Ofcom

SURVEY NAME: OFCOM PODCAST LISTENING QUESTIONNAIRE 2024

SURVEY DATE: 3RD – 12TH MARCH

METHODOLOGY: ONLINE

SURVEY LENGTH: 20 MINUTES

SAMPLE: N=1000 CONSISTING OF N=500 NON PODCAST USERS, N=160 REGULAR USERS, N=340 OCCASIONAL USERS + BOOST OF REGULAR USERS UP TO N=1000

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 NUMERICAL 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. 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.

Which of the following best describes the employment status of the Chief Income Earner in your household? Please select one only

1. Full-time employment (more than 29 hours a week)
2. Part-time employment (8 - 29 hours per week)
3. Retired
4. Student
5. Not working / Sick / Disabled / Working less than 8 hours per week

Please input the first 3 or 4 letters of the occupation of your household's Chief Income Earner below and click 'search'.

ENTER SOCIAL GRADER [SEG ALGORITHM GENERATES SEG]

Q5 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. I do other activities more often (e.g. watching TV or gaming)
7. I find podcasts are usually too long
8. I lost interest in the content of the podcasts
9. Other (please specify)
10. Don't know

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. X, TikTok, 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
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
13. Don't know

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
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
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
2. Globalplayer
3. Rayo / planetradio.co.uk
4. Websites/apps of non-BBC radio stations (e.g. Heart, Classic, Kiss)
5. RadioPlayer website
6. TuneIn (free service with advertising)
7. TuneIn (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
27. Podbean
28. Player FM

GROUP 4:

29. Website or app of the podcast itself (please specify) e.g. *serialpodcast.org, thisamericanlife.org, woodenovercoats.com*
30. Newspaper or magazine site/app (e.g. The Guardian, The Times, New York Times)
31. 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

Don't know

ASK ALL WHO SELECT CODE 30 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

Don't know

ASK ALL WHO SELECT CODE 29 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

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
20. Appropriate length

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 4 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
20. Appropriate length

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
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
9.

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

STANDARD DEMOGRAPHIC QUESTIONS TO FOLLOW