

PODCAST REPORT IN JAPAN

Survey of Podcast
Usage in Japan
(2020)

June 2021



ABOUT

"PODCAST REPORT IN JAPAN" (2020) is a survey jointly conducted by Otonal Inc. and The Asahi Shimbun Company. in December 2020, which explores the demographics and usage trends of podcast listeners in Japan.

In this study, we surveyed a random group of 10,000 people in Japan between the ages of 20 and 69, as well as an additional group of 600 people who listen to podcasts on a daily basis.

Through the publication of the results of this survey, we hope to deepen our understanding of podcast listeners in Japan, and to contribute to the development of audio content and the growth of the audio market in Japan.



Survey Outline

Screening survey: 10,000 people

Main survey: 600 people who usually listen to podcasts at least once a month

Area	all of Japan																																		
Method	Internet survey																																		
subjects of main survey	Screening Group	Men and women between the ages of 20 and 69																																	
	Main Group	People who usually listen to podcasts at least once a month																																	
Number of Subjects Targeted	600ss	<table border="1"> <thead> <tr> <th>Gender</th> <th>Age Group</th> <th>Percentage (%)</th> </tr> </thead> <tbody> <tr> <td>Males</td> <td>in their 20s</td> <td>16.1</td> </tr> <tr> <td>Males</td> <td>in their 30s</td> <td>13.4</td> </tr> <tr> <td>Males</td> <td>in their 40s</td> <td>12.8</td> </tr> <tr> <td>Males</td> <td>in their 50s</td> <td>9.2</td> </tr> <tr> <td>Males</td> <td>in their 60s</td> <td>7.9</td> </tr> <tr> <td>Females</td> <td>in their 20s</td> <td>12.4</td> </tr> <tr> <td>Females</td> <td>in their 30s</td> <td>8.9</td> </tr> <tr> <td>Female</td> <td>in their 40s</td> <td>8.2</td> </tr> <tr> <td>Female</td> <td>in their 50s</td> <td>6.4</td> </tr> <tr> <td>Female</td> <td>in their 60s</td> <td>4.6</td> </tr> </tbody> </table>	Gender	Age Group	Percentage (%)	Males	in their 20s	16.1	Males	in their 30s	13.4	Males	in their 40s	12.8	Males	in their 50s	9.2	Males	in their 60s	7.9	Females	in their 20s	12.4	Females	in their 30s	8.9	Female	in their 40s	8.2	Female	in their 50s	6.4	Female	in their 60s	4.6
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	total (600) (600)	(%)																																	
	※ Weighted tabulation is used based on the occurrence rate and demographic composition of podcast listeners.																																		
Period	December 4, 2020 (Fri) to December 5, 2020 (Sat)																																		
Planning and Design	Otonal Inc. The Asahi Shimbun Company																																		
Research Organization	Rakuten Insight, Inc.																																		

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01. Attributes and Characteristics of Podcast Listeners

Demographics and interests of podcast users in Japan

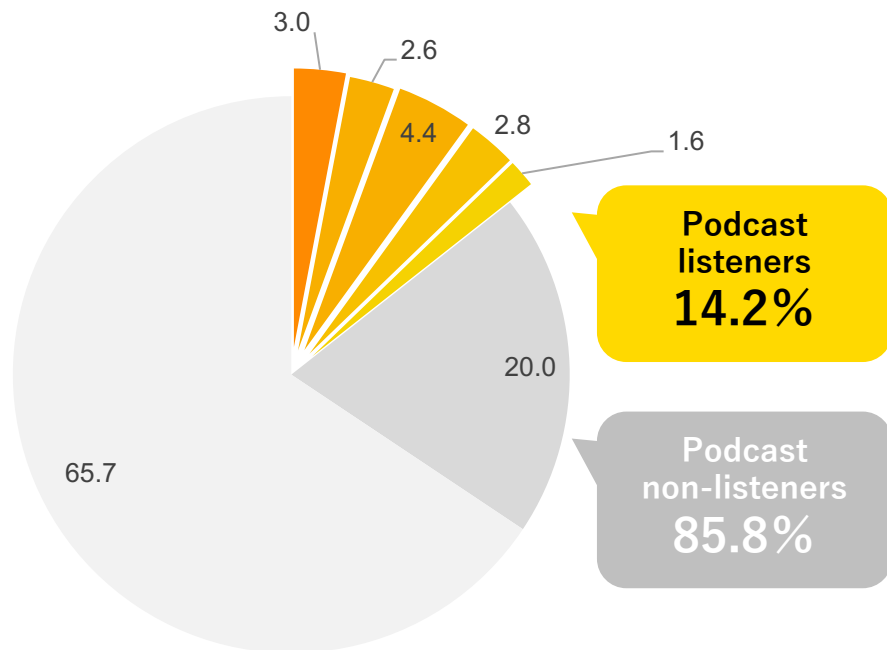
Listening Frequency, Gender, and Age

14.2% of the population use podcasts at least once a month.

Based on this, the number of domestic podcast listeners is estimated to be 11.237 million.

Listening Frequency (n=10,000 : Age 20-69)

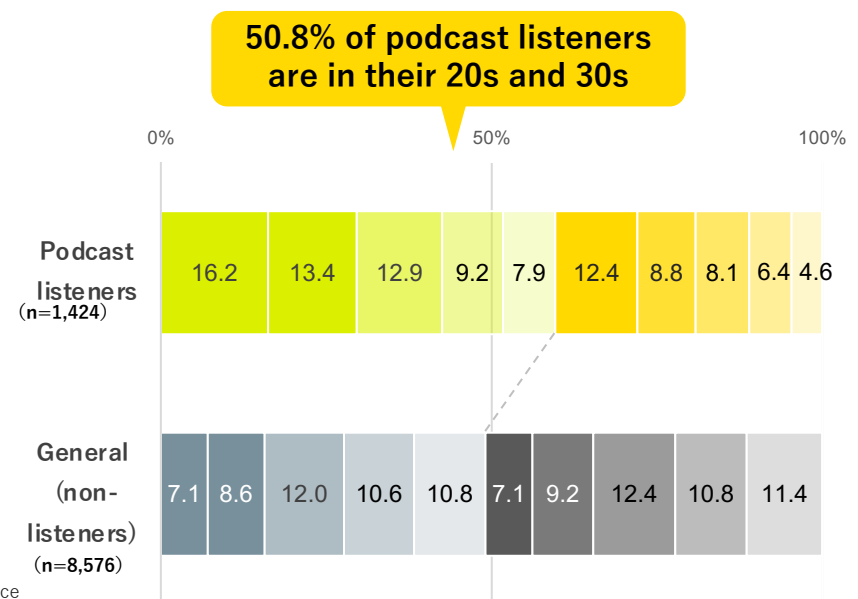
- Almost every day
- 3 to 4 times a week
- Once or twice a week
- Several times a month
- Once a month
- Almost never
- None at all



※ Figures in the graph are rounded to the first decimal place

Gender and Age

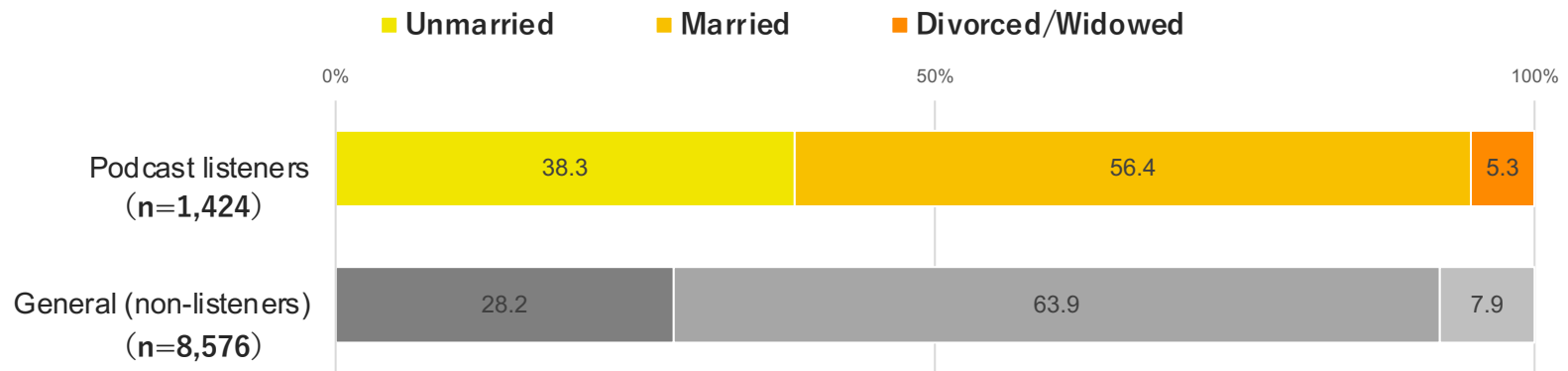
- Males in their 20s
- Males in their 30s
- Males in their 40s
- Males in their 50s
- Males in their 60s
- Females in their 20s
- Females in their 30s
- Females in their 40s
- Females in their 50s
- Females in their 60s



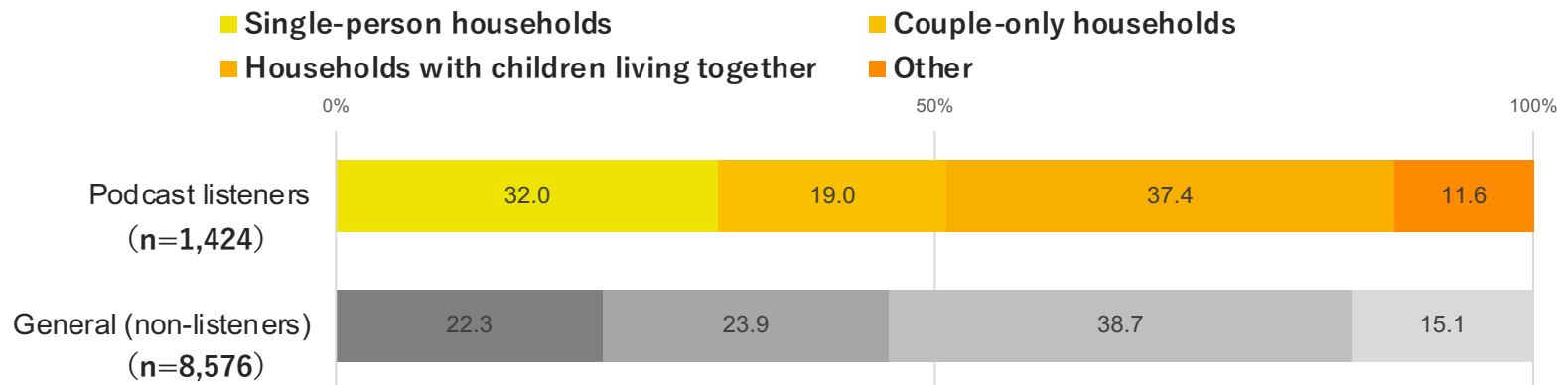
Household Demographics

Podcast listeners are largely single and part of single-person households. This, along with the average age structure on the previous page, indicates that a large portion of podcast listeners are young (in their 20s) and single.

Marital Status



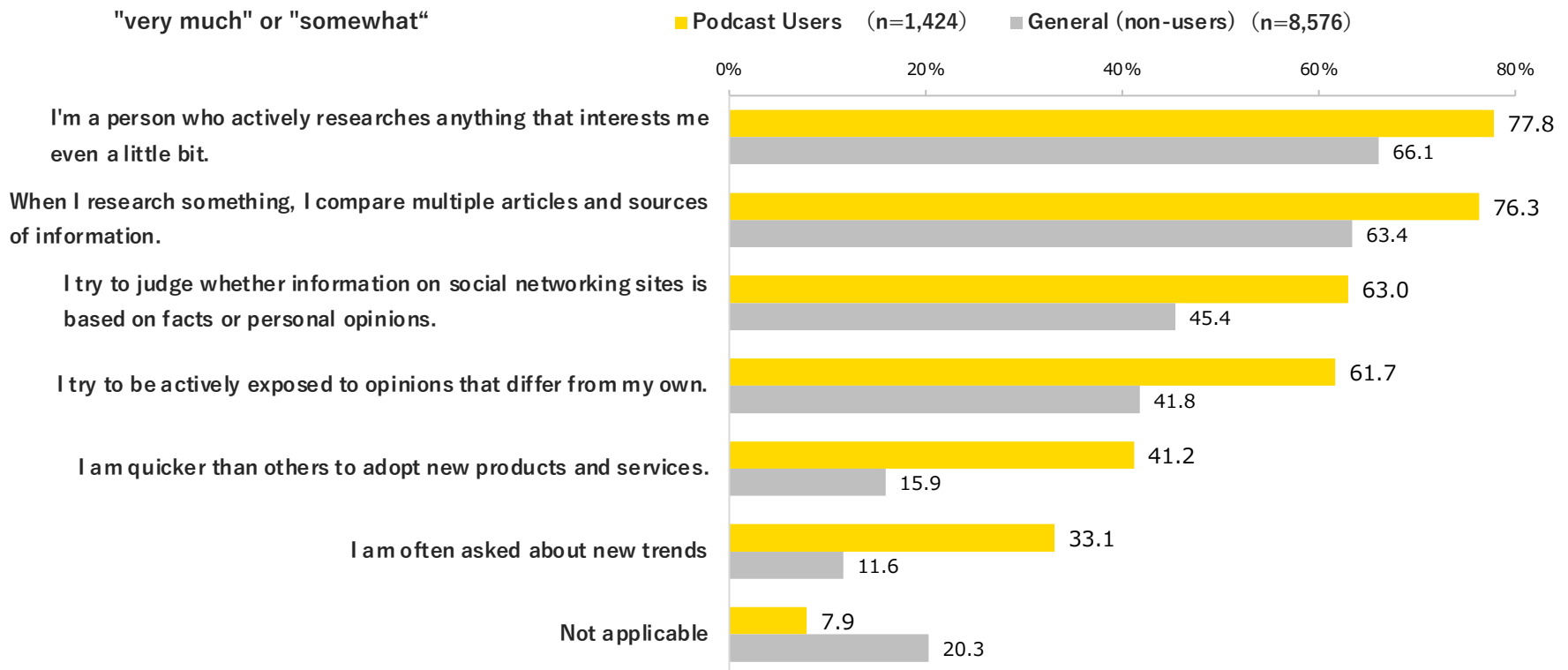
Family Composition



Information-Seeking Trends

92.1% of the "podcast listeners" group responded to the question about their information-seeking tendencies. Compared to the general population (non-users), podcast users are more likely to seek out new information.

Information-Seeking Trends



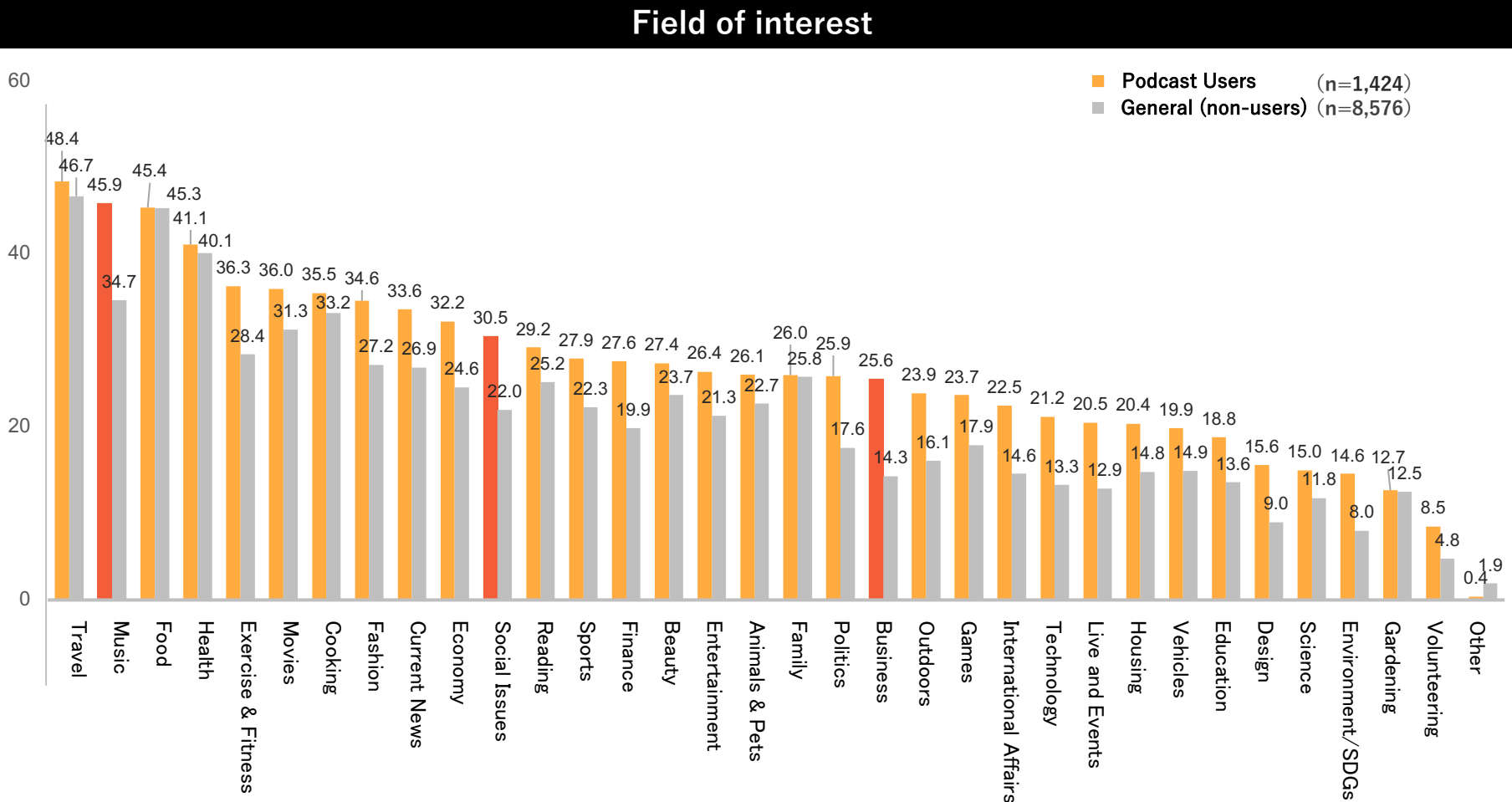
Responded "very much" or "somewhat" to each question.

Podcast listeners
total applicable listeners : 92.1%

General (non-listeners)
total applicable people : 79.7%

Interests and Concerns

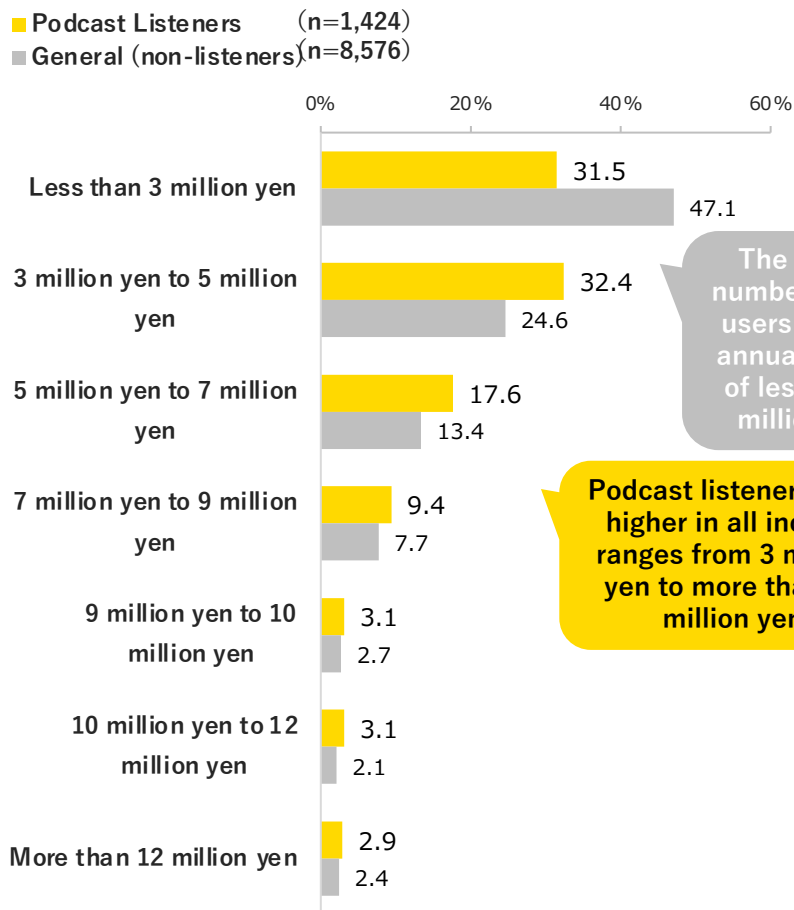
Podcast users have a wide range of interests and concerns, and are interested in many categories of information, products, and services. Compared to the general population, they are particularly interested in business, music, and social issues.



Income and Spending

Compared with the general population (non-users), podcast listeners tend to have higher annual income and more expendable income.

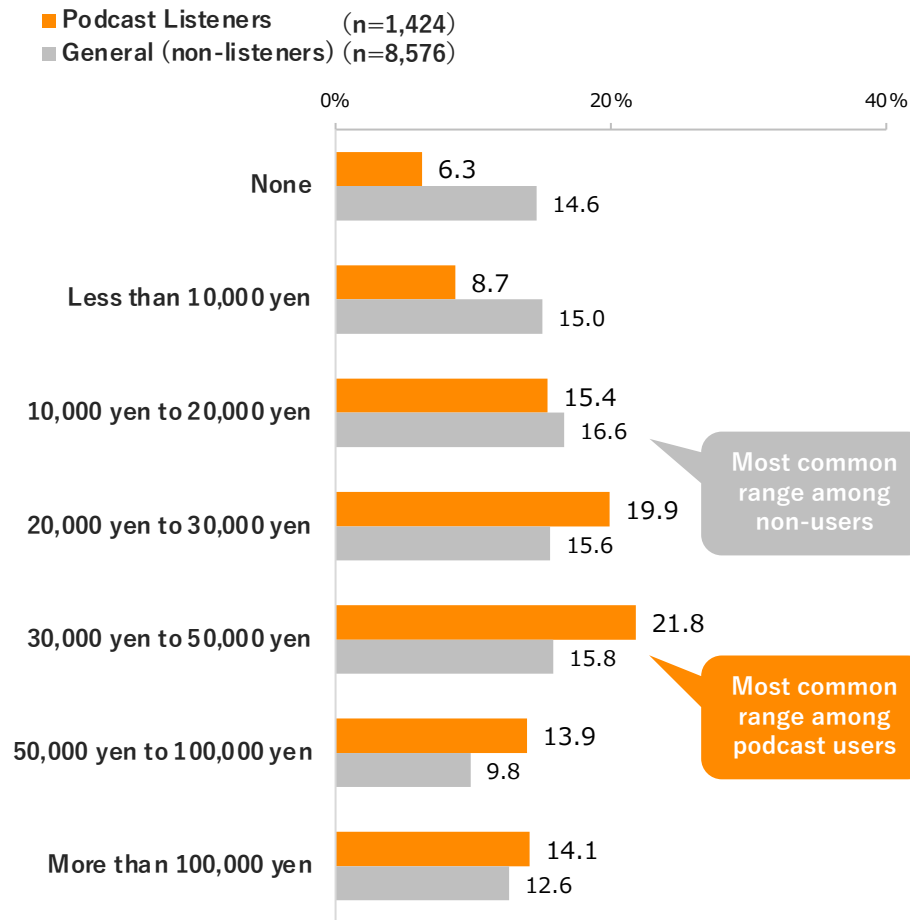
Annual Income



The largest number of non-users have an annual income of less than 3 million yen.

Podcast listeners rank higher in all income ranges from 3 million yen to more than 12 million yen

Expendable Income (per month)



Most common range among non-users

Most common range among podcast users

02.

Podcast Usage Trends

Reasons for listening and most popular genres

Podcast Listening Frequency

69.7% of podcast listeners reported that they listen to podcasts more than once a week, and 20.9% listen almost every day.

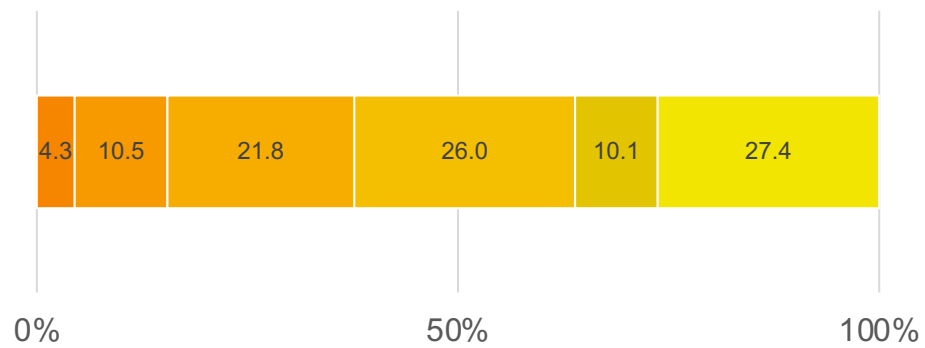
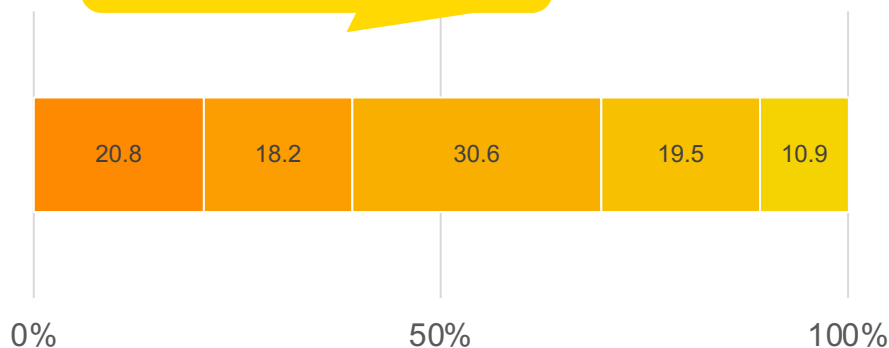
Podcast Listening Frequency (n=600)

- Almost every day
- 3 to 4 times a week
- Once or twice a week
- Several times a month
- Once a month

Number of Programs Subscribed (n=600)

- 10 or more programs
- 5 to 9 programs
- 3 to 4 programs
- 2 to 3 programs
- 1 program
- No subscriptions

Users who listen to podcasts at least once a week
69.7%



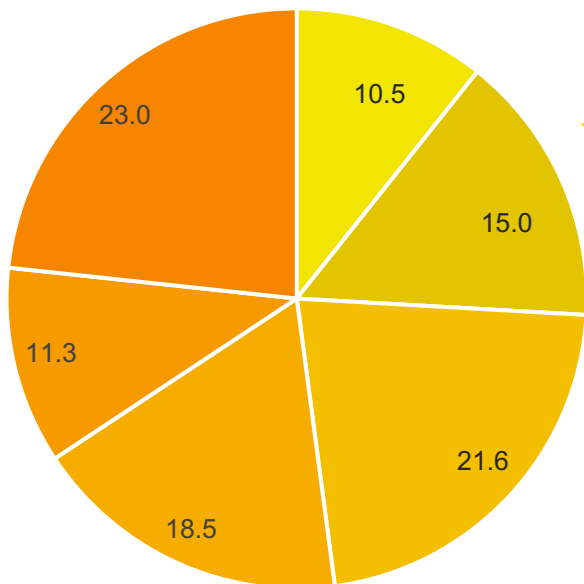
※The term "subscription" here does not mean billing. It refers to following the podcast program to receive updates.

Reasons for Listening

47.1% of respondents said they started listening to podcasts within the past year. The most common reason they started listening was "to gather information," followed by "it's now available on Spotify and Amazon Music."

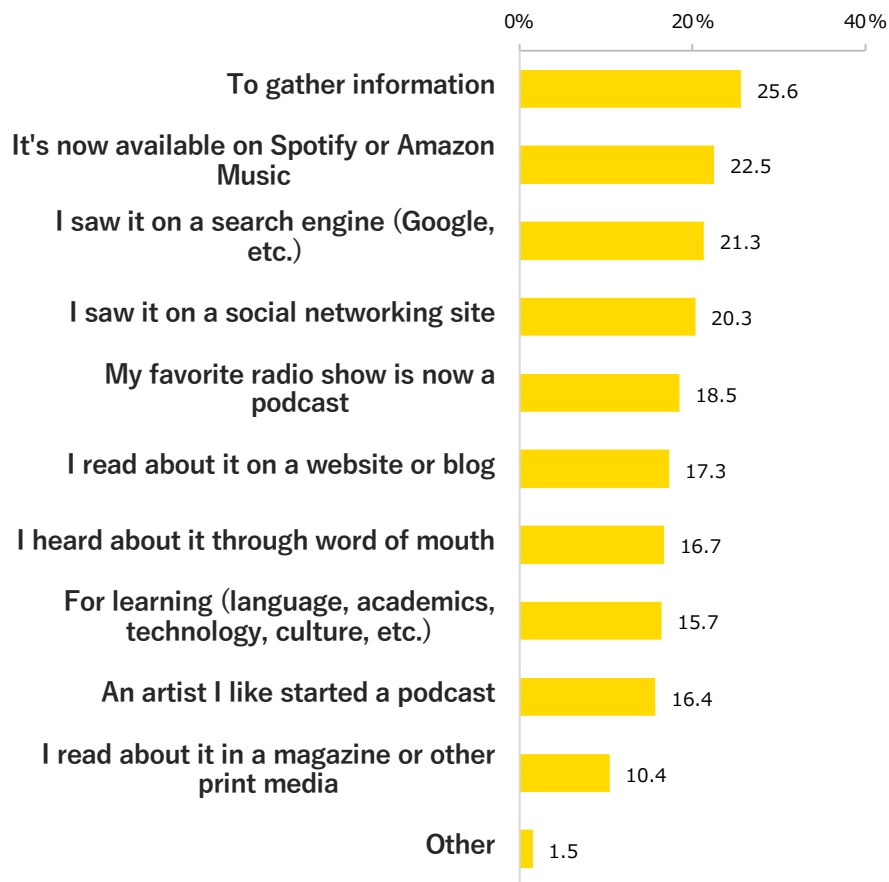
Podcast Usage Start Time (n=600)

- Less than 1 month ago
- 1 to 6 months ago
- 6 months to 1 year ago
- 1 to 2 years ago
- 2 to 4 years ago
- More than 4 years ago



Users who started listening within the past year **47.1%**

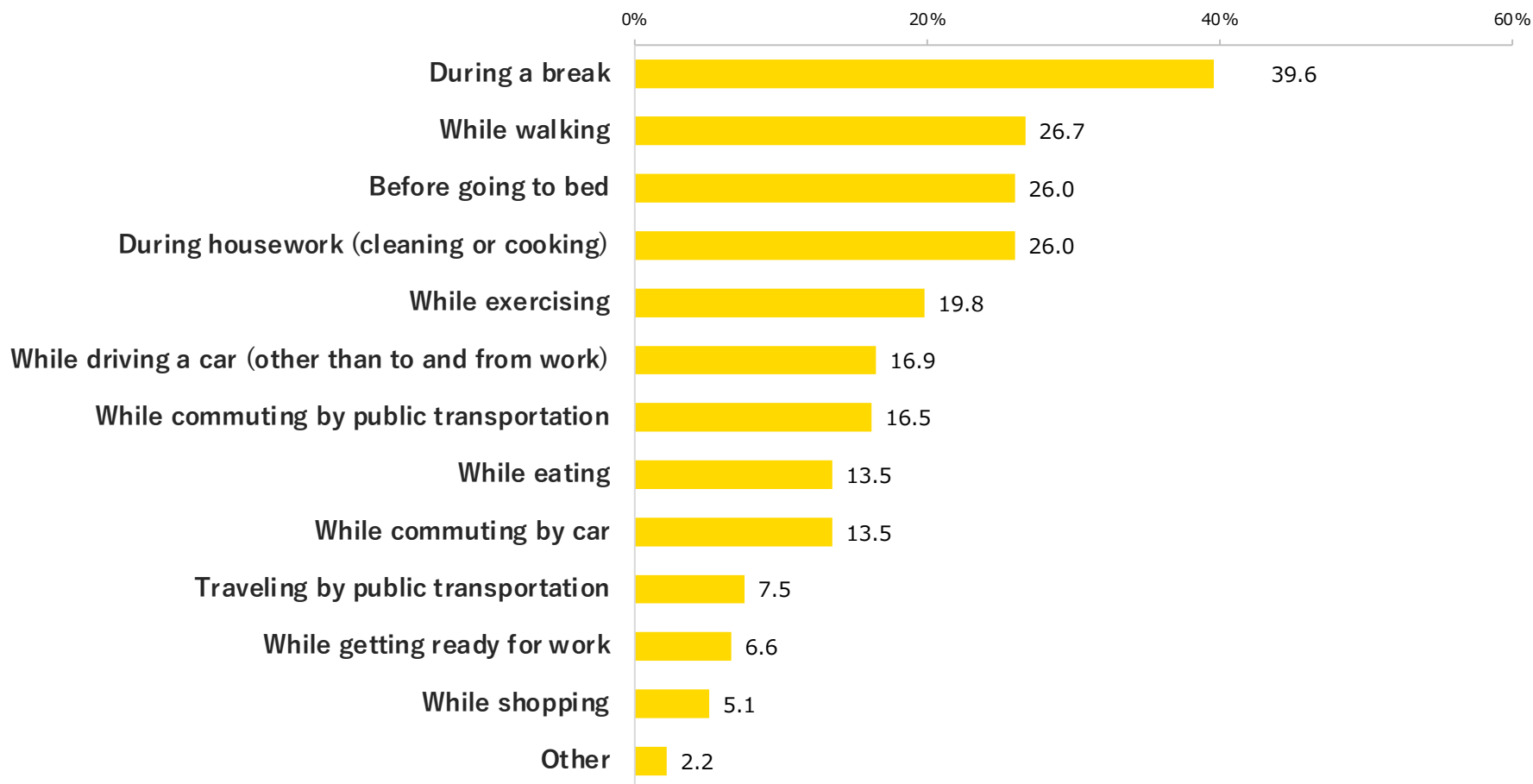
Why Users Started Listening (n=600)



Listening Environments

The most common environment for listening to podcasts was "during a break," followed by "while walking," "before going to bed," and "while doing housework."

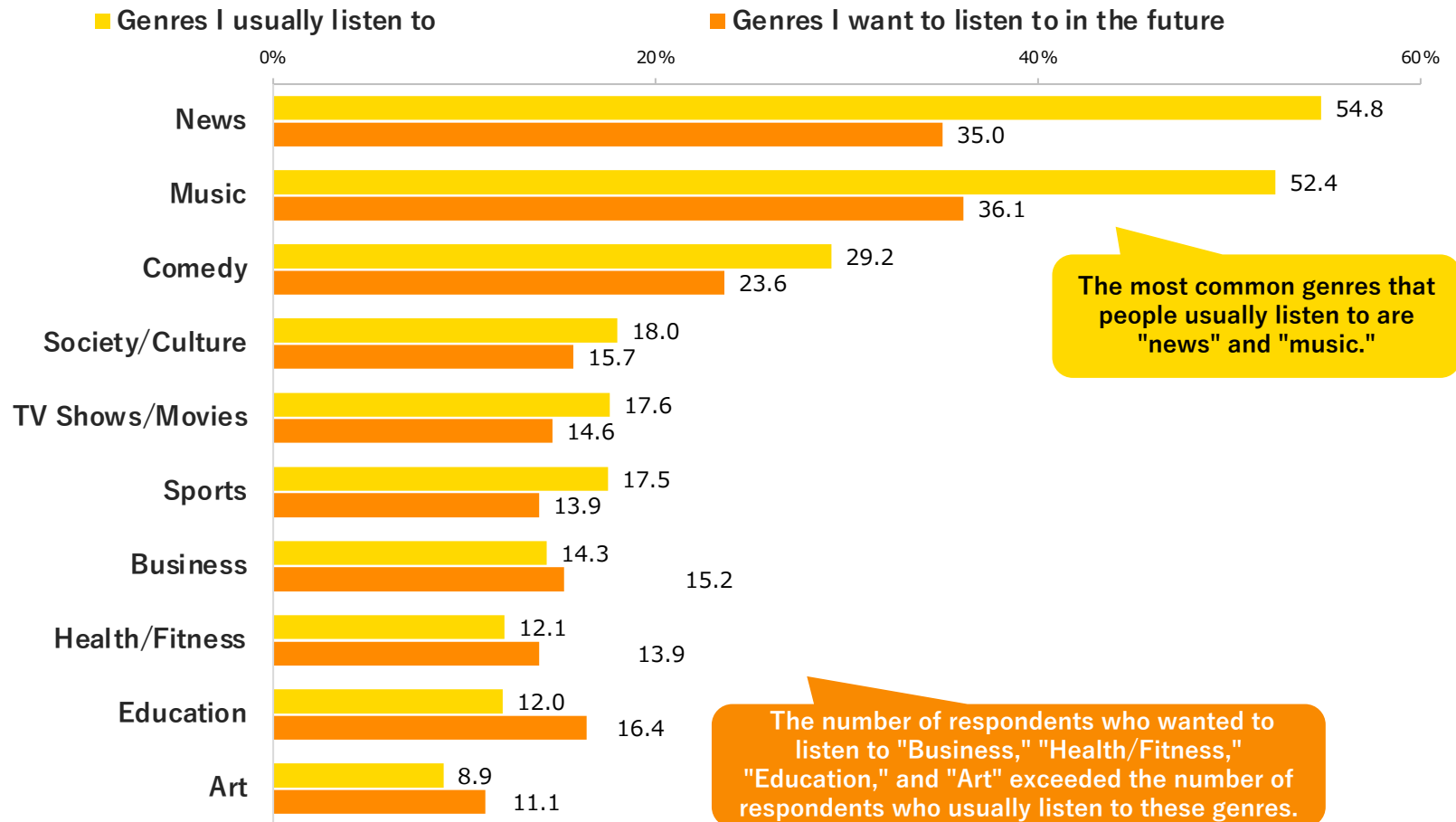
Listening Environments (n=600)



Podcast Genres

“News” and “Music” were the most popular genres, with more than 50% of the respondents listening to them on a regular basis. This was followed by “Comedy,” “Society/Culture,” “TV/Movies,” and “Sports.”

Podcast Genres (n=600)



03. Behavior after Listening & Effects of Audio Advertising

Searching and Purchasing Trends of Advertised Products

Behavior after Listening

66.7% answered "often" or "occasionally" to the question of whether they search for a mentioned product when they listen to podcasts. Furthermore, 35.8% answered "often" or "occasionally" about their listening leading to a purchase.

Tendency to Search and Purchase Products Mentioned in Podcasts (n=600)

■ Often ■ Occasionally ■ Almost never ■ Not at all

Have searched often or occasionally
66.7%

Search
experience

18.2

48.5

18.8

14.5

Have purchased often or occasionally
35.8%

Purchase
experience

8.2

27.6

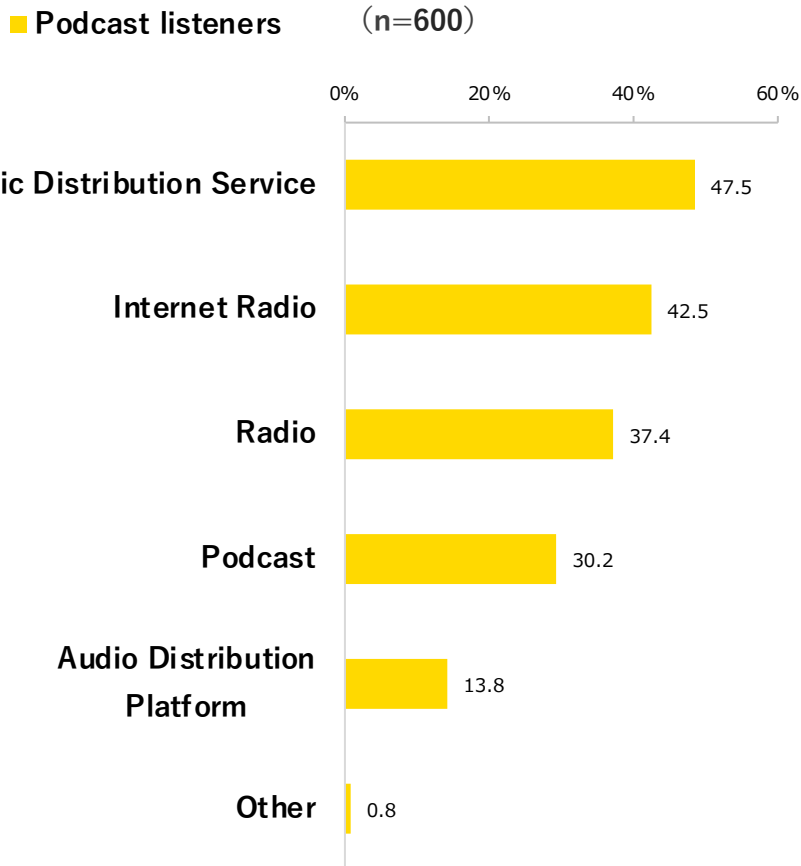
27.1

37.0

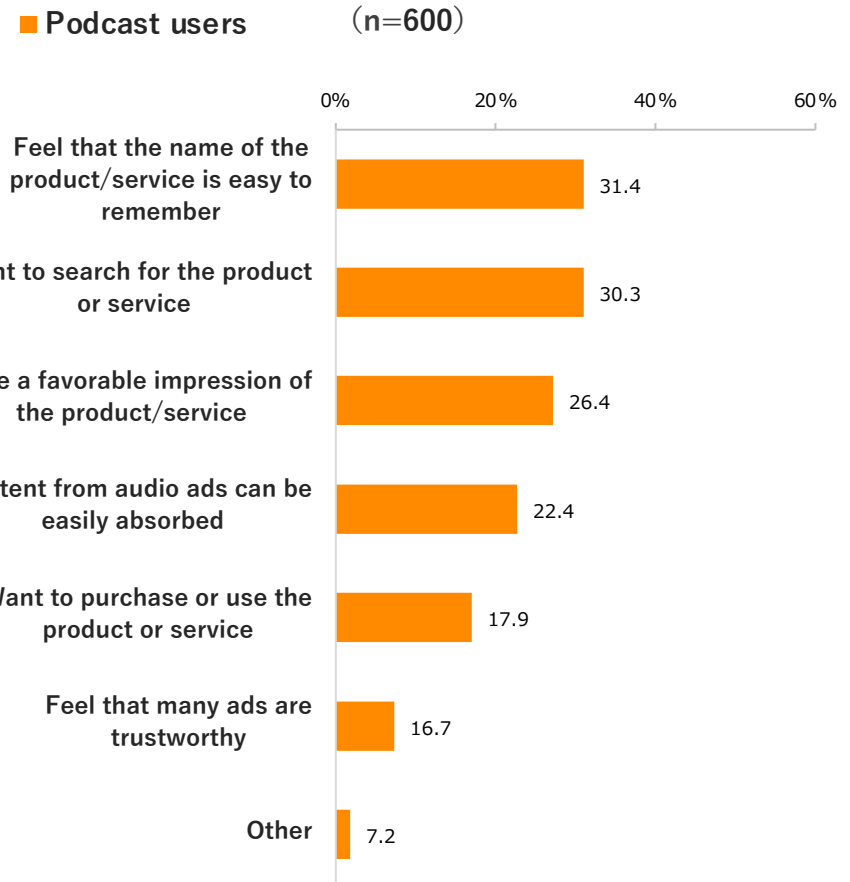
Effects of Audio Advertising

The most common effects had to do with branding, such as "the name of the product is easy to remember" and "have a favorable impression of the product," as well as encouraging action, such as "want to search for the product."

Audio Platform that Served Audio Ad



Users' Feelings from Listening to Audio Ads



Contributing Companies

Overview

Company Overviews



Otonal Inc.

Otonal Inc. is an audio advertising company whose mission is to create new value in the Japanese audio advertising market. They hope to bridge *oto* (sound/audio) with technology to develop new ideas in advertising.

For advertisers, they create digital audio advertising solutions, and for publishers (such as radio stations), they provide digital ad monetization solutions.



Books
The Easiest Audio Distribution Business Instruction Book: New Media Basics Taught by a Popular Instructor (Impress)
<https://book.impress.co.jp/books/1119101164>

The Asahi Shimbun

The Asahi Shimbun Company

As the publisher of one of the largest and longest-lasting newspapers in Japan, The Asahi Shimbun Company is evolving into a comprehensive media company with journalism at its core.

With their Asahi Shimbun Podcast, they go beyond the conventional boundaries of news, making use of some 2,000 reporters throughout 273 locations in Japan and overseas. They hope to enrich their listeners' lives by inviting them to different sites everyday.



Asahi Shimbun From the News Scene
<https://omny.fm/shows/asahi/playlists/podcast>

Apple Podcast
「The best podcasts of 2020」
election



Asahi Shimbun News Deep-Dive
<https://omny.fm/shows/asahi/playlists/playlist-2>

You can read it along with the text in Asahi Shimbun Digital.
<http://www.asahi.com/special/podcasts/>

If you have any questions about this survey, please contact us at podcast@asahi.com.
When using the results and graphs of this survey, please specify "Otonal and The Asahi Shimbun Company survey".