
Diversity and equal opportunities in television – UK-based television industry

1. UK-based television broadcasters

- 1.1 This document provides more in-depth analysis across the UK-based television broadcasters who had 98% or more of their employees based in the UK¹ in 2016².
- 1.2 We required all television broadcasters with an Ofcom licence, the BBC and S4C³ to complete a questionnaire⁴ providing us with data on the make-up of their workforce across the three protected characteristics where we have powers to do so: gender, racial group, and disability. In addition, we requested data on other protected characteristics in the Equality Act 2010: age, sexual orientation, religion or belief, pregnancy and maternity, and gender reassignment
- 1.3 The questionnaire asked broadcasters how many employees they had and how many employees were based in the UK. This section focuses on the 45 broadcasters which were almost wholly based in the UK.
- 1.4 These 45 UK-based broadcasters⁵ (covering 453 licences out of 758) all met the qualification threshold of having 21 or more employees and being authorised to broadcast more than 31 days a year, and have 98% or more of their workforce based in the UK. They account for 37,433 employees.⁶ See Ofcom's diversity hub for analysis of the total industry.
- 1.5 Figure 1 shows how the total figure of 37,433 breaks down by broadcaster size, job level and job role:
 - Most of the employees (87%) were from seven organisations with 500 or more employees. The largest one of these by some distance is the BBC, with 19,629 employees.
 - In terms of job level, close to three-fifths (57%) were in non-management positions, with 36% covering middle and junior management, and fewer than one in ten senior management (6%) or Board and non-executives (1%).
 - Over half (53%) of employees were in programming related roles, and of these 238 were in a commissioning role. The remaining job roles covered support and administrative (20%), technical and engineering (15%) and sales and marketing (8%). Job role data was not provided to us for 4% of employees.

¹ There are an additional 2,742 UK based employees that are not included in this section but are covered in the total industry analysis, as the broadcasters they work for have a total UK based workforce of 97% or less.

² We requested 2016 calendar year data in an information request sent in March 2017. Most broadcasters could provide 2016 data, either from the end of the year or as an average across the year.

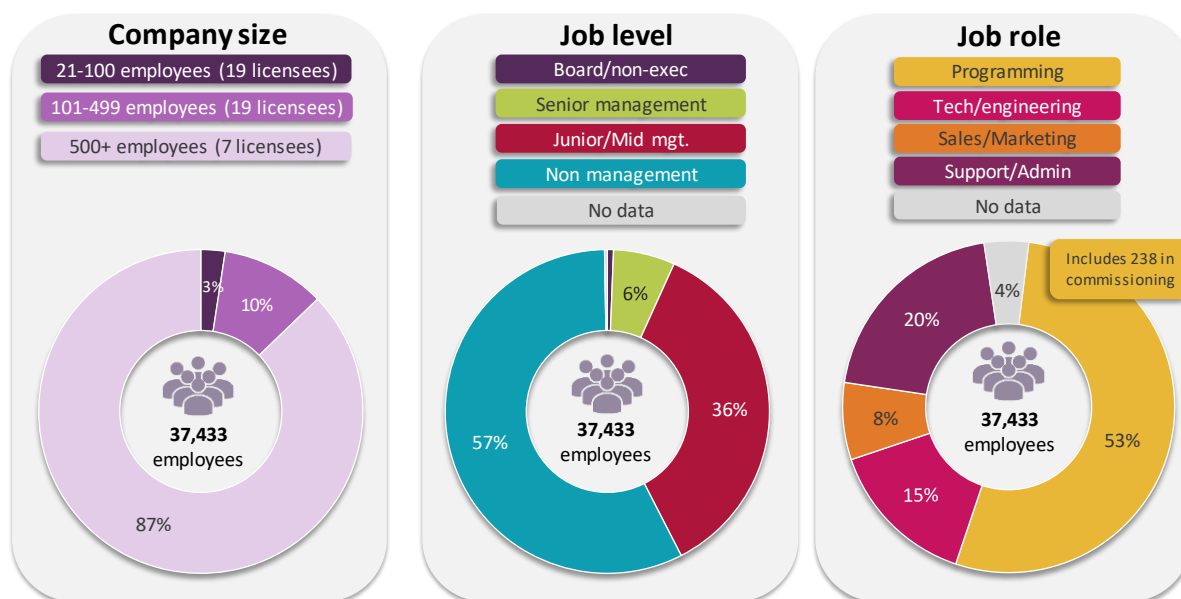
³ S4C are not an Ofcom licensee but agreed to provide information for this report on a voluntary basis.

⁴ The methodology is described in a separate document on Ofcom's online diversity hub (www.ofcom.org.uk/diversity).

⁵ See the total industry document on Ofcom's online diversity hub which includes a list of these 45 broadcasters marked with an asterisk in figure 26.

⁶ 170 employees of the 37,433 are based outside the UK. This year's questionnaire did not collect international based employee information separately to that of UK employees.

Figure 1: UK-based industry by company size, job level and job role

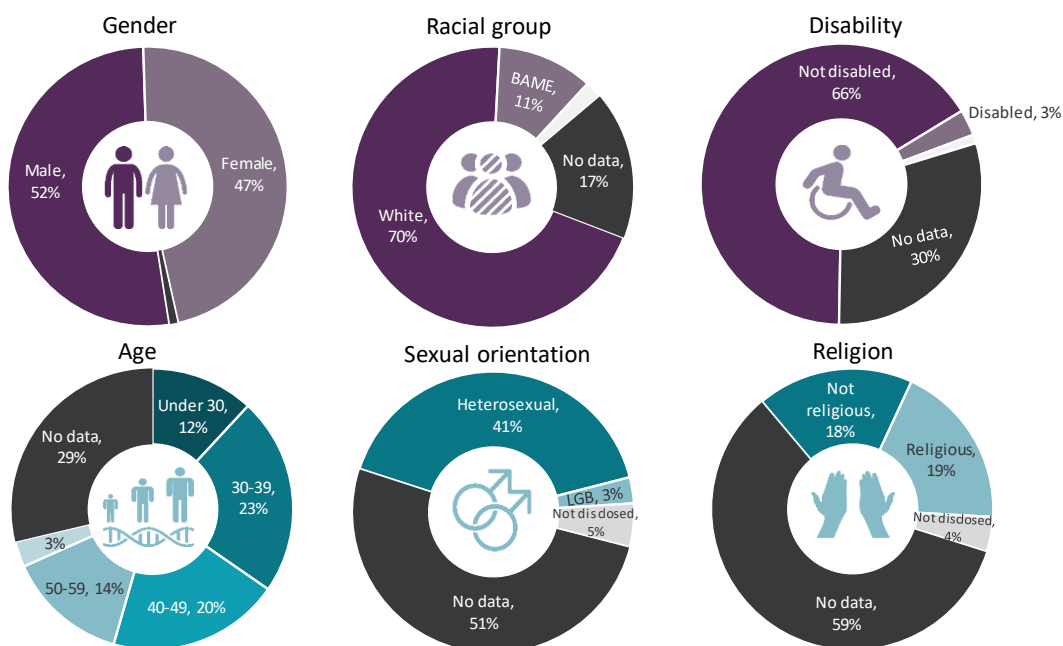


- 1.6 Though some broadcasters do not collect, or were unable to provide information on all the protected characteristics, this document provides a good indicator of the UK-based industry’s diversity.
- 1.7 Figure 2 gives an overview of the six protected characteristics for which we collected data, showing profiles for all employees across the UK-based industry. The top row (purple) shows profiles for gender, racial group and disability, for which data provision was mandatory. The bottom row (blue) shows profiles for age, sexual orientation and religion or belief, for which provision was voluntary.
- 1.8 Though broadcasters were not required to provide the information requested on a voluntary basis⁷, we consider these to be equally important characteristics that should be monitored to effectively assess how well equal opportunities are being promoted across the industry. We made it clear in our information request that, to provide context and transparency, we would be publishing information on who did and didn’t provide the data requested⁸.

⁷ Further information on the legal basis for our request can be found in the methodology document on Ofcom’s online diversity hub

⁸ See section 4 in the total industry document on the Ofcom diversity hub where the grid shows all broadcasters and whether or not they provided the voluntary information.

Figure 2: Overview of characteristics across UK-based industry



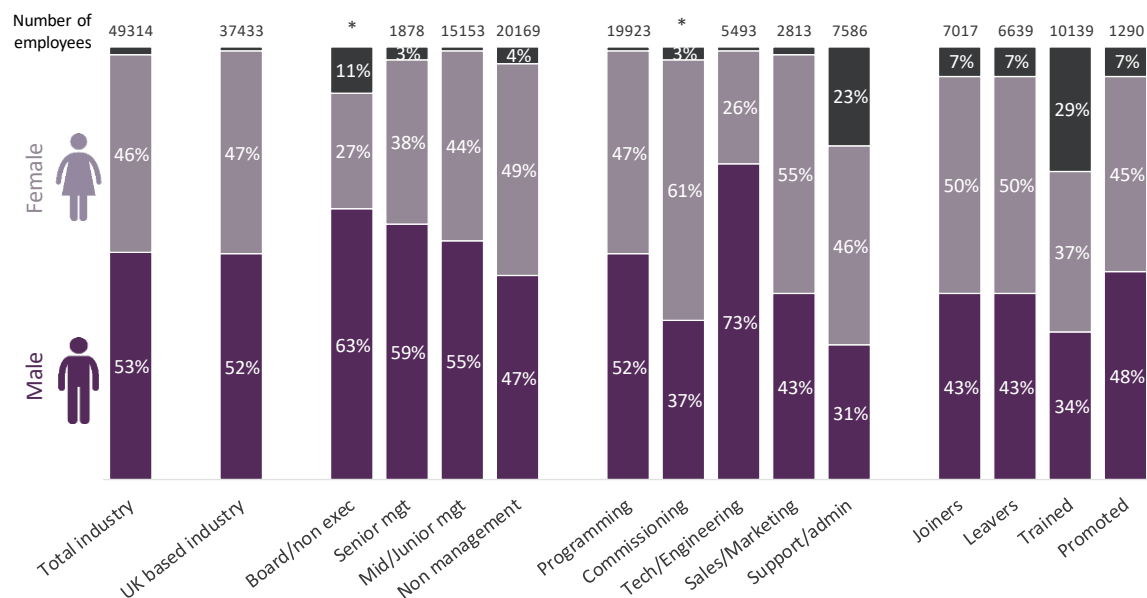
- 1.9 Within the document, we look at each individual characteristic in turn and the characteristics shown above are broken down into the following further subgroups:
- **Job level:** Board and non-executives, senior managers, middle/junior managers and non-managers
 - **Job role:** programming, commissioning (within programming), technical and engineering, sales and marketing, and support and administration
 - **Joiners:** those who joined the organisation in 2016
 - **Leavers:** those who left the organisation in 2016
 - **Trained:** those who received training (related to developing in their role) in 2016
 - **Promoted:** those who were promoted in 2016
- 1.10 Of the 45 broadcasters featured in this report, the majority set out their commitment to equal opportunities and 43 had a written statement⁹. Additionally, around a quarter of the 45 had specific initiatives in place¹⁰.

⁹ These broadcasters selected the option in the questionnaire 'There is a written statement in place to promote equal employment opportunities and training in relation to gender, racial group and disability'

¹⁰ The document on broadcaster's arrangement to promote equal opportunities can be found on Ofcom's online diversity hub and includes illustrative examples of these initiatives to highlight some of the positive work taking place across the industry. This includes initiatives targeted at improving the representation or supporting the development of employees with particular protected characteristics.

Gender

Figure 3: Gender by subgroups



* Bases removed to ensure no personal data can be identified

- 1.11 Across the UK-based industry, employees are 52% male and 47% female. This is similar to the percentages of the total industry¹¹, but with a higher percentage of males than the UK population profile of 49% male compared to 51% female¹².
- 1.12 As with the main five broadcasters¹³, employees are increasingly likely to be male the more senior they are. At Board and non-executive level, employees are 63% male, at senior management 59% and at middle and junior management 55%.
- 1.13 The percentage of male and female employees are the same in programming roles as it is across the total UK-based industry (52% male employees and 47% female employees) but this is reversed in commissioning roles where 61% of the 238 commissioners are female compared to 37% male. The percentage of female employees is also higher in support and administrative roles (55% female and 43% male) but much lower in technical and engineering roles (26% female and 73% male).
- 1.14 The percentage of male employees and female employees both leaving and joining the UK-based industry were the same (50% female, 43% male) and though less data is available on training, the percentage of female employees who received training (37%) is slightly higher than male employees (34%).

¹¹ For full analysis across the total industry see Ofcom's online diversity hub

¹² Annual Population Survey

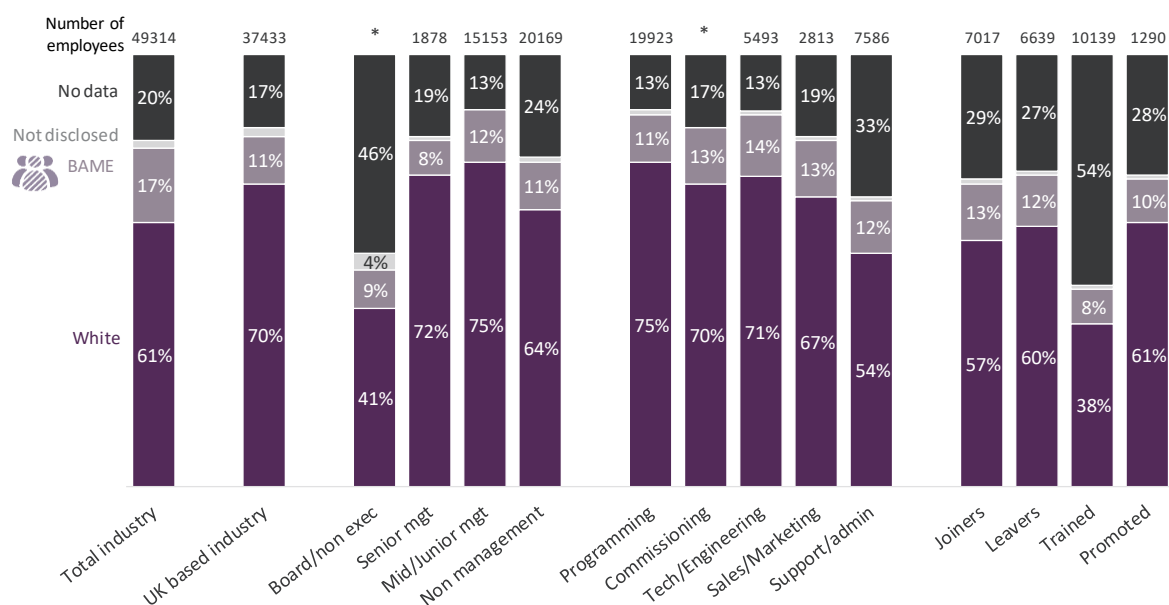
<https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=17>

¹³ The BBC, ITV, Channel 4, Viacom and Sky, as explained in the main diversity and equal opportunities in television report on monitoring.

1.15 Of the 1,290 employees promoted across the UK-based industry in 2016, male employees (48%) were more likely to be promoted than female employees (45%), with no data on 7% of employees promoted.

Racial Group

Figure 4: Racial Group by subgroups



* Bases removed to ensure no personal data can be identified

1.16 Eleven percent of employees across the UK-based industry are from an ethnic minority background, and 70% are white, compared to 17% and 61% at the total industry level respectively. The proportion of ethnic minority employees is 6% lower than at the total industry level. It is also lower than the UK average figure of 14%¹⁴, and significantly below the proportion of people from an ethnic minority background in London¹⁵ (40%) where many broadcasters have their main offices.

1.17 Ethnic minority representation is also much lower than the UK average population of 14% at more senior employment levels across the UK-based industry. Ethnic minority employees comprise just 8% of senior management roles, and 12% of middle and junior management roles (where 75% of employees are white). We only received racial group data in respect of half of Board and non-executive roles; the data we did receive shows that just 9% of these roles are held by ethnic minority employees, with 41% white.

1.18 Of those working in programming roles, 75% of employees are white, higher than at both the total industry level and the UK-based industry level, and 11% are from an ethnic

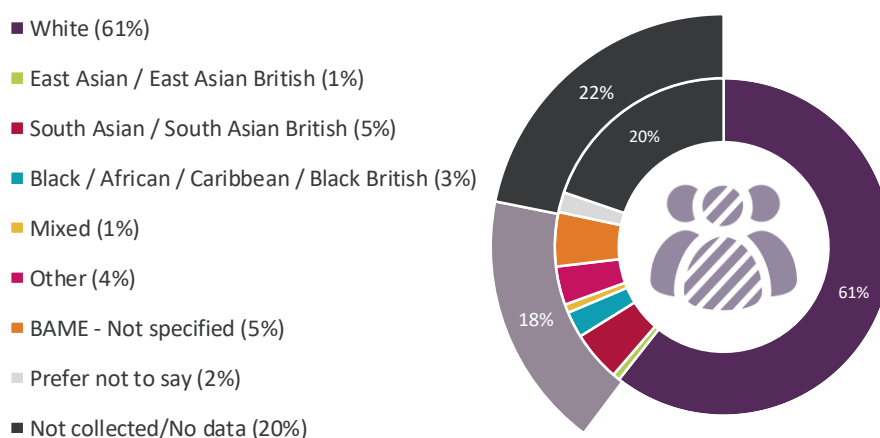
¹⁴ Annual Population Survey <https://www.nomisweb.co.uk/query/construct/summary.asp?mode=construct&version=0&dataset=17>

¹⁵ The London figure is taken from ONS annual population information <https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/ethnicity/articles/ethnicityandnationalidentityinenglandandwales/2012-12-11>

minority background. Thirteen percent of the 238 commissioners were from an ethnic minority background and similar percentages were found in sales and marketing (13%); all slightly lower than the UK average. Across technical and engineering roles, ethnic minority representation was in line with the UK average at 14%. Though there is less data on the racial group of employees in support and administrative roles (for 33% of employees, we received no data) 12% defined themselves as being from an ethnic minority background compared to 54% white employees.

- 1.19 Thirty-eight percent of employees trained were white, compared to only 8% from an ethnic minority background, and only 10% of the 1,290 employees promoted in 2016 were from an ethnic minority background compared to 61% white.

Figure 5: Detailed breakdown by racial group



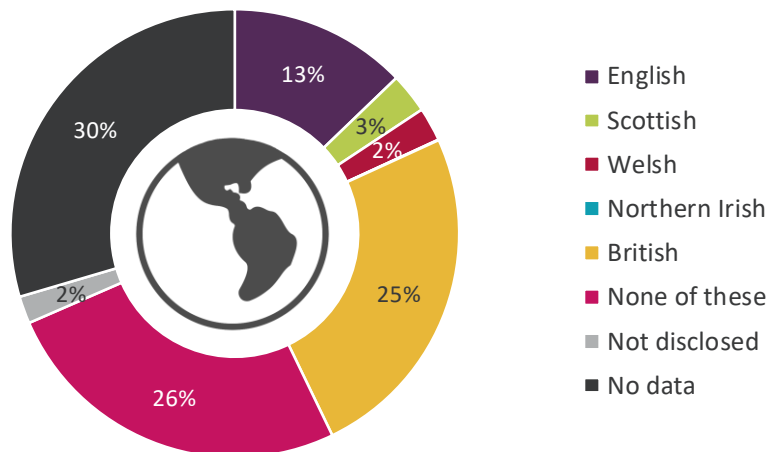
- 1.20 Broadcasters were asked to provide a more granular breakdown of the racial groups if they collect the data. The majority of the UK-based industry provided data in the five categories that make up the 11% classified as being from an ethnic minority background, and the proportions are shown above. The chart also shows that just 2% of employees preferred not to disclose their racial group, suggesting that when people are asked, they are quite likely to give this information.

- 1.21 As part of the Racial Group section of our questionnaire we asked for information relating to the nations of the UK. Some broadcasters also chose to highlight related initiatives and S4C¹⁶ requested we include in this report information on Welsh language ability within the broadcaster.

¹⁶ S4C do not hold an Ofcom licence and provided information on a voluntary basis.

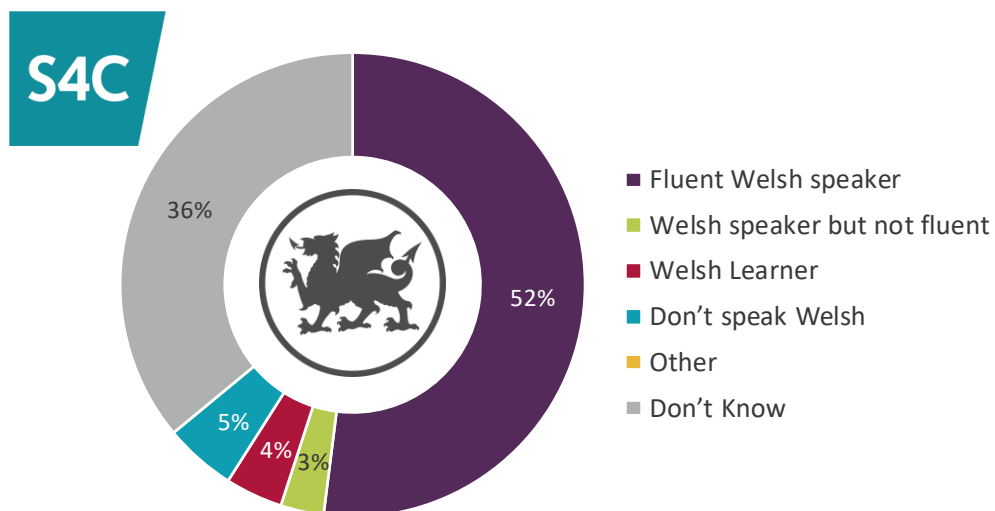
Nations, regions and languages

Figure 6: Perceived UK national origin/nationality breakdown for UK-based broadcasters



Welsh Language

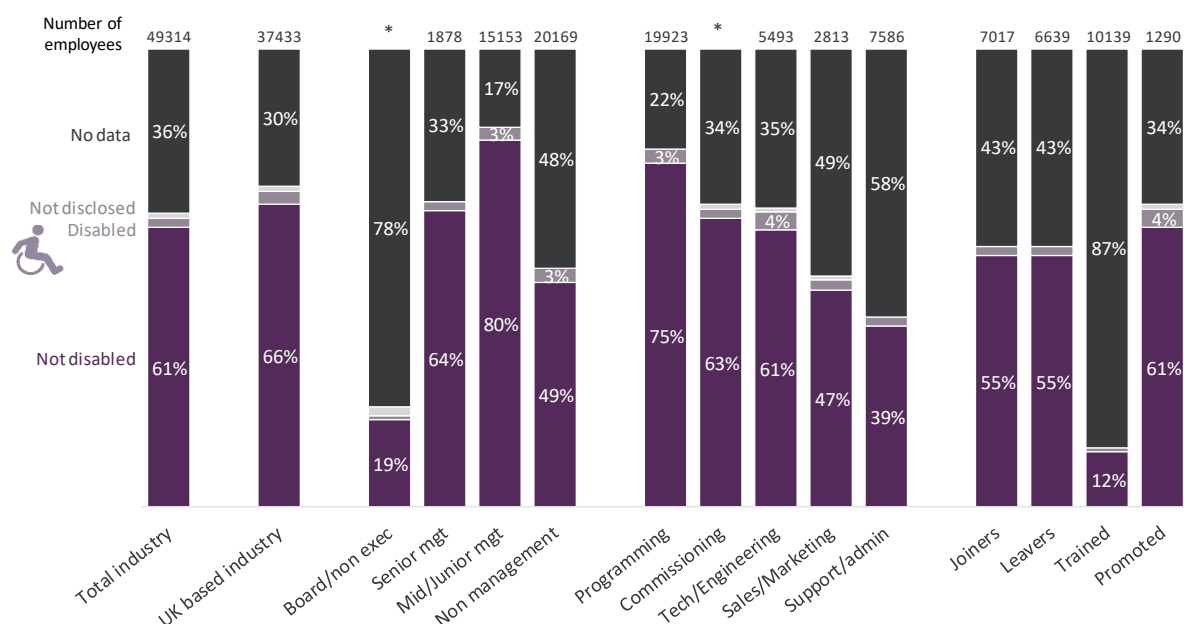
Figure 7: Welsh Language speaking (S4C)



1.22 S4C also volunteered to provide information on the proportion of Welsh speakers within its organisation. As shown in Figure 7 above, over half (52%) were categorised as fluent Welsh speakers, with a further 3% not fluent, and 4% learning the language. Just 5% were specified as not speaking Welsh, and they did not hold this data in respect of 36% of their employees.

Disability

Figure 8: Disability by subgroups



* Bases removed to ensure no personal data can be identified

- 1.23 The percentage of disabled employees is low across all categories compared to the UK population figure of 18%¹⁷. Three percent% of employees across the UK-based industry are disabled, slightly higher than across the total industry (2%)
- 1.24 The percentage of disabled employees at non-management and middle or junior management level (3%) is slightly higher than those in senior management (1%) or at Board or non-executive level (2%). Disabled employees are at a slightly higher percentage in technical and engineering (4%) and programming roles (3%) compared to commissioning, sales and marketing, and support or administrative roles (each at 2%).
- 1.25 The percentage of disabled employees joining (2%) and leaving (2%), and receiving training (1%) is low, though a comparably higher percentage of disabled employees were promoted (4%).
- 1.26 The chart above illustrates that the UK-based industry does not monitor disability in a consistent way and all but one category of information has at least a third of no data. This makes it difficult for Ofcom to assess whether disabled people working, or seeking to work for these broadcasters have equal opportunities.
- 1.27 Broadcasters were asked to provide information on more specific types of disability where they monitored this. As shown in figure 9 more specific information was provided for fewer

¹⁷ The UK profile is taken from the [Census 2011](https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/disability/articles/disabilityinenglandandwales/2013-01-30) - Activity limiting health problem or disability (limited a lot or limited a little)
<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/disability/articles/disabilityinenglandandwales/2013-01-30>

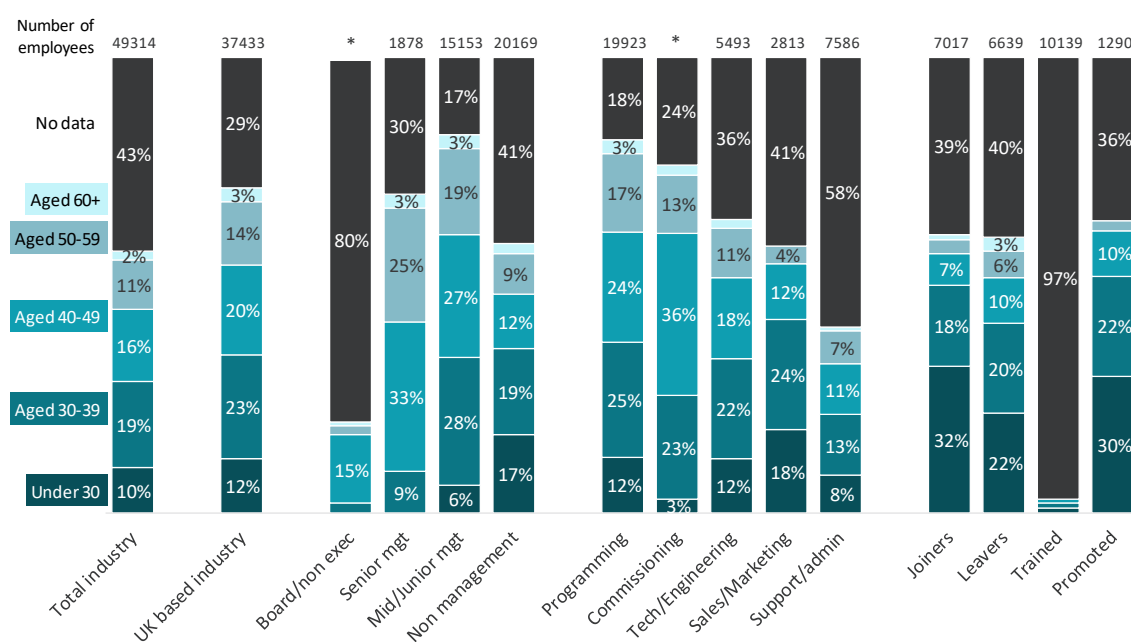
than 1% of employees. Most of those categorised as having a disability were placed into the less specific category of ‘has a disability’ (2%).

Figure 9: Disability breakdown

No disability	24707	66%
Sensory Disability (e.g. hearing/visually impaired)	<10	0.0%
Physical Disability/Muscular-skeletal (inc. co- ordination, dexterity, mobility, wheelchair)	40	0.1%
Mental Health (including serious depression, bipolarity)	19	0.1%
Cognitive/Learning disabilities (including dyslexia, Down’s syndrome, autism)	42	0.1%
Multiple, Long term or other disability/condition	72	0.2%
Has a disability (not specified)	855	2%
Employee preferred not to disclose	352	1%
Didn’t request this information/ no data	11,340	30%
	37,433	100%

Age

Figure 10: Age by subgroups

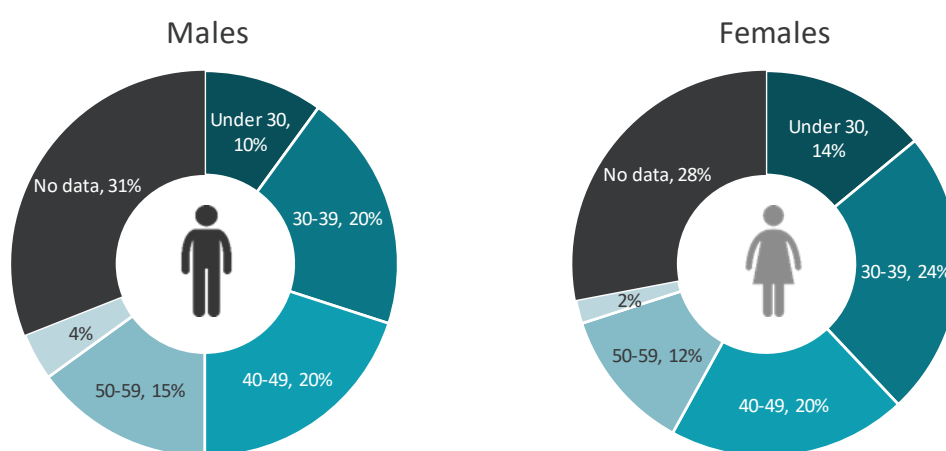


* Bases removed to ensure no personal data can be identified

1.28 Broadcasters are not required to make arrangements for promoting equal opportunities for different age groups under their broadcasting licences, however we think age is an important aspect of diversity. We therefore requested this information on a voluntary basis, but as the chart above shows, for 29% of employees across the UK-based industry no data was provided to us for their age at all, and more lack information across the various job levels and roles.

- 1.29 The largest age groups proportionally are 30 to 39 year olds (23%) and 40 to 49 year olds (20%). The smallest group is the 60+ age group, representing only 3% of employees. Unsurprisingly, older employees are more likely to be in senior management, though percentages are still low for the 60+ group which stays at 3% in senior management.
- 1.30 The largest percentage of under-30s is in sales and marketing roles, and aside from senior management, the largest percentage of the 50 to 59 age group is in programming (17%). Over a third of commissioners are in the 40 to 49 age group.

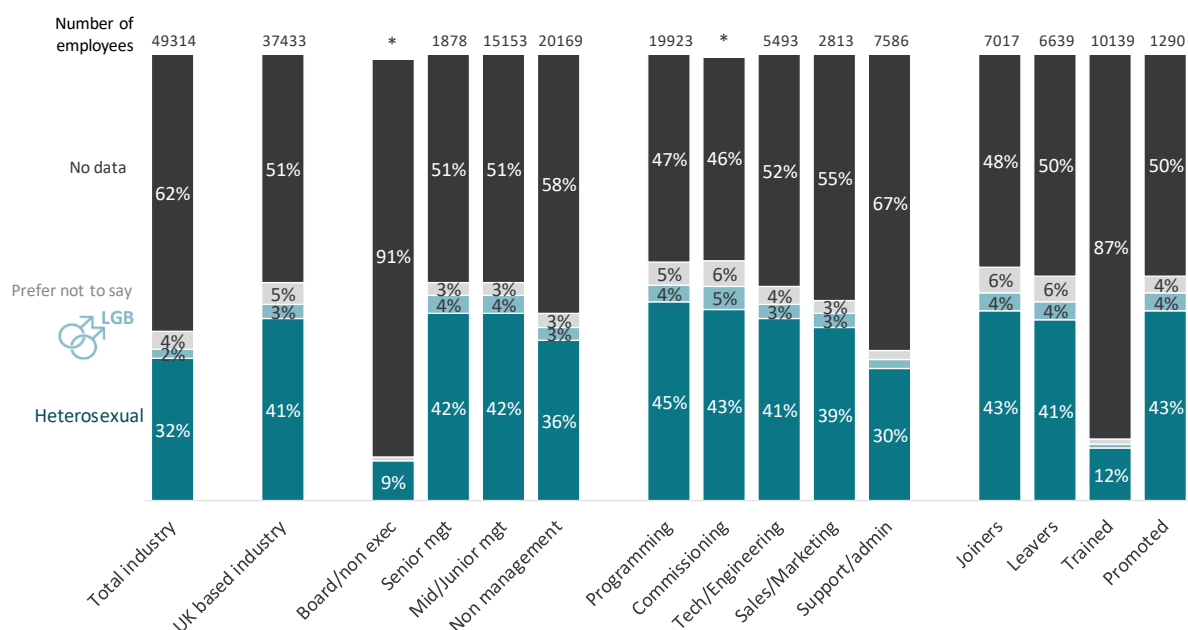
Figure 11: Age information by gender



- 1.31 We did not receive age data for almost a third of male employees and a quarter of female employees. For those employees for whom we did receive data, women are better represented in the younger age groups (4% more than males under 30 and 4% more aged 30 – 39) and men are better represented in the older age groups (3% more men than women in the 50-59 group and 2% more in the 60+ age group).
- 1.32 There are twice as many male as female employees aged 60 or over (706 men compared to 331 women) and around 900 more male than female employees aged 50 to 59.

Sexual Orientation¹⁸

Figure 12: Sexual Orientation by subgroups



* Bases removed to ensure no personal data can be identified

- 1.33 Over half of the broadcasters across the UK-based industry did not provide us with information on the sexual orientation of their employees. Taking this in to account, the data provided to us shows that 3% of employees across the UK-based industry describe themselves as lesbian, gay or bi-sexual (LGB) compared to 41% heterosexual and 5% who prefer not to say.
- 1.34 The percentage of LGB employees is relatively consistent across senior, middle and junior, and non-management, reported at between 3 and 4%. LGB representation is higher in programming (5%) and commissioning (6%). LGB representation is lowest in support and administrative roles, and there is the same proportion of LGB employees amongst 2016 leavers and joiners (4%).

¹⁸As with age, broadcasters are not required to make arrangements for promoting equal opportunities for employees with different sexual orientations under their broadcasting licences and this question was asked on a voluntary basis.

1.35 Broadcasters were asked to provide a more granular breakdown of the data if they had it. As shown in figure 13 below, the numbers are small, and the majority of those listed as LGB were placed in the ‘Other’ or ‘LGB (not specified)’ categories.

Figure 13: Sexual Orientation breakdown

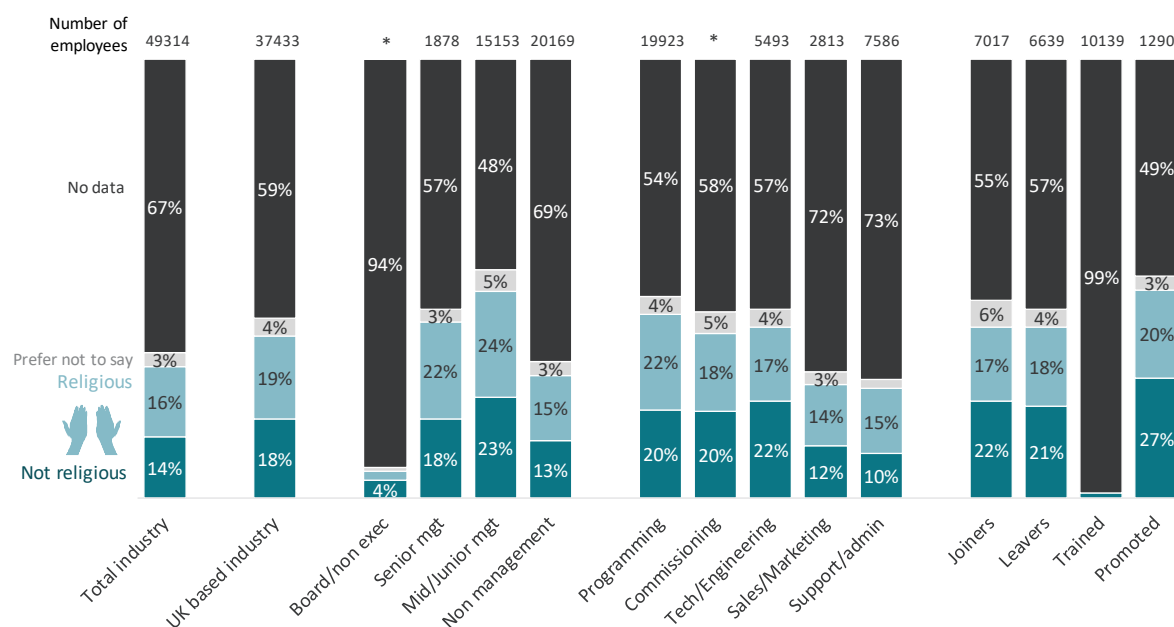
	Employees	%
Heterosexual/straight	15,475	41%
Gay men	21	0.1%
Gay women/lesbian	<10	0.0%
Bisexual	<10	0.0%
Other	891	2%
LGB (Not specified)	233	1%
Employee preferred not to disclose	1695	5%
Didn't request this information/ no data	19,104	51%
	37,433	100%

Gender Reassignment

1.36 We also asked broadcasters whether they have any arrangements in place to promote equal opportunities for those with the protected characteristic of gender reassignment. As there were only a few responses, this is covered within the total industry information on Ofcom’s online diversity hub.

Religion and Belief¹⁹

Figure 14: Gender by subgroups



* Bases removed to ensure no personal data can be identified

¹⁹ This question was asked of broadcasters on a voluntary basis.

- 1.37 Over half of the broadcasters across the UK-based industry did not provide information on their employees’ religion or belief. Taking this into account, 19% were recorded as religious and 18% as non-religious.
- 1.38 The low response rate to this question makes it challenging to draw firm conclusions. There is only one instance when there is more than a 5% difference between the religious and non-religious employees in the further breakdown above - this is in relation to promotions where 27% of non-religious employees were promoted in 2016 compared to 20% of religious employees²⁰.
- 1.39 Broadcasters were asked to provide a more detailed breakdown where available. 14% of employees across the UK based industry are recorded as Christian with all other religions at 1% or less. The breakdown is shown in the following table:

Figure 14: Religion or belief breakdown

	Employees	%
Not religious	6626	18%
Christian	5128	14%
Hindu	195	1%
Sikh	109	0.3%
Muslim	387	1%
Buddhist	85	0.2%
Jewish	141	0.4%
Other religion or belief	540	1%
Religious (not specified)	534	1%
Employee preferred not to disclose	1536	4%
Didn't request this information/ no data	22152	59%
	37,433	100%

²⁰ As there is no data on 49% of those promoted, these figures may be higher.