

# The Canadian Podcast Listener—A Landscape Study

Summary Report  
October, 2017



# Study Objectives

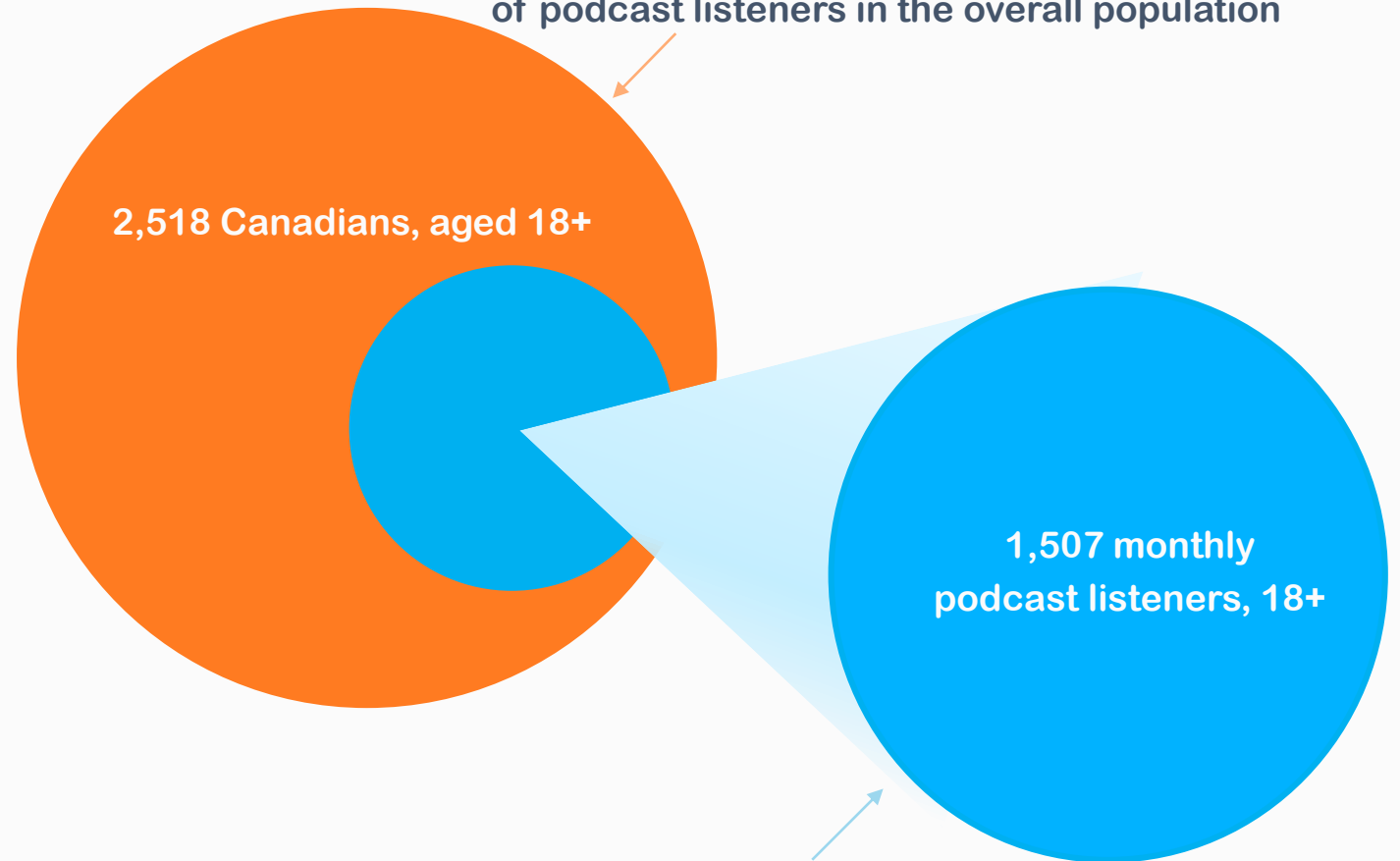
- fill the information gaps in understanding the Canadian podcast listener
- identify and inform business opportunities in this growing media sector



# Study Design

TWO SEPARATE ONLINE SURVEY\* COMPONENTS:

**Calibration Survey:** brief survey to establish incidence of podcast listeners in the overall population



**In-Depth Survey:** averaging 15 minutes to probe podcast behaviour, interests and attitudes among podcast listeners

\*Survey invites sent to representative sample of online Canadians on MARU/Matchbox's Angus Reid Forum

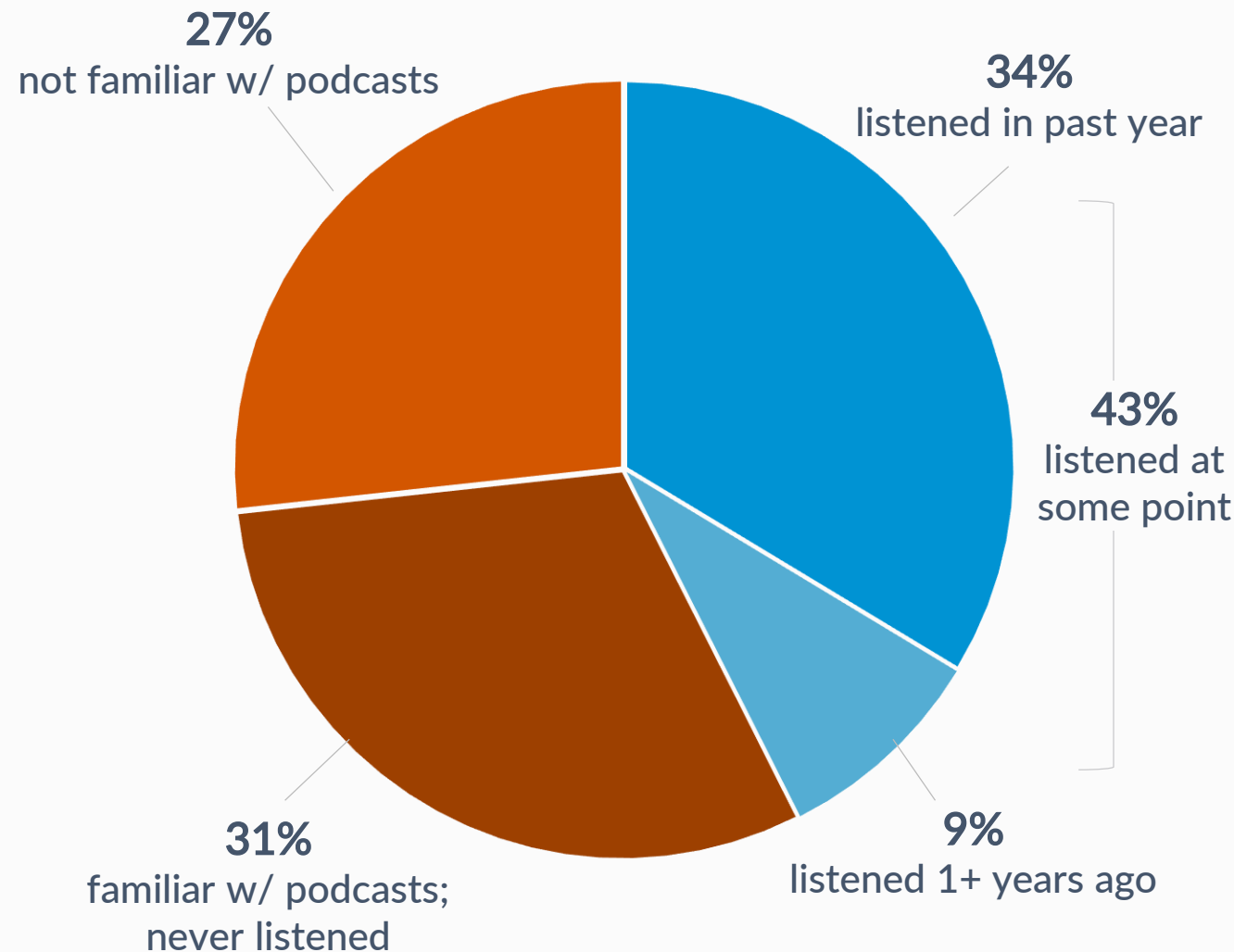
Who is the  
Canadian  
Podcast  
Listener?



# Canadians' Experience with Podcasts

## Canadians, aged 18+

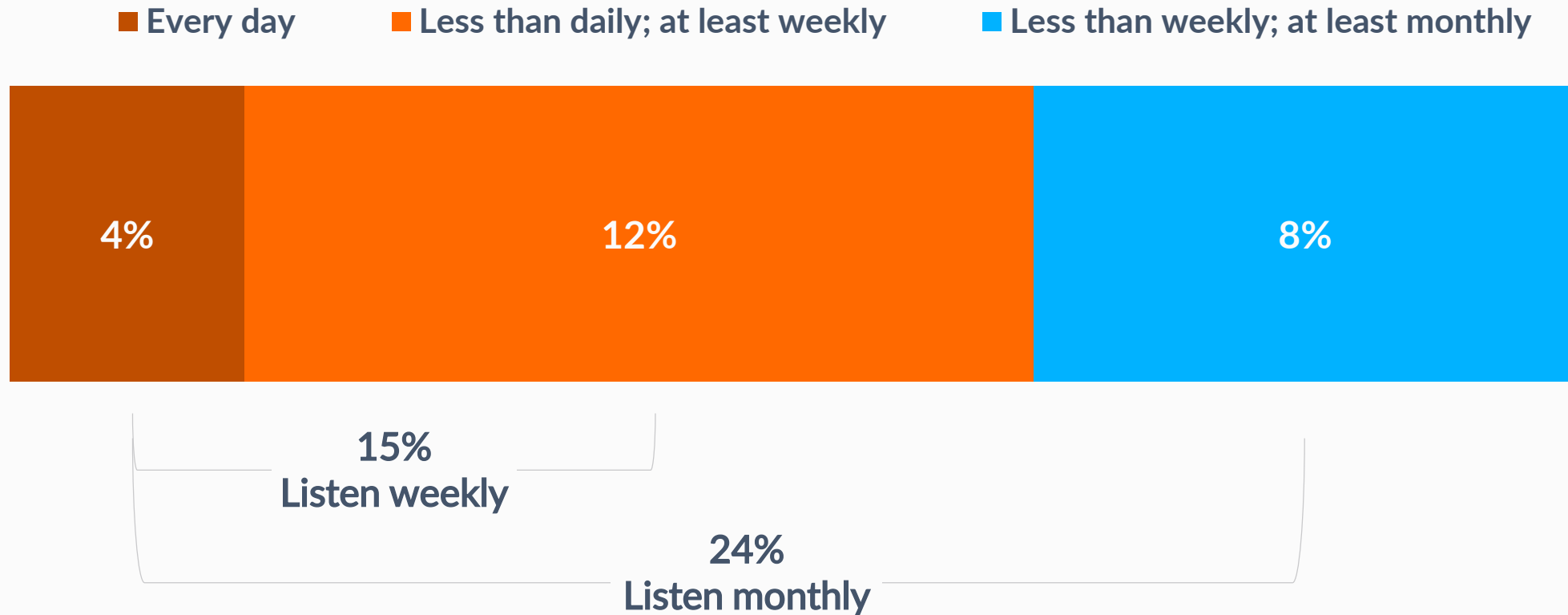
Nearly 10 million Canadian adults (34% of the 18+ population) have listened to podcasts in the past year. A total of 12.5 million adults (43%) have listened at some point.



Source: The Canadian Podcast Listener—a Landscape Study (Summer 2017)  
Which of the following best describes your most recent experience with podcasts?  
Base: Canadians, aged 18+ (n=2,518)

# Frequency of Listening to Podcasts

More than 7 million Canadian adults (24% of the 18+ population) listen to podcasts at least once a month;  
15% listen weekly; and 4% listen every day.

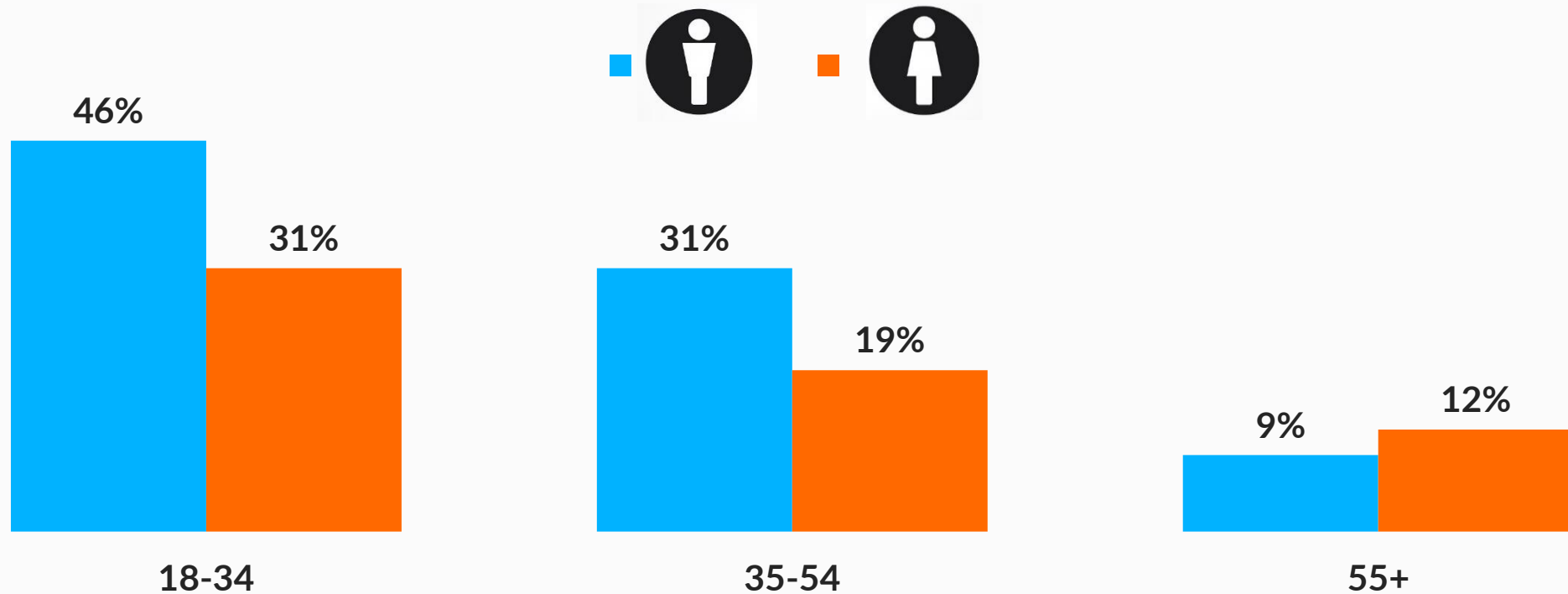


Source: The Canadian Podcast Listener—a Landscape Study (Summer 2017)  
Which of the following best describes your most recent experience with podcasts / How often do you listen to podcasts? (Monthly = Listened in past year & listen 1+x/month)  
Base: Canadians, aged 18+ (n=2,518)



# Listen to Podcasts Monthly, by age/sex

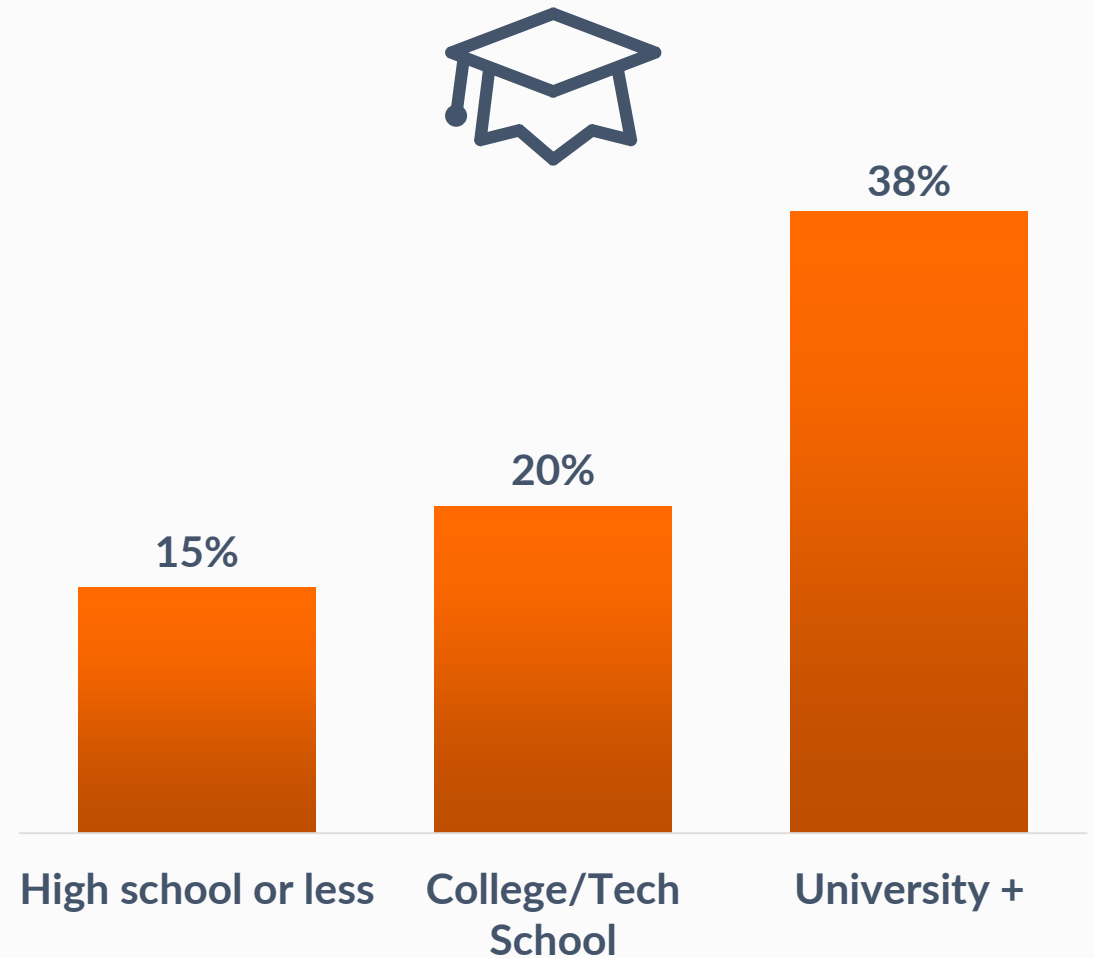
Podcast listening peaks among younger men, with nearly half (46%) of all 18-34 males listening at least once a month.



Source: The Canadian Podcast Listener—a Landscape Study (Summer 2017)  
Which of the following best describes your most recent experience with podcasts / How often do you listen to podcasts? (Monthly = Listened in past year & listen 1+x/month)  
Base: Canadians, aged 18+ (n=2,518)

# Listen to Podcasts Monthly, by education

Canadians who have attended university  
are much more likely to listen to podcasts.

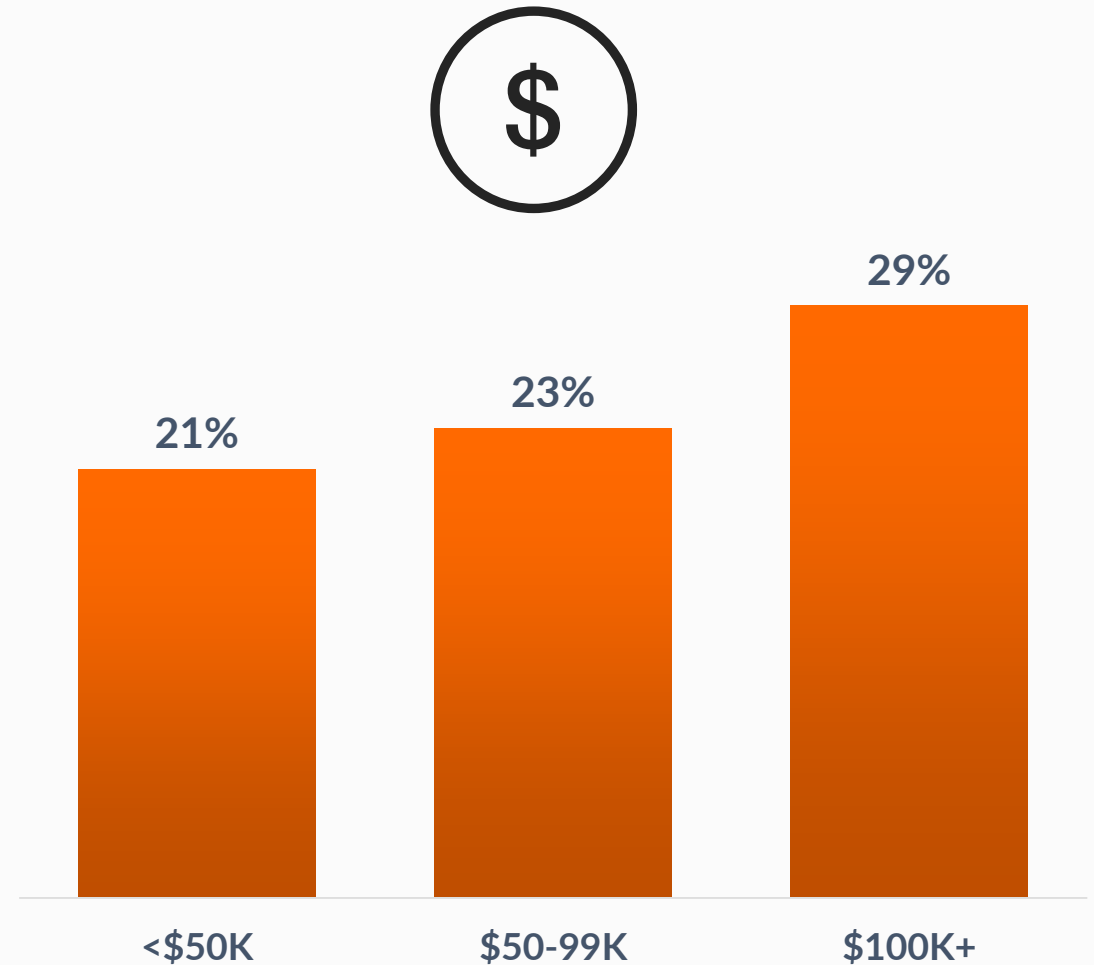


Source: The Canadian Podcast Listener—a Landscape Study (Summer 2017)  
Which of the following best describes your most recent experience with podcasts / How often do you listen to podcasts? (Monthly = Listened in past year & listen 1+x/month)  
Base: Canadians, aged 18+ (n=2,518)



# Listen to Podcasts Monthly, by household income

Podcast listening is slightly higher in upper income (\$100K+) households.

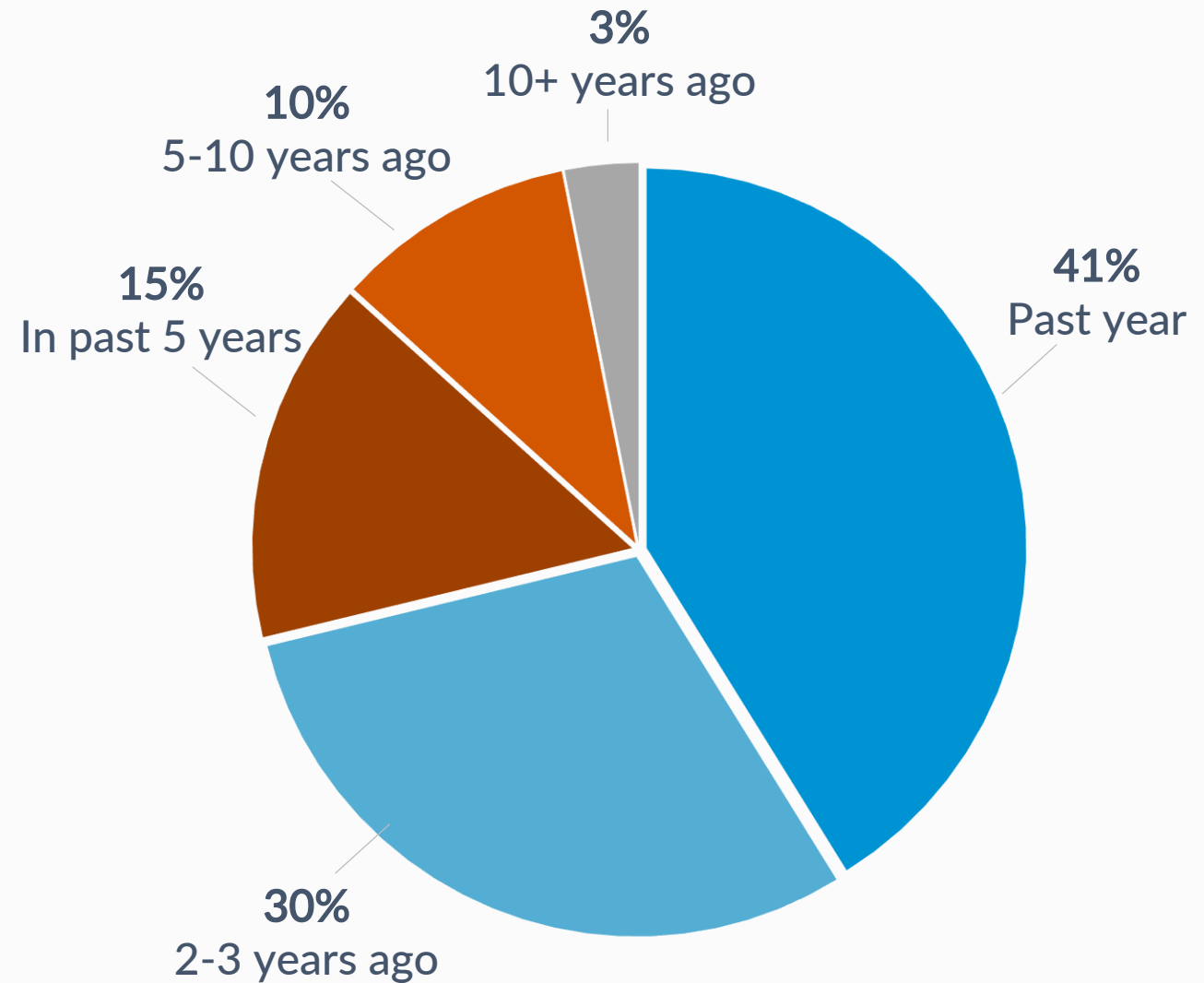


Source: The Canadian Podcast Listener—a Landscape Study (Summer 2017)  
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Base: Canadians, aged 18+ (n=2,518)

# Years Listening to Podcasts

## Monthly Podcast Listeners, 18+

More than 7-in-10 monthly podcast listeners first started listening to podcasts in the past 3 years.

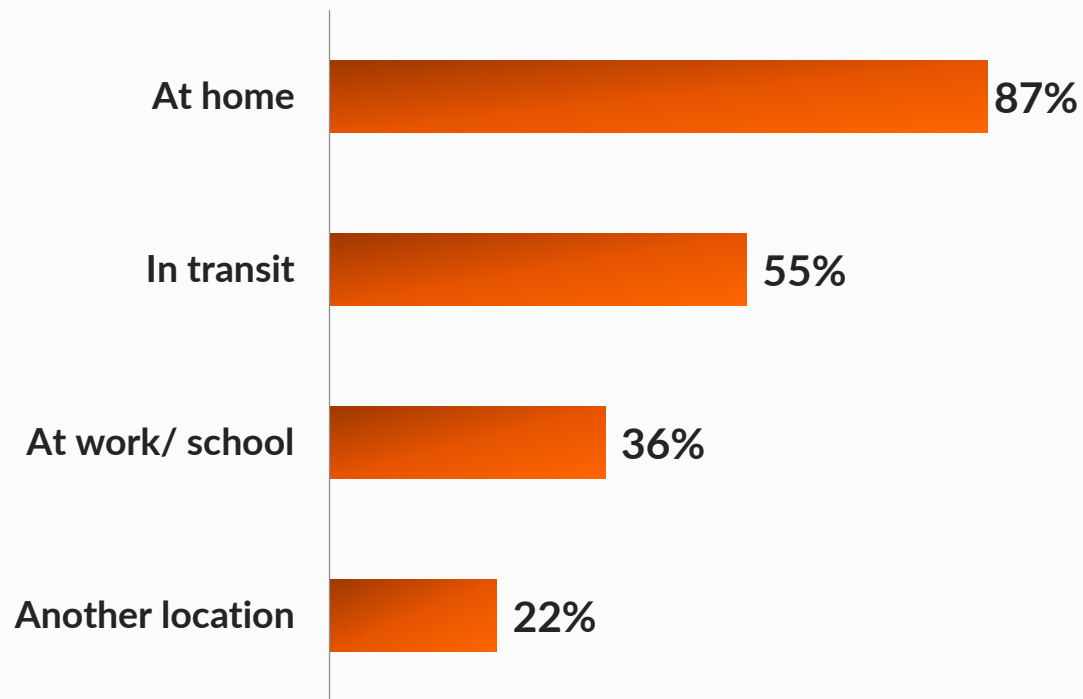


Source: The Canadian Podcast Listener—a Landscape Study (Summer 2017)  
When did you first start listening regularly to podcasts?  
Base: Monthly podcast listeners, aged 18+ (n=1,507)

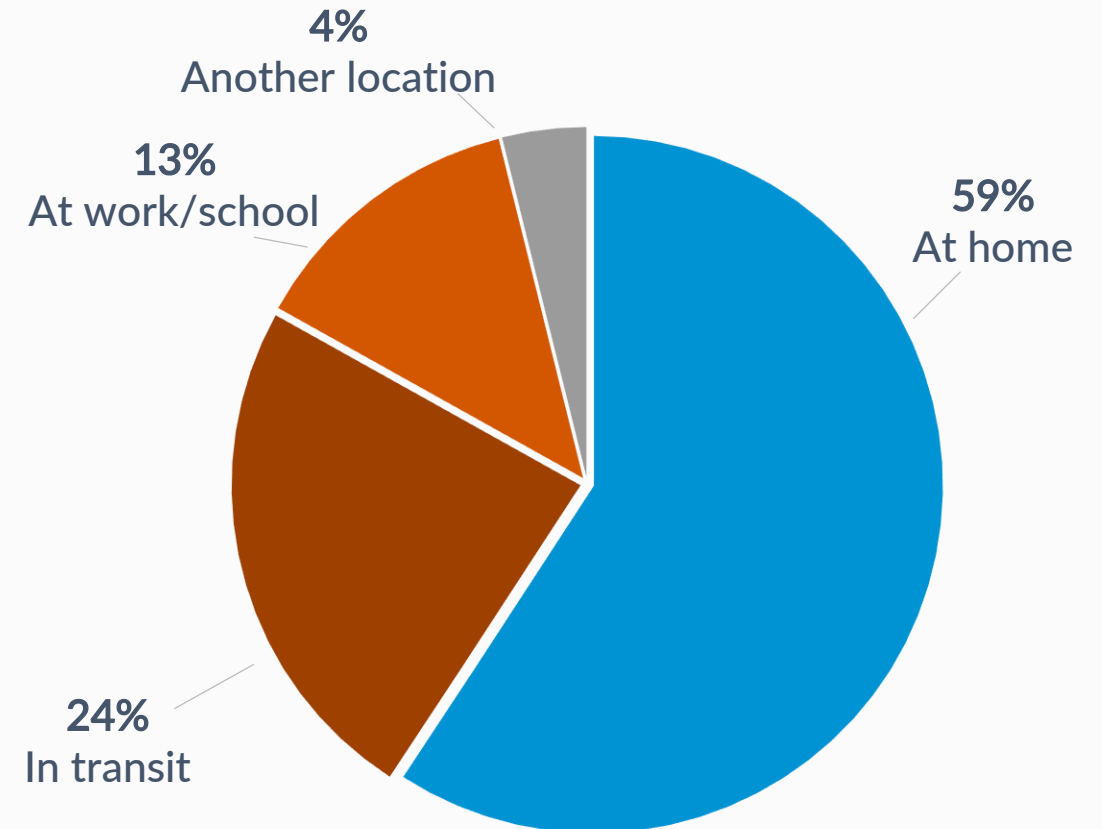
# Location of Listening to Podcasts

Most podcast listening takes place at home. Even podcast listeners who listen mainly on their mobile phones report that an average of 46% of their listening time takes place at home.

% Ever Listen in Each Location

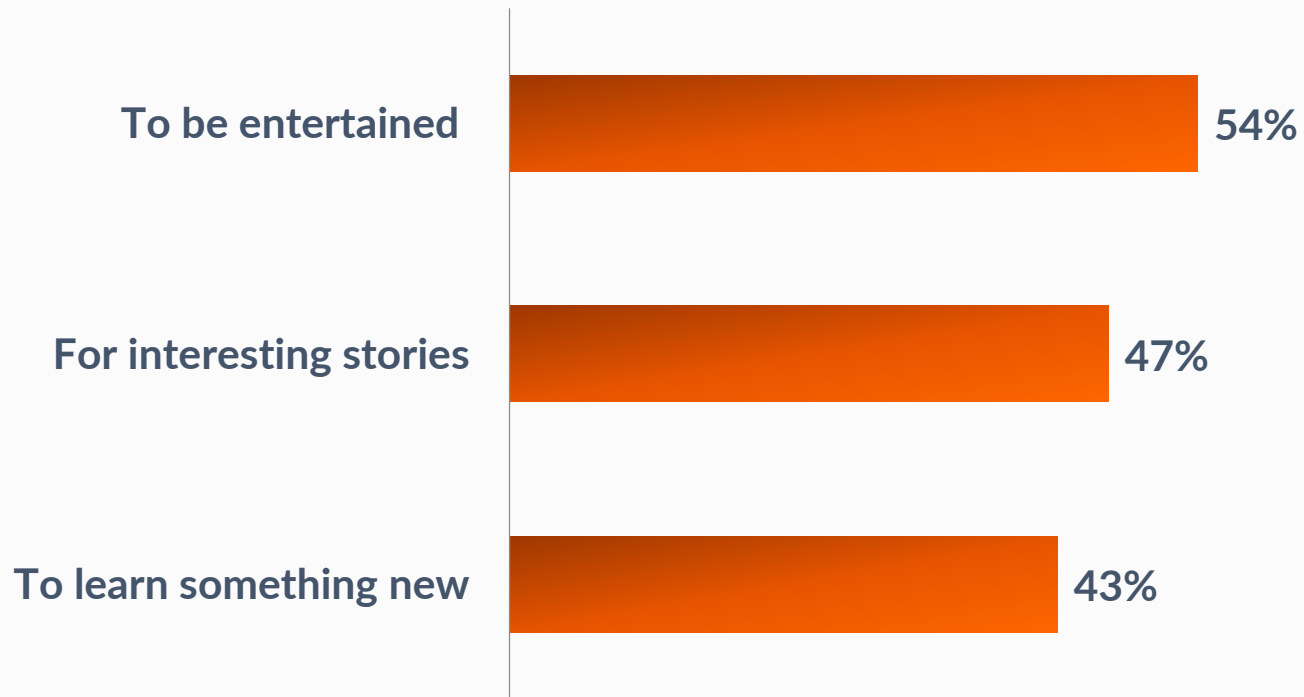


Average % of Time Listening in Each Location



Source: The Canadian Podcast Listener—a Landscape Study (Summer 2017)  
Of all the time you spend listening to podcasts, what proportion of that time do you listen:  
BASE: Monthly podcast listeners, aged 18+ (n=1,507)

# Top 3 Reasons for Listening to Podcasts



## Top 3 Content Genres Listened to / Past Month\*

- A&E/Culture/Pop Culture 41%
- Opinion/Commentary 34%
- News/ Current Events 26%

\*Coded into genres based on specific podcasts listened to in past month



Source: The Canadian Podcast Listener—a Landscape Study (Summer 2017)

Which of these would you say are the most important reasons why you personally listen to podcasts? (from aided list of 12 possible reasons)

Please list up to 10 podcasts you remember listening to in the past month

Base: Monthly podcast listeners, aged 18+ (n=1,507)

# Interest in Canadian Podcasts



Source: The Canadian Podcast Listener—a Landscape Study (Summer 2017)  
To what extent do you agree or disagree with this statement: 'I wish I knew more about what Canadian podcasts are available.'  
Base: Monthly podcast listeners, aged 18+ (n=1,507)  
\* Please list up to 10 podcasts you remember listening to in the past month.  
Base: Monthly podcast listeners, aged 18+ who named a podcast listened to in the past month (n=1325)

**47%** of podcast listeners say they would like to hear more about what Canadian podcasts are available.

**4** of the top **10** podcasts were **Canadian\***

\* Based on specific podcasts listened to in past month

# Takeaways

- **Podcasting is becoming an increasingly important part of the Canadian conversation.** Nearly 10 million Canadian adults have listened to a podcast in the past year, with 24% of adults listening monthly and 15% weekly. A fast-growing audience, more than 7-in-10 started listening in the past three years.
- **Podcasting attracts often hard-to-reach young, affluent, educated consumers.** Podcast listening peaks among 18-34 year olds, among men, among those with a university education, and in households with more than \$100K income.
- **Podcast listeners show an appetite to hear more Canadian produced podcasts.** Nearly half of all Canadian podcast listeners say they would like more about what Canadian podcasts are available. Four of the Top 10 podcasts listened to in the past month are Canadian.

For more information on how you can subscribe to The Canadian Podcast Listener and access the full report including most-listened-to shows, insights about iOS vs. Android users, more about listener behaviour, and attitudes towards advertising, please contact:

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Questions about The Globe and Mail's involvement with this research and their activities in podcasting can be directed to Lanna Crucifix, [LCrucifix@globeandmail.com](mailto:LCrucifix@globeandmail.com)

