

## Technical Report – Ofcom Audio Survey 2024

### Background and objectives

Ofcom wished to understand the use of and attitudes towards BBC Sounds in the broader audio landscape.

This includes:

- Use of radio & online audio providers
- Online audio content preferences
- Use of BBC services
- Awareness of BBC Sounds
- Impact of BBC Sounds on other audio listening
- Perceptions of audio services and the importance of certain features

### 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

A boost to reach a minimum of 150 respondents in Scotland, Wales and Northern Ireland was in place. No quotas were placed on this boost.

Q1 was placed on Yonder's Telephone Omnibus. Quotas are set on age, gender and region which are also taken from the PAMCO survey.

#### Fieldwork

Fieldwork was conducted using Yonder's online panel via the Online Omnibus, reaching a 2,301 nationally representative online sample and boosting to reach 150 respondents in Scotland, Wales and Northern Ireland. The number of completed interviews in each region was 1,796 in England, 160 in Scotland, 166 in Wales and 179 in Northern Ireland.

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.

One question (Q1) was then placed on Yonder's Telephone Omnibus. This reached a nationally representative UK sample of 1,032 with a 50% landline, 50% mobile approach.

Ofcom ran in first position on the Omnibus.

### Weighting

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 RIM<sup>1</sup> weighting, using the known demographic profile of the population. Data was weighted using age, gender, government office region, ethnicity, social grade, working status and housing tenure.

As we combined the data from the Telephone Omnibus (for Q1) 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 (Q1).

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.

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<sup>1</sup> Random Iterative Weighting