

Attitudes towards BBC Radio and BBC Public Value

September 2004

BBC commissioned independent research produced in
consultation with the DCMS

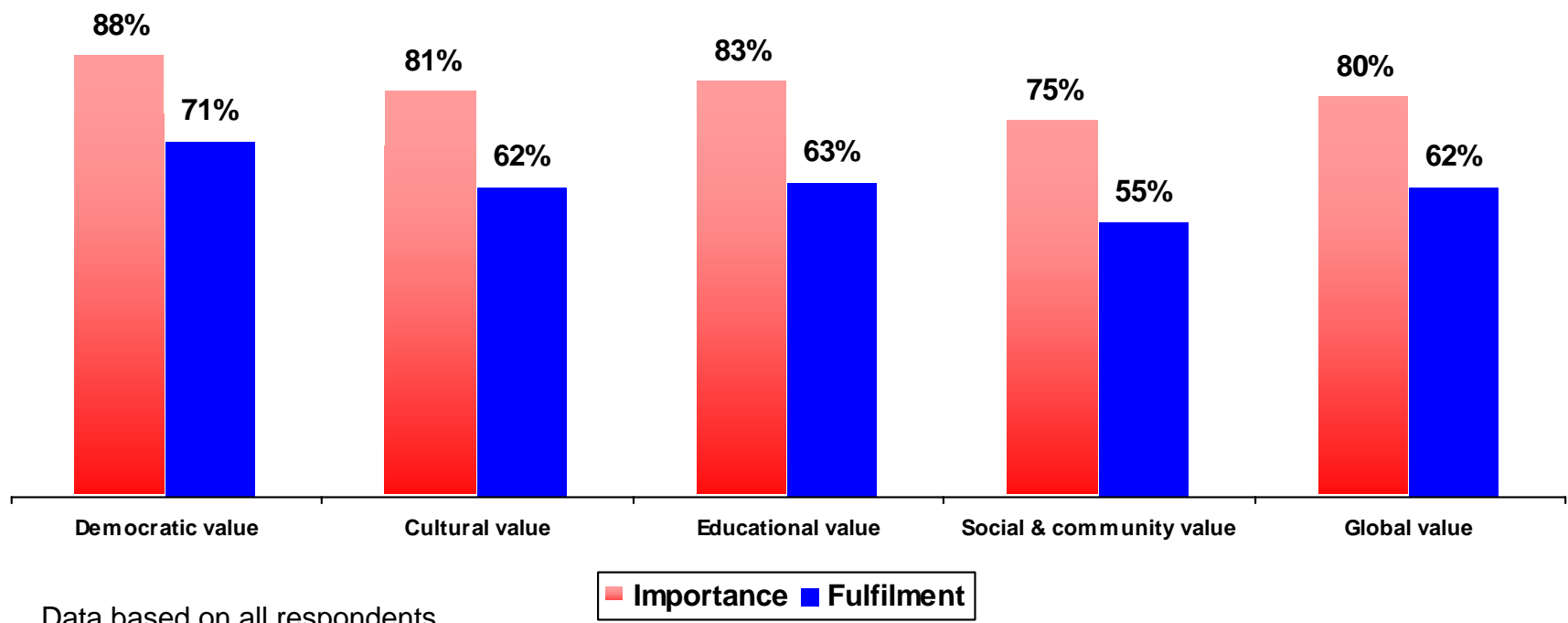
- All public organisations aim to deliver not only value for individuals, but also value for people as citizens. This is their public value – the difference they make to the quality of life in the UK.
- The BBC aims to create value by serving its audience not just as consumers, but as members of a wider society, with programmes and services which inform, educate, entertain and enrich people's lives.
- The BBC contributes to public value in five main ways:
 - **Democratic value** - to support active and informed citizenship by providing trusted, impartial, in-depth news and information that help people make sense of the world
 - **Cultural and creative value** - to enrich the cultural life of the nation by enabling the UK's best creative talents to produce great original work and provide a broad range of memorable and enjoyable programmes and events
 - **Educational value** - contribute to education for all by creating a wide range of accessible programmes and services that feed curiosity and enable people to learn throughout their lives
 - **Social and community value** - help make the UK a more inclusive society by providing programmes and services that connect communities, encourage participation and help build a sense of place and belonging
 - **Global value** - support the UK's global role by being the world's most trusted provider of international news and by showcasing the best of British culture to a global audience
- This report highlights the key findings of research commissioned in order to understand BBC Radio's responsibility and delivery of public value.

Methodology

- The survey was conducted via The Quest Panel in week 22 (24th-30th May 2004) and Week 37 (6th-12th September 2004).
- This Quest panel is independently run and owned by Ipsos-RSL on behalf of major UK broadcasters and the broadcast industry regulators. It is sponsored by BBC and ITV although major clients also include OFCOM and other broadcasters.
- The panel provides appreciation data for Radio and Television and can also be used to ask bespoke questions about programmes and services.
- Data is collected via a self completion questionnaire amongst 4077 adults aged 16+ and is representative of the UK population by sex, social grade, region, multi-channel ownership and social class.

As a public service broadcaster, BBC Radio has a number of values to fulfil in society. To what extent do you think it is important that BBC Radio overall is RESPONSIBLE for each value and how well does BBC Radio FULFIL them?

The vast majority of respondents said it was important that BBC Radio overall should be responsible for the range of public value, and a majority thought that BBC Radio fulfilled these responsibilities. In particular, 71% thought BBC Radio fulfils its commitment to deliver democratic value and almost two thirds thought BBC Radio fulfils its cultural, educational and global value. Slightly fewer think the portfolio fulfils its social and community value.

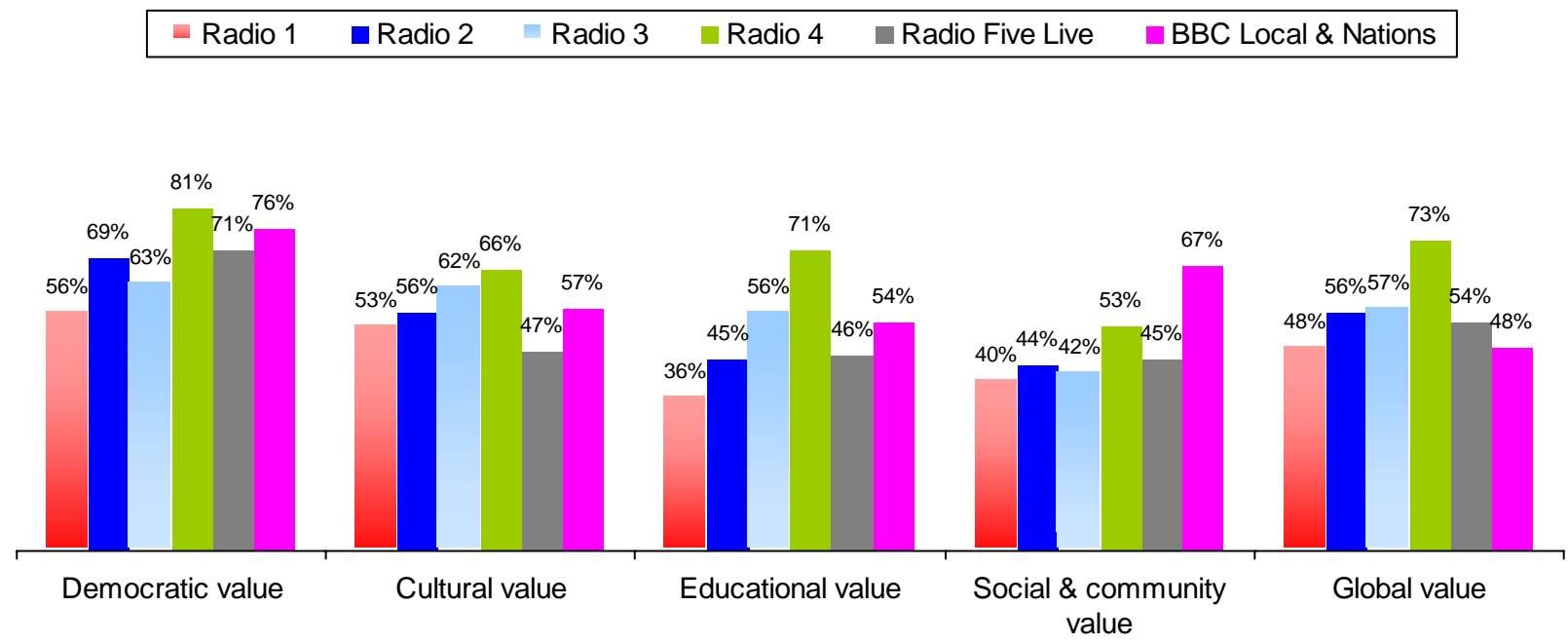


Source: Quest/Ipsos/RSL Week 22 2004

NB: Definitions of each value provided in Appendix

To what extent do people think it is important that each individual BBC RADIO station is RESPONSIBLE for each value?

Although the vast majority of respondents felt that BBC Radio overall had a duty to be responsible for the range of public value, opinion differed for each individual station. For example respondents were more likely to feel that those stations that carried lots of news output, Radio 4, Radio Five Live and BBC Local/Nations radio, should be more responsible for democratic value than the music networks. Radio 1 was generally considered least likely to be held responsible for public value, although the majority of people said it should be responsible for democratic and cultural value. BBC Local & Nations radio were most likely to be held responsible for the social and community value compared to other BBC stations.

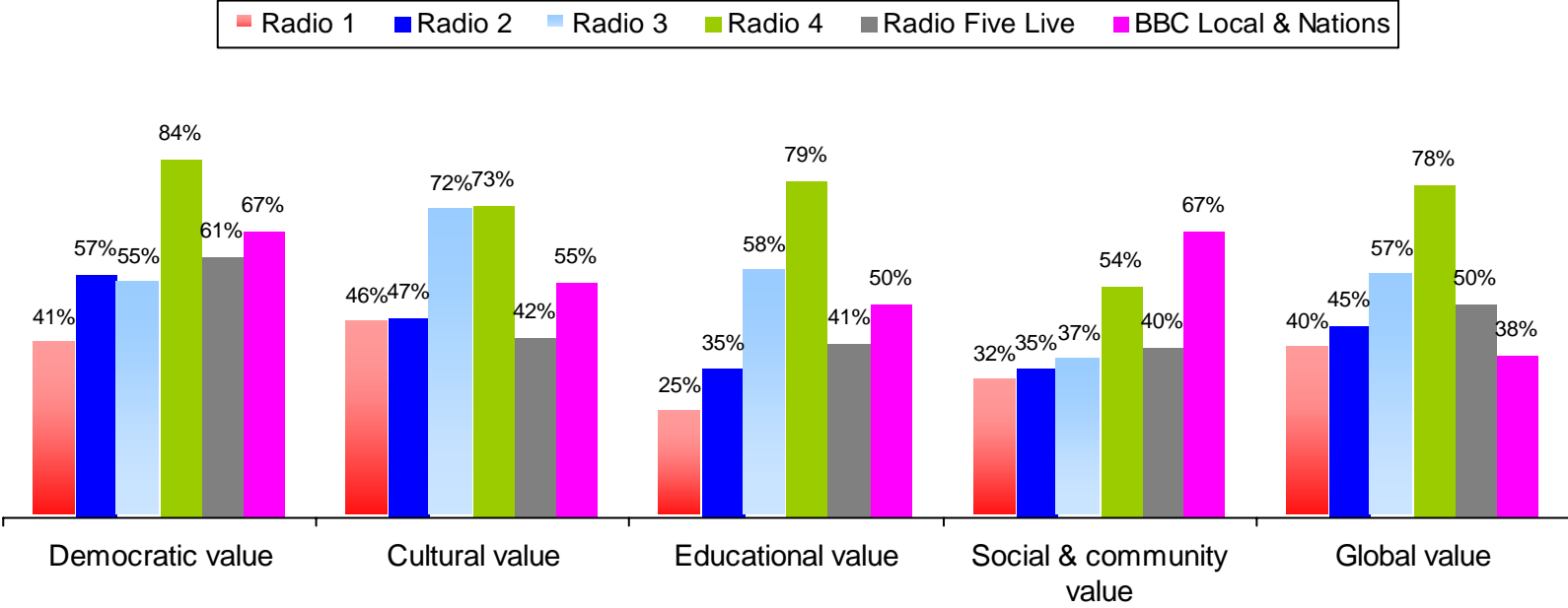


Data based on all respondents

Source: Quest/Ipsos/RSL Week 37 2004

To what extent do listeners think each BBC RADIO station FULFILS each value?

The vast majority of listeners said that Radio 4 fulfilled a wide range of value, particularly democratic, cultural, educational and global. Radio 3 also performed well on cultural value. Local and National broadcasters were felt to be the stations fulfilling the social and community value as well as being the stations that were most likely to be held responsible.

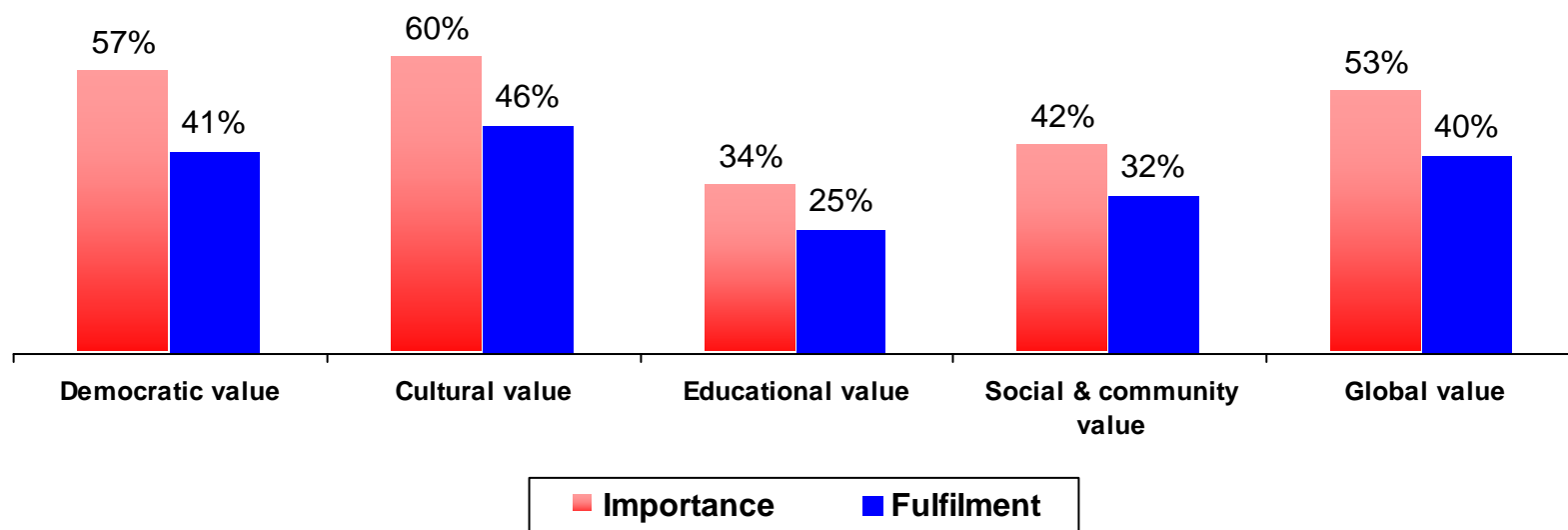


Data based on listeners to each station

Source: Quest/Ipsos/RSL Week 37 2004

To what extent do listeners think it is important that BBC Radio 1 is RESPONSIBLE for each value as well as FULFIL them?

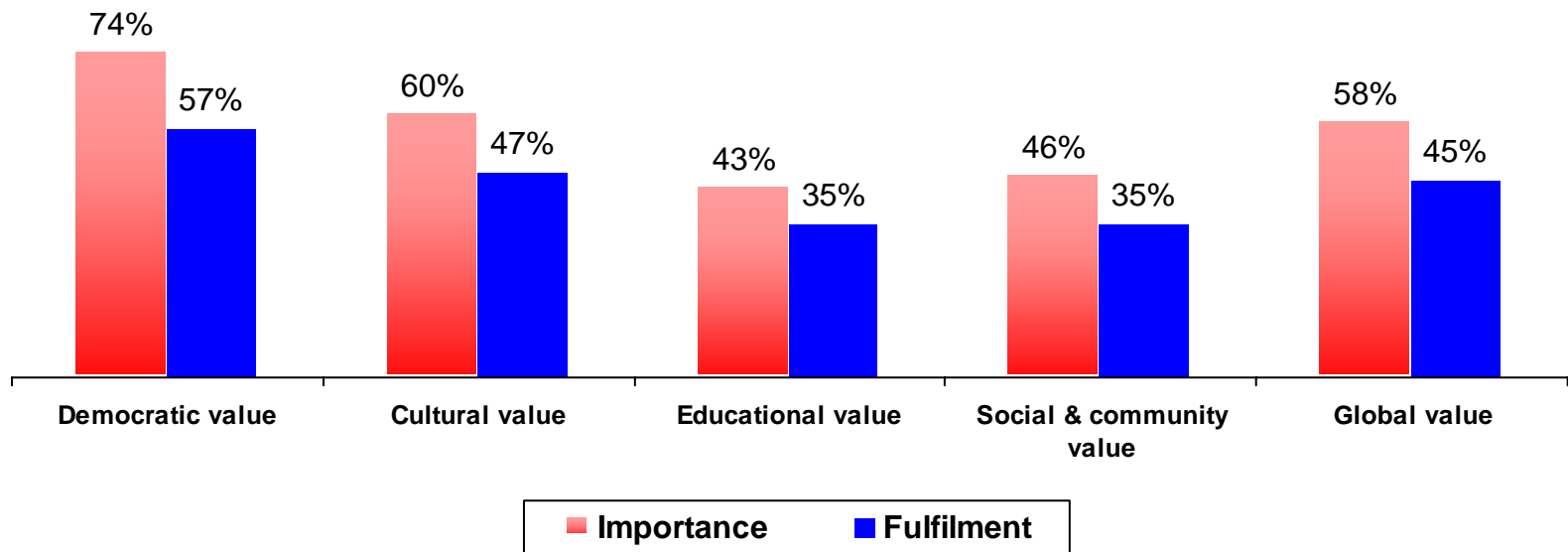
The language used to describe Public Value does not necessarily resonate with the younger demographics and Radio 1 audience. However, the majority of Radio 1 listeners still felt it important that Radio 1 should be responsible for democratic, cultural and global value and just under half felt that Radio 1 was fulfilling those responsibilities. Listeners were less likely to think Radio 1 should be responsible for educational and social and community issues, although a sizeable number thought Radio 1 were fulfilling this remit.



Data based on listeners

To what extent do listeners think it is important that BBC RADIO 2 is RESPONSIBLE for each value as well as FULFIL them?

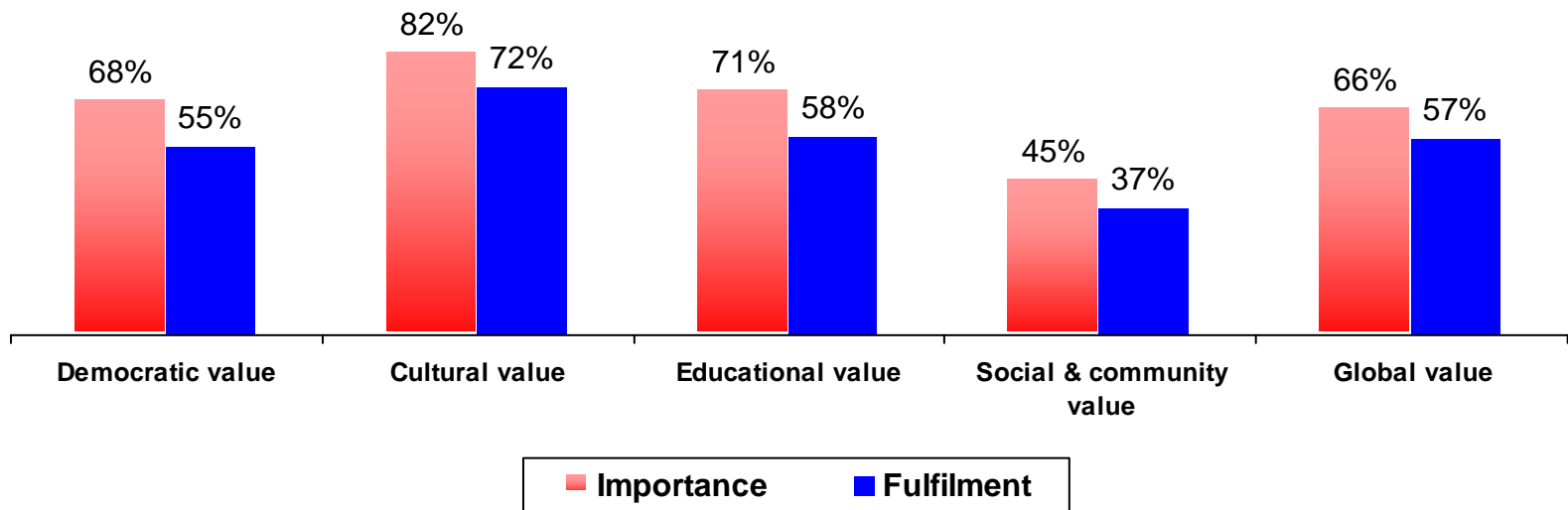
74% of Radio 2 listeners felt that Radio 2 should be responsible for democratic issues and over half thought the station was fulfilling this responsibility. Over half also thought Radio 2 should be responsible for cultural and global issues, although less than half felt Radio 2 was fulfilling this responsibility. The educational, social and community value were felt to be less important to Radio 2.



Data based on listeners

To what extent do listeners think it is important that BBC RADIO 3 is RESPONSIBLE for each value as well as FULFIL them?

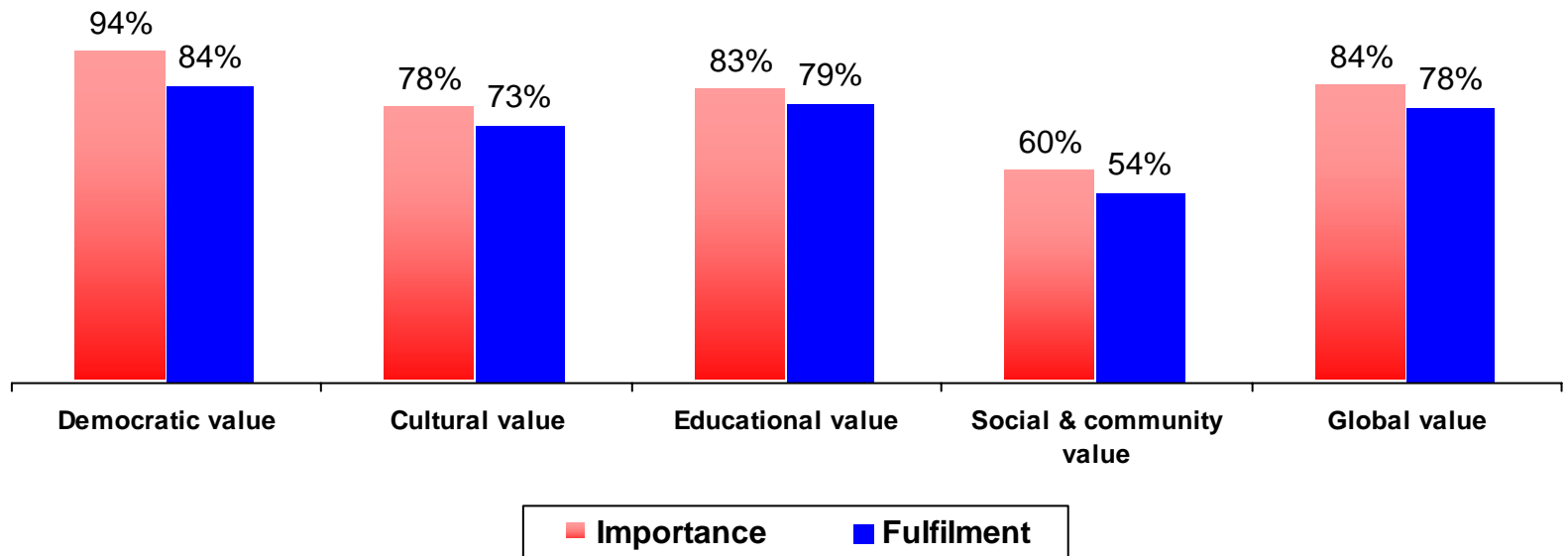
Radio 3 listeners were more likely to think that Radio 3 should be responsible for cultural issues and the vast majority thought that Radio 3 was fulfilling this responsibility. Fewer listeners, although still the majority, felt that Radio 3 should be responsible for democratic, educational and global values with more than half saying that Radio 3 was fulfilling these responsibilities.



Data based on listeners₉

To what extent do listeners think it is important that BBC RADIO 4 is RESPONSIBLE for each value as well as FULFIL them?

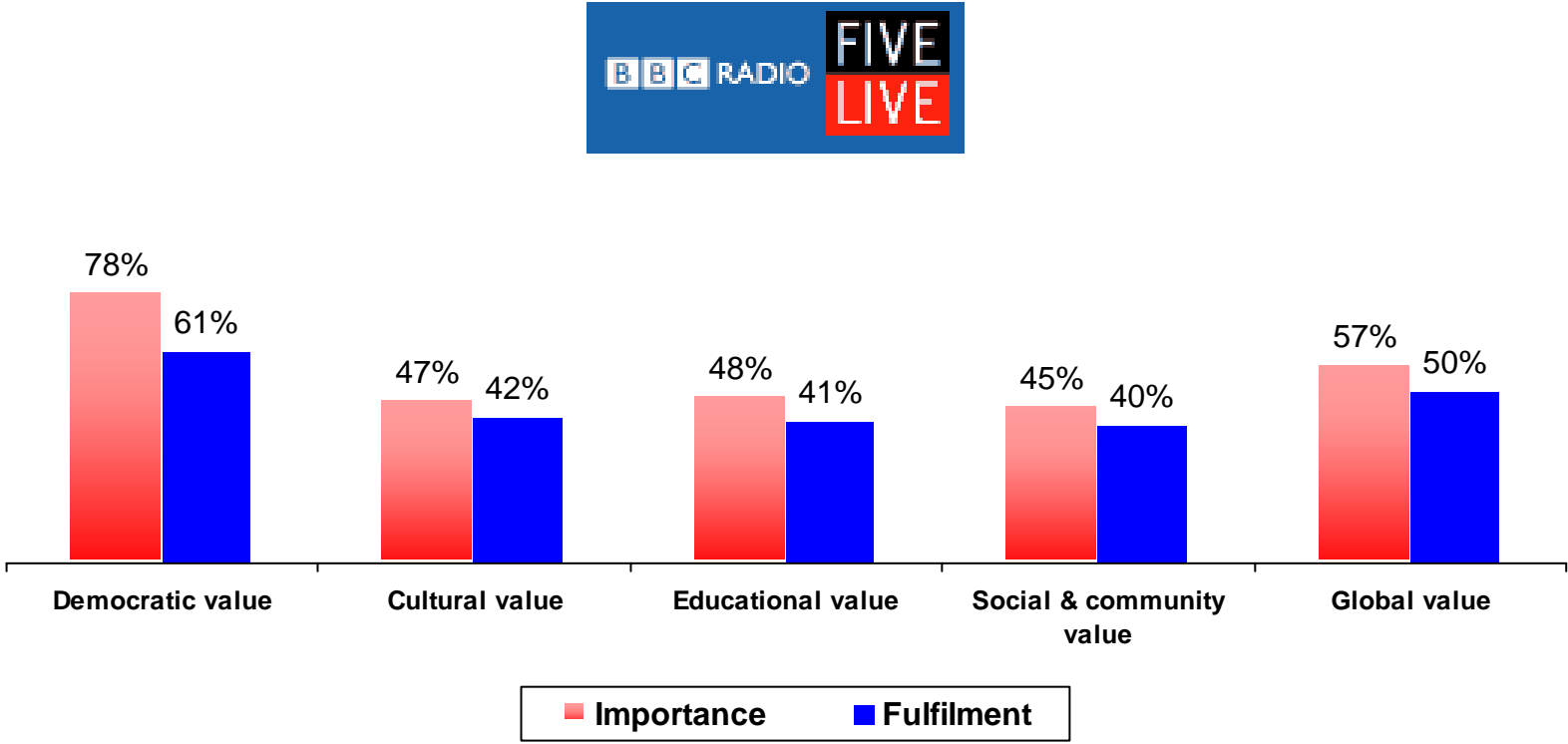
A vast proportion of Radio 4 listeners felt that Radio 4 should be responsible for almost all of the areas of value, with the exception of social & community value. And the overwhelming majority of listeners feel that Radio 4 is fulfilling these commitments.



Data based on listeners

To what extent do listeners think it is important that BBC RADIO Five Live is RESPONSIBLE for each value as well as FULFIL them?

78% of Radio Five Live listeners felt that the station should be responsible for democratic value with 61% saying the station fulfilled this responsibility. Less than half thought Five Live should be responsible for the other values, with the exception of global value which listeners scored slightly higher.



Data based on listeners

Appendix

Definitions of BBC Public Value

Democratic value – to support active and informed citizenship by providing trusted, impartial, in-depth news and information that help people make sense of the world

Cultural value – to enrich the cultural life of the nation by enabling the UK's best creative talents to produce great original work and provide a broad range of memorable and enjoyable programmes and events

Educational value – contribute to education for all by creating a wide range of accessible programmes and services that feed curiosity and enable people to learn throughout their lives

Social and community value – help make the UK a more inclusive society by providing programmes and services that connect communities, encourage participation and help build a sense of place and belonging

Global value – support the UK's global role by being the world's most trusted provider of international news and by showcasing the best of British culture to a global audience