WePod Project

Flash survey

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Introduction

A flash survey in 4 languages was conducted between Monday 23rd of October 2023 and Monday 30th of October 2023 by Bulle Media within the project WePod.

With the help of the partners of the project, we received **206 answers** from 6 different nationalities.

The majority of the respondents (~25%) belonged to the age group 35-44. 6 out of 10 respondents are women and we received the most answers from Italy.

In this report, graphical representations aim to summarize the responses and provide an overview of the preferred choices from our audience for the development of our future podcasts within the WePod project.

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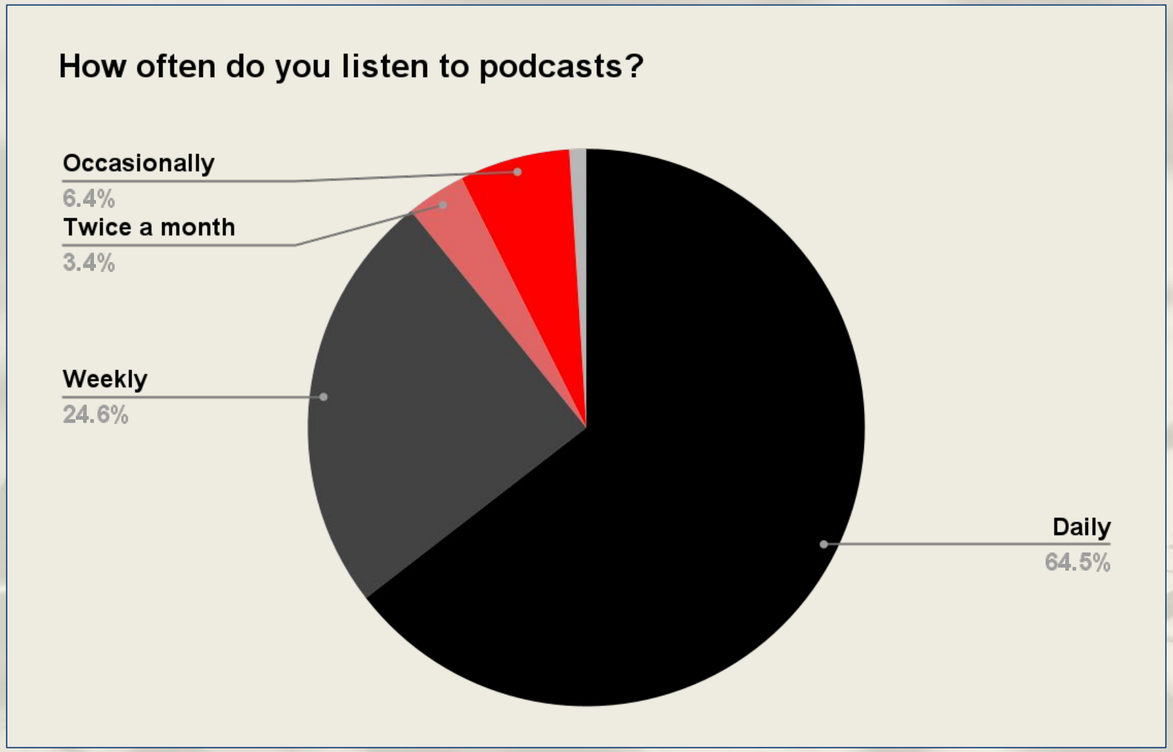
Survey Report



A vast majority of the respondents **(64.5%)** responded that they listen to podcasts daily.

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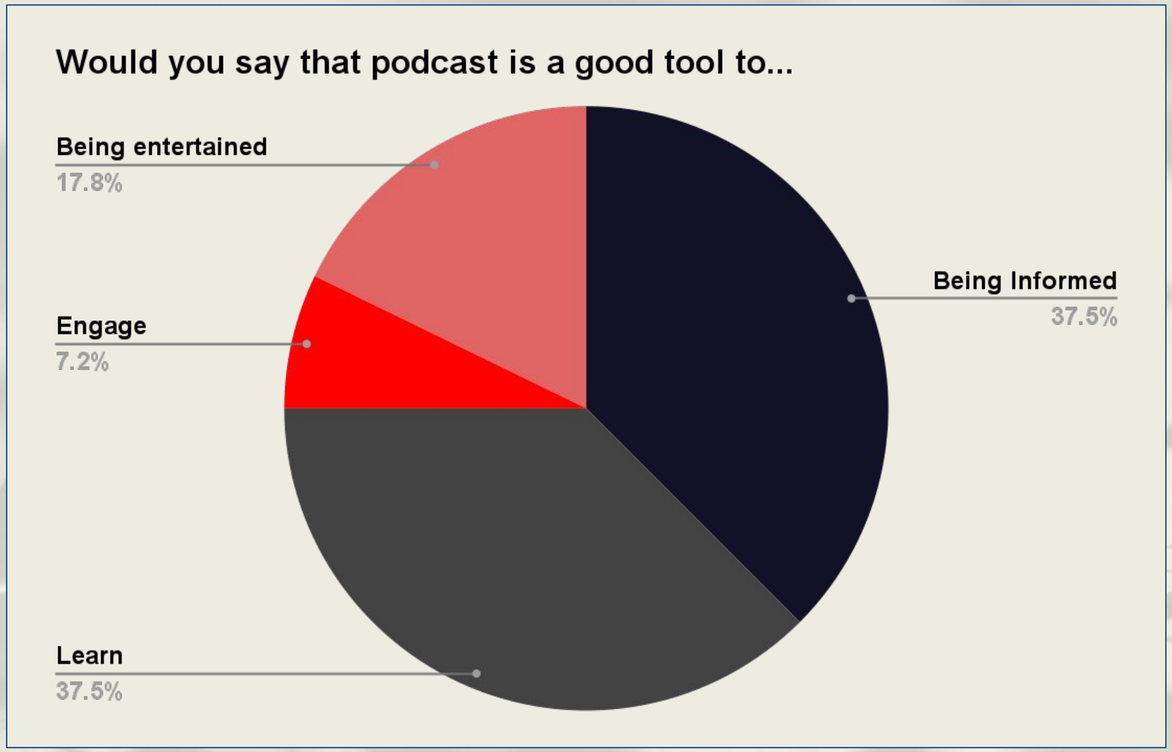
Survey Report



As an overall result of the survey, the majority of the respondents chose podcasts as a good tool for **both Being Informed and Learning (both ~38%).**

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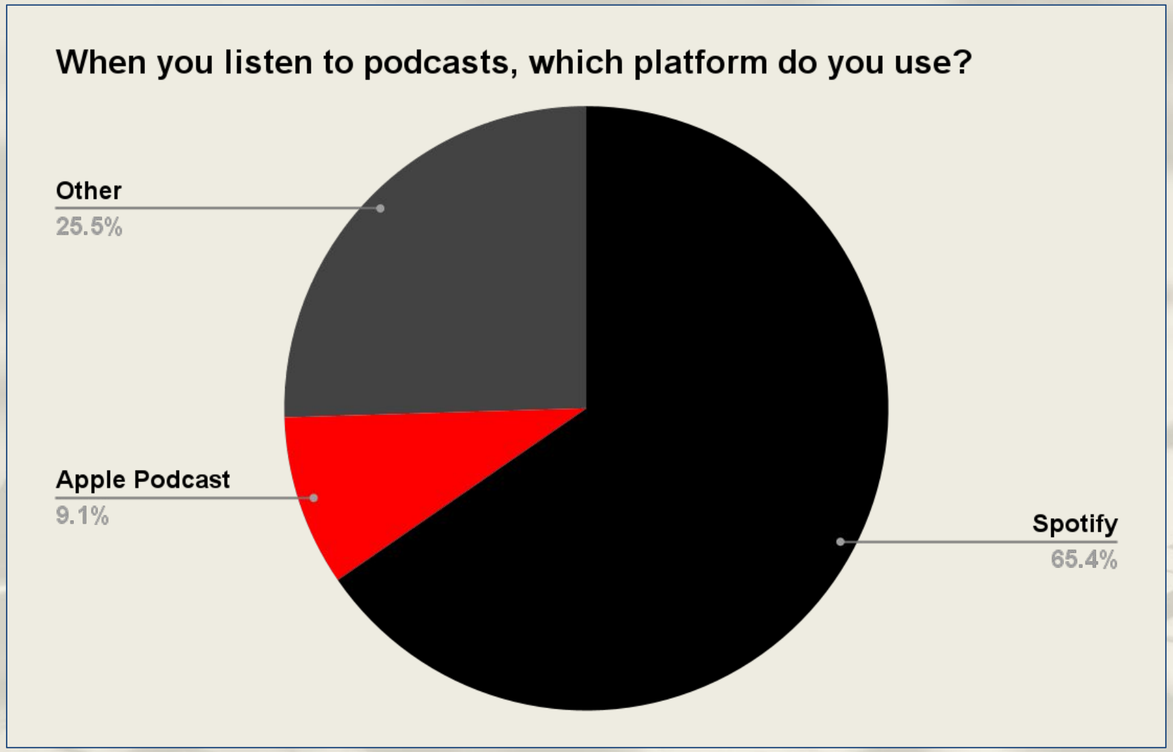
Survey Report



As an overall result of the survey, a vast majority of the respondents use **Spotify** as their platform to listen to podcasts, and on the second preference, we have Apple Podcasts.

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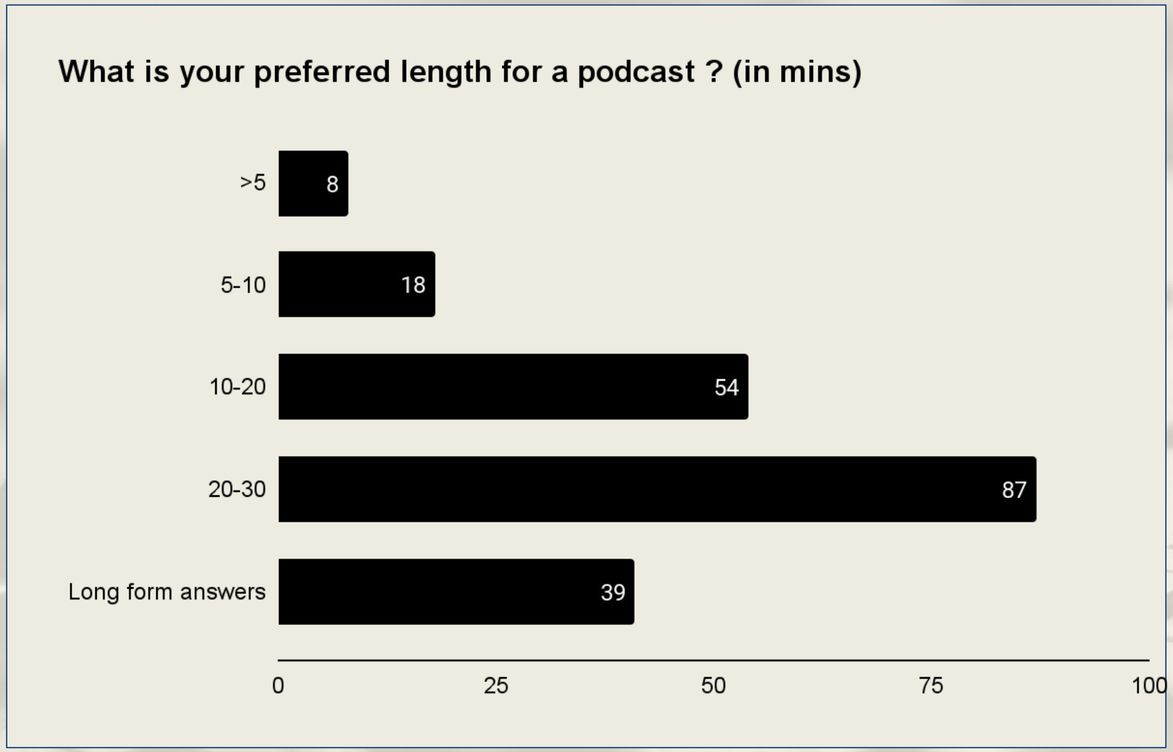
Survey Report



A vast majority of the respondents chose **20-30 minutes** as their preferred length of podcasts.

It is important to note that the answers vary depending on the linguistic versions of the surveys (the Italian and the Spanish respondents favour a great majority for long format while the English and French ones often favour a shorter format (10 to 20 minutes).

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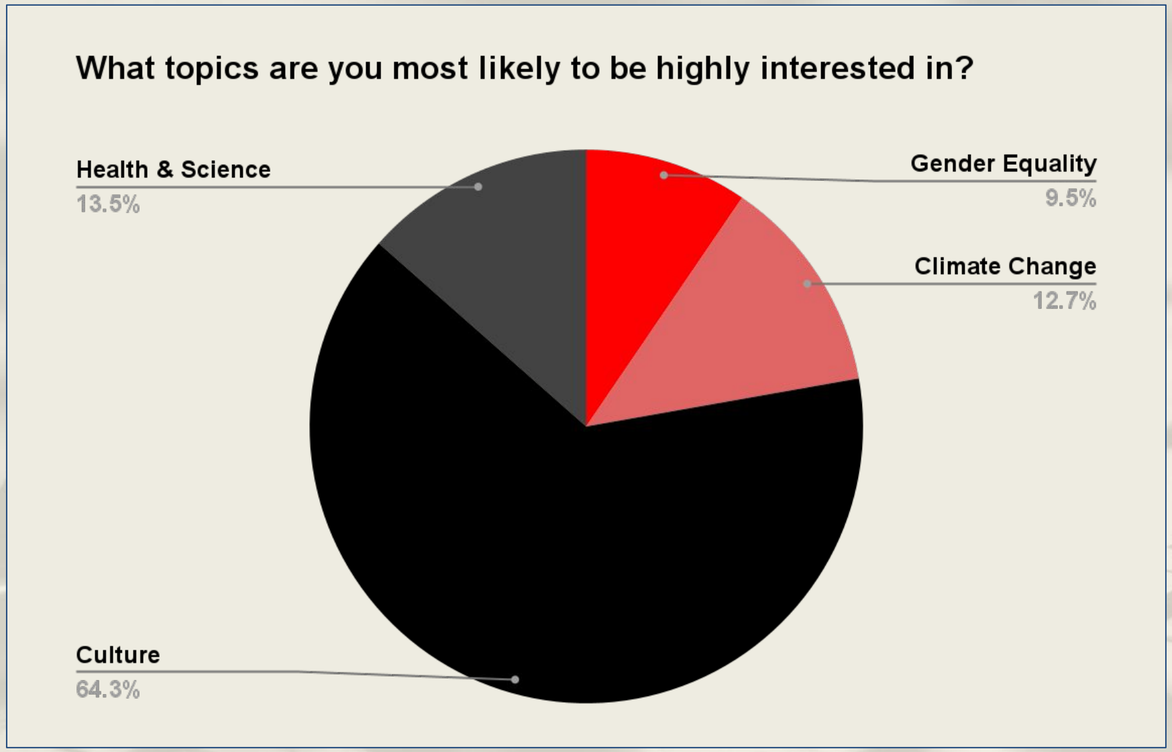
Survey Report



A vast majority of the respondents chose **Culture (~64%)** as the most interesting topic for podcasts.

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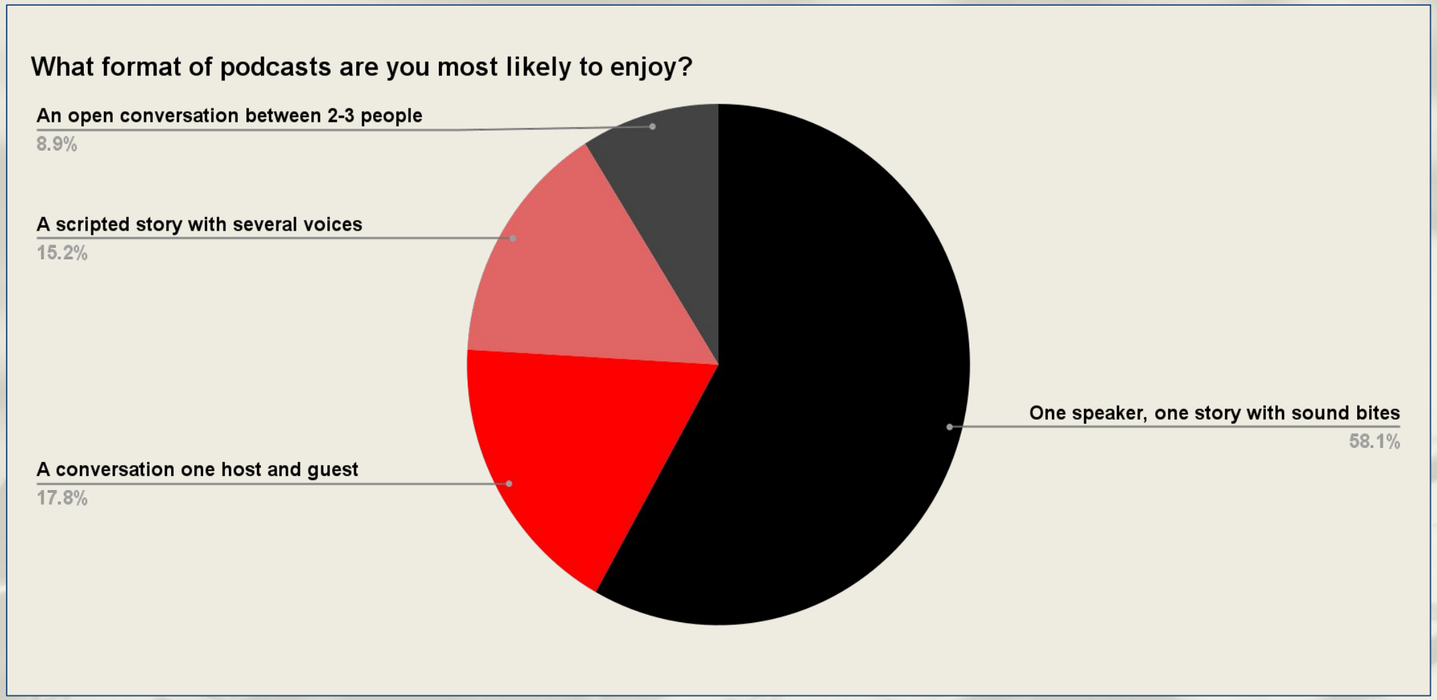
Survey Report



Almost 60% of the respondents chose "one person who tells a story" as their preferred format for podcasts. Far after, in the second position, we have "A conversation between one host and one guest" which constitutes nearly 18% of the total respondents.

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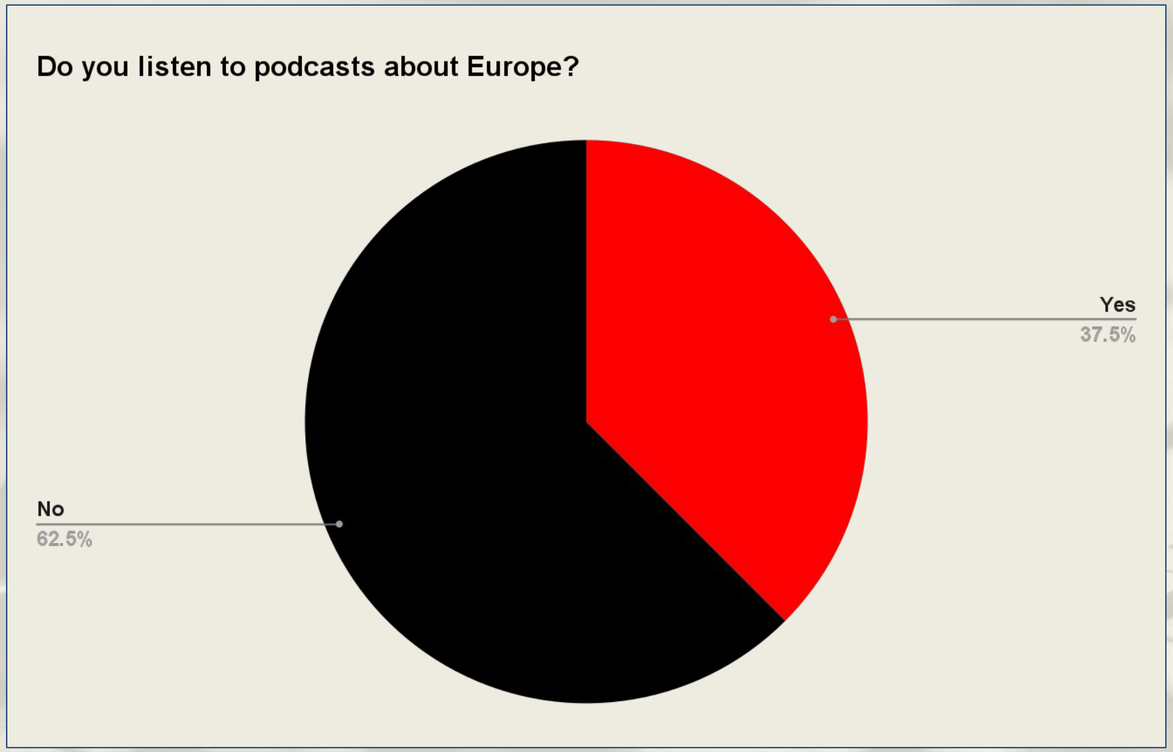

37.5% of the respondents chose Yes to confirm that they listen to podcasts about Europe.

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Could you name a podcast about Europe?

This question received varied answers. A few of the responses included ‘Dinamica Europa’, ‘The Europeans’, ‘Revisionist History’, and ‘ Saldremos Mejores’.

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Survey Report

If a new podcast about Europe was about to be created, what kind of podcast would you like to hear?

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Conclusion

Out of our 206 respondents, the majority of them (~25%) belonged to the age group 25-54. 6 out of 10 respondents are women and we received the most answers from Italy.

Among these respondents, ~**65%** listen to podcasts **daily**.

Our audience wants to be **informed and learn**. They enjoy listening to **one speaker who tells a story** and is interested in podcasts about **Culture (~65%).**

Their most preferred platform for listening to podcasts is **Spotify** and the most preferred length of the podcast is between **20-30 minutes.**

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Thank you

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