

Ofcom

SURVEY NAME: OFCOM PODCAST LISTENING QUESTIONNAIRE 2025

SURVEY DATE: 6TH MARCH – 16TH 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=1,500

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 state – optional)
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) **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. **MTV Music**, **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

ASK ALL WHO NEVER LISTEN TO PODCASTS (CODE F) 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~~
3. I used to listen when I was travelling to and from work but I now work from home more
4. I used to listen when I was at the gym or while exercising but haven't done that as often
5. I do other activities more often (e.g. watching TV or gaming)
6. I find podcasts are usually too long
7. I lost interest in the content of the podcasts
8. Other (please specify)
9. 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. Podcasts broadcast as programmes on radio stations
7. Mentions or interviews on radio programmes
8. Mentions or interviews in television programmes
9. Other TV advertising (e.g. trailers or adverts) (*LOCK WITH CODE 8*)
10. From where I listen to podcasts (e.g. Spotify, BBC Sounds, YouTube)
11. I don't hear about new podcasts
12. Don't know

ASK ALL WHO SAID THEY TEND TO HEAR ABOUT PODCASTS BROADCAST AS RADIO PROGRAMMES (CODE 6 IN Q6I)

NEWQ6IFOLLOWUP. You said you tend to hear about podcasts broadcast as programmes on radio stations. On which radio stations do you hear about them?

MULTI CODE - DO NOT RANDOMISE

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. 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 podcast episodes do you listen to in a week? These could include different podcasts or episodes from the same series.

OPEN NUMERIC TEXT BOX (Do not allow 0)

ASK ALL

Q10. How many podcast series do you follow / subscribe to?

OPEN NUMERIC TEXT BOX (Allowing 0)

Don't know

ASK ALL

Q13. How often, if at all, do you listen to these different types of podcasts?

GRID ROWS - RANDOMISE ORDER

1. Arts and culture
2. Music
- ~~3. Other music [locked with 2]~~
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 17]
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 Music Free (ad-supported, no subscription needed)
14. Amazon Music Prime
15. Amazon Music Unlimited
16. YouTube
17. Audible
18. Soundcloud
19. Deezer
20. Tidal

GROUP 3:

21. BeyondPod
22. DoggCatcher
- ~~23. 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 -(Not allowing 0)

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 -(Not allowing 0)

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 -(Not allowing 0)

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. Helping me discover new content
7. Auto-download of episodes
8. Exclusive content only available through that platform
9. Syncing across devices
10. Can use it easily on my smartphone
11. Compatibility with smart speaker
12. Smart playlists
13. Episode previews
14. Play video as audio
15. Speed adjustment
16. Push notifications

17. Customisation options
18. Social sharing options, e.g. short clip shares
19. The service is free
20. Recommendations/personalisation
21. 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. Helping me discover new content
7. Auto-download of episodes
8. Exclusive content only available through that platform
9. Syncing across devices
10. Can use it easily on my smartphone
11. Compatibility with smart speaker
12. Smart playlists
13. Episode previews
14. Play video as audio
15. Speed adjustment
16. Push notifications
17. Customisation options
18. Social sharing options, e.g. short clip shares
19. The service is free
20. Recommendations/personalisation
21. 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 2]
5. Podcasts from non-BBC radio stations e.g. The News Agents, Premier League All Access, Politics Unpacked
6. Podcasts which are catch-up versions of non-BBC radio programmes e.g. Heart Breakfast podcast, James O'Brien Daily, PopMaster
7. Podcasts made by newspapers or Magazines e.g. Sun, Telegraph, Guardian, Economist, New York Times
8. Podcasts by celebrities
9. Other independent podcasters [locked with 8 and to be shown at end]
10. 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

NEW

ASK ALL WHO LISTEN TO PODCASTS WITH VIDEOS (CODE 1 Q21)

Q21B(NEW). Not all podcasts are audio-only, many also have video. Thinking about the majority of your podcast listening, which statement best describes how you consume podcasts?

1. I prefer to watch podcasts if there is a video version available
2. I prefer to listen to podcasts as audio-only content
3. I will often play the video version but not actively watch it – it's just on in the background
4. No preference
5. Don't know

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
18. I find podcasts with video more engaging

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

ASK ALL [ALL RESPONDENTS GIVING CONSENT]

Ethnicity

Which one of these groups best describes your ethnic group or background?

Please select one option

WHITE	
English/ Welsh/ Scottish/ Northern Irish/ British	1
Irish	2
Gypsy, Traveller or Irish Traveller	3
Any other white background	4
MIXED/ MULTIPLE ETHNIC GROUPS	
White and Black Caribbean	5
White and Black African	6
White and Asian	7
Any other mixed/ multiple ethnic background	8
ASIAN AND BRITISH ASIAN	
Indian	9
Pakistani	10
Bangladeshi	11
Chinese	12
Any other Asian background	13
BLACK AND BLACK BRITISH	
Caribbean	14
African	15
Any other black/ African/ Caribbean background	16
OTHER ETHNIC GROUP	
Arab	17
Any other ethnic background	18
Prefer not to say	19

ASK ALL

Urban/rural

Which of the following best describes where you live?

1. Urban – Population over 10,000
2. Town and Fringe
3. Village
4. Hamlet & Isolated Dwelling

ASK ALL

Children 18 or under

Do you have any children aged 18 or under? If so, how old are they?

1. No children aged 18 or under
2. Yes - children aged 0 to 12 months
3. Yes - children aged 13 months to 4 years old
4. Yes - children aged 5 to 10 years old
5. Yes - children aged 11 to 15 years old
6. Yes - children aged 16 to 18 years old
7. Prefer not to answer

ASK ALL [ALL RESPONDENTS GIVING CONSENT]

Disability

Which of these – if any – impact or limit your daily activities or the work you can do? These could affect you on an ongoing basis or at particular times.

Please select all that apply

Answer list	Code
Hearing: Partial hearing, having tinnitus or are D/deaf	1
Eyesight: Colour blindness, partial sight, or are blind	2
Speech: Difficulty with speech for example due to a stroke, stutter or stammer	3
Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty	4
Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard	5
Breathing: Breathlessness or chest pains	6
Other physical condition (OPEN TEXT BOX)	7
Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	8
Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia	9

Your mental health: such as anxiety, depression, trauma-related conditions	10
Other long-term conditions which impact or limit your daily activities or the work you can do: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions (OPEN TEXT BOX)	11
Nothing – no conditions that impact or limit your daily activities or the work you can do (SINGLE CODE)	12
Prefer not to say (SINGLE CODE)	13