

PSB Diversity Research Summary

June 2015

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Introduction and purpose



One of the main aims of Public Service Broadcasting (PSB) is to represent diversity and alternative viewpoints, through programmes that reflect the lives of diverse groups of people and communities both within the UK and elsewhere, to make its audiences aware of the different cultures and viewpoints.

Under the Communications Act 2003 (the 'Act'), Ofcom has a duty to review the extent to which the Public Service Broadcasters have ensured their relevant television services adequately represent the lives and concerns of diverse groups.

As part of the ongoing review of PSB, Ofcom would like to understand the extent to which PSBs are adequately reflecting diverse groups. More specifically Ofcom would like to quantitatively understand peoples' perceptions regarding the **representation** (frequency and amount) and **portrayal** (nature/tone of the representation) of different groups of people on PSB television. This will help Ofcom to understand whether different groups of people are perceived to be adequately represented and portrayed on television by Public Service Broadcasters. The results of this survey are used to inform the PSB Review final statement

The groups identified for this research fall within the protected characteristics under the Equality Act 2010:

- People of different age and gender combinations
- Ethnic minorities
- People with different religious beliefs
- People with disabilities
- Lesbian, Gay and Bisexual people

In addition, Ofcom's duty includes considering the extent to which communities in the UK are reflected on television so a further group of people from across the UK nations and English regions are included in the research.

Note: Diversity presents a number of challenges when conducting consumer research and tensions exist between breadth of coverage and depth of coverage. This research used a quantitative omnibus methodology, with questions limited to opinions towards representation and portrayal.

Methodology

- All interviews were conducted using Kantar's Face-to-Face Omnibus
- Nationally representative sample of UK adults aged 16+
- Fieldwork 8th April – 20th April 2015
- Fieldwork was run across two waves with questions asked for each category of interest as below:

Category/questions	Wave 1 (2,126 UK adults 16+)	Wave 2 (2,094 UK adults 16+)
Nations and regions	Asked PSB viewers from Northern Ireland only	Asked to all PSB viewers
Age and gender combinations	Asked to all PSB viewers	Not asked
Ethnic minority groups	Asked to all PSB viewers	Not asked
Different religious beliefs	Asked to all PSB viewers	Not asked
LGB people	Asked to all PSB viewers	Asked to LGB PSB viewers only
People with disabilities	Asked to all PSB viewers	Not asked

Notes:

- All questions relating to the key groups have been asked to those who ever watch any of the main 5 PSB channels. i.e. BBC1, BBC2, ITV, Channel 4 and Channel 5
- **Data is analysed at an overall population level and also within the key groups of interest**
- The fieldwork period coincided with the Election campaign which included coverage across the nations and in particular, Scotland.
- Data has been charted for all groups despite some having low base size. Small base sizes are noted where relevant.

People in the nations and regions

Summary – People in the nations and regions



Representation

- **Over half of all PSB viewers say they see people from most regions on television at least weekly**
 - Perceptions of representation were highest for people on screen from London and the Southeast with 53% of PSB viewers nationally claiming to see people from these areas at least daily on television.
 - However, there appears to be lower perceived representation of people from the Southwest, Wales and Northern Ireland with fewer claiming to see people from these areas on television at least weekly (47%, 45% and 39%)
- **Viewers from within the nations and region themselves were more likely to acknowledge representation of people from their own locality more frequently**
 - Most notably, almost two thirds (64%) of PSB viewers in Scotland claim to see people from Scotland on TV at least daily, compared to just over a quarter (26%) of viewers from across the UK
 - People from the 'Midlands and East of England' and the Southwest felt they were less frequently represented on TV with 39% and 37% of viewers in each region respectively saying they saw people from their region portrayed on TV at least daily
- **The majority of PSB viewers thought the amount of representation of people from their nation/region was 'about right' with figures ranging from 52% in Northern Ireland to 68% in Scotland and the South West**
 - However, 42% of viewers in Northern Ireland felt that there were 'too few' people from their nation shown on TV; 20% in Scotland for representation of people in Scotland
 - PSB viewers from across the UK were more likely to think that 'too many' people from London and the Southeast are shown on TV compared to other regions.

Portrayal

- **On the whole, PSB viewers felt that the portrayal of people from the various nations/regions was 'neutral' with between 44-48% stating this to be the case for each nation/region**
 - Viewers in Scotland and Northern Ireland were more likely to think that people from their nation were portrayed less favourably: 19% of PSB viewers in Scotland felt that people from Scotland were 'shown fairly negatively' and 2% 'very negatively'. The corresponding figures for Northern Ireland were 23% and 3% respectively.
 - The pattern for Wales is quite different with more PSB viewers in Wales saying they 'don't know' (32%) how people from Wales were portrayed.

Nations and regions representation (frequency)



How often PSB audiences think they see people from the nations and regions on TV

- At least daily
- At least weekly
- At least monthly
- Less often
- Never
- Don't know

% of all UK PSB viewers



% of PSB viewers who live in those regions



Source: Kantar Media Omnibus

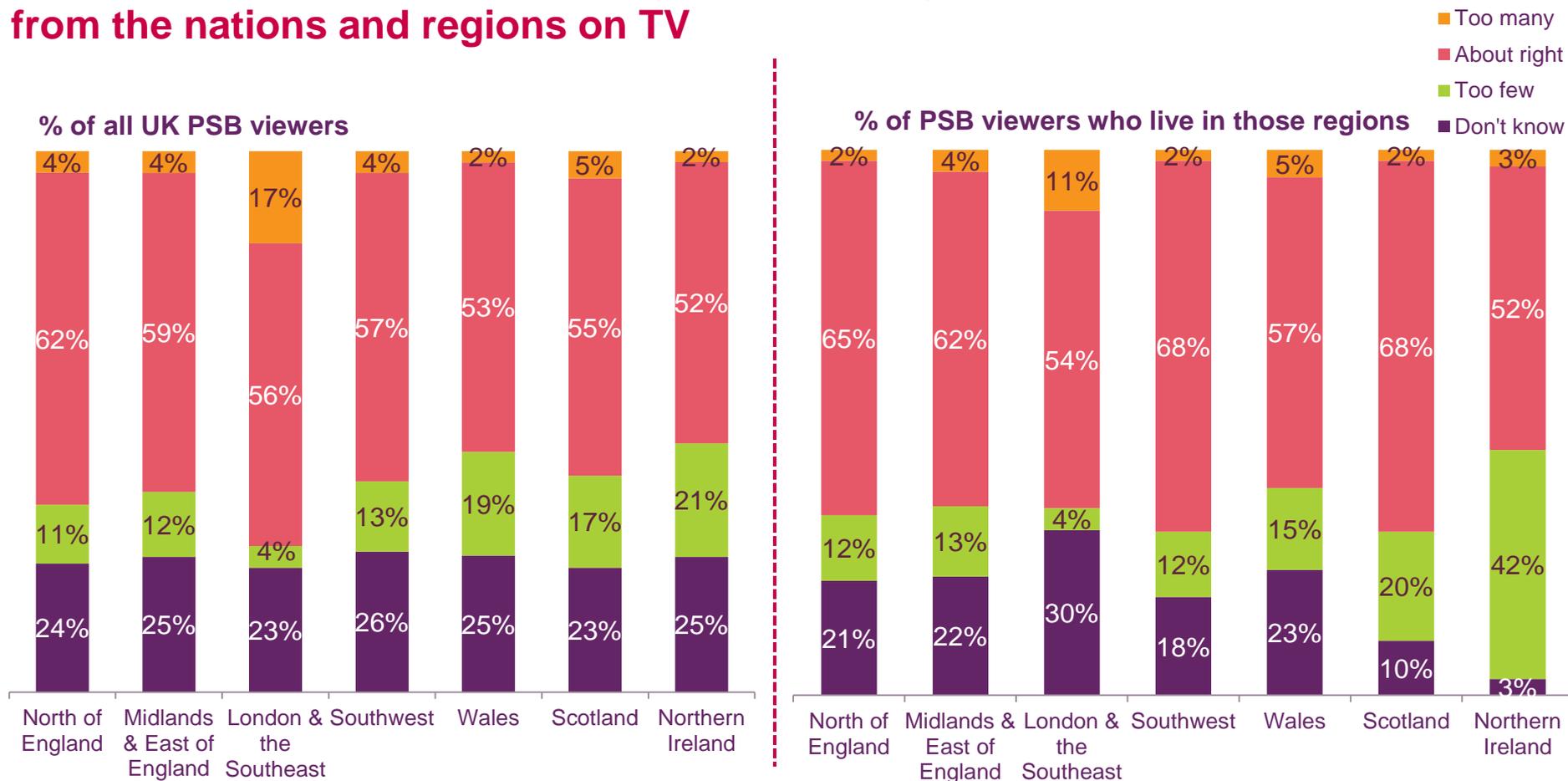
Base: All adults in the UK who ever watch PSB channels (N=1,946), North of England (N=453), Midlands and East of England (N=473), London and Southeast (N=485), Southwest (N= 163), Wales (N=96), Scotland (N=163), Northern Ireland (N=113)

Question: Q2C. How often, if at all, do you see people from the nations and English regions on television nowadays?

Nations and regions representation (amount)



Whether PSB audiences think they see too many / too few people from the nations and regions on TV



Source: Kantar Media Omnibus

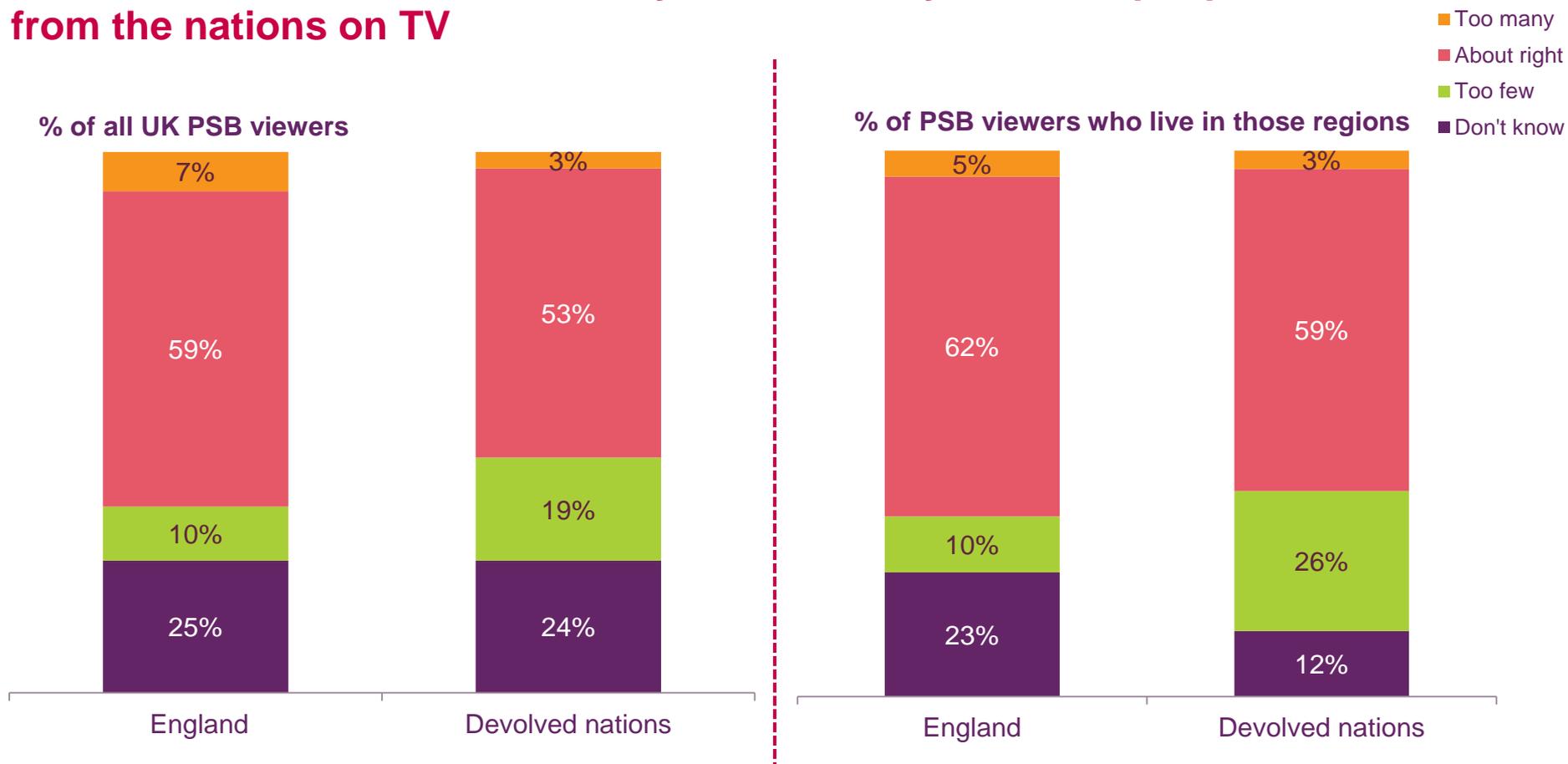
Base: All adults in the UK who ever watch PSB channels including boost wave from Northern Ireland (N=1,946), North of England (N=453), Midlands and East of England (N=473), London and Southeast (N=485), Southwest (N= 163), Wales (N=96), Scotland (N=163), Northern Ireland (N=113)

Question: Q3C. In your opinion do you think that there are too few, enough or too many people from the nations and English regions on television nowadays?

Nations and regions representation (amount)



Whether PSB audiences think they see too many / too few people from the nations on TV



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels England (N=1574) Devolved nations (N=372)

Question: Q3C. In your opinion do you think that there are too few, enough or too many people from the nations and English regions on television nowadays?

Nations and regions portrayal



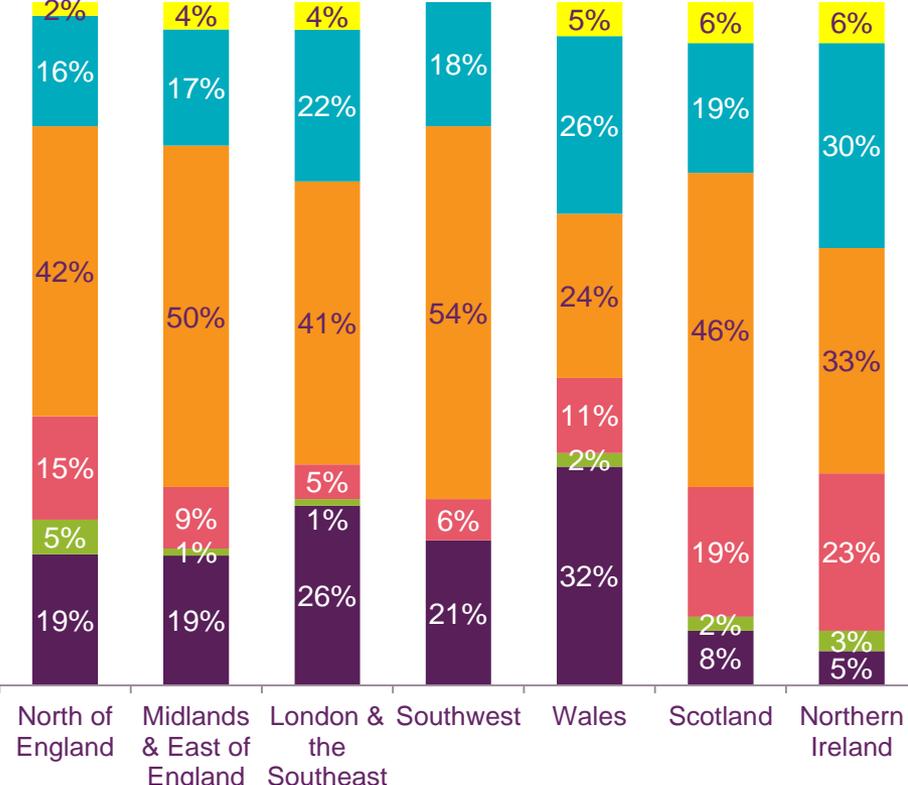
Whether PSB audiences think the people from the nations and regions are shown positively or negatively on TV

- Shown very positively
- Shown fairly positively
- Shown neutrally
- Shown fairly negatively
- Shown very negatively
- Don't know

% of all UK PSB viewers



% of PSB viewers who live in those regions



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels including boost wave from Northern Ireland (N=1,946), North of England (N=453), Midlands and East of England (N=473), London and Southeast (N=485), Southwest (N= 163), Wales (N=96), Scotland (N=163), Northern Ireland (N=113)

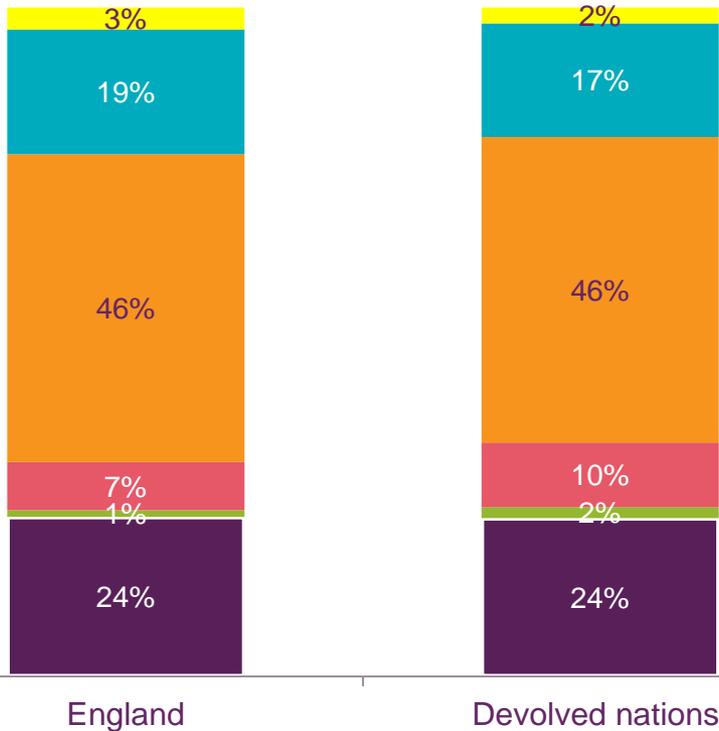
Question: Q4C. And which of the following statements is most applicable for each of these groups?

Nations and regions portrayal



Whether PSB audiences think that people from the nations are shown positively or negatively on TV

% of all UK PSB viewers



% of PSB viewers who live in those regions



- Shown very positively
- Shown fairly positively
- Shown neutrally
- Shown fairly negatively
- Shown very negatively
- Don't know

Source: Kantar Media Omnibus
 Base: All adults in the UK who ever watch PSB channels England (N=1,574) , Devolved nations (N=372)
 Question: Q4C. And which of the following statements is most applicable for each of these groups?

Age and gender combinations

Summary – Age and gender combinations



Representation

- **PSB viewers overall felt that most of the age/gender combinations were seen frequently on TV, with some exceptions:**
 - Women aged over 55 were seen less frequently although 42% of PSB viewers still felt they saw them daily on TV
 - Men of the same age group were seen at least daily by 49% of all PSB viewers
 - The pattern is similar when looking at the opinions of people from those respective age/gender groups: 44% of women aged 55 and over said they saw women of that age group daily on TV
- **This pattern also holds true when looking at the views on the amount of representation :**
 - For the younger age groups the representation is thought to be “about right”
 - However, 24% of PSB viewers felt that there was not enough representation of women aged over 55 increasing to 27% of amongst that specific group.

Portrayal

- **Again, PSB viewers generally felt that the portrayal of the age/gender combinations was ‘neutral’ with between 40%-45% stating this to be the case for each age/gender group, with some exceptions:**
 - 15% of women aged over 55 felt that they were portrayed “fairly negatively” and 2% “very negatively” compared to 8% and 1% respectively for men in that same age band
 - Younger PSB viewers were also more likely to think they were portrayed “fairly negatively” irrespective of their gender: 14% of women aged 18-34 stated this to be the case and 15% of men aged 18-34

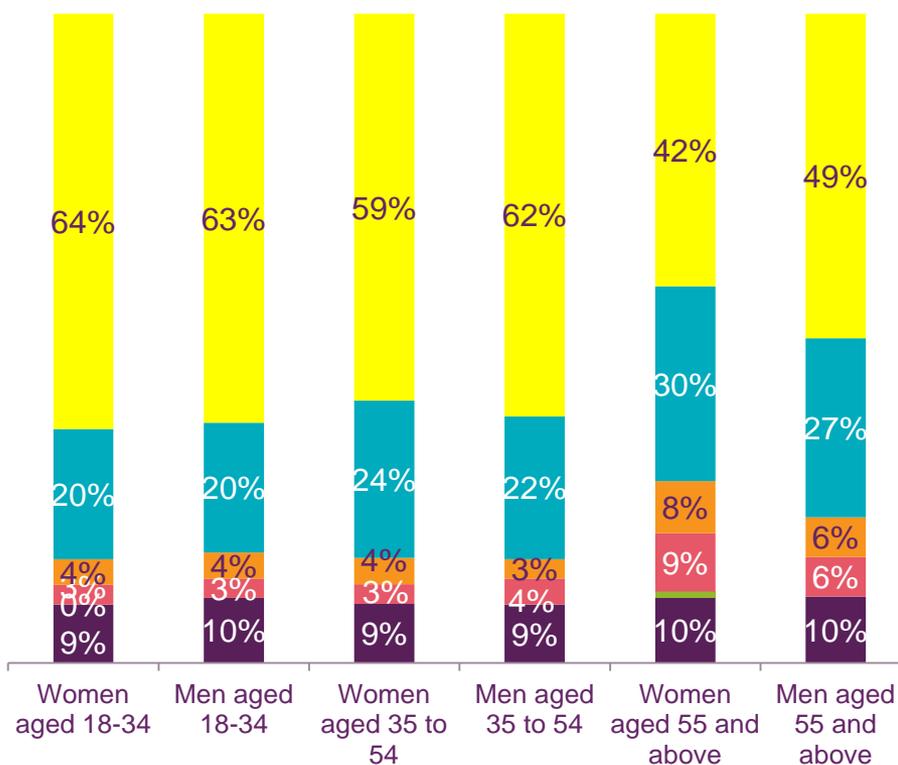
Age / gender combinations: Representation (frequency)



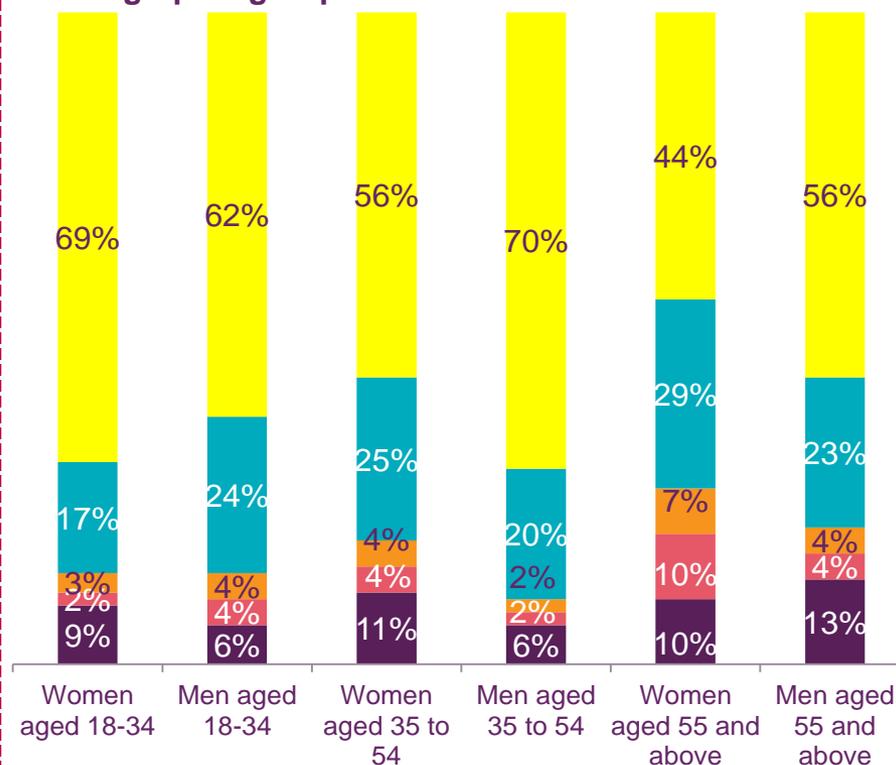
How often PSB audiences think they see people from various age/gender combinations on TV

- At least daily
- At least weekly
- At least monthly
- Less often
- Never
- Don't know

% of all PSB viewers



% of PSB viewers within those demographic groups



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels (N=1,921), Women 55+ (N=375), Men 55+ (N=404), Women 35-54 (N=307), Men 35-54 (N=256), Women 18-34 (N=305), Men 18-34 (N=238)

Question: Q2A. How often, if at all, do you see people from these age and gender groups on television nowadays?

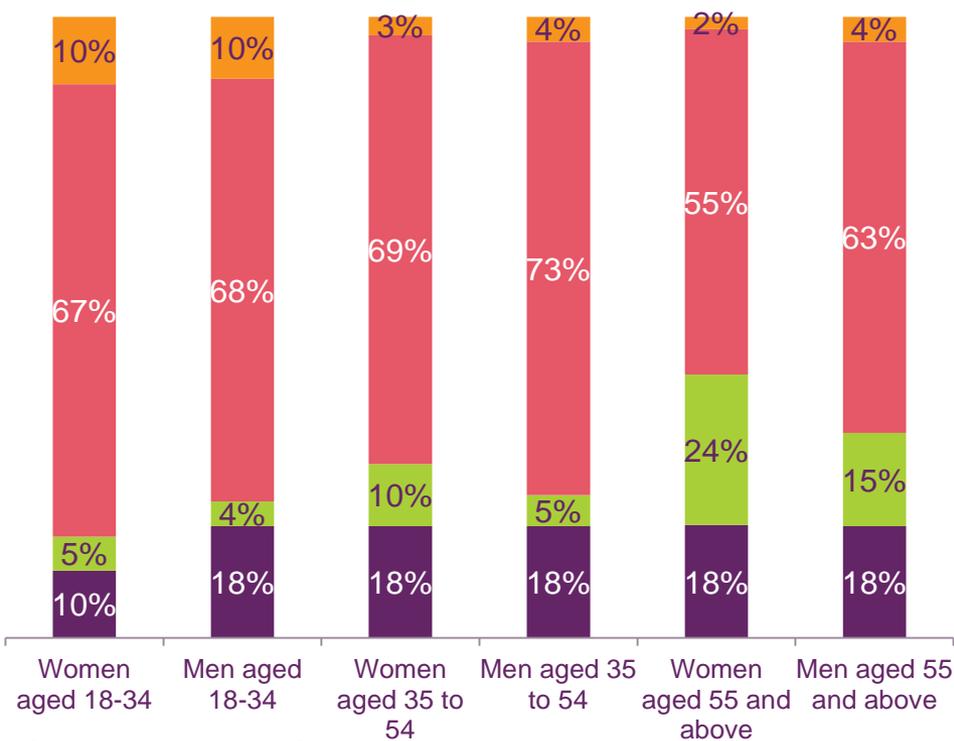
Age / gender combinations: Representation (amount)



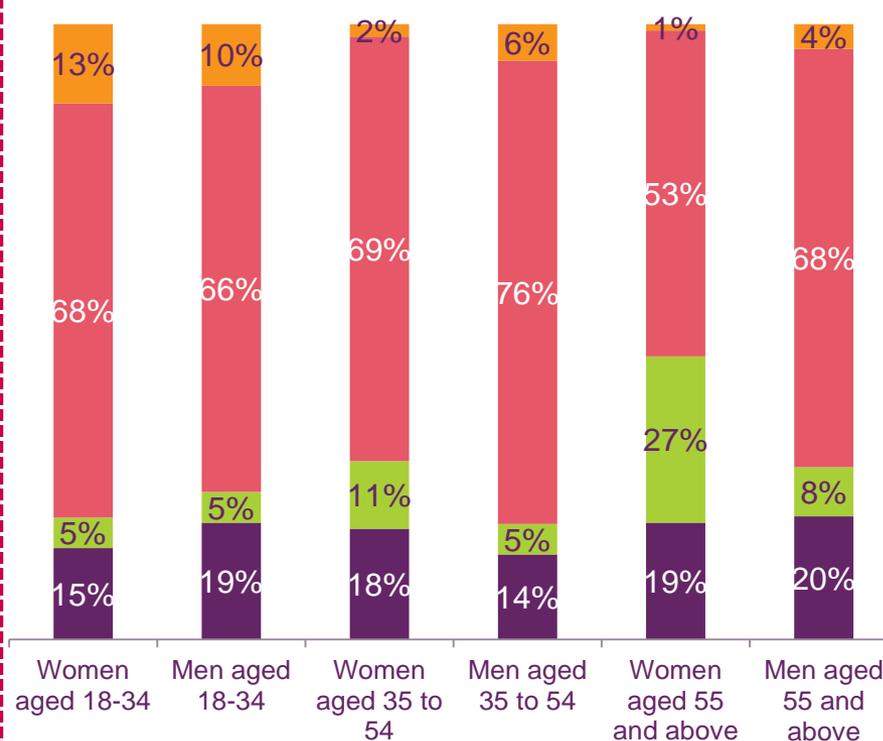
Whether PSB audiences think they see too many / too few people from various age/gender combinations on TV

- Too many
- About right
- Too few
- Don't know

% of all PSB viewers



% of PSB viewers within those demographic groups



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels (N=1,921), Women 55+ (N=375), Men 55+ (N=404), Women 35-54 (N=307), Men 35-54 (N=256), Women 18-34 (N=305), Men 18-34 (N=238)

Question: Q3A. In your opinion do you think that there are too few, enough or too many people from these age groups on television nowadays?

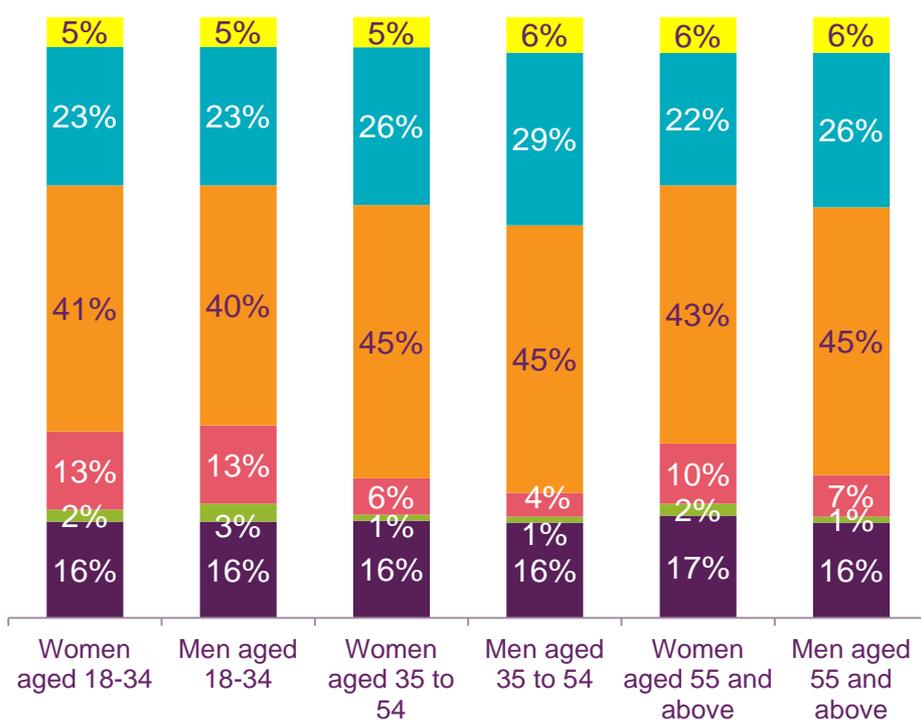
Age / gender combinations: Portrayal



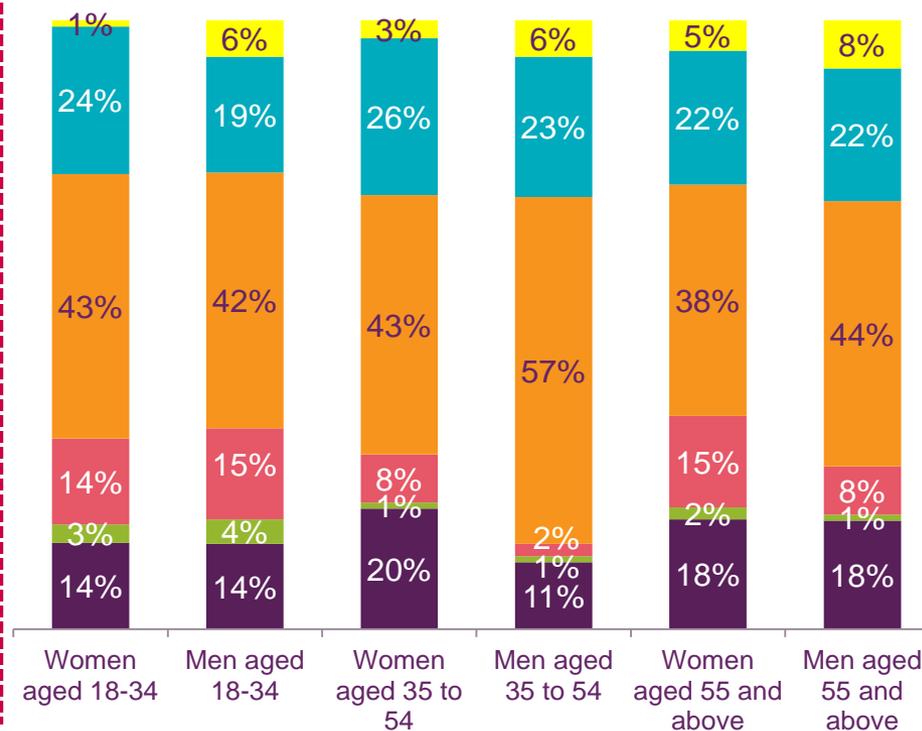
Whether PSB audiences think that people from various age and gender combinations are shown positively or negatively on TV

- Shown very positively
- Shown fairly positively
- Shown neutrally
- Shown fairly negatively
- Shown very negatively
- Don't know

% of all PSB viewers



% of PSB viewers within those demographic groups themselves



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels (N=1,921), Women 55+ (N=375), Men 55+ (N=404), Women 35-54 (N=307), Men 35-54 (N=256), Women 18-34 (N=305), Men 18-34 (N=238)

Question: Q4A. And which of the following statements is most applicable for people from each of these age groups?

Ethnic minority groups

Representation

- **More than four in ten PSB viewers (44%) claimed to see people from black ethnic groups at least daily on television. And 40% claimed to see Asians on television at least daily.**
 - PSB viewers from black ethnic groups themselves were less likely to think there was frequent portrayal of their own ethnic group with 26% saying they saw people from black ethnic groups daily on TV.
- **More than half of PSB viewers overall think the representation is about right for the different ethnic groups with 58% of viewers saying this was the case for black ethnic groups, 56% for Asian ethnic groups and 53% for any other ethnic groups.**
 - However, there were marked differences when looking at perceptions amongst viewers from these ethnic groups: 55% of PSB viewers from a black ethnic group themselves felt that there were too few people from black ethnic groups on TV
 - The difference is not as marked for Asian ethnic groups but people from those groups were more likely than PSB viewers in general to think there wasn't enough representation: 34% compared to 22%.

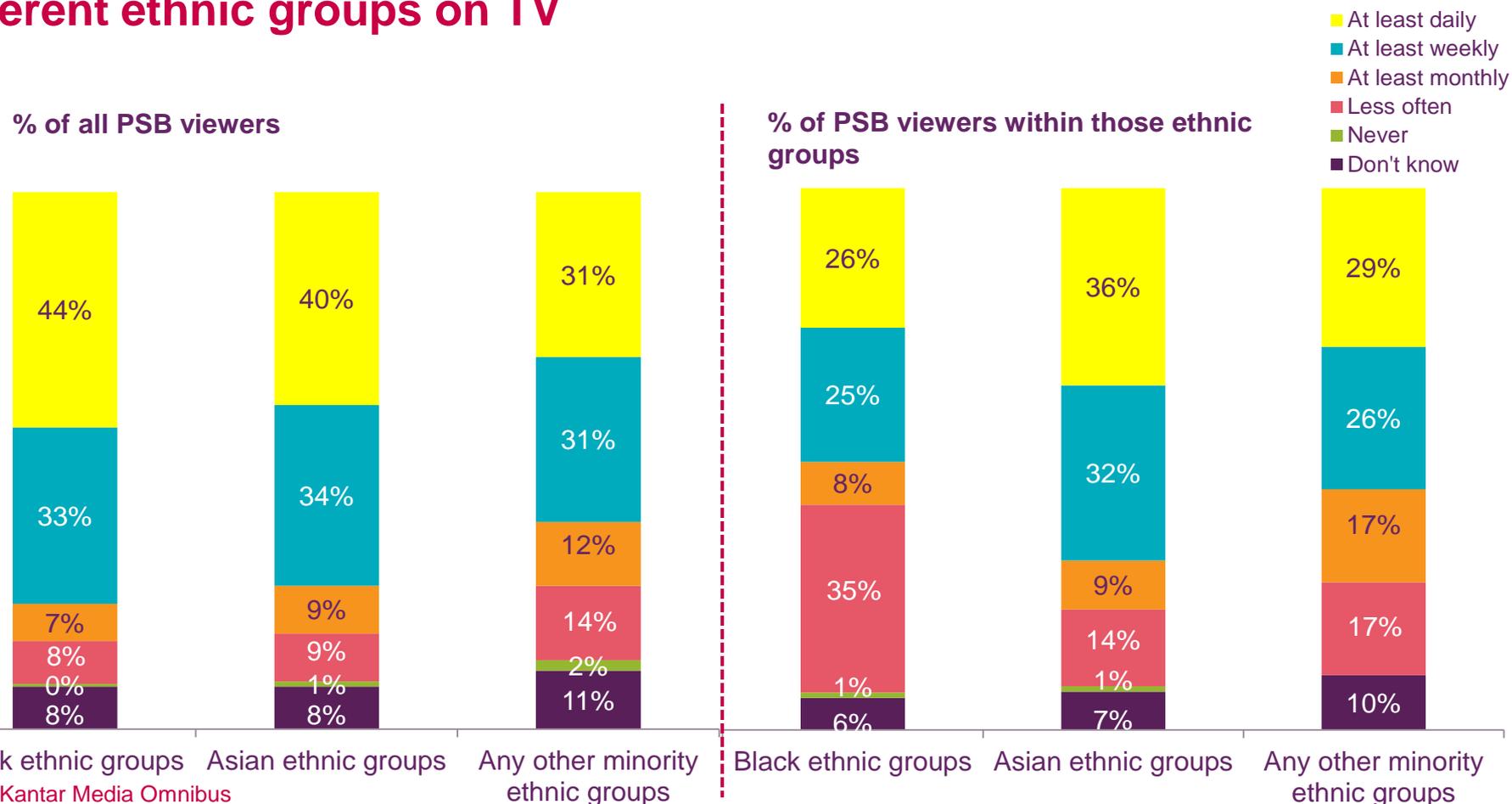
Portrayal

- **Considering portrayal, there are significant differences between how viewers from black ethnic groups think they are portrayed compared to perceptions of PSB viewers in general.**
 - 32% of people from black ethnic groups felt that they were portrayed “fairly negatively” and 19% “very negatively” compared to 14% and 2% respectively for all PSB viewers

Ethnic minority groups: Representation (frequency)



How often PSB audiences think they see people from different ethnic groups on TV



Source: Kantar Media Omnibus

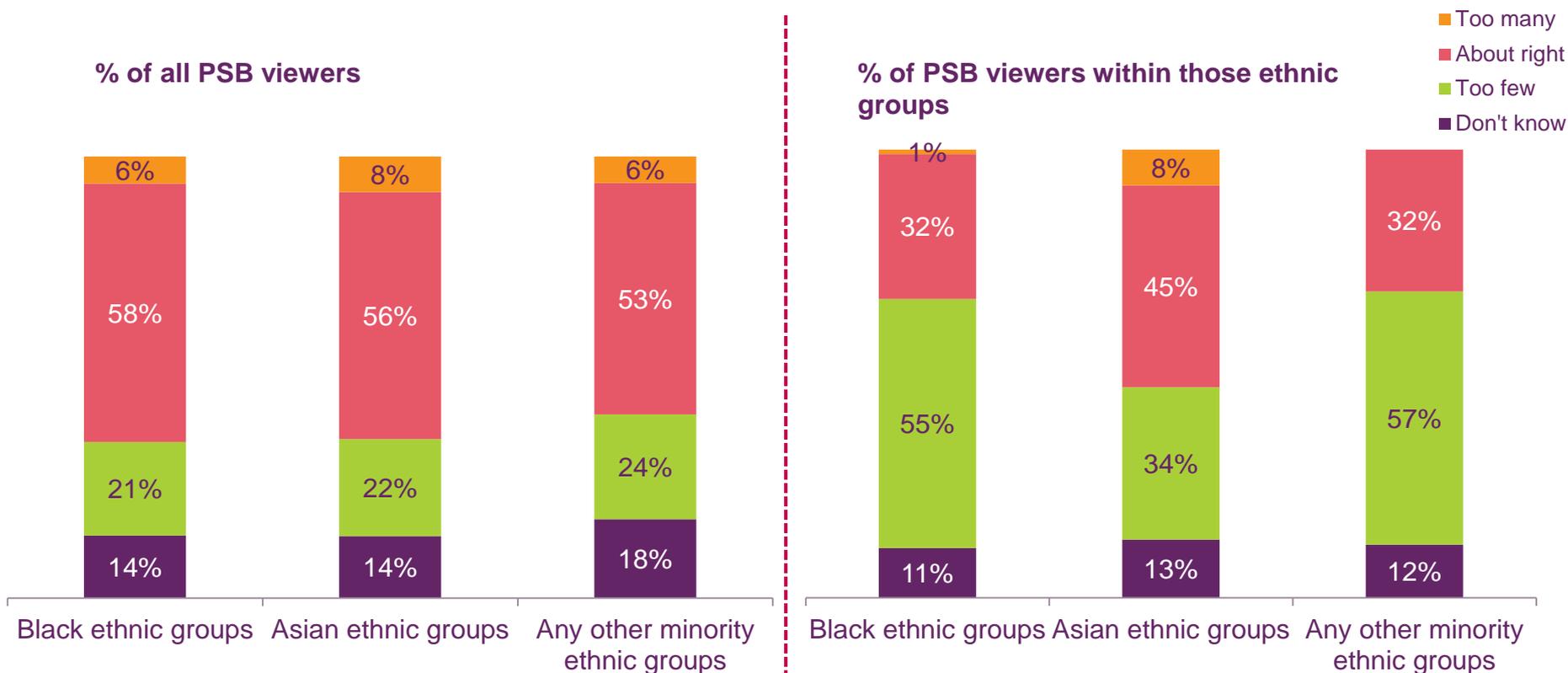
Base: All adults in the UK who ever watch PSB channels (N=1,921), Black ethnic groups (N=73), Asian ethnic groups (N=117), Any other minority ethnic groups (N=30) ***Please note low base size**

Question: Q2B. How often, if at all, do you see people from these ethnic groups on television nowadays?

Ethnic minority groups: Representation (amount)



Whether PSB audiences think they see too many / too few people from different ethnic groups on TV



Source: Kantar Media Omnibus

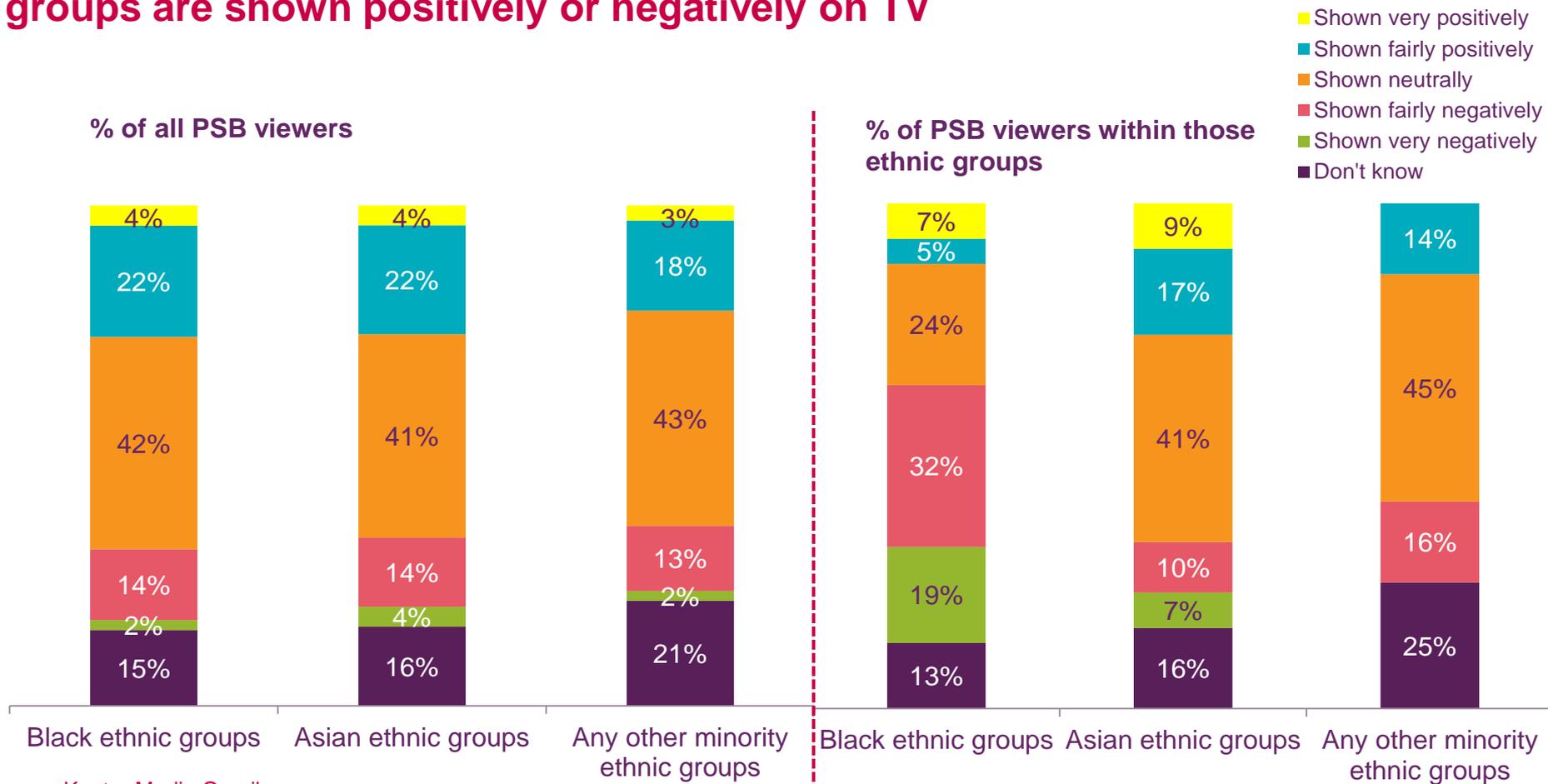
Base: All adults in the UK who ever watch PSB channels (N=1,921), Black ethnic groups (N=73), Asian ethnic groups (N=117), Any other minority ethnic groups (N=30) ***Please note low base size**

Question: Q3B. In your opinion do you think that there are too few, enough or too many people from these ethnic groups on television nowadays?

Ethnic minority groups: Portrayal



Whether PSB audiences think people from different ethnic groups are shown positively or negatively on TV



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels (N=1,921), Black ethnic groups (N=73), Asian ethnic groups (N=117), Any other minority ethnic groups (N=30) ***Please note low base size**

Question: Q4B. And which of the following statements is most applicable for people from each of these groups?

People with religious beliefs

Summary – People with religious beliefs



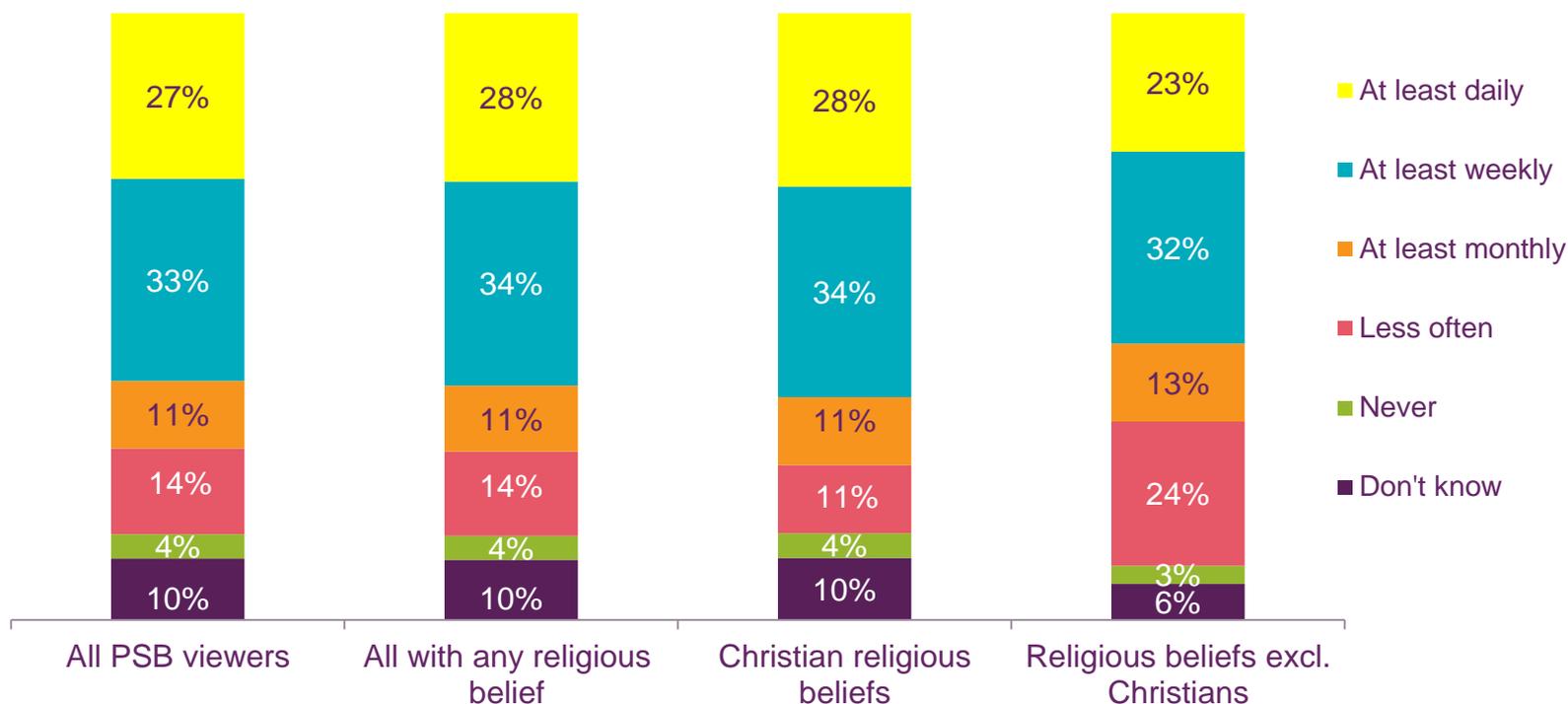
Representation

- **27% of PSB viewers felt that people with different religious beliefs were seen daily on TV and a further 33% said they were seen at least weekly**
 - There was no significant difference in this when looking specifically at viewers with religious beliefs (including Christianity).
 - However, a quarter of PSB viewers with a religious belief (exc Christianity) feel that people with other religious beliefs are shown less often than monthly on TV. This is far higher than 14% in the other groups. .
- **The majority of PSB viewers overall think the representation is about right for people with different religious beliefs with 54% of viewers saying it was “about right”.**
 - There was no significant difference in this when looking specifically at viewers with religious beliefs including Christianity) themselves.
 - Though there are marked differences when looking at perceptions amongst viewers with religious beliefs (excluding Christianity) with about four in ten (39%) describing the representation people with different religious beliefs as “about right” and the same proportion saying they are under represented on TV
- **Portrayal**
- **Considering portrayal, a quarter of PSB viewers overall felt that people with different religious beliefs were shown “very/fairly negatively”.**
 - When looking specifically at PSB viewers with different religious beliefs(including Christianity) , there is little difference in the portrayal of this group on TV
 - However, within the group with a religious belief (excl. Christianity) PSB viewers in this group are less likely to think they are portrayed neutrally on TV and also more likely to say they ‘don’t know’

People with religious beliefs: Representation (frequency)



How often PSB audiences think they see people with different religions and religious beliefs on TV



Source: Kantar Media Omnibus

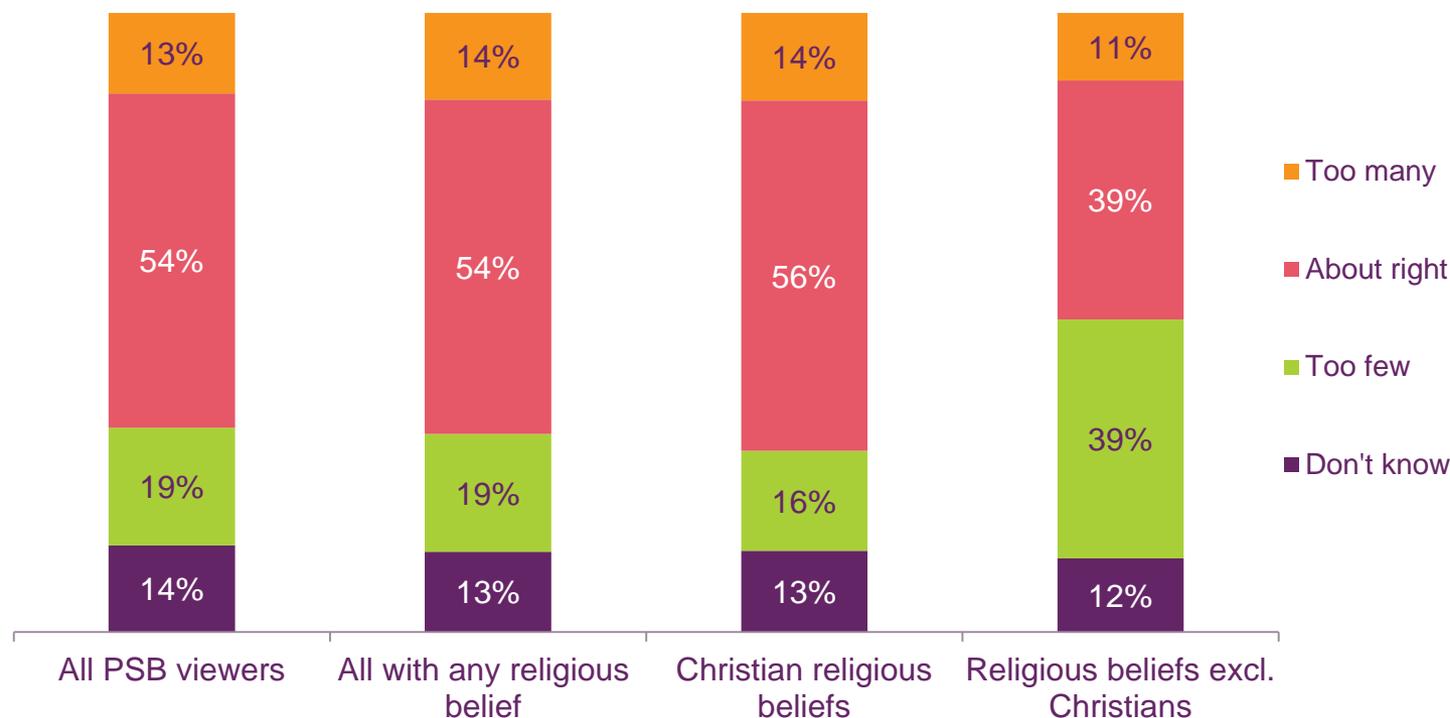
Base: All adults in the UK who ever watch PSB channels (N=1,921), All with any religious beliefs excluding Christian who ever watch PSB channels (N=170), All with a religious belief (1178)

Question: Q2D. How often if at all do you see people with different religions and religious beliefs such as those who are Muslim, Sikh, Hindu, Buddhist, Jewish and any other religion on television nowadays?

People with religious beliefs: Representation (amount)



Whether PSB audiences think they see too many / too few people with different religions and religious beliefs on TV



Source: Kantar Media Omnibus

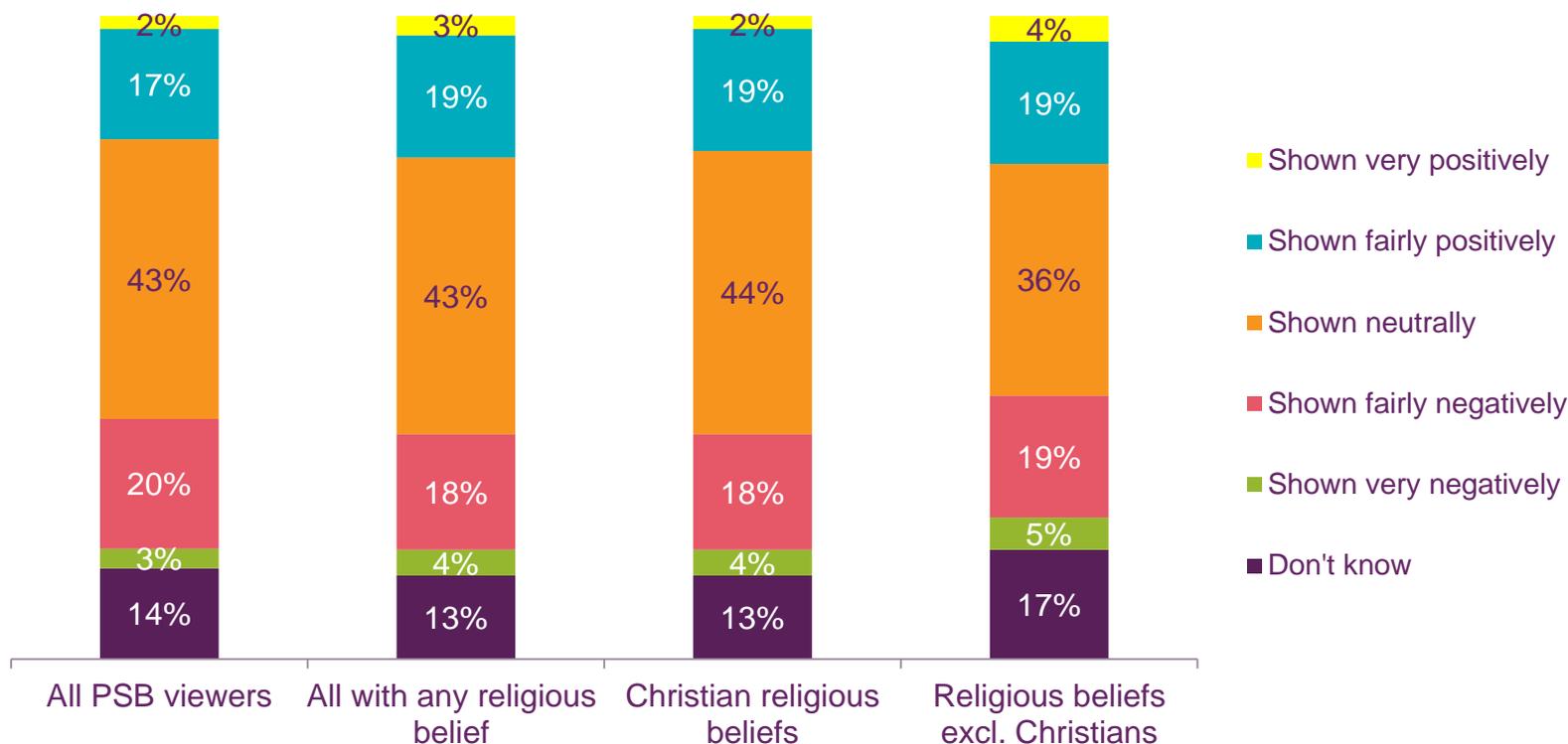
Base: All adults in the UK who ever watch PSB channels (N=1,921), All with any religious beliefs excluding Christian who ever watch PSB channels (N=170)

Question: Q3D. In your opinion do you think that there are too few, enough or too many people with different religions and religious beliefs such as those who are Muslim, Sikh, Hindu, Buddhist, Jews and any other religions on television nowadays?

People with religious beliefs: Portrayal



Whether PSB audiences think people with different religions and religious beliefs are shown positively or negatively on TV



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels (N=1,921), All with any religious beliefs excluding Christian who ever watch PSB channels (N=170)

Question: Q4D. And which of the following statements is most applicable for people with different religions and beliefs?

Lesbian, Gay and Bisexual people (LGB)

Summary – Lesbian, Gay and Bisexual people



Representation

- **Around a quarter (23%) of PSB viewers felt that lesbian, gay and bisexual people were seen on TV at least daily with a further 34% saying they were seen at least weekly**
 - PSB viewers who described themselves as lesbian, gay or bisexual (LGB) claimed that representation on TV was less frequent although the base size is relatively low
- **The majority of PSB viewers overall think the representation is about right with 55% of viewers saying it was ‘about right’ for LGB people**
 - There are marked differences when looking at perceptions amongst viewers who described themselves as LGB with half saying there were ‘too few’ LGB people on TV

Portrayal

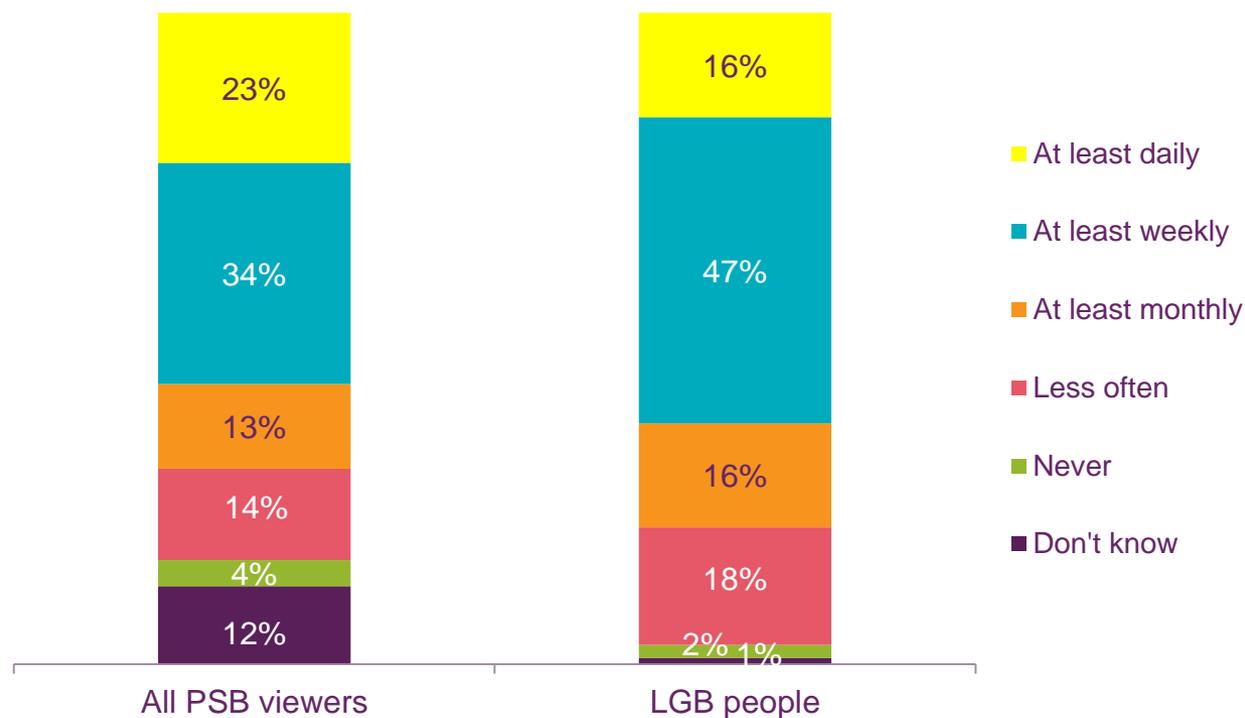
- **There are no marked differences in the portrayal with 43% of all PSB viewers and viewers who are lesbian, gay, and bisexual (LGB) saying this group was shown “neutrally” on TV.**
 - Marginally more people who are LGB felt this portrayal was negative but the difference compared to PSB viewers overall is not statistically significant due to the low base size of this former group.

Note: *LGB summary is based on a small base of 51 LGB respondents

LGB people : Representation (frequency)



How often PSB audiences think they see lesbian, gay and bisexual people on TV

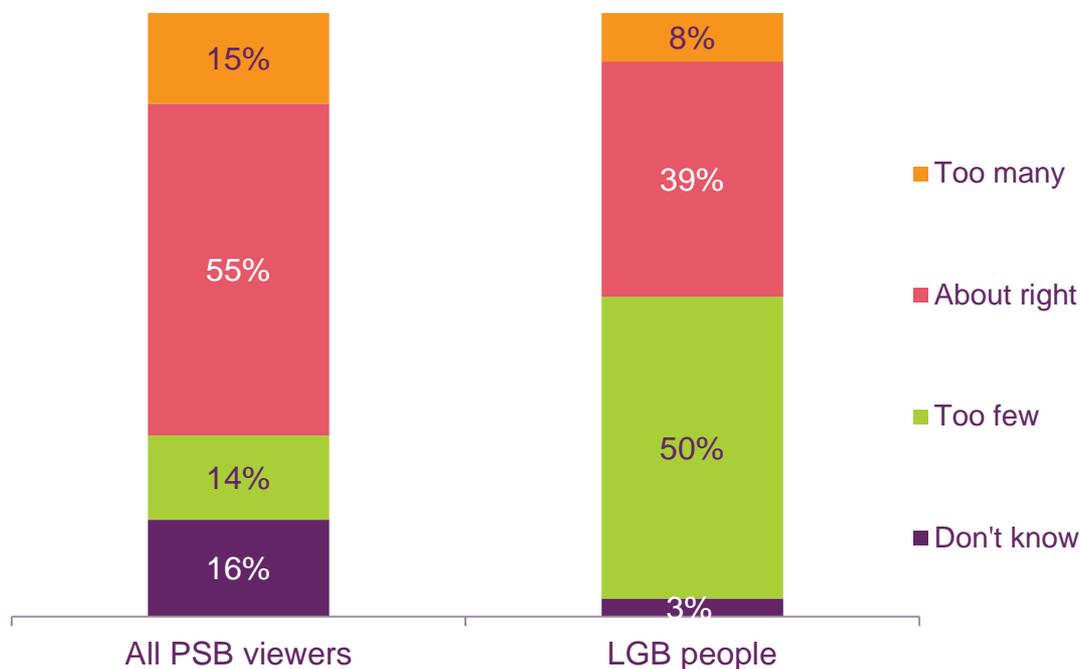


Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels including boost wave of LGB people (N=1,945), All adults in the UK who ever watch PSB channels and are LGB (N=51) *Please note low base size

Question: Q2E. How often if at all do you see lesbian, gay and bisexual people on television nowadays?

Whether PSB audiences think they see too many / too few lesbian, gay and bisexual people on TV

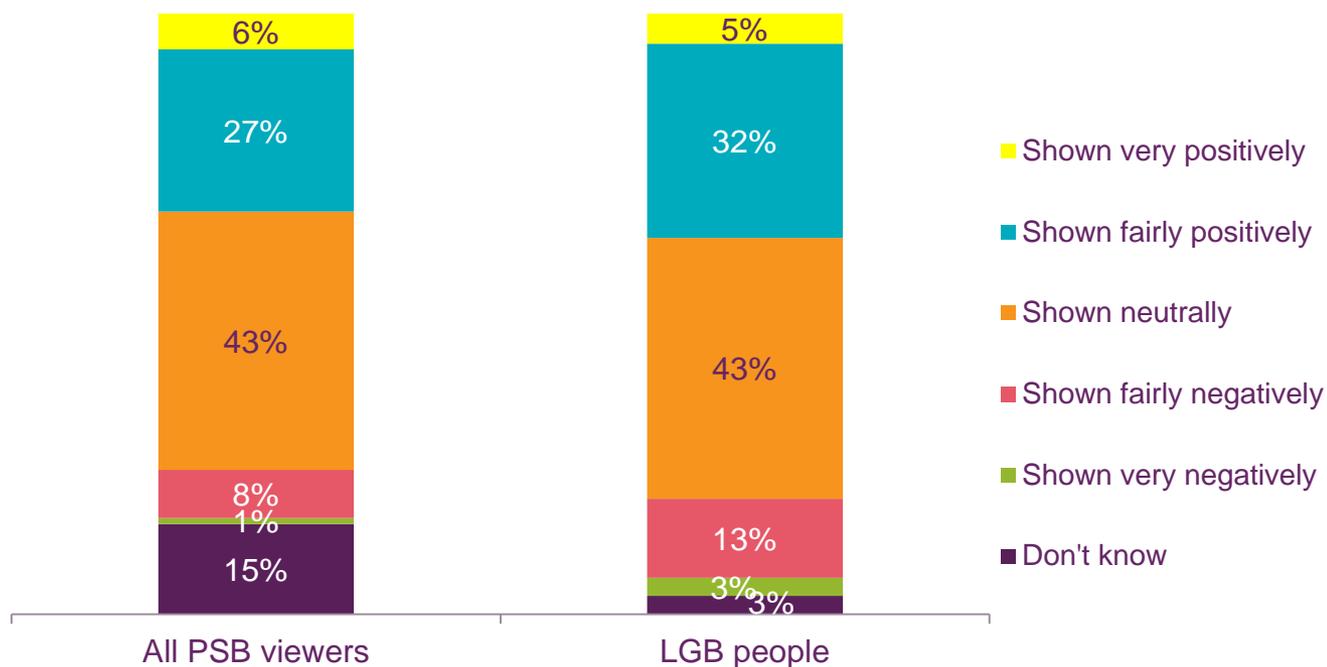


Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels including boost wave of LGB people (N=1,945), All adults in the UK who ever watch PSB channels and are LGB (N=51) ***Please note low base size**

Question: Q3E. In your opinion do you think that there are too few, enough or too many lesbian, gay and bisexual people on television nowadays?

Whether PSB audiences think lesbian, gay and bisexual people are shown positively or negatively on TV



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels including boost wave of LGB people (N=1,945), All adults in the UK who ever watch PSB channels and are LGB (N=51) ***Please note low base size**

Question: Q4E. And which of the following statements is most applicable for lesbian, gay and bisexual people on television nowadays?

People with disabilities

Summary – Portrayal of People with Disabilities



Representation

- **Representation of people with disabilities is less frequent than we have seen for other groups of people with 14% of PSB viewers saying they saw people with disabilities on TV at least daily with a further 37% saying they were seen at least weekly**
 - There is no difference in these levels when looking just at viewers with disabilities themselves: 16% and 35% respectively
- **There were mixed opinions about the amount of representation with 42% of PSB viewers describing it as “about right” and 48% saying there were too few people with disabilities on TV.**
 - The pattern was similar when looking at people with disabilities themselves

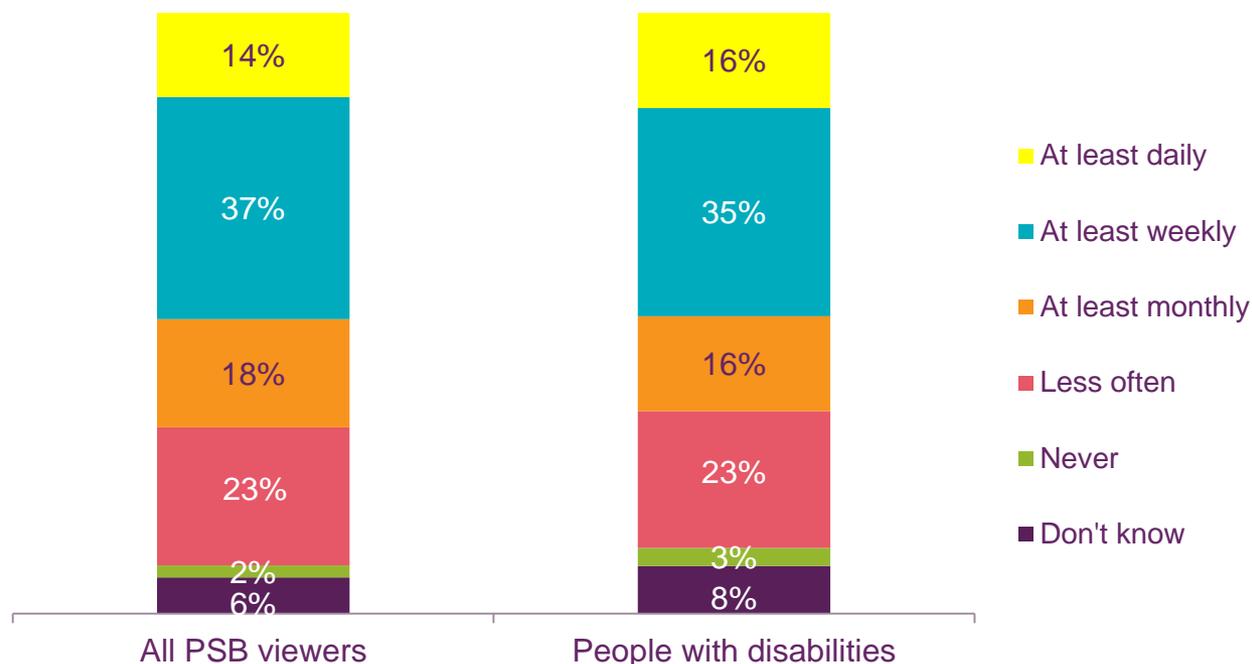
Portrayal

- **The portrayal of people with disabilities on screen was perceived to be more positive than seen previously for the other groups with 36% of all PSB viewers saying people with disabilities were shown “fairly positively” on TV, with a further 7% saying “very positively”**
 - The corresponding figures for “fairly positive” portrayal for the other groups have all been in the 20s if not lower
 - People with disabilities themselves were similarly likely to think their portrayal on TV was positive

People with disabilities: Representation (frequency)



How often PSB audiences think they see people with disabilities on TV

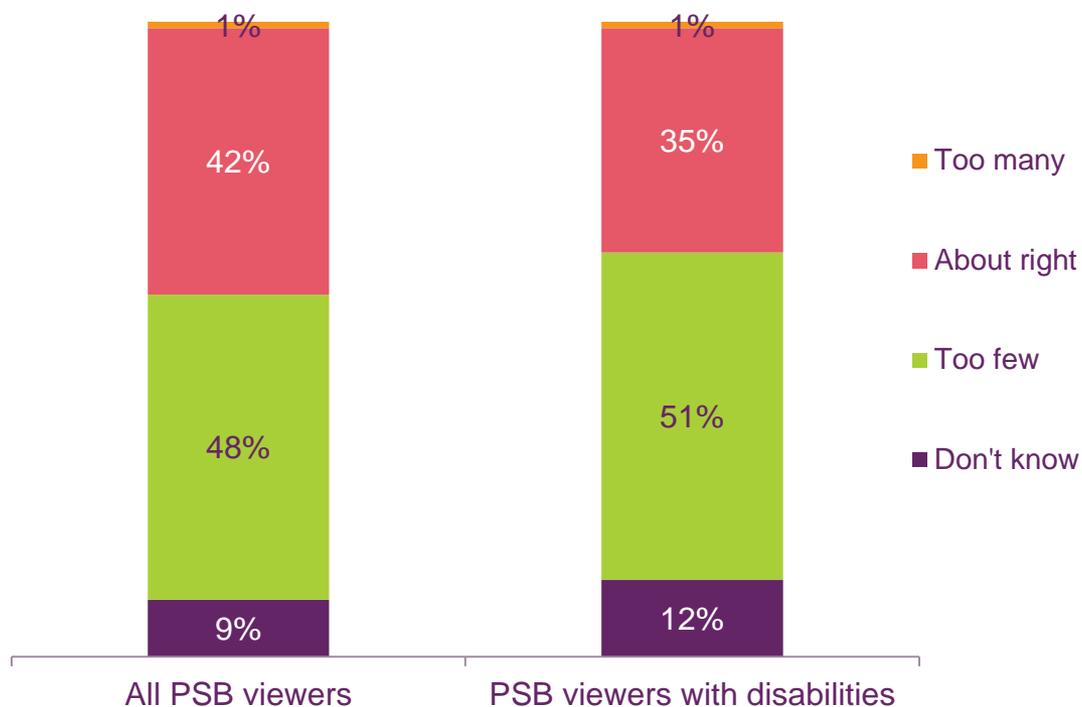


Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels (N=1,921), All adults in the UK who ever watch PSB channels and have any long-term illness, health problems or disability (N=421)

Question: Q2F. How often if at all do you see people with disabilities on television nowadays?

Whether PSB audiences think they see too many / too few people with disabilities on TV

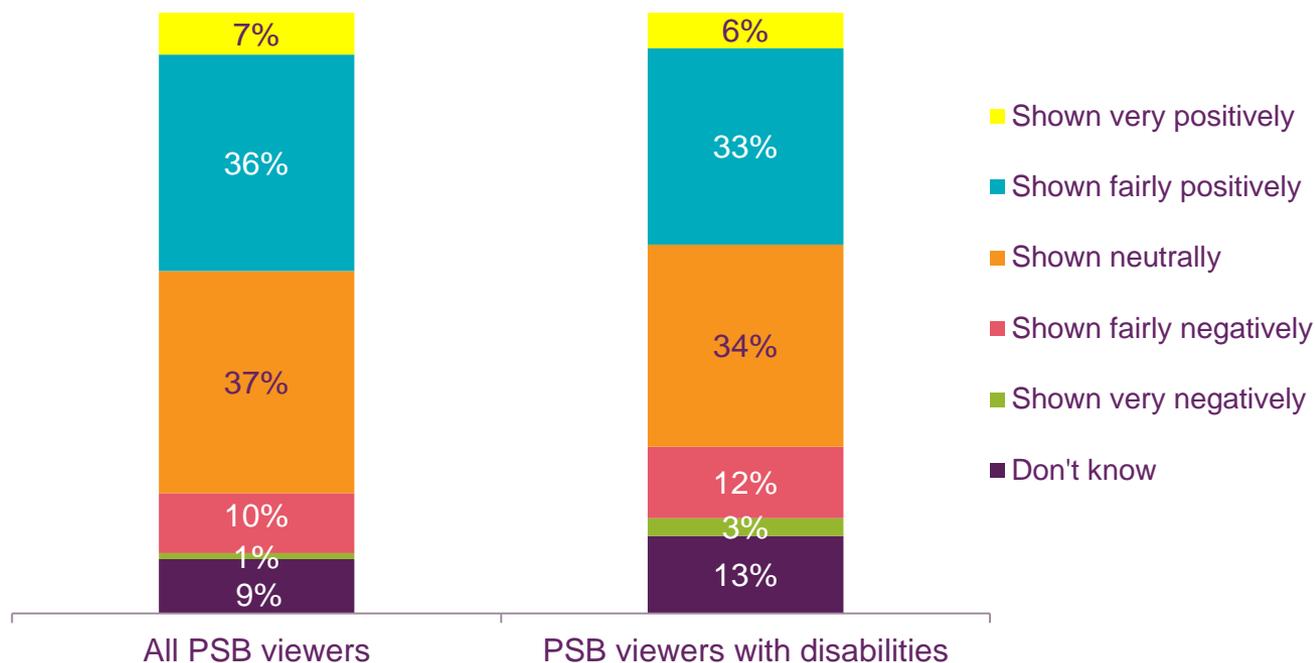


Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels (N=1,921), All adults in the UK who ever watch PSB channels and have any long-term illness, health problems or disability (N=421)

Question: Q3F. In your opinion do you think that there are too few, enough or too many people with disabilities on television nowadays?

Whether PSB audiences think people with disabilities are shown positively or negatively on TV



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels (N=1,921) All adults in the UK who ever watch PSB channels and have any long-term illness, health problems or disability (N=421)

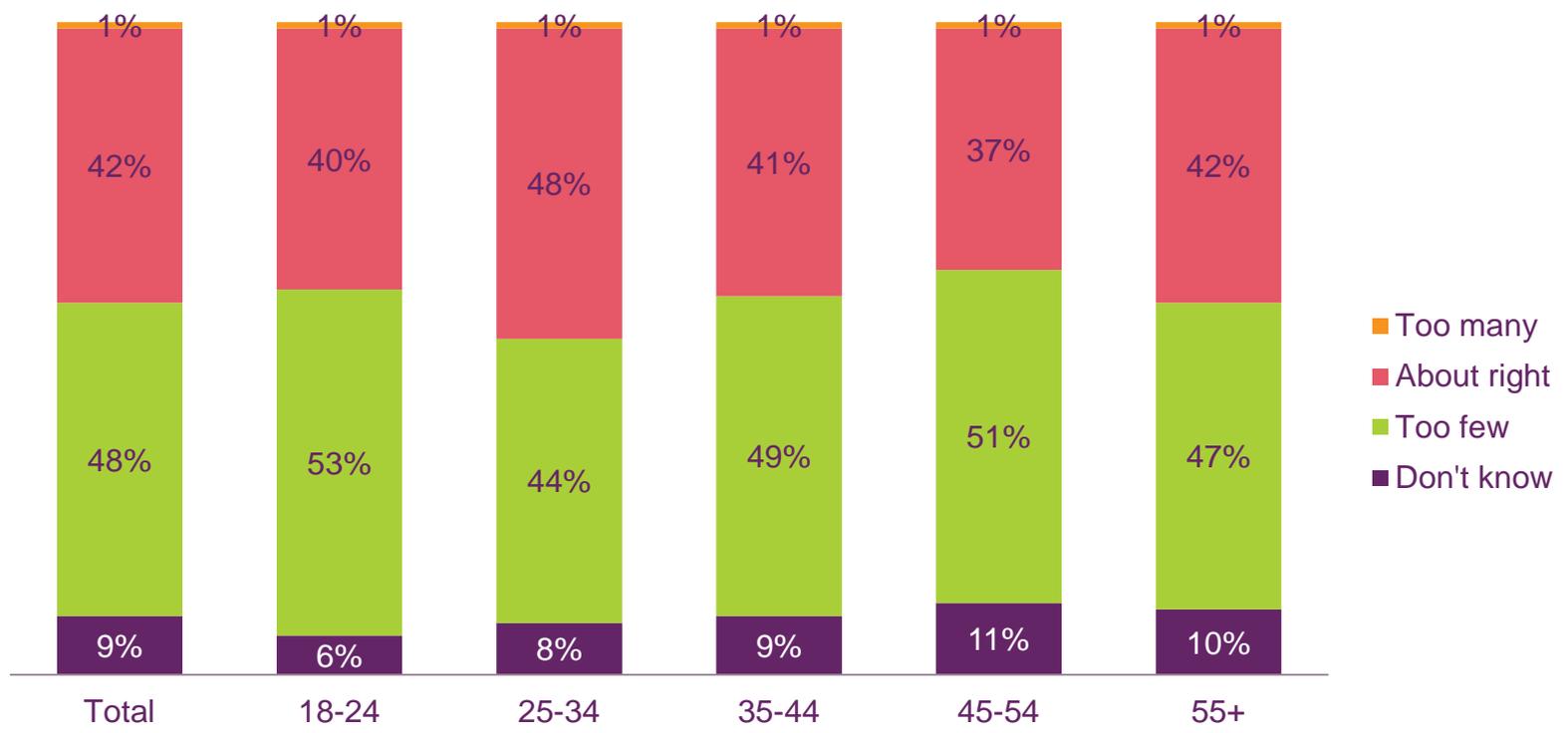
Question: Q4F. And which of the following statements is most applicable for how people with disabilities are shown on television nowadays?

Portrayal of People with Disabilities – Perception of representation Among Different Age Groups



Whether PSB audiences from different age groups think they see too many / too few people with disabilities on TV

% of all adults in UK who ever watch PSB channels



Source: Kantar Media Omnibus

Base: All adults in the UK who ever watch PSB channels (N=1,921): 18-24 (N=230), 25-34 (N=313), 35-44 (N=293), 45-54 (N=270), 55+ (N=779)

Question: Q3F. In your opinion do you think that there are too few, enough or too many people with disabilities on television nowadays?