

# Analytics Power Hour Listener Survey

Thanks so much for taking the time to complete our listener survey! We're excited to learn more about you, your preferences, and your thoughts on content for upcoming episodes! We've timed this survey and it shouldn't take you more than 5 minutes to complete. None of the questions are required, but we hope you fill out the survey as completely as possible.

Also, be sure to stick around to the last section to get your hands on a laptop sticker and enter the raffle to win an Analytics Power Hour sweatshirt!

## Listener Profile Questions

We'd love to get to know you better!

### 1. What setting best describes where you work?

*Mark only one oval.*

- In-house/Client side
- Software vendor
- Agency/Consultancy
- Independent/Freelance
- Currently unemployed
- Educator
- Student
- Other: \_\_\_\_\_

2. **Which of the following roles best describes your function within the organization?**

*Mark only one oval.*

- Account Manager
- Analyst
- Data Scientist
- Designer
- Engineer / Developer / Architect
- Marketing
- Product
- Sales
- Strategist
- Other: \_\_\_\_\_

3. **Which of the following best describes your level within the organization?**

*Mark only one oval.*

- Individual contributor
- Managing a team
- Director
- VP/Senior Director
- Executive
- Student
- Educator
- Independent/Freelance
- Other: \_\_\_\_\_

4. **Gender: How do you identify?** *(Please note, this question is not required)*

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5. **Which range includes your age?**

*Mark only one oval.*

Under 18

18-20

21-29

30-39

40-49

50-59

60 or older

6. **How familiar would you say you are with analytics?**

*Mark only one oval.*

Beginner

Intermediate

Advanced

**Listener Behavior Questions**

7. **Do you remember how you first heard about the Analytics Power Hour?**  
(Or maybe we were still named the Digital Analytics Power Hour when you came across us!)

*Mark only one oval.*

- LinkedIn
- YouTube
- X (FKA Twitter)
- Bluesky
- Measure Slack
- Discovered within your listening platform
- Referral from a friend
- Referenced on another podcast
- Talking with one of our co-hosts or producers
- At a conference
- Other: \_\_\_\_\_

8. **How often would you say you listen to (or read) the Analytics Power Hour episodes?**

*Mark only one oval.*

- Always (2x/month)
- Sometimes (1x/month)
- Sporadically / when I have time / when the topic is of interest

9. **How do you decide if you want to listen to (or read) an episode? Is it based on...**

*Check all that apply.*

- I just listen to them all
- The topic
- The guest
- Other: \_\_\_\_\_

## Content Interest Questions

10. **Are there any topics you would like to hear the APH crew cover?**  
(Even if it's something we've previously discussed and you'd like us to revisit it!)

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11. **Do any of the following potential topics stand-out to you as particularly interesting?**  
Check all that apply, assuming we have a strong guest and an engaging discussion around the topic.

*Check all that apply.*

- AI and Data Governance
- AI and Enhancing Analysis
- Analytics engineering
- Data observability
- Generative AI
- Data cataloging
- Data orchestration
- Data security
- Prompt engineering
- Retrieval Augmented Generation (RAG)
- Unstructured data

12. **Are there any guests you think we should invite on the show?**

This can be specific individuals or simply roles (we can find specific people).

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### Brand Perception Questions

13. **How would you describe the podcast to a friend or colleague?**

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14. **Please rate your level of agreement with the following statement: listening to Analytics Power Hour episodes reminds me of the conversations that happen at the lobby bar of conferences—spirited and informative.**

*Mark only one oval.*

1   2   3   4   5

Stron      Strongly Agree

15. **Is there anything you'd like to share about your answer to the previous question?**

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16. **What's another podcast you love and what do you love about it?**

NOTE: This does not need to be an analytics podcast.

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### Wrap-up Questions

17. **Do you have anything else you'd like to share with the team?**

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18. **Is there anyone you would you love to see as a sponsor of the podcast? Or, would your company, or a company for whom you can make an introduction, be interested in sponsoring the podcast?**

If you're open to making an intro, please include your email address in addition to the company name.

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19. **We tried to keep this survey short, but there's so much more we'd love to ask you about! Would you be open to the Analytics Power Hour Crew potentially reaching out to ask a follow-up question based on what you've shared here? If yes, please enter your email address below. (Or if you've typed out your email address for the previous question, please indicate "same as above")**

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20. **Would you like a laptop sticker? If yes, please enter the address where you want it sent below. Please type your address EXACTLY as it should appear on the envelope (including your name and country). PLEASE INCLUDE LINE BREAKS AS APPROPRIATE (press <Enter> to create a new line)!**

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21. **Laptop Sticker Follow-up**

If you would like a sticker and you entered your mailing address above, can you also please leave your email address here?

*(Or if you've typed out your email address for a previous question, please indicate "same as above")*

**NOTE:** We will only use this for communications related to the sticker delivery logistics.

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22. **Would you like to enter a raffle to win an Analytics Power Hour Sweatshirt? If yes, please enter your email address below.**

*(Or if you've typed out your email address for a previous question, please indicate "same as above")*

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23. **Lastly, we're cooking up something big for our ten year anniversary next year and we'd love for you to be amongst the first to hear the details! Would you like us to add you to our email list we're building? If yes, please enter your email address below.**

*(Or if you've typed out your email address for a previous question, please indicate "same as above")*

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