the black audience was also higher (-20) than for the Asian audience (-14) and the white audience (-13).

In terms of social grade, the pattern of better performance amongst higher social grades (ABC1s: 70 per cent) than in lower social grades (C2DEs: 58 per cent) continues. The performance gap for both groups shows no significant difference (ABC1s: -13; C2DEs: -12). However, when considering the 'neither agree nor disagree' responses to this question, it is clear that decreased performance scores are not simply a function of an increase in those 'disagreeing'. Just three percentage points separate ABC1s who 'disagree' (11 per cent) compared to C2DEs who do the same (14 per cent); but there is a ten point difference in those selecting 'neither' between ABC1s (18 per cent) and C2DEs (28 per cent).

Considering age, there continues to be a clear linear relationship with performance increasing along with age for this statement (16-34: 60 per cent; 35-64: 64 per cent; 65+: 76 per cent). The decrease in overall performance on the previous wave is accounted for by those aged under 65; the performance score of those aged over 65 has increased by one percentage point compared to the previous wave.

4.3.3 'BBC coverage of news and current affairs has got me talking about them'

At the previous wave the performance score for this statement had increased to 67 per cent. At this wave, however, performance has seen a significant decrease and now stands at 61 per cent – the lowest recorded in the history of the PRS. That said, the importance score has also decreased compared to the previous wave and is now also 61 per cent. This means that the performance gap is neutral for this statement, although over the past waves it had been positive (2008-2009: +4; 2009-2010: +5; 2011-2012: +3; autumn '11: +4).

Across the nations of the UK, performance is significantly lower in Scotland and Wales (59 per cent) than in England and Northern Ireland (62 per cent). The performance gap

was positive in Northern Ireland (+3), England (+1) and Scotland (+1), but negative in Wales (-1).

In terms of age, performance was highest amongst those aged 65+ (72 per cent), compared to those in younger age groups (16-24: 59 per cent; 25-34: 58 per cent; 35-44: 60 per cent; 45-54: 61 per cent; 55-64: 59 per cent).

4.3.4 'The BBC makes news and current affairs and other topical issues interesting to me'

This is the best performing statement within Citizenship, with 71 per cent of respondents agreeing that the BBC did this. This is a three percentage point decrease (although this change is not significant) compared to the previous wave. The importance score for this measure has increased (although again not significantly) by two percentage points (76 per cent). Together, these changes mean that the performance gap is now -5, whereas it was neutral at the previous wave.

As in the previous wave, the performance score increased along with age. It continued to be lowest for the youngest age group (16-24: 61 per cent) (25-34: 65 per cent; 35-44: 66 per cent; 45-54: 71 per cent; 55-64: 75 per cent; 65+: 86 per cent). The lowest performance gap is found for the oldest age group (0), while the youngest age group is slightly larger (-3). The performance gap for the other age groups was not significantly different (between -6 and -8).

Considering the nations of the UK, performance was highest in Northern Ireland (73 per cent), followed by Wales (72 per cent), England (71 per cent) and Scotland (69 per cent). The importance score in Wales (83 per cent) led to a larger negative performance gap (-12) than in the other nations of the UK (England: -5; Scotland: -4; Northern Ireland: -5).

Again those in the higher social grades report more positive performance (ABC1s: 76 per cent) than those in lower social grades (C2DEs: 65 per cent). The performance gap for ABC1s was smaller (-4) than for C2DEs (-7).

4.3.5 'The BBC helps me understand politics in [nation / region]'

The performance score for this statement has increased by five percentage points since the previous wave and now stands at 59 per cent – this is the highest score recorded for this statement since the PRS began (2008-2009: 59 per cent; 2009-2010: 59 per cent; 2010-2011: 54 per cent; autumn '11: 54 per cent). The importance score has also increased by five percentage points to 69 per cent, meaning that the performance gap remains stable at -10.

Performance scores have increased within each nation, although only the change in England is statistically significant. In England the score is now 58 per cent (autumn '11: 53 per cent), while the performance gap has decreased by one point to -10. In Scotland, the performance score is now 64 per cent (autumn '11: 60 per cent) and the performance gap has increased by one point to -10. In Wales the performance score has increased to 60 per cent from 57 per cent at the last wave; however the importance score has increased by 15 percentage points to 76 per cent. The performance gap in Wales has therefore increased by 12 points to -16. In a reverse of the pattern across many other purpose statements, Northern Ireland is the most positive nation with 70 per cent agreeing that the BBC helps them to understand politics in Northern Ireland, compared to 67 per cent at the previous wave. The

performance gap is also considerably lower than in any other nation at -6, although this is an increase of four points from the previous wave.

Within the regions of England, there is no significant difference between the South and the North – scoring 61 and 60 per cent respectively. Performance is significantly lower in the Midlands at 44 per cent. Unlike on some other purpose statements when London's and Yorkshire & Lincolnshire's performance is separated out from their regions their performance scores are not significantly different.

In autumn '11 there had been a gender difference in terms of performance score with men significantly more positive (58 per cent) than women (51 per cent). This difference is not found at this wave.

Those in the higher social grades continue to be more positive about performance (ABC1s: 62 per cent) than those in lower social grades (C2DEs: 55 per cent). The performance gap was also similar for both groups (ABC1s: -11; C2DEs: -10), as in previous waves, due to a lower importance score amongst lower social grades.

Considering age, performance increased along with age. Performance scores for those aged 16-44 were not significantly different (54-55 per cent); the score was higher and not significantly different for those aged 45-64 (60-61 per cent); the most positive group was those aged 65+ (67 per cent). Importance scores varied in a similar way so that the performance gap for those aged 16-64 was -9 or -10. For those aged 65+, however, this was slightly higher at -12.

4.3.6 'The BBC helps me understand UK-wide politics'

When asked to consider UK-wide politics, respondents were generally more positive about performance: two thirds (66 per cent) agreed that the BBC did this. This is not significantly different to the score in autumn '11 (65 per cent). The importance score has increased by six percentage points, however, and now stands at 72 per cent. This has led to an increased negative performance gap of -6, compared to -1 at the previous wave.

In the previous wave performance and importance scores did not differ significantly by age. However, at this wave we find that performance scores increase along with age (16-24: 58 per cent; 25-34: 61 per cent; 35-44: 61 per cent; 45-54: 67 per cent; 55-64: 69 per cent; 65+: 76 per cent). Importance scores increase with age in a similar way, though the increase is not at the same rate. The performance gap is therefore smallest for those aged 16-24 (-3) and highest for those aged 55-64 (-11).

Social grade, as in the previous wave and across the Citizenship Purpose, is related with those in higher social grades more positive (72 per cent) than those in the lower social grades (58 per cent). Due to similar variations in the importance scores the performance gap is not significantly different between social grades (ABC1s: -6; C2DEs: -7).

Respondents in Wales rated performance on this measure most positively (69 per cent), followed by those in Northern Ireland (68 per cent), England (66 per cent), while respondents in Scotland were least positive (63 per cent). Whilst they are the most positive, respondents in Wales also reported the largest performance gap (-8), followed by those in England and Scotland (-6). In Northern Ireland the performance gap was the smallest (-2).

4.3.7 'The BBC helps me understand politics in [other nations of the UK]'

There was no significant difference in the performance score at this question, with 54 per cent of respondents agreeing that the BBC did this, compared to 53 per cent at the previous wave. The importance score, however, increased by six percentage points to 61 per cent, creating a performance gap of -7, compared to -2 at the previous wave.

The performance score on this statement increases along with age; just 45 per cent of those aged 16-24 agreed that the BBC did this compared to 64 per cent of those aged 65+ (25-34: 50 per cent; 35-44: 53 per cent; 45-54: 56 per cent; 55-64: 54 per cent). Importance scores also increased along with age, although not to the same extent. In the previous wave some age groups had recorded positive performance gaps; at this wave the gap for all age groups is negative (16-24: -8; 25-34: -7; 35-44: -6; 45-54: -9; 55-64: -9; 65+: -5).

As in previous waves, those in higher social grades report higher performance (ABC1s: 59 per cent) than those in lower social grade (C2DEs: 49 per cent). Importance scores were also more positive amongst those in higher social grades (66 per cent) than in lower (54 per cent), leading to similar performance gaps (ABC1s: -7; C2DEs: -6).

In autumn '11 respondents from black and minority ethnic backgrounds were significantly more positive on this statement than white respondents. This pattern continues into this wave, with 60 per cent of black and minority ethnic respondents agreeing compared to 53 per cent of white respondents. This led to a modest positive performance gap for black and minority ethnic respondents (+1) and a negative performance gap for white respondents (-8).

Within the nations of the UK, respondents in Northern Ireland are most positive at this statement, with 62 per cent agreeing that the BBC helped them understand politics in other nations of the UK. The same proportion said this was important in Northern Ireland, leading to a neutral performance gap (0). The next most positive nations were Scotland and Wales (58 per cent); due to slightly different importance scores in these nations the performance gap for Wales (-8) was higher than in Scotland (-6). The least positive nation was England, with 53 per cent agreeing that the BBC did this; the performance gap was -7.

4.3.8 'The BBC helps me understand politics in Europe'

The performance score at this wave is 57 per cent, which is not significantly different compared to the previous wave (58 per cent) and maintains the improvement seen since 2010-2011 (52 per cent). The importance score has increased significantly to 64 per cent from 61 per cent in autumn '11. This means that the performance gap has increased to -7 from -3 in the previous wave.

In the previous wave performance did not differ significantly by age. However in this wave there is a clear association, with performance tending to increase along with age (16-24: 47 per cent; 25-34: 55 per cent; 35-44: 52 per cent; 45-54: 60 per cent; 55-64: 61 per cent; 65+: 66 per cent). Importance also increases with age, leading to similar performance gaps for all groups of between -6 and -9.

The familiar pattern of performance increasing along with social grade also applies to this statement. The performance score for ABC1s is 62 per cent compared to 52 per

cent for C2DEs. Importance was also higher amongst ABC1s and lower amongst C2DEs, but not to the same extent as performance. The performance gap is therefore higher for ABC1s (-8) than it is for C2DEs (-4).

The most positive UK nation was Northern Ireland; 61 per cent of respondents in Northern Ireland agreed the BBC did this, compared to 57 per cent of respondents in England and Wales and 55 per cent of respondents in Scotland. Northern Ireland's performance score led to a positive performance gap at this question (+2). The performance gap in Scotland is -5 but is larger in England (-8) and Wales (-9).

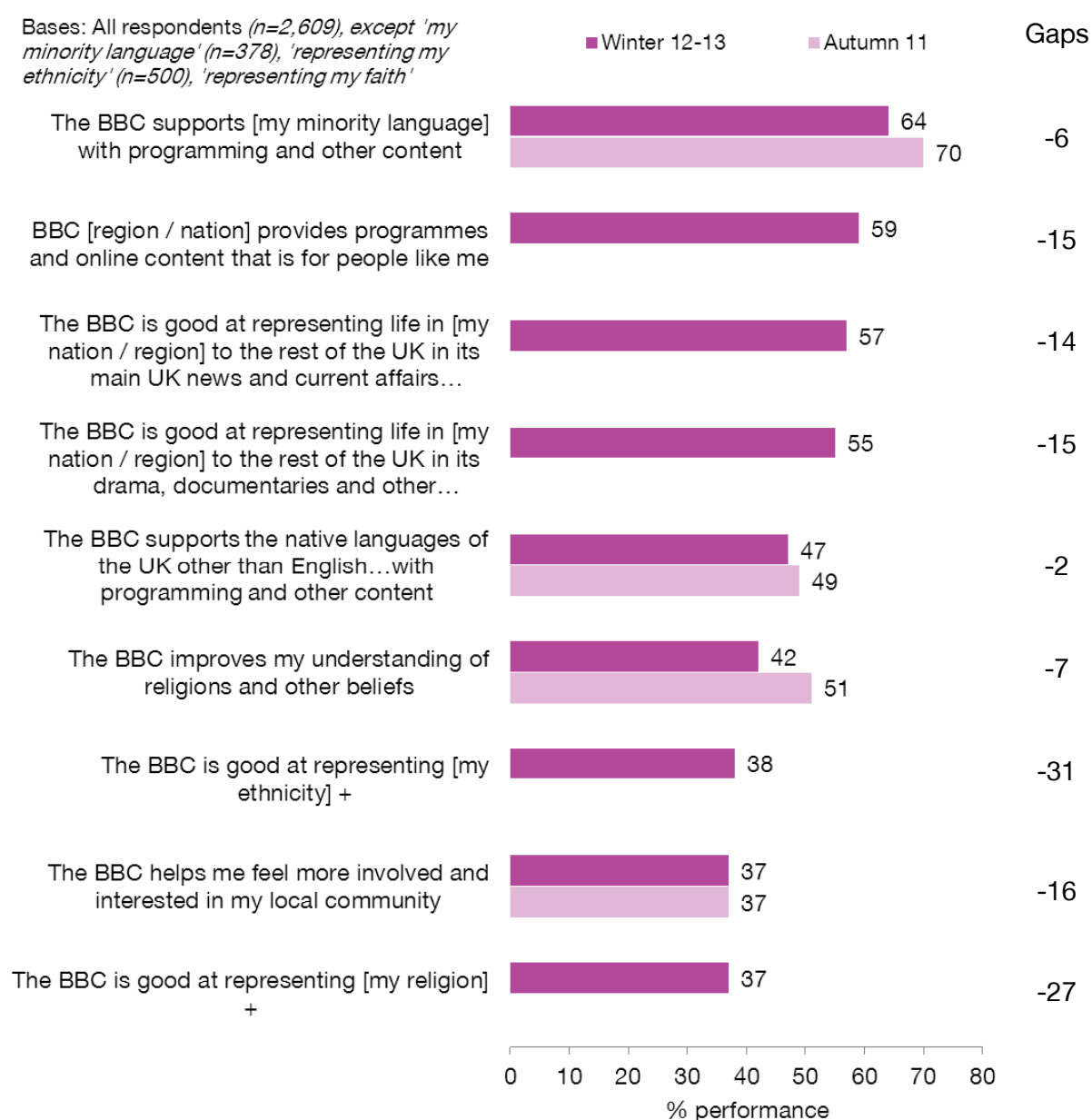
Considering ethnicity, there was no significant difference in performance scores for the white (57 per cent), black (57 per cent) or Asian audience (55 per cent). However, importance did differ significantly, leading to a larger negative performance gap for the black audience (-12) than the Asian (-10) or white (-7) audiences.

4.4 Representing the UK, its nations, regions and communities

4.4.1 Summary

Due to a large number of changes to the questionnaire at this wave, direct comparison at an overall level is not possible for this Purpose. The average performance score is 48 per cent while the importance score is 64 per cent, leading to an overall performance gap for this Purpose of -16.

Figure 4:4 Nations, regions and communities summary: Performance scores over time and performance gaps this wave



4.4.2 Representing life

During the questionnaire review stage of this project, we thoroughly tested the questions within the Nations, regions and communities Purpose. In relation to the Portrayal questions, we found:

- A 'lack of information problem' – some respondents reported that they felt unable to answer the questions as they did not know how their part of the country was represented in others.
- Different expectations of news and other genres – in news, for example, a fair and balanced account of an area's problems and strong points was expected.
- Difficulties interpreting questions wording – 'representing life' seemed a better fit with the kind of language respondents used than 'portrayal'.

In an attempt to overcome some of these difficulties, two new questions were introduced at this wave, replacing the previous question which read:

- "The BBC is good at representing [nation / region] to the rest of the UK in its main UK news and current affairs programmes and online content"
- "The BBC is good at representing [nation / region] to the rest of the UK in its drama, documentaries and other entertainment programmes and online content"

At the previous wave, performance scores for the question on portrayal were amongst the lowest within the Purposes section. In Wales and Northern Ireland, 43 per cent of respondents agreed the BBC was good at doing this – the lowest score since the PRS started asking this question. In England the score was 40 per cent and in Scotland, 39 per cent of respondents agreed, the second lowest score since the PRS started. The overall performance gap was -18.

Figure 4:5 below shows the performance scores for each of the new representation questions within the nations of the UK. It demonstrates that, on these new questions, the performance score has increased compared to the previous portrayal question. Across the UK as a whole, 57 per cent of respondents agreed that the BBC was good at representing life in their nation/region in UK news. The performance gap is -14. Considering drama and other entertainment programmes, the overall performance score is 55 per cent while the performance gap is -15.

While these questions cannot be compared directly with the portrayal question carried in previous wave, it is clear that respondents are more positive at these questions than they were on portrayal. At the previous wave, 39 per cent of respondents neither agreed nor disagreed. At this wave, the proportion of those answering this way has fallen by 12 percentage points to 27 per cent on both new representation questions. The proportion of those disagreeing with the statements is between 16 and 18 per cent at this wave, compared to 21 per cent at the previous wave. Fewer respondents selecting 'neither' suggests that the question is easier to understand than in previous waves.

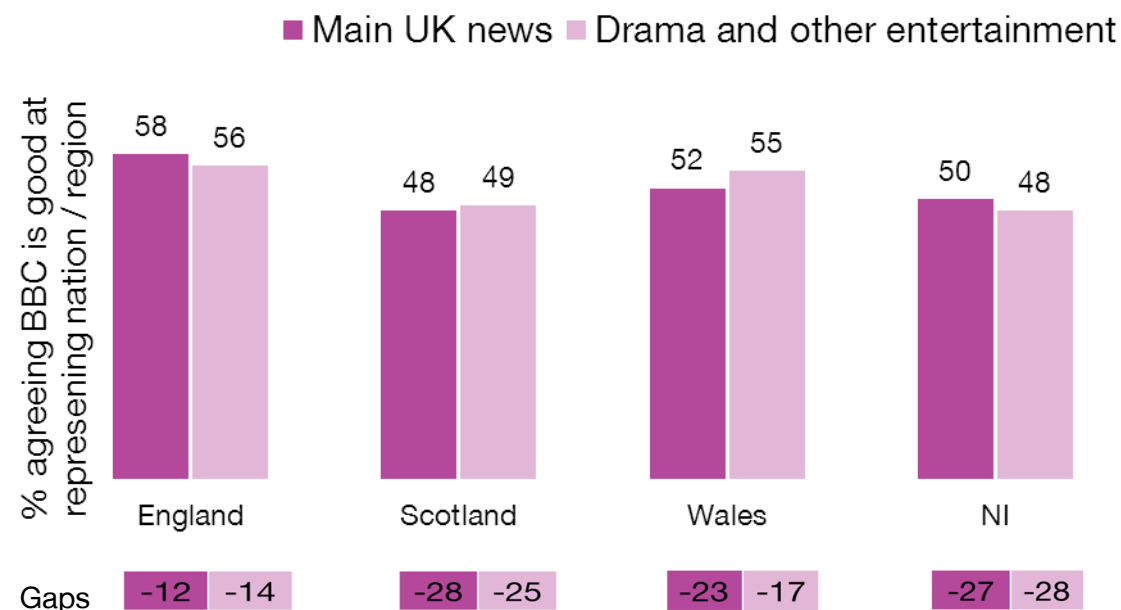
England is the most positive nation at this set of questions; it also reports the lowest performance gaps. The next most positive nation is Wales, with the second smallest performance gaps on both questions. The performance gap for drama is considerably lower than in the other devolved nations, suggesting that Welsh respondents are more positive with representations in drama than those in Scotland and Northern Ireland.

The performance scores and performance gaps in Scotland and Northern Ireland are the lowest of the nations and not significantly different from each other. The

performance gaps on these questions are some of the highest reported in these nations.

A more detailed investigation of these figures within the nations can be found in the individual nations reports on the BBC Trust website.

Figure 4:5 Representation questions within the nations



We now explore the differences between sub-groups at the UK level.

Main UK news

In terms of age, the least positive group is those aged 16-24 (48 per cent); there is no significant difference in the scores for those aged 25-64 (56-57 per cent), while those aged 65+ are most positive (63 per cent). Importance scores vary in a similar way so that for most age groups the gap is between -12 and -15; the largest gap is found amongst those aged 55-64 (-17).

There are no significant differences on the performance or importance scores when considering social grade or ethnicity.

Within England, the audience in the south is most positive about representation in news (63 per cent), followed by those in the North (55 per cent) and the Midlands (per cent). If London is removed from the 'south' score, the performance in the south drops to 60 per cent because London is significantly higher at 67 per cent. Similarly, in the north, removing Yorkshire and Lincolnshire from the score reduces the score for the North to 53 per cent – the score in Yorkshire and Lincolnshire is 59 per cent.

Drama, documentaries and other entertainment

Despite respondents in our cognitive testing sessions seeing news and drama as being separate in terms of representation, there does not appear to be significant differences in the scores given by respondents at this question at an aggregate level, or when considering sub-groups.

Performance again increases along with age. Half of those aged 16-24 agree that the BBC is good at representing their nation / region in drama; the most positive age

group is those aged 65+ (64 per cent) (25-34: 52 per cent; 35-44: 53 per cent; 45-54: 55 per cent; 55-64: 56 per cent). Importance scores do not vary in a similar linear way. The largest performance gaps are reported by those aged 25-34 and 55-64 (-19). The smallest gaps are found amongst those aged 16-24 (-9) and 65+ (-10).

Again there are no significant differences on the performance or importance scores in terms of social grade and ethnicity.

Considering the areas of England, respondents in London (63 per cent) and Yorkshire and Lincolnshire (62 per cent) are most positive, followed by those in the rest of the North (57 per cent) and the rest of the South (55 per cent). The area with the lowest performance on this statement is the Midlands (45 per cent).

4.4.3 Minority languages

Respondents who speak or are learning a minority language were asked whether 'The BBC supports [minority language spoken] with programming and other content'. The performance score on this statement was 64 per cent, an increase of 13 percentage points on the previous wave, making it the strongest performing statement within the Purpose. This question also recorded a relatively low performance gap of -6.

Of the minority languages spoken by respondents, Welsh and Scots speakers are the two groups large enough for us to comment on. Amongst Welsh speakers the performance score was 68 per cent with a modest -4 performance gap. There was no significant difference amongst Scots speakers where the performance score was 67 per cent and the performance gap was -5.

The survey also asks all respondents whether 'The BBC supports the native languages of the UK other than English...with programming and other content' ('native' replaces 'indigenous' at this wave). This question scored a lower performance score than that asked directly of those who speak a minority language, with 47 per cent of respondents agreeing that the BBC did this.

Within the nations, Scotland was the most positive (61 per cent) followed by Wales (55 per cent), while respondents in Northern Ireland (47 per cent) and England (45 per cent) were less positive. Due to importance scores following a similar pattern, Scotland had the highest performance gap (-6), followed by Wales (-5), Northern Ireland (-4) and England (-3).

Considering only those who speak a minority language, the performance score was 60 per cent (with a performance gap of -9), while 45 per cent of those who do not speak a minority language agreed that the BBC supports minority languages, although the performance gap for this latter group was the same (-9).

4.4.4 Communities

The question 'The BBC makes me feel more involved and interested in my local community' recorded the joint lowest performance score within this Purpose. Thirty-seven per cent of respondents agreed that the BBC did this, which represents no change on the previous wave. The importance score increased by two percentage points at this wave to 53 per cent which led to an increased performance gap of -16 (compared to -14 in autumn '11, -15 in 2010-2011 and -13 in 2009-2010).

At the previous wave the performance gap in Northern Ireland at this question was the highest of any nation (-23). At this wave, however, Northern Ireland records the lowest

performance gap of any nation due to a six percentage point increase in the performance score to 43 per cent and a seven point decrease in the importance score (55 per cent). Together, these mean that the performance gap is now -12.

England recorded the next most positive score (38 per cent) while Wales was one point lower on 37 per cent. Due to similar importance scores the performance gap within each England and Wales are the same (-16). Within England, London recorded the lowest performance score (29 per cent), compared to 49 per cent in the rest of the south. In the Midlands 32 per cent of respondents agreed while in Yorkshire and Lincolnshire 44 per cent did so, compared to 41 per cent in the rest of the North.

Scotland was the least positive nation at this question with just three in ten respondents agreeing while 46 per cent said it was important, leading to the largest performance gap within a nation of -16.

There was no discernible pattern in terms of performance amongst those aged 16-64, with performance scores for these groups varying between 33 and 38 per cent. However, those aged 65+ were considerably more positive – the performance score amongst this group was 45 per cent. In terms of importance, those aged 16-24 were least likely to say this was important leading to a performance gap of -10. The gap for those aged 25-34, 35-44 and 65+ was similar (between -14 and -16), but higher for those aged 45-54 (-19) and 55-64 (-20).

As in the previous wave, those from black or minority ethnic backgrounds were more likely to say the BBC was performing on this statement (46 per cent) than those from a white background (36 per cent). The performance scores, although significantly different, did not vary to such an extent (white: 53 per cent; black and minority ethnic: 58 per cent) and so the performance gap for the white audience (-17) was higher than for the black and minority ethnic audience (-12).

A new question asked respondents whether 'BBC [nation / region] provides programmes and online content that is for people like me'. This was the second highest performing statement within this Purpose and the highest one asked of all respondents: 59 per cent of respondents agreed that the BBC did this. However, with 74 per cent of respondents saying that this is important, this statement recorded a relatively high performance gap of -15. Within the nations, performance was highest in Wales (65 per cent), followed by Northern Ireland (63 per cent), Scotland (61 per cent) and England (58 per cent).

Considering age, performance tended to increase along with age – the least positive were those aged 16-24 (52 per cent) while the most positive were those aged 65+ (69 per cent). The youngest age group also reported the largest performance gap (-19), followed by those aged 55-64 (-17), 35-44 (-16), 25-44 and 65+ (-14). The smallest performance gap was found amongst those aged 45-54 (-12).

Performance scores were higher amongst those in the higher social grades (ABC1s: 61 per cent) than those in the lower social grades (C2DEs: 57 per cent); because importance scores varied in a similar way there was no significant difference in the performance gap between the two groups (ABC1s: -16; C2DEs: -15).

There was no significant difference in the performance scores between different ethnic groups; however the importance scores did vary significantly. This led to a considerably higher performance gap amongst black respondents (-21) than white respondents (-15) while the Asian audience recorded the lowest performance gap (-9).

4.4.5 Faith

At the previous wave, 51 per cent of respondents agreed that ‘The BBC raises my awareness and understanding of different religions and other beliefs’; the performance gap was positive at +1. At this wave, following testing, the question was amended and read ‘The BBC improves my understanding of religions and other beliefs’; we believe these questions are sufficiently similar to allow comparison. 42 per cent of respondents agreed with this amended question, a decrease of nine percentage points compared to the previous wave. The importance score was similar at 49 per cent (50 per cent in autumn ‘11), leading to a performance gap of -7.

As in previous waves religious adults are found to be more positive (48 per cent) than non-religious adults (38 per cent), although the performance gap for religious adults is significantly higher (-14) than for non-religious adults (-3) due to increased importance scores amongst religious respondents. Christians and Muslims are the two religious groups large enough within the sample to conduct sub-group analysis on. There is no significant difference in performance scores for Christians (47 per cent) and Muslims (50 per cent). However, the importance score for Muslims was higher (67 per cent) than Christians (59 per cent) leading to a larger performance gap for Muslims (-17) than Christians (-14).

Respondents in Wales were the most positive about the BBC’s performance on this statement with 43 per cent of adults agreeing; the performance gap was also the lowest amongst the nations (-6). Respondents in England were the next most positive (42 per cent) and the performance gap was slightly higher than in Northern Ireland (-7). Performance was lower in Wales (40 per cent; performance gap: -8) and Scotland (38 per cent; performance gap: -9).

Respondents who said they followed a particular religion were also asked whether ‘The BBC is good at representing [respondent’s religion]’. 37 per cent of religious respondents agreed that the BBC was good at representing their particular religion while 64 per cent of respondents said it was important the BBC did this, leading to a large negative performance gap of -27.

‘The BBC is good at representing [religion]’ is the joint poorest performing statement at this wave.

Amongst religious people, there is no significant difference in the importance score for the question about the range of religions (62 per cent) and the question about representing their own religion (64 per cent). This suggests that religious respondents are concerned that both their own and other religions are well represented on the BBC.

4.4.6 Ethnicity

A new question at this wave asked respondents from a non-white background whether ‘The BBC is good at representing my ethnic group’. The Asian audience was more positive about performance (45 per cent) at this question than the black audience (39 per cent). Similarly, the performance gap amongst the black audience was higher (-35) than amongst the Asian audience (-25).

4.5 Global: bringing the UK to the world and the world to the UK

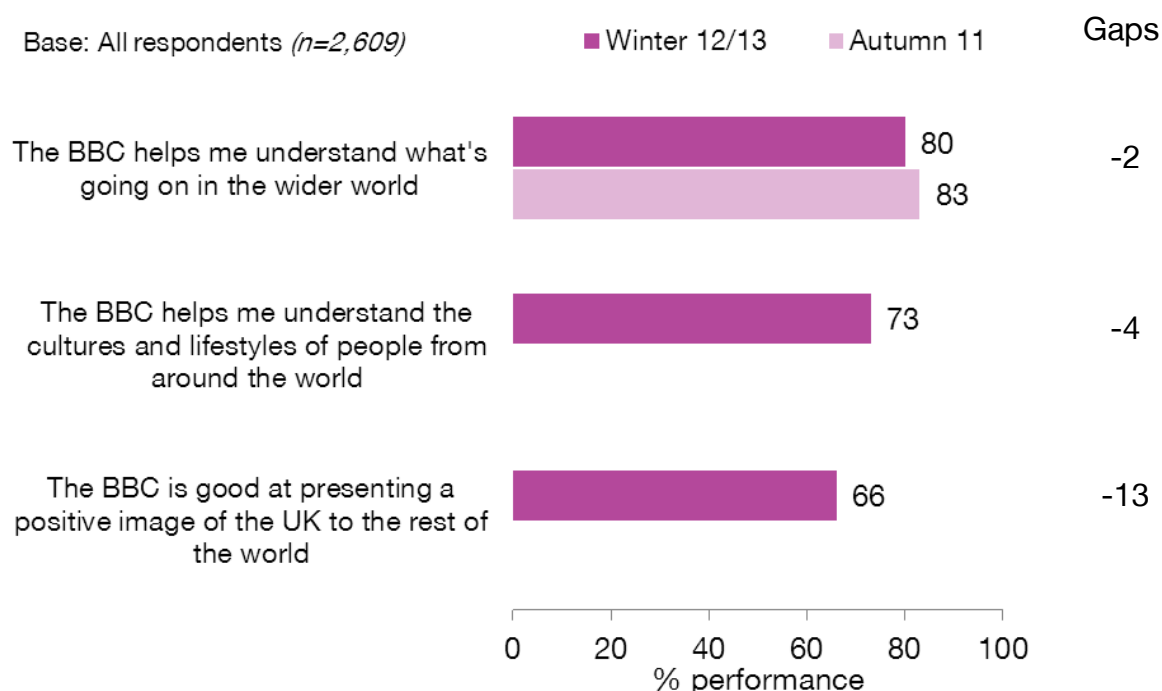
4.5.1 Summary

In the previous wave of the PRS the Global Purpose comprised one statement on the extent to which the BBC helped respondents 'understand what's going on in the wider world'. The performance score for this question was 83 per cent, making it the best performing of any of the priorities. Strong performance on this measure continues into this wave, with 80 per cent of respondents agreeing; the difference between these two scores is not significant. That said, the performance gap at the previous wave was +2, whereas this wave it is -2. This change is due to a slight decrease in the performance score and a slight but not significant increase in the importance score. The increasing importance score continues a trend seen in previous waves, standing at 82 per cent at this wave compared to 81 per cent in autumn '11 and 77 per cent in 2010-2011.

Two new questions were added to the Purpose at this wave. The first asks respondents whether 'The BBC helps me understand the cultures and lifestyles of people from around the world'. The performance score on this measure is 73 per cent and the performance gap is -4. A further question, asking whether 'The BBC presents a positive image of the UK to the rest of the world' was the poorest performing statement within Global: two thirds of respondents agreed and the performance gap is -13.

Overall, the Global purpose continues to be the best performing of all Purposes with the highest mean performance score of 73 per cent. It is also rated the most important of all the Purposes overall – the mean importance score was 79 per cent.

Figure 4:6 Global summary: Performance scores over time and performance gaps this wave



Looking at sub-groups across this Purpose, the following associations are found:

Age: there is a linear association between age and performance at this Purpose. Mean performance scores for each of the age groups are: 16-24 (67 per cent); 25-34 (69 per cent); 35-44 (73 per cent); 45-54 (72 per cent); 55-64 (73 per cent); 65+ (82 per cent). Importance scores vary in a similar way: 16-24 (75 per cent); 25-34 (73 per cent); 35-44 (77 per cent); 45-54 (79 per cent); 55-64 (81 per cent); 65+ (89 per cent).

Social grade: there is a clear association across this Purpose between social grade and performance. Performance is highest for those in social grade A (77 per cent), followed by B (76 per cent), C1 (80 per cent), C2 (78 per cent), D (73 per cent) and E (66 per cent). The importance score – and therefore performance gap – varies between social grade but not in a similarly linear way. For ABC1s the performance gap is -7 while for C2DEs it is -5.

Nation: the performance scores for each of the nations on this Purpose are not significantly different from one another. In England, the overall performance score for this Purpose was 73 per cent; respondents in Northern Ireland were the second most positive at 71 per cent, followed by respondents in Scotland and Wales (70 per cent). Those in Scotland and Wales report the largest performance gaps (-9), in England the performance gap is -6 and the smallest gap is in Northern Ireland (-4).

Ethnicity: performance is highest for white respondents (73%), while Asian respondents are not significantly less (72 per cent); two-thirds of black respondents are positive across this Purpose. There is no significant difference between the importance scores for the ethnic groups, which produces a larger negative performance gap for black respondents (-13) than for white (-6) or Asian respondents (-4).

Physical disabilities: in previous waves the disabled audience was found to be significantly less positive about the BBC's performance on the Digital Purpose. At this wave, however, there is no significant difference between the disabled audience and the average.

4.5.2 'The BBC helps me understand what's going on in the wider world'

This question was carried unchanged in the survey at this wave. Eighty per cent of respondents agreed that the BBC did this, which is not significantly different to the previous wave (83 per cent). The importance score has increased by one percentage point, although not significantly, to 82 per cent this wave. Therefore the performance score is now negative (-2), whereas it was positive at the previous wave (+2).

80% agree that the BBC helps them understand what's going on in the wider world

Performance scores did not differ significantly within the nations, although the importance scores varied more widely. This produced the largest performance gap on this measure in Scotland (-6), compared to England and Wales (-2) and Northern Ireland (0).

4.5.3 'The BBC helps me understand the cultures and lifestyles of people from around the world'

This was one of two new questions added to this Purpose at this wave. Nearly three quarters of respondents (73 per cent) agreed that the BBC did this while 77 per cent said that it was important. This produced a modest negative performance gap of -4. Respondents in Wales are least likely to agree that the BBC is performing on this measure (68 per cent); at the same time they are most likely, along with respondents in England, to say that this was important (77 per cent). The performance gap in Wales was therefore the highest of any nation (-9), compared to England (-4), Scotland (-5) and Northern Ireland (-1).

When considering ethnicity, performance is highest amongst those from white (74 per cent) or Asian (71 per cent) backgrounds. Amongst the black audience, slightly less than two thirds (63 per cent) said the BBC was performing on this measure. The performance gap followed a similar pattern; it was smallest for the white audience (-2), slightly larger for the Asian audience (-6), but considerably larger for the black audience (-16). This large performance gap is due to an importance score amongst black respondents that is higher than any other ethnic group.

4.5.4 'The BBC is good at presenting a positive image of the UK to the rest of the world'

A further new question at this wave asked about respondents' perceptions of how the BBC presented the UK to the rest of the world. Two thirds of respondents (66 per cent) agreed that the BBC was good at presenting a positive image – the lowest performance score for this Purpose. It is worth noting that the proportion of those answering 'neither agree nor disagree' is relatively high at 23 per cent, while just 11 per cent disagreed. Seventy-nine per cent of respondents said it was important that the BBC did this, leading to an overall negative performance gap of -13.

Those in the oldest age group (65+) are most likely to agree that the BBC does this (76 per cent) (16-24: 62 per cent; 25-34: 64 per cent; 35-44: 68 per cent; 45-54: 65 per cent; 55-64: 61 per cent). Similarly, those aged 65+ are also most likely to say that it is important the BBC does this (88 per cent) (16-24: 78 per cent; 25-34: 72 per cent; 35-44: 75 per cent; 45-54: 79 per cent; 55-64: 80 per cent). The largest performance gaps are found amongst those aged 16-24 (-16) and 55-64 (-17).

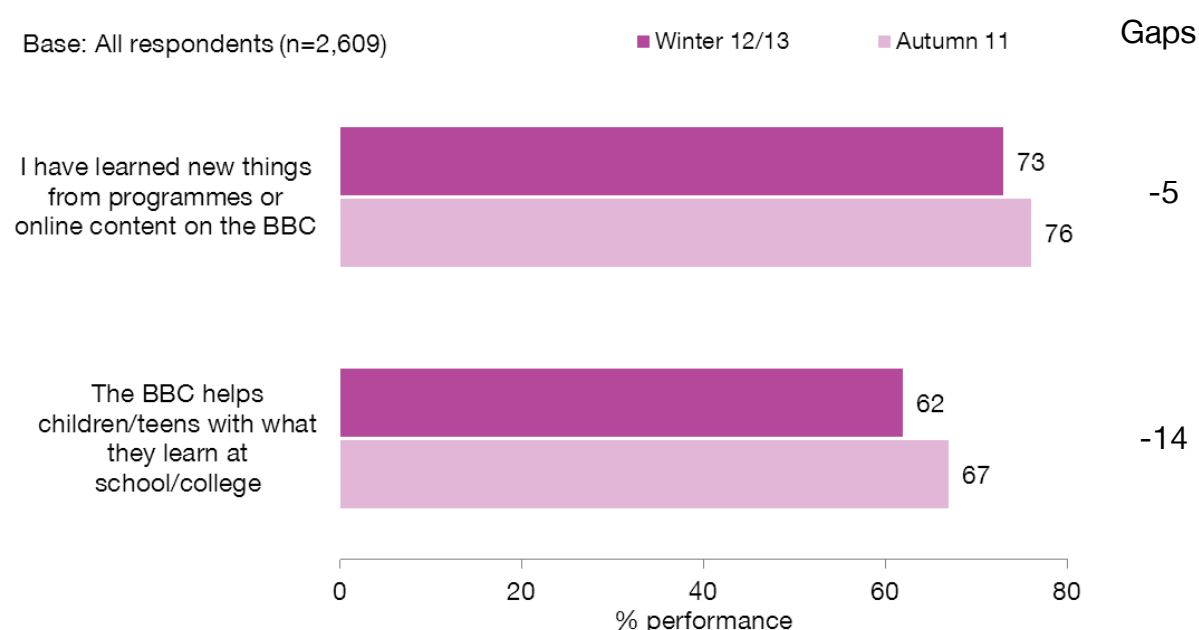
In terms of ethnicity, the performance gap is largest amongst white respondents (-13), followed by black respondents (-11) and is smallest for Asian respondents (-5).

4.6 Education: promoting education and learning

4.6.1 Summary

No significant changes were made to questions within the Education Purpose. The average performance score in winter 12-13 is 68 per cent, a decrease of four percentage points on the average score from autumn '11; returning the performance score to its lowest point as seen in 2010-2011. The average importance score has increased by one percentage point at this wave to 77 per cent. Together, these changes mean that the performance gap is now -9, an increase of five points since autumn '11.

Figure 4:7 Global summary: Performance scores over time and performance gaps this wave



Considering variations among sub-groups, the following associations are found for this Purpose:

Age: The performance gap tends to increase as age increases. Those aged 25-34 have a performance gap of -6, for those aged 35-54 the performance gap is -10 and for those aged 65+ the performance gap is -11. Those in the youngest age group do not fit in with this trend; their performance gap is -8.

Social grade: Those in the higher social grades are more positive (ABC1s: 71 per cent) about the BBC's performance for this Purpose than those in the lower social grades (C2DEs: 63 per cent). While importance scores do vary in a similar way, with ABC1s more likely to rate this Purpose as important (79 per cent) than C2DEs (75 per cent), the difference is less pronounced. For this reason, the performance gap is higher for C2DEs (-11) than ABC1s (-8).

Nation: there are no significant differences between the nations in terms of performance within this Purpose (England: 68 per cent; Scotland: 67 per cent; Wales: 69 per cent; Northern Ireland: 68). There are slight variations in the importance score,

leading to differing performance gaps in the nations; Wales has the largest gap (-10), followed by England and Scotland (-9) while the smallest gap is in Northern Ireland (-6).

Ethnicity: The white audience were most positive about performance in this Purpose (68 per cent), followed by the Asian audience (66 per cent); the black audience were least positive (64 per cent). Both white and Asian respondents had the same performance gap (-9); but due to a lower performance score and a higher than average importance score (80 per cent), the black audience had the largest performance gap (-15).

4.6.2 'I have learned new things from programmes or online content on the BBC'

The performance score for this statement is 73 per cent, compared to 76 per cent at the previous wave⁵. Despite this, the statement recorded the third highest performance score overall. The importance score for this statement was 78 per cent, leading to a negative performance gap of -5, compared to a neutral gap at the previous wave.

In terms of age, performance scores increase along with age. For those aged 16-54 there is no significant difference in performance scores (69-71 per cent), for those aged 55-64 the score is 74 per cent and for those aged 65+ the performance score is considerably higher at 83 per cent. For this oldest age group, performance is almost in line with importance leading to a small negative performance gap of -1. The association with social grade described above for the Purpose overall holds also for this statement, although the difference is more pronounced. Those in the higher social grades report a lower performance gap (ABC1s: -3) than those in the lower social grades (C2DEs: -8).

4.6.3 'The BBC helps children/teens with what they learn at school/college'

Performance for this statement is 62 per cent, a five percentage point decrease compared to the previous wave. The same proportion of respondents said this statement was important at this wave as did the last (76 per cent), leading to an increased performance gap on this statement to -14. The performance score is the lowest and the performance gap the highest that this statement has recorded since the beginning of the PRS.

In previous waves the performance score was found to be considerably higher amongst the youngest age group (78 per cent) with the suggestion that these groups had a greater likelihood of experiencing the BBC's activities in this area. At this wave the youngest group continues to be most positive compared to older age groups, although by only one percentage point, and the score is considerably lower than in previous waves (16-24: 66 per cent; 25-34: 65 per cent; 35-44: 65 per cent; 45-54: 59 per cent; 55-64: 61 per cent; 65+: 59 per cent).

⁵ The question at the previous wave was "I have learned new things while enjoying programmes or content on the BBC"

While performance is higher for younger age groups, importance is considerably higher for older age groups, leading to large performance gaps for those in the oldest age group (65+: -21), lower for those in the middle-aged groups (35-44: -12; 45-54: -16; 55-64: -15) and smallest for the youngest respondents (16-34: -8).

Continuing a pattern seen at the previous wave, those with responsibility for children aged under 18 are more positive about performance (68 per cent) than those who are not responsible for children (62 per cent). The importance score varies in a similar way, with those responsible for children more likely to say this statement is important (82 per cent) than those who do not have responsibility (75 per cent).

4.7 Digital: delivering to the public the benefit of emerging communications technologies and services

4.7.1 Summary

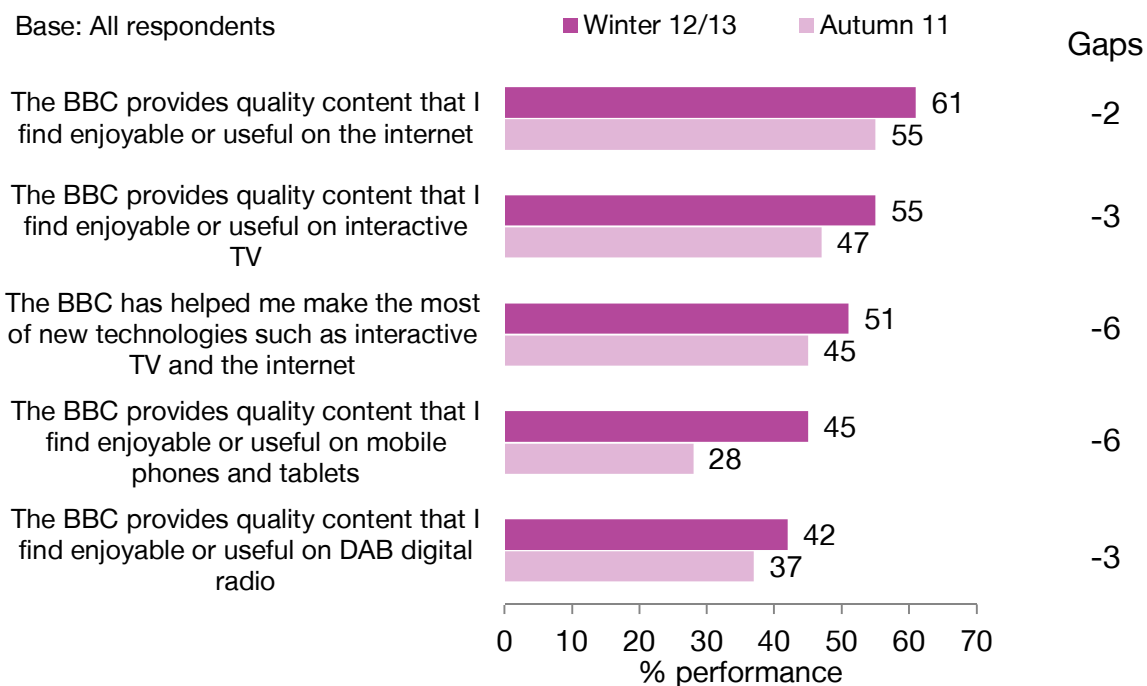
The Digital Purpose has seen strong performance gains at this wave.

Digital is the only Purpose within which each statement has recorded a significant increase in performance compared to the previous wave.

This Purpose also reverses the overall trend seen across the Purpose statements of performance increasing along with age. Here – as we might expect – we see consistently strong performance for younger age groups. However, at this wave we also find the strong overall increases in performance scores are due to increases amongst older age groups.

Increased performance scores have also not led to reduced performance gaps. In fact, across the Purpose performance gaps have increased or turned from positive to negative due to increased importance scores – in many cases these importance scores have increased more than the performance scores.

Figure 4:8 Digital summary: Performance scores over time and performance gaps this wave

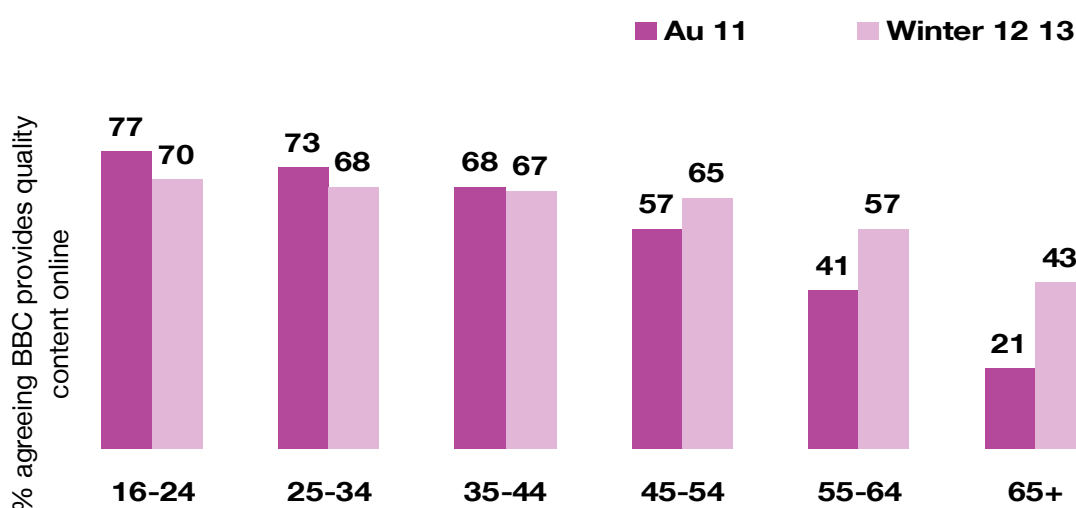


4.7.2 'The BBC provides quality content that I find enjoyable or useful on the internet'

This statement continues to be the strongest performer within this Purpose. At this wave 61 per cent of respondents agreed that the BBC did this compared to 55 per cent in autumn '11. Despite this increase in performance, however, the importance score increased by a greater amount. Therefore, the performance gap is now -2 compared to a positive performance gap of +3 at the previous wave.

Figure 4:9 below shows how the performance scores have changed at this wave compared to the last. There have been strong increases in performance for the older age groups, for example performance scores have more than doubled between waves for those aged 65+. In addition, however, there have been falls in performance for those in the younger age groups.

Figure 4:9 Performance of internet content by age, over time



4.7.3 'The BBC provides quality content that I find enjoyable or useful on interactive television'

The performance score for interactive TV has increased by eight percentage points to 55 per cent at this wave. Similar to the above statement, however, the performance score has increased by a greater extent to 58 per cent leading to a negative performance gap of -3 compared to a small positive performance gap of +1.

Considering only those who use interactive TV services, 78 per cent agreed that the BBC provided quality content on interactive TV and the performance gap amongst this group was smaller than the gap overall at -1.

There were no significant changes in the performance scores for those aged 16-44; however there were increases of 15 percentage points for those aged 45-54, 11 points for those aged 55-64 and 15 points for those aged 65+.

4.7.4 'The BBC provides quality content that I find enjoyable or useful on DAB digital radio'

At the previous wave 37 per cent of respondents agreed that the BBC did this; the performance score increased by five percentage points at this wave to 42 per cent. The importance score increased by eight points to 45 per cent, leading to a negative performance gap of -3 compared to a neutral performance gap at the previous wave.

Amongst those who use DAB digital radio the performance score is higher at 61 per cent and the performance gap is smaller than the overall gap at -2.

Differences by age are less pronounced at this statement, although amongst those aged 45-54 performance has increased by 18 percentage points. There were no significant differences in terms of performance at this wave for those aged 16-54, but those aged 55-64 were less likely to agree at this question (38 per cent) and the least likely were those aged 65+ (30 per cent).

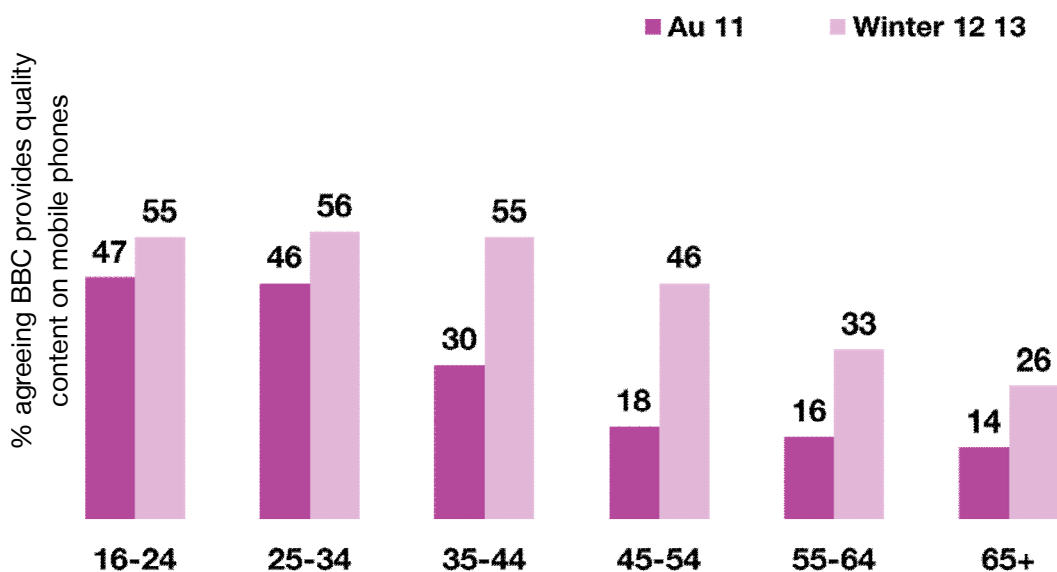
4.7.5 'The BBC provides quality content that I find enjoyable or useful on mobile phones or tablets'

The most striking performance increases within this Purpose are found in relation to content on mobile phones and tablets. It is worth noting that the question has changed slightly compared to the previous wave – it now includes 'tablets' specifically as well as examples of BBC apps. Even so, we believe the two questions are still comparable across waves.

The performance score at this wave is 45 per cent, an increase of 17 percentage points compared to the previous wave. The importance score also increased by 20 points to 51 per cent, leading to a negative performance gap of -6.

Figure 4:10 below shows how performance has changed over time by age groups.

Figure 4:10 Performance of mobile phone and tablet content by age, over time



4.7.6 'The BBC has helped me make the most of new technologies such as interactive TV and the internet'

This question previously sat within the Citizenship section of the questionnaire but at this wave has been moved to Digital. In autumn '11 45 per cent of respondents agreed that the BBC did this. At this wave, the performance score has increased by six percentage points to 51 per cent. The importance score has also increased by 11 percentage points to 57 per cent; because of the larger increase in the importance score the performance gap now stands at -6, compared to -1 at the previous wave.

The performance scores in Scotland (59 per cent) and Wales (57 per cent) are significantly higher than those in Northern Ireland (52 per cent) and England (50 per cent). Importance scores vary by nation too, although to a lesser extent, and so the largest performance gap is found in England (-6), followed by Wales (-5) and Northern Ireland (-4); the smallest gap is in Scotland (-1).

As we have seen throughout the rest of the Digital Purpose, age tends to be associated with performance. This is also true for this statement, for example 59 per cent of those aged 16-24 agree that the BBC has helped them make the most of new technologies, compared to 37 per cent of those aged 65+. This score for the oldest age group has increased since the last wave by 10 percentage points.

5 Performance scores and value for money

The main body of this report uses respondents' stated performance and importance scores as well as the performance gap which allows us to see where the BBC is or is not performing to respondents' expectations

In this report we also use a technique known as regression analysis. While similar to correlation analysis, in that it assesses the relationship between sets of variables, regression analysis controls for the effect of the other variables in the model⁶. The results for an individual purpose statement, therefore, demonstrate the effect of a change in the performance score on a statement while all other scores remain equal. So, for example, a score of '2' in the 'Index' column would suggest that if someone were to rate performance positively on a specific statement then the respondent would be twice as likely to select a positive value for money score.

5.1.1 Top 10 drivers of value for money

Full results from the regression analysis are shown in Appendix C. Table 5.1 shows the 10 Purpose statements that are statistically significant drivers of value for money⁷.

The table demonstrates that a positive performance score on the statement 'The BBC makes high quality programmes and online content' makes a respondents 2.3 times as likely to answer that the licence fee offers good value for money. The next statement on the table is specifically about the BBC's distinctiveness against other broadcasters. Those answering this question positively were twice as likely to answer the value for money question positively as someone who did not say the BBC was performing well. Fewer than half (47 per cent) of respondents answered said the BBC did this, which suggests that improved performance on this measure would have a strong positive impact on the value for money score.

Each of the statements in this table is from the Creativity, Citizenship or Digital Purposes. The importance of Creativity and Citizenship to overall measures of the BBC's performance has been demonstrated in previous PRS reports. However, Digital had not previously been identified as a Purpose that drives value for money. This finding, together with the strong increases in Digital performance set out in the section below, suggest that Digital is becoming more important over time, as perhaps might be expected.

⁶ In the nation specific reports from this wave correlation analysis is used. The results presented in this report cannot therefore be compared to those reported in the nations reports.

⁷ Due to smaller sample sizes, the regression model for this analysis used only those questions asked of all respondents, i.e. not those routed on the basis of faith, ethnicity or minority language spoken. We also only show those scores that are statistically significantly associated with value for money.

Table 5.1 Top 10 drivers of value for money		
<i>Base: All adults (2609)</i>	<i>BBC Trust PRS winter 12-13</i>	
Statement	Impact score (index)	Performance score
The BBC makes high quality programmes and online content (Creativity)	2.3	76%
The BBC makes programmes or online content that no other broadcaster would make (Creativity)	2.0	47%
The BBC helps me enjoy my interests, hobbies and passions (Creativity)	1.9	52%
The BBC has a wide range of enjoyable and entertaining programmes and online content (Creativity)	1.8	71%
The BBC helps me understand politics in Europe (Citizenship)	1.7	57%
The BBC has lots of fresh and new ideas (Creativity)	1.6	56%
The BBC provides high quality, independent journalism (Citizenship)	1.4	65%
The BBC introduces me to new presenters, actors, writers and musical artists from the UK (Creativity)	1.4	59%
The BBC provides quality content that I find enjoyable or useful content on interactive TV (Digital)	1.4	55%
The BBC provides quality content that I find enjoyable or useful on DAB digital radio (Digital)	1.4	42%

Appendix A. Full listing of personal importance, performance and performance gap scores for UK

Table 5.2 Overview of Creativity purpose				
Statement	Wave	Importance (%)	Performance (%)	Gap
Average for creativity purpose	2007	62	54	-8
	2008-2009	66	57	-9
	2009-2010	65	56	-9
	2010-2011	63	56	-7
	2011-2012	66	60	-6
	Winter 12/13	67	60	-8
The BBC has lots of fresh and new ideas	2007	72	51	-21
	2008-2009	77	56	-21
	2009-2010	75	53	-22
	2010-2011	74	54	-20
	2011-2012	77	56	-21
	Winter 12/13	79	56	-23
The BBC helps me enjoy my interests, hobbies and passions	2007	62	54	-8
	2008-2009	62	51	-11
	2009-2010	61	51	-10
	2010-2011	59	52	-7
	2011-2012	63	56	-7
	Winter 12/13	62	52	-10
The BBC provides programmes and online content that cover a wide range of cultural activities	2007	66	66	0
	2008-2009	69	67	-2
	2009-2010	68	67	-1
(2007 – 2012: The BBC provides programmes				

Table 5.2 Overview of Creativity purpose

and online content that cover a wide range of cultural and creative activities)	2010-2011	67	66	-1
	2011-2012	69	71	+2
	Winter 12/13	71	71	0
Programmes or online content on the BBC sometimes make me want to take part in a specific event or activity (2007: Watching or listening to some programmes...)	2007	42	39	-3
	2008-2009	48	41	-7
	2009-2010	44	42	-2
	2010-2011	43	42	-1
	2011-2012	46	42	-4
	Winter 12/13	38	36	-2
The BBC has a wide range of enjoyable and entertaining programmes and online content	2007	77	68	-9
	2008-2009	79	70	-9
	2009-2010	79	69	-10
	2010-2011	77	69	-8
	2011-2012	81	71	-10
	Winter 12/13	81	72	-9
The BBC introduces me to new UK presenters, actors, writers and musical artists (2007 & 2009: The BBC introduces me to new UK talent (such as presenters, actors, writers and musical artists))	2007	X	X	X
	2008-2009	60	59	-1
	2009-2010	62	59	-3
	2010-2011	60	59	-1
	2011-2012	72	62	-10
	Winter 12/13	59	59	0
The BBC makes high quality programmes and online content	Winter 12/13	85	76	-7
The BBC makes programmes and online content that no other broadcaster would make	Winter 12/13	63	47	-16

Table 5.3 Overview of Citizenship purpose				
Statement	Wave	Importance (%)	Performance (%)	Gap
Average for citizenship purpose	2007	64	61	-3
	2008-2009	64	61	-3
	2009-2010	61	60	-1
	2010-2011	60	58	-2
	2011-2012	63	61	-2
	Winter 12/13	69	62	-7
The BBC provides high quality, independent journalism (2007: The BBC sets the standard for high quality and independent journalism)	2007	71	69	-2
	2008-2009	77	71	-6
	2009-2010	74	70	-4
	2010-2011	73	70	-3
	2011-2012	76	70	-6
	Winter 12/13	78	65	-13
The BBC makes news and current affairs and other topical issues interesting to me	2007	75	73	-2
	2008-2009	75	72	-3
	2009-2010	72	72	0
	2010-2011	72	71	-1
	2011-2012	74	74	0
	Winter 12/13	76	71	-5
BBC coverage of news and current affairs has got me talking about them	2007	65	65	0
	2008-2009	64	68	+4
	2009-2010	59	64	+5
	2010-2011	59	62	+3
	2011-2012	63	67	+4
	Winter 12/13	61	61	0
The BBC helps me understand UK-wide	2007	67	64	-3

Table 5.3 Overview of Citizenship purpose				
politics	2008-2009	68	69	+1
	2009-2010	66	66	0
	2010-2011	64	65	+1
	2011-2012	66	65	-1
	Winter 12/13	72	66	-6
The BBC helps me understand politics in Europe	2007	X	X	X
	2008-2009	61	57	-4
	2009-2010	55	52	-3
	2010-2011	53	54	+1
	2011-2012	61	58	-3
	Winter 12/13	64	57	-7
The BBC helps me understand politics in [my nation / region]	2007	X	X	X
	2008-2009	66	58	-8
	2009-2010	65	58	-7
	2010-2011	62	54	-8
	2011-2012	64	54	-10
	Winter 12/13	69	59	-10
The BBC helps me understand politics in [other nations of the UK]	2007	X	X	X
	2008-2009	59	55	-4
	2009-2010	56	55	-1
	2010-2011	53	52	-1
	2011-2012	55	53	-2
	Winter 12/13	61	54	-7

Table 5.4 Overview of Nations, regions and communities purpose				
Statement	Wave	Importance (%)	Performance (%)	Gap
Average for Nations, regions and communities purpose	2007	55	46	-9
	2008-2009	58	49	-9
	2009-2010	55	49	-6
	2010-2011	53	48	-5
	2011-2012	53	47	-6
	Winter 12/13	64	48	-16
The BBC helps me feel more involved and interested in my local community	2007	53	32	-21
	2008-2009	56	39	-17
	2009-2010	52	39	-13
	2010-2011	51	36	-15
	2011-2012	51	37	-14
	Winter 12/13	37	37	0
The BBC improves my understanding of religions and other beliefs (2007-2012: The BBC raises my awareness and understanding of different religious and other beliefs)	2007	54	53	-1
	2008-2009	53	52	-1
	2009-2010	51	53	+2
	2010-2011	49	51	+2
	2011-2012	50	51	+1
	Winter 12/13	49	42	-7
The BBC supports [my minority language] with programming and other content* *asked only of those who speak a minority language	2007	63	40	-23
	2008-2009	68	41	-27
	2009-2010	64	51	-13
	2010-2011	76	63	-13
	2011-2012	69	53	-16
	Winter 12/13	70	64	-6
The BBC supports the native languages of the	2007	X	X	X

Table 5.4 Overview of Nations, regions and communities purpose

UK...with programming and other content	2008-2009	48	46	-2
(2007-2012: 'indigenous' replaced 'native')	2009-2010	46	43	-3
	2010-2011	45	45	0
	2011-2012	42	49	+7
	Winter 12/13	49	47	-2
BBC [nation / region] provides programmes and online content that is for people like me	Winter 12/13	84	59	-25
The BBC is good at representing life in [nation / region] to other people in the UK in its main UK news and current affairs programmes and online content	Winter 12/13	71	57	-14
The BBC is good at representing life in [nation / region] to other people in the UK in its drama, documentaries and other entertainment programmes and online content	Winter 12/13	70	55	-15
The BBC is good at representing [my ethnicity]* *only asked of respondents from black or minority ethnic backgrounds	Winter 12/13	69	38	-31
The BBC is good at representing [my religion]* *only asked of respondents who affiliate to a religion	Winter 12/13	64	37	-27

Table 5.5 Overview of Global purpose				
Statement	Wave	Importance (%)	Performance (%)	Gap
Average for Global purpose	2007	78	78	0
	2008-2009	77	78	+1
	2009-2010	75	76	+1
	2010-2011	75	75	0
	2011-2012	81	83	+2
	Winter 12/13	79	73	-6
The BBC helps me understand what's going on in the wider world, such as international news and events	2007	80	81	+1
	2008-2009	79	81	+2
	2009-2010	77	78	+1
	2010-2011	77	77	0
	2011-2012	81	83	+2
	Winter 12/13	82	80	-2
The BBC helps me understand the cultures and lifestyles of people from around the world (2008-2012: The BBC helps me understand and appreciate the cultures and lifestyles of people from around the world) (2007: The BBC helps audiences within the UK to understand and appreciate)	2007	76	75	-1
	2008-2009	75	74	-1
	2009-2010	73	74	+1
	2010-2011	72	72	0
	2011-2012	X	X	X
	Winter 12/13	77	73	-4
The BBC is good at presenting a positive image of the UK to the rest of the world	Winter 12/13	79	66	-13

Table 5.6 Overview of Education purpose

Statement	Wave	Importance (%)	Performance (%)	Gap
Average for Education purpose	2007	70	68	-2
	2008-2009	78	74	-4
	2009-2010	78	72	-6
	2010-2011	74	68	-6
	2011-2012	76	72	-4
	Winter 12/13	77	68	-9
I have learned new things from programmes and online content on the BBC (2008-2012: I have learned new things while enjoying programmes or content on the BBC) (2007: The BBC helps me to learn different things)	2007	70	68	-2
	2008-2009	78	78	0
	2009-2010	78	76	-2
	2010-2011	74	72	-2
	2011-2012	76	76	0
	Winter 12/13	78	73	-5
The BBC helps children/teens with what they learn at school/college	2007	X	X	X
	2008-2009	77	69	-8
	2009-2010	78	68	-10
	2010-2011	73	64	-9
	2011-2012	76	67	-9
	Winter 12/13	76	62	-14

Table 5.7 Overview of Digital purpose				
Statement	Wave	Importance (%)	Performance (%)	Gap
Average for Digital purpose	2007	31	30	-1
	2008-2009	34	33	-1
	2009-2010	39	40	+1
	2010-2011	37	38	+1
	2011-2012	42	42	0
	Winter 12/13	55	51	-4
The BBC provides quality content that I find enjoyable or useful on the internet	2007	44	43	-1
	2008-2009	46	46	0
	2009-2010	46	50	+4
	2010-2011	46	49	+3
	2011-2012	52	55	+3
	Winter 12/13	63	61	-2
The BBC provides quality content that I find enjoyable or useful on mobile phones and tablets* **tablets* was added to the question wording at this wave	2007	15	14	-1
	2008-2009	18	16	-2
	2009-2010	23	21	-2
	2010-2011	23	21	-2
	2011-2012	31	28	-3
	Winter 12/13	51	45	-6
The BBC provides quality content that I find enjoyable or useful on interactive TV	2007	36	37	+1
	2008-2009	39	37	-2
	2009-2010	48	50	+2
	2010-2011	44	48	+4
	2011-2012	46	47	+1
	Winter 12/13	58	55	-3
The BBC provides quality content that I find	2007	29	27	-2

Table 5.7 Overview of Digital purpose

enjoyable or useful on DAB digital radio	2008-2009	34	32	-2
	2009-2010	39	38	-1
	2010-2011	34	35	+1
	2011-2012	37	37	0
	Winter 12/13	45	42	-3
The BBC has helped me make the most of new technologies such as interactive TV and the internet	2007	43	35	-8
	2008-2009	40	40	0
	2009-2010	44	45	+1
	2010-2011	42	39	-3
	2011-2012	46	45	-1
	Winter 12/13	57	51	-6

Appendix B. Full face-to-face questionnaire

BBC Purpose Remit Survey – 2013

Face to Face questionnaire

INTRODUCTION

Good morning / afternoon / evening. My name is ... and I'm here on behalf of Dipsticks Research.

We're carrying out an important survey for the BBC. By taking part in this research, you will have the opportunity to have your say on the BBC. Your views will influence what the BBC does in future.

IF ASKED: Your opinions are important to us regardless of how much or little you use BBC services.

I would like to assure you that all the information we collect will be kept in the strictest confidence, in accordance with the Data Protection Act, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.

SECTION 1: SCREENER DEMOGRAPHICS

Before we begin, I just need to ask a few questions about you to make sure that we speak to a representative spread of people across the country.

Qsex INTERVIEWER: PLEASE CODE SEX OF THE RESPONDENT

1. MALE
2. FEMALE

Qage What was your age last birthday?

INTERVIEWER: TYPE IN _____
Z. Refused

Derive age range
15-24 ; 25-34; 35-44; 45-54; 55-64;65-99

Qpostc What is your postcode?

INTERVIEWER: TYPE IN _____

{DERIVE: Nation / BBC region / BBC Local Radio station }

Qethnic Please indicate which best describes your **ethnic background**

SHOWCARD 1

1. White – any White background
 2. Mixed – White and Black Caribbean
 3. Mixed – White and Black African
 4. Mixed – White and Asian
 5. Mixed – any other Mixed background
 6. Asian or Asian British – Indian
 7. Asian or Asian British – Pakistani
 8. Asian or Asian British – Bangladeshi
 9. Asian or Asian British – other Asian background
 10. Black or Black British – Caribbean
 11. Black or Black British – African
 12. Black or Black British – other Black background
 13. Chinese or other ethnic group – Chinese
 14. Chinese or other ethnic group – other ethnic group
- Don't know
Refused
Other (please specify...)

Qlang Do you speak, or are you currently learning, any of the following languages?

PLEASE SELECT ALL THAT APPLY

Randomise list

1. Welsh
2. Scottish Gaelic
3. Ulster Scots
4. Irish
5. Cornish
6. Manx
7. Scots
- X. None of these

Qfaith1 Do you follow any particular religion or other belief?

- 1 Yes
- 2 No
- Y Don't know

IF Qfaith1 = Yes
THEN ASK Qfaith2

Qfaith2 Which religion or other belief do you follow?

- 1 Buddhism
- 2 Christianity (e.g. Church of England, Roman Catholic, Protestant, any other Christian denomination)
- 3 Hinduism
- 4 Humanism
- 5 Islam
- 6 Judaism
- 7 Sikhism
- 0 Other (please specify...)
- Z Refused

SECTION 2: MEDIA CONSUMPTION

Thank you for answering those questions. Now, I'd like to start by asking you a bit about the kind of media you use.

Qdigtyp Which ways do you receive TV, on any set in your household?

PLEASE SELECT ALL THAT APPLY

Randomise list

1. Cable (e.g. Virgin Media, formerly NTL or Telewest)
2. Freeview / Digital Terrestrial
3. Sky with a pay TV subscription
4. Freesat – any satellite service with no subscription fee
5. Digital TV via broadband line (e.g. TalkTalk TV)
6. BT Vision
- Y Don't know
0. Other (please specify...)

Qintnet Have you personally used the internet, **from any location**, in the last month?

1. Yes
2. No
- Y Don't know

IF Qintnet = Yes

THEN ASK Qoft1, Qhomint

Qoft1 Could you tell me how often you use the internet?

READ OUT IF NECESSARY

1. Everyday
2. Most days
3. Less than that but at least once per week
4. Less than that but at least once per month
5. Less than that but at least once every six months
6. Less often
- Y Don't know

Qhomint Have you used the internet **at home** in the last month?

1. Yes
2. No
- Y Don't know

IF Qhomint = Yes

THEN ASK Qbroadb

Qbroadb Do you use a **broadband** internet connection at home?

1. Yes
2. No
- Y Don't know

ASK ALL

Qtv1 Which of these **television channels** have you personally watched in the last month?

READ OUT

PLEASE SELECT ALL THAT APPLY

Randomise list

1. BBC One
2. BBC Two
3. BBC Three
4. BBC Four
5. CBBC
6. CBeebies
7. BBC News channel
8. BBC Parliament
9. BBC ALBA
10. Any BBC HD channel
11. ITV1 / ITV2 / ITV3 / ITV4
12. STV **[IF REGION = SCOTLAND]**
13. UTV **[IF REGION = NI]**
14. Channel 4 / E4 / More 4 / 4Seven
15. Channel 5 / 5* / 5 USA
16. Nick Jr.
17. Disney Channel
18. Sky 1 / Sky 2 / Sky Atlantic / Sky Living
19. Sky Sports
20. Don't watch television
21. Any other television channels (please specify...)

IF NOT (Qtv1 = Don't watch television)

THEN ASK: Qtv3

Qtv3 Out of 10 hours of watching TV, how many hours would you say you spend watching any of the BBC television channels?

(BBC One, BBC Two, BBC Three, BBC Four, BBC News Channel, CBeebies, CBBC, BBC Parliament, BBC ALBA or any BBC HD channel)

0. 0 out of 10 hours
1. 1 out of 10 hours
2. 2 out of 10 hours
3. 3 out of 10 hours
4. 4 out of 10 hours
5. 5 out of 10 hours
6. 6 out of 10 hours
7. 7 out of 10 hours
8. 8 out of 10 hours
9. 9 out of 10 hours
10. 10 out of 10 hours
- Don't know

Qrad1 Which of these **radio stations** have you personally listened to in the last month?

READ OUT

PLEASE SELECT ALL THAT APPLY

Randomise list

1. BBC Radio 1
2. BBC Radio 2
3. BBC Radio 3
4. BBC Radio 4
5. BBC Radio 5 Live
6. BBC Radio 5 Live Sports Extra
7. BBC Radio 1Xtra
8. BBC Radio 6 Music
9. BBC Radio 4 Extra
10. BBC Radio Asian Network
11. BBC Local Radio (e.g. [INSERT BBC LOCAL RADIO STATION])
12. BBC Radio Scotland
13. BBC Radio nan Gaidheal
14. BBC Radio Wales
15. BBC Radio Cymru
16. BBC Radio Ulster / Radio Foyle
17. BBC World Service
18. Kiss
19. Magic
20. Classic FM
21. talkSPORT
22. Planet Rock
23. Choice
24. Smooth Radio
25. Sunrise
26. Absolute Radio
27. Heart
28. Capital
29. Other commercial radio station (this is any other radio station which plays adverts)
30. Other radio
31. Don't listen to radio

IF NOT (Qrad1 = Don't listen to radio)

THEN ASK: Qrad3, Qrad4

Qrad3 Out of 10 hours of listening to the radio, how many hours would you say you spent listening to any of the BBC Radio stations?

0. 0 out of 10 hours
 1. 1 out of 10 hours
 2. 2 out of 10 hours
 3. 3 out of 10 hours
 4. 4 out of 10 hours
 5. 5 out of 10 hours
 6. 6 out of 10 hours
 7. 7 out of 10 hours
 8. 8 out of 10 hours
 9. 9 out of 10 hours
 10. 10 out of 10 hours
- Don't know

Qrad4 Which of these ways do you **regularly** listen to the radio, radio programmes or podcasts?

PLEASE SELECT ALL THAT APPLY

Randomise list

1. Through a normal analogue radio or tuner (e.g. FM / AM / LW)
 2. Through a digital radio (e.g. DAB digital radio, digital television)
 3. Through the internet
 4. Through an app on a mobile phone or tablet
 5. Through an MP3 player (e.g. iPod)
- Don't know

Qint1 Have you used any part of the **BBC website, bbc.co.uk**, in the last month?

1. Yes
 2. No
- Don't know

IF Qint1 = Yes
THEN ASK: Qint5

Qint5 Out of 10 hours using the internet, how many hours would you say you spend on any of the BBC websites?

0. 0 out of 10 hours
 1. 1 out of 10 hours
 2. 2 out of 10 hours
 3. 3 out of 10 hours
 4. 4 out of 10 hours
 5. 5 out of 10 hours
 6. 6 out of 10 hours
 7. 7 out of 10 hours
 8. 8 out of 10 hours
 9. 9 out of 10 hours
 10. 10 out of 10 hours
- Don't know

SECTION 3: TECHNOLOGY OWNERSHIP / USAGE

Now for some questions about new technologies.

Qiserv1 Do you use **interactive services** on your television?

(IF ASKED: Interactive services are usually accessed by pressing the 'red button' on your remote control and include extra programmes, extra information, games and shopping for example)

1. Yes
2. No
- Don't know

IF Qiserv1 = YES
THEN ASK: Qiserv2

Qiserv2 Which of these interactive TV services do you personally use nowadays?

1. BBC Red Button
2. Sky Active
3. Other
- Don't know

Qmob Do you have a **mobile phone**?

1. Yes
2. No
- Don't know

IF Qmob = YES
THEN ASK: Qmobuse

Qmobuse Which of the following do you use your mobile phone for?

PLEASE SELECT ALL THAT APPLY
Randomise list

1. Phone calls
2. Emails
3. Picture messaging
4. Video messaging / Video calls
5. Downloading / streaming music
6. As an MP3 player to listen to stored music or podcasts
7. Text messaging
8. Playing games
9. Watching TV
10. Using the internet
11. Listening to the radio
- Y Don't know
97. None of these

SECTION 4: GENERAL VIEWS OF THE BBC

We'd now like to get your general views on the BBC as well as some of the other broadcasters.

Qoverall Thinking about the BBC generally, what is your **overall impression** on a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable?

1. Extremely unfavourable
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Extremely favourable

Y Don't know

PASS SCREEN TO RESPONDENT

Qmiss To what extent do you agree or disagree with each statement?

1. Definitely agree
 2. Tend to agree
 3. Neither agree nor disagree
 4. Tend to disagree
 5. Definitely disagree
- Y Don't know

[This question is repeated for the following loop values]

Randomise list – display as grid

- I would miss the **BBC** if it wasn't there
- I would miss **ITV** if it wasn't there **[STV in Scotland; UTV in NI]**
- I would miss **Channel 4** if it wasn't there
- I would miss **Channel 5** if it wasn't there
- I would miss **Sky** if it wasn't there
- I would miss **S4C** if it wasn't there **[ONLY ask in Wales]**

PLEASE PASS THE SCREEN BACK TO THE INTERVIEWER

Qvalue The TV Licence Fee, which pays for all BBC services, costs £145.50 per year, which works out at about **£12.10 per month**, and must be paid by every household with a colour television. Thinking back over the last month and remembering the BBC programmes you and your household may have watched on TV or heard on the radio, as well as any BBC internet sites you may have visited, please would you tell me the extent to which you feel your household gets value for the licence fee you pay?

-
1. Very good value
 2. Fairly good value
 3. Not very good value
 4. Not at all good value
- Don't know

IF Qvalue NOT = Don't know
THEN ASK Qvalue4

Qvalue4 You said that you feel that you get [TEXT FILL ANSWER FROM QVALUE] from the licence fee. Which of the following influenced your view?

PLEASE SELECT ALL THAT APPLY

1. The programmes and online content
2. The range of services
3. Cost and affordability
4. Knowing what is done with the licence fee
5. How well the BBC is run
6. BBC independence of political influence
0. Other (please specify...)

Qprov Thinking about what the BBC provides, which of these statements best applies?

1. It has nothing to offer me at all
 2. It has hardly anything to offer me
 3. It has a few things to offer me
 4. It has quite a bit to offer me
 5. It has a lot to offer me
 6. It offers everything I need
- Don't know

Qprov1 You said that in terms of what the BBC provides, [INSERT ANSWER FROM QProv1] Why do you say that?
[OPEN END]

Qtrust Which of these best describes how much you have heard, if anything, about the **BBC Trust**?

1. I have heard quite a lot about it and know quite a bit about its role
 2. I have heard of it before but only know a little about what it does
 3. I have heard of it before but do not know what it does
 4. I have never heard of it before
- Don't know

SECTION 4: PURPOSE REMIT / PRIORITIES

The BBC has a duty to 'inform, educate and entertain' the UK public in return for the licence fee that is charged.

In order to ensure that this is carried out well, there are a number of specific objectives that the BBC must consider in its activities.

These are grouped in six sections and will be described in more detail as we go on.

I am now going to pass the screen to you to complete the next section which is very important.

For each section you will be asked to consider a number of statements and rate how well you think the BBC is doing and how important each is to you. When answering, please consider the **full range of BBC programmes and services on TV, radio and online.**

Please consider each statement carefully before giving your answer.

PASS SCREEN TO RESPONDENT

[FOR EACH STATEMENT, THE FOLLOWING QUESTIONS AND ACCOMPANYING ANSWER CATEGORIES ARE LOOPED]

Qperf To what extent do you agree or disagree with the following statements?

1. Completely disagree
2. Disagree strongly
3. Disagree slightly
4. Neither agree nor disagree
5. Agree slightly
6. Agree strongly
7. Completely agree

Qimp How important or unimportant for your personally is it that...

1. Extremely unimportant
2. Very unimportant
3. Quite unimportant
4. Neither important nor unimportant
5. Quite important
6. Very important
7. Vital

Creativity

The first set of questions is about the BBC's responsibility to encourage interest in cultural, creative and sporting activities, and to offer the best examples of creative work.

Randomise list

- The BBC has lots of fresh and new ideas
- The BBC makes programmes or online content that no other broadcaster would make
- The BBC makes high quality programmes or online content
- The BBC introduces me to new presenters, actors, writers and musical artists from the UK
- The BBC provides programmes and online content which cover a wide range of cultural activities, for example music, theatre and sports
- Programmes or online content on the BBC sometimes make me want to take part in a specific event or activity
- The BBC has a wide range of enjoyable and entertaining programmes and online content
- The BBC helps me enjoy my interests, hobbies and passions

Citizenship

The next set of questions is about the BBC's responsibility to provide high quality news, current affairs and factual programming. When answering, please consider the full range of BBC services and programmes on TV, radio and online

Randomise list

- The BBC provides high quality independent journalism
- The BBC makes news and current affairs and other topical issues interesting to me
- BBC coverage of news and current affairs has got me talking about them
- The BBC helps me understand UK-wide politics
- The BBC helps me understand politics in Europe
- The BBC helps me understand politics in [INSERT NATION/REGION]
- The BBC helps me understand politics in the other nations of the UK [INSERT 3 OTHER NATIONS/REGIONS OF THE UK NOT LIVED IN]

Global

The next set of questions is about the BBC's responsibility to ensure that people in the UK are aware of international issues and of the different cultures and viewpoints of those living outside the UK.

Randomise list

- The BBC helps me understand what's going on in the wider world, such as international news and events
- The BBC helps me understand the cultures and lifestyles of people from around the world

- The BBC is good at presenting a positive image of the UK to the rest of the world

Nations, regions and communities

The next set of questions is about the BBC's responsibility to reflect the communities and cultures of the UK. These may be based on geography, faith, language or a shared interest such as sport.

Randomise list

- The BBC is good at representing life in [INSERT NATION/REGION] to **the rest of the UK** in its **main UK** news and current affairs programmes and online content
- The BBC is good at representing life in [INSERT NATION/REGION] **to the rest of the UK** in its drama, documentaries and other entertainment programmes and online content
- BBC [INSERT NATION/REGION] provides programmes and online content that is for people like me
- The BBC helps me feel more involved and interested in my local community
- The BBC improves my understanding of religions and other beliefs
- **IF Qfaith1=YES** The BBC is good at representing **[FILL FROM Qfaith2]**
- **IF Qethnic=2-14** The BBC is good at representing my ethnic group
- The BBC supports the native languages of the UK other than English (such as Irish, Welsh, Ulster Scots, Scottish Gaelic and Scots) with programming and other content
- **IF Qlang=1-7** The BBC supports the **[FILL FROM Qlang]** language with programming and other content

Education

The next set of questions is about the BBC's responsibility to support learning for people of all ages through its programmes and online content.

- I have learned new things from programmes or online content on the BBC
- The BBC helps children/ teens with what they learn at school/ college

Emerging communications

The final set of questions in this section is about the BBC's responsibility to ensure that the public benefit from new communication technologies such as digital television, broadband and the wider use of smartphones.

- The BBC provides quality content that I find enjoyable or useful on the internet, e.g. bbc.co.uk, the iPlayer, BBC Bitesize
- The BBC provides quality content that I find enjoyable or useful on mobile phones and tablets, e.g. bbc.co.uk/mobile, BBC News app, iPlayer app
- The BBC provides quality content that I find enjoyable or useful on interactive TV, e.g. BBC red button service providing additional coverage of sporting events, music events, news and weather on demand
- The BBC provides quality content that I find enjoyable or useful on DAB digital radio, e.g. radio stations such as 1Xtra, 4 Extra, 5 Live Sports Extra, 6Music, Asian Network, World Service

-
- The BBC has helped me make the most of new technologies such as interactive TV and the internet

PLEASE PASS THE SCREEN BACK TO THE INTERVIEWER

SECTION 5: LIFESTYLE

The BBC has a duty to all licence fee payers and so has to consider a wide range of audiences in what it does. The next few questions will help us gather information about a representative sample of people. This is the last section of the interview.

Once again, please be assured that all answers you provide will be confidential.

Hhsize How many people (adults and children) live in the household including yourself?

WRITE IN NUMBER: _____

Z Refused

DERIVE NUMBER IN HHOLD

1, 2, 3, 4, 5, 6, 7+

**IF HHSIZE = REFUSED OR > 1
THEN ASK Hhad**

Hhad Do you have any children **aged under 18** living in the household for whom you are **responsible?**

1 Yes

2 No

Y Don't know

**IF Hhad = 1
THEN ASK Qkids**

Qkids In which of the following age bands are your children?

PLEASE SELECT ALL THAT APPLY

1 0 - 1

2 2 - 4

3 5 - 9

4 10 - 15

5 16 - 18

Z Refused

Educ At what age did you finish your full time education?

1 14 or under

2 15

3 16

4 17

5 18

6 19

- 7 20
- 8 21 – 23
- 9 24 or more
- 0 Still studying
- Z Refused

Work Which of these best describes your employment at the moment?

- 1 Working in a paid job (30+ hours per week)
- 2 Working in a paid job (8 – 29 hours per week)
- 3 Working in a paid job (less than 8 hours)
- 4 Self-employed
- 5 Not in paid employment / looking after house or home
- 6 Full time student at school
- 7 Full time student at university / college
- 8 Unemployed
- 9 Retired from paid employment
- 0 Other

FullISG DERIVE SOCIAL GRADE (questions from full social grade shell needed – all necessary questions to be included, some not shown in the questionnaire)

Income So that we know we've interviewed a good cross-section of people, could you please give me the letter from this card for the group in which you would place your annual total household income from all sources before tax and deductions? Just read out the letter that applies.

SHOWCARD 2

- £0 - £9,999
- £10,000 - £19,999
- £20,000 - £29,999
- £30,000 - £39,999
- £40,000 - £49,999
- £50,000 - £74,999
- Over £75,000
- Refused
- Don't Know

Illness Do you have any long-term illness, health problems or disability which limits your daily activities or the work you do? This includes problems which are due to old age.

- 1 Yes
- 2 No
- Don't know
- Refused

IF Illness = Yes
THEN ASK Qdissa

- Qdissa** Which of these, if any, limit your daily activities or the work you can do?
- 1 Physical impairment (affecting mobility of arms or legs)
 - 2 Visual impairment (partially sighted / blind)
 - 3 Hearing impairment (partial deafness / total deafness)
 - 4 Mental health condition (e.g. depression / schizophrenia)
 - 5 Learning difficulty / disability
 - 6 Long standing illness (e.g. cancer, HIV, diabetes, epilepsy etc)
 - 0 Other (please specify...)

And I have one final question for you to complete.

PASS SCREEN TO RESPONDENT

- Qsexor** So the BBC can ensure they are representing the UK population and providing relevant programmes and topics, please could you tell me which of the following you consider yourself to be.
- 1 Heterosexual or straight
 - 2 Gay or Lesbian
 - 3 Bisexual
 - 4 Prefer not to say
 - 0 Other (please specify...)

PLEASE PASS SCREEN BACK TO INTERVIEWER

Thank you very much for your time today and for answering my questions. As I mentioned, your views will influence what the BBC does in future. This survey is being carried out for the BBC Trust which exists to get the best out of the BBC for licence fee payers. If you'd like any more information on what the Trust does, you can visit their website at www.bbc.co.uk/bbcctrust.

Appendix C. Full regression tables

The multivariate analysis technique used is logistic regression. In Table A.1, the dependent variable is perceived license fee value for money. The value for money score was recoded into a binary variable of positive or negative, i.e. removing 'don't know's and recoding 'very' and 'fairly' into one category. Similar recoding was carried out on the Purposes, changing them into a binary of 'negative' and 'positive'. Only questions asked of all respondents were included in the analysis.

A.1 Regression results for value for money and Purposes				
Base: All adults (n=2609)				
Independent variable			95 % CI for Odds Ratio	
	P value	Odds Ratio	Lower	Upper
The BBC has lots of fresh and new ideas	.000	1.602	1.243	2.064
The BBC makes high quality programmes and online content	.000	2.360	1.737	3.208
The BBC makes programmes and online content that no other broadcaster would make	.000	1.997	1.600	2.491
The BBC helps me enjoy my interests, hobbies and passions	.000	1.906	1.503	2.416
The BBC makes a wide range of enjoyable and entertaining programmes and online content	.000	1.755	1.307	2.358
The BBC helps me understand politics in Europe	.001	1.646	1.227	2.207
The BBC introduces me to new presenters, actors, writers and musical artists from the UK	.004	1.434	1.122	1.833
The BBC provides high quality independent journalism	.007	1.434	1.101	1.868
The BBC provides quality content that I find enjoyable or useful on interactive TV	.009	1.410	1.089	1.826
The BBC provides quality content that I find enjoyable or useful on DAB digital radio	.016	1.357	1.058	1.741
Programmes or online content on the BBC sometimes make me want to take part in a specific event or activity	.035	1.301	1.018	1.663
I have learned new things from programmes and online content on the BBC	.233	1.188	.895	1.578
The BBC helps me understand the cultures and lifestyles of people from around the world	.294	1.171	.872	1.573
The BBC improves me understanding of religions and other beliefs	.260	1.152	.900	1.475

The BBC supports the native languages of the UK other than English...with programming and other content	.413	1.097	.879	1.371
The BBC makes news and current affairs interesting to me	.879	1.024	.755	1.390
The BBC is good at representing my [nation / region] to the rest of the UK in its main UK news and current affairs programmes and online content	.888	1.020	.775	1.342
The BBC has programmes or online content that cover a wide range of cultural activities	.871	.977	.740	1.291
BBC [nation / region] makes programmes and online content that is for people like me	.838	.972	.744	1.271
The BBC helps me understand what's going on in the wider world, such as international news and events	.838	.965	.685	1.359
The BBC is good at representing my [nation / region] to the rest of the UK in its drama, documentaries and other entertainment programmes and online content	.793	.964	.731	1.271
The BBC helps me understand UK-wide politics	.731	.944	.680	1.311
The BBC helps me understand politics in [nation / region]	.657	.938	.706	1.246
The BBC is good at presenting a positive image of the UK to the rest of the world	.595	.934	.725	1.203
The BBC has helped me make the most of new technologies such as interactive TV and the internet	.540	.918	.698	1.208
BBC coverage of news and current affairs has got me talking about them.	.287	.865	.662	1.130
The BBC helps me feel more involved and interested in my local community	.259	.861	.665	1.116
The BBC helps me understand politics in [other nations of the UK]	.273	.851	.638	1.135
The BBC provides quality content that I find enjoyable or useful on mobile phones and tablets	.139	.823	.635	1.065
The BBC provides quality content that I find enjoyable or useful on the internet	.113	.798	.603	1.055
The BBC helps children / teens with what they learn at school / college	.006	.707	.554	.903