

Technical Report – Ofcom Podcast Survey 2022

Study Objectives

The objective of this research is to develop knowledge of podcasts, specifically amongst those who listen to Podcasts regularly with a view to obtaining a better understanding of the in-the-moment needs, behaviours, and usage.

Sample Design

Quotas

Nationally representative quotas were used to closely represent the offline UK population. Targets for quotas were taken from the PAMCO survey, a random probability F2F survey conducted annually with 35,000 adults, and were set on the following:

- Age (16-24, 25-34, 35-44, 45-54, 55-64, 65+)
- Gender
- Region
- Ethnicity
- Social Grade

No quotas were in place for reaching regular, occasional and non listeners of podcasts however we aimed to achieve as even spread as possible.

Q5 was placed on Yonder's Telephone Omnibus. Quotas are set on age, gender and region which are also taken from the PAMCO survey.

Fieldwork

The online aspect of this survey was conducted using Yonder's online panel, reaching a 1,000 nationally representative sample which consisted of 529 non podcast users, 160 regular users and 352 occasional users. Regular podcast users were then targeted via boost interviews in order to reach 1,000 regular users, overall.

Invitations to complete the survey were sent out on a nationally representative basis aligned to age, gender, region and social grade to ensure that we achieved a good demographic spread of respondents.

One question (Q5) was then placed on Yonder's Telephone Omnibus. This reached a 1,000 nationally representative sample in the UK with a 50% landline, 50% mobile approach.

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 offline profile of the UK was adjusted by RIM¹ weighting, using the known demographic profile of the population. Data was weighted using 8 different variables - age, gender, government office region, social grade, working status and housing tenure.

As we combined the data from the Telephone Omnibus (for Q5) with the online data, we produced two sets of data tables:

1. Online and Telephone weighted using our nationally representative weights.
2. Online tables weighting using our nationally representative weights excluding the Telephone data (Q5).

¹ Random Iterative Weighting

We found this to be the best option rather than having two sets of weights in the same set of tables which could lead to confusion.