

Podcast Listener Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Think about listening to the podcast named above in the past four weeks. You can skip any question. Your answers do not change subscriptions or notifications.

1. How many episodes of this show did you listen to at least partly in the past four weeks?

- ☐ None
- ☐ 1
- ☐ 2–3
- ☐ 4–5
- ☐ 6 or more
- ☐ I do not remember

2. What is your main reason for listening to this show?

- ☐ Learning or staying informed
- ☐ Entertainment
- ☐ Relaxation
- ☐ Feeling connected to the host or community
- ☐ Passing time during another activity
- ☐ Another reason
- ☐ I have not listened recently

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3. Where do you most often listen to this show?

- ☐ At home while focused on listening
- ☐ During travel
- ☐ During household tasks
- ☐ During exercise
- ☐ Somewhere else
- ☐ No usual setting
- ☐ I have not listened recently

4. For this show, what episode length would you usually prefer?

- ☐ Under 15 minutes
- ☐ 15–29 minutes
- ☐ 30–44 minutes
- ☐ 45–59 minutes
- ☐ 60 minutes or longer
- ☐ It depends on the topic
- ☐ No preference

5. How easy is it to tell what an episode will cover from its title and description?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither easy nor difficult
- ☐ Somewhat easy
- ☐ Very easy
- ☐ Not applicable

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6. Which topic would you most like this show to cover next?

7. What should the show keep or change?
