

Survey name: Ofcom Podcast Listening
Questionnaire 2021

Timings: March 2022

Methodology: Online survey

ASK ALL

Q1. Which of the following are you?

SINGLE CODE

1. Man
2. Woman
3. Non-Binary
4. Prefer to use another term (please specify)
5. Prefer not to say

ASK ALL

Q2. How old are you?

[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

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 living in your household, 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]

INTRODUCTION. We are conducting research on behalf of UK's communications regulator Ofcom, who are looking to understand attitudes to and use of different types of audio content. Are you willing to complete this questionnaire?

SINGLE CODE

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

ASK ALL

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

GRID ROWS – RANDOMISE ORDER

- a) A radio station that plays music (e.g. BBC Radio 2, Heart, Classic FM) *(LOCK WITH CODE B)*
- b) A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)
- c) Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)
- d) An online music service (e.g. Spotify, Amazon Music)
- e) Your personal music collection on CD, vinyl record or cassette tapes
- f) A podcast
- g) An audiobook (digital/online and physical)
- h) TV music video channels for background listening (e.g. 4Music) *(LOCK WITH CODE I)*
- i) Music video websites or apps for background listening (e.g. YouTube)
- j) Social audio services (e.g. Clubhouse)
- k) Other type of audio content (e.g. Time to Walk by Apple Fitness+, guided audio meditation)
(CODE TO APPEAR LAST)

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

ASK ALL WHO NEVER LISTEN TO PODCASTS IN Q5 (CODE 8 NEVER)

Q6A. Have you ever listened to a podcast in the past?

SINGLE CODE

1. Yes
2. No

ASK ALL WHO LISTENED TO PODCASTS IN THE PAST BUT DO NOT CURRENTLY (CODE 1 IN Q6)

Q6B. Why did you stop listening to podcasts?

MULTI CODE

1. I don't have enough time to listen to podcasts
2. I can't find any podcasts that interest me
3. I find listening to podcasts inconvenient
4. I used to listen when I was travelling to and from work but I now work from home more
5. I used to listen when I was at the gym or while exercising but haven't done that as often
6. Other (WRITE IN)

ASK ALL WHO HAVE NEVER LISTENED TO PODCASTS (CODE 2 IN Q6)

Q6C. Why have you never listened to a podcast?

MULTI CODE

1. I don't have enough time to listen to podcasts
2. I don't know how to access podcasts
3. I don't know what podcasts are
4. I don't have an appropriate device to be able to listen to podcasts
5. There are no podcasts that I find interesting
6. Not interested in listening to podcasts
7. I don't like listening to speech content
8. Other

ASK ALL WHO DO NOT LISTEN TO PODCASTS REGULARLY (CODES 5-7 IN Q5 FOR PODCASTS)

Q6D. You said that you listen to podcasts occasionally, why do you not listen to podcasts more often?

MULTI CODE

1. I don't have enough time to listen to more podcasts
2. I can't find any podcasts that interest me
3. I find listening to podcasts inconvenient
4. I used to listen when I was travelling to and from work but I now work from home more
5. I used to listen when I was at the gym or while exercising but haven't done that as often
6. The podcast(s) I subscribe to are issued less than weekly
7. Other (WRITE IN)

ASK ALL

Q6E. Which, if any, of these do you think best describes a podcast:

SINGLE CODE

1. Audio content with the word 'podcast' in the title
2. Short, speech-based audio content that I can listen to at my convenience
3. A series of audio programmes about a particular topic
4. Audio content I can subscribe to and get notifications when a new episode is available
5. YouTube video clips from the same provider published on a regular basis
6. Catch-up radio programmes (just the same as they were broadcast on the radio)
7. Catch-up radio programmes (cut-down to a shorter length)
8. Other (please specify)

ASK ALL WHO LISTEN TO PODCASTS IN Q5 (CODES 1-7 FOR PODCAST IN Q5)

Q6F. For how long have you been listening to podcasts?

SINGLE CODE

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

ASK ALL WHO LISTEN TO PODCASTS IN Q5

Q6G. 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 amount
4. Don't know

ASK ALL WHO SAY THEY LISTEN TO FEWER PODCASTS THAN COMPARED TO WHEN THEY FIRST STARTED LISTENING (CODE 2 IN Q7)

Q6H. You said you currently listen to fewer podcasts than you did compared to when you first started listening, why is this?

MULTI CODE

9. I don't have enough time to listen to more podcasts
10. I can't find any podcasts that interest me
11. I find listening to podcasts inconvenient
12. It is hard to find what I want to listen to

13. I used to listen when I was travelling to and from work but I now work from home more
14. I used to listen when I was at the gym or while exercising but haven't done that as often
15. Other (WRITE IN)

ASK ALL

Q6I. Where do you tend to hear about new podcasts?

MULTI CODE - DO NOT RANDOMISE

1. Word of mouth (friends / family)
2. Social media sites (e.g. Facebook or Instagram)
3. Newspapers (including print and website/app versions)
4. Magazines (including print and website/app versions)
5. Any other websites/apps e.g. via search engines
6. Mentions or interviews on radio programmes
7. Mentions or interviews in television programmes
8. Other TV advertising e.g. trailers or adverts (**LOCK WITH CODE 7**)
9. From where I listen to podcasts e.g. Spotify, BBC Sounds
10. I don't hear about new podcasts
11. Don't know

**THE FOLLOWING QUESTIONS WILL ONLY BE ASKED TO REGULAR/WEEKLY PODCAST USERS
(CODES 1-4 FOR PODCASTS IN Q5)**

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 travelling in a car
2. When traveling on public transport
3. While walking
4. While cycling
5. While doing any other exercise
6. While doing housework (e.g. cleaning / cooking / gardening)
7. While at work (including working from home)
8. While at school/college (including remote learning from home)
9. While at home relaxing
10. At bedtime/before going to sleep
11. To help me go to/get back to sleep
12. Other

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. For company
3. To relax
4. To pass the time
5. For practical advice
6. To discover new music
7. For entertainment
8. Habit
9. To give me something to talk about with friends/family
10. To learn something new or improve understanding of something I already know about
11. To make me feel better
12. To catch-up on news
13. Someone else chooses
14. Other reason (WRITE IN)

Note to respondent: *The following questions are about the podcasts you listen to, it may help you to look at the apps/services you use for podcasts before you answer the next set of questions*

ASK ALL

Q9. On average, how many individual podcasts do you listen to in a week? These could include different podcasts or episodes from the same series.

OPEN NUMERIC TEXT BOX

ASK ALL

Q10. How many podcast series are you subscribed to?

OPEN NUMERIC TEXT BOX

ASK IF CODES 2-6 AT Q10

Q11. And how many of these series are active and are currently releasing podcasts?

OPEN NUMERIC TEXT BOX

ASK ALL

Q12. 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

Q13. 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 *[locked with 1]*
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. News and Current Affairs
14. Science and Technology
15. Society and Culture
16. Football
17. Other Sports *[locked with 16]*
18. Travel
19. True Crime
20. TV and Film
21. Professional Development
22. 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

ASK ALL SELECTING 2 OR MORE CODES AT Q13

Q17. And which of these is your favourite?

ASK ALL

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

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 show for the first time
9. Talked to friends/family about what you heard
10. Started following someone on social media
11. Listened to other podcasts or audio recommended at the end of a podcast
12. I have thought about creating my own podcast
13. Other

ASK ALL

Q19. And how do you tend to access the podcasts you listen to? By this we mean the app or website you use to listen to the podcast, not necessarily who created it.

MULTICODE – DO NOT RANDOMISE ORDER [GROUPS TO BE SHOWN ON DIFFERENT SCREENS]

GROUP 1:

1. BBC Sounds (website or app)
2. Globalplayer (website or app)
3. Planetradio.co.uk
4. Websites/apps of non-BBC radio stations (e.g. Heart, Classic, Kiss)
5. RadioPlayer website
6. Tuneln (free service with advertising)
7. Tuneln (paid for version)

GROUP 2:

8. Apple podcasts / iTunes
9. Google Podcasts
10. Spotify (free service, includes advertising)
11. Spotify premium (paid for, with no ads)
12. Spotify Premium (on a free trial, with no ads)
13. Amazon Prime Music
14. Amazon Music Unlimited
15. YouTube
16. Audible
17. Soundcloud
18. Deezer
19. Tidal

GROUP 3:

20. BeyondPod
21. DoggCatcher
22. Stitcher

- 23. Pocket Casts
- 24. Podcast Addict
- 25. Overcast
- 26. Castbox

GROUP 4:

- 27. Website or app of the podcast itself (please specify) e.g. *serialpodcast.org*, *thisamericanlife.org*, *woodenovercoats.com*
- 28. Newspaper or magazine site/app (e.g. The Guardian, The Times, New York Times)
- 29. Other website/app (please specify) – **SHOW LAST; VERBATIM - NOT CODED**

PIPE THROUGH PLATFORMS SELECTED FROM Q19

Q19B.: And which of these do you use most often for listening to podcasts? (All selected at Q19)
Select one only

ASK ALL WHO SELECT CODE 4 IN Q19 (WEBSITES/APPS OF NON-BBC RADIO STATIONS)

Q19C: How many websites/apps of non-BBC radio stations (e.g. Heart, Classic, Kiss) do you use for listening to podcasts?

WRITE IN NUMBER

ASK ALL WHO SELECT CODE 28 IN Q19 (NEWSPAPER OR MAGAZINE SITE/APP)

Q19D: How many newspaper/magazine sites/apps (e.g. The Guardian, The Times) do you use for listening to podcasts?

WRITE IN NUMBER

ASK ALL WHO SELECT CODE 27 IN Q19 (WEBSITE/APP OF THE PODCAST ITSELF)

Q19E: How many websites/apps of the podcast itself (e.g. *serialpodcast.org*, *thisamericanlife.org*, *woodenovercoats.com*) do you use for listening to podcasts?

WRITE IN NUMBER

PIPE THROUGH PLATFORMS SELECTED FROM Q19 [SHOW AS GRID]

Q19C: Which of these devices do you use to access each of the following platforms that you use?:

1. Smartphone
2. Tablet
3. Laptop
4. PC
5. Smart speaker
6. Smart TV
7. Other

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
2. Content from a range of different providers
3. Quality of podcasts
4. Ease of use
5. Ease of navigation
6. Auto-download of episodes
7. Exclusive content only available through that platform
8. Syncing across devices
9. Can use it easily on my smartphone
10. Compatibility with smart speaker
11. Smart playlists
12. Episode previews
13. Play video as audio
14. Speed adjustment
15. Push notifications
16. Customisation options
17. Social sharing options, e.g. short clip shares
18. The service is free
19. Recommendations/personalisation

GRID COLUMNS – SINGLE CODE

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

MAX 2 ACCESS POINTS TO BE RATED

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

TIER 2: ASK CODES 10 (GlobalPlayer), 2 (Apple Podcasts), 4 (Spotify), 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
2. Content from a range of different providers
3. Quality of podcasts
4. Ease of use
5. Ease of navigation
6. Auto-download of episodes
7. Exclusive content only available through that platform

8. Syncing across devices
9. Can use it easily on my smartphone
10. Compatibility with smart speaker
11. Smart playlists
12. Episode previews
13. Play video as audio
14. Speed adjustment
15. Push notifications
16. Customisation options
17. Social sharing options, e.g. short clip shares
18. The service is free
19. Recommendations/personalisation

GRID COLUMNS – SINGLE CODE

1. Very good
2. Quite good
3. Neither good nor poor
4. Quite poor
5. Very poor
6. Don't know

ASK ALL WHO DO NOT USE A SMART SPEAKER FOR PODCASTS IN Q19C

Q20C. Why do you not use a smart speaker to listen to podcasts? (a smart speaker could include Amazon Echo, Google Home or Apple HomePod among others)

1. I don't own a smart speaker
2. I prefer to listen through my headphones / earbuds
3. I don't want to disturb others in my household
4. Listening to podcasts is a personal experience which you don't get from smart speakers
5. I tend to listen to podcasts when I'm moving around the house so a smart speaker is not appropriate
6. I don't have a smart speaker in my room where I tend to listen to my podcasts
7. I tend to listen to podcasts when I'm outside of the house
8. Other (please specify)

ASK ALL

Q21. How often, if at all, do you listen to the following types of 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) *[locked with 3]*
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. Podcasts by celebrities
8. Other independent podcasters *[locked with 9 and to be shown at end]*
9. 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

ASK ALL SELECTING YOUTUBE AT Q19

Q21B. You said you use YouTube to listen to podcasts. Which of these best describes why you use it for podcasts (Please select all that apply):

1. I prefer to watch the podcast rather than listening to it only
2. There is a greater choice of podcasts to listen to
3. I use YouTube for other things so it's easier to switch to podcasts
4. Podcasts are easier to find on YouTube
5. I like the recommendations on YouTube
6. I like to see what else is on the various YouTube channels I use for podcasts
7. I like to read the comments from other people
8. Other (please write in)

ASK ALL

Q22. Thinking about the amount of podcast listening you do nowadays, 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. Listening to my personal music collection (e.g. music stored on a digital device or via a CD, vinyl record, cassette tape)
4. Reading books
5. Listening to audiobooks
6. Reading newspapers (print or online)
7. Watching TV or films
8. Playing electronic games (e.g. on mobile device)
9. 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 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. I would like to produce my own podcast
9. Podcasts offer me something I can't get on radio
10. I like the convenience of being able to listen to podcasts when it suits me
11. I'm worried about content in podcasts that may be offensive or upsetting to me or others
12. I trust what I hear in podcasts
13. I prefer UK podcasts to those from other countries
14. I prefer to just use one place to access my podcasts
15. Podcasts allow me to enjoy my hobbies more
16. I feel more informed because of podcasts
17. I find advertising and sponsorship on podcasts less intrusive than on other media I consume

GRID COLUMNS – SINGLE CODE

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

ASK ALL

OPEN-ENDED 1:

Which podcasts have you listened to in the past month? (please write in a maximum of five podcasts. If you listen to more podcasts than this, please write in the five podcasts which you listen to the most)

ASK ALL

OPEN-ENDED 2:

Which podcast would you miss the most if you couldn't listen to it anymore?