

Brains On! Listener Survey 2018

Location of Brains On Listeners

1. Where do you live?

- United States (includes US territories)
- Canada
- Somewhere else (please describe):

2. What state or US territory do you live in?

- Alabama
- Alaska
- American Samoa
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Federated States of Micronesia
- Florida
- Georgia
- Guam
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Marshall Islands
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Northern Mariana Islands
- Ohio
- Oklahoma
- Oregon
- Palau
- Pennsylvania
- Puerto Rico
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virgin Islands
- Virginia
- Washington
- Washington, D.C.
- West Virginia
- Wisconsin
- Wyoming

Listeners in Your Household

The questions in this survey focus on Brains On episodes. The survey is NOT about the new debate-based podcast Smash, Boom, Best.

Since you live outside of the United States your survey is really short. This is the last question we have for you and then you can go on to download the Brains On Science Saturday activity guide.

3. Of all the people in your household, how many people in each age group have listened to the Brains On podcast in the last year? Answer based on your child's age today. If you don't have people of a certain age group in your household, select "0."

| | 0 | 1 | 2 | 3 | 4 or more |
|------------------------|---|---|---|---|-----------|
| Kids 3 - 4 years old | | | | | |
| Kids 5 - 12 years old | | | | | |
| Kids 13 - 17 years old | | | | | |
| Adults (18 and older) | | | | | |

The questions on the following pages are about children ages 5-12 who listen to Brains On. These questions are written for an adult to answer about their child and you'll notice the wording is reflective of that. However, we encourage you to have your child help you answer the questions. If you and your child don't agree on an answer to a question, please select "not sure" if that option is available for the question or leave the question blank.

You said you have two or more children in your household between the ages of 5-12 who listen to Brains On. We are only asking you to fill out the survey for one child. How do you decide which child you should fill it out for? Please choose the child whose birth day and month is closest to today's date. It is really important that you choose the child this way as it helps to make sure we get information about a range of different types and ages of child listeners.

If you'd like to have a list of the Brains On episodes available while filling out this survey, click here: [Brains On Episode List](#) The list will open up in a new window so you can access it if you need to and then you can come back to this window to finish the survey.

4. How old is the child you will be filling out the survey about?

- 5 years old
- 6 years old
- 7 years old
- 8 years old
- 9 years old
- 10 years old
- 11 years old
- 12 years old

Children's Listening Behaviors

5. How many episodes of Brains On has your child listened to? For reference, Brains On has produced over 120 episodes.

- Only one episode
- Around 2 - 10 episodes
- Around 11 - 50 episodes
- Over 50 episodes
- Not Sure

6. Below is a list of the possible ways kids choose which Brains On episode to listen to. Has your child ever selected a Brains On episode in the following way? If you aren't sure, simply select "Not sure." ^{a, b}

| | Yes | No | Not sure |
|--|-----|----|----------|
| My child chooses based on the topic or subject matter of the show. | | | |
| My child chooses based on the title of the show. | | | |
| My child chooses based on the description of the show. | | | |
| My child listens to the most recently posted or newest episode. | | | |
| An adult chooses an episode for them. | | | |

7. Has your child ever listened to the same Brains On episode more than once?

- Yes
- No
- Not sure

8. Think about the Brains On episode that your child has listened to the most. How many times has your child listened to that episode? ^b

- 2 to 3 times
- 4 to 9 times
- 10 or more times
- Not sure

Reasons Why People Listen to Brains On

9. There are many reasons why people like to listen to Brains On. What are the main reasons why your child likes to listen to Brains On?

Reasons why my child likes to listen to Brains On...

10. From your perspective as a parent or guardian, what do you like about Brains On?

Children's Listening Behaviors

11. Kids may listen to Brains On by themselves and with other people. Has your child ever listened to Brains On in the following ways? This can include listening with people outside of your household, but does NOT include how they might listen at school.

| | Yes | No | Not sure |
|---|-----|----|----------|
| Alone | | | |
| With one or more kids (but no adults) | | | |
| With one or more adults (but no other kids) | | | |
| With a group that includes at least one adult and one other child | | | |

12. Have kids and adults in your household ever listened to Brains On together? (This doesn't have to be all of the adults and kids in the household, just if there are adult/kid household members listening together at all)

- Yes
- No

Where & When Children Listen

13. Think about all of the places your child has listened to Brains On. Has your child ever listened to Brains On while at the following places? If something doesn't apply to your child (for instance, they don't take public transportation or haven't traveled on an airplane), please select "Not applicable." ^a

| | Yes | No | Not sure | Not applicable |
|---|-----|----|----------|----------------|
| In a vehicle (car, truck, etc) | | | | |
| At someone else's house | | | | |
| While traveling on an airplane | | | | |
| On public transportation (bus, train, subway) | | | | |
| At home | | | | |
| At school | | | | |
| Somewhere you are staying on a trip (hotel, motel, cabin, tent, etc.) | | | | |

14. Where else does your child listen to Brains On? If they don't listen anywhere else, you can leave this blank.

15. Has your child ever listened to Brains On during any of the following activities? If your child is too young for homework or doesn't have any chores, please select "not applicable" for those statements. ^a

| | Yes | No | Not sure | Not applicable |
|--|-----|----|----------|----------------|
| While doing projects or playing | | | | |
| While doing chores | | | | |
| While doing homework | | | | |
| When sick at home | | | | |
| During mealtimes or when someone is getting a meal ready | | | | |
| During bath or shower time | | | | |
| Before or at bedtime | | | | |

16. Are there any other times your child listens to Brains On at home? If yes, please describe them below. Otherwise, you can leave this blank.

Children's Activities After Listening to Brains On

17. Has your child ever done any of the following after listening to a Brains On episode? ^b

| | Yes | No | Not sure |
|---|-----|----|----------|
| My child asked to listen to the episode again. | | | |
| My child did an activity or experiment inspired by an episode. (This does NOT include something a teacher did at school.) | | | |
| My child drew a picture or took a photograph related to an episode. | | | |
| My child searched for more information about a topic in an episode. | | | |
| My child sent something to Brains On such as a mystery sound, question, debate idea, drawing, etc. | | | |
| My child talked to people about what they heard about or learned from an episode. (This includes talking to people inside and/or outside of their household). | | | |
| My child quoted, sang, or acted out something they heard in an episode. | | | |
| My child read or looked at a book, magazine or website related to an episode topic. | | | |

18. What other types of things has your child done as a result of listening to a Brains On episode? If they haven't done anything else, you can leave this blank.

Children's Demographic Information

The following questions are to help understand the demographics of children that the Brains On podcast is currently reaching.

19. What is your child's gender?

- Male
- Female
- Prefer to self-describe:

20. Which racial or ethnic group(s) does your child identify with? (check all that apply)

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- White
- Racial or ethnic group not listed above (please describe):

Information About Adult Filling Out Survey

21. As the adult filling out the survey, have you ever listened to Brains On?

- Yes
- No

22. As the adult filling out the survey, to what extent do you agree or disagree with the following statement about Brains On?

| | Strongly Disagree | Disagree | Agree | Strongly Agree |
|--|-------------------|----------|-------|----------------|
| Brains On is a program for kids that is also enjoyable for adults. | | | | |

23. What is your age range?

- 18 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 69
- 70 - 79
- 80 and above

24. What is your gender?

- Male
- Female
- Prefer to self-describe:

25. Which racial or ethnic group(s) do you identify with? (check all that apply)

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- White
- Racial or ethnic group not listed above (please describe):

Information About Your Household

26. We'd like to know a little bit more about your household.

What is the highest level of education that has been reached in your household? Choose the education level of the adult with the highest level of education.

- Less than a high school diploma
- High school diploma or the equivalent
- Some college credit, no degree
- Trade/technical/vocational training
- Associate's degree
- Bachelor's degree
- Master's degree
- Professional degree (i.e. JD, MD, etc) or Doctorate degree

27. What is your annual household income (before taxes)?

- Under \$25,000
- \$25,000 to \$50,000
- \$50,001 to \$75,000
- \$75,001 to \$100,000
- \$100,001 to \$200,000
- \$200,001 to \$350,000
- \$350,000+
- Prefer not to answer

28. Have any of the adults in your household listened to public radio in the last 30 days? ^a

- Yes
- No
- Not Sure

29. Do any of the adults in your household have a job in one of the following fields: science, technology, engineering, math, or medical?

- Yes
- No
- Not sure

30. Does your household have a smart speaker (e.g. Amazon Echo/Alexa, Google Home, Apple HomePod)?

- Yes
- No
- No, but we are planning to get one soon

31. Have you ever used your smart speaker to listen to Brains On? This means asking your smart speaker to play the Brains On podcast. Select "No" if you have only used the smart speaker as a Bluetooth speaker for another device.

- Yes
- No
- Not sure

a. Question adapted from Edison Research. (2017). *Knight Foundation Survey – APM*.

b. Question adapted from Kids Listen. (2017). *Kids Listen inaugural survey: The first survey of children's podcast listening habits*. https://bd754cce-d1c0-4397-b737-454f7138e2cd.filesusr.com/ugd/10c540_8056b16c7caa47b091ca25a5cc426176.pdf