On Device Global Podcast Research

Q1 2024

UK people love their podcasts more so than AU or SGP, with 61% of UK people 18+ listening to podcasts at least once a month, and nearly half listening weekly.

How regularly listen to podcasts	Australia	UK	Singapore
Daily+ (top 3 box)	18%	26%	23%
Weekly+ (top 5 box)	39%	48%	46%
Monthly+ (top 7 box)	53%	61%	55%
Never	32%	29%	30%

Monthly podcasts listeners spend roughly over 1.5hrs per day listening to podcasts!

AU	1.6 hrs
UK	1.8 hrs
SG	1.8 hrs

Audio Junkies

Daily podcast listeners also listen to the Radio more often vs gen pop – They can be complementary audio touchpoints given their different modes of engagement.

Daily Podcast listeners are more likely to be daily terrestrial Radio listeners

AU: 49% more likely to be Daily Terrestrial Radio listeners vs gen pop
UK: 53% more likely to be Daily Terrestrial Radio listeners vs gen pop
SG: 67% more likely to be Daily Terrestrial Radio listeners vs gen pop

Daily/Weekly/Monthly podcast listeners, age/gender skews – Audiences skew more male and younger across markets, and parents in UK + SG

INDEX VS TOTAL POP -
AU

	Daily listeners	Weekly listeners	Monthly listeners
18 - 24	**131%**	**115%**	108%
25 - 34	**141%**	**117%**	**114%**
35 - 44	84%	104%	104%
45 - 54	74%	84%	89%
55+	57%	64%	71%
Net 18 - 34	**136%**	**119%**	**112%**
Male	**120%**	**117%**	111%
Female	85%	88%	92%
Parent	107%	104%	107%

INDEX VS TOTAL POP -
UK

	Daily listeners	Weekly listeners	Monthly listeners
18 - 24	**150%**	**130%**	**120%**
25 - 34	**123%**	**113%**	106%
35 - 44	100%	100%	97%
45 - 54	78%	89%	100%
55+	42%	58%	75%
Net 18 - 34	**129%**	**117%**	**112%**
Male	**119%**	**115%**	109%
Female	85%	88%	94%
Parent	**114%**	**112%**	106%

INDEX VS TOTAL POP -
SG

	Daily listeners	Weekly listeners	Monthly listeners
18 - 24	77%	88%	96%
25 - 34	**126%**	**113%**	106%
35 - 44	108%	104%	104%
45 - 54	83%	92%	92%
55+	60%	60%	60%
Net 18 - 34	104%	104%	102%
Male	106%	**110%**	106%
Female	96%	91%	94%
Parent	**123%**	**119%**	**112%**

<u>Time of day amongst monthly listeners</u> – compare across markets – AU are more early listeners, SG more weekend night listeners

	Weekday AU	Weekday UK	Weekday SG
6:00 AM – 9:00 AM	25%	19%	17%
9:00 AM – 12:00 PM	23%	25%	22%
12:00 PM – 3:00 PM	24%	28%	24%
3:00 PM – 7:00 PM	28%	30%	17%
7:00 PM – 10:00 PM	26%	29%	25%
10:00 PM – Midnight	12%	12%	16%
Midnight - 6:00 AM	5%	4%	4%

	Weekends AU	Weekends UK	Weekends SG
6:00 AM – 9:00 AM	12%	13%	9%
9:00 AM – 12:00 PM	24%	26%	20%
12:00 PM – 3:00 PM	29%	27%	24%
3:00 PM – 7:00 PM	27%	25%	23%
7:00 PM – 10:00 PM	25%	25%	24%
10:00 PM – Midnight	17%	13%	21%
Midnight - 6:00 AM	6%	4%	4%

<u>Top Genres listened to</u> (amongst monthly listeners to podcasts)- AU love true crime , UK sport, and SG educational podcasts (vs other markets measured)

	AU	UK	SG
Humour/Comedy	39%	38%	37%
True Crime	45%	30%	24%
Chat/conversational	23%	27%	26%
TV and Film	25%	26%	20%
Sports	21%	30%	19%

Educational	24%	17%	28%
Society and Culture	25%	19%	21%
News	18%	22%	23%
History	24%	22%	17%
Health and Fitness	21%	20%	21%
Science	18%	16%	14%
Politics	10%	17%	16%
Tech	14%	13%	14%
Business	12%	13%	14%
Ficton	14%	12%	12%
Beauty	10%	11%	13%
Fashion	9%	10%	11%
Arts	12%	9%	8%
Other	6%	5%	6%

<u>Devices used</u> (amongst monthly listeners): Mobile is the preferred device. UK edges out AU and SG in smart speakers

	AU	UK	SG
Mobile phone	79%	76%	81%
Smart speaker	15%	22%	11%
Car audio system	22%	18%	13%
Computer/Laptop	23%	22%	28%
mp3 player	5%	6%	7%
Other devices (please specify)	2%	2%	0%

<u>Platforms listening on</u> (amongst monthly listeners) – YouTube and Spotify lead

Data shown with 10% or higher

	AU	UK	SG
YouTube	47%	36%	55%
Audible	13%	10%	
Spotify	54%	46%	51%
Apple Podcasts	7%	12%	8%
Google Podcasts	14%	10%	19%
iHeart	14%	4%	
BBC/BBC News/BBC Sounds		22%	
Amazon Music		17%	
The Straits Times			12%
melisten			14%

Radio station podcasts	10%		
LiSTNR	10%		
ABC listen	10%		

Free or paid (amongst monthly listeners): Free dominates, especially in SG

	AU	UK	SG
Use free ad-supported	57%	56%	66%
Subscription service	24%	25%	17%
Use both free and subscription	18%	20%	17%

Why listen to podcasts: (amongst monthly listeners): A bit of relaxing entertainment is the predominant need state

	AU	UK	SG
For entertainment	57%	55%	58%
To relax	46%	48%	43%
To fill time in my commute	31%	26%	34%
To stay up to date	30%	28%	32%
For excitement	19%	19%	21%
Other reasons	5%	2%	1%

Attitudes to Ads (amongst monthly listeners): People generally don't mind the free service, but many find there is a lot of ad clutter – cutting through the noise is crucial

I don't mind the ads as it allows me to access content for free	38%	36%	38%
There are too many ads these days	33%	29%	30%
I prefer ads that feature the hosts/talent in the programmes that I listen to	20%	19%	21%
I trust ads in podcasts more than in other places (such as TV, Radio, Online, etc)	15%	16%	18%
I find ads in podcasts more relevant to me than ads in other places (such as TV, Radio, Online, etc)	18%	18%	25%