

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	Northern Ireland
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
Male	259	259	-	71	117	71	71	117	71	-	-	-	126	105	28	16	7	24	26	14	19	12	20	41	55	22	3
	22%	100%	-	13%	24%	59%	100%	100%	100%	-	-	-	23%	22%	21%	17%	24%	21%	31%	18%	25%	24%	23%	20%	24%	23%	25%
Female	897	-	897	467	380	50	-	-	-	467	380	50	412	380	104	78	22	91	57	63	57	38	66	165	177	74	9
	78%	-	100%	87%	76%	41%	-	-	-	100%	100%	100%	76%	78%	79%	83%	76%	79%	69%	82%	75%	76%	77%	80%	76%	77%	75%
Other	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 1
Q1. Gender
Base: All respondents

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
Male	259 22%	133 30%	81 19%	87 20%	84 24%
Female	897 78%	305 70%	345 81%	349 80%	265 76%
Other	1 *	- -	1 *	- -	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

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	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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
18-24	179 15%	12 5%	166 19%	179 33%	-	-	12 17%	-	-	166 36%	-	-	60 11%	94 19%	25 19%	20 21%	13 45%	11 10%	15 18%	16 21%	16 21%	8 16%	7 8%	27 13%	28 12%	17 18%	1 8%	
25-34	360 31%	59 23%	301 34%	360 67%	-	-	59 83%	-	-	301 64%	-	-	151 28%	170 35%	39 30%	30 32%	6 21%	42 37%	31 37%	30 39%	19 25%	14 28%	23 27%	77 37%	63 27%	22 23%	3 25%	
35-44	310 27%	65 25%	245 27%	-	310 62%	-	-	65 56%	-	-	245 64%	-	165 31%	114 24%	30 23%	17 18%	3 10%	30 26%	18 22%	19 25%	23 30%	14 28%	26 30%	63 30%	72 31%	23 24%	2 17%	
45-54	187 16%	52 20%	135 15%	-	187 38%	-	-	52 44%	-	-	135 36%	-	90 17%	71 15%	26 20%	15 16%	3 10%	20 17%	8 10%	10 13%	7 9%	9 18%	18 21%	31 15%	41 18%	21 22%	4 33%	
55-64	74 6%	46 18%	28 3%	-	-	74 61%	-	-	46 65%	-	-	28 56%	44 8%	20 4%	10 8%	7 7%	3 10%	7 6%	9 11%	1 1%	7 9%	3 6%	7 8%	7 3%	13 6%	9 9%	1 8%	
65+	47 4%	25 10%	22 2%	-	-	47 39%	-	-	25 35%	-	-	22 44%	29 5%	16 3%	2 2%	5 5%	1 3%	5 4%	2 2%	1 1%	4 5%	2 4%	5 6%	2 1%	15 6%	4 4%	1 8%	
NET: 18-34	539 47%	71 27%	467 52%	539 100%	-	-	71 100%	-	-	467 100%	-	-	211 39%	264 54%	64 48%	50 53%	19 66%	53 46%	46 55%	46 60%	35 46%	22 44%	30 35%	104 50%	91 39%	39 41%	4 33%	
NET: 35-54	497 43%	117 45%	380 42%	-	497 100%	-	-	117 100%	-	-	380 100%	-	255 47%	185 38%	56 42%	32 34%	6 21%	50 43%	26 31%	29 38%	30 39%	23 46%	44 51%	94 45%	113 49%	44 46%	6 50%	
NET: 55+	121 10%	71 27%	50 6%	-	-	121 100%	-	-	71 100%	-	-	50 100%	73 14%	36 7%	12 9%	12 13%	4 14%	12 10%	11 13%	2 3%	11 14%	5 10%	12 14%	9 4%	28 12%	13 14%	2 17%	
Average age	37.61	44.79	35.55	27.03	42.84	63.21	28.61	43.83	62.56	26.80	42.54	64.12	39.40	35.83	36.81	37.29	34.14	38.56	35.75	33.61	37.71	37.86	40.20	35.71	39.30	39.55	41.92	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 2
Q2. Age
Base: All respondents

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
18-24	179 15%	40 9%	96 22%	77 18%	52 15%
25-34	360 31%	101 23%	170 40%	137 31%	105 30%
35-44	310 27%	116 26%	89 21%	117 27%	97 28%
45-54	187 16%	92 21%	51 12%	68 16%	65 19%
55-64	74 6%	53 12%	16 4%	22 5%	20 6%
65+	47 4%	36 8%	5 1%	15 3%	10 3%
NET: 18-34	539 47%	141 32%	266 62%	214 49%	157 45%
NET: 35-54	497 43%	208 47%	140 33%	185 42%	162 46%
NET: 55+	121 10%	89 20%	21 5%	37 8%	30 9%
Average age	37.61	42.67	33.46	36.48	37.48

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
Male 18-34	71 6%	71 27%	-	71 13%	-	-	71 100%	-	-	-	-	-	27 5%	35 7%	9 7%	2 2%	3 10%	7 6%	8 10%	5 6%	6 8%	4 8%	3 3%	17 8%	13 6%	3 3%	-
Male 35-54	117 10%	117 45%	-	-	117 24%	-	-	117 100%	-	-	-	-	58 11%	48 10%	11 8%	5 5%	2 7%	10 9%	8 10%	7 9%	8 11%	6 12%	12 14%	19 9%	29 13%	10 10%	1 8%
Male 55+	71 6%	71 27%	-	-	-	71 59%	-	-	71 100%	-	-	-	41 8%	22 5%	8 6%	9 10%	2 7%	7 6%	10 12%	2 3%	5 7%	2 4%	5 6%	5 2%	13 6%	9 9%	2 17%
Female 18-34	467 40%	-	467 52%	467 87%	-	-	-	-	-	467 100%	-	-	183 34%	229 47%	55 42%	48 51%	16 55%	46 40%	38 46%	41 53%	29 38%	18 36%	27 31%	86 42%	78 34%	36 38%	4 33%
Female 35-54	380 33%	-	380 42%	-	380 76%	-	-	-	-	-	380 100%	-	197 37%	137 28%	45 34%	27 29%	4 14%	40 35%	18 22%	22 29%	22 29%	17 34%	32 37%	75 36%	84 36%	34 35%	5 42%
Female 55+	50 4%	-	50 6%	-	-	50 41%	-	-	-	-	-	50 100%	32 6%	14 3%	4 3%	3 3%	2 7%	5 4%	1 1%	-	6 8%	3 6%	7 8%	4 2%	15 6%	4 4%	-
Refused	1 *	-	-	1 *	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
Male 18-34	71 6%	25 6%	30 7%	29 7%	24 7%
Male 35-54	117 10%	56 13%	39 9%	34 8%	38 11%
Male 55+	71 6%	52 12%	12 3%	24 6%	22 6%
Female 18-34	467 40%	116 26%	235 55%	185 42%	133 38%
Female 35-54	380 33%	152 35%	101 24%	151 35%	124 36%
Female 55+	50 4%	37 8%	9 2%	13 3%	8 2%
Refused	1 *	- -	1 *	- -	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
Scotland	94 8%	16 6%	78 9%	50 9%	32 6%	12 10%	2 3%	5 4%	9 13%	48 10%	27 7%	3 6%	33 6%	46 9%	15 11%	94 100%	-	-	-	-	-	-	-	-	-	-	-
North East	29 3%	7 3%	22 2%	19 4%	6 1%	4 3%	3 4%	2 2%	2 3%	16 3%	4 1%	2 4%	17 3%	10 2%	2 2%	-	29 100%	-	-	-	-	-	-	-	-	-	-
North West	115 10%	24 9%	91 10%	53 10%	50 10%	12 10%	7 10%	10 9%	7 10%	46 10%	40 11%	5 10%	60 11%	39 8%	16 12%	-	-	115 100%	-	-	-	-	-	-	-	-	-
Yorkshire and the Humber	83 7%	26 10%	57 6%	46 9%	26 5%	11 9%	8 11%	8 7%	10 14%	38 8%	18 5%	1 2%	32 6%	38 8%	12 9%	-	-	-	83 100%	-	-	-	-	-	-	-	-
West Midlands	77 7%	14 5%	63 7%	46 9%	29 6%	2 2%	5 7%	7 6%	2 3%	41 9%	22 6%	-	36 7%	32 7%	9 7%	-	-	-	-	77 100%	-	-	-	-	-	-	-
East Midlands	76 7%	19 7%	57 6%	35 6%	30 6%	11 9%	6 8%	8 7%	5 7%	29 6%	22 6%	6 12%	23 4%	44 9%	9 7%	-	-	-	-	-	76 100%	-	-	-	-	-	-
Wales	50 4%	12 5%	38 4%	22 4%	23 5%	5 4%	4 6%	6 5%	2 3%	18 4%	17 4%	3 6%	20 4%	24 5%	6 5%	-	-	-	-	-	-	50 100%	-	-	-	-	-
East of England	86 7%	20 8%	66 7%	30 6%	44 9%	12 10%	3 4%	12 10%	5 7%	27 6%	32 8%	7 14%	43 8%	30 6%	13 10%	-	-	-	-	-	-	-	86 100%	-	-	-	-
London	207 18%	41 16%	165 18%	104 19%	94 19%	9 7%	17 24%	19 16%	5 7%	86 18%	75 20%	4 8%	108 20%	78 16%	21 16%	-	-	-	-	-	-	-	-	207 100%	-	-	-
South East	232 20%	55 21%	177 20%	91 17%	113 23%	28 23%	13 18%	29 25%	13 18%	78 17%	84 22%	15 30%	123 23%	91 19%	18 14%	-	-	-	-	-	-	-	-	-	232 100%	-	-
South West	96 8%	22 8%	74 8%	39 7%	44 9%	13 11%	3 4%	10 9%	9 13%	36 8%	34 9%	4 8%	39 7%	47 10%	10 8%	-	-	-	-	-	-	-	-	-	-	96 100%	-
Northern Ireland	12 1%	3 1%	9 1%	4 1%	6 1%	2 2%	-	1 1%	2 3%	4 1%	5 1%	-	5 1%	6 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-	12 100%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 4

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
Scotland	94 8%	37 8%	43 10%	29 7%	34 10%
North East	29 3%	13 3%	9 2%	12 3%	6 2%
North West	115 10%	38 9%	36 8%	46 11%	29 8%
Yorkshire and the Humber	83 7%	31 7%	29 7%	26 6%	26 7%
West Midlands	77 7%	35 8%	32 7%	34 8%	24 7%
East Midlands	76 7%	33 8%	24 6%	20 5%	20 6%
Wales	50 4%	20 5%	27 6%	17 4%	14 4%
East of England	86 7%	40 9%	30 7%	25 6%	22 6%
London	207 18%	56 13%	88 21%	92 21%	79 23%
South East	232 20%	85 19%	73 17%	91 21%	68 19%
South West	96 8%	45 10%	31 7%	40 9%	25 7%
Northern Ireland	12 1%	5 1%	5 1%	4 1%	2 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
A	136 12%	30 12%	106 12%	52 10%	64 13%	20 17%	4 6%	14 12%	12 17%	48 10%	50 13%	8 16%	136 25%	-	-	4 4%	3 10%	12 10%	10 12%	11 14%	6 8%	6 12%	14 16%	34 16%	28 12%	8 8%	-
B	403 35%	96 37%	306 34%	159 29%	191 38%	53 44%	23 32%	44 38%	29 41%	135 29%	147 39%	24 48%	403 75%	-	-	29 31%	14 48%	48 42%	22 27%	25 32%	17 22%	14 28%	29 34%	74 36%	95 41%	31 32%	5 42%
C1	345 30%	78 30%	267 30%	186 35%	130 26%	29 24%	26 37%	34 29%	18 25%	160 34%	96 25%	11 22%	-	345 71%	-	39 41%	8 28%	25 22%	29 35%	20 26%	32 42%	16 32%	21 24%	60 29%	55 24%	37 39%	3 25%
C2	140 12%	27 10%	113 13%	78 14%	55 11%	7 6%	9 13%	14 12%	4 6%	69 15%	41 11%	3 6%	-	140 29%	-	7 7%	2 7%	14 12%	9 11%	12 16%	12 16%	8 16%	9 10%	18 9%	36 16%	10 10%	3 25%
D	90 8%	16 6%	74 8%	52 10%	32 6%	6 5%	6 8%	7 6%	3 4%	46 10%	25 7%	3 6%	-	-	90 68%	12 13%	2 7%	11 10%	8 10%	7 9%	5 7%	5 10%	9 10%	14 7%	12 5%	4 4%	1 8%
E	42 4%	12 5%	30 3%	12 2%	24 5%	6 5%	3 4%	4 3%	5 7%	9 2%	20 5%	1 2%	-	-	42 32%	3 3%	-	5 4%	4 5%	2 3%	4 5%	1 2%	4 5%	7 3%	6 3%	6 6%	-
NET: AB	539 47%	126 49%	412 46%	211 39%	255 51%	73 60%	27 38%	58 50%	41 58%	183 39%	197 52%	32 64%	539 100%	-	-	33 35%	17 59%	60 52%	32 39%	36 47%	23 30%	20 40%	43 50%	108 52%	123 53%	39 41%	5 42%
NET: C1C2	485 42%	105 41%	380 42%	264 49%	185 37%	36 30%	35 49%	48 41%	22 31%	229 49%	137 36%	14 28%	-	485 100%	-	46 49%	10 34%	39 34%	38 46%	32 42%	44 58%	24 48%	30 35%	78 38%	91 39%	47 49%	6 50%
NET: DE	132 11%	28 11%	104 12%	64 12%	56 11%	12 10%	9 13%	11 9%	8 11%	55 12%	45 12%	4 8%	-	-	132 100%	15 16%	2 7%	16 14%	12 14%	9 12%	9 12%	6 12%	13 15%	21 10%	18 8%	10 10%	1 8%
NET: ABC1	884 76%	204 79%	679 76%	397 74%	385 77%	102 84%	53 75%	92 79%	59 83%	343 73%	293 77%	43 86%	539 100%	345 71%	-	72 77%	25 86%	85 74%	61 73%	56 73%	55 72%	36 72%	64 74%	168 81%	178 77%	76 79%	8 67%
NET: C2DE	272 24%	55 21%	217 24%	142 26%	111 22%	19 16%	18 25%	25 21%	12 17%	124 27%	86 23%	7 14%	-	140 29%	132 100%	22 23%	4 14%	30 26%	21 25%	21 27%	21 28%	14 28%	22 26%	39 19%	54 23%	20 21%	4 33%
Refused	1 *	-	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 5
Q4. SEG
Base: All respondents

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
A	136 12%	58 13%	52 12%	66 15%	49 14%
B	403 35%	160 37%	131 31%	168 39%	102 29%
C1	345 30%	115 26%	134 31%	119 27%	95 27%
C2	140 12%	56 13%	57 13%	48 11%	53 15%
D	90 8%	35 8%	34 8%	23 5%	36 10%
E	42 4%	13 3%	19 4%	12 3%	14 4%
NET: AB	539 47%	218 50%	183 43%	234 54%	151 43%
NET: C1C2	485 42%	171 39%	191 45%	167 38%	148 42%
NET: DE	132 11%	48 11%	53 12%	35 8%	50 14%
NET: ABC1	884 76%	333 76%	317 74%	353 81%	246 70%
NET: C2DE	272 24%	104 24%	110 26%	83 19%	103 30%
Refused	1 *	1 *	- -	- -	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 FM)	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)
Base	1157	1157	1157	1157	1157	1157	1157	1157
NET: Ever	1090 94%	976 84%	986 85%	1013 88%	881 76%	1157 100%	840 73%	1036 90%
NET: Regular listeners	896 77%	674 58%	698 60%	854 74%	429 37%	1157 100%	385 33%	705 61%
NET: Infrequent listeners	194 17%	302 26%	288 25%	159 14%	452 39%	- -	455 39%	331 29%
Several times a day	293 25%	213 18%	238 21%	353 31%	91 8%	163 14%	57 5%	206 18%
About once a day	230 20%	165 14%	158 14%	213 18%	79 7%	261 23%	103 9%	136 12%
Several times a week	255 22%	170 15%	211 18%	208 18%	155 13%	407 35%	136 12%	231 20%
About once a week	118 10%	126 11%	91 8%	80 7%	104 9%	326 28%	89 8%	132 11%
Several times a month	58 5%	64 6%	69 6%	53 5%	78 7%	- -	72 6%	106 9%
About once a month	32 3%	69 6%	47 4%	28 2%	84 7%	- -	74 6%	68 6%
Less often	104 9%	169 15%	172 15%	78 7%	290 25%	- -	309 27%	157 14%
Never	67 6%	181 16%	171 15%	144 12%	276 24%	- -	317 27%	121 10%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 FM)****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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	1090 94%	244 94%	845 94%	498 92%	478 96%	114 94%	63 89%	113 97%	68 96%	434 93%	365 96%	46 92%	510 95%	457 94%	122 92%	90 96%	27 93%	109 95%	78 94%	70 91%	72 95%	48 96%	80 93%	191 92%	220 95%	93 97%	12 100%
NET: Regular listeners	896 77%	206 80%	689 77%	395 73%	406 82%	95 79%	52 73%	96 82%	58 82%	342 73%	310 82%	37 74%	435 81%	371 76%	90 68%	70 74%	23 79%	93 81%	61 73%	62 81%	60 79%	43 86%	63 73%	146 71%	191 82%	75 78%	9 75%
NET: Infrequent listeners	194 17%	38 15%	156 17%	103 19%	72 14%	19 16%	11 15%	17 15%	10 14%	92 20%	55 14%	9 18%	75 14%	86 18%	32 24%	20 21%	4 14%	16 14%	17 20%	8 10%	12 16%	5 10%	17 20%	45 22%	29 13%	18 19%	3 25%
Several times a day	293 25%	71 27%	222 25%	109 20%	148 30%	36 30%	13 18%	36 31%	22 31%	96 21%	112 29%	14 28%	152 28%	113 23%	28 21%	23 24%	5 17%	37 32%	20 24%	18 23%	18 24%	15 30%	24 28%	42 20%	63 27%	26 27%	2 17%
About once a day	230 20%	47 18%	182 20%	112 21%	96 19%	22 18%	13 18%	24 21%	10 14%	98 21%	72 19%	12 24%	119 22%	88 18%	23 17%	22 23%	8 28%	16 14%	11 13%	22 29%	15 20%	13 26%	15 17%	35 17%	52 22%	16 17%	5 42%
Several times a week	255 22%	60 23%	195 22%	112 21%	118 24%	25 21%	14 20%	29 25%	17 24%	98 21%	89 23%	8 16%	115 21%	113 23%	27 20%	17 18%	9 31%	27 23%	18 22%	17 22%	18 24%	11 22%	20 23%	41 20%	55 24%	20 21%	2 17%
About once a week	118 10%	28 11%	90 10%	62 12%	44 9%	12 10%	12 17%	7 6%	9 13%	50 11%	37 10%	3 6%	49 9%	57 12%	12 9%	8 9%	1 3%	13 11%	12 14%	5 6%	9 12%	4 8%	4 5%	28 14%	21 9%	13 14%	-
Several times a month	58 5%	6 2%	52 6%	34 6%	22 4%	2 2%	2 3%	3 3%	1 1%	32 7%	19 5%	1 2%	22 4%	23 5%	13 10%	6 6%	2 7%	5 4%	5 6%	3 4%	4 5%	-	5 6%	13 6%	8 3%	5 5%	2 17%
About once a month	32 3%	6 2%	26 3%	19 4%	7 1%	6 5%	2 3%	-	4 6%	17 4%	7 2%	2 4%	16 3%	12 2%	3 2%	5 5%	1 3%	4 3%	3 4%	-	2 3%	2 4%	1 1%	6 3%	6 3%	2 2%	-
Less often	104 9%	26 10%	78 9%	50 9%	43 9%	11 9%	7 10%	14 12%	5 7%	43 9%	29 8%	6 12%	37 7%	51 11%	16 12%	9 10%	1 3%	7 6%	9 11%	5 6%	6 8%	3 6%	11 13%	26 13%	15 6%	11 11%	1 8%
Never	67 6%	15 6%	52 6%	41 8%	19 4%	7 6%	8 11%	4 3%	3 4%	33 7%	15 4%	4 8%	29 5%	28 6%	10 8%	4 4%	2 7%	6 5%	5 6%	7 9%	4 5%	2 4%	6 7%	16 8%	12 5%	3 3%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 FM)****Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	1090 94%	420 96%	413 97%	410 94%	334 96%
NET: Regular listeners	896 77%	361 82%	342 80%	334 77%	285 82%
NET: Infrequent listeners	194 17%	59 13%	71 17%	76 17%	49 14%
Several times a day	293 25%	142 32%	106 25%	114 26%	103 30%
About once a day	230 20%	87 20%	92 22%	87 20%	72 21%
Several times a week	255 22%	93 21%	94 22%	85 19%	84 24%
About once a week	118 10%	39 9%	50 12%	48 11%	26 7%
Several times a month	58 5%	19 4%	25 6%	25 6%	14 4%
About once a month	32 3%	7 2%	12 3%	10 2%	4 1%
Less often	104 9%	33 8%	34 8%	41 9%	31 9%
Never	67 6%	18 4%	14 3%	26 6%	15 4%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	976 84%	245 95%	730 81%	420 78%	443 89%	113 93%	64 90%	112 96%	69 97%	355 76%	331 87%	44 88%	462 86%	401 83%	112 85%	78 83%	24 83%	98 85%	70 84%	70 91%	65 86%	40 80%	68 79%	183 88%	191 82%	78 81%	11 92%
NET: Regular listeners	674 58%	196 76%	477 53%	253 47%	321 65%	100 83%	51 72%	85 73%	60 85%	201 43%	236 62%	40 80%	342 63%	259 53%	72 55%	51 54%	18 62%	68 59%	45 54%	50 65%	45 59%	27 54%	44 51%	129 62%	138 59%	54 56%	5 42%
NET: Infrequent listeners	302 26%	49 19%	253 28%	167 31%	122 25%	13 11%	13 18%	27 23%	9 13%	154 33%	95 25%	4 8%	120 22%	142 29%	40 30%	27 29%	6 21%	30 26%	25 30%	20 26%	20 26%	13 26%	24 28%	54 26%	53 23%	24 25%	6 50%
Several times a day	213 18%	62 24%	151 17%	52 10%	115 23%	46 38%	8 11%	28 24%	26 37%	44 9%	87 23%	20 40%	118 22%	74 15%	20 15%	11 12%	8 28%	25 22%	11 13%	14 18%	14 18%	8 16%	16 19%	40 19%	44 19%	20 21%	2 17%
About once a day	165 14%	54 21%	110 12%	60 11%	75 15%	30 25%	15 21%	21 18%	18 25%	44 9%	54 14%	12 24%	93 17%	56 12%	16 12%	13 14%	5 17%	14 12%	10 12%	13 17%	15 20%	7 14%	11 13%	30 14%	34 15%	11 11%	2 17%
Several times a week	170 15%	43 17%	127 14%	79 15%	77 15%	14 12%	14 20%	19 16%	10 14%	65 14%	58 15%	4 8%	75 14%	76 16%	19 14%	14 15%	5 17%	15 13%	17 20%	16 21%	7 9%	6 12%	12 14%	30 14%	34 15%	13 14%	1 8%
About once a week	126 11%	37 14%	89 10%	62 12%	54 11%	10 8%	14 20%	17 15%	6 8%	48 10%	37 10%	4 8%	56 10%	53 11%	17 13%	13 14%	- -	14 12%	7 8%	7 9%	9 12%	6 12%	5 6%	29 14%	26 11%	10 10%	- -
Several times a month	64 6%	11 4%	53 6%	31 6%	31 6%	2 2%	2 3%	7 6%	2 3%	29 6%	24 6%	- -	17 3%	35 7%	12 9%	7 7%	2 7%	6 5%	4 5%	6 8%	6 8%	4 8%	3 3%	5 2%	10 4%	9 9%	2 17%
About once a month	69 6%	15 6%	54 6%	40 7%	27 5%	2 2%	6 8%	8 7%	1 1%	34 7%	19 5%	1 2%	31 6%	31 6%	7 5%	5 5%	2 7%	9 8%	7 8%	3 4%	1 1%	2 4%	6 7%	17 8%	13 6%	4 4%	- -
Less often	169 15%	23 9%	146 16%	96 18%	64 13%	9 7%	5 7%	12 10%	6 8%	91 19%	52 14%	3 6%	72 13%	76 16%	21 16%	15 16%	2 7%	15 13%	14 17%	11 14%	13 17%	7 14%	15 17%	32 15%	30 13%	11 11%	4 33%
Never	181 16%	14 5%	167 19%	119 22%	54 11%	8 7%	7 10%	5 4%	2 3%	112 24%	49 13%	6 12%	77 14%	84 17%	20 15%	16 17%	5 17%	17 15%	13 16%	7 9%	11 14%	10 20%	18 21%	24 12%	41 18%	18 19%	1 8%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	976 84%	418 95%	358 84%	363 83%	306 88%
NET: Regular listeners	674 58%	362 83%	241 56%	258 59%	208 60%
NET: Infrequent listeners	302 26%	56 13%	117 27%	105 24%	98 28%
Several times a day	213 18%	148 34%	58 14%	77 18%	51 15%
About once a day	165 14%	94 21%	55 13%	67 15%	53 15%
Several times a week	170 15%	71 16%	63 15%	69 16%	60 17%
About once a week	126 11%	49 11%	65 15%	45 10%	44 13%
Several times a month	64 6%	17 4%	26 6%	20 5%	24 7%
About once a month	69 6%	9 2%	27 6%	31 7%	20 6%
Less often	169 15%	30 7%	64 15%	54 12%	54 15%
Never	181 16%	20 5%	69 16%	73 17%	43 12%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	986 85%	229 88%	756 84%	444 82%	443 89%	99 82%	58 82%	109 93%	62 87%	385 82%	334 88%	37 74%	463 86%	413 85%	110 83%	80 85%	23 79%	96 83%	69 83%	64 83%	71 93%	44 88%	71 83%	188 91%	192 83%	76 79%	12 100%
NET: Regular listeners	698 60%	176 68%	521 58%	326 60%	305 61%	67 55%	48 68%	81 69%	47 66%	277 59%	224 59%	20 40%	340 63%	282 58%	76 58%	63 67%	22 76%	65 57%	50 60%	49 64%	43 57%	35 70%	46 53%	141 68%	134 58%	41 43%	9 75%
NET: Infrequent listeners	288 25%	53 20%	235 26%	118 22%	138 28%	32 26%	10 14%	28 24%	15 21%	108 23%	110 29%	17 34%	123 23%	131 27%	34 26%	17 18%	1 3%	31 27%	19 23%	15 19%	28 37%	9 18%	25 29%	47 23%	58 25%	35 36%	3 25%
Several times a day	238 21%	51 20%	186 21%	136 25%	88 18%	14 12%	18 25%	23 20%	10 14%	117 25%	65 17%	4 8%	108 20%	96 20%	34 26%	19 20%	7 24%	22 19%	16 19%	17 22%	15 20%	12 24%	14 16%	58 28%	45 19%	12 13%	1 8%
About once a day	158 14%	49 19%	109 12%	70 13%	70 14%	18 15%	12 17%	23 20%	14 20%	58 12%	47 12%	4 8%	87 16%	62 13%	9 7%	17 18%	7 24%	9 8%	14 17%	9 12%	10 13%	6 12%	7 8%	37 18%	32 14%	9 9%	1 8%
Several times a week	211 18%	50 19%	161 18%	90 17%	99 20%	22 18%	10 14%	24 21%	16 23%	80 17%	75 20%	6 12%	99 18%	86 18%	26 20%	22 23%	6 21%	20 17%	18 22%	17 22%	13 17%	10 20%	16 19%	30 14%	43 19%	11 11%	5 42%
About once a week	91 8%	26 10%	65 7%	30 6%	48 10%	13 11%	8 11%	11 9%	7 10%	22 5%	37 10%	6 12%	46 9%	38 8%	7 5%	5 5%	2 7%	14 12%	2 2%	6 8%	5 7%	7 14%	9 10%	16 8%	14 6%	9 9%	2 17%
Several times a month	69 6%	8 3%	61 7%	22 4%	41 8%	6 5%	1 1%	4 3%	3 4%	21 4%	37 10%	3 6%	23 4%	33 7%	13 10%	5 5%	1 3%	7 6%	7 8%	2 3%	7 9%	1 2%	9 10%	7 3%	11 5%	11 11%	1 8%
About once a month	47 4%	10 4%	37 4%	16 3%	25 5%	6 5%	1 1%	5 4%	4 6%	15 3%	20 5%	2 4%	26 5%	18 4%	3 2%	2 2%	- -	5 4%	4 5%	4 5%	3 4%	1 2%	3 3%	7 3%	13 6%	5 5%	- -
Less often	172 15%	35 14%	137 15%	80 15%	72 14%	20 17%	8 11%	19 16%	8 11%	72 15%	53 14%	12 24%	74 14%	80 16%	18 14%	10 11%	- -	19 17%	8 10%	9 12%	18 24%	7 14%	13 15%	33 16%	34 15%	19 20%	2 17%
Never	171 15%	30 12%	141 16%	95 18%	54 11%	22 18%	13 18%	8 7%	9 13%	82 18%	46 12%	13 26%	76 14%	72 15%	22 17%	14 15%	6 21%	19 17%	14 17%	13 17%	5 7%	6 12%	15 17%	19 9%	40 17%	20 21%	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	986 85%	388 89%	362 85%	373 86%	322 92%
NET: Regular listeners	698 60%	282 64%	265 62%	281 64%	260 74%
NET: Infrequent listeners	288 25%	106 24%	97 23%	92 21%	62 18%
Several times a day	238 21%	98 22%	116 27%	102 23%	96 28%
About once a day	158 14%	66 15%	57 13%	66 15%	57 16%
Several times a week	211 18%	80 18%	67 16%	71 16%	76 22%
About once a week	91 8%	38 9%	25 6%	42 10%	31 9%
Several times a month	69 6%	35 8%	22 5%	24 6%	20 6%
About once a month	47 4%	17 4%	13 3%	21 5%	4 1%
Less often	172 15%	54 12%	62 15%	47 11%	38 11%
Never	171 15%	50 11%	65 15%	63 14%	27 8%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	1013	214	798	509	422	82	64	100	50	444	322	32	469	432	112	85	26	98	75	68	65	46	72	183	203	81	11
	88%	83%	89%	94%	85%	68%	90%	85%	70%	95%	85%	64%	87%	89%	85%	90%	90%	85%	90%	88%	86%	92%	84%	88%	88%	84%	92%
NET: Regular listeners	854	180	673	467	333	54	60	84	36	406	249	18	395	369	90	71	25	81	62	63	51	43	58	162	160	67	11
	74%	69%	75%	87%	67%	45%	85%	72%	51%	87%	66%	36%	73%	76%	68%	76%	86%	70%	75%	82%	67%	86%	67%	78%	69%	70%	92%
NET: Infrequent listeners	159	34	125	42	89	28	4	16	14	38	73	14	74	63	22	14	1	17	13	5	14	3	14	21	43	14	-
	14%	13%	14%	8%	18%	23%	6%	14%	20%	8%	19%	28%	14%	13%	17%	15%	3%	15%	16%	6%	18%	6%	16%	10%	19%	15%	-
Several times a day	353	78	275	221	114	18	26	42	10	195	72	8	167	151	35	36	9	27	20	25	18	13	19	78	77	29	2
	31%	30%	31%	41%	23%	15%	37%	36%	14%	42%	19%	16%	31%	31%	27%	38%	31%	23%	24%	32%	24%	26%	22%	38%	33%	30%	17%
About once a day	213	34	178	116	86	11	13	15	6	102	71	5	95	99	19	13	3	22	17	13	15	19	16	31	39	18	7
	18%	13%	20%	22%	17%	9%	18%	13%	8%	22%	19%	10%	18%	20%	14%	14%	10%	19%	20%	17%	20%	38%	19%	15%	17%	19%	58%
Several times a week	208	47	161	96	93	19	13	18	16	83	75	3	100	83	25	16	11	19	16	18	13	8	18	37	34	17	1
	18%	18%	18%	18%	19%	16%	18%	15%	23%	18%	20%	6%	19%	17%	19%	17%	38%	17%	19%	23%	17%	16%	21%	18%	15%	18%	8%
About once a week	80	21	59	34	40	6	8	9	4	26	31	2	33	36	11	6	2	13	9	7	5	3	5	16	10	3	1
	7%	8%	7%	6%	8%	5%	11%	8%	6%	6%	8%	4%	6%	7%	8%	6%	7%	11%	11%	9%	7%	6%	6%	8%	4%	3%	8%
Several times a month	53	10	43	20	27	6	1	7	2	19	20	4	25	19	9	3	-	8	5	1	4	-	2	7	17	6	-
	5%	4%	5%	4%	5%	5%	1%	6%	3%	4%	5%	8%	5%	4%	7%	3%	-	7%	6%	1%	5%	-	2%	3%	7%	6%	-
About once a month	28	9	19	7	14	7	2	2	5	5	12	2	12	11	5	5	1	2	2	1	2	1	1	3	9	1	-
	2%	3%	2%	1%	3%	6%	3%	2%	7%	1%	3%	4%	2%	2%	4%	5%	3%	2%	2%	1%	3%	2%	1%	1%	4%	1%	-
Less often	78	15	63	15	48	15	1	7	7	14	41	8	37	33	8	6	-	7	6	3	8	2	11	11	17	7	-
	7%	6%	7%	3%	10%	12%	1%	6%	10%	3%	11%	16%	7%	7%	6%	6%	-	6%	7%	4%	11%	4%	13%	5%	7%	7%	-
Never	144	45	99	30	75	39	7	17	21	23	58	18	70	53	20	9	3	17	8	9	11	4	14	24	29	15	1
	12%	17%	11%	6%	15%	32%	10%	15%	30%	5%	15%	36%	13%	11%	15%	10%	10%	15%	10%	12%	14%	8%	16%	12%	13%	16%	8%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	1013 88%	373 85%	423 99%	381 87%	313 90%
NET: Regular listeners	854 74%	301 69%	404 95%	331 76%	258 74%
NET: Infrequent listeners	159 14%	72 16%	19 4%	50 11%	55 16%
Several times a day	353 31%	110 25%	215 50%	146 33%	107 31%
About once a day	213 18%	82 19%	99 23%	79 18%	59 17%
Several times a week	208 18%	76 17%	66 15%	83 19%	66 19%
About once a week	80 7%	33 8%	24 6%	23 5%	26 7%
Several times a month	53 5%	27 6%	13 3%	18 4%	14 4%
About once a month	28 2%	10 2%	1 *	11 3%	10 3%
Less often	78 7%	35 8%	5 1%	21 5%	31 9%
Never	144 12%	65 15%	4 1%	55 13%	36 10%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	881 76%	213 82%	667 74%	361 67%	414 83%	106 88%	47 66%	101 86%	65 92%	313 67%	313 82%	41 82%	416 77%	365 75%	99 75%	67 71%	23 79%	87 76%	64 77%	59 77%	59 78%	36 72%	70 81%	158 76%	173 75%	77 80%	8 67%
NET: Regular listeners	429 37%	117 45%	311 35%	179 33%	199 40%	51 42%	29 41%	53 45%	35 49%	149 32%	146 38%	16 32%	204 38%	164 34%	60 45%	32 34%	13 45%	41 36%	28 34%	36 47%	31 41%	18 36%	27 31%	79 38%	91 39%	30 31%	3 25%
NET: Infrequent listeners	452 39%	96 37%	356 40%	182 34%	215 43%	55 45%	18 25%	48 41%	30 42%	164 35%	167 44%	25 50%	212 39%	201 41%	39 30%	35 37%	10 34%	46 40%	36 43%	23 30%	28 37%	18 36%	43 50%	79 38%	82 35%	47 49%	5 42%
Several times a day	91 8%	30 12%	61 7%	41 8%	37 7%	13 11%	8 11%	11 9%	11 15%	33 7%	26 7%	2 4%	40 7%	36 7%	15 11%	4 4%	5 17%	10 9%	8 10%	4 5%	5 7%	4 8%	6 7%	18 9%	22 9%	5 5%	-
About once a day	79 7%	15 6%	64 7%	40 7%	33 7%	6 5%	4 6%	7 6%	4 6%	36 8%	26 7%	2 4%	42 8%	29 6%	8 6%	3 3%	3 10%	8 7%	2 2%	8 10%	11 14%	2 4%	5 6%	14 7%	15 6%	8 8%	-
Several times a week	155 13%	44 17%	110 12%	55 10%	76 15%	24 20%	9 13%	20 17%	15 21%	45 10%	56 15%	9 18%	78 14%	55 11%	22 17%	16 17%	4 14%	15 13%	16 19%	14 18%	8 11%	7 14%	10 12%	23 11%	32 14%	9 9%	1 8%
About once a week	104 9%	28 11%	76 8%	43 8%	53 11%	8 7%	8 11%	15 13%	5 7%	35 7%	38 10%	3 6%	44 8%	44 9%	15 11%	9 10%	1 3%	8 7%	2 2%	10 13%	7 9%	5 10%	6 7%	24 12%	22 9%	8 8%	2 17%
Several times a month	78 7%	14 5%	64 7%	26 5%	43 9%	9 7%	1 1%	8 7%	5 7%	25 5%	35 9%	4 8%	40 7%	30 6%	8 6%	9 10%	2 7%	8 7%	4 5%	4 5%	6 8%	5 10%	12 14%	10 5%	11 5%	7 7%	-
About once a month	84 7%	18 7%	66 7%	33 6%	36 7%	15 12%	4 6%	7 6%	7 10%	29 6%	29 8%	8 16%	45 8%	36 7%	3 2%	9 10%	2 7%	10 9%	5 6%	5 6%	3 4%	3 6%	4 5%	21 10%	13 6%	9 9%	-
Less often	290 25%	64 25%	226 25%	123 23%	136 27%	31 26%	13 18%	33 28%	18 25%	110 24%	103 27%	13 26%	127 24%	135 28%	28 21%	17 18%	6 21%	28 24%	27 33%	14 18%	19 25%	10 20%	27 31%	48 23%	58 25%	31 32%	5 42%
Never	276 24%	46 18%	230 26%	178 33%	83 17%	15 12%	24 34%	16 14%	6 8%	154 33%	67 18%	9 18%	123 23%	120 25%	33 25%	27 29%	6 21%	28 24%	19 23%	18 23%	17 22%	14 28%	16 19%	49 24%	59 25%	19 20%	4 33%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	881 76%	370 84%	324 76%	322 74%	294 84%
NET: Regular listeners	429 37%	208 47%	160 37%	156 36%	173 50%
NET: Infrequent listeners	452 39%	162 37%	164 38%	166 38%	121 35%
Several times a day	91 8%	45 10%	36 8%	37 8%	36 10%
About once a day	79 7%	39 9%	27 6%	33 8%	26 7%
Several times a week	155 13%	76 17%	56 13%	50 11%	71 20%
About once a week	104 9%	48 11%	41 10%	36 8%	40 11%
Several times a month	78 7%	32 7%	32 7%	26 6%	36 10%
About once a month	84 7%	32 7%	30 7%	26 6%	21 6%
Less often	290 25%	98 22%	102 24%	114 26%	64 18%
Never	276 24%	68 16%	103 24%	114 26%	55 16%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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												
																				Yorkshire and the Humber	West Midlands	East Midlands		East of England				North-ern Ire-land
	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				Wales		London	South East	South West		
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
	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	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
	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	163 14%	49 19%	114 13%	80 15%	71 14%	12 10%	19 27%	23 20%	7 10%	61 13%	48 13%	5 10%	70 13%	68 14%	25 19%	9 10%	6 21%	16 14%	15 18%	9 12%	15 20%	3 6%	15 17%	28 14%	31 13%	16 17%	-	
About once a day	261 23%	43 17%	217 24%	114 21%	125 25%	22 18%	9 13%	25 21%	9 13%	104 22%	100 26%	13 26%	147 27%	95 20%	19 14%	18 19%	11 38%	23 20%	18 22%	20 26%	19 25%	10 20%	17 20%	54 26%	51 22%	17 18%	3 25%	
Several times a week	407 35%	92 36%	315 35%	194 36%	175 35%	38 31%	23 32%	44 38%	25 35%	171 37%	131 34%	13 26%	192 36%	170 35%	44 33%	39 41%	9 31%	39 34%	32 39%	30 39%	18 24%	26 52%	23 27%	67 32%	78 34%	40 42%	6 50%	
About once a week	326 28%	75 29%	251 28%	151 28%	126 25%	49 40%	20 28%	25 21%	30 42%	131 28%	101 27%	19 38%	130 24%	152 31%	44 33%	28 30%	3 10%	37 32%	18 22%	18 23%	24 32%	11 22%	31 36%	58 28%	72 31%	23 24%	3 25%	
Several times a month	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
About once a month	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Less often	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Never	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 12

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	1157 100%	438 100%	427 100%	436 100%	349 100%
NET: Regular listeners	1157 100%	438 100%	427 100%	436 100%	349 100%
NET: Infrequent listeners	- -	- -	- -	- -	- -
Several times a day	163 14%	78 18%	56 13%	71 16%	34 10%
About once a day	261 23%	101 23%	99 23%	112 26%	64 18%
Several times a week	407 35%	140 32%	145 34%	163 37%	132 38%
About once a week	326 28%	119 27%	127 30%	90 21%	119 34%
Several times a month	- -	- -	- -	- -	- -
About once a month	- -	- -	- -	- -	- -
Less often	- -	- -	- -	- -	- -
Never	- -	- -	- -	- -	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	840 73%	182 70%	657 73%	388 72%	370 74%	82 68%	55 77%	84 72%	43 61%	332 71%	286 75%	39 78%	402 75%	344 71%	93 70%	70 74%	21 72%	87 76%	62 75%	57 74%	60 79%	34 68%	52 60%	157 76%	166 72%	67 70%	7 58%
NET: Regular listeners	385 33%	86 33%	298 33%	180 33%	172 35%	33 27%	27 38%	43 37%	16 23%	152 33%	129 34%	17 34%	195 36%	151 31%	39 30%	27 29%	12 41%	25 22%	25 30%	38 49%	27 36%	16 32%	24 28%	89 43%	68 29%	30 31%	4 33%
NET: Infrequent listeners	455 39%	96 37%	359 40%	208 39%	198 40%	49 40%	28 39%	41 35%	27 38%	180 39%	157 41%	22 44%	207 38%	193 40%	54 41%	43 46%	9 31%	62 54%	37 45%	19 25%	33 43%	18 36%	28 33%	68 33%	98 42%	37 39%	3 25%
Several times a day	57 5%	10 4%	47 5%	33 6%	21 4%	3 2%	5 7%	5 4%	- -	28 6%	16 4%	3 6%	22 4%	28 6%	7 5%	7 7%	3 10%	3 3%	2 2%	1 1%	7 9%	1 2%	4 5%	14 7%	11 5%	3 3%	1 8%
About once a day	103 9%	17 7%	85 9%	45 8%	48 10%	10 8%	3 4%	11 9%	3 4%	41 9%	37 10%	7 14%	56 10%	33 7%	14 11%	5 5%	4 14%	7 6%	6 7%	15 19%	7 9%	6 12%	8 9%	22 11%	16 7%	6 6%	1 8%
Several times a week	136 12%	33 13%	103 11%	56 10%	71 14%	9 7%	10 14%	16 14%	7 10%	46 10%	55 14%	2 4%	82 15%	44 9%	10 8%	11 12%	5 17%	7 6%	8 10%	12 16%	7 9%	3 6%	7 8%	36 17%	26 11%	12 13%	2 17%
About once a week	89 8%	26 10%	63 7%	46 9%	32 6%	11 9%	9 13%	11 9%	6 8%	37 8%	21 6%	5 10%	35 6%	46 9%	8 6%	4 4%	- -	8 7%	9 11%	10 13%	6 8%	6 12%	5 6%	17 8%	15 6%	9 9%	- -
Several times a month	72 6%	10 4%	62 7%	32 6%	38 8%	2 2%	3 4%	7 6%	- -	29 6%	31 8%	2 4%	36 7%	19 4%	17 13%	9 10%	2 7%	10 9%	4 5%	3 4%	5 7%	3 6%	6 7%	16 8%	14 6%	- -	- -
About once a month	74 6%	12 5%	62 7%	39 7%	27 5%	8 7%	6 8%	4 3%	2 3%	33 7%	23 6%	6 12%	32 6%	40 8%	2 2%	11 12%	- -	10 9%	5 6%	6 8%	6 8%	6 12%	2 2%	6 3%	13 6%	9 9%	- -
Less often	309 27%	74 29%	235 26%	137 25%	133 27%	39 32%	19 27%	30 26%	25 35%	118 25%	103 27%	14 28%	139 26%	134 28%	35 27%	23 24%	7 24%	42 37%	28 34%	10 13%	22 29%	9 18%	20 23%	46 22%	71 31%	28 29%	3 25%
Never	317 27%	77 30%	240 27%	151 28%	127 26%	39 32%	16 23%	33 28%	28 39%	135 29%	94 25%	11 22%	137 25%	141 29%	39 30%	24 26%	8 28%	28 24%	21 25%	20 26%	16 21%	16 32%	34 40%	50 24%	66 28%	29 30%	5 42%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 13

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	840 73%	348 79%	324 76%	323 74%	278 80%
NET: Regular listeners	385 33%	191 44%	152 36%	166 38%	137 39%
NET: Infrequent listeners	455 39%	157 36%	172 40%	157 36%	141 40%
Several times a day	57 5%	30 7%	19 4%	18 4%	23 7%
About once a day	103 9%	56 13%	40 9%	50 11%	30 9%
Several times a week	136 12%	67 15%	53 12%	62 14%	43 12%
About once a week	89 8%	38 9%	40 9%	36 8%	41 12%
Several times a month	72 6%	22 5%	34 8%	21 5%	30 9%
About once a month	74 6%	27 6%	34 8%	30 7%	19 5%
Less often	309 27%	108 25%	104 24%	106 24%	92 26%
Never	317 27%	90 21%	103 24%	113 26%	71 20%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	1036 90%	239 92%	796 89%	488 91%	446 90%	102 84%	63 89%	111 95%	65 92%	424 91%	335 88%	37 74%	487 90%	428 88%	120 91%	86 91%	27 93%	102 89%	75 90%	69 90%	65 86%	43 86%	76 88%	196 95%	199 86%	87 91%	11 92%
NET: Regular listeners	705 61%	173 67%	531 59%	342 63%	311 63%	52 43%	48 68%	86 74%	39 55%	293 63%	225 59%	13 26%	321 60%	294 61%	89 67%	62 66%	19 66%	61 53%	47 57%	57 74%	39 51%	27 54%	49 57%	145 70%	137 59%	53 55%	9 75%
NET: Infrequent listeners	331 29%	66 25%	265 30%	146 27%	135 27%	50 41%	15 21%	25 21%	26 37%	131 28%	110 29%	24 48%	166 31%	134 28%	31 23%	24 26%	8 28%	41 36%	28 34%	12 16%	26 34%	16 32%	27 31%	51 25%	62 27%	34 35%	2 17%
Several times a day	206 18%	42 16%	163 18%	110 20%	87 18%	9 7%	16 23%	18 15%	8 11%	93 20%	69 18%	1 2%	93 17%	81 17%	32 24%	16 17%	7 24%	15 13%	7 8%	17 22%	18 24%	8 16%	16 19%	53 26%	41 18%	8 8%	-
About once a day	136 12%	41 16%	95 11%	65 12%	62 12%	9 7%	9 13%	26 22%	6 8%	56 12%	36 9%	3 6%	72 13%	48 10%	16 12%	13 14%	5 17%	10 9%	16 19%	11 14%	5 7%	4 8%	6 7%	31 15%	23 10%	10 10%	2 17%
Several times a week	231 20%	57 22%	174 19%	110 20%	101 20%	20 17%	14 20%	28 24%	15 21%	96 21%	73 19%	5 10%	101 19%	104 21%	25 19%	21 22%	6 21%	21 18%	15 18%	22 29%	11 14%	10 20%	19 22%	37 18%	46 20%	21 22%	2 17%
About once a week	132 11%	33 13%	99 11%	57 11%	61 12%	14 12%	9 13%	14 12%	10 14%	48 10%	47 12%	4 8%	55 10%	61 13%	16 12%	12 13%	1 3%	15 13%	9 11%	7 9%	5 7%	5 10%	8 9%	24 12%	27 12%	14 15%	5 42%
Several times a month	106 9%	27 10%	79 9%	55 10%	41 8%	10 8%	8 11%	11 9%	8 11%	47 10%	30 8%	2 4%	53 10%	40 8%	13 10%	7 7%	2 7%	13 11%	9 11%	6 8%	9 12%	9 18%	6 7%	19 9%	17 7%	7 7%	2 17%
About once a month	68 6%	15 6%	53 6%	31 6%	26 5%	11 9%	4 6%	3 3%	8 11%	27 6%	23 6%	3 6%	39 7%	24 5%	5 4%	6 6%	5 17%	5 4%	6 7%	2 3%	7 9%	2 4%	7 8%	10 5%	8 3%	10 10%	-
Less often	157 14%	24 9%	133 15%	60 11%	68 14%	29 24%	3 4%	11 9%	10 14%	57 12%	57 15%	19 38%	74 14%	70 14%	13 10%	11 12%	1 3%	23 20%	13 16%	4 5%	10 13%	5 10%	14 16%	22 11%	37 16%	17 18%	-
Never	121 10%	20 8%	101 11%	51 9%	51 10%	19 16%	8 11%	6 5%	6 8%	43 9%	45 12%	13 26%	52 10%	57 12%	12 9%	8 9%	2 7%	13 11%	8 10%	8 10%	11 14%	7 14%	10 12%	11 5%	33 14%	9 9%	1 8%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	1036 90%	397 91%	399 93%	379 87%	341 98%
NET: Regular listeners	705 61%	261 60%	279 65%	251 58%	294 84%
NET: Infrequent listeners	331 29%	136 31%	120 28%	128 29%	47 13%
Several times a day	206 18%	77 18%	86 20%	76 17%	93 27%
About once a day	136 12%	50 11%	57 13%	49 11%	71 20%
Several times a week	231 20%	88 20%	88 21%	82 19%	93 27%
About once a week	132 11%	46 11%	48 11%	44 10%	37 11%
Several times a month	106 9%	39 9%	38 9%	40 9%	19 5%
About once a month	68 6%	31 7%	31 7%	25 6%	9 3%
Less often	157 14%	66 15%	51 12%	63 14%	19 5%
Never	121 10%	41 9%	28 7%	57 13%	8 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
Yes - I am willing to take part	1157 100%	259 100%	897 100%	539 100%	497 100%	121 100%	71 100%	117 100%	71 100%	467 100%	380 100%	50 100%	539 100%	485 100%	132 100%	94 100%	29 100%	115 100%	83 100%	77 100%	76 100%	50 100%	86 100%	207 100%	232 100%	96 100%	12 100%
No - I am not willing to take part	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
Yes - I am willing to take part	1157 100%	438 100%	427 100%	436 100%	349 100%
No - I am not willing to take part	-	-	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 FM)	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)
Base	986	807	814	935	591	1157	531	879
When travelling in a car	664 67%	460 57%	346 43%	373 40%	209 35%	389 34%	151 28%	89 10%
When travelling on public transport	105 11%	110 14%	300 37%	341 36%	52 9%	361 31%	139 26%	116 13%
While walking	131 13%	123 15%	375 46%	380 41%	56 9%	440 38%	145 27%	90 10%
While cycling	33 3%	23 3%	79 10%	65 7%	25 4%	47 4%	33 6%	29 3%
While exercising/ at the gym	100 10%	59 7%	286 35%	331 35%	64 11%	213 18%	78 15%	121 14%
While at work	238 24%	142 18%	182 22%	281 30%	54 9%	221 19%	82 15%	121 14%
While at school/college	26 3%	22 3%	63 8%	81 9%	20 3%	38 3%	25 5%	35 4%
While at home	573 58%	505 63%	533 65%	764 82%	467 79%	912 79%	383 72%	788 90%
Other	8 1%	14 2%	21 3%	24 3%	8 1%	30 3%	19 4%	16 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 FM)****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			
Base	986	218	767	448	435	103	56	99	63	391	336	40	473	406	106	81	26	102	69	65	66	45	69	165	205	82	11			
When travelling in a car	664 67%	146 67%	518 68%	293 65%	297 68%	74 72%	35 63%	64 65%	47 75%	258 66%	233 69%	27 68%	325 69%	272 67%	66 62%	55 68%	17 65%	71 70%	45 65%	47 72%	42 64%	30 67%	50 72%	81 49%	160 78%	57 70%	9 82%			
While at home	573 58%	138 63%	434 57%	225 50%	273 63%	75 73%	31 55%	62 63%	45 71%	193 49%	211 63%	30 75%	277 59%	231 57%	65 61%	46 57%	14 54%	54 53%	42 61%	36 55%	36 55%	22 49%	45 65%	105 64%	117 57%	50 61%	6 55%			
While at work	238 24%	61 28%	177 23%	119 27%	101 23%	18 17%	15 27%	34 34%	12 19%	104 27%	67 20%	6 15%	115 24%	103 25%	20 19%	17 21%	6 23%	22 22%	16 23%	20 31%	14 21%	9 20%	20 29%	52 32%	46 22%	13 16%	3 27%			
While walking	131 13%	32 15%	99 13%	64 14%	57 13%	10 10%	10 18%	14 14%	8 13%	54 14%	43 13%	2 5%	71 15%	45 11%	15 14%	9 11%	3 12%	13 13%	6 9%	15 23%	5 8%	4 9%	6 9%	35 21%	23 11%	9 11%	3 27%			
When travelling on public transport	105 11%	28 13%	77 10%	57 13%	42 10%	6 6%	9 16%	14 14%	5 8%	48 12%	28 8%	1 3%	52 11%	41 10%	12 11%	6 7%	2 8%	9 9%	5 7%	9 14%	7 11%	6 13%	4 6%	34 21%	15 7%	6 7%	2 18%			
While exercising/ at the gym	100 10%	22 10%	78 10%	56 13%	37 9%	7 7%	7 13%	10 10%	5 8%	49 13%	27 8%	2 5%	53 11%	35 9%	12 11%	7 9%	2 8%	8 8%	3 4%	15 23%	6 9%	1 2%	7 10%	28 17%	17 8%	5 6%	1 9%			
While cycling	33 3%	7 3%	26 3%	21 5%	12 3%	- -	2 4%	5 5%	- -	19 5%	7 2%	- -	13 3%	16 4%	4 4%	3 4%	2 8%	4 4%	3 4%	7 11%	3 5%	1 2%	2 3%	2 1%	5 2%	1 1%	- -			
While at school/college	26 3%	6 3%	20 3%	20 4%	5 1%	1 1%	4 7%	2 2%	- -	16 4%	3 1%	1 3%	12 3%	9 2%	5 5%	2 2%	2 8%	2 2%	3 4%	2 3%	1 2%	1 2%	3 4%	4 2%	5 2%	1 1%	- -			
Other	8 1%	3 1%	5 1%	4 1%	4 1%	- -	2 4%	1 1%	- -	2 1%	3 1%	- -	2 *	4 1%	2 2%	- -	- -	2 2%	1 1%	- -	2 3%	- -	- -	3 2%	- -	- -	- -			

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	986	387	379	369	303
When travelling in a car	664 67%	256 66%	264 70%	265 72%	213 70%
While at home	573 58%	267 69%	212 56%	215 58%	177 58%
While at work	238 24%	108 28%	115 30%	91 25%	94 31%
While walking	131 13%	73 19%	67 18%	56 15%	55 18%
When travelling on public transport	105 11%	57 15%	61 16%	42 11%	47 16%
While exercising/ at the gym	100 10%	51 13%	51 13%	50 14%	51 17%
While cycling	33 3%	21 5%	21 6%	11 3%	21 7%
While at school/college	26 3%	18 5%	14 4%	10 3%	17 6%
Other	8 1%	3 1%	- -	1 *	4 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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		
Base	807	222	584	324	379	104	59	100	63	264	279	41	390	325	91	63	22	83	56	59	52	33	53	151	161	67	7		
While at home	505 63%	155 70%	350 60%	162 50%	254 67%	89 86%	31 53%	71 71%	53 84%	131 50%	183 66%	36 88%	238 61%	204 63%	62 68%	33 52%	13 59%	50 60%	35 63%	35 59%	29 56%	18 55%	37 70%	96 64%	108 67%	47 70%	4 57%		
When travelling in a car	460 57%	130 59%	329 56%	175 54%	223 59%	62 60%	32 54%	60 60%	38 60%	142 54%	163 58%	24 59%	239 61%	178 55%	42 46%	41 65%	12 55%	49 59%	29 52%	39 66%	28 54%	20 61%	30 57%	68 45%	101 63%	38 57%	5 71%		
While at work	142 18%	33 15%	109 19%	68 21%	63 17%	11 11%	9 15%	17 17%	7 11%	59 22%	46 16%	4 10%	77 20%	53 16%	12 13%	9 14%	3 14%	13 16%	9 16%	11 19%	10 19%	5 15%	9 17%	38 25%	25 16%	9 13%	1 14%		
While walking	123 15%	29 13%	94 16%	62 19%	50 13%	11 11%	9 15%	14 14%	6 10%	53 20%	36 13%	5 12%	61 16%	49 15%	13 14%	9 14%	6 27%	13 16%	6 11%	15 25%	7 13%	4 12%	10 19%	27 18%	19 12%	5 7%	2 29%		
When travelling on public transport	110 14%	30 14%	80 14%	62 19%	41 11%	7 7%	13 22%	12 12%	5 8%	49 19%	29 10%	2 5%	57 15%	39 12%	14 15%	7 11%	4 18%	9 11%	5 9%	11 19%	5 10%	4 12%	3 6%	35 23%	19 12%	7 10%	1 14%		
While exercising/ at the gym	59 7%	12 5%	47 8%	33 10%	24 6%	2 2%	4 7%	7 7%	1 2%	29 11%	17 6%	1 2%	36 9%	17 5%	6 7%	3 5%	2 9%	5 6%	1 2%	8 14%	6 12%	- -	4 8%	15 10%	13 8%	2 3%	- -		
While cycling	23 3%	4 2%	19 3%	13 4%	8 2%	2 2%	1 2%	3 3%	- -	12 5%	5 2%	2 5%	11 3%	8 2%	4 4%	2 3%	- -	2 2%	- -	3 5%	- -	1 3%	1 2%	6 4%	7 4%	1 1%	- -		
While at school/college	22 3%	4 2%	18 3%	13 4%	8 2%	1 1%	1 2%	3 3%	- -	12 5%	5 2%	1 2%	12 3%	8 2%	2 2%	1 2%	4 18%	2 2%	1 2%	3 5%	1 2%	1 3%	2 4%	3 2%	3 2%	1 1%	- -		
Other	14 2%	4 2%	10 2%	6 2%	6 2%	2 2%	2 3%	1 1%	2 2%	4 2%	5 2%	1 2%	7 2%	5 2%	2 2%	1 2%	- -	1 1%	1 2%	1 2%	2 4%	- -	3 6%	3 2%	1 1%	1 1%	- -		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	807	388	294	309	252
While at home	505 63%	290 75%	175 60%	192 62%	148 59%
When travelling in a car	460 57%	225 58%	173 59%	184 60%	148 59%
While at work	142 18%	85 22%	68 23%	51 17%	62 25%
While walking	123 15%	79 20%	60 20%	48 16%	47 19%
When travelling on public transport	110 14%	64 16%	61 21%	46 15%	48 19%
While exercising/ at the gym	59 7%	37 10%	33 11%	24 8%	27 11%
While cycling	23 3%	16 4%	14 5%	10 3%	14 6%
While at school/college	22 3%	17 4%	11 4%	7 2%	13 5%
Other	14 2%	5 1%	1 *	3 1%	3 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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			
Base	814	194	619	364	371	79	50	90	54	313	281	25	389	333	92	70	23	77	61	55	53	37	58	155	158	57	10			
While at home	533 65%	130 67%	402 65%	239 66%	232 63%	62 78%	30 60%	58 64%	42 78%	208 66%	174 62%	20 80%	242 62%	230 69%	61 66%	44 63%	14 61%	43 56%	41 67%	32 58%	38 72%	28 76%	42 72%	99 64%	107 68%	38 67%	7 70%			
While walking	375 46%	77 40%	298 48%	189 52%	163 44%	23 29%	27 54%	35 39%	15 28%	162 52%	128 46%	8 32%	177 46%	153 46%	45 49%	31 44%	11 48%	32 42%	29 48%	19 35%	27 51%	17 46%	26 45%	85 55%	75 47%	18 32%	5 50%			
When travelling in a car	346 43%	95 49%	251 41%	151 41%	156 42%	39 49%	18 36%	46 51%	31 57%	133 42%	110 39%	8 32%	176 45%	130 39%	40 43%	32 46%	9 39%	32 42%	26 43%	30 55%	22 42%	16 43%	24 41%	62 40%	68 43%	23 40%	2 20%			
When travelling on public transport	300 37%	69 36%	231 37%	164 45%	113 30%	23 29%	26 52%	27 30%	16 30%	138 44%	86 31%	7 28%	132 34%	130 39%	38 41%	31 44%	7 30%	16 21%	22 36%	22 40%	15 28%	12 32%	16 28%	83 54%	58 37%	16 28%	2 20%			
While exercising/ at the gym	286 35%	52 27%	234 38%	157 43%	116 31%	13 16%	17 34%	27 30%	8 15%	140 45%	89 32%	5 20%	138 35%	116 35%	32 35%	25 36%	6 26%	27 35%	18 30%	20 36%	20 38%	10 27%	18 31%	62 40%	62 39%	17 30%	1 10%			
While at work	182 22%	43 22%	139 22%	89 24%	83 22%	10 13%	13 26%	24 27%	6 11%	76 24%	59 21%	4 16%	97 25%	65 20%	20 22%	15 21%	4 17%	18 23%	9 15%	12 22%	12 23%	7 19%	19 33%	45 29%	32 20%	8 14%	1 10%			
While cycling	79 10%	23 12%	56 9%	42 12%	31 8%	6 8%	7 14%	10 11%	6 11%	35 11%	21 7%	- -	33 8%	36 11%	10 11%	7 10%	3 13%	7 9%	5 8%	6 11%	4 8%	4 11%	2 3%	22 14%	15 9%	4 7%	- -			
While at school/college	63 8%	6 3%	57 9%	51 14%	11 3%	1 1%	3 6%	3 3%	- -	48 15%	8 3%	1 4%	26 7%	27 8%	10 11%	7 10%	4 17%	3 4%	4 7%	11 20%	7 13%	3 8%	3 5%	10 6%	7 4%	3 5%	1 10%			
Other	21 3%	6 3%	15 2%	10 3%	9 2%	2 3%	2 4%	2 2%	2 4%	8 3%	7 2%	- -	9 2%	8 2%	4 4%	- -	1 4%	4 5%	- -	- -	4 8%	- -	- -	7 5%	4 3%	1 2%	- -			

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	814	334	300	326	284
While at home	533 65%	229 69%	208 69%	226 69%	198 70%
While walking	375 46%	140 42%	172 57%	151 46%	155 55%
When travelling in a car	346 43%	150 45%	139 46%	153 47%	121 43%
When travelling on public transport	300 37%	106 32%	135 45%	129 40%	123 43%
While exercising/ at the gym	286 35%	102 31%	134 45%	121 37%	121 43%
While at work	182 22%	78 23%	93 31%	74 23%	72 25%
While cycling	79 10%	37 11%	53 18%	28 9%	42 15%
While at school/college	63 8%	28 8%	37 12%	28 9%	33 12%
Other	21 3%	7 2%	9 3%	5 2%	11 4%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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		
Base	935	199	735	494	374	67	63	93	43	430	281	24	432	399	104	79	26	91	69	65	57	44	61	172	186	74	11		
While at home	764 82%	163 82%	601 82%	389 79%	314 84%	61 91%	45 71%	77 83%	41 95%	344 80%	237 84%	20 83%	345 80%	335 84%	84 81%	70 89%	20 77%	69 76%	58 84%	57 88%	49 86%	35 80%	47 77%	142 83%	149 80%	60 81%	8 73%		
While walking	380 41%	64 32%	316 43%	256 52%	115 31%	9 13%	32 51%	26 28%	6 14%	224 52%	89 32%	3 13%	171 40%	168 42%	41 39%	38 48%	12 46%	33 36%	25 36%	26 40%	25 44%	20 45%	19 31%	88 51%	63 34%	24 32%	7 64%		
When travelling in a car	373 40%	74 37%	299 41%	222 45%	132 35%	19 28%	28 44%	35 38%	11 26%	194 45%	97 35%	8 33%	187 43%	148 37%	38 37%	39 49%	11 42%	36 40%	20 29%	29 45%	23 40%	19 43%	27 44%	63 37%	75 40%	29 39%	2 18%		
When travelling on public transport	341 36%	67 34%	274 37%	237 48%	95 25%	9 13%	30 48%	33 35%	4 9%	207 48%	62 22%	5 21%	154 36%	158 40%	29 28%	31 39%	10 38%	29 32%	20 29%	26 40%	15 26%	11 25%	15 25%	86 50%	71 38%	23 31%	4 36%		
While exercising/ at the gym	331 35%	53 27%	277 38%	226 46%	100 27%	5 7%	26 41%	25 27%	2 5%	199 46%	75 27%	3 13%	157 36%	142 36%	32 31%	31 39%	7 27%	28 31%	24 35%	31 48%	16 28%	15 34%	19 31%	71 41%	64 34%	23 31%	2 18%		
While at work	281 30%	58 29%	223 30%	175 35%	99 26%	7 10%	24 38%	30 32%	4 9%	151 35%	69 25%	3 13%	146 34%	116 29%	19 18%	25 32%	5 19%	28 31%	10 14%	22 34%	11 19%	12 27%	15 25%	73 42%	58 31%	20 27%	2 18%		
While at school/college	81 9%	7 4%	74 10%	71 14%	10 3%	- -	4 6%	3 3%	- -	67 16%	7 2%	- -	23 5%	44 11%	14 13%	12 15%	5 19%	3 3%	4 6%	13 20%	6 11%	4 9%	4 7%	16 9%	11 6%	2 3%	1 9%		
While cycling	65 7%	12 6%	53 7%	44 9%	17 5%	4 6%	5 8%	4 4%	3 7%	39 9%	13 5%	1 4%	27 6%	25 6%	13 13%	10 13%	1 4%	4 4%	4 6%	7 11%	1 2%	2 5%	4 7%	16 9%	13 7%	3 4%	-		
Other	24 3%	7 4%	17 2%	13 3%	8 2%	3 4%	4 6%	3 3%	- -	9 2%	5 2%	3 13%	10 2%	11 3%	3 3%	- -	- -	3 3%	- -	- -	1 2%	- -	4 7%	8 5%	5 3%	2 3%	1 9%		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	935	338	418	360	282
While at home	764 82%	279 83%	351 84%	291 81%	235 83%
While walking	380 41%	118 35%	229 55%	161 45%	115 41%
When travelling in a car	373 40%	135 40%	210 50%	161 45%	106 38%
When travelling on public transport	341 36%	110 33%	205 49%	155 43%	108 38%
While exercising/ at the gym	331 35%	100 30%	188 45%	146 41%	104 37%
While at work	281 30%	103 30%	154 37%	111 31%	83 29%
While at school/college	81 9%	27 8%	50 12%	35 10%	34 12%
While cycling	65 7%	31 9%	46 11%	32 9%	26 9%
Other	24 3%	9 3%	9 2%	11 3%	8 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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		
Base	591	149	441	238	278	75	34	68	47	203	210	28	289	230	71	50	17	59	37	45	40	26	43	110	115	46	3		
While at home	467 79%	126 85%	340 77%	175 74%	222 80%	70 93%	26 76%	55 81%	45 96%	148 73%	167 80%	25 89%	230 80%	182 79%	55 77%	42 84%	12 71%	50 85%	25 68%	31 69%	28 70%	16 62%	38 88%	90 82%	97 84%	35 76%	3 100%		
When travelling in a car	209 35%	57 38%	152 34%	67 28%	113 41%	29 39%	6 18%	30 44%	21 45%	61 30%	83 40%	8 29%	100 35%	79 34%	29 41%	20 40%	5 29%	15 25%	21 57%	20 44%	11 28%	11 42%	14 33%	34 31%	40 35%	17 37%	1 33%		
While exercising/ at the gym	64 11%	12 8%	52 12%	34 14%	27 10%	3 4%	5 15%	7 10%	- -	29 14%	20 10%	3 11%	34 12%	23 10%	7 10%	3 6%	1 6%	2 3%	5 14%	9 20%	5 13%	1 4%	1 2%	19 17%	15 13%	3 7%	- -		
While walking	56 9%	14 9%	42 10%	23 10%	29 10%	4 5%	1 3%	10 15%	3 6%	22 11%	19 9%	1 4%	25 9%	22 10%	9 13%	1 2%	1 6%	7 12%	4 11%	7 16%	6 15%	- -	2 5%	14 13%	11 10%	2 4%	1 33%		
While at work	54 9%	18 12%	36 8%	26 11%	23 8%	5 7%	4 12%	11 16%	3 6%	22 11%	12 6%	2 7%	29 10%	19 8%	6 8%	5 10%	2 12%	5 8%	4 11%	4 9%	2 5%	3 12%	5 12%	14 13%	7 6%	2 4%	1 33%		
When travelling on public transport	52 9%	16 11%	36 8%	29 12%	19 7%	4 5%	6 18%	7 10%	3 6%	23 11%	12 6%	1 4%	27 9%	17 7%	8 11%	4 8%	3 18%	1 2%	3 8%	9 20%	3 8%	- -	2 5%	16 15%	10 9%	- -	1 33%		
While cycling	25 4%	3 2%	22 5%	16 7%	8 3%	1 1%	1 3%	2 3%	- -	15 7%	6 3%	1 4%	12 4%	10 4%	3 4%	3 6%	2 12%	2 3%	1 3%	2 4%	1 3%	- -	2 5%	5 5%	7 6%	- -	- -		
While at school/college	20 3%	3 2%	17 4%	16 7%	3 1%	1 1%	1 3%	2 3%	- -	15 7%	1 *	1 4%	11 4%	7 3%	2 3%	1 2%	2 12%	1 2%	3 8%	3 7%	- -	- -	2 5%	4 4%	3 3%	1 2%	- -		
Other	8 1%	3 2%	5 1%	3 1%	5 2%	- -	1 3%	2 3%	- -	2 1%	3 1%	- -	4 1%	3 1%	1 1%	1 2%	- -	2 3%	- -	- -	2 5%	- -	- -	2 2%	- -	1 2%	- -		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	591	272	222	208	230
While at home	467 79%	222 82%	184 83%	167 80%	194 84%
When travelling in a car	209 35%	99 36%	70 32%	76 37%	74 32%
While exercising/ at the gym	64 11%	34 13%	34 15%	26 13%	33 14%
While walking	56 9%	29 11%	27 12%	21 10%	26 11%
While at work	54 9%	30 11%	25 11%	22 11%	29 13%
When travelling on public transport	52 9%	32 12%	30 14%	23 11%	27 12%
While cycling	25 4%	17 6%	14 6%	8 4%	10 4%
While at school/college	20 3%	15 6%	13 6%	8 4%	12 5%
Other	8 1%	5 2%	4 2%	2 1%	3 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	Northern Ireland
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
While at home	912 79%	207 80%	705 79%	407 76%	395 79%	110 91%	54 76%	89 76%	64 90%	353 76%	306 81%	46 92%	412 76%	392 81%	107 81%	77 82%	24 83%	89 77%	65 78%	59 77%	66 87%	35 70%	73 85%	160 77%	179 77%	76 79%	9 75%
While walking	440 38%	85 33%	354 39%	247 46%	166 33%	27 22%	31 44%	37 32%	17 24%	215 46%	129 34%	10 20%	213 40%	189 39%	38 29%	36 38%	13 45%	38 33%	34 41%	28 36%	30 39%	18 36%	33 38%	92 44%	78 34%	34 35%	6 50%
When travelling in a car	389 34%	95 37%	294 33%	197 37%	162 33%	30 25%	30 42%	44 38%	21 30%	167 36%	118 31%	9 18%	204 38%	154 32%	30 23%	37 39%	11 38%	36 31%	25 30%	37 48%	26 34%	18 36%	29 34%	57 28%	79 34%	31 32%	3 25%
When travelling on public transport	361 31%	80 31%	281 31%	221 41%	126 25%	14 12%	34 48%	36 31%	10 14%	187 40%	90 24%	4 8%	168 31%	158 33%	35 27%	26 28%	12 41%	26 23%	28 34%	28 36%	20 26%	12 24%	17 20%	93 45%	71 31%	26 27%	2 17%
While at work	221 19%	60 23%	161 18%	127 24%	85 17%	9 7%	23 32%	31 26%	6 8%	104 22%	54 14%	3 6%	112 21%	96 20%	13 10%	18 19%	8 28%	23 20%	13 16%	12 16%	11 14%	12 24%	21 24%	57 28%	34 15%	10 10%	2 17%
While exercising/ at the gym	213 18%	35 14%	178 20%	126 23%	79 16%	8 7%	13 18%	17 15%	5 7%	113 24%	62 16%	3 6%	106 20%	87 18%	20 15%	14 15%	5 17%	24 21%	11 13%	20 26%	11 14%	11 22%	11 13%	47 23%	42 18%	15 16%	2 17%
While cycling	47 4%	8 3%	39 4%	26 5%	18 4%	3 2%	2 3%	4 3%	2 3%	24 5%	14 4%	1 2%	18 3%	24 5%	5 4%	5 5%	2 7%	4 3%	4 5%	4 5%	1 1%	-	2 3%	17 8%	6 3%	2 2%	-
While at school/college	38 3%	4 2%	34 4%	32 6%	6 1%	-	3 4%	1 1%	-	29 6%	5 1%	-	15 3%	19 4%	4 3%	4 4%	1 3%	3 3%	4 5%	6 8%	4 5%	2 4%	3 3%	7 3%	3 1%	1 1%	-
Other	30 3%	7 3%	23 3%	12 2%	14 3%	4 3%	2 3%	3 3%	2 3%	10 2%	11 3%	2 4%	17 3%	11 2%	2 2%	1 1%	-	2 2%	1 1%	3 4%	3 4%	1 2%	3 3%	9 4%	6 3%	1 1%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
While at home	912 79%	362 83%	336 79%	342 78%	300 86%
While walking	440 38%	154 35%	187 44%	191 44%	114 33%
When travelling in a car	389 34%	153 35%	166 39%	174 40%	99 28%
When travelling on public transport	361 31%	111 25%	176 41%	164 38%	96 28%
While at work	221 19%	89 20%	109 26%	89 20%	63 18%
While exercising/ at the gym	213 18%	72 16%	99 23%	97 22%	62 18%
While cycling	47 4%	24 5%	25 6%	24 6%	18 5%
While at school/college	38 3%	14 3%	25 6%	20 5%	14 4%
Other	30 3%	17 4%	11 3%	12 3%	10 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	
Base	531	108	422	251	237	43	36	54	18	214	183	25	263	210	58	47	14	45	34	47	38	25	32	111	95	39	4	
While at home	383 72%	79 73%	303 72%	175 70%	174 73%	34 79%	25 69%	40 74%	14 78%	149 70%	134 73%	20 80%	181 69%	157 75%	45 78%	31 66%	11 79%	37 82%	26 76%	32 68%	25 66%	17 68%	24 75%	75 68%	71 75%	31 79%	3 75%	
When travelling in a car	151 28%	34 31%	117 28%	76 30%	68 29%	7 16%	9 25%	20 37%	5 28%	67 31%	48 26%	2 8%	93 35%	43 20%	15 26%	15 32%	2 14%	7 16%	7 21%	23 49%	9 24%	6 24%	14 44%	24 22%	31 33%	10 26%	3 75%	
While walking	145 27%	28 26%	117 28%	76 30%	59 25%	10 23%	8 22%	16 30%	4 22%	68 32%	43 23%	6 24%	68 26%	57 27%	20 34%	13 28%	6 43%	7 16%	13 38%	15 32%	9 24%	3 12%	11 34%	32 29%	27 28%	8 21%	1 25%	
When travelling on public transport	139 26%	33 31%	106 25%	77 31%	56 24%	6 14%	14 39%	16 30%	3 17%	63 29%	40 22%	3 12%	73 28%	55 26%	11 19%	11 23%	4 29%	5 11%	7 21%	12 26%	6 16%	4 16%	7 22%	41 37%	37 39%	5 13%	-	
While at work	82 15%	20 19%	62 15%	44 18%	35 15%	3 7%	7 19%	11 20%	2 11%	37 17%	24 13%	1 4%	41 16%	29 14%	12 21%	7 15%	1 7%	9 20%	6 18%	6 13%	8 21%	4 16%	4 13%	23 21%	11 12%	3 8%	-	
While exercising/ at the gym	78 15%	13 12%	65 15%	43 17%	32 14%	3 7%	2 6%	9 17%	2 11%	41 19%	23 13%	1 4%	42 16%	30 14%	6 10%	6 13%	-	5 11%	5 15%	10 21%	5 13%	3 12%	1 3%	18 16%	18 19%	7 18%	-	
While cycling	33 6%	5 5%	28 7%	19 8%	14 6%	- -	- -	5 9%	- -	19 9%	9 5%	- -	20 8%	10 5%	3 5%	3 6%	2 14%	4 9%	3 9%	4 9%	3 8%	- -	1 3%	9 8%	3 3%	1 3%	-	
While at school/college	25 5%	3 3%	22 5%	17 7%	7 3%	1 2%	2 6%	1 2%	-	15 7%	6 3%	1 4%	13 5%	8 4%	4 7%	3 6%	3 21%	-	-	6 13%	-	1 4%	1 3%	8 7%	3 3%	-	-	
Other	19 4%	5 5%	14 3%	11 4%	8 3%	- -	3 8%	2 4%	- -	8 4%	6 3%	- -	10 4%	5 2%	4 7%	- -	- -	1 2%	1 3%	2 4%	2 5%	- -	- -	6 5%	6 6%	1 3%	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	531	240	220	217	186
While at home	383 72%	176 73%	162 74%	156 72%	146 78%
When travelling in a car	151 28%	79 33%	69 31%	65 30%	60 32%
While walking	145 27%	73 30%	68 31%	61 28%	51 27%
When travelling on public transport	139 26%	65 27%	71 32%	67 31%	59 32%
While at work	82 15%	47 20%	41 19%	30 14%	36 19%
While exercising/ at the gym	78 15%	34 14%	32 15%	35 16%	37 20%
While cycling	33 6%	23 10%	22 10%	15 7%	19 10%
While at school/college	25 5%	18 8%	18 8%	10 5%	14 8%
Other	19 4%	9 4%	9 4%	6 3%	10 5%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	
Base	879	215	663	428	378	73	60	100	55	367	278	18	413	358	107	75	26	79	62	65	55	38	62	174	162	70	11	
While at home	788 90%	195 91%	593 89%	369 86%	347 92%	72 99%	49 82%	91 91%	55 100%	320 87%	256 92%	17 94%	364 88%	325 91%	98 92%	71 95%	22 85%	74 94%	56 90%	55 85%	47 85%	35 92%	54 87%	149 86%	154 95%	60 86%	11 100%	
While at work	121 14%	38 18%	83 13%	73 17%	41 11%	7 10%	18 30%	17 17%	3 5%	55 15%	24 9%	4 22%	64 15%	45 13%	12 11%	7 9%	4 15%	7 9%	5 8%	11 17%	7 13%	6 16%	12 19%	34 20%	21 13%	6 9%	1 9%	
While exercising/ at the gym	121 14%	24 11%	96 14%	71 17%	45 12%	5 7%	12 20%	10 10%	2 4%	58 16%	35 13%	3 17%	65 16%	37 10%	19 18%	7 9%	2 8%	7 9%	7 11%	17 26%	9 16%	6 16%	7 11%	32 18%	19 12%	8 11%	-	
When travelling on public transport	116 13%	31 14%	85 13%	62 14%	47 12%	7 10%	12 20%	13 13%	6 11%	50 14%	34 12%	1 6%	54 13%	44 12%	18 17%	11 15%	4 15%	5 6%	6 10%	11 17%	8 15%	3 8%	3 5%	42 24%	16 10%	7 10%	-	
While walking	90 10%	20 9%	70 11%	57 13%	32 8%	1 1%	11 18%	8 8%	1 2%	46 13%	24 9%	-	46 11%	30 8%	14 13%	3 4%	3 12%	4 5%	6 10%	12 18%	6 11%	2 5%	4 6%	27 16%	16 10%	7 10%	-	
When travelling in a car	89 10%	19 9%	70 11%	54 13%	32 8%	3 4%	11 18%	6 6%	2 4%	43 12%	26 9%	1 6%	44 11%	30 8%	15 14%	7 9%	1 4%	5 6%	7 11%	15 23%	4 7%	2 5%	5 8%	21 12%	17 10%	5 7%	-	
While at school/college	35 4%	5 2%	30 5%	27 6%	8 2%	-	2 3%	3 3%	-	25 7%	5 2%	-	15 4%	13 4%	7 7%	3 4%	4 15%	2 3%	-	5 8%	2 4%	1 3%	2 3%	9 5%	4 2%	2 3%	1 9%	
While cycling	29 3%	9 4%	20 3%	14 3%	13 3%	2 3%	4 7%	4 4%	1 2%	10 3%	9 3%	1 6%	18 4%	5 1%	6 6%	3 4%	2 8%	1 1%	2 3%	5 8%	-	1 3%	1 2%	10 6%	3 2%	1 1%	-	
Other	16 2%	3 1%	13 2%	9 2%	7 2%	-	1 2%	2 2%	-	8 2%	5 2%	-	7 2%	6 2%	3 3%	1 1%	1 4%	2 3%	2 3%	3 5%	1 2%	-	2 3%	4 2%	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	879	331	348	316	322
While at home	788 90%	293 89%	316 91%	281 89%	301 93%
While at work	121 14%	56 17%	56 16%	47 15%	45 14%
While exercising/ at the gym	121 14%	53 16%	60 17%	49 16%	62 19%
When travelling on public transport	116 13%	53 16%	67 19%	41 13%	62 19%
While walking	90 10%	41 12%	49 14%	31 10%	46 14%
When travelling in a car	89 10%	50 15%	48 14%	35 11%	48 15%
While at school/college	35 4%	20 6%	27 8%	13 4%	17 5%
While cycling	29 3%	17 5%	22 6%	14 4%	19 6%
Other	16 2%	6 2%	4 1%	8 3%	7 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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							Music videos (i.e. music video channels or sites such as YouTube or MTV that may be used for background listening)
	A radio station that plays music (e.g. BBC Radio 2, Heart, Classic FM)	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	
Base	986	807	814	935	591	1157	531	879
For company	198 20%	153 19%	97 12%	146 16%	76 13%	251 22%	89 17%	77 9%
To relax	309 31%	152 19%	440 54%	506 54%	322 54%	428 37%	263 50%	305 35%
To pass the time	262 27%	157 19%	227 28%	278 30%	120 20%	333 29%	144 27%	210 24%
For practical advice	40 4%	124 15%	32 4%	34 4%	21 4%	272 24%	64 12%	39 4%
To discover new music	253 26%	59 7%	110 14%	430 46%	41 7%	66 6%	28 5%	274 31%
For entertainment	476 48%	294 36%	456 56%	589 63%	312 53%	711 61%	267 50%	517 59%
Habit	160 16%	95 12%	129 16%	162 17%	73 12%	123 11%	55 10%	92 10%
To give me something to talk about with friends/family	76 8%	167 21%	48 6%	71 8%	39 7%	282 24%	62 12%	77 9%
To learn something new	116 12%	328 41%	44 5%	79 8%	36 6%	698 60%	199 37%	102 12%
To make me feel better	205 21%	100 12%	343 42%	365 39%	223 38%	276 24%	113 21%	206 23%
To catch-up on news	198 20%	460 57%	30 4%	37 4%	26 4%	265 23%	23 4%	41 5%
Someone else chooses	65 7%	44 5%	20 2%	56 6%	20 3%	34 3%	22 4%	42 5%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 FM)	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)
Base	986	807	814	935	591	1157	531	879
For background listening	565 57%	269 33%	398 49%	537 57%	261 44%	282 24%	103 19%	305 35%
Other reason	12 1%	19 2%	18 2%	22 2%	10 2%	34 3%	20 4%	23 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 FM)****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
Base	986	218	767	448	435	103	56	99	63	391	336	40	473	406	106	81	26	102	69	65	66	45	69	165	205	82	11
For background listening	565 57%	125 57%	440 57%	250 56%	249 57%	66 64%	29 52%	58 59%	38 60%	221 57%	191 57%	28 70%	284 60%	229 56%	51 48%	48 59%	12 46%	55 54%	38 55%	32 49%	34 52%	28 62%	44 64%	84 51%	129 63%	53 65%	8 73%
For entertainment	476 48%	111 51%	365 48%	196 44%	220 51%	60 58%	27 48%	45 45%	39 62%	169 43%	175 52%	21 53%	242 51%	194 48%	40 38%	44 54%	9 35%	48 47%	37 54%	33 51%	27 41%	15 33%	36 52%	70 42%	103 50%	45 55%	9 82%
To relax	309 31%	77 35%	232 30%	105 23%	164 38%	40 39%	15 27%	37 37%	25 40%	90 23%	127 38%	15 38%	170 36%	110 27%	29 27%	31 38%	7 27%	31 30%	16 23%	17 26%	18 27%	12 27%	23 33%	57 35%	66 32%	29 35%	2 18%
To pass the time	262 27%	58 27%	204 27%	124 28%	112 26%	26 25%	16 29%	25 25%	17 27%	108 28%	87 26%	9 23%	138 29%	94 23%	30 28%	20 25%	7 27%	26 25%	21 30%	15 23%	12 18%	15 33%	19 28%	44 27%	50 24%	30 37%	3 27%
To discover new music	253 26%	57 26%	196 26%	118 26%	110 25%	25 24%	14 25%	28 28%	15 24%	104 27%	82 24%	10 25%	119 25%	103 25%	31 29%	21 26%	4 15%	18 18%	17 25%	14 22%	11 17%	8 18%	14 20%	53 32%	63 31%	24 29%	6 55%
To make me feel better	205 21%	49 22%	155 20%	86 19%	101 23%	18 17%	14 25%	23 23%	12 19%	71 18%	78 23%	6 15%	99 21%	78 19%	28 26%	23 28%	4 15%	25 25%	13 19%	11 17%	9 14%	5 11%	19 28%	43 26%	34 17%	15 18%	4 36%
To catch-up on news	198 20%	35 16%	163 21%	96 21%	86 20%	16 16%	11 20%	17 17%	7 11%	85 22%	69 21%	9 23%	86 18%	92 23%	20 19%	21 26%	4 15%	15 15%	14 20%	14 22%	12 18%	7 16%	12 17%	36 22%	39 19%	21 26%	3 27%
For company	198 20%	40 18%	158 21%	80 18%	97 22%	21 20%	7 13%	19 19%	14 22%	73 19%	78 23%	7 18%	97 21%	79 19%	22 21%	17 21%	3 12%	15 15%	14 20%	13 20%	17 26%	10 22%	15 22%	30 18%	40 20%	22 27%	2 18%
Habit	160 16%	36 17%	124 16%	84 19%	62 14%	14 14%	12 21%	16 16%	8 13%	72 18%	46 14%	6 15%	70 15%	73 18%	17 16%	9 11%	4 15%	18 18%	11 16%	12 18%	14 21%	4 9%	12 17%	31 19%	28 14%	13 16%	4 36%
To learn something new	116 12%	27 12%	89 12%	51 11%	57 13%	8 8%	9 16%	12 12%	6 10%	42 11%	45 13%	2 5%	45 10%	50 12%	21 20%	9 11%	4 15%	10 10%	8 12%	10 15%	7 11%	5 11%	7 10%	21 13%	28 14%	6 7%	1 9%
To give me something to talk about with friends/family	76 8%	17 8%	59 8%	40 9%	32 7%	4 4%	4 7%	9 9%	4 6%	36 9%	23 7%	- -	28 6%	34 8%	14 13%	3 4%	3 12%	5 5%	2 3%	7 11%	6 9%	4 9%	4 6%	14 8%	16 8%	11 13%	1 9%
Someone else chooses	65 7%	15 7%	50 7%	40 9%	23 5%	2 2%	7 13%	8 8%	- -	33 8%	15 4%	2 5%	28 6%	29 7%	8 8%	3 4%	1 4%	5 5%	8 12%	4 6%	6 9%	3 7%	3 4%	14 8%	15 7%	2 2%	1 9%
For practical advice	40 4%	12 6%	28 4%	19 4%	15 3%	6 6%	4 7%	5 5%	3 5%	15 4%	10 3%	3 8%	20 4%	15 4%	5 5%	4 5%	3 12%	4 4%	3 4%	3 5%	1 2%	1 2%	1 1%	6 4%	9 4%	4 5%	1 9%
Other reason	12 1%	3 1%	9 1%	6 1%	5 1%	1 1%	1 2%	2 2%	- -	5 1%	3 1%	1 3%	8 2%	3 1%	1 1%	- -	- -	1 1%	1 1%	1 2%	1 2%	- -	- -	4 2%	4 2%	- -	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	986	387	379	369	303
For background listening	565 57%	219 57%	214 56%	213 58%	163 54%
For entertainment	476 48%	202 52%	181 48%	182 49%	150 50%
To relax	309 31%	139 36%	118 31%	118 32%	118 39%
To pass the time	262 27%	113 29%	115 30%	97 26%	90 30%
To discover new music	253 26%	111 29%	113 30%	99 27%	93 31%
To make me feel better	205 21%	90 23%	78 21%	85 23%	76 25%
To catch-up on news	198 20%	89 23%	89 23%	77 21%	78 26%
For company	198 20%	91 24%	79 21%	80 22%	55 18%
Habit	160 16%	67 17%	75 20%	67 18%	56 18%
To learn something new	116 12%	59 15%	58 15%	46 12%	50 17%
To give me something to talk about with friends/family	76 8%	49 13%	48 13%	27 7%	32 11%
Someone else chooses	65 7%	31 8%	33 9%	24 7%	21 7%
For practical advice	40 4%	30 8%	19 5%	14 4%	23 8%
Other reason	12 1%	5 1%	6 2%	3 1%	4 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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
Base	807	222	584	324	379	104	59	100	63	264	279	41	390	325	91	63	22	83	56	59	52	33	53	151	161	67	7
To catch-up on news	460 57%	145 65%	315 54%	157 48%	221 58%	82 79%	37 63%	59 59%	49 78%	120 45%	162 58%	33 80%	242 62%	175 54%	42 46%	37 59%	13 59%	41 49%	34 61%	33 56%	27 52%	18 55%	30 57%	79 52%	102 63%	40 60%	6 86%
To learn something new	328 41%	95 43%	233 40%	102 31%	174 46%	52 50%	18 31%	45 45%	32 51%	84 32%	129 46%	20 49%	161 41%	128 39%	38 42%	18 29%	8 36%	39 47%	18 32%	22 37%	20 38%	14 42%	22 42%	59 39%	68 42%	35 52%	5 71%
For entertainment	294 36%	89 40%	205 35%	103 32%	135 36%	56 54%	22 37%	34 34%	33 52%	81 31%	101 36%	23 56%	135 35%	126 39%	32 35%	20 32%	7 32%	35 42%	19 34%	21 36%	21 40%	10 30%	18 34%	46 30%	60 37%	34 51%	3 43%
For background listening	269 33%	73 33%	196 34%	118 36%	122 32%	29 28%	27 46%	32 32%	14 22%	91 34%	90 32%	15 37%	121 31%	112 34%	36 40%	25 40%	8 36%	22 27%	14 25%	25 42%	17 33%	17 52%	19 36%	40 26%	58 36%	22 33%	2 29%
To give me something to talk about with friends/family	167 21%	48 22%	119 20%	68 21%	77 20%	22 21%	13 22%	21 21%	14 22%	55 21%	56 20%	8 20%	85 22%	66 20%	15 16%	11 17%	8 36%	17 20%	12 21%	13 22%	10 19%	6 18%	9 17%	34 23%	33 20%	11 16%	3 43%
To pass the time	157 19%	45 20%	112 19%	64 20%	71 19%	22 21%	14 24%	16 16%	15 24%	50 19%	55 20%	7 17%	77 20%	55 17%	24 26%	15 24%	3 14%	12 14%	15 27%	17 29%	8 15%	6 18%	5 9%	35 23%	26 16%	13 19%	2 29%
For company	153 19%	38 17%	114 20%	46 14%	85 22%	22 21%	7 12%	20 20%	11 17%	38 14%	65 23%	11 27%	72 18%	61 19%	20 22%	11 17%	6 27%	12 14%	10 18%	13 22%	9 17%	7 21%	12 23%	27 18%	35 22%	10 15%	1 14%
To relax	152 19%	40 18%	112 19%	56 17%	76 20%	20 19%	11 19%	17 17%	12 19%	45 17%	59 21%	8 20%	70 18%	62 19%	19 21%	10 16%	6 27%	11 13%	10 18%	10 17%	11 21%	4 12%	10 19%	37 25%	28 17%	14 21%	1 14%
For practical advice	124 15%	36 16%	88 15%	40 12%	61 16%	23 22%	6 10%	18 18%	12 19%	34 13%	43 15%	11 27%	58 15%	53 16%	13 14%	6 10%	5 23%	9 11%	5 9%	7 12%	14 27%	9 27%	12 23%	20 13%	23 14%	13 19%	1 14%
To make me feel better	100 12%	30 14%	70 12%	37 11%	51 13%	12 12%	6 10%	15 15%	9 14%	31 12%	36 13%	3 7%	40 10%	39 12%	20 22%	5 8%	1 5%	8 10%	9 16%	10 17%	5 10%	2 6%	9 17%	27 18%	15 9%	7 10%	2 29%
Habit	95 12%	37 17%	58 10%	34 10%	45 12%	16 15%	11 19%	16 16%	10 16%	23 9%	29 10%	6 15%	40 15%	40 12%	15 16%	3 5%	5 23%	8 10%	8 14%	9 15%	7 13%	5 15%	3 6%	16 11%	20 12%	9 13%	2 29%
To discover new music	59 7%	17 8%	42 7%	28 9%	29 8%	2 2%	6 10%	10 10%	1 2%	22 8%	19 7%	1 2%	32 8%	20 6%	7 8%	3 5%	2 9%	6 7%	3 5%	5 8%	3 6%	2 6%	3 6%	14 9%	13 8%	5 7%	-
Someone else chooses	44 5%	8 4%	36 6%	29 9%	14 4%	1 1%	5 8%	2 2%	1 2%	24 9%	12 4%	-	28 7%	11 3%	5 5%	2 3%	3 14%	3 4%	1 2%	3 5%	3 6%	1 3%	2 4%	10 7%	11 7%	5 7%	-
Other reason	19 2%	4 2%	15 3%	6 2%	11 3%	2 2%	1 2%	2 2%	1 2%	5 2%	9 3%	1 2%	7 2%	7 2%	4 4%	-	-	1 1%	3 5%	-	3 6%	-	2 4%	5 3%	3 2%	2 3%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	807	388	294	309	252
To catch-up on news	460 57%	240 62%	170 58%	178 58%	139 55%
To learn something new	328 41%	178 46%	131 45%	126 41%	99 39%
For entertainment	294 36%	171 44%	100 34%	125 40%	91 36%
For background listening	269 33%	142 37%	112 38%	98 32%	78 31%
To give me something to talk about with friends/family	167 21%	86 22%	75 26%	63 20%	63 25%
To pass the time	157 19%	90 23%	73 25%	57 18%	53 21%
For company	153 19%	98 25%	56 19%	68 22%	39 15%
To relax	152 19%	89 23%	65 22%	59 19%	56 22%
For practical advice	124 15%	79 20%	59 20%	40 13%	42 17%
To make me feel better	100 12%	67 17%	43 15%	41 13%	37 15%
Habit	95 12%	65 17%	40 14%	30 10%	28 11%
To discover new music	59 7%	35 9%	33 11%	23 7%	32 13%
Someone else chooses	44 5%	21 5%	23 8%	16 5%	16 6%
Other reason	19 2%	9 2%	7 2%	6 2%	5 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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
Base	814	194	619	364	371	79	50	90	54	313	281	25	389	333	92	70	23	77	61	55	53	37	58	155	158	57	10
For entertainment	456 56%	119 61%	337 54%	202 55%	202 54%	52 66%	26 52%	56 62%	37 69%	176 56%	146 52%	15 60%	220 57%	185 56%	51 55%	44 63%	7 30%	43 56%	33 54%	29 53%	30 57%	23 62%	33 57%	86 55%	87 55%	36 63%	5 50%
To relax	440 54%	115 59%	325 53%	175 48%	214 58%	51 65%	23 46%	56 62%	36 67%	152 49%	158 56%	15 60%	209 54%	179 54%	52 57%	44 63%	14 61%	39 51%	26 43%	28 51%	30 57%	21 57%	32 55%	78 50%	88 56%	35 61%	5 50%
For background listening	398 49%	87 45%	311 50%	182 50%	184 50%	32 41%	22 44%	44 49%	21 39%	160 51%	140 50%	11 44%	191 49%	161 48%	46 50%	37 53%	10 43%	42 55%	28 46%	29 53%	24 45%	19 51%	24 41%	70 45%	81 51%	30 53%	4 40%
To make me feel better	343 42%	79 41%	263 42%	144 40%	167 45%	32 41%	21 42%	38 42%	20 37%	122 39%	129 46%	12 48%	167 43%	136 41%	40 43%	28 40%	9 39%	29 38%	24 39%	22 40%	18 34%	15 41%	22 38%	77 50%	66 42%	27 47%	6 60%
To pass the time	227 28%	45 23%	182 29%	113 31%	95 26%	19 24%	14 28%	20 22%	11 20%	99 32%	75 27%	8 32%	100 26%	99 30%	28 30%	21 30%	8 35%	22 29%	19 31%	12 22%	14 26%	14 38%	12 21%	49 32%	39 25%	15 26%	2 20%
Habit	129 16%	31 16%	98 16%	73 20%	49 13%	7 9%	13 26%	13 14%	5 9%	60 19%	36 13%	2 8%	61 16%	51 15%	17 18%	13 19%	3 13%	10 13%	9 15%	8 15%	12 23%	9 24%	6 10%	33 21%	21 13%	3 5%	2 20%
To discover new music	110 14%	21 11%	89 14%	63 17%	41 11%	6 8%	9 18%	7 8%	5 9%	54 17%	34 12%	1 4%	55 14%	38 11%	17 18%	6 9%	5 22%	7 9%	6 10%	11 20%	6 11%	9 24%	3 5%	32 21%	18 11%	7 12%	-
For company	97 12%	19 10%	78 13%	34 9%	55 15%	8 10%	2 4%	11 12%	6 11%	32 10%	44 16%	2 8%	47 12%	41 12%	9 10%	7 10%	2 9%	8 10%	7 11%	4 7%	5 9%	5 14%	4 7%	22 14%	25 16%	7 12%	1 10%
To give me something to talk about with friends/family	48 6%	10 5%	38 6%	28 8%	19 5%	1 1%	3 6%	6 7%	1 2%	25 8%	13 5%	-	20 5%	21 6%	7 8%	1 1%	-	4 5%	2 3%	4 7%	4 8%	3 8%	5 9%	12 8%	11 7%	2 4%	-
To learn something new	44 5%	11 6%	33 5%	20 5%	21 6%	3 4%	3 6%	6 7%	2 4%	17 5%	15 5%	1 4%	19 5%	14 4%	11 12%	1 1%	4 17%	2 3%	7 11%	4 7%	2 4%	1 3%	-	12 8%	10 6%	1 2%	-
For practical advice	32 4%	5 3%	27 4%	15 4%	16 4%	1 1%	2 4%	3 3%	-	13 4%	13 5%	1 4%	15 4%	12 4%	5 5%	-	1 4%	2 3%	1 2%	3 5%	3 6%	2 5%	2 3%	12 8%	6 4%	-	-
To catch-up on news	30 4%	8 4%	22 4%	17 5%	12 3%	1 1%	4 8%	4 4%	-	13 4%	8 3%	1 4%	13 3%	14 4%	3 3%	5 7%	-	1 1%	3 5%	4 7%	1 2%	1 3%	2 3%	8 5%	4 3%	1 2%	-
Someone else chooses	20 2%	5 3%	15 2%	13 4%	6 2%	1 1%	2 4%	3 3%	-	11 4%	3 1%	1 4%	11 3%	8 2%	1 1%	2 3%	1 4%	1 1%	-	2 4%	2 4%	1 3%	1 2%	7 5%	3 2%	-	-
Other reason	18 2%	3 2%	15 2%	6 2%	12 3%	-	1 2%	2 2%	-	5 2%	10 4%	-	9 2%	6 2%	3 3%	1 1%	-	1 1%	-	-	1 2%	-	2 3%	5 3%	8 5%	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	814	334	300	326	284
For entertainment	456 56%	185 55%	173 58%	193 59%	169 60%
To relax	440 54%	193 58%	176 59%	176 54%	172 61%
For background listening	398 49%	156 47%	147 49%	172 53%	132 46%
To make me feel better	343 42%	132 40%	139 46%	151 46%	129 45%
To pass the time	227 28%	94 28%	108 36%	92 28%	83 29%
Habit	129 16%	61 18%	63 21%	54 17%	60 21%
To discover new music	110 14%	49 15%	63 21%	52 16%	51 18%
For company	97 12%	49 15%	44 15%	39 12%	41 14%
To give me something to talk about with friends/family	48 6%	28 8%	23 8%	24 7%	19 7%
To learn something new	44 5%	24 7%	25 8%	22 7%	19 7%
For practical advice	32 4%	21 6%	19 6%	12 4%	15 5%
To catch-up on news	30 4%	23 7%	18 6%	13 4%	14 5%
Someone else chooses	20 2%	10 3%	12 4%	11 3%	9 3%
Other reason	18 2%	5 1%	9 3%	7 2%	9 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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-east Ireland
Base	935	199	735	494	374	67	63	93	43	430	281	24	432	399	104	79	26	91	69	65	57	44	61	172	186	74	11
For entertainment	589 63%	132 66%	456 62%	318 64%	224 60%	47 70%	39 62%	59 63%	34 79%	278 65%	165 59%	13 54%	270 63%	259 65%	60 58%	63 80%	11 42%	54 59%	39 57%	42 65%	33 58%	25 57%	36 59%	107 62%	119 64%	52 70%	8 73%
For background listening	537 57%	108 54%	429 58%	300 61%	209 56%	28 42%	42 67%	51 55%	15 35%	258 60%	158 56%	13 54%	249 58%	233 58%	55 53%	44 56%	12 46%	55 60%	43 62%	33 51%	28 49%	30 68%	38 62%	96 56%	114 61%	40 54%	4 36%
To relax	506 54%	100 50%	406 55%	266 54%	204 55%	36 54%	26 41%	51 55%	23 53%	240 56%	153 54%	13 54%	245 57%	214 54%	47 45%	54 68%	15 58%	43 47%	33 48%	31 48%	24 42%	26 59%	31 51%	91 53%	107 58%	44 59%	7 64%
To discover new music	430 46%	93 47%	337 46%	245 50%	157 42%	28 42%	33 52%	43 46%	17 40%	212 49%	114 41%	11 46%	200 46%	183 46%	47 45%	34 43%	9 35%	45 49%	28 41%	30 46%	24 42%	19 43%	20 33%	94 55%	84 45%	38 51%	5 45%
To make me feel better	365 39%	68 34%	297 40%	211 43%	139 37%	15 22%	23 37%	34 37%	11 26%	188 44%	105 37%	4 17%	161 37%	166 42%	38 37%	34 43%	8 31%	37 41%	28 41%	25 38%	17 30%	16 36%	25 41%	74 43%	68 37%	28 38%	5 45%
To pass the time	278 30%	52 26%	226 31%	175 35%	92 25%	11 16%	24 38%	19 20%	9 21%	151 35%	73 26%	2 8%	115 27%	126 32%	37 36%	25 32%	7 27%	28 31%	24 35%	16 25%	18 32%	15 34%	10 16%	57 33%	55 30%	21 28%	2 18%
Habit	162 17%	30 15%	132 18%	116 23%	43 11%	3 4%	14 22%	13 14%	3 7%	102 24%	30 11%	- -	64 15%	80 20%	18 17%	12 15%	5 19%	14 15%	11 16%	10 15%	14 25%	5 11%	7 11%	46 27%	29 16%	7 9%	2 18%
For company	146 16%	31 16%	115 16%	75 15%	64 17%	7 10%	12 19%	15 16%	4 9%	63 15%	49 17%	3 13%	57 13%	70 18%	19 18%	13 16%	2 8%	15 16%	9 13%	12 18%	7 12%	7 16%	6 10%	27 16%	39 21%	6 8%	3 27%
To learn something new	79 8%	20 10%	59 8%	37 7%	36 10%	6 9%	3 5%	13 14%	4 9%	34 8%	23 8%	2 8%	37 9%	27 7%	15 14%	3 4%	3 12%	7 8%	7 10%	11 17%	1 2%	2 5%	3 5%	27 16%	11 6%	4 5%	- -
To give me something to talk about with friends/family	71 8%	16 8%	55 7%	46 9%	22 6%	3 4%	8 13%	6 6%	2 5%	38 9%	16 6%	1 4%	31 7%	22 6%	18 17%	4 5%	3 12%	8 9%	1 1%	6 9%	1 2%	5 11%	5 8%	20 12%	14 8%	4 5%	- -
Someone else chooses	56 6%	14 7%	42 6%	34 7%	18 5%	4 6%	6 10%	5 5%	3 7%	28 7%	13 5%	1 4%	31 7%	18 5%	7 7%	5 6%	1 4%	3 3%	6 9%	12 18%	3 5%	2 5%	2 3%	9 5%	8 4%	5 7%	- -
To catch-up on news	37 4%	6 3%	31 4%	22 4%	13 3%	2 3%	1 2%	4 4%	1 2%	21 5%	9 3%	1 4%	13 3%	15 4%	9 9%	4 5%	- -	2 2%	- -	6 9%	3 5%	1 2%	- -	10 6%	9 5%	2 3%	- -
For practical advice	34 4%	7 4%	27 4%	16 3%	16 4%	2 3%	1 2%	5 5%	1 2%	15 3%	11 4%	1 4%	20 5%	10 3%	4 4%	3 4%	2 8%	2 2%	2 3%	5 8%	- -	2 5%	- -	10 6%	4 2%	3 4%	1 9%
Other reason	22 2%	2 1%	20 3%	12 2%	10 3%	- -	1 2%	1 1%	- -	11 3%	9 3%	- -	9 2%	11 3%	2 2%	- -	1 4%	1 1%	- -	1 2%	2 4%	- -	5 8%	4 2%	5 3%	3 4%	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	935	338	418	360	282
For entertainment	589 63%	193 57%	288 69%	238 66%	173 61%
For background listening	537 57%	172 51%	254 61%	207 58%	148 52%
To relax	506 54%	186 55%	259 62%	205 57%	172 61%
To discover new music	430 46%	155 46%	229 55%	175 49%	131 46%
To make me feel better	365 39%	125 37%	197 47%	163 45%	108 38%
To pass the time	278 30%	91 27%	157 38%	117 33%	88 31%
Habit	162 17%	57 17%	100 24%	69 19%	55 20%
For company	146 16%	71 21%	86 21%	64 18%	52 18%
To learn something new	79 8%	37 11%	47 11%	37 10%	36 13%
To give me something to talk about with friends/family	71 8%	32 9%	49 12%	29 8%	28 10%
Someone else chooses	56 6%	25 7%	31 7%	26 7%	21 7%
To catch-up on news	37 4%	24 7%	27 6%	12 3%	23 8%
For practical advice	34 4%	21 6%	22 5%	15 4%	18 6%
Other reason	22 2%	9 3%	12 3%	11 3%	7 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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-east Ireland
Base	591	149	441	238	278	75	34	68	47	203	210	28	289	230	71	50	17	59	37	45	40	26	43	110	115	46	3
To relax	322 54%	82 55%	240 54%	109 46%	161 58%	52 69%	11 32%	36 53%	35 74%	98 48%	125 60%	17 61%	156 54%	123 53%	43 61%	35 70%	6 35%	35 59%	16 43%	20 44%	21 53%	16 62%	20 47%	52 47%	72 63%	28 61%	1 33%
For entertainment	312 53%	82 55%	230 52%	115 48%	147 53%	50 67%	13 38%	39 57%	30 64%	102 50%	108 51%	20 71%	161 56%	118 51%	32 45%	26 52%	8 47%	36 61%	19 51%	24 53%	17 43%	14 54%	24 56%	56 51%	58 50%	27 59%	3 100%
For background listening	261 44%	69 46%	192 44%	97 41%	131 47%	33 44%	15 44%	35 51%	19 40%	82 40%	96 46%	14 50%	127 44%	102 44%	31 44%	22 44%	8 47%	31 53%	12 32%	19 42%	19 48%	11 42%	19 44%	41 37%	55 48%	23 50%	1 33%
To make me feel better	223 38%	46 31%	176 40%	93 39%	109 39%	21 28%	12 35%	20 29%	14 30%	80 39%	89 42%	7 25%	108 37%	89 39%	25 35%	22 44%	5 29%	20 34%	15 41%	16 36%	14 35%	7 27%	14 33%	51 46%	38 33%	20 43%	1 33%
To pass the time	120 20%	24 16%	96 22%	55 23%	53 19%	12 16%	6 18%	10 15%	8 17%	49 24%	43 20%	4 14%	61 21%	42 18%	16 23%	10 20%	6 35%	13 22%	8 22%	10 22%	6 15%	6 23%	7 16%	24 22%	24 21%	5 11%	1 33%
For company	76 13%	21 14%	55 12%	24 10%	39 14%	13 17%	4 12%	8 12%	9 19%	20 10%	31 15%	4 14%	41 14%	26 11%	9 13%	8 16%	1 6%	7 12%	5 14%	7 16%	3 8%	4 15%	4 9%	18 16%	13 11%	6 13%	-
Habit	73 12%	19 13%	54 12%	32 13%	32 12%	9 12%	4 12%	9 13%	6 13%	28 14%	23 11%	3 11%	35 12%	25 11%	13 18%	3 6%	1 6%	2 3%	4 11%	8 18%	5 13%	6 23%	3 7%	20 18%	15 13%	5 11%	1 33%
To discover new music	41 7%	10 7%	31 7%	19 8%	18 6%	4 5%	4 12%	2 3%	4 9%	15 7%	16 8%	-	22 8%	15 7%	4 6%	1 2%	1 6%	-	3 8%	3 7%	3 8%	2 8%	1 2%	11 10%	14 12%	1 2%	1 33%
To give me something to talk about with friends/family	39 7%	11 7%	28 6%	24 10%	12 4%	3 4%	4 12%	5 7%	2 4%	20 10%	7 3%	1 4%	16 6%	19 8%	4 6%	1 2%	1 6%	3 5%	1 3%	2 4%	5 13%	2 8%	4 9%	11 10%	6 5%	2 4%	1 33%
To learn something new	36 6%	10 7%	26 6%	20 8%	15 5%	1 1%	4 12%	6 9%	-	16 8%	9 4%	1 4%	19 7%	9 4%	8 11%	2 4%	3 18%	4 7%	3 8%	4 9%	1 3%	1 4%	1 2%	9 8%	7 6%	1 2%	-
To catch-up on news	26 4%	4 3%	22 5%	16 7%	9 3%	1 1%	3 9%	1 1%	-	13 6%	8 4%	1 4%	15 5%	7 3%	4 6%	3 6%	1 6%	1 2%	1 3%	4 9%	1 3%	2 8%	-	8 7%	3 3%	2 4%	-
For practical advice	21 4%	5 3%	16 4%	7 3%	14 5%	-	-	5 7%	-	7 3%	9 4%	-	12 4%	6 3%	3 4%	1 2%	1 6%	2 3%	2 5%	2 4%	2 5%	-	1 2%	5 5%	3 3%	2 4%	-
Someone else chooses	20 3%	2 1%	18 4%	9 4%	10 4%	1 1%	2 6%	-	-	7 3%	10 5%	1 4%	16 6%	1 *	3 4%	2 4%	1 6%	-	-	-	2 5%	2 8%	1 2%	8 7%	1 1%	3 7%	-
Other reason	10 2%	2 1%	8 2%	5 2%	4 1%	1 1%	1 3%	1 1%	-	4 2%	3 1%	1 4%	4 1%	5 2%	-	-	-	1 2%	1 3%	-	1 3%	-	-	2 2%	3 3%	2 4%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	591	272	222	208	230
To relax	322 54%	150 55%	135 61%	113 54%	138 60%
For entertainment	312 53%	148 54%	120 54%	104 50%	121 53%
For background listening	261 44%	119 44%	100 45%	93 45%	97 42%
To make me feel better	223 38%	97 36%	92 41%	84 40%	93 40%
To pass the time	120 20%	54 20%	46 21%	51 25%	48 21%
For company	76 13%	45 17%	34 15%	31 15%	32 14%
Habit	73 12%	39 14%	34 15%	32 15%	30 13%
To discover new music	41 7%	23 8%	22 10%	17 8%	16 7%
To give me something to talk about with friends/family	39 7%	26 10%	24 11%	14 7%	18 8%
To learn something new	36 6%	22 8%	20 9%	18 9%	14 6%
To catch-up on news	26 4%	18 7%	17 8%	13 6%	15 7%
For practical advice	21 4%	15 6%	17 8%	6 3%	10 4%
Someone else chooses	20 3%	11 4%	13 6%	9 4%	14 6%
Other reason	10 2%	6 2%	5 2%	1 *	4 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	North-ern Ire-land
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
For entertainment	711 61%	162 63%	549 61%	341 63%	304 61%	66 55%	51 72%	76 65%	35 49%	290 62%	228 60%	31 62%	326 60%	307 63%	77 58%	56 60%	19 66%	73 63%	58 70%	40 52%	51 67%	33 66%	53 62%	115 56%	137 59%	67 70%	9 75%
To learn something new	698 60%	149 58%	548 61%	324 60%	306 62%	68 56%	40 56%	69 59%	40 56%	283 61%	237 62%	28 56%	346 64%	280 58%	72 55%	53 56%	17 59%	75 65%	45 54%	49 64%	44 58%	28 56%	46 53%	123 59%	146 63%	64 67%	8 67%
To relax	428 37%	93 36%	335 37%	212 39%	175 35%	41 34%	25 35%	43 37%	25 35%	187 40%	132 35%	16 32%	182 34%	184 38%	61 46%	34 36%	13 45%	44 38%	28 34%	27 35%	32 42%	21 42%	33 38%	72 35%	73 31%	44 46%	7 58%
To pass the time	333 29%	75 29%	258 29%	183 34%	131 26%	19 16%	28 39%	32 27%	15 21%	155 33%	99 26%	4 8%	146 27%	144 30%	43 33%	27 29%	8 28%	36 31%	24 29%	16 21%	27 36%	16 32%	24 28%	61 29%	59 25%	31 32%	4 33%
To give me something to talk about with friends/family	282 24%	69 27%	213 24%	147 27%	115 23%	20 17%	24 34%	33 28%	12 17%	123 26%	82 22%	8 16%	134 25%	119 25%	28 21%	21 22%	9 31%	30 26%	21 25%	17 22%	22 29%	13 26%	19 22%	52 25%	48 21%	28 29%	2 17%
For background listening	282 24%	55 21%	227 25%	168 31%	98 20%	16 13%	24 34%	21 18%	10 14%	144 31%	77 20%	6 12%	119 22%	124 26%	39 30%	24 26%	10 34%	26 23%	22 27%	17 22%	25 33%	10 20%	24 28%	54 26%	49 21%	21 22%	-
To make me feel better	276 24%	51 20%	225 25%	153 28%	112 23%	11 9%	21 30%	22 19%	8 11%	132 28%	90 24%	3 6%	112 21%	126 26%	37 28%	19 20%	10 34%	22 19%	16 19%	22 29%	23 30%	9 18%	16 19%	58 28%	51 22%	26 27%	4 33%
For practical advice	272 24%	61 24%	211 24%	131 24%	115 23%	26 21%	18 25%	29 25%	14 20%	113 24%	86 23%	12 24%	131 24%	112 23%	29 22%	19 20%	8 28%	21 18%	15 18%	20 26%	24 32%	14 28%	19 22%	57 28%	49 21%	23 24%	3 25%
To catch-up on news	265 23%	85 33%	180 20%	115 21%	112 23%	38 31%	20 28%	42 36%	23 32%	95 20%	70 18%	15 30%	128 24%	111 23%	26 20%	23 24%	8 28%	21 18%	16 19%	19 25%	16 21%	11 22%	14 16%	57 28%	51 22%	26 27%	3 25%
For company	251 22%	45 17%	206 23%	135 25%	101 20%	15 12%	16 23%	21 18%	8 11%	119 25%	80 21%	7 14%	120 22%	104 21%	27 20%	15 16%	10 34%	22 19%	20 24%	16 21%	14 18%	10 20%	17 20%	44 21%	56 24%	25 26%	2 17%
Habit	123 11%	34 13%	89 10%	85 16%	35 7%	3 2%	20 28%	11 9%	3 4%	65 14%	24 6%	-	52 10%	53 11%	18 14%	4 4%	4 14%	13 11%	13 16%	10 13%	16 21%	6 12%	5 6%	35 17%	10 4%	5 5%	2
To discover new music	66 6%	17 7%	49 5%	27 5%	34 7%	5 4%	3 4%	11 9%	3 4%	24 5%	23 6%	2 4%	29 5%	26 5%	11 8%	5 5%	2 7%	7 6%	1 1%	3 4%	4 5%	3 6%	4 5%	18 9%	15 6%	4 4%	-
Someone else chooses	34 3%	4 2%	30 3%	21 4%	11 2%	2 2%	1 1%	2 2%	1 1%	20 4%	9 2%	1 2%	15 3%	15 3%	4 3%	2 2%	1 3%	1 1%	1 1%	5 6%	4 5%	2 4%	1 1%	5 2%	10 4%	2 2%	-
Other reason	34 3%	4 2%	30 3%	17 3%	12 2%	5 4%	1 1%	2 2%	1 1%	16 3%	10 3%	4 8%	13 2%	19 4%	2 2%	2 2%	-	5 4%	4 5%	1 1%	2 3%	-	4 5%	8 4%	4 2%	4 4%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
For entertainment	711 61%	270 62%	271 63%	293 67%	201 58%
To learn something new	698 60%	268 61%	279 65%	285 65%	211 60%
To relax	428 37%	178 41%	173 41%	188 43%	117 34%
To pass the time	333 29%	115 26%	137 32%	133 31%	90 26%
To give me something to talk about with friends/family	282 24%	112 26%	132 31%	118 27%	99 28%
For background listening	282 24%	103 24%	131 31%	115 26%	87 25%
To make me feel better	276 24%	101 23%	122 29%	127 29%	84 24%
For practical advice	272 24%	107 24%	124 29%	110 25%	90 26%
To catch-up on news	265 23%	131 30%	108 25%	100 23%	93 27%
For company	251 22%	97 22%	105 25%	93 21%	66 19%
Habit	123 11%	51 12%	61 14%	53 12%	46 13%
To discover new music	66 6%	39 9%	37 9%	27 6%	28 8%
Someone else chooses	34 3%	17 4%	21 5%	12 3%	18 5%
Other reason	34 3%	17 4%	13 3%	12 3%	9 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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
Base	531	108	422	251	237	43	36	54	18	214	183	25	263	210	58	47	14	45	34	47	38	25	32	111	95	39	4
For entertainment	267 50%	58 54%	209 50%	119 47%	118 50%	30 70%	17 47%	26 48%	15 83%	102 48%	92 50%	15 60%	132 50%	109 52%	26 45%	27 57%	5 36%	23 51%	18 53%	25 53%	18 47%	9 36%	17 53%	48 43%	49 52%	25 64%	3 75%
To relax	263 50%	52 48%	211 50%	115 46%	127 54%	21 49%	18 50%	25 46%	9 50%	97 45%	102 56%	12 48%	135 51%	98 47%	30 52%	25 53%	7 50%	25 56%	14 41%	23 49%	16 42%	8 32%	17 53%	53 48%	51 54%	21 54%	3 75%
To learn something new	199 37%	44 41%	154 36%	94 37%	94 40%	11 26%	14 39%	25 46%	5 28%	79 37%	69 38%	6 24%	102 39%	75 36%	22 38%	13 28%	5 36%	15 33%	12 35%	20 43%	13 34%	11 44%	10 31%	50 45%	32 34%	17 44%	1 25%
To pass the time	144 27%	29 27%	115 27%	65 26%	67 28%	12 28%	10 28%	13 24%	6 33%	55 26%	54 30%	6 24%	75 29%	52 25%	17 29%	11 23%	4 29%	10 22%	13 38%	9 19%	13 34%	4 16%	7 22%	28 25%	33 35%	11 28%	1 25%
To make me feel better	113 21%	20 19%	93 22%	61 24%	44 19%	8 19%	8 22%	8 15%	4 22%	53 25%	36 20%	4 16%	50 19%	44 21%	19 21%	9 19%	2 14%	5 11%	9 26%	13 28%	4 11%	3 12%	5 16%	30 27%	24 25%	8 21%	1 25%
For background listening	103 19%	18 17%	85 20%	58 23%	38 16%	7 16%	9 25%	6 11%	3 17%	49 23%	32 17%	4 16%	46 17%	43 20%	14 24%	8 17%	4 29%	7 16%	5 15%	11 23%	10 26%	7 28%	4 13%	19 17%	17 18%	11 28%	-
For company	89 17%	17 16%	72 17%	41 16%	39 16%	9 21%	6 17%	7 13%	4 22%	35 16%	32 17%	5 20%	50 19%	31 15%	8 14%	6 13%	3 21%	3 7%	6 18%	10 21%	7 18%	1 4%	4 13%	18 16%	23 24%	6 15%	2 50%
For practical advice	64 12%	17 16%	47 11%	30 12%	32 14%	2 5%	6 17%	9 17%	2 11%	24 11%	23 13%	-	35 13%	23 11%	6 10%	4 9%	2 14%	3 7%	3 9%	10 21%	3 8%	4 16%	1 3%	12 11%	15 16%	6 15%	1 25%
To give me something to talk about with friends/family	62 12%	14 13%	48 11%	31 12%	26 11%	5 12%	4 11%	9 17%	1 6%	27 13%	17 9%	4 16%	36 14%	18 9%	8 14%	5 11%	2 14%	3 7%	3 9%	6 13%	5 13%	3 12%	1 3%	17 15%	12 13%	5 13%	-
Habit	55 10%	15 14%	40 9%	28 11%	25 11%	2 5%	6 17%	8 15%	1 6%	22 10%	17 9%	1 4%	30 11%	19 9%	6 10%	5 11%	-	3 7%	1 3%	8 17%	5 13%	2 8%	1 3%	17 15%	10 11%	3 8%	-
To discover new music	28 5%	3 3%	25 6%	13 5%	14 6%	1 2%	2 6%	1 2%	-	11 5%	13 7%	1 4%	15 6%	9 4%	4 7%	3 6%	3 21%	-	-	2 4%	1 3%	1 4%	-	11 10%	6 6%	1 3%	-
To catch-up on news	23 4%	5 5%	18 4%	9 4%	13 5%	1 2%	2 6%	3 6%	-	7 3%	10 5%	1 4%	16 6%	5 2%	2 3%	1 2%	-	2 4%	-	7 15%	-	1 4%	-	8 7%	4 4%	-	-
Someone else chooses	22 4%	3 3%	19 5%	10 4%	9 4%	3 7%	2 6%	-	1 6%	8 4%	9 5%	2 8%	13 5%	8 4%	1 2%	1 2%	2 14%	-	1 3%	5 11%	-	2 8%	1 3%	5 5%	4 4%	1 3%	-
Other reason	20 4%	6 6%	14 3%	9 4%	8 3%	3 7%	1 3%	3 6%	2 11%	8 4%	5 3%	1 4%	7 3%	10 5%	3 5%	1 2%	2 14%	-	-	2 4%	2 5%	-	2 6%	3 3%	5 5%	3 8%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	531	240	220	217	186
For entertainment	267 50%	131 55%	101 46%	111 51%	91 49%
To relax	263 50%	126 53%	119 54%	123 57%	96 52%
To learn something new	199 37%	99 41%	92 42%	95 44%	84 45%
To pass the time	144 27%	69 29%	65 30%	56 26%	53 28%
To make me feel better	113 21%	54 23%	59 27%	54 25%	50 27%
For background listening	103 19%	53 22%	45 20%	49 23%	33 18%
For company	89 17%	48 20%	35 16%	35 16%	27 15%
For practical advice	64 12%	36 15%	31 14%	31 14%	30 16%
To give me something to talk about with friends/family	62 12%	32 13%	33 15%	32 15%	27 15%
Habit	55 10%	28 12%	30 14%	24 11%	29 16%
To discover new music	28 5%	14 6%	16 7%	11 5%	13 7%
To catch-up on news	23 4%	16 7%	15 7%	9 4%	11 6%
Someone else chooses	22 4%	17 7%	13 6%	10 5%	11 6%
Other reason	20 4%	13 5%	9 4%	10 5%	6 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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
Base	879	215	663	428	378	73	60	100	55	367	278	18	413	358	107	75	26	79	62	65	55	38	62	174	162	70	11
For entertainment	517 59%	138 64%	379 57%	241 56%	229 61%	47 64%	36 60%	65 65%	37 67%	205 56%	164 59%	10 56%	250 61%	207 58%	59 55%	45 60%	11 42%	55 70%	38 61%	36 55%	31 56%	22 58%	34 55%	97 56%	95 59%	44 63%	9 82%
To relax	305 35%	79 37%	225 34%	131 31%	147 39%	27 37%	19 32%	38 38%	22 40%	111 30%	109 39%	5 28%	145 35%	114 32%	45 42%	27 36%	11 42%	21 27%	23 37%	22 34%	19 35%	8 21%	24 39%	63 36%	57 35%	24 34%	6 55%
For background listening	305 35%	72 33%	233 35%	162 38%	123 33%	20 27%	25 42%	33 33%	14 25%	137 37%	90 32%	6 33%	146 35%	116 32%	43 40%	30 40%	9 35%	23 29%	18 29%	25 38%	18 33%	11 29%	22 35%	58 33%	60 37%	28 40%	3 27%
To discover new music	274 31%	69 32%	205 31%	157 37%	99 26%	18 25%	26 43%	29 29%	14 25%	131 36%	70 25%	4 22%	128 31%	109 30%	36 34%	22 29%	13 50%	21 27%	18 29%	22 34%	17 31%	10 26%	13 21%	68 39%	50 31%	16 23%	4 36%
To pass the time	210 24%	54 25%	156 24%	117 27%	84 22%	9 12%	21 35%	24 24%	9 16%	96 26%	60 22%	- -	95 23%	86 24%	28 26%	20 27%	7 27%	15 19%	16 26%	15 23%	15 27%	6 16%	10 16%	48 28%	38 23%	16 23%	4 36%
To make me feel better	206 23%	47 22%	159 24%	98 23%	98 26%	10 14%	14 23%	24 24%	9 16%	84 23%	74 27%	1 6%	85 21%	87 24%	34 32%	16 21%	4 15%	13 16%	13 21%	15 23%	11 20%	6 16%	14 23%	60 34%	34 21%	16 23%	4 36%
To learn something new	102 12%	20 9%	82 12%	53 12%	44 12%	5 7%	7 12%	9 9%	4 7%	46 13%	35 13%	1 6%	55 13%	31 9%	15 14%	7 9%	4 15%	6 8%	7 11%	10 15%	5 9%	4 11%	4 6%	32 18%	17 10%	5 7%	1 9%
Habit	92 10%	27 13%	65 10%	51 12%	38 10%	3 4%	9 15%	15 15%	3 5%	42 11%	23 8%	- -	40 10%	41 11%	11 10%	7 9%	4 15%	4 5%	4 6%	11 17%	12 22%	3 8%	4 6%	24 14%	12 7%	5 7%	2 18%
To give me something to talk about with friends/family	77 9%	17 8%	60 9%	39 9%	35 9%	3 4%	5 8%	9 9%	3 5%	34 9%	26 9%	- -	39 9%	27 8%	10 9%	7 9%	2 8%	5 6%	6 10%	6 9%	5 11%	8 13%	8 13%	15 9%	14 9%	3 4%	- -
For company	77 9%	14 7%	63 10%	36 8%	38 10%	3 4%	5 8%	7 7%	2 4%	31 8%	31 11%	1 6%	34 8%	28 8%	15 14%	2 3%	2 8%	8 10%	6 10%	10 15%	5 9%	2 5%	4 6%	20 11%	13 8%	3 4%	2 18%
Someone else chooses	42 5%	4 2%	38 6%	25 6%	13 3%	4 5%	2 3%	1 1%	1 2%	23 6%	12 4%	3 17%	22 5%	12 3%	8 7%	3 4%	1 4%	2 3%	3 5%	4 6%	4 7%	3 8%	3 5%	8 5%	8 5%	3 4%	- -
To catch-up on news	41 5%	7 3%	34 5%	22 5%	19 5%	- -	3 5%	4 4%	- -	19 5%	15 5%	- -	24 6%	13 4%	4 4%	2 3%	2 8%	- -	2 3%	5 8%	2 4%	1 3%	1 2%	15 9%	8 5%	2 3%	1 9%
For practical advice	39 4%	9 4%	30 5%	18 4%	20 5%	1 1%	2 3%	7 7%	- -	16 4%	13 5%	1 6%	21 5%	11 3%	7 7%	3 4%	1 4%	2 3%	1 2%	5 8%	3 5%	1 3%	3 5%	12 7%	7 4%	1 1%	- -
Other reason	23 3%	8 4%	15 2%	15 4%	7 2%	1 1%	3 5%	4 4%	1 2%	12 3%	3 1%	- -	12 3%	9 3%	2 2%	1 1%	- -	4 5%	2 3%	4 6%	2 4%	- -	2 3%	3 2%	4 2%	1 1%	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	879	331	348	316	322
For entertainment	517 59%	197 60%	218 63%	171 54%	212 66%
To relax	305 35%	121 37%	129 37%	104 33%	142 44%
For background listening	305 35%	112 34%	127 36%	109 34%	119 37%
To discover new music	274 31%	100 30%	120 34%	99 31%	118 37%
To pass the time	210 24%	74 22%	109 31%	79 25%	96 30%
To make me feel better	206 23%	78 24%	89 26%	82 26%	105 33%
To learn something new	102 12%	44 13%	54 16%	43 14%	45 14%
Habit	92 10%	41 12%	47 14%	33 10%	42 13%
To give me something to talk about with friends/family	77 9%	31 9%	39 11%	36 11%	31 10%
For company	77 9%	35 11%	36 10%	28 9%	34 11%
Someone else chooses	42 5%	26 8%	27 8%	17 5%	19 6%
To catch-up on news	41 5%	23 7%	28 8%	15 5%	24 7%
For practical advice	39 4%	27 8%	26 7%	12 4%	23 7%
Other reason	23 3%	9 3%	8 2%	9 3%	8 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 FM)	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)
Base	986	807	814	935	591	1157	531	879
On my own	780 79%	661 82%	749 92%	820 88%	499 84%	1082 94%	477 90%	739 84%
With partner/ spouse	401 41%	278 34%	200 25%	355 38%	241 41%	205 18%	63 12%	286 33%
With family	321 33%	168 21%	151 19%	287 31%	180 30%	84 7%	66 12%	240 27%
With friends	132 13%	54 7%	125 15%	226 24%	105 18%	50 4%	20 4%	153 17%
With colleagues	145 15%	57 7%	40 5%	80 9%	21 4%	26 2%	20 4%	45 5%
With other people	37 4%	20 2%	23 3%	34 4%	13 2%	14 1%	6 1%	15 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 FM)****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	Male	Male	Female	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	London	South East	South West	North-ern Ire-land	
							18-34	35-54	55+	18-34	35-54	55+											Eng-land					
Base	986	218	767	448	435	103	56	99	63	391	336	40	473	406	106	81	26	102	69	65	66	45	69	165	205	82	11	
On my own	780	179	600	346	352	82	51	78	50	294	274	32	384	318	77	65	22	77	50	50	53	32	55	138	169	61	8	
	79%	82%	78%	77%	81%	80%	91%	79%	79%	75%	82%	80%	81%	78%	73%	80%	85%	75%	72%	77%	80%	71%	80%	84%	82%	74%	73%	
With partner/ spouse	401	95	306	165	179	57	20	41	34	145	138	23	203	161	37	35	9	42	31	18	22	19	34	63	88	37	3	
	41%	44%	40%	37%	41%	55%	36%	41%	54%	37%	41%	58%	43%	40%	35%	43%	35%	41%	45%	28%	33%	42%	49%	38%	43%	45%	27%	
With family	321	46	275	152	163	6	17	27	2	135	136	4	156	135	30	30	6	31	23	22	17	11	26	55	69	27	4	
	33%	21%	36%	34%	37%	6%	30%	27%	3%	35%	40%	10%	33%	33%	28%	37%	23%	30%	33%	34%	26%	24%	38%	33%	34%	33%	36%	
With colleagues	145	30	115	78	58	9	9	15	6	69	43	3	70	63	12	17	4	16	10	12	11	8	6	26	28	5	2	
	15%	14%	15%	17%	13%	9%	16%	15%	10%	18%	13%	8%	15%	16%	11%	21%	15%	16%	14%	18%	17%	18%	9%	16%	14%	6%	18%	
With friends	132	27	105	77	52	3	9	16	2	68	36	1	60	57	15	16	2	9	9	6	9	4	6	32	25	11	3	
	13%	12%	14%	17%	12%	3%	16%	16%	3%	17%	11%	3%	13%	14%	14%	20%	8%	9%	13%	9%	14%	9%	9%	19%	12%	13%	27%	
With other people	37	8	29	22	13	2	4	2	2	18	11	-	14	11	12	3	-	7	2	3	4	3	-	8	5	1	1	
	4%	4%	4%	5%	3%	2%	7%	2%	3%	5%	3%	-	3%	3%	11%	4%	-	7%	3%	5%	6%	7%	-	5%	2%	1%	9%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	986	387	379	369	303
On my own	780 79%	319 82%	303 80%	301 82%	242 80%
With partner/ spouse	401 41%	174 45%	155 41%	150 41%	130 43%
With family	321 33%	120 31%	131 35%	118 32%	116 38%
With colleagues	145 15%	62 16%	80 21%	51 14%	67 22%
With friends	132 13%	51 13%	81 21%	48 13%	63 21%
With other people	37 4%	13 3%	21 6%	13 4%	23 8%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	Gender			Age			Gender/Age						SEG			Region												
		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		
Base	807	222	584	324	379	104	59	100	63	264	279	41	390	325	91	63	22	83	56	59	52	33	53	151	161	67	7		
On my own	661 82%	205 92%	455 78%	242 75%	325 86%	94 90%	52 88%	94 94%	59 94%	189 72%	231 83%	35 85%	327 84%	266 82%	67 74%	48 76%	17 77%	64 77%	44 79%	51 86%	45 87%	27 82%	43 81%	128 85%	137 85%	50 75%	7 100%		
With partner/ spouse	278 34%	65 29%	213 36%	112 35%	122 32%	44 42%	18 31%	23 23%	24 38%	94 36%	99 35%	20 49%	153 39%	98 30%	27 30%	26 41%	9 41%	33 40%	20 36%	17 29%	16 31%	10 30%	19 36%	50 33%	52 32%	25 37%	1 14%		
With family	168 21%	26 12%	142 24%	84 26%	77 20%	7 7%	13 22%	11 11%	2 3%	71 27%	66 24%	5 12%	80 21%	68 21%	19 21%	13 21%	3 14%	11 13%	7 13%	12 20%	7 13%	9 27%	10 19%	42 28%	37 23%	16 24%	1 14%		
With colleagues	57 7%	9 4%	48 8%	33 10%	21 6%	3 3%	5 8%	2 2%	2 3%	28 11%	19 7%	1 2%	29 7%	21 6%	7 8%	6 10%	2 9%	3 4%	4 7%	8 14%	6 12%	2 6%	2 4%	14 9%	8 5%	2 3%	-		
With friends	54 7%	18 8%	36 6%	27 8%	24 6%	3 3%	6 10%	10 10%	2 3%	21 8%	14 5%	1 2%	31 8%	15 5%	8 9%	6 10%	1 5%	4 5%	2 4%	3 5%	3 6%	1 3%	-	20 13%	13 8%	1 1%	-		
With other people	20 2%	4 2%	16 3%	13 4%	7 2%	-	3 5%	1 1%	-	10 4%	6 2%	-	9 2%	5 2%	6 7%	-	-	-	2 4%	2 3%	2 4%	1 3%	1 2%	7 5%	2 1%	3 4%	-		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	807	388	294	309	252
On my own	661 82%	334 86%	238 81%	262 85%	207 82%
With partner/ spouse	278 34%	150 39%	106 36%	103 33%	88 35%
With family	168 21%	82 21%	80 27%	61 20%	72 29%
With colleagues	57 7%	31 8%	35 12%	23 7%	36 14%
With friends	54 7%	32 8%	38 13%	19 6%	34 13%
With other people	20 2%	5 1%	12 4%	7 2%	9 4%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	
Base	814	194	619	364	371	79	50	90	54	313	281	25	389	333	92	70	23	77	61	55	53	37	58	155	158	57	10	
On my own	749	182	566	326	348	75	45	85	52	280	263	23	364	303	82	65	20	73	54	50	45	35	53	143	150	52	9	
	92%	94%	91%	90%	94%	95%	90%	94%	96%	89%	94%	92%	94%	91%	89%	93%	87%	95%	89%	91%	85%	95%	91%	92%	95%	91%	90%	
With partner/ spouse	200	52	148	86	87	27	9	24	19	77	63	8	100	78	22	22	6	19	16	10	10	11	13	32	46	14	1	
	25%	27%	24%	24%	23%	34%	18%	27%	35%	25%	22%	32%	26%	23%	24%	31%	26%	25%	26%	18%	19%	30%	22%	21%	29%	25%	10%	
With family	151	25	126	71	73	7	10	11	4	61	62	3	72	59	20	16	4	14	11	14	8	5	10	32	22	13	2	
	19%	13%	20%	20%	20%	9%	20%	12%	7%	19%	22%	12%	19%	18%	22%	23%	17%	18%	18%	25%	15%	14%	17%	21%	14%	23%	20%	
With friends	125	25	100	74	43	8	6	14	5	68	29	3	62	50	13	11	4	12	9	6	11	6	7	29	22	7	1	
	15%	13%	16%	20%	12%	10%	12%	16%	9%	22%	10%	12%	16%	15%	14%	16%	17%	16%	15%	11%	21%	16%	12%	19%	14%	12%	10%	
With colleagues	40	6	34	24	14	2	2	3	1	22	11	1	24	13	3	3	1	3	2	2	5	3	4	9	6	2	-	
	5%	3%	5%	7%	4%	3%	4%	3%	2%	7%	4%	4%	6%	4%	3%	4%	4%	4%	3%	4%	9%	8%	7%	6%	4%	4%	-	
With other people	23	4	19	16	6	1	3	-	1	13	6	-	11	7	5	2	1	1	1	3	3	3	-	5	4	-	-	
	3%	2%	3%	4%	2%	1%	6%	-	2%	4%	2%	-	3%	2%	5%	3%	4%	1%	2%	5%	6%	8%	-	3%	3%	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	814	334	300	326	284
On my own	749 92%	307 92%	283 94%	304 93%	268 94%
With partner/ spouse	200 25%	97 29%	85 28%	84 26%	75 26%
With family	151 19%	72 22%	65 22%	72 22%	58 20%
With friends	125 15%	54 16%	67 22%	57 17%	54 19%
With colleagues	40 5%	22 7%	23 8%	17 5%	19 7%
With other people	23 3%	7 2%	14 5%	11 3%	13 5%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	Male	Male	Female	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 England	London	South East	South West	North-ern Ire-land	
							18-34	35-54	55+	18-34	35-54	55+											Eng-land					
Base	935	199	735	494	374	67	63	93	43	430	281	24	432	399	104	79	26	91	69	65	57	44	61	172	186	74	11	
On my own	820	176	643	440	322	58	56	82	38	383	240	20	379	348	93	71	24	77	58	57	46	38	53	155	165	66	10	
	88%	88%	87%	89%	86%	87%	89%	88%	88%	89%	85%	83%	88%	87%	89%	90%	92%	85%	84%	88%	81%	86%	87%	90%	89%	89%	91%	
With partner/ spouse	355	74	281	181	142	32	20	34	20	161	108	12	173	147	35	37	8	35	33	21	20	18	24	59	71	29	-	
	38%	37%	38%	37%	38%	48%	32%	37%	47%	37%	38%	50%	40%	37%	34%	47%	31%	38%	48%	32%	35%	41%	39%	34%	38%	39%	-	
With family	287	46	241	138	137	12	15	26	5	123	111	7	139	110	38	29	7	35	17	19	19	11	20	45	58	24	3	
	31%	23%	33%	28%	37%	18%	24%	28%	12%	29%	40%	29%	32%	28%	37%	37%	27%	38%	25%	29%	33%	25%	33%	26%	31%	32%	27%	
With friends	226	31	195	145	76	5	12	17	2	133	59	3	101	98	27	20	7	19	13	13	13	10	15	55	43	17	1	
	24%	16%	27%	29%	20%	7%	19%	18%	5%	31%	21%	13%	23%	25%	26%	25%	27%	21%	19%	20%	23%	23%	25%	32%	23%	23%	9%	
With colleagues	80	13	67	55	24	1	6	7	-	49	17	1	40	32	8	10	1	10	6	8	3	4	3	21	14	-	-	
	9%	7%	9%	11%	6%	1%	10%	8%	-	11%	6%	4%	9%	8%	8%	13%	4%	11%	9%	12%	5%	9%	5%	12%	8%	-	-	
With other people	34	5	29	24	10	-	3	2	-	21	8	-	14	9	11	1	1	4	2	1	4	2	-	9	7	3	-	
	4%	3%	4%	5%	3%	-	5%	2%	-	5%	3%	-	3%	2%	11%	1%	4%	4%	3%	2%	7%	5%	-	5%	4%	4%	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	935	338	418	360	282
On my own	820 88%	290 86%	385 92%	322 89%	249 88%
With partner/ spouse	355 38%	141 42%	180 43%	127 35%	114 40%
With family	287 31%	104 31%	144 34%	121 34%	97 34%
With friends	226 24%	73 22%	132 32%	93 26%	74 26%
With colleagues	80 9%	31 9%	51 12%	28 8%	29 10%
With other people	34 4%	12 4%	22 5%	15 4%	12 4%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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												
																				Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
		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										
Base		591	149	441	238	278	75	34	68	47	203	210	28	289	230	71	50	17	59	37	45	40	26	43	110	115	46	3	
On my own		499	132	366	195	241	63	29	61	42	165	180	21	240	196	62	41	14	49	32	36	34	24	36	93	100	38	2	
		84%	89%	83%	82%	87%	84%	85%	90%	89%	81%	86%	75%	83%	85%	87%	82%	82%	83%	86%	80%	85%	92%	84%	85%	87%	83%	67%	
With partner/ spouse		241	60	181	98	110	33	13	27	20	85	83	13	127	86	28	25	6	29	14	18	14	8	21	40	44	20	2	
		41%	40%	41%	41%	40%	44%	38%	40%	43%	42%	40%	46%	44%	37%	39%	50%	35%	49%	38%	40%	35%	31%	49%	36%	38%	43%	67%	
With family		180	23	157	82	89	9	7	12	4	75	77	5	87	68	24	20	4	18	9	16	13	7	13	35	24	20	1	
		30%	15%	36%	34%	32%	12%	21%	18%	9%	37%	37%	18%	30%	30%	34%	40%	24%	31%	24%	36%	33%	27%	30%	32%	21%	43%	33%	
With friends		105	23	82	55	42	8	5	14	4	50	28	4	54	39	12	10	3	10	4	6	11	6	5	28	15	7	-	
		18%	15%	19%	23%	15%	11%	15%	21%	9%	25%	13%	14%	19%	17%	17%	20%	18%	17%	11%	13%	28%	23%	12%	25%	13%	15%	-	
With colleagues		21	4	17	11	8	2	2	1	1	9	7	1	15	4	2	1	1	3	-	2	1	1	1	7	4	-	-	
		4%	3%	4%	5%	3%	3%	6%	1%	2%	4%	3%	4%	5%	2%	3%	2%	6%	5%	-	4%	3%	4%	2%	6%	3%	-	-	
With other people		13	2	11	5	7	1	2	-	-	3	7	1	5	3	5	1	-	2	-	3	-	1	-	5	1	-	-	
		2%	1%	2%	2%	3%	1%	6%	-	-	1%	3%	4%	2%	1%	7%	2%	-	3%	-	7%	-	4%	-	5%	1%	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	591	272	222	208	230
On my own	499 84%	225 83%	195 88%	176 85%	200 87%
With partner/ spouse	241 41%	118 43%	103 46%	83 40%	107 47%
With family	180 30%	88 32%	75 34%	67 32%	86 37%
With friends	105 18%	53 19%	61 27%	32 15%	58 25%
With colleagues	21 4%	14 5%	15 7%	8 4%	10 4%
With other people	13 2%	7 3%	8 4%	5 2%	9 4%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
On my own	1082	243	838	499	469	114	65	112	66	433	357	48	504	457	120	85	27	107	77	75	72	48	80	190	221	88	12
	94%	94%	93%	93%	94%	94%	92%	96%	93%	93%	94%	96%	94%	94%	91%	90%	93%	93%	93%	97%	95%	96%	93%	92%	95%	92%	100%
With partner/ spouse	205	41	164	111	78	16	12	20	9	99	58	7	100	80	25	19	6	19	12	19	13	7	15	40	40	15	-
	18%	16%	18%	21%	16%	13%	17%	17%	13%	21%	15%	14%	19%	16%	19%	20%	21%	17%	14%	25%	17%	14%	17%	19%	17%	16%	-
With family	84	13	71	43	39	2	6	6	1	37	33	1	39	33	12	6	1	5	6	5	10	4	4	23	12	8	-
	7%	5%	8%	8%	8%	2%	8%	5%	1%	8%	9%	2%	7%	7%	9%	6%	3%	4%	7%	6%	13%	8%	5%	11%	5%	8%	-
With friends	50	10	40	22	26	2	4	5	1	18	21	1	29	15	6	6	2	3	2	2	7	1	-	14	12	1	-
	4%	4%	4%	4%	5%	2%	6%	4%	1%	4%	6%	2%	5%	3%	5%	6%	7%	3%	2%	3%	9%	2%	-	7%	5%	1%	-
With colleagues	26	7	19	13	12	1	3	4	-	10	8	1	17	7	2	-	1	1	1	-	3	1	4	10	5	-	-
	2%	3%	2%	2%	2%	1%	4%	3%	-	2%	2%	2%	3%	1%	2%	-	3%	1%	1%	-	4%	2%	5%	5%	2%	-	-
With other people	14	4	10	6	8	-	1	3	-	5	5	-	8	3	3	-	-	2	2	-	2	1	2	5	-	-	-
	1%	2%	1%	1%	2%	-	1%	3%	-	1%	1%	-	1%	1%	2%	-	-	2%	2%	-	3%	2%	2%	2%	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
On my own	1082 94%	407 93%	404 95%	416 95%	327 94%
With partner/ spouse	205 18%	79 18%	86 20%	76 17%	70 20%
With family	84 7%	41 9%	41 10%	30 7%	38 11%
With friends	50 4%	28 6%	32 7%	22 5%	23 7%
With colleagues	26 2%	18 4%	17 4%	6 1%	14 4%
With other people	14 1%	6 1%	9 2%	4 1%	7 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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
Base	531	108	422	251	237	43	36	54	18	214	183	25	263	210	58	47	14	45	34	47	38	25	32	111	95	39	4
On my own	477 90%	101 94%	375 89%	218 87%	218 92%	41 95%	32 89%	52 96%	17 94%	185 86%	166 91%	24 96%	241 92%	187 89%	49 84%	42 89%	12 86%	44 98%	29 85%	43 91%	33 87%	24 96%	29 91%	93 84%	87 92%	37 95%	4 100%
With family	66 12%	8 7%	58 14%	31 12%	33 14%	2 5%	3 8%	5 9%	- -	28 13%	28 15%	2 8%	31 12%	27 13%	8 14%	6 13%	1 7%	1 2%	6 18%	6 13%	3 8%	- -	4 13%	27 24%	8 8%	4 10%	- -
With partner/ spouse	63 12%	8 7%	55 13%	35 14%	25 11%	3 7%	2 6%	5 9%	1 6%	33 15%	20 11%	2 8%	32 12%	23 11%	8 14%	5 11%	1 7%	3 7%	2 6%	10 21%	7 18%	1 4%	4 13%	14 13%	12 13%	4 10%	- -
With friends	20 4%	5 5%	15 4%	12 5%	8 3%	- -	1 3%	4 7%	- -	11 5%	4 2%	- -	10 4%	8 4%	2 3%	2 4%	1 7%	- -	- -	2 4%	2 5%	1 4%	1 3%	9 8%	1 1%	1 3%	- -
With colleagues	20 4%	2 2%	18 4%	13 5%	5 2%	2 5%	- -	2 4%	- -	13 6%	3 2%	2 8%	13 5%	5 2%	2 3%	- -	3 21%	1 2%	- -	3 6%	1 3%	- -	1 3%	6 5%	5 5%	- -	- -
With other people	6 1%	1 1%	5 1%	4 2%	2 1%	- -	- -	1 2%	- -	4 2%	1 1%	- -	3 1%	2 1%	1 2%	- -	1 7%	1 2%	1 3%	- -	- -	- -	- -	3 3%	- -	- -	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	531	240	220	217	186
On my own	477 90%	217 90%	204 93%	202 93%	172 92%
With family	66 12%	34 14%	31 14%	27 12%	28 15%
With partner/ spouse	63 12%	35 15%	36 16%	26 12%	26 14%
With friends	20 4%	12 5%	10 5%	9 4%	8 4%
With colleagues	20 4%	15 6%	13 6%	7 3%	10 5%
With other people	6 1%	4 2%	3 1%	3 1%	2 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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	
Base	879	215	663	428	378	73	60	100	55	367	278	18	413	358	107	75	26	79	62	65	55	38	62	174	162	70	11	
On my own	739	190	548	362	313	64	56	86	48	305	227	16	347	304	87	65	19	65	51	55	43	32	49	148	144	59	9	
	84%	88%	83%	85%	83%	88%	93%	86%	87%	83%	82%	89%	84%	85%	81%	87%	73%	82%	82%	85%	78%	84%	79%	85%	89%	84%	82%	
With partner/ spouse	286	69	217	133	128	25	18	30	21	115	98	4	148	104	34	35	7	25	23	19	19	11	21	50	54	20	2	
	33%	32%	33%	31%	34%	34%	30%	30%	38%	31%	35%	22%	36%	29%	32%	47%	27%	32%	37%	29%	35%	29%	34%	29%	33%	29%	18%	
With family	240	47	193	108	122	10	15	25	7	93	97	3	118	86	36	20	8	30	14	24	21	9	18	41	36	17	2	
	27%	22%	29%	25%	32%	14%	25%	25%	13%	25%	35%	17%	29%	24%	34%	27%	31%	38%	23%	37%	38%	24%	29%	24%	22%	24%	18%	
With friends	153	35	118	90	56	7	12	18	5	78	38	2	73	54	26	16	4	13	12	6	8	8	4	42	26	11	3	
	17%	16%	18%	21%	15%	10%	20%	18%	9%	21%	14%	11%	18%	15%	24%	21%	15%	16%	19%	9%	15%	21%	6%	24%	16%	16%	27%	
With colleagues	45	8	37	27	14	4	4	2	2	23	12	2	23	15	7	4	2	3	3	3	3	2	3	14	6	1	1	
	5%	4%	6%	6%	4%	5%	7%	2%	4%	6%	4%	11%	6%	4%	7%	5%	8%	4%	5%	5%	5%	5%	5%	8%	4%	1%	9%	
With other people	15	4	11	10	4	1	3	-	1	7	4	-	4	6	5	-	1	2	-	1	1	2	-	5	1	1	1	
	2%	2%	2%	2%	1%	1%	5%	-	2%	2%	1%	-	1%	2%	5%	-	4%	3%	-	2%	2%	5%	-	3%	1%	1%	9%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	879	331	348	316	322
On my own	739 84%	275 83%	300 86%	269 85%	294 91%
With partner/ spouse	286 33%	118 36%	130 37%	105 33%	119 37%
With family	240 27%	96 29%	100 29%	85 27%	104 32%
With friends	153 17%	56 17%	83 24%	55 17%	73 23%
With colleagues	45 5%	23 7%	26 7%	14 4%	21 7%
With other people	15 2%	6 2%	9 3%	8 3%	6 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
Less than 6 months	188 16%	22 8%	166 19%	97 18%	72 14%	19 16%	3 4%	11 9%	8 11%	94 20%	61 16%	11 22%	84 16%	78 16%	26 20%	13 14%	6 21%	17 15%	14 17%	11 14%	9 12%	10 20%	12 14%	35 17%	37 16%	21 22%	3 25%
Less than a year but more than 6 months	205 18%	30 12%	174 19%	96 18%	89 18%	20 17%	7 10%	13 11%	10 14%	88 19%	76 20%	10 20%	86 16%	91 19%	28 21%	22 23%	2 7%	22 19%	14 17%	17 22%	15 20%	12 24%	10 12%	37 18%	34 15%	17 18%	3 25%
1-2 years	361 31%	79 31%	282 31%	179 33%	150 30%	32 26%	17 24%	39 33%	23 32%	162 35%	111 29%	9 18%	173 32%	150 31%	37 28%	26 28%	10 34%	40 35%	19 23%	24 31%	23 30%	12 24%	27 31%	67 32%	84 36%	27 28%	2 17%
3-4 years	200 17%	50 19%	150 17%	86 16%	93 19%	21 17%	16 23%	21 18%	13 18%	70 15%	72 19%	8 16%	106 20%	75 15%	19 14%	19 20%	8 28%	21 18%	14 17%	12 16%	18 24%	8 16%	19 22%	30 14%	32 14%	16 17%	3 25%
5 or more years	187 16%	77 30%	110 12%	77 14%	81 16%	29 24%	28 39%	32 27%	17 24%	49 10%	49 13%	12 24%	86 16%	81 17%	20 15%	12 13%	3 10%	14 12%	19 23%	13 17%	10 13%	7 14%	16 19%	37 18%	41 18%	14 15%	1 8%
Can't remember	16 1%	1 *	15 2%	4 1%	12 2%	- -	- -	1 1%	- -	4 1%	11 3%	- -	4 1%	10 2%	2 2%	2 2%	- -	1 1%	3 4%	- -	1 1%	1 2%	2 2%	1 *	4 2%	1 1%	- -

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
Less than 6 months	188 16%	61 14%	65 15%	49 11%	57 16%
Less than a year but more than 6 months	205 18%	66 15%	90 21%	59 14%	61 17%
1-2 years	361 31%	135 31%	140 33%	137 31%	108 31%
3-4 years	200 17%	82 19%	69 16%	88 20%	62 18%
5 or more years	187 16%	88 20%	54 13%	97 22%	52 15%
Can't remember	16 1%	6 1%	9 2%	6 1%	9 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
More podcasts than when you first started listening	770 67%	170 66%	600 67%	361 67%	338 68%	71 59%	50 70%	79 68%	41 58%	311 67%	259 68%	30 60%	386 72%	311 64%	72 55%	55 59%	24 83%	80 70%	54 65%	55 71%	47 62%	32 64%	58 67%	142 69%	150 65%	67 70%	6 50%	
About the same amount	270 23%	67 26%	203 23%	111 21%	119 24%	40 33%	15 21%	26 22%	26 37%	96 21%	93 24%	14 28%	109 20%	124 26%	37 28%	31 33%	3 10%	24 21%	17 20%	16 21%	23 30%	12 24%	18 21%	40 19%	60 26%	20 21%	6 50%	
Fewer podcasts than when you first started listening	101 9%	21 8%	79 9%	62 12%	33 7%	6 5%	6 8%	12 10%	3 4%	55 12%	21 6%	3 6%	40 7%	43 9%	18 14%	8 9%	1 3%	10 9%	11 13%	5 6%	5 7%	5 10%	9 10%	23 11%	18 8%	6 6%	-	
Don't know	16 1%	1 *	15 2%	5 1%	7 1%	4 3%	-	-	1 1%	5 1%	7 2%	3 6%	4 1%	7 1%	5 4%	-	1 3%	1 1%	1 1%	1 1%	1 1%	1 2%	1 1%	2 1%	4 2%	3 3%	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

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 Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
More podcasts than when you first started listening	770 67%	300 68%	292 68%	306 70%	218 62%
About the same amount	270 23%	93 21%	84 20%	92 21%	96 28%
Fewer podcasts than when you first started listening	101 9%	37 8%	45 11%	35 8%	28 8%
Don't know	16 1%	8 2%	6 1%	3 1%	7 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 45

Q11. On average, how many individual podcast 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 Mid- lands	East Mid- lands	Wales	East of Eng- land	London	South East	South West	North- ern Ire- land
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
None	(0)	3 *	1 *	2 *	1 *	2 *	- -	- -	1 1%	- -	1 *	1 *	- -	2 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	2 1%	- -	- -	- -
1-2	(1.5)	381 33%	80 31%	301 34%	195 36%	146 29%	40 33%	23 32%	34 29%	23 32%	172 37%	112 29%	17 34%	172 32%	165 34%	43 33%	32 34%	8 28%	42 37%	25 30%	18 23%	23 30%	16 32%	30 35%	71 34%	79 34%	32 33%	5 42%
3-5	(4)	441 38%	98 38%	342 38%	207 38%	189 38%	45 37%	25 35%	44 38%	29 41%	181 39%	145 38%	16 32%	207 38%	182 38%	52 39%	37 39%	16 55%	39 34%	34 41%	32 42%	23 30%	21 42%	28 33%	73 35%	92 40%	40 42%	6 50%
6-10	(8)	218 19%	43 17%	175 20%	92 17%	107 22%	19 16%	14 20%	19 16%	10 14%	78 17%	88 23%	9 18%	110 20%	89 18%	19 14%	20 21%	2 7%	20 17%	17 20%	22 29%	21 28%	7 14%	14 16%	40 19%	42 18%	13 14%	- -
11-20	(15.5)	64 6%	19 7%	45 5%	21 4%	32 6%	11 9%	1 1%	12 10%	6 8%	20 4%	20 5%	5 10%	30 6%	24 5%	10 8%	3 3%	2 7%	8 7%	3 4%	2 3%	5 7%	3 6%	8 9%	9 4%	13 6%	7 7%	1 8%
20+	(23)	33 3%	14 5%	19 2%	16 3%	14 3%	3 2%	7 10%	6 5%	1 1%	9 2%	8 2%	2 4%	13 2%	17 4%	3 2%	- -	1 3%	5 4%	4 5%	2 3%	4 5%	2 4%	3 3%	5 2%	4 2%	3 3%	- -
Don't know		17 1%	4 2%	13 1%	7 1%	7 1%	3 2%	1 1%	1 1%	2 3%	6 1%	6 2%	1 2%	5 1%	8 2%	4 3%	2 2%	- -	1 1%	- -	1 1%	- -	1 2%	2 2%	7 3%	2 1%	1 1%	- -
Mean		5.11	5.77	4.93	4.79	5.41	5.35	6.04	6.06	5.02	4.61	5.20	5.82	5.11	5.14	5.07	4.38	5.03	5.42	5.40	5.37	6.11	5.23	5.50	4.86	4.85	5.15	3.92
Standard deviation		4.67	5.60	4.36	4.54	4.74	4.96	6.30	5.74	4.52	4.19	4.37	5.54	4.52	4.84	4.74	3.15	4.92	5.33	5.07	4.18	5.47	5.12	5.35	4.46	4.26	4.94	3.85
Standard error		0.14	0.35	0.15	0.20	0.21	0.46	0.75	0.53	0.54	0.20	0.23	0.79	0.20	0.22	0.42	0.33	0.91	0.50	0.56	0.48	0.63	0.73	0.58	0.32	0.28	0.51	1.11

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 45

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
None	(0)	3 *	- -	3 1%	2 *	2 1%
1-2	(1.5)	381 33%	129 29%	137 32%	115 26%	110 32%
3-5	(4)	441 38%	162 37%	162 38%	176 40%	133 38%
6-10	(8)	218 19%	92 21%	86 20%	100 23%	65 19%
11-20	(15.5)	64 6%	36 8%	22 5%	25 6%	17 5%
20+	(23)	33 3%	13 3%	12 3%	15 3%	11 3%
Don't know		17 1%	6 1%	5 1%	3 1%	11 3%
Mean		5.11	5.64	5.11	5.56	5.13
Standard deviation		4.67	4.95	4.62	4.81	4.73
Standard error		0.14	0.24	0.23	0.23	0.26

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
None	(0)	173 15%	44 17%	129 14%	54 10%	84 17%	35 29%	5 7%	21 18%	18 25%	49 10%	63 17%	17 34%	69 13%	75 15%	28 21%	12 13%	3 10%	17 15%	14 17%	11 14%	8 11%	6 12%	15 17%	41 20%	29 13%	16 17%	1 8%
1-2	(1.5)	273 24%	57 22%	216 24%	130 24%	107 22%	36 30%	16 23%	19 16%	22 31%	114 24%	88 23%	14 28%	129 24%	121 25%	23 17%	29 31%	4 14%	34 30%	21 25%	11 14%	20 26%	15 30%	20 23%	41 20%	58 25%	17 18%	3 25%
3-5	(4)	337 29%	64 25%	272 30%	183 34%	136 27%	18 15%	22 31%	31 26%	11 15%	160 34%	105 28%	7 14%	171 32%	123 25%	43 33%	31 33%	5 17%	30 26%	22 27%	30 39%	20 26%	14 28%	28 33%	62 30%	67 29%	25 26%	3 25%
6-10	(8)	182 16%	42 16%	140 16%	88 16%	78 16%	16 13%	10 14%	22 19%	10 14%	78 17%	56 15%	6 12%	94 17%	71 15%	17 13%	10 11%	8 28%	16 14%	12 14%	17 22%	14 18%	12 24%	11 13%	29 14%	38 16%	12 13%	3 25%
11-20	(15.5)	83 7%	21 8%	62 7%	34 6%	43 9%	6 5%	6 8%	13 11%	2 3%	28 6%	30 8%	4 8%	32 6%	43 9%	8 6%	4 4%	3 10%	6 5%	7 8%	2 3%	8 11%	1 2%	6 7%	12 6%	21 9%	11 11%	2 17%
20+	(25)	56 5%	22 8%	34 4%	26 5%	26 5%	4 3%	10 14%	8 7%	4 6%	16 3%	18 5%	- -	26 5%	22 5%	8 6%	4 4%	2 7%	7 6%	6 7%	5 6%	4 5%	- -	3 3%	8 4%	9 4%	8 8%	- -
Don't know		53 5%	9 3%	44 5%	24 4%	23 5%	6 5%	2 3%	3 3%	4 6%	22 5%	20 5%	2 4%	18 3%	30 6%	5 4%	4 4%	4 14%	5 4%	1 1%	1 1%	2 3%	2 4%	3 3%	14 7%	10 4%	7 7%	- -
Mean		5.34	6.21	5.09	5.45	5.58	3.89	7.75	6.40	4.30	5.10	5.32	3.31	5.33	5.40	5.25	4.55	7.46	5.15	5.78	5.64	6.03	3.96	4.80	4.81	5.45	6.65	5.96
Standard deviation		6.10	7.22	5.72	5.91	6.38	5.62	8.20	6.91	6.29	5.40	6.18	4.52	5.92	6.22	6.46	5.61	7.01	6.41	6.90	6.09	6.41	3.31	5.64	5.76	5.91	7.47	5.23
Standard error		0.18	0.46	0.20	0.26	0.29	0.52	0.99	0.65	0.77	0.26	0.33	0.65	0.26	0.29	0.57	0.59	1.40	0.61	0.76	0.70	0.74	0.48	0.62	0.41	0.40	0.79	1.51

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 46

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
None	(0)	173 15%	70 16%	53 12%	33 8%	70 20%
1-2	(1.5)	273 24%	101 23%	104 24%	80 18%	83 24%
3-5	(4)	337 29%	120 27%	143 33%	132 30%	99 28%
6-10	(8)	182 16%	69 16%	67 16%	96 22%	42 12%
11-20	(15.5)	83 7%	41 9%	20 5%	44 10%	16 5%
20+	(25)	56 5%	22 5%	17 4%	31 7%	16 5%
Don't know		53 5%	15 3%	23 5%	20 5%	23 7%
Mean		5.34	5.60	4.95	6.91	4.62
Standard deviation		6.10	6.33	5.54	6.68	5.91
Standard error		0.18	0.31	0.28	0.33	0.33

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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		South East	South West	North- ern Ire- land
																								London				
Base		931	206	724	461	390	80	64	93	49	396	297	31	452	380	99	78	22	93	68	65	66	42	68	152	193	73	11
None	(0)	7 1%	1 *	6 1%	2 *	4 1%	1 1%	-	-	1 2%	2 1%	4 1%	-	3 1%	3 1%	1 1%	1 1%	-	-	-	-	-	1 2%	1 1%	3 2%	-	1 1%	-
1-2	(1.5)	345 37%	69 33%	275 38%	178 39%	132 34%	35 44%	22 34%	27 29%	20 41%	155 39%	105 35%	15 48%	165 37%	145 38%	35 35%	33 42%	4 18%	48 52%	23 34%	22 34%	24 36%	19 45%	25 37%	50 33%	68 35%	27 37%	2 18%
3-5	(4)	314 34%	65 32%	249 34%	168 36%	127 33%	19 24%	19 30%	32 34%	14 29%	149 38%	95 32%	5 16%	161 36%	118 31%	35 35%	30 38%	7 32%	22 24%	23 34%	24 37%	19 29%	14 33%	23 34%	60 39%	69 36%	19 26%	4 36%
6-10	(8)	145 16%	31 15%	114 16%	64 14%	68 17%	13 16%	12 19%	14 15%	5 10%	52 13%	54 18%	8 26%	69 15%	62 16%	14 14%	5 6%	7 32%	11 12%	12 18%	12 18%	13 20%	7 17%	10 15%	22 14%	31 16%	13 18%	2 18%
11-20	(15.5)	61 7%	23 11%	38 5%	25 5%	31 8%	5 6%	5 8%	14 15%	4 8%	20 5%	17 6%	1 3%	37 8%	15 4%	9 9%	2 3%	3 14%	7 8%	5 7%	5 8%	5 8%	1 2%	4 6%	8 5%	11 6%	8 11%	2 18%
20+	(25)	25 3%	11 5%	14 2%	10 2%	14 4%	1 1%	6 9%	4 4%	1 2%	4 1%	10 3%	- -	9 2%	13 3%	3 3%	3 4%	- -	1 1%	2 3%	- -	2 3%	- -	1 1%	6 4%	7 4%	3 4%	- -
Don't know		34 4%	6 3%	28 4%	14 3%	14 4%	6 8%	- -	2 2%	4 8%	14 4%	12 4%	2 6%	8 2%	24 6%	2 2%	4 5%	1 5%	4 4%	3 4%	2 3%	3 5%	- -	4 6%	3 2%	7 4%	2 3%	1 9%
Mean		5.02	6.22	4.68	4.67	5.53	4.53	6.76	6.57	4.73	4.33	5.20	4.21	5.05	4.90	5.35	4.26	6.50	4.29	5.38	4.80	5.45	3.71	4.63	5.13	5.22	5.91	6.60
Standard deviation		5.04	6.28	4.57	4.66	5.51	4.57	7.07	6.15	5.15	4.03	5.25	3.55	4.88	5.14	5.40	5.08	4.49	4.57	5.24	3.91	5.34	3.03	4.50	5.34	5.29	5.99	5.18
Standard error		0.17	0.44	0.17	0.22	0.28	0.53	0.88	0.65	0.77	0.21	0.31	0.66	0.23	0.27	0.55	0.59	0.98	0.48	0.65	0.49	0.67	0.47	0.56	0.44	0.39	0.71	1.64

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		931	353	351	383	256
None	(0)	7 1%	4 1%	1 *	3 1%	3 1%
1-2	(1.5)	345 37%	125 35%	129 37%	117 31%	103 40%
3-5	(4)	314 34%	119 34%	137 39%	136 36%	85 33%
6-10	(8)	145 16%	48 14%	49 14%	76 20%	30 12%
11-20	(15.5)	61 7%	34 10%	16 5%	32 8%	15 6%
20+	(25)	25 3%	8 2%	10 3%	11 3%	12 5%
Don't know		34 4%	15 4%	9 3%	8 2%	8 3%
Mean		5.02	5.25	4.77	5.60	5.11
Standard deviation		5.04	5.20	4.82	5.20	5.74
Standard error		0.17	0.28	0.26	0.27	0.36

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
All of them	211 18%	43 17%	168 19%	99 18%	98 20%	14 12%	11 15%	26 22%	6 8%	88 19%	72 19%	8 16%	113 21%	77 16%	21 16%	11 12%	5 17%	25 22%	18 22%	14 18%	18 24%	9 18%	21 24%	34 16%	42 18%	14 15%	-
Most of them	511 44%	120 46%	390 43%	253 47%	205 41%	53 44%	38 54%	47 40%	35 49%	214 46%	158 42%	18 36%	243 45%	215 44%	52 39%	46 49%	14 48%	49 43%	35 42%	33 43%	37 49%	28 56%	33 38%	88 43%	105 45%	39 41%	4 33%
Some of them	327 28%	66 25%	261 29%	156 29%	145 29%	26 21%	20 28%	31 26%	15 21%	136 29%	114 30%	11 22%	141 26%	147 30%	39 30%	28 30%	8 28%	32 28%	21 25%	23 30%	18 24%	7 14%	20 23%	63 30%	66 28%	33 34%	8 67%
None of them	14 1%	6 2%	8 1%	5 1%	7 1%	2 2%	-	4 3%	2 3%	5 1%	3 1%	-	4 1%	4 1%	6 5%	1 1%	1 3%	1 1%	-	2 3%	-	-	4 5%	3 1%	1 *	1 1%	-
Don't know	94 8%	24 9%	70 8%	26 5%	42 8%	26 21%	2 3%	9 8%	13 18%	24 5%	33 9%	13 26%	38 7%	42 9%	14 11%	8 9%	1 3%	8 7%	9 11%	5 6%	3 4%	6 12%	8 9%	19 9%	18 8%	9 9%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
All of them	211 18%	71 16%	80 19%	83 19%	49 14%
Most of them	511 44%	199 45%	207 48%	197 45%	157 45%
Some of them	327 28%	122 28%	109 26%	139 32%	101 29%
None of them	14 1%	7 2%	1 *	3 1%	7 2%
Don't know	94 8%	39 9%	30 7%	14 3%	35 10%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	Football	Other Sports	Travel	True Crime	TV and Film	Professional Development	Other
Base	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157
NET: Ever	650 56%	627 54%	560 48%	894 77%	636 55%	929 80%	904 78%	693 60%	635 55%	692 60%	790 68%	691 60%	836 72%	713 62%	842 73%	410 35%	414 36%	564 49%	681 59%	731 63%	586 51%	518 45%
Several times a day	32 3%	45 4%	24 2%	51 4%	41 4%	61 5%	52 4%	33 3%	33 3%	47 4%	40 3%	31 3%	71 6%	29 3%	38 3%	30 3%	25 2%	28 2%	46 4%	48 4%	31 3%	25 2%
About once a day	51 4%	44 4%	56 5%	115 10%	53 5%	121 10%	99 9%	71 6%	53 5%	78 7%	78 7%	57 5%	107 9%	61 5%	90 8%	39 3%	40 3%	37 3%	85 7%	60 5%	56 5%	43 4%
Several times a week	98 8%	86 7%	68 6%	210 18%	92 8%	226 20%	194 17%	115 10%	115 10%	120 10%	140 12%	124 11%	175 15%	101 9%	146 13%	81 7%	58 5%	63 5%	116 10%	103 9%	80 7%	62 5%
About once a week	93 8%	81 7%	92 8%	188 16%	94 8%	173 15%	212 18%	94 8%	99 9%	129 11%	152 13%	117 10%	168 15%	124 11%	162 14%	81 7%	65 6%	72 6%	92 8%	106 9%	88 8%	55 5%
Several times a month	80 7%	80 7%	63 5%	102 9%	77 7%	133 11%	111 10%	91 8%	85 7%	74 6%	105 9%	90 8%	81 7%	100 9%	132 11%	38 3%	40 3%	70 6%	78 7%	107 9%	67 6%	45 4%
About once a month	81 7%	66 6%	69 6%	97 8%	95 8%	75 6%	101 9%	69 6%	77 7%	62 5%	96 8%	72 6%	79 7%	102 9%	103 9%	28 2%	45 4%	83 7%	85 7%	107 9%	93 8%	50 4%
Less often	215 19%	225 19%	188 16%	131 11%	184 16%	140 12%	135 12%	220 19%	173 15%	182 16%	179 15%	200 17%	155 13%	196 17%	171 15%	113 10%	141 12%	211 18%	179 15%	200 17%	171 15%	238 21%
Never	507 44%	530 46%	597 52%	263 23%	521 45%	228 20%	253 22%	464 40%	522 45%	465 40%	367 32%	466 40%	321 28%	444 38%	315 27%	747 65%	743 64%	593 51%	476 41%	426 37%	571 49%	639 55%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	650 56%	149 58%	500 56%	298 55%	290 58%	62 51%	44 62%	66 56%	39 55%	253 54%	224 59%	23 46%	296 55%	279 58%	75 57%	54 57%	13 45%	56 49%	51 61%	51 66%	41 54%	28 56%	40 47%	131 63%	130 56%	51 53%	4 33%	
Several times a day	32 3%	9 3%	23 3%	19 4%	12 2%	1 1%	4 6%	5 4%	- -	15 3%	7 2%	1 2%	15 3%	11 2%	6 5%	1 1%	- -	3 3%	- -	5 6%	2 3%	1 2%	2 2%	12 6%	6 3%	- -	- -	
About once a day	51 4%	7 3%	44 5%	34 6%	16 3%	1 1%	3 4%	4 3%	- -	31 7%	12 3%	1 2%	21 4%	23 5%	7 5%	5 5%	1 3%	4 3%	3 4%	4 5%	3 4%	4 8%	1 1%	16 8%	9 4%	1 1%	- -	
Several times a week	98 8%	22 8%	76 8%	53 10%	36 7%	9 7%	6 8%	9 8%	7 10%	47 10%	27 7%	2 4%	45 8%	40 8%	13 10%	7 7%	3 10%	10 9%	6 7%	8 10%	11 14%	4 8%	8 9%	20 10%	16 7%	4 4%	1 8%	
About once a week	93 8%	21 8%	72 8%	34 6%	45 9%	14 12%	9 13%	7 6%	5 7%	25 5%	38 10%	9 18%	42 8%	46 9%	5 4%	9 10%	1 3%	6 5%	9 11%	6 8%	7 9%	1 2%	4 5%	24 12%	21 9%	5 5%	- -	
Several times a month	80 7%	17 7%	63 7%	41 8%	36 7%	3 2%	7 10%	8 7%	2 3%	34 7%	28 7%	1 2%	30 6%	35 7%	15 11%	8 9%	1 3%	7 6%	9 11%	5 6%	2 3%	5 10%	4 5%	13 6%	15 6%	11 11%	- -	
About once a month	81 7%	20 8%	60 7%	34 6%	38 8%	9 7%	3 4%	10 9%	7 10%	30 6%	28 7%	2 4%	43 8%	29 6%	9 7%	9 10%	2 7%	3 3%	6 7%	6 8%	6 8%	1 2%	7 8%	16 8%	16 7%	9 9%	- -	
Less often	215 19%	53 20%	162 18%	83 15%	107 22%	25 21%	12 17%	23 20%	18 25%	71 15%	84 22%	7 14%	100 19%	95 20%	20 15%	15 16%	5 17%	23 20%	18 22%	17 22%	10 13%	12 24%	14 16%	30 14%	47 20%	21 22%	3 25%	
Never	507 44%	110 42%	397 44%	241 45%	207 42%	59 49%	27 38%	51 44%	32 45%	214 46%	156 41%	27 54%	243 45%	206 42%	57 43%	40 43%	16 55%	59 51%	32 39%	26 34%	35 46%	22 44%	46 53%	76 37%	102 44%	45 47%	8 67%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	650 56%	296 68%	263 62%	243 56%	242 69%
Several times a day	32 3%	21 5%	14 3%	18 4%	12 3%
About once a day	51 4%	28 6%	21 5%	26 6%	21 6%
Several times a week	98 8%	47 11%	54 13%	30 7%	45 13%
About once a week	93 8%	46 11%	42 10%	26 6%	35 10%
Several times a month	80 7%	36 8%	41 10%	31 7%	37 11%
About once a month	81 7%	32 7%	25 6%	26 6%	31 9%
Less often	215 19%	86 20%	66 15%	86 20%	61 17%
Never	507 44%	142 32%	164 38%	193 44%	107 31%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	627 54%	136 53%	490 55%	271 50%	288 58%	68 56%	34 48%	63 54%	39 55%	236 51%	225 59%	29 58%	287 53%	260 54%	80 61%	57 61%	11 38%	54 47%	50 60%	45 58%	41 54%	30 60%	41 48%	124 60%	121 52%	46 48%	7 58%	
Several times a day	45 4%	10 4%	35 4%	27 5%	15 3%	3 2%	4 6%	5 4%	1 1%	23 5%	10 3%	2 4%	14 3%	20 4%	11 8%	- -	- -	5 4%	4 5%	6 8%	5 7%	2 4%	2 2%	15 7%	5 2%	1 1%	- -	
About once a day	44 4%	11 4%	33 4%	22 4%	20 4%	2 2%	4 6%	6 5%	1 1%	18 4%	14 4%	1 2%	22 4%	17 4%	5 4%	5 5%	1 3%	3 3%	1 1%	6 8%	1 1%	5 10%	2 2%	11 5%	5 2%	3 3%	1 8%	
Several times a week	86 7%	26 10%	60 7%	35 6%	44 9%	7 6%	4 6%	16 14%	6 8%	31 7%	28 7%	1 2%	35 6%	41 8%	10 8%	9 10%	2 7%	7 6%	3 4%	5 6%	12 16%	2 4%	4 5%	20 10%	19 8%	3 3%	- -	
About once a week	81 7%	14 5%	67 7%	31 6%	43 9%	7 6%	2 3%	7 6%	5 7%	29 6%	36 9%	2 4%	33 6%	37 8%	11 8%	7 7%	3 10%	8 7%	6 7%	7 9%	3 4%	4 8%	5 6%	14 7%	17 7%	5 5%	2 17%	
Several times a month	80 7%	12 5%	68 8%	36 7%	37 7%	7 6%	5 7%	5 4%	2 3%	31 7%	32 8%	5 10%	38 7%	37 8%	5 4%	10 11%	1 3%	5 4%	10 12%	2 3%	3 4%	4 8%	6 7%	14 7%	16 7%	9 9%	- -	
About once a month	66 6%	14 5%	51 6%	27 5%	29 6%	10 8%	2 3%	5 4%	7 10%	24 5%	24 6%	3 6%	31 6%	25 5%	10 8%	9 10%	- -	4 3%	3 4%	4 5%	3 4%	4 8%	6 7%	14 7%	11 5%	8 8%	- -	
Less often	225 19%	49 19%	176 20%	93 17%	100 20%	32 26%	13 18%	19 16%	17 24%	80 17%	81 21%	15 30%	114 21%	83 17%	28 21%	17 18%	4 14%	22 19%	23 28%	15 19%	14 18%	9 18%	16 19%	36 17%	48 21%	17 18%	4 33%	
Never	530 46%	123 47%	407 45%	268 50%	209 42%	53 44%	37 52%	54 46%	32 45%	231 49%	155 41%	21 42%	252 47%	225 46%	52 39%	37 39%	18 62%	61 53%	33 40%	32 42%	35 46%	20 40%	45 52%	83 40%	111 48%	50 52%	5 42%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	627 54%	277 63%	258 60%	224 51%	249 71%
Several times a day	45 4%	23 5%	20 5%	24 6%	22 6%
About once a day	44 4%	21 5%	20 5%	21 5%	22 6%
Several times a week	86 7%	46 11%	40 9%	31 7%	38 11%
About once a week	81 7%	33 8%	38 9%	20 5%	29 8%
Several times a month	80 7%	38 9%	41 10%	25 6%	33 9%
About once a month	66 6%	26 6%	23 5%	20 5%	34 10%
Less often	225 19%	90 21%	76 18%	83 19%	71 20%
Never	530 46%	161 37%	169 40%	212 49%	100 29%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 England	London	South East	South West	North-ern Ire-land	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	560 48%	145 56%	414 46%	258 48%	251 51%	51 42%	51 72%	61 52%	33 46%	206 44%	190 50%	18 36%	277 51%	228 47%	55 42%	46 49%	16 55%	52 45%	40 48%	45 58%	40 53%	22 44%	34 40%	121 58%	101 44%	41 43%	2 17%	
Several times a day	24 2%	5 2%	19 2%	17 3%	7 1%	- -	4 6%	1 1%	- -	13 3%	6 2%	- -	8 1%	12 2%	4 3%	- -	2 7%	1 1%	2 2%	2 3%	4 5%	- -	- -	8 4%	5 2%	- -	- -	
About once a day	56 5%	18 7%	38 4%	29 5%	22 4%	5 4%	7 10%	7 6%	4 6%	22 5%	15 4%	1 2%	28 5%	23 5%	5 4%	2 2%	1 3%	5 4%	3 4%	5 6%	- -	2 4%	2 2%	19 9%	14 6%	3 3%	- -	
Several times a week	68 6%	12 5%	55 6%	38 7%	26 5%	4 3%	4 6%	6 5%	2 3%	33 7%	20 5%	2 4%	31 6%	30 6%	7 5%	5 5%	2 7%	9 8%	6 7%	4 5%	6 8%	- -	4 5%	21 10%	10 4%	1 1%	- -	
About once a week	92 8%	36 14%	56 6%	37 7%	38 8%	17 14%	9 13%	15 13%	12 17%	28 6%	23 6%	5 10%	49 9%	37 8%	6 5%	8 9%	- -	6 5%	10 12%	14 18%	12 16%	2 4%	6 7%	19 9%	10 4%	5 5%	- -	
Several times a month	63 5%	22 8%	41 5%	28 5%	27 5%	8 7%	8 11%	8 7%	6 8%	20 4%	19 5%	2 4%	31 6%	21 4%	11 8%	4 4%	2 7%	5 4%	3 4%	1 1%	2 3%	7 14%	4 5%	14 7%	19 8%	2 2%	- -	
About once a month	69 6%	16 6%	53 6%	29 5%	36 7%	4 3%	6 8%	8 7%	2 3%	23 5%	28 7%	2 4%	32 6%	28 6%	9 7%	9 10%	1 3%	8 7%	7 8%	5 6%	6 8%	3 6%	4 5%	13 6%	7 3%	6 6%	- -	
Less often	188 16%	36 14%	152 17%	80 15%	95 19%	13 11%	13 18%	16 14%	7 10%	67 14%	79 21%	6 12%	98 18%	77 16%	13 10%	18 19%	8 28%	18 16%	9 11%	14 18%	10 13%	8 16%	14 16%	27 13%	36 16%	24 25%	2 17%	
Never	597 52%	114 44%	483 54%	281 52%	246 49%	70 58%	20 28%	56 48%	38 54%	261 56%	190 50%	32 64%	262 49%	257 53%	77 58%	48 51%	13 45%	63 55%	43 52%	32 42%	36 47%	28 56%	52 60%	86 42%	131 56%	55 57%	10 83%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 52

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	560 48%	240 55%	220 52%	213 49%	231 66%
Several times a day	24 2%	14 3%	12 3%	13 3%	9 3%
About once a day	56 5%	30 7%	22 5%	26 6%	29 8%
Several times a week	68 6%	30 7%	25 6%	24 6%	29 8%
About once a week	92 8%	51 12%	37 9%	37 8%	34 10%
Several times a month	63 5%	31 7%	30 7%	22 5%	20 6%
About once a month	69 6%	19 4%	28 7%	29 7%	33 9%
Less often	188 16%	65 15%	66 15%	62 14%	77 22%
Never	597 52%	198 45%	207 48%	223 51%	118 34%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	894 77%	200 77%	693 77%	438 81%	375 75%	81 67%	62 87%	89 76%	49 69%	375 80%	286 75%	32 64%	415 77%	376 78%	102 77%	73 78%	24 83%	88 77%	66 80%	63 82%	57 75%	38 76%	71 83%	161 78%	172 74%	74 77%	7 58%	
Several times a day	51 4%	13 5%	38 4%	34 6%	16 3%	1 1%	8 11%	4 3%	1 1%	26 6%	12 3%	- -	19 4%	21 4%	11 8%	1 1%	1 3%	4 3%	3 4%	7 9%	3 4%	2 4%	6 7%	13 6%	9 4%	2 2%	- -	
About once a day	115 10%	18 7%	97 11%	60 11%	49 10%	6 5%	5 7%	10 9%	3 4%	55 12%	39 10%	3 6%	55 10%	47 10%	13 10%	10 11%	3 10%	13 11%	6 7%	11 14%	13 17%	8 16%	5 6%	20 10%	18 8%	8 8%	- -	
Several times a week	210 18%	41 16%	169 19%	124 23%	72 14%	14 12%	17 24%	14 12%	10 14%	107 23%	58 15%	4 8%	101 19%	82 17%	26 20%	20 21%	10 34%	10 9%	19 23%	15 19%	10 13%	9 18%	19 22%	34 16%	48 21%	16 17%	- -	
About once a week	188 16%	46 18%	142 16%	89 17%	84 17%	15 12%	12 17%	27 23%	7 10%	77 16%	57 15%	8 16%	81 15%	89 18%	18 14%	19 20%	4 14%	22 19%	15 18%	10 13%	22 29%	3 6%	14 16%	30 14%	30 13%	17 18%	2 17%	
Several times a month	102 9%	21 8%	81 9%	39 7%	51 10%	12 10%	4 6%	11 9%	6 8%	35 7%	40 11%	6 12%	51 9%	37 8%	14 11%	6 6%	2 7%	14 12%	7 8%	8 10%	- -	5 10%	11 13%	21 10%	19 8%	7 7%	2 17%	
About once a month	97 8%	25 10%	72 8%	36 7%	44 9%	17 14%	7 10%	6 5%	12 17%	29 6%	38 10%	5 10%	44 8%	43 9%	10 8%	7 7%	3 10%	12 10%	7 8%	4 5%	2 3%	4 8%	10 12%	13 6%	21 9%	13 14%	1 8%	
Less often	131 11%	36 14%	94 10%	56 10%	59 12%	16 13%	9 13%	17 15%	10 14%	46 10%	42 11%	6 12%	64 12%	57 12%	10 8%	10 11%	1 3%	13 11%	9 11%	8 10%	7 9%	7 14%	6 7%	30 14%	27 12%	11 11%	2 17%	
Never	263 23%	59 23%	204 23%	101 19%	122 25%	40 33%	9 13%	28 24%	22 31%	92 20%	94 25%	18 36%	124 23%	109 22%	30 23%	21 22%	5 17%	27 23%	17 20%	14 18%	19 25%	12 24%	15 17%	46 22%	60 26%	22 23%	5 42%	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 53

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	894 77%	360 82%	354 83%	349 80%	287 82%
Several times a day	51 4%	22 5%	26 6%	25 6%	15 4%
About once a day	115 10%	59 13%	43 10%	52 12%	45 13%
Several times a week	210 18%	87 20%	91 21%	89 20%	67 19%
About once a week	188 16%	63 14%	76 18%	69 16%	34 10%
Several times a month	102 9%	41 9%	42 10%	36 8%	41 12%
About once a month	97 8%	37 8%	35 8%	33 8%	30 9%
Less often	131 11%	51 12%	41 10%	45 10%	55 16%
Never	263 23%	78 18%	73 17%	87 20%	62 18%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 Midlands	East Midlands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	636 55%	132 51%	503 56%	299 55%	285 57%	52 43%	44 62%	57 49%	31 44%	254 54%	228 60%	21 42%	300 56%	260 54%	76 58%	45 48%	16 55%	56 49%	51 61%	50 65%	41 54%	28 56%	38 44%	126 61%	124 53%	53 55%	8 67%	
Several times a day	41 4%	7 3%	34 4%	28 5%	13 3%	- -	6 8%	1 1%	- -	22 5%	12 3%	- -	20 4%	17 4%	4 3%	2 2%	- -	6 5%	1 1%	6 8%	2 3%	1 2%	1 1%	13 6%	9 4%	- -	- -	
About once a day	53 5%	10 4%	43 5%	28 5%	24 5%	1 1%	4 6%	6 5%	- -	24 5%	18 5%	1 2%	23 4%	21 4%	9 7%	- -	3 10%	2 2%	3 4%	4 5%	4 5%	2 4%	7 8%	17 8%	8 3%	2 2%	1 8%	
Several times a week	92 8%	17 7%	75 8%	50 9%	40 8%	2 2%	7 10%	10 9%	- -	43 9%	30 8%	2 4%	41 8%	42 9%	9 7%	8 9%	4 14%	6 5%	7 8%	9 12%	11 14%	1 2%	4 5%	22 11%	15 6%	5 5%	- -	
About once a week	94 8%	21 8%	73 8%	47 9%	41 8%	6 5%	8 11%	10 9%	3 4%	39 8%	31 8%	3 6%	44 8%	37 8%	13 10%	5 5%	1 3%	11 10%	7 8%	7 9%	6 8%	5 10%	7 8%	17 8%	18 8%	6 6%	4 33%	
Several times a month	77 7%	13 5%	63 7%	31 6%	41 8%	5 4%	4 6%	6 5%	3 4%	26 6%	35 9%	2 4%	44 8%	21 4%	12 9%	5 5%	1 3%	10 9%	8 10%	2 3%	4 5%	8 16%	2 2%	15 7%	14 6%	7 7%	1 8%	
About once a month	95 8%	19 7%	76 8%	35 6%	47 9%	13 11%	7 10%	3 3%	9 13%	28 6%	44 12%	4 8%	47 9%	36 7%	12 9%	13 14%	2 7%	4 3%	6 7%	10 13%	- -	8 16%	6 7%	13 6%	20 9%	13 14%	- -	
Less often	184 16%	45 17%	139 15%	80 15%	79 16%	25 21%	8 11%	21 18%	16 23%	72 15%	58 15%	9 18%	81 15%	86 18%	17 13%	12 13%	5 17%	17 15%	19 23%	12 16%	14 18%	3 6%	11 13%	29 14%	40 17%	20 21%	2 17%	
Never	521 45%	127 49%	394 44%	240 45%	212 43%	69 57%	27 38%	60 51%	40 56%	213 46%	152 40%	29 58%	239 44%	225 46%	56 42%	49 52%	13 45%	59 51%	32 39%	27 35%	35 46%	22 44%	48 56%	81 39%	108 47%	43 45%	4 33%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 54

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	636 55%	271 62%	259 61%	243 56%	256 73%
Several times a day	41 4%	24 5%	19 4%	18 4%	14 4%
About once a day	53 5%	19 4%	19 4%	27 6%	22 6%
Several times a week	92 8%	45 10%	37 9%	28 6%	38 11%
About once a week	94 8%	43 10%	47 11%	30 7%	37 11%
Several times a month	77 7%	30 7%	31 7%	36 8%	36 10%
About once a month	95 8%	33 8%	40 9%	33 8%	34 10%
Less often	184 16%	77 18%	66 15%	71 16%	75 21%
Never	521 45%	167 38%	168 39%	193 44%	93 27%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	929 80%	191 74%	737 82%	452 84%	395 79%	82 68%	60 85%	85 73%	46 65%	391 84%	310 82%	36 72%	422 78%	394 81%	112 85%	76 81%	23 79%	100 87%	70 84%	67 87%	62 82%	41 82%	69 80%	170 82%	169 73%	76 79%	6 50%	
Several times a day	61 5%	9 3%	52 6%	43 8%	17 3%	1 1%	4 6%	4 3%	1 1%	39 8%	13 3%	- -	29 5%	24 5%	8 6%	4 4%	3 10%	7 6%	4 5%	5 6%	3 4%	2 4%	8 9%	12 6%	10 4%	3 3%	- -	
About once a day	121 10%	25 10%	96 11%	62 12%	53 11%	6 5%	11 15%	10 9%	4 6%	51 11%	43 11%	2 4%	51 9%	54 11%	16 12%	9 10%	4 14%	13 11%	6 7%	13 17%	10 13%	8 16%	8 9%	28 14%	15 6%	7 7%	- -	
Several times a week	226 20%	36 14%	190 21%	128 24%	83 17%	15 12%	12 17%	16 14%	8 11%	116 25%	67 18%	7 14%	105 19%	99 20%	22 17%	19 20%	4 14%	21 18%	19 23%	17 22%	16 21%	12 24%	15 17%	39 19%	45 19%	17 18%	2 17%	
About once a week	173 15%	38 15%	135 15%	75 14%	78 16%	20 17%	10 14%	19 16%	9 13%	65 14%	59 16%	11 22%	80 15%	73 15%	20 15%	16 17%	5 17%	24 21%	13 16%	7 9%	12 16%	7 14%	12 14%	30 14%	31 13%	16 17%	- -	
Several times a month	133 11%	27 10%	106 12%	56 10%	62 12%	15 12%	6 8%	13 11%	8 11%	50 11%	49 13%	7 14%	56 10%	60 12%	16 12%	12 13%	2 7%	14 12%	11 13%	7 9%	12 16%	5 10%	7 8%	25 12%	23 10%	14 15%	1 8%	
About once a month	75 6%	17 7%	58 6%	32 6%	33 7%	10 8%	6 8%	5 4%	6 8%	26 6%	28 7%	4 8%	30 6%	31 6%	14 11%	4 4%	1 3%	7 6%	9 11%	7 9%	7 9%	2 4%	7 8%	9 4%	16 7%	6 6%	- -	
Less often	140 12%	39 15%	100 11%	56 10%	69 14%	15 12%	11 15%	18 15%	10 14%	44 9%	51 13%	5 10%	71 13%	53 11%	16 12%	12 13%	4 14%	14 12%	8 10%	11 14%	2 3%	5 10%	12 14%	27 13%	29 13%	13 14%	3 25%	
Never	228 20%	68 26%	160 18%	87 16%	102 21%	39 32%	11 15%	32 27%	25 35%	76 16%	70 18%	14 28%	117 22%	91 19%	20 15%	18 19%	6 21%	15 13%	13 16%	10 13%	14 18%	9 18%	17 20%	37 18%	63 27%	20 21%	6 50%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 55

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	929 80%	364 83%	371 87%	358 82%	300 86%
Several times a day	61 5%	30 7%	32 7%	31 7%	24 7%
About once a day	121 10%	54 12%	43 10%	50 11%	42 12%
Several times a week	226 20%	89 20%	96 22%	92 21%	76 22%
About once a week	173 15%	61 14%	76 18%	63 14%	42 12%
Several times a month	133 11%	53 12%	51 12%	46 11%	49 14%
About once a month	75 6%	30 7%	24 6%	21 5%	25 7%
Less often	140 12%	47 11%	49 11%	55 13%	42 12%
Never	228 20%	74 17%	56 13%	78 18%	49 14%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 England	London	South East	South West	North-ern Ire-land	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	904 78%	196 76%	707 79%	438 81%	384 77%	82 68%	61 86%	82 70%	53 75%	376 81%	302 79%	29 58%	419 78%	376 78%	108 82%	75 80%	24 83%	96 83%	65 78%	66 86%	57 75%	40 80%	60 70%	167 81%	177 76%	69 72%	8 67%	
Several times a day	52 4%	10 4%	42 5%	28 5%	19 4%	5 4%	5 7%	3 3%	2 3%	23 5%	16 4%	3 6%	25 5%	18 4%	9 7%	3 3%	- -	11 10%	3 4%	2 3%	5 7%	- -	3 3%	14 7%	10 4%	1 1%	- -	
About once a day	99 9%	17 7%	82 9%	51 9%	45 9%	3 2%	5 7%	10 9%	2 3%	46 10%	35 9%	1 2%	45 8%	40 8%	14 11%	5 5%	6 21%	8 7%	4 5%	13 17%	7 9%	4 8%	8 9%	21 10%	17 7%	6 6%	- -	
Several times a week	194 17%	44 17%	150 17%	109 20%	74 15%	11 9%	14 20%	24 21%	6 8%	95 20%	50 13%	5 10%	94 17%	80 16%	20 15%	13 14%	5 17%	14 12%	15 18%	13 17%	16 21%	8 16%	15 17%	45 22%	40 17%	9 9%	1 8%	
About once a week	212 18%	47 18%	165 18%	102 19%	86 17%	24 20%	16 23%	16 14%	15 21%	86 18%	70 18%	9 18%	103 19%	88 18%	21 16%	23 24%	5 17%	27 23%	14 17%	12 16%	13 17%	8 16%	13 15%	34 16%	45 19%	14 15%	4 33%	
Several times a month	111 10%	27 10%	84 9%	53 10%	45 9%	13 11%	8 11%	10 9%	9 13%	45 10%	35 9%	4 8%	44 8%	50 10%	17 13%	8 9%	2 7%	10 9%	14 17%	8 10%	6 8%	5 10%	7 8%	15 7%	18 8%	16 17%	2 17%	
About once a month	101 9%	18 7%	82 9%	40 7%	51 10%	10 8%	6 8%	2 2%	10 14%	33 7%	49 13%	- -	46 9%	41 8%	13 10%	13 14%	2 7%	13 11%	8 10%	5 6%	3 4%	4 8%	5 6%	22 11%	14 6%	11 11%	1 8%	
Less often	135 12%	33 13%	102 11%	55 10%	64 13%	16 13%	7 10%	17 15%	9 13%	48 10%	47 12%	7 14%	62 12%	59 12%	14 11%	10 11%	4 14%	13 11%	7 8%	13 17%	7 9%	11 22%	9 10%	16 8%	33 14%	12 13%	- -	
Never	253 22%	63 24%	190 21%	101 19%	113 23%	39 32%	10 14%	35 30%	18 25%	91 19%	78 21%	21 42%	120 22%	109 22%	24 18%	19 20%	5 17%	19 17%	18 22%	11 14%	19 25%	10 20%	26 30%	40 19%	55 24%	27 28%	4 33%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	904 78%	367 84%	357 84%	346 79%	308 88%
Several times a day	52 4%	28 6%	22 5%	23 5%	21 6%
About once a day	99 9%	37 8%	44 10%	48 11%	34 10%
Several times a week	194 17%	75 17%	75 18%	73 17%	69 20%
About once a week	212 18%	94 21%	79 19%	78 18%	62 18%
Several times a month	111 10%	42 10%	54 13%	43 10%	43 12%
About once a month	101 9%	35 8%	33 8%	32 7%	42 12%
Less often	135 12%	56 13%	50 12%	49 11%	37 11%
Never	253 22%	71 16%	70 16%	90 21%	41 12%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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 Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	693 60%	148 57%	544 61%	303 56%	307 62%	83 69%	42 59%	61 52%	45 63%	260 56%	246 65%	38 76%	314 58%	296 61%	82 62%	56 60%	14 48%	62 54%	52 63%	45 58%	49 64%	33 66%	55 64%	132 64%	134 58%	57 59%	4 33%	
Several times a day	33 3%	5 2%	28 3%	21 4%	12 2%	- -	4 6%	1 1%	- -	17 4%	11 3%	- -	11 2%	16 3%	6 5%	1 1%	- -	5 4%	1 1%	2 3%	3 4%	1 2%	1 1%	10 5%	9 4%	- -	- -	
About once a day	71 6%	9 3%	62 7%	30 6%	31 6%	10 8%	2 3%	5 4%	2 3%	28 6%	26 7%	8 16%	39 7%	22 5%	10 8%	5 5%	4 14%	5 4%	5 6%	7 9%	5 7%	3 6%	7 8%	15 7%	7 3%	7 7%	1 8%	
Several times a week	115 10%	30 12%	85 9%	50 9%	52 10%	13 11%	4 6%	18 15%	8 11%	46 10%	34 9%	5 10%	53 10%	47 10%	15 11%	11 12%	3 10%	7 6%	7 8%	8 10%	11 14%	4 8%	7 8%	28 14%	20 9%	9 9%	- -	
About once a week	94 8%	20 8%	74 8%	32 6%	50 10%	12 10%	6 8%	10 9%	4 6%	26 6%	40 11%	8 16%	44 8%	41 8%	9 7%	8 9%	1 3%	12 10%	7 8%	9 12%	10 13%	2 4%	7 8%	10 5%	22 9%	5 5%	1 8%	
Several times a month	91 8%	19 7%	72 8%	40 7%	33 7%	18 15%	4 6%	4 3%	11 15%	36 8%	29 8%	7 14%	39 7%	44 9%	8 6%	6 6%	1 3%	7 6%	9 11%	5 6%	4 5%	7 14%	5 6%	19 9%	16 7%	11 11%	1 8%	
About once a month	69 6%	16 6%	53 6%	25 5%	34 7%	10 8%	4 6%	5 4%	7 10%	21 4%	29 8%	3 6%	33 6%	26 5%	9 7%	10 11%	2 7%	4 3%	5 6%	5 6%	2 3%	4 8%	3 3%	7 3%	21 9%	5 5%	1 8%	
Less often	220 19%	49 19%	170 19%	105 19%	95 19%	20 17%	18 25%	18 15%	13 18%	86 18%	77 20%	7 14%	95 18%	100 21%	25 19%	15 16%	3 10%	22 19%	18 22%	9 12%	14 18%	12 24%	25 29%	43 21%	39 17%	20 21%	- -	
Never	464 40%	111 43%	353 39%	236 44%	190 38%	38 31%	29 41%	56 48%	26 37%	207 44%	134 35%	12 24%	225 42%	189 39%	50 38%	38 40%	15 52%	53 46%	31 37%	32 42%	27 36%	17 34%	31 36%	75 36%	98 42%	39 41%	8 67%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	693 60%	331 76%	271 63%	253 58%	250 72%
Several times a day	33 3%	16 4%	17 4%	14 3%	8 2%
About once a day	71 6%	45 10%	17 4%	37 8%	24 7%
Several times a week	115 10%	66 15%	51 12%	40 9%	37 11%
About once a week	94 8%	54 12%	39 9%	25 6%	37 11%
Several times a month	91 8%	45 10%	39 9%	37 8%	45 13%
About once a month	69 6%	35 8%	28 7%	25 6%	30 9%
Less often	220 19%	70 16%	80 19%	75 17%	69 20%
Never	464 40%	107 24%	156 37%	183 42%	99 28%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	Scot-land	North East	North West	York-shire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	635 55%	127 49%	507 57%	306 57%	273 55%	56 46%	40 56%	55 47%	32 45%	265 57%	218 57%	24 48%	298 55%	264 54%	73 55%	45 48%	16 55%	62 54%	51 61%	57 74%	45 59%	25 50%	39 45%	124 60%	121 52%	45 47%	5 42%	
Several times a day	33 3%	7 3%	26 3%	24 4%	8 2%	1 1%	5 7%	2 2%	- -	19 4%	6 2%	1 2%	14 3%	12 2%	7 5%	- -	- -	3 3%	3 4%	4 5%	2 3%	- -	1 1%	11 5%	9 4%	- -	- -	
About once a day	53 5%	6 2%	47 5%	28 5%	25 5%	- -	2 3%	4 3%	- -	26 6%	21 6%	- -	26 5%	20 4%	7 5%	1 1%	2 7%	4 3%	2 2%	6 8%	10 13%	2 4%	2 2%	13 6%	7 3%	4 4%	- -	
Several times a week	115 10%	16 6%	99 11%	60 11%	50 10%	5 4%	6 8%	6 5%	4 6%	54 12%	44 12%	1 2%	50 9%	54 11%	11 8%	8 9%	4 14%	10 9%	6 7%	11 14%	9 12%	6 12%	8 9%	29 14%	18 8%	6 6%	- -	
About once a week	99 9%	16 6%	83 9%	51 9%	39 8%	9 7%	4 6%	8 7%	4 6%	47 10%	31 8%	5 10%	42 8%	46 9%	11 8%	9 10%	3 10%	11 10%	8 10%	10 13%	6 8%	3 6%	4 5%	18 9%	22 9%	5 5%	- -	
Several times a month	85 7%	15 6%	70 8%	42 8%	32 6%	11 9%	4 6%	6 5%	5 7%	38 8%	26 7%	6 12%	39 7%	36 7%	10 8%	9 10%	2 7%	10 9%	7 8%	10 13%	4 5%	6 12%	2 2%	14 7%	11 5%	10 10%	- -	
About once a month	77 7%	12 5%	65 7%	29 5%	38 8%	10 8%	5 7%	3 3%	4 6%	24 5%	35 9%	6 12%	40 7%	26 5%	11 8%	7 7%	- -	6 5%	7 8%	4 5%	4 5%	4 8%	7 8%	17 8%	12 5%	8 8%	1 8%	
Less often	173 15%	55 21%	117 13%	72 13%	81 16%	20 17%	14 20%	26 22%	15 21%	57 12%	55 14%	5 10%	87 16%	70 14%	16 12%	11 12%	5 17%	18 16%	18 22%	12 16%	10 13%	4 8%	15 17%	22 11%	42 18%	12 13%	4 33%	
Never	522 45%	132 51%	390 43%	233 43%	224 45%	65 54%	31 44%	62 53%	39 55%	202 43%	162 43%	26 52%	241 45%	221 46%	59 45%	49 52%	13 45%	53 46%	32 39%	20 26%	31 41%	25 50%	47 55%	83 40%	111 48%	51 53%	7 58%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 58

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	635 55%	273 62%	268 63%	235 54%	240 69%
Several times a day	33 3%	20 5%	21 5%	16 4%	13 4%
About once a day	53 5%	27 6%	22 5%	29 7%	21 6%
Several times a week	115 10%	49 11%	50 12%	41 9%	45 13%
About once a week	99 9%	37 8%	49 11%	38 9%	33 9%
Several times a month	85 7%	43 10%	34 8%	27 6%	34 10%
About once a month	77 7%	30 7%	28 7%	27 6%	29 8%
Less often	173 15%	67 15%	64 15%	57 13%	65 19%
Never	522 45%	165 38%	159 37%	201 46%	109 31%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	692 60%	183 71%	508 57%	304 56%	313 63%	75 62%	57 80%	78 67%	48 68%	246 53%	235 62%	27 54%	341 63%	275 57%	76 58%	51 54%	14 48%	71 62%	50 60%	53 69%	43 57%	24 48%	44 51%	145 70%	132 57%	57 59%	8 67%	
Several times a day	47 4%	14 5%	33 4%	26 5%	19 4%	2 2%	7 10%	6 5%	1 1%	19 4%	13 3%	1 2%	20 4%	22 5%	5 4%	2 2%	3 10%	8 7%	5 6%	4 5%	5 7%	1 2%	2 2%	12 6%	5 2%	- -	- -	
About once a day	78 7%	22 8%	56 6%	38 7%	31 6%	9 7%	6 8%	11 9%	5 7%	32 7%	20 5%	4 8%	41 8%	29 6%	8 6%	3 3%	3 10%	7 6%	5 6%	9 12%	6 8%	2 4%	3 3%	20 10%	13 6%	7 7%	- -	
Several times a week	120 10%	32 12%	88 10%	58 11%	48 10%	14 12%	10 14%	11 9%	11 15%	48 10%	37 10%	3 6%	59 11%	45 9%	16 12%	12 13%	4 14%	9 8%	6 7%	8 10%	9 12%	2 4%	7 8%	28 14%	21 9%	13 14%	1 8%	
About once a week	129 11%	36 14%	93 10%	48 9%	59 12%	22 18%	9 13%	16 14%	11 15%	39 8%	43 11%	11 22%	65 12%	52 11%	12 9%	12 13%	- -	10 9%	15 18%	7 9%	8 11%	5 10%	9 10%	20 10%	27 12%	15 16%	1 8%	
Several times a month	74 6%	25 10%	49 5%	29 5%	36 7%	9 7%	7 10%	13 11%	5 7%	22 5%	23 6%	4 8%	36 7%	28 6%	10 8%	5 5%	- -	8 7%	1 1%	3 4%	3 4%	7 14%	5 6%	19 9%	17 7%	4 4%	2 17%	
About once a month	62 5%	12 5%	50 6%	30 6%	28 6%	4 3%	3 4%	5 4%	4 6%	27 6%	23 6%	- -	28 5%	20 4%	14 11%	3 3%	- -	7 6%	7 8%	7 9%	5 7%	- -	4 5%	17 8%	10 4%	2 2%	- -	
Less often	182 16%	42 16%	139 15%	75 14%	92 19%	15 12%	15 21%	16 14%	11 15%	59 13%	76 20%	4 8%	92 17%	79 16%	11 8%	14 15%	4 14%	22 19%	11 13%	15 19%	7 9%	7 14%	14 16%	29 14%	39 17%	16 17%	4 33%	
Never	465 40%	76 29%	389 43%	235 44%	184 37%	46 38%	14 20%	39 33%	23 32%	221 47%	145 38%	23 46%	198 37%	210 43%	56 42%	43 46%	15 52%	44 38%	33 40%	24 31%	33 43%	26 52%	42 49%	62 30%	100 43%	39 41%	4 33%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 59

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	692 60%	313 71%	262 61%	267 61%	256 73%
Several times a day	47 4%	32 7%	20 5%	22 5%	18 5%
About once a day	78 7%	47 11%	35 8%	33 8%	32 9%
Several times a week	120 10%	57 13%	41 10%	45 10%	45 13%
About once a week	129 11%	64 15%	48 11%	52 12%	41 12%
Several times a month	74 6%	30 7%	29 7%	24 6%	28 8%
About once a month	62 5%	20 5%	26 6%	17 4%	28 8%
Less often	182 16%	63 14%	63 15%	74 17%	64 18%
Never	465 40%	125 29%	165 39%	169 39%	93 27%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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												
																				Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
	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										
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	790 68%	151 58%	638 71%	372 69%	348 70%	70 58%	46 65%	65 56%	40 56%	325 70%	283 74%	30 60%	363 67%	340 70%	87 66%	64 68%	16 55%	77 67%	57 69%	55 71%	50 66%	33 66%	59 69%	152 73%	157 68%	64 67%	6 50%	
Several times a day	40 3%	6 2%	34 4%	23 4%	15 3%	2 2%	3 4%	3 3%	- -	20 4%	12 3%	2 4%	17 3%	16 3%	7 5%	2 2%	1 3%	6 5%	2 2%	4 5%	3 4%	- -	3 3%	14 7%	4 2%	1 1%	- -	
About once a day	78 7%	11 4%	67 7%	39 7%	37 7%	2 2%	3 4%	7 6%	1 1%	36 8%	30 8%	1 2%	36 7%	32 7%	10 8%	4 4%	4 14%	7 6%	1 1%	4 5%	8 11%	5 10%	3 3%	16 8%	20 9%	5 5%	1 8%	
Several times a week	140 12%	19 7%	120 13%	73 14%	57 11%	10 8%	8 11%	7 6%	4 6%	64 14%	50 13%	6 12%	60 11%	69 14%	11 8%	12 13%	1 3%	14 12%	10 12%	9 12%	9 12%	6 12%	11 13%	32 15%	23 10%	12 13%	1 8%	
About once a week	152 13%	26 10%	126 14%	63 12%	75 15%	14 12%	3 4%	15 13%	8 11%	60 13%	60 16%	6 12%	68 13%	69 14%	15 11%	13 14%	1 3%	18 16%	16 19%	12 16%	8 11%	7 14%	12 14%	24 12%	31 13%	9 9%	1 8%	
Several times a month	105 9%	13 5%	92 10%	48 9%	50 10%	7 6%	4 6%	7 6%	2 3%	44 9%	43 11%	5 10%	50 9%	43 9%	12 9%	7 7%	3 10%	10 9%	13 16%	7 9%	7 9%	4 8%	7 8%	18 9%	16 7%	11 11%	2 17%	
About once a month	96 8%	18 7%	78 9%	41 8%	45 9%	10 8%	5 7%	7 6%	6 8%	36 8%	38 10%	4 8%	47 9%	37 8%	12 9%	14 15%	2 7%	5 4%	4 5%	9 12%	3 4%	5 10%	10 12%	13 6%	21 9%	10 10%	- -	
Less often	179 15%	58 22%	121 13%	85 16%	69 14%	25 21%	20 28%	19 16%	19 27%	65 14%	50 13%	6 12%	85 16%	74 15%	20 15%	12 13%	4 14%	17 15%	11 13%	10 13%	12 16%	6 12%	13 15%	35 17%	42 18%	16 17%	1 8%	
Never	367 32%	108 42%	259 29%	167 31%	149 30%	51 42%	25 35%	52 44%	31 44%	142 30%	97 26%	20 40%	176 33%	145 30%	45 34%	30 32%	13 45%	38 33%	26 31%	22 29%	26 34%	17 34%	27 31%	55 27%	75 32%	32 33%	6 50%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	790 68%	319 73%	311 73%	294 67%	283 81%
Several times a day	40 3%	21 5%	22 5%	19 4%	15 4%
About once a day	78 7%	33 8%	27 6%	38 9%	34 10%
Several times a week	140 12%	51 12%	61 14%	51 12%	49 14%
About once a week	152 13%	62 14%	65 15%	49 11%	54 15%
Several times a month	105 9%	44 10%	47 11%	35 8%	49 14%
About once a month	96 8%	36 8%	31 7%	33 8%	33 9%
Less often	179 15%	72 16%	58 14%	69 16%	49 14%
Never	367 32%	119 27%	116 27%	142 33%	66 19%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	Scot-land	North East	North West	York-shire and the Humber	West Mid-lands	East Mid-lands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	691 60%	150 58%	540 60%	318 59%	313 63%	60 50%	50 70%	64 55%	36 51%	267 57%	249 66%	24 48%	317 59%	291 60%	83 63%	53 56%	15 52%	66 57%	51 61%	52 68%	45 59%	32 64%	42 49%	133 64%	140 60%	54 56%	8 67%	
Several times a day	31 3%	9 3%	22 2%	20 4%	10 2%	1 1%	5 7%	4 3%	- -	15 3%	6 2%	1 2%	15 3%	12 2%	4 3%	2 2%	- -	3 3%	1 1%	2 3%	2 3%	- -	3 3%	10 5%	8 3%	- -	- -	
About once a day	57 5%	6 2%	51 6%	37 7%	17 3%	3 2%	3 4%	1 1%	2 3%	34 7%	16 4%	1 2%	29 5%	19 4%	9 7%	2 2%	2 7%	7 6%	5 6%	9 12%	5 7%	3 6%	- -	16 8%	6 3%	2 2%	- -	
Several times a week	124 11%	27 10%	97 11%	54 10%	67 13%	3 2%	9 13%	16 14%	2 3%	45 10%	51 13%	1 2%	51 9%	56 12%	17 13%	13 14%	1 3%	11 10%	4 5%	12 16%	9 12%	6 12%	9 10%	20 10%	27 12%	11 11%	1 8%	
About once a week	117 10%	26 10%	91 10%	50 9%	53 11%	14 12%	7 10%	10 9%	9 13%	43 9%	43 11%	5 10%	56 10%	53 11%	8 6%	8 9%	- -	9 8%	12 14%	6 8%	7 9%	6 12%	7 8%	25 12%	28 12%	7 7%	2 17%	
Several times a month	90 8%	19 7%	70 8%	47 9%	36 7%	7 6%	6 8%	8 7%	5 7%	40 9%	28 7%	2 4%	40 7%	38 8%	12 9%	7 7%	1 3%	8 7%	10 12%	7 9%	7 9%	4 8%	5 6%	14 7%	19 8%	7 7%	1 8%	
About once a month	72 6%	14 5%	58 6%	24 4%	42 8%	6 5%	5 7%	5 4%	4 6%	19 4%	37 10%	2 4%	36 7%	26 5%	10 8%	3 3%	4 14%	7 6%	2 2%	6 8%	8 11%	3 6%	5 6%	11 5%	16 7%	6 6%	1 8%	
Less often	200 17%	49 19%	151 17%	86 16%	88 18%	26 21%	15 21%	20 17%	14 20%	71 15%	68 18%	12 24%	90 17%	87 18%	23 17%	18 19%	7 24%	21 18%	17 20%	10 13%	7 9%	10 20%	13 15%	37 18%	36 16%	21 22%	3 25%	
Never	466 40%	109 42%	357 40%	221 41%	184 37%	61 50%	21 30%	53 45%	35 49%	200 43%	131 34%	26 52%	222 41%	194 40%	49 37%	41 44%	14 48%	49 43%	32 39%	25 32%	31 41%	18 36%	44 51%	74 36%	92 40%	42 44%	4 33%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 61

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	691 60%	290 66%	277 65%	255 58%	273 78%
Several times a day	31 3%	20 5%	18 4%	16 4%	16 5%
About once a day	57 5%	28 6%	24 6%	30 7%	27 8%
Several times a week	124 11%	55 13%	37 9%	43 10%	51 15%
About once a week	117 10%	45 10%	53 12%	43 10%	46 13%
Several times a month	90 8%	37 8%	45 11%	31 7%	40 11%
About once a month	72 6%	26 6%	27 6%	25 6%	29 8%
Less often	200 17%	79 18%	73 17%	67 15%	64 18%
Never	466 40%	148 34%	150 35%	181 42%	76 22%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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												
																				Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
	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										
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	836 72%	197 76%	638 71%	378 70%	372 75%	86 71%	63 89%	83 71%	51 72%	314 67%	289 76%	35 70%	395 73%	346 71%	94 71%	67 71%	21 72%	84 73%	65 78%	61 79%	53 70%	35 70%	52 60%	160 77%	165 71%	66 69%	7 58%	
Several times a day	71 6%	18 7%	53 6%	35 6%	30 6%	6 5%	6 8%	8 7%	4 6%	29 6%	22 6%	2 4%	38 7%	24 5%	9 7%	5 5%	2 7%	11 10%	4 5%	2 3%	6 8%	2 4%	4 5%	19 9%	14 6%	2 2%	-	
About once a day	107 9%	26 10%	81 9%	42 8%	55 11%	10 8%	10 14%	12 10%	4 6%	32 7%	43 11%	6 12%	53 10%	43 9%	11 8%	4 4%	5 17%	10 9%	4 5%	15 19%	7 9%	4 8%	7 8%	27 13%	12 5%	12 13%	-	
Several times a week	175 15%	36 14%	138 15%	80 15%	75 15%	20 17%	9 13%	15 13%	12 17%	70 15%	60 16%	8 16%	84 16%	71 15%	20 15%	14 15%	3 10%	17 15%	10 12%	15 19%	12 16%	8 16%	16 19%	36 17%	33 14%	9 9%	2 17%	
About once a week	168 15%	47 18%	121 13%	77 14%	67 13%	24 20%	13 18%	19 16%	15 21%	64 14%	48 13%	9 18%	84 16%	67 14%	17 13%	14 15%	2 7%	20 17%	18 22%	10 13%	11 14%	7 14%	10 12%	24 12%	32 14%	17 18%	3 25%	
Several times a month	81 7%	19 7%	62 7%	40 7%	32 6%	9 7%	6 8%	8 7%	5 7%	34 7%	24 6%	4 8%	34 6%	37 8%	10 8%	8 9%	3 10%	4 3%	7 8%	3 4%	6 8%	4 8%	3 3%	23 11%	16 7%	3 3%	1 8%	
About once a month	79 7%	13 5%	66 7%	30 6%	44 9%	5 4%	5 7%	5 4%	3 4%	25 5%	39 10%	2 4%	33 6%	33 7%	13 10%	8 9%	1 3%	4 3%	8 10%	7 9%	4 5%	2 4%	4 5%	10 5%	20 9%	11 11%	-	
Less often	155 13%	38 15%	117 13%	74 14%	69 14%	12 10%	14 20%	16 14%	8 11%	60 13%	53 14%	4 8%	69 13%	71 15%	14 11%	14 15%	5 17%	18 16%	14 17%	9 12%	7 9%	8 16%	8 9%	21 10%	38 16%	12 13%	1 8%	
Never	321 28%	62 24%	259 29%	161 30%	125 25%	35 29%	8 11%	34 29%	20 28%	153 33%	91 24%	15 30%	144 27%	139 29%	38 29%	27 29%	8 28%	31 27%	18 22%	16 21%	23 30%	15 30%	34 40%	47 23%	67 29%	30 31%	5 42%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	836 72%	361 82%	314 74%	319 73%	295 85%
Several times a day	71 6%	47 11%	35 8%	32 7%	30 9%
About once a day	107 9%	54 12%	38 9%	47 11%	44 13%
Several times a week	175 15%	79 18%	65 15%	59 14%	65 19%
About once a week	168 15%	76 17%	71 17%	56 13%	54 15%
Several times a month	81 7%	28 6%	31 7%	33 8%	28 8%
About once a month	79 7%	25 6%	24 6%	25 6%	27 8%
Less often	155 13%	52 12%	50 12%	67 15%	47 13%
Never	321 28%	77 18%	113 26%	117 27%	54 15%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	713 62%	177 68%	535 60%	308 57%	330 66%	75 62%	52 73%	79 68%	46 65%	255 55%	251 66%	29 58%	337 63%	293 60%	83 63%	51 54%	16 55%	70 61%	56 67%	45 58%	51 67%	30 60%	50 58%	131 63%	143 62%	64 67%	6 50%	
Several times a day	29 3%	5 2%	24 3%	22 4%	6 1%	1 1%	4 6%	1 1%	- -	18 4%	5 1%	1 2%	10 2%	12 2%	7 5%	1 1%	- -	2 2%	3 4%	2 3%	3 4%	- -	1 1%	11 5%	6 3%	- -	- -	
About once a day	61 5%	15 6%	46 5%	34 6%	25 5%	2 2%	5 7%	10 9%	- -	29 6%	15 4%	2 4%	26 5%	26 5%	9 7%	4 4%	2 7%	10 9%	2 2%	7 9%	5 7%	2 4%	2 2%	17 8%	9 4%	1 1%	- -	
Several times a week	101 9%	30 12%	71 8%	45 8%	45 9%	11 9%	9 13%	13 11%	8 11%	36 8%	32 8%	3 6%	51 9%	40 8%	10 8%	6 6%	2 7%	8 7%	10 12%	7 9%	9 12%	6 12%	10 12%	19 9%	18 8%	6 6%	- -	
About once a week	124 11%	37 14%	87 10%	49 9%	58 12%	17 14%	7 10%	18 15%	12 17%	42 9%	40 11%	5 10%	58 11%	55 11%	11 8%	7 7%	4 14%	9 8%	13 16%	9 12%	10 13%	4 8%	9 10%	20 10%	24 10%	14 15%	1 8%	
Several times a month	100 9%	23 9%	77 9%	44 8%	48 10%	8 7%	5 7%	13 11%	5 7%	39 8%	35 9%	3 6%	46 9%	44 9%	10 8%	7 7%	2 7%	10 9%	8 10%	4 5%	1 1%	8 16%	7 8%	16 8%	27 12%	10 10%	- -	
About once a month	102 9%	27 10%	75 8%	40 7%	46 9%	16 13%	8 11%	9 8%	10 14%	32 7%	37 10%	6 12%	47 9%	37 8%	18 14%	9 10%	1 3%	7 6%	9 11%	8 10%	10 13%	4 8%	9 10%	13 6%	18 8%	13 14%	1 8%	
Less often	196 17%	40 15%	155 17%	74 14%	102 21%	20 17%	14 20%	15 13%	11 15%	59 13%	87 23%	9 18%	99 18%	79 16%	18 14%	17 18%	5 17%	24 21%	11 13%	8 10%	13 17%	6 12%	12 14%	35 17%	41 18%	20 21%	4 33%	
Never	444 38%	82 32%	362 40%	231 43%	167 34%	46 38%	19 27%	38 32%	25 35%	212 45%	129 34%	21 42%	202 37%	192 40%	49 37%	43 46%	13 45%	45 39%	27 33%	32 42%	25 33%	20 40%	36 42%	76 37%	89 38%	32 33%	6 50%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	713 62%	319 73%	283 66%	253 58%	268 77%
Several times a day	29 3%	16 4%	13 3%	13 3%	6 2%
About once a day	61 5%	28 6%	26 6%	26 6%	27 8%
Several times a week	101 9%	49 11%	40 9%	35 8%	40 11%
About once a week	124 11%	62 14%	50 12%	43 10%	47 13%
Several times a month	100 9%	47 11%	45 11%	41 9%	42 12%
About once a month	102 9%	45 10%	39 9%	29 7%	39 11%
Less often	196 17%	72 16%	70 16%	66 15%	67 19%
Never	444 38%	119 27%	144 34%	183 42%	81 23%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	842 73%	185 71%	656 73%	403 75%	359 72%	80 66%	57 80%	81 69%	47 66%	345 74%	278 73%	33 66%	400 74%	347 72%	94 71%	66 70%	19 66%	81 70%	65 78%	60 78%	51 67%	36 72%	57 66%	171 83%	165 71%	64 67%	7 58%	
Several times a day	38 3%	9 3%	29 3%	23 4%	15 3%	- -	4 6%	5 4%	- -	19 4%	10 3%	- -	16 3%	16 3%	6 5%	2 2%	- -	4 3%	3 4%	4 5%	4 5%	1 2%	2 2%	11 5%	7 3%	- -	- -	
About once a day	90 8%	13 5%	77 9%	48 9%	35 7%	7 6%	6 8%	5 4%	2 3%	42 9%	30 8%	5 10%	38 7%	40 8%	12 9%	3 3%	5 17%	7 6%	7 8%	7 9%	5 10%	8 9%	21 10%	13 6%	7 7%	- -		
Several times a week	146 13%	28 11%	117 13%	72 13%	69 14%	5 4%	11 15%	14 12%	3 4%	60 13%	55 14%	2 4%	73 14%	61 13%	12 9%	14 15%	3 3%	12 10%	7 8%	10 13%	16 21%	6 12%	11 13%	35 17%	26 11%	7 7%	1 8%	
About once a week	162 14%	39 15%	123 14%	78 14%	67 13%	17 14%	11 15%	15 13%	13 18%	67 14%	52 14%	4 8%	87 16%	59 12%	15 11%	12 13%	2 7%	16 14%	20 24%	13 17%	6 8%	9 18%	12 14%	34 16%	26 11%	11 11%	1 8%	
Several times a month	132 11%	30 12%	102 11%	67 12%	49 10%	16 13%	7 10%	11 9%	12 17%	60 13%	38 10%	4 8%	65 12%	51 11%	16 12%	9 10%	3 10%	10 9%	9 11%	11 14%	9 12%	5 10%	8 9%	22 11%	27 12%	16 17%	3 25%	
About once a month	103 9%	20 8%	83 9%	45 8%	47 9%	11 9%	7 10%	7 6%	6 8%	38 8%	40 11%	5 10%	48 9%	40 8%	15 11%	12 13%	3 10%	8 7%	8 10%	6 8%	2 3%	3 6%	5 6%	25 12%	23 10%	7 7%	1 8%	
Less often	171 15%	46 18%	125 14%	70 13%	77 15%	24 20%	11 15%	24 21%	11 15%	59 13%	53 14%	13 26%	73 14%	80 16%	18 14%	14 15%	5 17%	24 21%	11 13%	9 12%	7 9%	7 14%	11 13%	23 11%	43 19%	16 17%	1 8%	
Never	315 27%	74 29%	241 27%	136 25%	138 28%	41 34%	14 20%	36 31%	24 34%	122 26%	102 27%	17 34%	139 26%	138 28%	38 29%	28 30%	10 34%	34 30%	18 22%	17 22%	25 33%	14 28%	29 34%	36 17%	67 29%	32 33%	5 42%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	842 73%	348 79%	334 78%	320 73%	281 81%
Several times a day	38 3%	22 5%	19 4%	17 4%	8 2%
About once a day	90 8%	39 9%	34 8%	45 10%	35 10%
Several times a week	146 13%	54 12%	62 15%	53 12%	54 15%
About once a week	162 14%	71 16%	69 16%	60 14%	48 14%
Several times a month	132 11%	60 14%	48 11%	56 13%	44 13%
About once a month	103 9%	42 10%	45 11%	34 8%	32 9%
Less often	171 15%	60 14%	57 13%	55 13%	60 17%
Never	315 27%	90 21%	93 22%	116 27%	68 19%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 65

Q15. How frequently, if at all, do you listen to these different types of podcasts?**Football****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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	410 35%	150 58%	259 29%	179 33%	185 37%	46 38%	44 62%	67 57%	39 55%	134 29%	118 31%	7 14%	194 36%	170 35%	46 35%	33 35%	15 52%	43 37%	29 35%	34 44%	26 34%	15 30%	32 37%	85 41%	74 32%	21 22%	3 25%	
Several times a day	30 3%	14 5%	16 2%	16 3%	11 2%	3 2%	6 8%	5 4%	3 4%	10 2%	6 2%	- -	12 2%	13 3%	5 4%	- -	- -	4 3%	1 1%	2 3%	5 7%	- -	2 2%	11 5%	4 2%	1 1%	- -	
About once a day	39 3%	13 5%	26 3%	25 5%	11 2%	3 2%	7 10%	4 3%	2 3%	18 4%	7 2%	1 2%	21 4%	12 2%	6 5%	2 2%	3 10%	3 3%	3 4%	4 5%	2 3%	3 6%	1 1%	10 5%	6 3%	2 2%	- -	
Several times a week	81 7%	28 11%	53 6%	38 7%	37 7%	6 5%	7 10%	15 13%	6 8%	31 7%	22 6%	- -	41 8%	32 7%	8 6%	8 9%	3 10%	8 7%	7 8%	6 8%	5 7%	2 4%	6 7%	15 7%	17 7%	3 3%	1 8%	
About once a week	81 7%	40 15%	41 5%	28 5%	42 8%	11 9%	10 14%	20 17%	10 14%	18 4%	22 6%	1 2%	42 8%	35 7%	4 3%	10 11%	5 17%	7 6%	5 6%	10 13%	8 11%	- -	6 7%	11 5%	14 6%	4 4%	1 8%	
Several times a month	38 3%	17 7%	21 2%	15 3%	19 4%	4 3%	2 3%	11 9%	4 6%	13 3%	8 2%	- -	17 3%	17 4%	4 3%	4 4%	1 3%	4 3%	3 4%	4 5%	2 3%	2 4%	3 3%	7 3%	5 2%	3 3%	- -	
About once a month	28 2%	11 4%	17 2%	8 1%	15 3%	5 4%	3 4%	4 3%	4 6%	5 1%	11 3%	1 2%	10 2%	11 2%	7 5%	2 2%	1 3%	5 4%	2 2%	2 3%	2 3%	- -	- -	3 1%	7 3%	4 4%	- -	
Less often	113 10%	27 10%	85 9%	49 9%	50 10%	14 12%	9 13%	8 7%	10 14%	39 8%	42 11%	4 8%	51 9%	50 10%	12 9%	7 7%	2 7%	12 10%	8 10%	6 8%	2 3%	8 16%	14 16%	28 14%	21 9%	4 4%	1 8%	
Never	747 65%	109 42%	638 71%	360 67%	312 63%	75 62%	27 38%	50 43%	32 45%	333 71%	262 69%	43 86%	345 64%	315 65%	86 65%	61 65%	14 48%	72 63%	54 65%	43 56%	50 66%	35 70%	54 63%	122 59%	158 68%	75 78%	9 75%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 65

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	410 35%	194 44%	170 40%	156 36%	175 50%
Several times a day	30 3%	17 4%	17 4%	13 3%	10 3%
About once a day	39 3%	20 5%	16 4%	21 5%	17 5%
Several times a week	81 7%	35 8%	36 8%	23 5%	27 8%
About once a week	81 7%	51 12%	31 7%	25 6%	28 8%
Several times a month	38 3%	17 4%	15 4%	14 3%	19 5%
About once a month	28 2%	13 3%	9 2%	12 3%	15 4%
Less often	113 10%	41 9%	46 11%	48 11%	59 17%
Never	747 65%	244 56%	257 60%	280 64%	174 50%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 66

Q15. How frequently, if at all, do you listen to these different types of podcasts?**Other 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	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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	414 36%	137 53%	276 31%	172 32%	199 40%	43 36%	41 58%	65 56%	31 44%	130 28%	134 35%	12 24%	192 36%	178 37%	44 33%	29 31%	11 38%	36 31%	28 34%	34 44%	27 36%	17 34%	30 35%	98 47%	77 33%	25 26%	2 17%	
Several times a day	25 2%	6 2%	19 2%	19 4%	6 1%	- -	5 7%	1 1%	- -	14 3%	5 1%	- -	9 2%	12 2%	4 3%	- -	- -	2 2%	1 1%	2 3%	4 5%	- -	2 2%	8 4%	6 3%	- -	- -	
About once a day	40 3%	12 5%	28 3%	24 4%	15 3%	1 1%	6 8%	5 4%	1 1%	18 4%	10 3%	- -	17 3%	16 3%	7 5%	2 2%	2 7%	1 1%	3 4%	5 6%	5 7%	1 2%	- -	12 6%	8 3%	1 1%	- -	
Several times a week	58 5%	23 9%	35 4%	25 5%	29 6%	4 3%	8 11%	13 11%	2 3%	17 4%	16 4%	2 4%	29 5%	25 5%	4 3%	4 4%	2 7%	2 2%	1 1%	1 1%	6 8%	1 2%	4 5%	21 10%	9 4%	7 7%	- -	
About once a week	65 6%	29 11%	36 4%	17 3%	38 8%	10 8%	5 7%	15 13%	9 13%	12 3%	23 6%	1 2%	31 6%	29 6%	5 4%	8 9%	1 3%	5 4%	5 6%	6 8%	3 4%	2 4%	3 3%	9 4%	15 6%	7 7%	1 8%	
Several times a month	40 3%	13 5%	27 3%	16 3%	19 4%	5 4%	2 3%	8 7%	3 4%	14 3%	11 3%	2 4%	22 4%	16 3%	2 2%	4 4%	- -	3 3%	4 5%	6 8%	1 1%	3 6%	3 3%	9 4%	5 2%	2 2%	- -	
About once a month	45 4%	18 7%	26 3%	14 3%	26 5%	5 4%	6 8%	9 8%	3 4%	7 1%	17 4%	2 4%	22 4%	19 4%	4 3%	2 2%	2 7%	7 6%	6 7%	4 5%	2 3%	1 2%	4 5%	6 3%	8 3%	3 3%	- -	
Less often	141 12%	36 14%	105 12%	57 11%	66 13%	18 15%	9 13%	14 12%	13 18%	48 10%	52 14%	5 10%	62 12%	61 13%	18 14%	9 10%	4 14%	16 14%	8 10%	10 13%	6 8%	9 18%	14 16%	33 16%	26 11%	5 5%	1 8%	
Never	743 64%	122 47%	621 69%	367 68%	298 60%	78 64%	30 42%	52 44%	40 56%	337 72%	246 65%	38 76%	347 64%	307 63%	88 67%	65 69%	18 62%	79 69%	55 66%	43 56%	49 64%	33 66%	56 65%	109 53%	155 67%	71 74%	10 83%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 66

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	414 36%	199 45%	171 40%	153 35%	183 52%
Several times a day	25 2%	12 3%	11 3%	12 3%	7 2%
About once a day	40 3%	20 5%	14 3%	19 4%	16 5%
Several times a week	58 5%	24 5%	23 5%	19 4%	16 5%
About once a week	65 6%	39 9%	26 6%	19 4%	26 7%
Several times a month	40 3%	24 5%	23 5%	15 3%	17 5%
About once a month	45 4%	20 5%	19 4%	22 5%	23 7%
Less often	141 12%	60 14%	55 13%	47 11%	78 22%
Never	743 64%	239 55%	256 60%	283 65%	166 48%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 67

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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	564	125	438	261	246	57	38	47	40	222	199	17	270	231	63	46	12	58	43	36	41	25	32	120	100	45	6	
	49%	48%	49%	48%	49%	47%	54%	40%	56%	48%	52%	34%	50%	48%	48%	49%	41%	50%	52%	47%	54%	50%	37%	58%	43%	47%	50%	
Several times a day	28	7	21	18	9	1	4	3	-	14	6	1	15	8	5	-	-	4	1	1	3	-	1	11	7	-	-	
	2%	3%	2%	3%	2%	1%	6%	3%	-	3%	2%	2%	3%	2%	4%	-	-	3%	1%	1%	4%	-	1%	5%	3%	-	-	
About once a day	37	7	30	23	13	1	3	3	1	20	10	-	17	14	6	1	2	1	-	7	5	3	-	9	7	2	-	
	3%	3%	3%	4%	3%	1%	4%	3%	1%	4%	3%	-	3%	3%	5%	1%	7%	1%	-	9%	7%	6%	-	4%	3%	2%	-	
Several times a week	63	17	46	31	28	4	6	8	3	25	20	1	30	29	4	5	1	3	2	3	8	3	5	21	8	4	-	
	5%	7%	5%	6%	6%	3%	8%	7%	4%	5%	5%	2%	6%	6%	3%	5%	3%	3%	2%	4%	11%	6%	10%	3%	4%	-		
About once a week	72	16	56	32	32	8	1	7	8	31	25	-	31	34	7	6	1	7	6	9	5	2	5	13	14	3	1	
	6%	6%	6%	6%	6%	7%	1%	6%	11%	7%	7%	-	6%	7%	5%	6%	3%	6%	7%	12%	7%	4%	6%	6%	6%	3%	8%	
Several times a month	70	10	60	31	33	6	4	4	2	27	29	4	37	26	7	6	1	11	5	4	3	2	3	17	14	4	-	
	6%	4%	7%	6%	7%	5%	6%	3%	3%	6%	8%	8%	7%	5%	5%	6%	3%	10%	6%	5%	4%	4%	3%	8%	6%	4%	-	
About once a month	83	16	66	42	31	10	5	6	5	36	25	5	37	36	10	12	3	9	8	4	4	3	3	13	17	6	1	
	7%	6%	7%	8%	6%	8%	7%	5%	7%	8%	7%	10%	7%	7%	8%	13%	10%	8%	10%	5%	5%	6%	3%	6%	7%	6%	8%	
Less often	211	52	159	84	100	27	15	16	21	69	84	6	103	84	24	16	4	23	21	8	13	12	15	36	33	26	4	
	18%	20%	18%	16%	20%	22%	21%	14%	30%	15%	22%	12%	19%	17%	18%	17%	14%	20%	25%	10%	17%	24%	17%	17%	14%	27%	33%	
Never	593	134	459	278	251	64	33	70	31	245	181	33	269	254	69	48	17	57	40	41	35	25	54	87	132	51	6	
	51%	52%	51%	52%	51%	53%	46%	60%	44%	52%	48%	66%	50%	52%	52%	51%	59%	50%	48%	53%	46%	50%	63%	42%	57%	53%	50%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 67

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	564 49%	238 54%	241 56%	193 44%	238 68%
Several times a day	28 2%	15 3%	17 4%	15 3%	11 3%
About once a day	37 3%	19 4%	15 4%	17 4%	19 5%
Several times a week	63 5%	36 8%	27 6%	21 5%	25 7%
About once a week	72 6%	33 8%	33 8%	19 4%	32 9%
Several times a month	70 6%	30 7%	34 8%	25 6%	34 10%
About once a month	83 7%	32 7%	38 9%	23 5%	44 13%
Less often	211 18%	73 17%	77 18%	73 17%	73 21%
Never	593 51%	200 46%	186 44%	243 56%	111 32%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 68

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	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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	681 59%	136 53%	544 61%	335 62%	293 59%	53 44%	43 61%	61 52%	32 45%	291 62%	232 61%	21 42%	308 57%	291 60%	82 62%	56 60%	17 59%	64 56%	56 67%	52 68%	47 62%	31 62%	50 58%	129 62%	127 55%	48 50%	4 33%
Several times a day	46 4%	5 2%	41 5%	28 5%	18 4%	- -	2 3%	3 3%	- -	26 6%	15 4%	- -	19 4%	21 4%	6 5%	3 3%	1 3%	5 4%	1 1%	7 9%	3 4%	4 8%	4 5%	10 5%	7 3%	1 1%	- -
About once a day	85 7%	14 5%	71 8%	40 7%	40 8%	5 4%	3 4%	7 6%	4 6%	37 8%	33 9%	1 2%	34 6%	38 8%	13 10%	5 5%	4 14%	6 5%	16 19%	6 8%	10 13%	6 12%	4 5%	15 7%	11 5%	2 2%	- -
Several times a week	116 10%	21 8%	95 11%	67 12%	42 8%	7 6%	8 11%	9 8%	4 6%	59 13%	33 9%	3 6%	53 10%	47 10%	16 12%	14 15%	2 7%	11 10%	5 6%	12 16%	10 13%	4 8%	8 9%	23 11%	17 7%	9 9%	1 8%
About once a week	92 8%	18 7%	74 8%	48 9%	37 7%	7 6%	6 8%	8 7%	4 6%	42 9%	29 8%	3 6%	44 8%	38 8%	10 8%	5 5%	5 17%	11 10%	7 8%	7 9%	6 8%	3 6%	4 5%	14 7%	20 9%	9 9%	1 8%
Several times a month	78 7%	15 6%	63 7%	36 7%	36 7%	6 5%	4 6%	8 7%	3 4%	32 7%	28 7%	3 6%	28 5%	40 8%	10 8%	5 5%	- -	7 6%	5 6%	2 3%	5 7%	2 4%	11 13%	17 8%	18 8%	5 5%	1 8%
About once a month	85 7%	18 7%	67 7%	47 9%	31 6%	7 6%	9 13%	6 5%	3 4%	38 8%	25 7%	4 8%	42 8%	31 6%	12 9%	8 9%	2 7%	7 6%	6 7%	6 8%	1 1%	4 8%	10 12%	15 7%	22 9%	4 4%	- -
Less often	179 15%	45 17%	133 15%	69 13%	89 18%	21 17%	11 15%	20 17%	14 20%	57 12%	69 18%	7 14%	88 16%	76 16%	15 11%	16 17%	3 10%	17 15%	16 19%	12 16%	12 16%	8 16%	9 10%	35 17%	32 14%	18 19%	1 8%
Never	476 41%	123 47%	353 39%	204 38%	204 41%	68 56%	28 39%	56 48%	39 55%	176 38%	148 39%	29 58%	231 43%	194 40%	50 38%	38 40%	12 41%	51 44%	27 33%	25 32%	29 38%	19 38%	36 42%	78 38%	105 45%	48 50%	8 67%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 68

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	681 59%	286 65%	284 67%	252 58%	237 68%
Several times a day	46 4%	21 5%	23 5%	19 4%	14 4%
About once a day	85 7%	41 9%	30 7%	39 9%	31 9%
Several times a week	116 10%	47 11%	54 13%	43 10%	35 10%
About once a week	92 8%	37 8%	37 9%	32 7%	32 9%
Several times a month	78 7%	35 8%	39 9%	35 8%	29 8%
About once a month	85 7%	38 9%	36 8%	27 6%	30 9%
Less often	179 15%	67 15%	65 15%	57 13%	66 19%
Never	476 41%	152 35%	143 33%	184 42%	112 32%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 69

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														
																				York- shire and the Humber	West Mid- lands	East Mid- lands		East of Eng- land					North- ern Ire- land	
	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												
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12			
NET: Ever	731 63%	157 61%	573 64%	339 63%	324 65%	68 56%	46 65%	70 60%	41 58%	292 63%	254 67%	27 54%	338 63%	303 62%	90 68%	60 64%	19 66%	71 62%	55 66%	55 71%	48 63%	27 54%	55 64%	142 69%	139 60%	56 58%	4 33%			
Several times a day	48 4%	9 3%	39 4%	33 6%	14 3%	1 1%	5 7%	4 3%	- -	28 6%	10 3%	1 2%	24 4%	19 4%	5 4%	2 2%	1 3%	5 4%	2 2%	5 6%	4 5%	- -	3 3%	11 5%	14 6%	1 1%	- -			
About once a day	60 5%	7 3%	53 6%	26 5%	31 6%	3 2%	1 1%	5 4%	1 1%	25 5%	26 7%	2 4%	27 5%	22 5%	11 8%	2 2%	4 14%	5 4%	2 2%	5 6%	6 8%	5 10%	4 5%	19 9%	5 2%	3 3%	- -			
Several times a week	103 9%	25 10%	78 9%	54 10%	43 9%	6 5%	8 11%	13 11%	4 6%	46 10%	30 8%	2 4%	34 6%	51 11%	18 14%	9 10%	2 7%	6 5%	9 11%	14 18%	9 12%	1 2%	8 9%	21 10%	16 7%	8 8%	- -			
About once a week	106 9%	35 14%	71 8%	47 9%	48 10%	11 9%	11 15%	16 14%	8 11%	36 8%	32 8%	3 6%	61 11%	36 7%	9 7%	13 14%	2 7%	8 7%	8 10%	4 5%	6 8%	4 8%	8 9%	22 11%	25 11%	6 6%	- -			
Several times a month	107 9%	19 7%	88 10%	53 10%	44 9%	10 8%	6 8%	8 7%	5 7%	47 10%	36 9%	5 10%	46 9%	49 10%	12 9%	12 13%	1 3%	14 12%	9 11%	7 9%	6 8%	7 14%	3 3%	18 9%	22 9%	8 8%	- -			
About once a month	107 9%	17 7%	89 10%	41 8%	55 11%	11 9%	5 7%	7 6%	5 7%	35 7%	48 13%	6 12%	48 9%	47 10%	12 9%	9 10%	4 14%	14 12%	10 12%	8 10%	3 4%	4 8%	9 10%	16 8%	20 9%	9 9%	1 8%			
Less often	200 17%	45 17%	155 17%	85 16%	89 18%	26 21%	10 14%	17 15%	18 25%	75 16%	72 19%	8 16%	98 18%	79 16%	23 17%	13 14%	5 17%	19 17%	15 18%	12 16%	14 18%	6 12%	20 23%	35 17%	37 16%	21 22%	3 25%			
Never	426 37%	102 39%	324 36%	200 37%	173 35%	53 44%	25 35%	47 40%	30 42%	175 37%	126 33%	23 46%	201 37%	182 38%	42 32%	34 36%	10 34%	44 38%	28 34%	22 29%	28 37%	23 46%	31 36%	65 31%	93 40%	40 42%	8 67%			

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 69

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	731 63%	316 72%	284 67%	275 63%	269 77%
Several times a day	48 4%	27 6%	24 6%	25 6%	18 5%
About once a day	60 5%	28 6%	27 6%	27 6%	29 8%
Several times a week	103 9%	49 11%	40 9%	34 8%	47 13%
About once a week	106 9%	48 11%	42 10%	45 10%	38 11%
Several times a month	107 9%	42 10%	48 11%	38 9%	41 12%
About once a month	107 9%	37 8%	35 8%	33 8%	39 11%
Less often	200 17%	85 19%	68 16%	73 17%	57 16%
Never	426 37%	122 28%	143 33%	161 37%	80 23%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 70

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 Mid-lands	East Mid-lands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	586 51%	116 45%	469 52%	273 51%	274 55%	39 32%	38 54%	57 49%	21 30%	234 50%	217 57%	18 36%	288 53%	232 48%	66 50%	43 46%	12 41%	56 49%	40 48%	49 64%	41 54%	27 54%	36 42%	126 61%	113 49%	38 40%	5 42%
Several times a day	31 3%	8 3%	23 3%	22 4%	9 2%	-	5 7%	3 3%	-	17 4%	6 2%	-	10 2%	14 3%	7 5%	-	-	3 3%	-	5 6%	1 1%	-	3 3%	12 6%	7 3%	-	-
About once a day	56 5%	8 3%	47 5%	35 6%	20 4%	1 1%	3 4%	5 4%	-	31 7%	15 4%	1 2%	30 6%	19 4%	7 5%	3 3%	2 7%	6 5%	3 4%	7 9%	5 7%	2 4%	-	18 9%	9 4%	1 1%	-
Several times a week	80 7%	14 5%	66 7%	41 8%	35 7%	4 3%	6 8%	7 6%	1 1%	35 7%	28 7%	3 6%	37 7%	33 7%	10 8%	7 7%	2 7%	7 6%	3 4%	4 5%	6 8%	3 6%	5 6%	25 12%	15 6%	3 3%	-
About once a week	88 8%	19 7%	69 8%	35 6%	47 9%	6 5%	2 3%	11 9%	6 8%	33 7%	36 9%	-	47 9%	35 7%	6 5%	8 9%	2 7%	7 6%	8 10%	7 9%	10 13%	4 8%	4 5%	18 9%	16 7%	3 3%	1 8%
Several times a month	67 6%	11 4%	56 6%	30 6%	35 7%	2 2%	4 6%	5 4%	2 3%	26 6%	30 8%	-	35 6%	28 6%	4 3%	3 3%	-	9 8%	5 6%	7 9%	5 7%	4 8%	3 3%	14 7%	10 4%	7 7%	-
About once a month	93 8%	14 5%	79 9%	36 7%	50 10%	7 6%	4 6%	7 6%	3 4%	32 7%	43 11%	4 8%	43 8%	32 7%	18 14%	9 10%	1 3%	6 5%	7 8%	8 10%	2 3%	6 12%	6 7%	18 9%	19 8%	10 10%	1 8%
Less often	171 15%	42 16%	129 14%	74 14%	78 16%	19 16%	14 20%	19 16%	9 13%	60 13%	59 16%	10 20%	86 16%	71 15%	14 11%	13 14%	5 17%	18 16%	14 17%	11 14%	12 16%	8 16%	15 17%	21 10%	37 16%	14 15%	3 25%
Never	571 49%	143 55%	428 48%	266 49%	223 45%	82 68%	33 46%	60 51%	50 70%	233 50%	163 43%	32 64%	251 47%	253 52%	66 50%	51 54%	17 59%	59 51%	43 52%	28 36%	35 46%	23 46%	50 58%	81 39%	119 51%	58 60%	7 58%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 70

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	586 51%	249 57%	237 56%	220 50%	233 67%
Several times a day	31 3%	15 3%	16 4%	16 4%	12 3%
About once a day	56 5%	27 6%	21 5%	30 7%	23 7%
Several times a week	80 7%	36 8%	30 7%	28 6%	32 9%
About once a week	88 8%	42 10%	42 10%	28 6%	36 10%
Several times a month	67 6%	18 4%	32 7%	28 6%	27 8%
About once a month	93 8%	44 10%	37 9%	32 7%	38 11%
Less often	171 15%	67 15%	59 14%	58 13%	65 19%
Never	571 49%	189 43%	190 44%	216 50%	116 33%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 71

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 Midlands	East Midlands	Wales	East of Eng-land	London	South East	South West	North-ern Ire-land	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	518 45%	114 44%	403 45%	221 41%	247 50%	50 41%	37 52%	51 44%	26 37%	183 39%	196 52%	24 48%	225 42%	222 46%	71 54%	38 40%	11 38%	50 43%	34 41%	37 48%	37 49%	26 52%	29 34%	108 52%	101 44%	44 46%	3 25%	
Several times a day	25 2%	4 2%	21 2%	17 3%	8 2%	- -	2 3%	2 2%	- -	15 3%	6 2%	- -	8 1%	11 2%	6 5%	- -	- -	2 2%	1 1%	1 1%	3 4%	- -	2 2%	11 5%	5 2%	- -	- -	
About once a day	43 4%	11 4%	32 4%	26 5%	15 3%	2 2%	6 8%	4 3%	1 1%	20 4%	11 3%	1 2%	20 4%	14 3%	9 7%	2 2%	1 3%	5 4%	2 2%	9 12%	2 3%	2 4%	1 1%	15 7%	4 2%	- -	- -	
Several times a week	62 5%	13 5%	49 5%	30 6%	26 5%	6 5%	4 6%	6 5%	3 4%	26 6%	20 5%	3 6%	26 5%	30 6%	6 5%	9 10%	1 3%	6 5%	1 1%	3 4%	5 7%	4 8%	6 7%	12 6%	10 4%	4 4%	1 8%	
About once a week	55 5%	14 5%	41 5%	22 4%	27 5%	6 5%	4 6%	6 5%	4 6%	18 4%	21 6%	2 4%	28 5%	22 5%	5 4%	3 3%	2 7%	7 6%	5 6%	5 6%	5 7%	2 4%	4 5%	8 4%	9 4%	5 5%	- -	
Several times a month	45 4%	9 3%	36 4%	17 3%	24 5%	4 3%	4 6%	3 3%	2 3%	13 3%	21 6%	2 4%	17 3%	21 4%	7 5%	4 4%	- -	3 3%	2 2%	2 3%	4 5%	4 8%	3 3%	9 4%	10 4%	4 4%	- -	
About once a month	50 4%	7 3%	43 5%	20 4%	26 5%	4 3%	1 1%	4 3%	2 3%	19 4%	22 6%	2 4%	25 5%	18 4%	7 5%	3 3%	2 7%	2 2%	5 6%	5 6%	2 3%	- -	3 3%	13 6%	12 5%	3 3%	- -	
Less often	238 21%	56 22%	181 20%	89 17%	121 24%	28 23%	16 23%	26 22%	14 20%	72 15%	95 25%	14 28%	101 19%	106 22%	31 23%	17 18%	5 17%	25 22%	18 22%	12 16%	16 21%	14 28%	10 12%	40 19%	51 22%	28 29%	2 17%	
Never	639 55%	145 56%	494 55%	318 59%	250 50%	71 59%	34 48%	66 56%	45 63%	284 61%	184 48%	26 52%	314 58%	263 54%	61 46%	56 60%	18 62%	65 57%	49 59%	40 52%	39 51%	24 48%	57 66%	99 48%	131 56%	52 54%	9 75%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 71

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	518 45%	226 52%	202 47%	191 44%	207 59%
Several times a day	25 2%	12 3%	12 3%	12 3%	8 2%
About once a day	43 4%	18 4%	11 3%	26 6%	16 5%
Several times a week	62 5%	29 7%	23 5%	24 6%	25 7%
About once a week	55 5%	27 6%	22 5%	17 4%	18 5%
Several times a month	45 4%	16 4%	21 5%	13 3%	21 6%
About once a month	50 4%	24 5%	20 5%	17 4%	24 7%
Less often	238 21%	100 23%	93 22%	82 19%	95 27%
Never	639 55%	212 48%	225 53%	245 56%	142 41%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 72

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
Base	1122	254	867	523	482	117	71	114	69	451	368	48	524	471	126	93	29	112	82	77	73	49	84	199	222	92	10
Comedy	219 20%	39 15%	180 21%	127 24%	79 16%	13 11%	13 18%	16 14%	10 14%	114 25%	63 17%	3 6%	94 18%	93 20%	31 25%	25 27%	5 17%	19 17%	24 29%	10 13%	13 18%	14 29%	17 20%	28 14%	44 20%	20 22%	-
True Crime	121 11%	15 6%	106 12%	66 13%	48 10%	7 6%	4 6%	6 5%	5 7%	62 14%	42 11%	2 4%	49 9%	58 12%	14 11%	13 14%	3 10%	14 13%	11 13%	10 13%	12 16%	6 12%	8 10%	16 8%	19 9%	8 9%	1 10%
Discussion and Talk Shows	99 9%	14 6%	85 10%	52 10%	41 9%	6 5%	4 6%	7 6%	3 4%	48 11%	34 9%	3 6%	47 9%	38 8%	14 11%	8 9%	4 14%	8 7%	5 6%	9 12%	5 7%	3 6%	8 10%	25 13%	18 8%	5 5%	1 10%
Health and Wellbeing	90 8%	6 2%	84 10%	37 7%	47 10%	6 5%	1 1%	4 4%	1 1%	36 8%	43 12%	5 10%	42 8%	39 8%	9 7%	6 6%	2 7%	9 8%	5 6%	6 8%	7 10%	4 8%	8 10%	12 6%	18 8%	11 12%	2 20%
Entertainment	76 7%	10 4%	66 8%	42 8%	31 6%	3 3%	2 3%	6 5%	2 3%	40 9%	25 7%	1 2%	40 8%	28 6%	8 6%	6 6%	1 3%	5 4%	3 4%	8 10%	6 8%	1 2%	7 8%	17 9%	18 8%	2 2%	2 20%
News and Current Affairs	64 6%	15 6%	49 6%	27 5%	27 6%	10 9%	4 6%	6 5%	5 7%	23 5%	21 6%	5 10%	34 6%	25 5%	5 4%	6 6%	4 14%	8 7%	6 7%	5 6%	1 1%	3 6%	2 2%	11 6%	10 5%	8 9%	-
Football	56 5%	41 16%	15 2%	21 4%	25 5%	10 9%	16 23%	16 14%	9 13%	5 1%	9 2%	1 2%	29 6%	21 4%	6 5%	7 8%	2 7%	6 5%	7 9%	3 4%	5 7%	1 2%	5 6%	9 5%	5 2%	5 5%	1 10%
Politics	45 4%	21 8%	24 3%	14 3%	21 4%	10 9%	5 7%	9 8%	7 10%	9 2%	12 3%	3 6%	24 5%	17 4%	4 3%	3 3%	1 3%	7 6%	1 1%	3 4%	5 7%	3 6%	3 4%	7 4%	6 3%	6 7%	-
Fiction/ drama	42 4%	5 2%	37 4%	8 2%	18 4%	16 14%	-	2 2%	3 4%	8 2%	16 4%	13 27%	21 4%	19 4%	2 2%	4 4%	2 7%	4 4%	2 2%	4 5%	3 4%	4 8%	4 5%	2 1%	10 5%	2 2%	1 10%
Science and Technology	39 3%	21 8%	18 2%	8 2%	16 3%	15 13%	3 4%	8 7%	10 14%	5 1%	8 2%	5 10%	27 5%	7 1%	5 4%	2 2%	-	5 4%	4 5%	2 3%	1 1%	-	5 6%	5 3%	12 5%	3 3%	-
TV and Film	39 3%	11 4%	28 3%	16 3%	19 4%	4 3%	3 4%	6 5%	2 3%	13 3%	13 4%	2 4%	17 3%	19 4%	3 2%	1 1%	3 10%	4 4%	3 4%	3 4%	1 1%	-	3 4%	9 5%	9 4%	3 3%	-
Education	35 3%	5 2%	29 3%	15 3%	19 4%	1 1%	2 3%	3 3%	-	12 3%	16 4%	1 2%	18 3%	17 4%	-	-	-	5 4%	2 2%	3 4%	2 3%	-	1 1%	13 7%	7 3%	2 2%	-
Society and Culture	33 3%	4 2%	29 3%	17 3%	15 3%	1 1%	2 3%	2 2%	-	15 3%	13 4%	1 2%	17 3%	13 3%	3 2%	-	-	5 4%	2 2%	1 1%	1 1%	2 4%	4 5%	9 5%	4 2%	4 4%	1
Food	31 3%	2 1%	29 3%	16 3%	14 3%	1 1%	-	1 1%	1 1%	16 4%	13 4%	-	8 2%	15 3%	8 6%	1 1%	1 3%	4 4%	2 2%	4 5%	3 4%	2 4%	1 1%	4 2%	8 4%	1 1%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 72

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
Base	1122	254	867	523	482	117	71	114	69	451	368	48	524	471	126	93	29	112	82	77	73	49	84	199	222	92	10
Hobbies	28 2%	11 4%	17 2%	6 1%	18 4%	4 3%	2 3%	6 5%	3 4%	4 1%	12 3%	1 2%	12 2%	13 3%	3 2%	1 1%	1 3%	1 1%	1 1%	2 3%	-	2 4%	1 1%	4 2%	11 5%	4 4%	-
Arts or music discussion	23 2%	6 2%	17 2%	11 2%	11 2%	1 1%	1 1%	4 4%	1 1%	10 2%	7 2%	-	8 2%	12 3%	3 2%	4 4%	-	2 2%	-	1 1%	-	1 2%	3 4%	6 3%	5 2%	1 1%	-
Business	21 2%	8 3%	13 1%	12 2%	6 1%	3 3%	2 3%	3 3%	3 4%	10 2%	3 1%	-	9 2%	12 3%	-	2 2%	-	1 1%	2 2%	1 1%	3 4%	-	2 2%	5 3%	4 2%	1 1%	-
Travel	18 2%	2 1%	16 2%	11 2%	6 1%	1 1%	1 1%	-	1 1%	10 2%	6 2%	-	11 2%	6 1%	1 1%	-	-	2 2%	1 1%	1 1%	1 1%	1 2%	1 1%	6 3%	1 *	3 3%	1 10%
Other sports	16 1%	10 4%	6 1%	4 1%	9 2%	3 3%	4 6%	4 4%	2 3%	-	5 1%	1 2%	8 2%	8 2%	-	1 1%	-	-	1 1%	-	3 4%	-	1 1%	5 3%	5 2%	-	-
Other music	15 1%	5 2%	10 1%	7 1%	6 1%	2 2%	1 1%	3 3%	1 1%	6 1%	3 1%	1 2%	3 1%	5 1%	7 6%	3 3%	-	2 2%	-	1 1%	-	2 4%	-	1 1%	5 2%	1 1%	-
Professional Development	12 1%	3 1%	9 1%	6 1%	6 1%	-	1 1%	2 2%	-	5 1%	4 1%	-	6 1%	6 1%	-	-	-	1 1%	-	-	1 1%	-	-	5 3%	3 1%	2 2%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 72

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1122	433	421	423	343
Comedy	219 20%	80 18%	92 22%	100 24%	54 16%
True Crime	121 11%	42 10%	53 13%	42 10%	30 9%
Discussion and Talk Shows	99 9%	20 5%	38 9%	30 7%	32 9%
Health and Wellbeing	90 8%	19 4%	31 7%	37 9%	31 9%
Entertainment	76 7%	29 7%	30 7%	31 7%	29 8%
News and Current Affairs	64 6%	36 8%	27 6%	24 6%	21 6%
Football	56 5%	21 5%	21 5%	18 4%	17 5%
Politics	45 4%	22 5%	11 3%	12 3%	12 3%
Fiction/ drama	42 4%	34 8%	5 1%	16 4%	7 2%
Science and Technology	39 3%	20 5%	7 2%	14 3%	11 3%
TV and Film	39 3%	16 4%	11 3%	21 5%	11 3%
Education	35 3%	13 3%	16 4%	13 3%	17 5%
Society and Culture	33 3%	13 3%	12 3%	9 2%	13 4%
Food	31 3%	14 3%	16 4%	11 3%	11 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 72

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1122	433	421	423	343
Hobbies	28 2%	11 3%	7 2%	9 2%	14 4%
Arts or music discussion	23 2%	12 3%	13 3%	9 2%	8 2%
Business	21 2%	9 2%	7 2%	8 2%	6 2%
Travel	18 2%	6 1%	9 2%	5 1%	9 3%
Other sports	16 1%	6 1%	5 1%	7 2%	- -
Other music	15 1%	7 2%	8 2%	2 *	6 2%
Professional Development	12 1%	3 1%	2 *	5 1%	4 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 73

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
Talked to friends/ family about what you heard	832 72%	165 64%	666 74%	389 72%	362 73%	81 67%	50 70%	70 60%	45 63%	338 72%	292 77%	36 72%	397 74%	344 71%	90 68%	68 72%	19 66%	80 70%	62 75%	57 74%	50 66%	39 78%	61 71%	145 70%	173 75%	71 74%	7 58%
Researched more about a topic discussed in the podcast	623 54%	146 56%	477 53%	291 54%	269 54%	63 52%	39 55%	67 57%	40 56%	252 54%	202 53%	23 46%	298 55%	264 54%	61 46%	47 50%	17 59%	56 49%	44 53%	41 53%	48 63%	26 52%	46 53%	106 51%	125 54%	61 64%	6 50%
Listened to other podcasts or audio recommended at the end of a podcast	544 47%	113 44%	431 48%	248 46%	237 48%	59 49%	26 37%	54 46%	33 46%	222 48%	183 48%	26 52%	272 50%	216 45%	56 42%	41 44%	13 45%	54 47%	47 57%	34 44%	36 47%	26 52%	36 42%	87 42%	115 50%	49 51%	6 50%
Started following someone on social media	518 45%	95 37%	423 47%	286 53%	206 41%	26 21%	34 48%	49 42%	12 17%	252 54%	157 41%	14 28%	242 45%	224 46%	52 39%	47 50%	17 59%	51 44%	39 47%	38 49%	39 51%	27 54%	30 35%	90 43%	95 41%	41 43%	4 33%
Followed advice/ recommendation given in a podcast	442 38%	103 40%	338 38%	219 41%	186 37%	37 31%	30 42%	53 45%	20 28%	188 40%	133 35%	17 34%	223 41%	176 36%	43 33%	35 37%	9 31%	45 39%	32 39%	31 40%	25 33%	20 40%	34 40%	83 40%	83 36%	41 43%	4 33%
Talked about the podcast on social media	268 23%	63 24%	205 23%	130 24%	122 25%	16 13%	22 31%	29 25%	12 17%	108 23%	93 24%	4 8%	117 22%	121 25%	30 23%	21 22%	8 28%	23 20%	16 19%	21 27%	18 24%	13 26%	15 17%	56 27%	55 24%	21 22%	1 8%
Bought products mentioned in the podcast	176 15%	38 15%	138 15%	77 14%	90 18%	9 7%	14 20%	20 17%	4 6%	63 13%	70 18%	5 10%	90 17%	65 13%	21 16%	13 14%	6 21%	16 14%	14 17%	19 25%	15 20%	6 12%	17 20%	35 17%	28 12%	7 7%	-
Listened to a radio show for the first time	170 15%	48 19%	122 14%	75 14%	73 15%	22 18%	13 18%	18 15%	17 24%	62 13%	55 14%	5 10%	86 16%	70 14%	14 11%	14 15%	7 24%	16 14%	10 12%	15 19%	10 13%	9 18%	11 13%	34 16%	31 13%	12 13%	1 8%
Attended a podcast event (e.g. podcast convention, live recording, live show)	111 10%	22 8%	89 10%	59 11%	47 9%	5 4%	9 13%	11 9%	2 3%	50 11%	36 9%	3 6%	53 10%	50 10%	8 6%	9 10%	4 14%	11 10%	8 10%	14 18%	7 9%	6 12%	2 2%	24 12%	19 8%	7 7%	-
Paid to subscribe to or download a podcast	101 9%	28 11%	73 8%	45 8%	49 10%	7 6%	9 13%	15 13%	4 6%	36 8%	34 9%	3 6%	52 10%	38 8%	11 8%	7 7%	4 14%	7 6%	9 11%	13 17%	6 8%	1 2%	7 8%	24 12%	17 7%	4 4%	2 17%
Bought podcast-related merchandise	90 8%	19 7%	71 8%	47 9%	41 8%	2 2%	6 8%	13 11%	-	41 9%	28 7%	2 4%	50 9%	33 7%	7 5%	7 7%	7 24%	7 6%	7 8%	14 18%	4 5%	8 16%	4 5%	15 7%	15 6%	2 2%	-
Other	16 1%	5 2%	11 1%	8 1%	7 1%	1 1%	2 3%	2 2%	1 1%	6 1%	5 1%	-	6 1%	9 2%	1 1%	1 1%	-	2 2%	2 2%	-	-	-	3 3%	3 1%	3 1%	2 2%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 73

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
None of these	71	21	50	24	33	14	4	9	8	20	24	6	29	32	10	6	1	5	3	4	2	2	7	17	19	3	2
	6%	8%	6%	4%	7%	12%	6%	8%	11%	4%	6%	12%	5%	7%	8%	6%	3%	4%	4%	5%	3%	4%	8%	8%	8%	3%	17%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 73

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
Talked to friends/ family about what you heard	832 72%	315 72%	331 78%	331 76%	252 72%
Researched more about a topic discussed in the podcast	623 54%	240 55%	249 58%	256 59%	211 60%
Listened to other podcasts or audio recommended at the end of a podcast	544 47%	226 52%	215 50%	221 51%	156 45%
Started following someone on social media	518 45%	166 38%	233 55%	224 51%	171 49%
Followed advice/ recommendation given in a podcast	442 38%	165 38%	193 45%	192 44%	159 46%
Talked about the podcast on social media	268 23%	111 25%	132 31%	117 27%	99 28%
Bought products mentioned in the podcast	176 15%	78 18%	83 19%	88 20%	75 21%
Listened to a radio show for the first time	170 15%	105 24%	79 19%	65 15%	67 19%
Attended a podcast event (e.g. podcast convention, live recording, live show)	111 10%	41 9%	47 11%	56 13%	28 8%
Paid to subscribe to or download a podcast	101 9%	53 12%	56 13%	55 13%	46 13%
Bought podcast-related merchandise	90 8%	44 10%	45 11%	47 11%	32 9%
Other	16 1%	6 1%	6 1%	5 1%	5 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 73

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

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
None of these	71 6%	25 6%	16 4%	19 4%	16 5%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 74

Q19. 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.

Base: All respondents

		Gender		Age			Gender/Age						SEG			Region												
																				Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land
	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										
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
BBC Sounds	438 38%	133 51%	305 34%	141 26%	208 42%	89 74%	25 35%	56 48%	52 73%	116 25%	152 40%	37 74%	218 40%	171 35%	48 36%	37 39%	13 45%	38 33%	31 37%	35 45%	33 43%	20 40%	40 47%	56 27%	85 37%	45 47%	5 42%	
Apple podcasts/ iTunes	436 38%	87 34%	349 39%	214 40%	185 37%	37 31%	29 41%	34 29%	24 34%	185 40%	151 40%	13 26%	234 43%	167 34%	35 27%	29 31%	12 41%	46 40%	26 31%	34 44%	20 26%	17 34%	25 29%	92 44%	91 39%	40 42%	4 33%	
Spotify	427 37%	81 31%	345 38%	266 49%	140 28%	21 17%	30 42%	39 33%	12 17%	235 50%	101 27%	9 18%	183 34%	191 39%	53 40%	43 46%	9 31%	36 31%	29 35%	32 42%	24 32%	27 54%	30 35%	88 43%	73 31%	31 32%	5 42%	
YouTube	349 30%	84 32%	265 30%	157 29%	162 33%	30 25%	24 34%	38 32%	22 31%	133 28%	124 33%	8 16%	151 28%	148 31%	50 38%	34 36%	6 21%	29 25%	26 31%	24 31%	20 26%	14 28%	22 26%	79 38%	68 29%	25 26%	2 17%	
Google Podcasts	142 12%	36 14%	106 12%	47 9%	82 16%	13 11%	5 7%	23 20%	8 11%	42 9%	59 16%	5 10%	72 13%	55 11%	15 11%	15 16%	4 14%	14 12%	12 14%	16 21%	5 7%	4 8%	5 6%	29 14%	28 12%	9 9%	1 8%	
Soundcloud	109 9%	29 11%	80 9%	52 10%	50 10%	7 6%	8 11%	17 15%	4 6%	44 9%	33 9%	3 6%	58 11%	41 8%	10 8%	7 7%	3 10%	5 4%	5 6%	11 14%	7 9%	4 8%	5 6%	30 14%	26 11%	5 5%	1 8%	
Newspaper site/app (e.g. The Guardian, The Times)	84 7%	28 11%	56 6%	27 5%	41 8%	16 13%	7 10%	10 9%	11 15%	20 4%	31 8%	5 10%	48 9%	28 6%	8 6%	9 10%	1 3%	6 5%	3 4%	4 5%	3 4%	6 12%	6 7%	27 13%	14 6%	5 5%	- -	
RadioPlayer	75 6%	20 8%	55 6%	24 4%	42 8%	9 7%	3 4%	11 9%	6 8%	21 4%	31 8%	3 6%	36 7%	34 7%	5 4%	6 6%	1 3%	6 5%	5 6%	6 8%	4 5%	5 10%	5 6%	17 8%	12 5%	8 8%	- -	
Castbox	58 5%	14 5%	44 5%	32 6%	22 4%	4 3%	2 3%	11 9%	1 1%	30 6%	11 3%	3 6%	26 5%	25 5%	7 5%	3 3%	2 7%	7 6%	5 6%	6 8%	5 7%	3 6%	1 1%	13 6%	10 4%	3 3%	- -	
Globalplayer	48 4%	15 6%	33 4%	18 3%	25 5%	5 4%	3 4%	10 9%	2 3%	15 3%	15 4%	3 6%	28 5%	14 3%	6 5%	3 3%	1 3%	2 2%	- -	3 4%	4 5%	3 6%	2 2%	20 10%	9 4%	1 1%	- -	
Podcast Addict	47 4%	12 5%	35 4%	18 3%	25 5%	4 3%	3 4%	8 7%	1 1%	15 3%	17 4%	3 6%	25 5%	17 4%	5 4%	7 7%	2 7%	3 3%	2 2%	6 8%	1 1%	1 2%	1 1%	7 3%	14 6%	1 1%	2 17%	
TuneIn Radio	42 4%	16 6%	26 3%	9 2%	28 6%	5 4%	2 3%	11 9%	3 4%	7 1%	17 4%	2 4%	21 4%	17 4%	4 3%	4 4%	1 3%	2 2%	1 1%	3 4%	2 3%	2 4%	1 1%	17 8%	7 3%	2 2%	- -	
Website or app of the podcast itself e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com	32 3%	9 3%	23 3%	12 2%	16 3%	4 3%	2 3%	5 4%	2 3%	10 2%	11 3%	2 4%	14 3%	15 3%	3 2%	2 2%	- -	2 2%	2 2%	2 2%	5 3%	1 7%	4 2%	4 2%	9 4%	1 1%	- -	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 74

Q19. 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.

Base: All respondents

		Gender		Age			Gender/Age						SEG			Region												
																				Yorkshire and the Humber	West Midlands	East Midlands		East of England				North-ern Ire-land
	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				Wales		London	South East	South West		
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
Planet Radio	31 3%	7 3%	24 3%	14 3%	14 3%	3 2%	3 4%	1 1%	3 4%	11 2%	13 3%	-	21 4%	7 1%	3 2%	3 3%	2 7%	2 2%	-	7 9%	3 4%	1 2%	-	7 3%	4 2%	2 2%	-	
Pocket Casts	28 2%	8 3%	20 2%	12 2%	15 3%	1 1%	1 1%	6 5%	1 1%	11 2%	9 2%	-	10 2%	15 3%	3 2%	2 2%	1 3%	1 1%	1 1%	2 3%	3 4%	1 2%	2 2%	9 4%	3 1%	3 3%	-	
Overcast	28 2%	9 3%	19 2%	13 2%	14 3%	1 1%	2 3%	6 5%	1 1%	11 2%	8 2%	-	16 3%	9 2%	3 2%	1 1%	1 3%	-	2 2%	1 1%	3 4%	-	1 1%	7 3%	8 3%	4 4%	-	
BeyondPod	25 2%	6 2%	19 2%	16 3%	9 2%	-	3 4%	3 3%	-	13 3%	6 2%	-	12 2%	10 2%	3 2%	-	2 7%	-	-	4 5%	4 5%	-	2 2%	9 4%	3 1%	1 1%	-	
Stitcher	20 2%	3 1%	17 2%	10 2%	8 2%	2 2%	-	2 2%	1 1%	10 2%	6 2%	1 2%	12 2%	4 1%	4 3%	1 1%	-	3 3%	1 1%	1 1%	1 1%	-	-	9 4%	4 2%	-	-	
DoggCatcher	16 1%	2 1%	14 2%	8 1%	7 1%	1 1%	1 1%	1 1%	-	7 1%	6 2%	1 2%	9 2%	3 1%	4 3%	-	1 3%	-	2 2%	3 4%	-	-	-	8 4%	2 1%	-	-	
Other website/app	87 8%	22 8%	65 7%	26 5%	51 10%	10 8%	6 8%	12 10%	4 6%	20 4%	39 10%	6 12%	40 7%	34 7%	13 10%	6 6%	4 14%	11 10%	6 7%	3 4%	8 11%	-	8 9%	16 8%	21 9%	4 4%	-	
NET: Specialist podcast sites	151 13%	37 14%	114 13%	73 14%	68 14%	10 8%	8 11%	24 21%	5 7%	65 14%	44 12%	5 10%	69 13%	65 13%	17 13%	10 11%	5 17%	13 11%	12 14%	14 18%	14 18%	4 8%	6 7%	31 15%	30 13%	10 10%	2 17%	
NET: Commercial Radio	97 8%	31 12%	66 7%	32 6%	54 11%	11 9%	7 10%	17 15%	7 10%	25 5%	37 10%	4 8%	54 10%	33 7%	10 8%	8 9%	2 7%	5 4%	1 1%	11 14%	8 11%	4 8%	3 3%	37 18%	14 6%	4 4%	-	
Average number of mentions	2.10	2.31	2.05	2.02	2.20	2.08	2.15	2.50	2.17	2.00	2.11	1.96	2.22	2.00	2.04	2.19	2.14	1.76	1.84	2.60	1.93	2.18	1.77	2.55	2.03	1.94	1.67	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 74

Q19. 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.

Base: All respondents

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
BBC Sounds	438 38%	438 100%	152 36%	157 36%	128 37%
Apple podcasts/ iTunes	436 38%	157 36%	127 30%	436 100%	113 32%
Spotify	427 37%	152 35%	427 100%	127 29%	147 42%
YouTube	349 30%	128 29%	147 34%	113 26%	349 100%
Google Podcasts	142 12%	77 18%	72 17%	46 11%	78 22%
Soundcloud	109 9%	57 13%	61 14%	44 10%	68 19%
Newspaper site/app (e.g. The Guardian, The Times)	84 7%	59 13%	50 12%	30 7%	58 17%
RadioPlayer	75 6%	56 13%	37 9%	29 7%	40 11%
Castbox	58 5%	29 7%	19 4%	14 3%	10 3%
Globalplayer	48 4%	36 8%	28 7%	15 3%	19 5%
Podcast Addict	47 4%	24 5%	14 3%	11 3%	12 3%
TuneIn Radio	42 4%	26 6%	22 5%	14 3%	23 7%
Website or app of the podcast itself e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com	32 3%	10 2%	7 2%	5 1%	10 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 74

Q19. 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.

Base: All respondents

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
Planet Radio	31 3%	25 6%	21 5%	12 3%	18 5%
Pocket Casts	28 2%	13 3%	11 3%	9 2%	9 3%
Overcast	28 2%	19 4%	11 3%	9 2%	12 3%
BeyondPod	25 2%	15 3%	12 3%	9 2%	8 2%
Stitcher	20 2%	13 3%	8 2%	10 2%	8 2%
DoggCatcher	16 1%	13 3%	12 3%	9 2%	8 2%
Other website/app	87 8%	32 7%	16 4%	10 2%	14 4%
NET: Specialist podcast sites	151 13%	65 15%	40 9%	35 8%	28 8%
NET: Commercial Radio	97 8%	64 15%	50 12%	29 7%	43 12%
Average number of mentions	2.10	3.08	2.90	2.52	3.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 75

Q19b. Which of these do you use most often?**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-east
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
Apple podcasts/ iTunes	292 25%	55 21%	237 26%	150 28%	121 24%	21 17%	21 30%	22 19%	12 17%	129 28%	99 26%	9 18%	162 30%	113 23%	17 13%	17 18%	8 28%	34 30%	19 23%	23 30%	15 20%	13 26%	13 15%	59 29%	65 28%	23 24%	3 25%
Spotify	250 22%	35 14%	214 24%	172 32%	70 14%	8 7%	17 24%	15 13%	3 4%	154 33%	55 14%	5 10%	101 19%	121 25%	28 21%	25 27%	5 17%	27 23%	16 19%	13 17%	13 17%	15 30%	16 19%	46 22%	47 20%	23 24%	4 33%
BBC Sounds	187 16%	60 23%	127 14%	39 7%	87 18%	61 50%	6 8%	20 17%	34 48%	33 7%	67 18%	27 54%	96 18%	68 14%	22 17%	20 21%	7 24%	15 13%	12 14%	12 16%	15 20%	10 20%	22 26%	21 10%	33 14%	17 18%	3 25%
YouTube	172 15%	46 18%	126 14%	71 13%	85 17%	16 13%	13 18%	19 16%	14 20%	58 12%	66 17%	2 4%	65 12%	74 15%	33 25%	19 20%	2 7%	16 14%	17 20%	8 10%	10 13%	5 10%	13 15%	32 15%	36 16%	14 15%	-
Google Podcasts	40 3%	8 3%	32 4%	17 3%	21 4%	2 2%	1 1%	6 5%	1 1%	16 3%	15 4%	1 2%	20 4%	16 3%	4 3%	2 2%	3 10%	1 1%	5 6%	7 9%	1 1%	1 2%	3 3%	7 3%	5 2%	4 4%	1 8%
Castbox	28 2%	5 2%	23 3%	15 3%	11 2%	2 2%	-	4 3%	1 1%	15 3%	7 2%	1 2%	12 2%	12 2%	4 3%	2 2%	1 3%	5 4%	2 2%	1 1%	3 4%	2 4%	-	6 3%	4 2%	2 2%	-
Podcast Addict	21 2%	5 2%	16 2%	6 1%	15 3%	-	-	5 4%	-	6 1%	10 3%	-	11 2%	8 2%	2 2%	3 3%	1 3%	1 1%	1 1%	4 5%	-	-	1 1%	1 *	7 3%	1 1%	1 8%
Website or app of the podcast itself	18 2%	5 2%	13 1%	4 1%	12 2%	2 2%	-	4 3%	1 1%	4 1%	8 2%	1 2%	8 1%	10 2%	-	-	-	2 2%	1 1%	1 1%	3 4%	1 2%	3 3%	2 1%	4 2%	1 1%	-
Pocket Casts	16 1%	4 2%	12 1%	7 1%	8 2%	1 1%	1 1%	2 2%	1 1%	6 1%	6 2%	-	5 1%	10 2%	1 1%	1 1%	-	1 1%	1 1%	1 1%	2 3%	1 2%	2 2%	4 2%	2 1%	1 1%	-
Newspaper site/app (e.g. The Guardian, The Times)	15 1%	4 2%	11 1%	5 1%	7 1%	3 2%	-	2 2%	2 3%	5 1%	5 1%	1 2%	6 1%	8 2%	1 1%	1 1%	-	1 1%	-	-	1 1%	1 2%	1 1%	5 2%	4 2%	1 1%	-
Soundcloud	12 1%	1 *	11 1%	5 1%	6 1%	1 1%	-	1 1%	-	5 1%	5 1%	1 2%	7 1%	4 1%	1 1%	1 1%	-	-	2 2%	-	2 3%	-	1 1%	5 2%	1 *	-	-
Overcast	12 1%	7 3%	5 1%	6 1%	5 1%	1 1%	2 3%	4 3%	1 1%	4 1%	1 *	-	7 1%	4 1%	1 1%	-	-	-	1 1%	-	3 4%	-	1 1%	-	4 2%	3 3%	-
RadioPlayer	10 1%	-	10 1%	3 1%	7 1%	-	-	-	-	3 1%	7 2%	-	4 1%	5 1%	1 1%	-	-	-	1 1%	2 3%	1 1%	-	2 2%	2 1%	1 *	1 1%	-
TuneIn Radio	9 1%	4 2%	5 1%	3 1%	6 1%	-	1 1%	3 3%	-	2 *	3 1%	-	4 1%	4 1%	1 1%	-	-	1 1%	1 1%	-	-	-	-	5 2%	1 *	1 1%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 75

Q19b. Which of these do you use most often?**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-east Ireland
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
BeyondPod	8 1%	3 1%	5 1%	6 1%	2 *	-	2 3%	1 1%	-	4 1%	1 *	-	2 *	5 1%	1 1%	-	1 3%	-	-	1 1%	1 1%	-	2 2%	2 1%	-	1 1%	-
Stitcher	4 *	-	4 *	3 1%	1 *	-	-	-	-	3 1%	1 *	-	2 *	1 *	1 1%	1 1%	-	2 2%	-	-	1 1%	-	-	-	-	-	-
Planet Radio	2 *	-	2 *	1 *	1 *	-	-	-	-	1 *	1 *	-	1 *	1 *	-	-	-	-	-	-	-	-	-	1 *	-	1 1%	-
Globalplayer	2 *	1 *	1 *	2 *	-	-	1 1%	-	-	1 *	-	-	1 *	-	1 1%	-	-	-	-	1 1%	-	1 2%	-	-	-	-	-
DoggCatcher	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website/ app	59 5%	16 6%	43 5%	24 4%	32 6%	3 2%	6 8%	9 8%	1 1%	18 4%	23 6%	2 4%	25 5%	21 4%	13 10%	2 2%	1 3%	9 8%	4 5%	3 4%	5 7%	-	6 7%	9 4%	18 8%	2 2%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 75

Q19b. Which of these do you use most often?**Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
Apple podcasts/ iTunes	292 25%	77 18%	52 12%	292 67%	46 13%
Spotify	250 22%	61 14%	247 58%	42 10%	53 15%
BBC Sounds	187 16%	187 43%	38 9%	41 9%	31 9%
YouTube	172 15%	41 9%	50 12%	36 8%	172 49%
Google Podcasts	40 3%	16 4%	10 2%	5 1%	14 4%
Castbox	28 2%	7 2%	3 1%	5 1%	1 *
Podcast Addict	21 2%	2 *	1 *	- -	- -
Website or app of the podcast itself	18 2%	3 1%	1 *	- -	5 1%
Pocket Casts	16 1%	2 *	2 *	2 *	2 1%
Newspaper site/app (e.g. The Guardian, The Times)	15 1%	6 1%	6 1%	4 1%	5 1%
Soundcloud	12 1%	4 1%	2 *	2 *	3 1%
Overcast	12 1%	5 1%	- -	- -	1 *
RadioPlayer	10 1%	4 1%	4 1%	- -	3 1%
TuneIn Radio	9 1%	1 *	1 *	1 *	4 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 75

Q19b. Which of these do you use most often?**Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
BeyondPod	8 1%	1 *	- -	1 *	1 *
Stitcher	4 *	2 *	- -	- -	- -
Planet Radio	2 *	1 *	- -	- -	- -
Globalplayer	2 *	2 *	1 *	- -	1 *
DoggCatcher	- -	- -	- -	- -	- -
Other website/ app	59 5%	16 4%	9 2%	5 1%	7 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 76

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Summary****Base: All respondents who use each**

	Platforms															Newspaper site/app (e.g. The Guardian, The Times)	YouTube	Soundcloud	Website or app of the podcast itself	Other website/app
	Apple podcasts / iTunes	Google Podcasts	Spotify	Pocket Casts	BeyondPod	DoggCatcher	Stitcher	Podcast Addict	Overcast	Castbox	RadioPlayer	BBC Sounds	Globalplayer	Planet Radio	TuneIn Radio					
Base	436	142	427	28	25	16	20	47	28	58	75	438	48	31	42	84	349	109	32	87
Smartphone	383 88%	121 85%	381 89%	19 68%	12 48%	8 50%	14 70%	37 79%	24 86%	42 72%	48 64%	337 77%	35 73%	22 71%	35 83%	60 71%	270 77%	79 72%	21 66%	65 75%
Tablet	112 26%	47 33%	100 23%	11 39%	13 52%	8 50%	6 30%	13 28%	6 21%	18 31%	30 40%	132 30%	14 29%	12 39%	13 31%	33 39%	125 36%	33 30%	8 25%	11 13%
Laptop	77 18%	52 37%	138 32%	9 32%	6 24%	7 44%	6 30%	5 11%	8 29%	10 17%	29 39%	126 29%	16 33%	10 32%	10 24%	48 57%	187 54%	38 35%	9 28%	20 23%
Smart speaker	23 5%	14 10%	64 15%	5 18%	8 32%	3 19%	3 15%	7 15%	3 11%	4 7%	8 11%	48 11%	6 13%	6 19%	8 19%	8 10%	20 6%	12 11%	2 6%	6 7%
Smart TV	12 3%	16 11%	37 9%	2 7%	6 24%	6 38%	5 25%	4 9%	3 11%	6 10%	12 16%	33 8%	5 10%	6 19%	5 12%	11 13%	87 25%	9 8%	2 6%	3 3%
Other	9 2%	3 2%	12 3%	2 7%	5 20%	1 6%	2 10%	1 2%	1 4%	3 5%	4 5%	19 4%	2 4%	2 6%	2 5%	6 7%	11 3%	9 8%	4 13%	7 8%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 77

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Apple podcasts/ iTunes****Base: All respondents who use 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
Base	436	87	349	214	185	37	29	34	24	185	151	13	234	167	35	29	12	46	26	34	20	17	25	92	91	40	4
Smartphone	383 88%	66 76%	317 91%	197 92%	168 91%	18 49%	25 86%	30 88%	11 46%	172 93%	138 91%	7 54%	202 86%	148 89%	33 94%	27 93%	11 92%	39 85%	20 77%	32 94%	17 85%	12 71%	23 92%	83 90%	79 87%	36 90%	4 100%
Tablet	112 26%	31 36%	81 23%	37 17%	58 31%	17 46%	5 17%	17 50%	9 38%	32 17%	41 27%	8 62%	71 30%	29 17%	12 34%	8 28%	4 33%	9 20%	5 19%	11 32%	4 20%	3 18%	10 40%	24 26%	27 30%	6 15%	1 25%
Laptop	77 18%	22 25%	55 16%	35 16%	29 16%	13 35%	4 14%	9 26%	9 38%	31 17%	20 13%	4 31%	40 17%	28 17%	9 26%	9 31%	2 17%	4 9%	4 15%	4 12%	2 10%	4 24%	3 12%	22 24%	15 16%	8 20%	-
Smart speaker	23 5%	6 7%	17 5%	15 7%	8 4%	-	2 7%	4 12%	-	13 7%	4 3%	-	11 5%	10 6%	2 6%	1 3%	1 8%	1 2%	1 4%	4 12%	-	1 6%	2 8%	4 4%	8 9%	-	-
Smart TV	12 3%	5 6%	7 2%	2 1%	9 5%	3 3%	-	4 12%	1 4%	2 1%	5 3%	-	9 4%	1 1%	2 6%	1 3%	1 8%	-	-	1 3%	-	-	1 4%	5 5%	3 3%	-	-
Other	9 2%	4 5%	5 1%	4 2%	2 1%	3 8%	1 3%	-	3 13%	3 2%	2 1%	-	4 2%	3 2%	2 6%	-	-	1 2%	-	-	-	1 6%	2 8%	2 2%	2 2%	1 3%	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 77

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Apple podcasts/ iTunes****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	436	157	127	436	113
Smartphone	383 88%	129 82%	117 92%	383 88%	104 92%
Tablet	112 26%	60 38%	35 28%	112 26%	36 32%
Laptop	77 18%	31 20%	31 24%	77 18%	28 25%
Smart speaker	23 5%	11 7%	12 9%	23 5%	7 6%
Smart TV	12 3%	9 6%	7 6%	12 3%	7 6%
Other	9 2%	5 3%	2 2%	9 2%	2 2%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 78

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Google Podcasts****Base: All respondents who use 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
Base	142	36	106	47	82	13	5	23	8	42	59	5	72	55	15	15	4	14	12	16	5	4	5	29	28	9	1
Smartphone	121 85%	30 83%	91 86%	42 89%	70 85%	9 69%	5 100%	21 91%	4 50%	37 88%	49 83%	5 100%	58 81%	48 87%	15 100%	11 73%	4 100%	12 86%	9 75%	15 94%	5 100%	4 100%	4 80%	23 79%	24 86%	9 100%	1 100%
Laptop	52 37%	15 42%	37 35%	13 28%	32 39%	7 54%	1 20%	9 39%	5 63%	12 29%	23 39%	2 40%	33 46%	14 25%	5 33%	7 47%	1 25%	6 43%	2 17%	7 44%	3 60%	1 25%	2 40%	12 41%	8 29%	3 33%	-
Tablet	47 33%	11 31%	36 34%	14 30%	28 34%	5 38%	1 20%	8 35%	2 25%	13 31%	20 34%	3 60%	23 32%	17 31%	7 47%	8 53%	1 25%	2 14%	4 33%	5 31%	1 20%	1 25%	3 60%	12 41%	9 32%	1 11%	-
Smart TV	16 11%	5 14%	11 10%	3 6%	12 15%	1 8%	-	5 22%	-	3 7%	7 12%	1 20%	9 13%	4 7%	3 20%	1 7%	1 25%	2 14%	-	1 6%	1 20%	1 25%	1 20%	4 14%	3 11%	1 11%	-
Smart speaker	14 10%	3 8%	11 10%	4 9%	8 10%	2 15%	-	2 9%	1 13%	4 10%	6 10%	1 20%	9 13%	1 2%	4 27%	-	1 25%	1 7%	-	3 19%	1 20%	-	1 20%	5 17%	2 7%	-	-
Other	3 2%	-	3 3%	2 4%	1 1%	-	-	-	-	2 5%	1 2%	-	1 1%	2 4%	-	-	-	-	-	-	-	-	-	1 3%	2 7%	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 78

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Google Podcasts****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	142	77	72	46	78
Smartphone	121 85%	67 87%	63 88%	36 78%	68 87%
Laptop	52 37%	31 40%	29 40%	17 37%	34 44%
Tablet	47 33%	27 35%	29 40%	22 48%	26 33%
Smart TV	16 11%	9 12%	9 13%	6 13%	13 17%
Smart speaker	14 10%	9 12%	9 13%	5 11%	10 13%
Other	3 2%	2 3%	2 3%	1 2%	1 1%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 79

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Spotify****Base: All respondents who use 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 Ireland
Base	427	81	345	266	140	21	30	39	12	235	101	9	183	191	53	43	9	36	29	32	24	27	30	88	73	31	5
Smartphone	381 89%	71 88%	309 90%	245 92%	123 88%	13 62%	29 97%	35 90%	7 58%	215 91%	88 87%	6 67%	163 89%	170 89%	48 91%	37 86%	9 100%	32 89%	23 79%	30 94%	22 92%	23 85%	26 87%	75 85%	69 95%	30 97%	5 100%
Laptop	138 32%	23 28%	115 33%	88 33%	40 29%	10 48%	5 17%	13 33%	5 42%	83 35%	27 27%	5 56%	61 33%	59 31%	18 34%	16 37%	4 44%	9 25%	6 21%	12 38%	6 25%	6 22%	11 37%	32 36%	24 33%	10 32%	2 40%
Tablet	100 23%	24 30%	76 22%	42 16%	51 36%	7 33%	5 17%	13 33%	6 50%	37 16%	38 38%	1 11%	51 28%	32 17%	17 32%	7 16%	2 22%	9 25%	10 34%	7 22%	6 25%	6 22%	6 20%	27 31%	14 19%	6 19%	-
Smart speaker	64 15%	14 17%	50 14%	34 13%	26 19%	4 19%	4 13%	8 21%	2 17%	30 13%	18 18%	2 22%	31 17%	24 13%	9 17%	5 12%	1 11%	7 19%	2 7%	5 16%	5 21%	6 22%	3 10%	14 16%	14 19%	1 3%	1 20%
Smart TV	37 9%	8 10%	29 8%	16 6%	19 14%	2 10%	-	6 15%	2 17%	16 7%	13 13%	-	16 9%	17 9%	4 8%	3 7%	-	6 17%	1 3%	2 6%	1 4%	1 4%	4 13%	12 14%	5 7%	2 6%	-
Other	12 3%	5 6%	7 2%	5 2%	6 4%	1 5%	1 3%	4 10%	-	4 2%	2 2%	1 11%	4 2%	4 2%	4 8%	1 2%	-	1 3%	1 3%	1 3%	-	1 4%	1 3%	2 2%	4 5%	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 79

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Spotify****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	427	152	427	127	147
Smartphone	381 89%	129 85%	381 89%	111 87%	128 87%
Laptop	138 32%	54 36%	138 32%	43 34%	54 37%
Tablet	100 23%	54 36%	100 23%	34 27%	36 24%
Smart speaker	64 15%	30 20%	64 15%	19 15%	22 15%
Smart TV	37 9%	15 10%	37 9%	10 8%	24 16%
Other	12 3%	6 4%	12 3%	3 2%	4 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 80

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Pocket Casts****Base: All respondents who use 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
Base	28	8	20	12	15	1	1	6	1	11	9	-	10	15	3	2	1	1	1	2	3	1	2	9	3	3	-
Smartphone	19 68%	6 75%	13 65%	9 75%	9 60%	1 100%	-	5 83%	1 100%	9 82%	4 44%	-	4 40%	12 80%	3 100%	2 100%	1 100%	1 100%	1 100%	2 100%	1 33%	1 100%	1 50%	5 56%	2 67%	2 67%	-
Tablet	11 39%	5 63%	6 30%	4 33%	6 40%	1 100%	1 100%	3 50%	1 100%	3 27%	3 33%	-	4 40%	4 27%	3 100%	1 50%	-	-	-	1 50%	1 33%	-	-	4 44%	2 67%	2 67%	-
Laptop	9 32%	3 38%	6 30%	2 17%	7 47%	-	-	3 50%	-	2 18%	4 44%	-	5 50%	1 7%	3 100%	-	-	-	-	1 50%	1 33%	-	2 100%	3 33%	1 33%	1 33%	-
Smart speaker	5 18%	2 25%	3 15%	3 25%	2 13%	-	-	2 33%	-	3 27%	-	-	3 30%	2 13%	-	1 50%	-	-	-	1 50%	-	-	-	1 11%	1 33%	1 33%	-
Smart TV	2 7%	1 13%	1 5%	1 8%	1 7%	-	-	1 17%	-	1 9%	-	-	1 10%	1 7%	-	-	-	-	-	-	-	-	-	2 22%	-	-	-
Other	2 7%	1 13%	1 5%	1 8%	1 7%	-	-	1 17%	-	1 9%	-	-	1 10%	-	1 33%	-	-	-	-	1 50%	-	-	-	1 11%	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 80

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Pocket Casts****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	28	13	11	9	9
Smartphone	19 68%	7 54%	7 64%	7 78%	7 78%
Tablet	11 39%	8 62%	6 55%	6 67%	6 67%
Laptop	9 32%	6 46%	5 45%	5 56%	2 22%
Smart speaker	5 18%	3 23%	2 18%	1 11%	2 22%
Smart TV	2 7%	2 15%	2 18%	2 22%	2 22%
Other	2 7%	2 15%	2 18%	2 22%	2 22%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 81

Q19c. Which of these devices do you use to access each of the following platforms that you use?**BeyondPod****Base: All respondents who use 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
Base	25	6	19	16	9	-	3	3	-	13	6	-	12	10	3	-	2	-	-	4	4	-	2	9	3	1	-
Tablet	13	4	9	9	4	-	2	2	-	7	2	-	7	3	3	-	1	-	-	4	2	-	1	2	3	-	-
	52%	67%	47%	56%	44%	-	67%	67%	-	54%	33%	-	58%	30%	100%	-	50%	-	-	100%	50%	-	50%	22%	100%	-	-
Smartphone	12	4	8	6	6	-	2	2	-	4	4	-	5	4	3	-	1	-	-	2	1	-	1	4	2	1	-
	48%	67%	42%	38%	67%	-	67%	67%	-	31%	67%	-	42%	40%	100%	-	50%	-	-	50%	25%	-	50%	44%	67%	100%	-
Smart speaker	8	-	8	5	3	-	-	-	-	5	3	-	6	1	1	-	1	-	-	-	-	-	-	5	1	1	-
	32%	-	42%	31%	33%	-	-	-	-	38%	50%	-	50%	10%	33%	-	50%	-	-	-	-	-	-	56%	33%	100%	-
Laptop	6	1	5	4	2	-	-	1	-	4	1	-	2	2	2	-	2	-	-	1	1	-	-	2	-	-	-
	24%	17%	26%	25%	22%	-	-	33%	-	31%	17%	-	17%	20%	67%	-	100%	-	-	25%	25%	-	-	22%	-	-	-
Smart TV	6	1	5	3	3	-	-	1	-	3	2	-	4	1	1	-	1	-	-	-	-	-	-	5	-	-	-
	24%	17%	26%	19%	33%	-	-	33%	-	23%	33%	-	33%	10%	33%	-	50%	-	-	-	-	-	-	56%	-	-	-
Other	5	2	3	4	1	-	1	1	-	3	-	-	3	1	1	-	-	-	-	1	2	-	-	2	-	-	-
	20%	33%	16%	25%	11%	-	33%	33%	-	23%	-	-	25%	10%	33%	-	-	-	-	25%	50%	-	-	22%	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 81

Q19c. Which of these devices do you use to access each of the following platforms that you use?**BeyondPod****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	25	15	12	9	8
Tablet	13 52%	11 73%	7 58%	7 78%	6 75%
Smartphone	12 48%	9 60%	6 50%	5 56%	4 50%
Smart speaker	8 32%	6 40%	7 58%	4 44%	4 50%
Laptop	6 24%	4 27%	5 42%	4 44%	5 63%
Smart TV	6 24%	4 27%	5 42%	4 44%	4 50%
Other	5 20%	4 27%	3 25%	4 44%	2 25%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 82

Q19c. Which of these devices do you use to access each of the following platforms that you use?**DoggCatcher****Base: All respondents who use 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
Base	16	2	14	8	7	1	1	1	-	7	6	1	9	3	4	-	1	-	2	3	-	-	-	8	2	-	-
Smartphone	8 50%	2 100%	6 43%	6 75%	2 29%	-	1 100%	1 100%	-	5 71%	1 17%	-	3 33%	3 100%	2 50%	-	1 100%	-	-	3 100%	-	-	-	3 38%	1 50%	-	-
Tablet	8 50%	2 100%	6 43%	5 63%	2 29%	1 100%	1 100%	1 100%	-	4 57%	1 17%	1 100%	4 44%	1 33%	3 75%	-	1 100%	-	1 50%	2 67%	-	-	-	3 38%	1 50%	-	-
Laptop	7 44%	1 50%	6 43%	4 50%	3 43%	-	1 100%	-	-	3 43%	3 50%	-	5 56%	-	2 50%	-	1 100%	-	1 50%	1 33%	-	-	-	3 38%	1 50%	-	-
Smart TV	6 38%	1 50%	5 36%	4 50%	2 29%	-	1 100%	-	-	3 43%	2 33%	-	5 56%	-	1 25%	-	-	-	-	1 33%	-	-	-	4 50%	1 50%	-	-
Smart speaker	3 19%	-	3 21%	2 25%	-	1 100%	-	-	-	2 29%	-	1 100%	3 33%	-	-	-	1 100%	-	-	-	-	-	-	1 13%	1 50%	-	-
Other	1 6%	-	1 7%	1 13%	-	-	-	-	-	1 14%	-	-	1 11%	-	-	-	-	-	-	-	-	-	-	1 13%	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 82

Q19c. Which of these devices do you use to access each of the following platforms that you use?**DoggCatcher****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	16	13	12	9	8
Smartphone	8 50%	7 54%	6 50%	5 56%	5 63%
Tablet	8 50%	7 54%	5 42%	5 56%	5 63%
Laptop	7 44%	6 46%	5 42%	4 44%	4 50%
Smart TV	6 38%	6 46%	5 42%	4 44%	3 38%
Smart speaker	3 19%	3 23%	2 17%	2 22%	3 38%
Other	1 6%	1 8%	1 8%	1 11%	1 13%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 83

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Stitcher****Base: All respondents who use 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
Base	20	3	17	10	8	2	-	2	1	10	6	1	12	4	4	1	-	3	1	1	1	-	-	9	4	-	-
Smartphone	14	2	12	6	7	1	-	2	-	6	5	1	7	3	4	-	-	3	1	1	1	-	-	5	3	-	-
	70%	67%	71%	60%	88%	50%	-	100%	-	60%	83%	100%	58%	75%	100%	-	-	100%	100%	100%	100%	-	-	56%	75%	-	-
Tablet	6	1	5	3	3	-	-	1	-	3	2	-	3	1	2	1	-	-	-	1	-	-	-	3	1	-	-
	30%	33%	29%	30%	38%	-	-	50%	-	30%	33%	-	25%	25%	50%	100%	-	-	-	100%	-	-	-	33%	25%	-	-
Laptop	6	1	5	2	3	1	-	1	-	2	2	1	3	2	1	-	-	-	-	-	-	-	-	4	2	-	-
	30%	33%	29%	20%	38%	50%	-	50%	-	20%	33%	100%	25%	50%	25%	-	-	-	-	-	-	-	-	44%	50%	-	-
Smart TV	5	-	5	2	2	1	-	-	-	2	2	1	4	-	1	-	-	-	-	-	-	-	-	4	1	-	-
	25%	-	29%	20%	25%	50%	-	-	-	20%	33%	100%	33%	-	25%	-	-	-	-	-	-	-	-	44%	25%	-	-
Smart speaker	3	-	3	2	1	-	-	-	-	2	1	-	2	-	1	-	-	-	-	-	-	-	-	2	1	-	-
	15%	-	18%	20%	13%	-	-	-	-	20%	17%	-	17%	-	25%	-	-	-	-	-	-	-	-	22%	25%	-	-
Other	2	1	1	1	-	1	-	-	1	1	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	10%	33%	6%	10%	-	50%	-	-	100%	10%	-	-	17%	-	-	-	-	-	-	-	-	-	-	22%	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 83

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Stitcher****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	20	13	8	10	8
Smartphone	14 70%	9 69%	4 50%	6 60%	5 63%
Tablet	6 30%	6 46%	4 50%	3 30%	4 50%
Laptop	6 30%	5 38%	3 38%	3 30%	3 38%
Smart TV	5 25%	5 38%	4 50%	4 40%	4 50%
Smart speaker	3 15%	3 23%	3 38%	2 20%	3 38%
Other	2 10%	1 8%	1 13%	2 20%	2 25%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 84

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Podcast Addict****Base: All respondents who use 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
Base	47	12	35	18	25	4	3	8	1	15	17	3	25	17	5	7	2	3	2	6	1	1	1	7	14	1	2
Smartphone	37	9	28	16	18	3	3	5	1	13	13	2	16	17	4	6	2	2	2	6	1	1	1	2	12	-	2
	79%	75%	80%	89%	72%	75%	100%	63%	100%	87%	76%	67%	64%	100%	80%	86%	100%	67%	100%	100%	100%	100%	100%	29%	86%	-	100%
Tablet	13	5	8	6	5	2	1	3	1	5	2	1	9	2	2	3	1	2	-	-	-	-	-	2	4	1	-
	28%	42%	23%	33%	20%	50%	33%	38%	100%	33%	12%	33%	36%	12%	40%	43%	50%	67%	-	-	-	-	-	29%	29%	100%	-
Smart speaker	7	1	6	3	2	2	-	-	1	3	2	1	6	1	-	2	-	1	-	-	-	-	-	3	1	-	-
	15%	8%	17%	17%	8%	50%	-	-	100%	20%	12%	33%	24%	6%	-	29%	-	33%	-	-	-	-	-	43%	7%	-	-
Laptop	5	2	3	2	3	-	-	2	-	2	1	-	3	-	2	-	1	-	-	-	-	-	-	2	2	-	-
	11%	17%	9%	11%	12%	-	-	25%	-	13%	6%	-	12%	-	40%	-	50%	-	-	-	-	-	-	29%	14%	-	-
Smart TV	4	-	4	3	1	-	-	-	-	3	1	-	4	-	-	-	1	-	-	-	-	-	-	2	1	-	-
	9%	-	11%	17%	4%	-	-	-	-	20%	6%	-	16%	-	-	-	50%	-	-	-	-	-	-	29%	7%	-	-
Other	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	2%	-	3%	6%	-	-	-	-	-	7%	-	-	4%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 84

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Podcast Addict****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	47	24	14	11	12
Smartphone	37 79%	16 67%	8 57%	9 82%	8 67%
Tablet	13 28%	10 42%	6 43%	5 45%	6 50%
Smart speaker	7 15%	7 29%	4 29%	2 18%	2 17%
Laptop	5 11%	3 13%	2 14%	3 27%	2 17%
Smart TV	4 9%	4 17%	4 29%	2 18%	4 33%
Other	1 2%	1 4%	1 7%	1 9%	1 8%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 85

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Overcast****Base: All respondents who use 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
Base	28	9	19	13	14	1	2	6	1	11	8	-	16	9	3	1	1	-	2	1	3	-	1	7	8	4	-
Smartphone	24 86%	9 100%	15 79%	12 92%	11 79%	1 100%	2 100%	6 100%	1 100%	10 91%	5 63%	-	12 75%	9 100%	3 100%	-	1 100%	-	2 100%	1 100%	3 100%	-	1 100%	4 57%	8 100%	4 100%	-
Laptop	8 29%	-	8 42%	5 38%	3 21%	-	-	-	-	5 45%	3 38%	-	5 31%	2 22%	1 33%	-	1 100%	-	1 50%	-	-	-	1 100%	4 57%	1 13%	-	-
Tablet	6 21%	-	6 32%	4 31%	2 14%	-	-	-	-	4 36%	2 25%	-	5 31%	-	1 33%	1 100%	1 100%	-	-	-	1 33%	-	-	3 43%	-	-	-
Smart speaker	3 11%	-	3 16%	2 15%	1 7%	-	-	-	-	2 18%	1 13%	-	2 13%	-	1 33%	-	-	-	-	-	-	-	-	2 29%	1 13%	-	-
Smart TV	3 11%	1 11%	2 11%	1 8%	2 14%	-	-	1 17%	-	1 9%	1 13%	-	1 6%	1 11%	1 33%	-	-	-	-	-	-	-	-	3 43%	-	-	-
Other	1 4%	-	1 5%	1 8%	-	-	-	-	-	1 9%	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 85

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Overcast****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	28	19	11	9	12
Smartphone	24 86%	15 79%	8 73%	8 89%	10 83%
Laptop	8 29%	6 32%	6 55%	4 44%	6 50%
Tablet	6 21%	6 32%	5 45%	4 44%	4 33%
Smart speaker	3 11%	3 16%	3 27%	2 22%	3 25%
Smart TV	3 11%	3 16%	3 27%	3 33%	3 25%
Other	1 4%	1 5%	1 9%	1 11%	1 8%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 86

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Castbox****Base: All respondents who use 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	
Base	58	14	44	32	22	4	2	11	1	30	11	3	26	25	7	3	2	7	5	6	5	3	1	13	10	3	-	
Smartphone	42	13	29	20	18	4	1	11	1	19	7	3	17	20	5	2	1	6	3	5	3	2	1	9	7	3	-	
	72%	93%	66%	63%	82%	100%	50%	100%	100%	63%	64%	100%	65%	80%	71%	67%	50%	86%	60%	83%	60%	67%	100%	69%	70%	100%	-	
Tablet	18	5	13	10	7	1	1	4	-	9	3	1	9	6	3	1	-	2	2	4	1	-	-	4	4	-	-	
	31%	36%	30%	31%	32%	25%	50%	36%	-	30%	27%	33%	35%	24%	43%	33%	-	29%	40%	67%	20%	-	-	31%	40%	-	-	
Laptop	10	1	9	9	-	1	1	-	-	8	-	1	5	3	2	-	1	-	-	2	-	1	-	3	2	1	-	
	17%	7%	20%	28%	-	25%	50%	-	-	27%	-	33%	19%	12%	29%	-	50%	-	-	33%	-	33%	-	23%	20%	33%	-	
Smart TV	6	3	3	2	3	1	1	2	-	1	1	1	3	1	2	-	-	-	-	2	-	-	-	3	1	-	-	
	10%	21%	7%	6%	14%	25%	50%	18%	-	3%	9%	33%	12%	4%	29%	-	-	-	-	33%	-	-	-	23%	10%	-	-	
Smart speaker	4	1	3	3	1	-	-	1	-	3	-	-	1	2	1	-	-	-	-	1	1	-	-	2	-	-	-	
	7%	7%	7%	9%	5%	-	-	9%	-	10%	-	-	4%	8%	14%	-	-	-	-	17%	20%	-	-	15%	-	-	-	
Other	3	2	1	2	1	-	1	1	-	1	-	-	1	1	1	-	-	-	-	1	1	-	-	1	-	-	-	
	5%	14%	2%	6%	5%	-	50%	9%	-	3%	-	-	4%	4%	14%	-	-	-	-	17%	20%	-	-	8%	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 86

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Castbox****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	58	29	19	14	10
Smartphone	42 72%	19 66%	11 58%	9 64%	7 70%
Tablet	18 31%	14 48%	9 47%	8 57%	4 40%
Laptop	10 17%	6 21%	5 26%	4 29%	3 30%
Smart TV	6 10%	6 21%	4 21%	5 36%	5 50%
Smart speaker	4 7%	2 7%	4 21%	2 14%	2 20%
Other	3 5%	2 7%	2 11%	2 14%	2 20%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 87

Q19c. Which of these devices do you use to access each of the following platforms that you use?**RadioPlayer****Base: All respondents who use 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
Base	75	20	55	24	42	9	3	11	6	21	31	3	36	34	5	6	1	6	5	6	4	5	5	17	12	8	-
Smartphone	48 64%	17 85%	31 56%	15 63%	27 64%	6 67%	3 100%	9 82%	5 83%	12 57%	18 58%	1 33%	20 56%	24 71%	4 80%	3 50%	1 100%	5 83%	3 60%	4 67%	4 100%	4 80%	2 40%	9 53%	7 58%	6 75%	-
Tablet	30 40%	7 35%	23 42%	11 46%	16 38%	3 33%	1 33%	5 45%	1 17%	10 48%	11 35%	2 67%	14 39%	14 41%	2 40%	3 50%	1 100%	2 33%	1 20%	2 33%	-	3 60%	2 40%	9 53%	6 50%	1 13%	-
Laptop	29 39%	8 40%	21 38%	11 46%	12 29%	6 67%	1 33%	2 18%	5 83%	10 48%	10 32%	1 33%	13 36%	13 38%	3 60%	2 33%	1 100%	1 17%	2 40%	2 33%	1 25%	-	3 60%	10 59%	3 25%	4 50%	-
Smart TV	12 16%	3 15%	9 16%	4 17%	8 19%	-	-	3 27%	-	4 19%	5 16%	-	7 19%	4 12%	1 20%	2 33%	1 100%	1 17%	1 20%	-	-	-	1 20%	3 18%	1 8%	2 25%	-
Smart speaker	8 11%	-	8 15%	3 13%	4 10%	1 11%	-	-	-	3 14%	4 13%	1 33%	7 19%	-	1 20%	-	1 100%	-	-	-	-	-	-	3 18%	2 17%	2 25%	-
Other	4 5%	2 10%	2 4%	3 13%	1 2%	-	1 33%	1 9%	-	2 10%	-	-	1 3%	2 6%	1 20%	-	-	-	-	1 17%	-	-	-	1 6%	2 17%	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 87

Q19c. Which of these devices do you use to access each of the following platforms that you use?**RadioPlayer****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	75	56	37	29	40
Smartphone	48 64%	39 70%	24 65%	19 66%	27 68%
Tablet	30 40%	23 41%	17 46%	15 52%	19 48%
Laptop	29 39%	23 41%	17 46%	11 38%	18 45%
Smart TV	12 16%	10 18%	7 19%	6 21%	9 23%
Smart speaker	8 11%	6 11%	5 14%	4 14%	6 15%
Other	4 5%	4 7%	2 5%	2 7%	2 5%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 88

Q19c. Which of these devices do you use to access each of the following platforms that you use?**BBC Sounds****Base: All respondents who use 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	
Base	438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
Smartphone	337 77%	103 77%	234 77%	111 79%	171 82%	55 62%	22 88%	46 82%	35 67%	89 77%	125 82%	20 54%	167 77%	132 77%	38 79%	22 59%	9 69%	30 79%	21 68%	31 89%	26 79%	14 70%	32 80%	43 77%	63 74%	41 91%	5 100%	
Tablet	132 30%	43 32%	89 29%	32 23%	65 31%	35 39%	8 32%	18 32%	17 33%	24 21%	47 31%	18 49%	68 31%	46 27%	17 35%	15 41%	4 31%	11 29%	13 42%	8 23%	8 24%	6 30%	12 30%	19 34%	25 29%	10 22%	1 20%	
Laptop	126 29%	42 32%	84 28%	46 33%	51 25%	29 33%	9 36%	14 25%	19 37%	37 32%	37 24%	10 27%	61 28%	51 30%	14 29%	13 35%	5 38%	13 34%	4 13%	10 29%	5 15%	9 45%	10 25%	16 29%	26 31%	14 31%	1 20%	
Smart speaker	48 11%	13 10%	35 11%	14 10%	30 14%	4 4%	2 8%	9 16%	2 4%	12 10%	21 14%	2 5%	27 12%	17 10%	4 8%	4 11%	1 8%	8 21%	- -	3 9%	3 9%	3 15%	4 10%	6 11%	11 13%	4 9%	1 20%	
Smart TV	33 8%	9 7%	24 8%	8 6%	21 10%	4 4%	1 4%	6 11%	2 4%	7 6%	15 10%	2 5%	18 8%	14 8%	1 2%	1 3%	1 8%	3 8%	1 3%	1 3%	1 3%	1 5%	2 5%	8 14%	7 8%	7 16%	-	
Other	19 4%	8 6%	11 4%	8 6%	8 4%	3 3%	3 12%	4 7%	1 2%	5 4%	4 3%	2 5%	7 3%	10 6%	2 4%	3 8%	1 8%	1 3%	2 6%	1 3%	2 6%	1 5%	1 3%	3 5%	2 2%	2 4%	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 88

Q19c. Which of these devices do you use to access each of the following platforms that you use?**BBC Sounds****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	438	438	152	157	128
Smartphone	337 77%	337 77%	126 83%	127 81%	101 79%
Tablet	132 30%	132 30%	50 33%	51 32%	37 29%
Laptop	126 29%	126 29%	48 32%	43 27%	55 43%
Smart speaker	48 11%	48 11%	24 16%	16 10%	15 12%
Smart TV	33 8%	33 8%	15 10%	13 8%	19 15%
Other	19 4%	19 4%	6 4%	4 3%	7 5%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 89

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Globalplayer****Base: All respondents who use 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	
Base	48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
Smartphone	35 73%	13 87%	22 67%	12 67%	18 72%	5 100%	3 100%	8 80%	2 100%	9 60%	10 67%	3 100%	21 75%	10 71%	4 67%	2 67%	1 100%	2 100%	-	2 67%	3 75%	2 67%	2 100%	13 65%	7 78%	1 100%	-	
Laptop	16 33%	4 27%	12 36%	7 39%	7 28%	2 40%	-	2 20%	2 100%	7 47%	5 33%	-	10 36%	5 36%	1 17%	1 33%	1 100%	1 50%	-	1 33%	1 25%	1 33%	1 50%	6 30%	3 33%	-	-	
Tablet	14 29%	1 7%	13 39%	7 39%	4 16%	3 60%	-	1 10%	-	7 47%	3 20%	3 100%	10 36%	1 7%	3 50%	1 33%	1 100%	-	-	2 67%	-	-	1 50%	6 30%	3 33%	-	-	
Smart speaker	6 13%	2 13%	4 12%	4 22%	1 4%	1 20%	1 33%	1 10%	-	3 20%	-	1 33%	4 14%	2 14%	-	1 33%	-	-	-	-	-	2 67%	-	1 5%	2 22%	-	-	
Smart TV	5 10%	2 13%	3 9%	3 17%	2 8%	-	-	2 20%	-	3 20%	-	-	1 4%	4 29%	-	-	-	1 50%	-	-	-	-	-	3 15%	1 11%	-	-	
Other	2 4%	-	2 6%	1 6%	1 4%	-	-	-	-	1 7%	1 7%	-	2 7%	-	-	-	-	-	-	-	-	-	-	2 10%	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 89

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Globalplayer****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	48	36	28	15	19
Smartphone	35 73%	26 72%	18 64%	12 80%	15 79%
Laptop	16 33%	12 33%	9 32%	6 40%	7 37%
Tablet	14 29%	13 36%	10 36%	7 47%	9 47%
Smart speaker	6 13%	6 17%	5 18%	1 7%	4 21%
Smart TV	5 10%	4 11%	4 14%	2 13%	2 11%
Other	2 4%	2 6%	2 7%	1 7%	2 11%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 90

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Planet Radio****Base: All respondents who use 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
Base	31	7	24	14	14	3	3	1	3	11	13	-	21	7	3	3	2	2	-	7	3	1	-	7	4	2	-
Smartphone	22	6	16	10	10	2	3	1	2	7	9	-	13	6	3	2	1	-	-	6	3	1	-	4	3	2	-
	71%	86%	67%	71%	71%	67%	100%	100%	67%	64%	69%	-	62%	86%	100%	67%	50%	-	-	86%	100%	100%	-	57%	75%	100%	-
Tablet	12	-	12	7	5	-	-	-	-	7	5	-	8	2	2	2	2	1	-	2	-	-	-	3	1	1	-
	39%	-	50%	50%	36%	-	-	-	-	64%	38%	-	38%	29%	67%	67%	100%	50%	-	29%	-	-	-	43%	25%	50%	-
Laptop	10	2	8	5	3	2	-	-	2	5	3	-	6	3	1	1	1	-	-	-	1	-	-	5	2	-	-
	32%	29%	33%	36%	21%	67%	-	-	67%	45%	23%	-	29%	43%	33%	33%	50%	-	-	-	33%	-	-	71%	50%	-	-
Smart speaker	6	1	5	1	4	1	-	-	1	1	4	-	4	-	2	-	-	-	-	2	-	-	-	3	-	1	-
	19%	14%	21%	7%	29%	33%	-	-	33%	9%	31%	-	19%	-	67%	-	-	-	-	29%	-	-	-	43%	-	50%	-
Smart TV	6	-	6	3	3	-	-	-	-	3	3	-	5	-	1	-	1	1	-	-	-	-	-	2	1	1	-
	19%	-	25%	21%	21%	-	-	-	-	27%	23%	-	24%	-	33%	-	50%	50%	-	-	-	-	-	29%	25%	50%	-
Other	2	1	1	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-
	6%	14%	4%	14%	-	-	33%	-	-	9%	-	-	5%	14%	-	-	-	-	-	14%	-	-	-	14%	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 90

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Planet Radio****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	31	25	21	12	18
Smartphone	22 71%	18 72%	15 71%	10 83%	15 83%
Tablet	12 39%	9 36%	9 43%	7 58%	7 39%
Laptop	10 32%	9 36%	7 33%	6 50%	7 39%
Smart speaker	6 19%	5 20%	4 19%	3 25%	3 17%
Smart TV	6 19%	6 24%	5 24%	3 25%	5 28%
Other	2 6%	2 8%	1 5%	1 8%	1 6%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 91

Q19c. Which of these devices do you use to access each of the following platforms that you use?**TuneIn Radio****Base: All respondents who use 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	
Base	42	16	26	9	28	5	2	11	3	7	17	2	21	17	4	4	1	2	1	3	2	2	1	17	7	2	-	
Smartphone	35	14	21	9	23	3	2	10	2	7	13	1	15	16	4	4	1	2	1	3	2	2	1	12	5	2	-	
	83%	88%	81%	100%	82%	60%	100%	91%	67%	100%	76%	50%	71%	94%	100%	100%	100%	100%	100%	100%	100%	100%	100%	71%	71%	100%	-	
Tablet	13	4	9	2	10	1	-	3	1	2	7	-	10	2	1	-	1	-	-	-	-	-	-	10	2	-	-	
	31%	25%	35%	22%	36%	20%	-	27%	33%	29%	41%	-	48%	12%	25%	-	100%	-	-	-	-	-	-	59%	29%	-	-	
Laptop	10	6	4	3	6	1	1	4	1	2	2	-	5	4	1	-	1	1	-	1	-	-	-	6	1	-	-	
	24%	38%	15%	33%	21%	20%	50%	36%	33%	29%	12%	-	24%	24%	25%	-	100%	50%	-	33%	-	-	-	35%	14%	-	-	
Smart speaker	8	1	7	3	5	-	-	1	-	3	4	-	2	4	2	1	-	-	-	-	-	1	1	2	2	1	-	
	19%	6%	27%	33%	18%	-	-	9%	-	43%	24%	-	10%	24%	50%	25%	-	-	-	-	-	50%	100%	12%	29%	50%	-	
Smart TV	5	1	4	2	2	1	-	1	-	2	1	1	3	-	2	-	1	-	-	1	-	-	-	2	1	-	-	
	12%	6%	15%	22%	7%	20%	-	9%	-	29%	6%	50%	14%	-	50%	-	100%	-	-	33%	-	-	-	12%	14%	-	-	
Other	2	-	2	1	-	1	-	-	-	1	-	1	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-	
	5%	-	8%	11%	-	20%	-	-	-	14%	-	50%	10%	-	-	-	-	-	-	-	-	-	-	12%	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 91

Q19c. Which of these devices do you use to access each of the following platforms that you use?**TuneIn Radio****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	42	26	22	14	23
Smartphone	35 83%	22 85%	19 86%	10 71%	20 87%
Tablet	13 31%	8 31%	6 27%	8 57%	7 30%
Laptop	10 24%	8 31%	7 32%	6 43%	4 17%
Smart speaker	8 19%	7 27%	6 27%	3 21%	4 17%
Smart TV	5 12%	5 19%	4 18%	4 29%	5 22%
Other	2 5%	2 8%	1 5%	1 7%	1 4%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 92

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Newspaper site/app (e.g. The Guardian, The Times)****Base: All respondents who use each**

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male	Male	Male	Female	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	London	South East	South West	North-ern Ire-land	
							18-34	35-54	55+	18-34	35-54	55+											East of Eng-land					
Base	84	28	56	27	41	16	7	10	11	20	31	5	48	28	8	9	1	6	3	4	3	6	6	27	14	5	-	
Smartphone	60 71%	20 71%	40 71%	24 89%	27 66%	9 56%	7 100%	7 70%	6 55%	17 85%	20 65%	3 60%	32 67%	23 82%	5 63%	7 78%	1 100%	4 67%	2 67%	3 75%	2 67%	4 67%	4 67%	18 67%	11 79%	4 80%	-	
Laptop	48 57%	18 64%	30 54%	11 41%	26 63%	11 69%	5 71%	6 60%	7 64%	6 30%	20 65%	4 80%	25 52%	16 57%	7 88%	4 44%	1 100%	4 67%	3 100%	3 75%	-	3 50%	4 67%	16 59%	7 50%	3 60%	-	
Tablet	33 39%	13 46%	20 36%	11 41%	16 39%	6 38%	3 43%	5 50%	5 45%	8 40%	11 35%	1 20%	24 50%	6 21%	3 38%	5 56%	1 100%	1 17%	1 33%	2 50%	1 33%	1 17%	2 33%	11 41%	7 50%	1 20%	-	
Smart TV	11 13%	2 7%	9 16%	4 15%	7 17%	-	-	2 20%	-	4 20%	5 16%	-	8 17%	1 4%	2 25%	1 11%	1 100%	-	-	2 50%	-	-	-	4 15%	3 21%	-	-	
Smart speaker	8 10%	1 4%	7 13%	3 11%	5 12%	-	-	1 10%	-	3 15%	4 13%	-	5 10%	1 4%	2 25%	-	-	-	-	1 25%	-	-	-	5 19%	2 14%	-	-	
Other	6 7%	1 4%	5 9%	3 11%	2 5%	1 6%	1 14%	-	-	2 10%	2 6%	1 20%	3 6%	2 7%	1 13%	-	-	-	-	-	-	1 17%	1 17%	3 11%	1 7%	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 92

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Newspaper site/app (e.g. The Guardian, The Times)****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	84	59	50	30	58
Smartphone	60 71%	41 69%	34 68%	21 70%	44 76%
Laptop	48 57%	33 56%	29 58%	13 43%	30 52%
Tablet	33 39%	25 42%	22 44%	17 57%	22 38%
Smart TV	11 13%	9 15%	8 16%	5 17%	7 12%
Smart speaker	8 10%	6 10%	6 12%	3 10%	6 10%
Other	6 7%	5 8%	4 8%	4 13%	4 7%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 93

Q19c. Which of these devices do you use to access each of the following platforms that you use?**YouTube****Base: All respondents who use 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
Base	349	84	265	157	162	30	24	38	22	133	124	8	151	148	50	34	6	29	26	24	20	14	22	79	68	25	2
Smartphone	270	57	213	133	123	14	19	28	10	114	95	4	115	116	39	26	4	23	19	22	17	11	17	65	44	20	2
	77%	68%	80%	85%	76%	47%	79%	74%	45%	86%	77%	50%	76%	78%	78%	76%	67%	79%	73%	92%	85%	79%	77%	82%	65%	80%	100%
Laptop	187	46	141	86	82	19	13	18	15	73	64	4	90	71	26	22	5	13	15	12	11	6	10	43	34	14	2
	54%	55%	53%	55%	51%	63%	54%	47%	68%	55%	52%	50%	60%	48%	52%	65%	83%	45%	58%	50%	55%	43%	45%	54%	50%	56%	100%
Tablet	125	23	102	48	63	14	4	9	10	44	54	4	69	40	16	10	3	10	10	11	3	3	8	37	26	4	-
	36%	27%	38%	31%	39%	47%	17%	24%	45%	33%	44%	50%	46%	27%	32%	29%	50%	34%	38%	46%	15%	21%	36%	47%	38%	16%	-
Smart TV	87	24	63	39	43	5	4	16	4	35	27	1	43	30	14	11	2	12	5	3	6	2	7	20	14	5	-
	25%	29%	24%	25%	27%	17%	17%	42%	18%	26%	22%	13%	28%	20%	28%	32%	33%	41%	19%	13%	30%	14%	32%	25%	21%	20%	-
Smart speaker	20	3	17	10	9	1	2	1	-	8	8	1	11	5	4	1	-	2	-	2	2	2	1	6	4	-	-
	6%	4%	6%	6%	6%	3%	8%	3%	-	6%	6%	13%	7%	3%	8%	3%	-	7%	-	8%	10%	14%	5%	8%	6%	-	-
Other	11	5	6	4	5	2	2	2	1	2	3	1	5	3	3	-	1	-	1	-	-	1	-	5	3	-	-
	3%	6%	2%	3%	3%	7%	8%	5%	5%	2%	2%	13%	3%	2%	6%	-	17%	-	4%	-	-	7%	-	6%	4%	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 93

Q19c. Which of these devices do you use to access each of the following platforms that you use?**YouTube****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	349	128	147	113	349
Smartphone	270 77%	96 75%	118 80%	91 81%	270 77%
Laptop	187 54%	75 59%	89 61%	51 45%	187 54%
Tablet	125 36%	51 40%	51 35%	55 49%	125 36%
Smart TV	87 25%	30 23%	45 31%	26 23%	87 25%
Smart speaker	20 6%	13 10%	18 12%	4 4%	20 6%
Other	11 3%	5 4%	3 2%	2 2%	11 3%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 94

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Soundcloud****Base: All respondents who use 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
Base	109	29	80	52	50	7	8	17	4	44	33	3	58	41	10	7	3	5	5	11	7	4	5	30	26	5	1
Smartphone	79 72%	20 69%	59 74%	38 73%	36 72%	5 71%	6 75%	12 71%	2 50%	32 73%	24 73%	3 100%	44 76%	28 68%	7 70%	5 71%	1 33%	4 80%	3 60%	10 91%	5 71%	2 50%	5 100%	19 63%	20 77%	4 80%	1 100%
Laptop	38 35%	12 41%	26 33%	20 38%	15 30%	3 43%	2 25%	8 47%	2 50%	18 41%	7 21%	1 33%	25 43%	10 24%	3 30%	3 43%	2 67%	1 20%	1 20%	4 36%	1 14%	2 50%	1 20%	11 37%	9 35%	3 60%	-
Tablet	33 30%	9 31%	24 30%	14 27%	16 32%	3 43%	2 25%	6 35%	1 25%	12 27%	10 30%	2 67%	20 34%	11 27%	2 20%	1 14%	2 67%	1 20%	1 20%	4 36%	-	-	1 20%	13 43%	8 31%	2 40%	-
Smart speaker	12 11%	1 3%	11 14%	5 10%	7 14%	-	-	1 6%	-	5 11%	6 18%	-	8 14%	2 5%	2 20%	-	1 33%	1 20%	-	2 18%	-	-	-	6 20%	2 8%	-	-
Smart TV	9 8%	2 7%	7 9%	2 4%	6 12%	1 14%	-	1 6%	1 25%	2 5%	5 15%	-	5 9%	2 5%	2 20%	-	-	2 40%	-	-	-	-	-	6 20%	1 4%	-	-
Other	9 8%	5 17%	4 5%	4 8%	4 8%	1 14%	2 25%	2 12%	1 25%	2 5%	2 6%	-	3 5%	3 7%	3 30%	-	1 33%	-	-	-	1 14%	-	-	3 10%	4 15%	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 94

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Soundcloud****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	109	57	61	44	68
Smartphone	79 72%	46 81%	48 79%	36 82%	51 75%
Laptop	38 35%	22 39%	23 38%	15 34%	26 38%
Tablet	33 30%	19 33%	19 31%	18 41%	20 29%
Smart speaker	12 11%	9 16%	11 18%	5 11%	9 13%
Smart TV	9 8%	7 12%	9 15%	5 11%	7 10%
Other	9 8%	4 7%	3 5%	2 5%	5 7%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 95

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Website or app of the podcast itself****Base: All respondents who use 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
Base	32	9	23	12	16	4	2	5	2	10	11	2	14	15	3	2	-	2	2	2	5	1	4	4	9	1	-
Smartphone	21 66%	4 44%	17 74%	9 75%	11 69%	1 25%	2 100%	2 40%	-	7 70%	9 82%	1 50%	8 57%	10 67%	3 100%	-	-	1 50%	2 100%	2 100%	4 80%	-	3 75%	3 75%	5 56%	1 100%	-
Laptop	9 28%	2 22%	7 30%	3 25%	5 31%	1 25%	-	2 40%	-	3 30%	3 27%	1 50%	5 36%	4 27%	-	1 50%	-	1 50%	-	-	1 20%	-	1 25%	2 50%	3 33%	-	-
Tablet	8 25%	4 44%	4 17%	2 17%	2 13%	4 100%	1 50%	1 20%	2 100%	1 10%	1 9%	2 100%	3 21%	4 27%	1 33%	2 100%	-	-	-	-	1 20%	1 100%	-	-	3 33%	1 100%	-
Smart speaker	2 6%	-	2 9%	1 8%	1 6%	-	-	-	-	1 10%	1 9%	-	2 14%	-	-	-	-	-	-	-	1 20%	-	-	1 25%	-	-	-
Smart TV	2 6%	1 11%	1 4%	1 8%	1 6%	-	-	1 20%	-	1 10%	-	-	1 7%	1 7%	-	-	-	-	-	-	-	-	-	1 25%	1 11%	-	-
Other	4 13%	1 11%	3 13%	1 8%	3 19%	-	-	1 20%	-	1 10%	2 18%	-	-	4 27%	-	1 50%	-	-	-	-	1 20%	-	-	1 25%	1 11%	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 95

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Website or app of the podcast itself****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	32	10	7	5	10
Smartphone	21 66%	6 60%	5 71%	2 40%	6 60%
Laptop	9 28%	2 20%	2 29%	4 80%	3 30%
Tablet	8 25%	5 50%	1 14%	- -	2 20%
Smart speaker	2 6%	1 10%	1 14%	- -	1 10%
Smart TV	2 6%	2 20%	1 14%	- -	2 20%
Other	4 13%	2 20%	1 14%	1 20%	1 10%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 96

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Other website/app****Base: All respondents who use 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
Base	87	22	65	26	51	10	6	12	4	20	39	6	40	34	13	6	4	11	6	3	8	-	8	16	21	4	-
Smartphone	65 75%	17 77%	48 74%	22 85%	35 69%	8 80%	4 67%	10 83%	3 75%	18 90%	25 64%	5 83%	30 75%	25 74%	10 77%	4 67%	3 75%	9 82%	5 83%	2 67%	7 88%	-	5 63%	12 75%	15 71%	3 75%	-
Laptop	20 23%	5 23%	15 23%	2 8%	16 31%	2 20%	1 17%	3 25%	1 25%	1 5%	13 33%	1 17%	11 28%	7 21%	2 15%	2 33%	2 50%	1 9%	1 17%	-	1 13%	-	1 13%	9 56%	2 10%	1 25%	-
Tablet	11 13%	3 14%	8 12%	1 4%	7 14%	3 30%	-	1 8%	2 50%	1 5%	6 15%	1 17%	2 5%	7 21%	2 15%	1 17%	1 25%	-	-	3 100%	-	-	1 13%	2 13%	2 10%	1 25%	-
Smart speaker	6 7%	1 5%	5 8%	1 4%	5 10%	-	-	1 8%	-	1 5%	4 10%	-	2 5%	3 9%	1 8%	1 17%	-	1 9%	1 17%	-	-	-	1 13%	-	2 10%	-	-
Smart TV	3 3%	1 5%	2 3%	-	3 6%	-	-	1 8%	-	-	2 5%	-	-	2 6%	1 8%	1 17%	-	-	-	1 33%	-	-	-	-	1 5%	-	-
Other	7 8%	2 9%	5 8%	3 12%	4 8%	-	2 33%	-	-	1 5%	4 10%	-	2 5%	4 12%	1 8%	-	1 25%	-	1 17%	-	-	-	1 13%	1 6%	2 10%	1 25%	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 96

Q19c. Which of these devices do you use to access each of the following platforms that you use?**Other website/app****Base: All respondents who use each**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	87	32	16	10	14
Smartphone	65 75%	22 69%	14 88%	7 70%	10 71%
Laptop	20 23%	5 16%	4 25%	2 20%	9 64%
Tablet	11 13%	5 16%	1 6%	1 10%	1 7%
Smart speaker	6 7%	3 9%	1 6%	1 10%	1 7%
Smart TV	3 3%	- -	- -	- -	- -
Other	7 8%	3 9%	1 6%	1 10%	1 7%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 97

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	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	Social sharing options, e.g. short clip shares	The service is free
Base		1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157
NET: Important		969 84%	751 65%	1094 95%	1083 94%	1026 89%	618 53%	339 29%	577 50%	1012 87%	484 42%	442 38%	413 36%	518 45%	417 36%	329 28%	447 39%	315 27%	1057 91%
Very important	(+2)	473 41%	318 27%	723 62%	637 55%	484 42%	236 20%	121 10%	232 20%	736 64%	218 19%	142 12%	118 10%	195 17%	152 13%	105 9%	116 10%	104 9%	758 66%
Quite important	(+1)	496 43%	433 37%	371 32%	446 39%	542 47%	382 33%	218 19%	345 30%	276 24%	266 23%	300 26%	295 25%	323 28%	265 23%	224 19%	331 29%	211 18%	299 26%
Neither important nor unimportant	(0)	127 11%	269 23%	50 4%	55 5%	96 8%	294 25%	353 31%	274 24%	87 8%	285 25%	368 32%	328 28%	318 27%	352 30%	352 30%	389 34%	282 24%	73 6%
Not very important	(-1)	42 4%	90 8%	8 1%	15 1%	24 2%	149 13%	240 21%	180 16%	34 3%	162 14%	204 18%	256 22%	184 16%	213 18%	249 22%	204 18%	298 26%	20 2%
Not at all important	(-2)	19 2%	47 4%	5 *	4 *	11 1%	96 8%	225 19%	126 11%	24 2%	226 20%	143 12%	160 14%	137 12%	175 15%	227 20%	117 10%	262 23%	7 1%
NET: Not important		61 5%	137 12%	13 1%	19 2%	35 3%	245 21%	465 40%	306 26%	58 5%	388 34%	347 30%	416 36%	321 28%	388 34%	476 41%	321 28%	560 48%	27 2%
Mean		1.18	0.76	1.55	1.47	1.27	0.44	-0.20	0.33	1.44	0.08	0.08	-0.04	0.22	0.01	-0.23	0.11	-0.35	1.54
Standard deviation		0.88	1.06	0.65	0.68	0.77	1.19	1.25	1.26	0.91	1.38	1.19	1.20	1.24	1.24	1.23	1.12	1.26	0.74
Standard error		0.03	0.03	0.02	0.02	0.02	0.03	0.04	0.04	0.03	0.04	0.03	0.04	0.04	0.04	0.04	0.03	0.04	0.02

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 98

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Range 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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important	969	197	772	456	416	97	56	84	57	400	332	40	447	408	113	88	26	101	71	66	56	42	67	170	186	87	9
	84%	76%	86%	85%	84%	80%	79%	72%	80%	86%	87%	80%	83%	84%	86%	94%	90%	88%	86%	86%	74%	84%	78%	82%	80%	91%	75%
Very important	(+2) 473	87	386	223	208	42	25	40	22	198	168	20	227	187	59	39	15	51	25	33	23	17	36	97	91	41	5
	41%	34%	43%	41%	42%	35%	35%	34%	31%	42%	44%	40%	42%	39%	45%	41%	52%	44%	30%	43%	30%	34%	42%	47%	39%	43%	42%
Quite important	(+1) 496	110	386	233	208	55	31	44	35	202	164	20	220	221	54	49	11	50	46	33	33	25	31	73	95	46	4
	43%	42%	43%	43%	42%	45%	44%	38%	49%	43%	43%	40%	41%	46%	41%	52%	38%	43%	55%	43%	43%	50%	36%	35%	41%	48%	33%
Neither important nor unimportant	(0) 127	36	90	61	51	15	10	17	9	50	34	6	61	55	11	4	3	9	10	8	14	6	11	23	28	8	3
	11%	14%	10%	11%	10%	12%	14%	15%	13%	11%	9%	12%	11%	11%	8%	4%	10%	8%	12%	10%	18%	12%	13%	11%	12%	8%	25%
Not very important	(-1) 42	20	22	16	21	5	4	12	4	12	9	1	19	19	4	2	-	3	1	3	6	2	7	9	9	-	-
	4%	8%	2%	3%	4%	4%	6%	10%	6%	3%	2%	2%	4%	4%	3%	2%	-	3%	1%	4%	8%	4%	8%	4%	4%	-	-
Not at all important	(-2) 19	6	13	6	9	4	1	4	1	5	5	3	12	3	4	-	-	2	1	-	-	-	1	5	9	1	-
	2%	2%	1%	1%	2%	3%	1%	3%	1%	1%	1%	6%	2%	1%	3%	-	-	2%	1%	-	-	-	1%	2%	4%	1%	-
NET: Not important	61	26	35	22	30	9	5	16	5	17	14	4	31	22	8	2	-	5	2	3	6	2	8	14	18	1	-
	5%	10%	4%	4%	6%	7%	7%	14%	7%	4%	4%	8%	6%	5%	6%	2%	-	4%	2%	4%	8%	4%	9%	7%	8%	1%	-
Mean	1.18	0.97	1.24	1.21	1.18	1.04	1.06	0.89	1.03	1.23	1.27	1.06	1.17	1.18	1.21	1.33	1.41	1.26	1.12	1.25	0.96	1.14	1.09	1.20	1.08	1.31	1.17
Standard deviation	0.88	1.00	0.84	0.84	0.91	0.97	0.92	1.10	0.89	0.82	0.82	1.08	0.92	0.83	0.94	0.66	0.68	0.85	0.76	0.80	0.90	0.78	0.99	0.97	1.01	0.72	0.83
Standard error	0.03	0.06	0.03	0.04	0.04	0.09	0.11	0.10	0.11	0.04	0.04	0.15	0.04	0.04	0.08	0.07	0.13	0.08	0.08	0.09	0.10	0.11	0.11	0.07	0.07	0.07	0.24

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 98

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Range of podcasts****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		969 84%	376 86%	378 89%	382 88%	291 83%
Very important	(+2)	473 41%	189 43%	200 47%	190 44%	139 40%
Quite important	(+1)	496 43%	187 43%	178 42%	192 44%	152 44%
Neither important nor unimportant	(0)	127 11%	46 11%	32 7%	37 8%	40 11%
Not very important	(-1)	42 4%	15 3%	13 3%	10 2%	14 4%
Not at all important	(-2)	19 2%	1 *	4 1%	7 2%	4 1%
NET: Not important		61 5%	16 4%	17 4%	17 4%	18 5%
Mean		1.18	1.25	1.30	1.26	1.17
Standard deviation		0.88	0.80	0.81	0.83	0.87
Standard error		0.03	0.04	0.04	0.04	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 99

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Content from a range of 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-east Ireland
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important	751 65%	155 60%	595 66%	358 66%	337 68%	56 46%	49 69%	72 62%	34 48%	308 66%	265 70%	22 44%	367 68%	297 61%	86 65%	65 69%	19 66%	77 67%	57 69%	52 68%	43 57%	30 60%	45 52%	143 69%	153 66%	61 64%	6 50%
Very important	(+2) 318 27%	71 27%	247 28%	160 30%	134 27%	24 20%	27 38%	29 25%	15 21%	133 28%	105 28%	9 18%	168 31%	120 25%	30 23%	24 26%	10 34%	30 26%	24 29%	23 30%	21 28%	10 20%	17 20%	67 32%	64 28%	26 27%	2 17%
Quite important	(+1) 433 37%	84 32%	348 39%	198 37%	203 41%	32 26%	22 31%	43 37%	19 27%	175 37%	160 42%	13 26%	199 37%	177 36%	56 42%	41 44%	9 31%	47 41%	33 40%	29 38%	22 29%	20 40%	28 33%	76 37%	89 38%	35 36%	4 33%
Neither important nor unimportant	(0) 269 23%	67 26%	202 23%	114 21%	110 22%	45 37%	12 17%	30 26%	25 35%	102 22%	80 21%	20 40%	111 21%	130 27%	28 21%	22 23%	8 28%	25 22%	16 19%	17 22%	24 32%	14 28%	27 31%	37 18%	55 24%	20 21%	4 33%
Not very important	(-1) 90 8%	22 8%	68 8%	49 9%	30 6%	11 9%	8 11%	5 4%	9 13%	41 9%	25 7%	2 4%	41 8%	40 8%	9 7%	5 5%	2 7%	9 8%	7 8%	6 8%	9 12%	6 12%	10 12%	17 8%	9 4%	9 9%	1 8%
Not at all important	(-2) 47 4%	15 6%	32 4%	18 3%	20 4%	9 7%	2 3%	10 9%	3 4%	16 3%	10 3%	6 12%	20 4%	18 4%	9 7%	2 2%	- -	4 3%	3 4%	2 3%	- -	- -	4 5%	10 5%	15 6%	6 6%	1 8%
NET: Not important	137 12%	37 14%	100 11%	67 12%	50 10%	20 17%	10 14%	15 13%	12 17%	57 12%	35 9%	8 16%	61 11%	58 12%	18 14%	7 7%	2 7%	13 11%	10 12%	8 10%	9 12%	6 12%	14 16%	27 13%	24 10%	15 16%	2 17%
Mean	0.76	0.67	0.79	0.80	0.81	0.42	0.90	0.65	0.48	0.79	0.86	0.34	0.84	0.70	0.67	0.85	0.93	0.78	0.82	0.84	0.72	0.68	0.51	0.84	0.77	0.69	0.42
Standard deviation	1.06	1.14	1.04	1.07	1.03	1.13	1.12	1.15	1.09	1.06	0.98	1.19	1.06	1.05	1.11	0.94	0.96	1.03	1.06	1.03	1.00	0.94	1.08	1.12	1.10	1.15	1.16
Standard error	0.03	0.07	0.03	0.05	0.05	0.10	0.13	0.11	0.13	0.05	0.05	0.17	0.05	0.05	0.10	0.10	0.18	0.10	0.12	0.12	0.11	0.13	0.12	0.08	0.07	0.12	0.34

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 99

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Content from a range of different providers****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		751 65%	294 67%	290 68%	315 72%	241 69%
Very important	(+2)	318 27%	133 30%	124 29%	124 28%	98 28%
Quite important	(+1)	433 37%	161 37%	166 39%	191 44%	143 41%
Neither important nor unimportant	(0)	269 23%	103 24%	84 20%	78 18%	77 22%
Not very important	(-1)	90 8%	29 7%	37 9%	33 8%	21 6%
Not at all important	(-2)	47 4%	12 3%	16 4%	10 2%	10 3%
NET: Not important		137 12%	41 9%	53 12%	43 10%	31 9%
Mean		0.76	0.85	0.81	0.89	0.85
Standard deviation		1.06	1.02	1.07	0.98	0.99
Standard error		0.03	0.05	0.05	0.05	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 100

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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important	1094 95%	248 96%	845 94%	502 93%	477 96%	115 95%	66 93%	114 97%	68 96%	435 93%	363 96%	47 94%	515 96%	461 95%	117 89%	91 97%	27 93%	111 97%	80 96%	74 96%	70 92%	49 98%	79 92%	190 92%	222 96%	91 95%	10 83%
Very important	(+2) 723 62%	163 63%	560 62%	328 61%	319 64%	76 63%	45 63%	73 62%	45 63%	283 61%	246 65%	31 62%	351 65%	289 60%	83 63%	69 73%	18 62%	74 64%	54 65%	46 60%	41 54%	28 56%	59 69%	120 58%	146 63%	62 65%	6 50%
Quite important	(+1) 371 32%	85 33%	285 32%	174 32%	158 32%	39 32%	21 30%	41 35%	23 32%	152 33%	117 31%	16 32%	164 30%	172 35%	34 26%	22 23%	9 31%	37 32%	26 31%	28 36%	29 38%	21 42%	20 23%	70 34%	76 33%	29 30%	4 33%
Neither important nor unimportant	(0) 50 4%	11 4%	39 4%	29 5%	15 3%	6 5%	5 7%	3 3%	3 4%	24 5%	12 3%	3 6%	19 4%	19 4%	12 9%	2 2%	1 3%	2 2%	3 4%	3 4%	4 5%	1 2%	5 6%	13 6%	10 4%	4 4%	2 17%
Not very important	(-1) 8 1%	- -	8 1%	5 1%	3 1%	- -	- -	- -	- -	5 1%	3 1%	- -	3 1%	4 1%	1 1%	1 1%	- -	1 1%	- -	- -	1 1%	- -	1 1%	3 1%	- -	1 1%	- -
Not at all important	(-2) 5 *	- -	5 1%	3 1%	2 *	- -	- -	- -	- -	3 1%	2 1%	- -	2 *	1 *	2 2%	- -	1 3%	1 1%	- -	- -	1 1%	- -	1 1%	1 *	- -	- -	- -
NET: Not important	13 1%	- -	13 1%	8 1%	5 1%	- -	- -	- -	- -	8 2%	5 1%	- -	5 1%	5 1%	3 2%	1 1%	1 3%	2 2%	- -	- -	2 3%	- -	2 2%	4 2%	- -	1 1%	- -
Mean	1.55	1.59	1.55	1.52	1.59	1.58	1.56	1.60	1.59	1.51	1.58	1.56	1.59	1.53	1.48	1.69	1.48	1.58	1.61	1.56	1.42	1.54	1.57	1.47	1.59	1.58	1.33
Standard deviation	0.65	0.57	0.68	0.69	0.62	0.59	0.63	0.54	0.58	0.70	0.65	0.61	0.62	0.63	0.81	0.57	0.87	0.66	0.56	0.57	0.77	0.54	0.76	0.72	0.57	0.63	0.78
Standard error	0.02	0.04	0.02	0.03	0.03	0.05	0.07	0.05	0.07	0.03	0.03	0.09	0.03	0.03	0.07	0.06	0.16	0.06	0.06	0.07	0.09	0.08	0.08	0.05	0.04	0.06	0.22

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 100

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		1094 95%	420 96%	411 96%	422 97%	327 94%
Very important	(+2)	723 62%	283 65%	281 66%	287 66%	220 63%
Quite important	(+1)	371 32%	137 31%	130 30%	135 31%	107 31%
Neither important nor unimportant	(0)	50 4%	16 4%	11 3%	13 3%	17 5%
Not very important	(-1)	8 1%	2 *	2 *	1 *	4 1%
Not at all important	(-2)	5 *	- -	3 1%	- -	1 *
NET: Not important		13 1%	2 *	5 1%	1 *	5 1%
Mean		1.55	1.60	1.60	1.62	1.55
Standard deviation		0.65	0.58	0.64	0.56	0.67
Standard error		0.02	0.03	0.03	0.03	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 101

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	Northern Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		1083	237	845	499	468	116	66	103	68	432	365	48	510	451	121	88	27	112	78	74	69	45	80	190	220	90	10
		94%	92%	94%	93%	94%	96%	93%	88%	96%	93%	96%	96%	95%	93%	92%	94%	93%	97%	94%	96%	91%	90%	93%	92%	95%	94%	83%
Very important	(+2)	637	132	505	270	295	72	33	59	40	237	236	32	311	248	78	54	16	63	42	43	40	22	52	111	135	55	4
		55%	51%	56%	50%	59%	60%	46%	50%	56%	51%	62%	64%	58%	51%	59%	57%	55%	55%	51%	56%	53%	44%	60%	54%	58%	57%	33%
Quite important	(+1)	446	105	340	229	173	44	33	44	28	195	129	16	199	203	43	34	11	49	36	31	29	23	28	79	85	35	6
		39%	41%	38%	42%	35%	36%	46%	38%	39%	42%	34%	32%	37%	42%	33%	36%	38%	43%	43%	40%	38%	46%	33%	38%	37%	36%	50%
Neither important nor unimportant	(0)	55	19	36	29	21	5	4	12	3	25	9	2	22	27	6	3	1	2	5	3	5	5	4	11	10	5	1
		5%	7%	4%	5%	4%	4%	6%	10%	4%	5%	2%	4%	4%	6%	5%	3%	3%	2%	6%	4%	7%	10%	5%	5%	4%	5%	8%
Not very important	(-1)	15	2	13	9	6	-	1	1	-	8	5	-	6	5	4	3	1	1	-	-	2	-	1	4	2	1	-
		1%	1%	1%	2%	1%	-	1%	1%	-	2%	1%	-	1%	1%	3%	3%	3%	1%	-	-	3%	-	1%	2%	1%	1%	-
Not at all important	(-2)	4	1	3	2	2	-	-	1	-	2	1	-	1	2	1	-	-	-	-	-	-	-	1	2	-	-	1
		*	*	*	*	*	-	-	1%	-	*	*	-	*	*	1%	-	-	-	-	-	-	-	1%	1%	-	-	8%
NET: Not important		19	3	16	11	8	-	1	2	-	10	6	-	7	7	5	3	1	1	-	-	2	-	2	6	2	1	1
		2%	1%	2%	2%	2%	-	1%	2%	-	2%	2%	-	1%	1%	4%	3%	3%	1%	-	-	3%	-	2%	3%	1%	1%	8%
Mean		1.47	1.41	1.48	1.40	1.52	1.55	1.38	1.36	1.52	1.41	1.56	1.60	1.51	1.42	1.46	1.48	1.45	1.51	1.45	1.52	1.41	1.34	1.50	1.42	1.52	1.50	1.00
Standard deviation		0.68	0.69	0.68	0.70	0.68	0.58	0.66	0.77	0.58	0.71	0.64	0.57	0.65	0.68	0.79	0.71	0.74	0.58	0.61	0.58	0.73	0.66	0.75	0.76	0.62	0.65	1.13
Standard error		0.02	0.04	0.02	0.03	0.03	0.05	0.08	0.07	0.07	0.03	0.03	0.08	0.03	0.03	0.07	0.07	0.14	0.05	0.07	0.07	0.08	0.09	0.08	0.05	0.04	0.07	0.33

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 101

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		1083 94%	416 95%	398 93%	415 95%	326 93%
Very important	(+2)	637 55%	251 57%	236 55%	246 56%	186 53%
Quite important	(+1)	446 39%	165 38%	162 38%	169 39%	140 40%
Neither important nor unimportant	(0)	55 5%	19 4%	22 5%	18 4%	18 5%
Not very important	(-1)	15 1%	3 1%	5 1%	3 1%	3 1%
Not at all important	(-2)	4 *	- -	2 *	- -	2 1%
NET: Not important		19 2%	3 1%	7 2%	3 1%	5 1%
Mean		1.47	1.52	1.46	1.51	1.45
Standard deviation		0.68	0.62	0.69	0.61	0.69
Standard error		0.02	0.03	0.03	0.03	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 102

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	Northern Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		1026	227	798	464	456	106	61	103	63	402	353	43	488	427	110	86	24	105	73	70	64	42	77	177	211	87	10
		89%	88%	89%	86%	92%	88%	86%	88%	89%	86%	93%	86%	91%	88%	83%	91%	83%	91%	88%	91%	84%	84%	90%	86%	91%	91%	83%
Very important	(+2)	484	100	384	213	220	51	33	39	28	180	181	23	233	194	57	41	15	49	24	34	24	19	42	88	97	47	4
		42%	39%	43%	40%	44%	42%	46%	33%	39%	39%	48%	46%	43%	40%	43%	44%	52%	43%	29%	44%	32%	38%	49%	43%	42%	49%	33%
Quite important	(+1)	542	127	414	251	236	55	28	64	35	222	172	20	255	233	53	45	9	56	49	36	40	23	35	89	114	40	6
		47%	49%	46%	47%	47%	45%	39%	55%	49%	48%	45%	40%	47%	48%	40%	48%	31%	49%	59%	47%	53%	46%	41%	43%	49%	42%	50%
Neither important nor unimportant	(0)	96	24	72	57	26	13	8	9	7	49	17	6	41	41	14	7	4	9	7	5	10	7	4	20	16	6	1
		8%	9%	8%	11%	5%	11%	11%	8%	10%	10%	4%	12%	8%	8%	11%	7%	14%	8%	8%	6%	13%	14%	5%	10%	7%	6%	8%
Not very important	(-1)	24	5	19	14	9	1	2	3	-	12	6	1	7	13	4	1	1	1	2	2	1	1	3	6	3	2	1
		2%	2%	2%	3%	2%	1%	3%	3%	-	3%	2%	2%	1%	3%	3%	1%	3%	1%	2%	3%	1%	2%	3%	3%	1%	2%	8%
Not at all important	(-2)	11	3	8	4	6	1	-	2	1	4	4	-	3	4	4	-	-	-	1	-	1	-	2	4	2	1	-
		1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	-	1%	1%	3%	-	-	-	1%	-	1%	-	2%	2%	1%	1%	-
NET: Not important		35	8	27	18	15	2	2	5	1	16	10	1	10	17	8	1	1	1	3	2	2	1	5	10	5	3	1
		3%	3%	3%	3%	3%	2%	3%	4%	1%	3%	3%	2%	2%	4%	6%	1%	3%	1%	4%	3%	3%	2%	6%	5%	2%	3%	8%
Mean		1.27	1.22	1.28	1.22	1.32	1.27	1.30	1.15	1.25	1.20	1.37	1.30	1.31	1.24	1.17	1.34	1.31	1.33	1.12	1.32	1.12	1.20	1.30	1.21	1.30	1.35	1.08
Standard deviation		0.77	0.78	0.77	0.79	0.76	0.75	0.78	0.81	0.75	0.79	0.74	0.76	0.72	0.78	0.95	0.66	0.85	0.66	0.76	0.72	0.78	0.76	0.90	0.88	0.73	0.78	0.90
Standard error		0.02	0.05	0.03	0.03	0.03	0.07	0.09	0.07	0.09	0.04	0.04	0.11	0.03	0.04	0.08	0.07	0.16	0.06	0.08	0.08	0.09	0.11	0.10	0.06	0.05	0.08	0.26

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 102

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		1026 89%	399 91%	379 89%	396 91%	304 87%
Very important	(+2)	484 42%	196 45%	184 43%	189 43%	140 40%
Quite important	(+1)	542 47%	203 46%	195 46%	207 47%	164 47%
Neither important nor unimportant	(0)	96 8%	32 7%	34 8%	30 7%	37 11%
Not very important	(-1)	24 2%	4 1%	10 2%	7 2%	6 2%
Not at all important	(-2)	11 1%	3 1%	4 1%	3 1%	2 1%
NET: Not important		35 3%	7 2%	14 3%	10 2%	8 2%
Mean		1.27	1.34	1.28	1.31	1.24
Standard deviation		0.77	0.71	0.78	0.73	0.75
Standard error		0.02	0.03	0.04	0.03	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 103

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Auto-download of episodes****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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important	618 53%	138 53%	480 54%	280 52%	267 54%	71 59%	38 54%	64 55%	36 51%	242 52%	203 53%	35 70%	305 57%	246 51%	67 51%	47 50%	16 55%	68 59%	41 49%	54 70%	37 49%	32 64%	47 55%	111 54%	113 49%	49 51%	3 25%
Very important	(+2) 236 20%	62 24%	174 19%	97 18%	117 24%	22 18%	16 23%	34 29%	12 17%	81 17%	83 22%	10 20%	115 21%	95 20%	26 20%	14 15%	7 24%	22 19%	15 18%	23 30%	15 20%	10 20%	18 21%	48 23%	41 18%	21 22%	2 17%
Quite important	(+1) 382 33%	76 29%	306 34%	183 34%	150 30%	49 40%	22 31%	30 26%	24 34%	161 34%	120 32%	25 50%	190 35%	151 31%	41 31%	33 35%	9 31%	46 40%	26 31%	31 40%	22 29%	22 44%	29 34%	63 30%	72 31%	28 29%	1 8%
Neither important nor unimportant	(0) 294 25%	65 25%	228 25%	128 24%	134 27%	32 26%	21 30%	22 19%	22 31%	106 23%	112 29%	10 20%	130 24%	125 26%	38 29%	27 29%	7 24%	25 22%	22 27%	12 16%	22 29%	9 18%	23 27%	54 26%	68 29%	22 23%	3 25%
Not very important	(-1) 149 13%	29 11%	120 13%	78 14%	64 13%	7 6%	6 8%	18 15%	5 7%	72 15%	46 12%	2 4%	67 12%	71 15%	11 8%	11 12%	3 10%	17 15%	10 12%	8 10%	8 11%	6 12%	7 8%	27 13%	31 13%	17 18%	4 33%
Not at all important	(-2) 96 8%	27 10%	69 8%	53 10%	32 6%	11 9%	6 8%	13 11%	8 11%	47 10%	19 5%	3 6%	37 7%	43 9%	16 12%	9 10%	3 10%	5 4%	10 12%	3 4%	9 12%	3 6%	9 10%	15 7%	20 9%	8 8%	2 17%
NET: Not important	245 21%	56 22%	189 21%	131 24%	96 19%	18 15%	12 17%	31 26%	13 18%	119 25%	65 17%	5 10%	104 19%	114 24%	27 20%	20 21%	6 21%	22 19%	20 24%	11 14%	17 22%	9 18%	16 19%	42 20%	51 22%	25 26%	6 50%
Mean	0.44	0.45	0.44	0.36	0.52	0.53	0.51	0.46	0.38	0.34	0.53	0.74	0.52	0.38	0.38	0.34	0.48	0.55	0.31	0.82	0.34	0.60	0.47	0.49	0.36	0.39	-0.25
Standard deviation	1.19	1.26	1.17	1.21	1.17	1.13	1.18	1.35	1.19	1.22	1.11	1.03	1.16	1.21	1.24	1.16	1.27	1.09	1.25	1.10	1.25	1.12	1.21	1.19	1.17	1.24	1.36
Standard error	0.03	0.08	0.04	0.05	0.05	0.10	0.14	0.12	0.14	0.06	0.06	0.15	0.05	0.05	0.11	0.12	0.24	0.10	0.14	0.13	0.14	0.16	0.13	0.08	0.08	0.13	0.39

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 103

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Auto-download of episodes****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		618 53%	259 59%	228 53%	280 64%	177 51%
Very important	(+2)	236 20%	104 24%	80 19%	101 23%	62 18%
Quite important	(+1)	382 33%	155 35%	148 35%	179 41%	115 33%
Neither important nor unimportant	(0)	294 25%	103 24%	101 24%	86 20%	104 30%
Not very important	(-1)	149 13%	49 11%	58 14%	49 11%	41 12%
Not at all important	(-2)	96 8%	27 6%	40 9%	21 5%	27 8%
NET: Not important		245 21%	76 17%	98 23%	70 16%	68 19%
Mean		0.44	0.59	0.40	0.67	0.41
Standard deviation		1.19	1.15	1.20	1.10	1.14
Standard error		0.03	0.05	0.06	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 104

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 platform****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-east Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		339	73	266	164	151	24	23	36	14	141	115	10	155	144	40	30	8	37	28	35	20	17	15	69	66	13	1
		29%	28%	30%	30%	30%	20%	32%	31%	20%	30%	30%	20%	29%	30%	30%	32%	28%	32%	34%	45%	26%	34%	17%	33%	28%	14%	8%
Very important	(+2)	121	23	98	66	52	3	9	12	2	57	40	1	65	38	18	6	3	11	9	17	4	5	8	31	23	4	-
		10%	9%	11%	12%	10%	2%	13%	10%	3%	12%	11%	2%	12%	8%	14%	6%	10%	10%	11%	22%	5%	10%	9%	15%	10%	4%	-
Quite important	(+1)	218	50	168	98	99	21	14	24	12	84	75	9	90	106	22	24	5	26	19	18	16	12	7	38	43	9	1
		19%	19%	19%	18%	20%	17%	20%	21%	17%	18%	20%	18%	17%	22%	17%	26%	17%	23%	23%	23%	21%	24%	8%	18%	19%	9%	8%
Neither important nor unimportant	(0)	353	77	275	155	154	44	18	37	22	136	117	22	165	146	42	25	8	37	19	15	30	14	38	58	77	29	3
		31%	30%	31%	29%	31%	36%	25%	32%	31%	29%	31%	44%	31%	30%	32%	27%	28%	32%	23%	19%	39%	28%	44%	28%	33%	30%	25%
Not very important	(-1)	240	54	186	116	103	21	17	21	16	99	82	5	116	99	24	21	2	23	17	13	15	7	19	46	44	29	4
		21%	21%	21%	22%	21%	17%	24%	18%	23%	21%	22%	10%	22%	20%	18%	22%	7%	20%	20%	17%	20%	14%	22%	22%	19%	30%	33%
Not at all important	(-2)	225	55	170	104	89	32	13	23	19	91	66	13	103	96	26	18	11	18	19	14	11	12	14	34	45	25	4
		19%	21%	19%	19%	18%	26%	18%	20%	27%	19%	17%	26%	19%	20%	20%	19%	38%	16%	23%	18%	14%	24%	16%	16%	19%	26%	33%
NET: Not important		465	109	356	220	192	53	30	44	35	190	148	18	219	195	50	39	13	41	36	27	26	19	33	80	89	54	8
		40%	42%	40%	41%	39%	44%	42%	38%	49%	41%	39%	36%	41%	40%	38%	41%	45%	36%	43%	35%	34%	38%	38%	39%	38%	56%	67%
Mean		-0.20	-0.26	-0.18	-0.17	-0.16	-0.48	-0.15	-0.16	-0.54	-0.18	-0.16	-0.40	-0.19	-0.22	-0.14	-0.22	-0.45	-0.10	-0.22	0.14	-0.17	-0.18	-0.28	-0.07	-0.19	-0.65	-0.92
Standard deviation		1.25	1.24	1.25	1.28	1.23	1.13	1.29	1.25	1.14	1.28	1.23	1.12	1.26	1.22	1.29	1.21	1.43	1.20	1.33	1.42	1.09	1.32	1.12	1.29	1.23	1.10	1.00
Standard error		0.04	0.08	0.04	0.06	0.06	0.10	0.15	0.12	0.14	0.06	0.06	0.16	0.05	0.06	0.11	0.12	0.27	0.11	0.15	0.16	0.12	0.19	0.12	0.09	0.08	0.11	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 104

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 platform****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		339 29%	148 34%	152 36%	125 29%	140 40%
Very important	(+2)	121 10%	54 12%	54 13%	49 11%	49 14%
Quite important	(+1)	218 19%	94 21%	98 23%	76 17%	91 26%
Neither important nor unimportant	(0)	353 31%	133 30%	115 27%	127 29%	104 30%
Not very important	(-1)	240 21%	78 18%	90 21%	93 21%	62 18%
Not at all important	(-2)	225 19%	79 18%	70 16%	91 21%	43 12%
NET: Not important		465 40%	157 36%	160 37%	184 42%	105 30%
Mean		-0.20	-0.08	-0.06	-0.23	0.12
Standard deviation		1.25	1.27	1.27	1.27	1.22
Standard error		0.04	0.06	0.06	0.06	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 105

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Syncing across devices****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-east Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		577	127	450	285	242	50	40	59	28	245	183	22	278	230	69	50	14	57	37	50	30	25	42	113	109	45	5
		50%	49%	50%	53%	49%	41%	56%	50%	39%	52%	48%	44%	52%	47%	52%	53%	48%	50%	45%	65%	39%	50%	49%	55%	47%	47%	42%
Very important	(+2)	232	47	185	113	105	14	17	23	7	96	82	7	106	93	33	19	7	23	18	13	12	11	20	51	40	17	1
		20%	18%	21%	21%	21%	12%	24%	20%	10%	21%	22%	14%	20%	19%	25%	20%	24%	20%	22%	17%	16%	22%	23%	25%	17%	18%	8%
Quite important	(+1)	345	80	265	172	137	36	23	36	21	149	101	15	172	137	36	31	7	34	19	37	18	14	22	62	69	28	4
		30%	31%	30%	32%	28%	30%	32%	31%	30%	32%	27%	30%	32%	28%	27%	33%	24%	30%	23%	48%	24%	28%	26%	30%	30%	29%	33%
Neither important nor unimportant	(0)	274	61	212	121	122	31	17	26	18	103	96	13	121	117	36	20	6	29	21	15	20	8	27	49	57	19	3
		24%	24%	24%	22%	25%	26%	24%	22%	25%	22%	25%	26%	22%	24%	27%	21%	21%	25%	25%	19%	26%	16%	31%	24%	25%	20%	25%
Not very important	(-1)	180	46	134	82	73	25	9	20	17	73	53	8	85	78	16	18	4	20	15	9	17	10	10	26	29	20	2
		16%	18%	15%	15%	15%	21%	13%	17%	24%	16%	14%	16%	16%	16%	12%	19%	14%	17%	18%	12%	22%	20%	12%	13%	13%	21%	17%
Not at all important	(-2)	126	25	101	51	60	15	5	12	8	46	48	7	55	60	11	6	5	9	10	3	9	7	7	19	37	12	2
		11%	10%	11%	9%	12%	12%	7%	10%	11%	10%	13%	14%	10%	12%	8%	6%	17%	8%	12%	4%	12%	14%	8%	9%	16%	13%	17%
NET: Not important		306	71	235	133	133	40	14	32	25	119	101	15	140	138	27	24	9	29	25	12	26	17	17	45	66	32	4
		26%	27%	26%	25%	27%	33%	20%	27%	35%	25%	27%	30%	26%	28%	20%	26%	31%	25%	30%	16%	34%	34%	20%	22%	28%	33%	33%
Mean		0.33	0.30	0.33	0.40	0.31	0.07	0.54	0.32	0.03	0.38	0.31	0.14	0.35	0.26	0.48	0.41	0.24	0.37	0.24	0.62	0.09	0.24	0.44	0.48	0.20	0.19	0.00
Standard deviation		1.26	1.23	1.27	1.24	1.29	1.21	1.19	1.26	1.18	1.25	1.30	1.26	1.25	1.28	1.23	1.20	1.43	1.21	1.31	1.03	1.26	1.38	1.20	1.25	1.31	1.30	1.28
Standard error		0.04	0.08	0.04	0.05	0.06	0.11	0.14	0.12	0.14	0.06	0.07	0.18	0.05	0.06	0.11	0.12	0.27	0.11	0.14	0.12	0.14	0.19	0.13	0.09	0.09	0.13	0.37

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 105

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Syncing across devices****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		577 50%	231 53%	240 56%	233 53%	190 54%
Very important	(+2)	232 20%	91 21%	96 22%	94 22%	70 20%
Quite important	(+1)	345 30%	140 32%	144 34%	139 32%	120 34%
Neither important nor unimportant	(0)	274 24%	103 24%	92 22%	98 22%	86 25%
Not very important	(-1)	180 16%	65 15%	59 14%	64 15%	45 13%
Not at all important	(-2)	126 11%	39 9%	36 8%	41 9%	28 8%
NET: Not important		306 26%	104 24%	95 22%	105 24%	73 21%
Mean		0.33	0.41	0.48	0.42	0.46
Standard deviation		1.26	1.22	1.22	1.24	1.18
Standard error		0.04	0.06	0.06	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 106

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Can use it easily on my smartphone****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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		1012	220	791	488	439	85	64	105	51	423	334	34	477	425	110	84	24	106	68	72	60	46	74	180	200	86	12
		87%	85%	88%	91%	88%	70%	90%	90%	72%	91%	88%	68%	88%	88%	83%	89%	83%	92%	82%	94%	79%	92%	86%	87%	86%	90%	100%
Very important	(+2)	736	147	589	361	327	48	46	72	29	315	255	19	346	300	90	58	16	83	47	51	39	32	55	126	149	72	8
		64%	57%	66%	67%	66%	40%	65%	62%	41%	67%	67%	38%	64%	62%	68%	62%	55%	72%	57%	66%	51%	64%	64%	61%	64%	75%	67%
Quite important	(+1)	276	73	202	127	112	37	18	33	22	108	79	15	131	125	20	26	8	23	21	21	21	14	19	54	51	14	4
		24%	28%	23%	24%	23%	31%	25%	28%	31%	23%	21%	30%	24%	26%	15%	28%	28%	20%	25%	27%	28%	28%	22%	26%	22%	15%	33%
Neither important nor unimportant	(0)	87	25	62	41	27	19	6	6	13	35	21	6	39	32	15	6	3	5	10	5	10	3	8	15	16	6	-
		8%	10%	7%	8%	5%	16%	8%	5%	18%	7%	6%	12%	7%	7%	11%	6%	10%	4%	12%	6%	13%	6%	9%	7%	7%	6%	-
Not very important	(-1)	34	6	28	8	17	9	1	2	3	7	15	6	13	17	4	2	2	2	3	-	4	1	1	8	8	3	-
		3%	2%	3%	1%	3%	7%	1%	2%	4%	1%	4%	12%	2%	4%	3%	2%	7%	2%	4%	-	5%	2%	1%	4%	3%	3%	-
Not at all important	(-2)	24	8	16	2	14	8	-	4	4	2	10	4	10	11	3	2	-	2	2	-	2	-	3	4	8	1	-
		2%	3%	2%	*	3%	7%	-	3%	6%	*	3%	8%	2%	2%	2%	2%	-	2%	2%	-	3%	-	3%	2%	3%	1%	-
NET: Not important		58	14	44	10	31	17	1	6	7	9	25	10	23	28	7	4	2	4	5	-	6	1	4	12	16	4	-
		5%	5%	5%	2%	6%	14%	1%	5%	10%	2%	7%	20%	4%	6%	5%	4%	7%	3%	6%	-	8%	2%	5%	6%	7%	4%	-
Mean		1.44	1.33	1.47	1.55	1.45	0.89	1.54	1.43	0.97	1.56	1.46	0.78	1.47	1.41	1.44	1.45	1.31	1.59	1.30	1.60	1.20	1.54	1.42	1.40	1.40	1.59	1.67
Standard deviation		0.91	0.96	0.89	0.73	0.95	1.20	0.71	0.93	1.13	0.73	0.96	1.30	0.87	0.93	0.97	0.88	0.93	0.80	0.98	0.61	1.03	0.71	0.96	0.92	1.00	0.83	0.49
Standard error		0.03	0.06	0.03	0.03	0.04	0.11	0.08	0.09	0.13	0.03	0.05	0.18	0.04	0.04	0.08	0.09	0.17	0.08	0.11	0.07	0.12	0.10	0.10	0.06	0.07	0.08	0.14

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 106

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Can use it easily on my smartphone****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		1012 87%	378 86%	400 94%	404 93%	302 87%
Very important	(+2)	736 64%	260 59%	297 70%	300 69%	203 58%
Quite important	(+1)	276 24%	118 27%	103 24%	104 24%	99 28%
Neither important nor unimportant	(0)	87 8%	34 8%	17 4%	20 5%	31 9%
Not very important	(-1)	34 3%	18 4%	6 1%	8 2%	9 3%
Not at all important	(-2)	24 2%	8 2%	4 1%	4 1%	7 2%
NET: Not important		58 5%	26 6%	10 2%	12 3%	16 5%
Mean		1.44	1.38	1.60	1.58	1.38
Standard deviation		0.91	0.93	0.72	0.75	0.90
Standard error		0.03	0.04	0.03	0.04	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 107

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Compatibility with smart speaker****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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important	484 42%	92 36%	392 44%	247 46%	208 42%	29 24%	29 41%	50 43%	13 18%	218 47%	158 42%	16 32%	229 42%	204 42%	51 39%	46 49%	10 34%	46 40%	35 42%	43 56%	27 36%	23 46%	30 35%	101 49%	88 38%	30 31%	5 42%
Very important	(+2) 218 19%	42 16%	176 20%	114 21%	92 19%	12 10%	11 15%	24 21%	7 10%	103 22%	68 18%	5 10%	103 19%	88 18%	27 20%	19 20%	3 10%	27 23%	12 14%	19 25%	11 14%	7 14%	13 15%	51 25%	44 19%	12 13%	- -
Quite important	(+1) 266 23%	50 19%	216 24%	133 25%	116 23%	17 14%	18 25%	26 22%	6 8%	115 25%	90 24%	11 22%	126 23%	116 24%	24 18%	27 29%	7 24%	19 17%	23 28%	24 31%	16 21%	16 32%	17 20%	50 24%	44 19%	18 19%	5 42%
Neither important nor unimportant	(0) 285 25%	67 26%	217 24%	123 23%	125 25%	37 31%	19 27%	26 22%	22 31%	103 22%	99 26%	15 30%	128 24%	116 24%	41 31%	21 22%	5 17%	27 23%	19 23%	15 19%	22 29%	11 22%	21 24%	50 24%	65 28%	26 27%	3 25%
Not very important	(-1) 162 14%	35 14%	127 14%	78 14%	70 14%	14 12%	9 13%	15 13%	11 15%	69 15%	55 14%	3 6%	76 14%	72 15%	13 10%	13 14%	6 21%	22 19%	9 11%	11 14%	10 13%	9 18%	13 15%	26 13%	29 13%	13 14%	1 8%
Not at all important	(-2) 226 20%	65 25%	161 18%	91 17%	94 19%	41 34%	14 20%	26 22%	25 35%	77 16%	68 18%	16 32%	106 20%	93 19%	27 20%	14 15%	8 28%	20 17%	20 24%	8 10%	17 22%	7 14%	22 26%	30 14%	50 22%	27 28%	3 25%
NET: Not important	388 34%	100 39%	288 32%	169 31%	164 33%	55 45%	23 32%	41 35%	36 51%	146 31%	123 32%	19 38%	182 34%	165 34%	40 30%	27 29%	14 48%	42 37%	29 35%	19 25%	27 36%	16 32%	35 41%	56 27%	79 34%	40 42%	4 33%
Mean	0.08	-0.12	0.13	0.19	0.08	-0.45	0.04	0.06	-0.58	0.21	0.09	-0.28	0.08	0.07	0.08	0.26	-0.31	0.10	-0.02	0.45	-0.08	0.14	-0.16	0.32	0.01	-0.26	-0.17
Standard deviation	1.38	1.40	1.37	1.37	1.37	1.35	1.35	1.44	1.32	1.38	1.35	1.39	1.39	1.37	1.39	1.34	1.39	1.41	1.40	1.29	1.35	1.28	1.40	1.36	1.39	1.38	1.27
Standard error	0.04	0.09	0.05	0.06	0.06	0.12	0.16	0.13	0.16	0.06	0.07	0.20	0.06	0.06	0.12	0.14	0.26	0.13	0.15	0.15	0.16	0.18	0.15	0.09	0.09	0.14	0.37

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 107

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Compatibility with smart speaker****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		484 42%	202 46%	224 52%	194 44%	162 46%
Very important	(+2)	218 19%	83 19%	106 25%	92 21%	72 21%
Quite important	(+1)	266 23%	119 27%	118 28%	102 23%	90 26%
Neither important nor unimportant	(0)	285 25%	102 23%	91 21%	93 21%	85 24%
Not very important	(-1)	162 14%	57 13%	63 15%	56 13%	43 12%
Not at all important	(-2)	226 20%	77 18%	49 11%	93 21%	59 17%
NET: Not important		388 34%	134 31%	112 26%	149 34%	102 29%
Mean		0.08	0.17	0.40	0.10	0.21
Standard deviation		1.38	1.36	1.31	1.43	1.36
Standard error		0.04	0.06	0.06	0.07	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 108

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Smart playlists****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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		442	84	357	219	194	29	26	42	16	192	152	13	208	182	52	34	7	50	26	41	22	23	23	96	87	29	4
		38%	32%	40%	41%	39%	24%	37%	36%	23%	41%	40%	26%	39%	38%	39%	36%	24%	43%	31%	53%	29%	46%	27%	46%	38%	30%	33%
Very important	(+2)	142	25	116	74	63	5	9	13	3	64	50	2	73	46	23	7	3	18	9	15	10	7	9	35	21	8	-
		12%	10%	13%	14%	13%	4%	13%	11%	4%	14%	13%	4%	14%	9%	17%	7%	10%	16%	11%	19%	13%	14%	10%	17%	9%	8%	-
Quite important	(+1)	300	59	241	145	131	24	17	29	13	128	102	11	135	136	29	27	4	32	17	26	12	16	14	61	66	21	4
		26%	23%	27%	27%	26%	20%	24%	25%	18%	27%	27%	22%	25%	28%	22%	29%	14%	28%	20%	34%	16%	32%	16%	29%	28%	22%	33%
Neither important nor unimportant	(0)	368	81	287	161	166	41	24	37	20	137	129	21	161	163	43	31	7	27	33	20	29	17	37	61	71	30	5
		32%	31%	32%	30%	33%	34%	34%	32%	28%	29%	34%	42%	30%	34%	33%	33%	24%	23%	40%	26%	38%	34%	43%	29%	31%	31%	42%
Not very important	(-1)	204	54	150	95	81	28	10	26	18	85	55	10	103	82	19	16	9	24	10	10	18	6	17	28	42	22	2
		18%	21%	17%	18%	16%	23%	14%	22%	25%	18%	14%	20%	19%	17%	14%	17%	31%	21%	12%	13%	24%	12%	20%	14%	18%	23%	17%
Not at all important	(-2)	143	40	103	64	56	23	11	12	17	53	44	6	67	58	18	13	6	14	14	6	7	4	9	22	32	15	1
		12%	15%	11%	12%	11%	19%	15%	10%	24%	11%	12%	12%	12%	12%	14%	14%	21%	12%	17%	8%	9%	8%	10%	11%	14%	16%	8%
NET: Not important		347	94	253	159	137	51	21	38	35	138	99	16	170	140	37	29	15	38	24	16	25	10	26	50	74	37	3
		30%	36%	28%	29%	28%	42%	30%	32%	49%	30%	26%	32%	32%	29%	28%	31%	52%	33%	29%	21%	33%	20%	30%	24%	32%	39%	25%
Mean		0.08	-0.10	0.13	0.13	0.13	-0.33	0.04	0.04	-0.46	0.14	0.16	-0.14	0.08	0.06	0.15	-0.01	-0.38	0.14	-0.04	0.44	0.00	0.32	-0.03	0.29	0.01	-0.16	0.00
Standard deviation		1.19	1.20	1.18	1.21	1.17	1.12	1.24	1.16	1.17	1.20	1.18	1.03	1.22	1.14	1.26	1.15	1.27	1.26	1.20	1.18	1.14	1.11	1.10	1.21	1.18	1.18	0.95
Standard error		0.03	0.07	0.04	0.05	0.05	0.10	0.15	0.11	0.14	0.06	0.06	0.15	0.05	0.05	0.11	0.12	0.23	0.12	0.13	0.13	0.13	0.16	0.12	0.08	0.08	0.12	0.28

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 108

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Smart playlists****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		442 38%	174 40%	189 44%	172 39%	166 48%
Very important	(+2)	142 12%	54 12%	66 15%	54 12%	53 15%
Quite important	(+1)	300 26%	120 27%	123 29%	118 27%	113 32%
Neither important nor unimportant	(0)	368 32%	138 32%	124 29%	125 29%	109 31%
Not very important	(-1)	204 18%	82 19%	68 16%	81 19%	47 13%
Not at all important	(-2)	143 12%	44 10%	46 11%	58 13%	27 8%
NET: Not important		347 30%	126 29%	114 27%	139 32%	74 21%
Mean		0.08	0.13	0.22	0.07	0.34
Standard deviation		1.19	1.16	1.20	1.22	1.12
Standard error		0.03	0.06	0.06	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 109

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Episode previews****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-east Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		413	76	336	185	194	34	22	37	17	162	157	17	192	163	58	35	9	45	28	40	25	19	32	81	72	25	2
		36%	29%	37%	34%	39%	28%	31%	32%	24%	35%	41%	34%	36%	34%	44%	37%	31%	39%	34%	52%	33%	38%	37%	39%	31%	26%	17%
Very important	(+2)	118	21	97	61	51	6	6	12	3	55	39	3	56	45	17	6	2	10	8	12	6	5	11	31	20	6	1
		10%	8%	11%	11%	10%	5%	8%	10%	4%	12%	10%	6%	10%	9%	13%	6%	7%	9%	10%	16%	8%	10%	13%	15%	9%	6%	8%
Quite important	(+1)	295	55	239	124	143	28	16	25	14	107	118	14	136	118	41	29	7	35	20	28	19	14	21	50	52	19	1
		25%	21%	27%	23%	29%	23%	23%	21%	20%	23%	31%	28%	25%	24%	31%	31%	24%	30%	24%	36%	25%	28%	24%	24%	22%	20%	8%
Neither important nor unimportant	(0)	328	80	248	144	139	45	21	31	28	123	108	17	142	143	43	27	7	29	23	18	22	16	25	58	66	34	3
		28%	31%	28%	27%	28%	37%	30%	26%	39%	26%	28%	34%	26%	29%	33%	29%	24%	25%	28%	23%	29%	32%	29%	28%	28%	35%	25%
Not very important	(-1)	256	63	193	130	102	24	18	29	16	112	73	8	130	109	16	21	6	31	18	10	20	10	13	41	58	22	6
		22%	24%	22%	24%	21%	20%	25%	25%	23%	24%	19%	16%	24%	22%	12%	22%	21%	27%	22%	13%	26%	20%	15%	20%	25%	23%	50%
Not at all important	(-2)	160	40	120	80	62	18	10	20	10	70	42	8	75	70	15	11	7	10	14	9	9	5	16	27	36	15	1
		14%	15%	13%	15%	12%	15%	14%	17%	14%	15%	11%	16%	14%	14%	11%	12%	24%	9%	17%	12%	12%	10%	19%	13%	16%	16%	8%
NET: Not important		416	103	313	210	164	42	28	49	26	182	115	16	205	179	31	32	13	41	32	19	29	15	29	68	94	37	7
		36%	40%	35%	39%	33%	35%	39%	42%	37%	39%	30%	32%	38%	37%	23%	34%	45%	36%	39%	25%	38%	30%	34%	33%	41%	39%	58%
Mean		-0.04	-0.18	0.00	-0.08	0.04	-0.17	-0.14	-0.17	-0.23	-0.07	0.10	-0.08	-0.06	-0.08	0.22	-0.02	-0.31	0.03	-0.12	0.31	-0.09	0.08	-0.02	0.08	-0.16	-0.22	-0.42
Standard deviation		1.20	1.17	1.20	1.23	1.18	1.10	1.17	1.24	1.06	1.24	1.16	1.16	1.21	1.19	1.17	1.13	1.28	1.13	1.23	1.23	1.15	1.14	1.29	1.25	1.19	1.13	1.08
Standard error		0.04	0.07	0.04	0.05	0.05	0.10	0.14	0.11	0.13	0.06	0.06	0.16	0.05	0.05	0.10	0.12	0.24	0.11	0.14	0.14	0.13	0.16	0.14	0.09	0.08	0.11	0.31

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 109

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Episode previews****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		413 36%	178 41%	173 41%	155 36%	171 49%
Very important	(+2)	118 10%	47 11%	55 13%	48 11%	49 14%
Quite important	(+1)	295 25%	131 30%	118 28%	107 25%	122 35%
Neither important nor unimportant	(0)	328 28%	131 30%	115 27%	119 27%	91 26%
Not very important	(-1)	256 22%	82 19%	89 21%	103 24%	56 16%
Not at all important	(-2)	160 14%	47 11%	50 12%	59 14%	31 9%
NET: Not important		416 36%	129 29%	139 33%	162 37%	87 25%
Mean		-0.04	0.11	0.09	-0.04	0.29
Standard deviation		1.20	1.16	1.21	1.21	1.16
Standard error		0.04	0.06	0.06	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 110

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Play video as audio****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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important	518 45%	103 40%	414 46%	264 49%	224 45%	30 25%	36 51%	48 41%	19 27%	227 49%	176 46%	11 22%	241 45%	219 45%	58 44%	44 47%	12 41%	53 46%	39 47%	47 61%	29 38%	19 38%	41 48%	102 49%	104 45%	25 26%	3 25%
Very important	(+2) 195 17%	37 14%	158 18%	107 20%	83 17%	5 4%	16 23%	17 15%	4 6%	91 19%	66 17%	1 2%	93 17%	76 16%	26 20%	17 18%	3 10%	17 15%	15 18%	17 22%	8 11%	8 16%	10 12%	55 27%	40 17%	5 5%	- -
Quite important	(+1) 323 28%	66 25%	256 29%	157 29%	141 28%	25 21%	20 28%	31 26%	15 21%	136 29%	110 29%	10 20%	148 27%	143 29%	32 24%	27 29%	9 31%	36 31%	24 29%	30 39%	21 28%	11 22%	31 36%	47 23%	64 28%	20 21%	3 25%
Neither important nor unimportant	(0) 318 27%	76 29%	242 27%	139 26%	141 28%	38 31%	13 18%	39 33%	24 34%	126 27%	102 27%	14 28%	150 28%	122 25%	46 35%	24 26%	5 17%	27 23%	24 29%	15 19%	19 25%	20 40%	30 35%	58 28%	61 26%	34 35%	1 8%
Not very important	(-1) 184 16%	50 19%	134 15%	82 15%	73 15%	29 24%	15 21%	19 16%	16 23%	67 14%	54 14%	13 26%	76 14%	93 19%	14 11%	16 17%	6 21%	21 18%	12 14%	7 9%	19 25%	6 12%	9 10%	29 14%	37 16%	18 19%	4 33%
Not at all important	(-2) 137 12%	30 12%	107 12%	54 10%	59 12%	24 20%	7 10%	11 9%	12 17%	47 10%	48 13%	12 24%	72 13%	51 11%	14 11%	10 11%	6 21%	14 12%	8 10%	8 10%	9 12%	5 10%	6 7%	18 9%	30 13%	19 20%	4 33%
NET: Not important	321 28%	80 31%	241 27%	136 25%	132 27%	53 44%	22 31%	30 26%	28 39%	114 24%	102 27%	25 50%	148 27%	144 30%	28 21%	26 28%	12 41%	35 30%	20 24%	15 19%	28 37%	11 22%	15 17%	47 23%	67 29%	37 39%	8 67%
Mean	0.22	0.12	0.25	0.34	0.23	-0.35	0.32	0.21	-0.24	0.34	0.24	-0.50	0.21	0.21	0.32	0.27	-0.10	0.18	0.31	0.53	0.00	0.22	0.35	0.44	0.20	-0.27	-0.75
Standard deviation	1.24	1.21	1.25	1.24	1.23	1.14	1.31	1.16	1.14	1.23	1.26	1.13	1.26	1.22	1.21	1.25	1.35	1.25	1.21	1.23	1.20	1.17	1.05	1.26	1.27	1.16	1.22
Standard error	0.04	0.08	0.04	0.05	0.06	0.10	0.16	0.11	0.14	0.06	0.06	0.16	0.05	0.06	0.11	0.13	0.25	0.12	0.13	0.14	0.14	0.16	0.11	0.09	0.08	0.12	0.35

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 110

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Play video as audio****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		518 45%	213 49%	221 52%	194 44%	237 68%
Very important	(+2)	195 17%	71 16%	92 22%	89 20%	87 25%
Quite important	(+1)	323 28%	142 32%	129 30%	105 24%	150 43%
Neither important nor unimportant	(0)	318 27%	111 25%	111 26%	123 28%	69 20%
Not very important	(-1)	184 16%	69 16%	56 13%	69 16%	35 10%
Not at all important	(-2)	137 12%	45 10%	39 9%	50 11%	8 2%
NET: Not important		321 28%	114 26%	95 22%	119 27%	43 12%
Mean		0.22	0.29	0.42	0.26	0.78
Standard deviation		1.24	1.21	1.22	1.27	1.00
Standard error		0.04	0.06	0.06	0.06	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 111

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Speed adjustment****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-east Ireland
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important	417 36%	96 37%	321 36%	210 39%	171 34%	36 30%	31 44%	41 35%	24 34%	179 38%	130 34%	12 24%	184 34%	187 39%	45 34%	35 37%	12 41%	32 28%	26 31%	36 47%	29 38%	21 42%	25 29%	86 42%	83 36%	31 32%	1 8%
Very important	(+2) 152 13%	29 11%	123 14%	85 16%	63 13%	4 3%	11 15%	15 13%	3 4%	74 16%	48 13%	1 2%	67 12%	58 12%	27 20%	11 12%	5 17%	16 14%	10 12%	13 17%	6 8%	7 14%	8 9%	39 19%	29 13%	8 8%	- -
Quite important	(+1) 265 23%	67 26%	198 22%	125 23%	108 22%	32 26%	20 28%	26 22%	21 30%	105 22%	82 22%	11 22%	117 22%	129 27%	18 14%	24 26%	7 24%	16 14%	16 19%	23 30%	23 30%	14 28%	17 20%	47 23%	54 23%	23 24%	1 8%
Neither important nor unimportant	(0) 352 30%	64 25%	287 32%	152 28%	161 32%	39 32%	18 25%	26 22%	20 28%	133 28%	135 36%	19 38%	151 28%	150 31%	51 39%	31 33%	6 21%	36 31%	25 30%	18 23%	26 34%	12 24%	32 37%	64 31%	71 31%	25 26%	6 50%
Not very important	(-1) 213 18%	54 21%	159 18%	91 17%	98 20%	24 20%	9 13%	29 25%	16 23%	82 18%	69 18%	8 16%	114 21%	83 17%	16 12%	14 15%	4 14%	32 28%	16 19%	15 19%	12 16%	10 20%	14 16%	33 16%	39 17%	22 23%	2 17%
Not at all important	(-2) 175 15%	45 17%	130 14%	86 16%	67 13%	22 18%	13 18%	21 18%	11 15%	73 16%	46 12%	11 22%	90 17%	65 13%	20 15%	14 15%	7 24%	15 13%	16 19%	8 10%	9 12%	7 14%	15 17%	24 12%	39 17%	18 19%	3 25%
NET: Not important	388 34%	99 38%	289 32%	177 33%	165 33%	46 38%	22 31%	50 43%	27 38%	155 33%	115 30%	19 38%	204 38%	148 31%	36 27%	28 30%	11 38%	47 41%	32 39%	23 30%	21 28%	17 34%	29 34%	57 28%	78 34%	40 42%	5 42%
Mean	0.01	-0.07	0.03	0.06	*	-0.23	0.10	-0.13	-0.15	0.05	0.04	-0.34	-0.08	0.07	0.12	0.04	-0.03	-0.12	-0.14	0.23	0.07	0.08	-0.13	0.21	-0.02	-0.20	-0.58
Standard deviation	1.24	1.27	1.24	1.29	1.21	1.13	1.33	1.30	1.14	1.29	1.18	1.12	1.26	1.20	1.30	1.22	1.45	1.22	1.28	1.24	1.12	1.28	1.20	1.25	1.26	1.24	1.00
Standard error	0.04	0.08	0.04	0.06	0.05	0.10	0.16	0.12	0.14	0.06	0.06	0.16	0.05	0.05	0.11	0.13	0.27	0.11	0.14	0.14	0.13	0.18	0.13	0.09	0.08	0.13	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 111

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Speed adjustment****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		417 36%	172 39%	168 39%	157 36%	170 49%
Very important	(+2)	152 13%	52 12%	68 16%	68 16%	57 16%
Quite important	(+1)	265 23%	120 27%	100 23%	89 20%	113 32%
Neither important nor unimportant	(0)	352 30%	129 29%	122 29%	116 27%	85 24%
Not very important	(-1)	213 18%	83 19%	79 19%	91 21%	61 17%
Not at all important	(-2)	175 15%	54 12%	58 14%	72 17%	33 9%
NET: Not important		388 34%	137 31%	137 32%	163 37%	94 27%
Mean		0.01	0.08	0.10	-0.02	0.29
Standard deviation		1.24	1.20	1.26	1.30	1.21
Standard error		0.04	0.06	0.06	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 112

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Push notifications****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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		329	77	252	182	126	21	35	30	12	147	96	9	152	135	42	35	9	37	22	29	20	18	23	67	51	17	1
		28%	30%	28%	34%	25%	17%	49%	26%	17%	31%	25%	18%	28%	28%	32%	37%	31%	32%	27%	38%	26%	36%	27%	32%	22%	18%	8%
Very important	(+2)	105	24	81	58	45	2	10	13	1	48	32	1	50	39	16	9	4	10	9	14	4	6	6	23	17	3	-
		9%	9%	9%	11%	9%	2%	14%	11%	1%	10%	8%	2%	9%	8%	12%	10%	14%	9%	11%	18%	5%	12%	7%	11%	7%	3%	-
Quite important	(+1)	224	53	171	124	81	19	25	17	11	99	64	8	102	96	26	26	5	27	13	15	16	12	17	44	34	14	1
		19%	20%	19%	23%	16%	16%	35%	15%	15%	21%	17%	16%	19%	20%	20%	28%	17%	23%	16%	19%	21%	12	20%	21%	15%	15%	8%
Neither important nor unimportant	(0)	352	83	269	139	164	49	15	37	31	124	127	18	156	148	48	28	6	33	31	22	23	11	27	56	77	34	4
		30%	32%	30%	26%	33%	40%	21%	32%	44%	27%	33%	36%	29%	31%	36%	30%	21%	29%	37%	29%	30%	22%	31%	27%	33%	35%	33%
Not very important	(-1)	249	50	198	122	102	25	8	27	15	113	75	10	123	103	22	12	2	28	11	13	20	12	18	49	55	24	5
		22%	19%	22%	23%	21%	21%	11%	23%	21%	24%	20%	20%	23%	21%	17%	13%	7%	24%	13%	17%	26%	24%	21%	24%	24%	25%	42%
Not at all important	(-2)	227	49	178	96	105	26	13	23	13	83	82	13	108	99	20	19	12	17	19	13	13	9	18	35	49	21	2
		20%	19%	20%	18%	21%	21%	18%	20%	18%	18%	22%	26%	20%	20%	15%	20%	41%	15%	23%	17%	17%	18%	21%	17%	21%	22%	17%
NET: Not important		476	99	376	218	207	51	21	50	28	196	157	23	231	202	42	31	14	45	30	26	33	21	36	84	104	45	7
		41%	38%	42%	40%	42%	42%	30%	43%	39%	42%	41%	46%	43%	42%	32%	33%	48%	39%	36%	34%	43%	42%	42%	41%	45%	47%	58%
Mean		-0.23	-0.18	-0.25	-0.14	-0.28	-0.45	0.15	-0.26	-0.39	-0.18	-0.29	-0.52	-0.25	-0.26	-0.03	-0.06	-0.45	-0.13	-0.22	0.05	-0.29	-0.12	-0.29	-0.14	-0.37	-0.48	-0.67
Standard deviation		1.23	1.22	1.23	1.26	1.22	1.05	1.33	1.25	1.01	1.24	1.22	1.11	1.24	1.22	1.21	1.27	1.53	1.19	1.27	1.34	1.14	1.30	1.21	1.25	1.18	1.09	0.89
Standard error		0.04	0.08	0.04	0.05	0.05	0.10	0.16	0.12	0.12	0.06	0.06	0.16	0.05	0.06	0.11	0.13	0.28	0.11	0.14	0.15	0.13	0.18	0.13	0.09	0.08	0.11	0.26

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 112

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Push notifications****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		329 28%	139 32%	141 33%	133 31%	126 36%
Very important	(+2)	105 9%	48 11%	44 10%	44 10%	40 11%
Quite important	(+1)	224 19%	91 21%	97 23%	89 20%	86 25%
Neither important nor unimportant	(0)	352 30%	137 31%	114 27%	126 29%	110 32%
Not very important	(-1)	249 22%	93 21%	97 23%	95 22%	64 18%
Not at all important	(-2)	227 20%	69 16%	75 18%	82 19%	49 14%
NET: Not important		476 41%	162 37%	172 40%	177 41%	113 32%
Mean		-0.23	-0.10	-0.15	-0.19	0.01
Standard deviation		1.23	1.22	1.25	1.24	1.21
Standard error		0.04	0.06	0.06	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 113

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Customisation options****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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important	447 39%	94 36%	353 39%	219 41%	192 39%	36 30%	30 42%	43 37%	21 30%	189 40%	149 39%	15 30%	209 39%	184 38%	54 41%	36 38%	9 31%	46 40%	27 33%	41 53%	29 38%	18 36%	32 37%	92 44%	83 36%	33 34%	1 8%
Very important	(+2) 116 10%	26 10%	90 10%	65 12%	47 9%	4 3%	12 17%	13 11%	1 1%	53 11%	34 9%	3 6%	48 9%	48 10%	20 15%	5 5%	2 7%	12 10%	5 6%	14 18%	10 13%	4 8%	10 12%	32 15%	18 8%	4 4%	- -
Quite important	(+1) 331 29%	68 26%	263 29%	154 29%	145 29%	32 26%	18 25%	30 26%	20 28%	136 29%	115 30%	12 24%	161 30%	136 28%	34 26%	31 33%	7 24%	34 30%	22 27%	27 35%	19 25%	14 28%	22 26%	60 29%	65 28%	29 30%	1 8%
Neither important nor unimportant	(0) 389 34%	88 34%	300 33%	166 31%	178 36%	45 37%	22 31%	42 36%	24 34%	143 31%	136 36%	21 42%	183 34%	157 32%	49 37%	39 41%	9 31%	42 37%	28 34%	17 22%	28 37%	13 26%	28 33%	64 31%	81 35%	34 35%	6 50%
Not very important	(-1) 204 18%	48 19%	156 17%	94 17%	83 17%	27 22%	12 17%	19 16%	17 24%	82 18%	64 17%	10 20%	90 17%	97 20%	16 12%	11 12%	5 17%	18 16%	22 27%	10 13%	15 20%	13 26%	15 17%	29 14%	44 19%	18 19%	4 33%
Not at all important	(-2) 117 10%	29 11%	88 10%	60 11%	44 9%	13 11%	7 10%	13 11%	9 13%	53 11%	31 8%	4 8%	57 11%	47 10%	13 10%	8 9%	6 21%	9 8%	6 7%	9 12%	4 5%	6 12%	11 13%	22 11%	24 10%	11 11%	1 8%
NET: Not important	321 28%	77 30%	244 27%	154 29%	127 26%	40 33%	19 27%	32 27%	26 37%	135 29%	95 25%	14 28%	147 27%	144 30%	29 22%	19 20%	11 38%	27 23%	28 34%	19 25%	19 25%	19 38%	26 30%	51 25%	68 29%	29 30%	5 42%
Mean	0.11	0.05	0.12	0.13	0.14	-0.11	0.23	0.09	-0.18	0.12	0.15	0.00	0.10	0.08	0.24	0.15	-0.21	0.19	-0.02	0.35	0.21	-0.06	0.06	0.25	0.04	-0.03	-0.42
Standard deviation	1.12	1.14	1.12	1.17	1.08	1.02	1.21	1.14	1.03	1.17	1.07	1.01	1.11	1.12	1.15	0.99	1.24	1.08	1.04	1.25	1.07	1.17	1.19	1.19	1.09	1.06	0.79
Standard error	0.03	0.07	0.04	0.05	0.05	0.09	0.14	0.11	0.12	0.05	0.05	0.14	0.05	0.05	0.10	0.10	0.23	0.10	0.11	0.14	0.12	0.17	0.13	0.08	0.07	0.11	0.23

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 113

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Customisation options****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		447 39%	188 43%	179 42%	169 39%	155 44%
Very important	(+2)	116 10%	54 12%	44 10%	44 10%	45 13%
Quite important	(+1)	331 29%	134 31%	135 32%	125 29%	110 32%
Neither important nor unimportant	(0)	389 34%	142 32%	135 32%	140 32%	121 35%
Not very important	(-1)	204 18%	78 18%	74 17%	81 19%	55 16%
Not at all important	(-2)	117 10%	30 7%	39 9%	46 11%	18 5%
NET: Not important		321 28%	108 25%	113 26%	127 29%	73 21%
Mean		0.11	0.24	0.17	0.09	0.31
Standard deviation		1.12	1.09	1.11	1.14	1.05
Standard error		0.03	0.05	0.05	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 114

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Social sharing options, e.g. short clip shares****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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		315	67	248	155	148	12	25	36	6	130	112	6	144	131	40	23	6	31	19	29	19	15	21	74	57	21	-
		27%	26%	28%	29%	30%	10%	35%	31%	8%	28%	29%	12%	27%	27%	30%	24%	21%	27%	23%	38%	25%	30%	24%	36%	25%	22%	-
Very important	(+2)	104	19	85	56	47	1	9	10	-	47	37	1	49	39	16	5	4	10	5	9	6	2	6	26	21	10	-
		9%	7%	9%	10%	9%	1%	13%	9%	-	10%	10%	2%	9%	8%	12%	5%	14%	9%	6%	12%	8%	4%	7%	13%	9%	10%	-
Quite important	(+1)	211	48	163	99	101	11	16	26	6	83	75	5	95	92	24	18	2	21	14	20	13	13	15	48	36	11	-
		18%	19%	18%	18%	20%	9%	23%	22%	8%	18%	20%	10%	18%	19%	18%	19%	7%	18%	17%	26%	17%	26%	17%	23%	16%	11%	-
Neither important nor unimportant	(0)	282	59	222	135	115	32	16	24	19	118	91	13	123	118	41	24	7	32	18	22	16	12	27	43	52	25	4
		24%	23%	25%	25%	23%	26%	23%	21%	27%	25%	24%	26%	23%	24%	31%	26%	24%	28%	22%	29%	21%	24%	31%	21%	22%	26%	33%
Not very important	(-1)	298	59	239	143	128	27	13	31	15	130	97	12	150	121	26	24	9	33	23	12	25	11	23	49	66	19	4
		26%	23%	27%	27%	26%	22%	18%	26%	21%	28%	26%	24%	28%	25%	20%	26%	31%	29%	28%	16%	33%	22%	27%	24%	28%	20%	33%
Not at all important	(-2)	262	74	188	106	106	50	17	26	31	89	80	19	122	115	25	23	7	19	23	14	16	12	15	41	57	31	4
		23%	29%	21%	20%	21%	41%	24%	22%	44%	19%	21%	38%	23%	24%	19%	24%	24%	17%	28%	18%	21%	24%	17%	20%	25%	32%	33%
NET: Not important		560	133	427	249	234	77	30	57	46	219	177	31	272	236	51	47	16	52	46	26	41	23	38	90	123	50	8
		48%	51%	48%	46%	47%	64%	42%	49%	65%	47%	47%	62%	50%	49%	39%	50%	55%	45%	55%	34%	54%	46%	44%	43%	53%	52%	67%
Mean		-0.35	-0.47	-0.31	-0.27	-0.29	-0.94	-0.18	-0.32	-1.00	-0.28	-0.28	-0.86	-0.37	-0.37	-0.15	-0.45	-0.45	-0.26	-0.54	-0.03	-0.42	-0.36	-0.30	-0.15	-0.44	-0.52	-1.00
Standard deviation		1.26	1.28	1.25	1.26	1.27	1.06	1.37	1.28	1.03	1.24	1.27	1.11	1.26	1.25	1.27	1.21	1.33	1.19	1.23	1.28	1.22	1.22	1.16	1.32	1.26	1.33	0.85
Standard error		0.04	0.08	0.04	0.05	0.06	0.10	0.16	0.12	0.12	0.06	0.07	0.16	0.05	0.06	0.11	0.12	0.25	0.11	0.14	0.15	0.14	0.17	0.12	0.09	0.08	0.14	0.25

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 114

Q20a. Thinking about the ways in which you can access podcasts, how important, if at all, are the following?**Social sharing options, e.g. short clip shares****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		315 27%	138 32%	150 35%	132 30%	138 40%
Very important	(+2)	104 9%	49 11%	50 12%	41 9%	40 11%
Quite important	(+1)	211 18%	89 20%	100 23%	91 21%	98 28%
Neither important nor unimportant	(0)	282 24%	105 24%	95 22%	89 20%	89 26%
Not very important	(-1)	298 26%	104 24%	108 25%	115 26%	76 22%
Not at all important	(-2)	262 23%	91 21%	74 17%	100 23%	46 13%
NET: Not important		560 48%	195 45%	182 43%	215 49%	122 35%
Mean		-0.35	-0.23	-0.13	-0.33	0.03
Standard deviation		1.26	1.29	1.28	1.29	1.22
Standard error		0.04	0.06	0.06	0.06	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 115

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	Northern Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Important		1057	237	819	484	461	112	63	109	65	420	352	47	495	443	118	86	27	107	79	69	69	47	75	186	216	86	10
		91%	92%	91%	90%	93%	93%	89%	93%	92%	90%	93%	94%	92%	91%	89%	91%	93%	93%	95%	90%	91%	94%	87%	90%	93%	90%	83%
Very important	(+2)	758	170	587	337	337	84	42	77	51	294	260	33	349	316	92	56	22	80	57	45	44	36	54	129	159	70	6
		66%	66%	65%	63%	68%	69%	59%	66%	72%	63%	68%	66%	65%	65%	70%	60%	76%	70%	69%	58%	58%	72%	63%	62%	69%	73%	50%
Quite important	(+1)	299	67	232	147	124	28	21	32	14	126	92	14	146	127	26	30	5	27	22	24	25	11	21	57	57	16	4
		26%	26%	26%	27%	25%	23%	30%	27%	20%	27%	24%	28%	27%	26%	20%	32%	17%	23%	27%	31%	33%	22%	24%	28%	25%	17%	33%
Neither important nor unimportant	(0)	73	17	56	38	28	7	5	8	4	33	20	3	28	34	11	5	2	3	2	5	5	3	10	14	12	10	2
		6%	7%	6%	7%	6%	6%	7%	7%	6%	7%	5%	6%	5%	7%	8%	5%	7%	3%	2%	6%	7%	6%	12%	7%	5%	10%	17%
Not very important	(-1)	20	4	16	15	4	1	3	-	1	12	4	-	11	7	2	3	-	4	2	1	2	-	-	7	1	-	-
		2%	2%	2%	3%	1%	1%	4%	-	1%	3%	1%	-	2%	1%	2%	3%	-	3%	2%	1%	3%	-	-	3%	*	-	-
Not at all important	(-2)	7	1	6	2	4	1	-	-	1	2	4	-	5	1	1	-	-	1	-	2	-	-	1	-	3	-	-
		1%	*	1%	*	1%	1%	-	-	1%	*	1%	-	1%	*	1%	-	-	1%	-	3%	-	-	1%	-	1%	-	-
NET: Not important		27	5	22	17	8	2	3	-	2	14	8	-	16	8	3	3	-	5	2	3	2	-	1	7	4	-	-
		2%	2%	2%	3%	2%	2%	4%	-	3%	3%	2%	-	3%	2%	2%	3%	-	4%	2%	4%	3%	-	1%	3%	2%	-	-
Mean		1.54	1.55	1.54	1.49	1.58	1.60	1.44	1.59	1.59	1.49	1.58	1.60	1.53	1.55	1.56	1.48	1.69	1.57	1.61	1.42	1.46	1.66	1.48	1.49	1.59	1.63	1.33
Standard deviation		0.74	0.72	0.75	0.78	0.71	0.71	0.81	0.62	0.79	0.77	0.73	0.61	0.77	0.71	0.77	0.74	0.60	0.78	0.66	0.88	0.74	0.59	0.79	0.77	0.73	0.67	0.78
Standard error		0.02	0.04	0.03	0.03	0.03	0.06	0.10	0.06	0.09	0.04	0.04	0.09	0.03	0.03	0.07	0.08	0.11	0.07	0.07	0.10	0.08	0.08	0.09	0.05	0.05	0.07	0.22

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 115

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Important		1057 91%	406 93%	377 88%	410 94%	314 90%
Very important	(+2)	758 66%	279 64%	266 62%	292 67%	216 62%
Quite important	(+1)	299 26%	127 29%	111 26%	118 27%	98 28%
Neither important nor unimportant	(0)	73 6%	25 6%	31 7%	20 5%	27 8%
Not very important	(-1)	20 2%	5 1%	14 3%	3 1%	7 2%
Not at all important	(-2)	7 1%	2 *	5 1%	3 1%	1 *
NET: Not important		27 2%	7 2%	19 4%	6 1%	8 2%
Mean		1.54	1.54	1.45	1.59	1.49
Standard deviation		0.74	0.70	0.86	0.68	0.75
Standard error		0.02	0.03	0.04	0.03	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 116

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

		Aspects																Social sharing options, e.g. short clip shares		The service is free	
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options				
Base		394	394	394	394	394	394	394	394	394	394	394	394	394	394	394	394	394	394		
NET: Good		357 91%	331 84%	372 94%	364 92%	348 88%	319 81%	188 48%	251 64%	351 89%	206 52%	186 47%	203 52%	180 46%	214 54%	204 52%	194 49%	155 39%	343 87%		
Very good	(+2)	233 59%	187 47%	243 62%	198 50%	165 42%	165 42%	66 17%	121 31%	249 63%	106 27%	69 18%	63 16%	82 21%	93 24%	74 19%	62 16%	53 13%	246 62%		
Quite good	(+1)	124 31%	144 37%	129 33%	166 42%	183 46%	154 39%	122 31%	130 33%	102 26%	100 25%	117 30%	140 36%	98 25%	121 31%	130 33%	132 34%	102 26%	97 25%		
Neither good nor poor	(0)	35 9%	59 15%	20 5%	24 6%	36 9%	68 17%	193 49%	127 32%	33 8%	174 44%	190 48%	173 44%	205 52%	171 43%	180 46%	183 46%	224 57%	39 10%		
Quite poor	(-1)	1 *	1 *	2 1%	4 1%	8 2%	6 2%	11 3%	11 3%	5 1%	12 3%	15 4%	15 4%	7 2%	8 2%	8 2%	14 4%	12 3%	9 2%		
Very poor	(-2)	1 *	3 1%	- -	2 1%	2 1%	1 *	2 1%	5 1%	5 1%	2 1%	3 1%	3 1%	2 1%	1 *	2 1%	3 1%	3 1%	3 1%		
NET: Poor		2 1%	4 1%	2 1%	6 2%	10 3%	7 2%	13 3%	16 4%	10 3%	14 4%	18 5%	18 5%	9 2%	9 2%	10 3%	17 4%	15 4%	12 3%		
Mean		1.49	1.30	1.56	1.41	1.27	1.21	0.61	0.89	1.48	0.75	0.59	0.62	0.64	0.75	0.68	0.60	0.48	1.46		
Standard deviation		0.69	0.79	0.62	0.70	0.75	0.80	0.81	0.92	0.80	0.90	0.85	0.82	0.85	0.85	0.82	0.82	0.79	0.82		
Standard error		0.03	0.04	0.03	0.04	0.04	0.04	0.04	0.05	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 117

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Range 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 Ireland
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4
NET: Good		357	65	292	174	156	27	23	24	18	151	132	9	190	138	29	24	10	41	20	30	18	14	21	69	74	33	3
		91%	90%	91%	90%	93%	82%	92%	92%	86%	89%	94%	75%	90%	91%	91%	89%	100%	91%	91%	100%	95%	93%	91%	87%	88%	92%	75%
Very good	(+2)	233	41	192	111	106	16	18	14	9	93	92	7	130	81	22	13	8	27	16	20	11	4	18	45	44	25	2
		59%	57%	60%	57%	63%	48%	72%	54%	43%	55%	65%	58%	62%	53%	69%	48%	80%	60%	73%	67%	58%	27%	78%	57%	52%	69%	50%
Quite good	(+1)	124	24	100	63	50	11	5	10	9	58	40	2	60	57	7	11	2	14	4	10	7	10	3	24	30	8	1
		31%	33%	31%	32%	30%	33%	20%	38%	43%	34%	28%	17%	29%	38%	22%	41%	20%	31%	18%	33%	37%	67%	13%	30%	36%	22%	25%
Neither good nor poor	(0)	35	6	29	19	11	5	2	2	2	17	9	3	18	14	3	3	-	4	2	-	1	1	2	9	9	3	1
		9%	8%	9%	10%	7%	15%	8%	8%	10%	10%	6%	25%	9%	9%	9%	11%	-	9%	9%	-	5%	7%	9%	11%	11%	8%	25%
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		*	-	*	1%	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
Very poor	(-2)	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
		*	1%	-	-	-	3%	-	-	5%	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
NET: Poor		2	1	1	1	-	1	-	-	1	1	-	-	2	-	-	-	-	-	-	-	-	-	-	1	1	-	-
		1%	1%	*	1%	-	3%	-	-	5%	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-
Mean		1.49	1.44	1.50	1.46	1.57	1.24	1.64	1.46	1.19	1.44	1.59	1.33	1.51	1.44	1.59	1.37	1.80	1.51	1.64	1.67	1.53	1.20	1.70	1.43	1.38	1.61	1.25
Standard deviation		0.69	0.77	0.67	0.69	0.62	0.94	0.64	0.65	0.98	0.70	0.61	0.89	0.71	0.66	0.67	0.69	0.42	0.66	0.66	0.48	0.61	0.56	0.63	0.75	0.77	0.64	0.96
Standard error		0.03	0.09	0.04	0.05	0.05	0.16	0.13	0.13	0.21	0.05	0.05	0.26	0.05	0.05	0.12	0.13	0.13	0.10	0.14	0.09	0.14	0.14	0.13	0.08	0.08	0.11	0.48



Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 117

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		357 91%	109 94%	78 91%	357 91%	80 88%
Very good	(+2)	233 59%	74 64%	51 59%	233 59%	52 57%
Quite good	(+1)	124 31%	35 30%	27 31%	124 31%	28 31%
Neither good nor poor	(0)	35 9%	6 5%	7 8%	35 9%	10 11%
Quite poor	(-1)	1 *	- -	1 1%	1 *	1 1%
Very poor	(-2)	1 *	1 1%	- -	1 *	- -
NET: Poor		2 1%	1 1%	1 1%	2 1%	1 1%
Mean		1.49	1.56	1.49	1.49	1.44
Standard deviation		0.69	0.68	0.70	0.69	0.73
Standard error		0.03	0.06	0.08	0.03	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 118

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4
NET: Good		331	58	273	169	142	20	24	22	12	145	120	8	181	123	27	22	10	36	19	27	15	12	20	71	68	28	3
		84%	81%	85%	87%	85%	61%	96%	85%	57%	86%	85%	67%	86%	81%	84%	81%	100%	80%	86%	90%	79%	80%	87%	90%	81%	78%	75%
Very good	(+2)	187	31	156	92	86	9	17	9	5	75	77	4	108	63	16	10	6	19	10	17	10	5	16	37	36	19	2
		47%	43%	48%	47%	51%	27%	68%	35%	24%	44%	55%	33%	51%	41%	50%	37%	60%	42%	45%	57%	53%	33%	70%	47%	43%	53%	50%
Quite good	(+1)	144	27	117	77	56	11	7	13	7	70	43	4	73	60	11	12	4	17	9	10	5	7	4	34	32	9	1
		37%	38%	36%	40%	34%	33%	28%	50%	33%	41%	30%	33%	35%	39%	34%	44%	40%	38%	41%	33%	26%	47%	17%	43%	38%	25%	25%
Neither good nor poor	(0)	59	13	46	23	24	12	1	4	8	22	20	4	26	28	5	5	-	8	3	3	4	3	3	7	14	8	1
		15%	18%	14%	12%	14%	36%	4%	15%	38%	13%	14%	33%	12%	18%	16%	19%	-	18%	14%	10%	21%	20%	13%	9%	17%	22%	25%
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		*	-	*	1%	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
Very poor	(-2)	3	1	2	1	1	1	-	-	1	1	1	-	2	1	-	-	-	1	-	-	-	-	-	-	2	-	-
		1%	1%	1%	1%	1%	3%	-	-	5%	1%	1%	-	1%	1%	-	-	-	2%	-	-	-	-	-	-	2%	-	-
NET: Poor		4	1	3	2	1	1	-	-	1	2	1	-	3	1	-	-	-	1	-	-	-	-	-	1	2	-	-
		1%	1%	1%	1%	1%	3%	-	-	5%	1%	1%	-	1%	1%	-	-	-	2%	-	-	-	-	-	1%	2%	-	-
Mean		1.30	1.21	1.32	1.33	1.35	0.82	1.64	1.19	0.71	1.28	1.38	1.00	1.35	1.21	1.34	1.19	1.60	1.18	1.32	1.47	1.32	1.13	1.57	1.35	1.19	1.31	1.25
Standard deviation		0.79	0.84	0.77	0.74	0.77	0.95	0.57	0.69	1.01	0.76	0.78	0.85	0.79	0.79	0.75	0.74	0.52	0.89	0.72	0.68	0.82	0.74	0.73	0.70	0.88	0.82	0.96
Standard error		0.04	0.10	0.04	0.05	0.06	0.17	0.11	0.14	0.22	0.06	0.07	0.25	0.05	0.06	0.13	0.14	0.16	0.13	0.15	0.12	0.19	0.19	0.15	0.08	0.10	0.14	0.48

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 118

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Content from a range of different providers****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		331 84%	99 85%	75 87%	331 84%	73 80%
Very good	(+2)	187 47%	52 45%	38 44%	187 47%	40 44%
Quite good	(+1)	144 37%	47 41%	37 43%	144 37%	33 36%
Neither good nor poor	(0)	59 15%	15 13%	10 12%	59 15%	16 18%
Quite poor	(-1)	1 *	- -	- -	1 *	1 1%
Very poor	(-2)	3 1%	2 2%	1 1%	3 1%	1 1%
NET: Poor		4 1%	2 2%	1 1%	4 1%	2 2%
Mean		1.30	1.27	1.29	1.30	1.21
Standard deviation		0.79	0.82	0.76	0.79	0.85
Standard error		0.04	0.08	0.08	0.04	0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 119

Q20b. You said you use Apple podcasts/ 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	North-ern Ireland
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4
NET: Good		372	68	304	183	160	29	24	26	18	159	134	11	197	145	30	27	10	44	21	29	17	15	22	71	80	33	3
		94%	94%	94%	94%	96%	88%	96%	100%	86%	94%	95%	92%	94%	95%	94%	100%	100%	98%	95%	97%	89%	100%	96%	90%	95%	92%	75%
Very good	(+2)	243	36	207	117	109	17	13	15	8	104	94	9	133	90	20	18	8	23	13	20	11	5	18	44	57	24	2
		62%	50%	64%	60%	65%	52%	52%	58%	38%	62%	67%	75%	63%	59%	63%	67%	80%	51%	59%	67%	58%	33%	78%	56%	68%	67%	50%
Quite good	(+1)	129	32	97	66	51	12	11	11	10	55	40	2	64	55	10	9	2	21	8	9	6	10	4	27	23	9	1
		33%	44%	30%	34%	31%	36%	44%	42%	48%	33%	28%	17%	30%	36%	31%	33%	20%	47%	36%	30%	32%	67%	17%	34%	27%	25%	25%
Neither good nor poor	(0)	20	4	16	11	6	3	1	-	3	10	6	-	13	6	1	-	-	1	1	1	2	-	1	6	4	3	1
		5%	6%	5%	6%	4%	9%	4%	-	14%	6%	4%	-	6%	4%	3%	-	-	2%	5%	3%	11%	-	4%	8%	5%	8%	25%
Quite poor	(-1)	2	-	2	-	1	1	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	2	-	-	-
		1%	-	1%	-	1%	3%	-	-	-	-	1%	8%	-	1%	3%	-	-	-	-	-	-	-	-	3%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	-	2	-	1	1	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	2	-	-	-
		1%	-	1%	-	1%	3%	-	-	-	-	1%	8%	-	1%	3%	-	-	-	-	-	-	-	-	3%	-	-	-
Mean		1.56	1.44	1.58	1.55	1.60	1.36	1.48	1.58	1.24	1.56	1.61	1.58	1.57	1.54	1.53	1.67	1.80	1.49	1.55	1.63	1.47	1.33	1.74	1.43	1.63	1.58	1.25
Standard deviation		0.62	0.60	0.62	0.60	0.59	0.78	0.59	0.50	0.70	0.61	0.61	0.90	0.61	0.61	0.72	0.48	0.42	0.55	0.60	0.56	0.70	0.49	0.54	0.75	0.58	0.65	0.96
Standard error		0.03	0.07	0.03	0.04	0.05	0.14	0.12	0.10	0.15	0.05	0.05	0.26	0.04	0.05	0.13	0.09	0.13	0.08	0.13	0.10	0.16	0.13	0.11	0.08	0.06	0.11	0.48

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 119

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

		Podcast Users			
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes YouTube
Base		394	116	86	394
NET: Good		372 94%	110 95%	84 98%	372 94%
Very good	(+2)	243 62%	71 61%	50 58%	243 62%
Quite good	(+1)	129 33%	39 34%	34 40%	129 33%
Neither good nor poor	(0)	20 5%	6 5%	2 2%	20 5%
Quite poor	(-1)	2 1%	-	-	2 1%
Very poor	(-2)	-	-	-	-
NET: Poor		2 1%	-	-	2 1%
Mean		1.56	1.56	1.56	1.56
Standard deviation		0.62	0.59	0.54	0.62
Standard error		0.03	0.06	0.06	0.03

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 120

Q20b. You said you use Apple podcasts/ 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	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	
Base	394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4		
NET: Good	364	66	298	178	156	30	23	24	19	155	132	11	191	143	30	27	9	42	19	29	17	15	21	68	79	36	2		
	92%	92%	93%	92%	93%	91%	92%	92%	90%	92%	94%	92%	91%	94%	94%	100%	90%	93%	86%	97%	89%	100%	91%	86%	94%	100%	50%		
Very good	(+2)	198	26	172	96	89	13	9	10	7	87	79	6	109	74	15	15	7	18	9	16	8	6	16	38	43	20	2	
	50%	36%	53%	49%	53%	39%	36%	38%	33%	51%	56%	50%	52%	49%	47%	56%	70%	40%	41%	53%	42%	40%	70%	48%	51%	56%	50%		
Quite good	(+1)	166	40	126	82	67	17	14	14	12	68	53	5	82	69	15	12	2	24	10	13	9	9	5	30	36	16	-	
	42%	56%	39%	42%	40%	52%	56%	54%	57%	40%	38%	42%	39%	45%	47%	44%	20%	53%	45%	43%	47%	60%	22%	38%	43%	44%	-		
Neither good nor poor	(0)	24	3	21	12	10	2	1	1	1	11	9	1	16	7	1	-	1	2	2	1	2	-	1	9	4	-	2	
	6%	4%	7%	6%	6%	6%	4%	4%	5%	7%	6%	8%	8%	5%	3%	-	10%	4%	9%	3%	11%	-	4%	11%	5%	-	50%		
Quite poor	(-1)	4	1	3	3	1	-	-	1	-	3	-	-	2	1	1	-	-	-	1	-	-	-	1	2	-	-	-	
	1%	1%	1%	2%	1%	-	-	4%	-	2%	-	-	1%	1%	3%	-	-	-	5%	-	-	-	4%	3%	-	-	-		
Very poor	(-2)	2	2	-	1	-	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-		
	1%	3%	-	1%	-	3%	4%	-	5%	-	-	-	*	1%	-	-	-	2%	-	-	-	-	-	-	1%	-	-		
NET: Poor	6	3	3	4	1	1	1	1	1	3	-	-	3	2	1	-	-	1	1	-	-	-	1	2	1	-	-		
	2%	4%	1%	2%	1%	3%	4%	4%	5%	2%	-	-	1%	1%	3%	-	-	2%	5%	-	-	-	4%	3%	1%	-	-		
Mean	1.41	1.21	1.45	1.39	1.46	1.24	1.20	1.27	1.14	1.41	1.50	1.42	1.41	1.41	1.38	1.56	1.60	1.29	1.23	1.50	1.32	1.40	1.57	1.32	1.43	1.56	1.00		
Standard deviation	0.70	0.82	0.66	0.72	0.64	0.83	0.87	0.72	0.91	0.69	0.62	0.67	0.71	0.67	0.71	0.51	0.70	0.76	0.81	0.57	0.67	0.51	0.79	0.78	0.70	0.50	1.15		
Standard error	0.04	0.10	0.04	0.05	0.05	0.14	0.17	0.14	0.20	0.05	0.05	0.19	0.05	0.05	0.13	0.10	0.22	0.11	0.17	0.10	0.15	0.13	0.16	0.09	0.08	0.08	0.58		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 120

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		364 92%	110 95%	80 93%	364 92%	85 93%
Very good	(+2)	198 50%	61 53%	41 48%	198 50%	43 47%
Quite good	(+1)	166 42%	49 42%	39 45%	166 42%	42 46%
Neither good nor poor	(0)	24 6%	4 3%	4 5%	24 6%	5 5%
Quite poor	(-1)	4 1%	1 1%	2 2%	4 1%	1 1%
Very poor	(-2)	2 1%	1 1%	- -	2 1%	- -
NET: Poor		6 2%	2 2%	2 2%	6 2%	1 1%
Mean		1.41	1.45	1.38	1.41	1.40
Standard deviation		0.70	0.69	0.69	0.70	0.65
Standard error		0.04	0.06	0.07	0.04	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 121

Q20b. You said you use Apple podcasts/ 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	
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4	
NET: Good		348	63	285	173	148	27	23	24	16	150	124	11	187	131	30	26	10	42	18	27	15	15	21	67	74	31	2	
		88%	88%	89%	89%	89%	82%	92%	92%	76%	89%	88%	92%	89%	86%	94%	96%	100%	93%	82%	90%	79%	100%	91%	85%	88%	86%	50%	
Very good	(+2)	165	19	146	88	69	8	11	5	3	77	64	5	91	60	14	15	4	15	6	18	9	3	12	32	32	18	1	
		42%	26%	45%	45%	41%	24%	44%	19%	14%	46%	45%	42%	43%	39%	44%	56%	40%	33%	27%	60%	47%	20%	52%	41%	38%	50%	25%	
Quite good	(+1)	183	44	139	85	79	19	12	19	13	73	60	6	96	71	16	11	6	27	12	9	6	12	9	35	42	13	1	
		46%	61%	43%	44%	47%	58%	48%	73%	62%	43%	43%	50%	46%	47%	50%	41%	60%	60%	55%	30%	32%	80%	39%	44%	50%	36%	25%	
Neither good nor poor	(0)	36	5	31	17	14	5	1	-	4	16	14	1	19	16	1	1	-	2	3	3	4	-	1	11	6	4	1	
		9%	7%	10%	9%	8%	15%	4%	-	19%	9%	10%	8%	9%	11%	3%	4%	-	4%	14%	10%	21%	-	4%	14%	7%	11%	25%	
Quite poor	(-1)	8	2	6	3	5	-	-	2	-	3	3	-	3	4	1	-	-	-	1	-	-	-	1	1	3	1	1	
		2%	3%	2%	2%	3%	-	-	8%	-	2%	2%	-	1%	3%	3%	-	-	-	5%	-	-	-	4%	1%	4%	3%	25%	
Very poor	(-2)	2	2	-	1	-	1	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	
		1%	3%	-	1%	-	3%	4%	-	5%	-	-	-	*	1%	-	-	-	2%	-	-	-	-	-	-	1%	-	-	
NET: Poor		10	4	6	4	5	1	1	2	1	3	3	-	4	5	1	-	-	1	1	-	-	-	1	1	4	1	1	
		3%	6%	2%	2%	3%	3%	4%	8%	5%	2%	2%	-	2%	3%	3%	-	-	2%	5%	-	-	-	4%	1%	5%	3%	25%	
Mean		1.27	1.06	1.32	1.32	1.27	1.00	1.28	1.04	0.81	1.33	1.31	1.33	1.30	1.22	1.34	1.52	1.40	1.22	1.05	1.50	1.26	1.20	1.39	1.24	1.20	1.33	0.50	
Standard deviation		0.75	0.84	0.72	0.74	0.74	0.83	0.89	0.72	0.87	0.72	0.74	0.65	0.73	0.79	0.70	0.58	0.52	0.74	0.79	0.68	0.81	0.41	0.78	0.74	0.82	0.79	1.29	
Standard error		0.04	0.10	0.04	0.05	0.06	0.14	0.18	0.14	0.19	0.06	0.06	0.19	0.05	0.06	0.12	0.11	0.16	0.11	0.17	0.12	0.18	0.11	0.16	0.08	0.09	0.13	0.65	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 121

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		348 88%	103 89%	76 88%	348 88%	80 88%
Very good	(+2)	165 42%	42 36%	36 42%	165 42%	32 35%
Quite good	(+1)	183 46%	61 53%	40 47%	183 46%	48 53%
Neither good nor poor	(0)	36 9%	9 8%	8 9%	36 9%	8 9%
Quite poor	(-1)	8 2%	3 3%	2 2%	8 2%	3 3%
Very poor	(-2)	2 1%	1 1%	- -	2 1%	- -
NET: Poor		10 3%	4 3%	2 2%	10 3%	3 3%
Mean		1.27	1.21	1.28	1.27	1.20
Standard deviation		0.75	0.76	0.73	0.75	0.73
Standard error		0.04	0.07	0.08	0.04	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 122

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4
NET: Good		319	60	259	154	140	25	21	24	15	133	116	10	164	125	30	21	7	39	20	27	15	13	21	59	69	28	-
		81%	83%	80%	79%	84%	76%	84%	92%	71%	79%	82%	83%	78%	82%	94%	78%	70%	87%	91%	90%	79%	87%	91%	75%	82%	78%	-
Very good	(+2)	165	27	138	81	73	11	11	11	5	70	62	6	91	56	18	9	5	18	12	14	8	3	15	29	35	17	-
		42%	38%	43%	42%	44%	33%	44%	42%	24%	41%	44%	50%	43%	37%	56%	33%	50%	40%	55%	47%	42%	20%	65%	37%	42%	47%	-
Quite good	(+1)	154	33	121	73	67	14	10	13	10	63	54	4	73	69	12	12	2	21	8	13	7	10	6	30	34	11	-
		39%	46%	38%	38%	40%	42%	40%	50%	48%	37%	38%	33%	35%	45%	38%	44%	20%	47%	36%	43%	37%	67%	26%	38%	40%	31%	-
Neither good nor poor	(0)	68	11	57	34	27	7	4	2	5	30	25	2	41	25	2	5	3	6	2	3	3	2	2	18	13	7	4
		17%	15%	18%	18%	16%	21%	16%	8%	24%	18%	18%	17%	20%	16%	6%	19%	30%	13%	9%	10%	16%	13%	9%	23%	15%	19%	100%
Quite poor	(-1)	6	-	6	6	-	-	-	-	-	6	-	-	4	2	-	1	-	-	-	-	1	-	-	2	1	1	-
		2%	-	2%	3%	-	-	-	-	-	4%	-	-	2%	1%	-	4%	-	-	-	-	5%	-	-	3%	1%	3%	-
Very poor	(-2)	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
		*	1%	-	-	-	3%	-	-	5%	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
NET: Poor		7	1	6	6	-	1	-	-	1	6	-	-	5	2	-	1	-	-	-	-	1	-	-	2	2	1	-
		2%	1%	2%	3%	-	3%	-	-	5%	4%	-	-	2%	1%	-	4%	-	-	-	-	5%	-	-	3%	2%	3%	-
Mean		1.21	1.18	1.21	1.18	1.28	1.03	1.28	1.35	0.86	1.17	1.26	1.33	1.19	1.18	1.50	1.07	1.20	1.27	1.45	1.37	1.16	1.07	1.57	1.09	1.20	1.22	0.00
Standard deviation		0.80	0.79	0.80	0.83	0.73	0.92	0.74	0.63	0.96	0.84	0.74	0.78	0.85	0.75	0.62	0.83	0.92	0.69	0.67	0.67	0.90	0.59	0.66	0.83	0.83	0.87	0.00
Standard error		0.04	0.09	0.04	0.06	0.06	0.16	0.15	0.12	0.21	0.06	0.06	0.22	0.06	0.06	0.11	0.16	0.29	0.10	0.14	0.12	0.21	0.15	0.14	0.09	0.09	0.14	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 122

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		319 81%	97 84%	68 79%	319 81%	68 75%
Very good	(+2)	165 42%	52 45%	39 45%	165 42%	29 32%
Quite good	(+1)	154 39%	45 39%	29 34%	154 39%	39 43%
Neither good nor poor	(0)	68 17%	18 16%	17 20%	68 17%	21 23%
Quite poor	(-1)	6 2%	- -	1 1%	6 2%	2 2%
Very poor	(-2)	1 *	1 1%	- -	1 *	- -
NET: Poor		7 2%	1 1%	1 1%	7 2%	2 2%
Mean		1.21	1.27	1.23	1.21	1.04
Standard deviation		0.80	0.78	0.81	0.80	0.80
Standard error		0.04	0.07	0.09	0.04	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 123

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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	
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4	
NET: Good		188	33	155	97	78	13	13	12	8	84	66	5	91	77	20	10	6	26	12	15	6	9	10	41	34	18	1	
		48%	46%	48%	50%	47%	39%	52%	46%	38%	50%	47%	42%	43%	51%	63%	37%	60%	58%	55%	50%	32%	60%	43%	52%	40%	50%	25%	
Very good	(+2)	66	11	55	38	26	2	5	5	1	33	21	1	31	29	6	2	3	6	5	10	4	-	5	15	9	7	-	
		17%	15%	17%	20%	16%	6%	20%	19%	5%	20%	15%	8%	15%	19%	19%	7%	30%	13%	23%	33%	21%	-	22%	19%	11%	19%	-	
Quite good	(+1)	122	22	100	59	52	11	8	7	7	51	45	4	60	48	14	8	3	20	7	5	2	9	5	26	25	11	1	
		31%	31%	31%	30%	31%	33%	32%	27%	33%	30%	32%	33%	29%	32%	44%	30%	30%	44%	32%	17%	11%	60%	22%	33%	30%	31%	25%	
Neither good nor poor	(0)	193	35	158	87	87	19	9	14	12	78	73	7	111	71	11	17	4	17	9	12	13	6	11	34	49	18	3	
		49%	49%	49%	45%	52%	58%	36%	54%	57%	46%	52%	58%	53%	47%	34%	63%	40%	38%	41%	40%	68%	40%	48%	43%	58%	50%	75%	
Quite poor	(-1)	11	2	9	9	2	-	2	-	-	7	2	-	7	3	1	-	-	1	1	3	-	-	2	3	1	-	-	
		3%	3%	3%	5%	1%	-	8%	-	-	4%	1%	-	3%	2%	3%	-	-	2%	5%	10%	-	-	9%	4%	1%	-	-	
Very poor	(-2)	2	2	-	1	-	1	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	
		1%	3%	-	1%	-	3%	4%	-	5%	-	-	-	*	1%	-	-	-	2%	-	-	-	-	-	1%	-	-	-	
NET: Poor		13	4	9	10	2	1	3	-	1	7	2	-	8	4	1	-	-	2	1	3	-	-	2	4	1	-	-	
		3%	6%	3%	5%	1%	3%	12%	-	5%	4%	1%	-	4%	3%	3%	-	-	4%	5%	10%	-	-	9%	5%	1%	-	-	
Mean		0.61	0.53	0.62	0.64	0.61	0.39	0.56	0.65	0.33	0.65	0.60	0.50	0.54	0.66	0.78	0.44	0.90	0.64	0.73	0.73	0.53	0.60	0.57	0.65	0.50	0.69	0.25	
Standard deviation		0.81	0.89	0.80	0.87	0.76	0.75	1.04	0.80	0.80	0.84	0.75	0.67	0.80	0.83	0.79	0.64	0.88	0.83	0.88	1.05	0.84	0.51	0.95	0.88	0.70	0.79	0.50	
Standard error		0.04	0.10	0.04	0.06	0.06	0.13	0.21	0.16	0.17	0.06	0.06	0.19	0.06	0.07	0.14	0.12	0.28	0.12	0.19	0.19	0.19	0.13	0.20	0.10	0.08	0.13	0.25	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 123

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users			
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes YouTube
Base		394	116	86	394
NET: Good		188	58	52	188
		48%	50%	60%	48%
Very good	(+2)	66	16	23	66
		17%	14%	27%	17%
Quite good	(+1)	122	42	29	122
		31%	36%	34%	31%
Neither good nor poor	(0)	193	55	27	193
		49%	47%	31%	49%
Quite poor	(-1)	11	2	7	11
		3%	2%	8%	3%
Very poor	(-2)	2	1	-	2
		1%	1%	-	1%
NET: Poor		13	3	7	13
		3%	3%	8%	3%
Mean		0.61	0.60	0.79	0.61
Standard deviation		0.81	0.78	0.93	0.81
Standard error		0.04	0.07	0.10	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 124

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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	
Base	394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4		
NET: Good		251	49	202	126	104	21	16	18	15	110	86	6	134	95	22	17	7	32	11	22	9	11	16	57	49	18	2	
		64%	68%	63%	65%	62%	64%	64%	69%	71%	65%	61%	50%	64%	63%	69%	63%	70%	71%	50%	73%	47%	73%	70%	72%	58%	50%	50%	
Very good	(+2)	121	21	100	63	47	11	8	7	6	55	40	5	68	42	11	7	6	14	5	12	5	4	10	29	20	9	-	
		31%	29%	31%	32%	28%	33%	32%	27%	29%	33%	28%	42%	32%	28%	34%	26%	60%	31%	23%	40%	26%	27%	43%	37%	24%	25%	-	
Quite good	(+1)	130	28	102	63	57	10	8	11	9	55	46	1	66	53	11	10	1	18	6	10	4	7	6	28	29	9	2	
		33%	39%	32%	32%	34%	30%	32%	42%	43%	33%	33%	8%	31%	35%	34%	37%	10%	40%	27%	33%	21%	47%	26%	35%	35%	25%	50%	
Neither good nor poor	(0)	127	17	110	58	58	11	6	6	5	52	52	6	69	49	9	10	3	10	9	6	10	4	7	19	30	17	2	
		32%	24%	34%	30%	35%	33%	24%	23%	24%	31%	37%	50%	33%	32%	28%	37%	30%	22%	41%	20%	53%	27%	30%	24%	36%	47%	50%	
Quite poor	(-1)	11	3	8	7	4	-	2	1	-	5	3	-	5	5	1	-	-	2	2	2	-	-	-	3	2	-	-	
		3%	4%	2%	4%	2%	-	8%	4%	-	3%	2%	-	2%	3%	3%	-	-	4%	9%	7%	-	-	-	4%	2%	-	-	
Very poor	(-2)	5	3	2	3	1	1	1	1	1	2	-	-	2	3	-	-	-	1	-	-	-	-	-	-	3	1	-	
		1%	4%	1%	2%	1%	3%	4%	4%	5%	1%	-	-	1%	2%	-	-	-	2%	-	-	-	-	-	-	4%	3%	-	
NET: Poor		16	6	10	10	5	1	3	2	1	7	3	-	7	8	1	-	-	3	2	2	-	-	-	3	5	1	-	
		4%	8%	3%	5%	3%	3%	12%	8%	5%	4%	2%	-	3%	5%	3%	-	-	7%	9%	7%	-	-	-	4%	6%	3%	-	
Mean		0.89	0.85	0.90	0.91	0.87	0.91	0.80	0.85	0.90	0.92	0.87	0.92	0.92	0.83	1.00	0.89	1.30	0.93	0.64	1.07	0.74	1.00	1.13	1.05	0.73	0.69	0.50	
Standard deviation		0.92	1.03	0.89	0.95	0.88	0.98	1.12	1.01	1.00	0.93	0.85	1.00	0.91	0.94	0.88	0.80	0.95	0.96	0.95	0.94	0.87	0.76	0.87	0.88	0.97	0.95	0.58	
Standard error		0.05	0.12	0.05	0.07	0.07	0.17	0.22	0.20	0.22	0.07	0.07	0.29	0.06	0.08	0.16	0.15	0.30	0.14	0.20	0.17	0.20	0.20	0.18	0.10	0.11	0.16	0.29	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 124

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		251 64%	76 66%	57 66%	251 64%	61 67%
Very good	(+2)	121 31%	35 30%	28 33%	121 31%	25 27%
Quite good	(+1)	130 33%	41 35%	29 34%	130 33%	36 40%
Neither good nor poor	(0)	127 32%	34 29%	24 28%	127 32%	25 27%
Quite poor	(-1)	11 3%	3 3%	4 5%	11 3%	4 4%
Very poor	(-2)	5 1%	3 3%	1 1%	5 1%	1 1%
NET: Poor		16 4%	6 5%	5 6%	16 4%	5 5%
Mean		0.89	0.88	0.92	0.89	0.88
Standard deviation		0.92	0.96	0.95	0.92	0.90
Standard error		0.05	0.09	0.10	0.05	0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 125

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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	
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4	
NET: Good		351	58	293	178	152	21	21	22	15	157	130	6	185	137	29	26	9	37	18	29	16	14	22	68	76	33	3	
		89%	81%	91%	92%	91%	64%	84%	85%	71%	93%	92%	50%	88%	90%	91%	96%	90%	82%	82%	97%	84%	93%	96%	86%	90%	92%	75%	
Very good	(+2)	249	40	209	124	113	12	17	15	8	107	98	4	134	96	19	20	7	23	13	22	11	6	16	47	55	26	3	
		63%	56%	65%	64%	68%	36%	68%	58%	38%	63%	70%	33%	64%	63%	59%	74%	70%	51%	59%	73%	58%	40%	70%	59%	65%	72%	75%	
Quite good	(+1)	102	18	84	54	39	9	4	7	7	50	32	2	51	41	10	6	2	14	5	7	5	8	6	21	21	7	-	
		26%	25%	26%	28%	23%	27%	16%	27%	33%	30%	23%	17%	24%	27%	31%	22%	20%	31%	23%	23%	26%	53%	26%	27%	25%	19%	-	
Neither good nor poor	(0)	33	10	23	12	11	10	3	2	5	9	9	5	20	10	3	1	1	4	3	1	3	1	1	9	6	2	1	
		8%	14%	7%	6%	7%	30%	12%	8%	24%	5%	6%	42%	10%	7%	9%	4%	10%	9%	14%	3%	16%	7%	4%	11%	7%	6%	25%	
Quite poor	(-1)	5	2	3	2	2	1	1	1	-	1	1	1	3	2	-	-	-	2	1	-	-	-	-	2	-	-	-	
		1%	3%	1%	1%	1%	3%	4%	4%	-	1%	1%	8%	1%	1%	-	-	-	4%	5%	-	-	-	-	3%	-	-	-	
Very poor	(-2)	5	2	3	2	2	1	-	1	1	2	1	-	2	3	-	-	-	2	-	-	-	-	-	-	2	1	-	
		1%	3%	1%	1%	1%	3%	-	4%	5%	1%	1%	-	1%	2%	-	-	-	4%	-	-	-	-	-	-	2%	3%	-	
NET: Poor		10	4	6	4	4	2	1	2	1	3	2	1	5	5	-	-	-	4	1	-	-	-	-	2	2	1	-	
		3%	6%	2%	2%	2%	6%	4%	8%	5%	2%	1%	8%	2%	3%	-	-	-	9%	5%	-	-	-	-	3%	2%	3%	-	
Mean		1.48	1.28	1.53	1.53	1.55	0.91	1.48	1.31	1.00	1.53	1.60	0.75	1.49	1.48	1.50	1.70	1.60	1.20	1.36	1.70	1.42	1.33	1.65	1.43	1.51	1.58	1.50	
Standard deviation		0.80	1.00	0.75	0.75	0.77	1.04	0.87	1.05	1.05	0.73	0.71	1.06	0.80	0.84	0.67	0.54	0.70	1.08	0.90	0.53	0.77	0.62	0.57	0.80	0.83	0.84	1.00	
Standard error		0.04	0.12	0.04	0.05	0.06	0.18	0.17	0.21	0.23	0.06	0.06	0.30	0.06	0.07	0.12	0.10	0.22	0.16	0.19	0.10	0.18	0.16	0.12	0.09	0.09	0.14	0.50	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 125

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		351 89%	97 84%	79 92%	351 89%	82 90%
Very good	(+2)	249 63%	67 58%	54 63%	249 63%	52 57%
Quite good	(+1)	102 26%	30 26%	25 29%	102 26%	30 33%
Neither good nor poor	(0)	33 8%	12 10%	4 5%	33 8%	7 8%
Quite poor	(-1)	5 1%	4 3%	1 1%	5 1%	- -
Very poor	(-2)	5 1%	3 3%	2 2%	5 1%	2 2%
NET: Poor		10 3%	7 6%	3 3%	10 3%	2 2%
Mean		1.48	1.33	1.49	1.48	1.43
Standard deviation		0.80	0.98	0.84	0.80	0.82
Standard error		0.04	0.09	0.09	0.04	0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 126

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

Compatibility with smart speaker

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
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4
NET: Good		206	31	175	117	74	15	9	12	10	108	62	5	110	78	18	18	5	24	12	22	5	9	12	50	36	13	-
		52%	43%	54%	60%	44%	45%	36%	46%	48%	64%	44%	42%	52%	51%	56%	67%	50%	53%	55%	73%	26%	60%	52%	63%	43%	36%	-
Very good	(+2)	106	14	92	62	37	7	4	6	4	58	31	3	57	37	12	5	4	14	5	14	4	2	11	24	14	9	-
		27%	19%	29%	32%	22%	21%	16%	23%	19%	34%	22%	25%	27%	24%	38%	19%	40%	31%	23%	47%	21%	13%	48%	30%	17%	25%	-
Quite good	(+1)	100	17	83	55	37	8	5	6	6	50	31	2	53	41	6	13	1	10	7	8	1	7	1	26	22	4	-
		25%	24%	26%	28%	22%	24%	20%	23%	29%	30%	22%	17%	25%	27%	19%	48%	10%	22%	32%	27%	5%	47%	4%	33%	26%	11%	-
Neither good nor poor	(0)	174	33	141	70	87	17	11	11	11	59	76	6	92	68	14	9	5	19	9	7	12	6	11	28	43	22	3
		44%	46%	44%	36%	52%	52%	44%	42%	52%	35%	54%	50%	44%	45%	44%	33%	50%	42%	41%	23%	63%	40%	48%	35%	51%	61%	75%
Quite poor	(-1)	12	7	5	6	5	1	5	2	-	1	3	1	7	5	-	-	-	1	1	1	2	-	-	1	4	1	1
		3%	10%	2%	3%	3%	3%	20%	8%	-	1%	2%	8%	3%	3%	-	-	-	2%	5%	3%	11%	-	-	1%	5%	3%	25%
Very poor	(-2)	2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-
		1%	1%	*	1%	1%	-	-	4%	-	1%	-	-	*	1%	-	-	-	2%	-	-	-	-	-	-	1%	-	-
NET: Poor		14	8	6	7	6	1	5	3	-	2	3	1	8	6	-	-	-	2	1	1	2	-	-	1	5	1	1
		4%	11%	2%	4%	4%	3%	20%	12%	-	1%	2%	8%	4%	4%	-	-	-	4%	5%	3%	11%	-	-	1%	6%	3%	25%
Mean		0.75	0.50	0.81	0.88	0.62	0.64	0.32	0.54	0.67	0.96	0.64	0.58	0.75	0.71	0.94	0.85	0.90	0.78	0.73	1.17	0.37	0.73	1.00	0.92	0.52	0.58	-0.25
Standard deviation		0.90	0.96	0.88	0.92	0.88	0.86	0.99	1.07	0.80	0.88	0.85	1.00	0.91	0.90	0.91	0.72	0.99	1.00	0.88	0.91	0.96	0.70	1.00	0.84	0.87	0.91	0.50
Standard error		0.05	0.11	0.05	0.07	0.07	0.15	0.20	0.21	0.17	0.07	0.07	0.29	0.06	0.07	0.16	0.14	0.31	0.15	0.19	0.17	0.22	0.18	0.21	0.09	0.10	0.15	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 126

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		206 52%	62 53%	64 74%	206 52%	61 67%
Very good	(+2)	106 27%	35 30%	27 31%	106 27%	22 24%
Quite good	(+1)	100 25%	27 23%	37 43%	100 25%	39 43%
Neither good nor poor	(0)	174 44%	49 42%	17 20%	174 44%	28 31%
Quite poor	(-1)	12 3%	4 3%	3 3%	12 3%	1 1%
Very poor	(-2)	2 1%	1 1%	2 2%	2 1%	1 1%
NET: Poor		14 4%	5 4%	5 6%	14 4%	2 2%
Mean		0.75	0.78	0.98	0.75	0.88
Standard deviation		0.90	0.95	0.93	0.90	0.83
Standard error		0.05	0.09	0.10	0.05	0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 127

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4
NET: Good		186	30	156	98	77	11	10	13	7	88	64	4	96	70	20	15	5	23	10	17	6	7	11	48	30	12	2
		47%	42%	48%	51%	46%	33%	40%	50%	33%	52%	45%	33%	46%	46%	63%	56%	50%	51%	45%	57%	32%	47%	48%	61%	36%	33%	50%
Very good	(+2)	69	9	60	41	24	4	4	3	2	37	21	2	37	22	10	2	3	6	2	10	4	-	7	19	9	6	1
		18%	13%	19%	21%	14%	12%	16%	12%	10%	22%	15%	17%	18%	14%	31%	7%	30%	13%	9%	33%	21%	-	30%	24%	11%	17%	25%
Quite good	(+1)	117	21	96	57	53	7	6	10	5	51	43	2	59	48	10	13	2	17	8	7	2	7	4	29	21	6	1
		30%	29%	30%	29%	32%	21%	24%	38%	24%	30%	30%	17%	28%	32%	31%	48%	20%	38%	36%	23%	11%	47%	17%	37%	25%	17%	25%
Neither good nor poor	(0)	190	34	156	84	86	20	11	11	12	73	75	8	105	73	12	12	5	17	12	12	8	12	28	48	22	2	
		48%	47%	48%	43%	51%	61%	44%	42%	57%	43%	53%	67%	50%	48%	38%	44%	50%	38%	55%	40%	63%	53%	52%	35%	57%	61%	50%
Quite poor	(-1)	15	6	9	10	4	1	3	2	1	7	2	-	7	8	-	-	-	4	-	1	1	-	-	3	4	2	-
		4%	8%	3%	5%	2%	3%	12%	8%	5%	4%	1%	-	3%	5%	-	-	-	9%	-	3%	5%	-	-	4%	5%	6%	-
Very poor	(-2)	3	2	1	2	-	1	1	-	1	1	-	-	2	1	-	-	-	1	-	-	-	-	-	-	2	-	-
		1%	3%	*	1%	-	3%	4%	-	5%	1%	-	-	1%	1%	-	-	-	2%	-	-	-	-	-	-	2%	-	-
NET: Poor		18	8	10	12	4	2	4	2	2	8	2	-	9	9	-	-	-	5	-	1	1	-	-	3	6	2	-
		5%	11%	3%	6%	2%	6%	16%	8%	10%	5%	1%	-	4%	6%	-	-	-	11%	-	3%	5%	-	-	4%	7%	6%	-
Mean		0.59	0.40	0.64	0.64	0.58	0.36	0.36	0.54	0.29	0.69	0.59	0.50	0.58	0.54	0.94	0.63	0.80	0.51	0.55	0.87	0.47	0.47	0.78	0.81	0.37	0.44	0.75
Standard deviation		0.85	0.91	0.83	0.91	0.76	0.86	1.04	0.81	0.90	0.88	0.76	0.80	0.85	0.83	0.84	0.63	0.92	0.92	0.67	0.94	0.90	0.52	0.90	0.85	0.83	0.84	0.96
Standard error		0.04	0.11	0.05	0.07	0.06	0.15	0.21	0.16	0.20	0.07	0.06	0.23	0.06	0.07	0.15	0.12	0.29	0.14	0.14	0.17	0.21	0.13	0.19	0.10	0.09	0.14	0.48



Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 127

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

		Podcast Users			
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes YouTube
Base		394	116	86	394 91
NET: Good		186 47%	54 47%	50 58%	186 47% 55 60%
Very good	(+2)	69 18%	19 16%	23 27%	69 18% 18 20%
Quite good	(+1)	117 30%	35 30%	27 31%	117 30% 37 41%
Neither good nor poor	(0)	190 48%	58 50%	31 36%	190 48% 30 33%
Quite poor	(-1)	15 4%	2 2%	5 6%	15 4% 6 7%
Very poor	(-2)	3 1%	2 2%	- -	3 1% -
NET: Poor		18 5%	4 3%	5 6%	18 5% 6 7%
Mean		0.59	0.58	0.79	0.59 0.74
Standard deviation		0.85	0.85	0.91	0.85 0.85
Standard error		0.04	0.08	0.10	0.04 0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 128

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Episode previews****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	
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4	
NET: Good		203	39	164	94	94	15	13	14	12	81	80	3	105	75	23	15	6	27	12	17	6	8	15	47	40	10	-	
		52%	54%	51%	48%	56%	45%	52%	54%	57%	48%	57%	25%	50%	49%	72%	56%	60%	60%	55%	57%	32%	53%	65%	59%	48%	28%	-	
Very good	(+2)	63	9	54	34	26	3	4	3	2	30	23	1	35	22	6	3	3	6	3	8	1	-	10	16	11	2	-	
		16%	13%	17%	18%	16%	9%	16%	12%	10%	18%	16%	8%	17%	14%	19%	11%	30%	13%	14%	27%	5%	-	43%	20%	13%	6%	-	
Quite good	(+1)	140	30	110	60	68	12	9	11	10	51	57	2	70	53	17	12	3	21	9	9	5	8	5	31	29	8	-	
		36%	42%	34%	31%	41%	36%	36%	42%	48%	30%	40%	17%	33%	35%	53%	44%	30%	47%	41%	30%	26%	53%	22%	39%	35%	22%	-	
Neither good nor poor	(0)	173	28	145	86	70	17	8	12	8	78	58	9	95	70	8	12	4	16	7	11	10	7	8	29	39	26	4	
		44%	39%	45%	44%	42%	52%	32%	46%	38%	46%	41%	75%	45%	46%	25%	44%	40%	36%	32%	37%	53%	47%	35%	37%	46%	72%	100%	
Quite poor	(-1)	15	4	11	12	3	-	4	-	-	8	3	-	7	7	1	-	-	2	2	2	3	-	-	3	3	-	-	
		4%	6%	3%	6%	2%	-	16%	-	-	5%	2%	-	3%	5%	3%	-	-	4%	9%	7%	16%	-	-	4%	4%	-	-	
Very poor	(-2)	3	1	2	2	-	1	-	-	1	2	-	-	3	-	-	-	-	-	1	-	-	-	-	-	2	-	-	
		1%	1%	1%	1%	-	3%	-	-	5%	1%	-	-	1%	-	-	-	-	-	5%	-	-	-	-	-	2%	-	-	
NET: Poor		18	5	13	14	3	1	4	-	1	10	3	-	10	7	1	-	-	2	3	2	3	-	-	3	5	-	-	
		5%	7%	4%	7%	2%	3%	16%	-	5%	6%	2%	-	5%	5%	3%	-	-	4%	14%	7%	16%	-	-	4%	6%	-	-	
Mean		0.62	0.58	0.63	0.58	0.70	0.48	0.52	0.65	0.57	0.59	0.71	0.33	0.60	0.59	0.88	0.67	0.90	0.69	0.50	0.77	0.21	0.53	1.09	0.76	0.52	0.33	0.00	
Standard deviation		0.82	0.83	0.82	0.89	0.75	0.80	0.96	0.69	0.87	0.88	0.76	0.65	0.85	0.79	0.75	0.68	0.88	0.76	1.01	0.94	0.79	0.52	0.90	0.82	0.86	0.59	0.00	
Standard error		0.04	0.10	0.05	0.06	0.06	0.14	0.19	0.14	0.19	0.07	0.06	0.19	0.06	0.06	0.13	0.13	0.28	0.11	0.22	0.17	0.18	0.13	0.19	0.09	0.09	0.10	0.00	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 128

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

		Podcast Users			
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes YouTube
Base		394	116	86	394
NET: Good		203	56	51	203
		52%	48%	59%	52%
Very good	(+2)	63	17	14	63
		16%	15%	16%	16%
Quite good	(+1)	140	39	37	140
		36%	34%	43%	36%
Neither good nor poor	(0)	173	55	29	173
		44%	47%	34%	44%
Quite poor	(-1)	15	3	6	15
		4%	3%	7%	4%
Very poor	(-2)	3	2	-	3
		1%	2%	-	1%
NET: Poor		18	5	6	18
		5%	4%	7%	5%
Mean		0.62	0.57	0.69	0.62
Standard deviation		0.82	0.84	0.83	0.82
Standard error		0.04	0.08	0.09	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 129

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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	
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4	
NET: Good		180	25	155	104	68	8	9	11	5	95	57	3	90	69	21	13	5	26	9	20	6	9	11	44	24	12	1	
		46%	35%	48%	54%	41%	24%	36%	42%	24%	56%	40%	25%	43%	45%	66%	48%	50%	58%	41%	67%	32%	60%	48%	56%	29%	33%	25%	
Very good	(+2)	82	11	71	47	31	4	5	3	3	42	28	1	41	32	9	3	2	10	2	13	3	2	7	22	10	8	-	
		21%	15%	22%	24%	19%	12%	20%	12%	14%	25%	20%	8%	20%	21%	28%	11%	20%	22%	9%	43%	16%	13%	30%	28%	12%	22%	-	
Quite good	(+1)	98	14	84	57	37	4	4	8	2	53	29	2	49	37	12	10	3	16	7	7	3	7	4	22	14	4	1	
		25%	19%	26%	29%	22%	12%	16%	31%	10%	31%	21%	17%	23%	24%	38%	37%	30%	36%	32%	23%	16%	47%	17%	28%	17%	11%	25%	
Neither good nor poor	(0)	205	46	159	84	98	23	16	15	15	68	83	8	117	77	11	13	5	18	13	10	13	6	12	34	56	22	3	
		52%	64%	49%	43%	59%	70%	64%	58%	71%	40%	59%	67%	56%	51%	34%	48%	50%	40%	59%	33%	68%	40%	52%	43%	67%	61%	75%	
Quite poor	(-1)	7	-	7	5	1	1	-	-	-	5	1	1	2	5	-	1	-	1	-	-	-	-	-	1	2	2	-	
		2%	-	2%	3%	1%	3%	-	-	-	3%	1%	8%	1%	3%	-	4%	-	2%	-	-	-	-	-	1%	2%	6%	-	
Very poor	(-2)	2	1	1	1	-	1	-	-	1	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	
		1%	1%	*	1%	-	3%	-	-	5%	1%	-	-	*	1%	-	-	-	-	-	-	-	-	-	-	2%	-	-	
NET: Poor		9	1	8	6	1	2	-	-	1	6	1	1	3	6	-	1	-	1	-	-	-	-	-	1	4	2	-	
		2%	1%	2%	3%	1%	6%	-	-	5%	4%	1%	8%	1%	4%	-	4%	-	2%	-	-	-	-	-	1%	5%	6%	-	
Mean		0.64	0.47	0.67	0.74	0.59	0.27	0.56	0.54	0.29	0.77	0.60	0.25	0.60	0.62	0.94	0.56	0.70	0.78	0.50	1.10	0.47	0.73	0.78	0.82	0.33	0.50	0.25	
Standard deviation		0.85	0.80	0.85	0.87	0.79	0.84	0.82	0.71	0.90	0.88	0.81	0.75	0.82	0.88	0.80	0.75	0.82	0.82	0.67	0.88	0.77	0.70	0.90	0.86	0.81	0.91	0.50	
Standard error		0.04	0.09	0.05	0.06	0.06	0.15	0.16	0.14	0.20	0.07	0.07	0.22	0.06	0.07	0.14	0.14	0.26	0.12	0.14	0.16	0.18	0.18	0.19	0.10	0.09	0.15	0.25	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 129

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Play video as audio****Base: All respondents answering about each**

		Podcast Users			
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes YouTube
Base		394	116	86	394 91
NET: Good		180 46%	49 42%	56 65%	180 46% 62 68%
Very good	(+2)	82 21%	23 20%	25 29%	82 21% 29 32%
Quite good	(+1)	98 25%	26 22%	31 36%	98 25% 33 36%
Neither good nor poor	(0)	205 52%	62 53%	29 34%	205 52% 27 30%
Quite poor	(-1)	7 2%	3 3%	1 1%	7 2% 2 2%
Very poor	(-2)	2 1%	2 2%	- -	2 1% -
NET: Poor		9 2%	5 4%	1 1%	9 2% 2 2%
Mean		0.64	0.56	0.93	0.64 0.98
Standard deviation		0.85	0.90	0.82	0.85 0.84
Standard error		0.04	0.08	0.09	0.04 0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 130

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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	
Base	394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4		
NET: Good	214	34	180	119	81	14	14	11	9	105	70	5	106	87	21	14	5	24	14	20	10	7	13	43	42	19	3		
	54%	47%	56%	61%	49%	42%	56%	42%	43%	62%	50%	42%	50%	57%	66%	52%	50%	53%	64%	67%	53%	47%	57%	54%	50%	53%	75%		
Very good	(+2)	93	14	79	55	33	5	8	3	3	47	30	2	49	38	6	3	3	15	3	14	1	2	7	20	17	6	2	
	24%	19%	25%	28%	20%	15%	32%	12%	14%	28%	21%	17%	23%	25%	19%	11%	30%	33%	14%	47%	5%	13%	30%	25%	20%	17%	50%		
Quite good	(+1)	121	20	101	64	48	9	6	8	6	58	40	3	57	49	15	11	2	9	11	6	9	5	6	23	25	13	1	
	31%	28%	31%	33%	29%	27%	24%	31%	29%	34%	28%	25%	27%	32%	47%	41%	20%	20%	50%	20%	47%	33%	26%	29%	30%	36%	25%		
Neither good nor poor	(0)	171	35	136	69	84	18	10	14	11	59	70	7	100	60	11	13	5	19	8	10	9	8	10	34	40	14	1	
	43%	49%	42%	36%	50%	55%	40%	54%	52%	35%	50%	58%	48%	39%	34%	48%	50%	42%	36%	33%	47%	53%	43%	43%	48%	39%	25%		
Quite poor	(-1)	8	3	5	6	1	1	1	1	1	5	-	-	4	4	-	-	-	2	-	-	-	-	-	2	2	2	-	
	2%	4%	2%	3%	1%	3%	4%	4%	5%	3%	-	-	2%	3%	-	-	-	4%	-	-	-	-	-	3%	2%	6%	-		
Very poor	(-2)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	
	*	-	*	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	3%	-		
NET: Poor	9	3	6	6	2	1	1	1	1	5	1	-	4	5	-	-	-	2	-	-	-	-	-	2	2	3	-		
	2%	4%	2%	3%	1%	3%	4%	4%	5%	3%	1%	-	2%	3%	-	-	-	4%	-	-	-	-	-	3%	2%	8%	-		
Mean	0.75	0.63	0.78	0.87	0.66	0.55	0.84	0.50	0.52	0.87	0.70	0.58	0.72	0.78	0.84	0.63	0.80	0.82	0.77	1.13	0.58	0.60	0.87	0.77	0.68	0.58	1.25		
Standard deviation	0.85	0.85	0.84	0.87	0.82	0.79	0.94	0.76	0.81	0.86	0.83	0.79	0.84	0.88	0.72	0.69	0.92	0.96	0.69	0.90	0.61	0.74	0.87	0.86	0.82	0.94	0.96		
Standard error	0.04	0.10	0.05	0.06	0.06	0.14	0.19	0.15	0.18	0.07	0.07	0.23	0.06	0.07	0.13	0.13	0.29	0.14	0.15	0.16	0.14	0.19	0.18	0.10	0.09	0.16	0.48		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 130

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		214 54%	62 53%	53 62%	214 54%	54 59%
Very good	(+2)	93 24%	22 19%	23 27%	93 24%	22 24%
Quite good	(+1)	121 31%	40 34%	30 35%	121 31%	32 35%
Neither good nor poor	(0)	171 43%	52 45%	29 34%	171 43%	34 37%
Quite poor	(-1)	8 2%	2 2%	4 5%	8 2%	3 3%
Very poor	(-2)	1 *	- -	- -	1 *	- -
NET: Poor		9 2%	2 2%	4 5%	9 2%	3 3%
Mean		0.75	0.71	0.84	0.75	0.80
Standard deviation		0.85	0.79	0.88	0.85	0.85
Standard error		0.04	0.07	0.09	0.04	0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 131

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

Push notifications

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
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4
NET: Good		204	43	161	109	83	12	15	18	10	94	65	2	105	77	22	13	3	24	11	20	5	9	16	47	36	20	-
		52%	60%	50%	56%	50%	36%	60%	69%	48%	56%	46%	17%	50%	51%	69%	48%	30%	53%	50%	67%	26%	60%	70%	59%	43%	56%	-
Very good	(+2)	74	14	60	42	29	3	5	6	3	37	23	-	47	19	8	4	2	9	3	11	2	-	7	18	10	8	-
		19%	19%	19%	22%	17%	9%	20%	23%	14%	22%	16%	-	22%	13%	25%	15%	20%	20%	14%	37%	11%	-	30%	23%	12%	22%	-
Quite good	(+1)	130	29	101	67	54	9	10	12	7	57	42	2	58	58	14	9	1	15	8	9	3	9	9	29	26	12	-
		33%	40%	31%	35%	32%	27%	40%	46%	33%	34%	30%	17%	28%	38%	44%	33%	10%	33%	36%	30%	16%	60%	39%	37%	31%	33%	-
Neither good nor poor	(0)	180	26	154	77	84	19	9	8	9	68	76	10	98	72	10	13	7	20	10	8	14	5	7	30	46	16	4
		46%	36%	48%	40%	50%	58%	36%	31%	43%	40%	54%	83%	47%	47%	31%	48%	70%	44%	45%	27%	74%	33%	30%	38%	55%	44%	100%
Quite poor	(-1)	8	1	7	7	-	1	-	-	1	7	-	-	6	2	-	1	-	-	1	2	-	1	-	2	1	-	-
		2%	1%	2%	4%	-	3%	-	-	5%	4%	-	-	3%	1%	-	4%	-	-	5%	7%	-	7%	-	3%	1%	-	-
Very poor	(-2)	2	2	-	1	-	1	1	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-
		1%	3%	-	1%	-	3%	4%	-	5%	-	-	-	*	1%	-	-	-	2%	-	-	-	-	-	-	1%	-	-
NET: Poor		10	3	7	8	-	2	1	-	2	7	-	-	7	3	-	1	-	1	1	2	-	1	-	2	2	-	-
		3%	4%	2%	4%	-	6%	4%	-	10%	4%	-	-	3%	2%	-	4%	-	2%	5%	7%	-	7%	-	3%	2%	-	-
Mean		0.68	0.72	0.66	0.73	0.67	0.36	0.72	0.92	0.48	0.73	0.62	0.17	0.69	0.61	0.94	0.59	0.50	0.69	0.59	0.97	0.37	0.53	1.00	0.80	0.51	0.78	0.00
Standard deviation		0.82	0.89	0.80	0.86	0.76	0.82	0.94	0.74	0.98	0.85	0.75	0.39	0.87	0.75	0.76	0.80	0.85	0.87	0.80	0.96	0.68	0.64	0.80	0.82	0.77	0.80	0.00
Standard error		0.04	0.11	0.04	0.06	0.06	0.14	0.19	0.15	0.21	0.07	0.06	0.11	0.06	0.06	0.13	0.15	0.27	0.13	0.17	0.18	0.16	0.17	0.17	0.09	0.08	0.13	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 131

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		204 52%	60 52%	53 62%	204 52%	53 58%
Very good	(+2)	74 19%	19 16%	21 24%	74 19%	14 15%
Quite good	(+1)	130 33%	41 35%	32 37%	130 33%	39 43%
Neither good nor poor	(0)	180 46%	54 47%	27 31%	180 46%	34 37%
Quite poor	(-1)	8 2%	1 1%	6 7%	8 2%	4 4%
Very poor	(-2)	2 1%	1 1%	- -	2 1%	- -
NET: Poor		10 3%	2 2%	6 7%	10 3%	4 4%
Mean		0.68	0.66	0.79	0.68	0.69
Standard deviation		0.82	0.79	0.90	0.82	0.78
Standard error		0.04	0.07	0.10	0.04	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 132

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Customisation options****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	
Base	394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4		
NET: Good		194	39	155	96	84	14	13	16	10	83	68	4	102	71	21	12	4	24	7	17	9	7	12	49	37	15	1	
		49%	54%	48%	49%	50%	42%	52%	62%	48%	49%	48%	33%	49%	47%	66%	44%	40%	53%	32%	57%	47%	47%	52%	62%	44%	42%	25%	
Very good	(+2)	62	9	53	35	25	2	3	4	2	32	21	-	35	17	10	3	3	6	2	7	4	2	6	18	6	5	-	
		16%	13%	16%	18%	15%	6%	12%	15%	10%	19%	15%	-	17%	11%	31%	11%	30%	13%	9%	23%	21%	13%	26%	23%	7%	14%	-	
Quite good	(+1)	132	30	102	61	59	12	10	12	8	51	47	4	67	54	11	9	1	18	5	10	5	5	6	31	31	10	1	
		34%	42%	32%	31%	35%	36%	40%	46%	38%	30%	33%	33%	32%	36%	34%	33%	10%	40%	23%	33%	26%	33%	26%	39%	37%	28%	25%	
Neither good nor poor	(0)	183	30	153	85	80	18	11	9	10	74	71	8	99	73	11	15	6	18	13	11	10	8	11	28	40	20	3	
		46%	42%	48%	44%	48%	55%	44%	35%	48%	44%	50%	67%	47%	48%	34%	56%	60%	40%	59%	37%	53%	53%	48%	35%	48%	56%	75%	
Quite poor	(-1)	14	2	12	10	3	1	-	1	1	10	2	-	8	6	-	-	-	1	2	2	-	-	-	2	6	1	-	
		4%	3%	4%	5%	2%	3%	-	4%	5%	6%	1%	-	4%	4%	-	-	-	2%	9%	7%	-	-	-	3%	7%	3%	-	
Very poor	(-2)	3	1	2	3	-	-	1	-	-	2	-	-	1	2	-	-	-	2	-	-	-	-	-	-	1	-	-	
		1%	1%	1%	2%	-	-	4%	-	-	1%	-	-	*	1%	-	-	-	4%	-	-	-	-	-	-	1%	-	-	
NET: Poor		17	3	14	13	3	1	1	1	1	12	2	-	9	8	-	-	-	3	2	2	-	-	-	2	7	1	-	
		4%	4%	4%	7%	2%	3%	4%	4%	5%	7%	1%	-	4%	5%	-	-	-	7%	9%	7%	-	-	-	3%	8%	3%	-	
Mean		0.60	0.61	0.60	0.59	0.63	0.45	0.56	0.73	0.52	0.60	0.62	0.33	0.60	0.51	0.97	0.56	0.70	0.56	0.32	0.73	0.68	0.60	0.78	0.82	0.42	0.53	0.25	
Standard deviation		0.82	0.80	0.83	0.90	0.76	0.67	0.87	0.78	0.75	0.90	0.75	0.49	0.82	0.80	0.82	0.70	0.95	0.92	0.78	0.91	0.82	0.74	0.85	0.81	0.78	0.77	0.50	
Standard error		0.04	0.09	0.05	0.06	0.06	0.12	0.17	0.15	0.16	0.07	0.06	0.14	0.06	0.06	0.15	0.13	0.30	0.14	0.17	0.17	0.19	0.19	0.18	0.09	0.09	0.13	0.25	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 132

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		394	116	86	394	91
NET: Good		194 49%	60 52%	52 60%	194 49%	54 59%
Very good	(+2)	62 16%	20 17%	22 26%	62 16%	18 20%
Quite good	(+1)	132 34%	40 34%	30 35%	132 34%	36 40%
Neither good nor poor	(0)	183 46%	54 47%	28 33%	183 46%	30 33%
Quite poor	(-1)	14 4%	1 1%	5 6%	14 4%	6 7%
Very poor	(-2)	3 1%	1 1%	1 1%	3 1%	1 1%
NET: Poor		17 4%	2 2%	6 7%	17 4%	7 8%
Mean		0.60	0.66	0.78	0.60	0.70
Standard deviation		0.82	0.80	0.94	0.82	0.90
Standard error		0.04	0.07	0.10	0.04	0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 133

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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	
Base		394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4	
NET: Good		155	30	125	86	63	6	12	14	4	74	49	2	81	56	18	12	4	23	9	15	3	6	8	44	23	8	-	
		39%	42%	39%	44%	38%	18%	48%	54%	19%	44%	35%	17%	39%	37%	56%	44%	40%	51%	41%	50%	16%	40%	35%	56%	27%	22%	-	
Very good	(+2)	53	10	43	30	21	2	4	4	2	26	17	-	31	15	7	2	3	5	1	8	2	1	6	17	5	3	-	
		13%	14%	13%	15%	13%	6%	16%	15%	10%	15%	12%	-	15%	10%	22%	7%	30%	11%	5%	27%	11%	7%	26%	22%	6%	8%	-	
Quite good	(+1)	102	20	82	56	42	4	8	10	2	48	32	2	50	41	11	10	1	18	8	7	1	5	2	27	18	5	-	
		26%	28%	25%	29%	25%	12%	32%	38%	10%	28%	23%	17%	24%	27%	34%	37%	10%	40%	36%	23%	5%	33%	9%	34%	21%	14%	-	
Neither good nor poor	(0)	224	39	185	97	101	26	11	12	16	86	89	10	124	87	13	15	6	22	11	11	16	8	12	33	58	28	4	
		57%	54%	57%	50%	60%	79%	44%	46%	76%	51%	63%	83%	59%	57%	41%	56%	60%	49%	50%	37%	84%	53%	52%	42%	69%	78%	100%	
Quite poor	(-1)	12	3	9	8	3	1	2	-	1	6	3	-	3	8	1	-	-	-	-	4	-	1	3	2	2	-	-	
		3%	4%	3%	4%	2%	3%	8%	-	5%	4%	2%	-	1%	5%	3%	-	-	-	-	13%	-	7%	13%	3%	2%	-	-	
Very poor	(-2)	3	-	3	3	-	-	-	-	-	3	-	-	2	1	-	-	-	-	2	-	-	-	-	-	1	-	-	
		1%	-	1%	2%	-	-	-	-	-	2%	-	-	1%	1%	-	-	-	-	9%	-	-	-	-	-	1%	-	-	
NET: Poor		15	3	12	11	3	1	2	-	1	9	3	-	5	9	1	-	-	-	2	4	-	1	3	2	3	-	-	
		4%	4%	4%	6%	2%	3%	8%	-	5%	5%	2%	-	2%	6%	3%	-	-	-	9%	13%	-	7%	13%	3%	4%	-	-	
Mean		0.48	0.51	0.48	0.53	0.49	0.21	0.56	0.69	0.24	0.52	0.45	0.17	0.50	0.40	0.75	0.52	0.70	0.62	0.27	0.63	0.26	0.40	0.48	0.75	0.29	0.31	0.00	
Standard deviation		0.79	0.79	0.79	0.86	0.74	0.60	0.87	0.74	0.70	0.86	0.73	0.39	0.80	0.77	0.84	0.64	0.95	0.68	0.94	1.03	0.65	0.74	1.04	0.82	0.67	0.62	0.00	
Standard error		0.04	0.09	0.04	0.06	0.06	0.10	0.17	0.14	0.15	0.07	0.06	0.11	0.05	0.06	0.15	0.12	0.30	0.10	0.20	0.19	0.15	0.19	0.22	0.09	0.07	0.10	0.00	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 133

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users			
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes YouTube
Base		394	116	86	394
NET: Good		155	42	46	155
		39%	36%	53%	39%
Very good	(+2)	53	15	17	53
		13%	13%	20%	13%
Quite good	(+1)	102	27	29	102
		26%	23%	34%	26%
Neither good nor poor	(0)	224	72	35	224
		57%	62%	41%	57%
Quite poor	(-1)	12	2	4	12
		3%	2%	5%	3%
Very poor	(-2)	3	-	1	3
		1%	-	1%	1%
NET: Poor		15	2	5	15
		4%	2%	6%	4%
Mean		0.48	0.47	0.66	0.48
Standard deviation		0.79	0.74	0.89	0.79
Standard error		0.04	0.07	0.10	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 134

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**The service is free****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	
Base	394	72	322	194	167	33	25	26	21	169	141	12	210	152	32	27	10	45	22	30	19	15	23	79	84	36	4		
NET: Good	343	60	283	171	145	27	23	22	15	148	123	12	182	131	30	23	9	40	19	28	17	15	20	66	74	30	2		
	87%	83%	88%	88%	87%	82%	92%	85%	71%	88%	87%	100%	87%	86%	94%	85%	90%	89%	86%	93%	89%	100%	87%	84%	88%	83%	50%		
Very good	(+2)	246	42	204	120	106	20	16	16	10	104	90	10	132	93	21	17	7	24	14	20	15	9	16	42	53	27	2	
	62%	58%	63%	62%	63%	61%	64%	62%	48%	62%	64%	83%	63%	61%	66%	63%	70%	53%	64%	67%	79%	60%	70%	53%	63%	75%	50%		
Quite good	(+1)	97	18	79	51	39	7	7	6	5	44	33	2	50	38	9	6	2	16	5	8	2	6	4	24	21	3	-	
	25%	25%	25%	26%	23%	21%	28%	23%	24%	26%	23%	17%	24%	25%	28%	22%	20%	36%	23%	27%	11%	40%	17%	30%	25%	8%	-		
Neither good nor poor	(0)	39	8	31	17	18	4	1	3	4	16	15	-	22	15	2	2	1	4	2	1	1	-	2	10	10	5	1	
	10%	11%	10%	9%	11%	12%	4%	12%	19%	9%	11%	-	10%	10%	6%	7%	10%	9%	9%	3%	5%	-	9%	13%	12%	14%	25%		
Quite poor	(-1)	9	3	6	5	3	1	1	1	1	4	2	-	4	5	-	1	-	1	1	1	1	-	1	1	-	1	1	
	2%	4%	2%	3%	2%	3%	4%	4%	5%	2%	1%	-	2%	3%	-	4%	-	2%	5%	3%	5%	-	4%	1%	-	3%	25%		
Very poor	(-2)	3	1	2	1	1	1	-	-	1	1	1	-	2	1	-	1	-	-	-	-	-	-	2	-	-	-		
	1%	1%	1%	1%	1%	3%	-	-	5%	1%	1%	-	1%	1%	-	4%	-	-	-	-	-	-	-	3%	-	-	-		
NET: Poor	12	4	8	6	4	2	1	1	2	5	3	-	6	6	-	2	-	1	1	1	1	-	1	3	-	1	1		
	3%	6%	2%	3%	2%	6%	4%	4%	10%	3%	2%	-	3%	4%	-	7%	-	2%	5%	3%	5%	-	4%	4%	-	3%	25%		
Mean	1.46	1.35	1.48	1.46	1.47	1.33	1.52	1.42	1.05	1.46	1.48	1.83	1.46	1.43	1.59	1.37	1.60	1.40	1.45	1.57	1.63	1.60	1.52	1.30	1.51	1.56	0.75		
Standard deviation	0.82	0.94	0.79	0.80	0.81	1.02	0.77	0.86	1.16	0.81	0.80	0.39	0.83	0.85	0.61	1.04	0.70	0.75	0.86	0.73	0.83	0.51	0.85	0.92	0.70	0.84	1.50		
Standard error	0.04	0.11	0.04	0.06	0.06	0.18	0.15	0.17	0.25	0.06	0.07	0.11	0.06	0.07	0.11	0.20	0.22	0.11	0.18	0.13	0.19	0.13	0.18	0.10	0.08	0.14	0.75		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 134

Q20b. You said you use Apple podcasts/ iTunes to access podcasts. How good or bad, are they on each of the following?**The service is free****Base: All respondents answering about each**

		Podcast Users			
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes YouTube
Base		394	116	86	394
NET: Good		343	98	70	343
		87%	84%	81%	87%
Very good	(+2)	246	67	49	246
		62%	58%	57%	62%
Quite good	(+1)	97	31	21	97
		25%	27%	24%	25%
Neither good nor poor	(0)	39	13	12	39
		10%	11%	14%	10%
Quite poor	(-1)	9	4	4	9
		2%	3%	5%	2%
Very poor	(-2)	3	1	-	3
		1%	1%	-	1%
NET: Poor		12	5	4	12
		3%	4%	5%	3%
Mean		1.46	1.37	1.34	1.46
Standard deviation		0.82	0.88	0.89	0.82
Standard error		0.04	0.08	0.10	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 154

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																Social sharing options, e.g. short clip shares	
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options		The service is free
Base		387	387	387	387	387	387	387	387	387	387	387	387	387	387	387	387	387	387
NET: Good		347 90%	328 85%	364 94%	365 94%	352 91%	227 59%	205 53%	295 76%	353 91%	267 69%	257 66%	194 50%	188 49%	191 49%	172 44%	222 57%	179 46%	246 64%
Very good	(+2)	188 49%	164 42%	205 53%	225 58%	182 47%	87 22%	70 18%	141 36%	253 65%	144 37%	103 27%	62 16%	84 22%	77 20%	57 15%	60 16%	58 15%	139 36%
Quite good	(+1)	159 41%	164 42%	159 41%	140 36%	170 44%	140 36%	135 35%	154 40%	100 26%	123 32%	154 40%	132 34%	104 27%	114 29%	115 30%	162 42%	121 31%	107 28%
Neither good nor poor	(0)	35 9%	52 13%	21 5%	18 5%	30 8%	134 35%	167 43%	87 22%	33 9%	114 29%	125 32%	163 42%	173 45%	180 47%	182 47%	155 40%	177 46%	79 20%
Quite poor	(-1)	5 1%	6 2%	2 1%	3 1%	5 1%	24 6%	12 3%	4 1%	1 *	4 1%	4 1%	26 7%	17 4%	13 3%	26 7%	8 2%	24 6%	46 12%
Very poor	(-2)	- -	1 *	- -	1 *	- -	2 1%	3 1%	1 *	- -	2 1%	1 *	4 1%	9 2%	3 1%	7 2%	2 1%	7 2%	16 4%
NET: Poor		5 1%	7 2%	2 1%	4 1%	5 1%	26 7%	15 4%	5 1%	1 *	6 2%	5 1%	30 8%	26 7%	16 4%	33 9%	10 3%	31 8%	62 16%
Mean		1.37	1.25	1.47	1.51	1.37	0.74	0.66	1.11	1.56	1.04	0.91	0.57	0.61	0.64	0.49	0.70	0.51	0.79
Standard deviation		0.70	0.76	0.62	0.65	0.68	0.89	0.83	0.80	0.66	0.87	0.81	0.87	0.95	0.86	0.89	0.77	0.89	1.17
Standard error		0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.04	0.03	0.04	0.04	0.04	0.05	0.04	0.05	0.04	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 155

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Range 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
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		347	63	284	220	109	18	24	30	9	196	79	9	148	157	42	38	7	30	25	25	19	24	24	66	61	24	4
		90%	89%	90%	90%	89%	95%	86%	91%	90%	91%	88%	100%	91%	89%	88%	95%	100%	88%	86%	89%	83%	96%	86%	88%	94%	86%	80%
Very good	(+2)	188	32	156	126	56	6	13	17	2	113	39	4	75	91	22	23	5	14	10	11	9	11	12	34	38	20	1
		49%	45%	50%	51%	46%	32%	46%	52%	20%	52%	43%	44%	46%	52%	46%	58%	71%	41%	34%	39%	39%	44%	43%	45%	58%	71%	20%
Quite good	(+1)	159	31	128	94	53	12	11	13	7	83	40	5	73	66	20	15	2	16	15	14	10	13	12	32	23	4	3
		41%	44%	41%	38%	43%	63%	39%	39%	70%	38%	44%	56%	45%	38%	42%	38%	29%	47%	52%	50%	43%	52%	43%	43%	35%	14%	60%
Neither good nor poor	(0)	35	7	28	21	13	1	3	3	1	18	10	-	12	17	6	2	-	4	2	3	4	1	4	8	3	3	1
		9%	10%	9%	9%	11%	5%	11%	9%	10%	8%	11%	-	7%	10%	13%	5%	-	12%	7%	11%	17%	4%	14%	11%	5%	11%	20%
Quite poor	(-1)	5	1	3	4	1	-	1	-	-	2	1	-	3	2	-	-	-	-	2	-	-	-	-	1	1	1	-
		1%	1%	1%	2%	1%	-	4%	-	-	1%	1%	-	2%	1%	-	-	-	-	7%	-	-	-	-	1%	2%	4%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		5	1	3	4	1	-	1	-	-	2	1	-	3	2	-	-	-	-	2	-	-	-	-	1	1	1	-
		1%	1%	1%	2%	1%	-	4%	-	-	1%	1%	-	2%	1%	-	-	-	-	7%	-	-	-	-	1%	2%	4%	-
Mean		1.37	1.32	1.39	1.40	1.33	1.26	1.29	1.42	1.10	1.42	1.30	1.44	1.35	1.40	1.33	1.52	1.71	1.29	1.14	1.29	1.22	1.40	1.29	1.32	1.51	1.54	1.00
Standard deviation		0.70	0.71	0.69	0.71	0.70	0.56	0.81	0.66	0.57	0.68	0.71	0.53	0.70	0.71	0.69	0.60	0.49	0.68	0.83	0.66	0.74	0.58	0.71	0.72	0.66	0.84	0.71
Standard error		0.04	0.08	0.04	0.05	0.06	0.13	0.15	0.12	0.18	0.05	0.07	0.18	0.05	0.05	0.10	0.09	0.18	0.12	0.15	0.12	0.15	0.12	0.13	0.08	0.08	0.16	0.32

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 155

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		347 90%	97 87%	347 90%	90 91%	115 90%
Very good	(+2)	188 49%	50 45%	188 49%	46 46%	53 41%
Quite good	(+1)	159 41%	47 42%	159 41%	44 44%	62 48%
Neither good nor poor	(0)	35 9%	12 11%	35 9%	6 6%	12 9%
Quite poor	(-1)	5 1%	3 3%	5 1%	3 3%	1 1%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		5 1%	3 3%	5 1%	3 3%	1 1%
Mean		1.37	1.29	1.37	1.34	1.30
Standard deviation		0.70	0.76	0.70	0.73	0.67
Standard error		0.04	0.07	0.04	0.07	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 156

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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	
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5	
NET: Good		328	61	267	206	107	15	27	28	6	179	79	9	141	143	44	33	6	30	22	25	16	23	26	63	57	24	3	
		85%	86%	85%	84%	87%	79%	96%	85%	60%	83%	88%	100%	87%	81%	92%	83%	86%	88%	76%	89%	70%	92%	93%	84%	88%	86%	60%	
Very good	(+2)	164	33	131	108	50	6	14	16	3	94	34	3	71	74	19	17	5	13	10	12	6	9	13	30	33	14	2	
		42%	46%	42%	44%	41%	32%	50%	48%	30%	44%	38%	33%	44%	42%	40%	43%	71%	38%	34%	43%	26%	36%	46%	40%	51%	50%	40%	
Quite good	(+1)	164	28	136	98	57	9	13	12	3	85	45	6	70	69	25	16	1	17	12	13	10	14	13	33	24	10	1	
		42%	39%	43%	40%	46%	47%	46%	36%	30%	39%	50%	67%	43%	39%	52%	40%	14%	50%	41%	46%	43%	56%	46%	44%	37%	36%	20%	
Neither good nor poor	(0)	52	9	43	33	16	3	1	5	3	32	11	-	20	28	4	6	1	4	4	3	7	2	2	11	8	3	1	
		13%	13%	14%	13%	13%	16%	4%	15%	30%	15%	12%	-	12%	16%	8%	15%	14%	12%	14%	11%	30%	8%	7%	15%	12%	11%	20%	
Quite poor	(-1)	6	-	5	6	-	-	-	-	-	5	-	-	2	4	-	1	-	-	2	-	-	-	-	1	-	1	1	
		2%	-	2%	2%	-	-	-	-	-	2%	-	-	1%	2%	-	3%	-	-	7%	-	-	-	-	1%	-	4%	20%	
Very poor	(-2)	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	
		*	1%	-	-	-	5%	-	-	10%	-	-	-	-	1%	-	-	-	-	3%	-	-	-	-	-	-	-	-	
NET: Poor		7	1	5	6	-	1	-	-	1	5	-	-	2	5	-	1	-	-	3	-	-	-	1	-	1	1		
		2%	1%	2%	2%	-	5%	-	-	10%	2%	-	-	1%	3%	-	3%	-	-	10%	-	-	-	-	1%	-	4%	20%	
Mean		1.25	1.30	1.25	1.26	1.28	1.00	1.46	1.33	0.70	1.24	1.26	1.33	1.29	1.20	1.31	1.23	1.57	1.26	0.97	1.32	0.96	1.28	1.39	1.23	1.38	1.32	0.80	
Standard deviation		0.76	0.80	0.75	0.78	0.68	1.00	0.58	0.74	1.25	0.79	0.66	0.50	0.73	0.83	0.62	0.80	0.79	0.67	1.05	0.67	0.77	0.61	0.63	0.75	0.70	0.82	1.30	
Standard error		0.04	0.09	0.04	0.05	0.06	0.23	0.11	0.13	0.40	0.05	0.07	0.17	0.06	0.06	0.09	0.13	0.30	0.11	0.20	0.13	0.16	0.12	0.12	0.09	0.09	0.15	0.58	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 156

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		328 85%	93 83%	328 85%	85 86%	108 84%
Very good	(+2)	164 42%	43 38%	164 42%	45 45%	52 41%
Quite good	(+1)	164 42%	50 45%	164 42%	40 40%	56 44%
Neither good nor poor	(0)	52 13%	15 13%	52 13%	12 12%	18 14%
Quite poor	(-1)	6 2%	3 3%	6 2%	2 2%	2 2%
Very poor	(-2)	1 *	1 1%	1 *	- -	- -
NET: Poor		7 2%	4 4%	7 2%	2 2%	2 2%
Mean		1.25	1.17	1.25	1.29	1.23
Standard deviation		0.76	0.83	0.76	0.76	0.75
Standard error		0.04	0.08	0.04	0.08	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 157

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	North-ern Ireland
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		364	66	297	230	115	19	26	30	10	203	85	9	156	163	45	37	6	32	29	27	20	24	28	66	63	27	5
		94%	93%	94%	94%	93%	100%	93%	91%	100%	94%	94%	100%	96%	93%	94%	93%	86%	94%	100%	96%	87%	96%	100%	88%	97%	96%	100%
Very good	(+2)	205	38	167	137	60	8	17	17	4	120	43	4	91	88	26	26	5	17	15	12	12	16	12	30	40	18	2
		53%	54%	53%	56%	49%	42%	61%	52%	40%	56%	48%	44%	56%	50%	54%	65%	71%	50%	52%	43%	52%	64%	43%	40%	62%	64%	40%
Quite good	(+1)	159	28	130	93	55	11	9	13	6	83	42	5	65	75	19	11	1	15	14	15	8	8	16	36	23	9	3
		41%	39%	41%	38%	45%	58%	32%	39%	60%	38%	47%	56%	40%	43%	40%	28%	14%	44%	48%	54%	35%	32%	57%	48%	35%	32%	60%
Neither good nor poor	(0)	21	5	16	13	8	-	2	3	-	11	5	-	6	12	3	3	1	2	-	1	3	1	-	7	2	1	-
		5%	7%	5%	5%	7%	-	7%	9%	-	5%	6%	-	4%	7%	6%	8%	14%	6%	-	4%	13%	4%	-	9%	3%	4%	-
Quite poor	(-1)	2	-	2	2	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	1%	1%	-	-	-	-	-	-	-	-	-	3%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	-	2	2	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	1%	1%	-	-	-	-	-	-	-	-	-	3%	-	-	-
Mean		1.47	1.46	1.47	1.49	1.42	1.42	1.54	1.42	1.40	1.49	1.42	1.44	1.51	1.42	1.48	1.58	1.57	1.44	1.52	1.39	1.39	1.60	1.43	1.25	1.58	1.61	1.40
Standard deviation		0.62	0.63	0.62	0.64	0.61	0.51	0.64	0.66	0.52	0.64	0.60	0.53	0.60	0.65	0.62	0.64	0.79	0.61	0.51	0.57	0.72	0.58	0.50	0.74	0.56	0.57	0.55
Standard error		0.03	0.07	0.04	0.04	0.06	0.12	0.12	0.12	0.16	0.04	0.06	0.18	0.05	0.05	0.09	0.10	0.30	0.11	0.09	0.11	0.15	0.12	0.10	0.09	0.07	0.11	0.24

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 157

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		364 94%	106 95%	364 94%	91 92%	120 94%
Very good	(+2)	205 53%	56 50%	205 53%	53 54%	64 50%
Quite good	(+1)	159 41%	50 45%	159 41%	38 38%	56 44%
Neither good nor poor	(0)	21 5%	6 5%	21 5%	7 7%	7 5%
Quite poor	(-1)	2 1%	- -	2 1%	1 1%	1 1%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 1%	- -	2 1%	1 1%	1 1%
Mean		1.47	1.45	1.47	1.44	1.43
Standard deviation		0.62	0.60	0.62	0.67	0.64
Standard error		0.03	0.06	0.03	0.07	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 158

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	North-ern Ireland
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		365	66	298	231	116	18	27	30	9	203	86	9	156	165	44	39	6	32	26	26	22	23	28	69	62	27	5
		94%	93%	95%	94%	94%	95%	96%	91%	90%	94%	96%	100%	96%	94%	92%	98%	86%	94%	90%	93%	96%	92%	100%	92%	95%	96%	100%
Very good	(+2)	225	37	187	147	69	9	15	17	5	131	52	4	103	95	27	20	5	20	15	12	13	16	18	39	47	18	2
		58%	52%	59%	60%	56%	47%	54%	52%	50%	61%	58%	44%	63%	54%	56%	50%	71%	59%	52%	43%	57%	64%	64%	52%	72%	64%	40%
Quite good	(+1)	140	29	111	84	47	9	12	13	4	72	34	5	53	70	17	19	1	12	11	14	9	7	10	30	15	9	3
		36%	41%	35%	34%	38%	47%	43%	39%	40%	33%	38%	56%	33%	40%	35%	48%	14%	35%	38%	50%	39%	28%	36%	40%	23%	32%	60%
Neither good nor poor	(0)	18	3	15	12	5	1	-	2	1	12	3	-	4	10	4	1	1	2	2	2	1	2	-	4	2	1	-
		5%	4%	5%	5%	4%	5%	-	6%	10%	6%	3%	-	2%	6%	8%	3%	14%	6%	7%	7%	4%	8%	-	5%	3%	4%	-
Quite poor	(-1)	3	1	2	1	2	-	-	1	-	1	1	-	2	1	-	-	-	-	1	-	-	-	-	2	-	-	-
		1%	1%	1%	*	2%	-	-	3%	-	*	1%	-	1%	1%	-	-	-	-	3%	-	-	-	-	3%	-	-	-
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
		*	1%	-	*	-	-	4%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-
NET: Poor		4	2	2	2	2	-	1	1	-	1	1	-	3	1	-	-	-	-	1	-	-	-	-	2	1	-	-
		1%	3%	1%	1%	2%	-	4%	3%	-	*	1%	-	2%	1%	-	-	-	-	3%	-	-	-	-	3%	2%	-	-
Mean		1.51	1.41	1.53	1.53	1.49	1.42	1.43	1.39	1.40	1.54	1.52	1.44	1.56	1.47	1.48	1.48	1.57	1.53	1.38	1.36	1.52	1.56	1.64	1.41	1.65	1.61	1.40
Standard deviation		0.65	0.77	0.62	0.65	0.66	0.61	0.84	0.75	0.70	0.62	0.62	0.53	0.67	0.63	0.65	0.55	0.79	0.61	0.78	0.62	0.59	0.65	0.49	0.72	0.69	0.57	0.55
Standard error		0.03	0.09	0.03	0.04	0.06	0.14	0.16	0.13	0.22	0.04	0.07	0.18	0.05	0.05	0.09	0.09	0.30	0.11	0.14	0.12	0.12	0.13	0.09	0.08	0.09	0.11	0.24

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 158

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		365 94%	100 89%	365 94%	93 94%	121 95%
Very good	(+2)	225 58%	57 51%	225 58%	57 58%	71 55%
Quite good	(+1)	140 36%	43 38%	140 36%	36 36%	50 39%
Neither good nor poor	(0)	18 5%	9 8%	18 5%	5 5%	7 5%
Quite poor	(-1)	3 1%	2 2%	3 1%	1 1%	- -
Very poor	(-2)	1 *	1 1%	1 *	- -	- -
NET: Poor		4 1%	3 3%	4 1%	1 1%	- -
Mean		1.51	1.37	1.51	1.51	1.50
Standard deviation		0.65	0.78	0.65	0.64	0.60
Standard error		0.03	0.07	0.03	0.06	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 159

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	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	
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5	
NET: Good		352	62	289	223	111	18	25	28	9	197	83	9	148	160	44	36	6	31	25	26	20	22	26	68	60	27	5	
		91%	87%	92%	91%	90%	95%	89%	85%	90%	91%	92%	100%	91%	91%	92%	90%	86%	91%	86%	93%	87%	88%	93%	91%	92%	96%	100%	
Very good	(+2)	182	30	152	121	55	6	15	12	3	106	43	3	82	73	27	20	5	16	10	12	10	12	10	34	35	16	2	
		47%	42%	48%	49%	45%	32%	54%	36%	30%	49%	48%	33%	50%	41%	56%	50%	71%	47%	34%	43%	43%	48%	36%	45%	54%	57%	40%	
Quite good	(+1)	170	32	137	102	56	12	10	16	6	91	40	6	66	87	17	16	1	15	15	14	10	10	16	34	25	11	3	
		44%	45%	43%	42%	46%	63%	36%	48%	60%	42%	44%	67%	40%	49%	35%	40%	14%	44%	52%	50%	43%	40%	57%	45%	38%	39%	60%	
Neither good nor poor	(0)	30	7	23	19	10	1	2	4	1	17	6	-	13	13	4	4	1	3	4	1	3	2	2	5	4	1	-	
		8%	10%	7%	8%	8%	5%	7%	12%	10%	8%	7%	-	8%	7%	8%	10%	14%	9%	14%	4%	13%	8%	7%	7%	6%	4%	-	
Quite poor	(-1)	5	2	3	3	2	-	1	1	-	2	1	-	2	3	-	-	-	-	-	1	-	1	-	2	1	-	-	
		1%	3%	1%	1%	2%	-	4%	3%	-	1%	1%	-	1%	2%	-	-	-	-	-	4%	-	4%	-	3%	2%	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		5	2	3	3	2	-	1	1	-	2	1	-	2	3	-	-	-	-	-	1	-	1	-	2	1	-	-	
		1%	3%	1%	1%	2%	-	4%	3%	-	1%	1%	-	1%	2%	-	-	-	-	-	4%	-	4%	-	3%	2%	-	-	
Mean		1.37	1.27	1.39	1.39	1.33	1.26	1.39	1.18	1.20	1.39	1.39	1.33	1.40	1.31	1.48	1.40	1.57	1.38	1.21	1.32	1.30	1.32	1.29	1.33	1.45	1.54	1.40	
Standard deviation		0.68	0.76	0.67	0.68	0.70	0.56	0.79	0.77	0.63	0.67	0.67	0.50	0.69	0.68	0.65	0.67	0.79	0.65	0.68	0.72	0.70	0.80	0.60	0.72	0.69	0.58	0.55	
Standard error		0.03	0.09	0.04	0.04	0.06	0.13	0.15	0.13	0.20	0.05	0.07	0.17	0.05	0.05	0.09	0.11	0.30	0.11	0.13	0.14	0.15	0.16	0.11	0.08	0.09	0.11	0.24	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 159

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		352 91%	95 85%	352 91%	92 93%	118 92%
Very good	(+2)	182 47%	43 38%	182 47%	52 53%	60 47%
Quite good	(+1)	170 44%	52 46%	170 44%	40 40%	58 45%
Neither good nor poor	(0)	30 8%	14 13%	30 8%	7 7%	9 7%
Quite poor	(-1)	5 1%	3 3%	5 1%	- -	1 1%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		5 1%	3 3%	5 1%	- -	1 1%
Mean		1.37	1.21	1.37	1.45	1.38
Standard deviation		0.68	0.76	0.68	0.63	0.65
Standard error		0.03	0.07	0.03	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 160

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		227	38	189	137	78	12	16	17	5	121	61	7	99	96	32	21	1	19	19	17	13	14	19	43	44	15	2
		59%	54%	60%	56%	63%	63%	57%	52%	50%	56%	68%	78%	61%	55%	67%	53%	14%	56%	66%	61%	57%	56%	68%	57%	68%	54%	40%
Very good	(+2)	87	18	69	53	29	5	7	8	3	46	21	2	40	34	13	10	1	7	9	5	4	6	9	12	16	7	1
		22%	25%	22%	22%	24%	26%	25%	24%	30%	21%	23%	22%	25%	19%	27%	25%	14%	21%	31%	18%	17%	24%	32%	16%	25%	25%	20%
Quite good	(+1)	140	20	120	84	49	7	9	9	2	75	40	5	59	62	19	11	-	12	10	12	9	8	10	31	28	8	1
		36%	28%	38%	34%	40%	37%	32%	27%	20%	35%	44%	56%	36%	35%	40%	28%	-	35%	34%	43%	39%	32%	36%	41%	43%	29%	20%
Neither good nor poor	(0)	134	30	103	85	42	7	10	15	5	74	27	2	52	70	12	16	5	14	9	9	9	11	8	20	18	13	2
		35%	42%	33%	35%	34%	37%	36%	45%	50%	34%	30%	22%	32%	40%	25%	40%	71%	41%	31%	32%	39%	44%	29%	27%	28%	46%	40%
Quite poor	(-1)	24	3	21	21	3	-	2	1	-	19	2	-	11	10	3	3	-	1	1	2	-	-	1	12	3	-	1
		6%	4%	7%	9%	2%	-	7%	3%	-	9%	2%	-	7%	6%	6%	8%	-	3%	3%	7%	-	-	4%	16%	5%	-	20%
Very poor	(-2)	2	-	2	2	-	-	-	-	-	2	-	-	1	-	1	-	1	-	-	-	1	-	-	-	-	-	-
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	1%	-	2%	-	14%	-	-	-	4%	-	-	-	-	-	-
NET: Poor		26	3	23	23	3	-	2	1	-	21	2	-	12	10	4	3	1	1	1	2	1	-	1	12	3	-	1
		7%	4%	7%	9%	2%	-	7%	3%	-	10%	2%	-	7%	6%	8%	8%	14%	3%	3%	7%	4%	-	4%	16%	5%	-	20%
Mean		0.74	0.75	0.74	0.67	0.85	0.89	0.75	0.73	0.80	0.67	0.89	1.00	0.77	0.68	0.83	0.70	0.00	0.74	0.93	0.71	0.65	0.80	0.96	0.57	0.88	0.79	0.40
Standard deviation		0.89	0.89	0.90	0.94	0.81	0.81	0.93	0.88	0.92	0.94	0.79	0.71	0.92	0.85	0.97	0.94	1.15	0.83	0.88	0.85	0.93	0.82	0.88	0.95	0.84	0.83	1.14
Standard error		0.05	0.11	0.05	0.06	0.07	0.19	0.18	0.15	0.29	0.06	0.08	0.24	0.07	0.06	0.14	0.15	0.44	0.14	0.16	0.16	0.19	0.16	0.17	0.11	0.10	0.16	0.51

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 160

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		227 59%	69 62%	227 59%	55 56%	77 60%
Very good	(+2)	87 22%	24 21%	87 22%	22 22%	29 23%
Quite good	(+1)	140 36%	45 40%	140 36%	33 33%	48 38%
Neither good nor poor	(0)	134 35%	36 32%	134 35%	39 39%	44 34%
Quite poor	(-1)	24 6%	6 5%	24 6%	4 4%	6 5%
Very poor	(-2)	2 1%	1 1%	2 1%	1 1%	1 1%
NET: Poor		26 7%	7 6%	26 7%	5 5%	7 5%
Mean		0.74	0.76	0.74	0.72	0.77
Standard deviation		0.89	0.88	0.89	0.89	0.88
Standard error		0.05	0.08	0.05	0.09	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 161

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 platform****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 Ireland
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		205	43	162	115	78	12	14	22	7	101	56	5	95	82	28	23	3	21	14	14	15	10	14	39	42	8	2
		53%	61%	51%	47%	63%	63%	50%	67%	70%	47%	62%	56%	58%	47%	58%	58%	43%	62%	48%	50%	65%	40%	50%	52%	65%	29%	40%
Very good	(+2)	70	12	58	41	29	-	6	6	-	35	23	-	35	24	11	9	2	9	3	6	7	3	4	10	15	2	-
		18%	17%	18%	17%	24%	-	21%	18%	-	16%	26%	-	21%	14%	23%	23%	29%	26%	10%	21%	30%	12%	14%	13%	23%	7%	-
Quite good	(+1)	135	31	104	74	49	12	8	16	7	66	33	5	60	58	17	14	1	12	11	8	8	7	10	29	27	6	2
		35%	44%	33%	30%	40%	63%	29%	48%	70%	31%	37%	56%	37%	33%	35%	35%	14%	35%	38%	29%	35%	28%	36%	39%	42%	21%	40%
Neither good nor poor	(0)	167	25	141	117	43	7	12	10	3	104	33	4	61	88	18	17	3	12	14	14	8	15	14	31	21	15	3
		43%	35%	45%	48%	35%	37%	43%	30%	30%	48%	37%	44%	37%	50%	38%	43%	43%	35%	48%	50%	35%	60%	50%	41%	32%	54%	60%
Quite poor	(-1)	12	1	11	11	1	-	1	-	-	10	1	-	6	5	1	-	1	1	-	-	-	-	-	4	2	4	-
		3%	1%	3%	4%	1%	-	4%	-	-	5%	1%	-	4%	3%	2%	-	14%	3%	-	-	-	-	-	5%	3%	14%	-
Very poor	(-2)	3	2	1	2	1	-	1	1	-	1	-	-	1	1	1	-	-	-	1	-	-	-	-	1	-	1	-
		1%	3%	*	1%	1%	-	4%	3%	-	*	-	-	1%	1%	2%	-	-	-	3%	-	-	-	-	1%	-	4%	-
NET: Poor		15	3	12	13	2	-	2	1	-	11	1	-	7	6	2	-	1	1	1	-	-	-	-	5	2	5	-
		4%	4%	4%	5%	2%	-	7%	3%	-	5%	1%	-	4%	3%	4%	-	14%	3%	3%	-	-	-	-	7%	3%	18%	-
Mean		0.66	0.70	0.66	0.58	0.85	0.63	0.61	0.79	0.70	0.57	0.87	0.56	0.75	0.56	0.75	0.80	0.57	0.85	0.52	0.71	0.96	0.52	0.64	0.57	0.85	0.14	0.40
Standard deviation		0.83	0.87	0.83	0.85	0.82	0.50	0.99	0.86	0.48	0.83	0.81	0.53	0.86	0.78	0.91	0.79	1.13	0.86	0.83	0.81	0.82	0.71	0.73	0.84	0.81	0.89	0.55
Standard error		0.04	0.10	0.05	0.05	0.07	0.11	0.19	0.15	0.15	0.06	0.09	0.18	0.07	0.06	0.13	0.13	0.43	0.15	0.15	0.15	0.17	0.14	0.14	0.10	0.10	0.17	0.24

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 161

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		205 53%	73 65%	205 53%	64 65%	87 68%
Very good	(+2)	70 18%	25 22%	70 18%	25 25%	28 22%
Quite good	(+1)	135 35%	48 43%	135 35%	39 39%	59 46%
Neither good nor poor	(0)	167 43%	35 31%	167 43%	34 34%	37 29%
Quite poor	(-1)	12 3%	4 4%	12 3%	- -	3 2%
Very poor	(-2)	3 1%	- -	3 1%	1 1%	1 1%
NET: Poor		15 4%	4 4%	15 4%	1 1%	4 3%
Mean		0.66	0.84	0.66	0.88	0.86
Standard deviation		0.83	0.81	0.83	0.82	0.81
Standard error		0.04	0.08	0.04	0.08	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 162

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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	
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5	
NET: Good		295	53	241	191	93	11	23	25	5	167	68	6	129	130	36	28	6	22	21	23	18	21	18	60	55	20	3	
		76%	75%	77%	78%	76%	58%	82%	76%	50%	77%	76%	67%	79%	74%	75%	70%	86%	65%	72%	82%	78%	84%	64%	80%	85%	71%	60%	
Very good	(+2)	141	29	112	95	41	5	14	13	2	81	28	3	66	56	19	14	4	10	12	9	6	10	9	28	24	13	2	
		36%	41%	36%	39%	33%	26%	50%	39%	20%	38%	31%	33%	40%	32%	40%	35%	57%	29%	41%	32%	26%	40%	32%	37%	37%	46%	40%	
Quite good	(+1)	154	24	129	96	52	6	9	12	3	86	40	3	63	74	17	14	2	12	9	14	12	11	9	32	31	7	1	
		40%	34%	41%	39%	42%	32%	32%	36%	30%	40%	44%	33%	39%	42%	35%	35%	29%	35%	31%	50%	52%	44%	32%	43%	48%	25%	20%	
Neither good nor poor	(0)	87	18	69	50	29	8	5	8	5	45	21	3	32	45	10	12	1	11	8	5	4	4	9	13	10	8	2	
		22%	25%	22%	20%	24%	42%	18%	24%	50%	21%	23%	33%	20%	26%	21%	30%	14%	32%	28%	18%	17%	16%	32%	17%	15%	29%	40%	
Quite poor	(-1)	4	-	4	3	1	-	-	-	-	3	1	-	2	1	1	-	-	1	-	-	-	-	1	2	-	-	-	
		1%	-	1%	1%	1%	-	-	-	-	1%	1%	-	1%	1%	2%	-	-	3%	-	-	-	-	4%	3%	-	-	-	
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	
		*	-	*	*	-	-	-	-	-	*	-	-	-	-	2%	-	-	-	-	-	4%	-	-	-	-	-	-	
NET: Poor		5	-	5	4	1	-	-	-	-	4	1	-	2	1	2	-	-	1	-	-	1	-	1	2	-	-	-	
		1%	-	2%	2%	1%	-	-	-	-	2%	1%	-	1%	1%	4%	-	-	3%	-	-	4%	-	4%	3%	-	-	-	
Mean		1.11	1.15	1.10	1.15	1.08	0.84	1.32	1.15	0.70	1.13	1.06	1.00	1.18	1.05	1.08	1.05	1.43	0.91	1.14	1.14	0.96	1.24	0.93	1.15	1.22	1.18	1.00	
Standard deviation		0.80	0.80	0.80	0.81	0.77	0.83	0.77	0.80	0.82	0.82	0.77	0.87	0.79	0.77	0.94	0.81	0.79	0.87	0.83	0.71	0.93	0.72	0.90	0.80	0.70	0.86	1.00	
Standard error		0.04	0.10	0.05	0.05	0.07	0.19	0.15	0.14	0.26	0.06	0.08	0.29	0.06	0.06	0.14	0.13	0.30	0.15	0.15	0.13	0.19	0.14	0.17	0.09	0.09	0.16	0.45	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 162

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		295 76%	90 80%	295 76%	78 79%	101 79%
Very good	(+2)	141 36%	41 37%	141 36%	38 38%	47 37%
Quite good	(+1)	154 40%	49 44%	154 40%	40 40%	54 42%
Neither good nor poor	(0)	87 22%	22 20%	87 22%	21 21%	24 19%
Quite poor	(-1)	4 1%	- -	4 1%	- -	2 2%
Very poor	(-2)	1 *	- -	1 *	- -	1 1%
NET: Poor		5 1%	- -	5 1%	- -	3 2%
Mean		1.11	1.17	1.11	1.17	1.13
Standard deviation		0.80	0.73	0.80	0.76	0.82
Standard error		0.04	0.07	0.04	0.08	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 163

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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	
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5	
NET: Good		353	63	289	229	111	13	27	29	7	201	82	6	151	160	42	37	6	31	25	26	19	23	24	70	60	27	5	
		91%	89%	92%	93%	90%	68%	96%	88%	70%	93%	91%	67%	93%	91%	88%	93%	86%	91%	86%	93%	83%	92%	86%	93%	92%	96%	100%	
Very good	(+2)	253	45	208	168	78	7	18	23	4	150	55	3	106	116	31	27	5	21	14	14	13	17	19	48	46	25	4	
		65%	63%	66%	69%	63%	37%	64%	70%	40%	69%	61%	33%	65%	66%	65%	68%	71%	62%	48%	50%	57%	68%	68%	64%	71%	89%	80%	
Quite good	(+1)	100	18	81	61	33	6	9	6	3	51	27	3	45	44	11	10	1	10	11	12	6	6	5	22	14	2	1	
		26%	25%	26%	25%	27%	32%	32%	18%	30%	24%	30%	33%	28%	25%	23%	25%	14%	29%	38%	43%	26%	24%	18%	29%	22%	7%	20%	
Neither good nor poor	(0)	33	7	26	16	12	5	1	4	2	15	8	3	12	16	5	3	1	3	3	2	4	2	4	5	5	1	-	
		9%	10%	8%	7%	10%	26%	4%	12%	20%	7%	9%	33%	7%	9%	10%	8%	14%	9%	10%	7%	17%	8%	14%	7%	8%	4%	-	
Quite poor	(-1)	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	
		*	1%	-	-	-	5%	-	-	10%	-	-	-	-	-	2%	-	-	-	3%	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	
		*	1%	-	-	-	5%	-	-	10%	-	-	-	-	-	2%	-	-	-	3%	-	-	-	-	-	-	-	-	
Mean		1.56	1.51	1.58	1.62	1.54	1.00	1.61	1.58	1.00	1.63	1.52	1.00	1.58	1.57	1.50	1.60	1.57	1.53	1.31	1.43	1.39	1.60	1.54	1.57	1.63	1.86	1.80	
Standard deviation		0.66	0.73	0.64	0.61	0.67	0.94	0.57	0.71	1.05	0.61	0.66	0.87	0.63	0.66	0.77	0.63	0.79	0.66	0.81	0.63	0.78	0.65	0.74	0.62	0.63	0.45	0.45	
Standard error		0.03	0.09	0.04	0.04	0.06	0.22	0.11	0.12	0.33	0.04	0.07	0.29	0.05	0.05	0.11	0.10	0.30	0.11	0.15	0.12	0.16	0.13	0.14	0.07	0.08	0.08	0.20	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 163

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		353 91%	95 85%	353 91%	91 92%	115 90%
Very good	(+2)	253 65%	58 52%	253 65%	61 62%	72 56%
Quite good	(+1)	100 26%	37 33%	100 26%	30 30%	43 34%
Neither good nor poor	(0)	33 9%	16 14%	33 9%	8 8%	13 10%
Quite poor	(-1)	1 *	1 1%	1 *	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 *	1 1%	1 *	- -	- -
Mean		1.56	1.36	1.56	1.54	1.46
Standard deviation		0.66	0.76	0.66	0.64	0.67
Standard error		0.03	0.07	0.03	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 164

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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	
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5	
NET: Good		267	52	215	172	85	10	23	23	6	149	62	4	116	115	36	30	4	20	23	22	17	20	17	49	49	12	4	
		69%	73%	68%	70%	69%	53%	82%	70%	60%	69%	69%	44%	71%	65%	75%	75%	57%	59%	79%	79%	74%	80%	61%	65%	75%	43%	80%	
Very good	(+2)	144	31	113	97	42	5	12	15	4	85	27	1	66	61	17	18	4	10	12	9	7	13	10	22	27	10	2	
		37%	44%	36%	40%	34%	26%	43%	45%	40%	39%	30%	11%	40%	35%	35%	45%	57%	29%	41%	32%	30%	52%	36%	29%	42%	36%	40%	
Quite good	(+1)	123	21	102	75	43	5	11	8	2	64	35	3	50	54	19	12	-	10	11	13	10	7	7	27	22	2	2	
		32%	30%	32%	31%	35%	26%	39%	24%	20%	30%	39%	33%	31%	31%	40%	30%	-	29%	38%	46%	43%	28%	25%	36%	34%	7%	40%	
Neither good nor poor	(0)	114	19	94	69	36	9	5	10	4	63	26	5	46	58	10	10	3	14	6	5	5	5	11	23	16	16	-	
		29%	27%	30%	28%	29%	47%	18%	30%	40%	29%	29%	56%	28%	33%	21%	25%	43%	41%	21%	18%	22%	20%	39%	31%	25%	57%	-	
Quite poor	(-1)	4	-	4	2	2	-	-	-	-	2	2	-	1	3	-	-	-	-	-	1	-	-	-	2	-	-	1	
		1%	-	1%	1%	2%	-	-	-	-	1%	2%	-	1%	2%	-	-	-	-	-	4%	-	-	-	3%	-	-	20%	
Very poor	(-2)	2	-	2	2	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	1	-	-	1	-	-	-	
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	-	-	4%	-	-	-	-	-	4%	-	-	1%	-	-	-	
NET: Poor		6	-	6	4	2	-	-	-	-	4	2	-	1	3	2	-	-	-	-	1	1	-	-	3	-	-	1	
		2%	-	2%	2%	2%	-	-	-	-	2%	2%	-	1%	2%	4%	-	-	-	-	4%	4%	-	-	4%	-	-	20%	
Mean		1.04	1.17	1.02	1.07	1.02	0.79	1.25	1.15	1.00	1.06	0.97	0.56	1.11	0.98	1.02	1.20	1.14	0.88	1.21	1.07	0.96	1.32	0.96	0.89	1.17	0.79	1.00	
Standard deviation		0.87	0.83	0.88	0.88	0.84	0.85	0.75	0.87	0.94	0.90	0.83	0.73	0.84	0.87	0.98	0.82	1.07	0.84	0.77	0.81	0.98	0.80	0.88	0.91	0.80	0.96	1.22	
Standard error		0.04	0.10	0.05	0.06	0.08	0.20	0.14	0.15	0.30	0.06	0.09	0.24	0.07	0.07	0.14	0.13	0.40	0.14	0.14	0.15	0.20	0.16	0.17	0.10	0.10	0.18	0.55	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 164

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		267 69%	81 72%	267 69%	74 75%	93 73%
Very good	(+2)	144 37%	39 35%	144 37%	38 38%	44 34%
Quite good	(+1)	123 32%	42 38%	123 32%	36 36%	49 38%
Neither good nor poor	(0)	114 29%	29 26%	114 29%	24 24%	31 24%
Quite poor	(-1)	4 1%	2 2%	4 1%	- -	3 2%
Very poor	(-2)	2 1%	- -	2 1%	1 1%	1 1%
NET: Poor		6 2%	2 2%	6 2%	1 1%	4 3%
Mean		1.04	1.05	1.04	1.11	1.03
Standard deviation		0.87	0.83	0.87	0.84	0.87
Standard error		0.04	0.08	0.04	0.08	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 165

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		257	45	212	162	82	13	21	18	6	141	64	7	113	107	37	23	5	19	19	22	18	16	14	49	52	16	4
		66%	63%	67%	66%	67%	68%	75%	55%	60%	65%	71%	78%	69%	61%	77%	58%	71%	56%	66%	79%	78%	64%	50%	65%	80%	57%	80%
Very good	(+2)	103	23	80	63	36	4	11	9	3	52	27	1	49	36	18	8	2	7	10	9	7	6	4	19	24	6	1
		27%	32%	25%	26%	29%	21%	39%	27%	30%	24%	30%	11%	30%	20%	38%	20%	29%	21%	34%	32%	30%	24%	14%	25%	37%	21%	20%
Quite good	(+1)	154	22	132	99	46	9	10	9	3	89	37	6	64	71	19	15	3	12	9	13	11	10	10	30	28	10	3
		40%	31%	42%	40%	37%	47%	36%	27%	30%	41%	41%	67%	39%	40%	40%	38%	43%	35%	31%	46%	48%	40%	36%	40%	43%	36%	60%
Neither good nor poor	(0)	125	23	101	81	38	6	6	13	4	74	25	2	46	69	10	17	2	14	10	6	5	9	13	24	12	12	1
		32%	32%	32%	33%	31%	32%	21%	39%	40%	34%	28%	22%	28%	39%	21%	43%	29%	41%	34%	21%	22%	36%	46%	32%	18%	43%	20%
Quite poor	(-1)	4	2	2	2	2	-	1	1	-	1	1	-	3	-	1	-	-	1	-	-	-	-	1	2	-	-	-
		1%	3%	1%	1%	2%	-	4%	3%	-	*	1%	-	2%	-	2%	-	-	3%	-	-	-	-	4%	3%	-	-	-
Very poor	(-2)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
		*	1%	-	-	1%	-	-	3%	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-
NET: Poor		5	3	2	2	3	-	1	2	-	1	1	-	4	-	1	-	-	1	-	-	-	-	1	2	1	-	-
		1%	4%	1%	1%	2%	-	4%	6%	-	*	1%	-	2%	-	2%	-	-	3%	-	-	-	-	4%	3%	2%	-	-
Mean		0.91	0.90	0.92	0.91	0.93	0.89	1.11	0.73	0.90	0.89	1.00	0.89	0.96	0.81	1.13	0.77	1.00	0.74	1.00	1.11	1.09	0.88	0.61	0.88	1.14	0.79	1.00
Standard deviation		0.81	0.94	0.77	0.78	0.86	0.74	0.88	1.01	0.88	0.77	0.79	0.60	0.85	0.75	0.82	0.77	0.82	0.83	0.85	0.74	0.73	0.78	0.79	0.82	0.83	0.79	0.71
Standard error		0.04	0.11	0.04	0.05	0.08	0.17	0.17	0.18	0.28	0.05	0.08	0.20	0.07	0.06	0.12	0.12	0.31	0.14	0.16	0.14	0.15	0.16	0.15	0.09	0.10	0.15	0.32

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 165

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		257 66%	85 76%	257 66%	75 76%	99 77%
Very good	(+2)	103 27%	39 35%	103 27%	37 37%	46 36%
Quite good	(+1)	154 40%	46 41%	154 40%	38 38%	53 41%
Neither good nor poor	(0)	125 32%	25 22%	125 32%	24 24%	28 22%
Quite poor	(-1)	4 1%	1 1%	4 1%	- -	- -
Very poor	(-2)	1 *	1 1%	1 *	- -	1 1%
NET: Poor		5 1%	2 2%	5 1%	- -	1 1%
Mean		0.91	1.08	0.91	1.13	1.12
Standard deviation		0.81	0.83	0.81	0.78	0.80
Standard error		0.04	0.08	0.04	0.08	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 166

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Episode previews****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
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		194	34	160	108	73	13	13	15	6	95	58	7	88	79	27	21	2	19	13	16	11	13	12	34	37	14	2
		50%	48%	51%	44%	59%	68%	46%	45%	60%	44%	64%	78%	54%	45%	56%	53%	29%	56%	45%	57%	48%	52%	43%	45%	57%	50%	40%
Very good	(+2)	62	13	49	32	25	5	5	6	2	27	19	3	34	19	9	9	1	5	3	7	3	2	4	12	12	3	1
		16%	18%	16%	13%	20%	26%	18%	18%	20%	13%	21%	33%	21%	11%	19%	23%	14%	15%	10%	25%	13%	8%	14%	16%	18%	11%	20%
Quite good	(+1)	132	21	111	76	48	8	8	9	4	68	39	4	54	60	18	12	1	14	10	9	8	11	8	22	25	11	1
		34%	30%	35%	31%	39%	42%	29%	27%	40%	31%	43%	44%	33%	34%	38%	30%	14%	41%	34%	32%	35%	44%	29%	29%	38%	39%	20%
Neither good nor poor	(0)	163	32	131	109	48	6	10	18	4	99	30	2	67	79	17	17	4	13	12	10	12	12	15	32	23	11	2
		42%	45%	42%	44%	39%	32%	36%	55%	40%	46%	33%	22%	41%	45%	35%	43%	57%	38%	41%	36%	52%	48%	54%	43%	35%	39%	40%
Quite poor	(-1)	26	4	21	24	2	-	4	-	-	19	2	-	8	16	2	2	1	2	3	1	-	-	1	9	5	2	-
		7%	6%	7%	10%	2%	-	14%	-	-	9%	2%	-	5%	9%	4%	5%	14%	6%	10%	4%	-	-	4%	12%	8%	7%	-
Very poor	(-2)	4	1	3	4	-	-	1	-	-	3	-	-	-	2	2	-	-	-	1	1	-	-	-	-	-	1	1
		1%	1%	1%	2%	-	-	4%	-	-	1%	-	-	-	1%	4%	-	-	-	3%	4%	-	-	-	-	-	4%	20%
NET: Poor		30	5	24	28	2	-	5	-	-	22	2	-	8	18	4	2	1	2	4	2	-	-	1	9	5	3	1
		8%	7%	8%	11%	2%	-	18%	-	-	10%	2%	-	5%	10%	8%	5%	14%	6%	14%	7%	-	-	4%	12%	8%	11%	20%
Mean		0.57	0.58	0.58	0.44	0.78	0.95	0.43	0.64	0.80	0.45	0.83	1.11	0.70	0.44	0.63	0.70	0.29	0.65	0.38	0.71	0.61	0.60	0.54	0.49	0.68	0.46	0.20
Standard deviation		0.87	0.90	0.86	0.90	0.78	0.78	1.07	0.78	0.79	0.87	0.78	0.78	0.85	0.85	0.98	0.88	0.95	0.81	0.94	1.01	0.72	0.65	0.79	0.91	0.87	0.92	1.48
Standard error		0.04	0.11	0.05	0.06	0.07	0.18	0.20	0.14	0.25	0.06	0.08	0.26	0.07	0.06	0.14	0.14	0.36	0.14	0.17	0.19	0.15	0.13	0.15	0.10	0.11	0.17	0.66

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 166

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		194 50%	63 56%	194 50%	53 54%	80 63%
Very good	(+2)	62 16%	22 20%	62 16%	17 17%	28 22%
Quite good	(+1)	132 34%	41 37%	132 34%	36 36%	52 41%
Neither good nor poor	(0)	163 42%	39 35%	163 42%	40 40%	40 31%
Quite poor	(-1)	26 7%	9 8%	26 7%	4 4%	8 6%
Very poor	(-2)	4 1%	1 1%	4 1%	2 2%	- -
NET: Poor		30 8%	10 9%	30 8%	6 6%	8 6%
Mean		0.57	0.66	0.57	0.63	0.78
Standard deviation		0.87	0.92	0.87	0.89	0.86
Standard error		0.04	0.09	0.04	0.09	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 167

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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-east Ireland
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		188	29	158	109	71	8	11	15	3	97	56	5	83	81	24	21	1	14	13	14	13	14	13	37	38	9	1
		49%	41%	50%	44%	58%	42%	39%	45%	30%	45%	62%	56%	51%	46%	50%	53%	14%	41%	45%	50%	57%	56%	46%	49%	58%	32%	20%
Very good	(+2)	84	17	67	55	26	3	8	7	2	47	19	1	39	34	11	11	1	6	5	4	2	6	6	15	22	6	-
		22%	24%	21%	22%	21%	16%	29%	21%	20%	22%	21%	11%	24%	19%	23%	28%	14%	18%	17%	14%	9%	24%	21%	20%	34%	21%	-
Quite good	(+1)	104	12	91	54	45	5	3	8	1	50	37	4	44	47	13	10	-	8	8	10	11	8	7	22	16	3	1
		27%	17%	29%	22%	37%	26%	11%	24%	10%	23%	41%	44%	27%	27%	27%	25%	-	24%	28%	36%	48%	32%	25%	29%	25%	11%	20%
Neither good nor poor	(0)	173	34	139	112	50	11	11	16	7	101	34	4	66	85	22	18	4	20	14	12	9	10	14	31	24	15	2
		45%	48%	44%	46%	41%	58%	39%	48%	70%	47%	38%	44%	40%	48%	46%	45%	57%	59%	48%	43%	39%	40%	50%	41%	37%	54%	40%
Quite poor	(-1)	17	5	12	15	2	-	3	2	-	12	-	-	10	7	-	1	2	-	2	1	-	-	1	7	1	2	-
		4%	7%	4%	6%	2%	-	11%	6%	-	6%	-	-	6%	4%	-	3%	29%	-	7%	4%	-	-	4%	9%	2%	7%	-
Very poor	(-2)	9	3	6	9	-	-	3	-	-	6	-	-	4	3	2	-	-	-	-	1	1	1	-	-	2	2	2
		2%	4%	2%	4%	-	-	11%	-	-	3%	-	-	2%	2%	4%	-	-	-	-	4%	4%	4%	-	-	3%	7%	40%
NET: Poor		26	8	18	24	2	-	6	2	-	18	-	-	14	10	2	1	2	-	2	2	1	1	1	7	3	4	2
		7%	11%	6%	10%	2%	-	21%	6%	-	8%	-	-	9%	6%	4%	3%	29%	-	7%	7%	4%	4%	4%	9%	5%	14%	40%
Mean		0.61	0.49	0.64	0.53	0.77	0.58	0.36	0.61	0.50	0.56	0.83	0.67	0.64	0.58	0.65	0.77	0.00	0.59	0.55	0.54	0.57	0.72	0.64	0.60	0.85	0.32	-0.60
Standard deviation		0.95	1.07	0.92	1.02	0.80	0.77	1.31	0.90	0.85	0.98	0.75	0.71	0.99	0.90	0.98	0.89	1.00	0.78	0.87	0.92	0.84	0.98	0.87	0.92	1.02	1.12	1.34
Standard error		0.05	0.13	0.05	0.07	0.07	0.18	0.25	0.16	0.27	0.07	0.08	0.24	0.08	0.07	0.14	0.14	0.38	0.13	0.16	0.17	0.18	0.20	0.16	0.11	0.13	0.21	0.60

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 167

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		188 49%	61 54%	188 49%	53 54%	86 67%
Very good	(+2)	84 22%	24 21%	84 22%	33 33%	36 28%
Quite good	(+1)	104 27%	37 33%	104 27%	20 20%	50 39%
Neither good nor poor	(0)	173 45%	42 38%	173 45%	40 40%	34 27%
Quite poor	(-1)	17 4%	8 7%	17 4%	6 6%	4 3%
Very poor	(-2)	9 2%	1 1%	9 2%	- -	4 3%
NET: Poor		26 7%	9 8%	26 7%	6 6%	8 6%
Mean		0.61	0.67	0.61	0.81	0.86
Standard deviation		0.95	0.92	0.95	0.98	0.97
Standard error		0.05	0.09	0.05	0.10	0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 168

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		191	32	158	113	71	7	14	15	3	98	56	4	81	81	29	17	2	15	12	17	12	12	10	42	38	13	1
		49%	45%	50%	46%	58%	37%	50%	45%	30%	45%	62%	44%	50%	46%	60%	43%	29%	44%	41%	61%	52%	48%	36%	56%	58%	46%	20%
Very good	(+2)	77	16	61	48	28	1	9	6	1	39	22	-	40	27	10	7	2	5	4	6	4	7	5	18	13	6	-
		20%	23%	19%	20%	23%	5%	32%	18%	10%	18%	24%	-	25%	15%	21%	18%	29%	15%	14%	21%	17%	28%	18%	24%	20%	21%	-
Quite good	(+1)	114	16	97	65	43	6	5	9	2	59	34	4	41	54	19	10	-	10	8	11	8	5	5	24	25	7	1
		29%	23%	31%	27%	35%	32%	18%	27%	20%	27%	38%	44%	25%	31%	40%	25%	-	29%	28%	39%	35%	20%	18%	32%	38%	25%	20%
Neither good nor poor	(0)	180	37	143	119	49	12	13	17	7	106	32	5	73	89	18	22	5	18	16	9	10	12	17	28	24	15	4
		47%	52%	45%	49%	40%	63%	46%	52%	70%	49%	36%	56%	45%	51%	38%	55%	71%	53%	55%	32%	43%	48%	61%	37%	37%	54%	80%
Quite poor	(-1)	13	2	11	10	3	-	1	1	-	9	2	-	7	5	1	1	-	-	-	2	1	1	1	5	2	-	-
		3%	3%	3%	4%	2%	-	4%	3%	-	4%	2%	-	4%	3%	2%	3%	-	-	-	7%	4%	4%	4%	7%	3%	-	-
Very poor	(-2)	3	-	3	3	-	-	-	-	-	3	-	-	2	1	-	-	-	1	1	-	-	-	-	-	1	-	-
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	1%	1%	-	-	-	3%	3%	-	-	-	-	-	2%	-	-
NET: Poor		16	2	14	13	3	-	1	1	-	12	2	-	9	6	1	1	-	1	1	2	1	1	1	5	3	-	-
		4%	3%	4%	5%	2%	-	4%	3%	-	6%	2%	-	6%	3%	2%	3%	-	3%	3%	7%	4%	4%	4%	7%	5%	-	-
Mean		0.64	0.65	0.64	0.59	0.78	0.42	0.79	0.61	0.40	0.56	0.84	0.44	0.67	0.57	0.79	0.57	0.57	0.53	0.48	0.75	0.65	0.72	0.50	0.73	0.72	0.68	0.20
Standard deviation		0.86	0.86	0.86	0.89	0.83	0.61	0.96	0.83	0.70	0.88	0.82	0.53	0.94	0.80	0.80	0.81	0.98	0.86	0.87	0.89	0.83	0.94	0.84	0.91	0.88	0.82	0.45
Standard error		0.04	0.10	0.05	0.06	0.07	0.14	0.18	0.14	0.22	0.06	0.09	0.18	0.07	0.06	0.12	0.13	0.37	0.15	0.16	0.17	0.17	0.19	0.16	0.10	0.11	0.15	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 168

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		191 49%	58 52%	191 49%	57 58%	86 67%
Very good	(+2)	77 20%	26 23%	77 20%	32 32%	34 27%
Quite good	(+1)	114 29%	32 29%	114 29%	25 25%	52 41%
Neither good nor poor	(0)	180 47%	53 47%	180 47%	39 39%	39 30%
Quite poor	(-1)	13 3%	1 1%	13 3%	2 2%	3 2%
Very poor	(-2)	3 1%	- -	3 1%	1 1%	- -
NET: Poor		16 4%	1 1%	16 4%	3 3%	3 2%
Mean		0.64	0.74	0.64	0.86	0.91
Standard deviation		0.86	0.82	0.86	0.94	0.81
Standard error		0.04	0.08	0.04	0.09	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 169

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Push notifications****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-east Ireland
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		172	32	140	94	68	10	11	16	5	83	52	5	82	66	24	17	4	15	12	13	13	11	9	37	34	5	2
		44%	45%	44%	38%	55%	53%	39%	48%	50%	38%	58%	56%	50%	38%	50%	43%	57%	44%	41%	46%	57%	44%	32%	49%	52%	18%	40%
Very good	(+2)	57	13	44	33	22	2	6	6	1	27	16	1	31	16	10	7	3	3	3	5	4	1	5	12	11	2	1
		15%	18%	14%	13%	18%	11%	21%	18%	10%	13%	18%	11%	19%	9%	21%	18%	43%	9%	10%	18%	17%	4%	18%	16%	17%	7%	20%
Quite good	(+1)	115	19	96	61	46	8	5	10	4	56	36	4	51	50	14	10	1	12	9	8	9	10	4	25	23	3	1
		30%	27%	30%	25%	37%	42%	18%	30%	40%	26%	40%	44%	31%	28%	29%	25%	14%	35%	31%	29%	39%	40%	14%	33%	35%	11%	20%
Neither good nor poor	(0)	182	32	149	119	54	9	10	17	5	108	37	4	65	97	20	21	2	16	14	9	9	14	19	29	27	20	2
		47%	45%	47%	49%	44%	47%	36%	52%	50%	50%	41%	44%	40%	55%	42%	53%	29%	47%	48%	32%	39%	56%	68%	39%	42%	71%	40%
Quite poor	(-1)	26	5	21	25	1	-	5	-	-	20	1	-	14	10	2	2	1	3	2	3	1	-	-	8	3	2	1
		7%	7%	7%	10%	1%	-	18%	-	-	9%	1%	-	9%	6%	4%	5%	14%	9%	7%	11%	4%	-	-	11%	5%	7%	20%
Very poor	(-2)	7	2	5	7	-	-	2	-	-	5	-	-	2	3	2	-	-	-	1	3	-	-	-	1	1	1	-
		2%	3%	2%	3%	-	-	7%	-	-	2%	-	-	1%	2%	4%	-	-	-	3%	11%	-	-	-	1%	2%	4%	-
NET: Poor		33	7	26	32	1	-	7	-	-	25	1	-	16	13	4	2	1	3	3	6	1	-	-	9	4	3	1
		9%	10%	8%	13%	1%	-	25%	-	-	12%	1%	-	10%	7%	8%	5%	14%	9%	10%	21%	4%	-	-	12%	6%	11%	20%
Mean		0.49	0.51	0.49	0.36	0.72	0.63	0.29	0.67	0.60	0.37	0.74	0.67	0.58	0.38	0.58	0.55	0.86	0.44	0.38	0.32	0.70	0.48	0.50	0.52	0.62	0.11	0.40
Standard deviation		0.89	0.97	0.87	0.94	0.76	0.68	1.21	0.78	0.70	0.90	0.76	0.71	0.94	0.80	1.01	0.85	1.21	0.79	0.90	1.22	0.82	0.59	0.79	0.94	0.88	0.79	1.14
Standard error		0.05	0.12	0.05	0.06	0.07	0.16	0.23	0.14	0.22	0.06	0.08	0.24	0.07	0.06	0.15	0.13	0.46	0.13	0.17	0.23	0.17	0.12	0.15	0.11	0.15	0.15	0.51

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 169

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		172 44%	54 48%	172 44%	44 44%	72 56%
Very good	(+2)	57 15%	15 13%	57 15%	18 18%	23 18%
Quite good	(+1)	115 30%	39 35%	115 30%	26 26%	49 38%
Neither good nor poor	(0)	182 47%	47 42%	182 47%	43 43%	43 34%
Quite poor	(-1)	26 7%	11 10%	26 7%	8 8%	11 9%
Very poor	(-2)	7 2%	- -	7 2%	4 4%	2 2%
NET: Poor		33 9%	11 10%	33 9%	12 12%	13 10%
Mean		0.49	0.52	0.49	0.46	0.63
Standard deviation		0.89	0.85	0.89	1.01	0.93
Standard error		0.05	0.08	0.05	0.10	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 170

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**Customisation options****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	
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5	
NET: Good		222	38	184	134	77	11	13	21	4	121	56	7	93	98	31	23	4	16	15	16	17	15	16	43	46	10	1	
		57%	54%	58%	55%	63%	58%	46%	64%	40%	56%	62%	78%	57%	56%	65%	58%	57%	47%	52%	57%	74%	60%	57%	57%	71%	36%	20%	
Very good	(+2)	60	14	46	38	20	2	6	7	1	32	13	1	30	22	8	6	1	-	4	5	3	5	4	13	15	3	1	
		16%	20%	15%	16%	16%	11%	21%	21%	10%	15%	14%	11%	18%	13%	17%	15%	14%	-	14%	18%	13%	20%	14%	17%	23%	11%	20%	
Quite good	(+1)	162	24	138	96	57	9	7	14	3	89	43	6	63	76	23	17	3	16	11	11	14	10	12	30	31	7	-	
		42%	34%	44%	39%	46%	47%	25%	42%	30%	41%	48%	67%	39%	43%	48%	43%	43%	47%	38%	39%	61%	40%	43%	40%	48%	25%	-	
Neither good nor poor	(0)	155	29	125	101	46	8	11	12	6	89	34	2	65	74	16	17	3	16	14	11	6	10	12	29	17	16	4	
		40%	41%	40%	41%	37%	42%	39%	36%	60%	41%	38%	22%	40%	42%	33%	43%	43%	47%	48%	39%	26%	40%	43%	39%	26%	57%	80%	
Quite poor	(-1)	8	3	5	8	-	-	3	-	-	5	-	-	5	3	-	-	-	2	-	1	-	-	-	3	1	1	-	
		2%	4%	2%	3%	-	-	11%	-	-	2%	-	-	3%	2%	-	-	-	6%	-	4%	-	-	-	4%	2%	4%	-	
Very poor	(-2)	2	1	1	2	-	-	1	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	1	-	
		1%	1%	*	1%	-	-	4%	-	-	*	-	-	-	1%	2%	-	-	-	-	-	-	-	-	-	2%	4%	-	
NET: Poor		10	4	6	10	-	-	4	-	-	6	-	-	5	4	1	-	-	2	-	1	-	-	-	3	2	2	-	
		3%	6%	2%	4%	-	-	14%	-	-	3%	-	-	3%	2%	2%	-	-	6%	-	4%	-	-	-	4%	3%	7%	-	
Mean		0.70	0.66	0.71	0.65	0.79	0.68	0.50	0.85	0.50	0.68	0.77	0.89	0.72	0.65	0.77	0.73	0.71	0.41	0.66	0.71	0.87	0.80	0.71	0.71	0.89	0.36	0.40	
Standard deviation		0.77	0.89	0.74	0.81	0.70	0.67	1.07	0.76	0.71	0.77	0.69	0.60	0.80	0.74	0.81	0.72	0.76	0.61	0.72	0.81	0.63	0.76	0.71	0.80	0.83	0.87	0.89	
Standard error		0.04	0.11	0.04	0.05	0.06	0.15	0.20	0.13	0.22	0.05	0.07	0.20	0.06	0.06	0.12	0.11	0.29	0.10	0.13	0.15	0.13	0.15	0.13	0.09	0.10	0.16	0.40	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 170

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		222 57%	66 59%	222 57%	59 60%	92 72%
Very good	(+2)	60 16%	16 14%	60 16%	18 18%	24 19%
Quite good	(+1)	162 42%	50 45%	162 42%	41 41%	68 53%
Neither good nor poor	(0)	155 40%	44 39%	155 40%	39 39%	34 27%
Quite poor	(-1)	8 2%	2 2%	8 2%	1 1%	1 1%
Very poor	(-2)	2 1%	- -	2 1%	- -	1 1%
NET: Poor		10 3%	2 2%	10 3%	1 1%	2 2%
Mean		0.70	0.71	0.70	0.77	0.88
Standard deviation		0.77	0.73	0.77	0.75	0.74
Standard error		0.04	0.07	0.04	0.08	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 171

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

Social sharing options, e.g. short clip shares

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	
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5	
NET: Good		179	33	146	108	66	5	14	16	3	94	50	2	76	78	25	18	2	18	11	15	11	12	8	42	33	8	1	
		46%	46%	46%	44%	54%	26%	50%	48%	30%	44%	56%	22%	47%	44%	52%	45%	29%	53%	38%	54%	48%	48%	29%	56%	51%	29%	20%	
Very good	(+2)	58	12	46	35	21	2	7	4	1	28	17	1	29	21	8	8	1	2	2	6	-	5	3	15	14	2	-	
		15%	17%	15%	14%	17%	11%	25%	12%	10%	13%	19%	11%	18%	12%	17%	20%	14%	6%	7%	21%	-	20%	11%	20%	22%	7%	-	
Quite good	(+1)	121	21	100	73	45	3	7	12	2	66	33	1	47	57	17	10	1	16	9	9	11	7	5	27	19	6	1	
		31%	30%	32%	30%	37%	16%	25%	36%	20%	31%	37%	11%	29%	32%	35%	25%	14%	47%	31%	32%	48%	28%	18%	36%	29%	21%	20%	
Neither good nor poor	(0)	177	33	143	110	54	13	11	15	7	98	39	6	77	81	19	20	5	14	15	9	12	12	19	24	26	18	3	
		46%	46%	45%	45%	44%	68%	39%	45%	70%	45%	43%	67%	47%	46%	40%	50%	71%	41%	52%	32%	52%	48%	68%	32%	40%	64%	60%	
Quite poor	(-1)	24	3	21	21	2	1	2	1	-	19	1	1	9	14	1	2	-	1	3	4	-	1	1	8	2	1	1	
		6%	4%	7%	9%	2%	5%	7%	3%	-	9%	1%	11%	6%	8%	2%	5%	-	3%	10%	14%	-	4%	4%	11%	3%	4%	20%	
Very poor	(-2)	7	2	5	6	1	-	1	1	-	5	-	-	1	3	3	-	-	1	-	-	-	-	-	1	4	1	-	
		2%	3%	2%	2%	1%	-	4%	3%	-	2%	-	-	1%	2%	6%	-	-	3%	-	-	-	-	-	1%	6%	4%	-	
NET: Poor		31	5	26	27	3	1	3	2	-	24	1	1	10	17	4	2	-	2	3	4	-	1	1	9	6	2	1	
		8%	7%	8%	11%	2%	5%	11%	6%	-	11%	1%	11%	6%	10%	8%	5%	-	6%	10%	14%	-	4%	4%	12%	9%	7%	20%	
Mean		0.51	0.54	0.51	0.45	0.67	0.32	0.61	0.52	0.40	0.43	0.73	0.22	0.58	0.45	0.54	0.60	0.43	0.50	0.34	0.61	0.48	0.64	0.36	0.63	0.57	0.25	0.00	
Standard deviation		0.89	0.92	0.88	0.92	0.80	0.75	1.07	0.87	0.70	0.91	0.78	0.83	0.87	0.87	1.01	0.87	0.79	0.79	0.77	0.99	0.51	0.86	0.73	0.97	1.06	0.80	0.71	
Standard error		0.05	0.11	0.05	0.06	0.07	0.17	0.20	0.15	0.22	0.06	0.08	0.28	0.07	0.07	0.15	0.14	0.30	0.14	0.14	0.19	0.11	0.17	0.14	0.11	0.13	0.15	0.32	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 171

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

Social sharing options, e.g. short clip shares

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		179 46%	60 54%	179 46%	53 54%	78 61%
Very good	(+2)	58 15%	18 16%	58 15%	23 23%	25 20%
Quite good	(+1)	121 31%	42 38%	121 31%	30 30%	53 41%
Neither good nor poor	(0)	177 46%	44 39%	177 46%	42 42%	43 34%
Quite poor	(-1)	24 6%	7 6%	24 6%	3 3%	5 4%
Very poor	(-2)	7 2%	1 1%	7 2%	1 1%	2 2%
NET: Poor		31 8%	8 7%	31 8%	4 4%	7 5%
Mean		0.51	0.62	0.51	0.72	0.73
Standard deviation		0.89	0.86	0.89	0.89	0.87
Standard error		0.05	0.08	0.05	0.09	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 172

Q20b. You said you use Spotify to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base		387	71	315	245	123	19	28	33	10	216	90	9	163	176	48	40	7	34	29	28	23	25	28	75	65	28	5
NET: Good		246	50	195	147	87	12	22	22	6	124	65	6	101	108	37	24	5	20	20	18	17	18	18	46	44	15	1
		64%	70%	62%	60%	71%	63%	79%	67%	60%	57%	72%	67%	62%	61%	77%	60%	71%	59%	69%	64%	74%	72%	64%	61%	68%	54%	20%
Very good	(+2)	139	25	113	84	50	5	12	10	3	71	40	2	56	60	23	14	5	13	8	8	9	11	13	25	24	9	-
		36%	35%	36%	34%	41%	26%	43%	30%	30%	33%	44%	22%	34%	34%	48%	35%	71%	38%	28%	29%	39%	44%	46%	33%	37%	32%	-
Quite good	(+1)	107	25	82	63	37	7	10	12	3	53	25	4	45	48	14	10	-	7	12	10	8	7	5	21	20	6	1
		28%	35%	26%	26%	30%	37%	36%	36%	30%	25%	28%	44%	28%	27%	29%	25%	-	21%	41%	36%	35%	28%	18%	28%	31%	21%	20%
Neither good nor poor	(0)	79	14	65	48	26	5	4	8	2	44	18	3	33	38	8	7	1	12	3	5	5	2	6	20	10	6	2
		20%	20%	21%	20%	21%	26%	14%	24%	20%	20%	20%	33%	20%	22%	17%	18%	14%	35%	10%	18%	22%	8%	21%	27%	15%	21%	40%
Quite poor	(-1)	46	4	42	39	6	1	2	1	1	37	5	-	20	23	3	7	1	2	5	5	1	2	4	6	6	6	1
		12%	6%	13%	16%	5%	5%	7%	3%	10%	17%	6%	-	12%	13%	6%	18%	14%	6%	17%	18%	4%	8%	14%	8%	9%	21%	20%
Very poor	(-2)	16	3	13	11	4	1	-	2	1	11	2	-	9	7	-	2	-	-	1	-	-	3	-	3	5	1	1
		4%	4%	4%	4%	3%	5%	-	6%	10%	5%	2%	-	6%	4%	-	5%	-	-	3%	-	-	12%	-	4%	8%	4%	20%
NET: Poor		62	7	55	50	10	2	2	3	2	48	7	-	29	30	3	9	1	2	6	5	1	5	4	9	11	7	2
		16%	10%	17%	20%	8%	11%	7%	9%	20%	22%	8%	-	18%	17%	6%	23%	14%	6%	21%	18%	4%	20%	14%	12%	17%	25%	40%
Mean		0.79	0.92	0.76	0.69	1.00	0.74	1.14	0.82	0.60	0.63	1.07	0.89	0.73	0.74	1.19	0.68	1.29	0.91	0.72	0.75	1.09	0.84	0.96	0.79	0.80	0.57	-0.40
Standard deviation		1.17	1.08	1.19	1.22	1.06	1.10	0.93	1.10	1.35	1.24	1.04	0.78	1.21	1.17	0.94	1.27	1.25	1.00	1.16	1.08	0.90	1.40	1.14	1.12	1.25	1.26	1.14
Standard error		0.06	0.13	0.07	0.08	0.10	0.25	0.18	0.19	0.43	0.08	0.11	0.26	0.09	0.09	0.14	0.20	0.47	0.17	0.22	0.20	0.19	0.28	0.22	0.13	0.16	0.24	0.51

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 172

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		387	112	387	99	128
NET: Good		246 64%	63 56%	246 64%	60 61%	79 62%
Very good	(+2)	139 36%	27 24%	139 36%	38 38%	38 30%
Quite good	(+1)	107 28%	36 32%	107 28%	22 22%	41 32%
Neither good nor poor	(0)	79 20%	27 24%	79 20%	21 21%	31 24%
Quite poor	(-1)	46 12%	17 15%	46 12%	14 14%	13 10%
Very poor	(-2)	16 4%	5 4%	16 4%	4 4%	5 4%
NET: Poor		62 16%	22 20%	62 16%	18 18%	18 14%
Mean		0.79	0.56	0.79	0.77	0.73
Standard deviation		1.17	1.15	1.17	1.22	1.11
Standard error		0.06	0.11	0.06	0.12	0.10

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 173

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

		Aspects																Social sharing options, e.g. short clip shares		The service is free	
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options				
Base		17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17	17			
NET: Good		15 88%	16 94%	15 88%	14 82%	14 82%	13 76%	3 18%	10 59%	16 94%	7 41%	4 24%	5 29%	5 29%	11 65%	11 65%	11 65%	4 24%	14 82%		
Very good	(+2)	10 59%	12 71%	13 76%	12 71%	9 53%	8 47%	1 6%	5 29%	12 71%	5 29%	1 6%	2 12%	2 12%	7 41%	4 24%	5 29%	1 6%	10 59%		
Quite good	(+1)	5 29%	4 24%	2 12%	2 12%	5 29%	5 29%	2 12%	5 29%	4 24%	2 12%	3 18%	3 18%	3 18%	4 24%	7 41%	6 35%	3 18%	4 24%		
Neither good nor poor	(0)	2 12%	1 6%	1 6%	3 18%	2 12%	4 24%	13 76%	6 35%	1 6%	10 59%	9 53%	11 65%	10 59%	6 35%	5 29%	5 29%	12 71%	2 12%		
Quite poor	(-1)	- -	- -	1 6%	- -	1 6%	- -	- -	- -	- -	- -	2 12%	1 6%	2 12%	- -	1 6%	1 6%	1 6%	- -		
Very poor	(-2)	- -	- -	- -	- -	- -	- -	1 6%	1 6%	- -	- -	2 12%	- -	- -	- -	- -	- -	- -	1 6%		
NET: Poor		- -	- -	1 6%	- -	1 6%	- -	1 6%	1 6%	- -	- -	4 24%	1 6%	2 12%	- -	1 6%	1 6%	1 6%	1 6%		
Mean		1.47	1.65	1.59	1.53	1.29	1.24	0.12	0.76	1.65	0.71	-0.06	0.35	0.29	1.06	0.82	0.88	0.24	1.29		
Standard deviation		0.72	0.61	0.87	0.80	0.92	0.83	0.78	1.09	0.61	0.92	1.03	0.79	0.85	0.90	0.88	0.93	0.66	1.10		
Standard error		0.17	0.15	0.21	0.19	0.22	0.20	0.19	0.26	0.15	0.22	0.25	0.19	0.21	0.22	0.21	0.22	0.16	0.27		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 174

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Range 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
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	15	4	11	7	7	1	1	2	1	6	5	-	4	10	1	1	1	1	1	1	2	-	1	4	2	1	-
	88%	100%	85%	100%	78%	100%	100%	100%	100%	100%	71%	-	80%	91%	100%	100%	100%	100%	100%	100%	67%	-	50%	100%	100%	100%	-
Very good	(+2)	10	3	7	5	4	1	2	1	5	2	-	2	7	1	1	-	1	1	1	1	-	1	1	2	1	-
	59%	75%	54%	71%	44%	100%	-	100%	100%	83%	29%	-	40%	64%	100%	100%	-	100%	100%	100%	33%	-	50%	25%	100%	100%	-
Quite good	(+1)	5	1	4	2	3	1	-	-	1	3	-	2	3	-	-	1	-	-	-	1	-	-	3	-	-	-
	29%	25%	31%	29%	33%	-	100%	-	-	17%	43%	-	40%	27%	-	-	100%	-	-	-	33%	-	-	75%	-	-	-
Neither good nor poor	(0)	2	-	2	-	2	-	-	-	-	2	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	12%	-	15%	-	22%	-	-	-	-	-	29%	-	20%	9%	-	-	-	-	-	-	33%	-	50%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.47	1.75	1.38	1.71	1.22	2.00	1.00	2.00	2.00	1.83	1.00	-	1.20	1.55	2.00	2.00	1.00	2.00	2.00	2.00	1.00	-	1.00	1.25	2.00	2.00	-
Standard deviation	0.72	0.50	0.77	0.49	0.83	-	-	0.00	-	0.41	0.82	-	0.84	0.69	-	-	-	-	-	-	1.00	-	1.41	0.50	0.00	-	-
Standard error	0.17	0.25	0.21	0.18	0.28	-	-	0.00	-	0.17	0.31	-	0.37	0.21	-	-	-	-	-	-	0.58	-	1.00	0.25	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 174

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		15 88%	2 67%	1 100%	2 100%	3 75%
Very good	(+2)	10 59%	2 67%	1 100%	2 100%	1 25%
Quite good	(+1)	5 29%	- -	- -	- -	2 50%
Neither good nor poor	(0)	2 12%	1 33%	- -	- -	1 25%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.47	1.33	2.00	2.00	1.00
Standard deviation		0.72	1.15	-	0.00	0.82
Standard error		0.17	0.67	-	0.00	0.41

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 175

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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 Ireland
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	16	4	12	7	8	1	1	2	1	6	6	-	4	11	1	1	1	1	1	1	3	-	1	4	2	1	-
	94%	100%	92%	100%	89%	100%	100%	100%	100%	100%	86%	-	80%	100%	100%	100%	100%	100%	100%	100%	100%	-	50%	100%	100%	100%	-
Very good	(+2)	12	3	9	6	5	-	2	1	6	3	-	2	9	1	1	1	1	1	1	2	-	1	1	2	1	-
	71%	75%	69%	86%	56%	100%	-	100%	100%	100%	43%	-	40%	82%	100%	100%	100%	100%	100%	100%	67%	-	50%	25%	100%	100%	-
Quite good	(+1)	4	1	3	1	3	-	1	-	-	3	-	2	2	-	-	-	-	-	-	1	-	-	3	-	-	-
	24%	25%	23%	14%	33%	-	100%	-	-	-	43%	-	40%	18%	-	-	-	-	-	-	33%	-	-	75%	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	8%	-	11%	-	-	-	-	-	14%	-	20%	-	-	-	-	-	-	-	-	-	50%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.65	1.75	1.62	1.86	1.44	2.00	1.00	2.00	2.00	2.00	1.29	-	1.20	1.82	2.00	2.00	2.00	2.00	2.00	2.00	1.67	-	1.00	1.25	2.00	2.00	-
Standard deviation	0.61	0.50	0.65	0.38	0.73	-	-	0.00	-	0.00	0.76	-	0.84	0.40	-	-	-	-	-	-	0.58	-	1.41	0.50	0.00	-	-
Standard error	0.15	0.25	0.18	0.14	0.24	-	-	0.00	-	0.00	0.29	-	0.37	0.12	-	-	-	-	-	-	0.33	-	1.00	0.25	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 175

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		16 94%	3 100%	1 100%	2 100%	4 100%
Very good	(+2)	12 71%	3 100%	1 100%	2 100%	3 75%
Quite good	(+1)	4 24%	-	-	-	1 25%
Neither good nor poor	(0)	1 6%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.65	2.00	2.00	2.00	1.75
Standard deviation		0.61	0.00	-	0.00	0.50
Standard error		0.15	0.00	-	0.00	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 176

Q20b. You said you use Pocket Casts 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
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	15	3	12	6	8	1	-	2	1	6	6	-	3	11	1	1	1	1	1	1	1	3	-	1	3	2	1	-
	88%	75%	92%	86%	89%	100%	-	100%	100%	100%	86%	-	60%	100%	100%	100%	100%	100%	100%	100%	100%	-	50%	75%	100%	100%	-	
Very good	(+2)	13	3	10	5	7	1	2	1	5	5	-	3	9	1	1	-	1	1	1	1	2	-	1	3	2	1	-
	76%	75%	77%	71%	78%	100%	-	100%	100%	83%	71%	-	60%	82%	100%	100%	-	100%	100%	100%	100%	67%	-	50%	75%	100%	100%	-
Quite good	(+1)	2	-	2	1	1	-	-	-	1	1	-	-	2	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	12%	-	15%	14%	11%	-	-	-	-	17%	14%	-	-	18%	-	-	100%	-	-	-	33%	-	-	-	-	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	8%	-	11%	-	-	-	-	-	14%	-	20%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	-
Quite poor	(-1)	1	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	-	25%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	-	25%	-	-	-
Mean	1.59	1.25	1.69	1.43	1.67	2.00	-1.00	2.00	2.00	1.83	1.57	-	1.00	1.82	2.00	2.00	1.00	2.00	2.00	2.00	1.67	-	1.00	1.25	2.00	2.00	-	
Standard deviation	0.87	1.50	0.63	1.13	0.71	-	-	0.00	-	0.41	0.79	-	1.41	0.40	-	-	-	-	-	-	0.58	-	1.41	1.50	0.00	-	-	
Standard error	0.21	0.75	0.17	0.43	0.24	-	-	0.00	-	0.17	0.30	-	0.63	0.12	-	-	-	-	-	-	0.33	-	1.00	0.75	0.00	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 176

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		15 88%	3 100%	1 100%	2 100%	4 100%
Very good	(+2)	13 76%	3 100%	1 100%	2 100%	3 75%
Quite good	(+1)	2 12%	- -	- -	- -	1 25%
Neither good nor poor	(0)	1 6%	- -	- -	- -	- -
Quite poor	(-1)	1 6%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 6%	- -	- -	- -	- -
Mean		1.59	2.00	2.00	2.00	1.75
Standard deviation		0.87	0.00	-	0.00	0.50
Standard error		0.21	0.00	-	0.00	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 177

Q20b. You said you use Pocket Casts 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
Base		17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good		14	4	10	6	7	1	1	2	1	5	5	-	4	9	1	1	-	1	1	1	2	-	1	4	2	1	-
		82%	100%	77%	86%	78%	100%	100%	100%	100%	83%	71%	-	80%	82%	100%	100%	-	100%	100%	100%	67%	-	50%	100%	100%	100%	-
Very good	(+2)	12	3	9	4	7	1	-	2	1	4	5	-	3	8	1	1	-	1	1	-	2	-	1	3	2	1	-
		71%	75%	69%	57%	78%	100%	-	100%	100%	67%	71%	-	60%	73%	100%	100%	-	100%	100%	-	67%	-	50%	75%	100%	100%	-
Quite good	(+1)	2	1	1	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-
		12%	25%	8%	29%	-	-	100%	-	-	17%	-	-	20%	9%	-	-	-	-	-	100%	-	-	-	25%	-	-	-
Neither good nor poor	(0)	3	-	3	1	2	-	-	-	-	1	2	-	1	2	-	-	1	-	-	-	1	-	1	-	-	-	-
		18%	-	23%	14%	22%	-	-	-	-	17%	29%	-	20%	18%	-	-	100%	-	-	-	33%	-	50%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.53	1.75	1.46	1.43	1.56	2.00	1.00	2.00	2.00	1.50	1.43	-	1.40	1.55	2.00	2.00	0.00	2.00	2.00	1.00	1.33	-	1.00	1.75	2.00	2.00	-
Standard deviation		0.80	0.50	0.88	0.79	0.88	-	-	0.00	-	0.84	0.98	-	0.89	0.82	-	-	-	-	-	-	1.15	-	1.41	0.50	0.00	-	-
Standard error		0.19	0.25	0.24	0.30	0.29	-	-	0.00	-	0.34	0.37	-	0.40	0.25	-	-	-	-	-	-	0.67	-	1.00	0.25	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 177

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		14 82%	2 67%	1 100%	2 100%	2 50%
Very good	(+2)	12 71%	2 67%	1 100%	2 100%	2 50%
Quite good	(+1)	2 12%	-	-	-	-
Neither good nor poor	(0)	3 18%	1 33%	-	-	2 50%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.53	1.33	2.00	2.00	1.00
Standard deviation		0.80	1.15	-	0.00	1.15
Standard error		0.19	0.67	-	0.00	0.58

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 178

Q20b. You said you use Pocket Casts 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
Base		17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good		14	3	11	5	8	1	-	2	1	5	6	-	3	10	1	1	-	1	1	1	3	-	1	3	2	1	-
		82%	75%	85%	71%	89%	100%	-	100%	100%	83%	86%	-	60%	91%	100%	100%	-	100%	100%	100%	100%	-	50%	75%	100%	100%	-
Very good	(+2)	9	2	7	4	4	1	-	1	1	4	3	-	1	7	1	-	-	1	1	-	1	-	1	2	2	1	-
		53%	50%	54%	57%	44%	100%	-	50%	100%	67%	43%	-	20%	64%	100%	-	-	100%	100%	-	33%	-	50%	50%	100%	100%	-
Quite good	(+1)	5	1	4	1	4	-	-	1	-	1	3	-	2	3	-	1	-	-	-	1	2	-	-	1	-	-	-
		29%	25%	31%	14%	44%	-	-	50%	-	17%	43%	-	40%	27%	-	100%	-	-	-	100%	67%	-	-	25%	-	-	-
Neither good nor poor	(0)	2	-	2	1	1	-	-	-	-	1	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-
		12%	-	15%	14%	11%	-	-	-	-	17%	14%	-	20%	9%	-	-	100%	-	-	-	-	-	50%	-	-	-	-
Quite poor	(-1)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	25%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	25%	-	-	-
Mean		1.29	1.00	1.38	1.14	1.33	2.00	-1.00	1.50	2.00	1.50	1.29	-	0.60	1.55	2.00	1.00	0.00	2.00	2.00	1.00	1.33	-	1.00	1.00	2.00	2.00	-
Standard deviation		0.92	1.41	0.77	1.21	0.71	-	-	0.71	-	0.84	0.76	-	1.14	0.69	-	-	-	-	-	-	0.58	-	1.41	1.41	0.00	-	-
Standard error		0.22	0.71	0.21	0.46	0.24	-	-	0.50	-	0.34	0.29	-	0.51	0.21	-	-	-	-	-	-	0.33	-	1.00	0.71	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 178

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		14 82%	3 100%	1 100%	2 100%	3 75%
Very good	(+2)	9 53%	2 67%	1 100%	2 100%	- -
Quite good	(+1)	5 29%	1 33%	- -	- -	3 75%
Neither good nor poor	(0)	2 12%	- -	- -	- -	1 25%
Quite poor	(-1)	1 6%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 6%	- -	- -	- -	- -
Mean		1.29	1.67	2.00	2.00	0.75
Standard deviation		0.92	0.58	-	0.00	0.50
Standard error		0.22	0.33	-	0.00	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 179

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	13	4	9	5	7	1	1	2	1	4	5	-	4	8	1	1	-	1	1	1	1	-	1	4	2	1	-	
	76%	100%	69%	71%	78%	100%	100%	100%	100%	67%	71%	-	80%	73%	100%	100%	-	100%	100%	100%	33%	-	50%	100%	100%	100%	-	
Very good	(+2)	8	4	4	3	4	1	2	1	2	2	-	3	4	1	1	-	-	1	1	1	-	1	1	1	1	-	
	47%	100%	31%	43%	44%	100%	100%	100%	100%	33%	29%	-	60%	36%	100%	100%	-	-	100%	100%	33%	-	50%	25%	50%	100%	-	
Quite good	(+1)	5	-	5	2	3	-	-	-	2	3	-	1	4	-	-	-	1	-	-	-	-	-	3	1	-	-	
	29%	-	38%	29%	33%	-	-	-	-	33%	43%	-	20%	36%	-	-	-	100%	-	-	-	-	-	75%	50%	-	-	
Neither good nor poor	(0)	4	-	4	2	2	-	-	-	2	2	-	1	3	-	-	1	-	-	-	2	-	1	-	-	-	-	
	24%	-	31%	29%	22%	-	-	-	-	33%	29%	-	20%	27%	-	-	100%	-	-	-	67%	-	50%	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	1.24	2.00	1.00	1.14	1.22	2.00	2.00	2.00	2.00	1.00	1.00	-	1.40	1.09	2.00	2.00	0.00	1.00	2.00	2.00	0.67	-	1.00	1.25	1.50	2.00	-	
Standard deviation	0.83	0.00	0.82	0.90	0.83	-	-	0.00	-	0.89	0.82	-	0.89	0.83	-	-	-	-	-	-	1.15	-	1.41	0.50	0.71	-	-	
Standard error	0.20	0.00	0.23	0.34	0.28	-	-	0.00	-	0.37	0.31	-	0.40	0.25	-	-	-	-	-	-	0.67	-	1.00	0.25	0.50	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 179

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		13	3	-	2	3
		76%	100%	-	100%	75%
Very good	(+2)	8	3	-	1	2
		47%	100%	-	50%	50%
Quite good	(+1)	5	-	-	1	1
		29%	-	-	50%	25%
Neither good nor poor	(0)	4	-	1	-	1
		24%	-	100%	-	25%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.24	2.00	0.00	1.50	1.25
Standard deviation		0.83	0.00	-	0.71	0.96
Standard error		0.20	0.00	-	0.50	0.48

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 180

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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-east Ireland
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	3 18%	1 25%	2 15%	-	3 33%	-	-	1 50%	-	-	2 29%	-	-	2 18%	1 100%	-	-	-	-	-	2 67%	-	-	-	1 50%	-	-
Very good	(+2) 1 6%	1 25%	-	-	1 11%	-	-	1 50%	-	-	-	-	-	-	1 100%	-	-	-	-	-	-	-	-	-	1 50%	-	-
Quite good	(+1) 2 12%	-	2 15%	-	2 22%	-	-	-	-	-	2 29%	-	-	2 18%	-	-	-	-	-	-	2 67%	-	-	-	-	-	-
Neither good nor poor	(0) 13 76%	2 50%	11 85%	6 86%	6 67%	1 100%	-	1 50%	1 100%	6 100%	5 71%	-	4 80%	9 82%	-	1 100%	1 100%	1 100%	1 100%	1 100%	1 33%	-	2 100%	3 75%	1 50%	1 100%	-
Quite poor	(-1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2) 1 6%	1 25%	-	1 14%	-	-	1 100%	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-
NET: Poor	1 6%	1 25%	-	1 14%	-	-	1 100%	-	-	-	-	-	1 20%	-	-	-	-	-	-	-	-	-	-	1 25%	-	-	-
Mean	0.12	0.00	0.15	-0.29	0.44	0.00	-2.00	1.00	0.00	0.00	0.29	-	-0.40	0.18	2.00	0.00	0.00	0.00	0.00	0.00	0.67	-	0.00	-0.50	1.00	0.00	-
Standard deviation	0.78	1.63	0.38	0.76	0.73	-	-	1.41	-	0.00	0.49	-	0.89	0.40	-	-	-	-	-	-	0.58	-	0.00	1.00	1.41	-	-
Standard error	0.19	0.82	0.10	0.29	0.24	-	-	1.00	-	0.00	0.18	-	0.40	0.12	-	-	-	-	-	-	0.33	-	0.00	0.50	1.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 180

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		3 18%	1 33%	- -	1 50%	1 25%
Very good	(+2)	1 6%	- -	- -	1 50%	- -
Quite good	(+1)	2 12%	1 33%	- -	- -	1 25%
Neither good nor poor	(0)	13 76%	2 67%	1 100%	1 50%	3 75%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 6%	- -	- -	- -	- -
NET: Poor		1 6%	- -	- -	- -	- -
Mean		0.12	0.33	0.00	1.00	0.25
Standard deviation		0.78	0.58	-	1.41	0.50
Standard error		0.19	0.33	-	1.00	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 181

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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
Base		17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good		10	3	7	2	7	1	-	2	1	2	5	-	2	7	1	1	1	-	-	-	2	-	1	2	2	1	-
		59%	75%	54%	29%	78%	100%	-	100%	100%	33%	71%	-	40%	64%	100%	100%	100%	-	-	-	67%	-	50%	50%	100%	100%	-
Very good	(+2)	5	3	2	-	4	1	-	2	1	-	2	-	2	2	1	1	-	-	-	-	-	-	1	1	1	1	-
		29%	75%	15%	-	44%	100%	-	100%	100%	-	29%	-	40%	18%	100%	100%	-	-	-	-	-	-	50%	25%	50%	100%	-
Quite good	(+1)	5	-	5	2	3	-	-	-	-	2	3	-	-	5	-	-	1	-	-	-	2	-	-	1	1	-	-
		29%	-	38%	29%	33%	-	-	-	-	33%	43%	-	-	45%	-	-	100%	-	-	-	67%	-	-	25%	50%	-	-
Neither good nor poor	(0)	6	-	6	4	2	-	-	-	-	4	2	-	2	4	-	-	-	1	1	1	1	-	1	1	-	-	-
		35%	-	46%	57%	22%	-	-	-	-	67%	29%	-	40%	36%	-	-	-	100%	100%	100%	33%	-	50%	25%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	25%	-	-	-
NET: Poor		1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	25%	-	-	-
Mean		0.76	1.00	0.69	0.00	1.22	2.00	-2.00	2.00	2.00	0.33	1.00	-	0.40	0.82	2.00	2.00	1.00	0.00	0.00	0.00	0.67	-	1.00	0.25	1.50	2.00	-
Standard deviation		1.09	2.00	0.75	1.00	0.83	-	-	0.00	-	0.52	0.82	-	1.67	0.75	-	-	-	-	-	-	0.58	-	1.41	1.71	0.71	-	-
Standard error		0.26	1.00	0.21	0.38	0.28	-	-	0.00	-	0.21	0.31	-	0.75	0.23	-	-	-	-	-	-	0.33	-	1.00	0.85	0.50	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 181

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		10 59%	3 100%	- -	2 100%	3 75%
Very good	(+2)	5 29%	2 67%	- -	1 50%	1 25%
Quite good	(+1)	5 29%	1 33%	- -	1 50%	2 50%
Neither good nor poor	(0)	6 35%	- -	1 100%	- -	1 25%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 6%	- -	- -	- -	- -
NET: Poor		1 6%	- -	- -	- -	- -
Mean		0.76	1.67	0.00	1.50	1.00
Standard deviation		1.09	0.58	-	0.71	0.82
Standard error		0.26	0.33	-	0.50	0.41

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 182

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	16	4	12	7	8	1	1	2	1	6	6	-	4	11	1	1	1	1	1	1	3	-	1	4	2	1	-
	94%	100%	92%	100%	89%	100%	100%	100%	100%	100%	86%	-	80%	100%	100%	100%	100%	100%	100%	100%	100%	-	50%	100%	100%	100%	-
Very good	(+2)	12	3	9	6	5	-	2	1	6	3	-	2	9	1	1	1	1	1	1	1	-	1	2	2	1	-
	71%	75%	69%	86%	56%	100%	-	100%	100%	100%	43%	-	40%	82%	100%	100%	100%	100%	100%	100%	33%	-	50%	50%	100%	100%	-
Quite good	(+1)	4	1	3	1	3	-	1	-	-	3	-	2	2	-	-	-	-	-	-	2	-	-	2	-	-	-
	24%	25%	23%	14%	33%	-	100%	-	-	-	43%	-	40%	18%	-	-	-	-	-	-	67%	-	-	50%	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	6%	-	8%	-	11%	-	-	-	-	-	14%	-	20%	-	-	-	-	-	-	-	-	-	50%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.65	1.75	1.62	1.86	1.44	2.00	1.00	2.00	2.00	2.00	1.29	-	1.20	1.82	2.00	2.00	2.00	2.00	2.00	2.00	1.33	-	1.00	1.50	2.00	2.00	-
Standard deviation	0.61	0.50	0.65	0.38	0.73	-	-	0.00	-	0.00	0.76	-	0.84	0.40	-	-	-	-	-	-	0.58	-	1.41	0.58	0.00	-	-
Standard error	0.15	0.25	0.18	0.14	0.24	-	-	0.00	-	0.00	0.29	-	0.37	0.12	-	-	-	-	-	-	0.33	-	1.00	0.29	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 182

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		16 94%	3 100%	1 100%	2 100%	4 100%
Very good	(+2)	12 71%	2 67%	1 100%	2 100%	2 50%
Quite good	(+1)	4 24%	1 33%	- -	- -	2 50%
Neither good nor poor	(0)	1 6%	- -	- -	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.65	1.67	2.00	2.00	1.50
Standard deviation		0.61	0.58	-	0.00	0.58
Standard error		0.15	0.33	-	0.00	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 183

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base		17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good		7	2	5	4	3	-	-	2	-	4	1	-	1	5	1	1	1	-	1	1	1	-	-	1	1	-	-
		41%	50%	38%	57%	33%	-	-	100%	-	67%	14%	-	20%	45%	100%	100%	100%	-	100%	100%	33%	-	-	25%	50%	-	-
Very good	(+2)	5	2	3	3	2	-	-	2	-	3	-	-	1	3	1	1	-	-	1	1	-	-	-	1	1	-	-
		29%	50%	23%	43%	22%	-	-	100%	-	50%	-	-	20%	27%	100%	100%	-	-	100%	100%	-	-	-	25%	50%	-	-
Quite good	(+1)	2	-	2	1	1	-	-	-	-	1	1	-	-	2	-	-	1	-	-	-	1	-	-	-	-	-	-
		12%	-	15%	14%	11%	-	-	-	-	17%	14%	-	-	18%	-	-	100%	-	-	-	33%	-	-	-	-	-	-
Neither good nor poor	(0)	10	2	8	3	6	1	1	-	1	2	6	-	4	6	-	-	-	1	-	-	2	-	2	3	1	1	-
		59%	50%	62%	43%	67%	100%	100%	-	100%	33%	86%	-	80%	55%	-	-	-	100%	-	-	67%	-	100%	75%	50%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.71	1.00	0.62	1.00	0.56	0.00	0.00	2.00	0.00	1.17	0.14	-	0.40	0.73	2.00	2.00	1.00	0.00	2.00	2.00	0.33	-	0.00	0.50	1.00	0.00	-
Standard deviation		0.92	1.15	0.87	1.00	0.88	-	-	0.00	-	0.98	0.38	-	0.89	0.90	-	-	-	-	-	-	0.58	-	0.00	1.00	1.41	-	-
Standard error		0.22	0.58	0.24	0.38	0.29	-	-	0.00	-	0.40	0.14	-	0.40	0.27	-	-	-	-	-	-	0.33	-	0.00	0.50	1.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 183

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		7 41%	1 33%	- -	2 100%	3 75%
Very good	(+2)	5 29%	- -	- -	2 100%	1 25%
Quite good	(+1)	2 12%	1 33%	- -	- -	2 50%
Neither good nor poor	(0)	10 59%	2 67%	1 100%	- -	1 25%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.71	0.33	0.00	2.00	1.00
Standard deviation		0.92	0.58	-	0.00	0.82
Standard error		0.22	0.33	-	0.00	0.41

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 184

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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-east Ireland
Base		17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good		4	1	3	1	3	-	-	1	-	1	2	-	1	2	1	-	1	-	-	-	1	-	-	1	1	-	-
		24%	25%	23%	14%	33%	-	-	50%	-	17%	29%	-	20%	18%	100%	-	100%	-	-	-	33%	-	-	25%	50%	-	-
Very good	(+2)	1	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
		6%	25%	-	-	11%	-	-	50%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	50%	-	-
Quite good	(+1)	3	-	3	1	2	-	-	-	-	1	2	-	1	2	-	-	1	-	-	-	1	-	-	1	-	-	-
		18%	-	23%	14%	22%	-	-	-	-	17%	29%	-	20%	18%	-	-	100%	-	-	-	33%	-	-	25%	-	-	-
Neither good nor poor	(0)	9	1	8	5	3	1	-	-	1	5	3	-	2	7	-	-	-	1	1	1	1	-	2	2	-	1	-
		53%	25%	62%	71%	33%	100%	-	-	100%	83%	43%	-	40%	64%	-	-	-	100%	100%	100%	33%	-	100%	50%	-	100%	-
Quite poor	(-1)	2	1	1	-	2	-	-	1	-	-	1	-	1	1	-	1	-	-	-	-	1	-	-	-	-	-	-
		12%	25%	8%	-	22%	-	-	50%	-	-	14%	-	20%	9%	-	100%	-	-	-	-	33%	-	-	-	-	-	-
Very poor	(-2)	2	1	1	1	1	-	1	-	-	-	1	-	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-
		12%	25%	8%	14%	11%	-	100%	-	-	-	14%	-	20%	9%	-	-	-	-	-	-	-	-	-	25%	50%	-	-
NET: Poor		4	2	2	1	3	-	1	1	-	-	2	-	2	2	-	1	-	-	-	-	1	-	-	1	1	-	-
		24%	50%	15%	14%	33%	-	100%	50%	-	-	29%	-	40%	18%	-	100%	-	-	-	-	33%	-	-	25%	50%	-	-
Mean		-0.06	-0.25	0.00	-0.14	0.00	0.00	-2.00	0.50	0.00	0.17	-0.14	-	-0.40	-0.09	2.00	-1.00	1.00	0.00	0.00	0.00	0.00	-	0.00	-0.25	0.00	0.00	-
Standard deviation		1.03	1.71	0.82	0.90	1.22	-	-	2.12	-	0.41	1.07	-	1.14	0.83	-	-	-	-	-	-	1.00	-	0.00	1.26	2.83	-	-
Standard error		0.25	0.85	0.23	0.34	0.41	-	-	1.50	-	0.17	0.40	-	0.51	0.25	-	-	-	-	-	-	0.58	-	0.00	0.63	2.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 184

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		4 24%	- -	- -	1 50%	2 50%
Very good	(+2)	1 6%	- -	- -	1 50%	- -
Quite good	(+1)	3 18%	- -	- -	- -	2 50%
Neither good nor poor	(0)	9 53%	2 67%	1 100%	1 50%	- -
Quite poor	(-1)	2 12%	1 33%	- -	- -	2 50%
Very poor	(-2)	2 12%	- -	- -	- -	- -
NET: Poor		4 24%	1 33%	- -	- -	2 50%
Mean		-0.06	-0.33	0.00	1.00	0.00
Standard deviation		1.03	0.58	-	1.41	1.15
Standard error		0.25	0.33	-	1.00	0.58

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 185

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Episode previews****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 Ireland
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	5 29%	3 75%	2 15%	1 14%	3 33%	1 100%	1 100%	1 50%	1 100%	-	2 29%	-	2 40%	2 18%	1 100%	-	-	-	-	-	-	-	-	3 75%	1 50%	1 100%	-
Very good (+2)	2 12%	2 50%	-	1 14%	1 11%	-	1 100%	1 50%	-	-	-	-	1 20%	-	1 100%	-	-	-	-	-	-	-	-	1 25%	1 50%	-	-
Quite good (+1)	3 18%	1 25%	2 15%	-	2 22%	1 100%	-	-	1 100%	-	2 29%	-	1 20%	2 18%	-	-	-	-	-	-	-	-	-	2 50%	-	1 100%	-
Neither good nor poor (0)	11 65%	-	11 85%	6 86%	5 56%	-	-	-	-	6 100%	5 71%	-	2 40%	9 82%	-	-	1 100%	1 100%	1 100%	1 100%	3 100%	-	2 100%	1 25%	1 50%	-	-
Quite poor (-1)	1 6%	1 25%	-	-	1 11%	-	-	1 50%	-	-	-	-	1 20%	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
Very poor (-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1 6%	1 25%	-	-	1 11%	-	-	1 50%	-	-	-	-	1 20%	-	-	1 100%	-	-	-	-	-	-	-	-	-	-	-
Mean	0.35	1.00	0.15	0.29	0.33	1.00	2.00	0.50	1.00	0.00	0.29	-	0.40	0.18	2.00	-1.00	0.00	0.00	0.00	0.00	0.00	-	0.00	1.00	1.00	1.00	-
Standard deviation	0.79	1.41	0.38	0.76	0.87	-	-	2.12	-	0.00	0.49	-	1.14	0.40	-	-	-	-	-	-	0.00	-	0.00	0.82	1.41	-	-
Standard error	0.19	0.71	0.10	0.29	0.29	-	-	1.50	-	0.00	0.18	-	0.51	0.12	-	-	-	-	-	-	0.00	-	0.00	0.41	1.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 185

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		5 29%	1 33%	- -	1 50%	1 25%
Very good	(+2)	2 12%	- -	- -	1 50%	- -
Quite good	(+1)	3 18%	1 33%	- -	- -	1 25%
Neither good nor poor	(0)	11 65%	2 67%	1 100%	1 50%	2 50%
Quite poor	(-1)	1 6%	- -	- -	- -	1 25%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 6%	- -	- -	- -	1 25%
Mean		0.35	0.33	0.00	1.00	0.00
Standard deviation		0.79	0.58	-	1.41	0.82
Standard error		0.19	0.33	-	1.00	0.41

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 186

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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	
Base		17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-	
NET: Good		5	2	3	1	4	-	1	1	-	-	3	-	1	3	1	-	-	-	-	-	2	-	-	1	2	-	-	
		29%	50%	23%	14%	44%	-	100%	50%	-	-	43%	-	20%	27%	100%	-	-	-	-	-	67%	-	-	25%	100%	-	-	
Very good	(+2)	2	2	-	1	1	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	1	-	-	
		12%	50%	-	14%	11%	-	100%	50%	-	-	-	-	20%	-	100%	-	-	-	-	-	-	-	-	25%	50%	-	-	
Quite good	(+1)	3	-	3	-	3	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-	2	-	-	-	1	-	-	
		18%	-	23%	-	33%	-	-	-	-	-	43%	-	-	27%	-	-	-	-	-	-	67%	-	-	-	50%	-	-	
Neither good nor poor	(0)	10	-	10	6	4	-	-	-	-	6	4	-	3	7	-	-	1	1	1	1	1	-	2	3	-	-		
		59%	-	77%	86%	44%	-	-	-	-	100%	57%	-	60%	64%	-	-	100%	100%	100%	100%	33%	-	100%	75%	-	-		
Quite poor	(-1)	2	2	-	-	1	1	-	1	1	-	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	
		12%	50%	-	-	11%	100%	-	50%	100%	-	-	-	20%	9%	-	100%	-	-	-	-	-	-	-	-	-	100%	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	2	-	-	1	1	-	1	1	-	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	
		12%	50%	-	-	11%	100%	-	50%	100%	-	-	-	20%	9%	-	100%	-	-	-	-	-	-	-	-	-	100%	-	
Mean		0.29	0.50	0.23	0.29	0.44	-1.00	2.00	0.50	-1.00	0.00	0.43	-	0.20	0.18	2.00	-1.00	0.00	0.00	0.00	0.00	0.67	-	0.00	0.50	1.50	-1.00	-	
Standard deviation		0.85	1.73	0.44	0.76	0.88	-	-	2.12	-	0.00	0.53	-	1.10	0.60	-	-	-	-	-	-	0.58	-	0.00	1.00	0.71	-	-	
Standard error		0.21	0.87	0.12	0.29	0.29	-	-	1.50	-	0.00	0.20	-	0.49	0.18	-	-	-	-	-	-	0.33	-	0.00	0.50	0.50	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 186

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Play video as audio****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		5 29%	1 33%	- -	1 50%	1 25%
Very good	(+2)	2 12%	- -	- -	1 50%	- -
Quite good	(+1)	3 18%	1 33%	- -	- -	1 25%
Neither good nor poor	(0)	10 59%	1 33%	1 100%	1 50%	2 50%
Quite poor	(-1)	2 12%	1 33%	- -	- -	1 25%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 12%	1 33%	- -	- -	1 25%
Mean		0.29	0.00	0.00	1.00	0.00
Standard deviation		0.85	1.00	-	1.41	0.82
Standard error		0.21	0.58	-	1.00	0.41

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 187

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	11	4	7	5	5	1	1	2	1	4	3	-	2	8	1	1	1	-	1	1	3	-	-	1	2	1	-
	65%	100%	54%	71%	56%	100%	100%	100%	100%	67%	43%	-	40%	73%	100%	100%	100%	-	100%	100%	100%	-	-	25%	100%	100%	-
Very good	(+2)	7	4	3	3	1	1	2	1	2	1	-	2	4	1	1	-	-	1	1	-	-	-	1	2	1	-
	41%	100%	23%	43%	33%	100%	100%	100%	100%	33%	14%	-	40%	36%	100%	100%	-	-	100%	100%	-	-	-	25%	100%	100%	-
Quite good	(+1)	4	-	4	2	2	-	-	-	2	2	-	-	4	-	-	1	-	-	-	3	-	-	-	-	-	-
	24%	-	31%	29%	22%	-	-	-	-	33%	29%	-	-	36%	-	-	100%	-	-	-	100%	-	-	-	-	-	-
Neither good nor poor	(0)	6	-	6	2	4	-	-	-	2	4	-	3	3	-	-	-	1	-	-	-	-	2	3	-	-	-
	35%	-	46%	29%	44%	-	-	-	-	33%	57%	-	60%	27%	-	-	-	100%	-	-	-	-	100%	75%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.06	2.00	0.77	1.14	0.89	2.00	2.00	2.00	2.00	1.00	0.57	-	0.80	1.09	2.00	2.00	1.00	0.00	2.00	2.00	1.00	-	0.00	0.50	2.00	2.00	-
Standard deviation	0.90	0.00	0.83	0.90	0.93	-	-	0.00	-	0.89	0.79	-	1.10	0.83	-	-	-	-	-	-	0.00	-	0.00	1.00	0.00	-	-
Standard error	0.22	0.00	0.23	0.34	0.31	-	-	0.00	-	0.37	0.30	-	0.49	0.25	-	-	-	-	-	-	0.00	-	0.00	0.50	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 187

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		11 65%	2 67%	1 100%	1 50%	3 75%
Very good	(+2)	7 41%	1 33%	- -	1 50%	1 25%
Quite good	(+1)	4 24%	1 33%	1 100%	- -	2 50%
Neither good nor poor	(0)	6 35%	1 33%	- -	1 50%	1 25%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.06	1.00	1.00	1.00	1.00
Standard deviation		0.90	1.00	-	1.41	0.82
Standard error		0.22	0.58	-	1.00	0.41

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 188

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Push notifications****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	
Base		17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-	
NET: Good		11	3	8	3	7	1	-	2	1	3	5	-	3	7	1	1	1	-	-	-	3	-	1	3	1	1	-	
		65%	75%	62%	43%	78%	100%	-	100%	100%	50%	71%	-	60%	64%	100%	100%	100%	-	-	-	100%	-	50%	75%	50%	100%	-	
Very good	(+2)	4	2	2	1	3	-	-	2	-	1	1	-	2	1	1	1	1	-	-	-	-	-	1	-	1	-	-	
		24%	50%	15%	14%	33%	-	-	100%	-	17%	14%	-	40%	9%	100%	100%	100%	-	-	-	-	-	50%	-	50%	-	-	
Quite good	(+1)	7	1	6	2	4	1	-	-	1	2	4	-	1	6	-	-	-	-	-	-	3	-	-	3	-	1	-	
		41%	25%	46%	29%	44%	100%	-	-	100%	33%	57%	-	20%	55%	-	-	-	-	-	-	100%	-	-	75%	-	100%	-	
Neither good nor poor	(0)	5	-	5	3	2	-	-	-	-	3	2	-	1	4	-	-	-	1	1	1	-	-	1	-	1	-	-	
		29%	-	38%	43%	22%	-	-	-	-	50%	29%	-	20%	36%	-	-	-	100%	100%	100%	-	-	50%	-	50%	-	-	
Quite poor	(-1)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	25%	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	25%	-	-	-	
Mean		0.82	1.00	0.77	0.43	1.11	1.00	-1.00	2.00	1.00	0.67	0.86	-	0.80	0.73	2.00	2.00	2.00	0.00	0.00	0.00	1.00	-	1.00	0.50	1.00	1.00	-	
Standard deviation		0.88	1.41	0.73	0.98	0.78	-	-	0.00	-	0.82	0.69	-	1.30	0.65	-	-	-	-	-	-	0.00	-	1.41	1.00	1.41	-	-	
Standard error		0.21	0.71	0.20	0.37	0.26	-	-	0.00	-	0.33	0.26	-	0.58	0.19	-	-	-	-	-	-	0.00	-	1.00	0.50	1.00	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 188

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		11 65%	3 100%	1 100%	2 100%	4 100%
Very good	(+2)	4 24%	1 33%	- -	1 50%	2 50%
Quite good	(+1)	7 41%	2 67%	1 100%	1 50%	2 50%
Neither good nor poor	(0)	5 29%	- -	- -	- -	- -
Quite poor	(-1)	1 6%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 6%	- -	- -	- -	- -
Mean		0.82	1.33	1.00	1.50	1.50
Standard deviation		0.88	0.58	-	0.71	0.58
Standard error		0.21	0.33	-	0.50	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 189

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Customisation options****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 Ireland
Base		17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good		11	4	7	4	6	1	1	2	1	3	4	-	4	6	1	1	-	-	1	1	2	-	1	2	2	1	-
		65%	100%	54%	57%	67%	100%	100%	100%	100%	50%	57%	-	80%	55%	100%	100%	-	-	100%	100%	67%	-	50%	50%	100%	100%	-
Very good	(+2)	5	2	3	2	3	-	-	2	-	2	1	-	1	3	1	1	-	-	1	1	-	-	-	-	2	-	-
		29%	50%	23%	29%	33%	-	-	100%	-	33%	14%	-	20%	27%	100%	100%	-	-	100%	100%	-	-	-	-	100%	-	-
Quite good	(+1)	6	2	4	2	3	1	1	-	1	1	3	-	3	3	-	-	-	-	-	-	2	-	1	2	-	1	-
		35%	50%	31%	29%	33%	100%	100%	-	100%	17%	43%	-	60%	27%	-	-	-	-	-	-	67%	-	50%	50%	-	100%	-
Neither good nor poor	(0)	5	-	5	2	3	-	-	-	-	2	3	-	1	4	-	-	-	1	-	-	1	-	1	2	-	-	-
		29%	-	38%	29%	33%	-	-	-	-	33%	43%	-	20%	36%	-	-	-	100%	-	-	33%	-	50%	50%	-	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
		6%	-	8%	14%	-	-	-	-	-	17%	-	-	-	9%	-	-	100%	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
		6%	-	8%	14%	-	-	-	-	-	17%	-	-	-	9%	-	-	100%	-	-	-	-	-	-	-	-	-	-
Mean		0.88	1.50	0.69	0.71	1.00	1.00	1.00	2.00	1.00	0.67	0.71	-	1.00	0.73	2.00	2.00	-1.00	0.00	2.00	2.00	0.67	-	0.50	0.50	2.00	1.00	-
Standard deviation		0.93	0.58	0.95	1.11	0.87	-	-	0.00	-	1.21	0.76	-	0.71	1.01	-	-	-	-	-	-	0.58	-	0.71	0.58	0.00	-	-
Standard error		0.22	0.29	0.26	0.42	0.29	-	-	0.00	-	0.49	0.29	-	0.32	0.30	-	-	-	-	-	-	0.33	-	0.50	0.29	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 189

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		11 65%	3 100%	1 100%	1 50%	3 75%
Very good	(+2)	5 29%	- -	- -	1 50%	1 25%
Quite good	(+1)	6 35%	3 100%	1 100%	- -	2 50%
Neither good nor poor	(0)	5 29%	- -	- -	1 50%	- -
Quite poor	(-1)	1 6%	- -	- -	- -	1 25%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 6%	- -	- -	- -	1 25%
Mean		0.88	1.00	1.00	1.00	0.75
Standard deviation		0.93	0.00	-	1.41	1.26
Standard error		0.22	0.00	-	1.00	0.63

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 190

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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-east Ireland
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	4	1	3	1	3	-	-	1	-	1	2	-	-	3	1	-	1	-	-	-	2	-	-	-	1	-	-
	24%	25%	23%	14%	33%	-	-	50%	-	17%	29%	-	-	27%	100%	-	100%	-	-	-	67%	-	-	-	50%	-	-
Very good	(+2)	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	6%	25%	-	-	11%	-	-	50%	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	50%	-	-
Quite good	(+1)	3	-	3	1	2	-	-	-	1	2	-	-	3	-	-	1	-	-	-	2	-	-	-	-	-	-
	18%	-	23%	14%	22%	-	-	-	-	17%	29%	-	-	27%	-	-	100%	-	-	-	67%	-	-	-	-	-	-
Neither good nor poor	(0)	12	2	10	5	6	1	1	1	5	5	-	4	8	-	1	-	1	1	1	1	-	2	3	1	1	-
	71%	50%	77%	71%	67%	100%	-	50%	100%	83%	71%	-	80%	73%	-	100%	-	100%	100%	100%	33%	-	100%	75%	50%	100%	-
Quite poor	(-1)	1	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	25%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	25%	-	-	-
Mean	0.24	0.25	0.23	0.00	0.44	0.00	-1.00	1.00	0.00	0.17	0.29	-	-0.20	0.27	2.00	0.00	1.00	0.00	0.00	0.00	0.67	-	0.00	-0.25	1.00	0.00	-
Standard deviation	0.66	1.26	0.44	0.58	0.73	-	-	1.41	-	0.41	0.49	-	0.45	0.47	-	-	-	-	-	-	0.58	-	0.00	0.50	1.41	-	-
Standard error	0.16	0.63	0.12	0.22	0.24	-	-	1.00	-	0.17	0.18	-	0.20	0.14	-	-	-	-	-	-	0.33	-	0.00	0.25	1.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 190

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		4 24%	1 33%	- -	1 50%	2 50%
Very good	(+2)	1 6%	- -	- -	1 50%	- -
Quite good	(+1)	3 18%	1 33%	- -	- -	2 50%
Neither good nor poor	(0)	12 71%	2 67%	1 100%	1 50%	2 50%
Quite poor	(-1)	1 6%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 6%	- -	- -	- -	- -
Mean		0.24	0.33	0.00	1.00	0.50
Standard deviation		0.66	0.58	-	1.41	0.58
Standard error		0.16	0.33	-	1.00	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 191

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base	17	4	13	7	9	1	1	2	1	6	7	-	5	11	1	1	1	1	1	1	1	3	-	2	4	2	1	-
NET: Good	14	3	11	6	7	1	-	2	1	6	5	-	3	10	1	1	1	1	1	1	1	3	-	1	3	1	1	-
	82%	75%	85%	86%	78%	100%	-	100%	100%	100%	71%	-	60%	91%	100%	100%	100%	100%	100%	100%	100%	-	50%	75%	50%	100%	-	
Very good	(+2)	10	2	8	5	4	1	-	1	1	5	3	-	1	8	1	-	-	1	1	1	2	-	-	3	1	1	-
	59%	50%	62%	71%	44%	100%	-	50%	100%	83%	43%	-	20%	73%	100%	-	-	100%	100%	100%	67%	-	-	75%	50%	100%	-	
Quite good	(+1)	4	1	3	1	3	-	-	1	-	1	2	-	2	2	-	1	1	-	-	-	1	-	1	-	-	-	-
	24%	25%	23%	14%	33%	-	-	50%	-	17%	29%	-	40%	18%	-	100%	100%	-	-	-	33%	-	50%	-	-	-	-	
Neither good nor poor	(0)	2	-	2	-	2	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-
	12%	-	15%	-	22%	-	-	-	-	-	29%	-	20%	9%	-	-	-	-	-	-	-	-	50%	-	-	50%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	1	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	-	25%	-	-	-
NET: Poor	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	6%	25%	-	14%	-	-	100%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-	25%	-	-	-	-
Mean	1.29	0.75	1.46	1.29	1.22	2.00	-2.00	1.50	2.00	1.83	1.14	-	0.40	1.64	2.00	1.00	1.00	2.00	2.00	2.00	1.67	-	0.50	1.00	1.00	2.00	-	
Standard deviation	1.10	1.89	0.78	1.50	0.83	-	-	0.71	-	0.41	0.90	-	1.52	0.67	-	-	-	-	-	-	0.58	-	0.71	2.00	1.41	-	-	-
Standard error	0.27	0.95	0.22	0.57	0.28	-	-	0.50	-	0.17	0.34	-	0.68	0.20	-	-	-	-	-	-	0.33	-	0.50	1.00	1.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 191

Q20b. You said you use Pocket Casts to access podcasts. How good or bad, are they on each of the following?**The service is free****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		17	3	1	2	4
NET: Good		14 82%	3 100%	1 100%	2 100%	4 100%
Very good	(+2)	10 59%	2 67%	1 100%	2 100%	2 50%
Quite good	(+1)	4 24%	1 33%	-	-	2 50%
Neither good nor poor	(0)	2 12%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	1 6%	-	-	-	-
NET: Poor		1 6%	-	-	-	-
Mean		1.29	1.67	2.00	2.00	1.50
Standard deviation		1.10	0.58	-	0.00	0.58
Standard error		0.27	0.33	-	0.00	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 192

Q20b. You said you use BeyondPod 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	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	Social sharing options, e.g. short clip shares	The service is free
Base		10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
NET: Good		4 40%	5 50%	6 60%	6 60%	4 40%	7 70%	5 50%	6 60%	6 60%	6 60%	7 70%	7 70%	5 50%	3 30%	5 50%	5 50%	6 60%	7 70%
Very good	(+2)	- -	3 30%	2 20%	4 40%	4 40%	5 50%	2 20%	2 20%	4 40%	2 20%	3 30%	1 10%	3 30%	2 20%	2 20%	1 10%	3 30%	4 40%
Quite good	(+1)	4 40%	2 20%	4 40%	2 20%	- -	2 20%	3 30%	4 40%	2 20%	4 40%	4 40%	6 60%	2 20%	1 10%	3 30%	4 40%	3 30%	3 30%
Neither good nor poor	(0)	4 40%	4 40%	4 40%	3 30%	4 40%	3 30%	3 30%	4 40%	2 20%	3 30%	3 30%	3 30%	3 30%	6 60%	3 30%	4 40%	2 20%	1 10%
Quite poor	(-1)	1 10%	- -	- -	1 10%	1 10%	- -	1 10%	- -	1 10%	- -	- -	- -	2 20%	- -	- -	- -	2 20%	2 20%
Very poor	(-2)	1 10%	1 10%	- -	- -	1 10%	- -	1 10%	- -	1 10%	1 10%	- -	- -	- -	1 10%	2 20%	1 10%	- -	- -
NET: Poor		2 20%	1 10%	- -	1 10%	2 20%	- -	2 20%	- -	2 20%	1 10%	- -	- -	2 20%	1 10%	2 20%	1 10%	2 20%	2 20%
Mean		0.10	0.60	0.80	0.90	0.50	1.20	0.40	0.80	0.70	0.60	1.00	0.80	0.60	0.30	0.30	0.40	0.70	0.90
Standard deviation		0.99	1.26	0.79	1.10	1.43	0.92	1.26	0.79	1.42	1.17	0.82	0.63	1.17	1.16	1.42	1.07	1.16	1.20
Standard error		0.31	0.40	0.25	0.35	0.45	0.29	0.40	0.25	0.45	0.37	0.26	0.20	0.37	0.37	0.45	0.34	0.37	0.38

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 193

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Range 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-east Ireland
Base	10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good	4	1	3	4	-	-	1	-	-	3	-	-	1	3	-	-	-	-	-	2	1	-	-	-	1	-	-
	40%	33%	43%	44%	-	-	50%	-	-	43%	-	-	50%	38%	-	-	-	-	-	100%	50%	-	-	-	100%	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	4	1	3	4	-	1	-	-	3	-	-	1	3	-	-	-	-	-	2	1	-	-	-	1	-	-
	40%	33%	43%	44%	-	-	50%	-	-	43%	-	-	50%	38%	-	-	-	-	-	100%	50%	-	-	-	100%	-	-
Neither good nor poor	(0)	4	2	2	3	1	1	1	-	2	-	-	1	3	-	-	1	-	-	-	1	-	-	2	-	-	-
	40%	67%	29%	33%	100%	-	50%	100%	-	29%	-	-	50%	38%	-	-	100%	-	-	-	50%	-	-	100%	-	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	10%	-	14%	11%	-	-	-	-	-	14%	-	-	-	13%	-	-	-	-	-	-	-	-	50%	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
	10%	-	14%	11%	-	-	-	-	-	14%	-	-	-	13%	-	-	-	-	-	-	-	-	50%	-	-	-	-
NET: Poor	2	-	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-
	20%	-	29%	22%	-	-	-	-	-	29%	-	-	-	25%	-	-	-	-	-	-	-	-	100%	-	-	-	-
Mean	0.10	0.33	0.00	0.11	0.00	-	0.50	0.00	-	0.00	-	-	0.50	0.00	-	-	0.00	-	-	1.00	0.50	-	-1.50	0.00	1.00	-	-
Standard deviation	0.99	0.58	1.15	1.05	-	-	0.71	-	-	1.15	-	-	0.71	1.07	-	-	-	-	-	0.00	0.71	-	0.71	0.00	-	-	-
Standard error	0.31	0.33	0.44	0.35	-	-	0.50	-	-	0.44	-	-	0.50	0.38	-	-	-	-	-	0.00	0.50	-	0.50	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 193

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		4 40%	2 100%	1 100%	1 100%	1 50%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	4 40%	2 100%	1 100%	1 100%	1 50%
Neither good nor poor	(0)	4 40%	- -	- -	- -	1 50%
Quite poor	(-1)	1 10%	- -	- -	- -	- -
Very poor	(-2)	1 10%	- -	- -	- -	- -
NET: Poor		2 20%	- -	- -	- -	- -
Mean		0.10	1.00	1.00	1.00	0.50
Standard deviation		0.99	0.00	-	-	0.71
Standard error		0.31	0.00	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 194

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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-east Ireland
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good		5	-	5	5	-	-	-	-	-	5	-	-	1	4	-	-	-	-	-	2	-	-	2	1	-	-	-
		50%	-	71%	56%	-	-	-	-	-	71%	-	-	50%	50%	-	-	-	-	-	100%	-	-	100%	50%	-	-	-
Very good	(+2)	3	-	3	3	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	1	-	-	2	-	-	-	-
		30%	-	43%	33%	-	-	-	-	-	43%	-	-	-	38%	-	-	-	-	-	50%	-	-	100%	-	-	-	-
Quite good	(+1)	2	-	2	2	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-
		20%	-	29%	22%	-	-	-	-	-	29%	-	-	50%	13%	-	-	-	-	-	50%	-	-	-	50%	-	-	-
Neither good nor poor	(0)	4	2	2	4	-	-	2	-	-	2	-	-	-	4	-	-	1	-	-	-	2	-	-	-	1	-	-
		40%	67%	29%	44%	-	-	100%	-	-	29%	-	-	-	50%	-	-	100%	-	-	-	100%	-	-	-	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	33%	-	-	100%	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
NET: Poor		1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	33%	-	-	100%	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Mean		0.60	-0.67	1.14	0.89	-2.00	-	0.00	-2.00	-	1.14	-	-	-0.50	0.88	-	-	0.00	-	-	1.50	0.00	-	2.00	-0.50	0.00	-	-
Standard deviation		1.26	1.15	0.90	0.93	-	-	0.00	-	-	0.90	-	-	2.12	0.99	-	-	-	-	-	0.71	0.00	-	0.00	2.12	-	-	-
Standard error		0.40	0.67	0.34	0.31	-	-	0.00	-	-	0.34	-	-	1.50	0.35	-	-	-	-	-	0.50	0.00	-	0.00	1.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 194

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		5 50%	1 50%	- -	1 100%	1 50%
Very good	(+2)	3 30%	- -	- -	1 100%	- -
Quite good	(+1)	2 20%	1 50%	- -	- -	1 50%
Neither good nor poor	(0)	4 40%	1 50%	1 100%	- -	1 50%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 10%	- -	- -	- -	- -
NET: Poor		1 10%	- -	- -	- -	- -
Mean		0.60	0.50	0.00	2.00	0.50
Standard deviation		1.26	0.71	-	-	0.71
Standard error		0.40	0.50	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 195

Q20b. You said you use BeyondPod 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
Base	10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good	6 60%	1 33%	5 71%	6 67%	-	-	1 50%	-	-	5 71%	-	-	1 50%	5 63%	-	-	1 100%	-	-	2 100%	-	-	2 100%	-	1 100%	-	-
Very good	(+2) 2 20%	-	2 29%	2 22%	-	-	-	-	-	2 29%	-	-	1 50%	1 13%	-	-	-	-	-	2 100%	-	-	-	-	-	-	-
Quite good	(+1) 4 40%	1 33%	3 43%	4 44%	-	-	1 50%	-	-	3 43%	-	-	-	4 50%	-	-	1 100%	-	-	-	-	-	2 100%	-	1 100%	-	-
Neither good nor poor	(0) 4 40%	2 67%	2 29%	3 33%	1 100%	-	1 50%	1 100%	-	2 29%	-	-	1 50%	3 38%	-	-	-	-	-	2 100%	-	-	2 100%	-	-	-	-
Quite poor	(-1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.80	0.33	1.00	0.89	0.00	-	0.50	0.00	-	1.00	-	-	1.00	0.75	-	-	1.00	-	-	2.00	0.00	-	1.00	0.00	1.00	-	-
Standard deviation	0.79	0.58	0.82	0.78	-	-	0.71	-	-	0.82	-	-	1.41	0.71	-	-	-	-	-	0.00	0.00	-	0.00	0.00	-	-	-
Standard error	0.25	0.33	0.31	0.26	-	-	0.50	-	-	0.31	-	-	1.00	0.25	-	-	-	-	-	0.00	0.00	-	0.00	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 195

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		6 60%	2 100%	- -	1 100%	2 100%
Very good	(+2)	2 20%	1 50%	- -	1 100%	1 50%
Quite good	(+1)	4 40%	1 50%	- -	- -	1 50%
Neither good nor poor	(0)	4 40%	- -	1 100%	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.80	1.50	0.00	2.00	1.50
Standard deviation		0.79	0.71	-	-	0.71
Standard error		0.25	0.50	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 196

Q20b. You said you use BeyondPod 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
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good		6	1	5	6	-	-	1	-	-	5	-	-	1	5	-	-	1	-	-	2	1	-	-	1	1	-	-
		60%	33%	71%	67%	-	-	50%	-	-	71%	-	-	50%	63%	-	-	100%	-	-	100%	50%	-	-	50%	100%	-	-
Very good	(+2)	4	1	3	4	-	-	1	-	-	3	-	-	1	3	-	-	1	-	-	2	-	-	-	-	1	-	-
		40%	33%	43%	44%	-	-	50%	-	-	43%	-	-	50%	38%	-	-	100%	-	-	100%	-	-	-	-	100%	-	-
Quite good	(+1)	2	-	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	1	-	-	1	-	-	-
		20%	-	29%	22%	-	-	-	-	-	29%	-	-	-	25%	-	-	-	-	-	-	50%	-	-	50%	-	-	-
Neither good nor poor	(0)	3	2	1	2	1	-	1	1	-	1	-	-	1	2	-	-	-	-	-	-	1	-	1	1	-	-	-
		30%	67%	14%	22%	100%	-	50%	100%	-	14%	-	-	50%	25%	-	-	-	-	-	-	50%	-	50%	50%	-	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
		10%	-	14%	11%	-	-	-	-	-	14%	-	-	-	13%	-	-	-	-	-	-	-	-	50%	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
		10%	-	14%	11%	-	-	-	-	-	14%	-	-	-	13%	-	-	-	-	-	-	-	-	50%	-	-	-	-
Mean		0.90	0.67	1.00	1.00	0.00	-	1.00	0.00	-	1.00	-	-	1.00	0.88	-	-	2.00	-	-	2.00	0.50	-	-0.50	0.50	2.00	-	-
Standard deviation		1.10	1.15	1.15	1.12	-	-	1.41	-	-	1.15	-	-	1.41	1.13	-	-	-	-	-	0.00	0.71	-	0.71	0.71	-	-	-
Standard error		0.35	0.67	0.44	0.37	-	-	1.00	-	-	0.44	-	-	1.00	0.40	-	-	-	-	-	0.00	0.50	-	0.50	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 196

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		6	2	1	1	2
		60%	100%	100%	100%	100%
Very good	(+2)	4	2	-	1	2
		40%	100%	-	100%	100%
Quite good	(+1)	2	-	1	-	-
		20%	-	100%	-	-
Neither good nor poor	(0)	3	-	-	-	-
		30%	-	-	-	-
Quite poor	(-1)	1	-	-	-	-
		10%	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		1	-	-	-	-
		10%	-	-	-	-
Mean		0.90	2.00	1.00	2.00	2.00
Standard deviation		1.10	0.00	-	-	0.00
Standard error		0.35	0.00	-	-	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 197

Q20b. You said you use BeyondPod 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	
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-	
NET: Good		4	-	4	4	-	-	-	-	-	4	-	-	1	3	-	-	-	-	-	2	-	-	1	1	-	-	-	
		40%	-	57%	44%	-	-	-	-	-	57%	-	-	50%	38%	-	-	-	-	-	100%	-	-	50%	50%	-	-	-	
Very good	(+2)	4	-	4	4	-	-	-	-	-	4	-	-	1	3	-	-	-	-	-	2	-	-	1	1	-	-	-	
		40%	-	57%	44%	-	-	-	-	-	57%	-	-	50%	38%	-	-	-	-	-	100%	-	-	50%	50%	-	-	-	
Quite good	(+1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Neither good nor poor	(0)	4	2	2	4	-	-	2	-	-	2	-	-	-	4	-	-	1	-	-	2	-	-	-	-	1	-	-	
		40%	67%	29%	44%	-	-	100%	-	-	29%	-	-	-	50%	-	-	100%	-	-	100%	-	-	-	-	100%	-	-	
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	
		10%	-	14%	11%	-	-	-	-	-	14%	-	-	-	13%	-	-	-	-	-	-	-	-	50%	-	-	-	-	
Very poor	(-2)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		10%	33%	-	-	100%	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1	1	-	-	-	
		20%	33%	14%	11%	100%	-	-	100%	-	14%	-	-	50%	13%	-	-	-	-	-	-	-	-	50%	50%	-	-	-	
Mean		0.50	-0.67	1.00	0.78	-2.00	-	0.00	-2.00	-	1.00	-	-	0.00	0.63	-	-	0.00	-	-	2.00	0.00	-	0.50	0.00	0.00	-	-	
Standard deviation		1.43	1.15	1.29	1.20	-	-	0.00	-	-	1.29	-	-	2.83	1.19	-	-	-	-	-	0.00	0.00	-	2.12	2.83	-	-	-	
Standard error		0.45	0.67	0.49	0.40	-	-	0.00	-	-	0.49	-	-	2.00	0.42	-	-	-	-	-	0.00	0.00	-	1.50	2.00	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 197

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		4 40%	1 50%	- -	1 100%	1 50%
Very good	(+2)	4 40%	1 50%	- -	1 100%	1 50%
Quite good	(+1)	- -	- -	- -	- -	- -
Neither good nor poor	(0)	4 40%	1 50%	1 100%	- -	1 50%
Quite poor	(-1)	1 10%	- -	- -	- -	- -
Very poor	(-2)	1 10%	- -	- -	- -	- -
NET: Poor		2 20%	- -	- -	- -	- -
Mean		0.50	1.00	0.00	2.00	1.00
Standard deviation		1.43	1.41	-	-	1.41
Standard error		0.45	1.00	-	-	1.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 198

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base	10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	-	2	2	-	2	2	1	-	-
NET: Good	7	1	6	7	-	-	1	-	-	6	-	-	1	6	-	-	1	-	-	-	2	-	-	2	1	1	-	-
	70%	33%	86%	78%	-	-	50%	-	-	86%	-	-	50%	75%	-	-	100%	-	-	-	100%	-	-	100%	50%	100%	-	-
Very good	(+2)	5	-	5	5	-	-	-	-	5	-	-	-	5	-	-	1	-	-	-	1	-	-	2	1	-	-	-
	50%	-	71%	56%	-	-	-	-	-	71%	-	-	-	63%	-	-	100%	-	-	-	50%	-	-	100%	50%	-	-	-
Quite good	(+1)	2	1	1	2	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	20%	33%	14%	22%	-	-	50%	-	-	14%	-	-	50%	13%	-	-	-	-	-	-	50%	-	-	-	-	100%	-	-
Neither good nor poor	(0)	3	2	1	2	1	1	1	-	1	-	-	1	2	-	-	-	-	-	-	2	-	-	1	-	-	-	-
	30%	67%	14%	22%	100%	-	50%	100%	-	14%	-	-	50%	25%	-	-	-	-	-	-	100%	-	-	50%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.20	0.33	1.57	1.33	0.00	-	0.50	0.00	-	1.57	-	-	0.50	1.38	-	-	2.00	-	-	-	1.50	0.00	-	2.00	1.00	1.00	-	-
Standard deviation	0.92	0.58	0.79	0.87	-	-	0.71	-	-	0.79	-	-	0.71	0.92	-	-	-	-	-	-	0.71	0.00	-	0.00	1.41	-	-	-
Standard error	0.29	0.33	0.30	0.29	-	-	0.50	-	-	0.30	-	-	0.50	0.32	-	-	-	-	-	-	0.50	0.00	-	0.00	1.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 198

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		7	2	-	1	2
		70%	100%	-	100%	100%
Very good	(+2)	5	-	-	1	1
		50%	-	-	100%	50%
Quite good	(+1)	2	2	-	-	1
		20%	100%	-	-	50%
Neither good nor poor	(0)	3	-	1	-	-
		30%	-	100%	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.20	1.00	0.00	2.00	1.50
Standard deviation		0.92	0.00	-	-	0.71
Standard error		0.29	0.00	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 199

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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-east Ireland
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good		5	1	4	5	-	-	1	-	-	4	-	-	1	4	-	-	-	-	-	2	1	-	1	-	1	-	-
		50%	33%	57%	56%	-	-	50%	-	-	57%	-	-	50%	50%	-	-	-	-	-	100%	50%	-	50%	-	100%	-	-
Very good	(+2)	2	-	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	1	1	-	-	-	-	-	-
		20%	-	29%	22%	-	-	-	-	-	29%	-	-	-	25%	-	-	-	-	-	50%	50%	-	-	-	-	-	-
Quite good	(+1)	3	1	2	3	-	-	1	-	-	2	-	-	1	2	-	-	-	-	-	1	-	-	1	-	1	-	-
		30%	33%	29%	33%	-	-	50%	-	-	29%	-	-	50%	25%	-	-	-	-	-	50%	-	-	50%	-	100%	-	-
Neither good nor poor	(0)	3	1	2	3	-	-	1	-	-	2	-	-	-	3	-	-	1	-	-	-	1	-	1	-	-	-	-
		30%	33%	29%	33%	-	-	50%	-	-	29%	-	-	-	38%	-	-	100%	-	-	-	50%	-	50%	-	-	-	-
Quite poor	(-1)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	33%	-	-	100%	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	-	14%	11%	-	-	-	-	-	14%	-	-	-	13%	-	-	-	-	-	-	-	-	-	50%	-	-	-
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		20%	33%	14%	11%	100%	-	-	100%	-	14%	-	-	50%	13%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Mean		0.40	0.00	0.57	0.56	-1.00	-	0.50	-1.00	-	0.57	-	-	0.00	0.50	-	-	0.00	-	-	1.50	1.00	-	0.50	-1.50	1.00	-	-
Standard deviation		1.26	1.00	1.40	1.24	-	-	0.71	-	-	1.40	-	-	1.41	1.31	-	-	-	-	-	0.71	1.41	-	0.71	0.71	-	-	-
Standard error		0.40	0.58	0.53	0.41	-	-	0.50	-	-	0.53	-	-	1.00	0.46	-	-	-	-	-	0.50	1.00	-	0.50	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 199

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		5 50%	2 100%	1 100%	1 100%	1 50%
Very good	(+2)	2 20%	- -	1 100%	1 100%	- -
Quite good	(+1)	3 30%	2 100%	- -	- -	1 50%
Neither good nor poor	(0)	3 30%	- -	- -	- -	1 50%
Quite poor	(-1)	1 10%	- -	- -	- -	- -
Very poor	(-2)	1 10%	- -	- -	- -	- -
NET: Poor		2 20%	- -	- -	- -	- -
Mean		0.40	1.00	2.00	2.00	0.50
Standard deviation		1.26	0.00	-	-	0.71
Standard error		0.40	0.00	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 200

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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
Base	10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good	6 60%	1 33%	5 71%	6 67%	-	-	1 50%	-	-	5 71%	-	-	1 50%	5 63%	-	-	1 100%	-	-	2 100%	-	-	1 50%	1 50%	1 100%	-	-
Very good	(+2) 2 20%	-	2 29%	2 22%	-	-	-	-	-	2 29%	-	-	-	2 25%	-	-	1 100%	-	-	-	-	-	-	1 50%	-	-	-
Quite good	(+1) 4 40%	1 33%	3 43%	4 44%	-	-	1 50%	-	-	3 43%	-	-	1 50%	3 38%	-	-	-	-	-	2 100%	-	-	1 50%	-	1 100%	-	-
Neither good nor poor	(0) 4 40%	2 67%	2 29%	3 33%	1 100%	-	1 50%	1 100%	-	2 29%	-	-	1 50%	3 38%	-	-	-	-	-	2 100%	-	1 50%	1 50%	-	-	-	-
Quite poor	(-1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.80	0.33	1.00	0.89	0.00	-	0.50	0.00	-	1.00	-	-	0.50	0.88	-	-	2.00	-	-	1.00	0.00	-	0.50	1.00	1.00	-	-
Standard deviation	0.79	0.58	0.82	0.78	-	-	0.71	-	-	0.82	-	-	0.71	0.83	-	-	-	-	-	0.00	0.00	-	0.71	1.41	-	-	-
Standard error	0.25	0.33	0.31	0.26	-	-	0.50	-	-	0.31	-	-	0.50	0.30	-	-	-	-	-	0.00	0.00	-	0.50	1.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 200

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		6 60%	2 100%	- -	1 100%	2 100%
Very good	(+2)	2 20%	- -	- -	- -	1 50%
Quite good	(+1)	4 40%	2 100%	- -	1 100%	1 50%
Neither good nor poor	(0)	4 40%	- -	1 100%	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.80	1.00	0.00	1.00	1.50
Standard deviation		0.79	0.00	-	-	0.71
Standard error		0.25	0.00	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 201

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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	
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	-	2	2	-	2	2	1	-	-
NET: Good		6	-	6	6	-	-	-	-	-	6	-	-	1	5	-	-	-	-	-	-	2	1	-	2	1	-	-	-
		60%	-	86%	67%	-	-	-	-	-	86%	-	-	50%	63%	-	-	-	-	-	-	100%	50%	-	100%	50%	-	-	-
Very good	(+2)	4	-	4	4	-	-	-	-	-	4	-	-	1	3	-	-	-	-	-	-	2	-	-	2	-	-	-	-
		40%	-	57%	44%	-	-	-	-	-	57%	-	-	50%	38%	-	-	-	-	-	-	100%	-	-	100%	-	-	-	-
Quite good	(+1)	2	-	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	1	-	-	1	-	-	-	-
		20%	-	29%	22%	-	-	-	-	-	29%	-	-	-	25%	-	-	-	-	-	-	50%	-	-	50%	-	-	-	-
Neither good nor poor	(0)	2	1	1	2	-	-	1	-	-	1	-	-	-	2	-	-	1	-	-	-	1	-	-	-	-	-	-	-
		20%	33%	14%	22%	-	-	50%	-	-	14%	-	-	-	25%	-	-	100%	-	-	-	50%	-	-	-	-	-	-	-
Quite poor	(-1)	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
		10%	33%	-	11%	-	-	50%	-	-	-	-	-	-	13%	-	-	-	-	-	-	-	-	-	-	100%	-	-	
Very poor	(-2)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		10%	33%	-	-	100%	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-	
NET: Poor		2	2	-	1	1	-	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	
		20%	67%	-	11%	100%	-	50%	100%	-	-	-	-	50%	13%	-	-	-	-	-	-	-	-	-	50%	100%	-	-	
Mean		0.70	-1.00	1.43	1.00	-2.00	-	-0.50	-2.00	-	1.43	-	-	0.00	0.88	-	-	0.00	-	-	-	2.00	0.50	-	2.00	-0.50	-1.00	-	-
Standard deviation		1.42	1.00	0.79	1.12	-	-	0.71	-	-	0.79	-	-	2.83	1.13	-	-	-	-	-	0.00	0.71	-	0.00	2.12	-	-	-	
Standard error		0.45	0.58	0.30	0.37	-	-	0.50	-	-	0.30	-	-	2.00	0.40	-	-	-	-	-	0.00	0.50	-	0.00	1.50	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 201

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		6 60%	1 50%	1 100%	1 100%	1 50%
Very good	(+2)	4 40%	1 50%	- -	1 100%	1 50%
Quite good	(+1)	2 20%	- -	1 100%	- -	- -
Neither good nor poor	(0)	2 20%	- -	- -	- -	1 50%
Quite poor	(-1)	1 10%	1 50%	- -	- -	- -
Very poor	(-2)	1 10%	- -	- -	- -	- -
NET: Poor		2 20%	1 50%	- -	- -	- -
Mean		0.70	0.50	1.00	2.00	1.00
Standard deviation		1.42	2.12	-	-	1.41
Standard error		0.45	1.50	-	-	1.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 202

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base		10	3	7	9	1	-	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good		6	1	5	6	-	-	-	1	-	-	5	-	-	1	5	-	-	1	-	-	2	-	-	1	1	1	-	-
		60%	33%	71%	67%	-	-	-	50%	-	-	71%	-	-	50%	63%	-	-	100%	-	-	100%	-	-	50%	50%	100%	-	-
Very good	(+2)	2	-	2	2	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	1	-	-	-	1	-	-	-
		20%	-	29%	22%	-	-	-	-	-	-	29%	-	-	-	25%	-	-	-	-	-	50%	-	-	-	50%	-	-	-
Quite good	(+1)	4	1	3	4	-	-	-	1	-	-	3	-	-	1	3	-	-	1	-	-	1	-	-	1	-	1	-	-
		40%	33%	43%	44%	-	-	-	50%	-	-	43%	-	-	50%	38%	-	-	100%	-	-	50%	-	-	50%	-	100%	-	-
Neither good nor poor	(0)	3	1	2	3	-	-	-	1	-	-	2	-	-	-	3	-	-	-	-	-	-	2	-	1	-	-	-	-
		30%	33%	29%	33%	-	-	-	50%	-	-	29%	-	-	-	38%	-	-	-	-	-	-	100%	-	50%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	33%	-	-	100%	-	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
NET: Poor		1	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	33%	-	-	100%	-	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Mean		0.60	-0.33	1.00	0.89	-2.00	-	0.50	-2.00	-	1.00	-	-	-0.50	0.88	-	-	1.00	-	-	-	1.50	0.00	-	0.50	0.00	1.00	-	-
Standard deviation		1.17	1.53	0.82	0.78	-	-	0.71	-	-	0.82	-	-	2.12	0.83	-	-	-	-	-	-	0.71	0.00	-	0.71	2.83	-	-	-
Standard error		0.37	0.88	0.31	0.26	-	-	0.50	-	-	0.31	-	-	1.50	0.30	-	-	-	-	-	-	0.50	0.00	-	0.50	2.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 202

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		6	2	-	1	2
		60%	100%	-	100%	100%
Very good	(+2)	2	-	-	1	-
		20%	-	-	100%	-
Quite good	(+1)	4	2	-	-	2
		40%	100%	-	-	100%
Neither good nor poor	(0)	3	-	1	-	-
		30%	-	100%	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	1	-	-	-	-
		10%	-	-	-	-
NET: Poor		1	-	-	-	-
		10%	-	-	-	-
Mean		0.60	1.00	0.00	2.00	1.00
Standard deviation		1.17	0.00	-	-	0.00
Standard error		0.37	0.00	-	-	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 203

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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
Base	10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good	7	2	5	6	1	-	1	1	-	5	-	-	1	6	-	-	1	-	-	1	1	-	1	2	1	-	-
	70%	67%	71%	67%	100%	-	50%	100%	-	71%	-	-	50%	75%	-	-	100%	-	-	50%	50%	-	50%	100%	100%	-	-
Very good	(+2)	3	1	2	2	1	-	1	-	2	-	-	1	2	-	-	-	-	-	-	1	-	-	2	-	-	-
	30%	33%	29%	22%	100%	-	-	100%	-	29%	-	-	50%	25%	-	-	-	-	-	-	50%	-	-	100%	-	-	-
Quite good	(+1)	4	1	3	4	-	1	-	-	3	-	-	-	4	-	-	1	-	-	1	-	-	1	-	1	-	-
	40%	33%	43%	44%	-	-	50%	-	-	43%	-	-	-	50%	-	-	100%	-	-	50%	-	-	50%	-	100%	-	-
Neither good nor poor	(0)	3	1	2	3	-	1	-	-	2	-	-	1	2	-	-	-	-	-	1	1	-	1	-	-	-	-
	30%	33%	29%	33%	-	-	50%	-	-	29%	-	-	50%	25%	-	-	-	-	-	50%	50%	-	50%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.00	1.00	1.00	0.89	2.00	-	0.50	2.00	-	1.00	-	-	1.00	1.00	-	-	1.00	-	-	0.50	1.00	-	0.50	2.00	1.00	-	-
Standard deviation	0.82	1.00	0.82	0.78	-	-	0.71	-	-	0.82	-	-	1.41	0.76	-	-	-	-	-	0.71	1.41	-	0.71	0.00	-	-	-
Standard error	0.26	0.58	0.31	0.26	-	-	0.50	-	-	0.31	-	-	1.00	0.27	-	-	-	-	-	0.50	1.00	-	0.50	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 203

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		7 70%	1 50%	1 100%	1 100%	1 50%
Very good	(+2)	3 30%	- -	1 100%	- -	- -
Quite good	(+1)	4 40%	1 50%	-	1 100%	1 50%
Neither good nor poor	(0)	3 30%	1 50%	- -	- -	1 50%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.00	0.50	2.00	1.00	0.50
Standard deviation		0.82	0.71	-	-	0.71
Standard error		0.26	0.50	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 204

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Episode previews****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
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good		7	-	7	7	-	-	-	-	-	7	-	-	1	6	-	-	1	-	-	2	1	-	2	1	-	-	-
		70%	-	100%	78%	-	-	-	-	-	100%	-	-	50%	75%	-	-	100%	-	-	100%	50%	-	100%	50%	-	-	-
Very good	(+2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
		10%	-	14%	11%	-	-	-	-	-	14%	-	-	-	13%	-	-	-	-	-	50%	-	-	-	-	-	-	-
Quite good	(+1)	6	-	6	6	-	-	-	-	-	6	-	-	1	5	-	-	1	-	-	1	1	-	2	1	-	-	-
		60%	-	86%	67%	-	-	-	-	-	86%	-	-	50%	63%	-	-	100%	-	-	50%	50%	-	100%	50%	-	-	-
Neither good nor poor	(0)	3	3	-	2	1	-	2	1	-	-	-	-	1	2	-	-	-	-	-	-	1	-	-	1	1	-	-
		30%	100%	-	22%	100%	-	100%	100%	-	-	-	-	50%	25%	-	-	-	-	-	-	50%	-	-	50%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.80	0.00	1.14	0.89	0.00	-	0.00	0.00	-	1.14	-	-	0.50	0.88	-	-	1.00	-	-	1.50	0.50	-	1.00	0.50	0.00	-	-
Standard deviation		0.63	0.00	0.38	0.60	-	-	0.00	-	-	0.38	-	-	0.71	0.64	-	-	-	-	-	0.71	0.71	-	0.00	0.71	-	-	-
Standard error		0.20	0.00	0.14	0.20	-	-	0.00	-	-	0.14	-	-	0.50	0.23	-	-	-	-	-	0.50	0.50	-	0.00	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 204

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		7	1	1	1	2
		70%	50%	100%	100%	100%
Very good	(+2)	1	-	-	1	-
		10%	-	-	100%	-
Quite good	(+1)	6	1	1	-	2
		60%	50%	100%	-	100%
Neither good nor poor	(0)	3	1	-	-	-
		30%	50%	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		0.80	0.50	1.00	2.00	1.00
Standard deviation		0.63	0.71	-	-	0.00
Standard error		0.20	0.50	-	-	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 205

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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	
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	-	2	2	-	2	2	1	-	-
NET: Good		5	1	4	5	-	-	1	-	-	4	-	-	1	4	-	-	1	-	-	-	2	1	-	-	-	1	-	-
		50%	33%	57%	56%	-	-	50%	-	-	57%	-	-	50%	50%	-	-	100%	-	-	-	100%	50%	-	-	-	100%	-	-
Very good	(+2)	3	-	3	3	-	-	-	-	-	3	-	-	1	2	-	-	-	-	-	-	2	1	-	-	-	-	-	-
		30%	-	43%	33%	-	-	-	-	-	43%	-	-	50%	25%	-	-	-	-	-	-	100%	50%	-	-	-	-	-	-
Quite good	(+1)	2	1	1	2	-	-	1	-	-	1	-	-	-	2	-	-	1	-	-	-	-	-	-	-	1	-	-	
		20%	33%	14%	22%	-	-	50%	-	-	14%	-	-	-	25%	-	-	100%	-	-	-	-	-	-	-	100%	-	-	
Neither good nor poor	(0)	3	1	2	3	-	-	1	-	-	2	-	-	-	3	-	-	-	-	-	-	1	-	1	1	-	-	-	
		30%	33%	29%	33%	-	-	50%	-	-	29%	-	-	-	38%	-	-	-	-	-	-	50%	-	50%	50%	-	-	-	
Quite poor	(-1)	2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1	1	-	-	-	
		20%	33%	14%	11%	100%	-	-	100%	-	14%	-	-	50%	13%	-	-	-	-	-	-	-	-	50%	50%	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1	1	-	-	-	
		20%	33%	14%	11%	100%	-	-	100%	-	14%	-	-	50%	13%	-	-	-	-	-	-	-	-	50%	50%	-	-	-	
Mean		0.60	0.00	0.86	0.78	-1.00	-	0.50	-1.00	-	0.86	-	-	0.50	0.63	-	-	1.00	-	-	-	2.00	1.00	-	-0.50	-0.50	1.00	-	-
Standard deviation		1.17	1.00	1.21	1.09	-	-	0.71	-	-	1.21	-	-	2.12	1.06	-	-	-	-	-	-	0.00	1.41	-	0.71	0.71	-	-	-
Standard error		0.37	0.58	0.46	0.36	-	-	0.50	-	-	0.46	-	-	1.50	0.38	-	-	-	-	-	-	0.00	1.00	-	0.50	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 205

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		5 50%	2 100%	1 100%	1 100%	2 100%
Very good	(+2)	3 30%	1 50%	1 100%	1 100%	1 50%
Quite good	(+1)	2 20%	1 50%	-	-	1 50%
Neither good nor poor	(0)	3 30%	-	-	-	-
Quite poor	(-1)	2 20%	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		2 20%	-	-	-	-
Mean		0.60	1.50	2.00	2.00	1.50
Standard deviation		1.17	0.71	-	-	0.71
Standard error		0.37	0.50	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 206

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good		3	1	2	3	-	-	1	-	-	2	-	-	-	3	-	-	-	-	-	1	-	-	1	-	1	-	-
		30%	33%	29%	33%	-	-	50%	-	-	29%	-	-	-	38%	-	-	-	-	-	50%	-	-	50%	-	100%	-	-
Very good	(+2)	2	-	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	1	-	-	1	-	-	-	-
		20%	-	29%	22%	-	-	-	-	-	29%	-	-	-	25%	-	-	-	-	-	50%	-	-	50%	-	-	-	-
Quite good	(+1)	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
		10%	33%	-	11%	-	-	50%	-	-	-	-	-	-	13%	-	-	-	-	-	-	-	-	-	-	100%	-	-
Neither good nor poor	(0)	6	1	5	6	-	-	1	-	-	5	-	-	1	5	-	-	1	-	-	1	2	-	1	1	-	-	-
		60%	33%	71%	67%	-	-	50%	-	-	71%	-	-	50%	63%	-	-	100%	-	-	50%	100%	-	50%	50%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	33%	-	-	100%	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
NET: Poor		1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	33%	-	-	100%	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Mean		0.30	-0.33	0.57	0.56	-2.00	-	0.50	-2.00	-	0.57	-	-	-1.00	0.63	-	-	0.00	-	-	1.00	0.00	-	1.00	-1.00	1.00	-	-
Standard deviation		1.16	1.53	0.98	0.88	-	-	0.71	-	-	0.98	-	-	1.41	0.92	-	-	-	-	-	1.41	0.00	-	1.41	1.41	-	-	-
Standard error		0.37	0.88	0.37	0.29	-	-	0.50	-	-	0.37	-	-	1.00	0.32	-	-	-	-	-	1.00	0.00	-	1.00	1.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 206

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		3	1	-	1	-
		30%	50%	-	100%	-
Very good	(+2)	2	-	-	1	-
		20%	-	-	100%	-
Quite good	(+1)	1	1	-	-	-
		10%	50%	-	-	-
Neither good nor poor	(0)	6	1	1	-	2
		60%	50%	100%	-	100%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	1	-	-	-	-
		10%	-	-	-	-
NET: Poor		1	-	-	-	-
		10%	-	-	-	-
Mean		0.30	0.50	0.00	2.00	0.00
Standard deviation		1.16	0.71	-	-	0.00
Standard error		0.37	0.50	-	-	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 207

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Push notifications****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
Base	10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good	5	1	4	5	-	-	1	-	-	4	-	-	1	4	-	-	-	-	-	2	-	-	1	1	1	-	-
	50%	33%	57%	56%	-	-	50%	-	-	57%	-	-	50%	50%	-	-	-	-	-	100%	-	-	50%	50%	100%	-	-
Very good	(+2)	2	-	2	2	-	-	-	-	2	-	-	1	1	-	-	-	-	-	2	-	-	-	-	-	-	-
	20%	-	29%	22%	-	-	-	-	-	29%	-	-	50%	13%	-	-	-	-	-	100%	-	-	-	-	-	-	-
Quite good	(+1)	3	1	2	3	-	1	-	-	2	-	-	-	3	-	-	-	-	-	-	-	-	1	1	1	-	-
	30%	33%	29%	33%	-	-	50%	-	-	29%	-	-	-	38%	-	-	-	-	-	-	-	-	50%	50%	100%	-	-
Neither good nor poor	(0)	3	1	2	3	-	1	-	-	2	-	-	-	3	-	-	1	-	-	-	2	-	-	-	-	-	-
	30%	33%	29%	33%	-	-	50%	-	-	29%	-	-	-	38%	-	-	100%	-	-	-	100%	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	2	1	1	1	1	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1	1	-	-	-
	20%	33%	14%	11%	100%	-	-	100%	-	14%	-	-	50%	13%	-	-	-	-	-	-	-	-	50%	50%	-	-	-
NET: Poor	2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1	1	-	-	-
	20%	33%	14%	11%	100%	-	-	100%	-	14%	-	-	50%	13%	-	-	-	-	-	-	-	-	50%	50%	-	-	-
Mean	0.30	-0.33	0.57	0.56	-2.00	-	0.50	-2.00	-	0.57	-	-	0.00	0.38	-	-	0.00	-	-	2.00	0.00	-	-0.50	-0.50	1.00	-	-
Standard deviation	1.42	1.53	1.40	1.24	-	-	0.71	-	-	1.40	-	-	2.83	1.19	-	-	-	-	-	0.00	0.00	-	2.12	2.12	-	-	-
Standard error	0.45	0.88	0.53	0.41	-	-	0.50	-	-	0.53	-	-	2.00	0.42	-	-	-	-	-	0.00	0.00	-	1.50	1.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 207

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		5 50%	2 100%	- -	1 100%	1 50%
Very good	(+2)	2 20%	1 50%	- -	1 100%	1 50%
Quite good	(+1)	3 30%	1 50%	- -	- -	- -
Neither good nor poor	(0)	3 30%	- -	1 100%	- -	1 50%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	2 20%	- -	- -	- -	- -
NET: Poor		2 20%	- -	- -	- -	- -
Mean		0.30	1.50	0.00	2.00	1.00
Standard deviation		1.42	0.71	-	-	1.41
Standard error		0.45	0.50	-	-	1.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 208

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Customisation options****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-east Ireland
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good		5	1	4	5	-	-	1	-	-	4	-	-	1	4	-	-	-	-	-	2	1	-	1	-	1	-	-
		50%	33%	57%	56%	-	-	50%	-	-	57%	-	-	50%	50%	-	-	-	-	-	100%	50%	-	50%	-	100%	-	-
Very good	(+2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
		10%	-	14%	11%	-	-	-	-	-	14%	-	-	-	13%	-	-	-	-	-	50%	-	-	-	-	-	-	-
Quite good	(+1)	4	1	3	4	-	-	1	-	-	3	-	-	1	3	-	-	-	-	-	1	1	-	1	-	1	-	-
		40%	33%	43%	44%	-	-	50%	-	-	43%	-	-	50%	38%	-	-	-	-	-	50%	50%	-	50%	-	100%	-	-
Neither good nor poor	(0)	4	1	3	4	-	-	1	-	-	3	-	-	-	4	-	-	1	-	-	-	1	-	1	1	-	-	-
		40%	33%	43%	44%	-	-	50%	-	-	43%	-	-	-	50%	-	-	100%	-	-	-	50%	-	50%	50%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	33%	-	-	100%	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
NET: Poor		1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		10%	33%	-	-	100%	-	-	100%	-	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Mean		0.40	-0.33	0.71	0.67	-2.00	-	0.50	-2.00	-	0.71	-	-	-0.50	0.63	-	-	0.00	-	-	1.50	0.50	-	0.50	-1.00	1.00	-	-
Standard deviation		1.07	1.53	0.76	0.71	-	-	0.71	-	-	0.76	-	-	2.12	0.74	-	-	-	-	-	0.71	0.71	-	0.71	1.41	-	-	-
Standard error		0.34	0.88	0.29	0.24	-	-	0.50	-	-	0.29	-	-	1.50	0.26	-	-	-	-	-	0.50	0.50	-	0.50	1.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 208

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		5 50%	2 100%	1 100%	1 100%	1 50%
Very good	(+2)	1 10%	- -	- -	1 100%	- -
Quite good	(+1)	4 40%	2 100%	1 100%	- -	1 50%
Neither good nor poor	(0)	4 40%	- -	- -	- -	1 50%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 10%	- -	- -	- -	- -
NET: Poor		1 10%	- -	- -	- -	- -
Mean		0.40	1.00	1.00	2.00	0.50
Standard deviation		1.07	0.00	-	-	0.71
Standard error		0.34	0.00	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 209

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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
Base	10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	-	2	2	-	2	2	1	-	-
NET: Good	6	1	5	6	-	-	1	-	-	5	-	-	1	5	-	-	1	-	-	-	2	1	-	1	-	1	-	-
	60%	33%	71%	67%	-	-	50%	-	-	71%	-	-	50%	63%	-	-	100%	-	-	-	100%	50%	-	50%	-	100%	-	-
Very good	(+2)	3	-	3	3	-	-	-	-	3	-	-	-	3	-	-	1	-	-	-	1	1	-	-	-	-	-	-
	30%	-	43%	33%	-	-	-	-	-	43%	-	-	-	38%	-	-	100%	-	-	-	50%	50%	-	-	-	-	-	-
Quite good	(+1)	3	1	2	3	-	-	1	-	-	2	-	-	1	2	-	-	-	-	-	1	-	-	1	-	1	-	-
	30%	33%	29%	33%	-	-	50%	-	-	29%	-	-	50%	25%	-	-	-	-	-	-	50%	-	-	50%	-	100%	-	-
Neither good nor poor	(0)	2	1	1	2	-	-	1	-	-	1	-	-	-	2	-	-	-	-	-	-	1	-	1	-	-	-	-
	20%	33%	14%	22%	-	-	50%	-	-	14%	-	-	-	25%	-	-	-	-	-	-	-	50%	-	50%	-	-	-	-
Quite poor	(-1)	2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
	20%	33%	14%	11%	100%	-	-	100%	-	14%	-	-	50%	13%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	20%	33%	14%	11%	100%	-	-	100%	-	14%	-	-	50%	13%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
Mean	0.70	0.00	1.00	0.89	-1.00	-	0.50	-1.00	-	1.00	-	-	0.00	0.88	-	-	2.00	-	-	-	1.50	1.00	-	0.50	-1.00	1.00	-	-
Standard deviation	1.16	1.00	1.15	1.05	-	-	0.71	-	-	1.15	-	-	1.41	1.13	-	-	-	-	-	-	0.71	1.41	-	0.71	0.00	-	-	-
Standard error	0.37	0.58	0.44	0.35	-	-	0.50	-	-	0.44	-	-	1.00	0.40	-	-	-	-	-	-	0.50	1.00	-	0.50	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 209

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		6 60%	2 100%	1 100%	1 100%	2 100%
Very good	(+2)	3 30%	- -	1 100%	1 100%	1 50%
Quite good	(+1)	3 30%	2 100%	- -	- -	1 50%
Neither good nor poor	(0)	2 20%	- -	- -	- -	- -
Quite poor	(-1)	2 20%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 20%	- -	- -	- -	- -
Mean		0.70	1.00	2.00	2.00	1.50
Standard deviation		1.16	0.00	-	-	0.71
Standard error		0.37	0.00	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 210

Q20b. You said you use BeyondPod to access podcasts. How good or bad, are they on each of the following?**The service is free****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-east Ireland
Base		10	3	7	9	1	-	2	1	-	7	-	-	2	8	-	-	1	-	-	2	2	-	2	2	1	-	-
NET: Good		7	2	5	6	1	-	1	1	-	5	-	-	2	5	-	-	1	-	-	2	1	-	-	2	1	-	-
		70%	67%	71%	67%	100%	-	50%	100%	-	71%	-	-	100%	63%	-	-	100%	-	-	100%	50%	-	-	100%	100%	-	-
Very good	(+2)	4	1	3	3	1	-	-	1	-	3	-	-	1	3	-	-	-	-	-	1	1	-	-	2	-	-	-
		40%	33%	43%	33%	100%	-	-	100%	-	43%	-	-	50%	38%	-	-	-	-	-	50%	50%	-	-	100%	-	-	-
Quite good	(+1)	3	1	2	3	-	-	1	-	-	2	-	-	1	2	-	-	1	-	-	1	-	-	-	-	1	-	-
		30%	33%	29%	33%	-	-	50%	-	-	29%	-	-	50%	25%	-	-	100%	-	-	50%	-	-	-	-	100%	-	-
Neither good nor poor	(0)	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
		10%	33%	-	11%	-	-	50%	-	-	-	-	-	-	13%	-	-	-	-	-	-	50%	-	-	-	-	-	-
Quite poor	(-1)	2	-	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-
		20%	-	29%	22%	-	-	-	-	-	29%	-	-	-	25%	-	-	-	-	-	-	-	-	100%	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	-	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-
		20%	-	29%	22%	-	-	-	-	-	29%	-	-	-	25%	-	-	-	-	-	-	-	-	100%	-	-	-	-
Mean		0.90	1.00	0.86	0.78	2.00	-	0.50	2.00	-	0.86	-	-	1.50	0.75	-	-	1.00	-	-	1.50	1.00	-	-1.00	2.00	1.00	-	-
Standard deviation		1.20	1.00	1.35	1.20	-	-	0.71	-	-	1.35	-	-	0.71	1.28	-	-	-	-	-	0.71	1.41	-	0.00	0.00	-	-	-
Standard error		0.38	0.58	0.51	0.40	-	-	0.50	-	-	0.51	-	-	0.50	0.45	-	-	-	-	-	0.50	1.00	-	0.00	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 210

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		10	2	1	1	2
NET: Good		7	2	1	1	2
		70%	100%	100%	100%	100%
Very good	(+2)	4	-	1	1	-
		40%	-	100%	100%	-
Quite good	(+1)	3	2	-	-	2
		30%	100%	-	-	100%
Neither good nor poor	(0)	1	-	-	-	-
		10%	-	-	-	-
Quite poor	(-1)	2	-	-	-	-
		20%	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		2	-	-	-	-
		20%	-	-	-	-
Mean		0.90	1.00	2.00	2.00	1.00
Standard deviation		1.20	0.00	-	-	0.00
Standard error		0.38	0.00	-	-	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 211

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

		Aspects															Social sharing options, e.g. short clip shares	
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	The service is free
Base		3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
NET: Good		2 67%	3 100%	3 100%	3 100%	3 100%	2 67%	2 67%	2 67%	3 100%	3 100%	3 100%	2 67%	3 100%	2 67%	3 100%	3 100%	2 67%
Very good	(+2)	- -	1 33%	1 33%	1 33%	-	1 33%	-	-	-	1 33%	1 33%	-	-	-	1 33%	-	1 33%
Quite good	(+1)	2 67%	2 67%	2 67%	2 67%	3 100%	1 33%	2 67%	2 67%	3 100%	2 67%	2 67%	2 67%	3 100%	2 67%	2 67%	3 100%	1 33%
Neither good nor poor	(0)	1 33%	-	-	-	-	1 33%	1 33%	1 33%	-	-	-	1 33%	-	1 33%	-	-	1 33%
Quite poor	(-1)	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.67	1.33	1.33	1.33	1.00	1.00	0.67	0.67	1.00	1.33	1.33	0.67	1.00	0.67	1.33	1.00	1.00
Standard deviation		0.58	0.58	0.58	0.58	0.00	1.00	0.58	0.58	0.00	0.58	0.58	0.58	0.00	0.58	0.58	0.00	1.00
Standard error		0.33	0.33	0.33	0.33	0.00	0.58	0.33	0.33	0.00	0.33	0.33	0.33	0.00	0.33	0.33	0.00	0.58

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 212

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Range 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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.67	-	0.67	-	0.67	-	-	-	-	-	0.67	-	1.00	1.00	0.00	-	-	-	0.00	-	-	-	-	1.00	-	-	-
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 212

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		2 67%	2 100%	-	-	1 100%
Very good	(+2)	-	-	-	-	-
Quite good	(+1)	2 67%	2 100%	-	-	1 100%
Neither good nor poor	(0)	1 33%	-	1 100%	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.67	1.00	0.00	-	1.00
Standard deviation		0.58	0.00	-	-	-
Standard error		0.33	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 213

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	100%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	-	100%	100%	-	-	-	100%	-	-	-	-	50%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.33	-	1.33	-	1.33	-	-	-	-	-	1.33	-	2.00	1.00	1.00	-	-	-	1.00	-	-	-	-	1.50	-	-	-
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.71	-	-	-
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	-	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 213

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	1 33%	1 50%	-	-	1 100%
Quite good	(+1)	2 67%	1 50%	1 100%	-	-
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.33	1.50	1.00	-	2.00
Standard deviation		0.58	0.71	-	-	-
Standard error		0.33	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 214

Q20b. You said you use DoggCatcher 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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	100%	-	-	-	-	-	-	-	-	-	50%	-	-	-	
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	-	1	1	-	-	-	1	-	-	-	1	-	-	-	
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	-	100%	100%	-	-	-	100%	-	-	-	50%	-	-	-	
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.33	-	1.33	-	1.33	-	-	-	-	-	1.33	-	2.00	1.00	1.00	-	-	-	1.00	-	-	-	1.50	-	-	-	
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	0.71	-	-	-	
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	0.50	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 214

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	1 33%	1 50%	-	-	1 100%
Quite good	(+1)	2 67%	1 50%	1 100%	-	-
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.33	1.50	1.00	-	2.00
Standard deviation		0.58	0.71	-	-	-
Standard error		0.33	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 215

Q20b. You said you use DoggCatcher 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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	100%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	-	100%	100%	-	-	-	100%	-	-	-	-	50%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.33	-	1.33	-	1.33	-	-	-	-	-	1.33	-	2.00	1.00	1.00	-	-	-	1.00	-	-	-	-	1.50	-	-	-
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.71	-	-	-
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	-	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 215

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	1 33%	1 50%	-	-	1 100%
Quite good	(+1)	2 67%	1 50%	1 100%	-	-
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.33	1.50	1.00	-	2.00
Standard deviation		0.58	0.71	-	-	-
Standard error		0.33	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 216

Q20b. You said you use DoggCatcher 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
Base	3	-	3	-	3	-	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good	3	-	3	-	3	-	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
	100%	-	100%	-	100%	-	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
	100%	-	100%	-	100%	-	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.00	-	1.00	-	1.00	-	-	-	-	-	-	1.00	-	1.00	1.00	1.00	-	-	-	1.00	-	-	-	-	1.00	-	-	-
Standard deviation	0.00	-	0.00	-	0.00	-	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error	0.00	-	0.00	-	0.00	-	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 216

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	3 100%	2 100%	1 100%	-	1 100%
Neither good nor poor	(0)	- -	- -	- -	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.00	1.00	1.00	-	1.00
Standard deviation		0.00	0.00	-	-	-
Standard error		0.00	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 217

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

Auto-download of episodes

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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	100%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Quite good	(+1)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	100%	-	-	-	-	-	-	-	-	-	50%	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.00	-	1.00	-	1.00	-	-	-	-	-	1.00	-	2.00	1.00	0.00	-	-	-	0.00	-	-	-	-	1.50	-	-	-
Standard deviation		1.00	-	1.00	-	1.00	-	-	-	-	-	1.00	-	-	-	-	-	-	-	-	-	-	-	-	0.71	-	-	-
Standard error		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 217

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		2 67%	2 100%	-	-	1 100%
Very good	(+2)	1 33%	1 50%	-	-	1 100%
Quite good	(+1)	1 33%	1 50%	-	-	-
Neither good nor poor	(0)	1 33%	-	1 100%	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.00	1.50	0.00	-	2.00
Standard deviation		1.00	0.71	-	-	-
Standard error		0.58	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 218

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	100%	-	-	-	
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	100%	-	-	-	
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		0.67	-	0.67	-	0.67	-	-	-	-	-	0.67	-	1.00	1.00	0.00	-	-	-	0.00	-	-	-	-	1.00	-	-	-
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-	
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 218

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		2 67%	2 100%	-	-	1 100%
Very good	(+2)	-	-	-	-	-
Quite good	(+1)	2 67%	2 100%	-	-	1 100%
Neither good nor poor	(0)	1 33%	-	1 100%	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.67	1.00	0.00	-	1.00
Standard deviation		0.58	0.00	-	-	-
Standard error		0.33	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 219

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	100%	-	-	-	
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		0.67	-	0.67	-	0.67	-	-	-	-	-	0.67	-	1.00	1.00	0.00	-	-	-	0.00	-	-	-	-	1.00	-	-	-
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 219

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		2 67%	2 100%	- -	- -	1 100%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	2 67%	2 100%	- -	- -	1 100%
Neither good nor poor	(0)	1 33%	- -	1 100%	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.67	1.00	0.00	-	1.00
Standard deviation		0.58	0.00	-	-	-
Standard error		0.33	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 220

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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
Base	3	-	3	-	3	-	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good	3	-	3	-	3	-	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
	100%	-	100%	-	100%	-	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
	100%	-	100%	-	100%	-	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.00	-	1.00	-	1.00	-	-	-	-	-	-	1.00	-	1.00	1.00	1.00	-	-	-	1.00	-	-	-	-	1.00	-	-	-
Standard deviation	0.00	-	0.00	-	0.00	-	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error	0.00	-	0.00	-	0.00	-	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 220

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

Can use it easily on my smartphone

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	3 100%	2 100%	1 100%	-	1 100%
Neither good nor poor	(0)	- -	- -	- -	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.00	1.00	1.00	-	1.00
Standard deviation		0.00	0.00	-	-	-
Standard error		0.00	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 221

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	100%	-	-	-	-	-	-	-	-	-	50%	-	-	-	
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	-	1	1	-	-	-	1	-	-	-	1	-	-	-	
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	-	100%	100%	-	-	-	100%	-	-	-	50%	-	-	-	
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.33	-	1.33	-	1.33	-	-	-	-	-	1.33	-	2.00	1.00	1.00	-	-	-	1.00	-	-	-	1.50	-	-	-	
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	0.71	-	-	-	
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	0.50	-	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 221

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	1 33%	1 50%	-	-	1 100%
Quite good	(+1)	2 67%	1 50%	1 100%	-	-
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.33	1.50	1.00	-	2.00
Standard deviation		0.58	0.71	-	-	-
Standard error		0.33	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 222

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.33	-	1.33	-	1.33	-	-	-	-	-	1.33	-	1.00	1.00	2.00	-	-	-	2.00	-	-	-	-	1.00	-	-	-
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 222

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	1 33%	-	1 100%	-	-
Quite good	(+1)	2 67%	2 100%	-	-	1 100%
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.33	1.00	2.00	-	1.00
Standard deviation		0.58	0.00	-	-	-
Standard error		0.33	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 223

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Episode previews****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
Base	3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
	67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	2	-	2	-	2	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
	67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
	33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.67	-	0.67	-	0.67	-	-	-	-	-	0.67	-	1.00	1.00	0.00	-	-	-	0.00	-	-	-	-	1.00	-	-	-
Standard deviation	0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error	0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 223

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		2 67%	2 100%	-	-	1 100%
Very good	(+2)	-	-	-	-	-
Quite good	(+1)	2 67%	2 100%	-	-	1 100%
Neither good nor poor	(0)	1 33%	-	1 100%	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.67	1.00	0.00	-	1.00
Standard deviation		0.58	0.00	-	-	-
Standard error		0.33	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 224

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.00	-	1.00	-	1.00	-	-	-	-	-	1.00	-	1.00	1.00	1.00	-	-	-	1.00	-	-	-	-	1.00	-	-	-
Standard deviation		0.00	-	0.00	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error		0.00	-	0.00	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 224

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3	2	1	-	1
		100%	100%	100%	-	100%
Very good	(+2)	-	-	-	-	-
		-	-	-	-	-
Quite good	(+1)	3	2	1	-	1
		100%	100%	100%	-	100%
Neither good nor poor	(0)	-	-	-	-	-
		-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.00	1.00	1.00	-	1.00
Standard deviation		0.00	0.00	-	-	-
Standard error		0.00	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 225

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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-east Ireland
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.67	-	0.67	-	0.67	-	-	-	-	-	0.67	-	1.00	1.00	0.00	-	-	-	0.00	-	-	-	-	1.00	-	-	-
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 225

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		2 67%	2 100%	- -	- -	1 100%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	2 67%	2 100%	- -	- -	1 100%
Neither good nor poor	(0)	1 33%	- -	1 100%	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.67	1.00	0.00	-	1.00
Standard deviation		0.58	0.00	-	-	-
Standard error		0.33	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 226

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Push notifications****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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	100%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Quite good	(+1)	2	-	2	-	2	-	-	-	-	-	2	-	-	1	1	-	-	-	1	-	-	-	-	1	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	-	100%	100%	-	-	-	100%	-	-	-	-	50%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.33	-	1.33	-	1.33	-	-	-	-	-	1.33	-	2.00	1.00	1.00	-	-	-	1.00	-	-	-	-	1.50	-	-	-
Standard deviation		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.71	-	-	-
Standard error		0.33	-	0.33	-	0.33	-	-	-	-	-	0.33	-	-	-	-	-	-	-	-	-	-	-	-	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 226

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	1 33%	1 50%	-	-	1 100%
Quite good	(+1)	2 67%	1 50%	1 100%	-	-
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.33	1.50	1.00	-	2.00
Standard deviation		0.58	0.71	-	-	-
Standard error		0.33	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 227

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Customisation options****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 Ireland
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.00	-	1.00	-	1.00	-	-	-	-	-	1.00	-	1.00	1.00	1.00	-	-	-	1.00	-	-	-	-	1.00	-	-	-
Standard deviation		0.00	-	0.00	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error		0.00	-	0.00	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 227

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	-	-	-	-	-
		-	-	-	-	-
Quite good	(+1)	3 100%	2 100%	1 100%	-	1 100%
Neither good nor poor	(0)	-	-	-	-	-
		-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.00	1.00	1.00	-	1.00
Standard deviation		0.00	0.00	-	-	-
Standard error		0.00	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 228

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
		67%	-	67%	-	67%	-	-	-	-	-	67%	-	100%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	100%	-	-	-	-	-	-	-	-	-	-	50%	-	-	-
Quite good	(+1)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	100%	-	-	-	-	-	-	-	-	-	50%	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		33%	-	33%	-	33%	-	-	-	-	-	33%	-	-	-	100%	-	-	-	100%	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.00	-	1.00	-	1.00	-	-	-	-	-	1.00	-	2.00	1.00	0.00	-	-	-	0.00	-	-	-	-	1.50	-	-	-
Standard deviation		1.00	-	1.00	-	1.00	-	-	-	-	-	1.00	-	-	-	-	-	-	-	-	-	-	-	-	0.71	-	-	-
Standard error		0.58	-	0.58	-	0.58	-	-	-	-	-	0.58	-	-	-	-	-	-	-	-	-	-	-	-	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 228

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		2 67%	2 100%	-	-	1 100%
Very good	(+2)	1 33%	1 50%	-	-	1 100%
Quite good	(+1)	1 33%	1 50%	-	-	-
Neither good nor poor	(0)	1 33%	-	1 100%	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.00	1.50	0.00	-	2.00
Standard deviation		1.00	0.71	-	-	-
Standard error		0.58	0.50	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 229

Q20b. You said you use DoggCatcher to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
NET: Good		3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite good	(+1)	3	-	3	-	3	-	-	-	-	-	3	-	1	1	1	-	-	-	1	-	-	-	-	2	-	-	-
		100%	-	100%	-	100%	-	-	-	-	-	100%	-	100%	100%	100%	-	-	-	100%	-	-	-	-	100%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.00	-	1.00	-	1.00	-	-	-	-	-	1.00	-	1.00	1.00	1.00	-	-	-	1.00	-	-	-	-	1.00	-	-	-
Standard deviation		0.00	-	0.00	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-
Standard error		0.00	-	0.00	-	0.00	-	-	-	-	-	0.00	-	-	-	-	-	-	-	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 229

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		3	2	1	-	1
NET: Good		3 100%	2 100%	1 100%	-	1 100%
Very good	(+2)	-	-	-	-	-
		-	-	-	-	-
Quite good	(+1)	3 100%	2 100%	1 100%	-	1 100%
Neither good nor poor	(0)	-	-	-	-	-
		-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.00	1.00	1.00	-	1.00
Standard deviation		0.00	0.00	-	-	-
Standard error		0.00	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 230

Q20b. You said you use Stitcher 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	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	Social sharing options, e.g. short clip shares	The service is free
Base		9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	
NET: Good		8 89%	9 100%	9 100%	7 78%	8 89%	6 67%	6 67%	9 100%	6 67%	5 56%	4 44%	7 78%	6 67%	5 56%	5 56%	5 56%	9 100%	
Very good	(+2)	5 56%	3 33%	6 67%	4 44%	6 67%	5 56%	5 56%	4 44%	6 67%	4 44%	4 44%	3 33%	4 44%	4 44%	3 33%	4 44%	3 33%	5 56%
Quite good	(+1)	3 33%	6 67%	3 33%	3 33%	2 22%	1 11%	1 11%	2 22%	3 33%	2 22%	1 11%	1 11%	3 33%	2 22%	2 22%	1 11%	2 22%	4 44%
Neither good nor poor	(0)	1 11%	-	-	2 22%	1 11%	3 33%	3 33%	3 33%	-	3 33%	4 44%	5 56%	2 22%	3 33%	4 44%	3 33%	4 44%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 11%	-	-
Mean		1.44	1.33	1.67	1.22	1.56	1.22	1.22	1.11	1.67	1.11	1.00	0.78	1.22	1.11	0.89	0.89	0.89	1.56
Standard deviation		0.73	0.50	0.50	0.83	0.73	0.97	0.97	0.93	0.50	0.93	1.00	0.97	0.83	0.93	0.93	1.17	0.93	0.53
Standard error		0.24	0.17	0.17	0.28	0.24	0.32	0.32	0.31	0.17	0.31	0.33	0.32	0.28	0.31	0.31	0.39	0.31	0.18

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 231

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Range 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
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		8	1	7	5	3	-	-	1	-	5	2	-	6	1	1	1	-	3	-	-	1	-	-	2	1	-	-
		89%	50%	100%	100%	100%	-	-	100%	-	100%	100%	-	86%	100%	100%	100%	-	100%	-	-	100%	-	-	67%	100%	-	-
Very good	(+2)	5	1	4	4	1	-	-	1	-	4	-	-	3	1	1	1	-	1	-	-	1	-	-	1	1	-	-
		56%	50%	57%	80%	33%	-	-	100%	-	80%	-	-	43%	100%	100%	100%	-	33%	-	-	100%	-	-	33%	100%	-	-
Quite good	(+1)	3	-	3	1	2	-	-	-	-	1	2	-	3	-	-	-	-	2	-	-	-	-	-	1	-	-	-
		33%	-	43%	20%	67%	-	-	-	-	20%	100%	-	43%	-	-	-	-	67%	-	-	-	-	-	33%	-	-	-
Neither good nor poor	(0)	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		11%	50%	-	-	-	100%	-	-	100%	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	33%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.44	1.00	1.57	1.80	1.33	0.00	-	2.00	0.00	1.80	1.00	-	1.29	2.00	2.00	2.00	-	1.33	-	-	2.00	-	-	1.00	2.00	-	-
Standard deviation		0.73	1.41	0.53	0.45	0.58	-	-	-	-	0.45	0.00	-	0.76	-	-	-	-	0.58	-	-	-	-	-	1.00	-	-	-
Standard error		0.24	1.00	0.20	0.20	0.33	-	-	-	-	0.20	0.00	-	0.29	-	-	-	-	0.33	-	-	-	-	-	0.58	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 231

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		8	3	-	2	-
		89%	100%	-	67%	-
Very good	(+2)	5	2	-	1	-
		56%	67%	-	33%	-
Quite good	(+1)	3	1	-	1	-
		33%	33%	-	33%	-
Neither good nor poor	(0)	1	-	-	1	1
		11%	-	-	33%	100%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.44	1.67	-	1.00	0.00
Standard deviation		0.73	0.58	-	1.00	-
Standard error		0.24	0.33	-	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 232

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	-	-	100%	-	-	100%	100%	-	-
Very good	(+2)	3	-	3	3	-	-	-	-	-	3	-	-	1	1	1	-	-	1	-	-	1	-	-	1	-	-	-
		33%	-	43%	60%	-	-	-	-	-	60%	-	-	14%	100%	100%	-	-	33%	-	-	100%	-	-	33%	-	-	-
Quite good	(+1)	6	2	4	2	3	1	-	1	1	2	2	-	6	-	-	1	-	2	-	-	-	-	-	2	1	-	-
		67%	100%	57%	40%	100%	100%	-	100%	100%	40%	100%	-	86%	-	-	100%	-	67%	-	-	-	-	-	67%	100%	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.33	1.00	1.43	1.60	1.00	1.00	-	1.00	1.00	1.60	1.00	-	1.14	2.00	2.00	1.00	-	1.33	-	-	2.00	-	-	1.33	1.00	-	-
Standard deviation		0.50	0.00	0.53	0.55	0.00	-	-	-	-	0.55	0.00	-	0.38	-	-	-	-	0.58	-	-	-	-	-	0.58	-	-	-
Standard error		0.17	0.00	0.20	0.24	0.00	-	-	-	-	0.24	0.00	-	0.14	-	-	-	-	0.33	-	-	-	-	-	0.33	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 232

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		9 100%	3 100%	-	3 100%	1 100%
Very good	(+2)	3 33%	-	-	1 33%	-
Quite good	(+1)	6 67%	3 100%	-	2 67%	1 100%
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.33	1.00	-	1.33	1.00
Standard deviation		0.50	0.00	-	0.58	-
Standard error		0.17	0.00	-	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 233

Q20b. You said you use Stitcher 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 Ireland
Base	9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good	9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	-	-	100%	-	-	100%	100%	-	-
Very good	(+2)	6	1	5	4	2	-	1	-	4	1	-	4	1	1	-	-	3	-	-	1	-	-	1	1	-	-
	67%	50%	71%	80%	67%	-	-	100%	-	80%	50%	-	57%	100%	100%	-	-	100%	-	-	100%	-	-	33%	100%	-	-
Quite good	(+1)	3	1	2	1	1	-	-	1	1	1	-	3	-	-	1	-	-	-	-	-	-	-	2	-	-	-
	33%	50%	29%	20%	33%	100%	-	-	100%	20%	50%	-	43%	-	-	100%	-	-	-	-	-	-	-	67%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.67	1.50	1.71	1.80	1.67	1.00	-	2.00	1.00	1.80	1.50	-	1.57	2.00	2.00	1.00	-	2.00	-	-	2.00	-	-	1.33	2.00	-	-
Standard deviation	0.50	0.71	0.49	0.45	0.58	-	-	-	-	0.45	0.71	-	0.53	-	-	-	-	0.00	-	-	-	-	-	0.58	-	-	-
Standard error	0.17	0.50	0.18	0.20	0.33	-	-	-	-	0.20	0.50	-	0.20	-	-	-	-	0.00	-	-	-	-	-	0.33	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 233

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		9	3	-	3	1
		100%	100%	-	100%	100%
Very good	(+2)	6	2	-	1	-
		67%	67%	-	33%	-
Quite good	(+1)	3	1	-	2	1
		33%	33%	-	67%	100%
Neither good nor poor	(0)	-	-	-	-	-
		-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.67	1.67	-	1.33	1.00
Standard deviation		0.50	0.58	-	0.58	-
Standard error		0.17	0.33	-	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 234

Q20b. You said you use Stitcher 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 Ireland
Base	9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good	7	2	5	4	2	1	-	1	1	4	1	-	5	1	1	-	-	3	-	-	1	-	-	2	1	-	-
	78%	100%	71%	80%	67%	100%	-	100%	100%	80%	50%	-	71%	100%	100%	-	-	100%	-	-	100%	-	-	67%	100%	-	-
Very good	(+2)	4	1	3	3	1	-	1	-	3	-	-	2	1	1	-	-	1	-	-	1	-	-	1	1	-	-
	44%	50%	43%	60%	33%	-	-	100%	-	60%	-	-	29%	100%	100%	-	-	33%	-	-	100%	-	-	33%	100%	-	-
Quite good	(+1)	3	1	2	1	1	-	-	1	1	1	-	3	-	-	-	-	2	-	-	-	-	-	1	-	-	-
	33%	50%	29%	20%	33%	100%	-	-	100%	20%	50%	-	43%	-	-	-	-	67%	-	-	-	-	-	33%	-	-	-
Neither good nor poor	(0)	2	-	2	1	1	-	-	-	1	1	-	2	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	22%	-	29%	20%	33%	-	-	-	-	20%	50%	-	29%	-	-	100%	-	-	-	-	-	-	-	33%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.22	1.50	1.14	1.40	1.00	1.00	-	2.00	1.00	1.40	0.50	-	1.00	2.00	2.00	0.00	-	1.33	-	-	2.00	-	-	1.00	2.00	-	-
Standard deviation	0.83	0.71	0.90	0.89	1.00	-	-	-	-	0.89	0.71	-	0.82	-	-	-	-	0.58	-	-	-	-	-	1.00	-	-	-
Standard error	0.28	0.50	0.34	0.40	0.58	-	-	-	-	0.40	0.50	-	0.31	-	-	-	-	0.33	-	-	-	-	-	0.58	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 234

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		7	2	-	2	1
		78%	67%	-	67%	100%
Very good	(+2)	4	1	-	1	-
		44%	33%	-	33%	-
Quite good	(+1)	3	1	-	1	1
		33%	33%	-	33%	100%
Neither good nor poor	(0)	2	1	-	1	-
		22%	33%	-	33%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.22	1.00	-	1.00	1.00
Standard deviation		0.83	1.00	-	1.00	-
Standard error		0.28	0.58	-	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 235

Q20b. You said you use Stitcher 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
Base	9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good	8	2	6	5	2	1	-	1	1	5	1	-	6	1	1	1	-	3	-	-	1	-	-	2	1	-	-
	89%	100%	86%	100%	67%	100%	-	100%	100%	100%	50%	-	86%	100%	100%	100%	-	100%	-	-	100%	-	-	67%	100%	-	-
Very good	(+2)	6	1	5	5	1	-	1	-	5	-	-	4	1	1	1	-	2	-	-	1	-	-	1	1	-	-
	67%	50%	71%	100%	33%	-	-	100%	-	100%	-	-	57%	100%	100%	100%	-	67%	-	-	100%	-	-	33%	100%	-	-
Quite good	(+1)	2	1	1	-	1	-	-	1	-	1	-	2	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	22%	50%	14%	-	33%	100%	-	-	100%	-	50%	-	29%	-	-	-	-	33%	-	-	-	-	-	33%	-	-	-
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	11%	-	14%	-	33%	-	-	-	-	-	50%	-	14%	-	-	-	-	-	-	-	-	-	-	33%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.56	1.50	1.57	2.00	1.00	1.00	-	2.00	1.00	2.00	0.50	-	1.43	2.00	2.00	2.00	-	1.67	-	-	2.00	-	-	1.00	2.00	-	-
Standard deviation	0.73	0.71	0.79	0.00	1.00	-	-	-	-	0.00	0.71	-	0.79	-	-	-	-	0.58	-	-	-	-	-	1.00	-	-	-
Standard error	0.24	0.50	0.30	0.00	0.58	-	-	-	-	0.00	0.50	-	0.30	-	-	-	-	0.33	-	-	-	-	-	0.58	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 235

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		8	3	-	2	1
		89%	100%	-	67%	100%
Very good	(+2)	6	2	-	1	-
		67%	67%	-	33%	-
Quite good	(+1)	2	1	-	1	1
		22%	33%	-	33%	100%
Neither good nor poor	(0)	1	-	-	1	-
		11%	-	-	33%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.56	1.67	-	1.00	1.00
Standard deviation		0.73	0.58	-	1.00	-
Standard error		0.24	0.33	-	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 236

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		6	-	6	5	1	-	-	-	-	5	1	-	4	1	1	1	-	3	-	-	1	-	-	1	-	-	-
		67%	-	86%	100%	33%	-	-	-	-	100%	50%	-	57%	100%	100%	100%	-	100%	-	-	100%	-	-	33%	-	-	-
Very good	(+2)	5	-	5	5	-	-	-	-	-	5	-	-	3	1	1	1	-	2	-	-	1	-	-	1	-	-	-
		56%	-	71%	100%	-	-	-	-	-	100%	-	-	43%	100%	100%	100%	-	67%	-	-	100%	-	-	33%	-	-	-
Quite good	(+1)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
		11%	-	14%	-	33%	-	-	-	-	-	50%	-	14%	-	-	-	-	33%	-	-	-	-	-	-	-	-	-
Neither good nor poor	(0)	3	2	1	-	2	1	-	1	1	-	1	-	3	-	-	-	-	-	-	-	-	-	-	2	1	-	-
		33%	100%	14%	-	67%	100%	-	100%	100%	-	50%	-	43%	-	-	-	-	-	-	-	-	-	-	67%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.22	0.00	1.57	2.00	0.33	0.00	-	0.00	0.00	2.00	0.50	-	1.00	2.00	2.00	2.00	-	1.67	-	-	2.00	-	-	0.67	0.00	-	-
Standard deviation		0.97	0.00	0.79	0.00	0.58	-	-	-	-	0.00	0.71	-	1.00	-	-	-	-	0.58	-	-	-	-	-	1.15	-	-	-
Standard error		0.32	0.00	0.30	0.00	0.33	-	-	-	-	0.00	0.50	-	0.38	-	-	-	-	0.33	-	-	-	-	-	0.67	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 236

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		6 67%	2 67%	-	1 33%	-
Very good	(+2)	5 56%	1 33%	-	1 33%	-
Quite good	(+1)	1 11%	1 33%	-	-	-
Neither good nor poor	(0)	3 33%	1 33%	-	2 67%	1 100%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.22	1.00	-	0.67	0.00
Standard deviation		0.97	1.00	-	1.15	-
Standard error		0.32	0.58	-	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 237

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		6	-	6	5	1	-	-	-	-	5	1	-	4	1	1	1	-	3	-	-	1	-	-	1	-	-	-
		67%	-	86%	100%	33%	-	-	-	-	100%	50%	-	57%	100%	100%	100%	-	100%	-	-	100%	-	-	33%	-	-	-
Very good	(+2)	5	-	5	5	-	-	-	-	-	5	-	-	3	1	1	1	-	2	-	-	1	-	-	1	-	-	-
		56%	-	71%	100%	-	-	-	-	-	100%	-	-	43%	100%	100%	100%	-	67%	-	-	100%	-	-	33%	-	-	-
Quite good	(+1)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
		11%	-	14%	-	33%	-	-	-	-	-	50%	-	14%	-	-	-	-	33%	-	-	-	-	-	-	-	-	-
Neither good nor poor	(0)	3	2	1	-	2	1	-	1	1	-	1	-	3	-	-	-	-	-	-	-	-	-	-	2	1	-	-
		33%	100%	14%	-	67%	100%	-	100%	100%	-	50%	-	43%	-	-	-	-	-	-	-	-	-	-	67%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.22	0.00	1.57	2.00	0.33	0.00	-	0.00	0.00	2.00	0.50	-	1.00	2.00	2.00	2.00	-	1.67	-	-	2.00	-	-	0.67	0.00	-	-
Standard deviation		0.97	0.00	0.79	0.00	0.58	-	-	-	-	0.00	0.71	-	1.00	-	-	-	-	0.58	-	-	-	-	-	1.15	-	-	-
Standard error		0.32	0.00	0.30	0.00	0.33	-	-	-	-	0.00	0.50	-	0.38	-	-	-	-	0.33	-	-	-	-	-	0.67	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 237

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		6 67%	2 67%	-	1 33%	-
Very good	(+2)	5 56%	1 33%	-	1 33%	-
Quite good	(+1)	1 11%	1 33%	-	-	-
Neither good nor poor	(0)	3 33%	1 33%	-	2 67%	1 100%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.22	1.00	-	0.67	0.00
Standard deviation		0.97	1.00	-	1.15	-
Standard error		0.32	0.58	-	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 238

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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-east Ireland
Base	9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good	6	-	6	5	1	-	-	-	-	5	1	-	4	1	1	1	-	3	-	-	1	-	-	1	-	-	-
	67%	-	86%	100%	33%	-	-	-	-	100%	50%	-	57%	100%	100%	100%	-	100%	-	-	100%	-	-	33%	-	-	-
Very good	(+2)	4	-	4	4	-	-	-	-	4	-	-	2	1	1	1	-	1	-	-	1	-	-	1	-	-	-
	44%	-	57%	80%	-	-	-	-	-	80%	-	-	29%	100%	100%	100%	-	33%	-	-	100%	-	-	33%	-	-	-
Quite good	(+1)	2	-	2	1	1	-	-	-	1	1	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-
	22%	-	29%	20%	33%	-	-	-	-	20%	50%	-	29%	-	-	-	-	67%	-	-	-	-	-	-	-	-	-
Neither good nor poor	(0)	3	2	1	-	2	1	-	1	1	-	1	3	-	-	-	-	-	-	-	-	-	-	2	1	-	-
	33%	100%	14%	-	67%	100%	-	100%	100%	-	50%	-	43%	-	-	-	-	-	-	-	-	-	-	67%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.11	0.00	1.43	1.80	0.33	0.00	-	0.00	0.00	1.80	0.50	-	0.86	2.00	2.00	2.00	-	1.33	-	-	2.00	-	-	0.67	0.00	-	-
Standard deviation	0.93	0.00	0.79	0.45	0.58	-	-	-	-	0.45	0.71	-	0.90	-	-	-	-	0.58	-	-	-	-	-	1.15	-	-	-
Standard error	0.31	0.00	0.30	0.20	0.33	-	-	-	-	0.20	0.50	-	0.34	-	-	-	-	0.33	-	-	-	-	-	0.67	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 238

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		6 67%	2 67%	-	1 33%	-
Very good	(+2)	4 44%	1 33%	-	1 33%	-
Quite good	(+1)	2 22%	1 33%	-	-	-
Neither good nor poor	(0)	3 33%	1 33%	-	2 67%	1 100%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.11	1.00	-	0.67	0.00
Standard deviation		0.93	1.00	-	1.15	-
Standard error		0.31	0.58	-	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 239

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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 Ireland
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	-	-	100%	-	-	100%	100%	-	-
Very good	(+2)	6	1	5	4	2	-	-	1	-	4	1	-	4	1	1	1	-	2	-	-	1	-	-	1	1	-	-
		67%	50%	71%	80%	67%	-	-	100%	-	80%	50%	-	57%	100%	100%	100%	-	67%	-	-	100%	-	-	33%	100%	-	-
Quite good	(+1)	3	1	2	1	1	1	-	-	1	1	1	-	3	-	-	-	-	1	-	-	-	-	-	2	-	-	-
		33%	50%	29%	20%	33%	100%	-	-	100%	20%	50%	-	43%	-	-	-	-	33%	-	-	-	-	-	67%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.67	1.50	1.71	1.80	1.67	1.00	-	2.00	1.00	1.80	1.50	-	1.57	2.00	2.00	2.00	-	1.67	-	-	2.00	-	-	1.33	2.00	-	-
Standard deviation		0.50	0.71	0.49	0.45	0.58	-	-	-	-	0.45	0.71	-	0.53	-	-	-	-	0.58	-	-	-	-	-	0.58	-	-	-
Standard error		0.17	0.50	0.18	0.20	0.33	-	-	-	-	0.20	0.50	-	0.20	-	-	-	-	0.33	-	-	-	-	-	0.33	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 239

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		9	3	-	3	1
		100%	100%	-	100%	100%
Very good	(+2)	6	3	-	1	-
		67%	100%	-	33%	-
Quite good	(+1)	3	-	-	2	1
		33%	-	-	67%	100%
Neither good nor poor	(0)	-	-	-	-	-
		-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.67	2.00	-	1.33	1.00
Standard deviation		0.50	0.00	-	0.58	-
Standard error		0.17	0.00	-	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 240

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base	9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good	6 67%	1 50%	5 71%	5 100%	1 33%	-	-	1 100%	-	5 100%	-	-	4 57%	1 100%	1 100%	1 100%	-	2 67%	-	-	1 100%	-	-	1 33%	1 100%	-	-
Very good	(+2) 4 44%	1 50%	3 43%	3 60%	1 33%	-	-	1 100%	-	3 60%	-	-	2 29%	1 100%	1 100%	-	-	1 33%	-	-	1 100%	-	-	1 33%	1 100%	-	-
Quite good	(+1) 2 22%	-	2 29%	2 40%	-	-	-	-	-	2 40%	-	-	2 29%	-	-	1 100%	-	1 33%	-	-	-	-	-	-	-	-	-
Neither good nor poor	(0) 3 33%	1 50%	2 29%	-	2 67%	1 100%	-	-	1 100%	-	2 100%	-	3 43%	-	-	-	-	1 33%	-	-	-	-	-	2 67%	-	-	-
Quite poor	(-1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.11	1.00	1.14	1.60	0.67	0.00	-	2.00	0.00	1.60	0.00	-	0.86	2.00	2.00	1.00	-	1.00	-	-	2.00	-	-	0.67	2.00	-	-
Standard deviation	0.93	1.41	0.90	0.55	1.15	-	-	-	-	0.55	0.00	-	0.90	-	-	-	-	1.00	-	-	-	-	-	1.15	-	-	-
Standard error	0.31	1.00	0.34	0.24	0.67	-	-	-	-	0.24	0.00	-	0.34	-	-	-	-	0.58	-	-	-	-	-	0.67	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 240

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		6	2	-	1	-
		67%	67%	-	33%	-
Very good	(+2)	4	1	-	1	-
		44%	33%	-	33%	-
Quite good	(+1)	2	1	-	-	-
		22%	33%	-	-	-
Neither good nor poor	(0)	3	1	-	2	1
		33%	33%	-	67%	100%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.11	1.00	-	0.67	0.00
Standard deviation		0.93	1.00	-	1.15	-
Standard error		0.31	0.58	-	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 241

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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 Ireland
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		5	-	5	5	-	-	-	-	-	5	-	-	3	1	1	1	-	2	-	-	1	-	-	1	-	-	-
		56%	-	71%	100%	-	-	-	-	-	100%	-	-	43%	100%	100%	100%	-	67%	-	-	100%	-	-	33%	-	-	-
Very good	(+2)	4	-	4	4	-	-	-	-	-	4	-	-	2	1	1	-	-	2	-	-	1	-	-	1	-	-	-
		44%	-	57%	80%	-	-	-	-	-	80%	-	-	29%	100%	100%	-	-	67%	-	-	100%	-	-	33%	-	-	-
Quite good	(+1)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
		11%	-	14%	20%	-	-	-	-	-	20%	-	-	14%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
Neither good nor poor	(0)	4	2	2	-	3	1	-	1	1	-	2	-	4	-	-	-	-	1	-	-	-	-	-	2	1	-	-
		44%	100%	29%	-	100%	100%	-	100%	100%	-	100%	-	57%	-	-	-	-	33%	-	-	-	-	-	67%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.00	0.00	1.29	1.80	0.00	0.00	-	0.00	0.00	1.80	0.00	-	0.71	2.00	2.00	1.00	-	1.33	-	-	2.00	-	-	0.67	0.00	-	-
Standard deviation		1.00	0.00	0.95	0.45	0.00	-	-	-	-	0.45	0.00	-	0.95	-	-	-	-	1.15	-	-	-	-	-	1.15	-	-	-
Standard error		0.33	0.00	0.36	0.20	0.00	-	-	-	-	0.20	0.00	-	0.36	-	-	-	-	0.67	-	-	-	-	-	0.67	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 241

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		5	1	-	1	-
		56%	33%	-	33%	-
Very good	(+2)	4	-	-	1	-
		44%	-	-	33%	-
Quite good	(+1)	1	1	-	-	-
		11%	33%	-	-	-
Neither good nor poor	(0)	4	2	-	2	1
		44%	67%	-	67%	100%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.00	0.33	-	0.67	0.00
Standard deviation		1.00	0.58	-	1.15	-
Standard error		0.33	0.33	-	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 242

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Episode previews****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
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		4	-	4	4	-	-	-	-	4	-	-	2	1	1	1	1	-	2	-	-	1	-	-	-	-	-	-
		44%	-	57%	80%	-	-	-	-	80%	-	-	29%	100%	100%	100%	100%	-	67%	-	-	100%	-	-	-	-	-	-
Very good	(+2)	3	-	3	3	-	-	-	-	3	-	-	1	1	1	-	-	2	-	-	1	-	-	-	-	-	-	
		33%	-	43%	60%	-	-	-	-	60%	-	-	14%	100%	100%	-	-	67%	-	-	100%	-	-	-	-	-	-	
Quite good	(+1)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
		11%	-	14%	20%	-	-	-	-	20%	-	-	14%	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	
Neither good nor poor	(0)	5	2	3	1	3	1	-	1	1	1	2	-	5	-	-	-	-	1	-	-	-	-	-	3	1	-	-
		56%	100%	43%	20%	100%	100%	-	100%	100%	20%	100%	-	71%	-	-	-	-	33%	-	-	-	-	-	100%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		0.78	0.00	1.00	1.40	0.00	0.00	-	0.00	0.00	1.40	0.00	-	0.43	2.00	2.00	1.00	-	1.33	-	-	2.00	-	-	0.00	0.00	-	-
Standard deviation		0.97	0.00	1.00	0.89	0.00	-	-	-	0.89	0.00	-	0.79	-	-	-	-	-	1.15	-	-	-	-	-	0.00	-	-	-
Standard error		0.32	0.00	0.38	0.40	0.00	-	-	-	0.40	0.00	-	0.30	-	-	-	-	-	0.67	-	-	-	-	-	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 242

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		4	1	-	-	-
		44%	33%	-	-	-
Very good	(+2)	3	-	-	-	-
		33%	-	-	-	-
Quite good	(+1)	1	1	-	-	-
		11%	33%	-	-	-
Neither good nor poor	(0)	5	2	-	3	1
		56%	67%	-	100%	100%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		0.78	0.33	-	0.00	0.00
Standard deviation		0.97	0.58	-	0.00	-
Standard error		0.32	0.33	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 243

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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
Base	9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good	7	2	5	5	1	1	-	1	1	5	-	-	5	1	1	1	-	2	-	-	1	-	-	2	1	-	-
	78%	100%	71%	100%	33%	100%	-	100%	100%	100%	-	-	71%	100%	100%	100%	-	67%	-	-	100%	-	-	67%	100%	-	-
Very good	(+2)	4	1	3	3	1	-	1	-	3	-	-	2	1	1	-	-	1	-	-	1	-	-	1	1	-	-
	44%	50%	43%	60%	33%	-	-	100%	-	60%	-	-	29%	100%	100%	-	-	33%	-	-	100%	-	-	33%	100%	-	-
Quite good	(+1)	3	1	2	2	-	1	-	1	2	-	-	3	-	-	1	-	1	-	-	-	-	-	1	-	-	-
	33%	50%	29%	40%	-	100%	-	-	100%	40%	-	-	43%	-	-	100%	-	33%	-	-	-	-	-	33%	-	-	-
Neither good nor poor	(0)	2	-	2	-	2	-	-	-	-	2	-	2	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	22%	-	29%	-	67%	-	-	-	-	-	100%	-	29%	-	-	-	-	33%	-	-	-	-	-	33%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.22	1.50	1.14	1.60	0.67	1.00	-	2.00	1.00	1.60	0.00	-	1.00	2.00	2.00	1.00	-	1.00	-	-	2.00	-	-	1.00	2.00	-	-
Standard deviation	0.83	0.71	0.90	0.55	1.15	-	-	-	-	0.55	0.00	-	0.82	-	-	-	-	1.00	-	-	-	-	-	1.00	-	-	-
Standard error	0.28	0.50	0.34	0.24	0.67	-	-	-	-	0.24	0.00	-	0.31	-	-	-	-	0.58	-	-	-	-	-	0.58	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 243

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		7	2	-	2	1
		78%	67%	-	67%	100%
Very good	(+2)	4	1	-	1	-
		44%	33%	-	33%	-
Quite good	(+1)	3	1	-	1	1
		33%	33%	-	33%	100%
Neither good nor poor	(0)	2	1	-	1	-
		22%	33%	-	33%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.22	1.00	-	1.00	1.00
Standard deviation		0.83	1.00	-	1.00	-
Standard error		0.28	0.58	-	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 244

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base	9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good	6	1	5	5	-	1	-	-	1	5	-	-	4	1	1	1	-	2	-	-	1	-	-	2	-	-	-
	67%	50%	71%	100%	-	100%	-	-	100%	100%	-	-	57%	100%	100%	100%	-	67%	-	-	100%	-	-	67%	-	-	-
Very good	(+2)	4	-	4	4	-	-	-	-	4	-	-	2	1	1	-	-	2	-	-	1	-	-	1	-	-	-
	44%	-	57%	80%	-	-	-	-	-	80%	-	-	29%	100%	100%	-	-	67%	-	-	100%	-	-	33%	-	-	-
Quite good	(+1)	2	1	1	1	-	-	-	1	1	-	-	2	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	22%	50%	14%	20%	-	100%	-	-	100%	20%	-	-	29%	-	-	100%	-	-	-	-	-	-	-	33%	-	-	-
Neither good nor poor	(0)	3	1	2	-	3	-	-	1	-	-	2	3	-	-	-	-	1	-	-	-	-	-	1	1	-	-
	33%	50%	29%	-	100%	-	-	100%	-	-	100%	-	43%	-	-	-	-	33%	-	-	-	-	-	33%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.11	0.50	1.29	1.80	0.00	1.00	-	0.00	1.00	1.80	0.00	-	0.86	2.00	2.00	1.00	-	1.33	-	-	2.00	-	-	1.00	0.00	-	-
Standard deviation	0.93	0.71	0.95	0.45	0.00	-	-	-	-	0.45	0.00	-	0.90	-	-	-	-	1.15	-	-	-	-	-	1.00	-	-	-
Standard error	0.31	0.50	0.36	0.20	0.00	-	-	-	-	0.20	0.00	-	0.34	-	-	-	-	0.67	-	-	-	-	-	0.58	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 244

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		6 67%	1 33%	-	2 67%	1 100%
Very good	(+2)	4 44%	-	-	1 33%	-
Quite good	(+1)	2 22%	1 33%	-	1 33%	1 100%
Neither good nor poor	(0)	3 33%	2 67%	-	1 33%	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.11	0.33	-	1.00	1.00
Standard deviation		0.93	0.58	-	1.00	-
Standard error		0.31	0.33	-	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 245

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Push notifications****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
Base	9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good	5	-	5	4	1	-	-	-	-	4	1	-	3	1	1	-	-	3	-	-	1	-	-	1	-	-	-
	56%	-	71%	80%	33%	-	-	-	-	80%	50%	-	43%	100%	100%	-	-	100%	-	-	100%	-	-	33%	-	-	-
Very good	(+2)	3	-	3	3	-	-	-	-	3	-	-	1	1	1	-	-	1	-	-	1	-	-	1	-	-	-
	33%	-	43%	60%	-	-	-	-	-	60%	-	-	14%	100%	100%	-	-	33%	-	-	100%	-	-	33%	-	-	-
Quite good	(+1)	2	-	2	1	1	-	-	-	1	1	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	-
	22%	-	29%	20%	33%	-	-	-	-	20%	50%	-	29%	-	-	-	-	67%	-	-	-	-	-	-	-	-	-
Neither good nor poor	(0)	4	2	2	1	2	-	1	1	1	1	-	4	-	-	1	-	-	-	-	-	-	-	2	1	-	-
	44%	100%	29%	20%	67%	100%	-	100%	100%	20%	50%	-	57%	-	-	100%	-	-	-	-	-	-	-	67%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.89	0.00	1.14	1.40	0.33	0.00	-	0.00	0.00	1.40	0.50	-	0.57	2.00	2.00	0.00	-	1.33	-	-	2.00	-	-	0.67	0.00	-	-
Standard deviation	0.93	0.00	0.90	0.89	0.58	-	-	-	-	0.89	0.71	-	0.79	-	-	-	-	0.58	-	-	-	-	-	1.15	-	-	-
Standard error	0.31	0.00	0.34	0.40	0.33	-	-	-	-	0.40	0.50	-	0.30	-	-	-	-	0.33	-	-	-	-	-	0.67	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 245

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/iTunes	YouTube
Base		9	3	-	3	1
NET: Good		5 56%	1 33%	-	1 33%	-
Very good	(+2)	3 33%	-	-	1 33%	-
Quite good	(+1)	2 22%	1 33%	-	-	-
Neither good nor poor	(0)	4 44%	2 67%	-	2 67%	1 100%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.89	0.33	-	0.67	0.00
Standard deviation		0.93	0.58	-	1.15	-
Standard error		0.31	0.33	-	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 246

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Customisation options****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
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		5	1	4	4	-	1	-	-	1	4	-	-	3	1	1	-	-	2	-	-	1	-	-	2	-	-	-
		56%	50%	57%	80%	-	100%	-	-	100%	80%	-	-	43%	100%	100%	-	-	67%	-	-	100%	-	-	67%	-	-	-
Very good	(+2)	4	-	4	4	-	-	-	-	-	4	-	-	2	1	1	-	-	2	-	-	1	-	-	1	-	-	-
		44%	-	57%	80%	-	-	-	-	-	80%	-	-	29%	100%	100%	-	-	67%	-	-	100%	-	-	33%	-	-	-
Quite good	(+1)	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		11%	50%	-	-	-	100%	-	-	100%	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	33%	-	-	-
Neither good nor poor	(0)	3	1	2	1	2	-	-	1	-	1	1	-	3	-	-	1	-	-	-	-	-	-	-	1	1	-	-
		33%	50%	29%	20%	67%	-	-	100%	-	20%	50%	-	43%	-	-	100%	-	-	-	-	-	-	-	33%	100%	-	-
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
		11%	-	14%	-	33%	-	-	-	-	-	50%	-	14%	-	-	-	-	33%	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
		11%	-	14%	-	33%	-	-	-	-	-	50%	-	14%	-	-	-	-	33%	-	-	-	-	-	-	-	-	-
Mean		0.89	0.50	1.00	1.60	-0.33	1.00	-	0.00	1.00	1.60	-0.50	-	0.57	2.00	2.00	0.00	-	1.00	-	-	2.00	-	-	1.00	0.00	-	-
Standard deviation		1.17	0.71	1.29	0.89	0.58	-	-	-	-	0.89	0.71	-	1.13	-	-	-	-	1.73	-	-	-	-	-	1.00	-	-	-
Standard error		0.39	0.50	0.49	0.40	0.33	-	-	-	-	0.40	0.50	-	0.43	-	-	-	-	1.00	-	-	-	-	-	0.58	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 246

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		5	-	-	2	1
		56%	-	-	67%	100%
Very good	(+2)	4	-	-	1	-
		44%	-	-	33%	-
Quite good	(+1)	1	-	-	1	1
		11%	-	-	33%	100%
Neither good nor poor	(0)	3	2	-	1	-
		33%	67%	-	33%	-
Quite poor	(-1)	1	1	-	-	-
		11%	33%	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		1	1	-	-	-
		11%	33%	-	-	-
Mean		0.89	-0.33	-	1.00	1.00
Standard deviation		1.17	0.58	-	1.00	-
Standard error		0.39	0.33	-	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 247

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		5	-	5	5	-	-	-	-	-	5	-	-	3	1	1	1	-	2	-	-	1	-	-	1	-	-	-
		56%	-	71%	100%	-	-	-	-	-	100%	-	-	43%	100%	100%	100%	-	67%	-	-	100%	-	-	33%	-	-	-
Very good	(+2)	3	-	3	3	-	-	-	-	-	3	-	-	1	1	1	-	-	1	-	-	1	-	-	1	-	-	-
		33%	-	43%	60%	-	-	-	-	-	60%	-	-	14%	100%	100%	-	-	33%	-	-	100%	-	-	33%	-	-	-
Quite good	(+1)	2	-	2	2	-	-	-	-	-	2	-	-	2	-	-	1	-	1	-	-	-	-	-	-	-	-	
		22%	-	29%	40%	-	-	-	-	-	40%	-	-	29%	-	-	100%	-	33%	-	-	-	-	-	-	-	-	-
Neither good nor poor	(0)	4	2	2	-	3	1	-	1	1	-	2	-	4	-	-	-	-	1	-	-	-	-	-	2	1	-	-
		44%	100%	29%	-	100%	100%	-	100%	100%	-	100%	-	57%	-	-	-	-	33%	-	-	-	-	-	67%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		0.89	0.00	1.14	1.60	0.00	0.00	-	0.00	0.00	1.60	0.00	-	0.57	2.00	2.00	1.00	-	1.00	-	-	2.00	-	-	0.67	0.00	-	-
Standard deviation		0.93	0.00	0.90	0.55	0.00	-	-	-	-	0.55	0.00	-	0.79	-	-	-	-	1.00	-	-	-	-	-	1.15	-	-	-
Standard error		0.31	0.00	0.34	0.24	0.00	-	-	-	-	0.24	0.00	-	0.30	-	-	-	-	0.58	-	-	-	-	-	0.67	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 247

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		5 56%	1 33%	-	1 33%	-
Very good	(+2)	3 33%	-	-	1 33%	-
Quite good	(+1)	2 22%	1 33%	-	-	-
Neither good nor poor	(0)	4 44%	2 67%	-	2 67%	1 100%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.89	0.33	-	0.67	0.00
Standard deviation		0.93	0.58	-	1.15	-
Standard error		0.31	0.33	-	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 248

Q20b. You said you use Stitcher to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
NET: Good		9	2	7	5	3	1	-	1	1	5	2	-	7	1	1	1	-	3	-	-	1	-	-	3	1	-	-
		100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	-	-	100%	-	-	100%	100%	-	-
Very good	(+2)	5	1	4	4	1	-	-	1	-	4	-	-	3	1	1	-	-	2	-	-	1	-	-	1	1	-	-
		56%	50%	57%	80%	33%	-	-	100%	-	80%	-	-	43%	100%	100%	-	-	67%	-	-	100%	-	-	33%	100%	-	-
Quite good	(+1)	4	1	3	1	2	1	-	-	1	1	2	-	4	-	-	1	-	1	-	-	-	-	-	2	-	-	-
		44%	50%	43%	20%	67%	100%	-	-	100%	20%	100%	-	57%	-	-	100%	-	33%	-	-	-	-	-	67%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.56	1.50	1.57	1.80	1.33	1.00	-	2.00	1.00	1.80	1.00	-	1.43	2.00	2.00	1.00	-	1.67	-	-	2.00	-	-	1.33	2.00	-	-
Standard deviation		0.53	0.71	0.53	0.45	0.58	-	-	-	-	0.45	0.00	-	0.53	-	-	-	-	0.58	-	-	-	-	-	0.58	-	-	-
Standard error		0.18	0.50	0.20	0.20	0.33	-	-	-	-	0.20	0.00	-	0.20	-	-	-	-	0.33	-	-	-	-	-	0.33	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 248

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	3	-	3	1
NET: Good		9	3	-	3	1
		100%	100%	-	100%	100%
Very good	(+2)	5	1	-	1	-
		56%	33%	-	33%	-
Quite good	(+1)	4	2	-	2	1
		44%	67%	-	67%	100%
Neither good nor poor	(0)	-	-	-	-	-
		-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.56	1.33	-	1.33	1.00
Standard deviation		0.53	0.58	-	0.58	-
Standard error		0.18	0.33	-	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 249

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

		Aspects																Social sharing options, e.g. short clip shares	
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	The service is free	
Base		26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	
NET: Good		25	26	26	25	22	21	7	10	24	13	11	15	8	10	10	16	7	
		96%	100%	100%	96%	85%	81%	27%	38%	92%	50%	42%	58%	31%	38%	38%	62%	27%	
Very good	(+2)	14	12	17	13	7	8	2	3	14	4	4	3	2	3	6	2	17	
		54%	46%	65%	50%	27%	31%	8%	12%	54%	15%	15%	12%	8%	12%	23%	8%	65%	
Quite good	(+1)	11	14	9	12	15	13	5	7	10	9	7	12	5	8	7	10	5	
		42%	54%	35%	46%	58%	50%	19%	27%	38%	35%	27%	46%	19%	31%	27%	38%	19%	
Neither good nor poor	(0)	1	-	-	1	2	5	17	14	2	12	14	8	18	14	14	9	15	
		4%	-	-	4%	8%	19%	65%	54%	8%	46%	54%	31%	69%	54%	54%	35%	58%	
Quite poor	(-1)	-	-	-	-	2	-	2	2	-	-	1	3	-	2	2	1	4	
		-	-	-	-	8%	-	8%	8%	-	-	4%	12%	-	8%	8%	4%	15%	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	4%	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	2	-	2	2	-	1	3	-	2	2	1	4	-	
		-	-	-	-	8%	-	8%	8%	-	4%	4%	12%	-	8%	8%	4%	15%	
Mean		1.50	1.46	1.65	1.46	1.04	1.12	0.27	0.42	1.46	0.58	0.54	0.58	0.42	0.38	0.42	0.81	0.19	
Standard deviation		0.58	0.51	0.49	0.58	0.82	0.71	0.72	0.81	0.65	0.90	0.81	0.86	0.70	0.75	0.81	0.85	0.80	
Standard error		0.11	0.10	0.10	0.11	0.16	0.14	0.14	0.16	0.13	0.18	0.16	0.17	0.14	0.15	0.16	0.17	0.16	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 250

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Range 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
Base	26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good	25	6	19	7	16	2	1	4	1	6	12	1	11	12	2	4	-	2	2	4	1	-	1	1	9	-	1
	96%	100%	95%	88%	100%	100%	100%	100%	100%	86%	100%	100%	92%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	100%	100%	-	100%
Very good	(+2)	14	2	12	2	12	-	2	-	2	10	-	8	5	1	1	-	1	1	3	-	-	-	1	6	-	1
	54%	33%	60%	25%	75%	-	-	50%	-	29%	83%	-	67%	42%	50%	25%	-	50%	50%	75%	-	-	-	100%	67%	-	100%
Quite good	(+1)	11	4	7	5	4	1	2	1	4	2	1	3	7	1	3	-	1	1	1	1	-	1	-	3	-	-
	42%	67%	35%	63%	25%	100%	100%	50%	100%	57%	17%	100%	25%	58%	50%	75%	-	50%	50%	25%	100%	-	100%	-	33%	-	-
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	4%	-	5%	13%	-	-	-	-	-	14%	-	-	8%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.50	1.33	1.55	1.13	1.75	1.00	1.00	1.50	1.00	1.14	1.83	1.00	1.58	1.42	1.50	1.25	0.00	1.50	1.50	1.75	1.00	-	1.00	2.00	1.67	-	2.00
Standard deviation	0.58	0.52	0.60	0.64	0.45	0.00	-	0.58	-	0.69	0.39	-	0.67	0.51	0.71	0.50	-	0.71	0.71	0.50	-	-	-	-	0.50	-	-
Standard error	0.11	0.21	0.14	0.23	0.11	0.00	-	0.29	-	0.26	0.11	-	0.19	0.15	0.50	0.25	-	0.50	0.50	0.25	-	-	-	-	0.17	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 250

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		25 96%	4 100%	1 100%	2 100%	1 100%
Very good	(+2)	14 54%	1 25%	- -	- -	- -
Quite good	(+1)	11 42%	3 75%	1 100%	2 100%	1 100%
Neither good nor poor	(0)	1 4%	- -	- -	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.50	1.25	1.00	1.00	1.00
Standard deviation		0.58	0.50	-	0.00	-
Standard error		0.11	0.25	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 251

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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	
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1	
NET: Good		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	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%	-	100%	
Very good	(+2)	12	2	10	3	9	-	1	1	-	2	8	-	6	6	-	1	-	-	2	2	-	-	-	1	5	-	1	
		46%	33%	50%	38%	56%	-	100%	25%	-	29%	67%	-	50%	50%	-	25%	-	-	100%	50%	-	-	-	100%	56%	-	100%	
Quite good	(+1)	14	4	10	5	7	2	-	3	1	5	4	1	6	6	2	3	1	2	-	2	1	-	1	-	4	-	-	
		54%	67%	50%	63%	44%	100%	-	75%	100%	71%	33%	100%	50%	50%	100%	75%	100%	100%	-	50%	100%	-	100%	-	44%	-	-	
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.46	1.33	1.50	1.38	1.56	1.00	2.00	1.25	1.00	1.29	1.67	1.00	1.50	1.50	1.00	1.25	1.00	1.00	2.00	1.50	1.00	-	1.00	2.00	1.56	-	2.00	
Standard deviation		0.51	0.52	0.51	0.52	0.51	0.00	-	0.50	-	0.49	0.49	-	0.52	0.52	0.00	0.50	-	0.00	0.00	0.58	-	-	-	-	0.53	-	-	
Standard error		0.10	0.21	0.11	0.18	0.13	0.00	-	0.25	-	0.18	0.14	-	0.15	0.15	0.00	0.25	-	0.00	0.00	0.29	-	-	-	-	0.18	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 251

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		26	4	1	2	1
		100%	100%	100%	100%	100%
Very good	(+2)	12	1	-	1	1
		46%	25%	-	50%	100%
Quite good	(+1)	14	3	1	1	-
		54%	75%	100%	50%	-
Neither good nor poor	(0)	-	-	-	-	-
		-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.46	1.25	1.00	1.50	2.00
Standard deviation		0.51	0.50	-	0.71	-
Standard error		0.10	0.25	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 252

Q20b. You said you use Podcast Addict 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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	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%	-	100%
Very good	(+2)	17	3	14	3	14	-	1	2	-	2	12	-	7	9	1	1	-	1	2	3	-	-	-	1	8	-	1
		65%	50%	70%	38%	88%	-	100%	50%	-	29%	100%	-	58%	75%	50%	25%	-	50%	100%	75%	-	-	-	100%	89%	-	100%
Quite good	(+1)	9	3	6	5	2	2	-	2	1	5	-	1	5	3	1	3	1	1	-	1	1	-	1	-	1	-	-
		35%	50%	30%	63%	13%	100%	-	50%	100%	71%	-	100%	42%	25%	50%	75%	100%	50%	-	25%	100%	-	100%	-	11%	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.65	1.50	1.70	1.38	1.88	1.00	2.00	1.50	1.00	1.29	2.00	1.00	1.58	1.75	1.50	1.25	1.00	1.50	2.00	1.75	1.00	-	1.00	2.00	1.89	-	2.00
Standard deviation		0.49	0.55	0.47	0.52	0.34	0.00	-	0.58	-	0.49	0.00	-	0.51	0.45	0.71	0.50	-	0.71	0.00	0.50	-	-	-	-	0.33	-	-
Standard error		0.10	0.22	0.11	0.18	0.09	0.00	-	0.29	-	0.18	0.00	-	0.15	0.13	0.50	0.25	-	0.50	0.00	0.25	-	-	-	-	0.11	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 252

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		26 100%	4 100%	1 100%	2 100%	1 100%
Very good	(+2)	17 65%	2 50%	- -	1 50%	1 100%
Quite good	(+1)	9 35%	2 50%	1 100%	1 50%	- -
Neither good nor poor	(0)	- -	- -	- -	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.65	1.50	1.00	1.50	2.00
Standard deviation		0.49	0.58	-	0.71	-
Standard error		0.10	0.29	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 253

Q20b. You said you use Podcast Addict 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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		25	6	19	7	16	2	1	4	1	6	12	1	11	12	2	4	-	2	2	4	1	-	1	1	9	-	1
		96%	100%	95%	88%	100%	100%	100%	100%	100%	86%	100%	100%	92%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	100%	100%	-	100%
Very good	(+2)	13	3	10	2	10	1	1	1	1	1	9	-	7	5	1	1	-	2	1	2	-	-	-	1	6	-	-
		50%	50%	50%	25%	63%	50%	100%	25%	100%	14%	75%	-	58%	42%	50%	25%	-	100%	50%	50%	-	-	-	100%	67%	-	-
Quite good	(+1)	12	3	9	5	6	1	-	3	-	5	3	1	4	7	1	3	-	-	1	2	1	-	1	-	3	-	1
		46%	50%	45%	63%	38%	50%	-	75%	-	71%	25%	100%	33%	58%	50%	75%	-	-	50%	50%	100%	-	100%	-	33%	-	100%
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		4%	-	5%	13%	-	-	-	-	-	14%	-	-	8%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.46	1.50	1.45	1.13	1.63	1.50	2.00	1.25	2.00	1.00	1.75	1.00	1.50	1.42	1.50	1.25	0.00	2.00	1.50	1.50	1.00	-	1.00	2.00	1.67	-	1.00
Standard deviation		0.58	0.55	0.60	0.64	0.50	0.71	-	0.50	-	0.58	0.45	-	0.67	0.51	0.71	0.50	-	0.00	0.71	0.58	-	-	-	-	0.50	-	-
Standard error		0.11	0.22	0.14	0.23	0.13	0.50	-	0.25	-	0.22	0.13	-	0.19	0.15	0.50	0.25	-	0.00	0.50	0.29	-	-	-	-	0.17	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 253

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		25 96%	4 100%	1 100%	2 100%	1 100%
Very good	(+2)	13 50%	1 25%	- -	1 50%	1 100%
Quite good	(+1)	12 46%	3 75%	1 100%	1 50%	- -
Neither good nor poor	(0)	1 4%	- -	- -	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.46	1.25	1.00	1.50	2.00
Standard deviation		0.58	0.50	-	0.71	-
Standard error		0.11	0.25	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 254

Q20b. You said you use Podcast Addict 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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		22	5	17	6	14	2	1	3	1	5	11	1	11	9	2	3	1	2	2	4	1	-	1	1	7	-	-
		85%	83%	85%	75%	88%	100%	100%	75%	100%	71%	92%	100%	92%	75%	100%	75%	100%	100%	100%	100%	100%	-	100%	100%	78%	-	-
Very good	(+2)	7	1	6	1	6	-	-	1	-	1	5	-	4	3	-	1	-	-	1	2	-	-	-	1	2	-	-
		27%	17%	30%	13%	38%	-	-	25%	-	14%	42%	-	33%	25%	-	25%	-	-	50%	50%	-	-	-	100%	22%	-	-
Quite good	(+1)	15	4	11	5	8	2	1	2	1	4	6	1	7	6	2	2	1	2	1	2	1	-	1	-	5	-	-
		58%	67%	55%	63%	50%	100%	100%	50%	100%	57%	50%	100%	58%	50%	100%	50%	100%	100%	50%	50%	100%	-	100%	-	56%	-	-
Neither good nor poor	(0)	2	1	1	-	2	-	-	1	-	-	1	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-
		8%	17%	5%	-	13%	-	-	25%	-	-	8%	-	-	17%	-	-	-	-	-	-	-	-	-	-	22%	-	-
Quite poor	(-1)	2	-	2	2	-	-	-	-	-	2	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1
		8%	-	10%	25%	-	-	-	-	-	29%	-	-	8%	8%	-	25%	-	-	-	-	-	-	-	-	-	-	100%
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	-	2	2	-	-	-	-	-	2	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1
		8%	-	10%	25%	-	-	-	-	-	29%	-	-	8%	8%	-	25%	-	-	-	-	-	-	-	-	-	-	100%
Mean		1.04	1.00	1.05	0.63	1.25	1.00	1.00	1.00	1.00	0.57	1.33	1.00	1.17	0.92	1.00	0.75	1.00	1.00	1.50	1.50	1.00	-	1.00	2.00	1.00	-	-1.00
Standard deviation		0.82	0.63	0.89	1.06	0.68	0.00	-	0.82	-	1.13	0.65	-	0.83	0.90	0.00	1.26	-	0.00	0.71	0.58	-	-	-	-	0.71	-	-
Standard error		0.16	0.26	0.20	0.38	0.17	0.00	-	0.41	-	0.43	0.19	-	0.24	0.26	0.00	0.63	-	0.00	0.50	0.29	-	-	-	-	0.24	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 254

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		22	2	1	2	1
		85%	50%	100%	100%	100%
Very good	(+2)	7	-	-	-	-
		27%	-	-	-	-
Quite good	(+1)	15	2	1	2	1
		58%	50%	100%	100%	100%
Neither good nor poor	(0)	2	2	-	-	-
		8%	50%	-	-	-
Quite poor	(-1)	2	-	-	-	-
		8%	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		2	-	-	-	-
		8%	-	-	-	-
Mean		1.04	0.50	1.00	1.00	1.00
Standard deviation		0.82	0.58	-	0.00	-
Standard error		0.16	0.29	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 255

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base	26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good	21	4	17	6	13	2	1	2	1	5	11	1	9	11	1	3	1	2	2	3	1	-	1	1	7	-	-
	81%	67%	85%	75%	81%	100%	100%	50%	100%	71%	92%	100%	75%	92%	50%	75%	100%	100%	100%	75%	100%	-	100%	100%	78%	-	-
Very good	(+2)	8	1	7	-	8	-	1	-	-	7	-	4	3	1	1	-	1	1	-	-	-	-	1	4	-	-
	31%	17%	35%	-	50%	-	-	25%	-	-	58%	-	33%	25%	50%	25%	-	50%	50%	-	-	-	-	100%	44%	-	-
Quite good	(+1)	13	3	10	6	5	1	1	1	5	4	1	5	8	-	2	1	1	1	3	1	-	1	-	3	-	-
	50%	50%	50%	75%	31%	100%	100%	25%	100%	71%	33%	100%	42%	67%	-	50%	100%	50%	50%	75%	100%	-	100%	-	33%	-	-
Neither good nor poor	(0)	5	2	3	2	3	-	2	-	2	1	-	3	1	1	1	-	-	-	1	-	-	-	-	2	-	1
	19%	33%	15%	25%	19%	-	-	50%	-	29%	8%	-	25%	8%	50%	25%	-	-	-	25%	-	-	-	-	22%	-	100%
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.12	0.83	1.20	0.75	1.31	1.00	1.00	0.75	1.00	0.71	1.50	1.00	1.08	1.17	1.00	1.00	1.00	1.50	1.50	0.75	1.00	-	1.00	2.00	1.22	-	0.00
Standard deviation	0.71	0.75	0.70	0.46	0.79	0.00	-	0.96	-	0.49	0.67	-	0.79	0.58	1.41	0.82	-	0.71	0.71	0.50	-	-	-	-	0.83	-	-
Standard error	0.14	0.31	0.16	0.16	0.20	0.00	-	0.48	-	0.18	0.19	-	0.23	0.17	1.00	0.41	-	0.50	0.50	0.25	-	-	-	-	0.28	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 255

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		21 81%	3 75%	- -	2 100%	1 100%
Very good	(+2)	8 31%	-	- -	-	-
Quite good	(+1)	13 50%	3 75%	- -	2 100%	1 100%
Neither good nor poor	(0)	5 19%	1 25%	1 100%	- -	-
Quite poor	(-1)	- -	-	- -	-	-
Very poor	(-2)	- -	-	- -	-	-
NET: Poor		- -	-	- -	-	-
Mean		1.12	0.75	0.00	1.00	1.00
Standard deviation		0.71	0.50	-	0.00	-
Standard error		0.14	0.25	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 256

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		7	3	4	1	5	1	1	1	1	-	4	-	2	4	1	-	-	1	1	1	-	-	-	-	4	-	-
		27%	50%	20%	13%	31%	50%	100%	25%	100%	-	33%	-	17%	33%	50%	-	-	50%	50%	25%	-	-	-	-	44%	-	-
Very good	(+2)	2	-	2	-	2	-	-	-	-	-	2	-	1	-	1	-	-	-	-	-	-	-	-	-	2	-	-
		8%	-	10%	-	13%	-	-	-	-	-	17%	-	8%	-	50%	-	-	-	-	-	-	-	-	-	22%	-	-
Quite good	(+1)	5	3	2	1	3	1	1	1	1	-	2	-	1	4	-	-	-	1	1	1	-	-	-	-	2	-	-
		19%	50%	10%	13%	19%	50%	100%	25%	100%	-	17%	-	8%	33%	-	-	-	50%	50%	25%	-	-	-	-	22%	-	-
Neither good nor poor	(0)	17	3	14	5	11	1	-	3	-	5	8	1	10	6	1	3	1	1	1	3	1	-	1	1	4	-	1
		65%	50%	70%	63%	69%	50%	-	75%	-	71%	67%	100%	83%	50%	50%	75%	100%	50%	50%	75%	100%	-	100%	100%	44%	-	100%
Quite poor	(-1)	2	-	2	2	-	-	-	-	-	2	-	-	-	2	-	1	-	-	-	-	-	-	-	-	1	-	-
		8%	-	10%	25%	-	-	-	-	-	29%	-	-	-	17%	-	25%	-	-	-	-	-	-	-	-	11%	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	-	2	2	-	-	-	-	-	2	-	-	-	2	-	1	-	-	-	-	-	-	-	-	1	-	-
		8%	-	10%	25%	-	-	-	-	-	29%	-	-	-	17%	-	25%	-	-	-	-	-	-	-	-	11%	-	-
Mean		0.27	0.50	0.20	-0.13	0.44	0.50	1.00	0.25	1.00	-0.29	0.50	0.00	0.25	0.17	1.00	-0.25	0.00	0.50	0.50	0.25	0.00	-	0.00	0.00	0.56	-	0.00
Standard deviation		0.72	0.55	0.77	0.64	0.73	0.71	-	0.50	-	0.49	0.80	-	0.62	0.72	1.41	0.50	-	0.71	0.71	0.50	-	-	-	-	1.01	-	-
Standard error		0.14	0.22	0.17	0.23	0.18	0.50	-	0.25	-	0.18	0.23	-	0.18	0.21	1.00	0.25	-	0.50	0.50	0.25	-	-	-	-	0.34	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 256

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		7 27%	2 50%	- -	1 50%	1 100%
Very good	(+2)	2 8%	-	-	-	-
Quite good	(+1)	5 19%	2 50%	-	1 50%	1 100%
Neither good nor poor	(0)	17 65%	2 50%	1 100%	1 50%	-
Quite poor	(-1)	2 8%	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		2 8%	-	-	-	-
Mean		0.27	0.50	0.00	0.50	1.00
Standard deviation		0.72	0.58	-	0.71	-
Standard error		0.14	0.29	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 257

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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	
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1	
NET: Good		10	2	8	2	7	1	1	-	1	1	7	-	4	5	1	-	-	1	2	2	-	-	-	-	5	-	-	
		38%	33%	40%	25%	44%	50%	100%	-	100%	14%	58%	-	33%	42%	50%	-	-	50%	100%	50%	-	-	-	-	56%	-	-	
Very good	(+2)	3	-	3	1	2	-	-	-	-	1	2	-	2	-	1	-	-	-	1	1	-	-	-	-	1	-	-	
		12%	-	15%	13%	13%	-	-	-	-	14%	17%	-	17%	-	50%	-	-	-	50%	25%	-	-	-	-	11%	-	-	
Quite good	(+1)	7	2	5	1	5	1	1	-	1	-	5	-	2	5	-	-	-	1	1	1	-	-	-	-	4	-	-	
		27%	33%	25%	13%	31%	50%	100%	-	100%	-	42%	-	17%	42%	-	-	-	50%	50%	25%	-	-	-	-	44%	-	-	
Neither good nor poor	(0)	14	3	11	5	8	1	-	3	-	5	5	1	7	6	1	3	1	1	-	1	1	-	1	1	4	-	1	
		54%	50%	55%	63%	50%	50%	-	75%	-	71%	42%	100%	58%	50%	50%	75%	100%	50%	-	25%	100%	-	100%	100%	44%	-	100%	
Quite poor	(-1)	2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	
		8%	17%	5%	13%	6%	-	-	25%	-	14%	-	-	8%	8%	-	25%	-	-	-	25%	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	1	-	-	-	1	-	-	-	-	-	-		
		8%	17%	5%	13%	6%	-	-	25%	-	14%	-	-	8%	8%	-	25%	-	-	-	25%	-	-	-	-	-	-		
Mean		0.42	0.17	0.50	0.25	0.50	0.50	1.00	-0.25	1.00	0.14	0.75	0.00	0.42	0.33	1.00	-0.25	0.00	0.50	1.50	0.50	0.00	-	0.00	0.00	0.67	-	0.00	
Standard deviation		0.81	0.75	0.83	0.89	0.82	0.71	-	0.50	-	0.90	0.75	-	0.90	0.65	1.41	0.50	-	0.71	0.71	1.29	-	-	-	-	0.71	-	-	
Standard error		0.16	0.31	0.18	0.31	0.20	0.50	-	0.25	-	0.34	0.22	-	0.26	0.19	1.00	0.25	-	0.50	0.50	0.65	-	-	-	-	0.24	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 257

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		10 38%	2 50%	- -	1 50%	1 100%
Very good	(+2)	3 12%	- -	- -	- -	- -
Quite good	(+1)	7 27%	2 50%	- -	1 50%	1 100%
Neither good nor poor	(0)	14 54%	2 50%	1 100%	1 50%	- -
Quite poor	(-1)	2 8%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 8%	- -	- -	- -	- -
Mean		0.42	0.50	0.00	0.50	1.00
Standard deviation		0.81	0.58	-	0.71	-
Standard error		0.16	0.29	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 258

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		24	5	19	8	14	2	1	3	1	7	11	1	11	12	1	3	1	1	2	4	1	-	1	1	9	-	1
		92%	83%	95%	100%	88%	100%	100%	75%	100%	100%	92%	100%	92%	100%	50%	75%	100%	50%	100%	100%	100%	-	100%	100%	100%	-	100%
Very good	(+2)	14	4	10	3	10	1	1	2	1	2	8	-	7	7	-	1	-	1	1	2	-	-	-	1	7	-	1
		54%	67%	50%	38%	63%	50%	100%	50%	100%	29%	67%	-	58%	58%	-	25%	-	50%	50%	50%	-	-	-	100%	78%	-	100%
Quite good	(+1)	10	1	9	5	4	1	-	1	-	5	3	1	4	5	1	2	1	-	1	2	1	-	1	-	2	-	-
		38%	17%	45%	63%	25%	50%	-	25%	-	71%	25%	100%	33%	42%	50%	50%	100%	-	50%	50%	100%	-	100%	-	22%	-	-
Neither good nor poor	(0)	2	1	1	-	2	-	-	1	-	-	1	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-
		8%	17%	5%	-	13%	-	-	25%	-	-	8%	-	8%	-	50%	25%	-	50%	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.46	1.50	1.45	1.38	1.50	1.50	2.00	1.25	2.00	1.29	1.58	1.00	1.50	1.58	0.50	1.00	1.00	1.00	1.50	1.50	1.00	-	1.00	2.00	1.78	-	2.00
Standard deviation		0.65	0.84	0.60	0.52	0.73	0.71	-	0.96	-	0.49	0.67	-	0.67	0.51	0.71	0.82	-	1.41	0.71	0.58	-	-	-	-	0.44	-	-
Standard error		0.13	0.34	0.14	0.18	0.18	0.50	-	0.48	-	0.18	0.19	-	0.19	0.15	0.50	0.41	-	1.00	0.50	0.29	-	-	-	-	0.15	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 258

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		24	4	-	2	1
		92%	100%	-	100%	100%
Very good	(+2)	14	3	-	1	1
		54%	75%	-	50%	100%
Quite good	(+1)	10	1	-	1	-
		38%	25%	-	50%	-
Neither good nor poor	(0)	2	-	1	-	-
		8%	-	100%	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.46	1.75	0.00	1.50	2.00
Standard deviation		0.65	0.50	-	0.71	-
Standard error		0.13	0.25	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 259

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		13	4	9	2	9	2	1	2	1	1	7	1	5	7	1	1	1	1	2	1	1	-	-	-	6	-	-
		50%	67%	45%	25%	56%	100%	100%	50%	100%	14%	58%	100%	42%	58%	50%	25%	100%	50%	100%	25%	100%	-	-	-	67%	-	-
Very good	(+2)	4	2	2	1	3	-	1	1	-	-	2	-	1	3	-	1	-	-	1	-	-	-	-	-	2	-	-
		15%	33%	10%	13%	19%	-	100%	25%	-	-	17%	-	8%	25%	-	25%	-	-	50%	-	-	-	-	-	22%	-	-
Quite good	(+1)	9	2	7	1	6	2	-	1	1	1	5	1	4	4	1	-	1	1	1	1	1	-	-	-	4	-	-
		35%	33%	35%	13%	38%	100%	-	25%	100%	14%	42%	100%	33%	33%	50%	-	100%	50%	50%	25%	100%	-	-	-	44%	-	-
Neither good nor poor	(0)	12	2	10	6	6	-	-	2	-	6	4	-	6	5	1	3	-	1	-	3	-	-	1	-	3	-	1
		46%	33%	50%	75%	38%	-	-	50%	-	86%	33%	-	50%	42%	50%	75%	-	50%	-	75%	-	-	100%	-	33%	-	100%
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		4%	-	5%	-	6%	-	-	-	-	-	8%	-	8%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
NET: Poor		1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		4%	-	5%	-	6%	-	-	-	-	-	8%	-	8%	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
Mean		0.58	1.00	0.45	0.38	0.63	1.00	2.00	0.75	1.00	0.14	0.58	1.00	0.33	0.83	0.50	0.50	1.00	0.50	1.50	0.25	1.00	-	0.00	-2.00	0.89	-	0.00
Standard deviation		0.90	0.89	0.89	0.74	1.02	0.00	-	0.96	-	0.38	1.08	-	0.98	0.83	0.71	1.00	-	0.71	0.71	0.50	-	-	-	-	0.78	-	-
Standard error		0.18	0.37	0.20	0.26	0.26	0.00	-	0.48	-	0.14	0.31	-	0.28	0.24	0.50	0.50	-	0.50	0.50	0.25	-	-	-	-	0.26	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 259

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		13 50%	3 75%	- -	1 50%	1 100%
Very good	(+2)	4 15%	- -	- -	1 50%	1 100%
Quite good	(+1)	9 35%	3 75%	- -	- -	- -
Neither good nor poor	(0)	12 46%	1 25%	1 100%	1 50%	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	- -
Mean		0.58	0.75	0.00	1.00	2.00
Standard deviation		0.90	0.50	-	1.41	-
Standard error		0.18	0.25	-	1.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 260

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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
Base	26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good	11	3	8	4	6	1	1	1	1	3	5	-	5	5	1	1	1	1	-	2	-	-	1	-	5	-	-
	42%	50%	40%	50%	38%	50%	100%	25%	100%	43%	42%	-	42%	42%	50%	25%	100%	50%	-	50%	-	-	100%	-	56%	-	-
Very good	(+2)	4	-	4	1	3	-	-	-	1	3	-	2	1	1	1	-	-	-	1	-	-	-	-	2	-	-
	15%	-	20%	13%	19%	-	-	-	-	14%	25%	-	17%	8%	50%	25%	-	-	-	25%	-	-	-	-	22%	-	-
Quite good	(+1)	7	3	4	3	3	1	1	1	2	2	-	3	4	-	-	1	1	-	1	-	-	1	-	3	-	-
	27%	50%	20%	38%	19%	50%	100%	25%	100%	29%	17%	-	25%	33%	-	-	100%	50%	-	25%	-	-	100%	-	33%	-	-
Neither good nor poor	(0)	14	3	11	3	10	-	3	-	3	7	1	7	6	1	2	-	1	2	2	1	-	-	1	4	-	1
	54%	50%	55%	38%	63%	50%	-	75%	-	43%	58%	100%	58%	50%	50%	50%	-	50%	100%	50%	100%	-	-	100%	44%	-	100%
Quite poor	(-1)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	4%	-	5%	13%	-	-	-	-	-	14%	-	-	-	8%	-	25%	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	4%	-	5%	13%	-	-	-	-	-	14%	-	-	-	8%	-	25%	-	-	-	-	-	-	-	-	-	-	-
Mean	0.54	0.50	0.55	0.50	0.56	0.50	1.00	0.25	1.00	0.43	0.67	0.00	0.58	0.42	1.00	0.25	1.00	0.50	0.00	0.75	0.00	-	1.00	0.00	0.78	-	0.00
Standard deviation	0.81	0.55	0.89	0.93	0.81	0.71	-	0.50	-	0.98	0.89	-	0.79	0.79	1.41	1.26	-	0.71	0.00	0.96	-	-	-	-	0.83	-	-
Standard error	0.16	0.22	0.20	0.33	0.20	0.50	-	0.25	-	0.37	0.26	-	0.23	0.23	1.00	0.63	-	0.50	0.00	0.48	-	-	-	-	0.28	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 260

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		11 42%	2 50%	- -	1 50%	1 100%
Very good	(+2)	4 15%	-	-	-	-
Quite good	(+1)	7 27%	2 50%	-	1 50%	1 100%
Neither good nor poor	(0)	14 54%	2 50%	1 100%	1 50%	- -
Quite poor	(-1)	1 4%	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		1 4%	-	-	-	-
Mean		0.54	0.50	0.00	0.50	1.00
Standard deviation		0.81	0.58	-	0.71	-
Standard error		0.16	0.29	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 261

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Episode previews****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
Base	26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good	15	3	12	2	12	1	1	1	1	1	11	-	6	8	1	2	-	2	1	3	-	-	-	1	6	-	-
	58%	50%	60%	25%	75%	50%	100%	25%	100%	14%	92%	-	50%	67%	50%	50%	-	100%	50%	75%	-	-	-	100%	67%	-	-
Very good	(+2)	3	-	3	-	3	-	-	-	-	3	-	2	-	1	-	-	1	-	-	-	-	-	-	2	-	-
	12%	-	15%	-	19%	-	-	-	-	-	25%	-	17%	-	50%	-	-	50%	-	-	-	-	-	-	22%	-	-
Quite good	(+1)	12	3	9	2	9	1	1	1	1	8	-	4	8	-	2	-	1	1	3	-	-	-	1	4	-	-
	46%	50%	45%	25%	56%	50%	100%	25%	100%	14%	67%	-	33%	67%	-	50%	-	50%	50%	75%	-	-	-	100%	44%	-	-
Neither good nor poor	(0)	8	2	6	4	3	-	2	-	4	1	1	6	1	1	1	1	-	1	1	1	-	1	-	1	-	1
	31%	33%	30%	50%	19%	50%	-	50%	-	57%	8%	100%	50%	8%	50%	25%	100%	-	50%	25%	100%	-	100%	-	11%	-	100%
Quite poor	(-1)	3	1	2	2	1	-	1	-	2	-	-	-	3	-	1	-	-	-	-	-	-	-	-	2	-	-
	12%	17%	10%	25%	6%	-	-	25%	-	29%	-	-	-	25%	-	25%	-	-	-	-	-	-	-	-	22%	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	3	1	2	2	1	-	-	1	-	2	-	-	-	3	-	1	-	-	-	-	-	-	-	-	2	-	-
	12%	17%	10%	25%	6%	-	-	25%	-	29%	-	-	-	25%	-	25%	-	-	-	-	-	-	-	-	22%	-	-
Mean	0.58	0.33	0.65	0.00	0.88	0.50	1.00	0.00	1.00	-0.14	1.17	0.00	0.67	0.42	1.00	0.25	0.00	1.50	0.50	0.75	0.00	-	0.00	1.00	0.67	-	0.00
Standard deviation	0.86	0.82	0.88	0.76	0.81	0.71	-	0.82	-	0.69	0.58	-	0.78	0.90	1.41	0.96	-	0.71	0.71	0.50	-	-	-	-	1.12	-	-
Standard error	0.17	0.33	0.20	0.27	0.20	0.50	-	0.41	-	0.26	0.17	-	0.22	0.26	1.00	0.48	-	0.50	0.50	0.25	-	-	-	-	0.37	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 261

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		15 58%	2 50%	- -	2 100%	1 100%
Very good	(+2)	3 12%	- -	- -	- -	- -
Quite good	(+1)	12 46%	2 50%	- -	2 100%	1 100%
Neither good nor poor	(0)	8 31%	1 25%	1 100%	- -	- -
Quite poor	(-1)	3 12%	1 25%	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		3 12%	1 25%	- -	- -	- -
Mean		0.58	0.25	0.00	1.00	1.00
Standard deviation		0.86	0.96	-	0.00	-
Standard error		0.17	0.48	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 262

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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
Base	26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good	8	2	6	2	5	1	1	-	1	1	5	-	5	2	1	-	-	1	2	1	-	-	-	-	4	-	-
	31%	33%	30%	25%	31%	50%	100%	-	100%	14%	42%	-	42%	17%	50%	-	-	50%	100%	25%	-	-	-	-	44%	-	-
Very good	(+2)	3	-	3	1	2	-	-	-	1	2	-	2	-	1	-	-	-	1	1	-	-	-	-	1	-	-
	12%	-	15%	13%	13%	-	-	-	-	14%	17%	-	17%	-	50%	-	-	-	50%	25%	-	-	-	-	11%	-	-
Quite good	(+1)	5	2	3	1	3	1	-	1	-	3	-	3	2	-	-	-	1	1	-	-	-	-	-	3	-	-
	19%	33%	15%	13%	19%	50%	100%	-	100%	-	25%	-	25%	17%	-	-	-	50%	50%	-	-	-	-	-	33%	-	-
Neither good nor poor	(0)	18	4	14	6	11	-	4	-	6	7	1	7	10	1	4	1	1	-	3	1	-	1	1	5	-	1
	69%	67%	70%	75%	69%	50%	-	100%	-	86%	58%	100%	58%	83%	50%	100%	100%	50%	-	75%	100%	-	100%	100%	56%	-	100%
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.42	0.33	0.45	0.38	0.44	0.50	1.00	0.00	1.00	0.29	0.58	0.00	0.58	0.17	1.00	0.00	0.00	0.50	1.50	0.50	0.00	-	0.00	0.00	0.56	-	0.00
Standard deviation	0.70	0.52	0.76	0.74	0.73	0.71	-	0.00	-	0.76	0.79	-	0.79	0.39	1.41	0.00	-	0.71	0.71	1.00	-	-	-	-	0.73	-	-
Standard error	0.14	0.21	0.17	0.26	0.18	0.50	-	0.00	-	0.29	0.23	-	0.23	0.11	1.00	0.00	-	0.50	0.50	0.50	-	-	-	-	0.24	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 262

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Play video as audio****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		8 31%	1 25%	- -	1 50%	1 100%
Very good	(+2)	3 12%	- -	- -	- -	- -
Quite good	(+1)	5 19%	1 25%	- -	1 50%	1 100%
Neither good nor poor	(0)	18 69%	3 75%	1 100%	1 50%	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.42	0.25	0.00	0.50	1.00
Standard deviation		0.70	0.50	-	0.71	-
Standard error		0.14	0.25	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 263

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		10	3	7	3	6	1	1	1	1	2	5	-	4	5	1	1	-	2	-	2	-	-	-	-	5	-	-
		38%	50%	35%	38%	38%	50%	100%	25%	100%	29%	42%	-	33%	42%	50%	25%	-	100%	-	50%	-	-	-	-	56%	-	-
Very good	(+2)	2	1	1	-	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-
		8%	17%	5%	-	13%	-	-	25%	-	-	8%	-	-	8%	50%	-	-	-	-	-	-	-	-	-	22%	-	-
Quite good	(+1)	8	2	6	3	4	1	1	-	1	2	4	-	4	4	-	1	-	2	-	2	-	-	-	-	3	-	-
		31%	33%	30%	38%	25%	50%	100%	-	100%	29%	33%	-	33%	33%	-	25%	-	100%	-	50%	-	-	-	-	33%	-	-
Neither good nor poor	(0)	14	2	12	4	9	1	-	2	-	4	7	1	8	5	1	3	1	-	2	2	1	-	1	1	2	-	1
		54%	33%	60%	50%	56%	50%	-	50%	-	57%	58%	100%	67%	42%	50%	75%	100%	-	100%	50%	100%	-	100%	100%	22%	-	100%
Quite poor	(-1)	2	1	1	1	1	-	-	1	-	1	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-
		8%	17%	5%	13%	6%	-	-	25%	-	14%	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	22%	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-
		8%	17%	5%	13%	6%	-	-	25%	-	14%	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	22%	-	-
Mean		0.38	0.50	0.35	0.25	0.44	0.50	1.00	0.25	1.00	0.14	0.50	0.00	0.33	0.33	1.00	0.25	0.00	1.00	0.00	0.50	0.00	-	0.00	0.00	0.56	-	0.00
Standard deviation		0.75	1.05	0.67	0.71	0.81	0.71	-	1.26	-	0.69	0.67	-	0.49	0.89	1.41	0.50	-	0.00	0.00	0.58	-	-	-	-	1.13	-	-
Standard error		0.15	0.43	0.15	0.25	0.20	0.50	-	0.63	-	0.26	0.19	-	0.14	0.26	1.00	0.25	-	0.00	0.00	0.29	-	-	-	-	0.38	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 263

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		10 38%	1 25%	- -	1 50%	1 100%
Very good	(+2)	2 8%	- -	- -	- -	- -
Quite good	(+1)	8 31%	1 25%	- -	1 50%	1 100%
Neither good nor poor	(0)	14 54%	2 50%	1 100%	1 50%	- -
Quite poor	(-1)	2 8%	1 25%	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 8%	1 25%	- -	- -	- -
Mean		0.38	0.00	0.00	0.50	1.00
Standard deviation		0.75	0.82	-	0.71	-
Standard error		0.15	0.41	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 264

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Push notifications****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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		10	2	8	4	5	1	1	-	1	3	5	-	7	2	1	1	1	1	1	1	-	-	1	-	4	-	-
		38%	33%	40%	50%	31%	50%	100%	-	100%	43%	42%	-	58%	17%	50%	25%	100%	50%	50%	25%	-	-	100%	-	44%	-	-
Very good	(+2)	3	-	3	-	3	-	-	-	-	-	3	-	2	-	1	-	-	-	-	-	-	-	-	-	3	-	-
		12%	-	15%	-	19%	-	-	-	-	-	25%	-	17%	-	50%	-	-	-	-	-	-	-	-	-	33%	-	-
Quite good	(+1)	7	2	5	4	2	1	1	-	1	3	2	-	5	2	-	1	1	1	1	1	-	-	1	-	1	-	-
		27%	33%	25%	50%	13%	50%	100%	-	100%	43%	17%	-	42%	17%	-	25%	100%	50%	50%	25%	-	-	100%	-	11%	-	-
Neither good nor poor	(0)	14	3	11	3	10	1	-	3	-	3	7	1	5	8	1	2	-	1	1	3	1	-	-	1	4	-	1
		54%	50%	55%	38%	63%	50%	-	75%	-	43%	58%	100%	42%	67%	50%	50%	-	50%	50%	75%	100%	-	-	100%	44%	-	100%
Quite poor	(-1)	2	1	1	1	1	-	-	1	-	1	-	-	-	2	-	1	-	-	-	-	-	-	-	-	1	-	-
		8%	17%	5%	13%	6%	-	-	25%	-	14%	-	-	-	17%	-	25%	-	-	-	-	-	-	-	-	11%	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	-	2	-	1	-	-	-	-	-	-	-	-	1	-	-
		8%	17%	5%	13%	6%	-	-	25%	-	14%	-	-	-	17%	-	25%	-	-	-	-	-	-	-	-	11%	-	-
Mean		0.42	0.17	0.50	0.38	0.44	0.50	1.00	-0.25	1.00	0.29	0.67	0.00	0.75	0.00	1.00	0.00	1.00	0.50	0.50	0.25	0.00	-	1.00	0.00	0.67	-	0.00
Standard deviation		0.81	0.75	0.83	0.74	0.89	0.71	-	0.50	-	0.76	0.89	-	0.75	0.60	1.41	0.82	-	0.71	0.71	0.50	-	-	-	1.12	-	-	
Standard error		0.16	0.31	0.18	0.26	0.22	0.50	-	0.25	-	0.29	0.26	-	0.22	0.17	1.00	0.41	-	0.50	0.50	0.25	-	-	-	0.37	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 264

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		10 38%	1 25%	- -	1 50%	1 100%
Very good	(+2)	3 12%	- -	- -	- -	- -
Quite good	(+1)	7 27%	1 25%	- -	1 50%	1 100%
Neither good nor poor	(0)	14 54%	2 50%	1 100%	1 50%	- -
Quite poor	(-1)	2 8%	1 25%	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 8%	1 25%	- -	- -	- -
Mean		0.42	0.00	0.00	0.50	1.00
Standard deviation		0.81	0.82	-	0.71	-
Standard error		0.16	0.41	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 265

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Customisation options****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
Base	26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good	16	4	12	5	10	1	1	2	1	4	8	-	7	8	1	1	-	2	2	1	-	-	1	-	8	-	1
	62%	67%	60%	63%	63%	50%	100%	50%	100%	57%	67%	-	58%	67%	50%	25%	-	100%	100%	25%	-	-	100%	-	89%	-	100%
Very good	(+2)	6	2	4	3	3	-	1	1	-	2	2	-	3	2	1	-	-	-	1	-	-	-	-	4	-	1
	23%	33%	20%	38%	19%	-	100%	25%	-	29%	17%	-	25%	17%	50%	-	-	-	-	25%	-	-	-	-	44%	-	100%
Quite good	(+1)	10	2	8	2	7	-	1	1	2	6	-	4	6	-	1	-	2	2	-	-	-	1	-	4	-	-
	38%	33%	40%	25%	44%	50%	-	25%	100%	29%	50%	-	33%	50%	-	25%	-	100%	100%	-	-	-	100%	-	44%	-	-
Neither good nor poor	(0)	9	2	7	2	6	-	2	-	2	4	1	5	3	1	2	1	-	-	3	1	-	-	1	1	-	-
	35%	33%	35%	25%	38%	50%	-	50%	-	29%	33%	100%	42%	25%	50%	50%	100%	-	-	75%	100%	-	-	100%	11%	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	4%	-	5%	13%	-	-	-	-	-	14%	-	-	-	8%	-	25%	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	4%	-	5%	13%	-	-	-	-	-	14%	-	-	-	8%	-	25%	-	-	-	-	-	-	-	-	-	-	-
Mean	0.81	1.00	0.75	0.88	0.81	0.50	2.00	0.75	1.00	0.71	0.83	0.00	0.83	0.75	1.00	0.00	0.00	1.00	1.00	0.50	0.00	-	1.00	0.00	1.33	-	2.00
Standard deviation	0.85	0.89	0.85	1.13	0.75	0.71	-	0.96	-	1.11	0.72	-	0.83	0.87	1.41	0.82	-	0.00	0.00	1.00	-	-	-	-	0.71	-	-
Standard error	0.17	0.37	0.19	0.40	0.19	0.50	-	0.48	-	0.42	0.21	-	0.24	0.25	1.00	0.41	-	0.00	0.00	0.50	-	-	-	-	0.24	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 265

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		16 62%	3 75%	- -	1 50%	1 100%
Very good	(+2)	6 23%	- -	- -	1 50%	1 100%
Quite good	(+1)	10 38%	3 75%	- -	- -	- -
Neither good nor poor	(0)	9 35%	1 25%	1 100%	1 50%	- -
Quite poor	(-1)	1 4%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	- -
Mean		0.81	0.75	0.00	1.00	2.00
Standard deviation		0.85	0.50	-	1.41	-
Standard error		0.17	0.25	-	1.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 266

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		7	3	4	1	5	1	1	1	1	-	4	-	2	4	1	-	-	1	1	1	-	-	-	-	4	-	-
		27%	50%	20%	13%	31%	50%	100%	25%	100%	-	33%	-	17%	33%	50%	-	-	50%	50%	25%	-	-	-	-	44%	-	-
Very good	(+2)	2	1	1	-	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-
		8%	17%	5%	-	13%	-	-	25%	-	-	8%	-	-	8%	50%	-	-	-	-	-	-	-	-	-	22%	-	-
Quite good	(+1)	5	2	3	1	3	1	1	-	1	-	3	-	2	3	-	-	-	1	1	1	-	-	-	-	2	-	-
		19%	33%	15%	13%	19%	50%	100%	-	100%	-	25%	-	17%	25%	-	-	-	50%	50%	25%	-	-	-	-	22%	-	-
Neither good nor poor	(0)	15	2	13	5	9	1	-	2	-	5	7	1	7	7	1	3	-	1	-	2	1	-	1	1	5	-	1
		58%	33%	65%	63%	56%	50%	-	50%	-	71%	58%	100%	58%	58%	50%	75%	-	50%	-	50%	100%	-	100%	100%	56%	-	100%
Quite poor	(-1)	4	1	3	2	2	-	-	1	-	2	1	-	3	1	-	1	1	-	1	1	-	-	-	-	-	-	-
		15%	17%	15%	25%	13%	-	-	25%	-	29%	8%	-	25%	8%	-	25%	100%	-	50%	25%	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		4	1	3	2	2	-	-	1	-	2	1	-	3	1	-	1	1	-	1	1	-	-	-	-	-	-	-
		15%	17%	15%	25%	13%	-	-	25%	-	29%	8%	-	25%	8%	-	25%	100%	-	50%	25%	-	-	-	-	-	-	-
Mean		0.19	0.50	0.10	-0.13	0.31	0.50	1.00	0.25	1.00	-0.29	0.33	0.00	-0.08	0.33	1.00	-0.25	-1.00	0.50	0.00	0.00	0.00	-	0.00	0.00	0.67	-	0.00
Standard deviation		0.80	1.05	0.72	0.64	0.87	0.71	-	1.26	-	0.49	0.78	-	0.67	0.78	1.41	0.50	-	0.71	1.41	0.82	-	-	-	-	0.87	-	-
Standard error		0.16	0.43	0.16	0.23	0.22	0.50	-	0.63	-	0.18	0.22	-	0.19	0.22	1.00	0.25	-	0.50	1.00	0.41	-	-	-	-	0.29	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 266

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		7	2	-	1	1
		27%	50%	-	50%	100%
Very good	(+2)	2	1	-	-	-
		8%	25%	-	-	-
Quite good	(+1)	5	1	-	1	1
		19%	25%	-	50%	100%
Neither good nor poor	(0)	15	2	1	1	-
		58%	50%	100%	50%	-
Quite poor	(-1)	4	-	-	-	-
		15%	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		4	-	-	-	-
		15%	-	-	-	-
Mean		0.19	0.75	0.00	0.50	1.00
Standard deviation		0.80	0.96	-	0.71	-
Standard error		0.16	0.48	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 267

Q20b. You said you use Podcast Addict to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base		26	6	20	8	16	2	1	4	1	7	12	1	12	12	2	4	1	2	2	4	1	-	1	1	9	-	1
NET: Good		25	6	19	7	16	2	1	4	1	6	12	1	11	12	2	4	-	2	2	4	1	-	1	1	9	-	1
		96%	100%	95%	88%	100%	100%	100%	100%	100%	86%	100%	100%	92%	100%	100%	100%	-	100%	100%	100%	100%	-	100%	100%	100%	-	100%
Very good	(+2)	17	4	13	4	12	1	-	3	1	4	9	-	8	8	1	3	-	2	1	4	-	-	-	-	6	-	1
		65%	67%	65%	50%	75%	50%	-	75%	100%	57%	75%	-	67%	67%	50%	75%	-	100%	50%	100%	-	-	-	-	67%	-	100%
Quite good	(+1)	8	2	6	3	4	1	1	1	-	2	3	1	3	4	1	1	-	-	1	-	1	-	1	1	3	-	-
		31%	33%	30%	38%	25%	50%	100%	25%	-	29%	25%	100%	25%	33%	50%	25%	-	-	50%	-	100%	-	100%	100%	33%	-	-
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		4%	-	5%	13%	-	-	-	-	-	14%	-	-	8%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.62	1.67	1.60	1.38	1.75	1.50	1.00	1.75	2.00	1.43	1.75	1.00	1.58	1.67	1.50	1.75	0.00	2.00	1.50	2.00	1.00	-	1.00	1.00	1.67	-	2.00
Standard deviation		0.57	0.52	0.60	0.74	0.45	0.71	-	0.50	-	0.79	0.45	-	0.67	0.49	0.71	0.50	-	0.00	0.71	0.00	-	-	-	-	0.50	-	-
Standard error		0.11	0.21	0.13	0.26	0.11	0.50	-	0.25	-	0.30	0.13	-	0.19	0.14	0.50	0.25	-	0.00	0.50	0.00	-	-	-	-	0.17	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 267

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

The service is free

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		26	4	1	2	1
NET: Good		25 96%	4 100%	1 100%	2 100%	1 100%
Very good	(+2)	17 65%	2 50%	1 100%	- -	- -
Quite good	(+1)	8 31%	2 50%	- -	2 100%	1 100%
Neither good nor poor	(0)	1 4%	- -	- -	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.62	1.50	2.00	1.00	1.00
Standard deviation		0.57	0.58	-	0.00	-
Standard error		0.11	0.29	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 268

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

		Aspects															Social sharing options, e.g. short clip shares		
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	The service is free	
Base		14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	
NET: Good		13 93%	12 86%	13 93%	13 93%	13 93%	12 86%	1 7%	7 50%	13 93%	4 29%	9 64%	5 36%	2 14%	12 86%	8 57%	10 71%	2 14%	12 86%
Very good	(+2)	10 71%	9 64%	10 71%	9 64%	8 57%	6 43%	- -	3 21%	10 71%	1 7%	4 29%	3 21%	1 7%	9 64%	4 29%	5 36%	1 7%	11 79%
Quite good	(+1)	3 21%	3 21%	3 21%	4 29%	5 36%	6 43%	1 7%	4 29%	3 21%	3 21%	5 36%	2 14%	1 7%	3 21%	4 29%	5 36%	1 7%	1 7%
Neither good nor poor	(0)	1 7%	2 14%	1 7%	1 7%	1 7%	2 14%	9 64%	7 50%	1 7%	9 64%	5 36%	8 57%	10 71%	2 14%	4 29%	3 21%	10 71%	2 14%
Quite poor	(-1)	- -	- -	- -	- -	- -	- -	3 21%	- -	- -	- -	- -	1 7%	1 7%	- -	2 14%	1 7%	2 14%	- -
Very poor	(-2)	- -	- -	- -	- -	- -	- -	1 7%	- -	- -	1 7%	- -	- -	1 7%	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -	- -	4 29%	- -	- -	1 7%	- -	1 7%	2 14%	- -	2 14%	1 7%	2 14%	- -
Mean		1.64	1.50	1.64	1.57	1.50	1.29	-0.29	0.71	1.64	0.21	0.93	0.50	0.00	1.50	0.71	1.00	0.07	1.64
Standard deviation		0.63	0.76	0.63	0.65	0.65	0.73	0.73	0.83	0.63	0.89	0.83	0.94	0.88	0.76	1.07	0.96	0.73	0.74
Standard error		0.17	0.20	0.17	0.17	0.17	0.19	0.19	0.22	0.17	0.24	0.22	0.25	0.23	0.20	0.29	0.26	0.20	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 269

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Range 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		South East	South West	North-ern Ire-land	
																								London					
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-	
NET: Good		13	7	6	6	6	1	2	4	1	4	2	-	7	5	1	-	-	-	1	-	3	-	1	-	5	3	-	
		93%	100%	86%	86%	100%	100%	100%	100%	100%	80%	100%	-	100%	83%	100%	-	-	-	100%	-	100%	-	100%	-	83%	100%	-	
Very good	(+2)	10	7	3	4	5	1	2	4	1	2	1	-	6	3	1	-	-	-	1	-	2	-	-	-	4	3	-	
		71%	100%	43%	57%	83%	100%	100%	100%	100%	40%	50%	-	86%	50%	100%	-	-	-	100%	-	67%	-	-	-	67%	100%	-	
Quite good	(+1)	3	-	3	2	1	-	-	-	-	2	1	-	1	2	-	-	-	-	-	-	1	-	1	-	1	-	-	
		21%	-	43%	29%	17%	-	-	-	-	40%	50%	-	14%	33%	-	-	-	-	-	-	33%	-	100%	-	17%	-	-	
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
		7%	-	14%	14%	-	-	-	-	-	20%	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.64	2.00	1.29	1.43	1.83	2.00	2.00	2.00	2.00	1.20	1.50	-	1.86	1.33	2.00	-	-	-	2.00	-	1.67	-	1.00	-	1.50	2.00	-	
Standard deviation		0.63	0.00	0.76	0.79	0.41	-	0.00	0.00	-	0.84	0.71	-	0.38	0.82	-	-	-	-	-	-	0.58	-	-	-	0.84	0.00	-	
Standard error		0.17	0.00	0.29	0.30	0.17	-	0.00	0.00	-	0.37	0.50	-	0.14	0.33	-	-	-	-	-	-	0.33	-	-	-	0.34	0.00	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 269

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		13	6	-	-	2
		93%	100%	-	-	100%
Very good	(+2)	10	4	-	-	1
		71%	67%	-	-	50%
Quite good	(+1)	3	2	-	-	1
		21%	33%	-	-	50%
Neither good nor poor	(0)	1	-	-	1	-
		7%	-	-	100%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.64	1.67	-	0.00	1.50
Standard deviation		0.63	0.52	-	-	0.71
Standard error		0.17	0.21	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 270

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		12	7	5	6	5	1	2	4	1	4	1	-	6	5	1	-	-	-	1	-	3	-	1	-	5	2	-
		86%	100%	71%	86%	83%	100%	100%	100%	100%	80%	50%	-	86%	83%	100%	-	-	-	100%	-	100%	-	100%	-	83%	67%	-
Very good	(+2)	9	7	2	4	4	1	2	4	1	2	-	-	5	3	1	-	-	-	1	-	3	-	-	-	3	2	-
		64%	100%	29%	57%	67%	100%	100%	100%	100%	40%	-	-	71%	50%	100%	-	-	-	100%	-	100%	-	-	-	50%	67%	-
Quite good	(+1)	3	-	3	2	1	-	-	-	-	2	1	-	1	2	-	-	-	-	-	-	-	-	1	-	2	-	-
		21%	-	43%	29%	17%	-	-	-	-	40%	50%	-	14%	33%	-	-	-	-	-	-	-	-	100%	-	33%	-	-
Neither good nor poor	(0)	2	-	2	1	1	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-
		14%	-	29%	14%	17%	-	-	-	-	20%	50%	-	14%	17%	-	-	-	-	-	-	-	-	-	-	17%	33%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.50	2.00	1.00	1.43	1.50	2.00	2.00	2.00	2.00	1.20	0.50	-	1.57	1.33	2.00	-	-	-	2.00	-	2.00	-	1.00	-	1.33	1.33	-
Standard deviation		0.76	0.00	0.82	0.79	0.84	-	0.00	0.00	-	0.84	0.71	-	0.79	0.82	-	-	-	-	-	-	0.00	-	-	-	0.82	1.15	-
Standard error		0.20	0.00	0.31	0.30	0.34	-	0.00	0.00	-	0.37	0.50	-	0.30	0.33	-	-	-	-	-	-	0.00	-	-	-	0.33	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 270

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		12	6	-	-	2
		86%	100%	-	-	100%
Very good	(+2)	9	5	-	-	1
		64%	83%	-	-	50%
Quite good	(+1)	3	1	-	-	1
		21%	17%	-	-	50%
Neither good nor poor	(0)	2	-	-	1	-
		14%	-	-	100%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.50	1.83	-	0.00	1.50
Standard deviation		0.76	0.41	-	-	0.71
Standard error		0.20	0.17	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 271

Q20b. You said you use Overcast 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	
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-	
NET: Good		13	7	6	6	6	1	2	4	1	4	2	-	7	5	1	-	-	-	1	-	3	-	1	-	5	3	-	
		93%	100%	86%	86%	100%	100%	100%	100%	100%	80%	100%	-	100%	83%	100%	-	-	-	100%	-	100%	-	100%	-	83%	100%	-	
Very good	(+2)	10	6	4	4	5	1	1	4	1	3	1	-	7	2	1	-	-	-	1	-	3	-	-	-	3	3	-	
		71%	86%	57%	57%	83%	100%	50%	100%	100%	60%	50%	-	100%	33%	100%	-	-	-	100%	-	100%	-	-	-	50%	100%	-	
Quite good	(+1)	3	1	2	2	1	-	1	-	-	1	1	-	-	3	-	-	-	-	-	-	-	-	1	-	2	-	-	
		21%	14%	29%	29%	17%	-	50%	-	-	20%	50%	-	-	50%	-	-	-	-	-	-	-	-	100%	-	33%	-	-	
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
		7%	-	14%	14%	-	-	-	-	-	20%	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.64	1.86	1.43	1.43	1.83	2.00	1.50	2.00	2.00	1.40	1.50	-	2.00	1.17	2.00	-	-	-	2.00	-	2.00	-	1.00	-	1.33	2.00	-	
Standard deviation		0.63	0.38	0.79	0.79	0.41	-	0.71	0.00	-	0.89	0.71	-	0.00	0.75	-	-	-	-	-	-	0.00	-	-	-	0.82	0.00	-	
Standard error		0.17	0.14	0.30	0.30	0.17	-	0.50	0.00	-	0.40	0.50	-	0.00	0.31	-	-	-	-	-	-	0.00	-	-	-	0.33	0.00	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 271

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		13	6	-	-	2
		93%	100%	-	-	100%
Very good	(+2)	10	4	-	-	-
		71%	67%	-	-	-
Quite good	(+1)	3	2	-	-	2
		21%	33%	-	-	100%
Neither good nor poor	(0)	1	-	-	1	-
		7%	-	-	100%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.64	1.67	-	0.00	1.00
Standard deviation		0.63	0.52	-	-	0.00
Standard error		0.17	0.21	-	-	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 272

Q20b. You said you use Overcast 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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		13	7	6	6	6	1	2	4	1	4	2	-	7	5	1	-	-	-	1	-	3	-	1	-	5	3	-
		93%	100%	86%	86%	100%	100%	100%	100%	100%	80%	100%	-	100%	83%	100%	-	-	-	100%	-	100%	-	100%	-	83%	100%	-
Very good	(+2)	9	5	4	5	3	1	2	2	1	3	1	-	6	2	1	-	-	-	-	-	3	-	-	-	3	3	-
		64%	71%	57%	71%	50%	100%	100%	50%	100%	60%	50%	-	86%	33%	100%	-	-	-	-	-	100%	-	-	-	50%	100%	-
Quite good	(+1)	4	2	2	1	3	-	-	2	-	1	1	-	1	3	-	-	-	-	1	-	-	-	1	-	2	-	-
		29%	29%	29%	14%	50%	-	-	50%	-	20%	50%	-	14%	50%	-	-	-	-	100%	-	-	-	100%	-	33%	-	-
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
		7%	-	14%	14%	-	-	-	-	-	20%	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.57	1.71	1.43	1.57	1.50	2.00	2.00	1.50	2.00	1.40	1.50	-	1.86	1.17	2.00	-	-	-	1.00	-	2.00	-	1.00	-	1.33	2.00	-
Standard deviation		0.65	0.49	0.79	0.79	0.55	-	0.00	0.58	-	0.89	0.71	-	0.38	0.75	-	-	-	-	-	-	0.00	-	-	-	0.82	0.00	-
Standard error		0.17	0.18	0.30	0.30	0.22	-	0.00	0.29	-	0.40	0.50	-	0.14	0.31	-	-	-	-	-	-	0.00	-	-	-	0.33	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 272

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		13	6	-	-	2
		93%	100%	-	-	100%
Very good	(+2)	9	5	-	-	1
		64%	83%	-	-	50%
Quite good	(+1)	4	1	-	-	1
		29%	17%	-	-	50%
Neither good nor poor	(0)	1	-	-	1	-
		7%	-	-	100%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.57	1.83	-	0.00	1.50
Standard deviation		0.65	0.41	-	-	0.71
Standard error		0.17	0.17	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 273

Q20b. You said you use Overcast 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	
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-	
NET: Good		13	7	6	6	6	1	2	4	1	4	2	-	7	5	1	-	-	-	1	-	3	-	1	-	5	3	-	
		93%	100%	86%	86%	100%	100%	100%	100%	100%	80%	100%	-	100%	83%	100%	-	-	-	100%	-	100%	-	100%	-	83%	100%	-	
Very good	(+2)	8	5	3	4	3	1	2	2	1	2	1	-	5	2	1	-	-	-	-	-	3	-	-	-	2	3	-	
		57%	71%	43%	57%	50%	100%	100%	50%	100%	40%	50%	-	71%	33%	100%	-	-	-	-	-	100%	-	-	-	33%	100%	-	
Quite good	(+1)	5	2	3	2	3	-	-	2	-	2	1	-	2	3	-	-	-	-	1	-	-	-	1	-	3	-	-	
		36%	29%	43%	29%	50%	-	-	50%	-	40%	50%	-	29%	50%	-	-	-	-	100%	-	-	-	100%	-	50%	-	-	
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
		7%	-	14%	14%	-	-	-	-	-	20%	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.50	1.71	1.29	1.43	1.50	2.00	2.00	1.50	2.00	1.20	1.50	-	1.71	1.17	2.00	-	-	-	1.00	-	2.00	-	1.00	-	1.17	2.00	-	
Standard deviation		0.65	0.49	0.76	0.79	0.55	-	0.00	0.58	-	0.84	0.71	-	0.49	0.75	-	-	-	-	-	-	0.00	-	-	-	0.75	0.00	-	
Standard error		0.17	0.18	0.29	0.30	0.22	-	0.00	0.29	-	0.37	0.50	-	0.18	0.31	-	-	-	-	-	-	0.00	-	-	-	0.31	0.00	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 273

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		13	6	-	-	2
		93%	100%	-	-	100%
Very good	(+2)	8	5	-	-	1
		57%	83%	-	-	50%
Quite good	(+1)	5	1	-	-	1
		36%	17%	-	-	50%
Neither good nor poor	(0)	1	-	-	1	-
		7%	-	-	100%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.50	1.83	-	0.00	1.50
Standard deviation		0.65	0.41	-	-	0.71
Standard error		0.17	0.17	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 274

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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	
Base	14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-		
NET: Good	12	7	5	6	5	1	2	4	1	4	1	-	6	5	1	-	-	-	1	-	3	-	1	-	5	2	-		
	86%	100%	71%	86%	83%	100%	100%	100%	100%	80%	50%	-	86%	83%	100%	-	-	-	100%	-	100%	-	100%	-	83%	67%	-		
Very good	(+2)	6	5	1	2	4	-	1	4	-	1	-	4	2	-	-	-	-	1	-	2	-	-	-	2	1	-		
	43%	71%	14%	29%	67%	-	50%	100%	-	20%	-	-	57%	33%	-	-	-	-	100%	-	67%	-	-	-	33%	33%	-		
Quite good	(+1)	6	2	4	4	1	1	-	1	3	1	-	2	3	1	-	-	-	-	-	1	-	1	-	3	1	-		
	43%	29%	57%	57%	17%	100%	50%	-	100%	60%	50%	-	29%	50%	100%	-	-	-	-	-	33%	-	100%	-	50%	33%	-		
Neither good nor poor	(0)	2	-	2	1	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-		
	14%	-	29%	14%	17%	-	-	-	-	20%	50%	-	14%	17%	-	-	-	-	-	-	-	-	-	-	17%	33%	-		
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Mean	1.29	1.71	0.86	1.14	1.50	1.00	1.50	2.00	1.00	1.00	0.50	-	1.43	1.17	1.00	-	-	-	2.00	-	1.67	-	1.00	-	1.17	1.00	-		
Standard deviation	0.73	0.49	0.69	0.69	0.84	-	0.71	0.00	-	0.71	0.71	-	0.79	0.75	-	-	-	-	-	-	0.58	-	-	-	0.75	1.00	-		
Standard error	0.19	0.18	0.26	0.26	0.34	-	0.50	0.00	-	0.32	0.50	-	0.30	0.31	-	-	-	-	-	-	0.33	-	-	-	0.31	0.58	-		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 274

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		12	6	-	-	2
		86%	100%	-	-	100%
Very good	(+2)	6	2	-	-	-
		43%	33%	-	-	-
Quite good	(+1)	6	4	-	-	2
		43%	67%	-	-	100%
Neither good nor poor	(0)	2	-	-	1	-
		14%	-	-	100%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.29	1.33	-	0.00	1.00
Standard deviation		0.73	0.52	-	-	0.00
Standard error		0.19	0.21	-	-	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 275

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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	
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-	
NET: Good		1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
		7%	-	14%	-	17%	-	-	-	-	-	50%	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-	
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Quite good	(+1)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
		7%	-	14%	-	17%	-	-	-	-	-	50%	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-	
Neither good nor poor	(0)	9	5	4	4	5	-	1	4	-	3	1	-	5	4	-	-	-	-	1	-	2	-	1	-	3	2	-	
		64%	71%	57%	57%	83%	-	50%	100%	-	60%	50%	-	71%	67%	-	-	-	-	100%	-	67%	-	100%	-	50%	67%	-	
Quite poor	(-1)	3	2	1	2	-	1	1	-	1	1	-	-	1	1	1	-	-	-	-	-	1	-	-	-	1	1	-	
		21%	29%	14%	29%	-	100%	50%	-	100%	20%	-	-	14%	17%	100%	-	-	-	-	-	33%	-	-	-	17%	33%	-	
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
		7%	-	14%	14%	-	-	-	-	-	20%	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	17%	-	-	
NET: Poor		4	2	2	3	-	1	1	-	1	2	-	-	2	1	1	-	-	-	-	-	1	-	-	-	2	1	-	
		29%	29%	29%	43%	-	100%	50%	-	100%	40%	-	-	29%	17%	100%	-	-	-	-	-	33%	-	-	-	33%	33%	-	
Mean		-0.29	-0.29	-0.29	-0.57	0.17	-1.00	-0.50	0.00	-1.00	-0.60	0.50	-	-0.43	0.00	-1.00	-	-	-	0.00	-	-0.33	-	0.00	-	-0.33	-0.33	-	
Standard deviation		0.73	0.49	0.95	0.79	0.41	-	0.71	0.00	-	0.89	0.71	-	0.79	0.63	-	-	-	-	-	-	0.58	-	-	-	1.03	0.58	-	
Standard error		0.19	0.18	0.36	0.30	0.17	-	0.50	0.00	-	0.40	0.50	-	0.30	0.26	-	-	-	-	-	-	0.33	-	-	-	0.42	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 275

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		1 7%	1 17%	-	-	1 50%
Very good	(+2)	-	-	-	-	-
Quite good	(+1)	1 7%	1 17%	-	-	1 50%
Neither good nor poor	(0)	9 64%	2 33%	-	1 100%	-
Quite poor	(-1)	3 21%	3 50%	-	-	1 50%
Very poor	(-2)	1 7%	-	-	-	-
NET: Poor		4 29%	3 50%	-	-	1 50%
Mean		-0.29	-0.33	-	0.00	0.00
Standard deviation		0.73	0.82	-	-	1.41
Standard error		0.19	0.33	-	-	1.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 276

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		7	4	3	3	4	-	1	3	-	2	1	-	4	3	-	-	-	-	1	-	3	-	-	-	2	1	-
		50%	57%	43%	43%	67%	-	50%	75%	-	40%	50%	-	57%	50%	-	-	-	-	100%	-	100%	-	-	-	33%	33%	-
Very good	(+2)	3	2	1	1	2	-	-	2	-	1	-	-	3	-	-	-	-	-	-	-	2	-	-	-	-	1	-
		21%	29%	14%	14%	33%	-	-	50%	-	20%	-	-	43%	-	-	-	-	-	-	-	67%	-	-	-	-	33%	-
Quite good	(+1)	4	2	2	2	2	-	1	1	-	1	1	-	1	3	-	-	-	-	1	-	1	-	-	-	2	-	-
		29%	29%	29%	29%	33%	-	50%	25%	-	20%	50%	-	14%	50%	-	-	-	-	100%	-	33%	-	-	-	33%	-	-
Neither good nor poor	(0)	7	3	4	4	2	1	1	1	1	3	1	-	3	3	1	-	-	-	-	-	-	-	1	-	4	2	-
		50%	43%	57%	57%	33%	100%	50%	25%	100%	60%	50%	-	43%	50%	100%	-	-	-	-	-	-	-	100%	-	67%	67%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.71	0.86	0.57	0.57	1.00	0.00	0.50	1.25	0.00	0.60	0.50	-	1.00	0.50	0.00	-	-	-	1.00	-	1.67	-	0.00	-	0.33	0.67	-
Standard deviation		0.83	0.90	0.79	0.79	0.89	-	0.71	0.96	-	0.89	0.71	-	1.00	0.55	-	-	-	-	-	-	0.58	-	-	-	0.52	1.15	-
Standard error		0.22	0.34	0.30	0.30	0.37	-	0.50	0.48	-	0.40	0.50	-	0.38	0.22	-	-	-	-	-	-	0.33	-	-	-	0.21	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 276

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		7 50%	4 67%	- -	- -	1 50%
Very good	(+2)	3 21%	2 33%	- -	- -	- -
Quite good	(+1)	4 29%	2 33%	- -	- -	1 50%
Neither good nor poor	(0)	7 50%	2 33%	- -	1 100%	1 50%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.71	1.00	-	0.00	0.50
Standard deviation		0.83	0.89	-	-	0.71
Standard error		0.22	0.37	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 277

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		13	7	6	6	6	1	2	4	1	4	2	-	7	5	1	-	-	-	1	-	3	-	1	-	5	3	-
		93%	100%	86%	86%	100%	100%	100%	100%	100%	80%	100%	-	100%	83%	100%	-	-	-	100%	-	100%	-	100%	-	83%	100%	-
Very good	(+2)	10	7	3	4	5	1	2	4	1	2	1	-	6	3	1	-	-	-	1	-	2	-	-	-	4	3	-
		71%	100%	43%	57%	83%	100%	100%	100%	100%	40%	50%	-	86%	50%	100%	-	-	-	100%	-	67%	-	-	-	67%	100%	-
Quite good	(+1)	3	-	3	2	1	-	-	-	-	2	1	-	1	2	-	-	-	-	-	-	1	-	1	-	1	-	-
		21%	-	43%	29%	17%	-	-	-	-	40%	50%	-	14%	33%	-	-	-	-	-	-	33%	-	100%	-	17%	-	-
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
		7%	-	14%	14%	-	-	-	-	-	20%	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.64	2.00	1.29	1.43	1.83	2.00	2.00	2.00	2.00	1.20	1.50	-	1.86	1.33	2.00	-	-	-	2.00	-	1.67	-	1.00	-	1.50	2.00	-
Standard deviation		0.63	0.00	0.76	0.79	0.41	-	0.00	0.00	-	0.84	0.71	-	0.38	0.82	-	-	-	-	-	-	0.58	-	-	-	0.84	0.00	-
Standard error		0.17	0.00	0.29	0.30	0.17	-	0.00	0.00	-	0.37	0.50	-	0.14	0.33	-	-	-	-	-	-	0.33	-	-	-	0.34	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 277

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		13	6	-	-	2
		93%	100%	-	-	100%
Very good	(+2)	10	4	-	-	1
		71%	67%	-	-	50%
Quite good	(+1)	3	2	-	-	1
		21%	33%	-	-	50%
Neither good nor poor	(0)	1	-	-	1	-
		7%	-	-	100%	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.64	1.67	-	0.00	1.50
Standard deviation		0.63	0.52	-	-	0.71
Standard error		0.17	0.21	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 278

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		4	3	1	1	3	-	1	2	-	-	1	-	1	3	-	-	-	-	1	-	1	-	-	-	2	-	-
		29%	43%	14%	14%	50%	-	50%	50%	-	-	50%	-	14%	50%	-	-	-	-	100%	-	33%	-	-	-	33%	-	-
Very good	(+2)	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
		7%	14%	-	14%	-	-	50%	-	-	-	-	-	-	17%	-	-	-	-	-	-	33%	-	-	-	-	-	-
Quite good	(+1)	3	2	1	-	3	-	-	2	-	-	1	-	1	2	-	-	-	-	1	-	-	-	-	-	2	-	-
		21%	29%	14%	-	50%	-	-	50%	-	-	50%	-	14%	33%	-	-	-	-	100%	-	-	-	-	-	33%	-	-
Neither good nor poor	(0)	9	3	6	6	2	1	1	1	1	5	1	-	5	3	1	-	-	-	-	-	2	-	1	-	4	2	-
		64%	43%	86%	86%	33%	100%	50%	25%	100%	100%	50%	-	71%	50%	100%	-	-	-	-	-	67%	-	100%	-	67%	67%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		7%	14%	-	-	17%	-	-	25%	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	33%	-
NET: Poor		1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		7%	14%	-	-	17%	-	-	25%	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	33%	-
Mean		0.21	0.29	0.14	0.29	0.17	0.00	1.00	0.00	0.00	0.00	0.50	-	-0.14	0.67	0.00	-	-	-	1.00	-	0.67	-	0.00	-	0.33	-0.67	-
Standard deviation		0.89	1.25	0.38	0.76	1.17	-	1.41	1.41	-	0.00	0.71	-	0.90	0.82	-	-	-	-	-	-	1.15	-	-	-	0.52	1.15	-
Standard error		0.24	0.47	0.14	0.29	0.48	-	1.00	0.71	-	0.00	0.50	-	0.34	0.33	-	-	-	-	-	-	0.67	-	-	-	0.21	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 278

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		4 29%	2 33%	-	-	1 50%
Very good	(+2)	1 7%	1 17%	-	-	-
Quite good	(+1)	3 21%	1 17%	-	-	1 50%
Neither good nor poor	(0)	9 64%	3 50%	-	1 100%	1 50%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	1 7%	1 17%	-	-	-
NET: Poor		1 7%	1 17%	-	-	-
Mean		0.21	0.17	-	0.00	0.50
Standard deviation		0.89	1.33	-	-	0.71
Standard error		0.24	0.54	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 279

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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
Base	14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-	
NET: Good	9	6	3	4	4	1	2	3	1	2	1	-	4	4	1	-	-	-	1	-	3	-	-	-	4	1	-	
	64%	86%	43%	57%	67%	100%	100%	75%	100%	40%	50%	-	57%	67%	100%	-	-	-	100%	-	100%	-	-	-	67%	33%	-	
Very good	(+2)	4	4	-	1	2	1	2	1	-	-	-	2	1	1	-	-	-	-	-	2	-	-	-	1	1	-	
	29%	57%	-	14%	33%	100%	50%	50%	100%	-	-	-	29%	17%	100%	-	-	-	-	-	67%	-	-	-	17%	33%	-	
Quite good	(+1)	5	2	3	3	2	-	1	1	-	2	1	-	2	3	-	-	-	1	-	1	-	-	-	3	-	-	
	36%	29%	43%	43%	33%	-	50%	25%	-	40%	50%	-	29%	50%	-	-	-	-	100%	-	33%	-	-	-	50%	-	-	
Neither good nor poor	(0)	5	1	4	3	2	-	-	1	-	3	1	-	3	2	-	-	-	-	-	-	-	1	-	2	2	-	
	36%	14%	57%	43%	33%	-	-	25%	-	60%	50%	-	43%	33%	-	-	-	-	-	-	-	-	100%	-	33%	67%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	0.93	1.43	0.43	0.71	1.00	2.00	1.50	1.25	2.00	0.40	0.50	-	0.86	0.83	2.00	-	-	-	1.00	-	1.67	-	0.00	-	0.83	0.67	-	
Standard deviation	0.83	0.79	0.53	0.76	0.89	-	0.71	0.96	-	0.55	0.71	-	0.90	0.75	-	-	-	-	-	-	0.58	-	-	-	0.75	1.15	-	
Standard error	0.22	0.30	0.20	0.29	0.37	-	0.50	0.48	-	0.24	0.50	-	0.34	0.31	-	-	-	-	-	-	0.33	-	-	-	0.31	0.67	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 279

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

		Podcast Users			
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes
Base		14	6	-	1
NET: Good		9	5	-	-
		64%	83%	-	-
Very good	(+2)	4	2	-	-
		29%	33%	-	-
Quite good	(+1)	5	3	-	-
		36%	50%	-	-
Neither good nor poor	(0)	5	1	-	1
		36%	17%	-	100%
Quite poor	(-1)	-	-	-	-
		-	-	-	-
Very poor	(-2)	-	-	-	-
		-	-	-	-
NET: Poor		-	-	-	-
		-	-	-	-
Mean		0.93	1.17	-	0.00
Standard deviation		0.83	0.75	-	-
Standard error		0.22	0.31	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 280

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Episode previews****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-east Ireland
Base	14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good	5 36%	3 43%	2 29%	-	5 83%	-	-	3 75%	-	-	2 100%	-	4 57%	1 17%	-	-	-	-	-	-	1 33%	-	-	-	2 33%	2 67%	-
Very good	(+2) 3 21%	2 29%	1 14%	-	3 50%	-	-	2 50%	-	-	1 50%	-	3 43%	-	-	-	-	-	-	-	1 33%	-	-	-	1 17%	1 33%	-
Quite good	(+1) 2 14%	1 14%	1 14%	-	2 33%	-	-	1 25%	-	-	1 50%	-	1 14%	1 17%	-	-	-	-	-	-	-	-	-	-	1 17%	1 33%	-
Neither good nor poor	(0) 8 57%	4 57%	4 57%	6 86%	1 17%	1 100%	2 100%	1 25%	1 100%	4 80%	-	-	2 29%	5 83%	1 100%	-	-	-	1 100%	-	1 33%	-	1 100%	-	4 67%	1 33%	-
Quite poor	(-1) 1 7%	-	1 14%	1 14%	-	-	-	-	-	1 20%	-	-	1 14%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-
Very poor	(-2) - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Poor	1 7%	-	1 14%	1 14%	-	-	-	-	-	1 20%	-	-	1 14%	-	-	-	-	-	-	-	1 33%	-	-	-	-	-	-
Mean	0.50	0.71	0.29	-0.14	1.33	0.00	0.00	1.25	0.00	-0.20	1.50	-	0.86	0.17	0.00	-	-	-	0.00	-	0.33	-	0.00	-	0.50	1.00	-
Standard deviation	0.94	0.95	0.95	0.38	0.82	-	0.00	0.96	-	0.45	0.71	-	1.21	0.41	-	-	-	-	-	-	1.53	-	-	-	0.84	1.00	-
Standard error	0.25	0.36	0.36	0.14	0.33	-	0.00	0.48	-	0.20	0.50	-	0.46	0.17	-	-	-	-	-	-	0.88	-	-	-	0.34	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 280

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		5 36%	2 33%	- -	- -	1 50%
Very good	(+2)	3 21%	- -	- -	- -	- -
Quite good	(+1)	2 14%	2 33%	- -	- -	1 50%
Neither good nor poor	(0)	8 57%	3 50%	- -	1 100%	1 50%
Quite poor	(-1)	1 7%	1 17%	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 7%	1 17%	- -	- -	- -
Mean		0.50	0.17	-	0.00	0.50
Standard deviation		0.94	0.75	-	-	0.71
Standard error		0.25	0.31	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 281

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		2	1	1	-	2	-	-	1	-	-	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-
		14%	14%	14%	-	33%	-	-	25%	-	-	50%	-	14%	17%	-	-	-	-	-	-	33%	-	-	-	17%	-	-
Very good	(+2)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
		7%	14%	-	-	17%	-	-	25%	-	-	-	-	14%	-	-	-	-	-	-	-	33%	-	-	-	-	-	-
Quite good	(+1)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
		7%	-	14%	-	17%	-	-	-	-	-	50%	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-
Neither good nor poor	(0)	10	6	4	5	4	1	2	3	1	3	1	-	4	5	1	-	-	-	1	-	1	-	1	-	4	3	-
		71%	86%	57%	71%	67%	100%	100%	75%	100%	60%	50%	-	57%	83%	100%	-	-	-	100%	-	33%	-	100%	-	67%	100%	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
		7%	-	14%	14%	-	-	-	-	-	20%	-	-	14%	-	-	-	-	-	-	-	33%	-	-	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
		7%	-	14%	14%	-	-	-	-	-	20%	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	17%	-	-
NET: Poor		2	-	2	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	1	-	-	-	1	-	-
		14%	-	29%	29%	-	-	-	-	-	40%	-	-	29%	-	-	-	-	-	-	-	33%	-	-	-	17%	-	-
Mean		0.00	0.29	-0.29	-0.43	0.50	0.00	0.00	0.50	0.00	-0.60	0.50	-	-0.14	0.17	0.00	-	-	-	0.00	-	0.33	-	0.00	-	-0.17	0.00	-
Standard deviation		0.88	0.76	0.95	0.79	0.84	-	0.00	1.00	-	0.89	0.71	-	1.21	0.41	-	-	-	-	-	-	1.53	-	-	-	0.98	0.00	-
Standard error		0.23	0.29	0.36	0.30	0.34	-	0.00	0.50	-	0.40	0.50	-	0.46	0.17	-	-	-	-	-	-	0.88	-	-	-	0.40	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 281

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		2 14%	1 17%	- -	- -	1 50%
Very good	(+2)	1 7%	- -	- -	- -	- -
Quite good	(+1)	1 7%	1 17%	- -	- -	1 50%
Neither good nor poor	(0)	10 71%	4 67%	- -	1 100%	1 50%
Quite poor	(-1)	1 7%	1 17%	- -	- -	- -
Very poor	(-2)	1 7%	- -	- -	- -	- -
NET: Poor		2 14%	1 17%	- -	- -	- -
Mean		0.00	0.00	-	0.00	0.50
Standard deviation		0.88	0.63	-	-	0.71
Standard error		0.23	0.26	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 282

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base	14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-	
NET: Good	12	7	5	6	5	1	2	4	1	4	1	-	6	5	1	-	-	-	1	-	3	-	1	-	5	2	-	
	86%	100%	71%	86%	83%	100%	100%	100%	100%	80%	50%	-	86%	83%	100%	-	-	-	100%	-	100%	-	100%	-	83%	67%	-	
Very good	(+2)	9	6	3	4	4	1	4	1	3	-	-	6	2	1	-	-	-	1	-	3	-	-	-	3	2	-	
	64%	86%	43%	57%	67%	100%	50%	100%	100%	60%	-	-	86%	33%	100%	-	-	-	100%	-	100%	-	-	-	50%	67%	-	
Quite good	(+1)	3	1	2	2	1	1	-	-	1	1	-	-	3	-	-	-	-	-	-	-	-	1	-	2	-	-	
	21%	14%	29%	29%	17%	-	50%	-	-	20%	50%	-	-	50%	-	-	-	-	-	-	-	-	100%	-	33%	-	-	
Neither good nor poor	(0)	2	-	2	1	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	
	14%	-	29%	14%	17%	-	-	-	-	20%	50%	-	14%	17%	-	-	-	-	-	-	-	-	-	-	17%	33%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	1.50	1.86	1.14	1.43	1.50	2.00	1.50	2.00	2.00	1.40	0.50	-	1.71	1.17	2.00	-	-	-	2.00	-	2.00	-	1.00	-	1.33	1.33	-	
Standard deviation	0.76	0.38	0.90	0.79	0.84	-	0.71	0.00	-	0.89	0.71	-	0.76	0.75	-	-	-	-	-	-	0.00	-	-	-	0.82	1.15	-	
Standard error	0.20	0.14	0.34	0.30	0.34	-	0.50	0.00	-	0.40	0.50	-	0.29	0.31	-	-	-	-	-	-	0.00	-	-	-	0.33	0.67	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 282

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

		Podcast Users			
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes
Base		14	6	-	1
NET: Good		12	6	-	-
		86%	100%	-	-
Very good	(+2)	9	4	-	-
		64%	67%	-	-
Quite good	(+1)	3	2	-	-
		21%	33%	-	-
Neither good nor poor	(0)	2	-	-	1
		14%	-	-	100%
Quite poor	(-1)	-	-	-	-
		-	-	-	-
Very poor	(-2)	-	-	-	-
		-	-	-	-
NET: Poor		-	-	-	-
		-	-	-	-
Mean		1.50	1.67	-	0.00
Standard deviation		0.76	0.52	-	-
Standard error		0.20	0.21	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 283

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Push notifications****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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		8	5	3	3	4	1	1	3	1	2	1	-	5	2	1	-	-	-	-	-	3	-	-	-	3	2	-
		57%	71%	43%	43%	67%	100%	50%	75%	100%	40%	50%	-	71%	33%	100%	-	-	-	-	-	100%	-	-	-	50%	67%	-
Very good	(+2)	4	3	1	2	2	-	1	2	-	1	-	-	3	1	-	-	-	-	-	-	3	-	-	-	1	-	-
		29%	43%	14%	29%	33%	-	50%	50%	-	20%	-	-	43%	17%	-	-	-	-	-	-	100%	-	-	-	17%	-	-
Quite good	(+1)	4	2	2	1	2	1	-	1	1	1	1	-	2	1	1	-	-	-	-	-	-	-	-	-	2	2	-
		29%	29%	29%	14%	33%	100%	-	25%	100%	20%	50%	-	29%	17%	100%	-	-	-	-	-	-	-	-	-	33%	67%	-
Neither good nor poor	(0)	4	1	3	2	2	-	-	1	-	2	1	-	1	3	-	-	-	-	1	-	-	-	1	-	1	1	-
		29%	14%	43%	29%	33%	-	-	25%	-	40%	50%	-	14%	50%	-	-	-	-	100%	-	-	-	100%	-	17%	33%	-
Quite poor	(-1)	2	1	1	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-
		14%	14%	14%	29%	-	-	50%	-	-	20%	-	-	14%	17%	-	-	-	-	-	-	-	-	-	-	33%	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	1	1	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-	-
		14%	14%	14%	29%	-	-	50%	-	-	20%	-	-	14%	17%	-	-	-	-	-	-	-	-	-	-	33%	-	-
Mean		0.71	1.00	0.43	0.43	1.00	1.00	0.50	1.25	1.00	0.40	0.50	-	1.00	0.33	1.00	-	-	-	0.00	-	2.00	-	0.00	-	0.33	0.67	-
Standard deviation		1.07	1.15	0.98	1.27	0.89	-	2.12	0.96	-	1.14	0.71	-	1.15	1.03	-	-	-	-	-	-	0.00	-	-	-	1.21	0.58	-
Standard error		0.29	0.44	0.37	0.48	0.37	-	1.50	0.48	-	0.51	0.50	-	0.44	0.42	-	-	-	-	-	-	0.00	-	-	-	0.49	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 283

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		8 57%	5 83%	-	-	1 50%
Very good	(+2)	4 29%	2 33%	-	-	-
Quite good	(+1)	4 29%	3 50%	-	-	1 50%
Neither good nor poor	(0)	4 29%	-	-	1 100%	-
Quite poor	(-1)	2 14%	1 17%	-	-	1 50%
Very poor	(-2)	-	-	-	-	-
NET: Poor		2 14%	1 17%	-	-	1 50%
Mean		0.71	1.00	-	0.00	0.00
Standard deviation		1.07	1.10	-	-	1.41
Standard error		0.29	0.45	-	-	1.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 284

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Customisation options****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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		10	6	4	5	4	1	2	3	1	3	1	-	5	4	1	-	-	-	1	-	3	-	-	-	5	1	-
		71%	86%	57%	71%	67%	100%	100%	75%	100%	60%	50%	-	71%	67%	100%	-	-	-	100%	-	100%	-	-	-	83%	33%	-
Very good	(+2)	5	4	1	2	3	-	1	3	-	1	-	-	3	2	-	-	-	-	1	-	2	-	-	-	2	-	-
		36%	57%	14%	29%	50%	-	50%	75%	-	20%	-	-	43%	33%	-	-	-	-	100%	-	67%	-	-	-	33%	-	-
Quite good	(+1)	5	2	3	3	1	1	1	-	1	2	1	-	2	2	1	-	-	-	-	-	1	-	-	-	3	1	-
		36%	29%	43%	43%	17%	100%	50%	-	100%	40%	50%	-	29%	33%	100%	-	-	-	-	-	33%	-	-	-	50%	33%	-
Neither good nor poor	(0)	3	-	3	2	1	-	-	-	-	2	1	-	1	2	-	-	-	-	-	-	-	-	1	-	1	1	-
		21%	-	43%	29%	17%	-	-	-	-	40%	50%	-	14%	33%	-	-	-	-	-	-	-	-	100%	-	17%	33%	-
Quite poor	(-1)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		7%	14%	-	-	17%	-	-	25%	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	33%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		7%	14%	-	-	17%	-	-	25%	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	33%	-
Mean		1.00	1.29	0.71	1.00	1.00	1.00	1.50	1.25	1.00	0.80	0.50	-	1.00	1.00	1.00	-	-	-	2.00	-	1.67	-	0.00	-	1.17	0.00	-
Standard deviation		0.96	1.11	0.76	0.82	1.26	-	0.71	1.50	-	0.84	0.71	-	1.15	0.89	-	-	-	-	-	-	0.58	-	-	-	0.75	1.00	-
Standard error		0.26	0.42	0.29	0.31	0.52	-	0.50	0.75	-	0.37	0.50	-	0.44	0.37	-	-	-	-	-	-	0.33	-	-	-	0.31	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 284

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		10	5	-	-	2
		71%	83%	-	-	100%
Very good	(+2)	5	1	-	-	-
		36%	17%	-	-	-
Quite good	(+1)	5	4	-	-	2
		36%	67%	-	-	100%
Neither good nor poor	(0)	3	-	-	1	-
		21%	-	-	100%	-
Quite poor	(-1)	1	1	-	-	-
		7%	17%	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		1	1	-	-	-
		7%	17%	-	-	-
Mean		1.00	0.83	-	0.00	1.00
Standard deviation		0.96	0.98	-	-	0.00
Standard error		0.26	0.40	-	-	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 285

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		2	1	1	-	2	-	-	1	-	-	1	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-
		14%	14%	14%	-	33%	-	-	25%	-	-	50%	-	14%	17%	-	-	-	-	-	-	33%	-	-	-	17%	-	-
Very good	(+2)	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
		7%	14%	-	-	17%	-	-	25%	-	-	-	-	14%	-	-	-	-	-	-	-	33%	-	-	-	-	-	-
Quite good	(+1)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
		7%	-	14%	-	17%	-	-	-	-	-	50%	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-
Neither good nor poor	(0)	10	5	5	6	3	1	2	2	1	4	1	-	4	5	1	-	-	-	1	-	1	-	1	-	5	2	-
		71%	71%	71%	86%	50%	100%	100%	50%	100%	80%	50%	-	57%	83%	100%	-	-	-	100%	-	33%	-	100%	-	83%	67%	-
Quite poor	(-1)	2	1	1	1	1	-	-	1	-	1	-	-	2	-	-	-	-	-	-	-	1	-	-	-	-	1	-
		14%	14%	14%	14%	17%	-	-	25%	-	20%	-	-	29%	-	-	-	-	-	-	-	33%	-	-	-	-	33%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	2	-	-	-	-	-	-	-	1	-	-	-	-	1	-
		14%	14%	14%	14%	17%	-	-	25%	-	20%	-	-	29%	-	-	-	-	-	-	-	33%	-	-	-	-	33%	-
Mean		0.07	0.14	0.00	-0.14	0.33	0.00	0.00	0.25	0.00	-0.20	0.50	-	0.00	0.17	0.00	-	-	-	0.00	-	0.33	-	0.00	-	0.17	-0.33	-
Standard deviation		0.73	0.90	0.58	0.38	1.03	-	0.00	1.26	-	0.45	0.71	-	1.00	0.41	-	-	-	-	-	-	1.53	-	-	-	0.41	0.58	-
Standard error		0.20	0.34	0.22	0.14	0.42	-	0.00	0.63	-	0.20	0.50	-	0.38	0.17	-	-	-	-	-	-	0.88	-	-	-	0.17	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 285

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		2	1	-	-	1
		14%	17%	-	-	50%
Very good	(+2)	1	-	-	-	-
		7%	-	-	-	-
Quite good	(+1)	1	1	-	-	1
		7%	17%	-	-	50%
Neither good nor poor	(0)	10	3	-	1	1
		71%	50%	-	100%	50%
Quite poor	(-1)	2	2	-	-	-
		14%	33%	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		2	2	-	-	-
		14%	33%	-	-	-
Mean		0.07	-0.17	-	0.00	0.50
Standard deviation		0.73	0.75	-	-	0.71
Standard error		0.20	0.31	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 286

Q20b. You said you use Overcast to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base		14	7	7	7	6	1	2	4	1	5	2	-	7	6	1	-	-	-	1	-	3	-	1	-	6	3	-
NET: Good		12	6	6	6	5	1	2	3	1	4	2	-	6	5	1	-	-	-	1	-	2	-	1	-	5	3	-
		86%	86%	86%	86%	83%	100%	100%	75%	100%	80%	100%	-	86%	83%	100%	-	-	-	100%	-	67%	-	100%	-	83%	100%	-
Very good	(+2)	11	6	5	6	4	1	2	3	1	4	1	-	6	4	1	-	-	-	1	-	2	-	1	-	4	3	-
		79%	86%	71%	86%	67%	100%	100%	75%	100%	80%	50%	-	86%	67%	100%	-	-	-	100%	-	67%	-	100%	-	67%	100%	-
Quite good	(+1)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
		7%	-	14%	-	17%	-	-	-	-	-	50%	-	-	17%	-	-	-	-	-	-	-	-	-	-	17%	-	-
Neither good nor poor	(0)	2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-
		14%	14%	14%	14%	17%	-	-	25%	-	20%	-	-	14%	17%	-	-	-	-	-	-	33%	-	-	-	17%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.64	1.71	1.57	1.71	1.50	2.00	2.00	1.50	2.00	1.60	1.50	-	1.71	1.50	2.00	-	-	-	2.00	-	1.33	-	2.00	-	1.50	2.00	-
Standard deviation		0.74	0.76	0.79	0.76	0.84	-	0.00	1.00	-	0.89	0.71	-	0.76	0.84	-	-	-	-	-	-	1.15	-	-	-	0.84	0.00	-
Standard error		0.20	0.29	0.30	0.29	0.34	-	0.00	0.50	-	0.40	0.50	-	0.29	0.34	-	-	-	-	-	-	0.67	-	-	-	0.34	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 286

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		14	6	-	1	2
NET: Good		12 86%	6 100%	-	-	2 100%
Very good	(+2)	11 79%	5 83%	-	-	1 50%
Quite good	(+1)	1 7%	1 17%	-	-	1 50%
Neither good nor poor	(0)	2 14%	-	-	1 100%	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.64	1.83	-	0.00	1.50
Standard deviation		0.74	0.41	-	-	0.71
Standard error		0.20	0.17	-	-	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 287

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

		Aspects																Social sharing options, e.g. short clip shares		The service is free
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options			
Base		28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28		
NET: Good		25 89%	21 75%	25 89%	24 86%	24 86%	23 82%	4 14%	6 21%	25 89%	9 32%	9 32%	6 21%	4 14%	10 36%	14 50%	9 32%	6 21%	25 89%	
Very good	(+2)	16 57%	11 39%	16 57%	14 50%	16 57%	14 50%	3 11%	4 14%	19 68%	5 18%	4 14%	3 11%	3 11%	5 18%	7 25%	1 4%	3 11%	22 79%	
Quite good	(+1)	9 32%	10 36%	9 32%	10 36%	8 29%	9 32%	1 4%	2 7%	6 21%	4 14%	5 18%	3 11%	1 4%	5 18%	7 25%	8 29%	3 11%	3 11%	
Neither good nor poor	(0)	3 11%	6 21%	3 11%	4 14%	4 14%	3 11%	22 79%	20 71%	3 11%	17 61%	19 68%	21 75%	24 86%	18 64%	13 46%	18 64%	22 79%	3 11%	
Quite poor	(-1)	- -	1 4%	- -	- -	- -	1 4%	1 4%	2 7%	- -	1 4%	- -	- -	- -	- -	1 4%	1 4%	- -	- -	
Very poor	(-2)	- -	- -	- -	- -	- -	1 4%	1 4%	- -	- -	1 4%	- -	1 4%	- -	- -	- -	- -	- -	- -	
NET: Poor		- -	1 4%	- -	- -	- -	2 7%	2 7%	2 7%	- -	2 7%	- -	1 4%	- -	- -	1 4%	1 4%	- -	- -	
Mean		1.46	1.11	1.46	1.36	1.43	1.21	0.14	0.29	1.57	0.39	0.46	0.25	0.25	0.54	0.71	0.32	0.32	1.68	
Standard deviation		0.69	0.88	0.69	0.73	0.74	1.03	0.80	0.81	0.69	0.96	0.74	0.80	0.65	0.79	0.90	0.61	0.67	0.67	
Standard error		0.13	0.17	0.13	0.14	0.14	0.19	0.15	0.15	0.13	0.18	0.14	0.15	0.12	0.15	0.17	0.12	0.13	0.13	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 288

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Range 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	
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-	
NET: Good		25	5	20	13	10	2	-	4	1	13	6	1	9	13	3	1	1	4	3	2	1	3	1	6	2	1	-	
		89%	83%	91%	87%	100%	67%	-	100%	100%	93%	100%	50%	90%	93%	75%	100%	50%	100%	100%	100%	50%	100%	100%	100%	67%	100%	-	
Very good	(+2)	16	4	12	8	7	1	-	4	-	8	3	1	7	9	-	1	-	2	2	1	1	1	-	6	1	1	-	
		57%	67%	55%	53%	70%	33%	-	100%	-	57%	50%	50%	70%	64%	-	100%	-	50%	67%	50%	50%	33%	-	100%	33%	100%	-	
Quite good	(+1)	9	1	8	5	3	1	-	-	1	5	3	-	2	4	3	-	1	2	1	1	-	2	1	-	1	-	-	
		32%	17%	36%	33%	30%	33%	-	-	100%	36%	50%	-	20%	29%	75%	-	50%	50%	33%	50%	-	67%	100%	-	33%	-	-	
Neither good nor poor	(0)	3	1	2	2	-	1	1	-	-	1	-	1	1	1	1	-	1	-	-	-	1	-	-	-	1	-	-	
		11%	17%	9%	13%	-	33%	100%	-	-	7%	-	50%	10%	7%	25%	-	50%	-	-	-	50%	-	-	-	33%	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.46	1.50	1.45	1.40	1.70	1.00	0.00	2.00	1.00	1.50	1.50	1.00	1.60	1.57	0.75	2.00	0.50	1.50	1.67	1.50	1.00	1.33	1.00	2.00	1.00	2.00	-	
Standard deviation		0.69	0.84	0.67	0.74	0.48	1.00	-	0.00	-	0.65	0.55	1.41	0.70	0.65	0.50	-	0.71	0.58	0.58	0.71	1.41	0.58	-	0.00	1.00	-	-	
Standard error		0.13	0.34	0.14	0.19	0.15	0.58	-	0.00	-	0.17	0.22	1.00	0.22	0.17	0.25	-	0.50	0.29	0.33	0.50	1.00	0.33	-	0.00	0.58	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 288

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		25 89%	4 100%	2 100%	2 67%	1 100%
Very good	(+2)	16 57%	3 75%	1 50%	1 33%	- -
Quite good	(+1)	9 32%	1 25%	1 50%	1 33%	1 100%
Neither good nor poor	(0)	3 11%	- -	- -	1 33%	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.46	1.75	1.50	1.00	1.00
Standard deviation		0.69	0.50	0.71	1.00	-
Standard error		0.13	0.25	0.50	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 289

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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	
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-	
NET: Good		21	5	16	10	10	1	-	4	1	10	6	-	9	11	1	1	1	3	1	2	1	3	-	6	2	1	-	
		75%	83%	73%	67%	100%	33%	-	100%	100%	71%	100%	-	90%	79%	25%	100%	50%	75%	33%	100%	50%	100%	-	100%	67%	100%	-	
Very good	(+2)	11	2	9	7	4	-	-	2	-	7	2	-	4	7	-	1	-	1	1	-	1	2	-	5	-	-	-	
		39%	33%	41%	47%	40%	-	-	50%	-	50%	33%	-	40%	50%	-	100%	-	25%	33%	-	50%	67%	-	83%	-	-	-	
Quite good	(+1)	10	3	7	3	6	1	-	2	1	3	4	-	5	4	1	-	1	2	-	2	-	1	-	1	2	1	-	
		36%	50%	32%	20%	60%	33%	-	50%	100%	21%	67%	-	50%	29%	25%	-	50%	50%	-	100%	-	33%	-	17%	67%	100%	-	
Neither good nor poor	(0)	6	1	5	4	-	2	1	-	-	3	-	2	1	2	3	-	1	1	2	-	1	-	-	-	1	-	-	
		21%	17%	23%	27%	-	67%	100%	-	-	21%	-	100%	10%	14%	75%	-	50%	25%	67%	-	50%	-	-	-	33%	-	-	
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	-	7%	-	-	-	-	-	-	-	-	100%	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	-	7%	-	-	-	-	-	-	-	-	100%	-	-	-	-	
Mean		1.11	1.17	1.09	1.07	1.40	0.33	0.00	1.50	1.00	1.14	1.33	0.00	1.30	1.21	0.25	2.00	0.50	1.00	0.67	1.00	1.00	1.67	-1.00	1.83	0.67	1.00	-	
Standard deviation		0.88	0.75	0.92	1.03	0.52	0.58	-	0.58	-	1.03	0.52	0.00	0.67	0.97	0.50	-	0.71	0.82	1.15	0.00	1.41	0.58	-	0.41	0.58	-	-	
Standard error		0.17	0.31	0.20	0.27	0.16	0.33	-	0.29	-	0.27	0.21	0.00	0.21	0.26	0.25	-	0.50	0.41	0.67	0.00	1.00	0.33	-	0.17	0.33	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 289

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		21 75%	3 75%	2 100%	2 67%	1 100%
Very good	(+2)	11 39%	1 25%	2 100%	1 33%	- -
Quite good	(+1)	10 36%	2 50%	-	1 33%	1 100%
Neither good nor poor	(0)	6 21%	1 25%	- -	1 33%	- -
Quite poor	(-1)	1 4%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	- -
Mean		1.11	1.00	2.00	1.00	1.00
Standard deviation		0.88	0.82	0.00	1.00	-
Standard error		0.17	0.41	0.00	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 290

Q20b. You said you use Castbox 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	
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-	
NET: Good		25	4	21	13	9	3	-	3	1	13	6	2	9	13	3	1	1	3	3	2	1	3	1	6	3	1	-	
		89%	67%	95%	87%	90%	100%	-	75%	100%	93%	100%	100%	90%	93%	75%	100%	50%	75%	100%	100%	50%	100%	100%	100%	100%	100%	-	
Very good	(+2)	16	2	14	9	4	3	-	1	1	9	3	2	7	8	1	1	1	2	2	-	1	1	-	6	1	1	-	
		57%	33%	64%	60%	40%	100%	-	25%	100%	64%	50%	100%	70%	57%	25%	100%	50%	50%	67%	-	50%	33%	-	100%	33%	100%	-	
Quite good	(+1)	9	2	7	4	5	-	-	2	-	4	3	-	2	5	2	-	-	1	1	2	-	2	1	-	2	-	-	
		32%	33%	32%	27%	50%	-	-	50%	-	29%	50%	-	20%	36%	50%	-	-	25%	33%	100%	-	67%	100%	-	67%	-	-	
Neither good nor poor	(0)	3	2	1	2	1	-	1	1	-	1	-	-	1	1	1	-	1	1	-	-	1	-	-	-	-	-	-	
		11%	33%	5%	13%	10%	-	100%	25%	-	7%	-	-	10%	7%	25%	-	50%	25%	-	-	50%	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.46	1.00	1.59	1.47	1.30	2.00	0.00	1.00	2.00	1.57	1.50	2.00	1.60	1.50	1.00	2.00	1.00	1.25	1.67	1.00	1.00	1.33	1.00	2.00	1.33	2.00	-	
Standard deviation		0.69	0.89	0.59	0.74	0.67	0.00	-	0.82	-	0.65	0.55	0.00	0.70	0.65	0.82	-	1.41	0.96	0.58	0.00	1.41	0.58	-	0.00	0.58	-	-	
Standard error		0.13	0.37	0.13	0.19	0.21	0.00	-	0.41	-	0.17	0.22	0.00	0.22	0.17	0.41	-	1.00	0.48	0.33	0.00	1.00	0.33	-	0.00	0.33	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 290

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		25 89%	4 100%	1 50%	3 100%	1 100%
Very good	(+2)	16 57%	2 50%	- -	2 67%	1 100%
Quite good	(+1)	9 32%	2 50%	1 50%	1 33%	- -
Neither good nor poor	(0)	3 11%	- -	1 50%	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.46	1.50	0.50	1.67	2.00
Standard deviation		0.69	0.58	0.71	0.58	-
Standard error		0.13	0.29	0.50	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 291

Q20b. You said you use Castbox 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
Base	28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-	
NET: Good	24	5	19	11	10	3	-	4	1	11	6	2	10	12	2	1	1	3	3	2	1	3	-	6	3	1	-	
	86%	83%	86%	73%	100%	100%	-	100%	100%	79%	100%	100%	100%	86%	50%	100%	50%	75%	100%	100%	50%	100%	-	100%	100%	100%	-	
Very good	(+2)	14	3	11	6	6	-	2	1	6	4	1	4	9	1	1	1	3	2	-	1	1	-	4	-	1	-	
	50%	50%	50%	40%	60%	67%	-	50%	100%	43%	67%	50%	40%	64%	25%	100%	50%	75%	67%	-	50%	33%	-	67%	-	100%	-	
Quite good	(+1)	10	2	8	5	4	-	2	-	5	2	1	6	3	1	-	-	-	1	2	-	2	-	2	3	-	-	
	36%	33%	36%	33%	40%	33%	-	50%	-	36%	33%	50%	60%	21%	25%	-	-	-	33%	100%	-	67%	-	33%	100%	-	-	
Neither good nor poor	(0)	4	1	3	4	-	1	-	-	3	-	-	-	2	2	-	1	1	-	-	1	-	1	-	-	-	-	
	14%	17%	14%	27%	-	-	100%	-	-	21%	-	-	-	14%	50%	-	50%	25%	-	-	50%	-	100%	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	1.36	1.33	1.36	1.13	1.60	1.67	0.00	1.50	2.00	1.21	1.67	1.50	1.40	1.50	0.75	2.00	1.00	1.50	1.67	1.00	1.00	1.33	0.00	1.67	1.00	2.00	-	
Standard deviation	0.73	0.82	0.73	0.83	0.52	0.58	-	0.58	-	0.80	0.52	0.71	0.52	0.76	0.96	-	1.41	1.00	0.58	0.00	1.41	0.58	-	0.52	0.00	-	-	
Standard error	0.14	0.33	0.15	0.22	0.16	0.33	-	0.29	-	0.21	0.21	0.50	0.16	0.20	0.48	-	1.00	0.50	0.33	0.00	1.00	0.33	-	0.21	0.00	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 291

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		24 86%	4 100%	2 100%	3 100%	1 100%
Very good	(+2)	14 50%	2 50%	1 50%	2 67%	1 100%
Quite good	(+1)	10 36%	2 50%	1 50%	1 33%	-
Neither good nor poor	(0)	4 14%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.36	1.50	1.50	1.67	2.00
Standard deviation		0.73	0.58	0.71	0.58	-
Standard error		0.14	0.29	0.50	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 292

Q20b. You said you use Castbox 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 Ireland
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-
NET: Good		24	4	20	13	9	2	-	3	1	13	6	1	9	12	3	1	1	4	3	1	1	3	1	6	2	1	-
		86%	67%	91%	87%	90%	67%	-	75%	100%	93%	100%	50%	90%	86%	75%	100%	50%	100%	100%	50%	50%	100%	100%	100%	67%	100%	-
Very good	(+2)	16	2	14	9	6	1	-	2	-	9	4	1	7	8	1	1	1	3	2	-	1	1	-	5	1	1	-
		57%	33%	64%	60%	60%	33%	-	50%	-	64%	67%	50%	70%	57%	25%	100%	50%	75%	67%	-	50%	33%	-	83%	33%	100%	-
Quite good	(+1)	8	2	6	4	3	1	-	1	1	4	2	-	2	4	2	-	-	1	1	1	-	2	1	1	1	-	-
		29%	33%	27%	27%	30%	33%	-	25%	100%	29%	33%	-	20%	29%	50%	-	-	25%	33%	50%	-	67%	100%	17%	33%	-	-
Neither good nor poor	(0)	4	2	2	2	1	1	1	1	-	1	-	1	1	2	1	-	1	-	-	1	1	-	-	-	1	-	-
		14%	33%	9%	13%	10%	33%	100%	25%	-	7%	-	50%	10%	14%	25%	-	50%	-	-	50%	50%	-	-	-	33%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.43	1.00	1.55	1.47	1.50	1.00	0.00	1.25	1.00	1.57	1.67	1.00	1.60	1.43	1.00	2.00	1.00	1.75	1.67	0.50	1.00	1.33	1.00	1.83	1.00	2.00	-
Standard deviation		0.74	0.89	0.67	0.74	0.71	1.00	-	0.96	-	0.65	0.52	1.41	0.70	0.76	0.82	-	1.41	0.50	0.58	0.71	1.41	0.58	-	0.41	1.00	-	-
Standard error		0.14	0.37	0.14	0.19	0.22	0.58	-	0.48	-	0.17	0.21	1.00	0.22	0.20	0.41	-	1.00	0.25	0.33	0.50	1.00	0.33	-	0.17	0.58	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 292

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		24 86%	4 100%	2 100%	2 67%	1 100%
Very good	(+2)	16 57%	2 50%	1 50%	1 33%	1 100%
Quite good	(+1)	8 29%	2 50%	1 50%	1 33%	-
Neither good nor poor	(0)	4 14%	-	-	1 33%	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.43	1.50	1.50	1.00	2.00
Standard deviation		0.74	0.58	0.71	1.00	-
Standard error		0.14	0.29	0.50	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 293

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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	
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-	
NET: Good		23	4	19	12	9	2	-	3	1	12	6	1	8	12	3	1	-	4	2	2	1	3	1	6	2	1	-	
		82%	67%	86%	80%	90%	67%	-	75%	100%	86%	100%	50%	80%	86%	75%	100%	-	100%	67%	100%	50%	100%	100%	100%	67%	100%	-	
Very good	(+2)	14	1	13	7	6	1	-	1	-	7	5	1	6	8	-	1	-	2	1	-	1	2	1	4	1	1	-	
		50%	17%	59%	47%	60%	33%	-	25%	-	50%	83%	50%	60%	57%	-	100%	-	50%	33%	-	50%	67%	100%	67%	33%	100%	-	
Quite good	(+1)	9	3	6	5	3	1	-	2	1	5	1	-	2	4	3	-	-	2	1	2	-	1	-	2	1	-	-	
		32%	50%	27%	33%	30%	33%	-	50%	100%	36%	17%	-	20%	29%	75%	-	-	50%	33%	100%	-	33%	-	33%	33%	-	-	
Neither good nor poor	(0)	3	2	1	2	1	-	1	1	-	1	-	-	-	2	1	-	1	-	1	-	1	-	-	-	-	-	-	
		11%	33%	5%	13%	10%	-	100%	25%	-	7%	-	-	-	14%	25%	-	50%	-	33%	-	50%	-	-	-	-	-	-	
Quite poor	(-1)	1	-	1	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	
		4%	-	5%	-	-	33%	-	-	-	-	-	50%	10%	-	-	-	-	-	-	-	-	-	-	-	33%	-	-	
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	10%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	-	2	1	-	1	-	-	-	1	-	1	2	-	-	-	1	-	-	-	-	-	-	-	1	-	-	
		7%	-	9%	7%	-	33%	-	-	-	7%	-	50%	20%	-	-	-	50%	-	-	-	-	-	-	-	33%	-	-	
Mean		1.21	0.83	1.32	1.13	1.50	0.67	0.00	1.00	1.00	1.21	1.83	0.50	1.10	1.43	0.75	2.00	-1.00	1.50	1.00	1.00	1.00	1.67	2.00	1.67	0.67	2.00	-	
Standard deviation		1.03	0.75	1.09	1.13	0.71	1.53	-	0.82	-	1.12	0.41	2.12	1.45	0.76	0.50	-	1.41	0.58	1.00	0.00	1.41	0.58	-	0.52	1.53	-	-	
Standard error		0.19	0.31	0.23	0.29	0.22	0.88	-	0.41	-	0.30	0.17	1.50	0.46	0.20	0.25	-	1.00	0.29	0.58	0.00	1.00	0.33	-	0.21	0.88	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 293

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		23 82%	4 100%	2 100%	2 67%	- -
Very good	(+2)	14 50%	1 25%	1 50%	2 67%	- -
Quite good	(+1)	9 32%	3 75%	1 50%	- -	- -
Neither good nor poor	(0)	3 11%	- -	- -	- -	- -
Quite poor	(-1)	1 4%	- -	- -	1 33%	- -
Very poor	(-2)	1 4%	- -	- -	- -	1 100%
NET: Poor		2 7%	- -	- -	1 33%	1 100%
Mean		1.21	1.25	1.50	1.00	-2.00
Standard deviation		1.03	0.50	0.71	1.73	-
Standard error		0.19	0.25	0.50	1.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 294

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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	
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-	
NET: Good		4	-	4	4	-	-	-	-	-	4	-	-	-	3	1	-	-	-	1	-	-	1	1	1	-	-	-	
		14%	-	18%	27%	-	-	-	-	-	29%	-	-	-	21%	25%	-	-	-	33%	-	-	33%	100%	17%	-	-	-	
Very good	(+2)	3	-	3	3	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	1	1	1	-	-	-	
		11%	-	14%	20%	-	-	-	-	-	21%	-	-	-	21%	-	-	-	-	-	-	-	33%	100%	17%	-	-	-	
Quite good	(+1)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	-	-	25%	-	-	-	33%	-	-	-	-	-	-	-	-	
Neither good nor poor	(0)	22	6	16	10	9	3	1	4	1	9	5	2	9	10	3	1	1	4	2	2	2	1	-	5	3	1	-	
		79%	100%	73%	67%	90%	100%	100%	100%	100%	64%	83%	100%	90%	71%	75%	100%	50%	100%	67%	100%	100%	33%	-	83%	100%	100%	-	
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	
		4%	-	5%	-	10%	-	-	-	-	-	17%	-	-	7%	-	-	-	-	-	-	-	33%	-	-	-	-	-	
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	10%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	-	2	1	1	-	-	-	-	1	1	-	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	
		7%	-	9%	7%	10%	-	-	-	-	7%	17%	-	10%	7%	-	-	50%	-	-	-	-	33%	-	-	-	-	-	
Mean		0.14	0.00	0.18	0.33	-0.10	0.00	0.00	0.00	0.00	0.36	-0.17	0.00	-0.20	0.36	0.25	0.00	-1.00	0.00	0.33	0.00	0.00	0.33	2.00	0.33	0.00	0.00	-	
Standard deviation		0.80	0.00	0.91	1.05	0.32	0.00	-	0.00	-	1.08	0.41	0.00	0.63	0.93	0.50	-	1.41	0.00	0.58	0.00	0.00	1.53	-	0.82	0.00	-	-	
Standard error		0.15	0.00	0.19	0.27	0.10	0.00	-	0.00	-	0.29	0.17	0.00	0.20	0.25	0.25	-	1.00	0.00	0.33	0.00	0.00	0.88	-	0.33	0.00	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 294

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		4	-	1	-	-
		14%	-	50%	-	-
Very good	(+2)	3	-	1	-	-
		11%	-	50%	-	-
Quite good	(+1)	1	-	-	-	-
		4%	-	-	-	-
Neither good nor poor	(0)	22	4	1	2	-
		79%	100%	50%	67%	-
Quite poor	(-1)	1	-	-	1	-
		4%	-	-	33%	-
Very poor	(-2)	1	-	-	-	1
		4%	-	-	-	100%
NET: Poor		2	-	-	1	1
		7%	-	-	33%	100%
Mean		0.14	0.00	1.00	-0.33	-2.00
Standard deviation		0.80	0.00	1.41	0.58	-
Standard error		0.15	0.00	1.00	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 295

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-
NET: Good		6	-	6	5	1	-	-	-	-	5	1	-	-	5	1	-	-	-	1	-	1	-	1	2	-	1	-
		21%	-	27%	33%	10%	-	-	-	-	36%	17%	-	-	36%	25%	-	-	-	33%	-	50%	-	100%	33%	-	100%	-
Very good	(+2)	4	-	4	3	1	-	-	-	-	3	1	-	-	4	-	-	-	-	-	-	1	-	1	2	-	-	-
		14%	-	18%	20%	10%	-	-	-	-	21%	17%	-	-	29%	-	-	-	-	-	-	50%	-	100%	33%	-	-	-
Quite good	(+1)	2	-	2	2	-	-	-	-	-	2	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-
		7%	-	9%	13%	-	-	-	-	-	14%	-	-	-	7%	25%	-	-	-	33%	-	-	-	-	-	-	100%	-
Neither good nor poor	(0)	20	5	15	10	8	2	1	3	1	9	5	1	9	8	3	1	2	4	2	1	1	3	-	4	2	-	-
		71%	83%	68%	67%	80%	67%	100%	75%	100%	64%	83%	50%	90%	57%	75%	100%	100%	100%	67%	50%	50%	100%	-	67%	67%	-	-
Quite poor	(-1)	2	1	1	-	1	1	-	1	-	-	-	1	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-
		7%	17%	5%	-	10%	33%	-	25%	-	-	-	50%	10%	7%	-	-	-	-	-	50%	-	-	-	-	33%	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	1	1	-	1	1	-	1	-	-	-	1	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-
		7%	17%	5%	-	10%	33%	-	25%	-	-	-	50%	10%	7%	-	-	-	-	-	50%	-	-	-	-	33%	-	-
Mean		0.29	-0.17	0.41	0.53	0.10	-0.33	0.00	-0.25	0.00	0.57	0.33	-0.50	-0.10	0.57	0.25	0.00	0.00	0.00	0.33	-0.50	1.00	0.00	2.00	0.67	-0.33	1.00	-
Standard deviation		0.81	0.41	0.85	0.83	0.74	0.58	-	0.50	-	0.85	0.82	0.71	0.32	1.02	0.50	-	0.00	0.00	0.58	0.71	1.41	0.00	-	1.03	0.58	-	-
Standard error		0.15	0.17	0.18	0.22	0.23	0.33	-	0.25	-	0.23	0.33	0.50	0.10	0.27	0.25	-	0.00	0.00	0.33	0.50	1.00	0.00	-	0.42	0.33	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 295

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		6 21%	- -	- -	1 33%	- -
Very good	(+2)	4 14%	- -	- -	1 33%	- -
Quite good	(+1)	2 7%	- -	- -	- -	- -
Neither good nor poor	(0)	20 71%	4 100%	2 100%	1 33%	1 100%
Quite poor	(-1)	2 7%	- -	- -	1 33%	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 7%	- -	- -	1 33%	- -
Mean		0.29	0.00	0.00	0.33	0.00
Standard deviation		0.81	0.00	0.00	1.53	-
Standard error		0.15	0.00	0.00	0.88	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 296

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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	
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-	
NET: Good		25	5	20	13	10	2	-	4	1	13	6	1	9	13	3	1	1	4	3	2	1	3	1	6	2	1	-	
		89%	83%	91%	87%	100%	67%	-	100%	100%	93%	100%	50%	90%	93%	75%	100%	50%	100%	100%	100%	50%	100%	100%	100%	67%	100%	-	
Very good	(+2)	19	2	17	11	7	1	-	2	-	11	5	1	8	10	1	1	1	3	2	1	1	1	1	6	1	1	-	
		68%	33%	77%	73%	70%	33%	-	50%	-	79%	83%	50%	80%	71%	25%	100%	50%	75%	67%	50%	50%	33%	100%	100%	33%	100%	-	
Quite good	(+1)	6	3	3	2	3	1	-	2	1	2	1	-	1	3	2	-	-	1	1	1	-	2	-	-	1	-	-	
		21%	50%	14%	13%	30%	33%	-	50%	100%	14%	17%	-	10%	21%	50%	-	-	25%	33%	50%	-	67%	-	-	33%	-	-	
Neither good nor poor	(0)	3	1	2	2	-	1	1	-	-	1	-	1	1	1	1	-	1	-	-	-	1	-	-	-	1	-	-	
		11%	17%	9%	13%	-	33%	100%	-	-	7%	-	50%	10%	7%	25%	-	50%	-	-	-	50%	-	-	-	33%	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.57	1.17	1.68	1.60	1.70	1.00	0.00	1.50	1.00	1.71	1.83	1.00	1.70	1.64	1.00	2.00	1.00	1.75	1.67	1.50	1.00	1.33	2.00	2.00	1.00	2.00	-	
Standard deviation		0.69	0.75	0.65	0.74	0.48	1.00	-	0.58	-	0.61	0.41	1.41	0.67	0.63	0.82	-	1.41	0.50	0.58	0.71	1.41	0.58	-	0.00	1.00	-	-	
Standard error		0.13	0.31	0.14	0.19	0.15	0.58	-	0.29	-	0.16	0.17	1.00	0.21	0.17	0.41	-	1.00	0.25	0.33	0.50	1.00	0.33	-	0.00	0.58	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 296

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		25 89%	4 100%	2 100%	2 67%	1 100%
Very good	(+2)	19 68%	3 75%	1 50%	1 33%	1 100%
Quite good	(+1)	6 21%	1 25%	1 50%	1 33%	- -
Neither good nor poor	(0)	3 11%	- -	- -	1 33%	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.57	1.75	1.50	1.00	2.00
Standard deviation		0.69	0.50	0.71	1.00	-
Standard error		0.13	0.25	0.50	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 297

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-
NET: Good		9	1	8	7	2	-	-	1	-	7	1	-	2	7	-	-	-	-	-	1	1	1	1	5	-	-	-
		32%	17%	36%	47%	20%	-	-	25%	-	50%	17%	-	20%	50%	-	-	-	-	-	50%	50%	33%	100%	83%	-	-	-
Very good	(+2)	5	-	5	4	1	-	-	-	-	4	1	-	1	4	-	-	-	-	-	-	1	-	1	3	-	-	-
		18%	-	23%	27%	10%	-	-	-	-	29%	17%	-	10%	29%	-	-	-	-	-	-	50%	-	100%	50%	-	-	-
Quite good	(+1)	4	1	3	3	1	-	-	1	-	3	-	-	1	3	-	-	-	-	-	1	-	1	-	2	-	-	-
		14%	17%	14%	20%	10%	-	-	25%	-	21%	-	-	10%	21%	-	-	-	-	-	50%	-	33%	-	33%	-	-	-
Neither good nor poor	(0)	17	4	13	7	8	2	1	3	-	6	5	2	8	7	2	1	2	3	2	1	1	2	-	1	3	1	-
		61%	67%	59%	47%	80%	67%	100%	75%	-	43%	83%	100%	80%	50%	50%	100%	100%	75%	67%	50%	50%	67%	-	17%	100%	100%	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	-	-	25%	-	-	-	33%	-	-	-	-	-	-	-	-
Very poor	(-2)	1	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-
		4%	17%	-	-	-	33%	-	-	100%	-	-	-	-	-	25%	-	-	25%	-	-	-	-	-	-	-	-	-
NET: Poor		2	1	1	1	-	1	-	-	1	1	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-
		7%	17%	5%	7%	-	33%	-	-	100%	7%	-	-	-	-	50%	-	-	25%	33%	-	-	-	-	-	-	-	-
Mean		0.39	-0.17	0.55	0.67	0.30	-0.67	0.00	0.25	-2.00	0.71	0.33	0.00	0.30	0.79	-0.75	0.00	0.00	-0.50	-0.33	0.50	1.00	0.33	2.00	1.33	0.00	0.00	-
Standard deviation		0.96	0.98	0.91	0.98	0.67	1.15	-	0.50	-	0.99	0.82	0.00	0.67	0.89	0.96	-	0.00	1.00	0.58	0.71	1.41	0.58	-	0.82	0.00	-	-
Standard error		0.18	0.40	0.19	0.25	0.21	0.67	-	0.25	-	0.27	0.33	0.00	0.21	0.24	0.48	-	0.00	0.50	0.33	0.50	1.00	0.33	-	0.33	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 297

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		9	1	1	1	-
		32%	25%	50%	33%	-
Very good	(+2)	5	-	-	1	-
		18%	-	-	33%	-
Quite good	(+1)	4	1	1	-	-
		14%	25%	50%	-	-
Neither good nor poor	(0)	17	3	1	2	1
		61%	75%	50%	67%	100%
Quite poor	(-1)	1	-	-	-	-
		4%	-	-	-	-
Very poor	(-2)	1	-	-	-	-
		4%	-	-	-	-
NET: Poor		2	-	-	-	-
		7%	-	-	-	-
Mean		0.39	0.25	0.50	0.67	0.00
Standard deviation		0.96	0.50	0.71	1.15	-
Standard error		0.18	0.25	0.50	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 298

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

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male	Male	Male	Female	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	London	South East	South West	North-ern Ire-land	
							18-34	35-54	55+	18-34	35-54	55+																
Base	28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-	
NET: Good	9	-	9	6	3	-	-	-	-	6	3	-	2	6	1	-	-	1	1	1	-	1	1	4	-	-	-	
	32%	-	41%	40%	30%	-	-	-	-	43%	50%	-	20%	43%	25%	-	-	25%	33%	50%	-	33%	100%	67%	-	-	-	
Very good	(+2)	4	-	4	2	2	-	-	-	2	2	-	2	2	-	-	-	1	-	-	-	-	-	3	-	-	-	
	14%	-	18%	13%	20%	-	-	-	-	14%	33%	-	20%	14%	-	-	-	25%	-	-	-	-	-	50%	-	-	-	
Quite good	(+1)	5	-	5	4	1	-	-	-	4	1	-	-	4	1	-	-	-	1	1	-	1	1	1	-	-	-	
	18%	-	23%	27%	10%	-	-	-	-	29%	17%	-	-	29%	25%	-	-	-	33%	50%	-	33%	100%	17%	-	-	-	
Neither good nor poor	(0)	19	6	13	9	7	3	1	4	1	8	3	2	8	8	3	1	2	3	2	1	2	2	-	3	1	-	
	68%	100%	59%	60%	70%	100%	100%	100%	100%	57%	50%	100%	80%	57%	75%	100%	100%	75%	67%	50%	100%	67%	-	33%	100%	100%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	0.46	0.00	0.59	0.53	0.50	0.00	0.00	0.00	0.00	0.57	0.83	0.00	0.40	0.57	0.25	0.00	0.00	0.50	0.33	0.50	0.00	0.33	1.00	1.17	0.00	0.00	-	
Standard deviation	0.74	0.00	0.80	0.74	0.85	0.00	-	0.00	-	0.76	0.98	0.00	0.84	0.76	0.50	-	0.00	1.00	0.58	0.71	0.00	0.58	-	0.98	0.00	-	-	
Standard error	0.14	0.00	0.17	0.19	0.27	0.00	-	0.00	-	0.20	0.40	0.00	0.27	0.20	0.25	-	0.00	0.50	0.33	0.50	0.00	0.33	-	0.40	0.00	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 298

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		9	2	1	1	-
		32%	50%	50%	33%	-
Very good	(+2)	4	-	-	1	-
		14%	-	-	33%	-
Quite good	(+1)	5	2	1	-	-
		18%	50%	50%	-	-
Neither good nor poor	(0)	19	2	1	2	1
		68%	50%	50%	67%	100%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		0.46	0.50	0.50	0.67	0.00
Standard deviation		0.74	0.58	0.71	1.15	-
Standard error		0.14	0.29	0.50	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 299

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Episode previews****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
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-
NET: Good		6	-	6	5	1	-	-	-	-	5	1	-	1	4	1	-	-	-	1	1	-	1	1	2	-	-	-
		21%	-	27%	33%	10%	-	-	-	-	36%	17%	-	10%	29%	25%	-	-	-	33%	50%	-	33%	100%	33%	-	-	-
Very good	(+2)	3	-	3	3	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	1	1	1	-	-	-
		11%	-	14%	20%	-	-	-	-	-	21%	-	-	-	21%	-	-	-	-	-	-	-	33%	100%	17%	-	-	-
Quite good	(+1)	3	-	3	2	1	-	-	-	-	2	1	-	1	1	1	-	-	-	1	1	-	-	-	1	-	-	-
		11%	-	14%	13%	10%	-	-	-	-	14%	17%	-	10%	7%	25%	-	-	-	33%	50%	-	-	-	17%	-	-	-
Neither good nor poor	(0)	21	6	15	9	9	3	1	4	1	8	5	2	8	10	3	1	1	4	2	1	2	2	-	4	3	1	-
		75%	100%	68%	60%	90%	100%	100%	100%	100%	57%	83%	100%	80%	71%	75%	100%	50%	100%	67%	50%	100%	67%	-	67%	100%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	10%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	10%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-
Mean		0.25	0.00	0.32	0.40	0.10	0.00	0.00	0.00	0.00	0.43	0.17	0.00	-0.10	0.50	0.25	0.00	-1.00	0.00	0.33	0.50	0.00	0.67	2.00	0.50	0.00	0.00	-
Standard deviation		0.80	0.00	0.89	1.06	0.32	0.00	-	0.00	-	1.09	0.41	0.00	0.74	0.85	0.50	-	1.41	0.00	0.58	0.71	0.00	1.15	-	0.84	0.00	-	-
Standard error		0.15	0.00	0.19	0.27	0.10	0.00	-	0.00	-	0.29	0.17	0.00	0.23	0.23	0.25	-	1.00	0.00	0.33	0.50	0.00	0.67	-	0.34	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 299

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		6 21%	1 25%	1 50%	- -	- -
Very good	(+2)	3 11%	- -	1 50%	- -	- -
Quite good	(+1)	3 11%	1 25%	- -	- -	- -
Neither good nor poor	(0)	21 75%	3 75%	1 50%	3 100%	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	- -	- -	- -	1 100%
NET: Poor		1 4%	- -	- -	- -	1 100%
Mean		0.25	0.25	1.00	0.00	-2.00
Standard deviation		0.80	0.50	1.41	0.00	-
Standard error		0.15	0.25	1.00	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 300

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-
NET: Good		4	-	4	3	1	-	-	-	-	3	1	-	1	2	1	-	-	-	1	-	-	-	1	1	1	-	-
		14%	-	18%	20%	10%	-	-	-	-	21%	17%	-	10%	14%	25%	-	-	-	33%	-	-	-	100%	17%	33%	-	-
Very good	(+2)	3	-	3	2	1	-	-	-	-	2	1	-	1	2	-	-	-	-	-	-	-	-	1	1	1	-	-
		11%	-	14%	13%	10%	-	-	-	-	14%	17%	-	10%	14%	-	-	-	-	-	-	-	-	100%	17%	33%	-	-
Quite good	(+1)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	-	-	25%	-	-	-	33%	-	-	-	-	-	-	-	-
Neither good nor poor	(0)	24	6	18	12	9	3	1	4	1	11	5	2	9	12	3	1	2	4	2	2	2	3	-	5	2	1	-
		86%	100%	82%	80%	90%	100%	100%	100%	100%	79%	83%	100%	90%	86%	75%	100%	100%	100%	67%	100%	100%	100%	-	83%	67%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.25	0.00	0.32	0.33	0.20	0.00	0.00	0.00	0.00	0.36	0.33	0.00	0.20	0.29	0.25	0.00	0.00	0.00	0.33	0.00	0.00	0.00	2.00	0.33	0.67	0.00	-
Standard deviation		0.65	0.00	0.72	0.72	0.63	0.00	-	0.00	-	0.74	0.82	0.00	0.63	0.73	0.50	-	0.00	0.00	0.58	0.00	0.00	0.00	-	0.82	1.15	-	-
Standard error		0.12	0.00	0.15	0.19	0.20	0.00	-	0.00	-	0.20	0.33	0.00	0.20	0.19	0.25	-	0.00	0.00	0.33	0.00	0.00	0.00	-	0.33	0.67	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 300

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		4	-	-	-	-
		14%	-	-	-	-
Very good	(+2)	3	-	-	-	-
		11%	-	-	-	-
Quite good	(+1)	1	-	-	-	-
		4%	-	-	-	-
Neither good nor poor	(0)	24	4	2	3	1
		86%	100%	100%	100%	100%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		0.25	0.00	0.00	0.00	0.00
Standard deviation		0.65	0.00	0.00	0.00	-
Standard error		0.12	0.00	0.00	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 301

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-
NET: Good		10	1	9	8	1	1	-	1	-	8	-	1	2	7	1	1	-	-	1	1	-	2	1	3	1	-	-
		36%	17%	41%	53%	10%	33%	-	25%	-	57%	-	50%	20%	50%	25%	100%	-	-	33%	50%	-	67%	100%	50%	33%	-	-
Very good	(+2)	5	-	5	5	-	-	-	-	-	5	-	-	1	4	-	1	-	-	-	-	-	1	1	2	-	-	-
		18%	-	23%	33%	-	-	-	-	-	36%	-	-	10%	29%	-	100%	-	-	-	-	-	33%	100%	33%	-	-	-
Quite good	(+1)	5	1	4	3	1	1	-	1	-	3	-	1	1	3	1	-	-	-	1	1	-	1	-	1	1	-	-
		18%	17%	18%	20%	10%	33%	-	25%	-	21%	-	50%	10%	21%	25%	-	-	-	33%	50%	-	33%	-	17%	33%	-	-
Neither good nor poor	(0)	18	5	13	7	9	2	1	3	1	6	6	1	8	7	3	-	2	4	2	1	2	1	-	3	2	1	-
		64%	83%	59%	47%	90%	67%	100%	75%	100%	43%	100%	50%	80%	50%	75%	-	100%	100%	67%	50%	100%	33%	-	50%	67%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.54	0.17	0.64	0.87	0.10	0.33	0.00	0.25	0.00	0.93	0.00	0.50	0.30	0.79	0.25	2.00	0.00	0.00	0.33	0.50	0.00	1.00	2.00	0.83	0.33	0.00	-
Standard deviation		0.79	0.41	0.85	0.92	0.32	0.58	-	0.50	-	0.92	0.00	0.71	0.67	0.89	0.50	-	0.00	0.00	0.58	0.71	0.00	1.00	-	0.98	0.58	-	-
Standard error		0.15	0.17	0.18	0.24	0.10	0.33	-	0.25	-	0.25	0.00	0.50	0.21	0.24	0.25	-	0.00	0.00	0.33	0.50	0.00	0.58	-	0.40	0.33	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 301

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		10 36%	1 25%	1 50%	2 67%	- -
Very good	(+2)	5 18%	- -	- -	1 33%	- -
Quite good	(+1)	5 18%	1 25%	1 50%	1 33%	- -
Neither good nor poor	(0)	18 64%	3 75%	1 50%	1 33%	1 100%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.54	0.25	0.50	1.00	0.00
Standard deviation		0.79	0.50	0.71	1.00	-
Standard error		0.15	0.25	0.50	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 302

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Push notifications****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-east Ireland
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-
NET: Good		14	3	11	10	4	-	-	3	-	10	1	-	5	7	2	1	1	2	2	-	-	1	1	3	2	1	-
		50%	50%	50%	67%	40%	-	-	75%	-	71%	17%	-	50%	50%	50%	100%	50%	50%	67%	-	-	33%	100%	50%	67%	100%	-
Very good	(+2)	7	2	5	4	3	-	-	2	-	4	1	-	3	4	-	-	1	1	1	-	-	1	-	1	1	1	-
		25%	33%	23%	27%	30%	-	-	50%	-	29%	17%	-	30%	29%	-	-	50%	25%	33%	-	-	33%	-	17%	33%	100%	-
Quite good	(+1)	7	1	6	6	1	-	-	1	-	6	-	-	2	3	2	1	-	1	1	-	-	-	1	2	1	-	-
		25%	17%	27%	40%	10%	-	-	25%	-	43%	-	-	20%	21%	50%	100%	-	25%	33%	-	-	-	100%	33%	33%	-	-
Neither good nor poor	(0)	13	3	10	4	6	3	1	1	1	3	5	2	4	7	2	-	1	2	1	2	2	1	-	3	1	-	-
		46%	50%	45%	27%	60%	100%	100%	25%	100%	21%	83%	100%	40%	50%	50%	-	50%	50%	33%	100%	100%	33%	-	50%	33%	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	10%	-	-	-	-	-	-	-	-	33%	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	10%	-	-	-	-	-	-	-	-	33%	-	-	-	-	-
Mean		0.71	0.83	0.68	0.87	0.70	0.00	0.00	1.25	0.00	0.93	0.33	0.00	0.70	0.79	0.50	1.00	1.00	0.75	1.00	0.00	0.00	0.33	1.00	0.67	1.00	2.00	-
Standard deviation		0.90	0.98	0.89	0.92	0.95	0.00	-	0.96	-	0.92	0.82	0.00	1.06	0.89	0.58	-	1.41	0.96	1.00	0.00	0.00	1.53	-	0.82	1.00	-	-
Standard error		0.17	0.40	0.19	0.24	0.30	0.00	-	0.48	-	0.25	0.33	0.00	0.33	0.24	0.29	-	1.00	0.48	0.58	0.00	0.00	0.88	-	0.33	0.58	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 302

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		14 50%	2 50%	2 100%	- -	1 100%
Very good	(+2)	7 25%	- -	2 100%	- -	1 100%
Quite good	(+1)	7 25%	2 50%	- -	- -	- -
Neither good nor poor	(0)	13 46%	2 50%	- -	3 100%	- -
Quite poor	(-1)	1 4%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	- -
Mean		0.71	0.50	2.00	0.00	2.00
Standard deviation		0.90	0.58	0.00	0.00	-
Standard error		0.17	0.29	0.00	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 303

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Customisation options****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	
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-	
NET: Good		9	-	9	6	3	-	-	-	-	6	3	-	2	6	1	-	-	1	1	-	1	2	1	2	-	1	-	
		32%	-	41%	40%	30%	-	-	-	-	43%	50%	-	20%	43%	25%	-	-	25%	33%	-	50%	67%	100%	33%	-	100%	-	
Very good	(+2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	
		4%	-	5%	7%	-	-	-	-	-	7%	-	-	-	7%	-	-	-	-	-	-	-	-	-	17%	-	-	-	
Quite good	(+1)	8	-	8	5	3	-	-	-	-	5	3	-	2	5	1	-	-	1	1	-	1	2	1	1	-	1	-	
		29%	-	36%	33%	30%	-	-	-	-	36%	50%	-	20%	36%	25%	-	-	25%	33%	-	50%	67%	100%	17%	-	100%	-	
Neither good nor poor	(0)	18	5	13	9	6	3	1	3	1	8	3	2	8	7	3	1	2	3	2	1	1	1	-	4	3	-	-	
		64%	83%	59%	60%	60%	100%	100%	75%	100%	57%	50%	100%	80%	50%	75%	100%	100%	75%	67%	50%	50%	33%	-	67%	100%	-	-	
Quite poor	(-1)	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	17%	-	-	10%	-	-	25%	-	-	-	-	-	7%	-	-	-	-	-	50%	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NET: Poor		1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	17%	-	-	10%	-	-	25%	-	-	-	-	-	7%	-	-	-	-	-	50%	-	-	-	-	-	-	-	
Mean		0.32	-0.17	0.45	0.47	0.20	0.00	0.00	-0.25	0.00	0.50	0.50	0.00	0.20	0.43	0.25	0.00	0.00	0.25	0.33	-0.50	0.50	0.67	1.00	0.50	0.00	1.00	-	
Standard deviation		0.61	0.41	0.60	0.64	0.63	0.00	-	0.50	-	0.65	0.55	0.00	0.42	0.76	0.50	-	0.00	0.50	0.58	0.71	0.71	0.58	-	0.84	0.00	-	-	
Standard error		0.12	0.17	0.13	0.17	0.20	0.00	-	0.25	-	0.17	0.22	0.00	0.13	0.20	0.25	-	0.00	0.25	0.33	0.50	0.50	0.33	-	0.34	0.00	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 303

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		9 32%	- -	1 50%	1 33%	- -
Very good	(+2)	1 4%	- -	- -	- -	- -
Quite good	(+1)	8 29%	- -	1 50%	1 33%	- -
Neither good nor poor	(0)	18 64%	4 100%	1 50%	2 67%	1 100%
Quite poor	(-1)	1 4%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	- -
Mean		0.32	0.00	0.50	0.33	0.00
Standard deviation		0.61	0.00	0.71	0.58	-
Standard error		0.12	0.00	0.50	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 304

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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 Ireland
Base		28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-
NET: Good		6	-	6	6	-	-	-	-	-	6	-	-	-	5	1	-	-	-	1	-	-	1	1	3	-	-	-
		21%	-	27%	40%	-	-	-	-	-	43%	-	-	-	36%	25%	-	-	-	33%	-	-	33%	100%	50%	-	-	-
Very good	(+2)	3	-	3	3	-	-	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	-	1	2	-	-	-
		11%	-	14%	20%	-	-	-	-	-	21%	-	-	-	21%	-	-	-	-	-	-	-	-	100%	33%	-	-	-
Quite good	(+1)	3	-	3	3	-	-	-	-	-	3	-	-	-	2	1	-	-	-	1	-	-	1	-	1	-	-	-
		11%	-	14%	20%	-	-	-	-	-	21%	-	-	-	14%	25%	-	-	-	33%	-	-	33%	-	17%	-	-	-
Neither good nor poor	(0)	22	6	16	9	10	3	1	4	1	8	6	2	10	9	3	1	2	4	2	2	2	2	-	3	3	1	-
		79%	100%	73%	60%	100%	100%	100%	100%	100%	57%	100%	100%	100%	64%	75%	100%	100%	100%	67%	100%	100%	67%	-	50%	100%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.32	0.00	0.41	0.60	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.57	0.25	0.00	0.00	0.00	0.33	0.00	0.00	0.33	2.00	0.83	0.00	0.00	-
Standard deviation		0.67	0.00	0.73	0.83	0.00	0.00	-	0.00	-	0.84	0.00	0.00	0.00	0.85	0.50	-	0.00	0.00	0.58	0.00	0.00	0.58	-	0.98	0.00	-	-
Standard error		0.13	0.00	0.16	0.21	0.00	0.00	-	0.00	-	0.23	0.00	0.00	0.00	0.23	0.25	-	0.00	0.00	0.33	0.00	0.00	0.33	-	0.40	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 304

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		6	1	1	1	-
		21%	25%	50%	33%	-
Very good	(+2)	3	-	-	1	-
		11%	-	-	33%	-
Quite good	(+1)	3	1	1	-	-
		11%	25%	50%	-	-
Neither good nor poor	(0)	22	3	1	2	1
		79%	75%	50%	67%	100%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		0.32	0.25	0.50	0.67	0.00
Standard deviation		0.67	0.50	0.71	1.15	-
Standard error		0.13	0.25	0.50	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 305

Q20b. You said you use Castbox to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base	28	6	22	15	10	3	1	4	1	14	6	2	10	14	4	1	2	4	3	2	2	3	1	6	3	1	-
NET: Good	25	5	20	12	10	3	-	4	1	12	6	2	10	12	3	1	1	4	3	2	1	2	1	6	3	1	-
	89%	83%	91%	80%	100%	100%	-	100%	100%	86%	100%	100%	100%	86%	75%	100%	50%	100%	100%	100%	50%	67%	100%	100%	100%	100%	-
Very good	(+2)	22	3	19	11	9	2	-	3	-	11	6	2	10	11	1	1	3	2	1	1	2	1	6	3	1	-
	79%	50%	86%	73%	90%	67%	-	75%	-	79%	100%	100%	100%	79%	25%	100%	50%	75%	67%	50%	50%	67%	100%	100%	100%	100%	-
Quite good	(+1)	3	2	1	1	1	-	1	1	1	-	-	-	1	2	-	-	1	1	1	-	-	-	-	-	-	-
	11%	33%	5%	7%	10%	33%	-	25%	100%	7%	-	-	-	7%	50%	-	-	25%	33%	50%	-	-	-	-	-	-	-
Neither good nor poor	(0)	3	1	2	3	-	1	-	-	2	-	-	-	2	1	-	1	-	-	-	1	1	-	-	-	-	-
	11%	17%	9%	20%	-	-	100%	-	-	14%	-	-	-	14%	25%	-	50%	-	-	-	50%	33%	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.68	1.33	1.77	1.53	1.90	1.67	0.00	1.75	1.00	1.64	2.00	2.00	2.00	1.64	1.00	2.00	1.00	1.75	1.67	1.50	1.00	1.33	2.00	2.00	2.00	2.00	-
Standard deviation	0.67	0.82	0.61	0.83	0.32	0.58	-	0.50	-	0.74	0.00	0.00	0.00	0.74	0.82	-	1.41	0.50	0.58	0.71	1.41	1.15	-	0.00	0.00	-	-
Standard error	0.13	0.33	0.13	0.22	0.10	0.33	-	0.25	-	0.20	0.00	0.00	0.00	0.20	0.41	-	1.00	0.25	0.33	0.50	1.00	0.67	-	0.00	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 305

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		28	4	2	3	1
NET: Good		25 89%	4 100%	1 50%	3 100%	1 100%
Very good	(+2)	22 79%	4 100%	1 50%	3 100%	1 100%
Quite good	(+1)	3 11%	-	-	-	-
Neither good nor poor	(0)	3 11%	-	1 50%	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.68	2.00	1.00	2.00	2.00
Standard deviation		0.67	0.00	1.41	0.00	-
Standard error		0.13	0.00	1.00	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 306

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																Social sharing options, e.g. short clip shares	The service is free
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options		
Base		23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	23	
NET: Good		18 78%	15 65%	17 74%	19 83%	17 74%	10 43%	15 65%	9 39%	17 74%	9 39%	8 35%	11 48%	10 43%	12 52%	7 30%	9 39%	8 35%	18 78%
Very good	(+2)	5 22%	3 13%	6 26%	5 22%	3 13%	2 9%	1 4%	3 13%	4 17%	2 9%	1 4%	2 9%	2 9%	2 9%	2 9%	2 9%	2 9%	4 17%
Quite good	(+1)	13 57%	12 52%	11 48%	14 61%	14 61%	8 35%	14 61%	6 26%	13 57%	7 30%	7 30%	9 39%	8 35%	10 43%	5 22%	7 30%	6 26%	14 61%
Neither good nor poor	(0)	5 22%	7 30%	6 26%	2 9%	5 22%	12 52%	7 30%	14 61%	6 26%	14 61%	14 61%	11 48%	11 48%	9 39%	15 65%	13 57%	13 57%	5 22%
Quite poor	(-1)	- -	1 4%	- -	1 4%	- -	1 4%	1 4%	- -	- -	- -	1 4%	1 4%	2 9%	2 9%	1 4%	- -	2 9%	- -
Very poor	(-2)	- -	- -	- -	1 4%	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 4%	- -	- -
NET: Poor		- -	1 4%	- -	2 9%	1 4%	1 4%	1 4%	- -	- -	- -	1 4%	1 4%	2 9%	2 9%	1 4%	1 4%	2 9%	- -
Mean		1.00	0.74	1.00	0.91	0.78	0.48	0.65	0.52	0.91	0.48	0.35	0.52	0.43	0.52	0.35	0.39	0.35	0.96
Standard deviation		0.67	0.75	0.74	0.95	0.85	0.73	0.65	0.73	0.67	0.67	0.65	0.73	0.79	0.79	0.71	0.84	0.78	0.64
Standard error		0.14	0.16	0.15	0.20	0.18	0.15	0.13	0.15	0.14	0.14	0.13	0.15	0.16	0.16	0.15	0.17	0.16	0.13

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 307

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Range 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 Ireland
Base		23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good		18	4	14	2	14	2	1	1	2	1	13	-	7	10	1	1	-	3	2	-	-	2	2	3	3	2	-
		78%	67%	82%	40%	93%	67%	100%	50%	67%	25%	100%	-	88%	77%	50%	33%	-	100%	67%	-	-	100%	67%	100%	100%	67%	-
Very good	(+2)	5	2	3	1	3	1	1	-	1	-	3	-	2	2	1	-	-	2	-	-	-	-	1	1	-	1	-
		22%	33%	18%	20%	20%	33%	100%	-	33%	-	23%	-	25%	15%	50%	-	-	67%	-	-	-	-	33%	33%	-	33%	-
Quite good	(+1)	13	2	11	1	11	1	-	1	1	1	10	-	5	8	-	1	-	1	2	-	-	2	1	2	3	1	-
		57%	33%	65%	20%	73%	33%	-	50%	33%	25%	77%	-	63%	62%	-	33%	-	33%	67%	-	-	100%	33%	67%	100%	33%	-
Neither good nor poor	(0)	5	2	3	3	1	1	-	1	1	3	-	-	1	3	1	2	-	-	1	-	-	-	1	-	-	1	-
		22%	33%	18%	60%	7%	33%	-	50%	33%	75%	-	-	13%	23%	50%	67%	-	-	33%	-	-	-	33%	-	-	33%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.00	1.00	1.00	0.60	1.13	1.00	2.00	0.50	1.00	0.25	1.23	-	1.13	0.92	1.00	0.33	-	1.67	0.67	-	-	1.00	1.00	1.33	1.00	1.00	-
Standard deviation		0.67	0.89	0.61	0.89	0.52	1.00	-	0.71	1.00	0.50	0.44	-	0.64	0.64	1.41	0.58	-	0.58	0.58	-	-	0.00	1.00	0.58	0.00	1.00	-
Standard error		0.14	0.37	0.15	0.40	0.13	0.58	-	0.50	0.58	0.25	0.12	-	0.23	0.18	1.00	0.33	-	0.33	0.33	-	-	0.00	0.58	0.33	0.00	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 307

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		18 78%	8 89%	3 75%	2 100%	9 75%
Very good	(+2)	5 22%	3 33%	- -	1 50%	4 33%
Quite good	(+1)	13 57%	5 56%	3 75%	1 50%	5 42%
Neither good nor poor	(0)	5 22%	1 11%	1 25%	- -	3 25%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.00	1.22	0.75	1.50	1.08
Standard deviation		0.67	0.67	0.50	0.71	0.79
Standard error		0.14	0.22	0.25	0.50	0.23

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 308

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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-east Ireland
Base	23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good	15	4	11	2	11	2	1	1	2	1	10	-	6	8	1	1	-	3	2	-	-	1	2	3	2	1	-
	65%	67%	65%	40%	73%	67%	100%	50%	67%	25%	77%	-	75%	62%	50%	33%	-	100%	67%	-	-	50%	67%	100%	67%	33%	-
Very good	(+2)	3	1	2	1	2	-	1	-	-	2	-	1	1	1	-	-	2	-	-	-	-	-	-	1	-	-
	13%	17%	12%	20%	13%	-	100%	-	-	-	15%	-	13%	8%	50%	-	-	67%	-	-	-	-	-	-	33%	-	-
Quite good	(+1)	12	3	9	1	9	-	1	2	1	8	-	5	7	-	1	-	1	2	-	-	1	2	3	1	1	-
	52%	50%	53%	20%	60%	67%	-	50%	67%	25%	62%	-	63%	54%	-	33%	-	33%	67%	-	-	50%	67%	100%	33%	33%	-
Neither good nor poor	(0)	7	2	5	2	4	-	1	1	2	3	-	2	4	1	2	-	-	1	-	-	1	1	-	1	1	-
	30%	33%	29%	40%	27%	33%	-	50%	33%	50%	23%	-	25%	31%	50%	67%	-	-	33%	-	-	50%	33%	-	33%	33%	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Mean	0.74	0.83	0.71	0.40	0.87	0.67	2.00	0.50	0.67	0.00	0.92	-	0.88	0.62	1.00	0.33	-	1.67	0.67	-	-	0.50	0.67	1.00	1.00	0.00	-
Standard deviation	0.75	0.75	0.77	1.14	0.64	0.58	-	0.71	0.58	0.82	0.64	-	0.64	0.77	1.41	0.58	-	0.58	0.58	-	-	0.71	0.58	0.00	1.00	1.00	-
Standard error	0.16	0.31	0.19	0.51	0.17	0.33	-	0.50	0.33	0.41	0.18	-	0.23	0.21	1.00	0.33	-	0.33	0.33	-	-	0.50	0.33	0.00	0.58	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 308

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		15 65%	6 67%	2 50%	2 100%	7 58%
Very good	(+2)	3 13%	2 22%	- -	1 50%	2 17%
Quite good	(+1)	12 52%	4 44%	2 50%	1 50%	5 42%
Neither good nor poor	(0)	7 30%	3 33%	2 50%	- -	5 42%
Quite poor	(-1)	1 4%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	- -
Mean		0.74	0.89	0.50	1.50	0.75
Standard deviation		0.75	0.78	0.58	0.71	0.75
Standard error		0.16	0.26	0.29	0.50	0.22

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 309

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	Northern Ireland
Base	23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good	17	4	13	3	12	2	1	1	2	2	11	-	6	10	1	-	-	3	3	-	-	1	2	3	2	3	-
	74%	67%	76%	60%	80%	67%	100%	50%	67%	50%	85%	-	75%	77%	50%	-	-	100%	100%	-	-	50%	67%	100%	67%	100%	-
Very good	(+2)	6	1	5	1	5	-	1	-	-	5	-	3	2	1	-	-	3	1	-	-	-	1	-	1	-	-
	26%	17%	29%	20%	33%	-	100%	-	-	-	38%	-	38%	15%	50%	-	-	100%	33%	-	-	-	33%	-	33%	-	-
Quite good	(+1)	11	3	8	2	7	-	1	2	2	6	-	3	8	-	-	-	-	2	-	-	1	1	3	1	3	-
	48%	50%	47%	40%	47%	67%	-	50%	67%	50%	46%	-	38%	62%	-	-	-	-	67%	-	-	50%	33%	100%	33%	100%	-
Neither good nor poor	(0)	6	2	4	2	3	-	1	1	2	2	-	2	3	1	3	-	-	-	-	-	1	1	-	1	-	-
	26%	33%	24%	40%	20%	33%	-	50%	33%	50%	15%	-	25%	23%	50%	100%	-	-	-	-	-	50%	33%	-	33%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.00	0.83	1.06	0.80	1.13	0.67	2.00	0.50	0.67	0.50	1.23	-	1.13	0.92	1.00	0.00	-	2.00	1.33	-	-	0.50	1.00	1.00	1.00	1.00	-
Standard deviation	0.74	0.75	0.75	0.84	0.74	0.58	-	0.71	0.58	0.58	0.73	-	0.83	0.64	1.41	0.00	-	0.00	0.58	-	-	0.71	1.00	0.00	1.00	0.00	-
Standard error	0.15	0.31	0.18	0.37	0.19	0.33	-	0.50	0.33	0.29	0.20	-	0.30	0.18	1.00	0.00	-	0.00	0.33	-	-	0.50	0.58	0.00	0.58	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 309

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		17	7	2	2	8
		74%	78%	50%	100%	67%
Very good	(+2)	6	2	1	2	2
		26%	22%	25%	100%	17%
Quite good	(+1)	11	5	1	-	6
		48%	56%	25%	-	50%
Neither good nor poor	(0)	6	2	2	-	4
		26%	22%	50%	-	33%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.00	1.00	0.75	2.00	0.83
Standard deviation		0.74	0.71	0.96	0.00	0.72
Standard error		0.15	0.24	0.48	0.00	0.21

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 310

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	North-east Ireland
Base		23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good		19	6	13	2	14	3	1	2	3	1	12	-	8	10	1	2	-	3	3	-	-	2	2	2	3	2	-
		83%	100%	76%	40%	93%	100%	100%	100%	100%	25%	92%	-	100%	77%	50%	67%	-	100%	100%	-	-	100%	67%	67%	100%	67%	-
Very good	(+2)	5	2	3	1	4	-	1	1	-	-	3	-	4	-	1	-	-	2	1	-	-	-	-	-	2	-	-
		22%	33%	18%	20%	27%	-	100%	50%	-	-	23%	-	50%	-	50%	-	-	67%	33%	-	-	-	-	-	67%	-	-
Quite good	(+1)	14	4	10	1	10	3	-	1	3	1	9	-	4	10	-	2	-	1	2	-	-	2	2	2	1	2	-
		61%	67%	59%	20%	67%	100%	-	50%	100%	25%	69%	-	50%	77%	-	67%	-	33%	67%	-	-	100%	67%	67%	33%	67%	-
Neither good nor poor	(0)	2	-	2	2	-	-	-	-	-	2	-	-	-	1	1	1	-	-	-	-	-	-	1	-	-	-	-
		9%	-	12%	40%	-	-	-	-	-	50%	-	-	-	8%	50%	33%	-	-	-	-	-	-	33%	-	-	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
		4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Very poor	(-2)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
		4%	-	6%	-	7%	-	-	-	-	-	8%	-	-	8%	-	-	-	-	-	-	-	-	-	33%	-	-	-
NET: Poor		2	-	2	1	1	-	-	-	-	1	1	-	-	2	-	-	-	-	-	-	-	-	-	1	-	1	-
		9%	-	12%	20%	7%	-	-	-	-	25%	8%	-	-	15%	-	-	-	-	-	-	-	-	-	33%	-	33%	-
Mean		0.91	1.33	0.76	0.40	1.07	1.00	2.00	1.50	1.00	0.00	1.00	-	1.50	0.54	1.00	0.67	-	1.67	1.33	-	-	1.00	0.67	0.00	1.67	0.33	-
Standard deviation		0.95	0.52	1.03	1.14	0.96	0.00	-	0.71	0.00	0.82	1.00	-	0.53	0.97	1.41	0.58	-	0.58	0.58	-	-	0.00	0.58	1.73	0.58	1.15	-
Standard error		0.20	0.21	0.25	0.51	0.25	0.00	-	0.50	0.00	0.41	0.28	-	0.19	0.27	1.00	0.33	-	0.33	0.33	-	-	0.00	0.33	1.00	0.33	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 310

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		19	8	3	2	11
		83%	89%	75%	100%	92%
Very good	(+2)	5	2	1	1	2
		22%	22%	25%	50%	17%
Quite good	(+1)	14	6	2	1	9
		61%	67%	50%	50%	75%
Neither good nor poor	(0)	2	1	1	-	1
		9%	11%	25%	-	8%
Quite poor	(-1)	1	-	-	-	-
		4%	-	-	-	-
Very poor	(-2)	1	-	-	-	-
		4%	-	-	-	-
NET: Poor		2	-	-	-	-
		9%	-	-	-	-
Mean		0.91	1.11	1.00	1.50	1.08
Standard deviation		0.95	0.60	0.82	0.71	0.51
Standard error		0.20	0.20	0.41	0.50	0.15

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 311

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	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
Base		23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good		17	4	13	2	13	2	1	1	2	1	12	-	7	9	1	1	-	3	2	-	-	2	2	2	3	2	-
		74%	67%	76%	40%	87%	67%	100%	50%	67%	25%	92%	-	88%	69%	50%	33%	-	100%	67%	-	-	100%	67%	67%	100%	67%	-
Very good	(+2)	3	1	2	1	2	-	1	-	-	-	2	-	2	-	1	-	-	2	-	-	-	-	1	-	-	-	-
		13%	17%	12%	20%	13%	-	100%	-	-	-	15%	-	25%	-	50%	-	-	67%	-	-	-	-	33%	-	-	-	-
Quite good	(+1)	14	3	11	1	11	2	-	1	2	1	10	-	5	9	-	1	-	1	2	-	-	2	1	2	3	2	-
		61%	50%	65%	20%	73%	67%	-	50%	67%	25%	77%	-	63%	69%	-	33%	-	33%	67%	-	-	100%	33%	67%	100%	67%	-
Neither good nor poor	(0)	5	2	3	3	1	1	-	1	1	3	-	-	1	3	1	2	-	-	1	-	-	-	1	-	-	1	-
		22%	33%	18%	60%	7%	33%	-	50%	33%	75%	-	-	13%	23%	50%	67%	-	-	33%	-	-	-	33%	-	-	33%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
		4%	-	6%	-	7%	-	-	-	-	-	8%	-	-	8%	-	-	-	-	-	-	-	-	33%	-	-	-	-
NET: Poor		1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
		4%	-	6%	-	7%	-	-	-	-	-	8%	-	-	8%	-	-	-	-	-	-	-	-	33%	-	-	-	-
Mean		0.78	0.83	0.76	0.60	0.87	0.67	2.00	0.50	0.67	0.25	0.92	-	1.13	0.54	1.00	0.33	-	1.67	0.67	-	-	1.00	1.00	0.00	1.00	0.67	-
Standard deviation		0.85	0.75	0.90	0.89	0.92	0.58	-	0.71	0.58	0.50	0.95	-	0.64	0.88	1.41	0.58	-	0.58	0.58	-	-	0.00	1.00	1.73	0.00	0.58	-
Standard error		0.18	0.31	0.22	0.40	0.24	0.33	-	0.50	0.33	0.25	0.26	-	0.23	0.24	1.00	0.33	-	0.33	0.33	-	-	0.00	0.58	1.00	0.00	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 311

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		17 74%	8 89%	3 75%	2 100%	9 75%
Very good	(+2)	3 13%	2 22%	-	1 50%	1 8%
Quite good	(+1)	14 61%	6 67%	3 75%	1 50%	8 67%
Neither good nor poor	(0)	5 22%	1 11%	1 25%	-	3 25%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	1 4%	-	-	-	-
NET: Poor		1 4%	-	-	-	-
Mean		0.78	1.11	0.75	1.50	0.83
Standard deviation		0.85	0.60	0.50	0.71	0.58
Standard error		0.18	0.20	0.25	0.50	0.17

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 312

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base	23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good	10	4	6	2	7	1	1	2	1	1	5	-	5	4	1	2	-	2	1	-	-	1	1	1	2	-	-
	43%	67%	35%	40%	47%	33%	100%	100%	33%	25%	38%	-	63%	31%	50%	67%	-	67%	33%	-	-	50%	33%	33%	67%	-	-
Very good	(+2)	2	1	1	1	-	1	-	-	-	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-
	9%	17%	6%	20%	7%	-	100%	-	-	-	8%	-	13%	-	50%	-	-	33%	-	-	-	-	33%	-	-	-	-
Quite good	(+1)	8	3	5	1	6	-	2	1	1	4	-	4	4	-	2	-	1	1	-	-	1	-	1	2	-	-
	35%	50%	29%	20%	40%	33%	-	100%	33%	25%	31%	-	50%	31%	-	67%	-	33%	33%	-	-	50%	-	33%	67%	-	-
Neither good nor poor	(0)	12	2	10	2	8	-	-	2	2	8	-	3	8	1	1	-	1	2	-	-	1	2	2	1	2	-
	52%	33%	59%	40%	53%	67%	-	-	67%	50%	62%	-	38%	62%	50%	33%	-	33%	67%	-	-	50%	67%	67%	33%	67%	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Mean	0.48	0.83	0.35	0.40	0.53	0.33	2.00	1.00	0.33	0.00	0.46	-	0.75	0.23	1.00	0.67	-	1.00	0.33	-	-	0.50	0.67	0.33	0.67	-0.33	-
Standard deviation	0.73	0.75	0.70	1.14	0.64	0.58	-	0.00	0.58	0.82	0.66	-	0.71	0.60	1.41	0.58	-	1.00	0.58	-	-	0.71	1.15	0.58	0.58	0.58	-
Standard error	0.15	0.31	0.17	0.51	0.17	0.33	-	0.00	0.33	0.41	0.18	-	0.25	0.17	1.00	0.33	-	0.58	0.33	-	-	0.50	0.67	0.33	0.33	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 312

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		10 43%	2 22%	3 75%	1 50%	6 50%
Very good	(+2)	2 9%	2 22%	- -	- -	1 8%
Quite good	(+1)	8 35%	- -	3 75%	1 50%	5 42%
Neither good nor poor	(0)	12 52%	7 78%	1 25%	1 50%	6 50%
Quite poor	(-1)	1 4%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	- -
Mean		0.48	0.44	0.75	0.50	0.58
Standard deviation		0.73	0.88	0.50	0.71	0.67
Standard error		0.15	0.29	0.25	0.50	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 313

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 platform****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
Base		23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good		15	5	10	2	11	2	1	2	2	1	9	-	6	8	1	1	-	2	3	-	-	1	1	2	3	2	-
		65%	83%	59%	40%	73%	67%	100%	100%	67%	25%	69%	-	75%	62%	50%	33%	-	67%	100%	-	-	50%	33%	67%	100%	67%	-
Very good	(+2)	1	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-
		4%	17%	-	20%	-	-	100%	-	-	-	-	-	-	-	50%	-	-	33%	-	-	-	-	-	-	-	-	-
Quite good	(+1)	14	4	10	1	11	2	-	2	2	1	9	-	6	8	-	1	-	1	3	-	-	1	1	2	3	2	-
		61%	67%	59%	20%	73%	67%	-	100%	67%	25%	69%	-	75%	62%	-	33%	-	33%	100%	-	-	50%	33%	67%	100%	67%	-
Neither good nor poor	(0)	7	1	6	2	4	1	-	-	1	2	4	-	2	4	1	2	-	1	-	-	-	1	2	1	-	-	-
		30%	17%	35%	40%	27%	33%	-	-	33%	50%	31%	-	25%	31%	50%	67%	-	33%	-	-	-	50%	67%	33%	-	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
		4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
		4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Mean		0.65	1.00	0.53	0.40	0.73	0.67	2.00	1.00	0.67	0.00	0.69	-	0.75	0.54	1.00	0.33	-	1.00	1.00	-	-	0.50	0.33	0.67	1.00	0.33	-
Standard deviation		0.65	0.63	0.62	1.14	0.46	0.58	-	0.00	0.58	0.82	0.48	-	0.46	0.66	1.41	0.58	-	1.00	0.00	-	-	0.71	0.58	0.58	0.00	1.15	-
Standard error		0.13	0.26	0.15	0.51	0.12	0.33	-	0.00	0.33	0.41	0.13	-	0.16	0.18	1.00	0.33	-	0.58	0.00	-	-	0.50	0.33	0.33	0.00	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 313

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		15 65%	6 67%	3 75%	1 50%	9 75%
Very good	(+2)	1 4%	1 11%	-	-	1 8%
Quite good	(+1)	14 61%	5 56%	3 75%	1 50%	8 67%
Neither good nor poor	(0)	7 30%	3 33%	1 25%	1 50%	3 25%
Quite poor	(-1)	1 4%	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		1 4%	-	-	-	-
Mean		0.65	0.78	0.75	0.50	0.83
Standard deviation		0.65	0.67	0.50	0.71	0.58
Standard error		0.13	0.22	0.25	0.50	0.17

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 314

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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 Ireland
Base	23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good	9	2	7	3	6	-	1	1	-	2	5	-	3	5	1	1	-	2	1	-	-	1	1	1	1	1	-
	39%	33%	41%	60%	40%	-	100%	50%	-	50%	38%	-	38%	38%	50%	33%	-	67%	33%	-	-	50%	33%	33%	33%	33%	-
Very good	(+2)	3	1	2	1	2	-	1	-	-	2	-	1	1	1	-	-	2	-	-	-	-	-	-	1	-	-
	13%	17%	12%	20%	13%	-	100%	-	-	-	15%	-	13%	8%	50%	-	-	67%	-	-	-	-	-	-	33%	-	-
Quite good	(+1)	6	1	5	2	4	-	1	-	2	3	-	2	4	-	1	-	-	1	-	-	1	1	1	-	1	-
	26%	17%	29%	40%	27%	-	-	50%	-	50%	23%	-	25%	31%	-	33%	-	-	33%	-	-	50%	33%	33%	-	33%	-
Neither good nor poor	(0)	14	4	10	2	9	3	-	1	3	2	8	-	5	8	1	2	-	2	-	-	1	2	2	2	2	-
	61%	67%	59%	40%	60%	100%	-	50%	100%	50%	62%	-	63%	62%	50%	67%	-	33%	67%	-	-	50%	67%	67%	67%	67%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.52	0.50	0.53	0.80	0.53	0.00	2.00	0.50	0.00	0.50	0.54	-	0.50	0.46	1.00	0.33	-	1.33	0.33	-	-	0.50	0.33	0.33	0.67	0.33	-
Standard deviation	0.73	0.84	0.72	0.84	0.74	0.00	-	0.71	0.00	0.58	0.78	-	0.76	0.66	1.41	0.58	-	1.15	0.58	-	-	0.71	0.58	0.58	1.15	0.58	-
Standard error	0.15	0.34	0.17	0.37	0.19	0.00	-	0.50	0.00	0.29	0.22	-	0.27	0.18	1.00	0.33	-	0.67	0.33	-	-	0.50	0.33	0.33	0.67	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 314

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		9 39%	3 33%	2 50%	1 50%	5 42%
Very good	(+2)	3 13%	2 22%	- -	1 50%	2 17%
Quite good	(+1)	6 26%	1 11%	2 50%	- -	3 25%
Neither good nor poor	(0)	14 61%	6 67%	2 50%	1 50%	7 58%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.52	0.56	0.50	1.00	0.58
Standard deviation		0.73	0.88	0.58	1.41	0.79
Standard error		0.15	0.29	0.29	1.00	0.23

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 315

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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 Ireland
Base		23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good		17	5	12	3	12	2	1	2	2	2	10	-	6	10	1	2	-	3	3	-	-	2	2	2	1	2	-
		74%	83%	71%	60%	80%	67%	100%	100%	67%	50%	77%	-	75%	77%	50%	67%	-	100%	100%	-	-	100%	67%	67%	33%	67%	-
Very good	(+2)	4	1	3	1	3	-	1	-	-	-	3	-	2	1	1	-	-	2	-	-	-	-	1	1	-	-	-
		17%	17%	18%	20%	20%	-	100%	-	-	-	23%	-	25%	8%	50%	-	-	67%	-	-	-	-	33%	33%	-	-	-
Quite good	(+1)	13	4	9	2	9	2	-	2	2	2	7	-	4	9	-	2	-	1	3	-	-	2	1	1	1	2	-
		57%	67%	53%	40%	60%	67%	-	100%	67%	50%	54%	-	50%	69%	-	67%	-	33%	100%	-	-	100%	33%	33%	33%	67%	-
Neither good nor poor	(0)	6	1	5	2	3	1	-	-	1	2	3	-	2	3	1	1	-	-	-	-	-	-	1	1	2	1	-
		26%	17%	29%	40%	20%	33%	-	-	33%	50%	23%	-	25%	23%	50%	33%	-	-	-	-	-	-	33%	33%	67%	33%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.91	1.00	0.88	0.80	1.00	0.67	2.00	1.00	0.67	0.50	1.00	-	1.00	0.85	1.00	0.67	-	1.67	1.00	-	-	1.00	1.00	1.00	0.33	0.67	-
Standard deviation		0.67	0.63	0.70	0.84	0.65	0.58	-	0.00	0.58	0.58	0.71	-	0.76	0.55	1.41	0.58	-	0.58	0.00	-	-	0.00	1.00	1.00	0.58	0.58	-
Standard error		0.14	0.26	0.17	0.37	0.17	0.33	-	0.00	0.33	0.29	0.20	-	0.27	0.15	1.00	0.33	-	0.33	0.00	-	-	0.00	0.58	0.58	0.33	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 315

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		17 74%	6 67%	3 75%	2 100%	10 83%
Very good	(+2)	4 17%	2 22%	- -	1 50%	2 17%
Quite good	(+1)	13 57%	4 44%	3 75%	1 50%	8 67%
Neither good nor poor	(0)	6 26%	3 33%	1 25%	- -	2 17%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.91	0.89	0.75	1.50	1.00
Standard deviation		0.67	0.78	0.50	0.71	0.60
Standard error		0.14	0.26	0.25	0.50	0.17

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 316

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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 Ireland
Base	23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good	9	3	6	1	7	1	-	2	1	1	5	-	3	6	-	1	-	1	3	-	-	1	1	1	1	-	-
	39%	50%	35%	20%	47%	33%	-	100%	33%	25%	38%	-	38%	46%	-	33%	-	33%	100%	-	-	50%	33%	33%	33%	-	-
Very good	(+2)	2	-	2	-	2	-	-	-	-	2	-	2	-	-	1	-	-	-	-	-	-	1	-	-	-	-
	9%	-	12%	-	13%	-	-	-	-	-	15%	-	25%	-	-	33%	-	-	-	-	-	-	33%	-	-	-	-
Quite good	(+1)	7	3	4	1	5	1	2	1	1	3	-	1	6	-	-	-	1	3	-	-	1	-	1	1	-	-
	30%	50%	24%	20%	33%	33%	-	100%	33%	25%	23%	-	13%	46%	-	-	-	33%	100%	-	-	50%	-	33%	33%	-	-
Neither good nor poor	(0)	14	3	11	4	8	2	1	-	2	3	8	5	7	2	2	-	2	-	-	-	1	2	2	2	3	-
	61%	50%	65%	80%	53%	67%	100%	-	67%	75%	62%	-	63%	54%	100%	67%	-	67%	-	-	-	50%	67%	67%	67%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.48	0.50	0.47	0.20	0.60	0.33	0.00	1.00	0.33	0.25	0.54	-	0.63	0.46	0.00	0.67	-	0.33	1.00	-	-	0.50	0.67	0.33	0.33	0.00	-
Standard deviation	0.67	0.55	0.72	0.45	0.74	0.58	-	0.00	0.58	0.50	0.78	-	0.92	0.52	0.00	1.15	-	0.58	0.00	-	-	0.71	1.15	0.58	0.58	0.00	-
Standard error	0.14	0.22	0.17	0.20	0.19	0.33	-	0.00	0.33	0.25	0.22	-	0.32	0.14	0.00	0.67	-	0.33	0.00	-	-	0.50	0.67	0.33	0.33	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 316

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		9 39%	2 22%	2 50%	1 50%	5 42%
Very good	(+2)	2 9%	1 11%	1 25%	- -	1 8%
Quite good	(+1)	7 30%	1 11%	1 25%	1 50%	4 33%
Neither good nor poor	(0)	14 61%	7 78%	2 50%	1 50%	7 58%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.48	0.33	0.75	0.50	0.50
Standard deviation		0.67	0.71	0.96	0.71	0.67
Standard error		0.14	0.24	0.48	0.50	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 317

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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 Ireland
Base		23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good		8	2	6	1	6	1	-	1	1	1	5	-	4	4	-	1	-	-	3	-	-	-	1	2	1	-	-
		35%	33%	35%	20%	40%	33%	-	50%	33%	25%	38%	-	50%	31%	-	33%	-	-	100%	-	-	-	33%	67%	33%	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
		4%	-	6%	-	7%	-	-	-	-	-	8%	-	13%	-	-	-	-	-	-	-	-	-	33%	-	-	-	-
Quite good	(+1)	7	2	5	1	5	1	-	1	1	1	4	-	3	4	-	1	-	-	3	-	-	-	-	2	1	-	-
		30%	33%	29%	20%	33%	33%	-	50%	33%	25%	31%	-	38%	31%	-	33%	-	-	100%	-	-	-	-	67%	33%	-	-
Neither good nor poor	(0)	14	4	10	3	9	2	1	1	2	2	8	-	4	8	2	2	-	3	-	-	-	2	2	1	2	2	-
		61%	67%	59%	60%	60%	67%	100%	50%	67%	50%	62%	-	50%	62%	100%	67%	-	100%	-	-	-	100%	67%	33%	67%	67%	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
		4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
		4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Mean		0.35	0.33	0.35	0.00	0.47	0.33	0.00	0.50	0.33	0.00	0.46	-	0.63	0.23	0.00	0.33	-	0.00	1.00	-	-	0.00	0.67	0.67	0.33	-0.33	-
Standard deviation		0.65	0.52	0.70	0.71	0.64	0.58	-	0.71	0.58	0.82	0.66	-	0.74	0.60	0.00	0.58	-	0.00	0.00	-	-	0.00	1.15	0.58	0.58	0.58	-
Standard error		0.13	0.21	0.17	0.32	0.17	0.33	-	0.50	0.33	0.41	0.18	-	0.26	0.17	0.00	0.33	-	0.00	0.00	-	-	0.00	0.67	0.33	0.33	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 317

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		8 35%	3 33%	2 50%	- -	3 25%
Very good	(+2)	1 4%	1 11%	- -	- -	- -
Quite good	(+1)	7 30%	2 22%	2 50%	- -	3 25%
Neither good nor poor	(0)	14 61%	6 67%	2 50%	2 100%	9 75%
Quite poor	(-1)	1 4%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	- -
Mean		0.35	0.44	0.50	0.00	0.25
Standard deviation		0.65	0.73	0.58	0.00	0.45
Standard error		0.13	0.24	0.29	0.00	0.13

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 318

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Episode previews****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
Base		23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good		11	3	8	2	7	2	1	-	2	1	7	-	5	5	1	1	-	2	2	-	-	-	1	1	3	1	-
		48%	50%	47%	40%	47%	67%	100%	-	67%	25%	54%	-	63%	38%	50%	33%	-	67%	67%	-	-	-	33%	33%	100%	33%	-
Very good	(+2)	2	1	1	1	1	-	1	-	-	-	1	-	-	1	1	-	-	2	-	-	-	-	-	-	-	-	-
		9%	17%	6%	20%	7%	-	100%	-	-	-	8%	-	-	8%	50%	-	-	67%	-	-	-	-	-	-	-	-	-
Quite good	(+1)	9	2	7	1	6	2	-	-	2	1	6	-	5	4	-	1	-	-	2	-	-	-	1	1	3	1	-
		39%	33%	41%	20%	40%	67%	-	-	67%	25%	46%	-	63%	31%	-	33%	-	-	67%	-	-	-	33%	33%	100%	33%	-
Neither good nor poor	(0)	11	3	8	3	7	1	-	2	1	3	5	-	2	8	1	2	-	-	1	-	-	2	2	2	-	2	-
		48%	50%	47%	60%	47%	33%	-	100%	33%	75%	38%	-	25%	62%	50%	67%	-	-	33%	-	-	100%	67%	67%	-	67%	-
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
		4%	-	6%	-	7%	-	-	-	-	-	8%	-	13%	-	-	-	-	33%	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
		4%	-	6%	-	7%	-	-	-	-	-	8%	-	13%	-	-	-	-	33%	-	-	-	-	-	-	-	-	-
Mean		0.52	0.67	0.47	0.60	0.47	0.67	2.00	0.00	0.67	0.25	0.54	-	0.50	0.46	1.00	0.33	-	1.00	0.67	-	-	0.00	0.33	0.33	1.00	0.33	-
Standard deviation		0.73	0.82	0.72	0.89	0.74	0.58	-	0.00	0.58	0.50	0.78	-	0.76	0.66	1.41	0.58	-	1.73	0.58	-	-	0.00	0.58	0.58	0.00	0.58	-
Standard error		0.15	0.33	0.17	0.40	0.19	0.33	-	0.00	0.33	0.25	0.22	-	0.27	0.18	1.00	0.33	-	1.00	0.33	-	-	0.00	0.33	0.33	0.00	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 318

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		11 48%	5 56%	3 75%	1 50%	5 42%
Very good	(+2)	2 9%	1 11%	-	1 50%	2 17%
Quite good	(+1)	9 39%	4 44%	3 75%	-	3 25%
Neither good nor poor	(0)	11 48%	4 44%	1 25%	-	7 58%
Quite poor	(-1)	1 4%	-	-	1 50%	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		1 4%	-	-	1 50%	-
Mean		0.52	0.67	0.75	0.50	0.58
Standard deviation		0.73	0.71	0.50	2.12	0.79
Standard error		0.15	0.24	0.25	1.50	0.23

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 319

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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
Base	23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good	10	3	7	2	6	2	1	-	2	1	6	-	4	5	1	1	-	1	2	-	-	-	2	1	1	2	-
	43%	50%	41%	40%	40%	67%	100%	-	67%	25%	46%	-	50%	38%	50%	33%	-	33%	67%	-	-	-	67%	33%	33%	67%	-
Very good	(+2)	2	1	1	1	-	1	-	-	-	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-
	9%	17%	6%	20%	7%	-	100%	-	-	-	8%	-	13%	-	50%	-	-	33%	-	-	-	-	33%	-	-	-	-
Quite good	(+1)	8	2	6	1	5	-	-	2	1	5	-	3	5	-	1	-	-	2	-	-	-	1	1	1	2	-
	35%	33%	35%	20%	33%	67%	-	-	67%	25%	38%	-	38%	38%	-	33%	-	-	67%	-	-	-	33%	33%	33%	67%	-
Neither good nor poor	(0)	11	3	8	3	7	-	2	1	3	5	-	4	6	1	2	-	1	1	-	-	2	1	1	2	1	-
	48%	50%	47%	60%	47%	33%	-	100%	33%	75%	38%	-	50%	46%	50%	67%	-	33%	33%	-	-	100%	33%	33%	67%	33%	-
Quite poor	(-1)	2	-	2	-	2	-	-	-	-	2	-	-	2	-	-	-	1	-	-	-	-	-	1	-	-	-
	9%	-	12%	-	13%	-	-	-	-	-	15%	-	-	15%	-	-	-	33%	-	-	-	-	33%	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	2	-	2	-	2	-	-	-	-	-	2	-	-	2	-	-	-	1	-	-	-	-	-	1	-	-	-
	9%	-	12%	-	13%	-	-	-	-	-	15%	-	-	15%	-	-	-	33%	-	-	-	-	-	33%	-	-	-
Mean	0.43	0.67	0.35	0.60	0.33	0.67	2.00	0.00	0.67	0.25	0.38	-	0.63	0.23	1.00	0.33	-	0.33	0.67	-	-	0.00	1.00	0.00	0.33	0.67	-
Standard deviation	0.79	0.82	0.79	0.89	0.82	0.58	-	0.00	0.58	0.50	0.87	-	0.74	0.73	1.41	0.58	-	1.53	0.58	-	-	0.00	1.00	1.00	0.58	0.58	-
Standard error	0.16	0.33	0.19	0.40	0.21	0.33	-	0.00	0.33	0.25	0.24	-	0.26	0.20	1.00	0.33	-	0.88	0.33	-	-	0.00	0.58	0.58	0.33	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 319

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		10 43%	5 56%	1 25%	- -	4 33%
Very good	(+2)	2 9%	2 22%	- -	- -	1 8%
Quite good	(+1)	8 35%	3 33%	1 25%	- -	3 25%
Neither good nor poor	(0)	11 48%	4 44%	3 75%	1 50%	7 58%
Quite poor	(-1)	2 9%	- -	- -	1 50%	1 8%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 9%	- -	- -	1 50%	1 8%
Mean		0.43	0.78	0.25	-0.50	0.33
Standard deviation		0.79	0.83	0.50	0.71	0.78
Standard error		0.16	0.28	0.25	0.50	0.22

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 320

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base		23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good		12	3	9	3	8	1	1	1	1	2	7	-	4	6	2	1	-	3	1	-	-	1	2	2	2	-	-
		52%	50%	53%	60%	53%	33%	100%	50%	33%	50%	54%	-	50%	46%	100%	33%	-	100%	33%	-	-	50%	67%	67%	67%	-	-
Very good	(+2)	2	1	1	1	1	-	1	-	-	-	1	-	1	-	1	-	-	2	-	-	-	-	-	-	-	-	-
		9%	17%	6%	20%	7%	-	100%	-	-	-	8%	-	13%	-	50%	-	-	67%	-	-	-	-	-	-	-	-	-
Quite good	(+1)	10	2	8	2	7	1	-	1	1	2	6	-	3	6	1	1	-	1	1	-	-	1	2	2	2	-	-
		43%	33%	47%	40%	47%	33%	-	50%	33%	50%	46%	-	38%	46%	50%	33%	-	33%	33%	-	-	50%	67%	67%	67%	-	-
Neither good nor poor	(0)	9	2	7	1	6	2	-	-	2	1	6	-	3	6	-	2	-	-	1	-	-	1	1	1	1	2	-
		39%	33%	41%	20%	40%	67%	-	-	67%	25%	46%	-	38%	46%	-	67%	-	-	33%	-	-	50%	33%	33%	33%	67%	-
Quite poor	(-1)	2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-
		9%	17%	6%	20%	7%	-	-	50%	-	25%	-	-	13%	8%	-	-	-	-	33%	-	-	-	-	-	-	33%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-
		9%	17%	6%	20%	7%	-	-	50%	-	25%	-	-	13%	8%	-	-	-	-	33%	-	-	-	-	-	-	33%	-
Mean		0.52	0.50	0.53	0.60	0.53	0.33	2.00	0.00	0.33	0.25	0.62	-	0.50	0.38	1.50	0.33	-	1.67	0.00	-	-	0.50	0.67	0.67	0.67	-0.33	-
Standard deviation		0.79	1.05	0.72	1.14	0.74	0.58	-	1.41	0.58	0.96	0.65	-	0.93	0.65	0.71	0.58	-	0.58	1.00	-	-	0.71	0.58	0.58	0.58	0.58	-
Standard error		0.16	0.43	0.17	0.51	0.19	0.33	-	1.00	0.33	0.48	0.18	-	0.33	0.18	0.50	0.33	-	0.33	0.58	-	-	0.50	0.33	0.33	0.33	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 320

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		12 52%	5 56%	2 50%	2 100%	6 50%
Very good	(+2)	2 9%	1 11%	- -	1 50%	1 8%
Quite good	(+1)	10 43%	4 44%	2 50%	1 50%	5 42%
Neither good nor poor	(0)	9 39%	4 44%	2 50%	- -	5 42%
Quite poor	(-1)	2 9%	- -	- -	- -	1 8%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 9%	- -	- -	- -	1 8%
Mean		0.52	0.67	0.50	1.50	0.50
Standard deviation		0.79	0.71	0.58	0.71	0.80
Standard error		0.16	0.24	0.29	0.50	0.23

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 321

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Push notifications****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
Base	23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good	7 30%	2 33%	5 29%	3 60%	3 20%	1 33%	1 100%	-	1 33%	2 50%	3 23%	-	2 25%	4 31%	1 50%	2 67%	-	2 67%	-	-	-	-	-	1 33%	1 33%	1 33%	-
Very good	(+2) 2 9%	1 17%	1 6%	2 40%	-	-	1 100%	-	-	1 25%	-	-	-	1 8%	1 50%	-	-	1 33%	-	-	-	-	-	-	-	1 33%	-
Quite good	(+1) 5 22%	1 17%	4 24%	1 20%	3 20%	1 33%	-	-	1 33%	1 25%	3 23%	-	2 25%	3 23%	-	2 67%	-	1 33%	-	-	-	-	-	1 33%	1 33%	-	-
Neither good nor poor	(0) 15 65%	4 67%	11 65%	2 40%	11 73%	2 67%	-	2 100%	2 67%	2 50%	9 69%	-	5 63%	9 69%	1 50%	1 33%	-	-	3 100%	-	-	2 100%	3 100%	2 67%	2 67%	2 67%	-
Quite poor	(-1) 1 4%	-	1 6%	-	1 7%	-	-	-	-	-	1 8%	-	1 13%	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-
Very poor	(-2) - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Poor	1 4%	-	1 6%	-	1 7%	-	-	-	-	-	1 8%	-	1 13%	-	-	-	-	1 33%	-	-	-	-	-	-	-	-	-
Mean	0.35	0.50	0.29	1.00	0.13	0.33	2.00	0.00	0.33	0.75	0.15	-	0.13	0.38	1.00	0.67	-	0.67	0.00	-	-	0.00	0.00	0.33	0.33	0.67	-
Standard deviation	0.71	0.84	0.69	1.00	0.52	0.58	-	0.00	0.58	0.96	0.55	-	0.64	0.65	1.41	0.58	-	1.53	0.00	-	-	0.00	0.00	0.58	0.58	1.15	-
Standard error	0.15	0.34	0.17	0.45	0.13	0.33	-	0.00	0.33	0.48	0.15	-	0.23	0.18	1.00	0.33	-	0.88	0.00	-	-	0.00	0.00	0.33	0.33	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 321

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		7 30%	1 11%	3 75%	1 50%	5 42%
Very good	(+2)	2 9%	1 11%	- -	- -	1 8%
Quite good	(+1)	5 22%	- -	3 75%	1 50%	4 33%
Neither good nor poor	(0)	15 65%	8 89%	1 25%	- -	7 58%
Quite poor	(-1)	1 4%	- -	- -	1 50%	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	1 50%	- -
Mean		0.35	0.22	0.75	0.00	0.50
Standard deviation		0.71	0.67	0.50	1.41	0.67
Standard error		0.15	0.22	0.25	1.00	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 322

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Customisation options****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
Base	23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good	9	3	6	2	6	1	1	1	1	1	5	-	2	6	1	2	-	2	1	-	-	1	-	1	2	-	-
	39%	50%	35%	40%	40%	33%	100%	50%	33%	25%	38%	-	25%	46%	50%	67%	-	67%	33%	-	-	50%	-	33%	67%	-	-
Very good	(+2)	2	1	1	1	-	1	-	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-
	9%	17%	6%	20%	7%	-	100%	-	-	-	8%	-	13%	-	50%	-	-	33%	-	-	-	-	-	-	33%	-	-
Quite good	(+1)	7	2	5	1	5	-	1	1	1	4	-	1	6	-	2	-	1	1	-	-	1	-	1	1	-	-
	30%	33%	29%	20%	33%	33%	-	50%	33%	25%	31%	-	13%	46%	-	67%	-	33%	33%	-	-	50%	-	33%	33%	-	-
Neither good nor poor	(0)	13	3	10	2	9	-	1	2	2	8	-	6	6	1	1	-	1	2	-	-	1	3	2	1	2	-
	57%	50%	59%	40%	60%	67%	-	50%	67%	50%	62%	-	75%	46%	50%	33%	-	33%	67%	-	-	50%	100%	67%	33%	67%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
NET: Poor	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	4%	-	6%	20%	-	-	-	-	-	25%	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	33%	-
Mean	0.39	0.67	0.29	0.20	0.47	0.33	2.00	0.50	0.33	-0.25	0.46	-	0.38	0.31	1.00	0.67	-	1.00	0.33	-	-	0.50	0.00	0.33	1.00	-0.67	-
Standard deviation	0.84	0.82	0.85	1.48	0.64	0.58	-	0.71	0.58	1.26	0.66	-	0.74	0.85	1.41	0.58	-	1.00	0.58	-	-	0.71	0.00	0.58	1.00	1.15	-
Standard error	0.17	0.33	0.21	0.66	0.17	0.33	-	0.50	0.33	0.63	0.18	-	0.26	0.24	1.00	0.33	-	0.58	0.33	-	-	0.50	0.00	0.33	0.58	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 322

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		9 39%	2 22%	2 50%	1 50%	6 50%
Very good	(+2)	2 9%	2 22%	- -	- -	1 8%
Quite good	(+1)	7 30%	- -	2 50%	1 50%	5 42%
Neither good nor poor	(0)	13 57%	7 78%	2 50%	1 50%	6 50%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	- -
Mean		0.39	0.44	0.50	0.50	0.58
Standard deviation		0.84	0.88	0.58	0.71	0.67
Standard error		0.17	0.29	0.29	0.50	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 323

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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	
Base		23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-	
NET: Good		8	1	7	2	6	-	1	-	-	1	6	-	4	3	1	1	-	2	1	-	-	-	1	1	2	-	-	
		35%	17%	41%	40%	40%	-	100%	-	-	25%	46%	-	50%	23%	50%	33%	-	67%	33%	-	-	-	33%	33%	67%	-	-	
Very good	(+2)	2	1	1	1	1	-	1	-	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	
		9%	17%	6%	20%	7%	-	100%	-	-	-	8%	-	13%	-	50%	-	-	33%	-	-	-	-	-	-	33%	-	-	
Quite good	(+1)	6	-	6	1	5	-	-	-	-	1	5	-	3	3	-	1	-	1	1	-	-	-	1	1	1	-	-	
		26%	-	35%	20%	33%	-	-	-	-	25%	38%	-	38%	23%	-	33%	-	33%	33%	-	-	-	33%	33%	33%	-	-	
Neither good nor poor	(0)	13	4	9	2	8	3	-	1	3	2	7	-	3	9	1	2	-	1	1	-	-	2	2	2	1	2	-	
		57%	67%	53%	40%	53%	100%	-	50%	100%	50%	54%	-	38%	69%	50%	67%	-	33%	33%	-	-	100%	67%	67%	33%	67%	-	
Quite poor	(-1)	2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	
		9%	17%	6%	20%	7%	-	-	50%	-	25%	-	-	13%	8%	-	-	-	-	33%	-	-	-	-	-	-	33%	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	
		9%	17%	6%	20%	7%	-	-	50%	-	25%	-	-	13%	8%	-	-	-	-	33%	-	-	-	-	-	-	33%	-	
Mean		0.35	0.17	0.41	0.40	0.40	0.00	2.00	-0.50	0.00	0.00	0.54	-	0.50	0.15	1.00	0.33	-	1.00	0.00	-	-	0.00	0.33	0.33	1.00	-0.33	-	
Standard deviation		0.78	0.98	0.71	1.14	0.74	0.00	-	0.71	0.00	0.82	0.66	-	0.93	0.55	1.41	0.58	-	1.00	1.00	-	-	0.00	0.58	0.58	1.00	0.58	-	
Standard error		0.16	0.40	0.17	0.51	0.19	0.00	-	0.50	0.00	0.41	0.18	-	0.33	0.15	1.00	0.33	-	0.58	0.58	-	-	0.00	0.33	0.33	0.58	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 323

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		8 35%	3 33%	3 75%	1 50%	4 33%
Very good	(+2)	2 9%	2 22%	-	-	1 8%
Quite good	(+1)	6 26%	1 11%	3 75%	1 50%	3 25%
Neither good nor poor	(0)	13 57%	6 67%	1 25%	1 50%	7 58%
Quite poor	(-1)	2 9%	-	-	-	1 8%
Very poor	(-2)	-	-	-	-	-
NET: Poor		2 9%	-	-	-	1 8%
Mean		0.35	0.56	0.75	0.50	0.33
Standard deviation		0.78	0.88	0.50	0.71	0.78
Standard error		0.16	0.29	0.25	0.50	0.22

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 324

Q20b. You said you use RadioPlayer to access podcasts. How good or bad, are they on each of the following?**The service is free****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 Ireland
Base	23	6	17	5	15	3	1	2	3	4	13	-	8	13	2	3	-	3	3	-	-	2	3	3	3	3	-
NET: Good	18	6	12	3	12	3	1	2	3	2	10	-	6	11	1	2	-	3	3	-	-	1	1	3	2	3	-
	78%	100%	71%	60%	80%	100%	100%	100%	100%	50%	77%	-	75%	85%	50%	67%	-	100%	100%	-	-	50%	33%	100%	67%	100%	-
Very good	(+2)	4	2	2	1	3	-	1	1	-	2	-	2	1	1	-	-	2	1	-	-	-	-	1	-	-	-
	17%	33%	12%	20%	20%	-	100%	50%	-	-	15%	-	25%	8%	50%	-	-	67%	33%	-	-	-	-	33%	-	-	-
Quite good	(+1)	14	4	10	2	9	3	-	1	3	2	8	-	4	10	-	2	1	2	-	-	1	1	2	2	3	-
	61%	67%	59%	40%	60%	100%	-	50%	100%	50%	62%	-	50%	77%	-	67%	-	33%	67%	-	-	50%	33%	67%	67%	100%	-
Neither good nor poor	(0)	5	-	5	2	3	-	-	-	-	2	3	-	2	2	1	1	-	-	-	-	1	2	-	1	-	-
	22%	-	29%	40%	20%	-	-	-	-	50%	23%	-	25%	15%	50%	33%	-	-	-	-	-	50%	67%	-	33%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.96	1.33	0.82	0.80	1.00	1.00	2.00	1.50	1.00	0.50	0.92	-	1.00	0.92	1.00	0.67	-	1.67	1.33	-	-	0.50	0.33	1.33	0.67	1.00	-
Standard deviation	0.64	0.52	0.64	0.84	0.65	0.00	-	0.71	0.00	0.58	0.64	-	0.76	0.49	1.41	0.58	-	0.58	0.58	-	-	0.71	0.58	0.58	0.58	0.00	-
Standard error	0.13	0.21	0.15	0.37	0.17	0.00	-	0.50	0.00	0.29	0.18	-	0.27	0.14	1.00	0.33	-	0.33	0.33	-	-	0.50	0.33	0.33	0.33	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 324

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		23	9	4	2	12
NET: Good		18 78%	5 56%	3 75%	2 100%	10 83%
Very good	(+2)	4 17%	1 11%	- -	1 50%	2 17%
Quite good	(+1)	14 61%	4 44%	3 75%	1 50%	8 67%
Neither good nor poor	(0)	5 22%	4 44%	1 25%	- -	2 17%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.96	0.67	0.75	1.50	1.00
Standard deviation		0.64	0.71	0.50	0.71	0.60
Standard error		0.13	0.24	0.25	0.50	0.17

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 325

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																Social sharing options, e.g. short clip shares		The service is free	
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options				
Base		438	438	438	438	438	438	438	438	438	438	438	438	438	438	438	438	438	438		
NET: Good		389 89%	248 57%	413 94%	382 87%	355 81%	256 58%	319 73%	245 56%	376 86%	230 53%	204 47%	244 56%	203 46%	201 46%	178 41%	213 49%	170 39%	407 93%		
Very good	(+2)	186 42%	97 22%	248 57%	189 43%	150 34%	94 21%	152 35%	98 22%	216 49%	110 25%	71 16%	80 18%	80 18%	82 19%	63 14%	65 15%	64 15%	311 71%		
Quite good	(+1)	203 46%	151 34%	165 38%	193 44%	205 47%	162 37%	167 38%	147 34%	160 37%	120 27%	133 30%	164 37%	123 28%	119 27%	115 26%	148 34%	106 24%	96 22%		
Neither good nor poor	(0)	38 9%	141 32%	23 5%	30 7%	53 12%	156 36%	116 26%	181 41%	49 11%	189 43%	209 48%	173 39%	222 51%	226 52%	238 54%	201 46%	253 58%	29 7%		
Quite poor	(-1)	11 3%	34 8%	2 *	21 5%	20 5%	17 4%	2 *	12 3%	7 2%	9 2%	17 4%	19 4%	9 2%	9 2%	18 4%	19 4%	11 3%	2 *		
Very poor	(-2)	- -	15 3%	- -	5 1%	10 2%	9 2%	1 *	- -	6 1%	10 2%	8 2%	2 *	4 1%	2 *	4 1%	5 1%	4 1%	- -		
NET: Poor		11 3%	49 11%	2 *	26 6%	30 7%	26 6%	3 1%	12 3%	13 3%	19 4%	25 6%	21 5%	13 3%	11 3%	22 5%	24 5%	15 3%	2 *		
Mean		1.29	0.64	1.50	1.23	1.06	0.72	1.07	0.76	1.31	0.71	0.55	0.69	0.61	0.62	0.49	0.57	0.49	1.63		
Standard deviation		0.73	1.02	0.62	0.86	0.92	0.91	0.80	0.83	0.84	0.94	0.87	0.83	0.84	0.83	0.82	0.84	0.81	0.63		
Standard error		0.03	0.05	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.03		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 326

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Range 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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		389	111	278	125	183	81	20	45	46	105	138	35	196	151	41	35	11	35	30	31	25	17	36	47	75	42	5	
		89%	83%	91%	89%	88%	91%	80%	80%	88%	91%	91%	95%	90%	88%	85%	95%	85%	92%	97%	89%	76%	85%	90%	84%	88%	93%	100%	
Very good	(+2)	186	56	130	55	89	42	11	21	24	44	68	18	102	63	21	16	5	16	10	14	9	11	22	27	36	17	3	
		42%	42%	43%	39%	43%	47%	44%	38%	46%	38%	45%	49%	47%	37%	44%	43%	38%	42%	32%	40%	27%	55%	55%	48%	42%	38%	60%	
Quite good	(+1)	203	55	148	70	94	39	9	24	22	61	70	17	94	88	20	19	6	19	20	17	16	6	14	20	39	25	2	
		46%	41%	49%	50%	45%	44%	36%	43%	42%	53%	46%	46%	43%	51%	42%	51%	46%	50%	65%	49%	48%	30%	35%	36%	46%	56%	40%	
Neither good nor poor	(0)	38	19	19	13	18	7	4	9	6	9	9	1	15	18	5	2	2	1	-	4	7	2	3	5	9	3	-	
		9%	14%	6%	9%	9%	8%	16%	16%	12%	8%	6%	3%	7%	11%	10%	5%	15%	3%	-	11%	21%	10%	8%	9%	11%	7%	-	
Quite poor	(-1)	11	3	8	3	7	1	1	2	-	2	5	1	7	2	2	-	-	2	1	-	1	1	1	4	1	-	-	
		3%	2%	3%	2%	3%	1%	4%	4%	-	2%	3%	3%	3%	1%	4%	-	-	5%	3%	-	3%	5%	3%	7%	1%	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		11	3	8	3	7	1	1	2	-	2	5	1	7	2	2	-	-	2	1	-	1	1	1	4	1	-	-	
		3%	2%	3%	2%	3%	1%	4%	4%	-	2%	3%	3%	3%	1%	4%	-	-	5%	3%	-	3%	5%	3%	7%	1%	-	-	
Mean		1.29	1.23	1.31	1.26	1.27	1.37	1.20	1.14	1.35	1.27	1.32	1.41	1.33	1.24	1.25	1.38	1.23	1.29	1.26	1.29	1.00	1.35	1.42	1.25	1.29	1.31	1.60	
Standard deviation		0.73	0.78	0.71	0.71	0.76	0.68	0.87	0.82	0.68	0.68	0.73	0.69	0.75	0.68	0.81	0.59	0.73	0.77	0.63	0.67	0.79	0.88	0.75	0.90	0.70	0.60	0.55	
Standard error		0.03	0.07	0.04	0.06	0.05	0.07	0.17	0.11	0.09	0.06	0.06	0.11	0.05	0.05	0.12	0.10	0.20	0.12	0.11	0.11	0.14	0.20	0.12	0.12	0.08	0.09	0.24	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 326

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		389 89%	389 89%	139 91%	138 88%	117 91%
Very good	(+2)	186 42%	186 42%	67 44%	66 42%	60 47%
Quite good	(+1)	203 46%	203 46%	72 47%	72 46%	57 45%
Neither good nor poor	(0)	38 9%	38 9%	11 7%	14 9%	10 8%
Quite poor	(-1)	11 3%	11 3%	2 1%	5 3%	1 1%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		11 3%	11 3%	2 1%	5 3%	1 1%
Mean		1.29	1.29	1.34	1.27	1.38
Standard deviation		0.73	0.73	0.67	0.75	0.66
Standard error		0.03	0.03	0.05	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 327

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5
NET: Good		248	66	182	91	115	42	17	26	23	74	89	19	122	100	26	24	7	21	15	24	17	14	18	33	49	22	4
		57%	50%	60%	65%	55%	47%	68%	46%	44%	64%	59%	51%	56%	58%	54%	65%	54%	55%	48%	69%	52%	70%	45%	59%	58%	49%	80%
Very good	(+2)	97	23	74	34	44	19	5	10	8	29	34	11	50	38	9	8	2	10	5	10	6	3	10	15	19	9	-
		22%	17%	24%	24%	21%	21%	20%	18%	15%	25%	22%	30%	23%	22%	19%	22%	15%	26%	16%	29%	18%	15%	25%	27%	22%	20%	-
Quite good	(+1)	151	43	108	57	71	23	12	16	15	45	55	8	72	62	17	16	5	11	10	14	11	11	8	18	30	13	4
		34%	32%	35%	40%	34%	26%	48%	29%	29%	39%	36%	22%	33%	36%	35%	43%	38%	29%	32%	40%	33%	55%	20%	32%	35%	29%	80%
Neither good nor poor	(0)	141	48	93	36	68	37	6	20	22	30	48	15	71	52	17	12	4	13	12	9	12	5	17	15	26	16	-
		32%	36%	30%	26%	33%	42%	24%	36%	42%	26%	32%	41%	33%	30%	35%	32%	31%	34%	39%	26%	36%	25%	43%	27%	31%	36%	-
Quite poor	(-1)	34	12	22	12	17	5	2	7	3	10	10	2	19	12	3	1	2	3	3	2	2	1	2	7	8	3	-
		8%	9%	7%	9%	8%	6%	8%	13%	6%	9%	7%	5%	9%	7%	6%	3%	15%	8%	10%	6%	6%	5%	5%	13%	9%	7%	-
Very poor	(-2)	15	7	8	2	8	5	-	3	4	2	5	1	6	7	2	-	-	1	1	-	2	-	3	1	2	4	1
		3%	5%	3%	1%	4%	6%	-	5%	8%	2%	3%	3%	3%	4%	4%	-	-	3%	3%	-	6%	-	8%	2%	2%	9%	20%
NET: Poor		49	19	30	14	25	10	2	10	7	12	15	3	25	19	5	1	2	4	4	2	4	1	5	8	10	7	1
		11%	14%	10%	10%	12%	11%	8%	18%	13%	10%	10%	8%	11%	11%	10%	3%	15%	11%	13%	6%	12%	5%	13%	14%	12%	16%	20%
Mean		0.64	0.47	0.71	0.77	0.61	0.52	0.80	0.41	0.38	0.77	0.68	0.70	0.65	0.65	0.58	0.84	0.54	0.68	0.48	0.91	0.52	0.80	0.50	0.70	0.66	0.44	0.40
Standard deviation		1.02	1.05	1.00	0.96	1.03	1.07	0.87	1.09	1.07	0.98	1.00	1.05	1.02	1.03	1.01	0.80	0.97	1.04	1.00	0.89	1.06	0.77	1.15	1.06	1.01	1.16	1.34
Standard error		0.05	0.09	0.06	0.08	0.07	0.11	0.17	0.15	0.15	0.09	0.08	0.17	0.07	0.08	0.15	0.13	0.27	0.17	0.18	0.15	0.19	0.17	0.18	0.14	0.11	0.17	0.60

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 327

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		248 57%	248 57%	102 67%	84 54%	94 73%
Very good	(+2)	97 22%	97 22%	38 25%	34 22%	36 28%
Quite good	(+1)	151 34%	151 34%	64 42%	50 32%	58 45%
Neither good nor poor	(0)	141 32%	141 32%	37 24%	56 36%	28 22%
Quite poor	(-1)	34 8%	34 8%	11 7%	12 8%	5 4%
Very poor	(-2)	15 3%	15 3%	2 1%	5 3%	1 1%
NET: Poor		49 11%	49 11%	13 9%	17 11%	6 5%
Mean		0.64	0.64	0.82	0.61	0.96
Standard deviation		1.02	1.02	0.94	1.01	0.85
Standard error		0.05	0.05	0.08	0.08	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 328

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	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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		413	126	287	131	196	86	24	52	50	107	144	36	205	162	45	35	12	37	31	32	31	18	38	51	79	44	5	
		94%	95%	94%	93%	94%	97%	96%	93%	96%	92%	95%	97%	94%	95%	94%	95%	92%	97%	100%	91%	94%	90%	95%	91%	93%	98%	100%	
Very good	(+2)	248	79	169	80	111	57	18	29	32	62	82	25	125	92	30	21	9	22	20	18	18	13	25	31	43	27	1	
		57%	59%	55%	57%	53%	64%	72%	52%	62%	53%	54%	68%	57%	54%	63%	57%	69%	58%	65%	51%	55%	65%	63%	55%	51%	60%	20%	
Quite good	(+1)	165	47	118	51	85	29	6	23	18	45	62	11	80	70	15	14	3	15	11	14	13	5	13	20	36	17	4	
		38%	35%	39%	36%	41%	33%	24%	41%	35%	39%	41%	30%	37%	41%	31%	38%	23%	39%	35%	40%	39%	25%	33%	36%	42%	38%	80%	
Neither good nor poor	(0)	23	7	16	10	11	2	1	4	2	9	7	-	11	9	3	2	1	-	-	3	2	2	2	4	6	1	-	
		5%	5%	5%	7%	5%	2%	4%	7%	4%	8%	5%	-	5%	5%	6%	5%	8%	-	-	9%	6%	10%	5%	7%	7%	2%	-	
Quite poor	(-1)	2	-	2	-	1	1	-	-	-	-	1	1	2	-	-	-	-	1	-	-	-	-	-	1	-	-	-	
		*	-	1%	-	*	1%	-	-	-	-	1%	3%	1%	-	-	-	-	3%	-	-	-	-	-	2%	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	-	2	-	1	1	-	-	-	-	1	1	2	-	-	-	-	1	-	-	-	-	-	1	-	-	-	
		*	-	1%	-	*	1%	-	-	-	-	1%	3%	1%	-	-	-	-	3%	-	-	-	-	-	2%	-	-	-	
Mean		1.50	1.54	1.49	1.50	1.47	1.60	1.68	1.45	1.58	1.46	1.48	1.62	1.50	1.49	1.56	1.51	1.62	1.53	1.65	1.43	1.48	1.55	1.58	1.45	1.44	1.58	1.20	
Standard deviation		0.62	0.60	0.63	0.63	0.62	0.60	0.56	0.63	0.57	0.64	0.62	0.64	0.64	0.60	0.62	0.61	0.65	0.65	0.49	0.65	0.62	0.69	0.59	0.71	0.63	0.54	0.45	
Standard error		0.03	0.05	0.04	0.05	0.04	0.06	0.11	0.08	0.08	0.06	0.05	0.11	0.04	0.05	0.09	0.10	0.18	0.10	0.09	0.11	0.11	0.15	0.09	0.10	0.07	0.08	0.20	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 328

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		413 94%	413 94%	146 96%	148 94%	123 96%
Very good	(+2)	248 57%	248 57%	90 59%	97 62%	67 52%
Quite good	(+1)	165 38%	165 38%	56 37%	51 32%	56 44%
Neither good nor poor	(0)	23 5%	23 5%	6 4%	9 6%	5 4%
Quite poor	(-1)	2 *	2 *	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 *	2 *	- -	- -	- -
Mean		1.50	1.50	1.55	1.56	1.48
Standard deviation		0.62	0.62	0.57	0.60	0.57
Standard error		0.03	0.03	0.05	0.05	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 329

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	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		
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5		
NET: Good		382	113	269	126	178	78	21	47	45	105	131	33	192	149	40	33	9	36	29	31	27	17	35	46	73	41	5		
		87%	85%	88%	89%	86%	88%	84%	84%	87%	91%	86%	89%	88%	87%	83%	89%	69%	95%	94%	89%	82%	85%	88%	82%	86%	91%	100%		
Very good	(+2)	189	50	139	56	90	43	7	23	20	49	67	23	95	73	20	16	3	16	12	14	13	9	20	23	37	24	2		
		43%	38%	46%	40%	43%	48%	28%	41%	38%	42%	44%	62%	44%	43%	42%	43%	23%	42%	39%	40%	39%	45%	50%	41%	44%	53%	40%		
Quite good	(+1)	193	63	130	70	88	35	14	24	25	56	64	10	97	76	20	17	6	20	17	17	14	8	15	23	36	17	3		
		44%	47%	43%	50%	42%	39%	56%	43%	48%	48%	42%	27%	44%	44%	42%	46%	46%	53%	55%	49%	42%	40%	38%	41%	42%	38%	60%		
Neither good nor poor	(0)	30	11	19	12	13	5	3	5	3	9	8	2	10	16	4	1	3	1	1	3	4	2	2	7	6	-	-		
		7%	8%	6%	9%	6%	6%	12%	9%	6%	8%	5%	5%	5%	9%	8%	3%	23%	3%	3%	9%	12%	10%	5%	13%	7%	-	-		
Quite poor	(-1)	21	7	14	3	13	5	1	2	4	2	11	1	11	6	4	3	1	-	1	-	2	1	2	3	4	4	-		
		5%	5%	5%	2%	6%	6%	4%	4%	8%	2%	7%	3%	5%	4%	8%	8%	8%	-	3%	-	6%	5%	5%	5%	5%	9%	-		
Very poor	(-2)	5	2	3	-	4	1	-	2	-	-	2	1	5	-	-	-	-	1	-	1	-	-	1	-	2	-	-		
		1%	2%	1%	-	2%	1%	-	4%	-	-	1%	3%	2%	-	-	-	-	3%	-	3%	-	-	3%	-	2%	-	-		
NET: Poor		26	9	17	3	17	6	1	4	4	2	13	2	16	6	4	3	1	1	1	1	2	1	3	3	6	4	-		
		6%	7%	6%	2%	8%	7%	4%	7%	8%	2%	9%	5%	7%	4%	8%	8%	8%	3%	3%	3%	6%	5%	8%	5%	7%	9%	-		
Mean		1.23	1.14	1.27	1.27	1.19	1.28	1.08	1.14	1.17	1.31	1.20	1.43	1.22	1.26	1.17	1.24	0.85	1.32	1.29	1.23	1.15	1.25	1.27	1.18	1.20	1.36	1.40		
Standard deviation		0.86	0.89	0.85	0.71	0.94	0.89	0.76	0.98	0.86	0.69	0.93	0.93	0.92	0.77	0.91	0.86	0.90	0.77	0.69	0.84	0.87	0.85	0.96	0.86	0.94	0.88	0.55		
Standard error		0.04	0.08	0.05	0.06	0.07	0.09	0.15	0.13	0.12	0.06	0.08	0.15	0.06	0.06	0.13	0.14	0.25	0.13	0.12	0.14	0.15	0.19	0.15	0.11	0.10	0.13	0.24		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 329

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		382 87%	382 87%	135 89%	132 84%	114 89%
Very good	(+2)	189 43%	189 43%	63 41%	65 41%	53 41%
Quite good	(+1)	193 44%	193 44%	72 47%	67 43%	61 48%
Neither good nor poor	(0)	30 7%	30 7%	12 8%	14 9%	9 7%
Quite poor	(-1)	21 5%	21 5%	4 3%	10 6%	3 2%
Very poor	(-2)	5 1%	5 1%	1 1%	1 1%	2 2%
NET: Poor		26 6%	26 6%	5 3%	11 7%	5 4%
Mean		1.23	1.23	1.26	1.18	1.25
Standard deviation		0.86	0.86	0.77	0.89	0.81
Standard error		0.04	0.04	0.06	0.07	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 330

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	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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		355	107	248	112	173	70	19	47	41	93	126	29	178	139	37	30	8	31	26	29	23	17	34	42	72	38	5	
		81%	80%	81%	79%	83%	79%	76%	84%	79%	80%	83%	78%	82%	81%	77%	81%	62%	82%	84%	83%	70%	85%	85%	75%	85%	84%	100%	
Very good	(+2)	150	41	109	53	72	25	8	18	15	45	54	10	79	53	17	12	2	14	4	12	14	9	19	21	27	16	-	
		34%	31%	36%	38%	35%	28%	32%	32%	29%	39%	36%	27%	36%	31%	35%	32%	15%	37%	13%	34%	42%	45%	48%	38%	32%	36%	-	
Quite good	(+1)	205	66	139	59	101	45	11	29	26	48	72	19	99	86	20	18	6	17	22	17	9	8	15	21	45	22	5	
		47%	50%	46%	42%	49%	51%	44%	52%	50%	41%	47%	51%	45%	50%	42%	49%	46%	45%	71%	49%	27%	40%	38%	38%	53%	49%	100%	
Neither good nor poor	(0)	53	14	39	22	19	12	4	5	5	18	14	7	22	25	6	3	4	7	2	5	7	3	2	11	6	3	-	
		12%	11%	13%	16%	9%	13%	16%	9%	10%	16%	9%	19%	10%	15%	13%	8%	31%	18%	6%	14%	21%	15%	5%	20%	7%	7%	-	
Quite poor	(-1)	20	8	12	6	11	3	2	3	3	4	8	-	11	5	4	3	1	-	2	-	3	-	2	3	3	3	-	
		5%	6%	4%	4%	5%	3%	8%	5%	6%	3%	5%	-	5%	3%	8%	8%	8%	-	6%	-	9%	-	5%	5%	4%	7%	-	
Very poor	(-2)	10	4	6	1	5	4	-	1	3	1	4	1	7	2	1	1	-	-	1	1	-	-	2	-	4	1	-	
		2%	3%	2%	1%	2%	4%	-	2%	6%	1%	3%	3%	3%	1%	2%	3%	-	-	3%	3%	-	-	5%	-	5%	2%	-	
NET: Poor		30	12	18	7	16	7	2	4	6	5	12	1	18	7	5	4	1	-	3	1	3	-	4	3	7	4	-	
		7%	9%	6%	5%	8%	8%	8%	7%	12%	4%	8%	3%	8%	4%	10%	11%	8%	-	10%	3%	9%	-	10%	5%	8%	9%	-	
Mean		1.06	0.99	1.09	1.11	1.08	0.94	1.00	1.07	0.90	1.14	1.08	1.00	1.06	1.07	1.00	1.00	0.69	1.18	0.84	1.11	1.03	1.30	1.17	1.07	1.04	1.09	1.00	
Standard deviation		0.92	0.97	0.90	0.87	0.93	0.98	0.91	0.89	1.07	0.86	0.95	0.85	0.98	0.82	1.01	1.00	0.85	0.73	0.86	0.87	1.02	0.73	1.08	0.89	0.98	0.95	0.00	
Standard error		0.04	0.08	0.05	0.07	0.06	0.10	0.18	0.12	0.15	0.08	0.08	0.14	0.07	0.06	0.15	0.16	0.24	0.12	0.15	0.15	0.18	0.16	0.17	0.12	0.11	0.14	0.00	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 330

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		355 81%	355 81%	129 85%	125 80%	106 83%
Very good	(+2)	150 34%	150 34%	56 37%	54 34%	50 39%
Quite good	(+1)	205 47%	205 47%	73 48%	71 45%	56 44%
Neither good nor poor	(0)	53 12%	53 12%	15 10%	16 10%	17 13%
Quite poor	(-1)	20 5%	20 5%	6 4%	11 7%	2 2%
Very poor	(-2)	10 2%	10 2%	2 1%	5 3%	3 2%
NET: Poor		30 7%	30 7%	8 5%	16 10%	5 4%
Mean		1.06	1.06	1.15	1.01	1.16
Standard deviation		0.92	0.92	0.85	1.01	0.88
Standard error		0.04	0.04	0.07	0.08	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 331

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5
NET: Good		256	71	185	88	114	54	15	28	28	73	86	26	132	96	28	26	7	24	20	22	23	14	24	30	49	17	-
		58%	53%	61%	62%	55%	61%	60%	50%	54%	63%	57%	70%	61%	56%	58%	70%	54%	63%	65%	63%	70%	70%	60%	54%	58%	38%	-
Very good	(+2)	94	24	70	29	42	23	3	10	11	26	32	12	52	33	9	8	1	11	6	9	8	6	10	12	16	7	-
		21%	18%	23%	21%	20%	26%	12%	18%	21%	22%	21%	32%	24%	19%	19%	22%	8%	29%	19%	26%	24%	30%	25%	21%	19%	16%	-
Quite good	(+1)	162	47	115	59	72	31	12	18	17	47	54	14	80	63	19	18	6	13	14	13	15	8	14	18	33	10	-
		37%	35%	38%	42%	35%	35%	48%	32%	33%	41%	36%	38%	37%	37%	40%	49%	46%	34%	45%	37%	45%	40%	35%	32%	39%	22%	-
Neither good nor poor	(0)	156	53	103	45	81	30	8	24	21	37	57	9	68	69	18	10	3	13	11	12	9	6	15	23	26	23	5
		36%	40%	34%	32%	39%	34%	32%	43%	40%	32%	38%	24%	31%	40%	38%	27%	23%	34%	35%	34%	27%	30%	38%	41%	31%	51%	100%
Quite poor	(-1)	17	4	13	6	9	2	2	2	-	4	7	2	13	4	-	1	3	1	-	-	-	-	1	3	6	2	-
		4%	3%	4%	4%	4%	2%	8%	4%	-	3%	5%	5%	6%	2%	-	3%	23%	3%	-	-	-	-	3%	5%	7%	4%	-
Very poor	(-2)	9	5	4	2	4	3	-	2	3	2	2	-	5	2	2	-	-	-	-	1	1	-	-	-	4	3	-
		2%	4%	1%	1%	2%	3%	-	4%	6%	2%	1%	-	2%	1%	4%	-	-	-	-	3%	3%	-	-	-	5%	7%	-
NET: Poor		26	9	17	8	13	5	2	4	3	6	9	2	18	6	2	1	3	1	-	1	1	-	1	3	10	5	-
		6%	7%	6%	6%	6%	6%	8%	7%	6%	5%	6%	5%	8%	4%	4%	3%	23%	3%	-	3%	3%	-	3%	5%	12%	11%	-
Mean		0.72	0.61	0.77	0.76	0.67	0.78	0.64	0.57	0.63	0.78	0.70	0.97	0.74	0.71	0.69	0.89	0.38	0.89	0.84	0.83	0.88	1.00	0.82	0.70	0.60	0.36	0.00
Standard deviation		0.91	0.94	0.90	0.88	0.91	0.97	0.81	0.95	1.01	0.89	0.90	0.90	0.97	0.84	0.93	0.77	0.96	0.86	0.73	0.92	0.89	0.79	0.84	0.87	1.03	1.03	0.00
Standard error		0.04	0.08	0.05	0.07	0.06	0.10	0.16	0.13	0.14	0.08	0.07	0.15	0.07	0.06	0.13	0.13	0.27	0.14	0.13	0.16	0.16	0.18	0.13	0.12	0.11	0.15	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 331

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		256 58%	256 58%	104 68%	89 57%	86 67%
Very good	(+2)	94 21%	94 21%	38 25%	37 24%	28 22%
Quite good	(+1)	162 37%	162 37%	66 43%	52 33%	58 45%
Neither good nor poor	(0)	156 36%	156 36%	41 27%	54 34%	36 28%
Quite poor	(-1)	17 4%	17 4%	5 3%	8 5%	4 3%
Very poor	(-2)	9 2%	9 2%	2 1%	6 4%	2 2%
NET: Poor		26 6%	26 6%	7 5%	14 9%	6 5%
Mean		0.72	0.72	0.88	0.68	0.83
Standard deviation		0.91	0.91	0.87	1.01	0.86
Standard error		0.04	0.04	0.07	0.08	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 332

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 platform****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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		319	102	217	108	147	64	22	39	41	86	108	23	169	118	32	26	9	31	21	29	25	14	28	41	60	32	3	
		73%	77%	71%	77%	71%	72%	88%	70%	79%	74%	71%	62%	78%	69%	67%	70%	69%	82%	68%	83%	76%	70%	70%	73%	71%	71%	60%	
Very good	(+2)	152	52	100	54	69	29	11	24	17	43	45	12	85	54	13	10	5	12	11	16	14	10	15	20	23	14	2	
		35%	39%	33%	38%	33%	33%	44%	43%	33%	37%	30%	32%	39%	32%	27%	27%	38%	32%	35%	46%	42%	50%	38%	36%	27%	31%	40%	
Quite good	(+1)	167	50	117	54	78	35	11	15	24	43	63	11	84	64	19	16	4	19	10	13	11	4	13	21	37	18	1	
		38%	38%	38%	38%	38%	39%	44%	27%	46%	37%	41%	30%	39%	37%	40%	43%	31%	50%	32%	37%	33%	20%	33%	38%	44%	40%	20%	
Neither good nor poor	(0)	116	30	86	32	59	25	3	16	11	29	43	14	49	51	15	11	4	7	10	5	6	6	12	15	25	13	2	
		26%	23%	28%	23%	28%	28%	12%	29%	21%	25%	28%	38%	22%	30%	31%	30%	31%	18%	32%	14%	18%	30%	30%	27%	29%	29%	40%	
Quite poor	(-1)	2	1	1	1	1	-	-	1	-	1	-	-	-	1	1	-	-	-	-	1	1	-	-	-	-	-	-	
		*	1%	*	1%	*	-	-	2%	-	1%	-	-	-	1%	2%	-	-	-	-	3%	3%	-	-	-	-	-	-	
Very poor	(-2)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	
		*	-	*	-	*	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	3%	-	-	-	-	-	-	
NET: Poor		3	1	2	1	2	-	-	1	-	1	1	-	-	2	1	-	-	-	-	1	2	-	-	-	-	-	-	
		1%	1%	1%	1%	1%	-	-	2%	-	1%	1%	-	-	1%	2%	-	-	-	-	3%	6%	-	-	-	-	-	-	
Mean		1.07	1.15	1.03	1.14	1.02	1.04	1.32	1.11	1.12	1.10	0.99	0.95	1.17	0.99	0.92	0.97	1.08	1.13	1.03	1.26	1.09	1.20	1.08	1.09	0.98	1.02	1.00	
Standard deviation		0.80	0.79	0.81	0.79	0.82	0.78	0.69	0.89	0.73	0.81	0.80	0.85	0.77	0.83	0.82	0.76	0.86	0.70	0.84	0.82	1.01	0.89	0.83	0.79	0.76	0.78	1.00	
Standard error		0.04	0.07	0.05	0.07	0.06	0.08	0.14	0.12	0.10	0.07	0.07	0.14	0.05	0.06	0.12	0.13	0.24	0.11	0.15	0.14	0.18	0.20	0.13	0.11	0.08	0.12	0.45	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 332

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		319 73%	319 73%	124 82%	122 78%	102 80%
Very good	(+2)	152 35%	152 35%	59 39%	65 41%	45 35%
Quite good	(+1)	167 38%	167 38%	65 43%	57 36%	57 45%
Neither good nor poor	(0)	116 26%	116 26%	28 18%	35 22%	25 20%
Quite poor	(-1)	2 *	2 *	- -	- -	- -
Very poor	(-2)	1 *	1 *	- -	- -	1 1%
NET: Poor		3 1%	3 1%	- -	- -	1 1%
Mean		1.07	1.07	1.20	1.19	1.13
Standard deviation		0.80	0.80	0.73	0.78	0.78
Standard error		0.04	0.04	0.06	0.06	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 333

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		245	68	177	92	111	42	18	28	22	74	83	20	130	92	23	23	8	22	15	24	18	13	24	33	47	15	3	
		56%	51%	58%	65%	53%	47%	72%	50%	42%	64%	55%	54%	60%	54%	48%	62%	62%	58%	48%	69%	55%	65%	60%	59%	55%	33%	60%	
Very good	(+2)	98	27	71	36	43	19	5	14	8	31	29	11	54	31	13	11	3	12	1	9	6	4	11	16	16	7	2	
		22%	20%	23%	26%	21%	21%	20%	25%	15%	27%	19%	30%	25%	18%	27%	30%	23%	32%	3%	26%	18%	20%	28%	29%	19%	16%	40%	
Quite good	(+1)	147	41	106	56	68	23	13	14	14	43	54	9	76	61	10	12	5	10	14	15	12	9	13	17	31	8	1	
		34%	31%	35%	40%	33%	26%	52%	25%	27%	37%	36%	24%	35%	36%	21%	32%	38%	26%	45%	43%	36%	45%	33%	30%	36%	18%	20%	
Neither good nor poor	(0)	181	62	119	44	91	46	6	27	29	38	64	17	81	75	24	12	5	14	16	11	14	7	16	19	38	27	2	
		41%	47%	39%	31%	44%	52%	24%	48%	56%	33%	42%	46%	37%	44%	50%	32%	38%	37%	52%	31%	42%	35%	40%	34%	45%	60%	40%	
Quite poor	(-1)	12	3	9	5	6	1	1	1	1	4	5	-	7	4	1	2	-	2	-	-	1	-	-	4	-	3	-	
		3%	2%	3%	4%	3%	1%	4%	2%	2%	3%	3%	-	3%	2%	2%	5%	-	5%	-	-	3%	-	-	7%	-	7%	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		12	3	9	5	6	1	1	1	1	4	5	-	7	4	1	2	-	2	-	-	1	-	-	4	-	3	-	
		3%	2%	3%	4%	3%	1%	4%	2%	2%	3%	3%	-	3%	2%	2%	5%	-	5%	-	-	3%	-	-	7%	-	7%	-	
Mean		0.76	0.69	0.78	0.87	0.71	0.67	0.88	0.73	0.56	0.87	0.70	0.84	0.81	0.70	0.73	0.86	0.85	0.84	0.52	0.94	0.70	0.85	0.88	0.80	0.74	0.42	1.00	
Standard deviation		0.83	0.82	0.83	0.84	0.82	0.82	0.78	0.86	0.78	0.85	0.81	0.87	0.85	0.79	0.89	0.92	0.80	0.95	0.57	0.76	0.81	0.75	0.82	0.94	0.76	0.84	1.00	
Standard error		0.04	0.07	0.05	0.07	0.06	0.09	0.16	0.12	0.11	0.08	0.07	0.14	0.06	0.06	0.13	0.15	0.22	0.15	0.10	0.13	0.14	0.17	0.13	0.13	0.08	0.13	0.45	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 333

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		245 56%	245 56%	104 68%	92 59%	84 66%
Very good	(+2)	98 22%	98 22%	43 28%	37 24%	33 26%
Quite good	(+1)	147 34%	147 34%	61 40%	55 35%	51 40%
Neither good nor poor	(0)	181 41%	181 41%	44 29%	60 38%	44 34%
Quite poor	(-1)	12 3%	12 3%	4 3%	5 3%	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		12 3%	12 3%	4 3%	5 3%	- -
Mean		0.76	0.76	0.94	0.79	0.91
Standard deviation		0.83	0.83	0.82	0.84	0.77
Standard error		0.04	0.04	0.07	0.07	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 334

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		376	111	265	122	185	69	20	50	41	102	135	28	184	149	42	34	11	34	28	30	27	17	35	47	67	41	5	
		86%	83%	87%	87%	89%	78%	80%	89%	79%	88%	89%	76%	84%	87%	88%	92%	85%	89%	90%	86%	82%	85%	88%	84%	79%	91%	100%	
Very good	(+2)	216	60	156	62	115	39	10	29	21	52	86	18	107	87	22	16	6	18	13	15	17	12	27	27	36	27	2	
		49%	45%	51%	44%	55%	44%	40%	52%	40%	45%	57%	49%	49%	51%	46%	43%	46%	47%	42%	43%	52%	60%	68%	48%	42%	60%	40%	
Quite good	(+1)	160	51	109	60	70	30	10	21	20	50	49	10	77	62	20	18	5	16	15	15	10	5	8	20	31	14	3	
		37%	38%	36%	43%	34%	34%	40%	38%	38%	43%	32%	27%	35%	36%	42%	49%	38%	42%	48%	43%	30%	25%	20%	36%	36%	31%	60%	
Neither good nor poor	(0)	49	19	30	15	15	19	3	5	11	12	10	8	26	18	5	2	1	4	3	3	4	3	4	8	14	3	-	
		11%	14%	10%	11%	7%	21%	12%	9%	21%	10%	7%	22%	12%	11%	10%	5%	8%	11%	10%	9%	12%	15%	10%	14%	16%	7%	-	
Quite poor	(-1)	7	2	5	3	4	-	2	-	-	1	4	-	3	4	-	1	1	-	-	-	2	-	-	-	3	-	-	
		2%	2%	2%	2%	2%	-	8%	-	-	1%	3%	-	1%	2%	-	3%	8%	-	-	-	6%	-	-	-	4%	-	-	
Very poor	(-2)	6	1	5	1	4	1	-	1	-	1	3	1	5	-	1	-	-	-	-	2	-	-	1	1	1	1	-	
		1%	1%	2%	1%	2%	1%	-	2%	-	1%	2%	3%	2%	-	2%	-	-	-	-	6%	-	-	3%	2%	1%	2%	-	
NET: Poor		13	3	10	4	8	1	2	1	-	2	7	1	8	4	1	1	1	-	-	2	2	-	1	1	4	1	-	
		3%	2%	3%	3%	4%	1%	8%	2%	-	2%	5%	3%	4%	2%	2%	3%	8%	-	-	6%	6%	-	3%	2%	5%	2%	-	
Mean		1.31	1.26	1.33	1.27	1.38	1.19	1.12	1.38	1.19	1.30	1.39	1.19	1.28	1.36	1.29	1.32	1.23	1.37	1.32	1.17	1.27	1.45	1.50	1.29	1.15	1.47	1.40	
Standard deviation		0.84	0.81	0.85	0.79	0.85	0.85	0.93	0.80	0.77	0.76	0.88	0.97	0.89	0.76	0.82	0.71	0.93	0.67	0.65	1.01	0.91	0.76	0.88	0.85	0.91	0.81	0.55	
Standard error		0.04	0.07	0.05	0.07	0.06	0.09	0.19	0.11	0.11	0.07	0.07	0.16	0.06	0.06	0.12	0.12	0.26	0.11	0.12	0.17	0.16	0.17	0.14	0.11	0.10	0.12	0.24	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 334

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		376 86%	376 86%	140 92%	132 84%	115 90%
Very good	(+2)	216 49%	216 49%	76 50%	80 51%	58 45%
Quite good	(+1)	160 37%	160 37%	64 42%	52 33%	57 45%
Neither good nor poor	(0)	49 11%	49 11%	9 6%	18 11%	9 7%
Quite poor	(-1)	7 2%	7 2%	1 1%	5 3%	1 1%
Very poor	(-2)	6 1%	6 1%	2 1%	2 1%	3 2%
NET: Poor		13 3%	13 3%	3 2%	7 4%	4 3%
Mean		1.31	1.31	1.39	1.29	1.30
Standard deviation		0.84	0.84	0.75	0.89	0.83
Standard error		0.04	0.04	0.06	0.07	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 335

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		230	62	168	86	106	38	13	29	20	73	77	18	116	96	18	21	3	28	13	21	16	12	20	35	41	18	2	
		53%	47%	55%	61%	51%	43%	52%	52%	38%	63%	51%	49%	53%	56%	38%	57%	23%	74%	42%	60%	48%	60%	50%	63%	48%	40%	40%	
Very good	(+2)	110	28	82	43	50	17	5	15	8	38	35	9	60	44	6	10	1	16	4	10	5	4	11	16	21	11	1	
		25%	21%	27%	30%	24%	19%	20%	27%	15%	33%	23%	24%	28%	26%	13%	27%	8%	42%	13%	29%	15%	20%	28%	29%	25%	24%	20%	
Quite good	(+1)	120	34	86	43	56	21	8	14	12	35	42	9	56	52	12	11	2	12	9	11	11	8	9	19	20	7	1	
		27%	26%	28%	30%	27%	24%	32%	25%	23%	30%	28%	24%	26%	30%	25%	30%	15%	32%	29%	31%	33%	40%	23%	34%	24%	16%	20%	
Neither good nor poor	(0)	189	69	120	46	93	50	12	25	32	34	68	18	92	68	28	14	10	9	17	11	13	8	20	19	40	25	3	
		43%	52%	39%	33%	45%	56%	48%	45%	62%	29%	45%	49%	42%	40%	58%	38%	77%	24%	55%	31%	39%	40%	50%	34%	47%	56%	60%	
Quite poor	(-1)	9	1	8	5	4	-	-	1	-	5	3	-	3	5	1	2	-	-	-	1	2	-	-	1	2	1	-	
		2%	1%	3%	4%	2%	-	-	2%	-	4%	2%	-	1%	3%	2%	5%	-	-	-	3%	6%	-	-	2%	2%	2%	-	
Very poor	(-2)	10	1	9	4	5	1	-	1	-	4	4	1	7	2	1	-	-	1	1	2	2	-	-	1	2	1	-	
		2%	1%	3%	3%	2%	1%	-	2%	-	3%	3%	3%	3%	1%	2%	-	-	3%	3%	6%	6%	-	-	2%	2%	2%	-	
NET: Poor		19	2	17	9	9	1	-	2	-	9	7	1	10	7	2	2	-	1	1	3	4	-	-	2	4	2	-	
		4%	2%	6%	6%	4%	1%	-	4%	-	8%	5%	3%	5%	4%	4%	5%	-	3%	3%	9%	12%	-	-	4%	5%	4%	-	
Mean		0.71	0.65	0.73	0.82	0.68	0.60	0.72	0.73	0.54	0.84	0.66	0.68	0.73	0.77	0.44	0.78	0.31	1.11	0.48	0.74	0.45	0.80	0.77	0.86	0.66	0.58	0.60	
Standard deviation		0.94	0.84	0.98	1.00	0.94	0.84	0.79	0.94	0.75	1.04	0.94	0.94	0.99	0.91	0.82	0.92	0.63	0.95	0.85	1.09	1.03	0.77	0.86	0.92	0.96	0.97	0.89	
Standard error		0.05	0.07	0.06	0.08	0.07	0.09	0.16	0.13	0.10	0.10	0.08	0.16	0.07	0.07	0.12	0.15	0.17	0.15	0.15	0.18	0.18	0.17	0.14	0.12	0.10	0.14	0.40	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 335

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		230 53%	230 53%	102 67%	83 53%	83 65%
Very good	(+2)	110 25%	110 25%	47 31%	45 29%	39 30%
Quite good	(+1)	120 27%	120 27%	55 36%	38 24%	44 34%
Neither good nor poor	(0)	189 43%	189 43%	46 30%	66 42%	40 31%
Quite poor	(-1)	9 2%	9 2%	3 2%	3 2%	3 2%
Very poor	(-2)	10 2%	10 2%	1 1%	5 3%	2 2%
NET: Poor		19 4%	19 4%	4 3%	8 5%	5 4%
Mean		0.71	0.71	0.95	0.73	0.90
Standard deviation		0.94	0.94	0.87	1.00	0.92
Standard error		0.05	0.05	0.07	0.08	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 336

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		204	59	145	77	96	31	14	27	18	63	69	13	101	77	26	18	4	20	13	19	14	13	19	30	38	15	1	
		47%	44%	48%	55%	46%	35%	56%	48%	35%	54%	45%	35%	46%	45%	54%	49%	31%	53%	42%	54%	42%	65%	48%	54%	45%	33%	20%	
Very good	(+2)	71	15	56	30	30	11	2	8	5	28	22	6	42	23	6	4	-	9	2	10	5	4	6	14	13	4	-	
		16%	11%	18%	21%	14%	12%	8%	14%	10%	24%	14%	16%	19%	13%	13%	11%	-	24%	6%	29%	15%	20%	15%	25%	15%	9%	-	
Quite good	(+1)	133	44	89	47	66	20	12	19	13	35	47	7	59	54	20	14	4	11	11	9	9	9	13	16	25	11	1	
		30%	33%	29%	33%	32%	22%	48%	34%	25%	30%	31%	19%	27%	32%	42%	38%	31%	29%	35%	26%	27%	45%	33%	29%	29%	24%	20%	
Neither good nor poor	(0)	209	67	142	53	100	56	10	24	33	43	76	23	102	88	18	18	9	17	17	15	16	7	19	18	43	27	3	
		48%	50%	47%	38%	48%	63%	40%	43%	63%	37%	50%	62%	47%	51%	38%	49%	69%	45%	55%	43%	48%	35%	48%	32%	51%	60%	60%	
Quite poor	(-1)	17	6	11	6	10	1	1	5	-	5	5	1	10	5	2	1	-	1	-	-	3	-	1	6	3	2	-	
		4%	5%	4%	4%	5%	1%	4%	9%	-	4%	3%	3%	5%	3%	4%	3%	-	3%	-	-	9%	-	3%	11%	4%	4%	-	
Very poor	(-2)	8	1	7	5	2	1	-	-	1	5	2	-	5	1	2	-	-	-	1	1	-	-	1	2	1	1	1	
		2%	1%	2%	4%	1%	1%	-	-	2%	4%	1%	-	2%	1%	4%	-	-	-	3%	3%	-	-	3%	4%	1%	2%	20%	
NET: Poor		25	7	18	11	12	2	1	5	1	10	7	1	15	6	4	1	-	1	1	1	3	-	2	8	4	3	1	
		6%	5%	6%	8%	6%	2%	4%	9%	2%	9%	5%	3%	7%	4%	8%	3%	-	3%	3%	3%	9%	-	5%	14%	5%	7%	20%	
Mean		0.55	0.50	0.58	0.65	0.54	0.44	0.60	0.54	0.40	0.66	0.54	0.49	0.56	0.54	0.54	0.57	0.31	0.74	0.42	0.77	0.48	0.85	0.55	0.61	0.54	0.33	-0.20	
Standard deviation		0.87	0.78	0.91	0.98	0.83	0.77	0.71	0.85	0.75	1.03	0.83	0.80	0.93	0.78	0.92	0.73	0.48	0.86	0.76	0.97	0.87	0.75	0.88	1.09	0.84	0.80	1.10	
Standard error		0.04	0.07	0.05	0.08	0.06	0.08	0.14	0.11	0.10	0.10	0.07	0.13	0.06	0.06	0.13	0.12	0.13	0.14	0.14	0.16	0.15	0.17	0.14	0.15	0.09	0.12	0.49	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 336

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		204 47%	204 47%	92 61%	69 44%	86 67%
Very good	(+2)	71 16%	71 16%	41 27%	26 17%	35 27%
Quite good	(+1)	133 30%	133 30%	51 34%	43 27%	51 40%
Neither good nor poor	(0)	209 48%	209 48%	51 34%	81 52%	38 30%
Quite poor	(-1)	17 4%	17 4%	7 5%	4 3%	3 2%
Very poor	(-2)	8 2%	8 2%	2 1%	3 2%	1 1%
NET: Poor		25 6%	25 6%	9 6%	7 4%	4 3%
Mean		0.55	0.55	0.80	0.54	0.91
Standard deviation		0.87	0.87	0.94	0.87	0.86
Standard error		0.04	0.04	0.08	0.07	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 337

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Episode previews****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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		244	68	176	81	119	44	14	30	24	67	89	20	123	92	29	23	7	27	12	23	16	12	22	34	43	23	2	
		56%	51%	58%	57%	57%	49%	56%	54%	46%	58%	59%	54%	56%	54%	60%	62%	54%	71%	39%	66%	48%	60%	55%	61%	51%	51%	40%	
Very good	(+2)	80	18	62	32	34	14	2	9	7	30	25	7	46	24	10	9	4	9	1	8	6	4	8	14	14	3	-	
		18%	14%	20%	23%	16%	16%	8%	16%	13%	26%	16%	19%	21%	14%	21%	24%	31%	24%	3%	23%	18%	20%	20%	25%	16%	7%	-	
Quite good	(+1)	164	50	114	49	85	30	12	21	17	37	64	13	77	68	19	14	3	18	11	15	10	8	14	20	29	20	2	
		37%	38%	37%	35%	41%	34%	48%	38%	33%	32%	42%	35%	35%	40%	40%	38%	23%	47%	35%	43%	30%	40%	35%	36%	34%	44%	40%	
Neither good nor poor	(0)	173	61	112	50	80	43	10	23	28	40	57	15	83	75	14	13	5	10	17	11	15	7	17	20	36	20	2	
		39%	46%	37%	35%	38%	48%	40%	41%	54%	34%	38%	41%	38%	44%	29%	35%	38%	26%	55%	31%	45%	35%	43%	36%	42%	44%	40%	
Quite poor	(-1)	19	4	15	8	9	2	1	3	-	7	6	2	11	4	4	1	1	1	2	1	2	1	1	2	5	2	-	
		4%	3%	5%	6%	4%	2%	4%	5%	-	6%	4%	5%	5%	2%	8%	3%	8%	3%	6%	3%	6%	5%	3%	4%	6%	4%	-	
Very poor	(-2)	2	-	2	2	-	-	-	-	-	2	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	
		*	-	1%	1%	-	-	-	-	-	2%	-	-	*	-	2%	-	-	-	-	-	-	-	-	-	1%	-	20%	
NET: Poor		21	4	17	10	9	2	1	3	-	9	6	2	12	4	5	1	1	1	2	1	2	1	1	2	6	2	1	
		5%	3%	6%	7%	4%	2%	4%	5%	-	8%	4%	5%	6%	2%	10%	3%	8%	3%	6%	3%	6%	5%	3%	4%	7%	4%	20%	
Mean		0.69	0.62	0.72	0.72	0.69	0.63	0.60	0.64	0.60	0.74	0.71	0.68	0.72	0.65	0.69	0.84	0.77	0.92	0.35	0.86	0.61	0.75	0.73	0.82	0.59	0.53	0.00	
Standard deviation		0.83	0.76	0.87	0.93	0.79	0.77	0.71	0.82	0.72	0.97	0.79	0.85	0.87	0.75	0.97	0.83	1.01	0.78	0.66	0.81	0.86	0.85	0.82	0.86	0.88	0.69	1.22	
Standard error		0.04	0.07	0.05	0.08	0.06	0.08	0.14	0.11	0.10	0.09	0.06	0.14	0.06	0.06	0.14	0.14	0.28	0.13	0.12	0.14	0.15	0.19	0.13	0.11	0.10	0.10	0.55	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 337

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		244 56%	244 56%	103 68%	81 52%	87 68%
Very good	(+2)	80 18%	80 18%	35 23%	28 18%	32 25%
Quite good	(+1)	164 37%	164 37%	68 45%	53 34%	55 43%
Neither good nor poor	(0)	173 39%	173 39%	38 25%	69 44%	36 28%
Quite poor	(-1)	19 4%	19 4%	10 7%	6 4%	5 4%
Very poor	(-2)	2 *	2 *	1 1%	1 1%	- -
NET: Poor		21 5%	21 5%	11 7%	7 4%	5 4%
Mean		0.69	0.69	0.83	0.64	0.89
Standard deviation		0.83	0.83	0.88	0.84	0.83
Standard error		0.04	0.04	0.07	0.07	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 338

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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
Base	438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good	203 46%	60 45%	143 47%	85 60%	88 42%	30 34%	16 64%	23 41%	21 40%	69 59%	65 43%	9 24%	106 49%	79 46%	18 38%	20 54%	4 31%	21 55%	13 42%	20 57%	17 52%	10 50%	18 45%	32 57%	34 40%	12 27%	2 40%	
Very good	(+2) 80 18%	20 15%	60 20%	43 30%	31 15%	6 7%	6 24%	9 16%	5 10%	37 32%	22 14%	1 3%	45 21%	26 15%	9 19%	10 27%	2 15%	9 24%	3 10%	8 23%	6 18%	2 10%	7 18%	14 25%	13 15%	6 13%	- -	
Quite good	(+1) 123 28%	40 30%	83 27%	42 30%	57 27%	24 27%	10 40%	14 25%	16 31%	32 28%	43 28%	8 22%	61 28%	53 31%	9 19%	10 27%	2 15%	12 32%	10 32%	12 34%	11 33%	8 40%	11 28%	18 32%	21 25%	6 13%	2 40%	
Neither good nor poor	(0) 222 51%	70 53%	152 50%	48 34%	116 56%	58 65%	9 36%	31 55%	30 58%	39 34%	85 56%	28 76%	107 49%	89 52%	25 52%	16 43%	9 69%	17 45%	17 55%	15 43%	14 42%	10 50%	21 53%	21 38%	49 58%	31 69%	2 40%	
Quite poor	(-1) 9 2%	2 2%	7 2%	5 4%	3 1%	1 1%	- -	1 2%	1 2%	5 4%	2 1%	- -	4 2%	2 1%	3 6%	1 3%	- -	- -	1 3%	- -	1 3%	- -	1 3%	3 5%	- -	2 4%	- -	
Very poor	(-2) 4 1%	1 1%	3 1%	3 2%	1 *	- -	- -	1 2%	- -	3 3%	- -	- -	1 *	1 1%	2 4%	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	2 2%	- -	1 20%	
NET: Poor	13 3%	3 2%	10 3%	8 6%	4 2%	1 1%	- -	2 4%	1 2%	8 7%	2 1%	- -	5 2%	3 2%	5 10%	1 3%	- -	- -	1 3%	- -	2 6%	- -	1 3%	3 5%	2 2%	2 4%	1 20%	
Mean	0.61	0.57	0.62	0.83	0.55	0.39	0.88	0.52	0.48	0.82	0.56	0.27	0.67	0.59	0.42	0.78	0.46	0.79	0.48	0.80	0.61	0.60	0.60	0.77	0.51	0.36	0.00	
Standard deviation	0.84	0.79	0.86	0.98	0.78	0.63	0.78	0.85	0.70	1.02	0.75	0.51	0.84	0.78	1.01	0.89	0.78	0.81	0.72	0.80	0.93	0.68	0.81	0.89	0.84	0.77	1.22	
Standard error	0.04	0.07	0.05	0.08	0.05	0.07	0.16	0.11	0.10	0.09	0.06	0.08	0.06	0.06	0.15	0.15	0.22	0.13	0.13	0.13	0.16	0.15	0.13	0.12	0.09	0.12	0.55	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 338

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Play video as audio****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		203 46%	203 46%	98 64%	72 46%	90 70%
Very good	(+2)	80 18%	80 18%	40 26%	32 20%	35 27%
Quite good	(+1)	123 28%	123 28%	58 38%	40 25%	55 43%
Neither good nor poor	(0)	222 51%	222 51%	46 30%	81 52%	36 28%
Quite poor	(-1)	9 2%	9 2%	6 4%	4 3%	2 2%
Very poor	(-2)	4 1%	4 1%	2 1%	- -	- -
NET: Poor		13 3%	13 3%	8 5%	4 3%	2 2%
Mean		0.61	0.61	0.84	0.64	0.96
Standard deviation		0.84	0.84	0.91	0.83	0.79
Standard error		0.04	0.04	0.07	0.07	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 339

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		201	52	149	80	91	30	14	21	17	66	70	13	101	77	23	17	4	18	8	22	12	11	21	35	39	12	2	
		46%	39%	49%	57%	44%	34%	56%	38%	33%	57%	46%	35%	46%	45%	48%	46%	31%	47%	26%	63%	36%	55%	53%	63%	46%	27%	40%	
Very good	(+2)	82	21	61	31	36	15	4	8	9	27	28	6	49	25	8	10	-	8	2	10	5	3	7	16	17	4	-	
		19%	16%	20%	22%	17%	17%	16%	14%	17%	23%	18%	16%	22%	15%	17%	27%	-	21%	6%	29%	15%	15%	18%	29%	20%	9%	-	
Quite good	(+1)	119	31	88	49	55	15	10	13	8	39	42	7	52	52	15	7	4	10	6	12	7	8	14	19	22	8	2	
		27%	23%	29%	35%	26%	17%	40%	23%	15%	34%	28%	19%	24%	30%	31%	19%	31%	26%	19%	34%	21%	40%	35%	34%	26%	18%	40%	
Neither good nor poor	(0)	226	78	148	59	110	57	11	33	34	48	77	23	114	88	23	19	9	19	23	13	19	8	19	20	45	30	2	
		52%	59%	49%	42%	53%	64%	44%	59%	65%	41%	51%	62%	52%	51%	48%	51%	69%	50%	74%	37%	58%	40%	48%	36%	53%	67%	40%	
Quite poor	(-1)	9	1	8	2	6	1	-	1	-	2	5	1	3	6	-	1	-	1	-	-	2	1	-	1	-	2	1	
		2%	1%	3%	1%	3%	1%	-	2%	-	2%	3%	3%	1%	4%	-	3%	-	3%	-	-	6%	5%	-	2%	-	4%	20%	
Very poor	(-2)	2	2	-	-	1	1	-	1	1	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	1	1	-	
		*	2%	-	-	*	1%	-	2%	2%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	1%	2%	-	
NET: Poor		11	3	8	2	7	2	-	2	1	2	5	1	3	6	2	1	-	1	-	-	2	1	-	1	1	3	1	
		3%	2%	3%	1%	3%	2%	-	4%	2%	2%	3%	3%	1%	4%	4%	3%	-	3%	-	-	6%	5%	-	2%	1%	7%	20%	
Mean		0.62	0.51	0.66	0.77	0.57	0.47	0.72	0.46	0.46	0.78	0.61	0.49	0.67	0.56	0.56	0.70	0.31	0.66	0.32	0.91	0.45	0.65	0.70	0.89	0.64	0.27	0.20	
Standard deviation		0.83	0.82	0.82	0.81	0.83	0.83	0.74	0.83	0.85	0.82	0.82	0.80	0.84	0.78	0.92	0.91	0.48	0.85	0.60	0.82	0.83	0.81	0.76	0.85	0.84	0.78	0.84	
Standard error		0.04	0.07	0.05	0.07	0.06	0.09	0.15	0.11	0.12	0.08	0.07	0.13	0.06	0.06	0.13	0.15	0.13	0.14	0.11	0.14	0.14	0.18	0.12	0.11	0.09	0.12	0.37	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 339

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		201 46%	201 46%	89 59%	73 46%	85 66%
Very good	(+2)	82 19%	82 19%	36 24%	31 20%	33 26%
Quite good	(+1)	119 27%	119 27%	53 35%	42 27%	52 41%
Neither good nor poor	(0)	226 52%	226 52%	59 39%	79 50%	40 31%
Quite poor	(-1)	9 2%	9 2%	3 2%	5 3%	3 2%
Very poor	(-2)	2 *	2 *	1 1%	- -	- -
NET: Poor		11 3%	11 3%	4 3%	5 3%	3 2%
Mean		0.62	0.62	0.79	0.63	0.90
Standard deviation		0.83	0.83	0.85	0.83	0.81
Standard error		0.04	0.04	0.07	0.07	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 340

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Push notifications****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	
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5	
NET: Good		178	54	124	82	71	25	16	22	16	66	49	9	92	68	18	18	4	20	8	20	15	9	15	29	28	11	1	
		41%	41%	41%	58%	34%	28%	64%	39%	31%	57%	32%	24%	42%	40%	38%	49%	31%	53%	26%	57%	45%	45%	38%	52%	33%	24%	20%	
Very good	(+2)	63	17	46	34	23	6	6	7	4	28	16	2	33	24	6	5	2	7	5	6	7	2	4	13	9	3	-	
		14%	13%	15%	24%	11%	7%	24%	13%	8%	24%	11%	5%	15%	14%	13%	14%	15%	18%	16%	17%	21%	10%	10%	23%	11%	7%	-	
Quite good	(+1)	115	37	78	48	48	19	10	15	12	38	33	7	59	44	12	13	2	13	3	14	8	7	11	16	19	8	1	
		26%	28%	26%	34%	23%	21%	40%	27%	23%	33%	22%	19%	27%	26%	25%	35%	15%	34%	10%	40%	24%	35%	28%	29%	22%	18%	20%	
Neither good nor poor	(0)	238	71	167	54	126	58	7	32	32	47	94	26	115	95	27	17	8	16	22	14	17	11	24	23	53	29	4	
		54%	53%	55%	38%	61%	65%	28%	57%	62%	41%	62%	70%	53%	56%	56%	46%	62%	42%	71%	40%	52%	55%	60%	41%	62%	64%	80%	
Quite poor	(-1)	18	7	11	5	9	4	2	2	3	3	7	1	8	8	2	2	1	2	1	-	1	-	-	4	3	4	-	
		4%	5%	4%	4%	4%	4%	8%	4%	6%	3%	5%	3%	4%	5%	4%	5%	8%	5%	3%	-	3%	-	-	7%	4%	9%	-	
Very poor	(-2)	4	1	3	-	2	2	-	-	1	-	2	1	3	-	1	-	-	-	-	1	-	-	1	-	1	1	-	
		1%	1%	1%	-	1%	2%	-	-	2%	-	1%	3%	1%	-	2%	-	-	-	-	3%	-	-	3%	-	1%	2%	-	
NET: Poor		22	8	14	5	11	6	2	2	4	3	9	2	11	8	3	2	1	2	1	1	1	-	1	4	4	5	-	
		5%	6%	5%	4%	5%	7%	8%	4%	8%	3%	6%	5%	5%	5%	6%	5%	8%	5%	3%	3%	3%	-	3%	7%	5%	11%	-	
Mean		0.49	0.47	0.50	0.79	0.39	0.26	0.80	0.48	0.29	0.78	0.36	0.22	0.51	0.49	0.42	0.57	0.38	0.66	0.39	0.69	0.64	0.55	0.43	0.68	0.38	0.18	0.20	
Standard deviation		0.82	0.81	0.83	0.85	0.78	0.75	0.91	0.76	0.78	0.84	0.78	0.71	0.84	0.79	0.85	0.80	0.87	0.85	0.80	0.87	0.86	0.69	0.78	0.92	0.77	0.78	0.45	
Standard error		0.04	0.07	0.05	0.07	0.05	0.08	0.18	0.10	0.11	0.08	0.06	0.12	0.06	0.06	0.12	0.13	0.24	0.14	0.14	0.15	0.15	0.15	0.12	0.12	0.08	0.12	0.20	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 340

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		178 41%	178 41%	88 58%	62 39%	76 59%
Very good	(+2)	63 14%	63 14%	29 19%	22 14%	29 23%
Quite good	(+1)	115 26%	115 26%	59 39%	40 25%	47 37%
Neither good nor poor	(0)	238 54%	238 54%	60 39%	87 55%	48 38%
Quite poor	(-1)	18 4%	18 4%	4 3%	7 4%	3 2%
Very poor	(-2)	4 1%	4 1%	- -	1 1%	1 1%
NET: Poor		22 5%	22 5%	4 3%	8 5%	4 3%
Mean		0.49	0.49	0.74	0.48	0.78
Standard deviation		0.82	0.82	0.79	0.81	0.85
Standard error		0.04	0.04	0.06	0.06	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 341

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

Customisation options

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
Base	438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5
NET: Good	213 49%	58 44%	155 51%	88 62%	94 45%	31 35%	15 60%	25 45%	18 35%	73 63%	69 45%	13 35%	106 49%	82 48%	25 52%	22 59%	4 31%	19 50%	10 32%	19 54%	14 42%	13 65%	20 50%	31 55%	43 51%	17 38%	1 20%
Very good	(+2) 65 15%	16 12%	49 16%	34 24%	24 12%	7 8%	4 16%	8 14%	4 8%	30 26%	16 11%	3 8%	37 17%	20 12%	8 17%	6 16%	1 8%	10 26%	3 10%	7 20%	4 12%	2 10%	5 13%	15 27%	9 11%	3 7%	- -
Quite good	(+1) 148 34%	42 32%	106 35%	54 38%	70 34%	24 27%	11 44%	17 30%	14 27%	43 37%	53 35%	10 27%	69 32%	62 36%	17 35%	16 43%	3 23%	9 24%	7 23%	12 34%	10 30%	11 55%	15 38%	16 29%	34 40%	14 31%	1 20%
Neither good nor poor	(0) 201 46%	70 53%	131 43%	46 33%	101 49%	54 61%	9 36%	30 54%	31 60%	37 32%	71 47%	23 62%	99 45%	84 49%	17 35%	14 38%	8 62%	18 47%	19 61%	15 43%	15 45%	7 35%	17 43%	22 39%	39 46%	23 51%	4 80%
Quite poor	(-1) 19 4%	4 3%	15 5%	5 4%	11 5%	3 3%	1 4%	1 2%	2 4%	4 3%	10 7%	1 3%	10 5%	4 2%	5 10%	1 3%	1 8%	1 3%	2 6%	1 3%	4 12%	- -	2 5%	2 4%	2 2%	3 7%	- -
Very poor	(-2) 5 1%	1 1%	4 1%	2 1%	2 1%	1 1%	- -	- -	1 2%	2 2%	2 1%	- -	3 1%	1 1%	1 2%	- -	- -	- -	- -	- -	- -	- -	1 3%	1 2%	1 1%	2 4%	- -
NET: Poor	24 5%	5 4%	19 6%	7 5%	13 6%	4 4%	1 4%	1 2%	3 6%	6 5%	12 8%	1 3%	13 6%	5 3%	6 13%	1 3%	1 8%	1 3%	2 6%	1 3%	4 12%	- -	3 8%	3 5%	3 4%	5 11%	- -
Mean	0.57	0.51	0.59	0.80	0.50	0.37	0.72	0.57	0.35	0.82	0.47	0.41	0.58	0.56	0.54	0.73	0.31	0.74	0.35	0.71	0.42	0.75	0.52	0.75	0.56	0.29	0.20
Standard deviation	0.84	0.77	0.86	0.90	0.80	0.73	0.79	0.76	0.76	0.92	0.82	0.69	0.87	0.75	0.97	0.77	0.75	0.89	0.75	0.83	0.87	0.64	0.88	0.96	0.76	0.87	0.45
Standard error	0.04	0.07	0.05	0.08	0.06	0.08	0.16	0.10	0.11	0.09	0.07	0.11	0.06	0.06	0.14	0.13	0.21	0.14	0.14	0.14	0.15	0.14	0.14	0.13	0.08	0.13	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 341

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		213 49%	213 49%	95 63%	73 46%	81 63%
Very good	(+2)	65 15%	65 15%	30 20%	24 15%	26 20%
Quite good	(+1)	148 34%	148 34%	65 43%	49 31%	55 43%
Neither good nor poor	(0)	201 46%	201 46%	50 33%	75 48%	42 33%
Quite poor	(-1)	19 4%	19 4%	5 3%	7 4%	4 3%
Very poor	(-2)	5 1%	5 1%	2 1%	2 1%	1 1%
NET: Poor		24 5%	24 5%	7 5%	9 6%	5 4%
Mean		0.57	0.57	0.76	0.55	0.79
Standard deviation		0.84	0.84	0.85	0.85	0.83
Standard error		0.04	0.04	0.07	0.07	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 342

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

Social sharing options, e.g. short clip shares

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
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5
NET: Good		170	46	124	78	74	18	16	19	11	62	55	7	84	68	18	14	4	19	8	21	11	11	16	29	28	8	1
		39%	35%	41%	55%	36%	20%	64%	34%	21%	53%	36%	19%	39%	40%	38%	38%	31%	50%	26%	60%	33%	55%	40%	52%	33%	18%	20%
Very good	(+2)	64	20	44	36	22	6	7	9	4	29	13	2	41	17	6	5	2	8	4	8	4	3	6	13	9	2	-
		15%	15%	14%	26%	11%	7%	28%	16%	8%	25%	9%	5%	19%	10%	13%	14%	15%	21%	13%	23%	12%	15%	15%	23%	11%	4%	-
Quite good	(+1)	106	26	80	42	52	12	9	10	7	33	42	5	43	51	12	9	2	11	4	13	7	8	10	16	19	6	1
		24%	20%	26%	30%	25%	13%	36%	18%	13%	28%	28%	14%	20%	30%	25%	24%	15%	29%	13%	37%	21%	40%	25%	29%	22%	13%	20%
Neither good nor poor	(0)	253	86	167	57	128	68	9	37	40	48	91	28	123	101	28	23	9	17	23	13	20	9	23	21	55	36	4
		58%	65%	55%	40%	62%	76%	36%	66%	77%	41%	60%	76%	56%	59%	58%	62%	69%	45%	74%	37%	61%	45%	58%	38%	65%	80%	80%
Quite poor	(-1)	11	1	10	4	4	3	-	-	1	4	4	2	7	2	2	-	-	2	-	-	1	-	1	4	2	1	-
		3%	1%	3%	3%	2%	3%	-	-	2%	3%	3%	5%	3%	1%	4%	-	-	5%	-	-	3%	-	3%	7%	2%	2%	-
Very poor	(-2)	4	-	4	2	2	-	-	-	-	2	2	-	4	-	-	-	-	-	-	1	1	-	-	2	-	-	-
		1%	-	1%	1%	1%	-	-	-	-	2%	1%	-	2%	-	-	-	-	-	-	3%	3%	-	-	4%	-	-	-
NET: Poor		15	1	14	6	6	3	-	-	1	6	6	2	11	2	2	-	-	2	-	1	2	-	1	6	2	1	-
		3%	1%	5%	4%	3%	3%	-	-	2%	5%	4%	5%	5%	1%	4%	-	-	5%	-	3%	6%	-	3%	11%	2%	2%	-
Mean		0.49	0.49	0.49	0.75	0.42	0.24	0.92	0.50	0.27	0.72	0.39	0.19	0.50	0.49	0.46	0.51	0.46	0.66	0.39	0.77	0.36	0.70	0.52	0.61	0.41	0.20	0.20
Standard deviation		0.81	0.75	0.83	0.92	0.74	0.62	0.81	0.76	0.63	0.94	0.74	0.62	0.90	0.69	0.77	0.73	0.78	0.88	0.72	0.91	0.86	0.73	0.78	1.04	0.71	0.55	0.45
Standard error		0.04	0.07	0.05	0.08	0.05	0.07	0.16	0.10	0.09	0.09	0.06	0.10	0.06	0.05	0.11	0.12	0.22	0.14	0.13	0.15	0.15	0.16	0.12	0.14	0.08	0.08	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 342

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		170 39%	170 39%	82 54%	58 37%	76 59%
Very good	(+2)	64 15%	64 15%	31 20%	26 17%	29 23%
Quite good	(+1)	106 24%	106 24%	51 34%	32 20%	47 37%
Neither good nor poor	(0)	253 58%	253 58%	65 43%	91 58%	47 37%
Quite poor	(-1)	11 3%	11 3%	4 3%	5 3%	4 3%
Very poor	(-2)	4 1%	4 1%	1 1%	3 2%	1 1%
NET: Poor		15 3%	15 3%	5 3%	8 5%	5 4%
Mean		0.49	0.49	0.70	0.46	0.77
Standard deviation		0.81	0.81	0.84	0.87	0.86
Standard error		0.04	0.04	0.07	0.07	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 343

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base		438	133	305	141	208	89	25	56	52	116	152	37	218	171	48	37	13	38	31	35	33	20	40	56	85	45	5
NET: Good		407	124	283	128	194	85	23	52	49	105	142	36	204	159	43	33	13	38	29	30	30	16	39	49	81	44	5
		93%	93%	93%	91%	93%	96%	92%	93%	94%	91%	93%	97%	94%	93%	90%	89%	100%	100%	94%	86%	91%	80%	98%	88%	95%	98%	100%
Very good	(+2)	311	95	216	88	149	74	15	38	42	73	111	32	163	110	37	27	11	27	22	20	21	11	35	33	65	35	4
		71%	71%	71%	62%	72%	83%	60%	68%	81%	63%	73%	86%	75%	64%	77%	73%	85%	71%	71%	57%	64%	55%	88%	59%	76%	78%	80%
Quite good	(+1)	96	29	67	40	45	11	8	14	7	32	31	4	41	49	6	6	2	11	7	10	9	5	4	16	16	9	1
		22%	22%	22%	28%	22%	12%	32%	25%	13%	28%	20%	11%	19%	29%	13%	16%	15%	29%	23%	29%	27%	25%	10%	29%	19%	20%	20%
Neither good nor poor	(0)	29	9	20	12	13	4	2	4	3	10	9	1	13	12	4	4	-	-	2	4	3	4	1	6	4	1	-
		7%	7%	7%	9%	6%	4%	8%	7%	6%	9%	6%	3%	6%	7%	8%	11%	-	-	6%	11%	9%	20%	3%	11%	5%	2%	-
Quite poor	(-1)	2	-	2	1	1	-	-	-	-	1	1	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-
		*	-	1%	1%	*	-	-	-	-	1%	1%	-	*	-	2%	-	-	-	-	3%	-	-	-	2%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	-	2	1	1	-	-	-	-	1	1	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-
		*	-	1%	1%	*	-	-	-	-	1%	1%	-	*	-	2%	-	-	-	-	3%	-	-	-	2%	-	-	-
Mean		1.63	1.65	1.63	1.52	1.64	1.79	1.52	1.61	1.75	1.53	1.66	1.84	1.68	1.57	1.65	1.62	1.85	1.71	1.65	1.40	1.55	1.35	1.85	1.45	1.72	1.76	1.80
Standard deviation		0.63	0.61	0.64	0.68	0.62	0.51	0.65	0.62	0.56	0.69	0.62	0.44	0.61	0.62	0.73	0.68	0.38	0.46	0.61	0.81	0.67	0.81	0.43	0.76	0.55	0.48	0.45
Standard error		0.03	0.05	0.04	0.06	0.04	0.05	0.13	0.08	0.08	0.06	0.05	0.07	0.04	0.05	0.11	0.11	0.10	0.07	0.11	0.14	0.12	0.18	0.07	0.10	0.06	0.07	0.20

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 343

Q20b. You said you use BBC Sounds to access podcasts. How good or bad, are they on each of the following?**The service is free****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		438	438	152	157	128
NET: Good		407 93%	407 93%	142 93%	148 94%	114 89%
Very good	(+2)	311 71%	311 71%	101 66%	111 71%	75 59%
Quite good	(+1)	96 22%	96 22%	41 27%	37 24%	39 30%
Neither good nor poor	(0)	29 7%	29 7%	10 7%	9 6%	13 10%
Quite poor	(-1)	2 *	2 *	- -	- -	1 1%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 *	2 *	- -	- -	1 1%
Mean		1.63	1.63	1.60	1.65	1.47
Standard deviation		0.63	0.63	0.61	0.59	0.71
Standard error		0.03	0.03	0.05	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 344

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															Social sharing options, e.g. short clip shares		The service is free
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications			
Base		48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	48	
NET: Good		38 79%	34 71%	41 85%	43 90%	40 83%	36 75%	33 69%	28 58%	43 90%	34 71%	32 67%	32 67%	29 60%	32 67%	27 56%	32 67%	32 67%	43 90%
Very good	(+2)	16 33%	9 19%	16 33%	17 35%	13 27%	14 29%	14 29%	11 23%	23 48%	14 29%	12 25%	12 25%	9 19%	14 29%	11 23%	12 25%	14 29%	23 48%
Quite good	(+1)	22 46%	25 52%	25 52%	26 54%	27 56%	22 46%	19 40%	17 35%	20 42%	20 42%	20 42%	20 42%	20 42%	18 38%	16 33%	20 42%	18 38%	20 42%
Neither good nor poor	(0)	8 17%	12 25%	5 10%	3 6%	3 6%	12 25%	13 27%	18 38%	1 2%	12 25%	13 27%	16 33%	18 38%	14 29%	19 40%	15 31%	15 31%	3 6%
Quite poor	(-1)	2 4%	1 2%	1 2%	2 4%	3 6%	- -	1 2%	1 2%	4 8%	1 2%	2 4%	- -	1 2%	2 4%	1 2%	1 2%	1 2%	1 2%
Very poor	(-2)	- -	1 2%	1 2%	- -	2 4%	- -	1 2%	1 2%	- -	1 2%	1 2%	- -	- -	- -	1 2%	- -	- -	1 2%
NET: Poor		2 4%	2 4%	2 4%	2 4%	5 10%	- -	2 4%	2 4%	4 8%	2 4%	3 6%	- -	1 2%	2 4%	2 4%	1 2%	1 2%	2 4%
Mean		1.08	0.83	1.13	1.21	0.96	1.04	0.92	0.75	1.29	0.94	0.83	0.92	0.77	0.92	0.73	0.90	0.94	1.31
Standard deviation		0.82	0.83	0.84	0.74	0.99	0.74	0.92	0.91	0.87	0.91	0.93	0.77	0.78	0.87	0.92	0.81	0.84	0.85
Standard error		0.12	0.12	0.12	0.11	0.14	0.11	0.13	0.13	0.13	0.13	0.13	0.11	0.11	0.13	0.13	0.12	0.12	0.12

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 345

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Range 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	
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
NET: Good		38	12	26	16	19	3	2	8	2	14	11	1	23	12	3	3	1	1	-	3	2	3	1	15	9	-	-	
		79%	80%	79%	89%	76%	60%	67%	80%	100%	93%	73%	33%	82%	86%	50%	100%	100%	50%	-	100%	50%	100%	50%	75%	100%	-	-	
Very good	(+2)	16	6	10	9	6	1	1	5	-	8	1	1	8	7	1	1	-	1	-	1	-	2	1	7	3	-	-	
		33%	40%	30%	50%	24%	20%	33%	50%	-	53%	7%	33%	29%	50%	17%	33%	-	50%	-	33%	-	67%	50%	35%	33%	-	-	
Quite good	(+1)	22	6	16	7	13	2	1	3	2	6	10	-	15	5	2	2	1	-	-	2	2	1	-	8	6	-	-	
		46%	40%	48%	39%	52%	40%	33%	30%	100%	40%	67%	-	54%	36%	33%	67%	100%	-	-	67%	50%	33%	-	40%	67%	-	-	
Neither good nor poor	(0)	8	3	5	1	5	2	1	2	-	-	3	2	4	2	2	-	-	1	-	-	1	-	4	-	1	-		
		17%	20%	15%	6%	20%	40%	33%	20%	-	-	20%	67%	14%	14%	33%	-	-	50%	-	-	25%	-	50%	20%	-	100%	-	
Quite poor	(-1)	2	-	2	1	1	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-		
		4%	-	6%	6%	4%	-	-	-	-	7%	7%	-	4%	-	17%	-	-	-	-	-	25%	-	-	5%	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NET: Poor		2	-	2	1	1	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-		
		4%	-	6%	6%	4%	-	-	-	-	7%	7%	-	4%	-	17%	-	-	-	-	-	25%	-	-	5%	-	-	-	
Mean		1.08	1.20	1.03	1.33	0.96	0.80	1.00	1.30	1.00	1.40	0.73	0.67	1.07	1.36	0.50	1.33	1.00	1.00	-	1.33	0.25	1.67	1.00	1.05	1.33	0.00	-	
Standard deviation		0.82	0.77	0.85	0.84	0.79	0.84	1.00	0.82	0.00	0.83	0.70	1.15	0.77	0.74	1.05	0.58	-	1.41	-	0.58	0.96	0.58	1.41	0.89	0.50	-	-	
Standard error		0.12	0.20	0.15	0.20	0.16	0.37	0.58	0.26	0.00	0.21	0.18	0.67	0.14	0.20	0.43	0.33	-	1.00	-	0.33	0.48	0.33	1.00	0.20	0.17	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 345

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		38 79%	30 83%	25 89%	12 80%	16 84%
Very good	(+2)	16 33%	14 39%	12 43%	5 33%	8 42%
Quite good	(+1)	22 46%	16 44%	13 46%	7 47%	8 42%
Neither good nor poor	(0)	8 17%	6 17%	1 4%	2 13%	2 11%
Quite poor	(-1)	2 4%	- -	2 7%	1 7%	1 5%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 4%	- -	2 7%	1 7%	1 5%
Mean		1.08	1.22	1.25	1.07	1.21
Standard deviation		0.82	0.72	0.84	0.88	0.85
Standard error		0.12	0.12	0.16	0.23	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 346

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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	
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
NET: Good		34	12	22	12	19	3	2	8	2	10	11	1	22	10	2	2	-	2	-	3	3	3	-	13	8	-	-	
		71%	80%	67%	67%	76%	60%	67%	80%	100%	67%	73%	33%	79%	71%	33%	67%	-	100%	-	100%	75%	100%	-	65%	89%	-	-	
Very good	(+2)	9	4	5	4	4	1	1	2	1	3	2	-	7	1	1	-	-	-	-	1	-	-	-	7	1	-	-	
		19%	27%	15%	22%	16%	20%	33%	20%	50%	20%	13%	-	25%	7%	17%	-	-	-	-	33%	-	-	-	35%	11%	-	-	
Quite good	(+1)	25	8	17	8	15	2	1	6	1	7	9	1	15	9	1	2	-	2	-	2	3	3	-	6	7	-	-	
		52%	53%	52%	44%	60%	40%	33%	60%	50%	47%	60%	33%	54%	64%	17%	67%	-	100%	-	67%	75%	100%	-	30%	78%	-	-	
Neither good nor poor	(0)	12	2	10	5	5	2	1	1	-	4	4	2	6	3	3	-	1	-	-	-	1	-	2	7	-	1	-	
		25%	13%	30%	28%	20%	40%	33%	10%	-	27%	27%	67%	21%	21%	50%	-	100%	-	-	-	25%	-	100%	35%	-	100%	-	
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	7%	-	33%	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	1	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	
		2%	7%	-	-	4%	-	-	10%	-	-	-	-	-	-	17%	-	-	-	-	-	-	-	-	-	11%	-	-	
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	-	1	1	1	-	-	-	-	-	-	-	1	-	-	-	
		4%	7%	3%	6%	4%	-	-	10%	-	7%	-	-	-	7%	17%	33%	-	-	-	-	-	-	-	11%	-	-	-	
Mean		0.83	0.93	0.79	0.83	0.84	0.80	1.00	0.80	1.50	0.80	0.87	0.33	1.04	0.71	0.17	0.33	0.00	1.00	-	1.33	0.75	1.00	0.00	1.00	0.78	0.00	-	
Standard deviation		0.83	1.03	0.74	0.86	0.85	0.84	1.00	1.14	0.71	0.86	0.64	0.58	0.69	0.73	1.33	1.15	-	0.00	-	0.58	0.50	0.00	0.00	0.86	1.09	-	-	
Standard error		0.12	0.27	0.13	0.20	0.17	0.37	0.58	0.36	0.50	0.22	0.17	0.33	0.13	0.19	0.54	0.67	-	0.00	-	0.33	0.25	0.00	0.00	0.19	0.36	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 346

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		34 71%	28 78%	21 75%	11 73%	15 79%
Very good	(+2)	9 19%	7 19%	8 29%	6 40%	5 26%
Quite good	(+1)	25 52%	21 58%	13 46%	5 33%	10 53%
Neither good nor poor	(0)	12 25%	6 17%	5 18%	4 27%	4 21%
Quite poor	(-1)	1 2%	1 3%	1 4%	- -	- -
Very poor	(-2)	1 2%	1 3%	1 4%	- -	- -
NET: Poor		2 4%	2 6%	2 7%	- -	- -
Mean		0.83	0.89	0.93	1.13	1.05
Standard deviation		0.83	0.85	0.98	0.83	0.71
Standard error		0.12	0.14	0.18	0.22	0.16

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 347

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	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	
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
NET: Good		41	11	30	14	22	5	1	8	2	13	14	3	25	12	4	3	1	1	-	3	3	3	2	16	8	1	-	
		85%	73%	91%	78%	88%	100%	33%	80%	100%	87%	93%	100%	89%	86%	67%	100%	100%	50%	-	100%	75%	100%	100%	80%	89%	100%	-	
Very good	(+2)	16	4	12	7	8	1	1	3	-	6	5	1	11	3	2	1	-	-	-	1	-	1	1	8	3	1	-	
		33%	27%	36%	39%	32%	20%	33%	30%	-	40%	33%	33%	39%	21%	33%	33%	-	-	-	33%	-	33%	50%	40%	33%	100%	-	
Quite good	(+1)	25	7	18	7	14	4	-	5	2	7	9	2	14	9	2	2	1	1	-	2	3	2	1	8	5	-	-	
		52%	47%	55%	39%	56%	80%	-	50%	100%	47%	60%	67%	50%	64%	33%	67%	100%	50%	-	67%	75%	67%	50%	40%	56%	-	-	
Neither good nor poor	(0)	5	3	2	3	2	-	1	2	-	2	-	-	1	2	2	-	-	1	-	-	1	-	-	2	1	-	-	
		10%	20%	6%	17%	8%	-	33%	20%	-	13%	-	-	4%	14%	33%	-	-	50%	-	-	25%	-	-	10%	11%	-	-	
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		2%	-	3%	-	4%	-	-	-	-	-	7%	-	4%	-	-	-	-	-	-	-	-	-	-	5%	-	-	-	
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		2%	7%	-	6%	-	-	33%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	5%	-	-	-	
NET: Poor		2	1	1	1	1	-	1	-	-	-	1	-	2	-	-	-	-	-	-	-	-	-	2	-	-	-		
		4%	7%	3%	6%	4%	-	33%	-	-	-	7%	-	7%	-	-	-	-	-	-	-	-	-	10%	-	-	-	-	
Mean		1.13	0.87	1.24	1.06	1.16	1.20	0.00	1.10	1.00	1.27	1.20	1.33	1.18	1.07	1.00	1.33	1.00	0.50	-	1.33	0.75	1.33	1.50	1.05	1.22	2.00	-	
Standard deviation		0.84	1.06	0.71	1.06	0.75	0.45	2.00	0.74	0.00	0.70	0.77	0.58	0.94	0.62	0.89	0.58	-	0.71	-	0.58	0.50	0.58	0.71	1.10	0.67	-	-	
Standard error		0.12	0.27	0.12	0.25	0.15	0.20	1.15	0.23	0.00	0.18	0.20	0.33	0.18	0.16	0.37	0.33	-	0.50	-	0.33	0.25	0.33	0.50	0.25	0.22	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 347

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		41 85%	33 92%	23 82%	13 87%	17 89%
Very good	(+2)	16 33%	13 36%	10 36%	5 33%	6 32%
Quite good	(+1)	25 52%	20 56%	13 46%	8 53%	11 58%
Neither good nor poor	(0)	5 10%	3 8%	4 14%	1 7%	2 11%
Quite poor	(-1)	1 2%	- -	1 4%	1 7%	- -
Very poor	(-2)	1 2%	- -	- -	- -	- -
NET: Poor		2 4%	- -	1 4%	1 7%	- -
Mean		1.13	1.28	1.14	1.13	1.21
Standard deviation		0.84	0.61	0.80	0.83	0.63
Standard error		0.12	0.10	0.15	0.22	0.14

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 348

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	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
Base	48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
NET: Good	43	13	30	14	24	5	1	10	2	13	14	3	27	10	6	2	1	2	-	3	4	3	2	17	8	1	-	
	90%	87%	91%	78%	96%	100%	33%	100%	100%	87%	93%	100%	96%	71%	100%	67%	100%	100%	-	100%	100%	100%	100%	85%	89%	100%	-	
Very good	(+2)	17	5	12	6	9	-	4	1	6	5	1	10	5	2	1	-	-	-	1	1	1	-	11	2	-	-	
	35%	33%	36%	33%	36%	40%	-	40%	50%	40%	33%	33%	36%	36%	33%	33%	-	-	-	33%	25%	33%	-	55%	22%	-	-	
Quite good	(+1)	26	8	18	8	15	3	6	1	7	9	2	17	5	4	1	1	2	-	2	3	2	2	6	6	1	-	
	54%	53%	55%	44%	60%	60%	33%	60%	50%	47%	60%	67%	61%	36%	67%	33%	100%	100%	-	67%	75%	67%	100%	30%	67%	100%	-	
Neither good nor poor	(0)	3	1	2	2	1	-	-	-	1	1	-	-	3	-	-	-	-	-	-	-	-	-	2	1	-	-	
	6%	7%	6%	11%	4%	-	33%	-	-	7%	7%	-	-	21%	-	-	-	-	-	-	-	-	-	10%	11%	-	-	
Quite poor	(-1)	2	1	1	2	-	1	-	-	1	-	-	1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	
	4%	7%	3%	11%	-	-	33%	-	-	7%	-	-	4%	7%	-	33%	-	-	-	-	-	-	-	5%	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor	2	1	1	2	-	-	1	-	-	1	-	-	1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	
	4%	7%	3%	11%	-	-	33%	-	-	7%	-	-	4%	7%	-	33%	-	-	-	-	-	-	-	5%	-	-	-	
Mean	1.21	1.13	1.24	1.00	1.32	1.40	0.00	1.40	1.50	1.20	1.27	1.33	1.29	1.00	1.33	0.67	1.00	1.00	-	1.33	1.25	1.33	1.00	1.35	1.11	1.00	-	
Standard deviation	0.74	0.83	0.71	0.97	0.56	0.55	1.00	0.52	0.71	0.86	0.59	0.58	0.66	0.96	0.52	1.53	-	0.00	-	0.58	0.50	0.58	0.00	0.88	0.60	-	-	
Standard error	0.11	0.22	0.12	0.23	0.11	0.24	0.58	0.16	0.50	0.22	0.15	0.33	0.12	0.26	0.21	0.88	-	0.00	-	0.33	0.25	0.33	0.00	0.20	0.20	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 348

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		43 90%	34 94%	25 89%	14 93%	18 95%
Very good	(+2)	17 35%	16 44%	13 46%	9 60%	9 47%
Quite good	(+1)	26 54%	18 50%	12 43%	5 33%	9 47%
Neither good nor poor	(0)	3 6%	1 3%	2 7%	1 7%	1 5%
Quite poor	(-1)	2 4%	1 3%	1 4%	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 4%	1 3%	1 4%	- -	- -
Mean		1.21	1.36	1.32	1.53	1.42
Standard deviation		0.74	0.68	0.77	0.64	0.61
Standard error		0.11	0.11	0.15	0.17	0.14

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 349

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	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	
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
NET: Good		40	12	28	13	23	4	1	9	2	12	14	2	25	9	6	2	1	2	-	3	4	2	2	15	8	1	-	
		83%	80%	85%	72%	92%	80%	33%	90%	100%	80%	93%	67%	89%	64%	100%	67%	100%	100%	-	100%	100%	67%	100%	75%	89%	100%	-	
Very good	(+2)	13	5	8	4	8	1	-	5	-	4	3	1	8	2	3	1	-	1	-	1	-	-	-	7	2	1	-	
		27%	33%	24%	22%	32%	20%	-	50%	-	27%	20%	33%	29%	14%	50%	33%	-	50%	-	33%	-	-	-	35%	22%	100%	-	
Quite good	(+1)	27	7	20	9	15	3	1	4	2	8	11	1	17	7	3	1	1	1	-	2	4	2	2	8	6	-	-	
		56%	47%	61%	50%	60%	60%	33%	40%	100%	53%	73%	33%	61%	50%	50%	33%	100%	50%	-	67%	100%	67%	100%	40%	67%	-	-	
Neither good nor poor	(0)	3	2	1	1	1	1	1	1	-	-	-	1	1	2	-	-	-	-	-	-	-	1	-	2	-	-	-	
		6%	13%	3%	6%	4%	20%	33%	10%	-	-	-	33%	4%	14%	-	-	-	-	-	-	-	33%	-	10%	-	-	-	
Quite poor	(-1)	3	-	3	2	1	-	-	-	-	2	1	-	1	2	-	1	-	-	-	-	-	-	-	2	-	-	-	
		6%	-	9%	11%	4%	-	-	-	-	13%	7%	-	4%	14%	-	33%	-	-	-	-	-	-	-	10%	-	-	-	
Very poor	(-2)	2	1	1	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	
		4%	7%	3%	11%	-	-	33%	-	-	7%	-	-	4%	7%	-	-	-	-	-	-	-	-	-	5%	11%	-	-	
NET: Poor		5	1	4	4	1	-	1	-	-	3	1	-	2	3	-	1	-	-	-	-	-	-	-	3	1	-	-	
		10%	7%	12%	22%	4%	-	33%	-	-	20%	7%	-	7%	21%	-	33%	-	-	-	-	-	-	-	15%	11%	-	-	
Mean		0.96	1.00	0.94	0.61	1.20	1.00	-0.33	1.40	1.00	0.80	1.07	1.00	1.07	0.50	1.50	0.67	1.00	1.50	-	1.33	1.00	0.67	1.00	0.90	0.89	2.00	-	
Standard deviation		0.99	1.07	0.97	1.29	0.71	0.71	1.53	0.70	0.00	1.21	0.70	1.00	0.90	1.16	0.55	1.53	-	0.71	-	0.58	0.00	0.58	0.00	1.17	1.17	-	-	
Standard error		0.14	0.28	0.17	0.30	0.14	0.32	0.88	0.22	0.00	0.31	0.18	0.58	0.17	0.31	0.22	0.88	-	0.50	-	0.33	0.00	0.33	0.00	0.26	0.39	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 349

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		40 83%	31 86%	22 79%	12 80%	17 89%
Very good	(+2)	13 27%	12 33%	7 25%	5 33%	6 32%
Quite good	(+1)	27 56%	19 53%	15 54%	7 47%	11 58%
Neither good nor poor	(0)	3 6%	3 8%	2 7%	2 13%	2 11%
Quite poor	(-1)	3 6%	1 3%	3 11%	1 7%	- -
Very poor	(-2)	2 4%	1 3%	1 4%	- -	- -
NET: Poor		5 10%	2 6%	4 14%	1 7%	- -
Mean		0.96	1.11	0.86	1.07	1.21
Standard deviation		0.99	0.89	1.04	0.88	0.63
Standard error		0.14	0.15	0.20	0.23	0.14

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 350

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-
NET: Good		36	11	25	15	18	3	2	8	1	13	10	2	23	10	3	2	1	2	-	3	4	3	1	14	5	1	-
		75%	73%	76%	83%	72%	60%	67%	80%	50%	87%	67%	67%	82%	71%	50%	67%	100%	100%	-	100%	100%	100%	50%	70%	56%	100%	-
Very good	(+2)	14	5	9	6	6	2	-	4	1	6	2	1	10	3	1	-	-	1	-	1	-	1	5	4	1	-	
		29%	33%	27%	33%	24%	40%	-	40%	50%	40%	13%	33%	36%	21%	17%	-	-	50%	-	33%	-	33%	50%	25%	44%	100%	-
Quite good	(+1)	22	6	16	9	12	1	2	4	-	7	8	1	13	7	2	2	1	1	-	2	4	2	-	9	1	-	-
		46%	40%	48%	50%	48%	20%	67%	40%	-	47%	53%	33%	46%	50%	33%	67%	100%	50%	-	67%	100%	67%	-	45%	11%	-	-
Neither good nor poor	(0)	12	4	8	3	7	2	1	2	1	2	5	1	5	4	3	1	-	-	-	-	-	-	6	4	-	-	
		25%	27%	24%	17%	28%	40%	33%	20%	50%	13%	33%	33%	18%	29%	50%	33%	-	-	-	-	-	-	50%	30%	44%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.04	1.07	1.03	1.17	0.96	1.00	0.67	1.20	1.00	1.27	0.80	1.00	1.18	0.93	0.67	0.67	1.00	1.50	-	1.33	1.00	1.33	1.00	0.95	1.00	2.00	-
Standard deviation		0.74	0.80	0.73	0.71	0.73	1.00	0.58	0.79	1.41	0.70	0.68	1.00	0.72	0.73	0.82	0.58	-	0.71	-	0.58	0.00	0.58	1.41	0.76	1.00	-	-
Standard error		0.11	0.21	0.13	0.17	0.15	0.45	0.33	0.25	1.00	0.18	0.17	0.58	0.14	0.20	0.33	0.33	-	0.50	-	0.33	0.00	0.33	1.00	0.17	0.33	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 350

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		36 75%	28 78%	22 79%	11 73%	17 89%
Very good	(+2)	14 29%	12 33%	10 36%	5 33%	6 32%
Quite good	(+1)	22 46%	16 44%	12 43%	6 40%	11 58%
Neither good nor poor	(0)	12 25%	8 22%	6 21%	4 27%	2 11%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.04	1.11	1.14	1.07	1.21
Standard deviation		0.74	0.75	0.76	0.80	0.63
Standard error		0.11	0.12	0.14	0.21	0.14

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 351

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 platform****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	
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
NET: Good		33	10	23	12	17	4	-	8	2	12	9	2	20	9	4	2	1	2	-	3	4	1	-	13	7	-	-	
		69%	67%	70%	67%	68%	80%	-	80%	100%	80%	60%	67%	71%	64%	67%	67%	100%	100%	-	100%	100%	33%	-	65%	78%	-	-	
Very good	(+2)	14	5	9	6	7	1	-	5	-	6	2	1	9	2	3	-	1	1	-	1	1	-	-	8	2	-	-	
		29%	33%	27%	33%	28%	20%	-	50%	-	40%	13%	33%	32%	14%	50%	-	100%	50%	-	33%	25%	-	-	40%	22%	-	-	
Quite good	(+1)	19	5	14	6	10	3	-	3	2	6	7	1	11	7	1	2	-	1	-	2	3	1	-	5	5	-	-	
		40%	33%	42%	33%	40%	60%	-	30%	100%	40%	47%	33%	39%	50%	17%	67%	-	50%	-	67%	75%	33%	-	25%	56%	-	-	
Neither good nor poor	(0)	13	3	10	4	8	1	1	2	-	3	6	1	6	5	2	1	-	-	-	-	-	1	2	6	2	1	-	
		27%	20%	30%	22%	32%	20%	33%	20%	-	20%	40%	33%	21%	36%	33%	33%	-	-	-	-	-	33%	100%	30%	22%	100%	-	
Quite poor	(-1)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	
		2%	7%	-	6%	-	-	33%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	33%	-	-	-	-	-	
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		2%	7%	-	6%	-	-	33%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	5%	-	-	-	
NET: Poor		2	2	-	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
		4%	13%	-	11%	-	-	67%	-	-	-	-	-	7%	-	-	-	-	-	-	-	-	33%	-	5%	-	-	-	
Mean		0.92	0.80	0.97	0.83	0.96	1.00	-1.00	1.30	1.00	1.20	0.73	1.00	0.93	0.79	1.17	0.67	2.00	1.50	-	1.33	1.25	0.00	0.00	0.95	1.00	0.00	-	
Standard deviation		0.92	1.21	0.77	1.15	0.79	0.71	1.00	0.82	0.00	0.77	0.70	1.00	1.02	0.70	0.98	0.58	-	0.71	-	0.58	0.50	1.00	0.00	1.10	0.71	-	-	
Standard error		0.13	0.31	0.13	0.27	0.16	0.32	0.58	0.26	0.00	0.20	0.18	0.58	0.19	0.19	0.40	0.33	-	0.50	-	0.33	0.25	0.58	0.00	0.25	0.24	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 351

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		33 69%	28 78%	23 82%	12 80%	15 79%
Very good	(+2)	14 29%	13 36%	11 39%	6 40%	8 42%
Quite good	(+1)	19 40%	15 42%	12 43%	6 40%	7 37%
Neither good nor poor	(0)	13 27%	7 19%	4 14%	3 20%	3 16%
Quite poor	(-1)	1 2%	1 3%	1 4%	- -	1 5%
Very poor	(-2)	1 2%	- -	- -	- -	- -
NET: Poor		2 4%	1 3%	1 4%	- -	1 5%
Mean		0.92	1.11	1.18	1.20	1.16
Standard deviation		0.92	0.82	0.82	0.77	0.90
Standard error		0.13	0.14	0.15	0.20	0.21

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 352

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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
Base	48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-
NET: Good	28	8	20	10	15	3	-	6	2	10	9	1	20	6	2	2	-	2	-	3	-	1	1	12	6	1	-
	58%	53%	61%	56%	60%	60%	-	60%	100%	67%	60%	33%	71%	43%	33%	67%	-	100%	-	100%	-	33%	50%	60%	67%	100%	-
Very good	(+2)	11	2	9	5	4	2	1	1	5	3	1	9	1	1	1	-	-	-	1	-	-	-	6	3	-	-
	23%	13%	27%	28%	16%	40%	-	10%	50%	33%	20%	33%	32%	7%	17%	33%	-	-	-	33%	-	-	-	30%	33%	-	-
Quite good	(+1)	17	6	11	5	11	1	5	1	5	6	-	11	5	1	1	-	2	-	2	-	1	1	6	3	1	-
	35%	40%	33%	28%	44%	20%	-	50%	50%	33%	40%	-	39%	36%	17%	33%	-	100%	-	67%	-	33%	50%	30%	33%	100%	-
Neither good nor poor	(0)	18	6	12	6	10	2	4	-	4	6	2	7	8	3	1	1	-	-	-	3	2	1	7	3	-	-
	38%	40%	36%	33%	40%	40%	67%	40%	-	27%	40%	67%	25%	57%	50%	33%	100%	-	-	-	75%	67%	50%	35%	33%	-	-
Quite poor	(-1)	1	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	2%	7%	-	6%	-	-	33%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	5%	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	-	17%	-	-	-	-	-	25%	-	-	-	-	-	-
NET: Poor	2	1	1	2	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	4%	7%	3%	11%	-	-	33%	-	-	7%	-	-	4%	-	17%	-	-	-	-	-	25%	-	-	5%	-	-	-
Mean	0.75	0.60	0.82	0.67	0.76	1.00	-0.33	0.70	1.50	0.87	0.80	0.67	1.00	0.50	0.17	1.00	0.00	1.00	-	1.33	-0.50	0.33	0.50	0.85	1.00	1.00	-
Standard deviation	0.91	0.83	0.95	1.14	0.72	1.00	0.58	0.67	0.71	1.13	0.77	1.15	0.86	0.65	1.33	1.00	-	0.00	-	0.58	1.00	0.58	0.71	0.93	0.87	-	-
Standard error	0.13	0.21	0.17	0.27	0.14	0.45	0.33	0.21	0.50	0.29	0.20	0.67	0.16	0.17	0.54	0.58	-	0.00	-	0.33	0.50	0.33	0.50	0.21	0.29	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 352

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		28 58%	25 69%	18 64%	9 60%	13 68%
Very good	(+2)	11 23%	10 28%	10 36%	5 33%	8 42%
Quite good	(+1)	17 35%	15 42%	8 29%	4 27%	5 26%
Neither good nor poor	(0)	18 38%	11 31%	9 32%	6 40%	5 26%
Quite poor	(-1)	1 2%	- -	- -	- -	- -
Very poor	(-2)	1 2%	- -	1 4%	- -	1 5%
NET: Poor		2 4%	- -	1 4%	- -	1 5%
Mean		0.75	0.97	0.93	0.93	1.00
Standard deviation		0.91	0.77	1.02	0.88	1.11
Standard error		0.13	0.13	0.19	0.23	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 353

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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	
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
NET: Good		43	13	30	14	24	5	1	10	2	13	14	3	25	12	6	2	-	2	-	3	4	3	2	17	9	1	-	
		90%	87%	91%	78%	96%	100%	33%	100%	100%	87%	93%	100%	89%	86%	100%	67%	-	100%	-	100%	100%	100%	100%	85%	100%	100%	-	
Very good	(+2)	23	9	14	6	14	3	1	7	1	5	7	2	16	4	3	1	-	1	-	1	1	3	-	11	5	-	-	
		48%	60%	42%	33%	56%	60%	33%	70%	50%	33%	47%	67%	57%	29%	50%	33%	-	50%	-	33%	25%	100%	-	55%	56%	-	-	
Quite good	(+1)	20	4	16	8	10	2	-	3	1	8	7	1	9	8	3	1	-	1	-	2	3	-	2	6	4	1	-	
		42%	27%	48%	44%	40%	40%	-	30%	50%	53%	47%	33%	32%	57%	50%	33%	-	50%	-	67%	75%	-	100%	30%	44%	100%	-	
Neither good nor poor	(0)	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	
		2%	7%	-	6%	-	-	33%	-	-	-	-	-	-	7%	-	-	-	-	-	-	-	-	-	5%	-	-	-	
Quite poor	(-1)	4	1	3	3	1	-	1	-	-	2	1	-	3	1	-	1	1	-	-	-	-	-	-	2	-	-	-	
		8%	7%	9%	17%	4%	-	33%	-	-	13%	7%	-	11%	7%	-	33%	100%	-	-	-	-	-	-	10%	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		4	1	3	3	1	-	1	-	-	2	1	-	3	1	-	1	1	-	-	-	-	-	-	2	-	-	-	
		8%	7%	9%	17%	4%	-	33%	-	-	13%	7%	-	11%	7%	-	33%	100%	-	-	-	-	-	-	10%	-	-	-	
Mean		1.29	1.40	1.24	0.94	1.48	1.60	0.33	1.70	1.50	1.07	1.33	1.67	1.36	1.07	1.50	0.67	-1.00	1.50	-	1.33	1.25	2.00	1.00	1.30	1.56	1.00	-	
Standard deviation		0.87	0.91	0.87	1.06	0.71	0.55	1.53	0.48	0.71	0.96	0.82	0.58	0.95	0.83	0.55	1.53	-	0.71	-	0.58	0.50	0.00	0.00	0.98	0.53	-	-	
Standard error		0.13	0.24	0.15	0.25	0.14	0.24	0.88	0.15	0.50	0.25	0.21	0.33	0.18	0.22	0.22	0.88	-	0.50	-	0.33	0.25	0.00	0.00	0.22	0.18	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 353

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		43 90%	33 92%	25 89%	13 87%	17 89%
Very good	(+2)	23 48%	19 53%	14 50%	8 53%	11 58%
Quite good	(+1)	20 42%	14 39%	11 39%	5 33%	6 32%
Neither good nor poor	(0)	1 2%	1 3%	1 4%	1 7%	1 5%
Quite poor	(-1)	4 8%	2 6%	2 7%	1 7%	1 5%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		4 8%	2 6%	2 7%	1 7%	1 5%
Mean		1.29	1.39	1.32	1.33	1.42
Standard deviation		0.87	0.80	0.86	0.90	0.84
Standard error		0.13	0.13	0.16	0.23	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 354

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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 Ireland
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-
NET: Good		34	11	23	12	19	3	1	8	2	11	11	1	22	9	3	1	-	2	-	3	3	3	-	13	8	1	-
		71%	73%	70%	67%	76%	60%	33%	80%	100%	73%	73%	33%	79%	64%	50%	33%	-	100%	-	100%	75%	100%	-	65%	89%	100%	-
Very good	(+2)	14	6	8	6	6	2	1	4	1	5	2	1	9	3	2	-	-	2	-	1	2	3	-	3	3	-	-
		29%	40%	24%	33%	24%	40%	33%	40%	50%	33%	13%	33%	32%	21%	33%	-	-	100%	-	33%	50%	100%	-	15%	33%	-	-
Quite good	(+1)	20	5	15	6	13	1	-	4	1	6	9	-	13	6	1	1	-	-	-	2	1	-	-	10	5	1	-
		42%	33%	45%	33%	52%	20%	-	40%	50%	40%	60%	-	46%	43%	17%	33%	-	-	-	67%	25%	-	-	50%	56%	100%	-
Neither good nor poor	(0)	12	3	9	4	6	2	1	2	-	3	4	2	4	5	3	2	-	-	-	-	1	-	2	6	1	-	-
		25%	20%	27%	22%	24%	40%	33%	20%	-	20%	27%	67%	14%	36%	50%	67%	-	-	-	-	25%	-	100%	30%	11%	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	4%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		2%	7%	-	6%	-	-	33%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	5%	-	-	-
NET: Poor		2	1	1	2	-	-	1	-	-	1	-	-	2	-	-	-	1	-	-	-	-	-	-	1	-	-	-
		4%	7%	3%	11%	-	-	33%	-	-	7%	-	-	7%	-	-	-	100%	-	-	-	-	-	-	5%	-	-	-
Mean		0.94	1.00	0.91	0.83	1.00	1.00	0.00	1.20	1.50	1.00	0.87	0.67	1.00	0.86	0.83	0.33	-1.00	2.00	-	1.33	1.25	2.00	0.00	0.70	1.22	1.00	-
Standard deviation		0.91	1.13	0.80	1.15	0.71	1.00	2.00	0.79	0.71	0.93	0.64	1.15	0.98	0.77	0.98	0.58	-	0.00	-	0.58	0.96	0.00	0.00	0.92	0.67	-	-
Standard error		0.13	0.29	0.14	0.27	0.14	0.45	1.15	0.25	0.50	0.24	0.17	0.67	0.19	0.21	0.40	0.33	-	0.00	-	0.33	0.48	0.00	0.00	0.21	0.22	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 354

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		34 71%	27 75%	21 75%	10 67%	14 74%
Very good	(+2)	14 29%	12 33%	9 32%	4 27%	9 47%
Quite good	(+1)	20 42%	15 42%	12 43%	6 40%	5 26%
Neither good nor poor	(0)	12 25%	8 22%	6 21%	4 27%	4 21%
Quite poor	(-1)	1 2%	1 3%	1 4%	1 7%	1 5%
Very poor	(-2)	1 2%	-	-	-	-
NET: Poor		2 4%	1 3%	1 4%	1 7%	1 5%
Mean		0.94	1.06	1.04	0.87	1.16
Standard deviation		0.91	0.83	0.84	0.92	0.96
Standard error		0.13	0.14	0.16	0.24	0.22

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 355

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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-east Ireland
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-
NET: Good		32	10	22	12	18	2	1	8	1	11	10	1	21	9	2	1	1	2	-	3	3	3	-	13	5	1	-
		67%	67%	67%	67%	72%	40%	33%	80%	50%	73%	67%	33%	75%	64%	33%	33%	100%	100%	-	100%	75%	100%	-	65%	56%	100%	-
Very good	(+2)	12	6	6	5	6	1	1	5	-	4	1	1	8	3	1	-	-	2	-	1	-	2	-	5	2	-	-
		25%	40%	18%	28%	24%	20%	33%	50%	-	27%	7%	33%	29%	21%	17%	-	-	100%	-	33%	-	67%	-	25%	22%	-	-
Quite good	(+1)	20	4	16	7	12	1	-	3	1	7	9	-	13	6	1	1	1	-	-	2	3	1	-	8	3	1	-
		42%	27%	48%	39%	48%	20%	-	30%	50%	47%	60%	-	46%	43%	17%	33%	100%	-	-	67%	75%	33%	-	40%	33%	100%	-
Neither good nor poor	(0)	13	3	10	4	7	2	1	2	-	3	5	2	5	5	3	2	-	-	-	-	-	-	2	6	3	-	-
		27%	20%	30%	22%	28%	40%	33%	20%	-	20%	33%	67%	18%	36%	50%	67%	-	-	-	-	-	-	100%	30%	33%	-	-
Quite poor	(-1)	2	2	-	1	-	1	1	-	1	-	-	-	2	-	-	-	-	-	-	-	-	-	-	1	1	-	-
		4%	13%	-	6%	-	20%	33%	-	50%	-	-	-	7%	-	-	-	-	-	-	-	-	-	-	5%	11%	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	-	17%	-	-	-	-	-	25%	-	-	-	-	-	-
NET: Poor		3	2	1	2	-	1	1	-	1	1	-	-	2	-	1	-	-	-	-	-	1	-	-	1	1	-	-
		6%	13%	3%	11%	-	20%	33%	-	50%	7%	-	-	7%	-	17%	-	-	-	-	-	25%	-	-	5%	11%	-	-
Mean		0.83	0.93	0.79	0.78	0.96	0.40	0.33	1.30	0.00	0.87	0.73	0.67	0.96	0.86	0.17	0.33	1.00	2.00	-	1.33	0.25	1.67	0.00	0.85	0.67	1.00	-
Standard deviation		0.93	1.10	0.86	1.11	0.73	1.14	1.53	0.82	1.41	1.06	0.59	1.15	0.88	0.77	1.33	0.58	-	0.00	-	0.58	1.50	0.58	0.00	0.88	1.00	-	-
Standard error		0.13	0.28	0.15	0.26	0.15	0.51	0.88	0.26	1.00	0.27	0.15	0.67	0.17	0.21	0.54	0.33	-	0.00	-	0.33	0.75	0.33	0.00	0.20	0.33	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 355

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		32 67%	27 75%	21 75%	10 67%	14 74%
Very good	(+2)	12 25%	11 31%	9 32%	4 27%	7 37%
Quite good	(+1)	20 42%	16 44%	12 43%	6 40%	7 37%
Neither good nor poor	(0)	13 27%	8 22%	5 18%	4 27%	3 16%
Quite poor	(-1)	2 4%	1 3%	1 4%	1 7%	1 5%
Very poor	(-2)	1 2%	- -	1 4%	- -	1 5%
NET: Poor		3 6%	1 3%	2 7%	1 7%	2 11%
Mean		0.83	1.03	0.96	0.87	0.95
Standard deviation		0.93	0.81	1.00	0.92	1.13
Standard error		0.13	0.14	0.19	0.24	0.26

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 356

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Episode previews****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
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-
NET: Good		32	10	22	12	18	2	1	8	1	11	10	1	19	10	3	2	1	1	-	3	2	2	-	13	7	1	-
		67%	67%	67%	67%	72%	40%	33%	80%	50%	73%	67%	33%	68%	71%	50%	67%	100%	50%	-	100%	50%	67%	-	65%	78%	100%	-
Very good	(+2)	12	5	7	6	5	1	1	4	-	5	1	1	9	2	1	-	1	-	-	1	-	1	-	7	2	-	-
		25%	33%	21%	33%	20%	20%	33%	40%	-	33%	7%	33%	32%	14%	17%	-	100%	-	-	33%	-	33%	-	35%	22%	-	-
Quite good	(+1)	20	5	15	6	13	1	-	4	1	6	9	-	10	8	2	2	-	1	-	2	2	1	-	6	5	1	-
		42%	33%	45%	33%	52%	20%	-	40%	50%	40%	60%	-	36%	57%	33%	67%	-	50%	-	67%	50%	33%	-	30%	56%	100%	-
Neither good nor poor	(0)	16	5	11	6	7	3	2	2	1	4	5	2	9	4	3	1	-	1	-	-	2	1	2	7	2	-	-
		33%	33%	33%	33%	28%	60%	67%	20%	50%	27%	33%	67%	32%	29%	50%	33%	-	50%	-	-	50%	33%	100%	35%	22%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.92	1.00	0.88	1.00	0.92	0.60	0.67	1.20	0.50	1.07	0.73	0.67	1.00	0.86	0.67	0.67	2.00	0.50	-	1.33	0.50	1.00	0.00	1.00	1.00	1.00	-
Standard deviation		0.77	0.85	0.74	0.84	0.70	0.89	1.15	0.79	0.71	0.80	0.59	1.15	0.82	0.66	0.82	0.58	-	0.71	-	0.58	0.58	1.00	0.00	0.86	0.71	-	-
Standard error		0.11	0.22	0.13	0.20	0.14	0.40	0.67	0.25	0.50	0.21	0.15	0.67	0.15	0.18	0.33	0.33	-	0.50	-	0.33	0.29	0.58	0.00	0.19	0.24	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 356

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		32 67%	27 75%	22 79%	10 67%	14 74%
Very good	(+2)	12 25%	10 28%	9 32%	5 33%	7 37%
Quite good	(+1)	20 42%	17 47%	13 46%	5 33%	7 37%
Neither good nor poor	(0)	16 33%	9 25%	6 21%	5 33%	5 26%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.92	1.03	1.11	1.00	1.11
Standard deviation		0.77	0.74	0.74	0.85	0.81
Standard error		0.11	0.12	0.14	0.22	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 357

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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	
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
NET: Good		29	8	21	12	14	3	1	6	1	11	8	2	21	5	3	2	1	2	-	3	2	-	-	13	5	1	-	
		60%	53%	64%	67%	56%	60%	33%	60%	50%	73%	53%	67%	75%	36%	50%	67%	100%	100%	-	100%	50%	-	-	65%	56%	100%	-	
Very good	(+2)	9	4	5	4	4	1	-	3	1	4	1	-	8	-	1	-	-	-	-	1	-	-	-	5	2	1	-	
		19%	27%	15%	22%	16%	20%	-	30%	50%	27%	7%	-	29%	-	17%	-	-	-	-	33%	-	-	-	25%	22%	100%	-	
Quite good	(+1)	20	4	16	8	10	2	1	3	-	7	7	2	13	5	2	2	1	2	-	2	2	-	-	8	3	-	-	
		42%	27%	48%	44%	40%	40%	33%	30%	-	47%	47%	67%	46%	36%	33%	67%	100%	100%	-	67%	50%	-	-	40%	33%	-	-	
Neither good nor poor	(0)	18	7	11	5	11	2	2	4	1	3	7	1	7	8	3	1	-	-	-	-	2	3	2	6	4	-	-	
		38%	47%	33%	28%	44%	40%	67%	40%	50%	20%	47%	33%	25%	57%	50%	33%	-	-	-	-	50%	100%	100%	30%	44%	-	-	
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	7%	-	-	-	-	-	-	-	-	-	5%	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	7%	-	-	-	-	-	-	-	-	-	5%	-	-	-	
Mean		0.77	0.80	0.76	0.83	0.72	0.80	0.33	0.90	1.00	0.93	0.60	0.67	1.04	0.29	0.67	0.67	1.00	1.00	-	1.33	0.50	0.00	0.00	0.85	0.78	2.00	-	
Standard deviation		0.78	0.86	0.75	0.86	0.74	0.84	0.58	0.88	1.41	0.88	0.63	0.58	0.74	0.61	0.82	0.58	-	0.00	-	0.58	0.58	0.00	0.00	0.88	0.83	-	-	
Standard error		0.11	0.22	0.13	0.20	0.15	0.37	0.33	0.28	1.00	0.23	0.16	0.33	0.14	0.16	0.33	0.33	-	0.00	-	0.33	0.29	0.00	0.00	0.20	0.28	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 357

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		29 60%	25 69%	18 64%	11 73%	14 74%
Very good	(+2)	9 19%	9 25%	7 25%	4 27%	5 26%
Quite good	(+1)	20 42%	16 44%	11 39%	7 47%	9 47%
Neither good nor poor	(0)	18 38%	11 31%	9 32%	4 27%	5 26%
Quite poor	(-1)	1 2%	- -	1 4%	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 2%	- -	1 4%	- -	- -
Mean		0.77	0.94	0.86	1.00	1.00
Standard deviation		0.78	0.75	0.85	0.76	0.75
Standard error		0.11	0.13	0.16	0.20	0.17

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 358

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

Speed adjustment

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 Ireland
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-
NET: Good		32	10	22	11	18	3	1	7	2	10	11	1	20	9	3	1	-	2	-	3	2	3	1	12	7	1	-
		67%	67%	67%	61%	72%	60%	33%	70%	100%	67%	73%	33%	71%	64%	50%	33%	-	100%	-	100%	50%	100%	50%	60%	78%	100%	-
Very good	(+2)	14	6	8	6	8	-	1	5	-	5	3	-	9	3	2	-	-	1	-	1	-	1	-	9	1	1	-
		29%	40%	24%	33%	32%	-	33%	50%	-	33%	20%	-	32%	21%	33%	-	-	50%	-	33%	-	33%	-	45%	11%	100%	-
Quite good	(+1)	18	4	14	5	10	3	-	2	2	5	8	1	11	6	1	1	-	1	-	2	2	2	1	3	6	-	-
		38%	27%	42%	28%	40%	60%	-	20%	100%	33%	53%	33%	39%	43%	17%	33%	-	50%	-	67%	50%	67%	50%	15%	67%	-	-
Neither good nor poor	(0)	14	4	10	5	7	2	1	3	-	4	4	2	7	5	2	2	1	-	-	-	1	-	1	7	2	-	-
		29%	27%	30%	28%	28%	40%	33%	30%	-	27%	27%	67%	25%	36%	33%	67%	100%	-	-	-	25%	-	50%	35%	22%	-	-
Quite poor	(-1)	2	1	1	2	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-
		4%	7%	3%	11%	-	-	33%	-	-	7%	-	-	4%	-	17%	-	-	-	-	-	25%	-	-	5%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	1	1	2	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-
		4%	7%	3%	11%	-	-	33%	-	-	7%	-	-	4%	-	17%	-	-	-	-	-	25%	-	-	5%	-	-	-
Mean		0.92	1.00	0.88	0.83	1.04	0.60	0.33	1.20	1.00	0.93	0.93	0.33	1.00	0.86	0.67	0.33	0.00	1.50	-	1.33	0.25	1.33	0.50	1.00	0.89	2.00	-
Standard deviation		0.87	1.00	0.82	1.04	0.79	0.55	1.53	0.92	0.00	0.96	0.70	0.58	0.86	0.77	1.21	0.58	-	0.71	-	0.58	0.96	0.58	0.71	1.03	0.60	-	-
Standard error		0.13	0.26	0.14	0.25	0.16	0.24	0.88	0.29	0.00	0.25	0.18	0.33	0.16	0.21	0.49	0.33	-	0.50	-	0.33	0.48	0.33	0.50	0.23	0.20	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 358

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		32 67%	26 72%	19 68%	9 60%	13 68%
Very good	(+2)	14 29%	12 33%	10 36%	4 27%	5 26%
Quite good	(+1)	18 38%	14 39%	9 32%	5 33%	8 42%
Neither good nor poor	(0)	14 29%	10 28%	8 29%	6 40%	5 26%
Quite poor	(-1)	2 4%	- -	1 4%	- -	1 5%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 4%	- -	1 4%	- -	1 5%
Mean		0.92	1.06	1.00	0.87	0.89
Standard deviation		0.87	0.79	0.90	0.83	0.88
Standard error		0.13	0.13	0.17	0.22	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 359

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Push notifications****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-east Ireland
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-
NET: Good		27	8	19	13	12	2	2	5	1	11	7	1	19	5	3	2	1	2	-	3	1	2	-	11	5	-	-
		56%	53%	58%	72%	48%	40%	67%	50%	50%	73%	47%	33%	68%	36%	50%	67%	100%	100%	-	100%	25%	67%	-	55%	56%	-	-
Very good	(+2)	11	4	7	6	4	1	1	3	-	5	1	1	7	3	1	1	-	1	-	1	-	1	-	5	2	-	-
		23%	27%	21%	33%	16%	20%	33%	30%	-	33%	7%	33%	25%	21%	17%	33%	-	50%	-	33%	-	33%	-	25%	22%	-	-
Quite good	(+1)	16	4	12	7	8	1	1	2	1	6	6	-	12	2	2	1	1	1	-	2	1	1	-	6	3	-	-
		33%	27%	36%	39%	32%	20%	33%	20%	50%	40%	40%	-	43%	14%	33%	33%	100%	50%	-	67%	25%	33%	-	30%	33%	-	-
Neither good nor poor	(0)	19	6	13	4	12	3	1	4	1	3	8	2	9	7	3	1	-	-	-	-	3	-	2	8	4	1	-
		40%	40%	39%	22%	48%	60%	33%	40%	50%	20%	53%	67%	32%	50%	50%	33%	-	-	-	-	75%	-	100%	40%	44%	100%	-
Quite poor	(-1)	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-
		2%	7%	-	-	4%	-	-	10%	-	-	-	-	-	7%	-	-	-	-	-	-	-	33%	-	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	7%	-	-	-	-	-	-	-	-	-	5%	-	-	-
NET: Poor		2	1	1	1	1	-	-	1	-	1	-	-	-	2	-	-	-	-	-	-	-	1	-	1	-	-	-
		4%	7%	3%	6%	4%	-	-	10%	-	7%	-	-	-	14%	-	-	-	-	-	-	-	33%	-	5%	-	-	-
Mean		0.73	0.73	0.73	0.94	0.60	0.60	1.00	0.70	0.50	0.93	0.53	0.67	0.93	0.36	0.67	1.00	1.00	1.50	-	1.33	0.25	0.67	0.00	0.70	0.78	0.00	-
Standard deviation		0.92	0.96	0.91	1.06	0.82	0.89	1.00	1.06	0.71	1.10	0.64	1.15	0.77	1.15	0.82	1.00	-	0.71	-	0.58	0.50	1.53	0.00	1.03	0.83	-	-
Standard error		0.13	0.25	0.16	0.25	0.16	0.40	0.58	0.33	0.50	0.28	0.17	0.67	0.14	0.31	0.33	0.58	-	0.50	-	0.33	0.25	0.88	0.00	0.23	0.28	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 359

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		27 56%	24 67%	19 68%	9 60%	15 79%
Very good	(+2)	11 23%	11 31%	9 32%	5 33%	7 37%
Quite good	(+1)	16 33%	13 36%	10 36%	4 27%	8 42%
Neither good nor poor	(0)	19 40%	11 31%	7 25%	6 40%	4 21%
Quite poor	(-1)	1 2%	1 3%	1 4%	- -	- -
Very poor	(-2)	1 2%	- -	1 4%	- -	- -
NET: Poor		2 4%	1 3%	2 7%	- -	- -
Mean		0.73	0.94	0.89	0.93	1.16
Standard deviation		0.92	0.86	1.03	0.88	0.76
Standard error		0.13	0.14	0.19	0.23	0.18

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 360

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Customisation options****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
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-
NET: Good		32	10	22	12	16	4	1	7	2	11	9	2	21	8	3	2	1	2	-	3	2	2	-	13	6	1	-
		67%	67%	67%	67%	64%	80%	33%	70%	100%	73%	60%	67%	75%	57%	50%	67%	100%	100%	-	100%	50%	67%	-	65%	67%	100%	-
Very good	(+2)	12	3	9	5	7	-	-	3	-	5	4	-	8	2	2	-	-	1	-	1	-	-	-	8	2	-	-
		25%	20%	27%	28%	28%	-	-	30%	-	33%	27%	-	29%	14%	33%	-	-	50%	-	33%	-	-	-	40%	22%	-	-
Quite good	(+1)	20	7	13	7	9	4	1	4	2	6	5	2	13	6	1	2	1	1	-	2	2	2	-	5	4	1	-
		42%	47%	39%	39%	36%	80%	33%	40%	100%	40%	33%	67%	46%	43%	17%	67%	100%	50%	-	67%	50%	67%	-	25%	44%	100%	-
Neither good nor poor	(0)	15	5	10	5	9	1	2	3	-	3	6	1	7	6	2	1	-	-	-	-	1	1	2	7	3	-	-
		31%	33%	30%	28%	36%	20%	67%	30%	-	20%	40%	33%	25%	43%	33%	33%	-	-	-	-	25%	33%	100%	35%	33%	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	-	17%	-	-	-	-	-	25%	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	-	17%	-	-	-	-	-	25%	-	-	-	-	-	-
Mean		0.90	0.87	0.91	0.89	0.92	0.80	0.33	1.00	1.00	1.00	0.87	0.67	1.04	0.71	0.67	0.67	1.00	1.50	-	1.33	0.25	0.67	0.00	1.05	0.89	1.00	-
Standard deviation		0.81	0.74	0.84	0.90	0.81	0.45	0.58	0.82	0.00	0.93	0.83	0.58	0.74	0.73	1.21	0.58	-	0.71	-	0.58	0.96	0.58	0.00	0.89	0.78	-	-
Standard error		0.12	0.19	0.15	0.21	0.16	0.20	0.33	0.26	0.00	0.24	0.22	0.33	0.14	0.19	0.49	0.33	-	0.50	-	0.33	0.48	0.33	0.00	0.20	0.26	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 360

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		32 67%	28 78%	19 68%	12 80%	15 79%
Very good	(+2)	12 25%	11 31%	10 36%	4 27%	6 32%
Quite good	(+1)	20 42%	17 47%	9 32%	8 53%	9 47%
Neither good nor poor	(0)	15 31%	8 22%	8 29%	3 20%	3 16%
Quite poor	(-1)	1 2%	- -	1 4%	- -	1 5%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 2%	- -	1 4%	- -	1 5%
Mean		0.90	1.08	1.00	1.07	1.05
Standard deviation		0.81	0.73	0.90	0.70	0.85
Standard error		0.12	0.12	0.17	0.18	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 361

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-
NET: Good		32	11	21	11	18	3	2	7	2	9	11	1	23	6	3	1	1	2	-	3	1	2	-	13	8	1	-
		67%	73%	64%	61%	72%	60%	67%	70%	100%	60%	73%	33%	82%	43%	50%	33%	100%	100%	-	100%	25%	67%	-	65%	89%	100%	-
Very good	(+2)	14	5	9	6	6	2	-	4	1	6	2	1	10	3	1	-	-	1	-	1	-	-	-	8	4	-	-
		29%	33%	27%	33%	24%	40%	-	40%	50%	40%	13%	33%	36%	21%	17%	-	-	50%	-	33%	-	-	-	40%	44%	-	-
Quite good	(+1)	18	6	12	5	12	1	2	3	1	3	9	-	13	3	2	1	1	1	-	2	1	2	-	5	4	1	-
		38%	40%	36%	28%	48%	20%	67%	30%	50%	20%	60%	-	46%	21%	33%	33%	100%	50%	-	67%	25%	67%	-	25%	44%	100%	-
Neither good nor poor	(0)	15	4	11	6	7	2	1	3	-	5	4	2	5	8	2	2	-	-	-	-	2	1	2	7	1	-	-
		31%	27%	33%	33%	28%	40%	33%	30%	-	33%	27%	67%	18%	57%	33%	67%	-	-	-	-	50%	33%	100%	35%	11%	-	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	-	17%	-	-	-	-	-	25%	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	-	17%	-	-	-	-	-	25%	-	-	-	-	-	-
Mean		0.94	1.07	0.88	0.89	0.96	1.00	0.67	1.10	1.50	0.93	0.87	0.67	1.18	0.64	0.50	0.33	1.00	1.50	-	1.33	0.00	0.67	0.00	1.05	1.33	1.00	-
Standard deviation		0.84	0.80	0.86	0.96	0.73	1.00	0.58	0.88	0.71	1.03	0.64	1.15	0.72	0.84	1.05	0.58	-	0.71	-	0.58	0.82	0.58	0.00	0.89	0.71	-	-
Standard error		0.12	0.21	0.15	0.23	0.15	0.45	0.33	0.28	0.50	0.27	0.17	0.67	0.14	0.23	0.43	0.33	-	0.50	-	0.33	0.41	0.33	0.00	0.20	0.24	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 361

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		32 67%	27 75%	20 71%	9 60%	14 74%
Very good	(+2)	14 29%	13 36%	11 39%	5 33%	8 42%
Quite good	(+1)	18 38%	14 39%	9 32%	4 27%	6 32%
Neither good nor poor	(0)	15 31%	9 25%	7 25%	6 40%	4 21%
Quite poor	(-1)	1 2%	-	1 4%	-	1 5%
Very poor	(-2)	-	-	-	-	-
NET: Poor		1 2%	-	1 4%	-	1 5%
Mean		0.94	1.11	1.07	0.93	1.11
Standard deviation		0.84	0.78	0.90	0.88	0.94
Standard error		0.12	0.13	0.17	0.23	0.21

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 362

Q20b. You said you use Globalplayer to access podcasts. How good or bad, are they on each of the following?**The service is free****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	
Base		48	15	33	18	25	5	3	10	2	15	15	3	28	14	6	3	1	2	-	3	4	3	2	20	9	1	-	
NET: Good		43	13	30	14	24	5	1	10	2	13	14	3	25	13	5	2	-	2	-	3	3	3	2	18	9	1	-	
		90%	87%	91%	78%	96%	100%	33%	100%	100%	87%	93%	100%	89%	93%	83%	67%	-	100%	-	100%	75%	100%	100%	90%	100%	100%	-	
Very good	(+2)	23	8	15	7	13	3	1	6	1	6	7	2	14	5	4	1	-	1	-	1	-	2	2	8	8	-	-	
		48%	53%	45%	39%	52%	60%	33%	60%	50%	40%	47%	67%	50%	36%	67%	33%	-	50%	-	33%	-	67%	100%	40%	89%	-	-	
Quite good	(+1)	20	5	15	7	11	2	-	4	1	7	7	1	11	8	1	1	-	1	-	2	3	1	-	10	1	1	-	
		42%	33%	45%	39%	44%	40%	-	40%	50%	47%	47%	33%	39%	57%	17%	33%	-	50%	-	67%	75%	33%	-	50%	11%	100%	-	
Neither good nor poor	(0)	3	1	2	2	1	-	1	-	-	1	1	-	2	1	-	1	1	-	-	-	-	-	1	-	-	-		
		6%	7%	6%	11%	4%	-	33%	-	-	7%	7%	-	7%	7%	-	33%	100%	-	-	-	-	-	5%	-	-	-		
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	
		2%	-	3%	6%	-	-	-	-	-	7%	-	-	-	-	17%	-	-	-	-	-	25%	-	-	-	-	-	-	
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-		
		2%	7%	-	6%	-	-	33%	-	-	-	-	-	4%	-	-	-	-	-	-	-	-	-	5%	-	-	-		
NET: Poor		2	1	1	2	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-		
		4%	7%	3%	11%	-	-	33%	-	-	7%	-	-	4%	-	17%	-	-	-	-	-	25%	-	-	5%	-	-	-	
Mean		1.31	1.27	1.33	1.00	1.48	1.60	0.00	1.60	1.50	1.20	1.40	1.67	1.32	1.29	1.33	1.00	0.00	1.50	-	1.33	0.50	1.67	2.00	1.20	1.89	1.00	-	
Standard deviation		0.85	1.10	0.74	1.14	0.59	0.55	2.00	0.52	0.71	0.86	0.63	0.58	0.90	0.61	1.21	1.00	-	0.71	-	0.58	1.00	0.58	0.00	0.95	0.33	-	-	
Standard error		0.12	0.28	0.13	0.27	0.12	0.24	1.15	0.16	0.50	0.22	0.16	0.33	0.17	0.16	0.49	0.58	-	0.50	-	0.33	0.50	0.33	0.00	0.21	0.11	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 362

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		48	36	28	15	19
NET: Good		43 90%	33 92%	24 86%	13 87%	15 79%
Very good	(+2)	23 48%	17 47%	13 46%	3 20%	7 37%
Quite good	(+1)	20 42%	16 44%	11 39%	10 67%	8 42%
Neither good nor poor	(0)	3 6%	3 8%	3 11%	2 13%	3 16%
Quite poor	(-1)	1 2%	- -	1 4%	- -	1 5%
Very poor	(-2)	1 2%	- -	- -	- -	- -
NET: Poor		2 4%	- -	1 4%	- -	1 5%
Mean		1.31	1.39	1.29	1.07	1.11
Standard deviation		0.85	0.64	0.81	0.59	0.88
Standard error		0.12	0.11	0.15	0.15	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 363

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

		Aspects															Social sharing options, e.g. short clip shares	
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	The service is free
Base		9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9
NET: Good		7 78%	6 67%	8 89%	9 100%	8 89%	7 78%	7 78%	7 78%	7 78%	7 78%	6 67%	7 78%	7 78%	7 78%	6 67%	4 44%	8 89%
Very good	(+2)	3 33%	1 11%	2 22%	3 33%	-	1 11%	1 11%	2 22%	4 44%	2 22%	2 22%	1 11%	2 22%	1 11%	-	1 11%	4 44%
Quite good	(+1)	4 44%	5 56%	6 67%	6 67%	8 89%	6 67%	6 67%	5 56%	3 33%	5 56%	5 56%	5 56%	5 56%	6 67%	6 67%	6 67%	4 44%
Neither good nor poor	(0)	2 22%	2 22%	1 11%	-	1 11%	2 22%	2 22%	1 11%	1 11%	2 22%	2 22%	3 33%	2 22%	2 22%	2 22%	2 22%	-
Quite poor	(-1)	-	1 11%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	1 11%	1 11%	-	-	-	-	-	-	1 11%	1 11%
NET: Poor		-	1 11%	-	-	-	-	-	1 11%	1 11%	-	-	-	-	-	-	1 11%	1 11%
Mean		1.11	0.67	1.11	1.33	0.89	0.89	0.89	0.78	1.00	1.00	1.00	0.78	1.00	0.89	0.89	0.44	1.11
Standard deviation		0.78	0.87	0.60	0.50	0.33	0.60	0.60	1.20	1.32	0.71	0.71	0.67	0.71	0.60	0.60	1.01	1.27
Standard error		0.26	0.29	0.20	0.17	0.11	0.20	0.20	0.40	0.44	0.24	0.24	0.22	0.24	0.20	0.20	0.34	0.42

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 364

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Range 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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		7	2	5	3	3	1	1	-	1	2	3	-	5	2	-	-	-	1	-	3	-	-	-	1	-	2	-
		78%	67%	83%	75%	100%	50%	100%	-	50%	67%	100%	-	83%	67%	-	-	-	100%	-	100%	-	-	-	100%	-	100%	-
Very good	(+2)	3	1	2	1	1	1	-	-	1	1	1	-	3	-	-	-	-	1	-	2	-	-	-	-	-	-	-
		33%	33%	33%	25%	33%	50%	-	-	50%	33%	33%	-	50%	-	-	-	-	100%	-	67%	-	-	-	-	-	-	-
Quite good	(+1)	4	1	3	2	2	-	1	-	-	1	2	-	2	2	-	-	-	-	-	1	-	-	-	1	-	2	-
		44%	33%	50%	50%	67%	-	100%	-	-	33%	67%	-	33%	67%	-	-	-	-	-	33%	-	-	-	100%	-	100%	-
Neither good nor poor	(0)	2	1	1	1	-	1	-	-	1	1	-	-	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-
		22%	33%	17%	25%	-	50%	-	-	50%	33%	-	-	17%	33%	-	-	100%	-	-	-	100%	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.11	1.00	1.17	1.00	1.33	1.00	1.00	-	1.00	1.00	1.33	-	1.33	0.67	-	-	0.00	2.00	-	1.67	0.00	-	-	1.00	-	1.00	-
Standard deviation		0.78	1.00	0.75	0.82	0.58	1.41	-	-	1.41	1.00	0.58	-	0.82	0.58	-	-	-	-	-	0.58	-	-	-	-	-	0.00	-
Standard error		0.26	0.58	0.31	0.41	0.33	1.00	-	-	1.00	0.58	0.33	-	0.33	0.33	-	-	-	-	-	0.33	-	-	-	-	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 364

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7 78%	4 80%	-	-	-
Very good	(+2)	3 33%	2 40%	-	-	-
Quite good	(+1)	4 44%	2 40%	-	-	-
Neither good nor poor	(0)	2 22%	1 20%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.11	1.20	-	-	-
Standard deviation		0.78	0.84	-	-	-
Standard error		0.26	0.37	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 365

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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 Ireland
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		6	2	4	3	2	1	1	-	1	2	2	-	4	2	-	-	-	1	-	3	-	-	-	1	-	1	-
		67%	67%	67%	75%	67%	50%	100%	-	50%	67%	67%	-	67%	67%	-	-	-	100%	-	100%	-	-	-	100%	-	50%	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
		11%	-	17%	-	33%	-	-	-	-	-	33%	-	17%	-	-	-	-	-	-	33%	-	-	-	-	-	-	-
Quite good	(+1)	5	2	3	3	1	1	1	-	1	2	1	-	3	2	-	-	-	1	-	2	-	-	-	1	-	1	-
		56%	67%	50%	75%	33%	50%	100%	-	50%	67%	33%	-	50%	67%	-	-	-	100%	-	67%	-	-	-	100%	-	50%	-
Neither good nor poor	(0)	2	-	2	1	1	-	-	-	-	1	1	-	2	-	-	-	1	-	-	-	-	-	-	-	-	1	-
		22%	-	33%	25%	33%	-	-	-	-	33%	33%	-	33%	-	-	-	100%	-	-	-	-	-	-	-	-	50%	-
Quite poor	(-1)	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
		11%	33%	-	-	-	50%	-	-	50%	-	-	-	-	33%	-	-	-	-	-	-	100%	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
		11%	33%	-	-	-	50%	-	-	50%	-	-	-	-	33%	-	-	-	-	-	100%	-	-	-	-	-	-	-
Mean		0.67	0.33	0.83	0.75	1.00	0.00	1.00	-	0.00	0.67	1.00	-	0.83	0.33	-	-	0.00	1.00	-	1.33	-1.00	-	-	1.00	-	0.50	-
Standard deviation		0.87	1.15	0.75	0.50	1.00	1.41	-	-	1.41	0.58	1.00	-	0.75	1.15	-	-	-	-	-	0.58	-	-	-	-	-	0.71	-
Standard error		0.29	0.67	0.31	0.25	0.58	1.00	-	-	1.00	0.33	0.58	-	0.31	0.67	-	-	-	-	-	0.33	-	-	-	-	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 365

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		6 67%	4 80%	-	-	-
Very good	(+2)	1 11%	1 20%	-	-	-
Quite good	(+1)	5 56%	3 60%	-	-	-
Neither good nor poor	(0)	2 22%	-	-	-	-
Quite poor	(-1)	1 11%	1 20%	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		1 11%	1 20%	-	-	-
Mean		0.67	0.80	-	-	-
Standard deviation		0.87	1.10	-	-	-
Standard error		0.29	0.49	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 366

Q20b. You said you use Planet 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
Base	9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good	8	3	5	3	3	2	1	-	2	2	3	-	5	3	-	-	-	1	-	3	1	-	-	1	-	2	-
	89%	100%	83%	75%	100%	100%	100%	-	100%	67%	100%	-	83%	100%	-	-	-	100%	-	100%	100%	-	-	100%	-	100%	-
Very good	(+2)	2	1	1	-	1	-	-	1	-	1	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-
	22%	33%	17%	-	33%	50%	-	-	50%	-	33%	-	33%	-	-	-	-	-	-	67%	-	-	-	-	-	-	-
Quite good	(+1)	6	2	4	3	2	1	-	1	2	2	-	3	3	-	-	-	1	-	1	1	-	-	1	-	2	-
	67%	67%	67%	75%	67%	50%	100%	-	50%	67%	67%	-	50%	100%	-	-	-	100%	-	33%	100%	-	-	100%	-	100%	-
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.11	1.33	1.00	0.75	1.33	1.50	1.00	-	1.50	0.67	1.33	-	1.17	1.00	-	-	0.00	1.00	-	1.67	1.00	-	-	1.00	-	1.00	-
Standard deviation	0.60	0.58	0.63	0.50	0.58	0.71	-	-	0.71	0.58	0.58	-	0.75	0.00	-	-	-	-	-	0.58	-	-	-	-	-	0.00	-
Standard error	0.20	0.33	0.26	0.25	0.33	0.50	-	-	0.50	0.33	0.33	-	0.31	0.00	-	-	-	-	-	0.33	-	-	-	-	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 366

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		8 89%	5 100%	-	-	-
Very good	(+2)	2 22%	2 40%	-	-	-
Quite good	(+1)	6 67%	3 60%	-	-	-
Neither good nor poor	(0)	1 11%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.11	1.40	-	-	-
Standard deviation		0.60	0.55	-	-	-
Standard error		0.20	0.24	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 367

Q20b. You said you use Planet 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	Northern Ireland
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
		100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-	100%	100%	-	-	100%	100%	-	100%	100%	-	-	100%	-	100%	-
Very good	(+2)	3	-	3	1	2	-	-	-	-	1	2	-	3	-	-	-	-	1	-	1	-	-	-	-	-	1	-
		33%	-	50%	25%	67%	-	-	-	-	33%	67%	-	50%	-	-	-	-	100%	-	33%	-	-	-	-	-	50%	-
Quite good	(+1)	6	3	3	3	1	2	1	-	2	2	1	-	3	3	-	-	1	-	-	2	1	-	-	1	-	1	-
		67%	100%	50%	75%	33%	100%	100%	-	100%	67%	33%	-	50%	100%	-	-	100%	-	-	67%	100%	-	-	100%	-	50%	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.33	1.00	1.50	1.25	1.67	1.00	1.00	-	1.00	1.33	1.67	-	1.50	1.00	-	-	1.00	2.00	-	1.33	1.00	-	-	1.00	-	1.50	-
Standard deviation		0.50	0.00	0.55	0.50	0.58	0.00	-	-	0.00	0.58	0.58	-	0.55	0.00	-	-	-	-	-	0.58	-	-	-	-	-	0.71	-
Standard error		0.17	0.00	0.22	0.25	0.33	0.00	-	-	0.00	0.33	0.33	-	0.22	0.00	-	-	-	-	-	0.33	-	-	-	-	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 367

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		9	5	-	-	-
		100%	100%	-	-	-
Very good	(+2)	3	1	-	-	-
		33%	20%	-	-	-
Quite good	(+1)	6	4	-	-	-
		67%	80%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.33	1.20	-	-	-
Standard deviation		0.50	0.45	-	-	-
Standard error		0.17	0.20	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 368

Q20b. You said you use Planet 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
Base	9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good	8	3	5	3	3	2	1	-	2	2	3	-	5	3	-	-	-	1	-	3	1	-	-	1	-	2	-
	89%	100%	83%	75%	100%	100%	100%	-	100%	67%	100%	-	83%	100%	-	-	-	100%	-	100%	100%	-	-	100%	-	100%	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	8	3	5	3	3	2	-	2	2	3	-	5	3	-	-	-	1	-	3	1	-	-	1	-	2	-
		89%	100%	83%	75%	100%	100%	-	100%	67%	100%	-	83%	100%	-	-	-	100%	-	100%	100%	-	-	100%	-	100%	-
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		11%	-	17%	25%	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.89	1.00	0.83	0.75	1.00	1.00	1.00	-	1.00	0.67	1.00	-	0.83	1.00	-	-	0.00	1.00	-	1.00	1.00	-	-	1.00	-	1.00	-
Standard deviation	0.33	0.00	0.41	0.50	0.00	0.00	-	-	0.00	0.58	0.00	-	0.41	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-
Standard error	0.11	0.00	0.17	0.25	0.00	0.00	-	-	0.00	0.33	0.00	-	0.17	0.00	-	-	-	-	-	0.00	-	-	-	-	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 368

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		8 89%	5 100%	-	-	-
Very good	(+2)	-	-	-	-	-
Quite good	(+1)	8 89%	5 100%	-	-	-
Neither good nor poor	(0)	1 11%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.89	1.00	-	-	-
Standard deviation		0.33	0.00	-	-	-
Standard error		0.11	0.00	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 369

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		7	2	5	4	2	1	1	-	1	3	2	-	5	2	-	-	1	1	-	3	-	-	-	1	-	1	-
		78%	67%	83%	100%	67%	50%	100%	-	50%	100%	67%	-	83%	67%	-	-	100%	100%	-	100%	-	-	-	100%	-	50%	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
		11%	-	17%	-	33%	-	-	-	-	-	33%	-	17%	-	-	-	-	-	-	33%	-	-	-	-	-	-	-
Quite good	(+1)	6	2	4	4	1	1	1	-	1	3	1	-	4	2	-	-	1	1	-	2	-	-	-	1	-	1	-
		67%	67%	67%	100%	33%	50%	100%	-	50%	100%	33%	-	67%	67%	-	-	100%	100%	-	67%	-	-	-	100%	-	50%	-
Neither good nor poor	(0)	2	1	1	-	1	1	-	-	1	-	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-
		22%	33%	17%	-	33%	50%	-	-	50%	-	33%	-	17%	33%	-	-	-	-	-	-	100%	-	-	-	-	50%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.89	0.67	1.00	1.00	1.00	0.50	1.00	-	0.50	1.00	1.00	-	1.00	0.67	-	-	1.00	1.00	-	1.33	0.00	-	-	1.00	-	0.50	-
Standard deviation		0.60	0.58	0.63	0.00	1.00	0.71	-	-	0.71	0.00	1.00	-	0.63	0.58	-	-	-	-	-	0.58	-	-	-	-	-	0.71	-
Standard error		0.20	0.33	0.26	0.00	0.58	0.50	-	-	0.50	0.00	0.58	-	0.26	0.33	-	-	-	-	-	0.33	-	-	-	-	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 369

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7 78%	3 60%	-	-	-
Very good	(+2)	1 11%	1 20%	-	-	-
Quite good	(+1)	6 67%	2 40%	-	-	-
Neither good nor poor	(0)	2 22%	2 40%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.89	0.80	-	-	-
Standard deviation		0.60	0.84	-	-	-
Standard error		0.20	0.37	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 370

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		7	2	5	4	2	1	1	-	1	3	2	-	5	2	-	-	1	1	-	3	-	-	-	1	-	1	-
		78%	67%	83%	100%	67%	50%	100%	-	50%	100%	67%	-	83%	67%	-	-	100%	100%	-	100%	-	-	-	100%	-	50%	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
		11%	-	17%	-	33%	-	-	-	-	-	33%	-	17%	-	-	-	-	-	-	33%	-	-	-	-	-	-	-
Quite good	(+1)	6	2	4	4	1	1	1	-	1	3	1	-	4	2	-	-	1	1	-	2	-	-	-	1	-	1	-
		67%	67%	67%	100%	33%	50%	100%	-	50%	100%	33%	-	67%	67%	-	-	100%	100%	-	67%	-	-	-	100%	-	50%	-
Neither good nor poor	(0)	2	1	1	-	1	1	-	-	1	-	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-
		22%	33%	17%	-	33%	50%	-	-	50%	-	33%	-	17%	33%	-	-	-	-	-	-	100%	-	-	-	-	50%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.89	0.67	1.00	1.00	1.00	0.50	1.00	-	0.50	1.00	1.00	-	1.00	0.67	-	-	1.00	1.00	-	1.33	0.00	-	-	1.00	-	0.50	-
Standard deviation		0.60	0.58	0.63	0.00	1.00	0.71	-	-	0.71	0.00	1.00	-	0.63	0.58	-	-	-	-	-	0.58	-	-	-	-	-	0.71	-
Standard error		0.20	0.33	0.26	0.00	0.58	0.50	-	-	0.50	0.00	0.58	-	0.26	0.33	-	-	-	-	-	0.33	-	-	-	-	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 370

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7 78%	4 80%	-	-	-
Very good	(+2)	1 11%	1 20%	-	-	-
Quite good	(+1)	6 67%	3 60%	-	-	-
Neither good nor poor	(0)	2 22%	1 20%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.89	1.00	-	-	-
Standard deviation		0.60	0.71	-	-	-
Standard error		0.20	0.32	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 371

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		7	2	5	3	3	1	1	-	1	2	3	-	5	2	-	-	-	1	-	3	-	-	-	1	-	2	-
		78%	67%	83%	75%	100%	50%	100%	-	50%	67%	100%	-	83%	67%	-	-	-	100%	-	100%	-	-	-	100%	-	100%	-
Very good	(+2)	2	-	2	1	1	-	-	-	-	1	1	-	2	-	-	-	-	1	-	-	-	-	-	-	-	1	-
		22%	-	33%	25%	33%	-	-	-	-	33%	33%	-	33%	-	-	-	-	100%	-	-	-	-	-	-	-	50%	-
Quite good	(+1)	5	2	3	2	2	1	1	-	1	1	2	-	3	2	-	-	-	-	-	3	-	-	-	1	-	1	-
		56%	67%	50%	50%	67%	50%	100%	-	50%	33%	67%	-	50%	67%	-	-	-	-	-	100%	-	-	-	100%	-	50%	-
Neither good nor poor	(0)	1	1	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-
		11%	33%	-	-	-	50%	-	-	50%	-	-	-	-	33%	-	-	-	-	-	100%	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Mean		0.78	0.67	0.83	0.50	1.33	0.50	1.00	-	0.50	0.33	1.33	-	0.83	0.67	-	-	-2.00	2.00	-	1.00	0.00	-	-	1.00	-	1.50	-
Standard deviation		1.20	0.58	1.47	1.73	0.58	0.71	-	-	0.71	2.08	0.58	-	1.47	0.58	-	-	-	-	-	0.00	-	-	-	-	-	0.71	-
Standard error		0.40	0.33	0.60	0.87	0.33	0.50	-	-	0.50	1.20	0.33	-	0.60	0.33	-	-	-	-	-	0.00	-	-	-	-	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 371

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7 78%	4 80%	-	-	-
Very good	(+2)	2 22%	-	-	-	-
Quite good	(+1)	5 56%	4 80%	-	-	-
Neither good nor poor	(0)	1 11%	1 20%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	1 11%	-	-	-	-
NET: Poor		1 11%	-	-	-	-
Mean		0.78	0.80	-	-	-
Standard deviation		1.20	0.45	-	-	-
Standard error		0.40	0.20	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 372

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

Can use it easily on my smartphone

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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		7	3	4	2	3	2	1	-	2	1	3	-	5	2	-	-	-	1	-	3	1	-	-	-	-	2	-
		78%	100%	67%	50%	100%	100%	100%	-	100%	33%	100%	-	83%	67%	-	-	-	100%	-	100%	100%	-	-	-	-	100%	-
Very good	(+2)	4	2	2	1	1	2	-	-	2	1	1	-	3	1	-	-	-	1	-	2	1	-	-	-	-	-	-
		44%	67%	33%	25%	33%	100%	-	-	100%	33%	33%	-	50%	33%	-	-	-	100%	-	67%	100%	-	-	-	-	-	-
Quite good	(+1)	3	1	2	1	2	-	1	-	-	-	2	-	2	1	-	-	-	-	-	1	-	-	-	-	-	2	-
		33%	33%	33%	25%	67%	-	100%	-	-	-	67%	-	33%	33%	-	-	-	-	-	33%	-	-	-	-	-	100%	-
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	-	33%	-	-	-	-	-	-	-	-	-	100%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Mean		1.00	1.67	0.67	0.25	1.33	2.00	1.00	-	2.00	0.00	1.33	-	1.00	1.00	-	-	-2.00	2.00	-	1.67	2.00	-	-	0.00	-	1.00	-
Standard deviation		1.32	0.58	1.51	1.71	0.58	0.00	-	-	0.00	2.00	0.58	-	1.55	1.00	-	-	-	-	-	0.58	-	-	-	-	-	0.00	-
Standard error		0.44	0.33	0.61	0.85	0.33	0.00	-	-	0.00	1.15	0.33	-	0.63	0.58	-	-	-	-	-	0.33	-	-	-	-	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 372

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7 78%	5 100%	-	-	-
Very good	(+2)	4 44%	3 60%	-	-	-
Quite good	(+1)	3 33%	2 40%	-	-	-
Neither good nor poor	(0)	1 11%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	1 11%	-	-	-	-
NET: Poor		1 11%	-	-	-	-
Mean		1.00	1.60	-	-	-
Standard deviation		1.32	0.55	-	-	-
Standard error		0.44	0.24	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 373

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base	9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good	7	2	5	3	3	1	1	-	1	2	3	-	5	2	-	-	-	1	-	3	-	-	-	1	-	2	-
	78%	67%	83%	75%	100%	50%	100%	-	50%	67%	100%	-	83%	67%	-	-	-	100%	-	100%	-	-	-	100%	-	100%	-
Very good	(+2)	2	1	1	-	1	-	-	1	-	1	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-
	22%	33%	17%	-	33%	50%	-	-	50%	-	33%	-	33%	-	-	-	-	-	-	67%	-	-	-	-	-	-	-
Quite good	(+1)	5	1	4	3	2	1	-	-	2	2	-	3	2	-	-	-	1	-	1	-	-	-	1	-	2	-
	56%	33%	67%	75%	67%	-	100%	-	-	67%	67%	-	50%	67%	-	-	-	100%	-	33%	-	-	-	100%	-	100%	-
Neither good nor poor	(0)	2	1	1	-	1	-	-	1	1	-	-	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	22%	33%	17%	25%	-	50%	-	-	50%	33%	-	-	17%	33%	-	-	100%	-	-	-	100%	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.00	1.00	1.00	0.75	1.33	1.00	1.00	-	1.00	0.67	1.33	-	1.17	0.67	-	-	0.00	1.00	-	1.67	0.00	-	-	1.00	-	1.00	-
Standard deviation	0.71	1.00	0.63	0.50	0.58	1.41	-	-	1.41	0.58	0.58	-	0.75	0.58	-	-	-	-	-	0.58	-	-	-	-	-	0.00	-
Standard error	0.24	0.58	0.26	0.25	0.33	1.00	-	-	1.00	0.33	0.33	-	0.31	0.33	-	-	-	-	-	0.33	-	-	-	-	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 373

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7 78%	4 80%	-	-	-
Very good	(+2)	2 22%	2 40%	-	-	-
Quite good	(+1)	5 56%	2 40%	-	-	-
Neither good nor poor	(0)	2 22%	1 20%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.00	1.20	-	-	-
Standard deviation		0.71	0.84	-	-	-
Standard error		0.24	0.37	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 374

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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
Base	9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good	7	2	5	3	3	1	1	-	1	2	3	-	5	2	-	-	-	1	-	3	-	-	-	1	-	2	-
	78%	67%	83%	75%	100%	50%	100%	-	50%	67%	100%	-	83%	67%	-	-	-	100%	-	100%	-	-	-	100%	-	100%	-
Very good	(+2)	2	-	2	1	1	-	-	-	1	1	-	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	22%	-	33%	25%	33%	-	-	-	-	33%	33%	-	33%	-	-	-	-	100%	-	33%	-	-	-	-	-	-	-
Quite good	(+1)	5	2	3	2	2	1	1	-	1	1	2	3	2	-	-	-	-	-	2	-	-	-	1	-	2	-
	56%	67%	50%	50%	67%	50%	100%	-	50%	33%	67%	-	50%	67%	-	-	-	-	-	67%	-	-	-	100%	-	100%	-
Neither good nor poor	(0)	2	1	1	1	-	1	-	-	1	1	-	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-
	22%	33%	17%	25%	-	50%	-	-	50%	33%	-	-	17%	33%	-	-	100%	-	-	-	100%	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.00	0.67	1.17	1.00	1.33	0.50	1.00	-	0.50	1.00	1.33	-	1.17	0.67	-	-	0.00	2.00	-	1.33	0.00	-	-	1.00	-	1.00	-
Standard deviation	0.71	0.58	0.75	0.82	0.58	0.71	-	-	0.71	1.00	0.58	-	0.75	0.58	-	-	-	-	-	0.58	-	-	-	-	-	0.00	-
Standard error	0.24	0.33	0.31	0.41	0.33	0.50	-	-	0.50	0.58	0.33	-	0.31	0.33	-	-	-	-	-	0.33	-	-	-	-	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 374

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7	4	-	-	-
		78%	80%	-	-	-
Very good	(+2)	2	1	-	-	-
		22%	20%	-	-	-
Quite good	(+1)	5	3	-	-	-
		56%	60%	-	-	-
Neither good nor poor	(0)	2	1	-	-	-
		22%	20%	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.00	1.00	-	-	-
Standard deviation		0.71	0.71	-	-	-
Standard error		0.24	0.32	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 375

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Episode previews****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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		6	2	4	3	2	1	1	-	1	2	2	-	4	2	-	-	-	1	-	3	-	-	-	1	-	1	-
		67%	67%	67%	75%	67%	50%	100%	-	50%	67%	67%	-	67%	67%	-	-	-	100%	-	100%	-	-	-	100%	-	50%	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
		11%	-	17%	-	33%	-	-	-	-	-	33%	-	17%	-	-	-	-	-	-	33%	-	-	-	-	-	-	-
Quite good	(+1)	5	2	3	3	1	1	1	-	1	2	1	-	3	2	-	-	-	1	-	2	-	-	-	1	-	1	-
		56%	67%	50%	75%	33%	50%	100%	-	50%	67%	33%	-	50%	67%	-	-	-	100%	-	67%	-	-	-	100%	-	50%	-
Neither good nor poor	(0)	3	1	2	1	1	1	-	-	1	1	1	-	2	1	-	-	1	-	-	-	1	-	-	-	-	1	-
		33%	33%	33%	25%	33%	50%	-	-	50%	33%	33%	-	33%	33%	-	-	100%	-	-	-	100%	-	-	-	-	50%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.78	0.67	0.83	0.75	1.00	0.50	1.00	-	0.50	0.67	1.00	-	0.83	0.67	-	-	0.00	1.00	-	1.33	0.00	-	-	1.00	-	0.50	-
Standard deviation		0.67	0.58	0.75	0.50	1.00	0.71	-	-	0.71	0.58	1.00	-	0.75	0.58	-	-	-	-	-	0.58	-	-	-	-	-	0.71	-
Standard error		0.22	0.33	0.31	0.25	0.58	0.50	-	-	0.50	0.33	0.58	-	0.31	0.33	-	-	-	-	-	0.33	-	-	-	-	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 375

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		6 67%	4 80%	-	-	-
Very good	(+2)	1 11%	1 20%	-	-	-
Quite good	(+1)	5 56%	3 60%	-	-	-
Neither good nor poor	(0)	3 33%	1 20%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.78	1.00	-	-	-
Standard deviation		0.67	0.71	-	-	-
Standard error		0.22	0.32	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 376

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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
Base	9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good	7	3	4	2	3	2	1	-	2	1	3	-	5	2	-	-	-	1	-	3	1	-	-	-	-	2	-
	78%	100%	67%	50%	100%	100%	100%	-	100%	33%	100%	-	83%	67%	-	-	-	100%	-	100%	100%	-	-	-	-	100%	-
Very good	(+2)	2	-	2	1	1	-	-	-	1	1	-	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	22%	-	33%	25%	33%	-	-	-	-	33%	33%	-	33%	-	-	-	-	100%	-	33%	-	-	-	-	-	-	-
Quite good	(+1)	5	3	2	1	2	1	-	2	-	2	-	3	2	-	-	-	-	-	2	1	-	-	-	-	2	-
	56%	100%	33%	25%	67%	100%	100%	-	100%	-	67%	-	50%	67%	-	-	-	-	-	67%	100%	-	-	-	-	100%	-
Neither good nor poor	(0)	2	-	2	2	-	-	-	-	2	-	-	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-
	22%	-	33%	50%	-	-	-	-	-	67%	-	-	17%	33%	-	-	100%	-	-	-	-	-	-	100%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.00	1.00	1.00	0.75	1.33	1.00	1.00	-	1.00	0.67	1.33	-	1.17	0.67	-	-	0.00	2.00	-	1.33	1.00	-	-	0.00	-	1.00	-
Standard deviation	0.71	0.00	0.89	0.96	0.58	0.00	-	-	0.00	1.15	0.58	-	0.75	0.58	-	-	-	-	-	0.58	-	-	-	-	-	0.00	-
Standard error	0.24	0.00	0.37	0.48	0.33	0.00	-	-	0.00	0.67	0.33	-	0.31	0.33	-	-	-	-	-	0.33	-	-	-	-	-	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 376

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Play video as audio****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7 78%	5 100%	-	-	-
Very good	(+2)	2 22%	1 20%	-	-	-
Quite good	(+1)	5 56%	4 80%	-	-	-
Neither good nor poor	(0)	2 22%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.00	1.20	-	-	-
Standard deviation		0.71	0.45	-	-	-
Standard error		0.24	0.20	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 377

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		7	2	5	4	2	1	1	-	1	3	2	-	5	2	-	-	1	1	-	3	-	-	-	1	-	1	-
		78%	67%	83%	100%	67%	50%	100%	-	50%	100%	67%	-	83%	67%	-	-	100%	100%	-	100%	-	-	-	100%	-	50%	-
Very good	(+2)	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
		11%	33%	-	-	-	50%	-	-	50%	-	-	-	17%	-	-	-	-	-	-	33%	-	-	-	-	-	-	-
Quite good	(+1)	6	1	5	4	2	-	1	-	-	3	2	-	4	2	-	-	1	1	-	2	-	-	-	1	-	1	-
		67%	33%	83%	100%	67%	-	100%	-	-	100%	67%	-	67%	67%	-	-	100%	100%	-	67%	-	-	-	100%	-	50%	-
Neither good nor poor	(0)	2	1	1	-	1	1	-	-	1	-	1	-	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-
		22%	33%	17%	-	33%	50%	-	-	50%	-	33%	-	17%	33%	-	-	-	-	-	-	100%	-	-	-	-	50%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.89	1.00	0.83	1.00	0.67	1.00	1.00	-	1.00	1.00	0.67	-	1.00	0.67	-	-	1.00	1.00	-	1.33	0.00	-	-	1.00	-	0.50	-
Standard deviation		0.60	1.00	0.41	0.00	0.58	1.41	-	-	1.41	0.00	0.58	-	0.63	0.58	-	-	-	-	-	0.58	-	-	-	-	-	0.71	-
Standard error		0.20	0.58	0.17	0.00	0.33	1.00	-	-	1.00	0.00	0.33	-	0.26	0.33	-	-	-	-	-	0.33	-	-	-	-	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 377

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7 78%	4 80%	-	-	-
Very good	(+2)	1 11%	1 20%	-	-	-
Quite good	(+1)	6 67%	3 60%	-	-	-
Neither good nor poor	(0)	2 22%	1 20%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.89	1.00	-	-	-
Standard deviation		0.60	0.71	-	-	-
Standard error		0.20	0.32	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 378

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Push notifications****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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		7	2	5	4	2	1	1	-	1	3	2	-	5	2	-	-	1	1	-	3	-	-	-	1	-	1	-
		78%	67%	83%	100%	67%	50%	100%	-	50%	100%	67%	-	83%	67%	-	-	100%	100%	-	100%	-	-	-	100%	-	50%	-
Very good	(+2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-
Quite good	(+1)	6	2	4	3	2	1	1	-	1	2	2	-	4	2	-	-	1	-	-	3	-	-	-	1	-	1	-
		67%	67%	67%	75%	67%	50%	100%	-	50%	67%	67%	-	67%	67%	-	-	100%	-	-	100%	-	-	-	100%	-	50%	-
Neither good nor poor	(0)	2	1	1	-	1	1	-	-	1	-	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-
		22%	33%	17%	-	33%	50%	-	-	50%	-	33%	-	17%	33%	-	-	-	-	-	100%	-	-	-	-	-	50%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.89	0.67	1.00	1.25	0.67	0.50	1.00	-	0.50	1.33	0.67	-	1.00	0.67	-	-	1.00	2.00	-	1.00	0.00	-	-	1.00	-	0.50	-
Standard deviation		0.60	0.58	0.63	0.50	0.58	0.71	-	-	0.71	0.58	0.58	-	0.63	0.58	-	-	-	-	-	0.00	-	-	-	-	-	0.71	-
Standard error		0.20	0.33	0.26	0.25	0.33	0.50	-	-	0.50	0.33	0.33	-	0.26	0.33	-	-	-	-	-	0.00	-	-	-	-	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 378

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		7 78%	3 60%	-	-	-
Very good	(+2)	1 11%	-	-	-	-
Quite good	(+1)	6 67%	3 60%	-	-	-
Neither good nor poor	(0)	2 22%	2 40%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.89	0.60	-	-	-
Standard deviation		0.60	0.55	-	-	-
Standard error		0.20	0.24	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 379

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Customisation options****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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		6	2	4	3	2	1	1	-	1	2	2	-	4	2	-	-	-	1	-	3	-	-	-	1	-	1	-
		67%	67%	67%	75%	67%	50%	100%	-	50%	67%	67%	-	67%	67%	-	-	-	100%	-	100%	-	-	-	100%	-	50%	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	6	2	4	3	2	1	1	-	1	2	2	-	4	2	-	-	-	1	-	3	-	-	-	1	-	1	-
		67%	67%	67%	75%	67%	50%	100%	-	50%	67%	67%	-	67%	67%	-	-	-	100%	-	100%	-	-	-	100%	-	50%	-
Neither good nor poor	(0)	2	1	1	-	1	1	-	-	1	-	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-
		22%	33%	17%	-	33%	50%	-	-	50%	-	33%	-	17%	33%	-	-	-	-	-	100%	-	-	-	-	-	50%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-
Mean		0.44	0.67	0.33	0.25	0.67	0.50	1.00	-	0.50	0.00	0.67	-	0.33	0.67	-	-	-2.00	1.00	-	1.00	0.00	-	-	1.00	-	0.50	-
Standard deviation		1.01	0.58	1.21	1.50	0.58	0.71	-	-	0.71	1.73	0.58	-	1.21	0.58	-	-	-	-	-	0.00	-	-	-	-	-	0.71	-
Standard error		0.34	0.33	0.49	0.75	0.33	0.50	-	-	0.50	1.00	0.33	-	0.49	0.33	-	-	-	-	-	0.00	-	-	-	-	-	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 379

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		6 67%	4 80%	-	-	-
Very good	(+2)	-	-	-	-	-
Quite good	(+1)	6 67%	4 80%	-	-	-
Neither good nor poor	(0)	2 22%	1 20%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	1 11%	-	-	-	-
NET: Poor		1 11%	-	-	-	-
Mean		0.44	0.80	-	-	-
Standard deviation		1.01	0.45	-	-	-
Standard error		0.34	0.20	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 380

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-
NET: Good		4	2	2	2	1	1	1	-	1	1	1	-	3	1	-	-	-	1	-	3	-	-	-	-	-	-	-
		44%	67%	33%	50%	33%	50%	100%	-	50%	33%	33%	-	50%	33%	-	-	-	100%	-	100%	-	-	-	-	-	-	-
Very good	(+2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-
Quite good	(+1)	3	2	1	1	1	1	1	-	1	-	1	-	2	1	-	-	-	-	-	3	-	-	-	-	-	-	-
		33%	67%	17%	25%	33%	50%	100%	-	50%	-	33%	-	33%	33%	-	-	-	-	-	100%	-	-	-	-	-	-	-
Neither good nor poor	(0)	5	1	4	2	2	1	-	-	1	2	2	-	3	2	-	-	1	-	-	1	-	-	-	1	-	2	-
		56%	33%	67%	50%	67%	50%	-	-	50%	67%	67%	-	50%	67%	-	-	100%	-	-	100%	-	-	-	100%	-	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.56	0.67	0.50	0.75	0.33	0.50	1.00	-	0.50	0.67	0.33	-	0.67	0.33	-	-	0.00	2.00	-	1.00	0.00	-	-	0.00	-	0.00	-
Standard deviation		0.73	0.58	0.84	0.96	0.58	0.71	-	-	0.71	1.15	0.58	-	0.82	0.58	-	-	-	-	-	0.00	-	-	-	-	0.00	-	-
Standard error		0.24	0.33	0.34	0.48	0.33	0.50	-	-	0.50	0.67	0.33	-	0.33	0.33	-	-	-	-	-	0.00	-	-	-	-	0.00	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 380

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		4 44%	3 60%	-	-	-
Very good	(+2)	1 11%	-	-	-	-
Quite good	(+1)	3 33%	3 60%	-	-	-
Neither good nor poor	(0)	5 56%	2 40%	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.56	0.60	-	-	-
Standard deviation		0.73	0.55	-	-	-
Standard error		0.24	0.24	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 381

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**The service is free****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	
Base		9	3	6	4	3	2	1	-	2	3	3	-	6	3	-	-	1	1	-	3	1	-	-	1	-	2	-	
NET: Good		8	3	5	3	3	2	1	-	2	2	3	-	5	3	-	-	-	1	-	3	1	-	-	1	-	2	-	
		89%	100%	83%	75%	100%	100%	100%	-	100%	67%	100%	-	83%	100%	-	-	-	100%	-	100%	100%	-	-	100%	-	100%	-	
Very good	(+2)	4	1	3	1	2	1	-	-	1	1	2	-	4	-	-	-	-	1	-	2	-	-	-	-	-	1	-	
		44%	33%	50%	25%	67%	50%	-	-	50%	33%	67%	-	67%	-	-	-	-	100%	-	67%	-	-	-	-	-	50%	-	
Quite good	(+1)	4	2	2	2	1	1	1	-	1	1	1	-	1	3	-	-	-	-	-	1	1	-	-	1	-	1	-	
		44%	67%	33%	50%	33%	50%	100%	-	50%	33%	33%	-	17%	100%	-	-	-	-	-	33%	100%	-	-	100%	-	50%	-	
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
		11%	-	17%	25%	-	-	-	-	-	33%	-	-	17%	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	
Mean		1.11	1.33	1.00	0.50	1.67	1.50	1.00	-	1.50	0.33	1.67	-	1.17	1.00	-	-	-2.00	2.00	-	1.67	1.00	-	-	1.00	-	1.50	-	
Standard deviation		1.27	0.58	1.55	1.73	0.58	0.71	-	-	0.71	2.08	0.58	-	1.60	0.00	-	-	-	-	-	0.58	-	-	-	-	-	0.71	-	
Standard error		0.42	0.33	0.63	0.87	0.33	0.50	-	-	0.50	1.20	0.33	-	0.65	0.00	-	-	-	-	-	0.33	-	-	-	-	-	0.50	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 381

Q20b. You said you use Planet Radio to access podcasts. How good or bad, are they on each of the following?**The service is free****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		9	5	-	-	-
NET: Good		8 89%	5 100%	-	-	-
Very good	(+2)	4 44%	2 40%	-	-	-
Quite good	(+1)	4 44%	3 60%	-	-	-
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	1 11%	-	-	-	-
NET: Poor		1 11%	-	-	-	-
Mean		1.11	1.40	-	-	-
Standard deviation		1.27	0.55	-	-	-
Standard error		0.42	0.24	-	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 382

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

		Aspects															Social sharing options, e.g. short clip shares		
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options		The service is free
Base		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
NET: Good		11 73%	12 80%	12 80%	12 80%	11 73%	9 60%	7 47%	8 53%	13 87%	7 47%	6 40%	6 40%	5 33%	5 33%	6 40%	6 40%	4 27%	13 87%
Very good	(+2)	1 7%	4 27%	4 27%	4 27%	2 13%	1 7%	1 7%	- -	6 40%	3 20%	1 7%	- -	1 7%	- -	- -	- -	- -	5 33%
Quite good	(+1)	10 67%	8 53%	8 53%	8 53%	9 60%	8 53%	6 40%	8 53%	7 47%	4 27%	5 33%	6 40%	4 27%	5 33%	6 40%	6 40%	4 27%	8 53%
Neither good nor poor	(0)	4 27%	3 20%	3 20%	3 20%	4 27%	6 40%	7 47%	6 40%	2 13%	8 53%	9 60%	9 60%	10 67%	10 67%	9 60%	9 60%	11 73%	2 13%
Quite poor	(-1)	- -	- -	- -	- -	- -	- -	1 7%	1 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -	- -	1 7%	1 7%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		0.80	1.07	1.07	1.07	0.87	0.67	0.47	0.47	1.27	0.67	0.47	0.40	0.40	0.33	0.40	0.40	0.27	1.20
Standard deviation		0.56	0.70	0.70	0.70	0.64	0.62	0.74	0.64	0.70	0.82	0.64	0.51	0.63	0.49	0.51	0.51	0.46	0.68
Standard error		0.14	0.18	0.18	0.18	0.17	0.16	0.19	0.17	0.18	0.21	0.17	0.13	0.16	0.13	0.13	0.13	0.12	0.17

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 383

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Range 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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	11	5	6	2	8	1	1	3	1	1	5	-	5	4	2	1	-	1	1	-	1	-	-	4	1	2	-
	73%	71%	75%	100%	80%	33%	100%	75%	50%	100%	83%	-	71%	67%	100%	100%	-	100%	100%	-	100%	-	-	57%	50%	100%	-
Very good	(+2)	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	7%	14%	-	-	10%	-	-	25%	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-
Quite good	(+1)	10	4	6	2	7	1	2	1	1	5	-	4	4	2	1	-	1	1	-	1	-	-	3	1	2	-
	67%	57%	75%	100%	70%	33%	100%	50%	50%	100%	83%	-	57%	67%	100%	100%	-	100%	100%	-	100%	-	-	43%	50%	100%	-
Neither good nor poor	(0)	4	2	2	-	2	-	1	1	-	1	1	2	2	-	-	-	-	-	-	-	-	-	3	1	-	-
	27%	29%	25%	-	20%	67%	-	25%	50%	-	17%	100%	29%	33%	-	-	-	-	-	-	-	-	-	43%	50%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.80	0.86	0.75	1.00	0.90	0.33	1.00	1.00	0.50	1.00	0.83	0.00	0.86	0.67	1.00	1.00	-	1.00	1.00	-	1.00	-	-	0.71	0.50	1.00	-
Standard deviation	0.56	0.69	0.46	0.00	0.57	0.58	-	0.82	0.71	-	0.41	-	0.69	0.52	0.00	-	-	-	-	-	-	-	-	0.76	0.71	0.00	-
Standard error	0.14	0.26	0.16	0.00	0.18	0.33	-	0.41	0.50	-	0.17	-	0.26	0.21	0.00	-	-	-	-	-	-	-	-	0.29	0.50	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 383

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		11	1	1	-	6
		73%	33%	100%	-	86%
Very good	(+2)	1	-	-	-	1
		7%	-	-	-	14%
Quite good	(+1)	10	1	1	-	5
		67%	33%	100%	-	71%
Neither good nor poor	(0)	4	2	-	-	1
		27%	67%	-	-	14%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		0.80	0.33	1.00	-	1.00
Standard deviation		0.56	0.58	-	-	0.58
Standard error		0.14	0.33	-	-	0.22

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 384

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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 Ireland
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	12	5	7	2	10	-	1	4	-	1	6	-	6	4	2	-	-	1	1	-	1	-	-	5	2	2	-
	80%	71%	88%	100%	100%	-	100%	100%	-	100%	100%	-	86%	67%	100%	-	-	100%	100%	-	100%	-	-	71%	100%	100%	-
Very good	(+2)	4	2	2	-	4	-	2	-	-	2	-	4	-	-	-	-	-	-	-	-	-	-	2	1	1	-
	27%	29%	25%	-	40%	-	-	50%	-	-	33%	-	57%	-	-	-	-	-	-	-	-	-	-	29%	50%	50%	-
Quite good	(+1)	8	3	5	2	6	-	2	-	1	4	-	2	4	2	-	-	1	1	-	1	-	-	3	1	1	-
	53%	43%	63%	100%	60%	-	100%	50%	-	100%	67%	-	29%	67%	100%	-	-	100%	100%	-	100%	-	-	43%	50%	50%	-
Neither good nor poor	(0)	3	2	1	-	-	3	-	-	2	-	-	1	2	-	1	-	-	-	-	-	-	-	2	-	-	-
	20%	29%	13%	-	-	100%	-	-	100%	-	-	100%	14%	33%	-	100%	-	-	-	-	-	-	-	29%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.07	1.00	1.13	1.00	1.40	0.00	1.00	1.50	0.00	1.00	1.33	0.00	1.43	0.67	1.00	0.00	-	1.00	1.00	-	1.00	-	-	1.00	1.50	1.50	-
Standard deviation	0.70	0.82	0.64	0.00	0.52	0.00	-	0.58	0.00	-	0.52	-	0.79	0.52	0.00	-	-	-	-	-	-	-	-	0.82	0.71	0.71	-
Standard error	0.18	0.31	0.23	0.00	0.16	0.00	-	0.29	0.00	-	0.21	-	0.30	0.21	0.00	-	-	-	-	-	-	-	-	0.31	0.50	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 384

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		12	1	1	-	5
		80%	33%	100%	-	71%
Very good	(+2)	4	-	-	-	2
		27%	-	-	-	29%
Quite good	(+1)	8	1	1	-	3
		53%	33%	100%	-	43%
Neither good nor poor	(0)	3	2	-	-	2
		20%	67%	-	-	29%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.07	0.33	1.00	-	1.00
Standard deviation		0.70	0.58	-	-	0.82
Standard error		0.18	0.33	-	-	0.31

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 385

Q20b. You said you use TuneIn 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 Ireland
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	12	6	6	2	9	1	1	4	1	1	5	-	6	4	2	1	-	1	1	-	1	-	-	4	2	2	-
	80%	86%	75%	100%	90%	33%	100%	100%	50%	100%	83%	-	86%	67%	100%	100%	-	100%	100%	-	100%	-	-	57%	100%	100%	-
Very good	(+2)	4	2	2	-	4	-	2	-	-	2	-	4	-	-	-	-	-	-	-	-	-	-	2	1	1	-
	27%	29%	25%	-	40%	-	-	50%	-	-	33%	-	57%	-	-	-	-	-	-	-	-	-	-	29%	50%	50%	-
Quite good	(+1)	8	4	4	2	5	1	2	1	1	3	-	2	4	2	1	-	1	1	-	1	-	-	2	1	1	-
	53%	57%	50%	100%	50%	33%	100%	50%	50%	100%	50%	-	29%	67%	100%	100%	-	100%	100%	-	100%	-	-	29%	50%	50%	-
Neither good nor poor	(0)	3	1	2	-	1	2	-	-	1	-	1	1	2	-	-	-	-	-	-	-	-	-	3	-	-	-
	20%	14%	25%	-	10%	67%	-	-	50%	-	17%	100%	14%	33%	-	-	-	-	-	-	-	-	-	43%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.07	1.14	1.00	1.00	1.30	0.33	1.00	1.50	0.50	1.00	1.17	0.00	1.43	0.67	1.00	1.00	-	1.00	1.00	-	1.00	-	-	0.86	1.50	1.50	-
Standard deviation	0.70	0.69	0.76	0.00	0.67	0.58	-	0.58	0.71	-	0.75	-	0.79	0.52	0.00	-	-	-	-	-	-	-	-	0.90	0.71	0.71	-
Standard error	0.18	0.26	0.27	0.00	0.21	0.33	-	0.29	0.50	-	0.31	-	0.30	0.21	0.00	-	-	-	-	-	-	-	-	0.34	0.50	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 385

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		12 80%	1 33%	1 100%	-	6 86%
Very good	(+2)	4 27%	-	-	-	2 29%
Quite good	(+1)	8 53%	1 33%	1 100%	-	4 57%
Neither good nor poor	(0)	3 20%	2 67%	-	-	1 14%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.07	0.33	1.00	-	1.14
Standard deviation		0.70	0.58	-	-	0.69
Standard error		0.18	0.33	-	-	0.26

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 386

Q20b. You said you use TuneIn 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 Ireland
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	12	6	6	1	10	1	1	4	1	-	6	-	6	4	2	-	-	1	1	-	1	-	-	6	2	1	-
	80%	86%	75%	50%	100%	33%	100%	100%	50%	-	100%	-	86%	67%	100%	-	-	100%	100%	-	100%	-	-	86%	100%	50%	-
Very good	(+2)	4	2	2	-	4	-	2	-	-	2	-	4	-	-	-	-	-	-	-	-	-	-	3	1	-	-
	27%	29%	25%	-	40%	-	-	50%	-	-	33%	-	57%	-	-	-	-	-	-	-	-	-	-	43%	50%	-	-
Quite good	(+1)	8	4	4	1	6	1	2	1	-	4	-	2	4	2	-	-	1	1	-	1	-	-	3	1	1	-
	53%	57%	50%	50%	60%	33%	100%	50%	50%	-	67%	-	29%	67%	100%	-	-	100%	100%	-	100%	-	-	43%	50%	50%	-
Neither good nor poor	(0)	3	1	2	1	-	2	-	-	1	1	-	1	2	-	1	-	-	-	-	-	-	-	1	-	1	-
	20%	14%	25%	50%	-	67%	-	-	50%	100%	-	100%	14%	33%	-	100%	-	-	-	-	-	-	-	14%	-	50%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.07	1.14	1.00	0.50	1.40	0.33	1.00	1.50	0.50	0.00	1.33	0.00	1.43	0.67	1.00	0.00	-	1.00	1.00	-	1.00	-	-	1.29	1.50	0.50	-
Standard deviation	0.70	0.69	0.76	0.71	0.52	0.58	-	0.58	0.71	-	0.52	-	0.79	0.52	0.00	-	-	-	-	-	-	-	-	0.76	0.71	0.71	-
Standard error	0.18	0.26	0.27	0.50	0.16	0.33	-	0.29	0.50	-	0.21	-	0.30	0.21	0.00	-	-	-	-	-	-	-	-	0.29	0.50	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 386

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

		Podcast Users				
			Apple podcasts/ iTunes			
		Total	BBC Sounds	Spotify		YouTube
Base		15	3	1	-	7
NET: Good		12	2	1	-	6
		80%	67%	100%	-	86%
Very good	(+2)	4	-	1	-	3
		27%	-	100%	-	43%
Quite good	(+1)	8	2	-	-	3
		53%	67%	-	-	43%
Neither good nor poor	(0)	3	1	-	-	1
		20%	33%	-	-	14%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.07	0.67	2.00	-	1.29
Standard deviation		0.70	0.58	-	-	0.76
Standard error		0.18	0.33	-	-	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 387

Q20b. You said you use TuneIn 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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	11	6	5	1	9	1	1	4	1	-	5	-	6	3	2	-	-	1	1	-	1	-	-	5	2	1	-
	73%	86%	63%	50%	90%	33%	100%	100%	50%	-	83%	-	86%	50%	100%	-	-	100%	100%	-	100%	-	-	71%	100%	50%	-
Very good	(+2)	2	1	1	-	2	-	1	-	-	1	-	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	13%	14%	13%	-	20%	-	-	25%	-	-	17%	-	29%	-	-	-	-	-	-	-	-	-	-	29%	-	-	-
Quite good	(+1)	9	5	4	1	7	1	3	1	-	4	-	4	3	2	-	-	1	1	-	1	-	-	3	2	1	-
	60%	71%	50%	50%	70%	33%	100%	75%	50%	-	67%	-	57%	50%	100%	-	-	100%	100%	-	100%	-	-	43%	100%	50%	-
Neither good nor poor	(0)	4	1	3	1	1	2	-	-	1	1	1	1	3	-	1	-	-	-	-	-	-	-	2	-	1	-
	27%	14%	38%	50%	10%	67%	-	-	50%	100%	17%	100%	14%	50%	-	100%	-	-	-	-	-	-	-	29%	-	50%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.87	1.00	0.75	0.50	1.10	0.33	1.00	1.25	0.50	0.00	1.00	0.00	1.14	0.50	1.00	0.00	-	1.00	1.00	-	1.00	-	-	1.00	1.00	0.50	-
Standard deviation	0.64	0.58	0.71	0.71	0.57	0.58	-	0.50	0.71	-	0.63	-	0.69	0.55	0.00	-	-	-	-	-	-	-	-	0.82	0.00	0.71	-
Standard error	0.17	0.22	0.25	0.50	0.18	0.33	-	0.25	0.50	-	0.26	-	0.26	0.22	0.00	-	-	-	-	-	-	-	-	0.31	0.00	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 387

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		11	2	1	-	6
		73%	67%	100%	-	86%
Very good	(+2)	2	-	1	-	2
		13%	-	100%	-	29%
Quite good	(+1)	9	2	-	-	4
		60%	67%	-	-	57%
Neither good nor poor	(0)	4	1	-	-	1
		27%	33%	-	-	14%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		0.87	0.67	2.00	-	1.14
Standard deviation		0.64	0.58	-	-	0.69
Standard error		0.17	0.33	-	-	0.26

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 388

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	9	6	3	1	7	1	1	4	1	-	3	-	6	3	-	1	-	-	1	-	1	-	-	4	1	1	-
	60%	86%	38%	50%	70%	33%	100%	100%	50%	-	50%	-	86%	50%	-	100%	-	-	100%	-	100%	-	-	57%	50%	50%	-
Very good	(+2)	1	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	7%	14%	-	-	10%	-	-	25%	-	-	-	-	14%	-	-	-	-	-	-	-	-	-	-	-	50%	-	-
Quite good	(+1)	8	5	3	6	1	1	3	1	-	3	-	5	3	-	1	-	-	1	-	1	-	-	4	-	1	-
	53%	71%	38%	50%	60%	33%	100%	75%	50%	-	50%	-	71%	50%	-	100%	-	-	100%	-	100%	-	-	57%	-	50%	-
Neither good nor poor	(0)	6	1	5	1	3	-	-	1	1	3	1	1	3	2	-	-	1	-	-	-	-	-	3	1	1	-
	40%	14%	63%	50%	30%	67%	-	-	50%	100%	50%	100%	14%	50%	100%	-	-	100%	-	-	-	-	-	43%	50%	50%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.67	1.00	0.38	0.50	0.80	0.33	1.00	1.25	0.50	0.00	0.50	0.00	1.00	0.50	0.00	1.00	-	0.00	1.00	-	1.00	-	-	0.57	1.00	0.50	-
Standard deviation	0.62	0.58	0.52	0.71	0.63	0.58	-	0.50	0.71	-	0.55	-	0.58	0.55	0.00	-	-	-	-	-	-	-	-	0.53	1.41	0.71	-
Standard error	0.16	0.22	0.18	0.50	0.20	0.33	-	0.25	0.50	-	0.22	-	0.22	0.22	0.00	-	-	-	-	-	-	-	-	0.20	1.00	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 388

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		9	-	1	-	6
		60%	-	100%	-	86%
Very good	(+2)	1	-	-	-	-
		7%	-	-	-	-
Quite good	(+1)	8	-	1	-	6
		53%	-	100%	-	86%
Neither good nor poor	(0)	6	3	-	-	1
		40%	100%	-	-	14%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		0.67	0.00	1.00	-	0.86
Standard deviation		0.62	0.00	-	-	0.38
Standard error		0.16	0.00	-	-	0.14

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 389

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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
Base		15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good		7	4	3	1	6	-	1	3	-	-	3	-	4	2	1	-	-	1	1	-	1	-	-	3	-	1	-
		47%	57%	38%	50%	60%	-	100%	75%	-	-	50%	-	57%	33%	50%	-	-	100%	100%	-	100%	-	-	43%	-	50%	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		7%	-	13%	-	10%	-	-	-	-	-	17%	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	50%	-
Quite good	(+1)	6	4	2	1	5	-	1	3	-	-	2	-	3	2	1	-	-	1	1	-	1	-	-	3	-	-	-
		40%	57%	25%	50%	50%	-	100%	75%	-	-	33%	-	43%	33%	50%	-	-	100%	100%	-	100%	-	-	43%	-	-	-
Neither good nor poor	(0)	7	3	4	1	3	3	-	1	2	1	2	1	2	4	1	1	-	-	-	-	-	-	-	3	2	1	-
		47%	43%	50%	50%	30%	100%	-	25%	100%	100%	33%	100%	29%	67%	50%	100%	-	-	-	-	-	-	-	43%	100%	50%	-
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		7%	-	13%	-	10%	-	-	-	-	-	17%	-	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		7%	-	13%	-	10%	-	-	-	-	-	17%	-	14%	-	-	-	-	-	-	-	-	-	-	14%	-	-	-
Mean		0.47	0.57	0.38	0.50	0.60	0.00	1.00	0.75	0.00	0.00	0.50	0.00	0.57	0.33	0.50	0.00	-	1.00	1.00	-	1.00	-	-	0.29	0.00	1.00	-
Standard deviation		0.74	0.53	0.92	0.71	0.84	0.00	-	0.50	0.00	-	1.05	-	0.98	0.52	0.71	-	-	-	-	-	-	-	-	0.76	0.00	1.41	-
Standard error		0.19	0.20	0.32	0.50	0.27	0.00	-	0.25	0.00	-	0.43	-	0.37	0.21	0.50	-	-	-	-	-	-	-	-	0.29	0.00	1.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 389

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		7 47%	-	1 100%	-	4 57%
Very good	(+2)	1 7%	-	-	-	-
Quite good	(+1)	6 40%	-	1 100%	-	4 57%
Neither good nor poor	(0)	7 47%	3 100%	-	-	2 29%
Quite poor	(-1)	1 7%	-	-	-	1 14%
Very poor	(-2)	-	-	-	-	-
NET: Poor		1 7%	-	-	-	1 14%
Mean		0.47	0.00	1.00	-	0.43
Standard deviation		0.74	0.00	-	-	0.79
Standard error		0.19	0.00	-	-	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 390

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	8	4	4	2	6	-	1	3	-	1	3	-	3	3	2	-	-	1	1	-	1	-	-	3	1	1	-
	53%	57%	50%	100%	60%	-	100%	75%	-	100%	50%	-	43%	50%	100%	-	-	100%	100%	-	100%	-	-	43%	50%	50%	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	8	4	4	2	6	1	3	-	1	3	-	3	3	2	-	-	1	1	-	1	-	-	3	1	1	-
	53%	57%	50%	100%	60%	-	100%	75%	-	100%	50%	-	43%	50%	100%	-	-	100%	100%	-	100%	-	-	43%	50%	50%	-
Neither good nor poor	(0)	6	3	3	-	3	-	1	2	-	2	1	3	3	-	1	-	-	-	-	-	-	-	4	1	-	-
	40%	43%	38%	-	30%	100%	-	25%	100%	-	33%	100%	43%	50%	-	100%	-	-	-	-	-	-	-	57%	50%	-	-
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	7%	-	13%	-	10%	-	-	-	-	-	17%	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	50%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	7%	-	13%	-	10%	-	-	-	-	-	17%	-	14%	-	-	-	-	-	-	-	-	-	-	-	-	50%	-
Mean	0.47	0.57	0.38	1.00	0.50	0.00	1.00	0.75	0.00	1.00	0.33	0.00	0.29	0.50	1.00	0.00	-	1.00	1.00	-	1.00	-	-	0.43	0.50	0.00	-
Standard deviation	0.64	0.53	0.74	0.00	0.71	0.00	-	0.50	0.00	-	0.82	-	0.76	0.55	0.00	-	-	-	-	-	-	-	-	0.53	0.71	1.41	-
Standard error	0.17	0.20	0.26	0.00	0.22	0.00	-	0.25	0.00	-	0.33	-	0.29	0.22	0.00	-	-	-	-	-	-	-	-	0.20	0.50	1.00	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 390

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		8 53%	1 33%	1 100%	-	4 57%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	8 53%	1 33%	1 100%	-	4 57%
Neither good nor poor	(0)	6 40%	2 67%	- -	- -	3 43%
Quite poor	(-1)	1 7%	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 7%	- -	- -	- -	- -
Mean		0.47	0.33	1.00	-	0.57
Standard deviation		0.64	0.58	-	-	0.53
Standard error		0.17	0.33	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 391

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	13	7	6	2	9	2	1	4	2	1	5	-	6	5	2	1	-	1	1	-	1	-	-	5	2	2	-
	87%	100%	75%	100%	90%	67%	100%	100%	100%	100%	83%	-	86%	83%	100%	100%	-	100%	100%	-	100%	-	-	71%	100%	100%	-
Very good	(+2)	6	2	4	1	5	-	2	-	1	3	-	5	1	-	-	-	-	-	-	-	-	-	3	1	2	-
	40%	29%	50%	50%	50%	-	-	50%	-	100%	50%	-	71%	17%	-	-	-	-	-	-	-	-	-	43%	50%	100%	-
Quite good	(+1)	7	5	2	1	4	2	2	2	-	2	-	1	4	2	1	-	1	1	-	1	-	-	2	1	-	-
	47%	71%	25%	50%	40%	67%	100%	50%	100%	-	33%	-	14%	67%	100%	100%	-	100%	100%	-	100%	-	-	29%	50%	-	-
Neither good nor poor	(0)	2	-	2	-	1	1	-	-	-	1	1	1	1	-	-	-	-	-	-	-	-	-	2	-	-	-
	13%	-	25%	-	10%	33%	-	-	-	-	17%	100%	14%	17%	-	-	-	-	-	-	-	-	-	29%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.27	1.29	1.25	1.50	1.40	0.67	1.00	1.50	1.00	2.00	1.33	0.00	1.57	1.00	1.00	1.00	-	1.00	1.00	-	1.00	-	-	1.14	1.50	2.00	-
Standard deviation	0.70	0.49	0.89	0.71	0.70	0.58	-	0.58	0.00	-	0.82	-	0.79	0.63	0.00	-	-	-	-	-	-	-	-	0.90	0.71	0.00	-
Standard error	0.18	0.18	0.31	0.50	0.22	0.33	-	0.29	0.00	-	0.33	-	0.30	0.26	0.00	-	-	-	-	-	-	-	-	0.34	0.50	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 391

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		13	2	1	-	7
		87%	67%	100%	-	100%
Very good	(+2)	6	-	1	-	3
		40%	-	100%	-	43%
Quite good	(+1)	7	2	-	-	4
		47%	67%	-	-	57%
Neither good nor poor	(0)	2	1	-	-	-
		13%	33%	-	-	-
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.27	0.67	2.00	-	1.43
Standard deviation		0.70	0.58	-	-	0.53
Standard error		0.18	0.33	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 392

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	7	4	3	2	5	-	1	3	-	1	2	-	3	3	1	-	-	1	1	-	1	-	-	2	-	2	-
	47%	57%	38%	100%	50%	-	100%	75%	-	100%	33%	-	43%	50%	50%	-	-	100%	100%	-	100%	-	-	29%	-	100%	-
Very good	(+2)	3	-	3	1	2	-	-	-	1	2	-	1	1	1	-	-	1	-	-	-	-	-	-	-	2	-
	20%	-	38%	50%	20%	-	-	-	-	100%	33%	-	14%	17%	50%	-	-	100%	-	-	-	-	-	-	-	100%	-
Quite good	(+1)	4	4	-	1	3	-	1	3	-	-	-	2	2	-	-	-	-	1	-	1	-	-	2	-	-	-
	27%	57%	-	50%	30%	-	100%	75%	-	-	-	-	29%	33%	-	-	-	-	100%	-	100%	-	-	29%	-	-	-
Neither good nor poor	(0)	8	3	5	-	5	3	-	1	2	-	4	4	3	1	1	-	-	-	-	-	-	-	5	2	-	-
	53%	43%	63%	-	50%	100%	-	25%	100%	-	67%	100%	57%	50%	50%	100%	-	-	-	-	-	-	-	71%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.67	0.57	0.75	1.50	0.70	0.00	1.00	0.75	0.00	2.00	0.67	0.00	0.57	0.67	1.00	0.00	-	2.00	1.00	-	1.00	-	-	0.29	0.00	2.00	-
Standard deviation	0.82	0.53	1.04	0.71	0.82	0.00	-	0.50	0.00	-	1.03	-	0.79	0.82	1.41	-	-	-	-	-	-	-	-	0.49	0.00	0.00	-
Standard error	0.21	0.20	0.37	0.50	0.26	0.00	-	0.25	0.00	-	0.42	-	0.30	0.33	1.00	-	-	-	-	-	-	-	-	0.18	0.00	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 392

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		7	-	-	-	3
		47%	-	-	-	43%
Very good	(+2)	3	-	-	-	-
		20%	-	-	-	-
Quite good	(+1)	4	-	-	-	3
		27%	-	-	-	43%
Neither good nor poor	(0)	8	3	1	-	4
		53%	100%	100%	-	57%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		0.67	0.00	0.00	-	0.43
Standard deviation		0.82	0.00	-	-	0.53
Standard error		0.21	0.00	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 393

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	6 40%	4 57%	2 25%	1 50%	5 50%	-	1 100%	3 75%	-	-	2 33%	-	3 43%	2 33%	1 50%	-	-	-	1 100%	-	1 100%	-	-	2 29%	1 50%	1 50%	-
Very good	(+2) 1 7%	- -	1 13%	-	1 10%	-	-	-	-	-	1 17%	-	1 14%	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-
Quite good	(+1) 5 33%	4 57%	1 13%	1 50%	4 40%	-	1 100%	3 75%	-	-	1 17%	-	2 29%	2 33%	1 50%	-	-	-	1 100%	-	1 100%	-	-	2 29%	1 50%	-	-
Neither good nor poor	(0) 9 60%	3 43%	6 75%	1 50%	5 50%	3 100%	-	1 25%	2 100%	1 100%	4 67%	1 100%	4 57%	4 67%	1 50%	1 100%	-	1 100%	-	-	-	-	-	5 71%	1 50%	1 50%	-
Quite poor	(-1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.47	0.57	0.38	0.50	0.60	0.00	1.00	0.75	0.00	0.00	0.50	0.00	0.57	0.33	0.50	0.00	-	0.00	1.00	-	1.00	-	-	0.29	0.50	1.00	-
Standard deviation	0.64	0.53	0.74	0.71	0.70	0.00	-	0.50	0.00	-	0.84	-	0.79	0.52	0.71	-	-	-	-	-	-	-	-	0.49	0.71	1.41	-
Standard error	0.17	0.20	0.26	0.50	0.22	0.00	-	0.25	0.00	-	0.34	-	0.30	0.21	0.50	-	-	-	-	-	-	-	-	0.18	0.50	1.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 393

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		6 40%	1 33%	-	-	3 43%
Very good	(+2)	1 7%	-	-	-	-
Quite good	(+1)	5 33%	1 33%	-	-	3 43%
Neither good nor poor	(0)	9 60%	2 67%	1 100%	-	4 57%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.47	0.33	0.00	-	0.43
Standard deviation		0.64	0.58	-	-	0.53
Standard error		0.17	0.33	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 394

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Episode previews****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 Ireland
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	6	4	2	1	5	-	1	3	-	-	2	-	3	2	1	-	-	-	1	-	1	-	-	3	1	-	-
	40%	57%	25%	50%	50%	-	100%	75%	-	-	33%	-	43%	33%	50%	-	-	-	100%	-	100%	-	-	43%	50%	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	6	4	2	1	5	1	3	-	-	2	-	3	2	1	-	-	-	1	-	1	-	-	3	1	-	-
	40%	57%	25%	50%	50%	-	100%	75%	-	-	33%	-	43%	33%	50%	-	-	-	100%	-	100%	-	-	43%	50%	-	-
Neither good nor poor	(0)	9	3	6	1	5	-	1	2	1	4	1	4	4	1	1	-	1	-	-	-	-	-	4	1	2	-
	60%	43%	75%	50%	50%	100%	-	25%	100%	100%	67%	100%	57%	67%	50%	100%	-	100%	-	-	-	-	-	57%	50%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.40	0.57	0.25	0.50	0.50	0.00	1.00	0.75	0.00	0.00	0.33	0.00	0.43	0.33	0.50	0.00	-	0.00	1.00	-	1.00	-	-	0.43	0.50	0.00	-
Standard deviation	0.51	0.53	0.46	0.71	0.53	0.00	-	0.50	0.00	-	0.52	-	0.53	0.52	0.71	-	-	-	-	-	-	-	-	0.53	0.71	0.00	-
Standard error	0.13	0.20	0.16	0.50	0.17	0.00	-	0.25	0.00	-	0.21	-	0.20	0.21	0.50	-	-	-	-	-	-	-	-	0.20	0.50	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 394

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		6 40%	1 33%	1 100%	-	4 57%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	6 40%	1 33%	1 100%	- -	4 57%
Neither good nor poor	(0)	9 60%	2 67%	- -	- -	3 43%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.40	0.33	1.00	-	0.57
Standard deviation		0.51	0.58	-	-	0.53
Standard error		0.13	0.33	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 395

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	-	7	2	2	-
NET: Good	5	3	2	1	3	1	1	1	1	-	2	-	1	3	1	1	-	1	1	-	1	-	-	-	1	-	-	-
	33%	43%	25%	50%	30%	33%	100%	25%	50%	-	33%	-	14%	50%	50%	100%	-	100%	100%	-	100%	-	-	-	14%	-	-	-
Very good	(+2)	1	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
		7%	-	13%	-	10%	-	-	-	-	17%	-	-	-	50%	-	-	100%	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	4	3	1	1	2	1	1	1	-	1	-	1	3	-	1	-	-	1	-	1	-	-	-	1	-	-	-
		27%	43%	13%	50%	20%	33%	100%	25%	50%	-	17%	-	14%	50%	-	100%	-	-	100%	-	100%	-	-	14%	-	-	-
Neither good nor poor	(0)	10	4	6	1	7	2	3	1	1	4	1	6	3	1	-	-	-	-	-	-	-	-	-	6	2	2	-
		67%	57%	75%	50%	70%	67%	-	75%	50%	100%	67%	86%	50%	50%	-	-	-	-	-	-	-	-	-	86%	100%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.40	0.43	0.38	0.50	0.40	0.33	1.00	0.25	0.50	0.00	0.50	0.00	0.14	0.50	1.00	1.00	-	2.00	1.00	-	1.00	-	-	0.14	0.00	0.00	-
Standard deviation		0.63	0.53	0.74	0.71	0.70	0.58	-	0.50	0.71	-	0.84	-	0.38	0.55	1.41	-	-	-	-	-	-	-	-	0.38	0.00	0.00	-
Standard error		0.16	0.20	0.26	0.50	0.22	0.33	-	0.25	0.50	-	0.34	-	0.14	0.22	1.00	-	-	-	-	-	-	-	-	0.14	0.00	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 395

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Play video as audio****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		5 33%	-	1 100%	-	3 43%
Very good	(+2)	1 7%	-	-	-	-
Quite good	(+1)	4 27%	-	1 100%	-	3 43%
Neither good nor poor	(0)	10 67%	3 100%	-	-	4 57%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		0.40	0.00	1.00	-	0.43
Standard deviation		0.63	0.00	-	-	0.53
Standard error		0.16	0.00	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 396

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	5 33%	4 57%	1 13%	1 50%	4 40%	-	1 100%	3 75%	-	-	1 17%	-	2 29%	2 33%	1 50%	-	-	1 100%	1 100%	-	1 100%	-	-	2 29%	-	-	-
Very good	(+2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1) 5 33%	4 57%	1 13%	1 50%	4 40%	-	1 100%	3 75%	-	-	1 17%	-	2 29%	2 33%	1 50%	-	-	1 100%	1 100%	-	1 100%	-	-	2 29%	-	-	-
Neither good nor poor	(0) 10 67%	3 43%	7 88%	1 50%	6 60%	3 100%	-	1 25%	2 100%	1 100%	5 83%	1 100%	5 71%	4 67%	1 50%	1 100%	-	-	-	-	-	-	-	5 71%	2 100%	2 100%	-
Quite poor	(-1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.33	0.57	0.13	0.50	0.40	0.00	1.00	0.75	0.00	0.00	0.17	0.00	0.29	0.33	0.50	0.00	-	1.00	1.00	-	1.00	-	-	0.29	0.00	0.00	-
Standard deviation	0.49	0.53	0.35	0.71	0.52	0.00	-	0.50	0.00	-	0.41	-	0.49	0.52	0.71	-	-	-	-	-	-	-	-	0.49	0.00	0.00	-
Standard error	0.13	0.20	0.13	0.50	0.16	0.00	-	0.25	0.00	-	0.17	-	0.18	0.21	0.50	-	-	-	-	-	-	-	-	0.18	0.00	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 396

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		5 33%	- -	- -	- -	3 43%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	5 33%	- -	- -	- -	3 43%
Neither good nor poor	(0)	10 67%	3 100%	1 100%	- -	4 57%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.33	0.00	0.00	-	0.43
Standard deviation		0.49	0.00	-	-	0.53
Standard error		0.13	0.00	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 397

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Push notifications****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	
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-		
NET: Good	6	4	2	1	5	-	1	3	-	-	2	-	3	2	1	-	-	1	1	-	1	-	-	2	-	1	-		
	40%	57%	25%	50%	50%	-	100%	75%	-	-	33%	-	43%	33%	50%	-	-	100%	100%	-	100%	-	-	29%	-	50%	-		
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Quite good	(+1)	6	4	2	1	5	-	1	3	-	-	2	-	3	2	1	-	-	1	1	-	1	-	-	2	-	1	-	
	40%	57%	25%	50%	50%	-	100%	75%	-	-	33%	-	43%	33%	50%	-	-	100%	100%	-	100%	-	-	29%	-	50%	-		
Neither good nor poor	(0)	9	3	6	1	5	3	-	1	2	1	4	1	4	4	1	1	-	-	-	-	-	-	5	2	1	-		
	60%	43%	75%	50%	50%	100%	-	25%	100%	100%	67%	100%	57%	67%	50%	100%	-	-	-	-	-	-	-	71%	100%	50%	-		
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Mean	0.40	0.57	0.25	0.50	0.50	0.00	1.00	0.75	0.00	0.00	0.33	0.00	0.43	0.33	0.50	0.00	-	1.00	1.00	-	1.00	-	-	0.29	0.00	0.50	-		
Standard deviation	0.51	0.53	0.46	0.71	0.53	0.00	-	0.50	0.00	-	0.52	-	0.53	0.52	0.71	-	-	-	-	-	-	-	-	0.49	0.00	0.71	-		
Standard error	0.13	0.20	0.16	0.50	0.17	0.00	-	0.25	0.00	-	0.21	-	0.20	0.21	0.50	-	-	-	-	-	-	-	-	0.18	0.00	0.50	-		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 397

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		6 40%	- -	- -	- -	3 43%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	6 40%	- -	- -	- -	3 43%
Neither good nor poor	(0)	9 60%	3 100%	1 100%	- -	4 57%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.40	0.00	0.00	-	0.43
Standard deviation		0.51	0.00	-	-	0.53
Standard error		0.13	0.00	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 398

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Customisation options****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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	6 40%	4 57%	2 25%	1 50%	4 40%	1 33%	1 100%	2 50%	1 50%	-	2 33%	-	1 14%	3 50%	2 100%	1 100%	-	1 100%	1 100%	-	1 100%	-	-	1 14%	1 50%	-	-
Very good	(+2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1) 6 40%	4 57%	2 25%	1 50%	4 40%	1 33%	1 100%	2 50%	1 50%	-	2 33%	-	1 14%	3 50%	2 100%	1 100%	-	1 100%	1 100%	-	1 100%	-	-	1 14%	1 50%	-	-
Neither good nor poor	(0) 9 60%	3 43%	6 75%	1 50%	6 60%	2 67%	-	2 50%	1 50%	1 100%	4 67%	1 100%	6 86%	3 50%	-	-	-	-	-	-	-	-	-	6 86%	1 50%	2 100%	-
Quite poor	(-1) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2) -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.40	0.57	0.25	0.50	0.40	0.33	1.00	0.50	0.50	0.00	0.33	0.00	0.14	0.50	1.00	1.00	-	1.00	1.00	-	1.00	-	-	0.14	0.50	0.00	-
Standard deviation	0.51	0.53	0.46	0.71	0.52	0.58	-	0.58	0.71	-	0.52	-	0.38	0.55	0.00	-	-	-	-	-	-	-	-	0.38	0.71	0.00	-
Standard error	0.13	0.20	0.16	0.50	0.16	0.33	-	0.29	0.50	-	0.21	-	0.14	0.22	0.00	-	-	-	-	-	-	-	-	0.14	0.50	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 398

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		6 40%	1 33%	- -	- -	3 43%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	6 40%	1 33%	- -	- -	3 43%
Neither good nor poor	(0)	9 60%	2 67%	1 100%	- -	4 57%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.40	0.33	0.00	-	0.43
Standard deviation		0.51	0.58	-	-	0.53
Standard error		0.13	0.33	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 399

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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 Ireland
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	4	3	1	1	3	-	1	2	-	-	1	-	2	2	-	-	-	-	1	-	1	-	-	2	-	-	-
	27%	43%	13%	50%	30%	-	100%	50%	-	-	17%	-	29%	33%	-	-	-	-	100%	-	100%	-	-	29%	-	-	-
Very good	(+2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite good	(+1)	4	3	1	1	3	1	2	-	-	1	-	2	2	-	-	-	-	1	-	1	-	-	2	-	-	-
	27%	43%	13%	50%	30%	-	100%	50%	-	-	17%	-	29%	33%	-	-	-	-	100%	-	100%	-	-	29%	-	-	-
Neither good nor poor	(0)	11	4	7	1	7	3	2	2	1	5	1	5	4	2	1	-	1	-	-	-	-	5	2	2	-	-
	73%	57%	88%	50%	70%	100%	-	50%	100%	100%	83%	100%	71%	67%	100%	100%	-	100%	-	-	-	-	71%	100%	100%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.27	0.43	0.13	0.50	0.30	0.00	1.00	0.50	0.00	0.00	0.17	0.00	0.29	0.33	0.00	0.00	-	0.00	1.00	-	1.00	-	-	0.29	0.00	0.00	-
Standard deviation	0.46	0.53	0.35	0.71	0.48	0.00	-	0.58	0.00	-	0.41	-	0.49	0.52	0.00	-	-	-	-	-	-	-	-	0.49	0.00	0.00	-
Standard error	0.12	0.20	0.13	0.50	0.15	0.00	-	0.29	0.00	-	0.17	-	0.18	0.21	0.00	-	-	-	-	-	-	-	-	0.18	0.00	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 399

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		4 27%	- -	1 100%	- -	3 43%
Very good	(+2)	- -	- -	- -	- -	- -
Quite good	(+1)	4 27%	- -	1 100%	- -	3 43%
Neither good nor poor	(0)	11 73%	3 100%	- -	- -	4 57%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.27	0.00	1.00	-	0.43
Standard deviation		0.46	0.00	-	-	0.53
Standard error		0.12	0.00	-	-	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 400

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base	15	7	8	2	10	3	1	4	2	1	6	1	7	6	2	1	-	1	1	-	1	-	-	7	2	2	-
NET: Good	13	7	6	2	9	2	1	4	2	1	5	-	5	6	2	1	-	1	1	-	1	-	-	5	2	2	-
	87%	100%	75%	100%	90%	67%	100%	100%	100%	100%	83%	-	71%	100%	100%	100%	-	100%	100%	-	100%	-	-	71%	100%	100%	-
Very good	(+2)	5	2	3	1	4	-	2	-	1	2	-	3	1	1	-	-	-	-	-	-	-	-	2	2	1	-
	33%	29%	38%	50%	40%	-	-	50%	-	100%	33%	-	43%	17%	50%	-	-	-	-	-	-	-	-	29%	100%	50%	-
Quite good	(+1)	8	5	3	1	5	1	2	2	-	3	-	2	5	1	1	-	1	1	-	1	-	-	3	-	1	-
	53%	71%	38%	50%	50%	67%	100%	50%	100%	-	50%	-	29%	83%	50%	100%	-	100%	100%	-	100%	-	-	43%	-	50%	-
Neither good nor poor	(0)	2	-	2	-	1	-	-	-	-	1	1	2	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	13%	-	25%	-	10%	33%	-	-	-	-	17%	100%	29%	-	-	-	-	-	-	-	-	-	-	29%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.20	1.29	1.13	1.50	1.30	0.67	1.00	1.50	1.00	2.00	1.17	0.00	1.14	1.17	1.50	1.00	-	1.00	1.00	-	1.00	-	-	1.00	2.00	1.50	-
Standard deviation	0.68	0.49	0.83	0.71	0.67	0.58	-	0.58	0.00	-	0.75	-	0.90	0.41	0.71	-	-	-	-	-	-	-	-	0.82	0.00	0.71	-
Standard error	0.17	0.18	0.30	0.50	0.21	0.33	-	0.29	0.00	-	0.31	-	0.34	0.17	0.50	-	-	-	-	-	-	-	-	0.31	0.00	0.50	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 400

Q20b. You said you use TuneIn Radio to access podcasts. How good or bad, are they on each of the following?**The service is free****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		15	3	1	-	7
NET: Good		13	2	1	-	6
		87%	67%	100%	-	86%
Very good	(+2)	5	1	1	-	2
		33%	33%	100%	-	29%
Quite good	(+1)	8	1	-	-	4
		53%	33%	-	-	57%
Neither good nor poor	(0)	2	1	-	-	1
		13%	33%	-	-	14%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		-	-	-	-	-
		-	-	-	-	-
Mean		1.20	1.00	2.00	-	1.14
Standard deviation		0.68	1.00	-	-	0.69
Standard error		0.17	0.58	-	-	0.26

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 401

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Summary****Base: All respondents answering about each**

		Aspects															Social sharing options, e.g. short clip shares		
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	The service is free	
Base		27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	
NET: Good		24 89%	17 63%	26 96%	25 93%	22 81%	15 56%	18 67%	13 48%	24 89%	12 44%	9 33%	17 63%	18 67%	17 63%	12 44%	12 44%	13 48%	20 74%
Very good	(+2)	9 33%	8 30%	12 44%	12 44%	10 37%	7 26%	9 33%	5 19%	15 56%	7 26%	5 19%	5 19%	10 37%	7 26%	4 15%	5 19%	6 22%	13 48%
Quite good	(+1)	15 56%	9 33%	14 52%	13 48%	12 44%	8 30%	9 33%	8 30%	9 33%	5 19%	4 15%	12 44%	8 30%	10 37%	8 30%	7 26%	7 26%	7 26%
Neither good nor poor	(0)	2 7%	8 30%	1 4%	2 7%	5 19%	11 41%	9 33%	14 52%	3 11%	15 56%	18 67%	9 33%	9 33%	9 33%	15 56%	14 52%	12 44%	6 22%
Quite poor	(-1)	1 4%	2 7%	-	-	-	-	-	-	-	-	-	1 4%	-	1 4%	-	1 4%	2 7%	1 4%
Very poor	(-2)	-	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1 4%	2 7%	-	-	-	1 4%	-	-	-	-	-	1 4%	-	1 4%	-	1 4%	2 7%	1 4%
Mean		1.19	0.85	1.41	1.37	1.19	0.74	1.00	0.67	1.44	0.70	0.52	0.78	1.04	0.85	0.59	0.59	0.63	1.19
Standard deviation		0.74	0.95	0.57	0.63	0.74	0.98	0.83	0.78	0.70	0.87	0.80	0.80	0.85	0.86	0.75	0.84	0.93	0.92
Standard error		0.14	0.18	0.11	0.12	0.14	0.19	0.16	0.15	0.13	0.17	0.15	0.15	0.16	0.17	0.14	0.16	0.18	0.18

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 402

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Range 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
Base	27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good	24	7	17	7	14	3	1	4	2	6	10	1	9	14	1	3	-	2	2	-	-	1	3	8	5	-	-
	89%	88%	89%	100%	88%	75%	100%	100%	67%	100%	83%	100%	82%	100%	50%	75%	-	100%	100%	-	-	100%	100%	100%	100%	-	-
Very good	(+2)	9	1	8	5	3	1	-	-	4	3	1	2	6	1	1	-	-	1	-	-	-	2	2	3	-	-
	33%	13%	42%	71%	19%	25%	100%	-	-	67%	25%	100%	18%	43%	50%	25%	-	-	50%	-	-	-	67%	25%	60%	-	-
Quite good	(+1)	15	6	9	2	11	2	4	2	2	7	-	7	8	-	2	-	2	1	-	-	1	1	6	2	-	-
	56%	75%	47%	29%	69%	50%	-	100%	67%	33%	58%	-	64%	57%	-	50%	-	100%	50%	-	-	100%	33%	75%	40%	-	-
Neither good nor poor	(0)	2	1	1	-	1	-	-	1	-	1	-	2	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	7%	13%	5%	-	6%	25%	-	-	33%	-	8%	-	18%	-	-	25%	-	-	-	100%	-	-	-	-	-	-	-
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	4%	-	5%	-	6%	-	-	-	-	-	8%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	100%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	4%	-	5%	-	6%	-	-	-	-	-	8%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	100%	-
Mean	1.19	1.00	1.26	1.71	1.00	1.00	2.00	1.00	0.67	1.67	1.00	2.00	1.00	1.43	0.50	1.00	-	1.00	1.50	0.00	-	1.00	1.67	1.25	1.60	-1.00	-
Standard deviation	0.74	0.53	0.81	0.49	0.73	0.82	-	0.00	0.58	0.52	0.85	-	0.63	0.51	2.12	0.82	-	0.00	0.71	-	-	-	0.58	0.46	0.55	-	-
Standard error	0.14	0.19	0.18	0.18	0.18	0.41	-	0.00	0.33	0.21	0.25	-	0.19	0.14	1.50	0.41	-	0.00	0.50	-	-	-	0.33	0.16	0.24	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 402

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Range of podcasts****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		24 89%	6 100%	8 80%	2 100%	15 83%
Very good	(+2)	9 33%	2 33%	2 20%	1 50%	5 28%
Quite good	(+1)	15 56%	4 67%	6 60%	1 50%	10 56%
Neither good nor poor	(0)	2 7%	- -	2 20%	- -	2 11%
Quite poor	(-1)	1 4%	- -	- -	- -	1 6%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	1 6%
Mean		1.19	1.33	1.00	1.50	1.06
Standard deviation		0.74	0.52	0.67	0.71	0.80
Standard error		0.14	0.21	0.21	0.50	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 403

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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	
Base		27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-	
NET: Good		17	5	12	5	10	2	1	3	1	4	7	1	9	7	1	2	-	1	1	1	-	1	3	3	5	-	-	
		63%	63%	63%	71%	63%	50%	100%	75%	33%	67%	58%	100%	82%	50%	50%	50%	-	50%	50%	100%	-	100%	100%	38%	100%	-	-	
Very good	(+2)	8	1	7	5	3	-	1	-	-	4	3	-	1	6	1	1	-	-	1	-	-	-	1	2	3	-	-	
		30%	13%	37%	71%	19%	-	100%	-	-	67%	25%	-	9%	43%	50%	25%	-	-	50%	-	-	-	33%	25%	60%	-	-	
Quite good	(+1)	9	4	5	-	7	2	-	3	1	-	4	1	8	1	-	1	-	1	-	1	-	1	2	1	2	-	-	
		33%	50%	26%	-	44%	50%	-	75%	33%	-	33%	100%	73%	7%	-	25%	-	50%	-	100%	-	100%	67%	13%	40%	-	-	
Neither good nor poor	(0)	8	2	6	2	5	1	-	1	1	2	4	-	1	6	1	1	-	1	1	-	-	-	-	4	-	1	-	
		30%	25%	32%	29%	31%	25%	-	25%	33%	33%	33%	-	9%	43%	50%	25%	-	50%	50%	-	-	-	-	50%	-	100%	-	
Quite poor	(-1)	2	1	1	-	1	1	-	-	1	-	1	-	1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	
		7%	13%	5%	-	6%	25%	-	-	33%	-	8%	-	9%	7%	-	25%	-	-	-	-	-	-	-	13%	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	1	1	-	1	1	-	-	1	-	1	-	1	1	-	1	-	-	-	-	-	-	-	1	-	-	-	
		7%	13%	5%	-	6%	25%	-	-	33%	-	8%	-	9%	7%	-	25%	-	-	-	-	-	-	-	13%	-	-	-	-
Mean		0.85	0.63	0.95	1.43	0.75	0.25	2.00	0.75	0.00	1.33	0.75	1.00	0.82	0.86	1.00	0.50	-	0.50	1.00	1.00	-	1.00	1.33	0.50	1.60	0.00	-	
Standard deviation		0.95	0.92	0.97	0.98	0.86	0.96	-	0.50	1.00	1.03	0.97	-	0.75	1.10	1.41	1.29	-	0.71	1.41	-	-	-	0.58	1.07	0.55	-	-	
Standard error		0.18	0.32	0.22	0.37	0.21	0.48	-	0.25	0.58	0.42	0.28	-	0.23	0.29	1.00	0.65	-	0.50	1.00	-	-	-	0.33	0.38	0.24	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 403

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Content from a range of different providers

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		17 63%	5 83%	5 50%	1 50%	10 56%
Very good	(+2)	8 30%	1 17%	2 20%	1 50%	4 22%
Quite good	(+1)	9 33%	4 67%	3 30%	- -	6 33%
Neither good nor poor	(0)	8 30%	1 17%	4 40%	1 50%	6 33%
Quite poor	(-1)	2 7%	- -	1 10%	- -	2 11%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 7%	- -	1 10%	- -	2 11%
Mean		0.85	1.00	0.60	1.00	0.67
Standard deviation		0.95	0.63	0.97	1.41	0.97
Standard error		0.18	0.26	0.31	1.00	0.23

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 404

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times 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 Ireland
Base	27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good	26	8	18	6	16	4	1	4	3	5	12	1	11	13	2	4	-	2	2	1	-	1	3	7	5	1	-
	96%	100%	95%	86%	100%	100%	100%	100%	100%	83%	100%	100%	100%	93%	100%	100%	-	100%	100%	100%	-	100%	100%	88%	100%	100%	-
Very good	(+2)	12	2	10	5	5	-	1	1	5	4	1	3	8	1	2	-	-	1	-	-	-	3	3	3	-	-
	44%	25%	53%	71%	31%	50%	-	25%	33%	83%	33%	100%	27%	57%	50%	50%	-	-	50%	-	-	-	100%	38%	60%	-	-
Quite good	(+1)	14	6	8	1	11	1	3	2	-	8	-	8	5	1	2	-	2	1	1	-	1	-	4	2	1	-
	52%	75%	42%	14%	69%	50%	100%	75%	67%	-	67%	-	73%	36%	50%	50%	-	100%	50%	100%	-	100%	-	50%	40%	100%	-
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	4%	-	5%	14%	-	-	-	-	-	17%	-	-	-	7%	-	-	-	-	-	-	-	-	-	13%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.41	1.25	1.47	1.57	1.31	1.50	1.00	1.25	1.33	1.67	1.33	2.00	1.27	1.50	1.50	1.50	-	1.00	1.50	1.00	-	1.00	2.00	1.25	1.60	1.00	-
Standard deviation	0.57	0.46	0.61	0.79	0.48	0.58	-	0.50	0.58	0.82	0.49	-	0.47	0.65	0.71	0.58	-	0.00	0.71	-	-	-	0.00	0.71	0.55	-	-
Standard error	0.11	0.16	0.14	0.30	0.12	0.29	-	0.25	0.33	0.33	0.14	-	0.14	0.17	0.50	0.29	-	0.00	0.50	-	-	-	0.00	0.25	0.24	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 404

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Quality of podcasts

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		26 96%	6 100%	10 100%	1 50%	17 94%
Very good	(+2)	12 44%	2 33%	4 40%	1 50%	7 39%
Quite good	(+1)	14 52%	4 67%	6 60%	- -	10 56%
Neither good nor poor	(0)	1 4%	- -	- -	1 50%	1 6%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.41	1.33	1.40	1.00	1.33
Standard deviation		0.57	0.52	0.52	1.41	0.59
Standard error		0.11	0.21	0.16	1.00	0.14

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 405

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times 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 Ireland
Base	27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good	25	8	17	7	14	4	1	4	3	6	10	1	11	13	1	4	-	2	2	1	-	1	3	7	5	-	-
	93%	100%	89%	100%	88%	100%	100%	100%	100%	100%	83%	100%	100%	93%	50%	100%	-	100%	100%	100%	-	100%	100%	88%	100%	-	-
Very good	(+2)	12	4	8	5	6	1	2	1	4	4	-	4	7	1	2	-	-	1	-	-	-	1	4	4	-	-
	44%	50%	42%	71%	38%	25%	100%	50%	33%	67%	33%	-	36%	50%	50%	50%	-	-	50%	-	-	-	33%	50%	80%	-	-
Quite good	(+1)	13	4	9	2	8	-	2	2	2	6	1	7	6	-	2	-	2	1	1	-	1	2	3	1	-	-
	48%	50%	47%	29%	50%	75%	-	50%	67%	33%	50%	100%	64%	43%	-	50%	-	100%	50%	100%	-	100%	67%	38%	20%	-	-
Neither good nor poor	(0)	2	-	2	-	2	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-
	7%	-	11%	-	13%	-	-	-	-	-	17%	-	-	7%	50%	-	-	-	-	-	-	-	-	13%	-	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.37	1.50	1.32	1.71	1.25	1.25	2.00	1.50	1.33	1.67	1.17	1.00	1.36	1.43	1.00	1.50	-	1.00	1.50	1.00	-	1.00	1.33	1.38	1.80	0.00	-
Standard deviation	0.63	0.53	0.67	0.49	0.68	0.50	-	0.58	0.58	0.52	0.72	-	0.50	0.65	1.41	0.58	-	0.00	0.71	-	-	-	0.58	0.74	0.45	-	-
Standard error	0.12	0.19	0.15	0.18	0.17	0.25	-	0.29	0.33	0.21	0.21	-	0.15	0.17	1.00	0.29	-	0.00	0.50	-	-	-	0.33	0.26	0.20	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 405

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Ease of use****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		25 93%	6 100%	9 90%	2 100%	16 89%
Very good	(+2)	12 44%	1 17%	4 40%	1 50%	8 44%
Quite good	(+1)	13 48%	5 83%	5 50%	1 50%	8 44%
Neither good nor poor	(0)	2 7%	- -	1 10%	- -	2 11%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.37	1.17	1.30	1.50	1.33
Standard deviation		0.63	0.41	0.67	0.71	0.69
Standard error		0.12	0.17	0.21	0.50	0.16

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 406

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times 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	
Base		27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-	
NET: Good		22	7	15	6	13	3	1	4	2	5	9	1	10	11	1	3	-	2	2	1	-	1	3	5	5	-	-	
		81%	88%	79%	86%	81%	75%	100%	100%	67%	83%	75%	100%	91%	79%	50%	75%	-	100%	100%	100%	-	100%	100%	63%	100%	-	-	
Very good	(+2)	10	1	9	6	3	1	1	-	-	5	3	1	2	7	1	2	-	-	1	-	-	-	2	2	3	-	-	
		37%	13%	47%	86%	19%	25%	100%	-	-	83%	25%	100%	18%	50%	50%	50%	-	-	50%	-	-	-	67%	25%	60%	-	-	
Quite good	(+1)	12	6	6	-	10	2	-	4	2	-	6	-	8	4	-	1	-	2	1	1	-	1	1	3	2	-	-	
		44%	75%	32%	-	63%	50%	-	100%	67%	-	50%	-	73%	29%	-	25%	-	100%	50%	100%	-	100%	33%	38%	40%	-	-	
Neither good nor poor	(0)	5	1	4	1	3	1	-	-	1	1	3	-	1	3	1	1	-	-	-	-	-	-	3	-	1	-		
		19%	13%	21%	14%	19%	25%	-	-	33%	17%	25%	-	9%	21%	50%	25%	-	-	-	-	-	-	38%	-	100%	-		
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Mean		1.19	1.00	1.26	1.71	1.00	1.00	2.00	1.00	0.67	1.67	1.00	2.00	1.09	1.29	1.00	1.25	-	1.00	1.50	1.00	-	1.00	1.67	0.88	1.60	0.00	-	
Standard deviation		0.74	0.53	0.81	0.76	0.63	0.82	-	0.00	0.58	0.82	0.74	-	0.54	0.83	1.41	0.96	-	0.00	0.71	-	-	-	0.58	0.83	0.55	-	-	
Standard error		0.14	0.19	0.18	0.29	0.16	0.41	-	0.00	0.33	0.33	0.21	-	0.16	0.22	1.00	0.48	-	0.00	0.50	-	-	-	0.33	0.30	0.24	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 406

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Ease of navigation

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		22 81%	6 100%	8 80%	1 50%	13 72%
Very good	(+2)	10 37%	2 33%	3 30%	1 50%	6 33%
Quite good	(+1)	12 44%	4 67%	5 50%	- -	7 39%
Neither good nor poor	(0)	5 19%	- -	2 20%	1 50%	5 28%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.19	1.33	1.10	1.00	1.06
Standard deviation		0.74	0.52	0.74	1.41	0.80
Standard error		0.14	0.21	0.23	1.00	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 407

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base		27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good		15	4	11	3	10	2	-	3	1	3	7	1	7	7	1	1	-	1	-	-	-	1	2	5	5	-	-
		56%	50%	58%	43%	63%	50%	-	75%	33%	50%	58%	100%	64%	50%	50%	25%	-	50%	-	-	-	100%	67%	63%	100%	-	-
Very good	(+2)	7	1	6	3	3	1	-	1	-	3	2	1	3	3	1	-	-	-	-	-	-	-	2	2	3	-	-
		26%	13%	32%	43%	19%	25%	-	25%	-	50%	17%	100%	27%	21%	50%	-	-	-	-	-	-	-	67%	25%	60%	-	-
Quite good	(+1)	8	3	5	-	7	1	-	2	1	-	5	-	4	4	-	1	-	1	-	-	-	1	-	3	2	-	-
		30%	38%	26%	-	44%	25%	-	50%	33%	-	42%	-	36%	29%	-	25%	-	50%	-	-	-	100%	-	38%	40%	-	-
Neither good nor poor	(0)	11	3	8	4	6	1	1	1	1	3	5	-	3	7	1	2	-	1	2	1	-	1	3	-	1	-	
		41%	38%	42%	57%	38%	25%	100%	25%	33%	50%	42%	-	27%	50%	50%	50%	-	50%	100%	100%	-	-	33%	38%	-	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	
		4%	13%	-	-	-	25%	-	-	33%	-	-	-	9%	-	-	25%	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	
		4%	13%	-	-	-	25%	-	-	33%	-	-	-	9%	-	-	25%	-	-	-	-	-	-	-	-	-	-	
Mean		0.74	0.38	0.89	0.86	0.81	0.25	0.00	1.00	-0.33	1.00	0.75	2.00	0.73	0.71	1.00	-0.25	-	0.50	0.00	0.00	-	1.00	1.33	0.88	1.60	0.00	-
Standard deviation		0.98	1.19	0.88	1.07	0.75	1.71	-	0.82	1.53	1.10	0.75	-	1.19	0.83	1.41	1.26	-	0.71	0.00	-	-	-	1.15	0.83	0.55	-	-
Standard error		0.19	0.42	0.20	0.40	0.19	0.85	-	0.41	0.88	0.45	0.22	-	0.36	0.22	1.00	0.63	-	0.50	0.00	-	-	-	0.67	0.30	0.24	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 407

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		15 56%	3 50%	4 40%	1 50%	8 44%
Very good	(+2)	7 26%	1 17%	2 20%	- -	4 22%
Quite good	(+1)	8 30%	2 33%	2 20%	1 50%	4 22%
Neither good nor poor	(0)	11 41%	3 50%	5 50%	1 50%	9 50%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	- -	1 10%	- -	1 6%
NET: Poor		1 4%	- -	1 10%	- -	1 6%
Mean		0.74	0.67	0.40	0.50	0.56
Standard deviation		0.98	0.82	1.17	0.71	1.04
Standard error		0.19	0.33	0.37	0.50	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 408

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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
Base	27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good	18	6	12	5	10	3	1	3	2	4	7	1	9	7	2	3	-	-	1	-	-	-	3	5	5	1	-
	67%	75%	63%	71%	63%	75%	100%	75%	67%	67%	58%	100%	82%	50%	100%	75%	-	-	50%	-	-	-	100%	63%	100%	100%	-
Very good	(+2)	9	1	8	4	4	1	1	-	4	3	1	3	5	1	1	-	-	-	-	-	-	3	3	2	-	-
	33%	13%	42%	57%	25%	25%	-	25%	-	67%	25%	100%	27%	36%	50%	25%	-	-	-	-	-	-	100%	38%	40%	-	-
Quite good	(+1)	9	5	4	1	6	1	2	2	-	4	-	6	2	1	2	-	-	1	-	-	-	-	2	3	1	-
	33%	63%	21%	14%	38%	50%	100%	50%	67%	-	33%	-	55%	14%	50%	50%	-	-	50%	-	-	-	-	25%	60%	100%	-
Neither good nor poor	(0)	9	2	7	2	6	1	1	1	2	5	-	2	7	-	1	-	2	1	1	-	1	-	3	-	-	-
	33%	25%	37%	29%	38%	25%	-	25%	33%	33%	42%	-	18%	50%	-	25%	-	100%	50%	100%	-	100%	-	38%	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.00	0.88	1.05	1.29	0.88	1.00	1.00	1.00	0.67	1.33	0.83	2.00	1.09	0.86	1.50	1.00	-	0.00	0.50	0.00	-	0.00	2.00	1.00	1.40	1.00	-
Standard deviation	0.83	0.64	0.91	0.95	0.81	0.82	-	0.82	0.58	1.03	0.83	-	0.70	0.95	0.71	0.82	-	0.00	0.71	-	-	-	0.00	0.93	0.55	-	-
Standard error	0.16	0.23	0.21	0.36	0.20	0.41	-	0.41	0.33	0.42	0.24	-	0.21	0.25	0.50	0.41	-	0.00	0.50	-	-	-	0.00	0.33	0.24	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 408

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Exclusive content only available through that platform

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		18 67%	4 67%	5 50%	1 50%	12 67%
Very good	(+2)	9 33%	1 17%	3 30%	- -	6 33%
Quite good	(+1)	9 33%	3 50%	2 20%	1 50%	6 33%
Neither good nor poor	(0)	9 33%	2 33%	5 50%	1 50%	6 33%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.00	0.83	0.80	0.50	1.00
Standard deviation		0.83	0.75	0.92	0.71	0.84
Standard error		0.16	0.31	0.29	0.50	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 409

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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	
Base		27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-	
NET: Good		13	3	10	4	8	1	-	3	-	4	5	1	5	7	1	1	-	1	-	-	-	1	3	3	4	-	-	
		48%	38%	53%	57%	50%	25%	-	75%	-	67%	42%	100%	45%	50%	50%	25%	-	50%	-	-	-	100%	100%	38%	80%	-	-	
Very good	(+2)	5	-	5	2	3	-	-	-	-	2	3	-	-	4	1	-	-	-	-	-	-	-	-	2	3	-	-	
		19%	-	26%	29%	19%	-	-	-	-	33%	25%	-	-	29%	50%	-	-	-	-	-	-	-	-	25%	60%	-	-	
Quite good	(+1)	8	3	5	2	5	1	-	3	-	2	2	1	5	3	-	1	-	1	-	-	-	1	3	1	1	-	-	
		30%	38%	26%	29%	31%	25%	-	75%	-	33%	17%	100%	45%	21%	-	25%	-	50%	-	-	-	100%	100%	13%	20%	-	-	
Neither good nor poor	(0)	14	5	9	3	8	3	1	1	3	2	7	-	6	7	1	3	-	1	2	1	-	-	-	5	1	1	-	
		52%	63%	47%	43%	50%	75%	100%	25%	100%	33%	58%	-	55%	50%	50%	75%	-	50%	100%	100%	-	-	-	63%	20%	100%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		0.67	0.38	0.79	0.86	0.69	0.25	0.00	0.75	0.00	1.00	0.67	1.00	0.45	0.79	1.00	0.25	-	0.50	0.00	0.00	-	1.00	1.00	0.63	1.40	0.00	-	
Standard deviation		0.78	0.52	0.85	0.90	0.79	0.50	-	0.50	0.00	0.89	0.89	-	0.52	0.89	1.41	0.50	-	0.71	0.00	-	-	-	0.00	0.92	0.89	-	-	
Standard error		0.15	0.18	0.20	0.34	0.20	0.25	-	0.25	0.00	0.37	0.26	-	0.16	0.24	1.00	0.25	-	0.50	0.00	-	-	-	0.00	0.32	0.40	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 409

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Syncing across devices

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		13 48%	1 17%	5 50%	1 50%	7 39%
Very good	(+2)	5 19%	- -	1 10%	1 50%	1 6%
Quite good	(+1)	8 30%	1 17%	4 40%	- -	6 33%
Neither good nor poor	(0)	14 52%	5 83%	5 50%	1 50%	11 61%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.67	0.17	0.60	1.00	0.44
Standard deviation		0.78	0.41	0.70	1.41	0.62
Standard error		0.15	0.17	0.22	1.00	0.15

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 410

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Gender			Age			Gender/Age						SEG			Region												
		Total	Male	Female	18-34	35-54	55+	Male	Male	Male	Female	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	London	South East	South West	North-ern Ire-land	
								18-34	35-54	55+	18-34	35-54	55+																
Base		27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-	
NET: Good		24	8	16	6	14	4	1	4	3	5	10	1	10	13	1	4	-	2	2	-	-	1	3	7	5	-	-	
		89%	100%	84%	86%	88%	100%	100%	100%	100%	83%	83%	100%	91%	93%	50%	100%	-	100%	100%	-	-	100%	100%	88%	100%	-	-	
Very good	(+2)	15	4	11	5	9	1	1	2	1	4	7	-	6	8	1	2	-	-	1	-	-	-	1	6	5	-	-	
		56%	50%	58%	71%	56%	25%	100%	50%	33%	67%	58%	-	55%	57%	50%	50%	-	-	50%	-	-	-	33%	75%	100%	-	-	
Quite good	(+1)	9	4	5	1	5	3	-	2	2	1	3	1	4	5	-	2	-	2	1	-	-	1	2	1	-	-	-	
		33%	50%	26%	14%	31%	75%	-	50%	67%	17%	25%	100%	36%	36%	-	50%	-	100%	50%	-	-	100%	67%	13%	-	-	-	
Neither good nor poor	(0)	3	-	3	1	2	-	-	-	-	1	2	-	1	1	1	-	-	-	-	1	-	-	-	1	-	1	-	
		11%	-	16%	14%	13%	-	-	-	-	17%	17%	-	9%	7%	50%	-	-	-	-	100%	-	-	-	13%	-	100%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.44	1.50	1.42	1.57	1.44	1.25	2.00	1.50	1.33	1.50	1.42	1.00	1.45	1.50	1.00	1.50	-	1.00	1.50	0.00	-	1.00	1.33	1.63	2.00	0.00	-	
Standard deviation		0.70	0.53	0.77	0.79	0.73	0.50	-	0.58	0.58	0.84	0.79	-	0.69	0.65	1.41	0.58	-	0.00	0.71	-	-	-	0.58	0.74	0.00	-	-	
Standard error		0.13	0.19	0.18	0.30	0.18	0.25	-	0.29	0.33	0.34	0.23	-	0.21	0.17	1.00	0.29	-	0.00	0.50	-	-	-	0.33	0.26	0.00	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 410

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Can use it easily on my smartphone

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		24 89%	6 100%	9 90%	1 50%	15 83%
Very good	(+2)	15 56%	3 50%	4 40%	1 50%	9 50%
Quite good	(+1)	9 33%	3 50%	5 50%	-	6 33%
Neither good nor poor	(0)	3 11%	-	1 10%	1 50%	3 17%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.44	1.50	1.30	1.00	1.33
Standard deviation		0.70	0.55	0.67	1.41	0.77
Standard error		0.13	0.22	0.21	1.00	0.18

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 411

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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 Ireland
Base	27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good	12	4	8	4	5	3	-	2	2	4	3	1	5	6	1	2	-	-	1	-	-	1	2	3	3	-	-
	44%	50%	42%	57%	31%	75%	-	50%	67%	67%	25%	100%	45%	43%	50%	50%	-	-	50%	-	-	100%	67%	38%	60%	-	-
Very good	(+2)	7	1	6	3	3	1	-	1	3	3	-	2	4	1	2	-	-	-	-	-	-	-	3	2	-	-
	26%	13%	32%	43%	19%	25%	-	-	33%	50%	25%	-	18%	29%	50%	50%	-	-	-	-	-	-	-	38%	40%	-	-
Quite good	(+1)	5	3	2	1	2	-	2	1	1	-	1	3	2	-	-	-	-	1	-	-	1	2	-	1	-	-
	19%	38%	11%	14%	13%	50%	-	50%	33%	17%	-	100%	27%	14%	-	-	-	-	50%	-	-	100%	67%	-	20%	-	-
Neither good nor poor	(0)	15	4	11	3	11	1	2	1	2	9	-	6	8	1	2	-	2	1	1	-	-	1	5	2	1	-
	56%	50%	58%	43%	69%	25%	100%	50%	33%	33%	75%	-	55%	57%	50%	50%	-	100%	50%	100%	-	-	33%	63%	40%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.70	0.63	0.74	1.00	0.50	1.00	0.00	0.50	1.00	1.17	0.50	1.00	0.64	0.71	1.00	1.00	-	0.00	0.50	0.00	-	1.00	0.67	0.75	1.00	0.00	-
Standard deviation	0.87	0.74	0.93	1.00	0.82	0.82	-	0.58	1.00	0.98	0.90	-	0.81	0.91	1.41	1.15	-	0.00	0.71	-	-	-	0.58	1.04	1.00	-	-
Standard error	0.17	0.26	0.21	0.38	0.20	0.41	-	0.29	0.58	0.40	0.26	-	0.24	0.24	1.00	0.58	-	0.00	0.50	-	-	-	0.33	0.37	0.45	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 411

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Compatibility with smart speaker

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		12 44%	2 33%	4 40%	- -	7 39%
Very good	(+2)	7 26%	- -	3 30%	- -	3 17%
Quite good	(+1)	5 19%	2 33%	1 10%	- -	4 22%
Neither good nor poor	(0)	15 56%	4 67%	6 60%	2 100%	11 61%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.70	0.33	0.70	0.00	0.56
Standard deviation		0.87	0.52	0.95	0.00	0.78
Standard error		0.17	0.21	0.30	0.00	0.18

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 412

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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 Ireland
Base	27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good	9	1	8	3	5	1	-	1	-	3	4	1	4	4	1	-	-	1	-	-	-	-	2	3	3	-	-
	33%	13%	42%	43%	31%	25%	-	25%	-	50%	33%	100%	36%	29%	50%	-	-	50%	-	-	-	-	67%	38%	60%	-	-
Very good	(+2)	5	-	5	2	2	-	-	-	2	2	1	1	3	1	-	-	-	-	-	-	-	1	2	2	-	-
	19%	-	26%	29%	13%	25%	-	-	-	33%	17%	100%	9%	21%	50%	-	-	-	-	-	-	-	33%	25%	40%	-	-
Quite good	(+1)	4	1	3	1	3	-	1	-	1	2	-	3	1	-	-	-	1	-	-	-	-	1	1	1	-	-
	15%	13%	16%	14%	19%	-	-	25%	-	17%	17%	-	27%	7%	-	-	-	50%	-	-	-	-	33%	13%	20%	-	-
Neither good nor poor	(0)	18	7	11	4	11	3	1	3	3	8	-	7	10	1	4	-	1	2	1	-	1	1	5	2	1	-
	67%	88%	58%	57%	69%	75%	100%	75%	100%	50%	67%	-	64%	71%	50%	100%	-	50%	100%	100%	-	100%	33%	63%	40%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.52	0.13	0.68	0.71	0.44	0.50	0.00	0.25	0.00	0.83	0.50	2.00	0.45	0.50	1.00	0.00	-	0.50	0.00	0.00	-	0.00	1.00	0.63	1.00	0.00	-
Standard deviation	0.80	0.35	0.89	0.95	0.73	1.00	-	0.50	0.00	0.98	0.80	-	0.69	0.85	1.41	0.00	-	0.71	0.00	-	-	-	1.00	0.92	1.00	-	-
Standard error	0.15	0.13	0.20	0.36	0.18	0.50	-	0.25	0.00	0.40	0.23	-	0.21	0.23	1.00	0.00	-	0.50	0.00	-	-	-	0.58	0.32	0.45	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 412

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Smart playlists

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		9 33%	1 17%	3 30%	- -	4 22%
Very good	(+2)	5 19%	1 17%	1 10%	- -	2 11%
Quite good	(+1)	4 15%	- -	2 20%	- -	2 11%
Neither good nor poor	(0)	18 67%	5 83%	7 70%	2 100%	14 78%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.52	0.33	0.40	0.00	0.33
Standard deviation		0.80	0.82	0.70	0.00	0.69
Standard error		0.15	0.33	0.22	0.00	0.16

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 413

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Episode previews

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
Base		27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good		17	6	11	5	9	3	1	3	2	4	6	1	7	9	1	2	-	1	2	-	-	-	3	5	4	-	-
		63%	75%	58%	71%	56%	75%	100%	75%	67%	67%	50%	100%	64%	64%	50%	50%	-	50%	100%	-	-	-	100%	63%	80%	-	-
Very good	(+2)	5	1	4	3	2	-	1	-	-	2	2	-	-	4	1	-	-	-	1	-	-	-	-	2	2	-	-
		19%	13%	21%	43%	13%	-	100%	-	-	33%	17%	-	-	29%	50%	-	-	-	50%	-	-	-	-	25%	40%	-	-
Quite good	(+1)	12	5	7	2	7	3	-	3	2	2	4	1	7	5	-	2	-	1	1	-	-	-	3	3	2	-	-
		44%	63%	37%	29%	44%	75%	-	75%	67%	33%	33%	100%	64%	36%	-	50%	-	50%	50%	-	-	-	100%	38%	40%	-	-
Neither good nor poor	(0)	9	2	7	2	6	1	-	1	1	2	5	-	4	5	-	2	-	1	-	1	-	1	-	3	1	-	-
		33%	25%	37%	29%	38%	25%	-	25%	33%	33%	42%	-	36%	36%	-	50%	-	50%	-	100%	-	100%	-	38%	20%	-	-
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
		4%	-	5%	-	6%	-	-	-	-	-	8%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	100%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
		4%	-	5%	-	6%	-	-	-	-	-	8%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	100%	-
Mean		0.78	0.88	0.74	1.14	0.63	0.75	2.00	0.75	0.67	1.00	0.58	1.00	0.64	0.93	0.50	0.50	-	0.50	1.50	0.00	-	0.00	1.00	0.88	1.20	-1.00	-
Standard deviation		0.80	0.64	0.87	0.90	0.81	0.50	-	0.50	0.58	0.89	0.90	-	0.50	0.83	2.12	0.58	-	0.71	0.71	-	-	-	0.00	0.83	0.84	-	-
Standard error		0.15	0.23	0.20	0.34	0.20	0.25	-	0.25	0.33	0.37	0.26	-	0.15	0.22	1.50	0.29	-	0.50	0.50	-	-	-	0.00	0.30	0.37	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 413

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Episode previews

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		17 63%	3 50%	7 70%	1 50%	10 56%
Very good	(+2)	5 19%	1 17%	1 10%	- -	2 11%
Quite good	(+1)	12 44%	2 33%	6 60%	1 50%	8 44%
Neither good nor poor	(0)	9 33%	3 50%	3 30%	1 50%	7 39%
Quite poor	(-1)	1 4%	- -	- -	- -	1 6%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	1 6%
Mean		0.78	0.67	0.80	0.50	0.61
Standard deviation		0.80	0.82	0.63	0.71	0.78
Standard error		0.15	0.33	0.20	0.50	0.18

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 414

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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-east Ireland
Base	27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good	18	6	12	5	10	3	1	3	2	4	7	1	8	9	1	3	-	1	1	1	-	1	3	4	4	-	-
	67%	75%	63%	71%	63%	75%	100%	75%	67%	67%	58%	100%	73%	64%	50%	75%	-	50%	50%	100%	-	100%	100%	50%	80%	-	-
Very good	(+2)	10	2	8	4	5	1	-	1	3	5	-	3	6	1	1	-	-	1	-	-	-	1	4	3	-	-
	37%	25%	42%	57%	31%	25%	100%	-	33%	50%	42%	-	27%	43%	50%	25%	-	-	50%	-	-	-	33%	50%	60%	-	-
Quite good	(+1)	8	4	4	1	5	-	3	1	1	2	1	5	3	-	2	-	1	-	1	-	1	2	-	1	-	-
	30%	50%	21%	14%	31%	50%	-	75%	33%	17%	17%	100%	45%	21%	-	50%	-	50%	-	100%	-	100%	67%	-	20%	-	-
Neither good nor poor	(0)	9	2	7	2	6	-	1	1	2	5	-	3	5	1	1	-	1	1	-	-	-	-	4	1	1	-
	33%	25%	37%	29%	38%	25%	-	25%	33%	33%	42%	-	27%	36%	50%	25%	-	50%	50%	-	-	-	-	50%	20%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	1.04	1.00	1.05	1.29	0.94	1.00	2.00	0.75	1.00	1.17	1.00	1.00	1.00	1.07	1.00	1.00	-	0.50	1.00	1.00	-	1.00	1.33	1.00	1.40	0.00	-
Standard deviation	0.85	0.76	0.91	0.95	0.85	0.82	-	0.50	1.00	0.98	0.95	-	0.77	0.92	1.41	0.82	-	0.71	1.41	-	-	-	0.58	1.07	0.89	-	-
Standard error	0.16	0.27	0.21	0.36	0.21	0.41	-	0.25	0.58	0.40	0.28	-	0.23	0.25	1.00	0.41	-	0.50	1.00	-	-	-	0.33	0.38	0.40	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 414

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Play video as audio****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		18 67%	3 50%	7 70%	1 50%	11 61%
Very good	(+2)	10 37%	1 17%	2 20%	1 50%	5 28%
Quite good	(+1)	8 30%	2 33%	5 50%	- -	6 33%
Neither good nor poor	(0)	9 33%	3 50%	3 30%	1 50%	7 39%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.04	0.67	0.90	1.00	0.89
Standard deviation		0.85	0.82	0.74	1.41	0.83
Standard error		0.16	0.33	0.23	1.00	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 415

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base		27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good		17	5	12	6	9	2	1	3	1	5	6	1	5	11	1	1	-	1	2	-	-	1	2	6	4	-	-
		63%	63%	63%	86%	56%	50%	100%	75%	33%	83%	50%	100%	45%	79%	50%	25%	-	50%	100%	-	-	100%	67%	75%	80%	-	-
Very good	(+2)	7	1	6	3	3	1	1	-	-	2	3	1	1	5	1	-	-	-	1	-	-	-	1	2	3	-	-
		26%	13%	32%	43%	19%	25%	100%	-	-	33%	25%	100%	9%	36%	50%	-	-	-	50%	-	-	-	33%	25%	60%	-	-
Quite good	(+1)	10	4	6	3	6	1	-	3	1	3	3	-	4	6	-	1	-	1	1	-	-	1	1	4	1	-	-
		37%	50%	32%	43%	38%	25%	-	75%	33%	50%	25%	-	36%	43%	-	25%	-	50%	50%	-	-	100%	33%	50%	20%	-	-
Neither good nor poor	(0)	9	2	7	1	7	1	-	1	1	1	6	-	5	3	1	2	-	1	-	1	-	-	1	2	1	1	-
		33%	25%	37%	14%	44%	25%	-	25%	33%	17%	50%	-	45%	21%	50%	50%	-	50%	-	100%	-	-	33%	25%	20%	100%	-
Quite poor	(-1)	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
		4%	13%	-	-	-	25%	-	-	33%	-	-	-	9%	-	-	25%	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
		4%	13%	-	-	-	25%	-	-	33%	-	-	-	9%	-	-	25%	-	-	-	-	-	-	-	-	-	-	-
Mean		0.85	0.63	0.95	1.29	0.75	0.50	2.00	0.75	0.00	1.17	0.75	2.00	0.45	1.14	1.00	0.00	-	0.50	1.50	0.00	-	1.00	1.00	1.00	1.40	0.00	-
Standard deviation		0.86	0.92	0.85	0.76	0.77	1.29	-	0.50	1.00	0.75	0.87	-	0.82	0.77	1.41	0.82	-	0.71	0.71	-	-	-	1.00	0.76	0.89	-	-
Standard error		0.17	0.32	0.19	0.29	0.19	0.65	-	0.25	0.58	0.31	0.25	-	0.25	0.21	1.00	0.41	-	0.50	0.50	-	-	-	0.58	0.27	0.40	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 415

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		17 63%	3 50%	4 40%	2 100%	10 56%
Very good	(+2)	7 26%	2 33%	1 10%	1 50%	3 17%
Quite good	(+1)	10 37%	1 17%	3 30%	1 50%	7 39%
Neither good nor poor	(0)	9 33%	3 50%	5 50%	- -	7 39%
Quite poor	(-1)	1 4%	- -	1 10%	- -	1 6%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	1 10%	- -	1 6%
Mean		0.85	0.83	0.40	1.50	0.67
Standard deviation		0.86	0.98	0.84	0.71	0.84
Standard error		0.17	0.40	0.27	0.50	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 416

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Push notifications****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-east Ireland
Base	27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good	12	4	8	4	5	3	-	2	2	4	3	1	6	5	1	3	-	1	-	-	-	-	2	3	3	-	-
	44%	50%	42%	57%	31%	75%	-	50%	67%	67%	25%	100%	55%	36%	50%	75%	-	50%	-	-	-	-	67%	38%	60%	-	-
Very good	(+2)	4	-	4	2	2	-	-	-	2	2	-	-	3	1	-	-	-	-	-	-	-	-	2	2	-	-
	15%	-	21%	29%	13%	-	-	-	-	33%	17%	-	-	21%	50%	-	-	-	-	-	-	-	-	25%	40%	-	-
Quite good	(+1)	8	4	4	2	3	-	2	2	2	1	1	6	2	-	3	-	1	-	-	-	-	2	1	1	-	-
	30%	50%	21%	29%	19%	75%	-	50%	67%	33%	8%	100%	55%	14%	-	75%	-	50%	-	-	-	-	67%	13%	20%	-	-
Neither good nor poor	(0)	15	4	11	3	11	1	2	1	2	9	-	5	9	1	1	-	1	2	1	-	1	1	5	2	1	-
	56%	50%	58%	43%	69%	25%	100%	50%	33%	33%	75%	-	45%	64%	50%	25%	-	50%	100%	100%	-	100%	33%	63%	40%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.59	0.50	0.63	0.86	0.44	0.75	0.00	0.50	0.67	1.00	0.42	1.00	0.55	0.57	1.00	0.75	-	0.50	0.00	0.00	-	0.00	0.67	0.63	1.00	0.00	-
Standard deviation	0.75	0.53	0.83	0.90	0.73	0.50	-	0.58	0.58	0.89	0.79	-	0.52	0.85	1.41	0.50	-	0.71	0.00	-	-	-	0.58	0.92	1.00	-	-
Standard error	0.14	0.19	0.19	0.34	0.18	0.25	-	0.29	0.33	0.37	0.23	-	0.16	0.23	1.00	0.25	-	0.50	0.00	-	-	-	0.33	0.32	0.45	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 416

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Push notifications

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		12 44%	2 33%	5 50%	- -	7 39%
Very good	(+2)	4 15%	- -	1 10%	- -	1 6%
Quite good	(+1)	8 30%	2 33%	4 40%	- -	6 33%
Neither good nor poor	(0)	15 56%	4 67%	5 50%	2 100%	11 61%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.59	0.33	0.60	0.00	0.44
Standard deviation		0.75	0.52	0.70	0.00	0.62
Standard error		0.14	0.21	0.22	0.00	0.15

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 417

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Customisation options****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 Ireland
Base		27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good		12	4	8	4	6	2	1	2	1	3	4	1	5	6	1	1	-	1	1	-	-	1	2	3	3	-	-
		44%	50%	42%	57%	38%	50%	100%	50%	33%	50%	33%	100%	45%	43%	50%	25%	-	50%	50%	-	-	100%	67%	38%	60%	-	-
Very good	(+2)	5	-	5	2	2	1	-	-	-	2	2	1	1	3	1	-	-	-	-	-	-	-	1	2	2	-	-
		19%	-	26%	29%	13%	25%	-	-	-	33%	17%	100%	9%	21%	50%	-	-	-	-	-	-	-	33%	25%	40%	-	-
Quite good	(+1)	7	4	3	2	4	1	1	2	1	1	2	-	4	3	-	1	-	1	1	-	-	1	1	1	1	-	-
		26%	50%	16%	29%	25%	25%	100%	50%	33%	17%	17%	-	36%	21%	-	25%	-	50%	50%	-	-	100%	33%	13%	20%	-	-
Neither good nor poor	(0)	14	3	11	3	10	1	-	2	1	3	8	-	5	8	1	2	-	1	1	1	-	-	1	5	2	1	-
		52%	38%	58%	43%	63%	25%	-	50%	33%	50%	67%	-	45%	57%	50%	50%	-	50%	50%	100%	-	-	33%	63%	40%	100%	-
Quite poor	(-1)	1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
		4%	13%	-	-	-	25%	-	-	33%	-	-	-	9%	-	-	25%	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	1	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-
		4%	13%	-	-	-	25%	-	-	33%	-	-	-	9%	-	-	25%	-	-	-	-	-	-	-	-	-	-	-
Mean		0.59	0.38	0.68	0.86	0.50	0.50	1.00	0.50	0.00	0.83	0.50	2.00	0.45	0.64	1.00	0.00	-	0.50	0.50	0.00	-	1.00	1.00	0.63	1.00	0.00	-
Standard deviation		0.84	0.74	0.89	0.90	0.73	1.29	-	0.58	1.00	0.98	0.80	-	0.82	0.84	1.41	0.82	-	0.71	0.71	-	-	-	1.00	0.92	1.00	-	-
Standard error		0.16	0.26	0.20	0.34	0.18	0.65	-	0.29	0.58	0.40	0.23	-	0.25	0.23	1.00	0.41	-	0.50	0.50	-	-	-	0.58	0.32	0.45	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 417

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Customisation options****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		12 44%	3 50%	3 30%	- -	6 33%
Very good	(+2)	5 19%	1 17%	1 10%	- -	2 11%
Quite good	(+1)	7 26%	2 33%	2 20%	- -	4 22%
Neither good nor poor	(0)	14 52%	3 50%	6 60%	2 100%	11 61%
Quite poor	(-1)	1 4%	- -	1 10%	- -	1 6%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	1 10%	- -	1 6%
Mean		0.59	0.67	0.30	0.00	0.39
Standard deviation		0.84	0.82	0.82	0.00	0.78
Standard error		0.16	0.33	0.26	0.00	0.18

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 418

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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
Base	27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good	13	2	11	4	8	1	1	1	-	3	7	1	5	7	1	-	-	2	1	-	-	-	2	4	4	-	-
	48%	25%	58%	57%	50%	25%	100%	25%	-	50%	58%	100%	45%	50%	50%	-	-	100%	50%	-	-	-	67%	50%	80%	-	-
Very good	(+2)	6	1	5	4	2	1	-	-	3	2	-	1	4	1	-	-	-	1	-	-	-	1	2	2	-	-
	22%	13%	26%	57%	13%	-	100%	-	-	50%	17%	-	9%	29%	50%	-	-	-	50%	-	-	-	33%	25%	40%	-	-
Quite good	(+1)	7	1	6	-	6	1	1	-	-	5	1	4	3	-	-	-	2	-	-	-	-	1	2	2	-	-
	26%	13%	32%	-	38%	25%	-	25%	-	-	42%	100%	36%	21%	-	-	-	100%	-	-	-	-	33%	25%	40%	-	-
Neither good nor poor	(0)	12	6	6	3	6	3	3	3	3	3	-	6	6	-	4	-	-	1	1	-	1	1	3	1	-	-
	44%	75%	32%	43%	38%	75%	-	75%	100%	50%	25%	-	55%	43%	-	100%	-	-	50%	100%	-	100%	33%	38%	20%	-	-
Quite poor	(-1)	2	-	2	-	2	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-
	7%	-	11%	-	13%	-	-	-	-	-	17%	-	-	7%	50%	-	-	-	-	-	-	-	-	13%	-	100%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	2	-	2	-	2	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-
	7%	-	11%	-	13%	-	-	-	-	-	17%	-	-	7%	50%	-	-	-	-	-	-	-	-	13%	-	100%	-
Mean	0.63	0.38	0.74	1.14	0.50	0.25	2.00	0.25	0.00	1.00	0.58	1.00	0.55	0.71	0.50	0.00	-	1.00	1.00	0.00	-	0.00	1.00	0.63	1.20	-1.00	-
Standard deviation	0.93	0.74	0.99	1.07	0.89	0.50	-	0.50	0.00	1.10	1.00	-	0.69	0.99	2.12	0.00	-	0.00	1.41	-	-	-	1.00	1.06	0.84	-	-
Standard error	0.18	0.26	0.23	0.40	0.22	0.25	-	0.25	0.00	0.45	0.29	-	0.21	0.27	1.50	0.00	-	0.00	1.00	-	-	-	0.58	0.38	0.37	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 418

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

Social sharing options, e.g. short clip shares

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		13 48%	3 50%	4 40%	1 50%	6 33%
Very good	(+2)	6 22%	1 17%	1 10%	- -	3 17%
Quite good	(+1)	7 26%	2 33%	3 30%	1 50%	3 17%
Neither good nor poor	(0)	12 44%	3 50%	5 50%	1 50%	10 56%
Quite poor	(-1)	2 7%	- -	1 10%	- -	2 11%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 7%	- -	1 10%	- -	2 11%
Mean		0.63	0.67	0.40	0.50	0.39
Standard deviation		0.93	0.82	0.84	0.71	0.92
Standard error		0.18	0.33	0.27	0.50	0.22

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 419

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?

The service is free

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
Base		27	8	19	7	16	4	1	4	3	6	12	1	11	14	2	4	-	2	2	1	-	1	3	8	5	1	-
NET: Good		20	7	13	6	10	4	1	3	3	5	7	1	8	11	1	4	-	2	2	-	-	-	2	6	4	-	-
		74%	88%	68%	86%	63%	100%	100%	75%	100%	83%	58%	100%	73%	79%	50%	100%	-	100%	100%	-	-	-	67%	75%	80%	-	-
Very good	(+2)	13	4	9	5	7	1	1	2	1	4	5	-	3	9	1	3	-	1	1	-	-	-	-	4	4	-	-
		48%	50%	47%	71%	44%	25%	100%	50%	33%	67%	42%	-	27%	64%	50%	75%	-	50%	50%	-	-	-	-	50%	80%	-	-
Quite good	(+1)	7	3	4	1	3	3	-	1	2	1	2	1	5	2	-	1	-	1	1	-	-	-	2	2	-	-	-
		26%	38%	21%	14%	19%	75%	-	25%	67%	17%	17%	100%	45%	14%	-	25%	-	50%	50%	-	-	-	67%	25%	-	-	-
Neither good nor poor	(0)	6	1	5	1	5	-	-	1	-	1	4	-	3	3	-	-	-	-	-	1	-	1	1	2	1	-	-
		22%	13%	26%	14%	31%	-	-	25%	-	17%	33%	-	27%	21%	-	-	-	-	-	100%	-	100%	33%	25%	20%	-	-
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
		4%	-	5%	-	6%	-	-	-	-	-	8%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	100%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
		4%	-	5%	-	6%	-	-	-	-	-	8%	-	-	-	50%	-	-	-	-	-	-	-	-	-	-	100%	-
Mean		1.19	1.38	1.11	1.57	1.00	1.25	2.00	1.25	1.33	1.50	0.92	1.00	1.00	1.43	0.50	1.75	-	1.50	1.50	0.00	-	0.00	0.67	1.25	1.60	-1.00	-
Standard deviation		0.92	0.74	0.99	0.79	1.03	0.50	-	0.96	0.58	0.84	1.08	-	0.77	0.85	2.12	0.50	-	0.71	0.71	-	-	-	0.58	0.89	0.89	-	-
Standard error		0.18	0.26	0.23	0.30	0.26	0.25	-	0.48	0.33	0.34	0.31	-	0.23	0.23	1.50	0.25	-	0.50	0.50	-	-	-	0.33	0.31	0.40	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 419

Q20b. You said you use Newspaper site/app (e.g. The Guardian, The Times to access podcasts. How good or bad, are they on each of the following?**The service is free****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	10	2	18
NET: Good		20 74%	5 83%	7 70%	2 100%	11 61%
Very good	(+2)	13 48%	1 17%	6 60%	1 50%	8 44%
Quite good	(+1)	7 26%	4 67%	1 10%	1 50%	3 17%
Neither good nor poor	(0)	6 22%	1 17%	3 30%	- -	6 33%
Quite poor	(-1)	1 4%	- -	- -	- -	1 6%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	- -	- -	1 6%
Mean		1.19	1.00	1.30	1.50	1.00
Standard deviation		0.92	0.63	0.95	0.71	1.03
Standard error		0.18	0.26	0.30	0.50	0.24

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 420

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																Social sharing options, e.g. short clip shares	The service is free
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options		
Base		177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	177	
NET: Good		152 86%	140 79%	152 86%	156 88%	152 86%	65 37%	91 51%	94 53%	140 79%	81 46%	92 52%	78 44%	100 56%	98 55%	85 48%	77 44%	101 57%	156 88%
Very good	(+2)	69 39%	65 37%	59 33%	86 49%	78 44%	19 11%	25 14%	41 23%	84 47%	28 16%	27 15%	25 14%	38 21%	34 19%	29 16%	21 12%	34 19%	101 57%
Quite good	(+1)	83 47%	75 42%	93 53%	70 40%	74 42%	46 26%	66 37%	53 30%	56 32%	53 30%	65 37%	53 30%	62 35%	64 36%	56 32%	56 32%	67 38%	55 31%
Neither good nor poor	(0)	23 13%	34 19%	23 13%	20 11%	22 12%	83 47%	74 42%	67 38%	29 16%	90 51%	71 40%	79 45%	57 32%	69 39%	79 45%	80 45%	68 38%	19 11%
Quite poor	(-1)	2 1%	3 2%	2 1%	- -	2 1%	13 7%	8 5%	13 7%	7 4%	3 2%	11 6%	14 8%	11 6%	9 5%	9 5%	17 10%	4 2%	2 1%
Very poor	(-2)	- -	- -	- -	1 1%	1 1%	16 9%	4 2%	3 2%	1 1%	3 2%	3 2%	6 3%	9 5%	1 1%	4 2%	3 2%	4 2%	- -
NET: Poor		2 1%	3 2%	2 1%	1 1%	3 2%	29 16%	12 7%	16 9%	8 5%	6 3%	14 8%	20 11%	20 11%	10 6%	13 7%	20 11%	8 5%	2 1%
Mean		1.24	1.14	1.18	1.36	1.28	0.22	0.56	0.66	1.21	0.56	0.58	0.44	0.62	0.68	0.55	0.42	0.69	1.44
Standard deviation		0.72	0.78	0.69	0.73	0.77	1.04	0.87	0.97	0.90	0.84	0.88	0.95	1.05	0.86	0.90	0.88	0.88	0.73
Standard error		0.05	0.06	0.05	0.05	0.06	0.08	0.07	0.07	0.07	0.06	0.07	0.07	0.08	0.06	0.07	0.07	0.07	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 421

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Range 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
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-
NET: Good		152	35	117	68	74	10	9	17	9	59	57	1	61	61	30	16	3	16	15	9	10	2	13	27	29	12	-
		86%	88%	85%	84%	90%	71%	90%	94%	75%	83%	89%	50%	87%	82%	91%	94%	100%	89%	88%	90%	100%	67%	100%	71%	83%	92%	-
Very good	(+2)	69	16	53	24	40	5	3	9	4	21	31	1	30	23	16	9	3	8	9	3	7	1	6	10	11	2	-
		39%	40%	39%	30%	49%	36%	30%	50%	33%	30%	48%	50%	43%	31%	48%	53%	100%	44%	53%	30%	70%	33%	46%	26%	31%	15%	-
Quite good	(+1)	83	19	64	44	34	5	6	8	5	38	26	-	31	38	14	7	-	8	6	6	3	1	7	17	18	10	-
		47%	48%	47%	54%	41%	36%	60%	44%	42%	54%	41%	-	44%	51%	42%	41%	-	44%	35%	60%	30%	33%	54%	45%	51%	77%	-
Neither good nor poor	(0)	23	5	18	11	8	4	1	1	3	10	7	1	7	13	3	1	-	2	1	1	-	1	-	10	6	1	-
		13%	13%	13%	14%	10%	29%	10%	6%	25%	14%	11%	50%	10%	18%	9%	6%	-	11%	6%	10%	-	33%	-	26%	17%	8%	-
Quite poor	(-1)	2	-	2	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	1	-	-	-	-	1	-	-	-
		1%	-	1%	2%	-	-	-	-	-	3%	-	-	3%	-	-	-	-	-	6%	-	-	-	-	3%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	-	2	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	1	-	-	-	-	1	-	-	-
		1%	-	1%	2%	-	-	-	-	-	3%	-	-	3%	-	-	-	-	-	6%	-	-	-	-	3%	-	-	-
Mean		1.24	1.27	1.23	1.11	1.39	1.07	1.20	1.44	1.08	1.10	1.38	1.00	1.27	1.14	1.39	1.47	2.00	1.33	1.35	1.20	1.70	1.00	1.46	0.95	1.14	1.08	-
Standard deviation		0.72	0.68	0.73	0.72	0.66	0.83	0.63	0.62	0.79	0.74	0.68	1.41	0.76	0.69	0.66	0.62	0.00	0.69	0.86	0.63	0.48	1.00	0.52	0.80	0.69	0.49	-
Standard error		0.05	0.11	0.06	0.08	0.07	0.22	0.20	0.15	0.23	0.09	0.08	1.00	0.09	0.08	0.11	0.15	0.00	0.16	0.21	0.20	0.15	0.58	0.14	0.13	0.12	0.14	-



Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 421

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		152 86%	24 92%	22 76%	26 87%	152 86%
Very good	(+2)	69 39%	11 42%	15 52%	11 37%	69 39%
Quite good	(+1)	83 47%	13 50%	7 24%	15 50%	83 47%
Neither good nor poor	(0)	23 13%	2 8%	7 24%	2 7%	23 13%
Quite poor	(-1)	2 1%	- -	- -	2 7%	2 1%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 1%	- -	- -	2 7%	2 1%
Mean		1.24	1.35	1.28	1.17	1.24
Standard deviation		0.72	0.63	0.84	0.83	0.72
Standard error		0.05	0.12	0.16	0.15	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 422

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-
NET: Good		140	27	113	62	70	8	6	14	7	56	56	1	54	60	26	16	3	17	13	8	10	3	12	27	22	9	-
		79%	68%	82%	77%	85%	57%	60%	78%	58%	79%	88%	50%	77%	81%	79%	94%	100%	94%	76%	80%	100%	100%	92%	71%	63%	69%	-
Very good	(+2)	65	15	50	22	37	6	2	7	6	20	30	-	25	26	14	7	2	9	9	3	9	1	7	8	8	2	-
		37%	38%	36%	27%	45%	43%	20%	39%	50%	28%	47%	-	36%	35%	42%	41%	67%	50%	53%	30%	90%	33%	54%	21%	23%	15%	-
Quite good	(+1)	75	12	63	40	33	2	4	7	1	36	26	1	29	34	12	9	1	8	4	5	1	2	5	19	14	7	-
		42%	30%	46%	49%	40%	14%	40%	39%	8%	51%	41%	50%	41%	46%	36%	53%	33%	44%	24%	50%	10%	67%	38%	50%	40%	54%	-
Neither good nor poor	(0)	34	12	22	17	11	6	3	4	5	14	7	1	14	13	7	1	-	1	4	2	-	-	1	9	13	3	-
		19%	30%	16%	21%	13%	43%	30%	22%	42%	20%	11%	50%	20%	18%	21%	6%	-	6%	24%	20%	-	-	8%	24%	37%	23%	-
Quite poor	(-1)	3	1	2	2	1	-	1	-	-	1	1	-	2	1	-	-	-	-	-	-	-	-	-	2	-	1	-
		2%	3%	1%	2%	1%	-	10%	-	-	1%	2%	-	3%	1%	-	-	-	-	-	-	-	-	-	5%	-	8%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		3	1	2	2	1	-	1	-	-	1	1	-	2	1	-	-	-	-	-	-	-	-	-	2	-	1	-
		2%	3%	1%	2%	1%	-	10%	-	-	1%	2%	-	3%	1%	-	-	-	-	-	-	-	-	-	5%	-	8%	-
Mean		1.14	1.02	1.18	1.01	1.29	1.00	0.70	1.17	1.08	1.06	1.33	0.50	1.10	1.15	1.21	1.35	1.67	1.44	1.29	1.10	1.90	1.33	1.46	0.87	0.86	0.77	-
Standard deviation		0.78	0.89	0.75	0.77	0.75	0.96	0.95	0.79	1.00	0.73	0.74	0.71	0.82	0.75	0.78	0.61	0.58	0.62	0.85	0.74	0.32	0.58	0.66	0.81	0.77	0.83	-
Standard error		0.06	0.14	0.06	0.09	0.08	0.26	0.30	0.19	0.29	0.09	0.09	0.50	0.10	0.09	0.14	0.15	0.33	0.15	0.21	0.23	0.10	0.33	0.18	0.13	0.13	0.23	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 422

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		140 79%	22 85%	23 79%	25 83%	140 79%
Very good	(+2)	65 37%	9 35%	11 38%	11 37%	65 37%
Quite good	(+1)	75 42%	13 50%	12 41%	14 47%	75 42%
Neither good nor poor	(0)	34 19%	4 15%	5 17%	5 17%	34 19%
Quite poor	(-1)	3 2%	- -	1 3%	- -	3 2%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		3 2%	- -	1 3%	- -	3 2%
Mean		1.14	1.19	1.14	1.20	1.14
Standard deviation		0.78	0.69	0.83	0.71	0.78
Standard error		0.06	0.14	0.15	0.13	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 423

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
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-
NET: Good		152	33	119	71	72	9	10	15	8	61	57	1	60	65	27	16	3	18	15	9	9	3	13	29	28	9	-
		86%	83%	87%	88%	88%	64%	100%	83%	67%	86%	89%	50%	86%	88%	82%	94%	100%	100%	88%	90%	90%	100%	100%	76%	80%	69%	-
Very good	(+2)	59	16	43	22	32	5	3	9	4	19	23	1	24	18	17	4	2	5	6	3	4	1	10	9	13	2	-
		33%	40%	31%	27%	39%	36%	30%	50%	33%	27%	36%	50%	34%	24%	52%	24%	67%	28%	35%	30%	40%	33%	77%	24%	37%	15%	-
Quite good	(+1)	93	17	76	49	40	4	7	6	4	42	34	-	36	47	10	12	1	13	9	6	5	2	3	20	15	7	-
		53%	43%	55%	60%	49%	29%	70%	33%	33%	59%	53%	-	51%	64%	30%	71%	33%	72%	53%	60%	50%	67%	23%	53%	43%	54%	-
Neither good nor poor	(0)	23	7	16	9	9	5	-	3	4	9	6	1	10	8	5	1	-	-	2	1	1	-	-	9	7	2	-
		13%	18%	12%	11%	11%	36%	-	17%	33%	13%	9%	50%	14%	11%	15%	6%	-	-	12%	10%	10%	-	-	24%	20%	15%	-
Quite poor	(-1)	2	-	2	1	1	-	-	-	-	1	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-
		1%	-	1%	1%	1%	-	-	-	-	1%	2%	-	-	1%	3%	-	-	-	-	-	-	-	-	-	-	15%	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	-	2	1	1	-	-	-	-	1	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-
		1%	-	1%	1%	1%	-	-	-	-	1%	2%	-	-	1%	3%	-	-	-	-	-	-	-	-	-	-	15%	-
Mean		1.18	1.23	1.17	1.14	1.26	1.00	1.30	1.33	1.00	1.11	1.23	1.00	1.20	1.11	1.30	1.18	1.67	1.28	1.24	1.20	1.30	1.33	1.77	1.00	1.17	0.69	-
Standard deviation		0.69	0.73	0.68	0.65	0.70	0.88	0.48	0.77	0.85	0.67	0.68	1.41	0.67	0.63	0.85	0.53	0.58	0.46	0.66	0.63	0.67	0.58	0.44	0.70	0.75	0.95	-
Standard error		0.05	0.12	0.06	0.07	0.08	0.23	0.15	0.18	0.25	0.08	0.09	1.00	0.08	0.07	0.15	0.13	0.33	0.11	0.16	0.20	0.21	0.33	0.12	0.11	0.13	0.26	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 423

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		152 86%	20 77%	26 90%	28 93%	152 86%
Very good	(+2)	59 33%	7 27%	14 48%	9 30%	59 33%
Quite good	(+1)	93 53%	13 50%	12 41%	19 63%	93 53%
Neither good nor poor	(0)	23 13%	6 23%	3 10%	2 7%	23 13%
Quite poor	(-1)	2 1%	- -	- -	- -	2 1%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 1%	- -	- -	- -	2 1%
Mean		1.18	1.04	1.38	1.23	1.18
Standard deviation		0.69	0.72	0.68	0.57	0.69
Standard error		0.05	0.14	0.13	0.10	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 424

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	North-ern Ire-land
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-
NET: Good		156	34	122	73	73	10	10	16	8	63	57	2	62	67	27	17	3	17	16	10	10	2	12	29	30	10	-
		88%	85%	89%	90%	89%	71%	100%	89%	67%	89%	89%	100%	89%	91%	82%	100%	100%	94%	94%	100%	100%	67%	92%	76%	86%	77%	-
Very good	(+2)	86	19	67	37	43	6	3	11	5	34	32	1	35	36	15	11	3	8	11	3	8	1	8	15	13	5	-
		49%	48%	49%	46%	52%	43%	30%	61%	42%	48%	50%	50%	50%	49%	45%	65%	100%	44%	65%	30%	80%	33%	62%	39%	37%	38%	-
Quite good	(+1)	70	15	55	36	30	4	7	5	3	29	25	1	27	31	12	6	-	9	5	7	2	1	4	14	17	5	-
		40%	38%	40%	44%	37%	29%	70%	28%	25%	41%	39%	50%	39%	42%	36%	35%	-	50%	29%	70%	20%	33%	31%	37%	49%	38%	-
Neither good nor poor	(0)	20	6	14	7	9	4	-	2	4	7	7	-	8	6	6	-	-	1	1	-	-	1	1	9	5	2	-
		11%	15%	10%	9%	11%	29%	-	11%	33%	10%	11%	-	11%	8%	18%	-	-	6%	6%	-	-	33%	8%	24%	14%	15%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	8%	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	8%	-
Mean		1.36	1.33	1.36	1.33	1.41	1.14	1.30	1.50	1.08	1.34	1.39	1.50	1.39	1.36	1.27	1.65	2.00	1.39	1.59	1.30	1.80	1.00	1.54	1.16	1.23	1.00	-
Standard deviation		0.73	0.73	0.73	0.74	0.68	0.86	0.48	0.71	0.90	0.77	0.68	0.71	0.69	0.75	0.76	0.49	0.00	0.61	0.62	0.48	0.42	1.00	0.66	0.79	0.69	1.15	-
Standard error		0.05	0.12	0.06	0.08	0.08	0.23	0.15	0.17	0.26	0.09	0.09	0.50	0.08	0.09	0.13	0.12	0.00	0.14	0.15	0.15	0.13	0.58	0.18	0.13	0.12	0.32	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 424

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		156 88%	22 85%	27 93%	30 100%	156 88%
Very good	(+2)	86 49%	11 42%	15 52%	18 60%	86 49%
Quite good	(+1)	70 40%	11 42%	12 41%	12 40%	70 40%
Neither good nor poor	(0)	20 11%	4 15%	2 7%	- -	20 11%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 1%	- -	- -	- -	1 1%
NET: Poor		1 1%	- -	- -	- -	1 1%
Mean		1.36	1.27	1.45	1.60	1.36
Standard deviation		0.73	0.72	0.63	0.50	0.73
Standard error		0.05	0.14	0.12	0.09	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 425

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
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-
NET: Good		152	33	119	67	75	10	9	16	8	58	59	2	61	65	26	16	3	18	16	10	10	2	12	27	27	11	-
		86%	83%	87%	83%	91%	71%	90%	89%	67%	82%	92%	100%	87%	88%	79%	94%	100%	100%	94%	100%	100%	67%	92%	71%	77%	85%	-
Very good	(+2)	78	22	56	33	37	8	6	9	7	27	28	1	28	33	17	8	3	9	10	5	7	1	9	11	13	2	-
		44%	55%	41%	41%	45%	57%	60%	50%	58%	38%	44%	50%	40%	45%	52%	47%	100%	50%	59%	50%	70%	33%	69%	29%	37%	15%	-
Quite good	(+1)	74	11	63	34	38	2	3	7	1	31	31	1	33	32	9	8	-	9	6	5	3	1	3	16	14	9	-
		42%	28%	46%	42%	46%	14%	30%	39%	8%	44%	48%	50%	47%	43%	27%	47%	-	50%	35%	50%	30%	33%	23%	42%	40%	69%	-
Neither good nor poor	(0)	22	7	15	12	6	4	1	2	4	11	4	-	8	9	5	1	-	-	1	-	-	1	1	10	7	1	-
		12%	18%	11%	15%	7%	29%	10%	11%	33%	15%	6%	-	11%	12%	15%	6%	-	-	6%	-	-	33%	8%	26%	20%	8%	-
Quite poor	(-1)	2	-	2	1	1	-	-	-	-	1	1	-	-	-	2	-	-	-	-	-	-	-	-	-	1	1	-
		1%	-	1%	1%	1%	-	-	-	-	1%	2%	-	-	-	6%	-	-	-	-	-	-	-	-	-	3%	8%	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-
NET: Poor		3	-	3	2	1	-	-	-	-	2	1	-	1	-	2	-	-	-	-	-	-	-	-	1	1	1	-
		2%	-	2%	2%	1%	-	-	-	-	3%	2%	-	1%	-	6%	-	-	-	-	-	-	-	-	3%	3%	8%	-
Mean		1.28	1.38	1.25	1.20	1.35	1.29	1.50	1.39	1.25	1.15	1.34	1.50	1.24	1.32	1.24	1.41	2.00	1.50	1.53	1.50	1.70	1.00	1.62	0.95	1.11	0.92	-
Standard deviation		0.77	0.77	0.76	0.83	0.67	0.91	0.71	0.70	0.97	0.84	0.67	0.71	0.77	0.68	0.94	0.62	0.00	0.51	0.62	0.53	0.48	1.00	0.65	0.90	0.83	0.76	-
Standard error		0.06	0.12	0.07	0.09	0.07	0.24	0.22	0.16	0.28	0.10	0.08	0.50	0.09	0.08	0.16	0.15	0.00	0.12	0.15	0.17	0.15	0.58	0.18	0.15	0.14	0.21	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 425

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		152 86%	22 85%	26 90%	25 83%	152 86%
Very good	(+2)	78 44%	10 38%	13 45%	16 53%	78 44%
Quite good	(+1)	74 42%	12 46%	13 45%	9 30%	74 42%
Neither good nor poor	(0)	22 12%	4 15%	3 10%	3 10%	22 12%
Quite poor	(-1)	2 1%	- -	- -	1 3%	2 1%
Very poor	(-2)	1 1%	- -	- -	1 3%	1 1%
NET: Poor		3 2%	- -	- -	2 7%	3 2%
Mean		1.28	1.23	1.34	1.27	1.28
Standard deviation		0.77	0.71	0.67	1.01	0.77
Standard error		0.06	0.14	0.12	0.19	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 426

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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	
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-	
NET: Good		65	10	55	36	27	2	5	3	2	31	24	-	21	31	13	4	2	8	5	4	3	1	3	19	13	3	-	
		37%	25%	40%	44%	33%	14%	50%	17%	17%	44%	38%	-	30%	42%	39%	24%	67%	44%	29%	40%	30%	33%	23%	50%	37%	23%	-	
Very good	(+2)	19	2	17	9	9	1	-	1	1	9	8	-	4	9	6	1	1	2	-	2	3	1	2	5	2	-	-	
		11%	5%	12%	11%	11%	7%	-	6%	8%	13%	13%	-	6%	12%	18%	6%	33%	11%	-	20%	30%	33%	15%	13%	6%	-	-	
Quite good	(+1)	46	8	38	27	18	1	5	2	1	22	16	-	17	22	7	3	1	6	5	2	-	-	1	14	11	3	-	
		26%	20%	28%	33%	22%	7%	50%	11%	8%	31%	25%	-	24%	30%	21%	18%	33%	33%	29%	20%	-	-	8%	37%	31%	23%	-	
Neither good nor poor	(0)	83	20	63	27	45	11	-	11	9	27	34	2	37	30	16	9	-	8	8	4	5	2	9	14	16	8	-	
		47%	50%	46%	33%	55%	79%	-	61%	75%	38%	53%	100%	53%	41%	48%	53%	-	44%	47%	40%	50%	67%	69%	37%	46%	62%	-	
Quite poor	(-1)	13	3	10	9	4	-	2	1	-	7	3	-	4	6	3	2	-	-	1	1	1	-	1	3	4	-	-	
		7%	8%	7%	11%	5%	-	20%	6%	-	10%	5%	-	6%	8%	9%	12%	-	-	6%	10%	10%	-	8%	8%	11%	-	-	
Very poor	(-2)	16	7	9	9	6	1	3	3	1	6	3	-	8	7	1	2	1	2	3	1	1	-	-	2	2	2	-	
		9%	18%	7%	11%	7%	7%	30%	17%	8%	8%	5%	-	11%	9%	3%	12%	33%	11%	18%	10%	10%	-	-	5%	6%	15%	-	
NET: Poor		29	10	19	18	10	1	5	4	1	13	6	-	12	13	4	4	1	2	4	2	2	-	1	5	6	2	-	
		16%	25%	14%	22%	12%	7%	50%	22%	8%	18%	9%	-	17%	18%	12%	24%	33%	11%	24%	20%	20%	-	8%	13%	17%	15%	-	
Mean		0.22	-0.13	0.32	0.22	0.24	0.07	-0.30	-0.17	0.08	0.30	0.36	0.00	0.07	0.27	0.42	-0.06	0.33	0.33	-0.12	0.30	0.30	0.67	0.31	0.45	0.20	-0.08	-	
Standard deviation		1.04	1.09	1.01	1.14	0.98	0.83	1.42	1.04	0.90	1.09	0.93	0.00	1.00	1.09	1.00	1.03	2.08	1.08	1.05	1.25	1.34	1.15	0.85	1.01	0.93	0.95	-	
Standard error		0.08	0.17	0.09	0.13	0.11	0.22	0.45	0.25	0.26	0.13	0.12	0.00	0.12	0.13	0.17	0.25	1.20	0.26	0.26	0.40	0.42	0.67	0.24	0.16	0.16	0.26	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 426

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		65 37%	10 38%	13 45%	11 37%	65 37%
Very good	(+2)	19 11%	2 8%	4 14%	5 17%	19 11%
Quite good	(+1)	46 26%	8 31%	9 31%	6 20%	46 26%
Neither good nor poor	(0)	83 47%	13 50%	11 38%	9 30%	83 47%
Quite poor	(-1)	13 7%	3 12%	2 7%	2 7%	13 7%
Very poor	(-2)	16 9%	- -	3 10%	8 27%	16 9%
NET: Poor		29 16%	3 12%	5 17%	10 33%	29 16%
Mean		0.22	0.35	0.31	-0.07	0.22
Standard deviation		1.04	0.80	1.14	1.44	1.04
Standard error		0.08	0.16	0.21	0.26	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 427

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 platform****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	
Base	177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-		
NET: Good	91	21	70	42	43	6	6	10	5	36	33	1	29	40	22	8	2	13	10	7	7	2	8	16	15	3	-		
	51%	53%	51%	52%	52%	43%	60%	56%	42%	51%	52%	50%	41%	54%	67%	47%	67%	72%	59%	70%	70%	67%	62%	42%	43%	23%	-		
Very good	(+2)	25	6	19	11	12	2	1	3	2	10	9	-	8	10	7	2	1	3	3	2	4	1	3	3	3	-	-	
		14%	15%	14%	14%	15%	14%	10%	17%	17%	14%	14%	-	11%	14%	21%	12%	33%	17%	18%	20%	40%	33%	23%	8%	9%	-	-	
Quite good	(+1)	66	15	51	31	31	4	5	7	3	26	24	1	21	30	15	6	1	10	7	5	3	1	5	13	12	3	-	
		37%	38%	37%	38%	38%	29%	50%	39%	25%	37%	38%	50%	30%	41%	45%	35%	33%	56%	41%	50%	30%	33%	38%	34%	34%	23%	-	
Neither good nor poor	(0)	74	15	59	32	35	7	3	6	6	29	29	1	36	29	9	8	-	5	5	3	3	1	5	20	17	7	-	
		42%	38%	43%	40%	43%	50%	30%	33%	50%	41%	45%	50%	51%	39%	27%	47%	-	28%	29%	30%	30%	33%	38%	53%	49%	54%	-	
Quite poor	(-1)	8	2	6	5	2	1	1	-	1	4	2	-	3	3	2	1	-	-	2	-	-	-	-	1	1	3	-	
		5%	5%	4%	6%	2%	7%	10%	-	8%	6%	3%	-	4%	4%	6%	6%	-	-	12%	-	-	-	-	3%	3%	23%	-	
Very poor	(-2)	4	2	2	2	2	-	-	2	-	2	-	-	2	2	-	-	1	-	-	-	-	-	-	1	2	-	-	
		2%	5%	1%	2%	2%	-	-	11%	-	3%	-	-	3%	3%	-	-	33%	-	-	-	-	-	-	3%	6%	-	-	
NET: Poor		12	4	8	7	4	1	1	2	1	6	2	-	5	5	2	1	1	-	2	-	-	-	-	2	3	3	-	
		7%	10%	6%	9%	5%	7%	10%	11%	8%	8%	3%	-	7%	7%	6%	6%	33%	-	12%	-	-	-	-	5%	9%	23%	-	
Mean		0.56	0.52	0.58	0.54	0.60	0.50	0.60	0.50	0.54	0.63	0.50	0.43	0.58	0.82	0.53	0.33	0.89	0.65	0.90	1.10	1.00	0.85	0.42	0.37	0.00	-		
Standard deviation		0.87	0.99	0.84	0.90	0.86	0.85	0.84	1.15	0.90	0.91	0.77	0.71	0.86	0.88	0.85	0.80	2.08	0.68	0.93	0.74	0.88	1.00	0.80	0.79	0.91	0.71	-	
Standard error		0.07	0.16	0.07	0.10	0.09	0.23	0.27	0.27	0.26	0.11	0.10	0.50	0.10	0.10	0.15	0.19	1.20	0.16	0.23	0.23	0.28	0.58	0.22	0.13	0.15	0.20	-	



Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 427

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		91 51%	16 62%	12 41%	16 53%	91 51%
Very good	(+2)	25 14%	3 12%	4 14%	6 20%	25 14%
Quite good	(+1)	66 37%	13 50%	8 28%	10 33%	66 37%
Neither good nor poor	(0)	74 42%	10 38%	12 41%	12 40%	74 42%
Quite poor	(-1)	8 5%	- -	3 10%	1 3%	8 5%
Very poor	(-2)	4 2%	- -	2 7%	1 3%	4 2%
NET: Poor		12 7%	- -	5 17%	2 7%	12 7%
Mean		0.56	0.73	0.31	0.63	0.56
Standard deviation		0.87	0.67	1.07	0.96	0.87
Standard error		0.07	0.13	0.20	0.18	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 428

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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	
Base	177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-		
NET: Good		94	18	76	46	42	6	7	5	40	35	1	36	39	19	9	2	13	8	6	6	2	9	16	17	6	-		
		53%	45%	55%	57%	51%	43%	39%	42%	56%	55%	50%	51%	53%	58%	53%	67%	72%	47%	60%	60%	67%	69%	42%	49%	46%	-		
Very good	(+2)	41	9	32	18	22	1	3	5	1	15	17	-	17	13	11	4	1	5	3	2	3	1	5	7	9	1	-	
		23%	23%	23%	22%	27%	7%	30%	28%	8%	21%	27%	-	24%	18%	33%	24%	33%	28%	18%	20%	30%	33%	38%	18%	26%	8%	-	
Quite good	(+1)	53	9	44	28	20	5	3	2	4	25	18	1	19	26	8	5	1	8	5	4	3	1	4	9	8	5	-	
		30%	23%	32%	35%	24%	36%	30%	11%	33%	35%	28%	50%	27%	35%	24%	29%	33%	44%	29%	40%	30%	33%	31%	24%	23%	38%	-	
Neither good nor poor	(0)	67	20	47	24	35	8	2	11	7	22	24	1	27	29	11	7	1	5	7	4	3	1	4	16	14	5	-	
		38%	50%	34%	30%	43%	57%	20%	61%	58%	31%	38%	50%	39%	39%	33%	41%	33%	28%	41%	40%	30%	33%	31%	42%	40%	38%	-	
Quite poor	(-1)	13	1	12	8	5	-	1	-	-	7	5	-	6	4	3	1	-	-	1	-	1	-	-	5	4	1	-	
		7%	3%	9%	10%	6%	-	10%	-	-	10%	8%	-	9%	5%	9%	6%	-	-	6%	-	10%	-	-	13%	11%	8%	-	
Very poor	(-2)	3	1	2	3	-	-	1	-	-	2	-	-	1	2	-	-	-	-	1	-	-	-	-	1	-	1	-	
		2%	3%	1%	4%	-	-	10%	-	-	3%	-	-	1%	3%	-	-	-	-	6%	-	-	-	-	3%	-	8%	-	
NET: Poor		16	2	14	11	5	-	2	-	-	9	5	-	7	6	3	1	-	-	2	-	1	-	-	6	4	2	-	
		9%	5%	10%	14%	6%	-	20%	-	-	13%	8%	-	10%	8%	9%	6%	-	-	12%	-	10%	-	-	16%	11%	15%	-	
Mean		0.66	0.60	0.67	0.62	0.72	0.50	0.60	0.67	0.50	0.62	0.73	0.50	0.64	0.59	0.82	0.71	1.00	1.00	0.47	0.80	0.80	1.00	1.08	0.42	0.63	0.31	-	
Standard deviation		0.97	0.96	0.98	1.06	0.93	0.65	1.35	0.91	0.67	1.02	0.95	0.71	0.99	0.94	1.01	0.92	1.00	0.77	1.07	0.79	1.03	1.00	0.86	1.03	1.00	1.03	-	
Standard error		0.07	0.15	0.08	0.12	0.10	0.17	0.43	0.21	0.19	0.12	0.12	0.50	0.12	0.11	0.18	0.22	0.58	0.18	0.26	0.25	0.33	0.58	0.24	0.17	0.17	0.29	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 428

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		94 53%	14 54%	14 48%	19 63%	94 53%
Very good	(+2)	41 23%	6 23%	9 31%	7 23%	41 23%
Quite good	(+1)	53 30%	8 31%	5 17%	12 40%	53 30%
Neither good nor poor	(0)	67 38%	11 42%	11 38%	7 23%	67 38%
Quite poor	(-1)	13 7%	1 4%	3 10%	3 10%	13 7%
Very poor	(-2)	3 2%	- -	1 3%	1 3%	3 2%
NET: Poor		16 9%	1 4%	4 14%	4 13%	16 9%
Mean		0.66	0.73	0.62	0.70	0.66
Standard deviation		0.97	0.87	1.15	1.06	0.97
Standard error		0.07	0.17	0.21	0.19	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 429

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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-east Ireland
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-
NET: Good		140	23	117	69	65	6	6	12	5	63	53	1	55	57	28	15	3	17	13	9	9	2	12	27	25	8	-
		79%	58%	85%	85%	79%	43%	60%	67%	42%	89%	83%	50%	79%	77%	85%	88%	100%	94%	76%	90%	90%	67%	92%	71%	71%	62%	-
Very good	(+2)	84	15	69	37	43	4	3	8	4	34	35	-	36	30	18	9	3	11	7	5	6	2	11	12	14	4	-
		47%	38%	50%	46%	52%	29%	30%	44%	33%	48%	55%	-	51%	41%	55%	53%	100%	61%	41%	50%	60%	67%	85%	32%	40%	31%	-
Quite good	(+1)	56	8	48	32	22	2	3	4	1	29	18	1	19	27	10	6	-	6	6	4	3	-	1	15	11	4	-
		32%	20%	35%	40%	27%	14%	30%	22%	8%	41%	28%	50%	27%	36%	30%	35%	-	33%	35%	40%	30%	-	8%	39%	31%	31%	-
Neither good nor poor	(0)	29	13	16	7	15	7	2	5	6	5	10	1	12	12	5	2	-	1	3	1	-	1	1	9	8	3	-
		16%	33%	12%	9%	18%	50%	20%	28%	50%	7%	16%	50%	17%	16%	15%	12%	-	6%	18%	10%	-	33%	8%	24%	23%	23%	-
Quite poor	(-1)	7	4	3	4	2	1	2	1	1	2	1	-	3	4	-	-	-	-	1	-	1	-	-	2	2	1	-
		4%	10%	2%	5%	2%	7%	20%	6%	8%	3%	2%	-	4%	5%	-	-	-	-	6%	-	10%	-	-	5%	6%	8%	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	8%	-
NET: Poor		8	4	4	5	2	1	2	1	1	3	1	-	3	5	-	-	-	-	1	-	1	-	-	2	2	2	-
		5%	10%	3%	6%	2%	7%	20%	6%	8%	4%	2%	-	4%	7%	-	-	-	-	6%	-	10%	-	-	5%	6%	15%	-
Mean		1.21	0.85	1.32	1.23	1.29	0.64	0.70	1.06	0.67	1.31	1.36	0.50	1.26	1.09	1.39	1.41	2.00	1.56	1.12	1.40	1.40	1.33	1.77	0.97	1.06	0.69	-
Standard deviation		0.90	1.05	0.82	0.90	0.85	1.01	1.16	1.00	1.07	0.84	0.80	0.71	0.90	0.95	0.75	0.71	0.00	0.62	0.93	0.70	0.97	1.15	0.60	0.88	0.94	1.25	-
Standard error		0.07	0.17	0.07	0.10	0.09	0.27	0.37	0.24	0.31	0.10	0.10	0.50	0.11	0.11	0.13	0.17	0.00	0.15	0.22	0.22	0.31	0.67	0.17	0.14	0.16	0.35	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 429

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		140	22	23	26	140
		79%	85%	79%	87%	79%
Very good	(+2)	84	12	13	16	84
		47%	46%	45%	53%	47%
Quite good	(+1)	56	10	10	10	56
		32%	38%	34%	33%	32%
Neither good nor poor	(0)	29	4	4	2	29
		16%	15%	14%	7%	16%
Quite poor	(-1)	7	-	2	2	7
		4%	-	7%	7%	4%
Very poor	(-2)	1	-	-	-	1
		1%	-	-	-	1%
NET: Poor		8	-	2	2	8
		5%	-	7%	7%	5%
Mean		1.21	1.31	1.17	1.33	1.21
Standard deviation		0.90	0.74	0.93	0.88	0.90
Standard error		0.07	0.14	0.17	0.16	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 430

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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	
Base	177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-		
NET: Good		81	11	70	45	33	3	6	3	2	39	30	1	26	38	17	6	2	10	7	7	3	3	5	20	13	5	-	
		46%	28%	51%	56%	40%	21%	60%	17%	17%	55%	47%	50%	37%	51%	52%	35%	67%	56%	41%	70%	30%	100%	38%	53%	37%	38%	-	
Very good	(+2)	28	5	23	14	13	1	2	2	1	12	11	-	6	13	9	3	1	4	2	3	2	1	3	6	3	-	-	
		16%	13%	17%	17%	16%	7%	20%	11%	8%	17%	17%	-	9%	18%	27%	18%	33%	22%	12%	30%	20%	33%	23%	16%	9%	-	-	
Quite good	(+1)	53	6	47	31	20	2	4	1	1	27	19	1	20	25	8	3	1	6	5	4	1	2	2	14	10	5	-	
		30%	15%	34%	38%	24%	14%	40%	6%	8%	38%	30%	50%	29%	34%	24%	18%	33%	33%	29%	40%	10%	67%	15%	37%	29%	38%	-	
Neither good nor poor	(0)	90	27	63	33	46	11	3	14	10	30	32	1	41	33	16	9	1	7	9	3	7	-	8	18	21	7	-	
		51%	68%	46%	41%	56%	79%	30%	78%	83%	42%	50%	59%	45%	48%	53%	33%	39%	53%	30%	70%	-	62%	47%	60%	54%	-	-	
Quite poor	(-1)	3	1	2	2	1	-	1	-	-	1	1	-	1	2	-	-	-	-	1	-	-	-	-	-	1	1	-	
		2%	3%	1%	2%	1%	-	10%	-	-	1%	2%	-	1%	3%	-	-	-	-	6%	-	-	-	-	-	3%	8%	-	
Very poor	(-2)	3	1	2	1	2	-	-	1	-	1	1	-	2	1	-	2	-	1	-	-	-	-	-	-	-	-	-	
		2%	3%	1%	1%	2%	-	-	6%	-	1%	2%	-	3%	1%	-	12%	-	6%	-	-	-	-	-	-	-	-	-	
NET: Poor		6	2	4	3	3	-	1	1	-	2	2	-	3	3	-	2	-	1	1	-	-	-	-	-	1	1	-	
		3%	5%	3%	4%	4%	-	10%	6%	-	3%	3%	-	4%	4%	-	12%	-	6%	6%	-	-	-	-	-	3%	8%	-	
Mean		0.56	0.32	0.64	0.68	0.50	0.29	0.70	0.17	0.25	0.68	0.59	0.50	0.39	0.64	0.79	0.29	1.00	0.67	0.47	1.00	0.50	1.33	0.62	0.68	0.43	0.31	-	
Standard deviation		0.84	0.83	0.83	0.83	0.86	0.61	0.95	0.86	0.62	0.82	0.85	0.71	0.79	0.85	0.86	1.16	1.00	1.03	0.80	0.82	0.85	0.58	0.87	0.74	0.70	0.63	-	
Standard error		0.06	0.13	0.07	0.09	0.10	0.16	0.30	0.20	0.18	0.10	0.11	0.50	0.09	0.10	0.15	0.28	0.58	0.24	0.19	0.26	0.27	0.33	0.24	0.12	0.12	0.17	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 430

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		81 46%	13 50%	14 48%	13 43%	81 46%
Very good	(+2)	28 16%	2 8%	8 28%	5 17%	28 16%
Quite good	(+1)	53 30%	11 42%	6 21%	8 27%	53 30%
Neither good nor poor	(0)	90 51%	13 50%	15 52%	15 50%	90 51%
Quite poor	(-1)	3 2%	- -	- -	- -	3 2%
Very poor	(-2)	3 2%	- -	- -	2 7%	3 2%
NET: Poor		6 3%	- -	- -	2 7%	6 3%
Mean		0.56	0.58	0.76	0.47	0.56
Standard deviation		0.84	0.64	0.87	1.01	0.84
Standard error		0.06	0.13	0.16	0.18	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 431

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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	
Base	177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-		
NET: Good	92	18	74	48	40	4	7	8	3	41	32	1	33	42	17	6	2	10	6	7	6	2	7	20	21	5	-		
	52%	45%	54%	59%	49%	29%	70%	44%	25%	58%	50%	50%	47%	57%	52%	35%	67%	56%	35%	70%	60%	67%	54%	53%	60%	38%	-		
Very good	(+2)	27	5	22	10	15	2	1	3	1	9	12	1	10	10	7	3	1	3	1	1	3	1	5	4	5	-	-	
	15%	13%	16%	12%	18%	14%	10%	17%	8%	13%	19%	50%	14%	14%	21%	18%	33%	17%	6%	10%	30%	33%	38%	11%	14%	-	-		
Quite good	(+1)	65	13	52	38	25	2	6	5	2	32	20	-	23	32	10	3	1	7	5	6	3	1	2	16	16	5	-	
	37%	33%	38%	47%	30%	14%	60%	28%	17%	45%	31%	-	33%	43%	30%	18%	33%	39%	29%	60%	30%	33%	15%	42%	46%	38%	-		
Neither good nor poor	(0)	71	18	53	27	34	10	2	7	9	25	27	1	31	27	13	10	1	7	8	3	3	1	6	16	11	5	-	
	40%	45%	39%	33%	41%	71%	20%	39%	75%	35%	42%	50%	44%	36%	39%	59%	33%	39%	47%	30%	30%	33%	46%	42%	31%	38%	-		
Quite poor	(-1)	11	3	8	5	6	-	-	3	-	5	3	-	4	4	3	-	-	1	1	-	1	-	-	2	3	3	-	
	6%	8%	6%	6%	7%	-	-	17%	-	7%	5%	-	6%	5%	9%	-	-	6%	6%	-	10%	-	-	5%	9%	23%	-		
Very poor	(-2)	3	1	2	1	2	-	1	-	-	-	2	-	2	1	-	1	-	-	2	-	-	-	-	-	-	-	-	
	2%	3%	1%	1%	2%	-	10%	-	-	-	3%	-	3%	1%	-	6%	-	-	12%	-	-	-	-	-	-	-	-		
NET: Poor	14	4	10	6	8	-	1	3	-	5	5	-	6	5	3	1	-	1	3	-	1	-	-	2	3	3	-		
	8%	10%	7%	7%	10%	-	10%	17%	-	7%	8%	-	9%	7%	9%	6%	-	6%	18%	-	10%	-	-	5%	9%	23%	-		
Mean	0.58	0.45	0.61	0.63	0.55	0.43	0.60	0.44	0.33	0.63	0.58	1.00	0.50	0.62	0.64	0.41	1.00	0.67	0.12	0.80	0.80	1.00	0.92	0.58	0.66	0.15	-		
Standard deviation	0.88	0.90	0.88	0.83	0.96	0.76	1.07	0.98	0.65	0.80	0.96	1.41	0.91	0.84	0.93	1.00	1.00	0.84	1.05	0.63	1.03	1.00	0.95	0.76	0.84	0.80	-		
Standard error	0.07	0.14	0.07	0.09	0.11	0.20	0.34	0.23	0.19	0.09	0.12	1.00	0.11	0.10	0.16	0.24	0.58	0.20	0.26	0.20	0.33	0.58	0.26	0.12	0.14	0.22	-		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 431

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		92	15	17	14	92
		52%	58%	59%	47%	52%
Very good	(+2)	27	4	6	5	27
		15%	15%	21%	17%	15%
Quite good	(+1)	65	11	11	9	65
		37%	42%	38%	30%	37%
Neither good nor poor	(0)	71	10	10	11	71
		40%	38%	34%	37%	40%
Quite poor	(-1)	11	1	2	4	11
		6%	4%	7%	13%	6%
Very poor	(-2)	3	-	-	1	3
		2%	-	-	3%	2%
NET: Poor		14	1	2	5	14
		8%	4%	7%	17%	8%
Mean		0.58	0.69	0.72	0.43	0.58
Standard deviation		0.88	0.79	0.88	1.04	0.88
Standard error		0.07	0.15	0.16	0.19	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 432

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Episode previews****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	
Base	177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-		
NET: Good	78	12	66	39	35	4	5	4	3	34	31	1	27	32	19	8	2	10	5	6	4	2	7	17	13	4	-		
	44%	30%	48%	48%	43%	29%	50%	22%	25%	48%	48%	50%	39%	43%	58%	47%	67%	56%	29%	60%	40%	67%	54%	45%	37%	31%	-		
Very good	(+2)	25	3	22	14	11	-	2	1	-	12	10	-	8	7	10	4	2	2	-	2	1	1	4	7	2	-	-	
		14%	8%	16%	17%	13%	-	20%	6%	-	17%	16%	-	11%	9%	30%	24%	67%	11%	-	20%	10%	33%	31%	18%	6%	-	-	
Quite good	(+1)	53	9	44	25	24	4	3	3	3	22	21	1	19	25	9	4	-	8	5	4	3	1	3	10	11	4	-	
		30%	23%	32%	31%	29%	29%	30%	17%	25%	31%	33%	50%	27%	34%	27%	24%	-	44%	29%	40%	30%	33%	23%	26%	31%	31%	-	
Neither good nor poor	(0)	79	23	56	30	40	9	4	11	8	26	29	1	33	34	12	7	-	7	8	4	4	1	6	18	17	7	-	
		45%	58%	41%	37%	49%	64%	40%	61%	67%	37%	45%	50%	47%	46%	36%	41%	-	39%	47%	40%	40%	33%	46%	47%	49%	54%	-	
Quite poor	(-1)	14	3	11	10	3	1	1	1	1	9	2	-	6	7	1	-	-	1	4	-	2	-	-	2	4	1	-	
		8%	8%	8%	12%	4%	7%	10%	6%	8%	13%	3%	-	9%	9%	3%	-	-	6%	24%	-	20%	-	-	5%	11%	8%	-	
Very poor	(-2)	6	2	4	2	4	-	-	2	-	2	2	-	4	1	1	2	1	-	-	-	-	-	-	1	1	1	-	
		3%	5%	3%	2%	5%	-	-	11%	-	3%	3%	-	6%	1%	3%	12%	33%	-	-	-	-	-	-	3%	3%	8%	-	
NET: Poor		20	5	15	12	7	1	1	3	1	11	4	-	10	8	2	2	1	1	4	-	2	-	3	5	2	-		
		11%	13%	11%	15%	9%	7%	10%	17%	8%	15%	6%	-	14%	11%	6%	12%	33%	6%	24%	-	20%	-	8%	14%	15%	-		
Mean		0.44	0.20	0.50	0.48	0.43	0.21	0.60	0.00	0.17	0.46	0.55	0.50	0.30	0.41	0.79	0.47	0.67	0.61	0.06	0.80	0.30	1.00	0.85	0.53	0.26	0.08	-	
Standard deviation		0.95	0.88	0.96	1.00	0.94	0.58	0.97	0.97	0.58	1.01	0.91	0.71	0.98	0.84	1.02	1.23	2.31	0.78	0.75	0.79	0.95	1.00	0.90	0.95	0.85	0.86	-	
Standard error		0.07	0.14	0.08	0.11	0.10	0.15	0.31	0.23	0.17	0.12	0.11	0.50	0.12	0.10	0.18	0.30	1.33	0.18	0.18	0.25	0.30	0.58	0.25	0.15	0.14	0.24	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 432

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		78 44%	13 50%	15 52%	13 43%	78 44%
Very good	(+2)	25 14%	3 12%	5 17%	6 20%	25 14%
Quite good	(+1)	53 30%	10 38%	10 34%	7 23%	53 30%
Neither good nor poor	(0)	79 45%	11 42%	8 28%	15 50%	79 45%
Quite poor	(-1)	14 8%	2 8%	4 14%	1 3%	14 8%
Very poor	(-2)	6 3%	- -	2 7%	1 3%	6 3%
NET: Poor		20 11%	2 8%	6 21%	2 7%	20 11%
Mean		0.44	0.54	0.41	0.53	0.44
Standard deviation		0.95	0.81	1.15	0.97	0.95
Standard error		0.07	0.16	0.21	0.18	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 433

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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	
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-	
NET: Good		100	20	80	49	43	8	4	9	7	45	34	1	40	39	21	10	2	14	7	6	5	2	6	21	20	7	-	
		56%	50%	58%	60%	52%	57%	40%	50%	58%	63%	53%	50%	57%	53%	64%	59%	67%	78%	41%	60%	50%	67%	46%	55%	57%	54%	-	
Very good	(+2)	38	8	30	18	17	3	1	4	3	17	13	-	12	13	13	6	1	4	2	3	3	1	4	8	4	2	-	
		21%	20%	22%	22%	21%	21%	10%	22%	25%	24%	20%	-	17%	18%	39%	35%	33%	22%	12%	30%	30%	33%	31%	21%	11%	15%	-	
Quite good	(+1)	62	12	50	31	26	5	3	5	4	28	21	1	28	26	8	4	1	10	5	3	2	1	2	13	16	5	-	
		35%	30%	36%	38%	32%	36%	30%	28%	33%	39%	33%	50%	40%	35%	24%	24%	33%	56%	29%	30%	20%	33%	15%	34%	46%	38%	-	
Neither good nor poor	(0)	57	11	46	19	33	5	-	7	4	19	26	1	21	28	8	3	-	4	7	3	3	1	5	14	12	5	-	
		32%	28%	34%	23%	40%	36%	-	39%	33%	27%	41%	50%	30%	38%	24%	18%	-	22%	41%	30%	30%	33%	38%	37%	34%	38%	-	
Quite poor	(-1)	11	7	4	6	4	1	4	2	1	2	2	-	6	3	2	2	-	-	3	-	1	-	2	2	1	-	-	
		6%	18%	3%	7%	5%	7%	40%	11%	8%	3%	3%	-	9%	4%	6%	12%	-	-	18%	-	10%	-	15%	5%	3%	-	-	
Very poor	(-2)	9	2	7	7	2	-	2	-	-	5	2	-	3	4	2	2	1	-	-	1	1	-	-	1	2	1	-	
		5%	5%	5%	9%	2%	-	20%	-	-	7%	3%	-	4%	5%	6%	12%	33%	-	-	10%	10%	-	-	3%	6%	8%	-	
NET: Poor		20	9	11	13	6	1	6	2	1	7	4	-	9	7	4	4	1	-	3	1	2	-	2	3	3	1	-	
		11%	23%	8%	16%	7%	7%	60%	11%	8%	10%	6%	-	13%	9%	12%	24%	33%	-	18%	10%	20%	-	15%	8%	9%	8%	-	
Mean		0.62	0.43	0.67	0.58	0.63	0.71	-0.30	0.61	0.75	0.70	0.64	0.50	0.57	0.55	0.85	0.59	0.33	1.00	0.35	0.70	0.50	1.00	0.62	0.66	0.54	0.54	-	
Standard deviation		1.05	1.15	1.02	1.17	0.95	0.91	1.42	0.98	0.97	1.09	0.95	0.71	1.02	1.01	1.20	1.42	2.08	0.69	0.93	1.25	1.35	1.00	1.12	0.97	0.95	1.05	-	
Standard error		0.08	0.18	0.09	0.13	0.10	0.24	0.45	0.23	0.28	0.13	0.12	0.50	0.12	0.12	0.21	0.34	1.20	0.16	0.23	0.40	0.43	0.58	0.31	0.16	0.16	0.29	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 433

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		100 56%	19 73%	19 66%	17 57%	100 56%
Very good	(+2)	38 21%	5 19%	8 28%	9 30%	38 21%
Quite good	(+1)	62 35%	14 54%	11 38%	8 27%	62 35%
Neither good nor poor	(0)	57 32%	6 23%	7 24%	8 27%	57 32%
Quite poor	(-1)	11 6%	1 4%	1 3%	1 3%	11 6%
Very poor	(-2)	9 5%	- -	2 7%	4 13%	9 5%
NET: Poor		20 11%	1 4%	3 10%	5 17%	20 11%
Mean		0.62	0.88	0.76	0.57	0.62
Standard deviation		1.05	0.77	1.12	1.33	1.05
Standard error		0.08	0.15	0.21	0.24	0.08

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 434

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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	
Base	177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-		
NET: Good	98	22	76	53	41	4	8	10	4	45	31	-	34	44	20	11	3	11	7	6	7	2	7	19	19	6	-		
	55%	55%	55%	65%	50%	29%	80%	56%	33%	63%	48%	-	49%	59%	61%	65%	100%	61%	41%	60%	70%	67%	54%	50%	54%	46%	-		
Very good	(+2)	34	7	27	19	14	1	3	3	1	16	11	-	12	11	11	4	1	5	2	3	3	1	2	7	6	-	-	
		19%	18%	20%	23%	17%	7%	30%	17%	8%	23%	17%	-	17%	15%	33%	24%	33%	28%	12%	30%	30%	33%	15%	18%	17%	-	-	
Quite good	(+1)	64	15	49	34	27	3	5	7	3	29	20	-	22	33	9	7	2	6	5	3	4	1	5	12	13	6	-	
		36%	38%	36%	42%	33%	21%	50%	39%	25%	41%	31%	-	31%	45%	27%	41%	67%	33%	29%	30%	40%	33%	38%	32%	37%	46%	-	
Neither good nor poor	(0)	69	16	53	23	37	9	2	7	7	21	30	2	29	27	13	4	-	7	9	4	3	1	6	17	13	5	-	
		39%	40%	39%	28%	45%	64%	20%	39%	58%	30%	47%	100%	41%	36%	39%	24%	-	39%	53%	40%	30%	33%	46%	45%	37%	38%	-	
Quite poor	(-1)	9	2	7	4	4	1	-	1	1	4	3	-	6	3	-	2	-	-	1	-	-	-	-	1	3	2	-	
		5%	5%	5%	5%	5%	7%	-	6%	8%	6%	5%	-	9%	4%	-	12%	-	-	6%	-	-	-	-	3%	9%	15%	-	
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	
		1%	-	1%	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	3%	-	-	-	
NET: Poor		10	2	8	5	4	1	-	1	1	5	3	-	7	3	-	2	-	-	1	-	-	-	-	2	3	2	-	
		6%	5%	6%	6%	5%	7%	-	6%	8%	7%	5%	-	10%	4%	-	12%	-	-	6%	-	-	-	-	5%	9%	15%	-	
Mean		0.68	0.68	0.69	0.81	0.62	0.29	1.10	0.67	0.33	0.77	0.61	0.00	0.54	0.70	0.94	0.76	1.33	0.89	0.47	0.90	1.00	1.00	0.69	0.61	0.63	0.31	-	
Standard deviation		0.86	0.83	0.87	0.90	0.83	0.73	0.74	0.84	0.78	0.91	0.83	0.00	0.93	0.77	0.86	0.97	0.58	0.83	0.80	0.88	0.82	1.00	0.75	0.92	0.88	0.75	-	
Standard error		0.06	0.13	0.07	0.10	0.09	0.19	0.23	0.20	0.22	0.11	0.10	0.00	0.11	0.09	0.15	0.24	0.33	0.20	0.19	0.28	0.26	0.58	0.21	0.15	0.15	0.21	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 434

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		98 55%	18 69%	16 55%	16 53%	98 55%
Very good	(+2)	34 19%	4 15%	7 24%	9 30%	34 19%
Quite good	(+1)	64 36%	14 54%	9 31%	7 23%	64 36%
Neither good nor poor	(0)	69 39%	8 31%	12 41%	10 33%	69 39%
Quite poor	(-1)	9 5%	- -	1 3%	3 10%	9 5%
Very poor	(-2)	1 1%	- -	- -	1 3%	1 1%
NET: Poor		10 6%	- -	1 3%	4 13%	10 6%
Mean		0.68	0.85	0.76	0.67	0.68
Standard deviation		0.86	0.67	0.87	1.12	0.86
Standard error		0.06	0.13	0.16	0.21	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 435

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Push notifications****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	
Base	177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-		
NET: Good		85	20	65	41	40	4	6	11	3	35	29	1	29	38	18	8	2	9	6	3	5	2	11	20	15	4	-	
		48%	50%	47%	51%	49%	29%	60%	61%	25%	49%	45%	50%	41%	51%	55%	47%	67%	50%	35%	30%	50%	67%	85%	53%	43%	31%	-	
Very good	(+2)	29	5	24	13	14	2	1	2	2	12	12	-	12	10	7	5	2	2	1	1	2	1	5	8	2	-	-	
		16%	13%	18%	16%	17%	14%	10%	11%	17%	17%	19%	-	17%	14%	21%	29%	67%	11%	6%	10%	20%	33%	38%	21%	6%	-	-	
Quite good	(+1)	56	15	41	28	26	2	5	9	1	23	17	1	17	28	11	3	-	7	5	2	3	1	6	12	13	4	-	
		32%	38%	30%	35%	32%	14%	50%	50%	8%	32%	27%	50%	24%	38%	33%	18%	-	39%	29%	20%	30%	33%	46%	32%	37%	31%	-	
Neither good nor poor	(0)	79	19	60	29	40	10	3	7	9	26	33	1	36	30	13	8	-	8	10	7	3	1	2	16	16	8	-	
		45%	48%	44%	36%	49%	71%	30%	39%	75%	37%	52%	50%	51%	41%	39%	47%	-	44%	59%	70%	30%	33%	15%	42%	46%	62%	-	
Quite poor	(-1)	9	1	8	8	1	-	1	-	-	7	1	-	2	5	2	1	-	1	-	-	2	-	-	2	3	-	-	
		5%	3%	6%	10%	1%	-	10%	-	-	10%	2%	-	3%	7%	6%	6%	-	6%	-	-	20%	-	-	5%	9%	-	-	
Very poor	(-2)	4	-	4	3	1	-	-	-	-	3	1	-	3	1	-	-	1	-	1	-	-	-	-	-	1	1	-	
		2%	-	3%	4%	1%	-	-	-	-	4%	2%	-	4%	1%	-	-	33%	-	6%	-	-	-	-	-	3%	8%	-	
NET: Poor		13	1	12	11	2	-	1	-	-	10	2	-	5	6	2	1	1	1	1	-	2	-	-	2	4	1	-	
		7%	3%	9%	14%	2%	-	10%	-	-	14%	3%	-	7%	8%	6%	6%	33%	6%	6%	-	20%	-	-	5%	11%	8%	-	
Mean		0.55	0.60	0.53	0.49	0.62	0.43	0.60	0.72	0.42	0.48	0.59	0.50	0.47	0.55	0.70	0.71	0.67	0.56	0.29	0.40	0.50	1.00	1.23	0.68	0.34	0.15	-	
Standard deviation		0.90	0.74	0.95	1.00	0.83	0.76	0.84	0.67	0.79	1.03	0.87	0.71	0.96	0.86	0.88	0.99	2.31	0.78	0.85	0.70	1.08	1.00	0.73	0.87	0.84	0.80	-	
Standard error		0.07	0.12	0.08	0.11	0.09	0.20	0.27	0.16	0.23	0.12	0.11	0.50	0.11	0.10	0.15	0.24	1.33	0.18	0.21	0.22	0.34	0.58	0.20	0.14	0.14	0.22	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 435

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		85 48%	15 58%	17 59%	10 33%	85 48%
Very good	(+2)	29 16%	5 19%	7 24%	5 17%	29 16%
Quite good	(+1)	56 32%	10 38%	10 34%	5 17%	56 32%
Neither good nor poor	(0)	79 45%	10 38%	11 38%	14 47%	79 45%
Quite poor	(-1)	9 5%	1 4%	- -	5 17%	9 5%
Very poor	(-2)	4 2%	- -	1 3%	1 3%	4 2%
NET: Poor		13 7%	1 4%	1 3%	6 20%	13 7%
Mean		0.55	0.73	0.76	0.27	0.55
Standard deviation		0.90	0.83	0.95	1.05	0.90
Standard error		0.07	0.16	0.18	0.19	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 436

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Customisation options****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	
Base	177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-		
NET: Good		77	16	61	41	31	5	7	4	5	34	27	-	26	32	19	7	2	7	4	4	6	2	7	18	16	4	-	
		44%	40%	45%	51%	38%	36%	70%	22%	42%	48%	42%	-	37%	43%	58%	41%	67%	39%	24%	40%	60%	67%	54%	47%	46%	31%	-	
Very good	(+2)	21	3	18	11	10	-	1	2	-	10	8	-	6	7	8	2	1	3	1	1	2	1	2	7	1	-	-	
		12%	8%	13%	14%	12%	-	10%	11%	-	14%	13%	-	9%	9%	24%	12%	33%	17%	6%	10%	20%	33%	15%	18%	3%	-	-	
Quite good	(+1)	56	13	43	30	21	5	6	2	5	24	19	-	20	25	11	5	1	4	3	3	4	1	5	11	15	4	-	
		32%	33%	31%	37%	26%	36%	60%	11%	42%	34%	30%	-	29%	34%	33%	29%	33%	22%	18%	30%	40%	33%	38%	29%	43%	31%	-	
Neither good nor poor	(0)	80	18	62	31	41	8	1	11	6	30	30	2	33	36	11	9	1	10	8	6	2	1	6	15	15	7	-	
		45%	45%	45%	38%	50%	57%	10%	61%	50%	42%	47%	100%	47%	49%	33%	53%	33%	56%	47%	60%	20%	33%	46%	39%	43%	54%	-	
Quite poor	(-1)	17	5	12	8	8	1	1	3	1	7	5	-	9	5	3	1	-	-	4	-	2	-	-	4	4	2	-	
		10%	13%	9%	10%	10%	7%	10%	17%	8%	10%	8%	-	13%	7%	9%	6%	-	-	24%	-	20%	-	-	11%	11%	15%	-	
Very poor	(-2)	3	1	2	1	2	-	1	-	-	-	2	-	2	1	-	-	-	1	1	-	-	-	-	1	-	-	-	
		2%	3%	1%	1%	2%	-	10%	-	-	-	3%	-	3%	1%	-	-	-	6%	6%	-	-	-	-	3%	-	-	-	
NET: Poor		20	6	14	9	10	1	2	3	1	7	7	-	11	6	3	1	-	1	5	-	2	-	-	5	4	2	-	
		11%	15%	10%	11%	12%	7%	20%	17%	8%	10%	11%	-	16%	8%	9%	6%	-	6%	29%	-	20%	-	-	13%	11%	15%	-	
Mean		0.42	0.30	0.46	0.52	0.35	0.29	0.50	0.17	0.33	0.52	0.41	0.00	0.27	0.43	0.73	0.47	1.00	0.44	-0.06	0.50	0.60	1.00	0.69	0.50	0.37	0.15	-	
Standard deviation		0.88	0.88	0.88	0.90	0.91	0.61	1.18	0.86	0.65	0.86	0.92	0.00	0.90	0.81	0.94	0.80	1.00	0.98	0.97	0.71	1.07	1.00	0.75	1.01	0.73	0.69	-	
Standard error		0.07	0.14	0.08	0.10	0.10	0.16	0.37	0.20	0.19	0.10	0.12	0.00	0.11	0.09	0.16	0.19	0.58	0.23	0.23	0.22	0.34	0.58	0.21	0.16	0.12	0.19	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 436

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		77 44%	13 50%	16 55%	14 47%	77 44%
Very good	(+2)	21 12%	1 4%	6 21%	6 20%	21 12%
Quite good	(+1)	56 32%	12 46%	10 34%	8 27%	56 32%
Neither good nor poor	(0)	80 45%	11 42%	10 34%	11 37%	80 45%
Quite poor	(-1)	17 10%	2 8%	3 10%	4 13%	17 10%
Very poor	(-2)	3 2%	- -	- -	1 3%	3 2%
NET: Poor		20 11%	2 8%	3 10%	5 17%	20 11%
Mean		0.42	0.46	0.66	0.47	0.42
Standard deviation		0.88	0.71	0.94	1.07	0.88
Standard error		0.07	0.14	0.17	0.20	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 437

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Gender		Age			Gender/Age						SEG			Region												
		Total	Male	Female	18-34	35-54	55+	Male	Male	Male	Female	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	London	South East	South West	North-ern Ire-land
								18-34	35-54	55+	18-34	35-54	55+											East of Eng-land				
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-
NET: Good		101	16	85	55	42	4	7	6	3	48	36	1	36	46	19	9	3	10	9	7	7	2	8	22	15	9	-
		57%	40%	62%	68%	51%	29%	70%	33%	25%	68%	56%	50%	51%	62%	58%	53%	100%	56%	53%	70%	70%	67%	62%	58%	43%	69%	-
Very good	(+2)	34	4	30	16	18	-	1	3	-	15	15	-	11	11	12	4	2	5	1	2	4	1	4	9	1	1	-
		19%	10%	22%	20%	22%	-	10%	17%	-	21%	23%	-	16%	15%	36%	24%	67%	28%	6%	20%	40%	33%	31%	24%	3%	8%	-
Quite good	(+1)	67	12	55	39	24	4	6	3	3	33	21	1	25	35	7	5	1	5	8	5	3	1	4	13	14	8	-
		38%	30%	40%	48%	29%	29%	60%	17%	25%	46%	33%	50%	36%	47%	21%	29%	33%	28%	47%	50%	30%	33%	31%	34%	40%	62%	-
Neither good nor poor	(0)	68	20	48	23	35	10	1	10	9	22	25	1	31	25	12	8	-	8	6	3	3	1	5	13	19	2	-
		38%	50%	35%	28%	43%	71%	10%	56%	75%	31%	39%	50%	44%	34%	36%	47%	-	44%	35%	30%	30%	33%	38%	34%	54%	15%	-
Quite poor	(-1)	4	2	2	1	3	-	1	1	-	-	2	-	3	-	1	-	-	-	1	-	-	-	-	2	1	-	-
		2%	5%	1%	1%	4%	-	10%	6%	-	-	3%	-	4%	-	3%	-	-	-	6%	-	-	-	-	5%	3%	-	-
Very poor	(-2)	4	2	2	2	2	-	1	1	-	1	1	-	-	3	1	-	-	-	1	-	-	-	-	1	-	2	-
		2%	5%	1%	2%	2%	-	10%	6%	-	1%	2%	-	-	4%	3%	-	-	-	6%	-	-	-	-	3%	-	15%	-
NET: Poor		8	4	4	3	5	-	2	2	-	1	3	-	3	3	2	-	-	-	2	-	-	-	-	3	1	2	-
		5%	10%	3%	4%	6%	-	20%	11%	-	1%	5%	-	4%	4%	6%	-	-	-	12%	-	-	-	-	8%	3%	15%	-
Mean		0.69	0.35	0.80	0.81	0.65	0.29	0.50	0.33	0.25	0.86	0.73	0.50	0.63	0.69	0.85	0.76	1.67	0.83	0.41	0.90	1.10	1.00	0.92	0.71	0.43	0.46	-
Standard deviation		0.88	0.92	0.85	0.85	0.95	0.47	1.18	1.03	0.45	0.80	0.91	0.71	0.80	0.87	1.06	0.83	0.58	0.86	0.94	0.74	0.88	1.00	0.86	0.98	0.61	1.20	-
Standard error		0.07	0.15	0.07	0.09	0.10	0.13	0.37	0.24	0.13	0.09	0.11	0.50	0.10	0.10	0.19	0.20	0.33	0.20	0.23	0.23	0.28	0.58	0.24	0.16	0.10	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 437

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		101 57%	17 65%	16 55%	17 57%	101 57%
Very good	(+2)	34 19%	4 15%	6 21%	8 27%	34 19%
Quite good	(+1)	67 38%	13 50%	10 34%	9 30%	67 38%
Neither good nor poor	(0)	68 38%	9 35%	11 38%	13 43%	68 38%
Quite poor	(-1)	4 2%	- -	- -	- -	4 2%
Very poor	(-2)	4 2%	- -	2 7%	- -	4 2%
NET: Poor		8 5%	- -	2 7%	- -	8 5%
Mean		0.69	0.81	0.62	0.83	0.69
Standard deviation		0.88	0.69	1.05	0.83	0.88
Standard error		0.07	0.14	0.19	0.15	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 438

Q20b. You said you use YouTube to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base		177	40	137	81	82	14	10	18	12	71	64	2	70	74	33	17	3	18	17	10	10	3	13	38	35	13	-
NET: Good		156	34	122	69	74	13	7	16	11	62	58	2	60	69	27	15	3	18	16	10	9	3	11	30	31	10	-
		88%	85%	89%	85%	90%	93%	70%	89%	92%	87%	91%	100%	86%	93%	82%	88%	100%	100%	94%	100%	90%	100%	85%	79%	89%	77%	-
Very good	(+2)	101	24	77	33	60	8	3	15	6	30	45	2	43	39	19	10	3	13	10	5	8	1	11	16	19	5	-
		57%	60%	56%	41%	73%	57%	30%	83%	50%	42%	70%	100%	61%	53%	58%	59%	100%	72%	59%	50%	80%	33%	85%	42%	54%	38%	-
Quite good	(+1)	55	10	45	36	14	5	4	1	5	32	13	-	17	30	8	5	-	5	6	5	1	2	-	14	12	5	-
		31%	25%	33%	44%	17%	36%	40%	6%	42%	45%	20%	-	24%	41%	24%	29%	-	28%	35%	50%	10%	67%	-	37%	34%	38%	-
Neither good nor poor	(0)	19	6	13	10	8	1	3	2	1	7	6	-	8	5	6	2	-	-	1	-	1	-	1	7	4	3	-
		11%	15%	9%	12%	10%	7%	30%	11%	8%	10%	9%	-	11%	7%	18%	12%	-	-	6%	-	10%	-	8%	18%	11%	23%	-
Quite poor	(-1)	2	-	2	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	1	1	-	-	-
		1%	-	1%	2%	-	-	-	-	-	3%	-	-	3%	-	-	-	-	-	-	-	-	-	8%	3%	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		2	-	2	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	1	1	-	-	-
		1%	-	1%	2%	-	-	-	-	-	3%	-	-	3%	-	-	-	-	-	-	-	-	-	8%	3%	-	-	-
Mean		1.44	1.45	1.44	1.23	1.63	1.50	1.00	1.72	1.42	1.27	1.61	2.00	1.44	1.46	1.39	1.47	2.00	1.72	1.53	1.50	1.70	1.33	1.62	1.18	1.43	1.15	-
Standard deviation		0.73	0.75	0.73	0.76	0.66	0.65	0.82	0.67	0.67	0.76	0.66	0.00	0.81	0.62	0.79	0.72	0.00	0.46	0.62	0.53	0.67	0.58	0.96	0.83	0.70	0.80	-
Standard error		0.05	0.12	0.06	0.08	0.07	0.17	0.26	0.16	0.19	0.09	0.08	0.00	0.10	0.07	0.14	0.17	0.00	0.11	0.15	0.17	0.21	0.33	0.27	0.14	0.12	0.22	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 438

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		177	26	29	30	177
NET: Good		156 88%	23 88%	26 90%	26 87%	156 88%
Very good	(+2)	101 57%	14 54%	15 52%	18 60%	101 57%
Quite good	(+1)	55 31%	9 35%	11 38%	8 27%	55 31%
Neither good nor poor	(0)	19 11%	3 12%	3 10%	3 10%	19 11%
Quite poor	(-1)	2 1%	- -	- -	1 3%	2 1%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 1%	- -	- -	1 3%	2 1%
Mean		1.44	1.42	1.41	1.43	1.44
Standard deviation		0.73	0.70	0.68	0.82	0.73
Standard error		0.05	0.14	0.13	0.15	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 439

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															Social sharing options, e.g. short clip shares		
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	The service is free	
Base		42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	
NET: Good		28 67%	28 67%	35 83%	36 86%	30 71%	16 38%	20 48%	15 36%	30 71%	19 45%	23 55%	16 38%	17 40%	21 50%	13 31%	19 45%	22 52%	35 83%
Very good	(+2)	12 29%	11 26%	17 40%	17 40%	16 38%	6 14%	11 26%	8 19%	20 48%	9 21%	9 21%	9 21%	10 24%	9 21%	9 21%	10 24%	9 21%	23 55%
Quite good	(+1)	16 38%	17 40%	18 43%	19 45%	14 33%	10 24%	9 21%	7 17%	10 24%	10 24%	14 33%	7 17%	7 17%	12 29%	4 10%	9 21%	13 31%	12 29%
Neither good nor poor	(0)	12 29%	14 33%	7 17%	1 2%	6 14%	22 52%	21 50%	23 55%	8 19%	23 55%	18 43%	21 50%	20 48%	20 48%	27 64%	23 55%	19 45%	6 14%
Quite poor	(-1)	2 5%	- -	- -	5 12%	5 12%	2 5%	1 2%	1 2%	2 5%	- -	1 2%	4 10%	2 5%	- -	- -	- -	1 2%	1 2%
Very poor	(-2)	- -	- -	- -	- -	1 2%	2 5%	- -	3 7%	2 5%	- -	- -	1 2%	3 7%	1 2%	2 5%	- -	- -	- -
NET: Poor		2 5%	- -	- -	5 12%	6 14%	4 10%	1 2%	4 10%	4 10%	- -	1 2%	5 12%	5 12%	1 2%	2 5%	- -	1 2%	1 2%
Mean		0.90	0.93	1.24	1.14	0.93	0.38	0.71	0.38	1.05	0.67	0.74	0.45	0.45	0.67	0.43	0.69	0.71	1.36
Standard deviation		0.88	0.78	0.73	0.95	1.11	0.96	0.89	1.06	1.15	0.82	0.83	1.02	1.13	0.90	0.99	0.84	0.83	0.82
Standard error		0.14	0.12	0.11	0.15	0.17	0.15	0.14	0.16	0.18	0.13	0.13	0.16	0.17	0.14	0.15	0.13	0.13	0.13

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 440

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Range 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	
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good		28	7	21	17	11	-	3	4	-	14	7	-	12	13	3	2	1	2	3	4	2	1	3	5	3	2	-	
		67%	88%	62%	71%	61%	-	100%	80%	-	67%	54%	-	63%	72%	60%	100%	100%	100%	60%	80%	50%	50%	75%	63%	50%	67%	-	
Very good	(+2)	12	5	7	6	6	-	1	4	-	5	2	-	6	4	2	-	-	-	1	2	1	1	3	1	2	1	-	
		29%	63%	21%	25%	33%	-	33%	80%	-	24%	15%	-	32%	22%	40%	-	-	-	20%	40%	25%	50%	75%	13%	33%	33%	-	
Quite good	(+1)	16	2	14	11	5	-	2	-	-	9	5	-	6	9	1	2	1	2	2	2	1	-	-	4	1	1	-	
		38%	25%	41%	46%	28%	-	67%	-	-	43%	38%	-	32%	50%	20%	100%	100%	100%	40%	40%	25%	-	-	50%	17%	33%	-	
Neither good nor poor	(0)	12	1	11	6	6	-	-	1	-	6	5	-	6	4	2	-	-	-	1	1	1	1	1	3	3	1	-	
		29%	13%	32%	25%	33%	-	-	20%	-	29%	38%	-	32%	22%	40%	-	-	-	20%	20%	25%	50%	25%	38%	50%	33%	-	
Quite poor	(-1)	2	-	2	1	1	-	-	-	-	1	1	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	
		5%	-	6%	4%	6%	-	-	-	-	5%	8%	-	5%	6%	-	-	-	-	20%	-	25%	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	-	2	1	1	-	-	-	-	1	1	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	
		5%	-	6%	4%	6%	-	-	-	-	5%	8%	-	5%	6%	-	-	-	-	20%	-	25%	-	-	-	-	-	-	
Mean		0.90	1.50	0.76	0.92	0.89	-	1.33	1.60	-	0.86	0.62	-	0.89	0.89	1.00	1.00	1.00	1.00	0.60	1.20	0.50	1.00	1.50	0.75	0.83	1.00	-	
Standard deviation		0.88	0.76	0.85	0.83	0.96	-	0.58	0.89	-	0.85	0.87	-	0.94	0.83	1.00	0.00	-	0.00	1.14	0.84	1.29	1.41	1.00	0.71	0.98	1.00	-	
Standard error		0.14	0.27	0.15	0.17	0.23	-	0.33	0.40	-	0.19	0.24	-	0.21	0.20	0.45	0.00	-	0.00	0.51	0.37	0.65	1.00	0.50	0.25	0.40	0.58	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 440

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		28 67%	4 80%	6 50%	3 50%	15 63%
Very good	(+2)	12 29%	1 20%	4 33%	2 33%	6 25%
Quite good	(+1)	16 38%	3 60%	2 17%	1 17%	9 38%
Neither good nor poor	(0)	12 29%	1 20%	5 42%	3 50%	7 29%
Quite poor	(-1)	2 5%	- -	1 8%	- -	2 8%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 5%	- -	1 8%	- -	2 8%
Mean		0.90	1.00	0.75	0.83	0.79
Standard deviation		0.88	0.71	1.06	0.98	0.93
Standard error		0.14	0.32	0.30	0.40	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 441

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-
NET: Good		28	7	21	16	12	-	2	5	-	14	7	-	12	12	4	2	-	2	4	4	2	1	4	5	3	1	-
		67%	88%	62%	67%	67%	-	67%	100%	-	67%	54%	-	63%	67%	80%	100%	-	100%	80%	80%	50%	50%	100%	63%	50%	33%	-
Very good	(+2)	11	4	7	6	5	-	1	3	-	5	2	-	3	6	2	-	-	-	1	1	1	1	3	2	2	-	-
		26%	50%	21%	25%	28%	-	33%	60%	-	24%	15%	-	16%	33%	40%	-	-	-	20%	20%	25%	50%	75%	25%	33%	-	-
Quite good	(+1)	17	3	14	10	7	-	1	2	-	9	5	-	9	6	2	2	-	2	3	3	1	-	1	3	1	1	-
		40%	38%	41%	42%	39%	-	33%	40%	-	43%	38%	-	47%	33%	40%	100%	-	100%	60%	60%	25%	-	25%	38%	17%	33%	-
Neither good nor poor	(0)	14	1	13	8	6	-	1	-	-	7	6	-	7	6	1	-	1	-	1	1	2	1	-	3	3	2	-
		33%	13%	38%	33%	33%	-	33%	-	-	33%	46%	-	37%	33%	20%	-	100%	-	20%	20%	50%	50%	-	38%	50%	67%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.93	1.38	0.82	0.92	0.94	-	1.00	1.60	-	0.90	0.69	-	0.79	1.00	1.20	1.00	0.00	1.00	1.00	1.00	0.75	1.00	1.75	0.88	0.83	0.33	-
Standard deviation		0.78	0.74	0.76	0.78	0.80	-	1.00	0.55	-	0.77	0.75	-	0.71	0.84	0.84	0.00	-	0.00	0.71	0.71	0.96	1.41	0.50	0.83	0.98	0.58	-
Standard error		0.12	0.26	0.13	0.16	0.19	-	0.58	0.24	-	0.17	0.21	-	0.16	0.20	0.37	0.00	-	0.00	0.32	0.32	0.48	1.00	0.25	0.30	0.40	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 441

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		28 67%	3 60%	6 50%	4 67%	18 75%
Very good	(+2)	11 26%	- -	4 33%	1 17%	6 25%
Quite good	(+1)	17 40%	3 60%	2 17%	3 50%	12 50%
Neither good nor poor	(0)	14 33%	2 40%	6 50%	2 33%	6 25%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.93	0.60	0.83	0.83	1.00
Standard deviation		0.78	0.55	0.94	0.75	0.72
Standard error		0.12	0.24	0.27	0.31	0.15

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 442

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	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	
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good		35	8	27	22	13	-	3	5	-	19	8	-	17	15	3	2	1	1	4	5	4	2	4	6	4	2	-	
		83%	100%	79%	92%	72%	-	100%	100%	-	90%	62%	-	89%	83%	60%	100%	100%	50%	80%	100%	100%	100%	100%	75%	67%	67%	-	
Very good	(+2)	17	4	13	11	6	-	1	3	-	10	3	-	9	6	2	1	-	-	2	3	2	1	3	2	2	1	-	
		40%	50%	38%	46%	33%	-	33%	60%	-	48%	23%	-	47%	33%	40%	50%	-	-	40%	60%	50%	50%	75%	25%	33%	33%	-	
Quite good	(+1)	18	4	14	11	7	-	2	2	-	9	5	-	8	9	1	1	1	1	2	2	2	1	1	4	2	1	-	
		43%	50%	41%	46%	39%	-	67%	40%	-	43%	38%	-	42%	50%	20%	50%	100%	50%	40%	40%	50%	50%	25%	50%	33%	33%	-	
Neither good nor poor	(0)	7	-	7	2	5	-	-	-	-	2	5	-	2	3	2	-	-	1	1	-	-	-	-	2	2	1	-	
		17%	-	21%	8%	28%	-	-	-	-	10%	38%	-	11%	17%	40%	-	-	50%	20%	-	-	-	-	25%	33%	33%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.24	1.50	1.18	1.38	1.06	-	1.33	1.60	-	1.38	0.85	-	1.37	1.17	1.00	1.50	1.00	0.50	1.20	1.60	1.50	1.50	1.75	1.00	1.00	1.00	-	
Standard deviation		0.73	0.53	0.76	0.65	0.80	-	0.58	0.55	-	0.67	0.80	-	0.68	0.71	1.00	0.71	-	0.71	0.84	0.55	0.58	0.71	0.50	0.76	0.89	1.00	-	
Standard error		0.11	0.19	0.13	0.13	0.19	-	0.33	0.24	-	0.15	0.22	-	0.16	0.17	0.45	0.50	-	0.50	0.37	0.24	0.29	0.50	0.25	0.27	0.37	0.58	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 442

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		35 83%	5 100%	8 67%	5 83%	19 79%
Very good	(+2)	17 40%	2 40%	4 33%	2 33%	8 33%
Quite good	(+1)	18 43%	3 60%	4 33%	3 50%	11 46%
Neither good nor poor	(0)	7 17%	- -	4 33%	1 17%	5 21%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.24	1.40	1.00	1.17	1.13
Standard deviation		0.73	0.55	0.85	0.75	0.74
Standard error		0.11	0.24	0.25	0.31	0.15

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 443

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	North-ern Ireland
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-
NET: Good		36	7	29	22	14	-	3	4	-	19	10	-	16	15	5	2	1	2	3	5	4	2	4	5	5	3	-
		86%	88%	85%	92%	78%	-	100%	80%	-	90%	77%	-	84%	83%	100%	100%	100%	100%	60%	100%	100%	100%	100%	63%	83%	100%	-
Very good	(+2)	17	4	13	9	8	-	-	4	-	9	4	-	9	5	3	-	-	-	1	4	3	-	3	3	2	1	-
		40%	50%	38%	38%	44%	-	-	80%	-	43%	31%	-	47%	28%	60%	-	-	-	20%	80%	75%	-	75%	38%	33%	33%	-
Quite good	(+1)	19	3	16	13	6	-	3	-	-	10	6	-	7	10	2	2	1	2	2	1	1	2	1	2	3	2	-
		45%	38%	47%	54%	33%	-	100%	-	-	48%	46%	-	37%	56%	40%	100%	100%	100%	40%	20%	25%	100%	25%	25%	50%	67%	-
Neither good nor poor	(0)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	5%	-	-	-	-	-	-	-	-	-	-	13%	-	-	-
Quite poor	(-1)	5	1	4	1	4	-	-	1	-	1	3	-	2	3	-	-	-	-	2	-	-	-	-	2	1	-	-
		12%	13%	12%	4%	22%	-	-	20%	-	5%	23%	-	11%	17%	-	-	-	-	40%	-	-	-	-	25%	17%	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		5	1	4	1	4	-	-	1	-	1	3	-	2	3	-	-	-	-	2	-	-	-	-	2	1	-	-
		12%	13%	12%	4%	22%	-	-	20%	-	5%	23%	-	11%	17%	-	-	-	-	40%	-	-	-	-	25%	17%	-	-
Mean		1.14	1.25	1.12	1.25	1.00	-	1.00	1.40	-	1.29	0.85	-	1.21	0.94	1.60	1.00	1.00	1.00	0.40	1.80	1.75	1.00	1.75	0.75	1.00	1.33	-
Standard deviation		0.95	1.04	0.95	0.74	1.19	-	0.00	1.34	-	0.78	1.14	-	0.98	1.00	0.55	0.00	-	0.00	1.34	0.45	0.50	0.00	0.50	1.28	1.10	0.58	-
Standard error		0.15	0.37	0.16	0.15	0.28	-	0.00	0.60	-	0.17	0.32	-	0.22	0.24	0.24	0.00	-	0.00	0.60	0.20	0.25	0.00	0.25	0.45	0.45	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 443

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		36 86%	5 100%	9 75%	5 83%	21 88%
Very good	(+2)	17 40%	2 40%	3 25%	4 67%	8 33%
Quite good	(+1)	19 45%	3 60%	6 50%	1 17%	13 54%
Neither good nor poor	(0)	1 2%	- -	1 8%	- -	- -
Quite poor	(-1)	5 12%	- -	2 17%	1 17%	3 13%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		5 12%	- -	2 17%	1 17%	3 13%
Mean		1.14	1.40	0.83	1.33	1.08
Standard deviation		0.95	0.55	1.03	1.21	0.93
Standard error		0.15	0.24	0.30	0.49	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 444

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	North-ern Ire-land
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-
NET: Good		30	5	25	18	12	-	1	4	-	17	8	-	14	13	3	2	-	2	2	5	4	1	4	5	3	2	-
		71%	63%	74%	75%	67%	-	33%	80%	-	81%	62%	-	74%	72%	60%	100%	-	100%	40%	100%	100%	50%	100%	63%	50%	67%	-
Very good	(+2)	16	5	11	8	8	-	1	4	-	7	4	-	8	5	3	-	-	-	1	3	3	1	3	2	2	1	-
		38%	63%	32%	33%	44%	-	33%	80%	-	33%	31%	-	42%	28%	60%	-	-	-	20%	60%	75%	50%	75%	25%	33%	33%	-
Quite good	(+1)	14	-	14	10	4	-	-	-	-	10	4	-	6	8	-	2	-	2	1	2	1	-	1	3	1	1	-
		33%	-	41%	42%	22%	-	-	-	-	48%	31%	-	32%	44%	-	100%	-	100%	20%	40%	25%	-	25%	38%	17%	33%	-
Neither good nor poor	(0)	6	2	4	3	3	-	1	1	-	2	2	-	3	1	2	-	1	-	2	-	-	-	-	1	1	1	-
		14%	25%	12%	13%	17%	-	33%	20%	-	10%	15%	-	16%	6%	40%	-	100%	-	40%	-	-	-	-	13%	17%	33%	-
Quite poor	(-1)	5	1	4	3	2	-	1	-	-	2	2	-	2	3	-	-	-	-	1	-	-	1	-	1	2	-	-
		12%	13%	12%	13%	11%	-	33%	-	-	10%	15%	-	11%	17%	-	-	-	-	20%	-	-	50%	-	13%	33%	-	-
Very poor	(-2)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
		2%	-	3%	-	6%	-	-	-	-	-	8%	-	-	6%	-	-	-	-	-	-	-	-	-	13%	-	-	-
NET: Poor		6	1	5	3	3	-	1	-	-	2	3	-	2	4	-	-	-	-	1	-	-	1	-	2	2	-	-
		14%	13%	15%	13%	17%	-	33%	-	-	10%	23%	-	11%	22%	-	-	-	-	20%	-	-	50%	-	25%	33%	-	-
Mean		0.93	1.13	0.88	0.96	0.89	-	0.33	1.60	-	1.05	0.62	-	1.05	0.72	1.20	1.00	0.00	1.00	0.40	1.60	1.75	0.50	1.75	0.50	0.50	1.00	-
Standard deviation		1.11	1.25	1.09	1.00	1.28	-	1.53	0.89	-	0.92	1.33	-	1.03	1.23	1.10	0.00	-	0.00	1.14	0.55	0.50	2.12	0.50	1.41	1.38	1.00	-
Standard error		0.17	0.44	0.19	0.20	0.30	-	0.88	0.40	-	0.20	0.37	-	0.24	0.29	0.49	0.00	-	0.00	0.51	0.24	0.25	1.50	0.25	0.50	0.56	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 444

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		30 71%	4 80%	7 58%	5 83%	18 75%
Very good	(+2)	16 38%	2 40%	4 33%	2 33%	8 33%
Quite good	(+1)	14 33%	2 40%	3 25%	3 50%	10 42%
Neither good nor poor	(0)	6 14%	1 20%	3 25%	- -	3 13%
Quite poor	(-1)	5 12%	- -	1 8%	1 17%	3 13%
Very poor	(-2)	1 2%	- -	1 8%	- -	- -
NET: Poor		6 14%	- -	2 17%	1 17%	3 13%
Mean		0.93	1.20	0.67	1.00	0.96
Standard deviation		1.11	0.84	1.30	1.10	1.00
Standard error		0.17	0.37	0.38	0.45	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 445

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-
NET: Good		16	2	14	10	6	-	-	2	-	10	4	-	8	5	3	1	-	1	1	5	1	-	3	1	2	1	-
		38%	25%	41%	42%	33%	-	-	40%	-	48%	31%	-	42%	28%	60%	50%	-	50%	20%	100%	25%	-	75%	13%	33%	33%	-
Very good	(+2)	6	2	4	3	3	-	-	2	-	3	1	-	4	-	2	-	-	-	1	2	-	-	2	-	1	-	-
		14%	25%	12%	13%	17%	-	-	40%	-	14%	8%	-	21%	-	40%	-	-	-	20%	40%	-	-	50%	-	17%	-	-
Quite good	(+1)	10	-	10	7	3	-	-	-	-	7	3	-	4	5	1	1	-	1	-	3	1	-	1	1	1	1	-
		24%	-	29%	29%	17%	-	-	-	-	33%	23%	-	21%	28%	20%	50%	-	50%	-	60%	25%	-	25%	13%	17%	33%	-
Neither good nor poor	(0)	22	6	16	11	11	-	3	3	-	8	8	-	9	11	2	1	1	1	2	-	2	2	1	6	4	2	-
		52%	75%	47%	46%	61%	-	100%	60%	-	38%	62%	-	47%	61%	40%	50%	100%	50%	40%	-	50%	100%	25%	75%	67%	67%	-
Quite poor	(-1)	2	-	2	2	-	-	-	-	-	2	-	-	1	1	-	-	-	-	1	-	-	-	-	1	-	-	-
		5%	-	6%	8%	-	-	-	-	-	10%	-	-	5%	6%	-	-	-	-	20%	-	-	-	-	13%	-	-	-
Very poor	(-2)	2	-	2	1	1	-	-	-	-	1	1	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-
		5%	-	6%	4%	6%	-	-	-	-	5%	8%	-	5%	6%	-	-	-	-	20%	-	25%	-	-	-	-	-	-
NET: Poor		4	-	4	3	1	-	-	-	-	3	1	-	2	2	-	-	-	-	2	-	1	-	-	1	-	-	-
		10%	-	12%	13%	6%	-	-	-	-	14%	8%	-	11%	11%	-	-	-	-	40%	-	25%	-	-	13%	-	-	-
Mean		0.38	0.50	0.35	0.38	0.39	-	0.00	0.80	-	0.43	0.23	-	0.47	0.11	1.00	0.50	0.00	0.50	-0.20	1.40	-0.25	0.00	1.25	0.00	0.50	0.33	-
Standard deviation		0.96	0.93	0.98	0.97	0.98	-	0.00	1.10	-	1.03	0.93	-	1.07	0.76	1.00	0.71	-	0.71	1.48	0.55	1.26	0.00	0.96	0.53	0.84	0.58	-
Standard error		0.15	0.33	0.17	0.20	0.23	-	0.00	0.49	-	0.22	0.26	-	0.25	0.18	0.45	0.50	-	0.50	0.66	0.24	0.63	0.00	0.48	0.19	0.34	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 445

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		16 38%	3 60%	5 42%	4 67%	11 46%
Very good	(+2)	6 14%	1 20%	2 17%	1 17%	4 17%
Quite good	(+1)	10 24%	2 40%	3 25%	3 50%	7 29%
Neither good nor poor	(0)	22 52%	2 40%	6 50%	2 33%	11 46%
Quite poor	(-1)	2 5%	- -	1 8%	- -	1 4%
Very poor	(-2)	2 5%	- -	- -	- -	1 4%
NET: Poor		4 10%	- -	1 8%	- -	2 8%
Mean		0.38	0.80	0.50	0.83	0.50
Standard deviation		0.96	0.84	0.90	0.75	0.98
Standard error		0.15	0.37	0.26	0.31	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 446

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 platform****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	
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good		20	4	16	14	6	-	2	2	-	12	4	-	10	8	2	1	1	1	1	4	3	2	3	1	3	-	-	
		48%	50%	47%	58%	33%	-	67%	40%	-	57%	31%	-	53%	44%	40%	50%	100%	50%	20%	80%	75%	100%	75%	13%	50%	-	-	
Very good	(+2)	11	2	9	9	2	-	1	1	-	8	1	-	3	6	2	1	-	-	-	3	1	2	1	1	2	-	-	
		26%	25%	26%	38%	11%	-	33%	20%	-	38%	8%	-	16%	33%	40%	50%	-	-	-	60%	25%	100%	25%	13%	33%	-	-	
Quite good	(+1)	9	2	7	5	4	-	1	1	-	4	3	-	7	2	-	-	1	1	1	1	2	-	2	-	1	-	-	
		21%	25%	21%	21%	22%	-	33%	20%	-	19%	23%	-	37%	11%	-	-	100%	50%	20%	20%	50%	-	50%	-	17%	-	-	
Neither good nor poor	(0)	21	4	17	9	12	-	1	3	-	8	9	-	8	10	3	1	-	1	3	1	1	-	1	7	3	3	-	
		50%	50%	50%	38%	67%	-	33%	60%	-	38%	69%	-	42%	56%	60%	50%	-	50%	60%	20%	25%	-	25%	88%	50%	100%	-	
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	5%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	5%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-	
Mean		0.71	0.75	0.71	0.92	0.44	-	1.00	0.60	-	0.90	0.38	-	0.63	0.78	0.80	1.00	1.00	0.50	0.00	1.40	1.00	2.00	1.00	0.25	0.83	0.00	-	
Standard deviation		0.89	0.89	0.91	0.97	0.70	-	1.00	0.89	-	1.00	0.65	-	0.83	0.94	1.10	1.41	-	0.71	0.71	0.89	0.82	0.00	0.82	0.71	0.98	0.00	-	
Standard error		0.14	0.31	0.16	0.20	0.17	-	0.58	0.40	-	0.22	0.18	-	0.19	0.22	0.49	1.00	-	0.50	0.32	0.40	0.41	0.00	0.41	0.25	0.40	0.00	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 446

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		20 48%	5 100%	5 42%	3 50%	10 42%
Very good	(+2)	11 26%	2 40%	3 25%	2 33%	4 17%
Quite good	(+1)	9 21%	3 60%	2 17%	1 17%	6 25%
Neither good nor poor	(0)	21 50%	- -	7 58%	3 50%	13 54%
Quite poor	(-1)	1 2%	- -	- -	- -	1 4%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 2%	- -	- -	- -	1 4%
Mean		0.71	1.40	0.67	0.83	0.54
Standard deviation		0.89	0.55	0.89	0.98	0.83
Standard error		0.14	0.24	0.26	0.40	0.17

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 447

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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	
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good		15	1	14	10	5	-	-	1	-	10	4	-	6	7	2	1	-	2	-	3	2	-	2	1	3	1	-	
		36%	13%	41%	42%	28%	-	-	20%	-	48%	31%	-	32%	39%	40%	50%	-	100%	-	60%	50%	-	50%	13%	50%	33%	-	
Very good	(+2)	8	1	7	6	2	-	-	1	-	6	1	-	3	3	2	-	-	1	-	2	1	-	1	1	2	-	-	
		19%	13%	21%	25%	11%	-	-	20%	-	29%	8%	-	16%	17%	40%	-	-	50%	-	40%	25%	-	25%	13%	33%	-	-	
Quite good	(+1)	7	-	7	4	3	-	-	-	-	4	3	-	3	4	-	1	-	1	-	1	1	-	1	-	1	1	-	
		17%	-	21%	17%	17%	-	-	-	-	19%	23%	-	16%	22%	-	50%	-	50%	-	20%	25%	-	25%	-	17%	33%	-	
Neither good nor poor	(0)	23	7	16	12	11	-	3	4	-	9	7	-	11	9	3	1	1	-	4	2	1	1	2	6	3	2	-	
		55%	88%	47%	50%	61%	-	100%	80%	-	43%	54%	-	58%	50%	60%	50%	100%	-	80%	40%	25%	50%	50%	75%	50%	67%	-	
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	
		2%	-	3%	-	6%	-	-	-	-	-	8%	-	-	6%	-	-	-	-	-	-	-	-	-	13%	-	-	-	
Very poor	(-2)	3	-	3	2	1	-	-	-	-	2	1	-	2	1	-	-	-	-	1	-	1	1	-	-	-	-	-	
		7%	-	9%	8%	6%	-	-	-	-	10%	8%	-	11%	6%	-	-	-	-	20%	-	25%	50%	-	-	-	-	-	
NET: Poor		4	-	4	2	2	-	-	-	-	2	2	-	2	2	-	-	-	-	1	-	1	1	-	1	-	-	-	
		10%	-	12%	8%	11%	-	-	-	-	10%	15%	-	11%	11%	-	-	-	-	20%	-	25%	50%	-	13%	-	-	-	
Mean		0.38	0.25	0.41	0.50	0.22	-	0.00	0.40	-	0.57	0.15	-	0.26	0.39	0.80	0.50	0.00	1.50	-0.40	1.00	0.25	-1.00	0.75	0.13	0.83	0.33	-	
Standard deviation		1.06	0.71	1.13	1.14	0.94	-	0.00	0.89	-	1.21	0.99	-	1.10	1.04	1.10	0.71	-	0.71	0.89	1.00	1.71	1.41	0.96	0.83	0.98	0.58	-	
Standard error		0.16	0.25	0.19	0.23	0.22	-	0.00	0.40	-	0.26	0.27	-	0.25	0.24	0.49	0.50	-	0.50	0.40	0.45	0.85	1.00	0.48	0.30	0.40	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 447

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		15 36%	3 60%	4 33%	2 33%	9 38%
Very good	(+2)	8 19%	- -	4 33%	2 33%	4 17%
Quite good	(+1)	7 17%	3 60%	- -	- -	5 21%
Neither good nor poor	(0)	23 55%	2 40%	7 58%	4 67%	14 58%
Quite poor	(-1)	1 2%	- -	1 8%	- -	- -
Very poor	(-2)	3 7%	- -	- -	- -	1 4%
NET: Poor		4 10%	- -	1 8%	- -	1 4%
Mean		0.38	0.60	0.58	0.67	0.46
Standard deviation		1.06	0.55	1.08	1.03	0.93
Standard error		0.16	0.24	0.31	0.42	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 448

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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	
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good		30	6	24	20	10	-	2	4	-	18	6	-	14	13	3	2	-	1	3	5	4	1	4	3	4	3	-	
		71%	75%	71%	83%	56%	-	67%	80%	-	86%	46%	-	74%	72%	60%	100%	-	50%	60%	100%	100%	50%	100%	38%	67%	100%	-	
Very good	(+2)	20	4	16	11	9	-	1	3	-	10	6	-	8	10	2	2	-	-	1	3	3	1	4	2	3	1	-	
		48%	50%	47%	46%	50%	-	33%	60%	-	48%	46%	-	42%	56%	40%	100%	-	-	20%	60%	75%	50%	100%	25%	50%	33%	-	
Quite good	(+1)	10	2	8	9	1	-	1	1	-	8	-	-	6	3	1	-	-	1	2	2	1	-	-	1	1	2	-	
		24%	25%	24%	38%	6%	-	33%	20%	-	38%	-	-	32%	17%	20%	-	-	50%	40%	40%	25%	-	-	13%	17%	67%	-	
Neither good nor poor	(0)	8	2	6	3	5	-	1	1	-	2	4	-	4	3	1	-	1	1	2	-	-	-	-	4	-	-	-	
		19%	25%	18%	13%	28%	-	33%	20%	-	10%	31%	-	21%	17%	20%	-	100%	50%	40%	-	-	-	-	50%	-	-	-	
Quite poor	(-1)	2	-	2	-	2	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	-	-	2	-	-	
		5%	-	6%	-	11%	-	-	-	-	-	15%	-	-	6%	20%	-	-	-	-	-	-	-	-	-	33%	-	-	
Very poor	(-2)	2	-	2	1	1	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	
		5%	-	6%	4%	6%	-	-	-	-	5%	8%	-	5%	6%	-	-	-	-	-	-	-	50%	-	13%	-	-	-	
NET: Poor		4	-	4	1	3	-	-	-	-	1	3	-	1	2	1	-	-	-	-	-	-	1	-	1	2	-	-	
		10%	-	12%	4%	17%	-	-	-	-	5%	23%	-	5%	11%	20%	-	-	-	-	-	-	50%	-	13%	33%	-	-	
Mean		1.05	1.25	1.00	1.21	0.83	-	1.00	1.40	-	1.24	0.62	-	1.05	1.11	0.80	2.00	0.00	0.50	0.80	1.60	1.75	0.00	2.00	0.38	0.83	1.33	-	
Standard deviation		1.15	0.89	1.21	0.98	1.34	-	1.00	0.89	-	1.00	1.45	-	1.08	1.23	1.30	0.00	-	0.71	0.84	0.55	0.50	2.83	0.00	1.30	1.47	0.58	-	
Standard error		0.18	0.31	0.21	0.20	0.32	-	0.58	0.40	-	0.22	0.40	-	0.25	0.29	0.58	0.00	-	0.50	0.37	0.24	0.25	2.00	0.00	0.46	0.60	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 448

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		30 71%	4 80%	8 67%	5 83%	19 79%
Very good	(+2)	20 48%	3 60%	5 42%	4 67%	11 46%
Quite good	(+1)	10 24%	1 20%	3 25%	1 17%	8 33%
Neither good nor poor	(0)	8 19%	1 20%	2 17%	- -	3 13%
Quite poor	(-1)	2 5%	- -	1 8%	1 17%	2 8%
Very poor	(-2)	2 5%	- -	1 8%	- -	- -
NET: Poor		4 10%	- -	2 17%	1 17%	2 8%
Mean		1.05	1.40	0.83	1.33	1.17
Standard deviation		1.15	0.89	1.34	1.21	0.96
Standard error		0.18	0.40	0.39	0.49	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 449

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

	Gender			Age			Gender/Age						SEG			Region												
	Total	Male	Female	18-34	35-54	55+	Male	Male	Male	Female	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	London	South East	South West	North-ern Ire-land	
							18-34	35-54	55+	18-34	35-54	55+																
Base	42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good	19	1	18	14	5	-	-	1	-	14	4	-	8	9	2	1	-	2	1	4	3	-	3	2	2	1	-	
	45%	13%	53%	58%	28%	-	-	20%	-	67%	31%	-	42%	50%	40%	50%	-	100%	20%	80%	75%	-	75%	25%	33%	33%	-	
Very good	(+2)	9	1	8	6	3	-	1	-	6	2	-	3	4	2	-	-	-	-	2	3	-	1	1	2	-	-	
	21%	13%	24%	25%	17%	-	-	20%	-	29%	15%	-	16%	22%	40%	-	-	-	-	40%	75%	-	25%	13%	33%	-	-	
Quite good	(+1)	10	-	10	8	2	-	-	-	8	2	-	5	5	-	1	-	2	1	2	-	-	2	1	-	1	-	
	24%	-	29%	33%	11%	-	-	-	-	38%	15%	-	26%	28%	-	50%	-	100%	20%	40%	-	-	50%	13%	-	33%	-	
Neither good nor poor	(0)	23	7	16	10	13	-	3	4	-	7	9	-	11	9	3	1	1	-	4	1	1	2	1	6	4	2	
	55%	88%	47%	42%	72%	-	100%	80%	-	33%	69%	-	58%	50%	60%	50%	100%	-	80%	20%	25%	100%	25%	75%	67%	67%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	0.67	0.25	0.76	0.83	0.44	-	0.00	0.40	-	0.95	0.46	-	0.58	0.72	0.80	0.50	0.00	1.00	0.20	1.20	1.50	0.00	1.00	0.38	0.67	0.33	-	
Standard deviation	0.82	0.71	0.82	0.82	0.78	-	0.00	0.89	-	0.80	0.78	-	0.77	0.83	1.10	0.71	-	0.00	0.45	0.84	1.00	0.00	0.82	0.74	1.03	0.58	-	
Standard error	0.13	0.25	0.14	0.17	0.18	-	0.00	0.40	-	0.18	0.22	-	0.18	0.19	0.49	0.50	-	0.00	0.20	0.37	0.50	0.00	0.41	0.26	0.42	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 449

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		19 45%	2 40%	5 42%	3 50%	12 50%
Very good	(+2)	9 21%	1 20%	3 25%	1 17%	4 17%
Quite good	(+1)	10 24%	1 20%	2 17%	2 33%	8 33%
Neither good nor poor	(0)	23 55%	3 60%	7 58%	3 50%	12 50%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.67	0.60	0.67	0.67	0.67
Standard deviation		0.82	0.89	0.89	0.82	0.76
Standard error		0.13	0.40	0.26	0.33	0.16

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 450

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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 Ireland
Base	42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-
NET: Good	23	5	18	15	8	-	1	4	-	14	4	-	12	9	2	1	-	1	1	5	3	1	4	3	3	1	-
	55%	63%	53%	63%	44%	-	33%	80%	-	67%	31%	-	63%	50%	40%	50%	-	50%	20%	100%	75%	50%	100%	38%	50%	33%	-
Very good	(+2)	9	2	7	6	3	-	2	-	6	1	-	4	3	2	-	-	-	-	2	2	-	2	1	2	-	-
	21%	25%	21%	25%	17%	-	-	40%	-	29%	8%	-	21%	17%	40%	-	-	-	-	40%	50%	-	50%	13%	33%	-	-
Quite good	(+1)	14	3	11	9	5	-	2	-	8	3	-	8	6	-	1	-	1	1	3	1	1	2	2	1	1	-
	33%	38%	32%	38%	28%	-	33%	40%	-	38%	23%	-	42%	33%	-	50%	-	50%	20%	60%	25%	50%	50%	25%	17%	33%	-
Neither good nor poor	(0)	18	3	15	9	9	-	2	1	-	7	8	-	6	9	3	1	1	3	-	1	1	-	5	3	2	-
	43%	38%	44%	38%	50%	-	67%	20%	-	33%	62%	-	32%	50%	60%	50%	100%	50%	60%	-	25%	50%	-	63%	50%	67%	-
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	2%	-	3%	-	6%	-	-	-	-	-	8%	-	5%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	2%	-	3%	-	6%	-	-	-	-	-	8%	-	5%	-	-	-	-	-	20%	-	-	-	-	-	-	-	-
Mean	0.74	0.88	0.71	0.88	0.56	-	0.33	1.20	-	0.95	0.31	-	0.79	0.67	0.80	0.50	0.00	0.50	0.00	1.40	1.25	0.50	1.50	0.50	0.83	0.33	-
Standard deviation	0.83	0.83	0.84	0.80	0.86	-	0.58	0.84	-	0.80	0.75	-	0.85	0.77	1.10	0.71	-	0.71	0.71	0.55	0.96	0.71	0.58	0.76	0.98	0.58	-
Standard error	0.13	0.30	0.14	0.16	0.20	-	0.33	0.37	-	0.18	0.21	-	0.20	0.18	0.49	0.50	-	0.50	0.32	0.24	0.48	0.50	0.29	0.27	0.40	0.33	-



Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 450

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		23 55%	4 80%	6 50%	4 67%	14 58%
Very good	(+2)	9 21%	2 40%	3 25%	1 17%	3 13%
Quite good	(+1)	14 33%	2 40%	3 25%	3 50%	11 46%
Neither good nor poor	(0)	18 43%	1 20%	6 50%	2 33%	9 38%
Quite poor	(-1)	1 2%	-	-	-	1 4%
Very poor	(-2)	-	-	-	-	-
NET: Poor		1 2%	-	-	-	1 4%
Mean		0.74	1.20	0.75	0.83	0.67
Standard deviation		0.83	0.84	0.87	0.75	0.76
Standard error		0.13	0.37	0.25	0.31	0.16

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 451

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Episode previews****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	
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good		16	2	14	10	6	-	1	1	-	9	5	-	6	6	4	1	-	1	-	3	1	1	2	2	2	3	-	
		38%	25%	41%	42%	33%	-	33%	20%	-	43%	38%	-	32%	33%	80%	50%	-	50%	-	60%	25%	50%	50%	25%	33%	100%	-	
Very good	(+2)	9	2	7	6	3	-	1	1	-	5	2	-	3	4	2	1	-	-	-	2	-	1	2	1	1	1	-	
		21%	25%	21%	25%	17%	-	33%	20%	-	24%	15%	-	16%	22%	40%	50%	-	-	-	40%	-	50%	50%	13%	17%	33%	-	
Quite good	(+1)	7	-	7	4	3	-	-	-	-	4	3	-	3	2	2	-	-	1	-	1	1	-	-	1	1	2	-	
		17%	-	21%	17%	17%	-	-	-	-	19%	23%	-	16%	11%	40%	-	-	50%	-	20%	25%	-	-	13%	17%	67%	-	
Neither good nor poor	(0)	21	5	16	10	11	-	1	4	-	9	7	-	12	8	1	1	1	1	4	2	2	1	2	5	2	-	-	
		50%	63%	47%	42%	61%	-	33%	80%	-	43%	54%	-	63%	44%	20%	50%	100%	50%	80%	40%	50%	50%	50%	63%	33%	-	-	
Quite poor	(-1)	4	1	3	3	1	-	1	-	-	2	1	-	1	3	-	-	-	-	1	-	-	-	-	1	2	-	-	
		10%	13%	9%	13%	6%	-	33%	-	-	10%	8%	-	5%	17%	-	-	-	-	20%	-	-	-	-	13%	33%	-	-	
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	-	6%	-	-	-	-	-	-	25%	-	-	-	-	-	-	
NET: Poor		5	1	4	4	1	-	1	-	-	3	1	-	1	4	-	-	-	-	1	-	1	-	-	1	2	-	-	
		12%	13%	12%	17%	6%	-	33%	-	-	14%	8%	-	5%	22%	-	-	-	-	20%	-	25%	-	-	13%	33%	-	-	
Mean		0.45	0.38	0.47	0.46	0.44	-	0.33	0.40	-	0.48	0.46	-	0.42	0.28	1.20	1.00	0.00	0.50	-0.20	1.00	-0.25	1.00	1.00	0.25	0.17	1.33	-	
Standard deviation		1.02	1.06	1.02	1.14	0.86	-	1.53	0.89	-	1.12	0.88	-	0.84	1.18	0.84	1.41	-	0.71	0.45	1.00	1.26	1.41	1.15	0.89	1.17	0.58	-	
Standard error		0.16	0.38	0.18	0.23	0.20	-	0.88	0.40	-	0.25	0.24	-	0.19	0.28	0.37	1.00	-	0.50	0.20	0.45	0.63	1.00	0.58	0.31	0.48	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 451

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		16 38%	3 60%	5 42%	2 33%	9 38%
Very good	(+2)	9 21%	1 20%	3 25%	2 33%	5 21%
Quite good	(+1)	7 17%	2 40%	2 17%	- -	4 17%
Neither good nor poor	(0)	21 50%	2 40%	6 50%	3 50%	12 50%
Quite poor	(-1)	4 10%	- -	1 8%	1 17%	3 13%
Very poor	(-2)	1 2%	- -	- -	- -	- -
NET: Poor		5 12%	- -	1 8%	1 17%	3 13%
Mean		0.45	0.80	0.58	0.50	0.46
Standard deviation		1.02	0.84	1.00	1.22	0.98
Standard error		0.16	0.37	0.29	0.50	0.20

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 452

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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	
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good		17	2	15	11	6	-	-	2	-	11	4	-	9	6	2	2	-	1	2	5	-	-	3	1	3	-	-	
		40%	25%	44%	46%	33%	-	-	40%	-	52%	31%	-	47%	33%	40%	100%	-	50%	40%	100%	-	-	75%	13%	50%	-	-	
Very good	(+2)	10	2	8	6	4	-	-	2	-	6	2	-	5	3	2	-	-	-	2	3	-	-	3	-	2	-	-	
		24%	25%	24%	25%	22%	-	-	40%	-	29%	15%	-	26%	17%	40%	-	-	-	40%	60%	-	-	75%	-	33%	-	-	
Quite good	(+1)	7	-	7	5	2	-	-	-	-	5	2	-	4	3	-	2	-	1	-	2	-	-	-	1	1	-	-	
		17%	-	21%	21%	11%	-	-	-	-	24%	15%	-	21%	17%	-	100%	-	50%	-	40%	-	-	-	13%	17%	-	-	
Neither good nor poor	(0)	20	5	15	9	11	-	2	3	-	7	8	-	7	10	3	-	1	1	2	-	3	-	1	6	3	3	-	
		48%	63%	44%	38%	61%	-	67%	60%	-	33%	62%	-	37%	56%	60%	-	100%	50%	40%	-	75%	-	25%	75%	50%	100%	-	
Quite poor	(-1)	2	-	2	2	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	
		5%	-	6%	8%	-	-	-	-	-	10%	-	-	5%	6%	-	-	-	-	-	-	-	50%	-	13%	-	-	-	
Very poor	(-2)	3	1	2	2	1	-	1	-	-	1	1	-	2	1	-	-	-	-	1	-	1	1	-	-	-	-	-	
		7%	13%	6%	8%	6%	-	33%	-	-	5%	8%	-	11%	6%	-	-	-	-	20%	-	25%	50%	-	-	-	-	-	
NET: Poor		5	1	4	4	1	-	1	-	-	3	1	-	3	2	-	-	-	-	1	-	1	2	-	1	-	-	-	
		12%	13%	12%	17%	6%	-	33%	-	-	14%	8%	-	16%	11%	-	-	-	-	20%	-	25%	100%	-	13%	-	-	-	
Mean		0.45	0.25	0.50	0.46	0.44	-	-0.67	0.80	-	0.62	0.31	-	0.47	0.33	0.80	1.00	0.00	0.50	0.40	1.60	-0.50	-1.50	1.50	0.00	0.83	0.00	-	
Standard deviation		1.13	1.28	1.11	1.22	1.04	-	1.15	1.10	-	1.16	1.03	-	1.26	1.03	1.10	0.00	-	0.71	1.67	0.55	1.00	0.71	1.00	0.53	0.98	0.00	-	
Standard error		0.17	0.45	0.19	0.25	0.25	-	0.67	0.49	-	0.25	0.29	-	0.29	0.24	0.49	0.00	-	0.50	0.75	0.24	0.50	0.50	0.50	0.19	0.40	0.00	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 452

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		17 40%	3 60%	4 33%	4 67%	11 46%
Very good	(+2)	10 24%	- -	3 25%	3 50%	7 29%
Quite good	(+1)	7 17%	3 60%	1 8%	1 17%	4 17%
Neither good nor poor	(0)	20 48%	2 40%	5 42%	2 33%	10 42%
Quite poor	(-1)	2 5%	- -	1 8%	- -	- -
Very poor	(-2)	3 7%	- -	2 17%	- -	3 13%
NET: Poor		5 12%	- -	3 25%	- -	3 13%
Mean		0.45	0.60	0.17	1.17	0.50
Standard deviation		1.13	0.55	1.40	0.98	1.29
Standard error		0.17	0.24	0.41	0.40	0.26

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 453

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-
NET: Good		21	3	18	14	7	-	-	3	-	14	4	-	10	8	3	1	-	1	1	4	3	-	3	3	3	2	-
		50%	38%	53%	58%	39%	-	-	60%	-	67%	31%	-	53%	44%	60%	50%	-	50%	20%	80%	75%	-	75%	38%	50%	67%	-
Very good	(+2)	9	2	7	6	3	-	-	2	-	6	1	-	3	4	2	1	-	-	-	3	1	-	1	1	2	-	-
		21%	25%	21%	25%	17%	-	-	40%	-	29%	8%	-	16%	22%	40%	50%	-	-	-	60%	25%	-	25%	13%	33%	-	-
Quite good	(+1)	12	1	11	8	4	-	-	1	-	8	3	-	7	4	1	-	-	1	1	1	2	-	2	2	1	2	-
		29%	13%	32%	33%	22%	-	-	20%	-	38%	23%	-	37%	22%	20%	-	-	50%	20%	20%	50%	-	50%	25%	17%	67%	-
Neither good nor poor	(0)	20	5	15	9	11	-	3	2	-	6	9	-	8	10	2	1	1	1	4	1	1	1	1	5	3	1	-
		48%	63%	44%	38%	61%	-	100%	40%	-	29%	69%	-	42%	56%	40%	50%	100%	50%	80%	20%	25%	50%	25%	63%	50%	33%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	5%	-	-	-	-	-	-	-	-	50%	-	-	-	-	-
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	5%	-	-	-	-	-	-	-	-	50%	-	-	-	-	-
Mean		0.67	0.63	0.68	0.75	0.56	-	0.00	1.00	-	0.86	0.38	-	0.58	0.67	1.00	1.00	0.00	0.50	0.20	1.40	1.00	-1.00	1.00	0.50	0.83	0.67	-
Standard deviation		0.90	0.92	0.91	0.99	0.78	-	0.00	1.00	-	1.01	0.65	-	0.96	0.84	1.00	1.41	-	0.71	0.45	0.89	0.82	1.41	0.82	0.76	0.98	0.58	-
Standard error		0.14	0.32	0.16	0.20	0.18	-	0.00	0.45	-	0.22	0.18	-	0.22	0.20	0.45	1.00	-	0.50	0.20	0.40	0.41	1.00	0.41	0.27	0.40	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 453

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		21 50%	3 60%	6 50%	3 50%	13 54%
Very good	(+2)	9 21%	2 40%	2 17%	2 33%	4 17%
Quite good	(+1)	12 29%	1 20%	4 33%	1 17%	9 38%
Neither good nor poor	(0)	20 48%	2 40%	6 50%	3 50%	11 46%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 2%	- -	- -	- -	- -
NET: Poor		1 2%	- -	- -	- -	- -
Mean		0.67	1.00	0.67	0.83	0.71
Standard deviation		0.90	1.00	0.78	0.98	0.75
Standard error		0.14	0.45	0.22	0.40	0.15

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 454

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Push notifications****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
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-
NET: Good		13	3	10	10	3	-	1	2	-	9	1	-	5	6	2	1	-	1	1	3	1	1	2	1	2	-	-
		31%	38%	29%	42%	17%	-	33%	40%	-	43%	8%	-	26%	33%	40%	50%	-	50%	20%	60%	25%	50%	50%	13%	33%	-	-
Very good	(+2)	9	3	6	6	3	-	1	2	-	5	1	-	2	5	2	-	-	-	1	2	1	1	1	1	2	-	-
		21%	38%	18%	25%	17%	-	33%	40%	-	24%	8%	-	11%	28%	40%	-	-	-	20%	40%	25%	50%	25%	13%	33%	-	-
Quite good	(+1)	4	-	4	4	-	-	-	-	-	4	-	-	3	1	-	1	-	1	-	1	-	-	1	-	-	-	-
		10%	-	12%	17%	-	-	-	-	-	19%	-	-	16%	6%	-	50%	-	50%	-	20%	-	-	25%	-	-	-	-
Neither good nor poor	(0)	27	5	22	13	14	-	2	3	-	11	11	-	12	12	3	1	1	1	3	1	3	1	2	7	4	3	-
		64%	63%	65%	54%	78%	-	67%	60%	-	52%	85%	-	63%	67%	60%	50%	100%	50%	60%	20%	75%	50%	50%	88%	67%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	2	-	2	1	1	-	-	-	-	1	1	-	2	-	-	-	-	-	1	1	-	-	-	-	-	-	-
		5%	-	6%	4%	6%	-	-	-	-	5%	8%	-	11%	-	-	-	-	-	20%	20%	-	-	-	-	-	-	-
NET: Poor		2	-	2	1	1	-	-	-	-	1	1	-	2	-	-	-	-	-	1	1	-	-	-	-	-	-	-
		5%	-	6%	4%	6%	-	-	-	-	5%	8%	-	11%	-	-	-	-	-	20%	20%	-	-	-	-	-	-	-
Mean		0.43	0.75	0.35	0.58	0.22	-	0.67	0.80	-	0.57	0.00	-	0.16	0.61	0.80	0.50	0.00	0.50	0.00	0.60	0.50	1.00	0.75	0.25	0.67	0.00	-
Standard deviation		0.99	1.04	0.98	1.02	0.94	-	1.15	1.10	-	1.03	0.82	-	1.01	0.92	1.10	0.71	-	0.71	1.41	1.67	1.00	1.41	0.96	0.71	1.03	0.00	-
Standard error		0.15	0.37	0.17	0.21	0.22	-	0.67	0.49	-	0.22	0.23	-	0.23	0.22	0.49	0.50	-	0.50	0.63	0.75	0.50	1.00	0.48	0.25	0.42	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 454

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		13 31%	1 20%	5 42%	3 50%	8 33%
Very good	(+2)	9 21%	- -	4 33%	2 33%	4 17%
Quite good	(+1)	4 10%	1 20%	1 8%	1 17%	4 17%
Neither good nor poor	(0)	27 64%	3 60%	7 58%	3 50%	15 63%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	2 5%	1 20%	- -	- -	1 4%
NET: Poor		2 5%	1 20%	- -	- -	1 4%
Mean		0.43	-0.20	0.75	0.83	0.42
Standard deviation		0.99	1.10	0.97	0.98	0.93
Standard error		0.15	0.49	0.28	0.40	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 455

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Customisation options****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
Base	42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-
NET: Good	19	1	18	14	5	-	-	1	-	14	4	-	8	8	3	2	-	1	-	5	3	-	3	2	2	1	-
	45%	13%	53%	58%	28%	-	-	20%	-	67%	31%	-	42%	44%	60%	100%	-	50%	-	100%	75%	-	75%	25%	33%	33%	-
Very good	(+2)	10	1	9	7	3	-	1	-	7	2	-	3	5	2	-	-	-	-	3	3	-	1	1	2	-	-
	24%	13%	26%	29%	17%	-	-	20%	-	33%	15%	-	16%	28%	40%	-	-	-	-	60%	75%	-	25%	13%	33%	-	-
Quite good	(+1)	9	-	9	7	2	-	-	-	7	2	-	5	3	1	2	-	1	-	2	-	-	2	1	-	1	-
	21%	-	26%	29%	11%	-	-	-	-	33%	15%	-	26%	17%	20%	100%	-	50%	-	40%	-	-	50%	13%	-	33%	-
Neither good nor poor	(0)	23	7	16	10	13	-	3	4	-	7	9	-	11	10	2	-	1	5	-	1	2	1	6	4	2	-
	55%	88%	47%	42%	72%	-	100%	80%	-	33%	69%	-	58%	56%	40%	-	100%	50%	100%	-	25%	100%	25%	75%	67%	67%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	0.69	0.25	0.79	0.88	0.44	-	0.00	0.40	-	1.00	0.46	-	0.58	0.72	1.00	1.00	0.00	0.50	0.00	1.60	1.50	0.00	1.00	0.38	0.67	0.33	-
Standard deviation	0.84	0.71	0.84	0.85	0.78	-	0.00	0.89	-	0.84	0.78	-	0.77	0.89	1.00	0.00	-	0.71	0.00	0.55	1.00	0.00	0.82	0.74	1.03	0.58	-
Standard error	0.13	0.25	0.14	0.17	0.18	-	0.00	0.40	-	0.18	0.22	-	0.18	0.21	0.45	0.00	-	0.50	0.00	0.24	0.50	0.00	0.41	0.26	0.42	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 455

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		19 45%	2 40%	6 50%	4 67%	12 50%
Very good	(+2)	10 24%	1 20%	3 25%	2 33%	4 17%
Quite good	(+1)	9 21%	1 20%	3 25%	2 33%	8 33%
Neither good nor poor	(0)	23 55%	3 60%	6 50%	2 33%	12 50%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.69	0.60	0.75	1.00	0.67
Standard deviation		0.84	0.89	0.87	0.89	0.76
Standard error		0.13	0.40	0.25	0.37	0.16

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 456

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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	
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good		22	3	19	14	8	-	-	3	-	14	5	-	9	10	3	2	-	2	1	5	2	-	4	2	2	2	-	
		52%	38%	56%	58%	44%	-	-	60%	-	67%	38%	-	47%	56%	60%	100%	-	100%	20%	100%	50%	-	100%	25%	33%	67%	-	
Very good	(+2)	9	2	7	5	4	-	-	2	-	5	2	-	2	5	2	-	-	-	-	2	2	-	2	1	2	-	-	
		21%	25%	21%	21%	22%	-	-	40%	-	24%	15%	-	11%	28%	40%	-	-	-	-	40%	50%	-	50%	13%	33%	-	-	
Quite good	(+1)	13	1	12	9	4	-	-	1	-	9	3	-	7	5	1	2	-	2	1	3	-	-	2	1	-	2	-	
		31%	13%	35%	38%	22%	-	-	20%	-	43%	23%	-	37%	28%	20%	100%	-	100%	20%	60%	-	-	50%	13%	-	67%	-	
Neither good nor poor	(0)	19	5	14	9	10	-	3	2	-	6	8	-	10	7	2	-	1	-	4	-	2	2	-	5	4	1	-	
		45%	63%	41%	38%	56%	-	100%	40%	-	29%	62%	-	53%	39%	40%	-	100%	-	80%	-	50%	100%	-	63%	67%	33%	-	
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	-	6%	-	-	-	-	-	-	-	-	-	13%	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	-	6%	-	-	-	-	-	-	-	-	-	13%	-	-	-	
Mean		0.71	0.63	0.74	0.75	0.67	-	0.00	1.00	-	0.86	0.54	-	0.58	0.78	1.00	1.00	0.00	1.00	0.20	1.40	1.00	0.00	1.50	0.25	0.67	0.67	-	
Standard deviation		0.83	0.92	0.83	0.85	0.84	-	0.00	1.00	-	0.85	0.78	-	0.69	0.94	1.00	0.00	-	0.00	0.45	0.55	1.15	0.00	0.58	0.89	1.03	0.58	-	
Standard error		0.13	0.32	0.14	0.17	0.20	-	0.00	0.45	-	0.19	0.22	-	0.16	0.22	0.45	0.00	-	0.00	0.20	0.24	0.58	0.00	0.29	0.31	0.42	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 456

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		22 52%	3 60%	5 42%	4 67%	14 58%
Very good	(+2)	9 21%	1 20%	2 17%	2 33%	3 13%
Quite good	(+1)	13 31%	2 40%	3 25%	2 33%	11 46%
Neither good nor poor	(0)	19 45%	2 40%	6 50%	2 33%	10 42%
Quite poor	(-1)	1 2%	-	1 8%	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		1 2%	-	1 8%	-	-
Mean		0.71	0.80	0.50	1.00	0.71
Standard deviation		0.83	0.84	0.90	0.89	0.69
Standard error		0.13	0.37	0.26	0.37	0.14

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 457

Q20b. You said you use Soundcloud to access podcasts. How good or bad, are they on each of the following?**The service is free****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	
Base		42	8	34	24	18	-	3	5	-	21	13	-	19	18	5	2	1	2	5	5	4	2	4	8	6	3	-	
NET: Good		35	8	27	19	16	-	3	5	-	16	11	-	16	15	4	2	1	2	4	5	3	2	4	5	6	1	-	
		83%	100%	79%	79%	89%	-	100%	100%	-	76%	85%	-	84%	83%	80%	100%	100%	100%	80%	100%	75%	100%	100%	63%	100%	33%	-	
Very good	(+2)	23	5	18	11	12	-	1	4	-	10	8	-	10	10	3	1	-	-	3	3	2	2	3	5	3	1	-	
		55%	63%	53%	46%	67%	-	33%	80%	-	48%	62%	-	53%	56%	60%	50%	-	-	60%	60%	50%	100%	75%	63%	50%	33%	-	
Quite good	(+1)	12	3	9	8	4	-	2	1	-	6	3	-	6	5	1	1	1	2	1	2	1	-	1	-	3	-	-	
		29%	38%	26%	33%	22%	-	67%	20%	-	29%	23%	-	32%	28%	20%	50%	100%	100%	20%	40%	25%	-	25%	-	50%	-	-	
Neither good nor poor	(0)	6	-	6	4	2	-	-	-	-	4	2	-	3	2	1	-	-	-	1	-	1	-	-	3	-	1	-	
		14%	-	18%	17%	11%	-	-	-	-	19%	15%	-	16%	11%	20%	-	-	-	20%	-	25%	-	-	38%	-	33%	-	
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	-	33%	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	
		2%	-	3%	4%	-	-	-	-	-	5%	-	-	-	6%	-	-	-	-	-	-	-	-	-	-	-	33%	-	
Mean		1.36	1.63	1.29	1.21	1.56	-	1.33	1.80	-	1.19	1.46	-	1.37	1.33	1.40	1.50	1.00	1.00	1.40	1.60	1.25	2.00	1.75	1.25	1.50	0.33	-	
Standard deviation		0.82	0.52	0.87	0.88	0.70	-	0.58	0.45	-	0.93	0.78	-	0.76	0.91	0.89	0.71	-	0.00	0.89	0.55	0.96	0.00	0.50	1.04	0.55	1.53	-	
Standard error		0.13	0.18	0.15	0.18	0.17	-	0.33	0.20	-	0.20	0.22	-	0.17	0.21	0.40	0.50	-	0.00	0.40	0.24	0.48	0.00	0.25	0.37	0.22	0.88	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 457

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		42	5	12	6	24
NET: Good		35 83%	5 100%	8 67%	5 83%	20 83%
Very good	(+2)	23 55%	1 20%	5 42%	3 50%	11 46%
Quite good	(+1)	12 29%	4 80%	3 25%	2 33%	9 38%
Neither good nor poor	(0)	6 14%	-	4 33%	1 17%	3 13%
Quite poor	(-1)	1 2%	-	-	-	1 4%
Very poor	(-2)	-	-	-	-	-
NET: Poor		1 2%	-	-	-	1 4%
Mean		1.36	1.20	1.08	1.33	1.25
Standard deviation		0.82	0.45	0.90	0.82	0.85
Standard error		0.13	0.20	0.26	0.33	0.17

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 458

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															Social sharing options, e.g. short clip shares		
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	The service is free	
Base		27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	
NET: Good		20 74%	8 30%	27 100%	26 96%	25 93%	12 44%	22 81%	11 41%	21 78%	8 30%	7 26%	13 48%	8 30%	12 44%	11 41%	7 26%	6 22%	26 96%
Very good	(+2)	10 37%	3 11%	21 78%	18 67%	17 63%	6 22%	12 44%	5 19%	14 52%	3 11%	3 11%	6 22%	4 15%	3 11%	4 15%	1 4%	1 4%	24 89%
Quite good	(+1)	10 37%	5 19%	6 22%	8 30%	8 30%	6 22%	10 37%	6 22%	7 26%	5 19%	4 15%	7 26%	4 15%	9 33%	7 26%	6 22%	5 19%	2 7%
Neither good nor poor	(0)	6 22%	16 59%	- -	1 4%	1 4%	13 48%	5 19%	14 52%	6 22%	19 70%	19 70%	13 48%	14 52%	14 52%	16 59%	19 70%	20 74%	1 4%
Quite poor	(-1)	- -	1 4%	- -	- -	1 4%	1 4%	- -	- -	- -	- -	- -	- -	3 11%	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	2 7%	- -	- -	- -	1 4%	- -	2 7%	- -	- -	1 4%	1 4%	2 7%	1 4%	- -	1 4%	1 4%	- -
NET: Poor		1 4%	3 11%	- -	- -	1 4%	2 7%	- -	2 7%	- -	- -	1 4%	1 4%	5 19%	1 4%	- -	1 4%	1 4%	- -
Mean		1.04	0.22	1.78	1.63	1.52	0.56	1.26	0.44	1.30	0.41	0.30	0.63	0.19	0.48	0.56	0.22	0.19	1.85
Standard deviation		0.98	0.97	0.42	0.56	0.75	1.01	0.76	1.05	0.82	0.69	0.82	0.97	1.08	0.85	0.75	0.70	0.68	0.46
Standard error		0.19	0.19	0.08	0.11	0.14	0.19	0.15	0.20	0.16	0.13	0.16	0.19	0.21	0.16	0.14	0.13	0.13	0.09

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 459

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****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	
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good		20	5	15	6	10	4	1	2	2	5	8	2	8	10	2	1	-	2	1	1	4	1	3	2	4	1	-	
		74%	63%	79%	67%	71%	100%	50%	50%	100%	71%	80%	100%	67%	77%	100%	100%	-	100%	100%	50%	100%	100%	75%	67%	50%	100%	-	
Very good	(+2)	10	4	6	3	4	3	-	2	2	3	2	1	3	7	-	1	-	-	1	-	1	1	2	1	2	1	-	
		37%	50%	32%	33%	29%	75%	-	50%	100%	43%	20%	50%	25%	54%	-	100%	-	-	100%	-	25%	100%	50%	33%	25%	100%	-	
Quite good	(+1)	10	1	9	3	6	1	1	-	-	2	6	1	5	3	2	-	-	2	-	1	3	-	1	1	2	-	-	
		37%	13%	47%	33%	43%	25%	50%	-	-	29%	60%	50%	42%	23%	100%	-	-	100%	-	50%	75%	-	25%	33%	25%	-	-	
Neither good nor poor	(0)	6	2	4	2	4	-	-	2	-	2	2	-	3	3	-	-	-	-	-	-	-	-	1	1	4	-	-	
		22%	25%	21%	22%	29%	-	-	50%	-	29%	20%	-	25%	23%	-	-	-	-	-	-	-	-	25%	33%	50%	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	
NET: Poor		1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	
Mean		1.04	0.88	1.11	0.78	1.00	1.75	-0.50	1.00	2.00	1.14	1.00	1.50	0.75	1.31	1.00	2.00	-	1.00	2.00	-0.50	1.25	2.00	1.25	1.00	0.75	2.00	-	
Standard deviation		0.98	1.46	0.74	1.30	0.78	0.50	2.12	1.15	0.00	0.90	0.67	0.71	1.14	0.85	0.00	-	-	0.00	-	2.12	0.50	-	0.96	1.00	0.89	-	-	
Standard error		0.19	0.52	0.17	0.43	0.21	0.25	1.50	0.58	0.00	0.34	0.21	0.50	0.33	0.24	0.00	-	-	0.00	-	1.50	0.25	-	0.48	0.58	0.31	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 459

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		20 74%	5 83%	2 67%	2 67%	3 43%
Very good	(+2)	10 37%	2 33%	1 33%	- -	2 29%
Quite good	(+1)	10 37%	3 50%	1 33%	2 67%	1 14%
Neither good nor poor	(0)	6 22%	1 17%	- -	1 33%	4 57%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	- -	1 33%	- -	- -
NET: Poor		1 4%	- -	1 33%	- -	- -
Mean		1.04	1.17	0.33	0.67	0.71
Standard deviation		0.98	0.75	2.08	0.58	0.95
Standard error		0.19	0.31	1.20	0.33	0.36

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 460

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?**Content from a range of 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 Ireland
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-
NET: Good		8	4	4	2	5	1	1	2	1	1	3	-	3	4	1	1	-	1	-	1	2	-	2	-	1	-	-
		30%	50%	21%	22%	36%	25%	50%	50%	50%	14%	30%	-	25%	31%	50%	100%	-	50%	-	50%	50%	-	50%	-	13%	-	-
Very good	(+2)	3	3	-	-	2	1	-	2	1	-	-	-	-	3	-	1	-	-	-	-	-	-	1	-	1	-	-
		11%	38%	-	-	14%	25%	-	50%	50%	-	-	-	-	23%	-	100%	-	-	-	-	-	-	25%	-	13%	-	-
Quite good	(+1)	5	1	4	2	3	-	1	-	-	1	3	-	3	1	1	-	-	1	-	1	2	-	1	-	-	-	-
		19%	13%	21%	22%	21%	-	50%	-	-	14%	30%	-	25%	8%	50%	-	-	50%	-	50%	50%	-	25%	-	-	-	-
Neither good nor poor	(0)	16	3	13	5	9	2	-	2	1	5	7	1	6	9	1	-	-	1	1	2	1	1	25%	3	6	1	-
		59%	38%	68%	56%	64%	50%	-	50%	50%	71%	70%	50%	50%	69%	50%	-	-	50%	100%	-	50%	100%	25%	100%	75%	100%	-
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
		4%	-	5%	11%	-	-	-	-	-	14%	-	-	8%	-	-	-	-	-	-	-	-	-	25%	-	-	-	-
Very poor	(-2)	2	1	1	1	-	1	1	-	-	-	-	1	2	-	-	-	-	-	-	1	-	-	-	-	1	-	-
		7%	13%	5%	11%	-	25%	50%	-	-	-	-	50%	17%	-	-	-	-	-	-	50%	-	-	-	-	13%	-	-
NET: Poor		3	1	2	2	-	1	1	-	-	1	-	1	3	-	-	-	-	-	-	1	-	-	1	-	1	-	-
		11%	13%	11%	22%	-	25%	50%	-	-	14%	-	50%	25%	-	-	-	-	-	-	50%	-	-	25%	-	13%	-	-
Mean		0.22	0.63	0.05	-0.11	0.50	0.00	-0.50	1.00	1.00	0.00	0.30	-1.00	-0.17	0.54	0.50	2.00	-	0.50	0.00	-0.50	0.50	0.00	0.50	0.00	0.00	0.00	-
Standard deviation		0.97	1.41	0.71	0.93	0.76	1.63	2.12	1.15	1.41	0.58	0.48	1.41	1.03	0.88	0.71	-	-	0.71	-	2.12	0.58	-	1.29	0.00	1.07	-	-
Standard error		0.19	0.50	0.16	0.31	0.20	0.82	1.50	0.58	1.00	0.22	0.15	1.00	0.30	0.24	0.50	-	-	0.50	-	1.50	0.29	-	0.65	0.00	0.38	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 460

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?**Content from a range of different providers****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		8	4	-	1	1
		30%	67%	-	33%	14%
Very good	(+2)	3	2	-	-	1
		11%	33%	-	-	14%
Quite good	(+1)	5	2	-	1	-
		19%	33%	-	33%	-
Neither good nor poor	(0)	16	1	2	2	5
		59%	17%	67%	67%	71%
Quite poor	(-1)	1	-	-	-	1
		4%	-	-	-	14%
Very poor	(-2)	2	1	1	-	-
		7%	17%	33%	-	-
NET: Poor		3	1	1	-	1
		11%	17%	33%	-	14%
Mean		0.22	0.67	-0.67	0.33	0.14
Standard deviation		0.97	1.51	1.15	0.58	0.90
Standard error		0.19	0.61	0.67	0.33	0.34

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 461

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	North-ern Ire-land
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-
NET: Good		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	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%	100%	-
Very good	(+2)	21	7	14	7	10	4	1	4	2	6	6	2	8	12	1	1	-	1	1	1	2	1	3	3	7	1	-
		78%	88%	74%	78%	71%	100%	50%	100%	100%	86%	60%	100%	67%	92%	50%	100%	-	50%	100%	50%	50%	100%	75%	100%	88%	100%	-
Quite good	(+1)	6	1	5	2	4	-	1	-	-	1	4	-	4	1	1	-	-	1	-	1	2	-	1	-	1	-	-
		22%	13%	26%	22%	29%	-	50%	-	-	14%	40%	-	33%	8%	50%	-	-	50%	-	50%	50%	-	25%	-	13%	-	-
Neither good nor poor	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.78	1.88	1.74	1.78	1.71	2.00	1.50	2.00	2.00	1.86	1.60	2.00	1.67	1.92	1.50	2.00	-	1.50	2.00	1.50	1.50	2.00	1.75	2.00	1.88	2.00	-
Standard deviation		0.42	0.35	0.45	0.44	0.47	0.00	0.71	0.00	0.00	0.38	0.52	0.00	0.49	0.28	0.71	-	-	0.71	-	0.71	0.58	-	0.50	0.00	0.35	-	-
Standard error		0.08	0.13	0.10	0.15	0.13	0.00	0.50	0.00	0.00	0.14	0.16	0.00	0.14	0.08	0.50	-	-	0.50	-	0.50	0.29	-	0.25	0.00	0.13	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 461

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		27 100%	6 100%	3 100%	3 100%	7 100%
Very good	(+2)	21 78%	4 67%	3 100%	2 67%	7 100%
Quite good	(+1)	6 22%	2 33%	-	1 33%	-
Neither good nor poor	(0)	-	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.78	1.67	2.00	1.67	2.00
Standard deviation		0.42	0.52	0.00	0.58	0.00
Standard error		0.08	0.21	0.00	0.33	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 462

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	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	
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good		26	7	19	9	13	4	2	3	2	7	10	2	12	12	2	1	-	2	1	2	4	1	4	3	7	1	-	
		96%	88%	100%	100%	93%	100%	100%	75%	100%	100%	100%	100%	100%	92%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	88%	100%	-	
Very good	(+2)	18	6	12	5	9	4	1	3	2	4	6	2	8	9	1	1	-	1	1	1	2	1	1	2	7	1	-	
		67%	75%	63%	56%	64%	100%	50%	75%	100%	57%	60%	100%	67%	69%	50%	100%	-	50%	100%	50%	50%	100%	25%	67%	88%	100%	-	
Quite good	(+1)	8	1	7	4	4	-	1	-	-	3	4	-	4	3	1	-	-	1	-	1	2	-	3	1	-	-	-	
		30%	13%	37%	44%	29%	-	50%	-	-	43%	40%	-	33%	23%	50%	-	-	50%	-	50%	50%	-	75%	33%	-	-	-	
Neither good nor poor	(0)	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	
		4%	13%	-	-	7%	-	-	25%	-	-	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	13%	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.63	1.63	1.63	1.56	1.57	2.00	1.50	1.50	2.00	1.57	1.60	2.00	1.67	1.62	1.50	2.00	-	1.50	2.00	1.50	1.50	2.00	1.25	1.67	1.75	2.00	-	
Standard deviation		0.56	0.74	0.50	0.53	0.65	0.00	0.71	1.00	0.00	0.53	0.52	0.00	0.49	0.65	0.71	-	-	0.71	-	0.71	0.58	-	0.50	0.58	0.71	-	-	
Standard error		0.11	0.26	0.11	0.18	0.17	0.00	0.50	0.50	0.00	0.20	0.16	0.00	0.14	0.18	0.50	-	-	0.50	-	0.50	0.29	-	0.25	0.33	0.25	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 462

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		26 96%	5 83%	3 100%	3 100%	6 86%
Very good	(+2)	18 67%	3 50%	2 67%	1 33%	5 71%
Quite good	(+1)	8 30%	2 33%	1 33%	2 67%	1 14%
Neither good nor poor	(0)	1 4%	1 17%	-	-	1 14%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.63	1.33	1.67	1.33	1.57
Standard deviation		0.56	0.82	0.58	0.58	0.79
Standard error		0.11	0.33	0.33	0.33	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 463

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	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	
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good		25	7	18	8	13	4	1	4	2	7	9	2	11	12	2	1	-	2	1	1	3	1	4	3	8	1	-	
		93%	88%	95%	89%	93%	100%	50%	100%	100%	100%	90%	100%	92%	92%	100%	100%	-	100%	100%	50%	75%	100%	100%	100%	100%	100%	-	
Very good	(+2)	17	5	12	4	10	3	-	4	1	4	6	2	7	9	1	1	-	1	1	-	1	-	2	3	7	1	-	
		63%	63%	63%	44%	71%	75%	-	100%	50%	57%	60%	100%	58%	69%	50%	100%	-	50%	100%	-	25%	-	50%	100%	88%	100%	-	
Quite good	(+1)	8	2	6	4	3	1	1	-	1	3	3	-	4	3	1	-	-	1	-	1	2	1	2	-	1	-	-	
		30%	25%	32%	44%	21%	25%	50%	-	50%	43%	30%	-	33%	23%	50%	-	-	50%	-	50%	50%	100%	50%	-	13%	-	-	
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	
		4%	-	5%	-	7%	-	-	-	-	-	10%	-	-	8%	-	-	-	-	-	-	25%	-	-	-	-	-	-	
Quite poor	(-1)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	
Mean		1.52	1.38	1.58	1.22	1.64	1.75	0.00	2.00	1.50	1.57	1.50	2.00	1.42	1.62	1.50	2.00	-	1.50	2.00	0.00	1.00	1.00	1.50	2.00	1.88	2.00	-	
Standard deviation		0.75	1.06	0.61	0.97	0.63	0.50	1.41	0.00	0.71	0.53	0.71	0.00	0.90	0.65	0.71	-	-	0.71	-	1.41	0.82	-	0.58	0.00	0.35	-	-	
Standard error		0.14	0.38	0.14	0.32	0.17	0.25	1.00	0.00	0.50	0.20	0.22	0.00	0.26	0.18	0.50	-	-	0.50	-	1.00	0.41	-	0.29	0.00	0.13	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 463

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		25 93%	6 100%	2 67%	3 100%	7 100%
Very good	(+2)	17 63%	4 67%	1 33%	2 67%	5 71%
Quite good	(+1)	8 30%	2 33%	1 33%	1 33%	2 29%
Neither good nor poor	(0)	1 4%	- -	- -	- -	- -
Quite poor	(-1)	1 4%	- -	1 33%	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		1 4%	- -	1 33%	- -	- -
Mean		1.52	1.67	0.67	1.67	1.71
Standard deviation		0.75	0.52	1.53	0.58	0.49
Standard error		0.14	0.21	0.88	0.33	0.18

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 464

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?**Auto-download of episodes****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	
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good		12	4	8	3	6	3	1	1	2	2	5	1	5	5	2	1	-	2	1	-	2	1	1	-	3	1	-	
		44%	50%	42%	33%	43%	75%	50%	25%	100%	29%	50%	50%	42%	38%	100%	100%	-	100%	100%	-	50%	100%	25%	-	38%	100%	-	
Very good	(+2)	6	3	3	1	2	3	-	1	2	1	1	1	2	4	-	1	-	-	1	-	-	1	1	-	1	1	-	
		22%	38%	16%	11%	14%	75%	-	25%	100%	14%	10%	50%	17%	31%	-	100%	-	-	100%	-	-	100%	25%	-	13%	100%	-	
Quite good	(+1)	6	1	5	2	4	-	1	-	-	1	4	-	3	1	2	-	-	2	-	-	2	-	-	-	2	-	-	
		22%	13%	26%	22%	29%	-	50%	-	-	14%	40%	-	25%	8%	100%	-	-	100%	-	-	50%	-	-	-	25%	-	-	
Neither good nor poor	(0)	13	3	10	4	8	1	-	3	-	4	5	1	6	7	-	-	-	-	-	1	2	-	2	3	5	-	-	
		48%	38%	53%	44%	57%	25%	-	75%	-	57%	50%	50%	50%	54%	-	-	-	-	-	50%	50%	-	50%	100%	63%	-	-	
Quite poor	(-1)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	
		4%	-	5%	11%	-	-	-	-	-	14%	-	-	-	8%	-	-	-	-	-	-	-	-	25%	-	-	-	-	
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	
NET: Poor		2	1	1	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	
		7%	13%	5%	22%	-	-	50%	-	-	14%	-	-	8%	8%	-	-	-	-	-	50%	-	-	25%	-	-	-	-	
Mean		0.56	0.63	0.53	0.11	0.57	1.50	-0.50	0.50	2.00	0.29	0.60	1.00	0.42	0.62	1.00	2.00	-	1.00	2.00	-1.00	0.50	2.00	0.25	0.00	0.50	2.00	-	
Standard deviation		1.01	1.41	0.84	1.17	0.76	1.00	2.12	1.00	0.00	0.95	0.70	1.41	1.08	1.04	0.00	-	-	0.00	-	1.41	0.58	-	1.26	0.00	0.76	-	-	
Standard error		0.19	0.50	0.19	0.39	0.20	0.50	1.50	0.50	0.00	0.36	0.22	1.00	0.31	0.29	0.00	-	-	0.00	-	1.00	0.29	-	0.63	0.00	0.27	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 464

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?**Auto-download of episodes****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		12 44%	3 50%	1 33%	- -	3 43%
Very good	(+2)	6 22%	2 33%	- -	- -	2 29%
Quite good	(+1)	6 22%	1 17%	1 33%	- -	1 14%
Neither good nor poor	(0)	13 48%	3 50%	- -	3 100%	4 57%
Quite poor	(-1)	1 4%	- -	1 33%	- -	- -
Very poor	(-2)	1 4%	- -	1 33%	- -	- -
NET: Poor		2 7%	- -	2 67%	- -	- -
Mean		0.56	0.83	-0.67	0.00	0.71
Standard deviation		1.01	0.98	1.53	0.00	0.95
Standard error		0.19	0.40	0.88	0.00	0.36

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 465

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 platform****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
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-
NET: Good		22	6	16	8	11	3	2	3	1	6	8	2	10	10	2	1	-	2	1	2	2	-	4	2	7	1	-
		81%	75%	84%	89%	79%	75%	100%	75%	50%	86%	80%	100%	83%	77%	100%	100%	-	100%	100%	100%	50%	-	100%	67%	88%	100%	-
Very good	(+2)	12	4	8	3	6	3	-	3	1	3	3	2	3	8	1	1	-	-	1	-	-	-	1	2	6	1	-
		44%	50%	42%	33%	43%	75%	-	75%	50%	43%	30%	100%	25%	62%	50%	100%	-	-	100%	-	-	-	25%	67%	75%	100%	-
Quite good	(+1)	10	2	8	5	5	-	2	-	-	3	5	-	7	2	1	-	-	2	-	2	2	-	3	-	1	-	-
		37%	25%	42%	56%	36%	-	100%	-	-	43%	50%	-	58%	15%	50%	-	-	100%	-	100%	50%	-	75%	-	13%	-	-
Neither good nor poor	(0)	5	2	3	1	3	1	-	1	1	1	2	-	2	3	-	-	-	-	-	-	2	1	-	1	1	-	-
		19%	25%	16%	11%	21%	25%	-	25%	50%	14%	20%	-	17%	23%	-	-	-	-	-	-	50%	100%	-	33%	13%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.26	1.25	1.26	1.22	1.21	1.50	1.00	1.50	1.00	1.29	1.10	2.00	1.08	1.38	1.50	2.00	-	1.00	2.00	1.00	0.50	0.00	1.25	1.33	1.63	2.00	-
Standard deviation		0.76	0.89	0.73	0.67	0.80	1.00	0.00	1.00	1.41	0.76	0.74	0.00	0.67	0.87	0.71	-	-	0.00	-	0.00	0.58	-	0.50	1.15	0.74	-	-
Standard error		0.15	0.31	0.17	0.22	0.21	0.50	0.00	0.50	1.00	0.29	0.23	0.00	0.19	0.24	0.50	-	-	0.00	-	0.00	0.29	-	0.25	0.67	0.26	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 465

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		22 81%	6 100%	3 100%	3 100%	6 86%
Very good	(+2)	12 44%	4 67%	1 33%	2 67%	4 57%
Quite good	(+1)	10 37%	2 33%	2 67%	1 33%	2 29%
Neither good nor poor	(0)	5 19%	- -	- -	- -	1 14%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.26	1.67	1.33	1.67	1.43
Standard deviation		0.76	0.52	0.58	0.58	0.79
Standard error		0.15	0.21	0.33	0.33	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 466

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?**Syncing across devices****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
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-
NET: Good		11	5	6	1	6	4	1	2	2	-	4	2	5	5	1	1	-	2	-	1	2	1	1	-	2	1	-
		41%	63%	32%	11%	43%	100%	50%	50%	100%	-	40%	100%	42%	38%	50%	100%	-	100%	-	50%	50%	100%	25%	-	25%	100%	-
Very good	(+2)	5	4	1	-	2	3	-	2	2	-	-	1	1	4	-	1	-	-	-	-	-	1	1	-	1	1	-
		19%	50%	5%	-	14%	75%	-	50%	100%	-	-	50%	8%	31%	-	100%	-	-	-	-	-	100%	25%	-	13%	100%	-
Quite good	(+1)	6	1	5	1	4	1	1	-	-	-	4	1	4	1	1	-	-	2	-	1	2	-	-	-	1	-	-
		22%	13%	26%	11%	29%	25%	50%	-	-	-	40%	50%	33%	8%	50%	-	-	100%	-	50%	50%	-	-	-	13%	-	-
Neither good nor poor	(0)	14	2	12	6	8	-	-	2	-	6	6	-	6	7	1	-	-	-	1	-	2	-	2	3	6	-	-
		52%	25%	63%	67%	57%	-	-	50%	-	86%	60%	-	50%	54%	50%	-	-	-	100%	-	50%	-	50%	100%	75%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	2	1	1	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-
		7%	13%	5%	22%	-	-	50%	-	-	14%	-	-	8%	8%	-	-	-	-	-	50%	-	-	25%	-	-	-	-
NET: Poor		2	1	1	2	-	-	1	-	-	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-
		7%	13%	5%	22%	-	-	50%	-	-	14%	-	-	8%	8%	-	-	-	-	-	50%	-	-	25%	-	-	-	-
Mean		0.44	0.88	0.26	-0.33	0.57	1.75	-0.50	1.00	2.00	-0.29	0.40	1.50	0.33	0.54	0.50	2.00	-	1.00	0.00	-0.50	0.50	2.00	0.00	0.00	0.38	2.00	-
Standard deviation		1.05	1.46	0.81	1.00	0.76	0.50	2.12	1.15	0.00	0.76	0.52	0.71	0.98	1.20	0.71	-	-	0.00	-	2.12	0.58	-	1.63	0.00	0.74	-	-
Standard error		0.20	0.52	0.18	0.33	0.20	0.25	1.50	0.58	0.00	0.29	0.16	0.50	0.28	0.33	0.50	-	-	0.00	-	1.50	0.29	-	0.82	0.00	0.26	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 466

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?**Syncing across devices****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		11	5	-	-	1
		41%	83%	-	-	14%
Very good	(+2)	5	2	-	-	1
		19%	33%	-	-	14%
Quite good	(+1)	6	3	-	-	-
		22%	50%	-	-	-
Neither good nor poor	(0)	14	1	1	3	6
		52%	17%	33%	100%	86%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	2	-	2	-	-
		7%	-	67%	-	-
NET: Poor		2	-	2	-	-
		7%	-	67%	-	-
Mean		0.44	1.17	-1.33	0.00	0.29
Standard deviation		1.05	0.75	1.15	0.00	0.76
Standard error		0.20	0.31	0.67	0.00	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 467

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?**Can use it easily on my smartphone****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	
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good		21	6	15	8	11	2	2	4	-	6	7	2	10	9	2	-	-	1	1	2	3	-	4	2	7	1	-	
		78%	75%	79%	89%	79%	50%	100%	100%	-	86%	70%	100%	83%	69%	100%	-	-	50%	100%	100%	75%	-	100%	67%	88%	100%	-	
Very good	(+2)	14	4	10	4	8	2	1	3	-	3	5	2	7	6	1	-	-	-	1	2	1	-	1	2	6	1	-	
		52%	50%	53%	44%	57%	50%	50%	75%	-	43%	50%	100%	58%	46%	50%	-	-	-	100%	100%	25%	-	25%	67%	75%	100%	-	
Quite good	(+1)	7	2	5	4	3	-	1	1	-	3	2	-	3	3	1	-	-	1	-	-	2	-	3	-	1	-	-	
		26%	25%	26%	44%	21%	-	50%	25%	-	43%	20%	-	25%	23%	50%	-	-	50%	-	-	50%	-	75%	-	13%	-	-	
Neither good nor poor	(0)	6	2	4	1	3	2	-	-	2	1	3	-	2	4	-	1	-	1	-	-	1	1	-	1	1	-	-	
		22%	25%	21%	11%	21%	50%	-	-	100%	14%	30%	-	17%	31%	-	100%	-	50%	-	-	25%	100%	-	33%	13%	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.30	1.25	1.32	1.33	1.36	1.00	1.50	1.75	0.00	1.29	1.20	2.00	1.42	1.15	1.50	0.00	-	0.50	2.00	2.00	1.00	0.00	1.25	1.33	1.63	2.00	-	
Standard deviation		0.82	0.89	0.82	0.71	0.84	1.15	0.71	0.50	0.00	0.76	0.92	0.00	0.79	0.90	0.71	-	-	0.71	-	0.00	0.82	-	0.50	1.15	0.74	-	-	
Standard error		0.16	0.31	0.19	0.24	0.23	0.58	0.50	0.25	0.00	0.29	0.29	0.00	0.23	0.25	0.50	-	-	0.50	-	0.00	0.41	-	0.25	0.67	0.26	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 467

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?

Can use it easily on my smartphone

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		21 78%	5 83%	3 100%	1 33%	6 86%
Very good	(+2)	14 52%	3 50%	2 67%	-	4 57%
Quite good	(+1)	7 26%	2 33%	1 33%	1 33%	2 29%
Neither good nor poor	(0)	6 22%	1 17%	-	2 67%	1 14%
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.30	1.33	1.67	0.33	1.43
Standard deviation		0.82	0.82	0.58	0.58	0.79
Standard error		0.16	0.33	0.33	0.33	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 468

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?**Compatibility with smart speaker****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
Base	27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good	8	2	6	4	4	-	1	1	-	3	3	-	2	4	2	-	-	1	1	1	2	-	1	-	2	-	-	
	30%	25%	32%	44%	29%	-	50%	25%	-	43%	30%	-	17%	31%	100%	-	-	50%	100%	50%	50%	-	25%	-	25%	-	-	
Very good	(+2)	3	1	2	2	1	-	1	-	2	-	-	-	3	-	-	-	-	1	-	-	-	1	-	1	-	-	
	11%	13%	11%	22%	7%	-	-	25%	-	29%	-	-	-	23%	-	-	-	-	100%	-	-	-	25%	-	13%	-	-	
Quite good	(+1)	5	1	4	2	3	-	1	-	-	1	3	-	2	1	2	-	-	1	-	1	2	-	-	1	-	-	
	19%	13%	21%	22%	21%	-	50%	-	-	14%	30%	-	17%	8%	100%	-	-	50%	-	50%	50%	-	-	-	13%	-	-	
Neither good nor poor	(0)	19	6	13	5	10	4	1	3	2	4	7	2	10	9	-	1	-	1	-	1	2	1	3	3	6	1	-
	70%	75%	68%	56%	71%	100%	50%	75%	100%	57%	70%	100%	83%	69%	-	100%	-	50%	-	50%	50%	100%	75%	100%	75%	100%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean	0.41	0.38	0.42	0.67	0.36	0.00	0.50	0.50	0.00	0.71	0.30	0.00	0.17	0.54	1.00	0.00	-	0.50	2.00	0.50	0.50	0.00	0.50	0.00	0.38	0.00	-	
Standard deviation	0.69	0.74	0.69	0.87	0.63	0.00	0.71	1.00	0.00	0.95	0.48	0.00	0.39	0.88	0.00	-	-	0.71	-	0.71	0.58	-	1.00	0.00	0.74	-	-	
Standard error	0.13	0.26	0.16	0.29	0.17	0.00	0.50	0.50	0.00	0.36	0.15	0.00	0.11	0.24	0.00	-	-	0.50	-	0.50	0.29	-	0.50	0.00	0.26	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 468

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?**Compatibility with smart speaker****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		8 30%	3 50%	1 33%	- -	2 29%
Very good	(+2)	3 11%	1 17%	- -	- -	1 14%
Quite good	(+1)	5 19%	2 33%	1 33%	- -	1 14%
Neither good nor poor	(0)	19 70%	3 50%	2 67%	3 100%	5 71%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.41	0.67	0.33	0.00	0.43
Standard deviation		0.69	0.82	0.58	0.00	0.79
Standard error		0.13	0.33	0.33	0.00	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 469

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?**Smart playlists****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	
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good		7	3	4	2	4	1	1	1	1	1	3	-	2	3	2	1	-	1	-	-	2	-	1	-	2	-	-	
		26%	38%	21%	22%	29%	25%	50%	25%	50%	14%	30%	-	17%	23%	100%	100%	-	50%	-	-	50%	-	25%	-	25%	-	-	
Very good	(+2)	3	2	1	1	1	1	-	1	1	1	-	-	-	2	1	1	-	-	-	-	-	-	1	-	1	-	-	
		11%	25%	5%	11%	7%	25%	-	25%	50%	14%	-	-	-	15%	50%	100%	-	-	-	-	-	-	25%	-	13%	-	-	
Quite good	(+1)	4	1	3	1	3	-	1	-	-	-	3	-	2	1	1	-	-	1	-	-	2	-	-	-	1	-	-	
		15%	13%	16%	11%	21%	-	50%	-	-	-	30%	-	17%	8%	50%	-	-	50%	-	-	50%	-	-	-	13%	-	-	
Neither good nor poor	(0)	19	4	15	6	10	3	-	3	1	6	7	2	9	10	-	-	-	1	1	1	2	1	3	3	6	1	-	
		70%	50%	79%	67%	71%	75%	-	75%	50%	86%	70%	100%	75%	77%	-	-	-	50%	100%	50%	50%	100%	75%	100%	75%	100%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	
NET: Poor		1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	
Mean		0.30	0.38	0.26	0.11	0.36	0.50	-0.50	0.50	1.00	0.29	0.30	0.00	0.00	0.38	1.50	2.00	-	0.50	0.00	-1.00	0.50	0.00	0.50	0.00	0.38	0.00	-	
Standard deviation		0.82	1.30	0.56	1.05	0.63	1.00	2.12	1.00	1.41	0.76	0.48	0.00	0.74	0.77	0.71	-	-	0.71	-	1.41	0.58	-	1.00	0.00	0.74	-	-	
Standard error		0.16	0.46	0.13	0.35	0.17	0.50	1.50	0.50	1.00	0.29	0.15	0.00	0.21	0.21	0.50	-	-	0.50	-	1.00	0.29	-	0.50	0.00	0.26	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 469

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?

Smart playlists

Base: All respondents answering about each

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		7 26%	2 33%	1 33%	- -	2 29%
Very good	(+2)	3 11%	1 17%	1 33%	- -	1 14%
Quite good	(+1)	4 15%	1 17%	- -	- -	1 14%
Neither good nor poor	(0)	19 70%	4 67%	1 33%	3 100%	5 71%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	- -	1 33%	- -	- -
NET: Poor		1 4%	- -	1 33%	- -	- -
Mean		0.30	0.50	0.00	0.00	0.43
Standard deviation		0.82	0.84	2.00	0.00	0.79
Standard error		0.16	0.34	1.15	0.00	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 470

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?**Episode previews****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
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-
NET: Good		13	5	8	1	9	3	1	2	2	-	7	1	7	5	1	1	-	2	-	-	3	1	1	-	5	-	-
		48%	63%	42%	11%	64%	75%	50%	50%	100%	-	70%	50%	58%	38%	50%	100%	-	100%	-	-	75%	100%	25%	-	63%	-	-
Very good	(+2)	6	2	4	-	4	2	-	1	1	-	3	1	4	2	-	-	-	-	-	-	1	1	1	-	3	-	-
		22%	25%	21%	-	29%	50%	-	25%	50%	-	30%	50%	33%	15%	-	-	-	-	-	-	25%	100%	25%	-	38%	-	-
Quite good	(+1)	7	3	4	1	5	1	1	1	1	-	4	-	3	3	1	1	-	2	-	-	2	-	-	-	2	-	-
		26%	38%	21%	11%	36%	25%	50%	25%	50%	-	40%	-	25%	23%	50%	100%	-	100%	-	-	50%	-	-	-	25%	-	-
Neither good nor poor	(0)	13	2	11	7	5	1	-	2	-	7	3	1	4	8	1	-	-	-	1	1	1	-	3	3	3	1	-
		48%	25%	58%	78%	36%	25%	-	50%	-	100%	30%	50%	33%	62%	50%	-	-	-	100%	50%	25%	-	75%	100%	38%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-
NET: Poor		1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-
Mean		0.63	0.63	0.63	-0.11	0.93	1.25	-0.50	0.75	1.50	0.00	1.00	1.00	0.75	0.54	0.50	1.00	-	1.00	0.00	-1.00	1.00	2.00	0.50	0.00	1.00	0.00	-
Standard deviation		0.97	1.30	0.83	0.78	0.83	0.96	2.12	0.96	0.71	0.00	0.82	1.41	1.22	0.78	0.71	-	-	0.00	-	1.41	0.82	-	1.00	0.00	0.93	-	-
Standard error		0.19	0.46	0.19	0.26	0.22	0.48	1.50	0.48	0.50	0.00	0.26	1.00	0.35	0.22	0.50	-	-	0.00	-	1.00	0.41	-	0.50	0.00	0.33	-	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 470

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?**Episode previews****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		13 48%	4 67%	- -	- -	2 29%
Very good	(+2)	6 22%	1 17%	- -	- -	1 14%
Quite good	(+1)	7 26%	3 50%	- -	- -	1 14%
Neither good nor poor	(0)	13 48%	2 33%	2 67%	3 100%	5 71%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	- -	1 33%	- -	- -
NET: Poor		1 4%	- -	1 33%	- -	- -
Mean		0.63	0.83	-0.67	0.00	0.43
Standard deviation		0.97	0.75	1.15	0.00	0.79
Standard error		0.19	0.31	0.67	0.00	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 471

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?**Play video as audio****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
Base	27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-
NET: Good	8 30%	2 25%	6 32%	3 33%	4 29%	1 25%	1 50%	1 25%	-	2 29%	3 30%	1 50%	3 25%	4 31%	1 50%	-	-	1 50%	1 100%	1 50%	1 25%	-	2 50%	-	1 13%	1 100%	-
Very good	(+2) 4 15%	1 13%	3 16%	1 11%	2 14%	1 25%	-	1 25%	-	1 14%	1 10%	1 50%	1 8%	3 23%	-	-	-	-	1 100%	-	-	-	1 25%	-	1 13%	1 100%	-
Quite good	(+1) 4 15%	1 13%	3 16%	2 22%	2 14%	-	1 50%	-	-	1 14%	2 20%	-	2 17%	1 8%	1 50%	-	-	1 50%	-	1 50%	1 25%	-	1 25%	-	-	-	-
Neither good nor poor	(0) 14 52%	4 50%	10 53%	5 56%	7 50%	2 50%	-	2 50%	2 100%	5 71%	5 50%	-	6 50%	7 54%	1 50%	1 100%	-	1 50%	-	-	3 75%	1 100%	2 50%	2 67%	4 50%	-	-
Quite poor	(-1) 3 11%	1 13%	2 11%	-	3 21%	-	-	1 25%	-	-	2 20%	-	1 8%	2 15%	-	-	-	-	-	-	-	-	-	1 33%	2 25%	-	-
Very poor	(-2) 2 7%	1 13%	1 5%	1 11%	-	1 25%	1 50%	-	-	-	-	1 50%	2 17%	-	-	-	-	-	-	1 50%	-	-	-	-	1 13%	-	-
NET: Poor	5 19%	2 25%	3 16%	1 11%	3 21%	1 25%	1 50%	1 25%	-	-	2 20%	1 50%	3 25%	2 15%	-	-	-	-	-	1 50%	-	-	-	1 33%	3 38%	-	-
Mean	0.19	0.00	0.26	0.22	0.21	0.00	-0.50	0.25	0.00	0.43	0.20	0.00	-0.08	0.38	0.50	0.00	-	0.50	2.00	-0.50	0.25	0.00	0.75	-0.33	-0.25	2.00	-
Standard deviation	1.08	1.20	1.05	1.09	0.97	1.63	2.12	1.26	0.00	0.79	0.92	2.83	1.16	1.04	0.71	-	-	0.71	-	2.12	0.50	-	0.96	0.58	1.16	-	-
Standard error	0.21	0.42	0.24	0.36	0.26	0.82	1.50	0.63	0.00	0.30	0.29	2.00	0.34	0.29	0.50	-	-	0.50	-	1.50	0.25	-	0.48	0.33	0.41	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 471

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?**Play video as audio****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		8 30%	3 50%	- -	- -	2 29%
Very good	(+2)	4 15%	1 17%	- -	- -	1 14%
Quite good	(+1)	4 15%	2 33%	- -	- -	1 14%
Neither good nor poor	(0)	14 52%	1 17%	2 67%	2 67%	3 43%
Quite poor	(-1)	3 11%	1 17%	- -	1 33%	2 29%
Very poor	(-2)	2 7%	1 17%	1 33%	- -	- -
NET: Poor		5 19%	2 33%	1 33%	1 33%	2 29%
Mean		0.19	0.17	-0.67	-0.33	0.14
Standard deviation		1.08	1.47	1.15	0.58	1.07
Standard error		0.21	0.60	0.67	0.33	0.40

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 472

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?**Speed adjustment****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	
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good		12	5	7	4	6	2	1	2	2	3	4	-	4	6	2	1	-	1	-	-	3	1	2	1	3	-	-	
		44%	63%	37%	44%	43%	50%	50%	50%	100%	43%	40%	-	33%	46%	100%	100%	-	50%	-	-	75%	100%	50%	33%	38%	-	-	
Very good	(+2)	3	3	-	-	2	1	-	2	1	-	-	-	2	1	-	-	-	-	-	-	-	1	1	1	-	-	-	
		11%	38%	-	-	14%	25%	-	50%	50%	-	-	-	17%	8%	-	-	-	-	-	-	-	100%	25%	33%	-	-	-	
Quite good	(+1)	9	2	7	4	4	1	1	-	1	3	4	-	2	5	2	1	-	1	-	-	3	-	1	-	3	-	-	
		33%	25%	37%	44%	29%	25%	50%	-	50%	43%	40%	-	17%	38%	100%	100%	-	50%	-	-	75%	-	25%	-	38%	-	-	
Neither good nor poor	(0)	14	2	12	4	8	2	-	2	-	4	6	2	7	7	-	-	-	1	1	1	1	-	2	2	5	1	-	
		52%	25%	63%	44%	57%	50%	-	50%	-	57%	60%	100%	58%	54%	-	-	-	50%	100%	50%	25%	-	50%	67%	63%	100%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	-
NET: Poor		1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	-
Mean		0.48	0.75	0.37	0.22	0.57	0.75	-0.50	1.00	1.50	0.43	0.40	0.00	0.33	0.54	1.00	1.00	-	0.50	0.00	-1.00	0.75	2.00	0.75	0.67	0.38	0.00	-	
Standard deviation		0.85	1.39	0.50	0.97	0.76	0.96	2.12	1.15	0.71	0.53	0.52	0.00	1.07	0.66	0.00	-	-	0.71	-	1.41	0.50	-	0.96	1.15	0.52	-	-	
Standard error		0.16	0.49	0.11	0.32	0.20	0.48	1.50	0.58	0.50	0.20	0.16	0.00	0.31	0.18	0.00	-	-	0.50	-	1.00	0.25	-	0.48	0.67	0.18	-	-	

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 472

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?**Speed adjustment****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		12 44%	2 33%	2 67%	- -	2 29%
Very good	(+2)	3 11%	- -	- -	- -	1 14%
Quite good	(+1)	9 33%	2 33%	2 67%	- -	1 14%
Neither good nor poor	(0)	14 52%	4 67%	- -	3 100%	5 71%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	- -	1 33%	- -	- -
NET: Poor		1 4%	- -	1 33%	- -	- -
Mean		0.48	0.33	0.00	0.00	0.43
Standard deviation		0.85	0.52	1.73	0.00	0.79
Standard error		0.16	0.21	1.00	0.00	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 473

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?**Push notifications****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 Ireland
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-
NET: Good		11	5	6	4	4	3	2	1	2	2	3	1	5	4	2	1	-	1	-	1	2	1	1	-	4	-	-
		41%	63%	32%	44%	29%	75%	100%	25%	100%	29%	30%	50%	42%	31%	100%	100%	-	50%	-	50%	50%	100%	25%	-	50%	-	-
Very good	(+2)	4	2	2	-	2	2	-	1	1	-	1	1	3	1	-	-	-	-	-	-	-	1	1	-	2	-	-
		15%	25%	11%	-	14%	50%	-	25%	50%	-	10%	50%	25%	8%	-	-	-	-	-	-	-	100%	25%	-	25%	-	-
Quite good	(+1)	7	3	4	4	2	1	2	-	1	2	2	-	2	3	2	1	-	1	-	1	2	-	-	-	2	-	-
		26%	38%	21%	44%	14%	25%	100%	-	50%	29%	20%	-	17%	23%	100%	100%	-	50%	-	50%	50%	-	-	-	25%	-	-
Neither good nor poor	(0)	16	3	13	5	10	1	-	3	-	5	7	1	7	9	-	-	-	1	1	1	2	-	3	3	4	1	-
		59%	38%	68%	56%	71%	25%	-	75%	-	71%	70%	50%	58%	69%	-	-	-	50%	100%	50%	50%	-	75%	100%	50%	100%	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		0.56	0.88	0.42	0.44	0.43	1.25	1.00	0.50	1.50	0.29	0.40	1.00	0.67	0.38	1.00	1.00	-	0.50	0.00	0.50	0.50	2.00	0.50	0.00	0.75	0.00	-
Standard deviation		0.75	0.83	0.69	0.53	0.76	0.96	0.00	1.00	0.71	0.49	0.70	1.41	0.89	0.65	0.00	-	-	0.71	-	0.71	0.58	-	1.00	0.00	0.89	-	-
Standard error		0.14	0.30	0.16	0.18	0.20	0.48	0.00	0.50	0.50	0.18	0.22	1.00	0.26	0.18	0.00	-	-	0.50	-	0.50	0.29	-	0.50	0.00	0.31	-	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 473

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?**Push notifications****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		11 41%	3 50%	2 67%	- -	1 14%
Very good	(+2)	4 15%	1 17%	- -	- -	- -
Quite good	(+1)	7 26%	2 33%	2 67%	- -	1 14%
Neither good nor poor	(0)	16 59%	3 50%	1 33%	3 100%	6 86%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		0.56	0.67	0.67	0.00	0.14
Standard deviation		0.75	0.82	0.58	0.00	0.38
Standard error		0.14	0.33	0.33	0.00	0.14

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 474

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?**Customisation options****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	
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good		7	3	4	1	5	1	1	1	1	-	4	-	2	4	1	1	-	1	-	-	3	-	1	-	1	-	-	
		26%	38%	21%	11%	36%	25%	50%	25%	50%	-	40%	-	17%	31%	50%	100%	-	50%	-	-	75%	-	25%	-	13%	-	-	
Very good	(+2)	1	1	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	
		4%	13%	-	-	7%	-	-	25%	-	-	-	-	-	8%	-	-	-	-	-	-	-	-	25%	-	-	-	-	
Quite good	(+1)	6	2	4	1	4	1	1	-	1	-	4	-	2	3	1	1	-	1	-	-	3	-	-	-	1	-	-	
		22%	25%	21%	11%	29%	25%	50%	-	50%	-	40%	-	17%	23%	50%	100%	-	50%	-	-	75%	-	-	-	13%	-	-	
Neither good nor poor	(0)	19	4	15	7	9	3	-	3	1	7	6	2	9	9	1	-	-	1	1	1	1	1	3	3	7	1	-	
		70%	50%	79%	78%	64%	75%	-	75%	50%	100%	60%	100%	75%	69%	50%	-	-	50%	100%	50%	25%	100%	75%	100%	88%	100%	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	-
NET: Poor		1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
		4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-	-
Mean		0.22	0.25	0.21	-0.11	0.43	0.25	-0.50	0.50	0.50	0.00	0.40	0.00	0.00	0.38	0.50	1.00	-	0.50	0.00	-1.00	0.75	0.00	0.50	0.00	0.13	0.00	-	
Standard deviation		0.70	1.16	0.42	0.78	0.65	0.50	2.12	1.00	0.71	0.00	0.52	0.00	0.74	0.65	0.71	-	-	0.71	-	1.41	0.50	-	1.00	0.00	0.35	-	-	
Standard error		0.13	0.41	0.10	0.26	0.17	0.25	1.50	0.50	0.50	0.00	0.16	0.00	0.21	0.18	0.50	-	-	0.50	-	1.00	0.25	-	0.50	0.00	0.13	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 474

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?**Customisation options****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		7	2	-	-	-
		26%	33%	-	-	-
Very good	(+2)	1	-	-	-	-
		4%	-	-	-	-
Quite good	(+1)	6	2	-	-	-
		22%	33%	-	-	-
Neither good nor poor	(0)	19	4	2	3	7
		70%	67%	67%	100%	100%
Quite poor	(-1)	-	-	-	-	-
		-	-	-	-	-
Very poor	(-2)	1	-	1	-	-
		4%	-	33%	-	-
NET: Poor		1	-	1	-	-
		4%	-	33%	-	-
Mean		0.22	0.33	-0.67	0.00	0.00
Standard deviation		0.70	0.52	1.15	0.00	0.00
Standard error		0.13	0.21	0.67	0.00	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 475

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?**Social sharing options, e.g. short clip shares****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	
Base	27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-		
NET: Good	6	2	4	2	3	1	1	1	-	1	2	1	1	3	2	-	-	1	-	-	1	-	1	1	2	-	-		
	22%	25%	21%	22%	21%	25%	50%	25%	-	14%	20%	50%	8%	23%	100%	-	-	50%	-	-	25%	-	25%	33%	25%	-	-		
Very good	(+2)	1	1	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-		
	4%	13%	-	-	7%	-	-	25%	-	-	-	-	-	8%	-	-	-	-	-	-	-	25%	-	-	-	-	-		
Quite good	(+1)	5	1	4	2	2	1	-	-	1	2	1	1	2	2	-	-	1	-	-	1	-	-	1	2	-	-		
	19%	13%	21%	22%	14%	25%	50%	-	-	14%	20%	50%	8%	15%	100%	-	-	50%	-	-	25%	-	-	33%	25%	-	-		
Neither good nor poor	(0)	20	5	15	6	11	3	-	3	2	6	8	1	10	10	-	1	1	1	3	1	3	2	6	1	-			
	74%	63%	79%	67%	79%	75%	-	75%	100%	86%	80%	50%	83%	77%	-	100%	-	50%	100%	50%	75%	100%	75%	67%	75%	100%	-		
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Very poor	(-2)	1	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-		
	4%	13%	-	11%	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-		
NET: Poor	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-		
4%	13%	-	11%	-	-	-	50%	-	-	-	-	-	8%	-	-	-	-	-	-	50%	-	-	-	-	-	-	-		
Mean	0.19	0.13	0.21	0.00	0.29	0.25	-0.50	0.50	0.00	0.14	0.20	0.50	-0.08	0.31	1.00	0.00	-	0.50	0.00	-1.00	0.25	0.00	0.50	0.33	0.25	0.00	-		
Standard deviation	0.68	1.13	0.42	0.87	0.61	0.50	2.12	1.00	0.00	0.38	0.42	0.71	0.67	0.63	0.00	-	-	0.71	-	1.41	0.50	-	1.00	0.58	0.46	-	-		
Standard error	0.13	0.40	0.10	0.29	0.16	0.25	1.50	0.50	0.00	0.14	0.13	0.50	0.19	0.17	0.00	-	-	0.50	-	1.00	0.25	-	0.50	0.33	0.16	-	-		

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 475

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?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		6 22%	2 33%	1 33%	1 33%	1 14%
Very good	(+2)	1 4%	-	-	-	-
Quite good	(+1)	5 19%	2 33%	1 33%	1 33%	1 14%
Neither good nor poor	(0)	20 74%	4 67%	1 33%	2 67%	6 86%
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	1 4%	- -	1 33%	- -	- -
NET: Poor		1 4%	- -	1 33%	- -	- -
Mean		0.19	0.33	-0.33	0.33	0.14
Standard deviation		0.68	0.52	1.53	0.58	0.38
Standard error		0.13	0.21	0.88	0.33	0.14

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 476

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?**The service is free****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	
Base		27	8	19	9	14	4	2	4	2	7	10	2	12	13	2	1	-	2	1	2	4	1	4	3	8	1	-	
NET: Good		26	8	18	9	13	4	2	4	2	7	9	2	11	13	2	1	-	2	1	2	3	1	4	3	8	1	-	
		96%	100%	95%	100%	93%	100%	100%	100%	100%	100%	90%	100%	92%	100%	100%	100%	-	100%	100%	100%	75%	100%	100%	100%	100%	100%	-	
Very good	(+2)	24	7	17	8	12	4	1	4	2	7	8	2	11	12	1	1	-	2	1	2	2	1	4	2	8	1	-	
		89%	88%	89%	89%	86%	100%	50%	100%	100%	100%	80%	100%	92%	92%	50%	100%	-	100%	100%	100%	50%	100%	100%	67%	100%	100%	-	
Quite good	(+1)	2	1	1	1	1	-	1	-	-	-	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	
		7%	13%	5%	11%	7%	-	50%	-	-	-	10%	-	-	8%	50%	-	-	-	-	-	25%	-	-	33%	-	-	-	
Neither good nor poor	(0)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	
		4%	-	5%	-	7%	-	-	-	-	-	10%	-	8%	-	-	-	-	-	-	-	25%	-	-	-	-	-	-	
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		1.85	1.88	1.84	1.89	1.79	2.00	1.50	2.00	2.00	2.00	1.70	2.00	1.83	1.92	1.50	2.00	-	2.00	2.00	2.00	1.25	2.00	2.00	1.67	2.00	2.00	-	
Standard deviation		0.46	0.35	0.50	0.33	0.58	0.00	0.71	0.00	0.00	0.00	0.67	0.00	0.58	0.28	0.71	-	-	0.00	-	0.00	0.96	-	0.00	0.58	0.00	-	-	
Standard error		0.09	0.13	0.12	0.11	0.15	0.00	0.50	0.00	0.00	0.00	0.21	0.00	0.17	0.08	0.50	-	-	0.00	-	0.00	0.48	-	0.00	0.33	0.00	-	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 476

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?**The service is free****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		27	6	3	3	7
NET: Good		26 96%	6 100%	3 100%	3 100%	7 100%
Very good	(+2)	24 89%	5 83%	3 100%	2 67%	7 100%
Quite good	(+1)	2 7%	1 17%	-	1 33%	-
Neither good nor poor	(0)	1 4%	-	-	-	-
Quite poor	(-1)	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-
NET: Poor		-	-	-	-	-
Mean		1.85	1.83	2.00	1.67	2.00
Standard deviation		0.46	0.41	0.00	0.58	0.00
Standard error		0.09	0.17	0.00	0.33	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 477

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

		Aspects																Social sharing options, e.g. short clip shares	
		Range of podcasts	Content from a range of different providers	Quality of podcasts	Ease of use	Ease of navigation	Auto-download of episodes	Exclusive content only available through that platform	Syncing across devices	Can use it easily on my smartphone	Compatibility with smart speaker	Smart playlists	Episode previews	Play video as audio	Speed adjustment	Push notifications	Customisation options	The service is free	
Base		63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	
NET: Good		53 84%	40 63%	56 89%	59 94%	56 89%	34 54%	29 46%	29 46%	52 83%	23 37%	19 30%	18 29%	13 21%	28 44%	23 37%	20 32%	14 22%	58 92%
Very good	(+2)	38 60%	30 48%	40 63%	36 57%	31 49%	17 27%	16 25%	14 22%	38 60%	16 25%	6 10%	5 8%	4 6%	13 21%	9 14%	6 10%	5 8%	51 81%
Quite good	(+1)	15 24%	10 16%	16 25%	23 37%	25 40%	17 27%	13 21%	15 24%	14 22%	7 11%	13 21%	13 21%	9 14%	15 24%	14 22%	14 22%	9 14%	7 11%
Neither good nor poor	(0)	8 13%	20 32%	7 11%	2 3%	3 5%	23 37%	28 44%	31 49%	7 11%	36 57%	39 62%	42 67%	42 67%	33 52%	37 59%	35 56%	43 68%	3 5%
Quite poor	(-1)	2 3%	3 5%	- -	1 2%	3 5%	5 8%	5 8%	2 3%	2 3%	4 6%	5 8%	3 5%	6 10%	2 3%	2 3%	5 8%	6 10%	- -
Very poor	(-2)	- -	- -	- -	1 2%	1 2%	1 2%	1 2%	1 2%	2 3%	- -	- -	- -	2 3%	- -	1 2%	3 5%	- -	2 3%
NET: Poor		2 3%	3 5%	- -	2 3%	4 6%	6 10%	6 10%	3 5%	4 6%	4 6%	5 8%	3 5%	8 13%	2 3%	3 5%	8 13%	6 10%	2 3%
Mean		1.41	1.06	1.52	1.46	1.30	0.70	0.60	0.62	1.33	0.56	0.32	0.32	0.11	0.62	0.44	0.24	0.21	1.67
Standard deviation		0.84	1.00	0.69	0.78	0.89	1.01	1.01	0.92	1.02	0.95	0.76	0.69	0.79	0.85	0.84	0.91	0.72	0.84
Standard error		0.11	0.13	0.09	0.10	0.11	0.13	0.13	0.12	0.13	0.12	0.10	0.09	0.10	0.11	0.11	0.11	0.09	0.11

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 478

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Range 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	
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-	
NET: Good		53	9	44	19	30	4	3	5	1	16	25	3	25	21	7	4	-	7	4	3	4	-	6	8	14	3	-	
		84%	64%	90%	100%	79%	67%	100%	56%	50%	100%	86%	75%	81%	84%	100%	80%	-	88%	100%	100%	80%	-	86%	100%	78%	100%	-	
Very good	(+2)	38	7	31	16	19	3	2	4	1	14	15	2	20	13	5	2	-	6	4	2	3	-	5	4	10	2	-	
		60%	50%	63%	84%	50%	50%	67%	44%	50%	88%	52%	50%	65%	52%	71%	40%	-	75%	100%	67%	60%	-	71%	50%	56%	67%	-	
Quite good	(+1)	15	2	13	3	11	1	1	1	-	2	10	1	5	8	2	2	-	1	-	1	1	-	1	4	4	1	-	
		24%	14%	27%	16%	29%	17%	33%	11%	-	13%	34%	25%	16%	32%	29%	40%	-	13%	-	33%	20%	-	14%	50%	22%	33%	-	
Neither good nor poor	(0)	8	4	4	-	6	2	-	3	1	-	3	1	5	3	-	-	2	1	-	-	1	-	1	-	3	-	-	
		13%	29%	8%	-	16%	33%	-	33%	50%	-	10%	25%	16%	12%	-	-	100%	13%	-	-	20%	-	14%	-	17%	-	-	
Quite poor	(-1)	2	1	1	-	2	-	-	1	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	
		3%	7%	2%	-	5%	-	-	11%	-	-	3%	-	3%	4%	-	20%	-	-	-	-	-	-	-	-	6%	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	1	1	-	2	-	-	1	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	
		3%	7%	2%	-	5%	-	-	11%	-	-	3%	-	3%	4%	-	20%	-	-	-	-	-	-	-	-	6%	-	-	
Mean		1.41	1.07	1.51	1.84	1.24	1.17	1.67	0.89	1.00	1.88	1.34	1.25	1.42	1.32	1.71	1.00	0.00	1.63	2.00	1.67	1.40	-	1.57	1.50	1.28	1.67	-	
Standard deviation		0.84	1.07	0.74	0.37	0.91	0.98	0.58	1.17	1.41	0.34	0.81	0.96	0.89	0.85	0.49	1.22	0.00	0.74	0.00	0.58	0.89	-	0.79	0.53	0.96	0.58	-	
Standard error		0.11	0.29	0.11	0.09	0.15	0.40	0.33	0.39	1.00	0.09	0.15	0.48	0.16	0.17	0.18	0.55	0.00	0.26	0.00	0.33	0.40	-	0.30	0.19	0.23	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 478

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		53	12	3	4	3
		84%	80%	60%	80%	75%
Very good	(+2)	38	8	1	3	2
		60%	53%	20%	60%	50%
Quite good	(+1)	15	4	2	1	1
		24%	27%	40%	20%	25%
Neither good nor poor	(0)	8	3	1	1	-
		13%	20%	20%	20%	-
Quite poor	(-1)	2	-	1	-	1
		3%	-	20%	-	25%
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		2	-	1	-	1
		3%	-	20%	-	25%
Mean		1.41	1.33	0.60	1.40	1.00
Standard deviation		0.84	0.82	1.14	0.89	1.41
Standard error		0.11	0.21	0.51	0.40	0.71

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 479

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Content from a range of 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	
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-	
NET: Good		40	7	33	17	20	3	2	4	1	15	16	2	19	17	4	3	-	7	3	3	3	-	4	6	9	2	-	
		63%	50%	67%	89%	53%	50%	67%	44%	50%	94%	55%	50%	61%	68%	57%	60%	-	88%	75%	100%	60%	-	57%	75%	50%	67%	-	
Very good	(+2)	30	5	25	14	14	2	2	2	1	12	12	1	15	12	3	2	-	5	3	1	2	-	3	3	9	2	-	
		48%	36%	51%	74%	37%	33%	67%	22%	50%	75%	41%	25%	48%	48%	43%	40%	-	63%	75%	33%	40%	-	43%	38%	50%	67%	-	
Quite good	(+1)	10	2	8	3	6	1	-	2	-	3	4	1	4	5	1	1	-	2	-	2	1	-	1	3	-	-	-	
		16%	14%	16%	16%	16%	17%	-	22%	-	19%	14%	25%	13%	20%	14%	20%	-	25%	-	67%	20%	-	14%	38%	-	-	-	
Neither good nor poor	(0)	20	6	14	2	15	3	1	4	1	1	11	2	10	7	3	1	2	1	1	-	1	-	3	2	8	1	-	
		32%	43%	29%	11%	39%	50%	33%	44%	50%	6%	38%	50%	32%	28%	43%	20%	100%	13%	25%	-	20%	-	43%	25%	44%	33%	-	
Quite poor	(-1)	3	1	2	-	3	-	-	1	-	-	2	-	2	1	-	1	-	-	-	-	1	-	-	-	1	-	-	
		5%	7%	4%	-	8%	-	-	11%	-	-	7%	-	6%	4%	-	20%	-	-	-	-	20%	-	-	-	6%	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		3	1	2	-	3	-	-	1	-	-	2	-	2	1	-	1	-	-	-	-	1	-	-	-	1	-	-	
		5%	7%	4%	-	8%	-	-	11%	-	-	7%	-	6%	4%	-	20%	-	-	-	-	20%	-	-	-	6%	-	-	
Mean		1.06	0.79	1.14	1.63	0.82	0.83	1.33	0.56	1.00	1.69	0.90	0.75	1.03	1.12	1.00	0.80	0.00	1.50	1.50	1.33	0.80	-	1.00	1.13	0.94	1.33	-	
Standard deviation		1.00	1.05	0.98	0.68	1.04	0.98	1.15	1.01	1.41	0.60	1.05	0.96	1.05	0.97	1.00	1.30	0.00	0.76	1.00	0.58	1.30	-	1.00	0.83	1.11	1.15	-	
Standard error		0.13	0.28	0.14	0.16	0.17	0.40	0.67	0.34	1.00	0.15	0.19	0.48	0.19	0.19	0.38	0.58	0.00	0.27	0.50	0.33	0.58	-	0.38	0.30	0.26	0.67	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 479

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Content from a range of different providers****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		40 63%	9 60%	3 60%	3 60%	1 25%
Very good	(+2)	30 48%	6 40%	2 40%	2 40%	- -
Quite good	(+1)	10 16%	3 20%	1 20%	1 20%	1 25%
Neither good nor poor	(0)	20 32%	6 40%	1 20%	2 40%	2 50%
Quite poor	(-1)	3 5%	- -	1 20%	- -	1 25%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		3 5%	- -	1 20%	- -	1 25%
Mean		1.06	1.00	0.80	1.00	0.00
Standard deviation		1.00	0.93	1.30	1.00	0.82
Standard error		0.13	0.24	0.58	0.45	0.41

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 480

Q20b. You said you use Other 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
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good		56	13	43	18	33	5	3	8	2	15	25	3	25	25	6	4	2	6	4	3	3	-	6	8	17	3	-
		89%	93%	88%	95%	87%	83%	100%	89%	100%	94%	86%	75%	81%	100%	86%	80%	100%	75%	100%	100%	60%	-	86%	100%	94%	100%	-
Very good	(+2)	40	8	32	14	22	4	3	3	2	11	19	2	19	16	5	3	1	5	3	1	2	-	6	5	11	3	-
		63%	57%	65%	74%	58%	67%	100%	33%	100%	69%	66%	50%	61%	64%	71%	60%	50%	63%	75%	33%	40%	-	86%	63%	61%	100%	-
Quite good	(+1)	16	5	11	4	11	1	-	5	-	4	6	1	6	9	1	1	1	1	1	2	1	-	-	3	6	-	-
		25%	36%	22%	21%	29%	17%	-	56%	-	25%	21%	25%	19%	36%	14%	20%	50%	13%	25%	67%	20%	-	-	38%	33%	-	-
Neither good nor poor	(0)	7	1	6	1	5	1	-	1	-	1	4	1	6	-	1	1	-	2	-	-	2	-	1	-	1	-	-
		11%	7%	12%	5%	13%	17%	-	11%	-	6%	14%	25%	19%	-	14%	20%	-	25%	-	-	40%	-	14%	-	6%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Poor		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		1.52	1.50	1.53	1.68	1.45	1.50	2.00	1.22	2.00	1.63	1.52	1.25	1.42	1.64	1.57	1.40	1.50	1.38	1.75	1.33	1.00	-	1.71	1.63	1.56	2.00	-
Standard deviation		0.69	0.65	0.71	0.58	0.72	0.84	0.00	0.67	0.00	0.62	0.74	0.96	0.81	0.49	0.79	0.89	0.71	0.92	0.50	0.58	1.00	-	0.76	0.52	0.62	0.00	-
Standard error		0.09	0.17	0.10	0.13	0.12	0.34	0.00	0.22	0.00	0.15	0.14	0.48	0.14	0.10	0.30	0.40	0.50	0.32	0.25	0.33	0.45	-	0.29	0.18	0.15	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 480

Q20b. You said you use Other 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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		56 89%	12 80%	4 80%	5 100%	4 100%
Very good	(+2)	40 63%	7 47%	3 60%	3 60%	2 50%
Quite good	(+1)	16 25%	5 33%	1 20%	2 40%	2 50%
Neither good nor poor	(0)	7 11%	3 20%	1 20%	- -	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		- -	- -	- -	- -	- -
Mean		1.52	1.27	1.40	1.60	1.50
Standard deviation		0.69	0.80	0.89	0.55	0.58
Standard error		0.09	0.21	0.40	0.24	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 481

Q20b. You said you use Other 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	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North-east Ireland
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good		59	13	46	19	34	6	3	8	2	16	26	4	29	23	7	5	1	8	4	3	5	-	5	8	17	3	-
		94%	93%	94%	100%	89%	100%	100%	89%	100%	100%	90%	100%	94%	92%	100%	100%	50%	100%	100%	100%	100%	-	71%	100%	94%	100%	-
Very good	(+2)	36	8	28	14	19	3	2	4	2	12	15	1	18	13	5	2	1	5	2	3	2	-	5	4	11	1	-
		57%	57%	57%	74%	50%	50%	67%	44%	100%	75%	52%	25%	58%	52%	71%	40%	50%	63%	50%	100%	40%	-	71%	50%	61%	33%	-
Quite good	(+1)	23	5	18	5	15	3	1	4	-	4	11	3	11	10	2	3	-	3	2	-	3	-	-	4	6	2	-
		37%	36%	37%	26%	39%	50%	33%	44%	-	25%	38%	75%	35%	40%	29%	60%	-	38%	50%	-	60%	-	-	50%	33%	67%	-
Neither good nor poor	(0)	2	1	1	-	2	-	-	1	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-
		3%	7%	2%	-	5%	-	-	11%	-	-	3%	-	3%	4%	-	-	50%	-	-	-	-	-	-	-	6%	-	-
Quite poor	(-1)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
		2%	-	2%	-	3%	-	-	-	-	-	3%	-	-	4%	-	-	-	-	-	-	-	-	14%	-	-	-	-
Very poor	(-2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
		2%	-	2%	-	3%	-	-	-	-	-	3%	-	3%	-	-	-	-	-	-	-	-	-	14%	-	-	-	-
NET: Poor		2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	2	-	-	-	-
		3%	-	4%	-	5%	-	-	-	-	-	7%	-	3%	4%	-	-	-	-	-	-	-	-	29%	-	-	-	-
Mean		1.46	1.50	1.45	1.74	1.32	1.50	1.67	1.33	2.00	1.75	1.31	1.25	1.45	1.40	1.71	1.40	1.00	1.63	1.50	2.00	1.40	-	1.00	1.50	1.56	1.33	-
Standard deviation		0.78	0.65	0.82	0.45	0.90	0.55	0.58	0.71	0.00	0.45	0.97	0.50	0.85	0.76	0.49	0.55	1.41	0.52	0.58	0.00	0.55	-	1.73	0.53	0.62	0.58	-
Standard error		0.10	0.17	0.12	0.10	0.15	0.22	0.33	0.24	0.00	0.11	0.18	0.25	0.15	0.15	0.18	0.24	1.00	0.18	0.29	0.00	0.24	-	0.65	0.19	0.15	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 481

Q20b. You said you use Other 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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		59 94%	14 93%	5 100%	4 80%	3 75%
Very good	(+2)	36 57%	6 40%	2 40%	2 40%	2 50%
Quite good	(+1)	23 37%	8 53%	3 60%	2 40%	1 25%
Neither good nor poor	(0)	2 3%	- -	- -	1 20%	1 25%
Quite poor	(-1)	1 2%	- -	- -	- -	- -
Very poor	(-2)	1 2%	1 7%	- -	- -	- -
NET: Poor		2 3%	1 7%	- -	- -	- -
Mean		1.46	1.20	1.40	1.20	1.25
Standard deviation		0.78	1.01	0.55	0.84	0.96
Standard error		0.10	0.26	0.24	0.37	0.48

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 482

Q20b. You said you use Other 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 Ireland
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good		56	13	43	18	32	6	3	8	2	15	24	4	26	23	7	5	1	7	4	3	5	-	5	6	17	3	-
		89%	93%	88%	95%	84%	100%	100%	89%	100%	94%	83%	100%	84%	92%	100%	100%	50%	88%	100%	100%	100%	-	71%	75%	94%	100%	-
Very good	(+2)	31	5	26	11	19	1	1	4	-	10	15	1	15	12	4	1	-	5	1	2	2	-	5	4	11	-	-
		49%	36%	53%	58%	50%	17%	33%	44%	-	63%	52%	25%	48%	48%	57%	20%	-	63%	25%	67%	40%	-	71%	50%	61%	-	-
Quite good	(+1)	25	8	17	7	13	5	2	4	2	5	9	3	11	11	3	4	1	2	3	1	3	-	-	2	6	3	-
		40%	57%	35%	37%	34%	83%	67%	44%	100%	31%	31%	75%	35%	44%	43%	80%	50%	25%	75%	33%	60%	-	-	25%	33%	100%	-
Neither good nor poor	(0)	3	1	2	-	3	-	-	1	-	-	2	-	3	-	-	-	1	1	-	-	-	-	-	-	1	-	-
		5%	7%	4%	-	8%	-	-	11%	-	-	7%	-	10%	-	-	-	50%	13%	-	-	-	-	-	-	6%	-	-
Quite poor	(-1)	3	-	3	1	2	-	-	-	-	1	2	-	1	2	-	-	-	-	-	-	-	-	1	2	-	-	-
		5%	-	6%	5%	5%	-	-	-	-	6%	7%	-	3%	8%	-	-	-	-	-	-	-	-	14%	25%	-	-	-
Very poor	(-2)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-
		2%	-	2%	-	3%	-	-	-	-	-	3%	-	3%	-	-	-	-	-	-	-	-	-	14%	-	-	-	-
NET: Poor		4	-	4	1	3	-	-	-	-	1	3	-	2	2	-	-	-	-	-	-	-	-	2	2	-	-	-
		6%	-	8%	5%	8%	-	-	-	-	6%	10%	-	6%	8%	-	-	-	-	-	-	-	-	29%	25%	-	-	-
Mean		1.30	1.29	1.31	1.47	1.24	1.17	1.33	1.33	1.00	1.50	1.21	1.25	1.23	1.32	1.57	1.20	0.50	1.50	1.25	1.67	1.40	-	1.00	1.00	1.56	1.00	-
Standard deviation		0.89	0.61	0.96	0.77	1.00	0.41	0.58	0.71	0.00	0.82	1.08	0.50	0.99	0.85	0.53	0.45	0.71	0.76	0.50	0.58	0.55	-	1.73	1.31	0.62	0.00	-
Standard error		0.11	0.16	0.14	0.18	0.16	0.17	0.33	0.24	0.00	0.20	0.20	0.25	0.18	0.17	0.20	0.20	0.50	0.27	0.25	0.33	0.24	-	0.65	0.46	0.15	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 482

Q20b. You said you use Other 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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		56 89%	14 93%	4 80%	3 60%	4 100%
Very good	(+2)	31 49%	4 27%	2 40%	2 40%	3 75%
Quite good	(+1)	25 40%	10 67%	2 40%	1 20%	1 25%
Neither good nor poor	(0)	3 5%	- -	- -	1 20%	- -
Quite poor	(-1)	3 5%	- -	1 20%	1 20%	- -
Very poor	(-2)	1 2%	1 7%	- -	- -	- -
NET: Poor		4 6%	1 7%	1 20%	1 20%	- -
Mean		1.30	1.07	1.00	0.80	1.75
Standard deviation		0.89	0.96	1.22	1.30	0.50
Standard error		0.11	0.25	0.55	0.58	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 483

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****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
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good		34	7	27	10	19	5	2	3	2	8	16	3	17	13	4	4	1	6	1	2	1	-	4	5	7	3	-
		54%	50%	55%	53%	50%	83%	67%	33%	100%	50%	55%	75%	55%	52%	57%	80%	50%	75%	25%	67%	20%	-	57%	63%	39%	100%	-
Very good	(+2)	17	3	14	3	11	3	1	1	1	2	10	2	9	5	3	2	1	3	1	1	-	-	3	3	2	1	-
		27%	21%	29%	16%	29%	50%	33%	11%	50%	13%	34%	50%	29%	20%	43%	40%	50%	38%	25%	33%	-	-	43%	38%	11%	33%	-
Quite good	(+1)	17	4	13	7	8	2	1	2	1	6	6	1	8	8	1	2	-	3	-	1	1	-	1	2	5	2	-
		27%	29%	27%	37%	21%	33%	33%	22%	50%	38%	21%	25%	26%	32%	14%	40%	-	38%	-	33%	20%	-	14%	25%	28%	67%	-
Neither good nor poor	(0)	23	6	17	7	15	1	1	5	-	6	10	1	12	8	3	-	1	1	1	1	3	-	3	3	10	-	-
		37%	43%	35%	37%	39%	17%	33%	56%	-	38%	34%	25%	39%	32%	43%	-	50%	13%	25%	33%	60%	-	43%	38%	56%	-	-
Quite poor	(-1)	5	1	4	1	4	-	-	1	-	1	3	-	2	3	-	1	-	-	2	-	1	-	-	-	1	-	-
		8%	7%	8%	5%	11%	-	-	11%	-	6%	10%	-	6%	12%	-	20%	-	-	50%	-	20%	-	-	-	6%	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
		2%	-	2%	5%	-	-	-	-	-	6%	-	-	-	4%	-	-	-	13%	-	-	-	-	-	-	-	-	-
NET: Poor		6	1	5	2	4	-	-	1	-	2	3	-	2	4	-	1	-	1	2	-	1	-	-	-	1	-	-
		10%	7%	10%	11%	11%	-	-	11%	-	13%	10%	-	6%	16%	-	20%	-	13%	50%	-	20%	-	-	-	6%	-	-
Mean		0.70	0.64	0.71	0.53	0.68	1.33	1.00	0.33	1.50	0.44	0.79	1.25	0.77	0.52	1.00	1.00	1.00	0.88	0.00	1.00	0.00	-	1.00	1.00	0.44	1.33	-
Standard deviation		1.01	0.93	1.04	1.02	1.02	0.82	1.00	0.87	0.71	1.03	1.05	0.96	0.96	1.08	1.00	1.22	1.41	1.36	1.41	1.00	0.71	-	1.00	0.93	0.78	0.58	-
Standard error		0.13	0.25	0.15	0.23	0.16	0.33	0.58	0.29	0.50	0.26	0.19	0.48	0.17	0.22	0.38	0.55	1.00	0.48	0.71	0.58	0.32	-	0.38	0.33	0.18	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 483

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Auto-download of episodes****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		34 54%	9 60%	3 60%	- -	3 75%
Very good	(+2)	17 27%	4 27%	2 40%	- -	2 50%
Quite good	(+1)	17 27%	5 33%	1 20%	- -	1 25%
Neither good nor poor	(0)	23 37%	6 40%	1 20%	4 80%	- -
Quite poor	(-1)	5 8%	- -	1 20%	1 20%	1 25%
Very poor	(-2)	1 2%	- -	- -	- -	- -
NET: Poor		6 10%	- -	1 20%	1 20%	1 25%
Mean		0.70	0.87	0.80	-0.20	1.00
Standard deviation		1.01	0.83	1.30	0.45	1.41
Standard error		0.13	0.22	0.58	0.20	0.71

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 484

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****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
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good		29	6	23	4	21	4	1	3	2	3	18	2	13	13	3	3	1	-	2	1	2	-	2	6	11	1	-
		46%	43%	47%	21%	55%	67%	33%	33%	100%	19%	62%	50%	42%	52%	43%	60%	50%	-	50%	33%	40%	-	29%	75%	61%	33%	-
Very good	(+2)	16	2	14	2	12	2	-	2	-	2	10	2	8	7	1	1	-	-	-	1	1	-	1	3	8	1	-
		25%	14%	29%	11%	32%	33%	-	22%	-	13%	34%	50%	26%	28%	14%	20%	-	-	-	33%	20%	-	14%	38%	44%	33%	-
Quite good	(+1)	13	4	9	2	9	2	1	1	2	1	8	-	5	6	2	2	1	-	2	-	1	-	1	3	3	-	-
		21%	29%	18%	11%	24%	33%	33%	11%	100%	6%	28%	-	16%	24%	29%	40%	50%	-	50%	-	20%	-	14%	38%	17%	-	-
Neither good nor poor	(0)	28	8	20	12	14	2	2	6	-	10	8	2	15	10	3	1	1	7	2	2	2	-	4	2	5	2	-
		44%	57%	41%	63%	37%	33%	67%	67%	-	63%	28%	50%	48%	40%	43%	20%	50%	88%	50%	67%	40%	-	57%	25%	28%	67%	-
Quite poor	(-1)	5	-	5	2	3	-	-	-	-	2	3	-	3	1	1	1	-	-	-	-	1	-	1	-	2	-	-
		8%	-	10%	11%	8%	-	-	-	-	13%	10%	-	10%	4%	14%	20%	-	-	-	-	20%	-	14%	-	11%	-	-
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-
		2%	-	2%	5%	-	-	-	-	-	6%	-	-	-	4%	-	-	-	13%	-	-	-	-	-	-	-	-	-
NET: Poor		6	-	6	3	3	-	-	-	-	3	3	-	3	2	1	1	-	1	-	-	1	-	1	-	2	-	-
		10%	-	12%	16%	8%	-	-	-	-	19%	10%	-	10%	8%	14%	20%	-	13%	-	-	20%	-	14%	-	11%	-	-
Mean		0.60	0.57	0.61	0.11	0.79	1.00	0.33	0.56	1.00	0.06	0.86	1.00	0.58	0.68	0.43	0.60	0.50	-0.25	0.50	0.67	0.40	-	0.29	1.13	0.94	0.67	-
Standard deviation		1.01	0.76	1.08	0.94	0.99	0.89	0.58	0.88	0.00	1.00	1.03	1.15	0.99	1.07	0.98	1.14	0.71	0.71	0.58	1.15	1.14	-	0.95	0.83	1.11	1.15	-
Standard error		0.13	0.20	0.15	0.21	0.16	0.37	0.33	0.29	0.00	0.25	0.19	0.58	0.18	0.21	0.37	0.51	0.50	0.25	0.29	0.67	0.51	-	0.36	0.30	0.26	0.67	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 484

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Exclusive content only available through that platform****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		29 46%	8 53%	1 20%	4 80%	2 50%
Very good	(+2)	16 25%	3 20%	1 20%	2 40%	2 50%
Quite good	(+1)	13 21%	5 33%	- -	2 40%	- -
Neither good nor poor	(0)	28 44%	6 40%	3 60%	1 20%	2 50%
Quite poor	(-1)	5 8%	1 7%	1 20%	- -	- -
Very poor	(-2)	1 2%	- -	- -	- -	- -
NET: Poor		6 10%	1 7%	1 20%	- -	- -
Mean		0.60	0.67	0.20	1.20	1.00
Standard deviation		1.01	0.90	1.10	0.84	1.15
Standard error		0.13	0.23	0.49	0.37	0.58

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 485

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****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
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good		29	7	22	9	17	3	2	3	2	7	14	1	14	12	3	3	1	2	2	2	1	-	3	6	7	2	-
		46%	50%	45%	47%	45%	50%	67%	33%	100%	44%	48%	25%	45%	48%	43%	60%	50%	25%	50%	67%	20%	-	43%	75%	39%	67%	-
Very good	(+2)	14	4	10	5	8	1	2	1	1	3	7	-	6	6	2	2	1	-	-	2	1	-	3	1	3	1	-
		22%	29%	20%	26%	21%	17%	67%	11%	50%	19%	24%	-	19%	24%	29%	40%	50%	-	-	67%	20%	-	43%	13%	17%	33%	-
Quite good	(+1)	15	3	12	4	9	2	-	2	1	4	7	1	8	6	1	1	-	2	2	-	-	-	-	5	4	1	-
		24%	21%	24%	21%	24%	33%	-	22%	50%	25%	24%	25%	26%	24%	14%	20%	-	25%	50%	-	-	-	-	63%	22%	33%	-
Neither good nor poor	(0)	31	7	24	10	19	2	1	6	-	9	13	2	16	11	4	1	1	6	2	1	3	-	3	2	11	1	-
		49%	50%	49%	53%	50%	33%	33%	67%	-	56%	45%	50%	52%	44%	57%	20%	50%	75%	50%	33%	60%	-	43%	25%	61%	33%	-
Quite poor	(-1)	2	-	2	-	1	1	-	-	-	-	1	1	1	1	-	1	-	-	-	-	1	-	-	-	-	-	-
		3%	-	4%	-	3%	17%	-	-	-	-	3%	25%	3%	4%	-	20%	-	-	-	-	20%	-	-	-	-	-	-
Very poor	(-2)	1	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-
		2%	-	2%	-	3%	-	-	-	-	-	3%	-	-	4%	-	-	-	-	-	-	-	-	14%	-	-	-	-
NET: Poor		3	-	3	-	2	1	-	-	-	-	2	1	1	2	-	1	-	-	-	-	1	-	1	-	-	-	-
		5%	-	6%	-	5%	17%	-	-	-	-	7%	25%	3%	8%	-	20%	-	-	-	-	20%	-	14%	-	-	-	-
Mean		0.62	0.79	0.57	0.74	0.58	0.50	1.33	0.44	1.50	0.63	0.62	0.00	0.61	0.60	0.71	0.80	1.00	0.25	0.50	1.33	0.20	-	0.57	0.88	0.56	1.00	-
Standard deviation		0.92	0.89	0.94	0.87	0.95	1.05	1.15	0.73	0.71	0.81	1.01	0.82	0.84	1.04	0.95	1.30	1.41	0.46	0.58	1.15	1.10	-	1.51	0.64	0.78	1.00	-
Standard error		0.12	0.24	0.13	0.20	0.15	0.43	0.67	0.24	0.50	0.20	0.19	0.41	0.15	0.21	0.36	0.58	1.00	0.16	0.29	0.67	0.49	-	0.57	0.23	0.18	0.58	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 485

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Syncing across devices****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		29 46%	7 47%	2 40%	2 40%	3 75%
Very good	(+2)	14 22%	3 20%	2 40%	1 20%	- -
Quite good	(+1)	15 24%	4 27%	-	1 20%	3 75%
Neither good nor poor	(0)	31 49%	7 47%	2 40%	3 60%	1 25%
Quite poor	(-1)	2 3%	1 7%	1 20%	- -	- -
Very poor	(-2)	1 2%	- -	- -	- -	- -
NET: Poor		3 5%	1 7%	1 20%	- -	- -
Mean		0.62	0.60	0.60	0.60	0.75
Standard deviation		0.92	0.91	1.34	0.89	0.50
Standard error		0.12	0.24	0.60	0.40	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 486

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****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
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good		52	13	39	19	27	6	3	8	2	16	19	4	24	22	6	3	1	7	4	3	4	-	5	8	14	3	-
		83%	93%	80%	100%	71%	100%	100%	89%	100%	100%	66%	100%	77%	88%	86%	60%	50%	88%	100%	100%	80%	-	71%	100%	78%	100%	-
Very good	(+2)	38	10	28	14	19	5	3	5	2	11	14	3	19	14	5	1	1	7	3	3	2	-	5	4	10	2	-
		60%	71%	57%	74%	50%	83%	100%	56%	100%	69%	48%	75%	61%	56%	71%	20%	50%	88%	75%	100%	40%	-	71%	50%	56%	67%	-
Quite good	(+1)	14	3	11	5	8	1	-	3	-	5	5	1	5	8	1	2	-	-	1	-	2	-	-	4	4	1	-
		22%	21%	22%	26%	21%	17%	-	33%	-	31%	17%	25%	16%	32%	14%	40%	-	-	25%	-	40%	-	-	50%	22%	33%	-
Neither good nor poor	(0)	7	1	6	-	7	-	-	1	-	-	6	-	5	1	1	1	1	1	-	-	1	-	-	-	3	-	-
		11%	7%	12%	-	18%	-	-	11%	-	-	21%	-	16%	4%	14%	20%	50%	13%	-	-	20%	-	-	-	17%	-	-
Quite poor	(-1)	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-
		3%	-	4%	-	5%	-	-	-	-	-	7%	-	3%	4%	-	20%	-	-	-	-	-	-	-	-	6%	-	-
Very poor	(-2)	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	2	-	-	-	-
		3%	-	4%	-	5%	-	-	-	-	-	7%	-	3%	4%	-	-	-	-	-	-	-	-	29%	-	-	-	-
NET: Poor		4	-	4	-	4	-	-	-	-	-	4	-	2	2	-	1	-	-	-	-	-	-	2	-	1	-	-
		6%	-	8%	-	11%	-	-	-	-	-	14%	-	6%	8%	-	20%	-	-	-	-	-	-	29%	-	6%	-	-
Mean		1.33	1.64	1.24	1.74	1.05	1.83	2.00	1.44	2.00	1.69	0.93	1.75	1.29	1.32	1.57	0.60	1.00	1.75	1.75	2.00	1.20	-	0.86	1.50	1.28	1.67	-
Standard deviation		1.02	0.63	1.09	0.45	1.18	0.41	0.00	0.73	0.00	0.48	1.28	0.50	1.07	1.03	0.79	1.14	1.41	0.71	0.50	0.00	0.84	-	1.95	0.53	0.96	0.58	-
Standard error		0.13	0.17	0.16	0.10	0.19	0.17	0.00	0.24	0.00	0.12	0.24	0.25	0.19	0.21	0.30	0.51	1.00	0.25	0.25	0.00	0.37	-	0.74	0.19	0.23	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 486

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Can use it easily on my smartphone****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		52 83%	13 87%	4 80%	4 80%	4 100%
Very good	(+2)	38 60%	8 53%	2 40%	4 80%	2 50%
Quite good	(+1)	14 22%	5 33%	2 40%	- -	2 50%
Neither good nor poor	(0)	7 11%	- -	- -	1 20%	- -
Quite poor	(-1)	2 3%	1 7%	1 20%	- -	- -
Very poor	(-2)	2 3%	1 7%	- -	- -	- -
NET: Poor		4 6%	2 13%	1 20%	- -	- -
Mean		1.33	1.20	1.00	1.60	1.50
Standard deviation		1.02	1.21	1.22	0.89	0.58
Standard error		0.13	0.31	0.55	0.40	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 487

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****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
Base	63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good	23 37%	4 29%	19 39%	8 42%	14 37%	1 17%	-	3 33%	1 50%	8 50%	11 38%	-	10 32%	9 36%	4 57%	3 60%	-	2 25%	2 50%	2 67%	1 20%	-	3 43%	3 38%	7 39%	-	-
Very good	(+2) 16 25%	3 21%	13 27%	6 32%	10 26%	-	-	3 33%	-	6 38%	7 24%	-	6 19%	7 28%	3 43%	1 20%	-	1 13%	2 50%	1 33%	1 20%	-	3 43%	2 25%	5 28%	-	-
Quite good	(+1) 7 11%	1 7%	6 12%	2 11%	4 11%	1 17%	-	-	1 50%	2 13%	4 14%	-	4 13%	2 8%	1 14%	2 40%	-	1 13%	-	1 33%	-	-	-	1 13%	2 11%	-	-
Neither good nor poor	(0) 36 57%	10 71%	26 53%	9 47%	22 58%	5 83%	3 100%	6 67%	1 50%	6 38%	16 55%	4 100%	18 58%	16 64%	2 29%	1 20%	2 100%	6 75%	2 50%	1 33%	2 40%	-	4 57%	5 63%	10 56%	3 100%	-
Quite poor	(-1) 4 6%	-	4 8%	2 11%	2 5%	-	-	-	-	2 13%	2 7%	-	3 10%	-	1 14%	1 20%	-	-	-	-	2 40%	-	-	-	1 6%	-	-
Very poor	(-2) - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Poor	4 6%	-	4 8%	2 11%	2 5%	-	-	-	-	2 13%	2 7%	-	3 10%	-	1 14%	1 20%	-	-	-	-	2 40%	-	-	-	1 6%	-	-
Mean	0.56	0.50	0.57	0.63	0.58	0.17	0.00	0.67	0.50	0.75	0.55	0.00	0.42	0.64	0.86	0.60	0.00	0.38	1.00	1.00	0.00	-	0.86	0.63	0.61	0.00	-
Standard deviation	0.95	0.85	0.98	1.07	0.95	0.41	0.00	1.00	0.71	1.13	0.95	0.00	0.92	0.91	1.21	1.14	0.00	0.74	1.15	1.00	1.22	-	1.07	0.92	0.98	0.00	-
Standard error	0.12	0.23	0.14	0.24	0.15	0.17	0.00	0.33	0.50	0.28	0.18	0.00	0.17	0.18	0.46	0.51	0.00	0.26	0.58	0.58	0.55	-	0.40	0.32	0.23	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 487

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Compatibility with smart speaker****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		23	6	2	-	-
		37%	40%	40%	-	-
Very good	(+2)	16	2	1	-	-
		25%	13%	20%	-	-
Quite good	(+1)	7	4	1	-	-
		11%	27%	20%	-	-
Neither good nor poor	(0)	36	9	2	5	4
		57%	60%	40%	100%	100%
Quite poor	(-1)	4	-	1	-	-
		6%	-	20%	-	-
Very poor	(-2)	-	-	-	-	-
		-	-	-	-	-
NET: Poor		4	-	1	-	-
		6%	-	20%	-	-
Mean		0.56	0.53	0.40	0.00	0.00
Standard deviation		0.95	0.74	1.14	0.00	0.00
Standard error		0.12	0.19	0.51	0.00	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 488

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Smart playlists****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	
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-	
NET: Good		19	1	18	8	11	-	1	-	-	7	11	-	10	5	4	3	-	3	1	1	2	-	3	2	4	-	-	
		30%	7%	37%	42%	29%	-	33%	-	-	44%	38%	-	32%	20%	57%	60%	-	38%	25%	33%	40%	-	43%	25%	22%	-	-	
Very good	(+2)	6	-	6	2	4	-	-	-	-	2	4	-	3	2	1	-	-	1	-	1	1	-	1	-	2	-	-	
		10%	-	12%	11%	11%	-	-	-	-	13%	14%	-	10%	8%	14%	-	-	13%	-	33%	20%	-	14%	-	11%	-	-	
Quite good	(+1)	13	1	12	6	7	-	1	-	-	5	7	-	7	3	3	3	-	2	1	-	1	-	2	2	2	-	-	
		21%	7%	24%	32%	18%	-	33%	-	-	31%	24%	-	23%	12%	43%	60%	-	25%	25%	-	20%	-	29%	25%	11%	-	-	
Neither good nor poor	(0)	39	11	28	11	23	5	2	7	2	9	16	3	20	16	3	1	2	5	2	2	2	-	4	6	13	2	-	
		62%	79%	57%	58%	61%	83%	67%	78%	100%	56%	55%	75%	65%	64%	43%	20%	100%	63%	50%	67%	40%	-	57%	75%	72%	67%	-	
Quite poor	(-1)	5	2	3	-	4	1	-	2	-	-	2	1	1	4	-	1	-	-	1	-	1	-	-	-	1	1	-	
		8%	14%	6%	-	11%	17%	-	22%	-	-	7%	25%	3%	16%	-	20%	-	-	25%	-	20%	-	-	-	6%	33%	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		5	2	3	-	4	1	-	2	-	-	2	1	1	4	-	1	-	-	1	-	1	-	-	-	1	1	-	
		8%	14%	6%	-	11%	17%	-	22%	-	-	7%	25%	3%	16%	-	20%	-	-	25%	-	20%	-	-	-	6%	33%	-	
Mean		0.32	-0.07	0.43	0.53	0.29	-0.17	0.33	-0.22	0.00	0.56	0.45	-0.25	0.39	0.12	0.71	0.40	0.00	0.50	0.00	0.67	0.40	-	0.57	0.25	0.28	-0.33	-	
Standard deviation		0.76	0.47	0.79	0.70	0.80	0.41	0.58	0.44	0.00	0.73	0.83	0.50	0.72	0.78	0.76	0.89	0.00	0.76	0.82	1.15	1.14	-	0.79	0.46	0.75	0.58	-	
Standard error		0.10	0.13	0.11	0.16	0.13	0.17	0.33	0.15	0.00	0.18	0.15	0.25	0.13	0.16	0.29	0.40	0.00	0.27	0.41	0.67	0.51	-	0.30	0.16	0.18	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 488

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Smart playlists****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		19 30%	1 7%	3 60%	1 20%	1 25%
Very good	(+2)	6 10%	1 7%	- -	1 20%	- -
Quite good	(+1)	13 21%	- -	3 60%	- -	1 25%
Neither good nor poor	(0)	39 62%	13 87%	2 40%	3 60%	2 50%
Quite poor	(-1)	5 8%	1 7%	- -	1 20%	1 25%
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		5 8%	1 7%	- -	1 20%	1 25%
Mean		0.32	0.07	0.60	0.20	0.00
Standard deviation		0.76	0.59	0.55	1.10	0.82
Standard error		0.10	0.15	0.24	0.49	0.41

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 489

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Episode previews****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	
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-	
NET: Good		18	2	16	5	12	1	1	-	1	4	12	-	8	7	3	1	1	2	-	2	-	-	1	6	4	1	-	
		29%	14%	33%	26%	32%	17%	33%	-	50%	25%	41%	-	26%	28%	43%	20%	50%	25%	-	67%	-	-	14%	75%	22%	33%	-	
Very good	(+2)	5	1	4	1	3	1	-	-	1	1	3	-	2	2	1	-	1	-	-	1	-	-	-	1	2	-	-	
		8%	7%	8%	5%	8%	17%	-	-	50%	6%	10%	-	6%	8%	14%	-	50%	-	-	33%	-	-	-	13%	11%	-	-	
Quite good	(+1)	13	1	12	4	9	-	1	-	-	3	9	-	6	5	2	1	-	2	-	1	-	-	1	5	2	1	-	
		21%	7%	24%	21%	24%	-	33%	-	-	19%	31%	-	19%	20%	29%	20%	-	25%	-	33%	-	-	14%	63%	11%	33%	-	
Neither good nor poor	(0)	42	12	30	13	24	5	2	9	1	11	15	4	21	17	4	3	1	5	4	1	4	-	6	2	14	2	-	
		67%	86%	61%	68%	63%	83%	67%	100%	50%	69%	52%	100%	68%	68%	57%	60%	50%	63%	100%	33%	80%	-	86%	25%	78%	67%	-	
Quite poor	(-1)	3	-	3	1	2	-	-	-	-	1	2	-	2	1	-	1	-	1	-	-	1	-	-	-	-	-	-	
		5%	-	6%	5%	5%	-	-	-	-	6%	7%	-	6%	4%	-	20%	-	13%	-	-	20%	-	-	-	-	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		3	-	3	1	2	-	-	-	-	1	2	-	2	1	-	1	-	1	-	-	1	-	-	-	-	-	-	
		5%	-	6%	5%	5%	-	-	-	-	6%	7%	-	6%	4%	-	20%	-	13%	-	-	20%	-	-	-	-	-	-	
Mean		0.32	0.21	0.35	0.26	0.34	0.33	0.33	0.00	1.00	0.25	0.45	0.00	0.26	0.32	0.57	0.00	1.00	0.13	0.00	1.00	-0.20	-	0.14	0.88	0.33	0.33	-	
Standard deviation		0.69	0.58	0.72	0.65	0.71	0.82	0.58	0.00	1.41	0.68	0.78	0.00	0.68	0.69	0.79	0.71	1.41	0.64	0.00	1.00	0.45	-	0.38	0.64	0.69	0.58	-	
Standard error		0.09	0.15	0.10	0.15	0.11	0.33	0.33	0.00	1.00	0.17	0.15	0.00	0.12	0.14	0.30	0.32	1.00	0.23	0.00	0.58	0.20	-	0.14	0.23	0.16	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 489

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Episode previews****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		18 29%	4 27%	2 40%	2 40%	1 25%
Very good	(+2)	5 8%	2 13%	- -	- -	1 25%
Quite good	(+1)	13 21%	2 13%	2 40%	2 40%	- -
Neither good nor poor	(0)	42 67%	11 73%	2 40%	3 60%	3 75%
Quite poor	(-1)	3 5%	- -	1 20%	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		3 5%	- -	1 20%	- -	- -
Mean		0.32	0.40	0.20	0.40	0.50
Standard deviation		0.69	0.74	0.84	0.55	1.00
Standard error		0.09	0.19	0.37	0.24	0.50

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 490

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Play video as audio****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	
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-	
NET: Good		13	1	12	3	8	2	-	-	1	3	8	1	7	4	2	3	-	1	-	1	-	-	2	3	2	1	-	
		21%	7%	24%	16%	21%	33%	-	-	50%	19%	28%	25%	23%	16%	29%	60%	-	13%	-	33%	-	-	29%	38%	11%	33%	-	
Very good	(+2)	4	-	4	2	2	-	-	-	-	2	2	-	2	1	1	-	-	-	-	1	-	-	1	1	1	-	-	
		6%	-	8%	11%	5%	-	-	-	-	13%	7%	-	6%	4%	14%	-	-	-	-	33%	-	-	14%	13%	6%	-	-	
Quite good	(+1)	9	1	8	1	6	2	-	-	1	1	6	1	5	3	1	3	-	1	-	-	-	-	1	2	1	1	-	
		14%	7%	16%	5%	16%	33%	-	-	50%	6%	21%	25%	16%	12%	14%	60%	-	13%	-	-	-	-	14%	25%	6%	33%	-	
Neither good nor poor	(0)	42	11	31	12	26	4	2	8	1	10	18	3	22	17	3	2	2	6	3	1	5	-	5	3	13	2	-	
		67%	79%	63%	63%	68%	67%	67%	89%	50%	63%	62%	75%	71%	68%	43%	40%	100%	75%	75%	33%	100%	-	71%	38%	72%	67%	-	
Quite poor	(-1)	6	1	5	2	4	-	-	1	-	2	3	-	2	3	1	-	-	-	1	1	-	-	-	2	2	-	-	
		10%	7%	10%	11%	11%	-	-	11%	-	13%	10%	-	6%	12%	14%	-	-	-	25%	33%	-	-	-	25%	11%	-	-	
Very poor	(-2)	2	1	1	2	-	-	1	-	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	-	1	-	-	
		3%	7%	2%	11%	-	-	33%	-	-	6%	-	-	-	4%	14%	-	-	13%	-	-	-	-	-	-	6%	-	-	
NET: Poor		8	2	6	4	4	-	1	1	-	3	3	-	2	4	2	-	-	1	1	1	-	-	-	2	3	-	-	
		13%	14%	12%	21%	11%	-	33%	11%	-	19%	10%	-	6%	16%	29%	-	-	13%	25%	33%	-	-	-	25%	17%	-	-	
Mean		0.11	-0.14	0.18	-0.05	0.16	0.33	-0.67	-0.11	0.50	0.06	0.24	0.25	0.23	0.00	0.00	0.60	0.00	-0.13	-0.25	0.33	0.00	-	0.43	0.25	-0.06	0.33	-	
Standard deviation		0.79	0.66	0.81	1.03	0.68	0.52	1.15	0.33	0.71	1.00	0.74	0.50	0.67	0.76	1.29	0.55	0.00	0.83	0.50	1.53	0.00	-	0.79	1.04	0.80	0.58	-	
Standard error		0.10	0.18	0.12	0.24	0.11	0.21	0.67	0.11	0.50	0.25	0.14	0.25	0.12	0.15	0.49	0.24	0.00	0.30	0.25	0.88	0.00	-	0.30	0.37	0.19	0.33	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 490

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Play video as audio****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		13 21%	2 13%	2 40%	- -	2 50%
Very good	(+2)	4 6%	1 7%	- -	- -	1 25%
Quite good	(+1)	9 14%	1 7%	2 40%	- -	1 25%
Neither good nor poor	(0)	42 67%	12 80%	2 40%	4 80%	2 50%
Quite poor	(-1)	6 10%	1 7%	1 20%	1 20%	- -
Very poor	(-2)	2 3%	- -	- -	- -	- -
NET: Poor		8 13%	1 7%	1 20%	1 20%	- -
Mean		0.11	0.13	0.20	-0.20	0.75
Standard deviation		0.79	0.64	0.84	0.45	0.96
Standard error		0.10	0.17	0.37	0.20	0.48

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 491

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****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	
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-	
NET: Good		28	7	21	12	14	2	2	4	1	10	10	1	16	9	3	1	1	3	2	2	3	-	4	5	6	1	-	
		44%	50%	43%	63%	37%	33%	67%	44%	50%	63%	34%	25%	52%	36%	43%	20%	50%	38%	50%	67%	60%	-	57%	63%	33%	33%	-	
Very good	(+2)	13	3	10	7	6	-	1	2	-	6	4	-	8	3	2	-	-	1	2	1	2	-	1	2	3	1	-	
		21%	21%	20%	37%	16%	-	33%	22%	-	38%	14%	-	26%	12%	29%	-	-	13%	50%	33%	40%	-	14%	25%	17%	33%	-	
Quite good	(+1)	15	4	11	5	8	2	1	2	1	4	6	1	8	6	1	1	1	2	-	1	1	-	3	3	3	-	-	
		24%	29%	22%	26%	21%	33%	33%	22%	50%	25%	21%	25%	26%	24%	14%	20%	50%	25%	-	33%	20%	-	43%	38%	17%	-	-	
Neither good nor poor	(0)	33	7	26	7	22	4	1	5	1	6	17	3	14	15	4	3	1	5	2	1	2	-	3	3	11	2	-	
		52%	50%	53%	37%	58%	67%	33%	56%	50%	38%	59%	75%	45%	60%	57%	60%	50%	63%	50%	33%	40%	-	43%	38%	61%	67%	-	
Quite poor	(-1)	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	
		3%	-	4%	-	5%	-	-	-	-	-	7%	-	3%	4%	-	20%	-	-	-	-	-	-	-	-	6%	-	-	
Very poor	(-2)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Poor		2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	
		3%	-	4%	-	5%	-	-	-	-	-	7%	-	3%	4%	-	20%	-	-	-	-	-	-	-	-	6%	-	-	
Mean		0.62	0.71	0.59	1.00	0.47	0.33	1.00	0.67	0.50	1.00	0.41	0.25	0.74	0.44	0.71	0.00	0.50	0.50	1.00	1.00	1.00	-	0.71	0.88	0.44	0.67	-	
Standard deviation		0.85	0.83	0.86	0.88	0.83	0.52	1.00	0.87	0.71	0.89	0.82	0.50	0.89	0.77	0.95	0.71	0.71	0.76	1.15	1.00	1.00	-	0.76	0.83	0.86	1.15	-	
Standard error		0.11	0.22	0.12	0.20	0.13	0.21	0.58	0.29	0.50	0.22	0.15	0.25	0.16	0.15	0.36	0.32	0.50	0.27	0.58	0.58	0.45	-	0.29	0.30	0.20	0.67	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 491

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Speed adjustment****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		28 44%	5 33%	2 40%	1 20%	4 100%
Very good	(+2)	13 21%	2 13%	- -	1 20%	3 75%
Quite good	(+1)	15 24%	3 20%	2 40%	- -	1 25%
Neither good nor poor	(0)	33 52%	10 67%	2 40%	4 80%	- -
Quite poor	(-1)	2 3%	- -	1 20%	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		2 3%	- -	1 20%	- -	- -
Mean		0.62	0.47	0.20	0.40	1.75
Standard deviation		0.85	0.74	0.84	0.89	0.50
Standard error		0.11	0.19	0.37	0.40	0.25

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 492

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Push notifications****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	
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-	
NET: Good		23	5	18	9	11	3	2	1	2	7	10	1	13	6	4	3	1	2	2	1	2	-	2	6	4	-	-	
		37%	36%	37%	47%	29%	50%	67%	11%	100%	44%	34%	25%	42%	24%	57%	60%	50%	25%	50%	33%	40%	-	29%	75%	22%	-	-	
Very good	(+2)	9	2	7	5	3	1	1	-	1	4	3	-	6	-	3	1	-	1	1	1	2	-	-	-	3	-	-	
		14%	14%	14%	26%	8%	17%	33%	-	50%	25%	10%	-	19%	-	43%	20%	-	13%	25%	33%	40%	-	-	-	17%	-	-	
Quite good	(+1)	14	3	11	4	8	2	1	1	1	3	7	1	7	6	1	2	1	1	1	-	-	-	2	6	1	-	-	
		22%	21%	22%	21%	21%	33%	33%	11%	50%	19%	24%	25%	23%	24%	14%	40%	50%	13%	25%	-	-	-	29%	75%	6%	-	-	
Neither good nor poor	(0)	37	9	28	7	27	3	1	8	-	6	19	3	17	17	3	2	1	4	1	2	3	-	5	2	14	3	-	
		59%	64%	57%	37%	71%	50%	33%	89%	-	38%	66%	75%	55%	68%	43%	40%	50%	50%	25%	67%	60%	-	71%	25%	78%	100%	-	
Quite poor	(-1)	2	-	2	2	-	-	-	-	-	2	-	-	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	
		3%	-	4%	11%	-	-	-	-	-	13%	-	-	3%	4%	-	-	-	13%	25%	-	-	-	-	-	-	-	-	
Very poor	(-2)	1	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	
		2%	-	2%	5%	-	-	-	-	-	6%	-	-	-	4%	-	-	-	13%	-	-	-	-	-	-	-	-	-	
NET: Poor		3	-	3	3	-	-	-	-	-	3	-	-	1	2	-	-	-	2	1	-	-	-	-	-	-	-	-	
		5%	-	6%	16%	-	-	-	-	-	19%	-	-	3%	8%	-	-	-	25%	25%	-	-	-	-	-	-	-	-	
Mean		0.44	0.50	0.43	0.53	0.37	0.67	1.00	0.11	1.50	0.44	0.45	0.25	0.58	0.12	1.00	0.80	0.50	0.00	0.50	0.67	0.80	-	0.29	0.75	0.39	0.00	-	
Standard deviation		0.84	0.76	0.87	1.17	0.63	0.82	1.00	0.33	0.71	1.21	0.69	0.50	0.85	0.67	1.00	0.84	0.71	1.20	1.29	1.15	1.10	-	0.49	0.46	0.78	0.00	-	
Standard error		0.11	0.20	0.12	0.27	0.10	0.33	0.58	0.11	0.50	0.30	0.13	0.25	0.15	0.13	0.38	0.37	0.50	0.42	0.65	0.67	0.49	-	0.18	0.16	0.18	0.00	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 492

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Push notifications****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		23 37%	6 40%	4 80%	2 40%	1 25%
Very good	(+2)	9 14%	2 13%	- -	1 20%	- -
Quite good	(+1)	14 22%	4 27%	4 80%	1 20%	1 25%
Neither good nor poor	(0)	37 59%	9 60%	1 20%	3 60%	2 50%
Quite poor	(-1)	2 3%	- -	- -	- -	1 25%
Very poor	(-2)	1 2%	- -	- -	- -	- -
NET: Poor		3 5%	- -	- -	- -	1 25%
Mean		0.44	0.53	0.80	0.60	0.00
Standard deviation		0.84	0.74	0.45	0.89	0.82
Standard error		0.11	0.19	0.20	0.40	0.41

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 493

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Customisation options****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
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good		20	4	16	8	11	1	2	2	-	6	9	1	8	9	3	1	-	2	1	2	2	-	2	5	4	1	-
		32%	29%	33%	42%	29%	17%	67%	22%	-	38%	31%	25%	26%	36%	43%	20%	-	25%	25%	67%	40%	-	29%	63%	22%	33%	-
Very good	(+2)	6	-	6	1	5	-	-	-	-	1	5	-	2	3	1	-	-	-	-	1	1	-	1	-	3	-	-
		10%	-	12%	5%	13%	-	-	-	-	6%	17%	-	6%	12%	14%	-	-	-	-	33%	20%	-	14%	-	17%	-	-
Quite good	(+1)	14	4	10	7	6	1	2	2	-	5	4	1	6	6	2	1	-	2	1	1	1	-	1	5	1	1	-
		22%	29%	20%	37%	16%	17%	67%	22%	-	31%	14%	25%	19%	24%	29%	20%	-	25%	25%	33%	20%	-	14%	63%	6%	33%	-
Neither good nor poor	(0)	35	9	26	9	21	5	1	6	2	8	15	3	18	13	4	4	2	4	1	1	2	-	3	2	14	2	-
		56%	64%	53%	47%	55%	83%	33%	67%	100%	50%	52%	75%	58%	52%	57%	80%	100%	50%	25%	33%	40%	-	43%	25%	78%	67%	-
Quite poor	(-1)	5	1	4	1	4	-	-	1	-	1	3	-	4	1	-	-	-	1	2	-	1	-	-	1	-	-	-
		8%	7%	8%	5%	11%	-	-	11%	-	6%	10%	-	13%	4%	-	-	-	13%	50%	-	20%	-	-	13%	-	-	-
Very poor	(-2)	3	-	3	1	2	-	-	-	-	1	2	-	1	2	-	-	-	1	-	-	-	-	2	-	-	-	-
		5%	-	6%	5%	5%	-	-	-	-	6%	7%	-	3%	8%	-	-	-	13%	-	-	-	-	29%	-	-	-	-
NET: Poor		8	1	7	2	6	-	-	1	-	2	5	-	5	3	-	-	-	2	2	-	1	-	2	1	-	-	-
		13%	7%	14%	11%	16%	-	-	11%	-	13%	17%	-	16%	12%	-	-	-	25%	50%	-	20%	-	29%	13%	-	-	-
Mean		0.24	0.21	0.24	0.32	0.21	0.17	0.67	0.11	0.00	0.25	0.24	0.25	0.13	0.28	0.57	0.20	0.00	-0.13	-0.25	1.00	0.40	-	-0.14	0.50	0.39	0.33	-
Standard deviation		0.91	0.58	0.99	0.89	0.99	0.41	0.58	0.60	0.00	0.93	1.09	0.50	0.85	1.02	0.79	0.45	0.00	0.99	0.96	1.00	1.14	-	1.46	0.76	0.78	0.58	-
Standard error		0.11	0.15	0.14	0.20	0.16	0.17	0.33	0.20	0.00	0.23	0.20	0.25	0.15	0.20	0.30	0.20	0.00	0.35	0.48	0.58	0.51	-	0.55	0.27	0.18	0.33	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 493

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Customisation options****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		20 32%	3 20%	2 40%	1 20%	2 50%
Very good	(+2)	6 10%	1 7%	- -	1 20%	- -
Quite good	(+1)	14 22%	2 13%	2 40%	- -	2 50%
Neither good nor poor	(0)	35 56%	11 73%	3 60%	2 40%	1 25%
Quite poor	(-1)	5 8%	- -	- -	2 40%	1 25%
Very poor	(-2)	3 5%	1 7%	- -	- -	- -
NET: Poor		8 13%	1 7%	- -	2 40%	1 25%
Mean		0.24	0.13	0.40	0.00	0.25
Standard deviation		0.91	0.83	0.55	1.22	0.96
Standard error		0.11	0.22	0.24	0.55	0.48

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 494

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****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-east Ireland
Base	63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good	14 22%	3 21%	11 22%	3 16%	10 26%	1 17%	-	2 22%	1 50%	3 19%	8 28%	-	5 16%	7 28%	2 29%	1 20%	1 50%	2 25%	-	1 33%	-	-	2 29%	3 38%	4 22%	-	-
Very good	(+2) 5 8%	2 14%	3 6%	1 5%	4 11%	-	-	2 22%	-	1 6%	2 7%	-	2 6%	2 8%	1 14%	-	-	-	-	1 33%	-	-	1 14%	-	3 17%	-	-
Quite good	(+1) 9 14%	1 7%	8 16%	2 11%	6 16%	1 17%	-	-	1 50%	2 13%	6 21%	-	3 10%	5 20%	1 14%	1 20%	1 50%	2 25%	-	-	-	-	1 14%	3 38%	1 6%	-	-
Neither good nor poor	(0) 43 68%	11 79%	32 65%	13 68%	25 66%	5 83%	3 100%	7 78%	1 50%	10 63%	18 62%	4 100%	23 74%	15 60%	5 71%	3 60%	1 50%	5 63%	3 75%	2 67%	4 80%	-	4 57%	4 50%	14 78%	3 100%	-
Quite poor	(-1) 6 10%	-	6 12%	3 16%	3 8%	-	-	-	-	3 19%	3 10%	-	3 10%	3 12%	-	1 20%	-	1 13%	1 25%	-	1 20%	-	1 14%	1 13%	-	-	-
Very poor	(-2) - -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Poor	6 10%	-	6 12%	3 16%	3 8%	-	-	-	-	3 19%	3 10%	-	3 10%	3 12%	-	1 20%	-	1 13%	1 25%	-	1 20%	-	1 14%	1 13%	-	-	-
Mean	0.21	0.36	0.16	0.05	0.29	0.17	0.00	0.44	0.50	0.06	0.24	0.00	0.13	0.24	0.43	0.00	0.50	0.13	-0.25	0.67	-0.20	-	0.29	0.25	0.39	0.00	-
Standard deviation	0.72	0.74	0.72	0.71	0.77	0.41	0.00	0.88	0.71	0.77	0.74	0.00	0.67	0.78	0.79	0.71	0.71	0.64	0.50	1.15	0.45	-	0.95	0.71	0.78	0.00	-
Standard error	0.09	0.20	0.10	0.16	0.12	0.17	0.00	0.29	0.50	0.19	0.14	0.00	0.12	0.16	0.30	0.32	0.50	0.23	0.25	0.67	0.20	-	0.36	0.25	0.18	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 494

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**Social sharing options, e.g. short clip shares****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		14 22%	5 33%	2 40%	- -	2 50%
Very good	(+2)	5 8%	2 13%	1 20%	- -	- -
Quite good	(+1)	9 14%	3 20%	1 20%	- -	2 50%
Neither good nor poor	(0)	43 68%	10 67%	1 20%	5 100%	2 50%
Quite poor	(-1)	6 10%	- -	2 40%	- -	- -
Very poor	(-2)	- -	- -	- -	- -	- -
NET: Poor		6 10%	- -	2 40%	- -	- -
Mean		0.21	0.47	0.20	0.00	0.50
Standard deviation		0.72	0.74	1.30	0.00	0.58
Standard error		0.09	0.19	0.58	0.00	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 495

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**The service is free****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
Base		63	14	49	19	38	6	3	9	2	16	29	4	31	25	7	5	2	8	4	3	5	-	7	8	18	3	-
NET: Good		58	13	45	19	33	6	3	8	2	16	25	4	28	23	7	5	1	8	4	2	5	-	6	7	17	3	-
		92%	93%	92%	100%	87%	100%	100%	89%	100%	100%	86%	100%	90%	92%	100%	100%	50%	100%	100%	67%	100%	-	86%	88%	94%	100%	-
Very good	(+2)	51	12	39	17	28	6	3	7	2	14	21	4	24	21	6	4	1	8	4	1	4	-	6	5	15	3	-
		81%	86%	80%	89%	74%	100%	100%	78%	100%	88%	72%	100%	77%	84%	86%	80%	50%	100%	100%	33%	80%	-	86%	63%	83%	100%	-
Quite good	(+1)	7	1	6	2	5	-	-	1	-	2	4	-	4	2	1	1	-	-	-	1	1	-	-	2	2	-	-
		11%	7%	12%	11%	13%	-	-	11%	-	13%	14%	-	13%	8%	14%	20%	-	-	-	33%	20%	-	-	25%	11%	-	-
Neither good nor poor	(0)	3	1	2	-	3	-	-	1	-	-	2	-	2	1	-	-	1	-	-	1	-	-	-	-	1	-	-
		5%	7%	4%	-	8%	-	-	11%	-	-	7%	-	6%	4%	-	-	50%	-	-	33%	-	-	-	-	6%	-	-
Quite poor	(-1)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very poor	(-2)	2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	1	1	-	-	-
		3%	-	4%	-	5%	-	-	-	-	-	7%	-	3%	4%	-	-	-	-	-	-	-	-	14%	13%	-	-	-
NET: Poor		2	-	2	-	2	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	-	-	1	1	-	-	-
		3%	-	4%	-	5%	-	-	-	-	-	7%	-	3%	4%	-	-	-	-	-	-	-	-	14%	13%	-	-	-
Mean		1.67	1.79	1.63	1.89	1.50	2.00	2.00	1.67	2.00	1.88	1.45	2.00	1.61	1.68	1.86	1.80	1.00	2.00	2.00	1.00	1.80	-	1.43	1.25	1.78	2.00	-
Standard deviation		0.84	0.58	0.91	0.32	1.03	0.00	0.00	0.71	0.00	0.34	1.12	0.00	0.88	0.90	0.38	0.45	1.41	0.00	0.00	1.00	0.45	-	1.51	1.39	0.55	0.00	-
Standard error		0.11	0.15	0.13	0.07	0.17	0.00	0.00	0.24	0.00	0.09	0.21	0.00	0.16	0.18	0.14	0.20	1.00	0.00	0.00	0.58	0.20	-	0.57	0.49	0.13	0.00	-

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 495

Q20b. You said you use Other website/ app to access podcasts. How good or bad, are they on each of the following?**The service is free****Base: All respondents answering about each**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		63	15	5	5	4
NET: Good		58 92%	14 93%	5 100%	3 60%	4 100%
Very good	(+2)	51 81%	11 73%	4 80%	3 60%	4 100%
Quite good	(+1)	7 11%	3 20%	1 20%	- -	- -
Neither good nor poor	(0)	3 5%	1 7%	- -	1 20%	- -
Quite poor	(-1)	- -	- -	- -	- -	- -
Very poor	(-2)	2 3%	- -	- -	1 20%	- -
NET: Poor		2 3%	- -	- -	1 20%	- -
Mean		1.67	1.67	1.80	0.80	2.00
Standard deviation		0.84	0.62	0.45	1.79	0.00
Standard error		0.11	0.16	0.20	0.80	0.00

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 496

Q21. How often, if at all, do you listen to the following types of 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	Podcasts by celebrities	Other independent podcasters	Other
Base	1157	1157	1157	1157	1157	1157	1157	1157	1157
NET: Ever	781 68%	587 51%	779 67%	796 69%	646 56%	708 61%	887 77%	1019 88%	767 66%
Several times a day	37 3%	33 3%	57 5%	36 3%	45 4%	44 4%	39 3%	85 7%	47 4%
About once a day	68 6%	67 6%	91 8%	73 6%	62 5%	84 7%	83 7%	125 11%	83 7%
Several times a week	113 10%	79 7%	148 13%	141 12%	81 7%	115 10%	169 15%	289 25%	146 13%
About once a week	103 9%	81 7%	137 12%	146 13%	81 7%	91 8%	174 15%	190 16%	119 10%
Several times a month	136 12%	49 4%	87 8%	91 8%	74 6%	73 6%	110 10%	109 9%	99 9%
About once a month	111 10%	72 6%	87 8%	94 8%	77 7%	98 8%	100 9%	94 8%	53 5%
Less often	213 18%	206 18%	172 15%	215 19%	226 20%	203 18%	212 18%	127 11%	220 19%
Never	376 32%	570 49%	378 33%	361 31%	511 44%	449 39%	270 23%	138 12%	390 34%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 497

Q21. How often, if at all, do you listen to the following types of 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	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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	781 68%	165 64%	615 69%	374 69%	341 69%	66 55%	52 73%	80 68%	33 46%	321 69%	261 69%	33 66%	361 67%	330 68%	90 68%	60 64%	19 66%	72 63%	57 69%	59 77%	51 67%	36 72%	53 62%	156 75%	150 65%	63 66%	5 42%	
Several times a day	37 3%	5 2%	32 4%	22 4%	14 3%	1 1%	1 1%	4 3%	- -	21 4%	10 3%	1 2%	15 3%	17 4%	5 4%	- -	1 3%	4 3%	4 5%	2 3%	1 1%	1 2%	3 3%	13 6%	8 3%	- -	- -	
About once a day	68 6%	16 6%	52 6%	37 7%	26 5%	5 4%	7 10%	6 5%	3 4%	30 6%	20 5%	2 4%	30 6%	29 6%	9 7%	5 5%	1 3%	10 9%	4 5%	9 12%	6 8%	1 2%	4 5%	13 6%	12 5%	3 3%	- -	
Several times a week	113 10%	20 8%	93 10%	57 11%	53 11%	3 2%	9 13%	9 8%	2 3%	48 10%	44 12%	1 2%	56 10%	38 8%	19 14%	11 12%	3 10%	7 6%	5 6%	10 13%	12 16%	4 8%	11 13%	29 14%	16 7%	5 5%	- -	
About once a week	103 9%	23 9%	80 9%	55 10%	40 8%	8 7%	7 10%	10 9%	6 8%	48 10%	30 8%	2 4%	41 8%	51 11%	11 8%	9 10%	1 3%	14 12%	11 13%	7 9%	7 9%	5 10%	5 6%	19 9%	19 8%	5 5%	1 8%	
Several times a month	136 12%	33 13%	103 11%	62 12%	63 13%	11 9%	10 14%	18 15%	5 7%	52 11%	45 12%	6 12%	68 13%	58 12%	10 8%	11 12%	3 10%	9 8%	11 13%	9 12%	11 14%	6 12%	11 13%	26 13%	22 9%	16 17%	1 8%	
About once a month	111 10%	18 7%	92 10%	56 10%	47 9%	8 7%	6 8%	10 9%	2 3%	49 10%	37 10%	6 12%	44 8%	49 10%	18 14%	7 7%	3 10%	6 5%	7 8%	5 6%	3 4%	5 10%	2 2%	26 13%	29 13%	17 18%	1 8%	
Less often	213 18%	50 19%	163 18%	85 16%	98 20%	30 25%	12 17%	23 20%	15 21%	73 16%	75 20%	15 30%	107 20%	88 18%	18 14%	17 18%	7 24%	22 19%	15 18%	17 22%	11 14%	14 28%	17 20%	30 14%	44 19%	17 18%	2 17%	
Never	376 32%	94 36%	282 31%	165 31%	156 31%	55 45%	19 27%	37 32%	38 54%	146 31%	119 31%	17 34%	178 33%	155 32%	42 32%	34 36%	10 34%	43 37%	26 31%	18 23%	25 33%	14 28%	33 38%	51 25%	82 35%	33 34%	7 58%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 497

Q21. How often, if at all, do you listen to the following types of podcasts?**Podcasts that also have videos, e.g. TEDtalks****Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	781 68%	319 73%	314 74%	298 68%	309 89%
Several times a day	37 3%	18 4%	17 4%	18 4%	16 5%
About once a day	68 6%	37 8%	23 5%	32 7%	29 8%
Several times a week	113 10%	49 11%	56 13%	41 9%	64 18%
About once a week	103 9%	43 10%	39 9%	37 8%	46 13%
Several times a month	136 12%	54 12%	59 14%	51 12%	56 16%
About once a month	111 10%	33 8%	44 10%	35 8%	50 14%
Less often	213 18%	85 19%	76 18%	84 19%	48 14%
Never	376 32%	119 27%	113 26%	138 32%	40 11%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 498

Q21. How often, if at all, do you listen to the following types of podcasts?**Podcasts linked to TV programmes (e.g. Love Island, Strictly Come Dancing, West Wing)****Base: All respondents**

		Gender		Age			Gender/Age						SEG			Region												
																				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
	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										
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	587 51%	117 45%	469 52%	289 54%	254 51%	44 36%	40 56%	52 44%	25 35%	248 53%	202 53%	19 38%	275 51%	242 50%	70 53%	50 53%	14 48%	58 50%	39 47%	45 58%	39 51%	23 46%	45 52%	123 59%	103 44%	44 46%	4 33%	
Several times a day	33 3%	6 2%	27 3%	17 3%	15 3%	1 1%	2 3%	4 3%	- -	15 3%	11 3%	1 2%	16 3%	12 2%	5 4%	- -	1 3%	5 4%	1 1%	4 5%	2 3%	3 6%	1 1%	9 4%	6 3%	1 1%	- -	
About once a day	67 6%	10 4%	57 6%	37 7%	28 6%	2 2%	5 7%	5 4%	- -	32 7%	23 6%	2 4%	31 6%	31 6%	5 4%	3 3%	2 7%	7 6%	3 4%	6 8%	8 11%	2 4%	6 7%	17 8%	9 4%	4 4%	- -	
Several times a week	79 7%	15 6%	64 7%	46 9%	29 6%	4 3%	6 8%	6 5%	3 4%	40 9%	23 6%	1 2%	37 7%	34 7%	8 6%	10 11%	2 7%	5 4%	5 6%	9 12%	9 12%	1 2%	7 8%	16 8%	12 5%	2 2%	1 8%	
About once a week	81 7%	18 7%	63 7%	35 6%	36 7%	10 8%	5 7%	6 5%	7 10%	30 6%	30 8%	3 6%	38 7%	31 6%	12 9%	12 13%	1 3%	6 5%	5 6%	6 8%	6 8%	3 6%	4 5%	18 9%	15 6%	5 5%	- -	
Several times a month	49 4%	10 4%	39 4%	26 5%	21 4%	2 2%	2 3%	6 5%	2 3%	24 5%	15 4%	- -	25 5%	21 4%	3 2%	4 4%	1 3%	6 5%	1 1%	7 9%	2 3%	2 4%	2 2%	12 6%	6 3%	6 6%	- -	
About once a month	72 6%	5 2%	66 7%	36 7%	30 6%	6 5%	3 4%	2 2%	- -	32 7%	28 7%	6 12%	31 6%	26 5%	15 11%	5 5%	2 7%	13 11%	5 6%	3 4%	3 4%	6 12%	4 5%	13 6%	13 6%	5 5%	- -	
Less often	206 18%	53 20%	153 17%	92 17%	95 19%	19 16%	17 24%	23 20%	13 18%	75 16%	72 19%	6 12%	97 18%	87 18%	22 17%	16 17%	5 17%	16 14%	19 23%	10 13%	9 12%	6 12%	21 24%	38 18%	42 18%	21 22%	3 25%	
Never	570 49%	142 55%	428 48%	250 46%	243 49%	77 64%	31 44%	65 56%	46 65%	219 47%	178 47%	31 62%	264 49%	243 50%	62 47%	44 47%	15 52%	57 50%	44 53%	32 42%	37 49%	27 54%	41 48%	84 41%	129 56%	52 54%	8 67%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 498

Q21. How often, if at all, do you listen to the following types of podcasts?**Podcasts linked to TV programmes (e.g. Love Island, Strictly Come Dancing, West Wing)****Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	587 51%	259 59%	239 56%	230 53%	219 63%
Several times a day	33 3%	18 4%	16 4%	22 5%	12 3%
About once a day	67 6%	36 8%	24 6%	27 6%	24 7%
Several times a week	79 7%	38 9%	40 9%	31 7%	32 9%
About once a week	81 7%	38 9%	32 7%	30 7%	34 10%
Several times a month	49 4%	19 4%	24 6%	15 3%	26 7%
About once a month	72 6%	28 6%	32 7%	26 6%	23 7%
Less often	206 18%	82 19%	71 17%	79 18%	68 19%
Never	570 49%	179 41%	188 44%	206 47%	130 37%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 499

Q21. How often, if at all, do you listen to the following types of 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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	779 67%	184 71%	594 66%	326 60%	355 71%	98 81%	51 72%	81 69%	52 73%	274 59%	274 72%	46 92%	380 71%	310 64%	88 67%	57 61%	20 69%	78 68%	59 71%	57 74%	51 67%	33 66%	56 65%	152 73%	145 63%	65 68%	6 50%	
Several times a day	57 5%	12 5%	45 5%	29 5%	26 5%	2 2%	4 6%	8 7%	- -	25 5%	18 5%	2 4%	26 5%	22 5%	9 7%	4 4%	1 3%	5 4%	2 2%	3 4%	4 5%	3 6%	6 7%	14 7%	12 5%	3 3%	- -	
About once a day	91 8%	20 8%	71 8%	41 8%	39 8%	11 9%	6 8%	6 5%	8 11%	35 7%	33 9%	3 6%	48 9%	34 7%	9 7%	8 9%	2 7%	9 8%	4 5%	11 14%	11 14%	3 6%	6 7%	17 8%	12 5%	8 8%	- -	
Several times a week	148 13%	40 15%	108 12%	64 12%	63 13%	21 17%	15 21%	15 13%	10 14%	49 10%	48 13%	11 22%	79 15%	55 11%	14 11%	8 9%	9 31%	14 12%	11 13%	11 14%	12 16%	7 14%	10 12%	23 11%	30 13%	13 14%	- -	
About once a week	137 12%	34 13%	103 11%	46 9%	66 13%	25 21%	7 10%	16 14%	11 15%	39 8%	50 13%	14 28%	63 12%	62 13%	12 9%	10 11%	3 10%	14 12%	9 11%	9 12%	5 7%	4 8%	8 9%	25 12%	35 15%	13 14%	2 17%	
Several times a month	87 8%	22 8%	65 7%	40 7%	38 8%	9 7%	7 10%	8 7%	7 10%	33 7%	30 8%	2 4%	39 7%	41 8%	7 5%	8 9%	1 3%	8 7%	12 14%	11 14%	3 4%	5 10%	5 6%	12 6%	14 6%	7 7%	1 8%	
About once a month	87 8%	16 6%	70 8%	36 7%	38 8%	13 11%	4 6%	6 5%	6 8%	31 7%	32 8%	7 14%	40 7%	28 6%	18 14%	8 9%	- -	12 10%	5 6%	3 4%	7 9%	6 12%	5 6%	17 8%	16 7%	7 7%	1 8%	
Less often	172 15%	40 15%	132 15%	70 13%	85 17%	17 14%	8 11%	22 19%	10 14%	62 13%	63 17%	7 14%	85 16%	68 14%	19 14%	11 12%	4 14%	16 14%	16 19%	9 12%	9 12%	5 10%	16 19%	44 21%	26 11%	14 15%	2 17%	
Never	378 33%	75 29%	303 34%	213 40%	142 29%	23 19%	20 28%	36 31%	19 27%	193 41%	106 28%	4 8%	159 29%	175 36%	44 33%	37 39%	9 31%	37 32%	24 29%	20 26%	25 33%	17 34%	30 35%	55 27%	87 38%	31 32%	6 50%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 499

Q21. How often, if at all, do you listen to the following types of 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**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	779 67%	388 89%	274 64%	301 69%	260 74%
Several times a day	57 5%	34 8%	21 5%	26 6%	19 5%
About once a day	91 8%	60 14%	39 9%	39 9%	31 9%
Several times a week	148 13%	94 21%	56 13%	62 14%	48 14%
About once a week	137 12%	79 18%	42 10%	50 11%	39 11%
Several times a month	87 8%	38 9%	27 6%	31 7%	30 9%
About once a month	87 8%	34 8%	27 6%	34 8%	30 9%
Less often	172 15%	49 11%	62 15%	59 14%	63 18%
Never	378 33%	50 11%	153 36%	135 31%	89 26%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 500

Q21. How often, if at all, do you listen to the following types of 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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	796 69%	193 75%	602 67%	327 61%	370 74%	99 82%	48 68%	87 74%	58 82%	278 60%	283 74%	41 82%	382 71%	323 67%	90 68%	64 68%	21 72%	76 66%	61 73%	58 75%	56 74%	32 64%	57 66%	147 71%	151 65%	66 69%	7 58%	
Several times a day	36 3%	8 3%	28 3%	20 4%	16 3%	- -	5 7%	3 3%	- -	15 3%	13 3%	- -	21 4%	11 2%	4 3%	3 3%	1 3%	6 5%	- -	5 6%	1 1%	- -	1 1%	13 6%	5 2%	1 1%	- -	
About once a day	73 6%	15 6%	58 6%	39 7%	27 5%	7 6%	5 7%	6 5%	4 6%	34 7%	21 6%	3 6%	27 5%	36 7%	10 8%	2 2%	4 14%	5 4%	4 5%	8 10%	10 13%	3 6%	5 6%	13 6%	14 6%	5 5%	- -	
Several times a week	141 12%	33 13%	108 12%	63 12%	66 13%	12 10%	9 13%	18 15%	6 8%	54 12%	48 13%	6 12%	70 13%	59 12%	11 8%	14 15%	4 14%	10 9%	9 11%	12 16%	14 18%	8 16%	8 9%	21 10%	27 12%	12 13%	2 17%	
About once a week	146 13%	44 17%	102 11%	54 10%	66 13%	26 21%	7 10%	19 16%	18 25%	47 10%	47 12%	8 16%	79 15%	60 12%	7 5%	15 16%	4 14%	16 14%	17 20%	7 9%	9 12%	3 6%	7 8%	20 10%	27 12%	19 20%	2 17%	
Several times a month	91 8%	30 12%	61 7%	37 7%	42 8%	12 10%	11 15%	12 10%	7 10%	26 6%	30 8%	5 10%	39 7%	38 8%	14 11%	5 5%	2 7%	11 10%	3 4%	6 8%	4 5%	8 16%	10 12%	14 7%	19 8%	9 9%	- -	
About once a month	94 8%	19 7%	74 8%	36 7%	45 9%	13 11%	4 6%	8 7%	7 10%	31 7%	37 10%	6 12%	45 8%	32 7%	17 13%	5 5%	1 3%	12 10%	8 10%	6 8%	3 4%	3 6%	5 6%	22 11%	22 9%	6 6%	1 8%	
Less often	215 19%	44 17%	171 19%	78 14%	108 22%	29 24%	7 10%	21 18%	16 23%	71 15%	87 23%	13 26%	101 19%	87 18%	27 20%	20 21%	5 17%	16 14%	20 24%	14 18%	15 20%	7 14%	21 24%	44 21%	37 16%	14 15%	2 17%	
Never	361 31%	66 25%	295 33%	212 39%	127 26%	22 18%	23 32%	30 26%	13 18%	189 40%	97 26%	9 18%	157 29%	162 33%	42 32%	30 32%	8 28%	39 34%	22 27%	19 25%	20 26%	18 36%	29 34%	60 29%	81 35%	30 31%	5 42%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 500

Q21. How often, if at all, do you listen to the following types of podcasts?**Other BBC podcasts not originally broadcast on radio (not including TV programme podcasts)****Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	796 69%	399 91%	284 67%	303 69%	265 76%
Several times a day	36 3%	21 5%	14 3%	16 4%	8 2%
About once a day	73 6%	42 10%	33 8%	34 8%	33 9%
Several times a week	141 12%	89 20%	58 14%	43 10%	45 13%
About once a week	146 13%	77 18%	44 10%	61 14%	39 11%
Several times a month	91 8%	54 12%	34 8%	34 8%	36 10%
About once a month	94 8%	43 10%	36 8%	33 8%	35 10%
Less often	215 19%	73 17%	65 15%	82 19%	69 20%
Never	361 31%	39 9%	143 33%	133 31%	84 24%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 501

Q21. How often, if at all, do you listen to the following types of 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 Midlands	East Midlands	Wales	East of England	London	South East	South West	North-ern Ire-land	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	646 56%	150 58%	495 55%	293 54%	301 61%	52 43%	45 63%	71 61%	34 48%	247 53%	230 61%	18 36%	299 55%	268 55%	79 60%	54 57%	15 52%	68 59%	52 63%	49 64%	38 50%	26 52%	39 45%	132 64%	115 50%	50 52%	8 67%	
Several times a day	45 4%	7 3%	38 4%	26 5%	19 4%	- -	4 6%	3 3%	- -	22 5%	16 4%	- -	22 4%	14 3%	9 7%	3 3%	- -	5 4%	3 4%	5 6%	4 5%	1 2%	1 1%	15 7%	6 3%	2 2%	- -	
About once a day	62 5%	13 5%	49 5%	36 7%	24 5%	2 2%	7 10%	5 4%	1 1%	29 6%	19 5%	1 2%	28 5%	30 6%	4 3%	5 5%	3 10%	8 7%	2 2%	7 9%	5 7%	4 8%	3 3%	15 7%	8 3%	2 2%	- -	
Several times a week	81 7%	19 7%	62 7%	39 7%	38 8%	4 3%	7 10%	8 7%	4 6%	32 7%	30 8%	- -	36 7%	36 7%	9 7%	7 7%	3 10%	3 3%	7 8%	7 9%	9 12%	3 6%	4 5%	18 9%	16 7%	4 4%	- -	
About once a week	81 7%	19 7%	62 7%	35 6%	38 8%	8 7%	2 3%	12 10%	5 7%	33 7%	26 7%	3 6%	36 7%	33 7%	12 9%	9 10%	2 7%	11 10%	4 5%	6 8%	3 4%	3 6%	7 8%	14 7%	15 6%	7 7%	- -	
Several times a month	74 6%	11 4%	63 7%	34 6%	35 7%	5 4%	2 3%	8 7%	1 1%	32 7%	27 7%	4 8%	35 6%	34 7%	5 4%	5 5%	2 7%	9 8%	4 5%	6 8%	4 5%	4 8%	4 5%	13 6%	18 8%	5 5%	- -	
About once a month	77 7%	17 7%	59 7%	36 7%	30 6%	11 9%	4 6%	7 6%	6 8%	31 7%	23 6%	5 10%	36 7%	30 6%	11 8%	9 10%	1 3%	6 5%	5 6%	4 5%	5 7%	4 8%	6 7%	12 6%	13 6%	11 11%	1 8%	
Less often	226 20%	64 25%	162 18%	87 16%	117 24%	22 18%	19 27%	28 24%	17 24%	68 15%	89 23%	5 10%	106 20%	91 19%	29 22%	16 17%	4 14%	26 23%	27 33%	14 18%	8 11%	7 14%	14 16%	45 22%	39 17%	19 20%	7 58%	
Never	511 44%	109 42%	402 45%	246 46%	196 39%	69 57%	26 37%	46 39%	37 52%	220 47%	150 39%	32 64%	240 45%	217 45%	53 40%	40 43%	14 48%	47 41%	31 37%	28 36%	38 50%	24 48%	47 55%	75 36%	117 50%	46 48%	4 33%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 501

Q21. How often, if at all, do you listen to the following types of podcasts?**Podcasts from non-BBC radio stations e.g. Heart Breakfast podcast, Frank Skinner Show****Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	646 56%	289 66%	259 61%	244 56%	244 70%
Several times a day	45 4%	26 6%	20 5%	23 5%	17 5%
About once a day	62 5%	34 8%	25 6%	24 6%	26 7%
Several times a week	81 7%	41 9%	43 10%	33 8%	35 10%
About once a week	81 7%	35 8%	35 8%	26 6%	32 9%
Several times a month	74 6%	31 7%	29 7%	31 7%	37 11%
About once a month	77 7%	30 7%	28 7%	25 6%	30 9%
Less often	226 20%	92 21%	79 19%	82 19%	67 19%
Never	511 44%	149 34%	168 39%	192 44%	105 30%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 502

Q21. How often, if at all, do you listen to the following types of 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												
																				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
	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										
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	708 61%	168 65%	539 60%	315 58%	316 64%	77 64%	47 66%	74 63%	47 66%	267 57%	242 64%	30 60%	333 62%	292 60%	82 62%	59 63%	15 52%	65 57%	56 67%	59 77%	43 57%	30 60%	47 55%	149 72%	127 55%	52 54%	6 50%	
Several times a day	44 4%	13 5%	31 3%	23 4%	17 3%	4 3%	3 4%	8 7%	2 3%	20 4%	9 2%	2 4%	23 4%	15 3%	6 5%	1 1%	2 7%	4 3%	2 2%	4 5%	5 7%	2 4%	3 3%	12 6%	8 3%	1 1%	-	
About once a day	84 7%	18 7%	66 7%	42 8%	35 7%	7 6%	6 8%	9 8%	3 4%	36 8%	26 7%	4 8%	40 7%	33 7%	11 8%	7 7%	-	11 10%	9 11%	8 10%	6 8%	3 6%	3 3%	20 10%	11 5%	6 6%	-	
Several times a week	115 10%	31 12%	84 9%	53 10%	52 10%	10 8%	11 15%	13 11%	7 10%	42 9%	39 10%	3 6%	52 10%	53 11%	10 8%	15 16%	2 7%	6 5%	4 5%	11 14%	10 13%	5 10%	9 10%	26 13%	19 8%	7 7%	1 8%	
About once a week	91 8%	19 7%	72 8%	40 7%	43 9%	8 7%	8 11%	8 7%	3 4%	32 7%	35 9%	5 10%	39 7%	44 9%	8 6%	7 7%	2 7%	12 10%	6 7%	5 6%	5 7%	5 10%	8 9%	16 8%	18 8%	7 7%	-	
Several times a month	73 6%	16 6%	57 6%	37 7%	29 6%	7 6%	3 4%	6 5%	7 10%	34 7%	23 6%	-	32 6%	33 7%	8 6%	6 6%	1 3%	5 4%	5 6%	8 10%	5 7%	-	6 7%	17 8%	14 6%	6 6%	-	
About once a month	98 8%	25 10%	72 8%	34 6%	50 10%	14 12%	6 8%	11 9%	8 11%	27 6%	39 10%	6 12%	59 11%	26 5%	13 10%	7 7%	5 17%	9 8%	7 8%	5 6%	2 3%	6 12%	3 3%	21 10%	21 9%	10 10%	2 17%	
Less often	203 18%	46 18%	157 18%	86 16%	90 18%	27 22%	10 14%	19 16%	17 24%	76 16%	71 19%	10 20%	88 16%	88 18%	26 20%	16 17%	3 10%	18 16%	23 28%	18 23%	10 13%	9 18%	15 17%	37 18%	36 16%	15 16%	3 25%	
Never	449 39%	91 35%	358 40%	224 42%	181 36%	44 36%	24 34%	43 37%	24 34%	200 43%	138 36%	20 40%	206 38%	193 40%	50 38%	35 37%	14 48%	50 43%	27 33%	18 23%	33 43%	20 40%	39 45%	58 28%	105 45%	44 46%	6 50%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 502

Q21. How often, if at all, do you listen to the following types of podcasts?**Podcasts made by newspapers or Magazines e.g. Sun, Telegraph, Guardian, Economist, Monocle, New York Times****Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	708 61%	328 75%	281 66%	280 64%	259 74%
Several times a day	44 4%	25 6%	20 5%	22 5%	18 5%
About once a day	84 7%	47 11%	39 9%	40 9%	33 9%
Several times a week	115 10%	52 12%	53 12%	41 9%	45 13%
About once a week	91 8%	39 9%	39 9%	31 7%	30 9%
Several times a month	73 6%	39 9%	34 8%	26 6%	27 8%
About once a month	98 8%	44 10%	32 7%	44 10%	39 11%
Less often	203 18%	82 19%	64 15%	76 17%	67 19%
Never	449 39%	110 25%	146 34%	156 36%	90 26%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 503

Q21. How often, if at all, do you listen to the following types of podcasts?**Podcasts by 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	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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Ever	887	176	710	438	380	69	59	82	35	378	298	34	408	375	104	76	25	85	63	62	58	42	64	163	168	74	7
	77%	68%	79%	81%	76%	57%	83%	70%	49%	81%	78%	68%	76%	77%	79%	81%	86%	74%	76%	81%	76%	84%	74%	79%	72%	77%	58%
Several times a day	39	8	31	24	14	1	3	5	-	21	9	1	21	12	6	-	1	5	1	3	2	1	6	9	9	2	-
	3%	3%	3%	4%	3%	1%	4%	4%	-	4%	2%	2%	4%	2%	5%	-	3%	4%	1%	4%	3%	2%	7%	4%	4%	2%	-
About once a day	83	12	71	50	31	2	5	5	2	45	26	-	36	37	10	5	6	7	6	10	8	6	1	17	14	3	-
	7%	5%	8%	9%	6%	2%	7%	4%	3%	10%	7%	-	7%	8%	8%	5%	21%	6%	7%	13%	11%	12%	1%	8%	6%	3%	-
Several times a week	169	35	134	98	67	4	15	17	3	83	50	1	70	80	19	18	6	11	14	13	14	10	13	25	32	13	-
	15%	14%	15%	18%	13%	3%	21%	15%	4%	18%	13%	2%	13%	16%	14%	19%	21%	10%	17%	17%	18%	20%	15%	12%	14%	14%	-
About once a week	174	29	145	91	71	12	8	15	6	83	56	6	73	83	18	18	7	32	11	11	7	10	10	26	27	14	1
	15%	11%	16%	17%	14%	10%	11%	13%	8%	18%	15%	12%	14%	17%	14%	19%	24%	28%	13%	14%	9%	20%	12%	13%	12%	15%	8%
Several times a month	110	21	89	57	47	6	9	11	1	48	36	5	53	41	16	10	-	10	4	9	13	2	10	23	18	10	1
	10%	8%	10%	11%	9%	5%	13%	9%	1%	10%	9%	10%	10%	8%	12%	11%	-	9%	5%	12%	17%	4%	12%	11%	8%	10%	8%
About once a month	100	19	81	38	50	12	3	10	6	35	40	6	51	34	15	13	2	8	10	5	4	4	8	18	18	9	1
	9%	7%	9%	7%	10%	10%	4%	9%	8%	7%	11%	12%	9%	7%	11%	14%	7%	7%	12%	6%	5%	8%	9%	9%	8%	9%	8%
Less often	212	52	159	80	100	32	16	19	17	63	81	15	104	88	20	12	3	12	17	11	10	9	16	45	50	23	4
	18%	20%	18%	15%	20%	26%	23%	16%	24%	13%	21%	30%	19%	18%	15%	13%	10%	10%	20%	14%	13%	18%	19%	22%	22%	24%	33%
Never	270	83	187	101	117	52	12	35	36	89	82	16	131	110	28	18	4	30	20	15	18	8	22	44	64	22	5
	23%	32%	21%	19%	24%	43%	17%	30%	51%	19%	22%	32%	24%	23%	21%	19%	14%	26%	24%	19%	24%	16%	26%	21%	28%	23%	42%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 503

Q21. How often, if at all, do you listen to the following types of podcasts?**Podcasts by celebrities****Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	887 77%	338 77%	361 85%	344 79%	294 84%
Several times a day	39 3%	15 3%	19 4%	20 5%	14 4%
About once a day	83 7%	38 9%	34 8%	33 8%	36 10%
Several times a week	169 15%	52 12%	80 19%	69 16%	53 15%
About once a week	174 15%	65 15%	67 16%	67 15%	48 14%
Several times a month	110 10%	43 10%	54 13%	41 9%	42 12%
About once a month	100 9%	31 7%	40 9%	36 8%	34 10%
Less often	212 18%	94 21%	67 16%	78 18%	67 19%
Never	270 23%	100 23%	66 15%	92 21%	55 16%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 504

Q21. How often, if at all, do you listen to the following types of podcasts?**Other independent podcasters****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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	1019	226	792	482	445	92	66	105	55	415	340	37	469	438	112	84	23	98	74	72	68	44	71	188	204	81	12	
	88%	87%	88%	89%	90%	76%	93%	90%	77%	89%	89%	74%	87%	90%	85%	89%	79%	85%	89%	94%	89%	88%	83%	91%	88%	84%	100%	
Several times a day	85	21	64	47	36	2	7	12	2	40	24	-	31	41	13	6	1	9	10	5	10	4	7	14	14	5	-	
	7%	8%	7%	9%	7%	2%	10%	10%	3%	9%	6%	-	6%	8%	10%	6%	3%	8%	12%	6%	13%	8%	8%	7%	6%	5%	-	
About once a day	125	29	95	63	58	4	11	17	1	51	41	3	60	51	14	8	3	13	9	10	11	5	9	31	21	4	1	
	11%	11%	11%	12%	12%	3%	15%	15%	1%	11%	11%	6%	11%	11%	11%	9%	10%	11%	11%	13%	14%	10%	10%	15%	9%	4%	8%	
Several times a week	289	60	229	161	115	13	26	24	10	135	91	3	129	126	34	24	6	24	20	26	16	11	25	51	60	23	3	
	25%	23%	26%	30%	23%	11%	37%	21%	14%	29%	24%	6%	24%	26%	26%	26%	21%	21%	24%	34%	21%	22%	29%	25%	26%	24%	25%	
About once a week	190	42	148	86	80	24	11	17	14	75	63	10	86	89	15	20	4	23	17	14	10	6	12	28	39	15	2	
	16%	16%	16%	16%	16%	20%	15%	15%	20%	16%	17%	20%	16%	18%	11%	21%	14%	20%	20%	18%	13%	12%	14%	14%	17%	16%	17%	
Several times a month	109	19	90	46	56	7	4	12	3	42	44	4	61	42	6	10	1	10	7	5	6	7	3	21	24	15	-	
	9%	7%	10%	9%	11%	6%	6%	10%	4%	9%	12%	8%	11%	9%	5%	11%	3%	9%	8%	6%	8%	14%	3%	10%	10%	16%	-	
About once a month	94	15	79	40	45	9	4	7	4	36	38	5	39	40	15	7	3	7	2	10	7	6	5	18	14	12	3	
	8%	6%	9%	7%	9%	7%	6%	6%	6%	8%	10%	10%	7%	8%	11%	7%	10%	6%	2%	13%	9%	12%	6%	9%	6%	13%	25%	
Less often	127	40	87	39	55	33	3	16	21	36	39	12	63	49	15	9	5	12	9	2	8	5	10	25	32	7	3	
	11%	15%	10%	7%	11%	27%	4%	14%	30%	8%	10%	24%	12%	10%	11%	10%	17%	10%	11%	3%	11%	10%	12%	12%	14%	7%	25%	
Never	138	33	105	57	52	29	5	12	16	52	40	13	70	47	20	10	6	17	9	5	8	6	15	19	28	15	-	
	12%	13%	12%	11%	10%	24%	7%	10%	23%	11%	11%	26%	13%	10%	15%	11%	21%	15%	11%	6%	11%	12%	17%	9%	12%	16%	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 504

Q21. How often, if at all, do you listen to the following types of podcasts?**Other independent podcasters****Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	1019 88%	384 88%	396 93%	390 89%	333 95%
Several times a day	85 7%	33 8%	36 8%	42 10%	29 8%
About once a day	125 11%	50 11%	50 12%	57 13%	32 9%
Several times a week	289 25%	91 21%	127 30%	115 26%	94 27%
About once a week	190 16%	67 15%	68 16%	66 15%	60 17%
Several times a month	109 9%	42 10%	38 9%	40 9%	46 13%
About once a month	94 8%	37 8%	33 8%	33 8%	32 9%
Less often	127 11%	64 15%	44 10%	37 8%	40 11%
Never	138 12%	54 12%	31 7%	46 11%	16 5%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 505

Q21. How often, if at all, do you listen to the following 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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Ever	767 66%	179 69%	587 65%	331 61%	359 72%	77 64%	53 75%	81 69%	45 63%	277 59%	278 73%	32 64%	351 65%	324 67%	92 70%	55 59%	20 69%	72 63%	54 65%	55 71%	57 75%	39 78%	59 69%	149 72%	140 60%	60 63%	7 58%	
Several times a day	47 4%	13 5%	34 4%	26 5%	20 4%	1 1%	7 10%	5 4%	1 1%	19 4%	15 4%	- -	20 4%	18 4%	9 7%	- -	- -	4 3%	4 5%	7 9%	4 5%	2 4%	5 6%	9 4%	12 5%	- -	- -	
About once a day	83 7%	14 5%	69 8%	47 9%	31 6%	5 4%	4 6%	6 5%	4 6%	43 9%	25 7%	1 2%	34 6%	37 8%	12 9%	5 5%	4 14%	10 9%	2 2%	7 9%	6 8%	3 6%	4 5%	18 9%	16 7%	8 8%	- -	
Several times a week	146 13%	35 14%	111 12%	72 13%	64 13%	10 8%	14 20%	15 13%	6 8%	58 12%	49 13%	4 8%	68 13%	62 13%	16 12%	16 17%	6 21%	15 13%	12 14%	9 12%	11 14%	8 16%	11 13%	24 12%	22 9%	11 11%	1 8%	
About once a week	119 10%	30 12%	89 10%	48 9%	60 12%	11 9%	6 8%	18 15%	6 8%	42 9%	42 11%	5 10%	50 9%	52 11%	17 13%	14 15%	2 7%	16 14%	10 12%	8 10%	5 7%	6 12%	10 12%	20 10%	23 10%	5 5%	- -	
Several times a month	99 9%	19 7%	80 9%	42 8%	47 9%	10 8%	7 10%	10 9%	2 3%	35 7%	37 10%	8 16%	48 9%	44 9%	7 5%	6 6%	- -	6 5%	4 5%	8 10%	14 18%	6 12%	10 12%	19 9%	16 7%	10 10%	- -	
About once a month	53 5%	10 4%	43 5%	22 4%	26 5%	5 4%	3 4%	5 4%	2 3%	19 4%	21 6%	3 6%	25 5%	19 4%	9 7%	2 2%	2 7%	- -	2 2%	7 9%	- -	5 10%	3 3%	14 7%	8 3%	9 9%	1 8%	
Less often	220 19%	58 22%	161 18%	74 14%	111 22%	35 29%	12 17%	22 19%	24 34%	61 13%	89 23%	11 22%	106 20%	92 19%	22 17%	12 13%	6 21%	21 18%	20 24%	9 12%	17 22%	9 18%	16 19%	45 22%	43 19%	17 18%	5 42%	
Never	390 34%	80 31%	310 35%	208 39%	138 28%	44 36%	18 25%	36 31%	26 37%	190 41%	102 27%	18 36%	188 35%	161 33%	40 30%	39 41%	9 31%	43 37%	29 35%	22 29%	19 25%	11 22%	27 31%	58 28%	92 40%	36 38%	5 42%	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 505

Q21. How often, if at all, do you listen to the following types of podcasts?**Other****Base: All respondents**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	1157	438	427	436	349
NET: Ever	767 66%	316 72%	299 70%	285 65%	270 77%
Several times a day	47 4%	20 5%	18 4%	25 6%	12 3%
About once a day	83 7%	29 7%	29 7%	40 9%	30 9%
Several times a week	146 13%	56 13%	59 14%	54 12%	46 13%
About once a week	119 10%	48 11%	41 10%	40 9%	43 12%
Several times a month	99 9%	39 9%	45 11%	30 7%	38 11%
About once a month	53 5%	21 5%	23 5%	19 4%	26 7%
Less often	220 19%	103 24%	84 20%	77 18%	75 21%
Never	390 34%	122 28%	128 30%	151 35%	79 23%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 506

Q21b. You said you use YouTube to listen to podcasts. Which of these explains why you use that platform for podcasts?**Base: All respondents who use YouTube to listen to podcasts**

	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	
Base	349	84	265	157	162	30	24	38	22	133	124	8	151	148	50	34	6	29	26	24	20	14	22	79	68	25	2	
I use YouTube for other things so its easier to switch to podcasts	237 68%	58 69%	179 68%	98 62%	118 73%	21 70%	15 63%	28 74%	15 68%	83 62%	90 73%	6 75%	111 74%	92 62%	34 68%	25 74%	4 67%	19 66%	17 65%	13 54%	13 65%	7 50%	16 73%	60 76%	46 68%	15 60%	2 100%	
I prefer to watch the podcast rather than listening to it only	153 44%	36 43%	117 44%	71 45%	70 43%	12 40%	10 42%	17 45%	9 41%	61 46%	53 43%	3 38%	70 46%	59 40%	24 48%	17 50%	4 67%	17 59%	13 50%	11 46%	9 45%	6 43%	9 41%	34 43%	26 38%	7 28%	-	
There is a greater choice of podcast	129 37%	31 37%	98 37%	58 37%	64 40%	7 23%	8 33%	17 45%	6 27%	50 38%	47 38%	1 13%	63 42%	48 32%	18 36%	13 38%	5 83%	10 34%	10 38%	12 50%	13 65%	5 36%	8 36%	27 34%	19 28%	7 28%	-	
Other	13 4%	4 5%	9 3%	6 4%	5 3%	2 7%	2 8%	1 3%	1 5%	4 3%	4 3%	1 13%	5 3%	7 5%	1 2%	1 3%	-	1 3%	-	2 8%	1 5%	1 7%	-	1 1%	3 4%	3 12%	-	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 506

Q21b. You said you use YouTube to listen to podcasts. Which of these explains why you use that platform for podcasts?**Base: All respondents who use YouTube to listen to podcasts**

	Podcast Users				
	Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base	349	128	147	113	349
I use YouTube for other things so its easier to switch to podcasts	237 68%	86 67%	100 68%	81 72%	237 68%
I prefer to watch the podcast rather than listening to it only	153 44%	55 43%	68 46%	42 37%	153 44%
There is a greater choice of podcast	129 37%	59 46%	64 44%	34 30%	129 37%
Other	13 4%	7 5%	4 3%	8 7%	13 4%

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 507

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?**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
Base		1157	1157	1157	1157	1157	1157	1157	1157
NET: More		298 26%	340 29%	293 25%	259 22%	232 20%	235 20%	197 17%	397 34%
A lot more	(+2)	101 9%	149 13%	91 8%	89 8%	75 6%	89 8%	66 6%	160 14%
A little more	(+1)	197 17%	191 17%	202 17%	170 15%	157 14%	146 13%	131 11%	237 20%
About the same	(0)	552 48%	584 50%	621 54%	645 56%	662 57%	661 57%	665 57%	662 57%
A little less	(-1)	207 18%	162 14%	179 15%	123 11%	141 12%	188 16%	145 13%	83 7%
A lot less	(-2)	100 9%	71 6%	64 6%	130 11%	122 11%	73 6%	150 13%	15 1%
NET: Less		307 27%	233 20%	243 21%	253 22%	263 23%	261 23%	295 25%	98 8%
Mean		-0.01	0.16	0.07	-0.03	-0.07	-0.01	-0.16	0.38
Standard deviation		1.02	1.02	0.93	1.01	0.97	0.92	0.98	0.86
Standard error		0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 508

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?**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	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: More		298	62	236	154	120	24	20	29	13	134	91	11	142	118	38	16	6	35	21	19	20	17	22	55	65	18	4
		26%	24%	26%	29%	24%	20%	28%	25%	18%	29%	24%	22%	26%	24%	29%	17%	21%	30%	25%	25%	26%	34%	26%	27%	28%	19%	33%
A lot more	(+2)	101	25	76	46	47	8	4	16	5	42	31	3	46	42	13	5	2	11	10	7	8	6	9	20	18	4	1
		9%	10%	8%	9%	9%	7%	6%	14%	7%	9%	8%	6%	9%	9%	10%	5%	7%	10%	12%	9%	11%	12%	10%	10%	8%	4%	8%
A little more	(+1)	197	37	160	108	73	16	16	13	8	92	60	8	96	76	25	11	4	24	11	12	12	11	13	35	47	14	3
		17%	14%	18%	20%	15%	13%	23%	11%	11%	20%	16%	16%	18%	16%	19%	12%	14%	21%	13%	16%	16%	22%	15%	17%	20%	15%	25%
About the same	(0)	552	126	425	236	238	78	31	50	45	204	188	33	253	236	62	56	18	54	36	32	31	19	46	106	98	50	6
		48%	49%	47%	44%	48%	64%	44%	43%	63%	44%	49%	66%	47%	49%	47%	60%	62%	47%	43%	42%	41%	38%	53%	51%	42%	52%	50%
A little less	(-1)	207	45	162	102	91	14	14	22	9	88	69	5	94	95	18	20	4	18	15	16	16	10	13	29	47	18	1
		18%	17%	18%	19%	18%	12%	20%	19%	13%	19%	18%	10%	17%	20%	14%	21%	14%	16%	18%	21%	21%	20%	15%	14%	20%	19%	8%
A lot less	(-2)	100	26	74	47	48	5	6	16	4	41	32	1	50	36	14	2	1	8	11	10	9	4	5	17	22	10	1
		9%	10%	8%	9%	10%	4%	8%	14%	6%	9%	8%	2%	9%	7%	11%	2%	3%	7%	13%	13%	12%	8%	6%	8%	9%	10%	8%
NET: Less		307	71	236	149	139	19	20	38	13	129	101	6	144	131	32	22	5	26	26	26	25	14	18	46	69	28	2
		27%	27%	26%	28%	28%	16%	28%	32%	18%	28%	27%	12%	27%	27%	24%	23%	17%	23%	31%	34%	33%	28%	21%	22%	30%	29%	17%
Mean		-0.01	-0.04	*	0.01	-0.04	0.07	-0.03	-0.08	0.01	0.01	-0.03	0.14	-0.01	-0.01	0.04	-0.03	0.07	0.10	-0.07	-0.13	-0.08	0.10	0.09	0.06	-0.03	-0.17	0.17
Standard deviation		1.02	1.05	1.01	1.04	1.05	0.82	1.00	1.18	0.87	1.05	1.00	0.76	1.03	1.00	1.07	0.80	0.84	1.01	1.16	1.12	1.13	1.11	0.98	1.01	1.05	0.95	1.03
Standard error		0.03	0.07	0.03	0.04	0.05	0.07	0.12	0.11	0.10	0.05	0.05	0.11	0.04	0.05	0.09	0.08	0.16	0.09	0.13	0.13	0.13	0.16	0.11	0.07	0.07	0.10	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 508

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?**Listening to radio****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: More		298 26%	150 34%	125 29%	127 29%	102 29%
A lot more	(+2)	101 9%	52 12%	44 10%	44 10%	38 11%
A little more	(+1)	197 17%	98 22%	81 19%	83 19%	64 18%
About the same	(0)	552 48%	194 44%	187 44%	184 42%	171 49%
A little less	(-1)	207 18%	68 16%	84 20%	86 20%	48 14%
A lot less	(-2)	100 9%	26 6%	31 7%	39 9%	28 8%
NET: Less		307 27%	94 21%	115 27%	125 29%	76 22%
Mean		-0.01	0.19	0.05	0.02	0.10
Standard deviation		1.02	1.03	1.04	1.07	1.03
Standard error		0.03	0.05	0.05	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 509

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?

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 Ire-land
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: More		340	75	264	193	125	22	24	36	15	168	89	7	155	143	42	30	6	33	25	27	18	20	21	66	68	24	2
		29%	29%	29%	36%	25%	18%	34%	31%	21%	36%	23%	14%	29%	29%	32%	32%	21%	29%	30%	35%	24%	40%	24%	32%	29%	25%	17%
A lot more	(+2)	149	34	115	86	55	8	14	15	5	72	40	3	75	53	21	14	3	8	10	12	8	9	11	35	28	10	1
		13%	13%	13%	16%	11%	7%	20%	13%	7%	15%	11%	6%	14%	11%	16%	15%	10%	7%	12%	16%	11%	18%	13%	17%	12%	10%	8%
A little more	(+1)	191	41	149	107	70	14	10	21	10	96	49	4	80	90	21	16	3	25	15	15	10	11	10	31	40	14	1
		17%	16%	17%	20%	14%	12%	14%	18%	14%	21%	13%	8%	15%	19%	16%	17%	10%	22%	18%	19%	13%	22%	12%	15%	17%	15%	8%
About the same	(0)	584	128	456	226	283	75	29	61	38	197	222	37	267	247	70	49	16	59	33	31	38	22	48	106	123	54	5
		50%	49%	51%	42%	57%	62%	41%	52%	54%	42%	58%	74%	50%	51%	53%	52%	55%	51%	40%	40%	50%	44%	56%	51%	53%	56%	42%
A little less	(-1)	162	39	123	95	55	12	13	16	10	82	39	2	80	71	10	14	3	14	16	13	13	5	10	26	31	12	5
		14%	15%	14%	18%	11%	10%	18%	14%	14%	18%	10%	4%	15%	15%	8%	15%	10%	12%	19%	17%	17%	10%	12%	13%	13%	13%	42%
A lot less	(-2)	71	17	54	25	34	12	5	4	8	20	30	4	37	24	10	1	4	9	9	6	7	3	7	9	10	6	-
		6%	7%	6%	5%	7%	10%	7%	3%	11%	4%	8%	8%	7%	5%	8%	1%	14%	8%	11%	8%	9%	6%	8%	4%	4%	6%	-
NET: Less		233	56	177	120	89	24	18	20	18	102	69	6	117	95	20	15	7	23	25	19	20	8	17	35	41	18	5
		20%	22%	20%	22%	18%	20%	25%	17%	25%	22%	18%	12%	22%	20%	15%	16%	24%	20%	30%	25%	26%	16%	20%	17%	18%	19%	42%
Mean		0.16	0.14	0.16	0.25	0.11	-0.05	0.21	0.23	-0.08	0.25	0.08	0.00	0.14	0.16	0.25	0.30	-0.07	0.08	0.01	0.18	-0.01	0.36	0.09	0.28	0.19	0.10	-0.17
Standard deviation		1.02	1.04	1.02	1.07	0.98	0.94	1.17	0.96	1.01	1.05	0.98	0.83	1.05	0.97	1.06	0.94	1.10	0.97	1.14	1.13	1.05	1.08	1.04	1.03	0.96	0.97	0.94
Standard error		0.03	0.06	0.03	0.05	0.04	0.09	0.14	0.09	0.12	0.05	0.05	0.12	0.05	0.04	0.09	0.10	0.20	0.09	0.13	0.13	0.12	0.15	0.11	0.07	0.06	0.10	0.27

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 509

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?

Listening to music streaming services (e.g. Spotify)

Base: All respondents

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: More		340 29%	146 33%	199 47%	126 29%	126 36%
A lot more	(+2)	149 13%	58 13%	103 24%	56 13%	54 15%
A little more	(+1)	191 17%	88 20%	96 22%	70 16%	72 21%
About the same	(0)	584 50%	209 48%	160 37%	222 51%	180 52%
A little less	(-1)	162 14%	51 12%	55 13%	59 14%	28 8%
A lot less	(-2)	71 6%	32 7%	13 3%	29 7%	15 4%
NET: Less		233 20%	83 19%	68 16%	88 20%	43 12%
Mean		0.16	0.20	0.52	0.15	0.35
Standard deviation		1.02	1.05	1.08	1.03	0.98
Standard error		0.03	0.05	0.05	0.05	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 510

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?**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	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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: More		293	58	234	156	112	25	20	24	14	135	88	11	139	114	40	22	5	24	22	22	15	15	19	58	62	25	4
		25%	22%	26%	29%	23%	21%	28%	21%	20%	29%	23%	22%	26%	24%	30%	23%	17%	21%	27%	29%	20%	30%	22%	28%	27%	26%	33%
A lot more	(+2)	91	21	70	43	42	6	6	12	3	37	30	3	49	30	12	6	2	10	5	5	5	3	5	21	23	4	2
		8%	8%	8%	8%	8%	5%	8%	10%	4%	8%	8%	6%	9%	6%	9%	6%	7%	9%	6%	6%	7%	6%	6%	10%	10%	4%	17%
A little more	(+1)	202	37	164	113	70	19	14	12	11	98	58	8	90	84	28	16	3	14	17	17	10	12	14	37	39	21	2
		17%	14%	18%	21%	14%	16%	20%	10%	15%	21%	15%	16%	17%	17%	21%	17%	10%	12%	20%	22%	13%	24%	16%	18%	17%	22%	17%
About the same	(0)	621	146	475	274	277	70	38	64	44	236	213	26	279	272	69	50	17	63	42	42	45	24	52	105	125	49	7
		54%	56%	53%	51%	56%	58%	54%	55%	62%	51%	56%	52%	52%	56%	52%	53%	59%	55%	51%	55%	59%	48%	60%	51%	54%	51%	58%
A little less	(-1)	179	39	140	81	79	19	7	23	9	74	56	10	92	71	16	20	7	20	13	6	12	6	9	32	34	19	1
		15%	15%	16%	15%	16%	16%	10%	20%	13%	16%	15%	20%	17%	15%	12%	21%	24%	17%	16%	8%	16%	12%	10%	15%	15%	20%	8%
A lot less	(-2)	64	16	48	28	29	7	6	6	4	22	23	3	29	28	7	2	-	8	6	7	4	5	6	12	11	3	-
		6%	6%	5%	5%	6%	6%	8%	5%	6%	5%	6%	6%	5%	6%	5%	2%	-	7%	7%	9%	5%	10%	7%	6%	5%	3%	-
NET: Less		243	55	188	109	108	26	13	29	13	96	79	13	121	99	23	22	7	28	19	13	16	11	15	44	45	22	1
		21%	21%	21%	20%	22%	21%	18%	25%	18%	21%	21%	26%	22%	20%	17%	23%	24%	24%	23%	17%	21%	22%	17%	21%	19%	23%	8%
Mean		0.07	0.03	0.08	0.12	0.03	-0.02	0.10	0.01	0.00	0.12	0.04	-0.04	0.07	0.04	0.17	0.04	0.00	-0.02	0.02	0.09	0.00	0.04	0.03	0.11	0.13	0.04	0.42
Standard deviation		0.93	0.93	0.93	0.94	0.93	0.87	0.99	0.96	0.83	0.93	0.93	0.92	0.96	0.89	0.94	0.85	0.80	0.96	0.95	0.96	0.88	1.01	0.89	0.98	0.94	0.85	0.90
Standard error		0.03	0.06	0.03	0.04	0.04	0.08	0.12	0.09	0.10	0.04	0.05	0.13	0.04	0.04	0.08	0.09	0.15	0.09	0.10	0.11	0.10	0.14	0.10	0.07	0.06	0.09	0.26

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 510

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?**Reading books****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: More		293 25%	125 29%	134 31%	110 25%	97 28%
A lot more	(+2)	91 8%	44 10%	43 10%	37 8%	34 10%
A little more	(+1)	202 17%	81 18%	91 21%	73 17%	63 18%
About the same	(0)	621 54%	220 50%	203 48%	230 53%	166 48%
A little less	(-1)	179 15%	74 17%	70 16%	70 16%	55 16%
A lot less	(-2)	64 6%	19 4%	20 5%	26 6%	31 9%
NET: Less		243 21%	93 21%	90 21%	96 22%	86 25%
Mean		0.07	0.13	0.16	0.06	0.04
Standard deviation		0.93	0.96	0.97	0.95	1.04
Standard error		0.03	0.05	0.05	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 511

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?**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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: More		259 22%	58 22%	201 22%	135 25%	108 22%	16 13%	21 30%	26 22%	11 15%	114 24%	82 22%	5 10%	126 23%	100 21%	33 25%	25 27%	6 21%	24 21%	16 19%	27 35%	18 24%	15 30%	11 13%	45 22%	52 22%	18 19%	2 17%
A lot more	(+2)	89 8%	22 8%	67 7%	51 9%	37 7%	1 1%	9 13%	12 10%	1 1%	42 9%	25 7%	- -	44 8%	30 6%	15 11%	6 6%	2 7%	8 7%	8 10%	7 9%	7 9%	5 10%	4 5%	17 8%	18 8%	6 6%	1 8%
A little more	(+1)	170 15%	36 14%	134 15%	84 16%	71 14%	15 12%	12 17%	14 12%	10 14%	72 15%	57 15%	5 10%	82 15%	70 14%	18 14%	19 20%	4 14%	16 14%	8 10%	20 26%	11 14%	10 20%	7 8%	28 14%	34 15%	12 13%	1 8%
About the same	(0)	645 56%	146 56%	499 56%	286 53%	281 57%	78 64%	35 49%	67 57%	44 62%	251 54%	214 56%	34 68%	300 56%	271 56%	73 55%	55 59%	15 52%	61 53%	44 53%	37 48%	40 53%	23 46%	59 69%	117 57%	132 57%	56 58%	6 50%
A little less	(-1)	123 11%	19 7%	104 12%	60 11%	56 11%	7 6%	5 7%	10 9%	4 6%	55 12%	46 12%	3 6%	57 11%	56 12%	10 8%	9 10%	4 14%	19 17%	9 11%	6 8%	10 13%	5 10%	4 5%	20 10%	26 11%	9 9%	2 17%
A lot less	(-2)	130 11%	36 14%	93 10%	58 11%	52 10%	20 17%	10 14%	14 12%	12 17%	47 10%	38 10%	8 16%	56 10%	58 12%	16 12%	5 5%	4 14%	11 10%	14 17%	7 9%	8 11%	7 14%	12 14%	25 12%	22 9%	13 14%	2 17%
NET: Less		253 22%	55 21%	197 22%	118 22%	108 22%	27 22%	15 21%	24 21%	16 23%	102 22%	84 22%	11 22%	113 21%	114 24%	26 20%	14 15%	8 28%	30 26%	23 28%	13 17%	18 24%	12 24%	16 19%	45 22%	48 21%	22 23%	4 33%
Mean		-0.03	-0.04	-0.02	0.02	-0.03	-0.25	0.07	0.00	-0.23	0.01	-0.04	-0.28	*	-0.09	0.05	0.13	-0.14	-0.08	-0.16	0.18	-0.01	0.02	-0.15	-0.04	0.00	-0.11	-0.25
Standard deviation		1.01	1.05	0.99	1.04	0.99	0.91	1.15	1.05	0.94	1.02	0.97	0.86	1.00	0.99	1.08	0.87	1.06	0.98	1.12	1.02	1.04	1.13	0.93	1.02	0.98	1.00	1.14
Standard error		0.03	0.07	0.03	0.04	0.04	0.08	0.14	0.10	0.11	0.05	0.05	0.12	0.04	0.04	0.09	0.09	0.20	0.09	0.12	0.12	0.12	0.16	0.10	0.07	0.06	0.10	0.33

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 511

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?**Listening to audiobooks****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: More		259 22%	117 27%	115 27%	113 26%	96 28%
A lot more	(+2)	89 8%	43 10%	38 9%	44 10%	30 9%
A little more	(+1)	170 15%	74 17%	77 18%	69 16%	66 19%
About the same	(0)	645 56%	247 56%	219 51%	221 51%	178 51%
A little less	(-1)	123 11%	37 8%	43 10%	58 13%	34 10%
A lot less	(-2)	130 11%	37 8%	50 12%	44 10%	41 12%
NET: Less		253 22%	74 17%	93 22%	102 23%	75 21%
Mean		-0.03	0.11	0.02	0.03	0.03
Standard deviation		1.01	0.99	1.05	1.05	1.05
Standard error		0.03	0.05	0.05	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 512

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?**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-east Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: More		232	48	184	114	98	20	16	21	11	98	77	9	118	85	29	18	4	18	14	20	16	12	17	55	41	16	1
		20%	19%	21%	21%	20%	17%	23%	18%	15%	21%	20%	18%	22%	18%	22%	19%	14%	16%	17%	26%	21%	24%	20%	27%	18%	17%	8%
A lot more	(+2)	75	16	59	35	36	4	5	7	4	30	29	-	46	17	12	6	1	2	4	6	4	5	3	27	15	2	-
		6%	6%	7%	6%	7%	3%	7%	6%	6%	6%	8%	-	9%	4%	9%	6%	3%	2%	5%	8%	5%	10%	3%	13%	6%	2%	-
A little more	(+1)	157	32	125	79	62	16	11	14	7	68	48	9	72	68	17	12	3	16	10	14	12	7	14	28	26	14	1
		14%	12%	14%	15%	12%	13%	15%	12%	10%	15%	13%	18%	13%	14%	13%	13%	10%	14%	12%	18%	16%	14%	16%	14%	11%	15%	8%
About the same	(0)	662	142	520	302	285	75	34	65	43	268	220	32	307	277	77	52	17	77	41	34	41	26	55	119	131	61	8
		57%	55%	58%	56%	57%	62%	48%	56%	61%	57%	58%	64%	57%	57%	58%	55%	59%	67%	49%	44%	54%	52%	64%	57%	56%	64%	67%
A little less	(-1)	141	33	107	71	62	8	12	17	4	58	45	4	60	69	12	16	2	11	15	13	10	3	6	26	31	8	-
		12%	13%	12%	13%	12%	7%	17%	15%	6%	12%	12%	8%	11%	14%	9%	17%	7%	10%	18%	17%	13%	6%	7%	13%	13%	8%	-
A lot less	(-2)	122	36	86	52	52	18	9	14	13	43	38	5	54	54	14	8	6	9	13	10	9	9	8	7	29	11	3
		11%	14%	10%	10%	10%	15%	13%	12%	18%	9%	10%	10%	10%	11%	11%	9%	21%	8%	16%	13%	12%	18%	9%	3%	13%	11%	25%
NET: Less		263	69	193	123	114	26	21	31	17	101	83	9	114	123	26	24	8	20	28	23	19	12	14	33	60	19	3
		23%	27%	22%	23%	23%	21%	30%	26%	24%	22%	22%	18%	21%	25%	20%	26%	28%	17%	34%	30%	25%	24%	16%	16%	26%	20%	25%
Mean		-0.07	-0.16	-0.04	-0.05	-0.06	-0.17	-0.13	-0.15	-0.21	-0.03	-0.04	-0.10	-0.01	-0.15	0.01	-0.09	-0.31	-0.08	-0.28	-0.09	-0.11	-0.08	-0.02	0.20	-0.14	-0.13	-0.42
Standard deviation		0.97	1.02	0.95	0.96	0.98	0.95	1.05	0.98	1.04	0.95	0.98	0.81	0.99	0.92	1.01	0.95	1.04	0.79	1.03	1.09	0.99	1.16	0.87	0.94	0.99	0.87	1.00
Standard error		0.03	0.06	0.03	0.04	0.04	0.09	0.13	0.09	0.12	0.04	0.05	0.12	0.04	0.04	0.09	0.10	0.19	0.07	0.11	0.12	0.11	0.16	0.09	0.07	0.07	0.09	0.29

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 512

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?

Reading newspapers (print or online)

Base: All respondents

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: More		232 20%	108 25%	100 23%	98 22%	84 24%
A lot more	(+2)	75 6%	34 8%	41 10%	36 8%	22 6%
A little more	(+1)	157 14%	74 17%	59 14%	62 14%	62 18%
About the same	(0)	662 57%	230 53%	225 53%	239 55%	172 49%
A little less	(-1)	141 12%	49 11%	54 13%	53 12%	51 15%
A lot less	(-2)	122 11%	51 12%	48 11%	46 11%	42 12%
NET: Less		263 23%	100 23%	102 24%	99 23%	93 27%
Mean		-0.07	-0.02	-0.02	-0.03	-0.08
Standard deviation		0.97	1.03	1.05	1.01	1.03
Standard error		0.03	0.05	0.05	0.05	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 513

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?**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	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	
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12		
NET: More		235 20%	47 18%	188 21%	132 24%	91 18%	12 10%	18 25%	19 16%	10 14%	114 24%	72 19%	2 4%	108 20%	97 20%	30 23%	14 15%	6 21%	24 21%	18 22%	20 26%	17 22%	15 30%	9 10%	52 25%	44 19%	15 16%	1 8%	
A lot more	(+2)	89 8%	20 8%	69 8%	48 9%	38 8%	3 2%	8 11%	9 8%	3 4%	40 9%	29 8%	- -	37 7%	33 7%	19 14%	2 2%	3 10%	9 8%	10 12%	8 10%	8 11%	5 10%	2 2%	28 14%	9 4%	4 4%	1 8%	
A little more	(+1)	146 13%	27 10%	119 13%	84 16%	53 11%	9 7%	10 14%	10 9%	7 10%	74 16%	43 11%	2 4%	71 13%	64 13%	11 8%	12 13%	3 10%	15 13%	8 10%	12 16%	9 12%	10 20%	7 8%	24 12%	35 15%	11 11%	- -	
About the same	(0)	661 57%	151 58%	510 57%	284 53%	290 58%	87 72%	33 46%	70 60%	48 68%	251 54%	220 58%	39 78%	300 56%	280 58%	80 61%	56 60%	20 69%	68 59%	40 48%	39 51%	43 57%	27 54%	59 69%	109 53%	137 59%	56 58%	7 58%	
A little less	(-1)	188 16%	38 15%	150 17%	94 17%	77 15%	17 14%	11 15%	17 15%	10 14%	83 18%	60 16%	7 14%	99 18%	77 16%	12 9%	18 19%	2 7%	17 15%	16 19%	16 21%	14 18%	6 12%	12 14%	26 13%	39 17%	20 21%	2 17%	
A lot less	(-2)	73 6%	23 9%	49 5%	29 5%	39 8%	5 4%	9 13%	11 9%	3 4%	19 4%	28 7%	2 4%	32 6%	31 6%	10 8%	6 6%	1 3%	6 5%	9 11%	2 3%	2 3%	2 4%	6 7%	20 10%	12 5%	5 5%	2 17%	
NET: Less		261 23%	61 24%	199 22%	123 23%	116 23%	22 18%	20 28%	28 24%	13 18%	102 22%	88 23%	9 18%	131 24%	108 22%	22 17%	24 26%	3 10%	23 20%	25 30%	18 23%	16 21%	8 16%	18 21%	46 22%	51 22%	25 26%	4 33%	
Mean		-0.01	-0.07	0.01	0.05	-0.05	-0.10	-0.04	-0.09	-0.04	0.07	-0.04	-0.18	-0.03	-0.02	0.13	-0.15	0.17	0.03	-0.07	0.10	0.09	0.20	-0.15	0.07	-0.04	-0.11	-0.33	
Standard deviation		0.92	0.96	0.91	0.95	0.94	0.69	1.13	0.96	0.76	0.92	0.93	0.56	0.91	0.91	1.02	0.80	0.85	0.90	1.10	0.94	0.91	0.93	0.76	1.08	0.83	0.83	1.07	
Standard error		0.03	0.06	0.03	0.04	0.04	0.06	0.13	0.09	0.09	0.04	0.05	0.08	0.04	0.04	0.09	0.08	0.16	0.08	0.12	0.11	0.10	0.13	0.08	0.08	0.05	0.08	0.31	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 513

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?**Watching TV****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: More		235 20%	102 23%	114 27%	93 21%	95 27%
A lot more	(+2)	89 8%	33 8%	52 12%	41 9%	36 10%
A little more	(+1)	146 13%	69 16%	62 15%	52 12%	59 17%
About the same	(0)	661 57%	243 55%	207 48%	246 56%	166 48%
A little less	(-1)	188 16%	70 16%	82 19%	67 15%	59 17%
A lot less	(-2)	73 6%	23 5%	24 6%	30 7%	29 8%
NET: Less		261 23%	93 21%	106 25%	97 22%	88 25%
Mean		-0.01	0.04	0.08	0.02	0.04
Standard deviation		0.92	0.91	1.02	0.96	1.04
Standard error		0.03	0.04	0.05	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 514

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?

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	
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: More		197	42	155	120	69	8	17	21	4	103	48	4	84	81	32	15	5	20	13	18	10	11	10	46	38	10	1	
		17%	16%	17%	22%	14%	7%	24%	18%	6%	22%	13%	8%	16%	17%	24%	16%	17%	17%	16%	23%	13%	22%	12%	22%	16%	10%	8%	
A lot more	(+2)	66	18	48	38	26	2	8	9	1	30	17	1	25	25	16	2	2	7	4	5	4	4	5	18	14	-	1	
		6%	7%	5%	7%	5%	2%	11%	8%	1%	6%	4%	2%	5%	5%	12%	2%	7%	6%	5%	6%	5%	8%	6%	9%	6%	-	8%	
A little more	(+1)	131	24	107	82	43	6	9	12	3	73	31	3	59	56	16	13	3	13	9	13	6	7	5	28	24	10	-	
		11%	9%	12%	15%	9%	5%	13%	10%	4%	16%	8%	6%	11%	12%	12%	14%	10%	11%	11%	17%	8%	14%	6%	14%	10%	10%	-	
About the same	(0)	665	147	518	287	305	73	37	66	44	250	239	29	306	283	76	60	17	63	42	46	50	25	59	109	131	57	6	
		57%	57%	58%	53%	61%	60%	52%	56%	62%	54%	63%	58%	57%	58%	58%	64%	59%	55%	51%	60%	66%	50%	69%	53%	56%	59%	50%	
A little less	(-1)	145	28	117	71	61	13	8	13	7	63	48	6	80	54	10	10	6	15	14	6	9	8	9	23	32	11	2	
		13%	11%	13%	13%	12%	11%	11%	11%	10%	13%	13%	12%	15%	11%	8%	11%	21%	13%	17%	8%	12%	16%	10%	11%	14%	11%	17%	
A lot less	(-2)	150	42	107	61	62	27	9	17	16	51	45	11	69	67	14	9	1	17	14	7	7	6	8	29	31	18	3	
		13%	16%	12%	11%	12%	22%	13%	15%	23%	11%	12%	22%	13%	14%	11%	10%	3%	15%	17%	9%	9%	12%	9%	14%	13%	19%	25%	
NET: Less		295	70	224	132	123	40	17	30	23	114	93	17	149	121	24	19	7	32	28	13	16	14	17	52	63	29	5	
		25%	27%	25%	24%	25%	33%	24%	26%	32%	24%	24%	34%	28%	25%	18%	20%	24%	28%	34%	17%	21%	28%	20%	25%	27%	30%	42%	
Mean		-0.16	-0.20	-0.14	-0.06	-0.18	-0.47	-0.01	-0.15	-0.48	-0.07	-0.19	-0.46	-0.20	-0.17	0.08	-0.12	-0.03	-0.19	-0.30	0.04	-0.12	-0.10	-0.12	-0.08	-0.18	-0.39	-0.50	
Standard deviation		0.98	1.04	0.96	1.01	0.94	0.95	1.10	1.04	0.94	0.99	0.91	0.97	0.96	0.98	1.05	0.84	0.87	1.03	1.03	0.94	0.88	1.05	0.87	1.07	0.99	0.91	1.17	
Standard error		0.03	0.06	0.03	0.04	0.04	0.09	0.13	0.10	0.11	0.05	0.05	0.14	0.04	0.04	0.09	0.09	0.16	0.10	0.11	0.11	0.10	0.15	0.09	0.07	0.07	0.09	0.34	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 514

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?

Playing electronic games (e.g. on mobile device)

Base: All respondents

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: More		197 17%	81 18%	92 22%	83 19%	75 21%
A lot more	(+2)	66 6%	26 6%	40 9%	26 6%	28 8%
A little more	(+1)	131 11%	55 13%	52 12%	57 13%	47 13%
About the same	(0)	665 57%	244 56%	230 54%	239 55%	174 50%
A little less	(-1)	145 13%	53 12%	56 13%	57 13%	41 12%
A lot less	(-2)	150 13%	60 14%	49 11%	57 13%	59 17%
NET: Less		295 25%	113 26%	105 25%	114 26%	100 29%
Mean		-0.16	-0.15	-0.05	-0.14	-0.16
Standard deviation		0.98	1.01	1.04	1.00	1.11
Standard error		0.03	0.05	0.05	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 515

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?**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
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: More	397 34%	94 36%	302 34%	202 37%	165 33%	30 25%	33 46%	42 36%	19 27%	168 36%	123 32%	11 22%	184 34%	157 32%	56 42%	26 28%	8 28%	41 36%	24 29%	31 40%	23 30%	21 42%	28 33%	94 45%	77 33%	21 22%	3 25%
A lot more	(+2) 160 14%	32 12%	128 14%	83 15%	71 14%	6 5%	13 18%	15 13%	4 6%	70 15%	56 15%	2 4%	75 14%	63 13%	22 17%	10 11%	4 14%	15 13%	8 10%	13 17%	11 14%	6 12%	12 14%	45 22%	29 13%	5 5%	2 17%
A little more	(+1) 237 20%	62 24%	174 19%	119 22%	94 19%	24 20%	20 28%	27 23%	15 21%	98 21%	67 18%	9 18%	109 20%	94 19%	34 26%	16 17%	4 14%	26 23%	16 19%	18 23%	12 16%	15 30%	16 19%	49 24%	48 21%	16 17%	1 8%
About the same	(0) 662 57%	152 59%	510 57%	277 51%	298 60%	87 72%	33 46%	69 59%	50 70%	244 52%	229 60%	37 74%	305 57%	289 60%	67 51%	62 66%	18 62%	64 56%	50 60%	38 49%	42 55%	26 52%	52 60%	97 47%	142 61%	66 69%	5 42%
A little less	(-1) 83 7%	11 4%	72 8%	51 9%	29 6%	3 2%	5 7%	5 4%	1 1%	46 10%	24 6%	2 4%	42 8%	34 7%	7 5%	6 6%	3 10%	8 7%	9 11%	7 9%	9 12%	2 4%	5 6%	11 5%	11 5%	9 9%	3 25%
A lot less	(-2) 15 1%	2 1%	13 1%	9 2%	5 1%	1 1%	- -	1 1%	1 1%	9 2%	4 1%	- -	8 1%	5 1%	2 2%	- -	- -	2 2%	- -	1 1%	2 3%	1 2%	1 1%	5 2%	2 1%	- -	1 8%
NET: Less	98 8%	13 5%	85 9%	60 11%	34 7%	4 3%	5 7%	6 5%	2 3%	55 12%	28 7%	2 4%	50 9%	39 8%	9 7%	6 6%	3 10%	10 9%	9 11%	8 10%	11 14%	3 6%	6 7%	16 8%	13 6%	9 9%	4 33%
Mean	0.38	0.43	0.37	0.40	0.40	0.26	0.58	0.43	0.28	0.37	0.39	0.22	0.37	0.36	0.51	0.32	0.31	0.38	0.28	0.45	0.28	0.46	0.38	0.57	0.39	0.18	0.00
Standard deviation	0.86	0.79	0.88	0.92	0.84	0.63	0.87	0.80	0.66	0.92	0.85	0.58	0.87	0.83	0.89	0.75	0.85	0.86	0.79	0.93	0.95	0.84	0.84	0.97	0.80	0.66	1.21
Standard error	0.03	0.05	0.03	0.04	0.04	0.06	0.10	0.07	0.08	0.04	0.04	0.08	0.04	0.04	0.08	0.08	0.16	0.08	0.09	0.11	0.11	0.12	0.09	0.07	0.05	0.07	0.35

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 515

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?**Browsing the internet****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: More		397 34%	163 37%	181 42%	168 39%	151 43%
A lot more	(+2)	160 14%	63 14%	82 19%	66 15%	68 19%
A little more	(+1)	237 20%	100 23%	99 23%	102 23%	83 24%
About the same	(0)	662 57%	245 56%	205 48%	237 54%	166 48%
A little less	(-1)	83 7%	24 5%	35 8%	26 6%	29 8%
A lot less	(-2)	15 1%	6 1%	6 1%	5 1%	3 1%
NET: Less		98 8%	30 7%	41 10%	31 7%	32 9%
Mean		0.38	0.43	0.51	0.45	0.53
Standard deviation		0.86	0.85	0.94	0.86	0.93
Standard error		0.03	0.04	0.05	0.04	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 516

Q23. How strongly would you say you agree or disagree with the following?**Summary****Base: All respondents**

Statements

	I find it easy to find 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	I would like to produce my own podcast	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 UK podcasts to those from other countries	I prefer to just use one place to access my podcasts	Podcasts allow me to enjoy my hobbies more	I feel more informed because of podcasts
Base	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157	1157
NET: Agree	897 78%	693 60%	394 34%	334 29%	403 35%	946 82%	1022 88%	305 26%	972 84%	1070 92%	200 17%	609 53%	530 46%	791 68%	702 61%	936 81%
Strongly agree (+2)	391 34%	256 22%	99 9%	100 9%	82 7%	498 43%	575 50%	102 9%	506 44%	777 67%	56 5%	136 12%	213 18%	413 36%	265 23%	403 35%
Slightly agree (+1)	506 44%	437 38%	295 25%	234 20%	321 28%	448 39%	447 39%	203 18%	466 40%	293 25%	144 12%	473 41%	317 27%	378 33%	437 38%	533 46%
Neither agree nor disagree (0)	162 14%	325 28%	275 24%	220 19%	367 32%	179 15%	114 10%	208 18%	156 13%	79 7%	259 22%	473 41%	402 35%	245 21%	387 33%	192 17%
Slightly disagree (-1)	86 7%	97 8%	284 25%	291 25%	254 22%	27 2%	14 1%	203 18%	25 2%	4 *	317 27%	66 6%	139 12%	94 8%	47 4%	24 2%
Strongly disagree (-2)	12 1%	42 4%	204 18%	312 27%	133 11%	5 *	7 1%	441 38%	4 *	4 *	381 33%	9 1%	86 7%	27 2%	21 2%	5 *
NET: Disagree	98 8%	139 12%	488 42%	603 52%	387 33%	32 3%	21 2%	644 56%	29 3%	8 1%	698 60%	75 6%	225 19%	121 10%	68 6%	29 3%
Mean	1.02	0.66	-0.17	-0.42	-0.03	1.22	1.36	-0.59	1.25	1.59	-0.71	0.57	0.37	0.91	0.76	1.13
Standard deviation	0.93	1.03	1.23	1.31	1.11	0.82	0.76	1.37	0.79	0.66	1.19	0.80	1.14	1.05	0.91	0.79
Standard error	0.03	0.03	0.04	0.04	0.03	0.02	0.02	0.04	0.02	0.02	0.03	0.02	0.03	0.03	0.03	0.02

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 517

Q23. How strongly would you say you agree or disagree with the following?**I find it easy to find 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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		897	189	707	421	386	90	56	84	49	364	302	41	420	366	110	71	22	91	65	67	53	34	70	161	177	77	9
		78%	73%	79%	78%	78%	74%	79%	72%	69%	78%	79%	82%	78%	75%	83%	76%	76%	79%	78%	87%	70%	68%	81%	78%	76%	80%	75%
Strongly agree	(+2)	391	80	311	179	177	35	22	37	21	157	140	14	205	140	46	33	7	36	26	36	21	16	34	68	77	33	4
		34%	31%	35%	33%	36%	29%	31%	32%	30%	34%	37%	28%	38%	29%	35%	35%	24%	31%	31%	47%	28%	32%	40%	33%	33%	34%	33%
Slightly agree	(+1)	506	109	396	242	209	55	34	47	28	207	162	27	215	226	64	38	15	55	39	31	32	18	36	93	100	44	5
		44%	42%	44%	45%	42%	45%	48%	40%	39%	44%	43%	54%	40%	47%	48%	40%	52%	48%	47%	40%	42%	36%	42%	45%	43%	46%	42%
Neither agree nor disagree	(0)	162	48	114	71	72	19	7	27	14	64	45	5	72	74	16	15	4	18	9	4	14	9	12	29	35	11	2
		14%	19%	13%	13%	14%	16%	10%	23%	20%	14%	12%	10%	13%	15%	12%	16%	14%	16%	11%	5%	18%	18%	14%	14%	15%	11%	17%
Slightly disagree	(-1)	86	20	66	42	35	9	8	6	6	34	29	3	43	37	6	7	3	6	8	6	8	7	4	15	14	7	1
		7%	8%	7%	8%	7%	7%	11%	5%	8%	7%	8%	6%	8%	8%	5%	7%	10%	5%	10%	8%	11%	14%	5%	7%	6%	7%	8%
Strongly disagree	(-2)	12	2	10	5	4	3	-	-	2	5	4	1	4	8	-	1	-	-	1	-	1	-	-	2	6	1	-
		1%	1%	1%	1%	1%	2%	-	-	3%	1%	1%	2%	1%	2%	-	1%	-	-	1%	-	1%	-	-	1%	3%	1%	-
NET: Disagree		98	22	76	47	39	12	8	6	8	39	33	4	47	45	6	8	3	6	9	6	9	7	4	17	20	8	1
		8%	8%	8%	9%	8%	10%	11%	5%	11%	8%	9%	8%	9%	9%	5%	9%	10%	5%	11%	8%	12%	14%	5%	8%	9%	8%	8%
Mean		1.02	0.95	1.04	1.02	1.05	0.91	0.99	0.98	0.85	1.02	1.07	1.00	1.06	0.93	1.14	1.01	0.90	1.05	0.98	1.26	0.84	0.86	1.16	1.01	0.98	1.05	1.00
Standard deviation		0.93	0.93	0.93	0.93	0.92	0.98	0.93	0.87	1.04	0.93	0.94	0.90	0.95	0.94	0.80	0.96	0.90	0.83	0.96	0.88	0.99	1.03	0.84	0.92	0.98	0.92	0.95
Standard error		0.03	0.06	0.03	0.04	0.04	0.09	0.11	0.08	0.12	0.04	0.05	0.13	0.04	0.04	0.07	0.10	0.17	0.08	0.11	0.10	0.11	0.15	0.09	0.06	0.06	0.09	0.28

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 517

Q23. How strongly would you say you agree or disagree with the following?**I find it easy to find podcasts I might enjoy****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		897 78%	359 82%	346 81%	345 79%	275 79%
Strongly agree	(+2)	391 34%	153 35%	159 37%	166 38%	104 30%
Slightly agree	(+1)	506 44%	206 47%	187 44%	179 41%	171 49%
Neither agree nor disagree	(0)	162 14%	48 11%	46 11%	56 13%	50 14%
Slightly disagree	(-1)	86 7%	25 6%	33 8%	31 7%	17 5%
Strongly disagree	(-2)	12 1%	6 1%	2 *	4 1%	7 2%
NET: Disagree		98 8%	31 7%	35 8%	35 8%	24 7%
Mean		1.02	1.08	1.10	1.08	1.00
Standard deviation		0.93	0.90	0.91	0.93	0.90
Standard error		0.03	0.04	0.04	0.04	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 518

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	Northern Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		693	138	555	303	316	74	37	59	42	266	257	32	328	290	74	50	16	73	51	52	52	34	45	113	137	61	9
		60%	53%	62%	56%	64%	61%	52%	50%	59%	57%	68%	64%	61%	60%	56%	53%	55%	63%	61%	68%	68%	68%	52%	55%	59%	64%	75%
Strongly agree	(+2)	256	56	200	94	125	37	9	28	19	85	97	18	130	98	28	16	5	31	15	23	15	9	20	42	55	22	3
		22%	22%	22%	17%	25%	31%	13%	24%	27%	18%	26%	36%	24%	20%	21%	17%	17%	27%	18%	30%	20%	18%	23%	20%	24%	23%	25%
Slightly agree	(+1)	437	82	355	209	191	37	28	31	23	181	160	14	198	192	46	34	11	42	36	29	37	25	25	71	82	39	6
		38%	32%	40%	39%	38%	31%	39%	26%	32%	39%	42%	28%	37%	40%	35%	36%	38%	37%	43%	38%	49%	50%	29%	34%	35%	41%	50%
Neither agree nor disagree	(0)	325	88	236	160	129	36	21	44	23	138	85	13	150	134	41	25	10	34	21	14	16	11	35	70	64	24	1
		28%	34%	26%	30%	26%	30%	30%	38%	32%	30%	22%	26%	28%	28%	31%	27%	34%	30%	25%	18%	21%	22%	41%	34%	28%	25%	8%
Slightly disagree	(-1)	97	20	77	58	31	8	7	9	4	51	22	4	44	43	10	14	3	6	8	6	6	4	4	17	20	7	2
		8%	8%	9%	11%	6%	7%	10%	8%	6%	11%	6%	8%	8%	9%	8%	15%	10%	5%	10%	8%	8%	8%	5%	8%	9%	7%	17%
Strongly disagree	(-2)	42	13	29	18	21	3	6	5	2	12	16	1	17	18	7	5	-	2	3	5	2	1	2	7	11	4	-
		4%	5%	3%	3%	4%	2%	8%	4%	3%	3%	4%	2%	3%	4%	5%	5%	-	2%	4%	6%	3%	2%	2%	3%	5%	4%	-
NET: Disagree		139	33	106	76	52	11	13	14	6	63	38	5	61	61	17	19	3	8	11	11	8	5	6	24	31	11	2
		12%	13%	12%	14%	10%	9%	18%	12%	8%	13%	10%	10%	11%	13%	13%	20%	10%	7%	13%	14%	11%	10%	7%	12%	13%	11%	17%
Mean		0.66	0.57	0.69	0.56	0.74	0.80	0.38	0.58	0.75	0.59	0.79	0.88	0.71	0.64	0.59	0.45	0.62	0.82	0.63	0.77	0.75	0.74	0.66	0.60	0.65	0.71	0.83
Standard deviation		1.03	1.07	1.01	1.01	1.04	1.03	1.10	1.07	1.01	0.99	1.02	1.06	1.02	1.02	1.07	1.10	0.90	0.95	1.01	1.16	0.95	0.92	0.97	1.01	1.08	1.04	1.03
Standard error		0.03	0.07	0.03	0.04	0.05	0.09	0.13	0.10	0.12	0.05	0.05	0.15	0.04	0.05	0.09	0.11	0.17	0.09	0.11	0.13	0.11	0.13	0.10	0.07	0.07	0.11	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 518

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		693 60%	282 64%	259 61%	271 62%	217 62%
Strongly agree	(+2)	256 22%	118 27%	101 24%	106 24%	80 23%
Slightly agree	(+1)	437 38%	164 37%	158 37%	165 38%	137 39%
Neither agree nor disagree	(0)	325 28%	111 25%	114 27%	115 26%	96 28%
Slightly disagree	(-1)	97 8%	31 7%	43 10%	35 8%	29 8%
Strongly disagree	(-2)	42 4%	14 3%	11 3%	15 3%	7 2%
NET: Disagree		139 12%	45 10%	54 13%	50 11%	36 10%
Mean		0.66	0.78	0.69	0.72	0.73
Standard deviation		1.03	1.02	1.02	1.03	0.97
Standard error		0.03	0.05	0.05	0.05	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 519

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	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	
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12	
NET: Agree		394	83	311	208	159	27	29	37	17	179	122	10	199	159	36	33	12	39	30	35	23	16	28	88	63	24	3	
		34%	32%	35%	39%	32%	22%	41%	32%	24%	38%	32%	20%	37%	33%	27%	35%	41%	34%	36%	45%	30%	32%	33%	43%	27%	25%	25%	
Strongly agree	(+2)	99	22	77	58	36	5	9	9	4	49	27	1	58	28	13	3	6	14	7	12	6	1	9	24	14	3	-	
		9%	8%	9%	11%	7%	4%	13%	8%	6%	10%	7%	2%	11%	6%	10%	3%	21%	12%	8%	16%	8%	2%	10%	12%	6%	3%	-	
Slightly agree	(+1)	295	61	234	150	123	22	20	28	13	130	95	9	141	131	23	30	6	25	23	23	17	15	19	64	49	21	3	
		25%	24%	26%	28%	25%	18%	28%	24%	18%	28%	25%	18%	26%	27%	17%	32%	21%	22%	28%	30%	22%	30%	22%	31%	21%	22%	25%	
Neither agree nor disagree	(0)	275	67	208	132	117	26	18	32	17	114	85	9	123	111	41	24	7	22	20	18	18	9	23	41	63	27	3	
		24%	26%	23%	24%	24%	21%	25%	27%	24%	24%	22%	18%	23%	23%	31%	26%	24%	19%	24%	23%	24%	18%	27%	20%	27%	28%	25%	
Slightly disagree	(-1)	284	60	223	128	120	36	14	24	22	113	96	14	137	117	29	27	5	31	19	9	21	16	21	45	62	26	2	
		25%	23%	25%	24%	24%	30%	20%	21%	31%	24%	25%	28%	25%	24%	22%	29%	17%	27%	23%	12%	28%	32%	24%	22%	27%	27%	17%	
Strongly disagree	(-2)	204	49	155	71	101	32	10	24	15	61	77	17	80	98	26	10	5	23	14	15	14	9	14	33	44	19	4	
		18%	19%	17%	13%	20%	26%	14%	21%	21%	13%	20%	34%	15%	20%	20%	11%	17%	20%	17%	19%	18%	18%	16%	16%	19%	20%	33%	
NET: Disagree		488	109	378	199	221	68	24	48	37	174	173	31	217	215	55	37	10	54	33	24	35	25	35	78	106	45	6	
		42%	42%	42%	37%	44%	56%	34%	41%	52%	37%	46%	62%	40%	44%	42%	39%	34%	47%	40%	31%	46%	50%	41%	38%	46%	47%	50%	
Mean		-0.17	-0.20	-0.16	-0.01	-0.26	-0.56	0.06	-0.22	-0.44	-0.01	-0.27	-0.74	-0.07	-0.26	-0.24	-0.12	0.10	-0.21	-0.12	0.10	-0.26	-0.34	-0.14	*	-0.31	-0.39	-0.58	
Standard deviation		1.23	1.24	1.23	1.21	1.24	1.18	1.25	1.24	1.18	1.21	1.24	1.17	1.24	1.22	1.24	1.08	1.40	1.32	1.23	1.35	1.23	1.15	1.24	1.28	1.18	1.13	1.24	
Standard error		0.04	0.08	0.04	0.05	0.06	0.11	0.15	0.11	0.14	0.06	0.06	0.17	0.05	0.06	0.11	0.11	0.26	0.12	0.14	0.15	0.14	0.16	0.13	0.09	0.08	0.12	0.36	

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 519

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		394 34%	167 38%	170 40%	164 38%	131 38%
Strongly agree	(+2)	99 9%	46 11%	47 11%	42 10%	35 10%
Slightly agree	(+1)	295 25%	121 28%	123 29%	122 28%	96 28%
Neither agree nor disagree	(0)	275 24%	103 24%	109 26%	88 20%	97 28%
Slightly disagree	(-1)	284 25%	98 22%	96 22%	113 26%	75 21%
Strongly disagree	(-2)	204 18%	70 16%	52 12%	71 16%	46 13%
NET: Disagree		488 42%	168 38%	148 35%	184 42%	121 35%
Mean		-0.17	-0.06	0.04	-0.11	*
Standard deviation		1.23	1.25	1.20	1.25	1.19
Standard error		0.04	0.06	0.06	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 520

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	Northern Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		334	67	267	188	124	22	31	25	11	157	99	11	147	144	43	32	9	31	22	22	17	16	27	69	71	18	-
		29%	26%	30%	35%	25%	18%	44%	21%	15%	34%	26%	22%	27%	30%	33%	34%	31%	27%	27%	29%	22%	32%	31%	33%	31%	19%	-
Strongly agree	(+2)	100	22	78	55	40	5	7	13	2	48	27	3	41	46	13	7	2	13	4	9	4	6	7	20	21	7	-
		9%	8%	9%	10%	8%	4%	10%	11%	3%	10%	7%	6%	8%	9%	10%	7%	7%	11%	5%	12%	5%	12%	8%	10%	9%	7%	-
Slightly agree	(+1)	234	45	189	133	84	17	24	12	9	109	72	8	106	98	30	25	7	18	18	13	13	10	20	49	50	11	-
		20%	17%	21%	25%	17%	14%	34%	10%	13%	23%	19%	16%	20%	20%	23%	27%	24%	16%	22%	17%	17%	20%	23%	24%	22%	11%	-
Neither agree nor disagree	(0)	220	55	164	93	98	29	15	25	15	77	73	14	108	82	30	17	8	19	16	15	22	9	15	37	39	22	1
		19%	21%	18%	17%	20%	24%	21%	21%	21%	16%	19%	28%	20%	17%	23%	18%	28%	17%	19%	19%	29%	18%	17%	18%	17%	23%	8%
Slightly disagree	(-1)	291	61	230	123	139	29	10	33	18	113	106	11	138	130	22	22	5	34	22	19	20	11	18	56	62	18	4
		25%	24%	26%	23%	28%	24%	14%	28%	25%	24%	28%	22%	26%	27%	17%	23%	17%	30%	27%	25%	26%	22%	21%	27%	27%	19%	33%
Strongly disagree	(-2)	312	76	236	135	136	41	15	34	27	120	102	14	146	129	37	23	7	31	23	21	17	14	26	45	60	38	7
		27%	29%	26%	25%	27%	34%	21%	29%	38%	26%	27%	28%	27%	27%	28%	24%	24%	27%	28%	27%	22%	28%	30%	22%	26%	40%	58%
NET: Disagree		603	137	466	258	275	70	25	67	45	233	208	25	284	259	59	45	12	65	45	40	37	25	44	101	122	56	11
		52%	53%	52%	48%	55%	58%	35%	57%	63%	50%	55%	50%	53%	53%	45%	48%	41%	57%	54%	52%	49%	50%	51%	49%	53%	58%	92%
Mean		-0.42	-0.48	-0.40	-0.28	-0.50	-0.69	-0.03	-0.54	-0.83	-0.32	-0.48	-0.50	-0.45	-0.41	-0.30	-0.31	-0.28	-0.45	-0.51	-0.39	-0.43	-0.34	-0.42	-0.28	-0.39	-0.72	-1.50
Standard deviation		1.31	1.30	1.31	1.35	1.27	1.20	1.32	1.31	1.16	1.35	1.26	1.23	1.28	1.32	1.35	1.30	1.28	1.34	1.24	1.36	1.17	1.39	1.35	1.30	1.32	1.30	0.67
Standard error		0.04	0.08	0.04	0.06	0.06	0.11	0.16	0.12	0.14	0.06	0.06	0.17	0.06	0.06	0.12	0.13	0.24	0.12	0.14	0.15	0.13	0.20	0.15	0.09	0.09	0.13	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 520

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		334 29%	124 28%	135 32%	134 31%	108 31%
Strongly agree	(+2)	100 9%	42 10%	39 9%	41 9%	25 7%
Slightly agree	(+1)	234 20%	82 19%	96 22%	93 21%	83 24%
Neither agree nor disagree	(0)	220 19%	90 21%	74 17%	69 16%	86 25%
Slightly disagree	(-1)	291 25%	109 25%	110 26%	105 24%	82 23%
Strongly disagree	(-2)	312 27%	115 26%	108 25%	128 29%	73 21%
NET: Disagree		603 52%	224 51%	218 51%	233 53%	155 44%
Mean		-0.42	-0.39	-0.36	-0.43	-0.27
Standard deviation		1.31	1.31	1.32	1.35	1.24
Standard error		0.04	0.06	0.06	0.06	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 521

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	Northern Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		403	76	326	217	161	25	25	34	17	191	127	8	194	171	38	31	4	45	32	26	32	18	25	80	75	32	3
		35%	29%	36%	40%	32%	21%	35%	29%	24%	41%	33%	16%	36%	35%	29%	33%	14%	39%	39%	34%	42%	36%	29%	39%	32%	33%	25%
Strongly agree	(+2)	82	12	70	43	37	2	3	8	1	40	29	1	36	33	13	3	1	10	6	5	4	4	4	22	19	4	-
		7%	5%	8%	8%	7%	2%	4%	7%	1%	9%	8%	2%	7%	7%	10%	3%	3%	9%	7%	6%	5%	8%	5%	11%	8%	4%	-
Slightly agree	(+1)	321	64	256	174	124	23	22	26	16	151	98	7	158	138	25	28	3	35	26	21	28	14	21	58	56	28	3
		28%	25%	29%	32%	25%	19%	31%	22%	23%	32%	26%	14%	29%	28%	19%	30%	10%	30%	31%	27%	37%	28%	24%	28%	24%	29%	25%
Neither agree nor disagree	(0)	367	97	270	127	188	52	20	47	30	107	141	22	163	159	45	31	9	34	29	23	23	15	24	75	71	31	2
		32%	37%	30%	24%	38%	43%	28%	40%	42%	23%	37%	44%	30%	33%	34%	33%	31%	30%	35%	30%	30%	30%	28%	36%	31%	32%	17%
Slightly disagree	(-1)	254	59	195	130	98	26	18	24	17	112	74	9	118	104	31	23	6	25	17	16	15	12	21	31	58	25	5
		22%	23%	22%	24%	20%	21%	25%	21%	24%	24%	19%	18%	22%	21%	23%	24%	21%	22%	20%	21%	20%	24%	24%	15%	25%	26%	42%
Strongly disagree	(-2)	133	27	106	65	50	18	8	12	7	57	38	11	64	51	18	9	10	11	5	12	6	5	16	21	28	8	2
		11%	10%	12%	12%	10%	15%	11%	10%	10%	12%	10%	22%	12%	11%	14%	10%	34%	10%	6%	16%	8%	10%	19%	10%	12%	8%	17%
NET: Disagree		387	86	301	195	148	44	26	36	24	169	112	20	182	155	49	32	16	36	22	28	21	17	37	52	86	33	7
		33%	33%	34%	36%	30%	36%	37%	31%	34%	36%	29%	40%	34%	32%	37%	34%	55%	31%	27%	36%	28%	34%	43%	25%	37%	34%	58%
Mean		-0.03	-0.10	-0.01	0.00	0.00	-0.29	-0.08	-0.05	-0.18	0.01	0.02	-0.44	-0.03	*	-0.12	-0.07	-0.72	0.07	0.13	-0.12	0.12	0.00	-0.28	0.14	-0.09	-0.05	-0.50
Standard deviation		1.11	1.04	1.14	1.17	1.07	1.00	1.09	1.06	0.95	1.18	1.08	1.05	1.12	1.09	1.17	1.03	1.16	1.12	1.02	1.17	1.05	1.12	1.16	1.12	1.14	1.03	1.09
Standard error		0.03	0.06	0.04	0.05	0.05	0.09	0.13	0.10	0.11	0.05	0.06	0.15	0.05	0.05	0.10	0.11	0.22	0.10	0.11	0.13	0.12	0.16	0.13	0.08	0.07	0.11	0.31

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 521

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		403 35%	160 37%	166 39%	160 37%	136 39%
Strongly agree	(+2)	82 7%	34 8%	40 9%	30 7%	28 8%
Slightly agree	(+1)	321 28%	126 29%	126 30%	130 30%	108 31%
Neither agree nor disagree	(0)	367 32%	139 32%	127 30%	135 31%	138 40%
Slightly disagree	(-1)	254 22%	97 22%	92 22%	96 22%	53 15%
Strongly disagree	(-2)	133 11%	42 10%	42 10%	45 10%	22 6%
NET: Disagree		387 33%	139 32%	134 31%	141 32%	75 21%
Mean		-0.03	0.03	0.07	0.01	0.19
Standard deviation		1.11	1.10	1.13	1.10	1.00
Standard error		0.03	0.05	0.05	0.05	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 522

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	Northern Ireland
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree	946 82%	195 75%	750 84%	460 85%	408 82%	78 64%	58 82%	92 79%	45 63%	401 86%	316 83%	33 66%	443 82%	396 82%	106 80%	80 85%	24 83%	101 88%	68 82%	69 90%	61 80%	39 78%	57 66%	167 81%	191 82%	80 83%	9 75%
Strongly agree	(+2) 43%	96 37%	402 45%	254 47%	211 42%	33 27%	32 45%	49 42%	15 21%	222 48%	162 43%	18 36%	229 42%	200 41%	68 52%	41 44%	11 38%	51 44%	39 47%	41 53%	26 34%	23 46%	39 45%	80 39%	99 43%	44 46%	4 33%
Slightly agree	(+1) 39%	99 38%	348 39%	206 38%	197 40%	45 37%	26 37%	43 37%	30 42%	179 38%	154 41%	15 30%	214 40%	196 40%	38 29%	39 41%	13 45%	50 43%	29 35%	28 36%	35 46%	16 32%	18 21%	87 42%	92 40%	36 38%	5 42%
Neither agree nor disagree	(0) 15%	51 20%	128 14%	66 12%	77 15%	36 30%	7 10%	21 18%	23 32%	59 13%	56 15%	13 26%	81 15%	75 15%	23 17%	12 13%	4 14%	11 10%	9 11%	8 10%	12 16%	11 22%	25 29%	35 17%	34 15%	16 17%	2 17%
Slightly disagree	(-1) 2%	11 4%	16 2%	11 2%	9 2%	7 6%	6 8%	2 2%	3 4%	5 1%	7 2%	4 8%	13 2%	11 2%	3 2%	1 1%	1 3%	3 3%	6 7%	- -	2 3%	- -	3 3%	4 2%	6 3%	- -	1 8%
Strongly disagree	(-2) *	2 1%	3 *	2 *	3 1%	- -	- -	2 2%	- -	2 *	1 *	- -	2 *	3 1%	- -	1 1%	- -	- -	- -	- -	1 1%	- -	1 1%	1 *	1 *	- -	- -
NET: Disagree	32 3%	13 5%	19 2%	13 2%	12 2%	7 6%	6 8%	4 3%	3 4%	7 1%	8 2%	4 8%	15 3%	14 3%	3 2%	2 2%	1 3%	3 3%	6 7%	- -	3 4%	- -	4 5%	5 2%	7 3%	- -	1 8%
Mean	1.22	1.07	1.26	1.30	1.22	0.86	1.18	1.15	0.80	1.31	1.23	0.94	1.22	1.19	1.30	1.26	1.17	1.30	1.22	1.43	1.09	1.24	1.06	1.16	1.22	1.29	1.00
Standard deviation	0.82	0.90	0.79	0.79	0.81	0.89	0.93	0.90	0.82	0.77	0.79	0.98	0.81	0.82	0.84	0.80	0.80	0.75	0.91	0.68	0.85	0.80	1.00	0.81	0.82	0.74	0.95
Standard error	0.02	0.06	0.03	0.03	0.04	0.08	0.11	0.08	0.10	0.04	0.04	0.14	0.03	0.04	0.07	0.08	0.15	0.07	0.10	0.08	0.10	0.11	0.11	0.06	0.05	0.08	0.28

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 522

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		946 82%	350 80%	373 87%	372 85%	293 84%
Strongly agree	(+2)	498 43%	171 39%	204 48%	204 47%	140 40%
Slightly agree	(+1)	448 39%	179 41%	169 40%	168 39%	153 44%
Neither agree nor disagree	(0)	179 15%	71 16%	46 11%	53 12%	53 15%
Slightly disagree	(-1)	27 2%	14 3%	8 2%	9 2%	3 1%
Strongly disagree	(-2)	5 *	3 1%	- -	2 *	- -
NET: Disagree		32 3%	17 4%	8 2%	11 3%	3 1%
Mean		1.22	1.14	1.33	1.29	1.23
Standard deviation		0.82	0.85	0.74	0.79	0.73
Standard error		0.02	0.04	0.04	0.04	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 523

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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		1022	221	800	476	446	100	63	102	56	412	344	44	487	420	114	89	23	110	73	72	65	42	74	177	208	81	8
		88%	85%	89%	88%	90%	83%	89%	87%	79%	88%	91%	88%	90%	87%	86%	95%	79%	96%	88%	94%	86%	84%	86%	86%	90%	84%	67%
Strongly agree	(+2)	575	127	448	263	255	57	37	57	33	226	198	24	278	230	67	50	12	64	41	49	34	19	44	90	114	55	3
		50%	49%	50%	49%	51%	47%	52%	49%	46%	48%	52%	48%	52%	47%	51%	53%	41%	56%	49%	64%	45%	38%	51%	43%	49%	57%	25%
Slightly agree	(+1)	447	94	352	213	191	43	26	45	23	186	146	20	209	190	47	39	11	46	32	23	31	23	30	87	94	26	5
		39%	36%	39%	40%	38%	36%	37%	38%	32%	40%	38%	40%	39%	39%	36%	41%	38%	40%	39%	30%	41%	46%	35%	42%	41%	27%	42%
Neither agree nor disagree	(0)	114	30	84	51	45	18	6	12	12	45	33	6	43	55	16	3	6	4	8	5	9	7	11	26	21	11	3
		10%	12%	9%	9%	9%	15%	8%	10%	17%	10%	9%	12%	8%	11%	12%	3%	21%	3%	10%	6%	12%	14%	13%	13%	9%	11%	25%
Slightly disagree	(-1)	14	5	9	8	4	2	1	2	2	7	2	-	6	7	1	1	-	1	2	-	-	1	1	3	2	3	-
		1%	2%	1%	1%	1%	2%	1%	2%	3%	1%	1%	-	1%	1%	1%	1%	-	1%	2%	-	-	2%	1%	1%	1%	3%	-
Strongly disagree	(-2)	7	3	4	4	2	1	1	1	1	3	1	-	3	3	1	1	-	-	-	-	2	-	-	1	1	1	1
		1%	1%	*	1%	*	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	-	-	-	-	3%	-	-	*	*	1%	8%
NET: Disagree		21	8	13	12	6	3	2	3	3	10	3	-	9	10	2	2	-	1	2	-	2	1	1	4	3	4	1
		2%	3%	1%	2%	1%	2%	3%	3%	4%	2%	1%	-	2%	2%	2%	2%	-	1%	2%	-	3%	2%	1%	2%	1%	4%	8%
Mean		1.36	1.30	1.37	1.34	1.39	1.26	1.37	1.32	1.20	1.34	1.42	1.36	1.40	1.31	1.35	1.45	1.21	1.50	1.35	1.57	1.25	1.20	1.36	1.27	1.37	1.36	0.75
Standard deviation		0.76	0.84	0.73	0.77	0.72	0.83	0.81	0.80	0.92	0.76	0.69	0.69	0.73	0.78	0.78	0.71	0.77	0.61	0.76	0.62	0.87	0.76	0.75	0.77	0.72	0.88	1.14
Standard error		0.02	0.05	0.02	0.03	0.03	0.08	0.10	0.07	0.11	0.04	0.04	0.10	0.03	0.04	0.07	0.07	0.14	0.06	0.08	0.07	0.10	0.11	0.08	0.05	0.05	0.09	0.33

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 523

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		1022 88%	391 89%	389 91%	402 92%	306 88%
Strongly agree	(+2)	575 50%	226 52%	223 52%	247 57%	145 42%
Slightly agree	(+1)	447 39%	165 38%	166 39%	155 36%	161 46%
Neither agree nor disagree	(0)	114 10%	38 9%	29 7%	28 6%	35 10%
Slightly disagree	(-1)	14 1%	7 2%	7 2%	4 1%	5 1%
Strongly disagree	(-2)	7 1%	2 *	2 *	2 *	3 1%
NET: Disagree		21 2%	9 2%	9 2%	6 1%	8 2%
Mean		1.36	1.38	1.41	1.47	1.26
Standard deviation		0.76	0.75	0.73	0.70	0.76
Standard error		0.02	0.04	0.04	0.03	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 524

Q23. How strongly would you say you agree or disagree with the following?**I would like to produce my own 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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		305 26%	62 24%	242 27%	179 33%	117 24%	9 7%	29 41%	28 24%	5 7%	149 32%	89 23%	4 8%	150 28%	127 26%	28 21%	20 21%	10 34%	26 23%	21 25%	28 36%	23 30%	16 32%	16 19%	74 36%	50 22%	21 22%	-
Strongly agree	(+2)	102 9%	24 9%	78 9%	59 11%	38 8%	5 4%	8 11%	13 11%	3 4%	51 11%	25 7%	2 4%	50 9%	41 8%	11 8%	5 5%	6 21%	9 8%	8 10%	13 17%	11 14%	6 12%	5 6%	21 10%	12 5%	6 6%	-
Slightly agree	(+1)	203 18%	38 15%	164 18%	120 22%	79 16%	4 3%	21 30%	15 13%	2 3%	98 21%	64 17%	2 4%	100 19%	86 18%	17 13%	15 16%	4 14%	17 15%	13 16%	15 19%	12 16%	10 20%	11 13%	53 26%	38 16%	15 16%	-
Neither agree nor disagree	(0)	208 18%	63 24%	145 16%	91 17%	96 19%	21 17%	13 18%	34 29%	16 23%	78 17%	62 16%	5 10%	89 17%	90 19%	29 22%	17 18%	4 14%	18 16%	11 13%	14 18%	15 20%	10 20%	16 19%	50 24%	38 16%	14 15%	1
Slightly disagree	(-1)	203 18%	41 16%	162 18%	98 18%	88 18%	17 14%	12 17%	17 15%	12 17%	86 18%	71 19%	5 10%	84 16%	94 19%	25 19%	21 22%	6 21%	16 14%	17 20%	10 13%	16 21%	6 12%	14 16%	32 15%	45 19%	17 18%	3
Strongly disagree	(-2)	441 38%	93 36%	348 39%	171 32%	196 39%	74 61%	17 24%	38 32%	38 54%	154 33%	158 42%	36 72%	216 40%	174 36%	50 38%	36 38%	9 31%	55 48%	34 41%	25 32%	22 29%	18 36%	40 47%	51 25%	99 43%	44 46%	8
NET: Disagree		644 56%	134 52%	510 57%	269 50%	284 57%	91 75%	29 41%	55 47%	50 70%	240 51%	229 60%	41 82%	300 56%	268 55%	75 57%	57 61%	15 52%	71 62%	51 61%	35 45%	38 50%	24 48%	54 63%	83 40%	144 62%	61 64%	11
Mean		-0.59	-0.54	-0.60	-0.37	-0.65	-1.25	-0.13	-0.44	-1.13	-0.42	-0.72	-1.42	-0.59	-0.56	-0.65	-0.72	-0.28	-0.79	-0.67	-0.25	-0.34	-0.40	-0.85	-0.19	-0.78	-0.81	-1.58
Standard deviation		1.37	1.35	1.38	1.41	1.34	1.11	1.37	1.35	1.12	1.41	1.33	1.09	1.41	1.35	1.32	1.27	1.56	1.38	1.40	1.51	1.42	1.46	1.30	1.33	1.29	1.33	0.67
Standard error		0.04	0.08	0.05	0.06	0.06	0.10	0.16	0.13	0.13	0.07	0.07	0.15	0.06	0.06	0.12	0.13	0.29	0.13	0.15	0.17	0.16	0.21	0.14	0.09	0.08	0.14	0.19

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 524

Q23. How strongly would you say you agree or disagree with the following?**I would like to produce my own podcast****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		305 26%	125 29%	149 35%	122 28%	112 32%
Strongly agree	(+2)	102 9%	50 11%	52 12%	40 9%	37 11%
Slightly agree	(+1)	203 18%	75 17%	97 23%	82 19%	75 21%
Neither agree nor disagree	(0)	208 18%	84 19%	73 17%	80 18%	71 20%
Slightly disagree	(-1)	203 18%	64 15%	72 17%	72 17%	72 21%
Strongly disagree	(-2)	441 38%	165 38%	133 31%	162 37%	94 27%
NET: Disagree		644 56%	229 52%	205 48%	234 54%	166 48%
Mean		-0.59	-0.50	-0.32	-0.54	-0.32
Standard deviation		1.37	1.43	1.42	1.39	1.35
Standard error		0.04	0.07	0.07	0.07	0.07

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 525

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	Northern Ireland
Base	1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree	972 84%	215 83%	756 84%	449 83%	429 86%	94 78%	61 86%	99 85%	55 77%	387 83%	330 87%	39 78%	465 86%	404 83%	103 78%	80 85%	23 79%	101 88%	68 82%	71 92%	67 88%	40 80%	66 77%	166 80%	197 85%	84 88%	9 75%
Strongly agree	(+2) 506 44%	110 42%	396 44%	246 46%	222 45%	38 31%	37 52%	51 44%	22 31%	209 45%	171 45%	16 32%	243 45%	200 41%	63 48%	46 49%	12 41%	52 45%	38 46%	44 57%	32 42%	19 38%	38 44%	77 37%	99 43%	45 47%	4 33%
Slightly agree	(+1) 466 40%	105 41%	360 40%	203 38%	207 42%	56 46%	24 34%	48 41%	33 46%	178 38%	159 42%	23 46%	222 41%	204 42%	40 30%	34 36%	11 38%	49 43%	30 36%	27 35%	35 46%	21 42%	28 33%	89 43%	98 42%	39 41%	5 42%
Neither agree nor disagree	(0) 156 13%	33 13%	123 14%	79 15%	58 12%	19 16%	9 13%	14 12%	10 14%	70 15%	44 12%	9 18%	62 12%	69 14%	24 18%	13 14%	6 21%	10 9%	14 17%	6 8%	7 9%	10 20%	18 21%	35 17%	25 11%	10 10%	2 17%
Slightly disagree	(-1) 25 2%	11 4%	14 2%	9 2%	8 2%	8 7%	1 1%	4 3%	6 8%	8 2%	4 1%	2 4%	12 2%	10 2%	3 2%	1 2%	- 1%	4 3%	1 1%	- 1%	1 1%	- 1%	2 2%	4 2%	9 4%	2 2%	1 8%
Strongly disagree	(-2) 4 *	- -	4 *	2 *	2 *	- -	- -	- -	- -	2 *	2 1%	- -	- -	2 *	2 2%	- -	- -	- -	- -	- -	1 1%	- -	- -	2 1%	1 *	- -	- -
NET: Disagree	29 3%	11 4%	18 2%	11 2%	10 2%	8 7%	1 1%	4 3%	6 8%	10 2%	6 2%	2 4%	12 2%	12 2%	5 4%	1 1%	- -	4 3%	1 1%	- -	2 3%	- -	2 2%	6 3%	10 4%	2 2%	1 8%
Mean	1.25	1.21	1.26	1.27	1.29	1.02	1.37	1.25	1.00	1.25	1.30	1.06	1.29	1.22	1.20	1.33	1.21	1.30	1.27	1.49	1.26	1.18	1.19	1.14	1.23	1.32	1.00
Standard deviation	0.79	0.82	0.78	0.80	0.76	0.86	0.76	0.80	0.89	0.80	0.75	0.82	0.76	0.79	0.92	0.75	0.77	0.77	0.78	0.64	0.79	0.75	0.85	0.83	0.82	0.75	0.95
Standard error	0.02	0.05	0.03	0.03	0.03	0.08	0.09	0.07	0.11	0.04	0.04	0.12	0.03	0.04	0.08	0.08	0.14	0.07	0.09	0.07	0.09	0.11	0.09	0.06	0.05	0.08	0.28

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 525

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		972 84%	373 85%	373 87%	370 85%	291 83%
Strongly agree	(+2)	506 44%	168 38%	198 46%	207 47%	131 38%
Slightly agree	(+1)	466 40%	205 47%	175 41%	163 37%	160 46%
Neither agree nor disagree	(0)	156 13%	52 12%	45 11%	54 12%	52 15%
Slightly disagree	(-1)	25 2%	11 3%	8 2%	10 2%	5 1%
Strongly disagree	(-2)	4 *	2 *	1 *	2 *	1 *
NET: Disagree		29 3%	13 3%	9 2%	12 3%	6 2%
Mean		1.25	1.20	1.31	1.29	1.19
Standard deviation		0.79	0.78	0.75	0.81	0.76
Standard error		0.02	0.04	0.04	0.04	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 526

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 Ire-land
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		1070	238	831	485	470	115	65	106	67	419	364	48	505	446	118	89	24	113	77	74	69	47	79	188	210	89	11
		92%	92%	93%	90%	95%	95%	92%	91%	94%	90%	96%	96%	94%	92%	89%	95%	83%	98%	93%	96%	91%	94%	92%	91%	91%	93%	92%
Strongly agree	(+2)	777	178	599	334	350	93	41	82	55	293	268	38	388	306	83	67	18	83	56	49	49	33	63	118	161	72	8
		67%	69%	67%	62%	70%	77%	58%	70%	77%	63%	71%	76%	72%	63%	63%	71%	62%	72%	67%	64%	64%	66%	73%	57%	69%	75%	67%
Slightly agree	(+1)	293	60	232	151	120	22	24	24	12	126	96	10	117	140	35	22	6	30	21	25	20	14	16	70	49	17	3
		25%	23%	26%	28%	24%	18%	34%	21%	17%	27%	25%	20%	22%	29%	27%	23%	21%	26%	25%	32%	26%	28%	19%	34%	21%	18%	25%
Neither agree nor disagree	(0)	79	20	59	49	25	5	6	10	4	43	15	1	31	36	12	5	5	2	6	3	5	3	7	17	20	5	1
		7%	8%	7%	9%	5%	4%	8%	9%	6%	9%	4%	2%	6%	7%	9%	5%	17%	2%	7%	4%	7%	6%	8%	8%	9%	5%	8%
Slightly disagree	(-1)	4	1	3	2	1	1	-	1	-	2	-	1	1	2	1	-	-	-	-	-	-	-	-	2	1	1	-
		*	*	*	*	*	1%	-	1%	-	*	-	2%	*	*	1%	-	-	-	-	-	-	-	-	1%	*	*	1%
Strongly disagree	(-2)	4	-	4	3	1	-	-	-	-	3	1	-	2	1	1	-	-	-	-	-	2	-	-	-	1	1	-
		*	-	*	1%	*	-	-	-	-	1%	*	-	*	*	1%	-	-	-	-	-	3%	-	-	-	*	*	1%
NET: Disagree		8	1	7	5	2	1	-	1	-	5	1	1	3	3	2	-	-	-	-	-	2	-	-	2	2	2	-
		1%	*	1%	1%	*	1%	-	1%	-	1%	*	2%	1%	1%	2%	-	-	-	-	-	3%	-	-	1%	1%	2%	-
Mean		1.59	1.60	1.58	1.50	1.64	1.71	1.49	1.60	1.72	1.51	1.66	1.70	1.65	1.54	1.50	1.66	1.45	1.70	1.60	1.60	1.50	1.60	1.65	1.47	1.59	1.65	1.58
Standard deviation		0.66	0.65	0.67	0.72	0.61	0.58	0.65	0.68	0.57	0.73	0.58	0.61	0.63	0.67	0.76	0.58	0.78	0.50	0.62	0.57	0.84	0.61	0.63	0.69	0.70	0.73	0.67
Standard error		0.02	0.04	0.02	0.03	0.03	0.05	0.08	0.06	0.07	0.03	0.03	0.09	0.03	0.03	0.07	0.06	0.15	0.05	0.07	0.06	0.10	0.09	0.07	0.05	0.05	0.07	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 526

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**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		1070 92%	415 95%	401 94%	414 95%	321 92%
Strongly agree	(+2)	777 67%	299 68%	277 65%	311 71%	199 57%
Slightly agree	(+1)	293 25%	116 26%	124 29%	103 24%	122 35%
Neither agree nor disagree	(0)	79 7%	23 5%	22 5%	19 4%	26 7%
Slightly disagree	(-1)	4 *	- -	1 *	2 *	- -
Strongly disagree	(-2)	4 *	- -	3 1%	1 *	2 1%
NET: Disagree		8 1%	- -	4 1%	3 1%	2 1%
Mean		1.59	1.63	1.57	1.65	1.48
Standard deviation		0.66	0.58	0.67	0.61	0.68
Standard error		0.02	0.03	0.03	0.03	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 527

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	North-ern Ire-land
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		200	29	171	105	84	11	12	11	6	93	73	5	90	87	23	19	5	15	16	18	18	8	11	44	38	7	1
		17%	11%	19%	19%	17%	9%	17%	9%	8%	20%	19%	10%	17%	18%	17%	20%	17%	13%	19%	23%	24%	16%	13%	21%	16%	7%	8%
Strongly agree	(+2)	56	11	45	28	27	1	6	5	-	22	22	1	30	17	9	1	2	6	5	6	3	1	5	13	13	1	-
		5%	4%	5%	5%	5%	1%	8%	4%	-	5%	6%	2%	6%	4%	7%	1%	7%	5%	6%	8%	4%	2%	6%	6%	6%	1%	-
Slightly agree	(+1)	144	18	126	77	57	10	6	6	6	71	51	4	60	70	14	18	3	9	11	12	15	7	6	31	25	6	1
		12%	7%	14%	14%	11%	8%	8%	5%	8%	15%	13%	8%	11%	14%	11%	19%	10%	8%	13%	16%	20%	14%	7%	15%	11%	6%	8%
Neither agree nor disagree	(0)	259	61	197	117	107	35	17	24	20	99	83	15	113	107	38	21	8	29	12	19	18	13	21	54	43	20	1
		22%	24%	22%	22%	22%	29%	24%	21%	28%	21%	22%	30%	21%	22%	29%	22%	28%	25%	14%	25%	24%	26%	24%	26%	19%	21%	8%
Slightly disagree	(-1)	317	64	253	146	139	32	14	35	15	132	104	17	156	134	27	23	6	30	27	13	21	11	22	49	78	32	5
		27%	25%	28%	27%	28%	26%	20%	30%	21%	28%	27%	34%	29%	28%	20%	24%	21%	26%	33%	17%	28%	22%	26%	24%	34%	33%	42%
Strongly disagree	(-2)	381	105	276	171	167	43	28	47	30	143	120	13	180	157	44	31	10	41	28	27	19	18	32	60	73	37	5
		33%	41%	31%	32%	34%	36%	39%	40%	42%	31%	32%	26%	33%	32%	33%	33%	34%	36%	34%	35%	25%	36%	37%	29%	31%	39%	42%
NET: Disagree		698	169	529	317	306	75	42	82	45	275	224	30	336	291	71	54	16	71	55	40	40	29	54	109	151	69	10
		60%	65%	59%	59%	62%	62%	59%	70%	63%	59%	59%	60%	62%	60%	54%	57%	55%	62%	66%	52%	53%	58%	63%	53%	65%	72%	83%
Mean		-0.71	-0.90	-0.66	-0.66	-0.73	-0.88	-0.73	-0.97	-0.97	-0.65	-0.66	-0.74	-0.73	-0.71	-0.63	-0.69	-0.66	-0.79	-0.75	-0.56	-0.50	-0.76	-0.81	-0.54	-0.75	-1.02	-1.17
Standard deviation		1.19	1.14	1.19	1.21	1.20	1.02	1.30	1.10	1.03	1.20	1.22	1.01	1.19	1.16	1.24	1.15	1.26	1.17	1.23	1.32	1.18	1.15	1.18	1.23	1.17	0.97	0.94
Standard error		0.03	0.07	0.04	0.05	0.05	0.09	0.15	0.10	0.12	0.06	0.06	0.14	0.05	0.05	0.11	0.12	0.23	0.11	0.13	0.15	0.14	0.16	0.13	0.09	0.08	0.10	0.27

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 527

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

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		200 17%	97 22%	85 20%	74 17%	83 24%
Strongly agree	(+2)	56 5%	28 6%	26 6%	20 5%	19 5%
Slightly agree	(+1)	144 12%	69 16%	59 14%	54 12%	64 18%
Neither agree nor disagree	(0)	259 22%	96 22%	82 19%	89 20%	89 26%
Slightly disagree	(-1)	317 27%	120 27%	128 30%	120 28%	86 25%
Strongly disagree	(-2)	381 33%	125 29%	132 31%	153 35%	91 26%
NET: Disagree		698 60%	245 56%	260 61%	273 63%	177 51%
Mean		-0.71	-0.56	-0.66	-0.76	-0.48
Standard deviation		1.19	1.23	1.22	1.19	1.21
Standard error		0.03	0.06	0.06	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 528

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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		609	129	479	327	243	39	51	56	22	275	187	17	299	255	55	44	10	67	47	46	42	26	46	114	122	42	3
		53%	50%	53%	61%	49%	32%	72%	48%	31%	59%	49%	34%	55%	53%	42%	47%	34%	58%	57%	60%	55%	52%	53%	55%	53%	44%	25%
Strongly agree	(+2)	136	26	110	69	61	6	11	11	4	58	50	2	72	43	21	8	2	14	6	18	8	5	11	26	31	7	-
		12%	10%	12%	13%	12%	5%	15%	9%	6%	12%	13%	4%	13%	9%	16%	9%	7%	12%	7%	23%	11%	10%	13%	13%	13%	7%	-
Slightly agree	(+1)	473	103	369	258	182	33	40	45	18	217	137	15	227	212	34	36	8	53	41	28	34	21	35	88	91	35	3
		41%	40%	41%	48%	37%	27%	56%	38%	25%	46%	36%	30%	42%	44%	26%	38%	28%	46%	49%	36%	45%	42%	41%	43%	39%	36%	25%
Neither agree nor disagree	(0)	473	110	363	186	218	69	17	52	41	169	166	28	205	198	69	46	18	40	31	27	29	22	38	77	92	46	7
		41%	42%	40%	35%	44%	57%	24%	44%	58%	36%	44%	56%	38%	41%	52%	49%	62%	35%	37%	35%	38%	44%	44%	37%	40%	48%	58%
Slightly disagree	(-1)	66	16	50	24	31	11	3	7	6	21	24	5	33	28	5	3	1	7	4	4	5	1	2	13	16	8	2
		6%	6%	6%	4%	6%	9%	4%	6%	8%	4%	6%	10%	6%	6%	4%	3%	3%	6%	5%	5%	7%	2%	2%	6%	7%	8%	17%
Strongly disagree	(-2)	9	4	5	2	5	2	-	2	2	2	3	-	2	4	3	1	-	1	1	-	-	1	-	3	2	-	-
		1%	2%	1%	*	1%	2%	-	2%	3%	*	1%	-	*	1%	2%	1%	-	1%	1%	-	-	2%	-	1%	1%	-	-
NET: Disagree		75	20	55	26	36	13	3	9	8	23	27	5	35	32	8	4	1	8	5	4	5	2	2	16	18	8	2
		6%	8%	6%	5%	7%	11%	4%	8%	11%	5%	7%	10%	6%	7%	6%	4%	3%	7%	6%	5%	7%	4%	2%	8%	8%	8%	17%
Mean		0.57	0.51	0.59	0.68	0.53	0.25	0.83	0.48	0.23	0.66	0.54	0.28	0.62	0.54	0.49	0.50	0.38	0.63	0.57	0.78	0.59	0.56	0.64	0.58	0.57	0.43	0.08
Standard deviation		0.80	0.82	0.80	0.76	0.83	0.76	0.74	0.82	0.80	0.77	0.83	0.70	0.81	0.77	0.89	0.74	0.68	0.81	0.75	0.87	0.77	0.79	0.73	0.84	0.84	0.75	0.67
Standard error		0.02	0.05	0.03	0.03	0.04	0.07	0.09	0.08	0.09	0.04	0.04	0.10	0.03	0.03	0.08	0.08	0.13	0.08	0.08	0.10	0.09	0.11	0.08	0.06	0.06	0.08	0.19

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 528

Q23. How strongly would you say you agree or disagree with the following?**I trust what I hear in podcasts****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		609 53%	242 55%	240 56%	247 57%	184 53%
Strongly agree	(+2)	136 12%	60 14%	49 11%	67 15%	44 13%
Slightly agree	(+1)	473 41%	182 42%	191 45%	180 41%	140 40%
Neither agree nor disagree	(0)	473 41%	169 39%	158 37%	161 37%	136 39%
Slightly disagree	(-1)	66 6%	24 5%	28 7%	27 6%	28 8%
Strongly disagree	(-2)	9 1%	3 1%	1 *	1 *	1 *
NET: Disagree		75 6%	27 6%	29 7%	28 6%	29 8%
Mean		0.57	0.62	0.61	0.65	0.57
Standard deviation		0.80	0.81	0.78	0.82	0.82
Standard error		0.02	0.04	0.04	0.04	0.04

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 529

Q23. How strongly would you say you agree or disagree with the following?**I prefer UK podcasts 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	Northern Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		530	124	406	245	222	63	36	50	38	209	172	25	253	226	50	42	10	54	45	47	33	23	30	90	113	38	5
		46%	48%	45%	45%	45%	52%	51%	43%	54%	45%	45%	50%	47%	47%	38%	45%	34%	47%	54%	61%	43%	46%	35%	43%	49%	40%	42%
Strongly agree	(+2)	213	55	158	101	87	25	15	23	17	86	64	8	106	84	23	20	6	27	12	23	14	11	11	34	39	15	1
		18%	21%	18%	19%	18%	21%	21%	20%	24%	18%	17%	16%	20%	17%	17%	21%	21%	23%	14%	30%	18%	22%	13%	16%	17%	16%	8%
Slightly agree	(+1)	317	69	248	144	135	38	21	27	21	123	108	17	147	142	27	22	4	27	33	24	19	12	19	56	74	23	4
		27%	27%	28%	27%	27%	31%	30%	23%	30%	26%	28%	34%	27%	29%	20%	23%	14%	23%	40%	31%	25%	24%	22%	27%	32%	24%	33%
Neither agree nor disagree	(0)	402	79	322	193	163	46	19	35	25	173	128	21	192	161	49	30	13	41	26	20	28	13	45	73	73	36	4
		35%	31%	36%	36%	33%	38%	27%	30%	35%	37%	34%	42%	36%	33%	37%	32%	45%	36%	31%	26%	37%	26%	52%	35%	31%	38%	33%
Slightly disagree	(-1)	139	38	101	66	64	9	9	21	8	57	43	1	59	62	18	18	5	14	8	3	11	8	5	23	28	14	2
		12%	15%	11%	12%	13%	7%	13%	18%	11%	12%	11%	2%	11%	13%	14%	19%	17%	12%	10%	4%	14%	16%	6%	11%	12%	15%	17%
Strongly disagree	(-2)	86	18	68	35	48	3	7	11	-	28	37	3	35	36	15	4	1	6	4	7	4	6	6	21	18	8	1
		7%	7%	8%	6%	10%	2%	10%	9%	-	6%	10%	6%	6%	7%	11%	4%	3%	5%	5%	9%	5%	12%	7%	10%	8%	8%	8%
NET: Disagree		225	56	169	101	112	12	16	32	8	85	80	4	94	98	33	22	6	20	12	10	15	14	11	44	46	22	3
		19%	22%	19%	19%	23%	10%	23%	27%	11%	18%	21%	8%	17%	20%	25%	23%	21%	17%	14%	13%	20%	28%	13%	21%	20%	23%	25%
Mean		0.37	0.41	0.36	0.39	0.30	0.60	0.39	0.26	0.66	0.39	0.31	0.52	0.43	0.36	0.19	0.38	0.31	0.48	0.49	0.69	0.37	0.28	0.28	0.29	0.38	0.24	0.17
Standard deviation		1.14	1.18	1.12	1.12	1.18	0.98	1.24	1.23	0.97	1.10	1.17	0.99	1.12	1.13	1.21	1.15	1.11	1.13	1.02	1.21	1.11	1.31	1.00	1.17	1.13	1.14	1.11
Standard error		0.03	0.07	0.04	0.05	0.05	0.09	0.15	0.11	0.12	0.05	0.06	0.14	0.05	0.05	0.11	0.12	0.21	0.11	0.11	0.14	0.13	0.19	0.11	0.08	0.07	0.12	0.32

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 529

Q23. How strongly would you say you agree or disagree with the following?**I prefer UK podcasts to those from other countries****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		530 46%	250 57%	216 51%	212 49%	147 42%
Strongly agree	(+2)	213 18%	104 24%	91 21%	84 19%	52 15%
Slightly agree	(+1)	317 27%	146 33%	125 29%	128 29%	95 27%
Neither agree nor disagree	(0)	402 35%	127 29%	133 31%	143 33%	122 35%
Slightly disagree	(-1)	139 12%	47 11%	53 12%	46 11%	50 14%
Strongly disagree	(-2)	86 7%	14 3%	25 6%	35 8%	30 9%
NET: Disagree		225 19%	61 14%	78 18%	81 19%	80 23%
Mean		0.37	0.64	0.48	0.41	0.26
Standard deviation		1.14	1.06	1.13	1.15	1.14
Standard error		0.03	0.05	0.05	0.06	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 530

Q23. How strongly would you say you agree or disagree with the following?**I prefer to just use one place to access my 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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		791	156	634	397	321	73	54	62	40	342	259	33	368	341	81	57	19	85	61	57	52	30	56	134	169	64	7
		68%	60%	71%	74%	65%	60%	76%	53%	56%	73%	68%	66%	68%	70%	61%	61%	66%	74%	73%	74%	68%	60%	65%	65%	73%	67%	58%
Strongly agree	(+2)	413	78	335	219	162	32	29	32	17	190	130	15	202	173	38	28	11	43	24	27	28	24	31	75	82	36	4
		36%	30%	37%	41%	33%	26%	41%	27%	24%	41%	34%	30%	37%	36%	29%	30%	38%	37%	29%	35%	37%	48%	36%	36%	35%	38%	33%
Slightly agree	(+1)	378	78	299	178	159	41	25	30	23	152	129	18	166	168	43	29	8	42	37	30	24	6	25	59	87	28	3
		33%	30%	33%	33%	32%	34%	35%	26%	32%	33%	34%	36%	31%	35%	33%	31%	28%	37%	45%	39%	32%	12%	29%	29%	38%	29%	25%
Neither agree nor disagree	(0)	245	66	179	102	115	28	15	35	16	87	80	12	111	98	36	28	10	18	12	13	20	15	19	46	40	20	4
		21%	25%	20%	19%	23%	23%	21%	30%	23%	19%	21%	24%	21%	20%	27%	30%	34%	16%	14%	17%	26%	30%	22%	22%	17%	21%	33%
Slightly disagree	(-1)	94	28	66	33	46	15	2	15	11	31	31	4	48	34	12	8	-	10	9	7	2	4	7	18	19	9	1
		8%	11%	7%	6%	9%	12%	3%	13%	15%	7%	8%	8%	9%	7%	9%	9%	-	9%	11%	9%	3%	8%	8%	9%	8%	9%	8%
Strongly disagree	(-2)	27	9	18	7	15	5	-	5	4	7	10	1	12	12	3	1	-	2	1	-	2	1	4	9	4	3	-
		2%	3%	2%	1%	3%	4%	-	4%	6%	1%	3%	2%	2%	2%	2%	1%	-	2%	1%	-	3%	2%	5%	4%	2%	3%	-
NET: Disagree		121	37	84	40	61	20	2	20	15	38	41	5	60	46	15	9	-	12	10	7	4	5	11	27	23	12	1
		10%	14%	9%	7%	12%	17%	3%	17%	21%	8%	11%	10%	11%	9%	11%	10%	-	10%	12%	9%	5%	10%	13%	13%	10%	13%	8%
Mean		0.91	0.73	0.97	1.06	0.82	0.66	1.14	0.59	0.54	1.04	0.89	0.84	0.92	0.94	0.77	0.80	1.03	0.99	0.89	1.00	0.97	0.96	0.84	0.84	0.97	0.89	0.83
Standard deviation		1.05	1.11	1.02	0.98	1.08	1.12	0.85	1.15	1.18	1.00	1.05	1.02	1.06	1.03	1.04	1.00	0.87	1.02	0.99	0.95	0.99	1.14	1.15	1.14	1.01	1.11	1.03
Standard error		0.03	0.07	0.03	0.04	0.05	0.10	0.10	0.11	0.14	0.05	0.05	0.14	0.05	0.05	0.09	0.10	0.16	0.10	0.11	0.11	0.11	0.16	0.12	0.08	0.07	0.11	0.30

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 530

Q23. How strongly would you say you agree or disagree with the following?**I prefer to just use one place to access my podcasts****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		791 68%	291 66%	285 67%	321 74%	178 51%
Strongly agree	(+2)	413 36%	122 28%	144 34%	178 41%	63 18%
Slightly agree	(+1)	378 33%	169 39%	141 33%	143 33%	115 33%
Neither agree nor disagree	(0)	245 21%	90 21%	88 21%	74 17%	106 30%
Slightly disagree	(-1)	94 8%	45 10%	42 10%	31 7%	55 16%
Strongly disagree	(-2)	27 2%	12 3%	12 3%	10 2%	10 3%
NET: Disagree		121 10%	57 13%	54 13%	41 9%	65 19%
Mean		0.91	0.79	0.85	1.03	0.48
Standard deviation		1.05	1.05	1.08	1.03	1.05
Standard error		0.03	0.05	0.05	0.05	0.06

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 531

Q23. How strongly would you say you agree or disagree with the following?**Podcasts allow me to enjoy my hobbies more****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
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		702	149	553	364	293	45	51	65	33	313	228	12	320	310	72	53	15	68	51	53	45	33	45	128	144	62	5
		61%	58%	62%	68%	59%	37%	72%	56%	46%	67%	60%	24%	59%	64%	55%	56%	52%	59%	61%	69%	59%	66%	52%	62%	62%	65%	42%
Strongly agree	(+2)	265	67	198	138	113	14	26	31	10	112	82	4	125	115	25	15	8	26	13	32	22	12	19	52	49	16	1
		23%	26%	22%	26%	23%	12%	37%	26%	14%	24%	22%	8%	23%	24%	19%	16%	28%	23%	16%	42%	29%	24%	22%	25%	21%	17%	8%
Slightly agree	(+1)	437	82	355	226	180	31	25	34	23	201	146	8	195	195	47	38	7	42	38	21	23	21	26	76	95	46	4
		38%	32%	40%	42%	36%	26%	35%	29%	32%	43%	38%	16%	36%	40%	36%	40%	24%	37%	46%	27%	30%	42%	30%	37%	41%	48%	33%
Neither agree nor disagree	(0)	387	94	292	152	173	62	16	47	31	135	126	31	176	154	56	37	13	34	29	21	22	14	35	70	73	33	6
		33%	36%	33%	28%	35%	51%	23%	40%	44%	29%	33%	62%	33%	32%	42%	39%	45%	30%	35%	27%	29%	28%	41%	34%	31%	34%	50%
Slightly disagree	(-1)	47	9	38	18	20	9	4	3	2	14	17	7	29	16	2	2	-	9	2	2	8	2	2	8	10	1	1
		4%	3%	4%	3%	4%	7%	6%	3%	3%	3%	4%	14%	5%	3%	2%	2%	-	8%	2%	3%	11%	4%	2%	4%	4%	1%	8%
Strongly disagree	(-2)	21	7	14	5	11	5	-	2	5	5	9	-	14	5	2	2	1	4	1	1	1	1	4	1	5	-	-
		2%	3%	2%	1%	2%	4%	-	2%	7%	1%	2%	-	3%	1%	2%	2%	3%	3%	1%	1%	1%	2%	5%	*	2%	-	-
NET: Disagree		68	16	52	23	31	14	4	5	7	19	26	7	43	21	4	4	1	13	3	3	9	3	6	9	15	1	1
		6%	6%	6%	4%	6%	12%	6%	4%	10%	4%	7%	14%	8%	4%	3%	4%	3%	11%	4%	4%	12%	6%	7%	4%	6%	1%	8%
Mean		0.76	0.75	0.76	0.88	0.73	0.33	1.03	0.76	0.44	0.86	0.72	0.18	0.72	0.82	0.69	0.66	0.72	0.67	0.72	1.05	0.75	0.82	0.63	0.82	0.75	0.80	0.42
Standard deviation		0.91	0.97	0.90	0.86	0.93	0.93	0.91	0.93	1.01	0.85	0.93	0.77	0.96	0.87	0.85	0.85	1.00	1.02	0.80	0.96	1.03	0.92	1.01	0.87	0.91	0.72	0.79
Standard error		0.03	0.06	0.03	0.04	0.04	0.08	0.11	0.09	0.12	0.04	0.05	0.11	0.04	0.04	0.07	0.09	0.19	0.10	0.09	0.11	0.12	0.13	0.11	0.06	0.06	0.07	0.23

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 531

Q23. How strongly would you say you agree or disagree with the following?**Podcasts allow me to enjoy my hobbies more****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		702 61%	266 61%	291 68%	291 67%	241 69%
Strongly agree	(+2)	265 23%	110 25%	112 26%	108 25%	97 28%
Slightly agree	(+1)	437 38%	156 36%	179 42%	183 42%	144 41%
Neither agree nor disagree	(0)	387 33%	146 33%	114 27%	129 30%	95 27%
Slightly disagree	(-1)	47 4%	14 3%	18 4%	12 3%	9 3%
Strongly disagree	(-2)	21 2%	12 3%	4 1%	4 1%	4 1%
NET: Disagree		68 6%	26 6%	22 5%	16 4%	13 4%
Mean		0.76	0.77	0.88	0.87	0.92
Standard deviation		0.91	0.95	0.88	0.85	0.87
Standard error		0.03	0.05	0.04	0.04	0.05

Podcast Listening Recruitment/Establishment Survey 2020

ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 532

Q23. How strongly would you say you agree or disagree with the following?**I feel more informed because 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 Ireland
Base		1157	259	897	539	497	121	71	117	71	467	380	50	539	485	132	94	29	115	83	77	76	50	86	207	232	96	12
NET: Agree		936	208	728	434	400	102	56	93	59	378	307	43	444	391	100	79	22	96	68	70	54	36	67	170	189	77	8
		81%	80%	81%	81%	80%	84%	79%	79%	83%	81%	81%	86%	82%	81%	76%	84%	76%	83%	82%	91%	71%	72%	78%	82%	81%	80%	67%
Strongly agree	(+2)	403	98	305	185	180	38	30	46	22	155	134	16	197	160	46	33	9	40	23	38	23	18	34	70	74	38	3
		35%	38%	34%	34%	36%	31%	42%	39%	31%	33%	35%	32%	37%	33%	35%	35%	31%	35%	28%	49%	30%	36%	40%	34%	32%	40%	25%
Slightly agree	(+1)	533	110	423	249	220	64	26	47	37	223	173	27	247	231	54	46	13	56	45	32	31	18	33	100	115	39	5
		46%	42%	47%	46%	44%	53%	37%	40%	52%	48%	46%	54%	46%	48%	41%	49%	45%	49%	54%	42%	41%	36%	38%	48%	50%	41%	42%
Neither agree nor disagree	(0)	192	41	150	89	86	17	11	20	10	77	66	7	83	81	28	12	6	17	12	7	19	10	17	35	35	18	4
		17%	16%	17%	17%	17%	14%	15%	17%	14%	16%	17%	14%	15%	17%	21%	13%	21%	15%	14%	9%	25%	20%	20%	17%	15%	19%	33%
Slightly disagree	(-1)	24	7	17	14	9	1	3	3	1	11	6	-	11	10	3	3	-	2	2	-	3	2	2	2	7	1	-
		2%	3%	2%	3%	2%	1%	4%	3%	1%	2%	2%	-	2%	2%	2%	3%	-	2%	2%	-	4%	4%	2%	1%	3%	1%	-
Strongly disagree	(-2)	5	3	2	2	2	1	1	1	1	1	1	-	1	3	1	-	1	-	1	-	-	2	-	-	1	-	-
		*	1%	*	*	*	1%	1%	1%	1%	*	*	-	*	1%	1%	-	3%	-	1%	-	-	4%	-	-	*	-	-
NET: Disagree		29	10	19	16	11	2	4	4	2	12	7	-	12	13	4	3	1	2	3	-	3	4	2	2	8	1	-
		3%	4%	2%	3%	2%	2%	6%	3%	3%	3%	2%	-	2%	3%	3%	3%	3%	2%	4%	-	4%	8%	2%	1%	3%	1%	-
Mean		1.13	1.13	1.13	1.12	1.14	1.13	1.14	1.15	1.10	1.11	1.14	1.18	1.17	1.10	1.07	1.16	1.00	1.17	1.05	1.40	0.97	0.96	1.15	1.15	1.09	1.19	0.92
Standard deviation		0.79	0.86	0.77	0.80	0.79	0.74	0.93	0.85	0.80	0.77	0.77	0.66	0.77	0.79	0.85	0.77	0.93	0.74	0.79	0.65	0.85	1.05	0.82	0.73	0.79	0.77	0.79
Standard error		0.02	0.05	0.03	0.03	0.04	0.07	0.11	0.08	0.09	0.04	0.04	0.09	0.03	0.04	0.07	0.08	0.17	0.07	0.09	0.07	0.10	0.15	0.09	0.05	0.05	0.08	0.23

Podcast Listening Recruitment/Establishment Survey 2020
ONLINE Fieldwork:- 19th to 24th March 2020

Absolutes/col percents

Table 532

Q23. How strongly would you say you agree or disagree with the following?**I feel more informed because of podcasts****Base: All respondents**

		Podcast Users				
		Total	BBC Sounds	Spotify	Apple podcasts/ iTunes	YouTube
Base		1157	438	427	436	349
NET: Agree		936 81%	375 86%	349 82%	375 86%	289 83%
Strongly agree	(+2)	403 35%	162 37%	151 35%	171 39%	124 36%
Slightly agree	(+1)	533 46%	213 49%	198 46%	204 47%	165 47%
Neither agree nor disagree	(0)	192 17%	57 13%	68 16%	50 11%	53 15%
Slightly disagree	(-1)	24 2%	3 1%	6 1%	10 2%	5 1%
Strongly disagree	(-2)	5 *	3 1%	4 1%	1 *	2 1%
NET: Disagree		29 3%	6 1%	10 2%	11 3%	7 2%
Mean		1.13	1.21	1.14	1.22	1.16
Standard deviation		0.79	0.74	0.80	0.76	0.77
Standard error		0.02	0.04	0.04	0.04	0.04