

# Listening Britain

Podcasting

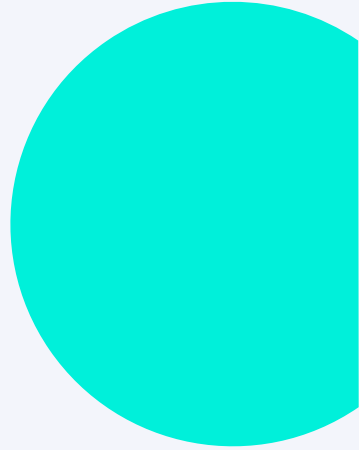
Sample: 2,341 respondents

Dates: Fieldwork March 2019

Source: MIDAS Spring 2019

## Podcasting definition:

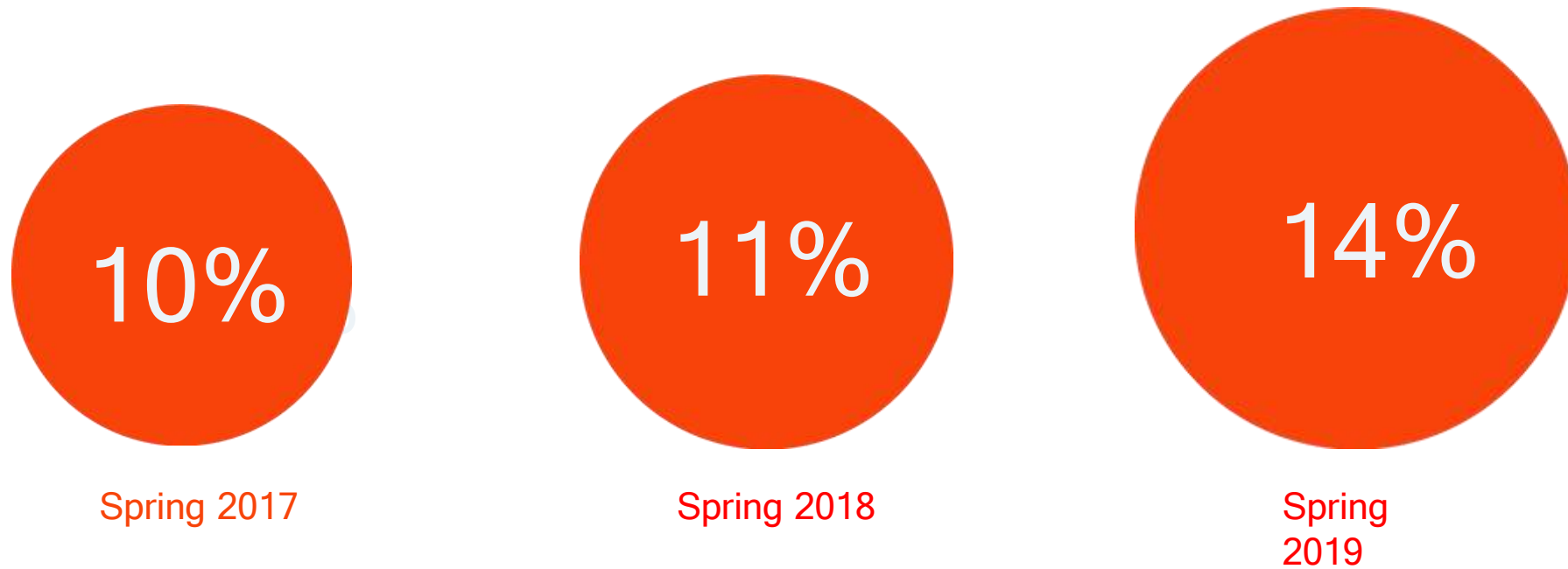
An **audio file** made available online for **downloading or streaming** to a portable media player, tablet, mobile phone, laptop or voice activated speaker



# Overview of podcasting

- 7.6m people listen to podcasts in the UK each week
- Podcasters in the UK listen on average to 7.3 hours of podcasts per week, equating to 56 million hours in total
- ABC1 men aged between 35-54 form the largest demographic of podcast listeners
- 72% of podcast listeners listen to the whole episode
- 92% listen to podcasts alone, rather than socially

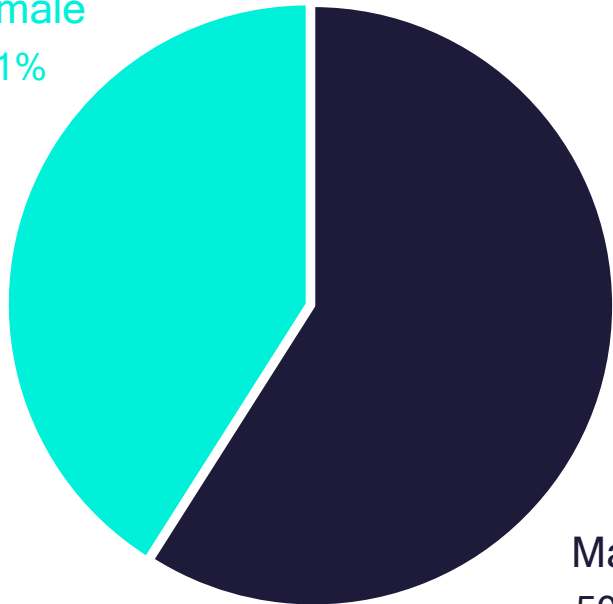
# Weekly podcast reach has grown steadily over time



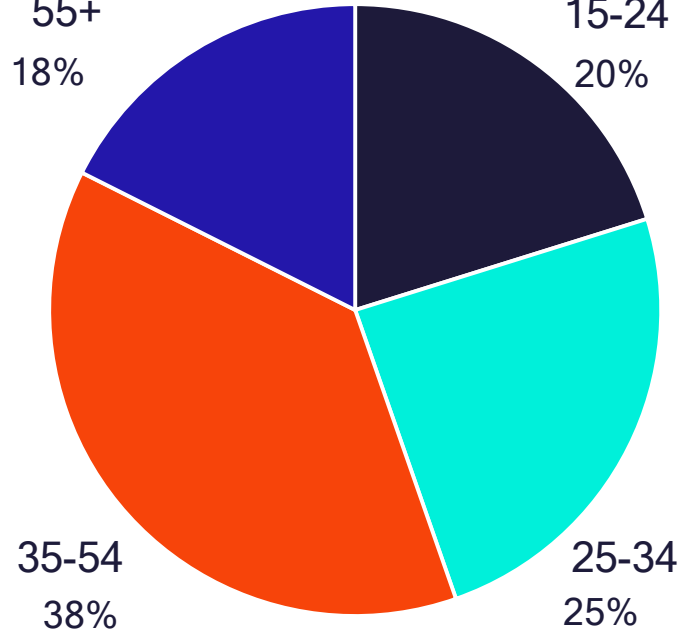
Weekly podcast reach has increased each year from 2% in 2014 to 14% in 2019

# Who's listening?

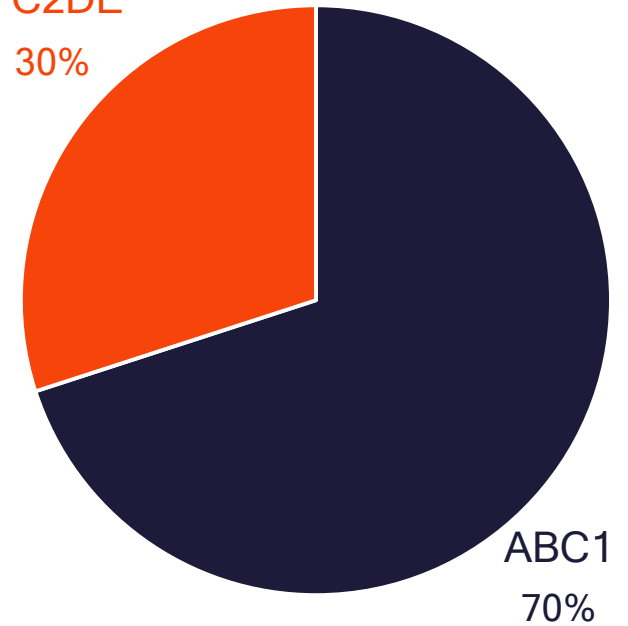
Female  
41%



55+  
18%



C2DE  
30%



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

# People spend on average 7.3 hours of podcasts per week



On average, men listen to 8.6 hours of podcasts per week. This is 3.1 hours longer than women who listen to an average of 5.5 hours per week

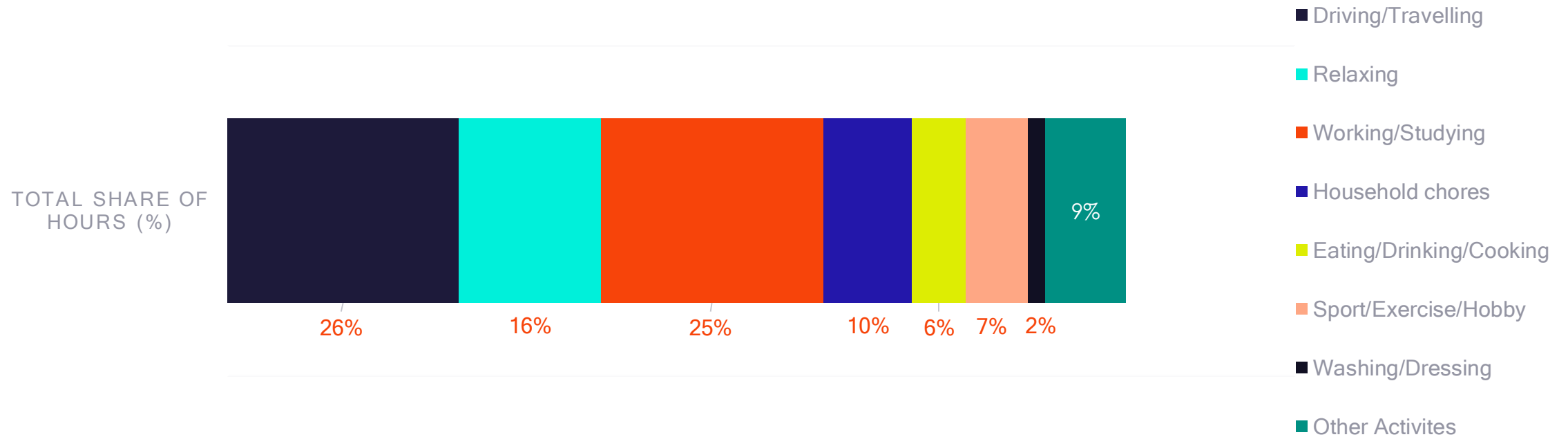


35-54 year olds spend the highest amount of time listening to podcasts on average, followed by 25-54 year olds



CD2E listeners spend an average of 2 hours more than ABC1s listening to podcasts

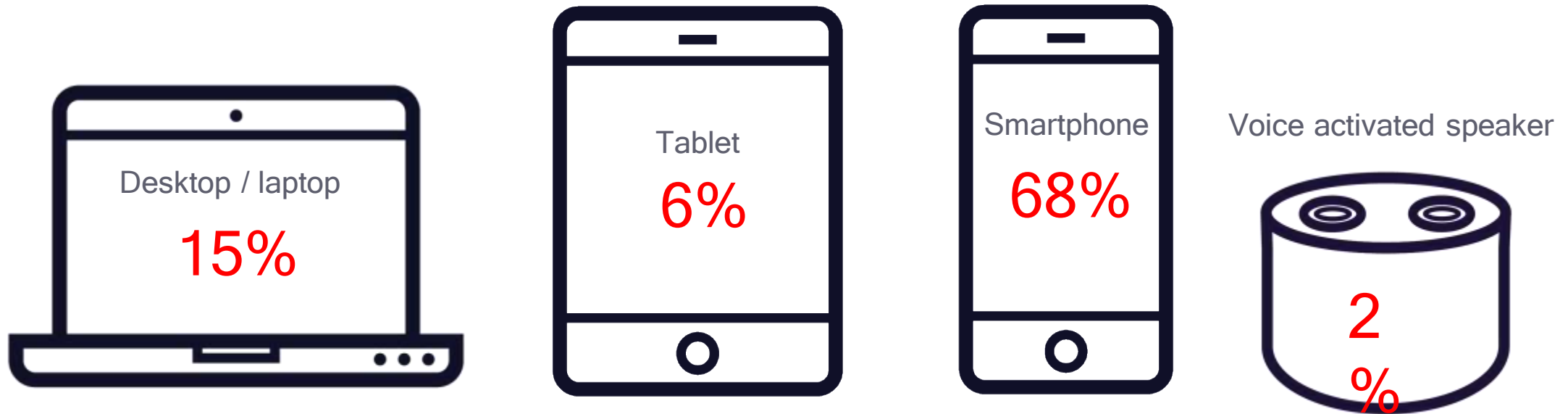
# The most popular activity while listening to podcasts is driving/travelling (26%)



While listening to podcasts, **25-34 year olds** are most likely to be **driving or travelling (43%)**,  
whereas **35-54 year olds** spend more **time working/studying (35%)**

**55+ years** are the most likely to spend time **relaxing (48%)** while listening to a podcast episode

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



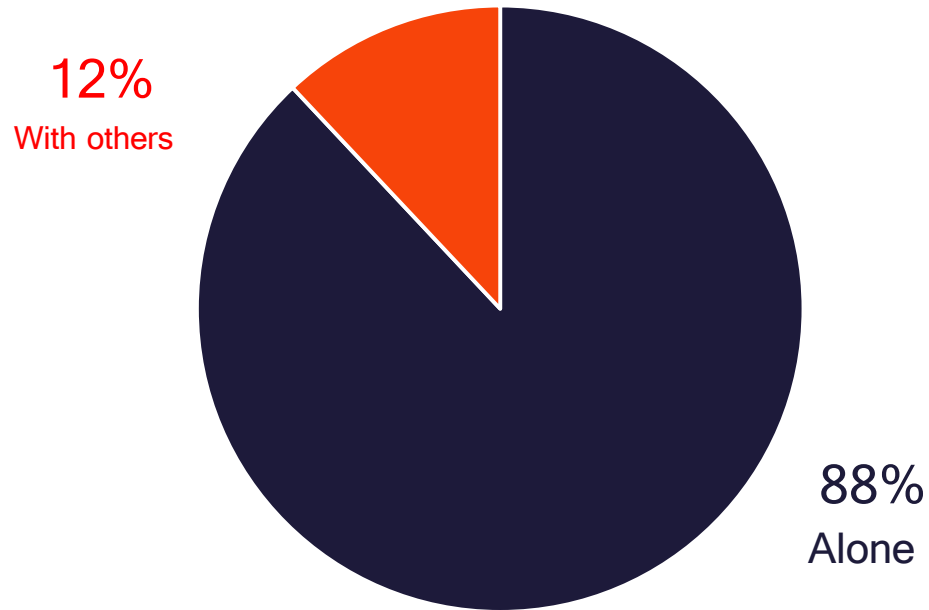
Share of hours by device\*

While still the most popular way to tune in, listening to podcasts via **smartphones has decreased by 4% since Spring 2018**, but the amount of people listening via tablets and voice activated speakers is steadily increasing

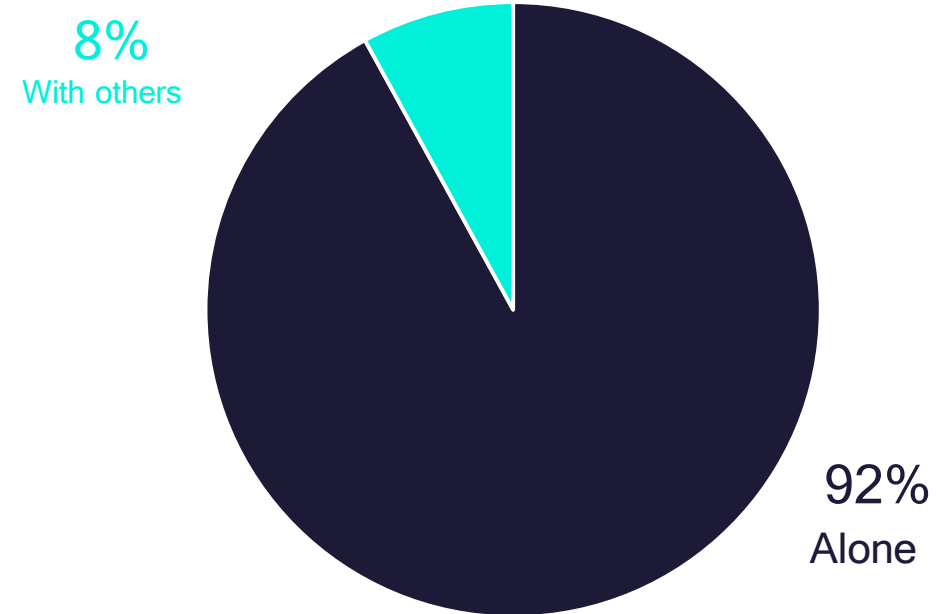


# 92% of people listen to podcasts alone

Spring 2018



Spring 2019

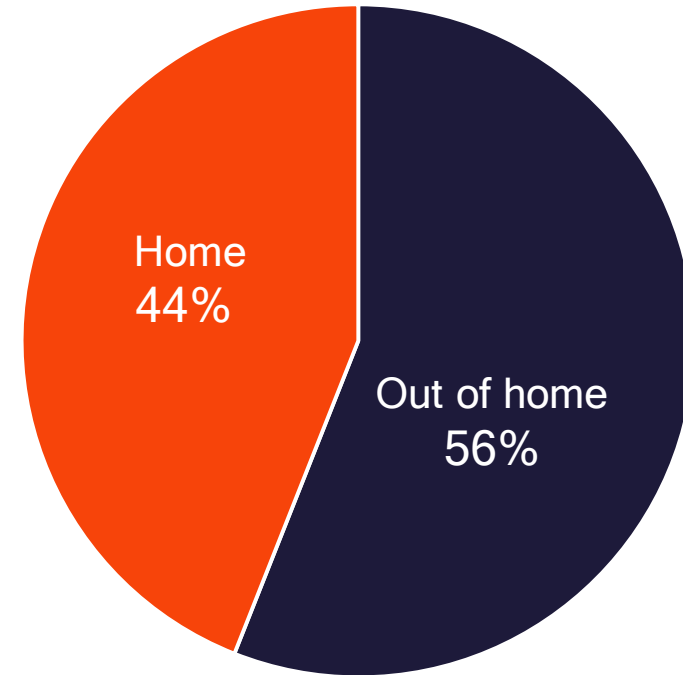
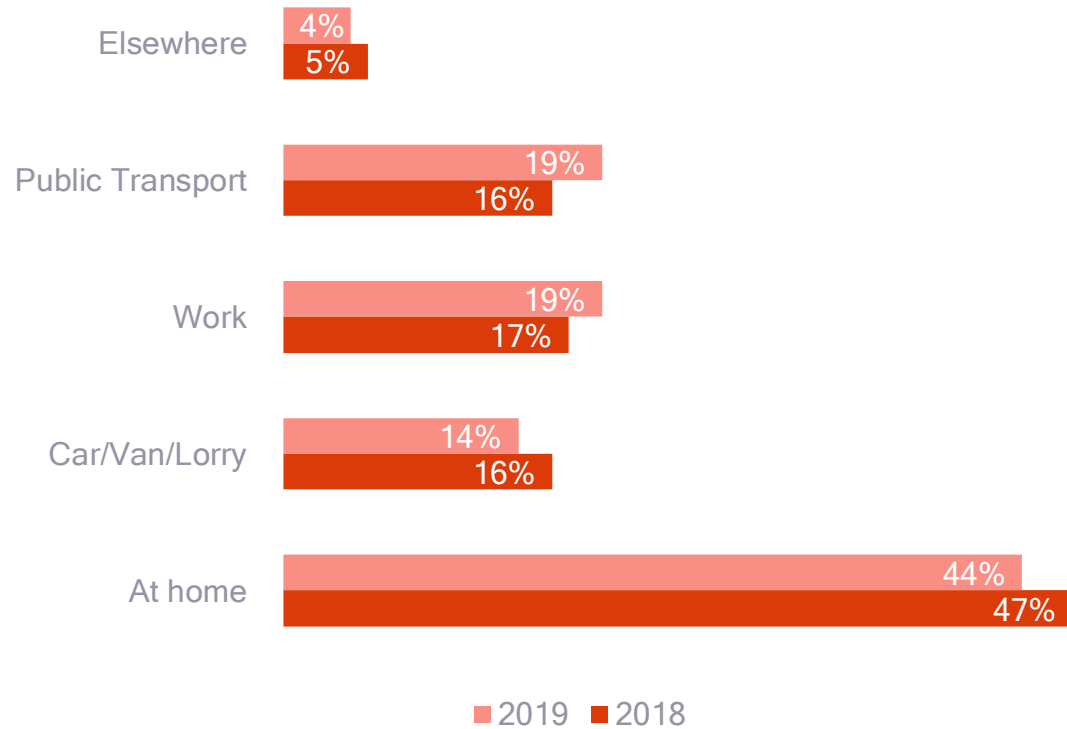


Total share of hours

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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