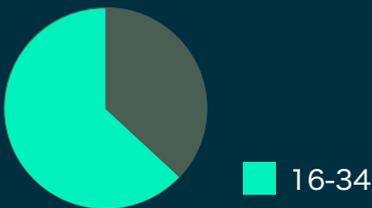


At Acast, we believe in using technology, data and metrics to elevate audio distribution, discovery and commercialization, for all.

An estimated **23%** of the UK population have listened to a podcast in the last month.*

How old are today's podcast listeners?

Current podcast listeners tend to be younger than radio listeners, with **2/3rds** of new listeners aged **16-34**.***



How often do we listen?*

27% of podcast listeners listen once a week



29% listen 2 to 4 times a week



15% listen 5 times a week or more



Why do we listen?

37% of podcast listeners say the reason they listen is to relax.***

21% of those surveyed say they started listening in the last 6 months.***

When do we listen?

Most podcast listening happens on **weekday afternoons and evenings**, with the largest spike occurring between **7pm and 10pm**.***



How long do we listen?

On average, podcast fans spend more than **3.6** hours per week listening to podcasts.***

By comparison, other listening media, such as audiobooks and music, attract between **3.7 and 5.3** hours of weekly listen time vs. radio at an average of nearly **4.5** hours.***



What do we listen to?

Comedy remains the most listened-to podcast genre, followed by music, TV, and Film.***



How do we find a new podcast?

1 in 4 discover new shows through social media, followed by TV (**25%**) and friends & family (**23%**).***



More than **3 out of 5** who listened to a podcast in the past 3 months have recommended a podcast to someone else, re-told a story or recommended a product, site or service they heard about on a podcast.***

* Past 1 month | *** Past 3 months

Survey demographics: 1,335 male and female online Britons were surveyed between December 18 and 26, 2017. Podcast listeners are defined as anyone who has listened to a podcast in the past 3 months. Data was weighted to ensure online national representative proportions, using age, gender and region. For more information, visit Acast.com.

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Who are the Unreachables?

Choosy, on-demand media connoisseurs who know when they are being sold to — and are more likely to seek ways to avoid it. Podcast consumers tend to:

 Pay for premium services that avoid adverts **(84%)**

 Use ad blockers **(31%)**

Why should we care about the Unreachables?



A full **76%** of podcast listeners say they have acted on a podcast advert or sponsorship message, including:

Looked for more info about a brand/product online **(37%)**

Visited a brand's website **(24%)**

Shared information about a brand online **(18%)**

How can we reach the Unreachables?

The Unreachables don't hate advertising in principle, but they do hate disruption — and they hate feeling like they have no control.

Meet them where they are already most engaged:



28% of Millennials listen to podcasts regularly.



Monthly podcast listeners are more engaged with other media than the general population.



For example, 82% of podcast listeners stream music versus only 57% of non-listeners, while 95% listen to radio versus 88% of non-listeners.

Speak to them as they want to be spoken to:

- Advert creative and tone should fit a particular podcast's tone.
- Remember that **"just listening"** and relaxing are the top reasons why listeners choose podcasts.
- Listeners love podcasts because they teach them something new and allow them to indulge in their passions and interests, more so than radio and streaming music.