

# PODCAST REPORT IN JAPAN

## Survey of Podcast Usage in Japan #5

2025/03



朝日新聞





# ABOUT

## About this Study

The “PODCAST REPORT IN JAPAN - Survey of Podcast Usage in Japan” is a joint survey conducted by Otonal Inc. and The Asahi Shimbun Company to deepen understanding of the usage and listeners of podcasts in Japan. This is the fifth time the survey has been conducted.

The survey was conducted with 10,000 respondents aged 15-69 in Japan and 800 daily podcast listeners selected by demographic breakdown.

We hope that this report will help to deepen our understanding of podcast listeners in Japan and contribute to the further development of audio content in Japan.



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# Survey Overview

- **Screening Sample: 10,000 people**
- **Surveyed Sample: 800 people who listen to podcasts more than once a month.**

## Survey Details

Survey Area		Japan
Survey Method		Internet survey
Survey Period		2024/12/6-2024/12/7
Screening Survey	Survey Group	Males and females aged 15-69 (Weighted-back tabulation was conducted according to the population composition)
	Sample Size	10,000ss
Surveyed Sample	Survey Group	Males and females aged 15-69 (Weighted-back tabulations were conducted according to population composition) Those who usually listen to podcasts at least once a month
	Sample Size	800ss
Survey Planners		Otonal Inc., The Asahi Shimbun Company
Survey Organization		Rakuten Insight

\*The figures in the composition ratios are rounded to the first decimal place, so the total of these figures may not necessarily equal the total number.

**When using the survey results and graphs in this release, please be sure to mention that they were researched by Otonal Inc. and The Asahi Shimbun Company.**

# Report Summary

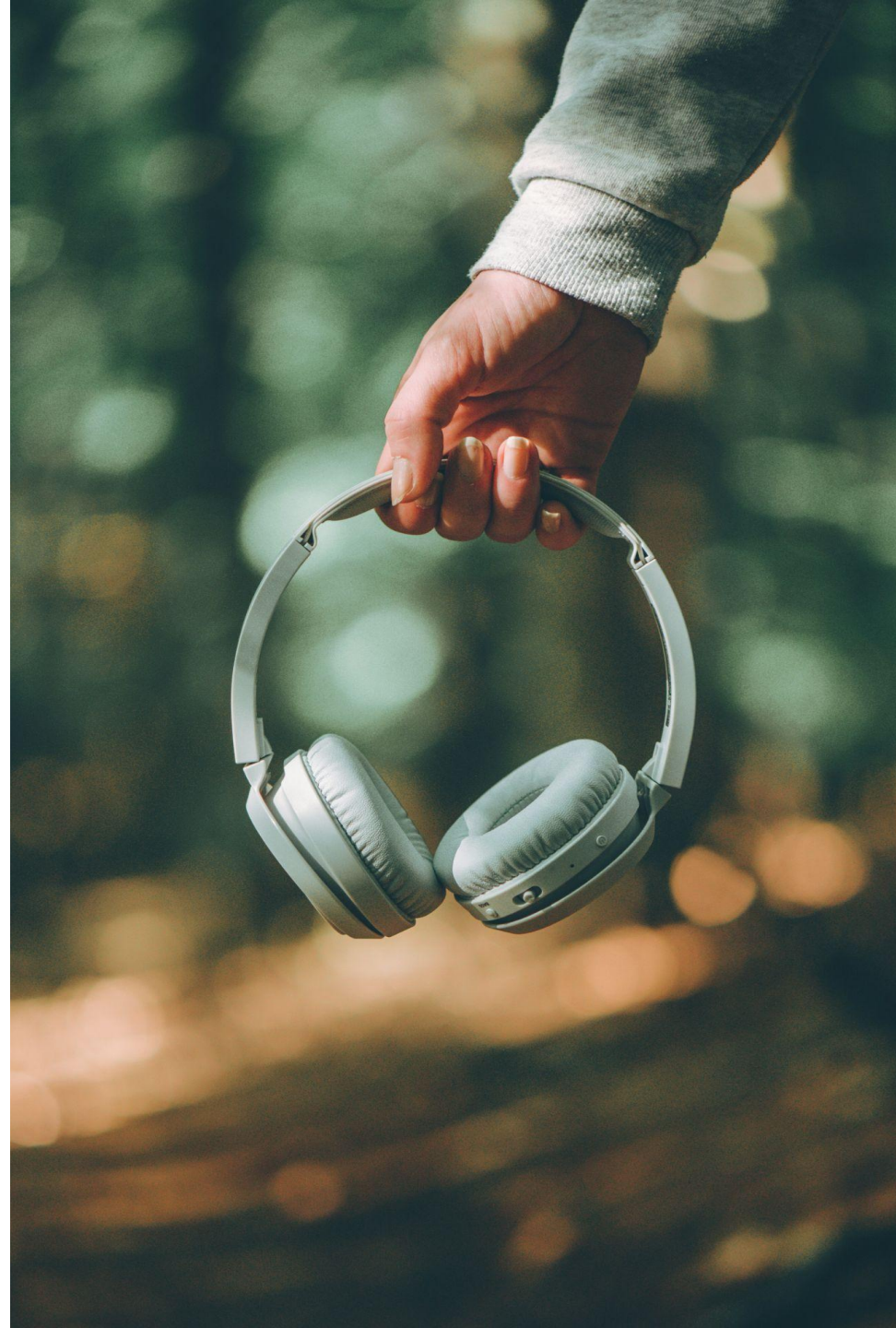
## Key Takeaways From Survey

- Podcast usage is 17.2%, with a steady increase in usage from the previous year. The usage rate is high among young people, with 34.0% of all listeners in the 15-19 age group and 27.3% of listeners in their 20s.
- Podcast usage is second only to TikTok and exceeds Facebook for all ages.
- Podcast listeners are more likely to participate in elections compared to non-listeners.
- About 50% of all podcast listeners frequently listen to programs under 30 minutes. About 40% of 15-19 year olds frequently listen to programs under 20 minutes.
- YouTube is the #1 podcast listening platform, and Spotify is #2.
- Of podcast listeners, 30.7% have experienced watching a video podcast.
- More than 50% of podcast listeners have searched for, purchased or visited a product, place or service they listened to on a podcast.
- Compared across seven media, including YouTube and TV, podcasts have the highest percentage of Gen Z (15-29) listeners, especially among those in their 20s, surpassing TikTok.



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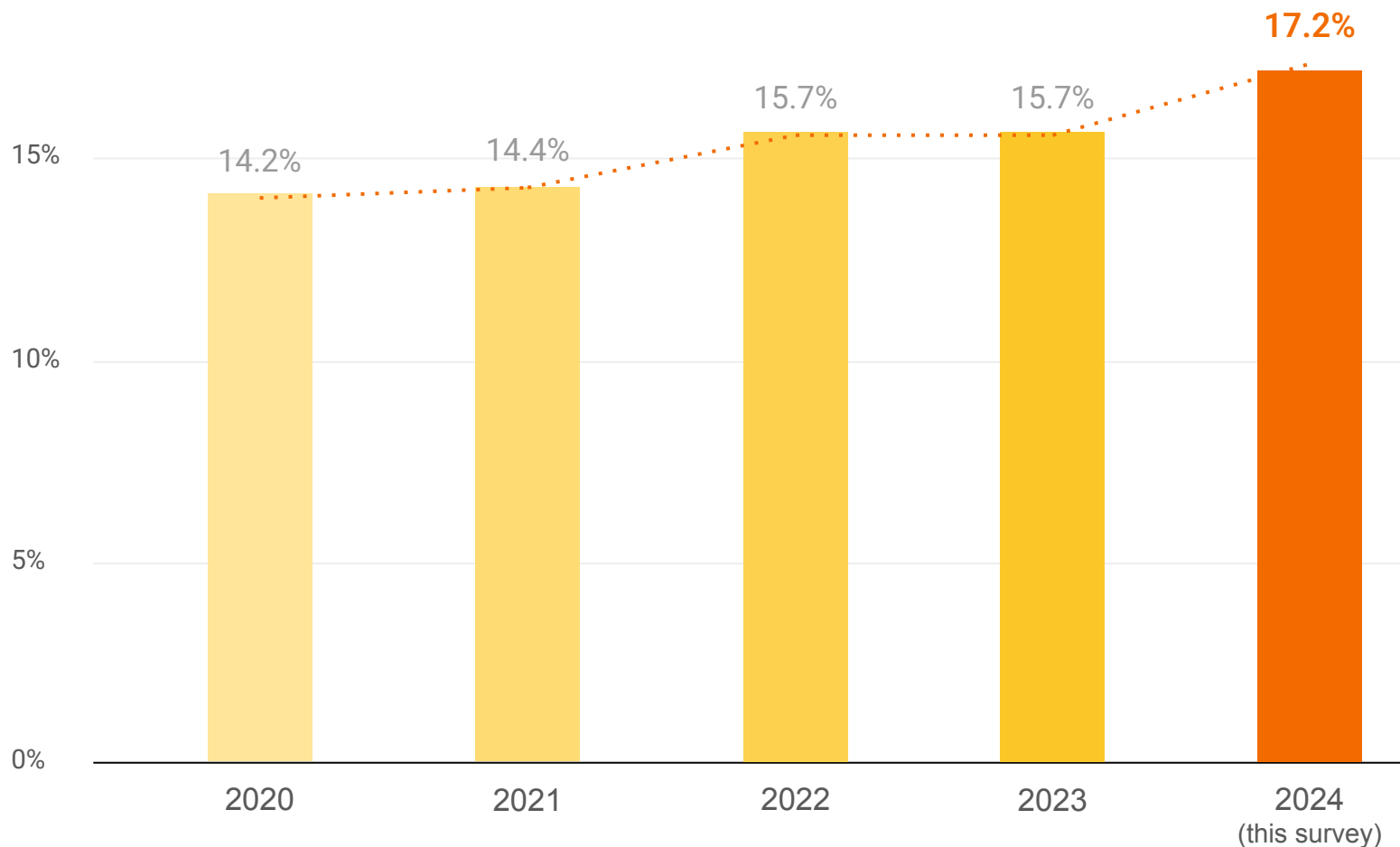


# 01. Podcast Listener Attributes and Characteristics

Percentage of podcast listeners, demographics,  
and interests in Japan

# Domestic Podcast Listening Ratio

Podcast listening, which was 14.2% in the 2020 survey, has grown slightly each year. In 2024, 17.2% of respondents listened to podcasts at least once a month.

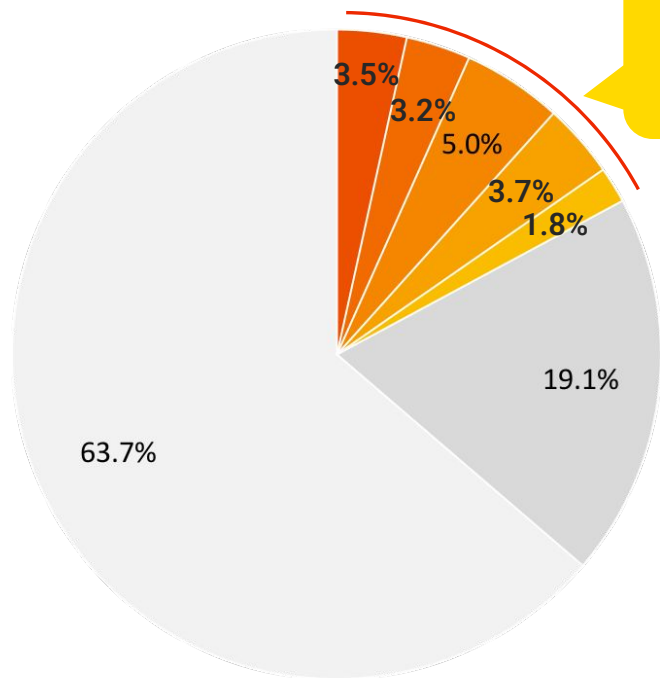


Podcast listeners = Someone who listen to podcasts at least once a month

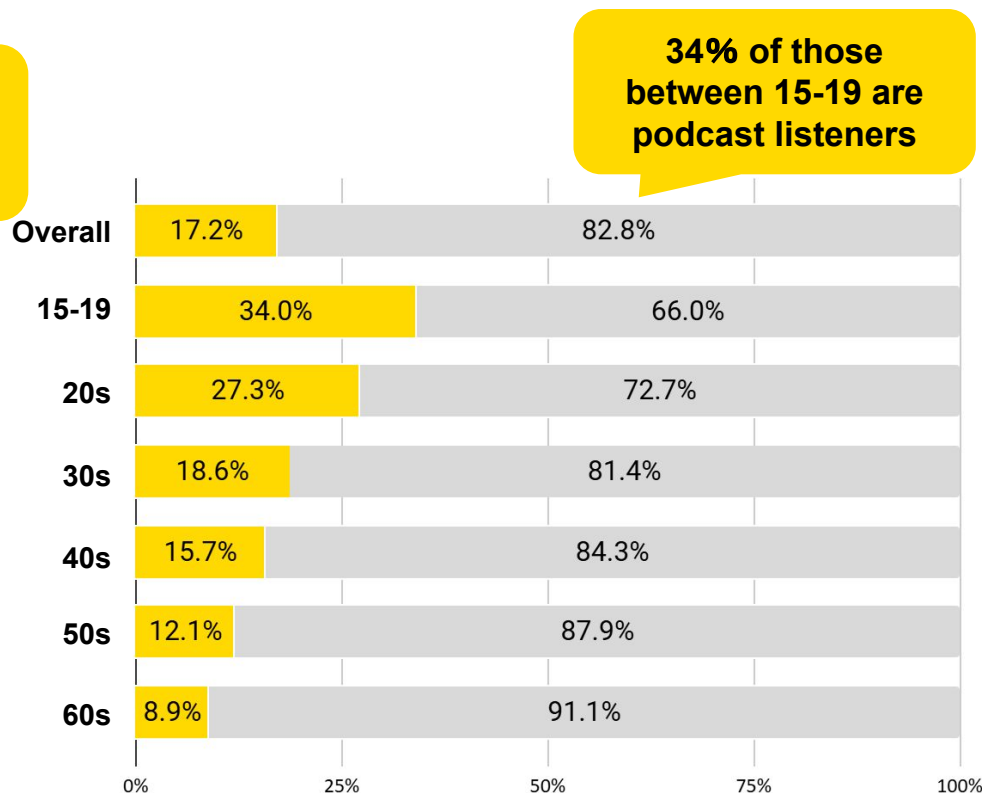
# Japan Podcast Listening Statistics

Monthly podcast listeners account for 17.2% of the internet using population. In particular, one-third of 15-19 year olds and one-quarter of those in their 20s are podcast listeners.

## Podcast Listening Frequency (n=10,000:15-69 years-old)



## Age Groups for Podcast Listening (n=10,000:15-69 years-old)



Podcast listener = Someone who listens more than once a month

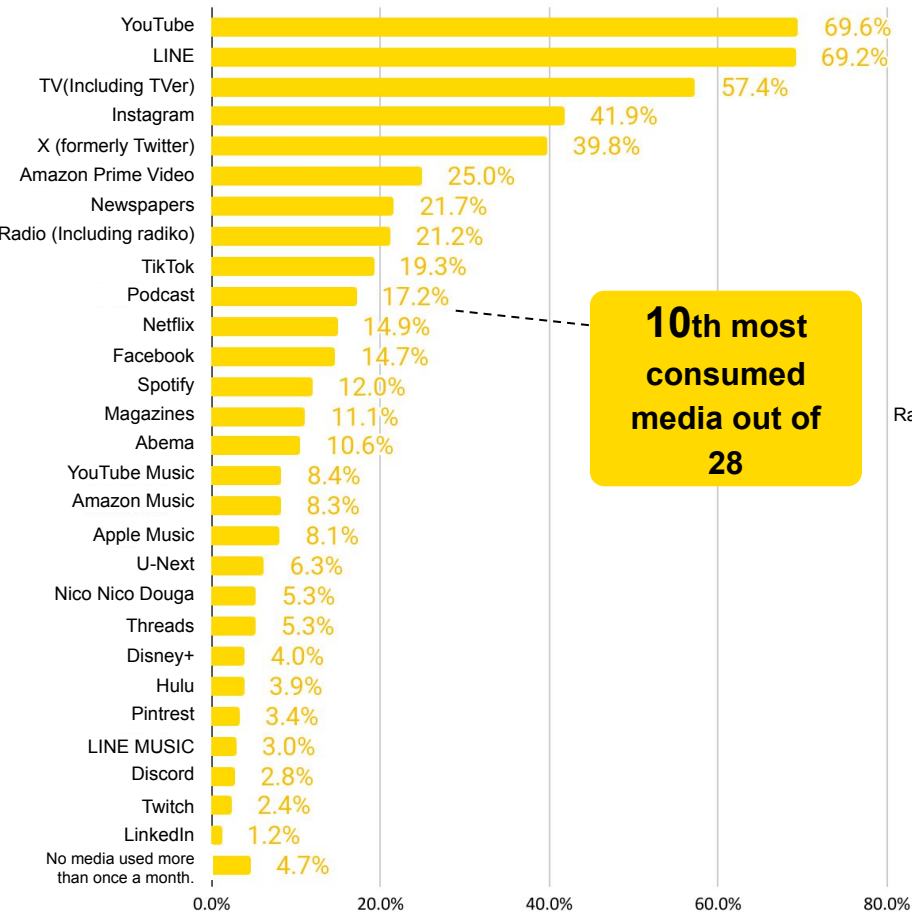


# Usage Comparison Between Other Media

Podcast usage is second only to TikTok and higher than Netflix and Facebook. For 15-29 year olds only, it is higher than Amazon Prime Video, radio, and newspapers.

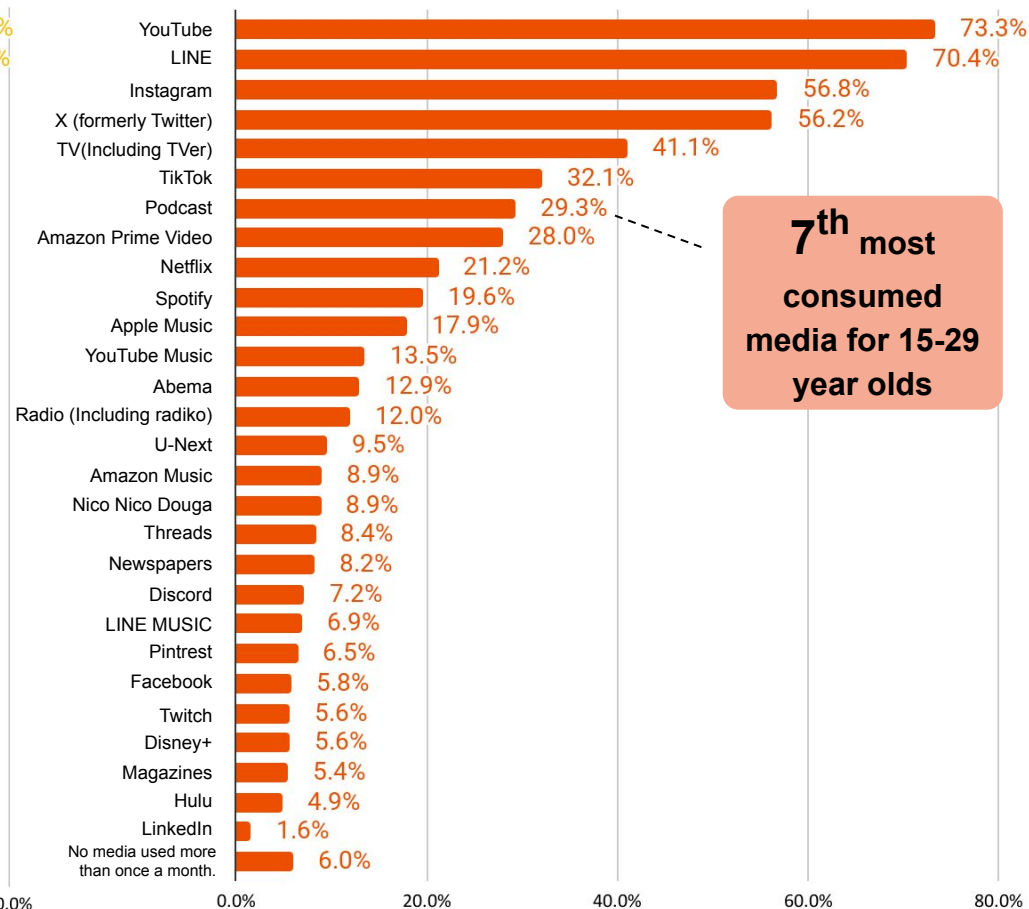
## 【All Age Groups】Monthly Used Media (Twice or more)

(n=10,000, multiple choice)



## 【15-29】Monthly Used Media (Twice or more)

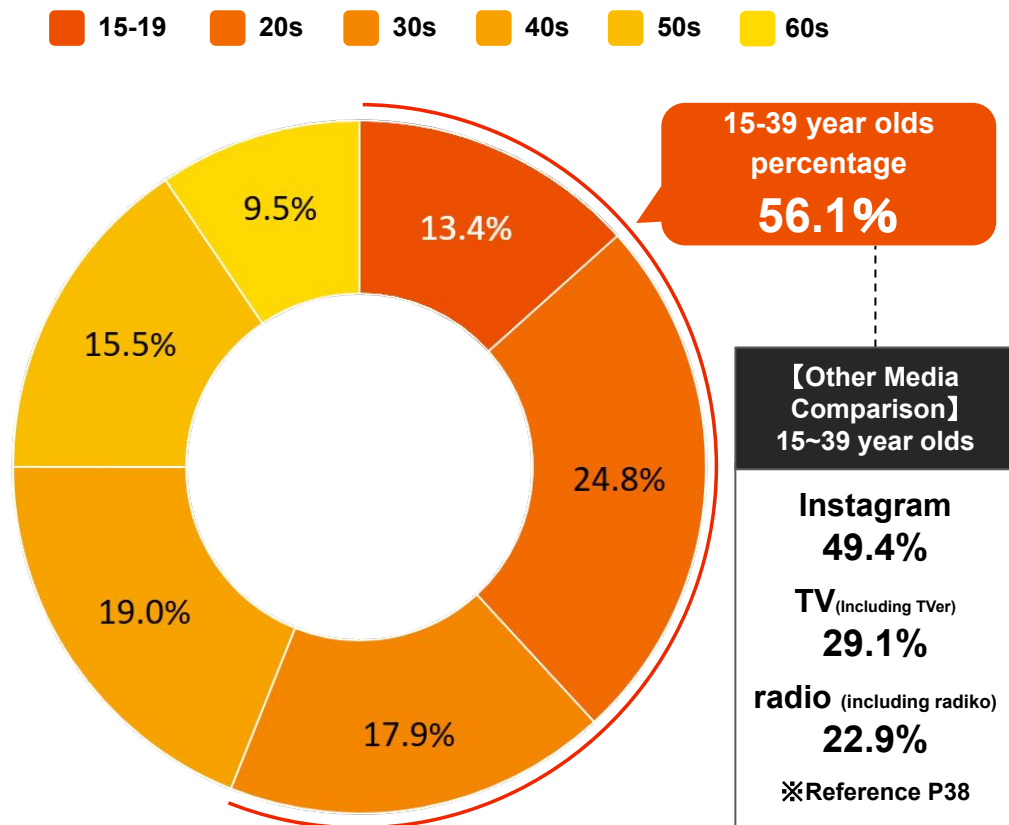
(n=2,228, multiple choice)



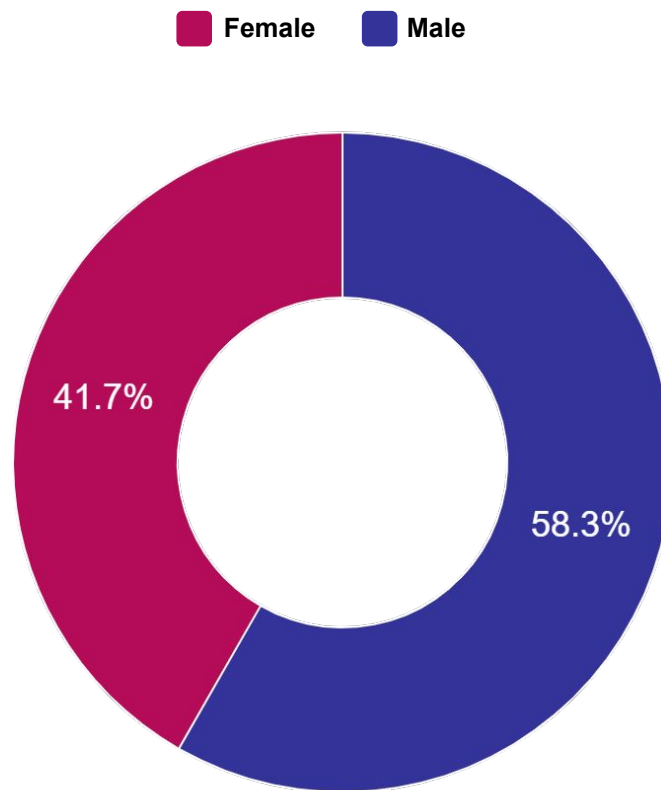
# Age and Gender for Podcast Listeners

Among podcast listeners, 38.2% are 15-29 years old and 56.1% are 15-39 years old. The user base is younger than that of Instagram, TV, and radio. In terms of gender, males are the majority.

Podcast Listener Age (n=1,721)



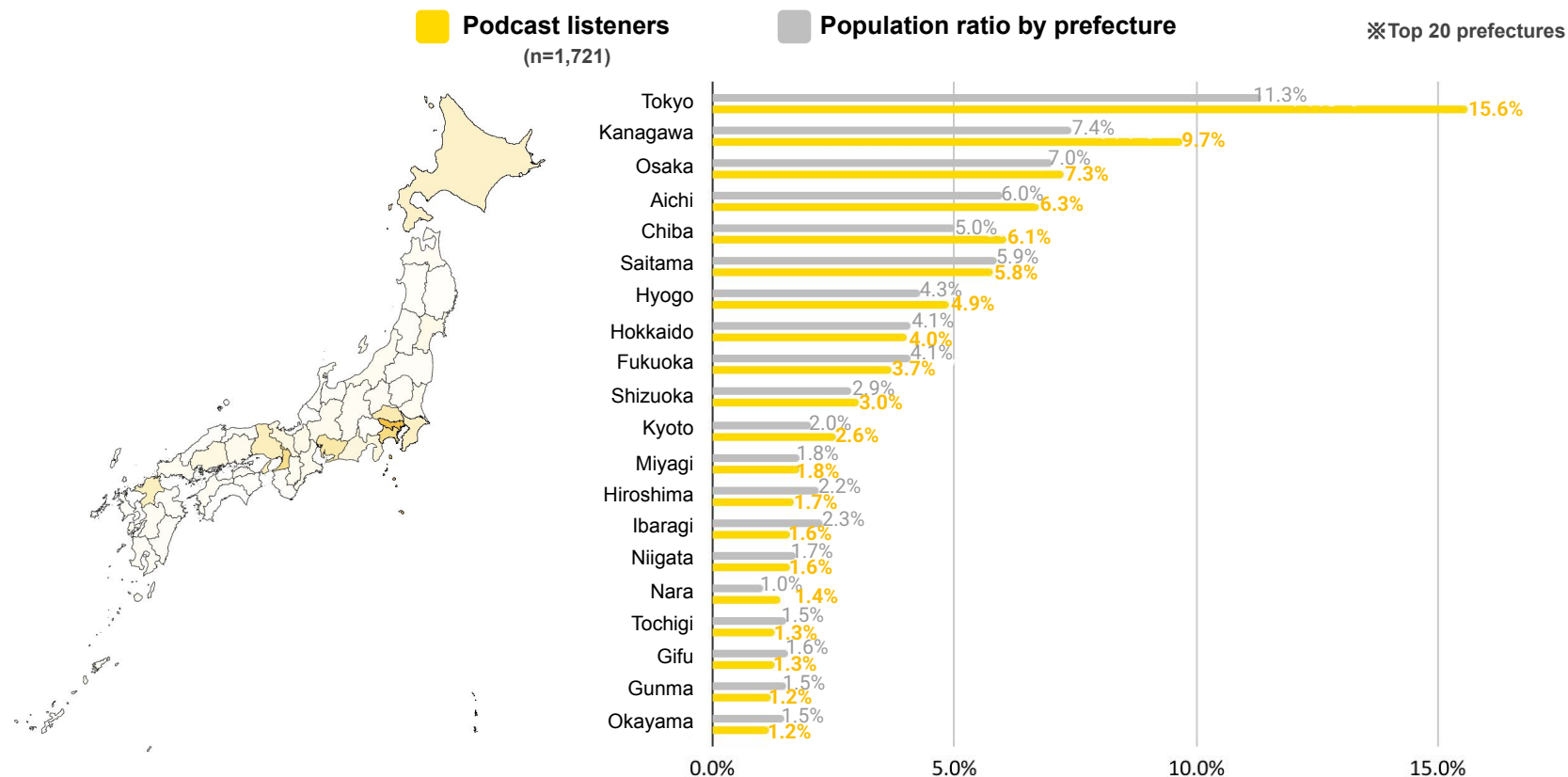
Podcast Listener Gender (n=1,721)



# Prefecture of Podcast Listeners

The ratio of podcast listeners by prefecture shows a tendency for listeners to be concentrated in metropolitan areas when compared to the population ratio of each prefecture. The ratio of podcast listeners by prefecture shows a tendency for listeners to be concentrated in large urban areas when compared to the population ratio of each prefecture.

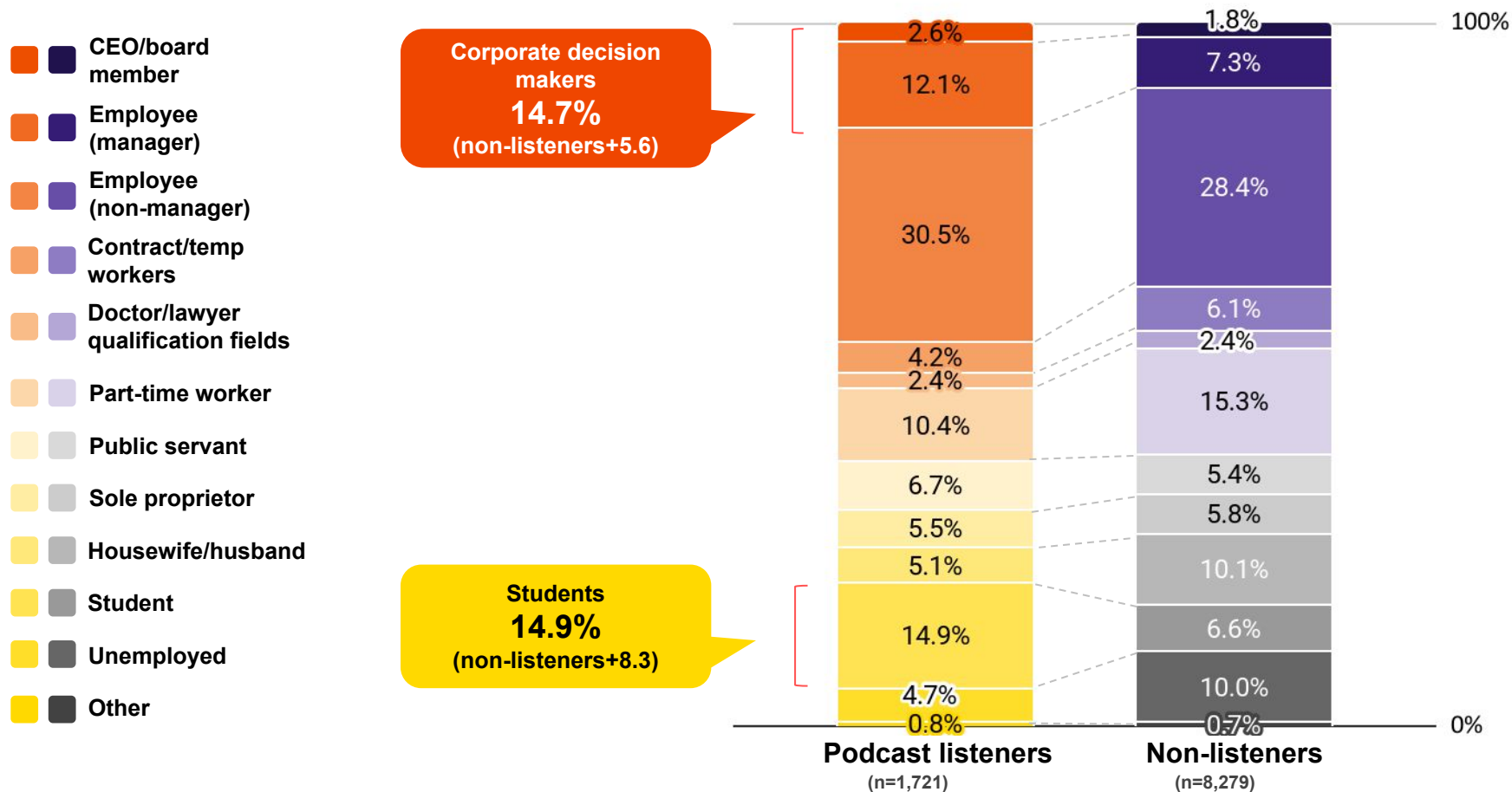
## Percentage of Podcast Listeners by Prefecture (n=1,721)



# Occupation of Podcast Listeners

Podcast listeners were 5.6 points more likely than non-listeners to be decision makers in companies, such as managers/directors and company employees (managers), and 8.3 points more likely than non-listeners to be students.

## Occupation

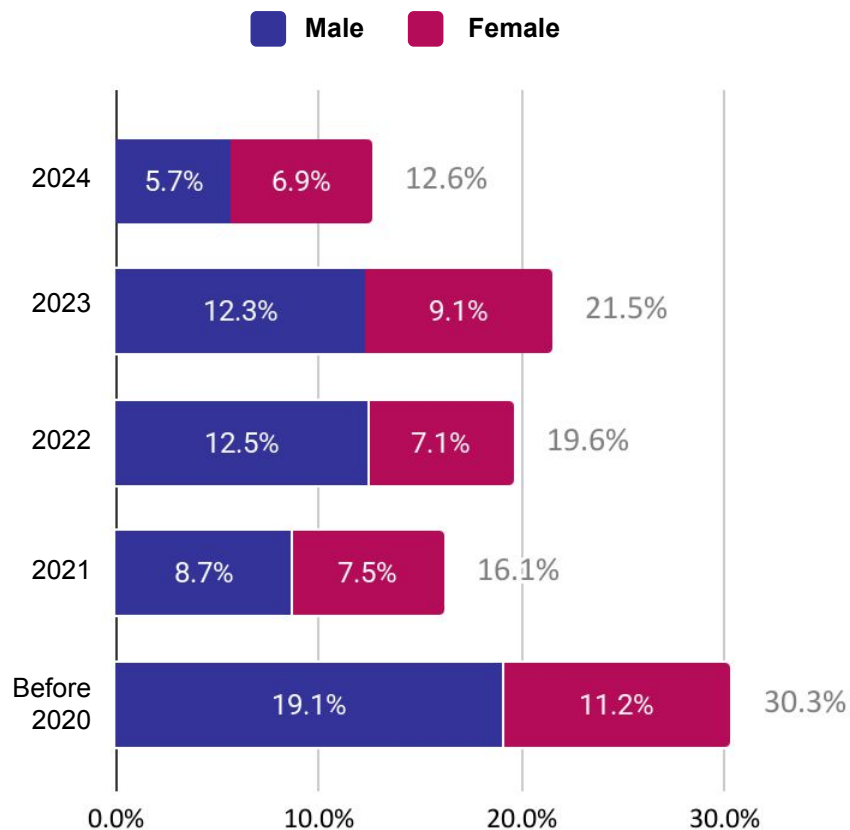




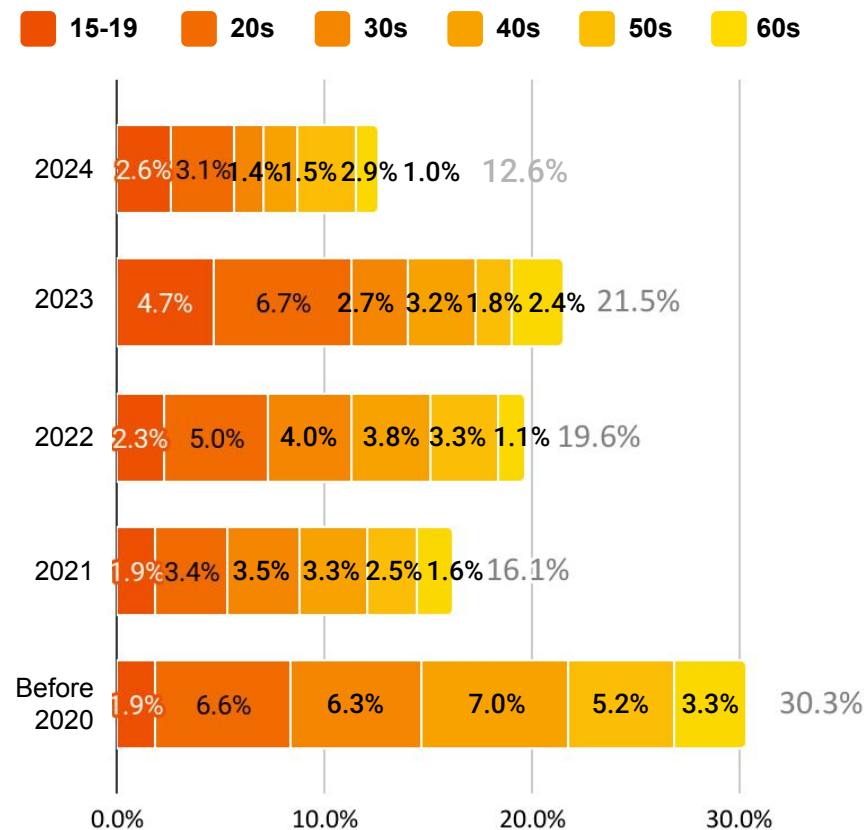
# First Podcast Listening Period

New listeners who began listening to podcasts in 2023-2024 had a higher percentage of younger listeners (15-29 years old) in terms of when they started listening to podcasts.

Gender Comparison for First Listening Period (n=800)



Age Comparison for First Listening Period (n=800)

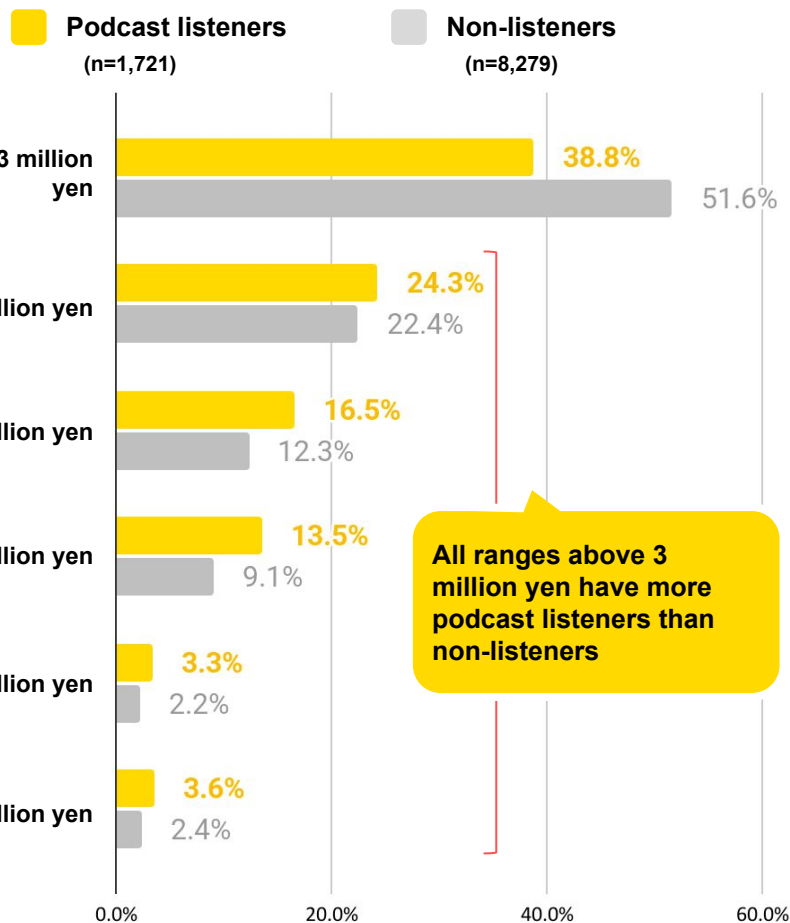


Podcast listener = Someone who listens more than once a month

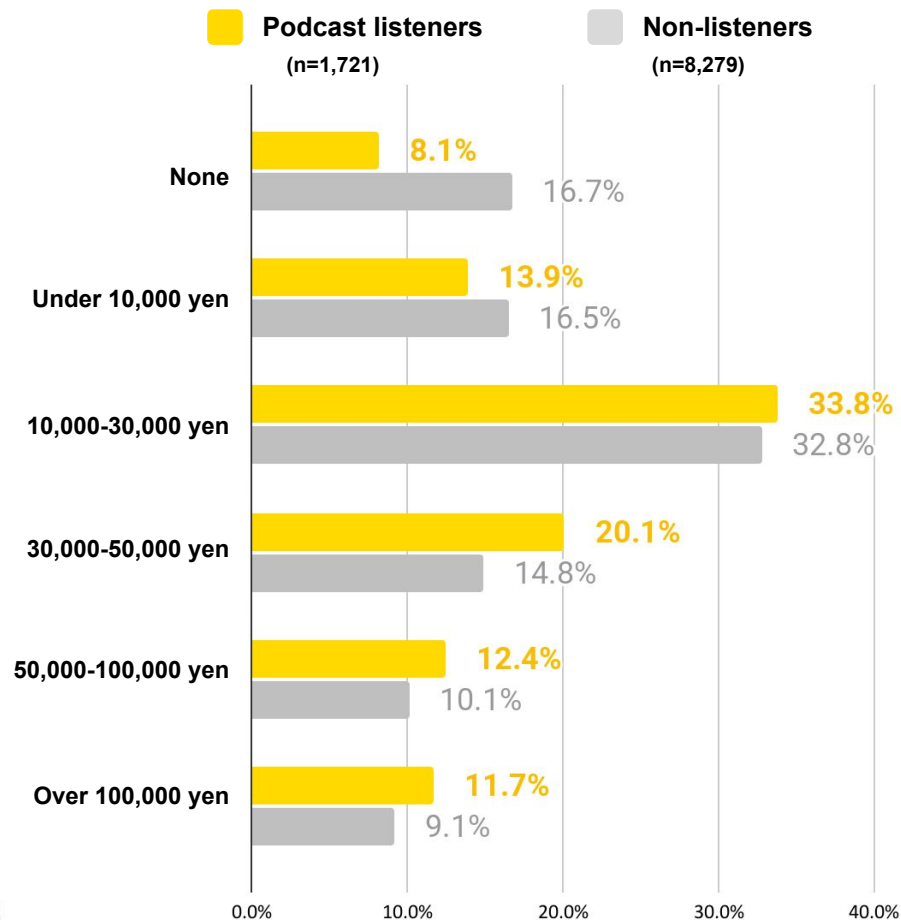
# Podcast Listener Disposable Income

Podcast listeners generally have higher annual incomes and more disposable income than non-listeners. It can be said that those who can afford to spend more are listening to podcasts.

## Income



## Freely Usable Money Monthly



# Podcast Listener Information Sensitivity

Podcast listeners outperform non-listeners on all questions related to information sensitivity. Podcast listeners are more proactive about information and more information literate.

## Information Sensitivity



Podcast listeners

(n=1,721)



Non-listeners

(n=8,279)

I'm the kind of person who actively researches things that interest me.

77.9%

68.4%

When I research something, I compare multiple articles and information.

72.9%

63.7%

I try to judge whether information on social media is factual or personal opinion.

64.9%

51.9%

I try to be open to opinions that differ from my own.

59.2%

43.5%

I adopt new products and services faster than others.

42.2%

14.2%

People often ask me about new trends.

31.8%

10.9%

• They are quick to adopt new products and services.  
• Scores were more than three times higher than non-listeners in the two categories regarding being asked about the newest trends.

0.0%

20.0%

40.0%

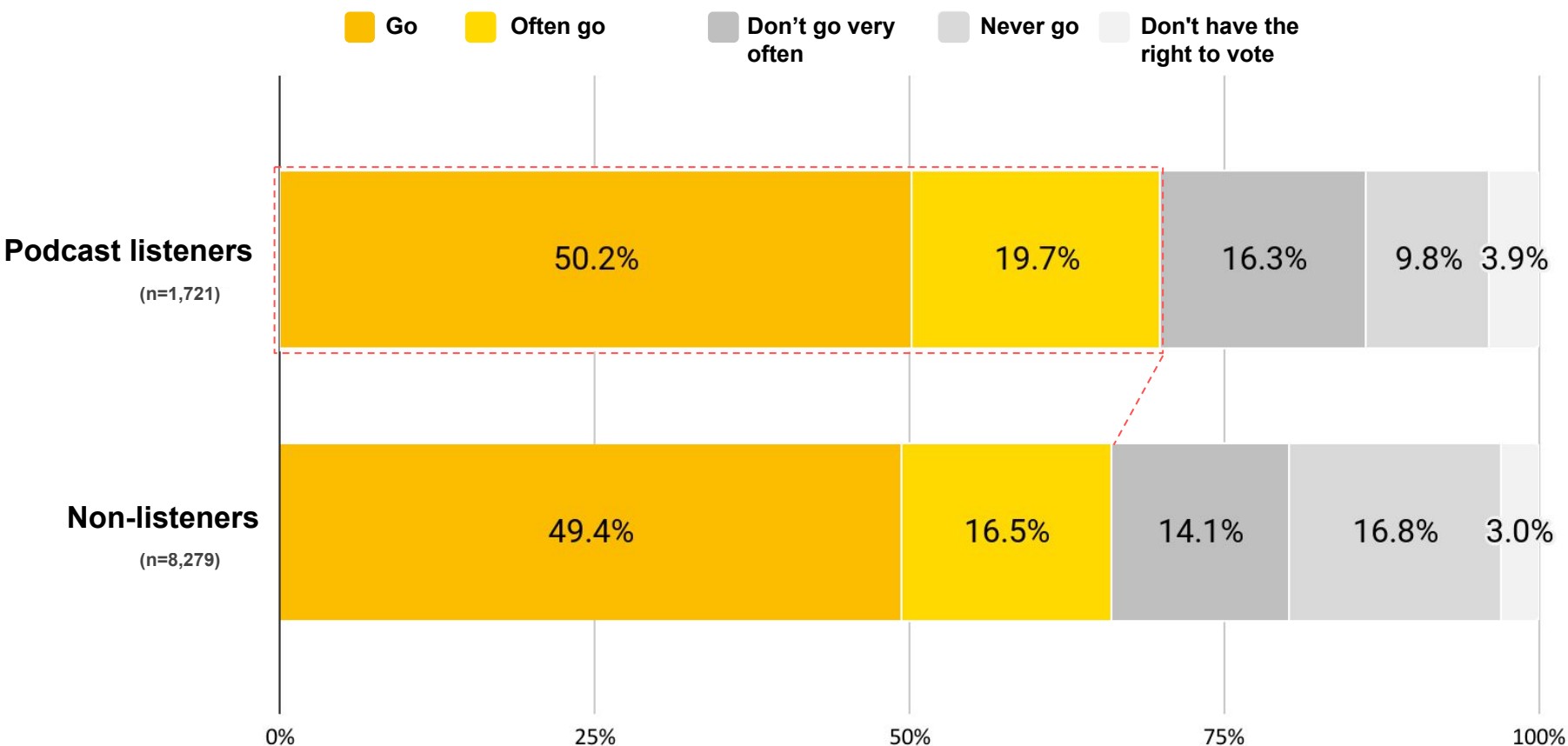
60.0%

80.0%

# Podcast Listener Participation in Elections

Podcast listeners are more likely than non-listeners to participate in elections. Among podcast listeners, 69.9% said they go/will go to elections more often than non-listeners, 4.0 points higher than non-listeners.

## Attitudes Toward Electoral Participation



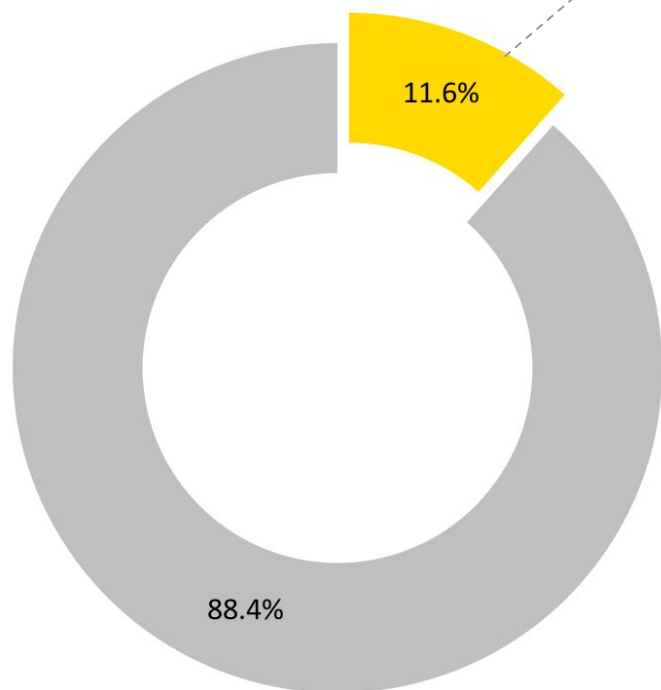


# Podcasting Experience

Among podcast listeners, 11.6% have distributed programs, and the majority are between 15 and 29 years old. About three-quarters of the podcasters are male, and the prefectures of Fukuoka and Aichi rank first and second, respectively, in terms of location.

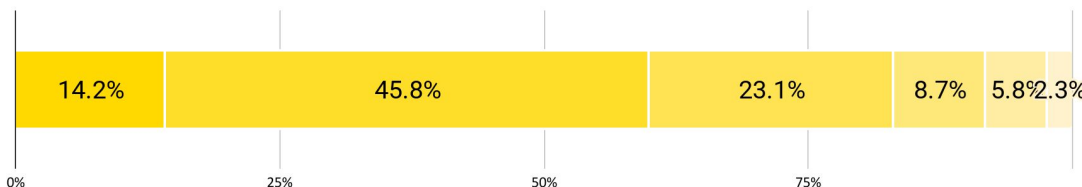
Podcast Making Experience (n=800)

No  
 Yes  
 (I have my own show)



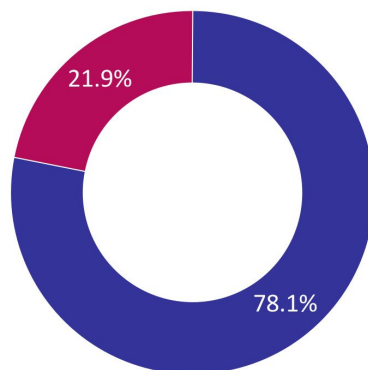
Podcaster Ages (n=93)

15-19  
 20s  
 30s  
 40s  
 50s  
 60s

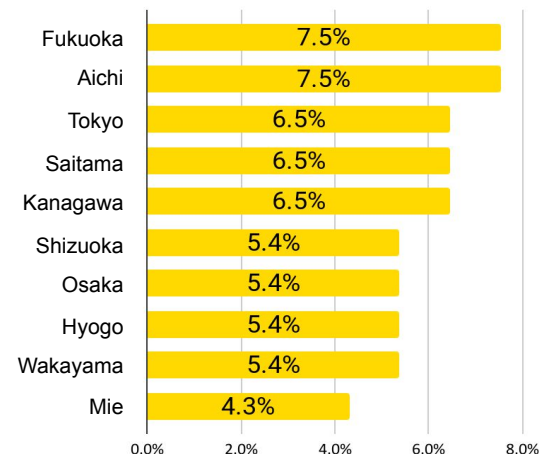


Podcaster Gender (n=93)

Male  
 Female



Top 10 Prefectures for Podcasters (n=93)





02.

# Podcast Consumption Method

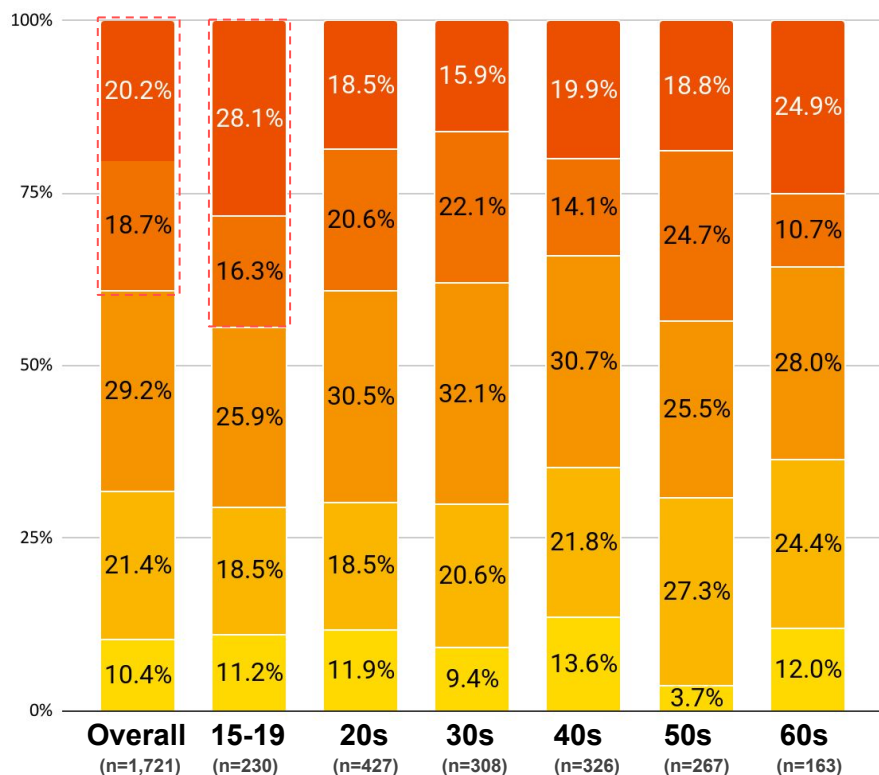
Consumption frequency, trigger to start listening,  
how they listen

# Frequency of Listening and Show Amount

Nearly 40% of all listeners listen to podcasts 3 or more times a week, with 44.4% of those aged 15-19 in particular. In addition, the number of listeners who regularly listen to 5 or more programs has increased by 4.4 points since the previous survey.

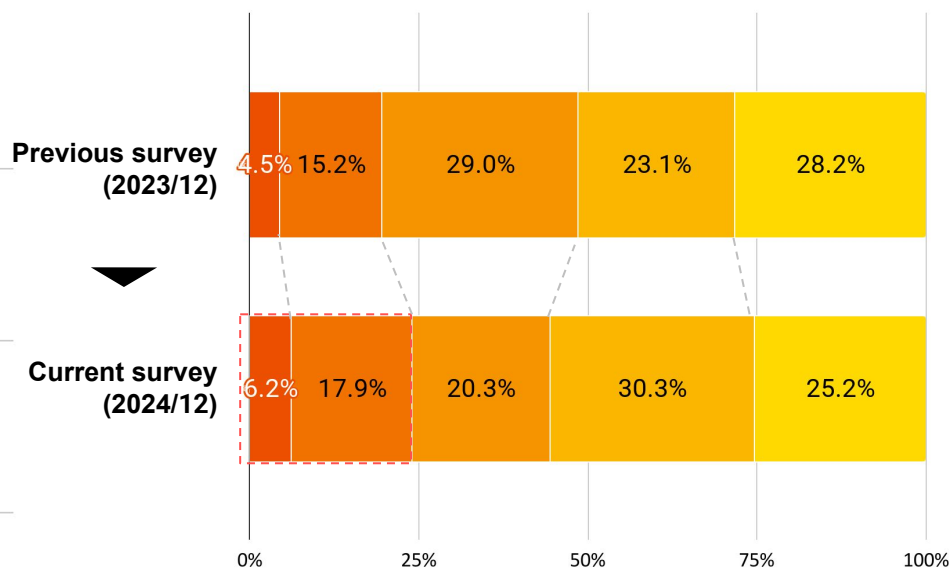
## Podcast Listening Frequency

■ Almost daily  
■ 3-4 times a week  
■ Once or twice a week  
■ Few times a month  
■ Once a month



## Frequently Listened Podcast Amount (n=800)

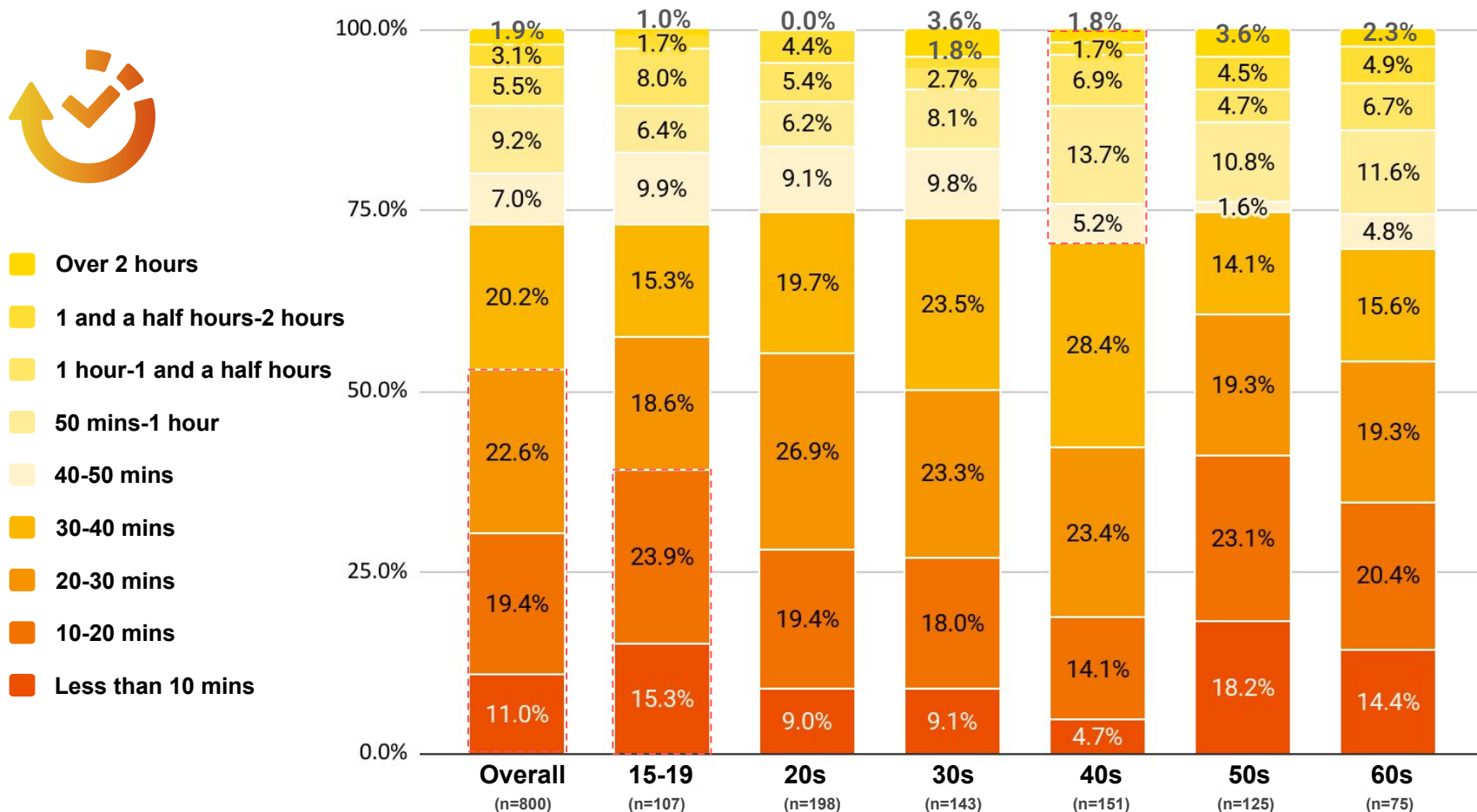
■ 10+ shows  
■ 5~9 shows  
■ 3~4 shows  
■ 2 shows  
■ 1 show



# Length of Frequently Listened Podcasts

About 50% of podcast listeners listen to programs under 30 minutes; 15-19 year olds are more likely than other age groups to listen to programs under 20 minutes; those in their 40s and older are more likely to listen to programs over 40 minutes.

Length of Podcasts Listened to Most Frequently

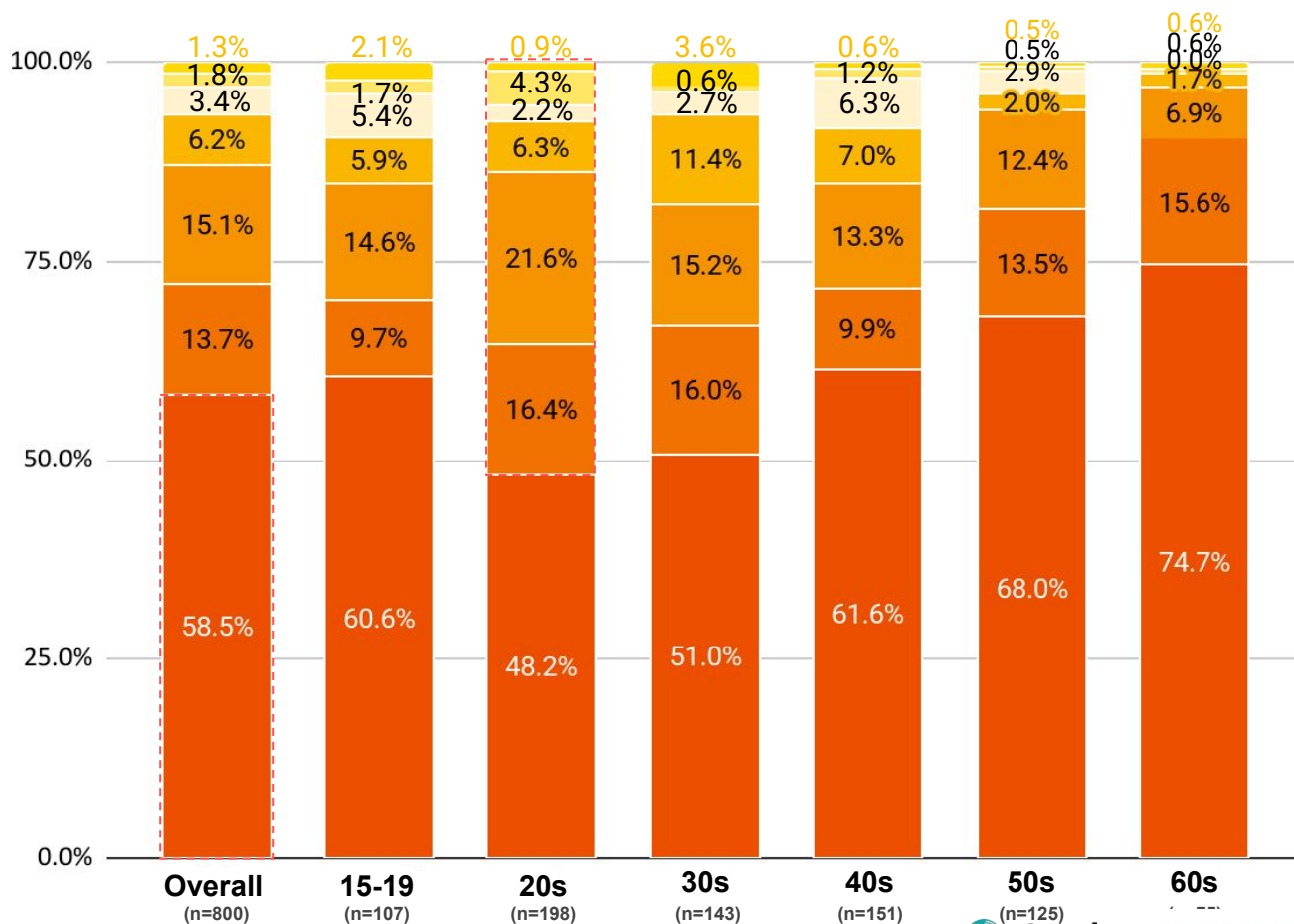
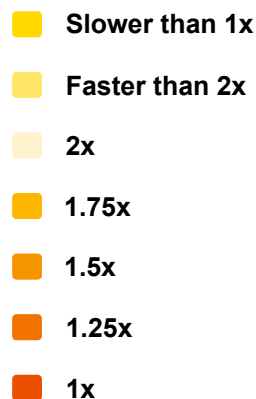




# Speed of Podcast Consumption

In terms of the speed at which they listened to the podcasts, 58.5% of the respondents were 1x listeners. The proportion of respondents who listen to podcasts at equal speed tends to increase with age. The highest percentage of respondents in their 20s selected 1.25 times or more as the speed at which they listened to podcasts.

Podcast Listening Speed

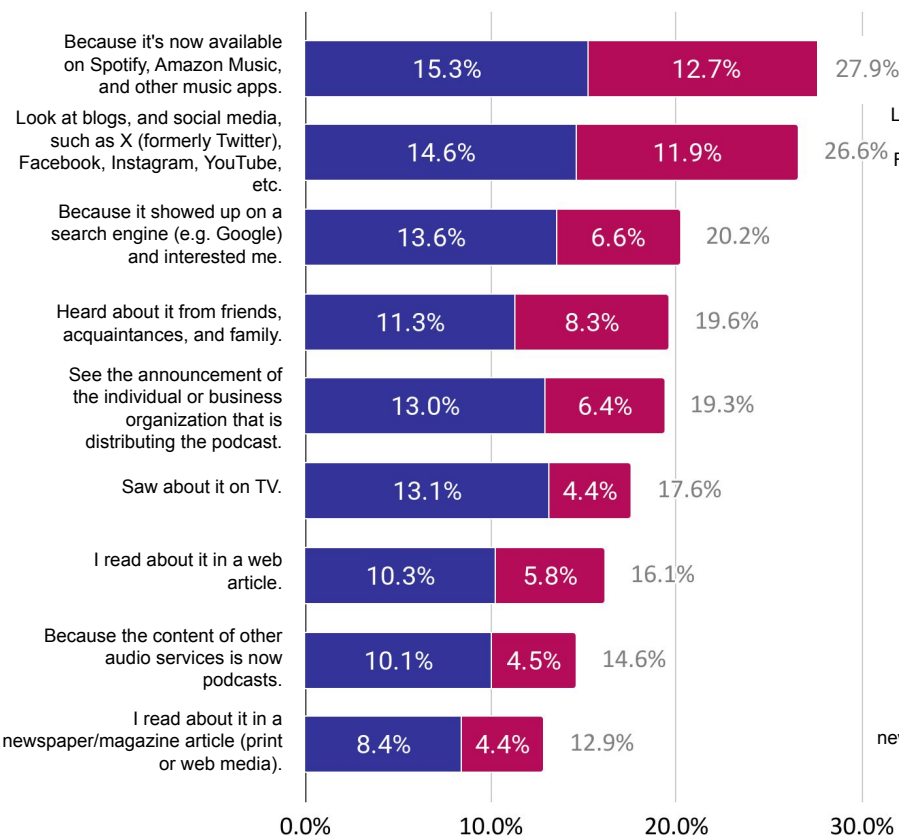


# Trigger to Start Listening to Podcasts

One-fourth of listeners started listening due to music apps, blogs, or social media. By age group, the 15-29 age group was introduced by music apps, while those in their 30s-50s were more likely to have heard about it through word-of-mouth from friends and acquaintances.

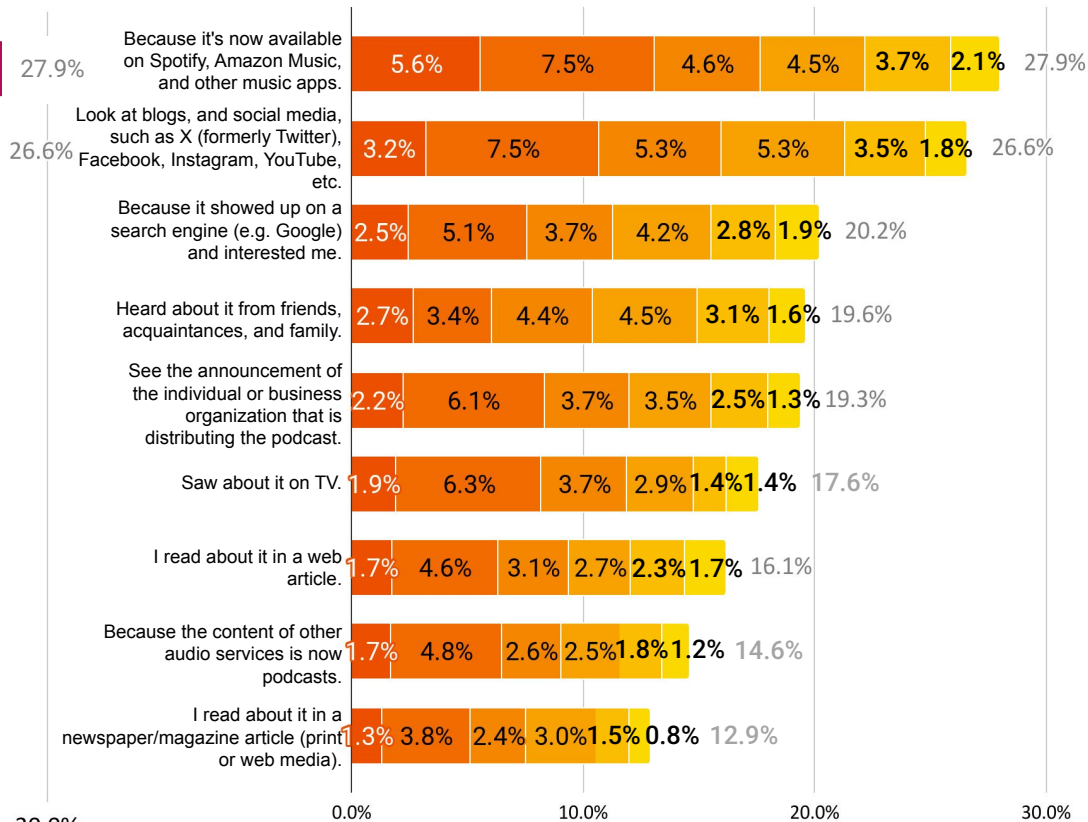
**By Gender** (n=800, multiple choice)

Male Female



**By Age** (n=800, multiple choice)

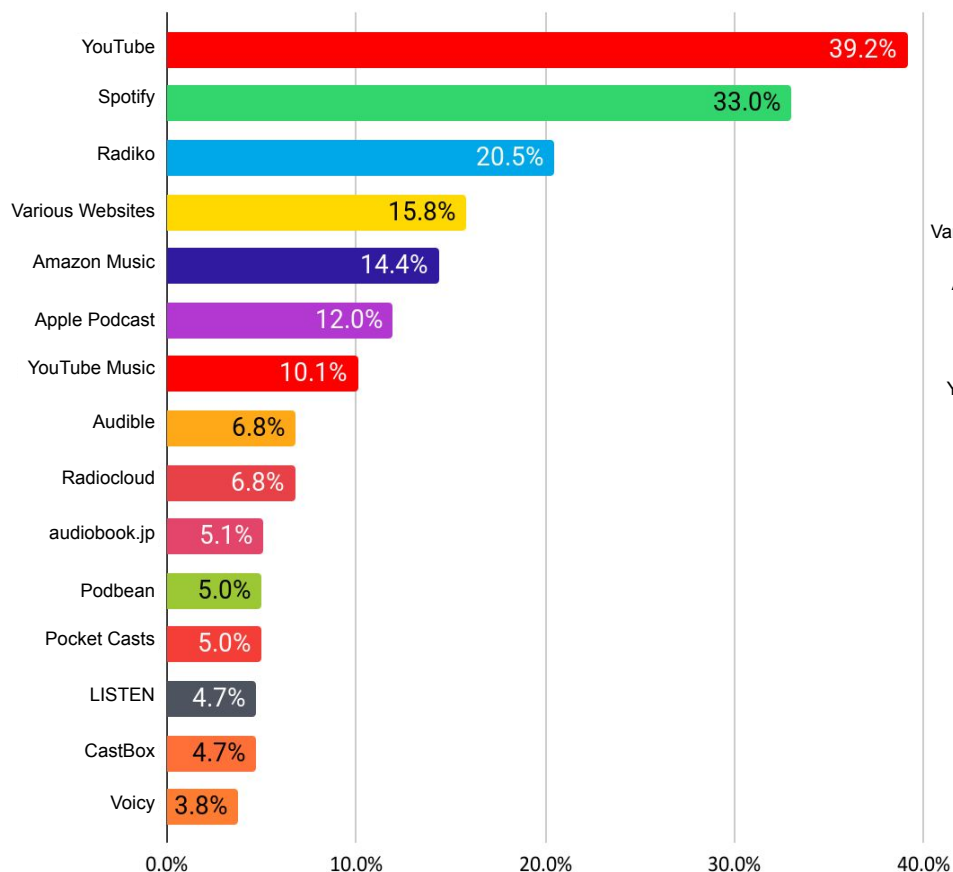
15-19 20s 30s 40s 50s 60s



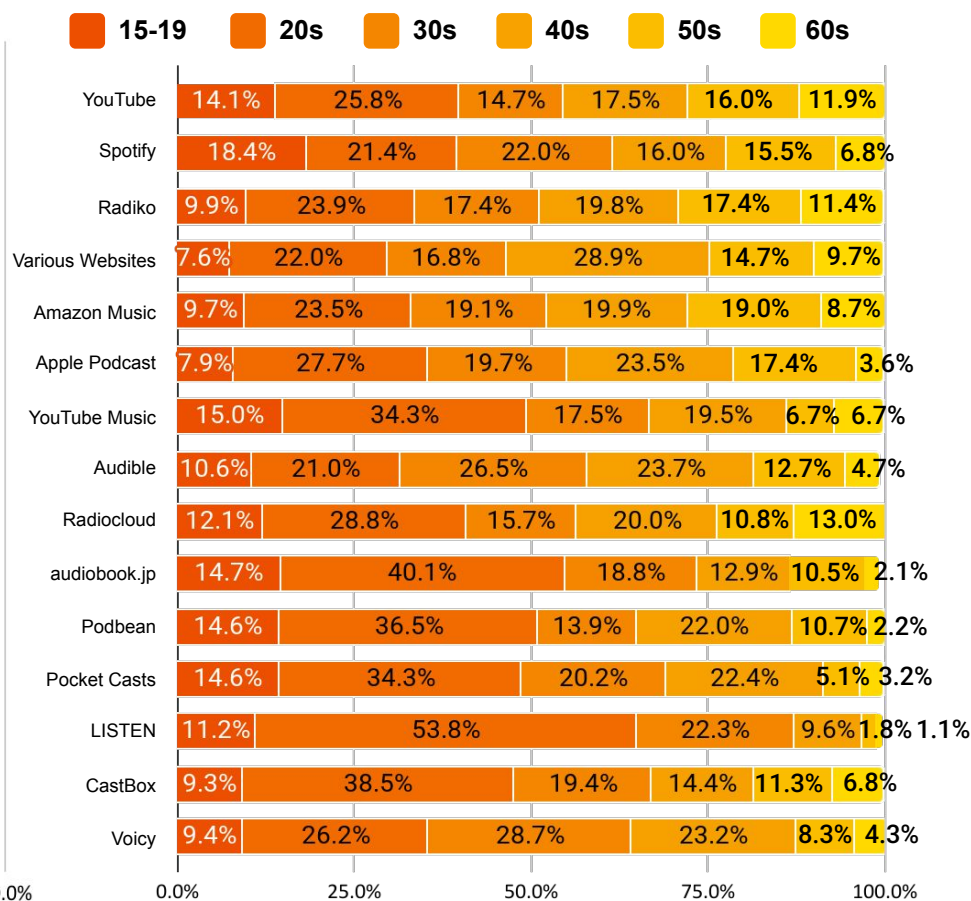
# Listening Platform for Podcasts

YouTube is the most popular platform for listening to podcasts at 39.2%, followed by Spotify in second place and radiko (Japanese radio streaming service), which began offering podcasts in 2024, in third place.

**Listening Platform** (n=800, multiple choice)



**Platform by Age** (n=800, multiple choice)

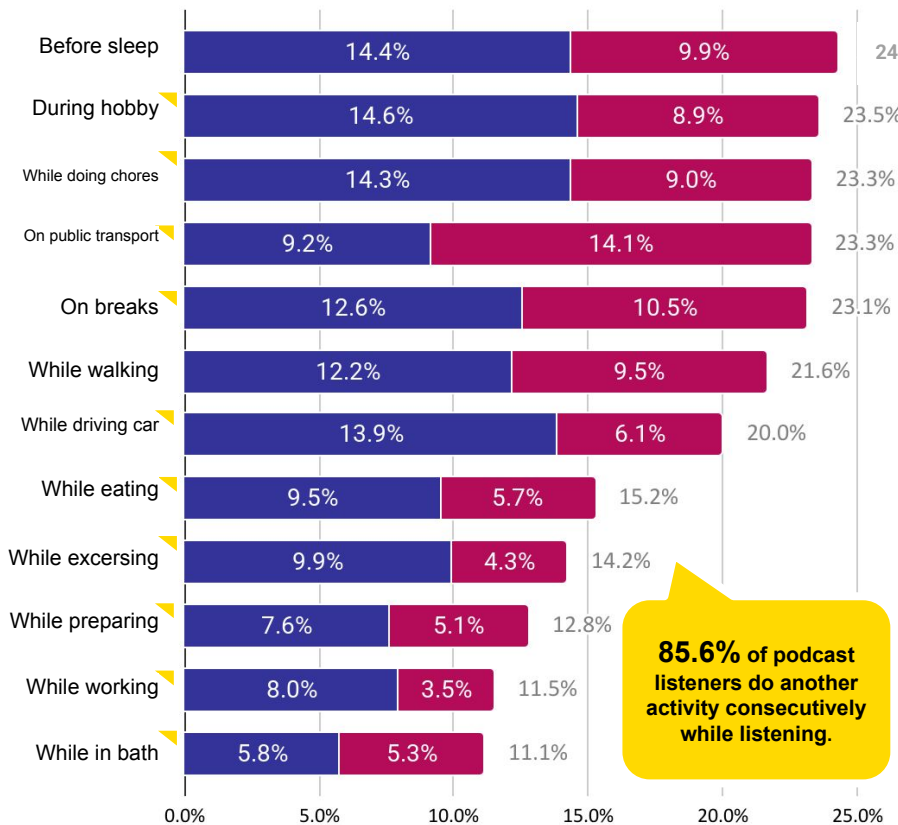


# Situations for Listening to Podcasts

The increase in listening opportunities at home, such as before bedtime, while working on hobbies, while doing household chores, and during breaks, is evident. 85.6% of podcast listeners listen to podcasts while doing something else concurrently.

**By Gender** (n=800, multiple choice)

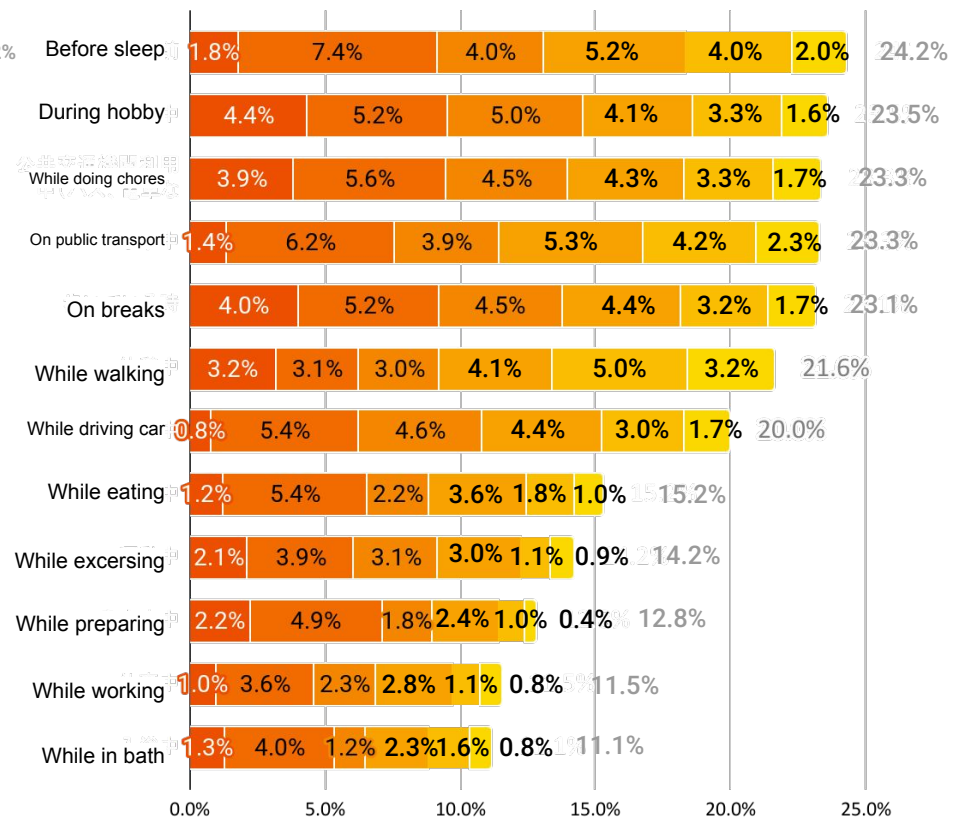
Male Female



**85.6% of podcast listeners do another activity consecutively while listening.**

**By Age** (n=800, multiple choice)

15-19 20s 30s 40s 50s 60s





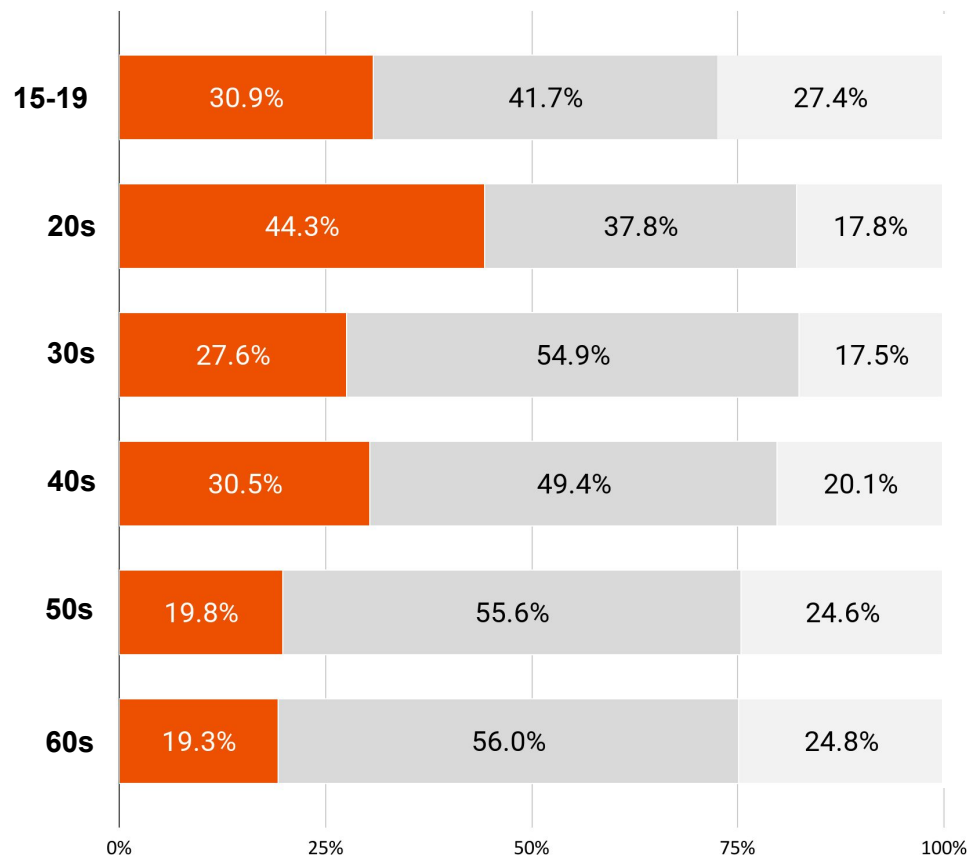
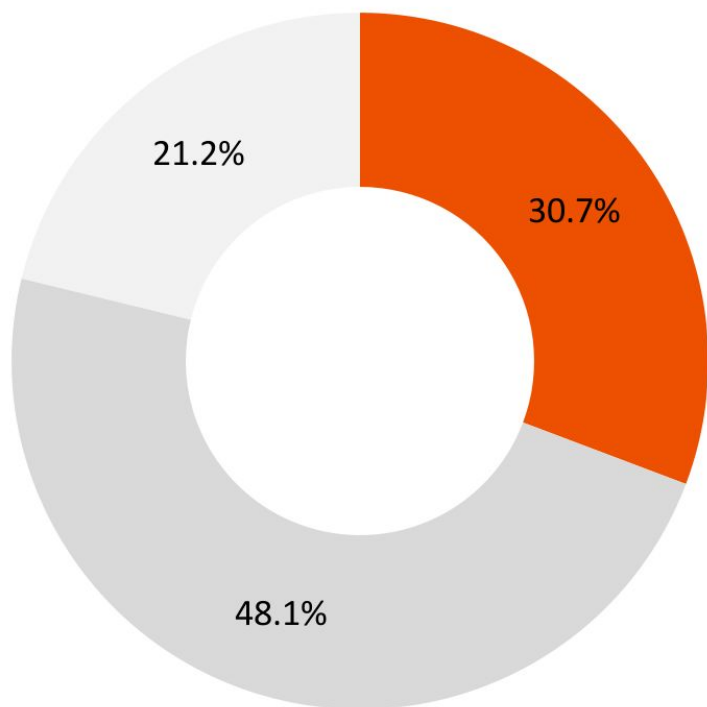
# Video Podcast Viewing Experience

When asked about video podcasts, which add video footage of recordings and other content to traditional audio content, 30.7% of listeners overall have viewed video podcasts, while 44.3% of those in their 20s have viewed video podcasts.

Video Podcast Viewing Experience (n=800)

By Age (n=800)

Yes No Not sure



# Positives From Listening to Podcasts

## Positives to Listening to Podcasts (free answer)

I gained some interesting knowledge.

I can get information when I'm busy.

Meeting people and fans who are experts in various fields.

Being able to access what you want to hear or know without worrying about the screen.

Widened my sense of values.

The way I live my life has changed.

Hear stories that you don't usually hear on TV, etc.

Attracted by hosts who speak their own views.

Energizing.

Commuting time becomes more meaningful.

Getting to know my favorite host.

PODCAST LISTENER'S  
**VOICE**



Free language learning and more!

It has a different kind of closeness than radio.

I feel educated.

Easy to listen to.

Listening to the news at breakfast helps me keep up with what's going on in the world.

You can listen to any content you want at your own free time.

Interesting to hear from professionals of diverse genres.

I make new discoveries.

Housework time is now more enjoyable.

It's a nice change of pace.

I've been able to keep doing the exercises I don't like to do for years by listening to podcasts.

You can listen to programs that cannot be heard in local regions of the country.

All answers can be found here (Japanese only)

<https://otonal.co.jp/podcast-report-in-japan05/voice2025>

The background features abstract, overlapping geometric shapes in shades of orange and yellow. These include circles, rectangles, and lines, some of which are filled with diagonal hatching. The shapes are scattered across the right side and bottom of the frame, creating a modern, dynamic feel.

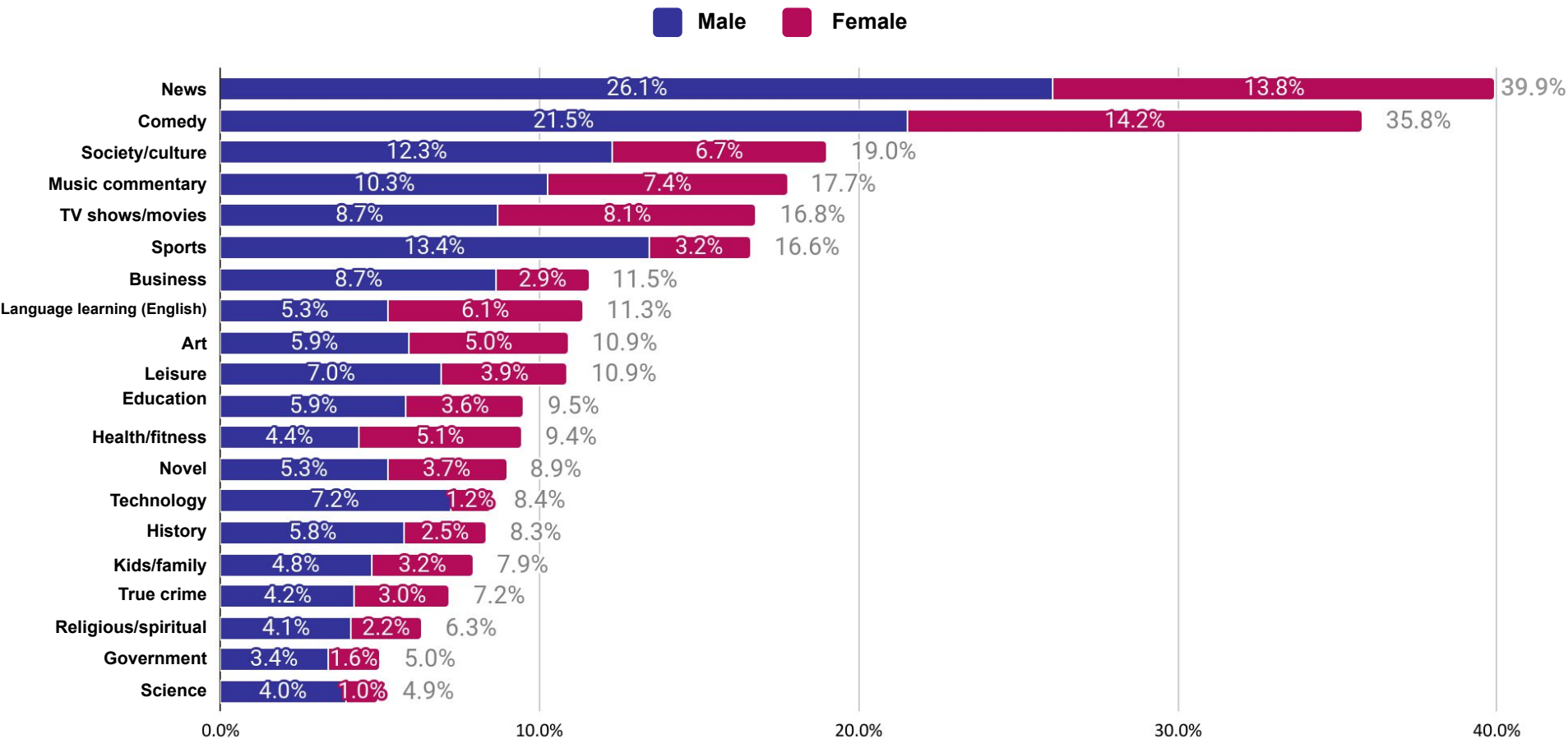
# 03. Content Consumed Through Podcasts

Genres, finding shows, goals

# Podcast Genres

The two largest genres are the same as in the previous survey: news, and comedy. The sports, business, and technology genres have particularly high percentages of male viewers.

## By Gender (n=800, multiple choice)

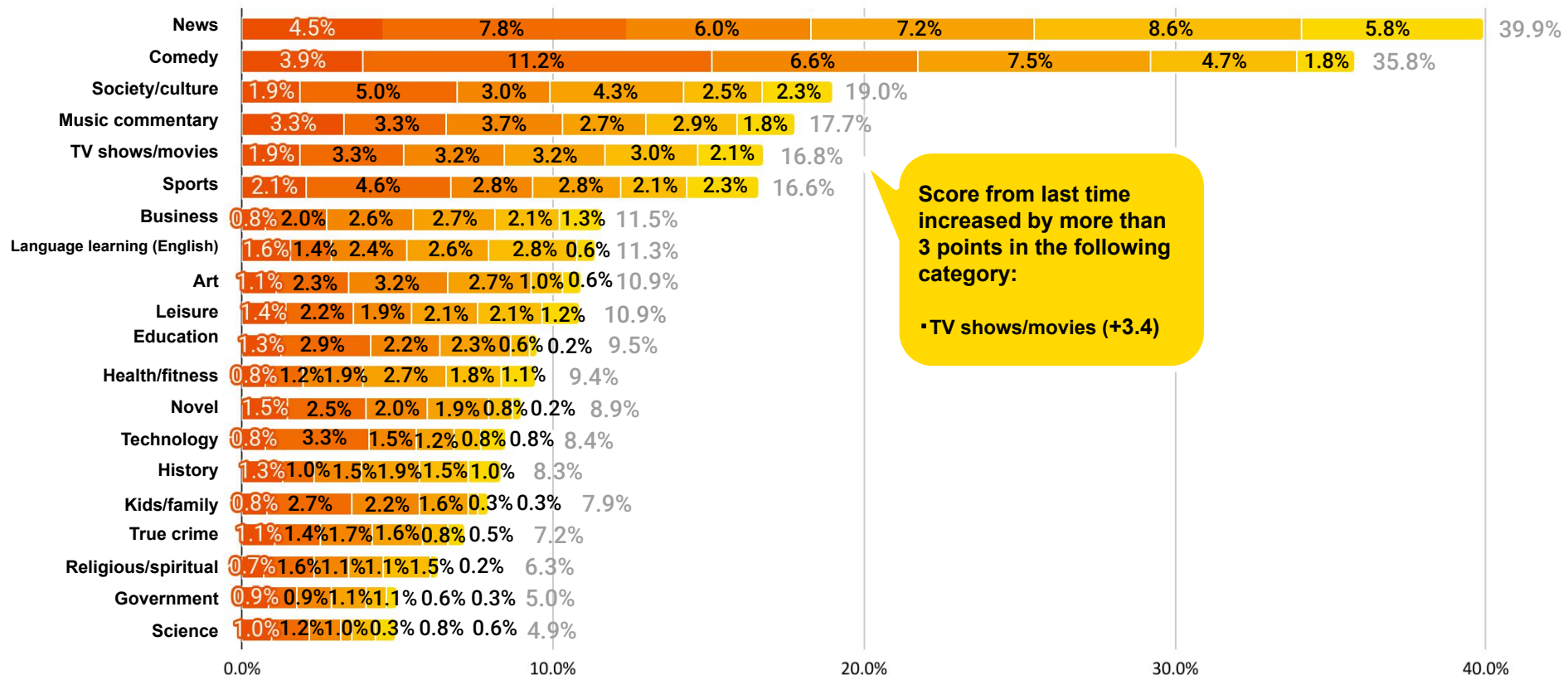


# Podcast Genres

The response rate for news was particularly high among those in their 50s and older, while those in their 20s dominated comedy. The TV shows/movie genre was up 3.4 points from last year to 16.8%.

## By Age (n=800, multiple choice)

15-19 20s 30s 40s 50s 60s

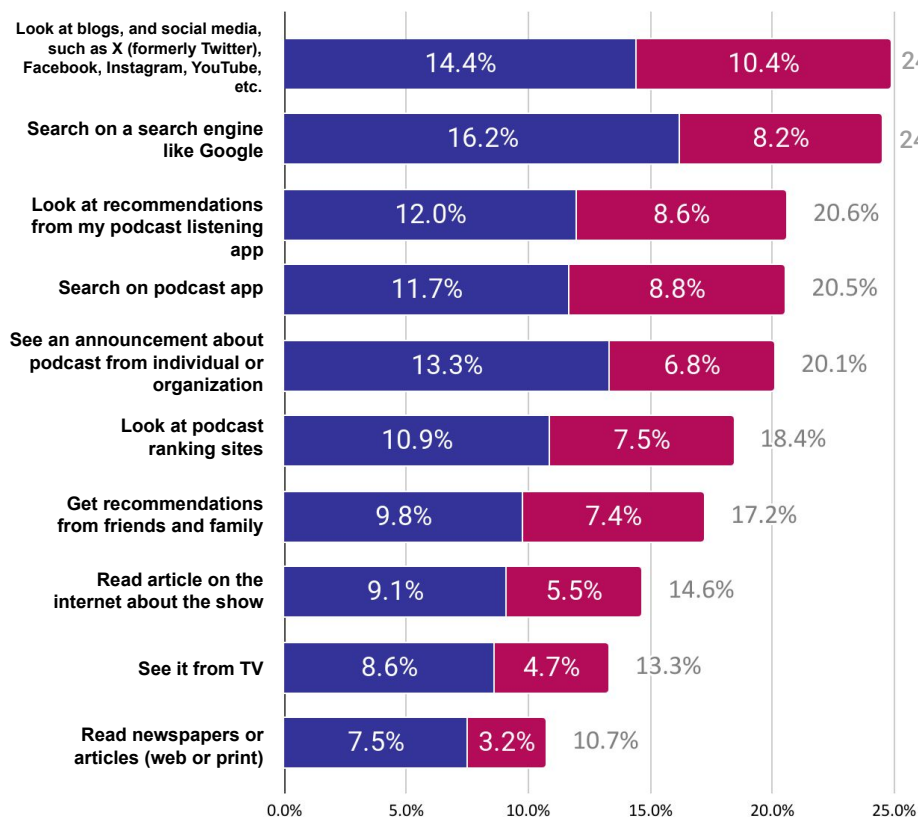


# Searching For Podcasts

From the top, the most common ways to find programs were through blogs/social media, search engines, and podcast apps. By age group, those in their 20s were more likely to be notified by the distributor, while those in their 40s were more likely to look at blogs/social media and to find programs through recommendations on podcast apps.

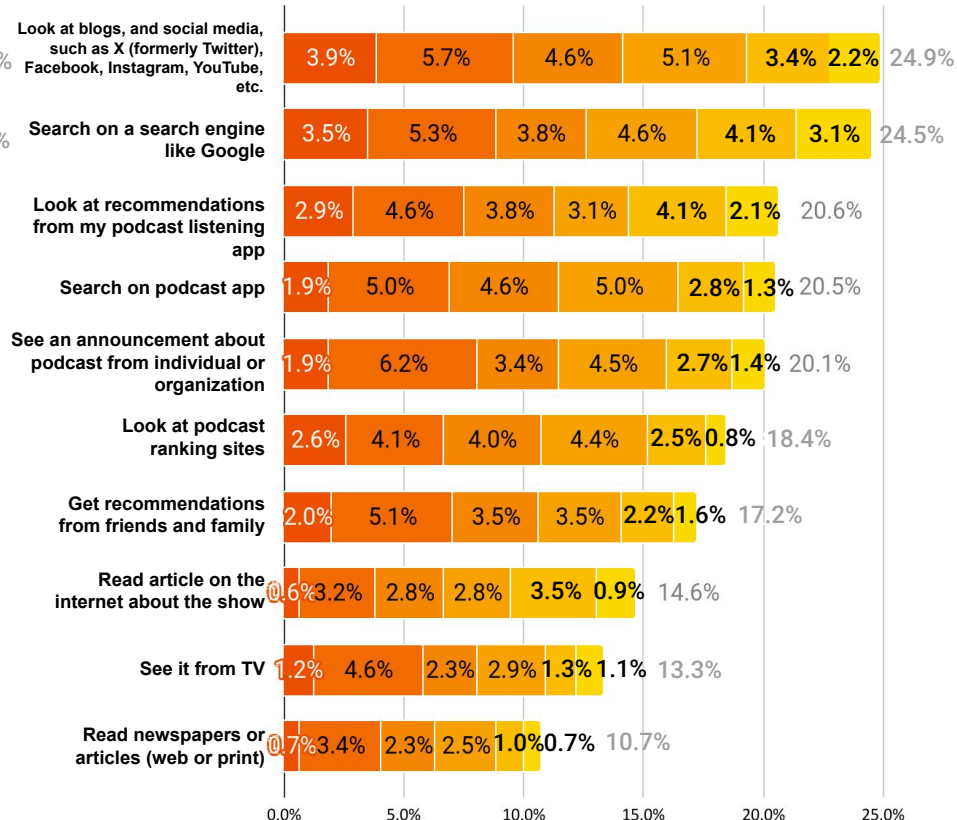
**By Gender** (n=800, multiple choice)

Male Female



**By Age** (n=800, multiple choice)

15-19 20s 30s 40s 50s 60s



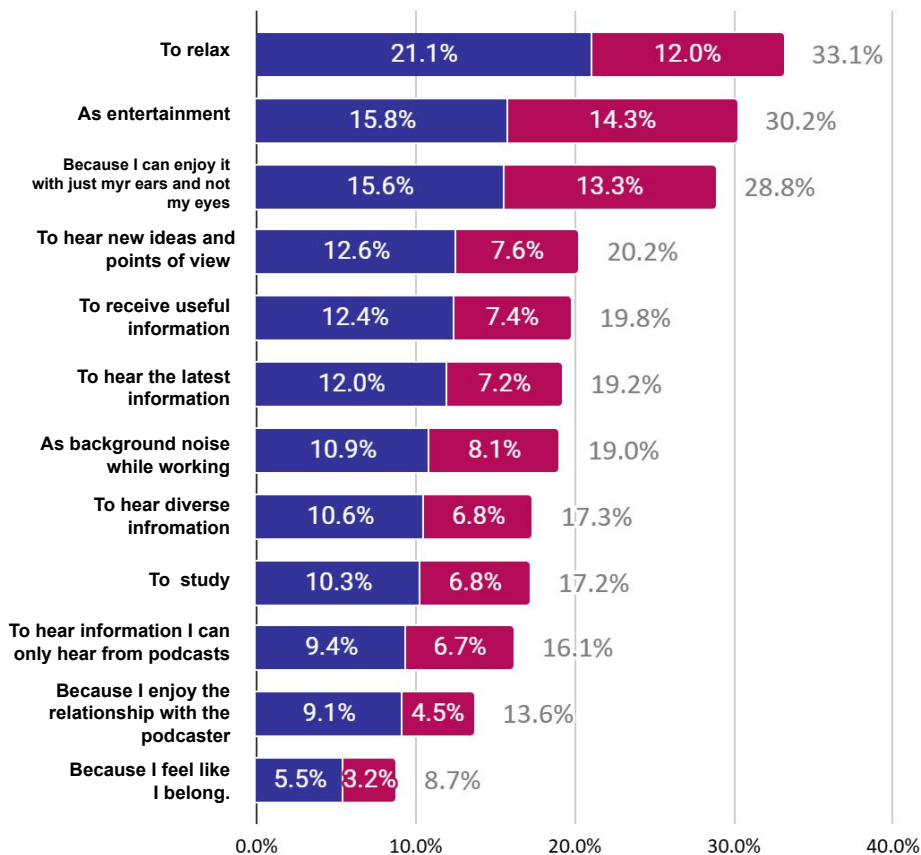


# Reasons for Listening to Podcasts

The top purposes are relaxation and entertainment, which can be enjoyed with the ears without using the eyes, and there are some differences by age group, with those aged 15-29 choosing relaxation and those in their 40s and 50s choosing entertainment.

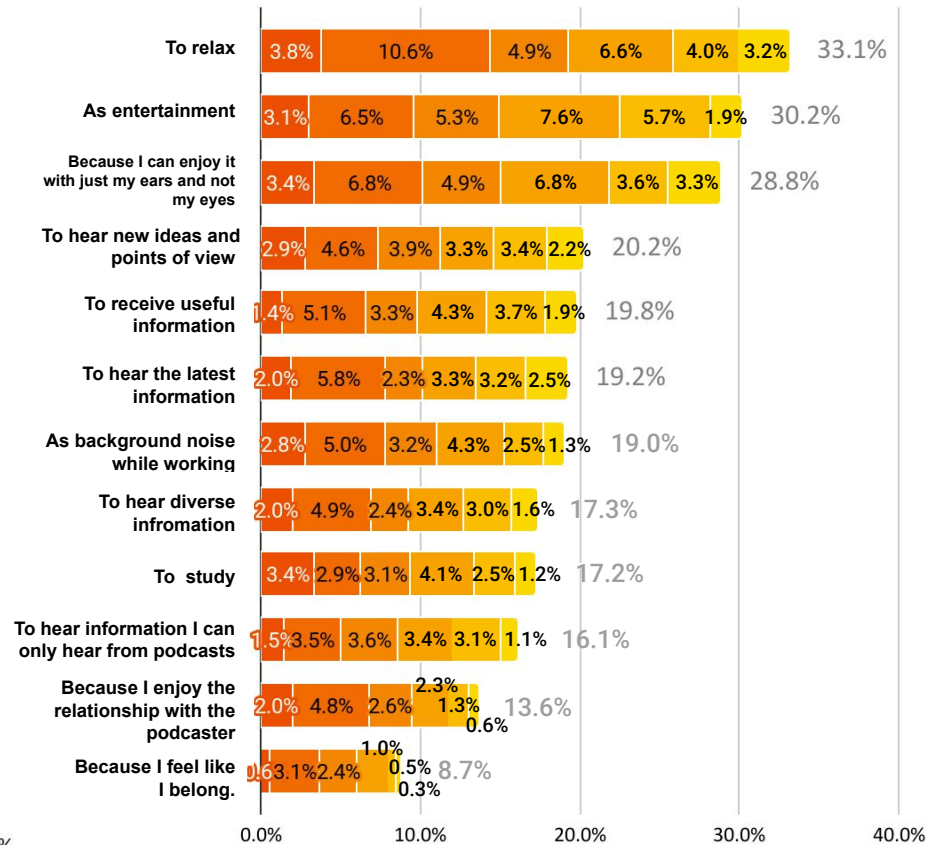
**By Gender** (n=800, multiple choice)

Male Female



**By Age** (n=800, multiple choice)

15-19 20s 30s 40s 50s 60s



The background of the slide is decorated with abstract, organic shapes in shades of orange and yellow. These shapes include circles, ovals, and irregular blobs, some of which contain diagonal hatching or dotted patterns. The overall aesthetic is modern and energetic.

# 04. Behavior After Listening to Podcasts and Audio Advertising Impressions

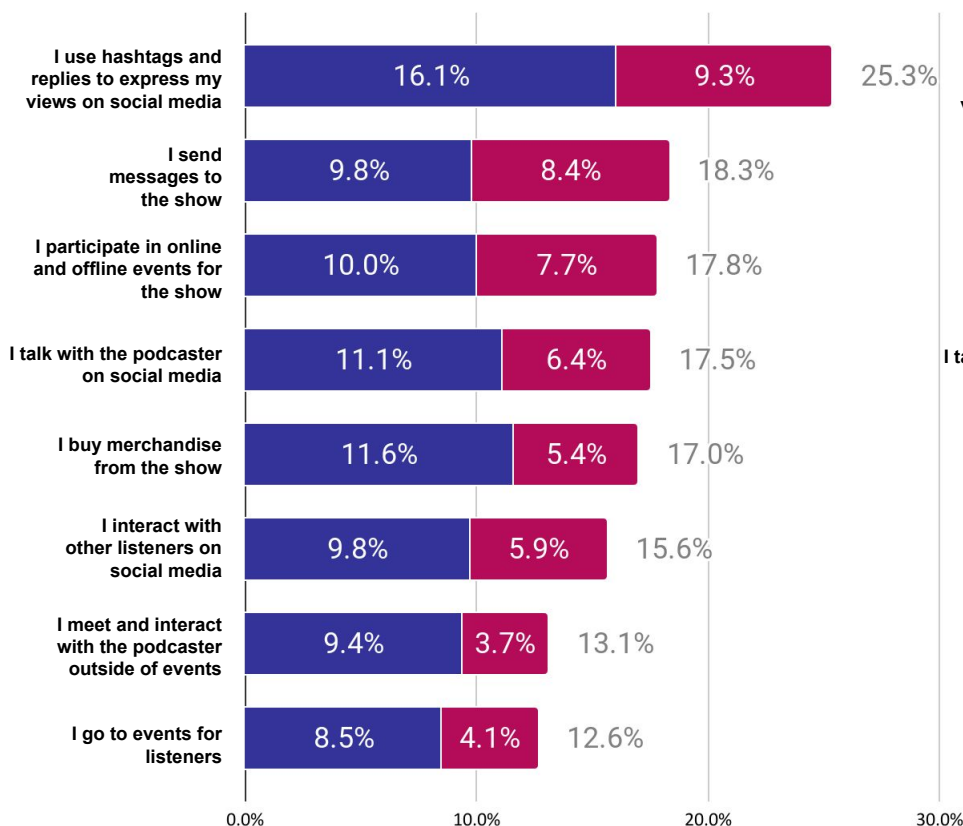
Behavior in response to information heard on podcasts  
and impressions of audio advertisements

# Actions Related to Podcasts

The most common behavior among all listeners was writing their impressions on social media. Listeners in their 20s are the most active in supporting their favorite show, purchasing goods and actively interacting with distributors and listeners on social media and in real life.

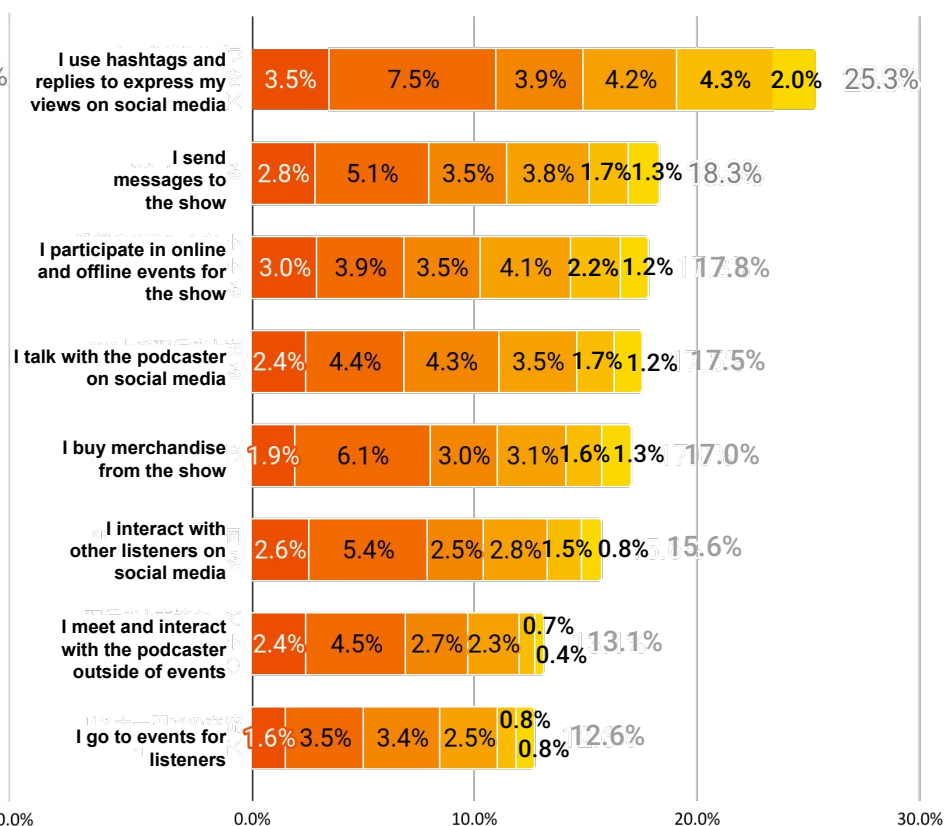
**By Gender** (n=800, multiple choice)

Male Female



**By Age** (n=800, multiple choice)

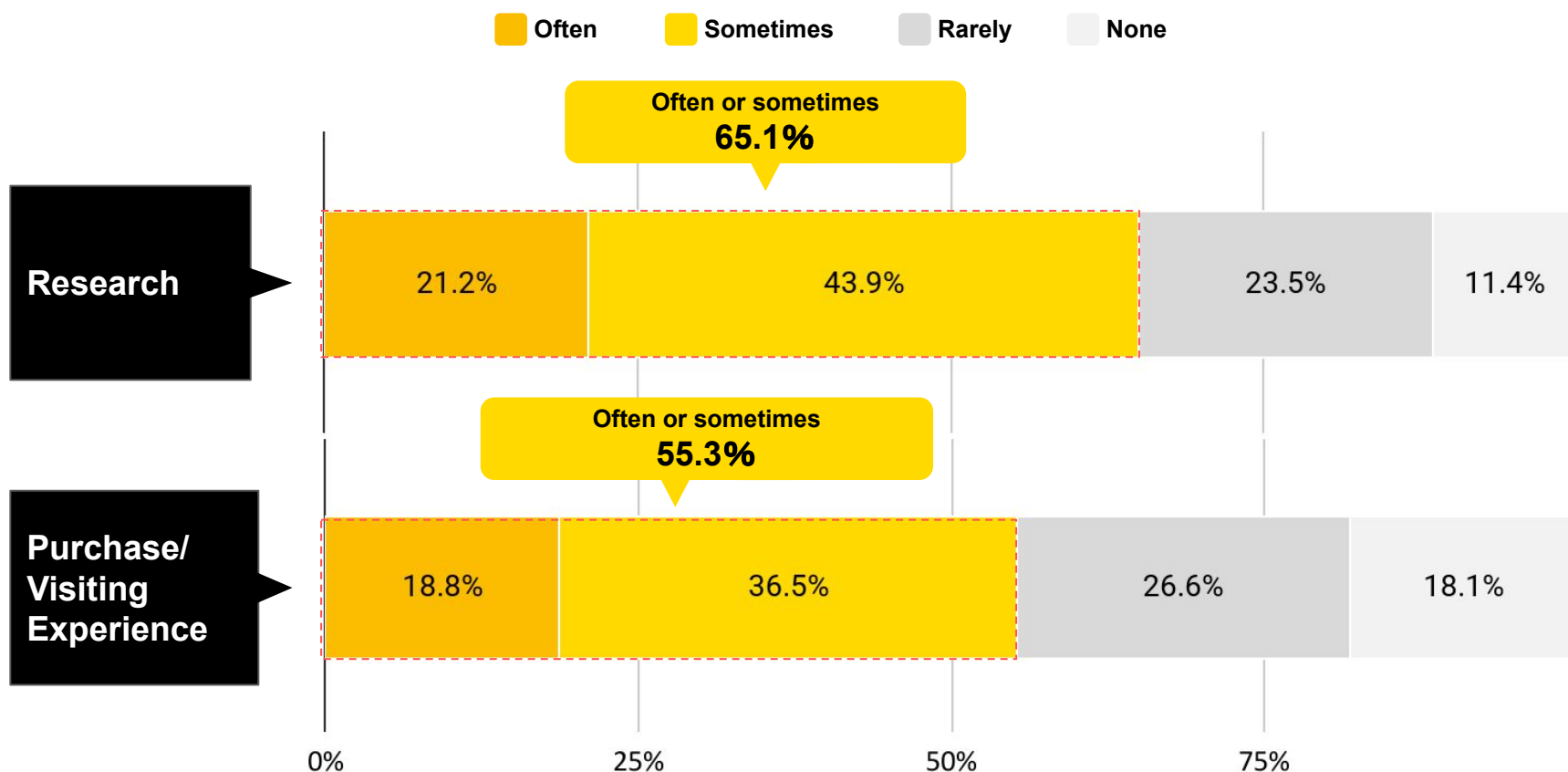
15-19 20s 30s 40s 50s 60s



# Actions Regarding Information Heard on Podcasts

More than 60% of listeners have searched for products, places, or services introduced in the podcasts with a certain frequency. In addition, more than 50% of listeners (11.3 points increase from the previous survey) have actually taken action, such as purchasing a product or visiting a location.

## Experience Searching for and Purchasing/Visiting Information Heard on Podcasts (n=800)

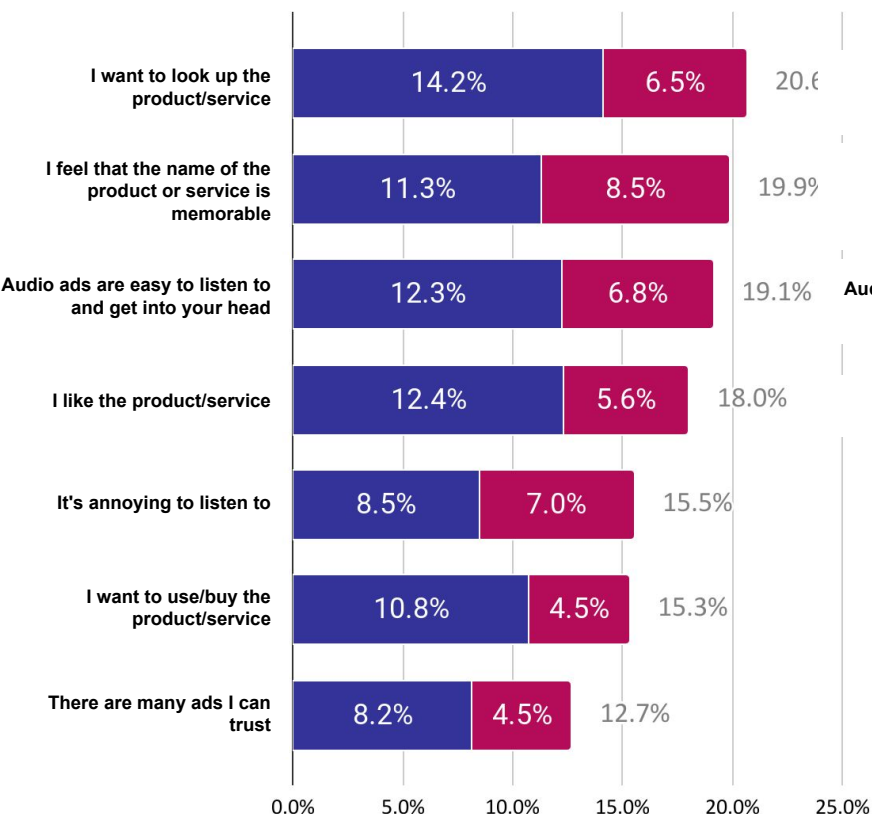


# Impressions of Audio Ads

Favorable scores were high for wanting to search, being memorable, and being easy to get into one's head. It is believed that podcast ads can increase brand awareness and interest and stimulate search behavior. Scores are particularly high among those in their 20s, and in addition to the above, the percentage of those who would want to purchase or use the product is also high.

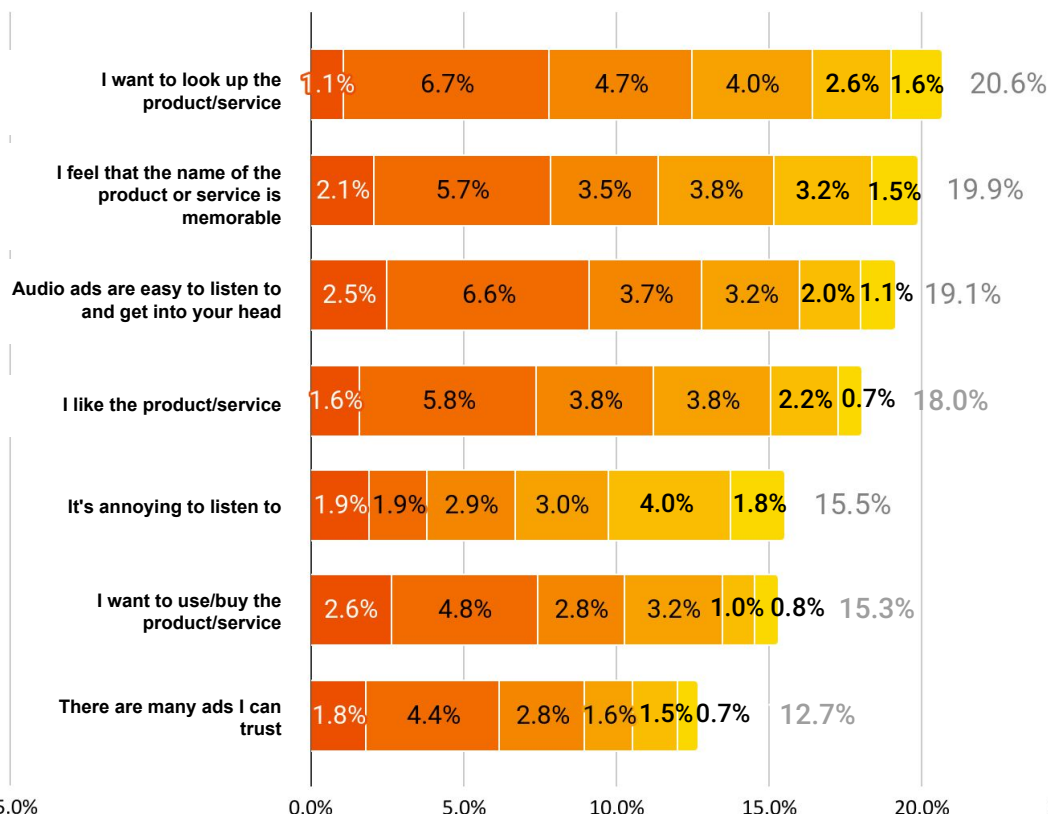
**By Gender** (n=800, multiple choice)

Male Female



**By Age** (n=800, multiple choice)

15-19 20s 30s 40s 50s 60s

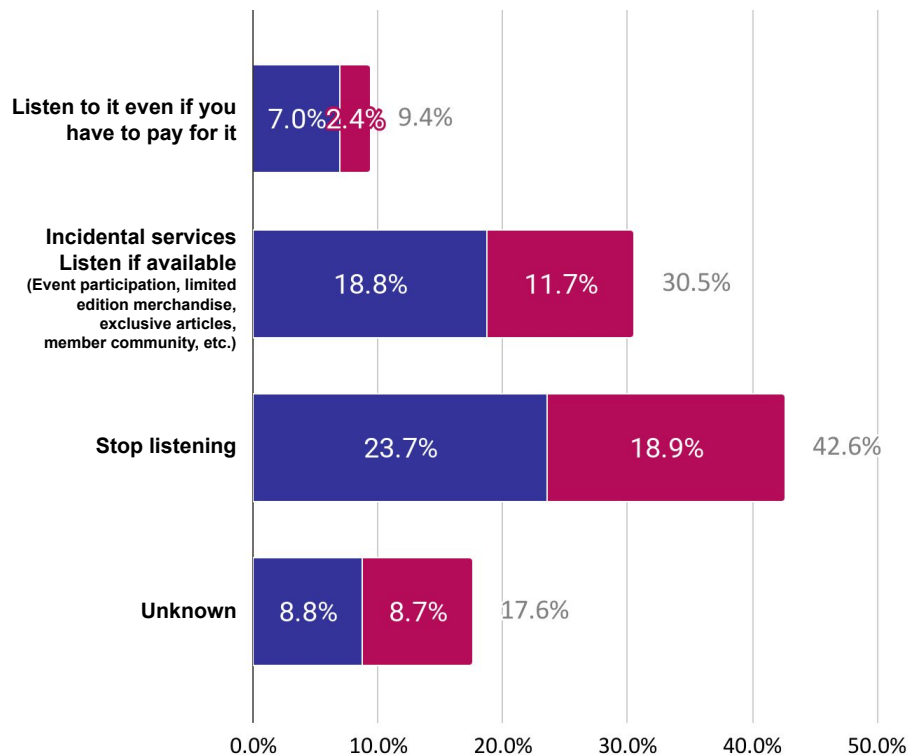


# Opinions on Paying for Shows

While some podcasts in other countries, such as BBC Studios, are being paid for, about 40% of all listeners said they would listen (including conditionally) even if they had to pay.

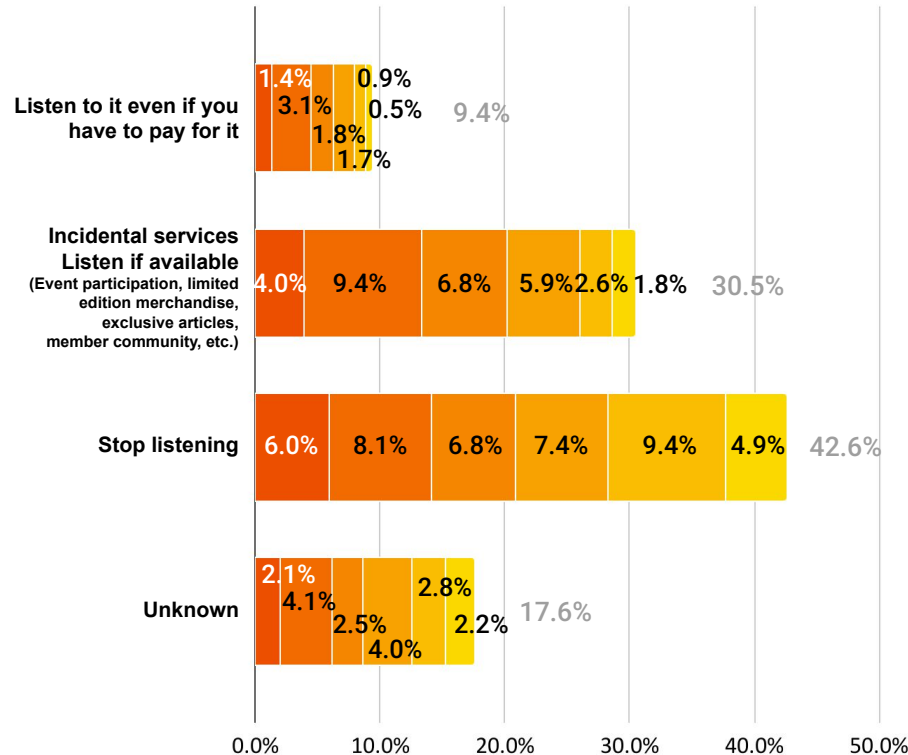
## By Gender (n=800)

Male Female



## By Age (n=800)

15-19 20s 30s 40s 50s 60s





The background of the slide is decorated with various abstract geometric shapes in shades of orange and yellow. These include large organic blobs, smaller circles, and elongated capsules. Some shapes feature patterns like diagonal stripes or small grids of dots. The overall aesthetic is modern and vibrant.

**05.**

# **Comparison Between Podcast Listeners and Other Media Consumers**

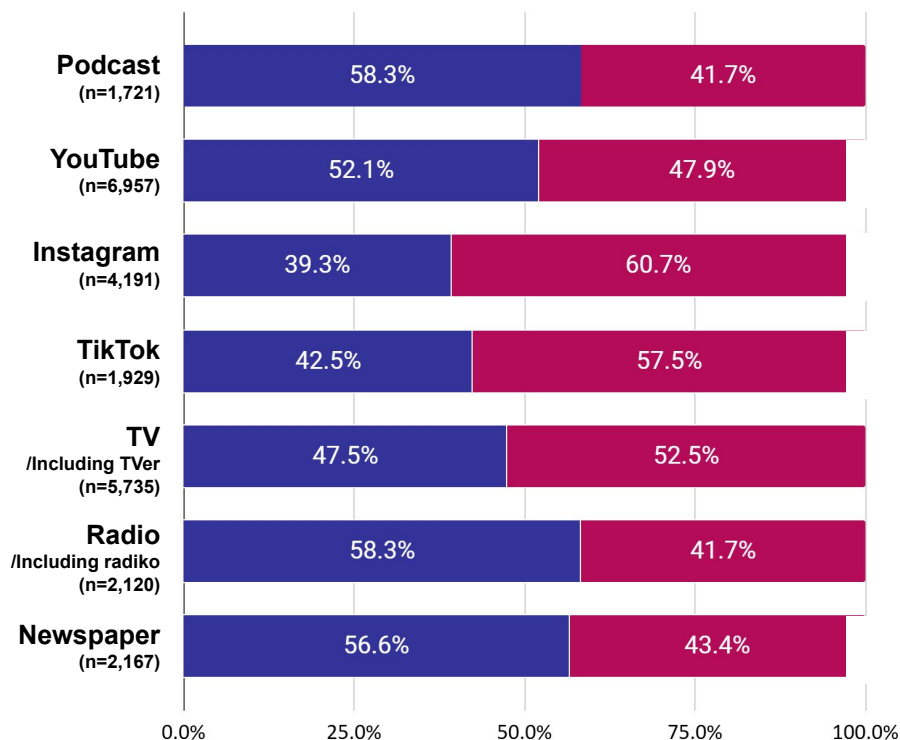
**Attributes and information sensitivity  
of each media consumer**

# Comparison of Age and Gender with Other Media Consumers

Compared to listeners of other media, podcasts had a higher percentage of 15-19 year olds and 20-somethings than other media. The proportion of female listeners of other social networking services and TV exceeded the majority.

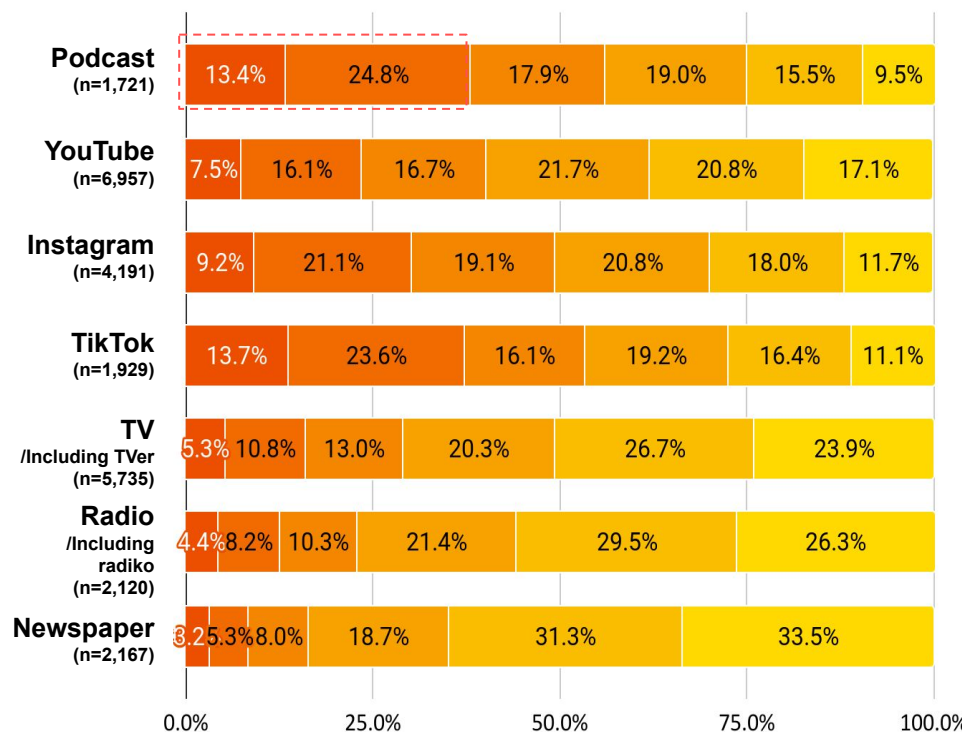
## Media Consumers by Gender (n=10,000)

Male Female



## Media Consumers by Age (n=10,000)

15-19 20s 30s 40s 50s 60s

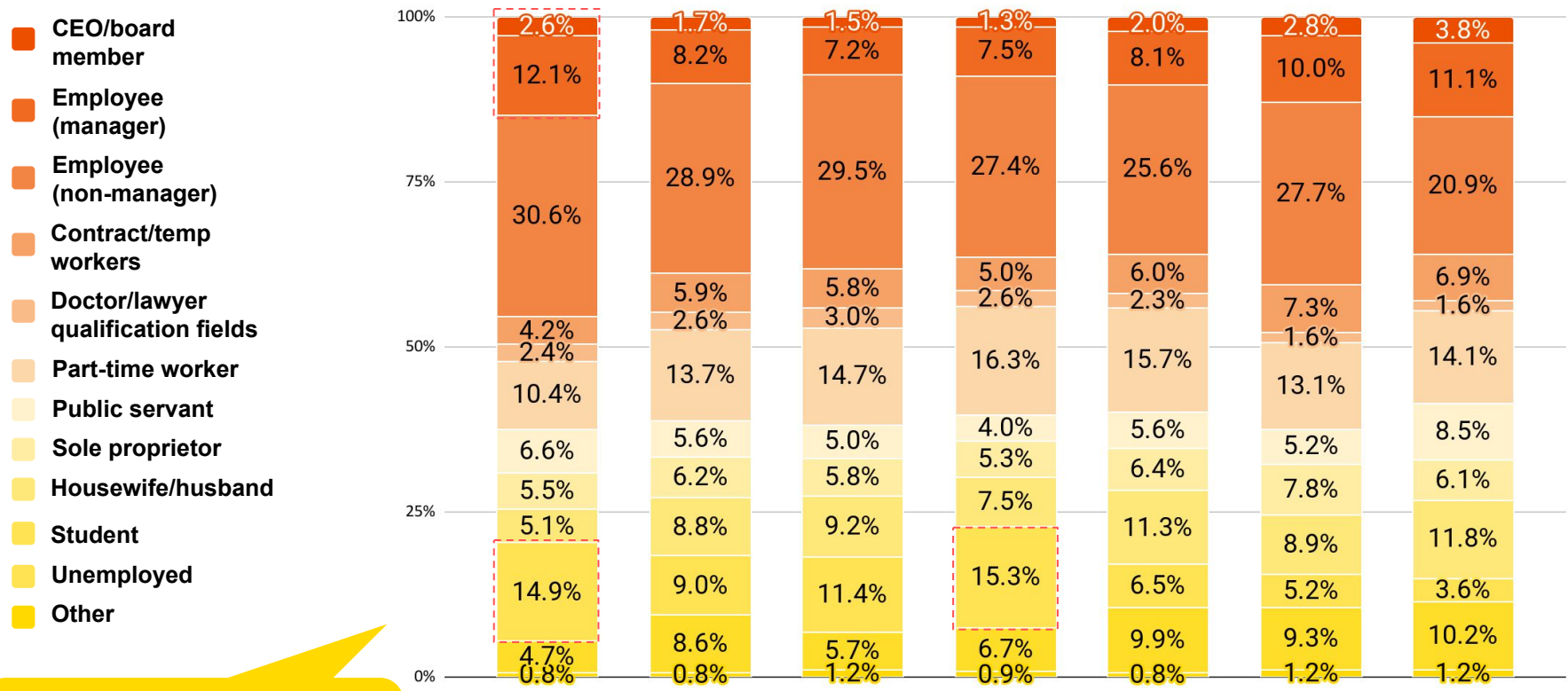


Media consumer = someone who consumes the outlet more than once a month

# Occupational Comparison with Other Media

Newspapers have the highest percentage of corporate decision makers such as managers/directors and company employees (managers), followed by podcasts. TikTok has the highest percentage of students, followed by podcasts.

Occupation per Media Consumer (n=10,000)



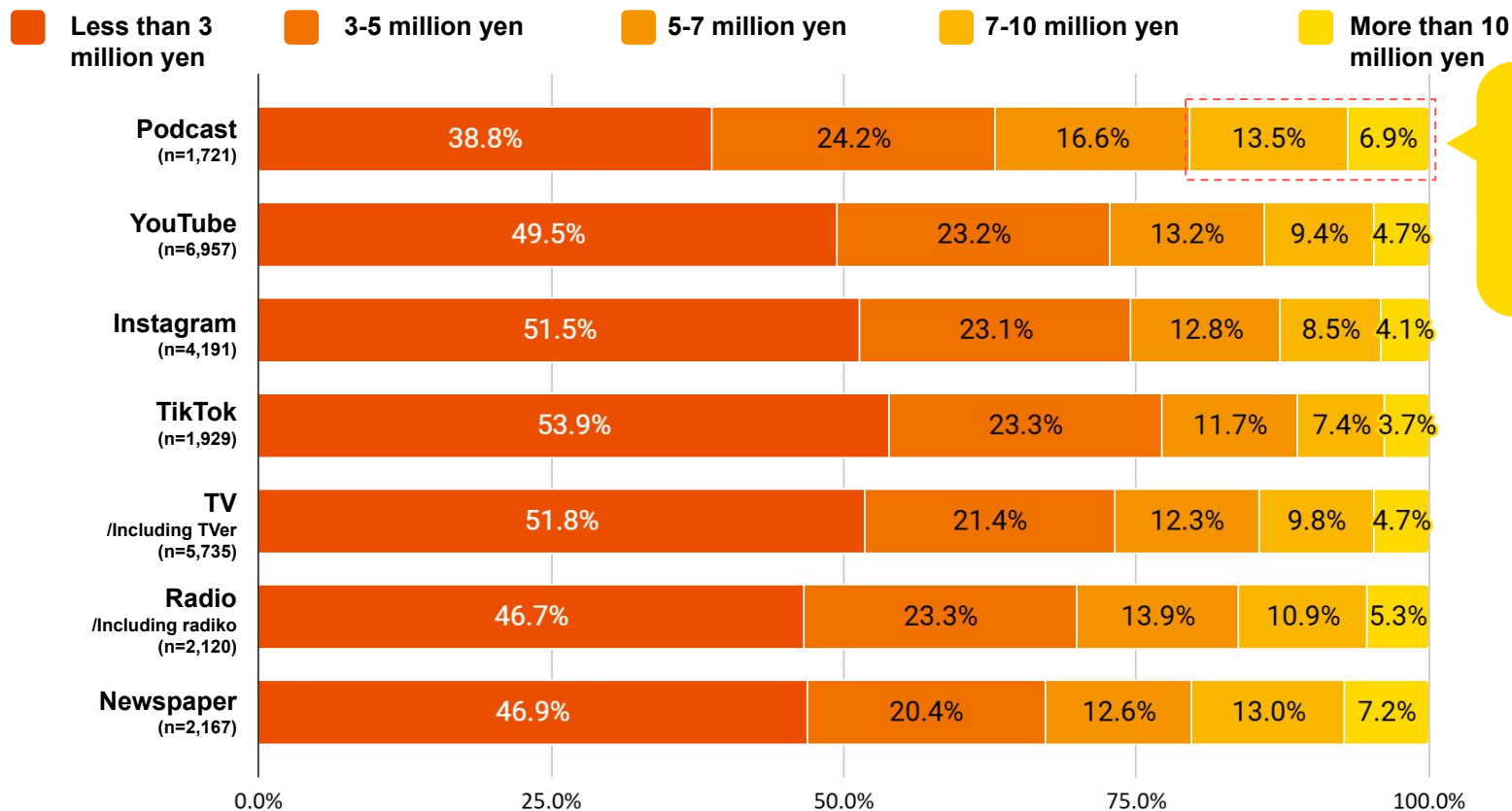
The percentage of corporate decision makers among podcast listeners is 14.7%, second only to newspapers. 14.9% of students listen to podcasts, second only to TikTok.

Media consumer = someone who consumes the outlet more than once a month

# Salary Compared to Other Media

Podcast listeners have the highest annual income range of all other media consumers at 20.4%, with an annual income range of 7 million yen or more, followed by newspaper readers in the higher income range of 10 million yen or more.

Salary per Media Consumer (n=10,000)

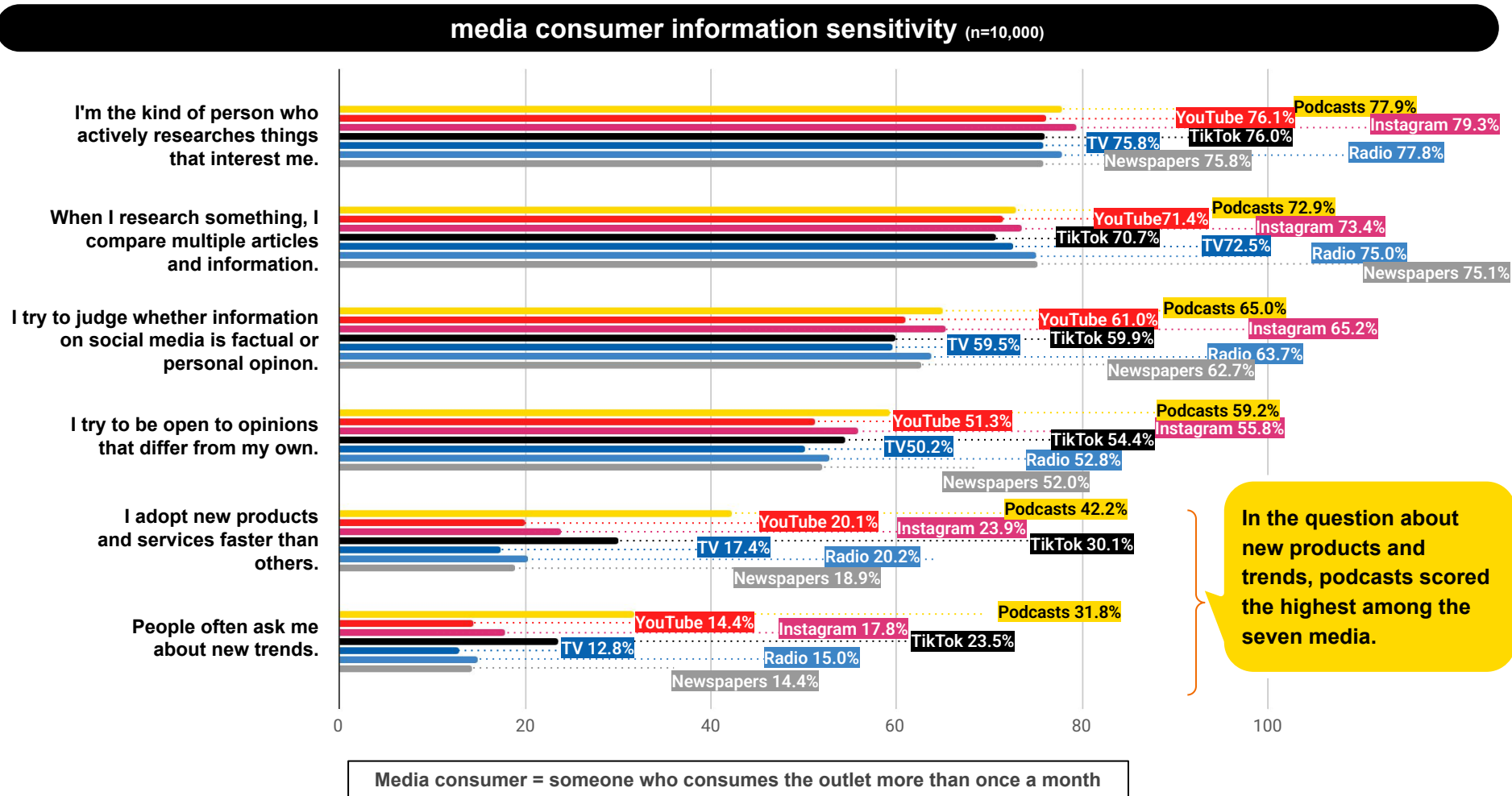


Compared to other media, podcasts have the highest annual income range among all media.

Media consumer = someone who consumes the outlet more than once a month

# Information Sensitivity Comparison From Other Media

In a comparison of the seven media, podcasts ranked high in several of the information sensitivity questions. In particular, there was a trend toward greater sensitivity to new trends.



The background of the slide is decorated with various abstract geometric shapes in shades of orange and yellow. These include large organic blobs, smaller circles, elongated capsules, and rectangular shapes with diagonal stripes. Some elements are solid, while others are outlined or have a dotted pattern. The shapes are scattered across the right side and bottom of the slide, creating a modern, energetic feel.

# About The Survey Companies

Companies conducting this survey



# About The Companies



## Otonal Inc

Otonal Inc. is an audio advertising company that develops digital audio advertising business by combining sound with ad technology.

With a mission to create a new market for digital audio in Japan, we provide digital audio advertising proposals to advertisers, support for podcasts and audio distribution, and audio advertising space implementation solutions for media companies.

We also operate a service to create new encounters between podcast programs and listeners and provide a podcast advertising menu.



○Services  
Podcast ranking site  
“Podcast Ranking”  
<https://podcastranking.jp/>



Web magazine that explores the “now” of audio and marketing  
“AUDIO MARKETING INSIGHTS”  
<https://otonal.co.jp/audio-marketing-insights>



○CEO's Book  
“The World's Easiest Testbook for Audio Content Delivery - New Teachings From Media Industry Leaders” (Inpress Publishing) (Only in Japanese)  
<https://book.impress.co.jp/books/1119101164>



## The Asahi Shimbun Company

The Asahi Shimbun upholds its responsibility as a news and opinion leader under the slogan “New connections, new dawn.” While fulfilling this role, we strive to create and deliver new value.

Podcasts produced by The Asahi Shimbun Company go beyond traditional news coverage in areas such as current events, politics, and the economy, bringing listeners closer to the facts. Through the power of audio, we convey depth, passion, and a sense of immediacy that cannot be expressed through text alone. We do not oversimplify complex issues but instead allow our journalists to fully articulate their insights. Enjoy unexpected encounters with a diverse range of topics.



The Asahi Shimbun Podcasts  
<http://www.asahi.com/special/podcasts/>

Asahi Podcasts Official X  
<https://x.com/AsahiPodcast>

For inquiries regarding this survey, please contact [cs@otonal.co.jp](mailto:cs@otonal.co.jp).

When using the survey results and graphs in this release, please be sure to mention that they were researched by Otonal Inc. and The Asahi Shimbun Company.