

OFCOM

SURVEY NAME: OFCOM AUDIO SURVEY 2025

METHODOLOGY: ONLINE OMNIBUS

SURVEY LENGTH: 59 QUESTION UNITS (WITHOUT CODING)

SAMPLE N= 3,000 UK 16+ SAMPLE, BOOST IN NI & WALES TO 250

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

2 UNITS

ASK ALL (ONLINE)

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) Music via an online music service (e.g. Spotify, Amazon Music, YouTube 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. That's 60s) (*LOCK WITH CODE I*)
- i) Music on video websites or apps for background listening (e.g. YouTube)
- j) Social audio services (e.g. Clubhouse, Discord)
- 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

3 UNITS

ASK ALL CODES 1-6 CHOSEN AT Q1 (AT LEAST MONTHLY)

Q1a. And why do you say you listen to the following?

GRID ROWS – ALL AUDIO CONTENT CODED 1-6 AT Q1

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
10. To learn something new
11. To make me feel better
12. To catch-up on news
13. Someone else chooses
14. Other reason

1 UNIT

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

1. BBC Radio 1
2. BBC Radio 2
3. BBC Radio 3
4. BBC Radio 4
5. BBC Radio 5 Live
6. BBC 6 Music
7. BBC Asian Network
8. BBC Radio 1Xtra
9. BBC Radio 4 Extra
10. BBC Radio 5 sports extra
11. BBC World Service
12. BBC radio for your nation / region (e.g. BBC Radio Scotland, BBC Radio Newcastle)
13. Talk (was talkRADIO)
14. talkSPORT/talkSPORT 2
15. Classic FM
16. Any Absolute Radio station
17. Any Capital radio station
18. Any Heart radio station
19. Any Smooth Radio station
20. Any Kiss radio station
21. Any Magic radio station
22. Any Hits radio station
23. Any Greatest Hits radio station
24. Virgin Radio
25. Any LBC radio station
26. Any other commercial radio station
27. Other (please specify)
28. Have not listened to the radio in last 7 days

Section 2 – Devices used for radio

3 UNITS

ASK ALL RADIO LISTENERS IN Q2

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/van/lorry
- C. DAB digital radio in the house
- D. DAB digital radio in the car/van/lorry
- 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) LOCKED WITH G
- I. Website or app using a smartphone, tablet or laptop/computer in the house
- J. Website or app using a smartphone, tablet or laptop/computer in the car/van/lorry
- K. Apps built into a car's 'infotainment system' using the car's own internet access (not by connecting via a mobile phone)
- L. Other (please specify)

1 UNT

ASK ALL DAB LISTENERS (CODES C AND/OR D IN Q3)

Q3A. Is the DAB digital radio you listen to at home and/or in your car DAB+ enabled?

DAB+ is a newer form of DAB radio. DAB+ radio sets are able to receive more radio stations than DAB radio sets – up to 60 additional stations depending on where you live.

SINGLE CODE

- 1. Yes
- 2. No
- 3. Don't know

1 UNIT

ASK ALL

NEW 1. Have you used a voice assistant in the last 3 months?

A voice assistant is software typically activated by a specific verbal command or wake word, such as "Alexa" or "Hey Google". They are installed in a range of devices, including smart speakers, smartphones, wearable devices like smart watches, and some in-car infotainment systems. They respond to verbal prompts/questions and perform tasks for you such as finding information, playing music, controlling "smart home" features and setting timers. By 'used' we mean by speaking to it as opposed to touch control.

- 1. Yes
- 2. No
- 3. Don't know **[Exclusive] [fixed]**

1 UNIT

ASK IF ANSWERED a) YES at NEW 1

NEW2. Which voice assistant(s) did you use?

Select all that apply [MULTICODE]

RANDOMISE AND FOR THE ROUTING OF CODES 1-6, PLEASE REFER TO THE EXCEL SHEET.

- 1. Amazon Alexa (wake command often 'Alexa....')
- 2. Google Assistant (wake command often 'Hey Google....')
- 3. Apple Siri (wake command often 'Hey Siri...')
- 4. Samsung Bixby (wake command often 'Hey Bixby')

5. Microsoft Cortana (wake command often 'Hey Cortana')
6. Other [please specify] **[fixed]**
7. Don't know **[Exclusive] [fixed]**

1 UNIT

ASK IF ANSWERED a) YES at NEW 1

NEW3. For the following activities, which device, if any, have you used voice assistants for?

Columns:

1. To listen to radio stations
2. To listen to other types of audio such as music streaming services, podcasts or other on-demand audio content
3. Something else – write in

Rows:

- A. Smart speaker
- B. Smart TV
- C. Smartphone (to listen through smartphone)
- D. Smartphone (to listen through in-car speakers)
- E. Other (please specify)

1 UNIT

ASK ALL THAT USE VA FOR RADIO (NEW3 = Code 1 for A, B, C, D and E)

NEW 4. Where do you typically listen to the radio using voice assistant?

- 1) Kitchen
- 2) Living room
- 3) Bedroom
- 4) Other location at home
- 5) In car
- 6) Elsewhere out of home

1 UNIT

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

Q5. Do you personally use a smart speaker?

1. Yes
2. No

1 UNIT

ASK ALL SMART SPEAKER RADIO USERS (G IN Q3 OR YES IN Q5)

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?

1. Yes
2. No
3. Don't know

1 UNIT

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)?

1. Always aware
2. Sometimes aware
3. Never aware
4. I have never used my smart speaker for news
5. Don't know

1 UNIT

ASK ALL USING SMART SPEAKER (G IN Q3 OR YES IN Q5) EXCEPT THOSE WHO DO NOT USE IT FOR NEWS (CODE 4) 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?

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

1 UNIT

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?

1. **Yes**, I/we have changed the default settings in my smart speaker
2. **No**, I/we have not changed the default settings but I was aware I could do that
3. **No**, I/we have not changed the default settings, I was not aware I could do that
4. **No**, I/we do not use a smart speaker for music
5. 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)

1 UNIT

ASK ALL ANSWERING Q1 A OR B AND Q3 F-J (ONLINE RADIO LISTENERS) DO NOT ROTATE

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. Global Player
4. Website or app for Heart, Capital, Classic FM, Smooth, LBC, Radio X radio stations
5. Rayo / Planetradio.co.uk (for radio stations including Magic, Kiss, Greatest Hits, Hits, Absolute, Planet Rock)
6. Specific apps for Magic, Kiss, Greatest Hits, Hits, Absolute, Planet Rock
7. Other non-BBC radio website or app (e.g. talkSPORT, 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)
20. Don't know

2 UNITS

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. Global Player
4. Website or app for Heart, Capital, Classic FM, Smooth, LBC, Radio X radio stations
5. Rayo / Planetradio.co.uk (for radio stations including Magic, Kiss, Greatest Hits, Hits, Absolute, Planet Rock)
6. Specific apps for Magic, Kiss, Greatest Hits, Hits, Absolute, Planet Rock
7. Other non-BBC radio website or app (e.g. talkSPORT, 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

- A. Several times a day
- B. About once a day
- C. Several times a week
- D. About once a week
- E. Several times a month
- F. About once a month
- G. Less often

1 UNIT

ASK ALL ANSWERING Q1 D. DO NOT ROTATE

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. Global Player
4. Rayo / planetradio.co.uk
5. YouTube Premium / YouTube Music (subscription service)
6. YouTube / YouTube Music (free service)
7. Spotify Premium (paid for, with no ads)
8. Spotify Premium (on a free trial, with no ads)
9. Spotify (free service, includes advertising)
10. Amazon Music Free (ad-supported, no subscription needed)
11. Amazon Music Prime
12. Amazon Music Unlimited
13. Radioplayer
14. TuneIn (free service with advertising)
15. TuneIn (paid for version)
16. SoundCloud
17. Deezer
18. Tidal
19. Other (please specify)

2 UNIT

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. Global Player
4. Rayo / planetradio.co.uk
5. YouTube Premium / YouTube Music (subscription service)
6. YouTube / YouTube Music (free service)
7. Spotify Premium (paid for, with no ads)
8. Spotify Premium (on a free trial, with no ads)
9. Spotify (free service, includes advertising)
10. Amazon Music Free (ad-supported, no subscription needed)
11. Amazon Music Prime
12. Amazon Music Unlimited
13. Radioplayer
14. TuneIn (free service with advertising)
15. TuneIn (paid for version)
16. SoundCloud
17. Deezer
18. Tidal
19. Bandcamp
20. Idagio
21. Other (please specify)

GRID COLUMNS – SINGLE CODE

- A. Several times a day
- B. About once a day
- C. Several times a week
- D. About once a week
- E. Several times a month
- F. About once a month
- G. Less often

1 UNIT

ASK ALL ANSWERING Q1 F. DO NOT ROTATE

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. Global Player
4. Rayo / planetradio.co.uk
5. Other non-BBC **radio** website or app
6. YouTube Premium / YouTube Music (subscription service)
7. YouTube / YouTube Music (free service)
8. Google podcasts
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. Audible
16. Radioplayer
17. TuneIn (free service with advertising)
18. TuneIn (paid for version)
19. SoundCloud
20. Deezer
21. Tidal
22. Pocket Casts
23. BeyondPod
24. DoggCatcher
25. Podcast Addict
26. Overcast
27. Castbox
28. Podbean
29. Player FM
30. Newspaper or magazine site/app (e.g. The Guardian, The Times, The Spectator)
31. Website or app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com
32. Other (please specify)

2 UNITS

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. Global Player
4. Rayo / planetradio.co.uk
5. Other non-BBC radio website or app
6. YouTube Premium / YouTube Music (subscription service)
7. YouTube / YouTube Music (free service)
8. Google podcasts
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. Audible
16. Radioplayer
17. TuneIn (free service with advertising)
18. TuneIn (paid for version)
19. SoundCloud
20. Deezer
21. Tidal
22. Pocket Casts
23. BeyondPod
24. DoggCatcher
25. Podcast Addict
26. Overcast
27. Castbox
28. Podbean
29. Player FM
30. Newspaper or magazine site/app (e.g. The Guardian, The Times, The Spectator)
31. Website or app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com
32. Other (please specify)

GRID COLUMNS – SINGLE CODE

- A. Several times a day
- B. About once a day
- C. Several times a week
- D. About once a week
- E. Several times a month
- F. About once a month
- G. Less often

1 UNIT

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)

2 UNITS

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

- A. Several times a day
- B. About once a day
- C. Several times a week
- D. About once a week
- E. Several times a month
- F. About once a month
- G. Less often

1 UNIT

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 Premium / YouTube Music (subscription service) (not including BBC Sounds on YouTube)
4. YouTube / YouTube Music (free service) (not including BBC Sounds on YouTube)
5. Amazon Music Unlimited
6. Amazon Music Prime
7. Amazon Music Free (ad-supported, no subscription needed)
8. SoundCloud
9. Deezer
10. Tidal
11. Spotify Premium (paid for, with no ads)
12. Spotify Premium (on a free trial, with no ads)
13. Spotify (free service, includes advertising)
14. Other (please specify)

2 UNITS

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 Premium / YouTube Music (subscription service) (not including BBC Sounds on YouTube)
4. YouTube / YouTube Music (free service) (not including BBC Sounds on YouTube)
5. Amazon Music Unlimited
6. Amazon Music Prime
7. Amazon Music Free (ad-supported, no subscription needed)
8. SoundCloud
9. Deezer
10. Tidal
11. Spotify Premium (paid for, with no ads)
12. Spotify Premium (on a free trial, with no ads)
13. Spotify (free service, includes advertising)
14. Other (please specify)

GRID COLUMNS – SINGLE CODE

- A. Several times a day
- B. About once a day
- C. Several times a week
- D. About once a week
- E. Several times a month
- F. About once a month
- G. Less often

1 UNIT

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

1. Less than a month
2. 1-6 months
3. 6 months – 1 year
4. Over a year
5. Can't remember

1 UNIT

ASK ALL EVER USING SPOTIFY (Q9a 9-11, Q9c 7-9, Q9e 9-11, Q9g 12-14)

NEWSPOTIFY1. You said you use Spotify, were you aware of and/or used these services offered by Spotify?

Crossbreak:

1. Spotify DJ - Yes, I use/have used
2. Spotify Daily Drive - Yes, I use/have used

Downbreak:

- A. Yes, I use/have used
- B. Yes, I am aware of it but have not used
- C. No, I have not heard of it

1 UNIT

ASK ALL WHO USE SPOTIFY DJ (CODE A FOR CODE 1 IN NEWSPOTIFY1)

NEWSPOTIFY2. Do you listen to more or less radio since using Spotify DJ?

1. I listen to radio more
2. I listen to radio less
3. I listen to radio about the same
4. Don't know

1 UNIT

ASK ALL WHO USE SPOTIFY DAILY DRIVE (CODE A FOR CODE 2 IN NEWSPOTIFY1) NEWSPOTIFY3. Do you listen to more or less radio since using Spotify Daily Drive?

1. I listen to radio more
2. I listen to radio less
3. I listen to radio about the same
4. Don't know

1 UNIT

ASK ALL WHO USE/ARE AWARE OF SPOTIFY DJ/DAILY DRIVE (CODE A,B FOR CODE 1 & 2 IN NEW) OPEN-END UNCODED

NEWSPOTIFY4. Do you think services such as Spotify DJ or Spotify Daily Drive could replace radio stations in the future? Please provide as much detail as you can

Section 4 – BBC Sounds

1 UNIT

ASK ALL WHO DO NOT SELECT BBC SOUNDS IN Q9a, Q9c, Q9e, Q9g, Q9i

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

SINGLE CODE

1. Yes
2. No
3. Don't know/not sure

1 UNIT

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

1. I don't think it is a service that is relevant to me/has something for me
2. I don't listen to BBC radio
3. I am not interested in the content
4. I already use/prefer other online audio streaming services
5. I access BBC audio content on other services (e.g. Spotify)
6. I access BBC audio content in other ways (e.g. a radio set)
7. I don't want to have to sign in
8. I don't know what it offers
9. It is difficult to use
10. Other (please specify)

1 UNIT

ASK ALL USING BBC SOUNDS (Code 1) IN Q9a, Q9c, Q9e, Q9g, Q9i (Code 2)

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

SINGLE CODE

1. Less than a month

2. 1-6 months
3. 6 months – 1 year
4. Over a year
5. Can't remember

1 UNIT

ASK ALL USING BBC SOUNDS IN (Code 1) IN Q9a,Q9c,Q9e,Q9g,Q9i (Code 2). 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 BBC 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

1 UNIT

ASK ALL USING BBC SOUNDS IN (Code 1) IN Q9a,Q9c,Q9e,Q9g,Q9i (Code 2)

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

1. Online radio (not on BBC Sounds)
2. Catch-up radio programmes (not on BBC Sounds)
3. Podcasts (not on BBC Sounds)
4. Music mixes/playlists/albums/singles on other audio streaming services (not on BBC Sounds)
5. Audiobooks (not on BBC Sounds)

COLUMN

- A. I use other audio services providing this type of content more
- B. I use other audio services providing this type of content less
- C. I use other audio services providing this type of content about the same
- D. Don't know

1 UNIT

ASK ALL USING BBC SOUNDS (CODE 1) FOR PODCASTS IN Q9F

NEW 5. You said you listen to BBC Sounds to listen to podcasts. Are you aware of podcasts being broadcast on BBC radio stations such as BBC Radio 5 Live?

SINGLE CODE

1. Yes
2. No
3. Don't know

1 UNIT

ASK ALL WHO ANSWER 1. YES at NEW5 – AWARE OF PODCASTS BEING BROADCAST ON BBC STATIONS

NEW 6. Have you ever gone to BBC Sounds to specifically listen to a podcast as a result of hearing it or seeing it on a BBC radio schedule?

SINGLE CODE

1. Yes
2. No
3. Don't know

1 UNIT

ASK ALL WHO ANSWER 1. YES at NEW5 – AWARE OF PODCASTS BEING BROADCAST ON BBC STATIONS

NEW 6a. Have you ever listened to a radio station to specifically listen to a podcast?

SINGLE CODE

4. Yes
5. No
6. Don't know

1 UNIT

ASK ALL WHO ANSWER 1. YES at NEW 6a. HAVE LISTENED TO A RADIO STATION SPECIFICALLY TO LISTEN TO A PODCAST

NEW 6c. Which station(s) did you listen to specifically to listen to a podcast?

MULTICODE

1. BBC Radio 1
2. BBC Radio 2
3. BBC Radio 3
4. BBC Radio 4
5. BBC Radio 5 Live
6. BBC 6 Music
7. BBC Asian Network
8. BBC Radio 1Xtra
9. BBC Radio 4 Extra
10. BBC Radio 5 sports extra
11. BBC World Service
12. BBC radio for your nation / region (e.g. BBC Radio Scotland, BBC Radio Newcastle)
13. Talk (was talkRADIO)
14. talkSPORT/talkSPORT 2
15. Classic FM
16. Any Absolute Radio station
17. Any Capital radio station
18. Any Heart radio station
19. Any Smooth Radio station
20. Any Kiss radio station
21. Any Magic radio station
22. Any Hits radio station
23. Any Greatest Hits radio station
24. Virgin Radio
25. Any LBC radio station
26. Any other commercial radio station
27. Other (please specify)

2 UNITS

ASK ALL USING BBC SOUNDS (Code 1) IN Q9a,Q9c,Q9e,Q9g,Q9i (Code 2)

NEW7a. These next questions are about how you feel about BBC audio services.

How well or how badly does BBC Sounds deliver their services to you?

STATEMENT LIST	
A	Programmes and content which features the region [ENGLAND] nation [SCOTLAND/ WALES/ NORTHERN IRELAND] of the UK I live in
B	Programmes and content which reflect people like me
C	Programmes and content made for UK audiences
D	Programmes and content which feature people from different backgrounds
E	Trusted and accurate news
F	News and information to help people understand what is going on in the UK and the world
G	A wide range of different types of programmes and content
H	High quality and creative programmes and content
I	Introduces me to new music or artists
J	Broadcast events that bring the nation together for a shared experience
K	I have learned about new things I would never have otherwise known about

SCALE:

Extremely badly	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely well	10
Don't know	11

2 UNITS

ASK ALL USING BBC RADIO IN Q2 1-12

NEW 7b. And now, thinking about BBC Radio stations, how well or how badly do they deliver their services to you?

STATEMENT LIST	
A	Programmes and content which features the region [ENGLAND] nation [SCOTLAND/ WALES/ NORTHERN IRELAND] of the UK I live in
B	Programmes and content which reflect people like me
C	Programmes and content made for UK audiences

D	Programmes and content which feature people from different backgrounds
E	Trusted and accurate news
F	News and information to help people understand what is going on in the UK and the world
G	A wide range of different types of programmes and content
H	High quality and creative programmes and content
I	Introduces me to new music or artists
J	Broadcast events that bring the nation together for a shared experience
K	I have learned about new things I would never have otherwise known about

Extremely badly	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely well	10
Don't know	11

2 UNITS

ASK ALL

NEW7c. Thinking about everything the BBC does across their audio services (BBC Sounds and BBC Radio stations) How well or how badly does the BBC deliver their audio services to you?

STATEMENT LIST	
A	Programmes and content which features the region [ENGLAND] nation [SCOTLAND/ WALES/ NORTHERN IRELAND] of the UK I live in
B	Programmes and content which reflect people like me
C	Programmes and content made for UK audiences
D	Programmes and content which feature people from different backgrounds
E	Trusted and accurate news
F	News and information to help people understand what is going on in the UK and the world
G	A wide range of different types of programmes and content
H	High quality and creative programmes and content
I	Introduces me to new music or artists
J	Broadcast events that bring the nation together for a shared experience
K	I have learned about new things I would never have otherwise known about

Extremely badly	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely well	10
Don't know	11

Section 5 – Importance and rating of services

2 UNITS

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

1. Range of content
2. Being able to access different types of audio (radio, music playlists and podcasts) in one place
3. Content from a range of different providers
4. Ease of use
5. Ease of navigation
6. Enables me to discover new music or artists
7. Enables me to discover new content **[LOCK WITH PREVIOUS]**
8. Exclusive content only available through that platform
9. Personalisation options – it gets to know my tastes
10. Cost of the service
11. The service being free from adverts
12. The ethics and morals of the service provider
13. Ability to share playlists
14. My friends/family use the same service
15. I can interact with friends/family on the service
16. Ability to use the service easily on a range of devices
17. Ability to use parental controls

GRID COLUMNS – SINGLE CODE

- A. Very important
- B. Quite important
- C. Neither important nor unimportant
- D. Quite unimportant
- E. Not important at all

5 UNITS

ASK ALL SELECTING SERVICE IN Q9a-j . ASK FOR UP TO 5 TYPES. IF SELECTED MORE THAN 5, PRIORITISE BBC SOUNDS. PIPE THROUGH PLATFORMS SELECTED FROM Q9a-j (ONLINE AUDIO)

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

GRID ROWS – RANDOMISE ORDER

1. Range of content
2. Being able to access different types of audio (radio, music playlists and podcasts) in one place
3. Content from a range of different providers
4. Ease of use
5. Ease of navigation
6. Enables me to discover new music or artists
7. Enables me to discover new content [LOCK WITH PREVIOUS]
8. Exclusive content only available through that platform
9. Personalisation options – it gets to know my tastes
10. Cost of the service
11. The service being free from adverts
12. The ethics and morals of the service provider
13. Ability to share playlists
14. My friends/family use the same service
15. I can interact with friends/family on the service
16. Ability to use the service easily on a range of devices
17. Ability to use parental controls

GRID COLUMNS – SINGLE CODE

- A. Very good
- B. Quite good
- C. Neither good nor poor
- D. Quite poor
- E. Very poor