

Introduction

The BBC Trust made a commitment to consult 10,000 licence fee payers about their attitudes towards the BBC to illustrate its commitment to taking audiences seriously. This report summarises the findings of the first stage of this process which investigated reactions to the BBC's new Purpose Remits, and formed part of a wider public consultation.

Objectives

The aims of the consultation were to ensure that the priorities set out in the Purpose Remits fully captured the most important activities for the BBC to focus on and to get feedback from licence fee payers on how the BBC is currently performing in the delivery of the Purposes.

BMRB Media was commissioned by the BBC Trust to conduct quantitative research amongst licence fee payers to get a broader view on the BBC's Purposes and Priorities than would be achieved through the consultation alone.

Specific objectives of the research were to:

- Gauge licence fee payers' views on the BBC's Purpose Priorities
- Identify what is important for licence fee payers
- Measure how well the BBC currently performs
- Highlight Priorities where importance is high but BBC performance relatively low as potential areas of concern
- Understand how perceptions vary within different audience groups

Methodology

We used a mixed-methodology research approach to meet the objectives of the study. Half of the interviews were conducted face-to-face in people's homes and half were conducted online amongst members of Lightspeed Research's online panel in the UK. This had the advantage of being cost-effective and also offered people who may not have had time to take part at a fixed time with an interviewer the opportunity to participate in their own time through an online route. To maximise comparability between the two methods we made the key section, where participants rated the Purpose Priorities, self-completion for the face-to-face interviews as well as the online ones.

- 4,500 UK adults interviewed (half online, half face-to-face in-home) between 25th January and 25th February 2007.
- Boost interviews within UK nations and non-white respondents to allow detailed analysis within these audience groups.
- Detailed questionnaire (c.45 minutes) covering demographics for profiling, media consumption, weight of BBC usage, use of new technologies, topics of interest, opinions on BBC and the key section on rating the BBC's Purposes and Priorities in terms of performance and importance.
- Results weighted by demographics, ethnicity and internet use to ensure they were representative of the UK population as a whole.



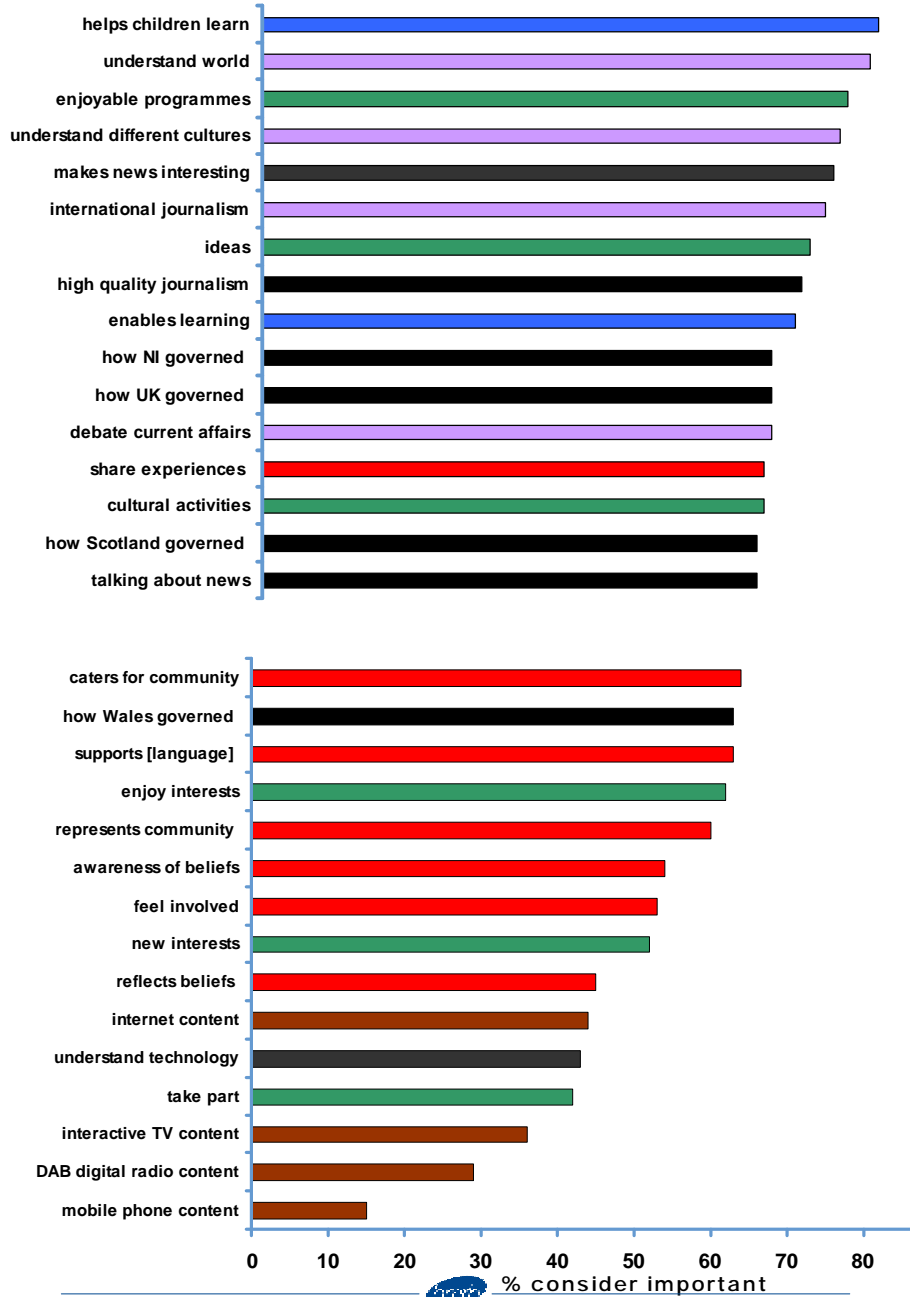
1 What is important for licence fee payers?

Taking each of the six BBC Purposes in turn, participants were presented with an overview and then asked to rate how important each of a number of Priorities was for them personally using a 7-point importance scale (see Appendix B for details of all Purposes and Priorities, and abbreviations used in this report).

The importance of the BBC's role in educating the nation is recognised by the fact that *"The BBC helps my children/teens with what they learn at school/college"* (asked only to those responsible for a child aged under 18) is rated as the most important Priority. Chart 1, below, also shows that the Priorities related to **news and journalism** are considered very important to licence fee payers, regardless of which Purpose they fall within.

Of course, for many people the BBC's *raison d'être* is to provide entertaining content and programmes and as such the Priority *"To provide a wide range of enjoyable and entertaining programmes and content"* is considered the third-most important Priority and the BBC should never lose sight of this.

All Priorities – personal importance



Base: All UK adults aged 15+ (4,508)

Chart 1: Personal importance of each of the BBC's Priorities (colour indicates the Purpose within which each Priority falls) ¹.

¹ Note: For all importance and performance questions 'Helps my children learn' was only asked to people responsible for a child aged under 18, 'Supports language' was only asked to those who speak an indigenous language other than English and 'How Wales/Scotland/Northern Ireland governed' was only asked to those in the relevant nation.

The *Digital* priorities and generally the BBC helping to understand technology is not considered important by the population as a whole, perhaps because large numbers of people are not currently using these services and do not feel they are relevant to them. Limiting the base to all users of each technology shows a different story with content via the channel considered just as important as most other Priorities. The exception is mobile phone content - most of the population have a mobile phone but either do not have a phone with the right functionality or just do not use it for advanced functions like viewing content via the internet.

<i>The BBC provides quality content that I find enjoyable or useful...</i>	All UK adults (%)	Users of the technology (%)
...on the internet	44	62
... on interactive TV	36	62
... on DAB digital radio	29	77
...on mobile phones	15	16

Table 2: Comparison of Personal importance of content through different technologies between technology users and the population as a whole

We also asked participants to rate the Priorities in terms of their importance to society as a whole and the general pattern was similar although each Priority was considered more important for society in general.

2 How well does the BBC perform?

Participants rated the *performance* of the BBC on the same Priorities. News and education related Priorities also achieve the highest performance scores (chart 3), indicating a strong relationship between importance and performance that will be explored in the next chapter.

Almost all of the *Nations, Regions & Communities* Priorities fall within the bottom half of Priorities in terms of performance, especially those related to communities.

Whilst having a wide range of enjoyable programmes gets a relatively good score, other Priorities within the *Creativity* Purpose such as having fresh and new ideas and encouraging people to take part get lower than average performance scores.

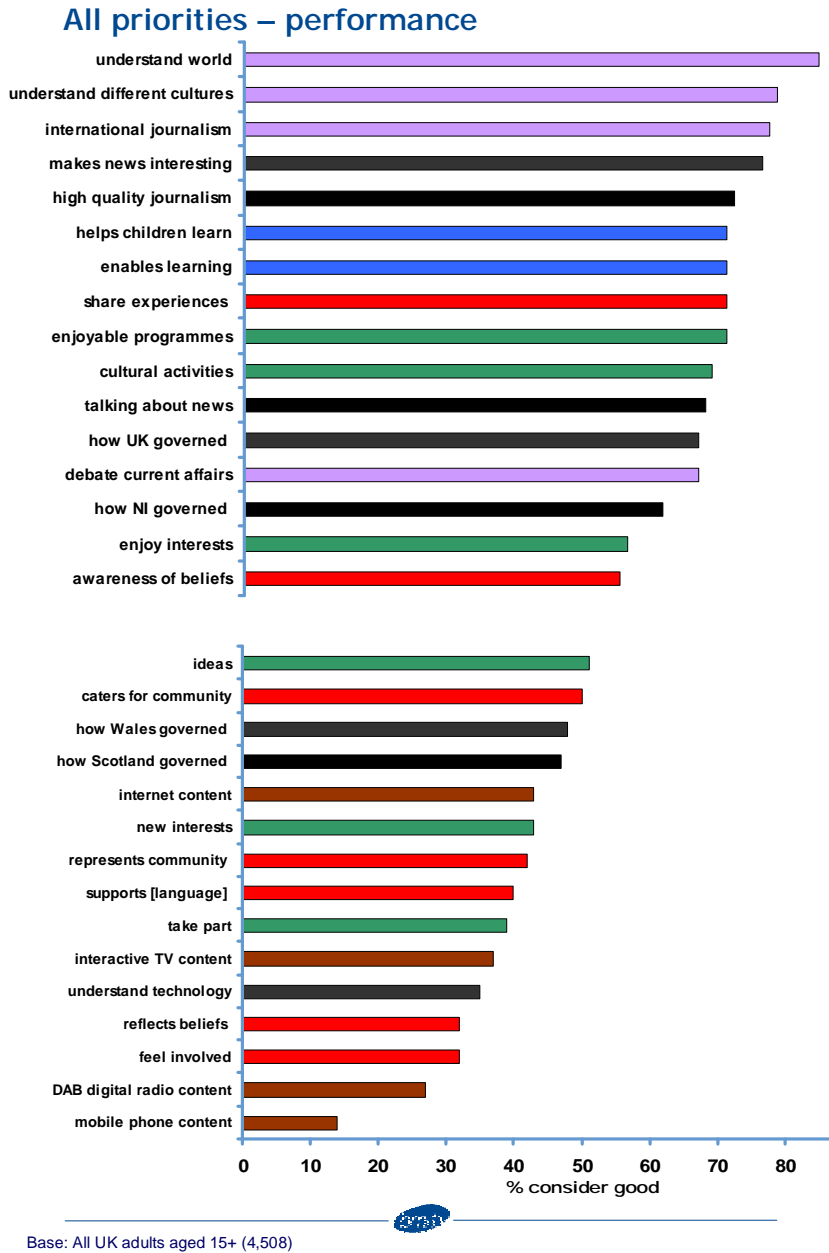


Chart 3: Performance rating for each of the BBC's Priorities (colour indicates the Purpose within which each Priority falls)

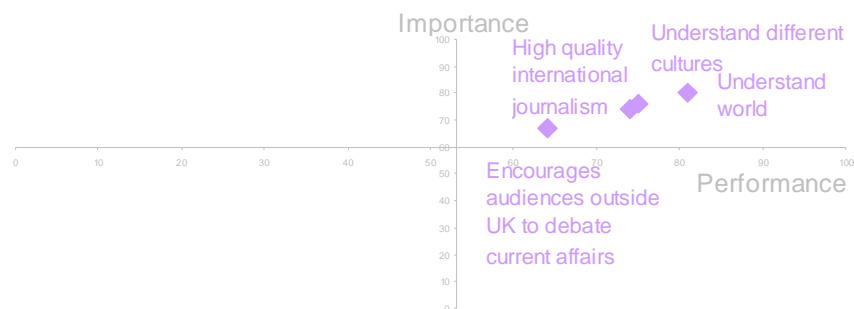
3 Understanding performance in the context of importance

The BBC Trust commissioned this licence fee payer research as part of a wider consultation on the Purposes and Priorities of the BBC. The research helps to inform the Trust on potential areas on which they should focus. The key to identifying these potential areas lies in really understanding performance scores in the context of how important licence fee payers feel each Priority is. The following series of quadrant charts clearly demonstrates this relationship for each Priority within each Purpose. Any Priority in the top right quadrant achieves high importance and performance scores and so is a strength for the BBC. Priorities in the top left quadrant are potential areas of weakness (those which are considered more important than average but where performance is below average).

There is a strong relationship between importance and performance scores resulting in few Priorities in the 'danger quadrant'. Priorities within the *Global* and *Education* Purposes are considered most important and the BBC is generally considered to be performing well in these areas.

Priorities relating to **technology** within the *Creativity* Purpose, **understanding devolved administrations** within the *Citizenship* Purpose and **community** within the *Nations, Regions & Communities* Purpose are key areas to focus on where importance is relatively high and performance low. Whilst performance on *Digital* Priorities is low, this is because, as discussed earlier, these services are not relevant to many and thus not considered important.

Global Priorities – high performance and importance



Base: All UK adults aged 15+ (4,508)

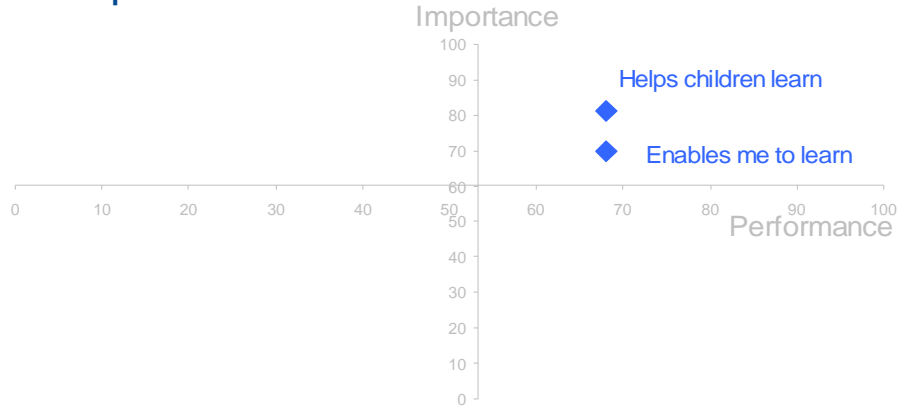


Scores shown are % who agree or find important.
Lines cross at mean score across all priorities for total sample.

Chart 4: Performance vs. importance for Priorities within the Global Purpose

All Priorities appear in the top right quadrant illustrating the perceived strength of the BBC in this important area.

Education Priorities – High performance and importance



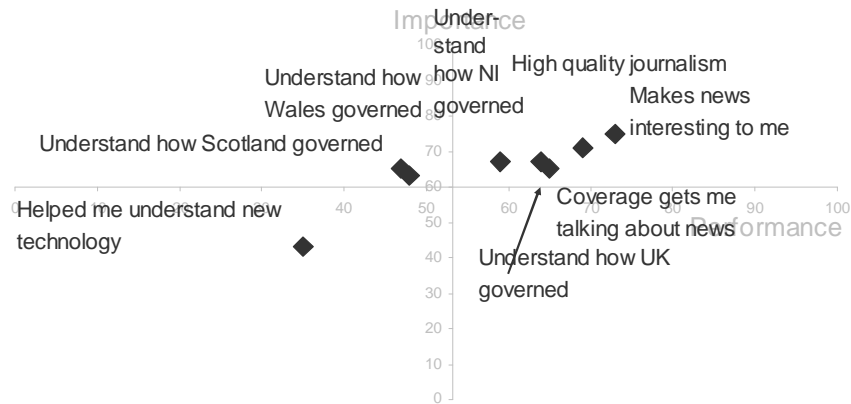
Base: All UK adults aged 15+ (4,508)

Scores shown are % who agree or find important. Lines cross at mean score across all priorities for total sample.

Chart 5: Performance vs. importance for Priorities within the Education Purpose. 'Helps children learn' asked only to those responsible for a child aged under 18 (1,608)

Education is another perceived area of strength for the BBC with the BBC considered to be performing equally well on enabling adults and children to learn.

Citizenship Priorities: Performance lower for understanding technology and devolved administrations



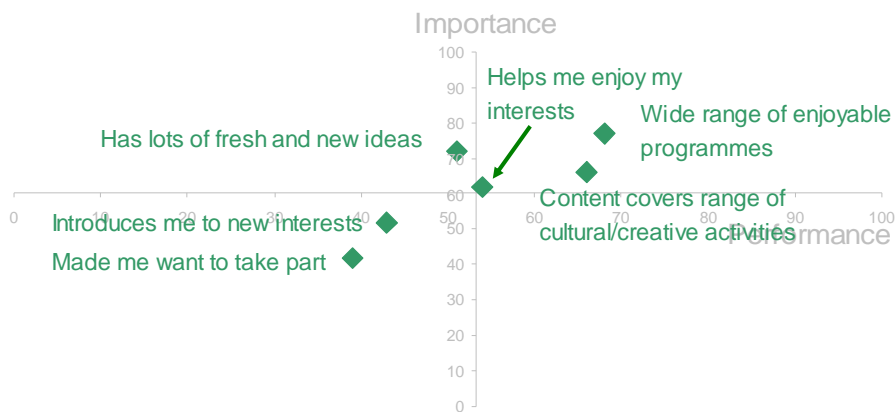
Base: All UK adults aged 15+ (4,508)

Scores shown are % who agree or find important. Lines cross at mean score across all priorities for total sample.

(Previous page) *Chart 6: Performance vs. importance for Priorities within the Citizenship Purpose. Understand how nation governed only asked to those in the relevant nation: Wales (434), Scotland (391), Northern Ireland (412)*

The Priorities concerning understanding of the devolved administrations were only asked in the relevant nation; nevertheless performance on these priorities was lower than others, especially in Scotland and Wales. The low performance score for helping to understand technology is a result of this not being important to the general population.

Creativity Priorities: Innovation scores lower



Base: All UK adults aged 15+ (4,508)



Scores shown are % who agree or find important. Lines cross at mean score across all priorities for total sample.

Chart 7: Performance vs. importance for Priorities within the Creativity Purpose

“The BBC has lots of fresh and new ideas” appears in the top left quadrant indicating that innovation is an area where the perceived performance of the BBC is lower than average despite this being considered a relatively important Priority.

Nations, Regions & Communities Priorities: Community theme scores lower



Base: All UK adults aged 15+ (4,508)

Scores shown are % who agree or find important.
Lines cross at mean score across all priorities for total sample.

Chart 8: Performance vs. importance for Priorities within the Nations, Regions & Communities Purpose. Supports [language] was only asked to those who speak an indigenous language other than English (256)

Priorities relating to local communities record lower than average performance scores whilst they are considered fairly important, so this is a potential area for the BBC to focus on.

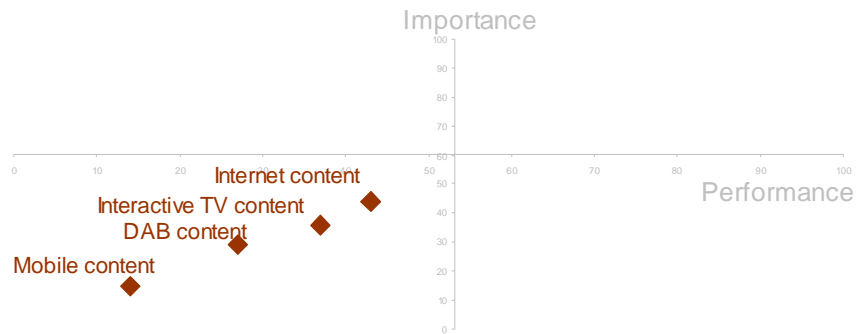
As noted above, the statement 'The BBC supports the [relevant] language(s) with programming and other content' was only asked to those who speak one of the UK's indigenous languages, other than English. It is interesting to break down the results to this question by nation, as in the table below.

Supports [language]	UK (256)	Wales (126)	Scotland (18)	Northern Ireland (59)
Personal importance	63%	69%	22%	73%
Performance	40%	62%	20%	36%

Table 9: Comparison between nations for the statement 'The BBC supports the [relevant] language(s) with programming and other content'

This clearly shows that the biggest difference between importance and performance scores for supporting indigenous languages is in Northern Ireland.

Digital Priorities: Non-users suppress importance and performance scores



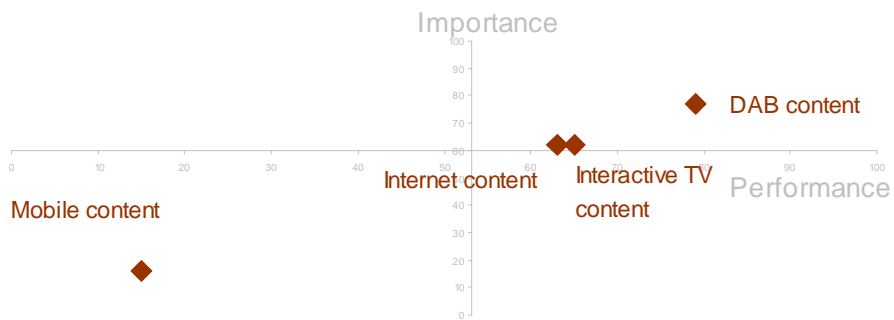
Base: All UK adults aged 15+ (4,508)

Scores shown are % who agree or find important.
Lines cross at mean score across all priorities for total sample.

Chart 10: Performance vs. importance for Priorities within the Digital Purpose (all adults)

As mentioned earlier, the population as a whole do not consider the provision of content via new technologies important but this changes when you consider the views of those who actually use the technologies (chart 11).

Importance of mobile phone content remains low among users due to generally low levels of mobile content usage



Base: All users of each technology

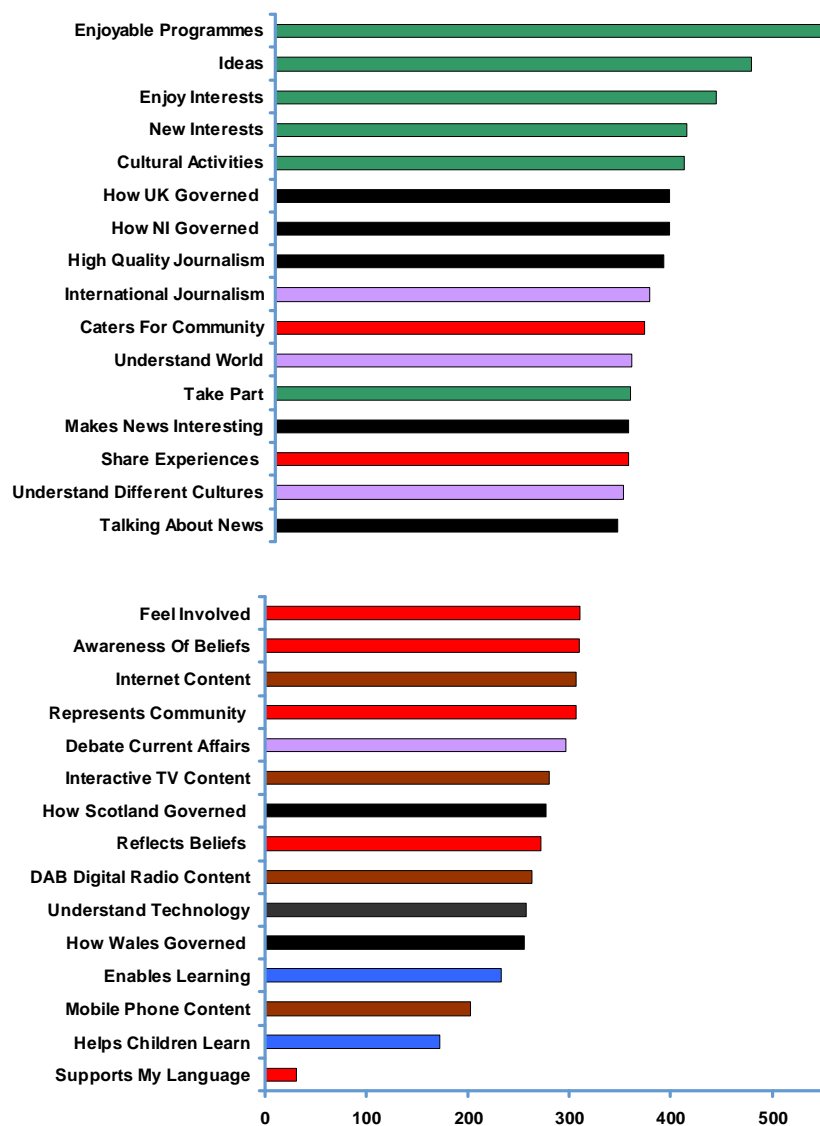
Scores shown are % who agree or find important.
Lines cross at mean score across all priorities for total sample.

Chart 11: Performance vs. importance for Priorities within the Digital Purpose (all users of each technology)

4 Potential areas on which the BBC could focus

Having identified areas where importance is high and performance relatively low we also analysed where the relationship between Priority score and overall approval score for the BBC is strongest. We did not find anything approaching a perfect correlation between overall approval and performance for any particular Priority, which means that it is not as simple as one single Priority explaining overall approval. However, this analysis identifies where the relationship between these factors is strongest and thus highlights the potential areas for action which are likely to have the biggest impact on how people feel about the BBC overall.

Having a wide range of enjoyable and entertaining programmes has closest correlation with overall approval



Base: All UK adults aged 15+ (4,508)



Correlation analysis: How closely Priorities are linked with overall approval - ranked

(Previous page) Chart 12: Correlation of BBC performance score with overall approval of BBC score. 1000 would be a perfect correlation and 0 no correlation at all.

Priorities within the *Creativity Purpose* clearly have the strongest correlation with overall approval. *'The BBC has a wide range of enjoyable and entertaining programmes and content'* is the Priority with highest correlation with overall approval. The BBC generally performed well on this measure but it's those people who rated the BBC badly on this measure who are likely to give lower overall approval scores.

The package of priorities detailed in the bullet points indicates the range of priorities to focus on for the highest likelihood of improving overall approval. These Priorities correlate highly with overall approval, have significant room for improvement and tackle different elements which make up overall approval.

- The BBC has a wide range of enjoyable and entertaining programmes and content
- The BBC has lots of fresh and new ideas
- The BBC caters for my area and my community
- The BBC provides programmes and content which cover a wide range of cultural and creative activities
- The BBC sets the standard for high quality and independent journalism

5 Audience groups where perceptions vary

All participants in the research were asked to rate their opinion of the BBC overall on a scale from 1 to 10 where 1 was extremely unfavourable and 10 extremely favourable (see Appendix C). The overall mean score was 6.48 but this was particularly useful to identify groups which are less engaged with the BBC.

Groups with lowest approval scores shown in red

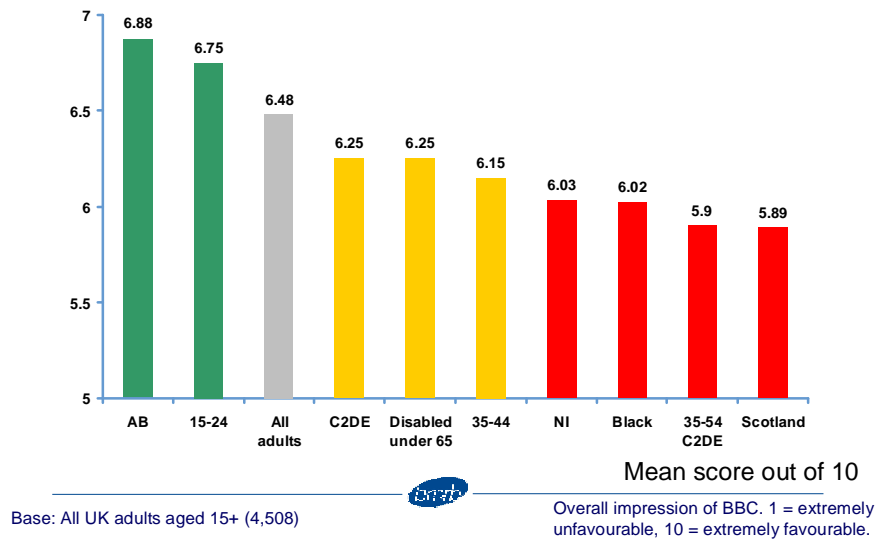


Chart 13: Overall approval scores within audience groups

Age and social grade rather than gender are the biggest drivers of the overall approval score with C2DEs aged 35-54 the demographic group with lowest BBC approval scores. Performance and importance scores for all Priorities are lower among this group which is indicative of the perceived lack of relevance of the BBC for them. This group tends to object to the licence fee.

Under 35s tend to rate the BBC above average overall as it is seen as good for society however under 35s are more likely to consider the BBC irrelevant to them personally (28% of under 35s compared to 21% of those aged 65+). This group would like programmes and content to be more relevant to them.

There appears to be a more general disengagement with the BBC in Scotland, with almost universally lower scores for performance and importance on the individual Priorities. Performance is particularly low on the community-related Priorities within the *Nations, Regions & Communities Purpose*.

In Northern Ireland lower scores tend to be for news related Priorities and the Global and Creativity Purposes.

Black licence fee payers give lower approval scores for 'caters for my community' and 'enjoyable programmes', but higher for 'introducing to new interests', 'encouraging to take part' and 'helping to understand how UK governed' suggesting that approval amongst this group could be improved by producing more relevant content that reflects the community.

Appendix A – BBC Priorities ranked by personal importance to licence fee payers

NB: The colour of the text indicates the colour used to represent each Purpose.

Statement	Personal importance	Performance	Performance gap	Purpose and priority it measures
<i>The BBC helps my children/teens with what they learn at school/college</i> ²	81	68	-13	EDUCATION: Promote and support formal educational goals for children and teenagers and support adult education, especially related to basic skills development
<i>The BBC ensures that audiences within the UK are aware of, and understand, what's going on in the world</i>	80	81	1	GLOBAL: Enhance UK audiences' awareness and understanding of international issues
<i>The BBC has a wide range of enjoyable and entertaining programmes and content</i>	77	68	-9	CREATIVITY: Provide a wide range of enjoyable and entertaining content
<i>The BBC helps audiences within the UK to understand and appreciate different cultures and lifestyles of people from around the world</i>	76	75	-1	GLOBAL: Broaden UK audiences' experience of and exposure to different cultures from around the world.
<i>The BBC makes news and current affairs and other topical issues interesting to me</i>	75	73	-2	CITIZENSHIP: Engage a wide audience, in news, current affairs and other topical issues
<i>The BBC sets the standard for high quality international journalism for audiences outside the UK</i>	74	74	0	GLOBAL: Sustain and grow the BBC's reputation as the most respected voice in international news broadcasting
<i>The BBC has lots of fresh and new ideas</i>	72	51	-21	CREATIVITY: Establish a leading reputation for creative and innovative programming
<i>The BBC sets the standard for high quality and independent journalism</i>	71	69	-2	CITIZENSHIP: Maintain and grow the BBC's reputation as the standard setter in independent, high quality journalism
<i>The BBC enables me to learn different things</i>	70	68	-2	EDUCATION: Stimulate informal learning across a full range of subjects and issues for all audiences
<i>The BBC encourages audiences outside the UK to enter into conversation and debate about current affairs and international issues</i>	67	64	-3	GLOBAL: Enable individuals to participate in the global debate on significant international issues
<i>The BBC helps me understand how the UK is governed politically</i>	67	64	-3	CITIZENSHIP: Build greater understanding of the parliamentary process and political institutions governing the UK.

<i>The BBC helps me understand how Northern Ireland is governed politically³</i>	67	59	-8	CITIZENSHIP: Build greater understanding of the parliamentary process and political institutions governing the UK.
<i>The BBC provides programmes and content which cover a wide range of cultural and creative activities</i>	66	66	0	CREATIVITY: Ensure enrichment for all audiences by covering a wide range of cultural activities
<i>The BBC provides me with the opportunity to share the same experiences with other people (like major events, live events and popular programmes)</i>	66	68	2	NATIONS, REGIONS & COMMUNITIES: Bring people together for shared experiences.
<i>BBC coverage of news and current affairs has got me talking about them</i>	65	65	0	CITIZENSHIP: Encourage conversation and debate about news, current affairs and topical issues
<i>The BBC helps me understand how Scotland is governed politically³</i>	65	47	-18	CITIZENSHIP: Build greater understanding of the parliamentary process and political institutions governing the UK.
<i>The BBC caters for my area and my community</i>	64	50	-14	NATIONS, REGIONS & COMMUNITIES: Represent the different nations, regions and communities of the UK
<i>The BBC supports the [relevant] language(s) with programming and other content¹</i>	63	40	-23	NATIONS, REGIONS & COMMUNITIES: Support the UK's indigenous minority languages
<i>The BBC helps me understand how Wales is governed politically³</i>	63	48	-15	CITIZENSHIP: Build greater understanding of the parliamentary process and political institutions governing the UK.
<i>The BBC helps me enjoy my interests, hobbies and passions</i>	62	54	-8	CREATIVITY: Ensure enrichment for all audiences by covering a wide range of cultural activities
<i>The BBC represents my area and my community to other people in the UK</i>	60	42	-18	NATIONS, REGIONS & COMMUNITIES: Represent the different nations, regions and communities of the UK
<i>The BBC raises my awareness and understanding of different religious and other beliefs</i>	54	53	-1	NATIONS, REGIONS & COMMUNITIES: Reflect the different religious and other beliefs in the UK
<i>The BBC helps me feel more involved in my local communities</i>	53	32	-21	NATIONS, REGIONS & COMMUNITIES: Encourage interest in, and conversation about local communities
<i>The BBC introduces me to new interests, hobbies and passions</i>	52	43	-9	CREATIVITY: Ensure enrichment for all audiences by covering a wide range of cultural activities
<i>The BBC reflects my religious and other beliefs appropriately</i>	45	32	-13	NATIONS, REGIONS & COMMUNITIES: Reflect the different religious and other beliefs in the UK

<i>The BBC provides quality content that I find enjoyable or useful on the internet</i>	44	43	-1	DIGITAL: Make engaging digital content and services available on a wide range of digital platforms and devices
The BBC has helped me understand how to use technology like interactive TV and the internet	43	35	-8	CITIZENSHIP: Enable audiences to access, understand and interact with different types of media.
<i>Watching or listening to some programmes on the BBC has made me want to take part in a specific event or activity</i>	42	39	-3	CREATIVITY: Encourage and enable active participation in cultural activities
<i>The BBC provides quality content that I find enjoyable or useful on interactive TV</i>	36	37	1	DIGITAL: Make engaging digital content and services available on a wide range of digital platforms and devices
<i>The BBC provides quality content that I find enjoyable or useful on DAB digital radio</i>	29	27	-2	DIGITAL: Make engaging digital content and services available on a wide range of digital platforms and devices
<i>The BBC provides quality content that I find enjoyable or useful on mobile phones</i>	15	14	-1	DIGITAL: Make engaging digital content and services available on a wide range of digital platforms and devices
AVERAGE SCORE	60.13	53.19	-6.94	

Base: All UK adults aged 15+ (4,508) except:

¹ – only asked to those who speak an indigenous language other than English (256)

² – only asked to those responsible for children under 18 (1,608)

³ – only asked to those in each nation, Wales (434), Scotland (391), Northern Ireland (412)

Appendix B – BBC Purposes and Priorities in full

NB: The colour of the text indicates the colour used to represent each Purpose throughout this report.

CREATIVITY - Stimulating creativity and cultural excellence

You can expect the BBC to offer the best examples of creative work that engage and delight audiences and break new ground. The BBC will also support your own creative and sporting activities.

Priority (i): Establish a leading reputation for creative and innovative programming.

Measured by: *The BBC has lots of fresh and new ideas* [ideas]

Priority (ii): Ensure enrichment for all audiences by covering a wide range of cultural activities.

Measured by: *The BBC helps me enjoy my interests, hobbies and passions* [enjoy interests]

The BBC introduces me to new interests, hobbies and passions [new interests]

The BBC provides programmes and content which cover a wide range of cultural and creative activities [cultural activities]

Priority (iii): Encourage and enable active participation in cultural activities.

Measured by: *Watching or listening to some programmes on the BBC has made me want to take part in a specific event or activity* [take part]

Priority (iv): Provide a wide range of enjoyable and entertaining content.

Measured by: *The BBC has a wide range of enjoyable and entertaining programmes and content* [enjoyable programmes]

In addition, though not measured through the survey:

Priority (v): Support the creative economy of the UK across a wide range of genres.

The Trust intends to measure this priority qualitatively amongst opinion leaders in the wider creative community and amongst the creative community within the BBC itself.

NATIONS, REGIONS & COMMUNITIES - Representing the UK, its nations, regions and communities

You can rely on the BBC to reflect the many communities that exist in the UK. These communities may be based on geography, on faith, on language, or on a shared interest such as sport. You can expect the BBC to stimulate debate within and between the communities of the UK, and to encourage people to get involved with their local communities.

Priority (i): Represent the different nations, regions and communities of the UK.

Measured by: *The BBC caters for my area and my community* [caters for community]

The BBC represents my area and my community to other people in the UK
[represents community]

Priority (ii): Bring people together for shared experiences.

Measured by: *The BBC provides me with the opportunity to share the same experiences with other people (like major events, live events and popular programmes)*
[share experiences]

Priority (iii): Encourage interest in, and conversation about local communities.

Measured by: *The BBC helps me feel more involved in my local communities*
[feel involved]

Priority (iv): Reflect the different religious and other beliefs in the UK.

Measured by: *The BBC reflects my religious and other beliefs appropriately*
[reflects beliefs]

The BBC raises my awareness and understanding of different religious and other beliefs
[awareness of beliefs]

Priority (v): Support the UK's indigenous minority languages.

Measured by: *The BBC supports the [relevant] language(s) with programming and other content (only asked to those who speak one of the BBC's non-English languages)*
[supports [language]]

Please note that the BBC's delivery of this final priority could also be explored qualitatively amongst minority language speakers and those with an interest in indigenous or minority languages.

EDUCATION - Promoting education and learning

You can look to the BBC to help everyone in the UK to learn. An important role for the BBC is to support formal education in schools and colleges. In addition, the BBC will offer engaging ways for everyone in the UK to build their knowledge and skills across a broad range of subjects.

Priority (i): Stimulate informal learning across a full range of subjects and issues for all audiences.

Measured by: *The BBC enables me to learn different things* [enables learning]

Priority (iii): Promote and support formal educational goals for children and teenagers and support adult education, especially related to basic skills development.

Measured by: *The BBC helps my children/teens with what they learn at school/college*
(only asked to those responsible for under 18s) [**helps children learn**]

In addition, though not measured through this survey:

Priority (ii): Engage audiences in activities, targeted to achieve specific outcomes that benefit society.

The Trust will measure this priority qualitatively, using specific campaign examples.

An additional measure for Priority (iii) is also proposed:

The Trust will use qualitative research to measure the impact of adult education and support for basic skills development.

DIGITAL - Encouraging use of new communications technologies

You can expect the BBC to help everyone in the UK to get the best out of new media technologies now and in the future.

Priority (i): Make engaging digital content and services available on a wide range of digital platforms and devices

Measured by:

The BBC provides quality content that I find enjoyable or useful on the internet
[internet content]

The BBC provides quality content that I find enjoyable or useful on mobile phones
[mobile phone content]

The BBC provides quality content that I find enjoyable or useful on interactive TV
[interactive TV content]

The BBC provides quality content that I find enjoyable or useful on DAB digital radio
[DAB digital radio content]

Priority (v): Support Digital UK's communications activity to build awareness of, and readiness for, switchover.

This will primarily be monitored in the future using figures supplied by Digital UK. However, the following questions were asked on the survey:

- At the moment not everyone has access to digital services. The BBC wants to help make digital services - Freeview, Digital radio and the Internet - available to everyone in the UK. To do this the BBC will need to raise awareness and build the system across the UK.

How well do you think the BBC is doing this? Please give an answer between 1 and 7 where 1 is extremely poor and 7 is excellent.

And how important or unimportant do you think it is for the BBC to help make digital services available to everyone in the UK?

In addition, though not measured on this survey;

Priority (ii): Work with the industry to deliver a UK-wide network of digital television.

Measured by: Broadcast coverage achieved for DTT [source: Ofcom].
Penetration of homes with digital TV [source: Ofcom].

Priority (iii): Increase coverage of DAB.

Measured by: Broadcast coverage achieved for DAB [source: Ofcom].
Penetration of homes with DAB [source: Ofcom].

Priority (iv): Ensure that analogue television services are available to audiences in analogue form until switchover is completed on a regional basis.

Measured by: Broadcast coverage of analogue services by region up to digital switchover [source: Ofcom].

GLOBAL - Bringing the UK to the world and the world to the UK

You can rely on the BBC to provide internationally-respected news services to audiences around the world and you can expect the BBC to keep you in touch with what is going on in the world, giving you an insight into the way people live in other countries.

Priority (i)(a): Sustain and grow the BBC's reputation as the most respected voice in international news broadcasting.

Measured by: *The BBC sets the standard for high quality international journalism for audiences outside the UK* [international journalism]

Priority (i)(b): Enable individuals to participate in the global debate on significant international issues.

Measured by: *The BBC encourages audiences outside the UK to enter into conversation and debate about current affairs and international issues* [debate current affairs]

Priority (ii): Enhance UK audiences' awareness and understanding of international issues.

Measured by: *The BBC ensures that audiences within the UK are aware of, and understand, what's going on in the world* [understand world]

Priority (iii): Broaden UK audiences' experience of and exposure to different cultures from around the world.

Measured by: *The BBC helps audiences within the UK to understand and appreciate different cultures and lifestyles of people from around the world* [understand different cultures]

CITIZENSHIP - Sustaining citizenship and civil society

You can look to the BBC to provide high quality news, current affairs and factual programming that keeps you informed about important issues and political developments in an engaging way. You can look to the BBC for help in using and understanding different kinds of media.

Priority (i): Maintain and grow the BBC's reputation as the standard setter in independent, high quality journalism.

Measured by: *The BBC sets the standard for high quality and independent journalism*
[high quality journalism]

Priority (ii): Engage a wide audience, in news, current affairs and other topical issues.

Measured by: *The BBC makes news and current affairs and other topical issues interesting to me*
[makes news interesting]

Priority (iii): Encourage conversation and debate about news, current affairs and topical issues.

Measured by: *BBC coverage of news and current affairs has got me talking about them*
[talking about news]

Priority (iv): Build greater understanding of the parliamentary process and political institutions governing the UK.

Measured by: *The BBC helps me understand how the UK is governed politically*
[how UK governed]

Also, the following asked to those in each Nation...

- *The BBC helps me understand how Wales is governed politically*
- *The BBC helps me understand how Scotland is governed politically*
- *The BBC helps me understand how Northern Ireland is governed politically*
[how... governed]

Priority (v): Enable audiences to access, understand and interact with different types of media.

Measured by: *The BBC has helped me understand how to use technology like interactive TV and the internet*
[understand technology]

Appendix C – BBC Relationship questions

As mentioned in the report, the survey recorded licence fee payers' overall approval of the BBC as a key metric of their overall attitude towards the BBC. There were also a number of other questions which explored their relationship with the BBC. The results to all of these questions are summarised here.

C.1. Overall approval

Question: 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?

Overall approval	All UK adults aged 15+ (4,508)
High (8-10)	34%
Medium (5-7)	50%
Low (1-4)	15%
Mean Score	6.48

Note: 1% answered 'don't know'.

C.2. Perceived value for money

Question: The TV Licence fee, which pays for all BBC services, costs £131.50 per year, which works out at about £10.96 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 got value for the licence fee you paid?

Perceived value for money	All UK adults aged 15+ (4,508)
Very good value	13%
Fairly good value	43%
Not very good value	25%
Not at all good value	17%
NET GOOD VALUE	56%
NET NOT GOOD VALUE	42%

Note: 2% answered 'don't know'.

C.3. Whether would miss the BBC

Question: I would miss the BBC if it wasn't there.

I would miss the BBC if it wasn't there	All UK adults aged 15+ (4,508)
Definitely agree	40%
Tend to agree	30%
Neither agree nor disagree	11%
Tend to disagree	10%
Definitely disagree	8%
NET AGREE	70%
NET DISAGREE	18%

Note: less than 1% answered 'don't know.

C.4. Relationship with the BBC

Question: Which of the following statements best applies to you?

Relationship with the BBC	All UK adults aged 15+ (4,508)
I think of myself as a consumer of BBC output - I'm bothered about the programming and services it provides	45%
I think of myself as a stakeholder in the BBC - as a licence fee payer, I would like to get more actively involved in having a say in what the BBC does	26%
I'm not bothered either way - the BBC is largely irrelevant to me	24%

Note: 5% answered 'don't know.

C.5. Desire to change the BBC

Question: Which of the following statements best applies to you?

Desire to change the BBC	All UK adults aged 15+ (4,508)
If I had my way I'd change the BBC significantly	18%
There are a few things about the BBC that I would change, but on the whole I'm happy with the way it is	59%
I'm very happy with the BBC as it is	20%

Note: 4% answered 'don't know.'

