

Technical Report – Ofcom Podcast Survey 2023

Study Objectives

The objective of this research is to develop knowledge of podcasts, specifically amongst those who listen to podcasts regularly with a view to obtaining a better understanding of the in-the-moment needs, behaviours, and usage.

Sample Design

Quotas

Nationally representative quotas were used to closely represent the offline UK population. Targets for quotas were taken from the PAMCO survey, a random probability F2F survey conducted annually with 35,000 adults. And were set on the following:

- Age (16-24, 25-34, 35-44, 45-54, 55-64, 65+)
- Gender
- Region
- Ethnicity
- Social Grade

No quotas were in place for reaching regular, occasional and non listeners of podcasts however, we aimed to achieve as even spread as possible.

Fieldwork

The survey was conducted using Yonder's online panel, reaching a 1,884 nationally representative sample which consisted of 518 non podcast users, 1,006 overall regular users and 360 occasional users. Regular podcast users were targeted via boost interviews in order to reach a minimum of 1,000 regular users, overall.

Invitations to complete the survey were sent out on a nationally representative basis aligned to age, gender, region and social grade to ensure that we achieved a good demographic spread of respondents.

Weighting

As mentioned above, Yonder set quotas by age interlocked with gender, region and social grade. Any discrepancy between the final achieved sample and the known offline profile of the UK was adjusted by RIM¹ weighting, using the known demographic profile of the population. Data was weighted using 6 different variables - age, gender, government office region, social grade, ethnicity and podcast.

¹ Random Iterative Weighting