
Ofcom BBC Teens Tracker 2020 and 2021 Technical Report

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Preface

The BBC Teens Tracker has been run by Critical Research on behalf of Ofcom, as part of the wider BBC Performance Tracker research which is conducted among adults aged 16 and over. The BBC Teens Tracker provides Ofcom with an understanding of media consumption and attitudes among secondary school children aged 11 to 16 living in the UK.

The primary objectives of the BBC Teens Tracker are:

- To understand children's consumption of different BBC services (e.g. BBC iPlayer, BBC Sounds, BBC Bitesize)
- To understand children's brand awareness of the BBC in the wider context of the market (e.g. where do they go to find content first)
- To understand children's perceptions of different BBC services

Critical Research interviewed a quota sample of 2,036 secondary school children aged 11 to 16 living in the UK as well as a parent or guardian. All interviews were conducted through online panel interviewing, initially with the parent/ guardian (the panel member) and then with the child aged 11 to 16. Screening questions established the ages of all children in the household and excluded any children aged 11 still attending primary school or aged 16 who were in sixth form or college. If there was more than one child in the household aged between 11 and 16 that were eligible, willing and available to take part, then one child was chosen at random.

Interviewing was conducted across two waves: 27th November to 17th December 2020 (Wave 1, 1,036 interviews) and 5th to 23rd March 2021 (Wave 2, 1,000 interviews). The data from the two waves were then combined for reporting.

Details of the sampling frame and weighting procedures are outlined below. A note on statistical reliability is also included.

Sample design, fieldwork and quotas

Sample was provided through Critical Research's online consumer panel partners. The sample was de-duplicated to ensure that respondents could not complete the survey more than once.

The sample was designed to be able to report on secondary school children aged 11 to 16. Specific targets were set at an overall level for each of the four UK nations, to achieve a minimum of 125 interviews per wave in each of the devolved nations. In addition, quotas were set by gender within age. Within England soft quotas were set to ensure a good mix by English region. The total number of interviews achieved across the two waves of the study, were as follows:

	England	Scotland	Wales	Northern Ireland	Total
Aged 11-12	385	69	75	72	601
Aged 13-14	507	105	94	108	814
Aged 15-16	360	104	83	74	621
Total	1,252	278	252	254	2,036

Weighting

Weighting was used to align the profiles to the UK population by age, nation and SEG. The following table shows the initial unweighted sample and the final weighted sample profile for the final sample.

	% Unweighted Interviews achieved	% Weighted Profile
Aged 11-12	30%	30%
Aged 13-14	40%	40%
Aged 15-16	30%	30%
England	62%	83%
Scotland	14%	9%
Wales	12%	5%
Northern Ireland	12%	3%
SEG – AB	31%	24%
SEG – C1	28%	29%
SEG – C2	19%	20%
SEG – DE	22%	26%

Guide to statistical reliability

The variation between the sample results and the “true” values (the findings that would have been obtained if everyone had been interviewed) can be predicted from the sample sizes on which the results are based, and on the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95%, that is, the chances are 95 in 100 that the ‘true’ values will fall within a specified range. However, as the sample is weighted, we need to use the effective sample size¹ (ESS) rather than actual sample size to judge the accuracy of results. The following table compares ESS and actual samples for some of the main analysis groups.

	Actual	ESS
TOTAL 11-16S	2,036	1,633
Aged 11-12	601	490
Aged 13-14	814	658
Aged 15-16	621	484
Boys aged 11-16	1006	801
Girls aged 11-16	1030	832
England	1,252	1,217
Scotland	278	254
Wales	252	232
Northern Ireland	254	250
SEG – AB	621	517
SEG – C1	572	450
SEG – C2	388	319
SEG – DE	444	376

¹ Effective Sample Size shown as Effective Weighted Sample in the data tables produced

The table below illustrates the required ranges for different sample sizes and percentage results at the “95% confidence interval”.

Approximate sampling tolerances applicable to percentages at or near these levels

Effective sample size	10% or 90% ±	20% or 80% ±	30% or 70% ±	40% or 60% ±	50% ±
1,633 (Total aged 11-16)	1.5%	2.0%	2.3%	2.4%	2.5%
254 (Nation: Scotland)	3.8%	5.0%	5.8%	6.1%	6.3%
376 (SEG: DE)	3.1%	4.1%	4.7%	5.1%	5.2%

For example, if 30% or 70% of a sample of 1,633 gives a particular answer, the chances are 95 in 100 that the “true” value will fall within the range of ± 2.3 percentage points from the sample results.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be “real”, or it may occur by chance (because not everyone has been interviewed). To test if the difference is a real one – i.e. if it is “statistically significant” – we again have to know the size of the samples, the percentages giving a certain answer and the degree of confidence chosen. If we assume “95% confidence interval”, the difference between two sample results must be greater than the values given in the table below to be significant:

Differences required for significant at or near these percentages

Sample sizes being compared	10% or 90% ±	20% or 80% ±	30% or 70% ±	40% or 60% ±	50% ±
517 vs. 376 (AB vs. DE)	5.2%	7.0%	8.0%	8.6%	8.7%
801 vs. 832 (Boys vs. Girls)	3.8%	5.1%	5.8%	6.2%	6.4%