



The Edison Research Podcast Listener Study

Edison Research has been serving the podcast community with research and resources from the very beginning, and we take enormous pride in being the premiere research company in the podcast space.

The Edison Research Podcast Listener Study is a free-to-use template to craft your own audience survey. We've put together the best practices and most common questions both producers and advertisers have into a questionnaire template that you can use to get consistent, regular feedback from the people that matter the most—your audience.

The goal of this template is to give you a starting point to survey your own podcast listeners. You will need to source a platform to collect the responses, and you will certainly want to customize this to suit your needs. We've broken the questions into different categories and in some cases given some additional instructions on how to adjust the questions for your needs.

See something you would change? Change it! It's yours to use as you see fit. If you have found value in this template, we hope you'll link to it or share it with your fellow podcasters!

We wish you luck on your survey journey!

Sincerely,

The Podcast Research Team
Edison Research

Show Listening Habits

Determine how long and how often respondents are listening to the show.

1. Which of the following episodes of **[INSERT PODCAST NAME]** have you listened to?

[INSERT NAMES OF RECENT PODCAST EPISODES]

2. Do you listen to...?

Every episode of **[INSERT PODCAST NAME]**

Almost every episode of **[INSERT PODCAST NAME]**

Select episodes of **[INSERT PODCAST NAME]**

3. How long have you been listening to **[INSERT PODCAST NAME]**?

Less than six months

Six months to less than one year

One year to less than three years

Three years to less than five years

Five years or more

Note: Adjust the above answer codes depending on how long your show has been in production.

4. In general, how soon do you typically listen to an episode of **[INSERT PODCAST NAME]** after its release?

The same day

Within 48 hours

Within a week

More than a week after

Don't know

5. In general, how often would you like episodes of **[INSERT PODCAST NAME]** to come out?

Every day

Once a week

Once every two weeks

Once every month

No set schedule

No preference

6. In general, do you think each episode of **[INSERT PODCAST NAME]** should be...?

Longer

Shorter

Same length



Listener Engagement

Determine how respondents discovered the show and how they engage with it.

1. How did you first discover **[INSERT PODCAST NAME]**? **(SHUFFLE ORDER)**

Through a recommendation from friends or family
Through a recommendation from another audio program host
Through an app that provides personalized recommendations
A mention on another podcast
By searching the internet
Through push notifications from a podcast app
By hearing some or all of the podcast on another podcast
By reading about it in an article
By browsing an app you use to listen to podcasts
Social media posts
Through YouTube
Through some other way (specify: _____)

2. Do you follow or subscribe to **[INSERT PODCAST NAME]** in order to know when new episodes are released?

Yes
No

3. Besides **[INSERT PODCAST NAME]**, approximately how many podcasts do you subscribe to or follow?

4. Besides listening, how else do you interact with **[INSERT PODCAST NAME]**? Mark all that apply. **(SHUFFLE ORDER)**

Through the show's official social media accounts
I follow the host(s) on their personal social media accounts
I get the newsletter update by email
Via Patreon
Attend events
None of the above

Note: Add or subtract depending on how listeners can interact with the show.



Listening Locations and Platforms

Determine where respondents listen to the show.

1. Which of the following places do you ever listen to [INSERT PODCAST NAME]? Mark all that apply. **(SHUFFLE ORDER)**

At home
At work
In a car or truck
While riding public transportation
At a gym or while working out
While walking around or on foot
Someplace else (specify: _____)

2. Where do you listen most often to [INSERT PODCAST NAME]? **(SHUFFLE ORDER)**

At home
At work
In a car or truck
While riding public transportation
At a gym or while working out
While walking around or on foot
Someplace else (specify: _____)

3. Which of the following do you ever do while listening to [INSERT PODCAST NAME]? Mark all that apply. **(SHUFFLE ORDER)**

Spending time with family or friends
Cooking or baking
Getting ready for bed
Exercising
Doing housework or chores
Gardening
Getting ready for the day
Eating
Doing crafts and hobbies
Traveling for business or pleasure
Not doing anything else, just listening



Listening Locations and Platforms

(continued)

4. Which of the following apps or services do you use most often to listen to [INSERT PODCAST NAME]?

Amazon Music
Apple Podcasts app for the Apple iOS
Apple Podcasts on a computer or laptop
Audioboom
Castbox
Facebook
Google Play
Instagram
Luminary
NPR One
Pandora
Pocket Casts
SoundCloud
Spotify
Stitcher
The podcast's own mobile app
The podcast's own website
TuneIn
Wondery App
YouTube
Someplace else (specify: _____)

Note: Add or subtract depending on where listeners can access your show.

5. Is that app or service the one you use most often to listen to other audio?

Yes
No

6. Why do you listen to [INSERT PODCAST NAME] on one app or service, but other audio elsewhere?



Episodes and Elements

Gauge respondent reaction to show elements, recurring guests and specific episodes.

1. How would you rate the following about **[INSERT PODCAST NAME]**? **(SHUFFLE ORDER)**

1 – Really dislike 2 3 4 5—Really Like

- 1.1 The host(s) personality
- 1.2 The reoccurrence of **[INSERT GUEST NAME]**
- 1.3 Our segment **[INSERT SEGMENT NAME]**
- 1.4 The interaction and flow between host and guests
- 1.5 Audio/sound quality
- 1.6 The music or theme
- 1.7 Length of the show
- 1.8 How frequently the show is released

Note: Add or subtract elements that are relevant to your show.

2. Who was your favorite guest on **[INSERT PODCAST NAME]**? **(SHUFFLE ORDER)**
[INSERT NAMES OF GUESTS]

3. Why was that your favorite guest? _____

4. Who was your least favorite guest on **[INSERT PODCAST NAME]**? **(SHUFFLE ORDER)**
[INSERT NAMES OF GUESTS]

5. Why was that your least favorite guest? _____

6. Did you listen to the **[INSERT NAME OR DESCRIPTION OF EPISODE]** episode?

Yes
No

7. How much did you like or dislike the episode?

1 – Really dislike 2 3 4 5—Really Like

8. In general, do you think **[INSERT PODCAST NAME]** is getting better, worse, or has stayed the same?

It is getting better
It is getting worse
It has stayed the same

9. Please elaborate on why you feel that way. _____

10. Is there anything else you would like to mention about **[INSERT PODCAST NAME]**? For example: things you enjoy, don't enjoy, where we can improve? _____



General Podcast Listening

Determine what topic areas respondents have interest in and what other podcasts they listen to.

1. In general, what topics do you enjoy listening to on podcasts? Mark all that apply. **(SHUFFLE ORDER)**

Adult
Biography/Memoir
Business
Comedy
Children's
Drama
Entertainment, celebrity, and gossip
Food
Fantasy/Sci-fi
Games/Hobbies
History
Home/Garden
Language
Music
Mystery/Thriller
News/Information
Philosophy/Religion
Romance
Science
Sport
Technology
Travel
True Crime
Wellness/Self-improvement
Politics
Other _____

2. What other podcasts do you listen to?

3. Which of the following podcasts do you ever listen to? Mark all that apply. **(SHUFFLE ORDER)**

[INSERT NAMES OF OTHER PODCASTS]

4. What elements have you heard on other podcasts that you would like to hear more of or less of on **[INSERT PODCAST NAME]**?



Demographics

All the remaining questions are behavioral or demographic questions. While this information can be valuable when approaching advertisers, you do NOT need it to analyze the results of the survey.

1. Do you currently ever use any of the following services? Mark all that apply. **(SHUFFLE ORDER)**

Facebook
LinkedIn
Instagram
Twitter
Snapchat
WhatsApp
Tik Tok
Clubhouse
Pinterest
Reddit
None of the above

2. How old are you? _____
Prefer not to answer

3. With which gender do you identify?

Male
Female
Non-Binary
Other: _____
Prefer not to answer

4. Are you of Hispanic or Latino descent?

Yes
No
Prefer not to answer

5. Which of the following best describes you?

White
African-American
Asian
Some other background
Prefer not to answer



Demographics

(continued)

6. Do you have any children who live with you who are age...?

Yes

No

Prefer not to answer

6.1 Under 5

6.2 5-12 years old

6.3 13-17 years old

7. Which of the following categories best represents your total annual household income?

Less than \$25,000

Between \$25,000 and \$50,000

Between \$50,000 and \$75,000

Between \$75,000 and \$100,000

Between \$100,000 and \$150,000

Over \$150,000

Prefer not to answer

8. What is the highest level of education you have completed?

Less than 12th grade

High School Graduate or GED

Some college, including associate degree

College graduate/Bachelor's degree

Graduate or post-graduate degree (Master's, MD, PhD)

Prefer not to answer

Tried to DIY it and think you need our help?

Visit our Edison Managed Listener Survey page and we will be in touch:

<https://www.edisonresearch.com/managed-podcast-listener-survey-service/>



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