Annex 2

Survey methodologies

Ofcom PSB Tracker

Data collection

The Ofcom PSB Tracker is conducted via telephone interviews with adults aged 16+. Fieldwork in 2006 (the first year of the survey) was conducted during four months: January 2006, April 2006, July 2006, and October 2006, chosen to represent the range of the broadcast year. Per wave, a total of 1,874 interviews were conducted (1070 in England; 268 in Scotland; 268 in Wales; 268 in Northern Ireland). The average interview length was 18 minutes. Fieldwork was conducted by GfK NOP.

Weighting

Quotas were applied and survey data was weighted to be nationally representative of adults 16+. Weights were applied to: Gender, Age, Region, Social grade and Ethnicity using data from mid-2004 population estimates (ONS).

Questionnaire

Respondents were asked to rate specific TV channels on four different aspects of broadcasting (each of the PSB purposes and characteristics – 17 statements in total).

Respondents who either regularly or occasionally watched a channel were asked to rate each of the seven channels (BBC One, BBC Two, ITV1, Channel 4, Five, BBC Three and BBC Four) separately and also to consider all of the channels together for each of the 17 statements. Statements on BBC Three and BBC Four were only asked of multi-channel households.

They were asked to rate on a 10-point scale the degree to which they felt the statement applied (10 = applies completely; and 1 = does not apply at all) to each channel.

The order of channels was rotated to minimise order bias. Fifty percent of the sample was asked about channels in order A below, and the remaining asked in order B [1]:

- A: BBC One, BBC Two, BBC Three, BBC Four, ITV1, Channel 4, Five, All channels combined

- B: ITV1, Channel 4, Five, BBC One, BBC Two, BBC Three, BBC Four, All channels combined

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[1] Randomising the order of all channels was piloted. However, this introduced interview fatigue. In the pilot, statements were both randomised and grouped together by area (e.g. News statements together). It was found that the number of incomplete interviews was lower where statements were grouped together.

Analysis conventions

All of the channel summaries and sub-group analysis was carried out on 'regular' viewers. Regular viewers provide a more informed opinion as they are more involved with the channels, and rely less on potentially out-of-date or unfounded perceptions of the channel. Moreover, including occasional viewers increases the level of "Don't know" responses, thereby reducing the granularity of the insight provided.

Two different questions were asked to ascertain frequency of viewing of each channel:

> i) Asked of all with access to channel: How often do you watch <channel>? Regularly/Occasionally/Never/Don't Know

> ii) Asked of all who code regular/occasional above: So is that…? (Every day/4-5 times a week/2-3 times a week/Once a week/less).

Data was analysed using two different definitions of regular viewers:

- Those who claimed to be 'regular' viewers at the first question

- Those who claimed to watch the channel at least 2-3 times a week

Using the second definition, almost all viewers of some channels became 'regular' viewers, as shown in Figure A.1. Therefore, the first definition was chosen to provide better granularity for analysis purposes.

Figure A.1: Percentage of regular viewers as proportion of viewers to each channel

% of respondents	BBC One	BBC Two	ITV1	Channel 4	Five	BBC Three	BBC Four
Self-defined regular viewers	74	40	60	44	29	18	13
Watch at least 2-3 times a week	94	75	87	79	62	47	40

Reporting conventions

Viewers were asked to rate each channel (and the channels taken together) out of 10, and the top four scores (7-10) were used to calculate responses, correlating to a very/quite response.

Additional omnibus questions

Additional data was required that was not covered in the PSB questionnaire, therefore four GfK NOP Omnibus surveys were commissioned and completed in January, July and August 2006. These are detailed below:

> i) The January omnibus asked viewers to rate the key statements in terms of their importance

> ii) The July omnibus asked viewers to choose the five types of programmes that were:

- o   Personally valuable to them

- o   Important for the good of society as a whole

iii)   An omnibus was conducted in August looking at delivery ratings for all channels combined

iv)   An additional omnibus was conducted in August looking at how many people use Teletext

BBC-GfK Pulse Survey

Methodology

This report includes data from the BBC Pulse survey – an online, nationally-representative panel survey of 15,000 viewers (including Northern Ireland, Scotland, Wales and England), conducted on behalf of the BBC by GfK NOP.

Panellists are presented with the previous day's schedules for all the terrestrial channels plus BBC Three, BBC Four, E4 and Sky One, and S4C in Wales. Once they have selected the programmes they viewed they are asked a number of questions about them. Some questions are specific to the BDS (Broadcasting Dataservices) genre into which a programme falls, some are cross-genre questions (e.g. on appreciation) and there are also sometimes panellists are asked additional programme-specific questions dependent on the research needs of the BBC.

The panel is not informed that the survey is conducted on behalf of the BBC to avoid influencing answers, and the survey is presented with GfK branding. The Pulse survey is also carried out online and therefore represents the opinions of online users, but demographically representative of the UK population.

Analysis considerations

Panellists score only those programmes that they have watched for at least five minutes; generally they will be scoring programmes that they have chosen to watch. As such, average scores are relatively high, and lower scores in the Pulse survey are likely to represent strong dissatisfaction. In this report, ratings are aggregated into genre-level summaries.

It should also be noted that results are calculated on the basis of the number of responses, not respondents. In this way, multiple responses to a programme over a period of time from the same respondent are registered. This means that for any given rating, it is not possible to extrapolate views of the population as a whole. The rating provides an indication of the strength of opinion about a particular programme. Over 5,000 responses are collected each day.

This methodology is useful when looking at Pulse scores overall, as it can be considered that the opinions of dedicated viewers may greatly influence the rating. Therefore the rating and number of responses represents both a score for the programme and for its popularity. For example, if a programme has a high number of responses and a high score, this shows that lots of people watched the programme and liked it. A programme with fewer responses and the same high score, would suggest that not as many people watched it, but those that did liked it.

Genre classification

In the Pulse survey, programmes are aggregated by genre lists in accordance with Broadcasting Dataservices' (BDS) classifications. This differs from BARB and broadcaster returns' genre classification. Genres are not, therefore, directly comparable.

The BDS Serious Factual genre was amended by Ofcom to more closely fit the BARB and broadcaster returns' classifications.