

Podcasts:

Usage – Price Sensitivity – Ad Acceptance

Consumer Survey 2017
e-Commerce & Retail

Audio podcasts are successful where visual media content fails

Background

Podcasts consist of video and audio content, which can be accessed or played via the Internet. The present survey focuses solely on audio podcasts, however. As the name suggests, a podcast can be understood as a broadcast that can be accessed on demand (play-on-demand).

If a single podcasts, such as S-Town, is downloaded 16 million times within its first week of release, it is obvious that the hype reached the masses. Audio podcasts are trending. Topics covered in podcasts are constantly increasing: National Public Radio (NPR) even launched the first podcast for kids called Wow in the world just recently. Podcasts are popular across all age groups while their user base is growing.

The particular strength of audio podcasts is that they often succeed in situations where visual media contents fail.

This paper provides information about the general use of podcasts and provides insights into the price sensitivity of users as well as the acceptance of advertising.

Play on demand
+
Broadcast

More at [Statista.com](https://www.statista.com)



Podcasts are growing in popularity and have great potential as medium for advertising

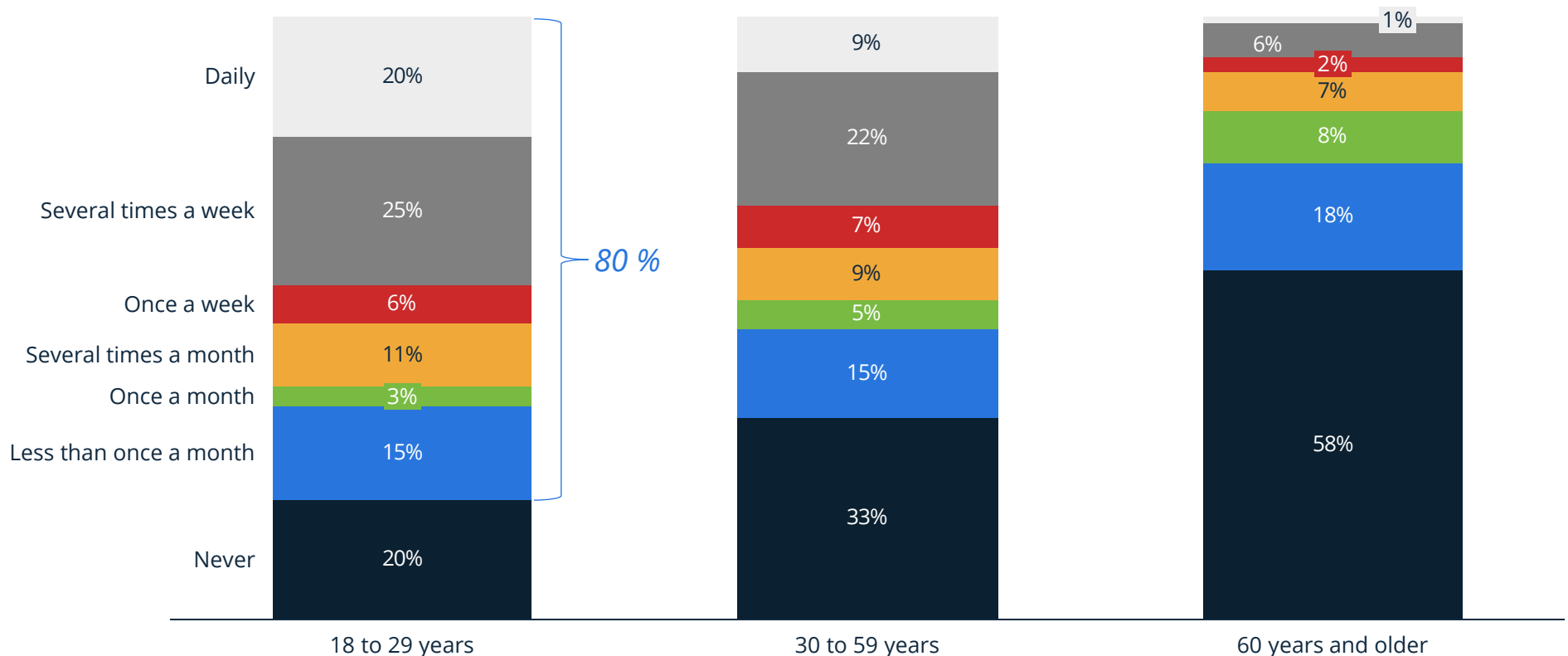
Key Takeaways

1. **Podcasts** are **mainly used** by users in the age group of **18 to 29-year-olds**, the **intensity** of usage is also **much higher** in this group
2. **Podcasts** are usually **accessed at home**
3. **The most-used device** for playing **podcasts** is the **smartphone**
4. **Users** are **selective** and **focus on individual episodes**, preferring podcasts with a **length of** up to **30 minutes**
5. **Almost half of users paid** for a **single podcast episode** or a **subscription** in the past
6. **The majority of users seldom** feels **disturbed by ads**; only very few people stop playing the episode and **conversion is high**

80 % of 18 to 29-year-olds listen to podcasts; more than half of them at least once a week

Usage

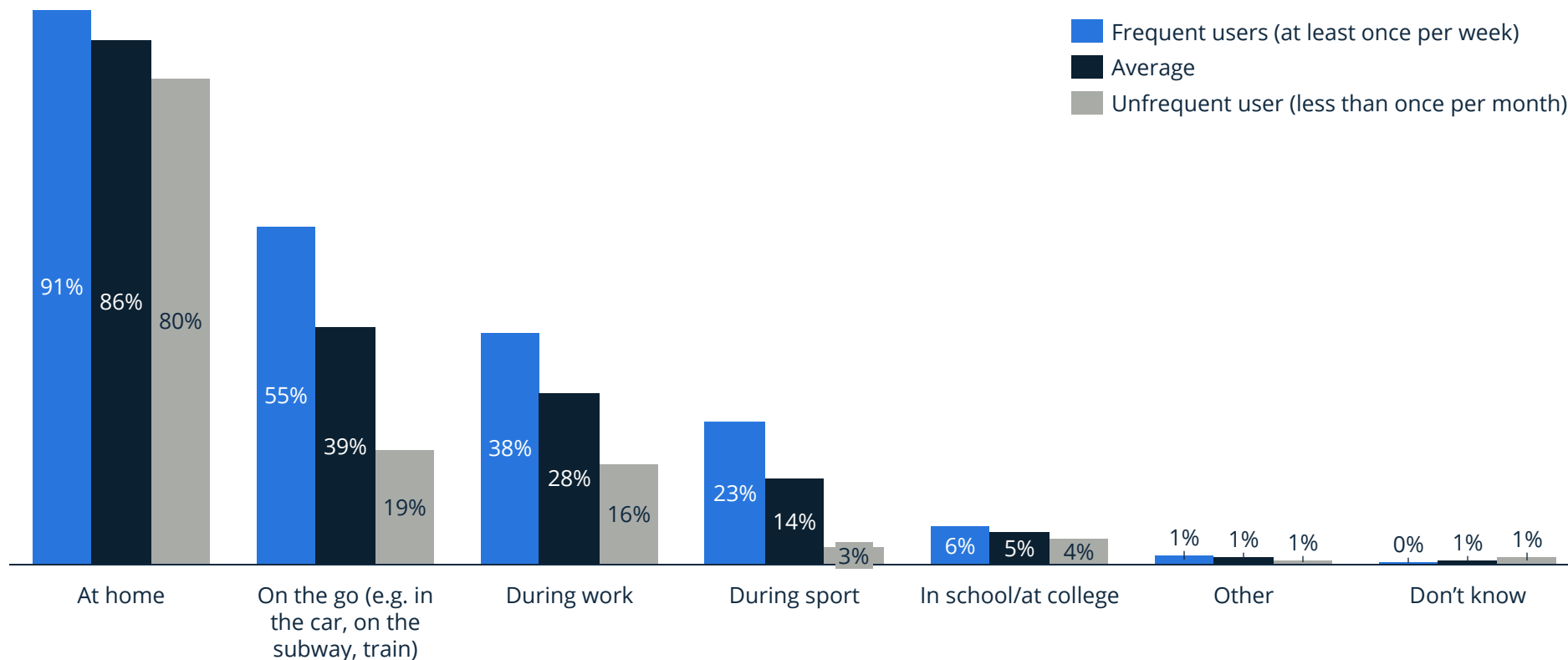
How often do you listen to podcasts?



Podcasts are usually accessed at home; frequent users also tend to listen to podcasts on the go

Usage

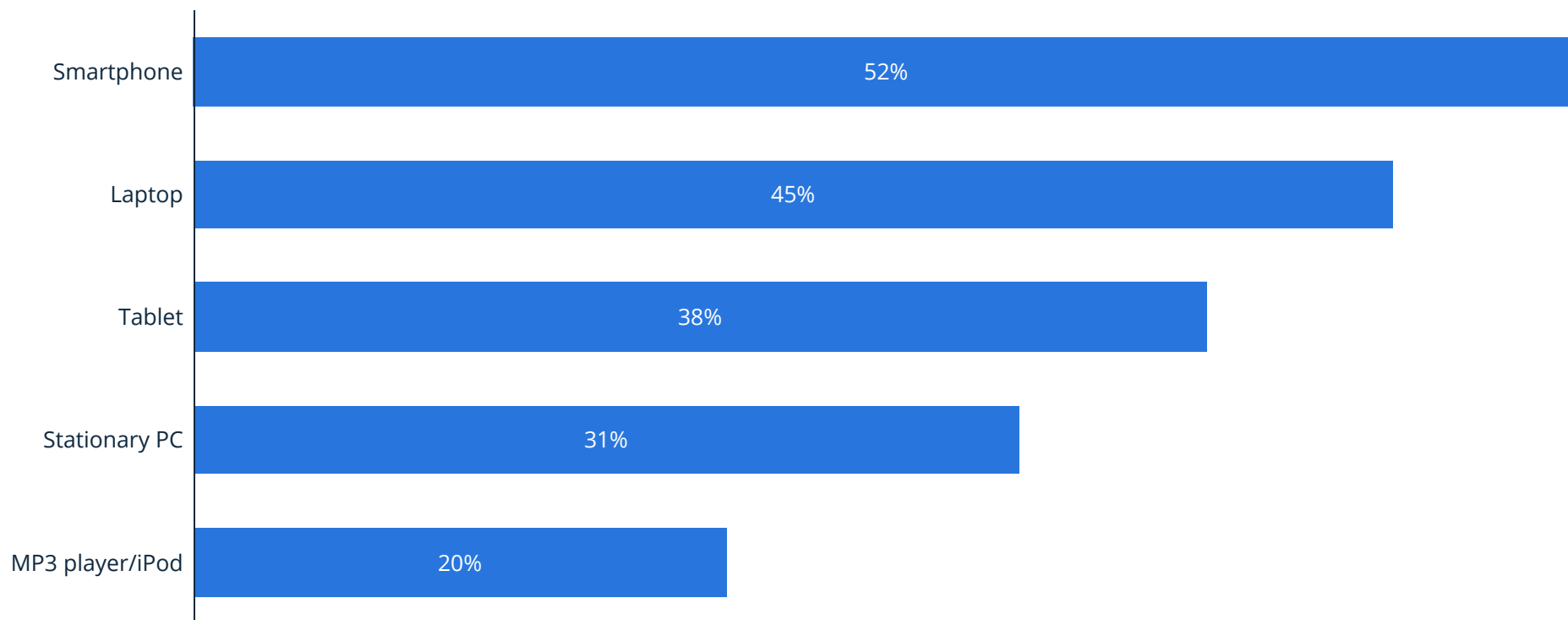
When or where do you play podcasts?



The most used device for playing podcasts is the smartphone, followed by the laptop

Usage

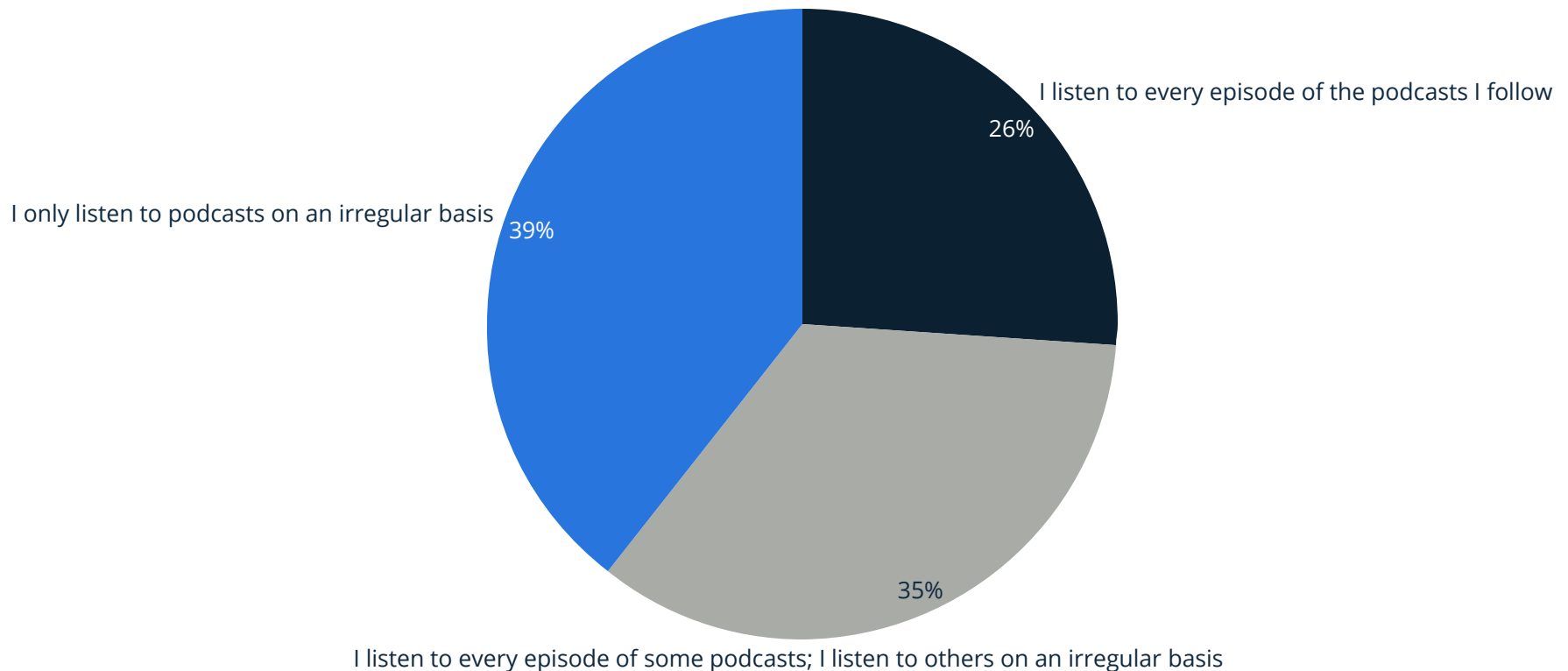
On which device do you usually play podcasts?



Users are selective and focus on individual episodes rather than the podcast series

Usage

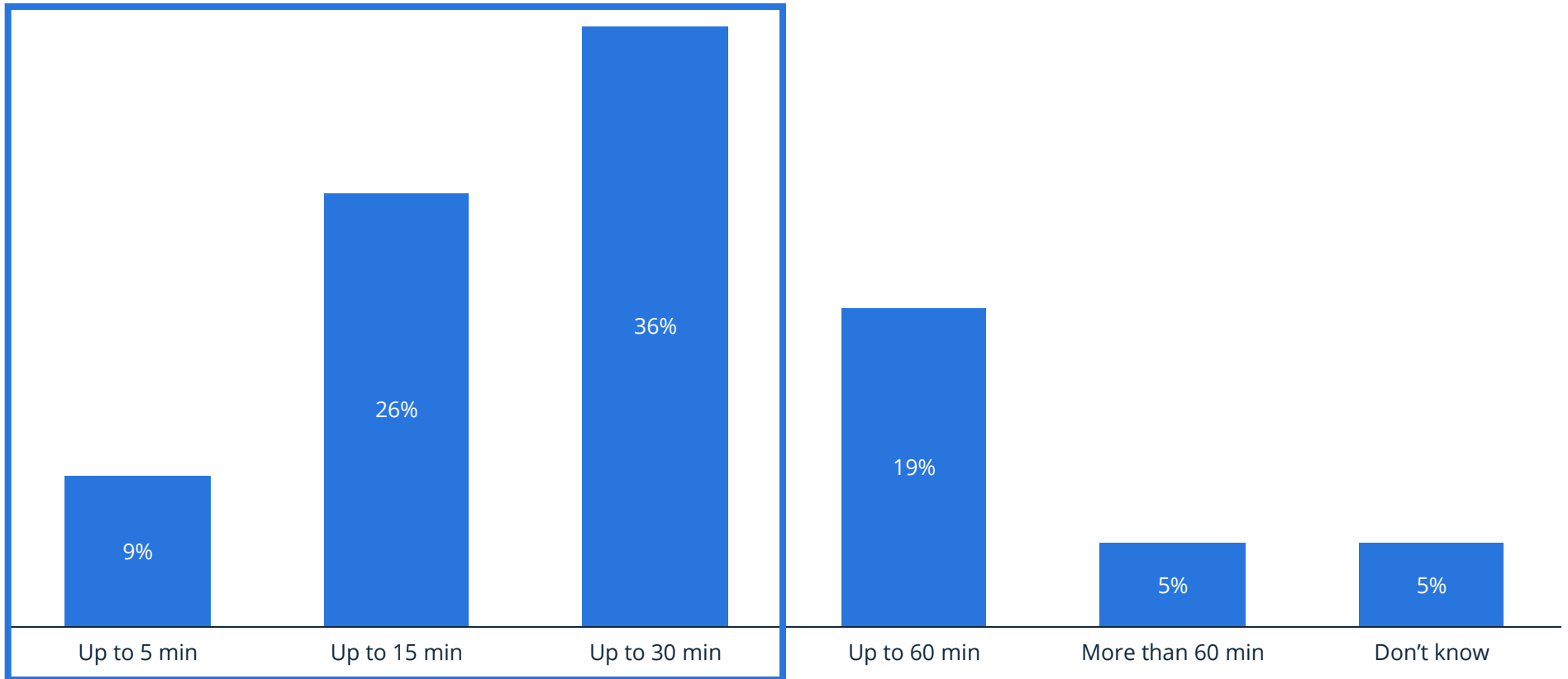
Do you listen to every episode of a podcast series or do you just listen to those episodes which are particularly interesting to you?



User prefer podcasts with a length of up to 30 minutes

Usage

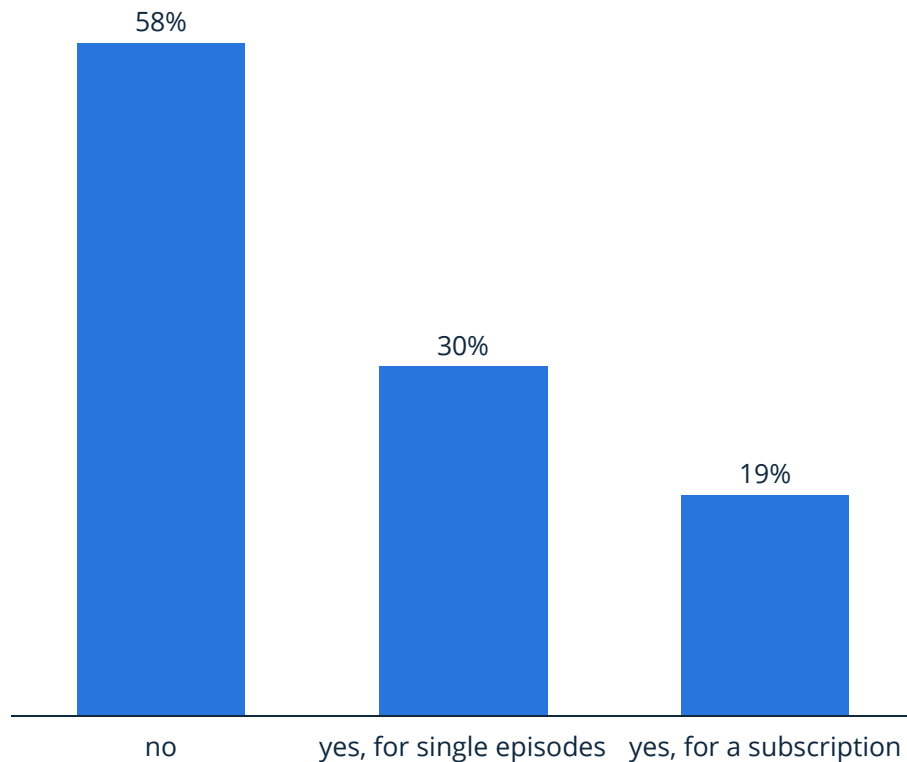
In your opinion, what is the ideal duration of a podcast?



Almost half of users already paid for a single podcast episode or a subscription in the past

Price Sensitivity

Have you ever paid to listen to a podcast?



23%

however, would be willing to pay in order to listen to podcasts without advertisements

High acceptance of advertisements lead to high conversion

Ad Acceptance

Only **2%** turn off the episode

31% listen to the advertisement

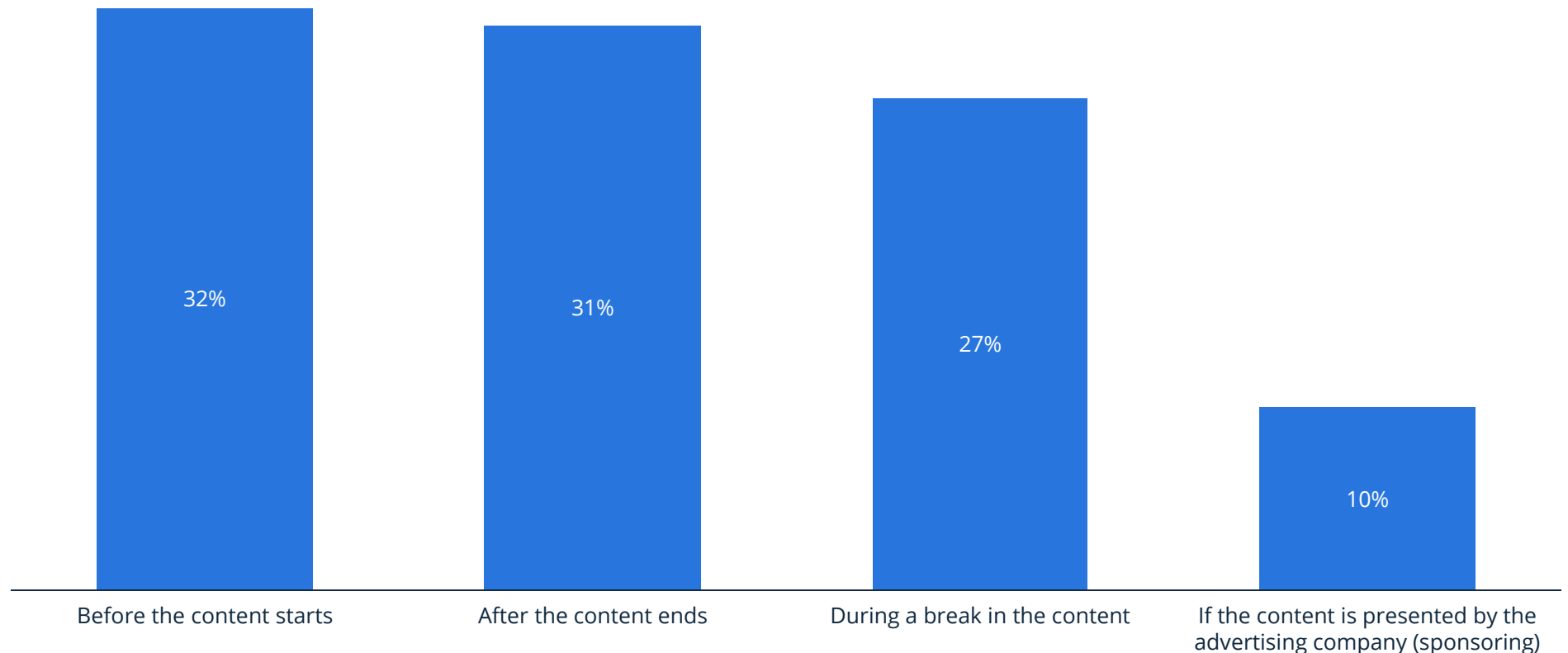
33% are never or very seldom feeling disturbed by advertisements when listening to a podcast

45% visited the website of an advertised company or product or have taken part in an advertised voucher campaign when listening to a podcast

User prefer pre-roll ads, which are ads at the beginning of the podcast episodes

Ad Acceptance

In your opinion, when are advertisements least disturbing?



About this study

Statista Survey Podcasts & Headphones 2017

Further Data

This report provides insights on the topic of **podcasts**. More data on the topic is available on [Statista.com](https://www.statista.com).

Our survey on podcasts was conducted in Germany and the USA. It is focused on the usage of podcasts as well as the specific podcast features, individual formats, genres and advertisements.

The **Consumer and Business Insights Team** at Statista conducts qualitative online and telephone surveys among consumers and experts in Germany, the US and the UK. The team adheres to all guidelines, provided by professional associations, such as ESOMAR. As such, we can guarantee high quality of data and data privacy.

Further data is available at Statista.com for customers with premium or corporate account.

Contact



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