

# The Australia Podcast Data Kit

2019 Audience Insights & Trends

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# Continuous Growth

According to this year's study, familiarity of podcasting in Australia continues to rise significantly with an estimated 83% of Australians age 12+ being aware of podcasts compared to 78% in 2018.

Familiarity of podcasting in Australia compared to the US is increasing at a faster pace (70% of Americans age 12+ are aware of podcasts in 2019), however the US still leads in consumption with an estimated 51% of Americans listening to podcasts in 2019 compared to 30% in Australia.

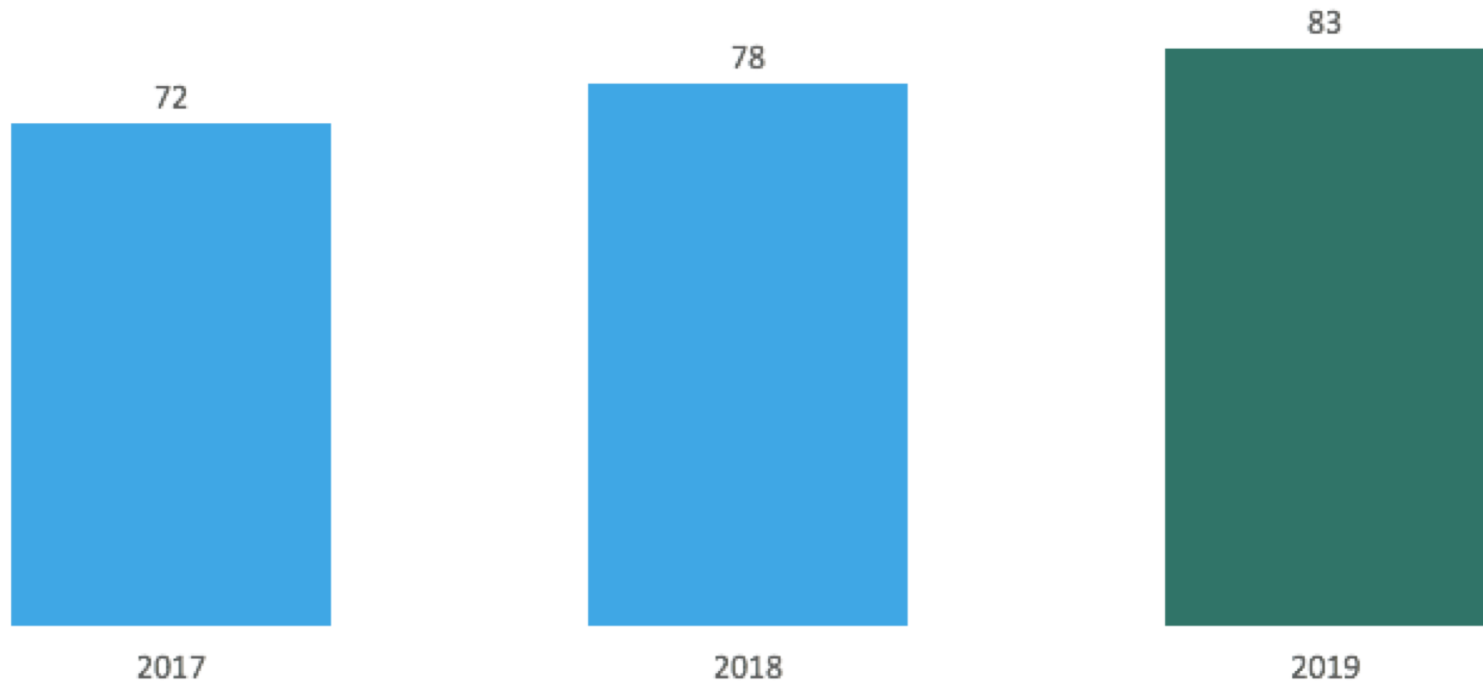
Although compared to the US, Australia's podcast adoption is slower, podcast listening is becoming more frequent in Australia, (15% of Australians listened to a podcast last week in 2019 compared to 13% in 2018 and 22% of Australians listened to a podcast last month compared to 18% in 2018).



# Podcasting Awareness

Total Australian Population 12+

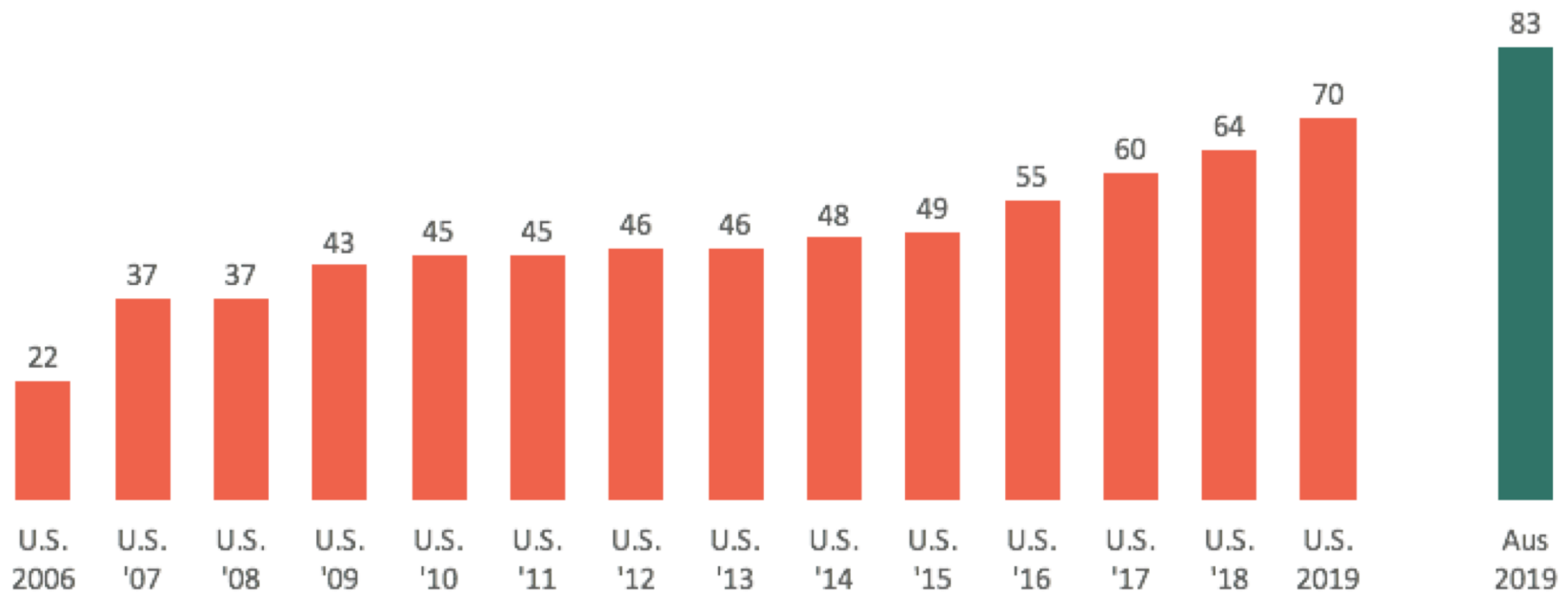
% Aware of Podcasting



# Podcasting Awareness

Total Australian Population 12+

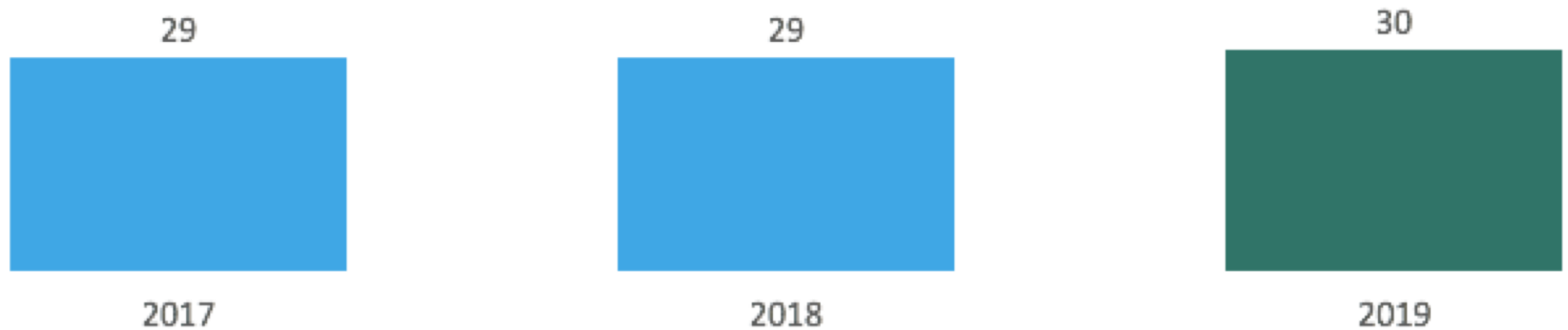
% Aware of Podcasting



# Podcasting Listening

Total Australian Population 12+

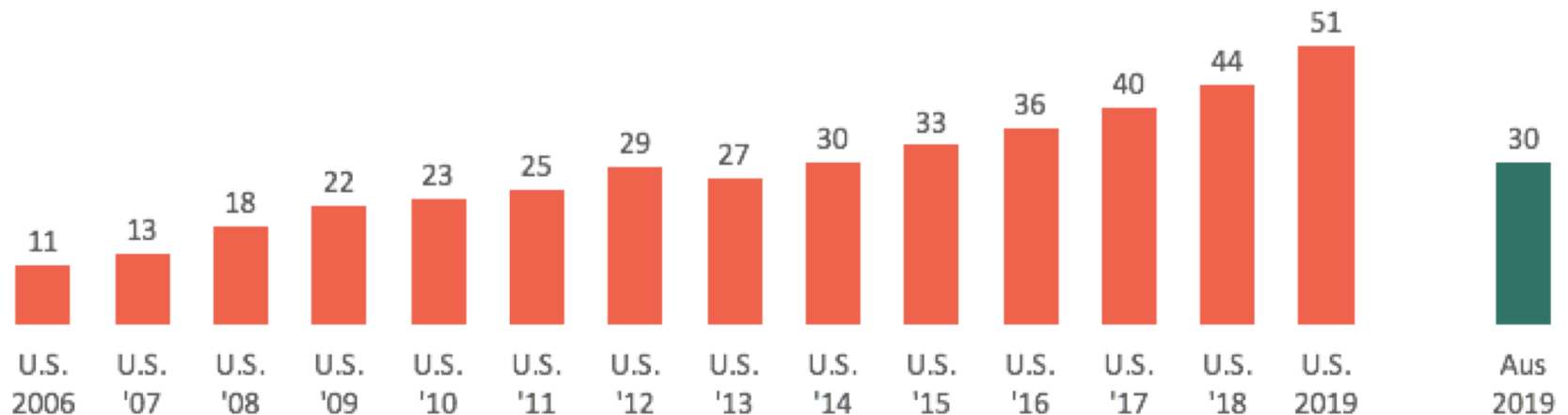
% Ever Listened to a Podcast



# Podcasting Listening

Total Australian Population 12+

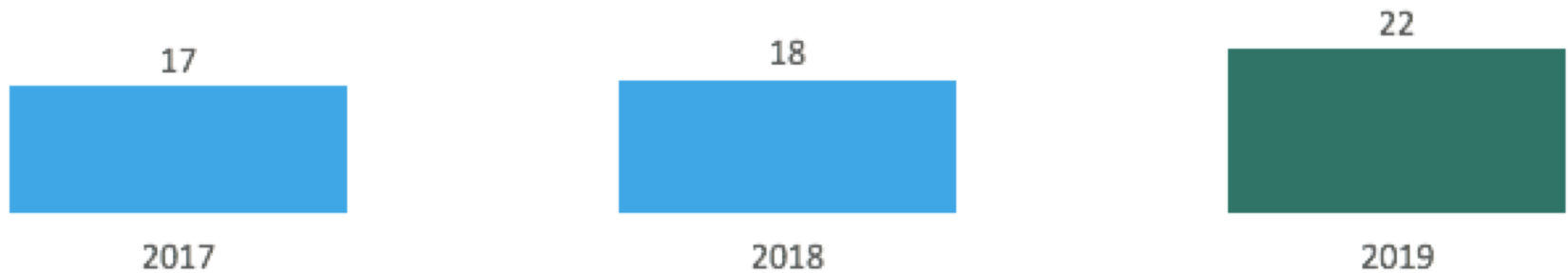
% Ever Listened to a Podcast



# Monthly Podcast Listening

Total Australian Population 12+

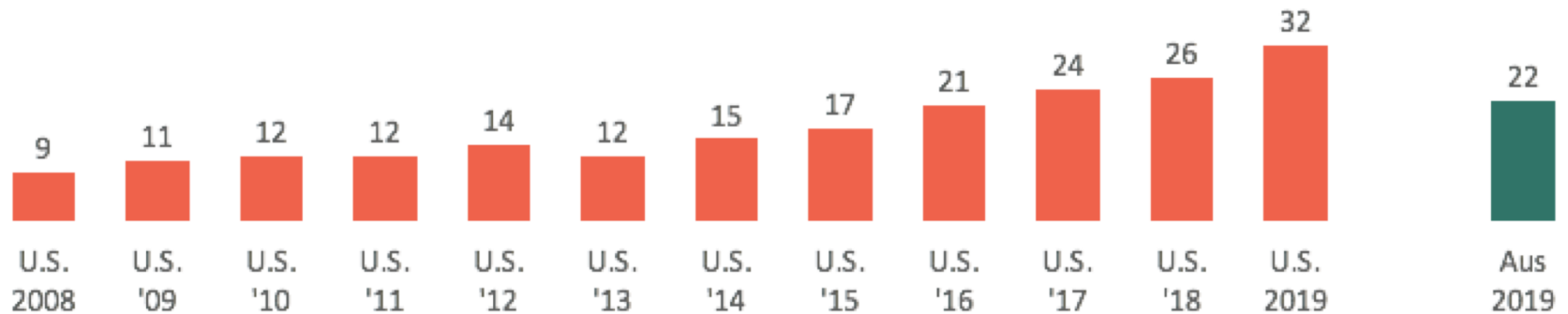
% Listened to a Podcast in the Last Month



# Monthly Podcast Listening

Total Australian Population 12+

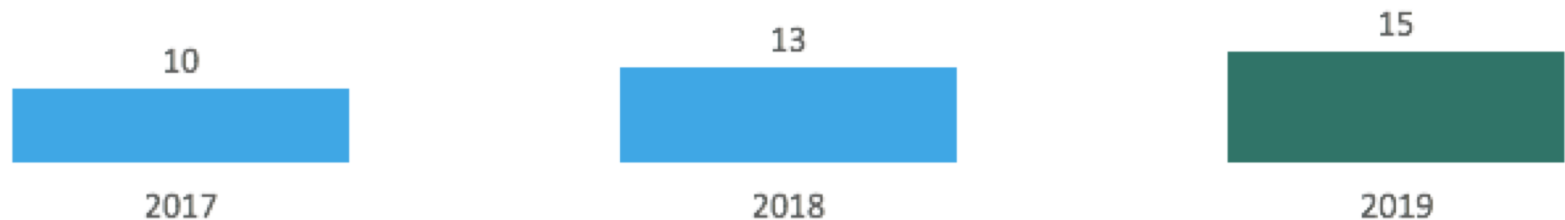
% Listened to a Podcast in the Last Month



# Weekly Podcast Listening

Total Australian Population 12+

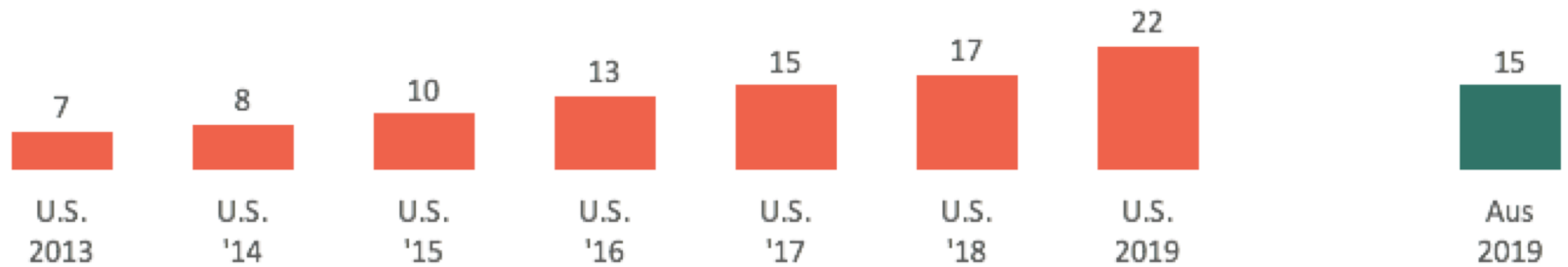
% Listened to a Podcast in the Last Week



# Weekly Podcast Listening

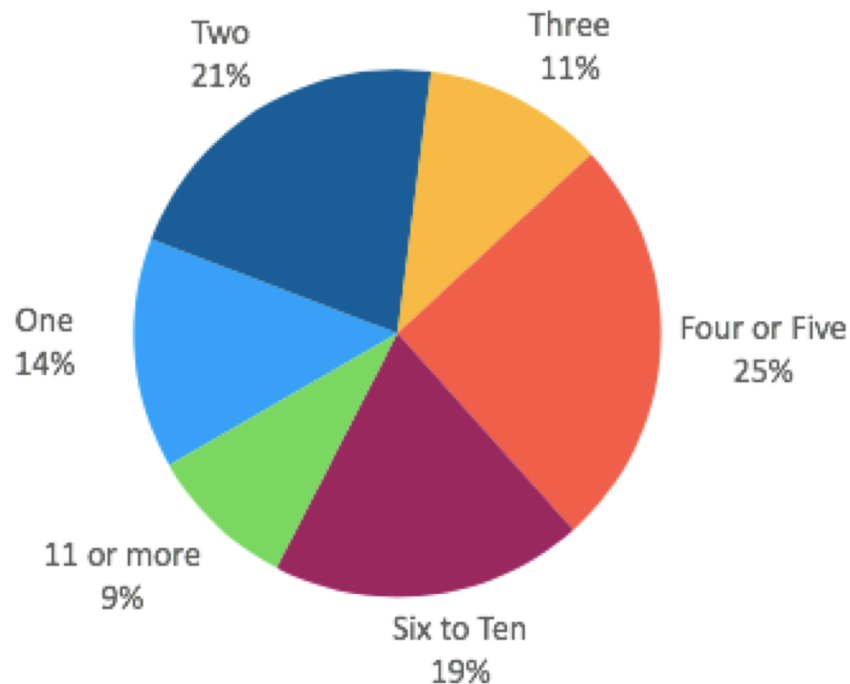
Total Australian Population 12+

% Listened to a Podcast in the Last Week



# Number of Podcasts Listened to in Last Week

Base: Australian 12+ and Listened to podcast in last week; 15%



Australian weekly podcast listeners averaged

## SIX PODCASTS

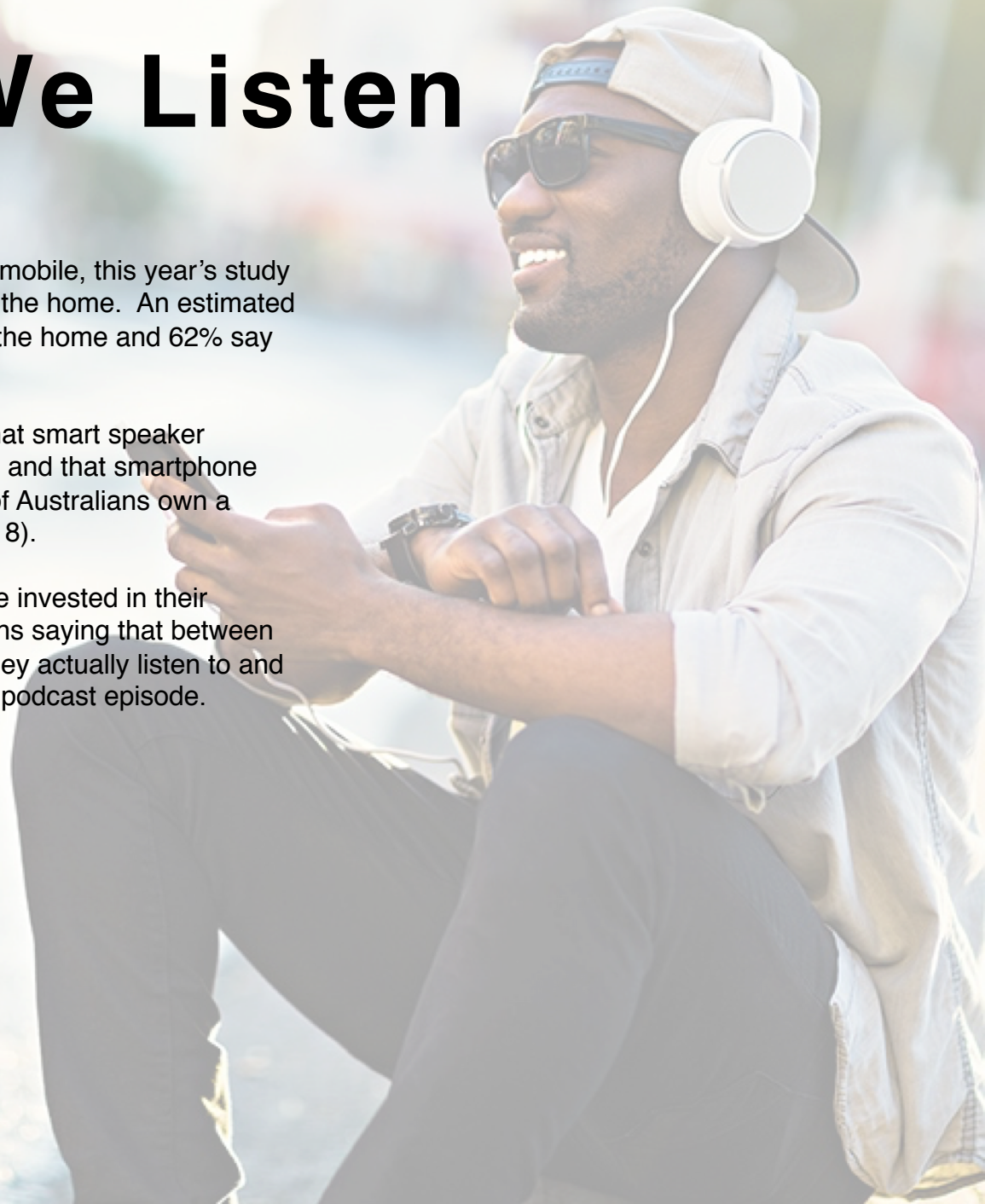
In the last week

# The Way We Listen

Although the world is becoming increasingly mobile, this year's study shows that most podcast listening is done in the home. An estimated 82% of listening done in Australia is done in the home and 62% say that they listen at home most often.

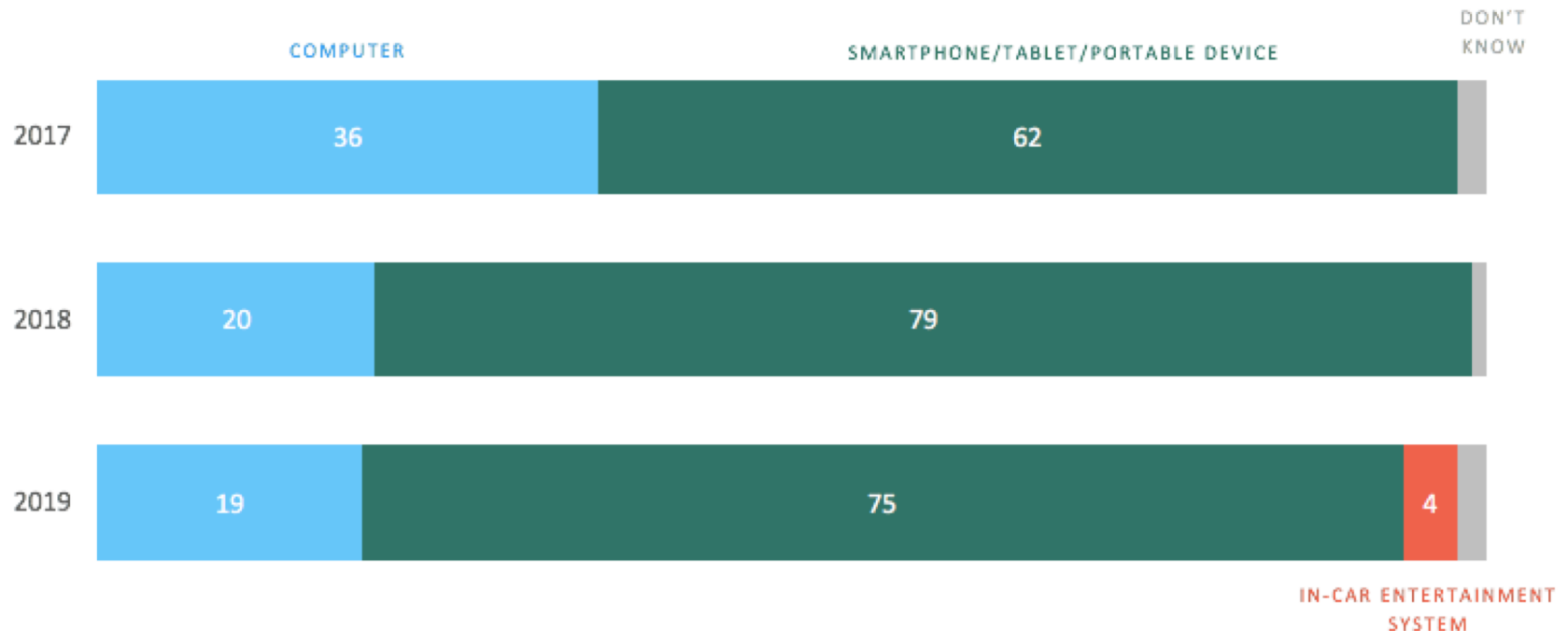
This behavior may be attributed to the fact that smart speaker awareness and ownership increased in 2019 and that smartphone ownership decreased slightly in 2019 (89% of Australians own a smartphone in 2019 compared to 90% in 2018).

This year's study showed that Australians are invested in their podcasts with an estimated 74% of Australians saying that between 76%-100% of the podcasts they download they actually listen to and 52% of Australians are listening to the entire podcast episode.



# Device Used Most Often to Listen to Podcasts

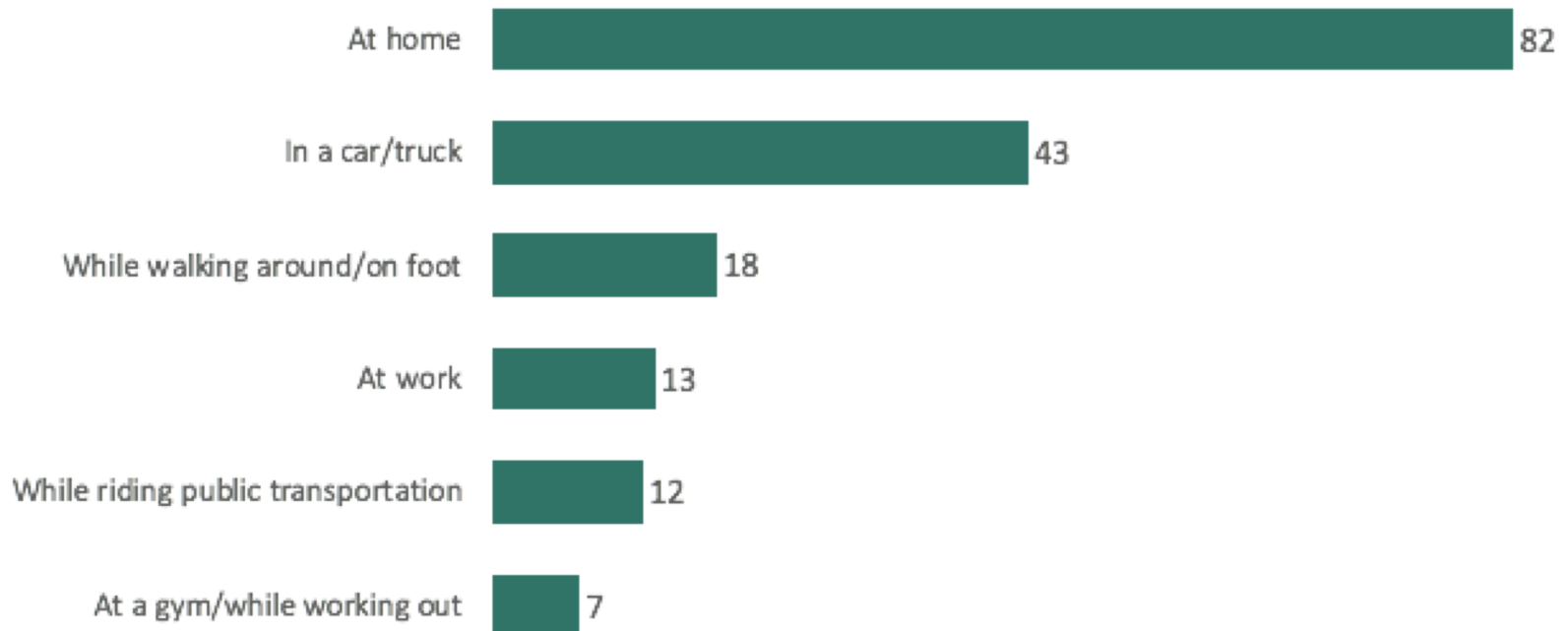
Base: Australians 12+ and Ever Listened to a podcast; 30%



# Podcast Listening Locations

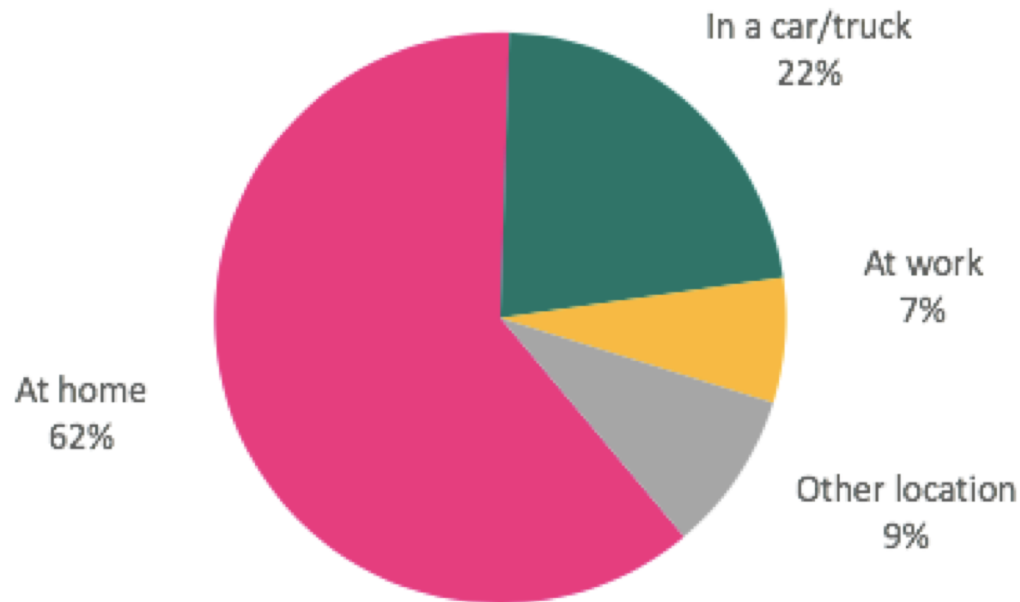
Base: Australian 12+ and Ever Listened to a podcast; 30%

% Listened to a podcast in location



# Locations Where Podcasts are Listened to Most Often

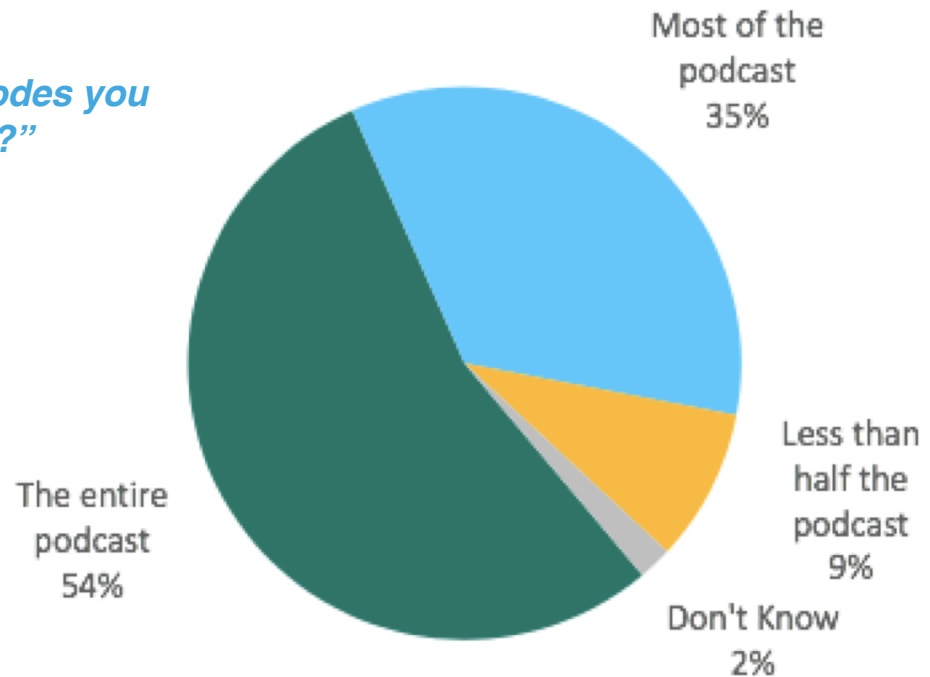
Base: Australian 12+ and ever listened to a podcast; 30%



# Amount of Podcast Episode Listened to

Base: Australian 12+ and ever listened to a podcast; 30%

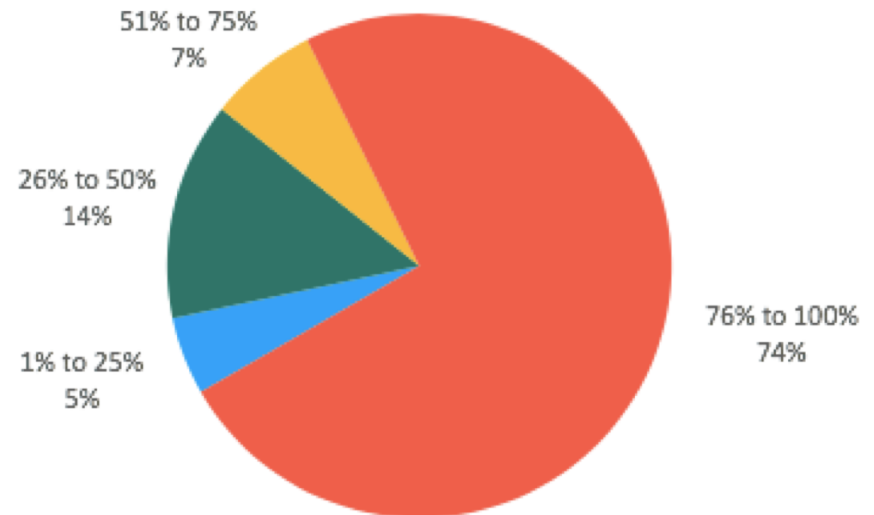
*“Think about the audio podcast episodes you listen to. Do you typically listen to...?”*



# Percent of Podcasts Downloaded and Listened to

Base: Australian 12+ and EVER DOWNLOAD PODCASTS TO LISTEN LATER; 15%

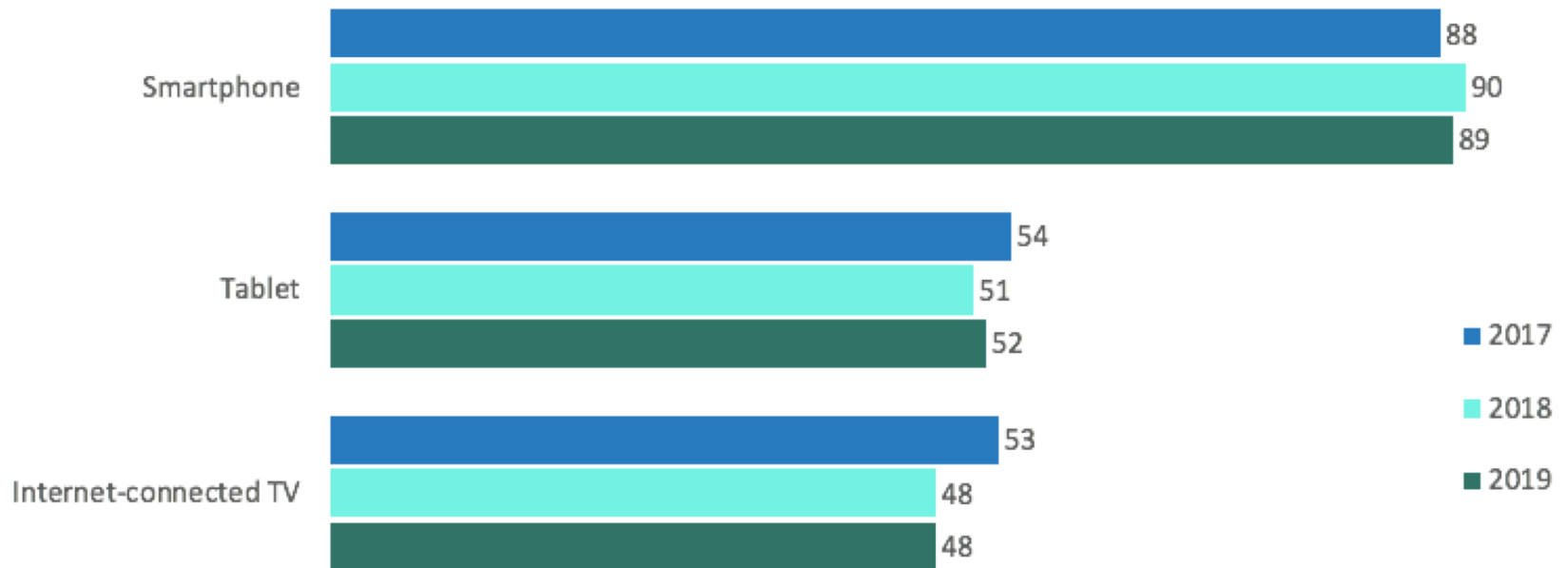
*“What percent of all the podcasts you download, out of 100 percent, would you say you typically listen to?”*



# Device Ownership

Total Australian Population 12+

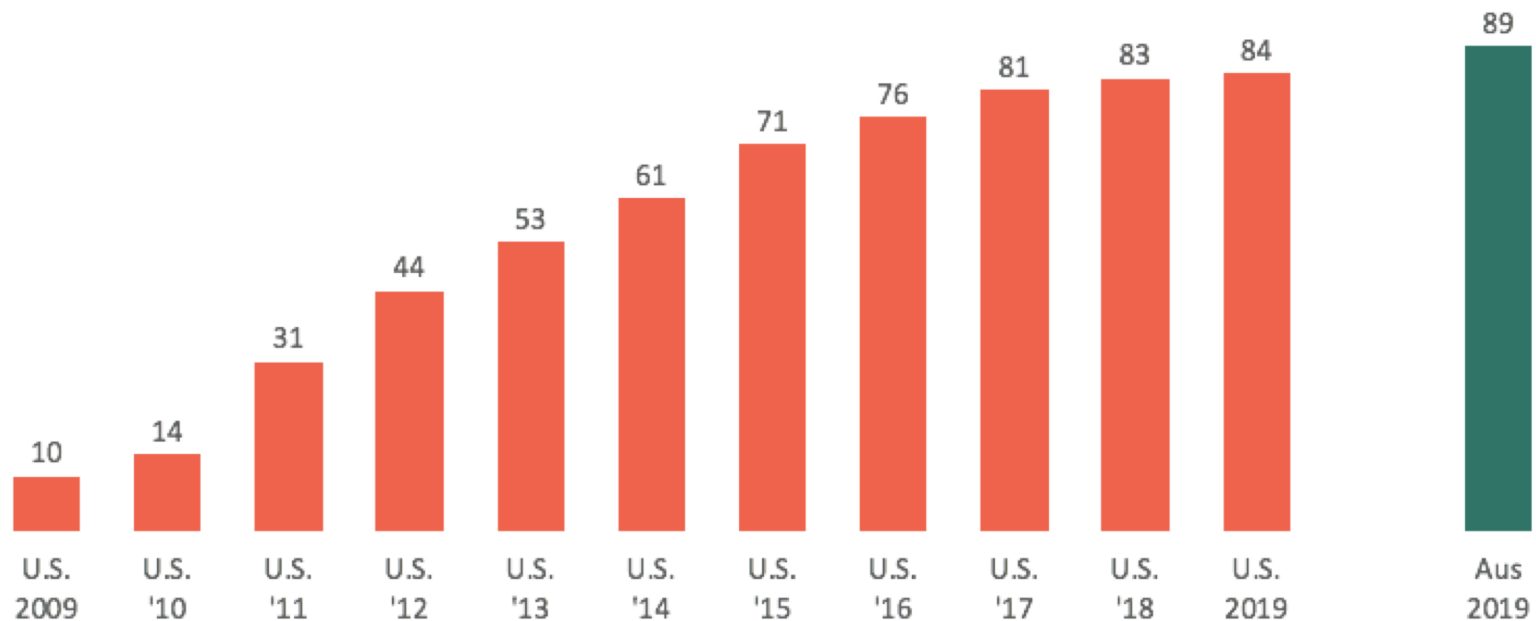
% Owning Device



# Smartphone Ownership

Total Australian Population 12+

% Owning a Smartphone



# Smart Speaker Awareness

Total Australian Population 12+

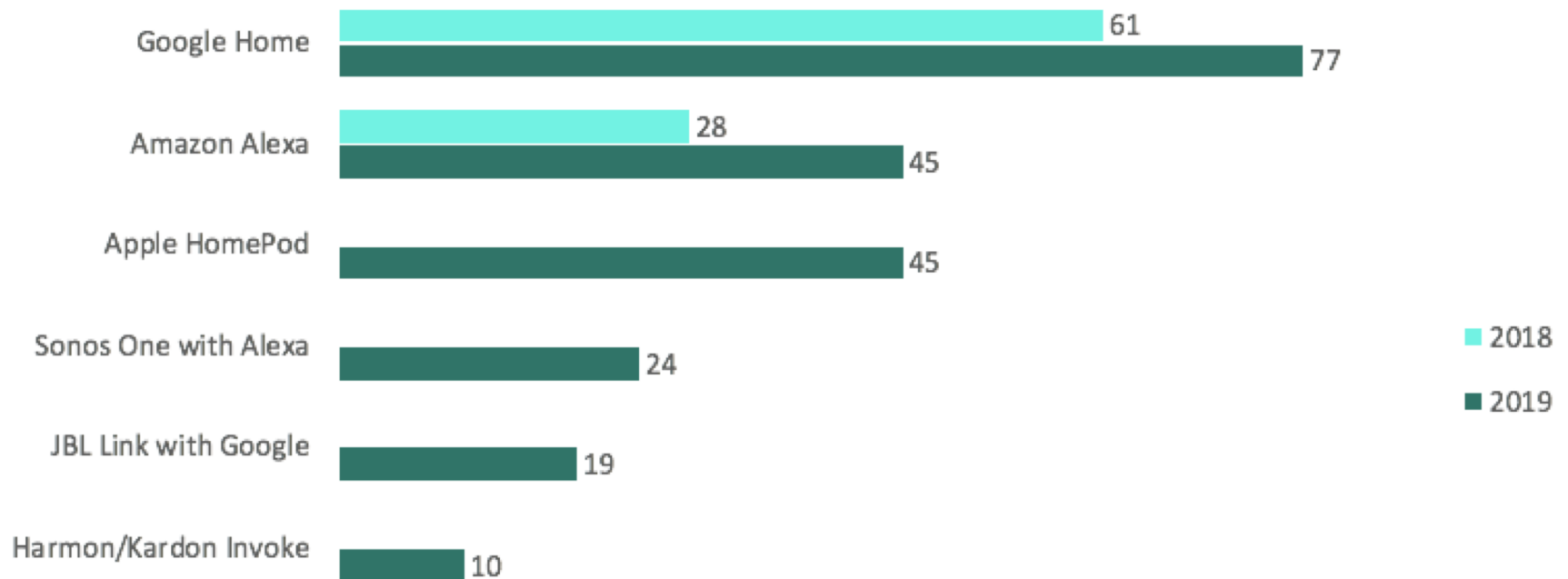
% Aware of Any Smart Speaker Brand



# Smart Speaker Awareness

Total Australian Population 12+

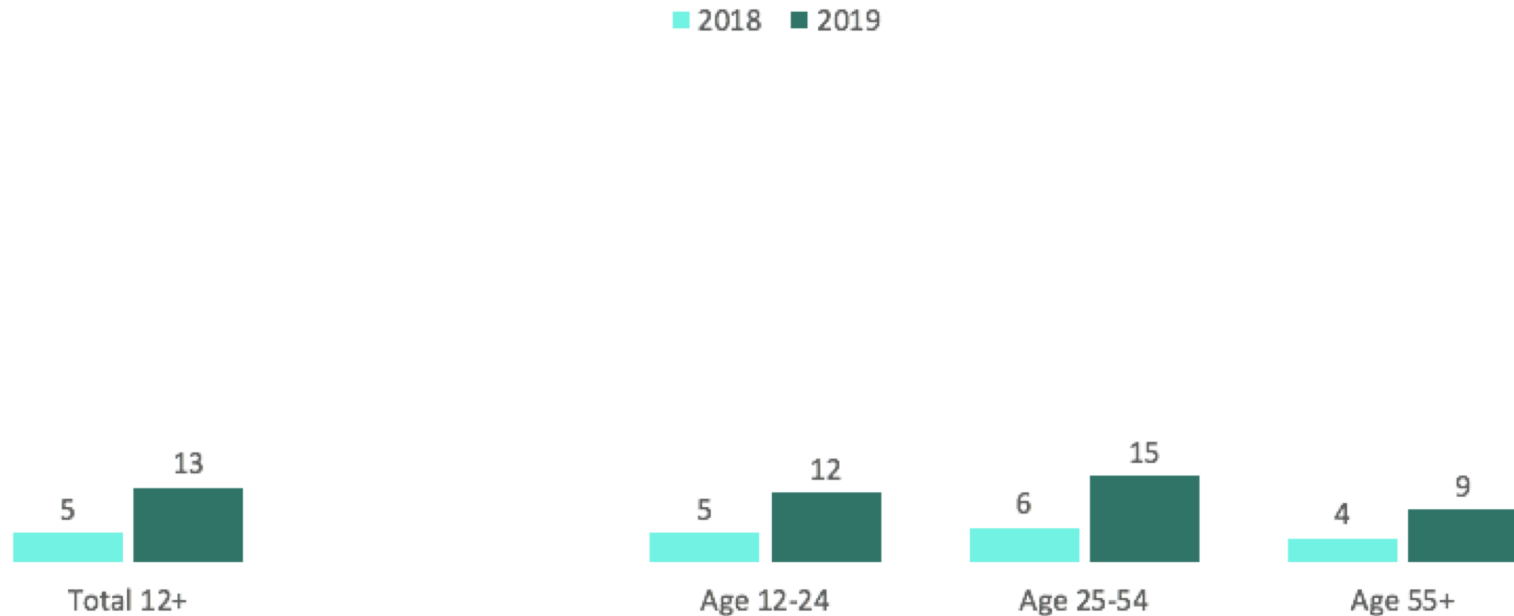
% Aware of Smart Speaker Brand



# Smart Speaker Ownership

Total Australian Population 12+

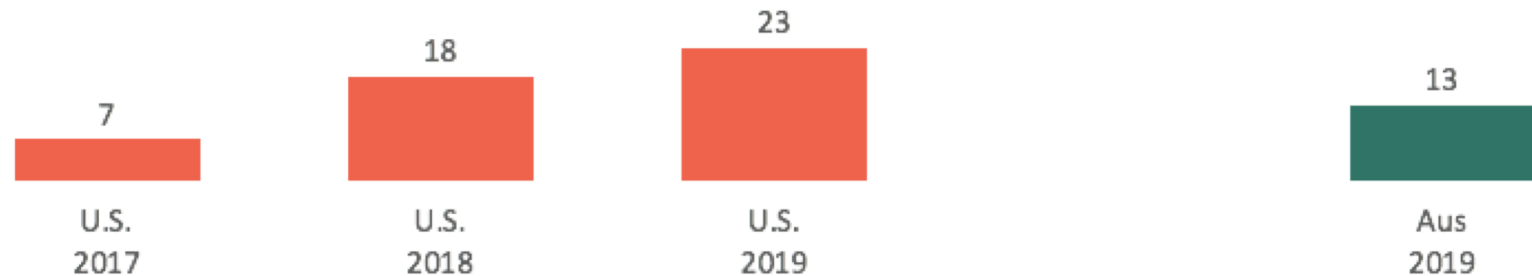
% Owning a Smart Speaker



# Smart Speaker Ownership

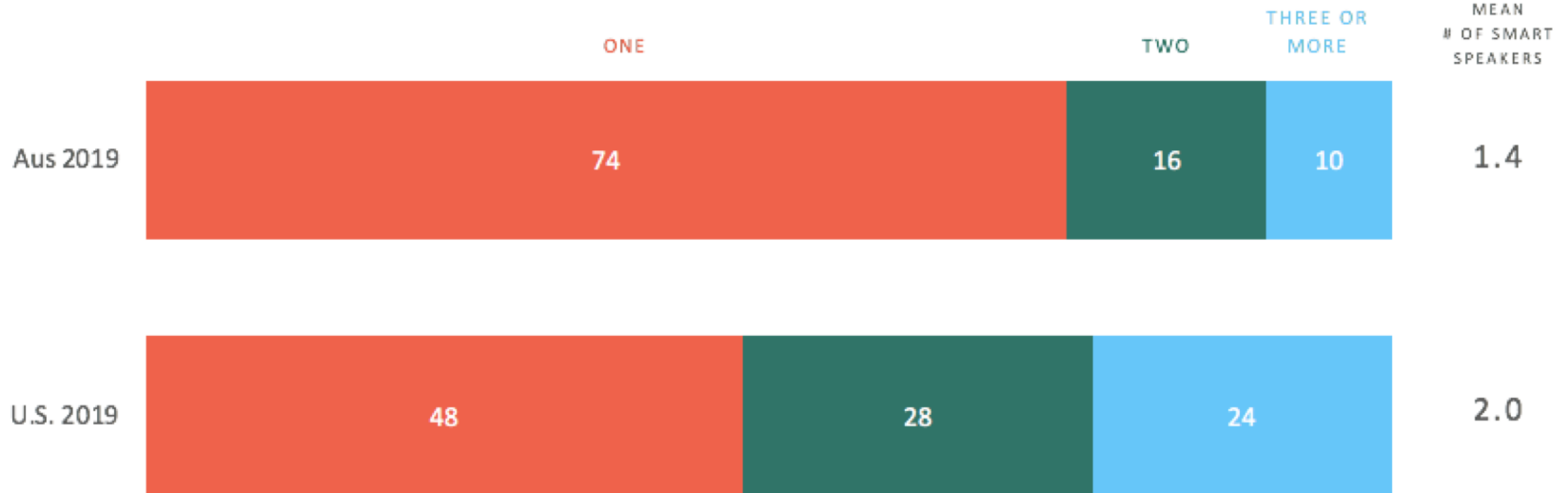
Total Australian Population 12+

% Owning a Smart Speaker



# Number of Smart Speakers in Household

Base: Age 12+ Smart Speaker Owners



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