

Unraveling ...a knitting podcast

Listener Survey



Jan-Feb 2021

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Background

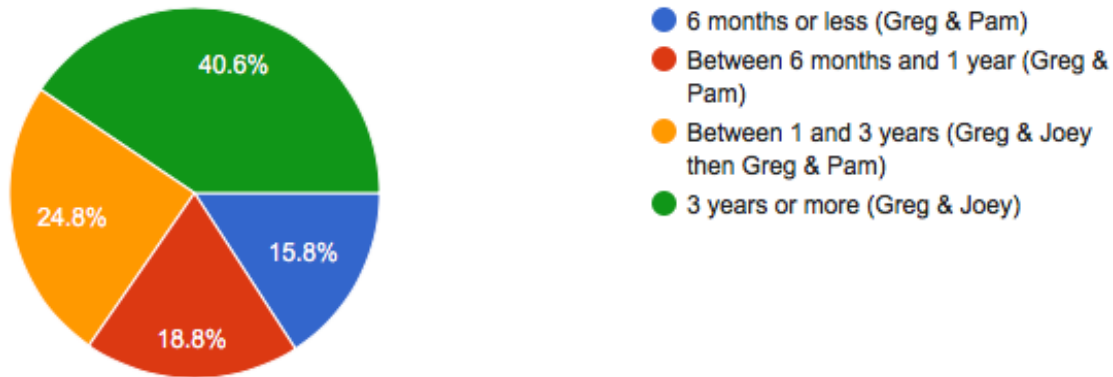
Unraveling ...a knitting podcast (formerly, The Unraveling Podcast) was started in October 2015 by Greg Cohoon and Joey Gibson. In February 2018 (Episode 35), Joey recorded his final episode as a regular co-host. Greg recorded the next several episodes on his own. In July 2018 (Episode 42), Pam Maher joined the show as a permanent co-host, after having been featured in several previous episodes as an interview subject and a guest host.

In January 2021, Greg and Pam distributed a survey via a Google Form to the podcast listeners. The purpose of this survey was to gather demographic information about the podcast listeners, discover some of the most and least popular elements of the podcast, and gather ideas for improving the podcast in the future. The survey garnered 104 responses (approximately 10% of the average episode listenership) and provided valuable insight about the podcast.

All questions were optional and not everyone responded to all questions. This document summarizes the results of the survey.

Questions

*How long have you listened to *The Unraveling Podcast*?*

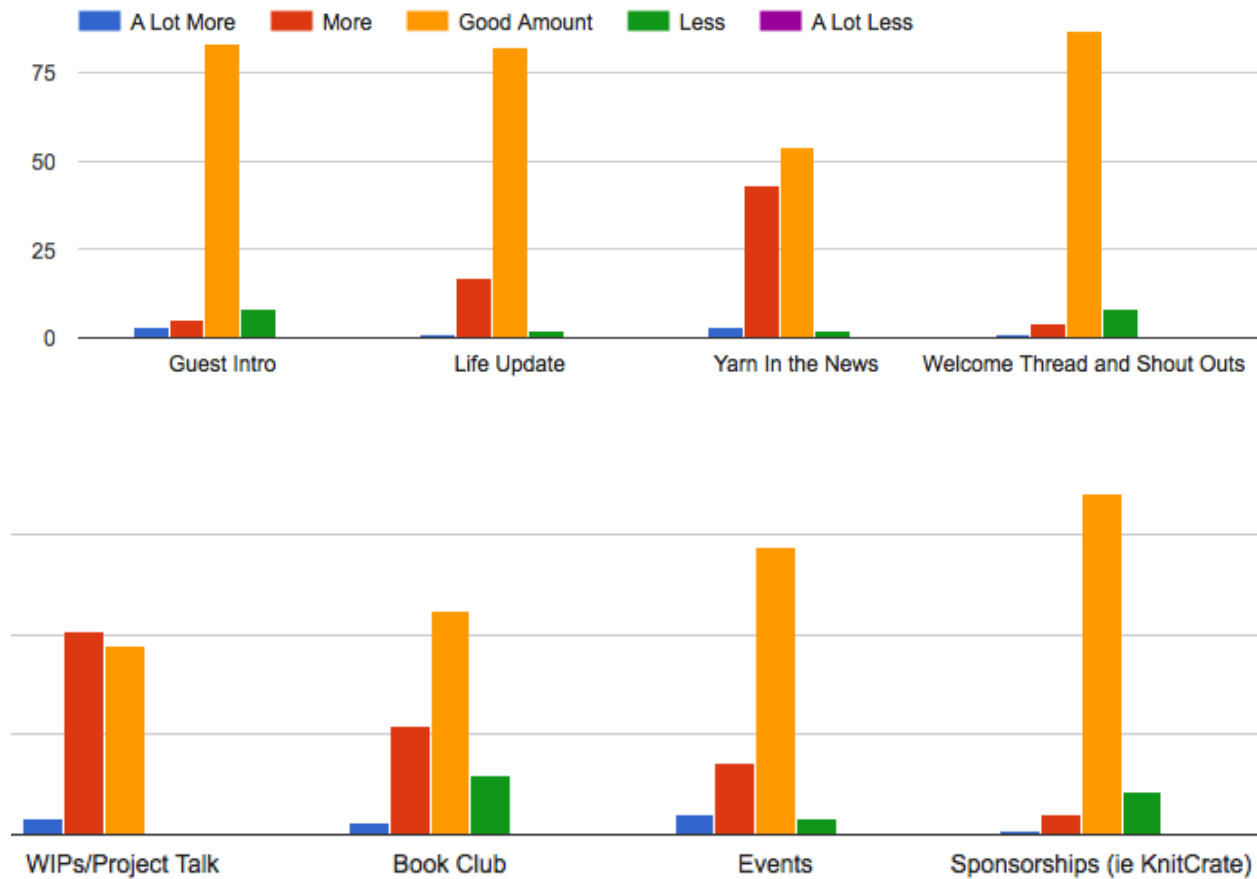


The first question was designed to gauge how long listeners have been listening to the podcast. With 101 responses, the results showed that there are a large number of long-term listeners, with ~40% reporting to listening for 3 or more years and ~25% reporting to listening for between 1 and 3 years.

*How did you find out about *The Unraveling Podcast*?*

The 103 responses revealed a wide variety of ways people found about about the podcast, but the overwhelming theme was that people heard about Unraveling from other podcasts. Another popular way of discovering the podcast include having it recommended by the creators via their social media accounts, talks at knitting events, etc. Having the podcast recommended to them by a friend was another popular response.

How much should we include of each segment?



Respondents indicated most segments are generally well-received as being a good amount. There is an appetite for more focus on several segments (notably Yarn In The News, WIPs/Project Talk, and Book Club).

A follow-up question asked for examples of what “more” the podcast could offer and garnered interesting responses. A sample of the responses follow:

- New yarns and/or lines being released from existing lines/companies. Introducing new indie dyers and their bases. Maybe a focus every other month?
- For Project talk, I would like to hear about what patterns/projects you are stalking. New patterns or designers that catch your eye, etc.
- More yarn/fiber/sustainability in the news
- I like hearing about what you're up to... and it is a knitting podcast, so yarn news is welcome. Book club makes you unique, so please keep that up. I'll be honest and admit that I don't part

that much attention during discussion of WIPs unless there's something unique about them though.

- I love hearing what you & your families are up to, I find out about weird things like boiled peanuts(who knew?!) And WIPs are always good as I get to hear about projects/designers/methods that are new to me
- It's hard to find, but any mention of knitting or yarn-crafts in the news is always fun to hear. Also listed more for WIP/Project Talk, as I always love hearing about how the project is going, challenges encountered and how they were solved, unexpected benefits (like an unintentional design element or solution adding to the project), etc.
- Whatever you're working on and passionate about - even if it's not yarny projects! I love hearing about what has crafters inspired. Same goes for books! I enjoy the yarn news because I haven't been out shopping much, so it's nice to keep up with what's going on in the yarn world.
- Generally would just like the weight of the podcast to lean more toward actual knitting discussion
- Just I guess more personal thought on Yarn being used. How the pattern is written. Any new to you techniques or techniques used.
- I think the book club is your “signature” and, while I think you cover a good amount each episode, I just want to say “keep it up!”

As a result of feedback gathered by these questions, Greg and Pam have broken the “Book Club” portion of the podcast into separate episodes in order to make it easier for people who are less interested in that aspect to easily skip it and find the content they want. Additionally, they are putting an increased focus on finding and sharing “yarn in the news” stories with the listeners. They are also being more intentional with providing details (pattern name, designer, yarn, etc.) related to projects they are working on.

What are your favorite things about The Unraveling Podcast?

The 101 responses to this question provided a lot of insight about why listeners enjoy the podcast. Common themes included the upbeat conversational style between the hosts, the book club discussion, and the balance between knitting and other subjects.

Some sample responses follow:

- Probably the book review and talking about WIPs and issues you are having
- I really enjoy the topics and the amount of time you dedicate to each segment . I enjoy listening to life outside knitting and crafting . My favorite is listening about projects and materials and tools
- You make me laugh. You feel like real people. I love the male/female (but not a couple) dynamic. It's something different, and that gives the podcast a nice energy, although I liked Joey, too.
- I really love hearing the different people doing the guest introductions. I also enjoy the book club (I've been reading along with you Stephanie Pearl McPhee).
- First, the way you both get along makes it all enjoyable to listen to. Also, I love to hear about your projects of the moment and I love the mini bloopers section, at the very end. :)
- The general banter throughout all the segments. The lack of political content. I appreciate focusing on the knitting which is what brings us together.
- I love the interactions between the two of you. The podcast is interesting and your voices are good to listen to.
- I love that you have incorporated a “book study“ but that having a book in front of me is not necessary to follow along. I usually listen while I'm driving, but you make it clear enough what you're talking about but I can still pay attention and be safe on the road.
- laid-back attitude of hosts, calm and cheerful conversation. I also like that you always name the designer when talking about a pattern.
- I love the charm of Greg and Pam. You guys have an upbeat way of dealing with life. It is always a lift to my day. The fibery goodness is inspiring. I love hearing about books that I don't have time to fit into my knitting life otherwise.

What are your least favorite things about The Unraveling Podcast?

Many of the 85 responses to this question indicated that the respondent had no least favorite thing. Some recurring themes that came through were comments about poor audio quality, episodes being too lengthy, and too much emphasis on pop culture items (Harry Potter, Star Wars, etc.).

In response to this feedback, Greg is taking a course on creating good podcast audio (it's a great course!). Greg and Pam believe that breaking the book club segment into separate episodes will help address the issue of lengthy episodes, as well as provide content more often for the people who asked that the podcast be weekly.

Greg and Pam are always looking for ways to improve their content and delivery and are especially grateful to the listeners who were able to pinpoint some specific areas of improvement.

Several questions about other podcasts.

There were several questions related to other podcasts, both knitting and non-knitting. The responses revealed that there are several common knitting-related podcasts that listeners to Unraveling also enjoy. It also reveals that many listeners enjoy non-knitting podcasts in addition to their knitting podcasts. There was also a good number of people who responded that they enjoy podcasts that have co-hosts, particularly noting that the banter between two people makes the podcast fun to listen to. When asked about least favorite things about other fiber-related podcasts, common themes included poor audio quality, unwanted political content, and excessive advertising.

Do you enjoy KALs? What kind, what do you like about them?

Of the 102 responses, many listeners indicated that they do enjoy KALs. The responses from people who did not enjoy KALs tended to comment that they like to do their knitting on their own terms.


Some sample responses follow:

- I do, but I don't participate because I start too many projects and I'm not monogamous . Plus too many WIPs to count . But enjoy hearing about others knitting adventures
- I don't participate. I feel like I don't have enough personal time to commit.
- I like the kinds where you can knit whatever you want and count the yardage
- I love them. I like to see what other folks are doing with a pattern. I join lots of different kinds and have fun with it. I've been knitting for 40+years but only joined KALs in 2020!
- I like KALs that are open ended (I can knit what I want), but I also enjoy KALs that challenge the knitter to achieve a certain kind of aim or project. As an example, one of my favorite KALs asked the participants to knit a project that had less than 25 projects on Ravelry. It forced me to find a pattern that wasn't necessarily the next big thing, it helped the designer get a bit more visibility and I ended up with a gorgeous shawl.
- I love KALs. I like the feeling of togetherness that they create, especially since the world stopped. I don't mind rules, but would like categories more than specific patterns.
- I generally am working on my own stuff so don't join KALs
- Sometimes. Clear & limited rules. I love KALs that encourage WIP completion
- I don't enjoy mystery knit a longs at all, yarn is too expensive to knit something that turns out badly. I don't like knitting rules at all really. I like the yarniacs indulgent knit a longs in theory
- I enjoy the fair KAL, it is specific and local community oriented

This feedback generally matches the way that the podcast sponsors KALs: loose rules, long deadlines, WIPs included, etc. Greg and Pam intend to continue to encourage knitting via KALs, especially ones that are requested by community members. They also intend to bring back the Fairs and Festivals KAL in 2022.

Do you have any other feedback, suggestions or ideas for us?

The 79 responses to this question provided Greg and Pam a treasure trove of constructive feedback on ways to improve the podcast. A sample of the responses follow:

- Sometimes present/highlight patterns that are on the easy side. Some of us don't have the bandwidth at the end of the day to make sweaters or color work or complicated items even if we've been knitting for a long time.
- You both are the absolute BEST 
- I love the interviews with The Button Whisperer. Guest segments can freshen things up. I wish more could be discussed about knitting history and fiber market dynamics/outlooks.
- Find other synonyms for "cool"; also a catchy end phrase that is a clear ending; maybe occasional interviews with other knitters - don't have to be famous; cont. with Meredith's buttons discussions - fascinating!
- Maybe a dedicated how-to/technique section occasionally? Or a section with a listener question each episode? I love your podcast just the way it is but those might be nice additions if you're looking for something.
- I would like to hear more reviews on pattern books. I think the recent review of the StarWars knitting the galaxy book was more interesting than the knitting harlot chapter reviews .
- Your audio quality is excellent and your banter is fine. I have thoroughly enjoyed listening to the podcast all the way back from episode one.
- I was thinking perhaps a group yarn swap would be fun, where you start with 1-2 skeins sent in a mailing pouch, the next recipient picks 1-2 for themselves and replaces with the number they took, and so on to the next person.
- More guest speakers and more field trips! I love the prizes too. :) I really would like to hear more discussion about fiber nuances. BFL vs Merino, etc....
- Yours is my favorite podcast. I loved it from the get-go with Joey and Pam has made it even better. I would listen if nothing changed and am interested in what others think should change.

What kind of non-knitting related content would you enjoy?

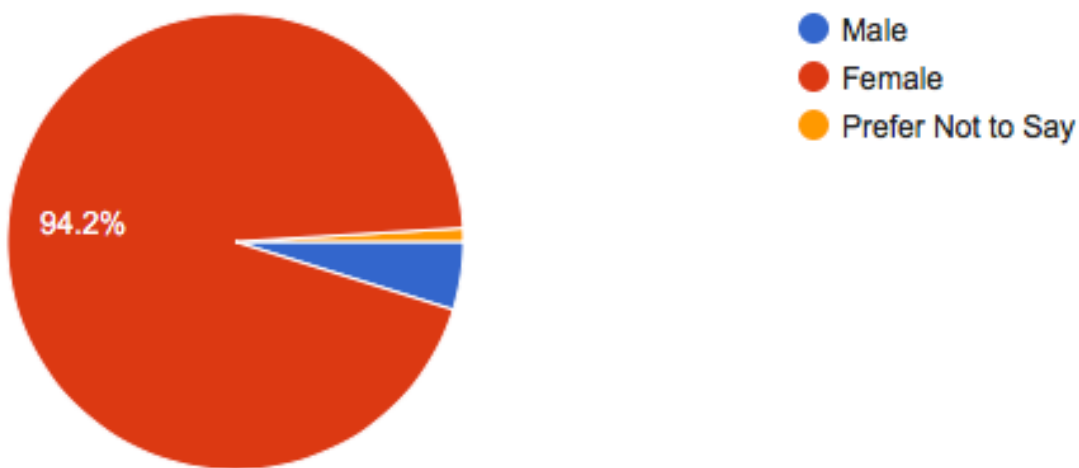
In the 100 responses to this question, common themes included recipes, books, tv shows, movies, and music. There were also requests for tool/gadget reviews, and more emphasis on other fiber arts (crochet, weaving, spinning, etc.).

What crafts do you enjoy?

In the 104 responses to this question, all of the fiber crafts were represented: knitting, crochet, weaving, spinning, needle felting, sewing, etc. Additionally, hobbies such as gardening, painting, photography, ham radio, and pottery were well-represented.

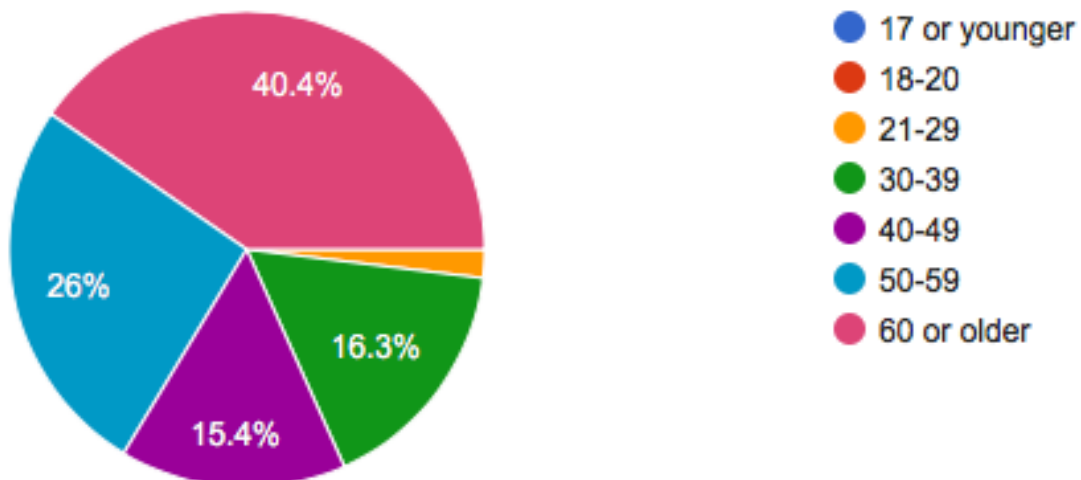
How do you identify?

In the 104 responses to this question, the majority of listeners identified as female.



What is your age group?

In the 104 responses to this question, approximately two-thirds of respondents are above 50.

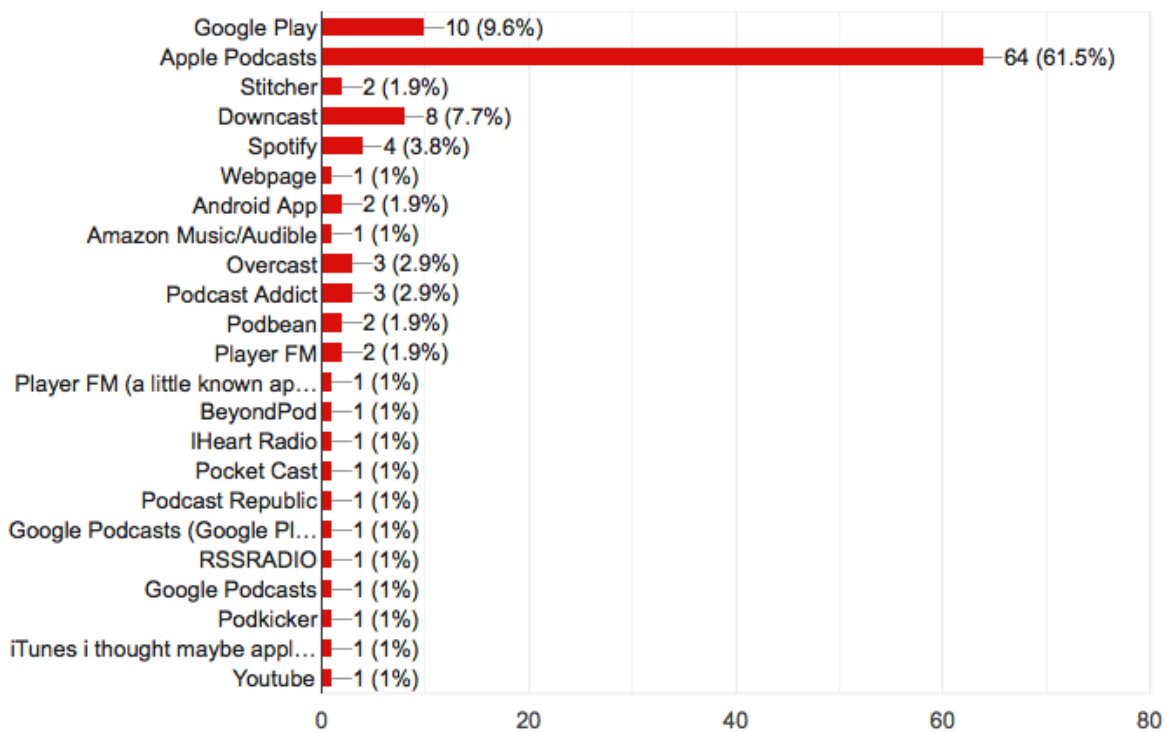


Where are you located?

The majority of the 104 responses to this question listed a US State, spread throughout the entire country. Canada was the next most-mentioned country. Other countries mentioned include Denmark and Switzerland.

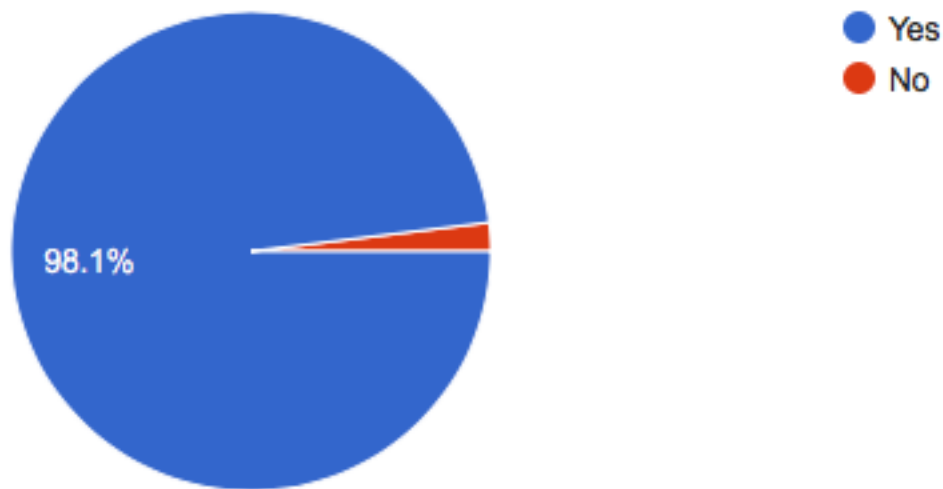
What app or podcatcher do you use?

Of the 104 responses to this question, Apple Podcasts and Google Play were the most popular answers.



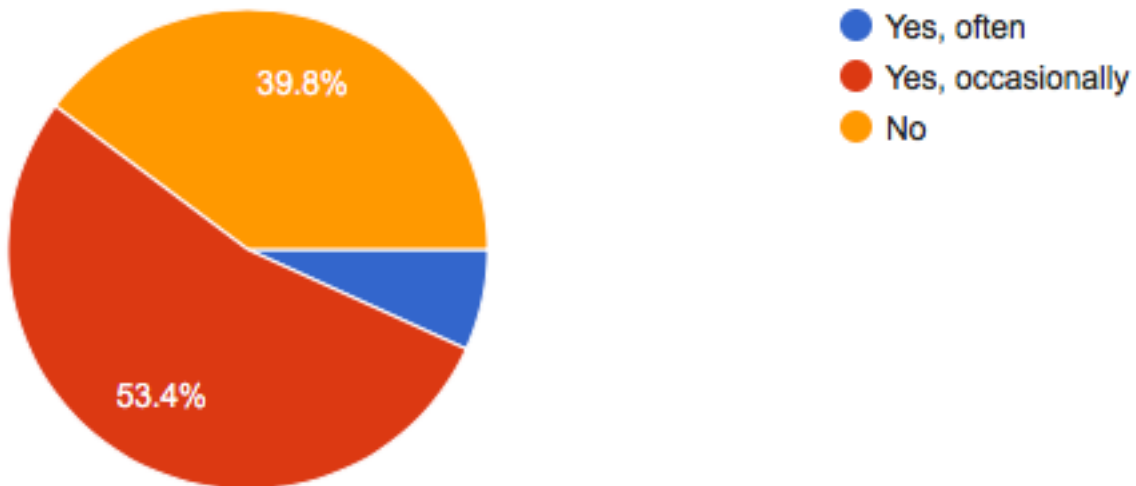
Do you use Ravelry?

The vast majority of the 104 survey responses indicated that they do use Ravelry.



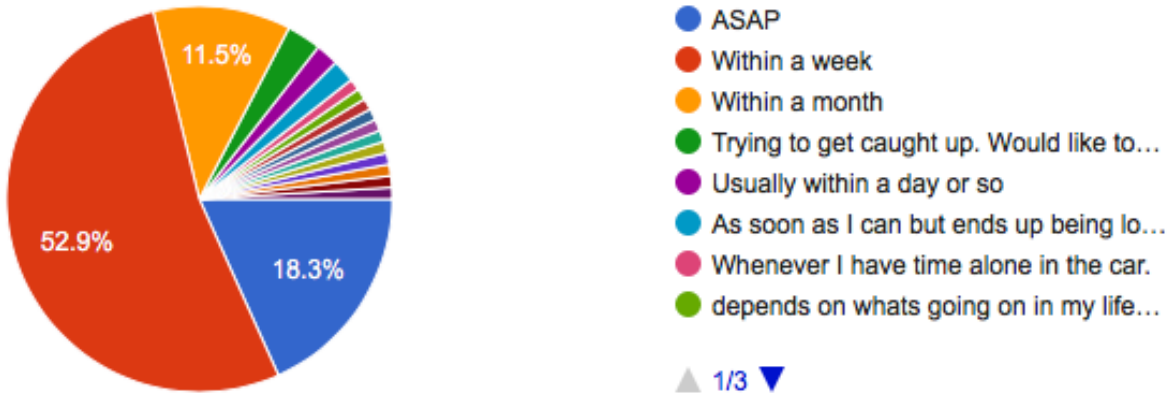
Do you participate in the Unraveling Podcast Ravelry group?

Approximately 60% of the 103 responses to this question indicated that they participate in the Unraveling Podcast Ravelry group.



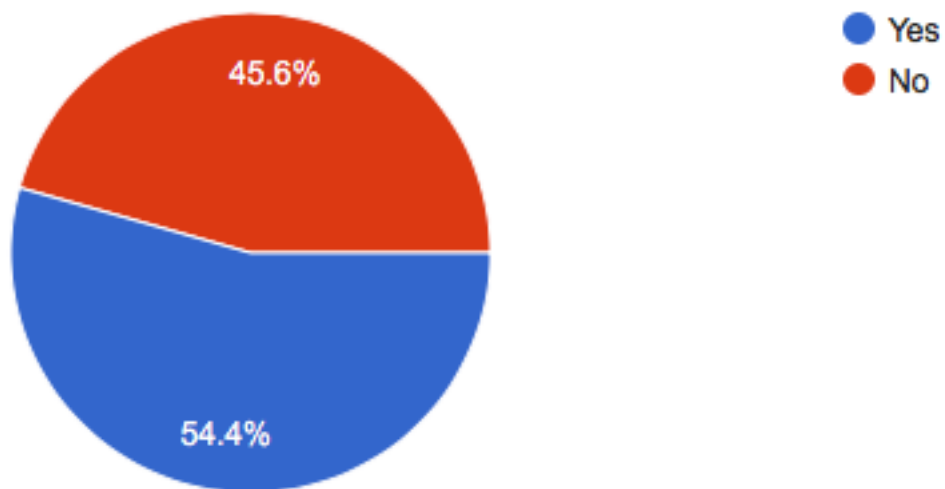
How soon after episode release do you listen to the podcast?

Of the 104 responses to this question, approximately 70% of respondents listen to the podcast as soon as possible or within a week.



Do you refer to the show notes on the Unraveling Podcast website?

Of the 103 responses, approximately half of the listeners refer to the show notes.



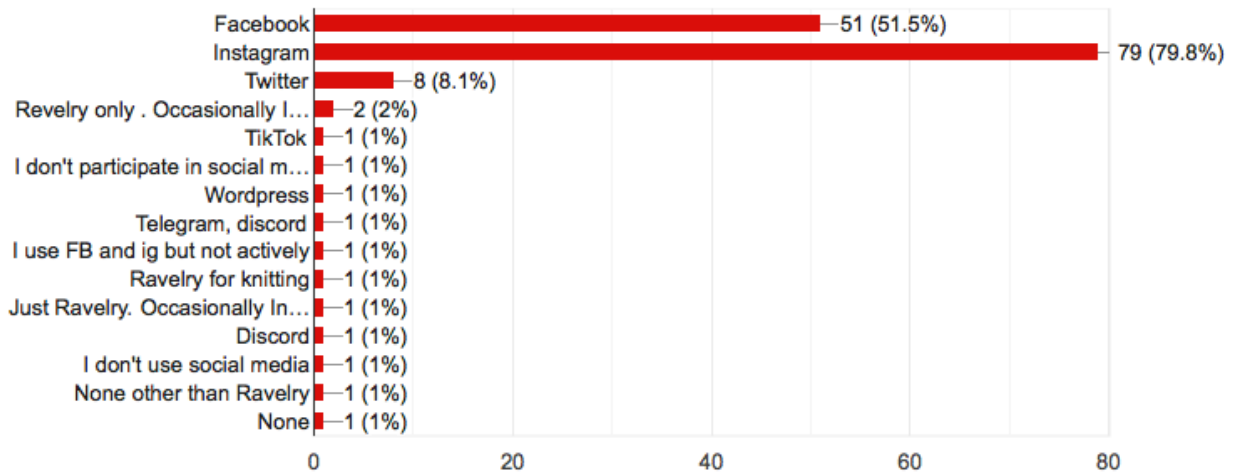
How can the show notes on the Unraveling Podcast website be improved?

Many of the 60 responses to this question indicate that the show notes are good as they currently stand. Samples of specific areas of responses follow:

- If there's a link in the feed to the show notes, it doesn't show up in Overcast. I'd use the show notes if a link was right there.
- Not sure since I have never looked at - my app shows me extensive show notes
- Now that you post a link on Ravelry, I do hope to see them more often.
- You got me to look at your show notes for the first time! I actually think they are quite comprehensive so I can't think of anything that could improve them.
- I usually check them in Google Play as I listen, but it doesn't always load the whole thing. I don't usually go to the website unless I need something specific
- A bit more detail. Sometimes I go looking for something you referenced, and can't find it. But I can't actually tell you **what** should be included or not, lol.
- Sometimes I hear about something on the podcast and I'm disappointed not to find a link in the show notes. I know it's a lot to expect of you. This last episode January 2021 had all of the links I hoped for
- I use show notes that are with the podcast but don't have computer to readily access the website
- I read the notes on the app, not on the website
- I never go to anybody's show notes.

What social media platforms do you ACTIVELY use/prefer?

Of the 99 responses to this question, the most popular platforms are Instagram, Facebook, and Twitter (in that order).



What do you want to tell us that hasn't already been covered in the survey?

The 61 responses to this question provided Greg and Pam with some great feedback. Sample responses follow:

- I follow your group on Rav, but I don't post hardly anything. Not personal I just prefer to have a minimal online presence. Also I do like the length of your podcast because I walk and listen and I cover quite some miles !
- I love the "prizes-segment" in the podcast, even if I do not Enter to win. But if I'm lucky this time- I might enter for other prizes in the future
- Re the social media question: I don't actively *prefer* any of them, though I do use FB; that's for keeping up w/friends & family, I hardly ever look for podcast-related posts. I don't do IG, I felt they wanted too much from me (privacy policy, etc). It used to be that I could still see stuff posted publicly by you guys (and others), and read the comments, but that's gotten restricted now. SO, I would prefer that you not do a lot that's IG-centric in the future; some other podcasters do, for contests, eg.
- I forgot to mention: every so often let us know how Joey is doing. Also bring back the haikus!
- Really like the fun friendly atmosphere of your show.
- Sometimes the show is sort of long...but I can stop it and play the rest later.

- Pants really are optional
- Keep it going! It's not easy to hit it out of the park with a podcast, but I keep coming back and listening.
- I always read, but am shy to participate in the forums. Love the Blueberry and Avery stories and getting to know your families. The Button segments were so random and interesting!! Thank you so much for sharing ESPECIALLY this last year.
- I love that you have a Ravelry thread where you document who received what prize. I love that transparency. I also really enjoyed the pre-pandemic County Fairs KAL -- even if I didn't participate, I loved to see what other people did and hear how the judging went. It reminds me of my 4-H childhood.

Going Forward

First and foremost, Greg and Pam are extremely grateful for every response that came in from the listener survey. The many kind words about how they are currently producing the podcast were heartwarming. The genuine feedback and suggestions for improvement are especially cherished.

Partially as a result of what was learned via the survey, Greg and Pam have been making changes to the podcast since Episode 100 (March 2021). Some of these changes were mentioned above, in response to the specific questions in the survey.

Going forward, changes include:

- Cosmetic changes: new podcast name, music, logo, show notes theme, etc.
- Trying to keep episode lengths to an hour or less.
- Book club and other special segments will have their own podcast episodes.
- Continuing to avoid overtly political discussion.
- Ensuring to note details and sources for patterns, yarns, etc. discussed.
- Greater emphasis on “yarn in the news” stories to share.
- Providing more in-depth discussion WIPs, including discussing things Greg and Pam are considering knitting, how they make their choices on what to knit, etc.

Thank you to everyone who participated in the 2021 Listener Survey.

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