

RPG Podcast Listener Survey Analysis

Appendix

Part I - Significance of Selected Analyses

All significance tests conducted at the 90% level.

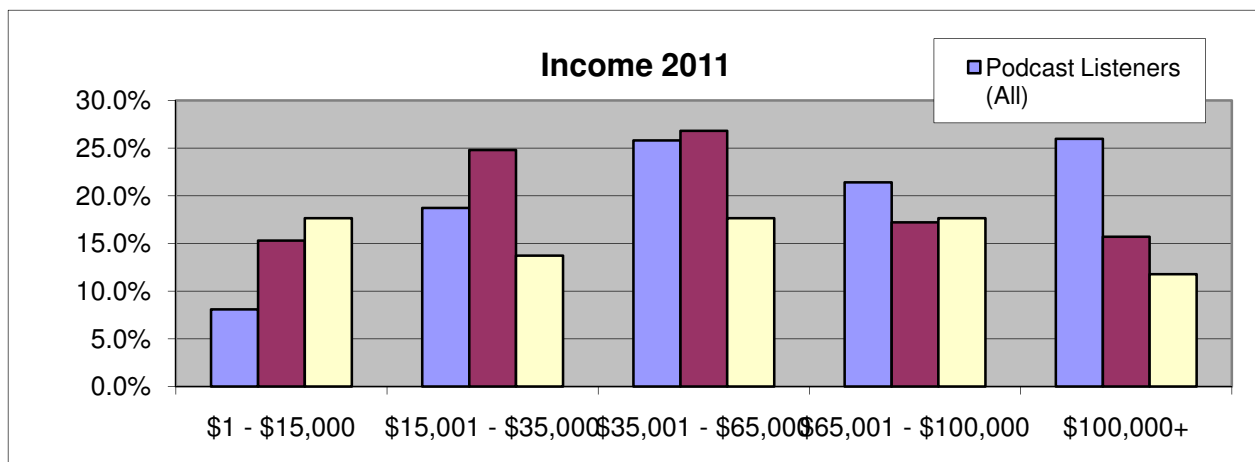
Unless stated otherwise, any other differences identified in the main body should not be assumed to be statistically significant. However, information and insights can be drawn from any differences deemed to be practically meaningful by the reader.

Income

Female Listeners tend to make less than the US Average

The proportion of female listeners is statistically significantly different from the US Average for the following categories: \$1 - \$15,000; \$35,001 - \$65,000; and \$100,000+

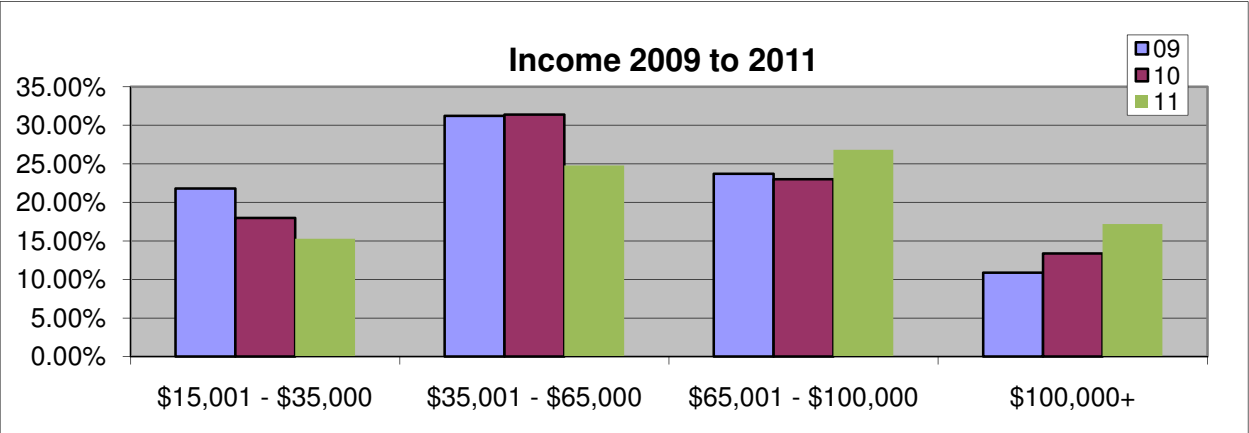
These differences suggest that female listeners are generally less well paid than the US Average, reflecting the well-established gender salary differences in the country.



Podcast Listeners are Generally Making More Money than 2 Years Ago

The proportion of 2011 listeners is statistically significantly different from the proportion of 2009 listeners in the following categories: \$35,001 - \$65,000 and \$100,000+

These differences suggest that podcast listeners are generally making more money than in 2009.

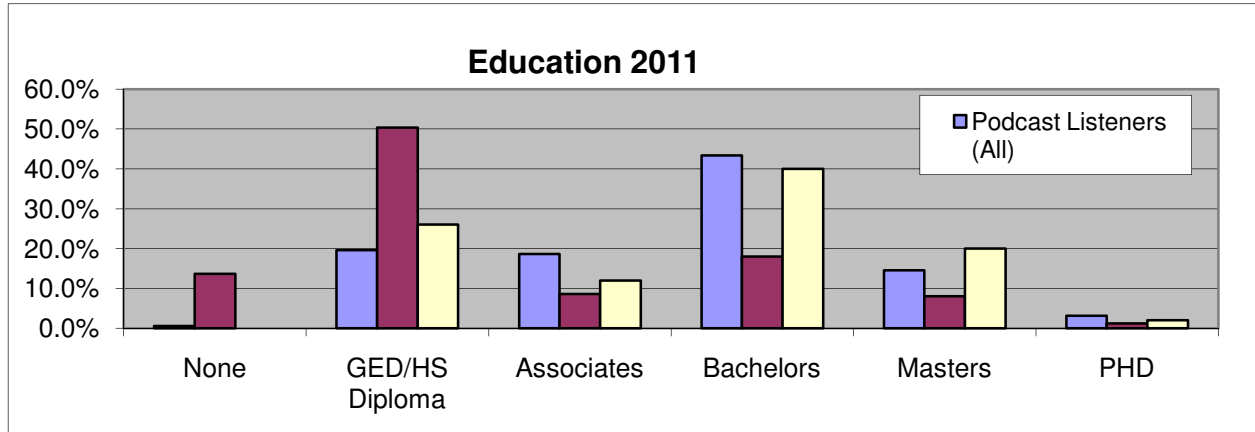


Education

Female Listeners tend to be More Educated than the US Average

The proportion of female listeners is statistically significantly different from the US Average for the following categories: None, GED/HS Diploma, Bachelors, and Masters Degrees.

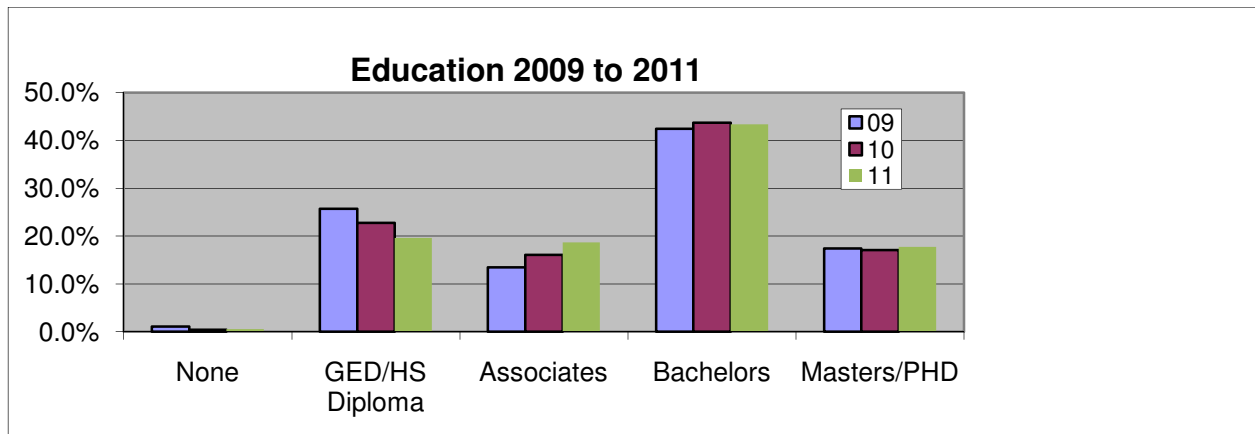
These differences suggest that female listeners are generally better educated than the US Average.



Younger Podcast Listeners appear to be Moving from High School to Higher Education

The proportion of 2011 listeners is statistically significantly different from the proportion of 2009 listeners in the following categories: GED/HS Diploma and Associates Degree.

These differences support the assertion that younger podcast listeners are moving out High School and into High Education.



Statistically Speaking, Happy Jacks and NerdBound saw the Greatest Lift

Among the Top 20 ranked podcasts, the change in listener percentages from 2010 to 2011 is statistically significant for the following: The Podgecast; Happy Jacks RPG Podcast; Walking Eye Podcast; Role Playing Public Radio; All Games Considered; The Bear Swarm! Podcast; 2d6 Feet in a Random Direction; Narrative Control; Canon Puncture; and NerdBound Podcast

Among the Top 20 PodCasts, Happy Jacks RPG Podcast and NerdBound Podcast saw the statistically strongest growth, while All Games Considered and The Bear Swarm! Podcast saw the statistically largest drops. Podcasters are encouraged look to these podcasts to determine if any changes in format, content, or hosting may have influenced their movement.

	2010	2011	Diff	Position Change
Fear the Boot	44.0%	39.4%	-4.6%	0
The Podge Cast	36.4%	30.2%	-6.2%	0
Happy Jacks RPG Podcast	19.5%	27.3%	+7.8%	+4
The Walking Eye Podcast	17.4%	21.9%	+4.5%	+10
Role Playing Public Radio	26.0%	21.0%	-5.0%	-1
Brilliant Gameologists	24.1%	20.5%	-3.6%	0
Atomic Array	19.5%	18.6%	-0.9%	+1
Jennisodes	N/A	18.2%	N/A	N/A
All Games Considered	28.4%	15.7%	-12.7%	-6
The Bear Swarm! Podcast	26.0%	15.5%	-10.5%	-5
Actual People, Actual Play	14.8%	15.2%	+0.4%	+6
Postcards from the Dungeon	N/A	13.4%	N/A	N/A
The Game's the Thing	14.1%	13.1%	-1.0%	+5
2d6 Feet in a Random Direction	18.9%	12.8%	-6.1%	-3
Narrative Control	18.7%	12.4%	-6.3%	-3
Kicked in the Dicebags!	15.0%	11.9%	-3.1%	0
Canon Puncture	17.4%	11.1%	-6.2%	-2
This Just In...From Gen Con!	N/A	11.1%	N/A	N/A
NerdBound Podcast	5.6%	10.9%	+5.2%	+30
The Jank Cast	10.8%	10.4%	-0.5%	+7

Part II - Podcast Listeners Segmentation

In an attempt to better understand the podcast listener population, I conducted an informal segmentation analysis on the data. This analysis was intended as an exploratory analysis only. If the results prove valuable to the RPG Podcasting community, a more in-depth segmentation analysis can be conducted in the future.

Methodology

- Heuristically grouped the top podcasts by those that had the most overlap in listeners
- Assigned listeners to groups based on the set of podcasts they listened to the most
- No formal attempt was made to balance the number of podcasts or listeners in any of the groups
- No inference is to be made on the order of the clusters
- Where differences are not identified in the segment descriptions, it can be assumed no practically or statistically significant difference was observed in the data

Podcast 'Clusters'

Based only on the correlation of reported listening patterns, the top podcasts clustered as follows:

- Podcast Cluster "A" included The Walking Eye, Actual People Actual Play, Jennisodes, Canon Puncture, 2d6 Feet in a Random Direction, Narrative Control, and This Just In...From Gen Con! podcasts. 85 listeners were most strongly associated with this group.
- Podcast Cluster "B" included the Podge Cast, Brilliant Gameologists, Bear Swarm, and JankCast podcasts. 162 listeners were most strongly associated with this group.
- Podcast Cluster "C" included the Fear the Boot, Kicked in the Dice Bags, Postcards from the Dungeon, and Happy Jacks podcasts. 193 listeners were most strongly associated with this group.
- Podcast Cluster "D" included the All Games Considered, Atomic Array, and The Game's the Thing podcasts. 132 listeners were most strongly associated with this group.
- Podcast Cluster "E" included the Nerdbound, Role Playing Public Radio, and Critical Hit podcasts. 157 listeners were most strongly associated with this group.
- 123 Listeners were not assigned to any groups.

Listener 'Segments'

The names of the following segments are based entirely on my observation of the results. I welcome suggestions for alternative names. Comparisons were made against the full populations of respondents.

I encourage discussion any thoughts linking the topic material of the podcasts in each cluster to the segment characteristics.

Indie Game Fans

The listeners who tended to listen to the podcasts in Cluster “A” were less likely to play D&D or White Wolf games in any incarnation and more like to play indie games (including FATE, Fudge, or games by Luke Crane). This group tended to skew slightly more male than the full population of survey respondents. This group may represent gamers on the ‘cutting edge’ of the hobby, exhibiting an interest in the latest and greatest in the industry.

Podcast Consumers

The listeners who tended to listen to the podcasts in cluster “B” reported that they tended to listen to the most podcasts of any of the clusters. Unfortunately, they also identified as listening less frequently than last year. They may represent the upper ceiling of podcast appetite. These listeners were generally less likely to play White Wolf games and generally more likely to play games by Luke Crane than the full population of survey respondents.

Second Wave Gamers

The listeners who tended to listen to the podcasts in cluster “C” skewed slightly older and toward higher income than the general population of respondents. They also included a higher than average proportion of female respondents. They were less likely to play newer games such as D&D 4E, Indie Games and games by Luke Crane. However, they were more likely to play Savage Worlds, White Wolf, and GURPS. With their interest in games that emerged in response to D&D (White Wolf, GURPS), they may represent gamers who joined the hobby in the late 1980s and early 1990s.

Possible Original Gamers

Representing the largest group of respondents, the listeners who tended to listen to the podcasts in cluster “D” tended to represent the oldest listeners and were less likely to be students. In general, no one category of games showed up as a favorite for this group, but they were less likely to play games by Luke Crane. Given their broad interests and their general age, it seems reasonable to assume they represent the most well-established gamers, with their gaming history reaching back into the seventies and earlier. The size of this group may be confounding efforts to characterize this group more accurately.

New Wave Gamers

The listeners who tended to listen to the podcasts in cluster “E” tended to represent the youngest listeners. They skewed toward lower income and were more likely to be students. These respondents tended to listen to fewer podcasts in total, but identified as listening more frequently than last year. They reported that they were most likely to play 4E, and less likely to play other variations of D&D, Savage Worlds, FATE, Fudge, and games by Luke Crane. If one subscribes to the theory that D&D is the entry game to the hobby, then these listeners may represent the latest wave of gamers, just discovering 4E but not yet ready to expand into broader types of games.

Podcast Cluster Visualization



It is important to remember that any segmentation is a generalization. Any group can have members that are very different from the norm. Having not listened to all of the podcasts in question, I cannot speak with authority about their topic matter, however, it seems likely that listeners will tend toward podcasts that share their interests. Podcasters are encouraged to comment on what this may imply for their specific show.