

THE IMPACT AND INFLUENCE OF THE BBC

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Background and methodology



Background

TV\g fYgYUfW Uja g hc i bXYfgHUbX H\Y ,]bZi YbWfUbx ,]a dUWfCZH\Y BBC - how does consumption of the BBC interrelate with affinity for British values (such as democratic values) and likelihood to transact with the UK (such as likelihood to travel, work and invest in the UK).

It was commissioned by the BBC and conducted by [Tapestry Research](#).

Methodology

Findings come from two parallel online quantitative studies between:

,MUggfUi X]YbW gUa d`Yg: total sample of 15,476, at least 1000 per country aiming to represent either the total population or the online population of the country. Data Collection: 12 May 2021 † 9 June 2021.

,]bZi YbhUfU X]YbWfgUa d`Yg: total sample of 3,187, comprising of 2204 (69%) business decision makers and 983 (31%) high-fUb_]b[YI YW hj Yg (,C-gi]Yg). DUH Cc`YW]cb: 14 MUm2021 † 2 June 2021.

Research was conducted across Canada, USA, Mexico, Germany, Turkey, Nigeria, Saudi Arabia, India, South Korea, Indonesia, Australia, Ukraine (mass only), Kenya (mass only) and Japan (influential only).

1. BBC Audiences: Trust, Politics, Attitudes



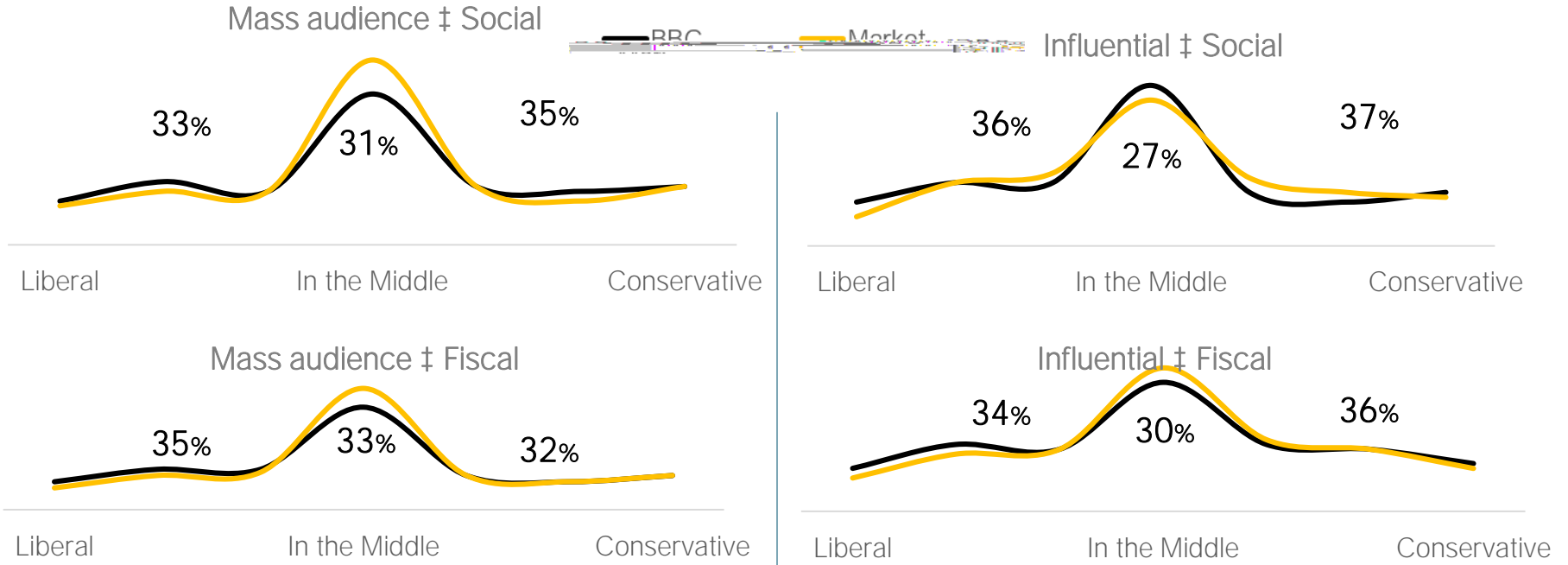


BBC spans the political spectrum across social and fiscal issues, for mass and influential audiences



BBC reach of audiences by their self-defined positions on certain issues vs all respondents in sample

All countries



Q1 Yghcb: Nck h)j_b[a cfY UVci hnei f j Uf Yg UbX VYjZq, k \YFY k ci 'X nei d'UWf nei fgY'Zcb hY Z'ck j b[gWUYg. ,lã ZgWUly liberal- hY [c j Yfba YbhbYYXg hc gdYbX a cbYm]ZH.YmUfY hc :a dfcj Y h)j_b[g .lã ZgWU'mVébgYfj Uñj Y-the government should gdYbX Ug]hY cZH.Y HUI dUnYfjg a cbYmUg dggjVY...(7 dc]hghWUY) ; ,lã gcWU'm]YfU- everyone has the right to be who h.Ymk Ubhc VY k]hci hVébzfa]b[hc gUbuXUfXg UbX Vci bXUfYg lã gcWU'mVébgYfj Uñj Y-]h)j a dcfUbh hYfY UfY gca Y gUbuXUfXs and Vci bXUfYg Y]b]ZH.YmUjZ'Vh)gca Y dYcd'Yg f]]hg hc VY k \c h.Ymk Ubhc VY...(7 dc]hghWUY);

Base: 15,476 Mass sample; 3,187 Influential sample BBC Users, 5,619 Mass Sample; 2,120 Influential sample



The BBC is better known than other cultural exports

Of the cultural exports included in the survey, the BBC is unmatched in delivering scale and favourability



Question (BBC): Which of the following brands that provide news have you heard of? Could you tell us how, if at all, consuming the BBC influences your attitudes towards the UK?

Question (Cultural Exports): Could you now please tell us if you have ever heard of any of the following? Could you tell us how each of the following affects your attitude towards the UK, if at all? Base: 15,476 Mass sample

Amongst influentials, the BBC has the broadest positive impact on the UK

47% of the influential sample across the countries surveyed had heard of the BBC and said that they felt more positively about the UK as a result of consuming it. This is higher than the other cultural exports included in the survey.

All countries

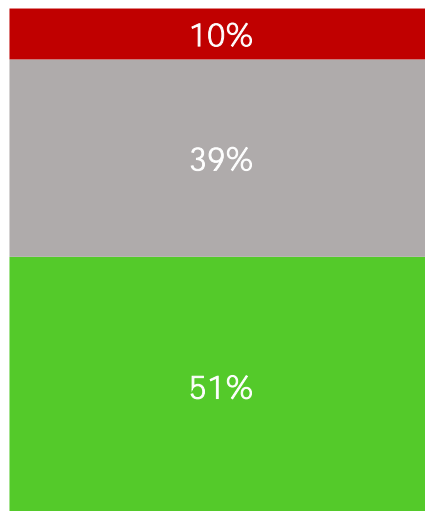
3. BBC to transact with the UK

The BBC has a direct positive influence on UK perceptions, particularly amongst influential users

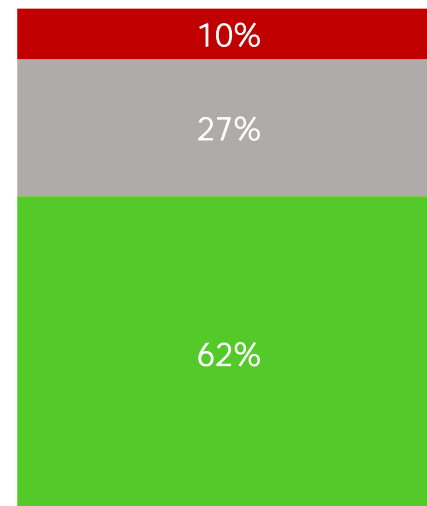
How BBC consumption influences attitudes towards UK

Among Mass and Influential BBC users, all countries

Mass Audience

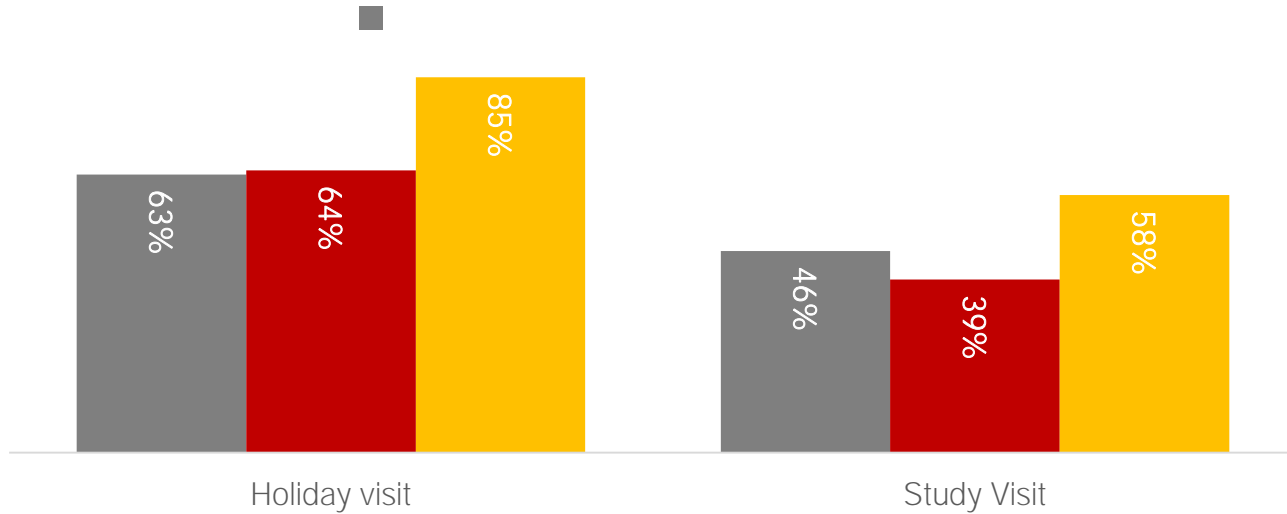


Influential



- More Negative (total)
- Doesn't influence
- More positive (total)

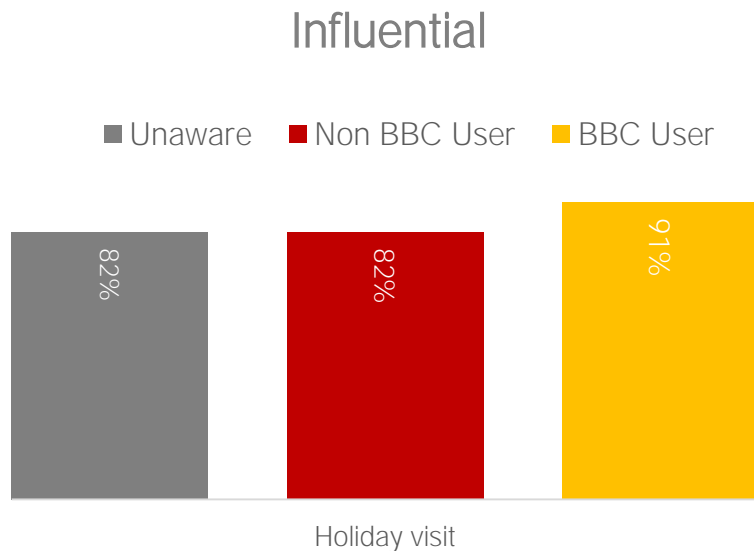
Amongst mass audiences, BBC users have higher intention to visit the UK than non users



Influential BBC audiences are likelier to travel to UK for a holiday than non users

Intentions to engage with the UK

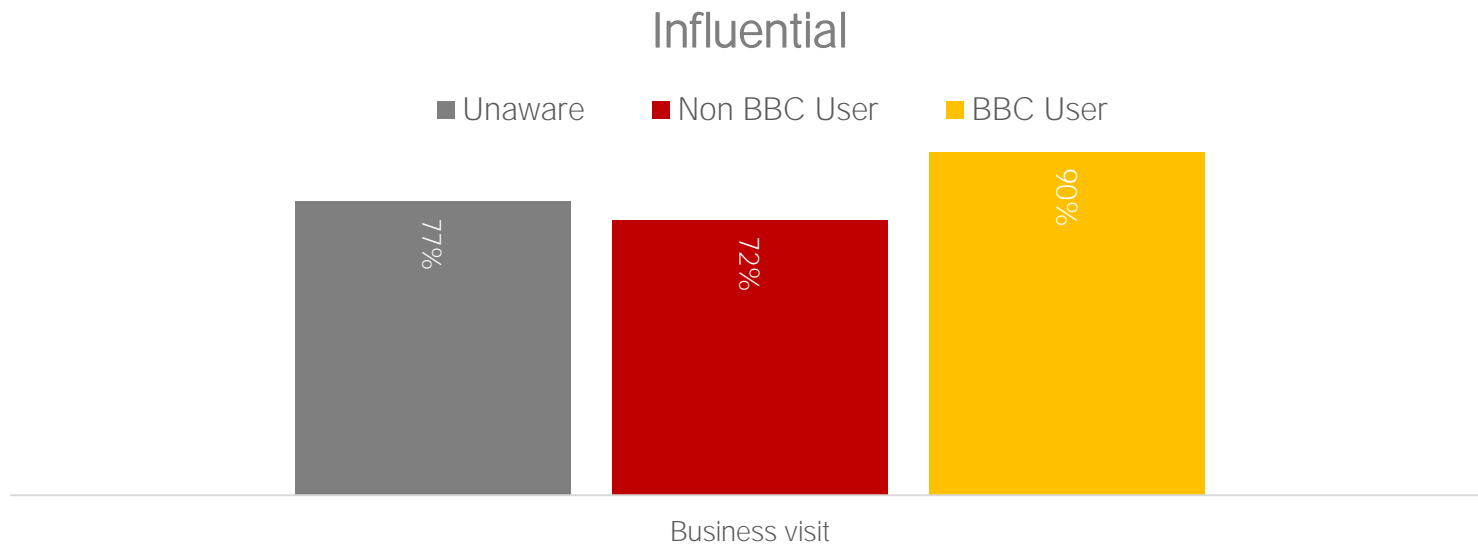
Intend to in the future total, Influential sample, all countries



Influential BBC audiences also more likely to travel to UK for business purposes

Intentions to engage with the UK

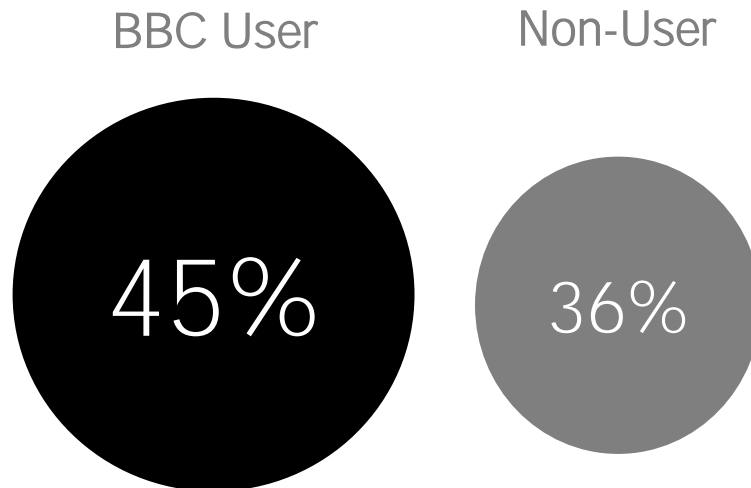
Intend to in the future total, Influential sample, all countries



BBC influential audiences prefer to do business with countries whose values they agree with personally ‡ more so than non BBC users

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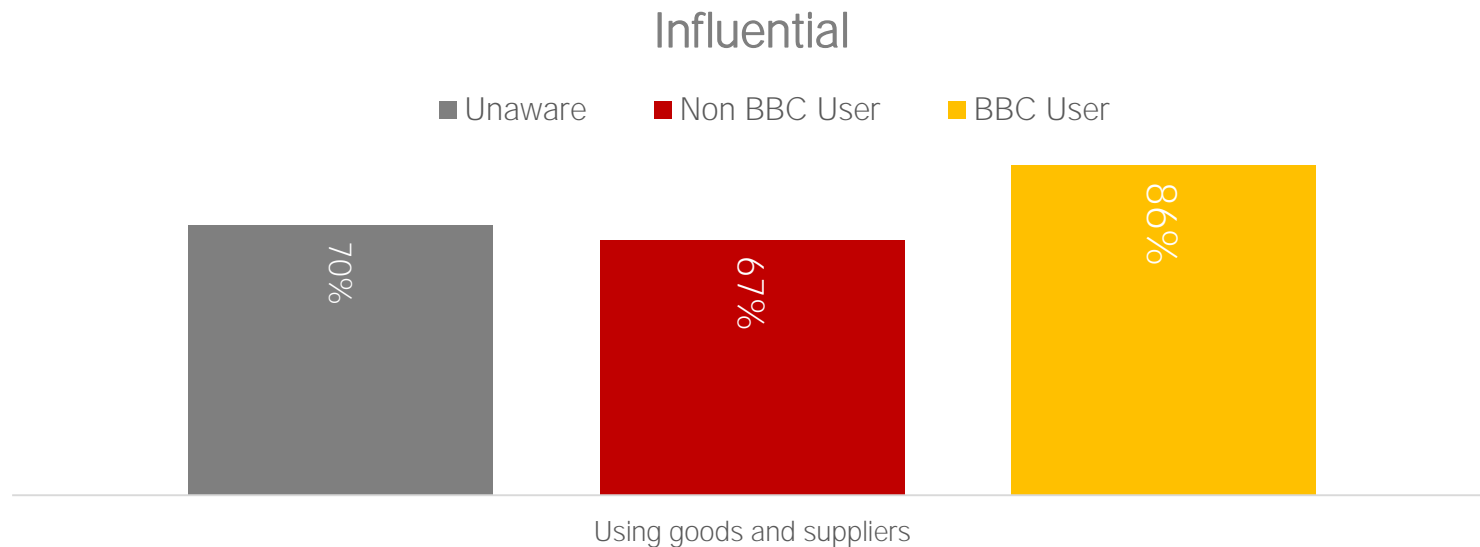
Among Influential sample, all countries



BBC influential audiences have higher intentions to use UK goods and suppliers than non users

Intentions to engage with the UK

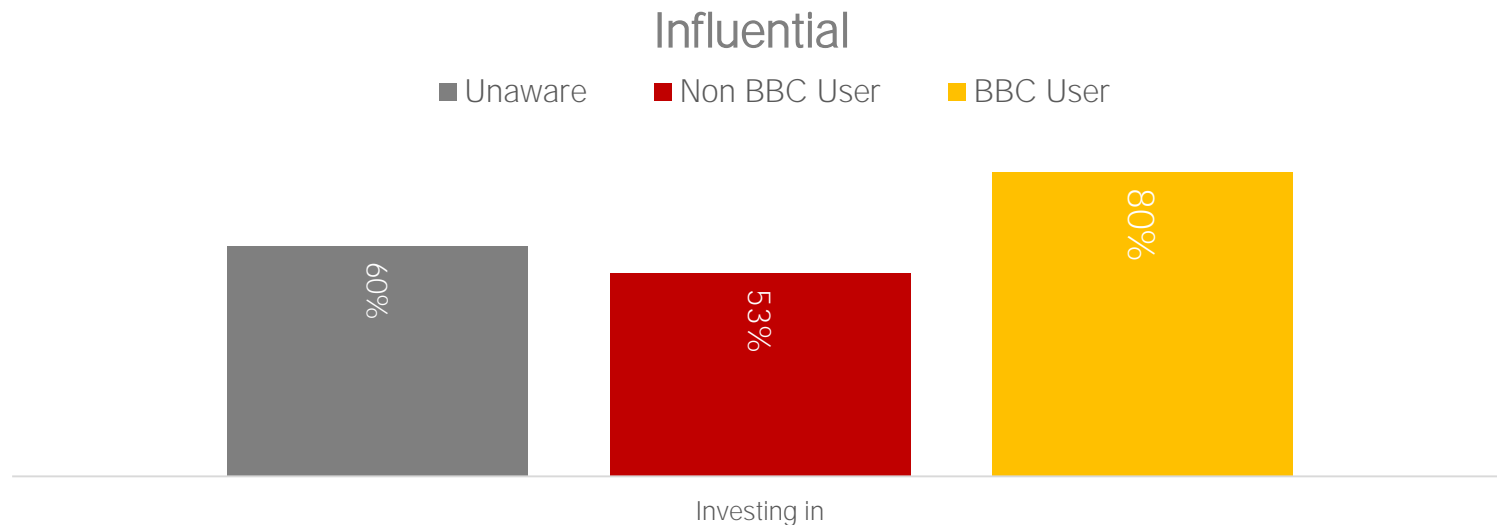
Intend to in the future total, Influential sample, all countries



BBC influential audiences have higher intentions to invest in the UK than non BBC users

Intentions to engage with the UK in the future

Intend to in the future TOTAL, Influential sample, all countries



The more frequently they consume the BBC, the more likely
influentials are to transact with the UK