

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 1
Q1. Gender
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
Male	680	680	-	362	231	88	362	231	88	-	-	-	332	275	73	62	15	76	53	57	54	23	42	132	100	54	12
	66%	100%	-	62%	72%	65%	100%	100%	100%	-	-	-	67%	64%	65%	59%	70%	66%	73%	68%	74%	73%	66%	66%	64%	65%	37%
Female	351	-	351	216	88	46	-	-	-	216	88	46	159	151	40	42	6	35	19	27	19	8	21	66	57	29	20
	34%	-	100%	37%	27%	34%	-	-	-	100%	100%	100%	32%	35%	35%	41%	30%	31%	26%	32%	26%	27%	34%	33%	36%	35%	63%
Other	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	*	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	1%	-	-	-	-	-	-	-	-	-
Prefer not to say	4	-	-	2	2	1	-	-	-	-	-	-	2	2	-	-	-	2	1	-	-	-	-	1	-	-	-
	*	-	-	*	*	1%	-	-	-	-	-	-	*	1%	-	-	-	2%	1%	-	-	-	-	*	-	-	-

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Table 1
Q1. Gender
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
Male	680 66%	193 69%	147 74%	150 60%	228 60%
Female	351 34%	88 31%	51 26%	99 39%	148 39%
Other	1 *	- -	- -	- -	1 *
Prefer not to say	4 *	1 *	1 *	2 1%	1 *

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Table 2
Q2. Age
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
18-24	160 15%	96 14%	62 18%	160 28%	-	-	96 27%	-	-	62 29%	-	-	66 13%	76 18%	18 16%	21 20%	4 19%	10 8%	18 25%	12 14%	13 17%	4 12%	20 31%	18 9%	19 12%	20 24%	2 8%
25-34	420 41%	266 39%	154 44%	420 72%	-	-	266 73%	-	-	154 71%	-	-	201 41%	183 42%	36 32%	28 26%	7 36%	49 43%	26 35%	35 42%	28 38%	9 28%	16 26%	113 57%	66 42%	27 32%	15 49%
35-44	186 18%	125 18%	58 17%	-	186 58%	-	-	125 54%	-	-	58 66%	-	93 19%	72 17%	21 19%	24 23%	5 25%	22 19%	10 13%	17 20%	15 21%	7 21%	12 19%	34 17%	30 19%	10 12%	1 4%
45-54	135 13%	106 16%	30 8%	-	135 42%	-	-	106 46%	-	-	30 34%	-	63 13%	50 12%	22 20%	14 13%	2 9%	19 17%	12 16%	10 12%	6 9%	7 24%	9 14%	14 7%	21 13%	12 14%	9 29%
55-64	82 8%	55 8%	27 8%	-	-	82 61%	-	-	55 63%	-	-	27 58%	38 8%	35 8%	9 8%	12 11%	1 6%	9 8%	3 4%	5 6%	5 6%	3 11%	3 5%	18 9%	9 5%	12 15%	2 5%
65+	52 5%	33 5%	19 6%	-	-	52 39%	-	-	33 37%	-	-	19 42%	32 6%	15 3%	6 5%	7 6%	1 5%	6 5%	5 6%	5 6%	2 9%	3 5%	1 1%	13 8%	2 3%	1 5%	
NET: 18-34	580 56%	362 53%	216 62%	580 100%	-	-	362 100%	-	-	216 100%	-	-	267 54%	259 60%	54 48%	48 46%	11 55%	59 51%	44 60%	47 56%	40 55%	12 39%	36 57%	132 66%	85 54%	47 57%	18 57%
NET: 35-54	321 31%	231 34%	88 25%	-	321 100%	-	-	231 100%	-	-	88 100%	-	156 32%	122 28%	44 39%	38 36%	7 35%	41 36%	22 30%	27 32%	22 30%	14 45%	21 33%	48 24%	50 32%	22 26%	10 33%
NET: 55+	135 13%	88 13%	46 13%	-	-	135 100%	-	-	88 100%	-	-	46 100%	70 14%	49 11%	15 13%	19 18%	2 11%	15 13%	7 10%	10 12%	11 15%	5 16%	6 10%	20 10%	22 14%	15 17%	3 10%
Average age	37.15	37.81	35.89	27.64	43.30	63.42	27.84	43.72	63.36	27.36	42.33	63.57	37.84	35.97	38.58	38.81	36.41	38.38	35.87	37.06	37.55	40.43	35.64	35.18	38.07	37.02	37.72

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Table 2
Q2. Age
Base: All respondents

	Podcast Users				
	Total	BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
18-24	160 15%	28 10%	25 12%	53 21%	56 15%
25-34	420 41%	84 30%	63 32%	113 45%	178 47%
35-44	186 18%	59 21%	34 17%	51 20%	71 19%
45-54	135 13%	47 17%	30 15%	21 8%	40 11%
55-64	82 8%	37 13%	31 15%	7 3%	23 6%
65+	52 5%	27 9%	16 8%	7 3%	11 3%
NET: 18-34	580 56%	112 40%	88 44%	166 66%	234 62%
NET: 35-54	321 31%	106 38%	64 32%	72 29%	111 29%
NET: 55+	135 13%	63 23%	47 24%	14 5%	34 9%
Average age	37.15	41.89	41.11	33.29	35.35

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 3
Q1/2. Age Within Gender
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
Male 18-34	362 35%	362 53%	-	362 62%	-	-	362 100%	-	-	-	-	-	171 35%	156 36%	34 30%	24 23%	7 35%	36 31%	31 42%	32 38%	29 40%	7 23%	24 39%	86 43%	50 32%	32 38%	5 15%
Male 35-54	231 22%	231 34%	-	-	231 72%	-	-	231 100%	-	-	-	-	112 23%	90 21%	29 26%	28 27%	6 28%	28 25%	18 24%	17 21%	17 23%	12 38%	15 24%	33 17%	34 22%	15 18%	7 22%
Male 55+	88 8%	88 13%	-	-	-	88 65%	-	-	88 100%	-	-	-	49 10%	29 7%	9 8%	10 10%	1 7%	12 11%	5 7%	8 10%	8 11%	4 12%	2 3%	13 7%	16 10%	8 9%	-
Female 18-34	216 21%	-	216 62%	216 37%	-	-	-	-	-	216 100%	-	-	96 19%	101 23%	20 18%	25 24%	4 20%	21 18%	14 19%	15 18%	11 15%	5 16%	12 18%	46 23%	35 22%	16 19%	13 42%
Female 35-54	88 8%	-	88 25%	-	88 27%	-	-	-	-	-	88 100%	-	43 9%	30 7%	14 13%	9 9%	1 7%	11 10%	4 6%	9 11%	5 7%	2 7%	5 9%	13 7%	16 10%	7 8%	4 11%
Female 55+	46 4%	-	46 13%	-	-	46 34%	-	-	-	-	-	46 100%	20 4%	20 5%	6 5%	8 8%	1 4%	3 3%	2 2%	2 2%	3 4%	1 4%	4 7%	7 3%	6 4%	7 8%	3 10%
Refused	5 *	-	-	2 *	3 1%	1 1%	-	-	-	-	-	-	2 *	3 1%	-	-	-	3 3%	1 1%	-	-	-	-	1 *	-	-	-

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Table 3
Q1/2. Age Within Gender
Base: All respondents

	Podcast Users				
	Total	BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
Male 18-34	362 35%	78 28%	64 32%	94 38%	136 36%
Male 35-54	231 22%	77 27%	49 24%	47 19%	73 19%
Male 55+	88 8%	38 14%	34 17%	8 3%	19 5%
Female 18-34	216 21%	34 12%	24 12%	70 28%	98 26%
Female 35-54	88 8%	29 10%	16 8%	24 10%	35 9%
Female 55+	46 4%	25 9%	12 6%	5 2%	15 4%
Refused	5 *	1 *	1 *	2 1%	2 *

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Table 4
Q3. Which of the following describes where you live?
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
Scotland	105	62	42	48	38	19	24	28	10	25	9	8	42	49	13	105	-	-	-	-	-	-	-	-	-	-	-
	10%	9%	12%	8%	12%	14%	7%	12%	12%	11%	11%	18%	9%	11%	12%	100%	-	-	-	-	-	-	-	-	-	-	-
North East	21	15	6	11	7	2	7	6	1	4	1	1	10	7	4	-	21	-	-	-	-	-	-	-	-	-	-
	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	-	100%	-	-	-	-	-	-	-	-	-	-
North West	115	76	35	59	41	15	36	28	12	21	11	3	54	50	11	-	-	115	-	-	-	-	-	-	-	-	-
	11%	11%	10%	10%	13%	11%	10%	12%	14%	10%	13%	6%	11%	12%	10%	-	-	100%	-	-	-	-	-	-	-	-	-
Yorkshire and the Humber	73	53	19	44	22	7	31	18	5	14	4	2	35	31	7	-	-	-	73	-	-	-	-	-	-	-	-
	7%	8%	6%	8%	7%	6%	8%	8%	6%	6%	5%	4%	7%	7%	6%	-	-	-	100%	-	-	-	-	-	-	-	-
West Midlands	84	57	27	47	27	10	32	17	8	15	9	2	47	26	11	-	-	-	-	84	-	-	-	-	-	-	-
	8%	8%	8%	8%	8%	7%	9%	7%	10%	7%	11%	4%	10%	6%	10%	-	-	-	-	100%	-	-	-	-	-	-	-
East Midlands	73	54	19	40	22	11	29	17	8	11	5	3	24	36	14	-	-	-	-	-	73	-	-	-	-	-	-
	7%	8%	5%	7%	7%	8%	8%	7%	9%	5%	6%	7%	5%	8%	12%	-	-	-	-	-	100%	-	-	-	-	-	-
Wales	31	23	8	12	14	5	7	12	4	5	2	1	8	15	7	-	-	-	-	-	-	31	-	-	-	-	-
	3%	3%	2%	2%	4%	4%	2%	5%	4%	2%	2%	2%	2%	4%	7%	-	-	-	-	-	-	100%	-	-	-	-	-
East of England	63	42	21	36	21	6	24	15	2	12	5	4	27	26	9	-	-	-	-	-	-	-	63	-	-	-	-
	6%	6%	6%	6%	6%	5%	7%	7%	2%	5%	6%	9%	6%	6%	8%	-	-	-	-	-	-	-	100%	-	-	-	-
London	199	132	66	132	48	20	86	33	13	46	13	7	113	80	6	-	-	-	-	-	-	-	-	199	-	-	-
	19%	19%	19%	23%	15%	15%	24%	14%	15%	21%	15%	14%	23%	19%	6%	-	-	-	-	-	-	-	-	100%	-	-	-
South East	157	100	57	85	50	22	50	34	16	35	16	6	80	63	14	-	-	-	-	-	-	-	-	-	157	-	-
	15%	15%	16%	15%	16%	16%	14%	15%	18%	16%	18%	12%	16%	15%	12%	-	-	-	-	-	-	-	-	-	100%	-	-
South West	84	54	29	47	22	15	32	15	8	16	7	7	39	34	11	-	-	-	-	-	-	-	-	-	-	84	-
	8%	8%	8%	8%	7%	11%	9%	7%	9%	7%	7%	15%	8%	8%	10%	-	-	-	-	-	-	-	-	-	-	100%	-
Northern Ireland	31	12	20	18	10	3	5	7	-	13	4	3	14	12	6	-	-	-	-	-	-	-	-	-	-	-	31
	3%	2%	6%	3%	3%	2%	1%	3%	-	6%	4%	7%	3%	3%	5%	-	-	-	-	-	-	-	-	-	-	-	100%

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Table 4
Q3. Which of the following describes where you live?
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
Scotland	105 10%	23 8%	15 7%	20 8%	28 7%
North East	21 2%	4 1%	4 2%	4 2%	10 3%
North West	115 11%	31 11%	13 7%	17 7%	49 13%
Yorkshire and the Humber	73 7%	23 8%	20 10%	22 9%	25 7%
West Midlands	84 8%	30 11%	15 7%	24 10%	38 10%
East Midlands	73 7%	22 8%	13 7%	19 7%	27 7%
Wales	31 3%	10 4%	10 5%	6 2%	7 2%
East of England	63 6%	16 6%	15 7%	15 6%	20 5%
London	199 19%	49 17%	41 21%	50 20%	77 20%
South East	157 15%	37 13%	27 13%	39 15%	56 15%
South West	84 8%	25 9%	22 11%	23 9%	32 9%
Northern Ireland	31 3%	12 4%	4 2%	12 5%	10 3%

Podcast Listening Recruitment/Establishment Survey

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Absolutes/col percents

Table 5
Q4. SEG
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
A	135 13%	92 14%	43 12%	70 12%	44 14%	22 17%	47 13%	33 14%	13 14%	22 10%	11 13%	10 21%	135 27%	-	-	6 6%	3 16%	16 14%	5 7%	19 23%	12% 10%	3 10%	11 17%	29 15%	19 12%	11 13%	5 14%
B	358 35%	240 35%	116 33%	198 34%	112 35%	48 36%	124 34%	79 34%	37 42%	73 34%	32 37%	11 23%	358 73%	-	-	36 34%	7 33%	37 33%	30 41%	28 34%	15 20%	5 17%	17 27%	84 42%	61 39%	28 33%	9 30%
C1	304 29%	198 29%	104 30%	193 33%	84 26%	28 21%	121 33%	64 28%	14 15%	71 33%	19 21%	14 31%	-	304 71%	-	36 35%	6 31%	38 33%	24 33%	15 18%	27 37%	11 34%	17 27%	52 26%	46 29%	25 29%	6 20%
C2	126 12%	77 11%	48 14%	66 11%	38 12%	22 16%	36 10%	26 11%	16 18%	30 14%	12 13%	6 13%	-	126 29%	-	13 12%	1 3%	12 11%	7 9%	10 13%	9 12%	5 15%	9 15%	27 14%	17 11%	9 11%	5 17%
D	80 8%	55 8%	25 7%	44 8%	30 9%	6 5%	32 9%	21 9%	2 3%	12 6%	9 10%	4 9%	-	-	80 71%	10 10%	4 17%	9 7%	5 7%	8 9%	10 13%	17% 17%	7 11%	5 3%	9 6%	8 9%	2 5%
E	32 3%	18 3%	15 4%	10 2%	14 4%	9 6%	2 1%	9 4%	7 8%	8 4%	5 6%	2 4%	-	-	32 29%	3 3%	-	3 2%	2 2%	3 4%	4 5%	2 7%	3 4%	1 1%	5 3%	3 4%	4 13%
NET: AB	493 48%	332 49%	159 45%	267 46%	156 49%	70 52%	171 47%	112 48%	49 56%	96 44%	43 49%	20 44%	493 100%	-	-	42 40%	10 49%	54 47%	35 48%	47 56%	24 32%	8 27%	27 43%	113 57%	80 51%	39 46%	14 44%
NET: C1C2	430 42%	275 40%	151 43%	259 45%	122 38%	49 37%	156 43%	90 39%	29 33%	101 47%	30 35%	20 43%	-	430 100%	-	49 47%	7 34%	50 44%	31 42%	26 31%	36 49%	15 49%	26 42%	80 40%	63 40%	34 41%	12 38%
NET: DE	113 11%	73 11%	40 11%	54 9%	44 14%	15 11%	34 9%	29 13%	9 11%	20 9%	14 16%	6 12%	-	-	113 100%	13 13%	4 17%	11 10%	7 9%	11 13%	14 19%	7 24%	9 15%	6 3%	14 9%	11 13%	6 18%
NET: ABC1	798 77%	530 78%	263 75%	460 79%	239 75%	98 73%	292 81%	176 76%	63 71%	167 77%	62 71%	35 75%	493 100%	304 71%	-	79 75%	17 80%	91 79%	60 82%	62 75%	50 69%	19 61%	44 70%	165 83%	126 80%	63 76%	20 64%
NET: C2DE	238 23%	150 22%	87 25%	120 21%	82 25%	37 27%	70 19%	55 24%	25 29%	50 23%	26 29%	12 25%	-	126 29%	113 100%	26 25%	4 20%	24 21%	13 18%	21 25%	23 31%	12 39%	19 30%	34 17%	31 20%	20 24%	11 36%

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Table 5
Q4. SEG
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
A	135 13%	42 15%	34 17%	34 13%	60 16%
B	358 35%	102 36%	70 35%	88 35%	128 34%
C1	304 29%	69 24%	44 22%	78 31%	111 29%
C2	126 12%	36 13%	31 16%	26 10%	51 13%
D	80 8%	24 8%	18 9%	21 8%	24 6%
E	32 3%	9 3%	2 1%	5 2%	4 1%
NET: AB	493 48%	144 51%	105 53%	121 48%	187 50%
NET: C1C2	430 42%	104 37%	75 37%	104 41%	162 43%
NET: DE	113 11%	33 12%	20 10%	26 10%	29 8%
NET: ABC1	798 77%	212 75%	148 74%	200 79%	299 79%
NET: C2DE	238 23%	69 25%	51 26%	52 21%	79 21%

Podcast Listening Recruitment/Establishment Survey

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Absolutes/col percents

Table 6
Q5. How often, if at all, do you listen to any of the following?
Summary
Base: All respondents

	Sources							
	A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)	A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)	Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)	An online music service (e.g. Spotify, Amazon Music)	Your personal music collection on CD, vinyl record or cassette tapes	A podcast	An audiobook	Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)
Unweighted base	1036	1036	1036	1036	1036	1036	1036	1036
Weighted base	1036	1036	1036	1036	1036	1036	1036	1036
NET: Ever	968 93%	902 87%	930 90%	915 88%	844 81%	1036 100%	774 75%	958 93%
NET: Regular listeners	805 78%	685 66%	726 70%	776 75%	474 46%	1036 100%	394 38%	693 67%
NET: Infrequent listeners	164 16%	217 21%	204 20%	139 13%	370 36%	-	380 37%	265 26%
Several times a day	279 27%	218 21%	262 25%	314 30%	85 8%	183 18%	64 6%	189 18%
About once a day	239 23%	189 18%	177 17%	199 19%	107 10%	219 21%	96 9%	188 18%
Several times a week	194 19%	168 16%	199 19%	181 18%	196 19%	365 35%	137 13%	196 19%
About once a week	94 9%	111 11%	87 8%	82 8%	86 8%	269 26%	97 9%	120 12%
Several times a month	46 4%	58 6%	72 7%	45 4%	94 9%	-	67 7%	88 8%
About once a month	35 3%	48 5%	35 3%	27 3%	65 6%	-	92 9%	59 6%
Less often	83 8%	110 11%	97 9%	67 7%	211 20%	-	221 21%	119 11%
Never	68 7%	134 13%	106 10%	121 12%	192 19%	-	262 25%	78 7%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 7

Q5. How often, if at all, do you listen to any of the following?
A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	968	645	319	532	308	129	339	221	85	191	84	43	468	404	96	92	20	113	70	80	64	31	57	191	147	76	26
	93%	95%	91%	92%	96%	96%	94%	96%	97%	88%	95%	94%	95%	94%	86%	88%	96%	99%	95%	95%	87%	100%	91%	96%	94%	91%	84%
NET: Regular listeners	805	535	265	431	264	109	275	188	72	154	74	37	397	326	81	78	17	96	54	66	52	26	45	156	132	62	19
	78%	79%	76%	74%	82%	81%	76%	81%	82%	71%	84%	80%	81%	76%	72%	74%	82%	83%	74%	79%	72%	83%	72%	78%	84%	75%	62%
NET: Infrequent listeners	164	110	53	101	43	20	64	33	13	37	10	6	71	78	15	14	3	18	16	13	12	5	12	35	16	13	7
	16%	16%	15%	17%	13%	14%	18%	14%	15%	17%	11%	14%	14%	18%	13%	14%	14%	15%	21%	16%	16%	17%	19%	18%	10%	16%	22%
Several times a day	279	178	99	136	108	35	80	78	20	55	28	15	149	97	33	30	5	35	19	25	15	11	14	49	46	19	9
	27%	26%	28%	23%	34%	26%	22%	34%	22%	26%	32%	33%	30%	23%	29%	29%	26%	30%	27%	30%	20%	34%	22%	25%	29%	23%	30%
About once a day	239	149	89	140	66	32	85	43	21	56	23	11	111	106	22	25	7	29	22	17	15	7	12	38	43	15	9
	23%	22%	26%	24%	21%	24%	23%	19%	24%	26%	23%	22%	25%	20%	24%	33%	26%	30%	22%	20%	20%	24%	20%	19%	27%	18%	28%
Several times a week	194	141	51	96	70	27	70	53	18	26	16	9	90	86	18	17	3	19	7	17	23	8	14	46	24	16	1
	19%	21%	15%	17%	22%	20%	19%	23%	21%	12%	19%	19%	18%	20%	16%	16%	16%	16%	9%	21%	31%	25%	22%	23%	15%	19%	4%
About once a week	94	66	26	59	20	15	40	13	13	17	6	2	47	38	9	6	2	13	6	7	1	-	5	23	19	13	-
	9%	10%	7%	10%	6%	11%	11%	6%	15%	8%	7%	5%	10%	9%	8%	6%	7%	11%	8%	9%	1%	-	8%	11%	12%	16%	-
Several times a month	46	31	15	31	9	6	19	7	5	12	2	1	27	17	2	4	1	5	3	8	2	1	2	11	2	6	-
	4%	5%	4%	5%	3%	5%	5%	3%	6%	5%	2%	3%	5%	4%	2%	4%	6%	5%	4%	9%	3%	4%	3%	6%	1%	7%	-
About once a month	35	27	9	16	12	7	13	9	4	3	3	2	18	15	2	3	*	1	3	2	2	*	5	8	3	4	5
	3%	4%	2%	3%	4%	5%	4%	4%	5%	1%	4%	5%	4%	4%	2%	3%	1%	1%	5%	2%	2%	1%	8%	4%	2%	4%	15%
Less often	83	53	30	54	22	6	32	18	4	22	4	3	26	46	11	7	1	11	9	4	8	4	5	16	11	4	2
	8%	8%	8%	9%	7%	5%	9%	8%	4%	10%	5%	6%	5%	11%	10%	7%	7%	10%	12%	5%	11%	13%	8%	8%	7%	4%	7%
Never	68	35	32	48	13	6	23	9	2	25	4	3	25	26	16	13	1	2	3	4	9	-	6	8	10	8	5
	7%	5%	9%	8%	4%	4%	6%	4%	3%	12%	5%	6%	5%	6%	14%	12%	4%	1%	5%	5%	13%	-	9%	4%	6%	9%	16%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 7

Q5. How often, if at all, do you listen to any of the following?
A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	968 93%	275 98%	195 98%	240 95%	353 93%
NET: Regular listeners	805 78%	251 89%	173 87%	211 84%	297 79%
NET: Infrequent listeners	164 16%	24 9%	22 11%	29 11%	56 15%
Several times a day	279 27%	103 37%	71 36%	78 31%	96 25%
About once a day	239 23%	72 26%	40 20%	58 23%	90 24%
Several times a week	194 19%	50 18%	38 19%	46 18%	79 21%
About once a week	94 9%	27 10%	24 12%	29 11%	32 9%
Several times a month	46 4%	8 3%	8 4%	9 4%	20 5%
About once a month	35 3%	5 2%	5 3%	4 2%	6 2%
Less often	83 8%	11 4%	8 4%	15 6%	30 8%
Never	68 7%	6 2%	5 2%	12 5%	25 7%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 8

Q5. How often, if at all, do you listen to any of the following?
A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	902	629	268	480	296	125	326	220	83	152	74	42	449	360	93	76	19	106	64	76	68	30	53	181	131	70	27
	87%	92%	77%	83%	92%	93%	90%	95%	94%	70%	84%	90%	91%	84%	83%	72%	92%	92%	87%	90%	93%	95%	84%	91%	84%	84%	88%
NET: Regular listeners	685	494	186	350	228	107	253	171	69	95	54	37	352	264	69	52	15	75	47	60	47	25	40	146	100	54	25
	66%	73%	53%	60%	71%	80%	70%	74%	79%	44%	62%	81%	71%	61%	62%	49%	74%	65%	64%	72%	64%	78%	64%	73%	64%	65%	79%
NET: Infrequent listeners	217	135	82	131	68	18	73	48	13	58	20	4	97	96	24	24	4	32	17	15	21	5	13	35	32	16	3
	21%	20%	23%	23%	21%	13%	20%	21%	15%	27%	23%	9%	20%	22%	21%	23%	18%	28%	23%	18%	29%	17%	20%	18%	20%	19%	9%
Several times a day	218	154	63	88	77	54	63	58	33	25	18	20	117	75	26	17	4	27	15	18	16	7	17	52	25	18	3
	21%	23%	18%	15%	24%	40%	17%	25%	38%	12%	20%	43%	24%	17%	23%	17%	17%	24%	20%	21%	21%	23%	26%	26%	16%	21%	11%
About once a day	189	140	49	103	62	24	73	49	17	30	12	7	93	81	15	15	5	22	8	18	19	7	5	42	31	12	5
	18%	21%	14%	18%	19%	18%	20%	21%	19%	14%	14%	14%	19%	19%	13%	14%	24%	19%	11%	21%	26%	24%	8%	21%	19%	14%	15%
Several times a week	168	128	39	98	50	20	78	37	13	20	13	7	86	61	22	12	5	19	14	17	9	6	9	35	22	14	7
	16%	19%	11%	17%	16%	15%	22%	16%	15%	9%	15%	14%	17%	14%	19%	12%	23%	16%	20%	20%	13%	18%	14%	18%	14%	17%	21%
About once a week	111	73	36	61	39	10	39	27	6	21	11	4	57	47	7	7	2	7	10	7	3	4	9	17	22	11	10
	11%	11%	10%	11%	12%	7%	11%	12%	7%	9%	13%	9%	12%	11%	6%	7%	9%	6%	13%	9%	5%	14%	15%	9%	14%	13%	32%
Several times a month	58	32	26	33	19	6	13	14	4	20	4	2	29	21	8	10	1	6	3	4	4	2	5	9	5	6	3
	6%	5%	7%	6%	6%	5%	4%	6%	5%	9%	5%	4%	6%	5%	7%	10%	4%	6%	4%	5%	5%	6%	8%	5%	3%	7%	9%
About once a month	48	34	14	33	14	1	25	8	1	8	6	-	27	19	2	2	2	10	6	1	5	-	*	10	8	4	-
	5%	5%	4%	6%	5%	1%	7%	3%	1%	4%	7%	-	6%	4%	2%	2%	12%	8%	8%	2%	7%	-	1%	5%	5%	5%	-
Less often	110	69	42	65	35	10	35	26	8	30	9	2	41	56	14	12	*	16	8	10	12	3	7	16	19	7	-
	11%	10%	12%	11%	11%	8%	10%	11%	9%	14%	11%	5%	8%	13%	12%	11%	2%	14%	10%	12%	17%	11%	12%	8%	12%	8%	-
Never	134	52	82	100	25	10	36	11	5	64	14	5	44	70	19	29	2	9	9	8	5	2	10	18	26	13	4
	13%	8%	23%	17%	8%	7%	10%	5%	6%	30%	16%	10%	9%	16%	17%	28%	8%	8%	13%	10%	7%	5%	16%	9%	16%	16%	12%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 8

Q5. How often, if at all, do you listen to any of the following?

A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	902 87%	273 97%	194 97%	214 85%	327 86%
NET: Regular listeners	685 66%	243 86%	173 87%	162 65%	239 63%
NET: Infrequent listeners	217 21%	31 11%	21 10%	52 21%	88 23%
Several times a day	218 21%	89 32%	66 33%	42 17%	83 22%
About once a day	189 18%	68 24%	50 25%	43 17%	70 19%
Several times a week	168 16%	61 22%	38 19%	39 15%	55 15%
About once a week	111 11%	24 9%	19 10%	39 15%	31 8%
Several times a month	58 6%	13 5%	9 5%	12 5%	23 6%
About once a month	48 5%	5 2%	4 2%	13 5%	18 5%
Less often	110 11%	13 5%	8 4%	26 10%	47 12%
Never	134 13%	8 3%	6 3%	38 15%	51 14%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 9

Q5. How often, if at all, do you listen to any of the following?**Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	930	616	309	523	292	116	331	208	76	190	81	38	442	387	101	89	19	107	66	75	63	28	55	190	133	75	30
	90%	91%	88%	90%	91%	86%	91%	90%	87%	88%	92%	83%	90%	90%	90%	85%	91%	93%	91%	90%	87%	88%	87%	96%	85%	89%	95%
NET: Regular listeners	726	498	225	399	245	82	264	177	57	134	66	25	335	301	90	65	14	90	45	59	49	21	43	164	100	49	28
	70%	73%	64%	69%	76%	61%	73%	77%	64%	62%	75%	55%	68%	70%	80%	62%	65%	78%	62%	70%	67%	67%	69%	83%	64%	58%	88%
NET: Infrequent listeners	204	118	84	123	47	34	67	31	20	56	15	13	107	86	11	24	5	17	21	17	14	7	11	26	32	26	2
	20%	17%	24%	21%	15%	25%	19%	13%	23%	26%	17%	29%	22%	20%	9%	23%	26%	15%	29%	20%	20%	21%	18%	13%	21%	31%	7%
Several times a day	262	191	69	163	83	16	118	61	12	45	20	4	128	92	42	16	4	31	19	23	14	10	16	64	36	23	6
	25%	28%	20%	28%	26%	12%	33%	27%	14%	21%	22%	9%	26%	21%	37%	15%	18%	27%	26%	28%	19%	32%	26%	32%	23%	27%	20%
About once a day	177	114	63	109	47	22	69	31	14	40	16	8	77	86	14	20	3	23	8	17	9	5	12	40	18	12	11
	17%	17%	18%	19%	15%	16%	19%	13%	16%	18%	17%	16%	20%	13%	19%	15%	20%	11%	20%	12%	15%	20%	20%	11%	14%	34%	
Several times a week	199	131	67	84	82	33	48	61	21	35	21	11	93	88	18	21	4	26	10	15	18	6	10	40	32	11	6
	19%	19%	19%	15%	26%	24%	13%	27%	24%	16%	23%	25%	19%	20%	16%	20%	21%	23%	14%	18%	25%	19%	16%	20%	20%	13%	20%
About once a week	87	61	26	43	33	11	29	24	9	14	10	2	37	34	16	8	2	9	8	3	8	*	4	21	15	4	5
	8%	9%	7%	7%	10%	8%	8%	10%	10%	7%	11%	4%	7%	8%	15%	7%	12%	8%	11%	4%	11%	1%	7%	10%	10%	5%	15%
Several times a month	72	51	21	43	13	15	29	10	12	14	3	4	46	24	2	8	2	6	9	6	6	1	4	8	13	9	-
	7%	8%	6%	7%	4%	11%	8%	4%	13%	6%	4%	8%	9%	5%	2%	8%	9%	5%	12%	7%	8%	3%	7%	4%	8%	11%	-
About once a month	35	25	10	17	11	7	12	8	5	5	3	2	15	17	3	4	1	5	4	2	-	2	3	4	4	3	2
	3%	4%	3%	3%	3%	5%	3%	3%	6%	3%	4%	4%	3%	4%	3%	4%	6%	4%	6%	3%	-	7%	5%	2%	2%	4%	7%
Less often	97	42	53	63	22	12	26	13	3	37	9	8	46	46	5	12	2	6	8	8	9	4	4	15	16	14	-
	9%	6%	15%	11%	7%	9%	7%	6%	4%	17%	10%	17%	9%	11%	5%	12%	11%	5%	11%	10%	12%	12%	6%	7%	10%	16%	-
Never	106	65	41	57	29	19	31	22	11	26	7	8	51	44	12	16	2	8	7	8	10	4	8	8	24	9	1
	10%	9%	12%	10%	9%	14%	9%	10%	13%	12%	8%	17%	10%	10%	10%	15%	9%	7%	9%	10%	13%	12%	13%	4%	15%	11%	5%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 9

Q5. How often, if at all, do you listen to any of the following?**Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)****Base: All respondents**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	930 90%	262 93%	183 91%	231 92%	347 92%
NET: Regular listeners	726 70%	225 80%	143 72%	179 71%	275 73%
NET: Infrequent listeners	204 20%	37 13%	39 20%	51 20%	71 19%
Several times a day	262 25%	77 27%	49 24%	70 28%	116 31%
About once a day	177 17%	48 17%	38 19%	44 17%	67 18%
Several times a week	199 19%	70 25%	39 20%	49 19%	66 17%
About once a week	87 8%	30 11%	18 9%	16 6%	27 7%
Several times a month	72 7%	18 6%	17 8%	16 6%	19 5%
About once a month	35 3%	6 2%	5 3%	2 1%	13 4%
Less often	97 9%	14 5%	18 9%	33 13%	39 10%
Never	106 10%	20 7%	17 9%	21 8%	31 8%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 10

Q5. How often, if at all, do you listen to any of the following?**An online music service (e.g. Spotify, Amazon Music)****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	915	598	313	546	270	98	338	192	69	207	76	30	433	382	99	91	19	102	65	76	66	28	53	184	138	67	25
	88%	88%	89%	94%	84%	73%	93%	83%	78%	96%	87%	64%	88%	89%	88%	87%	90%	89%	89%	91%	90%	90%	84%	93%	88%	80%	81%
NET: Regular listeners	776	507	266	499	218	59	310	154	42	187	62	17	380	317	79	72	16	88	56	61	56	24	42	164	114	59	23
	75%	74%	76%	86%	68%	44%	86%	67%	48%	87%	70%	36%	77%	74%	70%	69%	76%	77%	77%	73%	77%	76%	67%	83%	72%	71%	72%
NET: Infrequent listeners	139	92	47	47	52	39	28	37	26	19	15	13	53	65	20	18	3	14	9	15	10	4	11	20	24	8	3
	13%	13%	13%	8%	16%	29%	8%	16%	30%	9%	17%	28%	11%	15%	18%	18%	14%	12%	12%	18%	14%	14%	17%	10%	15%	9%	9%
Several times a day	314	217	93	228	71	15	158	50	9	68	19	6	150	128	36	21	6	37	25	18	21	8	23	74	45	24	14
	30%	32%	27%	39%	22%	11%	44%	22%	10%	31%	22%	12%	30%	30%	32%	20%	26%	34%	34%	21%	28%	26%	36%	37%	28%	28%	45%
About once a day	199	121	78	126	58	15	67	41	14	60	17	1	101	83	15	19	4	18	14	17	21	9	9	45	22	15	6
	19%	18%	22%	22%	18%	11%	18%	18%	15%	28%	19%	3%	20%	19%	13%	18%	18%	16%	19%	21%	28%	29%	14%	23%	14%	18%	20%
Several times a week	181	112	69	107	59	16	62	38	12	45	21	4	88	74	19	26	3	23	11	18	11	4	5	31	34	15	-
	18%	17%	20%	18%	18%	12%	17%	17%	14%	21%	24%	8%	18%	17%	17%	25%	16%	20%	16%	21%	15%	12%	8%	16%	21%	18%	-
About once a week	82	57	26	38	30	13	23	26	8	15	5	6	41	31	10	7	3	9	6	9	4	3	6	15	13	5	2
	8%	8%	7%	7%	9%	10%	6%	11%	9%	7%	5%	13%	8%	7%	9%	6%	16%	8%	9%	10%	5%	9%	9%	8%	8%	6%	7%
Several times a month	45	28	17	26	9	10	13	6	9	13	3	1	17	23	4	4	1	4	4	5	4	-	7	3	7	2	3
	4%	4%	5%	4%	3%	7%	4%	3%	10%	6%	4%	3%	3%	5%	4%	4%	4%	3%	5%	6%	6%	-	12%	1%	4%	3%	9%
About once a month	27	18	9	4	13	9	2	8	7	2	5	2	9	12	6	5	1	2	2	2	1	1	1	4	5	1	-
	3%	3%	2%	1%	4%	7%	1%	4%	8%	1%	5%	4%	2%	3%	5%	5%	3%	2%	2%	3%	2%	2%	2%	2%	3%	1%	-
Less often	67	46	22	17	30	20	12	23	10	5	7	10	27	31	10	9	1	8	3	7	4	4	2	12	12	4	-
	7%	7%	6%	3%	9%	15%	3%	10%	12%	2%	8%	21%	5%	7%	9%	8%	7%	7%	4%	9%	6%	12%	3%	6%	8%	5%	-
Never	121	82	38	34	51	36	24	39	19	10	11	17	60	48	13	14	2	13	8	8	7	3	10	15	19	17	6
	12%	12%	11%	6%	16%	27%	7%	17%	22%	4%	13%	36%	12%	11%	12%	13%	10%	11%	11%	9%	10%	10%	16%	7%	12%	20%	19%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 10
Q5. How often, if at all, do you listen to any of the following?
An online music service (e.g. Spotify, Amazon Music)
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	915 88%	249 88%	182 91%	249 99%	339 90%
NET: Regular listeners	776 75%	207 74%	154 77%	239 95%	296 78%
NET: Infrequent listeners	139 13%	42 15%	27 14%	10 4%	44 12%
Several times a day	314 30%	81 29%	62 31%	136 54%	130 34%
About once a day	199 19%	46 16%	34 17%	53 21%	74 20%
Several times a week	181 18%	53 19%	43 22%	37 15%	69 18%
About once a week	82 8%	27 10%	15 7%	13 5%	22 6%
Several times a month	45 4%	11 4%	9 5%	6 3%	17 4%
About once a month	27 3%	10 4%	5 2%	3 1%	8 2%
Less often	67 7%	20 7%	13 7%	1 *	19 5%
Never	121 12%	33 12%	18 9%	2 1%	39 10%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 11

Q5. How often, if at all, do you listen to any of the following?**Your personal music collection on CD, vinyl record or cassette tapes****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	844	569	271	441	282	121	284	206	79	155	74	41	400	347	97	81	19	101	54	68	58	25	46	171	127	65	29
	81%	84%	77%	76%	88%	90%	78%	89%	90%	72%	84%	89%	81%	81%	86%	78%	92%	87%	73%	81%	80%	81%	73%	86%	81%	78%	91%
NET: Regular listeners	474	351	122	242	165	68	178	121	52	64	42	17	231	190	53	34	10	59	30	48	36	11	28	100	71	29	18
	46%	52%	35%	42%	51%	51%	49%	53%	59%	29%	47%	36%	47%	44%	47%	33%	49%	51%	41%	58%	49%	34%	45%	50%	45%	35%	56%
NET: Infrequent listeners	370	218	149	200	118	52	106	85	27	92	33	25	169	157	44	47	9	42	24	19	22	15	18	71	56	36	11
	36%	32%	43%	34%	37%	39%	29%	37%	31%	42%	37%	53%	34%	36%	39%	45%	43%	36%	32%	23%	31%	47%	29%	36%	36%	43%	35%
Several times a day	85	64	19	47	32	6	39	20	5	9	9	1	37	30	18	6	1	13	9	6	8	1	7	14	12	4	3
	8%	9%	5%	8%	10%	5%	11%	9%	6%	4%	11%	3%	8%	7%	16%	6%	4%	11%	13%	7%	11%	4%	11%	7%	8%	5%	11%
About once a day	107	74	33	53	37	16	33	28	13	20	10	3	48	44	15	8	3	8	2	13	8	4	7	19	18	10	7
	10%	11%	9%	9%	12%	12%	9%	12%	15%	9%	11%	6%	10%	10%	13%	8%	12%	7%	2%	16%	11%	13%	11%	10%	11%	12%	22%
Several times a week	196	151	46	106	64	26	84	49	18	22	15	8	97	85	14	15	4	33	12	21	13	5	10	47	24	9	4
	19%	22%	13%	18%	20%	19%	23%	21%	20%	10%	17%	18%	20%	20%	13%	14%	18%	28%	17%	25%	17%	15%	16%	24%	15%	11%	12%
About once a week	86	61	24	35	31	20	22	24	16	13	7	4	48	31	6	5	3	5	6	9	7	1	4	19	17	6	4
	8%	9%	7%	6%	10%	15%	6%	10%	18%	6%	8%	9%	10%	7%	6%	5%	15%	4%	9%	10%	9%	2%	7%	9%	11%	7%	12%
Several times a month	94	56	38	54	26	14	32	18	5	21	7	9	39	37	18	13	2	11	6	9	4	5	3	17	15	4	4
	9%	8%	11%	9%	8%	11%	9%	8%	6%	10%	9%	20%	8%	8%	16%	13%	12%	9%	9%	11%	6%	16%	5%	9%	10%	5%	12%
About once a month	65	41	24	32	24	9	21	14	6	11	9	4	37	23	5	5	2	11	6	2	4	3	4	9	9	11	-
	6%	6%	7%	6%	7%	7%	6%	6%	6%	5%	11%	8%	8%	5%	4%	4%	8%	9%	8%	3%	6%	9%	6%	5%	6%	13%	-
Less often	211	121	87	114	68	29	53	52	16	59	16	12	92	97	21	29	5	20	12	8	14	7	11	45	32	21	7
	20%	18%	25%	20%	21%	21%	15%	23%	19%	27%	18%	25%	19%	23%	19%	28%	23%	18%	16%	10%	19%	22%	18%	22%	20%	25%	22%
Never	192	111	80	139	39	14	78	24	9	61	14	5	93	83	16	23	2	14	20	16	15	6	17	28	30	18	3
	19%	16%	23%	24%	12%	10%	22%	11%	10%	28%	16%	11%	19%	19%	14%	22%	8%	13%	27%	19%	20%	19%	27%	14%	19%	22%	9%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 11

Q5. How often, if at all, do you listen to any of the following?
Your personal music collection on CD, vinyl record or cassette tapes

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	844 81%	260 92%	181 91%	205 82%	297 79%
NET: Regular listeners	474 46%	178 63%	118 59%	128 51%	156 41%
NET: Infrequent listeners	370 36%	82 29%	63 32%	77 31%	141 37%
Several times a day	85 8%	31 11%	22 11%	27 11%	30 8%
About once a day	107 10%	35 12%	30 15%	28 11%	40 10%
Several times a week	196 19%	75 27%	46 23%	54 21%	72 19%
About once a week	86 8%	36 13%	20 10%	20 8%	15 4%
Several times a month	94 9%	26 9%	20 10%	27 11%	35 9%
About once a month	65 6%	11 4%	12 6%	9 4%	29 8%
Less often	211 20%	45 16%	31 15%	41 16%	78 21%
Never	192 19%	22 8%	19 9%	46 18%	81 21%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 12

Q5. How often, if at all, do you listen to any of the following?**A podcast****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Regular listeners	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Infrequent listeners	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Several times a day	183	132	50	127	44	11	92	33	7	35	11	3	94	69	20	21	4	19	14	11	14	3	17	35	26	9	10
	18%	19%	14%	22%	14%	8%	25%	14%	8%	16%	12%	7%	19%	16%	18%	20%	18%	16%	19%	13%	19%	10%	27%	18%	17%	11%	31%
About once a day	219	136	83	135	61	24	79	41	16	55	20	8	101	90	27	21	4	22	11	17	22	6	12	47	31	16	9
	21%	20%	24%	23%	19%	18%	22%	18%	18%	25%	23%	17%	21%	21%	24%	20%	21%	19%	15%	21%	30%	20%	19%	23%	20%	19%	29%
Several times a week	365	239	123	202	122	41	123	91	25	78	30	15	183	149	33	36	8	44	25	34	19	9	23	72	55	30	8
	35%	35%	35%	35%	38%	30%	34%	40%	29%	36%	34%	33%	37%	35%	30%	35%	38%	39%	34%	41%	26%	29%	37%	36%	35%	36%	27%
About once a week	269	173	95	116	94	59	68	66	39	48	27	20	115	122	32	26	5	30	23	21	18	13	11	45	44	28	4
	26%	25%	27%	20%	29%	44%	19%	29%	45%	22%	31%	43%	23%	28%	29%	25%	24%	26%	31%	25%	24%	41%	18%	23%	28%	34%	13%
Several times a month	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About once a month	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 12

Q5. How often, if at all, do you listen to any of the following?

A podcast

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	1036 100%	281 100%	200 100%	251 100%	378 100%
NET: Regular listeners	1036 100%	281 100%	200 100%	251 100%	378 100%
NET: Infrequent listeners	- -	- -	- -	- -	- -
Several times a day	183 18%	34 12%	41 21%	35 14%	80 21%
About once a day	219 21%	55 20%	35 18%	57 23%	86 23%
Several times a week	365 35%	107 38%	72 36%	96 38%	148 39%
About once a week	269 26%	85 30%	52 26%	63 25%	64 17%
Several times a month	- -	- -	- -	- -	- -
About once a month	- -	- -	- -	- -	- -
Less often	- -	- -	- -	- -	- -
Never	- -	- -	- -	- -	- -

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 13
Q5. How often, if at all, do you listen to any of the following?
An audiobook
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	774	528	240	438	242	94	292	173	64	144	67	30	382	311	81	62	15	93	52	65	51	20	47	169	112	65	24
	75%	78%	69%	75%	75%	70%	81%	75%	72%	66%	76%	65%	77%	72%	72%	59%	69%	81%	71%	77%	70%	65%	74%	85%	71%	77%	75%
NET: Regular listeners	394	270	122	245	115	34	170	79	21	76	35	12	208	147	38	29	8	49	24	36	26	8	19	98	54	27	16
	38%	40%	35%	42%	36%	25%	47%	34%	24%	35%	39%	27%	42%	34%	34%	28%	38%	42%	32%	44%	36%	25%	31%	49%	34%	32%	50%
NET: Infrequent listeners	380	259	118	193	127	60	123	94	42	68	32	18	174	164	42	33	7	45	28	28	25	12	27	71	58	38	8
	37%	38%	34%	33%	39%	45%	34%	41%	48%	32%	36%	38%	35%	38%	37%	31%	31%	39%	38%	34%	34%	40%	43%	36%	37%	45%	25%
Several times a day	64	53	11	44	17	3	39	12	1	4	5	2	29	25	9	2	13	5	6	3	2	3	15	10	2	-	
	6%	8%	3%	8%	5%	2%	11%	5%	1%	2%	6%	4%	6%	6%	8%	2%	11%	6%	7%	5%	7%	5%	8%	6%	2%	-	
About once a day	96	53	41	60	25	11	34	14	6	26	10	5	47	40	9	7	*	8	6	12	10	1	6	28	7	6	6
	9%	8%	12%	10%	8%	8%	9%	6%	6%	12%	11%	11%	10%	9%	8%	6%	2%	7%	8%	15%	14%	4%	9%	14%	4%	7%	20%
Several times a week	137	95	42	83	42	11	59	27	8	24	15	3	82	44	11	17	3	14	6	5	9	3	6	32	22	13	7
	13%	14%	12%	14%	13%	8%	16%	12%	10%	11%	17%	7%	17%	10%	10%	16%	13%	12%	8%	6%	12%	8%	10%	16%	14%	16%	22%
About once a week	97	69	28	58	31	8	37	26	6	21	5	2	50	38	9	4	2	15	7	13	4	2	4	22	14	7	2
	9%	10%	8%	10%	10%	6%	10%	11%	7%	10%	6%	5%	10%	9%	8%	3%	12%	13%	10%	16%	5%	6%	7%	11%	9%	8%	8%
Several times a month	67	48	20	38	20	9	27	16	5	11	5	4	30	35	3	7	1	7	3	4	5	3	7	16	9	3	1
	7%	7%	6%	7%	6%	7%	7%	7%	6%	5%	5%	9%	6%	8%	2%	7%	5%	6%	5%	5%	7%	9%	11%	8%	6%	4%	5%
About once a month	92	65	23	46	29	16	31	23	12	14	5	4	44	38	10	8	2	13	8	9	6	3	5	12	15	8	4
	9%	10%	7%	8%	9%	12%	8%	10%	13%	6%	6%	9%	9%	9%	9%	7%	9%	11%	11%	11%	8%	8%	8%	6%	9%	10%	12%
Less often	221	146	75	109	78	35	65	56	25	43	22	10	100	91	30	18	4	25	17	15	14	7	15	43	35	26	2
	21%	21%	21%	19%	24%	26%	18%	24%	29%	20%	25%	21%	20%	21%	26%	17%	18%	22%	23%	18%	19%	23%	24%	22%	22%	31%	8%
Never	262	152	110	142	79	41	70	58	24	73	21	16	111	119	32	43	6	22	21	19	22	11	16	30	45	19	8
	25%	22%	31%	25%	25%	30%	19%	25%	28%	34%	24%	35%	23%	28%	28%	41%	31%	19%	29%	23%	30%	35%	26%	15%	29%	23%	25%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 13
Q5. How often, if at all, do you listen to any of the following?
An audiobook
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	774 75%	236 84%	161 81%	212 84%	280 74%
NET: Regular listeners	394 38%	138 49%	91 46%	119 47%	156 41%
NET: Infrequent listeners	380 37%	98 35%	70 35%	92 37%	124 33%
Several times a day	64 6%	22 8%	20 10%	18 7%	30 8%
About once a day	96 9%	32 11%	24 12%	26 10%	37 10%
Several times a week	137 13%	52 19%	31 16%	43 17%	51 14%
About once a week	97 9%	32 11%	16 8%	32 13%	38 10%
Several times a month	67 7%	17 6%	13 7%	17 7%	28 7%
About once a month	92 9%	20 7%	17 9%	24 9%	25 7%
Less often	221 21%	61 22%	40 20%	52 21%	71 19%
Never	262 25%	45 16%	38 19%	40 16%	98 26%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 14

Q5. How often, if at all, do you listen to any of the following?**Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	958	637	316	548	300	110	344	218	75	202	80	35	459	393	106	89	19	108	68	81	68	31	57	192	141	75	29
	93%	94%	90%	94%	94%	82%	95%	95%	85%	93%	90%	75%	93%	91%	95%	85%	91%	94%	93%	97%	92%	98%	92%	97%	90%	89%	93%
NET: Regular listeners	693	475	213	413	225	55	277	163	35	134	59	20	324	286	84	63	16	80	52	58	39	21	39	155	94	50	26
	67%	70%	61%	71%	70%	41%	77%	71%	40%	62%	67%	42%	66%	66%	75%	60%	74%	69%	71%	69%	53%	68%	62%	78%	60%	60%	84%
NET: Infrequent listeners	265	162	104	135	76	55	66	55	40	68	21	15	136	107	22	27	4	29	16	23	29	10	18	38	46	24	3
	26%	24%	30%	23%	24%	41%	18%	24%	46%	31%	23%	32%	28%	25%	20%	25%	17%	25%	22%	28%	39%	30%	29%	19%	29%	29%	9%
Several times a day	189	137	51	120	59	10	90	42	5	31	16	5	81	72	36	19	5	22	14	17	12	5	10	43	20	14	7
	18%	20%	15%	21%	18%	7%	25%	18%	5%	14%	18%	11%	16%	17%	32%	18%	26%	19%	19%	20%	16%	17%	21%	13%	17%	22%	
About once a day	188	125	63	124	56	8	78	41	6	46	15	2	89	77	22	14	4	19	13	11	11	7	10	51	25	13	11
	18%	18%	18%	21%	17%	6%	22%	18%	7%	21%	17%	4%	18%	18%	19%	13%	17%	17%	18%	13%	15%	22%	15%	26%	16%	15%	35%
Several times a week	196	129	64	110	65	22	71	43	15	37	21	6	96	79	21	19	3	28	18	21	12	5	11	31	34	8	4
	19%	19%	18%	19%	20%	16%	20%	19%	17%	17%	24%	13%	19%	18%	19%	19%	14%	25%	25%	25%	17%	15%	18%	16%	22%	10%	12%
About once a week	120	85	35	59	46	15	39	37	9	21	8	7	57	58	5	10	4	10	7	9	3	4	9	29	16	15	5
	12%	12%	10%	10%	14%	11%	11%	16%	10%	9%	9%	14%	12%	13%	5%	10%	18%	9%	9%	10%	4%	14%	14%	15%	10%	18%	14%
Several times a month	88	53	35	41	32	15	19	24	10	22	8	5	44	34	9	9	1	10	4	4	11	3	6	14	18	8	-
	8%	8%	10%	7%	10%	11%	5%	10%	11%	10%	9%	11%	9%	8%	8%	8%	6%	8%	6%	5%	15%	9%	10%	7%	11%	9%	-
About once a month	59	33	26	37	15	7	16	11	6	22	3	1	35	20	5	10	-	4	2	8	8	1	3	7	7	7	3
	6%	5%	8%	6%	5%	5%	4%	5%	7%	10%	4%	2%	7%	5%	4%	9%	-	4%	3%	9%	10%	5%	5%	3%	4%	9%	9%
Less often	119	76	42	56	29	33	32	20	25	25	9	9	57	53	9	8	2	15	9	11	10	5	9	17	22	9	-
	11%	11%	12%	10%	9%	25%	9%	9%	28%	11%	10%	19%	12%	12%	8%	8%	11%	13%	13%	14%	14%	17%	14%	9%	14%	11%	-
Never	78	43	34	32	21	25	18	12	13	14	8	12	34	38	6	15	2	7	5	3	6	1	5	7	16	9	2
	7%	6%	10%	6%	6%	18%	5%	5%	15%	7%	10%	25%	7%	9%	5%	15%	9%	6%	7%	3%	8%	2%	8%	3%	10%	11%	7%

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 14

Q5. How often, if at all, do you listen to any of the following?

Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	958 93%	260 92%	184 92%	245 97%	346 92%
NET: Regular listeners	693 67%	203 72%	137 69%	194 77%	240 63%
NET: Infrequent listeners	265 26%	57 20%	47 24%	51 20%	106 28%
Several times a day	189 18%	54 19%	37 18%	64 25%	75 20%
About once a day	188 18%	55 20%	34 17%	63 25%	63 17%
Several times a week	196 19%	60 21%	47 24%	49 19%	64 17%
About once a week	120 12%	34 12%	20 10%	19 8%	39 10%
Several times a month	88 8%	17 6%	16 8%	26 10%	38 10%
About once a month	59 6%	10 3%	10 5%	8 3%	26 7%
Less often	119 11%	31 11%	20 10%	17 7%	42 11%
Never	78 7%	21 8%	16 8%	6 3%	32 8%

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 15

Q6. Are you willing to complete this questionnaire and the follow-up diary exercise?**Base: All respondents**

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot- land	North East	North West	York- shire and the Humber	West Mid- lands	East Mid- lands	Wales	East of Eng- land	London	South East	South West	North- ern Ire- land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
Yes - I am willing to take part	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No - I am not willing to take part	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 15

Q6. Are you willing to complete this questionnaire and the follow-up diary exercise?**Base: All respondents**

	Podcast Users				
	Total	BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
Yes - I am willing to take part	1036 100%	281 100%	200 100%	251 100%	378 100%
No - I am not willing to take part	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey

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Absolutes/col percents

Table 16
Q7. When do you usually listen to them?
Summary

Base: All respondents who listen to each at least once a month

	Sources							
	A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)	A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)	Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)	An online music service (e.g. Spotify, Amazon Music)	Your personal music collection on CD, vinyl record or cassette tapes	A podcast	An audiobook	Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)
Unweighted base	896	792	818	817	631	1036	527	822
Weighted base	886	792	833	847	634	1036	553	840
When I commute to work	271 31%	198 25%	276 33%	289 34%	89 14%	341 33%	146 26%	92 11%
When traveling in a car	517 58%	415 52%	306 37%	275 33%	186 29%	326 31%	152 27%	91 11%
When traveling on public transport	105 12%	101 13%	307 37%	276 33%	61 10%	325 31%	145 26%	92 11%
While walking	120 14%	118 15%	347 42%	326 38%	71 11%	387 37%	162 29%	82 10%
While exercising/ at the gym	106 12%	82 10%	281 34%	278 33%	70 11%	192 19%	72 13%	79 9%
While at work	198 22%	169 21%	205 25%	252 30%	62 10%	231 22%	102 18%	129 15%
While at school/college	28 3%	25 3%	44 5%	70 8%	17 3%	42 4%	35 6%	29 3%
While at home	459 52%	447 57%	503 60%	643 76%	475 75%	717 69%	346 63%	716 85%
Other	13 1%	13 2%	34 4%	22 3%	14 2%	25 2%	14 3%	15 2%

Podcast Listening Recruitment/Establishment Survey

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Absolutes/col percents

Table 17

Q7. When do you usually listen to them?**A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	896	482	410	341	414	141	168	240	74	172	171	67	453	355	88	73	42	98	77	79	54	45	59	155	129	74	11
Weighted base	886	592	289	477	286	122	307	204	82	169	79	41	442	358	85	85	19	102	61	76	56	27	52	175	137	72	24
When traveling in a car	517	336	178	271	171	75	167	120	49	104	48	26	271	197	49	48	10	69	32	46	28	19	29	84	90	42	21
	58%	57%	62%	57%	60%	61%	54%	59%	60%	62%	60%	64%	61%	55%	57%	57%	52%	67%	52%	61%	50%	70%	56%	48%	66%	58%	85%
While at home	459	301	154	207	165	87	127	117	57	78	45	30	235	180	44	40	9	52	35	31	26	20	26	101	71	37	11
	52%	51%	53%	43%	58%	71%	41%	58%	70%	46%	57%	74%	53%	50%	52%	47%	48%	51%	58%	40%	47%	72%	51%	58%	52%	52%	45%
When I commute to work	271	189	79	148	105	17	100	78	11	47	25	7	140	112	19	28	6	28	28	25	15	12	9	56	40	18	6
	31%	32%	27%	31%	37%	14%	33%	38%	13%	28%	32%	17%	32%	31%	22%	33%	30%	28%	46%	34%	27%	42%	17%	32%	29%	25%	26%
While at work	198	135	60	113	74	11	74	54	8	39	18	3	92	86	20	19	3	19	15	12	16	8	4	50	32	16	5
	22%	23%	21%	24%	26%	9%	24%	26%	10%	23%	23%	7%	21%	24%	23%	22%	18%	18%	24%	16%	28%	28%	7%	28%	23%	22%	22%
While walking	120	78	39	61	44	15	40	28	9	20	13	6	63	43	13	9	2	14	11	12	6	5	4	34	12	5	8
	14%	13%	14%	13%	15%	12%	13%	14%	11%	12%	17%	14%	14%	12%	16%	10%	9%	14%	18%	16%	11%	17%	7%	19%	9%	6%	32%
While exercising/ at the gym	106	76	28	61	37	8	49	23	5	12	12	3	60	35	11	7	1	16	4	15	2	5	4	29	16	5	2
	12%	13%	10%	13%	13%	7%	16%	11%	6%	7%	16%	8%	14%	10%	13%	8%	6%	16%	7%	19%	4%	18%	7%	17%	12%	7%	7%
When traveling on public transport	105	73	30	53	40	11	40	27	6	13	12	5	52	46	6	9	4	15	7	6	4	3	2	33	14	6	2
	12%	12%	10%	11%	14%	9%	13%	13%	8%	8%	14%	12%	12%	13%	7%	11%	19%	14%	12%	8%	7%	9%	5%	19%	10%	9%	7%
While at school/college	28	16	8	18	7	3	12	3	1	5	1	2	11	14	3	-	*	6	1	2	1	1	-	6	8	2	2
	3%	3%	3%	4%	2%	2%	4%	2%	1%	3%	2%	4%	3%	4%	3%	-	2%	5%	1%	3%	2%	2%	-	3%	6%	3%	7%
Other	13	6	4	5	7	*	3	3	-	2	2	*	4	8	1	1	-	3	1	1	-	*	*	3	-	*	2
	1%	1%	2%	1%	2%	*	1%	2%	-	1%	2%	1%	1%	2%	2%	1%	-	3%	2%	2%	-	1%	1%	2%	-	1%	9%

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Absolutes/col percents

Table 17

Q7. When do you usually listen to them?**A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	896	289	191	219	331
Weighted base	886	265	187	224	324
When traveling in a car	517 58%	165 62%	116 62%	144 64%	201 62%
While at home	459 52%	169 64%	116 62%	116 52%	176 54%
When I commute to work	271 31%	90 34%	65 35%	80 36%	99 31%
While at work	198 22%	67 25%	49 26%	52 23%	83 26%
While walking	120 14%	51 19%	36 19%	42 19%	54 17%
While exercising/ at the gym	106 12%	52 20%	32 17%	47 21%	49 15%
When traveling on public transport	105 12%	49 18%	39 21%	40 18%	43 13%
While at school/college	28 3%	6 2%	8 4%	14 6%	12 4%
Other	13 1%	3 1%	1 *	3 1%	6 2%

Podcast Listening Recruitment/Establishment Survey

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Absolutes/col percents

Table 18

Q7. When do you usually listen to them?**A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	792	455	332	286	373	133	161	227	67	124	143	65	411	303	78	54	41	83	73	69	51	41	49	145	105	69	12
Weighted base	792	560	227	416	261	115	291	194	75	122	65	39	408	304	80	64	19	91	56	66	56	26	45	165	113	64	27
While at home	447	317	126	188	165	94	133	122	61	53	40	32	238	166	43	36	10	53	31	34	34	17	27	93	68	37	6
	57%	57%	56%	45%	63%	82%	46%	63%	82%	43%	62%	82%	58%	55%	54%	57%	55%	59%	56%	51%	62%	63%	60%	56%	60%	58%	23%
When traveling in a car	415	295	117	207	136	72	149	97	48	58	37	23	219	154	41	27	10	48	33	42	28	16	30	77	61	30	12
	52%	53%	52%	50%	52%	63%	51%	50%	64%	47%	57%	58%	54%	51%	52%	43%	55%	53%	59%	64%	51%	59%	66%	47%	54%	47%	42%
When I commute to work	198	144	54	90	89	19	61	70	13	29	19	6	112	71	16	12	4	22	16	17	11	9	4	55	26	15	6
	25%	26%	24%	22%	34%	16%	21%	36%	17%	24%	29%	15%	27%	23%	19%	19%	21%	24%	29%	26%	20%	34%	10%	34%	23%	24%	22%
While at work	169	130	39	99	58	12	73	47	9	26	10	3	75	75	19	12	2	19	9	18	19	3	4	36	21	15	11
	21%	23%	17%	24%	22%	11%	25%	24%	12%	21%	16%	7%	18%	25%	24%	19%	13%	21%	16%	27%	33%	12%	8%	22%	18%	24%	42%
While walking	118	80	36	61	43	14	42	28	10	19	13	4	65	39	14	7	3	18	9	11	4	5	7	33	9	8	4
	15%	14%	16%	15%	16%	12%	14%	15%	13%	16%	20%	10%	16%	13%	18%	11%	16%	20%	16%	16%	7%	17%	15%	20%	8%	13%	14%
When traveling on public transport	101	71	29	47	43	10	35	30	6	12	12	5	54	38	10	8	2	14	10	10	2	2	6	30	8	8	2
	13%	13%	13%	11%	17%	9%	12%	16%	8%	10%	19%	12%	13%	12%	12%	13%	11%	15%	17%	15%	4%	9%	13%	18%	7%	13%	6%
While exercising/ at the gym	82	60	20	57	21	5	44	12	4	13	6	1	51	27	5	4	2	17	5	8	1	2	4	22	9	7	-
	10%	11%	9%	14%	8%	4%	15%	6%	5%	10%	10%	3%	12%	9%	6%	6%	11%	19%	8%	12%	2%	9%	10%	13%	8%	11%	-
While at school/college	25	18	6	22	1	1	16	1	1	6	*	-	14	9	2	-	*	4	2	6	1	1	-	3	5	2	-
	3%	3%	3%	5%	*	1%	6%	*	2%	5%	1%	-	3%	3%	2%	-	2%	4%	4%	9%	2%	4%	-	2%	5%	3%	-
Other	13	6	6	6	7	1	2	4	-	4	1	1	5	7	2	2	-	2	-	1	-	-	*	3	1	2	2
	2%	1%	3%	1%	3%	*	1%	2%	-	3%	2%	1%	1%	2%	2%	3%	-	2%	-	1%	-	-	1%	2%	1%	3%	8%

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Absolutes/col percents

Table 18

Q7. When do you usually listen to them?**A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	792	279	194	183	285
Weighted base	792	260	186	188	280
While at home	447 57%	169 65%	127 68%	106 56%	157 56%
When traveling in a car	415 52%	150 58%	103 56%	97 52%	152 54%
When I commute to work	198 25%	80 31%	68 37%	63 33%	85 30%
While at work	169 21%	55 21%	34 18%	47 25%	66 24%
While walking	118 15%	54 21%	36 19%	38 20%	51 18%
When traveling on public transport	101 13%	47 18%	39 21%	43 23%	49 17%
While exercising/ at the gym	82 10%	33 13%	24 13%	30 16%	39 14%
While at school/college	25 3%	6 2%	11 6%	5 3%	12 4%
Other	13 2%	4 2%	1 1%	1 1%	4 1%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 19

Q7. When do you usually listen to them?**Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	818	459	356	319	382	117	167	226	66	151	154	51	401	326	91	67	37	93	71	71	51	38	54	152	108	63	13
Weighted base	833	573	256	460	269	104	305	195	73	153	72	30	396	341	96	77	17	101	58	67	55	24	51	176	117	61	30
While at home	503	346	154	255	171	77	164	126	56	89	43	21	226	215	62	50	11	64	31	40	33	15	34	109	60	40	15
	60%	60%	60%	56%	63%	75%	54%	65%	76%	58%	59%	70%	57%	63%	65%	65%	64%	64%	54%	60%	61%	64%	67%	62%	52%	65%	49%
While walking	347	238	108	213	109	25	148	73	17	65	34	9	162	140	45	33	5	38	28	26	24	9	18	80	44	23	19
	42%	41%	42%	46%	41%	24%	49%	37%	23%	42%	47%	29%	41%	41%	47%	42%	32%	38%	49%	39%	43%	38%	36%	45%	38%	38%	63%
When traveling on public transport	307	222	83	197	88	22	141	66	16	57	20	6	147	120	41	27	6	32	20	26	22	9	19	83	34	24	4
	37%	39%	33%	43%	33%	21%	46%	34%	21%	37%	28%	19%	37%	35%	43%	36%	33%	32%	35%	39%	41%	37%	38%	47%	29%	39%	13%
When traveling in a car	306	209	95	159	100	46	106	68	35	53	31	12	159	112	34	18	6	42	27	29	25	12	22	54	44	19	8
	37%	36%	37%	35%	37%	45%	35%	35%	48%	35%	43%	38%	40%	33%	36%	23%	35%	42%	47%	43%	45%	50%	44%	31%	37%	30%	26%
While exercising/ at the gym	281	187	92	179	86	16	117	60	10	61	25	6	137	121	23	14	5	33	24	23	20	9	9	73	29	23	17
	34%	33%	36%	39%	32%	15%	38%	30%	13%	40%	35%	20%	34%	35%	24%	18%	33%	32%	42%	35%	37%	36%	17%	42%	25%	38%	58%
When I commute to work	276	200	75	165	94	17	120	68	12	45	24	5	138	117	22	21	5	35	25	26	18	6	14	75	31	15	3
	33%	35%	29%	36%	35%	17%	39%	35%	17%	30%	34%	16%	35%	34%	23%	27%	32%	35%	43%	40%	34%	25%	28%	43%	27%	24%	11%
While at work	205	172	31	125	71	9	110	54	8	15	15	1	95	90	20	8	4	26	17	12	18	4	9	54	30	13	8
	25%	30%	12%	27%	26%	9%	36%	27%	11%	10%	21%	4%	24%	26%	21%	11%	21%	26%	30%	19%	33%	15%	18%	31%	26%	22%	27%
While at school/college	44	31	9	37	7	-	28	3	-	7	2	-	23	17	4	3	*	9	5	2	5	-	*	9	7	2	-
	5%	5%	4%	8%	3%	-	9%	1%	-	5%	3%	-	6%	5%	4%	4%	2%	9%	9%	3%	9%	-	1%	5%	6%	4%	-
Other	34	26	6	15	14	4	14	8	3	1	4	1	13	18	2	2	-	4	3	2	3	-	2	7	3	3	5
	4%	5%	2%	3%	5%	4%	5%	4%	5%	1%	5%	4%	3%	5%	3%	2%	-	4%	5%	4%	5%	-	4%	4%	3%	5%	15%

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 19

Q7. When do you usually listen to them?**Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	818	260	166	189	310
Weighted base	833	248	165	197	308
While at home	503 60%	165 67%	109 66%	118 60%	197 64%
While walking	347 42%	111 45%	67 41%	95 48%	141 46%
When traveling on public transport	307 37%	93 37%	68 41%	85 43%	129 42%
When traveling in a car	306 37%	97 39%	70 42%	73 37%	127 41%
While exercising/ at the gym	281 34%	85 34%	49 30%	83 42%	120 39%
When I commute to work	276 33%	78 31%	58 35%	66 33%	128 42%
While at work	205 25%	58 24%	36 22%	53 27%	88 28%
While at school/college	44 5%	9 4%	10 6%	19 10%	16 5%
Other	34 4%	16 7%	9 5%	11 6%	14 5%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 20

Q7. When do you usually listen to them?**An online music service (e.g. Spotify, Amazon Music)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	817	431	383	383	349	85	179	199	53	203	148	32	404	330	83	68	37	88	74	72	54	38	54	145	116	60	11
Weighted base	847	553	291	529	240	78	326	169	58	202	69	20	406	352	89	82	17	94	62	69	62	25	51	172	126	63	25
While at home	643	410	230	381	191	71	223	135	51	156	55	19	305	267	70	65	12	75	54	44	48	19	41	120	93	54	18
	76%	74%	79%	72%	80%	90%	69%	80%	88%	77%	79%	97%	75%	76%	79%	80%	69%	79%	87%	64%	78%	77%	81%	70%	73%	87%	70%
While walking	326	207	117	239	77	10	150	50	8	90	25	3	152	139	35	23	7	40	23	28	29	7	21	62	51	24	10
	38%	38%	40%	45%	32%	13%	46%	30%	13%	44%	36%	13%	37%	39%	40%	29%	38%	43%	37%	40%	48%	28%	42%	36%	40%	39%	41%
When I commute to work	289	192	95	213	70	6	137	52	4	76	17	3	148	120	21	20	5	33	24	32	24	4	16	74	38	18	2
	34%	35%	33%	40%	29%	8%	42%	31%	6%	38%	24%	13%	37%	34%	24%	24%	32%	35%	39%	46%	38%	17%	31%	43%	30%	29%	6%
While exercising/ at the gym	278	170	105	212	60	6	128	39	4	83	19	2	146	111	21	21	3	30	21	22	13	4	15	68	46	29	6
	33%	31%	36%	40%	25%	8%	39%	23%	6%	41%	28%	12%	36%	32%	24%	26%	20%	32%	34%	32%	21%	16%	30%	39%	37%	46%	22%
When traveling on public transport	276	174	98	211	54	11	130	37	7	79	16	4	134	120	22	19	4	30	21	23	22	5	17	68	41	25	-
	33%	32%	34%	40%	23%	14%	40%	22%	13%	39%	23%	19%	33%	34%	25%	23%	22%	32%	35%	34%	36%	22%	33%	40%	32%	40%	-
When traveling in a car	275	178	95	187	75	13	115	53	10	72	21	3	135	111	30	24	7	34	22	27	23	6	21	38	40	26	7
	33%	32%	33%	35%	31%	17%	35%	31%	18%	36%	30%	14%	33%	31%	33%	30%	39%	37%	35%	40%	38%	23%	41%	22%	32%	42%	27%
While at work	252	181	69	186	62	4	129	48	4	57	12	-	132	101	19	16	4	25	18	19	16	8	16	56	35	27	11
	30%	33%	24%	35%	26%	5%	40%	29%	6%	28%	18%	-	32%	29%	22%	19%	25%	26%	29%	28%	26%	34%	32%	33%	28%	43%	44%
While at school/college	70	43	24	59	10	2	39	4	-	18	4	2	29	32	9	4	2	9	9	7	6	2	3	8	12	6	3
	8%	8%	8%	11%	4%	2%	12%	2%	-	9%	6%	8%	7%	9%	10%	5%	12%	9%	14%	11%	9%	8%	5%	5%	10%	10%	11%
Other	22	12	8	11	9	2	5	5	2	5	3	-	9	13	-	3	*	2	1	1	2	-	1	7	2	2	-
	3%	2%	3%	2%	4%	3%	2%	3%	4%	3%	4%	-	2%	4%	-	3%	2%	3%	2%	2%	3%	-	3%	4%	1%	4%	-

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 20

Q7. When do you usually listen to them?**An online music service (e.g. Spotify, Amazon Music)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	817	241	167	241	310
Weighted base	847	229	169	248	320
While at home	643 76%	184 81%	128 76%	197 79%	255 80%
While walking	326 38%	83 36%	51 30%	136 55%	141 44%
When I commute to work	289 34%	70 31%	52 31%	114 46%	130 41%
While exercising/ at the gym	278 33%	64 28%	54 32%	125 50%	132 41%
When traveling on public transport	276 33%	71 31%	49 29%	114 46%	125 39%
When traveling in a car	275 33%	69 30%	53 32%	110 44%	124 39%
While at work	252 30%	56 24%	45 27%	90 36%	117 37%
While at school/college	70 8%	13 5%	16 9%	35 14%	28 9%
Other	22 3%	5 2%	5 3%	9 3%	8 3%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 21

Q7. When do you usually listen to them?**Your personal music collection on CD, vinyl record or cassette tapes****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	631	361	268	225	302	104	128	177	56	97	123	48	309	245	77	46	31	74	52	62	44	29	40	109	86	47	11
Weighted base	634	448	184	328	214	92	231	154	63	96	58	29	308	250	76	52	14	80	42	60	44	19	35	126	95	44	22
While at home	475	334	139	219	172	83	152	125	57	67	46	26	236	175	63	42	8	63	37	44	36	13	25	86	73	35	13
	75%	75%	75%	67%	80%	90%	66%	81%	91%	70%	78%	89%	77%	70%	83%	81%	55%	78%	87%	74%	80%	72%	72%	68%	77%	80%	58%
When traveling in a car	186	136	49	85	72	29	62	53	22	23	18	8	90	78	18	9	4	33	15	17	13	8	11	28	26	13	8
	29%	30%	27%	26%	34%	32%	27%	34%	35%	24%	32%	26%	29%	31%	24%	16%	28%	41%	36%	29%	30%	46%	32%	23%	28%	30%	36%
When I commute to work	89	68	20	47	35	7	38	26	4	9	8	2	49	33	6	6	3	12	5	6	3	3	5	29	9	5	3
	14%	15%	11%	14%	17%	7%	16%	17%	7%	10%	14%	8%	16%	13%	8%	11%	24%	15%	11%	10%	8%	15%	14%	23%	9%	11%	13%
While walking	71	50	20	40	24	6	31	15	5	9	9	2	39	26	6	7	2	9	6	6	1	1	5	18	8	4	4
	11%	11%	11%	12%	11%	7%	13%	10%	7%	9%	15%	7%	13%	10%	8%	14%	15%	12%	15%	9%	3%	5%	14%	14%	9%	8%	17%
While exercising/ at the gym	70	50	19	48	19	3	38	11	1	10	7	2	38	26	6	5	2	11	4	11	3	1	3	17	6	6	1
	11%	11%	11%	15%	9%	4%	16%	7%	2%	11%	12%	7%	12%	11%	8%	10%	11%	14%	11%	18%	7%	3%	8%	14%	6%	14%	5%
While at work	62	51	10	36	22	3	33	16	2	3	6	1	26	34	1	3	2	8	3	6	4	3	2	20	6	3	1
	10%	11%	6%	11%	10%	3%	14%	10%	4%	4%	11%	2%	9%	14%	1%	6%	14%	10%	8%	10%	9%	14%	6%	16%	6%	6%	5%
When traveling on public transport	61	45	15	30	23	8	23	17	5	7	5	3	35	23	3	4	1	10	3	3	4	2	1	23	7	3	1
	10%	10%	8%	9%	11%	9%	10%	11%	8%	7%	9%	11%	11%	9%	4%	7%	8%	13%	7%	4%	8%	10%	4%	18%	7%	8%	7%
While at school/college	17	11	5	14	3	-	10	1	-	4	1	-	10	6	2	-	1	-	1	2	1	1	-	5	6	-	-
	3%	2%	3%	4%	1%	-	4%	1%	-	4%	2%	-	3%	2%	3%	-	8%	-	3%	4%	2%	3%	-	4%	6%	-	-
Other	14	9	3	7	7	1	6	3	-	*	2	1	3	9	2	3	*	5	-	1	1	-	-	4	*	-	-
	2%	2%	2%	2%	3%	1%	3%	2%	-	*	3%	2%	1%	4%	3%	6%	3%	6%	-	2%	1%	-	-	3%	1%	-	-

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 21

Q7. When do you usually listen to them?**Your personal music collection on CD, vinyl record or cassette tapes****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	631	222	152	157	223
Weighted base	634	215	150	164	219
While at home	475 75%	169 79%	114 76%	130 79%	166 76%
When traveling in a car	186 29%	74 34%	43 29%	58 36%	72 33%
When I commute to work	89 14%	34 16%	35 23%	33 20%	35 16%
While walking	71 11%	29 13%	25 17%	27 17%	27 12%
While exercising/ at the gym	70 11%	25 12%	24 16%	28 17%	30 14%
While at work	62 10%	20 9%	18 12%	17 10%	25 12%
When traveling on public transport	61 10%	29 14%	22 15%	27 17%	22 10%
While at school/college	17 3%	3 1%	6 4%	9 5%	2 1%
Other	14 2%	1 1%	2 1%	2 1%	6 3%

Podcast Listening Recruitment/Establishment Survey

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Absolutes/col percents

Table 22

Q7. When do you usually listen to them?**A podcast****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
While at home	717	461	251	372	230	116	224	163	74	147	64	41	321	314	82	82	12	82	50	59	53	24	47	129	105	59	16
	69%	68%	72%	64%	72%	86%	62%	71%	84%	68%	73%	89%	65%	73%	73%	78%	57%	71%	68%	70%	73%	78%	75%	65%	67%	70%	50%
While walking	387	258	127	254	106	27	166	75	18	88	30	9	191	173	23	36	10	36	32	34	27	9	26	84	46	26	21
	37%	38%	36%	44%	33%	20%	46%	32%	20%	41%	34%	20%	39%	40%	20%	34%	49%	31%	44%	40%	37%	30%	41%	42%	29%	32%	65%
When I commute to work	341	228	110	228	98	14	142	76	10	84	22	4	184	136	20	29	8	33	30	20	22	7	19	97	38	23	15
	33%	34%	31%	39%	31%	11%	39%	33%	11%	39%	25%	9%	37%	32%	18%	28%	36%	29%	41%	24%	29%	21%	31%	49%	24%	28%	46%
When traveling in a car	326	221	103	189	109	28	125	78	18	64	30	9	172	126	28	25	8	33	30	33	24	8	24	55	53	25	9
	31%	32%	29%	33%	34%	21%	34%	34%	21%	30%	34%	19%	35%	29%	25%	24%	36%	29%	40%	39%	33%	25%	38%	28%	34%	30%	30%
When traveling on public transport	325	217	108	219	79	26	142	57	17	77	22	9	168	135	21	26	6	26	24	22	22	7	24	90	44	22	11
	31%	32%	31%	38%	25%	20%	39%	25%	20%	36%	25%	19%	34%	31%	19%	24%	30%	23%	32%	27%	30%	24%	38%	45%	28%	26%	36%
While at work	231	174	56	148	73	10	106	59	9	43	13	1	107	104	20	24	5	24	15	19	20	5	11	47	39	17	6
	22%	26%	16%	26%	23%	7%	29%	26%	11%	20%	15%	1%	22%	24%	18%	23%	22%	21%	20%	23%	27%	15%	18%	24%	25%	20%	19%
While exercising/ at the gym	192	125	67	128	51	13	85	30	9	42	21	3	108	72	11	10	6	22	16	15	15	2	13	44	29	11	9
	19%	18%	19%	22%	16%	10%	24%	13%	11%	20%	24%	8%	22%	17%	10%	10%	29%	20%	22%	17%	20%	5%	20%	22%	19%	13%	29%
While at school/college	42	30	11	37	6	-	26	3	-	9	2	-	19	19	5	1	1	7	3	5	3	2	5	5	4	7	-
	4%	4%	3%	6%	2%	-	7%	1%	-	4%	3%	-	4%	4%	4%	1%	6%	6%	4%	6%	4%	6%	8%	2%	3%	9%	-
Other	25	12	11	12	10	3	7	4	1	5	4	2	13	9	3	2	*	8	1	3	*	-	1	6	1	2	-
	2%	2%	3%	2%	3%	2%	2%	2%	1%	2%	5%	3%	3%	2%	2%	2%	1%	7%	2%	4%	1%	-	2%	3%	1%	2%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 22

Q7. When do you usually listen to them?**A podcast****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
While at home	717 69%	215 77%	148 74%	171 68%	260 69%
While walking	387 37%	94 34%	72 36%	114 45%	170 45%
When I commute to work	341 33%	79 28%	68 34%	102 41%	157 41%
When traveling in a car	326 31%	98 35%	75 37%	93 37%	155 41%
When traveling on public transport	325 31%	92 33%	71 36%	95 38%	156 41%
While at work	231 22%	62 22%	39 20%	59 23%	82 22%
While exercising/ at the gym	192 19%	45 16%	36 18%	63 25%	87 23%
While at school/college	42 4%	7 3%	8 4%	18 7%	17 5%
Other	25 2%	7 3%	5 3%	3 1%	9 2%

Podcast Listening Recruitment/Establishment Survey

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Absolutes/col percents

Table 23

Q7. When do you usually listen to them?

An audiobook

Base: All respondents who listen to each at least once a month

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	527	292	230	225	233	69	123	134	35	101	96	33	269	207	51	37	22	61	43	50	33	22	33	103	71	43	9
Weighted base	553	382	165	329	164	59	227	117	38	101	45	20	282	220	51	44	11	68	35	50	37	13	32	126	77	38	21
While at home	346	224	119	180	118	48	113	81	31	67	34	17	169	139	38	32	5	41	25	28	19	12	19	77	44	32	12
	63%	59%	72%	55%	72%	82%	50%	69%	80%	67%	77%	85%	60%	63%	75%	73%	47%	60%	71%	57%	51%	87%	60%	61%	58%	82%	55%
While walking	162	109	50	112	41	9	79	25	6	32	15	3	97	60	6	7	4	19	12	17	11	6	9	38	20	11	8
	29%	29%	30%	34%	25%	15%	35%	21%	16%	32%	34%	15%	34%	27%	11%	15%	34%	28%	36%	34%	30%	44%	30%	30%	26%	28%	40%
When traveling in a car	152	103	47	85	49	18	56	33	13	28	14	4	94	50	8	9	3	19	14	19	13	2	9	22	19	17	5
	27%	27%	28%	26%	30%	31%	25%	28%	35%	28%	32%	20%	33%	23%	16%	21%	27%	28%	39%	38%	35%	17%	28%	18%	25%	45%	24%
When I commute to work	146	111	34	100	44	2	75	34	2	25	8	-	95	46	5	6	1	13	11	12	10	2	6	48	16	14	7
	26%	29%	20%	30%	27%	4%	33%	29%	6%	25%	19%	-	34%	21%	10%	13%	11%	19%	30%	25%	28%	15%	20%	38%	20%	37%	33%
When traveling on public transport	145	110	34	100	35	11	76	25	8	23	8	2	85	52	9	7	4	14	9	16	10	3	7	41	19	9	5
	26%	29%	20%	30%	21%	18%	34%	22%	22%	23%	18%	12%	30%	23%	18%	15%	37%	20%	27%	33%	28%	21%	24%	33%	25%	24%	23%
While at work	102	83	17	77	22	3	66	13	3	11	7	-	51	44	7	8	2	10	8	12	7	3	3	25	19	1	5
	18%	22%	11%	23%	13%	6%	29%	11%	9%	11%	15%	-	18%	20%	15%	19%	22%	15%	24%	23%	18%	19%	8%	20%	24%	3%	23%
While exercising/ at the gym	72	54	18	52	14	5	42	7	5	11	7	1	47	19	6	4	2	9	4	9	4	1	3	19	10	6	1
	13%	14%	11%	16%	9%	9%	18%	6%	12%	11%	16%	3%	17%	9%	11%	8%	15%	13%	12%	18%	12%	11%	8%	15%	13%	16%	5%
While at school/college	35	27	9	29	6	-	22	5	-	7	2	-	20	5	11	1	1	3	2	6	7	2	-	11	2	-	-
	6%	7%	5%	9%	4%	-	10%	4%	-	7%	3%	-	7%	2%	21%	1%	11%	5%	6%	12%	19%	18%	-	8%	3%	-	-
Other	14	9	4	6	8	-	4	5	-	2	2	-	4	9	1	5	-	3	1	1	-	-	*	2	*	1	-
	3%	2%	3%	2%	5%	-	2%	4%	-	2%	5%	-	1%	4%	2%	10%	-	4%	4%	2%	-	-	1%	1%	1%	3%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 23

Q7. When do you usually listen to them?**An audiobook****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	527	181	120	150	199
Weighted base	553	175	121	160	209
While at home	346 63%	126 72%	84 69%	100 62%	136 65%
While walking	162 29%	49 28%	37 31%	47 30%	71 34%
When traveling in a car	152 27%	54 31%	46 38%	50 31%	73 35%
When I commute to work	146 26%	48 28%	41 34%	48 30%	58 28%
When traveling on public transport	145 26%	52 30%	40 33%	56 35%	64 30%
While at work	102 18%	31 18%	21 17%	29 18%	35 17%
While exercising/ at the gym	72 13%	22 12%	20 16%	24 15%	35 17%
While at school/college	35 6%	10 6%	6 5%	14 9%	10 5%
Other	14 3%	4 2%	3 2%	2 1%	3 1%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 24

Q7. When do you usually listen to them?**Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	822	447	370	349	384	89	170	230	47	178	151	41	401	325	96	68	36	89	73	71	52	42	52	154	107	65	13
Weighted base	840	561	274	491	272	77	312	198	50	178	71	26	402	340	98	81	17	94	59	69	58	25	49	175	119	65	29
While at home	716	469	242	400	248	68	242	180	46	156	65	22	341	288	87	76	13	79	53	58	49	24	39	146	99	57	25
	85%	84%	88%	81%	91%	89%	78%	91%	92%	88%	91%	84%	85%	85%	89%	94%	75%	84%	89%	83%	86%	95%	79%	84%	83%	87%	86%
While at work	129	100	27	87	37	4	72	26	2	16	10	2	57	60	12	6	3	17	10	8	14	1	10	37	10	8	3
	15%	18%	10%	18%	14%	5%	23%	13%	4%	9%	14%	6%	14%	18%	12%	7%	21%	18%	17%	12%	25%	5%	21%	21%	9%	12%	10%
When I commute to work	92	67	26	62	26	4	46	19	1	16	7	3	43	39	10	5	2	13	3	9	9	1	4	32	11	3	2
	11%	12%	9%	13%	10%	5%	15%	10%	2%	9%	10%	12%	11%	12%	10%	6%	15%	14%	5%	12%	15%	3%	8%	18%	9%	4%	6%
When traveling on public transport	92	66	26	56	31	4	41	23	3	15	8	2	47	38	7	4	3	12	6	6	10	1	3	33	10	4	-
	11%	12%	9%	11%	12%	6%	13%	12%	5%	9%	12%	7%	12%	11%	7%	5%	19%	12%	11%	9%	17%	2%	6%	19%	8%	6%	-
When traveling in a car	91	66	25	61	26	3	46	18	2	16	8	2	54	23	14	3	5	8	10	9	9	1	3	26	8	4	4
	11%	12%	9%	13%	10%	4%	15%	9%	3%	9%	11%	7%	13%	7%	15%	4%	31%	9%	17%	13%	16%	5%	6%	15%	7%	7%	14%
While walking	82	60	22	59	19	3	45	13	2	14	7	1	38	33	11	3	3	9	4	12	6	*	5	23	8	5	4
	10%	11%	8%	12%	7%	4%	15%	6%	5%	8%	9%	4%	9%	10%	12%	4%	15%	9%	7%	18%	11%	1%	10%	13%	6%	8%	13%
While exercising/ at the gym	79	55	22	51	24	3	40	13	2	12	10	1	45	24	10	4	1	7	8	14	6	1	3	22	10	3	-
	9%	10%	8%	10%	9%	4%	13%	7%	4%	7%	14%	2%	11%	7%	10%	4%	8%	7%	14%	20%	10%	2%	7%	12%	8%	5%	-
While at school/college	29	19	10	27	2	-	18	1	-	9	1	-	17	11	-	1	2	2	3	3	2	2	*	4	5	3	-
	3%	3%	4%	5%	1%	-	6%	*	-	5%	1%	-	4%	3%	-	1%	10%	2%	6%	4%	3%	9%	1%	2%	4%	5%	-
Other	15	6	7	9	4	2	4	1	1	5	2	1	7	8	-	2	-	3	1	*	-	-	*	7	1	1	-
	2%	1%	3%	2%	2%	3%	1%	*	3%	3%	3%	2%	2%	2%	-	2%	-	3%	1%	1%	-	-	1%	4%	1%	2%	-

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 24

Q7. When do you usually listen to them?**Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	822	243	161	218	298
Weighted base	840	229	164	228	304
While at home	716 85%	197 86%	134 82%	196 86%	267 88%
While at work	129 15%	36 16%	24 15%	27 12%	50 16%
When I commute to work	92 11%	35 15%	16 10%	34 15%	37 12%
When traveling on public transport	92 11%	37 16%	16 10%	35 15%	37 12%
When traveling in a car	91 11%	33 14%	23 14%	28 12%	41 13%
While walking	82 10%	25 11%	11 6%	27 12%	34 11%
While exercising/ at the gym	79 9%	33 14%	18 11%	30 13%	31 10%
While at school/college	29 3%	7 3%	7 4%	10 4%	12 4%
Other	15 2%	2 1%	1 1%	6 3%	4 1%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 25

Q8. Why would you say you listen to each of these?**Summary****Base: All respondents who listen to each at least once a month**

	Sources							
	A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)	A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)	Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)	An online music service (e.g. Spotify, Amazon Music)	Your personal music collection on CD, vinyl record or cassette tapes	A podcast	An audiobook	Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)
Unweighted base	896	792	818	817	631	1036	527	822
Weighted base	886	792	833	847	634	1036	553	840
For background listening	454 51%	228 29%	358 43%	423 50%	246 39%	249 24%	92 17%	275 33%
To relax	303 34%	185 23%	466 56%	436 51%	334 53%	401 39%	268 49%	315 38%
To pass the time	262 30%	199 25%	268 32%	264 31%	148 23%	337 33%	178 32%	246 29%
For practical advice	43 5%	134 17%	50 6%	46 5%	38 6%	237 23%	87 16%	39 5%
To discover new music	249 28%	75 9%	118 14%	391 46%	67 11%	96 9%	45 8%	279 33%
For entertainment	458 52%	344 44%	491 59%	519 61%	341 54%	653 63%	286 52%	492 59%
Habit	159 18%	132 17%	141 17%	140 17%	95 15%	124 12%	54 10%	109 13%
To give me something to talk about with friends/family	75 9%	193 24%	55 7%	87 10%	51 8%	290 28%	112 20%	102 12%
To learn something new	110 12%	397 50%	66 8%	82 10%	55 9%	643 62%	208 38%	93 11%
To make me feel better	168 19%	78 10%	300 36%	300 35%	226 36%	245 24%	115 21%	214 25%
Other reason	13 1%	24 3%	20 2%	10 1%	9 1%	25 2%	14 3%	14 2%

Podcast Listening Recruitment/Establishment Survey

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Absolutes/col percents

Table 26

Q8. Why would you say you listen to each of these?

A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)

Base: All respondents who listen to each at least once a month

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	896	482	410	341	414	141	168	240	74	172	171	67	453	355	88	73	42	98	77	79	54	45	59	155	129	74	11
Weighted base	886	592	289	477	286	122	307	204	82	169	79	41	442	358	85	85	19	102	61	76	56	27	52	175	137	72	24
For entertainment	458	307	149	217	161	81	137	117	53	80	42	27	233	179	46	42	7	50	42	42	34	19	24	82	72	34	10
	52%	52%	52%	45%	56%	66%	45%	57%	65%	47%	52%	67%	53%	50%	54%	50%	37%	49%	68%	56%	62%	68%	47%	47%	53%	47%	43%
For background listening	454	290	160	246	139	68	149	95	46	95	42	22	219	183	51	39	7	48	35	38	23	18	28	78	76	46	17
	51%	49%	55%	51%	49%	56%	49%	47%	56%	56%	53%	55%	50%	51%	60%	46%	39%	47%	57%	50%	42%	66%	55%	45%	55%	64%	72%
To relax	303	206	95	142	107	54	94	77	35	48	28	19	153	118	32	26	5	28	24	27	20	12	18	75	32	27	8
	34%	35%	33%	30%	38%	44%	31%	38%	42%	28%	35%	47%	35%	33%	37%	31%	27%	28%	40%	36%	35%	44%	34%	43%	23%	38%	34%
To pass the time	262	175	84	144	85	33	90	62	23	54	21	9	125	109	27	27	4	24	24	21	21	10	16	50	47	13	6
	30%	30%	29%	30%	30%	27%	29%	30%	29%	32%	27%	23%	28%	30%	32%	32%	21%	23%	39%	28%	37%	35%	31%	29%	34%	17%	26%
To discover new music	249	170	78	135	87	27	88	65	17	47	22	9	124	94	31	15	2	28	26	19	22	11	13	44	38	23	7
	28%	29%	27%	28%	31%	22%	29%	32%	21%	28%	28%	23%	28%	26%	37%	18%	11%	27%	43%	26%	39%	40%	25%	25%	28%	33%	28%
To make me feel better	168	110	56	79	63	26	52	44	14	27	17	12	85	65	19	19	2	18	16	15	9	7	11	39	19	8	6
	19%	19%	19%	17%	22%	21%	17%	22%	17%	16%	22%	29%	19%	18%	22%	22%	12%	18%	27%	20%	16%	24%	21%	22%	14%	12%	23%
Habit	159	102	56	102	51	5	63	36	3	39	14	3	80	64	15	11	4	17	12	22	9	7	6	32	25	8	6
	18%	17%	19%	21%	18%	4%	20%	18%	3%	23%	18%	7%	18%	18%	17%	13%	22%	16%	19%	29%	16%	25%	12%	18%	19%	11%	27%
To learn something new	110	81	29	62	36	12	47	27	7	15	9	5	57	45	8	5	3	11	9	13	9	5	2	26	16	4	7
	12%	14%	10%	13%	13%	10%	15%	13%	9%	9%	12%	12%	13%	13%	9%	6%	15%	11%	15%	18%	16%	18%	3%	15%	11%	6%	28%
To give me something to talk about with friends/family	75	53	22	51	21	3	38	13	2	13	8	1	35	31	9	5	2	7	5	12	3	2	5	20	2	3	7
	9%	9%	8%	11%	7%	3%	12%	6%	3%	8%	10%	3%	8%	9%	11%	6%	13%	7%	8%	16%	6%	8%	10%	12%	2%	5%	30%
For practical advice	43	31	12	27	11	5	21	6	3	6	5	2	19	20	4	3	2	8	2	3	2	1	2	11	4	4	1
	5%	5%	4%	6%	4%	4%	7%	3%	4%	3%	6%	5%	4%	6%	5%	4%	8%	8%	3%	5%	3%	4%	4%	6%	3%	5%	6%
Other reason	13	4	7	4	6	3	-	2	3	4	2	1	3	8	2	3	*	1	-	-	1	1	*	2	2	3	-
	1%	1%	2%	1%	2%	3%	-	1%	3%	2%	3%	2%	1%	2%	2%	3%	1%	1%	-	-	3%	2%	1%	1%	1%	4%	-

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 26

Q8. Why would you say you listen to each of these?**A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	896	289	191	219	331
Weighted base	886	265	187	224	324
For entertainment	458 52%	164 62%	117 63%	134 60%	175 54%
For background listening	454 51%	140 53%	92 49%	121 54%	164 51%
To relax	303 34%	111 42%	83 45%	91 40%	118 37%
To pass the time	262 30%	81 31%	65 35%	82 37%	90 28%
To discover new music	249 28%	97 37%	78 42%	86 38%	103 32%
To make me feel better	168 19%	75 28%	48 26%	53 24%	62 19%
Habit	159 18%	51 19%	39 21%	53 24%	62 19%
To learn something new	110 12%	47 18%	37 20%	37 17%	49 15%
To give me something to talk about with friends/family	75 9%	27 10%	18 10%	32 14%	37 12%
For practical advice	43 5%	20 8%	12 7%	22 10%	21 7%
Other reason	13 1%	4 1%	2 1%	5 2%	6 2%

Podcast Listening Recruitment/Establishment Survey

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Absolutes/col percents

Table 27

Q8. Why would you say you listen to each of these?

A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)

Base: All respondents who listen to each at least once a month

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	792	455	332	286	373	133	161	227	67	124	143	65	411	303	78	54	41	83	73	69	51	41	49	145	105	69	12
Weighted base	792	560	227	416	261	115	291	194	75	122	65	39	408	304	80	64	19	91	56	66	56	26	45	165	113	64	27
To learn something new	397	274	120	169	141	87	120	102	52	47	38	35	222	145	31	25	7	45	32	35	24	14	23	77	65	37	14
	50%	49%	53%	41%	54%	76%	41%	53%	70%	39%	58%	88%	54%	48%	39%	38%	39%	50%	56%	53%	43%	54%	52%	47%	57%	57%	49%
For entertainment	344	251	89	150	128	66	109	100	42	39	27	23	176	132	37	25	8	39	34	23	26	12	21	63	47	30	16
	44%	45%	39%	36%	49%	58%	38%	51%	56%	32%	42%	59%	43%	43%	46%	39%	40%	42%	61%	35%	47%	46%	47%	38%	41%	48%	60%
For background listening	228	155	71	128	74	26	89	53	13	38	20	13	108	91	29	9	6	25	17	20	19	10	15	53	22	20	12
	29%	28%	31%	31%	28%	22%	30%	27%	18%	31%	31%	32%	26%	30%	36%	13%	30%	28%	30%	30%	35%	36%	34%	32%	20%	31%	45%
To pass the time	199	149	48	109	61	29	82	45	21	25	15	8	103	76	20	13	6	22	21	10	19	9	8	41	33	11	4
	25%	27%	21%	26%	23%	26%	28%	23%	29%	21%	23%	20%	25%	25%	25%	21%	32%	24%	38%	16%	34%	33%	19%	25%	30%	18%	14%
To give me something to talk about with friends/family	193	137	54	98	64	31	68	51	18	30	11	13	100	79	14	16	2	15	22	14	17	9	13	55	18	10	2
	24%	24%	24%	24%	25%	27%	23%	27%	23%	24%	17%	33%	24%	26%	18%	24%	11%	17%	40%	21%	31%	34%	28%	34%	16%	16%	9%
To relax	185	131	52	92	65	29	67	49	15	23	15	13	104	60	21	15	4	22	15	16	9	4	9	43	29	12	8
	23%	23%	23%	22%	25%	25%	23%	25%	20%	19%	23%	34%	26%	20%	26%	23%	22%	24%	26%	24%	16%	15%	19%	26%	26%	19%	29%
For practical advice	134	89	44	64	47	23	44	32	13	20	15	10	64	55	14	7	7	11	10	9	14	4	6	34	13	9	9
	17%	16%	20%	15%	18%	20%	15%	16%	18%	16%	23%	24%	16%	18%	18%	11%	35%	12%	17%	14%	25%	15%	14%	21%	12%	15%	32%
Habit	132	97	34	69	47	16	52	35	10	17	10	6	77	49	6	11	4	11	12	16	6	4	3	37	20	6	2
	17%	17%	15%	17%	18%	14%	18%	18%	13%	14%	16%	15%	19%	16%	8%	16%	22%	12%	21%	24%	11%	15%	7%	23%	17%	10%	8%
To make me feel better	78	57	20	37	28	13	31	21	5	6	7	8	41	28	9	9	3	9	10	8	1	4	4	16	6	5	3
	10%	10%	9%	9%	11%	11%	11%	11%	6%	5%	10%	19%	10%	9%	11%	14%	15%	10%	17%	13%	2%	14%	9%	10%	5%	8%	11%
To discover new music	75	55	20	48	21	5	38	16	1	11	5	4	39	21	16	3	3	11	7	6	8	2	4	15	7	6	2
	9%	10%	9%	12%	8%	5%	13%	8%	2%	9%	8%	11%	9%	7%	20%	5%	17%	13%	12%	9%	14%	9%	8%	9%	7%	10%	6%
Other reason	24	11	11	7	10	6	1	7	3	6	2	3	13	11	-	2	*	3	1	*	2	1	3	5	3	2	2
	3%	2%	5%	2%	4%	5%	*	4%	4%	5%	3%	7%	3%	4%	-	3%	2%	3%	1%	1%	3%	4%	6%	3%	2%	4%	8%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 27

Q8. Why would you say you listen to each of these?**A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	792	279	194	183	285
Weighted base	792	260	186	188	280
To learn something new	397 50%	140 54%	113 61%	91 48%	148 53%
For entertainment	344 44%	130 50%	95 51%	71 38%	122 44%
For background listening	228 29%	84 32%	58 31%	60 32%	83 30%
To pass the time	199 25%	77 30%	58 31%	51 27%	70 25%
To give me something to talk about with friends/family	193 24%	75 29%	66 35%	45 24%	89 32%
To relax	185 23%	80 31%	52 28%	60 32%	61 22%
For practical advice	134 17%	54 21%	35 19%	36 19%	53 19%
Habit	132 17%	57 22%	46 25%	45 24%	50 18%
To make me feel better	78 10%	38 14%	24 13%	21 11%	27 10%
To discover new music	75 9%	39 15%	18 9%	28 15%	36 13%
Other reason	24 3%	10 4%	3 2%	4 2%	8 3%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 28

Q8. Why would you say you listen to each of these?**Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	818	459	356	319	382	117	167	226	66	151	154	51	401	326	91	67	37	93	71	71	51	38	54	152	108	63	13
Weighted base	833	573	256	460	269	104	305	195	73	153	72	30	396	341	96	77	17	101	58	67	55	24	51	176	117	61	30
For entertainment	491	356	132	249	172	70	175	129	52	73	41	17	223	212	56	36	8	61	40	44	36	16	37	98	60	37	17
	59%	62%	52%	54%	64%	67%	57%	66%	72%	48%	57%	57%	56%	62%	58%	47%	48%	60%	69%	66%	66%	67%	73%	56%	51%	61%	58%
To relax	466	319	143	235	163	68	153	118	48	80	43	20	224	181	61	39	8	51	35	37	33	15	33	93	63	38	19
	56%	56%	56%	51%	61%	65%	50%	60%	66%	52%	60%	64%	56%	53%	64%	51%	50%	51%	61%	56%	61%	62%	65%	53%	53%	62%	64%
For background listening	358	241	113	197	122	40	125	89	28	71	31	12	165	157	35	30	5	44	27	29	25	15	24	64	53	31	12
	43%	42%	44%	43%	45%	38%	41%	45%	38%	46%	43%	39%	42%	46%	37%	39%	29%	44%	46%	43%	45%	63%	47%	37%	45%	51%	40%
To make me feel better	300	199	99	160	109	31	105	74	20	55	33	11	135	124	41	19	3	38	27	26	24	8	21	60	42	18	14
	36%	35%	39%	35%	40%	30%	34%	38%	28%	36%	46%	36%	34%	36%	42%	24%	19%	38%	46%	39%	44%	35%	42%	34%	35%	29%	48%
To pass the time	268	185	82	154	88	26	104	61	21	51	26	5	114	120	34	19	3	30	28	25	23	9	15	54	34	18	10
	32%	32%	32%	34%	33%	25%	34%	31%	28%	33%	35%	18%	29%	35%	36%	25%	20%	30%	48%	38%	42%	38%	30%	31%	29%	30%	33%
Habit	141	92	50	89	44	8	58	29	5	32	15	3	65	57	19	13	5	16	11	15	9	8	5	26	14	9	10
	17%	16%	19%	19%	16%	7%	19%	15%	7%	21%	21%	9%	16%	17%	19%	17%	30%	16%	18%	23%	17%	33%	11%	15%	12%	14%	33%
To discover new music	118	76	40	81	31	6	52	21	4	29	9	2	50	51	17	10	1	21	10	5	14	2	4	23	15	7	7
	14%	13%	16%	18%	12%	6%	17%	11%	5%	19%	12%	8%	13%	15%	17%	13%	7%	20%	17%	8%	25%	7%	8%	13%	13%	11%	23%
To learn something new	66	50	16	47	16	3	37	12	1	10	4	2	26	23	17	3	4	11	7	4	5	1	*	14	6	3	7
	8%	9%	6%	10%	6%	3%	12%	6%	2%	6%	6%	5%	7%	7%	18%	4%	22%	11%	11%	7%	10%	4%	1%	8%	5%	6%	23%
To give me something to talk about with friends/family	55	44	11	39	15	2	32	11	1	7	3	1	29	18	8	2	*	5	4	16	7	1	1	6	7	3	2
	7%	8%	4%	8%	5%	2%	10%	6%	2%	5%	4%	2%	7%	5%	8%	3%	2%	5%	6%	23%	14%	5%	3%	3%	6%	4%	8%
For practical advice	50	41	9	38	12	-	32	9	-	6	3	-	22	21	8	5	1	4	3	4	9	1	4	10	5	4	-
	6%	7%	4%	8%	5%	-	11%	5%	-	4%	4%	-	6%	6%	8%	7%	7%	4%	6%	6%	16%	3%	8%	6%	4%	6%	-
Other reason	20	15	4	10	7	3	8	4	3	2	2	1	12	6	2	2	-	2	1	2	-	1	1	4	2	*	5
	2%	3%	2%	2%	3%	3%	3%	2%	4%	1%	2%	2%	3%	2%	2%	2%	-	2%	1%	3%	-	5%	2%	2%	2%	1%	16%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 28

Q8. Why would you say you listen to each of these?**Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	818	260	166	189	310
Weighted base	833	248	165	197	308
For entertainment	491 59%	156 63%	103 63%	123 62%	196 64%
To relax	466 56%	150 60%	99 60%	122 62%	173 56%
For background listening	358 43%	105 42%	68 41%	84 43%	138 45%
To make me feel better	300 36%	103 42%	64 39%	81 41%	115 37%
To pass the time	268 32%	82 33%	52 31%	80 41%	106 35%
Habit	141 17%	39 16%	29 18%	54 27%	59 19%
To discover new music	118 14%	48 19%	25 15%	50 25%	58 19%
To learn something new	66 8%	24 10%	14 9%	26 13%	30 10%
To give me something to talk about with friends/family	55 7%	18 7%	15 9%	22 11%	27 9%
For practical advice	50 6%	13 5%	15 9%	15 7%	24 8%
Other reason	20 2%	3 1%	3 2%	3 1%	7 2%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 29

Q8. Why would you say you listen to each of these?**An online music service (e.g. Spotify, Amazon Music)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	817	431	383	383	349	85	179	199	53	203	148	32	404	330	83	68	37	88	74	72	54	38	54	145	116	60	11
Weighted base	847	553	291	529	240	78	326	169	58	202	69	20	406	352	89	82	17	94	62	69	62	25	51	172	126	63	25
For entertainment	519	337	178	323	143	53	196	101	40	125	41	13	245	229	45	46	9	53	45	40	46	17	29	107	79	38	12
	61%	61%	61%	61%	60%	67%	60%	60%	69%	62%	59%	63%	60%	65%	50%	57%	50%	56%	72%	58%	74%	68%	58%	62%	62%	60%	45%
To relax	436	274	158	272	131	32	161	90	22	109	39	10	203	183	50	37	8	39	38	27	32	13	28	81	74	40	19
	51%	50%	54%	51%	55%	41%	50%	53%	38%	54%	57%	49%	50%	52%	56%	45%	45%	42%	61%	39%	52%	53%	55%	47%	58%	64%	75%
For background listening	423	258	162	290	105	28	167	72	19	121	33	9	206	180	36	41	7	40	38	33	30	15	27	82	59	36	15
	50%	47%	56%	55%	44%	35%	51%	43%	32%	60%	47%	43%	51%	51%	41%	50%	39%	42%	61%	48%	49%	60%	53%	48%	47%	57%	59%
To discover new music	391	258	130	253	108	30	160	77	21	91	29	9	188	165	38	36	5	39	36	33	31	14	25	69	58	28	18
	46%	47%	45%	48%	45%	38%	49%	46%	35%	45%	42%	46%	46%	47%	43%	44%	30%	41%	57%	47%	50%	58%	50%	40%	46%	45%	70%
To make me feel better	300	197	99	193	87	19	125	58	14	67	27	5	138	122	40	17	4	33	31	23	29	6	14	65	44	26	9
	35%	36%	34%	37%	36%	24%	38%	34%	24%	33%	39%	25%	34%	35%	44%	20%	21%	35%	50%	34%	47%	24%	27%	38%	35%	41%	37%
To pass the time	264	172	89	172	77	15	105	56	11	65	21	4	110	121	32	29	2	30	25	16	26	7	13	53	35	14	12
	31%	31%	31%	32%	32%	19%	32%	33%	19%	32%	30%	18%	27%	35%	36%	35%	14%	32%	41%	23%	42%	29%	26%	31%	28%	22%	47%
Habit	140	94	46	106	31	2	70	22	1	36	9	1	64	61	16	8	5	10	10	11	14	7	6	40	17	9	4
	17%	17%	16%	20%	13%	3%	22%	13%	2%	18%	13%	7%	16%	17%	18%	10%	29%	11%	16%	16%	23%	27%	12%	23%	13%	14%	15%
To give me something to talk about with friends/family	87	63	23	67	15	5	49	11	4	18	5	1	40	42	4	6	1	9	8	11	8	1	2	26	6	3	5
	10%	11%	8%	13%	6%	6%	15%	6%	7%	9%	7%	4%	10%	12%	5%	8%	7%	9%	13%	16%	13%	5%	5%	15%	5%	4%	19%
To learn something new	82	55	25	58	21	3	42	13	1	16	7	2	40	30	12	3	2	11	7	10	7	2	3	19	8	1	8
	10%	10%	9%	11%	9%	4%	13%	7%	1%	8%	11%	11%	10%	8%	14%	4%	12%	12%	12%	15%	11%	10%	7%	11%	6%	1%	31%
For practical advice	46	37	9	36	10	-	31	6	-	5	4	-	22	16	8	4	1	5	*	8	9	-	*	8	6	4	1
	5%	7%	3%	7%	4%	-	10%	3%	-	2%	6%	-	5%	4%	9%	4%	7%	5%	1%	12%	14%	-	1%	5%	4%	6%	5%
Other reason	10	3	6	4	5	1	1	2	-	3	2	1	5	4	1	-	*	-	-	1	-	2	1	2	2	*	-
	1%	1%	2%	1%	2%	1%	*	1%	-	2%	3%	3%	1%	1%	1%	-	2%	-	-	1%	-	9%	2%	1%	2%	1%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 29

Q8. Why would you say you listen to each of these?**An online music service (e.g. Spotify, Amazon Music)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	817	241	167	241	310
Weighted base	847	229	169	248	320
For entertainment	519 61%	145 63%	125 74%	165 66%	212 66%
To relax	436 51%	117 51%	84 50%	152 61%	172 54%
For background listening	423 50%	90 39%	70 42%	138 56%	156 49%
To discover new music	391 46%	107 47%	79 47%	146 59%	160 50%
To make me feel better	300 35%	85 37%	58 34%	108 43%	118 37%
To pass the time	264 31%	62 27%	53 31%	103 41%	101 32%
Habit	140 17%	27 12%	31 18%	61 25%	72 22%
To give me something to talk about with friends/family	87 10%	25 11%	21 12%	40 16%	39 12%
To learn something new	82 10%	27 12%	18 10%	42 17%	35 11%
For practical advice	46 5%	17 7%	14 8%	23 9%	26 8%
Other reason	10 1%	4 2%	* *	3 1%	3 1%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 30

Q8. Why would you say you listen to each of these?**Your personal music collection on CD, vinyl record or cassette tapes****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	631	361	268	225	302	104	128	177	56	97	123	48	309	245	77	46	31	74	52	62	44	29	40	109	86	47	11
Weighted base	634	448	184	328	214	92	231	154	63	96	58	29	308	250	76	52	14	80	42	60	44	19	35	126	95	44	22
For entertainment	341	246	93	159	123	59	110	93	43	49	28	16	180	123	38	27	5	42	25	33	22	11	20	61	56	24	14
	54%	55%	51%	48%	57%	64%	47%	60%	69%	51%	48%	55%	59%	49%	50%	52%	35%	53%	58%	56%	51%	61%	58%	48%	59%	54%	65%
To relax	334	231	101	148	126	60	99	91	41	49	33	19	176	122	36	25	4	48	25	28	28	11	15	66	51	19	13
	53%	52%	55%	45%	59%	65%	43%	59%	66%	51%	56%	65%	57%	49%	47%	49%	27%	60%	58%	47%	63%	61%	43%	53%	54%	42%	60%
For background listening	246	164	81	120	86	41	77	60	26	42	25	14	126	92	28	21	4	36	19	22	14	10	15	34	35	25	11
	39%	37%	44%	37%	40%	44%	33%	39%	42%	44%	43%	48%	41%	37%	36%	41%	30%	44%	46%	37%	31%	56%	41%	27%	37%	56%	51%
To make me feel better	226	161	63	103	90	33	76	64	22	28	25	11	106	91	29	17	4	36	17	20	13	5	9	45	36	12	11
	36%	36%	34%	32%	42%	35%	33%	41%	34%	29%	42%	38%	34%	36%	38%	33%	29%	45%	41%	33%	29%	27%	26%	36%	38%	26%	53%
To pass the time	148	105	41	66	68	13	48	47	10	19	19	3	72	52	23	10	3	23	15	16	8	5	4	25	24	7	8
	23%	23%	22%	20%	32%	14%	21%	31%	16%	19%	33%	10%	23%	21%	31%	18%	19%	29%	35%	28%	18%	25%	11%	20%	25%	15%	38%
Habit	95	69	25	50	39	7	36	27	6	14	11	1	46	34	15	8	2	8	3	13	9	4	3	21	15	4	6
	15%	15%	14%	15%	18%	7%	16%	18%	10%	14%	19%	2%	15%	14%	19%	14%	16%	10%	8%	22%	19%	19%	7%	17%	16%	9%	29%
To discover new music	67	53	14	41	21	5	37	13	2	4	7	3	32	25	10	2	4	13	2	4	7	1	3	10	13	4	4
	11%	12%	7%	12%	10%	6%	16%	9%	3%	4%	12%	11%	10%	10%	14%	3%	29%	16%	6%	7%	15%	3%	8%	8%	13%	10%	20%
To learn something new	55	41	13	37	14	3	29	11	1	8	3	2	30	20	5	1	1	11	4	4	3	1	-	9	12	5	4
	9%	9%	7%	11%	7%	3%	13%	7%	2%	9%	5%	6%	10%	8%	7%	1%	8%	13%	9%	6%	8%	5%	-	7%	12%	12%	20%
To give me something to talk about with friends/family	51	41	9	35	13	4	29	10	3	6	2	1	33	15	3	1	2	3	6	9	1	-	3	17	4	2	4
	8%	9%	5%	11%	6%	4%	12%	6%	4%	6%	4%	4%	11%	6%	4%	3%	11%	4%	14%	14%	3%	-	8%	14%	4%	4%	17%
For practical advice	38	30	8	25	13	1	18	10	1	7	1	-	22	11	5	4	1	8	*	3	2	1	2	11	3	1	3
	6%	7%	4%	8%	6%	1%	8%	7%	2%	7%	2%	-	7%	4%	6%	7%	8%	10%	1%	5%	4%	6%	5%	9%	4%	2%	13%
Other reason	9	4	4	2	4	2	2	1	1	-	2	1	4	4	*	3	-	1	1	1	1	-	-	3	-	*	-
	1%	1%	2%	1%	2%	3%	1%	*	2%	-	4%	4%	1%	2%	1%	6%	-	1%	2%	2%	1%	-	-	2%	-	1%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 30

Q8. Why would you say you listen to each of these?**Your personal music collection on CD, vinyl record or cassette tapes****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	631	222	152	157	223
Weighted base	634	215	150	164	219
For entertainment	341 54%	136 63%	90 60%	95 58%	132 60%
To relax	334 53%	119 55%	88 58%	98 60%	118 54%
For background listening	246 39%	78 36%	55 36%	63 38%	91 41%
To make me feel better	226 36%	87 41%	56 38%	62 38%	72 33%
To pass the time	148 23%	54 25%	26 18%	50 31%	53 24%
Habit	95 15%	40 19%	26 17%	40 25%	34 15%
To discover new music	67 11%	31 14%	20 14%	28 17%	27 12%
To learn something new	55 9%	25 11%	25 17%	27 16%	31 14%
To give me something to talk about with friends/family	51 8%	23 11%	16 10%	23 14%	27 12%
For practical advice	38 6%	19 9%	14 10%	11 7%	18 8%
Other reason	9 1%	1 *	2 1%	2 1%	2 1%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 31
Q8. Why would you say you listen to each of these?
A podcast
Base: All respondents who listen to each at least once a month

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	Northern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
For entertainment	653 63%	424 62%	226 64%	366 63%	206 64%	81 60%	222 61%	152 66%	50 57%	145 67%	52 59%	30 64%	308 62%	275 64%	70 62%	71 68%	11 54%	69 60%	46 63%	60 72%	47 65%	22 70%	44 71%	107 54%	102 65%	53 63%	19 60%
To learn something new	643 62%	404 59%	235 67%	355 61%	198 62%	91 68%	202 56%	141 61%	62 71%	151 70%	54 62%	29 63%	316 64%	266 62%	61 54%	56 54%	11 53%	70 61%	53 73%	49 59%	45 61%	22 70%	41 66%	120 60%	105 67%	54 64%	16 53%
To relax	401 39%	264 39%	135 39%	236 41%	124 39%	41 30%	155 43%	87 38%	22 26%	82 38%	36 41%	17 38%	189 38%	160 37%	51 46%	41 39%	7 35%	40 35%	33 46%	41 49%	32 44%	10 33%	25 40%	67 34%	52 33%	35 42%	16 50%
To pass the time	337 33%	231 34%	105 30%	219 38%	92 29%	25 19%	148 41%	64 28%	18 20%	71 33%	27 30%	8 16%	154 31%	141 33%	42 38%	29 27%	5 26%	46 40%	28 38%	27 33%	30 41%	10 33%	20 32%	53 27%	49 31%	23 27%	16 50%
To give me something to talk about with friends/family	290 28%	189 28%	101 29%	191 33%	75 23%	25 18%	121 33%	52 23%	16 18%	70 32%	22 25%	9 19%	152 31%	118 28%	20 17%	23 22%	7 33%	31 27%	19 26%	31 37%	21 29%	8 25%	17 27%	51 26%	47 30%	22 26%	13 42%
For background listening	249 24%	158 23%	90 26%	180 31%	53 17%	15 11%	114 31%	36 16%	8 9%	66 31%	17 19%	7 15%	108 22%	113 26%	29 25%	19 18%	5 24%	19 16%	21 28%	22 27%	23 31%	5 16%	21 33%	53 27%	33 21%	21 25%	8 24%
To make me feel better	245 24%	154 23%	90 26%	166 29%	63 20%	16 12%	103 29%	41 18%	10 11%	63 29%	22 25%	5 12%	123 25%	101 23%	21 19%	19 18%	5 26%	25 22%	22 31%	27 33%	16 22%	6 20%	15 23%	46 23%	33 21%	20 23%	10 33%
For practical advice	237 23%	152 22%	83 24%	136 23%	71 22%	30 22%	85 23%	47 20%	20 23%	51 24%	22 25%	9 20%	126 26%	91 21%	19 17%	14 14%	5 23%	31 27%	22 30%	13 16%	22 30%	9 29%	12 19%	52 26%	34 22%	15 17%	8 24%
Habit	124 12%	89 13%	35 10%	82 14%	38 12%	4 3%	60 17%	26 11%	3 3%	22 10%	12 14%	1 2%	59 12%	51 12%	14 13%	9 9%	5 23%	17 15%	9 12%	12 14%	14 19%	1 5%	3 5%	27 14%	10 7%	9 10%	7 23%
To discover new music	96 9%	70 10%	26 7%	56 10%	33 10%	7 5%	40 11%	25 11%	5 5%	16 7%	8 9%	3 5%	49 10%	30 7%	17 15%	8 7%	2 11%	9 8%	6 8%	10 12%	6 8%	3 10%	5 8%	18 9%	11 7%	7 9%	10 33%
Other reason	25 2%	16 2%	8 2%	12 2%	10 3%	3 3%	9 2%	5 2%	2 2%	3 1%	4 4%	2 4%	8 2%	13 3%	4 3%	3 3%	-	4 4%	1 1%	1 2%	2 2%	1 4%	3 4%	4 2%	2 1%	4 5%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 31
Q8. Why would you say you listen to each of these?
A podcast
Base: All respondents who listen to each at least once a month

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
For entertainment	653 63%	167 59%	137 68%	150 60%	261 69%
To learn something new	643 62%	168 60%	126 63%	169 67%	240 64%
To relax	401 39%	121 43%	84 42%	108 43%	158 42%
To pass the time	337 33%	94 33%	71 36%	97 39%	119 31%
To give me something to talk about with friends/family	290 28%	69 25%	72 36%	81 32%	134 35%
For background listening	249 24%	69 25%	48 24%	71 28%	92 24%
To make me feel better	245 24%	71 25%	51 25%	66 26%	97 26%
For practical advice	237 23%	62 22%	41 21%	73 29%	110 29%
Habit	124 12%	27 9%	27 13%	40 16%	52 14%
To discover new music	96 9%	41 15%	23 11%	38 15%	38 10%
Other reason	25 2%	8 3%	4 2%	7 3%	13 3%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 32

Q8. Why would you say you listen to each of these?
An audiobook

Base: All respondents who listen to each at least once a month

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	527	292	230	225	233	69	123	134	35	101	96	33	269	207	51	37	22	61	43	50	33	22	33	103	71	43	9
Weighted base	553	382	165	329	164	59	227	117	38	101	45	20	282	220	51	44	11	68	35	50	37	13	32	126	77	38	21
For entertainment	286 52%	202 53%	82 49%	169 51%	84 51%	33 56%	120 53%	61 52%	20 53%	49 48%	21 47%	12 61%	159 56%	106 48%	21 42%	24 54%	3 29%	31 45%	18 52%	25 50%	25 67%	8 58%	19 61%	55 44%	41 53%	23 61%	14 65%
To relax	268 49%	185 48%	82 49%	154 47%	80 49%	34 58%	108 48%	55 47%	22 58%	45 45%	25 56%	11 56%	130 46%	108 49%	30 59%	20 45%	2 23%	35 52%	21 59%	27 53%	16 43%	9 66%	13 40%	66 53%	30 38%	20 52%	9 45%
To learn something new	208 38%	146 38%	60 36%	124 38%	69 42%	15 26%	91 40%	48 41%	7 18%	33 33%	18 40%	9 42%	109 39%	76 35%	23 45%	13 30%	3 30%	25 36%	19 55%	17 34%	16 44%	3 24%	11 36%	45 35%	33 43%	12 32%	10 48%
To pass the time	178 32%	128 34%	47 28%	127 39%	38 23%	13 22%	97 43%	24 21%	7 19%	28 28%	13 30%	6 27%	100 36%	70 32%	8 16%	9 21%	2 23%	28 41%	13 38%	17 33%	13 36%	2 16%	10 33%	43 34%	21 28%	10 25%	9 41%
To make me feel better	115 21%	75 20%	38 23%	74 22%	33 20%	8 13%	53 23%	20 17%	2 6%	21 21%	12 27%	5 24%	61 22%	40 18%	13 26%	6 13%	* 4%	12 17%	13 38%	14 28%	5 15%	4 32%	5 15%	33 26%	11 14%	6 16%	6 26%
To give me something to talk about with friends/family	112 20%	82 21%	27 16%	81 25%	24 15%	6 10%	63 28%	16 14%	3 8%	17 17%	7 16%	3 16%	70 25%	34 15%	8 16%	4 9%	2 20%	9 13%	6 18%	13 26%	9 24%	2 17%	2 7%	26 21%	19 25%	5 13%	14 68%
For background listening	92 17%	62 16%	30 18%	65 20%	20 12%	7 12%	47 21%	11 9%	4 11%	18 18%	9 20%	3 13%	50 18%	36 16%	6 13%	7 15%	2 15%	10 15%	7 20%	18 37%	6 16%	1 8%	2 7%	13 10%	14 18%	9 25%	3 12%
For practical advice	87 16%	73 19%	13 8%	53 16%	28 17%	6 10%	48 21%	21 18%	4 11%	5 5%	6 14%	1 7%	48 17%	34 15%	5 10%	4 8%	2 15%	14 20%	9 25%	7 13%	10 28%	1 9%	4 12%	17 14%	12 15%	5 12%	4 18%
Habit	54 10%	40 11%	14 8%	37 11%	13 8%	4 8%	28 12%	9 7%	4 9%	9 9%	4 10%	1 4%	36 13%	13 6%	5 11%	2 5%	3 24%	5 7%	5 15%	15 29%	1 4%	1 9%	- -	17 14%	3 4%	2 6%	- -
To discover new music	45 8%	32 8%	13 8%	33 10%	10 6%	2 3%	26 12%	5 5%	- -	6 6%	5 11%	2 8%	25 9%	13 6%	7 13%	1 3%	1 11%	6 9%	* 1%	6 13%	5 13%	2 11%	* 1%	6 5%	11 14%	2 5%	4 19%
Other reason	14 3%	8 2%	5 3%	3 1%	8 5%	3 5%	2 1%	5 5%	1 3%	1 1%	2 4%	2 11%	7 3%	7 3%	- -	2 4%	- -	3 4%	- -	1 2%	- -	- -	1 3%	2 2%	3 3%	1 2%	2 11%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 32

Q8. Why would you say you listen to each of these?**An audiobook****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	527	181	120	150	199
Weighted base	553	175	121	160	209
For entertainment	286 52%	90 51%	61 51%	82 51%	125 60%
To relax	268 49%	97 56%	68 56%	87 54%	99 47%
To learn something new	208 38%	74 43%	45 37%	66 41%	83 40%
To pass the time	178 32%	52 30%	42 35%	66 41%	78 37%
To make me feel better	115 21%	44 25%	32 26%	40 25%	51 24%
To give me something to talk about with friends/family	112 20%	40 23%	30 25%	36 23%	48 23%
For background listening	92 17%	37 21%	23 19%	41 26%	45 22%
For practical advice	87 16%	32 18%	20 16%	33 21%	34 16%
Habit	54 10%	18 10%	14 11%	24 15%	29 14%
To discover new music	45 8%	24 14%	12 10%	21 13%	25 12%
Other reason	14 3%	6 4%	2 1%	3 2%	5 2%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 33

Q8. Why would you say you listen to each of these?

Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)

Base: All respondents who listen to each at least once a month

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	822	447	370	349	384	89	170	230	47	178	151	41	401	325	96	68	36	89	73	71	52	42	52	154	107	65	13
Weighted base	840	561	274	491	272	77	312	198	50	178	71	26	402	340	98	81	17	94	59	69	58	25	49	175	119	65	29
For entertainment	492	342	145	270	167	55	178	126	38	90	39	16	235	203	55	46	9	58	38	35	33	16	35	98	68	34	22
	59%	61%	53%	55%	62%	71%	57%	64%	76%	51%	55%	62%	58%	60%	56%	57%	52%	62%	65%	50%	57%	62%	72%	56%	57%	53%	74%
To relax	315	216	97	167	120	29	114	85	16	52	33	12	148	130	38	25	5	31	27	35	22	9	23	58	42	21	18
	38%	39%	35%	34%	44%	38%	37%	43%	32%	29%	46%	46%	37%	38%	39%	31%	33%	33%	45%	50%	38%	35%	47%	33%	35%	32%	63%
To discover new music	279	189	89	163	96	21	106	69	13	57	25	7	120	122	38	25	4	31	25	27	22	10	13	53	41	22	7
	33%	34%	32%	33%	35%	27%	34%	35%	27%	32%	35%	29%	30%	36%	38%	30%	27%	33%	43%	40%	38%	38%	27%	30%	34%	33%	23%
For background listening	275	172	100	173	78	24	110	48	14	63	27	11	132	107	36	23	3	27	23	23	16	8	14	60	44	27	6
	33%	31%	37%	35%	29%	32%	35%	24%	27%	35%	38%	42%	33%	31%	37%	29%	16%	29%	38%	33%	28%	31%	30%	34%	37%	42%	22%
To pass the time	246	169	77	152	80	15	99	59	11	53	21	3	112	99	36	23	3	23	19	24	16	6	15	53	39	13	14
	29%	30%	28%	31%	29%	19%	32%	29%	22%	30%	29%	14%	28%	29%	37%	28%	17%	25%	32%	34%	28%	25%	31%	30%	32%	19%	48%
To make me feel better	214	142	67	127	71	15	87	46	9	38	23	5	102	84	28	18	4	25	16	23	11	6	12	41	38	8	12
	25%	25%	24%	26%	26%	20%	28%	23%	18%	22%	33%	21%	25%	25%	29%	22%	25%	27%	27%	33%	19%	23%	24%	24%	32%	12%	40%
Habit	109	77	30	72	33	4	50	23	4	22	8	-	48	52	10	8	7	8	7	13	10	4	1	32	11	4	5
	13%	14%	11%	15%	12%	5%	16%	12%	8%	12%	12%	-	12%	15%	10%	10%	39%	9%	11%	19%	17%	14%	3%	18%	9%	7%	17%
To give me something to talk about with friends/family	102	68	32	73	27	1	47	20	1	25	7	*	41	49	12	6	2	11	11	13	7	1	4	24	10	4	7
	12%	12%	12%	15%	10%	2%	15%	10%	2%	14%	10%	1%	10%	14%	12%	8%	13%	12%	19%	19%	12%	5%	8%	14%	8%	6%	25%
To learn something new	93	62	30	53	31	9	36	24	2	17	7	7	45	35	13	9	2	14	9	10	6	2	7	18	8	4	6
	11%	11%	11%	11%	12%	11%	12%	12%	4%	9%	10%	26%	11%	10%	13%	11%	12%	15%	15%	14%	10%	8%	13%	10%	7%	6%	19%
For practical advice	39	27	12	25	14	1	16	10	-	8	3	1	20	14	5	5	*	5	3	3	5	2	*	7	7	3	-
	5%	5%	4%	5%	5%	1%	5%	5%	-	5%	5%	2%	5%	4%	5%	6%	2%	5%	5%	4%	8%	7%	1%	4%	6%	4%	-
Other reason	14	8	5	6	7	1	4	5	-	2	2	1	3	11	-	1	*	3	1	*	-	1	1	3	-	3	-
	2%	1%	2%	1%	3%	1%	1%	2%	-	1%	3%	4%	1%	3%	-	2%	1%	4%	2%	1%	-	4%	3%	2%	-	4%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 33

Q8. Why would you say you listen to each of these?**Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	822	243	161	218	298
Weighted base	840	229	164	228	304
For entertainment	492 59%	140 61%	102 63%	133 59%	190 63%
To relax	315 38%	104 45%	63 38%	94 41%	108 35%
To discover new music	279 33%	80 35%	56 34%	83 37%	108 36%
For background listening	275 33%	69 30%	56 34%	77 34%	100 33%
To pass the time	246 29%	64 28%	36 22%	75 33%	95 31%
To make me feel better	214 25%	68 30%	34 21%	58 26%	73 24%
Habit	109 13%	25 11%	23 14%	38 16%	45 15%
To give me something to talk about with friends/family	102 12%	19 8%	16 10%	43 19%	48 16%
To learn something new	93 11%	30 13%	24 14%	32 14%	45 15%
For practical advice	39 5%	11 5%	12 7%	16 7%	21 7%
Other reason	14 2%	4 2%	1 1%	3 1%	8 3%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 34

Q9. Who do you listen to the following with?**Summary****Base: All respondents who listen to each at least once a month**

	Sources							
	A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)	A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)	Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)	An online music service (e.g. Spotify, Amazon Music)	Your personal music collection on CD, vinyl record or cassette tapes	A podcast	An audiobook	Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)
Unweighted base	896	792	818	817	631	1036	527	822
Weighted base	886	792	833	847	634	1036	553	840
On my own	660 75%	628 79%	748 90%	721 85%	508 80%	930 90%	474 86%	681 81%
With partner/ spouse	304 34%	209 26%	179 22%	284 34%	214 34%	161 16%	80 14%	213 25%
With family	227 26%	122 15%	127 15%	191 23%	160 25%	79 8%	36 7%	176 21%
With friends	122 14%	76 10%	119 14%	173 20%	120 19%	54 5%	35 6%	143 17%
With colleagues	135 15%	71 9%	44 5%	77 9%	37 6%	27 3%	18 3%	43 5%
With other people	26 3%	11 1%	17 2%	16 2%	20 3%	7 1%	5 1%	27 3%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 35

Q9. Who do you listen to the following with?**A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	896	482	410	341	414	141	168	240	74	172	171	67	453	355	88	73	42	98	77	79	54	45	59	155	129	74	11
Weighted base	886	592	289	477	286	122	307	204	82	169	79	41	442	358	85	85	19	102	61	76	56	27	52	175	137	72	24
On my own	660	451	206	342	228	91	227	165	58	113	60	33	340	262	59	65	14	69	51	60	43	24	44	127	96	52	17
	75%	76%	71%	72%	80%	74%	74%	81%	71%	67%	76%	81%	77%	73%	69%	76%	76%	67%	83%	79%	76%	86%	84%	73%	70%	72%	70%
With partner/ spouse	304	211	93	155	97	52	103	72	36	51	25	17	162	120	23	25	7	30	27	29	25	10	11	54	51	26	10
	34%	36%	32%	32%	34%	43%	34%	35%	43%	30%	31%	42%	37%	33%	26%	29%	37%	29%	44%	38%	44%	37%	21%	31%	37%	36%	43%
With family	227	145	80	128	80	19	81	52	13	47	26	6	100	98	28	16	5	30	16	19	19	6	17	47	32	14	7
	26%	25%	28%	27%	28%	15%	26%	25%	15%	28%	33%	15%	23%	27%	33%	19%	25%	30%	26%	25%	34%	21%	33%	27%	23%	20%	27%
With colleagues	135	92	41	78	50	8	52	34	5	25	13	3	62	64	9	13	3	11	11	7	16	5	4	34	19	8	5
	15%	15%	14%	16%	17%	6%	17%	17%	6%	15%	16%	7%	14%	18%	11%	15%	16%	10%	17%	9%	29%	17%	8%	20%	14%	10%	22%
With friends	122	79	40	85	34	3	58	20	1	27	11	2	68	45	10	6	1	12	11	12	5	2	9	32	21	6	4
	14%	13%	14%	18%	12%	2%	19%	10%	1%	16%	14%	4%	15%	12%	11%	7%	6%	12%	19%	15%	9%	9%	17%	18%	15%	9%	17%
With other people	26	11	13	12	11	2	4	6	-	8	3	2	9	11	5	3	1	2	1	*	-	-	4	9	3	*	2
	3%	2%	4%	3%	4%	2%	1%	3%	-	5%	4%	5%	2%	3%	6%	4%	6%	2%	1%	1%	-	-	7%	5%	2%	1%	7%

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 35

Q9. Who do you listen to the following with?**A radio station that plays music (e.g. BBC Radio 2, Heart, Classic)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	896	289	191	219	331
Weighted base	886	265	187	224	324
On my own	660 75%	211 80%	148 79%	170 76%	247 76%
With partner/ spouse	304 34%	99 37%	79 42%	95 42%	119 37%
With family	227 26%	69 26%	55 30%	69 31%	85 26%
With colleagues	135 15%	37 14%	25 13%	42 19%	66 20%
With friends	122 14%	48 18%	30 16%	54 24%	58 18%
With other people	26 3%	7 3%	5 3%	14 6%	12 4%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 36

Q9. Who do you listen to the following with?**A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	792	455	332	286	373	133	161	227	67	124	143	65	411	303	78	54	41	83	73	69	51	41	49	145	105	69	12
Weighted base	792	560	227	416	261	115	291	194	75	122	65	39	408	304	80	64	19	91	56	66	56	26	45	165	113	64	27
On my own	628	451	172	307	226	95	215	172	64	90	52	30	338	226	64	54	13	71	49	52	45	24	39	118	85	54	24
	79%	81%	76%	74%	86%	83%	74%	89%	85%	74%	79%	77%	83%	74%	80%	85%	68%	79%	86%	79%	80%	91%	86%	72%	76%	85%	87%
With partner/ spouse	209	136	73	107	58	44	76	35	25	31	23	19	109	88	11	8	7	18	20	18	12	5	11	56	35	13	7
	26%	24%	32%	26%	22%	39%	26%	18%	33%	25%	35%	49%	27%	29%	14%	13%	35%	20%	36%	28%	21%	18%	23%	34%	31%	20%	25%
With family	122	72	50	76	35	12	45	22	4	30	13	7	56	49	17	3	1	20	10	14	11	3	8	29	14	5	5
	15%	13%	22%	18%	13%	10%	16%	11%	6%	25%	20%	19%	14%	16%	21%	5%	7%	21%	17%	21%	20%	11%	17%	18%	12%	8%	19%
With friends	76	53	22	59	12	5	43	9	2	16	3	3	43	23	9	2	5	13	5	6	6	1	-	24	8	3	4
	10%	10%	10%	14%	5%	5%	15%	4%	3%	13%	5%	8%	11%	8%	11%	3%	24%	14%	8%	9%	11%	4%	-	14%	7%	5%	15%
With colleagues	71	47	24	38	29	5	22	21	5	16	8	-	35	30	6	4	1	5	7	3	12	2	2	18	12	3	2
	9%	8%	10%	9%	11%	4%	8%	11%	6%	13%	12%	-	9%	10%	8%	5%	7%	6%	12%	5%	21%	9%	4%	11%	10%	5%	9%
With other people	11	7	4	5	3	3	5	2	-	*	1	3	6	3	2	-	1	-	-	1	1	-	-	3	3	*	2
	1%	1%	2%	1%	1%	2%	2%	1%	-	*	1%	7%	1%	1%	2%	-	6%	-	-	1%	1%	-	-	2%	3%	1%	6%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 36

Q9. Who do you listen to the following with?**A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	792	279	194	183	285
Weighted base	792	260	186	188	280
On my own	628 79%	222 85%	156 84%	147 78%	216 77%
With partner/ spouse	209 26%	80 31%	60 32%	75 40%	85 30%
With family	122 15%	38 14%	32 17%	39 21%	58 21%
With friends	76 10%	22 8%	20 11%	25 13%	27 10%
With colleagues	71 9%	20 8%	13 7%	24 13%	33 12%
With other people	11 1%	7 3%	6 3%	8 4%	8 3%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 37

Q9. Who do you listen to the following with?**Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot- land	North East	North West	York- shire and the Humber	West Mid- lands	East Mid- lands	Wales	East of Eng- land	London	South East	South West	North- ern Ire- land
Unweighted base	818	459	356	319	382	117	167	226	66	151	154	51	401	326	91	67	37	93	71	71	51	38	54	152	108	63	13
Weighted base	833	573	256	460	269	104	305	195	73	153	72	30	396	341	96	77	17	101	58	67	55	24	51	176	117	61	30
On my own	748	515	229	402	250	95	264	186	66	137	63	29	368	294	86	71	15	94	53	62	48	24	46	157	97	56	27
	90%	90%	90%	88%	93%	92%	86%	95%	90%	90%	87%	96%	93%	86%	90%	92%	88%	93%	91%	93%	87%	98%	90%	89%	83%	91%	92%
With partner/ spouse	179	135	44	98	58	24	72	46	17	26	12	7	91	73	16	9	3	17	19	18	18	5	8	33	35	11	4
	22%	24%	17%	21%	21%	23%	24%	24%	23%	17%	16%	22%	23%	21%	17%	11%	16%	17%	32%	27%	33%	22%	15%	19%	30%	18%	15%
With family	127	80	47	73	45	9	46	30	4	27	15	5	55	55	17	8	3	18	11	10	15	3	5	24	17	8	7
	15%	14%	19%	16%	17%	9%	15%	15%	5%	18%	21%	17%	14%	16%	18%	10%	20%	17%	19%	15%	27%	11%	9%	13%	15%	13%	22%
With friends	119	83	36	88	26	6	62	19	2	26	7	3	60	46	13	9	1	9	12	13	13	1	5	27	15	8	7
	14%	14%	14%	19%	10%	5%	20%	10%	3%	17%	10%	11%	15%	14%	13%	11%	8%	9%	20%	20%	23%	5%	10%	15%	13%	13%	22%
With colleagues	44	35	9	32	11	1	25	8	1	6	2	-	24	18	2	1	2	2	4	3	5	2	4	12	4	2	2
	5%	6%	3%	7%	4%	1%	8%	4%	2%	4%	3%	-	6%	5%	2%	1%	12%	2%	6%	5%	9%	7%	8%	7%	3%	4%	8%
With other people	17	11	6	8	8	2	5	5	1	2	3	1	9	8	1	-	*	-	1	*	1	-	2	8	4	*	-
	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	4%	2%	2%	2%	1%	-	2%	-	2%	1%	2%	-	3%	5%	3%	1%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 37

Q9. Who do you listen to the following with?**Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	818	260	166	189	310
Weighted base	833	248	165	197	308
On my own	748 90%	224 90%	147 89%	173 87%	283 92%
With partner/ spouse	179 22%	63 25%	54 33%	52 26%	75 24%
With family	127 15%	36 15%	29 18%	43 22%	61 20%
With friends	119 14%	36 14%	27 16%	40 20%	64 21%
With colleagues	44 5%	17 7%	11 6%	19 10%	27 9%
With other people	17 2%	5 2%	5 3%	9 4%	12 4%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 38

Q9. Who do you listen to the following with?**An online music service (e.g. Spotify, Amazon Music)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	817	431	383	383	349	85	179	199	53	203	148	32	404	330	83	68	37	88	74	72	54	38	54	145	116	60	11
Weighted base	847	553	291	529	240	78	326	169	58	202	69	20	406	352	89	82	17	94	62	69	62	25	51	172	126	63	25
On my own	721	474	244	455	203	63	281	147	46	172	55	17	350	296	76	77	15	76	57	59	50	23	44	143	102	55	22
	85%	86%	84%	86%	85%	80%	86%	87%	79%	85%	79%	85%	86%	84%	85%	95%	84%	80%	91%	85%	82%	94%	86%	83%	81%	87%	86%
With partner/ spouse	284	187	97	179	81	24	111	60	16	68	21	8	134	129	22	23	5	34	27	20	22	9	17	47	50	24	6
	34%	34%	33%	34%	34%	30%	34%	36%	27%	34%	30%	41%	33%	37%	24%	29%	31%	36%	44%	29%	35%	37%	33%	27%	39%	38%	22%
With family	191	116	75	116	65	9	71	40	5	45	25	5	84	90	18	17	4	20	20	13	24	5	6	38	27	10	8
	23%	21%	26%	22%	27%	12%	22%	24%	8%	23%	36%	23%	21%	25%	20%	21%	21%	21%	33%	19%	39%	20%	13%	22%	21%	15%	31%
With friends	173	104	69	129	40	5	76	26	1	53	13	4	88	76	10	8	4	13	17	12	14	5	8	40	36	12	5
	20%	19%	24%	24%	17%	6%	23%	16%	2%	26%	19%	18%	22%	22%	11%	10%	22%	14%	27%	17%	23%	21%	15%	23%	29%	19%	21%
With colleagues	77	58	19	59	16	2	45	12	1	14	5	1	33	36	8	2	1	8	2	9	15	2	-	23	8	3	4
	9%	10%	7%	11%	7%	2%	14%	7%	2%	7%	6%	3%	8%	10%	9%	3%	8%	9%	3%	12%	24%	7%	-	13%	6%	6%	14%
With other people	16	11	5	12	2	2	9	1	1	3	1	1	8	8	-	-	*	2	1	1	4	-	-	5	3	*	-
	2%	2%	2%	2%	1%	3%	3%	1%	2%	1%	2%	6%	2%	2%	-	-	2%	2%	2%	1%	6%	-	-	3%	3%	1%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 38

Q9. Who do you listen to the following with?**An online music service (e.g. Spotify, Amazon Music)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	817	241	167	241	310
Weighted base	847	229	169	248	320
On my own	721 85%	193 84%	142 84%	220 88%	274 86%
With partner/ spouse	284 34%	81 35%	59 35%	105 42%	121 38%
With family	191 23%	47 21%	36 21%	66 26%	92 29%
With friends	173 20%	40 18%	40 24%	65 26%	92 29%
With colleagues	77 9%	17 8%	16 10%	30 12%	48 15%
With other people	16 2%	6 3%	2 1%	7 3%	11 3%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 39

Q9. Who do you listen to the following with?**Your personal music collection on CD, vinyl record or cassette tapes****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot- land	North East	North West	York- shire and the Humber	West Mid- lands	East Mid- lands	Wales	East of Eng- land	London	South East	South West	North- ern Ire- land
Unweighted base	631	361	268	225	302	104	128	177	56	97	123	48	309	245	77	46	31	74	52	62	44	29	40	109	86	47	11
Weighted base	634	448	184	328	214	92	231	154	63	96	58	29	308	250	76	52	14	80	42	60	44	19	35	126	95	44	22
On my own	508	365	142	253	181	74	179	134	52	74	46	22	251	195	62	44	9	63	37	48	32	16	27	97	78	38	19
	80%	81%	77%	77%	85%	80%	77%	87%	83%	77%	78%	76%	82%	78%	82%	84%	66%	79%	87%	81%	73%	89%	76%	77%	82%	85%	89%
With partner/ spouse	214	146	68	107	74	33	75	53	19	32	21	15	114	87	13	9	5	31	18	16	18	5	10	45	42	11	4
	34%	33%	37%	33%	35%	36%	32%	35%	30%	33%	36%	50%	37%	35%	17%	18%	34%	38%	43%	27%	42%	27%	29%	36%	44%	24%	20%
With family	160	106	54	93	57	10	65	35	5	27	22	5	78	59	23	11	4	25	9	16	13	3	9	25	29	12	4
	25%	24%	29%	28%	27%	11%	28%	23%	8%	28%	37%	18%	25%	23%	30%	22%	29%	31%	21%	27%	28%	15%	25%	20%	31%	26%	19%
With friends	120	83	36	70	42	7	53	28	2	17	13	5	61	47	11	5	2	18	9	12	5	1	6	25	25	8	4
	19%	19%	19%	21%	20%	8%	23%	18%	3%	17%	23%	18%	20%	19%	15%	9%	14%	23%	21%	19%	11%	8%	18%	20%	26%	19%	19%
With colleagues	37	29	8	26	11	-	21	8	-	5	3	-	24	10	3	3	2	3	1	4	3	-	*	14	5	2	-
	6%	6%	4%	8%	5%	-	9%	5%	-	5%	5%	-	8%	4%	5%	5%	17%	4%	2%	6%	7%	-	1%	11%	5%	5%	-
With other people	20	12	7	13	6	1	8	3	1	5	2	-	11	5	4	-	*	2	-	4	1	-	-	6	6	*	-
	3%	3%	4%	4%	3%	1%	3%	2%	2%	6%	3%	-	4%	2%	5%	-	3%	2%	-	7%	3%	-	-	5%	6%	1%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 39

Q9. Who do you listen to the following with?**Your personal music collection on CD, vinyl record or cassette tapes****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	631	222	152	157	223
Weighted base	634	215	150	164	219
On my own	508 80%	184 86%	126 84%	136 83%	179 82%
With partner/ spouse	214 34%	80 37%	59 39%	69 42%	84 39%
With family	160 25%	49 23%	44 30%	49 30%	66 30%
With friends	120 19%	40 18%	27 18%	45 27%	46 21%
With colleagues	37 6%	13 6%	6 4%	18 11%	15 7%
With other people	20 3%	9 4%	6 4%	13 8%	9 4%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 40

Q9. Who do you listen to the following with?**A podcast****Base: All respondents who listen to each at least once a month**

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
On my own	930	614	311	502	303	124	310	222	82	191	79	42	447	390	93	97	18	106	69	70	65	30	60	165	146	78	25
	90%	90%	89%	87%	94%	92%	86%	96%	93%	88%	89%	91%	91%	91%	83%	93%	84%	93%	94%	84%	89%	96%	95%	83%	93%	94%	78%
With partner/ spouse	161	102	59	100	43	18	69	22	11	31	21	7	77	66	18	8	4	12	9	12	11	2	5	45	33	12	6
	16%	15%	17%	17%	13%	13%	19%	9%	12%	14%	24%	16%	16%	15%	16%	8%	20%	10%	13%	15%	15%	6%	9%	23%	21%	14%	21%
With family	79	49	29	47	23	8	34	11	5	13	12	3	40	27	11	4	1	8	3	12	9	-	3	17	11	4	7
	8%	7%	8%	8%	7%	6%	9%	5%	5%	6%	14%	7%	8%	6%	10%	3%	6%	7%	4%	15%	13%	-	4%	9%	7%	5%	21%
With friends	54	34	20	41	11	2	29	4	1	12	7	1	29	18	7	4	2	3	3	7	7	1	3	12	5	4	4
	5%	5%	6%	7%	3%	2%	8%	2%	1%	5%	8%	3%	6%	4%	7%	4%	10%	3%	5%	8%	9%	2%	4%	6%	3%	5%	12%
With colleagues	27	15	12	19	6	2	10	4	1	9	2	1	14	11	3	2	1	1	-	4	4	-	*	9	4	*	2
	3%	2%	3%	3%	2%	1%	3%	2%	1%	4%	3%	2%	3%	3%	2%	2%	6%	1%	-	5%	6%	-	1%	4%	2%	1%	8%
With other people	7	2	5	1	3	3	1	-	1	*	3	2	2	2	3	-	1	-	-	1	1	-	-	1	-	-	3
	1%	*	1%	*	1%	2%	*	-	1%	*	3%	4%	*	1%	3%	-	6%	-	-	1%	1%	-	-	1%	-	-	9%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 40

Q9. Who do you listen to the following with?**A podcast****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
On my own	930 90%	253 90%	179 89%	227 90%	346 92%
With partner/ spouse	161 16%	54 19%	47 24%	53 21%	68 18%
With family	79 8%	34 12%	19 10%	32 13%	39 10%
With friends	54 5%	22 8%	13 6%	27 11%	24 6%
With colleagues	27 3%	10 4%	6 3%	10 4%	18 5%
With other people	7 1%	4 1%	4 2%	5 2%	5 1%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 41

Q9. Who do you listen to the following with?**An audiobook****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland
Unweighted base	527	292	230	225	233	69	123	134	35	101	96	33	269	207	51	37	22	61	43	50	33	22	33	103	71	43	9
Weighted base	553	382	165	329	164	59	227	117	38	101	45	20	282	220	51	44	11	68	35	50	37	13	32	126	77	38	21
On my own	474	324	145	267	148	59	180	106	38	85	40	20	244	186	44	38	10	59	32	44	32	13	26	103	66	35	15
	86%	85%	88%	81%	90%	99%	79%	90%	100%	85%	90%	97%	86%	84%	87%	88%	93%	87%	92%	88%	86%	96%	83%	82%	85%	91%	72%
With partner/ spouse	80	60	20	61	15	3	45	13	2	16	3	1	41	35	5	2	*	10	6	11	2	1	7	24	16	*	-
	14%	16%	12%	19%	9%	5%	20%	11%	5%	16%	6%	5%	14%	16%	9%	5%	4%	15%	16%	22%	6%	10%	23%	19%	20%	1%	-
With family	36	25	11	21	15	-	14	11	-	7	4	-	23	10	2	1	2	2	1	4	2	1	2	14	3	2	2
	7%	7%	7%	6%	9%	-	6%	9%	-	7%	10%	-	8%	5%	5%	1%	18%	3%	4%	9%	5%	4%	6%	11%	4%	6%	11%
With friends	35	25	10	30	5	-	23	2	-	7	3	-	21	8	6	1	1	1	1	5	4	-	2	10	7	2	1
	6%	7%	6%	9%	3%	-	10%	2%	-	6%	8%	-	7%	4%	11%	3%	11%	1%	4%	10%	10%	-	5%	8%	9%	6%	5%
With colleagues	18	11	7	15	3	-	8	2	-	6	1	-	11	7	-	2	1	-	-	4	2	1	2	2	1	*	2
	3%	3%	4%	4%	2%	-	4%	2%	-	6%	2%	-	4%	3%	-	5%	11%	-	-	8%	6%	4%	6%	2%	1%	1%	12%
With other people	5	3	2	3	2	-	2	1	-	1	1	-	1	2	2	1	-	-	-	3	*	-	-	-	-	*	-
	1%	1%	1%	1%	1%	-	1%	1%	-	1%	2%	-	*	1%	4%	3%	-	-	-	6%	1%	-	-	-	-	1%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 41

Q9. Who do you listen to the following with?**An audiobook****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	527	181	120	150	199
Weighted base	553	175	121	160	209
On my own	474 86%	155 88%	107 88%	140 87%	184 88%
With partner/ spouse	80 14%	27 15%	21 17%	37 23%	38 18%
With family	36 7%	13 7%	10 8%	13 8%	15 7%
With friends	35 6%	12 7%	12 10%	13 8%	16 8%
With colleagues	18 3%	6 3%	7 6%	4 2%	12 6%
With other people	5 1%	3 2%	- -	3 2%	2 1%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 42

Q9. Who do you listen to the following with?**Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)****Base: All respondents who listen to each at least once a month**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	822	447	370	349	384	89	170	230	47	178	151	41	401	325	96	68	36	89	73	71	52	42	52	154	107	65	13
Weighted base	840	561	274	491	272	77	312	198	50	178	71	26	402	340	98	81	17	94	59	69	58	25	49	175	119	65	29
On my own	681	460	218	390	228	63	247	173	39	141	55	23	341	262	77	72	12	72	50	54	41	22	41	141	96	55	24
	81%	82%	80%	79%	84%	82%	79%	87%	78%	79%	77%	88%	85%	77%	79%	89%	73%	77%	86%	78%	71%	86%	84%	80%	81%	85%	82%
With partner/ spouse	213	144	68	125	69	19	80	51	13	44	17	6	102	81	29	17	7	28	18	21	22	5	7	44	29	7	8
	25%	26%	25%	25%	25%	25%	26%	26%	25%	25%	24%	25%	25%	24%	30%	21%	39%	30%	31%	31%	39%	18%	14%	25%	24%	11%	29%
With family	176	111	63	96	65	15	61	40	10	35	23	5	76	82	18	12	4	20	11	16	20	5	8	38	27	9	5
	21%	20%	23%	20%	24%	19%	19%	20%	20%	20%	33%	18%	19%	24%	18%	15%	25%	21%	19%	22%	36%	21%	17%	21%	23%	13%	18%
With friends	143	86	55	96	44	3	58	28	1	38	14	2	63	65	15	11	2	16	11	10	10	3	8	35	19	12	8
	17%	15%	20%	19%	16%	4%	18%	14%	2%	22%	20%	8%	16%	19%	15%	13%	11%	17%	19%	15%	17%	10%	17%	20%	16%	18%	26%
With colleagues	43	33	10	29	14	-	24	9	-	5	5	-	20	21	2	3	1	4	3	4	3	-	-	18	3	*	4
	5%	6%	4%	6%	5%	-	8%	5%	-	3%	6%	-	5%	6%	2%	4%	9%	4%	5%	6%	5%	-	-	10%	3%	1%	12%
With other people	27	16	8	16	8	2	10	5	2	7	2	-	12	12	3	-	1	3	2	1	2	-	-	8	7	3	-
	3%	3%	3%	3%	3%	3%	3%	2%	4%	4%	3%	-	3%	3%	3%	-	7%	3%	4%	2%	3%	-	-	4%	5%	5%	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 42

Q9. Who do you listen to the following with?**Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)****Base: All respondents who listen to each at least once a month**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	822	243	161	218	298
Weighted base	840	229	164	228	304
On my own	681 81%	189 82%	129 79%	179 78%	247 81%
With partner/ spouse	213 25%	73 32%	44 27%	75 33%	91 30%
With family	176 21%	54 24%	48 29%	63 28%	72 24%
With friends	143 17%	33 14%	30 19%	57 25%	57 19%
With colleagues	43 5%	13 6%	12 7%	17 7%	21 7%
With other people	27 3%	6 3%	4 3%	12 5%	13 4%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 43

Q10a. You mentioned you listen to podcasts regularly. How long have you been listening to podcasts for?**Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot- land	North East	North West	York- shire and the Humber	West Mid- lands	East Mid- lands	Wales	East of Eng- land	London	South East	South West	North- ern Ire- land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
Less than 6 months	96 9%	46 7%	50 14%	63 11%	20 6%	13 10%	27 8%	13 6%	6 7%	35 16%	7 8%	7 15%	40 8%	43 10%	12 11%	9 9%	2 11%	8 7%	7 10%	6 7%	10 13%	7 21%	3 5%	17 9%	12 7%	11 13%	4 13%
Less than a year	132 13%	72 11%	59 17%	76 13%	37 11%	19 14%	40 11%	23 10%	10 11%	37 17%	14 16%	9 19%	53 11%	58 13%	20 18%	8 8%	2 9%	17 14%	12 16%	11 13%	13 18%	3 9%	10 16%	23 11%	21 13%	12 14%	1 4%
1-2 years	337 33%	214 31%	121 34%	206 36%	94 29%	37 28%	126 35%	63 27%	25 28%	78 36%	30 34%	12 26%	160 32%	138 32%	39 35%	33 32%	9 41%	38 33%	22 29%	27 32%	27 37%	10 31%	15 23%	62 31%	57 37%	26 31%	11 36%
3-4 years	216 21%	148 22%	67 19%	126 22%	61 19%	29 22%	82 23%	43 19%	23 26%	44 20%	17 20%	6 13%	111 22%	89 21%	16 14%	18 17%	5 23%	25 22%	16 22%	21 25%	8 11%	7 21%	11 18%	48 24%	39 25%	12 15%	5 15%
5 or more years	237 23%	190 28%	46 13%	98 17%	103 32%	36 27%	81 22%	86 37%	23 27%	17 8%	17 19%	12 26%	122 25%	92 21%	23 20%	30 29%	3 12%	26 23%	15 20%	18 21%	15 21%	6 18%	23 37%	43 22%	27 17%	21 26%	10 32%
Can't remember	18 2%	9 1%	9 3%	11 2%	6 2%	1 1%	6 2%	3 1%	* 1%	5 3%	3 3%	1 1%	7 1%	10 2%	2 1%	6 6%	1 4%	1 1%	2 2%	1 1%	- -	- -	1 1%	5 2%	1 1%	1 1%	- -

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 43

Q10a. You mentioned you listen to podcasts regularly. How long have you been listening to podcasts for?

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
Less than 6 months	96 9%	12 4%	16 8%	23 9%	27 7%
Less than a year	132 13%	30 11%	16 8%	36 14%	44 12%
1-2 years	337 33%	90 32%	73 37%	73 29%	121 32%
3-4 years	216 21%	72 26%	31 15%	60 24%	72 19%
5 or more years	237 23%	71 25%	62 31%	56 22%	110 29%
Can't remember	18 2%	6 2%	2 1%	3 1%	4 1%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 44

Q10b. Compared to when you first started listening to podcasts, would you say you currently listen to...?**Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
More podcasts than when you first started listening	680 66%	451 66%	228 65%	402 69%	206 64%	72 54%	260 72%	144 63%	46 52%	141 65%	61 70%	26 55%	333 67%	278 65%	70 62%	70 67%	14 67%	80 69%	50 69%	50 60%	49 67%	18 57%	46 74%	125 63%	108 69%	50 59%	20 64%
About the same	250 24%	159 23%	88 25%	119 21%	85 27%	45 34%	67 19%	62 27%	30 34%	50 23%	22 25%	15 33%	110 22%	111 26%	29 25%	23 22%	5 24%	24 21%	16 22%	23 27%	20 27%	8 27%	15 24%	49 25%	32 21%	25 29%	9 27%
Fewer podcasts than when you first started listening	98 9%	66 10%	31 9%	56 10%	28 9%	14 10%	33 9%	23 10%	10 11%	23 10%	4 4%	4 9%	48 10%	38 9%	12 10%	9 9%	2 8%	10 9%	6 8%	11 13%	5 6%	4 14%	1 2%	23 12%	16 10%	9 10%	3 9%
Don't know	8 1%	4 1%	4 1%	3 1%	2 1%	3 2%	1 *	1 1%	2 2%	2 1%	* 1%	1 3%	2 *	3 1%	3 2%	2 2%	* 1%	1 1%	1 2%	- -	- -	1 3%	- -	1 *	* *	1 1%	- -

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 44

Q10b. Compared to when you first started listening to podcasts, would you say you currently listen to...?

Base: All respondents

	Podcast Users				
	Total	BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
More podcasts than when you first started listening	680 66%	169 60%	133 67%	188 75%	270 71%
About the same	250 24%	86 31%	40 20%	50 20%	74 20%
Fewer podcasts than when you first started listening	98 9%	25 9%	25 12%	10 4%	33 9%
Don't know	8 1%	1 *	2 1%	2 1%	1 *

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 45

Q11. On average, how many individual podcast episodes do you listen to in a week?**Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land	
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14	
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31	
1-5	(3)	561 54%	359 53%	200 57%	300 52%	172 53%	89 66%	176 49%	123 53%	59 68%	124 57%	47 53%	29 63%	267 54%	233 54%	61 54%	54 51%	7 35%	63 55%	42 57%	44 52%	34 47%	22 70%	34 55%	105 53%	91 58%	54 65%	10 33%
6-10	(8)	270 26%	177 26%	90 26%	153 26%	91 28%	26 19%	97 27%	64 28%	15 17%	54 25%	25 29%	10 22%	122 25%	116 27%	32 28%	33 32%	8 39%	32 28%	20 27%	24 28%	20 27%	7 21%	16 25%	47 24%	40 26%	16 19%	8 25%
11-15	(13)	120 12%	87 13%	33 9%	73 13%	32 10%	14 11%	53 15%	24 10%	10 11%	20 9%	8 9%	4 10%	56 11%	52 12%	12 11%	11 11%	3 14%	15 13%	4 5%	9 10%	13 17%	2 7%	7 11%	28 14%	11 7%	9 11%	9 27%
16-20	(18)	37 4%	25 4%	12 3%	22 4%	13 4%	2 2%	14 4%	10 4%	1 1%	8 3%	3 4%	1 3%	21 4%	11 3%	5 4%	4 3%	* 2%	3 3%	4 5%	* 4%	3 4%	1 2%	4 7%	4 2%	9 6%	* 1%	5 15%
20+	(23)	33 3%	25 4%	8 2%	20 3%	12 4%	2 1%	15 4%	9 4%	1 1%	5 2%	2 3%	* 1%	21 4%	9 2%	3 3%	3 2%	2 10%	2 2%	2 2%	5 6%	2 3%	- -	1 2%	9 5%	2 1%	5 6%	- -
Don't know	15 1%	8 1%	7 2%	11 2%	1 *	2 2%	7 2%	- -	1 2%	5 2%	1 2%	1 2%	6 1%	9 2%	- -	- -	- -	- -	3 4%	2 2%	1 1%	- -	* 1%	5 3%	4 2%	- -	- -	
Mean	6.70	6.91	6.27	6.91	6.79	5.54	7.29	6.88	5.46	6.27	6.59	5.67	6.91	6.45	6.66	6.68	8.59	6.45	6.17	6.87	7.46	5.00	6.81	6.95	6.15	6.19	9.21	
Standard deviation	5.10	5.25	4.78	5.19	5.20	4.24	5.39	5.31	4.25	4.82	4.97	4.28	5.42	4.71	5.03	4.79	6.12	4.60	4.87	5.50	5.33	3.52	5.21	5.40	4.70	5.39	5.43	
Standard error	0.16	0.23	0.22	0.26	0.24	0.34	0.39	0.32	0.48	0.33	0.36	0.49	0.24	0.23	0.47	0.51	0.89	0.44	0.52	0.59	0.66	0.50	0.64	0.41	0.39	0.57	1.45	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 45

Q11. On average, how many individual podcast episodes do you listen to in a week?

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
1-5	(3) 561 54%	162 58%	95 48%	118 47%	182 48%
6-10	(8) 270 26%	70 25%	57 28%	80 32%	113 30%
11-15	(13) 120 12%	25 9%	28 14%	28 11%	48 13%
16-20	(18) 37 4%	11 4%	11 5%	9 4%	16 4%
20+	(23) 33 3%	10 4%	9 5%	11 4%	16 4%
Don't know	15 1%	2 1%	* *	6 2%	3 1%
Mean	6.70	6.49	7.54	7.18	7.27
Standard deviation	5.10	5.20	5.58	5.26	5.35
Standard error	0.16	0.30	0.39	0.34	0.28

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 46

Q12. How many podcast series are you subscribed to?**Base: All respondents**

		Gender			Age			Gender/Age						SEG			Region											
		Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base		1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base		1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
None	(0)	174 17%	108 16%	65 18%	64 11%	60 19%	49 36%	34 9%	40 18%	33 38%	30 14%	19 22%	16 34%	89 18%	67 15%	18 16%	14 13%	15 15%	20 17%	10 14%	13 16%	13 17%	24 24%	6 10%	38 19%	27 17%	22 27%	-
1-2	(1.5)	217 21%	134 20%	82 23%	126 22%	60 19%	32 24%	72 20%	44 19%	17 20%	52 24%	15 17%	15 32%	87 18%	102 24%	29 25%	28 27%	2 11%	22 19%	16 22%	18 21%	8 11%	8 27%	13 21%	31 16%	37 24%	23 28%	10 32%
3-5	(4)	268 26%	176 26%	91 26%	167 29%	78 24%	23 17%	102 28%	58 25%	17 19%	65 30%	20 22%	6 13%	136 28%	108 25%	25 22%	26 25%	8 36%	26 23%	23 31%	28 34%	20 28%	6 18%	13 20%	51 26%	43 27%	16 19%	9 28%
6-8	(7)	137 13%	91 13%	46 13%	79 14%	43 13%	15 11%	48 13%	32 14%	10 11%	30 14%	10 12%	5 11%	61 12%	59 14%	17 15%	13 12%	2 8%	16 14%	9 13%	12 15%	15 21%	3 11%	9 15%	27 13%	16 10%	9 10%	5 17%
8-10	(9)	91 9%	66 10%	24 7%	56 10%	32 10%	2 2%	42 12%	23 10%	1 1%	14 7%	1 11%	1 1%	47 10%	33 8%	11 10%	13 12%	2 12%	15 13%	3 5%	3 4%	2 3%	3 11%	9 14%	17 9%	15 9%	4 5%	5 15%
11-15	(13)	53 5%	39 6%	14 4%	31 5%	16 5%	5 4%	23 6%	13 6%	4 4%	9 4%	3 4%	2 4%	31 6%	19 4%	3 3%	5 5%	2 8%	5 4%	3 5%	1 1%	3 5%	1 4%	5 8%	15 7%	7 4%	4 5%	2 7%
16-20	(18)	28 3%	18 3%	9 3%	15 3%	11 4%	2 1%	10 3%	7 3%	1 1%	5 2%	4 4%	1 1%	10 2%	13 3%	5 5%	1 1%	* 1%	5 4%	4 5%	4 5%	4 6%	- -	1 2%	2 1%	5 3%	3 3%	- -
21-30	(25.5)	22 2%	15 2%	7 2%	16 3%	4 1%	3 2%	10 3%	3 1%	2 2%	6 3%	1 1%	1 1%	13 3%	6 1%	3 2%	1 1%	1 4%	5 5%	1 1%	2 2%	4 6%	1 4%	2 2%	3 2%	- -	2 2%	- -
31-40	(35.5)	10 1%	8 1%	2 1%	7 1%	3 1%	- -	6 2%	2 1%	- -	1 1%	* -	- -	4 1%	6 1%	- -	1 1%	* 2%	- -	1 1%	- -	- -	1 2%	2 3%	6 3%	- -	- -	- -
40+	(45)	13 1%	10 1%	3 1%	8 1%	4 1%	1 1%	7 2%	3 1%	- -	1 *	1 1%	1 2%	9 2%	4 1%	- -	- -	- -	1 1%	2 3%	- -	1 1%	- -	1 1%	4 2%	5 3%	* 1%	- -
Don't know		23 2%	16 2%	7 2%	10 2%	10 3%	3 2%	8 2%	6 2%	2 3%	3 1%	4 5%	* 1%	6 1%	15 3%	2 2%	3 3%	1 3%	* *	1 2%	2 2%	2 3%	- -	3 4%	6 3%	4 2%	1 1%	- -
Mean		5.80	6.14	5.13	6.36	5.68	3.64	7.04	5.73	3.46	5.26	5.48	3.89	6.14	5.58	5.09	4.99	6.32	6.09	6.28	4.70	6.89	5.00	7.19	6.53	5.52	4.32	5.12
Standard deviation		7.45	7.81	6.68	7.82	7.12	6.10	8.54	7.16	5.16	6.33	7.00	7.60	7.97	7.26	5.45	5.57	7.13	6.85	8.65	5.13	7.94	6.94	8.44	8.88	8.07	6.11	3.51
Standard error		0.23	0.34	0.31	0.38	0.34	0.49	0.61	0.44	0.59	0.43	0.52	0.87	0.36	0.36	0.52	0.60	1.06	0.66	0.92	0.55	0.98	0.98	1.05	0.68	0.68	0.66	0.94

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 46

Q12. How many podcast series are you subscribed to?**Base: All respondents**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
None	(0) 174 17%	66 24%	33 17%	19 8%	26 7%
1-2	(1.5) 217 21%	56 20%	33 17%	56 22%	65 17%
3-5	(4) 268 26%	76 27%	51 26%	86 34%	117 31%
6-8	(7) 137 13%	34 12%	36 18%	42 17%	61 16%
8-10	(9) 91 9%	19 7%	17 8%	16 6%	43 11%
11-15	(13) 53 5%	9 3%	9 5%	12 5%	28 8%
16-20	(18) 28 3%	5 2%	6 3%	6 2%	14 4%
21-30	(25.5) 22 2%	6 2%	5 2%	3 1%	7 2%
31-40	(35.5) 10 1%	5 2%	3 2%	3 1%	6 2%
40+	(45) 13 1%	2 1%	2 1%	* *	3 1%
Don't know	23 2%	2 1%	4 2%	8 3%	7 2%
Mean	5.80	5.11	6.24	5.44	6.91
Standard deviation	7.45	7.25	7.73	5.75	7.27
Standard error	0.23	0.42	0.54	0.37	0.38

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 47

Q13. How many of these series are active and are currently releasing podcasts?

Base: All respondents who are subscribed to any podcast series

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land	
Unweighted base	811	436	371	361	353	97	176	214	46	184	137	50	397	326	88	73	36	87	74	72	52	40	56	134	112	61	14	
Weighted base	840	557	278	506	251	83	320	185	52	184	65	30	398	349	93	88	17	95	62	69	59	24	54	155	126	60	31	
None	(0)	10 1%	7 1%	3 1%	6 1%	3 1%	2 1%	4 1%	2 1%	2 1%	1 1%	-	5 1%	5 1%	-	2 3%	-	1 1%	2 2%	2 2%	1 2%	1 3%	-	2 1%	-	-	-	
1-2	(1.5)	260 31%	162 29%	96 34%	154 30%	71 28%	35 43%	88 28%	54 29%	20 39%	64 35%	16 25%	15 49%	107 27%	122 35%	31 34%	30 34%	5 28%	32 34%	17 27%	22 31%	13 23%	10 42%	16 29%	38 25%	44 35%	25 41%	10 32%
3-5	(4)	271 32%	179 32%	92 33%	166 33%	82 33%	23 27%	100 31%	62 34%	16 31%	66 36%	20 31%	7 22%	141 35%	102 29%	28 30%	24 27%	6 35%	22 23%	27 44%	27 39%	25 42%	6 25%	12 23%	52 34%	47 37%	17 28%	6 20%
6-8	(7)	116 14%	80 14%	37 13%	66 13%	43 17%	8 9%	46 14%	29 16%	5 9%	20 11%	14 21%	3 10%	46 12%	57 16%	13 14%	12 13%	* 2%	19 20%	4 7%	10 15%	4 6%	3 11%	10 19%	19 13%	18 15%	8 14%	8 26%
8-10	(9)	80 10%	57 10%	23 8%	48 10%	27 11%	5 6%	33 10%	20 11%	7 7%	15 8%	1 11%	2 2%	43 11%	27 8%	10 11%	13 14%	3 15%	10 10%	5 8%	3 4%	2 4%	2 7%	8 14%	20 13%	7 6%	4 7%	5 15%
11-15	(13)	40 5%	33 6%	5 2%	24 5%	11 4%	4 5%	23 7%	8 4%	3 5%	2 1%	2 3%	2 5%	19 5%	17 5%	3 3%	2 2%	2 10%	3 4%	2 4%	4 6%	6 10%	1 6%	2 4%	8 5%	3 2%	4 7%	2 7%
16-20	(18)	25 3%	18 3%	7 3%	15 3%	6 2%	4 5%	11 4%	3 2%	3 6%	4 2%	2 4%	1 2%	16 4%	3 1%	6 6%	1 1%	1 5%	6 6%	2 3%	2 3%	6 10%	1 5%	2 4%	2 2%	-	2 3%	-
21-30	(25.5)	17 2%	14 3%	3 1%	14 3%	3 1%	-	11 3%	3 2%	-	3 1%	* 1%	-	11 3%	5 1%	1 1%	1 1%	* 2%	1 1%	2 2%	-	-	-	2 5%	4 3%	6 5%	-	-
31-40	(35.5)	5 1%	4 1%	1 1%	3 1%	2 1%	-	2 1%	1 1%	-	1 1%	* 1%	-	2 1%	3 1%	-	-	-	-	-	-	1 2%	-	4 3%	* 1%	-	-	
40+	(45)	2 *	1 *	1 1%	-	1 1%	1 1%	-	1 *	-	-	* 1%	1 3%	1 *	1 *	-	-	-	1 1%	* 1%	-	1 2%	-	-	-	-	* 1%	-
Don't know		13 1%	3 *	10 4%	9 2%	2 1%	2 2%	2 1%	1 *	-	7 4%	1 2%	2 6%	5 1%	7 2%	1 1%	3 4%	* 2%	1 1%	1 2%	-	1 2%	-	4 3%	1 1%	-	-	
Mean		5.68	5.96	5.09	5.73	5.78	5.06	6.30	5.69	4.85	4.73	5.99	5.35	6.13	5.19	5.57	4.90	6.22	5.93	5.45	4.63	6.72	5.46	6.50	6.53	5.19	5.04	5.38
Standard deviation		5.77	5.85	5.58	5.64	5.86	6.27	6.01	5.84	4.65	4.77	5.96	8.61	6.22	5.39	4.98	4.29	5.62	5.87	5.99	3.79	7.12	6.55	5.85	6.90	5.62	5.28	3.53
Standard error		0.20	0.28	0.29	0.30	0.31	0.65	0.45	0.40	0.69	0.36	0.51	1.26	0.31	0.30	0.53	0.51	0.95	0.63	0.71	0.45	1.01	1.04	0.79	0.60	0.53	0.68	0.94

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 47

Q13. How many of these series are active and are currently releasing podcasts?**Base: All respondents who are subscribed to any podcast series**

		Podcast Users				
		Total	BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base		811	218	166	212	344
Weighted base		840	213	162	224	345
None	(0)	10 1%	3 1%	*	3 2%	1 *
1-2	(1.5)	260 31%	66 31%	45 28%	71 32%	89 26%
3-5	(4)	271 32%	72 34%	44 27%	79 35%	122 35%
6-8	(7)	116 14%	31 15%	33 21%	35 16%	53 15%
8-10	(9)	80 10%	15 7%	19 11%	15 7%	36 11%
11-15	(13)	40 5%	9 4%	10 6%	7 3%	19 5%
16-20	(18)	25 3%	7 3%	3 2%	5 2%	8 2%
21-30	(25.5)	17 2%	6 3%	5 3%	3 1%	9 3%
31-40	(35.5)	5 1%	1 *	2 1%	-	3 1%
40+	(45)	2 *	* *	1 1%	* *	- -
Don't know		13 1%	3 1%	1 *	5 2%	5 2%
Mean		5.68	5.57	6.53	4.94	5.97
Standard deviation		5.77	5.64	6.59	4.61	5.55
Standard error		0.20	0.39	0.51	0.32	0.30

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 48

Q14. In general, what proportion of individual podcast episodes you subscribe to do you actually get round to listening to?

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
All of them	228 22%	155 23%	72 21%	134 23%	70 22%	24 18%	86 24%	55 24%	14 16%	48 22%	15 17%	10 22%	93 19%	100 23%	35 31%	34 33%	4 21%	31 27%	11 15%	22 26%	9 12%	8 27%	19 31%	33 16%	30 19%	13 16%	13 42%
Most of them	482 47%	343 50%	137 39%	280 48%	138 43%	64 48%	195 54%	99 43%	48 55%	83 39%	38 43%	15 33%	243 49%	192 45%	48 42%	48 46%	10 49%	50 44%	40 54%	38 45%	42 58%	15 47%	24 39%	98 49%	68 43%	38 45%	10 32%
Some of them	231 22%	133 20%	97 28%	129 22%	77 24%	25 19%	64 18%	55 24%	14 16%	65 30%	21 24%	11 24%	111 23%	98 23%	22 20%	19 18%	5 25%	23 20%	19 26%	15 18%	16 22%	6 20%	14 23%	48 24%	39 25%	18 22%	8 27%
None of them	27 3%	16 2%	11 3%	11 2%	12 4%	5 4%	5 1%	9 4%	2 3%	6 3%	3 3%	3 6%	19 4%	8 2%	* *	1 1%	- -	3 2%	- -	4 4%	1 2%	1 2%	2 3%	5 3%	6 4%	5 6%	- -
Don't know	67 6%	34 5%	33 9%	27 5%	24 7%	17 12%	12 3%	13 6%	9 11%	15 7%	11 12%	7 16%	27 5%	33 8%	7 7%	3 3%	1 5%	9 8%	4 6%	5 6%	4 6%	1 4%	3 5%	14 7%	14 9%	9 10%	- -

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 48

Q14. In general, what proportion of individual podcast episodes you subscribe to do you actually get round to listening to?

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
All of them	228 22%	58 21%	41 21%	55 22%	90 24%
Most of them	482 47%	135 48%	110 55%	127 50%	193 51%
Some of them	231 22%	52 18%	33 16%	55 22%	81 21%
None of them	27 3%	14 5%	4 2%	5 2%	2 1%
Don't know	67 6%	23 8%	12 6%	10 4%	12 3%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 49

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Summary

Base: All respondents

	Types of Podcast																				
	Arts or music discussion	Other music	Business	Comedy	Education	Entertainment	Discussion and Talk Shows	Fiction/drama	Food	Politics	Health and Wellbeing	Hobbies	News and Current Affairs	Science and Technology	Society and Culture	Sports	Travel	True Crime	TV and Film	Professional Development	Other
Unweighted base	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036
Weighted base	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036
NET: Ever	629 61%	605 58%	549 53%	815 79%	608 59%	844 81%	819 79%	591 57%	558 54%	677 65%	671 65%	660 64%	778 75%	704 68%	751 72%	623 60%	562 54%	586 57%	673 65%	552 53%	495 48%
Several times a day	26 3%	48 5%	37 4%	57 6%	30 3%	81 8%	50 5%	27 3%	29 3%	59 6%	32 3%	29 3%	81 8%	30 3%	27 3%	71 7%	33 3%	27 3%	38 4%	31 3%	21 2%
About once a day	59 6%	66 6%	55 5%	102 10%	69 7%	128 12%	109 11%	62 6%	56 5%	88 9%	76 7%	82 8%	104 10%	59 6%	85 8%	93 9%	53 5%	82 8%	68 7%	64 6%	38 4%
Several times a week	111 11%	119 11%	72 7%	211 20%	85 8%	212 20%	213 21%	90 9%	91 9%	119 12%	101 10%	119 12%	176 17%	137 13%	163 16%	145 14%	72 7%	85 8%	116 11%	71 7%	45 4%
About once a week	98 9%	74 7%	88 9%	182 18%	73 7%	174 17%	170 16%	104 10%	102 10%	124 12%	118 11%	124 12%	145 14%	110 11%	124 12%	111 11%	80 8%	80 8%	135 13%	81 8%	51 5%
Several times a month	87 8%	71 7%	72 7%	76 7%	92 9%	93 9%	103 10%	76 7%	68 7%	81 8%	109 11%	73 7%	96 9%	111 11%	122 12%	64 6%	74 7%	79 8%	109 10%	62 6%	54 5%
About once a month	72 7%	57 5%	61 6%	67 6%	82 8%	50 5%	65 6%	70 7%	66 6%	66 6%	71 7%	59 6%	66 6%	93 9%	82 8%	42 4%	63 6%	69 7%	60 6%	55 5%	74 7%
Less often	176 17%	170 16%	163 16%	120 12%	178 17%	105 10%	108 10%	161 16%	147 14%	139 13%	163 16%	173 17%	109 11%	164 16%	148 14%	97 9%	187 18%	165 16%	148 14%	188 18%	211 20%
Never	407 39%	431 42%	487 47%	221 21%	428 41%	192 19%	217 21%	445 43%	478 46%	359 35%	365 35%	376 36%	258 25%	332 32%	285 28%	413 40%	474 46%	450 43%	363 35%	484 47%	541 52%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 50

Q15. How frequently, if at all, do you listen to these different types of podcasts?**Arts or music discussion****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	629	419	208	342	202	85	221	142	56	121	58	29	303	262	63	56	13	71	43	51	53	19	32	141	91	46	13
	61%	62%	59%	59%	63%	63%	61%	62%	63%	56%	66%	63%	61%	61%	56%	54%	63%	62%	58%	61%	73%	62%	51%	71%	58%	55%	41%
Several times a day	26	18	8	21	5	-	18	1	-	3	4	-	11	12	4	1	1	8	1	2	1	1	3	5	5	-	-
	3%	3%	2%	4%	2%	-	5%	*	-	2%	5%	-	2%	3%	3%	1%	4%	7%	1%	2%	1%	2%	4%	2%	3%	-	-
About once a day	59	42	16	40	16	4	30	9	3	11	5	*	28	21	10	2	2	5	6	5	6	1	3	14	10	4	1
	6%	6%	5%	7%	5%	3%	8%	4%	4%	5%	6%	1%	6%	5%	9%	2%	8%	4%	8%	6%	8%	2%	5%	7%	7%	4%	4%
Several times a week	111	85	26	72	32	7	54	25	6	18	7	1	41	59	11	7	3	7	5	14	10	4	4	30	11	11	5
	11%	12%	7%	12%	10%	5%	15%	11%	7%	8%	8%	1%	8%	14%	9%	7%	14%	6%	7%	17%	13%	13%	6%	15%	7%	13%	17%
About once a week	98	64	34	46	37	16	27	27	11	19	10	5	58	26	14	5	3	7	10	5	10	1	6	30	14	5	1
	9%	9%	10%	8%	11%	12%	7%	12%	12%	9%	12%	11%	12%	6%	12%	5%	13%	6%	13%	6%	14%	4%	10%	15%	9%	6%	4%
Several times a month	87	54	33	35	35	17	17	25	12	17	10	5	40	42	6	11	1	12	4	4	8	1	4	17	17	6	2
	8%	8%	9%	6%	11%	13%	5%	11%	13%	8%	12%	12%	8%	10%	5%	11%	3%	10%	6%	5%	10%	3%	7%	8%	11%	8%	5%
About once a month	72	45	26	32	27	13	19	19	7	12	7	7	36	31	5	4	1	9	6	10	5	2	7	12	7	8	-
	7%	7%	7%	5%	8%	10%	5%	8%	8%	6%	8%	15%	7%	7%	5%	4%	5%	8%	8%	12%	6%	7%	11%	6%	5%	9%	-
Less often	176	110	66	98	50	28	57	36	17	41	14	11	90	72	14	25	3	22	12	9	14	10	5	32	27	13	4
	17%	16%	19%	17%	16%	21%	16%	16%	19%	19%	16%	23%	18%	17%	13%	24%	16%	19%	17%	11%	19%	31%	8%	16%	17%	15%	12%
Never	407	261	142	238	119	50	141	89	32	95	30	17	190	168	49	49	8	44	31	33	20	12	31	58	66	38	18
	39%	38%	41%	41%	37%	37%	39%	38%	37%	44%	34%	37%	39%	39%	44%	46%	37%	38%	42%	39%	27%	38%	49%	29%	42%	45%	59%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 50

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Arts or music discussion

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	629 61%	202 72%	154 77%	173 69%	239 63%
Several times a day	26 3%	6 2%	9 4%	10 4%	12 3%
About once a day	59 6%	17 6%	18 9%	20 8%	30 8%
Several times a week	111 11%	32 11%	34 17%	28 11%	46 12%
About once a week	98 9%	38 13%	22 11%	29 11%	29 8%
Several times a month	87 8%	34 12%	19 9%	23 9%	24 6%
About once a month	72 7%	23 8%	19 10%	16 6%	26 7%
Less often	176 17%	51 18%	33 16%	47 19%	72 19%
Never	407 39%	80 28%	46 23%	78 31%	139 37%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 51
Q15. How frequently, if at all, do you listen to these different types of podcasts?

Other music

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	605	408	194	333	192	80	219	134	56	115	55	24	284	249	72	47	13	71	38	51	51	17	31	136	90	44	15
	58%	60%	55%	57%	60%	59%	60%	58%	64%	53%	63%	52%	58%	58%	64%	45%	60%	62%	53%	61%	70%	55%	49%	68%	57%	53%	48%
Several times a day	48	30	17	30	15	3	22	6	1	8	8	2	16	21	11	3	2	7	2	3	4	1	3	8	9	1	5
	5%	4%	5%	5%	5%	2%	6%	3%	1%	4%	9%	4%	3%	5%	10%	3%	8%	6%	3%	3%	5%	4%	4%	4%	5%	2%	16%
About once a day	66	43	23	50	13	3	33	7	3	17	6	-	26	31	9	1	2	6	5	7	8	1	5	17	7	4	2
	6%	6%	7%	9%	4%	3%	9%	3%	4%	8%	7%	-	5%	7%	8%	1%	8%	6%	7%	8%	11%	3%	8%	9%	5%	5%	8%
Several times a week	119	91	28	75	32	11	57	25	9	18	8	2	55	50	13	12	4	9	4	9	7	4	4	35	20	8	3
	11%	13%	8%	13%	10%	8%	16%	11%	10%	8%	9%	5%	11%	12%	12%	11%	21%	7%	5%	11%	10%	11%	6%	18%	13%	10%	9%
About once a week	74	51	22	33	27	14	20	19	12	13	7	2	35	29	10	3	1	7	7	7	7	1	4	22	10	2	4
	7%	8%	6%	6%	8%	10%	6%	8%	14%	6%	8%	4%	7%	7%	9%	3%	3%	6%	9%	8%	10%	5%	7%	11%	6%	2%	12%
Several times a month	71	46	25	30	32	9	17	24	5	13	8	4	42	25	4	6	*	9	6	8	5	1	3	11	15	7	1
	7%	7%	7%	5%	10%	7%	5%	10%	6%	6%	9%	8%	9%	6%	4%	6%	2%	7%	8%	9%	7%	2%	4%	6%	9%	8%	4%
About once a month	57	32	24	21	24	11	8	17	7	13	7	4	28	25	3	2	1	12	2	7	2	3	5	13	5	6	-
	5%	5%	7%	4%	8%	8%	2%	7%	8%	6%	8%	9%	6%	6%	3%	2%	6%	11%	2%	8%	2%	9%	8%	6%	3%	7%	-
Less often	170	115	55	94	48	28	61	37	18	33	12	10	82	66	22	20	3	21	13	11	18	7	8	29	24	16	-
	16%	17%	16%	16%	15%	21%	17%	16%	21%	15%	13%	22%	17%	15%	19%	19%	12%	18%	17%	14%	25%	22%	12%	14%	15%	19%	-
Never	431	272	157	247	130	55	144	97	32	102	33	22	209	182	41	58	8	44	35	32	22	14	32	63	67	40	16
	42%	40%	45%	43%	40%	41%	40%	42%	36%	47%	37%	48%	42%	42%	36%	55%	40%	38%	47%	39%	30%	45%	51%	32%	43%	47%	52%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 51
Q15. How frequently, if at all, do you listen to these different types of podcasts?
Other music
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	605 58%	190 68%	140 70%	173 69%	230 61%
Several times a day	48 5%	12 4%	16 8%	18 7%	27 7%
About once a day	66 6%	9 3%	17 9%	14 5%	30 8%
Several times a week	119 11%	56 20%	27 14%	37 15%	40 11%
About once a week	74 7%	31 11%	20 10%	28 11%	28 7%
Several times a month	71 7%	23 8%	19 9%	24 9%	23 6%
About once a month	57 5%	12 4%	11 6%	17 7%	16 4%
Less often	170 16%	48 17%	30 15%	37 15%	66 17%
Never	431 42%	91 32%	59 30%	78 31%	148 39%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 52

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Business

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	549	388	158	313	165	71	225	113	49	88	49	21	287	208	54	41	11	63	43	46	44	12	21	131	80	41	15
	53%	57%	45%	54%	51%	53%	62%	49%	56%	41%	56%	46%	58%	48%	48%	39%	52%	54%	59%	55%	60%	38%	34%	66%	51%	49%	48%
Several times a day	37	28	9	27	7	2	22	3	2	5	4	-	21	10	6	2	*	6	4	4	*	1	1	9	7	3	-
	4%	4%	3%	5%	2%	2%	6%	1%	3%	2%	5%	-	4%	2%	5%	2%	2%	5%	5%	4%	1%	2%	1%	5%	5%	3%	-
About once a day	55	39	17	35	17	3	22	13	3	12	4	-	26	24	5	3	2	8	2	4	8	1	2	13	4	2	6
	5%	6%	5%	6%	5%	3%	6%	6%	4%	6%	5%	-	5%	6%	4%	3%	8%	7%	3%	4%	11%	5%	4%	7%	3%	2%	20%
Several times a week	72	54	17	38	27	7	29	18	6	9	8	*	38	31	3	1	1	5	3	5	11	*	2	28	12	4	-
	7%	8%	5%	7%	8%	5%	8%	8%	7%	4%	9%	1%	8%	7%	3%	1%	5%	4%	4%	6%	14%	1%	4%	14%	8%	5%	-
About once a week	88	72	16	46	31	12	36	25	11	9	5	1	53	30	6	7	3	10	9	10	9	3	1	21	10	4	2
	9%	11%	4%	8%	10%	9%	10%	11%	12%	4%	6%	3%	11%	7%	5%	6%	14%	8%	12%	12%	12%	10%	2%	10%	6%	4%	7%
Several times a month	72	46	26	46	19	7	32	13	1	14	6	5	40	26	6	7	1	13	8	6	3	*	5	15	6	4	2
	7%	7%	7%	8%	6%	5%	9%	6%	1%	7%	7%	12%	8%	6%	6%	7%	7%	11%	11%	7%	4%	1%	8%	8%	4%	5%	5%
About once a month	61	45	15	26	22	13	18	17	10	8	5	3	36	19	6	3	1	4	6	7	6	2	1	13	12	7	-
	6%	7%	4%	5%	7%	10%	5%	7%	11%	4%	5%	7%	7%	4%	5%	3%	4%	4%	8%	8%	8%	6%	1%	6%	8%	8%	-
Less often	163	105	58	95	41	27	65	24	16	30	17	11	74	68	21	17	3	17	12	11	7	5	8	32	28	18	5
	16%	15%	17%	16%	13%	20%	18%	11%	18%	14%	19%	24%	15%	16%	19%	16%	13%	15%	16%	14%	9%	14%	13%	16%	18%	22%	16%
Never	487	293	192	267	157	64	137	118	38	128	39	25	206	222	59	64	10	52	30	38	29	19	42	67	77	42	16
	47%	43%	55%	46%	49%	47%	38%	51%	44%	59%	44%	54%	42%	52%	52%	61%	48%	46%	41%	45%	40%	62%	66%	34%	49%	51%	52%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 52

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Business

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	549 53%	166 59%	117 59%	152 60%	213 56%
Several times a day	37 4%	9 3%	17 8%	17 7%	23 6%
About once a day	55 5%	12 4%	10 5%	16 6%	22 6%
Several times a week	72 7%	27 10%	16 8%	24 9%	24 6%
About once a week	88 9%	30 11%	20 10%	19 8%	30 8%
Several times a month	72 7%	31 11%	18 9%	17 7%	28 7%
About once a month	61 6%	18 7%	16 8%	13 5%	19 5%
Less often	163 16%	39 14%	21 10%	46 18%	67 18%
Never	487 47%	116 41%	83 41%	100 40%	165 44%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 53

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Comedy

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	815	542	271	471	246	98	301	174	67	170	70	31	393	338	84	65	20	89	63	69	58	23	50	168	122	62	24
	79%	80%	77%	81%	77%	73%	83%	75%	76%	79%	80%	66%	80%	79%	75%	62%	95%	78%	86%	83%	79%	75%	80%	85%	78%	75%	76%
Several times a day	57	35	23	41	14	3	26	8	1	15	6	2	22	27	8	5	1	7	2	6	3	1	3	16	6	1	6
	6%	5%	6%	7%	4%	2%	7%	3%	1%	7%	7%	5%	4%	6%	7%	5%	6%	6%	2%	7%	4%	4%	5%	8%	4%	1%	18%
About once a day	102	69	33	75	22	5	49	15	5	26	7	-	48	48	6	7	3	6	10	8	11	2	12	12	14	11	7
	10%	10%	9%	13%	7%	3%	14%	7%	5%	12%	8%	-	10%	11%	5%	7%	16%	5%	14%	9%	15%	6%	19%	6%	9%	13%	23%
Several times a week	211	154	56	124	67	21	88	50	15	35	16	5	95	92	24	17	5	22	11	19	18	5	9	44	33	22	6
	20%	23%	16%	21%	21%	15%	24%	22%	18%	16%	18%	10%	19%	21%	22%	16%	24%	19%	15%	23%	25%	15%	14%	22%	21%	26%	20%
About once a week	182	120	62	99	60	23	57	46	17	42	14	6	104	58	21	15	3	27	14	14	12	5	13	39	22	15	2
	18%	18%	18%	17%	19%	17%	16%	20%	20%	19%	16%	13%	21%	13%	18%	14%	13%	24%	19%	17%	17%	16%	21%	20%	14%	18%	8%
Several times a month	76	50	26	35	30	11	23	20	7	12	10	3	42	29	5	2	2	5	10	6	5	5	3	19	16	1	2
	7%	7%	7%	6%	9%	8%	6%	9%	8%	6%	11%	7%	9%	7%	5%	2%	10%	5%	13%	7%	7%	15%	4%	10%	10%	2%	7%
About once a month	67	36	31	33	24	9	17	15	4	16	10	5	30	28	9	5	3	3	8	6	2	3	4	16	11	6	-
	6%	5%	9%	6%	8%	7%	5%	6%	5%	7%	11%	10%	6%	6%	8%	5%	13%	3%	11%	7%	3%	8%	7%	8%	7%	7%	-
Less often	120	78	42	64	29	27	40	21	17	24	8	10	52	57	11	14	3	18	9	11	6	4	6	22	21	6	-
	12%	11%	12%	11%	9%	20%	11%	9%	20%	11%	9%	21%	11%	13%	9%	14%	13%	16%	12%	13%	8%	12%	10%	11%	13%	8%	-
Never	221	139	79	109	75	36	61	57	21	46	18	16	100	92	28	40	1	26	10	14	15	8	13	31	35	21	8
	21%	20%	23%	19%	23%	27%	17%	25%	24%	21%	20%	34%	20%	21%	25%	38%	5%	22%	14%	17%	21%	25%	20%	15%	22%	25%	24%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 53

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Comedy

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	815 79%	227 81%	173 87%	209 83%	314 83%
Several times a day	57 6%	18 7%	17 8%	20 8%	27 7%
About once a day	102 10%	24 9%	30 15%	31 13%	35 9%
Several times a week	211 20%	67 24%	37 19%	49 20%	79 21%
About once a week	182 18%	39 14%	45 23%	49 20%	74 20%
Several times a month	76 7%	28 10%	11 6%	16 6%	33 9%
About once a month	67 6%	21 7%	14 7%	16 6%	24 6%
Less often	120 12%	28 10%	18 9%	27 11%	42 11%
Never	221 21%	55 19%	27 13%	43 17%	64 17%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 54

Q15. How frequently, if at all, do you listen to these different types of podcasts?**Education****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	608	393	211	354	186	68	225	127	41	127	56	27	304	249	55	39	15	69	44	49	48	17	26	134	103	47	15
	59%	58%	60%	61%	58%	51%	62%	55%	47%	59%	64%	59%	62%	58%	49%	38%	74%	60%	60%	59%	65%	55%	42%	68%	66%	56%	49%
Several times a day	30	20	10	21	9	-	16	4	-	5	5	-	20	6	4	2	1	1	3	5	1	-	1	8	6	1	1
	3%	3%	3%	4%	3%	-	4%	2%	-	2%	6%	-	4%	1%	4%	2%	6%	*	4%	6%	2%	-	2%	4%	4%	1%	4%
About once a day	69	42	25	52	15	2	33	9	-	17	6	2	30	31	8	1	2	10	5	5	7	2	3	20	5	3	5
	7%	6%	7%	9%	5%	1%	9%	4%	-	8%	7%	4%	6%	7%	7%	1%	9%	9%	7%	6%	9%	6%	5%	10%	3%	4%	17%
Several times a week	85	59	26	50	27	8	34	18	7	16	9	1	37	44	4	6	2	8	4	8	6	1	2	25	17	5	2
	8%	9%	7%	9%	9%	6%	9%	8%	8%	7%	10%	2%	8%	10%	4%	6%	8%	7%	6%	10%	8%	2%	3%	12%	11%	6%	7%
About once a week	73	40	31	41	25	7	19	17	4	22	7	2	35	30	7	4	2	8	10	2	7	2	3	16	11	6	1
	7%	6%	9%	7%	8%	5%	5%	7%	5%	10%	7%	5%	7%	7%	6%	3%	11%	7%	14%	2%	9%	7%	5%	8%	7%	7%	5%
Several times a month	92	62	30	49	29	14	32	21	8	17	7	6	53	28	11	10	1	13	5	7	8	4	4	11	15	11	2
	9%	9%	9%	8%	9%	11%	9%	9%	9%	8%	8%	14%	11%	7%	10%	10%	7%	12%	7%	8%	11%	14%	6%	6%	9%	14%	5%
About once a month	82	49	32	44	24	14	26	16	7	17	7	7	39	37	6	5	3	7	3	9	6	1	4	19	17	8	-
	8%	7%	9%	8%	8%	10%	7%	7%	7%	8%	8%	15%	8%	9%	5%	5%	12%	6%	4%	11%	8%	4%	6%	9%	11%	9%	-
Less often	178	122	56	97	57	24	65	42	15	32	15	9	90	73	15	11	4	23	13	13	13	7	9	36	32	12	4
	17%	18%	16%	17%	18%	18%	18%	18%	17%	15%	17%	19%	18%	17%	13%	10%	21%	20%	18%	15%	18%	22%	15%	18%	21%	15%	12%
Never	428	287	140	226	135	67	137	104	47	89	32	19	189	181	58	65	5	46	29	34	26	14	37	64	54	37	16
	41%	42%	40%	39%	42%	49%	38%	45%	53%	41%	36%	41%	38%	42%	51%	62%	26%	40%	40%	41%	35%	45%	58%	32%	34%	44%	51%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 54

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Education

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	608 59%	181 64%	126 63%	171 68%	235 62%
Several times a day	30 3%	9 3%	13 6%	15 6%	15 4%
About once a day	69 7%	16 6%	10 5%	25 10%	23 6%
Several times a week	85 8%	32 11%	19 10%	29 11%	42 11%
About once a week	73 7%	21 8%	12 6%	21 8%	24 6%
Several times a month	92 9%	32 12%	21 10%	27 11%	29 8%
About once a month	82 8%	20 7%	17 9%	13 5%	34 9%
Less often	178 17%	51 18%	35 18%	41 16%	67 18%
Never	428 41%	100 36%	73 37%	80 32%	143 38%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 55

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Entertainment

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	844	553	287	473	260	110	299	182	72	174	75	38	406	348	90	80	19	93	63	69	65	25	50	170	120	68	23
	81%	81%	82%	82%	81%	82%	83%	79%	82%	80%	86%	82%	82%	81%	80%	77%	90%	81%	86%	83%	88%	79%	79%	85%	76%	81%	72%
Several times a day	81	44	37	59	18	4	33	9	2	26	9	2	33	34	15	7	1	9	5	9	4	1	6	16	13	1	8
	8%	6%	10%	10%	6%	3%	9%	4%	2%	12%	10%	4%	7%	8%	13%	6%	6%	8%	6%	10%	6%	4%	10%	8%	8%	2%	25%
About once a day	128	99	29	87	33	8	68	24	7	18	9	2	64	48	17	6	3	12	9	12	14	4	11	27	19	7	5
	12%	15%	8%	15%	10%	6%	19%	10%	8%	8%	11%	4%	13%	11%	15%	6%	13%	10%	12%	15%	19%	12%	17%	14%	12%	8%	15%
Several times a week	212	149	62	110	76	26	76	55	18	33	20	8	90	99	22	26	9	25	10	14	20	7	12	42	29	12	6
	20%	22%	18%	19%	24%	20%	21%	24%	21%	15%	23%	18%	18%	23%	19%	25%	41%	21%	14%	17%	27%	22%	19%	21%	18%	15%	19%
About once a week	174	109	65	84	60	31	41	47	21	43	14	8	92	65	17	15	3	17	20	17	14	4	9	33	26	14	3
	17%	16%	18%	14%	19%	23%	11%	20%	24%	20%	15%	18%	19%	15%	15%	15%	14%	14%	27%	20%	19%	13%	14%	17%	16%	17%	9%
Several times a month	93	56	35	54	29	10	35	17	3	19	10	7	51	37	5	11	2	8	10	7	5	2	5	25	8	10	-
	9%	8%	10%	9%	9%	8%	10%	7%	4%	9%	11%	15%	10%	9%	4%	11%	11%	7%	14%	8%	7%	7%	8%	12%	5%	12%	-
About once a month	50	30	20	25	14	11	12	9	10	13	5	1	20	27	4	7	*	3	2	7	3	2	4	11	6	4	-
	5%	4%	6%	4%	5%	8%	3%	4%	11%	6%	6%	3%	4%	6%	3%	7%	1%	3%	3%	9%	5%	7%	6%	5%	4%	4%	-
Less often	105	65	40	55	30	20	33	21	11	22	9	9	56	38	11	7	1	19	7	4	4	5	4	16	19	19	1
	10%	10%	11%	10%	9%	15%	9%	9%	12%	10%	10%	20%	11%	9%	9%	7%	4%	17%	9%	5%	6%	14%	6%	8%	12%	23%	4%
Never	192	127	63	107	61	24	63	48	16	43	12	8	87	82	23	24	2	22	10	14	9	7	13	29	37	16	9
	19%	19%	18%	18%	19%	18%	17%	21%	18%	20%	14%	18%	18%	19%	20%	23%	10%	19%	14%	17%	12%	21%	21%	15%	24%	19%	28%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 55

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Entertainment

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	844 81%	235 84%	174 87%	220 87%	316 83%
Several times a day	81 8%	22 8%	27 13%	38 15%	49 13%
About once a day	128 12%	28 10%	24 12%	35 14%	43 11%
Several times a week	212 20%	63 22%	45 23%	44 17%	66 18%
About once a week	174 17%	53 19%	37 18%	42 17%	76 20%
Several times a month	93 9%	31 11%	16 8%	26 10%	34 9%
About once a month	50 5%	14 5%	9 5%	9 3%	13 4%
Less often	105 10%	25 9%	15 8%	26 10%	34 9%
Never	192 19%	46 16%	26 13%	32 13%	62 17%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 56

Q15. How frequently, if at all, do you listen to these different types of podcasts?**Discussion and Talk Shows****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	819	539	277	471	241	106	301	167	71	170	72	35	398	330	91	72	18	83	64	66	64	24	47	169	124	64	24
	79%	79%	79%	81%	75%	79%	83%	72%	81%	78%	82%	76%	81%	77%	81%	69%	86%	72%	87%	79%	87%	75%	74%	85%	79%	76%	77%
Several times a day	50	36	14	34	15	2	27	8	1	7	6	*	25	21	5	4	3	9	2	6	1	2	3	4	12	-	5
	5%	5%	4%	6%	5%	1%	7%	3%	1%	3%	7%	1%	5%	5%	5%	4%	13%	8%	3%	7%	2%	6%	4%	2%	7%	-	15%
About once a day	109	69	40	76	27	7	50	15	5	27	12	2	49	44	17	6	2	8	5	6	14	4	10	23	17	9	5
	11%	10%	11%	13%	8%	5%	14%	6%	6%	12%	13%	4%	10%	10%	15%	6%	8%	7%	7%	7%	20%	12%	16%	12%	11%	11%	16%
Several times a week	213	146	68	124	65	24	83	47	16	41	18	8	99	95	19	24	4	19	13	18	25	5	8	45	27	17	11
	21%	21%	19%	21%	20%	18%	23%	20%	18%	19%	21%	18%	20%	22%	17%	23%	17%	16%	17%	22%	34%	15%	13%	22%	17%	20%	34%
About once a week	170	116	53	81	56	34	49	44	24	32	11	10	90	56	25	14	4	17	17	17	9	5	16	43	16	12	-
	16%	17%	15%	14%	17%	25%	13%	19%	27%	15%	12%	22%	18%	13%	22%	13%	19%	14%	24%	20%	13%	15%	26%	22%	10%	14%	-
Several times a month	103	57	45	66	27	10	36	17	4	30	9	6	55	39	8	8	1	11	10	6	3	2	2	26	20	10	3
	10%	8%	13%	11%	8%	7%	10%	7%	5%	14%	11%	13%	11%	9%	7%	8%	5%	10%	14%	8%	4%	6%	3%	13%	13%	11%	9%
About once a month	65	43	21	27	23	14	14	17	12	13	5	3	34	27	5	6	2	4	9	1	5	3	4	9	12	10	-
	6%	6%	6%	5%	7%	11%	4%	7%	13%	6%	6%	6%	7%	6%	4%	5%	9%	4%	12%	1%	6%	10%	7%	5%	8%	12%	-
Less often	108	73	35	63	29	15	44	20	9	20	10	6	47	48	13	11	3	15	7	12	6	3	3	19	22	6	1
	10%	11%	10%	11%	9%	11%	12%	9%	11%	9%	11%	13%	9%	11%	12%	11%	15%	13%	9%	14%	8%	11%	5%	9%	14%	7%	4%
Never	217	141	74	109	80	28	61	64	17	47	16	11	96	100	21	32	3	32	10	18	9	8	16	30	33	20	7
	21%	21%	21%	19%	25%	21%	17%	28%	19%	22%	18%	24%	19%	23%	19%	31%	14%	28%	13%	21%	13%	25%	26%	15%	21%	24%	23%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 56

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Discussion and Talk Shows

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	819 79%	234 83%	171 86%	214 85%	313 83%
Several times a day	50 5%	15 5%	14 7%	19 8%	26 7%
About once a day	109 11%	20 7%	25 12%	28 11%	52 14%
Several times a week	213 21%	67 24%	39 19%	61 24%	74 20%
About once a week	170 16%	54 19%	41 21%	40 16%	62 16%
Several times a month	103 10%	26 9%	26 13%	29 11%	42 11%
About once a month	65 6%	25 9%	12 6%	15 6%	26 7%
Less often	108 10%	27 10%	15 8%	22 9%	32 8%
Never	217 21%	47 17%	28 14%	37 15%	65 17%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 57

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Fiction/ drama

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	591	381	208	308	190	93	197	129	55	110	59	38	291	236	64	48	13	68	42	51	50	19	27	126	87	48	13
	57%	56%	59%	53%	59%	69%	54%	56%	62%	51%	68%	82%	59%	55%	57%	46%	64%	59%	57%	61%	68%	61%	44%	63%	55%	57%	41%
Several times a day	27	16	11	18	9	-	12	4	-	6	5	-	15	5	7	-	2	6	1	3	1	1	1	7	4	1	1
	3%	2%	3%	3%	3%	-	3%	2%	-	3%	6%	-	3%	1%	6%	-	10%	5%	2%	3%	1%	2%	1%	3%	2%	1%	4%
About once a day	62	36	26	38	16	9	22	10	4	15	6	5	23	33	7	2	2	6	4	5	4	2	4	12	13	3	7
	6%	5%	7%	6%	5%	6%	6%	5%	4%	7%	6%	11%	5%	8%	6%	2%	10%	5%	6%	6%	5%	6%	6%	6%	8%	4%	22%
Several times a week	90	62	28	39	37	14	27	26	8	12	11	5	42	33	15	11	2	4	7	8	11	2	2	20	13	11	-
	9%	9%	8%	7%	12%	10%	7%	11%	9%	6%	12%	11%	9%	8%	13%	10%	10%	4%	9%	10%	15%	6%	3%	10%	8%	13%	-
About once a week	104	74	29	57	26	20	43	17	13	14	8	7	52	42	10	6	2	12	5	5	15	4	6	28	12	8	1
	10%	11%	8%	10%	8%	15%	12%	8%	15%	7%	9%	15%	11%	10%	9%	5%	8%	10%	7%	6%	20%	12%	10%	14%	8%	10%	4%
Several times a month	76	46	29	41	25	10	25	16	4	15	8	6	41	32	2	9	2	6	8	9	3	1	4	18	12	5	-
	7%	7%	8%	7%	8%	8%	7%	7%	5%	7%	10%	13%	8%	7%	2%	9%	8%	5%	11%	11%	5%	3%	6%	9%	8%	6%	-
About once a month	70	44	26	34	24	13	21	17	7	13	7	6	34	29	7	4	-	10	3	9	7	3	3	9	13	8	1
	7%	7%	7%	6%	7%	10%	6%	7%	8%	6%	8%	13%	7%	7%	7%	4%	-	8%	4%	11%	9%	10%	4%	5%	8%	10%	4%
Less often	161	103	58	81	53	27	46	39	18	35	15	9	82	63	16	16	4	25	14	11	10	7	9	33	20	12	2
	16%	15%	17%	14%	17%	20%	13%	17%	21%	16%	17%	20%	17%	15%	14%	15%	18%	22%	19%	13%	13%	21%	14%	17%	13%	14%	8%
Never	445	300	143	273	131	41	165	102	33	106	28	8	202	194	49	57	8	47	31	33	23	12	35	73	70	36	18
	43%	44%	41%	47%	41%	31%	46%	44%	38%	49%	32%	18%	41%	45%	43%	54%	36%	41%	43%	39%	32%	39%	56%	37%	45%	43%	59%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 57

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Fiction/ drama

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	591 57%	197 70%	139 69%	161 64%	228 60%
Several times a day	27 3%	7 3%	5 2%	16 6%	15 4%
About once a day	62 6%	22 8%	25 13%	22 9%	25 7%
Several times a week	90 9%	38 14%	28 14%	25 10%	31 8%
About once a week	104 10%	50 18%	20 10%	26 10%	35 9%
Several times a month	76 7%	24 9%	20 10%	22 9%	29 8%
About once a month	70 7%	15 5%	10 5%	18 7%	28 8%
Less often	161 16%	41 15%	29 15%	33 13%	64 17%
Never	445 43%	84 30%	61 31%	90 36%	150 40%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 58

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Food

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	558	361	194	324	172	62	214	112	35	110	58	26	263	235	60	36	15	62	43	51	47	15	26	127	84	39	13
	54%	53%	55%	56%	54%	46%	59%	48%	40%	51%	66%	57%	53%	55%	54%	34%	74%	54%	58%	61%	65%	47%	41%	64%	53%	47%	41%
Several times a day	29	17	12	22	7	1	15	2	-	6	5	1	16	8	4	1	-	10	-	4	1	-	2	6	3	1	1
	3%	3%	3%	4%	2%	*	4%	1%	-	3%	6%	1%	3%	2%	4%	1%	-	9%	-	4%	1%	-	3%	3%	2%	1%	4%
About once a day	56	36	19	40	15	1	30	6	-	10	8	1	27	20	9	1	3	4	3	6	4	1	2	14	12	2	4
	5%	5%	6%	7%	5%	*	8%	3%	-	5%	10%	1%	5%	5%	8%	1%	14%	3%	5%	7%	6%	2%	4%	7%	8%	2%	13%
Several times a week	91	53	38	54	31	6	29	21	2	25	9	4	30	46	15	9	3	5	7	6	7	2	*	25	12	8	7
	9%	8%	11%	9%	10%	5%	8%	9%	3%	12%	11%	9%	6%	11%	13%	8%	16%	4%	10%	7%	9%	8%	1%	12%	8%	9%	21%
About once a week	102	65	35	52	34	16	34	22	10	18	11	6	57	38	8	6	2	10	11	7	10	3	8	15	21	8	-
	10%	10%	10%	9%	11%	12%	9%	9%	11%	8%	12%	12%	12%	9%	7%	6%	12%	8%	15%	8%	13%	10%	13%	8%	14%	10%	-
Several times a month	68	44	24	41	21	6	26	15	3	15	7	3	35	27	6	2	1	7	5	9	3	1	3	20	15	2	-
	7%	6%	7%	7%	7%	4%	7%	6%	4%	7%	7%	6%	7%	6%	5%	2%	7%	6%	6%	10%	5%	4%	5%	10%	10%	2%	-
About once a month	66	46	19	29	24	12	21	17	8	9	7	4	32	29	5	7	2	9	2	5	3	3	5	17	6	5	-
	6%	7%	5%	5%	8%	9%	6%	7%	10%	4%	7%	8%	6%	7%	5%	7%	9%	8%	3%	6%	5%	9%	8%	9%	4%	6%	-
Less often	147	100	46	85	41	20	59	30	11	27	11	9	66	67	14	9	3	18	14	15	19	5	4	31	14	13	1
	14%	15%	13%	15%	13%	15%	16%	13%	13%	12%	13%	19%	13%	16%	12%	9%	16%	16%	19%	18%	26%	15%	7%	16%	9%	16%	4%
Never	478	320	156	256	149	73	148	119	53	106	30	20	231	195	52	69	6	53	31	33	26	17	37	72	73	44	18
	46%	47%	45%	44%	46%	54%	41%	52%	60%	49%	34%	43%	47%	45%	46%	66%	26%	46%	42%	39%	35%	53%	59%	36%	47%	53%	59%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 58

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Food

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	558 54%	183 65%	130 65%	172 68%	216 57%
Several times a day	29 3%	8 3%	7 4%	15 6%	22 6%
About once a day	56 5%	18 7%	19 9%	20 8%	23 6%
Several times a week	91 9%	33 12%	16 8%	35 14%	28 7%
About once a week	102 10%	42 15%	26 13%	33 13%	35 9%
Several times a month	68 7%	19 7%	19 10%	19 8%	28 7%
About once a month	66 6%	19 7%	12 6%	16 6%	21 6%
Less often	147 14%	43 15%	30 15%	34 14%	60 16%
Never	478 46%	98 35%	69 35%	79 32%	162 43%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 59
Q15. How frequently, if at all, do you listen to these different types of podcasts?

Politics

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	677	465	210	374	205	98	252	146	67	122	57	31	342	269	66	49	15	74	51	61	53	17	32	151	108	50	17
	65%	68%	60%	65%	64%	73%	70%	63%	76%	56%	65%	67%	69%	63%	59%	47%	71%	64%	70%	73%	72%	55%	51%	76%	69%	60%	56%
Several times a day	59	48	11	38	14	8	34	8	7	4	6	1	35	18	6	3	1	8	3	10	5	2	*	10	11	6	-
	6%	7%	3%	7%	4%	6%	9%	3%	8%	2%	6%	2%	7%	4%	6%	3%	4%	7%	4%	12%	6%	6%	1%	5%	7%	7%	-
About once a day	88	59	29	58	23	8	38	14	6	19	8	2	42	39	8	8	2	10	5	4	6	3	5	24	6	6	11
	9%	9%	8%	10%	7%	6%	11%	6%	7%	9%	10%	3%	8%	9%	7%	8%	9%	8%	7%	5%	8%	8%	9%	12%	4%	7%	35%
Several times a week	119	88	31	68	32	19	47	25	16	21	6	3	60	42	18	12	5	17	10	9	8	2	7	27	14	11	-
	12%	13%	9%	12%	10%	14%	13%	11%	18%	10%	7%	7%	12%	10%	16%	11%	22%	14%	13%	10%	11%	6%	10%	13%	9%	13%	-
About once a week	124	87	36	63	41	19	43	31	12	20	9	7	70	45	9	10	*	7	11	11	13	3	7	36	19	5	-
	12%	13%	10%	11%	13%	14%	12%	13%	14%	9%	10%	15%	14%	10%	8%	10%	2%	6%	15%	13%	17%	10%	11%	18%	12%	6%	-
Several times a month	81	58	23	40	30	12	28	22	8	12	7	4	38	35	8	3	-	9	5	13	8	3	3	16	19	3	-
	8%	9%	6%	7%	9%	9%	8%	10%	9%	5%	8%	9%	8%	8%	7%	2%	-	8%	7%	16%	11%	9%	4%	8%	12%	4%	-
About once a month	66	50	16	33	23	11	26	15	9	7	7	2	25	35	7	6	3	5	5	5	3	1	5	13	15	5	-
	6%	7%	5%	6%	7%	8%	7%	7%	10%	3%	8%	4%	5%	8%	6%	6%	17%	4%	7%	6%	4%	2%	9%	7%	9%	6%	-
Less often	139	75	64	74	43	21	36	30	9	38	13	12	73	55	10	7	4	18	13	9	11	4	5	24	25	15	6
	13%	11%	18%	13%	13%	16%	10%	13%	10%	18%	15%	27%	15%	13%	9%	7%	18%	15%	17%	11%	14%	14%	8%	12%	16%	17%	20%
Never	359	216	141	206	116	37	110	85	21	95	31	15	152	161	46	56	6	41	22	23	21	14	31	48	49	34	14
	35%	32%	40%	35%	36%	27%	30%	37%	24%	44%	35%	33%	31%	37%	41%	53%	29%	36%	30%	27%	28%	45%	49%	24%	31%	40%	44%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 59
Q15. How frequently, if at all, do you listen to these different types of podcasts?
Politics
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	677 65%	218 78%	161 80%	173 69%	258 68%
Several times a day	59 6%	20 7%	23 12%	24 9%	29 8%
About once a day	88 9%	18 6%	23 11%	25 10%	40 11%
Several times a week	119 12%	43 15%	30 15%	27 11%	37 10%
About once a week	124 12%	45 16%	31 16%	33 13%	44 12%
Several times a month	81 8%	33 12%	16 8%	16 7%	21 5%
About once a month	66 6%	16 6%	12 6%	13 5%	27 7%
Less often	139 13%	43 15%	25 12%	35 14%	61 16%
Never	359 35%	63 22%	39 20%	78 31%	120 32%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 60
Q15. How frequently, if at all, do you listen to these different types of podcasts?
Health and Wellbeing
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	671	417	250	388	205	77	235	135	47	153	68	29	331	274	66	47	15	71	49	58	56	18	32	147	104	50	23
	65%	61%	71%	67%	64%	57%	65%	59%	53%	71%	77%	64%	67%	64%	59%	45%	74%	61%	67%	70%	77%	58%	52%	74%	66%	60%	72%
Several times a day	32	18	14	21	10	1	14	4	-	7	6	1	18	10	5	-	1	8	*	4	3	1	2	6	5	-	1
	3%	3%	4%	4%	3%	*	4%	2%	-	3%	7%	1%	4%	2%	4%	-	6%	7%	*	5%	4%	4%	3%	3%	3%	-	4%
About once a day	76	55	21	54	22	1	41	14	-	13	8	1	29	39	8	3	-	6	5	6	7	1	5	23	11	5	4
	7%	8%	6%	9%	7%	*	11%	6%	-	6%	9%	1%	6%	9%	7%	3%	-	5%	6%	7%	10%	3%	8%	11%	7%	6%	12%
Several times a week	101	56	45	57	37	7	31	22	3	26	15	4	52	40	9	12	3	7	3	8	10	2	3	26	13	6	8
	10%	8%	13%	10%	12%	5%	8%	10%	3%	12%	17%	9%	11%	9%	8%	12%	16%	6%	4%	9%	14%	5%	5%	13%	8%	7%	27%
About once a week	118	70	45	73	29	15	45	19	6	28	9	8	65	46	7	6	5	9	14	8	11	3	8	24	16	7	6
	11%	10%	13%	13%	9%	11%	12%	8%	7%	13%	10%	18%	13%	11%	6%	6%	24%	8%	20%	9%	15%	10%	12%	12%	10%	9%	20%
Several times a month	109	63	46	65	35	9	33	23	6	32	11	3	57	42	10	7	1	13	7	9	8	4	4	27	20	6	3
	11%	9%	13%	11%	11%	7%	9%	10%	7%	15%	13%	5%	12%	10%	9%	6%	7%	11%	10%	11%	11%	14%	7%	13%	13%	7%	9%
About once a month	71	47	24	34	21	16	20	15	13	14	6	4	33	26	12	5	*	8	7	8	7	2	5	9	12	9	-
	7%	7%	7%	6%	7%	12%	5%	7%	14%	7%	7%	8%	7%	6%	11%	5%	1%	7%	10%	10%	9%	7%	8%	4%	8%	10%	-
Less often	163	108	55	84	50	28	51	38	19	33	12	10	76	71	15	13	4	19	13	16	10	5	6	33	26	17	-
	16%	16%	16%	15%	16%	21%	14%	16%	21%	15%	14%	21%	15%	17%	13%	12%	20%	17%	18%	19%	14%	16%	9%	17%	17%	20%	-
Never	365	263	100	192	116	58	127	96	41	63	20	17	162	156	47	58	5	45	24	25	17	13	30	52	53	34	9
	35%	39%	29%	33%	36%	43%	35%	41%	47%	29%	23%	36%	33%	36%	41%	55%	26%	39%	33%	30%	23%	42%	48%	26%	34%	40%	28%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 60
Q15. How frequently, if at all, do you listen to these different types of podcasts?
Health and Wellbeing
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	671 65%	197 70%	142 71%	197 78%	262 69%
Several times a day	32 3%	8 3%	9 4%	19 7%	22 6%
About once a day	76 7%	19 7%	19 10%	19 8%	27 7%
Several times a week	101 10%	31 11%	22 11%	40 16%	32 8%
About once a week	118 11%	38 14%	24 12%	30 12%	50 13%
Several times a month	109 11%	34 12%	23 12%	34 14%	38 10%
About once a month	71 7%	24 8%	15 7%	12 5%	29 8%
Less often	163 16%	42 15%	31 16%	42 17%	65 17%
Never	365 35%	84 30%	57 29%	55 22%	116 31%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 61
Q15. How frequently, if at all, do you listen to these different types of podcasts?
Hobbies
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	660	444	215	385	201	74	255	141	48	130	59	26	314	271	75	56	17	77	47	53	52	23	32	139	94	47	25
	64%	65%	61%	66%	63%	55%	70%	61%	55%	60%	67%	57%	64%	63%	67%	53%	81%	66%	64%	63%	71%	72%	50%	70%	60%	56%	81%
Several times a day	29	18	11	21	7	2	15	2	1	5	5	1	15	11	4	2	1	6	1	4	1	1	1	4	3	3	1
	3%	3%	3%	4%	2%	1%	4%	1%	1%	2%	6%	1%	3%	2%	4%	2%	4%	6%	1%	5%	1%	2%	2%	2%	2%	4%	4%
About once a day	82	61	21	58	22	2	46	15	-	13	7	2	41	33	9	6	2	6	6	3	10	2	4	20	15	3	5
	8%	9%	6%	10%	7%	1%	13%	7%	-	6%	8%	4%	8%	8%	8%	6%	12%	5%	8%	4%	14%	6%	6%	10%	10%	3%	17%
Several times a week	119	84	35	71	40	8	52	29	3	19	12	5	53	51	15	13	4	11	4	11	6	4	6	28	17	4	10
	12%	12%	10%	12%	13%	6%	14%	12%	4%	9%	13%	11%	11%	12%	13%	13%	19%	9%	6%	13%	8%	14%	10%	14%	11%	5%	32%
About once a week	124	86	37	71	38	16	45	27	14	26	10	2	58	48	18	9	2	22	9	6	13	4	7	29	13	5	5
	12%	13%	11%	12%	12%	12%	13%	12%	16%	12%	11%	4%	12%	11%	16%	8%	9%	19%	13%	7%	18%	12%	11%	14%	8%	6%	17%
Several times a month	73	48	24	34	29	10	21	20	7	13	8	3	32	31	10	3	2	9	9	8	3	3	1	19	10	5	1
	7%	7%	7%	6%	9%	7%	6%	9%	8%	6%	9%	6%	6%	7%	9%	2%	11%	7%	13%	10%	4%	11%	2%	9%	6%	6%	4%
About once a month	59	39	21	29	21	10	16	16	7	12	5	3	33	22	4	6	2	4	5	5	6	3	2	7	10	6	2
	6%	6%	6%	5%	6%	7%	5%	7%	8%	6%	6%	7%	7%	5%	4%	6%	9%	4%	7%	6%	8%	9%	3%	4%	7%	7%	8%
Less often	173	108	65	101	45	27	59	33	16	42	12	11	83	75	15	17	4	19	12	16	13	6	10	32	25	21	-
	17%	16%	19%	17%	14%	20%	16%	14%	18%	19%	14%	24%	17%	17%	14%	16%	18%	16%	16%	19%	18%	18%	16%	16%	16%	16%	-
Never	376	237	136	195	120	61	107	90	40	87	29	20	180	159	37	49	4	39	27	31	21	9	31	60	63	36	6
	36%	35%	39%	34%	37%	45%	30%	39%	45%	40%	33%	43%	36%	37%	33%	47%	19%	34%	36%	37%	29%	28%	50%	30%	40%	44%	19%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 61
Q15. How frequently, if at all, do you listen to these different types of podcasts?
Hobbies
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	660 64%	193 69%	129 64%	185 74%	252 67%
Several times a day	29 3%	7 3%	5 3%	14 5%	21 6%
About once a day	82 8%	20 7%	17 8%	27 11%	31 8%
Several times a week	119 12%	38 13%	25 13%	33 13%	37 10%
About once a week	124 12%	41 15%	26 13%	38 15%	46 12%
Several times a month	73 7%	27 9%	12 6%	20 8%	22 6%
About once a month	59 6%	20 7%	13 6%	14 6%	21 5%
Less often	173 17%	40 14%	31 15%	40 16%	73 19%
Never	376 36%	89 31%	71 36%	66 26%	126 33%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 62

Q15. How frequently, if at all, do you listen to these different types of podcasts?**News and Current Affairs****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	778	525	250	434	237	106	286	166	72	148	68	34	383	310	85	66	16	87	57	64	61	23	37	167	119	60	20
	75%	77%	71%	75%	74%	79%	79%	72%	82%	69%	77%	74%	78%	72%	75%	63%	79%	76%	78%	76%	83%	72%	60%	84%	76%	72%	63%
Several times a day	81	56	25	54	15	12	41	7	9	13	8	3	43	28	10	9	1	12	4	9	7	2	3	15	10	2	8
	8%	8%	7%	9%	5%	9%	11%	3%	10%	6%	10%	7%	9%	7%	9%	8%	4%	10%	5%	11%	10%	6%	4%	8%	7%	2%	24%
About once a day	104	70	33	58	36	10	38	23	8	20	12	2	49	39	16	6	5	6	9	5	6	4	8	26	13	11	6
	10%	10%	10%	10%	11%	7%	11%	10%	9%	9%	13%	3%	10%	9%	14%	5%	22%	5%	13%	5%	8%	13%	13%	13%	8%	13%	21%
Several times a week	176	126	50	90	60	27	61	46	19	29	13	7	78	81	17	12	2	25	9	17	22	5	7	37	27	8	5
	17%	19%	14%	15%	19%	20%	17%	20%	22%	13%	15%	16%	16%	19%	15%	12%	8%	22%	13%	20%	30%	15%	11%	19%	17%	10%	15%
About once a week	145	99	46	78	47	20	51	35	13	27	13	7	73	56	16	10	4	16	13	15	10	5	9	26	26	10	-
	14%	15%	13%	13%	15%	15%	14%	15%	15%	12%	14%	14%	15%	13%	14%	10%	21%	14%	18%	18%	14%	14%	14%	13%	16%	12%	-
Several times a month	96	60	36	58	28	10	35	21	4	23	7	6	61	22	13	11	2	9	10	8	3	3	6	21	11	11	-
	9%	9%	10%	10%	9%	7%	10%	9%	4%	11%	8%	13%	12%	5%	12%	10%	7%	8%	14%	10%	5%	11%	10%	10%	7%	13%	-
About once a month	66	45	20	39	17	10	25	11	8	14	5	2	24	35	7	8	2	7	3	1	2	1	2	18	18	5	-
	6%	7%	6%	7%	5%	7%	7%	5%	9%	6%	5%	5%	5%	8%	6%	8%	8%	6%	4%	1%	3%	2%	4%	9%	11%	6%	-
Less often	109	69	40	57	33	19	34	23	12	23	10	7	55	49	5	10	2	12	8	9	10	3	2	23	15	13	1
	11%	10%	11%	10%	10%	14%	9%	10%	13%	10%	12%	16%	11%	11%	5%	9%	8%	10%	11%	11%	14%	11%	4%	12%	10%	15%	4%
Never	258	156	100	146	84	28	76	64	15	68	20	12	110	121	28	39	4	28	16	20	12	9	25	32	38	23	11
	25%	23%	29%	25%	26%	21%	21%	28%	18%	31%	23%	26%	22%	28%	25%	37%	21%	24%	22%	24%	17%	28%	40%	16%	24%	28%	37%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 62

Q15. How frequently, if at all, do you listen to these different types of podcasts?

News and Current Affairs

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	778 75%	239 85%	175 87%	193 77%	289 76%
Several times a day	81 8%	25 9%	26 13%	33 13%	37 10%
About once a day	104 10%	30 11%	28 14%	24 9%	45 12%
Several times a week	176 17%	62 22%	37 18%	46 18%	52 14%
About once a week	145 14%	50 18%	35 17%	32 13%	45 12%
Several times a month	96 9%	32 11%	19 9%	20 8%	36 10%
About once a month	66 6%	14 5%	11 6%	15 6%	29 8%
Less often	109 11%	26 9%	19 10%	23 9%	45 12%
Never	258 25%	42 15%	25 13%	59 23%	89 24%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 63

Q15. How frequently, if at all, do you listen to these different types of podcasts?**Science and Technology****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	704	480	221	394	221	89	260	160	61	134	59	27	342	290	72	61	15	79	49	59	54	21	38	147	102	57	23
	68%	71%	63%	68%	69%	66%	72%	69%	69%	62%	67%	59%	69%	67%	64%	58%	72%	69%	68%	70%	73%	67%	60%	74%	65%	68%	72%
Several times a day	30	23	7	20	9	2	17	4	2	2	5	-	17	5	8	3	2	2	*	2	1	1	3	5	8	2	-
	3%	3%	2%	3%	3%	1%	5%	2%	2%	1%	5%	-	3%	1%	7%	3%	12%	2%	*	3%	2%	2%	4%	3%	5%	2%	-
About once a day	59	42	17	42	15	3	32	9	1	10	6	1	28	27	4	3	-	8	3	5	6	2	4	18	7	3	1
	6%	6%	5%	7%	5%	2%	9%	4%	1%	5%	6%	3%	6%	6%	4%	3%	-	7%	4%	6%	8%	5%	6%	9%	4%	3%	4%
Several times a week	137	105	32	77	48	12	58	37	10	19	11	1	65	62	10	7	4	16	3	18	12	3	8	33	17	9	7
	13%	15%	9%	13%	15%	9%	16%	16%	12%	9%	13%	3%	13%	14%	9%	7%	18%	14%	4%	22%	16%	9%	12%	16%	11%	11%	24%
About once a week	110	78	30	54	43	13	35	36	8	19	6	4	52	46	11	5	3	14	12	9	8	3	6	23	12	11	5
	11%	11%	9%	9%	13%	10%	10%	15%	9%	9%	7%	10%	11%	11%	10%	5%	13%	12%	16%	10%	11%	10%	10%	12%	8%	13%	15%
Several times a month	111	76	35	62	31	18	38	24	14	24	7	4	58	39	13	17	*	16	10	7	6	4	6	14	18	9	4
	11%	11%	10%	11%	10%	14%	11%	10%	16%	11%	8%	10%	12%	9%	12%	16%	2%	14%	14%	8%	8%	14%	9%	7%	11%	11%	14%
About once a month	93	65	27	45	33	15	29	24	12	16	8	3	55	31	7	9	2	9	8	9	8	2	4	20	14	8	-
	9%	10%	8%	8%	10%	11%	8%	11%	13%	7%	9%	7%	11%	7%	6%	9%	9%	7%	11%	11%	11%	7%	6%	10%	9%	9%	-
Less often	164	91	73	94	43	27	51	25	15	43	18	12	67	78	18	16	4	15	13	9	12	7	9	34	25	16	5
	16%	13%	21%	16%	13%	20%	14%	11%	17%	20%	26%	13%	14%	18%	16%	16%	17%	13%	18%	10%	17%	21%	14%	17%	16%	20%	16%
Never	332	200	129	186	101	46	102	71	27	82	29	19	151	140	41	44	6	36	24	25	20	10	25	52	55	27	9
	32%	29%	37%	32%	31%	34%	28%	31%	31%	38%	33%	41%	31%	33%	36%	42%	28%	31%	32%	30%	27%	33%	40%	26%	35%	32%	28%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 63

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Science and Technology

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	704 68%	205 73%	156 78%	188 75%	267 71%
Several times a day	30 3%	11 4%	10 5%	11 4%	15 4%
About once a day	59 6%	6 2%	7 3%	23 9%	25 7%
Several times a week	137 13%	49 18%	36 18%	39 15%	40 11%
About once a week	110 11%	31 11%	25 13%	19 7%	40 11%
Several times a month	111 11%	39 14%	28 14%	29 11%	39 10%
About once a month	93 9%	31 11%	22 11%	22 9%	38 10%
Less often	164 16%	37 13%	28 14%	47 19%	69 18%
Never	332 32%	76 27%	44 22%	63 25%	111 29%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 64

Q15. How frequently, if at all, do you listen to these different types of podcasts?**Society and Culture****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	751	481	267	429	228	94	264	159	57	165	66	36	373	309	70	56	15	84	55	57	59	21	37	169	118	58	21
	72%	71%	76%	74%	71%	70%	73%	69%	65%	76%	75%	78%	76%	72%	62%	54%	72%	73%	75%	68%	80%	68%	59%	85%	75%	69%	68%
Several times a day	27	13	15	20	6	1	11	1	1	9	5	-	13	10	5	4	2	2	2	3	2	1	1	6	3	-	1
	3%	2%	4%	3%	2%	1%	3%	*	1%	4%	6%	-	3%	2%	4%	3%	8%	2%	3%	3%	3%	2%	2%	3%	2%	-	4%
About once a day	85	60	26	58	20	7	39	14	6	19	5	1	48	26	10	7	1	10	5	5	7	1	2	21	13	6	8
	8%	9%	7%	10%	6%	5%	11%	6%	7%	9%	6%	3%	10%	6%	9%	6%	6%	8%	6%	6%	9%	4%	3%	11%	8%	7%	24%
Several times a week	163	99	64	115	36	12	66	25	7	48	11	5	69	82	12	10	4	18	12	16	14	4	13	37	19	12	4
	16%	14%	18%	20%	11%	9%	18%	11%	8%	22%	12%	11%	14%	19%	11%	10%	17%	16%	16%	19%	19%	12%	21%	19%	12%	14%	12%
About once a week	124	74	48	65	40	20	37	25	12	28	13	7	60	50	14	5	1	19	10	5	15	3	5	31	15	12	3
	12%	11%	14%	11%	12%	15%	10%	11%	14%	13%	14%	15%	12%	12%	12%	5%	7%	16%	14%	6%	20%	9%	8%	16%	9%	15%	9%
Several times a month	122	81	40	58	45	19	35	33	14	23	12	5	66	47	10	15	3	15	10	7	6	3	5	26	21	10	-
	12%	12%	11%	10%	14%	14%	10%	14%	16%	11%	13%	12%	13%	11%	9%	15%	14%	13%	14%	8%	9%	10%	8%	13%	14%	12%	-
About once a month	82	52	30	39	33	10	22	25	5	17	8	5	42	29	11	4	*	3	6	6	4	4	5	14	25	8	2
	8%	8%	9%	7%	10%	7%	6%	11%	5%	8%	9%	11%	9%	7%	9%	4%	2%	3%	8%	7%	5%	13%	7%	7%	16%	10%	8%
Less often	148	103	44	75	48	24	54	37	13	21	12	12	74	65	9	12	4	17	10	15	11	5	6	34	21	9	3
	14%	15%	13%	13%	15%	18%	15%	16%	14%	10%	13%	25%	15%	15%	8%	11%	19%	15%	13%	18%	15%	17%	10%	17%	14%	11%	11%
Never	285	200	83	151	93	41	98	72	31	51	22	10	121	121	43	48	6	31	18	27	14	10	25	30	39	26	10
	28%	29%	24%	26%	29%	30%	27%	31%	35%	24%	25%	22%	24%	28%	38%	46%	28%	27%	25%	32%	20%	32%	41%	15%	25%	31%	32%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 64

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Society and Culture

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	751 72%	217 77%	163 82%	200 80%	291 77%
Several times a day	27 3%	8 3%	6 3%	12 5%	15 4%
About once a day	85 8%	15 5%	25 12%	23 9%	32 9%
Several times a week	163 16%	52 18%	32 16%	42 17%	63 17%
About once a week	124 12%	47 17%	38 19%	35 14%	59 16%
Several times a month	122 12%	42 15%	23 12%	33 13%	42 11%
About once a month	82 8%	20 7%	11 6%	16 6%	25 7%
Less often	148 14%	34 12%	28 14%	39 16%	55 14%
Never	285 28%	64 23%	37 18%	51 20%	87 23%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 65

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Sports

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	623	481	139	343	213	68	263	166	52	79	44	16	303	252	68	57	16	70	43	56	48	17	34	124	92	47	20
	60%	71%	40%	59%	66%	51%	73%	72%	60%	37%	50%	34%	61%	59%	60%	55%	77%	60%	59%	67%	66%	53%	54%	62%	58%	56%	64%
Several times a day	71	61	10	48	19	3	43	15	3	6	4	-	36	29	6	2	3	14	4	11	2	2	3	16	13	2	-
	7%	9%	3%	8%	6%	2%	12%	6%	4%	3%	5%	-	7%	7%	5%	2%	13%	12%	5%	13%	2%	6%	4%	8%	8%	3%	-
About once a day	93	78	15	60	27	7	51	21	6	9	6	1	47	38	7	13	2	7	5	2	11	1	6	20	12	10	4
	9%	11%	4%	10%	8%	5%	14%	9%	7%	4%	6%	1%	10%	9%	7%	13%	10%	6%	7%	2%	14%	4%	10%	10%	8%	11%	12%
Several times a week	145	124	21	68	62	15	58	53	12	10	9	2	58	60	27	11	5	16	8	14	14	4	5	29	23	10	6
	14%	18%	6%	12%	19%	11%	16%	23%	14%	5%	10%	5%	12%	14%	24%	10%	24%	14%	11%	17%	19%	13%	7%	15%	15%	12%	20%
About once a week	111	93	16	60	36	14	51	29	12	9	5	2	53	43	14	8	2	15	9	10	5	3	7	22	19	11	3
	11%	14%	5%	10%	11%	11%	14%	13%	14%	4%	6%	5%	11%	10%	13%	7%	8%	13%	12%	11%	7%	8%	11%	11%	12%	13%	9%
Several times a month	64	42	21	39	15	9	27	10	6	13	5	3	39	23	1	15	1	3	3	6	8	1	5	12	8	2	-
	6%	6%	6%	7%	5%	7%	7%	4%	6%	6%	6%	7%	8%	5%	1%	14%	6%	3%	4%	7%	11%	4%	8%	6%	5%	3%	-
About once a month	42	31	11	21	17	4	14	14	4	7	4	1	18	19	5	2	1	6	5	3	2	4	5	4	6	2	3
	4%	5%	3%	4%	5%	3%	4%	6%	4%	3%	4%	1%	4%	5%	4%	2%	5%	5%	7%	4%	3%	13%	7%	2%	4%	2%	9%
Less often	97	53	44	45	35	17	19	24	10	26	11	7	50	39	7	7	2	8	10	10	7	2	4	21	11	10	5
	9%	8%	13%	8%	11%	12%	5%	10%	11%	12%	13%	15%	10%	9%	7%	6%	10%	7%	13%	12%	10%	5%	6%	11%	7%	12%	16%
Never	413	199	211	238	109	67	99	65	36	137	44	30	190	178	45	47	5	46	30	28	25	15	29	75	65	37	11
	40%	29%	60%	41%	34%	49%	27%	28%	40%	63%	50%	66%	39%	41%	40%	45%	23%	40%	41%	33%	34%	47%	46%	38%	42%	44%	36%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 65

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Sports

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	623 60%	200 71%	131 66%	169 67%	217 57%
Several times a day	71 7%	23 8%	19 10%	28 11%	37 10%
About once a day	93 9%	28 10%	17 8%	31 12%	26 7%
Several times a week	145 14%	50 18%	34 17%	34 13%	44 12%
About once a week	111 11%	31 11%	23 12%	28 11%	33 9%
Several times a month	64 6%	16 6%	13 7%	14 6%	16 4%
About once a month	42 4%	21 8%	9 5%	7 3%	15 4%
Less often	97 9%	30 11%	15 8%	27 11%	45 12%
Never	413 40%	82 29%	68 34%	83 33%	161 43%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 66

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Travel

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	562	376	184	317	168	76	210	114	52	108	52	24	277	228	56	43	15	61	39	47	48	16	29	125	79	44	16
	54%	55%	52%	55%	52%	57%	58%	50%	60%	50%	59%	52%	56%	53%	50%	41%	70%	53%	54%	56%	66%	51%	46%	63%	50%	53%	50%
Several times a day	33	22	10	25	7	*	20	3	-	6	4	*	19	8	5	1	2	8	2	3	1	-	1	10	3	-	1
	3%	3%	3%	4%	2%	*	5%	1%	-	3%	5%	1%	4%	2%	4%	1%	9%	7%	3%	3%	1%	-	2%	5%	2%	-	4%
About once a day	53	33	20	43	10	1	26	7	-	17	3	1	19	29	5	1	1	4	3	3	9	1	3	12	9	3	5
	5%	5%	6%	7%	3%	*	7%	3%	-	8%	3%	1%	4%	7%	5%	1%	4%	3%	4%	4%	12%	4%	4%	6%	6%	3%	17%
Several times a week	72	49	21	43	28	*	32	17	*	11	10	-	35	30	6	10	3	4	4	6	6	1	1	15	12	6	4
	7%	7%	6%	7%	9%	*	9%	7%	1%	5%	11%	-	7%	7%	6%	10%	14%	3%	6%	7%	8%	2%	1%	8%	8%	7%	12%
About once a week	80	57	23	37	24	18	25	15	17	12	10	1	48	24	8	6	2	8	4	4	9	3	5	16	17	4	-
	8%	8%	7%	6%	8%	14%	7%	6%	19%	6%	11%	3%	10%	6%	7%	6%	9%	7%	5%	5%	13%	10%	8%	8%	11%	5%	-
Several times a month	74	46	27	39	25	10	25	17	5	14	7	6	40	27	7	5	2	6	6	12	3	1	5	19	6	4	6
	7%	7%	8%	7%	8%	8%	7%	7%	5%	7%	8%	12%	8%	6%	6%	5%	7%	6%	8%	15%	4%	2%	7%	10%	4%	5%	18%
About once a month	63	43	21	28	24	11	17	19	6	11	4	5	30	29	4	2	1	10	6	10	2	3	3	14	7	5	-
	6%	6%	6%	5%	7%	8%	5%	8%	7%	5%	5%	11%	6%	7%	3%	2%	4%	9%	8%	12%	2%	9%	5%	7%	4%	6%	-
Less often	187	126	62	101	50	36	65	36	25	37	14	11	86	81	20	17	5	20	14	8	19	8	11	38	25	22	-
	18%	18%	18%	17%	16%	26%	18%	16%	28%	17%	16%	24%	17%	19%	18%	16%	23%	18%	19%	10%	26%	24%	18%	19%	16%	26%	-
Never	474	304	167	263	153	58	152	116	35	109	36	22	216	202	57	62	6	54	34	37	25	15	34	74	78	40	16
	46%	45%	48%	45%	48%	43%	42%	50%	40%	50%	41%	48%	44%	47%	50%	59%	30%	47%	46%	44%	34%	49%	54%	37%	50%	47%	50%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 66

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Travel

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	562 54%	186 66%	126 63%	166 66%	210 56%
Several times a day	33 3%	9 3%	9 4%	19 8%	18 5%
About once a day	53 5%	17 6%	15 8%	18 7%	23 6%
Several times a week	72 7%	24 9%	15 7%	30 12%	25 7%
About once a week	80 8%	33 12%	17 9%	24 10%	23 6%
Several times a month	74 7%	28 10%	22 11%	27 11%	18 5%
About once a month	63 6%	26 9%	14 7%	11 4%	28 7%
Less often	187 18%	49 17%	34 17%	37 15%	74 20%
Never	474 46%	95 34%	74 37%	85 34%	168 44%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 67

Q15. How frequently, if at all, do you listen to these different types of podcasts?

True Crime

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	586	373	211	353	170	63	222	113	38	132	55	25	289	234	63	43	14	64	41	55	43	13	31	126	93	52	13
	57%	55%	60%	61%	53%	47%	61%	49%	44%	61%	62%	54%	59%	54%	56%	41%	66%	55%	56%	66%	59%	41%	49%	63%	59%	62%	41%
Several times a day	27	15	12	20	7	-	12	3	-	8	4	-	15	7	4	1	2	3	1	3	1	1	2	4	5	3	-
	3%	2%	3%	3%	2%	-	3%	1%	-	4%	5%	-	3%	2%	4%	1%	10%	3%	2%	3%	1%	2%	3%	2%	3%	4%	-
About once a day	82	54	28	61	18	3	43	10	1	18	8	2	40	32	10	6	1	15	3	7	9	1	2	15	14	5	4
	8%	8%	8%	10%	6%	2%	12%	4%	1%	8%	9%	5%	8%	8%	9%	6%	5%	13%	4%	8%	12%	4%	3%	8%	9%	6%	12%
Several times a week	85	48	37	58	20	6	31	12	4	27	8	2	29	40	15	7	1	10	5	10	5	1	4	18	14	6	2
	8%	7%	11%	10%	6%	5%	9%	5%	5%	12%	9%	5%	6%	9%	13%	7%	5%	9%	7%	12%	7%	5%	6%	9%	9%	7%	8%
About once a week	80	51	29	49	24	7	29	18	4	20	6	3	42	29	9	4	1	6	5	9	9	3	4	24	12	3	-
	8%	8%	8%	8%	7%	5%	8%	8%	4%	9%	7%	6%	8%	7%	8%	4%	4%	5%	7%	11%	13%	8%	6%	12%	8%	4%	-
Several times a month	79	51	27	44	24	11	29	15	6	14	8	5	43	30	6	4	4	6	6	10	4	1	4	17	13	8	2
	8%	7%	8%	8%	7%	8%	8%	7%	7%	7%	9%	11%	9%	7%	5%	3%	18%	5%	9%	11%	6%	2%	7%	8%	8%	10%	5%
About once a month	69	43	25	37	29	4	23	18	2	14	10	1	33	30	6	7	2	6	3	10	3	2	5	11	11	10	-
	7%	6%	7%	6%	9%	3%	6%	8%	3%	7%	11%	3%	7%	7%	5%	7%	9%	5%	5%	12%	5%	8%	8%	5%	7%	12%	-
Less often	165	112	53	85	49	32	54	37	21	31	12	11	87	65	14	13	3	18	16	7	12	4	10	37	25	16	5
	16%	16%	15%	15%	15%	24%	15%	16%	24%	14%	13%	24%	18%	15%	12%	13%	15%	15%	22%	8%	16%	12%	15%	18%	16%	20%	16%
Never	450	307	139	227	151	71	140	118	49	85	33	21	204	196	49	62	7	51	32	28	30	19	32	73	64	32	18
	43%	45%	40%	39%	47%	53%	39%	51%	56%	39%	38%	46%	41%	46%	44%	59%	34%	45%	44%	34%	41%	59%	51%	37%	41%	38%	59%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 67
Q15. How frequently, if at all, do you listen to these different types of podcasts?
True Crime
Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	586 57%	173 62%	124 62%	170 68%	229 61%
Several times a day	27 3%	7 3%	7 4%	13 5%	15 4%
About once a day	82 8%	19 7%	16 8%	26 10%	44 12%
Several times a week	85 8%	28 10%	17 8%	22 9%	26 7%
About once a week	80 8%	27 10%	20 10%	36 14%	26 7%
Several times a month	79 8%	29 10%	17 9%	20 8%	33 9%
About once a month	69 7%	15 5%	17 9%	13 5%	27 7%
Less often	165 16%	48 17%	30 15%	41 16%	59 16%
Never	450 43%	108 38%	75 38%	82 32%	149 39%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 68

Q15. How frequently, if at all, do you listen to these different types of podcasts?

TV and Film

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	673	459	212	381	212	81	255	150	54	126	59	27	328	269	76	55	17	75	49	62	56	20	37	138	94	50	22
	65%	67%	60%	66%	66%	60%	70%	65%	62%	58%	67%	57%	66%	63%	68%	53%	80%	65%	67%	74%	76%	65%	58%	69%	60%	60%	69%
Several times a day	38	20	17	28	10	-	17	4	-	11	6	-	15	12	11	2	1	8	1	3	3	-	1	7	9	1	1
	4%	3%	5%	5%	3%	-	5%	2%	-	5%	7%	-	3%	3%	9%	2%	6%	7%	2%	4%	4%	-	2%	3%	6%	1%	4%
About once a day	68	45	23	49	19	-	33	12	-	16	7	-	35	25	8	3	2	6	4	8	8	2	5	12	11	3	3
	7%	7%	7%	8%	6%	-	9%	5%	-	7%	8%	-	7%	6%	7%	3%	12%	6%	5%	10%	11%	7%	8%	6%	7%	4%	9%
Several times a week	116	86	29	64	44	8	50	36	1	14	9	7	42	60	14	8	3	6	7	9	17	3	1	33	16	6	5
	11%	13%	8%	11%	14%	6%	14%	15%	1%	6%	10%	14%	8%	14%	13%	7%	17%	5%	9%	11%	23%	10%	2%	17%	10%	7%	17%
About once a week	135	102	32	72	38	25	55	28	19	18	8	6	69	51	15	12	3	17	12	8	14	2	11	27	14	13	2
	13%	15%	9%	12%	12%	19%	15%	12%	22%	8%	9%	13%	14%	12%	13%	11%	12%	15%	16%	10%	19%	8%	17%	14%	9%	16%	8%
Several times a month	109	73	35	56	38	15	34	28	11	22	9	3	63	38	8	11	2	13	10	10	6	3	5	26	13	6	3
	10%	11%	10%	10%	12%	11%	9%	12%	13%	10%	11%	7%	13%	9%	7%	11%	10%	11%	14%	11%	8%	11%	9%	13%	9%	8%	9%
About once a month	60	44	16	28	23	9	22	16	6	7	7	3	27	30	3	6	1	7	4	9	3	2	4	8	5	6	5
	6%	6%	5%	5%	7%	7%	6%	7%	7%	3%	8%	6%	6%	7%	2%	6%	7%	6%	6%	10%	5%	5%	6%	4%	3%	7%	15%
Less often	148	89	58	84	40	24	45	27	17	39	12	8	78	53	17	13	3	17	11	14	4	8	8	25	26	15	2
	14%	13%	17%	14%	12%	18%	13%	12%	19%	18%	14%	16%	16%	12%	15%	13%	16%	15%	15%	17%	6%	24%	13%	13%	16%	18%	7%
Never	363	221	139	200	109	54	107	80	33	90	29	20	166	161	36	50	4	40	24	22	17	11	26	61	63	33	10
	35%	33%	40%	34%	34%	40%	30%	35%	38%	42%	33%	43%	34%	37%	32%	47%	20%	35%	33%	26%	24%	35%	42%	31%	40%	40%	31%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 68

**Q15. How frequently, if at all, do you listen to these different types of podcasts?
 TV and Film**

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	673 65%	209 74%	146 73%	188 75%	240 64%
Several times a day	38 4%	10 4%	12 6%	16 6%	20 5%
About once a day	68 7%	22 8%	16 8%	32 13%	25 7%
Several times a week	116 11%	36 13%	27 13%	36 15%	39 10%
About once a week	135 13%	48 17%	33 16%	31 12%	43 11%
Several times a month	109 10%	38 13%	24 12%	30 12%	36 10%
About once a month	60 6%	21 7%	8 4%	8 3%	20 5%
Less often	148 14%	34 12%	26 13%	35 14%	57 15%
Never	363 35%	72 26%	53 27%	63 25%	138 36%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 69

Q15. How frequently, if at all, do you listen to these different types of podcasts?**Professional Development****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	552	366	184	343	160	49	228	107	30	114	51	19	275	227	50	36	12	65	40	42	47	15	24	133	78	39	19
	53%	54%	53%	59%	50%	37%	63%	46%	34%	53%	58%	41%	56%	53%	44%	35%	59%	56%	55%	50%	64%	48%	38%	67%	50%	47%	62%
Several times a day	31	22	9	21	9	1	17	4	1	4	5	-	14	12	5	-	1	5	*	3	3	1	3	9	5	1	-
	3%	3%	3%	4%	3%	1%	5%	2%	1%	2%	5%	-	3%	3%	4%	-	6%	4%	*	3%	4%	2%	5%	5%	3%	1%	-
About once a day	64	44	20	46	18	1	35	9	1	11	9	-	28	30	7	2	2	8	3	4	3	2	4	17	8	2	10
	6%	6%	6%	8%	6%	1%	10%	4%	1%	5%	10%	-	6%	7%	6%	2%	8%	7%	4%	5%	4%	7%	6%	8%	5%	2%	33%
Several times a week	71	42	29	46	23	2	25	15	2	21	8	-	28	34	9	5	2	5	4	11	6	1	2	20	8	6	2
	7%	6%	8%	8%	7%	1%	7%	7%	2%	10%	9%	-	6%	8%	8%	4%	9%	4%	5%	13%	9%	2%	4%	10%	5%	7%	7%
About once a week	81	53	27	53	24	4	35	15	3	19	7	1	50	26	6	5	1	10	13	4	8	2	2	17	12	5	4
	8%	8%	8%	9%	7%	3%	10%	7%	4%	9%	8%	3%	10%	6%	5%	4%	4%	9%	18%	5%	11%	6%	3%	8%	8%	6%	12%
Several times a month	62	38	23	38	20	4	24	13	1	15	5	3	33	25	4	5	2	9	3	3	5	1	3	15	7	8	-
	6%	6%	7%	7%	6%	3%	6%	6%	1%	7%	6%	7%	7%	6%	4%	5%	9%	8%	5%	4%	7%	4%	4%	8%	4%	9%	-
About once a month	55	35	20	36	13	6	24	8	3	12	5	3	29	23	3	2	2	4	2	3	9	2	3	13	11	3	-
	5%	5%	6%	6%	4%	5%	7%	4%	4%	6%	6%	7%	6%	5%	3%	2%	9%	4%	2%	3%	12%	7%	5%	7%	7%	4%	-
Less often	188	132	56	103	54	31	71	42	19	32	12	12	92	78	17	18	3	24	15	15	12	6	7	43	28	15	3
	18%	19%	16%	18%	17%	23%	20%	18%	22%	15%	14%	25%	19%	18%	15%	17%	14%	21%	20%	17%	17%	20%	11%	22%	18%	18%	10%
Never	484	315	166	238	161	85	134	124	58	102	37	27	218	203	63	68	8	50	33	42	26	16	39	65	79	45	12
	47%	46%	47%	41%	50%	63%	37%	54%	66%	47%	42%	59%	44%	47%	56%	65%	41%	44%	45%	50%	36%	52%	62%	33%	50%	53%	38%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 69

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Professional Development

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	552 53%	163 58%	112 56%	167 67%	217 58%
Several times a day	31 3%	11 4%	10 5%	19 7%	20 5%
About once a day	64 6%	16 6%	14 7%	17 7%	30 8%
Several times a week	71 7%	13 5%	10 5%	19 8%	20 5%
About once a week	81 8%	24 9%	14 7%	30 12%	37 10%
Several times a month	62 6%	21 7%	11 5%	17 7%	26 7%
About once a month	55 5%	20 7%	12 6%	16 6%	12 3%
Less often	188 18%	59 21%	41 21%	50 20%	73 19%
Never	484 47%	118 42%	87 44%	84 33%	161 42%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 70

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Other

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	495	338	156	267	160	68	184	114	39	83	45	28	234	211	51	42	11	53	36	36	41	14	24	124	62	35	16
	48%	50%	45%	46%	50%	50%	51%	50%	45%	38%	51%	62%	47%	49%	45%	40%	52%	46%	48%	43%	57%	46%	37%	63%	40%	41%	52%
Several times a day	21	11	9	15	3	2	11	-	-	4	3	2	10	8	3	-	*	2	2	4	1	-	*	4	4	1	3
	2%	2%	3%	3%	1%	2%	3%	-	-	2%	4%	5%	2%	2%	3%	-	2%	2%	2%	5%	1%	-	1%	2%	3%	1%	8%
About once a day	38	27	11	25	12	1	19	8	-	6	4	1	21	16	2	4	*	4	2	-	2	1	3	14	6	3	-
	4%	4%	3%	4%	4%	1%	5%	4%	-	3%	4%	3%	4%	4%	2%	4%	2%	3%	3%	-	3%	2%	4%	7%	4%	4%	-
Several times a week	45	32	13	30	15	1	21	10	1	8	4	*	21	21	3	2	1	3	4	5	4	2	3	11	6	2	2
	4%	5%	4%	5%	5%	1%	6%	4%	1%	4%	5%	1%	4%	5%	3%	2%	5%	3%	5%	6%	6%	7%	5%	5%	4%	2%	8%
About once a week	51	36	15	28	17	6	17	14	6	11	3	1	25	19	7	2	3	6	8	2	4	2	4	13	6	1	-
	5%	5%	4%	5%	5%	4%	5%	6%	6%	5%	4%	1%	5%	4%	6%	2%	12%	5%	11%	3%	6%	7%	6%	7%	4%	1%	-
Several times a month	54	41	12	26	20	7	21	15	4	5	4	3	25	25	3	10	2	7	3	4	3	-	3	13	5	3	-
	5%	6%	3%	5%	6%	5%	6%	7%	5%	2%	5%	6%	5%	6%	3%	9%	7%	6%	5%	5%	4%	-	5%	7%	3%	4%	-
About once a month	74	48	26	33	28	13	17	23	9	16	6	4	33	33	8	9	*	8	2	4	6	2	3	13	17	4	6
	7%	7%	7%	6%	9%	9%	5%	10%	10%	8%	7%	8%	7%	8%	8%	8%	2%	7%	2%	5%	8%	6%	4%	6%	11%	5%	20%
Less often	211	141	70	110	65	36	78	44	19	32	21	17	98	89	24	15	4	23	15	16	21	8	7	56	19	21	5
	20%	21%	20%	19%	20%	27%	22%	19%	22%	15%	23%	37%	20%	21%	21%	15%	21%	20%	20%	19%	29%	24%	12%	28%	12%	25%	15%
Never	541	343	194	313	161	67	178	116	49	134	43	18	260	219	62	62	10	62	38	47	32	17	39	75	94	49	15
	52%	50%	55%	54%	50%	50%	49%	50%	55%	62%	49%	38%	53%	51%	55%	60%	48%	54%	52%	57%	43%	54%	63%	37%	60%	59%	48%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 70

Q15. How frequently, if at all, do you listen to these different types of podcasts?

Other

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	495 48%	150 53%	108 54%	121 48%	182 48%
Several times a day	21 2%	7 3%	4 2%	12 5%	9 2%
About once a day	38 4%	10 3%	9 5%	11 4%	18 5%
Several times a week	45 4%	13 4%	12 6%	13 5%	11 3%
About once a week	51 5%	15 5%	14 7%	11 4%	17 5%
Several times a month	54 5%	19 7%	9 4%	17 7%	16 4%
About once a month	74 7%	21 7%	17 9%	16 6%	31 8%
Less often	211 20%	65 23%	43 22%	41 16%	80 21%
Never	541 52%	132 47%	91 46%	131 52%	196 52%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 71

Q17. Which of these is your favourite?**Base: All respondents who listen to two or more types of podcast**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland
Unweighted base	1000	525	471	409	439	152	194	254	77	215	182	74	495	394	111	86	45	106	90	88	62	48	62	172	142	86	13
Weighted base	1001	656	341	564	305	131	353	218	85	211	85	45	482	407	111	102	20	111	72	83	68	30	57	194	152	82	29
Comedy	159 16%	112 17%	47 14%	92 16%	51 17%	16 13%	59 17%	42 19%	12 14%	33 16%	11 11%	4 10%	77 16%	67 16%	16 14%	17 16%	1 6%	8 8%	17 23%	18 21%	11 16%	8 25%	7 13%	30 15%	21 14%	19 24%	2 8%
Sports	147 15%	133 20%	15 4%	82 15%	50 16%	16 12%	73 21%	45 20%	15 18%	9 4%	5 6%	1 1%	71 15%	56 14%	20 18%	15 15%	6 32%	16 15%	10 14%	12 14%	9 13%	1 5%	8 14%	20 10%	33 21%	12 14%	5 17%
Entertainment	95 9%	60 9%	35 10%	66 12%	21 7%	8 6%	43 12%	13 6%	4 4%	23 11%	8 9%	4 9%	34 7%	47 12%	14 12%	11 11%	2 10%	9 8%	3 4%	9 11%	9 13%	4 12%	7 12%	16 8%	14 9%	6 7%	6 19%
Discussion and Talk Shows	79 8%	39 6%	40 12%	47 8%	22 7%	10 7%	21 6%	13 6%	6 6%	27 13%	9 11%	4 9%	34 7%	35 9%	10 9%	4 4%	1 5%	10 9%	4 5%	2 2%	6 9%	5 15%	6 10%	19 10%	12 8%	7 9%	4 14%
True Crime	58 6%	19 3%	38 11%	42 7%	11 4%	5 3%	15 4%	3 1%	1 1%	27 13%	8 9%	3 8%	29 6%	20 5%	8 7%	3 3%	1 7%	11 10%	3 5%	6 7%	3 5%	1 4%	4 7%	9 5%	8 6%	8 10%	-
Politics	54 5%	38 6%	16 5%	29 5%	11 4%	13 10%	21 6%	7 3%	10 12%	8 4%	4 5%	3 7%	32 7%	18 4%	4 3%	9 9%	-	6 6%	6 9%	2 2%	4 6%	2 6%	1 2%	9 5%	7 4%	7 8%	-
Science and Technology	49 5%	39 6%	10 3%	23 4%	17 6%	9 6%	19 5%	13 6%	7 8%	4 2%	4 5%	1 3%	26 5%	15 4%	7 7%	5 5%	2 9%	7 7%	1 2%	3 4%	3 4%	1 4%	5 8%	10 5%	10 6%	2 2%	-
Health and Wellbeing	44 4%	18 3%	27 8%	27 5%	13 4%	4 3%	11 3%	7 3%	-	16 8%	6 7%	4 9%	22 5%	19 5%	3 3%	2 2%	* 2%	4 4%	3 4%	2 2%	3 4%	1 5%	4 7%	12 6%	5 3%	5 5%	4 12%
Fiction/ drama	41 4%	24 4%	16 5%	13 2%	13 4%	15 12%	10 3%	7 3%	7 8%	3 1%	5 6%	8 17%	23 5%	14 4%	3 3%	3 3%	1 7%	2 2%	3 4%	9 11%	2 3%	1 4%	1 1%	7 4%	7 4%	6 7%	-
News and Current Affairs	37 4%	25 4%	11 3%	16 3%	15 5%	6 5%	10 3%	11 5%	4 5%	5 2%	5 5%	2 4%	20 4%	13 3%	4 3%	8 7%	* 1%	8 7%	4 5%	2 2%	2 3%	2 6%	2 4%	5 3%	2 2%	2 2%	-
TV and Film	36 4%	27 4%	10 3%	20 3%	15 5%	1 1%	14 4%	13 6%	-	6 3%	2 3%	1 3%	13 3%	19 5%	4 4%	5 5%	2 8%	3 3%	3 4%	2 3%	5 7%	1 2%	2 3%	9 5%	5 3%	1 1%	-
Arts or music discussion	34 3%	26 4%	8 2%	19 3%	10 3%	6 4%	14 4%	8 4%	5 5%	5 2%	2 2%	1 3%	14 5%	19 5%	2 2%	3 3%	* 2%	2 2%	-	2 2%	3 4%	-	3 5%	15 8%	5 4%	1 1%	-
Business	32 3%	24 4%	7 2%	18 3%	12 4%	2 2%	12 4%	9 4%	2 3%	5 2%	2 2%	-	17 4%	12 3%	2 2%	4 3%	-	6 5%	4 5%	4 4%	1 1%	1 2%	2 3%	8 4%	4 3%	-	-
Society and Culture	30 3%	13 2%	16 5%	16 3%	7 2%	7 5%	3 1%	6 3%	5 5%	13 6%	1 2%	2 5%	14 3%	14 3%	2 2%	4 4%	-	1 1%	2 3%	3 3%	1 1%	1 4%	2 3%	7 4%	5 3%	1 2%	2 8%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 71

Q17. Which of these is your favourite?**Base: All respondents who listen to two or more types of podcast**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot- land	North East	North West	York- shire and the Humber	West Mid- lands	East Mid- lands	Wales	East of Eng- land	London	South East	South West	North- ern Ire- land
Weighted base	1001	656	341	564	305	131	353	218	85	211	85	45	482	407	111	102	20	111	72	83	68	30	57	194	152	82	29
Food	25 2%	12 2%	13 4%	15 3%	8 3%	2 1%	5 1%	6 3%	1 2%	10 5%	2 3%	1 1%	8 2%	13 3%	3 3%	1 1%	- -	3 3%	4 5%	2 2%	1 2%	- -	1 1%	5 3%	7 4%	1 2%	- -
Education	23 2%	13 2%	10 3%	14 2%	5 2%	3 2%	8 2%	4 2%	1 1%	6 3%	2 2%	2 4%	16 3%	4 1%	3 2%	- -	1 3%	5 4%	2 3%	2 3%	1 1%	1 4%	1 1%	7 4%	- -	2 2%	1 5%
Hobbies	21 2%	18 3%	3 1%	5 1%	10 3%	6 4%	5 1%	9 4%	4 5%	- -	1 1%	2 4%	11 2%	8 2%	2 1%	1 1%	* 2%	3 2%	- -	2 2%	2 3%	1 2%	- -	2 1%	5 3%	1 1%	5 16%
Other music	13 1%	8 1%	5 1%	5 1%	6 2%	2 1%	4 1%	3 1%	2 2%	1 1%	3 4%	* 1%	5 1%	4 1%	3 3%	3 3%	1 3%	1 1%	3 4%	2 3%	- -	- -	2 3%	- -	- -	1 2%	- -
Travel	12 1%	3 1%	9 3%	8 1%	4 1%	- -	2 1%	1 1%	- -	6 3%	3 3%	- -	7 1%	4 1%	1 1%	3 3%	* 2%	2 2%	1 1%	1 1%	1 1%	- -	- -	1 1%	3 2%	1 1%	- -
Professional Development	12 1%	4 1%	7 2%	7 1%	5 2%	1 *	4 1%	1 *	- -	3 1%	3 3%	1 1%	7 1%	5 1%	- -	1 1%	* 2%	3 3%	1 1%	* *	1 2%	- -	2 3%	3 1%	- -	1 1%	- -

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 71
Q17. Which of these is your favourite?
Base: All respondents who listen to two or more types of podcast

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1000	296	203	241	373
Weighted base	1001	274	196	245	367
Comedy	159 16%	37 13%	34 17%	38 15%	69 19%
Sports	147 15%	50 18%	21 11%	25 10%	42 11%
Entertainment	95 9%	26 9%	18 9%	26 11%	40 11%
Discussion and Talk Shows	79 8%	16 6%	12 6%	31 13%	26 7%
True Crime	58 6%	11 4%	8 4%	14 6%	27 7%
Politics	54 5%	11 4%	16 8%	10 4%	19 5%
Science and Technology	49 5%	14 5%	10 5%	10 4%	15 4%
Health and Wellbeing	44 4%	11 4%	3 2%	11 5%	20 5%
Fiction/ drama	41 4%	20 7%	13 6%	9 4%	9 2%
News and Current Affairs	37 4%	17 6%	11 5%	17 7%	16 4%
TV and Film	36 4%	10 4%	6 3%	8 3%	10 3%
Arts or music discussion	34 3%	7 2%	14 7%	3 1%	15 4%
Business	32 3%	10 4%	7 4%	8 3%	12 3%
Society and Culture	30 3%	9 3%	6 3%	3 1%	11 3%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 71

Q17. Which of these is your favourite?**Base: All respondents who listen to two or more types of podcast**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Weighted base	1001	274	196	245	367
Food	25 2%	7 3%	8 4%	8 3%	6 2%
Education	23 2%	7 3%	1 1%	7 3%	10 3%
Hobbies	21 2%	4 1%	1 1%	3 1%	7 2%
Other music	13 1%	7 3%	2 1%	4 2%	4 1%
Travel	12 1%	2 1%	2 1%	7 3%	5 1%
Professional Development	12 1%	1 *	2 1%	2 1%	6 2%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 72

Q18. Please indicate if you have ever done any of the following as a result of hearing a podcast?**Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
Talked to friends/ family about what you heard	678 65%	423 62%	253 72%	373 64%	211 66%	95 70%	219 60%	143 62%	62 70%	154 71%	65 74%	33 72%	326 66%	283 66%	70 62%	73 70%	11 54%	80 70%	55 75%	52 62%	44 60%	20 63%	44 70%	117 59%	108 69%	57 68%	18 57%
Researched more about a topic discussed in the podcast	538 52%	354 52%	180 51%	302 52%	171 53%	65 49%	193 53%	122 53%	39 44%	108 50%	46 53%	26 56%	254 51%	226 53%	58 51%	45 43%	9 44%	67 58%	40 54%	43 51%	39 54%	16 52%	35 56%	104 52%	83 53%	41 49%	15 49%
Followed advice/ recommendation given in a podcast	401 39%	260 38%	139 40%	236 41%	119 37%	46 34%	152 42%	79 34%	29 33%	83 39%	38 43%	18 39%	188 38%	169 39%	44 39%	32 30%	7 33%	38 33%	31 43%	34 40%	36 49%	14 44%	25 39%	80 40%	61 39%	25 30%	18 57%
Started following someone on social media	396 38%	245 36%	149 43%	250 43%	123 38%	23 17%	146 40%	85 37%	15 17%	104 48%	38 43%	7 16%	172 35%	183 43%	41 36%	48 46%	8 37%	42 36%	27 37%	25 30%	28 38%	13 42%	24 38%	75 38%	64 40%	30 35%	13 40%
Tried other types of content from the podcast creator/ publisher	362 35%	241 35%	118 34%	206 36%	115 36%	41 31%	132 37%	77 33%	31 36%	74 34%	35 40%	10 21%	184 37%	140 33%	38 34%	31 29%	7 33%	43 38%	20 27%	33 39%	23 31%	11 36%	24 38%	62 31%	61 39%	35 42%	12 39%
Talked about the podcast on social media	260 25%	185 27%	74 21%	162 28%	81 25%	18 13%	113 31%	59 25%	13 15%	48 22%	21 24%	4 9%	123 25%	105 24%	33 29%	25 24%	5 22%	24 21%	22 30%	29 35%	16 22%	11 35%	15 23%	51 26%	36 23%	18 21%	9 29%
Listened to a radio programme for the first time	191 18%	143 21%	46 13%	90 16%	66 21%	34 25%	73 20%	47 20%	23 27%	17 8%	18 20%	11 23%	104 21%	66 15%	21 19%	17 16%	4 21%	25 21%	13 18%	10 12%	13 17%	7 22%	16 25%	39 20%	23 15%	18 22%	6 18%
Bought products mentioned in the podcast	159 15%	114 17%	44 13%	86 15%	62 19%	11 8%	65 18%	43 19%	5 6%	21 10%	18 20%	6 12%	79 16%	67 16%	13 12%	11 11%	4 18%	25 22%	9 12%	18 21%	13 17%	4 11%	9 14%	23 12%	28 18%	6 8%	11 35%
Paid to subscribe to or download a podcast	103 10%	73 11%	29 8%	60 10%	34 11%	9 7%	45 13%	22 10%	5 6%	14 7%	11 12%	4 9%	57 12%	37 9%	9 8%	9 9%	2 8%	18 16%	4 5%	12 14%	6 9%	1 3%	1 2%	22 11%	14 9%	6 7%	7 22%
Bought podcast-related merchandise	98 10%	75 11%	23 7%	65 11%	27 8%	6 5%	51 14%	20 9%	4 4%	14 6%	6 7%	3 6%	52 11%	42 10%	4 4%	7 7%	2 8%	15 13%	1 2%	12 14%	10 13%	- -	5 7%	29 15%	11 7%	1 1%	6 20%
Attended a podcast event (e.g. podcast convention, live recording, live show)	89 9%	63 9%	26 7%	63 11%	24 8%	1 1%	45 12%	17 7%	1 1%	18 8%	7 8%	- -	49 10%	34 8%	6 6%	7 7%	4 17%	10 9%	3 4%	14 17%	7 9%	2 6%	5 9%	24 12%	9 6%	3 4%	1 4%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 72

Q18. Please indicate if you have ever done any of the following as a result of hearing a podcast?

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
Other	18 2%	9 1%	9 2%	11 2%	4 1%	3 2%	5 1%	2 1%	2 2%	6 3%	1 1%	1 3%	6 1%	10 2%	2 2%	2 2%	- -	2 1%	3 5%	* 1%	- -	1 2%	3 5%	2 1%	3 2%	2 2%	- -
None of these	80 8%	55 8%	23 7%	36 6%	28 9%	16 12%	23 6%	23 10%	9 10%	11 5%	5 6%	7 14%	40 8%	31 7%	9 8%	7 7%	3 13%	8 7%	3 4%	8 9%	5 7%	2 6%	5 8%	16 8%	9 5%	12 14%	2 7%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 72

Q18. Please indicate if you have ever done any of the following as a result of hearing a podcast?

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
Talked to friends/ family about what you heard	678 65%	193 69%	132 66%	161 64%	259 69%
Researched more about a topic discussed in the podcast	538 52%	160 57%	111 56%	130 52%	208 55%
Followed advice/ recommendation given in a podcast	401 39%	103 37%	74 37%	105 42%	167 44%
Started following someone on social media	396 38%	80 29%	64 32%	126 50%	169 45%
Tried other types of content from the podcast creator/ publisher	362 35%	97 34%	71 36%	91 36%	134 36%
Talked about the podcast on social media	260 25%	70 25%	59 30%	76 30%	119 32%
Listened to a radio programme for the first time	191 18%	90 32%	75 37%	57 23%	77 20%
Bought products mentioned in the podcast	159 15%	58 21%	33 16%	48 19%	71 19%
Paid to subscribe to or download a podcast	103 10%	34 12%	23 12%	43 17%	59 16%
Bought podcast-related merchandise	98 10%	37 13%	22 11%	37 15%	53 14%
Attended a podcast event (e.g. podcast convention, live recording, live show)	89 9%	31 11%	17 9%	25 10%	60 16%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 72

Q18. Please indicate if you have ever done any of the following as a result of hearing a podcast?

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Weighted base	1036	281	200	251	378
Other	18 2%	2 1%	1 1%	6 2%	8 2%
None of these	80 8%	23 8%	18 9%	14 5%	26 7%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 73

Q19. How do you tend to access the podcasts you listen to? By this we mean where you download or stream the podcast from, not necessarily who created it.
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Any BBC	401	280	120	172	141	88	121	104	55	51	37	32	206	148	46	37	8	39	32	41	28	16	31	70	49	38	12
	39%	41%	34%	30%	44%	65%	33%	45%	63%	24%	42%	68%	42%	34%	41%	35%	37%	34%	44%	49%	38%	52%	49%	35%	31%	45%	39%
BBC iPlayer Radio	281	193	88	112	106	63	78	77	38	34	29	25	144	104	33	23	4	31	23	30	22	10	16	49	37	25	12
	27%	28%	25%	19%	33%	47%	21%	33%	43%	16%	33%	53%	29%	24%	30%	22%	20%	27%	31%	36%	29%	32%	26%	25%	24%	30%	39%
BBC Sounds	200	147	51	88	64	47	64	49	34	24	16	12	105	75	20	15	4	13	20	15	13	10	15	41	27	22	4
	19%	22%	15%	15%	20%	35%	18%	21%	39%	11%	18%	26%	21%	17%	18%	14%	21%	11%	28%	17%	18%	32%	23%	21%	17%	27%	14%
Other BBC source	74	55	19	30	25	19	24	18	13	7	6	6	31	32	11	6	2	6	6	12	6	1	9	8	13	3	2
	7%	8%	5%	5%	8%	14%	7%	8%	15%	3%	7%	14%	6%	7%	10%	6%	8%	5%	9%	14%	8%	3%	15%	4%	9%	3%	5%
NET: Any Apple	378	228	148	234	111	34	136	73	19	98	35	15	187	162	29	28	10	49	25	38	27	7	20	77	56	32	10
	36%	34%	42%	40%	34%	25%	38%	32%	21%	45%	40%	32%	38%	38%	25%	27%	50%	42%	34%	45%	36%	21%	31%	39%	36%	39%	33%
Apple podcasts	229	126	101	150	58	20	81	36	10	70	21	10	108	98	23	15	5	20	15	23	17	3	14	54	39	19	4
	22%	19%	29%	26%	18%	15%	22%	16%	11%	32%	23%	23%	22%	23%	20%	14%	23%	18%	21%	27%	23%	11%	23%	27%	25%	22%	13%
iTunes	201	132	68	115	65	21	75	44	13	39	21	8	99	89	14	13	7	33	14	21	13	3	7	38	23	20	8
	19%	19%	19%	20%	20%	16%	21%	19%	15%	18%	23%	18%	20%	21%	12%	13%	33%	29%	20%	25%	18%	10%	11%	19%	15%	23%	25%
YouTube	334	238	94	174	125	35	129	88	22	46	36	13	150	131	54	29	8	35	28	34	26	11	15	65	49	24	9
	32%	35%	27%	30%	39%	26%	36%	38%	25%	21%	41%	28%	30%	30%	48%	28%	38%	31%	39%	41%	36%	34%	25%	33%	31%	29%	30%
Spotify	251	150	99	166	72	14	94	47	8	70	24	5	121	104	26	20	4	17	22	24	19	6	15	50	39	23	12
	24%	22%	28%	29%	22%	10%	26%	20%	9%	32%	27%	12%	25%	24%	23%	19%	20%	15%	30%	29%	26%	19%	24%	25%	25%	27%	38%
Specialist podcast website or app e.g. Overcastr, Stitcher	152	103	49	92	43	17	60	32	11	32	11	5	82	53	17	16	2	21	12	15	12	2	5	22	26	6	11
	15%	15%	14%	16%	13%	13%	17%	14%	13%	15%	13%	10%	17%	12%	15%	15%	12%	18%	17%	18%	17%	8%	9%	11%	17%	8%	36%
NET: Any Newspaper Site	130	97	31	70	39	21	58	26	14	13	12	6	66	51	13	13	3	18	9	14	8	2	3	28	22	7	2
	13%	14%	9%	12%	12%	15%	16%	11%	16%	6%	14%	14%	13%	12%	12%	13%	15%	16%	12%	16%	11%	7%	5%	14%	14%	8%	5%
The Guardian website/ app	63	46	16	37	19	7	30	10	6	7	9	1	31	27	5	8	1	10	8	5	2	1	2	13	10	5	-
	6%	7%	5%	6%	6%	5%	8%	4%	7%	3%	10%	3%	6%	6%	4%	7%	6%	9%	10%	6%	3%	2%	3%	6%	6%	5%	-
The Sun website/ app	48	37	10	35	11	2	31	7	-	4	3	2	21	22	5	1	2	7	1	10	1	*	-	15	8	1	2
	5%	5%	3%	6%	3%	2%	8%	3%	-	2%	4%	5%	4%	5%	4%	1%	11%	6%	1%	12%	2%	1%	-	7%	5%	1%	5%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 73

Q19. How do you tend to access the podcasts you listen to? By this we mean where you download or stream the podcast from, not necessarily who created it.
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
The Times website/app	35 3%	26 4%	8 2%	17 3%	13 4%	5 4%	13 4%	8 3%	5 6%	4 2%	4 5%	-	23 5%	6 1%	5 5%	2 2%	*	3 3%	3 4%	4 4%	1 1%	1 2%	1 1%	10 5%	7 4%	3 4%	-
Other newspaper site/app	38 4%	28 4%	9 3%	15 3%	13 4%	9 7%	14 4%	8 4%	6 7%	1 1%	4 5%	4 8%	20 4%	14 3%	4 4%	4 4%	*	6 5%	2 3%	5 6%	4 6%	1 4%	2 3%	4 2%	8 5%	2 2%	-
GooglePlay	121 12%	89 13%	31 9%	67 11%	44 14%	10 8%	52 14%	31 13%	6 7%	15 7%	12 14%	4 8%	58 12%	50 12%	13 12%	5 5%	6 30%	20 17%	5 7%	10 12%	6 8%	6 19%	3 4%	33 17%	14 9%	10 12%	3 9%
Soundcloud	105 10%	75 11%	29 8%	60 10%	36 11%	8 6%	45 12%	26 11%	4 5%	15 7%	10 11%	4 9%	42 9%	51 12%	12 11%	11 11%	1 4%	4 4%	7 10%	5 6%	6 9%	4 14%	8 13%	24 12%	24 15%	3 4%	7 22%
Website or app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com	102 10%	64 9%	38 11%	63 11%	25 8%	14 10%	40 11%	17 7%	8 9%	24 11%	8 9%	6 13%	49 10%	45 10%	8 7%	9 9%	3 17%	13 12%	5 7%	12 14%	5 7%	2 6%	5 7%	25 12%	12 8%	6 7%	4 14%
Website/ app of a non-BBC TV channel	90 9%	71 10%	20 6%	50 9%	31 10%	10 8%	42 12%	22 9%	7 8%	7 3%	9 10%	4 8%	47 9%	33 8%	11 10%	13 13%	1 6%	11 10%	7 10%	12 14%	3 5%	2 6%	8 13%	17 8%	12 8%	2 2%	1 4%
RadioPlayer	85 8%	64 9%	20 6%	41 7%	36 11%	9 6%	35 10%	24 10%	5 6%	5 2%	11 12%	4 8%	34 7%	41 9%	10 9%	3 3%	2 8%	8 7%	9 12%	13 16%	7 10%	2 7%	6 9%	18 9%	12 7%	2 2%	3 9%
Website/ app of another non-BBC radio station e.g. Kiss, Heart	72 7%	55 8%	17 5%	38 7%	24 8%	10 8%	32 9%	17 7%	7 8%	6 3%	8 9%	3 7%	37 7%	24 6%	12 10%	2 2%	2 10%	11 9%	5 7%	11 13%	3 4%	3 11%	2 3%	18 9%	8 5%	5 6%	3 9%
Acast	51 5%	38 6%	13 4%	40 7%	8 3%	3 2%	31 9%	4 2%	2 2%	9 4%	3 3%	1 1%	26 5%	15 4%	10 9%	1 1%	3 14%	8 7%	3 4%	9 10%	2 2%	2 7%	9 15%	8 4%	6 4%	-	-
Globalplayer	25 2%	18 3%	6 2%	16 3%	7 2%	2 1%	14 4%	3 1%	1 1%	1 1%	4 4%	1 2%	15 3%	8 2%	1 1%	1 1%	1 6%	3 3%	1 1%	5 6%	-	-	*	9 4%	4 3%	1 1%	-
Other website/ app	58 6%	39 6%	19 5%	26 5%	24 7%	8 6%	15 4%	18 8%	6 6%	11 5%	5 6%	3 6%	31 6%	20 5%	7 6%	9 9%	-	4 4%	5 7%	5 6%	3 4%	4 11%	4 6%	8 4%	9 6%	6 7%	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 73

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Base: All respondents

	Podcast Users				
	Total	BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Any BBC	401 39%	281 100%	200 100%	102 41%	128 34%
BBC iPlayer Radio	281 27%	281 100%	100 50%	78 31%	85 22%
BBC Sounds	200 19%	100 36%	200 100%	55 22%	76 20%
Other BBC source	74 7%	42 15%	39 20%	23 9%	23 6%
NET: Any Apple	378 36%	85 30%	76 38%	89 35%	378 100%
Apple podcasts	229 22%	51 18%	54 27%	55 22%	229 61%
iTunes	201 19%	57 20%	39 20%	52 21%	201 53%
YouTube	334 32%	113 40%	67 34%	103 41%	98 26%
Spotify	251 24%	78 28%	55 28%	251 100%	89 24%
Specialist podcast website or app e.g. Overcastr, Stitcher	152 15%	37 13%	34 17%	34 14%	31 8%
NET: Any Newspaper Site	130 13%	65 23%	48 24%	49 20%	52 14%
The Guardian website/ app	63 6%	35 12%	32 16%	26 10%	28 7%
The Sun website/ app	48 5%	22 8%	14 7%	26 10%	28 7%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 73

Q19. How do you tend to access the podcasts you listen to? By this we mean where you download or stream the podcast from, not necessarily who created it.

Base: All respondents

	Podcast Users				
	Total	BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Weighted base	1036	281	200	251	378
The Times website/ app	35 3%	29 10%	19 10%	20 8%	19 5%
Other newspaper site/ app	38 4%	14 5%	10 5%	10 4%	14 4%
GooglePlay	121 12%	38 13%	35 17%	45 18%	42 11%
Soundcloud	105 10%	48 17%	38 19%	52 21%	38 10%
Website or app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com	102 10%	39 14%	28 14%	37 15%	35 9%
Website/ app of a non- BBC TV channel	90 9%	41 15%	28 14%	40 16%	25 7%
RadioPlayer	85 8%	51 18%	37 18%	37 15%	28 7%
Website/ app of another non-BBC radio station e.g. Kiss, Heart	72 7%	44 16%	24 12%	34 14%	28 7%
Acast	51 5%	17 6%	10 5%	17 7%	16 4%
Globalplayer	25 2%	12 4%	13 7%	14 6%	14 4%
Other website/ app	58 6%	10 3%	6 3%	5 2%	3 1%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 74

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Summary**Base: All respondents**

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	The service is free
Unweighted base	1036	1036	1036	1036	1036	1036
Weighted base	1036	1036	1036	1036	1036	1036
NET: Important	755 73%	984 95%	953 92%	925 89%	447 43%	952 92%
Very important (+2)	432 42%	756 73%	645 62%	535 52%	183 18%	724 70%
Slightly important (+1)	323 31%	228 22%	308 30%	390 38%	265 26%	228 22%
Neither important nor unimportant (0)	181 18%	44 4%	67 7%	90 9%	285 28%	62 6%
Slightly unimportant (-1)	50 5%	2 *	10 1%	14 1%	91 9%	10 1%
Not important at all (-2)	50 5%	6 1%	6 1%	7 1%	213 21%	12 1%
NET: Not important	100 10%	8 1%	16 2%	21 2%	304 29%	22 2%
Mean	1.00	1.67	1.52	1.38	0.11	1.59
Standard deviation	1.10	0.62	0.71	0.76	1.36	0.75
Standard error	0.03	0.02	0.02	0.02	0.04	0.02

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 75

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Range of podcasts from different providers

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Important	755 73%	478 70%	275 79%	441 76%	230 72%	84 62%	268 74%	157 68%	52 59%	173 80%	71 81%	32 68%	363 74%	306 71%	85 76%	71 68%	17 83%	87 76%	53 72%	63 75%	58 79%	20 64%	46 73%	149 75%	106 67%	55 66%	29 93%
Very important (+2)	432 42%	275 40%	155 44%	263 45%	129 40%	40 30%	163 45%	85 37%	26 30%	99 46%	42 47%	14 31%	215 44%	177 41%	40 36%	39 38%	8 37%	54 47%	29 39%	34 40%	24 32%	9 29%	26 41%	100 50%	62 39%	28 33%	20 64%
Slightly important (+1)	323 31%	203 30%	120 34%	178 31%	102 32%	43 32%	105 29%	72 31%	26 29%	73 34%	30 34%	17 37%	149 30%	130 30%	45 40%	32 30%	10 47%	33 29%	24 33%	29 35%	34 47%	11 36%	20 32%	49 25%	44 28%	28 33%	9 28%
Neither important nor unimportant (0)	181 18%	132 19%	49 14%	87 15%	64 20%	31 23%	61 17%	50 22%	20 23%	26 12%	14 16%	10 21%	84 17%	83 19%	14 13%	20 19%	2 12%	16 14%	13 18%	10 12%	10 13%	8 26%	11 18%	30 15%	38 24%	19 23%	2 7%
Slightly unimportant (-1)	50 5%	40 6%	9 3%	26 4%	13 4%	11 8%	21 6%	10 4%	9 10%	5 2%	2 2%	2 5%	25 5%	16 4%	8 7%	4 4%	1 4%	1 1%	4 5%	9 11%	4 5%	2 6%	2 3%	12 6%	7 4%	5 6%	-
Not important at all (-2)	50 5%	32 5%	17 5%	26 5%	15 5%	9 7%	11 3%	14 6%	6 7%	13 6%	1 1%	3 6%	20 4%	25 6%	5 4%	9 9%	* 1%	11 9%	4 5%	1 1%	2 2%	1 4%	4 6%	8 4%	7 4%	4 5%	-
NET: Not important	100 10%	71 10%	26 7%	52 9%	27 9%	20 15%	32 9%	24 10%	15 18%	18 8%	3 3%	5 11%	46 9%	41 10%	13 12%	13 13%	1 5%	12 10%	7 10%	10 12%	6 8%	3 9%	6 9%	19 10%	13 9%	9 11%	-
Mean	1.00	0.95	1.11	1.08	0.99	0.70	1.07	0.89	0.64	1.11	1.24	0.83	1.04	0.97	0.95	0.84	1.15	1.03	0.96	1.03	1.01	0.80	0.99	1.12	0.94	0.83	1.57
Standard deviation	1.10	1.12	1.05	1.09	1.08	1.18	1.06	1.13	1.22	1.10	0.88	1.11	1.09	1.13	1.09	1.22	0.86	1.23	1.11	1.04	0.95	1.06	1.14	1.11	1.09	1.12	0.63
Standard error	0.03	0.05	0.05	0.05	0.05	0.09	0.08	0.07	0.14	0.07	0.06	0.13	0.05	0.06	0.10	0.13	0.13	0.12	0.12	0.11	0.12	0.15	0.14	0.08	0.09	0.12	0.17

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 75

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Range of podcasts from different providers

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Important	755 73%	207 73%	147 74%	206 82%	299 79%
Very important (+2)	432 42%	114 40%	88 44%	120 48%	187 49%
Slightly important (+1)	323 31%	93 33%	59 30%	86 34%	112 30%
Neither important nor unimportant (0)	181 18%	53 19%	32 16%	32 13%	51 13%
Slightly unimportant (-1)	50 5%	11 4%	13 7%	7 3%	13 4%
Not important at all (-2)	50 5%	11 4%	7 3%	7 3%	14 4%
NET: Not important	100 10%	22 8%	20 10%	14 6%	28 7%
Mean	1.00	1.02	1.05	1.21	1.17
Standard deviation	1.10	1.05	1.08	0.97	1.04
Standard error	0.03	0.06	0.07	0.06	0.05

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 76

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Quality of podcasts

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Important	984 95%	640 94%	340 97%	550 95%	306 95%	128 95%	338 93%	217 94%	84 96%	210 97%	87 98%	43 94%	471 95%	404 94%	110 98%	97 93%	20 94%	112 97%	72 98%	76 90%	70 96%	30 97%	62 99%	184 93%	148 95%	81 97%	31 100%
Very important (+2)	756 73%	493 72%	259 74%	405 70%	245 76%	106 79%	248 69%	175 76%	70 80%	155 72%	68 77%	36 78%	351 71%	318 74%	87 77%	80 77%	17 79%	85 74%	51 69%	61 73%	53 72%	22 70%	52 83%	140 71%	114 73%	62 74%	19 60%
Slightly important (+1)	228 22%	146 22%	81 23%	145 25%	61 19%	22 16%	90 25%	42 18%	14 16%	55 25%	19 21%	7 16%	120 24%	86 20%	23 20%	17 16%	3 15%	26 23%	21 29%	15 17%	17 24%	8 26%	10 16%	44 22%	35 22%	20 24%	13 40%
Neither important nor unimportant (0)	44 4%	36 5%	8 2%	24 4%	13 4%	7 5%	20 5%	12 5%	4 4%	4 2%	1 1%	3 6%	20 4%	22 5%	2 2%	5 5%	1 6%	3 3%	1 2%	6 7%	3 4%	1 3%	* 1%	13 6%	8 5%	1 2%	- -
Slightly unimportant (-1)	2 *	2 *	-	2 *	-	-	2 1%	-	-	-	-	-	-	2 *	-	-	-	-	-	2 2%	-	-	-	-	-	-	-
Not important at all (-2)	6 1%	3 *	3 1%	4 1%	2 *	-	2 1%	1 *	-	2 1%	* 1%	-	3 1%	3 1%	-	2 2%	-	-	-	-	-	-	-	2 1%	* *	1 1%	-
NET: Not important	8 1%	5 1%	3 1%	6 1%	2 *	-	4 1%	1 *	-	2 1%	* 1%	-	3 1%	5 1%	-	2 2%	-	-	-	2 2%	-	-	-	2 1%	* *	1 1%	-
Mean	1.67	1.65	1.69	1.63	1.71	1.74	1.60	1.69	1.75	1.67	1.75	1.71	1.65	1.66	1.75	1.65	1.74	1.71	1.68	1.61	1.68	1.67	1.83	1.61	1.66	1.69	1.60
Standard deviation	0.62	0.63	0.59	0.65	0.59	0.54	0.67	0.62	0.52	0.62	0.53	0.58	0.61	0.66	0.48	0.78	0.57	0.52	0.51	0.73	0.55	0.54	0.40	0.69	0.60	0.62	0.50
Standard error	0.02	0.03	0.03	0.03	0.03	0.04	0.05	0.04	0.06	0.04	0.04	0.07	0.03	0.03	0.05	0.08	0.08	0.05	0.05	0.08	0.07	0.08	0.05	0.05	0.05	0.07	0.13

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 76

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Quality of podcasts

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Important	984 95%	266 95%	187 94%	238 95%	364 96%
Very important (+2)	756 73%	207 73%	151 76%	179 71%	294 78%
Slightly important (+1)	228 22%	59 21%	36 18%	59 24%	69 18%
Neither important nor unimportant (0)	44 4%	12 4%	8 4%	12 5%	14 4%
Slightly unimportant (-1)	2 *	-	2 1%	-	-
Not important at all (-2)	6 1%	3 1%	2 1%	1 *	* *
NET: Not important	8 1%	3 1%	4 2%	1 *	* *
Mean	1.67	1.66	1.67	1.65	1.74
Standard deviation	0.62	0.67	0.69	0.61	0.53
Standard error	0.02	0.04	0.05	0.04	0.03

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 77

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Ease of use

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Important	953	616	332	536	294	123	330	208	77	204	83	45	455	394	104	96	19	101	68	79	64	30	60	188	142	76	29
	92%	90%	95%	92%	92%	91%	91%	90%	88%	94%	95%	98%	92%	92%	92%	92%	92%	88%	93%	95%	87%	95%	96%	95%	91%	91%	91%
Very important (+2)	645	398	242	354	206	85	211	140	47	141	64	37	308	263	73	71	12	73	48	56	49	21	41	118	86	47	22
	62%	59%	69%	61%	64%	63%	58%	61%	54%	65%	73%	80%	62%	61%	65%	68%	56%	63%	65%	66%	67%	67%	65%	60%	55%	56%	72%
Slightly important (+1)	308	217	90	182	88	38	119	68	30	63	19	8	146	131	30	25	7	28	20	24	15	9	19	70	56	29	6
	30%	32%	26%	31%	27%	28%	33%	30%	34%	29%	21%	18%	30%	30%	27%	24%	36%	24%	28%	28%	20%	28%	30%	35%	36%	35%	20%
Neither important nor unimportant (0)	67	53	15	32	23	12	22	20	11	10	3	1	31	30	7	6	1	12	3	3	7	2	2	9	15	5	3
	7%	8%	4%	6%	7%	9%	6%	9%	12%	5%	4%	2%	6%	7%	6%	6%	4%	10%	4%	3%	10%	5%	4%	4%	9%	6%	9%
Slightly unimportant (-1)	10	8	2	8	2	-	7	2	-	1	1	-	6	3	2	1	1	1	1	2	2	-	*	-	-	2	-
	1%	1%	1%	1%	1%	-	2%	1%	-	1%	1%	-	1%	1%	2%	1%	4%	1%	1%	2%	3%	-	1%	-	-	2%	-
Not important at all (-2)	6	4	2	4	1	-	3	1	-	1	*	-	2	4	-	1	-	1	1	-	-	-	-	2	-	*	-
	1%	1%	*	1%	*	-	1%	*	-	1%	*	-	*	1%	-	1%	-	1%	2%	-	-	-	-	1%	-	1%	-
NET: Not important	16	12	4	12	4	-	10	2	-	2	1	-	8	6	2	2	1	2	2	2	2	-	*	2	-	2	-
	2%	2%	1%	2%	1%	-	3%	1%	-	1%	1%	-	2%	1%	2%	2%	4%	2%	3%	2%	3%	-	1%	1%	-	3%	-
Mean	1.52	1.47	1.62	1.50	1.54	1.54	1.46	1.50	1.41	1.58	1.66	1.78	1.53	1.51	1.55	1.56	1.44	1.48	1.53	1.59	1.52	1.61	1.60	1.52	1.46	1.44	1.63
Standard deviation	0.71	0.74	0.64	0.73	0.70	0.65	0.77	0.72	0.70	0.66	0.65	0.47	0.70	0.73	0.69	0.76	0.77	0.79	0.79	0.67	0.79	0.60	0.60	0.67	0.66	0.75	0.65
Standard error	0.02	0.03	0.03	0.04	0.03	0.05	0.05	0.04	0.08	0.04	0.05	0.05	0.03	0.04	0.07	0.08	0.11	0.08	0.08	0.07	0.10	0.08	0.07	0.05	0.05	0.08	0.17

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 77

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Ease of use

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Important	953 92%	260 93%	184 92%	237 94%	354 94%
Very important (+2)	645 62%	176 63%	132 66%	159 63%	262 69%
Slightly important (+1)	308 30%	84 30%	52 26%	78 31%	92 24%
Neither important nor unimportant (0)	67 7%	15 5%	9 5%	12 5%	20 5%
Slightly unimportant (-1)	10 1%	2 1%	4 2%	2 1%	3 1%
Not important at all (-2)	6 1%	4 1%	2 1%	- -	1 *
NET: Not important	16 2%	6 2%	6 3%	2 1%	4 1%
Mean	1.52	1.52	1.54	1.56	1.61
Standard deviation	0.71	0.75	0.77	0.63	0.65
Standard error	0.02	0.04	0.05	0.04	0.03

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 78

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Ease of navigation

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14	
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31	
NET: Important	925	596	324	515	292	118	316	207	73	198	83	44	445	376	103	96	20	106	69	73	58	30	57	178	133	74	31	
	89%	88%	92%	89%	91%	88%	87%	90%	84%	91%	94%	95%	90%	88%	92%	92%	96%	92%	94%	87%	80%	95%	91%	90%	85%	88%	100%	
Very important	(+2)	535	333	199	299	159	76	185	104	44	114	54	31	246	226	62	51	13	59	43	48	39	17	37	99	74	43	13
		52%	49%	57%	52%	50%	56%	51%	45%	51%	53%	61%	67%	50%	53%	55%	49%	63%	51%	58%	57%	53%	53%	59%	50%	47%	51%	41%
Slightly important	(+1)	390	263	125	216	132	42	131	103	29	84	29	13	199	150	41	45	7	47	26	25	19	13	20	79	58	31	19
		38%	39%	36%	37%	41%	31%	36%	45%	33%	39%	33%	28%	40%	35%	37%	43%	34%	41%	36%	30%	27%	42%	32%	40%	37%	37%	59%
Neither important nor unimportant	(0)	90	69	21	51	25	14	37	20	12	14	5	2	40	41	9	9	1	4	3	9	14	1	6	13	22	9	-
		9%	10%	6%	9%	8%	11%	10%	9%	14%	6%	6%	5%	8%	10%	8%	8%	4%	3%	4%	10%	19%	4%	9%	6%	14%	11%	-
Slightly unimportant	(-1)	14	11	3	9	3	2	6	3	2	3	-	-	7	7	-	-	4	-	-	2	1	-	-	6	1	-	-
		1%	2%	1%	2%	1%	2%	2%	1%	3%	1%	-	-	1%	2%	-	-	3%	-	-	2%	1%	-	-	3%	1%	-	-
Not important at all	(-2)	7	5	2	5	2	-	3	1	-	2	*	-	1	6	-	-	1	1	-	-	1	-	2	1	1	-	-
		1%	1%	1%	1%	1%	-	1%	1%	-	1%	*	-	*	1%	-	-	1%	2%	-	-	2%	-	1%	1%	2%	2%	-
NET: Not important		21	16	5	14	5	2	9	4	2	5	*	-	9	12	-	-	5	1	2	1	1	-	8	2	1	-	
		2%	2%	2%	2%	1%	2%	3%	2%	3%	2%	*	-	2%	3%	-	-	4%	2%	2%	1%	2%	-	4%	2%	2%	2%	-
Mean	1.38	1.34	1.47	1.37	1.38	1.42	1.35	1.32	1.32	1.41	1.54	1.62	1.38	1.36	1.47	1.40	1.59	1.39	1.48	1.42	1.31	1.44	1.49	1.34	1.30	1.36	1.41	
Standard deviation	0.76	0.78	0.71	0.78	0.72	0.75	0.80	0.74	0.81	0.75	0.65	0.59	0.72	0.82	0.65	0.64	0.58	0.78	0.75	0.77	0.83	0.74	0.67	0.81	0.79	0.80	0.50	
Standard error	0.02	0.03	0.03	0.04	0.03	0.06	0.06	0.04	0.09	0.05	0.05	0.07	0.03	0.04	0.06	0.07	0.08	0.07	0.08	0.08	0.10	0.10	0.08	0.06	0.07	0.09	0.13	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 78

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Ease of navigation

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Important	925 89%	256 91%	177 89%	225 90%	345 91%
Very important (+2)	535 52%	157 56%	113 57%	133 53%	223 59%
Slightly important (+1)	390 38%	100 35%	63 32%	92 37%	122 32%
Neither important nor unimportant (0)	90 9%	20 7%	19 10%	21 8%	29 8%
Slightly unimportant (-1)	14 1%	1 *	2 1%	4 2%	3 1%
Not important at all (-2)	7 1%	4 1%	2 1%	1 *	2 *
NET: Not important	21 2%	5 2%	4 2%	5 2%	4 1%
Mean	1.38	1.44	1.43	1.40	1.49
Standard deviation	0.76	0.75	0.78	0.74	0.71
Standard error	0.02	0.04	0.05	0.05	0.04

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 79

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Exclusive content only available through that access point

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14	
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31	
NET: Important	447	300	147	265	142	41	178	97	24	87	43	17	213	183	51	44	10	51	31	46	32	12	21	96	56	30	19	
	43%	44%	42%	46%	44%	31%	49%	42%	28%	40%	49%	37%	43%	43%	46%	42%	49%	44%	43%	54%	43%	39%	34%	48%	36%	35%	62%	
Very important	(+2)	183	118	64	111	53	19	73	34	11	38	18	8	78	86	19	13	4	24	13	20	8	4	8	45	17	16	10
		18%	17%	18%	19%	16%	14%	20%	15%	13%	18%	21%	17%	16%	20%	17%	13%	21%	18%	24%	11%	12%	13%	22%	11%	19%	33%	
Slightly important	(+1)	265	182	83	154	89	22	105	64	13	49	25	9	135	97	32	31	6	27	19	25	24	8	13	51	39	14	9
		26%	27%	24%	26%	28%	17%	29%	28%	15%	22%	29%	19%	27%	23%	28%	29%	27%	25%	30%	33%	27%	21%	26%	25%	16%	28%	
Neither important nor unimportant	(0)	285	184	100	140	94	51	82	69	33	58	25	17	137	120	28	24	7	31	25	17	20	7	23	56	48	25	2
		28%	27%	29%	24%	29%	38%	23%	30%	38%	27%	29%	37%	28%	28%	25%	30%	35%	23%	35%	21%	27%	22%	37%	28%	30%	29%	7%
Slightly unimportant	(-1)	91	61	28	56	24	11	36	16	9	20	6	2	48	30	13	5	2	6	3	8	7	3	6	17	19	10	5
		9%	9%	8%	10%	8%	8%	10%	7%	10%	9%	7%	4%	10%	7%	11%	5%	11%	5%	4%	10%	9%	10%	9%	9%	12%	12%	15%
Not important at all	(-2)	213	135	76	120	61	32	66	48	21	52	13	10	96	97	20	32	1	27	14	13	15	9	12	31	34	20	5
		21%	20%	22%	21%	19%	24%	18%	21%	24%	24%	15%	23%	19%	23%	18%	30%	6%	24%	18%	15%	20%	29%	20%	15%	22%	24%	16%
NET: Not important		304	197	104	176	85	42	102	64	30	72	20	12	143	127	33	37	3	33	16	21	22	12	18	48	53	30	10
		29%	29%	30%	30%	27%	31%	28%	28%	34%	33%	22%	27%	29%	30%	29%	35%	16%	29%	22%	25%	29%	40%	29%	24%	34%	35%	31%
Mean		0.11	0.13	0.09	0.14	0.15	-0.10	0.23	0.08	-0.18	0.01	0.32	0.05	0.10	0.10	0.16	-0.10	0.48	0.13	0.20	0.39	0.04	-0.18	-0.02	0.31	-0.10	-0.05	0.48
Standard deviation		1.36	1.35	1.38	1.39	1.32	1.32	1.37	1.33	1.31	1.41	1.30	1.37	1.33	1.41	1.34	1.44	1.14	1.44	1.31	1.36	1.29	1.43	1.28	1.33	1.30	1.42	1.50
Standard error		0.04	0.06	0.06	0.07	0.06	0.11	0.10	0.08	0.15	0.10	0.09	0.16	0.06	0.07	0.13	0.15	0.17	0.14	0.14	0.14	0.16	0.20	0.16	0.10	0.11	0.15	0.40

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 79

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

Exclusive content only available through that access point

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Important	447 43%	155 55%	94 47%	139 55%	163 43%
Very important (+2)	183 18%	64 23%	34 17%	56 22%	76 20%
Slightly important (+1)	265 26%	91 32%	60 30%	83 33%	88 23%
Neither important nor unimportant (0)	285 28%	71 25%	56 28%	61 24%	110 29%
Slightly unimportant (-1)	91 9%	10 4%	14 7%	18 7%	25 7%
Not important at all (-2)	213 21%	44 16%	35 18%	34 13%	80 21%
NET: Not important	304 29%	55 20%	49 25%	52 21%	105 28%
Mean	0.11	0.43	0.22	0.43	0.14
Standard deviation	1.36	1.32	1.31	1.28	1.39
Standard error	0.04	0.08	0.09	0.08	0.07

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 80
Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?
The service is free
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Important	952 92%	619 91%	329 94%	529 91%	296 92%	127 94%	323 89%	215 93%	81 92%	204 94%	79 90%	45 98%	443 90%	401 93%	108 96%	90 86%	19 92%	108 93%	63 86%	73 88%	70 95%	31 99%	61 98%	185 93%	145 92%	79 94%	28 89%
Very important (+2)	724 70%	469 69%	251 71%	396 68%	226 71%	101 75%	245 68%	161 70%	63 72%	150 69%	63 72%	38 82%	330 67%	309 72%	85 75%	70 67%	13 62%	78 68%	54 73%	51 61%	49 67%	27 86%	50 80%	130 66%	120 76%	65 77%	16 52%
Slightly important (+1)	228 22%	150 22%	78 22%	133 23%	70 22%	26 19%	78 22%	54 23%	18 21%	55 25%	16 18%	8 16%	113 23%	91 21%	23 21%	20 19%	6 30%	30 26%	9 13%	22 26%	20 28%	4 13%	11 18%	55 28%	25 16%	14 16%	12 37%
Neither important nor unimportant (0)	62 6%	44 7%	17 5%	34 6%	21 7%	7 5%	26 7%	12 5%	6 6%	8 4%	8 9%	1 2%	37 7%	20 5%	5 4%	11 10%	2 8%	8 7%	8 11%	3 4%	3 4%	* 1%	1 2%	9 4%	10 7%	3 4%	3 11%
Slightly unimportant (-1)	10 1%	10 2%	-	7 1%	2 1%	1 1%	7 2%	2 1%	1 1%	-	-	-	8 2%	3 1%	-	-	-	-	2 3%	2 2%	-	-	-	3 2%	2 1%	2 2%	-
Not important at all (-2)	12 1%	6 1%	5 2%	10 2%	2 1%	-	6 2%	1 *	-	4 2%	1 1%	-	5 1%	6 1%	-	4 3%	-	-	-	6 7%	* 1%	-	-	2 1%	-	-	-
NET: Not important	22 2%	17 2%	5 2%	17 3%	4 1%	1 1%	13 3%	3 1%	1 1%	4 2%	1 1%	-	13 3%	9 2%	-	4 3%	-	-	2 3%	7 9%	* 1%	-	-	5 3%	2 1%	2 2%	-
Mean	1.59	1.57	1.62	1.55	1.61	1.68	1.52	1.62	1.63	1.59	1.60	1.79	1.53	1.62	1.71	1.46	1.54	1.61	1.57	1.34	1.61	1.85	1.78	1.55	1.67	1.69	1.41
Standard deviation	0.75	0.76	0.72	0.80	0.69	0.61	0.84	0.67	0.67	0.75	0.74	0.46	0.79	0.74	0.54	0.94	0.65	0.61	0.80	1.12	0.63	0.39	0.47	0.74	0.66	0.65	0.69
Standard error	0.02	0.03	0.03	0.04	0.03	0.05	0.06	0.04	0.08	0.05	0.05	0.05	0.04	0.04	0.05	0.10	0.09	0.06	0.08	0.12	0.08	0.06	0.06	0.06	0.05	0.07	0.18

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 80

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?

The service is free

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Important	952 92%	261 93%	182 91%	230 91%	352 93%
Very important (+2)	724 70%	181 64%	127 63%	161 64%	267 71%
Slightly important (+1)	228 22%	80 28%	55 27%	68 27%	85 22%
Neither important nor unimportant (0)	62 6%	16 6%	13 7%	15 6%	20 5%
Slightly unimportant (-1)	10 1%	1 *	1 *	4 2%	1 *
Not important at all (-2)	12 1%	4 1%	4 2%	2 1%	4 1%
NET: Not important	22 2%	4 2%	5 3%	6 2%	5 1%
Mean	1.59	1.54	1.50	1.53	1.61
Standard deviation	0.75	0.73	0.81	0.75	0.71
Standard error	0.02	0.04	0.06	0.05	0.04

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 81
Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Summary**Base: All respondents answering about each**

		Aspects					
		Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base		158	158	158	158	158	158
Weighted base		157	157	157	157	157	157
NET: Good		138 88%	140 90%	140 89%	138 88%	81 52%	112 71%
Very good	(+2)	94 60%	97 62%	81 51%	77 49%	33 21%	75 48%
Slightly good	(+1)	44 28%	44 28%	59 38%	61 39%	48 31%	37 24%
Neither good nor bad	(0)	17 11%	14 9%	13 8%	14 9%	67 43%	38 24%
Slightly bad	(-1)	2 1%	1 *	4 3%	5 3%	4 3%	7 5%
Very bad	(-2)	- -	2 1%	- -	- -	4 2%	- -
NET: Bad		2 1%	3 2%	4 3%	5 3%	8 5%	7 5%
Mean		1.47	1.48	1.38	1.34	0.66	1.15
Standard deviation		0.73	0.78	0.75	0.77	0.92	0.94
Standard error		0.06	0.06	0.06	0.06	0.07	0.07

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 82

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	158	83	75	70	70	18	35	41	7	35	29	11	73	73	12	13	12	22	14	15	9	6	5	27	18	15	2	
Weighted base	157	104	52	92	50	14	60	36	8	32	14	6	74	73	10	12	6	26	11	14	11	3	5	31	19	16	3	
NET: Good	138	93	45	83	45	11	55	33	6	28	12	5	67	62	9	9	6	22	11	14	7	3	5	30	17	12	3	
	88%	89%	86%	90%	89%	77%	90%	92%	70%	88%	82%	87%	90%	86%	94%	76%	96%	83%	100%	100%	67%	83%	100%	96%	88%	80%	100%	
Very good	(+2)	94	62	32	52	34	8	33	25	4	19	8	4	46	41	7	7	4	13	6	11	5	2	4	19	13	9	1
		60%	59%	61%	56%	68%	55%	55%	71%	43%	60%	59%	72%	61%	56%	77%	56%	58%	49%	58%	78%	45%	62%	83%	60%	71%	60%	34%
Slightly good	(+1)	44	31	13	31	11	3	22	7	2	9	3	1	21	21	2	2	2	9	4	3	2	1	1	11	3	3	2
		28%	30%	25%	33%	22%	22%	36%	21%	26%	28%	23%	15%	29%	29%	17%	19%	38%	33%	42%	22%	22%	21%	17%	36%	17%	20%	66%
Neither good nor bad	(0)	17	9	7	8	5	3	4	3	2	4	3	1	6	10	1	3	*	4	-	-	4	1	-	1	2	1	-
		11%	9%	14%	9%	11%	23%	7%	8%	30%	12%	18%	13%	8%	14%	6%	24%	4%	17%	-	-	33%	17%	-	4%	12%	9%	-
Slightly bad	(-1)	2	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-
		1%	2%	-	2%	-	-	3%	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	11%	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		2	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-
		1%	2%	-	2%	-	3%	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	11%	-
Mean	1.47	1.47	1.47	1.44	1.57	1.32	1.42	1.63	1.13	1.48	1.41	1.59	1.49	1.42	1.71	1.32	1.54	1.32	1.58	1.78	1.13	1.45	1.83	1.56	1.59	1.29	1.34	
Standard deviation	0.73	0.73	0.73	0.73	0.69	0.85	0.75	0.64	0.90	0.71	0.81	0.77	0.74	0.73	0.60	0.88	0.63	0.76	0.52	0.43	0.92	0.93	0.42	0.58	0.71	1.06	0.56	
Standard error	0.06	0.08	0.08	0.09	0.08	0.20	0.13	0.10	0.34	0.12	0.15	0.23	0.09	0.09	0.17	0.24	0.18	0.16	0.14	0.11	0.31	0.38	0.19	0.11	0.17	0.27	0.40	

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 82

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	158	25	7	33	158
Weighted base	157	24	6	30	157
NET: Good	138 88%	22 91%	4 72%	26 85%	138 88%
Very good (+2)	94 60%	16 64%	4 65%	18 61%	94 60%
Slightly good (+1)	44 28%	6 26%	* 7%	7 25%	44 28%
Neither good nor bad (0)	17 11%	2 9%	-	3 9%	17 11%
Slightly bad (-1)	2 1%	-	2 28%	2 6%	2 1%
Very bad (-2)	-	-	-	-	-
NET: Bad	2 1%	-	2 28%	2 6%	2 1%
Mean	1.47	1.55	1.09	1.40	1.47
Standard deviation	0.73	0.67	1.45	0.89	0.73
Standard error	0.06	0.13	0.55	0.15	0.06

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 83

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	158	83	75	70	70	18	35	41	7	35	29	11	73	73	12	13	12	22	14	15	9	6	5	27	18	15	2	
Weighted base	157	104	52	92	50	14	60	36	8	32	14	6	74	73	10	12	6	26	11	14	11	3	5	31	19	16	3	
NET: Good	140	94	46	83	45	12	55	32	7	27	13	5	67	64	9	8	5	22	11	14	8	1	5	30	17	15	3	
	90%	90%	88%	90%	90%	87%	92%	89%	85%	86%	90%	90%	90%	89%	91%	70%	86%	83%	100%	100%	72%	43%	100%	98%	91%	97%	100%	
Very good	(+2)	97	65	32	55	33	9	36	24	5	19	9	46	44	6	6	3	14	8	12	5	1	4	19	12	9	3	
		62%	62%	62%	60%	66%	62%	60%	67%	57%	60%	63%	68%	62%	61%	68%	50%	52%	54%	74%	84%	45%	43%	81%	62%	64%	58%	100%
Slightly good	(+1)	44	30	14	28	12	4	19	8	2	8	4	21	20	2	2	2	8	3	2	3	-	1	11	5	6	-	
		28%	29%	26%	30%	24%	25%	32%	23%	28%	26%	28%	28%	28%	23%	21%	34%	30%	26%	16%	26%	-	19%	36%	27%	39%	-	
Neither good nor bad	(0)	14	8	6	7	5	2	3	4	1	4	1	5	8	1	4	1	2	-	-	3	1	-	1	2	*	-	
		9%	8%	11%	7%	10%	5%	11%	15%	12%	10%	10%	7%	10%	9%	30%	14%	9%	-	-	28%	38%	-	2%	9%	3%	-	
Slightly bad	(-1)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
		*	-	1%	1%	-	-	-	-	2%	-	-	-	1%	-	-	-	-	-	-	-	19%	-	-	-	-	-	
Very bad	(-2)	2	2	-	2	-	-	2	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	
		1%	2%	-	2%	-	-	3%	-	-	-	-	3%	-	-	-	-	8%	-	-	-	-	-	-	-	-	-	
NET: Bad		3	2	1	3	-	-	2	-	-	1	-	2	1	-	-	-	2	-	-	-	1	-	-	-	-	-	
		2%	2%	1%	3%	-	-	3%	-	-	2%	-	3%	1%	-	-	-	8%	-	-	-	19%	-	-	-	-	-	
Mean	1.48	1.49	1.48	1.45	1.55	1.49	1.45	1.56	1.42	1.44	1.53	1.58	1.47	1.49	1.58	1.20	1.38	1.22	1.74	1.84	1.17	0.68	1.81	1.60	1.55	1.55	2.00	
Standard deviation	0.78	0.80	0.74	0.83	0.68	0.74	0.86	0.69	0.78	0.79	0.69	0.73	0.85	0.72	0.69	0.91	0.79	1.14	0.46	0.38	0.88	1.45	0.44	0.54	0.67	0.57	0.00	
Standard error	0.06	0.09	0.09	0.10	0.08	0.17	0.15	0.11	0.30	0.13	0.13	0.22	0.10	0.08	0.20	0.25	0.23	0.24	0.12	0.10	0.29	0.59	0.20	0.10	0.16	0.15	0.00	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 83

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	158	25	7	33	158
Weighted base	157	24	6	30	157
NET: Good	140 90%	21 88%	6 90%	28 91%	140 90%
Very good (+2)	97 62%	18 73%	3 56%	18 59%	97 62%
Slightly good (+1)	44 28%	4 15%	2 35%	10 32%	44 28%
Neither good nor bad (0)	14 9%	3 12%	1 10%	3 9%	14 9%
Slightly bad (-1)	1 *	-	-	-	1 *
Very bad (-2)	2 1%	-	-	-	2 1%
NET: Bad	3 2%	-	-	-	3 2%
Mean	1.48	1.60	1.46	1.50	1.48
Standard deviation	0.78	0.71	0.72	0.67	0.78
Standard error	0.06	0.14	0.27	0.12	0.06

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 84

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	158	83	75	70	70	18	35	41	7	35	29	11	73	73	12	13	12	22	14	15	9	6	5	27	18	15	2	
Weighted base	157	104	52	92	50	14	60	36	8	32	14	6	74	73	10	12	6	26	11	14	11	3	5	31	19	16	3	
NET: Good	140	91	49	84	44	12	53	31	7	31	13	5	67	64	10	9	6	22	11	14	7	3	5	30	15	14	3	
	89%	87%	94%	90%	87%	87%	87%	87%	85%	97%	89%	90%	89%	88%	100%	76%	100%	85%	100%	100%	67%	83%	100%	98%	80%	89%	100%	
Very good	(+2)	81	53	27	43	29	9	26	22	5	16	7	4	41	34	5	4	5	15	8	8	3	1	2	15	8	8	3
		51%	51%	52%	46%	58%	62%	44%	63%	57%	51%	47%	68%	55%	47%	55%	34%	79%	59%	77%	59%	28%	38%	46%	47%	40%	49%	100%
Slightly good	(+1)	59	37	22	41	15	4	26	9	2	15	6	1	26	29	4	5	1	7	2	6	4	1	3	16	8	6	-
		38%	36%	42%	44%	29%	25%	43%	24%	28%	46%	42%	22%	34%	40%	45%	42%	21%	26%	23%	41%	39%	45%	54%	51%	41%	39%	-
Neither good nor bad	(0)	13	10	3	7	4	2	6	3	1	1	2	1	7	6	-	2	-	1	-	-	4	1	-	1	4	2	-
		8%	9%	6%	7%	9%	13%	10%	8%	15%	3%	11%	10%	9%	8%	-	15%	-	4%	-	-	33%	17%	-	2%	20%	11%	-
Slightly bad	(-1)	4	4	-	2	2	-	2	2	-	-	-	-	1	3	-	1	-	3	-	-	-	-	-	-	-	-	-
		3%	4%	-	2%	4%	-	3%	6%	-	-	-	-	1%	4%	-	9%	-	11%	-	-	-	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		4	4	-	2	2	-	2	2	-	-	-	1	3	-	1	-	3	-	-	-	-	-	-	-	-	-	-
		3%	4%	-	2%	4%	-	3%	6%	-	-	-	1%	4%	-	9%	-	11%	-	-	-	-	-	-	-	-	-	-
Mean		1.38	1.34	1.46	1.35	1.42	1.49	1.28	1.44	1.42	1.48	1.36	1.58	1.43	1.31	1.55	1.00	1.79	1.34	1.77	1.59	0.95	1.21	1.46	1.46	1.20	1.38	2.00
Standard deviation		0.75	0.80	0.61	0.71	0.82	0.74	0.77	0.87	0.78	0.57	0.70	0.73	0.72	0.80	0.53	0.97	0.44	1.00	0.44	0.51	0.82	0.86	0.56	0.54	0.76	0.70	0.00
Standard error		0.06	0.09	0.07	0.09	0.10	0.17	0.13	0.14	0.30	0.10	0.13	0.22	0.08	0.09	0.15	0.27	0.13	0.21	0.12	0.13	0.27	0.35	0.25	0.10	0.18	0.18	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 84

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	158	25	7	33	158
Weighted base	157	24	6	30	157
NET: Good	140 89%	20 83%	4 62%	24 79%	140 89%
Very good (+2)	81 51%	13 54%	3 48%	13 43%	81 51%
Slightly good (+1)	59 38%	7 29%	1 15%	11 35%	59 38%
Neither good nor bad (0)	13 8%	4 17%	2 38%	5 18%	13 8%
Slightly bad (-1)	4 3%	-	-	1 4%	4 3%
Very bad (-2)	-	-	-	-	-
NET: Bad	4 3%	-	-	1 4%	4 3%
Mean	1.38	1.37	1.10	1.18	1.38
Standard deviation	0.75	0.77	1.00	0.87	0.75
Standard error	0.06	0.15	0.38	0.15	0.06

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 85

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land	
Unweighted base	158	83	75	70	70	18	35	41	7	35	29	11	73	73	12	13	12	22	14	15	9	6	5	27	18	15	2	
Weighted base	157	104	52	92	50	14	60	36	8	32	14	6	74	73	10	12	6	26	11	14	11	3	5	31	19	16	3	
NET: Good	138	90	48	82	43	13	52	31	7	30	12	6	68	61	9	8	5	22	11	14	7	3	5	31	17	12	3	
	88%	86%	92%	89%	87%	90%	86%	87%	85%	93%	86%	96%	91%	84%	91%	66%	82%	85%	100%	100%	67%	83%	100%	100%	91%	75%	100%	
Very good	(+2)	77	50	27	41	26	9	25	20	5	16	6	4	38	33	6	5	3	12	8	8	5	1	1	13	8	8	3
		49%	48%	51%	45%	52%	64%	42%	56%	57%	51%	43%	73%	50%	46%	58%	45%	50%	44%	74%	59%	45%	38%	29%	44%	43%	49%	100%
Slightly good	(+1)	61	40	21	40	17	4	27	11	2	14	6	1	30	28	3	2	2	11	3	6	2	1	3	17	9	4	-
		39%	39%	40%	44%	34%	26%	44%	31%	28%	42%	43%	23%	41%	38%	33%	21%	32%	41%	26%	41%	22%	45%	71%	56%	48%	26%	-
Neither good nor bad	(0)	14	10	4	7	6	1	5	4	1	2	2	*	5	8	1	3	1	2	-	-	4	1	-	-	2	2	-
		9%	9%	8%	7%	11%	10%	8%	10%	15%	7%	14%	4%	6%	12%	9%	25%	18%	7%	-	-	33%	17%	-	-	9%	14%	-
Slightly bad	(-1)	5	5	-	4	1	-	4	1	-	-	-	-	2	3	-	1	-	2	-	-	-	-	-	-	-	2	-
		3%	5%	-	4%	2%	-	6%	3%	-	-	-	-	2%	4%	-	9%	-	8%	-	-	-	-	-	-	-	11%	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		5	5	-	4	1	-	4	1	-	-	-	2	3	-	1	-	2	-	-	-	-	-	-	-	-	2	-
		3%	5%	-	4%	2%	-	6%	3%	-	-	-	2%	4%	-	9%	-	8%	-	-	-	-	-	-	-	-	11%	-
Mean	1.34	1.29	1.43	1.29	1.36	1.54	1.22	1.39	1.42	1.44	1.29	1.69	1.39	1.26	1.49	1.02	1.31	1.22	1.74	1.59	1.13	1.21	1.29	1.44	1.34	1.13	2.00	
Standard deviation	0.77	0.82	0.65	0.78	0.78	0.70	0.84	0.80	0.78	0.63	0.72	0.60	0.72	0.83	0.70	1.08	0.83	0.89	0.46	0.51	0.92	0.86	0.51	0.50	0.65	1.06	0.00	
Standard error	0.06	0.09	0.07	0.09	0.09	0.16	0.14	0.13	0.30	0.11	0.13	0.18	0.08	0.10	0.20	0.30	0.24	0.19	0.12	0.13	0.31	0.35	0.23	0.10	0.15	0.27	0.00	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 85

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	158	25	7	33	158
Weighted base	157	24	6	30	157
NET: Good	138 88%	23 93%	4 72%	25 84%	138 88%
Very good (+2)	77 49%	16 64%	2 32%	15 48%	77 49%
Slightly good (+1)	61 39%	7 29%	2 40%	11 36%	61 39%
Neither good nor bad (0)	14 9%	2 7%	-	2 7%	14 9%
Slightly bad (-1)	5 3%	-	2 28%	3 9%	5 3%
Very bad (-2)	-	-	-	-	-
NET: Bad	5 3%	-	2 28%	3 9%	5 3%
Mean	1.34	1.57	0.76	1.23	1.34
Standard deviation	0.77	0.63	1.29	0.95	0.77
Standard error	0.06	0.13	0.49	0.17	0.06

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 86

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	158	83	75	70	70	18	35	41	7	35	29	11	73	73	12	13	12	22	14	15	9	6	5	27	18	15	2	
Weighted base	157	104	52	92	50	14	60	36	8	32	14	6	74	73	10	12	6	26	11	14	11	3	5	31	19	16	3	
NET: Good	81	50	31	52	22	7	34	13	3	18	9	4	37	37	7	6	5	10	8	9	6	2	2	17	9	6	1	
	52%	48%	59%	56%	45%	52%	56%	38%	41%	56%	62%	68%	50%	51%	75%	48%	83%	38%	77%	63%	54%	47%	46%	55%	49%	40%	34%	
Very good	(+2)	33	21	13	20	12	2	13	6	1	7	5	1	17	12	4	-	2	3	2	5	3	*	-	10	3	4	1
		21%	20%	24%	22%	23%	12%	22%	18%	14%	21%	37%	10%	23%	16%	46%	-	26%	10%	19%	34%	28%	9%	-	33%	16%	28%	34%
Slightly good	(+1)	48	30	18	32	11	6	21	7	2	11	4	4	20	25	3	6	4	7	6	4	3	1	2	7	6	2	-
		31%	29%	35%	34%	22%	40%	34%	20%	26%	35%	26%	59%	27%	35%	29%	48%	58%	27%	58%	29%	26%	38%	46%	22%	33%	12%	-
Neither good nor bad	(0)	67	47	20	34	27	6	21	21	5	13	5	1	31	34	2	6	1	10	2	5	5	2	3	13	10	8	2
		43%	45%	38%	37%	54%	43%	35%	60%	59%	41%	38%	22%	41%	47%	25%	52%	17%	40%	23%	37%	46%	53%	54%	43%	51%	48%	66%
Slightly bad	(-1)	4	3	2	3	1	1	2	1	-	1	-	1	4	-	-	-	-	4	-	-	-	-	-	1	-	-	-
		3%	3%	3%	3%	2%	4%	3%	3%	-	3%	-	10%	6%	-	-	-	-	15%	-	-	-	-	-	2%	-	-	-
Very bad	(-2)	4	4	-	4	-	-	4	-	-	-	-	-	2	2	-	-	-	2	-	-	-	-	-	-	-	2	-
		2%	4%	-	4%	-	-	6%	-	-	-	-	-	3%	2%	-	-	-	8%	-	-	-	-	-	-	-	11%	-
NET: Bad		8	7	2	7	1	1	6	1	-	1	-	1	6	2	-	-	-	6	-	-	-	-	-	1	-	2	-
		5%	6%	3%	7%	2%	4%	9%	3%	-	3%	-	10%	9%	2%	-	-	-	22%	-	-	-	-	-	2%	-	11%	-
Mean		0.66	0.58	0.80	0.66	0.66	0.61	0.62	0.53	0.55	0.74	0.99	0.68	0.62	0.62	1.21	0.48	1.09	0.18	0.96	0.98	0.82	0.56	0.46	0.86	0.66	0.46	0.68
Standard deviation		0.92	0.96	0.85	0.98	0.86	0.78	1.06	0.82	0.78	0.84	0.89	0.85	0.99	0.84	0.86	0.52	0.71	1.07	0.68	0.87	0.88	0.78	0.56	0.92	0.76	1.26	1.13
Standard error		0.07	0.10	0.10	0.12	0.10	0.18	0.18	0.13	0.29	0.14	0.17	0.26	0.12	0.10	0.25	0.14	0.20	0.23	0.18	0.23	0.29	0.32	0.25	0.18	0.18	0.32	0.80

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 86

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	158	25	7	33	158
Weighted base	157	24	6	30	157
NET: Good	81 52%	17 69%	4 62%	24 79%	81 52%
Very good (+2)	33 21%	6 24%	3 47%	11 35%	33 21%
Slightly good (+1)	48 31%	11 45%	1 15%	13 44%	48 31%
Neither good nor bad (0)	67 43%	7 27%	2 29%	6 21%	67 43%
Slightly bad (-1)	4 3%	1 4%	1 10%	-	4 3%
Very bad (-2)	4 2%	-	-	-	4 2%
NET: Bad	8 5%	1 4%	1 10%	-	8 5%
Mean	0.66	0.90	0.99	1.13	0.66
Standard deviation	0.92	0.83	1.17	0.75	0.92
Standard error	0.07	0.17	0.44	0.13	0.07

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 87

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	158	83	75	70	70	18	35	41	7	35	29	11	73	73	12	13	12	22	14	15	9	6	5	27	18	15	2	
Weighted base	157	104	52	92	50	14	60	36	8	32	14	6	74	73	10	12	6	26	11	14	11	3	5	31	19	16	3	
NET: Good	112	76	36	68	35	9	46	26	4	21	10	5	57	48	7	7	5	18	10	10	5	3	4	21	14	12	3	
	71%	72%	69%	73%	71%	62%	77%	72%	44%	67%	67%	87%	77%	66%	69%	57%	82%	68%	97%	72%	45%	81%	81%	68%	76%	74%	100%	
Very good	(+2)	75	50	25	44	25	5	31	18	1	14	7	4	38	30	6	4	4	9	7	9	5	1	4	14	8	6	3
		48%	48%	48%	48%	50%	37%	51%	51%	14%	43%	49%	69%	51%	42%	66%	36%	58%	37%	64%	66%	45%	43%	81%	46%	41%	37%	100%
Slightly good	(+1)	37	26	11	23	10	4	16	8	2	8	3	1	19	17	*	3	1	8	3	1	-	1	-	7	7	6	-
		24%	25%	21%	25%	20%	25%	26%	21%	30%	24%	18%	18%	26%	24%	3%	21%	24%	31%	33%	6%	-	38%	-	22%	35%	37%	-
Neither good nor bad	(0)	38	26	12	20	12	5	12	9	5	8	3	1	14	20	3	4	1	7	*	4	5	-	1	8	3	4	-
		24%	25%	23%	22%	24%	38%	20%	25%	56%	24%	23%	13%	19%	28%	31%	33%	18%	27%	3%	28%	50%	-	19%	25%	18%	23%	-
Slightly bad	(-1)	7	3	4	5	3	-	2	1	-	3	1	-	3	4	-	1	-	1	-	-	1	1	-	2	1	*	-
		5%	3%	8%	5%	5%	-	3%	3%	-	9%	10%	-	4%	6%	-	9%	-	6%	-	-	5%	19%	-	6%	6%	3%	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		7	3	4	5	3	-	2	1	-	3	1	-	3	4	-	1	-	1	-	-	1	1	-	2	1	*	-
		5%	3%	8%	5%	5%	-	3%	3%	-	9%	10%	-	4%	6%	-	9%	-	6%	-	-	5%	19%	-	6%	6%	3%	-
Mean	1.15	1.17	1.09	1.16	1.16	1.00	1.24	1.20	0.58	1.01	1.07	1.56	1.24	1.02	1.35	0.84	1.39	0.99	1.60	1.37	0.86	1.06	1.63	1.08	1.10	1.09	2.00	
Standard deviation	0.94	0.90	1.02	0.94	0.97	0.90	0.89	0.93	0.78	1.03	1.09	0.78	0.90	0.97	0.97	1.06	0.85	0.94	0.58	0.93	1.11	1.31	0.87	0.99	0.93	0.87	0.00	
Standard error	0.07	0.10	0.12	0.11	0.12	0.21	0.15	0.15	0.29	0.17	0.20	0.23	0.11	0.11	0.28	0.29	0.25	0.20	0.16	0.24	0.37	0.53	0.39	0.19	0.22	0.22	0.00	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 87

Q20b. You said you use iTunes to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	158	25	7	33	158
Weighted base	157	24	6	30	157
NET: Good	112 71%	15 61%	6 93%	21 71%	112 71%
Very good (+2)	75 48%	5 22%	4 65%	10 34%	75 48%
Slightly good (+1)	37 24%	10 39%	2 28%	11 37%	37 24%
Neither good nor bad (0)	38 24%	9 36%	* 7%	7 23%	38 24%
Slightly bad (-1)	7 5%	1 4%	-	2 7%	7 5%
Very bad (-2)	-	-	-	-	-
NET: Bad	7 5%	1 4%	-	2 7%	7 5%
Mean	1.15	0.78	1.58	0.98	1.15
Standard deviation	0.94	0.84	0.67	0.93	0.94
Standard error	0.07	0.17	0.25	0.16	0.07

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 88

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	180	180	180	180	180	180
Weighted base	180	180	180	180	180	180
NET: Good	166 92%	173 96%	163 90%	166 92%	88 49%	149 83%
Very good (+2)	120 66%	137 76%	125 69%	114 63%	48 27%	123 68%
Slightly good (+1)	46 25%	36 20%	38 21%	52 29%	39 22%	25 14%
Neither good nor bad (0)	14 8%	3 1%	11 6%	8 5%	89 49%	23 13%
Slightly bad (-1)	- -	5 3%	6 3%	6 3%	4 2%	8 5%
Very bad (-2)	1 *	- -	1 *	- -	- -	- -
NET: Bad	1 *	5 3%	6 4%	6 3%	4 2%	8 5%
Mean	1.57	1.69	1.55	1.52	0.73	1.46
Standard deviation	0.68	0.63	0.79	0.73	0.88	0.88
Standard error	0.05	0.05	0.06	0.05	0.07	0.07

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 89

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	180	70	108	97	69	14	35	31	4	62	36	10	93	73	14	11	7	15	11	18	11	7	16	36	32	15	1	
Weighted base	180	96	82	126	44	11	65	26	5	61	16	6	85	82	13	13	3	17	7	18	15	3	13	41	33	14	2	
NET: Good	166	90	74	118	40	8	63	23	4	55	14	5	78	75	13	10	3	16	7	17	14	3	13	40	29	11	2	
	92%	94%	89%	93%	90%	79%	97%	89%	78%	90%	92%	80%	91%	92%	96%	81%	100%	89%	100%	92%	94%	100%	100%	95%	89%	83%	100%	
Very good	(+2)	120	61	58	83	30	7	40	18	4	44	11	3	63	49	8	9	2	9	5	14	8	2	11	26	22	8	2
		66%	63%	70%	66%	68%	65%	61%	67%	78%	72%	70%	54%	74%	59%	63%	71%	74%	53%	84%	78%	51%	72%	86%	63%	66%	56%	100%
Slightly good	(+1)	46	29	16	34	10	1	23	6	-	11	3	1	15	26	5	1	1	6	1	3	7	1	2	13	7	4	-
		25%	30%	19%	27%	23%	14%	36%	22%	-	18%	22%	26%	18%	32%	34%	10%	26%	36%	16%	14%	43%	28%	14%	33%	23%	27%	-
Neither good nor bad	(0)	14	6	8	7	4	2	2	3	1	5	1	1	7	7	*	2	-	2	-	1	1	-	-	2	4	2	-
		8%	6%	10%	6%	10%	21%	3%	11%	22%	9%	8%	20%	8%	8%	4%	19%	-	11%	-	3%	6%	-	-	5%	11%	17%	-
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
		*	-	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-
NET: Bad		1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
		*	-	1%	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	5%	-	-	-	-	-	-	-
Mean	1.57	1.57	1.58	1.58	1.58	1.44	1.58	1.56	1.57	1.59	1.62	1.34	1.63	1.51	1.59	1.52	1.74	1.42	1.84	1.61	1.44	1.72	1.86	1.58	1.55	1.39	2.00	
Standard deviation	0.68	0.61	0.75	0.67	0.67	0.86	0.56	0.70	0.93	0.78	0.66	0.87	0.72	0.65	0.58	0.83	0.53	0.70	0.40	0.96	0.63	0.53	0.36	0.59	0.70	0.79	0.00	
Standard error	0.05	0.07	0.07	0.07	0.08	0.23	0.09	0.13	0.46	0.10	0.11	0.28	0.07	0.08	0.15	0.25	0.20	0.18	0.12	0.23	0.19	0.20	0.09	0.10	0.12	0.20	0.00	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 89

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	180	17	21	26	180
Weighted base	180	15	22	30	180
NET: Good	166 92%	13 84%	21 95%	27 92%	166 92%
Very good (+2)	120 66%	10 64%	19 85%	18 61%	120 66%
Slightly good (+1)	46 25%	3 20%	2 11%	9 31%	46 25%
Neither good nor bad (0)	14 8%	2 16%	1 5%	2 8%	14 8%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	1 *	-	-	-	1 *
NET: Bad	1 *	-	-	-	1 *
Mean	1.57	1.48	1.80	1.53	1.57
Standard deviation	0.68	0.78	0.51	0.65	0.68
Standard error	0.05	0.19	0.11	0.13	0.05

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 90

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	180	70	108	97	69	14	35	31	4	62	36	10	93	73	14	11	7	15	11	18	11	7	16	36	32	15	1
Weighted base	180	96	82	126	44	11	65	26	5	61	16	6	85	82	13	13	3	17	7	18	15	3	13	41	33	14	2
NET: Good	173 96%	91 94%	81 98%	122 97%	41 94%	10 94%	61 94%	25 94%	5 100%	61 100%	15 93%	5 90%	79 93%	81 99%	13 98%	13 100%	3 100%	14 78%	6 95%	17 91%	15 100%	3 91%	13 100%	41 99%	32 99%	14 100%	2 100%
Very good	(+2) 137 76%	69 71%	68 82%	96 76%	35 79%	7 65%	44 67%	22 84%	2 52%	52 85%	11 73%	4 76%	64 75%	64 78%	10 72%	12 91%	3 86%	10 59%	6 90%	14 77%	10 63%	2 63%	10 79%	34 83%	25 75%	9 67%	2 100%
Slightly good	(+1) 36 20%	22 23%	13 16%	26 21%	6 14%	3 30%	17 27%	2 9%	2 48%	9 15%	3 20%	1 14%	15 18%	17 21%	3 25%	1 9%	* 14%	3 18%	* 5%	3 14%	6 37%	1 28%	3 21%	6 16%	8 24%	5 33%	- -
Neither good nor bad	(0) 3 1%	1 1%	2 2%	- -	2 4%	1 6%	- -	1 3%	- -	- -	1 7%	1 10%	2 3%	- -	* 2%	- -	- -	- -	* 5%	1 4%	- -	* 9%	- -	1 1%	1 1%	- -	- -
Slightly bad	(-1) 5 3%	5 5%	- -	4 3%	1 2%	- -	4 6%	1 3%	- -	- -	- -	- -	4 5%	1 1%	- -	- -	- -	4 22%	- -	1 5%	- -	- -	- -	- -	- -	- -	- -
Very bad	(-2) - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Bad	5 3%	5 5%	- -	4 3%	1 2%	- -	4 6%	1 3%	- -	- -	- -	- -	4 5%	1 1%	- -	- -	- -	4 22%	- -	1 5%	- -	- -	- -	- -	- -	- -	- -
Mean	1.69	1.60	1.80	1.70	1.71	1.59	1.55	1.75	1.52	1.85	1.65	1.66	1.63	1.75	1.70	1.91	1.86	1.15	1.85	1.62	1.63	1.53	1.79	1.82	1.73	1.67	2.00
Standard deviation	0.63	0.75	0.45	0.63	0.66	0.62	0.79	0.69	0.56	0.36	0.63	0.72	0.75	0.50	0.53	0.30	0.42	1.25	0.52	0.81	0.50	0.79	0.42	0.43	0.48	0.49	0.00
Standard error	0.05	0.09	0.04	0.06	0.08	0.17	0.13	0.12	0.28	0.05	0.10	0.23	0.08	0.06	0.14	0.09	0.16	0.32	0.16	0.19	0.15	0.30	0.11	0.07	0.09	0.13	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 90

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	180	17	21	26	180
Weighted base	180	15	22	30	180
NET: Good	173 96%	14 94%	22 99%	28 93%	173 96%
Very good (+2)	137 76%	9 60%	19 86%	19 63%	137 76%
Slightly good (+1)	36 20%	5 34%	3 12%	9 30%	36 20%
Neither good nor bad (0)	3 1%	-	* 1%	-	3 1%
Slightly bad (-1)	5 3%	1 6%	-	2 7%	5 3%
Very bad (-2)	-	-	-	-	-
NET: Bad	5 3%	1 6%	-	2 7%	5 3%
Mean	1.69	1.48	1.85	1.50	1.69
Standard deviation	0.63	0.80	0.41	0.82	0.63
Standard error	0.05	0.19	0.09	0.16	0.05

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 91
Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?
Ease of use
Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	180	70	108	97	69	14	35	31	4	62	36	10	93	73	14	11	7	15	11	18	11	7	16	36	32	15	1
Weighted base	180	96	82	126	44	11	65	26	5	61	16	6	85	82	13	13	3	17	7	18	15	3	13	41	33	14	2
NET: Good	163 90%	82 86%	79 95%	113 90%	40 92%	9 88%	55 85%	24 90%	4 74%	58 95%	15 95%	6 100%	75 89%	76 93%	11 84%	13 100%	3 100%	13 76%	6 95%	17 91%	12 79%	3 100%	13 100%	39 93%	30 91%	11 84%	2 100%
Very good	(+2) 125 69%	67 70%	56 68%	87 69%	32 73%	6 56%	46 70%	19 73%	2 52%	41 67%	12 76%	3 58%	63 75%	53 65%	8 61%	9 74%	3 100%	11 64%	5 84%	12 68%	6 36%	2 72%	9 72%	29 70%	24 74%	10 70%	2 100%
Slightly good	(+1) 38 21%	15 16%	22 27%	27 21%	8 19%	3 33%	10 15%	5 17%	1 22%	17 28%	3 19%	2 42%	12 14%	23 28%	3 23%	3 26%	-	2 12%	1 11%	4 23%	7 43%	1 28%	4 28%	10 23%	5 16%	2 14%	-
Neither good nor bad	(0) 11 6%	9 9%	2 2%	7 6%	2 6%	1 12%	6 9%	2 7%	1 26%	1 2%	1 5%	-	6 7%	3 3%	2 16%	-	-	4 24%	* 5%	1 4%	1 8%	-	-	1 2%	3 9%	* 3%	-
Slightly bad	(-1) 6 3%	4 4%	2 2%	6 4%	-	-	4 6%	-	-	2 3%	-	-	4 4%	2 2%	-	-	-	-	-	-	2 12%	-	-	2 5%	-	2 13%	-
Very bad	(-2) 1 *	1 1%	-	-	1 2%	-	-	1 3%	-	-	-	-	-	1 1%	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
NET: Bad	6 4%	5 5%	2 2%	6 4%	1 2%	-	4 6%	1 3%	-	2 3%	-	-	4 4%	3 3%	-	-	-	-	-	1 5%	2 12%	-	-	2 5%	-	2 13%	-
Mean	1.55	1.50	1.61	1.54	1.62	1.44	1.50	1.56	1.26	1.59	1.72	1.58	1.59	1.54	1.45	1.74	2.00	1.41	1.79	1.49	1.03	1.72	1.72	1.58	1.65	1.41	2.00
Standard deviation	0.79	0.89	0.65	0.80	0.78	0.73	0.89	0.90	0.95	0.69	0.56	0.54	0.81	0.77	0.79	0.46	0.00	0.87	0.56	0.99	1.00	0.53	0.47	0.77	0.65	1.07	0.00
Standard error	0.06	0.11	0.06	0.08	0.09	0.20	0.15	0.16	0.48	0.09	0.09	0.17	0.08	0.09	0.21	0.14	0.00	0.22	0.17	0.23	0.30	0.20	0.12	0.13	0.12	0.28	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 91
Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?
Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	180	17	21	26	180
Weighted base	180	15	22	30	180
NET: Good	163 90%	14 91%	20 89%	30 100%	163 90%
Very good (+2)	125 69%	7 45%	17 75%	22 73%	125 69%
Slightly good (+1)	38 21%	7 46%	3 14%	8 27%	38 21%
Neither good nor bad (0)	11 6%	* 3%	2 11%	-	11 6%
Slightly bad (-1)	6 3%	-	-	-	6 3%
Very bad (-2)	1 *	1 6%	-	-	1 *
NET: Bad	6 4%	1 6%	-	-	6 4%
Mean	1.55	1.24	1.64	1.73	1.55
Standard deviation	0.79	1.01	0.69	0.45	0.79
Standard error	0.06	0.24	0.15	0.09	0.06

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 92

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	180	70	108	97	69	14	35	31	4	62	36	10	93	73	14	11	7	15	11	18	11	7	16	36	32	15	1
Weighted base	180	96	82	126	44	11	65	26	5	61	16	6	85	82	13	13	3	17	7	18	15	3	13	41	33	14	2
NET: Good	166 92%	88 91%	77 93%	116 92%	40 91%	11 100%	59 91%	24 90%	5 100%	56 92%	15 92%	6 100%	75 89%	77 94%	13 100%	13 100%	3 100%	14 78%	5 84%	17 91%	13 88%	3 100%	13 96%	38 91%	33 100%	12 90%	2 100%
Very good	(+2) 63%	62 65%	51 62%	80 64%	30 68%	4 38%	43 66%	18 70%	1 25%	37 61%	11 67%	3 48%	55 65%	51 62%	8 61%	6 47%	2 57%	9 53%	5 73%	12 68%	6 36%	2 56%	10 79%	30 72%	23 70%	7 53%	2 100%
Slightly good	(+1) 29%	25 26%	26 31%	35 28%	10 23%	7 62%	16 25%	5 20%	4 75%	19 31%	4 26%	3 52%	20 24%	27 33%	5 39%	7 53%	1 43%	4 25%	1 11%	4 23%	8 52%	1 44%	2 18%	8 19%	10 30%	5 37%	-
Neither good nor bad	(0) 5%	7 7%	2 2%	5 4%	4 9%	-	4 6%	3 10%	-	1 1%	1 8%	-	7 8%	2 2%	-	-	-	4 22%	1 16%	2 9%	-	-	* 4%	1 2%	-	* 3%	-
Slightly bad	(-1) 3%	2 2%	4 5%	6 5%	-	-	2 3%	-	-	4 6%	-	-	3 3%	3 4%	-	-	-	-	-	-	2 12%	-	-	3 7%	-	1 7%	-
Very bad	(-2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	6 3%	2 2%	4 5%	6 5%	-	-	2 3%	-	-	4 6%	-	-	3 3%	3 4%	-	-	-	-	-	-	2 12%	-	-	3 7%	-	1 7%	-
Mean	1.52	1.54	1.50	1.51	1.60	1.38	1.54	1.60	1.25	1.47	1.59	1.48	1.50	1.53	1.61	1.47	1.57	1.31	1.58	1.59	1.11	1.56	1.75	1.55	1.70	1.35	2.00
Standard deviation	0.73	0.71	0.77	0.78	0.65	0.51	0.74	0.68	0.49	0.82	0.65	0.55	0.79	0.71	0.51	0.52	0.59	0.84	0.81	0.67	0.95	0.59	0.53	0.86	0.47	0.89	0.00
Standard error	0.05	0.09	0.07	0.08	0.08	0.14	0.13	0.12	0.24	0.10	0.11	0.17	0.08	0.08	0.14	0.16	0.22	0.22	0.25	0.16	0.29	0.22	0.13	0.14	0.08	0.23	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 92

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	180	17	21	26	180
Weighted base	180	15	22	30	180
NET: Good	166 92%	14 91%	21 94%	28 93%	166 92%
Very good (+2)	114 63%	7 47%	17 77%	18 62%	114 63%
Slightly good (+1)	52 29%	7 44%	4 18%	9 31%	52 29%
Neither good nor bad (0)	8 5%	1 9%	1 6%	2 7%	8 5%
Slightly bad (-1)	6 3%	-	-	-	6 3%
Very bad (-2)	-	-	-	-	-
NET: Bad	6 3%	-	-	-	6 3%
Mean	1.52	1.38	1.71	1.56	1.52
Standard deviation	0.73	0.66	0.57	0.63	0.73
Standard error	0.05	0.16	0.13	0.12	0.05

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 93

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	180	70	108	97	69	14	35	31	4	62	36	10	93	73	14	11	7	15	11	18	11	7	16	36	32	15	1
Weighted base	180	96	82	126	44	11	65	26	5	61	16	6	85	82	13	13	3	17	7	18	15	3	13	41	33	14	2
NET: Good	88	49	37	56	25	6	30	16	4	26	8	3	44	35	9	4	3	9	4	12	8	1	7	24	7	6	2
	49%	51%	45%	45%	58%	60%	46%	60%	75%	43%	50%	48%	52%	43%	64%	32%	88%	54%	63%	64%	53%	34%	50%	59%	21%	45%	100%
Very good	(+2)	48	25	23	32	16	14	11	-	17	5	1	27	14	7	3	1	2	2	6	5	1	4	11	6	4	2
		27%	26%	28%	25%	35%	22%	41%	-	28%	29%	22%	32%	17%	54%	23%	37%	14%	31%	33%	32%	34%	33%	26%	19%	28%	100%
Slightly good	(+1)	39	24	14	25	10	15	5	4	9	3	1	17	21	1	1	2	7	2	6	3	-	2	14	1	2	-
		22%	25%	17%	19%	22%	24%	18%	75%	15%	20%	26%	20%	26%	10%	10%	51%	40%	32%	31%	21%	-	17%	33%	2%	18%	-
Neither good nor bad	(0)	89	43	45	66	18	4	32	11	35	8	3	41	43	5	9	*	8	2	7	5	2	6	15	26	7	-
		49%	45%	55%	52%	42%	40%	48%	40%	25%	57%	50%	48%	52%	36%	68%	12%	46%	37%	36%	35%	66%	50%	37%	79%	55%	-
Slightly bad	(-1)	4	4	-	4	-	4	-	-	-	-	-	-	4	-	-	-	-	-	-	2	-	-	2	-	-	-
		2%	4%	-	3%	-	6%	-	-	-	-	-	-	5%	-	-	-	-	-	-	12%	-	-	5%	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		4	4	-	4	-	4	-	-	-	-	-	-	4	-	-	-	-	-	-	2	-	-	2	-	-	-
		2%	4%	-	3%	-	6%	-	-	-	-	-	-	5%	-	-	-	-	-	-	12%	-	-	5%	-	-	-
Mean	0.73	0.73	0.73	0.67	0.93	0.72	0.62	1.01	0.75	0.72	0.79	0.71	0.83	0.56	1.18	0.55	1.26	0.67	0.94	0.97	0.73	0.69	0.84	0.80	0.40	0.73	2.00
Standard deviation	0.88	0.90	0.88	0.89	0.89	0.70	0.90	0.92	0.49	0.89	0.90	0.89	0.88	0.83	0.97	0.87	0.78	0.73	0.90	0.86	1.08	1.13	0.93	0.89	0.80	0.90	0.00
Standard error	0.07	0.11	0.08	0.09	0.11	0.19	0.15	0.17	0.24	0.11	0.15	0.28	0.09	0.10	0.26	0.26	0.29	0.19	0.27	0.20	0.33	0.43	0.23	0.15	0.14	0.23	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 93

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	180	17	21	26	180
Weighted base	180	15	22	30	180
NET: Good	88 49%	9 61%	17 75%	21 72%	88 49%
Very good (+2)	48 27%	6 38%	10 43%	12 40%	48 27%
Slightly good (+1)	39 22%	4 23%	7 31%	9 32%	39 22%
Neither good nor bad (0)	89 49%	4 26%	6 25%	8 28%	89 49%
Slightly bad (-1)	4 2%	2 12%	-	-	4 2%
Very bad (-2)	-	-	-	-	-
NET: Bad	4 2%	2 12%	-	-	4 2%
Mean	0.73	0.87	1.18	1.13	0.73
Standard deviation	0.88	1.10	0.83	0.83	0.88
Standard error	0.07	0.27	0.18	0.16	0.07

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 94

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	180	70	108	97	69	14	35	31	4	62	36	10	93	73	14	11	7	15	11	18	11	7	16	36	32	15	1	
Weighted base	180	96	82	126	44	11	65	26	5	61	16	6	85	82	13	13	3	17	7	18	15	3	13	41	33	14	2	
NET: Good	149	81	67	112	32	6	59	20	2	53	11	3	74	64	11	8	3	13	5	15	14	2	12	33	28	11	2	
	83%	84%	81%	89%	72%	53%	91%	75%	48%	87%	68%	56%	87%	77%	85%	67%	100%	75%	84%	81%	92%	72%	90%	81%	86%	84%	100%	
Very good	(+2)	123	66	56	94	26	3	49	15	1	45	9	2	61	55	8	8	3	7	5	11	9	2	10	31	26	7	2
		68%	69%	68%	75%	59%	29%	76%	59%	27%	74%	60%	31%	72%	67%	59%	67%	86%	40%	84%	61%	61%	72%	79%	74%	79%	53%	100%
Slightly good	(+1)	25	15	10	17	6	2	10	4	1	8	1	1	13	9	4	*	6	-	4	5	-	1	3	2	4	-	
		14%	16%	12%	14%	13%	23%	15%	17%	22%	13%	7%	25%	15%	11%	27%	-	14%	35%	-	20%	31%	-	11%	7%	7%	30%	-
Neither good nor bad	(0)	23	9	14	8	10	5	2	4	2	6	5	3	8	13	2	3	-	2	1	2	1	1	6	3	2	-	
		13%	9%	17%	6%	24%	47%	3%	17%	52%	10%	32%	44%	10%	16%	15%	25%	-	14%	16%	9%	8%	28%	10%	14%	10%	16%	-
Slightly bad	(-1)	8	6	2	6	2	-	4	2	-	2	-	-	3	5	-	1	-	2	-	2	-	-	2	1	-	-	
		5%	6%	2%	5%	5%	-	6%	8%	-	3%	-	-	3%	6%	-	9%	-	11%	-	10%	-	-	5%	4%	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		8	6	2	6	2	-	4	2	-	2	-	-	3	5	-	1	-	2	-	2	-	-	2	1	-	-	
		5%	6%	2%	5%	5%	-	6%	8%	-	3%	-	-	3%	6%	-	9%	-	11%	-	10%	-	-	5%	4%	-	-	
Mean	1.46	1.47	1.47	1.59	1.26	0.82	1.60	1.26	0.75	1.57	1.28	0.87	1.55	1.38	1.44	1.24	1.86	1.03	1.68	1.33	1.53	1.44	1.69	1.49	1.62	1.37	2.00	
Standard deviation	0.88	0.91	0.86	0.82	0.98	0.90	0.83	1.01	0.95	0.81	0.95	0.94	0.81	0.98	0.76	1.14	0.42	1.02	0.79	1.02	0.67	1.07	0.68	0.93	0.82	0.78	0.00	
Standard error	0.07	0.11	0.08	0.08	0.12	0.24	0.14	0.18	0.48	0.10	0.16	0.30	0.08	0.11	0.20	0.34	0.16	0.26	0.24	0.24	0.20	0.40	0.17	0.15	0.15	0.20	0.00	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 94

Q20b. You said you use Apple podcasts to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	180	17	21	26	180
Weighted base	180	15	22	30	180
NET: Good	149 83%	13 83%	21 93%	24 81%	149 83%
Very good (+2)	123 68%	8 50%	15 67%	16 53%	123 68%
Slightly good (+1)	25 14%	5 32%	6 26%	8 28%	25 14%
Neither good nor bad (0)	23 13%	2 12%	2 7%	4 13%	23 13%
Slightly bad (-1)	8 5%	1 6%	-	2 7%	8 5%
Very bad (-2)	-	-	-	-	-
NET: Bad	8 5%	1 6%	-	2 7%	8 5%
Mean	1.46	1.27	1.60	1.27	1.46
Standard deviation	0.88	0.91	0.63	0.94	0.88
Standard error	0.07	0.22	0.14	0.18	0.07

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 95

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

		Aspects					
		Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base		46	46	46	46	46	46
Weighted base		45	45	45	45	45	45
NET: Good		41 91%	43 97%	40 89%	41 91%	28 63%	36 79%
Very good	(+2)	22 49%	25 55%	21 47%	22 50%	16 36%	25 56%
Slightly good	(+1)	19 42%	19 41%	19 42%	18 41%	12 27%	11 23%
Neither good nor bad	(0)	4 9%	2 3%	3 7%	2 5%	14 30%	4 10%
Slightly bad	(-1)	-	-	-	2 4%	2 4%	3 6%
Very bad	(-2)	-	-	2 4%	-	1 3%	2 5%
NET: Bad		-	-	2 4%	2 4%	3 7%	5 11%
Mean		1.40	1.52	1.27	1.36	0.90	1.20
Standard deviation		0.66	0.57	0.93	0.78	1.04	1.15
Standard error		0.10	0.08	0.14	0.11	0.15	0.17

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 96

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	46	30	15	19	26	1	12	17	1	7	8	-	22	17	7	-	6	8	3	3	3	5	2	8	5	3	-	
Weighted base	45	35	9	27	17	1	21	13	1	6	3	-	22	18	5	-	3	8	3	3	2	4	1	11	6	4	-	
NET: Good	41	31	9	23	17	1	17	12	1	6	3	-	17	18	5	-	2	6	3	1	2	4	1	11	6	4	-	
	91%	88%	100%	86%	98%	100%	82%	97%	100%	100%	100%	-	81%	100%	100%	-	85%	75%	100%	45%	100%	100%	100%	100%	100%	100%	-	
Very good	(+2)	22	17	5	9	12	1	8	8	1	2	3	-	8	11	4	-	1	5	1	*	2	3	-	1	5	4	-
		49%	48%	48%	35%	68%	100%	37%	62%	100%	29%	81%	-	37%	57%	71%	-	49%	63%	23%	13%	100%	82%	-	5%	84%	100%	-
Slightly good	(+1)	19	14	5	14	5	-	9	4	-	4	1	-	10	8	1	-	1	1	2	1	-	1	1	11	1	-	-
		42%	40%	52%	52%	30%	-	46%	35%	-	71%	19%	-	44%	43%	29%	-	37%	12%	77%	32%	-	18%	100%	95%	16%	-	-
Neither good nor bad	(0)	4	4	-	4	*	-	4	*	-	-	-	-	4	-	-	-	*	2	-	2	-	-	-	-	-	-	-
		9%	12%	-	14%	2%	-	18%	3%	-	-	-	-	19%	-	-	-	15%	25%	-	55%	-	-	-	-	-	-	-
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.40	1.37	1.48	1.21	1.66	2.00	1.19	1.59	2.00	1.29	1.81	-	1.18	1.57	1.71	-	1.34	1.38	1.23	0.58	2.00	1.82	1.00	1.05	1.84	2.00	-	
Standard deviation	0.66	0.69	0.53	0.68	0.54	-	0.73	0.57	-	0.49	0.46	-	0.74	0.51	0.50	-	0.92	0.92	0.53	0.87	-	0.45	-	0.22	0.40	0.00	-	
Standard error	0.10	0.13	0.14	0.16	0.11	-	0.21	0.14	-	0.19	0.16	-	0.16	0.12	0.19	-	0.37	0.32	0.30	0.50	-	0.20	-	0.08	0.18	0.00	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 96

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	46	5	4	2	2
Weighted base	45	4	3	3	4
NET: Good	41 91%	4 100%	3 100%	1 35%	2 50%
Very good (+2)	22 49%	1 27%	2 68%	-	-
Slightly good (+1)	19 42%	3 73%	1 32%	1 35%	2 50%
Neither good nor bad (0)	4 9%	-	-	2 65%	2 50%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.40	1.27	1.68	0.35	0.50
Standard deviation	0.66	0.51	0.59	0.61	0.58
Standard error	0.10	0.23	0.29	0.43	0.41

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 97

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	46	30	15	19	26	1	12	17	1	7	8	-	22	17	7	-	6	8	3	3	3	5	2	8	5	3	-	
Weighted base	45	35	9	27	17	1	21	13	1	6	3	-	22	18	5	-	3	8	3	3	2	4	1	11	6	4	-	
NET: Good	43	33	9	27	15	1	21	11	1	6	3	-	21	18	4	-	3	8	3	3	2	3	1	11	6	4	-	
	97%	96%	100%	100%	91%	100%	100%	88%	100%	100%	100%	-	96%	100%	88%	-	100%	100%	100%	100%	100%	83%	100%	92%	100%	100%	-	
Very good	(+2)	25	18	6	13	10	1	10	7	1	3	3	-	7	15	4	-	1	5	1	1	2	-	5	5	3	-	
		55%	51%	67%	50%	60%	100%	48%	52%	100%	58%	81%	-	31%	79%	75%	-	49%	63%	28%	45%	100%	65%	-	40%	84%	60%	-
Slightly good	(+1)	19	15	3	13	5	-	11	5	-	3	1	-	14	4	1	-	1	3	2	2	-	1	1	6	1	2	-
		41%	44%	33%	50%	31%	-	52%	36%	-	42%	19%	-	65%	21%	13%	-	51%	37%	72%	55%	-	18%	100%	52%	16%	40%	-
Neither good nor bad	(0)	2	2	-	-	2	-	-	2	-	-	-	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	
		3%	4%	-	-	9%	-	-	12%	-	-	-	-	4%	-	12%	-	-	-	-	-	17%	-	8%	-	-	-	
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	1.52	1.47	1.67	1.50	1.51	2.00	1.48	1.40	2.00	1.58	1.81	-	1.26	1.79	1.62	-	1.49	1.63	1.28	1.45	2.00	1.48	1.00	1.32	1.84	1.60	-	
Standard deviation	0.57	0.59	0.50	0.51	0.68	-	0.51	0.72	-	0.54	0.46	-	0.54	0.42	0.77	-	0.64	0.52	0.56	0.60	-	0.90	-	0.64	0.40	0.56	-	
Standard error	0.08	0.11	0.13	0.12	0.13	-	0.15	0.18	-	0.20	0.16	-	0.12	0.10	0.29	-	0.26	0.18	0.32	0.35	-	0.40	-	0.23	0.18	0.32	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 97

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	46	5	4	2	2
Weighted base	45	4	3	3	4
NET: Good	43 97%	3 78%	2 77%	3 100%	4 100%
Very good (+2)	25 55%	* 11%	1 45%	- -	2 50%
Slightly good (+1)	19 41%	3 67%	1 32%	3 100%	2 50%
Neither good nor bad (0)	2 3%	1 22%	1 23%	- -	- -
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.52	0.89	1.22	1.00	1.50
Standard deviation	0.57	0.65	1.00	0.00	0.58
Standard error	0.08	0.29	0.50	0.00	0.41

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 98

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male		Female		Female		AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land		South East	South West	North-ern Ire-land
							18-34	35-54	18-34	35-54	18-34	35-54											London	London			
Unweighted base	46	30	15	19	26	1	12	17	1	7	8	-	22	17	7	-	6	8	3	3	3	5	2	8	5	3	-
Weighted base	45	35	9	27	17	1	21	13	1	6	3	-	22	18	5	-	3	8	3	3	2	4	1	11	6	4	-
NET: Good	40	30	9	22	17	1	16	13	1	6	3	-	20	16	4	-	2	8	3	3	2	4	1	7	6	4	-
	89%	86%	100%	81%	100%	100%	76%	100%	100%	100%	100%	-	91%	88%	82%	-	66%	100%	100%	100%	100%	100%	100%	64%	100%	100%	-
Very good	(+2)	21	13	7	14	5	9	3	1	5	2	-	8	10	3	-	-	5	1	1	*	2	1	2	5	3	-
		47%	38%	72%	54%	31%	45%	20%	100%	84%	53%	-	38%	55%	52%	-	-	58%	28%	45%	25%	51%	66%	21%	84%	79%	-
Slightly good	(+1)	19	16	3	7	12	6	10	-	1	2	-	11	6	2	-	2	3	2	2	1	2	*	5	1	1	-
		42%	48%	28%	28%	69%	31%	80%	-	16%	47%	-	53%	34%	30%	-	66%	42%	72%	55%	75%	49%	34%	43%	16%	21%	-
Neither good nor bad	(0)	3	3	-	3	-	3	-	-	-	-	-	2	1	1	-	1	-	-	-	-	-	-	2	-	-	-
		7%	9%	-	11%	-	15%	-	-	-	-	-	12%	18%	-	34%	-	-	-	-	-	-	-	19%	-	-	-
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	2	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
		4%	6%	-	7%	-	9%	-	-	-	-	-	9%	-	-	-	-	-	-	-	-	-	-	17%	-	-	-
NET: Bad		2	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
		4%	6%	-	7%	-	9%	-	-	-	-	-	9%	-	-	-	-	-	-	-	-	-	-	17%	-	-	-
Mean	1.27	1.13	1.72	1.21	1.31	2.00	1.03	1.20	2.00	1.84	1.53	-	1.12	1.43	1.35	-	0.66	1.58	1.28	1.45	1.25	1.51	1.66	0.52	1.84	1.79	-
Standard deviation	0.93	0.99	0.47	1.14	0.48	-	1.23	0.42	-	0.41	0.59	-	1.11	0.71	0.85	-	0.61	0.53	0.56	0.60	-	0.59	-	1.36	0.40	0.46	-
Standard error	0.14	0.18	0.12	0.26	0.09	-	0.35	0.10	-	0.15	0.21	-	0.24	0.17	0.32	-	0.25	0.19	0.32	0.35	-	0.26	-	0.48	0.18	0.27	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 98

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	46	5	4	2	2
Weighted base	45	4	3	3	4
NET: Good	40 89%	4 100%	3 100%	3 100%	2 50%
Very good (+2)	21 47%	2 47%	2 77%	-	2 50%
Slightly good (+1)	19 42%	2 53%	1 23%	3 100%	-
Neither good nor bad (0)	3 7%	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	2 4%	-	-	-	2 50%
NET: Bad	2 4%	-	-	-	2 50%
Mean	1.27	1.47	1.77	1.00	0.02
Standard deviation	0.93	0.57	0.53	0.00	2.32
Standard error	0.14	0.26	0.26	0.00	1.64

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 99

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?**Ease of navigation****Base: All respondents answering about each**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	46	30	15	19	26	1	12	17	1	7	8	-	22	17	7	-	6	8	3	3	3	5	2	8	5	3	-
Weighted base	45	35	9	27	17	1	21	13	1	6	3	-	22	18	5	-	3	8	3	3	2	4	1	11	6	4	-
NET: Good	41	31	9	24	16	1	19	11	1	5	3	-	17	18	5	-	2	7	3	3	2	4	1	9	6	4	-
	91%	91%	90%	89%	92%	100%	91%	90%	100%	84%	100%	-	80%	100%	100%	-	85%	88%	100%	100%	100%	100%	100%	75%	100%	100%	-
Very good (+2)	22	16	6	13	8	1	10	5	1	3	2	-	8	13	2	-	1	5	1	*	1	1	5	5	2	-	
	50%	46%	60%	49%	47%	100%	47%	39%	100%	56%	66%	-	37%	68%	39%	-	29%	70%	51%	13%	51%	33%	66%	40%	84%	40%	-
Slightly good (+1)	18	16	3	11	8	-	9	6	-	2	1	-	9	6	3	-	1	1	1	3	1	2	*	4	1	3	-
	41%	45%	30%	40%	45%	-	44%	51%	-	28%	34%	-	43%	32%	61%	-	56%	19%	49%	87%	49%	67%	34%	35%	16%	60%	-
Neither good nor bad (0)	2	1	1	1	1	-	-	1	-	1	-	-	2	-	-	-	*	1	-	-	-	-	-	1	-	-	-
	5%	4%	10%	4%	8%	-	-	10%	-	16%	-	-	11%	-	-	-	15%	12%	-	-	-	-	-	9%	-	-	-
Slightly bad (-1)	2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	4%	6%	-	7%	-	-	9%	-	-	-	-	-	9%	-	-	-	-	-	-	-	-	-	-	17%	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	4%	6%	-	7%	-	-	9%	-	-	-	-	-	9%	-	-	-	-	-	-	-	-	-	-	17%	-	-	-
Mean	1.36	1.31	1.49	1.31	1.40	2.00	1.29	1.28	2.00	1.40	1.66	-	1.09	1.68	1.39	-	1.15	1.58	1.51	1.13	1.51	1.33	1.66	0.98	1.84	1.40	-
Standard deviation	0.78	0.80	0.72	0.86	0.65	-	0.89	0.67	-	0.83	0.56	-	0.93	0.48	0.54	-	0.82	0.74	0.62	0.41	-	0.55	-	1.13	0.40	0.56	-
Standard error	0.11	0.15	0.18	0.20	0.13	-	0.26	0.16	-	0.31	0.20	-	0.20	0.12	0.21	-	0.34	0.26	0.36	0.24	-	0.25	-	0.40	0.18	0.32	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 99

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	46	5	4	2	2
Weighted base	45	4	3	3	4
NET: Good	41 91%	4 100%	3 100%	3 100%	2 50%
Very good (+2)	22 50%	3 73%	2 77%	-	2 50%
Slightly good (+1)	18 41%	1 27%	1 23%	3 100%	-
Neither good nor bad (0)	2 5%	-	-	-	-
Slightly bad (-1)	2 4%	-	-	-	2 50%
Very bad (-2)	-	-	-	-	-
NET: Bad	2 4%	-	-	-	2 50%
Mean	1.36	1.73	1.77	1.00	0.51
Standard deviation	0.78	0.51	0.53	0.00	1.74
Standard error	0.11	0.23	0.26	0.00	1.23

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 100

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	46	30	15	19	26	1	12	17	1	7	8	-	22	17	7	-	6	8	3	3	3	5	2	8	5	3	-	
Weighted base	45	35	9	27	17	1	21	13	1	6	3	-	22	18	5	-	3	8	3	3	2	4	1	11	6	4	-	
NET: Good	28	19	8	17	10	1	12	6	1	5	3	-	10	14	4	-	2	8	2	3	1	2	1	3	4	3	-	
	63%	56%	85%	63%	60%	100%	57%	50%	100%	84%	87%	-	46%	75%	88%	-	85%	100%	77%	100%	51%	51%	66%	23%	67%	60%	-	
Very good	(+2)	16	10	5	11	5	8	2	-	3	2	-	6	8	2	-	-	4	-	3	*	2	-	3	4	-	-	
		36%	30%	55%	42%	30%	38%	19%	-	56%	53%	-	29%	44%	37%	-	-	53%	-	100%	25%	51%	-	23%	67%	-	-	
Slightly good	(+1)	12	9	3	6	5	4	4	1	2	1	-	4	6	3	-	2	4	2	-	*	-	1	-	-	3	-	
		27%	26%	30%	21%	30%	19%	31%	100%	27%	34%	-	17%	31%	51%	-	85%	47%	77%	-	25%	-	66%	-	-	60%	-	
Neither good nor bad	(0)	14	12	1	7	7	6	6	-	1	*	-	8	5	1	-	*	-	1	-	1	1	*	7	2	2	-	
		30%	35%	15%	25%	40%	28%	50%	-	16%	13%	-	39%	25%	12%	-	15%	-	23%	-	49%	17%	34%	60%	33%	40%	-	
Slightly bad	(-1)	2	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	
		4%	6%	-	7%	-	9%	-	-	-	-	-	9%	-	-	-	-	-	-	-	-	-	-	17%	-	-	-	
Very bad	(-2)	1	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	
		3%	3%	-	4%	-	6%	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	32%	-	-	-	-	-	
NET: Bad		3	3	-	3	-	3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	1	-	2	-	-	-	
		7%	9%	-	12%	-	15%	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	32%	-	17%	-	-	-	
Mean		0.90	0.73	1.40	0.89	0.90	1.00	0.74	0.69	1.00	1.40	1.40	-	0.56	1.19	1.25	-	0.85	1.53	0.77	2.00	0.76	0.39	0.66	0.30	1.33	0.60	-
Standard deviation		1.04	1.06	0.78	1.18	0.86	-	1.24	0.81	-	0.83	0.84	-	1.18	0.83	0.73	-	0.45	0.53	0.53	0.00	-	2.09	-	1.05	1.03	0.56	-
Standard error		0.15	0.19	0.20	0.27	0.17	-	0.36	0.20	-	0.31	0.30	-	0.25	0.20	0.28	-	0.18	0.19	0.30	0.00	-	0.93	-	0.37	0.46	0.32	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 100

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	46	5	4	2	2
Weighted base	45	4	3	3	4
NET: Good	28 63%	1 16%	2 77%	2 65%	2 50%
Very good (+2)	16 36%	-	1 45%	2 65%	2 50%
Slightly good (+1)	12 27%	1 16%	1 32%	-	-
Neither good nor bad (0)	14 30%	3 84%	1 23%	1 35%	-
Slightly bad (-1)	2 4%	-	-	-	2 50%
Very bad (-2)	1 3%	-	-	-	-
NET: Bad	3 7%	-	-	-	2 50%
Mean	0.90	0.16	1.22	1.31	0.51
Standard deviation	1.04	0.42	1.00	1.21	1.74
Standard error	0.15	0.19	0.50	0.86	1.23

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 101

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	46	30	15	19	26	1	12	17	1	7	8	-	22	17	7	-	6	8	3	3	3	5	2	8	5	3	-	
Weighted base	45	35	9	27	17	1	21	13	1	6	3	-	22	18	5	-	3	8	3	3	2	4	1	11	6	4	-	
NET: Good	36	27	8	23	12	1	17	8	1	6	2	-	16	16	4	-	2	6	2	1	2	4	1	9	5	3	-	
	79%	77%	87%	86%	68%	100%	81%	67%	100%	100%	65%	-	76%	86%	72%	-	63%	81%	77%	45%	100%	100%	100%	77%	84%	79%	-	
Very good	(+2)	25	20	5	17	7	1	14	5	1	3	1	-	10	11	4	-	1	3	1	*	1	4	-	7	5	3	-
		56%	57%	47%	63%	42%	100%	65%	39%	100%	53%	38%	-	48%	61%	72%	-	34%	33%	28%	13%	75%	100%	-	60%	84%	79%	-
Slightly good	(+1)	11	7	4	6	4	-	3	4	-	3	1	-	6	5	-	-	1	4	1	1	*	-	1	2	-	-	-
		23%	20%	39%	23%	26%	-	16%	28%	-	47%	26%	-	28%	25%	-	-	29%	49%	49%	32%	25%	-	100%	17%	-	-	-
Neither good nor bad	(0)	4	3	1	-	4	-	-	3	-	-	1	-	3	1	1	-	1	1	1	-	-	-	1	-	1	-	
		10%	9%	13%	-	26%	-	-	25%	-	35%	-	-	12%	3%	28%	-	37%	19%	23%	-	-	-	5%	-	21%	-	
Slightly bad	(-1)	3	3	-	2	1	-	2	1	-	-	-	-	3	-	-	-	-	-	2	-	-	-	-	1	-	-	
		6%	8%	-	6%	6%	-	8%	8%	-	-	-	-	12%	-	-	-	-	-	55%	-	-	-	-	16%	-	-	
Very bad	(-2)	2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-	
		5%	6%	-	8%	-	-	10%	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	19%	-	-	-	
NET: Bad		5	5	-	4	1	-	4	1	-	-	-	-	3	2	-	-	-	-	2	-	-	-	2	1	-	-	
		11%	14%	-	14%	6%	-	19%	8%	-	-	-	-	12%	12%	-	-	-	-	55%	-	-	-	19%	16%	-	-	
Mean	1.20	1.14	1.34	1.26	1.04	2.00	1.18	0.99	2.00	1.53	1.03	-	1.11	1.23	1.43	-	0.98	1.14	1.05	0.03	1.75	2.00	1.00	1.00	1.53	1.58	-	
Standard deviation	1.15	1.25	0.74	1.26	0.98	-	1.41	1.02	-	0.55	1.02	-	1.06	1.31	1.01	-	1.07	0.75	0.89	1.44	-	0.00	-	1.60	1.20	0.92	-	
Standard error	0.17	0.23	0.19	0.29	0.19	-	0.41	0.25	-	0.21	0.36	-	0.23	0.32	0.38	-	0.44	0.27	0.51	0.83	-	0.00	-	0.57	0.54	0.53	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 101

Q20b. You said you use GooglePlay to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	46	5	4	2	2
Weighted base	45	4	3	3	4
NET: Good	36 79%	3 80%	3 100%	1 35%	4 100%
Very good (+2)	25 56%	2 58%	2 68%	1 35%	2 50%
Slightly good (+1)	11 23%	1 22%	1 32%	-	2 50%
Neither good nor bad (0)	4 10%	1 20%	-	-	-
Slightly bad (-1)	3 6%	-	-	2 65%	-
Very bad (-2)	2 5%	-	-	-	-
NET: Bad	5 11%	-	-	2 65%	-
Mean	1.20	1.37	1.68	0.04	1.50
Standard deviation	1.15	0.92	0.59	1.82	0.58
Standard error	0.17	0.41	0.29	1.28	0.41

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 102

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

		Aspects					
		Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base		181	181	181	181	181	181
Weighted base		190	190	190	190	190	190
NET: Good		159 84%	173 91%	177 93%	173 91%	109 57%	157 83%
Very good	(+2)	94 50%	113 59%	104 55%	103 54%	60 32%	94 50%
Slightly good	(+1)	65 35%	60 32%	73 39%	70 37%	48 25%	63 33%
Neither good nor bad	(0)	24 12%	12 7%	10 5%	13 7%	74 39%	28 15%
Slightly bad	(-1)	7 3%	2 1%	2 1%	3 1%	7 4%	5 3%
Very bad	(-2)	- -	2 1%	1 *	1 *	- -	- -
NET: Bad		7 3%	4 2%	3 1%	3 2%	7 4%	5 3%
Mean		1.30	1.48	1.46	1.43	0.86	1.30
Standard deviation		0.82	0.75	0.68	0.72	0.91	0.81
Standard error		0.06	0.06	0.05	0.05	0.07	0.06

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 103

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	181	85	95	103	67	11	41	38	6	61	29	5	85	80	16	13	7	12	25	16	14	8	12	35	18	17	4	
Weighted base	190	109	78	136	45	9	73	30	6	61	14	3	90	82	18	15	3	15	19	15	15	5	14	40	23	18	8	
NET: Good	159	92	66	114	40	6	61	27	3	51	13	3	76	68	16	15	2	15	15	11	13	3	13	36	17	14	5	
	84%	84%	84%	84%	89%	67%	84%	90%	50%	83%	87%	100%	84%	83%	91%	100%	59%	100%	80%	76%	84%	54%	94%	91%	74%	80%	64%	
Very good	(+2)	94	54	40	69	23	2	36	18	1	34	5	1	42	44	9	8	1	9	12	8	6	2	5	17	12	11	4
		50%	50%	50%	51%	51%	21%	49%	59%	13%	55%	35%	35%	47%	53%	49%	56%	26%	59%	64%	52%	36%	43%	34%	43%	52%	59%	49%
Slightly good	(+1)	65	37	27	44	17	4	26	9	2	17	8	2	34	24	7	7	1	6	3	4	7	1	8	19	5	4	1
		35%	34%	34%	33%	38%	46%	35%	31%	37%	28%	53%	65%	37%	30%	42%	44%	33%	41%	16%	25%	47%	10%	60%	48%	22%	21%	15%
Neither good nor bad	(0)	24	11	12	18	3	3	7	1	3	10	2	-	10	12	2	-	*	-	4	3	1	3	1	3	2	3	36%
		12%	10%	16%	13%	6%	33%	10%	3%	50%	17%	13%	-	11%	15%	9%	-	14%	-	20%	24%	10%	46%	6%	9%	13%	10%	10%
Slightly bad	(-1)	7	7	-	5	2	-	5	2	-	-	-	-	5	2	-	-	1	-	-	-	1	-	-	-	3	2	-
		3%	6%	-	3%	4%	-	6%	6%	-	-	-	-	5%	2%	-	-	27%	-	-	-	7%	-	-	-	13%	10%	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		7	7	-	5	2	-	5	2	-	-	-	-	5	2	-	-	1	-	-	-	1	-	-	-	3	2	-
		3%	6%	-	3%	4%	-	6%	6%	-	-	-	-	5%	2%	-	-	27%	-	-	-	7%	-	-	-	13%	10%	-
Mean	1.30	1.28	1.35	1.31	1.36	0.88	1.26	1.43	0.63	1.38	1.22	1.35	1.26	1.33	1.40	1.56	0.59	1.59	1.44	1.28	1.14	0.97	1.28	1.35	1.12	1.30	1.13	
Standard deviation	0.82	0.88	0.74	0.83	0.80	0.77	0.88	0.85	0.77	0.77	0.67	0.58	0.85	0.82	0.67	0.51	1.40	0.51	0.83	0.85	0.87	1.05	0.59	0.64	1.10	1.02	0.98	
Standard error	0.06	0.10	0.08	0.08	0.10	0.23	0.14	0.14	0.32	0.10	0.13	0.26	0.09	0.09	0.17	0.14	0.53	0.15	0.17	0.21	0.23	0.37	0.17	0.11	0.26	0.25	0.49	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 103

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	181	30	13	181	47
Weighted base	190	29	14	190	48
NET: Good	159 84%	27 91%	11 82%	159 84%	40 82%
Very good (+2)	94 50%	13 43%	8 61%	94 50%	28 57%
Slightly good (+1)	65 35%	14 49%	3 20%	65 35%	12 25%
Neither good nor bad (0)	24 12%	3 9%	1 6%	24 12%	7 14%
Slightly bad (-1)	7 3%	-	2 13%	7 3%	2 4%
Very bad (-2)	-	-	-	-	-
NET: Bad	7 3%	-	2 13%	7 3%	2 4%
Mean	1.30	1.34	1.30	1.30	1.35
Standard deviation	0.82	0.64	1.08	0.82	0.88
Standard error	0.06	0.12	0.30	0.06	0.13

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 104

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Quality of podcasts****Base: All respondents answering about each**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	181	85	95	103	67	11	41	38	6	61	29	5	85	80	16	13	7	12	25	16	14	8	12	35	18	17	4
Weighted base	190	109	78	136	45	9	73	30	6	61	14	3	90	82	18	15	3	15	19	15	15	5	14	40	23	18	8
NET: Good	173 91%	96 88%	76 96%	124 92%	42 94%	7 76%	65 88%	28 91%	4 63%	58 95%	14 100%	3 100%	80 89%	78 95%	15 87%	15 100%	3 86%	15 100%	17 89%	10 71%	14 94%	5 90%	11 80%	38 95%	19 85%	18 100%	8 100%
Very good (+2)	113 59%	65 59%	48 61%	83 61%	26 59%	3 37%	47 64%	17 55%	1 13%	36 59%	9 66%	3 83%	44 49%	57 69%	12 68%	10 65%	2 61%	10 66%	13 69%	6 41%	11 71%	2 41%	10 70%	21 53%	15 65%	9 52%	4 49%
Slightly good (+1)	60 32%	31 28%	28 35%	41 30%	16 35%	3 39%	17 24%	11 36%	3 50%	22 36%	5 34%	1 17%	36 40%	21 26%	3 19%	5 35%	1 25%	5 34%	4 20%	4 30%	3 23%	3 48%	1 10%	17 42%	5 20%	9 48%	4 51%
Neither good nor bad (0)	12 7%	10 9%	3 4%	8 6%	3 6%	2 24%	5 7%	3 9%	2 37%	3 5%	-	-	8 9%	4 5%	* 2%	-	* 14%	-	2 11%	4 29%	1 6%	1 10%	1 6%	2 5%	1 6%	-	-
Slightly bad (-1)	2 1%	2 2%	-	2 1%	-	-	2 3%	-	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	2 9%	-	-
Very bad (-2)	2 1%	2 2%	-	2 1%	-	-	2 3%	-	-	-	-	-	-	-	2 11%	-	-	-	-	-	-	-	2 14%	-	-	-	-
NET: Bad	4 2%	4 4%	-	4 3%	-	-	4 5%	-	-	-	-	-	2 2%	-	2 11%	-	-	-	-	-	-	-	2 14%	-	2 9%	-	-
Mean	1.48	1.41	1.58	1.48	1.53	1.13	1.45	1.47	0.77	1.54	1.66	1.83	1.36	1.64	1.33	1.65	1.46	1.66	1.58	1.12	1.66	1.31	1.23	1.48	1.42	1.52	1.49
Standard deviation	0.75	0.86	0.57	0.79	0.61	0.82	0.93	0.66	0.73	0.59	0.49	0.46	0.74	0.58	1.29	0.49	0.89	0.49	0.70	0.86	0.61	0.72	1.44	0.60	0.97	0.51	0.54
Standard error	0.06	0.09	0.06	0.08	0.08	0.25	0.15	0.11	0.30	0.08	0.09	0.20	0.08	0.07	0.32	0.14	0.34	0.14	0.14	0.21	0.16	0.25	0.42	0.10	0.23	0.12	0.27

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 104

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	181	30	13	181	47
Weighted base	190	29	14	190	48
NET: Good	173 91%	24 82%	13 94%	173 91%	43 89%
Very good (+2)	113 59%	17 57%	8 58%	113 59%	30 63%
Slightly good (+1)	60 32%	7 25%	5 35%	60 32%	13 26%
Neither good nor bad (0)	12 7%	3 11%	1 6%	12 7%	3 7%
Slightly bad (-1)	2 1%	-	-	2 1%	2 4%
Very bad (-2)	2 1%	2 6%	-	2 1%	-
NET: Bad	4 2%	2 6%	-	4 2%	2 4%
Mean	1.48	1.27	1.52	1.48	1.48
Standard deviation	0.75	1.11	0.64	0.75	0.80
Standard error	0.06	0.20	0.18	0.06	0.12

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 105

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	181	85	95	103	67	11	41	38	6	61	29	5	85	80	16	13	7	12	25	16	14	8	12	35	18	17	4
Weighted base	190	109	78	136	45	9	73	30	6	61	14	3	90	82	18	15	3	15	19	15	15	5	14	40	23	18	8
NET: Good	177	100	75	128	42	6	67	29	4	59	13	2	83	76	17	15	2	13	17	13	14	5	13	38	21	17	8
	93%	91%	96%	94%	95%	68%	92%	95%	63%	97%	93%	78%	93%	93%	98%	100%	59%	87%	89%	88%	93%	100%	94%	95%	94%	98%	100%
Very good	(+2) 104	59	43	78	22	4	41	15	3	35	6	1	45	50	9	10	1	9	14	5	5	3	6	21	13	13	4
	55%	54%	55%	57%	49%	42%	56%	51%	46%	58%	44%	35%	50%	60%	52%	68%	34%	61%	71%	32%	34%	58%	40%	54%	58%	70%	49%
Slightly good	(+1) 73	41	32	50	20	2	26	13	1	24	7	1	38	27	8	5	1	4	3	8	9	2	8	16	8	5	4
	39%	37%	41%	37%	46%	26%	36%	44%	17%	39%	49%	43%	43%	32%	46%	32%	25%	26%	18%	56%	60%	42%	54%	40%	36%	27%	51%
Neither good nor bad	(0) 10	8	2	7	1	2	6	*	2	1	-	-	6	4	*	-	1	2	2	2	-	-	-	2	1	*	-
	5%	8%	2%	5%	3%	24%	8%	1%	37%	2%	7%	-	6%	5%	2%	-	41%	13%	11%	12%	-	-	-	4%	6%	2%	-
Slightly bad	(-1) 2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	1%	1%	1%	1%	2%	-	-	3%	-	1%	-	-	1%	1%	-	-	-	-	-	-	7%	-	6%	-	-	-	-
Very bad	(-2) 1	-	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	1%	-	-	7%	-	-	-	-	-	22%	-	1%	-	-	-	-	-	-	-	-	-	2%	-	-	-
NET: Bad	3	1	2	1	1	1	-	1	-	1	-	1	1	2	-	-	-	-	-	-	1	-	1	1	-	-	-
	1%	1%	2%	1%	2%	7%	-	3%	-	1%	-	22%	1%	2%	-	-	-	-	-	-	7%	-	6%	2%	-	-	-
Mean	1.46	1.45	1.47	1.51	1.41	0.96	1.48	1.43	1.09	1.53	1.38	0.71	1.42	1.50	1.49	1.68	0.93	1.48	1.60	1.20	1.21	1.58	1.27	1.45	1.52	1.68	1.49
Standard deviation	0.68	0.68	0.69	0.63	0.67	1.22	0.64	0.70	0.99	0.61	0.63	1.81	0.66	0.73	0.56	0.48	1.06	0.74	0.70	0.65	0.77	0.55	0.79	0.73	0.62	0.53	0.54
Standard error	0.05	0.07	0.07	0.06	0.08	0.37	0.10	0.11	0.41	0.08	0.12	0.81	0.07	0.08	0.14	0.13	0.40	0.21	0.14	0.16	0.21	0.19	0.23	0.12	0.15	0.13	0.27

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 105

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	181	30	13	181	47
Weighted base	190	29	14	190	48
NET: Good	177 93%	26 90%	13 97%	177 93%	44 91%
Very good (+2)	104 55%	15 51%	9 64%	104 55%	23 47%
Slightly good (+1)	73 39%	11 39%	5 33%	73 39%	21 43%
Neither good nor bad (0)	10 5%	3 10%	* 3%	10 5%	4 8%
Slightly bad (-1)	2 1%	-	-	2 1%	1 2%
Very bad (-2)	1 *	-	-	1 *	-
NET: Bad	3 1%	-	-	3 1%	1 2%
Mean	1.46	1.41	1.61	1.46	1.36
Standard deviation	0.68	0.68	0.57	0.68	0.71
Standard error	0.05	0.12	0.16	0.05	0.10

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 106

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	181	85	95	103	67	11	41	38	6	61	29	5	85	80	16	13	7	12	25	16	14	8	12	35	18	17	4	
Weighted base	190	109	78	136	45	9	73	30	6	61	14	3	90	82	18	15	3	15	19	15	15	5	14	40	23	18	8	
NET: Good	173	99	72	127	40	6	68	27	4	57	13	2	81	74	17	15	3	15	16	13	14	5	13	35	20	17	8	
	91%	91%	92%	93%	90%	68%	93%	90%	63%	93%	90%	78%	91%	90%	98%	100%	86%	100%	85%	88%	90%	90%	94%	87%	90%	93%	100%	
Very good	(+2)	103	65	37	77	22	4	47	15	3	29	6	2	45	46	11	9	2	12	10	6	7	3	5	17	15	12	4
		54%	59%	47%	57%	49%	48%	64%	51%	46%	47%	44%	52%	51%	56%	63%	60%	73%	80%	54%	42%	46%	58%	37%	42%	67%	68%	49%
Slightly good	(+1)	70	35	35	50	19	2	22	12	1	28	7	1	36	28	6	6	*	3	6	7	7	2	8	18	5	4	4
		37%	32%	45%	37%	42%	20%	30%	40%	17%	46%	46%	26%	40%	34%	34%	40%	13%	20%	31%	47%	44%	32%	56%	46%	23%	25%	51%
Neither good nor bad	(0)	13	8	5	9	2	2	5	1	2	4	1	-	7	5	*	-	*	-	3	2	1	1	-	4	1	1	-
		7%	7%	6%	6%	5%	24%	7%	3%	37%	6%	10%	-	8%	7%	2%	-	14%	-	15%	12%	3%	10%	-	11%	6%	7%	-
Slightly bad	(-1)	3	2	1	1	2	-	-	2	-	1	-	-	1	2	-	-	-	-	-	-	1	-	1	-	1	-	-
		1%	2%	1%	1%	4%	-	-	6%	-	1%	-	-	1%	2%	-	-	-	-	-	-	7%	-	6%	-	4%	-	-
Very bad	(-2)	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
		*	-	1%	-	-	7%	-	-	-	-	22%	-	1%	-	-	-	-	-	-	-	-	-	2%	-	-	-	
NET: Bad		3	2	2	1	2	1	-	2	-	1	-	1	3	-	-	-	-	-	-	-	1	-	1	1	1	-	-
		2%	2%	2%	1%	4%	7%	-	6%	-	1%	-	22%	1%	3%	-	-	-	-	-	-	7%	-	6%	2%	4%	-	-
Mean		1.43	1.48	1.36	1.49	1.35	1.02	1.57	1.34	1.09	1.38	1.35	0.88	1.40	1.43	1.61	1.60	1.59	1.80	1.39	1.30	1.30	1.48	1.25	1.26	1.53	1.61	1.49
Standard deviation		0.72	0.71	0.73	0.65	0.78	1.25	0.62	0.84	0.99	0.67	0.67	1.91	0.68	0.79	0.55	0.51	0.89	0.41	0.75	0.69	0.85	0.75	0.78	0.79	0.81	0.64	0.54
Standard error		0.05	0.08	0.07	0.06	0.10	0.38	0.10	0.14	0.41	0.09	0.12	0.85	0.07	0.09	0.14	0.14	0.34	0.12	0.15	0.17	0.23	0.26	0.22	0.13	0.19	0.15	0.27

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 106

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	181	30	13	181	47
Weighted base	190	29	14	190	48
NET: Good	173 91%	26 88%	11 83%	173 91%	44 92%
Very good (+2)	103 54%	12 41%	9 64%	103 54%	34 70%
Slightly good (+1)	70 37%	14 47%	3 19%	70 37%	10 21%
Neither good nor bad (0)	13 7%	4 12%	2 17%	13 7%	3 7%
Slightly bad (-1)	3 1%	-	-	3 1%	1 2%
Very bad (-2)	1 *	-	-	1 *	-
NET: Bad	3 2%	-	-	3 2%	1 2%
Mean	1.43	1.29	1.47	1.43	1.60
Standard deviation	0.72	0.68	0.80	0.72	0.70
Standard error	0.05	0.12	0.22	0.05	0.10

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 107

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	181	85	95	103	67	11	41	38	6	61	29	5	85	80	16	13	7	12	25	16	14	8	12	35	18	17	4	
Weighted base	190	109	78	136	45	9	73	30	6	61	14	3	90	82	18	15	3	15	19	15	15	5	14	40	23	18	8	
NET: Good	109	72	36	73	32	4	47	23	3	26	9	1	52	40	16	9	2	10	12	9	9	3	9	22	13	5	5	
	57%	66%	46%	53%	72%	43%	64%	75%	50%	43%	65%	31%	58%	49%	90%	60%	59%	69%	64%	62%	59%	54%	63%	56%	57%	30%	64%	
Very good	(+2)	60	40	21	48	12	*	32	8	-	16	4	*	27	25	7	6	*	9	9	4	4	1	2	11	7	3	4
		32%	36%	26%	35%	27%	5%	44%	26%	-	26%	30%	14%	31%	31%	43%	40%	14%	59%	45%	26%	28%	27%	16%	27%	30%	19%	49%
Slightly good	(+1)	48	32	16	25	20	3	15	15	3	10	5	1	25	15	8	3	1	1	4	5	5	1	7	12	6	2	1
		25%	30%	20%	18%	44%	39%	20%	49%	50%	17%	35%	17%	28%	18%	48%	19%	45%	10%	19%	36%	31%	27%	48%	29%	26%	11%	15%
Neither good nor bad	(0)	74	35	37	57	13	5	25	8	3	30	5	2	34	38	2	6	1	4	7	6	6	3	4	17	8	13	-
		39%	32%	48%	42%	28%	57%	34%	25%	50%	50%	35%	69%	38%	46%	10%	40%	41%	25%	36%	38%	41%	46%	30%	44%	35%	70%	-
Slightly bad	(-1)	7	2	5	7	-	-	2	-	-	5	-	-	3	4	-	-	-	1	-	-	-	-	1	-	2	-	3
		4%	2%	6%	5%	-	-	3%	-	-	8%	-	-	3%	5%	-	-	-	7%	-	-	-	-	6%	-	9%	-	36%
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		7	2	5	7	-	-	2	-	-	5	-	-	3	4	-	-	-	1	-	-	-	-	1	-	2	-	3
		4%	2%	6%	5%	-	-	3%	-	-	8%	-	-	3%	5%	-	-	-	7%	-	-	-	-	6%	-	9%	-	36%
Mean		0.86	1.01	0.67	0.84	0.99	0.48	1.04	1.01	0.50	0.61	0.95	0.44	0.86	0.76	1.33	1.00	0.73	1.20	1.08	0.88	0.87	0.81	0.73	0.84	0.78	0.49	0.77
Standard deviation		0.91	0.88	0.94	0.97	0.75	0.62	0.95	0.73	0.55	0.96	0.84	0.88	0.90	0.95	0.66	0.93	0.84	1.07	0.92	0.82	0.85	0.92	0.83	0.84	1.00	0.81	1.47
Standard error		0.07	0.09	0.10	0.10	0.09	0.19	0.15	0.12	0.22	0.12	0.16	0.39	0.10	0.11	0.17	0.26	0.32	0.31	0.18	0.21	0.23	0.33	0.24	0.14	0.24	0.20	0.73

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 107

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	181	30	13	181	47
Weighted base	190	29	14	190	48
NET: Good	109 57%	19 65%	9 65%	109 57%	29 61%
Very good (+2)	60 32%	11 37%	5 39%	60 32%	21 43%
Slightly good (+1)	48 25%	8 29%	4 26%	48 25%	9 18%
Neither good nor bad (0)	74 39%	10 35%	4 29%	74 39%	17 35%
Slightly bad (-1)	7 4%	-	1 6%	7 4%	2 4%
Very bad (-2)	-	-	-	-	-
NET: Bad	7 4%	-	1 6%	7 4%	2 4%
Mean	0.86	1.02	0.98	0.86	1.00
Standard deviation	0.91	0.86	1.00	0.91	0.98
Standard error	0.07	0.16	0.28	0.07	0.14

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 108

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	181	85	95	103	67	11	41	38	6	61	29	5	85	80	16	13	7	12	25	16	14	8	12	35	18	17	4	
Weighted base	190	109	78	136	45	9	73	30	6	61	14	3	90	82	18	15	3	15	19	15	15	5	14	40	23	18	8	
NET: Good	157	87	68	113	38	6	60	25	3	51	14	3	71	70	16	15	2	13	17	9	12	4	12	30	19	15	8	
	83%	80%	87%	83%	86%	64%	82%	82%	46%	84%	94%	100%	80%	84%	92%	100%	73%	87%	87%	64%	77%	78%	88%	75%	85%	86%	100%	
Very good	(+2)	94	49	44	70	22	32	16	1	36	6	1	39	44	11	12	1	11	10	4	10	3	4	16	10	9	4	
		50%	44%	56%	51%	49%	44%	51%	13%	59%	44%	48%	43%	54%	61%	81%	34%	71%	51%	30%	65%	54%	30%	41%	44%	50%	49%	
Slightly good	(+1)	63	39	24	43	16	27	9	2	16	7	2	32	25	5	3	1	2	7	5	2	1	8	14	9	6	4	
		33%	35%	31%	32%	37%	39%	37%	31%	33%	25%	50%	36%	31%	31%	19%	40%	16%	36%	34%	12%	25%	57%	35%	41%	36%	51%	
Neither good nor bad	(0)	28	19	9	18	6	3	11	5	3	8	1	15	11	1	-	1	2	3	5	3	-	2	8	3	1	-	
		15%	17%	11%	13%	14%	14%	18%	54%	13%	6%	-	17%	13%	8%	-	27%	13%	13%	36%	23%	-	12%	20%	15%	5%	-	
Slightly bad	(-1)	5	3	2	5	-	3	-	-	2	-	-	3	2	-	-	-	-	-	-	-	1	-	2	-	2	-	
		3%	3%	3%	4%	-	4%	-	-	3%	-	-	3%	2%	-	-	-	-	-	-	-	22%	-	5%	-	10%	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		5	3	2	5	-	3	-	-	2	-	-	3	2	-	-	-	-	-	-	-	1	-	2	-	2	-	
		3%	3%	3%	4%	-	4%	-	-	3%	-	-	3%	2%	-	-	-	-	-	-	-	22%	-	5%	-	10%	-	
Mean		1.30	1.22	1.40	1.31	1.35	0.89	1.22	1.34	0.59	1.40	1.39	1.48	1.20	1.36	1.53	1.81	1.07	1.58	1.38	0.94	1.42	1.10	1.18	1.11	1.30	1.26	1.49
Standard deviation		0.81	0.83	0.78	0.84	0.72	0.82	0.84	0.77	0.78	0.83	0.62	0.84	0.80	0.66	0.41	0.95	0.74	0.72	0.84	0.87	1.31	0.65	0.90	0.73	0.96	0.54	
Standard error		0.06	0.09	0.08	0.08	0.09	0.25	0.13	0.13	0.32	0.11	0.11	0.27	0.09	0.09	0.16	0.11	0.36	0.21	0.14	0.21	0.23	0.46	0.19	0.15	0.17	0.23	0.27

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 108

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	181	30	13	181	47
Weighted base	190	29	14	190	48
NET: Good	157 83%	25 86%	9 67%	157 83%	41 85%
Very good (+2)	94 50%	13 43%	6 46%	94 50%	27 57%
Slightly good (+1)	63 33%	13 43%	3 21%	63 33%	14 29%
Neither good nor bad (0)	28 15%	4 14%	3 20%	28 15%	7 15%
Slightly bad (-1)	5 3%	-	2 13%	5 3%	-
Very bad (-2)	-	-	-	-	-
NET: Bad	5 3%	-	2 13%	5 3%	-
Mean	1.30	1.29	1.00	1.30	1.42
Standard deviation	0.81	0.71	1.12	0.81	0.74
Standard error	0.06	0.13	0.31	0.06	0.11

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 109

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	118	118	118	118	118	118
Weighted base	129	129	129	129	129	129
NET: Good	114 89%	118 92%	117 91%	113 88%	54 42%	106 82%
Very good (+2)	80 63%	98 76%	63 49%	66 51%	28 22%	87 67%
Slightly good (+1)	34 26%	20 16%	54 42%	47 37%	26 20%	19 15%
Neither good nor bad (0)	13 10%	10 7%	6 5%	12 9%	65 50%	20 15%
Slightly bad (-1)	1 1%	1 1%	4 3%	3 2%	5 4%	3 2%
Very bad (-2)	- -	- -	1 1%	1 1%	4 3%	- -
NET: Bad	1 1%	1 1%	5 4%	4 3%	9 7%	3 2%
Mean	1.51	1.67	1.36	1.35	0.53	1.47
Standard deviation	0.71	0.65	0.78	0.80	0.99	0.84
Standard error	0.07	0.06	0.07	0.07	0.09	0.08

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 110

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	118	64	54	54	52	12	25	32	7	29	20	5	63	43	12	12	5	17	11	12	13	2	4	13	19	7	3	
Weighted base	129	86	43	80	37	11	49	28	8	31	9	3	67	48	13	16	2	19	9	12	11	1	5	14	23	6	10	
NET: Good	114	78	36	74	31	10	47	22	8	27	9	1	58	44	13	13	2	17	8	12	9	1	4	12	19	6	10	
	89%	91%	85%	92%	84%	84%	96%	79%	100%	86%	100%	38%	86%	91%	95%	80%	100%	90%	88%	100%	86%	100%	84%	87%	83%	100%	100%	
Very good	(+2)	80	54	27	54	21	6	33	16	5	21	5	1	41	32	8	6	2	15	7	8	5	1	2	7	12	4	10
		63%	63%	63%	67%	57%	49%	66%	57%	59%	68%	57%	20%	61%	65%	58%	39%	100%	80%	81%	69%	47%	100%	50%	48%	53%	63%	100%
Slightly good	(+1)	34	24	10	20	10	4	14	6	3	5	4	1	17	12	5	6	-	2	1	4	4	-	2	6	7	2	-
		26%	28%	23%	25%	27%	35%	29%	22%	41%	17%	43%	18%	25%	25%	37%	41%	-	10%	7%	31%	39%	-	34%	39%	30%	37%	-
Neither good nor bad	(0)	13	7	6	6	5	2	2	5	-	4	-	2	9	4	1	3	-	2	1	-	2	-	1	2	3	-	-
		10%	8%	15%	8%	14%	16%	4%	18%	-	14%	-	62%	14%	7%	5%	20%	-	10%	12%	-	14%	-	16%	13%	13%	-	-
Slightly bad	(-1)	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
		1%	1%	-	-	3%	-	-	3%	-	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	4%	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
		1%	1%	-	-	3%	-	-	3%	-	-	-	-	2%	-	-	-	-	-	-	-	-	-	-	-	4%	-	-
Mean	1.51	1.52	1.48	1.59	1.38	1.33	1.62	1.32	1.59	1.54	1.57	0.58	1.48	1.54	1.53	1.19	2.00	1.70	1.69	1.69	1.33	2.00	1.34	1.34	1.32	1.63	2.00	
Standard deviation	0.71	0.70	0.74	0.64	0.83	0.77	0.57	0.90	0.52	0.74	0.53	0.99	0.73	0.73	0.61	0.77	-	0.66	0.72	0.48	0.74	-	0.83	0.73	0.87	0.53	0.00	
Standard error	0.07	0.09	0.10	0.09	0.11	0.22	0.11	0.16	0.20	0.14	0.12	0.44	0.09	0.11	0.18	0.22	-	0.16	0.22	0.14	0.21	-	0.41	0.20	0.20	0.20	0.00	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 110

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	118	20	13	23	20
Weighted base	129	16	13	20	21
NET: Good	114 89%	14 89%	11 87%	20 100%	18 90%
Very good (+2)	80 63%	9 55%	10 74%	12 61%	10 47%
Slightly good (+1)	34 26%	6 35%	2 13%	8 39%	9 43%
Neither good nor bad (0)	13 10%	2 11%	2 13%	-	2 10%
Slightly bad (-1)	1 1%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	1 1%	-	-	-	-
Mean	1.51	1.44	1.61	1.61	1.36
Standard deviation	0.71	0.70	0.73	0.50	0.68
Standard error	0.07	0.16	0.20	0.10	0.15

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 111

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	118	64	54	54	52	12	25	32	7	29	20	5	63	43	12	12	5	17	11	12	13	2	4	13	19	7	3
Weighted base	129	86	43	80	37	11	49	28	8	31	9	3	67	48	13	16	2	19	9	12	11	1	5	14	23	6	10
NET: Good	118	79	39	75	32	11	46	24	8	29	8	2	59	46	13	14	1	18	9	12	11	1	4	12	20	6	10
	92%	92%	92%	94%	87%	94%	94%	85%	100%	93%	94%	76%	88%	94%	100%	88%	56%	95%	93%	100%	100%	100%	84%	87%	85%	100%	100%
Very good	(+2) 98	67	31	64	28	6	41	21	5	23	7	1	47	39	12	7	1	16	9	10	9	1	2	10	20	3	10
	76%	78%	73%	80%	76%	54%	83%	75%	60%	75%	77%	36%	70%	82%	88%	46%	56%	85%	93%	83%	85%	100%	50%	67%	85%	46%	100%
Slightly good	(+1) 20	12	8	11	4	5	6	3	3	6	1	1	12	6	2	7	-	2	-	2	2	-	2	3	-	3	-
	16%	14%	19%	14%	11%	40%	12%	10%	40%	18%	17%	40%	18%	13%	12%	41%	-	10%	-	17%	15%	-	34%	19%	-	54%	-
Neither good nor bad	(0) 10	7	2	4	5	1	3	4	-	1	1	1	7	3	-	2	1	1	1	-	-	-	1	1	4	-	-
	7%	8%	6%	5%	13%	6%	6%	15%	-	4%	6%	24%	10%	6%	-	12%	44%	5%	7%	-	-	-	16%	6%	15%	-	-
Slightly bad	(-1) 1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1%	-	2%	1%	-	-	-	-	-	3%	-	-	1%	-	-	-	-	-	-	-	-	-	-	7%	-	-	-
Very bad	(-2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	1%	-	2%	1%	-	-	-	-	-	3%	-	-	1%	-	-	-	-	-	-	-	-	-	-	7%	-	-	-
Mean	1.67	1.70	1.62	1.72	1.63	1.47	1.77	1.61	1.60	1.65	1.71	1.12	1.57	1.76	1.88	1.34	1.12	1.80	1.86	1.83	1.85	2.00	1.34	1.47	1.69	1.46	2.00
Standard deviation	0.65	0.62	0.71	0.62	0.71	0.64	0.55	0.75	0.52	0.72	0.61	0.94	0.74	0.55	0.34	0.71	-	0.52	0.54	0.40	0.37	-	0.83	0.92	0.74	0.54	0.00
Standard error	0.06	0.08	0.10	0.08	0.10	0.19	0.11	0.13	0.20	0.13	0.14	0.42	0.09	0.08	0.10	0.20	-	0.13	0.16	0.11	0.10	-	0.41	0.26	0.17	0.21	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 111

**Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?
 Quality of podcasts**

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	118	20	13	23	20
Weighted base	129	16	13	20	21
NET: Good	118 92%	14 86%	13 100%	19 93%	21 100%
Very good (+2)	98 76%	7 42%	12 91%	15 73%	15 72%
Slightly good (+1)	20 16%	7 44%	1 9%	4 21%	6 28%
Neither good nor bad (0)	10 7%	2 14%	-	1 7%	-
Slightly bad (-1)	1 1%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	1 1%	-	-	-	-
Mean	1.67	1.28	1.91	1.66	1.72
Standard deviation	0.65	0.72	0.30	0.61	0.46
Standard error	0.06	0.16	0.08	0.13	0.10

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 112

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	118	64	54	54	52	12	25	32	7	29	20	5	63	43	12	12	5	17	11	12	13	2	4	13	19	7	3	
Weighted base	129	86	43	80	37	11	49	28	8	31	9	3	67	48	13	16	2	19	9	12	11	1	5	14	23	6	10	
NET: Good	117	82	35	74	33	11	49	24	8	25	8	2	59	45	13	13	2	15	9	11	11	1	4	13	23	6	10	
	91%	95%	83%	92%	88%	94%	100%	86%	100%	80%	95%	76%	88%	93%	100%	80%	100%	80%	93%	89%	100%	100%	84%	93%	100%	87%	100%	
Very good	(+2)	63	46	17	36	21	6	26	15	5	11	5	1	30	26	7	6	1	9	6	10	6	1	2	4	14	3	-
		49%	53%	41%	46%	56%	53%	52%	54%	58%	35%	62%	36%	45%	53%	56%	39%	33%	48%	63%	86%	56%	100%	50%	32%	60%	48%	-
Slightly good	(+1)	54	36	18	37	12	5	24	9	3	14	3	1	29	19	6	6	1	6	3	*	5	-	2	9	9	2	10
		42%	42%	42%	47%	32%	41%	48%	32%	42%	44%	33%	40%	43%	39%	44%	41%	67%	32%	30%	3%	44%	-	34%	61%	40%	39%	100%
Neither good nor bad	(0)	6	3	3	2	4	1	-	3	-	2	*	1	5	2	-	2	-	2	1	1	-	-	1	-	-	-	-
		5%	4%	8%	3%	10%	6%	-	12%	-	7%	5%	24%	7%	3%	-	12%	-	10%	7%	11%	-	-	16%	-	-	-	-
Slightly bad	(-1)	4	1	3	3	1	-	-	1	-	3	-	-	2	2	-	1	-	2	-	-	-	-	-	-	-	1	-
		3%	1%	8%	4%	2%	-	-	3%	-	10%	-	-	3%	4%	-	8%	-	11%	-	-	-	-	-	-	-	13%	-
Very bad	(-2)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		1%	-	2%	1%	-	-	-	-	3%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	7%	-	-	-
NET: Bad		5	1	4	4	1	-	-	1	-	4	-	-	3	2	-	1	-	2	-	-	-	-	-	1	-	1	-
		4%	1%	10%	5%	2%	-	-	3%	-	14%	-	-	4%	4%	-	8%	-	11%	-	-	-	-	-	7%	-	13%	-
Mean	1.36	1.48	1.11	1.31	1.42	1.46	1.52	1.37	1.58	0.98	1.57	1.12	1.27	1.42	1.56	1.12	1.33	1.17	1.56	1.75	1.56	2.00	1.34	1.11	1.60	1.23	1.00	
Standard deviation	0.78	0.62	1.00	0.81	0.77	0.64	0.50	0.81	0.53	1.08	0.62	0.94	0.84	0.76	0.52	0.93	-	1.01	0.66	0.66	0.52	-	0.83	1.00	0.50	1.06	0.00	
Standard error	0.07	0.08	0.14	0.11	0.11	0.19	0.10	0.14	0.20	0.20	0.14	0.42	0.11	0.12	0.15	0.27	-	0.24	0.20	0.19	0.14	-	0.41	0.28	0.12	0.40	0.00	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 112

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	118	20	13	23	20
Weighted base	129	16	13	20	21
NET: Good	117 91%	12 74%	12 92%	20 98%	19 94%
Very good (+2)	63 49%	5 32%	7 54%	10 51%	10 47%
Slightly good (+1)	54 42%	7 42%	5 38%	9 47%	10 47%
Neither good nor bad (0)	6 5%	3 19%	-	*	1 6%
Slightly bad (-1)	4 3%	1 7%	1 8%	-	-
Very bad (-2)	1 1%	-	-	-	-
NET: Bad	5 4%	1 7%	1 8%	-	-
Mean	1.36	0.98	1.38	1.49	1.41
Standard deviation	0.78	0.92	0.87	0.55	0.62
Standard error	0.07	0.21	0.24	0.12	0.14

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 113

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	118	64	54	54	52	12	25	32	7	29	20	5	63	43	12	12	5	17	11	12	13	2	4	13	19	7	3	
Weighted base	129	86	43	80	37	11	49	28	8	31	9	3	67	48	13	16	2	19	9	12	11	1	5	14	23	6	10	
NET: Good	113	80	33	70	33	10	48	24	8	22	9	2	57	44	13	11	2	16	7	12	10	1	4	11	22	6	10	
	88%	94%	77%	88%	89%	88%	97%	86%	100%	72%	100%	54%	85%	91%	95%	73%	100%	85%	78%	100%	94%	100%	84%	80%	95%	87%	100%	
Very good	(+2)	66	47	19	41	19	6	27	15	5	14	4	1	30	27	9	6	2	12	4	11	5	1	2	4	14	4	-
		51%	55%	44%	51%	51%	53%	55%	53%	58%	45%	45%	36%	45%	55%	66%	39%	100%	61%	49%	93%	47%	50%	50%	28%	62%	63%	-
Slightly good	(+1)	47	34	14	29	14	4	21	9	3	8	5	1	27	17	4	5	-	5	3	1	5	1	2	7	8	2	10
		37%	39%	32%	37%	38%	35%	42%	32%	42%	27%	55%	18%	40%	35%	29%	33%	-	24%	30%	7%	48%	50%	34%	51%	34%	25%	100%
Neither good nor bad	(0)	12	5	7	7	3	1	3	-	6	-	1	8	3	1	4	-	1	2	-	1	-	1	2	1	-	-	-
		9%	5%	16%	9%	9%	12%	3%	-	18%	-	46%	13%	5%	5%	27%	-	5%	22%	-	6%	-	16%	13%	5%	-	-	
Slightly bad	(-1)	3	1	2	2	1	-	1	-	2	-	-	1	2	-	-	-	2	-	-	-	-	-	-	-	1	-	
		2%	1%	5%	2%	2%	-	3%	-	6%	-	-	1%	4%	-	-	-	11%	-	-	-	-	-	-	-	13%	-	
Very bad	(-2)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
		1%	-	2%	1%	-	-	-	-	3%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	7%	-	-	
NET: Bad		4	1	3	3	1	-	1	-	3	-	-	2	2	-	-	-	2	-	-	-	-	-	1	-	1	-	
		3%	1%	7%	4%	2%	-	3%	-	10%	-	-	3%	4%	-	-	-	11%	-	-	-	-	-	7%	-	13%	-	
Mean	1.35	1.47	1.12	1.33	1.38	1.41	1.52	1.36	1.58	1.04	1.45	0.90	1.26	1.42	1.61	1.12	2.00	1.35	1.27	1.93	1.41	1.50	1.34	0.94	1.57	1.37	1.00	
Standard deviation	0.80	0.65	1.01	0.84	0.75	0.73	0.56	0.81	0.53	1.10	0.53	1.11	0.84	0.78	0.60	0.83	-	1.00	0.84	0.26	0.63	-	0.83	1.06	0.59	1.09	0.00	
Standard error	0.07	0.08	0.14	0.11	0.10	0.21	0.11	0.14	0.20	0.20	0.12	0.49	0.11	0.12	0.17	0.24	-	0.24	0.25	0.08	0.17	-	0.41	0.29	0.14	0.41	0.00	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 113

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	118	20	13	23	20
Weighted base	129	16	13	20	21
NET: Good	113 88%	11 69%	11 83%	18 90%	18 89%
Very good (+2)	66 51%	5 33%	7 54%	12 57%	11 54%
Slightly good (+1)	47 37%	6 36%	4 29%	7 33%	7 35%
Neither good nor bad (0)	12 9%	5 31%	1 9%	2 10%	2 11%
Slightly bad (-1)	3 2%	-	1 8%	-	-
Very bad (-2)	1 1%	-	-	-	-
NET: Bad	4 3%	-	1 8%	-	-
Mean	1.35	1.03	1.29	1.47	1.44
Standard deviation	0.80	0.83	0.97	0.69	0.69
Standard error	0.07	0.18	0.27	0.14	0.16

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 114

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	118	64	54	54	52	12	25	32	7	29	20	5	63	43	12	12	5	17	11	12	13	2	4	13	19	7	3
Weighted base	129	86	43	80	37	11	49	28	8	31	9	3	67	48	13	16	2	19	9	12	11	1	5	14	23	6	10
NET: Good	54 42%	35 41%	19 45%	33 42%	17 45%	4 36%	20 41%	11 39%	4 43%	13 42%	6 65%	1 18%	24 35%	22 45%	9 67%	7 44%	1 46%	10 50%	2 22%	5 44%	6 59%	-	1 16%	10 70%	11 47%	2 26%	-
Very good (+2)	28 22%	17 19%	12 27%	18 23%	10 27%	-	10 21%	6 22%	-	8 26%	4 43%	-	11 16%	11 24%	6 47%	2 15%	1 46%	5 24%	2 22%	3 23%	4 38%	-	1 16%	5 32%	6 27%	-	-
Slightly good (+1)	26 20%	19 22%	8 18%	15 19%	7 18%	4 36%	10 21%	5 17%	4 43%	5 17%	2 22%	1 18%	13 20%	10 21%	3 20%	5 30%	-	5 26%	-	3 21%	2 21%	-	-	5 38%	5 20%	2 26%	-
Neither good nor bad (0)	65 50%	45 52%	20 46%	38 47%	20 53%	7 64%	23 47%	17 61%	5 57%	15 48%	3 29%	2 82%	36 54%	25 51%	4 29%	9 56%	* 11%	8 39%	7 78%	3 28%	4 41%	1 100%	2 50%	4 27%	11 49%	5 74%	10 100%
Slightly bad (-1)	5 4%	3 3%	3 6%	5 6%	1 1%	-	3 5%	-	-	2 6%	1 6%	-	3 4%	2 4%	1 4%	-	1 44%	2 11%	-	2 14%	-	-	-	1 4%	-	-	-
Very bad (-2)	4 3%	3 4%	1 2%	4 6%	-	-	3 7%	-	-	1 3%	-	-	4 7%	-	-	-	-	-	-	2 14%	-	-	2 34%	-	1 5%	-	-
NET: Bad	9 7%	6 7%	4 8%	9 11%	1 1%	-	6 12%	-	-	3 10%	1 6%	-	7 10%	2 4%	1 4%	-	1 44%	2 11%	-	3 28%	-	-	2 34%	1 4%	1 5%	-	-
Mean	0.53	0.49	0.62	0.48	0.71	0.36	0.43	0.62	0.43	0.55	1.02	0.18	0.34	0.65	1.10	0.59	0.47	0.64	0.43	0.25	0.97	0.00	-0.36	0.98	0.64	0.26	0.00
Standard deviation	0.99	0.97	1.04	1.08	0.90	0.50	1.10	0.84	0.53	1.06	1.04	0.47	1.01	0.90	0.99	0.76	-	0.99	0.87	1.39	0.93	-	1.53	0.89	1.04	0.48	0.00
Standard error	0.09	0.12	0.14	0.15	0.12	0.15	0.22	0.15	0.20	0.20	0.23	0.21	0.13	0.14	0.29	0.22	-	0.24	0.26	0.40	0.26	-	0.77	0.25	0.24	0.18	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 114

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	118	20	13	23	20
Weighted base	129	16	13	20	21
NET: Good	54 42%	10 59%	7 55%	13 65%	16 80%
Very good (+2)	28 22%	3 18%	3 27%	7 34%	11 51%
Slightly good (+1)	26 20%	7 41%	4 27%	6 32%	6 28%
Neither good nor bad (0)	65 50%	7 41%	6 45%	6 31%	4 20%
Slightly bad (-1)	5 4%	-	-	1 4%	-
Very bad (-2)	4 3%	-	-	-	-
NET: Bad	9 7%	-	-	1 4%	-
Mean	0.53	0.78	0.82	0.95	1.31
Standard deviation	0.99	0.76	0.87	0.92	0.81
Standard error	0.09	0.17	0.24	0.19	0.18

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 115

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	118	64	54	54	52	12	25	32	7	29	20	5	63	43	12	12	5	17	11	12	13	2	4	13	19	7	3	
Weighted base	129	86	43	80	37	11	49	28	8	31	9	3	67	48	13	16	2	19	9	12	11	1	5	14	23	6	10	
NET: Good	106	73	33	68	29	9	43	22	7	24	7	2	53	43	10	11	2	17	9	9	9	1	4	10	20	4	10	
	82%	85%	77%	85%	78%	79%	88%	79%	88%	79%	78%	54%	79%	88%	77%	73%	89%	90%	93%	75%	81%	100%	84%	73%	87%	57%	100%	
Very good	(+2)	87	61	26	54	26	7	34	21	6	20	5	43	33	10	6	1	15	9	7	8	1	4	8	18	3	7	
		67%	71%	61%	67%	69%	63%	69%	72%	72%	64%	59%	36%	65%	68%	77%	39%	46%	80%	93%	62%	72%	100%	84%	53%	76%	48%	72%
Slightly good	(+1)	19	13	7	14	3	2	9	2	1	5	2	1	10	10	-	5	1	2	-	2	1	-	-	3	3	1	3
		15%	15%	16%	18%	9%	16%	19%	6%	15%	15%	18%	18%	14%	20%	-	33%	44%	10%	-	14%	9%	-	-	19%	11%	8%	28%
Neither good nor bad	(0)	20	11	9	9	8	2	4	6	1	6	2	1	13	4	3	4	*	2	1	3	2	-	1	3	1	3	-
		15%	12%	21%	12%	22%	21%	7%	21%	12%	18%	22%	46%	19%	8%	23%	27%	11%	10%	7%	25%	19%	-	16%	20%	4%	43%	-
Slightly bad	(-1)	3	2	1	3	-	-	2	-	-	1	-	-	1	2	-	-	-	-	-	-	-	-	-	1	2	-	-
		2%	2%	2%	4%	-	-	4%	-	-	3%	-	-	1%	4%	-	-	-	-	-	-	-	-	-	7%	9%	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		3	2	1	3	-	-	2	-	-	1	-	-	1	2	-	-	-	-	-	-	-	-	-	1	2	-	-
		2%	2%	2%	4%	-	-	4%	-	-	3%	-	-	1%	4%	-	-	-	-	-	-	-	-	-	7%	9%	-	-
Mean		1.47	1.53	1.36	1.48	1.48	1.42	1.54	1.51	1.60	1.39	1.37	0.90	1.43	1.52	1.54	1.12	1.35	1.70	1.86	1.37	1.53	2.00	1.68	1.19	1.54	1.05	1.72
Standard deviation		0.84	0.80	0.90	0.85	0.84	0.85	0.81	0.84	0.74	0.90	0.88	1.11	0.85	0.82	0.87	0.83	-	0.66	0.54	0.89	0.83	-	0.82	1.03	0.95	1.04	0.47
Standard error		0.08	0.10	0.12	0.12	0.12	0.25	0.16	0.15	0.28	0.17	0.20	0.49	0.11	0.12	0.25	0.24	-	0.16	0.16	0.26	0.23	-	0.41	0.28	0.22	0.39	0.27

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 115

Q20b. You said you use Specialist podcast website or app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	118	20	13	23	20
Weighted base	129	16	13	20	21
NET: Good	106 82%	11 66%	8 64%	17 82%	16 76%
Very good (+2)	87 67%	9 54%	8 64%	10 50%	12 56%
Slightly good (+1)	19 15%	2 12%	-	6 32%	4 19%
Neither good nor bad (0)	20 15%	6 34%	5 36%	4 18%	5 24%
Slightly bad (-1)	3 2%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	3 2%	-	-	-	-
Mean	1.47	1.20	1.29	1.31	1.32
Standard deviation	0.84	0.95	1.00	0.78	0.86
Standard error	0.08	0.21	0.28	0.16	0.19

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 116

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	27	27	27	27	27	27
Weighted base	23	23	23	23	23	23
NET: Good	16 67%	19 81%	19 83%	15 64%	13 54%	15 64%
Very good (+2)	4 16%	7 31%	7 31%	11 45%	6 27%	9 40%
Slightly good (+1)	12 51%	12 50%	12 52%	4 19%	6 27%	6 24%
Neither good nor bad (0)	5 23%	5 19%	2 7%	5 23%	11 46%	8 36%
Slightly bad (-1)	2 10%	-	2 10%	3 13%	-	-
Very bad (-2)	-	-	-	-	-	-
NET: Bad	2 10%	-	2 10%	3 13%	-	-
Mean	0.73	1.11	1.04	0.96	0.82	1.04
Standard deviation	0.87	0.71	0.90	1.12	0.85	0.89
Standard error	0.17	0.14	0.17	0.21	0.16	0.17

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 117

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	27	14	13	8	17	2	4	10	-	4	7	2	12	13	2	1	-	2	5	4	1	2	2	5	3	2	-
Weighted base	23	16	7	11	12	1	7	9	-	3	3	1	10	11	2	2	-	2	4	4	1	1	1	5	2	2	-
NET: Good	16	10	5	6	9	1	3	7	-	3	2	1	6	8	2	-	-	1	3	3	1	1	1	4	2	-	-
	67%	64%	71%	56%	79%	46%	45%	81%	-	79%	72%	46%	56%	71%	100%	-	-	63%	71%	61%	100%	100%	100%	90%	100%	-	-
Very good	(+2)	4	3	1	-	3	1	-	3	-	*	1	1	3	-	-	-	1	1	-	-	-	1	-	2	-	-
		16%	17%	14%	-	28%	46%	-	32%	-	-	17%	46%	11%	23%	-	-	63%	17%	-	-	-	56%	-	76%	-	-
Slightly good	(+1)	12	8	4	6	6	-	3	4	-	3	2	-	4	6	2	-	-	2	3	1	1	*	4	*	-	-
		51%	47%	58%	56%	51%	-	45%	49%	-	79%	55%	-	44%	48%	100%	-	-	54%	61%	100%	100%	44%	90%	24%	-	-
Neither good nor bad	(0)	5	3	2	2	2	1	2	-	1	1	1	2	3	-	-	-	1	1	2	-	-	-	*	-	2	-
		23%	21%	29%	22%	21%	54%	23%	19%	-	21%	28%	54%	21%	29%	-	-	37%	29%	39%	-	-	-	10%	-	100%	-
Slightly bad	(-1)	2	2	-	2	-	-	2	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-
		10%	15%	-	22%	-	-	32%	-	-	-	-	23%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		2	2	-	2	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-
		10%	15%	-	22%	-	32%	-	-	-	-	-	23%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Mean	0.73	0.67	0.85	0.34	1.07	0.93	0.13	1.13	-	0.79	0.89	0.93	0.44	0.93	1.00	-1.00	-	1.26	0.89	0.61	1.00	1.00	1.56	0.90	1.76	0.00	-
Standard deviation	0.87	0.96	0.68	0.85	0.73	-	0.93	0.75	-	0.48	0.81	-	1.02	0.75	-	0.00	-	-	0.78	0.55	-	-	-	0.33	0.60	-	-
Standard error	0.17	0.26	0.19	0.30	0.18	-	0.47	0.24	-	0.24	0.30	-	0.29	0.21	-	0.00	-	-	0.35	0.28	-	-	-	0.15	0.34	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 117

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	27	8	2	3	3
Weighted base	23	6	1	2	3
NET: Good	16 67%	6 90%	1 64%	2 100%	3 100%
Very good (+2)	4 16%	2 27%	-	-	-
Slightly good (+1)	12 51%	4 63%	1 64%	2 100%	3 100%
Neither good nor bad (0)	5 23%	1 10%	*	-	-
Slightly bad (-1)	2 10%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 10%	-	-	-	-
Mean	0.73	1.18	0.64	1.00	1.00
Standard deviation	0.87	0.63	-	0.00	0.00
Standard error	0.17	0.22	-	0.00	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 118

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	27	14	13	8	17	2	4	10	-	4	7	2	12	13	2	1	-	2	5	4	1	2	2	5	3	2	-
Weighted base	23	16	7	11	12	1	7	9	-	3	3	1	10	11	2	2	-	2	4	4	1	1	1	5	2	2	-
NET: Good	19	12	7	8	9	1	5	7	-	3	3	1	8	10	1	-	-	2	3	4	-	1	1	5	2	1	-
	81%	74%	95%	78%	81%	100%	68%	79%	-	100%	88%	100%	77%	90%	48%	-	-	100%	90%	100%	-	100%	100%	100%	100%	50%	-
Very good	(+2)	7	3	4	2	4	1	3	-	2	1	1	3	4	-	-	-	1	1	-	-	1	1	2	2	-	-
		31%	19%	56%	22%	37%	46%	35%	-	71%	42%	46%	28%	38%	-	-	-	63%	19%	-	-	100%	56%	51%	76%	-	-
Slightly good	(+1)	12	9	3	6	5	1	4	-	1	1	1	5	6	1	-	-	1	3	4	-	-	*	2	*	1	-
		50%	55%	39%	56%	45%	54%	44%	-	29%	46%	54%	48%	52%	48%	-	-	37%	71%	100%	-	-	44%	49%	24%	50%	-
Neither good nor bad	(0)	5	4	*	2	2	-	2	2	-	-	*	2	1	1	2	-	-	*	-	1	-	-	-	-	1	-
		19%	26%	5%	22%	19%	-	32%	21%	-	-	12%	23%	10%	52%	100%	-	-	10%	-	100%	-	-	-	-	50%	-
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.11	0.93	1.51	1.01	1.18	1.46	1.14	-	1.71	1.29	1.46	1.05	1.27	0.48	0.00	-	1.63	1.09	1.00	0.00	2.00	1.56	1.51	1.76	0.50	-
Standard deviation		0.71	0.69	0.63	0.70	0.76	-	0.50	0.78	-	0.54	0.83	-	0.75	0.67	-	0.00	-	0.62	0.00	-	-	-	0.56	0.60	-	-
Standard error		0.14	0.18	0.18	0.25	0.18	-	0.25	0.25	-	0.27	0.31	-	0.22	0.18	-	0.00	-	0.28	0.00	-	-	-	0.25	0.34	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 118

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	27	8	2	3	3
Weighted base	23	6	1	2	3
NET: Good	19 81%	5 84%	1 64%	2 100%	3 100%
Very good (+2)	7 31%	2 27%	-	1 63%	1 50%
Slightly good (+1)	12 50%	4 58%	1 64%	1 37%	1 50%
Neither good nor bad (0)	5 19%	1 16%	*	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.11	1.11	0.64	1.63	1.50
Standard deviation	0.71	0.70	-	0.66	0.63
Standard error	0.14	0.25	-	0.38	0.36

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 119

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	27	14	13	8	17	2	4	10	-	4	7	2	12	13	2	1	-	2	5	4	1	2	2	5	3	2	-
Weighted base	23	16	7	11	12	1	7	9	-	3	3	1	10	11	2	2	-	2	4	4	1	1	1	5	2	2	-
NET: Good	19	13	7	9	9	1	6	7	-	3	2	1	9	8	2	2	-	2	3	3	1	1	1	4	2	1	-
	83%	80%	89%	84%	80%	100%	77%	83%	-	100%	72%	100%	94%	71%	100%	100%	-	100%	73%	61%	100%	100%	100%	90%	100%	50%	-
Very good	(+2)	7	4	3	2	5	1	-	4	-	2	1	1	3	3	1	-	-	1	2	-	1	1	2	2	-	-
		31%	27%	40%	16%	44%	46%	-	50%	-	50%	26%	46%	31%	29%	48%	-	-	17%	39%	-	100%	56%	41%	76%	-	-
Slightly good	(+1)	12	8	4	7	4	1	6	3	-	2	1	1	6	5	1	2	-	2	2	1	-	*	2	*	1	-
		52%	53%	49%	68%	36%	54%	77%	33%	-	50%	46%	54%	62%	42%	52%	100%	-	55%	22%	100%	-	44%	49%	24%	50%	-
Neither good nor bad	(0)	2	1	1	-	2	-	-	1	-	-	1	-	2	-	-	-	-	*	-	-	-	-	*	-	1	-
		7%	5%	11%	-	14%	-	-	9%	-	-	28%	-	14%	-	-	-	-	10%	-	-	-	-	10%	-	50%	-
Slightly bad	(-1)	2	2	-	2	1	-	2	1	-	-	-	1	2	-	-	-	-	1	2	-	-	-	-	-	-	-
		10%	15%	-	16%	6%	-	23%	7%	-	-	-	6%	15%	-	-	-	-	17%	39%	-	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		2	2	-	2	1	-	2	1	-	-	-	1	2	-	-	-	-	1	2	-	-	-	-	-	-	-
		10%	15%	-	16%	6%	-	23%	7%	-	-	-	6%	15%	-	-	-	-	17%	39%	-	-	-	-	-	-	-
Mean	1.04	0.92	1.29	0.84	1.19	1.46	0.53	1.26	-	1.50	0.98	1.46	1.18	0.84	1.48	1.00	-	1.00	0.73	0.61	1.00	2.00	1.56	1.32	1.76	0.50	-
Standard deviation	0.90	0.98	0.70	0.92	0.92	-	0.91	0.97	-	0.60	0.90	-	0.77	1.05	-	0.00	-	-	1.10	1.52	-	-	-	0.72	0.60	-	-
Standard error	0.17	0.26	0.20	0.33	0.22	-	0.45	0.31	-	0.30	0.34	-	0.22	0.29	-	0.00	-	-	0.49	0.76	-	-	-	0.32	0.34	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 119

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	27	8	2	3	3
Weighted base	23	6	1	2	3
NET: Good	19 83%	6 100%	-	2 100%	3 100%
Very good (+2)	7 31%	3 51%	-	2 79%	1 50%
Slightly good (+1)	12 52%	3 49%	-	* 21%	1 50%
Neither good nor bad (0)	2 7%	-	* 36%	-	-
Slightly bad (-1)	2 10%	-	1 64%	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 10%	-	1 64%	-	-
Mean	1.04	1.51	-0.64	1.79	1.50
Standard deviation	0.90	0.55	-	0.56	0.63
Standard error	0.17	0.19	-	0.32	0.36

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 120

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	27	14	13	8	17	2	4	10	-	4	7	2	12	13	2	1	-	2	5	4	1	2	2	5	3	2	-	
Weighted base	23	16	7	11	12	1	7	9	-	3	3	1	10	11	2	2	-	2	4	4	1	1	1	5	2	2	-	
NET: Good	15	9	6	7	8	1	3	6	-	3	2	1	6	8	1	-	-	1	3	3	-	1	1	4	2	1	-	
	64%	59%	75%	62%	68%	46%	45%	72%	-	100%	56%	46%	60%	71%	48%	-	-	63%	73%	61%	-	100%	100%	81%	100%	50%	-	
Very good	(+2)	11	6	4	4	6	1	2	4	-	2	1	1	4	7	-	-	-	1	1	-	-	1	1	4	2	1	-
		45%	40%	56%	40%	49%	46%	26%	52%	-	71%	43%	46%	38%	59%	-	-	-	63%	36%	-	-	100%	56%	81%	100%	50%	-
Slightly good	(+1)	4	3	1	2	2	-	1	2	-	1	*	-	2	1	1	-	-	1	3	-	-	*	-	-	-	-	
		19%	19%	19%	22%	18%	-	19%	20%	-	29%	14%	-	22%	12%	48%	-	-	37%	61%	-	-	44%	-	-	-	-	
Neither good nor bad	(0)	5	4	2	2	3	1	2	2	-	-	1	1	3	1	-	-	1	*	2	1	-	-	1	-	1	-	
		23%	22%	25%	16%	27%	54%	23%	21%	-	-	44%	54%	11%	29%	52%	-	-	37%	10%	39%	100%	-	-	19%	-	50%	
Slightly bad	(-1)	3	3	-	2	1	-	2	1	-	-	-	-	3	-	-	2	-	1	-	-	-	-	-	-	-	-	
		13%	19%	-	22%	6%	-	32%	7%	-	-	-	-	30%	-	-	100%	-	17%	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		3	3	-	2	1	-	2	1	-	-	-	3	-	-	2	-	-	1	-	-	-	-	-	-	-	-	
		13%	19%	-	22%	6%	-	32%	7%	-	-	-	30%	-	-	100%	-	-	17%	-	-	-	-	-	-	-	-	
Mean		0.96	0.80	1.31	0.81	1.11	0.93	0.39	1.16	-	1.71	0.99	0.93	0.68	1.29	0.48	-1.00	-	1.26	0.92	0.61	0.00	2.00	1.56	1.62	2.00	1.00	-
Standard deviation		1.12	1.19	0.91	1.24	1.03	-	1.27	1.06	-	0.54	1.14	-	1.32	0.93	-	0.00	-	1.25	0.55	-	-	-	0.88	0.00	-	-	-
Standard error		0.21	0.32	0.25	0.44	0.25	-	0.64	0.34	-	0.27	0.43	-	0.38	0.26	-	0.00	-	0.56	0.28	-	-	-	0.39	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 120

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	27	8	2	3	3
Weighted base	23	6	1	2	3
NET: Good	15 64%	5 75%	-	2 79%	3 100%
Very good (+2)	11 45%	3 45%	-	1 42%	1 50%
Slightly good (+1)	4 19%	2 30%	-	1 37%	1 50%
Neither good nor bad (0)	5 23%	2 25%	* 36%	* 21%	-
Slightly bad (-1)	3 13%	-	1 64%	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	3 13%	-	1 64%	-	-
Mean	0.96	1.19	-0.64	1.20	1.50
Standard deviation	1.12	0.89	-	1.04	0.63
Standard error	0.21	0.31	-	0.60	0.36

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 121

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	27	14	13	8	17	2	4	10	-	4	7	2	12	13	2	1	-	2	5	4	1	2	2	5	3	2	-	
Weighted base	23	16	7	11	12	1	7	9	-	3	3	1	10	11	2	2	-	2	4	4	1	1	1	5	2	2	-	
NET: Good	13	9	3	4	8	1	3	6	-	1	2	1	5	7	1	-	-	1	2	2	-	*	1	4	2	1	-	
	54%	59%	44%	41%	68%	46%	45%	72%	-	33%	56%	46%	53%	57%	48%	-	-	63%	54%	39%	-	32%	100%	81%	100%	50%	-	
Very good	(+2)	6	4	2	3	3	1	2	2	-	1	1	1	1	6	-	-	-	1	-	-	-	*	1	3	2	-	
		27%	25%	32%	28%	25%	46%	26%	24%	-	33%	26%	46%	8%	49%	-	-	-	63%	-	-	-	32%	56%	62%	76%	-	
Slightly good	(+1)	6	5	1	1	5	-	1	4	-	-	1	5	1	1	-	-	-	2	2	-	-	*	1	*	1	-	
		27%	34%	12%	13%	43%	-	19%	47%	-	-	30%	45%	8%	48%	-	-	-	54%	39%	-	-	44%	19%	24%	50%	-	
Neither good nor bad	(0)	11	7	4	6	4	1	4	2	-	2	1	1	5	5	1	2	1	2	3	1	1	-	1	-	1	-	
		46%	41%	56%	59%	32%	54%	55%	28%	-	67%	44%	54%	47%	43%	52%	100%	-	46%	61%	100%	68%	-	19%	-	50%	-	
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		0.82	0.84	0.76	0.69	0.92	0.93	0.71	0.96	-	0.65	0.82	0.93	0.61	1.06	0.48	0.00	-	1.26	0.54	0.39	0.00	0.64	1.56	1.43	1.76	0.50	-
Standard deviation		0.85	0.82	0.97	0.93	0.79	-	0.92	0.77	-	1.12	1.00	-	0.66	1.00	-	0.00	-	0.58	0.55	-	-	-	0.89	0.60	-	-	
Standard error		0.16	0.22	0.27	0.33	0.19	-	0.46	0.24	-	0.56	0.38	-	0.19	0.28	-	0.00	-	0.26	0.28	-	-	-	0.40	0.34	-	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 121

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	27	8	2	3	3
Weighted base	23	6	1	2	3
NET: Good	13 54%	3 49%	-	2 79%	3 100%
Very good (+2)	6 27%	1 17%	-	-	1 50%
Slightly good (+1)	6 27%	2 32%	-	2 79%	1 50%
Neither good nor bad (0)	11 46%	3 51%	1 100%	* 21%	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	0.82	0.66	0.00	0.79	1.50
Standard deviation	0.85	0.82	-	0.56	0.63
Standard error	0.16	0.29	-	0.32	0.36

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 122

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	27	14	13	8	17	2	4	10	-	4	7	2	12	13	2	1	-	2	5	4	1	2	2	5	3	2	-
Weighted base	23	16	7	11	12	1	7	9	-	3	3	1	10	11	2	2	-	2	4	4	1	1	1	5	2	2	-
NET: Good	15	12	3	8	6	1	7	4	-	1	2	1	7	7	1	2	-	1	2	3	1	*	1	4	*	-	-
	64%	73%	44%	79%	52%	46%	100%	51%	-	33%	55%	46%	68%	63%	52%	100%	-	63%	54%	57%	100%	32%	100%	90%	24%	-	-
Very good (+2)	9	8	2	6	3	1	6	2	-	-	1	1	5	5	-	2	-	-	-	3	-	*	1	3	-	-	-
	40%	48%	22%	56%	25%	46%	81%	20%	-	-	39%	46%	48%	40%	-	100%	-	-	-	57%	-	32%	100%	68%	-	-	-
Slightly good (+1)	6	4	2	2	3	-	1	3	-	1	*	-	2	3	1	-	-	1	2	-	1	-	-	1	*	-	-
	24%	25%	21%	23%	27%	-	19%	31%	-	33%	17%	-	20%	23%	52%	-	-	63%	54%	-	100%	-	-	23%	24%	-	-
Neither good nor bad (0)	8	4	4	2	6	1	-	4	-	2	1	1	3	4	1	-	-	1	2	2	-	1	-	*	2	2	-
	36%	27%	56%	21%	48%	54%	-	49%	-	67%	45%	54%	32%	37%	48%	-	-	37%	46%	43%	-	68%	-	10%	76%	100%	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.04	1.22	0.66	1.34	0.77	0.93	1.81	0.71	-	0.33	0.94	0.93	1.15	1.02	0.52	2.00	-	0.63	0.54	1.15	1.00	0.64	2.00	1.58	0.24	0.00	-
Standard deviation	0.89	0.87	0.88	0.85	0.86	-	0.42	0.83	-	0.56	1.12	-	0.93	0.92	-	0.00	-	-	0.58	1.13	-	-	-	0.74	0.60	-	-
Standard error	0.17	0.23	0.24	0.30	0.21	-	0.21	0.26	-	0.28	0.42	-	0.27	0.25	-	0.00	-	-	0.26	0.56	-	-	-	0.33	0.34	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 122

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	27	8	2	3	3
Weighted base	23	6	1	2	3
NET: Good	15 64%	2 34%	-	2 100%	3 100%
Very good (+2)	9 40%	-	-	2 100%	* 10%
Slightly good (+1)	6 24%	2 34%	-	-	2 90%
Neither good nor bad (0)	8 36%	4 66%	1 100%	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.04	0.34	0.00	2.00	1.10
Standard deviation	0.89	0.52	-	0.00	0.38
Standard error	0.17	0.18	-	0.00	0.22

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 123

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	305	305	305	305	305	305
Weighted base	281	281	281	281	281	281
NET: Good	206 73%	265 94%	262 93%	255 91%	220 78%	231 82%
Very good (+2)	102 36%	170 60%	163 58%	142 51%	118 42%	178 63%
Slightly good (+1)	105 37%	95 34%	99 35%	113 40%	102 36%	52 19%
Neither good nor bad (0)	55 20%	14 5%	17 6%	20 7%	58 21%	48 17%
Slightly bad (-1)	14 5%	2 1%	3 1%	6 2%	1 *	1 *
Very bad (-2)	6 2%	- -	- -	- -	1 1%	1 *
NET: Bad	20 7%	2 1%	3 1%	6 2%	3 1%	2 1%
Mean	1.00	1.54	1.50	1.39	1.19	1.44
Standard deviation	0.98	0.63	0.65	0.72	0.81	0.81
Standard error	0.06	0.04	0.04	0.04	0.05	0.05

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 124

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland
Unweighted base	305	166	138	77	152	76	43	88	35	34	64	40	159	115	31	21	12	33	27	35	20	18	17	45	39	32	6
Weighted base	281	193	88	112	106	63	78	77	38	34	29	25	144	104	33	23	4	31	23	30	22	10	16	49	37	25	12
NET: Good	206 73%	143 74%	63 72%	92 82%	73 69%	41 64%	67 86%	52 67%	24 63%	25 74%	22 74%	16 65%	102 71%	77 74%	27 80%	21 90%	3 79%	20 65%	19 85%	23 78%	15 71%	6 64%	12 78%	34 70%	24 64%	17 69%	10 81%
Very good (+2)	102 36%	73 38%	28 32%	44 39%	32 30%	26 41%	36 47%	21 27%	16 41%	7 22%	12 40%	9 38%	48 34%	40 39%	13 38%	15 64%	3 69%	14 47%	8 37%	9 31%	5 22%	3 29%	4 26%	19 38%	11 28%	7 26%	4 36%
Slightly good (+1)	105 37%	70 36%	34 39%	49 43%	41 39%	15 23%	31 39%	31 41%	8 22%	18 52%	10 34%	7 27%	54 37%	37 36%	14 42%	6 26%	* 9%	6 19%	11 49%	14 47%	11 49%	4 35%	8 51%	16 32%	13 36%	11 43%	5 45%
Neither good nor bad (0)	55 20%	39 20%	17 19%	14 13%	23 22%	18 29%	9 12%	17 22%	12 31%	5 14%	6 19%	6 26%	33 23%	18 18%	4 11%	1 5%	* 11%	7 22%	3 11%	5 18%	6 29%	2 17%	2 10%	13 26%	10 27%	4 18%	2 19%
Slightly bad (-1)	14 5%	8 4%	6 7%	4 4%	7 6%	2 4%	1 2%	5 7%	1 3%	3 9%	2 6%	1 4%	6 4%	7 7%	1 2%	- -	* 10%	2 6%	1 3%	1 4%	- -	2 18%	1 9%	2 4%	3 7%	1 6%	- -
Very bad (-2)	6 2%	4 2%	2 2%	1 1%	3 3%	2 4%	- -	3 4%	1 3%	1 3%	- -	1 5%	3 2%	2 2%	2 6%	1 5%	- -	2 6%	- -	- -	- -	- -	1 3%	- -	1 2%	2 8%	- -
NET: Bad	20 7%	12 6%	8 9%	5 5%	10 9%	5 7%	1 2%	8 10%	2 6%	4 12%	2 6%	2 9%	8 6%	9 8%	3 9%	1 5%	* 10%	4 12%	1 3%	1 4%	- -	2 18%	2 12%	2 4%	3 9%	3 14%	- -
Mean	1.00	1.03	0.92	1.16	0.87	0.94	1.31	0.80	0.95	0.81	1.08	0.90	0.97	1.03	1.04	1.45	1.38	0.94	1.19	1.05	0.93	0.75	0.88	1.04	0.82	0.73	1.18
Standard deviation	0.98	0.96	1.01	0.86	1.01	1.09	0.75	1.03	1.07	0.99	0.93	1.13	0.95	0.99	1.09	0.99	1.18	1.24	0.78	0.82	0.73	1.12	1.03	0.90	0.99	1.17	0.75
Standard error	0.06	0.07	0.09	0.10	0.08	0.12	0.11	0.11	0.18	0.17	0.12	0.18	0.08	0.09	0.20	0.22	0.34	0.22	0.15	0.14	0.16	0.26	0.25	0.13	0.16	0.21	0.31

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 124

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	305	305	106	80	93
Weighted base	281	281	100	78	85
NET: Good	206 73%	206 73%	71 71%	65 84%	63 74%
Very good (+2)	102 36%	102 36%	37 37%	27 35%	31 36%
Slightly good (+1)	105 37%	105 37%	34 34%	37 48%	32 38%
Neither good nor bad (0)	55 20%	55 20%	22 22%	9 12%	14 17%
Slightly bad (-1)	14 5%	14 5%	4 4%	1 2%	5 6%
Very bad (-2)	6 2%	6 2%	4 4%	2 3%	3 3%
NET: Bad	20 7%	20 7%	7 7%	3 4%	8 9%
Mean	1.00	1.00	0.97	1.12	0.98
Standard deviation	0.98	0.98	1.04	0.88	1.03
Standard error	0.06	0.06	0.10	0.10	0.11

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 125

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	305	166	138	77	152	76	43	88	35	34	64	40	159	115	31	21	12	33	27	35	20	18	17	45	39	32	6
Weighted base	281	193	88	112	106	63	78	77	38	34	29	25	144	104	33	23	4	31	23	30	22	10	16	49	37	25	12
NET: Good	265 94%	183 95%	81 93%	102 91%	101 95%	62 98%	72 93%	74 95%	37 98%	30 88%	27 95%	24 98%	136 95%	95 91%	33 100%	22 95%	4 100%	29 95%	22 96%	25 82%	22 100%	10 100%	15 94%	43 89%	36 97%	25 100%	12 100%
Very good (+2)	170 60%	113 58%	57 64%	52 46%	68 64%	50 79%	35 45%	48 62%	30 78%	17 50%	20 69%	19 79%	88 61%	65 62%	17 52%	14 61%	4 90%	25 81%	12 54%	16 52%	12 57%	8 80%	7 47%	32 66%	17 46%	16 62%	7 55%
Slightly good (+1)	95 34%	70 36%	25 28%	50 45%	33 31%	12 19%	37 48%	25 33%	8 20%	13 38%	7 26%	5 19%	49 34%	31 29%	16 48%	8 34%	* 10%	4 14%	9 42%	9 31%	9 43%	2 20%	8 48%	11 22%	19 51%	10 38%	5 45%
Neither good nor bad (0)	14 5%	10 5%	4 5%	8 7%	5 5%	1 2%	6 7%	4 5%	1 2%	2 6%	2 5%	1 2%	6 4%	8 8%	-	1 5%	-	1 2%	1 4%	4 14%	-	-	1 6%	5 11%	1 3%	-	-
Slightly bad (-1)	2 1%	-	2 2%	2 2%	-	-	-	-	-	2 6%	-	-	1 1%	1 1%	-	-	-	1 3%	-	1 3%	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	2 1%	-	2 2%	2 2%	-	-	-	-	-	2 6%	-	-	1 1%	1 1%	-	-	-	1 3%	-	1 3%	-	-	-	-	-	-	-
Mean	1.54	1.53	1.55	1.36	1.59	1.76	1.37	1.58	1.76	1.33	1.64	1.76	1.55	1.53	1.52	1.56	1.90	1.72	1.51	1.31	1.57	1.80	1.41	1.55	1.43	1.62	1.55
Standard deviation	0.63	0.60	0.70	0.69	0.58	0.48	0.62	0.58	0.48	0.84	0.59	0.49	0.62	0.68	0.51	0.61	0.34	0.67	0.58	0.85	0.51	0.42	0.61	0.69	0.56	0.50	0.52
Standard error	0.04	0.05	0.06	0.08	0.05	0.05	0.09	0.06	0.08	0.14	0.07	0.08	0.05	0.06	0.09	0.13	0.10	0.12	0.11	0.14	0.11	0.10	0.15	0.10	0.09	0.09	0.21

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 125

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	305	305	106	80	93
Weighted base	281	281	100	78	85
NET: Good	265 94%	265 94%	94 94%	73 94%	79 93%
Very good (+2)	170 60%	170 60%	63 62%	40 51%	48 57%
Slightly good (+1)	95 34%	95 34%	32 32%	33 43%	31 36%
Neither good nor bad (0)	14 5%	14 5%	5 5%	4 5%	5 6%
Slightly bad (-1)	2 1%	2 1%	1 1%	1 1%	1 1%
Very bad (-2)	- -	- -	- -	- -	- -
NET: Bad	2 1%	2 1%	1 1%	1 1%	1 1%
Mean	1.54	1.54	1.56	1.43	1.49
Standard deviation	0.63	0.63	0.64	0.65	0.66
Standard error	0.04	0.04	0.06	0.07	0.07

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 126

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	305	166	138	77	152	76	43	88	35	34	64	40	159	115	31	21	12	33	27	35	20	18	17	45	39	32	6
Weighted base	281	193	88	112	106	63	78	77	38	34	29	25	144	104	33	23	4	31	23	30	22	10	16	49	37	25	12
NET: Good	262	179	83	104	99	59	72	71	35	32	27	23	135	95	32	19	4	30	22	25	22	10	14	46	33	24	12
	93%	93%	95%	93%	93%	93%	93%	93%	92%	94%	95%	95%	94%	91%	97%	84%	100%	98%	96%	85%	100%	100%	88%	94%	91%	95%	100%
Very good	(+2) 163	105	57	60	64	39	38	45	22	22	19	16	83	66	15	12	4	24	13	17	11	6	8	24	22	13	9
	58%	54%	65%	54%	60%	62%	49%	58%	58%	65%	66%	65%	57%	63%	44%	54%	90%	79%	58%	58%	49%	61%	51%	49%	59%	49%	77%
Slightly good	(+1) 99	74	26	44	35	20	35	26	13	10	8	7	52	29	17	7	*	6	9	8	11	4	6	22	12	12	3
	35%	38%	29%	39%	33%	32%	44%	34%	33%	28%	29%	30%	36%	28%	52%	30%	10%	19%	39%	27%	51%	39%	37%	45%	32%	45%	23%
Neither good nor bad	(0) 17	13	3	7	6	4	6	5	3	1	1	1	8	7	1	3	-	1	1	4	-	-	2	3	3	1	-
	6%	7%	4%	6%	5%	7%	7%	6%	8%	4%	3%	5%	6%	7%	3%	11%	-	2%	4%	12%	-	-	12%	6%	8%	5%	-
Slightly bad	(-1) 3	1	1	1	2	-	-	1	-	1	*	-	*	2	-	1	-	-	-	1	-	-	-	-	*	-	-
	1%	1%	2%	1%	2%	-	-	1%	-	3%	2%	-	*	2%	-	5%	-	-	-	3%	-	-	-	-	1%	-	-
Very bad	(-2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	3	1	1	1	2	-	-	1	-	1	*	-	*	2	-	1	-	-	-	1	-	-	-	-	*	-	-
	1%	1%	2%	1%	2%	-	-	1%	-	3%	2%	-	*	2%	-	5%	-	-	-	3%	-	-	-	-	1%	-	-
Mean	1.50	1.46	1.58	1.46	1.52	1.55	1.41	1.50	1.50	1.56	1.59	1.61	1.51	1.52	1.41	1.33	1.90	1.77	1.54	1.40	1.49	1.61	1.39	1.43	1.48	1.44	1.77
Standard deviation	0.65	0.65	0.65	0.65	0.67	0.63	0.62	0.68	0.66	0.71	0.65	0.59	0.62	0.72	0.56	0.88	0.34	0.47	0.58	0.83	0.51	0.51	0.71	0.61	0.71	0.61	0.44
Standard error	0.04	0.05	0.06	0.07	0.05	0.07	0.10	0.07	0.11	0.12	0.08	0.09	0.05	0.07	0.10	0.19	0.10	0.08	0.11	0.14	0.11	0.12	0.17	0.09	0.11	0.11	0.18

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 126

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	305	305	106	80	93
Weighted base	281	281	100	78	85
NET: Good	262 93%	262 93%	91 91%	72 93%	78 92%
Very good (+2)	163 58%	163 58%	58 58%	45 58%	50 59%
Slightly good (+1)	99 35%	99 35%	33 33%	27 35%	28 33%
Neither good nor bad (0)	17 6%	17 6%	7 7%	4 5%	5 6%
Slightly bad (-1)	3 1%	3 1%	2 2%	1 1%	1 2%
Very bad (-2)	- -	- -	- -	- -	- -
NET: Bad	3 1%	3 1%	2 2%	1 1%	1 2%
Mean	1.50	1.50	1.47	1.49	1.49
Standard deviation	0.65	0.65	0.72	0.67	0.70
Standard error	0.04	0.04	0.07	0.08	0.07

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 127

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	305	166	138	77	152	76	43	88	35	34	64	40	159	115	31	21	12	33	27	35	20	18	17	45	39	32	6	
Weighted base	281	193	88	112	106	63	78	77	38	34	29	25	144	104	33	23	4	31	23	30	22	10	16	49	37	25	12	
NET: Good	255 91%	173 90%	81 93%	99 89%	100 94%	56 88%	68 88%	72 93%	33 86%	31 91%	28 97%	22 91%	128 89%	95 91%	32 97%	20 89%	4 100%	30 98%	22 96%	26 85%	20 93%	10 95%	16 100%	41 84%	32 86%	22 88%	12 100%	
Very good	(+2) 142 51%	96 49%	46 53%	48 43%	57 54%	38 59%	33 42%	40 52%	23 59%	15 44%	17 58%	14 58%	70 49%	59 57%	13 39%	14 59%	3 70%	20 64%	10 42%	16 52%	7 34%	7 67%	8 52%	27 54%	18 48%	10 39%	4 36%	
Slightly good	(+1) 113 40%	77 40%	35 40%	51 46%	43 41%	18 29%	36 46%	32 41%	10 27%	16 46%	11 39%	8 33%	58 40%	35 34%	19 58%	7 29%	1 30%	11 34%	12 54%	10 33%	13 60%	3 27%	8 48%	14 30%	14 38%	13 50%	8 64%	
Neither good nor bad	(0) 20 7%	18 9%	3 3%	10 9%	4 4%	6 9%	9 12%	4 5%	4 12%	1 3%	* 2%	1 5%	13 9%	7 7%	- -	1 6%	- -	1 2%	1 4%	4 15%	1 4%	- -	- -	7 14%	5 13%	1 2%	- -	
Slightly bad	(-1) 6 2%	3 1%	4 4%	2 2%	2 2%	2 3%	- -	1 2%	1 3%	2 7%	* 2%	1 5%	3 2%	3 3%	1 3%	1 5%	- -	- -	- -	- -	1 3%	1 5%	- -	1 2%	* 1%	2 10%	- -	
Very bad	(-2) - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Bad	6 2%	3 1%	4 4%	2 2%	2 2%	2 3%	- -	1 2%	1 3%	2 7%	* 2%	1 5%	3 2%	3 3%	1 3%	1 5%	- -	- -	- -	- -	1 3%	1 5%	- -	1 2%	* 1%	2 10%	- -	
Mean	1.39	1.38	1.41	1.29	1.46	1.44	1.30	1.44	1.42	1.28	1.53	1.45	1.36	1.45	1.34	1.43	1.70	1.62	1.39	1.37	1.24	1.56	1.52	1.36	1.33	1.17	1.36	
Standard deviation	0.72	0.71	0.76	0.72	0.66	0.80	0.68	0.68	0.81	0.82	0.63	0.80	0.73	0.74	0.63	0.84	0.53	0.53	0.57	0.74	0.67	0.80	0.52	0.81	0.75	0.89	0.50	
Standard error	0.04	0.05	0.06	0.08	0.05	0.09	0.10	0.07	0.14	0.14	0.08	0.13	0.06	0.07	0.11	0.18	0.15	0.09	0.11	0.12	0.15	0.19	0.13	0.12	0.12	0.16	0.20	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 127

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	305	305	106	80	93
Weighted base	281	281	100	78	85
NET: Good	255 91%	255 91%	92 92%	69 89%	79 93%
Very good (+2)	142 51%	142 51%	55 55%	36 47%	45 53%
Slightly good (+1)	113 40%	113 40%	37 37%	33 43%	34 40%
Neither good nor bad (0)	20 7%	20 7%	7 6%	8 11%	3 4%
Slightly bad (-1)	6 2%	6 2%	1 1%	-	3 3%
Very bad (-2)	-	-	-	-	-
NET: Bad	6 2%	6 2%	1 1%	-	3 3%
Mean	1.39	1.39	1.46	1.36	1.43
Standard deviation	0.72	0.72	0.69	0.67	0.71
Standard error	0.04	0.04	0.07	0.07	0.07

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 128

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender		Age			Gender/Age						SEG			Region													
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland	
Unweighted base	305	166	138	77	152	76	43	88	35	34	64	40	159	115	31	21	12	33	27	35	20	18	17	45	39	32	6	
Weighted base	281	193	88	112	106	63	78	77	38	34	29	25	144	104	33	23	4	31	23	30	22	10	16	49	37	25	12	
NET: Good	220	157	64	96	83	41	69	60	28	27	23	13	112	81	27	15	3	22	19	21	15	8	13	42	32	19	12	
	78%	81%	73%	86%	78%	65%	88%	78%	74%	80%	80%	53%	78%	78%	80%	67%	75%	71%	85%	70%	70%	76%	79%	86%	86%	74%	100%	
Very good	(+2)	118	82	36	48	49	21	33	35	14	15	14	7	65	44	9	9	1	13	10	11	6	4	7	27	12	9	9
		42%	43%	41%	43%	46%	34%	43%	45%	38%	43%	49%	29%	45%	42%	26%	39%	25%	42%	43%	36%	28%	45%	42%	55%	33%	37%	77%
Slightly good	(+1)	102	74	28	48	34	20	35	25	14	13	9	6	47	37	18	6	2	9	10	10	9	3	6	15	20	9	3
		36%	39%	32%	43%	32%	31%	46%	33%	37%	37%	31%	24%	33%	35%	55%	28%	50%	28%	42%	34%	42%	31%	37%	31%	53%	37%	23%
Neither good nor bad	(0)	58	34	23	16	21	22	9	15	10	6	11	31	21	6	8	1	9	3	9	6	2	2	7	5	6	-	
		21%	18%	26%	14%	20%	34%	12%	20%	26%	19%	20%	45%	22%	21%	17%	33%	15%	29%	15%	30%	30%	24%	12%	14%	14%	23%	-
Slightly bad	(-1)	1	1	*	*	1	-	1	-	*	-	-	-	1	-	-	*	-	-	-	-	-	-	1	-	-	-	-
		*	*	*	*	1%	-	1%	-	1%	-	-	-	1%	-	-	10%	-	-	-	-	-	-	6%	-	-	-	-
Very bad	(-2)	1	1	1	-	1	1	-	1	-	-	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-
		1%	*	1%	-	1%	1%	-	1%	-	-	2%	-	*	3%	-	-	-	-	-	-	-	-	3%	-	-	4%	-
NET: Bad		3	2	1	*	2	1	-	2	-	*	-	1	2	1	-	*	-	-	-	-	-	-	1	-	-	1	-
		1%	1%	1%	*	2%	1%	-	2%	-	1%	-	2%	2%	3%	-	10%	-	-	-	-	-	-	9%	-	-	4%	-
Mean		1.19	1.22	1.12	1.28	1.22	0.97	1.31	1.19	1.12	1.22	1.29	0.77	1.24	1.18	1.00	1.06	0.91	1.13	1.28	1.06	0.97	1.20	1.09	1.41	1.19	1.03	1.77
Standard deviation		0.81	0.79	0.86	0.71	0.85	0.87	0.68	0.88	0.80	0.80	0.79	0.96	0.79	0.84	0.83	0.86	1.02	0.85	0.72	0.83	0.78	0.85	1.06	0.73	0.67	0.98	0.44
Standard error		0.05	0.06	0.07	0.08	0.07	0.10	0.10	0.09	0.13	0.14	0.10	0.15	0.06	0.08	0.15	0.19	0.30	0.15	0.14	0.14	0.17	0.20	0.26	0.11	0.11	0.17	0.18

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 128

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	305	305	106	80	93
Weighted base	281	281	100	78	85
NET: Good	220 78%	220 78%	84 84%	67 87%	70 83%
Very good (+2)	118 42%	118 42%	50 50%	33 43%	41 49%
Slightly good (+1)	102 36%	102 36%	35 35%	34 44%	29 34%
Neither good nor bad (0)	58 21%	58 21%	14 14%	10 13%	12 15%
Slightly bad (-1)	1 *	1 *	-	-	1 1%
Very bad (-2)	1 1%	1 1%	1 1%	-	1 2%
NET: Bad	3 1%	3 1%	1 1%	-	2 3%
Mean	1.19	1.19	1.31	1.29	1.27
Standard deviation	0.81	0.81	0.82	0.69	0.87
Standard error	0.05	0.05	0.08	0.08	0.09

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 129

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	305	166	138	77	152	76	43	88	35	34	64	40	159	115	31	21	12	33	27	35	20	18	17	45	39	32	6	
Weighted base	281	193	88	112	106	63	78	77	38	34	29	25	144	104	33	23	4	31	23	30	22	10	16	49	37	25	12	
NET: Good	231	156	74	95	85	51	63	62	31	32	23	20	119	83	29	21	3	27	19	19	17	9	12	39	30	22	12	
	82%	81%	85%	85%	80%	81%	81%	81%	80%	93%	78%	81%	83%	79%	86%	92%	85%	89%	82%	63%	77%	90%	77%	80%	82%	85%	100%	
Very good	(+2)	178	122	56	65	67	44	49	29	21	18	16	95	66	17	17	2	25	15	16	13	7	9	31	20	17	5	
		63%	63%	63%	58%	63%	57%	63%	76%	62%	63%	66%	66%	64%	52%	74%	46%	82%	66%	54%	63%	72%	55%	64%	55%	67%	41%	
Slightly good	(+1)	52	34	19	29	18	19	13	1	10	5	4	25	16	11	4	2	2	4	3	3	2	4	8	10	5	7	
		19%	17%	21%	26%	17%	8%	24%	17%	4%	31%	16%	14%	17%	16%	34%	19%	40%	6%	16%	9%	14%	18%	22%	16%	27%	19%	59%
Neither good nor bad	(0)	48	36	12	16	20	12	14	8	2	6	5	23	20	5	2	1	3	4	9	5	1	4	10	7	4	-	
		17%	19%	14%	15%	19%	19%	18%	20%	5%	20%	19%	16%	20%	14%	8%	15%	10%	18%	31%	23%	10%	23%	20%	18%	15%	-	
Slightly bad	(-1)	1	1	*	-	1	-	1	-	-	*	-	-	1	-	-	-	*	-	1	-	-	-	-	-	-	-	
		*	*	1%	-	1%	-	1%	-	-	2%	-	-	1%	-	-	-	2%	-	3%	-	-	-	-	-	-	-	
Very bad	(-2)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		*	-	1%	1%	-	-	-	-	3%	-	-	1%	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	
NET: Bad		2	1	1	1	-	-	1	-	1	*	-	1	1	-	-	-	*	-	2	-	-	-	-	-	-	-	
		1%	*	2%	1%	1%	-	1%	-	3%	2%	-	1%	1%	-	-	-	2%	-	6%	-	-	-	-	-	-	-	
Mean		1.44	1.43	1.46	1.41	1.42	1.53	1.38	1.43	1.56	1.50	1.40	1.47	1.48	1.41	1.38	1.66	1.31	1.69	1.49	1.08	1.40	1.62	1.31	1.44	1.37	1.52	1.41
Standard deviation		0.81	0.81	0.83	0.80	0.84	0.80	0.79	0.83	0.81	0.82	0.87	0.81	0.81	0.85	0.73	0.63	0.82	0.72	0.80	1.13	0.86	0.69	0.85	0.81	0.78	0.75	0.51
Standard error		0.05	0.06	0.07	0.09	0.07	0.09	0.12	0.09	0.14	0.14	0.11	0.13	0.06	0.08	0.13	0.14	0.24	0.13	0.15	0.19	0.19	0.16	0.21	0.12	0.12	0.13	0.21

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 129

Q20b. You said you use BBC iPlayer Radio to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	305	305	106	80	93
Weighted base	281	281	100	78	85
NET: Good	231 82%	231 82%	82 82%	58 75%	71 84%
Very good (+2)	178 63%	178 63%	58 58%	36 47%	48 56%
Slightly good (+1)	52 19%	52 19%	24 24%	22 28%	23 28%
Neither good nor bad (0)	48 17%	48 17%	18 18%	19 25%	12 14%
Slightly bad (-1)	1 *	1 *	-	-	1 2%
Very bad (-2)	1 *	1 *	-	-	1 1%
NET: Bad	2 1%	2 1%	-	-	2 3%
Mean	1.44	1.44	1.40	1.22	1.36
Standard deviation	0.81	0.81	0.78	0.82	0.86
Standard error	0.05	0.05	0.08	0.09	0.09

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 130

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

		Aspects					Price
		Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	
Unweighted base		208	208	208	208	208	208
Weighted base		200	200	200	200	200	200
NET: Good		137 69%	189 95%	172 86%	169 85%	161 81%	175 88%
Very good	(+2)	75 38%	135 67%	102 51%	101 50%	97 49%	141 71%
Slightly good	(+1)	62 31%	54 27%	70 35%	69 34%	64 32%	34 17%
Neither good nor bad	(0)	37 18%	7 3%	11 5%	13 7%	36 18%	22 11%
Slightly bad	(-1)	13 6%	1 1%	13 7%	12 6%	- -	1 *
Very bad	(-2)	13 6%	3 1%	4 2%	5 3%	3 1%	2 1%
NET: Bad		26 13%	4 2%	17 8%	17 9%	3 1%	3 1%
Mean		0.87	1.58	1.27	1.24	1.27	1.56
Standard deviation		1.18	0.73	0.96	0.99	0.85	0.78
Standard error		0.08	0.05	0.07	0.07	0.06	0.05

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 131

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Range of podcasts from different providers****Base: All respondents answering about each**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	208	128	79	61	94	53	37	59	32	24	35	20	112	74	22	13	9	14	26	16	12	15	16	37	25	23	2
Weighted base	200	147	51	88	64	47	64	49	34	24	16	12	105	75	20	15	4	13	20	15	13	10	15	41	27	22	4
NET: Good	137	94	42	67	43	27	44	30	20	23	12	7	78	45	14	12	4	11	16	8	8	6	9	26	16	16	4
	69%	64%	82%	76%	66%	58%	69%	63%	57%	97%	77%	60%	74%	61%	71%	83%	91%	83%	79%	57%	58%	63%	63%	64%	60%	72%	100%
Very good (+2)	75	54	20	33	24	18	22	17	14	10	7	3	48	22	5	8	2	6	9	4	1	4	2	16	9	9	4
	38%	37%	39%	37%	38%	38%	35%	36%	41%	43%	44%	23%	46%	29%	24%	55%	49%	49%	44%	26%	9%	42%	17%	39%	33%	38%	100%
Slightly good (+1)	62	40	22	34	18	10	22	13	5	13	5	4	30	23	9	4	2	5	7	5	7	2	7	10	7	8	-
	31%	27%	43%	39%	28%	21%	34%	27%	15%	53%	33%	37%	28%	31%	47%	28%	43%	35%	35%	31%	49%	21%	46%	25%	27%	34%	-
Neither good nor bad (0)	37	31	6	9	14	13	9	11	10	-	3	3	17	16	3	-	-	1	2	2	6	1	3	10	8	4	-
	18%	21%	11%	11%	22%	28%	15%	24%	29%	-	17%	26%	17%	22%	15%	-	-	8%	11%	13%	42%	13%	18%	24%	29%	19%	-
Slightly bad (-1)	13	11	2	8	4	1	7	3	1	1	1	-	5	7	1	-	*	-	1	1	-	1	2	4	3	-	-
	6%	8%	3%	9%	6%	2%	11%	6%	3%	3%	6%	-	5%	9%	4%	-	9%	-	7%	6%	-	13%	11%	10%	11%	-	-
Very bad (-2)	13	11	2	4	4	5	4	4	4	-	-	2	5	6	2	3	-	1	1	4	-	1	1	1	-	2	-
	6%	8%	3%	4%	6%	11%	6%	8%	11%	-	-	14%	4%	8%	10%	17%	-	9%	3%	25%	-	11%	7%	1%	-	9%	-
NET: Bad	26	22	3	12	7	7	11	7	5	1	1	2	10	13	3	3	*	1	2	4	-	2	3	5	3	2	-
	13%	15%	6%	13%	12%	14%	17%	14%	14%	3%	6%	14%	9%	17%	14%	17%	9%	9%	10%	30%	-	24%	19%	12%	11%	9%	-
Mean	0.87	0.78	1.12	0.96	0.87	0.71	0.81	0.77	0.73	1.37	1.16	0.57	1.06	0.65	0.70	1.03	1.31	1.14	1.09	0.28	0.66	0.71	0.54	0.90	0.82	0.91	2.00
Standard deviation	1.18	1.23	0.96	1.10	1.17	1.31	1.20	1.23	1.34	0.67	0.94	1.29	1.11	1.23	1.21	1.50	0.98	1.21	1.08	1.58	0.65	1.48	1.15	1.09	1.04	1.21	0.00
Standard error	0.08	0.11	0.11	0.14	0.12	0.18	0.20	0.16	0.24	0.14	0.16	0.29	0.10	0.14	0.26	0.42	0.33	0.32	0.21	0.39	0.19	0.38	0.29	0.18	0.21	0.25	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 131

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	208	106	208	55	79
Weighted base	200	100	200	55	76
NET: Good	137 69%	70 70%	137 69%	44 80%	56 74%
Very good (+2)	75 38%	42 42%	75 38%	27 49%	30 39%
Slightly good (+1)	62 31%	28 27%	62 31%	17 31%	26 34%
Neither good nor bad (0)	37 18%	18 18%	37 18%	8 14%	11 15%
Slightly bad (-1)	13 6%	7 7%	13 6%	* 1%	3 4%
Very bad (-2)	13 6%	5 5%	13 6%	3 5%	5 7%
NET: Bad	26 13%	12 12%	26 13%	3 6%	9 11%
Mean	0.87	0.95	0.87	1.18	0.95
Standard deviation	1.18	1.16	1.18	1.05	1.17
Standard error	0.08	0.11	0.08	0.14	0.13

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 132

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland
Unweighted base	208	128	79	61	94	53	37	59	32	24	35	20	112	74	22	13	9	14	26	16	12	15	16	37	25	23	2
Weighted base	200	147	51	88	64	47	64	49	34	24	16	12	105	75	20	15	4	13	20	15	13	10	15	41	27	22	4
NET: Good	189 95%	138 94%	50 96%	81 92%	63 98%	45 95%	58 90%	47 97%	33 96%	23 96%	16 100%	11 93%	103 98%	67 89%	19 96%	12 85%	4 81%	12 92%	20 97%	12 81%	13 100%	10 100%	13 89%	39 95%	27 100%	22 100%	4 100%
Very good (+2)	135 67%	102 69%	33 64%	55 62%	46 72%	33 70%	41 64%	36 74%	25 73%	14 59%	11 68%	8 67%	76 72%	46 61%	13 66%	9 59%	2 45%	12 92%	12 57%	10 69%	9 66%	9 89%	11 76%	27 65%	15 57%	18 79%	2 37%
Slightly good (+1)	54 27%	36 25%	17 33%	26 29%	16 25%	12 25%	17 27%	11 23%	8 23%	9 37%	5 32%	3 26%	27 26%	21 28%	6 30%	4 26%	2 37%	-	8 40%	2 13%	4 34%	1 11%	2 12%	13 31%	11 43%	5 21%	3 63%
Neither good nor bad (0)	7 3%	6 4%	1 2%	4 5%	1 2%	1 2%	4 7%	1 3%	-	-	-	1 7%	2 2%	4 5%	1 4%	1 6%	1 19%	-	1 3%	1 6%	-	-	2 11%	2 5%	-	-	-
Slightly bad (-1)	1 1%	1 1%	-	-	-	1 3%	-	-	1 4%	-	-	-	-	1 2%	-	1 10%	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	3 1%	2 1%	1 2%	3 3%	-	-	2 3%	-	-	1 4%	-	-	-	3 4%	-	-	-	1 8%	-	2 13%	-	-	-	-	-	-	
NET: Bad	4 2%	3 2%	1 2%	3 3%	-	1 3%	2 3%	-	1 4%	1 4%	-	-	-	4 6%	-	1 10%	-	1 8%	-	2 13%	-	-	-	-	-	-	
Mean	1.58	1.59	1.56	1.47	1.70	1.63	1.48	1.71	1.65	1.46	1.68	1.61	1.70	1.41	1.62	1.34	1.26	1.69	1.54	1.24	1.66	1.89	1.65	1.60	1.57	1.79	1.37
Standard deviation	0.73	0.73	0.72	0.87	0.51	0.68	0.87	0.52	0.70	0.89	0.48	0.64	0.51	0.96	0.58	0.99	0.86	1.11	0.57	1.41	0.49	0.32	0.70	0.58	0.50	0.41	0.55
Standard error	0.05	0.06	0.08	0.11	0.05	0.09	0.14	0.07	0.12	0.18	0.08	0.14	0.05	0.11	0.12	0.27	0.29	0.30	0.11	0.35	0.14	0.08	0.18	0.10	0.10	0.09	0.39

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 132

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	208	106	208	55	79
Weighted base	200	100	200	55	76
NET: Good	189 95%	97 97%	189 95%	54 97%	75 99%
Very good (+2)	135 67%	64 64%	135 67%	33 60%	52 68%
Slightly good (+1)	54 27%	33 33%	54 27%	21 38%	23 30%
Neither good nor bad (0)	7 3%	3 3%	7 3%	1 3%	1 1%
Slightly bad (-1)	1 1%	-	1 1%	-	-
Very bad (-2)	3 1%	-	3 1%	-	-
NET: Bad	4 2%	-	4 2%	-	-
Mean	1.58	1.60	1.58	1.57	1.67
Standard deviation	0.73	0.56	0.73	0.55	0.49
Standard error	0.05	0.05	0.05	0.07	0.06

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 133

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	208	128	79	61	94	53	37	59	32	24	35	20	112	74	22	13	9	14	26	16	12	15	16	37	25	23	2	
Weighted base	200	147	51	88	64	47	64	49	34	24	16	12	105	75	20	15	4	13	20	15	13	10	15	41	27	22	4	
NET: Good	172	124	48	77	54	41	54	39	31	23	15	10	94	63	15	12	4	11	17	12	13	9	13	38	21	19	4	
	86%	84%	93%	87%	84%	88%	84%	80%	89%	96%	97%	83%	90%	85%	76%	83%	100%	83%	82%	81%	96%	87%	85%	93%	80%	83%	100%	
Very good	(+2)	102	74	27	41	36	25	30	26	18	12	10	62	29	11	7	3	8	6	8	7	7	9	23	10	11	2	
		51%	50%	53%	47%	56%	52%	46%	53%	53%	49%	64%	46%	59%	39%	56%	49%	67%	64%	31%	57%	55%	71%	61%	57%	37%	47%	37%
Slightly good	(+1)	70	50	21	35	18	17	24	13	12	11	5	4	32	34	4	5	1	3	10	4	5	2	4	15	12	8	3
		35%	34%	40%	40%	28%	35%	38%	27%	36%	47%	33%	37%	31%	46%	21%	33%	33%	19%	51%	24%	40%	16%	24%	36%	44%	35%	63%
Neither good nor bad	(0)	11	10	1	4	5	2	4	5	1	-	*	1	3	4	4	-	-	1	-	1	-	2	4	1	-	-	
		5%	7%	2%	4%	8%	4%	6%	10%	3%	-	3%	4%	3%	5%	18%	-	-	9%	-	6%	-	13%	-	5%	16%	4%	-
Slightly bad	(-1)	13	11	3	6	3	4	5	3	3	1	-	2	6	6	1	3	-	3	-	1	-	2	1	-	3	-	
		7%	7%	5%	7%	5%	9%	7%	7%	7%	4%	-	13%	6%	8%	6%	17%	-	8%	15%	-	4%	-	15%	2%	-	13%	-
Very bad	(-2)	4	4	-	2	2	-	2	2	-	-	-	2	2	-	-	-	-	1	2	-	-	-	-	1	-	-	
		2%	2%	-	2%	2%	-	3%	3%	-	-	-	2%	3%	-	-	-	-	3%	13%	-	-	-	-	4%	-	-	
NET: Bad		17	14	3	8	5	4	7	5	3	1	-	8	8	1	3	-	1	4	2	1	-	2	1	1	3	-	
		8%	10%	5%	9%	8%	9%	10%	10%	7%	4%	-	13%	7%	11%	6%	17%	-	8%	18%	13%	4%	-	15%	2%	4%	13%	-
Mean		1.27	1.22	1.41	1.23	1.30	1.31	1.17	1.20	1.35	1.41	1.61	1.16	1.40	1.10	1.26	1.15	1.67	1.39	0.91	1.13	1.47	1.58	1.31	1.47	1.10	1.17	1.37
Standard deviation		0.96	1.01	0.77	0.96	1.00	0.91	1.03	1.09	0.87	0.72	0.56	1.04	0.91	1.00	0.97	1.12	0.54	0.98	1.12	1.38	0.74	0.75	1.09	0.70	0.94	1.03	0.55
Standard error		0.07	0.09	0.09	0.12	0.10	0.12	0.17	0.14	0.15	0.10	0.23	0.09	0.12	0.21	0.31	0.18	0.26	0.22	0.35	0.21	0.19	0.27	0.12	0.19	0.21	0.39	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 133

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	208	106	208	55	79
Weighted base	200	100	200	55	76
NET: Good	172 86%	88 88%	172 86%	49 89%	70 92%
Very good (+2)	102 51%	47 47%	102 51%	29 53%	47 62%
Slightly good (+1)	70 35%	41 41%	70 35%	20 36%	23 30%
Neither good nor bad (0)	11 5%	6 6%	11 5%	2 3%	1 1%
Slightly bad (-1)	13 7%	6 6%	13 7%	4 7%	4 5%
Very bad (-2)	4 2%	- -	4 2%	- -	1 1%
NET: Bad	17 8%	6 6%	17 8%	4 7%	5 7%
Mean	1.27	1.29	1.27	1.35	1.46
Standard deviation	0.96	0.83	0.96	0.87	0.87
Standard error	0.07	0.08	0.07	0.12	0.10

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 134

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	208	128	79	61	94	53	37	59	32	24	35	20	112	74	22	13	9	14	26	16	12	15	16	37	25	23	2
Weighted base	200	147	51	88	64	47	64	49	34	24	16	12	105	75	20	15	4	13	20	15	13	10	15	41	27	22	4
NET: Good	169	123	46	76	53	39	54	38	31	22	15	8	93	61	15	12	4	12	17	12	13	9	14	34	22	16	4
	85%	83%	89%	87%	83%	84%	84%	79%	89%	94%	97%	68%	89%	82%	73%	85%	91%	92%	82%	81%	96%	87%	96%	83%	82%	72%	100%
Very good	(+2) 101	75	25	43	33	24	31	24	20	12	9	4	60	31	9	7	2	9	9	5	5	6	8	20	14	10	4
	50%	51%	48%	49%	51%	51%	48%	50%	57%	51%	56%	32%	58%	41%	47%	52%	58%	69%	46%	36%	41%	61%	51%	48%	51%	44%	100%
Slightly good	(+1) 69	48	21	33	20	15	23	14	11	10	6	4	33	31	5	5	1	3	7	7	7	3	7	14	8	6	-
	34%	32%	41%	37%	32%	32%	35%	29%	31%	43%	41%	36%	31%	41%	26%	34%	33%	23%	35%	46%	55%	26%	45%	35%	30%	29%	-
Neither good nor bad	(0) 13	11	2	6	5	2	5	5	1	*	*	1	3	8	2	-	*	-	-	1	-	1	-	5	4	2	-
	7%	8%	4%	7%	8%	5%	9%	10%	4%	2%	3%	9%	3%	10%	12%	-	9%	-	-	6%	-	13%	-	12%	15%	9%	-
Slightly bad	(-1) 12	10	2	3	4	5	3	4	3	-	-	2	6	3	3	2	-	-	3	-	1	-	-	2	-	4	-
	6%	7%	4%	4%	6%	10%	5%	8%	7%	-	-	19%	5%	4%	15%	15%	-	-	15%	-	4%	-	-	5%	-	19%	-
Very bad	(-2) 5	4	2	3	2	1	2	2	-	1	-	1	3	2	-	-	-	1	1	2	-	-	1	-	1	-	-
	3%	2%	3%	3%	2%	1%	3%	3%	-	4%	-	4%	2%	3%	-	-	-	8%	3%	13%	-	-	4%	-	4%	-	-
NET: Bad	17	13	4	6	6	5	5	6	3	1	-	3	8	6	3	2	-	1	4	2	1	-	1	2	1	4	-
	9%	9%	7%	7%	9%	11%	8%	12%	7%	4%	-	23%	8%	8%	15%	15%	-	8%	18%	13%	4%	-	4%	5%	4%	19%	-
Mean	1.24	1.23	1.26	1.25	1.23	1.23	1.21	1.13	1.39	1.36	1.53	0.72	1.36	1.12	1.04	1.22	1.48	1.46	1.07	0.91	1.32	1.48	1.41	1.27	1.25	0.96	2.00
Standard deviation	0.99	1.01	0.95	0.97	1.02	1.02	1.00	1.11	0.88	0.90	0.57	1.27	0.96	0.99	1.12	1.06	0.76	1.13	1.19	1.30	0.72	0.75	0.84	0.86	0.98	1.16	0.00
Standard error	0.07	0.09	0.11	0.12	0.11	0.14	0.16	0.14	0.16	0.18	0.10	0.28	0.09	0.12	0.24	0.29	0.25	0.30	0.23	0.33	0.21	0.19	0.21	0.14	0.20	0.24	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 134

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	208	106	208	55	79
Weighted base	200	100	200	55	76
NET: Good	169 85%	85 85%	169 85%	49 88%	68 90%
Very good (+2)	101 50%	50 50%	101 50%	31 56%	44 58%
Slightly good (+1)	69 34%	35 35%	69 34%	18 33%	24 32%
Neither good nor bad (0)	13 7%	7 7%	13 7%	2 4%	2 2%
Slightly bad (-1)	12 6%	6 6%	12 6%	4 7%	4 6%
Very bad (-2)	5 3%	2 2%	5 3%	- -	1 2%
NET: Bad	17 9%	7 7%	17 9%	4 7%	6 8%
Mean	1.24	1.27	1.24	1.37	1.38
Standard deviation	0.99	0.94	0.99	0.88	0.94
Standard error	0.07	0.09	0.07	0.12	0.11

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 135

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland	
Unweighted base	208	128	79	61	94	53	37	59	32	24	35	20	112	74	22	13	9	14	26	16	12	15	16	37	25	23	2	
Weighted base	200	147	51	88	64	47	64	49	34	24	16	12	105	75	20	15	4	13	20	15	13	10	15	41	27	22	4	
NET: Good	161	120	42	75	51	35	55	37	28	21	14	7	85	61	16	14	4	12	14	12	11	8	11	32	20	20	4	
	81%	81%	81%	85%	79%	74%	85%	77%	80%	87%	88%	60%	81%	81%	79%	95%	91%	92%	71%	79%	80%	83%	75%	77%	74%	87%	100%	
Very good	(+2)	97	75	23	46	32	19	38	21	16	9	11	3	52	35	9	10	2	9	8	8	5	7	6	18	9	14	2
		49%	51%	44%	53%	50%	40%	58%	44%	46%	37%	68%	25%	50%	47%	47%	69%	48%	67%	39%	56%	39%	65%	39%	45%	33%	63%	37%
Slightly good	(+1)	64	45	19	29	19	16	17	16	12	12	3	4	32	25	6	4	2	3	6	3	5	2	5	13	11	5	3
		32%	30%	37%	33%	30%	34%	26%	33%	35%	50%	19%	35%	31%	34%	32%	26%	42%	25%	32%	23%	41%	19%	36%	32%	41%	24%	63%
Neither good nor bad	(0)	36	25	10	11	12	12	8	10	7	3	2	5	20	12	3	1	*	1	6	1	3	2	4	10	7	2	-
		18%	17%	19%	13%	19%	26%	12%	21%	20%	13%	12%	40%	19%	16%	17%	5%	9%	8%	29%	8%	20%	17%	25%	23%	26%	9%	-
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	3	3	-	2	1	-	2	1	-	-	-	-	2	1	-	-	-	-	2	-	-	-	-	-	-	1	-
		1%	2%	-	2%	1%	-	3%	2%	-	-	-	-	3%	5%	-	-	-	-	13%	-	-	-	-	-	-	4%	-
NET: Bad		3	3	-	2	1	-	2	1	-	-	-	-	2	1	-	-	-	-	2	-	-	-	-	-	-	1	-
		1%	2%	-	2%	1%	-	3%	2%	-	-	-	-	3%	5%	-	-	-	-	13%	-	-	-	-	-	-	4%	-
Mean	1.27	1.28	1.25	1.33	1.26	1.14	1.37	1.17	1.26	1.24	1.56	0.85	1.31	1.23	1.16	1.64	1.39	1.59	1.10	1.09	1.20	1.48	1.14	1.21	1.07	1.42	1.37	
Standard deviation	0.85	0.88	0.76	0.86	0.87	0.81	0.92	0.90	0.78	0.68	0.73	0.83	0.78	0.91	1.04	0.60	0.75	0.65	0.84	1.39	0.77	0.80	0.81	0.80	0.78	0.97	0.55	
Standard error	0.06	0.08	0.09	0.11	0.09	0.11	0.15	0.12	0.14	0.14	0.12	0.19	0.07	0.11	0.22	0.17	0.25	0.17	0.16	0.35	0.22	0.21	0.20	0.13	0.16	0.20	0.39	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 135

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	208	106	208	55	79
Weighted base	200	100	200	55	76
NET: Good	161 81%	82 82%	161 81%	49 89%	64 84%
Very good (+2)	97 49%	43 43%	97 49%	28 51%	42 55%
Slightly good (+1)	64 32%	39 39%	64 32%	21 38%	22 29%
Neither good nor bad (0)	36 18%	17 17%	36 18%	6 11%	11 15%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	3 1%	1 1%	3 1%	-	1 1%
NET: Bad	3 1%	1 1%	3 1%	-	1 1%
Mean	1.27	1.23	1.27	1.41	1.36
Standard deviation	0.85	0.79	0.85	0.68	0.83
Standard error	0.06	0.08	0.06	0.09	0.09

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 136

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland
Unweighted base	208	128	79	61	94	53	37	59	32	24	35	20	112	74	22	13	9	14	26	16	12	15	16	37	25	23	2
Weighted base	200	147	51	88	64	47	64	49	34	24	16	12	105	75	20	15	4	13	20	15	13	10	15	41	27	22	4
NET: Good	175 88%	130 88%	44 86%	80 91%	56 87%	39 84%	59 92%	42 88%	28 83%	21 87%	13 85%	10 86%	95 91%	62 83%	18 89%	13 91%	4 100%	9 67%	17 86%	11 78%	12 91%	10 100%	14 94%	37 89%	22 83%	21 91%	4 100%
Very good (+2)	141 71%	105 71%	36 69%	60 68%	46 72%	35 74%	43 67%	35 73%	26 75%	17 70%	11 69%	8 69%	79 76%	50 67%	12 58%	11 75%	3 63%	9 67%	13 63%	9 63%	9 67%	8 81%	13 85%	30 72%	16 61%	18 82%	3 63%
Slightly good (+1)	34 17%	25 17%	9 17%	20 22%	10 15%	5 10%	16 24%	7 15%	3 8%	4 17%	2 16%	2 17%	16 15%	12 16%	6 31%	2 16%	2 37%	-	5 23%	2 15%	3 24%	2 19%	1 9%	7 17%	6 23%	2 10%	2 37%
Neither good nor bad (0)	22 11%	15 10%	6 12%	6 7%	8 13%	7 15%	3 5%	6 12%	6 17%	3 13%	2 15%	1 8%	9 8%	11 14%	2 11%	1 4%	-	4 33%	3 14%	1 9%	1 9%	-	1 6%	4 11%	4 17%	2 9%	-
Slightly bad (-1)	1 *	-	1 1%	-	-	1 2%	-	-	-	-	-	1 6%	1 1%	-	-	1 5%	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	2 1%	2 1%	-	2 2%	-	-	2 3%	-	-	-	-	-	2 3%	-	-	-	-	-	-	2 13%	-	-	-	-	-	-	-
NET: Bad	3 1%	2 1%	1 1%	2 2%	-	1 2%	2 3%	-	-	-	-	1 6%	1 1%	2 3%	-	1 5%	-	-	-	2 13%	-	-	-	-	-	-	-
Mean	1.56	1.57	1.54	1.54	1.59	1.56	1.53	1.60	1.57	1.57	1.54	1.49	1.66	1.45	1.47	1.61	1.63	1.35	1.49	1.15	1.59	1.81	1.79	1.62	1.44	1.73	1.63
Standard deviation	0.78	0.78	0.77	0.81	0.72	0.80	0.85	0.71	0.78	0.72	0.77	0.92	0.66	0.92	0.71	0.82	0.55	0.98	0.75	1.42	0.67	0.42	0.55	0.68	0.78	0.62	0.55
Standard error	0.05	0.07	0.09	0.10	0.07	0.11	0.14	0.09	0.14	0.15	0.13	0.20	0.06	0.11	0.15	0.23	0.18	0.26	0.15	0.35	0.19	0.11	0.14	0.11	0.16	0.13	0.39

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 136

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	208	106	208	55	79
Weighted base	200	100	200	55	76
NET: Good	175 88%	85 85%	175 88%	47 85%	72 95%
Very good (+2)	141 71%	62 62%	141 71%	32 57%	57 75%
Slightly good (+1)	34 17%	23 23%	34 17%	15 28%	16 21%
Neither good nor bad (0)	22 11%	14 14%	22 11%	8 15%	3 4%
Slightly bad (-1)	1 *	1 1%	1 *	-	1 1%
Very bad (-2)	2 1%	-	2 1%	-	-
NET: Bad	3 1%	1 1%	3 1%	-	1 1%
Mean	1.56	1.46	1.56	1.42	1.69
Standard deviation	0.78	0.77	0.78	0.74	0.59
Standard error	0.05	0.07	0.05	0.10	0.07

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 137

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	25	25	25	25	25	25
Weighted base	24	24	24	24	24	24
NET: Good	14 61%	23 98%	21 91%	21 91%	18 78%	23 96%
Very good (+2)	7 30%	16 68%	12 51%	9 39%	12 51%	20 84%
Slightly good (+1)	7 31%	7 30%	9 40%	12 52%	6 27%	3 12%
Neither good nor bad (0)	4 16%	* 2%	* 2%	* 2%	4 18%	1 4%
Slightly bad (-1)	5 19%	- -	2 7%	2 7%	1 4%	- -
Very bad (-2)	1 4%	- -	- -	- -	- -	- -
NET: Bad	5 23%	- -	2 7%	2 7%	1 4%	- -
Mean	0.65	1.66	1.35	1.23	1.25	1.80
Standard deviation	1.23	0.52	0.85	0.82	0.90	0.49
Standard error	0.25	0.10	0.17	0.16	0.18	0.10

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 138

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	25	14	11	7	9	9	3	7	4	4	2	5	8	13	4	3	2	3	-	2	1	-	7	2	3	2	-	
Weighted base	24	16	7	9	7	8	5	6	5	3	1	3	7	13	4	3	1	3	-	2	1	-	8	3	3	1	-	
NET: Good	14	10	4	3	6	6	2	5	3	1	1	3	6	8	1	2	*	3	-	2	1	-	2	2	2	1	-	
	61%	65%	53%	32%	81%	75%	35%	85%	74%	28%	53%	78%	78%	62%	25%	74%	51%	100%	-	100%	100%	-	30%	66%	60%	56%	-	
Very good	(+2)	7	4	3	1	2	4	-	2	2	1	1	2	4	2	1	*	2	-	1	-	-	1	-	2	1	-	
		30%	25%	42%	10%	31%	52%	-	27%	52%	28%	53%	53%	19%	25%	45%	51%	62%	-	52%	-	-	7%	-	60%	56%	-	
Slightly good	(+1)	7	6	1	2	4	2	4	1	-	-	1	2	5	-	1	-	1	-	1	1	-	2	2	-	-	-	
		31%	40%	11%	22%	50%	23%	35%	58%	22%	-	-	25%	25%	43%	-	29%	-	38%	-	48%	100%	-	24%	66%	-	-	-
Neither good nor bad	(0)	4	2	2	*	1	2	-	1	1	*	*	1	2	1	1	*	-	-	-	-	-	1	-	1	*	-	
		16%	13%	22%	5%	19%	25%	-	15%	26%	13%	47%	22%	22%	9%	24%	26%	49%	-	-	-	-	12%	-	40%	44%	-	
Slightly bad	(-1)	5	4	1	5	-	4	-	-	1	-	-	-	3	2	-	-	-	-	-	-	-	4	1	-	-	-	
		19%	22%	13%	53%	-	65%	-	-	31%	-	-	-	21%	51%	-	-	-	-	-	-	-	47%	34%	-	-	-	
Very bad	(-2)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	
		4%	-	12%	10%	-	-	-	-	28%	-	-	-	7%	-	-	-	-	-	-	-	-	11%	-	-	-	-	
NET: Bad		5	4	2	5	-	4	-	-	2	-	-	-	4	2	-	-	-	-	-	-	-	4	1	-	-	-	
		23%	22%	25%	63%	-	65%	-	-	59%	-	-	-	28%	51%	-	-	-	-	-	-	-	58%	34%	-	-	-	
Mean		0.65	0.68	0.59	-0.30	1.12	1.28	-0.30	1.13	1.25	-0.31	1.06	1.31	1.31	0.46	*	1.19	1.01	1.62	-	1.52	1.00	-	-0.32	0.32	1.20	1.12	-
Standard deviation		1.23	1.11	1.54	1.29	0.75	0.89	1.05	0.70	0.96	1.89	-	0.97	0.87	1.26	1.44	1.03	-	0.61	-	-	-	1.23	1.17	1.19	-	-	
Standard error		0.25	0.30	0.47	0.49	0.25	0.30	0.61	0.26	0.48	0.95	-	0.44	0.31	0.35	0.72	0.59	-	0.35	-	-	-	0.47	0.83	0.69	-	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 138

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	25	6	5	-	2
Weighted base	24	5	5	-	2
NET: Good	14 61%	4 82%	3 55%	-	1 53%
Very good (+2)	7 30%	3 66%	2 34%	-	-
Slightly good (+1)	7 31%	1 16%	1 21%	-	1 53%
Neither good nor bad (0)	4 16%	-	* 10%	-	1 47%
Slightly bad (-1)	5 19%	-	2 35%	-	-
Very bad (-2)	1 4%	1 18%	-	-	-
NET: Bad	5 23%	1 18%	2 35%	-	-
Mean	0.65	1.13	0.54	-	0.53
Standard deviation	1.23	1.68	1.44	-	-
Standard error	0.25	0.68	0.64	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 139

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male		Male		Female		AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land		South East	South West	North-ern Ire-land
							18-34	35-54	18-34	35-54	18-34	35-54											London	London			
Unweighted base	25	14	11	7	9	9	3	7	4	4	2	5	8	13	4	3	2	3	-	2	1	-	7	2	3	2	-
Weighted base	24	16	7	9	7	8	5	6	5	3	1	3	7	13	4	3	1	3	-	2	1	-	8	3	3	1	-
NET: Good	23	16	7	8	7	8	5	6	5	3	1	3	7	13	4	3	*	3	-	2	1	-	8	3	3	1	-
	98%	100%	94%	95%	100%	100%	100%	100%	100%	87%	100%	100%	94%	100%	100%	100%	51%	100%	-	100%	100%	-	100%	100%	100%	100%	-
Very good (+2)	16	10	6	4	4	8	2	3	5	2	1	3	7	8	1	3	*	3	-	2	-	-	2	2	3	1	-
	68%	62%	81%	42%	63%	100%	35%	57%	100%	56%	100%	100%	94%	65%	25%	100%	51%	100%	-	100%	-	-	31%	66%	100%	100%	-
Slightly good (+1)	7	6	1	5	3	-	4	3	-	1	-	-	-	4	3	-	-	-	-	-	1	-	5	1	-	-	-
	30%	38%	13%	53%	37%	-	65%	43%	-	31%	-	-	-	35%	75%	-	-	-	-	-	100%	-	69%	34%	-	-	-
Neither good nor bad (0)	*	-	*	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-
	2%	-	6%	5%	-	-	-	-	-	13%	-	-	6%	-	-	-	49%	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.66	1.62	1.76	1.38	1.63	2.00	1.35	1.57	2.00	1.43	2.00	2.00	1.89	1.65	1.25	2.00	1.01	2.00	-	2.00	1.00	-	1.31	1.66	2.00	2.00	-
Standard deviation	0.52	0.50	0.58	0.61	0.52	0.00	0.53	0.54	0.00	0.86	-	0.00	0.49	0.50	0.51	0.00	-	0.00	-	-	-	-	0.50	0.58	0.00	-	-
Standard error	0.10	0.13	0.18	0.23	0.17	0.00	0.30	0.20	0.00	0.43	-	0.00	0.17	0.14	0.25	0.00	-	0.00	-	-	-	-	0.19	0.41	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 139

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	25	6	5	-	2
Weighted base	24	5	5	-	2
NET: Good	23 98%	5 100%	5 100%	-	2 100%
Very good (+2)	16 68%	5 100%	3 65%	-	2 100%
Slightly good (+1)	7 30%	-	2 35%	-	-
Neither good nor bad (0)	* 2%	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.66	2.00	1.65	-	2.00
Standard deviation	0.52	0.00	0.54	-	-
Standard error	0.10	0.00	0.24	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 140

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	25	14	11	7	9	9	3	7	4	4	2	5	8	13	4	3	2	3	-	2	1	-	7	2	3	2	-	
Weighted base	24	16	7	9	7	8	5	6	5	3	1	3	7	13	4	3	1	3	-	2	1	-	8	3	3	1	-	
NET: Good	21	14	7	7	7	8	4	6	5	3	1	3	7	11	4	3	*	3	-	2	1	-	6	3	3	1	-	
	91%	90%	94%	76%	100%	100%	69%	100%	100%	87%	100%	100%	94%	86%	100%	100%	51%	100%	-	100%	100%	-	78%	100%	100%	100%	-	
Very good	(+2)	12	8	4	2	6	4	-	5	2	2	1	2	5	6	2	1	*	3	-	2	-	-	3	-	2	1	-
		51%	47%	61%	20%	87%	52%	-	85%	52%	56%	100%	53%	64%	44%	49%	45%	51%	100%	-	100%	-	-	40%	-	60%	100%	-
Slightly good	(+1)	9	7	3	5	1	4	1	2	1	-	2	2	5	2	2	2	-	-	-	1	-	3	3	1	-	-	
		40%	43%	34%	55%	13%	48%	69%	15%	48%	31%	-	47%	30%	42%	51%	55%	-	-	-	100%	-	38%	100%	40%	-	-	
Neither good nor bad	(0)	*	-	*	*	-	-	-	-	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	
		2%	-	6%	5%	-	-	-	2%	-	13%	-	6%	-	-	-	49%	-	-	-	-	-	-	-	-	-	-	
Slightly bad	(-1)	2	2	-	2	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	
		7%	10%	-	20%	-	31%	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	22%	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		2	2	-	2	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	
		7%	10%	-	20%	-	31%	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	22%	-	-	-	-	
Mean		1.35	1.26	1.55	0.76	1.87	1.52	0.38	1.85	1.52	1.43	2.00	1.53	1.58	1.17	1.49	1.45	1.01	2.00	-	2.00	1.00	-	0.96	1.00	1.60	2.00	-
Standard deviation		0.85	0.93	0.64	1.05	0.36	1.02	0.39	0.56	0.86	-	0.60	0.64	1.02	0.58	0.62	-	0.00	-	-	-	-	1.21	0.00	0.60	-	-	
Standard error		0.17	0.25	0.19	0.40	0.12	0.59	0.15	0.28	0.43	-	0.27	0.23	0.28	0.29	0.36	-	0.00	-	-	-	-	0.46	0.00	0.34	-	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 140

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	25	6	5	-	2
Weighted base	24	5	5	-	2
NET: Good	21 91%	5 100%	3 65%	-	2 100%
Very good (+2)	12 51%	5 100%	1 19%	-	-
Slightly good (+1)	9 40%	-	2 46%	-	2 100%
Neither good nor bad (0)	* 2%	-	-	-	-
Slightly bad (-1)	2 7%	-	2 35%	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 7%	-	2 35%	-	-
Mean	1.35	2.00	0.48	-	1.00
Standard deviation	0.85	0.00	1.29	-	-
Standard error	0.17	0.00	0.58	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 141

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	25	14	11	7	9	9	3	7	4	4	2	5	8	13	4	3	2	3	-	2	1	-	7	2	3	2	-
Weighted base	24	16	7	9	7	8	5	6	5	3	1	3	7	13	4	3	1	3	-	2	1	-	8	3	3	1	-
NET: Good	21	14	7	7	7	8	4	6	5	3	1	3	7	11	4	3	*	3	-	2	1	-	6	3	3	1	-
	91%	90%	94%	76%	100%	100%	69%	100%	100%	87%	100%	100%	94%	86%	100%	100%	51%	100%	-	100%	100%	-	78%	100%	100%	100%	-
Very good (+2)	9	5	4	1	4	5	-	3	2	1	1	2	4	3	2	1	*	3	-	2	-	-	2	-	1	1	-
	39%	33%	52%	10%	52%	59%	-	52%	47%	28%	53%	75%	61%	23%	49%	26%	51%	100%	-	100%	-	-	32%	-	20%	56%	-
Slightly good (+1)	12	9	3	6	3	3	4	3	2	2	*	1	2	8	2	2	-	-	-	-	1	-	4	3	2	*	-
	52%	57%	42%	66%	48%	41%	69%	48%	53%	59%	47%	25%	33%	64%	51%	74%	-	-	-	-	100%	-	46%	100%	80%	44%	-
Neither good nor bad (0)	*	-	*	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-
	2%	-	6%	5%	-	-	-	-	2%	-	-	-	6%	-	-	-	49%	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	2	2	-	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-
	7%	10%	-	20%	-	-	31%	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	22%	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	2	2	-	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-
	7%	10%	-	20%	-	-	31%	-	-	-	-	-	-	14%	-	-	-	-	-	-	-	-	22%	-	-	-	-
Mean	1.23	1.12	1.47	0.66	1.52	1.59	0.38	1.52	1.47	1.15	1.53	1.75	1.56	0.96	1.49	1.26	1.01	2.00	-	2.00	1.00	-	0.87	1.00	1.20	1.56	-
Standard deviation	0.82	0.88	0.65	0.96	0.54	0.53	1.02	0.55	0.56	0.75	-	0.52	0.64	0.91	0.58	0.55	-	0.00	-	-	-	-	1.17	0.00	0.49	-	-
Standard error	0.16	0.24	0.19	0.36	0.18	0.18	0.59	0.21	0.28	0.38	-	0.23	0.23	0.25	0.29	0.32	-	0.00	-	-	-	-	0.44	0.00	0.28	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 141

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	25	6	5	-	2
Weighted base	24	5	5	-	2
NET: Good	21 91%	5 100%	3 65%	-	2 100%
Very good (+2)	9 39%	3 57%	1 30%	-	1 47%
Slightly good (+1)	12 52%	2 43%	2 35%	-	1 53%
Neither good nor bad (0)	* 2%	-	-	-	-
Slightly bad (-1)	2 7%	-	2 35%	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 7%	-	2 35%	-	-
Mean	1.23	1.57	0.59	-	1.47
Standard deviation	0.82	0.55	1.39	-	-
Standard error	0.16	0.23	0.62	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 142

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	25	14	11	7	9	9	3	7	4	4	2	5	8	13	4	3	2	3	-	2	1	-	7	2	3	2	-
Weighted base	24	16	7	9	7	8	5	6	5	3	1	3	7	13	4	3	1	3	-	2	1	-	8	3	3	1	-
NET: Good	18	12	6	5	6	7	4	5	3	2	1	3	6	11	2	3	*	3	-	2	1	-	4	3	2	1	-
	78%	76%	83%	63%	89%	85%	66%	87%	74%	59%	100%	100%	78%	87%	49%	100%	51%	100%	-	100%	100%	-	54%	100%	60%	100%	-
Very good (+2)	12	8	4	4	3	5	2	3	3	2	1	2	5	5	2	1	*	2	-	1	-	-	2	3	2	1	-
	51%	49%	56%	44%	43%	65%	35%	42%	74%	59%	53%	53%	67%	42%	49%	45%	51%	62%	-	52%	-	-	32%	100%	60%	56%	-
Slightly good (+1)	6	4	2	2	3	2	2	3	-	-	*	2	1	6	-	2	-	1	-	1	1	-	2	-	-	*	-
	27%	27%	27%	20%	45%	19%	31%	45%	-	-	47%	47%	11%	45%	-	55%	-	38%	-	48%	100%	-	22%	-	-	44%	-
Neither good nor bad (0)	4	4	*	2	1	1	2	1	1	*	-	-	2	1	2	-	*	-	-	-	-	-	3	-	1	-	-
	18%	24%	6%	27%	11%	15%	34%	13%	26%	13%	-	-	22%	6%	51%	-	49%	-	-	-	-	-	35%	-	40%	-	-
Slightly bad (-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	4%	-	12%	10%	-	-	-	-	-	28%	-	-	-	7%	-	-	-	-	-	-	-	-	11%	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	4%	-	12%	10%	-	-	-	-	-	28%	-	-	-	7%	-	-	-	-	-	-	-	-	11%	-	-	-	-
Mean	1.25	1.24	1.27	0.97	1.32	1.50	1.01	1.29	1.47	0.91	1.53	1.53	1.45	1.22	0.99	1.45	1.01	1.62	-	1.52	1.00	-	0.74	2.00	1.20	1.56	-
Standard deviation	0.90	0.84	1.08	1.12	0.72	0.80	0.92	0.75	1.00	1.63	-	0.60	0.89	0.88	1.17	0.62	-	0.61	-	-	-	-	1.10	0.00	1.19	-	-
Standard error	0.18	0.23	0.33	0.42	0.24	0.27	0.53	0.28	0.50	0.82	-	0.27	0.32	0.24	0.58	0.36	-	0.35	-	-	-	-	0.42	0.00	0.69	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 142

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	25	6	5	-	2
Weighted base	24	5	5	-	2
NET: Good	18 78%	4 82%	5 100%	-	2 100%
Very good (+2)	12 51%	3 66%	3 55%	-	-
Slightly good (+1)	6 27%	1 16%	2 45%	-	2 100%
Neither good nor bad (0)	4 18%	-	-	-	-
Slightly bad (-1)	1 4%	1 18%	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	1 4%	1 18%	-	-	-
Mean	1.25	1.30	1.55	-	1.00
Standard deviation	0.90	1.26	0.56	-	-
Standard error	0.18	0.52	0.25	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 143

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male		Male		Female		AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land		South East	South West	North-ern Ire-land
							18-34	35-54	18-34	35-54	18-34	35-54											London	West			
Unweighted base	25	14	11	7	9	9	3	7	4	4	2	5	8	13	4	3	2	3	-	2	1	-	7	2	3	2	-
Weighted base	24	16	7	9	7	8	5	6	5	3	1	3	7	13	4	3	1	3	-	2	1	-	8	3	3	1	-
NET: Good	23	16	7	8	7	8	5	6	5	3	1	3	7	12	4	3	*	3	-	2	1	-	8	3	3	1	-
	96%	100%	88%	95%	93%	100%	100%	100%	100%	87%	53%	100%	94%	96%	100%	100%	51%	100%	-	100%	100%	-	100%	100%	100%	56%	-
Very good (+2)	20	13	7	8	5	7	5	4	3	3	1	3	6	11	3	3	*	3	-	2	1	-	6	3	2	1	-
	84%	82%	88%	95%	69%	85%	100%	72%	74%	87%	53%	100%	78%	90%	76%	100%	51%	100%	-	100%	100%	-	78%	100%	60%	56%	-
Slightly good (+1)	3	3	-	-	2	1	-	2	1	-	-	-	1	1	1	-	-	-	-	-	-	-	2	-	1	-	-
	12%	18%	-	-	24%	15%	-	28%	26%	-	-	-	17%	6%	24%	-	-	-	-	-	-	-	22%	-	40%	-	-
Neither good nor bad (0)	1	-	1	*	*	-	-	-	-	*	*	-	*	*	-	-	*	-	-	-	-	-	-	-	-	*	-
	4%	-	12%	5%	7%	-	-	-	-	13%	47%	-	6%	4%	-	-	49%	-	-	-	-	-	-	-	-	44%	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.80	1.82	1.76	1.90	1.63	1.85	2.00	1.72	1.74	1.74	1.06	2.00	1.72	1.86	1.76	2.00	1.01	2.00	-	2.00	2.00	-	1.78	2.00	1.60	1.12	-
Standard deviation	0.49	0.40	0.70	0.45	0.65	0.39	0.00	0.49	0.50	0.82	-	0.00	0.60	0.46	0.50	0.00	-	0.00	-	-	-	-	0.44	0.00	0.60	-	-
Standard error	0.10	0.11	0.21	0.17	0.22	0.13	0.00	0.19	0.25	0.41	-	0.00	0.21	0.13	0.25	0.00	-	0.00	-	-	-	-	0.17	0.00	0.34	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 143

Q20b. You said you use Other BBC source to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	25	6	5	-	2
Weighted base	24	5	5	-	2
NET: Good	23 96%	5 100%	4 90%	-	2 100%
Very good (+2)	20 84%	5 100%	3 65%	-	2 100%
Slightly good (+1)	3 12%	-	1 25%	-	-
Neither good nor bad (0)	1 4%	-	* 10%	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.80	2.00	1.55	-	2.00
Standard deviation	0.49	0.00	0.75	-	-
Standard error	0.10	0.00	0.33	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 144

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	17	17	17	17	17	17
Weighted base	15	15	15	15	15	15
NET: Good	15 100%	14 95%	14 95%	12 79%	15 100%	11 73%
Very good (+2)	9 59%	9 58%	8 51%	10 63%	8 53%	8 52%
Slightly good (+1)	6 41%	6 37%	7 44%	2 16%	7 47%	3 20%
Neither good nor bad (0)	-	1 5%	1 5%	2 15%	-	3 22%
Slightly bad (-1)	-	-	-	1 7%	-	1 5%
Very bad (-2)	-	-	-	-	-	-
NET: Bad	-	-	-	1 7%	-	1 5%
Mean	1.59	1.53	1.45	1.35	1.53	1.20
Standard deviation	0.51	0.62	0.62	0.99	0.52	0.99
Standard error	0.12	0.15	0.15	0.24	0.13	0.24

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 145

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	17	8	8	5	9	3	4	3	1	1	5	2	7	8	2	1	1	2	1	5	-	-	1	2	3	1	-
Weighted base	15	10	4	7	6	2	6	3	1	1	2	1	6	8	1	1	1	3	*	5	-	-	*	3	2	1	-
NET: Good	15	10	4	7	6	2	6	3	1	1	2	1	6	8	1	1	1	3	*	5	-	-	*	3	2	1	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	-
Very good (+2)	9	5	3	4	3	2	4	-	1	-	2	1	3	5	1	1	-	2	*	3	-	-	*	1	1	1	-
	59%	47%	77%	50%	56%	100%	57%	-	100%	-	100%	100%	55%	56%	100%	100%	-	66%	100%	66%	-	-	100%	29%	51%	100%	-
Slightly good (+1)	6	5	1	4	3	-	3	3	-	1	-	-	3	4	-	-	1	1	-	2	-	-	-	2	1	-	-
	41%	53%	23%	50%	44%	-	43%	100%	-	100%	-	-	45%	44%	-	-	100%	34%	-	34%	-	-	-	71%	49%	-	-
Neither good nor bad (0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.59	1.47	1.77	1.50	1.56	2.00	1.57	1.00	2.00	1.00	2.00	2.00	1.55	1.56	2.00	2.00	1.00	1.66	2.00	1.66	-	-	2.00	1.29	1.51	2.00	-
Standard deviation	0.51	0.53	0.47	0.54	0.55	-	0.54	0.00	-	-	0.00	-	0.55	0.53	-	-	-	0.58	-	0.53	-	-	-	0.57	-	-	-
Standard error	0.12	0.19	0.17	0.24	0.18	-	0.27	0.00	-	-	0.00	-	0.21	0.19	-	-	-	0.41	-	0.24	-	-	-	0.40	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 145

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	4	5	7	9
Weighted base	15	2	4	7	8
NET: Good	15 100%	2 100%	4 100%	7 100%	8 100%
Very good (+2)	9 59%	1 61%	2 52%	4 60%	6 71%
Slightly good (+1)	6 41%	1 39%	2 48%	3 40%	2 29%
Neither good nor bad (0)	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.59	1.61	1.52	1.60	1.71
Standard deviation	0.51	0.64	0.58	0.53	0.49
Standard error	0.12	0.32	0.26	0.20	0.16

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 146

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	17	8	8	5	9	3	4	3	1	1	5	2	7	8	2	1	1	2	1	5	-	-	1	2	3	1	-
Weighted base	15	10	4	7	6	2	6	3	1	1	2	1	6	8	1	1	1	3	*	5	-	-	*	3	2	1	-
NET: Good	14	9	4	7	6	2	6	3	1	1	2	1	5	8	1	1	-	3	*	5	-	-	*	3	2	1	-
	95%	92%	100%	89%	100%	100%	87%	100%	100%	100%	100%	100%	86%	100%	100%	100%	-	100%	100%	100%	-	-	100%	100%	100%	100%	-
Very good (+2)	9	6	2	4	3	2	4	2	1	-	1	1	4	4	*	-	-	2	*	4	-	-	*	-	2	1	-
	58%	65%	54%	50%	55%	100%	57%	69%	100%	-	58%	100%	79%	46%	42%	-	-	66%	100%	74%	-	-	100%	-	100%	100%	-
Slightly good (+1)	6	3	2	3	3	-	2	1	-	1	1	-	*	5	1	1	-	1	-	1	-	-	-	3	-	-	-
	37%	27%	46%	40%	45%	-	30%	31%	-	100%	42%	-	7%	54%	58%	100%	-	34%	-	26%	-	-	-	100%	-	-	-
Neither good nor bad (0)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	5%	8%	-	11%	-	-	13%	-	-	-	-	-	14%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.53	1.57	1.54	1.39	1.55	2.00	1.45	1.69	2.00	1.00	1.58	2.00	1.65	1.46	1.42	1.00	0.00	1.66	2.00	1.74	-	-	2.00	1.00	2.00	2.00	-
Standard deviation	0.62	0.67	0.57	0.72	0.55	-	0.77	0.59	-	-	0.64	-	0.78	0.53	-	-	-	0.58	-	0.49	-	-	-	0.00	-	-	-
Standard error	0.15	0.24	0.20	0.32	0.18	-	0.38	0.34	-	-	0.29	-	0.30	0.19	-	-	-	0.41	-	0.22	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 146

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	4	5	7	9
Weighted base	15	2	4	7	8
NET: Good	14 95%	2 100%	3 79%	7 100%	7 90%
Very good (+2)	9 58%	2 100%	2 41%	4 60%	5 66%
Slightly good (+1)	6 37%	-	1 38%	3 40%	2 24%
Neither good nor bad (0)	1 5%	-	1 21%	-	1 10%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.53	2.00	1.19	1.60	1.56
Standard deviation	0.62	0.00	0.89	0.53	0.71
Standard error	0.15	0.00	0.40	0.20	0.24

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 147

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	17	8	8	5	9	3	4	3	1	1	5	2	7	8	2	1	1	2	1	5	-	-	1	2	3	1	-
Weighted base	15	10	4	7	6	2	6	3	1	1	2	1	6	8	1	1	1	3	*	5	-	-	*	3	2	1	-
NET: Good	14	9	4	7	5	2	6	2	1	1	2	1	6	8	1	1	1	3	*	4	-	-	*	3	2	1	-
	95%	92%	100%	100%	86%	100%	100%	69%	100%	100%	100%	100%	100%	90%	100%	100%	100%	100%	100%	83%	-	-	100%	100%	100%	100%	-
Very good (+2)	8	4	2	2	4	2	2	2	1	-	1	1	4	3	*	-	-	-	*	4	-	-	*	1	2	1	-
	51%	45%	54%	23%	68%	100%	27%	69%	100%	-	58%	100%	79%	32%	42%	-	-	-	100%	74%	-	-	100%	29%	100%	100%	-
Slightly good (+1)	7	5	2	6	1	-	5	-	-	1	1	-	1	5	1	1	1	3	-	*	-	-	-	2	-	-	-
	44%	47%	46%	77%	18%	-	73%	-	-	100%	42%	-	21%	58%	58%	100%	100%	100%	-	9%	-	-	-	71%	-	-	-
Neither good nor bad (0)	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
	5%	8%	-	-	14%	-	-	31%	-	-	-	-	-	10%	-	-	-	-	-	17%	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.45	1.37	1.54	1.23	1.54	2.00	1.27	1.37	2.00	1.00	1.58	2.00	1.79	1.23	1.42	1.00	1.00	1.00	2.00	1.57	-	-	2.00	1.29	2.00	2.00	-
Standard deviation	0.62	0.66	0.57	0.45	0.79	-	0.48	1.19	-	-	0.64	-	0.45	0.65	-	-	-	0.00	-	0.86	-	-	-	0.57	-	-	-
Standard error	0.15	0.23	0.20	0.20	0.26	-	0.24	0.69	-	-	0.29	-	0.17	0.23	-	-	-	0.00	-	0.38	-	-	-	0.40	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 147

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	4	5	7	9
Weighted base	15	2	4	7	8
NET: Good	14 95%	2 100%	4 100%	7 100%	7 90%
Very good (+2)	8 51%	2 100%	2 41%	3 43%	4 52%
Slightly good (+1)	7 44%	-	2 59%	4 57%	3 38%
Neither good nor bad (0)	1 5%	-	-	-	1 10%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.45	2.00	1.41	1.43	1.42
Standard deviation	0.62	0.00	0.57	0.54	0.71
Standard error	0.15	0.00	0.26	0.20	0.24

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 148

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	17	8	8	5	9	3	4	3	1	1	5	2	7	8	2	1	1	2	1	5	-	-	1	2	3	1	-
Weighted base	15	10	4	7	6	2	6	3	1	1	2	1	6	8	1	1	1	3	*	5	-	-	*	3	2	1	-
NET: Good	12	8	3	6	4	2	6	2	1	-	2	1	5	7	*	-	-	2	*	4	-	-	*	3	2	1	-
	79%	84%	63%	76%	75%	100%	87%	69%	100%	-	75%	100%	86%	78%	42%	-	-	66%	100%	83%	-	-	100%	100%	100%	100%	-
Very good (+2)	10	6	2	4	4	2	4	2	1	-	2	1	5	4	*	-	-	-	-	4	-	-	*	3	2	1	-
	63%	64%	54%	49%	75%	79%	57%	69%	100%	-	75%	56%	86%	50%	42%	-	-	-	-	83%	-	-	100%	100%	100%	100%	-
Slightly good (+1)	2	2	*	2	-	*	2	-	-	-	-	*	-	2	-	-	-	2	*	-	-	-	-	-	-	-	-
	16%	20%	9%	26%	-	21%	31%	-	-	-	-	44%	-	28%	-	-	-	66%	100%	-	-	-	-	-	-	-	-
Neither good nor bad (0)	2	2	1	1	1	-	1	1	-	-	1	-	1	1	1	1	1	-	-	1	-	-	-	-	-	-	-
	15%	16%	14%	11%	25%	-	13%	31%	-	-	25%	-	14%	10%	58%	100%	100%	-	-	17%	-	-	-	-	-	-	-
Slightly bad (-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	7%	-	23%	14%	-	-	-	-	100%	-	-	-	-	12%	-	-	-	34%	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
	7%	-	23%	14%	-	-	-	-	100%	-	-	-	-	12%	-	-	-	34%	-	-	-	-	-	-	-	-	-
Mean	1.35	1.48	0.94	1.11	1.51	1.79	1.44	1.37	2.00	-1.00	1.49	1.56	1.72	1.17	0.84	0.00	0.00	0.32	1.00	1.66	-	-	2.00	2.00	2.00	2.00	-
Standard deviation	0.99	0.80	1.43	1.14	0.95	-	0.77	1.19	-	-	1.13	-	0.76	1.09	-	-	-	1.16	-	0.84	-	-	-	0.00	-	-	-
Standard error	0.24	0.28	0.50	0.51	0.32	-	0.38	0.69	-	-	0.50	-	0.29	0.39	-	-	-	0.82	-	0.38	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 148

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	4	5	7	9
Weighted base	15	2	4	7	8
NET: Good	12 79%	2 100%	2 52%	7 100%	7 80%
Very good (+2)	10 63%	2 100%	2 52%	4 65%	5 57%
Slightly good (+1)	2 16%	-	-	2 35%	2 24%
Neither good nor bad (0)	2 15%	-	1 21%	-	2 20%
Slightly bad (-1)	1 7%	-	1 27%	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	1 7%	-	1 27%	-	-
Mean	1.35	2.00	0.77	1.65	1.37
Standard deviation	0.99	0.00	1.55	0.52	0.84
Standard error	0.24	0.00	0.69	0.19	0.28

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 149

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	17	8	8	5	9	3	4	3	1	1	5	2	7	8	2	1	1	2	1	5	-	-	1	2	3	1	-
Weighted base	15	10	4	7	6	2	6	3	1	1	2	1	6	8	1	1	1	3	*	5	-	-	*	3	2	1	-
NET: Good	15	10	4	7	6	2	6	3	1	1	2	1	6	8	1	1	1	3	*	5	-	-	*	3	2	1	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%	-
Very good (+2)	8	5	2	3	4	2	3	2	1	-	1	1	4	3	*	-	1	-	-	4	-	-	*	1	2	1	-
	53%	53%	44%	34%	68%	79%	39%	69%	100%	-	58%	56%	79%	37%	42%	-	100%	-	-	74%	-	-	100%	29%	100%	100%	-
Slightly good (+1)	7	5	2	5	2	*	4	1	-	1	1	*	1	5	1	1	-	3	*	1	-	-	-	2	-	-	-
	47%	47%	56%	66%	32%	21%	61%	31%	-	100%	42%	44%	21%	63%	58%	100%	-	100%	100%	26%	-	-	-	71%	-	-	-
Neither good nor bad (0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.53	1.53	1.44	1.34	1.68	1.79	1.39	1.69	2.00	1.00	1.58	1.56	1.79	1.37	1.42	1.00	2.00	1.00	1.00	1.74	-	-	2.00	1.29	2.00	2.00	-
Standard deviation	0.52	0.53	0.56	0.51	0.51	-	0.53	0.59	-	-	0.64	-	0.45	0.51	-	-	-	0.00	-	0.49	-	-	-	0.57	-	-	-
Standard error	0.13	0.19	0.20	0.23	0.17	-	0.27	0.34	-	-	0.29	-	0.17	0.18	-	-	-	0.00	-	0.22	-	-	-	0.40	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 149

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	4	5	7	9
Weighted base	15	2	4	7	8
NET: Good	15 100%	2 100%	4 100%	7 100%	8 100%
Very good (+2)	8 53%	2 100%	2 62%	2 25%	5 61%
Slightly good (+1)	7 47%	-	1 38%	5 75%	3 39%
Neither good nor bad (0)	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.53	2.00	1.62	1.25	1.61
Standard deviation	0.52	0.00	0.57	0.47	0.52
Standard error	0.13	0.00	0.25	0.18	0.17

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 150

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	17	8	8	5	9	3	4	3	1	1	5	2	7	8	2	1	1	2	1	5	-	-	1	2	3	1	-
Weighted base	15	10	4	7	6	2	6	3	1	1	2	1	6	8	1	1	1	3	*	5	-	-	*	3	2	1	-
NET: Good	11	6	4	5	4	2	4	2	1	1	2	1	5	6	*	-	-	3	*	4	-	-	*	1	2	1	-
	73%	65%	86%	63%	75%	100%	57%	69%	100%	100%	75%	100%	86%	68%	42%	-	-	100%	100%	83%	-	-	100%	29%	100%	100%	-
Very good (+2)	8	6	2	4	2	2	4	1	1	-	1	1	4	3	*	-	-	2	*	3	-	-	*	-	1	1	-
	52%	57%	52%	50%	40%	100%	57%	37%	100%	-	55%	100%	72%	40%	42%	-	-	66%	100%	66%	-	-	100%	-	75%	100%	-
Slightly good (+1)	3	1	1	1	2	-	-	1	-	1	*	-	1	2	-	-	-	1	-	1	-	-	-	1	*	-	-
	20%	8%	34%	14%	36%	-	-	31%	-	100%	20%	-	14%	27%	-	-	-	34%	-	17%	-	-	-	29%	25%	-	-
Neither good nor bad (0)	3	3	1	2	1	-	2	1	-	-	1	-	-	3	1	1	-	-	-	1	-	-	-	2	-	-	-
	22%	27%	14%	26%	25%	-	30%	31%	-	-	25%	-	-	32%	58%	100%	-	-	-	17%	-	-	-	71%	-	-	-
Slightly bad (-1)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	5%	8%	-	11%	-	-	13%	-	-	-	-	-	14%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	5%	8%	-	11%	-	-	13%	-	-	-	-	-	14%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Mean	1.20	1.13	1.38	1.02	1.15	2.00	1.02	1.06	2.00	1.00	1.29	2.00	1.44	1.08	0.84	0.00	-1.00	1.66	2.00	1.49	-	-	2.00	0.29	1.75	2.00	-
Standard deviation	0.99	1.13	0.82	1.17	0.87	-	1.28	1.06	-	-	1.09	-	1.15	0.91	-	-	-	0.58	-	0.86	-	-	-	0.57	-	-	-
Standard error	0.24	0.40	0.29	0.52	0.29	-	0.64	0.61	-	-	0.49	-	0.43	0.32	-	-	-	0.41	-	0.39	-	-	-	0.40	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 150

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	4	5	7	9
Weighted base	15	2	4	7	8
NET: Good	11 73%	2 100%	3 79%	5 72%	7 80%
Very good (+2)	8 52%	2 100%	1 39%	3 41%	5 55%
Slightly good (+1)	3 20%	-	1 40%	2 31%	2 25%
Neither good nor bad (0)	3 22%	-	-	2 28%	1 10%
Slightly bad (-1)	1 5%	-	1 21%	-	1 10%
Very bad (-2)	-	-	-	-	-
NET: Bad	1 5%	-	1 21%	-	1 10%
Mean	1.20	2.00	0.96	1.13	1.26
Standard deviation	0.99	0.00	1.30	0.89	1.05
Standard error	0.24	0.00	0.58	0.34	0.35

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 151

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Summary**Base: All respondents answering about each**

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	21	21	21	21	21	21
Weighted base	18	18	18	18	18	18
NET: Good	12 69%	17 97%	16 88%	18 100%	13 74%	16 89%
Very good (+2)	4 24%	9 52%	7 39%	5 30%	7 40%	9 50%
Slightly good (+1)	8 46%	8 45%	9 49%	12 70%	6 34%	7 39%
Neither good nor bad (0)	5 31%	1 3%	2 12%	-	5 26%	2 11%
Slightly bad (-1)	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-
Mean	0.93	1.49	1.27	1.30	1.13	1.39
Standard deviation	0.76	0.57	0.68	0.47	0.82	0.70
Standard error	0.16	0.12	0.15	0.10	0.18	0.15

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 152

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land	
Unweighted base	21	12	9	6	10	5	1	9	2	5	1	3	8	9	4	-	1	2	-	2	-	5	-	5	3	3	-	
Weighted base	18	11	7	7	8	3	2	7	2	5	*	1	6	9	3	-	*	2	-	1	-	3	-	6	3	2	-	
NET: Good	12	9	3	5	6	1	2	6	*	3	-	1	4	6	2	-	*	2	-	1	-	2	-	3	2	2	-	
	69%	80%	51%	70%	82%	34%	100%	86%	29%	58%	-	40%	65%	72%	69%	-	100%	100%	-	61%	-	87%	-	44%	67%	82%	-	
Very good	(+2)	4	2	2	2	*	-	2	*	2	-	-	*	2	2	-	*	-	-	-	-	1	-	-	1	2	-	
		24%	18%	32%	32%	20%	15%	-	21%	29%	44%	-	8%	24%	48%	-	100%	-	-	-	-	22%	-	-	37%	82%	-	
Slightly good	(+1)	8	7	1	3	5	1	2	5	-	1	-	3	4	1	-	-	2	-	1	-	2	-	3	1	-	-	
		46%	62%	19%	38%	62%	19%	100%	66%	-	14%	-	40%	57%	47%	21%	-	-	100%	-	61%	-	65%	-	44%	30%	-	
Neither good nor bad	(0)	5	2	3	2	1	2	-	1	1	2	*	1	2	2	1	-	-	-	1	-	*	-	3	1	*	-	
		31%	20%	49%	30%	18%	66%	-	14%	71%	42%	100%	60%	35%	28%	31%	-	-	-	39%	-	13%	-	56%	33%	18%	-	
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		0.93	0.99	0.83	1.02	1.01	0.50	1.00	1.07	0.59	1.03	0.00	0.40	0.74	0.96	1.16	-	2.00	1.00	-	0.61	-	1.09	-	0.44	1.04	1.64	-
Standard deviation		0.76	0.65	0.96	0.85	0.66	0.91	-	0.62	-	1.04	-	-	0.66	0.77	1.05	-	-	-	-	-	0.72	-	0.55	1.01	1.02	-	
Standard error		0.16	0.19	0.32	0.35	0.21	0.41	-	0.21	-	0.47	-	-	0.23	0.26	0.53	-	-	-	-	-	0.32	-	0.24	0.58	0.59	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 152

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	5	1	1	1
Weighted base	18	3	*	1	1
NET: Good	12 69%	1 50%	*	1 100%	1 100%
Very good (+2)	4 24%	-	*	1 100%	-
Slightly good (+1)	8 46%	1 50%	-	-	1 100%
Neither good nor bad (0)	5 31%	1 50%	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	0.93	0.50	2.00	2.00	1.00
Standard deviation	0.76	0.64	-	-	-
Standard error	0.16	0.29	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 153

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	21	12	9	6	10	5	1	9	2	5	1	3	8	9	4	-	1	2	-	2	-	5	-	5	3	3	-
Weighted base	18	11	7	7	8	3	2	7	2	5	*	1	6	9	3	-	*	2	-	1	-	3	-	6	3	2	-
NET: Good	17	11	6	7	8	3	2	7	2	5	*	1	5	9	3	-	*	2	-	1	-	3	-	6	3	2	-
	97%	100%	92%	100%	100%	83%	100%	100%	100%	100%	100%	64%	91%	100%	100%	-	100%	100%	-	61%	-	100%	-	100%	100%	100%	-
Very good (+2)	9	7	3	4	4	1	2	4	*	2	-	1	1	6	2	-	*	1	-	-	-	2	-	3	1	2	-
	52%	60%	39%	53%	53%	46%	100%	56%	29%	34%	-	64%	25%	63%	69%	-	100%	53%	-	-	-	80%	-	44%	30%	82%	-
Slightly good (+1)	8	4	4	3	4	1	-	3	1	3	*	-	4	3	1	-	-	1	-	1	-	1	-	3	2	*	-
	45%	40%	53%	47%	47%	37%	-	44%	71%	66%	100%	-	66%	37%	31%	-	-	47%	-	61%	-	20%	-	56%	70%	18%	-
Neither good nor bad (0)	1	-	1	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	3%	-	8%	-	-	17%	-	-	-	-	-	36%	9%	-	-	-	-	-	-	39%	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.49	1.60	1.31	1.53	1.53	1.29	2.00	1.56	1.29	1.34	1.00	1.29	1.16	1.63	1.69	-	2.00	1.53	-	0.61	-	1.80	-	1.44	1.30	1.82	-
Standard deviation	0.57	0.51	0.66	0.54	0.53	0.90	-	0.53	-	0.53	-	-	0.62	0.51	0.56	-	-	-	-	-	-	0.49	-	0.55	0.56	0.51	-
Standard error	0.12	0.15	0.22	0.22	0.17	0.40	-	0.18	-	0.24	-	-	0.22	0.17	0.28	-	-	-	-	-	-	0.22	-	0.24	0.32	0.29	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 153

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	5	1	1	1
Weighted base	18	3	*	1	1
NET: Good	17 97%	2 80%	* 100%	1 100%	1 100%
Very good (+2)	9 52%	2 64%	* 100%	- -	- -
Slightly good (+1)	8 45%	* 16%	- -	1 100%	1 100%
Neither good nor bad (0)	1 3%	1 20%	- -	- -	- -
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.49	1.43	2.00	1.00	1.00
Standard deviation	0.57	1.03	-	-	-
Standard error	0.12	0.46	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 154

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	21	12	9	6	10	5	1	9	2	5	1	3	8	9	4	-	1	2	-	2	-	5	-	5	3	3	-
Weighted base	18	11	7	7	8	3	2	7	2	5	*	1	6	9	3	-	*	2	-	1	-	3	-	6	3	2	-
NET: Good	16	9	6	7	6	3	2	6	2	5	*	1	5	9	2	-	*	2	-	1	-	2	-	5	3	2	-
	88%	86%	92%	100%	80%	83%	100%	79%	100%	100%	100%	64%	81%	100%	69%	-	100%	100%	-	61%	-	80%	-	82%	100%	100%	-
Very good (+2)	7	5	2	2	4	1	-	4	*	2	-	1	1	3	2	-	*	1	-	-	-	2	-	1	1	2	-
	39%	42%	33%	25%	53%	34%	-	56%	29%	34%	-	40%	25%	37%	69%	-	100%	53%	-	-	-	68%	-	10%	30%	82%	-
Slightly good (+1)	9	5	4	5	2	2	2	2	1	3	*	*	3	6	-	-	-	1	-	1	-	*	-	4	2	*	-
	49%	44%	59%	75%	27%	49%	100%	23%	71%	66%	100%	24%	56%	63%	-	-	-	47%	-	61%	-	13%	-	72%	70%	18%	-
Neither good nor bad (0)	2	2	1	-	2	1	-	2	-	-	-	1	1	-	1	-	-	-	-	1	-	1	-	1	-	-	-
	12%	14%	8%	-	20%	17%	-	21%	-	-	-	36%	19%	-	31%	-	-	-	-	39%	-	20%	-	18%	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.27	1.28	1.26	1.25	1.33	1.18	1.00	1.35	1.29	1.34	1.00	1.04	1.06	1.37	1.37	-	2.00	1.53	-	0.61	-	1.48	-	0.93	1.30	1.82	-
Standard deviation	0.68	0.73	0.64	0.47	0.84	0.84	-	0.87	-	0.53	-	-	0.73	0.51	1.12	-	-	-	-	-	-	1.00	-	0.58	0.56	0.51	-
Standard error	0.15	0.21	0.21	0.19	0.27	0.38	-	0.29	-	0.24	-	-	0.26	0.17	0.56	-	-	-	-	-	-	0.45	-	0.26	0.32	0.29	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 154

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	5	1	1	1
Weighted base	18	3	*	1	1
NET: Good	16 88%	2 80%	* 100%	1 100%	1 100%
Very good (+2)	7 39%	1 50%	* 100%	-	-
Slightly good (+1)	9 49%	1 30%	-	1 100%	1 100%
Neither good nor bad (0)	2 12%	1 20%	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.27	1.30	2.00	1.00	1.00
Standard deviation	0.68	1.00	-	-	-
Standard error	0.15	0.45	-	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 155

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	21	12	9	6	10	5	1	9	2	5	1	3	8	9	4	-	1	2	-	2	-	5	-	5	3	3	-
Weighted base	18	11	7	7	8	3	2	7	2	5	*	1	6	9	3	-	*	2	-	1	-	3	-	6	3	2	-
NET: Good	18	11	7	7	8	3	2	7	2	5	*	1	6	9	3	-	*	2	-	1	-	3	-	6	3	2	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	-	100%	-	100%	-	100%	100%	100%	-
Very good (+2)	5	3	3	2	2	1	-	2	*	2	-	1	*	3	2	-	*	-	-	-	-	2	-	1	-	2	-
	30%	24%	39%	25%	27%	46%	-	29%	29%	34%	-	64%	8%	29%	69%	-	100%	-	-	-	-	80%	-	10%	-	82%	-
Slightly good (+1)	12	8	4	5	6	2	2	5	1	3	*	1	5	6	1	-	-	2	-	1	-	1	-	5	3	*	-
	70%	76%	61%	75%	73%	54%	100%	71%	71%	66%	100%	36%	92%	71%	31%	-	-	100%	-	100%	-	20%	-	90%	100%	18%	-
Neither good nor bad (0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.30	1.24	1.39	1.25	1.27	1.46	1.00	1.29	1.29	1.34	1.00	1.64	1.08	1.29	1.69	-	2.00	1.00	-	1.00	-	1.80	-	1.10	1.00	1.82	-
Standard deviation	0.47	0.45	0.53	0.47	0.48	0.61	-	0.49	-	0.53	-	-	0.31	0.48	0.56	-	-	-	-	-	-	0.49	-	0.34	0.00	0.51	-
Standard error	0.10	0.13	0.18	0.19	0.15	0.27	-	0.16	-	0.24	-	-	0.11	0.16	0.28	-	-	-	-	-	-	0.22	-	0.15	0.00	0.29	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 155

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	5	1	1	1
Weighted base	18	3	*	1	1
NET: Good	18 100%	3 100%	* 100%	1 100%	1 100%
Very good (+2)	5 30%	2 64%	* 100%	-	-
Slightly good (+1)	12 70%	1 36%	-	1 100%	1 100%
Neither good nor bad (0)	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.30	1.64	2.00	1.00	1.00
Standard deviation	0.47	0.61	-	-	-
Standard error	0.10	0.27	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 156

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	21	12	9	6	10	5	1	9	2	5	1	3	8	9	4	-	1	2	-	2	-	5	-	5	3	3	-
Weighted base	18	11	7	7	8	3	2	7	2	5	*	1	6	9	3	-	*	2	-	1	-	3	-	6	3	2	-
NET: Good	13	7	6	5	6	2	-	6	2	5	*	1	4	7	2	-	*	2	-	-	-	2	-	3	3	2	-
	74%	66%	87%	72%	77%	71%	-	76%	100%	100%	100%	40%	77%	74%	69%	-	100%	100%	-	-	-	87%	-	48%	100%	100%	-
Very good (+2)	7	5	2	2	3	2	-	3	2	2	-	-	1	5	1	-	*	1	-	-	-	1	-	1	2	1	-
	40%	44%	32%	32%	41%	52%	-	43%	100%	44%	-	-	25%	56%	19%	-	100%	53%	-	-	-	44%	-	20%	67%	43%	-
Slightly good (+1)	6	2	4	3	3	1	-	2	-	3	*	1	3	2	2	-	-	1	-	-	-	1	-	2	1	1	-
	34%	22%	55%	40%	36%	19%	-	32%	-	56%	100%	40%	51%	18%	49%	-	-	47%	-	-	-	43%	-	28%	33%	57%	-
Neither good nor bad (0)	5	4	1	2	2	1	2	2	-	-	-	1	1	2	1	-	-	-	-	1	-	*	-	3	-	-	-
	26%	34%	13%	28%	23%	29%	100%	24%	-	-	-	60%	23%	26%	31%	-	-	-	-	100%	-	13%	-	52%	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.13	1.10	1.19	1.03	1.18	1.24	0.00	1.19	2.00	1.44	1.00	0.40	1.02	1.30	0.88	-	2.00	1.53	-	0.00	-	1.31	-	0.68	1.67	1.43	-
Standard deviation	0.82	0.92	0.70	0.84	0.84	1.05	-	0.86	-	0.56	-	-	0.77	0.91	0.84	-	-	-	-	-	-	0.85	-	0.87	0.57	0.65	-
Standard error	0.18	0.27	0.23	0.34	0.26	0.47	-	0.29	-	0.25	-	-	0.27	0.30	0.42	-	-	-	-	-	-	0.38	-	0.39	0.33	0.38	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 156

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	5	1	1	1
Weighted base	18	3	*	1	1
NET: Good	13 74%	2 66%	* 100%	1 100%	-
Very good (+2)	7 40%	1 24%	* 100%	1 100%	-
Slightly good (+1)	6 34%	1 42%	-	-	-
Neither good nor bad (0)	5 26%	1 34%	-	-	1 100%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.13	0.90	2.00	2.00	0.00
Standard deviation	0.82	0.96	-	-	-
Standard error	0.18	0.43	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 157

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land	
Unweighted base	21	12	9	6	10	5	1	9	2	5	1	3	8	9	4	-	1	2	-	2	-	5	-	5	3	3	-	
Weighted base	18	11	7	7	8	3	2	7	2	5	*	1	6	9	3	-	*	2	-	1	-	3	-	6	3	2	-	
NET: Good	16	10	6	7	6	3	2	6	2	5	*	1	5	9	2	-	*	2	-	1	-	2	-	6	3	1	-	
	89%	87%	92%	100%	81%	83%	100%	80%	100%	100%	100%	64%	81%	100%	72%	-	100%	100%	-	61%	-	80%	-	100%	100%	61%	-	
Very good	(+2)	9	4	5	4	3	3	-	3	2	4	-	1	2	5	1	-	*	1	-	-	-	2	-	3	2	1	-
		50%	39%	69%	55%	33%	83%	-	35%	100%	76%	-	64%	43%	58%	40%	-	100%	53%	-	-	-	58%	-	48%	63%	43%	-
Slightly good	(+1)	7	5	2	3	4	-	2	3	-	1	*	-	2	4	1	-	-	1	-	1	-	1	-	3	1	*	-
		39%	48%	23%	45%	48%	-	100%	45%	-	24%	100%	-	38%	42%	31%	-	-	47%	-	61%	-	22%	-	52%	37%	18%	-
Neither good nor bad	(0)	2	1	1	-	1	1	-	1	-	-	-	1	1	-	1	-	-	-	1	-	1	-	-	-	-	1	-
		11%	13%	8%	-	19%	17%	-	20%	-	-	-	36%	19%	-	28%	-	-	-	39%	-	20%	-	-	-	-	39%	-
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.39	1.25	1.61	1.55	1.14	1.66	1.00	1.15	2.00	1.76	1.00	1.29	1.25	1.58	1.12	-	2.00	1.53	-	0.61	-	1.39	-	1.48	1.63	1.03	-	
Standard deviation	0.70	0.71	0.68	0.54	0.76	0.91	-	0.78	-	0.48	-	-	0.83	0.52	0.99	-	-	-	-	-	-	0.99	-	0.55	0.58	1.20	-	
Standard error	0.15	0.20	0.23	0.22	0.24	0.41	-	0.26	-	0.21	-	-	0.29	0.17	0.49	-	-	-	-	-	-	0.44	-	0.25	0.34	0.69	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 157

Q20b. You said you use Website/app of another non-BBC radio station to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	5	1	1	1
Weighted base	18	3	*	1	1
NET: Good	16 89%	2 80%	* 100%	1 100%	1 100%
Very good (+2)	9 50%	1 40%	* 100%	- -	- -
Slightly good (+1)	7 39%	1 40%	- -	1 100%	1 100%
Neither good nor bad (0)	2 11%	1 20%	- -	- -	- -
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.39	1.20	2.00	1.00	1.00
Standard deviation	0.70	0.96	-	-	-
Standard error	0.15	0.43	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 158

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Summary**Base: All respondents answering about each**

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	31	31	31	31	31	31
Weighted base	35	35	35	35	35	35
NET: Good	29 83%	29 83%	28 80%	29 83%	24 69%	28 81%
Very good (+2)	11 32%	17 48%	14 40%	15 44%	9 26%	17 49%
Slightly good (+1)	18 52%	12 36%	14 40%	13 39%	15 42%	11 31%
Neither good nor bad (0)	3 9%	5 15%	5 15%	4 13%	8 23%	6 17%
Slightly bad (-1)	1 3%	1 2%	2 6%	2 5%	3 8%	1 3%
Very bad (-2)	2 5%	- -	- -	- -	- -	- -
NET: Bad	3 8%	1 2%	2 6%	2 5%	3 8%	1 3%
Mean	1.03	1.29	1.14	1.22	0.87	1.27
Standard deviation	0.98	0.79	0.88	0.85	0.92	0.84
Standard error	0.18	0.14	0.16	0.15	0.16	0.15

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 159

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	31	20	11	11	15	5	9	9	2	2	6	3	13	14	4	6	1	4	1	1	2	1	4	6	5	-	-
Weighted base	35	28	6	19	11	5	17	8	3	2	3	2	16	14	5	9	*	4	1	2	1	1	3	8	5	-	-
NET: Good	29	23	6	19	7	3	17	4	1	2	2	2	14	12	2	6	*	4	1	2	*	1	2	7	5	-	-
	83%	81%	93%	100%	62%	66%	100%	53%	45%	100%	86%	100%	90%	88%	49%	70%	100%	100%	100%	100%	34%	100%	63%	87%	100%	-	-
Very good	(+2)	11	8	3	6	3	5	1	1	1	1	1	2	7	2	1	*	3	1	2	-	1	*	3	-	-	-
		32%	27%	52%	30%	25%	53%	30%	16%	45%	38%	51%	65%	11%	52%	38%	6%	100%	73%	100%	100%	-	100%	12%	39%	-	-
Slightly good	(+1)	18	15	3	13	4	12	3	-	1	1	1	12	5	1	6	-	1	-	-	*	-	2	4	5	-	-
		52%	54%	42%	70%	37%	70%	37%	-	62%	35%	35%	79%	36%	11%	64%	-	27%	-	-	34%	-	51%	48%	100%	-	-
Neither good nor bad	(0)	3	3	*	-	3	-	3	-	-	*	-	*	2	1	-	-	-	-	-	1	-	1	1	-	-	-
		9%	9%	7%	-	28%	-	33%	-	-	14%	-	3%	12%	20%	-	-	-	-	-	66%	-	37%	13%	-	-	-
Slightly bad	(-1)	1	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
		3%	4%	-	-	10%	-	14%	-	-	-	-	7%	-	-	12%	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	2	2	-	-	2	-	2	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-
		5%	6%	-	-	34%	-	55%	-	-	-	-	-	-	31%	17%	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		3	3	-	-	1	2	1	2	-	-	-	1	-	2	3	-	-	-	-	-	-	-	-	-	-	-
		8%	9%	-	-	10%	34%	14%	55%	-	-	-	7%	-	31%	30%	-	-	-	-	-	-	-	-	-	-	-
Mean	1.03	0.94	1.45	1.30	0.77	0.53	1.30	0.56	-0.18	1.38	1.36	1.65	0.94	1.40	0.25	0.30	2.00	1.73	2.00	2.00	0.34	2.00	0.76	1.26	1.00	-	-
Standard deviation	0.98	1.03	0.67	0.47	0.98	2.06	0.47	0.98	2.47	-	0.89	-	0.67	0.72	1.87	1.35	-	0.52	-	-	-	-	0.79	0.72	0.00	-	-
Standard error	0.18	0.23	0.20	0.14	0.25	0.92	0.16	0.33	1.75	-	0.36	-	0.19	0.19	0.94	0.55	-	0.26	-	-	-	-	0.39	0.29	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 159

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	31	5	-	3	2
Weighted base	35	5	-	5	1
NET: Good	29 83%	4 82%	-	5 100%	1 100%
Very good (+2)	11 32%	2 50%	-	-	1 52%
Slightly good (+1)	18 52%	2 32%	-	5 100%	1 48%
Neither good nor bad (0)	3 9%	1 18%	-	-	-
Slightly bad (-1)	1 3%	-	-	-	-
Very bad (-2)	2 5%	-	-	-	-
NET: Bad	3 8%	-	-	-	-
Mean	1.03	1.32	-	1.00	1.52
Standard deviation	0.98	0.85	-	0.00	-
Standard error	0.18	0.38	-	0.00	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 160

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	31	20	11	11	15	5	9	9	2	2	6	3	13	14	4	6	1	4	1	1	2	1	4	6	5	-	-
Weighted base	35	28	6	19	11	5	17	8	3	2	3	2	16	14	5	9	*	4	1	2	1	1	3	8	5	-	-
NET: Good	29	24	5	14	10	5	13	7	3	1	2	2	11	13	5	9	*	4	1	2	*	-	3	6	3	-	-
	83%	83%	84%	76%	88%	100%	77%	89%	100%	62%	86%	100%	72%	89%	100%	100%	100%	100%	100%	100%	34%	-	88%	76%	60%	-	-
Very good	(+2)	17	12	5	8	4	7	2	3	1	2	1	5	8	4	3	-	3	1	2	*	-	1	5	1	-	-
		48%	42%	74%	43%	40%	41%	23%	100%	62%	86%	65%	31%	54%	80%	36%	-	75%	100%	100%	34%	-	37%	63%	11%	-	-
Slightly good	(+1)	12	12	1	6	5	6	5	-	-	-	1	6	5	1	6	*	1	-	-	-	-	2	1	3	-	-
		36%	41%	10%	34%	48%	37%	66%	-	-	-	35%	41%	35%	20%	64%	100%	25%	-	-	-	-	51%	13%	50%	-	-
Neither good nor bad	(0)	5	5	*	4	1	4	1	-	-	*	-	4	1	-	-	-	-	-	-	1	-	*	2	2	-	-
		15%	17%	7%	21%	12%	23%	11%	-	-	14%	-	28%	6%	-	-	-	-	-	-	66%	-	12%	24%	40%	-	-
Slightly bad	(-1)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-
		2%	-	10%	3%	-	-	-	-	38%	-	-	-	4%	-	-	-	-	-	-	-	100%	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-
		2%	-	10%	3%	-	-	-	-	38%	-	-	-	4%	-	-	-	-	-	-	-	100%	-	-	-	-	-
Mean	1.29	1.25	1.48	1.16	1.28	1.87	1.18	1.12	2.00	0.87	1.71	1.65	1.03	1.39	1.80	1.36	1.00	1.75	2.00	2.00	0.68	-1.00	1.24	1.39	0.71	-	-
Standard deviation	0.79	0.74	1.07	0.88	0.69	0.38	0.80	0.61	0.00	-	0.87	-	0.79	0.82	0.45	0.51	-	0.51	-	-	-	-	0.79	0.91	0.72	-	-
Standard error	0.14	0.17	0.32	0.27	0.18	0.17	0.27	0.20	0.00	-	0.35	-	0.22	0.22	0.22	0.21	-	0.25	-	-	-	-	0.39	0.37	0.32	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 160

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	31	5	-	3	2
Weighted base	35	5	-	5	1
NET: Good	29 83%	4 82%	-	5 100%	1 48%
Very good (+2)	17 48%	2 50%	-	2 41%	1 48%
Slightly good (+1)	12 36%	2 32%	-	3 59%	-
Neither good nor bad (0)	5 15%	1 18%	-	-	-
Slightly bad (-1)	1 2%	-	-	-	1 52%
Very bad (-2)	-	-	-	-	-
NET: Bad	1 2%	-	-	-	1 52%
Mean	1.29	1.32	-	1.41	0.43
Standard deviation	0.79	0.85	-	0.55	-
Standard error	0.14	0.38	-	0.32	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 161

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	31	20	11	11	15	5	9	9	2	2	6	3	13	14	4	6	1	4	1	1	2	1	4	6	5	-	-
Weighted base	35	28	6	19	11	5	17	8	3	2	3	2	16	14	5	9	*	4	1	2	1	1	3	8	5	-	-
NET: Good	28	22	5	14	8	5	13	6	3	1	2	2	10	13	4	8	*	4	1	2	1	-	3	5	3	-	-
	80%	79%	84%	76%	77%	100%	77%	74%	100%	62%	86%	100%	65%	96%	80%	88%	100%	100%	100%	100%	100%	-	88%	63%	60%	-	-
Very good	(+2)	14	9	5	6	4	5	1	3	1	2	1	4	8	2	2	*	3	1	-	*	-	1	5	1	-	-
		40%	33%	74%	33%	33%	87%	30%	14%	100%	62%	86%	65%	26%	54%	42%	24%	100%	75%	100%	-	34%	-	37%	63%	11%	-
Slightly good	(+1)	14	13	1	8	5	1	8	5	-	-	-	1	6	6	2	6	-	1	-	2	1	-	2	-	3	-
		40%	46%	10%	44%	44%	13%	48%	59%	-	-	-	35%	38%	41%	38%	64%	-	25%	-	100%	66%	-	51%	-	50%	-
Neither good nor bad	(0)	5	4	1	3	3	-	2	2	-	1	*	-	4	1	1	-	-	-	-	-	1	*	1	2	-	-
		15%	15%	16%	14%	23%	-	12%	26%	-	38%	14%	-	23%	4%	20%	12%	-	-	-	-	100%	12%	13%	40%	-	-
Slightly bad	(-1)	2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-
		6%	7%	-	10%	-	-	11%	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	24%	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		2	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
		6%	7%	-	10%	-	11%	-	-	-	-	-	12%	-	-	-	-	-	-	-	-	-	-	24%	-	-	-
Mean	1.14	1.04	1.58	0.99	1.10	1.87	0.96	0.88	2.00	1.25	1.71	1.65	0.79	1.50	1.22	1.11	2.00	1.75	2.00	1.00	1.34	0.00	1.24	1.02	0.71	-	-
Standard deviation	0.88	0.88	0.82	0.96	0.78	0.38	0.95	0.67	0.00	-	0.87	-	1.00	0.60	0.85	0.62	-	0.51	-	-	-	-	0.79	1.40	0.72	-	-
Standard error	0.16	0.20	0.25	0.29	0.20	0.17	0.32	0.22	0.00	-	0.35	-	0.28	0.16	0.42	0.25	-	0.25	-	-	-	-	0.39	0.57	0.32	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 161

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	31	5	-	3	2
Weighted base	35	5	-	5	1
NET: Good	28 80%	5 100%	-	5 100%	1 48%
Very good (+2)	14 40%	1 12%	-	2 41%	1 48%
Slightly good (+1)	14 40%	4 88%	-	3 59%	-
Neither good nor bad (0)	5 15%	-	-	-	1 52%
Slightly bad (-1)	2 6%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 6%	-	-	-	-
Mean	1.14	1.12	-	1.41	0.95
Standard deviation	0.88	0.36	-	0.55	-
Standard error	0.16	0.16	-	0.32	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 162

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	31	20	11	11	15	5	9	9	2	2	6	3	13	14	4	6	1	4	1	1	2	1	4	6	5	-	-	
Weighted base	35	28	6	19	11	5	17	8	3	2	3	2	16	14	5	9	*	4	1	2	1	1	3	8	5	-	-	
NET: Good	29	23	6	17	8	3	16	6	1	2	2	2	12	14	2	6	*	4	1	2	1	1	3	5	5	-	-	
	83%	80%	93%	90%	77%	66%	89%	74%	45%	100%	86%	100%	78%	100%	49%	70%	100%	100%	100%	100%	100%	88%	63%	100%	-	-		
Very good	(+2)	15	11	4	8	5	7	3	1	1	2	1	3	9	2	1	-	4	1	2	1	-	1	5	1	-	-	
		44%	39%	67%	43%	42%	41%	32%	45%	62%	70%	65%	21%	67%	49%	6%	-	100%	100%	100%	66%	-	37%	63%	11%	-	-	
Slightly good	(+1)	13	12	2	9	4	8	3	-	1	*	1	9	5	-	6	*	-	-	-	*	1	2	-	5	-	-	
		39%	42%	27%	47%	35%	48%	42%	-	38%	16%	35%	57%	33%	-	64%	100%	-	-	-	34%	100%	51%	-	89%	-	-	
Neither good nor bad	(0)	4	4	*	2	3	-	2	2	-	-	*	-	3	-	1	-	-	-	-	-	-	*	3	-	-	-	
		13%	14%	7%	10%	23%	-	11%	26%	-	-	14%	-	22%	-	20%	-	-	-	-	-	-	12%	37%	-	-	-	
Slightly bad	(-1)	2	2	-	-	-	2	-	-	2	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	
		5%	6%	-	-	-	34%	-	-	55%	-	-	-	-	-	31%	17%	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		2	2	-	-	-	2	-	-	2	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-	
		5%	6%	-	-	-	34%	-	-	55%	-	-	-	-	31%	17%	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.22	1.14	1.60	1.33	1.19	0.86	1.30	1.06	0.36	1.62	1.55	1.65	0.99	1.67	0.67	0.59	1.00	2.00	2.00	2.00	1.66	1.00	1.24	1.26	1.11	-	-
Standard deviation		0.85	0.87	0.66	0.67	0.82	1.54	0.67	0.81	1.85	-	0.90	-	0.68	0.49	1.51	0.90	-	0.00	-	-	-	-	0.79	1.03	0.34	-	-
Standard error		0.15	0.19	0.20	0.20	0.21	0.69	0.22	0.27	1.31	-	0.37	-	0.19	0.13	0.75	0.37	-	0.00	-	-	-	-	0.39	0.42	0.15	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 162

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	31	5	-	3	2
Weighted base	35	5	-	5	1
NET: Good	29 83%	5 100%	-	5 100%	1 100%
Very good (+2)	15 44%	3 68%	-	2 41%	1 48%
Slightly good (+1)	13 39%	2 32%	-	3 59%	1 52%
Neither good nor bad (0)	4 13%	-	-	-	-
Slightly bad (-1)	2 5%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 5%	-	-	-	-
Mean	1.22	1.68	-	1.41	1.48
Standard deviation	0.85	0.52	-	0.55	-
Standard error	0.15	0.23	-	0.32	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 163

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	31	20	11	11	15	5	9	9	2	2	6	3	13	14	4	6	1	4	1	1	2	1	4	6	5	-	-	
Weighted base	35	28	6	19	11	5	17	8	3	2	3	2	16	14	5	9	*	4	1	2	1	1	3	8	5	-	-	
NET: Good	24	18	5	13	6	5	11	4	3	2	2	2	7	13	4	7	*	4	1	2	*	1	2	5	1	-	-	
	69%	64%	87%	67%	58%	100%	64%	53%	100%	100%	71%	100%	45%	91%	80%	74%	100%	100%	100%	100%	34%	100%	75%	63%	23%	-	-	
Very good	(+2)	9	7	3	1	4	4	1	2	3	-	1	1	3	4	2	3	*	2	1	-	*	-	1	1	-	-	
		26%	23%	43%	7%	34%	87%	8%	28%	100%	-	52%	65%	21%	31%	31%	36%	100%	48%	100%	-	34%	-	24%	15%	-	-	
Slightly good	(+1)	15	12	3	11	3	10	2	-	2	1	1	4	8	2	3	-	2	-	2	-	1	2	4	1	-	-	
		42%	42%	44%	60%	23%	13%	56%	25%	-	100%	19%	35%	23%	60%	49%	38%	-	52%	-	100%	-	51%	48%	23%	-	-	
Neither good nor bad	(0)	8	7	1	4	4	-	4	3	-	-	1	-	7	*	1	2	-	-	-	-	-	1	3	2	-	-	
		23%	25%	13%	22%	34%	-	24%	36%	-	-	29%	-	42%	3%	20%	26%	-	-	-	-	-	25%	37%	37%	-	-	
Slightly bad	(-1)	3	3	-	2	1	-	2	1	-	-	-	-	2	1	-	-	-	-	-	1	-	-	-	2	-	-	
		8%	10%	-	11%	8%	-	12%	11%	-	-	-	-	13%	6%	-	-	-	-	-	66%	-	-	-	40%	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		3	3	-	2	1	-	2	1	-	-	-	2	1	-	-	-	-	-	-	1	-	-	-	2	-	-	
		8%	10%	-	11%	8%	-	12%	11%	-	-	-	13%	6%	-	-	-	-	-	-	66%	-	-	-	40%	-	-	
Mean		0.87	0.77	1.30	0.63	0.84	1.87	0.60	0.70	2.00	1.00	1.24	1.65	0.53	1.15	1.11	1.10	2.00	1.48	2.00	1.00	0.02	1.00	0.99	0.78	-0.17	-	
Standard deviation		0.92	0.93	0.75	0.79	1.04	0.38	0.82	1.06	0.00	-	1.08	-	1.00	0.78	0.79	0.83	-	0.58	-	-	-	-	0.84	0.73	0.86	-	-
Standard error		0.16	0.21	0.23	0.24	0.27	0.17	0.27	0.35	0.00	-	0.44	-	0.28	0.21	0.39	0.34	-	0.29	-	-	-	-	0.42	0.30	0.39	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 163

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	31	5	-	3	2
Weighted base	35	5	-	5	1
NET: Good	24 69%	3 63%	-	5 100%	1 100%
Very good (+2)	9 26%	1 12%	-	-	-
Slightly good (+1)	15 42%	3 51%	-	5 100%	1 100%
Neither good nor bad (0)	8 23%	1 19%	-	-	-
Slightly bad (-1)	3 8%	1 18%	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	3 8%	1 18%	-	-	-
Mean	0.87	0.57	-	1.00	1.00
Standard deviation	0.92	1.03	-	0.00	-
Standard error	0.16	0.46	-	0.00	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 164

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	31	20	11	11	15	5	9	9	2	2	6	3	13	14	4	6	1	4	1	1	2	1	4	6	5	-	-
Weighted base	35	28	6	19	11	5	17	8	3	2	3	2	16	14	5	9	*	4	1	2	1	1	3	8	5	-	-
NET: Good	28	23	5	19	6	3	17	4	2	2	2	1	12	11	4	8	*	2	1	2	*	1	3	7	3	-	-
	81%	82%	75%	100%	56%	59%	100%	52%	55%	100%	67%	67%	78%	80%	89%	88%	100%	65%	100%	100%	34%	100%	88%	93%	52%	-	-
Very good	(+2)	17	13	4	11	4	9	2	2	2	2	1	7	6	3	6	-	1	1	2	*	1	1	4	-	-	-
		49%	45%	65%	58%	35%	46%	54%	23%	55%	100%	67%	33%	46%	45%	69%	62%	-	40%	100%	100%	34%	100%	37%	56%	-	-
Slightly good	(+1)	11	10	1	8	2	8	2	-	-	-	1	5	5	1	2	*	1	-	-	-	-	2	3	3	-	-
		31%	36%	10%	42%	21%	46%	28%	-	-	-	35%	32%	35%	20%	26%	100%	25%	-	-	-	-	51%	37%	52%	-	-
Neither good nor bad	(0)	6	4	2	-	4	2	-	3	1	-	1	3	2	1	1	-	1	-	-	-	-	*	1	2	-	-
		17%	15%	25%	-	36%	41%	-	37%	45%	-	33%	22%	13%	11%	12%	-	35%	-	-	-	-	12%	7%	48%	-	-
Slightly bad	(-1)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
		3%	3%	-	-	8%	-	-	11%	-	-	-	-	6%	-	-	-	-	-	-	66%	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		1	1	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
		3%	3%	-	-	8%	-	11%	-	-	-	-	-	6%	-	-	-	-	-	-	66%	-	-	-	-	-	-
Mean		1.27	1.24	1.41	1.58	0.82	1.06	0.64	1.09	2.00	1.33	1.00	1.24	1.19	1.58	1.50	1.00	1.05	2.00	2.00	0.02	2.00	1.24	1.48	0.52	-	-
Standard deviation		0.84	0.84	0.94	0.51	1.05	0.51	1.02	1.23	-	1.17	-	0.82	0.93	0.76	0.75	-	1.01	-	-	-	-	0.79	0.67	0.56	-	-
Standard error		0.15	0.19	0.28	0.15	0.27	0.47	0.17	0.34	0.87	-	0.48	-	0.23	0.25	0.38	0.30	-	0.51	-	-	-	0.39	0.28	0.25	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 164

Q20b. You said you use Website/app of a non-BBC TV channel to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	31	5	-	3	2
Weighted base	35	5	-	5	1
NET: Good	28 81%	3 51%	-	4 77%	1 52%
Very good (+2)	17 49%	2 38%	-	2 41%	1 52%
Slightly good (+1)	11 31%	1 13%	-	2 36%	-
Neither good nor bad (0)	6 17%	2 31%	-	1 23%	1 48%
Slightly bad (-1)	1 3%	1 18%	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	1 3%	1 18%	-	-	-
Mean	1.27	0.71	-	1.17	1.05
Standard deviation	0.84	1.29	-	0.88	-
Standard error	0.15	0.58	-	0.51	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 165

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Summary**Base: All respondents answering about each**

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	21	21	21	21	21	21
Weighted base	19	19	19	19	19	19
NET: Good	16 86%	17 89%	17 93%	15 81%	12 65%	15 83%
Very good (+2)	8 45%	15 80%	11 60%	11 57%	9 48%	15 81%
Slightly good (+1)	8 41%	2 9%	6 33%	4 23%	3 17%	* 2%
Neither good nor bad (0)	1 7%	2 8%	1 5%	3 15%	6 32%	3 15%
Slightly bad (-1)	1 4%	* 3%	* 3%	1 4%	* 3%	* 2%
Very bad (-2)	* 3%	- -	- -	- -	- -	- -
NET: Bad	1 7%	* 3%	* 3%	1 4%	* 3%	* 2%
Mean	1.22	1.67	1.50	1.34	1.11	1.61
Standard deviation	0.95	0.75	0.72	0.91	0.97	0.85
Standard error	0.21	0.16	0.16	0.20	0.21	0.19

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 166

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	21	9	12	6	11	4	3	3	3	3	8	1	9	11	1	4	2	5	3	2	-	-	1	2	2	-	-
Weighted base	19	12	6	8	6	4	6	3	3	2	4	1	6	12	1	5	1	4	1	1	-	-	1	2	3	-	-
NET: Good	16	12	4	8	5	3	6	3	3	1	2	-	5	10	1	5	-	3	1	1	-	-	1	2	3	-	-
	86%	100%	59%	90%	83%	84%	100%	100%	100%	59%	68%	-	81%	89%	100%	100%	-	76%	55%	100%	-	-	100%	100%	100%	-	-
Very good (+2)	8	7	1	4	2	2	4	1	2	-	1	-	2	6	-	4	-	2	1	*	-	-	-	-	1	-	-
	45%	60%	16%	51%	32%	54%	68%	38%	64%	-	28%	-	37%	52%	-	77%	-	44%	55%	47%	-	-	-	-	37%	-	-
Slightly good (+1)	8	5	3	3	3	1	2	2	1	1	1	-	3	4	1	1	-	1	-	*	-	-	1	2	2	-	-
	41%	40%	43%	39%	50%	30%	32%	62%	36%	59%	41%	-	44%	37%	100%	23%	-	32%	-	53%	-	-	100%	100%	63%	-	-
Neither good nor bad (0)	1	-	1	*	*	1	-	-	-	*	*	1	*	1	-	-	*	1	*	-	-	-	-	-	-	-	-
	7%	-	22%	5%	5%	16%	-	-	-	20%	9%	100%	6%	8%	-	-	50%	14%	22%	-	-	-	-	-	-	-	-
Slightly bad (-1)	1	-	1	*	*	-	-	-	-	*	*	-	*	*	-	-	*	-	*	-	-	-	-	-	-	-	-
	4%	-	12%	5%	5%	-	-	-	-	20%	9%	-	5%	4%	-	-	50%	-	22%	-	-	-	-	-	-	-	-
Very bad (-2)	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-
	3%	-	8%	-	7%	-	-	-	-	13%	-	-	7%	-	-	-	11%	-	-	-	-	-	-	-	-	-	-
NET: Bad	1	-	1	*	1	-	-	-	-	*	1	-	1	*	-	-	*	*	*	-	-	-	-	-	-	-	-
	7%	-	20%	5%	12%	-	-	-	-	20%	22%	-	13%	4%	-	-	50%	11%	22%	-	-	-	-	-	-	-	-
Mean	1.22	1.60	0.47	1.37	0.95	1.38	1.68	1.38	1.64	0.39	0.60	0.00	0.98	1.37	1.00	1.77	-0.50	0.99	0.88	1.47	-	-	1.00	1.00	1.37	-	-
Standard deviation	0.95	0.51	1.23	0.84	1.21	0.87	0.51	0.60	0.58	1.13	1.57	-	1.24	0.81	-	0.47	-	1.41	-	-	-	-	-	-	0.58	-	-
Standard error	0.21	0.17	0.35	0.34	0.36	0.43	0.29	0.35	0.34	0.65	0.55	-	0.41	0.24	-	0.23	-	0.63	-	-	-	-	-	-	0.41	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 166

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	9	1	3	-
Weighted base	19	9	1	2	-
NET: Good	16 86%	7 83%	1 100%	2 83%	-
Very good (+2)	8 45%	6 67%	-	* 21%	-
Slightly good (+1)	8 41%	1 16%	1 100%	1 62%	-
Neither good nor bad (0)	1 7%	1 7%	-	-	-
Slightly bad (-1)	1 4%	* 5%	-	* 17%	-
Very bad (-2)	* 3%	* 5%	-	-	-
NET: Bad	1 7%	1 10%	-	* 17%	-
Mean	1.22	1.35	1.00	0.87	-
Standard deviation	0.95	1.20	-	-	-
Standard error	0.21	0.40	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 167

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	21	9	12	6	11	4	3	3	3	3	8	1	9	11	1	4	2	5	3	2	-	-	1	2	2	-	-	
Weighted base	19	12	6	8	6	4	6	3	3	2	4	1	6	12	1	5	1	4	1	1	-	-	1	2	3	-	-	
NET: Good	17	12	4	8	5	3	6	3	3	2	3	-	5	11	-	5	*	3	1	1	-	-	1	1	3	-	-	
	89%	100%	68%	95%	85%	84%	100%	100%	100%	80%	72%	-	86%	95%	-	100%	50%	76%	100%	100%	-	-	100%	69%	100%	-	-	
Very good	(+2)	15	11	3	8	4	3	6	2	3	2	-	5	9	-	5	*	2	1	*	-	-	1	1	3	-	-	
		80%	93%	55%	95%	58%	84%	100%	68%	100%	80%	50%	-	86%	80%	-	100%	50%	55%	78%	47%	-	-	100%	69%	100%	-	-
Slightly good	(+1)	2	1	1	-	2	-	-	1	-	-	-	-	2	-	-	-	1	*	*	-	-	-	-	-	-	-	
		9%	7%	13%	-	26%	-	-	32%	-	22%	-	-	15%	-	-	-	21%	22%	53%	-	-	-	-	-	-	-	
Neither good nor bad	(0)	2	-	2	*	1	1	-	-	-	*	1	*	1	1	-	*	1	-	-	-	-	-	1	-	-	-	
		8%	-	25%	5%	8%	16%	-	-	-	20%	15%	100%	6%	5%	100%	50%	14%	-	-	-	-	-	31%	-	-	-	
Slightly bad	(-1)	*	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	
		3%	-	8%	-	7%	-	-	-	-	13%	-	7%	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		*	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	
		3%	-	8%	-	7%	-	-	-	-	13%	-	7%	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	
Mean	1.67	1.93	1.15	1.90	1.36	1.68	2.00	1.68	2.00	1.59	1.09	0.00	1.65	1.75	0.00	2.00	1.00	1.20	1.78	1.47	-	-	2.00	1.38	2.00	-	-	
Standard deviation	0.75	0.27	1.13	0.46	0.99	0.85	0.00	0.57	0.00	1.13	1.27	-	0.97	0.56	-	0.00	-	1.18	-	-	-	-	-	0.00	-	-	-	
Standard error	0.16	0.09	0.33	0.19	0.30	0.43	0.00	0.33	0.00	0.65	0.45	-	0.32	0.17	-	0.00	-	0.53	-	-	-	-	-	0.00	-	-	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 167

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	9	1	3	-
Weighted base	19	9	1	2	-
NET: Good	17 89%	8 88%	1 100%	2 100%	-
Very good (+2)	15 80%	7 77%	1 100%	2 100%	-
Slightly good (+1)	2 9%	1 10%	-	-	-
Neither good nor bad (0)	2 8%	1 7%	-	-	-
Slightly bad (-1)	* 3%	* 5%	-	-	-
Very bad (-2)	- -	- -	-	-	-
NET: Bad	* 3%	* 5%	-	-	-
Mean	1.67	1.60	2.00	2.00	-
Standard deviation	0.75	0.89	-	-	-
Standard error	0.16	0.30	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 168

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male		Male		Female		AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land		South East	South West	North-ern Ire-land	
							18-34	35-54	18-34	35-54	18-34	35-54											London	London				
Unweighted base	21	9	12	6	11	4	3	3	3	3	8	1	9	11	1	4	2	5	3	2	-	-	1	2	2	-	-	
Weighted base	19	12	6	8	6	4	6	3	3	2	4	1	6	12	1	5	1	4	1	1	-	-	1	2	3	-	-	
NET: Good	17	12	5	8	6	4	6	3	3	2	3	1	5	11	1	5	*	4	1	*	-	-	1	2	3	-	-	
	93%	100%	78%	95%	86%	100%	100%	100%	100%	80%	74%	100%	86%	96%	100%	100%	50%	89%	100%	47%	-	-	100%	100%	100%	-	-	
Very good	(+2)	11	9	3	5	2	3	4	1	3	1	-	5	6	-	5	-	2	1	-	-	-	-	1	1	-	-	
		60%	69%	42%	66%	38%	84%	68%	38%	100%	59%	38%	-	80%	52%	-	100%	-	55%	78%	-	-	-	-	69%	37%	-	-
Slightly good	(+1)	6	4	2	2	3	1	2	2	-	*	1	1	*	5	1	-	*	2	*	*	-	-	1	1	2	-	-
		33%	31%	37%	29%	47%	16%	32%	62%	-	20%	35%	100%	6%	44%	100%	-	50%	34%	22%	47%	-	-	100%	31%	63%	-	-
Neither good nor bad	(0)	1	-	1	*	*	-	-	-	-	*	*	-	*	*	-	-	*	-	*	-	-	-	-	-	-	-	
		5%	-	14%	5%	7%	-	-	-	-	20%	13%	-	6%	4%	-	-	50%	-	53%	-	-	-	-	-	-	-	
Slightly bad	(-1)	*	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	
		3%	-	8%	-	7%	-	-	-	-	13%	-	7%	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		*	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	
		3%	-	8%	-	7%	-	-	-	-	13%	-	7%	-	-	-	-	11%	-	-	-	-	-	-	-	-	-	
Mean		1.50	1.69	1.12	1.61	1.16	1.84	1.68	1.38	2.00	1.39	0.99	1.00	1.58	1.48	1.00	2.00	0.50	1.33	1.78	0.47	-	-	1.00	1.69	1.37	-	-
Standard deviation		0.72	0.48	1.01	0.62	0.92	0.43	0.51	0.60	0.00	1.13	1.20	-	0.98	0.60	-	0.00	-	1.06	-	-	-	-	-	0.58	-	-	
Standard error		0.16	0.16	0.29	0.25	0.28	0.21	0.29	0.35	0.00	0.65	0.43	-	0.33	0.18	-	0.00	-	0.47	-	-	-	-	-	0.41	-	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 168

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	9	1	3	-
Weighted base	19	9	1	2	-
NET: Good	17 93%	8 95%	1 100%	2 100%	-
Very good (+2)	11 60%	6 73%	1 100%	2 79%	-
Slightly good (+1)	6 33%	2 22%	-	* 21%	-
Neither good nor bad (0)	1 5%	-	-	-	-
Slightly bad (-1)	* 3%	* 5%	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	* 3%	* 5%	-	-	-
Mean	1.50	1.62	2.00	1.79	-
Standard deviation	0.72	0.79	-	-	-
Standard error	0.16	0.26	-	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 169

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	21	9	12	6	11	4	3	3	3	3	8	1	9	11	1	4	2	5	3	2	-	-	1	2	2	-	-
Weighted base	19	12	6	8	6	4	6	3	3	2	4	1	6	12	1	5	1	4	1	1	-	-	1	2	3	-	-
NET: Good	15	10	5	6	5	4	4	3	3	2	2	1	5	9	1	5	*	2	1	*	-	-	1	2	3	-	-
	81%	84%	73%	72%	81%	100%	69%	100%	100%	80%	65%	100%	81%	79%	100%	100%	50%	45%	78%	47%	-	-	100%	100%	100%	-	-
Very good (+2)	11	8	2	4	4	3	2	3	3	1	1	-	5	6	-	5	-	1	1	-	-	-	1	1	1	-	-
	57%	68%	36%	42%	61%	84%	37%	100%	100%	59%	29%	-	74%	51%	-	100%	-	32%	55%	-	-	-	100%	69%	37%	-	-
Slightly good (+1)	4	2	2	2	1	1	2	-	-	*	1	1	*	3	1	-	*	1	*	*	-	-	-	1	2	-	-
	23%	16%	37%	29%	19%	16%	32%	-	-	20%	35%	100%	6%	29%	100%	-	50%	14%	22%	47%	-	-	-	31%	63%	-	-
Neither good nor bad (0)	3	2	1	2	*	-	2	-	-	*	*	-	*	2	-	-	*	2	-	*	-	-	-	-	-	-	-
	15%	16%	14%	28%	7%	-	31%	-	-	20%	13%	-	6%	21%	-	-	50%	44%	-	53%	-	-	-	-	-	-	-
Slightly bad (-1)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	*	*	-	-	-	-	-	-	-	-
	4%	-	13%	-	12%	-	-	-	-	-	22%	-	13%	-	-	-	-	11%	22%	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	*	*	-	-	-	-	-	-	-	-
	4%	-	13%	-	12%	-	-	-	-	-	22%	-	13%	-	-	-	-	11%	22%	-	-	-	-	-	-	-	-
Mean	1.34	1.52	0.96	1.14	1.29	1.84	1.06	2.00	2.00	1.39	0.71	1.00	1.43	1.30	1.00	2.00	0.50	0.66	1.11	0.47	-	-	2.00	1.69	1.37	-	-
Standard deviation	0.91	0.78	1.10	0.88	1.14	0.43	0.90	0.00	0.00	1.13	1.31	-	1.16	0.82	-	0.00	-	1.18	-	-	-	-	-	0.58	-	-	
Standard error	0.20	0.26	0.32	0.36	0.34	0.21	0.52	0.00	0.00	0.65	0.46	-	0.39	0.25	-	0.00	-	0.53	-	-	-	-	-	0.41	-	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 169

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	9	1	3	-
Weighted base	19	9	1	2	-
NET: Good	15 81%	6 73%	1 100%	2 83%	-
Very good (+2)	11 57%	5 61%	1 100%	1 62%	-
Slightly good (+1)	4 23%	1 11%	-	* 21%	-
Neither good nor bad (0)	3 15%	2 22%	-	-	-
Slightly bad (-1)	1 4%	* 5%	-	* 17%	-
Very bad (-2)	-	-	-	-	-
NET: Bad	1 4%	* 5%	-	* 17%	-
Mean	1.34	1.28	2.00	1.28	-
Standard deviation	0.91	1.04	-	-	-
Standard error	0.20	0.35	-	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 170

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	21	9	12	6	11	4	3	3	3	3	8	1	9	11	1	4	2	5	3	2	-	-	1	2	2	-	-
Weighted base	19	12	6	8	6	4	6	3	3	2	4	1	6	12	1	5	1	4	1	1	-	-	1	2	3	-	-
NET: Good	12	8	4	5	5	2	4	2	2	1	3	-	4	7	1	5	-	2	1	*	-	-	1	1	1	-	-
	65%	67%	62%	66%	71%	54%	68%	68%	64%	59%	74%	-	68%	62%	100%	100%	-	55%	100%	47%	-	-	100%	31%	37%	-	-
Very good (+2)	9	7	2	4	3	2	4	1	2	-	2	-	2	6	1	4	-	2	1	-	-	-	-	1	1	-	-
	48%	60%	25%	51%	41%	54%	68%	38%	64%	-	44%	-	38%	52%	100%	77%	-	55%	55%	-	-	-	-	31%	37%	-	-
Slightly good (+1)	3	1	2	1	2	-	-	1	-	1	1	-	2	1	-	1	-	-	1	*	-	-	1	-	-	-	-
	17%	7%	37%	14%	30%	-	-	31%	-	59%	30%	-	31%	10%	-	23%	-	-	45%	47%	-	-	100%	-	-	-	-
Neither good nor bad (0)	6	4	2	3	1	2	2	1	1	1	*	1	2	4	-	-	1	2	-	*	-	-	-	1	2	-	-
	32%	33%	30%	34%	21%	46%	32%	32%	36%	41%	13%	100%	24%	38%	-	-	100%	34%	-	53%	-	-	-	69%	63%	-	-
Slightly bad (-1)	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-
	3%	-	8%	-	7%	-	-	-	-	-	13%	-	7%	-	-	-	-	11%	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-
	3%	-	8%	-	7%	-	-	-	-	-	13%	-	7%	-	-	-	-	11%	-	-	-	-	-	-	-	-	-
Mean	1.11	1.27	0.80	1.17	1.05	1.07	1.36	1.06	1.28	0.59	1.04	0.00	0.98	1.14	2.00	1.77	0.00	0.99	1.55	0.47	-	-	1.00	0.62	0.75	-	-
Standard deviation	0.97	0.97	0.99	0.97	1.04	1.16	1.02	1.03	1.16	0.69	1.23	-	1.04	0.98	-	0.47	-	1.31	-	-	-	-	-	-	1.16	-	-
Standard error	0.21	0.32	0.29	0.40	0.31	0.58	0.59	0.59	0.67	0.40	0.44	-	0.35	0.30	-	0.23	-	0.58	-	-	-	-	-	-	0.82	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 170

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	9	1	3	-
Weighted base	19	9	1	2	-
NET: Good	12 65%	6 73%	-	2 100%	-
Very good (+2)	9 48%	6 73%	-	-	-
Slightly good (+1)	3 17%	-	-	2 100%	-
Neither good nor bad (0)	6 32%	2 22%	1 100%	-	-
Slightly bad (-1)	* 3%	* 5%	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	* 3%	* 5%	-	-	-
Mean	1.11	1.40	0.00	1.00	-
Standard deviation	0.97	1.06	-	-	-
Standard error	0.21	0.35	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 171

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	21	9	12	6	11	4	3	3	3	3	8	1	9	11	1	4	2	5	3	2	-	-	1	2	2	-	-
Weighted base	19	12	6	8	6	4	6	3	3	2	4	1	6	12	1	5	1	4	1	1	-	-	1	2	3	-	-
NET: Good	15	11	4	8	4	3	6	2	3	2	2	-	5	9	1	5	*	2	1	*	-	-	1	2	3	-	-
	83%	93%	63%	95%	66%	84%	100%	68%	100%	80%	65%	-	86%	80%	100%	100%	50%	55%	78%	47%	-	-	100%	100%	100%	-	-
Very good (+2)	15	11	4	8	4	3	6	2	3	2	2	-	5	9	1	5	*	2	1	-	-	-	1	2	3	-	-
	81%	93%	57%	95%	60%	84%	100%	68%	100%	80%	53%	-	80%	80%	100%	100%	50%	55%	78%	-	-	-	100%	100%	100%	-	-
Slightly good (+1)	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-
	2%	-	7%	-	6%	-	-	-	-	-	12%	-	6%	-	-	-	-	-	-	47%	-	-	-	-	-	-	-
Neither good nor bad (0)	3	1	2	*	2	1	-	1	-	*	1	1	1	2	-	-	*	2	*	-	-	-	-	-	-	-	-
	15%	7%	29%	5%	27%	16%	-	32%	-	20%	22%	100%	14%	16%	-	-	50%	45%	22%	-	-	-	-	-	-	-	-
Slightly bad (-1)	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-
	2%	-	7%	-	7%	-	-	-	-	-	13%	-	-	4%	-	-	-	-	-	53%	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-
	2%	-	7%	-	7%	-	-	-	-	-	13%	-	-	4%	-	-	-	-	-	53%	-	-	-	-	-	-	-
Mean	1.61	1.85	1.12	1.90	1.19	1.68	2.00	1.37	2.00	1.59	1.05	0.00	1.66	1.57	2.00	2.00	1.00	1.10	1.55	-0.05	-	-	2.00	2.00	2.00	-	-
Standard deviation	0.85	0.55	1.17	0.46	1.15	0.85	0.00	1.15	0.00	1.13	1.33	-	0.77	0.93	-	0.00	-	1.13	-	-	-	-	-	-	0.00	-	-
Standard error	0.19	0.18	0.34	0.19	0.35	0.43	0.00	0.66	0.00	0.65	0.47	-	0.26	0.28	-	0.00	-	0.51	-	-	-	-	-	-	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 171

Q20b. You said you use The Guardian website/app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	21	9	1	3	-
Weighted base	19	9	1	2	-
NET: Good	15 83%	7 77%	1 100%	2 100%	-
Very good (+2)	15 81%	7 77%	1 100%	2 79%	-
Slightly good (+1)	* 2%	-	-	* 21%	-
Neither good nor bad (0)	3 15%	2 23%	-	-	-
Slightly bad (-1)	* 2%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	* 2%	-	-	-	-
Mean	1.61	1.55	2.00	1.79	-
Standard deviation	0.85	0.89	-	-	-
Standard error	0.19	0.30	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 172

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	11	11	11	11	11	11
Weighted base	13	13	13	13	13	13
NET: Good	10 73%	12 92%	10 77%	9 67%	9 72%	8 58%
Very good (+2)	6 44%	6 49%	4 31%	8 60%	4 29%	4 30%
Slightly good (+1)	4 30%	6 44%	6 46%	1 7%	6 44%	4 28%
Neither good nor bad (0)	3 20%	1 8%	1 8%	3 26%	2 12%	6 42%
Slightly bad (-1)	- -	- -	2 16%	1 7%	2 16%	- -
Very bad (-2)	1 7%	- -	- -	- -	- -	- -
NET: Bad	1 7%	- -	2 16%	1 7%	2 16%	- -
Mean	1.03	1.41	0.92	1.21	0.86	0.87
Standard deviation	1.16	0.65	1.04	1.08	1.05	0.87
Standard error	0.35	0.20	0.31	0.33	0.32	0.26

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 173

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	11	7	4	6	4	1	4	3	-	2	1	1	6	5	-	-	1	2	-	1	1	-	-	4	2	-	-
Weighted base	13	10	3	10	3	1	8	2	-	2	*	1	6	7	-	-	*	3	-	1	*	-	-	5	3	-	-
NET: Good	10	8	1	7	3	-	6	2	-	1	*	-	2	7	-	-	*	3	-	-	*	-	-	5	1	-	-
	73%	80%	50%	70%	100%	-	74%	100%	-	53%	100%	-	40%	100%	-	-	100%	100%	-	-	100%	-	-	89%	32%	-	-
Very good (+2)	6	5	*	4	2	-	4	1	-	-	*	-	*	5	-	-	*	1	-	-	*	-	-	4	-	-	-
	44%	52%	16%	40%	66%	-	49%	59%	-	-	100%	-	6%	73%	-	-	100%	34%	-	-	100%	-	-	71%	-	-	-
Slightly good (+1)	4	3	1	3	1	-	2	1	-	1	-	-	2	2	-	-	-	2	-	-	-	-	-	1	1	-	-
	30%	29%	34%	30%	34%	-	25%	41%	-	53%	-	-	33%	27%	-	-	-	66%	-	-	-	-	-	18%	32%	-	-
Neither good nor bad (0)	3	2	1	2	-	1	2	-	-	-	-	1	3	-	-	-	-	-	-	-	-	-	-	1	2	-	-
	20%	20%	20%	21%	-	100%	26%	-	-	-	-	100%	45%	-	-	-	-	-	-	-	-	-	-	11%	68%	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	7%	-	30%	9%	-	-	-	-	-	47%	-	-	15%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-
NET: Bad	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	7%	-	30%	9%	-	-	-	-	-	47%	-	-	15%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-
Mean	1.03	1.32	0.05	0.92	1.66	0.00	1.23	1.59	-	-0.41	2.00	0.00	0.16	1.73	-	-	2.00	1.34	-	-2.00	2.00	-	-	1.60	0.32	-	-
Standard deviation	1.16	0.83	1.82	1.26	0.59	-	0.89	0.65	-	-	-	-	1.19	0.48	-	-	-	0.58	-	-	-	-	-	0.75	0.57	-	-
Standard error	0.35	0.31	0.91	0.51	0.29	-	0.45	0.37	-	-	-	-	0.49	0.21	-	-	-	0.41	-	-	-	-	-	0.37	0.40	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 173

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	11	-	-	1	3
Weighted base	13	-	-	1	2
NET: Good	10 73%	-	-	1 100%	* 20%
Very good (+2)	6 44%	-	-	-	* 20%
Slightly good (+1)	4 30%	-	-	1 100%	-
Neither good nor bad (0)	3 20%	-	-	-	1 32%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	1 7%	-	-	-	1 48%
NET: Bad	1 7%	-	-	-	1 48%
Mean	1.03	-	-	1.00	-0.54
Standard deviation	1.16	-	-	-	-
Standard error	0.35	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 174

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?**Quality of podcasts****Base: All respondents answering about each**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	11	7	4	6	4	1	4	3	-	2	1	1	6	5	-	-	1	2	-	1	1	-	-	4	2	-	-
Weighted base	13	10	3	10	3	1	8	2	-	2	*	1	6	7	-	-	*	3	-	1	*	-	-	5	3	-	-
NET: Good	12	10	2	9	3	1	8	2	-	1	*	1	5	7	-	-	*	3	-	1	*	-	-	4	3	-	-
	92%	100%	66%	90%	100%	100%	100%	100%	-	47%	100%	100%	83%	100%	-	-	100%	100%	-	100%	100%	-	-	82%	100%	-	-
Very good (+2)	6	5	1	5	1	1	4	1	-	1	-	1	1	5	-	-	-	3	-	1	-	-	-	3	-	-	-
	49%	48%	50%	49%	36%	100%	49%	43%	-	47%	-	100%	25%	67%	-	-	-	100%	-	100%	-	-	-	46%	-	-	-
Slightly good (+1)	6	5	*	4	2	-	4	1	-	-	*	-	3	2	-	-	*	-	-	-	*	-	-	2	3	-	-
	44%	52%	16%	41%	64%	-	51%	57%	-	-	100%	-	58%	33%	-	-	100%	-	-	-	100%	-	-	35%	100%	-	-
Neither good nor bad (0)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	8%	-	34%	10%	-	-	-	-	-	53%	-	-	17%	-	-	-	-	-	-	-	-	-	-	18%	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.41	1.48	1.17	1.39	1.36	2.00	1.49	1.43	-	0.94	1.00	2.00	1.08	1.67	-	-	1.00	2.00	-	2.00	1.00	-	-	1.28	1.00	-	-
Standard deviation	0.65	0.53	1.11	0.70	0.60	-	0.54	0.65	-	-	-	-	0.71	0.51	-	-	-	0.00	-	-	-	-	-	0.83	0.00	-	-
Standard error	0.20	0.20	0.56	0.29	0.30	-	0.27	0.38	-	-	-	-	0.29	0.23	-	-	-	0.00	-	-	-	-	-	0.42	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 174

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	11	-	-	1	3
Weighted base	13	-	-	1	2
NET: Good	12 92%	-	-	-	2 100%
Very good (+2)	6 49%	-	-	-	1 80%
Slightly good (+1)	6 44%	-	-	-	* 20%
Neither good nor bad (0)	1 8%	-	-	1 100%	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.41	-	-	0.00	1.80
Standard deviation	0.65	-	-	-	-
Standard error	0.20	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 175

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land	
Unweighted base	11	7	4	6	4	1	4	3	-	2	1	1	6	5	-	-	1	2	-	1	1	-	-	4	2	-	-	
Weighted base	13	10	3	10	3	1	8	2	-	2	*	1	6	7	-	-	*	3	-	1	*	-	-	5	3	-	-	
NET: Good	10	8	2	7	3	1	6	2	-	1	*	1	3	7	-	-	*	3	-	1	*	-	-	4	1	-	-	
	77%	80%	66%	69%	100%	100%	74%	100%	-	47%	100%	100%	48%	100%	-	-	100%	100%	-	100%	100%	-	-	82%	32%	-	-	
Very good	(+2)	4	3	1	2	1	2	1	-	-	*	1	1	3	-	-	-	1	-	-	*	-	-	3	-	-	-	
		31%	29%	36%	20%	53%	25%	43%	-	-	100%	100%	10%	47%	-	-	-	34%	-	-	100%	-	-	46%	-	-	-	
Slightly good	(+1)	6	5	1	5	1	4	1	-	1	-	-	2	4	-	-	*	2	-	1	-	-	-	2	1	-	-	
		46%	51%	30%	49%	47%	49%	57%	-	47%	-	-	38%	53%	-	-	100%	66%	-	100%	-	-	-	35%	32%	-	-	
Neither good nor bad	(0)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		8%	-	34%	10%	-	-	-	-	53%	-	-	17%	-	-	-	-	-	-	-	-	-	-	18%	-	-	-	
Slightly bad	(-1)	2	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	
		16%	20%	-	21%	-	26%	-	-	-	-	-	35%	-	-	-	-	-	-	-	-	-	-	-	68%	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		2	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-	
		16%	20%	-	21%	-	26%	-	-	-	-	-	35%	-	-	-	-	-	-	-	-	-	-	-	68%	-	-	
Mean		0.92	0.89	1.02	0.68	1.53	2.00	0.73	1.43	-	0.47	2.00	2.00	0.23	1.47	-	-	1.00	1.34	-	1.00	2.00	-	-	1.28	-0.36	-	-
Standard deviation		1.04	1.09	1.03	1.07	0.62	1.18	0.65	-	-	-	-	1.14	0.54	-	-	-	0.58	-	-	-	-	-	0.83	1.14	-	-	
Standard error		0.31	0.41	0.52	0.44	0.31	0.59	0.38	-	-	-	-	0.47	0.24	-	-	-	0.41	-	-	-	-	-	0.42	0.81	-	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 175

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	11	-	-	1	3
Weighted base	13	-	-	1	2
NET: Good	10 77%	-	-	-	2 100%
Very good (+2)	4 31%	-	-	-	1 32%
Slightly good (+1)	6 46%	-	-	-	1 68%
Neither good nor bad (0)	1 8%	-	-	1 100%	-
Slightly bad (-1)	2 16%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 16%	-	-	-	-
Mean	0.92	-	-	0.00	1.32
Standard deviation	1.04	-	-	-	-
Standard error	0.31	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 176

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	11	7	4	6	4	1	4	3	-	2	1	1	6	5	-	-	1	2	-	1	1	-	-	4	2	-	-
Weighted base	13	10	3	10	3	1	8	2	-	2	*	1	6	7	-	-	*	3	-	1	*	-	-	5	3	-	-
NET: Good	9	8	1	6	2	1	6	2	-	-	*	1	2	7	-	-	-	3	-	-	*	-	-	4	1	-	-
	67%	76%	36%	60%	87%	100%	74%	84%	-	-	100%	100%	27%	100%	-	-	-	100%	-	-	100%	-	-	82%	32%	-	-
Very good (+2)	8	7	1	6	1	1	6	1	-	-	*	1	1	7	-	-	-	3	-	-	*	-	-	4	-	-	-
	60%	67%	36%	60%	53%	100%	74%	43%	-	-	100%	100%	10%	100%	-	-	-	100%	-	-	100%	-	-	82%	-	-	-
Slightly good (+1)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	7%	9%	-	-	34%	-	-	41%	-	-	-	-	16%	-	-	-	-	-	-	-	-	-	-	-	32%	-	-
Neither good nor bad (0)	3	2	1	3	*	-	2	*	-	1	-	-	3	-	-	-	*	-	-	-	-	-	-	1	2	-	-
	26%	24%	34%	31%	13%	-	26%	16%	-	53%	-	-	58%	-	-	-	100%	-	-	-	-	-	-	18%	68%	-	-
Slightly bad (-1)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	7%	-	30%	9%	-	-	-	-	-	47%	-	-	15%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	7%	-	30%	9%	-	-	-	-	-	47%	-	-	15%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-
Mean	1.21	1.43	0.42	1.11	1.39	2.00	1.48	1.27	-	-0.47	2.00	2.00	0.22	2.00	-	-	0.00	2.00	-	-1.00	2.00	-	-	1.64	0.32	-	-
Standard deviation	1.08	0.89	1.54	1.19	0.89	-	0.94	0.95	-	-	-	-	0.90	0.00	-	-	-	0.00	-	-	-	-	-	0.85	0.57	-	-
Standard error	0.33	0.34	0.77	0.48	0.44	-	0.47	0.55	-	-	-	-	0.37	0.00	-	-	-	0.00	-	-	-	-	-	0.43	0.40	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 176

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	11	-	-	1	3
Weighted base	13	-	-	1	2
NET: Good	9 67%	-	-	-	1 32%
Very good (+2)	8 60%	-	-	-	1 32%
Slightly good (+1)	1 7%	-	-	-	-
Neither good nor bad (0)	3 26%	-	-	1 100%	* 20%
Slightly bad (-1)	1 7%	-	-	-	1 48%
Very bad (-2)	-	-	-	-	-
NET: Bad	1 7%	-	-	-	1 48%
Mean	1.21	-	-	0.00	0.16
Standard deviation	1.08	-	-	-	-
Standard error	0.33	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 177

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	11	7	4	6	4	1	4	3	-	2	1	1	6	5	-	-	1	2	-	1	1	-	-	4	2	-	-
Weighted base	13	10	3	10	3	1	8	2	-	2	*	1	6	7	-	-	*	3	-	1	*	-	-	5	3	-	-
NET: Good	9	8	1	7	3	-	6	2	-	1	*	-	2	7	-	-	*	3	-	1	*	-	-	4	1	-	-
	72%	80%	46%	69%	100%	-	74%	100%	-	47%	100%	-	38%	100%	-	-	100%	100%	-	100%	100%	-	-	71%	32%	-	-
Very good	(+2)	4	3	*	2	2	-	2	1	-	-	*	-	3	-	-	*	1	-	-	*	-	-	2	-	-	-
	29%	33%	16%	20%	66%	-	25%	59%	-	-	100%	-	6%	47%	-	-	100%	34%	-	-	100%	-	-	35%	-	-	-
Slightly good	(+1)	6	5	1	5	1	-	4	1	-	1	-	2	4	-	-	-	2	-	1	-	-	-	2	1	-	-
	44%	47%	30%	49%	34%	-	49%	41%	-	47%	-	-	32%	53%	-	-	-	66%	-	100%	-	-	-	35%	32%	-	-
Neither good nor bad	(0)	2	-	2	1	-	1	-	-	1	-	1	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	12%	-	54%	10%	-	100%	-	-	-	53%	-	100%	27%	-	-	-	-	-	-	-	-	-	-	29%	-	-	-
Slightly bad	(-1)	2	2	-	2	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-	-
	16%	20%	-	21%	-	-	26%	-	-	-	-	-	35%	-	-	-	-	-	-	-	-	-	-	-	68%	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	16%	20%	-	21%	-	-	26%	-	-	-	-	-	35%	-	-	-	-	-	-	-	-	-	-	68%	-	-	-
Mean	0.86	0.93	0.62	0.68	1.66	0.00	0.73	1.59	-	0.47	2.00	0.00	0.10	1.47	-	-	2.00	1.34	-	1.00	2.00	-	-	1.06	-0.36	-	-
Standard deviation	1.05	1.11	0.92	1.07	0.59	-	1.18	0.65	-	-	-	-	1.05	0.54	-	-	-	0.58	-	-	-	-	-	0.89	1.14	-	-
Standard error	0.32	0.42	0.46	0.44	0.29	-	0.59	0.37	-	-	-	-	0.43	0.24	-	-	-	0.41	-	-	-	-	-	0.44	0.81	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 177

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	11	-	-	1	3
Weighted base	13	-	-	1	2
NET: Good	9 72%	-	-	-	1 68%
Very good (+2)	4 29%	-	-	-	* 20%
Slightly good (+1)	6 44%	-	-	-	1 48%
Neither good nor bad (0)	2 12%	-	-	1 100%	1 32%
Slightly bad (-1)	2 16%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 16%	-	-	-	-
Mean	0.86	-	-	0.00	0.88
Standard deviation	1.05	-	-	-	-
Standard error	0.32	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 178

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	11	7	4	6	4	1	4	3	-	2	1	1	6	5	-	-	1	2	-	1	1	-	-	4	2	-	-
Weighted base	13	10	3	10	3	1	8	2	-	2	*	1	6	7	-	-	*	3	-	1	*	-	-	5	3	-	-
NET: Good	8	7	*	6	2	-	6	1	-	-	*	-	1	6	-	-	*	2	-	-	*	-	-	4	1	-	-
	58%	70%	16%	60%	64%	-	74%	57%	-	-	100%	-	23%	86%	-	-	100%	66%	-	-	100%	-	-	71%	32%	-	-
Very good (+2)	4	4	-	4	-	-	4	-	-	-	-	-	4	-	-	-	-	2	-	-	-	-	-	2	-	-	-
	30%	38%	-	40%	-	-	49%	-	-	-	-	-	53%	-	-	-	-	66%	-	-	-	-	-	35%	-	-	-
Slightly good (+1)	4	3	*	2	2	-	2	1	-	-	*	-	1	2	-	-	*	-	-	-	*	-	-	2	1	-	-
	28%	32%	16%	20%	64%	-	25%	57%	-	-	100%	-	23%	33%	-	-	100%	-	-	-	100%	-	-	35%	32%	-	-
Neither good nor bad (0)	6	3	2	4	1	1	2	1	-	2	-	1	4	1	-	-	-	1	-	1	-	-	-	2	2	-	-
	42%	30%	84%	40%	36%	100%	26%	43%	-	100%	-	100%	77%	14%	-	-	-	34%	-	100%	-	-	-	29%	68%	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.87	1.08	0.16	1.00	0.64	0.00	1.24	0.57	-	0.00	1.00	0.00	0.23	1.39	-	-	1.00	1.31	-	0.00	1.00	-	-	1.06	0.32	-	-
Standard deviation	0.87	0.86	0.45	0.95	0.60	-	0.90	0.65	-	-	-	-	0.46	0.78	-	-	-	1.17	-	-	-	-	-	0.89	0.57	-	-
Standard error	0.26	0.33	0.22	0.39	0.30	-	0.45	0.38	-	-	-	-	0.19	0.35	-	-	-	0.82	-	-	-	-	-	0.44	0.40	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 178

Q20b. You said you use The Sun website/ app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	11	-	-	1	3
Weighted base	13	-	-	1	2
NET: Good	8 58%	-	-	-	*
Very good (+2)	4 30%	-	-	-	-
Slightly good (+1)	4 28%	-	-	-	*
Neither good nor bad (0)	6 42%	-	-	1 100%	1 80%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	0.87	-	-	0.00	0.20
Standard deviation	0.87	-	-	-	-
Standard error	0.26	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 179

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	6	6	6	6	6	6
Weighted base	6	6	6	6	6	6
NET: Good	6 100%	6 100%	5 84%	6 100%	5 86%	4 77%
Very good (+2)	4 69%	5 86%	4 69%	3 52%	3 52%	2 43%
Slightly good (+1)	2 31%	1 14%	1 14%	3 48%	2 34%	2 34%
Neither good nor bad (0)	-	-	1 16%	-	1 14%	1 14%
Slightly bad (-1)	-	-	-	-	-	* 8%
Very bad (-2)	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	* 8%
Mean	1.69	1.86	1.53	1.52	1.37	1.12
Standard deviation	0.51	0.39	0.84	0.55	0.80	1.05
Standard error	0.21	0.16	0.34	0.23	0.33	0.43

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 180

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	6	4	2	1	2	3	-	1	3	1	1	-	5	-	1	-	-	1	-	-	1	1	-	2	1	-	-
Weighted base	6	4	1	1	1	3	-	1	3	1	*	-	5	-	1	-	-	1	-	-	1	1	-	1	1	-	-
NET: Good	6	4	1	1	1	3	-	1	3	1	*	-	5	-	1	-	-	1	-	-	1	1	-	1	1	-	-
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	-	100%	-	-	100%	-	-	100%	100%	-	100%	100%	-	-
Very good (+2)	4	2	1	1	*	2	-	-	2	1	*	-	4	-	-	-	-	1	-	-	1	-	-	*	1	-	-
	69%	58%	100%	100%	34%	75%	-	-	75%	100%	100%	-	81%	-	-	-	-	100%	-	-	100%	-	-	34%	100%	-	-
Slightly good (+1)	2	2	-	-	1	1	-	1	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-
	31%	42%	-	-	66%	25%	-	100%	25%	-	-	-	19%	-	100%	-	-	-	-	-	-	100%	-	66%	-	-	-
Neither good nor bad (0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.69	1.58	2.00	2.00	1.34	1.75	-	1.00	1.75	2.00	2.00	-	1.81	-	1.00	-	-	2.00	-	-	2.00	1.00	-	1.34	2.00	-	-
Standard deviation	0.51	0.57	-	-	-	0.52	-	-	0.52	-	-	-	0.44	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	0.21	0.28	-	-	-	0.30	-	-	0.30	-	-	-	0.20	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 180

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	6	3	-	1	-
Weighted base	6	3	-	1	-
NET: Good	6 100%	3 100%	-	1 100%	-
Very good (+2)	4 69%	2 65%	-	1 100%	-
Slightly good (+1)	2 31%	1 35%	-	-	-
Neither good nor bad (0)	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.69	1.65	-	2.00	-
Standard deviation	0.51	0.61	-	-	-
Standard error	0.21	0.35	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 181

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	6	4	2	1	2	3	-	1	3	1	1	-	5	-	1	-	-	1	-	-	1	1	-	2	1	-	-
Weighted base	6	4	1	1	1	3	-	1	3	1	*	-	5	-	1	-	-	1	-	-	1	1	-	1	1	-	-
NET: Good	6	4	1	1	1	3	-	1	3	1	*	-	5	-	1	-	-	1	-	-	1	1	-	1	1	-	-
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	-	100%	-	-	100%	-	-	100%	100%	-	100%	100%	-	-
Very good (+2)	5	3	1	1	1	2	-	1	2	1	*	-	5	-	-	-	-	1	-	-	1	-	-	1	1	-	-
	86%	81%	100%	100%	100%	75%	-	100%	75%	100%	100%	-	100%	-	-	-	-	100%	-	-	100%	-	-	100%	100%	-	-
Slightly good (+1)	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
	14%	19%	-	-	-	25%	-	-	25%	-	-	-	-	-	100%	-	-	-	-	-	-	100%	-	-	-	-	-
Neither good nor bad (0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.86	1.81	2.00	2.00	2.00	1.75	-	2.00	1.75	2.00	2.00	-	2.00	-	1.00	-	-	2.00	-	-	2.00	1.00	-	2.00	2.00	-	-
Standard deviation	0.39	0.45	-	-	-	0.52	-	-	0.52	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	0.16	0.23	-	-	-	0.30	-	-	0.30	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 181

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	6	3	-	1	-
Weighted base	6	3	-	1	-
NET: Good	6 100%	3 100%	-	1 100%	-
Very good (+2)	5 86%	3 100%	-	1 100%	-
Slightly good (+1)	1 14%	-	-	-	-
Neither good nor bad (0)	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.86	2.00	-	2.00	-
Standard deviation	0.39	0.00	-	-	-
Standard error	0.16	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 182

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male		Female		Female	55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land		South East	South West	North-ern Ire-land
							18-34	35-54	18-34	35-54													London	London			
Unweighted base	6	4	2	1	2	3	-	1	3	1	1	-	5	-	1	-	-	1	-	-	1	1	-	2	1	-	-
Weighted base	6	4	1	1	1	3	-	1	3	1	*	-	5	-	1	-	-	1	-	-	1	1	-	1	1	-	-
NET: Good	5	3	1	1	*	3	-	-	3	1	*	-	4	-	1	-	-	1	-	-	1	1	-	*	1	-	-
	84%	78%	100%	100%	34%	100%	-	-	100%	100%	100%	-	81%	-	100%	-	-	100%	-	-	100%	100%	-	34%	100%	-	-
Very good (+2)	4	2	1	1	*	2	-	-	2	1	*	-	4	-	-	-	-	1	-	-	1	-	-	*	1	-	-
	69%	58%	100%	100%	34%	75%	-	-	75%	100%	100%	-	81%	-	-	-	-	100%	-	-	100%	-	-	34%	100%	-	-
Slightly good (+1)	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	14%	19%	-	-	-	25%	-	-	25%	-	-	-	-	-	100%	-	-	-	-	-	100%	-	-	-	-	-	-
Neither good nor bad (0)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	16%	22%	-	-	66%	-	-	100%	-	-	-	-	19%	-	-	-	-	-	-	-	-	-	-	66%	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.53	1.36	2.00	2.00	0.68	1.75	-	0.00	1.75	2.00	2.00	-	1.62	-	1.00	-	-	2.00	-	-	2.00	1.00	-	0.68	2.00	-	-
Standard deviation	0.84	0.95	-	-	-	0.52	-	-	0.52	-	-	-	0.89	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	0.34	0.47	-	-	-	0.30	-	-	0.30	-	-	-	0.40	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 182

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	6	3	-	1	-
Weighted base	6	3	-	1	-
NET: Good	5 84%	2 65%	-	1 100%	-
Very good (+2)	4 69%	2 65%	-	1 100%	-
Slightly good (+1)	1 14%	-	-	-	-
Neither good nor bad (0)	1 16%	1 35%	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.53	1.30	-	2.00	-
Standard deviation	0.84	1.22	-	-	-
Standard error	0.34	0.70	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 183

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
	Unweighted base	6	4	2	1	2	3	-	1	3	1	1	-	5	-	1	-	-	1	-	-	1	1	-	2	1	-
Weighted base	6	4	1	1	1	3	-	1	3	1	*	-	5	-	1	-	-	1	-	-	1	1	-	1	1	-	-
NET: Good	6	4	1	1	1	3	-	1	3	1	*	-	5	-	1	-	-	1	-	-	1	1	-	1	1	-	-
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	-	100%	-	-	100%	-	-	100%	100%	-	100%	100%	-	-
Very good (+2)	3	2	*	-	*	2	-	-	2	-	*	-	3	-	-	-	-	1	-	-	-	-	-	*	1	-	-
	52%	58%	32%	-	34%	75%	-	-	75%	-	100%	-	60%	-	-	-	-	100%	-	-	-	-	-	34%	100%	-	-
Slightly good (+1)	3	2	1	1	1	1	-	1	1	1	-	-	2	-	1	-	-	-	-	-	1	1	-	1	-	-	-
	48%	42%	68%	100%	66%	25%	-	100%	25%	100%	-	-	40%	-	100%	-	-	-	-	-	100%	100%	-	66%	-	-	-
Neither good nor bad (0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.52	1.58	1.32	1.00	1.34	1.75	-	1.00	1.75	1.00	2.00	-	1.60	-	1.00	-	-	2.00	-	-	1.00	1.00	-	1.34	2.00	-	-
Standard deviation	0.55	0.57	-	-	-	0.52	-	-	0.52	-	-	-	0.55	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	0.23	0.28	-	-	-	0.30	-	-	0.30	-	-	-	0.25	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 183

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	6	3	-	1	-
Weighted base	6	3	-	1	-
NET: Good	6 100%	3 100%	-	1 100%	-
Very good (+2)	3 52%	2 65%	-	-	-
Slightly good (+1)	3 48%	1 35%	-	1 100%	-
Neither good nor bad (0)	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.52	1.65	-	1.00	-
Standard deviation	0.55	0.61	-	-	-
Standard error	0.23	0.35	-	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 184

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
	Unweighted base	6	4	2	1	2	3	-	1	3	1	1	-	5	-	1	-	-	1	-	-	1	1	-	2	1	-
Weighted base	6	4	1	1	1	3	-	1	3	1	*	-	5	-	1	-	-	1	-	-	1	1	-	1	1	-	-
NET: Good	5	3	1	1	1	2	-	1	2	1	*	-	5	-	-	-	-	1	-	-	1	-	-	1	1	-	-
	86%	81%	100%	100%	100%	75%	-	100%	75%	100%	100%	-	100%	-	-	-	-	100%	-	-	100%	-	-	100%	100%	-	-
Very good (+2)	3	2	*	-	*	2	-	-	2	-	*	-	3	-	-	-	-	1	-	-	-	-	-	*	1	-	-
	52%	58%	32%	-	34%	75%	-	-	75%	-	100%	-	60%	-	-	-	-	100%	-	-	-	-	-	34%	100%	-	-
Slightly good (+1)	2	1	1	1	1	-	-	1	-	1	-	-	2	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	34%	22%	68%	100%	66%	-	-	100%	-	100%	-	-	40%	-	-	-	-	-	-	-	100%	-	-	66%	-	-	-
Neither good nor bad (0)	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
	14%	19%	-	-	-	25%	-	-	25%	-	-	-	-	-	100%	-	-	-	-	-	-	100%	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.37	1.39	1.32	1.00	1.34	1.50	-	1.00	1.50	1.00	2.00	-	1.60	-	0.00	-	-	2.00	-	-	1.00	0.00	-	1.34	2.00	-	-
Standard deviation	0.80	0.91	-	-	-	1.04	-	-	1.04	-	-	-	0.55	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	0.33	0.45	-	-	-	0.60	-	-	0.60	-	-	-	0.25	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 184

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	6	3	-	1	-
Weighted base	6	3	-	1	-
NET: Good	5 86%	3 100%	-	1 100%	-
Very good (+2)	3 52%	2 65%	-	-	-
Slightly good (+1)	2 34%	1 35%	-	1 100%	-
Neither good nor bad (0)	1 14%	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.37	1.65	-	1.00	-
Standard deviation	0.80	0.61	-	-	-
Standard error	0.33	0.35	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 185

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	6	4	2	1	2	3	-	1	3	1	1	-	5	-	1	-	-	1	-	-	1	1	-	2	1	-	-
Weighted base	6	4	1	1	1	3	-	1	3	1	*	-	5	-	1	-	-	1	-	-	1	1	-	1	1	-	-
NET: Good	4	3	1	1	1	2	-	1	2	1	-	-	4	-	-	-	-	1	-	-	1	-	-	1	1	-	-
	77%	81%	68%	100%	66%	75%	-	100%	75%	100%	-	-	90%	-	-	-	-	100%	-	-	100%	-	-	66%	100%	-	-
Very good (+2)	2	2	-	-	-	2	-	-	2	-	-	-	2	-	-	-	-	1	-	-	-	-	-	-	1	-	-
	43%	58%	-	-	-	75%	-	-	75%	-	-	-	50%	-	-	-	-	100%	-	-	-	-	-	-	100%	-	-
Slightly good (+1)	2	1	1	1	1	-	-	1	-	1	-	-	2	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	34%	22%	68%	100%	66%	-	-	100%	-	100%	-	-	40%	-	-	-	-	-	-	-	100%	-	-	66%	-	-	-
Neither good nor bad (0)	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-
	14%	19%	-	-	-	25%	-	-	25%	-	-	-	-	-	100%	-	-	-	-	-	-	100%	-	-	-	-	-
Slightly bad (-1)	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	-
	8%	-	32%	-	34%	-	-	-	-	100%	-	-	10%	-	-	-	-	-	-	-	-	-	-	34%	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	*	-	*	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	-
	8%	-	32%	-	34%	-	-	-	-	100%	-	-	10%	-	-	-	-	-	-	-	-	-	-	34%	-	-	-
Mean	1.12	1.39	0.35	1.00	0.32	1.50	-	1.00	1.50	1.00	-1.00	-	1.31	-	0.00	-	-	2.00	-	-	1.00	0.00	-	0.32	2.00	-	-
Standard deviation	1.05	0.91	-	-	-	1.04	-	-	1.04	-	-	-	1.01	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard error	0.43	0.45	-	-	-	0.60	-	-	0.60	-	-	-	0.45	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey
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Absolutes/col percents

Table 185

Q20b. You said you use The Times website/app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	6	3	-	1	-
Weighted base	6	3	-	1	-
NET: Good	4 77%	2 82%	-	1 100%	-
Very good (+2)	2 43%	1 47%	-	-	-
Slightly good (+1)	2 34%	1 35%	-	1 100%	-
Neither good nor bad (0)	1 14%	-	-	-	-
Slightly bad (-1)	* 8%	* 18%	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	* 8%	* 18%	-	-	-
Mean	1.12	1.11	-	1.00	-
Standard deviation	1.05	1.39	-	-	-
Standard error	0.43	0.80	-	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 186

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	17	17	17	17	17	17
Weighted base	17	17	17	17	17	17
NET: Good	8 48%	14 80%	13 78%	12 72%	11 66%	11 67%
Very good (+2)	2 10%	7 42%	8 44%	6 36%	3 19%	5 30%
Slightly good (+1)	7 38%	6 37%	6 34%	6 36%	8 47%	6 37%
Neither good nor bad (0)	9 52%	3 20%	4 22%	5 28%	6 34%	5 30%
Slightly bad (-1)	-	-	-	-	-	* 3%
Very bad (-2)	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	* 3%
Mean	0.58	1.22	1.22	1.08	0.86	0.94
Standard deviation	0.68	0.78	0.80	0.82	0.74	0.87
Standard error	0.17	0.19	0.19	0.20	0.18	0.21

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 187

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	17	11	6	3	8	6	3	5	3	-	3	3	6	8	3	3	-	-	2	1	3	1	2	2	2	1	-
Weighted base	17	14	3	6	6	5	6	4	3	-	1	2	7	7	4	3	-	-	1	*	4	1	1	1	3	1	-
NET: Good	8	6	2	2	4	3	2	3	1	-	1	1	4	3	1	3	-	-	*	*	2	1	1	1	-	-	-
	48%	42%	77%	30%	69%	48%	30%	60%	41%	-	100%	62%	58%	42%	41%	78%	-	-	29%	100%	53%	100%	100%	39%	-	-	-
Very good (+2)	2	1	1	-	1	1	-	1	-	-	-	1	-	1	1	1	-	-	-	-	-	-	1	-	-	-	-
	10%	8%	18%	-	20%	11%	-	26%	-	-	-	31%	-	16%	16%	34%	-	-	-	-	-	-	39%	-	-	-	-
Slightly good (+1)	7	5	2	2	3	2	2	1	1	-	1	1	4	2	1	1	-	-	*	*	2	1	1	1	-	-	-
	38%	34%	59%	30%	49%	37%	30%	34%	41%	-	100%	31%	58%	27%	25%	43%	-	-	29%	100%	53%	100%	61%	39%	-	-	-
Neither good nor bad (0)	9	8	1	4	2	3	4	2	2	-	-	1	3	4	2	1	-	-	1	-	2	-	-	1	3	1	-
	52%	58%	23%	70%	31%	52%	70%	40%	59%	-	-	38%	42%	58%	59%	22%	-	-	71%	-	47%	-	-	61%	100%	100%	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.58	0.50	0.96	0.30	0.89	0.59	0.30	0.86	0.41	-	1.00	0.93	0.58	0.58	0.57	1.12	-	-	0.29	1.00	0.53	1.00	1.39	0.39	0.00	0.00	-
Standard deviation	0.68	0.66	0.78	0.50	0.78	0.75	0.50	0.91	0.58	-	-	-	0.54	0.81	0.89	0.89	-	-	-	-	0.57	-	-	-	0.00	-	-
Standard error	0.17	0.20	0.32	0.29	0.28	0.31	0.29	0.41	0.34	-	-	-	0.22	0.29	0.51	0.52	-	-	-	-	0.33	-	-	-	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 187

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	2	2	-	2
Weighted base	17	2	3	-	1
NET: Good	8 48%	1 63%	-	-	* 27%
Very good (+2)	2 10%	-	-	-	-
Slightly good (+1)	7 38%	1 63%	-	-	* 27%
Neither good nor bad (0)	9 52%	1 37%	3 100%	-	1 73%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	0.58	0.63	0.00	-	0.27
Standard deviation	0.68	0.65	0.00	-	-
Standard error	0.17	0.46	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 188

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	17	11	6	3	8	6	3	5	3	-	3	3	6	8	3	3	-	-	2	1	3	1	2	2	2	1	-
Weighted base	17	14	3	6	6	5	6	4	3	-	1	2	7	7	4	3	-	-	1	*	4	1	1	1	3	1	-
NET: Good	14	10	3	4	4	5	4	3	3	-	1	2	5	7	1	3	-	-	1	*	2	-	1	1	3	-	-
	80%	75%	100%	66%	75%	100%	66%	68%	100%	-	100%	100%	79%	100%	41%	100%	-	-	100%	100%	53%	-	100%	100%	100%	-	-
Very good (+2)	7	6	1	-	3	4	-	3	3	-	*	1	3	3	1	3	-	-	1	-	-	-	1	1	1	-	-
	42%	45%	29%	-	59%	75%	-	68%	100%	-	26%	31%	40%	46%	41%	78%	-	-	100%	-	-	-	100%	61%	35%	-	-
Slightly good (+1)	6	4	2	4	1	1	4	-	-	-	1	1	3	4	-	1	-	-	-	*	2	-	-	1	2	-	-
	37%	30%	71%	66%	17%	25%	66%	-	-	-	74%	69%	40%	54%	-	22%	-	-	-	100%	53%	-	-	39%	65%	-	-
Neither good nor bad (0)	3	3	-	2	1	-	2	1	-	-	-	-	1	-	2	-	-	-	-	-	2	1	-	-	-	1	-
	20%	25%	-	34%	25%	-	34%	32%	-	-	-	-	21%	-	59%	-	-	-	-	-	47%	100%	-	-	-	100%	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.22	1.20	1.29	0.66	1.34	1.75	0.66	1.36	2.00	-	1.26	1.31	1.19	1.46	0.82	1.78	-	-	2.00	1.00	0.53	0.00	2.00	1.61	1.35	0.00	-
Standard deviation	0.78	0.84	0.55	0.52	0.94	0.48	0.52	1.07	0.00	-	-	-	0.82	0.54	1.16	0.50	-	-	-	-	0.57	-	-	-	0.56	-	-
Standard error	0.19	0.25	0.22	0.30	0.33	0.20	0.30	0.48	0.00	-	-	-	0.33	0.19	0.67	0.29	-	-	-	-	0.33	-	-	-	0.40	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 188

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	2	2	-	2
Weighted base	17	2	3	-	1
NET: Good	14 80%	2 100%	3 100%	-	1 100%
Very good (+2)	7 42%	2 100%	-	-	1 100%
Slightly good (+1)	6 37%	-	3 100%	-	-
Neither good nor bad (0)	3 20%	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.22	2.00	1.00	-	2.00
Standard deviation	0.78	0.00	0.00	-	-
Standard error	0.19	0.00	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 189

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	17	11	6	3	8	6	3	5	3	-	3	3	6	8	3	3	-	-	2	1	3	1	2	2	2	1	-
Weighted base	17	14	3	6	6	5	6	4	3	-	1	2	7	7	4	3	-	-	1	*	4	1	1	1	3	1	-
NET: Good	13	11	2	4	4	5	4	3	3	-	*	2	6	6	1	3	-	-	1	-	2	1	1	1	3	-	-
	78%	79%	75%	66%	71%	100%	66%	81%	100%	-	37%	100%	88%	89%	41%	100%	-	-	71%	-	53%	100%	100%	100%	100%	-	-
Very good (+2)	8	6	1	-	3	5	-	3	3	-	-	1	3	3	1	3	-	-	1	-	-	-	1	1	1	-	-
	44%	45%	37%	-	53%	86%	-	68%	100%	-	-	62%	40%	49%	41%	78%	-	-	71%	-	-	-	100%	100%	35%	-	-
Slightly good (+1)	6	5	1	4	1	1	4	1	-	-	*	1	3	3	-	1	-	-	-	-	2	1	-	-	2	-	-
	34%	34%	38%	66%	18%	14%	66%	13%	-	-	37%	38%	48%	39%	-	22%	-	-	-	-	53%	100%	-	-	65%	-	-
Neither good nor bad (0)	4	3	1	2	2	-	2	1	-	-	1	-	1	1	2	-	-	-	*	*	2	-	-	-	-	1	-
	22%	21%	25%	34%	29%	-	34%	19%	-	-	63%	-	12%	11%	59%	-	-	-	29%	100%	47%	-	-	-	-	100%	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.22	1.24	1.12	0.66	1.23	1.86	0.66	1.49	2.00	-	0.37	1.62	1.27	1.38	0.82	1.78	-	-	1.42	0.00	0.53	1.00	2.00	2.00	1.35	0.00	-
Standard deviation	0.80	0.81	0.95	0.52	0.96	0.38	0.52	0.91	0.00	-	-	-	0.73	0.74	1.16	0.50	-	-	-	-	0.57	-	-	-	0.56	-	-
Standard error	0.19	0.24	0.39	0.30	0.34	0.15	0.30	0.41	0.00	-	-	-	0.30	0.26	0.67	0.29	-	-	-	-	0.33	-	-	-	0.40	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 189

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	2	2	-	2
Weighted base	17	2	3	-	1
NET: Good	13 78%	2 100%	3 100%	-	1 73%
Very good (+2)	8 44%	2 100%	-	-	1 73%
Slightly good (+1)	6 34%	-	3 100%	-	-
Neither good nor bad (0)	4 22%	-	-	-	* 27%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.22	2.00	1.00	-	1.47
Standard deviation	0.80	0.00	0.00	-	-
Standard error	0.19	0.00	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 190

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?**Ease of navigation****Base: All respondents answering about each**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	17	11	6	3	8	6	3	5	3	-	3	3	6	8	3	3	-	-	2	1	3	1	2	2	2	1	-
Weighted base	17	14	3	6	6	5	6	4	3	-	1	2	7	7	4	3	-	-	1	*	4	1	1	1	3	1	-
NET: Good	12	10	3	2	5	5	2	4	3	-	1	2	7	4	1	3	-	-	1	-	2	1	1	1	1	1	-
	72%	69%	85%	30%	92%	100%	30%	100%	100%	-	63%	100%	100%	61%	41%	100%	-	-	100%	-	53%	100%	100%	100%	35%	100%	-
Very good (+2)	6	5	2	-	2	5	-	1	3	-	*	1	3	3	1	3	-	-	1	-	*	-	1	1	1	-	-
	36%	32%	52%	-	28%	86%	-	26%	100%	-	37%	62%	40%	43%	16%	78%	-	-	71%	-	10%	-	39%	39%	35%	-	-
Slightly good (+1)	6	5	1	2	4	1	2	3	-	-	*	1	4	1	1	1	-	-	*	-	2	1	1	1	-	1	-
	36%	36%	33%	30%	63%	14%	30%	74%	-	-	26%	38%	60%	18%	25%	22%	-	-	29%	-	42%	100%	61%	61%	-	100%	-
Neither good nor bad (0)	5	4	*	4	*	-	4	-	-	-	*	-	3	2	-	-	-	-	-	*	2	-	-	-	2	-	-
	28%	31%	15%	70%	8%	-	70%	-	-	-	37%	-	39%	59%	-	-	-	-	-	100%	47%	-	-	-	65%	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.08	1.01	1.37	0.30	1.20	1.86	0.30	1.26	2.00	-	1.00	1.62	1.40	1.03	0.57	1.78	-	-	1.71	0.00	0.63	1.00	1.39	1.39	0.70	1.00	-
Standard deviation	0.82	0.83	0.88	0.50	0.63	0.38	0.50	0.50	0.00	-	-	-	0.53	0.98	0.89	0.50	-	-	-	-	0.75	-	-	-	1.13	-	-
Standard error	0.20	0.25	0.36	0.29	0.22	0.15	0.29	0.22	0.00	-	-	-	0.22	0.35	0.51	0.29	-	-	-	-	0.43	-	-	-	0.80	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 190

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	2	2	-	2
Weighted base	17	2	3	-	1
NET: Good	12 72%	2 100%	1 24%	-	1 100%
Very good (+2)	6 36%	2 100%	-	-	-
Slightly good (+1)	6 36%	-	1 24%	-	1 100%
Neither good nor bad (0)	5 28%	-	2 76%	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.08	2.00	0.24	-	1.00
Standard deviation	0.82	0.00	0.52	-	-
Standard error	0.20	0.00	0.37	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 191

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	17	11	6	3	8	6	3	5	3	-	3	3	6	8	3	3	-	-	2	1	3	1	2	2	2	1	-
Weighted base	17	14	3	6	6	5	6	4	3	-	1	2	7	7	4	3	-	-	1	*	4	1	1	1	3	1	-
NET: Good	11	10	2	4	4	3	4	3	2	-	*	1	5	5	1	3	-	-	1	-	2	1	1	1	2	1	-
	66%	70%	52%	66%	69%	64%	66%	79%	65%	-	37%	62%	71%	76%	41%	78%	-	-	71%	-	53%	100%	100%	39%	65%	100%	-
Very good (+2)	3	3	1	-	2	1	-	2	1	-	-	1	1	2	1	1	-	-	1	-	-	-	1	-	-	1	-
	19%	20%	18%	-	35%	26%	-	45%	24%	-	-	31%	12%	28%	16%	34%	-	-	71%	-	-	-	39%	-	-	100%	-
Slightly good (+1)	8	7	1	4	2	2	4	1	1	-	*	1	4	3	1	1	-	-	-	-	2	1	1	1	2	-	-
	47%	50%	33%	66%	34%	37%	66%	34%	41%	-	37%	31%	58%	48%	25%	43%	-	-	-	-	53%	100%	61%	39%	65%	-	-
Neither good nor bad (0)	6	4	2	2	2	2	2	1	1	-	1	1	2	2	2	1	-	-	*	*	2	-	-	1	1	-	-
	34%	30%	48%	34%	31%	36%	34%	21%	35%	-	63%	38%	29%	24%	59%	22%	-	-	29%	100%	47%	-	-	61%	35%	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.86	0.89	0.70	0.66	1.04	0.90	0.66	1.24	0.88	-	0.37	0.93	0.83	1.03	0.57	1.12	-	-	1.42	0.00	0.53	1.00	1.39	0.39	0.65	2.00	-
Standard deviation	0.74	0.72	0.92	0.52	0.89	0.87	0.52	0.89	0.90	-	-	-	0.68	0.78	0.89	0.89	-	-	-	-	0.57	-	-	-	0.56	-	-
Standard error	0.18	0.22	0.38	0.30	0.32	0.36	0.30	0.40	0.52	-	-	-	0.28	0.28	0.51	0.52	-	-	-	-	0.33	-	-	-	0.40	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 191

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	2	2	-	2
Weighted base	17	2	3	-	1
NET: Good	11 66%	2 100%	2 76%	-	-
Very good (+2)	3 19%	1 37%	-	-	-
Slightly good (+1)	8 47%	1 63%	2 76%	-	-
Neither good nor bad (0)	6 34%	-	1 24%	-	1 100%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	0.86	1.37	0.76	-	0.00
Standard deviation	0.74	0.65	0.52	-	-
Standard error	0.18	0.46	0.37	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 192

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	17	11	6	3	8	6	3	5	3	-	3	3	6	8	3	3	-	-	2	1	3	1	2	2	2	1	-
Weighted base	17	14	3	6	6	5	6	4	3	-	1	2	7	7	4	3	-	-	1	*	4	1	1	1	3	1	-
NET: Good	11	10	1	4	5	3	4	4	2	-	1	1	4	6	1	3	-	-	1	-	2	-	1	1	2	1	-
	67%	72%	44%	66%	82%	53%	66%	87%	65%	-	63%	31%	62%	93%	25%	78%	-	-	100%	-	53%	-	61%	100%	65%	100%	-
Very good (+2)	5	4	1	-	2	3	-	2	2	-	*	1	1	4	-	3	-	-	1	-	-	-	-	1	-	-	-
	30%	30%	29%	-	42%	53%	-	47%	65%	-	26%	31%	21%	54%	-	78%	-	-	100%	-	-	-	-	100%	-	-	-
Slightly good (+1)	6	6	*	4	2	-	4	2	-	-	*	-	3	3	1	-	-	-	-	-	2	-	1	-	2	1	-
	37%	42%	15%	66%	39%	-	66%	40%	-	-	37%	-	41%	39%	25%	-	-	-	-	-	53%	-	61%	-	65%	100%	-
Neither good nor bad (0)	5	4	1	2	1	3	2	1	1	-	-	1	2	-	3	1	-	-	-	-	2	1	1	-	1	-	-
	30%	28%	41%	34%	10%	47%	34%	13%	35%	-	-	69%	38%	-	75%	22%	-	-	-	-	47%	100%	39%	-	35%	-	-
Slightly bad (-1)	*	-	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-
	3%	-	15%	-	8%	-	-	-	-	-	37%	-	-	7%	-	-	-	-	-	100%	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	*	-	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-
	3%	-	15%	-	8%	-	-	-	-	-	37%	-	-	7%	-	-	-	-	-	100%	-	-	-	-	-	-	-
Mean	0.94	1.03	0.58	0.66	1.16	1.06	0.66	1.34	1.29	-	0.52	0.62	0.84	1.41	0.25	1.55	-	-	2.00	-1.00	0.53	0.00	0.61	2.00	0.65	1.00	-
Standard deviation	0.87	0.79	1.28	0.52	1.01	1.11	0.52	0.79	1.14	-	-	-	0.81	0.87	0.51	1.00	-	-	-	-	0.57	-	-	-	0.56	-	-
Standard error	0.21	0.24	0.52	0.30	0.36	0.45	0.30	0.36	0.66	-	-	-	0.33	0.31	0.29	0.58	-	-	-	-	0.33	-	-	-	0.40	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 192

Q20b. You said you use Other newspaper site/app to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	17	2	2	-	2
Weighted base	17	2	3	-	1
NET: Good	11 67%	2 100%	2 76%	-	1 100%
Very good (+2)	5 30%	2 100%	-	-	1 100%
Slightly good (+1)	6 37%	-	2 76%	-	-
Neither good nor bad (0)	5 30%	-	1 24%	-	-
Slightly bad (-1)	* 3%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	* 3%	-	-	-	-
Mean	0.94	2.00	0.76	-	2.00
Standard deviation	0.87	0.00	0.52	-	-
Standard error	0.21	0.00	0.37	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 193

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Summary**Base: All respondents answering about each**

		Aspects					
		Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base		37	37	37	37	37	37
Weighted base		35	35	35	35	35	35
NET: Good		18 53%	31 89%	30 86%	32 93%	24 68%	31 89%
Very good	(+2)	9 26%	23 67%	21 61%	20 58%	16 45%	24 69%
Slightly good	(+1)	9 27%	8 22%	9 25%	12 35%	8 22%	7 19%
Neither good nor bad	(0)	11 32%	4 11%	2 6%	1 3%	8 24%	4 11%
Slightly bad	(-1)	3 9%	- -	3 8%	2 5%	3 8%	- -
Very bad	(-2)	2 6%	- -	- -	- -	- -	- -
NET: Bad		5 15%	- -	3 8%	2 5%	3 8%	- -
Mean		0.57	1.56	1.39	1.46	1.05	1.58
Standard deviation		1.16	0.69	0.94	0.77	1.03	0.70
Standard error		0.19	0.11	0.15	0.13	0.17	0.11

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 194

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	37	18	19	14	14	9	2	10	6	12	4	3	19	17	1	3	3	6	2	2	3	-	2	9	4	1	2
Weighted base	35	19	16	15	11	9	4	8	7	11	3	3	19	15	1	3	1	6	1	3	2	-	2	10	4	1	3
NET: Good	18	8	11	6	6	7	-	4	4	6	2	3	11	8	-	2	1	2	1	1	1	-	1	4	3	-	3
	53%	42%	65%	39%	52%	75%	-	43%	65%	52%	81%	100%	56%	51%	-	64%	68%	32%	100%	37%	74%	-	47%	38%	72%	-	100%
Very good (+2)	9	5	5	1	4	5	-	2	3	1	2	2	4	5	-	2	*	1	1	-	-	-	1	-	1	-	3
	26%	24%	27%	5%	32%	52%	-	22%	42%	6%	64%	78%	20%	34%	-	64%	30%	24%	100%	-	-	-	47%	-	17%	-	100%
Slightly good (+1)	9	3	6	5	2	2	-	2	2	5	*	1	7	2	-	-	*	*	-	1	1	-	-	4	2	-	-
	27%	18%	37%	34%	20%	23%	-	21%	23%	46%	17%	22%	36%	16%	-	-	38%	9%	-	37%	74%	-	-	38%	56%	-	-
Neither good nor bad (0)	11	9	3	6	4	1	4	4	1	2	1	-	5	6	1	1	-	2	-	2	1	-	1	4	1	-	-
	32%	47%	15%	39%	39%	13%	100%	46%	18%	18%	19%	-	24%	40%	100%	36%	-	33%	-	63%	26%	-	53%	40%	28%	-	-
Slightly bad (-1)	3	1	2	2	1	-	-	1	-	2	-	-	2	1	-	-	*	2	-	-	-	-	-	-	-	1	-
	9%	5%	14%	16%	8%	-	-	11%	-	21%	-	-	9%	9%	-	-	32%	35%	-	-	-	-	-	-	-	100%	-
Very bad (-2)	2	1	1	1	-	1	-	-	1	1	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	6%	6%	6%	7%	-	13%	-	-	18%	9%	-	-	11%	-	-	-	-	-	-	-	-	-	-	21%	-	-	-
NET: Bad	5	2	3	3	1	1	-	1	1	3	-	-	4	1	-	-	*	2	-	-	-	-	-	2	-	1	-
	15%	11%	20%	22%	8%	13%	-	11%	18%	30%	-	-	21%	9%	-	-	32%	35%	-	-	-	-	-	21%	-	100%	-
Mean	0.57	0.49	0.66	0.15	0.76	1.02	0.00	0.54	0.71	0.20	1.45	1.78	0.44	0.76	0.00	1.28	0.65	0.21	2.00	0.37	0.74	-	0.95	-0.04	0.89	-1.00	2.00
Standard deviation	1.16	1.13	1.23	1.00	1.04	1.41	0.00	1.01	1.57	1.17	0.99	0.52	1.26	1.06	-	1.17	-	1.27	-	0.61	-	-	-	1.17	0.77	-	0.00
Standard error	0.19	0.27	0.28	0.27	0.28	0.47	0.00	0.32	0.64	0.34	0.50	0.30	0.29	0.26	-	0.67	-	0.52	-	0.43	-	-	-	0.39	0.38	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 194

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	37	4	3	9	3
Weighted base	35	5	3	7	2
NET: Good	18 53%	4 81%	2 68%	4 64%	2 77%
Very good (+2)	9 26%	3 60%	-	1 15%	2 77%
Slightly good (+1)	9 27%	1 21%	2 68%	3 49%	-
Neither good nor bad (0)	11 32%	-	1 32%	1 15%	1 23%
Slightly bad (-1)	3 9%	1 19%	-	1 21%	-
Very bad (-2)	2 6%	-	-	-	-
NET: Bad	5 15%	1 19%	-	1 21%	-
Mean	0.57	1.23	0.68	0.59	1.54
Standard deviation	1.16	1.28	0.58	1.06	1.13
Standard error	0.19	0.64	0.34	0.35	0.65

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 195

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	37	18	19	14	14	9	2	10	6	12	4	3	19	17	1	3	3	6	2	2	3	-	2	9	4	1	2
Weighted base	35	19	16	15	11	9	4	8	7	11	3	3	19	15	1	3	1	6	1	3	2	-	2	10	4	1	3
NET: Good	31	16	15	12	10	9	2	7	7	10	3	3	15	15	1	3	1	6	1	3	2	-	2	6	4	1	3
	89%	85%	94%	80%	92%	100%	47%	89%	100%	91%	100%	100%	80%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	62%	100%	100%	100%
Very good (+2)	23	11	12	10	6	7	2	5	4	8	2	3	12	12	-	3	1	3	1	2	1	-	2	3	4	1	3
	67%	58%	76%	67%	58%	76%	47%	57%	67%	73%	64%	100%	61%	76%	-	100%	100%	58%	100%	63%	29%	-	100%	31%	100%	100%	100%
Slightly good (+1)	8	5	3	2	4	2	-	3	2	2	1	-	4	4	1	-	-	2	-	1	1	-	-	3	-	-	-
	22%	26%	18%	13%	34%	24%	-	33%	33%	18%	36%	-	19%	24%	100%	-	-	42%	-	37%	71%	-	-	31%	-	-	-
Neither good nor bad (0)	4	3	1	3	1	-	2	1	-	1	-	-	4	-	-	-	-	-	-	-	-	-	-	4	-	-	-
	11%	15%	6%	20%	8%	-	53%	11%	-	9%	-	-	20%	-	-	-	-	-	-	-	-	-	-	38%	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.56	1.43	1.70	1.47	1.50	1.76	0.94	1.46	1.67	1.64	1.64	2.00	1.41	1.76	1.00	2.00	2.00	1.58	2.00	1.63	1.29	-	2.00	0.93	2.00	2.00	2.00
Standard deviation	0.69	0.76	0.59	0.83	0.67	0.45	1.17	0.73	0.51	0.67	0.61	0.00	0.82	0.44	-	0.00	-	0.54	-	0.61	-	-	-	0.87	0.00	-	0.00
Standard error	0.11	0.18	0.14	0.22	0.18	0.15	0.83	0.23	0.21	0.19	0.30	0.00	0.19	0.11	-	0.00	-	0.22	-	0.43	-	-	-	0.29	0.00	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 195

**Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?
 Quality of podcasts**

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	37	4	3	9	3
Weighted base	35	5	3	7	2
NET: Good	31 89%	5 100%	1 32%	7 100%	2 100%
Very good (+2)	23 67%	4 79%	1 32%	5 66%	2 77%
Slightly good (+1)	8 22%	1 21%	-	2 34%	1 23%
Neither good nor bad (0)	4 11%	-	2 68%	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.56	1.79	0.64	1.66	1.77
Standard deviation	0.69	0.46	1.17	0.51	0.56
Standard error	0.11	0.23	0.67	0.17	0.33

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 196

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	37	18	19	14	14	9	2	10	6	12	4	3	19	17	1	3	3	6	2	2	3	-	2	9	4	1	2
Weighted base	35	19	16	15	11	9	4	8	7	11	3	3	19	15	1	3	1	6	1	3	2	-	2	10	4	1	3
NET: Good	30	16	14	11	11	8	2	8	5	9	3	3	16	13	1	3	1	6	1	2	2	-	2	6	4	1	3
	86%	84%	88%	74%	100%	89%	47%	100%	84%	82%	100%	100%	85%	87%	100%	100%	100%	100%	100%	63%	100%	-	100%	61%	100%	100%	100%
Very good (+2)	21	11	10	8	7	6	2	6	4	6	2	2	10	11	-	2	1	3	1	2	1	-	2	4	3	-	3
	61%	61%	61%	54%	65%	67%	47%	66%	63%	56%	64%	77%	53%	73%	-	54%	70%	58%	52%	63%	74%	-	100%	42%	83%	-	100%
Slightly good (+1)	9	4	4	3	4	2	-	3	1	3	1	1	6	2	1	1	*	2	1	-	1	-	-	2	1	1	-
	25%	23%	27%	19%	35%	22%	-	34%	22%	26%	36%	23%	32%	14%	100%	46%	30%	42%	48%	-	26%	-	-	20%	17%	100%	-
Neither good nor bad (0)	2	1	1	1	-	1	-	-	1	1	-	-	-	2	-	-	-	-	-	1	-	-	-	1	-	-	-
	6%	6%	6%	7%	-	11%	-	-	16%	9%	-	-	-	13%	-	-	-	-	-	37%	-	-	-	10%	-	-	-
Slightly bad (-1)	3	2	1	3	-	-	2	-	-	1	-	-	3	-	-	-	-	-	-	-	-	-	-	3	-	-	-
	8%	10%	6%	20%	-	-	53%	-	-	9%	-	-	15%	-	-	-	-	-	-	-	-	-	-	29%	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	3	2	1	3	-	-	2	-	-	1	-	-	3	-	-	-	-	-	-	-	-	-	-	3	-	-	-
	8%	10%	6%	20%	-	-	53%	-	-	9%	-	-	15%	-	-	-	-	-	-	-	-	-	-	29%	-	-	-
Mean	1.39	1.35	1.43	1.08	1.65	1.56	0.41	1.66	1.47	1.30	1.64	1.77	1.23	1.60	1.00	1.54	1.70	1.58	1.52	1.25	1.74	-	2.00	0.74	1.83	1.00	2.00
Standard deviation	0.94	1.01	0.88	1.22	0.50	0.73	1.76	0.51	0.82	1.01	0.61	0.53	1.07	0.74	-	0.61	-	0.54	-	1.22	-	-	-	1.33	0.43	-	0.00
Standard error	0.15	0.24	0.20	0.33	0.13	0.24	1.24	0.16	0.33	0.29	0.30	0.31	0.25	0.18	-	0.35	-	0.22	-	0.86	-	-	-	0.44	0.22	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 196

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	37	4	3	9	3
Weighted base	35	5	3	7	2
NET: Good	30 86%	4 79%	3 100%	7 100%	2 100%
Very good (+2)	21 61%	1 31%	2 65%	5 78%	2 77%
Slightly good (+1)	9 25%	2 48%	1 35%	1 22%	1 23%
Neither good nor bad (0)	2 6%	1 21%	-	-	-
Slightly bad (-1)	3 8%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	3 8%	-	-	-	-
Mean	1.39	1.09	1.65	1.78	1.77
Standard deviation	0.94	0.80	0.60	0.45	0.56
Standard error	0.15	0.40	0.34	0.15	0.33

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 197

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?**Ease of navigation****Base: All respondents answering about each**

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	37	18	19	14	14	9	2	10	6	12	4	3	19	17	1	3	3	6	2	2	3	-	2	9	4	1	2	
Weighted base	35	19	16	15	11	9	4	8	7	11	3	3	19	15	1	3	1	6	1	3	2	-	2	10	4	1	3	
NET: Good	32	19	14	13	11	9	4	8	7	9	3	2	17	15	1	3	1	6	1	3	2	-	2	8	3	1	3	
	93%	100%	84%	87%	100%	93%	100%	100%	100%	82%	100%	77%	90%	96%	100%	100%	100%	100%	100%	100%	100%	-	100%	80%	83%	100%	100%	
Very good	(+2)	20	10	10	9	5	2	4	4	7	2	1	11	9	-	2	1	3	1	2	-	-	1	4	3	-	3	
		58%	53%	63%	61%	49%	63%	47%	45%	67%	65%	64%	55%	58%	59%	-	64%	100%	58%	100%	63%	-	-	53%	40%	83%	-	100%
Slightly good	(+1)	12	9	3	4	6	2	5	2	2	1	1	6	6	1	1	-	2	-	1	2	-	1	4	-	1	-	
		35%	47%	21%	26%	51%	53%	55%	33%	17%	36%	22%	32%	36%	100%	36%	-	42%	-	37%	100%	-	47%	40%	-	100%	-	
Neither good nor bad	(0)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		3%	-	6%	7%	-	-	-	-	9%	-	-	5%	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	
Slightly bad	(-1)	2	-	2	1	-	1	-	-	1	-	1	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	
		5%	-	10%	7%	-	7%	-	-	9%	-	23%	5%	4%	-	-	-	-	-	-	-	-	-	10%	17%	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		2	-	2	1	-	1	-	-	1	-	1	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	
		5%	-	10%	7%	-	7%	-	-	9%	-	23%	5%	4%	-	-	-	-	-	-	-	-	-	10%	17%	-	-	
Mean		1.46	1.53	1.38	1.41	1.49	1.50	1.47	1.45	1.67	1.38	1.64	1.08	1.43	1.51	1.00	1.64	2.00	1.58	2.00	1.63	1.00	-	1.53	1.11	1.50	1.00	2.00
Standard deviation		0.77	0.51	1.00	0.91	0.52	0.86	0.59	0.53	0.51	1.02	0.61	1.54	0.83	0.73	-	0.58	-	0.54	-	0.61	-	-	0.99	1.30	-	0.00	
Standard error		0.13	0.12	0.23	0.24	0.14	0.29	0.41	0.17	0.21	0.30	0.30	0.89	0.19	0.18	-	0.34	-	0.22	-	0.43	-	-	0.33	0.65	-	0.00	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 197

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	37	4	3	9	3
Weighted base	35	5	3	7	2
NET: Good	32 93%	5 100%	3 100%	7 100%	2 100%
Very good (+2)	20 58%	3 60%	3 100%	6 80%	2 77%
Slightly good (+1)	12 35%	2 40%	-	1 20%	1 23%
Neither good nor bad (0)	1 3%	-	-	-	-
Slightly bad (-1)	2 5%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 5%	-	-	-	-
Mean	1.46	1.60	2.00	1.80	1.77
Standard deviation	0.77	0.55	0.00	0.43	0.56
Standard error	0.13	0.28	0.00	0.14	0.33

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 198

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	37	18	19	14	14	9	2	10	6	12	4	3	19	17	1	3	3	6	2	2	3	-	2	9	4	1	2
Weighted base	35	19	16	15	11	9	4	8	7	11	3	3	19	15	1	3	1	6	1	3	2	-	2	10	4	1	3
NET: Good	24	11	12	8	7	8	-	6	5	8	2	3	12	11	-	3	1	5	1	-	1	-	1	5	4	1	3
	68%	61%	75%	55%	67%	89%	-	69%	84%	73%	60%	100%	64%	75%	-	82%	100%	83%	100%	-	29%	-	53%	51%	100%	100%	100%
Very good (+2)	16	8	8	5	4	6	-	3	4	5	1	2	8	8	-	3	1	3	1	-	-	-	1	3	1	1	3
	45%	41%	50%	34%	40%	70%	-	39%	67%	45%	43%	78%	40%	53%	-	82%	100%	58%	52%	-	-	-	53%	31%	17%	100%	100%
Slightly good (+1)	8	4	4	3	3	2	-	2	1	3	*	1	4	3	-	-	-	1	1	-	1	-	-	2	3	-	-
	22%	20%	25%	21%	27%	19%	-	29%	18%	28%	17%	22%	23%	22%	-	-	-	25%	48%	-	29%	-	-	20%	83%	-	-
Neither good nor bad (0)	8	5	3	4	4	1	2	3	1	2	1	-	5	3	1	1	-	1	-	3	1	-	1	2	-	-	-
	24%	29%	19%	25%	33%	11%	47%	31%	16%	18%	40%	-	26%	18%	100%	18%	-	17%	-	100%	71%	-	47%	20%	-	-	-
Slightly bad (-1)	3	2	1	3	-	-	2	-	-	1	-	-	2	1	-	-	-	-	-	-	-	-	-	3	-	-	-
	8%	10%	6%	20%	-	-	53%	-	-	9%	-	-	10%	6%	-	-	-	-	-	-	-	-	-	29%	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	3	2	1	3	-	-	2	-	-	1	-	-	2	1	-	-	-	-	-	-	-	-	-	3	-	-	-
	8%	10%	6%	20%	-	-	53%	-	-	9%	-	-	10%	6%	-	-	-	-	-	-	-	-	-	29%	-	-	-
Mean	1.05	0.92	1.19	0.69	1.07	1.59	-0.53	1.08	1.51	1.09	1.03	1.78	0.94	1.22	0.00	1.63	2.00	1.42	1.52	0.00	0.29	-	1.05	0.54	1.17	2.00	2.00
Standard deviation	1.03	1.08	0.97	1.17	0.90	0.72	0.59	0.89	0.82	1.04	1.14	0.52	1.06	1.00	-	0.94	-	0.84	-	0.00	-	-	-	1.27	0.43	-	0.00
Standard error	0.17	0.26	0.22	0.31	0.24	0.24	0.41	0.28	0.33	0.30	0.57	0.30	0.24	0.24	-	0.55	-	0.34	-	0.00	-	-	-	0.42	0.22	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 198

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	37	4	3	9	3
Weighted base	35	5	3	7	2
NET: Good	24 68%	4 79%	2 65%	5 73%	1 52%
Very good (+2)	16 45%	4 79%	1 32%	2 26%	1 52%
Slightly good (+1)	8 22%	- -	1 33%	3 47%	- -
Neither good nor bad (0)	8 24%	1 21%	1 35%	1 13%	1 48%
Slightly bad (-1)	3 8%	- -	- -	1 14%	- -
Very bad (-2)	- -	- -	- -	- -	- -
NET: Bad	3 8%	- -	- -	1 14%	- -
Mean	1.05	1.57	0.97	0.84	1.04
Standard deviation	1.03	0.92	1.03	1.05	1.34
Standard error	0.17	0.46	0.59	0.35	0.78

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 199

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	37	18	19	14	14	9	2	10	6	12	4	3	19	17	1	3	3	6	2	2	3	-	2	9	4	1	2
Weighted base	35	19	16	15	11	9	4	8	7	11	3	3	19	15	1	3	1	6	1	3	2	-	2	10	4	1	3
NET: Good	31	16	15	14	10	8	4	7	5	10	3	2	18	12	1	3	1	6	1	2	1	-	2	10	2	1	3
	89%	88%	90%	93%	89%	82%	100%	85%	84%	91%	100%	77%	95%	80%	100%	100%	70%	100%	100%	63%	55%	-	100%	100%	56%	100%	100%
Very good (+2)	24	13	11	9	8	7	2	6	5	7	2	2	13	11	1	3	*	5	1	2	1	-	2	5	1	1	3
	69%	70%	69%	59%	76%	77%	47%	74%	77%	63%	83%	77%	68%	70%	100%	100%	32%	91%	100%	63%	55%	-	100%	52%	28%	100%	100%
Slightly good (+1)	7	3	3	5	1	*	2	1	*	3	*	-	5	1	-	-	*	*	-	-	-	-	-	5	1	-	-
	19%	18%	21%	34%	12%	5%	53%	11%	7%	27%	17%	-	28%	10%	-	-	38%	9%	-	-	-	-	-	48%	28%	-	-
Neither good nor bad (0)	4	2	2	1	1	2	-	1	1	1	-	1	1	3	-	-	*	-	-	1	1	-	-	-	2	-	-
	11%	12%	10%	7%	11%	18%	-	15%	16%	9%	-	23%	5%	20%	-	-	30%	-	-	37%	45%	-	-	-	44%	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.58	1.57	1.59	1.52	1.65	1.59	1.47	1.59	1.61	1.54	1.83	1.53	1.63	1.50	2.00	2.00	1.03	1.91	2.00	1.25	1.10	-	2.00	1.52	0.83	2.00	2.00
Standard deviation	0.70	0.72	0.69	0.65	0.71	0.82	0.59	0.79	0.81	0.69	0.48	1.07	0.59	0.84	-	0.00	-	0.31	-	1.22	-	-	-	0.53	0.97	-	0.00
Standard error	0.11	0.17	0.16	0.17	0.19	0.27	0.41	0.25	0.33	0.20	0.24	0.62	0.13	0.20	-	0.00	-	0.13	-	0.86	-	-	-	0.18	0.49	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 199

Q20b. You said you use Website or app of the podcast itself to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	37	4	3	9	3
Weighted base	35	5	3	7	2
NET: Good	31 89%	4 79%	3 100%	5 66%	2 100%
Very good (+2)	24 69%	4 79%	1 32%	3 44%	2 100%
Slightly good (+1)	7 19%	-	2 68%	2 22%	-
Neither good nor bad (0)	4 11%	1 21%	-	2 34%	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.58	1.57	1.32	1.11	2.00
Standard deviation	0.70	0.92	0.58	0.95	0.00
Standard error	0.11	0.46	0.34	0.32	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 200

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Summary****Base: All respondents answering about each**

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	136	136	136	136	136	136
Weighted base	138	138	138	138	138	138
NET: Good	120 87%	127 92%	119 87%	122 88%	79 58%	116 84%
Very good (+2)	70 51%	69 51%	81 59%	72 52%	34 25%	90 65%
Slightly good (+1)	50 36%	57 42%	39 28%	50 36%	45 33%	26 19%
Neither good nor bad (0)	14 10%	9 6%	14 10%	14 10%	49 36%	22 16%
Slightly bad (-1)	4 3%	2 2%	3 2%	2 1%	3 2%	- -
Very bad (-2)	- -	- -	2 1%	- -	5 4%	- -
NET: Bad	4 3%	2 2%	5 3%	2 1%	9 6%	- -
Mean	1.35	1.41	1.41	1.39	0.72	1.49
Standard deviation	0.78	0.68	0.85	0.72	1.00	0.76
Standard error	0.07	0.06	0.07	0.06	0.09	0.06

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 201

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	136	74	61	56	64	16	30	35	9	26	28	7	59	52	25	14	6	19	14	9	9	5	5	25	18	12	-	
Weighted base	138	94	42	79	45	13	55	31	9	24	14	4	56	57	25	17	3	17	14	10	12	4	3	25	20	13	-	
NET: Good	120	83	36	67	41	11	47	28	8	20	13	3	48	51	21	17	3	17	13	7	10	3	3	20	16	12	-	
	87%	87%	86%	85%	91%	86%	86%	91%	87%	84%	90%	85%	86%	89%	85%	100%	100%	97%	90%	66%	83%	85%	100%	80%	80%	94%	-	
Very good	(+2)	70	49	21	40	22	8	27	15	7	13	7	2	21	33	16	9	2	12	8	6	7	3	1	9	11	3	-
		51%	52%	49%	50%	47%	64%	50%	49%	75%	52%	47%	38%	38%	57%	64%	56%	70%	66%	56%	56%	59%	71%	44%	35%	57%	19%	-
Slightly good	(+1)	50	34	16	28	20	3	20	13	1	8	6	2	27	18	5	7	1	5	5	1	3	1	2	11	5	10	-
		36%	36%	37%	35%	43%	23%	36%	42%	11%	32%	43%	47%	48%	32%	21%	44%	30%	30%	35%	10%	23%	15%	56%	45%	23%	75%	-
Neither good nor bad	(0)	14	9	4	9	3	2	6	2	1	3	1	1	5	6	2	-	-	1	1	2	2	1	-	5	3	-	-
		10%	10%	10%	11%	7%	14%	11%	13%	11%	7%	15%	10%	11%	8%	-	-	3%	10%	17%	17%	15%	-	18%	14%	-	-	
Slightly bad	(-1)	4	3	2	3	1	-	2	1	-	1	1	-	3	-	2	-	-	-	-	2	-	-	-	1	1	1	-
		3%	3%	4%	4%	3%	-	3%	3%	-	5%	4%	-	5%	-	7%	-	-	-	-	17%	-	-	-	2%	6%	6%	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		4	3	2	3	1	-	2	1	-	1	1	-	3	-	2	-	-	-	2	-	-	-	1	1	1	-	
		3%	3%	4%	4%	3%	-	3%	3%	-	5%	4%	-	5%	-	7%	-	-	-	17%	-	-	-	2%	6%	6%	-	
Mean		1.35	1.37	1.31	1.32	1.35	1.50	1.32	1.37	1.62	1.32	1.33	1.23	1.19	1.47	1.42	1.56	1.70	1.63	1.46	1.04	1.42	1.56	1.44	1.13	1.31	1.07	-
Standard deviation		0.78	0.77	0.82	0.82	0.74	0.76	0.80	0.74	0.75	0.87	0.79	0.79	0.80	0.68	0.92	0.51	0.59	0.57	0.69	1.25	0.80	0.85	0.60	0.79	0.95	0.69	-
Standard error		0.07	0.09	0.10	0.11	0.09	0.19	0.15	0.12	0.25	0.17	0.15	0.30	0.10	0.09	0.18	0.14	0.24	0.13	0.18	0.42	0.27	0.38	0.27	0.16	0.22	0.20	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 201

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	136	10	1	9	12
Weighted base	138	9	2	10	13
NET: Good	120 87%	8 94%	2 100%	9 93%	11 89%
Very good (+2)	70 51%	5 58%	2 100%	2 23%	5 40%
Slightly good (+1)	50 36%	3 36%	-	7 70%	6 49%
Neither good nor bad (0)	14 10%	1 6%	-	1 7%	1 11%
Slightly bad (-1)	4 3%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	4 3%	-	-	-	-
Mean	1.35	1.52	2.00	1.16	1.30
Standard deviation	0.78	0.65	0.00	0.55	0.68
Standard error	0.07	0.21	0.00	0.18	0.20

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 202

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	136	74	61	56	64	16	30	35	9	26	28	7	59	52	25	14	6	19	14	9	9	5	5	25	18	12	-	
Weighted base	138	94	42	79	45	13	55	31	9	24	14	4	56	57	25	17	3	17	14	10	12	4	3	25	20	13	-	
NET: Good	127	86	40	73	43	11	51	28	7	22	14	4	52	51	24	17	2	16	13	9	12	4	3	21	17	12	-	
	92%	91%	94%	92%	94%	85%	93%	93%	78%	92%	97%	100%	93%	90%	96%	100%	85%	94%	94%	91%	100%	100%	100%	84%	86%	94%	-	
Very good	(+2)	69	48	21	38	25	6	26	16	5	12	8	1	21	30	19	11	1	9	8	6	7	3	1	10	11	3	-
		51%	51%	51%	49%	55%	48%	48%	54%	59%	50%	60%	23%	38%	52%	75%	64%	52%	54%	57%	56%	59%	85%	44%	39%	54%	19%	-
Slightly good	(+1)	57	38	18	35	18	5	25	12	2	10	5	3	31	22	5	6	1	7	5	3	5	1	2	11	6	10	-
		42%	40%	43%	44%	39%	36%	45%	39%	18%	42%	37%	77%	55%	38%	21%	36%	34%	40%	37%	35%	41%	15%	56%	45%	32%	75%	-
Neither good nor bad	(0)	9	6	2	4	3	2	2	2	2	2	*	-	4	4	1	-	*	1	1	-	-	-	2	3	1	-	
		6%	7%	6%	5%	6%	3%	7%	22%	8%	3%	-	-	7%	6%	4%	-	15%	6%	6%	9%	-	-	8%	14%	6%	-	
Slightly bad	(-1)	2	2	-	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-
		2%	2%	-	3%	-	-	4%	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	9%	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
		2%	2%	-	3%	-	-	4%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	9%	-	-	-
Mean		1.41	1.40	1.45	1.38	1.49	1.33	1.37	1.46	1.37	1.42	1.57	1.23	1.31	1.38	1.71	1.64	1.37	1.48	1.51	1.47	1.59	1.85	1.44	1.14	1.40	1.13	-
Standard deviation		0.68	0.72	0.61	0.71	0.61	0.76	0.74	0.64	0.88	0.65	0.58	0.49	0.60	0.77	0.55	0.50	0.93	0.62	0.63	0.69	0.51	0.41	0.60	0.90	0.74	0.51	-
Standard error		0.06	0.08	0.08	0.09	0.08	0.19	0.13	0.11	0.29	0.13	0.11	0.18	0.08	0.11	0.11	0.13	0.38	0.14	0.17	0.23	0.17	0.18	0.27	0.18	0.17	0.15	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 202

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	136	10	1	9	12
Weighted base	138	9	2	10	13
NET: Good	127 92%	8 91%	2 100%	10 100%	11 89%
Very good (+2)	69 51%	5 60%	2 100%	4 40%	6 46%
Slightly good (+1)	57 42%	3 31%	-	6 60%	6 44%
Neither good nor bad (0)	9 6%	1 9%	-	-	1 11%
Slightly bad (-1)	2 2%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 2%	-	-	-	-
Mean	1.41	1.51	2.00	1.40	1.35
Standard deviation	0.68	0.70	0.00	0.52	0.69
Standard error	0.06	0.22	0.00	0.17	0.20

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 203

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	136	74	61	56	64	16	30	35	9	26	28	7	59	52	25	14	6	19	14	9	9	5	5	25	18	12	-	
Weighted base	138	94	42	79	45	13	55	31	9	24	14	4	56	57	25	17	3	17	14	10	12	4	3	25	20	13	-	
NET: Good	119	82	36	66	42	10	47	28	7	19	14	3	45	51	23	15	3	16	13	8	10	4	3	21	17	9	-	
	87%	87%	85%	84%	93%	80%	86%	92%	78%	79%	97%	85%	81%	90%	92%	93%	100%	91%	94%	83%	83%	100%	100%	85%	86%	68%	-	
Very good	(+2)	81	55	25	45	27	9	31	17	7	14	9	2	27	35	19	14	2	12	8	5	9	3	1	13	9	4	-
		59%	58%	59%	57%	59%	67%	57%	55%	78%	57%	66%	43%	48%	61%	77%	83%	85%	68%	55%	48%	75%	85%	44%	53%	46%	34%	-
Slightly good	(+1)	39	27	11	21	15	2	16	11	-	5	4	2	18	17	4	2	*	4	5	3	1	1	2	8	8	4	-
		28%	29%	27%	27%	34%	13%	29%	37%	-	22%	30%	42%	33%	29%	14%	10%	15%	23%	40%	35%	8%	15%	56%	32%	40%	34%	-
Neither good nor bad	(0)	14	10	4	9	2	3	6	2	2	3	*	1	7	5	2	1	-	1	1	2	-	-	3	3	3	-	
		10%	10%	10%	11%	5%	20%	10%	6%	22%	13%	3%	15%	13%	8%	8%	7%	-	3%	6%	9%	17%	-	-	11%	14%	19%	-
Slightly bad	(-1)	3	2	1	3	-	-	-	-	1	-	-	-	2	1	-	-	-	1	-	-	-	-	-	-	-	2	-
		2%	2%	2%	3%	-	-	-	-	4%	-	-	-	3%	2%	-	-	-	6%	-	-	-	-	-	-	-	13%	-
Very bad	(-2)	2	1	1	1	1	-	-	1	-	-	-	2	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-
		1%	1%	2%	1%	2%	-	-	3%	-	4%	-	3%	-	-	-	-	-	-	8%	-	-	-	4%	-	-	-	-
NET: Bad		5	3	2	4	1	-	2	1	-	2	-	4	1	-	-	-	1	-	1	-	-	-	1	-	2	-	
		3%	3%	5%	5%	2%	-	3%	3%	-	8%	-	6%	2%	-	-	-	6%	-	8%	-	-	-	4%	-	13%	-	
Mean		1.41	1.42	1.37	1.35	1.49	1.47	1.40	1.42	1.55	1.24	1.63	1.28	1.19	1.50	1.69	1.75	1.85	1.53	1.49	1.15	1.58	1.85	1.44	1.30	1.32	0.88	-
Standard deviation		0.85	0.82	0.94	0.91	0.76	0.84	0.81	0.83	0.89	1.11	0.57	0.81	1.00	0.72	0.63	0.59	0.46	0.84	0.63	1.19	0.80	0.41	0.60	0.97	0.72	1.06	-
Standard error		0.07	0.09	0.12	0.12	0.09	0.21	0.15	0.14	0.30	0.22	0.11	0.31	0.13	0.10	0.13	0.16	0.19	0.19	0.17	0.40	0.27	0.18	0.27	0.19	0.17	0.31	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 203

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	136	10	1	9	12
Weighted base	138	9	2	10	13
NET: Good	119 87%	8 91%	2 100%	10 100%	8 62%
Very good (+2)	81 59%	5 60%	2 100%	9 93%	4 31%
Slightly good (+1)	39 28%	3 31%	-	1 7%	4 31%
Neither good nor bad (0)	14 10%	1 9%	-	-	3 24%
Slightly bad (-1)	3 2%	-	-	-	2 14%
Very bad (-2)	2 1%	-	-	-	-
NET: Bad	5 3%	-	-	-	2 14%
Mean	1.41	1.51	2.00	1.93	0.79
Standard deviation	0.85	0.70	0.00	0.27	1.07
Standard error	0.07	0.22	0.00	0.09	0.31

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 204

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	136	74	61	56	64	16	30	35	9	26	28	7	59	52	25	14	6	19	14	9	9	5	5	25	18	12	-	
Weighted base	138	94	42	79	45	13	55	31	9	24	14	4	56	57	25	17	3	17	14	10	12	4	3	25	20	13	-	
NET: Good	122	84	37	67	42	13	47	27	9	20	14	3	46	52	23	15	3	16	14	6	10	4	3	22	18	11	-	
	88%	89%	88%	85%	92%	95%	86%	89%	100%	83%	97%	85%	83%	92%	92%	93%	100%	91%	100%	58%	83%	100%	100%	88%	92%	81%	-	
Very good	(+2)	72	49	22	41	24	6	27	16	5	14	7	1	21	33	19	10	1	11	5	5	9	3	1	10	10	5	-
		52%	52%	53%	52%	53%	47%	50%	53%	58%	58%	51%	23%	37%	57%	75%	60%	35%	63%	40%	48%	75%	85%	44%	41%	51%	41%	-
Slightly good	(+1)	50	35	15	26	17	6	20	11	4	6	6	3	26	20	4	5	2	5	8	1	1	1	2	12	8	5	-
		36%	37%	35%	33%	38%	48%	36%	36%	42%	25%	45%	62%	46%	35%	16%	32%	65%	28%	60%	10%	8%	15%	56%	47%	41%	39%	-
Neither good nor bad	(0)	14	9	5	10	4	1	6	3	-	4	*	1	8	5	2	1	-	2	-	2	-	-	3	2	3	-	
		10%	10%	12%	12%	8%	5%	10%	11%	-	17%	3%	15%	14%	8%	8%	7%	-	9%	-	25%	17%	-	-	12%	8%	19%	-
Slightly bad	(-1)	2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-
		1%	2%	-	2%	-	-	3%	-	-	-	-	-	3%	-	-	-	-	-	-	17%	-	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		2	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
		1%	2%	-	2%	-	3%	-	-	-	-	-	3%	-	-	-	-	-	-	17%	-	-	-	-	-	-	-	-
Mean	1.39	1.38	1.40	1.36	1.45	1.42	1.33	1.42	1.58	1.41	1.48	1.09	1.17	1.49	1.67	1.53	1.35	1.55	1.40	0.88	1.58	1.85	1.44	1.30	1.43	1.22	-	
Standard deviation	0.72	0.74	0.71	0.79	0.65	0.60	0.79	0.69	0.52	0.78	0.59	0.70	0.78	0.65	0.64	0.65	0.61	0.67	0.51	1.25	0.80	0.41	0.60	0.68	0.65	0.78	-	
Standard error	0.06	0.09	0.09	0.10	0.08	0.15	0.14	0.12	0.17	0.15	0.11	0.27	0.10	0.09	0.13	0.17	0.25	0.15	0.14	0.42	0.27	0.18	0.27	0.14	0.15	0.22	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 204

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	136	10	1	9	12
Weighted base	138	9	2	10	13
NET: Good	122 88%	9 100%	2 100%	10 100%	10 76%
Very good (+2)	72 52%	4 45%	2 100%	6 63%	5 43%
Slightly good (+1)	50 36%	5 55%	-	4 37%	4 33%
Neither good nor bad (0)	14 10%	-	-	-	3 24%
Slightly bad (-1)	2 1%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 1%	-	-	-	-
Mean	1.39	1.45	2.00	1.63	1.19
Standard deviation	0.72	0.53	0.00	0.51	0.83
Standard error	0.06	0.17	0.00	0.17	0.24

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 205

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	136	74	61	56	64	16	30	35	9	26	28	7	59	52	25	14	6	19	14	9	9	5	5	25	18	12	-	
Weighted base	138	94	42	79	45	13	55	31	9	24	14	4	56	57	25	17	3	17	14	10	12	4	3	25	20	13	-	
NET: Good	79	55	24	43	32	4	30	22	3	13	9	1	31	33	15	8	2	10	10	5	9	2	2	20	7	6	-	
	58%	58%	57%	54%	71%	31%	54%	73%	32%	56%	66%	28%	56%	58%	60%	48%	65%	58%	69%	46%	77%	62%	56%	78%	35%	42%	-	
Very good	(+2)	34	23	12	17	15	2	9	12	2	8	3	1	10	16	9	2	1	6	7	1	4	1	-	7	3	2	-
		25%	24%	27%	21%	33%	19%	17%	38%	21%	31%	24%	14%	17%	28%	35%	12%	34%	37%	49%	10%	36%	31%	-	29%	14%	14%	-
Slightly good	(+1)	45	32	12	26	17	2	20	11	1	6	6	1	22	17	6	6	1	4	3	4	5	1	2	12	4	4	-
		33%	34%	29%	33%	38%	12%	37%	35%	11%	25%	42%	13%	39%	30%	25%	35%	31%	21%	20%	36%	41%	31%	56%	49%	21%	29%	-
Neither good nor bad	(0)	49	33	17	29	12	9	19	7	6	9	4	3	23	21	6	6	1	6	4	4	1	1	5	12	8	-	
		36%	35%	39%	36%	25%	69%	35%	24%	68%	39%	30%	72%	41%	37%	23%	37%	35%	36%	31%	37%	8%	38%	44%	20%	60%	58%	-
Slightly bad	(-1)	3	3	1	2	2	-	2	1	-	-	1	-	-	3	1	-	-	1	-	-	2	-	-	1	-	-	-
		2%	3%	1%	2%	3%	-	3%	3%	-	-	4%	-	-	5%	2%	-	-	6%	-	-	15%	-	-	2%	-	-	-
Very bad	(-2)	5	4	1	5	-	-	4	-	-	1	-	-	2	-	4	3	-	-	-	2	-	-	-	1	-	-	
		4%	5%	3%	7%	-	-	8%	-	-	5%	-	-	3%	-	15%	16%	-	-	-	17%	-	-	-	6%	-	-	
NET: Bad		9	7	2	7	2	-	6	1	-	1	-	2	3	4	3	-	1	-	2	2	-	-	1	1	-	-	
		6%	8%	4%	9%	3%	-	11%	3%	-	5%	4%	-	3%	5%	17%	16%	-	6%	-	17%	15%	-	-	2%	6%	-	
Mean		0.72	0.70	0.77	0.60	1.01	0.50	0.52	1.08	0.53	0.77	0.87	0.42	0.67	0.81	0.62	0.28	0.99	0.89	1.19	0.22	0.97	0.92	0.56	1.05	0.36	0.56	-
Standard deviation		1.00	1.02	0.97	1.07	0.86	0.82	1.07	0.88	0.87	1.07	0.85	0.84	0.88	0.91	1.40	1.22	1.06	1.01	0.91	1.25	1.07	0.96	0.60	0.77	0.95	0.75	-
Standard error		0.09	0.12	0.12	0.14	0.11	0.21	0.20	0.15	0.29	0.21	0.16	0.32	0.11	0.13	0.28	0.33	0.43	0.23	0.24	0.42	0.36	0.43	0.27	0.15	0.22	0.22	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 205

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	136	10	1	9	12
Weighted base	138	9	2	10	13
NET: Good	79 58%	5 56%	-	5 47%	5 42%
Very good (+2)	34 25%	3 29%	-	5 47%	3 27%
Slightly good (+1)	45 33%	2 27%	-	-	2 15%
Neither good nor bad (0)	49 36%	4 44%	2 100%	3 34%	7 58%
Slightly bad (-1)	3 2%	-	-	2 19%	-
Very bad (-2)	5 4%	-	-	-	-
NET: Bad	9 6%	-	-	2 19%	-
Mean	0.72	0.85	0.00	0.75	0.69
Standard deviation	1.00	0.89	0.00	1.29	0.90
Standard error	0.09	0.28	0.00	0.43	0.26

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 206

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	136	74	61	56	64	16	30	35	9	26	28	7	59	52	25	14	6	19	14	9	9	5	5	25	18	12	-	
Weighted base	138	94	42	79	45	13	55	31	9	24	14	4	56	57	25	17	3	17	14	10	12	4	3	25	20	13	-	
NET: Good	116	81	34	70	37	8	51	24	6	20	12	2	45	49	22	17	2	14	13	7	9	3	3	18	18	12	-	
	84%	86%	79%	89%	82%	62%	93%	79%	70%	81%	87%	43%	80%	87%	87%	100%	66%	81%	90%	73%	75%	85%	100%	71%	92%	93%	-	
Very good	(+2)	90	67	23	55	28	7	43	18	6	12	9	27	44	19	14	1	11	7	6	8	3	2	13	16	8	-	
		65%	71%	54%	70%	61%	56%	79%	59%	61%	49%	66%	48%	77%	77%	86%	52%	65%	50%	63%	67%	85%	56%	52%	79%	59%	-	
Slightly good	(+1)	26	15	11	15	10	1	8	6	1	8	3	18	6	3	2	*	3	6	1	1	-	1	5	3	4	-	
		19%	15%	25%	20%	21%	6%	14%	20%	9%	32%	21%	-	32%	10%	10%	14%	15%	40%	10%	8%	-	44%	19%	13%	33%	-	
Neither good nor bad	(0)	22	13	9	9	8	5	4	6	3	5	2	11	8	3	-	1	3	1	3	3	1	-	7	2	1	-	
		16%	14%	21%	11%	18%	38%	7%	21%	30%	19%	13%	20%	13%	13%	-	34%	19%	10%	27%	25%	15%	-	29%	8%	7%	-	
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.49	1.57	1.33	1.59	1.43	1.18	1.71	1.39	1.32	1.30	1.53	0.86	1.29	1.63	1.65	1.86	1.18	1.46	1.40	1.36	1.42	1.71	1.56	1.22	1.71	1.52	-
Standard deviation		0.76	0.73	0.81	0.68	0.79	0.99	0.60	0.82	0.95	0.78	0.74	1.14	0.78	0.71	0.71	0.36	1.16	0.82	0.68	0.93	0.90	0.82	0.60	0.89	0.62	0.65	-
Standard error		0.06	0.08	0.10	0.09	0.10	0.25	0.11	0.14	0.32	0.15	0.14	0.43	0.10	0.10	0.14	0.10	0.47	0.19	0.18	0.31	0.30	0.37	0.27	0.18	0.15	0.19	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 206

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	136	10	1	9	12
Weighted base	138	9	2	10	13
NET: Good	116 84%	7 84%	2 100%	10 100%	11 89%
Very good (+2)	90 65%	7 74%	2 100%	8 79%	8 61%
Slightly good (+1)	26 19%	1 9%	-	2 21%	4 29%
Neither good nor bad (0)	22 16%	1 16%	-	-	1 11%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.49	1.58	2.00	1.79	1.50
Standard deviation	0.76	0.80	0.00	0.43	0.71
Standard error	0.06	0.25	0.00	0.14	0.20

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 207

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

	Aspects					
	Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	Price
Unweighted base	29	29	29	29	29	29
Weighted base	36	36	36	36	36	36
NET: Good	30 84%	31 88%	28 78%	28 78%	24 68%	28 77%
Very good (+2)	8 22%	15 43%	6 16%	7 20%	6 18%	17 49%
Slightly good (+1)	22 61%	16 44%	22 62%	21 58%	18 51%	10 29%
Neither good nor bad (0)	5 15%	4 11%	7 20%	5 15%	11 32%	8 23%
Slightly bad (-1)	* 1%	-	1 2%	3 7%	-	-
Very bad (-2)	-	* 1%	-	-	-	-
NET: Bad	* 1%	* 1%	1 2%	3 7%	-	-
Mean	1.04	1.29	0.92	0.90	0.86	1.26
Standard deviation	0.66	0.76	0.67	0.81	0.70	0.81
Standard error	0.12	0.14	0.12	0.15	0.13	0.15

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 208

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	29	17	12	14	13	2	8	8	1	6	5	1	10	13	6	7	-	-	2	1	2	1	3	4	8	-	1
Weighted base	36	25	11	23	10	2	16	8	2	8	2	1	11	19	6	9	-	-	2	*	1	*	3	6	11	-	2
NET: Good	30	19	10	21	8	1	14	6	-	8	2	1	10	16	4	7	-	-	2	*	1	*	2	4	10	-	2
	84%	78%	96%	92%	77%	32%	88%	75%	-	100%	82%	100%	96%	85%	58%	82%	-	-	100%	100%	100%	100%	57%	67%	91%	-	100%
Very good (+2)	8	6	2	4	3	-	3	3	-	1	1	-	3	4	1	1	-	-	2	*	1	*	-	-	3	-	-
	22%	24%	16%	19%	35%	-	22%	35%	-	13%	34%	-	33%	19%	12%	13%	-	-	100%	100%	68%	100%	-	-	26%	-	-
Slightly good (+1)	22	13	8	17	4	1	10	3	-	7	1	1	7	12	3	6	-	-	-	-	*	-	2	4	7	-	2
	61%	54%	80%	73%	42%	32%	66%	40%	-	87%	48%	100%	64%	66%	46%	70%	-	-	-	-	32%	-	57%	67%	64%	-	100%
Neither good nor bad (0)	5	5	-	2	2	2	2	2	2	-	-	-	-	3	3	2	-	-	-	-	-	-	1	2	1	-	-
	15%	22%	-	8%	19%	68%	12%	25%	100%	-	-	-	-	15%	42%	18%	-	-	-	-	-	-	30%	33%	9%	-	-
Slightly bad (-1)	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-
	1%	-	4%	-	4%	-	-	-	-	-	18%	-	4%	-	-	-	-	-	-	-	-	-	14%	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-
	1%	-	4%	-	4%	-	-	-	-	-	18%	-	4%	-	-	-	-	-	-	-	-	-	14%	-	-	-	-
Mean	1.04	1.03	1.09	1.11	1.07	0.32	1.09	1.10	0.00	1.13	0.98	1.00	1.25	1.04	0.71	0.95	-	-	2.00	2.00	1.68	2.00	0.43	0.67	1.17	-	1.00
Standard deviation	0.66	0.69	0.59	0.52	0.88	0.62	0.60	0.82	-	0.36	1.37	-	0.68	0.60	0.73	0.58	-	-	0.00	-	-	-	0.88	0.52	0.60	-	0.00
Standard error	0.12	0.17	0.17	0.14	0.24	0.44	0.21	0.29	-	0.15	0.61	-	0.22	0.17	0.30	0.22	-	-	0.00	-	-	-	0.51	0.26	0.21	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 208

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	29	3	-	6	3
Weighted base	36	4	-	7	3
NET: Good	30 84%	4 100%	-	7 100%	3 100%
Very good (+2)	8 22%	-	-	2 23%	1 51%
Slightly good (+1)	22 61%	4 100%	-	5 77%	1 49%
Neither good nor bad (0)	5 15%	-	-	-	-
Slightly bad (-1)	* 1%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	* 1%	-	-	-	-
Mean	1.04	1.00	-	1.23	1.51
Standard deviation	0.66	0.00	-	0.45	0.64
Standard error	0.12	0.00	-	0.19	0.37

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 209

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	29	17	12	14	13	2	8	8	1	6	5	1	10	13	6	7	-	-	2	1	2	1	3	4	8	-	1	
Weighted base	36	25	11	23	10	2	16	8	2	8	2	1	11	19	6	9	-	-	2	*	1	*	3	6	11	-	2	
NET: Good	31	22	10	21	8	2	13	7	2	8	1	1	10	19	2	8	-	-	2	*	1	*	3	6	8	-	2	
	88%	87%	90%	90%	79%	100%	85%	86%	100%	100%	54%	100%	96%	100%	37%	93%	-	-	100%	100%	100%	100%	86%	100%	71%	-	100%	
Very good	(+2)	15	13	2	10	4	2	9	3	2	1	1	-	7	7	2	4	-	-	2	*	*	-	2	2	5	-	-
		43%	53%	20%	44%	36%	68%	58%	35%	100%	16%	40%	-	62%	37%	32%	44%	-	-	100%	100%	32%	-	57%	33%	44%	-	-
Slightly good	(+1)	16	8	7	11	4	1	4	4	-	6	*	1	4	12	*	4	-	-	-	1	*	1	4	3	-	2	
		44%	33%	70%	46%	43%	32%	27%	52%	-	84%	14%	100%	34%	63%	5%	49%	-	-	-	68%	100%	30%	67%	26%	-	100%	
Neither good nor bad	(0)	4	3	1	2	2	-	2	1	-	-	1	-	-	4	1	-	-	-	-	-	-	-	-	3	-	-	
		11%	13%	6%	10%	17%	-	15%	14%	-	-	28%	-	-	63%	7%	-	-	-	-	-	-	-	-	29%	-	-	
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	*	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	
		1%	-	4%	-	4%	-	-	-	-	18%	-	4%	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	
NET: Bad		*	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	
		1%	-	4%	-	4%	-	-	-	-	18%	-	4%	-	-	-	-	-	-	-	-	-	14%	-	-	-	-	
Mean		1.29	1.40	1.02	1.34	1.07	1.68	1.44	1.21	2.00	1.16	0.59	1.00	1.50	1.37	0.69	1.37	-	-	2.00	2.00	1.32	1.00	1.15	1.33	1.15	-	1.00
Standard deviation		0.76	0.73	0.82	0.66	0.99	0.62	0.76	0.71	-	0.39	1.95	-	0.89	0.50	1.01	0.65	-	-	0.00	-	-	-	1.63	0.52	0.89	-	0.00
Standard error		0.14	0.18	0.24	0.18	0.28	0.44	0.27	0.25	-	0.16	0.87	-	0.28	0.14	0.41	0.25	-	-	0.00	-	-	-	0.94	0.26	0.31	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 209

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	29	3	-	6	3
Weighted base	36	4	-	7	3
NET: Good	31 88%	4 100%	-	5 68%	3 100%
Very good (+2)	15 43%	2 46%	-	2 26%	1 38%
Slightly good (+1)	16 44%	2 54%	-	3 41%	2 62%
Neither good nor bad (0)	4 11%	-	-	2 32%	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	* 1%	-	-	-	-
NET: Bad	* 1%	-	-	-	-
Mean	1.29	1.46	-	0.94	1.38
Standard deviation	0.76	0.58	-	0.82	0.63
Standard error	0.14	0.34	-	0.34	0.36

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 210

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	29	17	12	14	13	2	8	8	1	6	5	1	10	13	6	7	-	-	2	1	2	1	3	4	8	-	1	
Weighted base	36	25	11	23	10	2	16	8	2	8	2	1	11	19	6	9	-	-	2	*	1	*	3	6	11	-	2	
NET: Good	28	18	9	19	9	-	11	7	-	8	2	-	9	17	1	7	-	-	2	*	1	*	3	4	8	-	2	
	78%	73%	89%	82%	85%	-	73%	86%	-	100%	80%	-	89%	90%	22%	74%	-	-	100%	100%	68%	100%	100%	67%	71%	-	100%	
Very good	(+2)	6	4	2	3	-	1	2	-	1	1	-	3	2	*	-	-	-	2	*	1	-	1	-	1	-	-	
		16%	15%	17%	10%	33%	9%	32%	-	13%	38%	-	26%	13%	7%	-	-	-	100%	100%	68%	-	43%	-	8%	-	-	
Slightly good	(+1)	22	14	8	17	5	10	4	-	7	1	-	7	14	1	7	-	-	-	-	-	*	2	4	7	-	2	
		62%	57%	72%	72%	52%	64%	54%	-	87%	42%	-	63%	76%	15%	74%	-	-	-	-	-	100%	57%	67%	62%	-	100%	
Neither good nor bad	(0)	7	7	*	4	2	4	1	2	-	*	-	*	2	5	2	-	-	-	-	*	-	-	2	3	-	-	
		20%	27%	4%	18%	15%	27%	14%	100%	-	20%	-	4%	10%	78%	18%	-	-	-	-	32%	-	-	33%	29%	-	-	
Slightly bad	(-1)	1	-	1	-	-	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
		2%	-	7%	-	-	32%	-	-	-	-	100%	7%	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		1	-	1	-	-	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
		2%	-	7%	-	-	32%	-	-	-	-	100%	7%	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	
Mean		0.92	0.88	0.99	0.92	1.18	-0.32	0.82	1.18	0.00	1.13	1.18	-1.00	1.08	1.03	0.30	0.66	-	-	2.00	2.00	1.36	1.00	1.43	0.67	0.79	-	1.00
Standard deviation		0.67	0.66	0.73	0.54	0.71	0.62	0.59	0.70	-	0.36	0.99	-	0.79	0.50	0.65	0.66	-	-	0.00	-	-	-	0.61	0.52	0.61	-	0.00
Standard error		0.12	0.16	0.21	0.14	0.20	0.44	0.21	0.25	-	0.15	0.44	-	0.25	0.14	0.27	0.25	-	-	0.00	-	-	-	0.35	0.26	0.21	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 210

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	29	3	-	6	3
Weighted base	36	4	-	7	3
NET: Good	28 78%	4 100%	-	5 68%	3 100%
Very good (+2)	6 16%	-	-	2 23%	1 38%
Slightly good (+1)	22 62%	4 100%	-	3 45%	2 62%
Neither good nor bad (0)	7 20%	-	-	2 32%	-
Slightly bad (-1)	1 2%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	1 2%	-	-	-	-
Mean	0.92	1.00	-	0.91	1.38
Standard deviation	0.67	0.00	-	0.80	0.63
Standard error	0.12	0.00	-	0.32	0.36

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 211

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	29	17	12	14	13	2	8	8	1	6	5	1	10	13	6	7	-	-	2	1	2	1	3	4	8	-	1
Weighted base	36	25	11	23	10	2	16	8	2	8	2	1	11	19	6	9	-	-	2	*	1	*	3	6	11	-	2
NET: Good	28	18	10	19	9	-	11	7	-	8	2	-	9	17	1	7	-	-	2	*	1	*	3	4	8	-	2
	78%	73%	89%	82%	85%	-	73%	86%	-	100%	82%	-	89%	90%	22%	74%	-	-	100%	100%	100%	100%	86%	67%	71%	-	100%
Very good (+2)	7	4	3	3	4	-	1	3	-	2	1	-	3	3	1	1	-	-	2	*	1	-	-	1	2	-	-
	20%	16%	29%	14%	36%	-	9%	33%	-	26%	48%	-	31%	14%	17%	7%	-	-	100%	100%	68%	-	-	17%	17%	-	-
Slightly good (+1)	21	14	6	16	5	-	10	4	-	6	1	-	6	14	*	6	-	-	-	*	*	3	3	6	-	2	
	58%	57%	61%	68%	49%	-	64%	54%	-	74%	34%	-	58%	76%	5%	67%	-	-	-	32%	100%	86%	50%	54%	-	100%	
Neither good nor bad (0)	5	5	*	2	1	2	2	1	2	-	*	-	*	-	5	2	-	-	-	-	-	*	-	3	-	-	
	15%	20%	4%	10%	15%	68%	15%	14%	100%	-	18%	-	4%	-	78%	18%	-	-	-	-	-	14%	-	29%	-	-	
Slightly bad (-1)	3	2	1	2	-	1	2	-	-	-	-	1	1	2	-	1	-	-	-	-	-	-	-	2	-	-	
	7%	8%	7%	8%	-	32%	12%	-	-	-	-	100%	7%	10%	-	8%	-	-	-	-	-	-	-	33%	-	-	
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad	3	2	1	2	-	1	2	-	-	-	-	1	1	2	-	1	-	-	-	-	-	-	2	-	-	-	
	7%	8%	7%	8%	-	32%	12%	-	-	-	-	100%	7%	10%	-	8%	-	-	-	-	-	-	33%	-	-	-	
Mean	0.90	0.81	1.11	0.88	1.22	-0.32	0.70	1.19	0.00	1.26	1.30	-1.00	1.14	0.93	0.40	0.73	-	-	2.00	2.00	1.68	1.00	0.86	0.51	0.87	-	1.00
Standard deviation	0.81	0.81	0.80	0.76	0.72	0.62	0.82	0.70	-	0.47	1.01	-	0.82	0.76	0.83	0.75	-	-	0.00	-	-	-	0.42	1.23	0.70	-	0.00
Standard error	0.15	0.20	0.23	0.20	0.20	0.44	0.29	0.25	-	0.19	0.45	-	0.26	0.21	0.34	0.29	-	-	0.00	-	-	-	0.24	0.61	0.25	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 211

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	29	3	-	6	3
Weighted base	36	4	-	7	3
NET: Good	28 78%	4 100%	-	5 68%	3 100%
Very good (+2)	7 20%	-	-	4 51%	1 38%
Slightly good (+1)	21 58%	4 100%	-	1 17%	2 62%
Neither good nor bad (0)	5 15%	-	-	2 32%	-
Slightly bad (-1)	3 7%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	3 7%	-	-	-	-
Mean	0.90	1.00	-	1.18	1.38
Standard deviation	0.81	0.00	-	0.96	0.63
Standard error	0.15	0.00	-	0.39	0.36

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 212

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	29	17	12	14	13	2	8	8	1	6	5	1	10	13	6	7	-	-	2	1	2	1	3	4	8	-	1	
Weighted base	36	25	11	23	10	2	16	8	2	8	2	1	11	19	6	9	-	-	2	*	1	*	3	6	11	-	2	
NET: Good	24	16	8	17	5	2	12	3	2	5	2	1	8	11	5	6	-	-	1	*	1	-	2	5	5	-	2	
	68%	65%	76%	73%	51%	100%	74%	40%	100%	71%	86%	100%	80%	58%	78%	74%	-	-	68%	100%	100%	-	70%	83%	46%	-	100%	
Very good	(+2)	6	5	1	4	*	2	3	-	2	1	*	3	1	2	2	-	-	1	*	-	-	-	3	-	-	-	
		18%	19%	14%	18%	5%	68%	21%	-	100%	13%	20%	-	31%	5%	32%	18%	-	-	68%	100%	-	-	-	50%	-	-	
Slightly good	(+1)	18	11	7	13	5	1	8	3	-	4	2	1	5	10	3	5	-	-	-	-	1	2	2	5	-	2	
		51%	46%	63%	55%	46%	32%	53%	40%	-	58%	66%	100%	49%	53%	46%	56%	-	-	-	-	100%	-	70%	33%	46%	-	100%
Neither good nor bad	(0)	11	9	3	6	5	-	4	5	-	2	*	2	8	1	2	-	-	1	-	-	*	1	1	6	-	-	
		32%	35%	24%	27%	49%	-	26%	60%	-	29%	14%	-	20%	42%	22%	26%	-	-	32%	-	-	100%	30%	17%	54%	-	-
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		0.86	0.84	0.90	0.91	0.55	1.68	0.95	0.40	2.00	0.84	1.06	1.00	1.12	0.64	1.10	0.92	-	-	1.36	2.00	1.00	0.00	0.70	1.33	0.46	-	1.00
Standard deviation		0.70	0.74	0.63	0.68	0.61	0.62	0.71	0.53	-	0.67	0.78	-	0.74	0.60	0.79	0.70	-	-	1.32	-	-	-	0.56	0.82	0.52	-	0.00
Standard error		0.13	0.18	0.18	0.18	0.17	0.44	0.25	0.19	-	0.27	0.35	-	0.23	0.17	0.32	0.26	-	-	0.93	-	-	-	0.32	0.41	0.18	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 212

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	29	3	-	6	3
Weighted base	36	4	-	7	3
NET: Good	24 68%	3 74%	-	5 74%	2 87%
Very good (+2)	6 18%	-	-	1 14%	-
Slightly good (+1)	18 51%	3 74%	-	4 60%	2 87%
Neither good nor bad (0)	11 32%	1 26%	-	2 26%	* 13%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	0.86	0.74	-	0.88	0.87
Standard deviation	0.70	0.51	-	0.67	0.43
Standard error	0.13	0.30	-	0.27	0.25

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 213

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	29	17	12	14	13	2	8	8	1	6	5	1	10	13	6	7	-	-	2	1	2	1	3	4	8	-	1	
Weighted base	36	25	11	23	10	2	16	8	2	8	2	1	11	19	6	9	-	-	2	*	1	*	3	6	11	-	2	
NET: Good	28	19	9	20	5	2	13	4	2	7	2	1	9	17	2	7	-	-	2	*	*	*	2	6	7	-	2	
	77%	74%	85%	86%	53%	100%	85%	47%	100%	87%	72%	100%	82%	89%	37%	79%	-	-	100%	100%	32%	100%	70%	100%	62%	-	100%	
Very good	(+2)	17	12	5	10	5	7	4	2	3	1	1	6	9	2	5	-	-	2	*	*	*	2	3	5	-	-	
		49%	49%	49%	44%	49%	100%	45%	47%	100%	42%	54%	100%	60%	47%	37%	52%	-	-	100%	100%	32%	100%	57%	50%	44%	-	-
Slightly good	(+1)	10	6	4	10	*	6	-	-	3	*	-	2	8	-	2	-	-	-	-	-	-	*	3	2	-	2	
		29%	25%	36%	42%	4%	40%	-	-	45%	18%	-	22%	42%	-	27%	-	-	-	-	-	-	14%	50%	18%	-	100%	
Neither good nor bad	(0)	8	6	2	3	5	2	4	-	1	1	-	2	2	4	2	-	-	-	-	1	-	1	-	4	-	-	
		23%	26%	15%	14%	47%	15%	53%	-	13%	28%	-	18%	11%	63%	21%	-	-	-	-	68%	-	30%	-	38%	-	-	
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.26	1.23	1.34	1.30	1.01	2.00	1.30	0.94	2.00	1.30	1.26	2.00	1.41	1.36	0.74	1.31	-	-	2.00	2.00	0.64	2.00	1.27	1.50	1.06	-	1.00
Standard deviation		0.81	0.85	0.76	0.72	1.03	0.73	1.07	-	0.73	1.16	-	0.82	0.69	1.05	0.85	-	-	0.00	-	-	-	1.09	0.55	0.95	-	0.00	
Standard error		0.15	0.21	0.22	0.19	0.29	0.00	0.26	0.38	-	0.30	0.52	-	0.26	0.19	0.43	0.32	-	-	0.00	-	-	-	0.63	0.27	0.33	-	0.00

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 213

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	29	3	-	6	3
Weighted base	36	4	-	7	3
NET: Good	28 77%	4 100%	-	3 40%	1 51%
Very good (+2)	17 49%	4 100%	-	3 40%	1 51%
Slightly good (+1)	10 29%	-	-	-	-
Neither good nor bad (0)	8 23%	-	-	4 60%	1 49%
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.26	2.00	-	0.81	1.02
Standard deviation	0.81	0.00	-	1.06	1.29
Standard error	0.15	0.00	-	0.43	0.74

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 214

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

		Aspects					Price
		Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	
Unweighted base		22	22	22	22	22	22
Weighted base		27	27	27	27	27	27
NET: Good		23 85%	25 93%	24 89%	24 89%	14 51%	25 91%
Very good	(+2)	16 57%	17 63%	13 47%	13 47%	4 14%	21 77%
Slightly good	(+1)	8 28%	8 30%	12 43%	11 42%	10 37%	4 14%
Neither good nor bad	(0)	4 15%	-	3 11%	1 4%	12 45%	3 9%
Slightly bad	(-1)	-	2 7%	-	2 7%	-	-
Very bad	(-2)	-	-	-	-	1 4%	-
NET: Bad		-	2 7%	-	2 7%	1 4%	-
Mean		1.42	1.49	1.36	1.29	0.58	1.67
Standard deviation		0.75	0.84	0.68	0.86	0.88	0.65
Standard error		0.16	0.18	0.14	0.18	0.19	0.14

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 215

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	22	14	8	17	2	3	11	1	2	6	1	1	9	6	7	1	2	2	1	2	2	3	4	2	3	-	-
Weighted base	27	20	7	23	1	3	17	1	2	6	*	1	13	8	7	1	2	2	1	3	2	2	7	4	3	-	-
NET: Good	23	17	7	22	*	1	15	-	1	6	*	-	13	6	4	1	2	1	1	2	1	1	7	4	3	-	-
	85%	82%	91%	93%	24%	46%	90%	-	61%	100%	100%	-	100%	79%	63%	100%	100%	49%	100%	50%	63%	66%	100%	100%	100%	-	-
Very good (+2)	16	10	5	14	*	1	9	-	1	5	*	-	8	3	4	1	2	1	1	2	1	*	4	2	2	-	-
	57%	50%	76%	60%	24%	46%	52%	-	61%	83%	100%	-	67%	37%	63%	100%	100%	49%	100%	50%	63%	14%	51%	50%	68%	-	-
Slightly good (+1)	8	6	1	8	-	-	6	-	-	1	-	-	4	3	-	-	-	-	-	-	-	1	3	2	1	-	-
	28%	32%	15%	32%	-	-	38%	-	-	17%	-	-	33%	42%	-	-	-	-	-	-	-	52%	49%	50%	32%	-	-
Neither good nor bad (0)	4	4	1	2	1	1	2	1	1	-	-	1	-	2	2	-	-	1	-	2	1	1	-	-	-	-	-
	15%	18%	9%	7%	76%	54%	10%	100%	39%	-	-	100%	-	21%	37%	-	-	51%	-	50%	37%	34%	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.42	1.33	1.67	1.53	0.47	0.92	1.42	0.00	1.22	1.83	2.00	0.00	1.67	1.16	1.26	2.00	2.00	0.99	2.00	1.00	1.25	0.79	1.51	1.50	1.68	-	-
Standard deviation	0.75	0.77	0.68	0.64	-	1.26	0.69	-	-	0.41	-	-	0.49	0.80	1.05	-	-	1.40	-	1.19	-	0.89	0.54	0.58	0.56	-	-
Standard error	0.16	0.21	0.24	0.16	-	0.73	0.21	-	-	0.17	-	-	0.16	0.33	0.40	-	-	0.99	-	0.84	-	0.51	0.27	0.41	0.32	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 215

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	22	2	-	2	1
Weighted base	27	4	-	3	1
NET: Good	23 85%	4 100%	-	3 100%	1 100%
Very good (+2)	16 57%	4 100%	-	-	1 100%
Slightly good (+1)	8 28%	-	-	3 100%	-
Neither good nor bad (0)	4 15%	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.42	2.00	-	1.00	2.00
Standard deviation	0.75	0.00	-	0.00	-
Standard error	0.16	0.00	-	0.00	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 216

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	22	14	8	17	2	3	11	1	2	6	1	1	9	6	7	1	2	2	1	2	2	3	4	2	3	-	-	
Weighted base	27	20	7	23	1	3	17	1	2	6	*	1	13	8	7	1	2	2	1	3	2	2	7	4	3	-	-	
NET: Good	25	18	7	21	1	3	15	1	2	6	*	1	11	8	7	1	2	2	1	3	2	2	7	2	3	-	-	
	93%	90%	100%	92%	100%	100%	89%	100%	100%	100%	100%	100%	85%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	50%	100%	-	-	
Very good	(+2)	17	11	7	15	*	2	9	-	2	6	*	-	8	5	5	1	2	1	1	2	1	5	-	3	-	-	
		63%	53%	91%	64%	24%	76%	51%	-	100%	100%	100%	-	60%	58%	75%	100%	100%	49%	100%	50%	63%	48%	76%	-	100%	-	-
Slightly good	(+1)	8	8	1	6	1	1	6	1	-	-	-	1	3	3	2	-	-	1	-	2	1	1	2	2	-	-	
		30%	37%	9%	28%	76%	24%	38%	100%	-	-	-	100%	25%	42%	25%	-	-	51%	-	50%	37%	52%	24%	50%	-	-	-
Neither good nor bad	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Slightly bad	(-1)	2	2	-	2	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	
		7%	10%	-	8%	-	-	11%	-	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		2	2	-	2	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	
		7%	10%	-	8%	-	-	11%	-	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	
Mean		1.49	1.34	1.91	1.47	1.24	1.76	1.28	1.00	2.00	2.00	2.00	1.29	1.58	1.75	2.00	2.00	1.49	2.00	1.50	1.63	1.48	1.76	0.00	2.00	-	-	
Standard deviation		0.84	0.92	0.31	0.88	-	0.54	0.97	-	-	0.00	-	1.11	0.53	0.47	-	-	0.70	-	0.59	-	0.67	0.46	1.16	0.00	-	-	
Standard error		0.18	0.24	0.11	0.21	-	0.31	0.29	-	-	0.00	-	0.37	0.22	0.18	-	-	0.50	-	0.42	-	0.39	0.23	0.82	0.00	-	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 216

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	22	2	-	2	1
Weighted base	27	4	-	3	1
NET: Good	25 93%	4 100%	-	3 100%	1 100%
Very good (+2)	17 63%	2 47%	-	-	1 100%
Slightly good (+1)	8 30%	2 53%	-	3 100%	-
Neither good nor bad (0)	-	-	-	-	-
Slightly bad (-1)	2 7%	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 7%	-	-	-	-
Mean	1.49	1.47	-	1.00	2.00
Standard deviation	0.84	0.59	-	0.00	-
Standard error	0.18	0.41	-	0.00	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 217

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	22	14	8	17	2	3	11	1	2	6	1	1	9	6	7	1	2	2	1	2	2	3	4	2	3	-	-
Weighted base	27	20	7	23	1	3	17	1	2	6	*	1	13	8	7	1	2	2	1	3	2	2	7	4	3	-	-
NET: Good	24	17	7	20	1	3	14	1	2	6	*	1	11	6	7	1	2	2	1	2	2	1	7	4	3	-	-
	89%	86%	100%	88%	100%	100%	83%	100%	100%	100%	100%	100%	91%	79%	100%	100%	100%	100%	100%	50%	100%	48%	100%	100%	100%	-	-
Very good (+2)	13	7	6	10	1	2	4	1	2	6	-	-	8	2	3	1	1	2	-	2	1	1	2	-	3	-	-
	47%	36%	77%	42%	76%	76%	25%	100%	100%	89%	-	-	60%	29%	44%	100%	47%	100%	-	50%	63%	34%	24%	-	100%	-	-
Slightly good (+1)	12	10	2	11	*	1	10	-	-	1	*	1	4	4	4	-	1	-	1	-	1	*	5	4	-	-	-
	43%	50%	23%	46%	24%	24%	59%	-	-	11%	100%	100%	31%	50%	56%	-	53%	-	100%	-	37%	14%	76%	100%	-	-	-
Neither good nor bad (0)	3	3	-	3	-	-	3	-	-	-	-	-	1	2	-	-	-	-	-	2	-	1	-	-	-	-	-
	11%	14%	-	12%	-	-	17%	-	-	-	-	-	9%	21%	-	-	-	-	-	50%	-	52%	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.36	1.22	1.77	1.29	1.76	1.76	1.08	2.00	2.00	1.89	1.00	1.00	1.51	1.08	1.44	2.00	1.47	2.00	1.00	1.00	1.63	0.83	1.24	1.00	2.00	-	-
Standard deviation	0.68	0.69	0.46	0.69	-	0.54	0.66	-	-	0.35	-	-	0.69	0.75	0.54	-	-	0.00	-	1.19	-	1.22	0.46	0.00	0.00	-	-
Standard error	0.14	0.19	0.16	0.17	-	0.31	0.20	-	-	0.14	-	-	0.23	0.31	0.20	-	-	0.00	-	0.84	-	0.70	0.23	0.00	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 217

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	22	2	-	2	1
Weighted base	27	4	-	3	1
NET: Good	24 89%	4 100%	-	2 59%	1 100%
Very good (+2)	13 47%	2 47%	-	-	1 100%
Slightly good (+1)	12 43%	2 53%	-	2 59%	-
Neither good nor bad (0)	3 11%	-	-	1 41%	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.36	1.47	-	0.59	2.00
Standard deviation	0.68	0.59	-	0.61	-
Standard error	0.14	0.41	-	0.43	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 218

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	22	14	8	17	2	3	11	1	2	6	1	1	9	6	7	1	2	2	1	2	2	3	4	2	3	-	-
Weighted base	27	20	7	23	1	3	17	1	2	6	*	1	13	8	7	1	2	2	1	3	2	2	7	4	3	-	-
NET: Good	24	17	7	20	1	3	14	1	2	6	*	1	9	8	7	1	2	2	1	3	2	1	7	2	3	-	-
	89%	85%	100%	87%	100%	100%	82%	100%	100%	100%	100%	100%	75%	100%	100%	100%	100%	100%	100%	100%	100%	48%	100%	50%	100%	-	-
Very good (+2)	13	7	6	11	1	1	5	1	1	6	-	-	8	2	3	1	2	2	-	2	1	-	2	-	3	-	-
	47%	36%	77%	46%	76%	46%	30%	100%	61%	89%	-	-	60%	29%	45%	100%	100%	100%	-	50%	63%	-	24%	-	100%	-	-
Slightly good (+1)	11	10	2	10	*	1	9	-	1	1	*	1	2	6	4	-	-	-	1	2	1	1	5	2	-	-	-
	42%	48%	23%	41%	24%	54%	52%	-	39%	11%	100%	100%	15%	71%	55%	-	-	-	100%	50%	37%	48%	76%	50%	-	-	-
Neither good nor bad (0)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	4%	6%	-	5%	-	-	7%	-	-	-	-	-	9%	-	-	-	-	-	-	-	-	52%	-	-	-	-	-
Slightly bad (-1)	2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	7%	10%	-	8%	-	-	11%	-	-	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	7%	10%	-	8%	-	-	11%	-	-	-	-	-	15%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Mean	1.29	1.12	1.77	1.24	1.76	1.46	1.00	2.00	1.61	1.89	1.00	1.00	1.20	1.29	1.45	2.00	2.00	2.00	1.00	1.50	1.63	0.48	1.24	0.00	2.00	-	-
Standard deviation	0.86	0.91	0.46	0.90	-	0.63	0.93	-	-	0.35	-	-	1.17	0.48	0.54	-	-	0.00	-	0.59	-	0.67	0.46	1.16	0.00	-	-
Standard error	0.18	0.24	0.16	0.22	-	0.36	0.28	-	-	0.14	-	-	0.39	0.20	0.20	-	-	0.00	-	0.42	-	0.39	0.23	0.82	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 218

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	22	2	-	2	1
Weighted base	27	4	-	3	1
NET: Good	24 89%	2 47%	-	2 59%	1 100%
Very good (+2)	13 47%	2 47%	-	-	1 100%
Slightly good (+1)	11 42%	-	-	2 59%	-
Neither good nor bad (0)	1 4%	-	-	1 41%	-
Slightly bad (-1)	2 7%	2 53%	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	2 7%	2 53%	-	-	-
Mean	1.29	0.41	-	0.59	2.00
Standard deviation	0.86	1.76	-	0.61	-
Standard error	0.18	1.24	-	0.43	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 219

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	22	14	8	17	2	3	11	1	2	6	1	1	9	6	7	1	2	2	1	2	2	3	4	2	3	-	-	
Weighted base	27	20	7	23	1	3	17	1	2	6	*	1	13	8	7	1	2	2	1	3	2	2	7	4	3	-	-	
NET: Good	14	12	2	12	1	1	10	1	1	2	-	-	7	3	4	1	1	1	-	3	-	1	4	2	1	-	-	
	51%	57%	33%	52%	76%	30%	57%	100%	39%	38%	-	-	57%	38%	56%	100%	47%	51%	-	100%	-	34%	51%	50%	32%	-	-	
Very good	(+2)	4	2	1	3	-	1	2	-	1	1	-	2	1	1	1	-	-	-	2	-	1	-	-	-	-	-	
		14%	12%	19%	13%	-	30%	10%	-	39%	22%	-	14%	16%	12%	100%	-	-	-	50%	-	34%	-	-	-	-	-	
Slightly good	(+1)	10	9	1	9	1	8	1	-	1	-	-	5	2	3	-	1	1	-	2	-	-	4	2	1	-	-	
		37%	45%	15%	39%	76%	47%	100%	-	17%	-	-	44%	21%	44%	-	47%	51%	-	50%	-	-	51%	50%	32%	-	-	
Neither good nor bad	(0)	12	9	4	10	*	2	7	-	1	3	*	1	5	4	3	-	1	-	1	-	2	1	3	2	2	-	-
		45%	43%	53%	44%	24%	70%	43%	-	61%	45%	100%	100%	43%	50%	44%	-	53%	-	100%	-	100%	66%	49%	50%	68%	-	-
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	
		4%	-	14%	4%	-	-	-	-	16%	-	-	-	12%	-	-	-	49%	-	-	-	-	-	-	-	-	-	
NET: Bad		1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	
		4%	-	14%	4%	-	-	-	-	16%	-	-	-	12%	-	-	-	49%	-	-	-	-	-	-	-	-	-	
Mean		0.58	0.70	0.24	0.56	0.76	0.59	0.67	1.00	0.78	0.28	0.00	0.71	0.29	0.68	2.00	0.47	-0.48	0.00	1.50	0.00	0.69	0.51	0.50	0.32	-	-	
Standard deviation		0.88	0.70	1.27	0.89	-	1.16	0.67	-	-	1.38	-	-	0.72	1.21	0.73	-	-	2.11	-	0.59	-	1.27	0.54	0.58	0.56	-	-
Standard error		0.19	0.19	0.45	0.22	-	0.67	0.20	-	-	0.56	-	-	0.24	0.49	0.28	-	-	1.49	-	0.42	-	0.73	0.27	0.41	0.32	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 219

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	22	2	-	2	1
Weighted base	27	4	-	3	1
NET: Good	14 51%	2 47%	-	-	1 100%
Very good (+2)	4 14%	-	-	-	-
Slightly good (+1)	10 37%	2 47%	-	-	1 100%
Neither good nor bad (0)	12 45%	2 53%	-	3 100%	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	1 4%	-	-	-	-
NET: Bad	1 4%	-	-	-	-
Mean	0.58	0.47	-	0.00	1.00
Standard deviation	0.88	0.59	-	0.00	-
Standard error	0.19	0.41	-	0.00	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 220

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	22	14	8	17	2	3	11	1	2	6	1	1	9	6	7	1	2	2	1	2	2	3	4	2	3	-	-
Weighted base	27	20	7	23	1	3	17	1	2	6	*	1	13	8	7	1	2	2	1	3	2	2	7	4	3	-	-
NET: Good	25	18	7	21	1	2	15	1	2	6	*	-	11	8	6	1	2	2	1	3	1	2	7	2	3	-	-
	91%	90%	91%	92%	100%	76%	89%	100%	100%	100%	100%	-	85%	100%	90%	100%	100%	100%	100%	100%	63%	100%	100%	50%	100%	-	-
Very good (+2)	21	14	7	18	1	2	11	1	2	6	*	-	9	6	5	1	1	2	1	2	1	1	7	2	3	-	-
	77%	72%	91%	76%	100%	76%	67%	100%	100%	100%	100%	-	75%	79%	77%	100%	47%	100%	100%	50%	63%	48%	100%	50%	100%	-	-
Slightly good (+1)	4	4	-	4	-	-	4	-	-	-	-	-	1	2	1	-	1	-	-	2	-	1	-	-	-	-	-
	14%	19%	-	16%	-	-	22%	-	-	-	-	-	9%	21%	13%	-	53%	-	-	50%	-	52%	-	-	-	-	-
Neither good nor bad (0)	3	2	1	2	-	1	2	-	-	-	-	1	2	-	1	-	-	-	-	-	1	-	-	2	-	-	-
	9%	10%	9%	8%	-	24%	11%	-	-	-	-	100%	15%	-	10%	-	-	-	-	-	37%	-	-	50%	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.67	1.62	1.82	1.67	2.00	1.51	1.55	2.00	2.00	2.00	2.00	0.00	1.60	1.79	1.67	2.00	1.47	2.00	2.00	1.50	1.25	1.48	2.00	1.00	2.00	-	-
Standard deviation	0.65	0.67	0.62	0.63	-	1.09	0.71	-	-	0.00	-	-	0.77	0.44	0.70	-	-	0.00	-	0.59	-	0.67	0.00	1.16	0.00	-	-
Standard error	0.14	0.18	0.22	0.15	-	0.63	0.21	-	-	0.00	-	-	0.26	0.18	0.26	-	-	0.00	-	0.42	-	0.39	0.00	0.82	0.00	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 220

Q20b. You said you use Acast to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	22	2	-	2	1
Weighted base	27	4	-	3	1
NET: Good	25 91%	4 100%	-	3 100%	1 100%
Very good (+2)	21 77%	4 100%	-	2 59%	1 100%
Slightly good (+1)	4 14%	-	-	1 41%	-
Neither good nor bad (0)	3 9%	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.67	2.00	-	1.59	2.00
Standard deviation	0.65	0.00	-	0.61	-
Standard error	0.14	0.00	-	0.43	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 221

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Summary

Base: All respondents answering about each

		Aspects					Price
		Range of podcasts from different providers	Quality of podcasts	Ease of use	Ease of navigation	Exclusive content only available through that access point	
Unweighted base		42	42	42	42	42	42
Weighted base		40	40	40	40	40	40
NET: Good		35 88%	40 100%	40 100%	36 92%	21 54%	39 99%
Very good	(+2)	26 66%	38 95%	31 77%	26 67%	12 29%	37 93%
Slightly good	(+1)	9 22%	2 5%	9 23%	10 25%	10 25%	2 6%
Neither good nor bad	(0)	4 9%	-	-	3 8%	16 41%	* 1%
Slightly bad	(-1)	-	-	-	-	1 2%	-
Very bad	(-2)	1 2%	-	-	-	1 3%	-
NET: Bad		1 2%	-	-	-	2 5%	-
Mean		1.50	1.95	1.77	1.58	0.76	1.92
Standard deviation		0.85	0.22	0.43	0.65	1.00	0.32
Standard error		0.13	0.03	0.07	0.10	0.15	0.05

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 222

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	42	24	18	13	24	5	5	16	3	8	8	2	22	16	4	7	-	3	4	3	2	2	3	6	7	5	-	
Weighted base	40	26	13	17	18	4	9	14	3	8	4	1	21	15	4	7	-	2	4	3	2	1	2	6	7	5	-	
NET: Good	35	24	11	17	16	3	9	13	2	7	3	1	18	13	4	6	-	2	4	3	1	1	6	7	4	-		
	88%	91%	84%	95%	89%	60%	100%	90%	62%	89%	84%	55%	87%	92%	85%	91%	-	100%	100%	76%	46%	50%	62%	100%	100%	87%	-	
Very good	(+2)	26	20	7	11	13	2	7	10	2	4	3	-	11	11	4	5	-	2	3	3	-	1	1	6	5	1	-
		66%	74%	51%	66%	73%	43%	79%	73%	62%	50%	71%	-	54%	79%	85%	64%	-	100%	83%	76%	-	50%	62%	100%	67%	28%	-
Slightly good	(+1)	9	4	4	5	3	1	2	2	-	3	*	1	7	2	-	2	-	1	-	1	-	-	-	2	3	-	
		22%	17%	33%	29%	16%	17%	21%	17%	-	40%	13%	55%	33%	13%	-	27%	-	17%	-	46%	-	-	-	33%	59%	-	
Neither good nor bad	(0)	4	2	1	-	2	2	-	1	1	-	1	1	2	1	1	1	-	-	1	1	1	-	-	-	1	-	
		9%	9%	9%	-	11%	40%	-	10%	38%	-	16%	45%	9%	8%	15%	9%	-	-	24%	54%	50%	-	-	-	13%	-	
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	
		2%	-	7%	5%	-	-	-	-	11%	-	-	4%	-	-	-	-	-	-	-	-	-	38%	-	-	-	-	
NET: Bad		1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	
		2%	-	7%	5%	-	-	-	-	11%	-	-	4%	-	-	-	-	-	-	-	-	-	38%	-	-	-	-	
Mean	1.50	1.65	1.22	1.51	1.62	1.02	1.79	1.63	1.24	1.18	1.54	0.55	1.32	1.71	1.70	1.55	-	2.00	1.83	1.51	0.46	1.00	0.48	2.00	1.67	1.16	-	
Standard deviation	0.85	0.66	1.11	0.95	0.70	1.04	0.43	0.68	1.19	1.28	0.88	-	0.97	0.63	0.82	0.70	-	-	0.45	1.03	0.69	-	2.59	0.00	0.51	0.70	-	
Standard error	0.13	0.13	0.26	0.26	0.14	0.47	0.19	0.17	0.69	0.45	0.31	-	0.21	0.16	0.41	0.27	-	-	0.22	0.59	0.49	-	1.49	0.00	0.19	0.31	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 222

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Range of podcasts from different providers

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	42	4	5	1	-
Weighted base	40	2	4	1	-
NET: Good	35 88%	2 75%	4 100%	1 100%	-
Very good (+2)	26 66%	1 44%	3 84%	1 100%	-
Slightly good (+1)	9 22%	1 30%	1 16%	-	-
Neither good nor bad (0)	4 9%	1 25%	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	1 2%	-	-	-	-
NET: Bad	1 2%	-	-	-	-
Mean	1.50	1.19	1.84	2.00	-
Standard deviation	0.85	1.07	0.42	-	-
Standard error	0.13	0.53	0.19	-	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 223

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Gender		Age			Gender/Age						SEG			Region													
	Total	Male	Female	18-34	35-54	55+	Male		Female		18-34	35-54	55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land		South East	South West	North-ern Ire-land
							18-34	35-54	18-34	35-54														London	London			
Unweighted base	42	24	18	13	24	5	5	16	3	8	8	2	22	16	4	7	-	3	4	3	2	2	3	6	7	5	-	
Weighted base	40	26	13	17	18	4	9	14	3	8	4	1	21	15	4	7	-	2	4	3	2	1	2	6	7	5	-	
NET: Good	40	26	13	17	18	4	9	14	3	8	4	1	21	15	4	7	-	2	4	3	2	1	2	6	7	5	-	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very good	(+2)	38	26	11	15	18	4	9	14	3	6	4	1	19	15	4	7	-	2	4	3	1	1	2	6	6	5	-
		95%	100%	85%	88%	100%	100%	100%	100%	100%	75%	100%	100%	90%	100%	100%	100%	-	100%	100%	100%	54%	100%	100%	100%	86%	100%	-
Slightly good	(+1)	2	-	2	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	-	-	-	1	-	-
		5%	-	15%	12%	-	-	-	-	-	25%	-	-	10%	-	-	-	-	-	-	-	46%	-	-	-	14%	-	-
Neither good nor bad	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.95	2.00	1.85	1.88	2.00	2.00	2.00	2.00	1.75	2.00	2.00	1.90	2.00	2.00	2.00	-	2.00	2.00	2.00	1.54	2.00	2.00	2.00	1.86	2.00	-	
Standard deviation		0.22	0.00	0.37	0.33	0.00	0.00	0.00	0.00	0.46	0.00	-	0.30	0.00	0.00	0.00	-	-	0.00	0.00	0.69	-	0.00	0.00	0.37	0.00	-	
Standard error		0.03	0.00	0.09	0.09	0.00	0.00	0.00	0.00	0.16	0.00	-	0.06	0.00	0.00	0.00	-	-	0.00	0.00	0.49	-	0.00	0.00	0.14	0.00	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 223

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	42	4	5	1	-
Weighted base	40	2	4	1	-
NET: Good	40 100%	2 100%	4 100%	1 100%	-
Very good (+2)	38 95%	2 100%	4 100%	1 100%	-
Slightly good (+1)	2 5%	-	-	-	-
Neither good nor bad (0)	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.95	2.00	2.00	2.00	-
Standard deviation	0.22	0.00	0.00	-	-
Standard error	0.03	0.00	0.00	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 224

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	42	24	18	13	24	5	5	16	3	8	8	2	22	16	4	7	-	3	4	3	2	2	3	6	7	5	-
Weighted base	40	26	13	17	18	4	9	14	3	8	4	1	21	15	4	7	-	2	4	3	2	1	2	6	7	5	-
NET: Good	40	26	13	17	18	4	9	14	3	8	4	1	21	15	4	7	-	2	4	3	2	1	2	6	7	5	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
Very good (+2)	31	20	11	14	14	3	7	11	2	6	4	1	15	11	4	5	-	1	3	3	1	1	1	6	6	3	-
	77%	76%	79%	77%	81%	59%	79%	75%	66%	75%	100%	45%	71%	79%	100%	74%	-	51%	83%	76%	54%	100%	56%	100%	86%	59%	-
Slightly good (+1)	9	6	3	4	3	2	2	3	1	2	-	1	6	3	-	2	-	1	1	1	1	-	1	-	1	2	-
	23%	24%	21%	23%	19%	41%	21%	25%	34%	25%	-	55%	29%	21%	-	26%	-	49%	17%	24%	46%	-	44%	-	14%	41%	-
Neither good nor bad (0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very bad (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Bad	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.77	1.76	1.79	1.77	1.81	1.59	1.79	1.75	1.66	1.75	2.00	1.45	1.71	1.79	2.00	1.74	-	1.51	1.83	1.76	1.54	2.00	1.56	2.00	1.86	1.59	-
Standard deviation	0.43	0.44	0.42	0.43	0.41	0.56	0.43	0.45	0.58	0.46	0.00	-	0.47	0.42	0.00	0.47	-	-	0.45	0.51	0.69	-	0.66	0.00	0.37	0.56	-
Standard error	0.07	0.09	0.10	0.12	0.08	0.25	0.19	0.11	0.34	0.16	0.00	-	0.10	0.11	0.00	0.18	-	-	0.22	0.30	0.49	-	0.38	0.00	0.14	0.25	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 224

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Ease of use

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	42	4	5	1	-
Weighted base	40	2	4	1	-
NET: Good	40 100%	2 100%	4 100%	1 100%	-
Very good (+2)	31 77%	2 70%	2 57%	1 100%	-
Slightly good (+1)	9 23%	1 30%	2 43%	-	-
Neither good nor bad (0)	-	-	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.77	1.70	1.57	2.00	-
Standard deviation	0.43	0.61	0.57	-	-
Standard error	0.07	0.30	0.25	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 225

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Unweighted base	42	24	18	13	24	5	5	16	3	8	8	2	22	16	4	7	-	3	4	3	2	2	3	6	7	5	-	
Weighted base	40	26	13	17	18	4	9	14	3	8	4	1	21	15	4	7	-	2	4	3	2	1	2	6	7	5	-	
NET: Good	36	23	13	17	17	2	9	13	1	8	4	1	19	13	4	6	-	2	4	3	1	1	1	6	7	5	-	
	92%	88%	100%	100%	94%	50%	100%	92%	28%	100%	100%	100%	90%	92%	100%	84%	-	100%	100%	100%	46%	100%	56%	100%	100%	100%	-	
Very good	(+2)	26	18	8	11	14	1	7	10	1	4	4	1	13	10	4	3	-	1	3	3	-	1	1	6	6	3	-
		67%	69%	61%	64%	78%	33%	79%	71%	28%	46%	100%	45%	60%	67%	100%	40%	-	51%	83%	76%	-	50%	56%	100%	86%	59%	-
Slightly good	(+1)	10	5	5	6	3	1	2	3	-	4	-	1	6	4	-	3	-	1	1	1	1	-	-	1	2	-	
		25%	18%	39%	36%	16%	17%	21%	21%	-	54%	-	55%	30%	25%	-	44%	-	49%	17%	24%	46%	50%	-	-	14%	41%	-
Neither good nor bad	(0)	3	3	-	-	1	2	-	1	2	-	-	-	2	1	-	1	-	-	-	-	1	-	1	-	-	-	-
		8%	12%	-	-	6%	50%	-	8%	72%	-	-	-	10%	8%	-	16%	-	-	-	54%	-	44%	-	-	-	-	
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.58	1.57	1.61	1.64	1.71	0.83	1.79	1.64	0.55	1.46	2.00	1.45	1.49	1.59	2.00	1.25	-	1.51	1.83	1.76	0.46	1.50	1.12	2.00	1.86	1.59	-
Standard deviation		0.65	0.71	0.51	0.50	0.59	1.02	0.43	0.65	1.10	0.53	0.00	-	0.69	0.65	0.00	0.76	-	-	0.45	0.51	0.69	-	1.32	0.00	0.37	0.56	-
Standard error		0.10	0.15	0.12	0.14	0.12	0.46	0.19	0.16	0.63	0.19	0.00	-	0.15	0.16	0.00	0.29	-	-	0.22	0.30	0.49	-	0.76	0.00	0.14	0.25	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 225

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	42	4	5	1	-
Weighted base	40	2	4	1	-
NET: Good	36 92%	2 100%	3 73%	1 100%	-
Very good (+2)	26 67%	2 70%	2 57%	1 100%	-
Slightly good (+1)	10 25%	1 30%	1 16%	-	-
Neither good nor bad (0)	3 8%	-	1 27%	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.58	1.70	1.31	2.00	-
Standard deviation	0.65	0.61	1.00	-	-
Standard error	0.10	0.30	0.45	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 226

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	
Unweighted base	42	24	18	13	24	5	5	16	3	8	8	2	22	16	4	7	-	3	4	3	2	2	3	6	7	5	-	
Weighted base	40	26	13	17	18	4	9	14	3	8	4	1	21	15	4	7	-	2	4	3	2	1	2	6	7	5	-	
NET: Good	21	13	8	12	7	2	7	5	1	5	2	1	8	10	3	6	-	*	4	2	-	-	1	1	4	3	-	
	54%	50%	62%	71%	38%	50%	79%	35%	28%	61%	52%	100%	40%	67%	78%	83%	-	25%	100%	51%	-	-	38%	23%	60%	63%	-	
Very good	(+2)	12	5	7	8	3	4	1	1	4	2	1	6	4	2	2	-	*	2	2	-	-	1	*	1	3	-	
		29%	19%	49%	43%	15%	33%	39%	5%	28%	48%	52%	45%	27%	29%	42%	26%	-	25%	59%	51%	-	-	38%	8%	16%	63%	-
Slightly good	(+1)	10	8	2	5	4	4	4	-	1	-	1	3	6	2	4	-	-	2	-	-	-	-	1	3	-	-	
		25%	30%	13%	28%	24%	40%	30%	-	13%	-	55%	13%	38%	36%	57%	-	-	41%	-	-	-	-	15%	44%	-	-	
Neither good nor bad	(0)	16	11	5	5	10	2	8	1	3	2	-	11	5	1	1	-	1	-	2	2	1	*	5	2	2	-	
		41%	43%	38%	29%	56%	21%	59%	38%	39%	48%	-	51%	33%	22%	17%	-	75%	-	49%	100%	100%	18%	77%	27%	37%	-	
Slightly bad	(-1)	1	1	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
		2%	4%	-	-	5%	-	7%	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-	13%	-	-	
Very bad	(-2)	1	1	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	
		3%	4%	-	-	24%	-	-	34%	-	-	-	5%	-	-	-	-	-	-	-	-	-	44%	-	-	-	-	
NET: Bad		2	2	-	-	1	1	1	-	-	-	-	2	-	-	-	-	-	-	-	-	-	1	-	1	-	-	
		5%	7%	-	-	5%	24%	7%	34%	-	-	-	9%	-	-	-	-	-	-	-	-	-	44%	-	13%	-	-	
Mean	0.76	0.58	1.11	1.14	0.48	0.35	1.18	0.32	-0.13	1.10	1.03	1.45	0.52	0.96	1.21	1.09	-	0.51	1.59	1.03	0.00	0.00	-0.13	0.30	0.62	1.26	-	
Standard deviation	1.00	0.99	0.96	0.86	0.83	1.74	0.79	0.69	1.93	0.99	1.16	-	1.11	0.81	0.88	0.70	-	-	0.58	1.20	0.00	-	2.41	0.66	0.96	1.09	-	
Standard error	0.15	0.20	0.23	0.24	0.17	0.78	0.35	0.17	1.11	0.35	0.41	-	0.24	0.20	0.44	0.26	-	-	0.29	0.69	0.00	-	1.39	0.27	0.36	0.49	-	

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 226

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that access point

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	42	4	5	1	-
Weighted base	40	2	4	1	-
NET: Good	21 54%	1 56%	2 43%	1 100%	-
Very good (+2)	12 29%	1 25%	1 16%	1 100%	-
Slightly good (+1)	10 25%	1 30%	1 27%	-	-
Neither good nor bad (0)	16 41%	1 44%	2 57%	-	-
Slightly bad (-1)	1 2%	-	-	-	-
Very bad (-2)	1 3%	-	-	-	-
NET: Bad	2 5%	-	-	-	-
Mean	0.76	0.81	0.58	2.00	-
Standard deviation	1.00	1.07	0.86	-	-
Standard error	0.15	0.53	0.38	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 227

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male		Female		Female		AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land		South East	South West	North-ern Ire-land	
							18-34	35-54	18-34	35-54	18-34	35-54											London	London				
Unweighted base	42	24	18	13	24	5	5	16	3	8	8	2	22	16	4	7	-	3	4	3	2	2	3	6	7	5	-	
Weighted base	40	26	13	17	18	4	9	14	3	8	4	1	21	15	4	7	-	2	4	3	2	1	2	6	7	5	-	
NET: Good	39	26	13	17	17	4	9	14	3	8	3	1	21	14	4	7	-	2	4	3	2	1	2	6	7	5	-	
	99%	100%	96%	100%	97%	100%	100%	100%	100%	100%	87%	100%	100%	97%	100%	100%	-	100%	100%	100%	100%	100%	100%	93%	100%	-	-	
Very good	(+2)	37	25	12	16	3	9	14	2	7	3	1	19	14	4	6	-	2	4	3	2	1	1	6	7	5	-	
		93%	96%	87%	93%	97%	76%	100%	100%	66%	85%	87%	100%	89%	97%	100%	83%	-	100%	100%	100%	100%	56%	100%	93%	100%	-	
Slightly good	(+1)	2	1	1	1	-	1	-	-	1	1	-	2	-	-	1	-	-	-	-	-	-	1	-	-	-	-	
		6%	4%	9%	7%	-	24%	-	-	34%	15%	-	11%	-	-	17%	-	-	-	-	-	-	44%	-	-	-	-	
Neither good nor bad	(0)	*	-	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	
		1%	-	4%	-	3%	-	-	-	-	-	13%	-	-	3%	-	-	-	-	-	-	-	-	-	7%	-	-	
Slightly bad	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very bad	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Bad		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.92	1.96	1.84	1.93	1.95	1.76	2.00	2.00	1.66	1.85	1.75	2.00	1.89	1.93	2.00	1.83	-	2.00	2.00	2.00	2.00	2.00	1.56	2.00	1.87	2.00	-
Standard deviation		0.32	0.20	0.48	0.26	0.34	0.49	0.00	0.00	0.58	0.38	0.78	-	0.32	0.38	0.00	0.41	-	-	0.00	0.00	0.00	-	0.66	0.00	0.53	0.00	-
Standard error		0.05	0.04	0.11	0.07	0.07	0.22	0.00	0.00	0.34	0.13	0.27	-	0.07	0.09	0.00	0.15	-	-	0.00	0.00	0.00	-	0.38	0.00	0.20	0.00	-

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 227

Q20b. You said you use Other to access podcasts. How good or bad, are they on each of the following?

Price

Base: All respondents answering about each

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	42	4	5	1	-
Weighted base	40	2	4	1	-
NET: Good	39 99%	2 79%	4 100%	1 100%	-
Very good (+2)	37 93%	2 79%	4 100%	1 100%	-
Slightly good (+1)	2 6%	-	-	-	-
Neither good nor bad (0)	* 1%	* 21%	-	-	-
Slightly bad (-1)	-	-	-	-	-
Very bad (-2)	-	-	-	-	-
NET: Bad	-	-	-	-	-
Mean	1.92	1.58	2.00	2.00	-
Standard deviation	0.32	1.07	0.00	-	-
Standard error	0.05	0.53	0.00	-	-

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 228

Q21. How often, if at all, do you listen to the following podcasts?**Summary****Base: All respondents**

	Podcasts						
	Podcasts that also have videos, e.g. TEDtalks	Podcasts linked to TV programmes (e.g. Love Island, Strictly Come Dancing, West Wing)	Podcasts which are catch-up versions of BBC radio programmes, e.g. BBC Radio 2 breakfast show, BBC Radio 4 Today programme	Other BBC podcasts not originally broadcast on radio (not including TV programme podcasts)	Podcasts from non-BBC radio stations e.g. Heart Breakfast podcast, Frank Skinner Show	Podcasts made by newspapers or Magazines e.g. Sun, Telegraph, Guardian, Economist, Monocle, New York Times	Other
Unweighted base	1036	1036	1036	1036	1036	1036	1036
Weighted base	1036	1036	1036	1036	1036	1036	1036
NET: Ever	705 68%	518 50%	756 73%	730 70%	614 59%	656 63%	763 74%
Several times a day	40 4%	38 4%	59 6%	39 4%	46 4%	43 4%	80 8%
About once a day	75 7%	56 5%	115 11%	81 8%	72 7%	76 7%	98 9%
Several times a week	143 14%	81 8%	175 17%	142 14%	93 9%	126 12%	224 22%
About once a week	97 9%	75 7%	153 15%	140 13%	105 10%	118 11%	114 11%
Several times a month	87 8%	49 5%	70 7%	84 8%	72 7%	59 6%	77 7%
About once a month	95 9%	65 6%	66 6%	84 8%	42 4%	78 8%	49 5%
Less often	167 16%	153 15%	118 11%	160 15%	186 18%	156 15%	120 12%
Never	331 32%	518 50%	280 27%	306 30%	422 41%	380 37%	273 26%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 229

Q21. How often, if at all, do you listen to the following podcasts?**Podcasts that also have videos, e.g. TEDtalks****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	705	470	233	421	212	73	275	148	47	146	62	25	331	302	72	71	18	74	49	64	43	19	37	153	108	55	15
	68%	69%	67%	72%	66%	54%	76%	64%	54%	67%	71%	55%	67%	70%	64%	67%	84%	65%	67%	76%	59%	60%	59%	77%	69%	65%	48%
Several times a day	40	27	13	25	14	2	18	8	1	7	6	1	17	19	5	4	*	6	1	2	2	1	3	12	7	-	1
	4%	4%	4%	4%	4%	2%	5%	3%	2%	3%	7%	1%	3%	4%	4%	4%	2%	5%	1%	2%	3%	4%	5%	6%	5%	-	4%
About once a day	75	49	25	57	16	2	39	9	1	18	6	*	32	31	12	2	1	11	7	6	8	1	2	22	7	1	8
	7%	7%	7%	10%	5%	1%	11%	4%	1%	9%	7%	1%	6%	7%	11%	2%	5%	9%	10%	7%	10%	3%	3%	11%	5%	1%	24%
Several times a week	143	96	47	88	41	14	59	29	9	30	13	5	68	54	21	17	6	10	7	11	10	4	10	30	24	9	4
	14%	14%	13%	15%	13%	10%	16%	12%	10%	14%	14%	10%	14%	13%	18%	17%	30%	9%	10%	13%	14%	12%	16%	15%	15%	11%	13%
About once a week	97	71	26	50	36	11	35	27	9	14	9	3	50	36	11	7	3	10	8	18	4	4	5	17	17	4	-
	9%	10%	7%	9%	11%	9%	10%	12%	10%	7%	10%	6%	10%	8%	9%	7%	13%	8%	11%	21%	6%	12%	8%	9%	11%	5%	-
Several times a month	87	55	31	55	29	4	34	21	1	20	7	3	43	35	9	19	1	8	8	3	7	1	3	18	6	11	2
	8%	8%	9%	9%	9%	3%	9%	9%	1%	9%	8%	7%	9%	8%	8%	19%	3%	7%	11%	4%	9%	4%	5%	9%	4%	13%	7%
About once a month	95	64	31	56	27	12	33	21	10	23	6	2	44	43	9	8	1	9	8	10	5	4	9	18	15	10	-
	9%	9%	9%	10%	9%	9%	9%	9%	12%	11%	7%	3%	9%	10%	8%	7%	4%	8%	12%	12%	6%	11%	14%	9%	10%	12%	-
Less often	167	107	60	90	49	28	57	34	16	33	16	12	77	84	6	13	6	21	11	14	7	4	4	36	32	19	-
	16%	16%	17%	16%	15%	21%	16%	15%	18%	15%	18%	26%	16%	19%	5%	13%	28%	18%	14%	17%	9%	14%	6%	18%	20%	23%	-
Never	331	211	117	160	109	62	87	83	40	71	25	21	162	128	41	34	3	41	24	20	30	13	26	46	49	29	16
	32%	31%	33%	28%	34%	46%	24%	36%	46%	33%	29%	45%	33%	30%	36%	33%	16%	35%	33%	24%	41%	40%	41%	23%	31%	35%	52%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 229

Q21. How often, if at all, do you listen to the following podcasts?

Podcasts that also have videos, e.g. TEDtalks

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	705 68%	196 70%	141 71%	188 75%	271 72%
Several times a day	40 4%	12 4%	15 8%	17 7%	18 5%
About once a day	75 7%	25 9%	16 8%	22 9%	34 9%
Several times a week	143 14%	45 16%	22 11%	39 16%	56 15%
About once a week	97 9%	30 11%	27 13%	27 11%	37 10%
Several times a month	87 8%	24 8%	15 7%	25 10%	26 7%
About once a month	95 9%	26 9%	20 10%	26 10%	36 10%
Less often	167 16%	34 12%	26 13%	31 12%	63 17%
Never	331 32%	85 30%	58 29%	63 25%	107 28%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 230

Q21. How often, if at all, do you listen to the following podcasts?**Podcasts linked to TV programmes (e.g. Love Island, Strictly Come Dancing, West Wing)****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	518	347	168	302	168	47	205	114	29	98	52	18	252	212	54	41	15	53	44	40	44	14	28	111	74	36	18
	50%	51%	48%	52%	52%	35%	57%	49%	33%	45%	60%	40%	51%	49%	48%	39%	72%	46%	60%	48%	60%	44%	45%	56%	47%	43%	57%
Several times a day	38	25	13	30	8	-	21	4	-	9	4	-	17	17	5	-	2	8	1	3	1	1	4	9	8	-	1
	4%	4%	4%	5%	3%	-	6%	2%	-	4%	5%	-	3%	4%	4%	-	11%	7%	1%	3%	1%	4%	7%	4%	5%	-	4%
About once a day	56	43	12	36	19	1	31	13	-	5	6	1	29	21	6	5	1	2	4	6	6	1	1	19	9	3	-
	5%	6%	3%	6%	6%	*	8%	6%	-	3%	7%	1%	6%	5%	5%	5%	5%	2%	5%	7%	8%	2%	1%	9%	5%	3%	-
Several times a week	81	46	34	51	25	5	29	13	4	22	11	2	31	40	10	5	3	12	5	7	7	1	1	10	12	8	9
	8%	7%	10%	9%	8%	4%	8%	6%	4%	10%	12%	4%	6%	9%	9%	5%	14%	10%	7%	9%	10%	3%	2%	5%	8%	9%	30%
About once a week	75	51	24	44	25	6	30	18	4	14	7	2	42	24	9	8	2	5	6	6	7	-	4	21	10	3	2
	7%	8%	7%	8%	8%	5%	8%	8%	4%	7%	8%	5%	9%	6%	8%	7%	11%	4%	8%	7%	10%	-	7%	10%	7%	4%	8%
Several times a month	49	32	17	29	16	5	18	12	3	11	4	2	30	17	3	5	2	6	6	2	7	1	3	5	10	3	-
	5%	5%	5%	5%	5%	4%	5%	5%	3%	5%	5%	4%	6%	4%	3%	4%	8%	5%	8%	2%	9%	4%	4%	2%	6%	4%	-
About once a month	65	39	25	38	22	5	22	12	5	15	9	*	16	38	12	3	1	9	5	8	8	4	6	9	6	3	3
	6%	6%	7%	7%	7%	4%	6%	5%	6%	7%	10%	1%	3%	9%	10%	3%	5%	8%	6%	9%	12%	11%	10%	5%	4%	4%	9%
Less often	153	110	43	75	54	25	54	42	13	21	11	11	87	56	10	15	4	11	17	8	8	6	8	39	20	15	2
	15%	16%	12%	13%	17%	18%	15%	18%	15%	10%	13%	24%	18%	13%	8%	14%	18%	10%	23%	10%	10%	20%	13%	19%	13%	18%	7%
Never	518	333	182	278	153	87	157	117	59	119	36	28	241	218	59	63	6	62	30	44	29	18	35	88	83	48	14
	50%	49%	52%	48%	48%	65%	43%	51%	67%	55%	40%	60%	49%	51%	52%	61%	28%	54%	40%	52%	40%	56%	55%	44%	53%	57%	43%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 230

Q21. How often, if at all, do you listen to the following podcasts?

Podcasts linked to TV programmes (e.g. Love Island, Strictly Come Dancing, West Wing)

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	518 50%	167 59%	115 58%	151 60%	193 51%
Several times a day	38 4%	12 4%	9 5%	14 6%	15 4%
About once a day	56 5%	22 8%	22 11%	25 10%	27 7%
Several times a week	81 8%	28 10%	13 7%	28 11%	37 10%
About once a week	75 7%	23 8%	16 8%	19 8%	21 6%
Several times a month	49 5%	15 5%	12 6%	14 5%	17 5%
About once a month	65 6%	22 8%	11 6%	22 9%	28 7%
Less often	153 15%	45 16%	32 16%	29 12%	47 13%
Never	518 50%	114 41%	84 42%	100 40%	185 49%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 231

Q21. How often, if at all, do you listen to the following podcasts?**Podcasts which are catch-up versions of BBC radio programmes, e.g. BBC Radio 2 breakfast show, BBC Radio 4 Today programme****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	756	522	231	407	240	110	279	172	71	127	65	38	389	294	74	61	17	85	56	67	58	26	40	164	109	59	15
	73%	77%	66%	70%	75%	82%	77%	74%	81%	59%	74%	82%	79%	68%	66%	58%	83%	74%	76%	80%	79%	84%	64%	82%	69%	70%	49%
Several times a day	59	41	18	31	22	6	19	17	5	12	4	1	34	20	6	5	1	7	3	7	4	2	8	8	7	4	4
	6%	6%	5%	5%	7%	5%	5%	7%	5%	6%	5%	3%	7%	5%	5%	4%	6%	6%	3%	9%	5%	7%	13%	4%	4%	4%	12%
About once a day	115	81	34	81	22	11	62	13	6	19	10	5	61	42	11	5	3	8	7	5	8	3	4	41	18	8	4
	11%	12%	10%	14%	7%	9%	17%	6%	7%	9%	11%	12%	12%	10%	10%	4%	16%	7%	10%	6%	11%	10%	6%	21%	11%	10%	13%
Several times a week	175	121	54	77	65	33	55	46	21	22	19	12	86	72	16	20	4	20	13	20	15	6	8	27	25	16	1
	17%	18%	15%	13%	20%	25%	15%	20%	24%	10%	22%	27%	17%	17%	14%	20%	21%	17%	17%	24%	20%	19%	12%	14%	16%	19%	5%
About once a week	153	111	40	77	54	21	53	42	17	25	12	3	84	47	22	10	2	21	16	14	9	6	10	24	21	13	6
	15%	16%	11%	13%	17%	16%	15%	18%	19%	11%	13%	7%	17%	11%	19%	9%	8%	19%	22%	17%	12%	20%	16%	12%	13%	16%	19%
Several times a month	70	41	27	33	27	9	18	20	3	16	6	6	38	29	3	9	1	10	5	4	8	2	2	14	10	4	-
	7%	6%	8%	6%	8%	7%	5%	9%	4%	7%	7%	13%	8%	7%	3%	9%	3%	9%	7%	5%	11%	6%	3%	7%	6%	4%	-
About once a month	66	44	22	39	16	12	24	10	10	14	5	2	28	32	6	4	2	6	3	8	2	5	1	14	14	6	-
	6%	7%	6%	7%	5%	9%	7%	5%	11%	7%	6%	5%	6%	8%	6%	4%	12%	5%	4%	10%	3%	17%	1%	7%	9%	7%	-
Less often	118	81	37	68	33	17	48	23	10	20	9	7	58	51	9	8	3	12	9	8	11	2	8	36	14	8	-
	11%	12%	10%	12%	10%	13%	13%	10%	11%	9%	11%	16%	12%	12%	8%	8%	17%	11%	12%	9%	15%	6%	12%	18%	9%	10%	-
Never	280	158	120	174	82	25	83	59	16	89	23	8	105	136	39	44	4	30	17	17	16	5	22	35	48	25	16
	27%	23%	34%	30%	25%	18%	23%	26%	19%	41%	26%	18%	21%	32%	34%	42%	17%	26%	24%	20%	21%	16%	36%	18%	31%	30%	51%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 231

Q21. How often, if at all, do you listen to the following podcasts?**Podcasts which are catch-up versions of BBC radio programmes, e.g. BBC Radio 2 breakfast show, BBC Radio 4 Today programme****Base: All respondents**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	756 73%	256 91%	181 91%	187 74%	288 76%
Several times a day	59 6%	21 7%	20 10%	21 8%	29 8%
About once a day	115 11%	38 13%	42 21%	27 11%	58 15%
Several times a week	175 17%	74 26%	55 28%	42 17%	66 18%
About once a week	153 15%	55 20%	30 15%	36 14%	45 12%
Several times a month	70 7%	31 11%	12 6%	19 7%	23 6%
About once a month	66 6%	23 8%	10 5%	19 7%	26 7%
Less often	118 11%	15 5%	13 6%	25 10%	41 11%
Never	280 27%	25 9%	19 9%	64 26%	90 24%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 232

Q21. How often, if at all, do you listen to the following podcasts?**Other BBC podcasts not originally broadcast on radio (not including TV programme podcasts)****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	730	506	222	401	232	98	275	166	65	125	64	32	374	288	68	63	16	80	58	62	56	26	41	155	101	50	22
	70%	74%	63%	69%	72%	73%	76%	72%	74%	58%	73%	70%	76%	67%	61%	60%	76%	69%	79%	74%	76%	82%	66%	78%	65%	60%	71%
Several times a day	39	24	15	25	12	3	16	6	2	9	5	1	23	14	2	2	-	5	2	3	*	2	5	7	8	*	4
	4%	4%	4%	4%	4%	2%	4%	3%	3%	4%	6%	1%	5%	3%	2%	2%	-	5%	2%	3%	1%	6%	8%	4%	5%	1%	12%
About once a day	81	57	24	55	24	3	38	17	2	17	7	*	43	32	7	5	3	8	3	8	7	2	2	25	9	7	2
	8%	8%	7%	9%	7%	2%	10%	7%	3%	8%	8%	1%	9%	7%	6%	5%	16%	7%	4%	10%	10%	7%	4%	13%	5%	8%	8%
Several times a week	142	97	44	79	45	18	56	28	13	23	17	5	70	60	12	14	3	16	10	10	15	5	5	29	21	9	5
	14%	14%	13%	14%	14%	13%	16%	12%	15%	11%	19%	10%	14%	14%	11%	13%	16%	14%	13%	11%	20%	15%	9%	15%	13%	11%	17%
About once a week	140	102	37	70	47	23	51	36	15	20	10	7	81	41	17	16	5	14	19	18	6	4	7	27	15	6	2
	13%	15%	11%	12%	15%	17%	14%	16%	17%	9%	12%	15%	17%	10%	15%	15%	22%	12%	26%	21%	8%	14%	12%	13%	10%	7%	7%
Several times a month	84	61	23	46	27	12	32	22	7	13	5	5	41	37	6	9	1	9	7	8	9	2	8	11	11	9	-
	8%	9%	7%	8%	8%	9%	9%	9%	8%	6%	6%	10%	8%	9%	5%	9%	7%	8%	9%	10%	12%	5%	13%	5%	7%	11%	-
About once a month	84	63	20	44	26	15	32	19	12	12	6	3	41	37	7	9	2	9	6	5	6	4	4	16	14	5	5
	8%	9%	6%	7%	8%	11%	9%	8%	14%	5%	7%	6%	8%	8%	6%	8%	8%	8%	8%	6%	8%	14%	6%	8%	9%	6%	15%
Less often	160	101	58	82	52	25	51	37	13	32	14	13	75	68	17	8	2	18	12	11	13	7	9	40	23	14	3
	15%	15%	17%	14%	16%	19%	14%	16%	15%	16%	16%	27%	15%	16%	15%	8%	8%	16%	16%	13%	18%	22%	14%	20%	15%	17%	11%
Never	306	174	129	180	90	37	87	65	23	91	24	14	119	142	44	42	5	35	16	21	17	6	22	44	56	33	9
	30%	26%	37%	31%	28%	27%	24%	28%	26%	42%	27%	30%	24%	33%	39%	40%	24%	31%	21%	26%	24%	18%	34%	22%	35%	40%	29%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 232

Q21. How often, if at all, do you listen to the following podcasts?

Other BBC podcasts not originally broadcast on radio (not including TV programme podcasts)

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	730 70%	238 84%	181 91%	189 75%	276 73%
Several times a day	39 4%	14 5%	18 9%	14 6%	22 6%
About once a day	81 8%	27 10%	17 8%	23 9%	39 10%
Several times a week	142 14%	62 22%	45 23%	40 16%	57 15%
About once a week	140 13%	40 14%	41 21%	36 14%	46 12%
Several times a month	84 8%	32 11%	25 13%	30 12%	25 7%
About once a month	84 8%	31 11%	12 6%	11 4%	22 6%
Less often	160 15%	33 12%	22 11%	33 13%	65 17%
Never	306 30%	44 16%	18 9%	63 25%	102 27%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 233

Q21. How often, if at all, do you listen to the following podcasts?**Podcasts from non-BBC radio stations e.g. Heart Breakfast podcast, Frank Skinner Show****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	614	432	181	342	203	70	240	146	46	102	55	24	291	255	68	54	16	71	46	54	47	20	32	135	88	36	15
	59%	63%	52%	59%	63%	52%	66%	63%	52%	47%	62%	52%	59%	59%	61%	52%	77%	62%	62%	65%	64%	62%	50%	68%	56%	43%	48%
Several times a day	46	34	11	32	13	1	25	8	1	7	5	-	21	21	4	4	1	6	-	4	3	1	5	12	6	-	4
	4%	5%	3%	6%	4%	1%	7%	3%	1%	3%	6%	-	4%	5%	3%	3%	4%	6%	-	4%	4%	3%	8%	6%	4%	-	12%
About once a day	72	45	25	51	19	1	33	11	1	18	7	1	35	25	11	4	4	11	3	9	7	3	1	21	6	2	2
	7%	7%	7%	9%	6%	1%	9%	5%	1%	8%	8%	1%	7%	6%	10%	3%	18%	9%	4%	10%	9%	8%	2%	11%	4%	2%	8%
Several times a week	93	66	27	48	37	8	35	26	4	13	11	4	49	37	7	11	3	8	10	7	7	3	4	14	19	7	-
	9%	10%	8%	8%	11%	6%	10%	11%	5%	6%	12%	8%	10%	9%	6%	10%	16%	7%	14%	9%	10%	8%	6%	7%	12%	8%	-
About once a week	105	77	28	50	39	16	35	29	13	15	10	3	55	39	11	5	2	12	8	9	10	2	7	24	11	6	8
	10%	11%	8%	9%	12%	12%	10%	13%	14%	7%	11%	6%	11%	9%	10%	5%	9%	10%	11%	11%	14%	6%	11%	12%	7%	7%	24%
Several times a month	72	54	17	37	27	7	29	21	4	9	6	3	32	29	11	11	1	7	7	6	4	5	3	21	6	1	-
	7%	8%	5%	6%	9%	5%	8%	9%	5%	4%	7%	6%	6%	7%	10%	10%	4%	6%	9%	7%	5%	15%	5%	11%	4%	1%	-
About once a month	42	25	17	20	17	5	10	11	4	10	7	1	19	16	7	1	*	6	2	6	5	3	2	6	6	5	-
	4%	4%	5%	3%	5%	4%	3%	5%	5%	4%	8%	1%	4%	4%	6%	1%	2%	5%	3%	7%	7%	9%	3%	3%	4%	6%	-
Less often	186	130	55	103	51	32	71	41	18	32	10	14	80	88	18	19	5	21	15	13	11	4	10	37	34	15	1
	18%	19%	16%	18%	16%	24%	20%	18%	21%	15%	11%	30%	16%	20%	16%	18%	24%	19%	21%	16%	15%	13%	15%	19%	22%	17%	4%
Never	422	249	170	239	118	65	122	84	42	115	33	22	202	175	44	50	5	44	28	29	26	12	31	63	69	48	16
	41%	37%	48%	41%	37%	48%	34%	37%	48%	53%	38%	48%	41%	41%	39%	48%	23%	38%	38%	35%	36%	38%	50%	32%	44%	57%	52%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 233

Q21. How often, if at all, do you listen to the following podcasts?**Podcasts from non-BBC radio stations e.g. Heart Breakfast podcast, Frank Skinner Show****Base: All respondents**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	614 59%	193 69%	137 69%	164 65%	229 61%
Several times a day	46 4%	22 8%	20 10%	23 9%	22 6%
About once a day	72 7%	15 5%	8 4%	20 8%	35 9%
Several times a week	93 9%	41 15%	24 12%	29 12%	31 8%
About once a week	105 10%	23 8%	26 13%	27 11%	33 9%
Several times a month	72 7%	31 11%	19 10%	17 7%	18 5%
About once a month	42 4%	17 6%	14 7%	10 4%	22 6%
Less often	186 18%	44 15%	26 13%	37 15%	67 18%
Never	422 41%	88 31%	63 31%	88 35%	149 39%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 234

Q21. How often, if at all, do you listen to the following podcasts?**Podcasts made by newspapers or Magazines e.g. Sun, Telegraph, Guardian, Economist, Monocle, New York Times****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	656	450	203	380	199	76	256	141	54	125	55	23	323	268	64	55	16	80	50	54	47	19	31	146	98	43	15
	63%	66%	58%	66%	62%	57%	71%	61%	61%	58%	63%	50%	66%	62%	57%	53%	78%	70%	68%	65%	64%	61%	49%	74%	63%	51%	48%
Several times a day	43	31	12	32	10	1	26	4	1	6	6	-	24	12	7	2	1	5	1	4	3	-	3	12	8	3	1
	4%	5%	3%	6%	3%	1%	7%	2%	1%	3%	6%	-	5%	3%	6%	2%	6%	5%	1%	5%	4%	-	5%	6%	5%	3%	4%
About once a day	76	53	22	53	18	5	37	12	4	16	5	1	33	34	9	7	2	9	4	10	10	1	1	16	10	4	2
	7%	8%	6%	9%	6%	3%	10%	5%	4%	7%	6%	1%	7%	8%	8%	6%	11%	8%	6%	11%	13%	2%	2%	8%	6%	5%	8%
Several times a week	126	93	33	66	47	14	46	35	11	19	11	3	72	43	11	9	6	19	12	11	7	3	5	22	21	6	5
	12%	14%	9%	11%	14%	10%	13%	15%	12%	9%	13%	6%	15%	10%	10%	9%	27%	16%	17%	13%	9%	10%	8%	11%	13%	7%	17%
About once a week	118	81	36	74	34	10	49	25	7	25	8	3	65	46	8	7	1	11	8	8	11	4	7	33	18	5	5
	11%	12%	10%	13%	11%	8%	14%	11%	8%	12%	10%	6%	13%	11%	7%	7%	4%	9%	11%	10%	15%	12%	11%	17%	11%	6%	17%
Several times a month	59	32	26	28	20	12	14	11	7	14	7	5	38	19	3	6	1	9	6	2	4	2	3	13	6	6	1
	6%	5%	7%	5%	6%	9%	4%	5%	8%	6%	8%	11%	8%	4%	2%	6%	7%	8%	9%	3%	5%	5%	4%	7%	4%	7%	4%
About once a month	78	51	27	48	27	4	32	19	-	16	7	4	34	33	11	8	3	7	4	5	-	5	5	21	15	5	-
	8%	8%	8%	8%	8%	3%	9%	8%	-	7%	8%	8%	7%	8%	10%	8%	12%	6%	6%	6%	-	15%	8%	10%	10%	7%	-
Less often	156	109	47	80	44	32	52	34	23	29	10	8	59	81	15	16	2	20	14	13	13	5	7	30	21	14	-
	15%	16%	13%	14%	14%	24%	14%	15%	27%	13%	11%	18%	12%	19%	14%	15%	11%	18%	19%	16%	18%	17%	11%	15%	13%	17%	-
Never	380	230	148	200	122	58	106	90	34	92	33	23	170	162	48	49	5	35	23	29	26	12	32	52	59	41	16
	37%	34%	42%	34%	38%	43%	29%	39%	39%	42%	37%	50%	34%	38%	43%	47%	22%	30%	32%	35%	36%	39%	51%	26%	37%	49%	52%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 234

Q21. How often, if at all, do you listen to the following podcasts?

Podcasts made by newspapers or Magazines e.g. Sun, Telegraph, Guardian, Economist, Monocle, New York Times

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	656 63%	212 75%	146 73%	176 70%	259 69%
Several times a day	43 4%	11 4%	12 6%	20 8%	20 5%
About once a day	76 7%	25 9%	19 10%	22 9%	34 9%
Several times a week	126 12%	40 14%	33 17%	34 14%	54 14%
About once a week	118 11%	45 16%	22 11%	31 12%	45 12%
Several times a month	59 6%	26 9%	16 8%	18 7%	17 4%
About once a month	78 8%	18 6%	9 5%	18 7%	35 9%
Less often	156 15%	47 17%	34 17%	34 13%	54 14%
Never	380 37%	69 25%	54 27%	75 30%	119 31%

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 235

Q21. How often, if at all, do you listen to the following podcasts?**Other****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Ever	763	508	253	433	245	85	279	177	52	154	66	33	355	328	80	75	15	90	51	61	59	27	42	159	99	60	24
	74%	75%	72%	75%	76%	63%	77%	77%	60%	71%	75%	70%	72%	76%	71%	72%	73%	78%	69%	73%	81%	86%	66%	80%	63%	72%	75%
Several times a day	80	56	24	56	23	1	39	17	-	16	6	1	45	30	5	8	2	6	4	4	5	3	8	17	11	3	10
	8%	8%	7%	10%	7%	1%	11%	7%	-	8%	7%	2%	9%	7%	5%	8%	10%	5%	6%	4%	7%	8%	12%	9%	7%	4%	33%
About once a day	98	64	34	62	29	7	39	20	5	22	9	2	47	42	9	10	1	14	5	4	9	5	7	22	9	7	4
	9%	9%	10%	11%	9%	5%	11%	9%	6%	10%	10%	5%	10%	10%	8%	10%	5%	12%	7%	5%	12%	15%	12%	11%	6%	8%	12%
Several times a week	224	144	79	142	68	14	86	47	10	56	20	4	85	113	25	25	5	19	15	23	25	6	11	39	27	22	6
	22%	21%	23%	25%	21%	10%	24%	20%	12%	26%	22%	8%	17%	26%	22%	24%	25%	16%	21%	27%	33%	21%	18%	20%	17%	26%	20%
About once a week	114	79	35	52	47	15	31	36	12	21	11	3	52	47	15	12	2	11	6	13	9	3	6	17	20	12	1
	11%	12%	10%	9%	15%	11%	9%	16%	14%	10%	13%	6%	11%	11%	14%	11%	10%	9%	8%	16%	13%	11%	10%	9%	13%	14%	4%
Several times a month	77	51	25	41	27	8	30	18	3	11	8	6	44	25	8	8	2	9	6	5	2	4	2	21	11	4	2
	7%	8%	7%	7%	8%	6%	8%	8%	3%	5%	9%	12%	9%	6%	7%	8%	11%	8%	8%	6%	3%	13%	3%	10%	7%	5%	5%
About once a month	49	36	13	24	13	12	17	10	8	7	3	4	20	23	6	4	*	10	3	6	3	2	2	15	1	3	-
	5%	5%	4%	4%	4%	9%	5%	5%	10%	3%	3%	9%	4%	5%	5%	4%	2%	9%	4%	7%	4%	6%	3%	8%	1%	3%	-
Less often	120	78	42	56	37	27	36	28	14	20	9	13	62	48	11	8	2	22	11	7	6	4	5	28	18	10	-
	12%	11%	12%	10%	12%	20%	10%	12%	16%	9%	11%	28%	12%	11%	10%	8%	11%	19%	15%	8%	8%	11%	8%	14%	12%	11%	-
Never	273	172	98	147	76	50	83	54	35	63	22	14	139	102	32	29	6	25	22	22	14	5	21	40	58	24	8
	26%	25%	28%	25%	24%	37%	23%	23%	40%	29%	25%	30%	28%	24%	29%	28%	27%	22%	31%	27%	19%	14%	34%	20%	37%	28%	25%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 235

Q21. How often, if at all, do you listen to the following podcasts?

Other

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Ever	763 74%	181 64%	140 70%	187 74%	287 76%
Several times a day	80 8%	11 4%	8 4%	19 7%	37 10%
About once a day	98 9%	20 7%	11 5%	24 10%	36 10%
Several times a week	224 22%	38 14%	38 19%	54 21%	92 24%
About once a week	114 11%	33 12%	25 12%	35 14%	38 10%
Several times a month	77 7%	25 9%	19 10%	24 10%	29 8%
About once a month	49 5%	17 6%	15 7%	8 3%	16 4%
Less often	120 12%	36 13%	25 13%	23 9%	40 10%
Never	273 26%	100 36%	59 30%	65 26%	91 24%

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 236

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Summary**Base: All respondents**

	Activities							
	Listening to radio	Listening to music streaming services (e.g. Spotify)	Reading books	Listening to audiobooks	Reading newspapers (print or online)	Watching TV	Playing electronic games (e.g. on mobile device)	Browsing the internet
Unweighted base	1036	1036	1036	1036	1036	1036	1036	1036
Weighted base	1036	1036	1036	1036	1036	1036	1036	1036
NET: More	272 26%	300 29%	247 24%	232 22%	215 21%	226 22%	199 19%	375 36%
A lot more (+2)	88 9%	107 10%	69 7%	75 7%	76 7%	93 9%	66 6%	135 13%
A little more (+1)	184 18%	192 19%	179 17%	157 15%	139 13%	133 13%	133 13%	241 23%
About the same (0)	510 49%	481 46%	551 53%	559 54%	574 55%	550 53%	554 53%	554 53%
A little less (-1)	173 17%	173 17%	171 16%	137 13%	131 13%	195 19%	144 14%	86 8%
A lot less (-2)	81 8%	82 8%	67 6%	108 10%	116 11%	65 6%	140 14%	21 2%
NET: Less	254 25%	256 25%	238 23%	245 24%	247 24%	260 25%	284 27%	107 10%
Mean	0.02	0.07	0.01	-0.04	-0.07	-0.01	-0.15	0.37
Standard deviation	1.00	1.04	0.93	0.99	1.00	0.96	1.02	0.88
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 237

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Listening to radio

Base: All respondents

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: More	272 26%	187 28%	84 24%	170 29%	77 24%	24 18%	118 33%	54 23%	15 17%	53 24%	22 25%	9 19%	125 25%	108 25%	39 34%	11 11%	7 32%	30 26%	18 25%	19 23%	21 29%	7 22%	17 27%	68 34%	43 27%	17 20%	14 46%
A lot more (+2)	88 9%	54 8%	35 10%	53 9%	25 8%	11 8%	34 9%	14 6%	6 7%	19 9%	11 12%	5 10%	35 7%	38 9%	14 13%	2 2%	5 22%	13 11%	4 6%	9 11%	5 7%	2 5%	4 7%	24 12%	7 5%	3 3%	11 34%
A little more (+1)	184 18%	133 20%	49 14%	118 20%	53 16%	13 10%	84 23%	40 18%	9 10%	34 16%	11 13%	4 9%	89 18%	70 16%	24 22%	9 9%	2 10%	17 15%	14 19%	10 12%	16 22%	5 17%	13 20%	44 22%	36 23%	14 17%	4 12%
About the same (0)	510 49%	328 48%	180 51%	261 45%	160 50%	89 66%	153 42%	115 50%	61 69%	108 50%	44 50%	28 60%	238 48%	215 50%	56 50%	61 58%	10 49%	56 49%	37 51%	42 51%	26 35%	19 59%	36 57%	89 45%	79 51%	44 53%	10 32%
A little less (-1)	173 17%	113 17%	57 16%	99 17%	56 18%	18 13%	61 17%	42 18%	11 12%	36 17%	13 15%	7 16%	84 17%	77 18%	12 11%	20 19%	3 16%	21 18%	13 18%	12 14%	19 26%	3 11%	8 13%	36 18%	22 14%	15 18%	-
A lot less (-2)	81 8%	52 8%	29 8%	50 9%	28 9%	4 3%	31 8%	20 9%	1 1%	19 9%	8 9%	2 5%	46 9%	30 7%	6 5%	13 12%	1 4%	8 7%	5 6%	10 12%	7 9%	3 8%	2 4%	5 3%	13 8%	8 10%	7 22%
NET: Less	254 25%	165 24%	87 25%	149 26%	84 26%	22 16%	91 25%	62 27%	12 13%	55 26%	21 24%	10 21%	130 26%	107 25%	17 16%	33 31%	4 20%	29 25%	18 24%	22 27%	26 36%	6 19%	10 17%	42 21%	35 22%	23 27%	7 22%
Mean	0.02	0.04	0.01	0.04	-0.03	0.07	0.08	-0.06	0.10	-0.01	0.04	0.03	-0.03	0.02	0.27	-0.31	0.29	0.05	0.01	-0.05	-0.08	*	0.13	0.23	0.01	-0.14	0.35
Standard deviation	1.00	0.99	1.02	1.04	1.00	0.82	1.05	0.97	0.75	1.01	1.07	0.95	1.01	0.99	0.98	0.87	1.12	1.03	0.94	1.09	1.07	0.92	0.86	0.97	0.94	0.92	1.53
Standard error	0.03	0.04	0.05	0.05	0.05	0.07	0.07	0.06	0.08	0.07	0.08	0.11	0.04	0.05	0.09	0.09	0.16	0.10	0.10	0.12	0.13	0.13	0.10	0.07	0.08	0.10	0.41

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 237

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Listening to radio

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: More	272 26%	89 32%	69 35%	83 33%	103 27%
A lot more (+2)	88 9%	32 11%	23 11%	30 12%	40 11%
A little more (+1)	184 18%	57 20%	46 23%	53 21%	63 17%
About the same (0)	510 49%	152 54%	93 46%	120 48%	172 46%
A little less (-1)	173 17%	31 11%	32 16%	35 14%	71 19%
A lot less (-2)	81 8%	10 3%	6 3%	13 5%	31 8%
NET: Less	254 25%	41 15%	38 19%	48 19%	102 27%
Mean	0.02	0.25	0.24	0.20	0.03
Standard deviation	1.00	0.92	0.96	1.00	1.05
Standard error	0.03	0.05	0.07	0.06	0.05

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 238

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?**Listening to music streaming services (e.g. Spotify)****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: More	300 29%	213 31%	85 24%	202 35%	86 27%	12 9%	144 40%	60 26%	9 11%	58 27%	25 28%	3 6%	141 29%	123 29%	35 31%	21 20%	5 25%	32 28%	24 33%	27 33%	27 36%	8 24%	8 12%	72 36%	42 26%	22 26%	13 41%
A lot more (+2)	107 10%	66 10%	41 12%	75 13%	28 9%	4 3%	48 13%	16 7%	2 3%	27 13%	12 14%	2 4%	45 9%	49 11%	13 12%	5 5%	2 9%	10 9%	7 9%	12 14%	7 9%	2 6%	5 7%	23 12%	12 8%	14 16%	9 30%
A little more (+1)	192 19%	147 22%	44 13%	126 22%	58 18%	8 6%	96 26%	44 19%	7 8%	31 14%	12 14%	1 3%	96 20%	74 17%	22 19%	16 16%	3 15%	22 19%	17 23%	15 18%	20 28%	6 18%	3 5%	49 25%	29 19%	8 9%	4 12%
About the same (0)	481 46%	303 45%	177 50%	224 39%	166 52%	91 67%	124 34%	118 51%	61 70%	100 46%	48 54%	29 63%	227 46%	200 46%	54 48%	50 48%	11 54%	50 44%	36 49%	35 42%	30 41%	16 52%	37 60%	84 42%	74 47%	45 53%	11 37%
A little less (-1)	173 17%	113 17%	58 17%	108 19%	44 14%	21 16%	65 18%	34 15%	14 16%	42 19%	9 10%	7 15%	90 18%	68 16%	15 14%	16 15%	2 10%	26 23%	9 13%	16 19%	11 15%	4 13%	14 22%	35 18%	28 18%	12 14%	- -
A lot less (-2)	82 8%	52 8%	30 9%	46 8%	26 8%	10 8%	30 8%	20 8%	3 3%	17 8%	6 7%	7 16%	35 7%	39 9%	9 8%	17 17%	2 11%	7 6%	4 5%	6 7%	5 7%	3 11%	4 6%	8 4%	14 9%	6 7%	7 22%
NET: Less	256 25%	165 24%	88 25%	154 27%	70 22%	32 23%	94 26%	53 23%	17 20%	59 27%	15 18%	14 31%	125 25%	107 25%	24 21%	33 32%	4 21%	33 29%	13 18%	22 26%	16 22%	7 24%	18 28%	43 22%	42 27%	17 21%	7 22%
Mean	0.07	0.09	0.02	0.13	0.06	-0.19	0.19	0.01	-0.10	0.04	0.17	-0.37	0.05	0.06	0.14	-0.23	0.03	0.02	0.20	0.14	0.16	-0.05	-0.15	0.23	-0.01	0.14	0.26
Standard deviation	1.04	1.03	1.05	1.11	0.99	0.78	1.13	0.98	0.69	1.07	1.04	0.92	1.01	1.07	1.05	1.06	1.06	1.01	0.95	1.11	1.03	1.00	0.89	1.00	1.01	1.07	1.48
Standard error	0.03	0.04	0.05	0.05	0.05	0.06	0.08	0.06	0.08	0.07	0.08	0.10	0.04	0.05	0.10	0.11	0.15	0.10	0.10	0.12	0.13	0.14	0.11	0.08	0.08	0.11	0.40

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 238

**Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?
 Listening to music streaming services (e.g. Spotify)**

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: More	300 29%	71 25%	59 29%	126 50%	113 30%
A lot more	(+2) 107 10%	27 10%	26 13%	58 23%	44 12%
A little more	(+1) 192 19%	43 15%	33 17%	68 27%	70 19%
About the same	(0) 481 46%	151 54%	103 52%	90 36%	171 45%
A little less	(-1) 173 17%	42 15%	33 17%	30 12%	65 17%
A lot less	(-2) 82 8%	17 6%	4 2%	5 2%	29 8%
NET: Less	256 25%	59 21%	37 19%	36 14%	94 25%
Mean	0.07	0.08	0.22	0.57	0.09
Standard deviation	1.04	0.97	0.94	1.04	1.06
Standard error	0.03	0.06	0.07	0.07	0.05

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 239

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Reading books

Base: All respondents

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: More	247 24%	161 24%	85 24%	160 28%	68 21%	19 14%	105 29%	44 19%	12 14%	55 25%	23 26%	7 16%	118 24%	103 24%	26 23%	10 10%	6 26%	22 19%	21 28%	24 29%	17 23%	8 27%	12 19%	63 31%	34 22%	18 21%	13 41%
A lot more (+2)	69 7%	41 6%	27 8%	45 8%	22 7%	1 1%	30 8%	10 4%	1 1%	15 7%	12 14%	-	31 6%	28 7%	10 9%	3 3%	1 5%	8 7%	7 9%	5 5%	3 4%	3 9%	1 2%	17 9%	11 7%	5 6%	5 16%
A little more (+1)	179 17%	120 18%	58 16%	115 20%	46 14%	18 14%	76 21%	34 15%	11 12%	39 18%	11 13%	7 16%	87 18%	75 17%	17 15%	7 7%	4 21%	14 12%	14 19%	20 23%	14 19%	6 18%	11 17%	46 23%	23 15%	13 15%	8 25%
About the same (0)	551 53%	368 54%	181 52%	287 49%	175 54%	89 66%	178 49%	129 56%	61 69%	108 50%	45 51%	28 60%	257 52%	231 54%	63 56%	60 58%	9 44%	64 56%	36 50%	39 46%	35 48%	17 54%	43 68%	91 46%	91 58%	51 61%	14 44%
A little less (-1)	171 16%	109 16%	59 17%	94 16%	57 18%	21 15%	55 15%	41 18%	13 15%	37 17%	15 17%	8 17%	87 18%	69 16%	15 13%	18 17%	5 22%	17 15%	12 16%	15 18%	18 25%	5 17%	8 12%	32 16%	23 15%	13 16%	5 15%
A lot less (-2)	67 6%	42 6%	25 7%	40 7%	22 7%	5 4%	23 6%	17 7%	2 2%	17 8%	5 5%	3 7%	31 6%	28 6%	8 7%	16 15%	2 7%	11 10%	4 6%	6 8%	3 4%	1 2%	1 1%	13 7%	9 6%	2 2%	-
NET: Less	238 23%	151 22%	84 24%	133 23%	78 24%	26 19%	78 22%	58 25%	15 17%	53 25%	20 23%	11 24%	118 24%	97 22%	23 20%	34 32%	6 29%	29 25%	16 22%	21 25%	21 28%	6 19%	8 13%	45 23%	32 20%	15 18%	5 15%
Mean	0.01	0.01	0.01	0.05	-0.03	-0.08	0.09	-0.09	-0.04	*	0.12	-0.15	*	0.02	0.04	-0.34	-0.06	-0.09	0.10	0.01	-0.05	0.15	0.07	0.11	0.02	0.07	0.41
Standard deviation	0.93	0.91	0.97	0.97	0.93	0.69	0.97	0.89	0.65	0.97	1.03	0.77	0.92	0.92	0.96	0.93	0.98	0.98	0.98	0.97	0.87	0.89	0.64	0.99	0.89	0.80	0.94
Standard error	0.03	0.04	0.04	0.05	0.04	0.06	0.07	0.05	0.07	0.07	0.07	0.09	0.04	0.05	0.09	0.10	0.14	0.09	0.10	0.10	0.11	0.13	0.08	0.07	0.07	0.08	0.25

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 239

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Reading books

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: More	247 24%	66 23%	57 28%	78 31%	98 26%
A lot more	(+2) 69 7%	17 6%	13 7%	27 11%	29 8%
A little more	(+1) 179 17%	49 17%	43 22%	51 20%	69 18%
About the same	(0) 551 53%	165 59%	111 55%	124 49%	187 50%
A little less	(-1) 171 16%	38 13%	30 15%	37 15%	66 18%
A lot less	(-2) 67 6%	13 5%	3 1%	13 5%	27 7%
NET: Less	238 23%	51 18%	32 16%	50 20%	93 25%
Mean	0.01	0.07	0.18	0.17	0.02
Standard deviation	0.93	0.86	0.81	0.98	0.97
Standard error	0.03	0.05	0.06	0.06	0.05

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 240

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Listening to audiobooks

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: More	232 22%	165 24%	66 19%	159 27%	60 19%	13 9%	119 33%	40 17%	6 7%	40 19%	19 22%	7 15%	106 22%	103 24%	22 20%	10 10%	4 18%	36 31%	18 24%	19 23%	17 23%	3 9%	11 17%	50 25%	36 23%	16 19%	13 42%
A lot more (+2)	75 7%	48 7%	26 8%	46 8%	26 8%	4 3%	32 9%	16 7%	- -	13 6%	10 11%	4 8%	36 7%	28 7%	10 9%	2 2%	1 6%	8 7%	5 7%	8 10%	5 6%	1 4%	3 5%	13 7%	14 9%	4 5%	9 30%
A little more (+1)	157 15%	116 17%	40 11%	113 20%	35 11%	9 7%	86 24%	24 10%	6 7%	27 13%	10 11%	3 7%	70 14%	75 17%	12 10%	8 8%	2 12%	28 24%	12 17%	11 13%	12 17%	2 6%	7 12%	36 18%	21 14%	12 14%	4 12%
About the same (0)	559 54%	359 53%	196 56%	285 49%	187 58%	88 65%	163 45%	134 58%	62 70%	120 55%	51 58%	25 54%	266 54%	228 53%	64 57%	60 57%	11 53%	58 50%	40 55%	44 53%	37 50%	23 72%	42 67%	100 51%	82 52%	52 62%	10 30%
A little less (-1)	137 13%	94 14%	43 12%	73 13%	46 14%	18 13%	48 13%	35 15%	11 13%	25 12%	11 13%	7 15%	69 14%	52 12%	16 14%	16 15%	3 12%	15 13%	9 13%	10 12%	14 19%	2 8%	6 9%	25 12%	23 14%	10 12%	5 15%
A lot less (-2)	108 10%	64 9%	44 13%	63 11%	28 9%	16 12%	32 9%	22 10%	9 10%	31 14%	6 7%	7 16%	51 10%	47 11%	10 9%	19 18%	4 18%	6 5%	5 7%	10 12%	5 7%	3 11%	5 7%	24 12%	16 10%	6 8%	4 12%
NET: Less	245 24%	157 23%	88 25%	137 24%	74 23%	34 25%	80 22%	57 25%	20 23%	56 26%	17 20%	14 31%	120 24%	98 23%	26 23%	34 33%	6 30%	21 18%	15 20%	20 24%	19 26%	6 18%	10 17%	49 25%	39 25%	16 19%	9 28%
Mean	-0.04	-0.01	-0.11	0.01	-0.05	-0.25	0.10	-0.10	-0.26	-0.15	0.06	-0.24	-0.06	-0.03	-0.03	-0.39	-0.24	0.15	0.04	-0.04	-0.03	-0.16	-0.02	-0.05	-0.03	-0.03	0.32
Standard deviation	0.99	0.98	1.02	1.04	0.96	0.86	1.04	0.95	0.73	1.02	0.98	1.06	0.99	1.00	0.99	0.94	1.08	0.93	0.95	1.07	0.95	0.84	0.84	1.03	1.03	0.87	1.38
Standard error	0.03	0.04	0.05	0.05	0.04	0.07	0.07	0.06	0.08	0.07	0.07	0.12	0.04	0.05	0.09	0.10	0.16	0.09	0.10	0.11	0.12	0.12	0.10	0.08	0.09	0.09	0.37

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 240

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Listening to audiobooks

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: More	232 22%	69 25%	47 24%	93 37%	99 26%
A lot more	(+2) 75 7%	28 10%	23 12%	45 18%	38 10%
A little more	(+1) 157 15%	41 14%	24 12%	49 19%	61 16%
About the same	(0) 559 54%	156 56%	114 57%	114 45%	187 50%
A little less	(-1) 137 13%	31 11%	23 12%	22 9%	49 13%
A lot less	(-2) 108 10%	25 9%	15 8%	23 9%	43 11%
NET: Less	245 24%	56 20%	38 19%	44 18%	92 24%
Mean	-0.04	0.06	0.08	0.28	0.01
Standard deviation	0.99	1.01	1.00	1.13	1.07
Standard error	0.03	0.06	0.07	0.07	0.05

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 241

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Reading newspapers (print or online)

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: More	215 21%	153 22%	60 17%	133 23%	59 19%	22 16%	96 27%	39 17%	17 19%	37 17%	18 21%	5 11%	106 21%	82 19%	28 24%	14 13%	4 21%	28 24%	15 20%	20 24%	14 20%	5 14%	11 18%	60 30%	22 14%	11 13%	10 32%
A lot more (+2)	76 7%	52 8%	23 7%	45 8%	22 7%	9 7%	32 9%	13 6%	6 7%	12 6%	8 9%	3 6%	38 8%	29 7%	9 8%	3 3%	1 4%	16 14%	7 10%	5 6%	1 2%	1 3%	3 5%	22 11%	10 6%	3 3%	4 13%
A little more (+1)	139 13%	101 15%	37 11%	88 15%	37 12%	13 10%	64 18%	26 11%	11 12%	24 11%	11 12%	2 5%	67 14%	53 12%	19 17%	11 10%	3 17%	12 10%	8 10%	15 18%	13 18%	4 12%	8 13%	38 19%	13 8%	8 10%	6 19%
About the same (0)	574 55%	366 54%	206 59%	309 53%	176 55%	89 66%	184 51%	127 55%	56 64%	123 57%	50 57%	33 71%	270 55%	251 58%	53 47%	57 55%	10 49%	62 54%	39 53%	39 47%	41 56%	21 66%	39 62%	94 47%	101 65%	56 67%	16 50%
A little less (-1)	131 13%	87 13%	43 12%	74 13%	46 14%	11 8%	48 13%	32 14%	7 8%	26 12%	13 15%	4 9%	72 15%	43 10%	16 15%	11 11%	3 17%	15 13%	11 15%	15 17%	7 9%	2 8%	6 10%	34 17%	19 12%	7 8%	-
A lot less (-2)	116 11%	74 11%	41 12%	65 11%	39 12%	12 9%	34 9%	32 14%	8 9%	31 14%	6 7%	4 9%	46 9%	54 13%	15 13%	22 21%	3 14%	11 9%	8 12%	10 12%	11 15%	4 11%	7 11%	11 5%	14 9%	10 12%	5 17%
NET: Less	247 24%	162 24%	84 24%	138 24%	85 27%	23 17%	82 23%	65 28%	15 17%	57 26%	20 22%	8 18%	118 24%	98 23%	32 28%	33 32%	6 30%	26 23%	19 27%	25 29%	18 24%	6 19%	13 20%	45 23%	33 21%	17 20%	5 17%
Mean	-0.07	-0.05	-0.12	-0.04	-0.13	-0.03	0.04	-0.19	*	-0.18	*	-0.09	-0.04	-0.10	-0.09	-0.37	-0.20	0.06	-0.08	-0.11	-0.18	-0.13	-0.08	0.13	-0.10	-0.17	0.10
Standard deviation	1.00	1.01	0.98	1.02	1.00	0.90	1.02	1.01	0.92	1.00	0.96	0.87	0.98	0.99	1.08	1.03	1.02	1.07	1.06	1.04	0.97	0.88	0.93	1.01	0.89	0.88	1.20
Standard error	0.03	0.04	0.04	0.05	0.05	0.07	0.07	0.06	0.10	0.07	0.07	0.10	0.04	0.05	0.10	0.11	0.15	0.10	0.11	0.11	0.12	0.12	0.11	0.08	0.07	0.09	0.32

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 241

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Reading newspapers (print or online)

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: More	215 21%	69 25%	57 29%	64 25%	83 22%
A lot more	(+2) 76 7%	26 9%	25 13%	31 12%	35 9%
A little more	(+1) 139 13%	43 15%	32 16%	33 13%	48 13%
About the same	(0) 574 55%	154 55%	104 52%	130 52%	199 53%
A little less	(-1) 131 13%	35 12%	24 12%	35 14%	50 13%
A lot less	(-2) 116 11%	23 8%	14 7%	22 9%	46 12%
NET: Less	247 24%	58 21%	38 19%	57 23%	96 25%
Mean	-0.07	0.05	0.15	0.06	-0.06
Standard deviation	1.00	0.99	1.02	1.05	1.06
Standard error	0.03	0.06	0.07	0.07	0.05

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 242

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Watching TV

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: More	226 22%	153 22%	72 21%	156 27%	60 19%	10 7%	108 30%	38 16%	6 7%	47 22%	21 24%	4 8%	100 20%	98 23%	28 25%	8 8%	7 32%	25 22%	17 24%	24 29%	19 27%	4 11%	11 17%	50 25%	35 22%	11 13%	14 46%
A lot more (+2)	93 9%	63 9%	30 9%	63 11%	25 8%	5 4%	43 12%	18 8%	2 3%	20 9%	7 8%	3 7%	31 6%	47 11%	15 13%	4 3%	4 19%	15 13%	6 8%	9 11%	7 10%	2 6%	4 6%	19 10%	7 5%	3 4%	12 38%
A little more (+1)	133 13%	90 13%	42 12%	93 16%	36 11%	5 3%	66 18%	20 9%	4 5%	27 13%	14 16%	* 1%	69 14%	51 12%	13 12%	5 4%	3 13%	10 9%	12 16%	15 18%	12 17%	2 6%	7 10%	31 16%	27 17%	8 9%	2 7%
About the same (0)	550 53%	359 53%	188 54%	264 45%	182 57%	103 77%	153 42%	137 59%	69 79%	111 51%	44 50%	33 72%	274 55%	223 52%	53 47%	70 67%	10 47%	62 54%	41 55%	35 41%	33 45%	19 61%	44 69%	92 46%	82 52%	49 58%	15 47%
A little less (-1)	195 19%	122 18%	71 20%	120 21%	59 18%	16 12%	73 20%	40 17%	9 10%	45 21%	19 22%	7 16%	88 18%	85 20%	22 20%	14 13%	4 17%	23 20%	13 17%	22 26%	17 23%	6 21%	6 9%	41 21%	28 18%	20 24%	2 7%
A lot less (-2)	65 6%	46 7%	19 5%	41 7%	19 6%	5 4%	28 8%	16 7%	3 3%	13 6%	3 4%	2 5%	32 6%	25 6%	9 8%	13 12%	1 4%	5 4%	3 4%	3 4%	4 5%	2 7%	3 5%	16 8%	13 8%	4 5%	- -
NET: Less	260 25%	169 25%	90 26%	161 28%	78 24%	21 16%	101 28%	56 24%	12 14%	58 27%	22 26%	10 21%	120 24%	109 25%	31 28%	27 25%	4 21%	28 24%	15 21%	25 29%	21 28%	9 28%	9 14%	57 28%	41 26%	24 29%	2 7%
Mean	-0.01	*	-0.02	0.03	-0.04	-0.09	0.06	-0.07	-0.07	-0.02	0.03	-0.12	-0.04	0.03	0.03	-0.26	0.27	0.07	0.07	0.07	0.03	-0.18	0.05	-0.01	-0.07	-0.17	0.77
Standard deviation	0.96	0.98	0.94	1.04	0.92	0.68	1.08	0.92	0.62	0.98	0.93	0.80	0.91	0.99	1.08	0.86	1.10	1.00	0.90	1.02	1.00	0.87	0.80	1.03	0.93	0.81	1.06
Standard error	0.03	0.04	0.04	0.05	0.04	0.05	0.08	0.06	0.07	0.07	0.07	0.09	0.04	0.05	0.10	0.09	0.16	0.10	0.09	0.11	0.12	0.12	0.10	0.08	0.08	0.09	0.28

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 242

**Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?
 Watching TV**

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: More	226 22%	69 25%	47 24%	81 32%	94 25%
A lot more	(+2) 93 9%	27 9%	24 12%	40 16%	43 11%
A little more	(+1) 133 13%	43 15%	23 12%	40 16%	51 13%
About the same	(0) 550 53%	153 54%	110 55%	118 47%	187 49%
A little less	(-1) 195 19%	47 17%	36 18%	39 15%	75 20%
A lot less	(-2) 65 6%	12 4%	6 3%	14 5%	22 6%
NET: Less	260 25%	59 21%	43 21%	52 21%	97 26%
Mean	-0.01	0.09	0.11	0.22	0.05
Standard deviation	0.96	0.93	0.94	1.06	1.01
Standard error	0.03	0.05	0.07	0.07	0.05

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 243

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Playing electronic games (e.g. on mobile device)

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: More	199 19%	142 21%	57 16%	141 24%	50 16%	8 6%	104 29%	32 14%	6 6%	36 17%	18 21%	2 5%	91 18%	77 18%	30 27%	18 17%	5 24%	25 22%	16 22%	18 21%	12 17%	3 10%	7 11%	45 22%	33 21%	9 10%	9 29%
A lot more (+2)	66 6%	45 7%	21 6%	47 8%	15 5%	4 3%	33 9%	11 5%	2 2%	14 7%	5 5%	2 4%	32 6%	20 5%	13 12%	5 5%	3 14%	12 10%	4 5%	7 8%	3 4%	1 4%	2 3%	18 9%	8 5%	1 2%	2 5%
A little more (+1)	133 13%	96 14%	36 10%	94 16%	35 11%	4 3%	72 20%	21 9%	4 4%	22 10%	13 15%	1 2%	59 12%	57 13%	17 15%	12 12%	2 10%	13 11%	12 17%	11 13%	9 13%	2 6%	5 8%	27 13%	25 16%	7 9%	7 23%
About the same (0)	554 53%	359 53%	192 55%	280 48%	185 58%	89 66%	167 46%	136 59%	56 64%	112 52%	48 55%	32 68%	264 53%	236 55%	54 48%	55 53%	11 54%	56 49%	41 56%	39 46%	34 46%	22 71%	46 73%	96 48%	84 54%	52 62%	16 52%
A little less (-1)	144 14%	88 13%	54 15%	89 15%	43 13%	11 8%	52 14%	30 13%	6 7%	37 17%	12 13%	5 10%	66 13%	59 14%	18 16%	11 11%	4 17%	14 12%	6 8%	18 21%	15 20%	3 10%	5 8%	33 16%	23 15%	13 16%	-
A lot less (-2)	140 14%	92 13%	48 14%	70 12%	43 13%	27 20%	39 11%	33 14%	20 23%	31 14%	10 11%	7 16%	73 15%	58 13%	9 8%	21 20%	1 5%	20 17%	10 14%	10 12%	13 17%	3 10%	5 8%	25 13%	17 11%	10 12%	6 20%
NET: Less	284 27%	180 26%	102 29%	159 27%	86 27%	38 28%	91 25%	63 27%	26 29%	68 31%	22 25%	12 26%	139 28%	117 27%	28 25%	32 30%	5 22%	34 29%	16 22%	27 33%	27 37%	6 19%	10 16%	58 29%	39 25%	24 28%	6 20%
Mean	-0.15	-0.12	-0.21	-0.07	-0.20	-0.40	0.02	-0.23	-0.43	-0.22	-0.10	-0.33	-0.18	-0.18	0.06	-0.28	0.11	-0.15	-0.09	-0.15	-0.34	-0.16	-0.11	-0.10	-0.09	-0.28	-0.05
Standard deviation	1.02	1.03	1.00	1.06	0.96	0.94	1.07	0.96	0.97	1.03	0.98	0.90	1.04	0.98	1.06	1.07	1.03	1.15	1.01	1.06	1.04	0.83	0.77	1.08	0.97	0.85	1.12
Standard error	0.03	0.04	0.05	0.05	0.04	0.07	0.08	0.06	0.11	0.07	0.07	0.10	0.05	0.05	0.10	0.11	0.15	0.11	0.11	0.11	0.13	0.12	0.09	0.08	0.08	0.09	0.30

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 243

**Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?
 Playing electronic games (e.g. on mobile device)**

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: More	199 19%	54 19%	43 21%	76 30%	76 20%
A lot more (+2)	66 6%	18 6%	14 7%	36 14%	38 10%
A little more (+1)	133 13%	36 13%	28 14%	41 16%	38 10%
About the same (0)	554 53%	151 54%	107 53%	123 49%	183 48%
A little less (-1)	144 14%	37 13%	23 12%	27 11%	61 16%
A lot less (-2)	140 14%	40 14%	27 13%	25 10%	58 15%
NET: Less	284 27%	76 27%	50 25%	52 21%	119 32%
Mean	-0.15	-0.16	-0.10	0.14	-0.17
Standard deviation	1.02	1.03	1.04	1.11	1.12
Standard error	0.03	0.06	0.07	0.07	0.06

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 244

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?**Browsing the internet****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: More	375 36%	252 37%	121 35%	229 39%	110 34%	37 27%	153 42%	76 33%	23 27%	76 35%	32 36%	13 29%	166 34%	159 37%	50 45%	26 24%	9 41%	41 36%	35 48%	31 38%	31 42%	12 38%	18 29%	90 45%	44 28%	25 29%	14 46%
A lot more (+2)	135 13%	85 12%	49 14%	78 13%	44 14%	13 10%	48 13%	30 13%	7 8%	30 14%	13 15%	6 13%	49 10%	63 15%	23 20%	4 4%	5 25%	15 13%	11 15%	15 18%	10 14%	3 10%	5 8%	31 15%	21 13%	7 8%	8 26%
A little more (+1)	241 23%	167 25%	73 21%	151 26%	66 20%	24 18%	104 29%	46 20%	17 19%	47 22%	18 21%	7 15%	117 24%	96 22%	28 25%	22 21%	3 16%	26 22%	24 32%	17 20%	21 28%	9 28%	13 21%	59 30%	23 15%	18 22%	6 20%
About the same (0)	554 53%	366 54%	186 53%	284 49%	180 56%	90 67%	175 48%	133 58%	57 65%	107 50%	46 53%	32 70%	281 57%	227 53%	47 41%	66 63%	11 54%	60 52%	35 48%	43 52%	35 48%	17 53%	39 62%	90 45%	93 59%	49 58%	17 54%
A little less (-1)	86 8%	47 7%	38 11%	50 9%	27 9%	8 6%	22 6%	18 8%	7 8%	28 13%	9 10%	1 1%	36 7%	37 9%	12 11%	10 10%	1 5%	12 10%	3 5%	9 11%	6 8%	2 7%	5 8%	17 9%	12 8%	8 10%	-
A lot less (-2)	21 2%	15 2%	5 2%	17 3%	4 1%	-	12 3%	3 1%	-	4 2%	1 1%	-	10 2%	7 2%	3 3%	4 3%	-	2 2%	-	-	2 3%	1 2%	1 1%	2 1%	8 5%	2 2%	-
NET: Less	107 10%	63 9%	43 12%	67 12%	32 10%	8 6%	34 9%	21 9%	7 8%	33 15%	10 11%	1 1%	47 9%	44 10%	15 14%	14 13%	1 5%	14 12%	3 5%	9 11%	8 10%	3 8%	6 9%	19 10%	20 13%	10 12%	-
Mean	0.37	0.38	0.35	0.38	0.37	0.31	0.43	0.35	0.26	0.32	0.39	0.41	0.32	0.40	0.48	0.12	0.61	0.35	0.58	0.44	0.43	0.38	0.27	0.50	0.23	0.23	0.71
Standard deviation	0.88	0.87	0.90	0.92	0.87	0.72	0.92	0.85	0.72	0.94	0.90	0.74	0.83	0.90	1.03	0.76	0.94	0.91	0.80	0.91	0.92	0.84	0.77	0.89	0.96	0.82	0.86
Standard error	0.03	0.04	0.04	0.05	0.04	0.06	0.06	0.05	0.08	0.06	0.07	0.08	0.04	0.04	0.10	0.08	0.14	0.09	0.08	0.10	0.11	0.12	0.09	0.07	0.08	0.09	0.23

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 244

Q22. Thinking about your podcast listening, do you do more or less of these other activities as a result of your podcast listening?

Browsing the internet

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: More	375 36%	108 39%	78 39%	121 48%	140 37%
A lot more (+2)	135 13%	39 14%	28 14%	51 20%	53 14%
A little more (+1)	241 23%	70 25%	49 25%	70 28%	86 23%
About the same (0)	554 53%	155 55%	106 53%	114 45%	186 49%
A little less (-1)	86 8%	15 5%	14 7%	10 4%	43 11%
A lot less (-2)	21 2%	3 1%	1 1%	6 3%	10 3%
NET: Less	107 10%	18 7%	16 8%	17 7%	53 14%
Mean	0.37	0.45	0.45	0.59	0.35
Standard deviation	0.88	0.84	0.85	0.94	0.94
Standard error	0.03	0.05	0.06	0.06	0.05

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 245

Q23. How strongly would you say you agree or disagree with the following?**Summary****Base: All respondents**

	Statements											
	I find it easy to find out about podcasts I might enjoy	There should be clear warnings about possible offensive language or topics at the start of podcasts	I'd be happy to pay to subscribe to my favourite podcasts	I only listen to podcasts from people I've heard of (e.g. influencers, celebrities)	There are too many adverts on the podcasts I listen to	There is a lot more choice in what to listen to compared to radio	I like the range of content available on podcasts	Podcasts offer me something I can't get on radio	I like the convenience of being able to listen to podcasts when it suits me	I'm worried about content in podcasts that may be offensive or upsetting to me or others	I trust what I hear in podcasts	I prefer podcasts from the UK to those from other countries
Unweighted base	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036
Weighted base	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036	1036
NET: Agree	711 69%	576 56%	411 40%	383 37%	341 33%	810 78%	896 87%	860 83%	931 90%	187 18%	573 55%	478 46%
Strongly agree (+2)	257 25%	199 19%	111 11%	111 11%	65 6%	441 43%	505 49%	448 43%	684 66%	59 6%	139 13%	203 20%
Slightly agree (+1)	454 44%	377 36%	300 29%	271 26%	276 27%	369 36%	392 38%	412 40%	247 24%	128 12%	435 42%	275 27%
Neither agree nor disagree (0)	202 19%	305 29%	261 25%	207 20%	327 32%	189 18%	127 12%	142 14%	97 9%	223 22%	409 39%	365 35%
Slightly disagree (-1)	102 10%	93 9%	225 22%	205 20%	233 23%	29 3%	13 1%	30 3%	8 1%	263 25%	46 4%	118 11%
Strongly disagree (-2)	21 2%	62 6%	139 13%	241 23%	135 13%	7 1%	- -	4 *	- -	363 35%	8 1%	76 7%
NET: Disagree	124 12%	155 15%	364 35%	446 43%	368 36%	36 4%	13 1%	34 3%	8 1%	626 60%	53 5%	194 19%
Mean	0.79	0.54	0.02	-0.19	-0.09	1.17	1.34	1.23	1.55	-0.72	0.63	0.40
Standard deviation	0.99	1.08	1.21	1.34	1.12	0.87	0.74	0.82	0.69	1.22	0.80	1.14
Standard error	0.03	0.03	0.04	0.04	0.03	0.03	0.02	0.03	0.02	0.04	0.02	0.04

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 246

Q23. How strongly would you say you agree or disagree with the following?**I find it easy to find out about podcasts I might enjoy****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	711 69%	463 68%	245 70%	402 69%	224 70%	84 62%	252 70%	155 67%	56 64%	151 70%	67 76%	27 58%	331 67%	303 70%	77 68%	76 73%	14 68%	80 70%	59 80%	65 77%	46 62%	22 71%	47 75%	132 66%	91 58%	54 65%	24 75%
Strongly agree (+2)	257 25%	162 24%	94 27%	142 24%	86 27%	29 21%	86 24%	56 24%	20 22%	55 25%	29 33%	9 20%	122 25%	99 23%	36 32%	29 28%	7 32%	29 25%	19 26%	30 36%	8 11%	7 22%	11 18%	54 27%	26 17%	18 21%	18 56%
Slightly agree (+1)	454 44%	301 44%	151 43%	261 45%	138 43%	55 41%	165 46%	98 43%	37 42%	95 44%	38 43%	18 38%	209 42%	204 47%	41 37%	47 45%	8 37%	51 44%	39 54%	35 41%	37 51%	15 49%	36 57%	78 39%	65 42%	37 44%	6 20%
Neither agree nor disagree (0)	202 19%	137 20%	63 18%	106 18%	68 21%	28 21%	68 19%	53 23%	16 18%	36 17%	15 17%	12 27%	103 21%	81 19%	18 16%	15 15%	6 27%	20 17%	6 8%	15 18%	16 22%	5 15%	10 15%	53 27%	40 25%	12 14%	5 16%
Slightly disagree (-1)	102 10%	67 10%	35 10%	59 10%	27 8%	17 13%	34 9%	21 9%	12 14%	24 11%	6 7%	4 10%	50 10%	35 8%	18 16%	7 6%	1 5%	12 11%	8 11%	3 4%	8 10%	4 14%	5 8%	13 6%	22 14%	16 19%	3 9%
Strongly disagree (-2)	21 2%	13 2%	8 2%	13 2%	3 1%	6 4%	8 2%	2 1%	3 4%	5 2%	* 1%	2 5%	10 2%	11 3%	- -	6 6%	- -	3 2%	1 1%	1 1%	4 5%	- -	1 1%	1 1%	3 2%	2 2%	- -
NET: Disagree	124 12%	81 12%	43 12%	72 12%	29 9%	23 17%	42 12%	23 10%	16 18%	30 14%	6 7%	7 15%	60 12%	46 11%	18 16%	13 12%	1 5%	15 13%	9 12%	4 5%	11 15%	4 14%	6 10%	14 7%	25 16%	18 21%	3 9%
Mean	0.79	0.78	0.82	0.79	0.87	0.63	0.80	0.80	0.65	0.79	1.02	0.58	0.78	0.80	0.84	0.83	0.95	0.80	0.93	1.07	0.54	0.78	0.82	0.86	0.56	0.62	1.22
Standard deviation	0.99	0.98	1.01	1.00	0.93	1.09	0.98	0.94	1.09	1.02	0.91	1.09	1.00	0.97	1.04	1.09	0.90	1.02	0.94	0.89	1.00	0.96	0.87	0.92	1.00	1.09	1.02
Standard error	0.03	0.04	0.05	0.05	0.04	0.09	0.07	0.06	0.12	0.07	0.07	0.12	0.04	0.05	0.10	0.12	0.13	0.10	0.10	0.09	0.12	0.14	0.11	0.07	0.08	0.12	0.27

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 246

Q23. How strongly would you say you agree or disagree with the following?**I find it easy to find out about podcasts I might enjoy****Base: All respondents**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	711 69%	179 63%	140 70%	184 73%	283 75%
Strongly agree (+2)	257 25%	67 24%	54 27%	68 27%	117 31%
Slightly agree (+1)	454 44%	112 40%	86 43%	116 46%	166 44%
Neither agree nor disagree (0)	202 19%	68 24%	37 19%	46 18%	53 14%
Slightly disagree (-1)	102 10%	27 10%	19 9%	20 8%	33 9%
Strongly disagree (-2)	21 2%	7 3%	3 2%	2 1%	8 2%
NET: Disagree	124 12%	35 12%	22 11%	22 9%	42 11%
Mean	0.79	0.72	0.84	0.90	0.93
Standard deviation	0.99	1.01	0.98	0.91	1.00
Standard error	0.03	0.06	0.07	0.06	0.05

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 247

**Q23. How strongly would you say you agree or disagree with the following?
There should be clear warnings about possible offensive language or topics at the start of podcasts**

Base: All respondents

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	576 56%	350 51%	223 64%	313 54%	190 59%	74 55%	180 50%	125 54%	45 51%	131 61%	63 71%	29 63%	269 55%	256 59%	52 46%	50 48%	13 61%	73 63%	42 57%	55 66%	34 47%	19 59%	30 47%	106 53%	88 56%	48 57%	19 59%
Strongly agree (+2)	199 19%	117 17%	80 23%	96 17%	68 21%	35 26%	50 14%	43 18%	24 27%	44 20%	25 28%	11 24%	107 22%	74 17%	18 16%	8 8%	5 25%	30 26%	13 17%	28 34%	8 11%	8 26%	8 12%	39 20%	29 18%	12 15%	12 37%
Slightly agree (+1)	377 36%	233 34%	143 41%	216 37%	121 38%	39 29%	129 36%	83 36%	21 24%	87 40%	38 43%	18 39%	162 33%	182 42%	33 29%	42 40%	8 36%	43 38%	29 40%	27 32%	27 36%	11 34%	22 35%	67 34%	59 38%	35 42%	7 22%
Neither agree nor disagree (0)	305 29%	213 31%	91 26%	178 31%	87 27%	40 29%	116 32%	69 30%	27 31%	61 28%	17 20%	13 28%	156 32%	111 26%	37 33%	29 28%	6 28%	26 22%	23 31%	19 23%	27 37%	8 26%	21 33%	61 31%	49 31%	23 28%	13 41%
Slightly disagree (-1)	93 9%	69 10%	23 7%	53 9%	27 8%	13 10%	37 10%	23 10%	9 10%	16 7%	4 4%	4 8%	42 8%	36 8%	16 14%	14 14%	2 11%	11 10%	6 8%	6 7%	9 12%	2 6%	8 13%	17 8%	11 7%	8 9%	-
Strongly disagree (-2)	62 6%	49 7%	13 4%	37 6%	17 5%	8 6%	29 8%	13 6%	7 8%	8 4%	4 5%	1 1%	26 5%	28 6%	8 7%	11 11%	-	5 4%	3 4%	4 5%	3 4%	3 8%	4 7%	16 8%	9 6%	5 6%	-
NET: Disagree	155 15%	118 17%	36 10%	90 16%	44 14%	21 16%	66 18%	36 16%	16 18%	24 11%	8 9%	4 10%	68 14%	64 15%	23 21%	26 25%	2 11%	16 14%	8 12%	10 12%	12 16%	4 14%	12 20%	32 16%	19 12%	13 15%	-
Mean	0.54	0.44	0.72	0.49	0.61	0.59	0.37	0.52	0.52	0.66	0.86	0.76	0.57	0.56	0.34	0.20	0.75	0.71	0.59	0.84	0.38	0.63	0.33	0.49	0.57	0.51	0.96
Standard deviation	1.08	1.11	1.01	1.07	1.07	1.15	1.09	1.08	1.23	1.00	1.04	0.96	1.08	1.07	1.12	1.12	0.97	1.09	0.99	1.12	0.97	1.19	1.07	1.13	1.04	1.05	0.89
Standard error	0.03	0.05	0.05	0.05	0.05	0.09	0.08	0.07	0.14	0.07	0.08	0.11	0.05	0.05	0.11	0.12	0.14	0.10	0.10	0.12	0.12	0.17	0.13	0.09	0.09	0.11	0.24

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 247

Q23. How strongly would you say you agree or disagree with the following?
There should be clear warnings about possible offensive language or topics at the start of podcasts

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	576 56%	171 61%	116 58%	153 61%	223 59%
Strongly agree (+2)	199 19%	77 27%	50 25%	62 25%	85 22%
Slightly agree (+1)	377 36%	94 33%	67 34%	91 36%	138 36%
Neither agree nor disagree (0)	305 29%	89 31%	58 29%	75 30%	98 26%
Slightly disagree (-1)	93 9%	12 4%	15 7%	18 7%	36 10%
Strongly disagree (-2)	62 6%	10 4%	10 5%	5 2%	21 6%
NET: Disagree	155 15%	22 8%	25 12%	23 9%	58 15%
Mean	0.54	0.77	0.66	0.74	0.61
Standard deviation	1.08	1.02	1.09	0.97	1.11
Standard error	0.03	0.06	0.08	0.06	0.06

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 248

**Q23. How strongly would you say you agree or disagree with the following?
I'd be happy to pay to subscribe to my favourite podcasts**

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	411 40%	267 39%	143 41%	244 42%	134 42%	33 25%	152 42%	96 41%	19 22%	92 43%	37 42%	14 31%	195 40%	179 42%	36 32%	44 42%	11 50%	43 37%	32 44%	37 44%	25 34%	9 27%	18 29%	80 40%	67 43%	23 28%	24 75%
Strongly agree (+2)	111 11%	66 10%	45 13%	69 12%	37 12%	5 4%	38 10%	25 11%	3 3%	31 14%	12 13%	2 4%	58 12%	43 10%	10 9%	11 10%	3 15%	13 11%	7 9%	15 18%	4 5%	2 6%	2 3%	22 11%	14 9%	5 6%	14 43%
Slightly agree (+1)	300 29%	201 30%	98 28%	175 30%	97 30%	28 21%	114 32%	70 31%	16 19%	61 28%	25 28%	12 26%	138 28%	136 32%	27 24%	33 31%	7 35%	30 26%	25 35%	22 26%	21 29%	7 21%	16 26%	58 29%	53 34%	18 21%	10 32%
Neither agree nor disagree (0)	261 25%	181 27%	80 23%	151 26%	81 25%	29 21%	104 29%	56 24%	21 24%	47 22%	26 29%	7 16%	121 24%	106 25%	34 30%	22 21%	4 17%	32 28%	20 27%	20 24%	20 27%	8 26%	21 33%	47 24%	39 25%	22 26%	8 25%
Slightly disagree (-1)	225 22%	152 22%	73 21%	128 22%	64 20%	33 25%	75 21%	52 23%	24 28%	53 24%	11 13%	9 20%	115 23%	84 19%	27 24%	25 24%	4 19%	23 20%	14 20%	17 20%	16 22%	6 19%	16 26%	49 25%	26 17%	28 33%	-
Strongly disagree (-2)	139 13%	81 12%	55 16%	58 10%	42 13%	39 29%	31 9%	27 12%	23 26%	25 12%	15 17%	16 34%	63 13%	61 14%	15 14%	14 13%	3 13%	17 15%	7 10%	10 12%	12 17%	9 28%	8 12%	23 12%	25 16%	11 13%	-
NET: Disagree	364 35%	233 34%	128 37%	186 32%	106 33%	73 54%	106 29%	79 34%	47 54%	78 36%	26 29%	25 53%	177 36%	144 34%	42 38%	39 37%	7 32%	40 35%	22 30%	27 32%	29 39%	15 47%	24 38%	72 36%	51 33%	39 46%	-
Mean	0.02	0.03	0.01	0.12	0.07	-0.55	0.14	0.06	-0.55	0.09	0.09	-0.52	0.03	0.04	-0.11	0.01	0.20	-0.01	0.13	0.18	-0.17	-0.41	-0.18	0.03	0.03	-0.25	1.19
Standard deviation	1.21	1.18	1.28	1.18	1.22	1.21	1.13	1.20	1.16	1.25	1.27	1.32	1.22	1.22	1.17	1.23	1.31	1.23	1.14	1.29	1.18	1.27	1.05	1.21	1.23	1.12	0.82
Standard error	0.04	0.05	0.06	0.06	0.06	0.10	0.08	0.07	0.13	0.08	0.09	0.15	0.05	0.06	0.11	0.13	0.19	0.12	0.12	0.14	0.14	0.18	0.13	0.09	0.10	0.12	0.22

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 248

Q23. How strongly would you say you agree or disagree with the following?

I'd be happy to pay to subscribe to my favourite podcasts

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	411 40%	115 41%	75 38%	126 50%	161 43%
Strongly agree (+2)	111 11%	31 11%	14 7%	38 15%	41 11%
Slightly agree (+1)	300 29%	85 30%	61 31%	88 35%	121 32%
Neither agree nor disagree (0)	261 25%	73 26%	50 25%	62 25%	73 19%
Slightly disagree (-1)	225 22%	51 18%	42 21%	42 17%	96 25%
Strongly disagree (-2)	139 13%	41 15%	32 16%	22 9%	48 13%
NET: Disagree	364 35%	93 33%	74 37%	64 25%	144 38%
Mean	0.02	0.04	-0.08	0.31	0.03
Standard deviation	1.21	1.23	1.20	1.17	1.23
Standard error	0.04	0.07	0.08	0.07	0.06

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 249

Q23. How strongly would you say you agree or disagree with the following?
I only listen to podcasts from people I've heard of (e.g. influencers, celebrities)
Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	383 37%	273 40%	110 31%	227 39%	111 34%	45 34%	161 44%	81 35%	31 35%	66 31%	29 33%	14 31%	179 36%	160 37%	43 38%	40 38%	9 41%	43 37%	25 34%	39 46%	22 31%	8 24%	17 26%	79 40%	53 34%	38 46%	12 39%
Strongly agree (+2)	111 11%	76 11%	36 10%	66 11%	30 9%	15 11%	43 12%	21 9%	11 13%	23 11%	9 10%	4 8%	51 10%	46 11%	14 13%	10 10%	4 18%	12 11%	4 5%	17 20%	6 8%	2 6%	3 5%	20 10%	23 15%	7 9%	5 16%
Slightly agree (+1)	271 26%	197 29%	74 21%	160 28%	80 25%	31 23%	117 32%	60 26%	20 23%	43 20%	20 23%	11 23%	128 26%	114 27%	29 26%	29 28%	5 23%	30 26%	21 29%	22 26%	17 23%	6 18%	13 21%	59 30%	30 19%	31 37%	7 23%
Neither agree nor disagree (0)	207 20%	140 21%	68 19%	108 19%	75 23%	24 18%	65 18%	58 25%	16 18%	43 20%	16 19%	8 18%	104 21%	71 17%	32 29%	17 16%	5 24%	26 22%	20 27%	15 18%	23 31%	8 25%	11 18%	43 22%	22 14%	12 14%	5 16%
Slightly disagree (-1)	205 20%	124 18%	79 23%	109 19%	66 20%	30 22%	62 17%	44 19%	18 20%	47 22%	21 24%	12 26%	104 21%	84 20%	17 15%	25 24%	4 20%	18 16%	14 18%	13 15%	11 15%	6 20%	16 25%	37 19%	46 29%	12 14%	4 12%
Strongly disagree (-2)	241 23%	144 21%	94 27%	136 23%	70 22%	35 26%	74 20%	47 20%	23 26%	61 28%	22 25%	12 25%	107 22%	114 26%	21 18%	24 22%	3 15%	29 25%	15 21%	17 20%	17 23%	10 31%	19 30%	39 20%	36 23%	22 26%	10 33%
NET: Disagree	446 43%	268 39%	173 49%	245 42%	136 42%	65 48%	136 38%	91 39%	41 46%	107 50%	42 48%	24 51%	210 43%	198 46%	37 33%	48 46%	7 34%	47 41%	29 39%	30 35%	28 38%	16 51%	35 55%	76 38%	82 52%	34 40%	14 45%
Mean	-0.19	-0.09	-0.35	-0.15	-0.20	-0.29	-0.02	-0.15	-0.24	-0.37	-0.29	-0.37	-0.17	-0.25	-0.01	-0.21	0.11	-0.18	-0.21	0.10	-0.23	-0.52	-0.54	-0.09	-0.27	-0.13	-0.23
Standard deviation	1.34	1.33	1.34	1.36	1.29	1.36	1.34	1.27	1.40	1.35	1.34	1.31	1.31	1.38	1.29	1.33	1.35	1.35	1.22	1.43	1.26	1.28	1.27	1.29	1.39	1.39	1.52
Standard error	0.04	0.06	0.06	0.07	0.06	0.11	0.09	0.08	0.16	0.09	0.10	0.15	0.06	0.07	0.12	0.14	0.20	0.13	0.13	0.15	0.15	0.18	0.15	0.10	0.11	0.15	0.41

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 249

Q23. How strongly would you say you agree or disagree with the following?
I only listen to podcasts from people I've heard of (e.g. influencers, celebrities)

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	383 37%	98 35%	71 36%	97 38%	141 37%
Strongly agree (+2)	111 11%	35 12%	15 8%	34 14%	46 12%
Slightly agree (+1)	271 26%	63 22%	56 28%	62 25%	95 25%
Neither agree nor disagree (0)	207 20%	69 25%	48 24%	52 21%	62 16%
Slightly disagree (-1)	205 20%	56 20%	32 16%	48 19%	77 20%
Strongly disagree (-2)	241 23%	58 21%	48 24%	55 22%	97 26%
NET: Disagree	446 43%	114 41%	81 40%	103 41%	175 46%
Mean	-0.19	-0.14	-0.21	-0.10	-0.22
Standard deviation	1.34	1.32	1.30	1.36	1.39
Standard error	0.04	0.08	0.09	0.09	0.07

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 250

Q23. How strongly would you say you agree or disagree with the following?

There are too many adverts on the podcasts I listen to

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	341 33%	222 33%	118 34%	195 34%	114 35%	32 24%	121 33%	79 34%	21 24%	74 34%	34 38%	10 22%	174 35%	137 32%	31 27%	33 31%	7 32%	38 33%	22 30%	22 27%	18 24%	11 37%	25 40%	85 43%	53 34%	23 27%	4 12%
Strongly agree (+2)	65 6%	50 7%	15 4%	38 7%	20 6%	7 5%	31 9%	13 6%	6 7%	7 3%	7 8%	1 1%	25 5%	35 8%	5 5%	6 6%	2 8%	9 8%	2 3%	6 7%	7 9%	1 4%	3 5%	17 8%	11 7%	2 2%	- -
Slightly agree (+1)	276 27%	171 25%	103 29%	157 27%	94 29%	26 19%	90 25%	66 29%	15 17%	67 31%	27 31%	10 21%	149 30%	102 24%	26 23%	27 26%	5 24%	29 25%	20 27%	16 20%	11 15%	10 33%	22 36%	68 34%	42 27%	21 25%	4 12%
Neither agree nor disagree (0)	327 32%	219 32%	108 31%	181 31%	98 30%	48 36%	119 33%	70 30%	29 34%	62 29%	27 31%	19 40%	141 29%	139 32%	46 41%	30 28%	9 44%	30 26%	24 33%	22 26%	30 41%	10 33%	17 28%	67 34%	49 31%	26 31%	12 38%
Slightly disagree (-1)	233 23%	158 23%	76 22%	135 23%	70 22%	28 21%	85 24%	53 23%	19 22%	50 23%	17 19%	9 19%	123 25%	87 20%	23 20%	19 18%	4 19%	35 30%	18 24%	23 27%	15 20%	8 24%	14 22%	28 14%	36 23%	25 29%	11 34%
Strongly disagree (-2)	135 13%	82 12%	50 14%	69 12%	40 12%	26 19%	36 10%	28 12%	18 20%	31 14%	10 11%	8 18%	55 11%	67 16%	13 12%	23 22%	1 5%	12 10%	10 13%	17 20%	11 15%	2 6%	6 9%	19 10%	19 12%	10 12%	5 16%
NET: Disagree	368 36%	240 35%	125 36%	204 35%	110 34%	54 40%	122 34%	81 35%	37 42%	81 37%	27 31%	17 37%	178 36%	154 36%	36 32%	42 40%	5 24%	47 41%	28 38%	40 47%	26 35%	9 30%	20 32%	47 24%	55 35%	35 42%	16 50%
Mean	-0.09	-0.07	-0.12	-0.07	-0.05	-0.31	-0.02	-0.07	-0.31	-0.15	0.05	-0.32	-0.07	-0.12	-0.12	-0.25	0.11	-0.10	-0.19	-0.34	-0.17	0.04	0.04	0.18	-0.06	-0.25	-0.54
Standard deviation	1.12	1.12	1.11	1.11	1.12	1.13	1.11	1.11	1.18	1.11	1.13	1.05	1.09	1.17	1.04	1.22	0.98	1.14	1.07	1.20	1.14	1.00	1.08	1.08	1.12	1.04	0.91
Standard error	0.03	0.05	0.05	0.05	0.05	0.09	0.08	0.07	0.13	0.07	0.08	0.12	0.05	0.06	0.10	0.13	0.14	0.11	0.11	0.13	0.14	0.14	0.13	0.08	0.09	0.11	0.24

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 250

Q23. How strongly would you say you agree or disagree with the following?

There are too many adverts on the podcasts I listen to

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	341 33%	85 30%	57 29%	96 38%	120 32%
Strongly agree	(+2) 65 6%	22 8%	14 7%	19 8%	29 8%
Slightly agree	(+1) 276 27%	64 23%	43 22%	76 30%	91 24%
Neither agree nor disagree	(0) 327 32%	112 40%	71 35%	76 30%	120 32%
Slightly disagree	(-1) 233 23%	52 18%	46 23%	57 23%	92 24%
Strongly disagree	(-2) 135 13%	33 12%	26 13%	23 9%	46 12%
NET: Disagree	368 36%	85 30%	72 36%	80 32%	138 37%
Mean	-0.09	-0.04	-0.13	0.05	-0.10
Standard deviation	1.12	1.09	1.11	1.10	1.13
Standard error	0.03	0.06	0.08	0.07	0.06

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 251

Q23. How strongly would you say you agree or disagree with the following?**There is a lot more choice in what to listen to compared to radio****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	810 78%	521 77%	284 81%	464 80%	259 81%	87 65%	283 78%	184 80%	54 62%	180 83%	72 82%	32 69%	383 78%	346 81%	81 72%	82 79%	16 76%	98 85%	62 85%	63 76%	53 73%	21 66%	58 92%	145 73%	120 77%	65 78%	26 84%
Strongly agree (+2)	441 43%	280 41%	158 45%	274 47%	132 41%	35 26%	162 45%	95 41%	24 27%	110 51%	36 41%	12 25%	191 39%	209 49%	42 37%	53 50%	6 30%	52 45%	36 49%	32 39%	29 39%	11 36%	30 47%	76 38%	65 42%	34 40%	19 59%
Slightly agree (+1)	369 36%	241 35%	126 36%	190 33%	127 40%	52 39%	121 33%	90 39%	31 35%	69 32%	36 41%	21 44%	192 39%	137 32%	39 35%	30 28%	10 45%	46 40%	27 37%	31 37%	25 34%	10 31%	28 45%	69 35%	55 35%	31 38%	8 25%
Neither agree nor disagree (0)	189 18%	130 19%	59 17%	105 18%	48 15%	37 27%	70 19%	34 15%	25 29%	35 16%	14 15%	11 24%	90 18%	74 17%	26 23%	16 15%	4 18%	12 11%	11 15%	16 19%	15 21%	9 30%	5 8%	48 24%	30 19%	18 21%	5 16%
Slightly disagree (-1)	29 3%	24 4%	5 1%	11 2%	14 4%	5 4%	9 2%	12 5%	3 3%	2 1%	1 1%	2 4%	16 3%	9 2%	5 4%	5 5%	1 6%	4 3%	- -	4 4%	3 4%	1 4%	- -	5 2%	5 3%	1 1%	- -
Strongly disagree (-2)	7 1%	5 1%	2 1%	- -	1 *	6 5%	- -	- -	5 6%	- -	1 1%	1 3%	5 1%	1 *	1 1%	1 1%	- -	1 1%	- -	1 1%	2 2%	- -	- -	1 *	1 1%	- -	- -
NET: Disagree	36 4%	29 4%	7 2%	11 2%	14 4%	11 8%	9 2%	12 5%	8 9%	2 1%	2 2%	3 6%	20 4%	10 2%	6 5%	7 6%	1 6%	5 5%	- -	5 6%	4 6%	1 4%	- -	5 3%	6 4%	1 1%	- -
Mean	1.17	1.13	1.24	1.25	1.17	0.78	1.20	1.15	0.74	1.33	1.20	0.86	1.11	1.26	1.03	1.21	1.00	1.24	1.34	1.08	1.04	0.97	1.39	1.08	1.13	1.17	1.43
Standard deviation	0.87	0.89	0.82	0.82	0.85	1.02	0.84	0.87	1.07	0.78	0.82	0.93	0.88	0.84	0.93	0.97	0.87	0.86	0.73	0.93	0.99	0.92	0.64	0.86	0.89	0.80	0.76
Standard error	0.03	0.04	0.04	0.04	0.04	0.08	0.06	0.05	0.12	0.05	0.06	0.11	0.04	0.04	0.09	0.10	0.13	0.08	0.08	0.10	0.12	0.13	0.08	0.06	0.07	0.09	0.20

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 251

Q23. How strongly would you say you agree or disagree with the following?**There is a lot more choice in what to listen to compared to radio****Base: All respondents**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	810 78%	194 69%	146 73%	207 82%	312 83%
Strongly agree (+2)	441 43%	92 33%	78 39%	116 46%	180 48%
Slightly agree (+1)	369 36%	102 36%	69 34%	91 36%	132 35%
Neither agree nor disagree (0)	189 18%	70 25%	44 22%	40 16%	59 15%
Slightly disagree (-1)	29 3%	15 5%	6 3%	4 2%	6 2%
Strongly disagree (-2)	7 1%	3 1%	3 2%	- -	2 *
NET: Disagree	36 4%	18 7%	9 4%	4 2%	7 2%
Mean	1.17	0.94	1.06	1.27	1.28
Standard deviation	0.87	0.94	0.93	0.79	0.81
Standard error	0.03	0.05	0.06	0.05	0.04

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 252

Q23. How strongly would you say you agree or disagree with the following?**I like the range of content available on podcasts****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	896 87%	579 85%	313 89%	497 86%	287 89%	112 83%	303 84%	205 89%	71 81%	193 89%	80 91%	40 86%	424 86%	378 88%	95 84%	95 91%	17 83%	100 87%	66 90%	71 84%	61 83%	28 89%	57 91%	161 81%	142 90%	71 85%	26 84%
Strongly agree (+2)	505 49%	320 47%	182 52%	284 49%	163 51%	57 43%	169 47%	115 50%	36 42%	115 53%	46 53%	20 44%	231 47%	215 50%	58 52%	53 51%	9 41%	61 53%	43 59%	45 54%	33 45%	17 54%	31 50%	87 44%	75 48%	33 40%	18 57%
Slightly agree (+1)	392 38%	259 38%	131 37%	214 37%	124 38%	54 40%	134 37%	90 39%	35 40%	78 36%	34 38%	19 42%	192 39%	162 38%	37 33%	42 40%	9 42%	39 34%	23 32%	25 30%	29 39%	11 35%	26 41%	75 38%	67 43%	38 45%	9 27%
Neither agree nor disagree (0)	127 12%	93 14%	34 10%	74 13%	31 10%	22 16%	52 14%	24 10%	16 19%	21 10%	7 8%	5 11%	61 12%	49 11%	17 15%	6 6%	3 13%	13 11%	6 9%	12 15%	11 15%	3 11%	5 9%	35 18%	15 10%	11 13%	5 16%
Slightly disagree (-1)	13 1%	9 1%	4 1%	9 2%	3 1%	1 1%	7 2%	2 1%	-	2 1%	1 1%	1 3%	8 2%	3 1%	1 1%	4 3%	1 4%	2 2%	1 1%	1 1%	1 1%	-	-	3 1%	-	1 2%	-
Strongly disagree (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Disagree	13 1%	9 1%	4 1%	9 2%	3 1%	1 1%	7 2%	2 1%	-	2 1%	1 1%	1 3%	8 2%	3 1%	1 1%	4 3%	1 4%	2 2%	1 1%	1 1%	1 1%	-	-	3 1%	-	1 2%	-
Mean	1.34	1.31	1.40	1.33	1.39	1.25	1.28	1.38	1.23	1.41	1.42	1.27	1.31	1.37	1.35	1.38	1.20	1.38	1.48	1.37	1.27	1.43	1.41	1.23	1.38	1.23	1.41
Standard deviation	0.74	0.75	0.71	0.75	0.70	0.75	0.78	0.70	0.75	0.70	0.69	0.77	0.75	0.71	0.76	0.75	0.83	0.76	0.70	0.77	0.77	0.69	0.65	0.78	0.66	0.74	0.76
Standard error	0.02	0.03	0.03	0.04	0.03	0.06	0.06	0.04	0.08	0.05	0.05	0.09	0.03	0.03	0.07	0.08	0.12	0.07	0.07	0.08	0.09	0.10	0.08	0.06	0.05	0.08	0.20

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 252

Q23. How strongly would you say you agree or disagree with the following?**I like the range of content available on podcasts****Base: All respondents**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	896 87%	238 85%	176 88%	226 90%	343 91%
Strongly agree (+2)	505 49%	121 43%	99 50%	117 47%	213 56%
Slightly agree (+1)	392 38%	116 41%	77 39%	108 43%	130 34%
Neither agree nor disagree (0)	127 12%	41 14%	22 11%	23 9%	30 8%
Slightly disagree (-1)	13 1%	3 1%	1 1%	2 1%	5 1%
Strongly disagree (-2)	- -	- -	- -	- -	- -
NET: Disagree	13 1%	3 1%	1 1%	2 1%	5 1%
Mean	1.34	1.27	1.37	1.35	1.46
Standard deviation	0.74	0.74	0.71	0.69	0.70
Standard error	0.02	0.04	0.05	0.04	0.04

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 253

Q23. How strongly would you say you agree or disagree with the following?**Podcasts offer me something I can't get on radio****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	860 83%	558 82%	298 85%	491 85%	272 85%	96 72%	299 83%	198 86%	61 70%	191 88%	72 82%	34 74%	413 84%	361 84%	86 77%	85 81%	18 87%	105 92%	67 92%	67 80%	57 78%	19 62%	54 86%	158 80%	135 86%	67 80%	27 87%
Strongly agree (+2)	448 43%	283 42%	162 46%	265 46%	141 44%	42 31%	154 42%	103 45%	26 29%	109 50%	37 43%	16 34%	200 41%	197 46%	50 45%	41 40%	7 33%	52 45%	36 50%	46 55%	25 34%	12 37%	31 50%	69 35%	72 46%	34 40%	22 71%
Slightly agree (+1)	412 40%	276 41%	135 39%	227 39%	131 41%	55 41%	145 40%	95 41%	36 41%	82 38%	35 40%	18 40%	213 43%	163 38%	36 32%	43 41%	11 54%	53 46%	31 42%	21 25%	32 43%	8 25%	22 36%	89 45%	63 40%	33 40%	5 16%
Neither agree nor disagree (0)	142 14%	96 14%	46 13%	72 12%	42 13%	28 21%	50 14%	27 12%	19 21%	22 10%	14 16%	9 20%	59 12%	61 14%	22 20%	17 16%	3 13%	6 5%	6 8%	13 15%	16 22%	10 31%	5 8%	34 17%	17 11%	12 14%	4 13%
Slightly disagree (-1)	30 3%	23 3%	7 2%	17 3%	5 2%	8 6%	13 4%	4 2%	5 6%	4 2%	1 1%	2 5%	19 4%	7 2%	4 4%	2 2%	-	3 2%	-	4 5%	-	2 7%	4 6%	6 3%	4 3%	5 6%	-
Strongly disagree (-2)	4 *	4 1%	-	-	2 1%	3 2%	-	1 *	3 3%	-	-	-	2 *	2 1%	-	1 1%	-	1 1%	-	-	-	-	-	1 *	1 1%	-	-
NET: Disagree	34 3%	26 4%	7 2%	17 3%	7 2%	10 8%	13 4%	5 2%	8 9%	4 2%	1 1%	2 5%	21 4%	9 2%	4 4%	3 3%	-	4 4%	-	4 5%	-	2 7%	4 6%	7 3%	5 3%	5 6%	-
Mean	1.23	1.19	1.29	1.27	1.26	0.93	1.21	1.28	0.88	1.37	1.24	1.03	1.20	1.27	1.18	1.16	1.20	1.32	1.42	1.30	1.12	0.92	1.30	1.11	1.28	1.15	1.57
Standard deviation	0.82	0.84	0.77	0.79	0.79	0.96	0.82	0.77	1.00	0.73	0.77	0.88	0.83	0.80	0.87	0.86	0.66	0.77	0.64	0.90	0.75	1.00	0.86	0.82	0.81	0.87	0.73
Standard error	0.03	0.04	0.03	0.04	0.04	0.08	0.06	0.05	0.11	0.05	0.06	0.10	0.04	0.04	0.08	0.09	0.10	0.07	0.07	0.10	0.09	0.14	0.10	0.06	0.07	0.09	0.19

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 253

Q23. How strongly would you say you agree or disagree with the following?**Podcasts offer me something I can't get on radio****Base: All respondents**

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	860 83%	213 76%	154 77%	222 88%	331 88%
Strongly agree (+2)	448 43%	89 32%	59 30%	112 45%	194 51%
Slightly agree (+1)	412 40%	124 44%	95 47%	110 44%	137 36%
Neither agree nor disagree (0)	142 14%	57 20%	40 20%	23 9%	35 9%
Slightly disagree (-1)	30 3%	10 3%	3 2%	5 2%	11 3%
Strongly disagree (-2)	4 *	2 1%	2 1%	1 *	2 1%
NET: Disagree	34 3%	12 4%	5 3%	6 2%	13 3%
Mean	1.23	1.02	1.03	1.30	1.35
Standard deviation	0.82	0.85	0.82	0.75	0.80
Standard error	0.03	0.05	0.06	0.05	0.04

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 254

Q23. How strongly would you say you agree or disagree with the following?**I like the convenience of being able to listen to podcasts when it suits me****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	931 90%	604 89%	322 92%	507 87%	295 92%	129 96%	313 86%	209 91%	82 93%	193 89%	83 95%	46 100%	438 89%	393 91%	100 89%	101 96%	18 84%	105 92%	66 91%	75 89%	58 79%	29 93%	61 97%	171 86%	142 90%	77 92%	29 91%
Strongly agree (+2)	684 66%	443 65%	238 68%	361 62%	221 69%	102 76%	218 60%	156 68%	68 78%	141 65%	63 72%	33 71%	323 65%	290 68%	71 63%	71 68%	10 49%	86 75%	51 70%	59 70%	46 62%	23 73%	43 69%	117 59%	103 66%	53 64%	21 68%
Slightly agree (+1)	247 24%	161 24%	85 24%	146 25%	74 23%	27 20%	95 26%	53 23%	14 15%	51 24%	20 23%	13 29%	115 23%	102 24%	29 26%	29 28%	7 35%	19 17%	15 21%	16 19%	12 16%	6 19%	18 29%	55 27%	39 25%	23 28%	7 23%
Neither agree nor disagree (0)	97 9%	70 10%	28 8%	69 12%	23 7%	6 4%	46 13%	18 8%	6 7%	23 11%	5 5%	-	48 10%	37 9%	12 11%	4 4%	3 16%	5 4%	7 9%	7 9%	15 21%	2 7%	2 3%	28 14%	14 9%	7 8%	3 9%
Slightly disagree (-1)	8 1%	7 1%	1 *	5 1%	3 1%	-	4 1%	3 1%	-	1 *	-	-	7 1%	1 *	-	-	-	5 4%	-	2 2%	-	-	-	-	1 1%	-	-
Strongly disagree (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Disagree	8 1%	7 1%	1 *	5 1%	3 1%	-	4 1%	3 1%	-	1 *	-	-	7 1%	1 *	-	-	-	5 4%	-	2 2%	-	-	-	-	1 1%	-	-
Mean	1.55	1.53	1.59	1.49	1.60	1.71	1.45	1.57	1.71	1.54	1.67	1.71	1.53	1.59	1.52	1.64	1.33	1.62	1.61	1.57	1.41	1.66	1.66	1.45	1.55	1.56	1.59
Standard deviation	0.69	0.72	0.64	0.73	0.66	0.54	0.75	0.69	0.58	0.70	0.57	0.46	0.73	0.65	0.69	0.56	0.76	0.76	0.66	0.75	0.82	0.62	0.53	0.73	0.68	0.65	0.66
Standard error	0.02	0.03	0.03	0.04	0.03	0.04	0.05	0.04	0.07	0.05	0.04	0.05	0.03	0.03	0.06	0.06	0.11	0.07	0.07	0.08	0.10	0.09	0.06	0.05	0.06	0.07	0.18

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 254

Q23. How strongly would you say you agree or disagree with the following?

I like the convenience of being able to listen to podcasts when it suits me

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	931 90%	252 90%	183 92%	228 91%	345 91%
Strongly agree (+2)	684 66%	170 61%	137 68%	158 63%	279 74%
Slightly agree (+1)	247 24%	82 29%	46 23%	70 28%	67 18%
Neither agree nor disagree (0)	97 9%	28 10%	17 8%	22 9%	26 7%
Slightly disagree (-1)	8 1%	1 *	-	1 *	7 2%
Strongly disagree (-2)	-	-	-	-	-
NET: Disagree	8 1%	1 *	-	1 *	7 2%
Mean	1.55	1.50	1.60	1.53	1.63
Standard deviation	0.69	0.69	0.64	0.67	0.69
Standard error	0.02	0.04	0.04	0.04	0.04

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 255

**Q23. How strongly would you say you agree or disagree with the following?
I'm worried about content in podcasts that may be offensive or upsetting to me or others**

Base: All respondents

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	187 18%	135 20%	51 14%	117 20%	55 17%	14 10%	82 23%	40 17%	12 14%	34 15%	15 17%	2 4%	88 18%	79 18%	20 18%	14 13%	6 28%	24 21%	13 18%	17 20%	11 15%	3 11%	8 13%	48 24%	26 17%	11 13%	6 20%
Strongly agree (+2)	59 6%	42 6%	16 4%	39 7%	18 5%	2 1%	29 8%	12 5%	1 1%	9 4%	6 7%	1 1%	32 6%	21 5%	6 6%	6 6%	4 18%	9 8%	2 3%	4 5%	1 1%	1 4%	- -	18 9%	8 5%	1 1%	4 12%
Slightly agree (+1)	128 12%	93 14%	35 10%	78 13%	38 12%	12 9%	54 15%	28 12%	11 13%	24 11%	9 11%	1 3%	56 11%	58 14%	14 12%	8 7%	2 9%	15 13%	10 14%	13 15%	10 13%	2 7%	8 13%	30 15%	18 11%	10 12%	2 8%
Neither agree nor disagree (0)	223 22%	138 20%	85 24%	116 20%	68 21%	39 29%	68 19%	47 21%	23 27%	49 22%	21 24%	15 33%	116 23%	80 19%	27 24%	19 18%	6 29%	22 19%	18 24%	21 25%	21 29%	7 22%	8 13%	45 23%	34 22%	17 20%	7 22%
Slightly disagree (-1)	263 25%	164 24%	97 28%	147 25%	75 23%	40 30%	90 25%	49 21%	26 29%	57 26%	26 29%	14 30%	126 26%	105 24%	31 28%	26 25%	3 16%	34 29%	21 29%	13 16%	18 24%	6 20%	19 30%	51 26%	40 25%	23 27%	9 28%
Strongly disagree (-2)	363 35%	243 36%	118 34%	199 34%	122 38%	42 31%	122 34%	94 41%	26 30%	77 36%	26 30%	15 33%	164 33%	165 38%	34 30%	46 44%	6 27%	36 31%	22 30%	33 39%	24 32%	15 47%	28 44%	54 27%	57 36%	34 41%	10 30%
NET: Disagree	626 60%	407 60%	215 61%	347 60%	197 61%	82 61%	212 59%	143 62%	52 59%	134 62%	52 59%	29 63%	290 59%	271 63%	65 58%	72 69%	9 43%	70 60%	43 58%	46 55%	42 57%	21 67%	47 74%	106 53%	97 61%	57 68%	18 58%
Mean	-0.72	-0.70	-0.76	-0.67	-0.77	-0.80	-0.62	-0.80	-0.74	-0.78	-0.64	-0.91	-0.68	-0.78	-0.65	-0.95	-0.24	-0.63	-0.67	-0.69	-0.73	-1.00	-1.05	-0.47	-0.76	-0.95	-0.57
Standard deviation	1.22	1.25	1.15	1.26	1.23	1.02	1.30	1.24	1.07	1.17	1.20	0.94	1.22	1.23	1.19	1.20	1.46	1.27	1.15	1.27	1.10	1.16	1.05	1.29	1.21	1.08	1.33
Standard error	0.04	0.05	0.05	0.06	0.06	0.08	0.09	0.08	0.12	0.08	0.09	0.11	0.05	0.06	0.11	0.13	0.21	0.12	0.12	0.13	0.13	0.16	0.13	0.10	0.10	0.12	0.36

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 255

Q23. How strongly would you say you agree or disagree with the following?
I'm worried about content in podcasts that may be offensive or upsetting to me or others

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	187 18%	63 23%	37 19%	62 25%	65 17%
Strongly agree (+2)	59 6%	24 9%	12 6%	23 9%	20 5%
Slightly agree (+1)	128 12%	39 14%	26 13%	38 15%	45 12%
Neither agree nor disagree (0)	223 22%	77 28%	58 29%	60 24%	71 19%
Slightly disagree (-1)	263 25%	66 24%	35 17%	69 27%	85 23%
Strongly disagree (-2)	363 35%	74 26%	69 35%	61 24%	156 41%
NET: Disagree	626 60%	141 50%	104 52%	130 52%	242 64%
Mean	-0.72	-0.45	-0.62	-0.42	-0.83
Standard deviation	1.22	1.25	1.24	1.27	1.24
Standard error	0.04	0.07	0.09	0.08	0.06

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 256

Q23. How strongly would you say you agree or disagree with the following?**I trust what I hear in podcasts****Base: All respondents**

	Gender			Age			Gender/Age						SEG			Region											
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	573 55%	376 55%	194 55%	358 62%	172 54%	43 32%	231 64%	117 51%	28 32%	126 58%	53 60%	15 32%	275 56%	242 56%	56 50%	65 62%	11 53%	70 61%	41 56%	53 63%	32 43%	12 39%	40 64%	99 50%	89 57%	42 50%	20 63%
Strongly agree (+2)	139 13%	91 13%	46 13%	88 15%	39 12%	11 9%	57 16%	25 11%	9 10%	29 14%	14 16%	3 6%	65 13%	60 14%	14 12%	19 18%	3 14%	20 18%	8 11%	15 18%	7 10%	4 13%	5 8%	28 14%	15 10%	8 9%	6 18%
Slightly agree (+1)	435 42%	286 42%	147 42%	270 47%	133 42%	32 24%	174 48%	92 40%	20 22%	96 44%	39 44%	12 26%	210 43%	182 42%	42 38%	45 43%	8 39%	50 43%	33 45%	38 45%	24 33%	8 26%	35 56%	71 36%	74 47%	34 41%	14 46%
Neither agree nor disagree (0)	409 39%	276 40%	133 38%	200 34%	139 43%	71 53%	122 34%	108 47%	46 52%	78 36%	31 35%	25 53%	193 39%	163 38%	54 48%	33 32%	10 46%	42 36%	29 40%	29 34%	39 54%	17 54%	22 34%	91 46%	56 35%	35 41%	7 23%
Slightly disagree (-1)	46 4%	23 3%	22 6%	21 4%	9 3%	16 12%	8 2%	5 2%	10 11%	13 6%	3 4%	6 12%	24 5%	20 5%	2 2%	4 4%	* 1%	4 3%	3 4%	1 2%	2 2%	2 5%	1 2%	9 4%	11 7%	5 6%	4 13%
Strongly disagree (-2)	8 1%	6 1%	2 1%	2 *	1 *	5 4%	2 *	- -	4 4%	- -	1 1%	1 2%	2 *	5 1%	1 1%	2 2%	- -	- -	- -	1 1%	1 1%	* 1%	- -	- -	2 1%	2 2%	- -
NET: Disagree	53 5%	29 4%	24 7%	22 4%	11 3%	20 15%	9 3%	5 2%	14 16%	13 6%	4 5%	7 14%	26 5%	25 6%	3 2%	7 6%	* 1%	4 3%	3 4%	2 3%	2 3%	2 7%	1 2%	9 4%	12 8%	7 8%	4 13%
Mean	0.63	0.64	0.61	0.73	0.62	0.22	0.76	0.59	0.22	0.66	0.70	0.22	0.63	0.63	0.59	0.72	0.66	0.75	0.62	0.77	0.50	0.44	0.71	0.59	0.57	0.50	0.68
Standard deviation	0.80	0.78	0.81	0.77	0.75	0.89	0.75	0.71	0.93	0.79	0.83	0.83	0.78	0.82	0.75	0.89	0.74	0.78	0.74	0.80	0.74	0.84	0.64	0.78	0.80	0.83	0.93
Standard error	0.02	0.03	0.04	0.04	0.03	0.07	0.05	0.04	0.10	0.05	0.06	0.09	0.03	0.04	0.07	0.09	0.11	0.07	0.08	0.09	0.09	0.12	0.08	0.06	0.07	0.09	0.25

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 256

Q23. How strongly would you say you agree or disagree with the following?
I trust what I hear in podcasts

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	573 55%	147 52%	110 55%	164 65%	225 60%
Strongly agree (+2)	139 13%	45 16%	29 14%	52 21%	58 15%
Slightly agree (+1)	435 42%	102 36%	81 41%	113 45%	167 44%
Neither agree nor disagree (0)	409 39%	119 42%	83 42%	80 32%	138 36%
Slightly disagree (-1)	46 4%	13 5%	7 3%	7 3%	13 3%
Strongly disagree (-2)	8 1%	2 1%	- -	1 *	2 1%
NET: Disagree	53 5%	15 5%	7 3%	7 3%	15 4%
Mean	0.63	0.62	0.66	0.83	0.70
Standard deviation	0.80	0.83	0.76	0.79	0.79
Standard error	0.02	0.05	0.05	0.05	0.04

Podcast Listening Recruitment/Establishment Survey

ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 257

Q23. How strongly would you say you agree or disagree with the following?

I prefer podcasts from the UK to those from other countries

Base: All respondents

	Gender		Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	AB	C1C2	DE	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
Unweighted base	1036	545	486	420	459	157	199	267	79	220	189	77	506	417	113	89	47	110	91	89	67	50	68	177	146	88	14
Weighted base	1036	680	351	580	321	135	362	231	88	216	88	46	493	430	113	105	21	115	73	84	73	31	63	199	157	84	31
NET: Agree	478 46%	309 45%	168 48%	257 44%	144 45%	77 57%	161 44%	100 43%	48 54%	96 44%	44 50%	29 63%	245 50%	186 43%	47 41%	51 49%	13 60%	50 43%	36 49%	46 54%	31 43%	17 54%	27 44%	90 45%	64 41%	37 45%	15 49%
Strongly agree (+2)	203 20%	126 18%	76 22%	105 18%	57 18%	41 30%	60 17%	38 17%	27 31%	45 21%	18 21%	13 28%	101 21%	80 19%	21 19%	20 19%	7 32%	19 17%	17 23%	21 25%	21 28%	8 26%	5 9%	38 19%	25 16%	11 14%	10 33%
Slightly agree (+1)	275 27%	183 27%	92 26%	151 26%	87 27%	37 27%	101 28%	62 27%	21 24%	51 23%	25 29%	16 35%	143 29%	106 25%	25 22%	31 30%	6 28%	30 26%	19 26%	24 29%	11 15%	9 28%	22 35%	52 26%	40 25%	26 31%	5 16%
Neither agree nor disagree (0)	365 35%	247 36%	115 33%	203 35%	118 37%	43 32%	131 36%	85 37%	30 35%	70 32%	32 37%	13 28%	169 34%	157 37%	39 34%	32 31%	7 33%	47 41%	25 34%	27 32%	29 40%	8 25%	23 37%	68 34%	61 39%	22 26%	16 51%
Slightly disagree (-1)	118 11%	75 11%	43 12%	72 12%	41 13%	5 4%	41 11%	31 14%	3 4%	31 14%	10 11%	2 4%	51 10%	56 13%	11 10%	8 8%	1 6%	11 9%	8 11%	6 8%	8 11%	5 16%	5 7%	30 15%	18 12%	17 21%	-
Strongly disagree (-2)	76 7%	50 7%	24 7%	49 8%	18 6%	9 6%	29 8%	14 6%	6 7%	20 9%	2 3%	2 5%	29 6%	30 7%	17 15%	13 12%	* 1%	8 7%	4 6%	5 5%	5 7%	2 5%	7 12%	11 6%	13 9%	7 8%	-
NET: Disagree	194 19%	125 18%	67 19%	121 21%	59 18%	14 10%	70 19%	46 20%	10 11%	51 23%	12 14%	4 9%	80 16%	86 20%	27 24%	21 20%	1 7%	19 16%	13 17%	11 13%	13 17%	7 21%	12 19%	41 21%	32 20%	24 29%	-
Mean	0.40	0.38	0.44	0.33	0.38	0.71	0.34	0.34	0.66	0.32	0.54	0.77	0.48	0.35	0.22	0.35	0.85	0.37	0.49	0.61	0.47	0.53	0.21	0.38	0.28	0.21	0.83
Standard deviation	1.14	1.13	1.16	1.16	1.09	1.13	1.13	1.10	1.17	1.21	1.03	1.07	1.11	1.13	1.28	1.24	1.00	1.09	1.15	1.11	1.21	1.20	1.10	1.12	1.13	1.17	0.92
Standard error	0.04	0.05	0.05	0.06	0.05	0.09	0.08	0.07	0.13	0.08	0.08	0.12	0.05	0.06	0.12	0.13	0.15	0.10	0.12	0.12	0.15	0.17	0.13	0.08	0.09	0.12	0.24

Podcast Listening Recruitment/Establishment Survey
ONLINE Fieldwork:- 20th to 22nd March 2019

Absolutes/col percents

Table 257

Q23. How strongly would you say you agree or disagree with the following?

I prefer podcasts from the UK to those from other countries

Base: All respondents

	Total	Podcast Users			
		BBC iPlayer Radio	BBC Sounds	Spotify	Any Apple
Unweighted base	1036	305	208	246	382
Weighted base	1036	281	200	251	378
NET: Agree	478 46%	170 61%	116 58%	123 49%	186 49%
Strongly agree (+2)	203 20%	88 31%	55 28%	58 23%	85 23%
Slightly agree (+1)	275 27%	82 29%	61 30%	65 26%	101 27%
Neither agree nor disagree (0)	365 35%	95 34%	68 34%	84 33%	116 31%
Slightly disagree (-1)	118 11%	11 4%	8 4%	27 11%	46 12%
Strongly disagree (-2)	76 7%	5 2%	7 4%	18 7%	31 8%
NET: Disagree	194 19%	16 6%	15 7%	45 18%	77 20%
Mean	0.40	0.84	0.75	0.47	0.43
Standard deviation	1.14	0.98	1.02	1.16	1.20
Standard error	0.04	0.06	0.07	0.07	0.06