

Utilizing Web Survey to Evaluate the Effect of Podcast on Organizational Outreach for the State Bar of New Mexico

M. Pettit Applied Project Defense
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Project Overview

- Organization: State Bar of New Mexico
- *SBNM is Hear* Development



Research Questions

The questions that this report answers are:

- RQ1.** What is listener feedback regarding the content for the first nine (9) episodes of the series?
- RQ2.** What are the listener demographics across the first nine (9) episodes?
- RQ3.** What content does the membership request?

Context of Project

Deliverable is for the State Bar of New Mexico leadership:

- Executive Staff
- Board of Bar Commissioners (BBC)



Legal Podcasts

Other organizations like the SBNM do have podcasts.



User Experience

Receptiveness of the podcast and understanding the UX of the listeners



Podcast Analytics

Survey responses only represent a subset of total listenership.





Course Work and Connection to Methods



Course Connection: Audience Analysis

Principles of Visual Communication course (TWC 511)



Course Connection: Survey Development

Survey design emphasis with Research Design (TWC 505)



Method: eSurvey

Electronic survey deployed to all active members of the SBNM (n=6800) from Oct. 6 – Oct. 13, 2020. Survey was built in Qualtrics

Survey Data and Understanding Response

Project Response

The survey that was deployed via eBlast to all active members (n=6800) results in 103 total responses.



Other SBNM Surveys

Members are frequently surveyed. Best performing survey response is 25% for annual conference. Other surveys range between 1-5%.



Understanding Response Rate

- ✓ Voluntary participation
- ✓ Anonymous
- ✓ Confidential
- ✓ Not incentivized
- ✓ Positive feedback environment



Podcast Analytics

Trends discussed in this report provide a helpful framework for assessing the broader analytics, but further surveys may introduce new insights.



Demographic Results (RQ1 & RQ 2)

RQ1. What is listener feedback regarding the content for the first nine (9) episodes of the series?

RQ2. What are the listener demographics across the first nine (9) episodes?

Listener Ratings

53% of listeners who completed the survey rated the series 4 stars (good).
28% rated it 5 stars (great). (RQ1)

Average Respondent Age

The average age of the respondents was 44 years old.



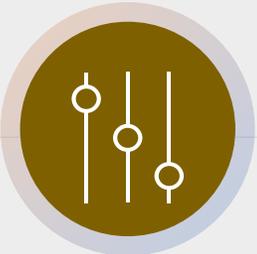
Listenership

60% of survey respondents had not listened to an episode



Respondent Locations

83 respondents practiced around New Mexico. The remaining 20 practiced throughout the country.



Gender Response

Of the 103 respondents, 63% were female and 37% were male.

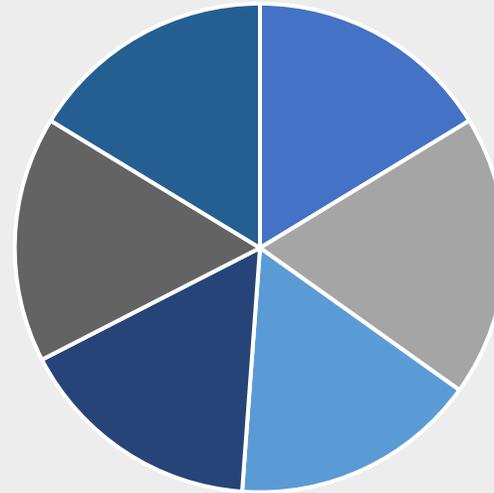
Results Finding 1

Age Demographics Across All Respondents (RQ2)

Studies indicate that podcast listenership is starting to slightly expand into the older age demographics (54+), but that a majority of listeners are 25 to 54 years of age (Bear; Improve Podcast, 2020). Coupled with the fact that the average age of a law school graduate is 26 (American Bar Association), the expected results were that the majority of *SBNM is Hear* listeners would be of the younger generations.

There were minimal differences in the age of the 43 respondents who indicated they listened to at least one episode in the series. Survey participants were provided the following age categories:

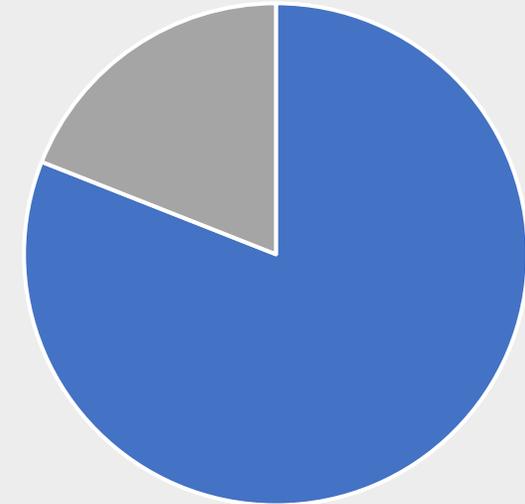
- 23 – 29
- 30 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65+



■ 23-29 ■ 30-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Age of Listeners

The six age categories were evenly split, with the exception of the 30-35 age range having one additional response. All other age ranges had the same percentage of listenership (17.5% or 7 per age category). Despite younger generations making up the majority of the *SBNM* membership, listenership was still equally distributed across all age categories.



■ 55+ Yes ■ 55+ No

Age of Non-Listeners

Of the 60 respondents who had not listened to an episode, 41% were age 55 and over. Of those respondents, 81% indicated that they were more likely to listen to an episode if the topic related to their practice area. This further supports the benefits of not exclusively creating content for a presumed younger audience, but instead tailoring to a diverse array of topics and fields.

Results Finding 2

Gender Demographics Across Listeners* (RQ2)

Studies have shown that men tend to be the more prominent consumers of podcasts (Bear; Improve Podcast, 2020). While the listenership of women is increasing at a faster rate, men are the predominant listeners of podcasts. This may be in part due to the gender gap in podcast production. Although tracking podcasts can be difficult, a handful of studies indicate that only one out of three podcast series is produced by women (Shendruk, 2019).



Total Streams Between Genders

The 24 women streamed a total of 81 times, which is about 3.4 episodes per female. The 16 male respondents streamed a total of 40 times, which is about 2.5 episodes per male.



Listener Gender Breakdown

Of the 40 listeners, 60% identified as female. The SBNM's gender demographics of members break down into 59% male and 41% female.



"What I Wish I Knew" Gendered Listening

Streams of the three "what I wish I knew" episodes with female presenters accounted for 73% of the streams by men and 85% of the streams by women.

Respondents were given the option to select **male, female, non-binary/third gender or prefer to self describe. Respondents only selected **male and female**. Therefore this report will reflect a binary of male and female.*

Results Finding 3

"What's happening with the District Court houses around the state in terms of audio or video hearings, and when & under what circumstances in-person hearings / trials will resume."

"Information directly from the Court on how they are handling things due to COIVD, plans for the future, information directly from Judges."

RQ3. What content does the membership request?

*"A lot of stuff specific to *our* (NM) [sic] courts I'd probably listen to, like discussion of new appellate cases that come out."*

"Interviews with judges about changes due to COVID - especially as related to online/remote hearings, both good and bad."

Perhaps the most interesting insight from both cohorts of respondents (listeners and non-listeners) resulted from the qualitative open-ended responses. Pertaining to the content request question (RQ3), respondents indicated that they view the podcast series as an opportunity to connect to the judiciary. As of this report, there has not been an episode with any judge or justice, nor has there been any content directly related to the judiciary.



Results Show Support for Organization-Wide Initiatives & Plans



New Mexico Based Information

A common theme found in the open-ended responses regarding future content was that it should be centered solely around New Mexico: "Focus on things uniquely valuable to NM and that we can only get from NM - don't need to compete with other resources country-wide".

Progressing Legal Education



Of the participants who answered, "*Would you be interested in the podcast counting as CLE credit?*", 56% indicated they would. This shows that the SBNM membership is open to different and/or new formats of obtaining their required legal education credits.



Timely Topics for Any Organization Content

Future content should include timely topics. There were over a dozen requests for COVID-related topics, such as wellness and technology tips. There were also a dozen requests for topics about diversity and access to justice.

Engagement Correlates To Member Connection

The final question posed to all participants was "*To what extent do you feel virtual platforms help increase member outreach?*". Of the 40 listeners, all responded, and 80% indicated that the SBNM moderately or significantly improved its outreach. Of the 63 non-listeners, only half responded. Of the few non-listeners who responded, only 30% felt the SBNM had improved outreach.

Project Summary

Although the response rate was small, the data still provided valuable insights and findings of the *SBNM is Hear* podcast series. The eSurvey helped to answer the three questions posed by this project and provided a framework for collecting podcast feedback in the future.



Demographics Overview (RQ1 & RQ2)

The eSurvey results (n=103) provided insight into podcast demographics:

- The average age of survey respondents was 44 and more females responded to the survey (63% female, 37% male).
- Roughly 4 out of 10 respondents had listened to the podcast.
- Respondents were distributed between 11 locations in New Mexico and 5 different states.
- Of those who listened, more than half rated the series as 'good' (four stars).



Summary Findings (RQ3)

The survey data provided the following insights and recommendations:

- A pleasant surprise that the age of listenership was well distributed between generations. Future content should target this wide demographic range and not focus on one age cohort.
- Gender played a role in the *SBNM is Hear* listening experience. Survey results contradicted podcast industry listening norms and had a higher female listenership.
- Respondents view the podcast as a potential connection to the judiciary, especially in light of COVID-19 and how it has changed their practice.





Future Recommendations

As the podcast becomes known to the members of the organization, the need to evaluate the podcast as a member outreach resource is imperative. The podcast should be evaluated on an annual basis using the same survey questions with adjustments made as necessary to adapt to future content, total episodes and developing world events. As the survey development and distribution incurs minimal costs, this is a feasible task to be continued by the Member Services department.

For soliciting future content, our primary request is continued support from the SBNM leadership, the BBC and Bar Executive staff. As the members of the BBC are active attorneys, they have the most direct connections with their practice areas, peers and members of the judiciary. The Executive staff also has administrative connections with the various legal institutions of the state. The continuation of content production is heavily reliant on the connections provided by those most familiar with the practice of law and those who influence it. As the Member Services staff are not attorneys, we must work hand in hand with those who are in order to continue to grow and better this particular platform.

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Committee

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