

Podcast Audience Demographics

*Whitepaper - Podcast Audience Demographics based on
eMarketer.com articles and blog posts.*

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Prepared by **BRASSmedia** – bringing *web 2.0* to the enterprise

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Engagement via headphones.



Ever since podcasting was introduced, the question has been the same:

Will anyone listen?

The answer is definitely “Yes.”

[eMarketer](#) estimates that the total US podcast audience reached 18.5 million in 2007.

Furthermore, that audience will increase by 251% to 65 million in 2012. And of those listeners, 25 million will be “active” users who tune in at least once a week.

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US Podcast Audience, 2007-2012 (millions)		
	Total podcast audience*	Active podcast audience**
2007	18.5	6.5
2008	28.0	10.0
2009	38.0	14.0
2010	47.0	17.5
2011	56.0	21.5
2012	65.0	25.0

Note: ages 3+ from any location; *individuals who have ever downloaded a podcast; **individuals who download an average of one or more podcast(s) per week
Source: eMarketer, January 2008

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Furthermore, that audience will increase by 251% to 65 million in 2012. And of those listeners, 25 million will be “active” users who tune in at least once a week.

***“As the US podcasting industry matures it is unquestionably creating a listening audience,”
Paul Verna, eMarketer Senior Analyst.***

The broad picture of a niche medium.

It would be a mistake to think that the average podcast user is a 23-year-old male with a college education and a really big comic book collection. Podcast users are not a homogeneous group, and downloads range from music to religious broadcasts to museum tours.

That said, overall podcasting user demographics give a broad perspective on the medium. iTunes accounts for 75% of all podcast downloads, according to [Podtrac](#), so [comScore](#)'s October 2006 study of iTunes podcast downloaders captured most users.

Demographic Profile of US iTunes Podcast Downloaders vs. Total Internet Users, October 2006 (% of total)

	iTunes podcast downloaders	Total Internet users
Gender		
Male	63%	51%
Female	37%	49%
Age		
18-24	29%	14%
25-34	14%	20%
35-44	27%	24%
45-54	23%	22%
55-64	5%	13%
65+	2%	6%
Household income		
<\$25,000	7%	9%
\$25,000-\$50,000	16%	21%
\$50,000-\$75,000	27%	29%
\$75,000-\$100,000	19%	17%
\$100,000	31%	24%
Education		
High school	25%	28%
Some college or associates degree	28%	34%
College/graduate degree	47%	37%

Note: numbers may not add up to 100% due to rounding
Source: comScore Networks, Inc. as cited in press release, May 16, 2007

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On the whole, podcast downloaders tended to be male, young and educated. Notably, people between the ages of 35 and 54 represented about half of the podcasting audience.

Nick Tabbal of comScore said, "While the conventional wisdom says that only young, tech-savvy consumers are downloading and listening to podcasts, there is also a sizable market among 35-to-54-year-olds, indicating that the audience is broader than previously thought.

Demographic Profile of US Adult Internet Users Who Download Podcasts, February-April 2006 & August 2006 (% of each group)

	February-April 2006	August 2006
Gender		
Male	9%	15%
Female	5%	8%
Age		
18-29	10%	14%
30-49	8%	12%
50-64	5%	12%
65+	4%	4%
Education		
High school	6%	9%
Some college	6%	13%
College graduate or more	9%	13%
Household income		
Less than \$30,000	8%	12%
\$30,000-\$49,999	8%	14%
\$50,000-\$74,999	7%	12%
\$75,000 or more	7%	13%
Experience online		
3 years or less	5%	6%
4-5 years	7%	7%
6+ years	8%	13%
Internet access speed		
Dial-up at home	6%	10%
Broadband at home	9%	14%
Total Internet users	7%	12%

Note: n=2,822 (February-April 2006) and 972 (August 2006)
Source: Pew Internet & American Life Project, November 2006

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Since many of the top podcasts are in the educational and business genres, it's not surprising that podcasts today appeal to the more educated and higher-income consumer segments."

Time online is also a determining factor in podcast usage, according to a [Pew Internet & American Life Project](#) study conducted from February to April 2006. Internet users who had been online for six or more years were twice as likely to have downloaded a podcast as someone online for three years or less (13% vs. 6%, respectively).

It is important for potential podcast sponsors and other marketers to avoid thinking of podcast users as a single composite entity.

eMarketer Senior Analyst James Belcher says, "One of the medium's strengths is that regular followers are hugely interested in the topic of a given podcast, be it comics or cash management, allowing for a deeper host-listener (and therefore brand) relationship than is possible with a general audience — or a composite picture of one."