

Open Question Feedback (MW Sprawl)

Podcasts they listen to:

Football podcasts - Peter Crouch etc
Shag Married Annoyed
Off the Menu
Help I Sexted my Boss
Critical Roll
Maybe Baby
Get'em Steve Dave
Adam Buxton
Doug Benson
Jack Higgins' (Works at UoG!)

Why do they Listen to podcasts?

Like the general chat
Able to be engaged whilst multitasking
Everyone wants to hear a story
Not a massive music fan
They're free

What do they like about podcasts?

Real people's stories
Constantly Updating
Part of a conversation
Familiarity and new content regularly
Comedy
Real world

When do they listen?

To unwind at home
In the car
At the Gym
On the train
I do not like Green Eggs and Ham

Thoughts on proposition

20mins about right, any longer and might lose interest, more importantly it wouldn't fit with their schedule (there was a 40min one that was cited as being good because it had a break)
Good to serialise
Not interested in the song smithing.
Adults need to be played bedtime stories

They would listen to the first one (this came up a few times) - will move on if not grabbed!
Behind the scenes less interesting
The experience is very important.

Paying for podcasts

No one pays!!
Merch
Sponsorship is super prevalent.

Observations by interviewer

They all seemed to know the background of the shows, the personalities were important. The real world conversation was important. Should feel like a conversation you're listening to.

Open Question Feedback (DM)

Phoebe 21

Doesn't listen to podcasts at all, but she did once listen to an episode of 'Loose lips' because it was recommended by a friend. She would rather listen to music on her 20 minute commute
She used the apple podcast app to find the podcast.

When talking about our podcast she said she'd be more inclined to ask about musical decisions rather than lyrical decisions.

If she were to listen to it the it needs to be funny and have comical interactions.

Also don't blabble, just get to the point with the story.

Little bit of back and forth with host host is important - conversational.

Alex 21

Doesn't listen to podcasts - but does 'watch' podcasts on Youtube.

He'd be interested in our podcast if he liked the artist already or if it was known for being funny

Could listen for hours if it's interesting - no real preference on time.

Julia - dare not ask, maybe pushing 40? I hope she never reads this.

She has never listened to a podcast, but has just been introduced to a webspace called tortoise media which has some podcasts that she would be interested in listening to.

Tortoise media - is a media outlet into slow news.

Podcast topics - Food, climate change, big tech, beyond carbon. Topical and current, research based journalism.

After mentioning our podcast idea she wasn't interested at all. Esmereen- fav post rock band - wouldn't listen to their music analysis, but would listen to analysis of art.

Doesn't care for the actual meaning behind the song.

It must be authentic. She thinks that good interactions with a host would help. Better host means better conversation. Knowledgeable and flowing.

Taunton lads. 21 and 20

Advertising is dead and Joe rogan podcast - they listen to.

They listen to those because they are interested in the specific content and the guests.
Half hour commute, but if it's longer I'll do a podcast. 2 hours max re Length.
Loves the chilli peppers and would listen to them talk about their songs.
Better with a host to help control the conversation.

If they're a local artist I would listen to it - maybe even seek out the live recordings.
Listen on Spotify, YouTube if it's YouTube it's just in the background.