Preface

This document contains details of the methodology, questionnaire, quotas, sampling and weighting for the 2022 Public Service Media tracker (PSM) study, run by BMG Research on behalf of Ofcom.

Based on the public service purposes presented in the 2003 Communications Act, Ofcom developed a range of PSB purposes and characteristics in its first PSB review in 2005. The PSB channels (the BBC channels, ITV, Channel 4 and Channel 5) are expected together to fulfil these purposes and characteristics, although each PSB channel has a specific remit.

The PSB purposes and characteristics were put into everyday language for the PSM Tracker survey, which asks respondents to give their opinions on the PSB statements, both in terms of the importance and the delivery of these by the PSB channels. Other perceptions and attitudes towards PSBs, BVoDs and SVoDs are also captured.

This is the second year of the PSM tracker, which was developed in 2021 to reflect today's more complex media market and replaces the Public Service Broadcasting (PSB) tracker (last conducted in 2019). As a result, while 2022 data is comparable with 2021, results are not directly comparable with 2019.

Methodology

In previous years the Public Service Broadcasting tracker had been conducted as an online and face-to-face blend, with fieldwork taking place in two waves. In 2021, due to the Covid-19 pandemic and in common with other Ofcom tracking studies with an element of face-to-face interviewing, it was not possible to conduct the research in this way, so an alternative approach was adopted.

The 2021 study was a 50:50 push-to-web and online panel approach, with the online panel being supplemented by river sampling and the push-to-web approach supplemented by a low connectivity boost and an option to complete via telephone. The 2021 study approach worked effectively and was replicated in 2022.

Method	Number of completes
Push-to-web: Letter to address followed by completing online	1,457
Telephone: Letter to address followed by completing over the phone	38
Panel: Stratified random sample of online panel	1,381
River sampling: Recruiting respondents via panels who are not full panel members	151
Total	**3,027**

The fieldwork period was from 14th February to 13th December 2022, and took the form of five online panel batches and eight push-to-web batches, enabling a continuous period of fieldwork. A £10 incentive in the form of a voucher was used throughout the push-to-web fieldwork to encourage responses.

A total of 3,027 interviews were undertaken, including 1,979 in England, 330 in Scotland, 328 in Wales and 390 in Northern Ireland. Sample sizes at the devolved nation level were higher than the national proportion to allow for more confident estimates for each nation.

Category	Push-to-web	Telephone	Panel	River sampling
Total	48%	1%	46%	5%
GENDER				
Male	48%	1%	46%	5%
Female	48%	2%	45%	5%
AGE				
16-24	31%	0%	62%	8%
25-34	39%	0%	54%	7%
35-44	49%	0%	44%	7%
45-54	49%	0%	46%	5%
55-64	54%	1%	42%	4%
65-74	60%	3%	35%	2%
75+	55%	7%	37%	1%
SOCIAL GRADE				
ABC1	53%	1%	42%	4%
C2DE	40%	2%	51%	6%
REGION				
England	52%	1%	41%	5%
East Midlands	54%	2%	38%	6%
West Midlands	56%	1%	39%	4%
East	33%	1%	59%	7%
London	66%	1%	29%	4%
North East	50%	2%	41%	7%
North West	55%	1%	39%	5%
South East	71%	3%	23%	3%
South West	51%	2%	42%	5%
Yorkshire and the Humber	49%	0%	45%	6%
Scotland	39%	1%	54%	6%
Wales	47%	2%	48%	4%
Northern Ireland	38%	1%	58%	3%
ETHNICITY				
White	52%	1%	42%	5%
Ethnic minority	25%	0%	68%	7%

Quotas

No hard quotas were included as part of the push-to-web approach. In the online survey, quotas were set on age, gender, social grade, region/country, and ethnicity, which were updated throughout fieldwork to work in tandem with the push-to-web approach to ensure sample balance.[1]

Sample design

For the 'main' component of the push-to-web approach, the sample was drawn at a postcode level through stratification by Government Office Region, urban/rural designation, and IMD decile. Selection for each region was proportional to mid-year population estimates except for Scotland, Wales, and Northern Ireland which were purposefully oversampled.

For the 'low connectivity boost' component, the sample was selected by creating an index based on the available demographic indicators of low connectivity, and selecting addresses at random within the upper decile of the custom index.

A letter was sent to each selected address inviting an adult in the household to take part in the survey. An initial reminder letter and a final reminder letter were sent to those who didn't respond after two weeks and three weeks respectively.

A helpline option allowing respondents to complete via telephone was available to all those who received a letter. The 'low connectivity boost' sample' made this option more prominent, given these letters were targeted at respondents with a greater likelihood to have lower levels of connectivity. The table below sets out the numbers of low internet-use households that completed the survey after being sampled.

Level of internet use	Completes via 'push-to' components	% of total 'push-to' completes
No internet access at all	25	2%
Have access but don't use at home	9	1%
Use up to 5 hours per week	152	10%
Total	**186**	**13%**

There were also minimum targets for certain groups to have a readable base size for each.

Targets	Target (minimum)	Final total
English regions	100 per region	At least 100 in each region
Wales	300	328

---

[1] Ofcom set a number of additional minimum sample number requirements on groups such as Asian (Bangladeshi, Indian, Pakistani, Chinese & Other Asian) and Lesbian/Gay/Bisexual. These targets were monitored throughout.

Northern Ireland	300	390
Scotland	300	330
Over 65s with limiting condition	150	275
Lesbian/Gay/Bisexual	150	173
Black (African, Caribbean & Other Black)	100	111
Asian (Bangladeshi, Indian, Pakistani & Other Asian)	200	226

Weighting

Results were weighted in the same way as 2021, by the following variables:

- Region within England (using mid-2020 population estimates)
- Age by gender within each nation (using mid-2020 population estimates)
- Social grade within each nation (using 2011 census)
- Ethnicity within each nation (using 2017 annual population survey)
- Educational attainment at a UK level (using 2017 16+ annual population survey)

The weighting process was used to adjust for any differences between targets and fieldwork numbers and to down-weight the devolved nations (which were oversampled to ensure a robust sample size for these countries), to make the sample nationally representative. The final weight had an effective sample size of 79%.

In 2021, regression analysis was conducted on four variables to test for mode impact. This controlled for demographic factors and found that there was either no impact or an extremely minimal driver of survey response depending on the variable. No weighting adjustments were necessary due to the mode only having a very minimal impact on survey response.

Category	Achieved %	Weighted	Unweighted sample size	ESS
Total	100%	100%	3027	2381
GENDER				
Male	46%	49%	1403	1119
Female	53%	51%	1597	1243
AGE				
16-24	11%	13%	321	279
25-34	16%	17%	485	422
35-44	16%	16%	494	380
45-54	17%	17%	519	399
55-64	17%	15%	523	392
65-74	14%	13%	410	306
75+	9%	10%	275	213
SOCIAL GRADE				
ABC1	60%	52%	1816	1463

C2DE	38%	46%	1161	937
REGION				
England	65%	84%	1979	1841
East Midlands	5%	7%	160	150
West Midlands	7%	9%	227	209
East	8%	9%	236	219
London	10%	13%	316	294
North East	3%	4%	104	97
North West	8%	11%	243	228
South East	10%	14%	302	284
South West	6%	9%	184	174
Yorkshire and the Humber	7%	8%	207	193
Scotland	11%	8%	330	286
Wales	11%	5%	328	262
Northern Ireland	13%	3%	390	290
ETHNICITY				
White	84%	86%	2544	1966
Ethnic minority	15%	14%	464	427

Confidence interval

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

Effective Sample Size	10% or 90% ±	20% or 80% ±	30% or 70% ±	40% or 60% ±	50% ±
2,381 (Total)	1.21%	1.61%	1.84%	1.97%	2.01%
1,841 (England)	1.37%	1.83%	2.09%	2.24%	2.28%
1,243 (Female)	1.67%	2.22%	2.55%	2.72%	2.78%
427 (MEG Total)	2.85%	3.79%	4.35%	4.65%	4.74%

If 20% or 80% of a sample with an effective sample size of 2,381 gives a particular answer, in 95 out of 100 cases we would expect the "true" value to fall within the range of +/- 1.21 percentage points from the sample results.

Significant differences

When comparing two separate groups within a sample, the difference may be a "real" difference, or it may occur due to change (because not everyone within the two groups has been interviewed). To find whether a difference is statistically significannt, we need the sample sizes of both groups and the numbers of those groups giving a

certain answer. To get to a 95% confidence interval, the difference between the two % levels of answers must be greater than those given in the example table below.

Effective Sample Size comparison	10% or 90% ±	20% or 80% ±	30% or 70% ±	40% or 60% ±	50% ±
1119 (Male) vs 1243 (Female)	2.4%	3.2%	3.7%	4.0%	4.0%
279 (16-24) vs 422 (25-34)	4.5%	6.1%	6.9%	7.4%	7.6%

For example, to check whether an answer of 20% for male and 24% for female is significant, the difference has to be greater than 3.2%.