



THE PODCAST CONSUMER CANADA 2018

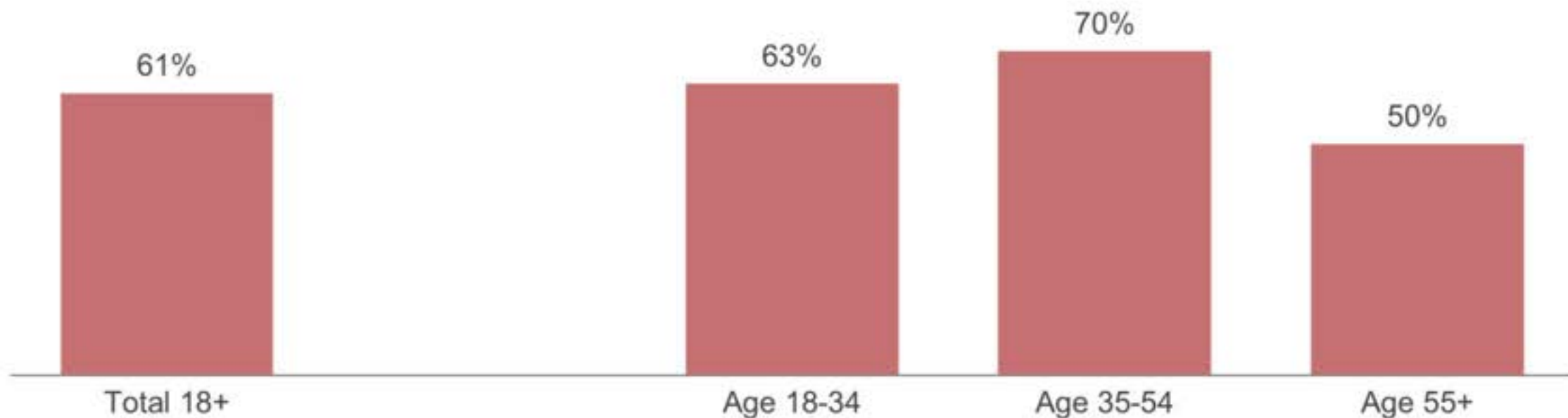


Study Methodology

- 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

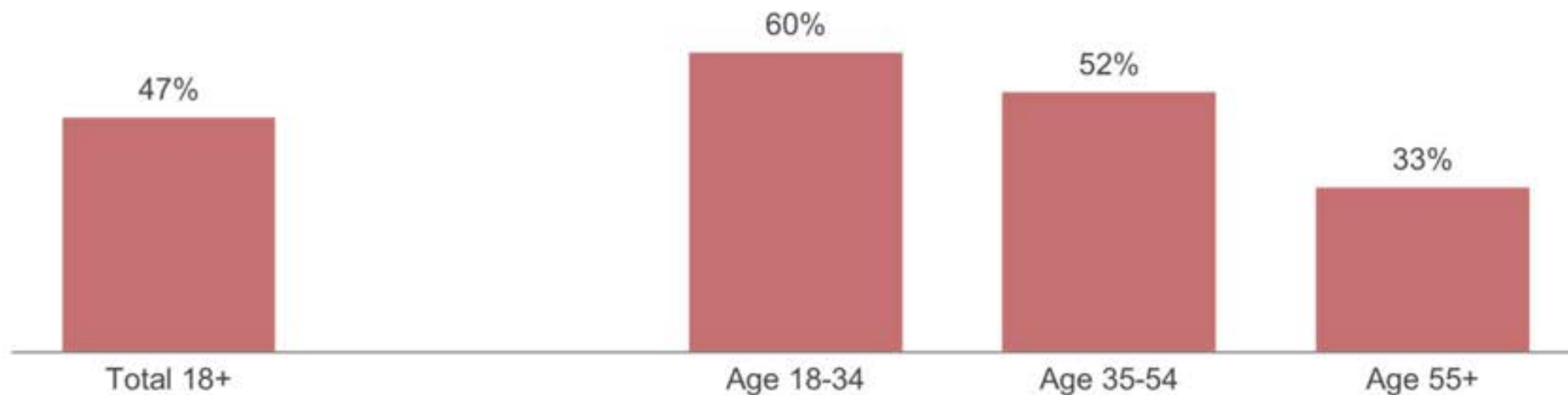
Familiar with the term “Podcasting”

% familiar with the term podcasting



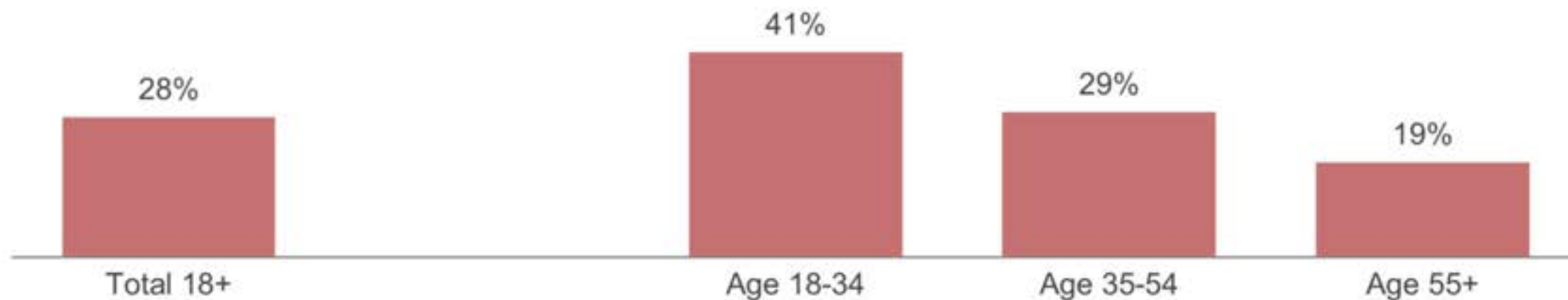
Ever Listened to Podcasts

% ever listened to a podcast



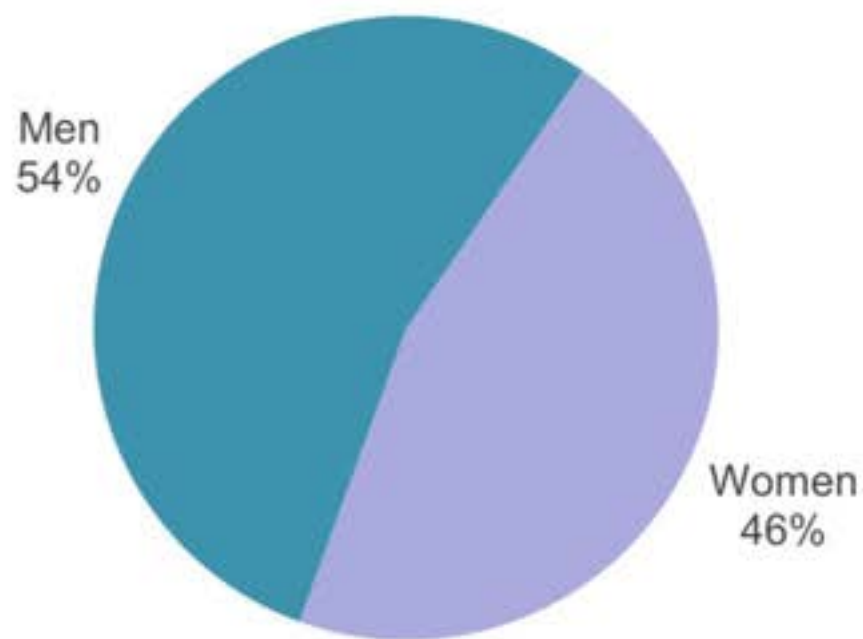
Monthly Podcast Listening

% listened to a podcast in the last month



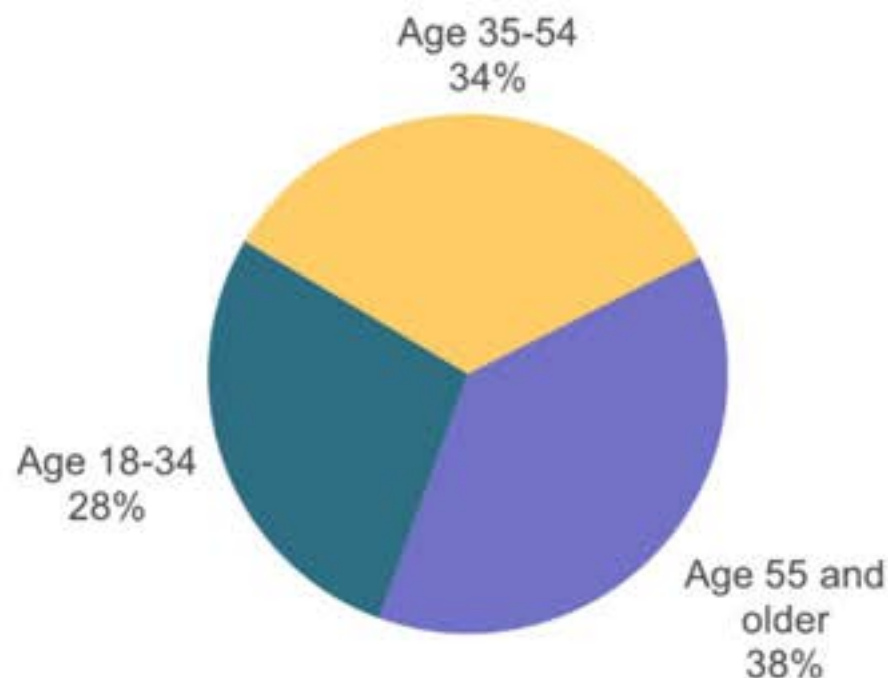
Composition of Podcast Consumers

Monthly Podcast Consumers 18+

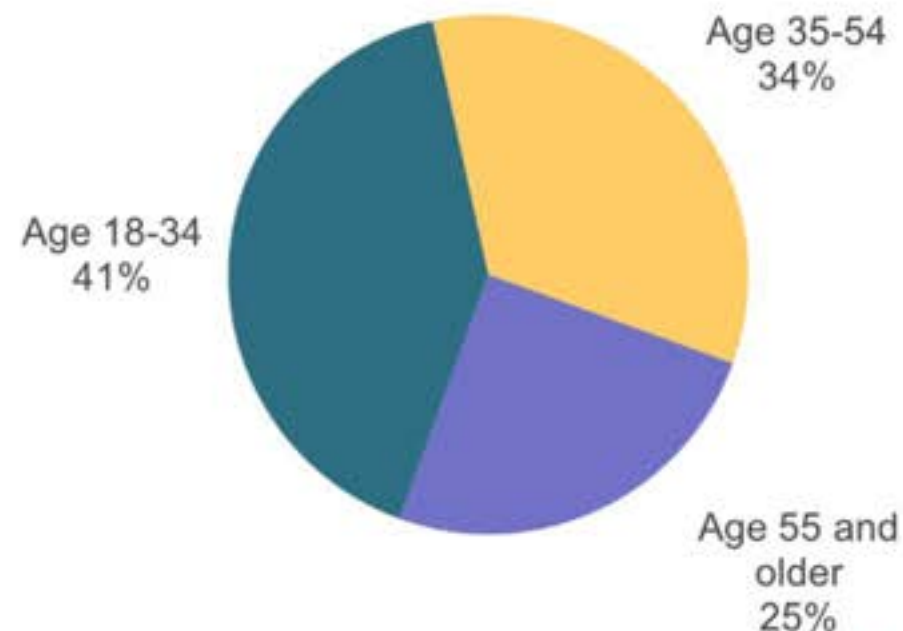


Composition of Podcast Consumers

Canada Population 18+

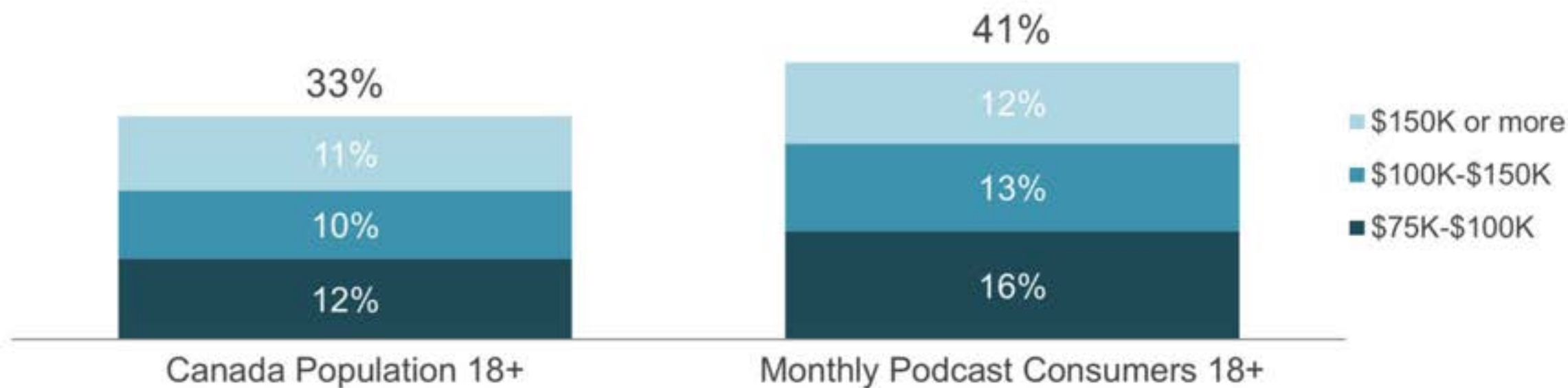


Monthly Podcast Consumers 18+



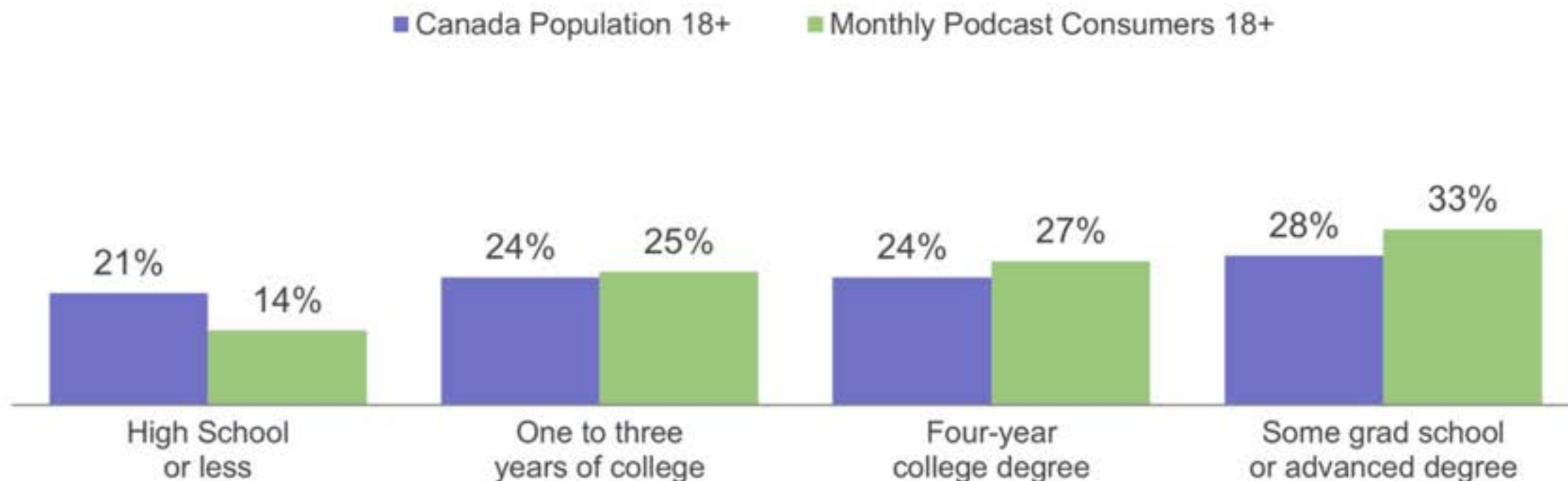
Composition of Podcast Consumers

Annual Household Income:



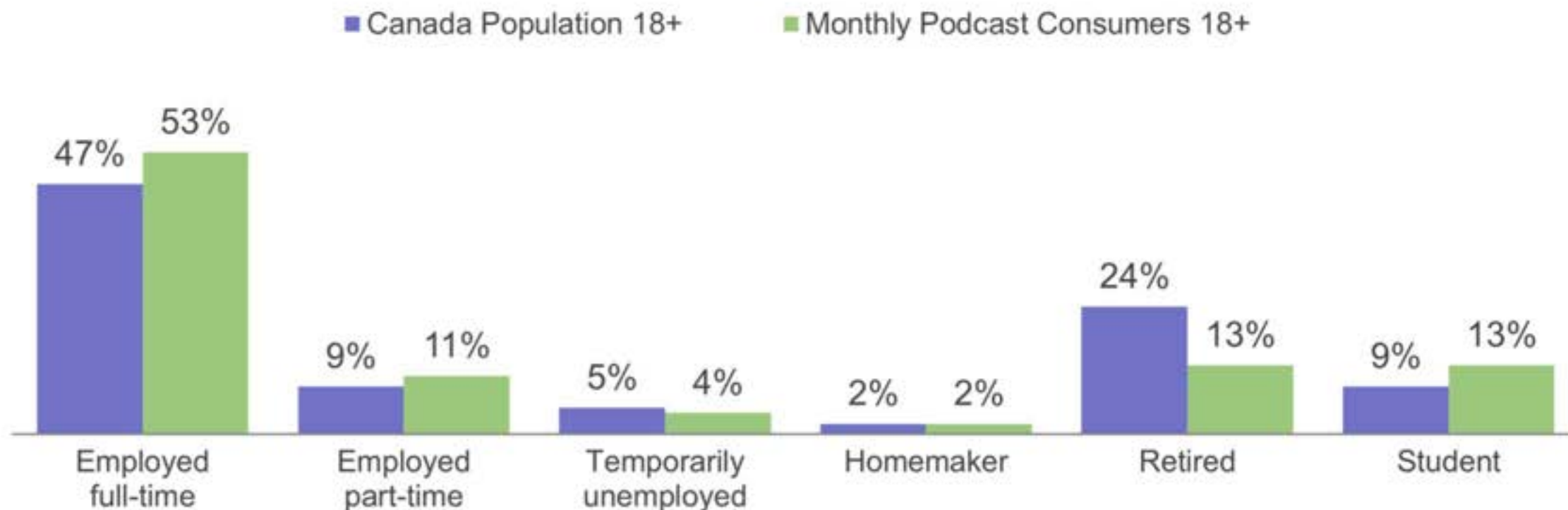
Composition of Podcast Consumers

Educational Attainment:



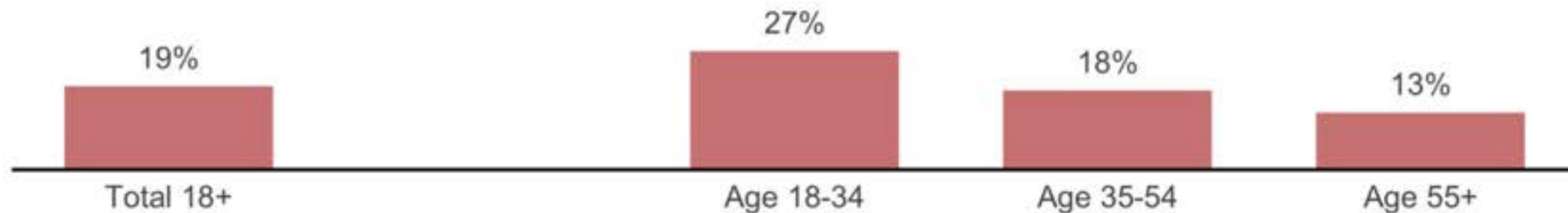
Composition of Podcast Consumers

Employment Status:



Weekly Podcast Listening in Canada

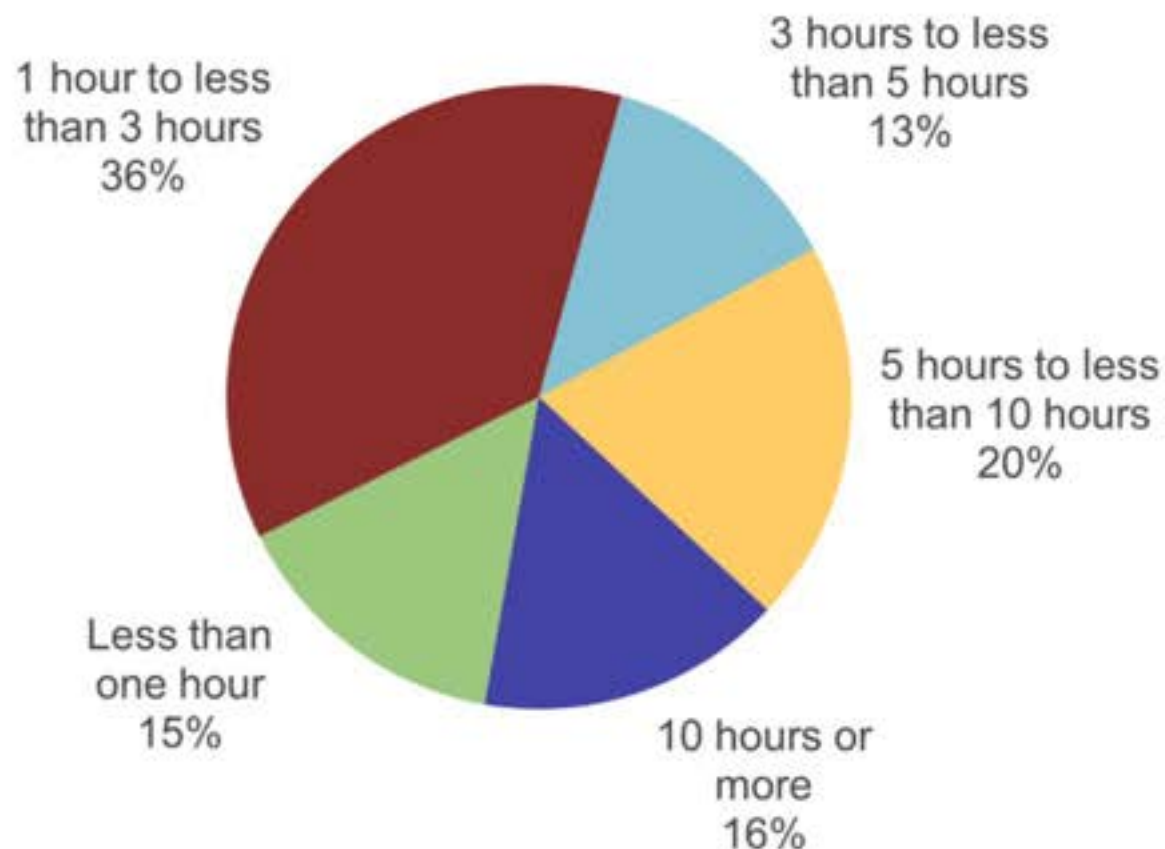
% listened to a podcast in the last week



Average Time “Weekly Podcast Listeners” Spend Listening to Podcasts

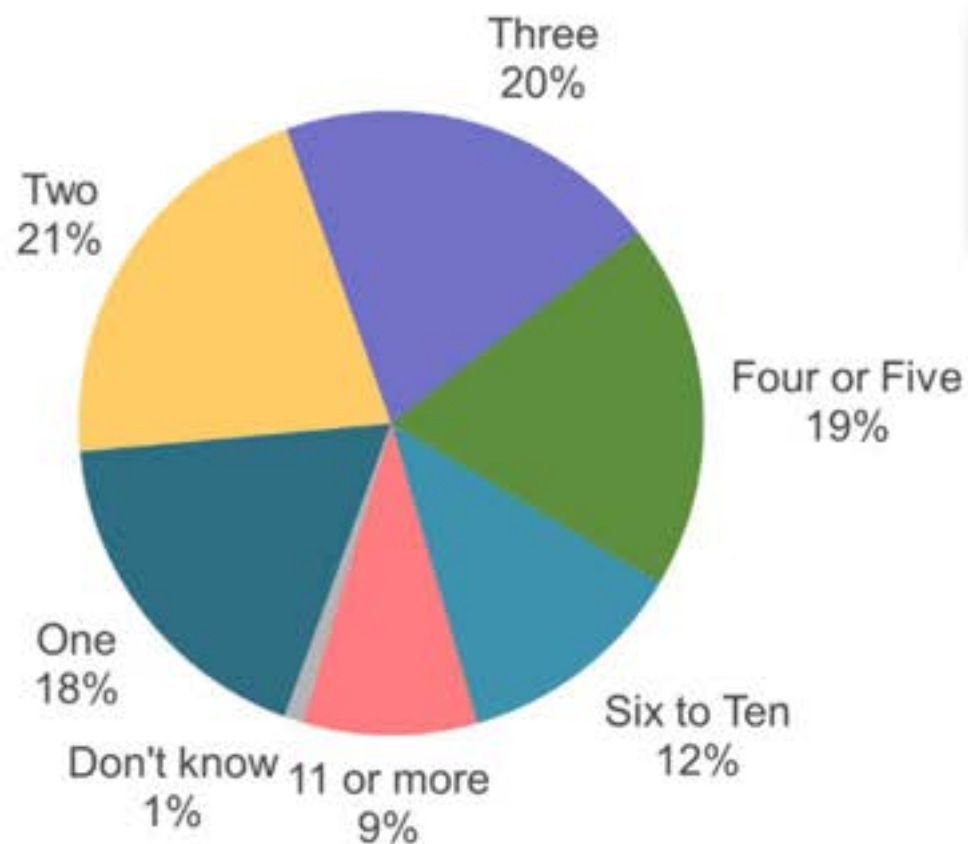
Weekly Podcast Consumers 18+

Mean: 6 hours 4 minutes



Number of Podcasts Listened to in Last Week

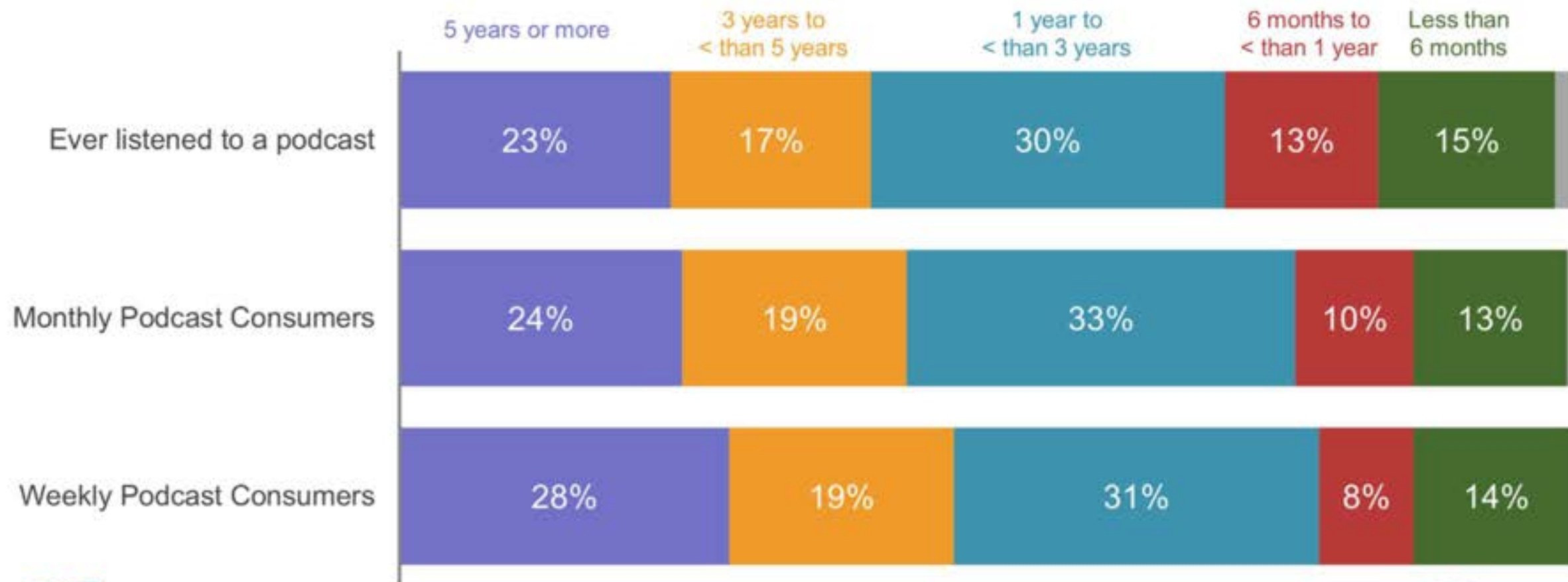
Weekly Podcast Consumers 18+



Average of five
podcasts listened
per week

Years Listening to Podcasts

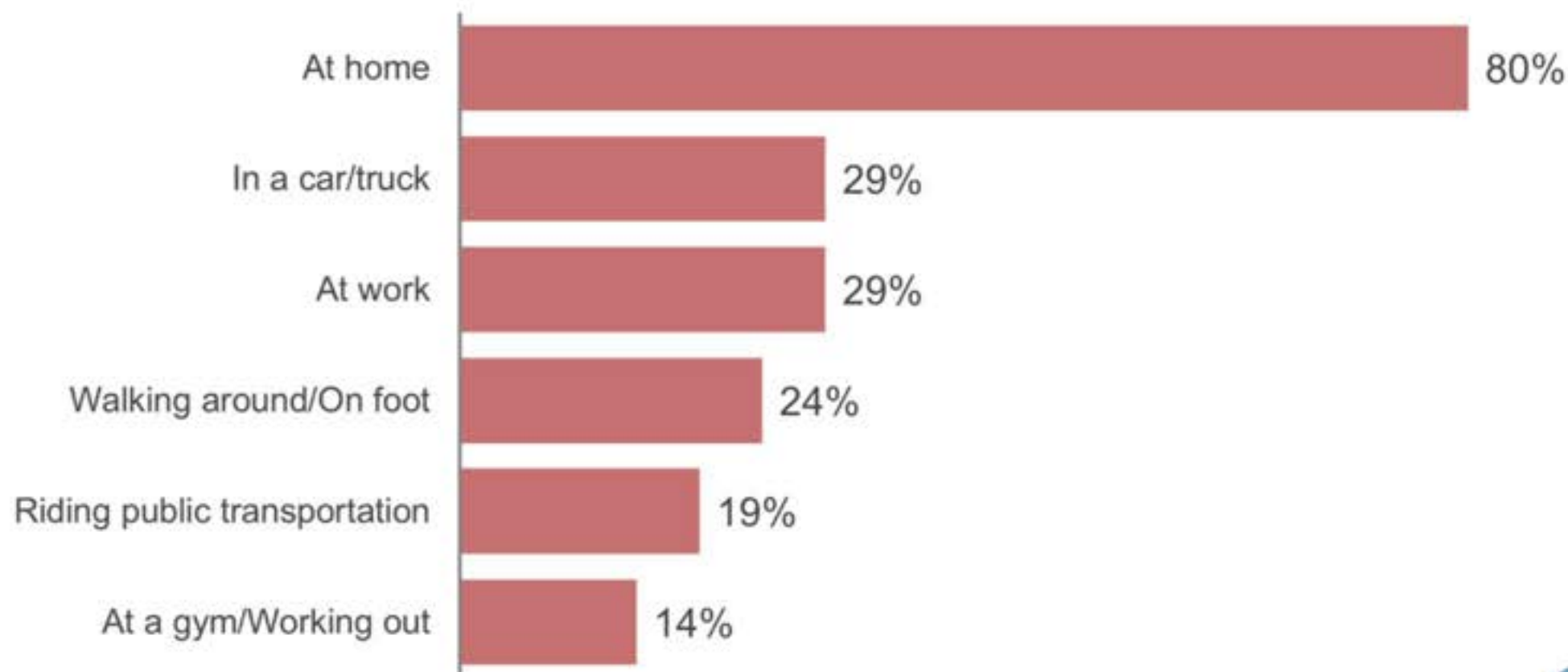
"For how long have you been listening to podcasts?"



Podcast Listening Locations

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

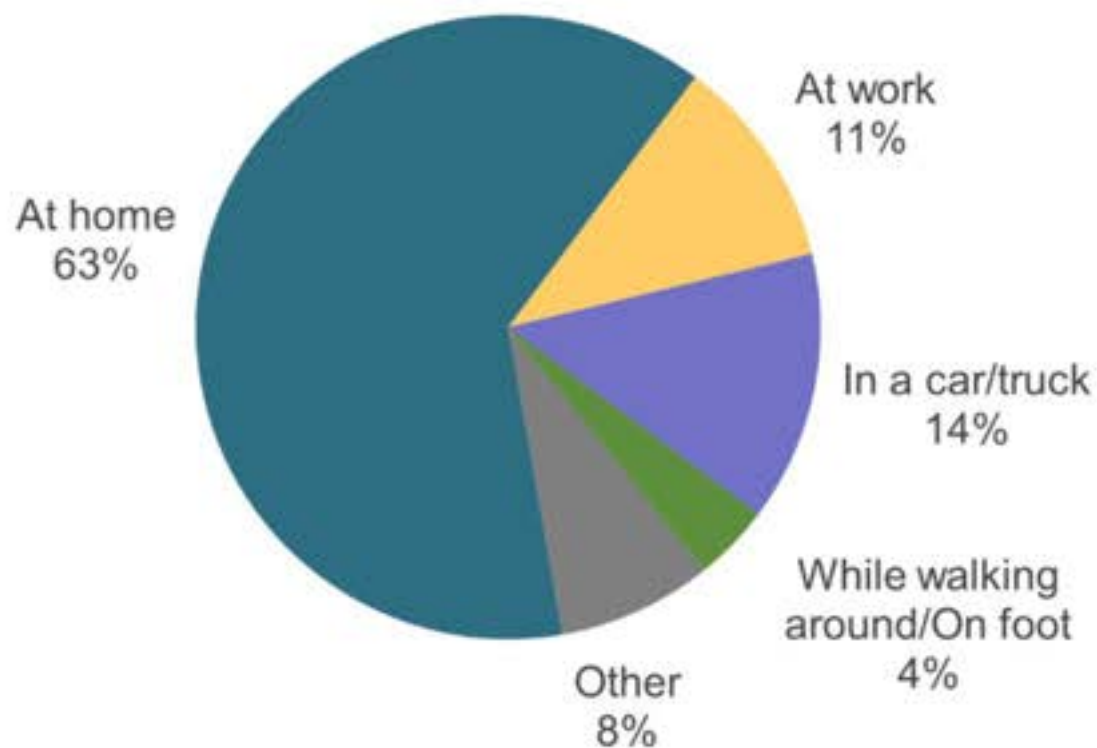
Monthly Podcast Consumers 18+



% ever listen to podcasts in location

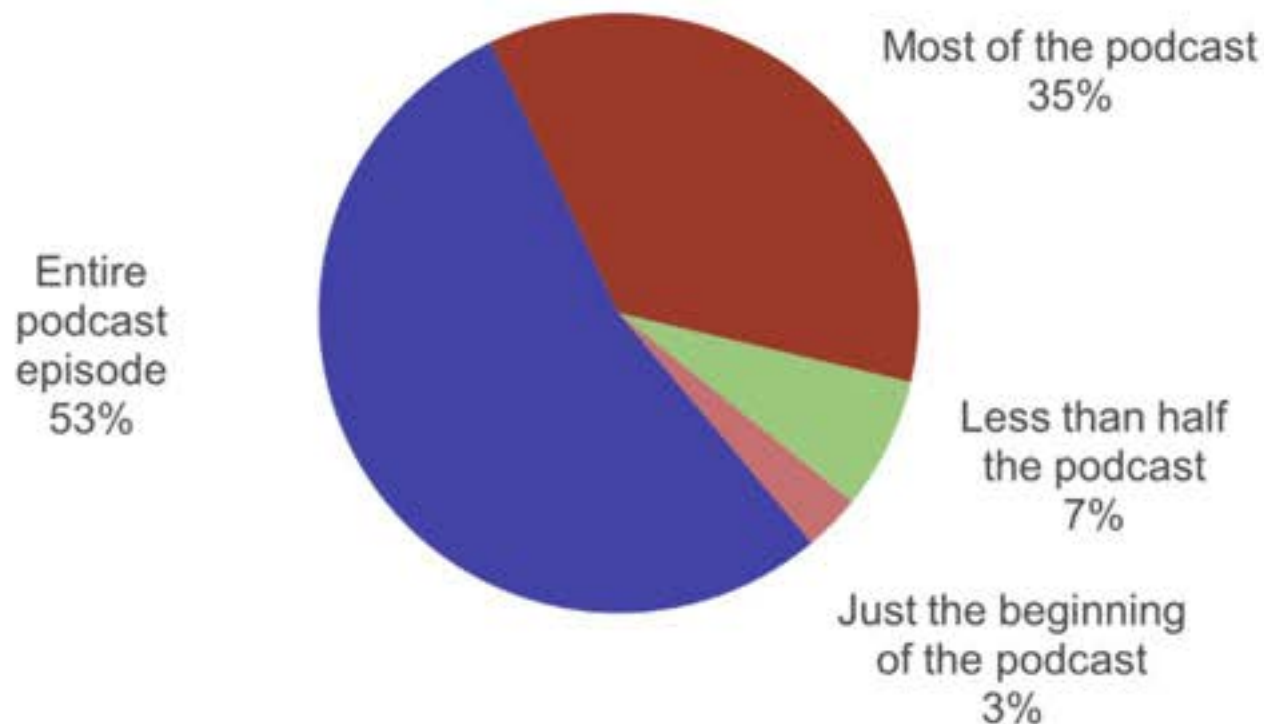
Where are Podcasts Most Often Listened to?

Monthly Podcast Consumers 18+



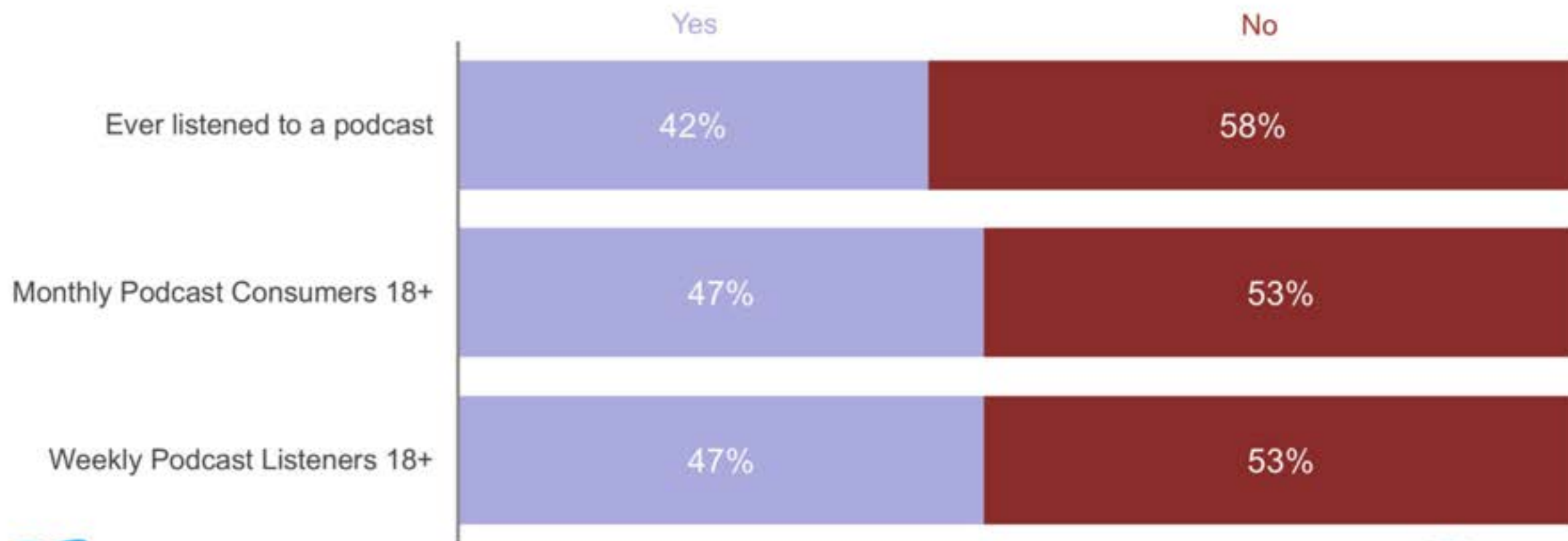
Amount of Podcast Episode Listened to

Monthly Podcast Consumers 18+



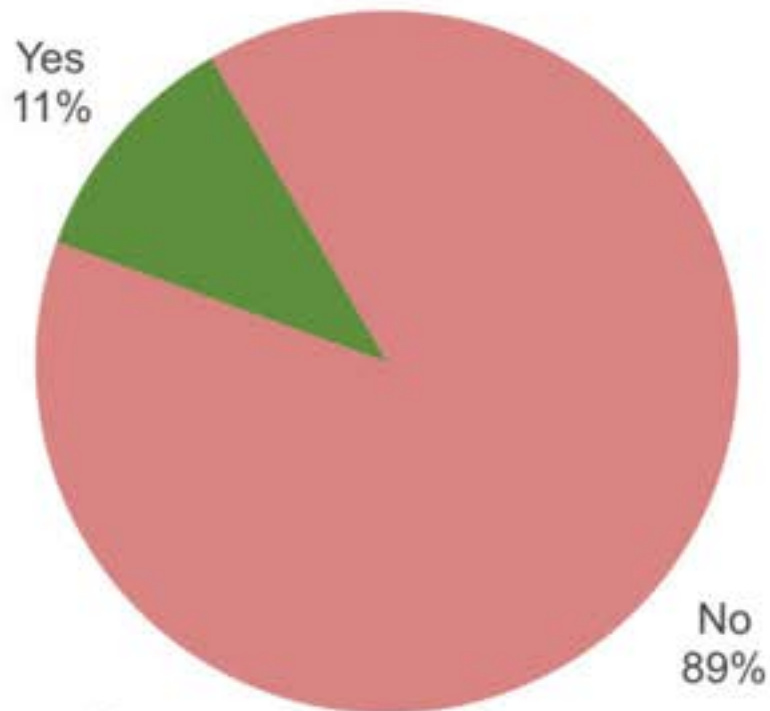
Public Radio Podcast Listening

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



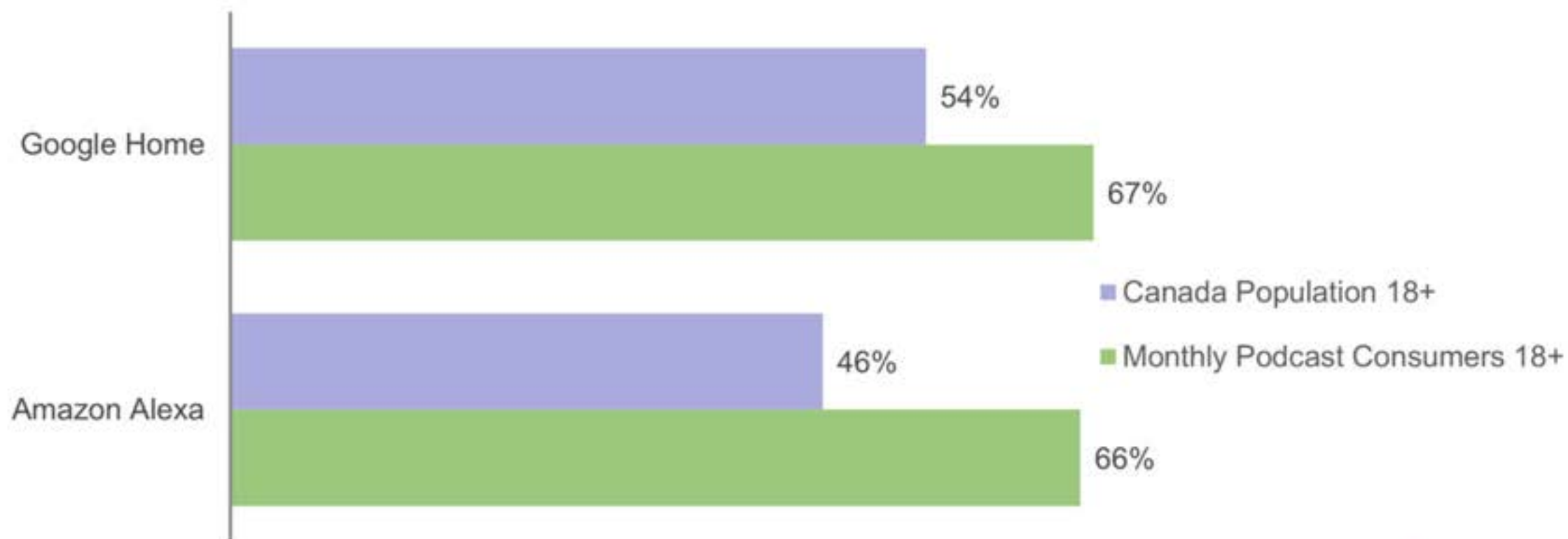
Increasing Podcast Playback Speed

"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





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