



Radio Joint
Audience
Research
Limited

Podcasting and Radio Listening Via The Internet Survey

June 2008

Podcasting and Radio Listening via Internet Survey

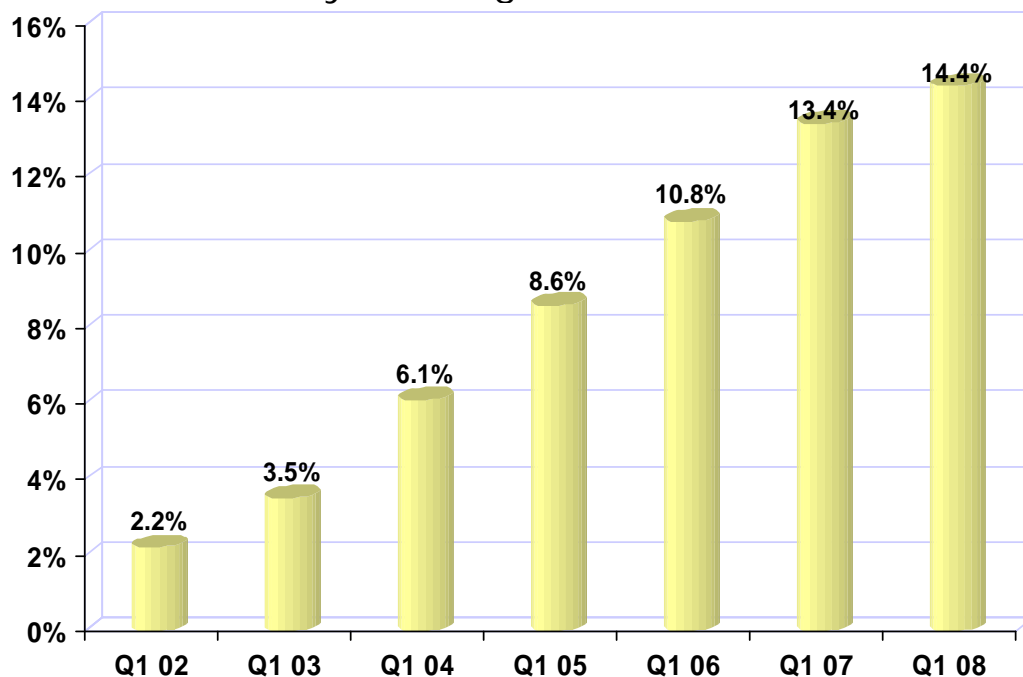
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1. Introduction

Over the past few years the Internet has proved to be a very successful platform for delivering audio content, perhaps most notably for live streaming. Nowadays, just about every UK radio station has an online listening facility and several have developed Listen Again services where people can catch programmes that they might have missed earlier in the week.

Weekly listening via the internet *



Base: All adults 15+

Source: RAJAR/Ipsos MORI

(* Respondents who claimed to listen to the radio via the Internet at least once a week. Includes Listen Again + listening to foreign stations and other non-RAJAR services)



Intelligent interactive software has enabled Personalised Online Radio (POR) services to gain a foothold (e.g. Last fm, Pandora), while the Internet has enabled broadcasters, newspapers, and other producers of audio to potentially reach a whole new audience via Podcasts – downloadable files that can be listened to at the downloader's convenience.

RAJAR traditionally only measures live radio. Listen Again, POR and Podcasts reside outside of the measurement spectrum. However, many RAJAR subscribers are actively involved in those particular areas, and conduct that business largely without any real information on actual consumption. Additionally, there is little or no knowledge of how these relatively new media formats are impacting on conventional radio.

In an effort to fill this gap, RAJAR commissioned its second research study into Podcasting and radio listening via Internet.

The first instalment was conducted in October – November 2007. This later survey was conducted in April and May 2008 by Ipsos MORI using a sample made of respondents to the first instalment of this survey (conducted in October 2007) and RAJAR respondents from the previous 6 months who had claimed to listen to the radio via the Internet, or downloaded Podcasts.

Along with all 614 respondents to the first online survey, a further 2,881 RAJAR respondents within the target audience (i.e. respondents who had claimed to listen to the radio via the Internet and / or download Podcasts) were invited to participate in the online survey.

At the cut-off point, and after QC procedures had been implemented, the final usable sample was 863 respondents (394 from the first survey and 469 new respondents). This report is based on their responses.

2. Summary

14.5 million people (up from 12m in Survey 1) have claimed to listen to radio via the Internet, including 10.9 million listening live (up from 9m) and 9.3 million who have used Listen Again services (up from 7.6m). In addition, 6 million have downloaded a Podcast (up from 4.3m) and 2.1 million have used a Personalised Online Radio (up from 1.6m).

9.4 million people claim to listen to radio via the Internet at least once a week, either live or through a Listen Again service (up from 8.1m), and 3.7 million to listen to a Podcast (up from 1.9m).

The average user of Listen Again services listens to 1.8 programmes each week. Three quarters of Listen Again listeners say the service has no impact on the amount of live radio that they listen to; however, 13% claim to now listen to more live radio while 7% say they listen to less. Almost half of Listen Again listeners said they are now listening to radio programmes that they didn't previously listen to as a result of the Listen Again service.

The typical Podcast user subscribes to 3.59 Podcasts (up from 3.16) and spends just over an hour in the last week listening to them. Comedy and music are the two favourite genres.

iTunes is the software of choice, used by almost three quarters of Podcast users to subscribe to Podcasts, while a fifth (20%) simply download directly from the website via their browser. 79% listen to Podcasts on their home computer, and 66% listen using a portable audio/mp3 player.

Podcast listening occurs throughout the day, with an evening peak when 44% of Podcast users press the play button (weekdays). 83% listen to Podcasts that are more than a week old.

Podcasting appears to have a marginal positive effect on live radio listening – almost 15% say they now listen to more live radio since they started downloading Podcasts while 10% say they listen to less, and 39% say they are now listening to radio programmes that they never used to listen to before thanks to Podcasts.

Thinking about how Podcasts may be funded in the future, there is some appetite among the Podcast community for Podcasts containing adverts if they were free as a result with 53% saying they would be interested in downloading such content; however, only 31% responded positively to the idea of Podcasts without adverts that had to be paid for.

3. Report

Unless otherwise stated, the sample size for tables is 863.

How Often?

Over a quarter (28.9%) of the UK's adult population (those aged 15 or over) have listened to radio via the Internet. That equates to 14.5 million people.

Two thirds of these, or 18.8% of the adult population, listen at least once a week, with 5% listening via the Internet every day or most days – that's 2.5 million people.

Table 1: How often do you generally listen to the radio via the Internet?

Sample size = 863	('000s)	(%)
Base = All Adults aged 15+	50,344	100%
Ever listen via Internet	14,534	28.9
Several times a day	496	1.0
Everyday/most days	2,012	4.0
2-3 days per week	3,463	6.9
About once a week	3,467	6.9
About once a month	3,108	6.2
Less often	1,905	3.8
Don't know	81	0.2
Never listen via Internet	35,810	71.1

Where & When?

The vast majority of Internet radio listeners (89.2%) listen at home; almost 1 in 4 listen at work (24.4%) while 6.4% listen elsewhere.

Asked when they listen, 36.3% (5.3 million) said their listening was always in real time. A further 24.7% (3.6 million) said they listened at a later time than the original broadcast, while 39% (5.7 million) used a combination of real time and Listen Again, meaning that 9.3 million people use Listen Again facilities.

Sample size = 827	('000s)	(%)
Base = all listening via Internet	14,534	100%
Where?		
At home	12,966	89.2
At work	3,542	24.4
Elsewhere	930	6.4
When?		
Using live streaming	5,274	36.3
Using Listen Again	3,594	24.7
A combination of these	5,666	39.0

Listen Again

Those who said they have used a Listen Again service were asked about the programmes they had listened to in the past 7 days. Approximately half of this sample listened to 1 or 2 programmes, with the average coming in at 1.78.

Sample size = 532	'000s	%
Base = All who listen again	9,260	100%
0	1,857	20.1
1	2,981	32.2
2	2,501	27.0
3	877	9.5
4	490	5.3
5	192	2.1
6+	361	3.9
Mean (excludes not stated)	1.78	

We asked the Listen Again audience some questions about the impact that Listen Again had on their other listening to music and radio.

On balance Listen Again had a positive affect on overall listening, with 13.2% claiming to listen to more live radio since discovering Listen Again, and 7.1% listening less, although only 2% claimed to be listening to significantly less live radio. The vast majority (77.2%) said it had no effect either way.

Table 4: Since you started listening after the original time of broadcast (Listen Again), how would you say your live radio habits have changed?		
Sample size = 532	('000s)	(%)
Base = all who Listen Again	9,260	100%
I now listen to...		
(5) ...much more live radio	275	3.0
(4) ...more live radio	945	10.2
(3) ...just as much as before	7,146	77.2
(2) ...less live radio	473	5.1
(1) ...much less live radio	182	2.0
Mean score out of 5	3.07	

Furthermore, almost half of Listen Again listeners (48%, or 4.4 million) say they now listen to radio programmes that they didn't previously listen to as a result of the Listen Again service.

Assessing the impact of Listen Again on pre-recorded music (CDs, mp3s, vinyl, tape), there was no significant impact. 74.4% claimed it had no effect whatsoever, 9% said they now listen to more pre-recorded music while 12.3% said they listened to less.

Table 5: Has using Listen Again changed how much recorded music you listen to?		
Sample size = 532	('000s)	(%)
Base = all who Listen Again	9,260	100%
I now listen to...		
(5) ...much more music	261	2.8
(4) ...more music	569	6.1
(3) ...just as much as before	6,888	74.4
(2) ...less music	986	10.6
(1) ...much less music	153	1.7
Mean score out of 5	2.98	

Personalised Online Radio (POR)

Personalised Online Radio is an online service that uses a music recommendation system. Intelligent software selects music for listeners based on their personal likes and dislikes. Some of the better known examples are Last FM and Pandora. Asked if they were aware of such services, 31.3% of Internet radio listeners (4.8 million) said that they were.

People who said they were aware of POR were asked how often they used it. The total number of POR users is just over 2 million with over a million using at least once a week.

Table 6: How often do you use Personalised Online Radio?		
Sample size = 106	('000s)	(%)
Base = All POR users	2,069	100%
Use everyday	170	8.2
Use 2-3 times per week	346	16.7
Use about once a week	555	26.8
Use about once a month	413	20.0
Use less often	545	26.0
Varies	40	1.9

All users were asked if POR had changed how much conventional radio they listened to.

Table 7: Has using POR changed how much traditional live radio you listen to?		
Sample size = 106	('000s)	(%)
Base = All POR users	2,069	100%
I now listen to...		
(5) ...much more live radio	128	6.2
(4) ...more live radio	118	5.7
(3) ...just as much as before	1,467	70.9
(2) ...less live radio	198	9.6
(1) ...much less live radio	12	0.6
Mean score out of 5	3.08	

For 82.8% of users, POR has not eroded their traditional radio listening, and only 0.6% admitted listening to much less.

Media Players and Software

All respondents (i.e. everyone who listens to radio via the Internet or downloads Podcasts) were asked which media player software they use to organise music and/or audio on their PCs at home and at work. At home, Windows Media Player came out on top, being mentioned by 8.6 million users. The next most popular applications were iTunes (7.8 million) and RealPlayer (5.9 million).

At work, Windows Media Player was still the preferred software with 4.4 million users. Both iTunes and RealPlayer were mentioned by 2.3m.

Table 8: Which media player software do you use to organise music / audio on your computer? (Top 3 answers)				
Sample size = 863	At Home		At Work	
	'000s	%	'000s	%
Base = All respondents	15,223	100%	15,223	100%
iTunes	7,760	51.0	2,290	15.0
Windows Media Player	8,642	56.8	4,366	28.7
RealPlayer	5,942	39.0	2,291	15.0

Podcasts

A total of 6 million people have ever downloaded Podcasts, representing 12% of UK adults. 1.9 million have downloaded a vodcast (video Podcast) and almost 1 million have downloaded an enhanced Podcast (i.e. with chapters and pictures).

	'000s	%
Sample size = 863		
Base = All respondents	15,223	100%
TOTAL YES	6,031	39.6
Yes – standard Podcasts	5,185	34.1
Yes – enhanced Podcasts	974	6.4
Yes – video Podcasts	1,869	12.3
No	9,102	59.8
Don't know	90	0.6

3.7 million listen to Podcasts at least weekly.

	'000s	% All	% Podcast users (Sample = 317)
Sample size = 317			
All adults...	50,334	100%	
...downloading Podcasts...			
...ever	6,031	12.0	100%
...several times a day	157	0.3	2.6
...everyday	587	1.2	9.7
...2-3 days per week	949	1.9	15.7
...about once a week	2,003	4.0	33.2
...about once a month	1,128	2.2	18.7
...less often	1,173	2.3	19.4
...don't know	35	0.1	0.6

Asking people for a minute-perfect assessment of the time they spend listening to Podcasts was deemed impractical so instead, they were asked to select the time-band that best reflected their consumption in the last week. By taking the mid point in the estimations, we are able to calculate an approximate average duration. In a typical week, the average Podcast listener listens for just over an hour (63.2 minutes), and an extrapolation of this figure shows that the average UK adult listens to 5.6 minutes of Podcasts per week.

Table 11: In the last week, how long do you spend listening to Podcasts?

Sample = 317	Podcast users (000s)	% Podcast users	% All adults
			100%
...downloading Podcasts...	6,031	100%	12.0%
Not at all	1,598	26.5%	91.2%
Less than 30 minutes (15)	1,042	17.3%	2.1%
30 minutes to an hour (45)	1,138	18.9%	2.3%
1-2 hours (90)	1,182	19.6%	2.3%
2-3 hours (150)	514	8.5%	1.0%
3-5 hours (240)	236	3.9%	0.5%
> 5 hours (300)	227	3.8%	0.5%
Not sure	94	1.6%	0.2%
Average minutes in last week (without "don't know")		63.2 mins	5.6 mins

Types of Podcast

Asked what types of Podcast they were interested in, more than 3 million opted for Comedy. Next came Music (2.2m), TV & Film (1.9m) and News & Politics (1.3m). However, when asked which particular types of Podcast they actually subscribed to, there were some differences. Comedy, Music and TV & Film News & Politics were still numbers 1, 2 and 3 respectively, but in fourth position Technology was replaced by News and Politics.

Table 12: What types of Podcast are you interested in?

	Interested in....		Subscribe to...	
	'000s	% (Rank)	'000s	% (Rank)
Sample size = 317				
Base = All Podcast users	6,031	100%	6,031	100%
Comedy	3,066	50.8 (1)	2,208	36.6 (1)
Music	2,223	36.9 (2)	1,335	22.1 (2)
TV and Film	1,876	31.1 (3)	899	14.9 (3)
Technology	1,412	23.4 (4)	743	12.3 (5)
News & Politics	1,311	21.7 (5)	882	14.6 (4)
Arts	1,167	19.4 (6)	639	10.6 (7)
Sports and Recreation	1,026	17.0 (7)	522	8.7 (8)
Science & Medicine	1,017	16.9 (8)	519	8.6 (9)
Games and Hobbies	981	16.3 (9)	408	6.8 (12)
Education (e.g. languages)	910	15.1 (10)	498	8.3 (11)
Society & Culture	887	14.7 (11)	662	11.0 (6)
Business	711	11.8 (12)	514	8.5 (10)
Health	400	6.6 (13)	188	3.1 (14)
Religion & Spirituality	399	6.6 (14)	251	4.2 (13)
Kids and Family	310	5.1 (15)	99	1.6 (16)
Government & Organisations	268	4.4 (16)	165	2.7 (15)

Podcasts in General

The BBC is the biggest Podcast supplier with almost 70% reach within the Podcasting community.

Table 13: Do you subscribe to any Podcasts from any of the following suppliers?		
Sample size = 317	'000s	%
Base = All Podcast users	6,031	100%
BBC	4,061	67.3
UK commercial radio stations	244	4.0
UK newspapers	485	8.0
foreign/international radio stations	671	11.1
Other	1,363	22.6
Don't Know	1,116	18.5

Overall, Podcast users subscribe to an average of 3.6 Podcasts per head, and over 50% subscribe to between 1 and 5 Podcasts.

Table 14: How many Podcasts do you currently subscribe to?		
Sample size = 317	'000s	%
Base = All Podcast users	6,031	100%
0	892	14.8
1	1250	20.7
2	875	14.5
3	515	8.5
4	220	3.6
5	287	4.8
1-5	3147	52.2
6-10	553	9.2
11+	319	5.3
Mean (excludes not stated)	3.59	

Respondents were asked what proportion of the individual Podcast episodes they normally listen to. Over half (59.8%) claimed that they usually listen to the whole episode, and nearly a third (28.1%) said they listened to most of it.

Table 15a: In general, what proportion of an episode do you normally listen to?		
Sample size = 317	'000s	%
Base = All who ever download Podcasts	6,031	100%
The whole episode	3,608	59.8
Most of it	1,693	28.1
About half	170	2.8
Less than half	102	1.7
None	12	0.2
It varies widely	336	5.6
Don't know	109	1.8

Only 30% of Podcast users have time to listen to all the Podcasts they have downloaded in an average week, with another 31% listening to half of them or less.

Table 15b: In an average week, roughly what proportion of all Podcast episodes that you download do you actually get round to listening to?		
Sample size = 317	'000s	%
Base = All who ever download Podcasts	6,031	100%
All of them	1,831	30.4
Most of them	2,195	36.4
About half of them	916	15.2
Less than half of them	932	15.5
None of them	0	0.0
Don't know / Not applicable	157	2.6

Respondents were next asked if they ever listen to Podcast episodes that are more than a week old. Over four out of five (82.9%) said that they do.

Software

The most popular software used to download and play Podcasts is iTunes, which was chosen by almost three quarters (72.8%) of Podcast users. However almost 20% download directly from websites.

Sample size = 317	'000s	%
Base = All Podcast users	6,031	100%
iTunes	4,390	72.8
QuickTime	463	7.7
Mozilla	220	3.6
Juice	219	3.6
Sony PSP	142	2.4
Directly via website/browser	1,192	19.8
Other	159	2.6

Hardware

About 10% of Podcast users subscribe to the same Podcasts on more than one computer (for example, at home and at work).

The PC is the number one device when it comes to listening to Podcasts for almost 80% of downloaders; however, a significant number also use a portable audio player (66.1%) such as an iPod. The following table shows the devices used in order of preference.

Sample size = 317	'000s	%
Base = All Podcast users	6,031	100%
Home computer (PC/Mac)	4,741	78.6
Portable mp3/digital audio player	3,985	66.1
Mobile phone	598	9.9
Through a home hi-fi	309	5.1
Other	614	10.2

Podcast Listening Behaviour

Four out of five (79%) Podcast users like to listen to Podcasts at home – that’s 4.7 million adults. The car and public transport are the next most popular locations, each being favoured by one in four (25%, or just over 1.5 million), while walking (21%) and the workplace (19%) also featured.

Table 18: Where do you normally listen to Podcasts?

Sample size = 317	'000s	%
Base = All Podcast users	6,031	100%
At home	4,743	78.6
In the car	1,523	25.3
On public transport	1,522	25.2
Whilst walking	1,262	20.9
At work	1,132	18.8
Whilst exercising	659	10.9

During the week, the late afternoon and evening are the favourite times of day to listen to Podcasts, although there is a significant level of listening throughout the day. Apart from midnight to 6am, the least likely time to find people listening to Podcasts is between 9am and 2pm.

Table 19a: WEEKDAYS - When do you normally listen to Podcasts?

Sample size = 317	'000s	%
Base = All Podcast users	6,031	100%
Early morning (6am-9am)	1,372	22.7
Mid morning (9am-12pm)	719	11.9
Lunchtime (12pm-2pm)	643	10.7
Early afternoon (2pm-4pm)	1,009	16.7
Afternoon/early evening (4pm-7pm)	1,930	32.0
Evening (7pm-midnight)	2,626	43.5
Overnight	273	4.5
Don't know	798	13.2

During the weekend, as one would expect, there is very little listening taking place before 9am. Again the peak of listening is in the evening, although the high level of “don’t know” compared with weekdays indicates that listening time varies a lot more during the weekend.

	'000s	%
Sample size = 317		
Base = All Podcast users	6,031	100%
Early morning (6am-9am)	339	5.6
Mid morning (9am-12pm)	939	15.6
Lunchtime (12pm-2pm)	742	12.3
Early afternoon (2pm-4pm)	1,033	17.1
Afternoon/early evening (4pm-7pm)	1,091	18.1
Evening (7pm-midnight)	1,560	25.9
Overnight	270	4.5
Don't know	2236	37.1

	'000s	%
Sample size = 317		
Base = All Podcast users	6,031	100%
Early morning (6am-9am)	334	5.5
Mid morning (9am-12pm)	786	13.0
Lunchtime (12pm-2pm)	587	9.7
Early afternoon (2pm-4pm)	830	13.8
Afternoon/early evening (4pm-7pm)	911	15.1
Evening (7pm-midnight)	1,551	25.7
Overnight	240	4.0
Don't know	2,550	42.3

For most people, the freedom to listen when they want is perceived as the main benefit of Podcasts, with almost 60% citing this as their top answer and a total of 91% including it in their top 3 benefits. Being able to hear radio shows that they have missed is the second biggest benefit – almost a quarter mentioned this as their main reason. Sound quality was not considered to be a benefit, nor was the ability to share programme content with friends – only 7% and 6% respectively counted these factors among the benefits.

Table 20: What are the 3 main benefits of downloading Podcasts for you?

	Main Benefit		All Mentions	
	'000s	%	'000s	%
Sample size = 317				
Base = All Podcast users	6,031	100%	6,031	100%
I can listen when I want	3,448	57.2	5,464	90.6
I can hear shows I missed on the radio	1,352	22.4	4,398	72.9
I can transfer files to a portable device	776	12.9	3,168	52.5
I can listen more than once	118	2.0	1,347	22.3
I can collect audio for listening in future	107	1.8	977	16.2
I can fast forward & rewind the programme	87	1.4	1,522	25.2
Good sound quality	0	0	449	7.4
I can share them with friends	0	0	338	5.6

Deleting and Unsubscribing

A Podcast differs from a standard audio file for its use of RSS (Really Simple Syndication) feed technology. This means that once a Podcast has been subscribed to, and until the recipient decides to unsubscribe, subsequent episodes will be flagged and in most cases automatically delivered to the Podcast subscriber.

A majority of Podcast users (57.5%) said that they normally delete the file after they have listened to a Podcast.

Table 22: After listening to a Podcast, do you normally delete it?		
Sample size = 317	'000s	%
Base = All Podcast users	6,031	100%
Yes	3,465	57.5
No	2,373	39.3
Don't know	193	3.2

Asked why they might keep some Podcasts after they have listened, the two biggest answers were to listen to them again in the future, and to keep a collection.

Table 23: Why do you normally keep at least some Podcast episodes?		
Sample size = 133	'000s	%
Base = All who do not delete	2,566	100%
To listen to them again in the future	1,590	62.0
To keep a collection	852	33.2
To send to friends	100	3.9
To edit/use audio for own purposes	75	2.9

Almost half of the sample have never unsubscribed from a Podcast.

Table 24: Have you ever unsubscribed from a Podcast?		
Sample size = 317	'000s	%
Base = All Podcast users	6,031	100%
Yes	2,922	48.4
No	2,719	45.1
Don't know	389	6.5

Those that have unsubscribed were asked why they had done so. The majority of responses indicate a lack of commitment or interest, with more than half saying they got bored with it, and 30% losing interest in the subject. 50% simply couldn't find time to listen.

Table 25: Why did you unsubscribe from a Podcast?		
Sample size = 153	'000s	%
Base = All who have unsubscribed	2,922	100%
I got bored of the content	1,516	51.9
I couldn't find time to listen	1,475	50.5
No longer interested in subject	865	29.6
Podcast was not updated often enough	613	21.0
Quality was not good enough	193	6.6
Podcast was too short / too long	134	4.6
I ran out of hard disk space	121	4.1

Over 70% say they listen to just as much live radio as before they started listening to Podcasts. Only 10% said that they listen to less live radio, with 15% claiming they now listen to more.

Table 26: Since you started listening to Podcasts, how would you say your live radio listening habits have changed?		
Sample size = 317	('000s)	(%)
Base = All Podcast users	6,031	100%
I now listen to...		
(5) ...much more live radio	334	5.5
(4) ...more live radio	562	9.3
(3) ...just as much as before	4,328	71.8
(2) ...less live radio	488	8.1
(1) ...much less live radio	124	2.1
Mean score out of 5	3.08	

Almost 40% of Podcast users say that they now listen to radio programmes that they didn't previously listen to as a result of downloading Podcasts.

Table 27: Has listening to Podcasts changed how much recorded music you listen to?		
Sample size = 317	('000s)	(%)
Base = All Podcast users	6,031	100%
I now listen to...		
(5) ...much more music	312	5.2
(4) ...more music	638	10.6
(3) ...just as much as before	4047	67.1
(2) ...less music	684	11.3
(1) ...much less music	74	1.2
Mean score out of 5	3.07	

Furthermore, Podcasts have encouraged people to spend more time listening to their mp3 players – 43% listen just as much as before, while another 43% listen more. Only 3% claim to now listen to their mp3 player less.

Table 28: Has listening to Podcasts changed how much time you spend listening to your mp3 player?		
Sample size = 317	('000s)	(%)
Base = All Podcast users	6,031	100%
I now listen to my mp3 player...		
(5) ...much more	919	15.2
(4) ...more	1,677	27.8
(3) ...just as much as before	2,587	42.9
(2) ...less	153	2.5
(1) ...much less	44	0.7
Mean score out of 5	3.61	

Only 188,000 people (3.1% of Podcast users) said that they had paid to subscribe to a Podcast, and only 1 million (16.7% of Podcast users) said that they would ever be willing to pay for any.

Asked to think about how Podcasts might be paid for in future, there was some interest in advert-sponsored content, with more than half (53.2%) of Podcast users expressing interest.

Table 29: In the future, how interested would you be in downloading a free Podcast containing adverts?		
Sample size = 317	('000s)	(%)
Base = All Podcast users	6,031	100%
Very interested	996	16.5
Quite interested	2,213	36.7
Not very interested	1,349	22.4
Not interested	1,137	18.9
Don't know	336	5.6

However, there was far less interest in paid-for Podcasts, even without advertising. Only 31% answered positively, with almost 60% saying they had little or no interest.

Table 30: In the future, how interested would you be in downloading a paid-for Podcast but without adverts?		
Sample size = 317	('000s)	(%)
Base = All Podcast users	6,031	100%
Very interested	470	7.8
Quite interested	1,411	23.4
Not very interested	1,569	26.0
Not interested	2,024	33.6
Don't know	557	9.2

Respondents were asked if they thought they would download more Podcasts if they could contain full-length music tracks. (Currently, music right holders greatly limit what music can be used on Podcasts, which leads to music being removed altogether from the majority of radio programmes made available as a Podcast.) There was significant interest (66%) in such Podcasts if they were free, but support slipped away dramatically (down to 10.7%) at the prospect of having to pay for them. Interestingly, over a quarter of Podcast users didn't know if they would pay for such music content or not.

Table 31: If Podcasts could contain music, would you download more?		
Sample size = 317	('000s)	(%)
Base = All Podcast users	6,031	100%
If they were free...		
Yes	3,912	64.9
No	1,313	21.8
Don't know	806	13.4
If you had to pay a fee...		
Yes	411	6.8
No	3,878	64.3
Don't know	1,743	28.9

Finally we asked respondents to quantify how much time they had spent last week on each of the online listening activities.

Of those who listen live to the radio online, 56% spent less than one hour doing so in the previous week. Taking the mid-point estimate, the average time spent in the last week is just under 80 minutes.

Table 32a: Duration of use last week - Listen live to radio programme online		
	Listen live users (sample size = 608)	
	'000s	%
Base:	10,940	100%
Not at all	2,914	26.6%
Less than 30 minutes	1,795	16.4%
30 minutes to an hour	1,452	13.3%
1-2 hours	1,719	15.7%
2-3 hours	940	8.6%
3-5 hours	649	5.9%
More than 5 hours	894	8.2%
Don't know	576	5.3%
Average minutes taking mid point (without "don't know")	78.3 mins	

Of those who use Listen Again facilities, 48% spent less than thirty minutes doing so in the previous week and the average time spent in the last week is just over 50 minutes.

Table 32b: Duration of use last week - Listen Again to a radio programme online		
	Listen Again users (sample size = 532)	
	'000s	%
Base:	9,260	100%
Not at all	3,055	33.0%
Less than 30 minutes	1,422	15.4%
30 minutes to an hour	1,962	21.2%
1-2 hours	1,490	16.1%
2-3 hours	485	5.2%
3-5 hours	176	1.9%
More than 5 hours	335	3.6%
Don't know	335	3.6%
Average minutes taking mid point (without "don't know")	51.5 mins	

Of those using Personalised Online Radio services, 64% spent less than 30 minutes doing so and the average time spent in the last week is just under 40 minutes.

Table 32c: Duration of use last week – Personalised Online Radio		
	POR users (sample size = 106)	
	'000s	%
Base:	2,070	100%
Not at all	993	48.0%
Less than 30 minutes	331	16.0%
30 minutes to an hour	209	10.1%
1-2 hours	295	14.3%
2-3 hours	82	4.0%
3-5 hours	44	2.1%
More than 5 hours	41	2.0%
Don't know	75	3.6%
Average minutes taking mid point (without "don't know")	38.1 mins	

Of those using Podcasts, 63% spent less than an hour doing so and the average time spent in the last week is just over an hour (63.2 minutes).

Table 32d: Duration of use last week – Podcasts		
	Podcasts users (sample size = 317)	
	'000s	%
Base:	6,031	100%
Not at all	1,598	26.5%
Less than 30 minutes	1,042	17.3%
30 minutes to an hour	1,138	18.9%
1-2 hours	1,182	19.6%
2-3 hours	514	8.5%
3-5 hours	236	3.9%
More than 5 hours	227	3.8%
Don't know	94	1.6%
Average minutes taking mid point (without "don't know")	63.2 mins	

Extrapolating each of the average minutes on the total adult 15+ population, we can gauge the relative importance of each of the internet listening activity covered by this survey. Listen Live is the most popular activity with an average listening time of 12.5 minutes, and POR is still a marginal activity with only 0.8 minutes spent by UK adults in the last week.

Table 33: Average minutes in the last week for each type of internet listening activity	
	All Adults 15+
Base (000s):	50,344
Listen Live	12.5 mins
Listen Again	6.3 mins
POR	0.8 mins
Podcasts	5.6 mins