

# **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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<b>US Podcast Audience, 2007-2012 (millions)</b>		
	<b>Total podcast audience*</b>	<b>Active podcast audience**</b>
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

091155 [www.eMarketer.com](http://www.eMarketer.com)

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
<b>Gender</b>		
Male	63%	51%
Female	37%	49%
<b>Age</b>		
18-24	29%	14%
25-34	14%	20%
35-44	27%	24%
45-54	23%	22%
55-64	5%	13%
65+	2%	6%
<b>Household income</b>		
<\$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%
<b>Education</b>		
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
<b>Gender</b>		
Male	9%	15%
Female	5%	8%
<b>Age</b>		
18-29	10%	14%
30-49	8%	12%
50-64	5%	12%
65+	4%	4%
<b>Education</b>		
High school	6%	9%
Some college	6%	13%
College graduate or more	9%	13%
<b>Household income</b>		
Less than \$30,000	8%	12%
\$30,000-\$49,999	8%	14%
\$50,000-\$74,999	7%	12%
\$75,000 or more	7%	13%
<b>Experience online</b>		
3 years or less	5%	6%
4-5 years	7%	7%
6+ years	8%	13%
<b>Internet access speed</b>		
Dial-up at home	6%	10%
Broadband at home	9%	14%
<b>Total Internet users</b>	<b>7%</b>	<b>12%</b>

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."*