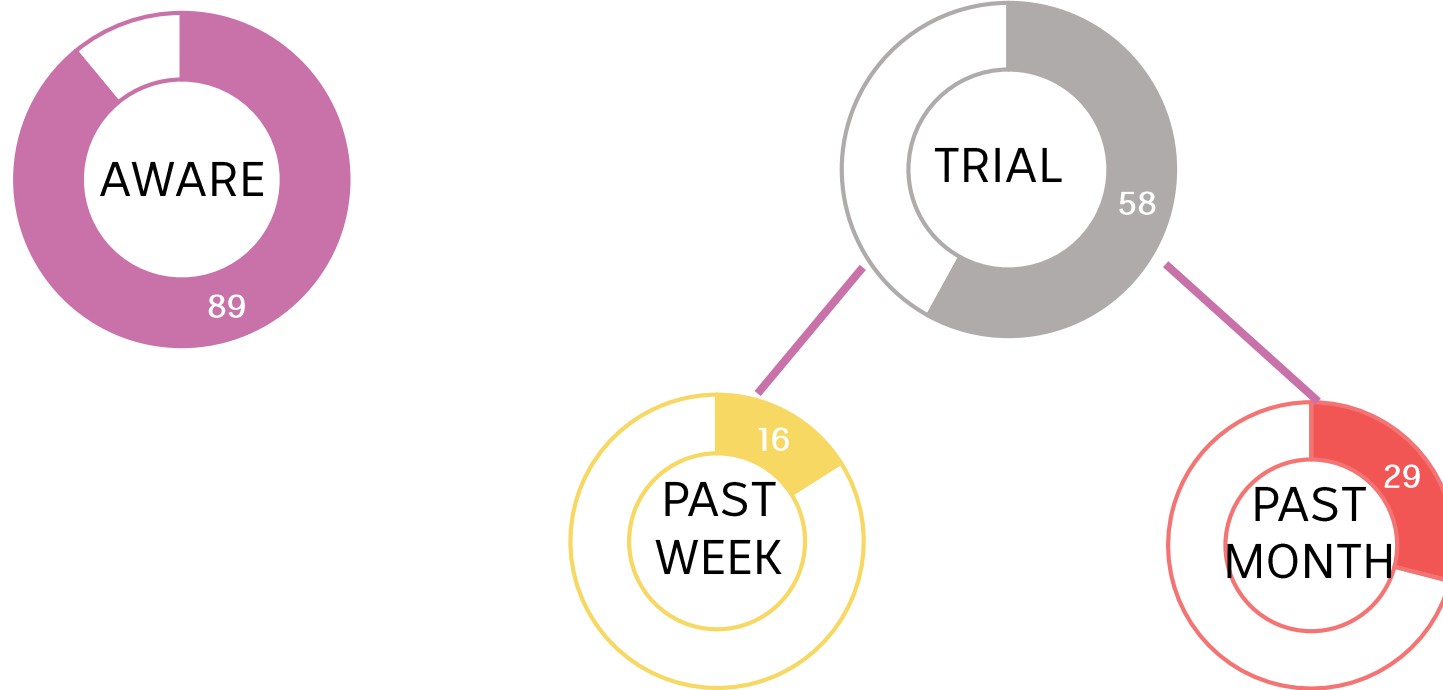




# ABC PODCAST RESEARCH 2017

# AMONGST A NATIONALLY REPRESENTATIVE SAMPLE, AWARENESS IS HIGH, OPPORTUNITY TO INCREASE USAGE

- Podcast Awareness is high in Australia, with 89% of Australians 18-75 claiming to be aware of podcasts. Strong awareness was also noted in Edison's *The Infinite Dial Australia* (72% among Australians 12+).
- Just over half of Australians 18-75 claim to have tried listening to podcasts. Trial is highest among 25-34s (76%) and lowest among 50-75s (40%).
- 16% of Australians 18-75 claimed to have listened to a podcast in the last week, (27% among 18-24s).



Source: ABC Corporate Tracking Study: April 2017, Australians 18-75, Nationally representative (n=1530), online methodology



# ABC PODCAST SURVEY 2017

# PODCAST SURVEY 2017 - OBJECTIVES / METHODOLOGY

## WHY?

- There is a lack of knowledge of podcast listening behaviours
- The ABC's second annual podcast aims to continue to track and better understand podcast listening behaviours in Australia. These findings will be shared with the industry at OzPod

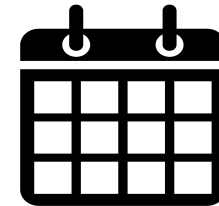
## HOW?

- A survey was initially sent to *ABC YourSpace* members.
- A external link was subsequently shared on the following Facebook accounts:
  - triple j (*Hack, Mornings, Hook-Up*)
  - *ABC Local Radio*
  - *ABC Grandstand*

## WHO / WHEN?



2,599 podcast listeners



In field 4<sup>th</sup> – 22<sup>nd</sup> August 2017

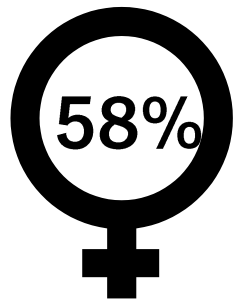


# DEMOGRAPHIC PROFILE OF RESPONDENTS

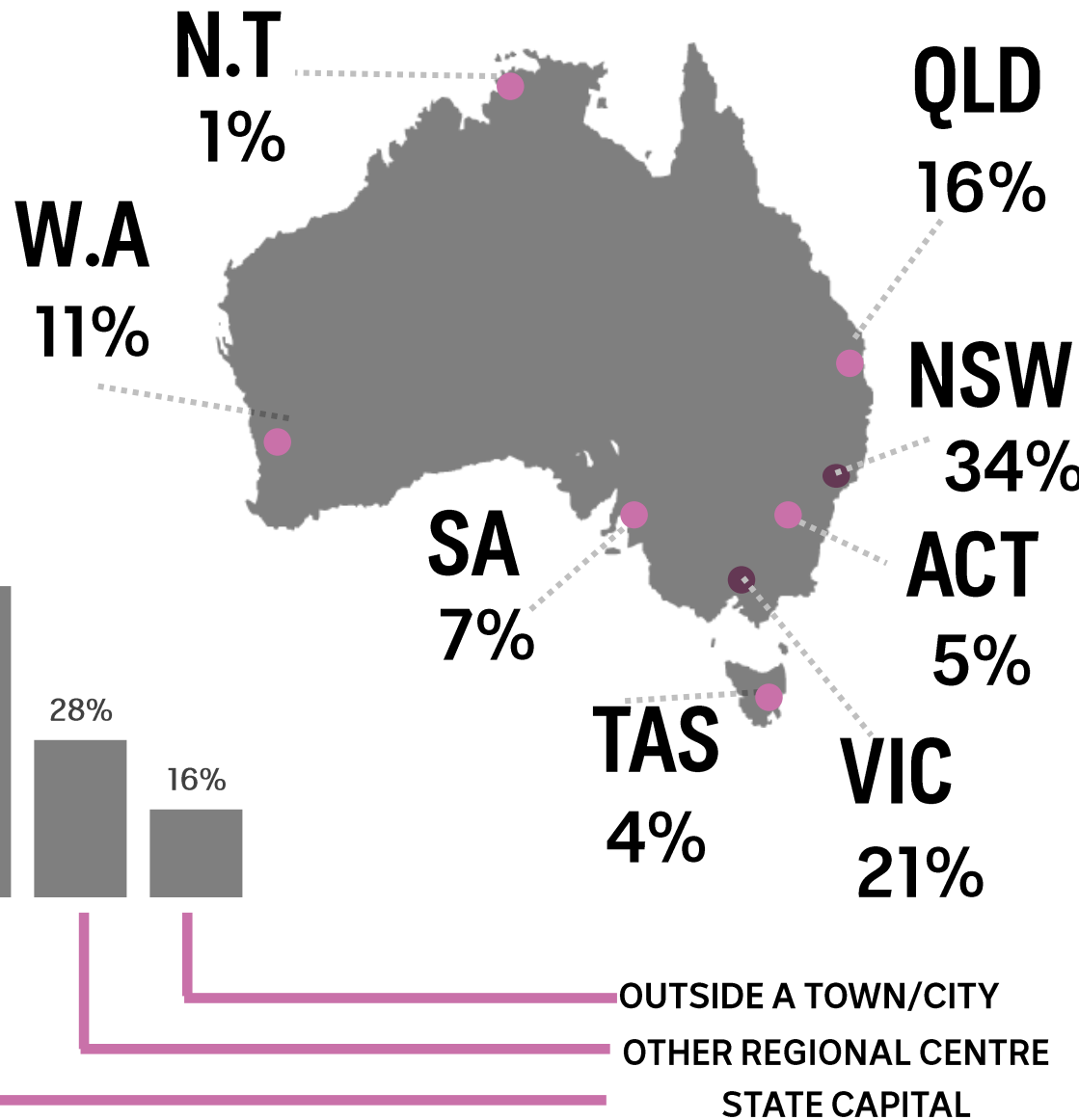
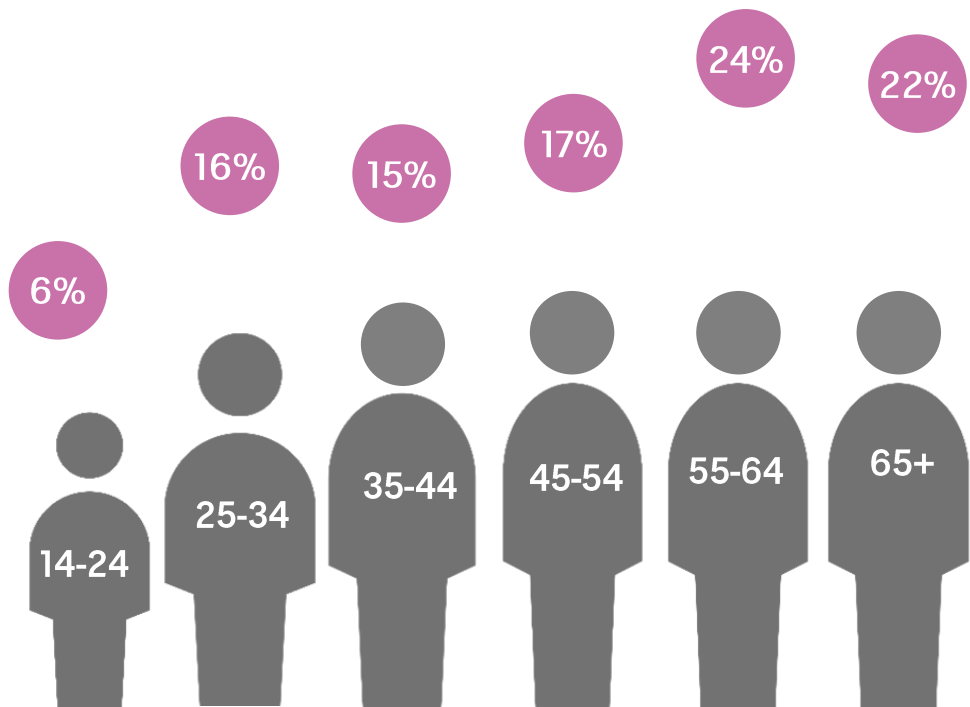
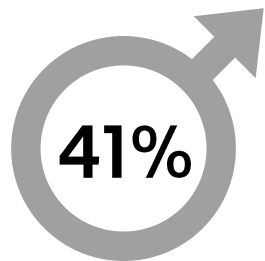


(PODCAST LISTENERS)

## FEMALE



## MALE



# HIGHLIGHTS

- There is a net **56% increase** in claimed podcast listening compared to listening last year. 14-34s (67%) and Females (64%) in particular claim to be listening more to podcasts this year.
- Listening frequency is high among podcast listeners, with 57% claiming to have listened in the past 24 hours, rising to 71% among 14-34s. We have seen a YOY growth in respondents listening within the last week, up from 60% in 2016 survey to 79% this year.
- Podcast listeners, who listened in the last week, are highly engaged, listening to an average of **6 podcast episodes** and **4 podcast series / wk**.
- An average of 80% of podcasts listened to last week, were listened to the whole way through. This is consistent YOY.
- There has been an increase in time spent listening to podcasts, with 44% of weekly podcast listeners claiming to listen at least 5 hours per week, up from 37% in 2016 survey.
- Almost 1 in 3 podcast episodes that were listened to last week and listened to in their entirety were listened to across multiple sessions.
- **48 mins** is the average time spent listening to a podcast episode, for weekly podcast listeners who commit beyond the first 5 minutes.



# HIGHLIGHTS CONTINUED

- **21 minutes** is the average time spent listening required to rate whether a new podcast is worthy.
- **Late Afternoon / Evening** remains the most common podcast listening times on a weekday and Afternoons on weekends. Half of 14-34s listen on weekday Mornings.
- Whilst 'At Home' remains the most common location for podcast listening, we have seen YOY growth in podcast listening in 'a car/truck/taxi'. Growth is most pronounced among 35-54s, up 11 percentage points YOY to 60% of 35-54s.
- '**More Awareness**' has overtaken 'Better Content', to now become the largest driver of increased podcast listening, up 13 percentage points YOY.
- Trialling new podcasts occurs regularly with 24% listening to a new podcast within the last week, rising to 31% among 14-34s.
- Smartphone is increasingly the device most often used for listening to podcasts, at 62% of podcast listeners. YOY growth in Smartphone usage has largely occurred at the expense of listening via a computer, especially among 35-54s and people 55+.



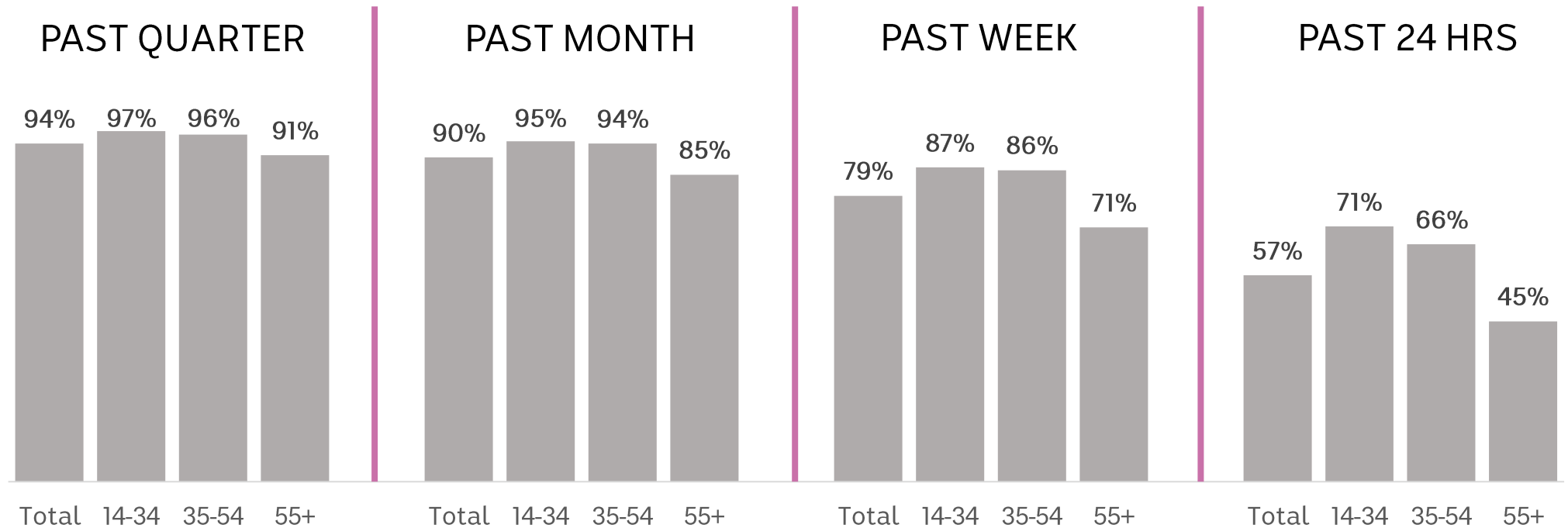


# FINDINGS



# LISTENING FREQUENCY IS HIGH

- More than 1 in 2 podcast listeners listened within the past 24 hrs, rising to 71% among 14-34s.
- YOY there has been an increase in respondents listening within the past week, up 19 percentage points to 79%.

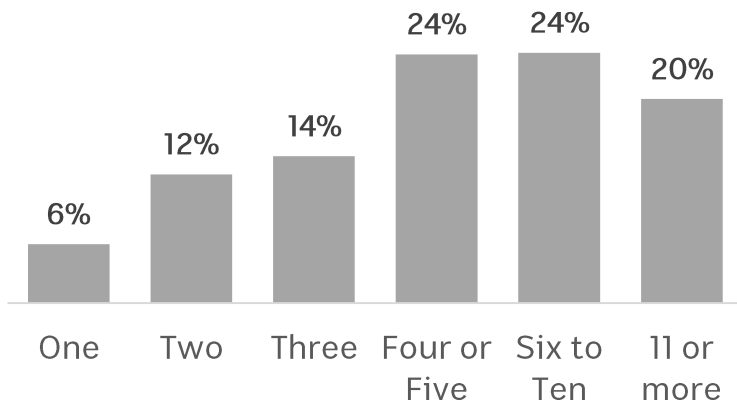


Base: All Respondents who listened to a podcast, N=2,599, 14-34=567, 35-54=837, 55+=1175

# HIGH ENGAGEMENT AMONG WEEKLY PODCAST LISTENERS

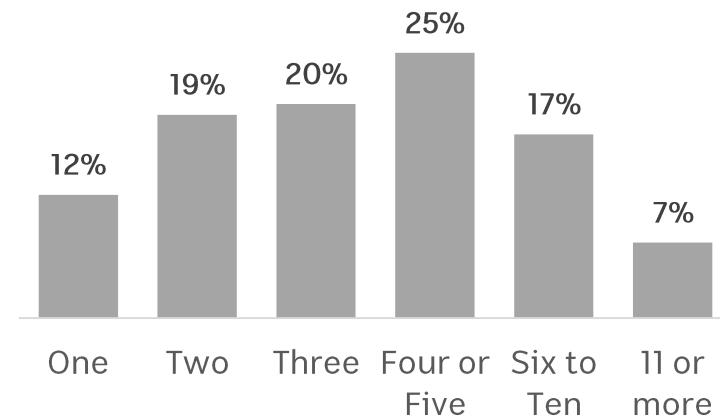
- Among weekly podcast listeners, 68% listen to at least 4 podcast episodes / week. 49% listen to at least 4 podcast series/ wk.
- 20% listen to 11+ podcast episodes / wk. 7% listen to 11+ podcast series / week

How many podcast **episodes** did you listen to last week?



Average of 6 podcast episodes listened to in the last week

How many podcast **series** did you listen to last week?

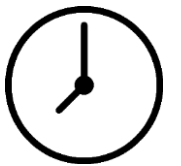


Average of 4 podcast series listened to in the last week



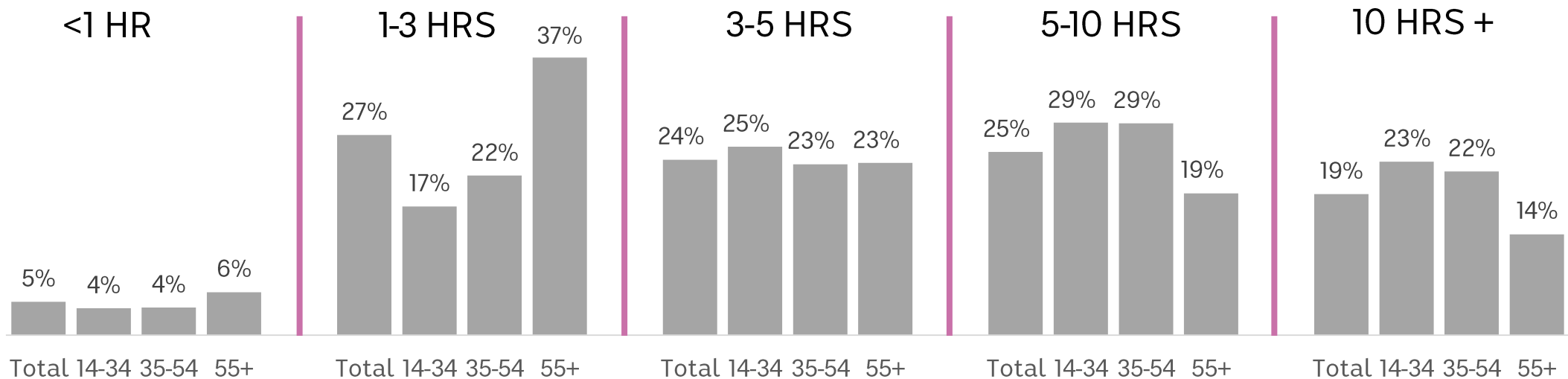
Base: Podcasters who listened within the last week, N=2064

# YOY GROWTH IN LISTENING TO PODCASTS 5+ HOURS / WK



- 44% of podcast listeners claim to listen 5+ hours / week (37% in 2016).
- Only 5% of podcast listeners, who listened last week, spend less than an hour listening to podcasts.
- Heavy podcast listeners, (10+ hours / week), are younger. People 55+ listen less, with 43% listening up to 3 hours / week.

How long did you spend listening to podcasts last week?

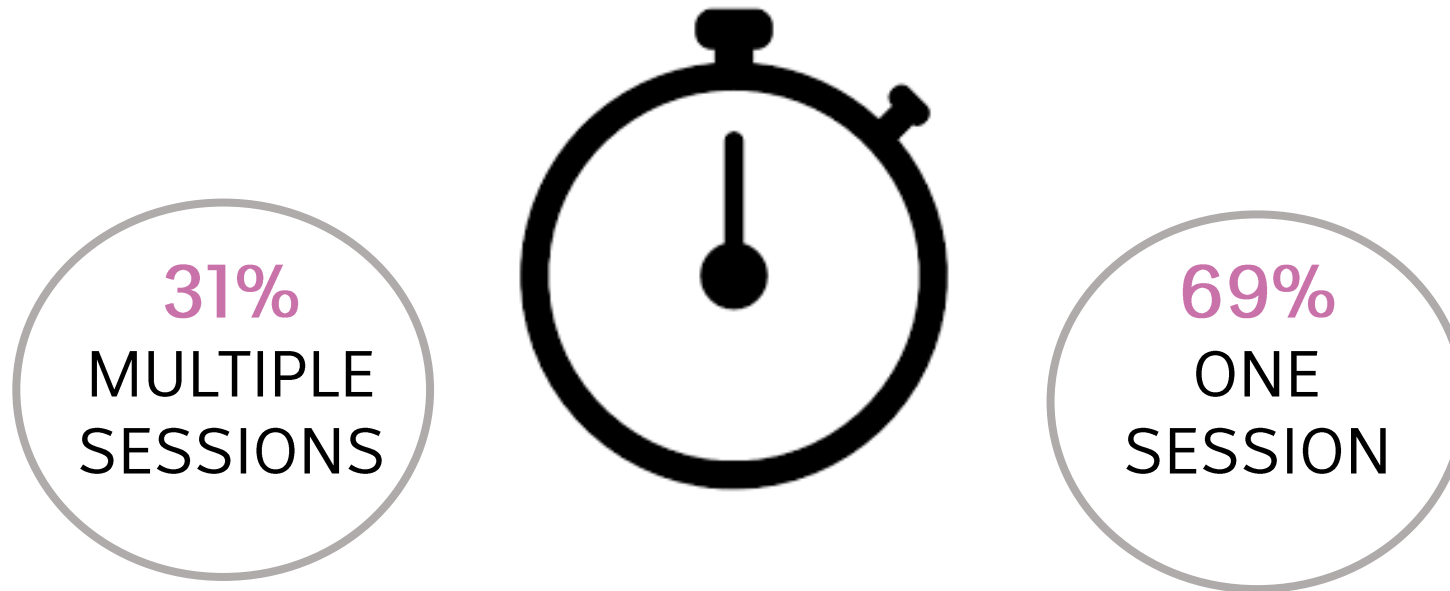


Base: Podcasters who have listened within the last week, N=2064

# 48 MINS

## IS THE AVERAGE TIME SPENT LISTENING TO A PODCAST EPISODE

- The average time spent with a podcast episode is **48 minutes**, for weekly podcast listeners who commit beyond the first 5 minutes.
- Almost 1 in 3 podcast episodes that were listened to last week and listened to in their entirety were listened to across multiple sessions.

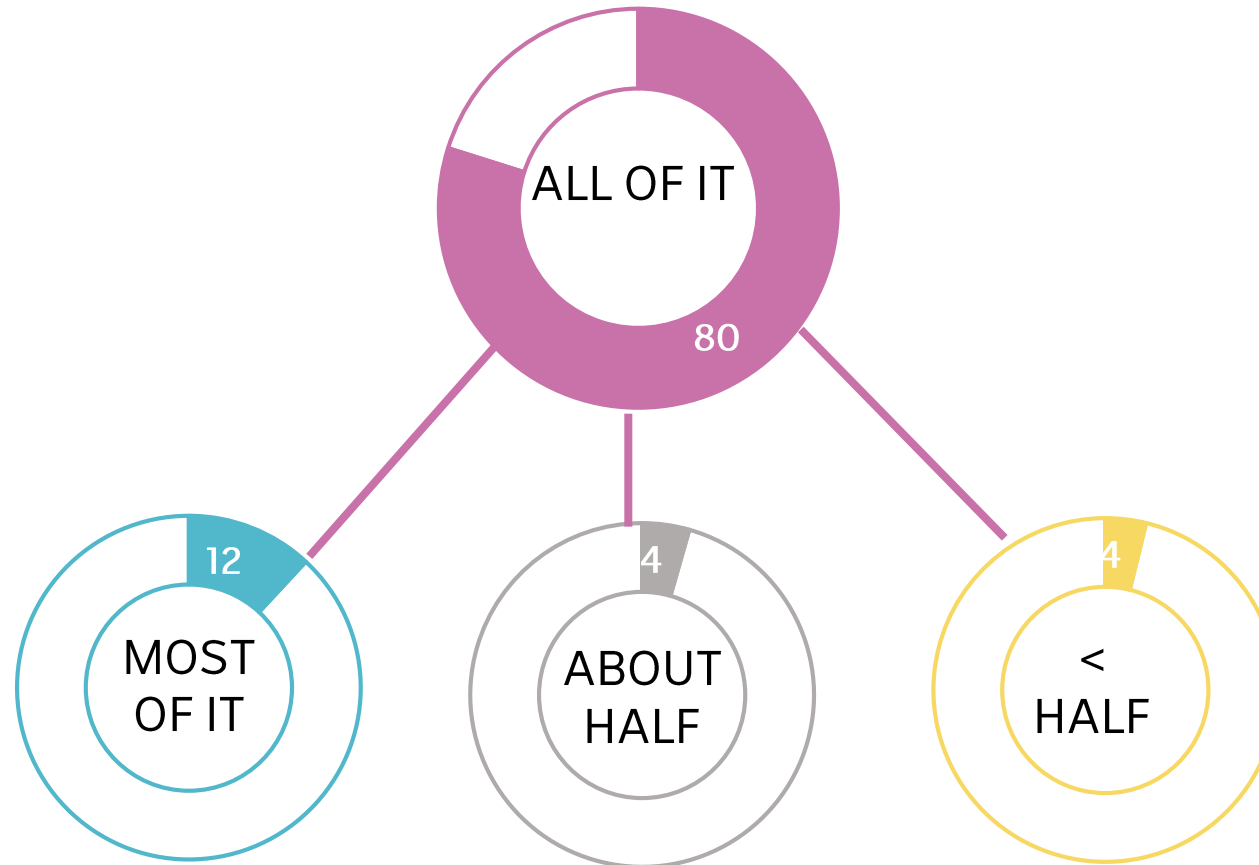


Base: Podcasters who have listened within the last week, N=2064

# LISTENING RETENTION REMAINS HIGH

- An average of 80% of podcasts listened to last week, were listened to the whole way through. This is consistent YOY.

What proportion of podcasts that you listened to last week did you listen to...

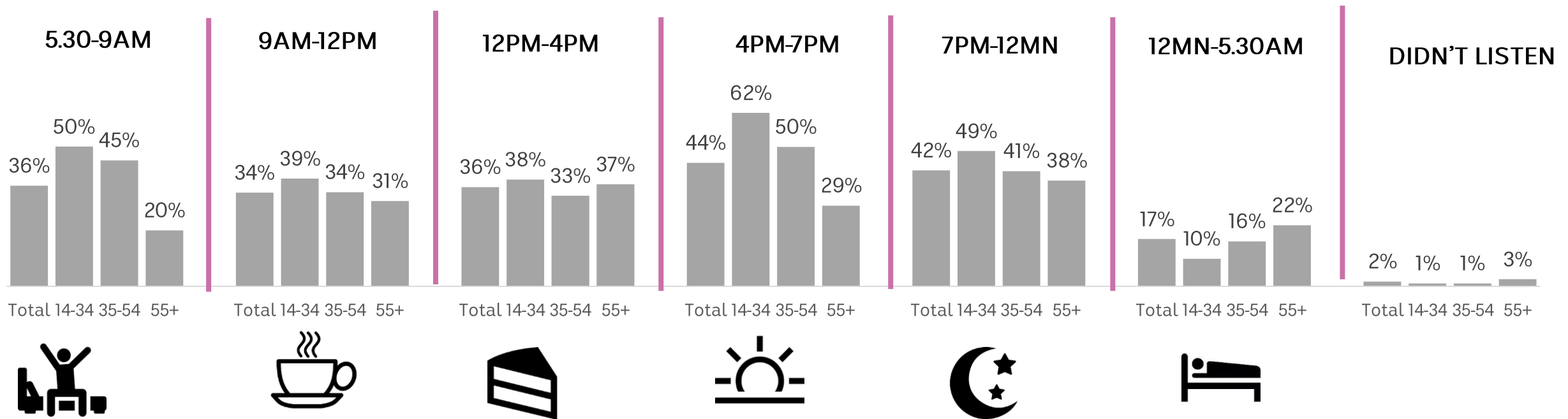


Base: Podcasters who have listened within the last week, N=2064

# WEEKDAYS: EARLY EVENING/EVENING REMAIN THE MOST COMMON LISTENING TIME

- Listening to podcasts in Late Afternoon /Early evening is particularly prevalent among 14-34's (62% selected).
- 22% of People 55+ listen to podcasts overnight.
- Half of 14-34s listen in the Morning.

During what time of the day do you listen to podcasts on a weekday?

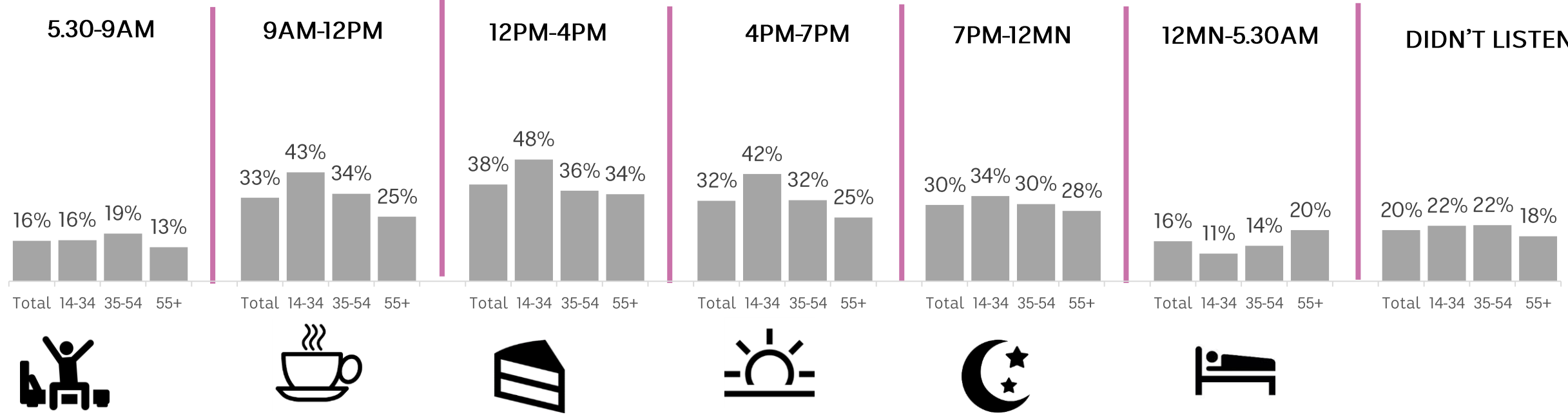


Base: Podcasters who have listened within the last week, N=2064

# WEEKENDS: AFTERNOON IS THE MOST COMMON LISTENING TIME

- Listening to podcasts is less common place during the Early Morning on weekends (compared to weekdays).
- 20% of all respondents 'didn't listen' on the weekend, compared to 2% during the week.

During what time of the day do you listen to podcasts on the weekend?

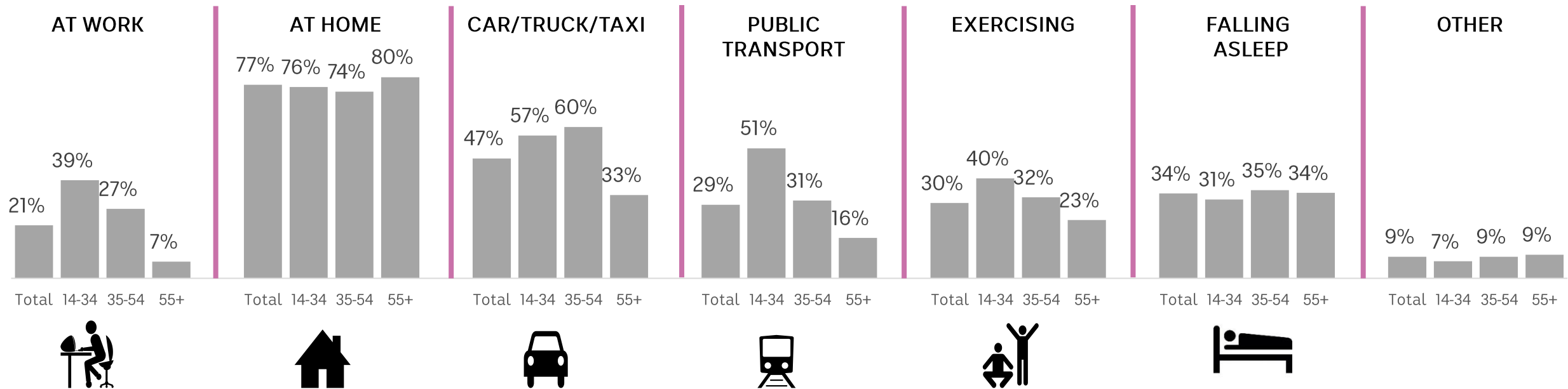


Base: Podcasters who have listened within the last week, N=2064

# GROWTH IN PODCAST LISTENING IN CARS/TRUCK/TAXI

- The majority (77%) listen to podcasts at home (consistent across all demos).
- The next most common location is in a car/truck/taxi (47% selected). This behaviour skews younger.
- Listening to podcasts in a car/truck/taxi has increased YOY, up 3 percentage points. The increase is most noticeable among 35-54s, up 11 percentage points YOY to 60%.
- ‘Other’ includes: gardening, housework, on the plane, walking to work, walking the dog, cooking.

## In the last month, where have you listened to podcasts?



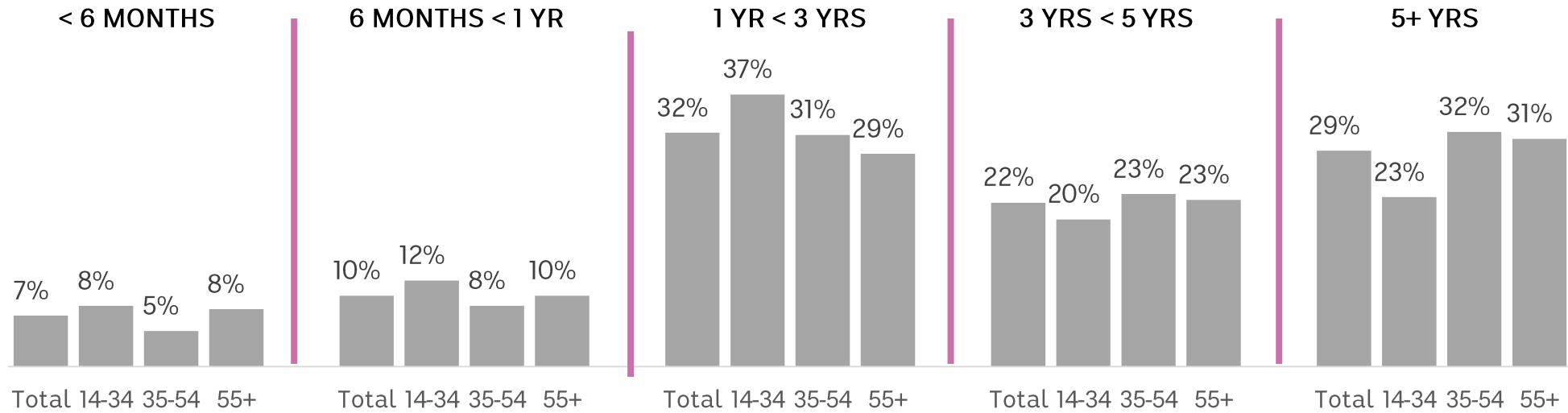
Base: Podcasters who listened within the last month, N=2341



# 1 IN 5 PEOPLE AGED 14-34 STARTED LISTENING WITHIN THE LAST YEAR

- 52% of respondents indicated that they have been listening to podcasts for at least 3 years.
- 32% of 35-54's started listening to podcasts 5+ years ago.
- More Women starting listening to podcasts within the last year.

## When did you first start listening to podcasts?



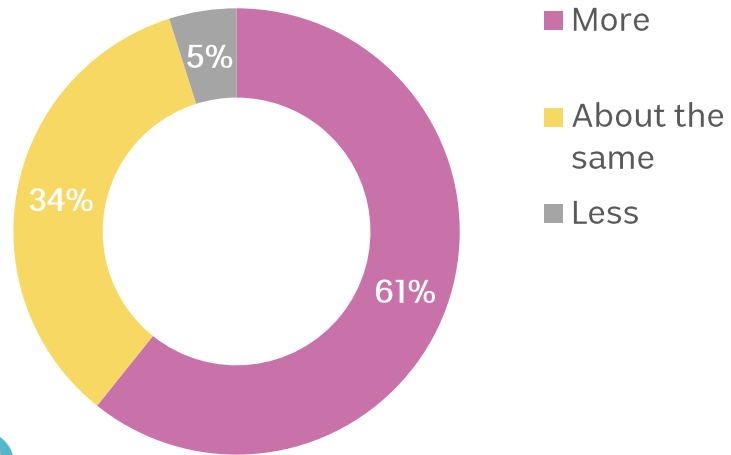
Base: Podcasters who have listened within the last week, N=2064



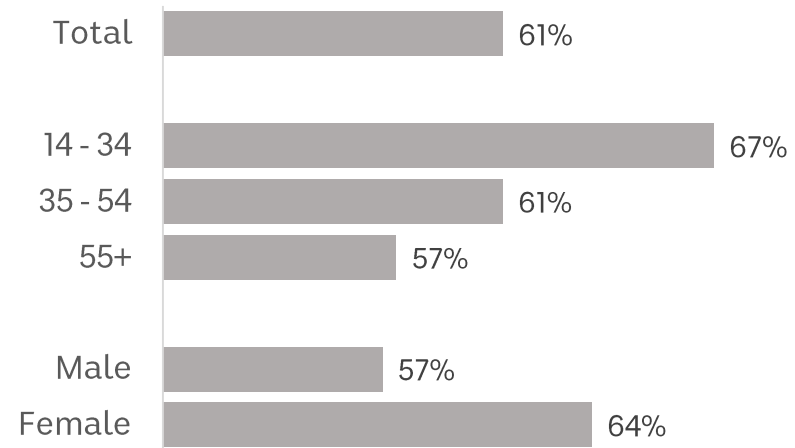
# PODCASTING HAS STRONG POSITIVE MOMENTUM

- 61% of podcast listeners indicated that they are listening to more podcasts compared to previous year. In the Podcast Survey 2016 36% indicated they were listening to more.
- This is a **net 56% increase** in listening, compared to listening in the previous year. This is especially evident among 14-34's, with **67%** claiming to listen more.
- 64% of Females claim to listen more vs 57% of Males.
- By state, the highest growth rates are in the ACT.

Over the last year do you feel you listen to more or less podcasts compared to previous year?



## More Podcast Listening



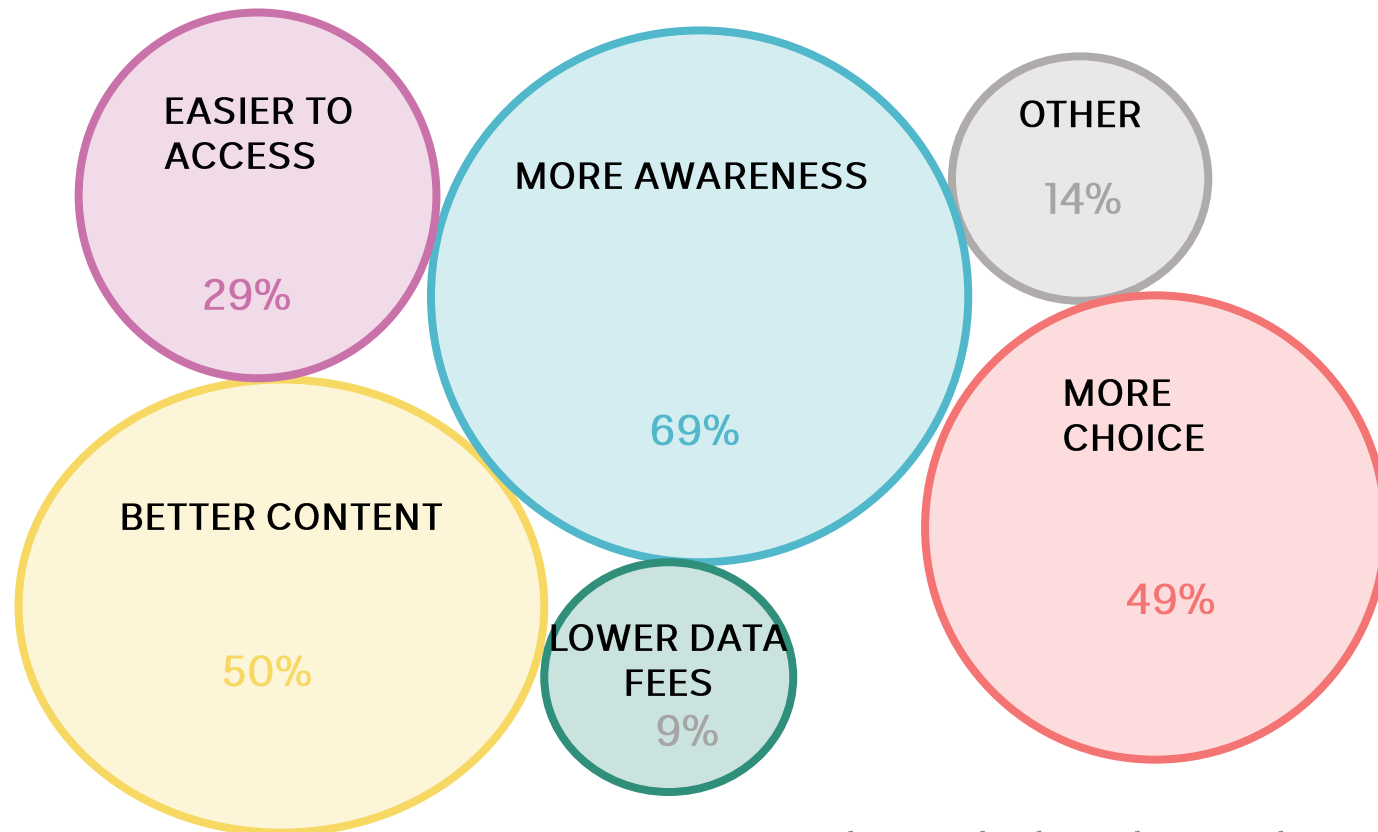
N=1722, among those who have listened to podcasts for at least one year



# INCREASED AWARENESS IS THE LARGEST DRIVER OF PODCAST LISTENING

- *More Awareness* has overtaken *Better Content*, to now become the largest driver of podcast listening, up 13 percentage points YOY.
- Among those who selected *Other* (14%), lifestyle changes are the biggest influencing factor.

Why are you listening to more podcasts over the last year?

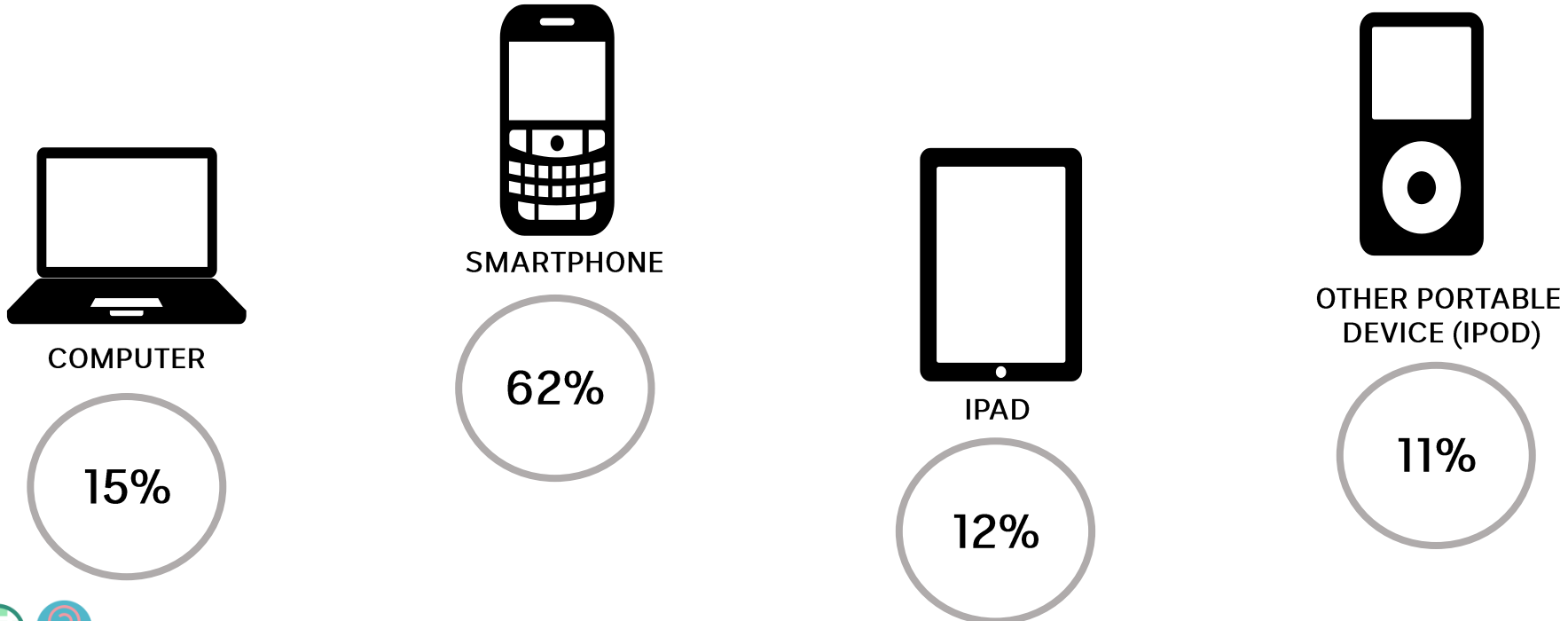


N=1046, among those who have listened to more podcasts over the past year

# SMARTPHONE IS INCREASINGLY THE PREFERRED DEVICE FOR LISTENING

- Smartphone is now the most frequently used device for listening to podcasts across all demographics. Usage is highest among younger demographics (82% among 14-34s).
- We have seen YOY growth for Smartphone across all demographics and especially among 35-54s and 55+. This shift has largely occurred at the expense of listening via a computer.

Which device do you use most often to listen to podcasts?

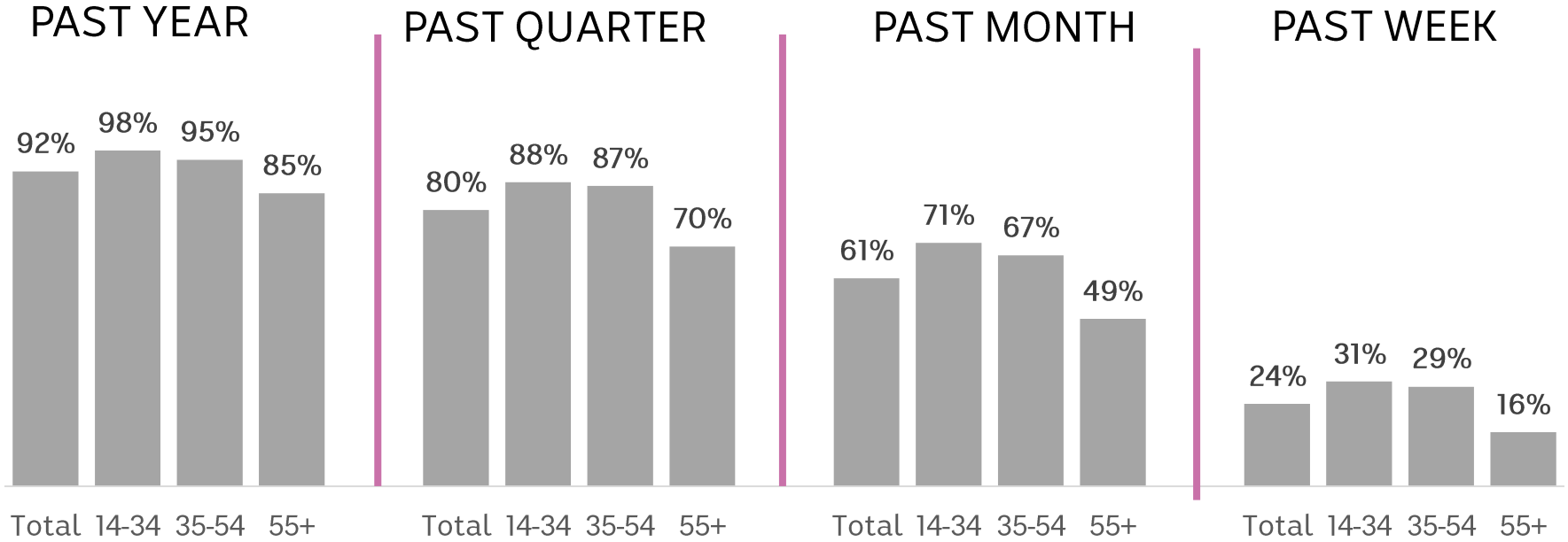


Base: All Respondents who listened to a podcast, N=2,599

# 24% LISTENED TO A NEW PODCAST SERIES IN THE LAST WEEK

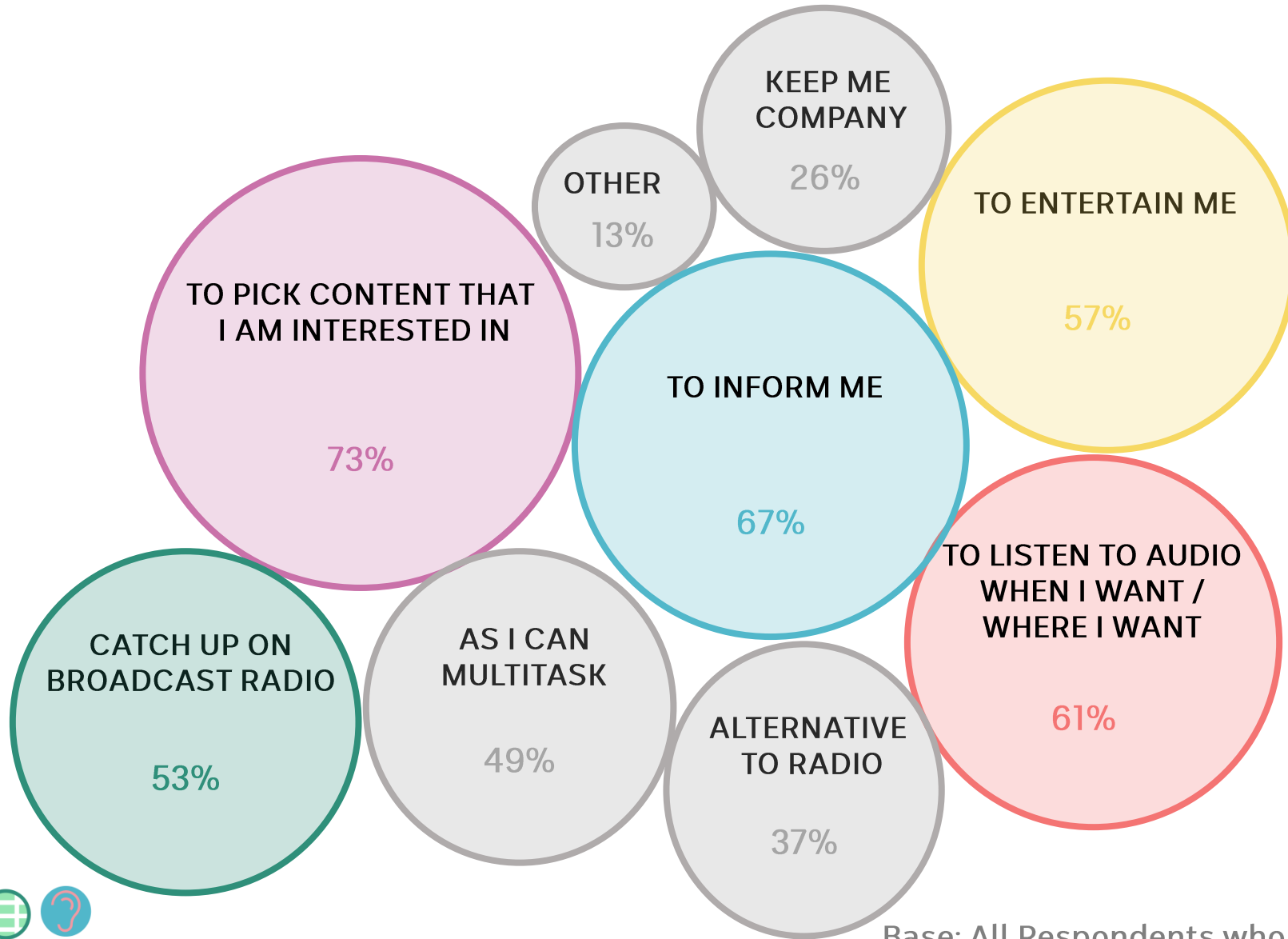
- Trial within the last week skews younger with 31% among 14-34s and 16% among 55+.

When was the last time you listened to a new podcast series?



Base: Podcasters who have listened within the last week, N=2064

# WHY DO YOU LIKE TO LISTEN TO PODCASTS?



Base: All Respondents who listened to a podcast, N=2,599

