Questionnaire

Ofcom

Survey name: Podcast Listening Recruitment/Establishment

Timings: 19 -24 March 2020

Methodology: Online survey (ad hoc)

ASK ALL
Q1. Are you…

SINGLE CODE
1.   Male
2.   Female
3.   Other (please specify)
4.   Prefer not to say

ASK ALL
Q2. Please enter your age in the box below

[OPEN ENDED TEXT BOX]

ASK ALL
Q3. Which of the following best describes where you live?

SINGLE CODE
1.   Scotland
2.   North East
3.   North West
4.   Yorkshire and the Humber
5.   West Midlands
6.   East Midlands
7.   Wales
8.   East of England
9.   London
10. South East
11. South West
12. Northern Ireland

ASK ALL
Q4. Can you please tell us the occupation of the Chief Income Earner? The Chief Income Earner is the person with the largest income living in your household, whether from employment, pensions, state benefits, investments or any other source.

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If two or more related people in the household have equal income, please think of this question with the oldest in mind.

The Chief Income Earner can be of either sex, with no preference to either.

ENTER SOCIAL GRADER
SEG ALGORITHM GENERATES SEG

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

GRID ROWS – RANDOMISE ORDER
1. A radio station that plays music (e.g. BBC Radio 2, Heart, Classic FM)
2. A radio station that is mainly speech-based (e.g. BBC Radio 4, LBC, talkSPORT)
3. Your personal music you have stored on a digital device (e.g. on a smartphone, mp3 player)
4. An online music service (e.g. Spotify, Amazon Music)
5. Your personal music collection on CD, vinyl record or cassette tapes
6. A podcast
7. An audiobook
8. Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)

GRID COLUMNS – SINGLE CODE
1. Several times a day
2. About once a day
3. Several times a week
4. About once a week
5. Several times a month
6. About once a month
7. Less often
8. Never

SCREENOUT CRITERIA: CLOSE IF CODES 5-8 SELECTED FOR 'A Podcast'

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ASK ALL

Q6. We are conducting research on behalf of UK's communications regulator Ofcom, who are looking to understand attitudes and use of different types of audio content.

Alongside completing this questionnaire, we would like you to take part in a 7-day diary exercise, about audio content you listen to each day. You will need to complete a short 3-minute survey once a day, for 7 days. The diary exercise would take place between 25th and 31st March.

In return we would give you £13 as a thank you for your participation. Please note you will only receive your reward if you complete this main survey AND the 7-day diary.

Are you willing to complete this questionnaire and the follow-up diary exercise? If you select 'yes', we will send you some instructions and a link to the diary study on 25th March.

> SINGLE CODE
> 1. Yes – I am willing to take part
> 2. No – I am not willing to take part **– CLOSE**

Now we would like to learn more about how you listen to various audio content and what you think of it.

ASK ALL

Q7. Earlier you mentioned you regularly listen to **[IF PODCAST ONLY:** podcasts. **IF PODCAST + 1 OTHER AUDIO CONTENT:** podcasts and [INSERT OTHER AC FROM Q4]. **IF PODCAST + 2 OR MORE OTHER AUDIO CONTENT:** podcasts, [INSERT OTHER OC FROM Q4] and other audio content.**]** When do you usually listen to them?

> GRID ROWS – ALL AUDIO CONTENT CODED 1-6 AT Q5
>
> GRID COLUMNS – MULTI CODE – RANDOMISE ORDER
> 1. When travelling in a car
> 2. When traveling on public transport
> 3. While walking
> 4. While cycling
> 5. While exercising / at the gym
> 6. While at work
> 7. While at school/college
> 8. While at home
> 9. Other

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Questionnaire

ASK ALL

Q8. And why would you say you listen to each of these?

GRID ROWS – ALL AUDIO CONTENT CODED 1-6 AT Q5

GRID COLUMNS – MULTI CODE – RANDOMISE ORDER
1. For background listening
2. For company
3. To relax
4. To pass the time
5. For practical advice
6. To discover new music
7. For entertainment
8. Habit
9. To give me something to talk about with friends/family
10. To learn something new
11. To make me feel better
12. To catch-up on news
13. Someone else chooses
14. Other reason

ASK ALL

Q9. And who do you listen to the following with?

GRID ROWS – ALL AUDIO CONTENT CODED 1-6 AT Q5

GRID COLUMNS – MULTI CODE
1. On my own
2. With partner/spouse
3. With family
4. With friends
5. With colleagues
6. With other people

ASK ALL

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

SINGLE CODE
1. Less than 6 months
2. Less than a year but more than 6 months
3. 1-2 years
4. 3-4 years
5. 5 or more years
6. Can't remember

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

SINGLE CODE
1. More podcasts than when you first started listening
2. Fewer podcasts than when you first started listening
3. About the same amount
4. Don't know

Q11. On average, how many individual podcasts do you listen to in a week? These could include different podcasts or episodes from the same series.

SINGLE CODE
1. None
2. 1-2
3. 3-5
4. 6-10
5. 11-20
6. 20+
7. Don't know

Q12. How many podcast series are you subscribed to?

SINGLE CODE
8. None
9. 1-2
10. 3-5
11. 6-10
12. 11-20
13. 20+
14. Don't know

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

SINGLE CODE
1. None
2. 1-2
3. 3-5
4. 6-10
5. 11-20
6. 20+
7. Don't know

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Questionnaire

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

SINGLE CODE
1. All of them
2. Most of them
3. Some of them
4. None of them
5. Don't know

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

GRID ROWS - RANDOMISE ORDER
1. Arts or music discussion
2. Other music
3. Business
4. Comedy
5. Education
6. Entertainment
7. Discussion and Talk Shows
8. Fiction / drama
9. Food
10. Politics
11. Health and Wellbeing
12. Hobbies
13. News and Current Affairs
14. Science and Technology
15. Society and Culture
16. Football
17. Other Sports
18. Travel
19. True Crime
20. TV and Film
21. Professional Development
22. Other

GRID COLUMNS – SINGLE CODE
1. Several times a day
2. About once a day
3. Several times a week
4. About once a week
5. Several times a month
6. About once a month
7. Less often
8. Never

IF 2 OR MORE AT Q16
Q17. And which of these is your favourite?

SHOW CODES SELECTED AT Q15
SINGLE CODE

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

GRID COLUMNS - MULTICODE – RANDOMISE ORDER
1. Attended a podcast event (e.g. podcast convention, live recording, live show)
2. Bought podcast-related merchandise
3. Bought products mentioned in the podcast
4. Paid to subscribe to or download a podcast
5. Talked about the podcast on social media
6. Researched more about a topic discussed in the podcast
7. Followed advice/recommendation given in a podcast
8. Listened to a radio show for the first time
9. Talked to friends/family about what you heard
10. Started following someone on social media
11. Listened to other podcasts or audio recommended at the end of a podcast
12. Other

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ASK ALL

Q19. And how do you tend to access the podcasts you listen to? By this we mean the app or website you use to listen to the podcast, not necessarily who created it.

MULTICODE – RANDOMISE ORDER
1. Apple podcasts / iTunes
2. Google Podcasts
3. Spotify
4. Pocket Casts
5. BeyondPod
6. DoggCatcher
7. Stitcher
8. Podcast Addict
9. Overcast
10. Castbox
11. RadioPlayer
12. BBC Sounds
13. Globalplayer
14. Planet Radio
15. TuneIn Radio
16. Newspaper site/app (e.g. The Guardian, The Times
17. YouTube
18. Soundcloud
19. Website or app of the podcast itself (please specify) e.g. *serialpodcast.org, thisamericanlife.org, woodenovercoats.com*Other website/app (please specify) – SHOW LAST; VERBATIM - NOT CODED

PIPE THROUGH PLATFORMS SELECTED FROM Q19
NEW: And which of these do you use most often? (All selected at Q19) Select one only

PIPE THROUGH PLATFORMS SELECTED FROM Q19
NEW: Which of these devices do you use to access each of the following platforms that you use?:
   (Grid)   Podcast platform A   B etc
Smartphone
Tablet
Laptop
Smart speaker
Smart TV
Other

ASK ALL

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

Questionnaire

GRID ROWS – RANDOMISE ORDER
1. Range of podcasts
2. Content from a range of different providers
3. Quality of podcasts
4. Ease of use
5. Ease of navigation
6. Auto-download of episodes
7. Exclusive content only available through that platform
8. Syncing across devices
9. Can use it easily on my smartphone
10. Compatibility with smart speaker
11. Smart playlists
12. Episode previews
13. Play video as audio
14. Speed adjustment
15. Push notifications
16. Customisation options
17. Social sharing options, e.g. short clip shares
18. The service is free

GRID COLUMNS – SINGLE CODE
1. Very important
2. Quite important
3. Neither important nor unimportant
4. Not very unimportant
5. Not important at all

MAX 2 ACCESS POINTS TO BE RATED
TIER 1 - PRIORITY: ASK FOR OR 8 (BBC Sounds) IF SELECTED AT Q19
TIER 2: ASK CODES 10 (GlobalPlayer), 2 (Apple Podcasts), 4 (Spotify), IF SELECTED AT Q19
TIER 3: ASK FOR ALL OTHER CODES IF SELECTED AT Q19
Q20b. You said you use [INSERT PLATFORM FROM Q19] to access podcasts. How good or bad, are they on each of the following:

GRID ROWS – RANDOMISE
1. Range of podcasts
2. Content from a range of different providers
3. Quality of podcasts
4. Ease of use
5. Ease of navigation
6. Auto-download of episodes
7. Exclusive content only available through that platform
8. Syncing across devices
9. Can use it easily on my smartphone
10. Compatibility with smart speaker
11. Smart playlists
12. Episode previews
13. Play video as audio
14. Speed adjustment

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Questionnaire

15. Push notifications
16. Customisation options
17. Social sharing options, e.g. short clip shares
18. The service is free

GRID COLUMNS – SINGLE CODE
1. Very good
2. Quite good
3. Neither good nor poor
4. Quite poor
5. Very poor

ASK ALL
Q21. How often, if at all, do you listen to the following types of podcasts?

GRID ROWS – RANDOMISE ORDER
1. Podcasts that also have videos, e.g. TEDtalks
2. Podcasts linked to TV programmes (e.g. Love Island, Strictly Come Dancing, West Wing)
3. Podcasts which are catch-up versions of BBC radio programmes, e.g. BBC Radio 2 breakfast show, BBC Radio 4 Today programme
4. Other BBC podcasts not originally broadcast on radio (not including TV programme podcasts)
5. Podcasts from non-BBC radio stations e.g. *Heart Breakfast podcast, Frank Skinner Show*
6. Podcasts made by newspapers or Magazines e.g. *Sun, Telegraph, Guardian, Economist, Monocle, New York Times*
7. Podcasts by celebrities
8. Other independent podcasters
9. Other

GRID COLUMNS – SINGLE CODE
1. Several times a day
2. About once a day
3. Several times a week
4. About once a week
5. Several times a month
6. About once a month
7. Less often
8. Never

NEW: (For those selecting YouTube at Q19) You said you use YouTube to listen to podcasts. Which of these explains why you use that platform for podcasts (Please select all that apply):

1. I prefer to watch the podcast rather than listening to it only
2. There is a greater choice of podcast
3. I use YouTube for other things so its easier to switch to podcasts
4. Other (please write in) Note to Populus: not for coding

ASK ALL

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Q22. Thinking about the amount of podcast listening you do nowadays, do you do more or less of these other activities as a result of your podcast listening?

GRID ROWS – RANDOMISE ORDER
1. Listening to radio
2. Listening to music streaming services (E.g. Spotify)
3. Reading books
4. Listening to audiobooks
5. Reading newspapers (print or online)
6. Watching TV
7. Playing electronic games (e.g. on mobile device)
8. Browsing the internet

GRID COLUMNS –SINGLE CODE
1. A lot more
2. A little more
3. About the same
4. A little less
5. A lot less

ASK ALL
Q23. How strongly would you say you agree or disagree with the following…

GRID ROWS – RANDOMISE ORDER
1. I find it easy to find podcasts I might enjoy
2. There should be clear warnings about possible offensive language or topics at the start of podcasts
3. I'd be happy to pay to subscribe to my favourite podcasts
4. I only listen to podcasts from people I've heard of (e.g. influencers, celebrities)
5. There are too many adverts on the podcasts I listen to
6. There is a lot more choice in what to listen to compared to radio
7. I like the range of content available on podcasts
8. I would like to produce my own podcast
9. Podcasts offer me something I can't get on radio
10. I like the convenience of being able to listen to podcasts when it suits me
11. I'm worried about content in podcasts that may be offensive or upsetting to me or others
12. I trust what I hear in podcasts
13. I prefer UK podcasts to those from other countries
14. I prefer to just use one place to access my podcasts
15. Podcasts allow me to enjoy my hobbies more
16. I feel more informed because of podcasts

GRID COLUMNS – SINGLE CODE
1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree

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