

Questionnaire

Ofcom

Survey name: Podcast Listening Recruitment/Establishment

Timings: 20-24 March 2019

Methodology: Online survey (ad hoc)

Sample: N=1,000 regular podcast listeners

Survey length: 15 minutes (around 25-30 questions)

ASK ALL

Q1. Are you...

SINGLE CODE

1. Male
2. Female
3. Other (please specify)
4. Prefer not to say

ASK ALL

Q2. Please enter your age in the box below

[OPEN ENDED TEXT BOX]

ASK ALL

Q3. Which of the following best describes where you live?

SINGLE CODE

1. Scotland
2. North East
3. North West
4. Yorkshire and the Humber
5. West Midlands
6. East Midlands
7. Wales
8. East of England
9. London
10. South East
11. South West
12. Northern Ireland

Questionnaire

ASK ALL

Q4. Can you please tell us the occupation of the Chief Income Earner? The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source.

If two or more related people in the household have equal income, please think of this question with the oldest in mind.

The Chief Income Earner can be of either sex, with no preference to either.

**ENTER SOCIAL GRADER
SEG ALGORITHM GENERATES SEG**

ASK ALL

Q5. How often, if at all, do you listen to any of the following?

GRID ROWS – RANDOMISE ORDER

1. A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)
2. A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)
3. Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)
4. An online music service (e.g. Spotify, Amazon Music)
5. Your personal music collection on CD, vinyl record or cassette tapes
6. A podcast
7. An audiobook
8. Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)

GRID COLUMNS – SINGLE CODE

1. Several times a day
2. About once a day
3. Several times a week
4. About once a week
5. Several times a month
6. About once a month
7. Less often
8. Never

SCREENOUT CRITERIA: CLOSE IF CODES 5-8 SELECTED FOR 'A Podcast'

Questionnaire

ASK ALL

Q6. We are conducting research on behalf of UK's communications regulator Ofcom, who are looking to understand attitudes and usage of different audio content.

Alongside completing this questionnaire, we would like you to take part in a 7 day diary exercise, about audio content you listen to each day. You will need to complete a short 3 minute survey once a day, for 7 days. The diary exercise would take place between 25th and 31st March.

In return we would give you £13 as a thank you for your participation. Please note you will only receive your reward if you complete this main survey and the 7 day diary.

Are you willing to complete this questionnaire and the follow-up diary exercise? If you select 'yes', we will send you some instructions and a link to the diary study on 25th March.

SINGLE CODE

1. Yes – I am willing to take part
2. No – I am not willing to take part – **CLOSE**

Now we would like to learn more about how you listen to various audio content and what you think of it.

ASK ALL

Q7. Earlier you mentioned you regularly listen to [**IF PODCAST ONLY:** podcasts. **IF PODCAST + 1 OTHER AUDIO CONTENT:** podcasts and [INSERT OTHER AC FROM Q4]. **IF PODCAST + 2 OR MORE OTHER AUDIO CONTENT:** podcasts, [INSERT OTHER OC FROM Q4] and other audio content.] When do you usually listen to them?

GRID ROWS – ALL AUDIO CONTENT CODED 1-6 AT Q5

GRID COLUMNS – MULTI CODE – RANDOMISE ORDER

1. When I commute to work
2. When traveling in a car
3. When traveling on public transport
4. While walking
5. While exercising / at the gym
6. While at work
7. While at school/college
8. While at home
9. Other

Questionnaire

ASK ALL

Q8. And why would you say you listen to each of these?

GRID ROWS – ALL AUDIO CONTENT CODED 1-6 AT Q5

GRID COLUMNS – MULTI CODE – RANDOMISE ORDER

1. For background listening
2. To relax
3. To pass the time
4. For practical advice
5. To discover new music
6. For entertainment
7. Habit
8. To give me something to talk about with friends/family
9. To learn something new
10. To make me feel better
11. Other reason

ASK ALL

Q9. And who do you listen to the following with?

GRID ROWS – ALL AUDIO CONTENT CODED 1-6 AT Q5

GRID COLUMNS – MULTI CODE

1. On my own
2. With partner/spouse
3. With family
4. With friends
5. With colleagues
6. With other people

ASK ALL

Q10a. You mentioned you listen to podcasts regularly. How long have you been listening to podcasts for?

SINGLE CODE

1. Less than 6 months
2. Less than a year
3. 1-2 years
4. 3-4 years
5. 5 or more years
6. Can't remember

Questionnaire

ASK ALL

Q10b. Compared to when you first started listening to podcasts, would you say you currently listen to...

SINGLE CODE

1. More podcasts than when you first started listening
2. Fewer podcasts than when you first started listening
3. About the same
4. Don't know

ASK ALL

Q11. On average, how many individual podcast episodes do you listen to in a week?

SINGLE CODE

1. 1-5
2. 6-10
3. 11-15
4. 16-20
5. 20+
6. Don't know

ASK ALL

Q12. How many podcast series are you subscribed to?

SINGLE CODE

1. None
2. 1-2
3. 3-5
4. 6-8
5. 8-10
6. 11-15
7. 16-20
8. 21-30
9. 31-40
10. 40+
11. Don't know

ASK IF CODES 2-10AT Q12

A13. And how many of these series are active and are currently releasing podcasts?

SINGLE CODE

1. None
2. 1-2
3. 3-5
4. 6-8
5. 8-10
6. 11-15

Questionnaire

7. 16-20
8. 21-30
9. 31-40
10. 40+
11. Don't know

ASK ALL

Q14. In general, what proportion of individual podcast episodes you subscribe to do you actually get round to listening to?

SINGLE CODE

1. All of them
2. Most of them
3. Some of them
4. None of them
5. Don't know

ASK ALL

Q15. How frequently, if at all, do you listen to these different types of podcasts?

GRID ROWS - RANDOMISE ORDER

1. Arts or music discussion
2. Other music
3. Business
4. Comedy
5. Education
6. Entertainment
7. Discussion and Talk Shows
8. Fiction / drama
9. Food
10. Politics
11. Health and Wellbeing
12. Hobbies
13. Music
14. News and Current Affairs
15. Science and Technology
16. Society and Culture
17. Sports
18. Travel
19. True Crime
20. TV and Film
21. Professional Development
22. Other

Questionnaire

GRID COLUMNS – SINGLE CODE

1. Several times a day
2. About once a day
3. Several times a week
4. About once a week
5. Several times a month
6. About once a month
7. Less often
8. Never

IF 2 OR MORE AT Q16

Q17. And which of these is your favourite?

SHOW CODES SELECTED AT Q15

SINGLE CODE

ASK ALL

Q18. Please indicate if you have ever done any of the following as a result of hearing a podcast?

GRID COLUMNS - MULTICODE – RANDOMISE ORDER

1. Attended a podcast event (e.g. podcast convention, live recording, live show)
2. Bought podcast-related merchandise
3. Bought products mentioned in the podcast
4. Paid to subscribe to or download a podcast
5. Talked about the podcast on social media
6. Researched more about a topic discussed in the podcast
7. Followed advice/recommendation given in a podcast
8. Listened to a radio programme for the first time
9. Talked to friends/family about what you heard
10. Started following someone on social media
11. Tried other types of content from the podcast creator / publisher
12. Other

Questionnaire

ASK ALL

Q19. And how do you tend to access the podcasts you listen to? By this we mean where you download or stream the podcast from, not necessarily who created it.

MULTICODE – RANDOMISE ORDER

1. iTunes
2. Apple podcasts
3. GooglePlay
4. Spotify
5. Specialist podcast website or app e.g. *Overcastr, Stitcher*
6. RadioPlayer
7. BBC iPlayer Radio
8. BBC Sounds
9. Other BBC source
10. Globalplayer
11. Website/app of another non-BBC radio station e.g. Kiss, Heart
12. Website/app of a non-BBC TV channel
13. The Guardian website/app
14. The Sun website / app
15. The Times website/app
16. Other newspaper site/app
17. Website or app of the podcast itself (please specify) e.g. *serialpodcast.org, thisamericanlife.org, woodenovercoats.com*
18. YouTube
19. Soundcloud
20. Other website/app (please specify) – **SHOW LAST; VERBATIM - NOT CODED**

ASK ALL

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

GRID ROWS – RANDOMISE ORDER

1. Range of podcasts from different providers
2. Quality of podcasts
3. Ease of use
4. Ease of navigation
5. Exclusive content only available through that access point
6. The service is free

GRID COLUMNS – SINGLE CODE

1. Very important
2. Slightly important
3. Neither important nor unimportant
4. Slightly unimportant
5. Not important at all

Questionnaire

MAX 2 ACCESS POINTS TO BE RATED

TIER 1 - PRIORITY: ASK FOR CODE 7 (BBC iPlayer) OR 8 (BBC Sounds) IF SELECTED AT Q19

TIER 2: ASK CODES 10 (GlobalPlayer), 2 (Apple Podcasts), 4 (Spotify), 5 (specialist) OR 1 (iTunes) IF SELECTED AT Q19

TIER 3: ASK FOR ALL OTHER CODES IF SELECTED AT Q19

Q20b. You said you use [INSERT PLATFORM FROM Q19] to access podcasts. How good or bad, are they on each of the following:

GRID ROWS – RANDOMISE

1. Range of podcasts from different providers
2. Quality of podcasts
3. Ease of use
4. Ease of navigation
5. Exclusive content only available through that access point
6. Price

GRID COLUMNS – SINGLE CODE

1. Very good
2. Slightly good
3. Neither good nor bad
4. Slightly bad
5. Very bad

ASK ALL

Q21. How often, if at all, do you listen to the following podcasts?

GRID ROWS – RANDOMISE ORDER

1. Podcasts that also have videos, e.g. TEDtalks
2. Podcasts linked to TV programmes (e.g. Love Island, Strictly Come Dancing, West Wing)
3. Podcasts which are catch-up versions of BBC radio programmes, e.g. BBC Radio 2 breakfast show, BBC Radio 4 Today programme
4. Other BBC podcasts not originally broadcast on radio (not including TV programme podcasts)
5. Podcasts from non-BBC radio stations e.g. *Heart Breakfast podcast*, *Frank Skinner Show*
6. Podcasts made by newspapers or Magazines e.g. *Sun*, *Telegraph*, *Guardian*, *Economist*, *Monocle*, *New York Times*
7. Other

GRID COLUMNS – SINGLE CODE

1. Several times a day
2. About once a day
3. Several times a week
4. About once a week
5. Several times a month
6. About once a month
7. Less often
8. Never

Questionnaire

ASK ALL

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening:

GRID ROWS – RANDOMISE ORDER

1. Listening to radio
2. Listening to music streaming services (E.g. Spotify)
3. Reading books
4. Listening to audiobooks
5. Reading newspapers (print or online)
6. Watching TV
7. Playing electronic games (e.g. on mobile device)
8. Browsing the internet

GRID COLUMNS – SINGLE CODE

1. A lot more
2. A little more
3. About the same
4. A little less
5. A lot less

ASK ALL

Q23. How strongly would you say you agree or disagree with the following...

GRID ROWS – RANDOMISE ORDER

1. I find it easy to find out about podcasts I might enjoy
2. There should be clear warnings about possible offensive language or topics at the start of podcasts
3. I'd be happy to pay to subscribe to my favourite podcasts
4. I only listen to podcasts from people I've heard of (e.g. influencers, celebrities)
5. There are too many adverts on the podcasts I listen to
6. There is a lot more choice in what to listen to compared to radio
7. I like the range of content available on podcasts
8. Podcasts offer me something I can't get on radio
9. I like the convenience of being able to listen to podcasts when it suits me
10. I'm worried about content in podcasts that may be offensive or upsetting to me or others
11. I trust what I hear in podcasts
12. I prefer podcasts from the UK to those from other countries

GRID COLUMNS – SINGLE CODE

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree