



# THE PODCAST CONSUMER CANADA 2018

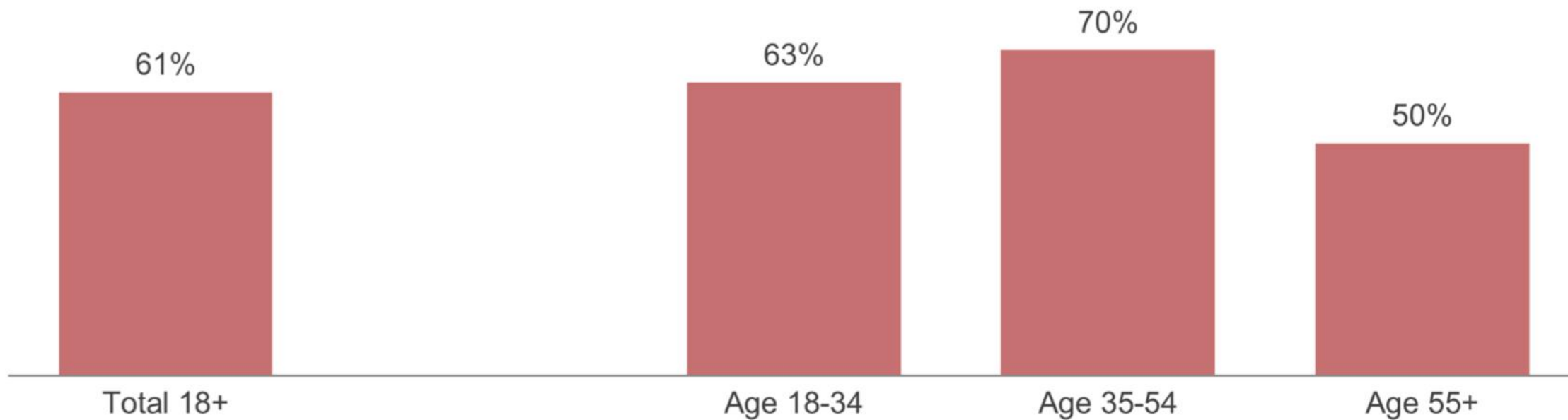


# Study Methodology

- In Q1 2018, Edison Research conducted a national telephone survey of 1000 Canadians aged 18 and older, using random digit dialing techniques to both cell phones and landlines
- Survey offered in both English and French languages
- Data weighted to national 18+ population figures

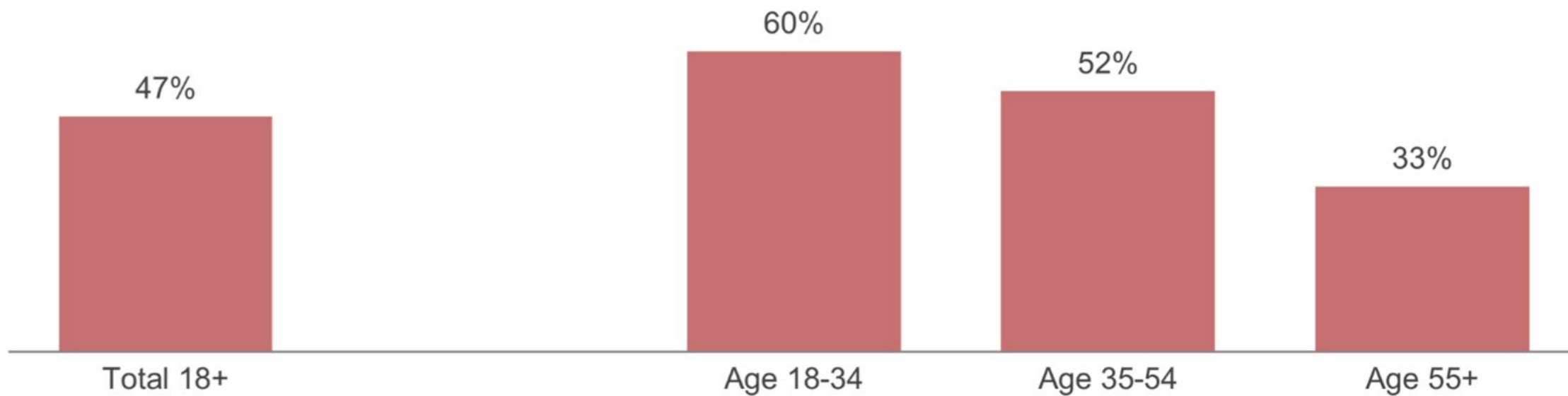
# Familiar with the term “Podcasting”

% familiar with the term podcasting



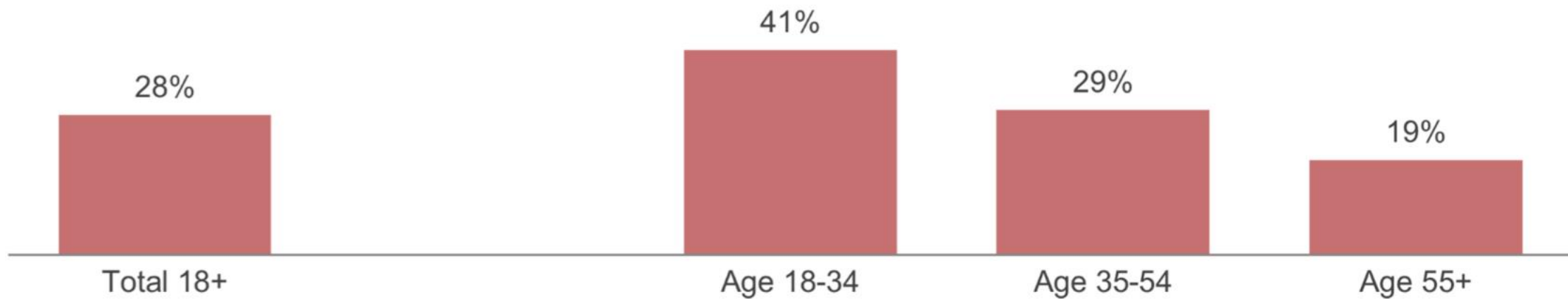
# Ever Listened to Podcasts

% ever listened to a podcast



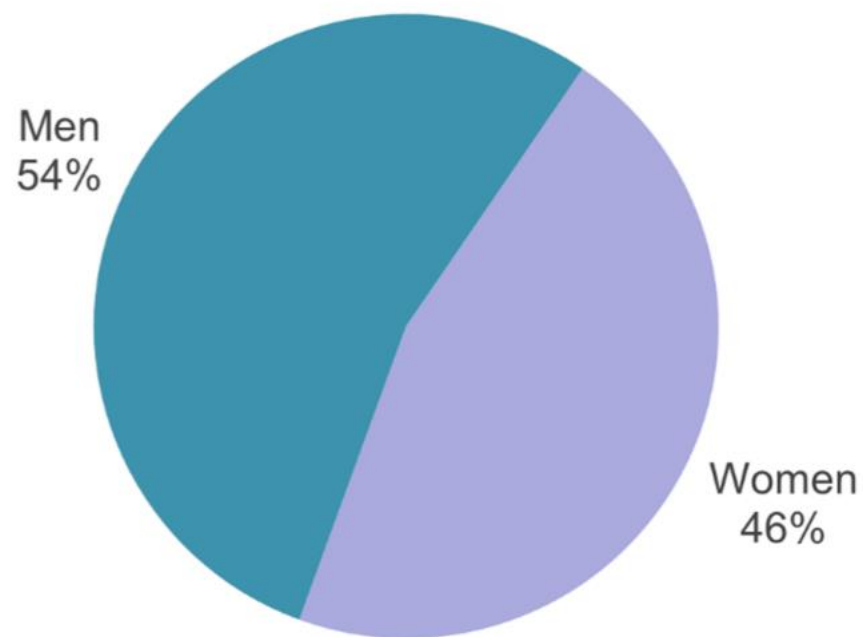
# Monthly Podcast Listening

% listened to a podcast in the last month



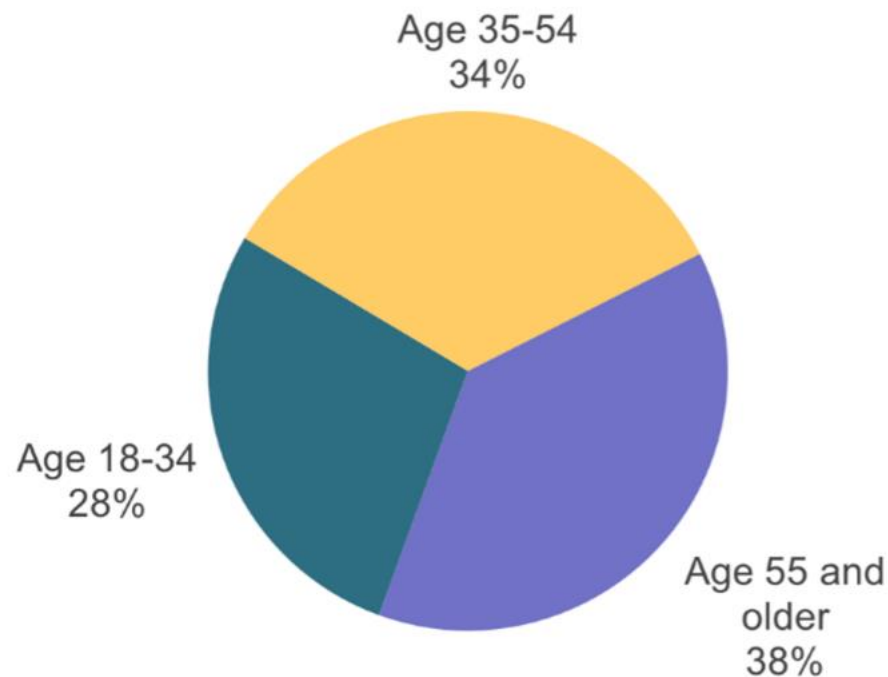
# Composition of Podcast Consumers

Monthly Podcast Consumers 18+

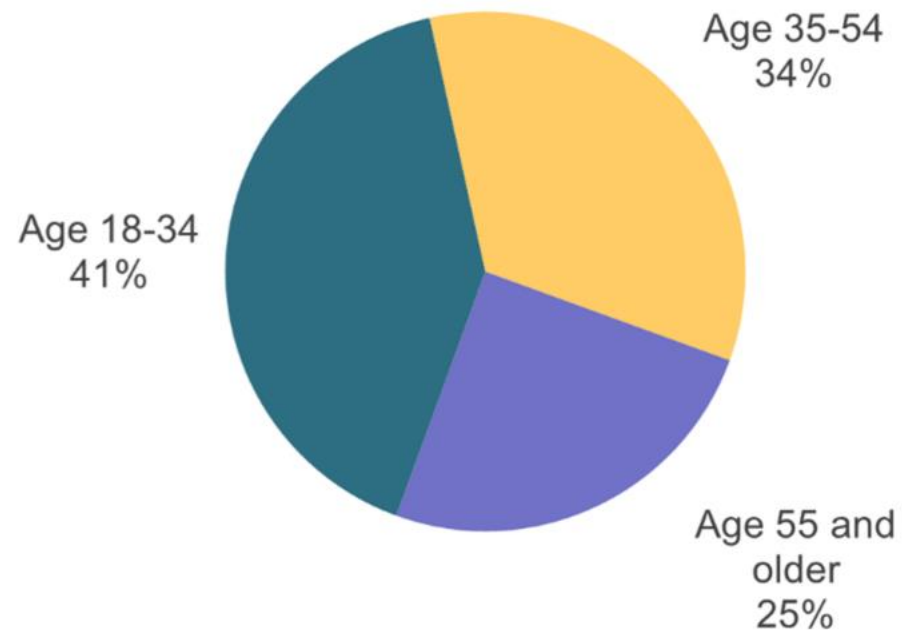


# Composition of Podcast Consumers

Canada Population 18+

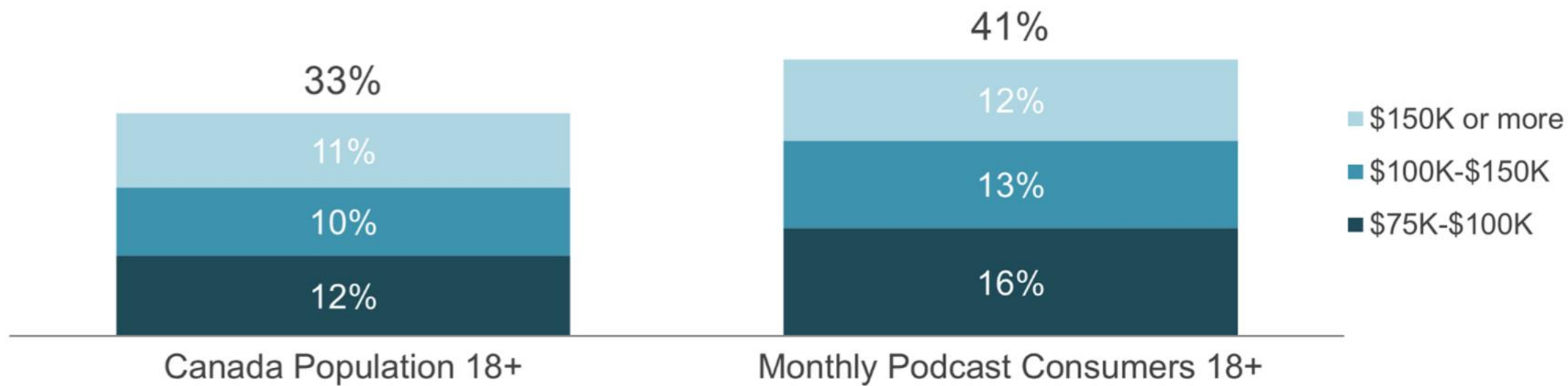


Monthly Podcast Consumers 18+



# Composition of Podcast Consumers

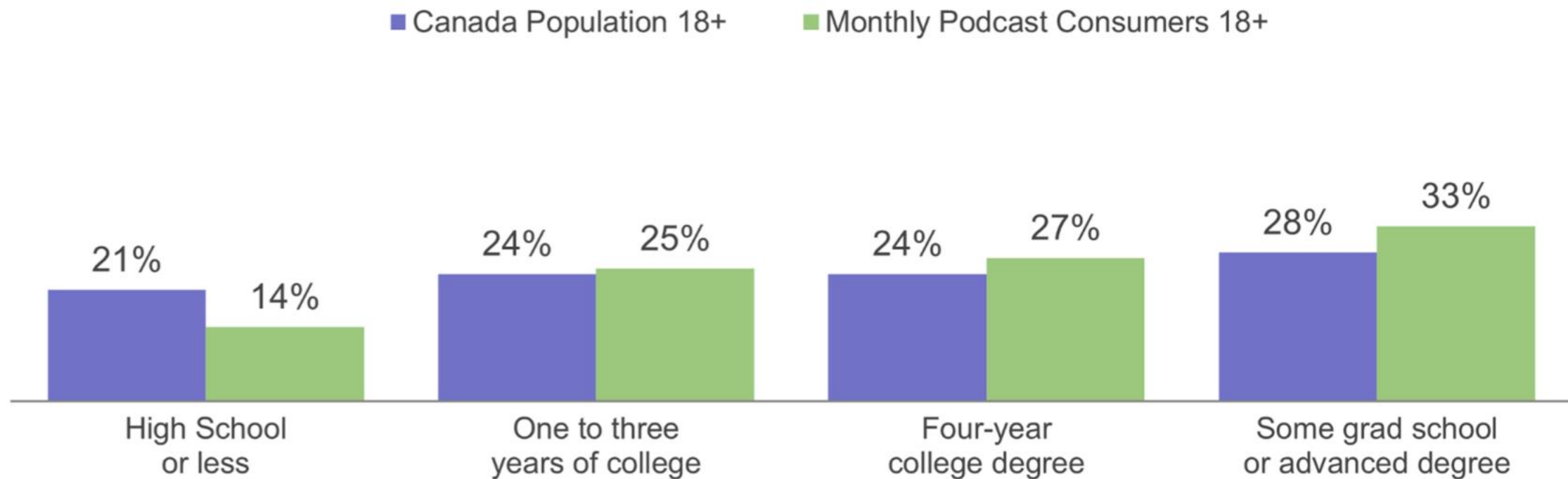
Annual Household Income:





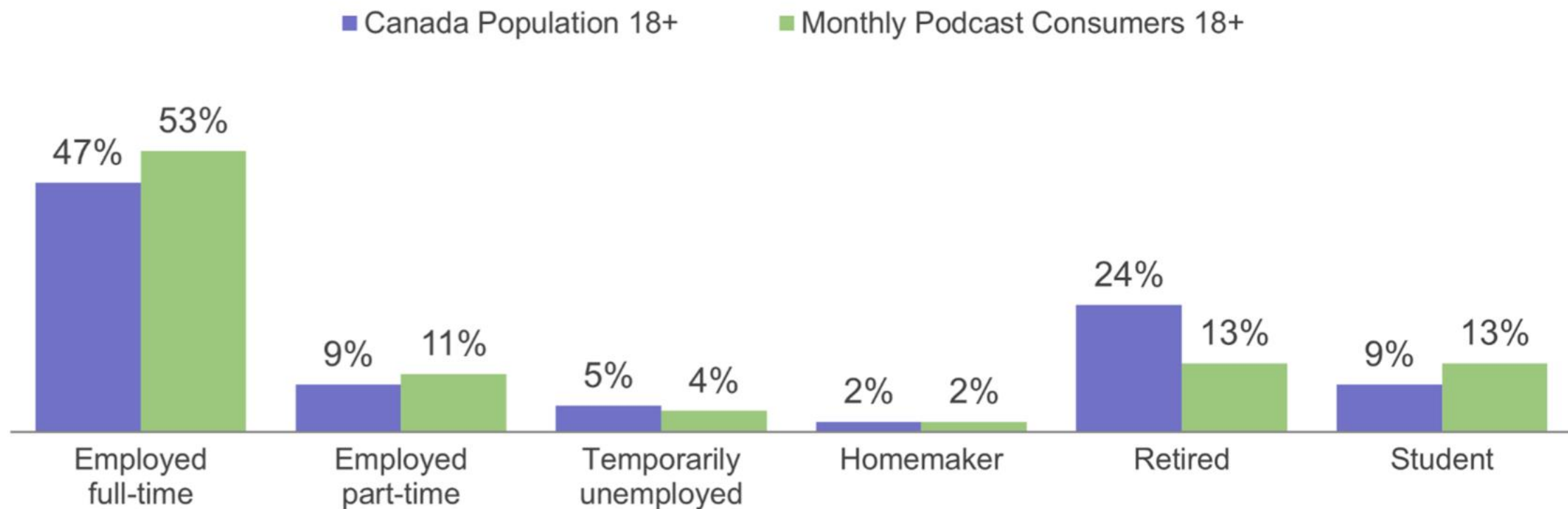
# Composition of Podcast Consumers

## Educational Attainment:



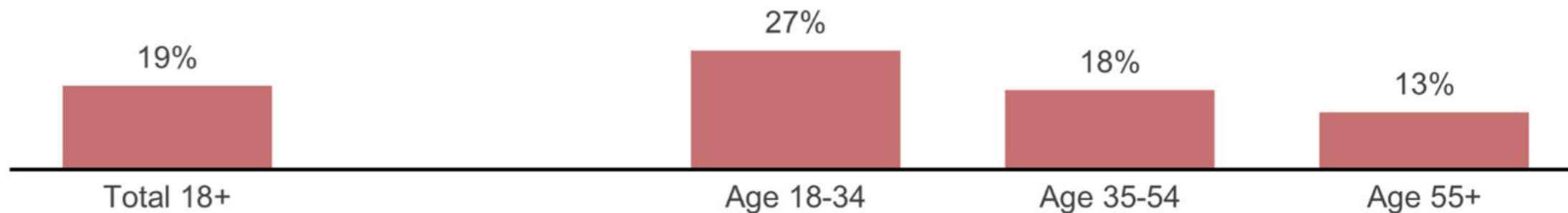
# Composition of Podcast Consumers

## Employment Status:



# Weekly Podcast Listening in Canada

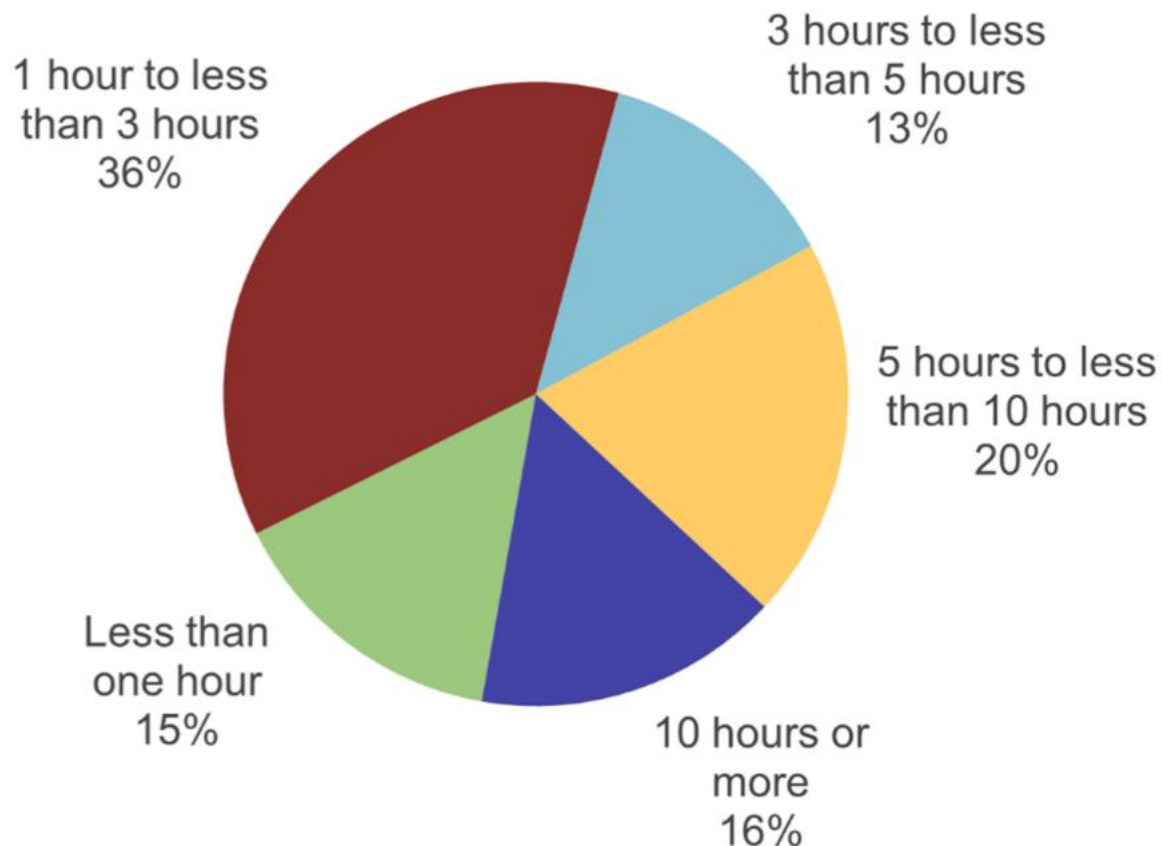
% listened to a podcast in the last week



# Average Time “Weekly Podcast Listeners” Spend Listening to Podcasts

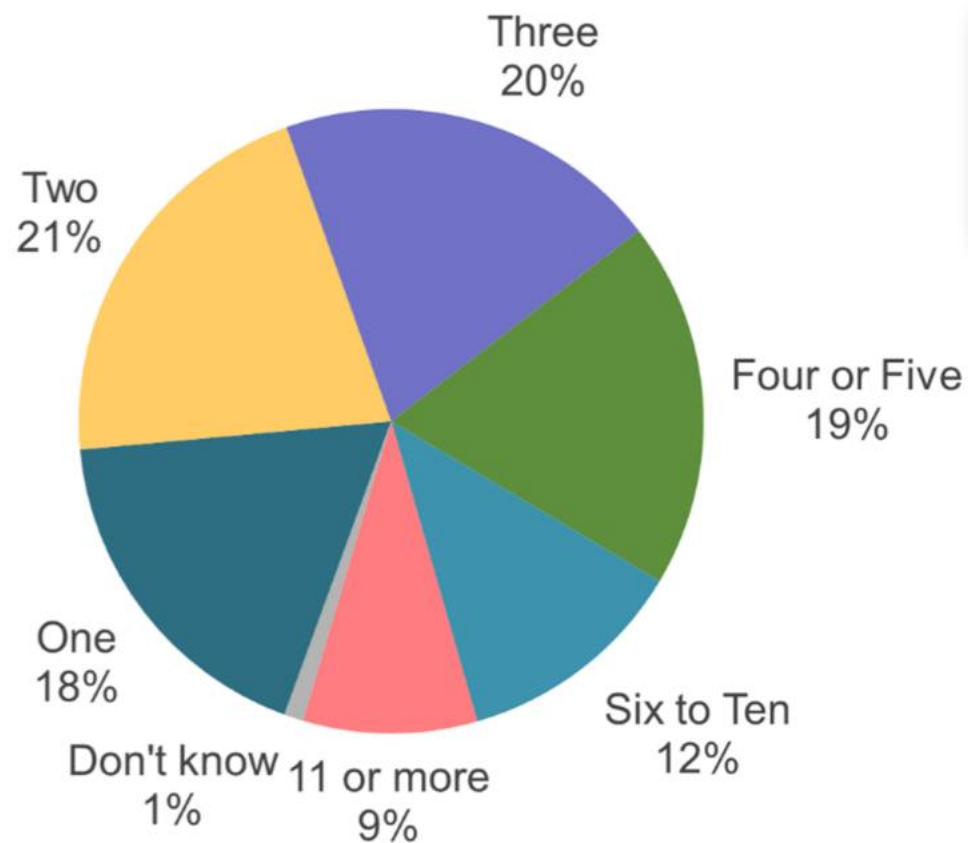
Weekly Podcast Consumers 18+

**Mean: 6 hours 4 minutes**



# Number of Podcasts Listened to in Last Week

Weekly Podcast Consumers 18+



Average of five  
podcasts listened  
per week

# Years Listening to Podcasts

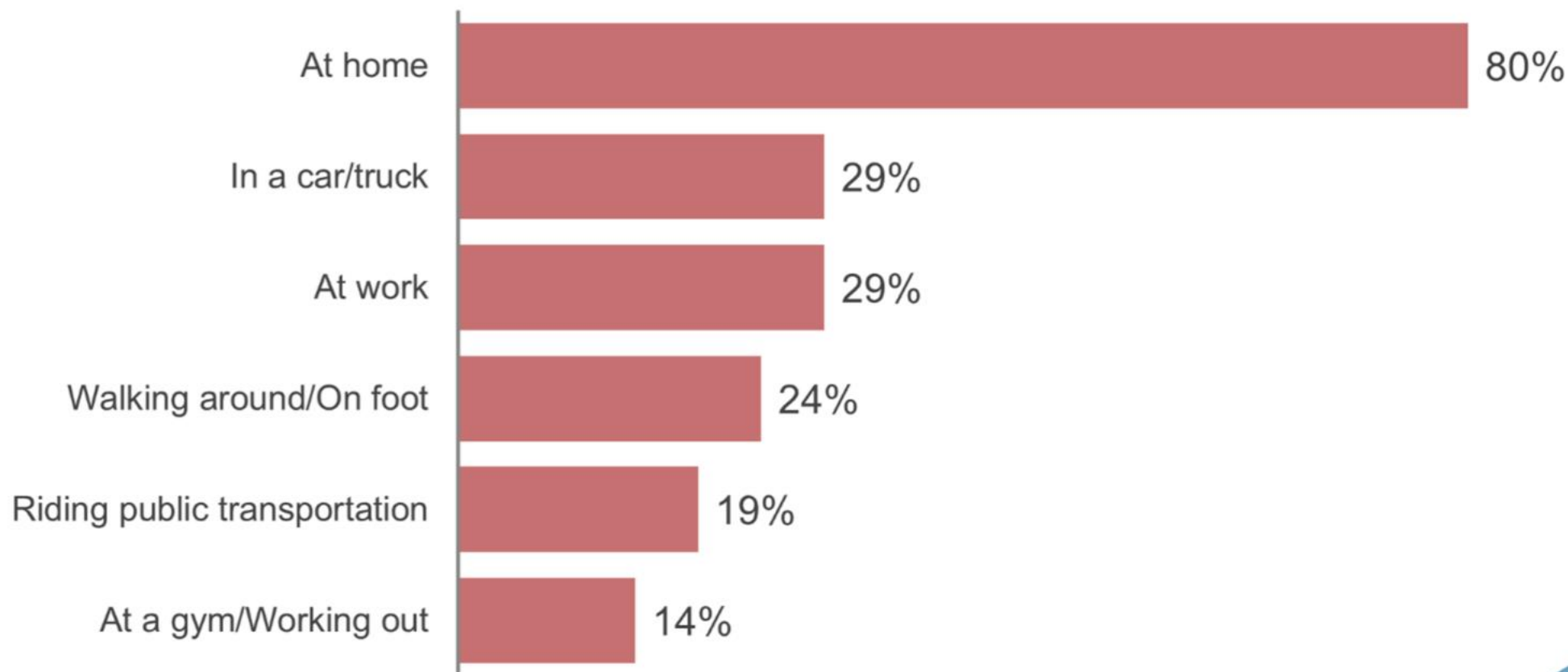
*“For how long have you been listening to podcasts?”*



# Podcast Listening Locations

*"Do you ever listen to a podcast...?"*

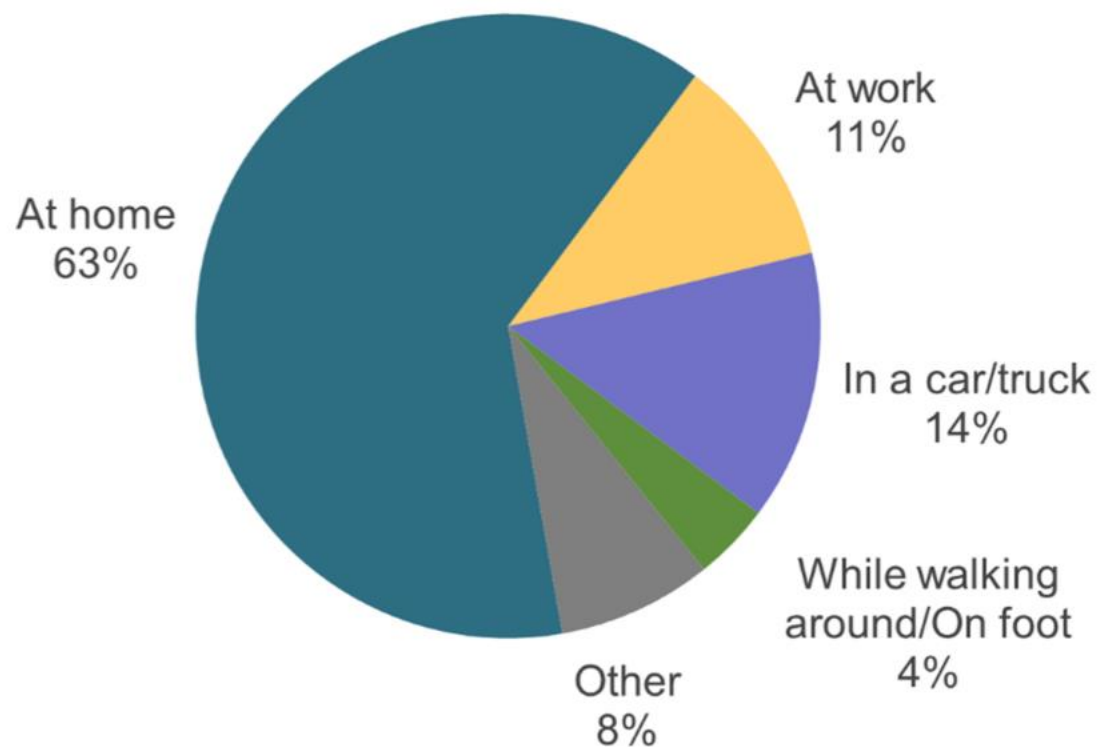
Monthly Podcast Consumers 18+



% ever listen to podcasts in location

# Where are Podcasts Most Often Listened to?

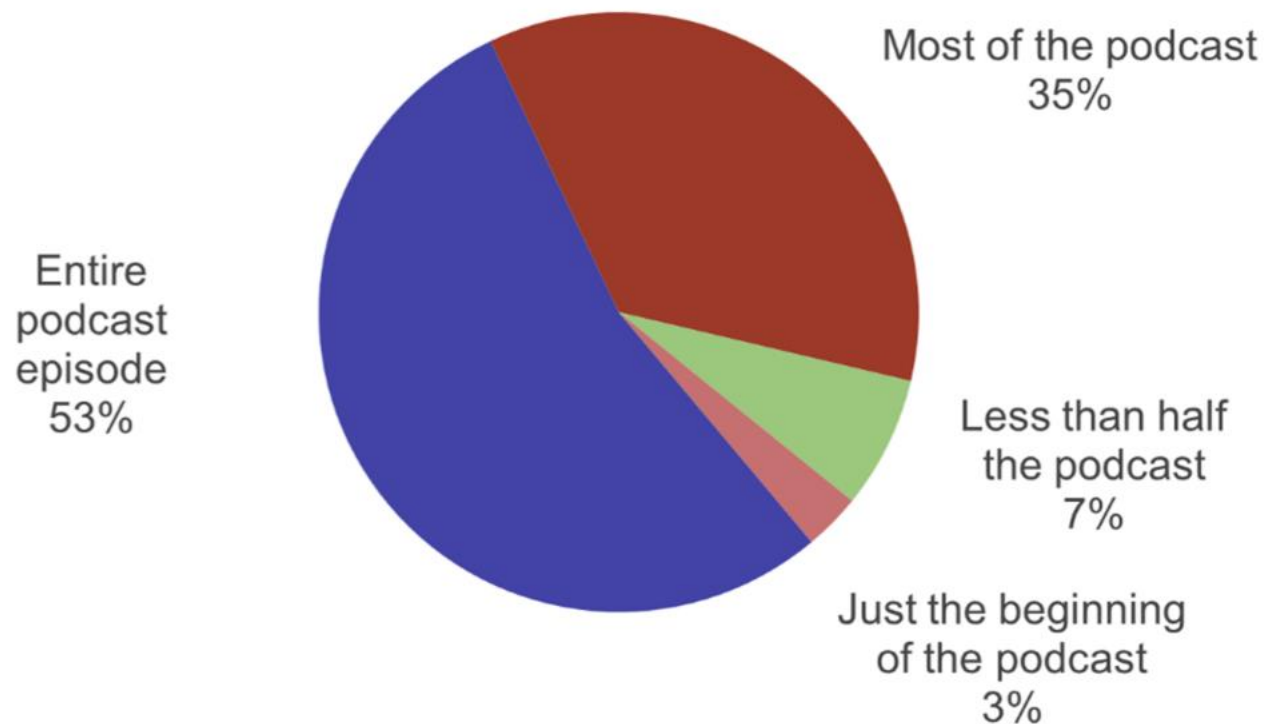
Monthly Podcast Consumers 18+





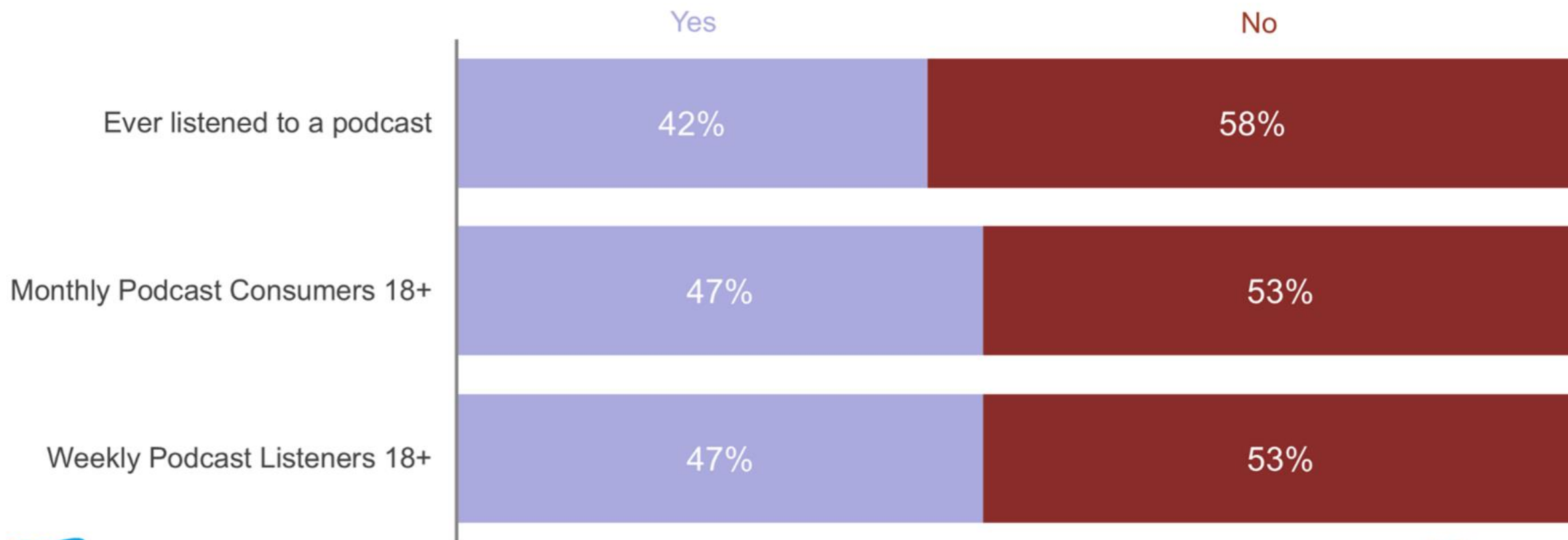
# Amount of Podcast Episode Listened to

Monthly Podcast Consumers 18+



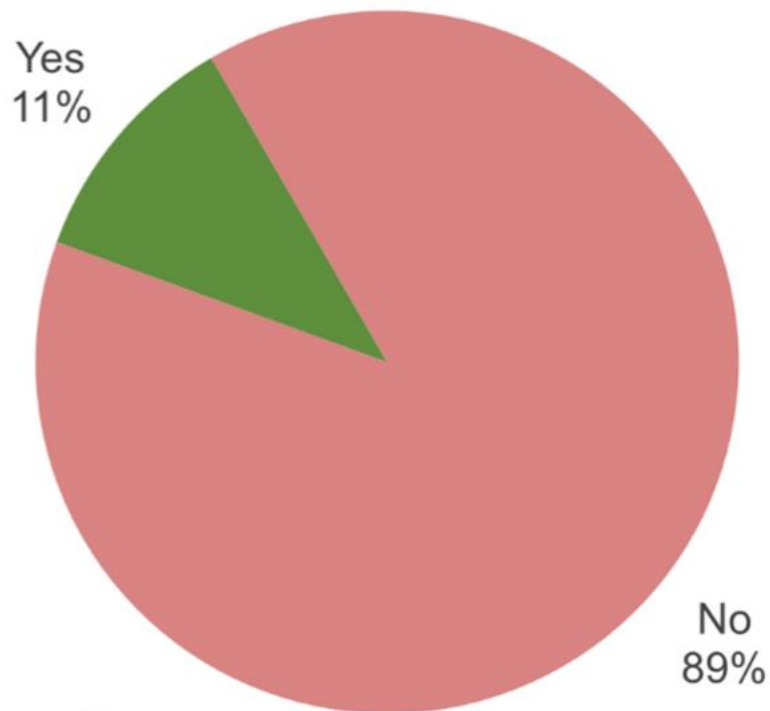
# Public Radio Podcast Listening

*“Do you currently ever listen to any podcasts from Public Radio producers, such as CBC, Radio Canada, or NPR?”*



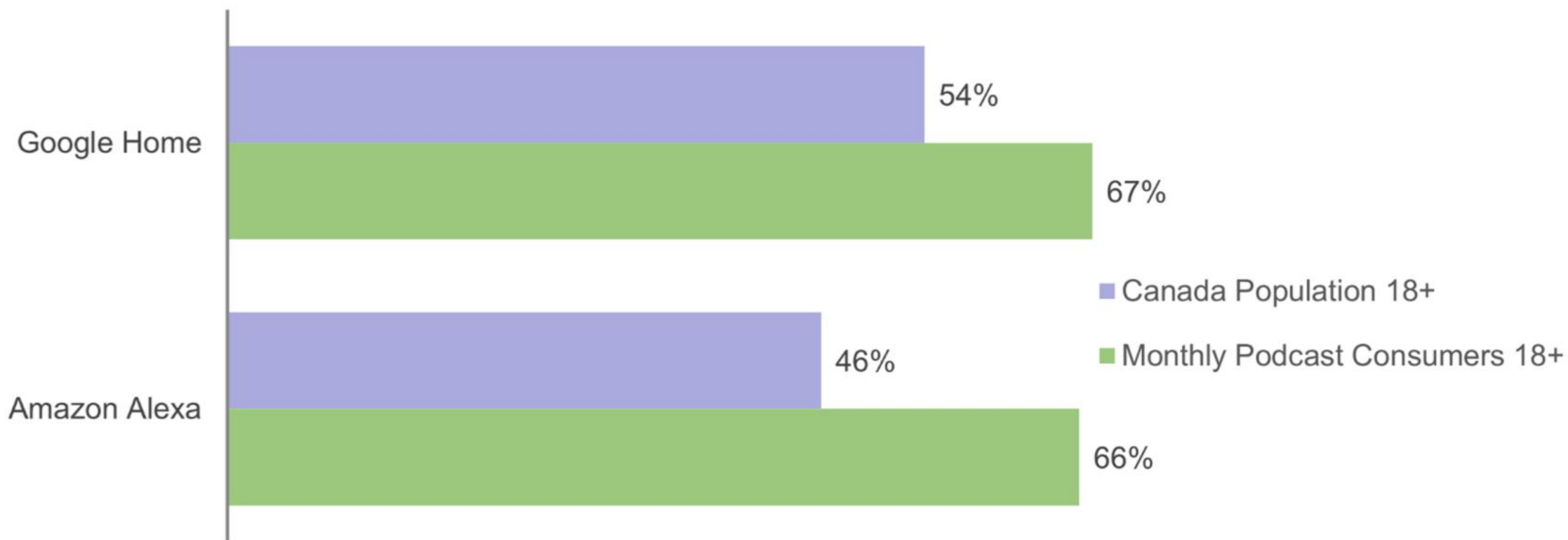
# Increasing Podcast Playback Speed

*“Do you ever increase the speed of your podcasts in order to listen to them faster?”*

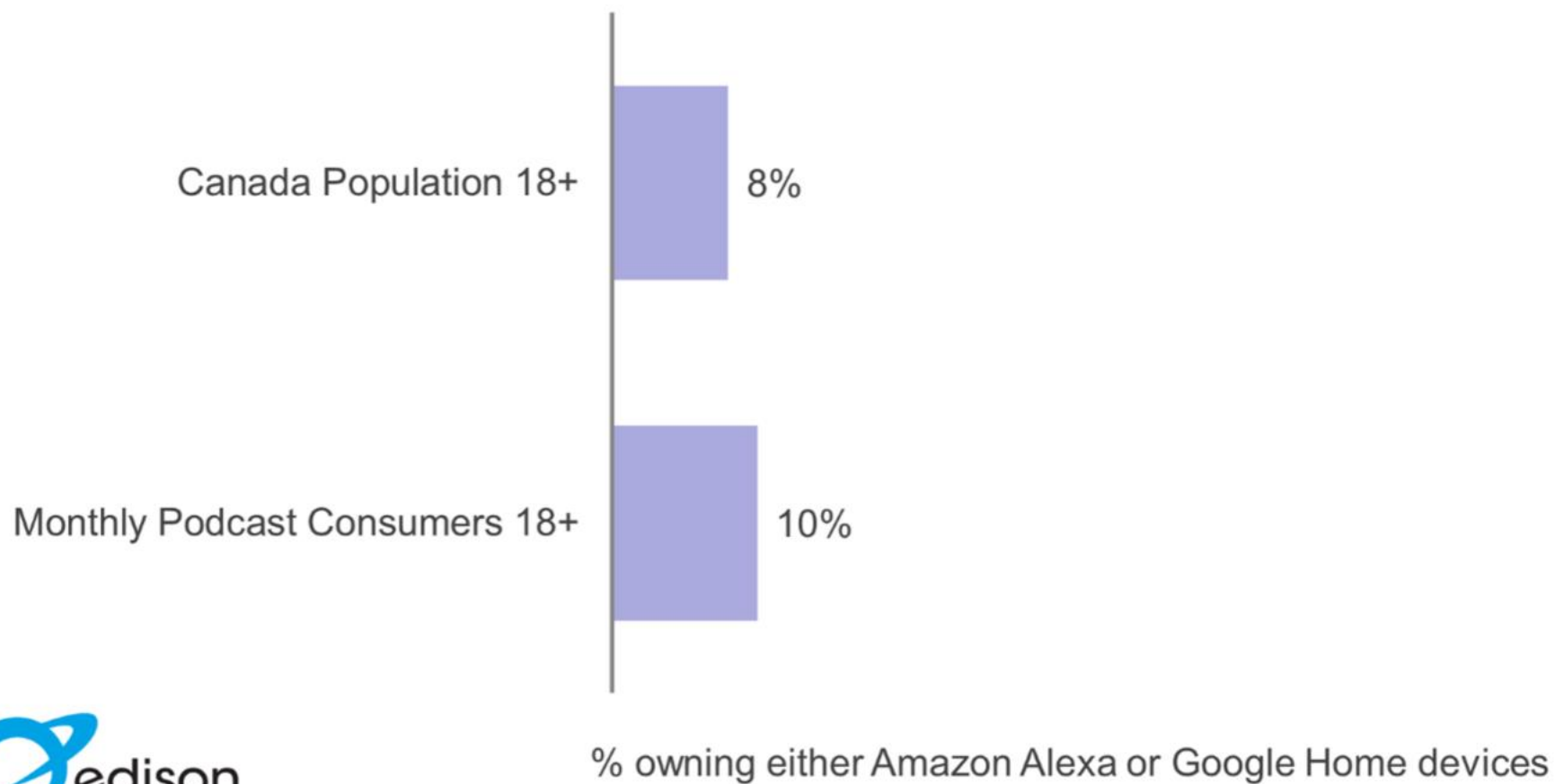


Base: Monthly Podcast Consumers 18+

# Smart Speaker Awareness

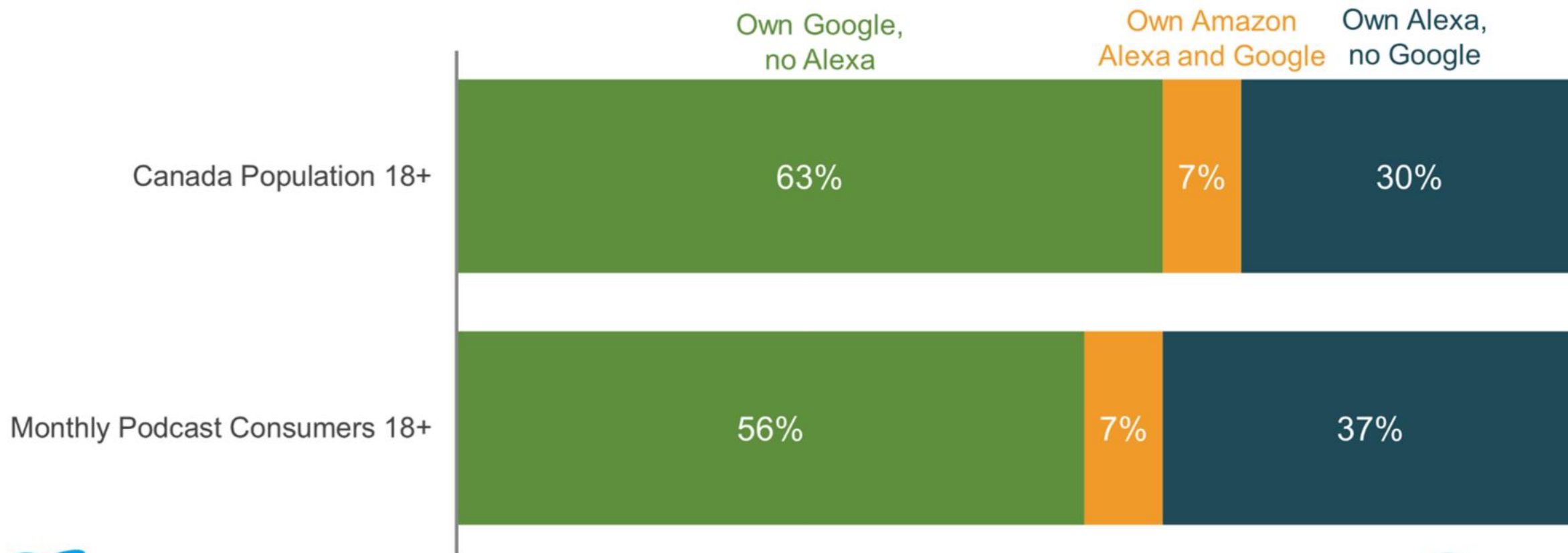


# Smart Speaker Ownership



# Smart Speaker Ownership

## Own a Smart Speaker





# THE PODCAST CONSUMER CANADA 2018

