

Technical Report – Ofcom Audio Survey 2025

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

A nationally representative sample of UK adults 16+. Quotas are set on age, gender, ethnicity and region and the data is weighted to the known profile of UK population using age, gender, ethnicity, region, social grade, working status and housing tenure. Targets for quotas and weights are taken from Census 2021/22 data.

A boost to reach a minimum of 250 respondents in Scotland, Wales and Northern Ireland was in place. No quotas were placed on this boost.

Fieldwork

Fieldwork was conducted using Yonder's online panel via the Online Omnibus, reaching a online nationally representative sample of 3,278 respondents and boosting to reach 250 respondents in Scotland, Wales and Northern Ireland. The number of overall interviews completed in each region was 2,698 in England, 269 in Scotland, 260 in Wales and 257 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.

Weighting

Yonder set quotas by age interlocked with gender, and on ethnicity and region. 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 age, gender, government office region, ethnicity, social grade, working status and housing tenure.

¹ Random Iterative Weighting