

Listening Britain

Podcasting

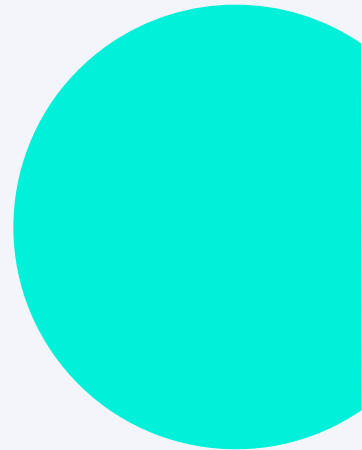
Sample: 2,341 respondents

Dates: Fieldwork March 2019

Source: MIDAS Spring 2019

Podcasting definition:

An **audio file** made available online for **downloading or streaming** to a portable media player, tablet, mobile phone, laptop or voice activated speaker

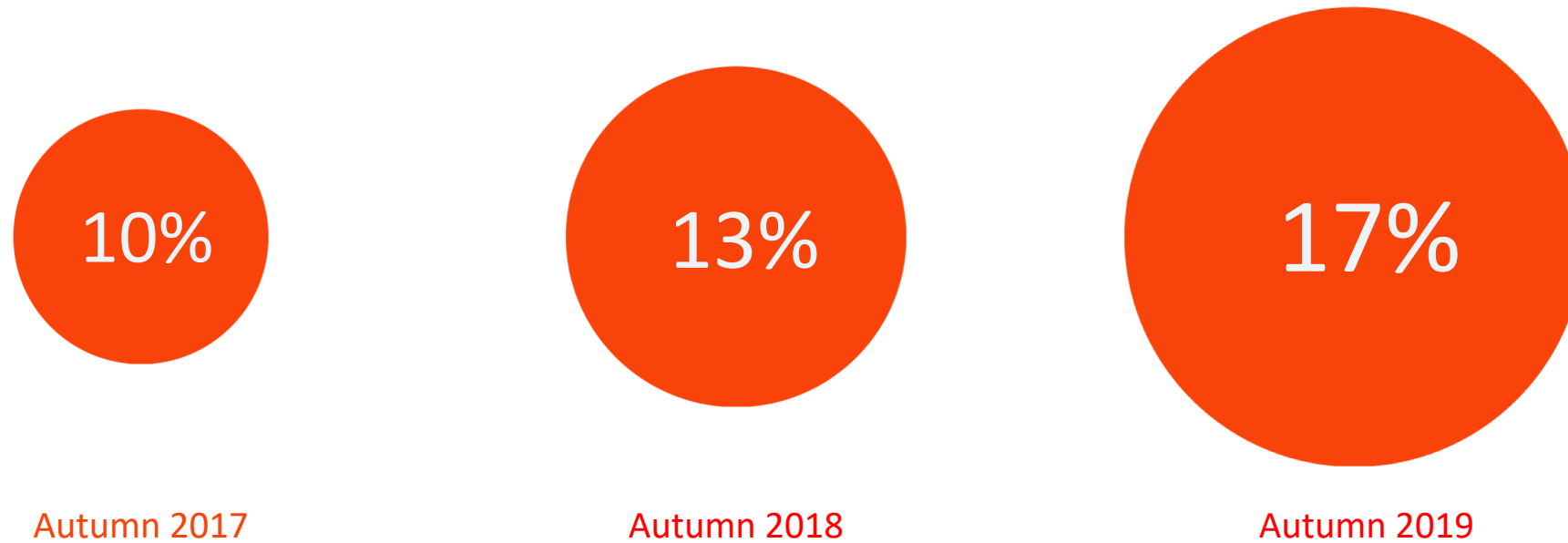




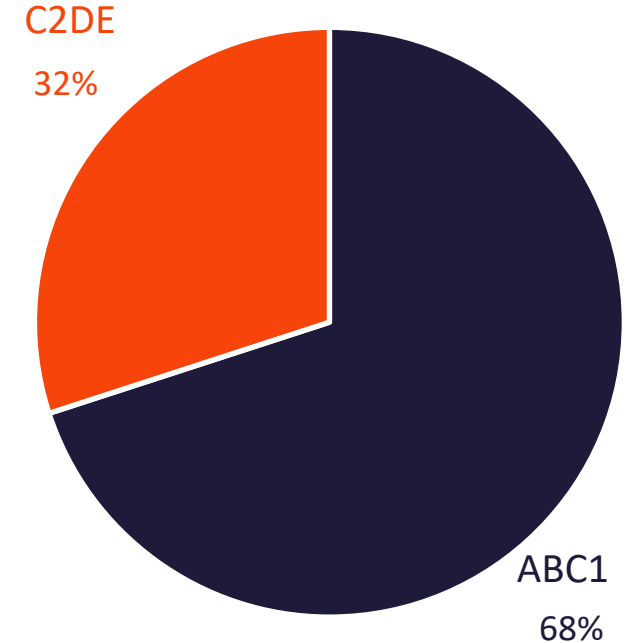
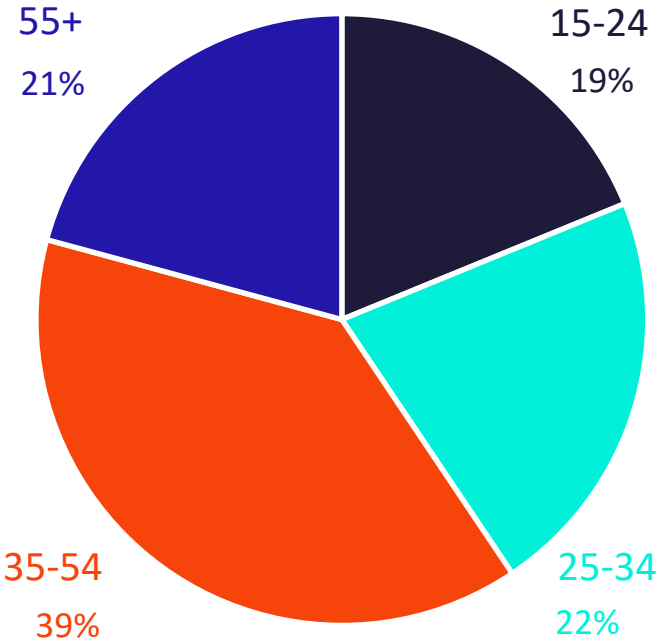
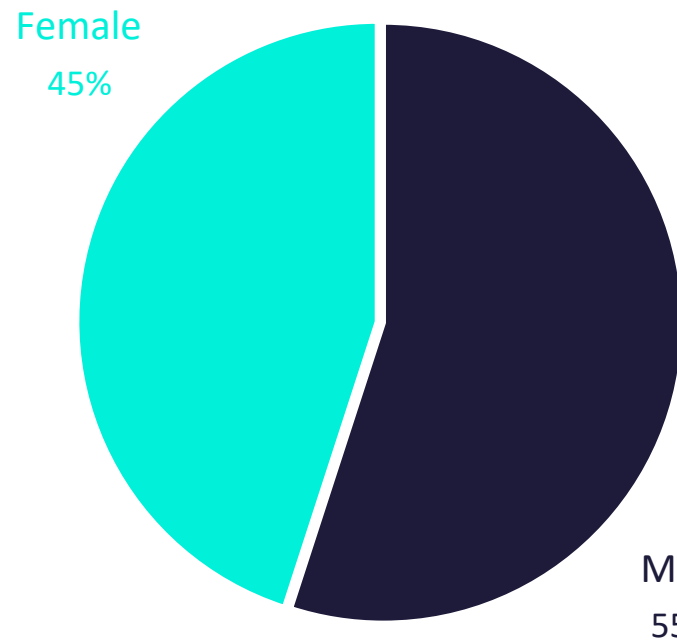
9.4 million people in the UK UK listen to podcasts every week



Weekly podcast reach has grown steadily over time



Who's listening?

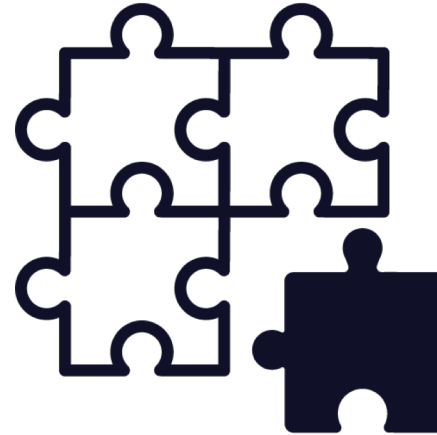


ABC1 men aged between **35-54** form the largest demographic of podcast listeners

People spend on average 6.9 hours listening to podcasts per week



On average, men listen to 8.3 hours of podcasts per week. This is 3 hours longer than women who listen to an average of 5.3 hours per week

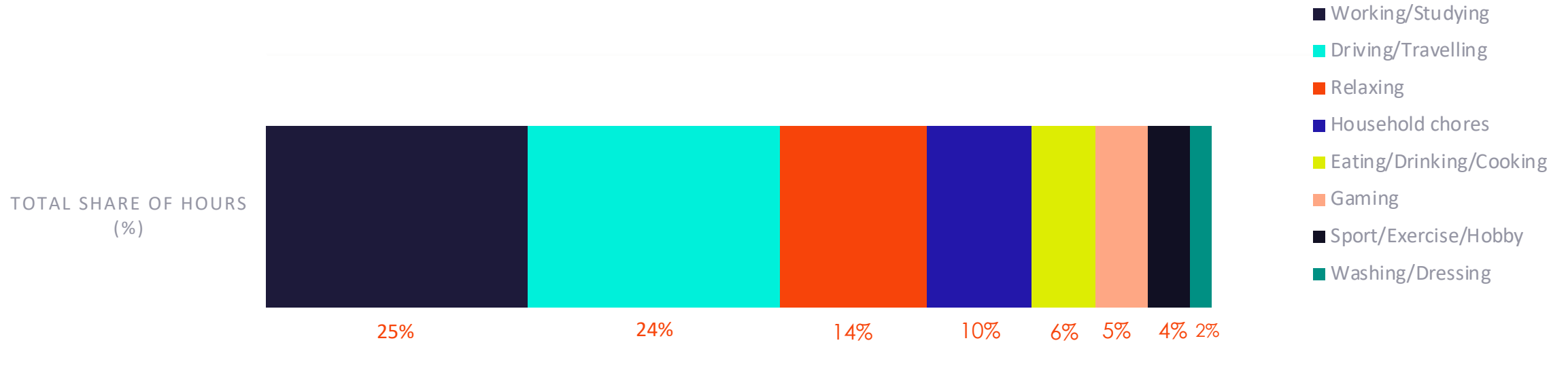


24-34 year olds spend the highest amount of time listening to podcasts on average at 8.9 hours per week, followed by 25-54 year olds who listen to 9 hours of podcast per week



CD2E listeners spend an average of 6.4 hours listening to podcasts per week, compared to ABC1s who listen to 7.4 hours per week

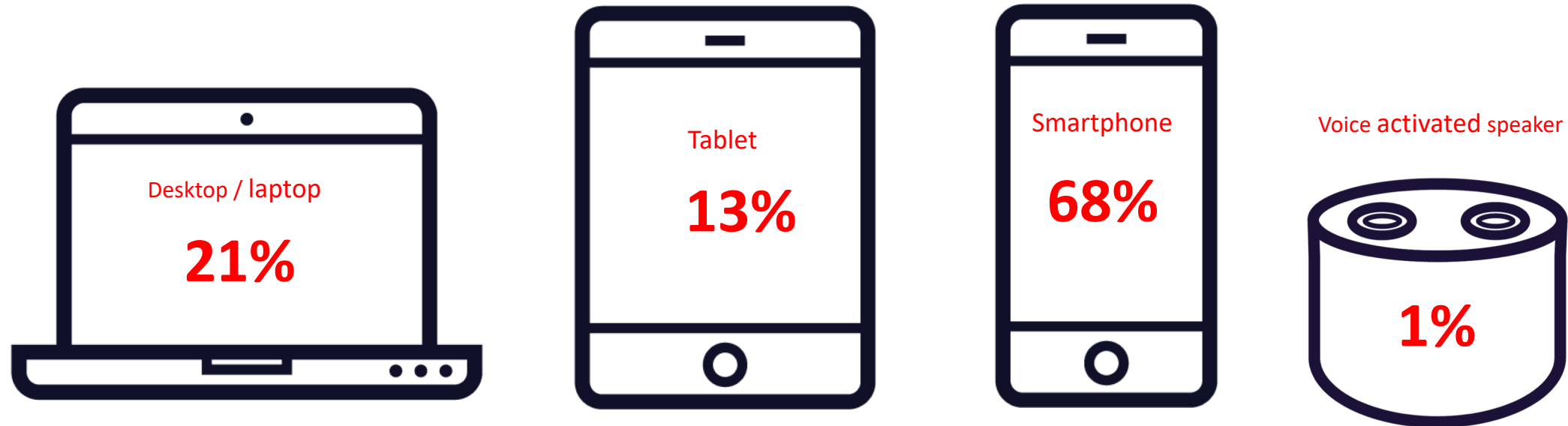
The most popular activity whilst listening to podcasts is Working/Studying (25%)



While listening to podcasts, **25-34 year olds** are most likely to be **driving or travelling (34%)**, whereas **35-54 year olds** spend more **time working/studying (30%)**

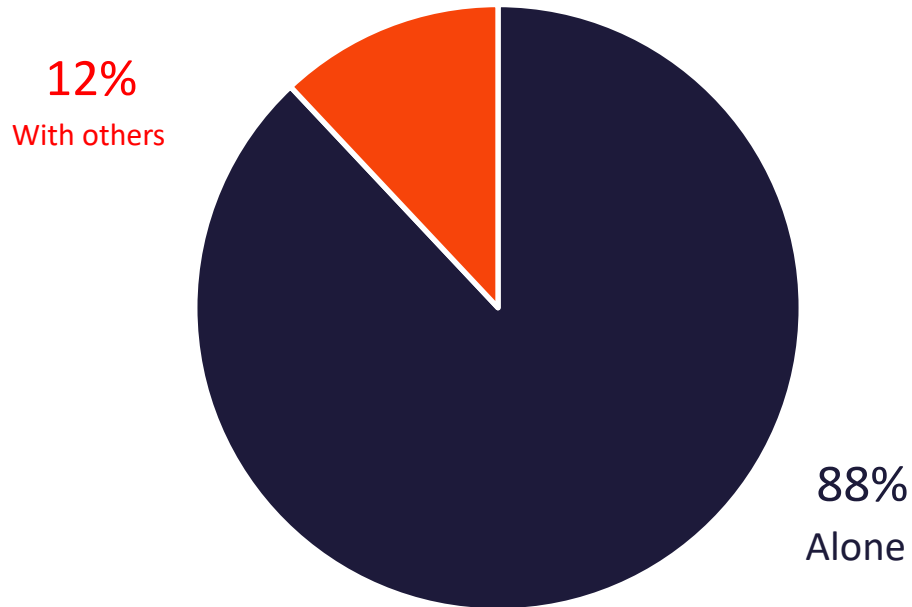
55+ year olds are the most likely age group to spend time **relaxing (41%)** whilst listening to a podcast

Smartphones are the most popular way for people to listen to podcasts*

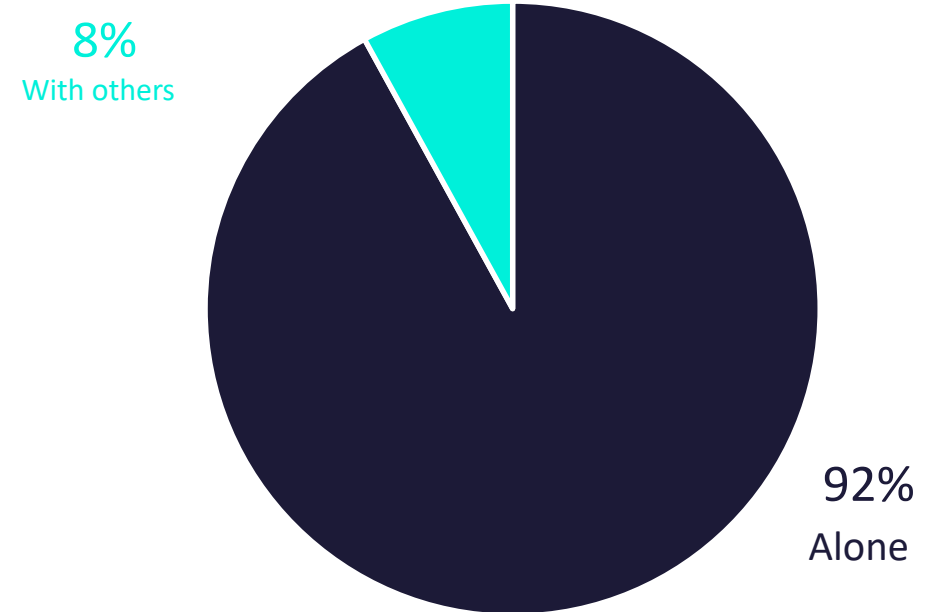


92% of people listen to podcasts alone

Spring 2018



Spring 2019

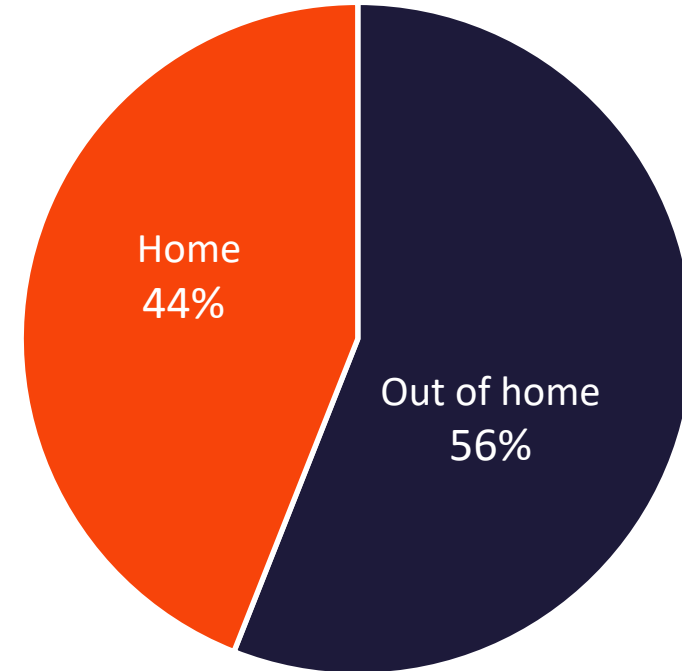
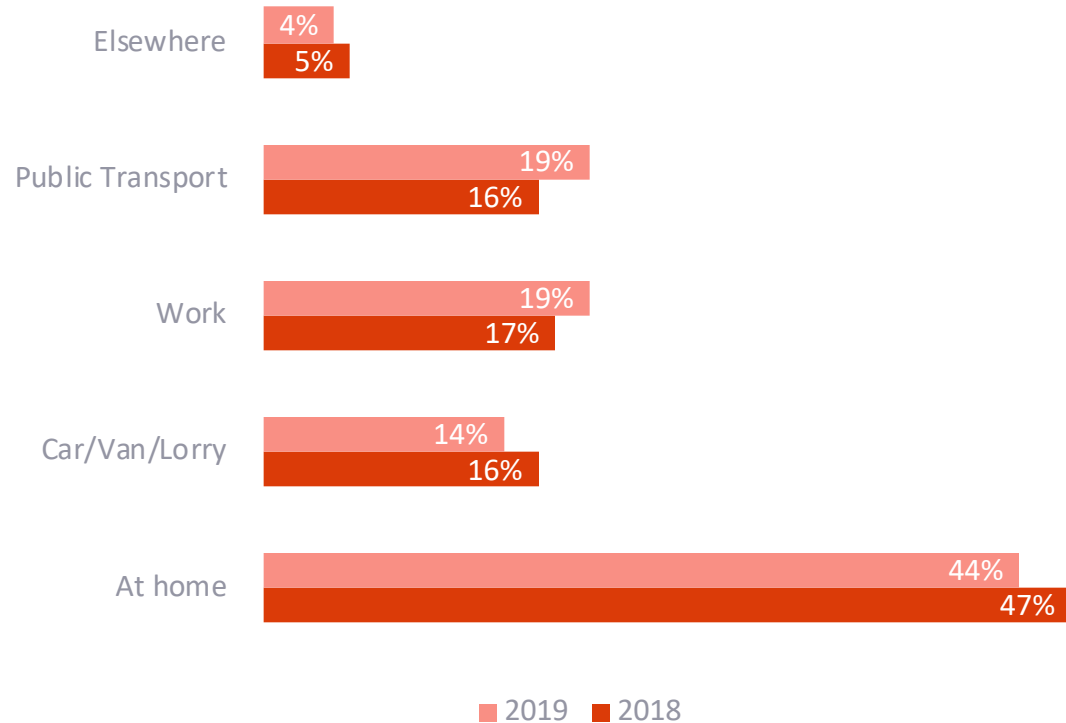


Total share of hours

There has been a 4 percentage point increase in people in the UK listening to podcasts alone rather than with others. 25-34 year olds are most likely to listen to podcasts alone (95%) whilst people are 55+ are most likely to listen with a partner/spouse (11.7%)

People are increasingly listening to podcasts outside of the home

Total share of hours



People are spending more time listening to podcasts **outside the home (56%)** compared with **Spring 2018 (54%)**, with an increasing amount of people listening while on **public transport (16% v 19%)** and **whilst working/studying (17% v 19%)**

Six key takeaways

1. 7.6m people listen to podcasts in UK, and listen to 56 million hours of podcasts per week
2. Males aged 35-54 from ABC1 form the largest demographic of podcast listeners
3. The most popular activities while listening are driving/travelling (26%), working/studying (25%) and relaxing (16%), but this does differ by age group
4. Smartphones are the most popular device for listening to podcasts (68%), but there has been an increase in listening via tablet and voice activated speakers
5. People are spending more time listening outside of the home (56% v 44%). Popular places for listening outside of the home are on public transport (19%) or in places of work/study (19%)
6. Podcasting is increasingly becoming a solo activity, with 92% of listeners choosing to listen alone rather than with others

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