

Survey name: Ofcom Audio Survey 2021

Timings: 3-7 March 2021

Methodology: Online survey

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.

ASK ALL

1. How often, if at all, do you do any of the following?

GRID ROWS – RANDOMISE ORDER

- A. Listen to radio (at the time of broadcast: not catch-up/podcast)
- B. Listen to catch-up radio
- C. Listen to music online
- D. Listen to music stored or downloaded on a device
- E. Listen to personal music collection (e.g. CDs, vinyls)
- F. Listen to podcasts
- G. Listen to audiobooks (digital/online and physical)
- H. Use music videos as background listening (i.e. music video channels or sites such as YouTube or MTV)

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
- Never

ASK ALL (BACK FILTER ANYONE WHO LISTS A STATION HERE BUT DID NOT CODE 'A RADIO STATION' IN Q1)

2. 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
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
Any other commercial radio station (please specify)
Other (please specify)
Have not listened to the radio in last 7 days

ASK RADIO LISTENERS FROM Q1

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

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. Other (please specify)

ASK ALL ONLINE RADIO LISTENERS

For all those answering Q3 F-I (online radio) AND Q1 C (online music listeners),

NEWQ. When you have the option of listening online rather than only through a radio set, for example if you have access to a laptop or smart speaker, do you tend to choose radio or other audio services (e.g. music or podcasts) first?

- a. If I have the choice of listening online I would tend to choose radio first
- b. If I have the choice of listening online I would tend to choose other audio services first
- c. It would depend on what I wanted to listen to

NEWQ. You said

If code a = you tend to choose radio first.

If code b = you tend to choose other audio first.

If code c = it would depend on what you wanted to listen to.

Please tell us your reasons for saying this?

[open-ended not coded]

ASK ALL smart speaker users. For all those answering Q3 G (smart speaker in new coding)

NEWQ. You've said you listen to the radio through a smart speaker. How do you typically request the smart speaker to play the station of your choice? For example, a particular programme or station name (please provide as much detail as you can).

[open-ended not coded]

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

4a. (For those answering Q1 A or B and Q3 F-I (any online radio listeners)) Thinking specifically about listening to radio, which of these ways do you listen:

1. BBC Sounds (website or app)
2. Apple Music
3. Globalplayer (website or app)
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 Prime
13. Amazon Music Unlimited
14. Radioplayer
15. TuneIn (free service with advertising)
16. TuneIn (paid for version)
17. Deezer
18. Other (please specify)

ASK ALL THOSE ANSWERING Q4A

Q4b. And how often do you use these for listening to radio?

[SHOW CODES SELECTED AT Q4A ONLY AND PIPE THROUGH OTHER CODE]

1. BBC Sounds (website or app)
2. Apple Music
3. Globalplayer (website or app)
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 Prime
13. Amazon Music Unlimited
14. Radioplayer
15. TuneIn (free service with advertising)
16. TuneIn (paid for version)
17. Deezer
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

(For those answering Q1 C, D)

Q4c. Thinking specifically about listening to online music (not including radio), which of these ways do you listen:

1. BBC Sounds (website or app)
2. Apple Music
3. Globalplayer (website or app)
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 Prime
10. Amazon Music Unlimited
11. Radioplayer
12. TuneIn (free service with advertising)
13. TuneIn (paid for version)
14. Soundcloud
15. Deezer
16. Tidal
17. Other (please specify)

ASK ALL THOSE ANSWERING Q4C

Q4d. And how often do you use each of these platforms to listen to online music?

[SHOW CODES SELECTED AT Q4C ONLY AND PIPE THROUGH OTHER CODE]

1. BBC Sounds (website or app)
2. Apple Music
3. Globalplayer (website or app)
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 Prime
10. Amazon Music Unlimited
11. Radioplayer
12. TuneIn (free service with advertising)
13. TuneIn (paid for version)
14. Soundcloud
15. Deezer
16. Tidal
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

4e. (For those answering Q1 F) Thinking specifically about listening to podcasts, which of these ways do you listen:

1. BBC Sounds (website or app)
2. Apple podcasts / iTunes
3. Globalplayer (website or app)
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 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. Pocket Casts
20. BeyondPod
21. DoggCatcher
22. Stitcher
23. Podcast Addict
24. Overcast
25. Castbox
26. Newspaper or magazine site/app (e.g. The Guardian, The Times, The Spectator)
27. Website or app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com
28. Other (please specify)

ASK ALL THOSE ANSWERING Q4E

**Q4F. And how often would you say you use each of these platforms to listen to podcasts?
[SHOW CODES SELECTED AT Q4E ONLY AND PIPE THROUGH OTHER CODE]**

1. BBC Sounds (website or app)
2. Apple podcasts / iTunes
3. Globalplayer (website or app)
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 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. Pocket Casts
20. BeyondPod
21. DoggCatcher
22. Stitcher
23. Podcast Addict
24. Overcast
25. Castbox
26. Newspaper or magazine site/app (e.g. The Guardian, The Times, The Spectator)

27. Website or app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com
28. 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

4g. (For those answering Q1 G) Thinking specifically about listening to audiobooks, which of these ways do you listen:

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. Auidobooks.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 Q4G

**Q4h. And how often do you use each of these platforms when listening to audiobooks?
[SHOW CODES SELECTED AT Q4G 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. Auidobooks.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

4i. (For those answering Q1 H) Thinking specifically about using music videos as background listening (i.e. music video channels or sites such as YouTube or MTV), 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. Soundcloud
6. Deezer
7. Tidal
8. TV channels (e.g. MTV, 4Music)
9. Other (please specify)

ASK ALL THOSE ANSWERING Q4I

Q4j. And how often would you say you use each of these?

[SHOW CODES SELECTED AT Q4I 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. Soundcloud
6. Deezer
7. Tidal
8. TV channels (e.g. MTV, 4Music)
9. 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

IF DON'T USE SOUNDS FROM A, C, E, G, I

Q8. 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

IF AWARE BUT DON'T USE SOUNDS FROM Q8

Q9. 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 content on other services (e.g. Spotify)
I access BBC content in other ways (e.g. a radio set)
I don't want to have to sign in
Other (please specify)

IF USE SOUNDS FROM Q4 FROM Q4A, C, E, G, I

10b. 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

Q12A. 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

IF USE SOUNDS FROM Q4

11. 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

Other online radio stations (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 content more
I use other audio services providing this content less
I use other audio services providing this content about the same
Don't know

IF USE SOUNDS FROM Q4

12. What do you like the most about BBC Sounds? [OPEN ENDED]
13. What do you like the least about BBC Sounds? [OPEN ENDED]

ASK ALL

14. 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

GRID COLUMNS – SINGLE CODE

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

ASK FOR UP TO 5 TYPES. IF SELECTED MORE THAN 5, PRIORITISE BBC SOUNDS.

PIPE THROUGH PLATFORMS SELECTED FROM Q4 (ONLINE AUDIO)

15. You said you use xxx. 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

GRID COLUMNS – SINGLE CODE

- Very good
- Quite good
- Neither good nor poor
- Quite poor
- Very poor

ASK FOR UP TO 5 TYPES. IF SELECTED MORE THAN 5, PRIORITISE BBC SOUNDS.

PIPE THROUGH PLATFORMS SELECTED FROM Q2 (RADIO) + Q4 (ONLINE AUDIO)

16. 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?

ASK ALL

17. Which of the following services do you use?

MULTICODE

- BBC TV channels (e.g. BBC One, BBC Two, BBC Four, BBC News channel, CBeebies, CBBC [SCOTLAND ONLY – ,BBC Scotland])
- BBC iPlayer
- BBC websites/apps (e.g. BBC.co.uk, BBC News online, BBC Bitesize, BBC Weather)

I don't use BBC services

18. Finally, thinking about everything the BBC does across TV, radio and online, on a scale of 1 to 10, where 1 is extremely unfavourable and 10 is extremely favourable, what is your overall impression of the BBC?