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Methodology

Discover Pods decided to embark on the Podcast Trends Survey + Report with a very clear goal in mind: to better understand listener behavior, further benchmark the potential of podcast advertising, and prioritize the challenges facing the podcast industry and podcasters alike.

The report takes both qualitative and quantitative collection tools, but is rooted in the self-selected survey.

We surveyed 542 people who are active in various web-based podcast communities. Out of the 542 respondents, 215 identified themselves as podcasters.
LISTENER BEHAVIOR
Do you listen to podcasts more, less, or about the same compared to last year?

- More: 69.2%
- About the same: 24.9%
- Less: 5.9%
How many podcasts are you subscribed to?

53.1% of podcast listeners subscribe to 20 or more podcasts

The breakdown is more or less what you’d expect … except for the substantial percentage of power users. 14.6% of people are subscribed to over 70 podcast channels.
Again, this follows a correlated trend to subscription amounts. Interesting to note, however, the power users in subscription rate don’t necessarily get around to listening all subscribed podcasts.

How many podcasts do you listen to in a given week?

61.5% of people listen to 20 or fewer podcasts each week
How many hours per week do you spend listening to podcasts?

41.3% of people listen over 11 hours worth of podcasts

11 hours each week averages out to over 1.5 hours per day. This further illustrates the prolonged engagement of podcast audiences.
66.8% of people listen to more than 7 hours each week.
Which application do you listen to your podcasts through? 
*Mobile continues to reign supreme, 90.6% listen on a mobile app*

Third party apps continue to carve out market share, especially as Apple either becomes complacent with their role in podcasts, or they release a largely-critiqued version of Podcasts.
Where do you listen?

- Commuting: 77.3%
- Doing Housework: 64.8%
- Free time: 50.6%
Do you consume other content more or less than podcasts?

Respondents consume more podcasts than books, magazines, radio, and even TV. Radio loses the most market share, only 10.8% of respondents listen to radio more than podcasts.
55.7% of respondents spend more time listening to podcasts than watching TV.
PODCAST LANDSCAPE
How do you discover new podcasts?

Word of mouth and friend recommendations are the most powerful forms of discovery with 74% saying it’s one the ways they find new podcasts. Celebrity endorsements don’t carry much weight here, only 10.9% chose it.
The biggest challenges facing podcasts today?

- Podcast discovery: 71.2%
- Lack of podcast awareness: 59%
- Low quality podcasts: 41.8%
FUTURE OF PODCAST ADS
80.5% Listen to podcast ads

83.8% Think podcast ads are effective

40% Have purchased an item advertised on a podcast
PODCASTER TRENDS
Podcasts, like any project, take continual work. However, it’s encouraging and exciting to see so many entrepreneurial efforts entering the market.
66.2% of podcasters rank marketing and building an audience among their top challenges.
What’s important for podcasters?

- Producing a quality podcast: 95.4%
- Engaged listeners: 94.1%
- Publishing podcasts in a consistent manner: 89.1%
82.2% of podcasters consider earning advertising dollars important.
Thank You

Thank you to everyone who participated in the survey. A special thanks to the following people and groups for helping spread the word:

- Earbuds Podcast Collective
- Podcasts Subreddit
- Podcast Playлист
- New York Times Facebook Group
- Podcast Movement Community
- Hurt Your Brain
- Podcasts We Listen To
- Multiple Discover Pods community members ... you know who you are