



**The (second) RMS podcast study. A current overview on podcast usage in Germany including some deep dives.**

**egta Radio MIM - PART II, Online-Meeting | March 9<sup>th</sup> 2022**

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# Overview



Analyse the podcasts usage behaviour in general and characterise the users of podcasts with regard to socio-demographics, media usage, leisure behaviour, as well as personal interest and opinions.



**CAWI via an Access Panel**  
LOI 20 minutes



**Fieldtime**  
November 2021



**Sample** of  $n=16.788$  persons (national-representative) including  $n=5.000$  aged 16-65 years and listening to podcast at least once a month



**Conducted by Monheimer Institut**  
Wolfgang Schlünzen & Marco Kewe

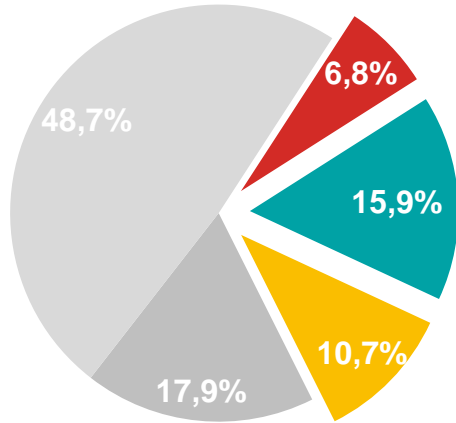
# 33 %

of the German  
population is  
listening to  
podcasts



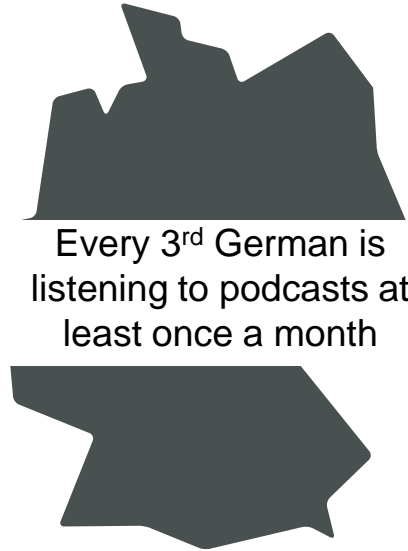
*How often do you normally use podcasts, regardless how or where you use it?*  
*Base 16.788 persons, national-representative*

# Podcast Usage in Germany



n=16.788

national-representative



n=5.000

Sample of podcast users

- several times a day / daily
- Once / several times per week
- Once / several times per month
- More seldom
- Never

How often do you normally use podcasts, regardless how or where you use it?  
Base 16.788 persons, national-representative

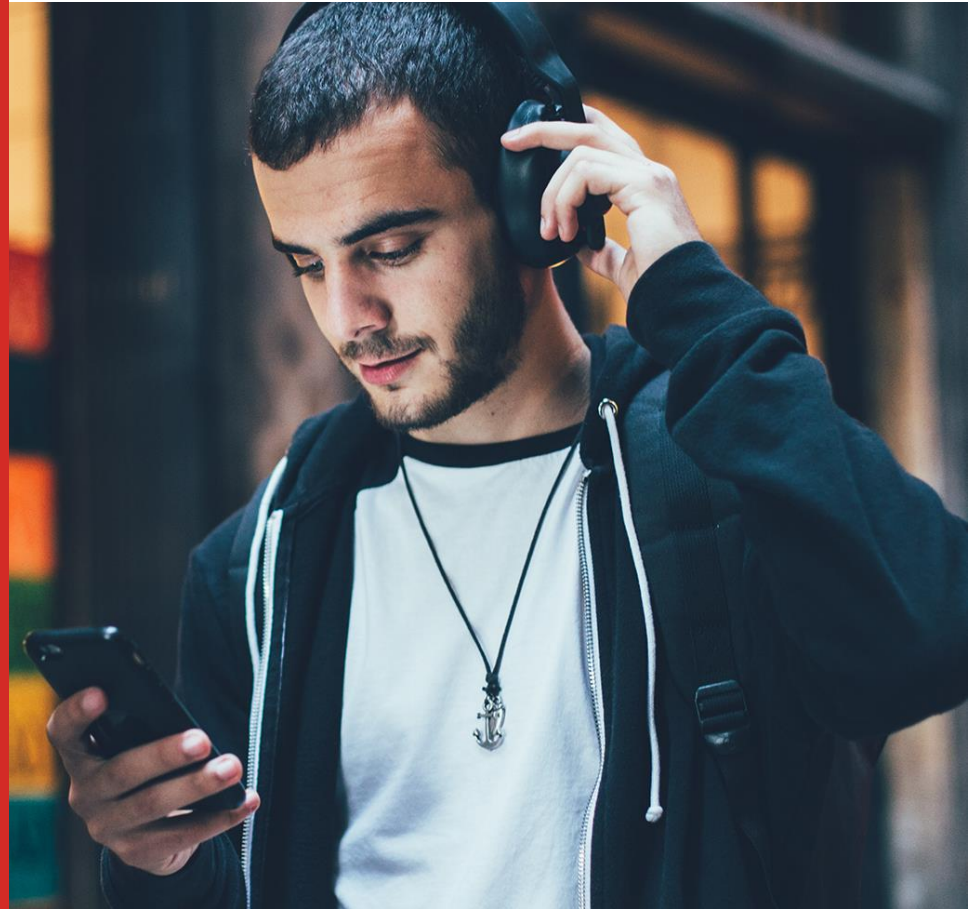


**What does the average  
German podcast user  
look like?**



# Factsheet Podcast User

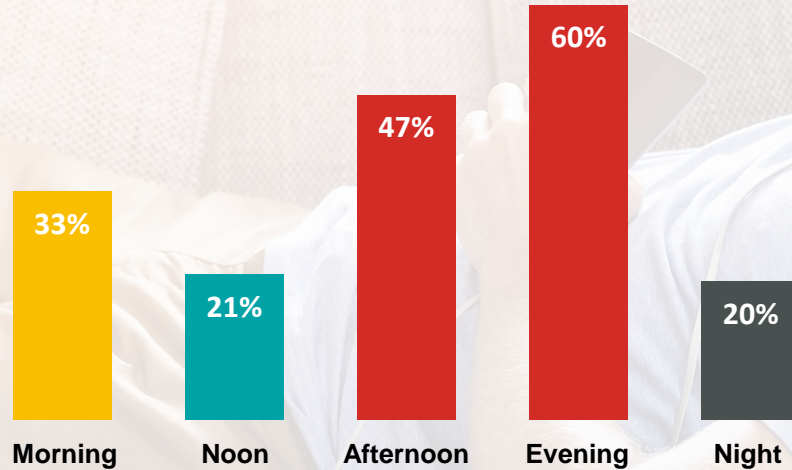
- 64% under 49 years old
- 42% urban
- 74% professionals / working
- 53% with higher education
- Tend to have a higher income
- 33% with children in household
- 50% female / 50% male



*Various questions  
Base 5,000 Podcast users*



# Podcasts are listened on the afternoon and in the evening



*What time of the day do you normally listen to podcast?*  
Base 5,000 Podcast users



# 85%

users listen to  
podcast while  
they are at home

*Where, at which places and in what situations, do you listen to podcasts?*  
Base 5.000 Podcast users



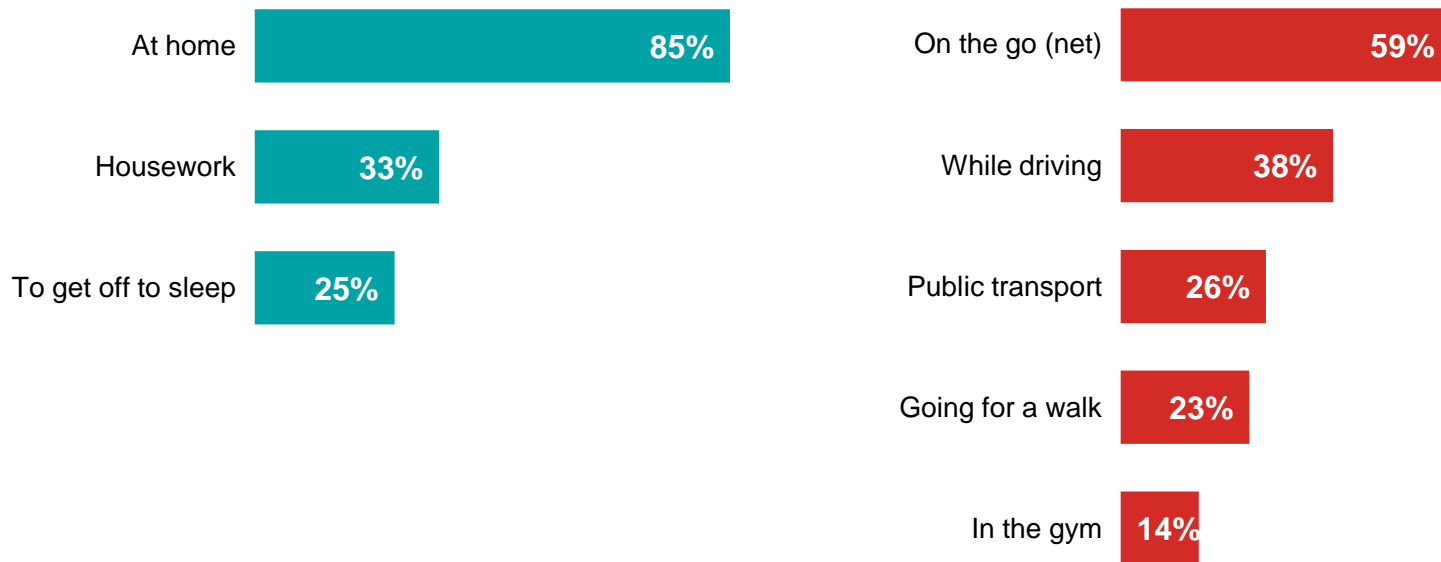


**59%**

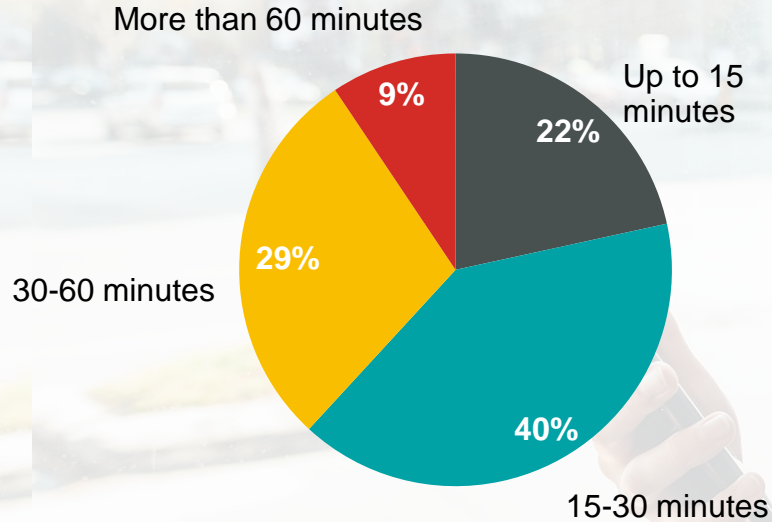
**users listen to  
podcasts on  
the go**

*Where, at which places and in what situations, do you listen to podcasts?  
Base 5,000 Podcast users*

# Majority of podcast usage takes place at home. Cars are the favourite location on the go



# Podcast users commute Ø 20 km one way





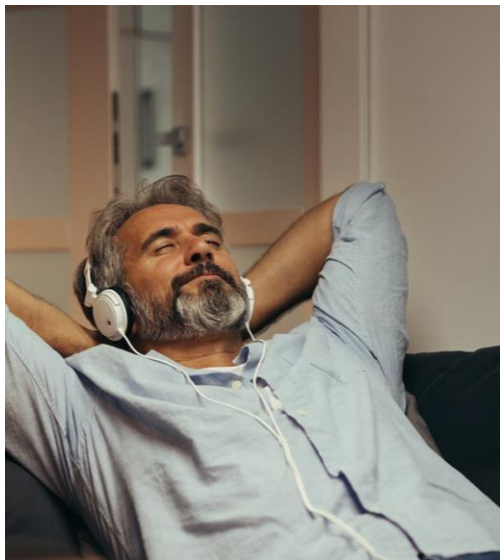
# Fact Sheet Commuters

## Commuters

- ... listen more in the morning and evening
- ... listen to podcast in the car / public transport
- ... are open to new and technical things
- ... have more (paid) podcast subscriptions
- ... have a more positive attitude towards podcasts ads
- ... use music streaming more often

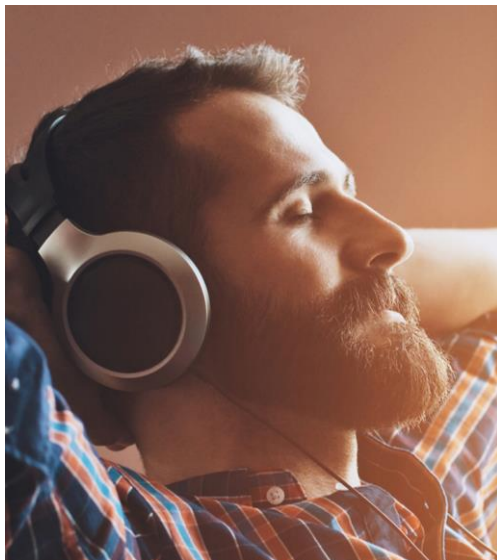


# Podcast User Types



## Light User (33%)

Listen to podcast once  
or several times a month



## Medium User (48%)

Listen to podcast once  
or several times a week



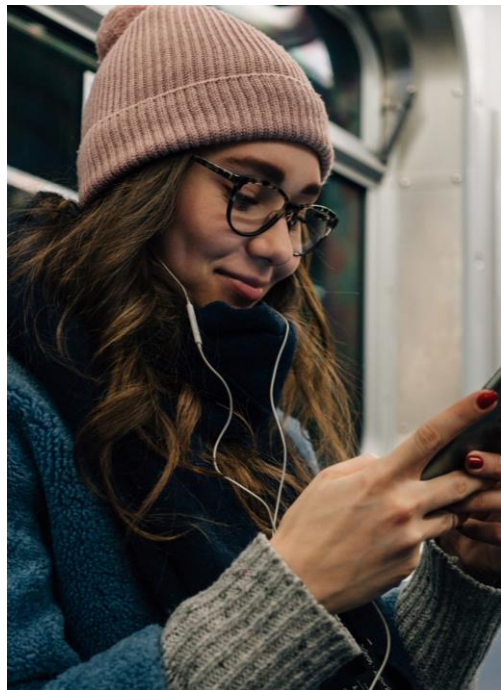
## Heavy User (19%)

Listen to podcast  
at least once a day

*How often do you usually listen to podcasts?*

*Base 5,000 Podcast users*

# Heavy users: Younger, highly mobile digital media aficionados with broad interests



**VARIOUS  
LISTENING  
PLACES &  
SITUATIONS**

**68% WITH A LEVEL  
OR UNIVERSITY  
DEGREE**

**39%  
WITH  
KIDS**

**HIGHLY  
MOBILE**

**60% LISTEN TO  
PODCASTS  
FROM 5+  
DIFFERENT  
TOPICS/  
GENRES**

**49% ARE  
METROPOLITANS**

**47% HH-INCOME  
> € 3.000**

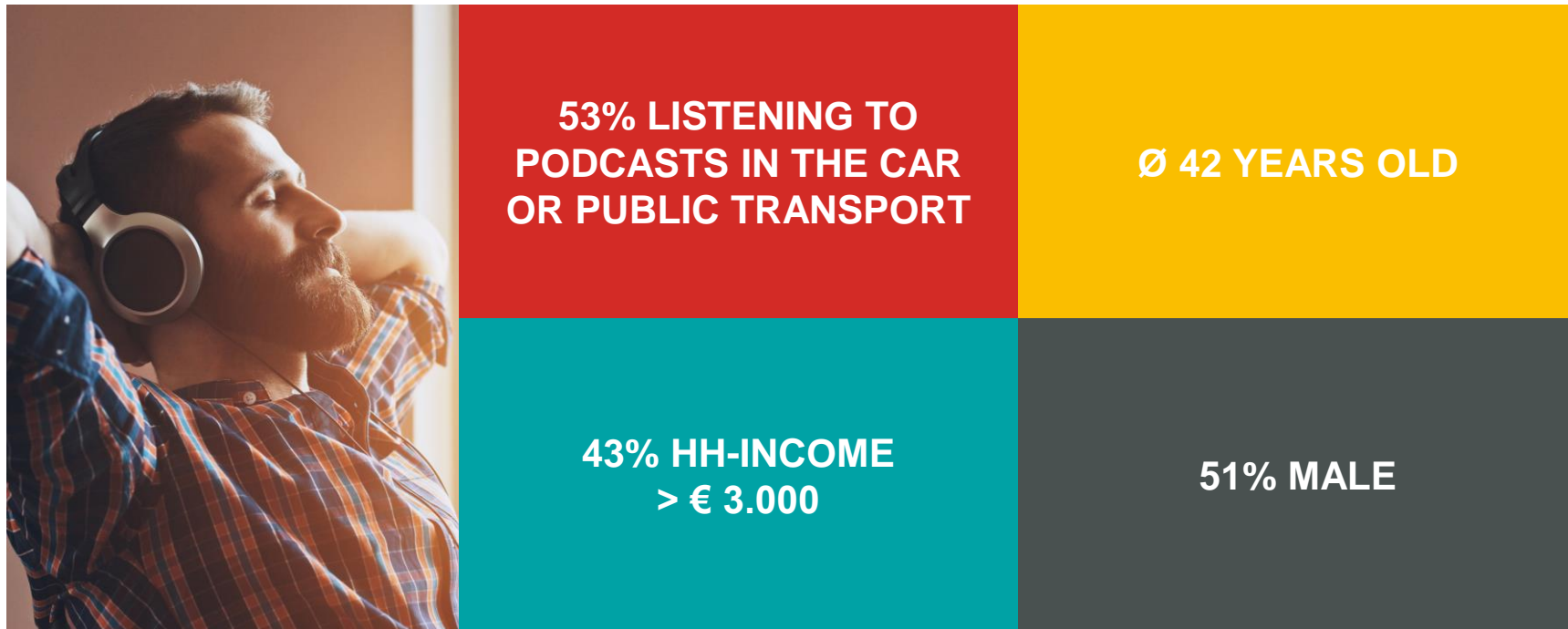
**44%  
FEMALE**

**Ø 36  
YEARS  
OLD**

Various questions  
Base: Heavy Podcast Users n=970

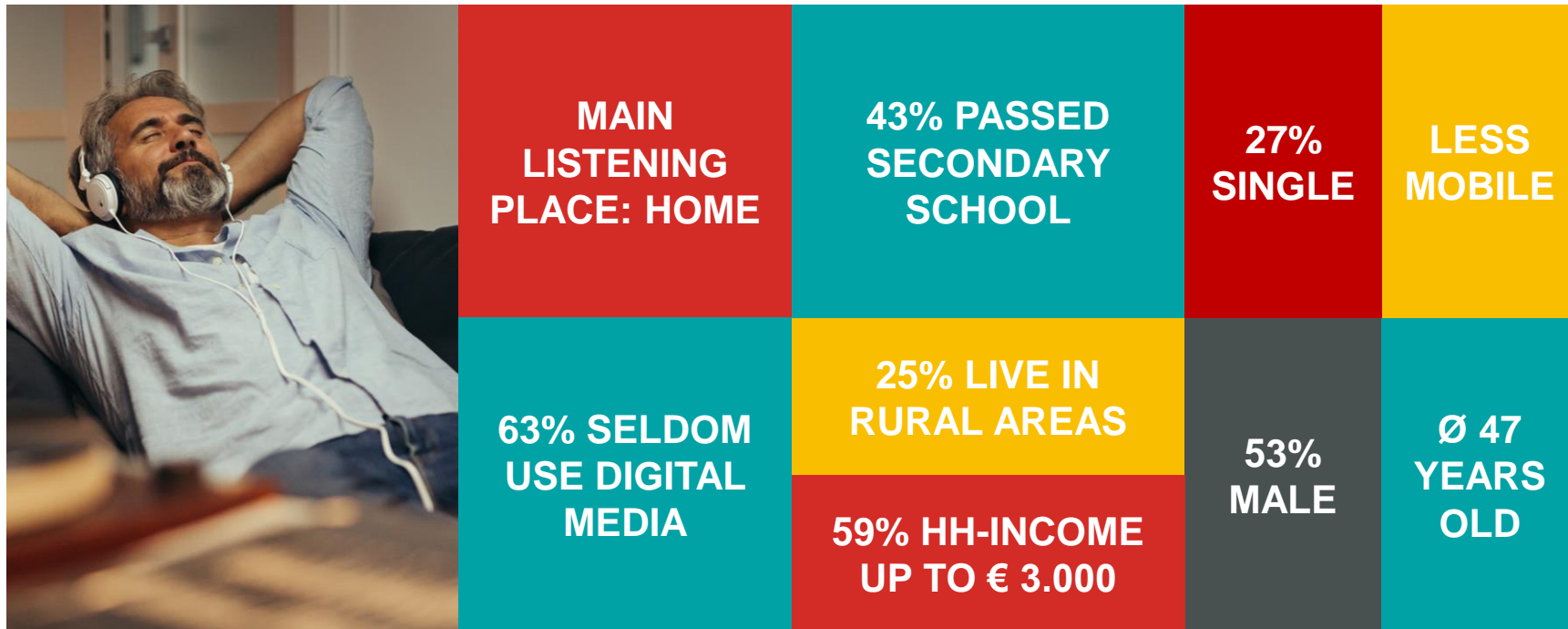


# Medium users: Mobile podcast users with higher income



Various questions  
Base: Medium Podcast Users n=2.399

# Light users: more selective when it comes to podcast and digital media in general



Various questions  
Base: Medium Podcast Users n=1.631



41%

accept  
advertisements in  
podcasts

Very likely you already listened to advertisements in podcasts. How do you rate ads in a podcast? Top-2  
Base 5,000 Podcast users



A person is shown from the chest down, wearing a grey sweater. They are holding a white ceramic coffee cup in their left hand and a black tablet in their right hand. A blue charging cable is plugged into the bottom of the tablet. In the background, there is a glass French press filled with dark coffee. The scene is set in a warm, brightly lit environment, possibly a cafe or a home kitchen, with soft sunlight filtering through. A semi-transparent white box with teal text is overlaid on the left side of the image.

# 70%

agree to the statement:  
“I accept ads in  
podcasts to get them  
for free”

# Rather high listen through rate for podcast ads

„If I hear an ad  
in a podcast...”

I listen to the ad

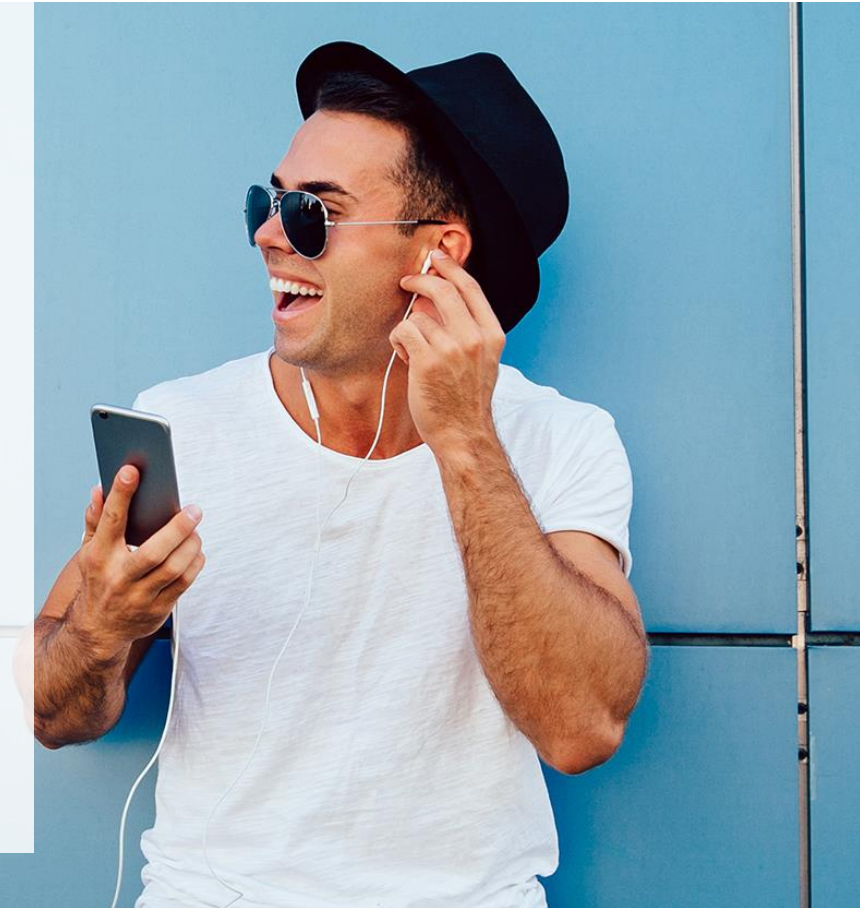
44%

I fast forward if possible

53%

I stop listening

3%



Which statement applies to you?  
Base 5,000 Podcast users

# Very positive attitude towards ads in podcasts

I like to listen to ads in podcasts as long as they offer something interesting **45%**

Ads in podcasts are state of the art **43%**

Sometimes ads in podcasts provide useful product information **34%**

Ads in podcasts are less disturbing than ads in other media **31%**

Several times I became aware of an interesting product through podcasts ads **25%**



*Thinking about ads in podcasts, how much do you agree to the following statements? Top-2  
Basis 4,848 Persons that do not abandon a podcast when they hear ads.*



# Four takeaways about podcast users



**EVERY 3RD  
GERMAN LISTENS  
TO PODCASTS**

**HEAVY USERS ARE:  
URBAN WITH A  
HIGH INCOME,  
TRAVELLING A LOT,  
INTERESTED IN A  
WIDE RANGE OF  
TOPICS**

**VERY HIGH  
ACCEPTANCE OF  
ADVERTISING IN  
PODCASTS**

**70% ACCEPT  
ADVERTISEMENTS  
TO GET THE  
PODCASTS FOR  
FREE**

# Thank you

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More information about the biggest audio saleshouse in  
Germany: [www.rms.de](http://www.rms.de)

