

**Survey name:** Ofcom Audio Survey 2022

---

**Timings:** March 2022

---

**Methodology:** Online survey (Omnibus)

---

*We are conducting research on behalf of the UK's communications regulator Ofcom, who are looking to understand use of and attitudes towards different types of radio and audio services.*

## Section 1 – Audio platforms/radio sources

### ASK ALL

**Q1.** 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) 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 [BACK FILTER ANYONE WHO LISTS A RADIO STATION HERE BUT DID NOT CODE 'A RADIO STATION' IN Q1]**

**Q2.** Which, if any, of these radio stations have you listened to in the last 7 days?

#### MULTICODE

- BBC Radio 1
- BBC Radio 2
- BBC Radio 3

BBC Radio 4  
BBC Radio 5 live  
BBC 6 Music  
BBC Asian Network  
BBC Radio 1Xtra  
BBC Radio 4 Extra  
BBC Radio 5 live sports extra  
BBC World Service  
BBC radio for your nation / region (e.g. BBC Radio Scotland, BBC Radio Newcastle)  
talkRADIO  
talkSPORT/talkSPORT 2  
Classic FM  
Any Absolute Radio station  
Any Capital radio station  
Any Heart radio station  
Any Smooth Radio station  
Any Kiss radio station  
Any Magic radio station  
Any Hits radio station  
Any Greatest Hits radio station  
Virgin Radio  
Any LBC radio station  
Other (please specify)  
Have not listened to the radio in last 7 days

## Section 2 – Devices used for radio

### **ASK ALL RADIO LISTENERS IN Q2 [SHOW AS GRID]**

**Q3.** In which of the following ways do you tend to listen to the radio?

### **GRID ROWS [SHOW STATIONS LISTENED TO IN Q2]**

#### **GRID COLUMNS [MULTICODE]**

- A. FM/AM radio in the house
- B. FM/AM radio in the car
- C. DAB digital radio in the house
- D. DAB digital radio in the car
- E. TV set via a channel
- F. TV set via an app
- G. Smart speaker (e.g. Google home hub, Amazon Alexa)
- H. Internet radio set (radio set that connects to your home Wi-Fi)
- I. Website or app using a smartphone, tablet or laptop/computer
- J. Apps built into a car's 'infotainment system' using the car's own internet access (not by connecting via a mobile phone)
- K. Other (please specify)

**ASK ALL SMART SPEAKER RADIO USERS (G IN Q3)**

**Q4.** Have you ever asked your smart speaker to play a particular radio station or radio programme, but it has then started playing a different radio station or something you weren't expecting?

- Yes
- No
- Don't know

**ASK ALL EXCEPT SMART SPEAKER RADIO USERS (G IN Q3)**

**Q5.** Do you personally use a smart speaker?

- Yes
- No

**ASK ALL USING SMART SPEAKER (G IN Q3 OR YES IN Q5)**

**Q6.** If you have ever asked your smart speaker to give a news update, how aware are you of the news source (e.g. BBC, The Times, Sky News)?

- Always aware
- Sometimes aware
- Never aware
- I have never used my smart speaker for news

**ASK ALL USING SMART SPEAKER (G IN Q3 OR YES IN Q5) EXCEPT THOSE WHO DO NOT USE IT FOR NEWS IN Q6**

**Q7.** Have you/ has someone in your household changed the default settings in your smart speaker to select a preferred provider for your news updates?

- Yes**, I/we have changed the default settings in my smart speaker
- No**, I/we have not changed the default settings but I was aware I could do that
- No**, I/we have not changed the default settings, I was not aware I could do that
- Don't know

**ASK ALL USING SMART SPEAKER (G IN Q3 OR YES IN Q5)**

**Q8.** Have you/ has someone in your household changed the default settings in your smart speaker to select a preferred provider for your music?

- Yes**, I/we have changed the default settings in my smart speaker
- No**, I/we have not changed the default settings but I was aware I could do that
- No**, I/we have not changed the default settings, I was not aware I could do that
- No**, I/we do not use a smart speaker for music
- Don't know

## Section 3 – Audio services used

**For all those responding codes 1-6 ( at least monthly) at Q1 (all except E personal music collection)**

### **ASK ALL ANSWERING Q1 A OR B AND Q3 F-J (ONLINE RADIO LISTENERS)**

**9a.** Thinking specifically about listening to radio, which of these ways do you listen (using websites or apps):

1. BBC Sounds
2. Apple Music
3. Globalplayer
4. Website or app for Heart, Capital, Classic FM, Smooth, Radio X radio stations
5. Planetradio.co.uk (for radio stations including Magic, Kiss, Greatest Hits, Hits, Absolute, Scala, Planet Rock)
6. Specific apps for Magic, Kiss, Greatest Hits, Hits, Absolute, Scala, Planet Rock
7. Other non-BBC radio website or app (e.g. talkSPORT, LBC, Virgin, Times Radio, local commercial radio, community radio)
8. YouTube
9. Spotify Premium (paid for, with no ads)
10. Spotify Premium (on a free trial, with no ads)
11. Spotify (free service, includes advertising)
12. Amazon Music Free (ad-supported, no subscription needed)
13. Amazon Music Prime
14. Amazon Music Unlimited
15. Radioplayer
16. TuneIn (free service with advertising)
17. TuneIn (paid for version)
18. Deezer
19. Other (please specify)

### **ASK ALL THOSE ANSWERING Q9A**

**Q9b.** And how often do you use these for listening to radio?

**[SHOW CODES SELECTED AT Q9A ONLY AND PIPE THROUGH OTHER CODE]**

1. BBC Sounds
2. Apple Music
3. Globalplayer
4. Website or app for Heart, Capital, Classic FM, Smooth, Radio X radio stations
5. Planetradio.co.uk (for radio stations including Magic, Kiss, Greatest Hits, Hits, Absolute, Scala, Planet Rock)
6. Specific apps for Magic, Kiss, Greatest Hits, Hits, Absolute, Scala, Planet Rock
7. Other non-BBC radio website or app (e.g. talkSPORT, LBC, Virgin, Times Radio, local commercial radio, community radio)
8. YouTube
9. Spotify Premium (paid for, with no ads)
10. Spotify Premium (on a free trial, with no ads)
11. Spotify (free service, includes advertising)

12. Amazon Music Free (ad-supported, no subscription needed)
13. Amazon Music Prime
14. Amazon Music Unlimited
15. Radioplayer
16. TuneIn (free service with advertising)
17. TuneIn (paid for version)
18. Deezer
19. Other (please specify)

**GRID COLUMNS – SINGLE CODE**

- Several times a day
- About once a day
- Several times a week
- About once a week
- Several times a month
- About once a month
- Less often

**ASK ALL ANSWERING Q1 D**

**Q9c.** Thinking specifically about listening to online music (not including radio), which of these ways do you listen (using websites or apps):

1. BBC Sounds
2. Apple Music
3. Globalplayer
4. YouTube Music for background listening (subscription service)
5. YouTube for background listening (free service)
6. Spotify Premium (paid for, with no ads)
7. Spotify Premium (on a free trial, with no ads)
8. Spotify (free service, includes advertising)
9. Amazon Music Free (ad-supported, no subscription needed)
10. Amazon Music Prime
11. Amazon Music Unlimited
12. Radioplayer
13. TuneIn (free service with advertising)
14. TuneIn (paid for version)
15. Soundcloud
16. Deezer
17. Tidal
18. Other (please specify)

**ASK ALL THOSE ANSWERING Q9C**

**Q9d.** And how often do you use each of these platforms to listen to online music?  
**[SHOW CODES SELECTED AT Q9C ONLY AND PIPE THROUGH OTHER CODE]**

1. BBC Sounds
2. Apple Music
3. Globalplayer
4. YouTube Music for background listening (subscription service)
5. YouTube for background listening (free service)
6. Spotify Premium (paid for, with no ads)
7. Spotify Premium (on a free trial, with no ads)
8. Spotify (free service, includes advertising)
9. Amazon Music Free (ad-supported, no subscription needed)
10. Amazon Music Prime
11. Amazon Music Unlimited
12. Radioplayer
13. TuneIn (free service with advertising)
14. TuneIn (paid for version)
15. Soundcloud
16. Deezer
17. Tidal
18. Other (please specify)

**GRID COLUMNS – SINGLE CODE**

- Several times a day
- About once a day
- Several times a week
- About once a week
- Several times a month
- About once a month
- Less often

**ASK ALL ANSWERING Q1 F**

**9e.** Thinking specifically about listening to podcasts, which of these ways do you listen (using websites or apps):

1. BBC Sounds
2. Apple podcasts / iTunes
3. Globalplayer
4. Planetradio
5. Other non-BBC radio website or app
6. YouTube
7. Google podcasts
8. Spotify Premium (paid for, with no ads)
9. Spotify Premium (on a free trial, with no ads)
10. Spotify (free service, includes advertising)
11. Amazon Music Free (ad-supported, no subscription needed)
12. Amazon Music Prime
13. Amazon Music Unlimited
14. Audible
15. Radioplayer

16. TuneIn (free service with advertising)
17. TuneIn (paid for version)
18. Soundcloud
19. Deezer
20. Tidal
21. Pocket Casts
22. BeyondPod
23. DoggCatcher
24. Stitcher
25. Podcast Addict
26. Overcast
27. Castbox
28. Newspaper or magazine site/app (e.g. The Guardian, The Times, The Spectator)
29. Website or app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com
30. Other (please specify)

**ASK ALL THOSE ANSWERING Q9E**

**Q9F.** And how often would you say you use each of these platforms to listen to podcasts?

**[SHOW CODES SELECTED AT Q9E ONLY AND PIPE THROUGH OTHER CODE]**

1. BBC Sounds
2. Apple podcasts / iTunes
3. Globalplayer
4. Planetradio
5. Other non-BBC radio website or app
6. YouTube
7. Google podcasts
8. Spotify Premium (paid for, with no ads)
9. Spotify Premium (on a free trial, with no ads)
10. Spotify (free service, includes advertising)
11. Amazon Music Free (ad-supported, no subscription needed)
12. Amazon Music Prime
13. Amazon Music Unlimited
14. Audible
15. Radioplayer
16. TuneIn (free service with advertising)
17. TuneIn (paid for version)
18. Soundcloud
19. Deezer
20. Tidal
21. Pocket Casts
22. BeyondPod
23. DoggCatcher
24. Stitcher
25. Podcast Addict
26. Overcast

27. Castbox
28. Newspaper or magazine site/app (e.g. The Guardian, The Times, The Spectator)
29. Website or app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com
30. Other (please specify)

**GRID COLUMNS – SINGLE CODE**

- Several times a day
- About once a day
- Several times a week
- About once a week
- Several times a month
- About once a month
- Less often

**ASK ALL ANSWERING Q1 G**

**9g.** Thinking specifically about listening to audiobooks, which of these ways do you listen:

1. BBC Sounds
2. Apple Books
3. Audible
4. Libby
5. YouTube
6. Google Play Books
7. Kobo
8. Nook
9. Librivox
10. Audiobooks.com
11. Scribd
12. Spotify Premium (paid for, with no ads)
13. Spotify Premium (on a free trial, with no ads)
14. Spotify (free service, includes advertising)
15. Amazon Kindle
16. Audio book on CD / cassette / vinyl
17. Other (please specify)

**ASK ALL THOSE ANSWERING Q9G**

**Q9h.** And how often do you use each of these platforms when listening to audiobooks?

**[SHOW CODES SELECTED AT Q9G ONLY AND PIPE THROUGH OTHER CODE]**

1. BBC Sounds (website or app)
2. Apple Books
3. Audible
4. Libby
5. YouTube
6. Google Play Books



7. Kobo
8. Nook
9. Librivox
10. Audiobooks.com
11. Scribd
12. Spotify Premium (paid for, with no ads)
13. Spotify Premium (on a free trial, with no ads)
14. Spotify (free service, includes advertising)
15. Amazon Kindle
16. Audio book on CD / cassette / vinyl
17. Other (please specify)

**GRID COLUMNS – SINGLE CODE**

- Several times a day
- About once a day
- Several times a week
- About once a week
- Several times a month
- About once a month
- Less often

**ASK ALL ANSWERING Q1 I**

**9i.** Thinking specifically about using music video websites or apps for background listening (e.g. YouTube) which of these ways do you listen:

1. Apple Music
2. BBC Sounds on YouTube
3. YouTube (not including BBC Sounds on YouTube)
4. Amazon Music Unlimited
5. Amazon Music Prime
6. Amazon Music Free (ad-supported, no subscription needed)
7. Soundcloud
8. Deezer
9. Tidal
10. Other (please specify)

**ASK ALL THOSE ANSWERING Q9I**

**Q9j.** And how often would you say you use each of these?

**[SHOW CODES SELECTED AT Q9I ONLY AND PIPE THROUGH OTHER CODE]**

1. Apple Music
2. BBC Sounds on YouTube
3. YouTube (not including BBC Sounds on YouTube)
4. Amazon Music Unlimited
5. Amazon Music Prime
6. Amazon Music Free (ad-supported, no subscription needed)
7. Soundcloud
8. Deezer

- 9. Tidal
- 10. Other (please specify)

**GRID COLUMNS – SINGLE CODE**

- Several times a day
- About once a day
- Several times a week
- About once a week
- Several times a month
- About once a month
- Less often

**ASK ALL USING A SERVICE IN Q9 A-J**

**Q10.** And how long have you been using [SERVICE]?

**SHOW ALL SERVICES USED, MAXIMUM OF 5, RANDOMLY SELECTED, DO NOT ASK ABOUT BBC SOUNDS**

**SINGLE CODE**

- Less than a month
- 1-6 months
- 6 months – 1 year
- Over a year
- Can't remember

## Section 4 – BBC Sounds

**ASK ALL WHO DO NOT SELECT BBC SOUNDS IN Q9**

**Q11.** You said you haven't used BBC Sounds, have you ever heard of it before today?

**SINGLE CODE**

- Yes
- No
- Don't know/not sure

**ASK ALL AWARE OF BBC SOUNDS BUT DON'T USE IT IN Q11**

**Q12.** Which of these best describes why you don't listen to BBC Sounds?

**MULTICODE – RANDOMISE ORDER**

- I don't think it is a service that is relevant to me/has something for me
- I don't listen to BBC radio
- I am not interested in the content
- I already use/prefer other online audio streaming services
- I access BBC audio content on other services (e.g. Spotify)
- I access BBC audio content in other ways (e.g. a radio set)
- I don't want to have to sign in

I don't know what it offers  
Other (please specify)

**ASK ALL USING BBC SOUNDS IN Q9**

**Q13.** And how long have you been using BBC Sounds?

**SINGLE CODE**

Less than a month  
1-6 months  
6 months – 1 year  
Over a year  
Can't remember

**ASK ALL USING BBC SOUNDS IN Q9. ASK AS GRID QUESTION**

**Q14.** As a result of using BBC Sounds, would you say you are listening to more, less or about the same amount of each of the following types of audio than before you started using BBC Sounds?

**ROWS**

- A. Live radio
- B. Catch-up radio
- C. Podcasts
- D. Online music playlists/mixes
- E. Audiobooks

**COLUMNS**

- 1. I am listening to more
- 2. I am listening to less
- 3. I am listening about the same
- 4. Don't know

**ASK ALL USING BBC SOUNDS IN Q9**

**Q15.** Has your use of other audio services that provide different types of audio changed since you started using BBC Sounds or has it stayed the same?

**GRID ROWS**

Online radio (not on BBC Sounds)  
Catch-up radio programmes (not on BBC Sounds)  
Podcasts (not on BBC Sounds)  
Music mixes/playlists (not on BBC Sounds)  
Audiobooks (not on BBC Sounds)

**COLUMN**

I use other audio services providing this type of content more  
I use other audio services providing this type of content less

I use other audio services providing this type of content about the same  
Don't know

## Section 5 – Importance and rating of services

### ASK ALL ANSWERING Q1 D

**Q16.** Thinking specifically about listening to online music, how do you tend to choose what to listen to?

#### MULTI CODE

Playlists provided by the service  
My own playlists  
Recommendations from the service  
I search for a particular track  
Other – please specify

### ASK ALL

**Q17.** Thinking about the services which offer different types of online audio (e.g. radio, music, podcasts etc), how important, if at all, are the following?

#### GRID ROWS – RANDOMISE ORDER

Range of content  
Being able to access different types of audio (radio, music playlists and podcasts) in one place  
Content from a range of different providers  
Ease of use  
Ease of navigation  
Exclusive content only available through that platform  
Personalisation options – it gets to know my tastes  
Cost of the service  
The service being free from adverts  
The ethics and morals of the service provider  
Ability to share playlists  
My friends/family use the same service  
I can interact with friends/family on the service  
Ability to use the service easily on a range of devices

#### GRID COLUMNS – SINGLE CODE

Very important  
Quite important  
Neither important nor unimportant  
Quite unimportant  
Not important at all

**ASK ALL SELECTING SERVICE IN Q9. ASK FOR UP TO 5 TYPES. IF SELECTED MORE THAN 5, PRIORITISE BBC SOUNDS. PIPE THROUGH PLATFORMS SELECTED FROM Q9 (ONLINE AUDIO)**

**Q18.** You said you use [SERVICE]. How good or bad, are they on each of the following?

**GRID ROWS – RANDOMISE ORDER**

Range of content

Being able to access different types of audio (radio, music playlists and podcasts) in one place

Content from a range of different providers

Ease of use

Ease of navigation

Exclusive content only available through that platform

Personalisation options – it gets to know my tastes

Cost of the service

Amount of adverts

Ethics/morals

Ability to share playlists

Interaction with friends/family

Ability to use the service easily on a range of devices

**GRID COLUMNS – SINGLE CODE**

Very good

Quite good

Neither good nor poor

Quite poor

Very poor

**ASK ALL SELECTING SERVICE IN Q9. ASK FOR UP TO 5 TYPES. IF SELECTED MORE THAN 5, PRIORITISE BBC SOUNDS. PIPE THROUGH PLATFORMS SELECTED FROM Q2 (RADIO) AND Q9 (ONLINE AUDIO)**

**Q19.** On a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, overall, how satisfied or dissatisfied are you with your experience of using these audio services?

## Section 6 – How people decide what to listen to

**ASK ALL LISTENING TO RADIO AND EITHER ONLINE MUSIC STREAMING OR PODCASTS**

**OPEN-ENDED**

**Q20.** When you choose to listen to radio, what is the main you reason you decide to listen to this and not [online music streaming/podcasts]?

**ASK ALL LISTENING TO RADIO AND ONLINE MUSIC STREAMING**

**OPEN-ENDED**

**Q21.** When you choose to listen to online music streaming, what is the main you reason you decide to listen to this and not radio?

**ASK ALL LISTENING TO RADIO AND PODCASTS**

**OPEN-ENDED**

**Q22.** When you choose to listen to podcasts, what is the main you reason you decide to listen to this and not radio?