

THE POWER OF PODCASTS

A GROWING MEDIUM

What % of people do you think listen to podcasts?

A: 11% **B: 23%** **C: 41%**

(Don't cheat)



It's C – 41%

And with over 550,000¹ podcasts available, they won't be running out of options soon

WHAT PUTS OFF THOSE WHO DON'T?



35%

don't know any interesting ones



22%

don't know how



22%

don't know what they are

ON DEMAND

56% listen on their phones



44% listen on a computer



...but not always on the go



70%

of people listen to podcasts at home



27%

on their commute

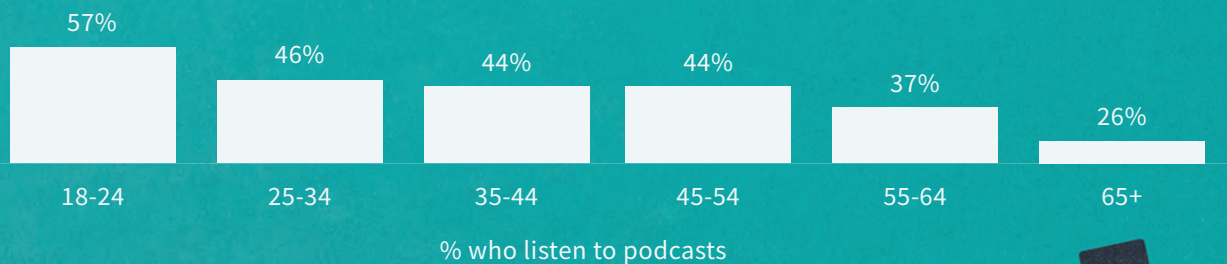


20%

listen while exercising

THE AUDIENCE

Podcast listening is strongly linked to age so, we should expect this to become more and more important.



THE TAKEAWAY



If you're one of the **59%** who don't listen, maybe it's time you started? **We'd recommend TLF Gems!**



SOURCES:
1: <https://www.podcastinsights.com/podcast-statistics/>
All other data: TLF Panel Research, November 2018

