

FACTSHEET 5

Audience Opinions of Broadcast Media

Oxford Media Convention March 2017



This factsheet has been compiled by Ofcom and provides some background information to aid discussion at the 2017 Oxford Media Convention. It provides TV audience opinion data from Ofcom's PSB Tracker published in the PSB Annual report 2016. It also includes findings from Ofcom's media tracker survey, published in Ofcom's CMR 2016 Report.

Key points

The extent to which PSB services deliver on their objectives remains high among audiences, and in some cases is increasing. Generally, importance in the PSB purposes remained unchanged in 2015 with the exception of 'understanding what's going on in the world', which increased significantly (83% vs. 80%). Audiences see 'interesting programmes about history, science or the arts' as becoming both increasing important (67% vs. 74%) and also increasing in delivery (53% vs. 62%) for the PSB channels. 'Showing different kinds of cultures within the UK' has seen a rise in audience attitudes towards delivery since 2015 (51% vs. 62%).

Figure 1: Importance and delivery of PSB purposes: 2011 - 2015

% of respondents rating as 7-10

Purpose	Statement	Metric	2011	2012	2013	2014	2015
Informing our understanding of the world	Its news programmes are trustworthy	Importance	81%	84%	88%	86%	86%
		Delivery	62%	64%	66%	67%	70%
	Its programmes help me understand what's going on in the world today	Importance	77%	80%	79%	80%	83%
		Delivery	60%	58%	62%	65%	74%
	Its regional news programmes provide a wide range of good quality news about my area ^A	Importance	75%	79%	82%	80%	81%
		Delivery	57%	61%	64%	66%	70%
Stimulating knowledge and learning	It shows interesting programmes about history, sciences or the arts	Importance	64%	67%	69%	67%	74%
		Delivery	45%	48%	50%	53%	62%
Reflecting UK cultural identity	It portrays my region/Scotland/Northern Ireland/Wales fairly to the rest of the UK	Importance	62%	67%	69%	67%	79%
		Delivery	41%	40%	44%	46%	56%
	It shows high quality soaps/dramas made in the UK	Importance	54%	59%	60%	63%	69%
		Delivery	48%	49%	53%	56%	66%
	It shows high quality comedy made in the UK	Importance				66%	72%
		Delivery	Not asked			50%	59%
It provides a wide range of high quality and UK made programmes for children	Importance	79%	78%	85%	80%	88%	
	Delivery	61%	61%	69%	74%	85%	
Representing diversity and alternative viewpoints	Its programmes show different kinds of cultures within the UK	Importance	57%	65%	64%	67%	69%
		Delivery	42%	44%	45%	51%	62%
	It shows different parts of the UK including England, NI, Scotland and Wales	Importance				66%	76%
		Delivery	Not asked			49%	66%

Source: Ofcom PSB Tracker 2011-15

Base for Importance: All (3653); Base for Delivery: All respondents who watch any PSB channels regularly or occasionally (3606).

Key points

The importance placed on the different PSB characteristics varies among audiences when compared to the PSB purposes. PSB channels showing 'well made high quality programmes' has remained the most important PSB characteristic, increasing significantly from 83% in 2014 to 86% in 2015. The delivery of this characteristic by the PSB channels has also remained the highest with just under three quarters (74%) of regular or occasional viewers rating it's delivery highly. Distinctiveness was seen by audiences to have the lowest level of both importance (63%) and delivery (51%) in 2015, this is unchanged since 2014 when it was first asked.

Figure 2: Importance and delivery of PSB characteristics: 2011 - 2015

Characteristic	Statement	Metric	2011	2012	2013	2014	2015
High quality	It shows well made high quality programmes	Importance	78%	83%	84%	83%	86%
		Delivery	58%	61%	65%	68%	74%
Challenging	It shows programmes that make me stop and think	Importance	67%	70%	73%	71%	70%
Original	It shows new programmes made in the UK	Importance	67%	69%	73%	75%	80%
		Delivery	46%	47%	52%	54%	65%
Innovative	It shows programmes with new ideas and different approaches	Importance	65%	70%	72%	74%	76%
		Delivery	43%	45%	46%	53%	61%
Distinctiveness	The style of programmes is different to what I'd expect to see on other channels	Importance	Not asked			68%	63%
		Delivery	Not asked			50%	51%

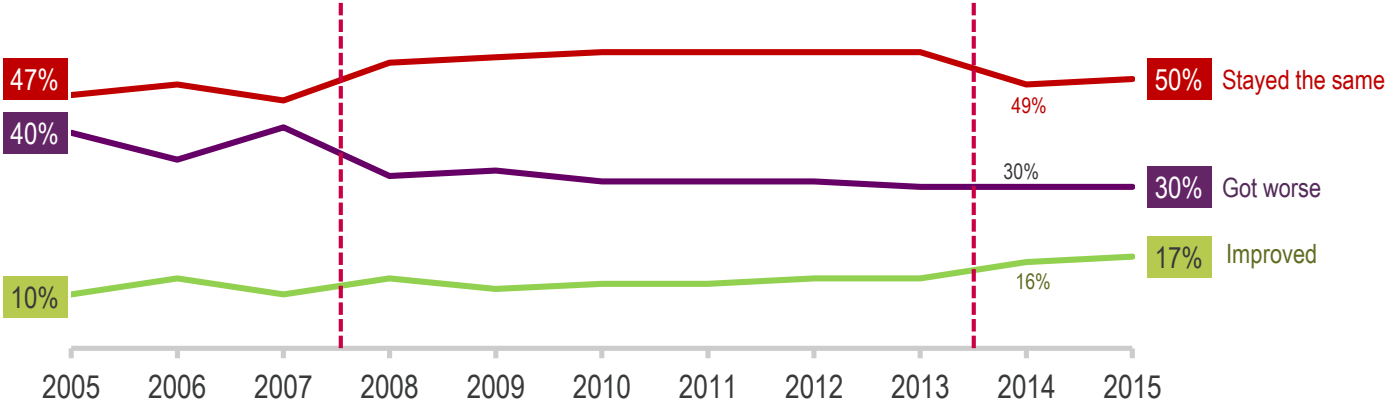
Source: Ofcom PSB Tracker 2011-15

Base for Importance: All (3653); Base for Delivery: All respondents who watch any PSB channels regularly or occasionally (3606).

Key points

Quality of TV programmes: According to Ofcom research, 50% of UK adults who watch TV felt that programme quality had 'stayed the same' over the past year. Three in ten adults (30%) felt TV programmes had 'got worse', unchanged from 2014. Older viewers were more likely than younger viewers to say programming had worsened: 44% over 65s vs 23% 16-24s (significantly lower than over-65s). Top reasons given among those who felt TV programmes had worsened over the past 12 months, were 'more repeats' (65%) and 'lack of variety' (39%). Around a third of viewers (32%) said programmes had worsened due to a 'general lack of quality'.

Figure 3: Opinion on the quality of programmes over the last 12 months



Source: Ofcom Media Tracker 2015

Base: All with any TV sets (2,052). NB Base prior to 2014: All with TV, but excluding those never watching. All with TV, but excluding those never watching. Significance testing shows any difference between 2014 and 2015. Dashed lines indicate changes to survey method.

Key points

Levels of offence on TV: Less than two in ten adult viewers (19%) said that they had been offended by something on TV in the past 12 months in 2015. Younger viewers were significantly less likely to be offended than older viewers (13% 16-34s vs 28% over 65s). Among those offended in 2015, the most offending material was considered to be 'sexual content' (38%). An equal proportion of viewers who were offended cited 'violence' and 'bad language' (37% each).

Figure 4: Overall % of respondents who have been offended by something on TV



Source: Ofcom Media Tracker 2015

Base: All with any TV sets in 2015 (2,052); aged 16-34 (589); 35-54 (666); 55-64 (335); 65+ (462); ABC1 (1,055); C2DE (993); Male (966); Female (1,086); Parents (594); Non-parents (1,458). Prompted, single code. Significance testing shows any difference between any age group and all adults in 2015, between socio-economic groups, by gender and between parents and non-parents in 2015

Figures 1 and 2 are drawn from Ofcom's PSB tracker research. In 2015 the PSB Tracker methodology was changed to collect data using a split sample of online and face-to-face interviews periodically during two one-month interview periods. The data collected from these two sources were combined to provide a final result for 2015.

As part of the transition to the new methodology, Ofcom conducted a smaller sample of interviews using the previous (telephone interview) methodology. This parallel research was done to ensure that any changes seen in the main 2015 results when compared to 2014 were real changes and not the result of changes to the methodology.

Respondents were asked on a scale of 1-10 the importance of the individual PSB purposes and characteristics. They were then asked how they feel the PSBs deliver each of these elements. These questions were asked for each of the PSB channels they regularly view, and about all the PSB channels as a whole. The analysis of importance and delivery of the PSB purposes and characteristics shows the proportion of UK adults who score each statement 7/8/9/10 out of 10 (described below as 'high') on importance and on delivery, for all the PSB channels as a whole. Significant differences referenced below are between 2015 and previous years are measured at the 99% difference level.