

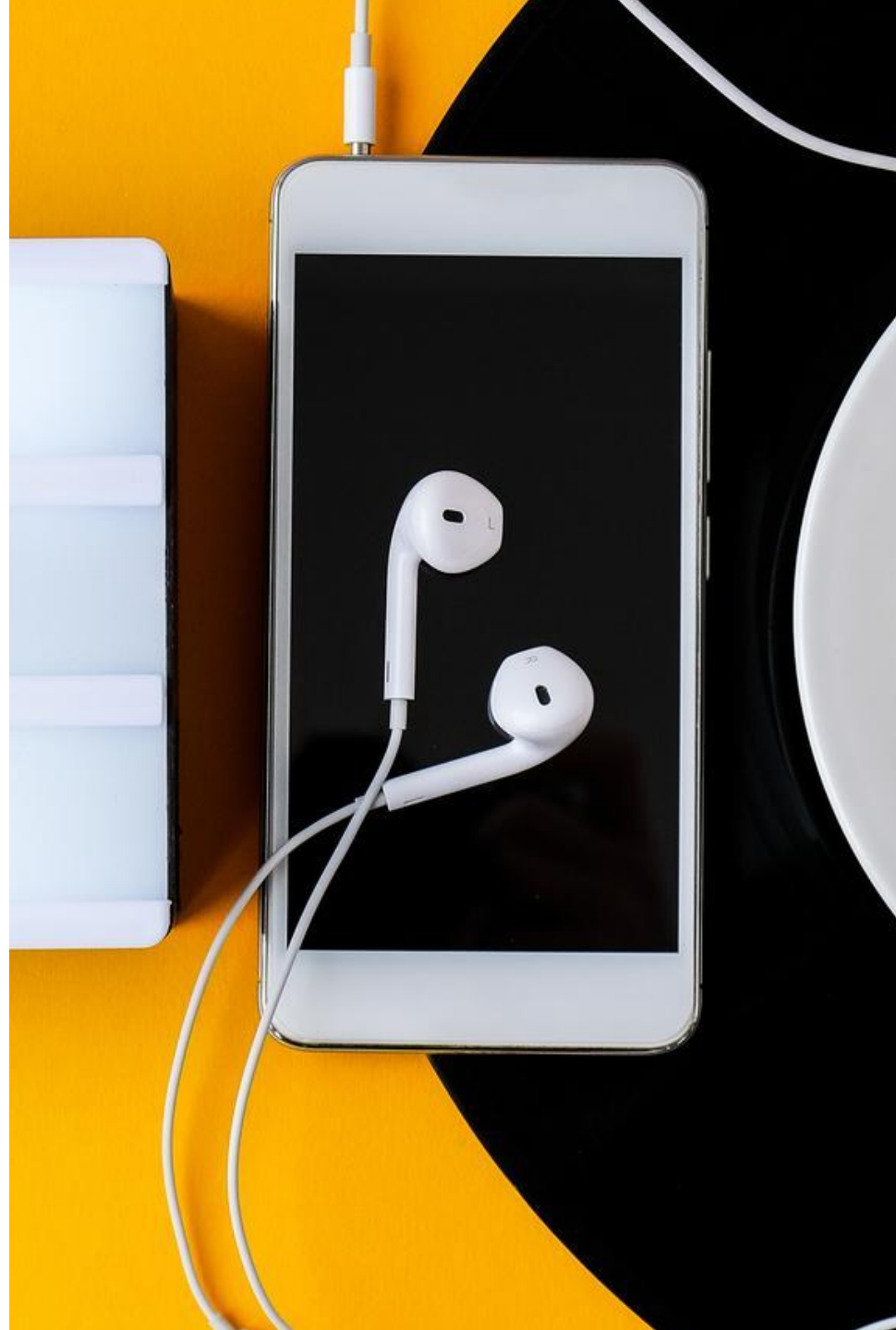
PODCAST REPORT IN JAPAN

Survey of Podcast
Usage in Japan for
2021

2022/3



朝日新聞





ABOUT

Otonal Inc. and The Asahi Shimbun Company collaborated on this survey to investigate the Japanese domestic market for podcast usage and user demographics.

10,000 people participated in the survey, all between the ages of 20-69. Podcast listeners and non-podcast listeners were compared, and then 600 users were randomly selected to divulge daily listening habits.

Through this survey, we hope to understand more about Japanese podcast listeners and hope this survey helps with the dissemination of audio content in Japan.



朝日新聞

Survey Overview

- Screening Sample: 10,000 respondents
- Podcast Listening Survey: 600 respondents (those who listen to a podcast at least once a month)

Survey

Surveyed Country	Japan
Survey Method	Internet Survey
Survey Target	Men and Women between the ages of 20-69 Additionally, those who listened to a podcast more than once a month
Podcast Listening Survey Sample Size	600 respondents We used weighted tabulation by comparing podcast listeners to the general population
Survey Period	2021/12/3-12/4
Survey Planners	Otonal Inc., The Asahi Shimbun Company
Survey Organization	Rakuten Insight

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01.

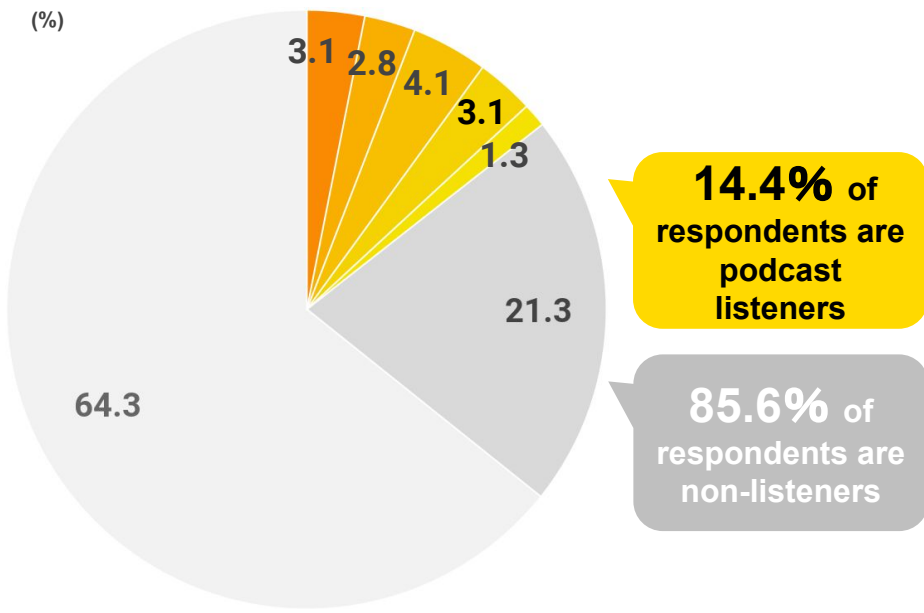
Japan's Podcast User Demographics and Characteristics

Podcast Listening Population, Demographics, Interests

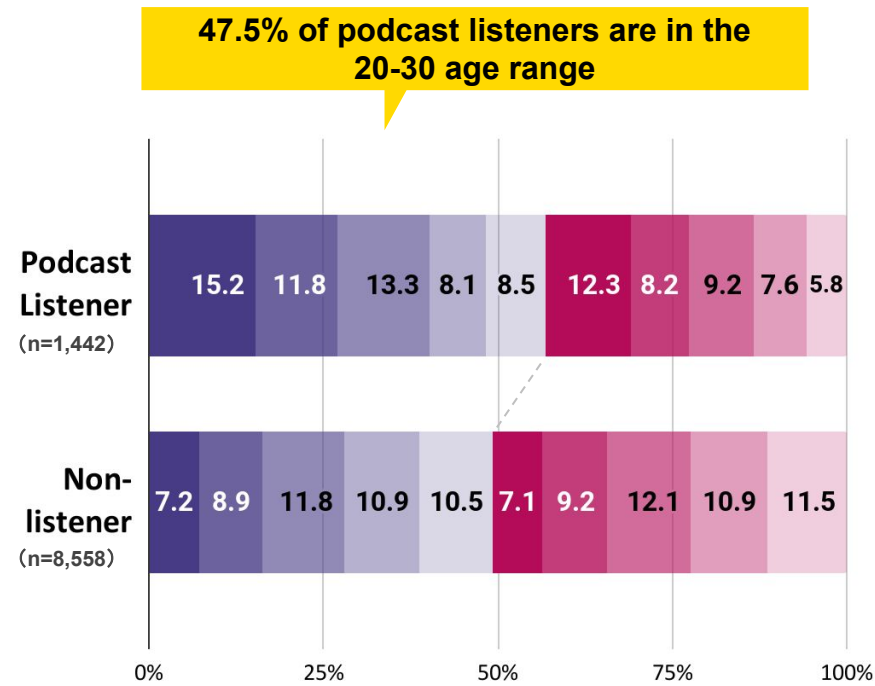
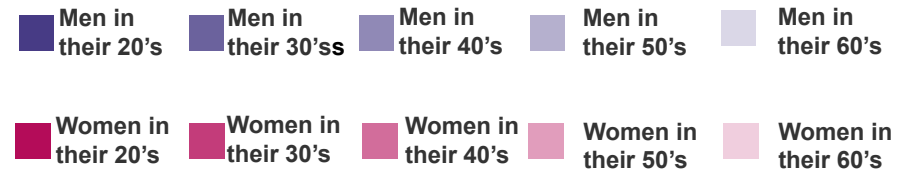
Listener Population and Characteristics

14.4% of survey participants listened to a podcast more than once a month. Men made up 56.8% of the demographic, while the biggest age bracket was people in their 20s at 27.5%.

Podcast Listening Frequency (n=10,000:20-69 years-old)



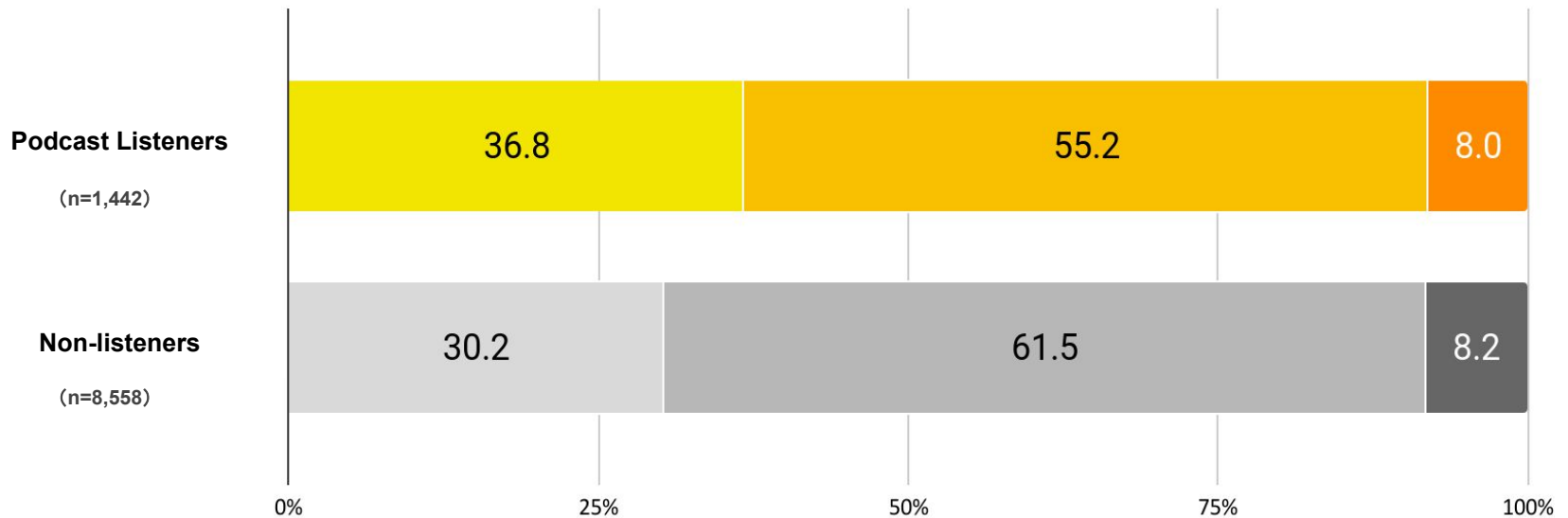
Gender and Age (n=10,000:20-69 years-old)



Podcast Listener Family Dynamics

Over one third of podcast listeners were single in comparison to non-listeners.

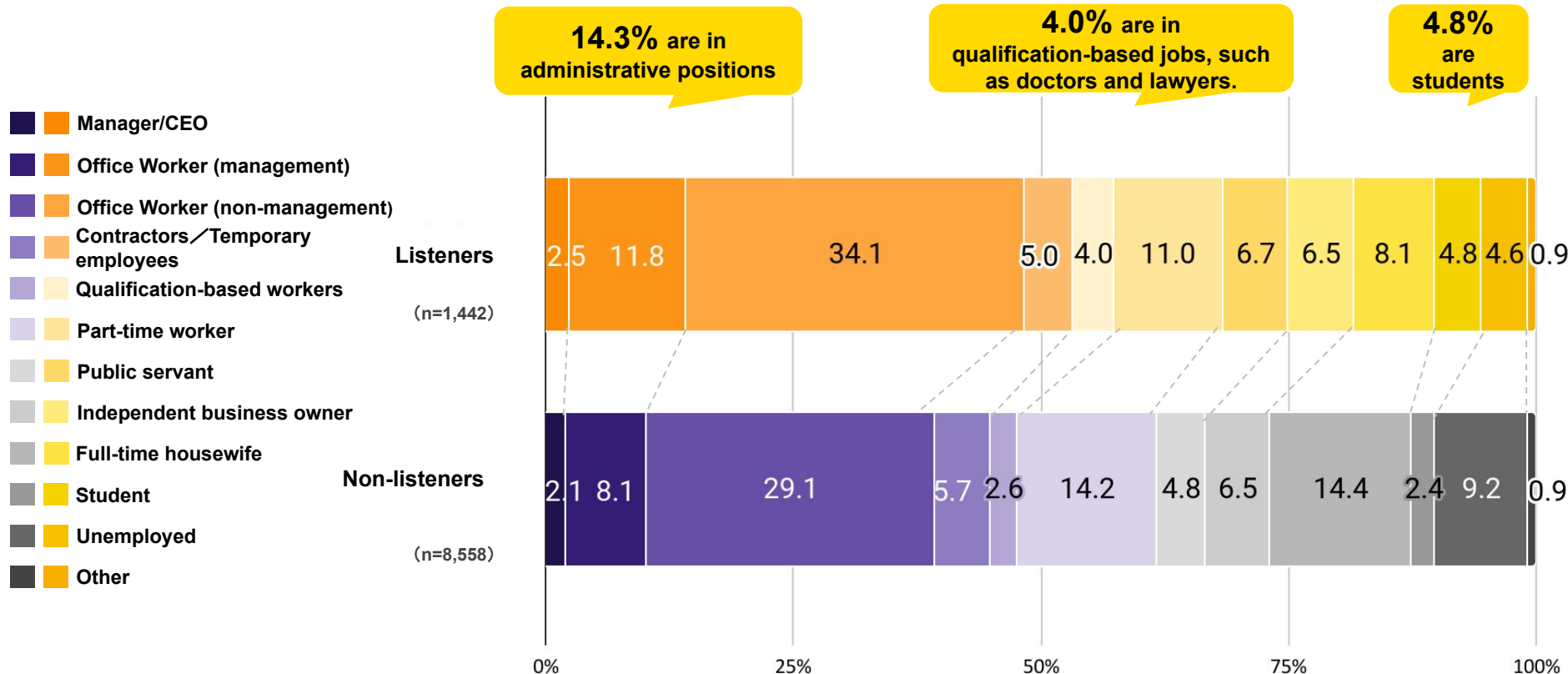
Marital Status



Podcast Listeners' Occupation

Podcast listeners, in comparison to non-listeners, tended to have administrator jobs, be leaders, or have qualification-based jobs. Students also made up a larger percentage.

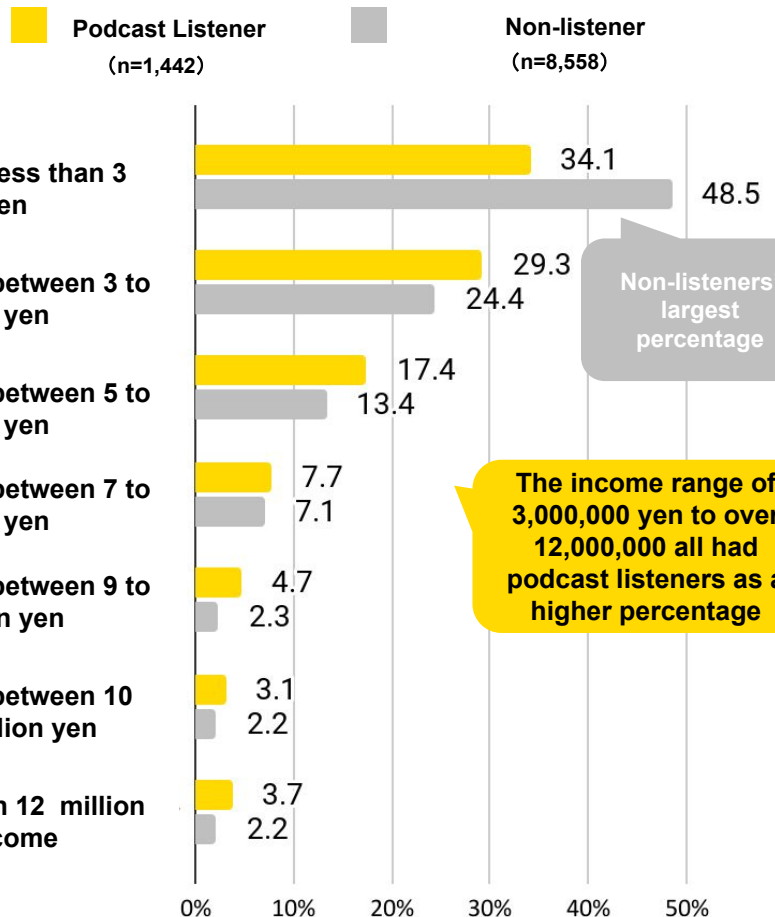
Occupation



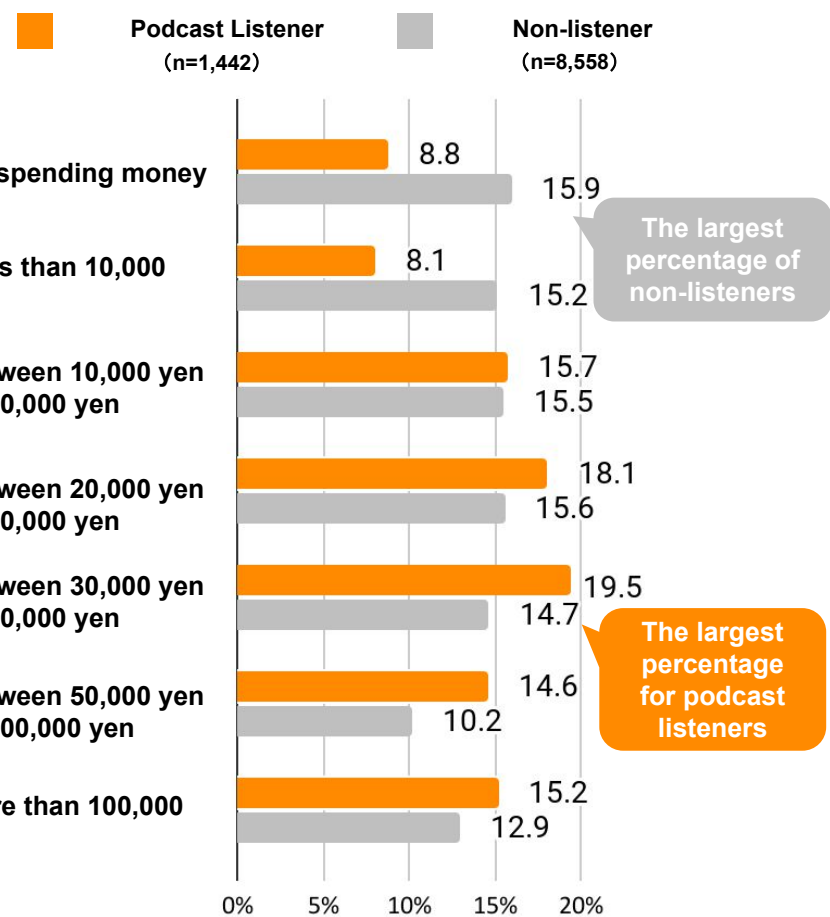
Financial Situation of Podcast Users

A large percentage of podcast listeners, in contrast to non-listeners, tended to have a higher income and spending money.

Personal Annual Income



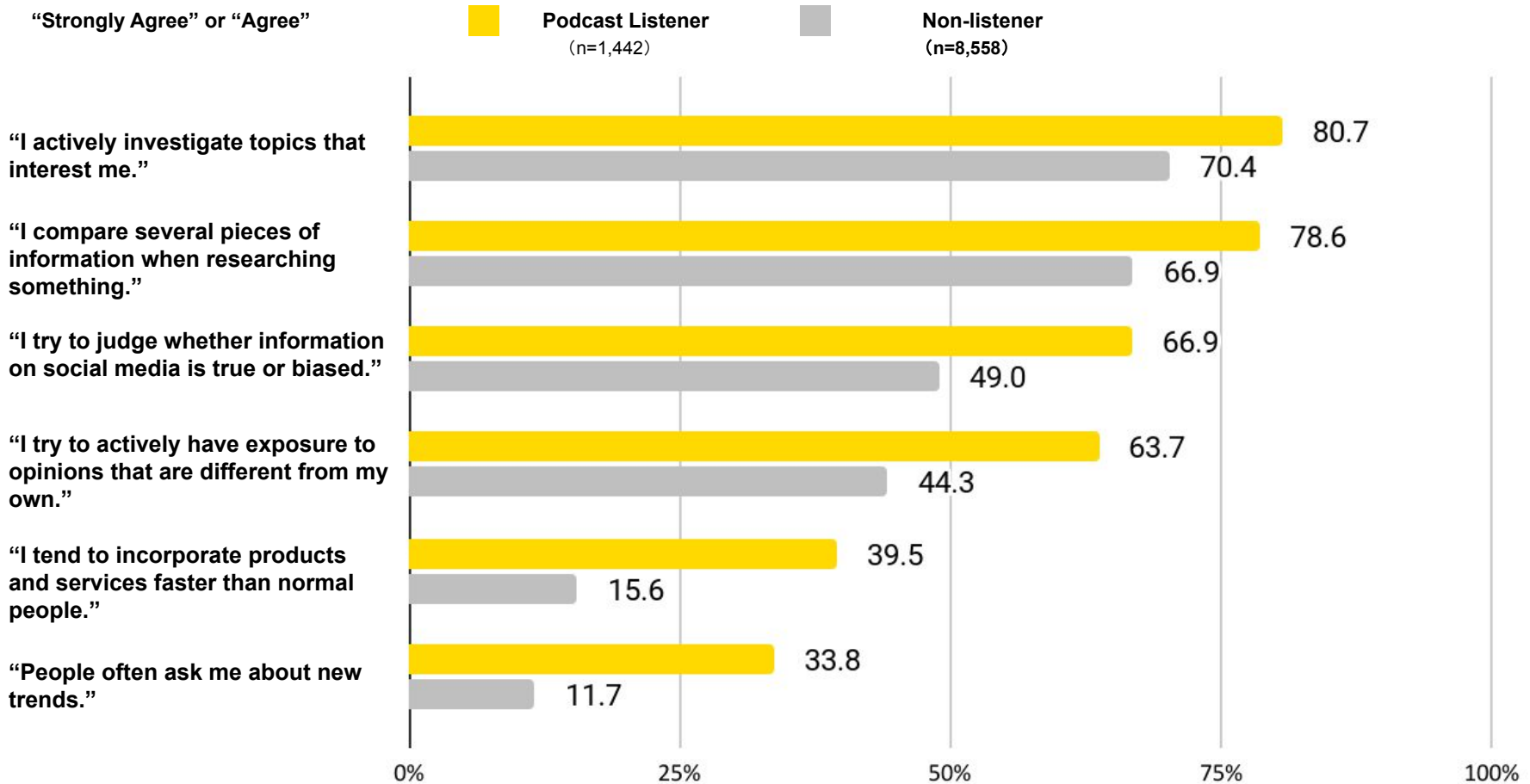
Spending Money



Podcast Listeners' Information Sensitivity

Podcast listeners, in all categories, outperformed non-listeners in regards to being sensitive and aware in regards to new information.

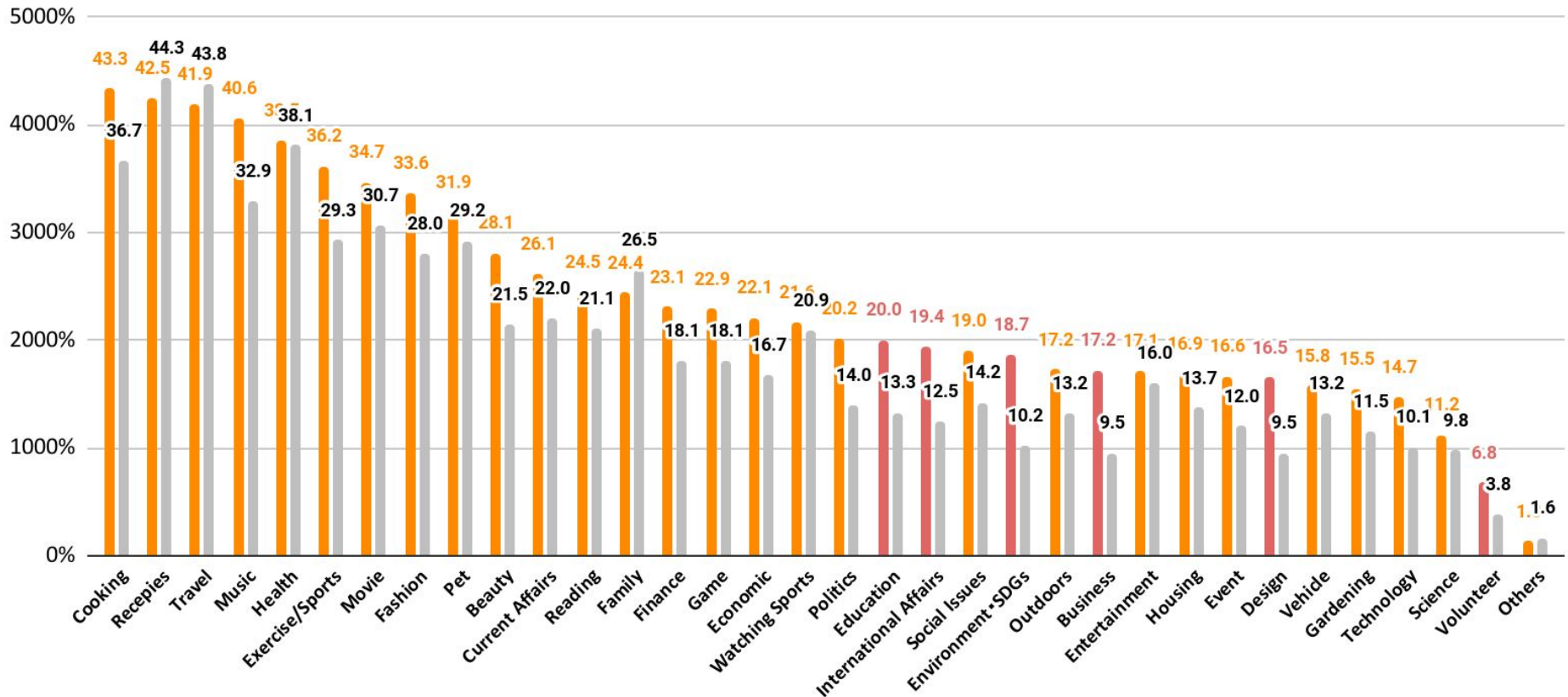
Information Sensitivity (multiple choice accepted)



Podcast User Interests

Podcast listeners had a wide range of interests, including information and products spanning many fields. In comparison to non-listeners, listeners had a higher score in areas such as environmental issues, SDGs, business, design, international issues, education, and music.

Areas of Interest (multiple choice accepted)





02. Podcast Listening Methods

Podcast Listening Frequency, Inciting Incident, and Listening Methods

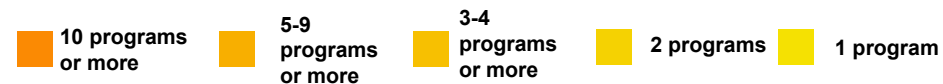
Podcast Listening Rate and Program Number

67.6% of listeners listened more than once a week, while 20.3% said they listened to podcasts on an almost daily basis. 75.4% of respondents also said they listened to more than two programs.

Podcast Listening Frequency (n=600)

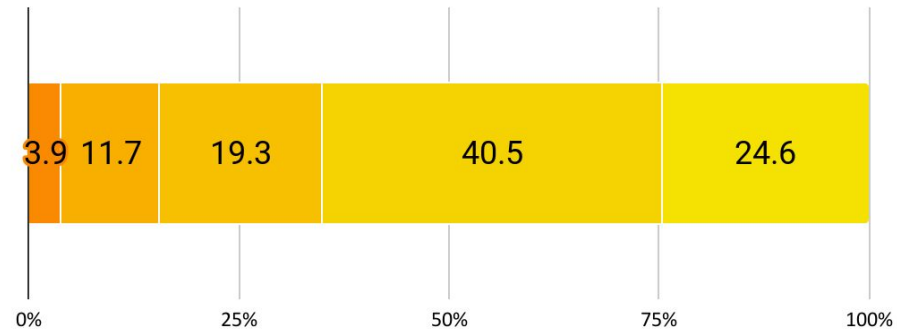
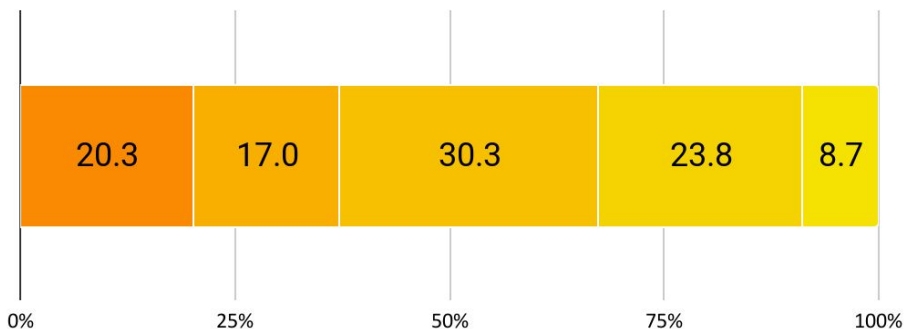


Programs Listened to on a Regular Basis (n=600)



Users listening to podcasts more than once a week
67.6%

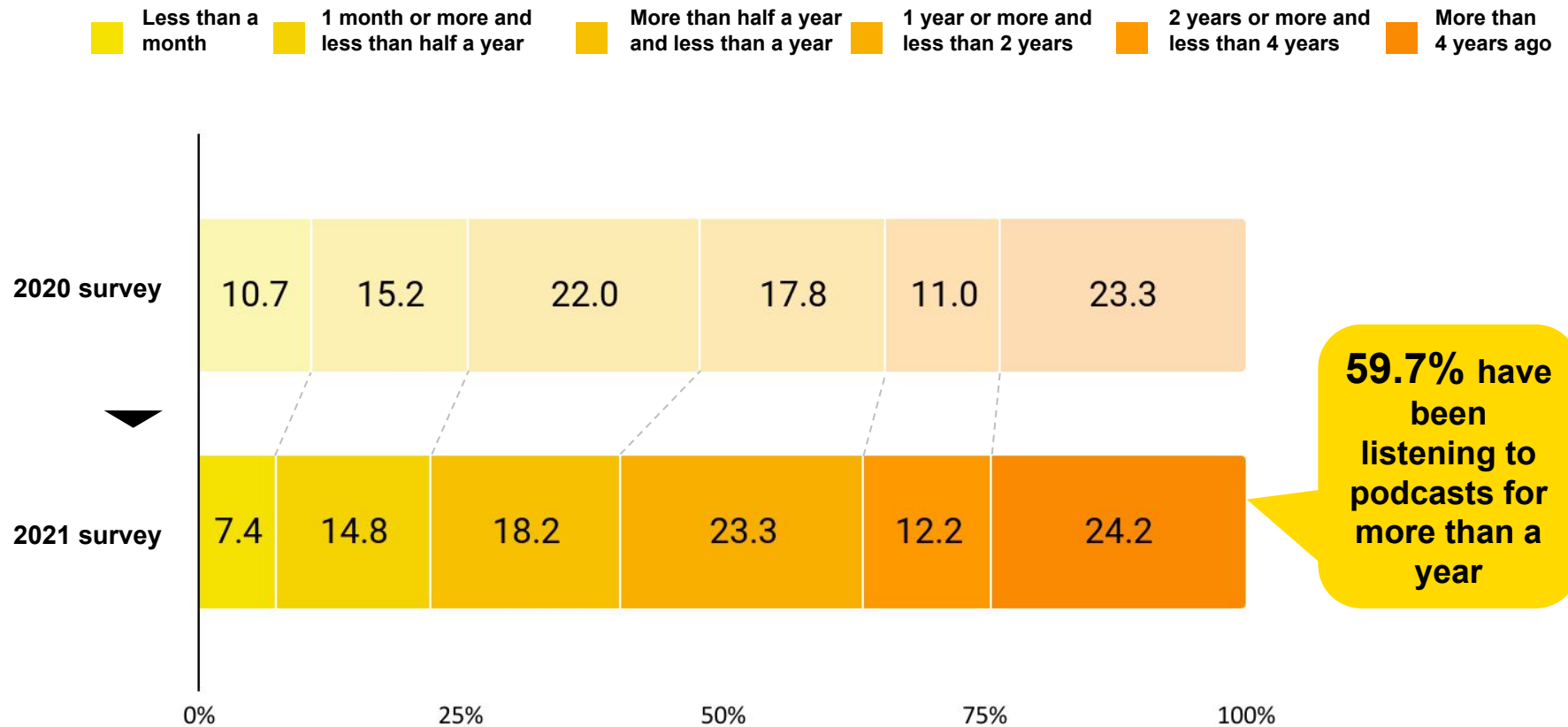
Users who listened to multiple programs
75.4%



Period of First Podcast Listen (Year-on-Year)

More users began listening to podcasts compared to last year's survey. It could be inferred that a certain number continued to listen to podcasts after the first year.

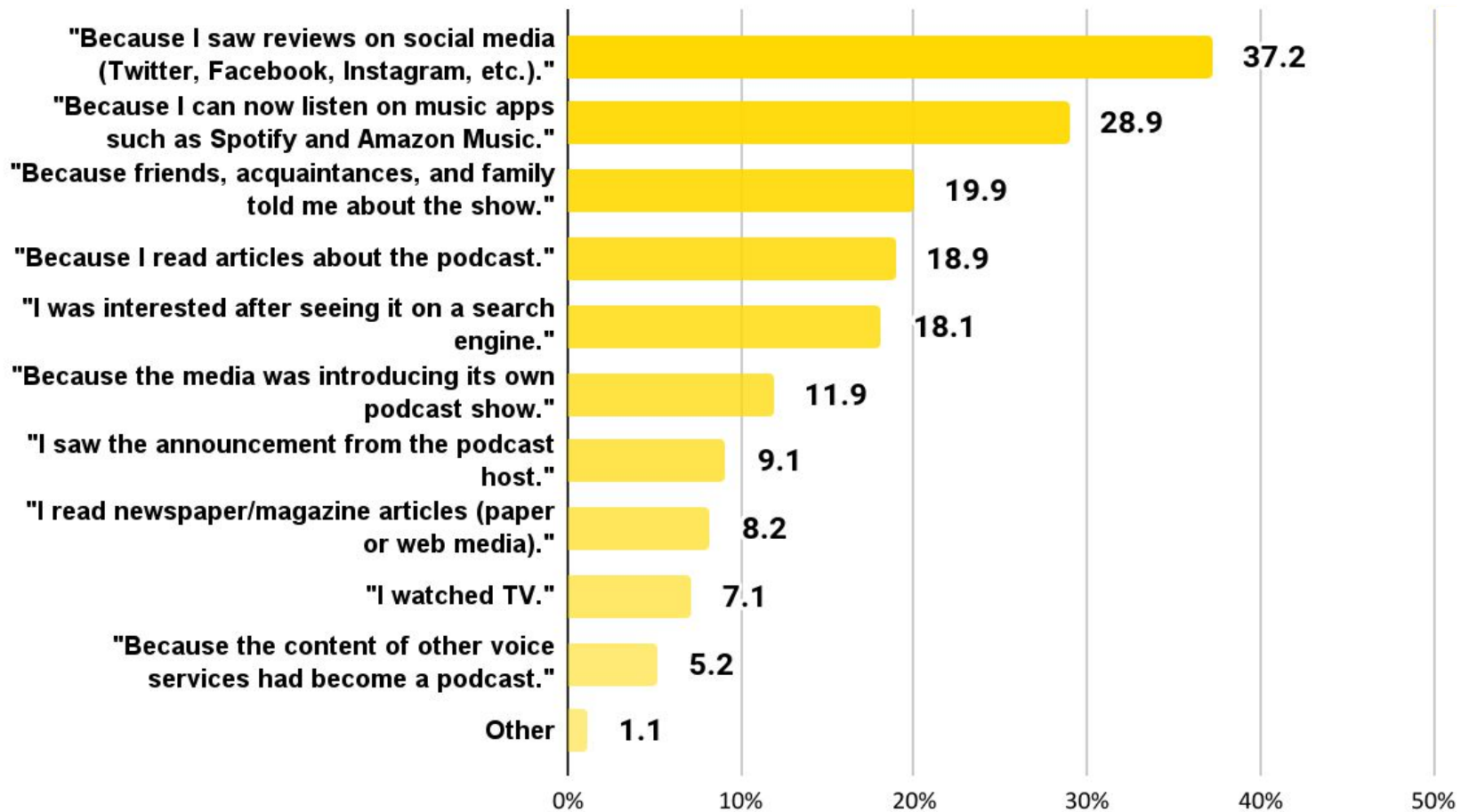
Period of First Podcast Listen (n=600)



Reason For Getting Into Podcasts

“Seeing comments on blogs and social media” and “listening through music apps” were the top answers. It could be inferred user acquisition is heavily affected through other platforms.

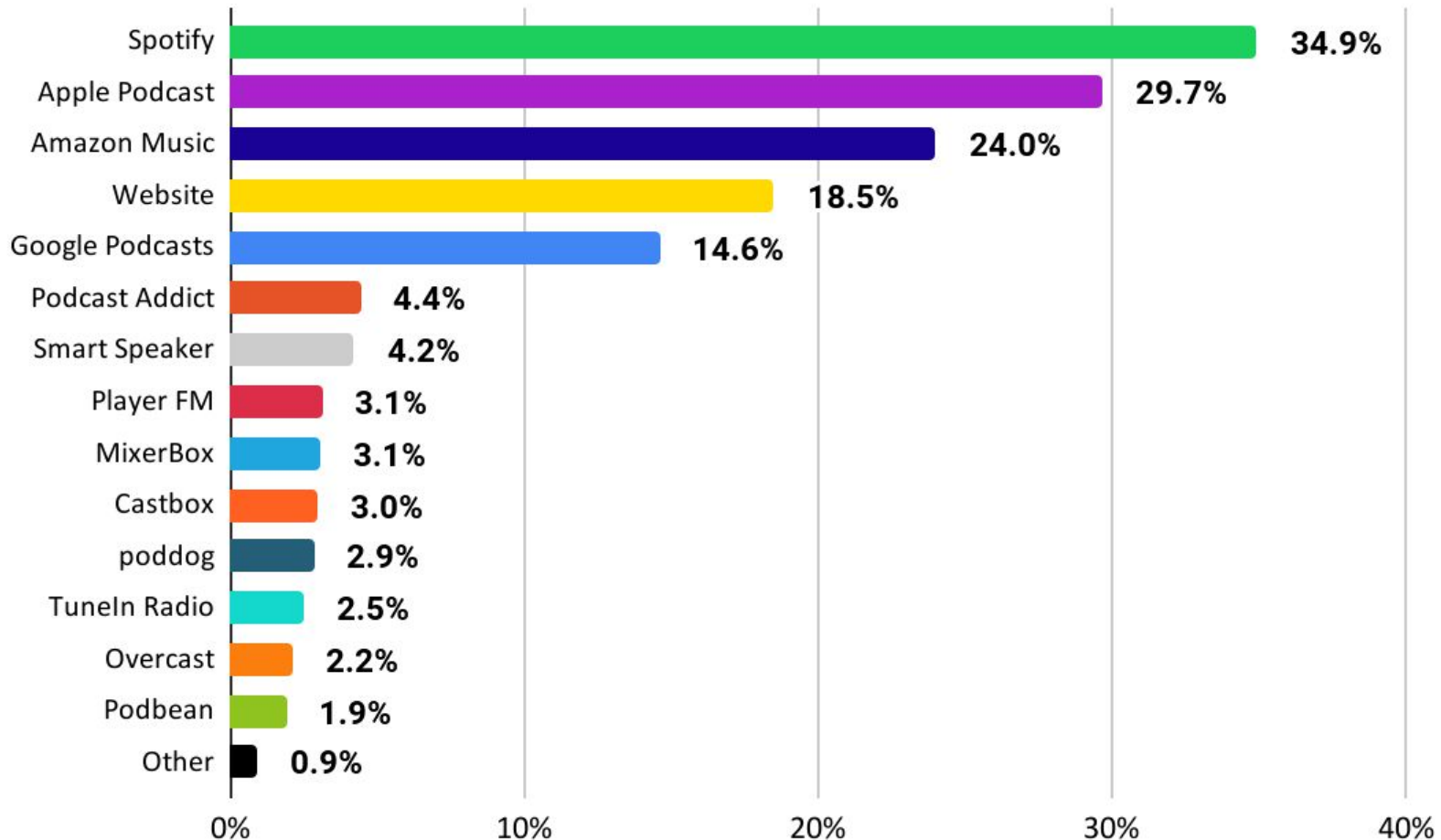
Reason For Getting Into Podcasts (n=600, multiple answers accepted)



Podcast Listening Platforms

34.9% of respondents listened to Spotify, followed by Apple Podcast, Amazon Music, other websites, and Google Podcasts.

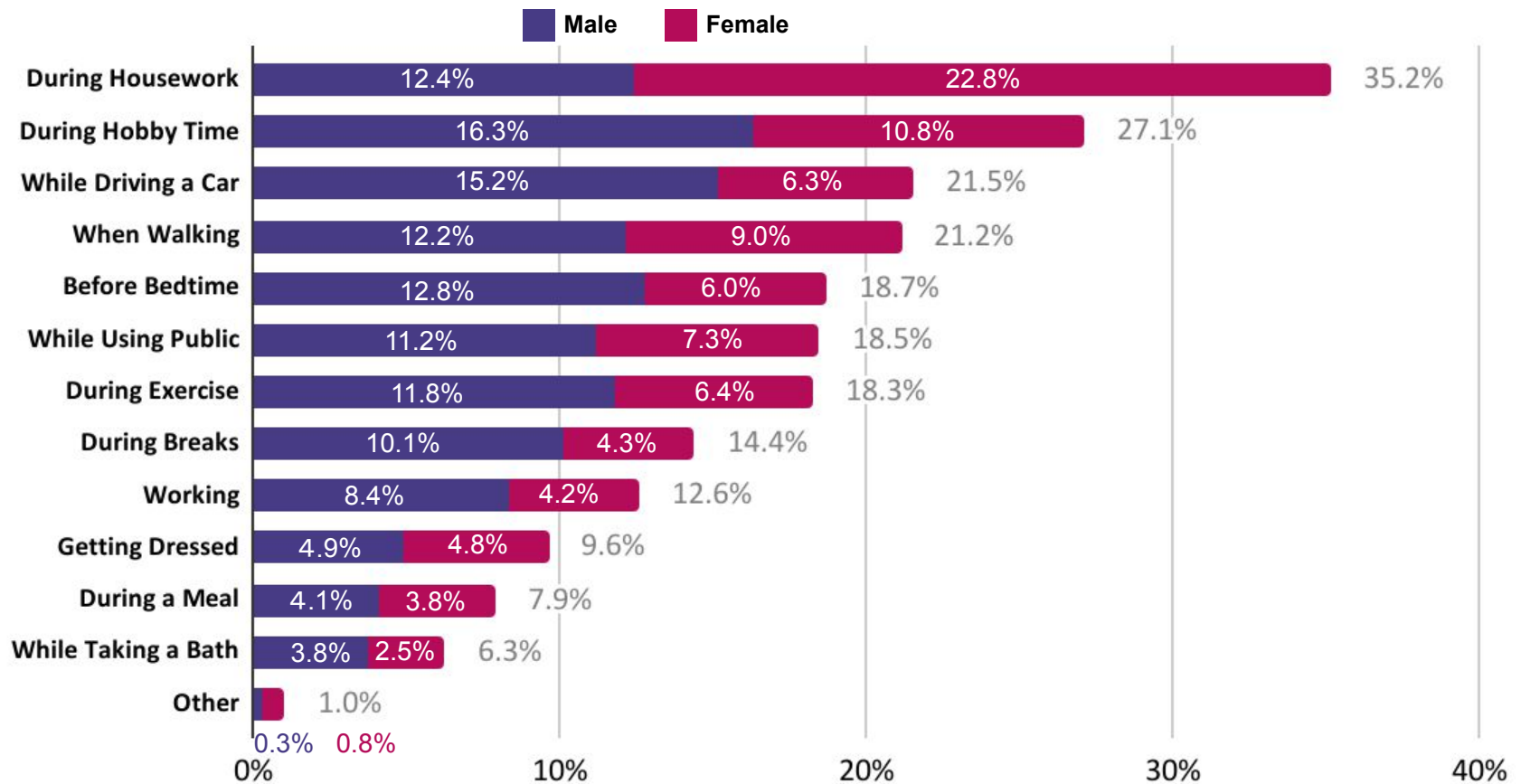
Podcast Listening Platforms (n=600, multiple choice accepted)



Podcast Listening Situations

Most respondents listened to podcasts while doing housework. Women mostly listened while doing housework, while men tended to listen while doing a hobby or driving.

Podcast Listening Situations (n=600, mutiple choice accepted)



What Podcast Listeners Think

What People Liked About Listening to Podcasts (Free Answer)

I can listen whenever I want and playback older shows

I can listen while multitasking

I can be up-to-date with trends

I can learn about things I wouldn't have otherwise

It helps me get rid of stress

It makes chores funner

I can learn about those with differing opinions
It's fun and I learn lots listening to experts

I get excited talking to people who listen to the same program

I'm always learning something new

I can learn while exercising

Can listen anywhere

I can curate what I listen to for info I want

Listening on the go is a good use of time

This is great English listening practice

Learning English is fun

Can listen to my favorite comedians while driving

I can learn new things and new ways to look at the world

I can listen while working

Can get the scoop on new products

I can learn so much from podcasts. It makes my day better.

Easy access to info. Can replay if needed

I can listen when I want and listen to what I want. There's no sense of mindlessness.

I can gain so much knowledge when I have a free moment

I can listen for a purpose, compared to mindlessly watching TV.

All the answers are available here (only Japanese)

<https://otonal.co.jp/podcast-report-in-japan2021/voice>



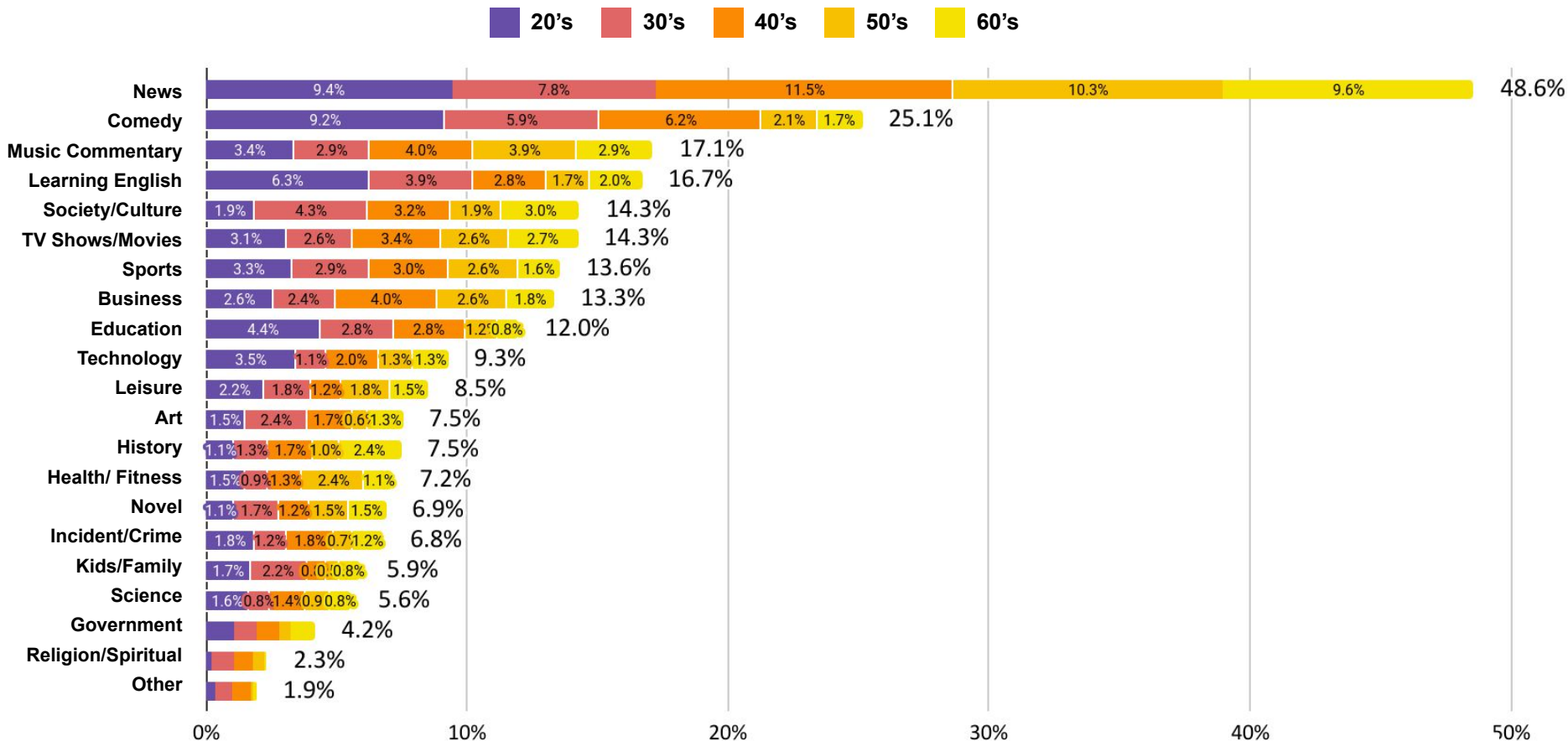
03. Contents Consumed on Podcast

Podcast Genre, Search, Reason for Listening

Podcast Genres

48.6% of respondents said they most listened to news, which was common amongst all age ranges. The young generation gravitated towards news and comedy, while those older gravitated to news-based programs.

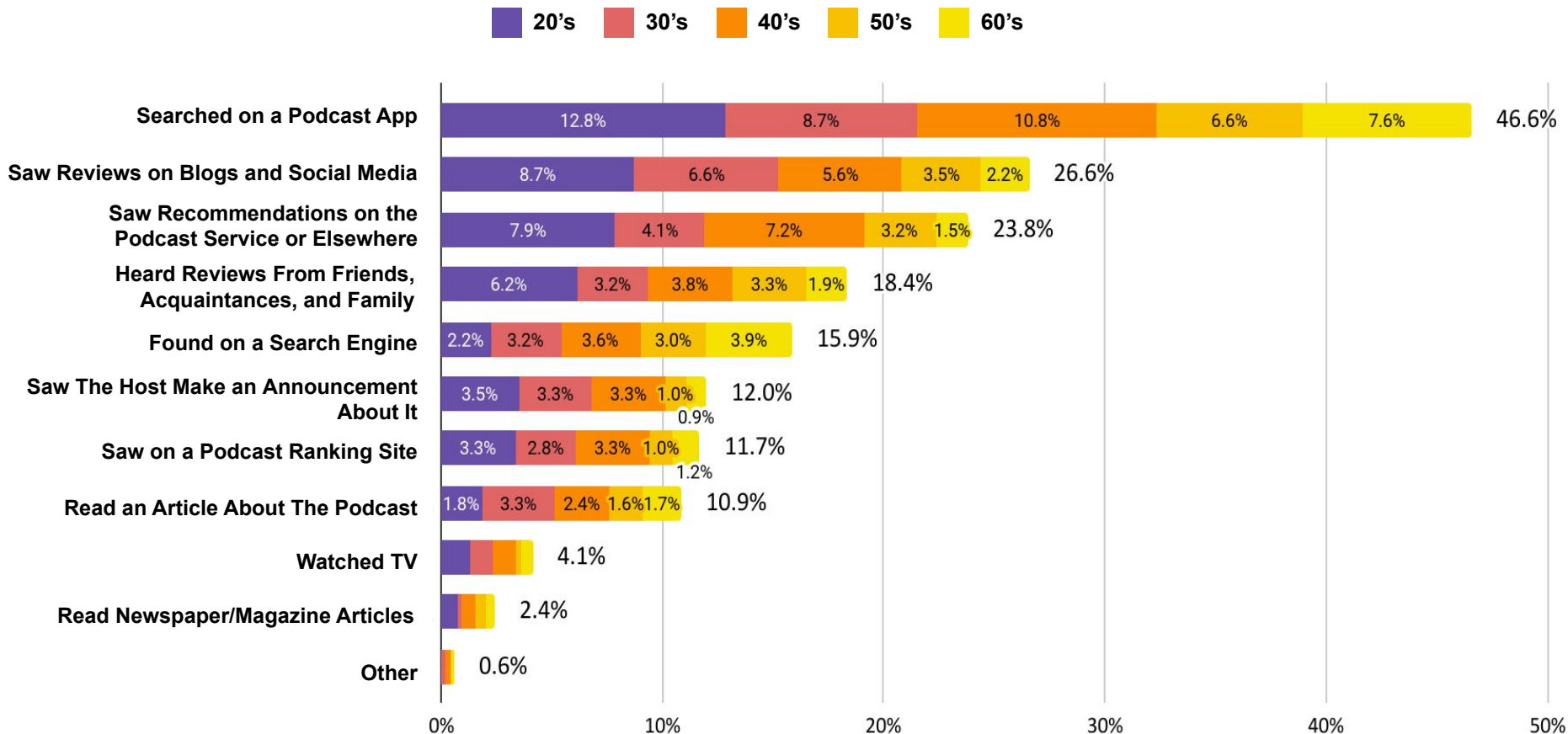
Podcast Genres Listened to on a Daily Basis (n=600, multiple choice accepted)



Searching for Programs

The highest result in regards to discovering shows is looking it up on their podcast app. Younger people tended to use a blog or social media to see how others felt, or chose the podcast service's recommendation. Older people favored search engine usage.

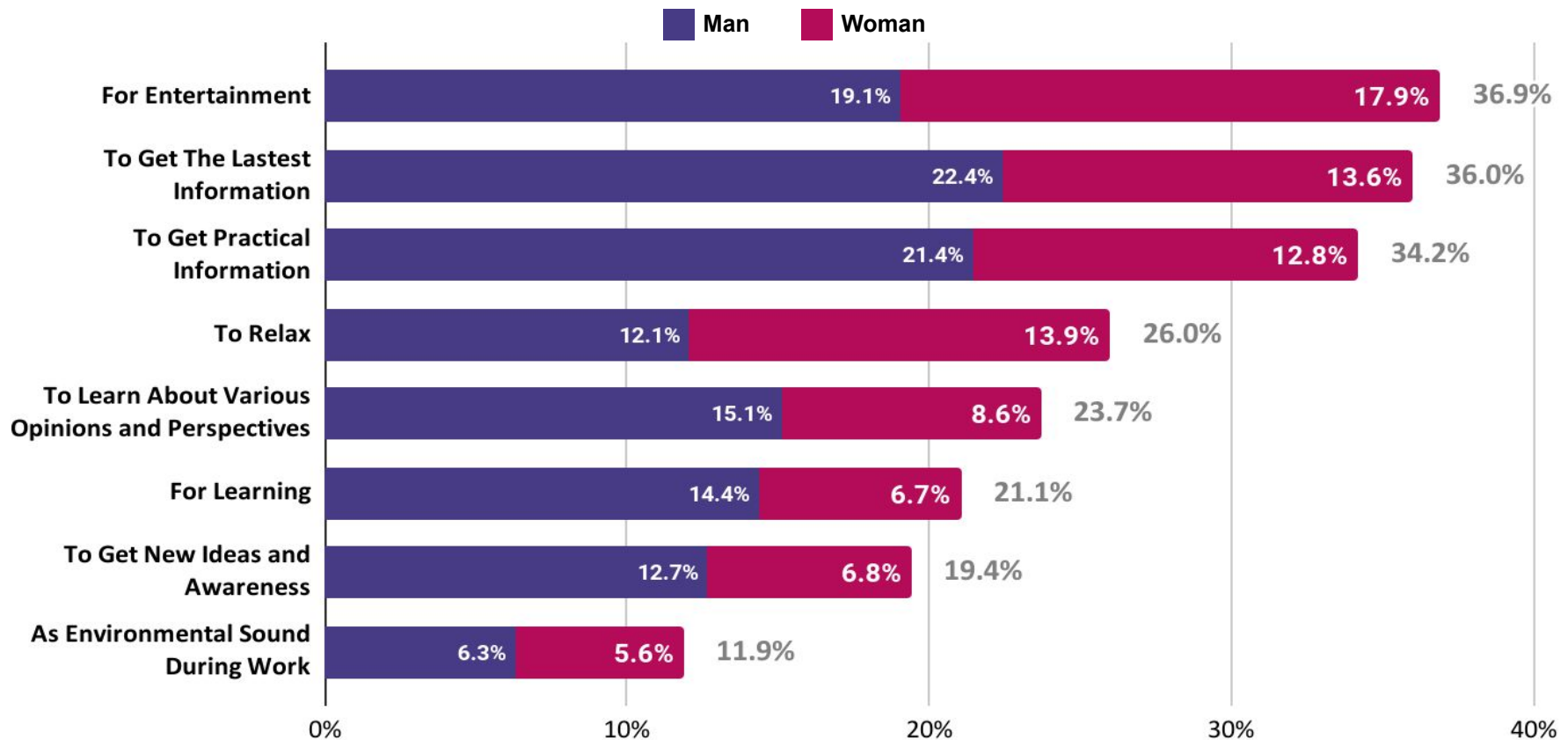
How People Find New Podcast Programs (n=600, multiple choice accepted)



Reasons For Listening to Podcast

The most common answer to why people listen to podcast was for entertainment purposes. The next reason was for new information input, or practical information input. Men tended to have a higher percentage listening for information input and for learning purposes.

Reasons to Listen to Podcast (n=600, multiple choice accepted)





04.

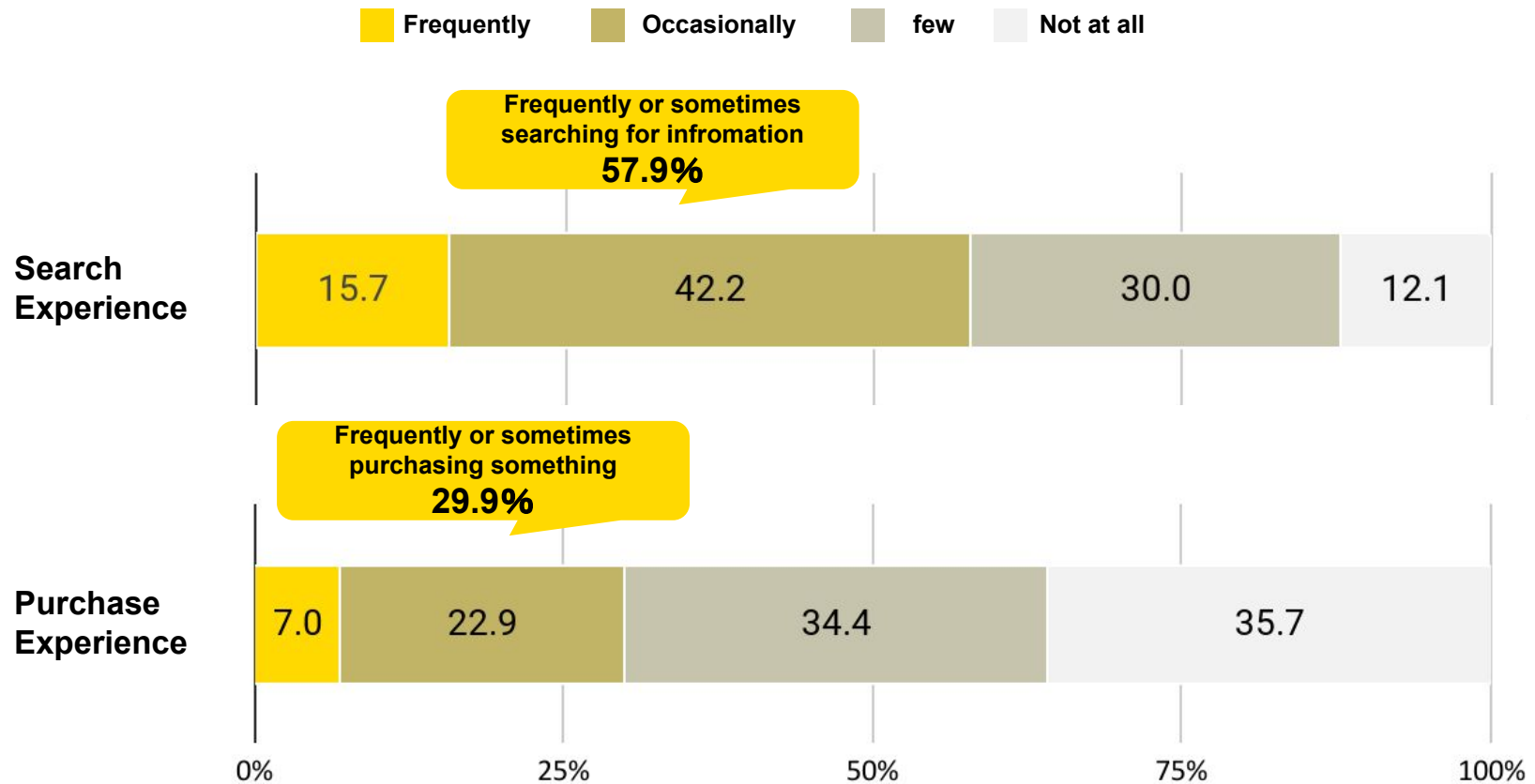
Actions Taken After Podcast and Feelings Toward Audio Ads

Actions Taking After a Podcast, Feelings Toward Audio Ads

Actions Taken After Listening to Podcast

57.9% of respondents said after they listen to a podcast they either sometimes or frequently look up information. 29.9% also say they have either sometimes or frequently have purchased something as a result.

Searching and Purchasing After Listening to a Podcast (n=600)

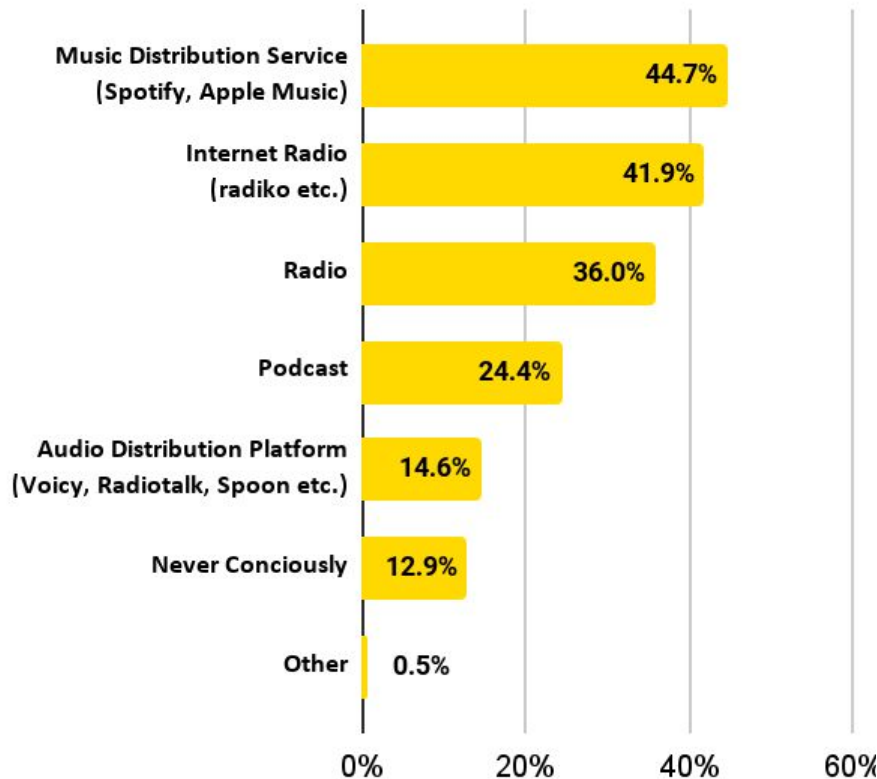


Impressions of Audio Based Media

Close to half of the respondents at 44.7% say they have heard advertising on a music streaming service. The biggest response to listening to audio ads was "the name of the product/service is easy to remember" at 31.6%.

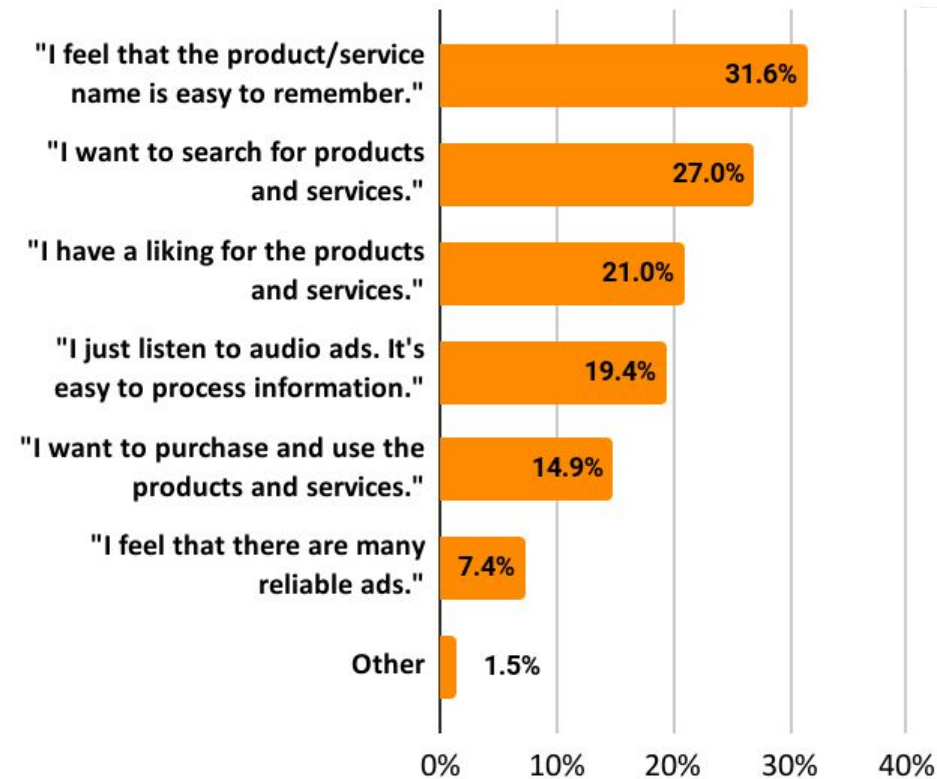
What Outlets Listeners Encounter Audio Ads

Podcast Listener
(n=600, Multiple answers allowed)



What Listeners Felt When Listening to Audio Ads

Podcast Listener
(n=600, Multiple answers allowed)





About The Survey Planners

An Introduction to The Companies Involved in This Survey

About The Surveying Companies



Otonal Inc.

Otonal Inc. is a sound-based ad technology advertising firm that specializes in audio ads. With a mission to create the digital audio ad market in Japan, along with proposing audio ad solutions to advertisers, Otonal also runs a service to media companies to assist with audio distribution and filling audio ad supply.



Owned Media
Podcast Ranking, Japan's leading site in podcast program rankings
<https://podcastranking.jp/>



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

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. They hope to enrich their listeners' lives by inviting them to different sites everyday.



Asahi Shimbun's Podcasts
<https://omny.fm/shows/asahi/playlists>

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For information regarding this, please contact podcast@asahi.com.