

# Listening Britain

Podcasting

Sample: 2,238 respondents

Dates: Fieldwork July / August 2019

Source: MIDAS Autumn 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

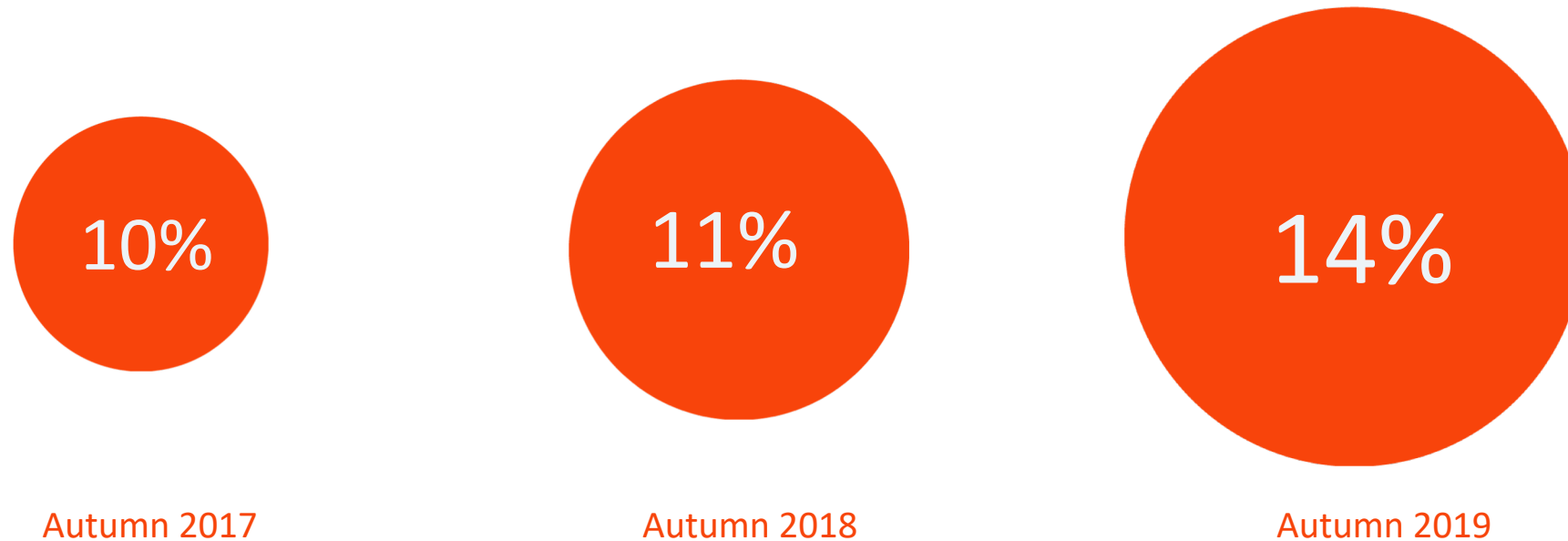




9.4 million people in the UK listen to podcasts every week

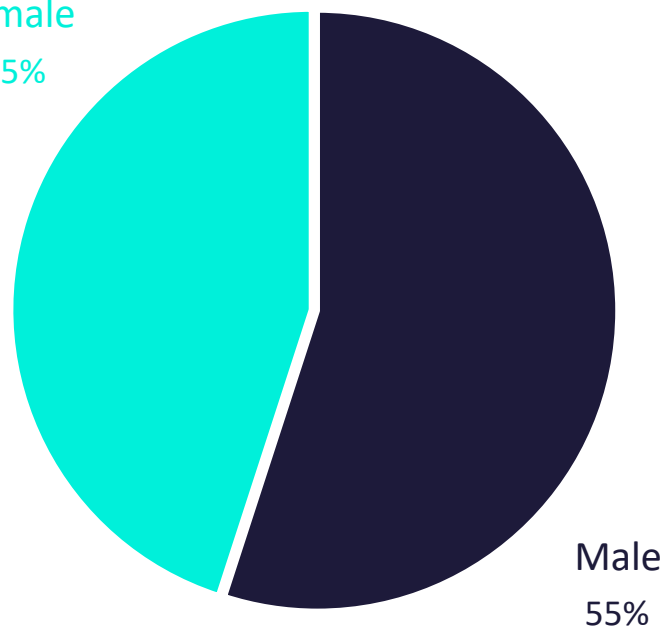


## Weekly podcast reach has grown steadily over time

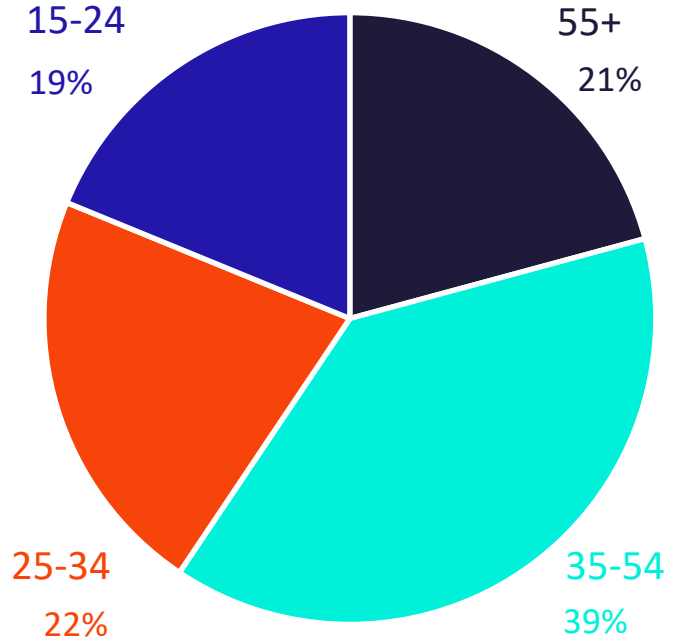


# Who's listening?

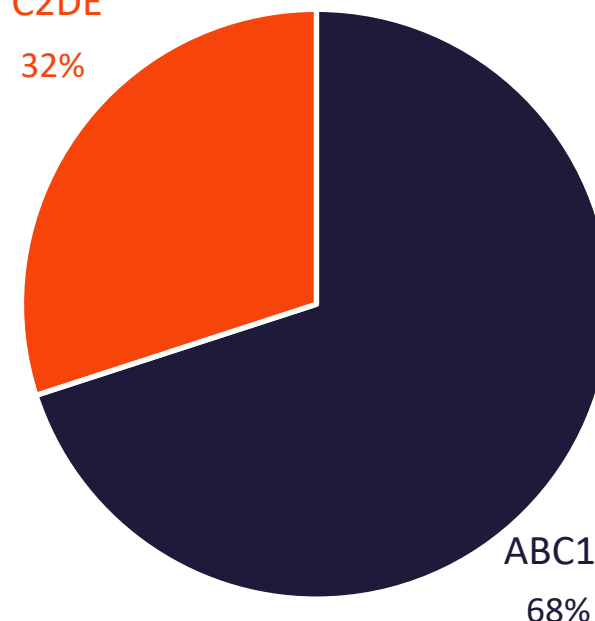
Female  
45%



15-24  
19%



C2DE  
32%

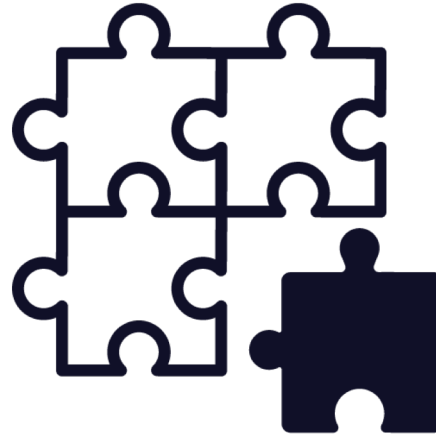


**ABC1 men** aged between **35-54** form the largest demographic of podcast listeners

# 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

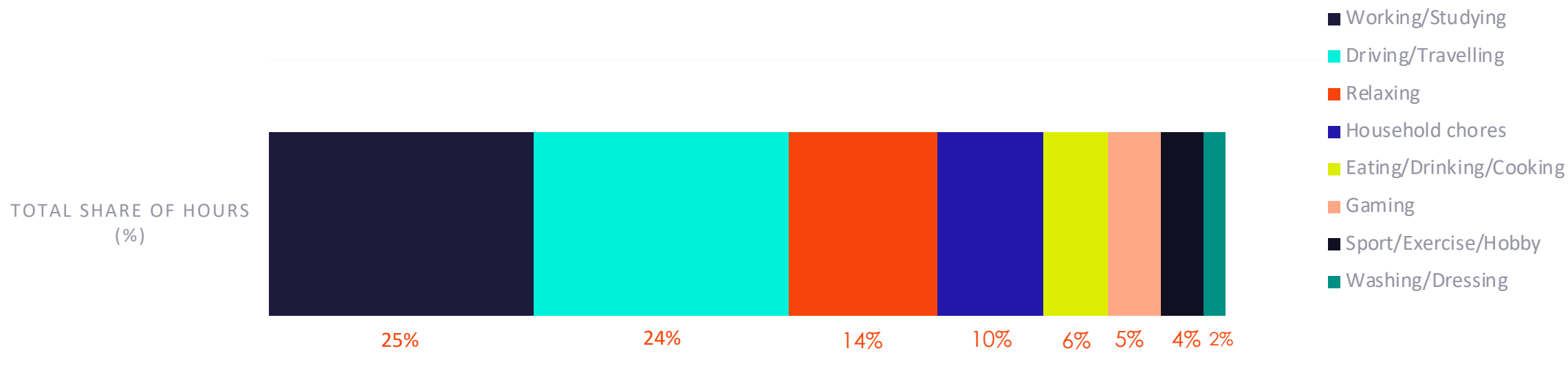


25-34 year olds spend the highest amount of time listening to podcasts on average at 8.9 hours per week, followed by 35-54 year olds who listen to 8 hours of podcast per week



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

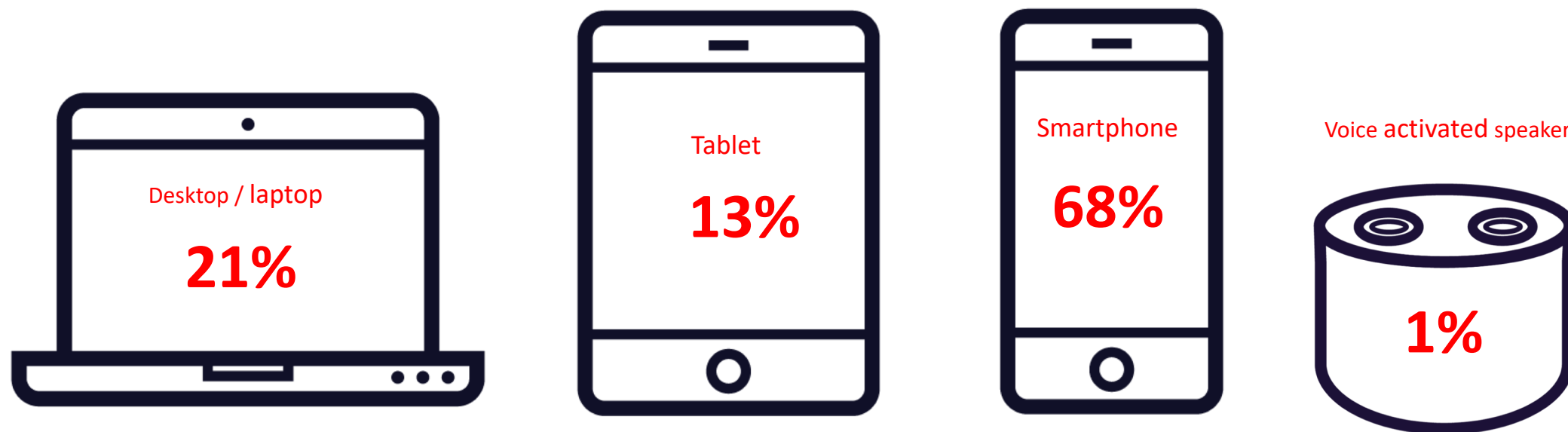
# The most popular activity whilst listening to podcasts is Working/Studying (25%)



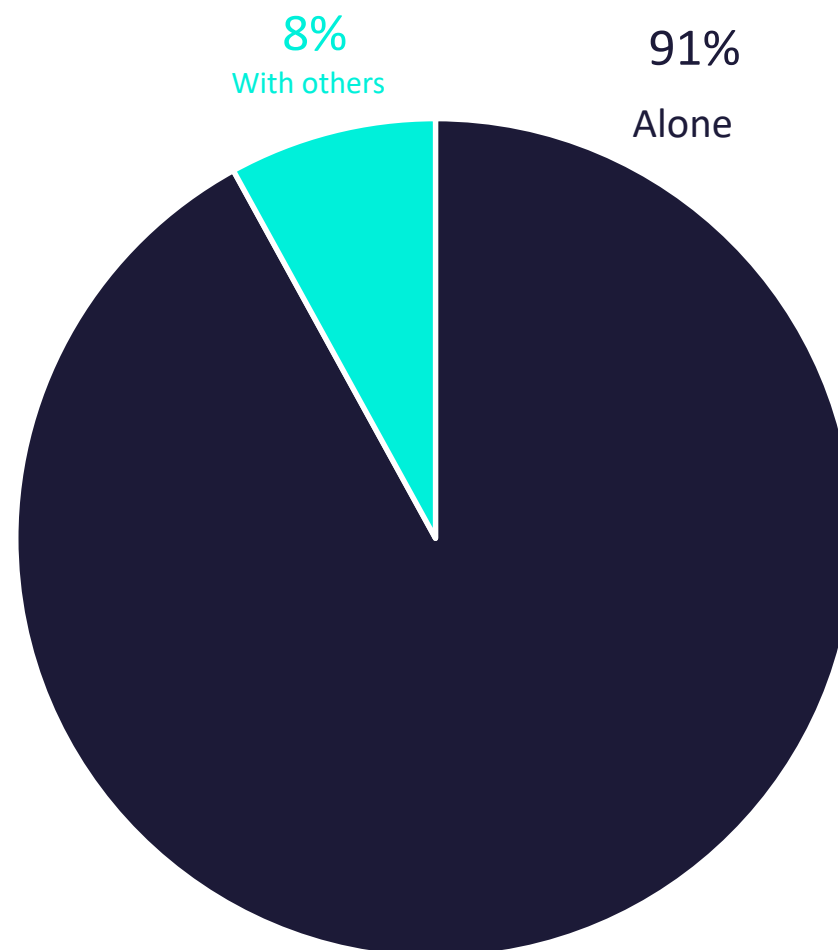
While listening to podcasts, **25-34 year olds** are most likely to be **driving or travelling (34%)**, whereas **35-54 year olds** spend more **time working/studying (30%)**

**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\*

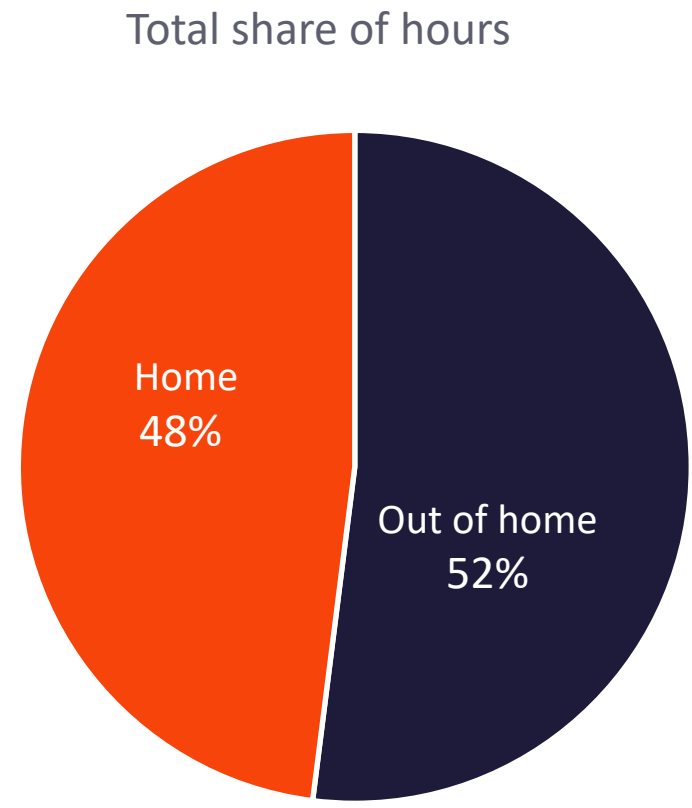
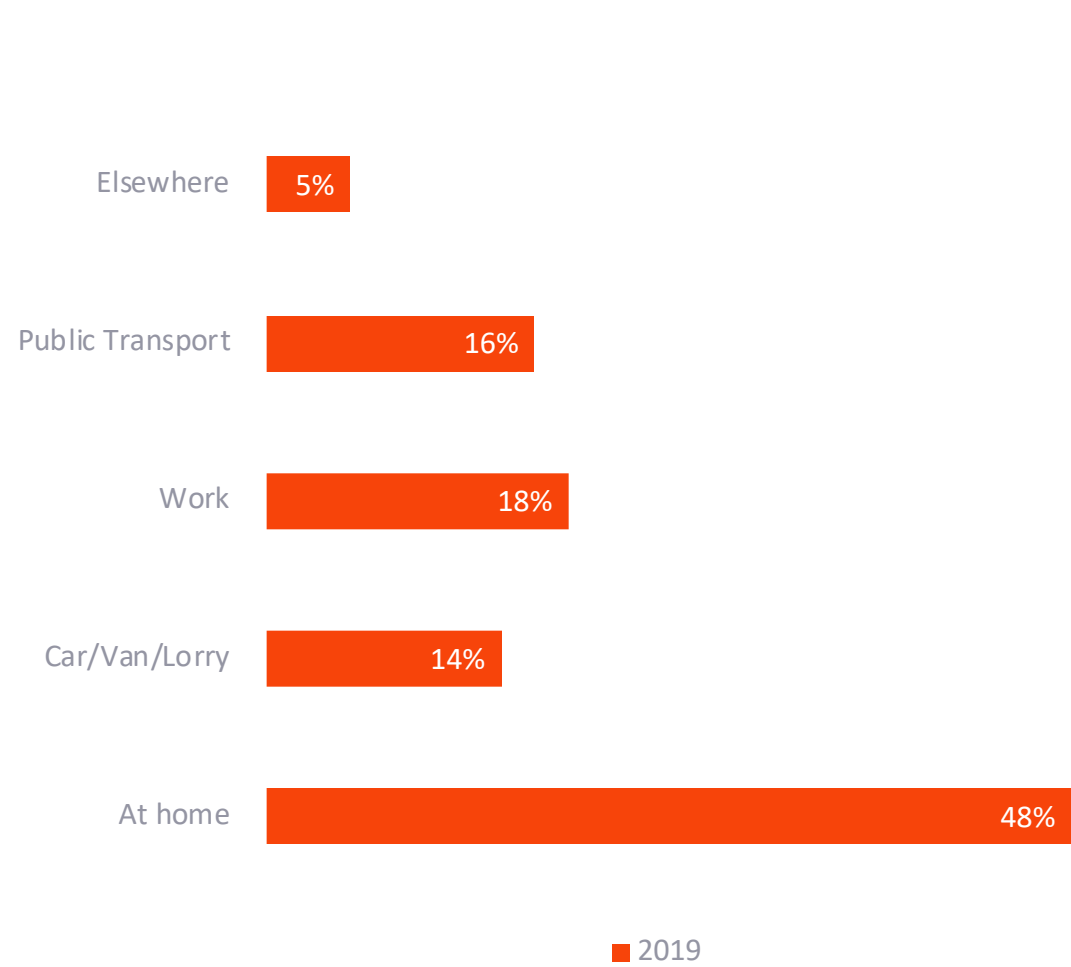


# 91% of people listen to podcasts alone



Total share of hours

# People are increasingly listening to podcasts outside of the home



# Six key takeaways

1. 9.4m people listen to podcasts in UK, and listen to 65 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 working / studying (25%), driving / travelling (24%) and relaxing (14%), but this does differ by age group
4. Smartphones are the most popular device for listening to podcasts (68%)
5. People are spending more time listening to podcasts outside of the home (52% v 48%)
6. Podcasting is increasingly becoming a solo activity, with 91% of listeners choosing to listen alone rather than with others
7. Popular places for listening outside of the home are on public transport (48%) or in places of work/study (18%)

# Audio advisory group members

**acast**

**adswizz**



**amazon**



audio experts



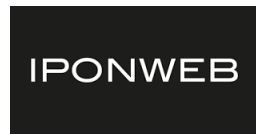
**AudioMob**



**deezer**



Guardian Media Group  
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