

Technical Report – BBC’s Response to the Impact of COVID-19

Study Objectives

This study was conducted as a 2-phase quantitative/qualitative programme with the objective of understanding audience perceptions of the BBC’s response to the impact of Covid-19. More specifically, the research aimed to understand audience perceptions in relation to the BBC’s core principles: ‘inform, educate and entertain’, with a particular focus on the following;

- Measuring the perceived impact amongst the UK population of COVID-19 on levels of viewing, listening and website/app usage – specifically in relation to the usage of BBC services
- Exploring why respondents felt their usage of BBC services had changed since the impact of COVID-19, where applicable and why
- Understanding public perceptions of whether the BBC is meeting its core principle to ‘inform, educate and entertain’, including comparisons against competitor services, whether the COVID-19 pandemic impacted perceptions of whether the BBC is meeting its core principles and why

Phase one - Quantitative

Sample Design

Quotas

Nationally representative quotas were used to closely represent the UK population. Targets for quotas were taken from the Office of National Statistics and were set on the following:

- Age (13-17, 18-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75+)
- Gender
- Region
- Social Grade

The quota for children aged 13-17 years was set at n=131, in line with their proportion in the overall UK population (7%).

A boost was applied to the Wales and Northern Ireland regions to ensure that the number of interviews achieved in each region was a minimum of n=150 respectively.

Fieldwork

Fieldwork was conducted via a c.20 minute online survey between 29th March – 6th April 2021, using Yonder’s online panel (PopulusLive). The survey reached a nationally representative sample of 2,152 children (aged 13-17) and adults in the UK.

Invitations to complete the survey were sent out on a nationally representative basis and aligned to the set quotas to ensure that a good demographic spread of respondents was achieved.

Weighting

As mentioned above, Yonder set quotas by age interlocked with gender, region and social grade. Any discrepancy between the final achieved sample and the known profile of the UK was adjusted by RIM¹

¹ Random Iterative Weighting

weighting, using the known demographic profile of the population. This included down weighting boost data for Wales and Northern Ireland back into their proportion in the overall sample. Data was weighted based on age, gender, social grade and government office region.

Phase two - Qualitative

Sample and Recruitment

The qualitative phase comprised 4 online focus groups 3 children's triads. At the end of the quantitative survey, adult respondents were asked whether they were interested in participating in a follow-up qualitative study. Interested adult respondents were then recontacted and recruited from the PopulusLive panel for the online focus groups. Each focus group had 6 respondents, with a good spread across socioeconomic group, ethnicity, and nationwide locations.

Recruitment for the children's triads was conducted via Acumen. Each triad included one child and two friends from a mix of nationwide locations. Friendship triads were used to encourage this age group to relax and talk confidently and create a rapport within the sessions to facilitate discussions.

Fieldwork

Fieldwork took place between 4th May - 6th May 2021. All adult groups were conducted via Zoom and lasted around 90 minutes. Each focus group covered adults at various life stages –

- 1 x parents with children aged 4-12yrs old
- 1 x parents with children aged 12-16yrs old
- 1 x 18-34yrs old
- 1 x 50+ empty nesters

Children's triads took place via a Zoom session and lasted around 60 minutes. Each triad covered a different range of ages –

- 1 triad x 13-14 year olds
- 1 triad x 15-16 year olds
- 1 triad x 17 year olds