

# PODCAST REPORT IN JAPAN

## Survey of Podcast Usage in Japan for 2022

2023/02



朝日新聞





# ABOUT

Otonal Inc. and The Asahi Shimbun Company collaborated on this survey to investigate podcast utilization and podcast listener attributes in Japan. This is the third survey of the same series started in 2020.

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 listeners 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.



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# Survey Overview

- Screening survey: 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 conducted weightback tabulation according to the incidence rate of podcast listeners and the population composition ratio
Survey Period	2022/12/16 (Friday) - 2022/12/17 (Saturday)
Survey Planners	Otonal Inc., The Asahi Shimbun Company
Survey Organization	Rakuten Insight

Please specify [Research conducted by Otonal Inc./The Asahi Shimbun Company] when using the survey results and graphs from this release.

# Summary



## Key Points of The Survey Results

- There was an increase in podcast listeners from the previous year. Japan's domestic podcast usage rate is 15.7%, and the total number of domestic listeners is estimated to be 16.8 million.\*
- 14.9% of podcast listeners are in administrative positions.
- 28.1% of 15-29 year olds use podcasts monthly.
- Spotify continues to grow in podcast listening platform usage rates.
- Listening situations reflect a return to lifestyles before Covid-19.
- 13.5% of podcast listeners have podcast distribution experience, and 80% of them are in their 30s or younger.
- In comparison between podcast listeners and YouTube users, podcasts have a higher proportion of young people, and both information sensitivity and annual income are higher.

\*Estimated from the population and Internet usage rate of each age group of 15~69 years old



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- 5. Comparison of Podcast and other media**





# 01. Japanese Podcast Listeners' Attribute and Characteristics

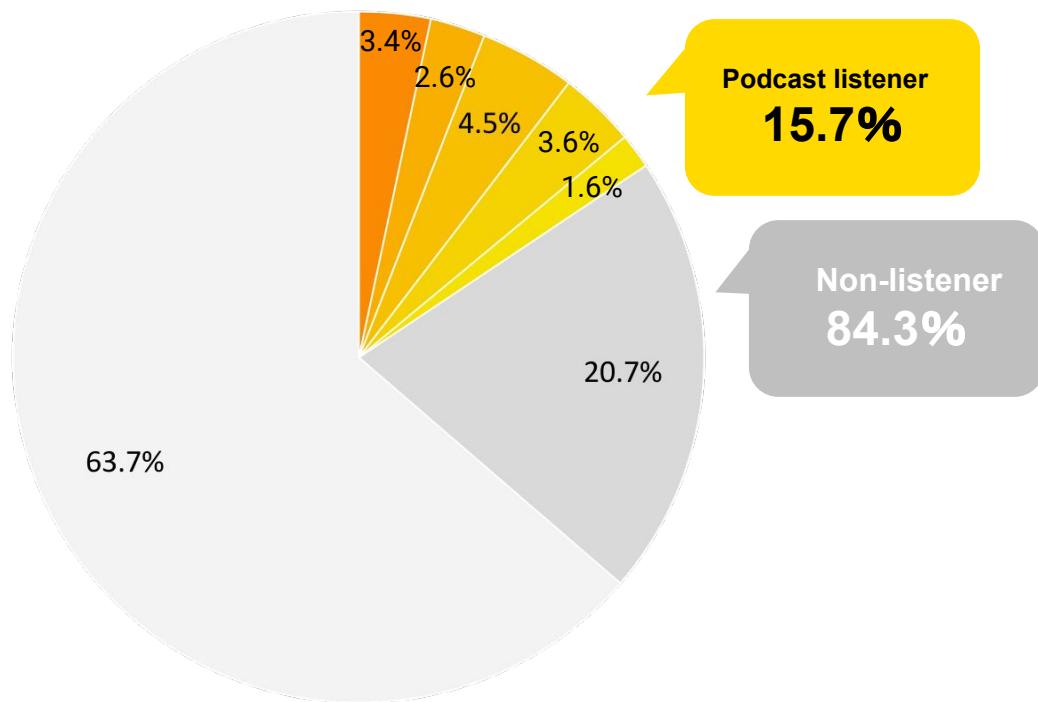
Podcast listeners population, attribute and interests

# Rate of Podcast Utilization in Japan

15.7% of those surveyed are monthly active listeners of podcasts.  
On this basis, the number of podcast listeners is estimated to be 16.8 million\*. The number of listeners aged 15-29 also accounts for about 28% of the Japan's population.

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

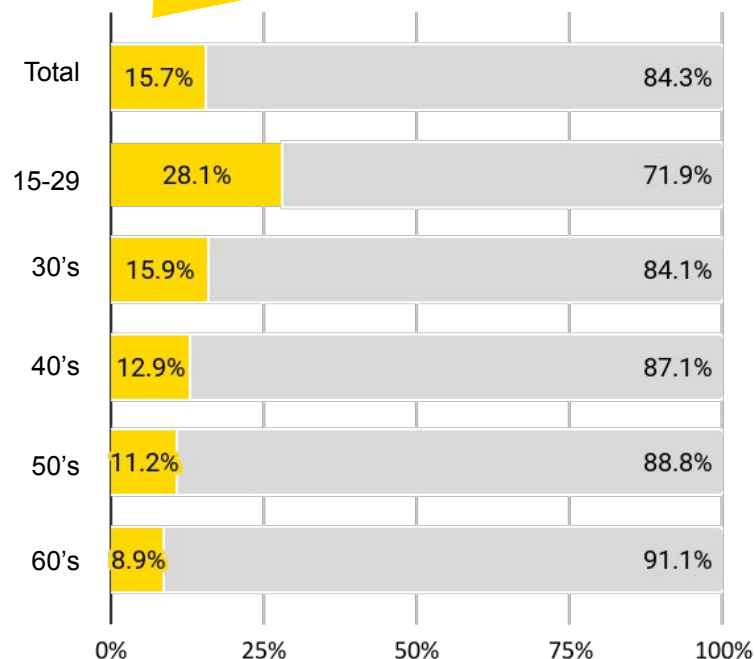
Almost Daily 3~4 times per week 1-2 times per week Several times a month Once a month  
Hardly listen Never listen



Rate of Podcast utilization as a percentage of age group

Podcast listener Non-listener

28.1% are podcast listeners so that we say 15-29 year olds are particularly likely to use Podcast.



Podcast listeners = People who listen to Podcast at least once a month

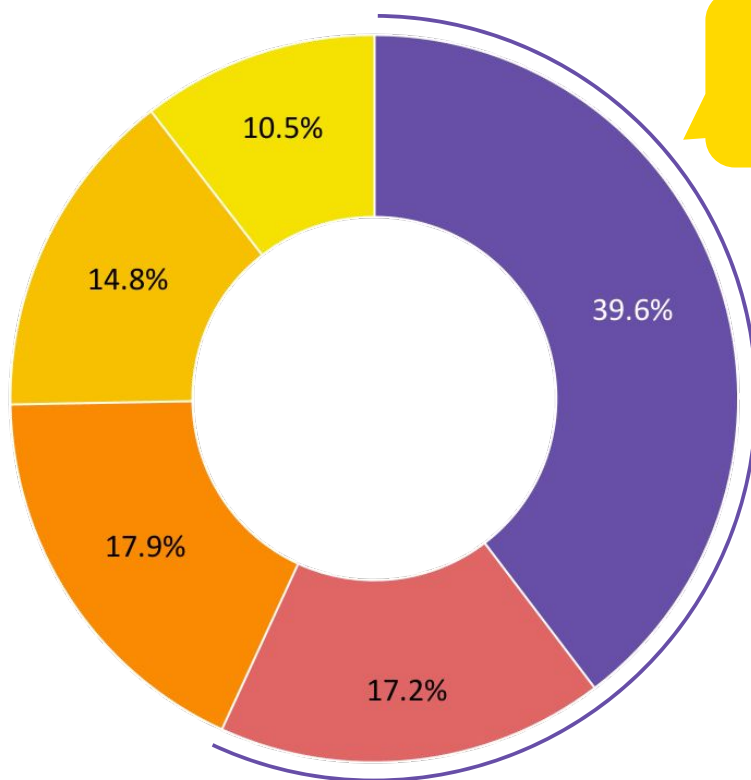
\*Estimated from the population and Internet usage rate of each age group of 15~69 years old

# Attribute of Podcast Listeners

The majority of podcast listeners are 15-29 years-old or in their 30's, and it can be said that many young people listen to podcasts. In terms of gender, there are 15.6% more men than women.

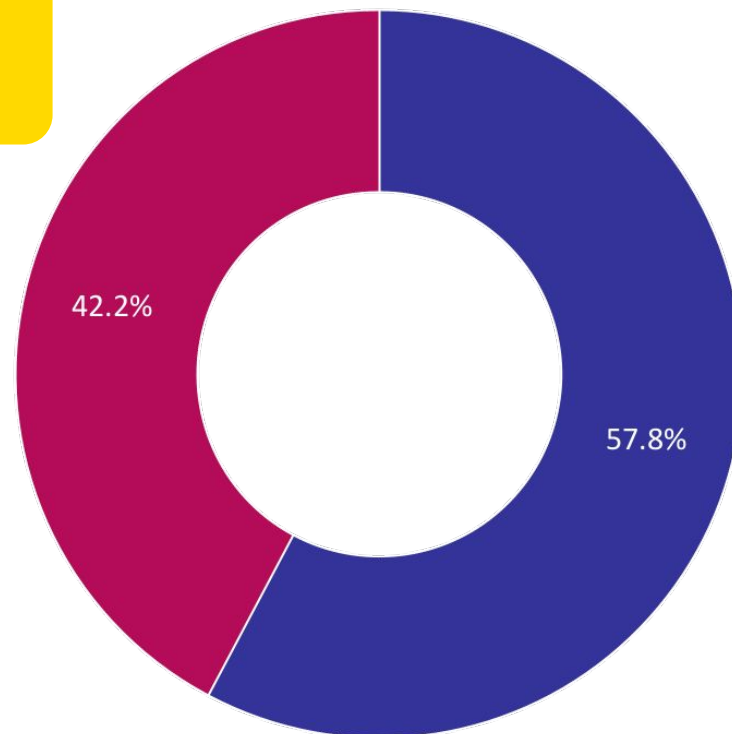
Podcast listener age (n=1,567)

15-29 years old 30's 40's 50's 60's



Podcast listener gender (n=1,567)

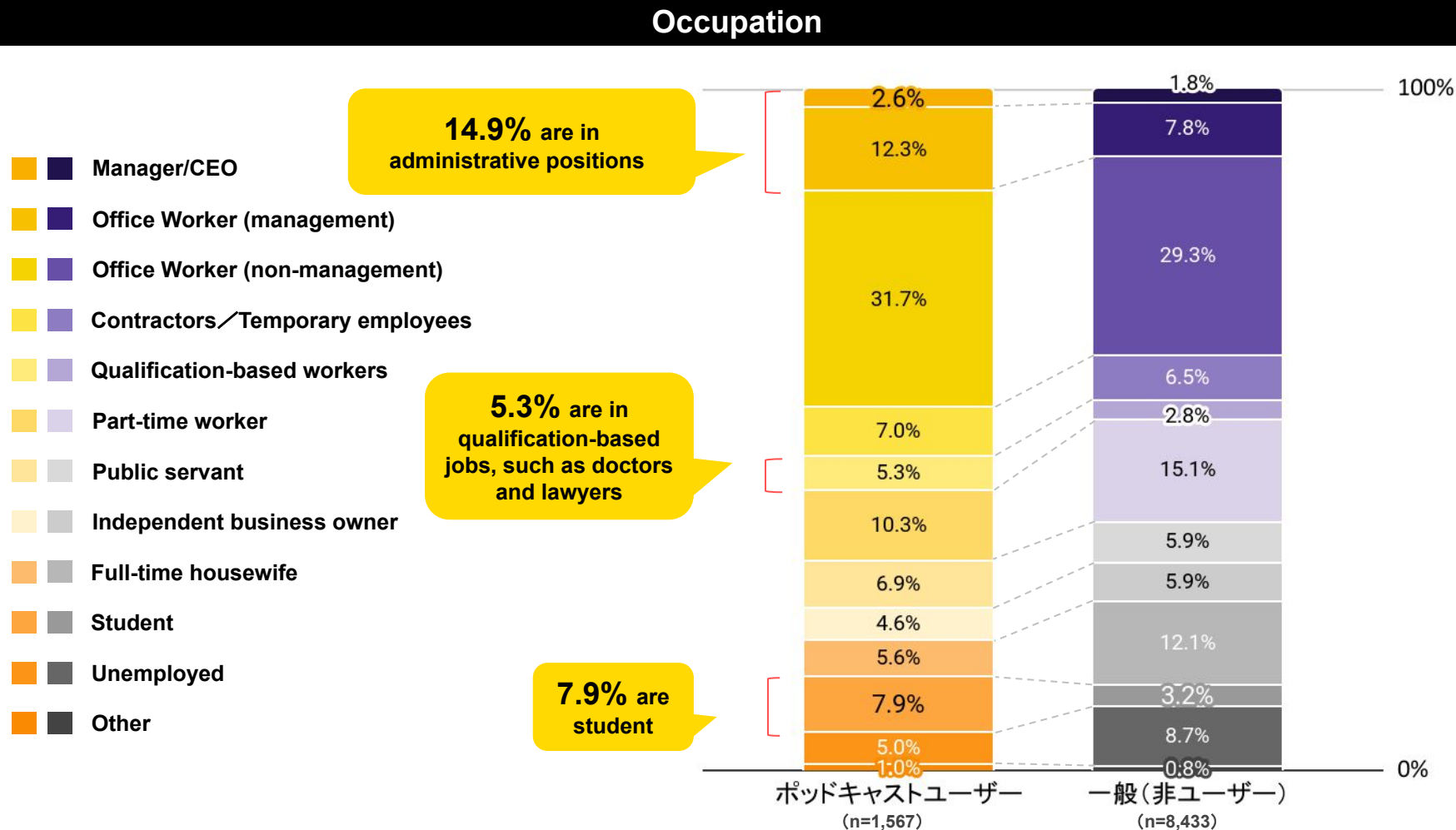
Female Male





# Podcast Listeners' Occupation

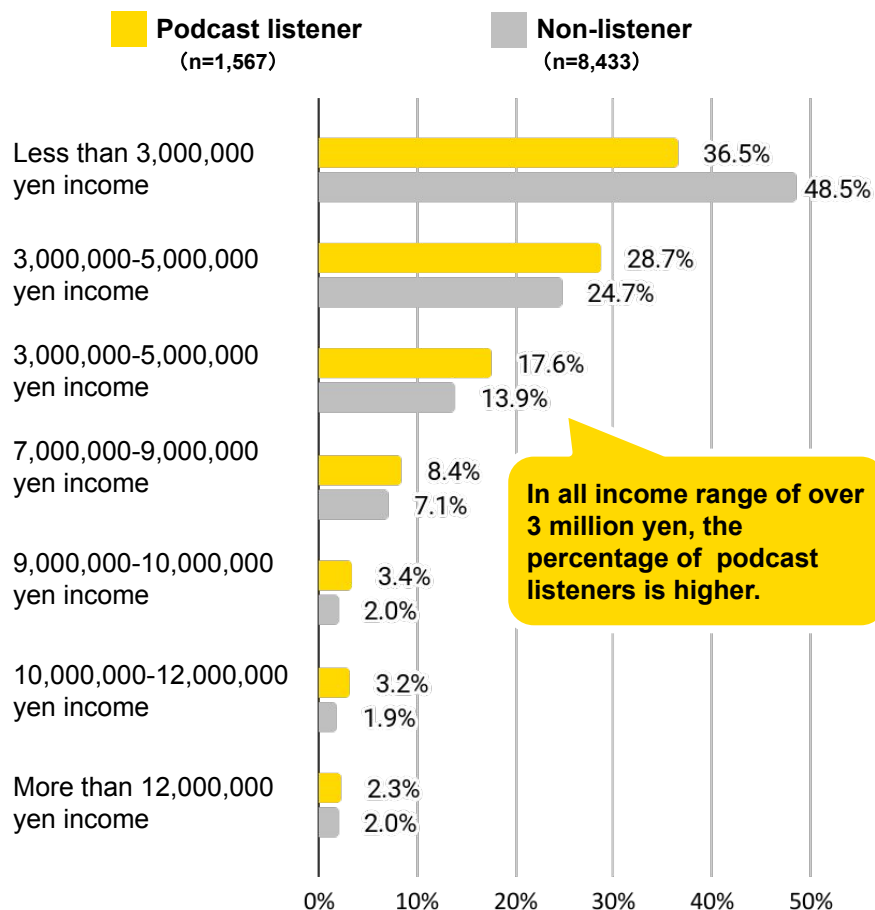
Compared to non-listeners, podcast listeners are more likely to be company employees (including managers), qualification-based jobs such as doctors and lawyers, or students.



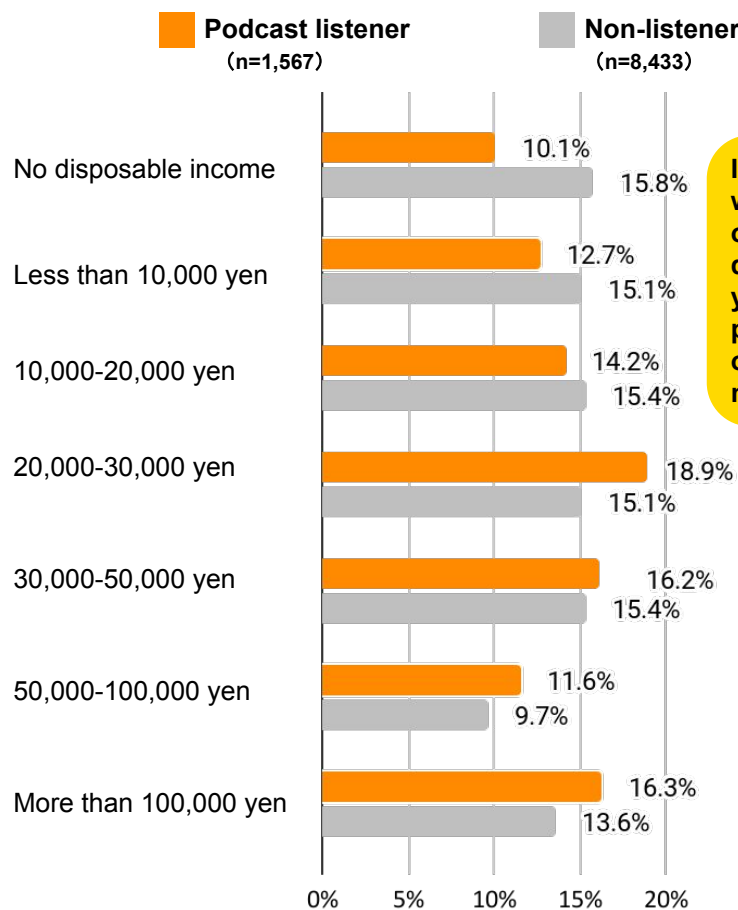
# Financial Situation of Podcast Listeners

From the comparison of responses with non-listeners regarding annual income and free disposable spending, podcast listeners tend to have higher annual incomes and higher disposable incomes.

## Personal annual income



## Monthly free disposable income



# Podcast Listener's Information Sensitivity

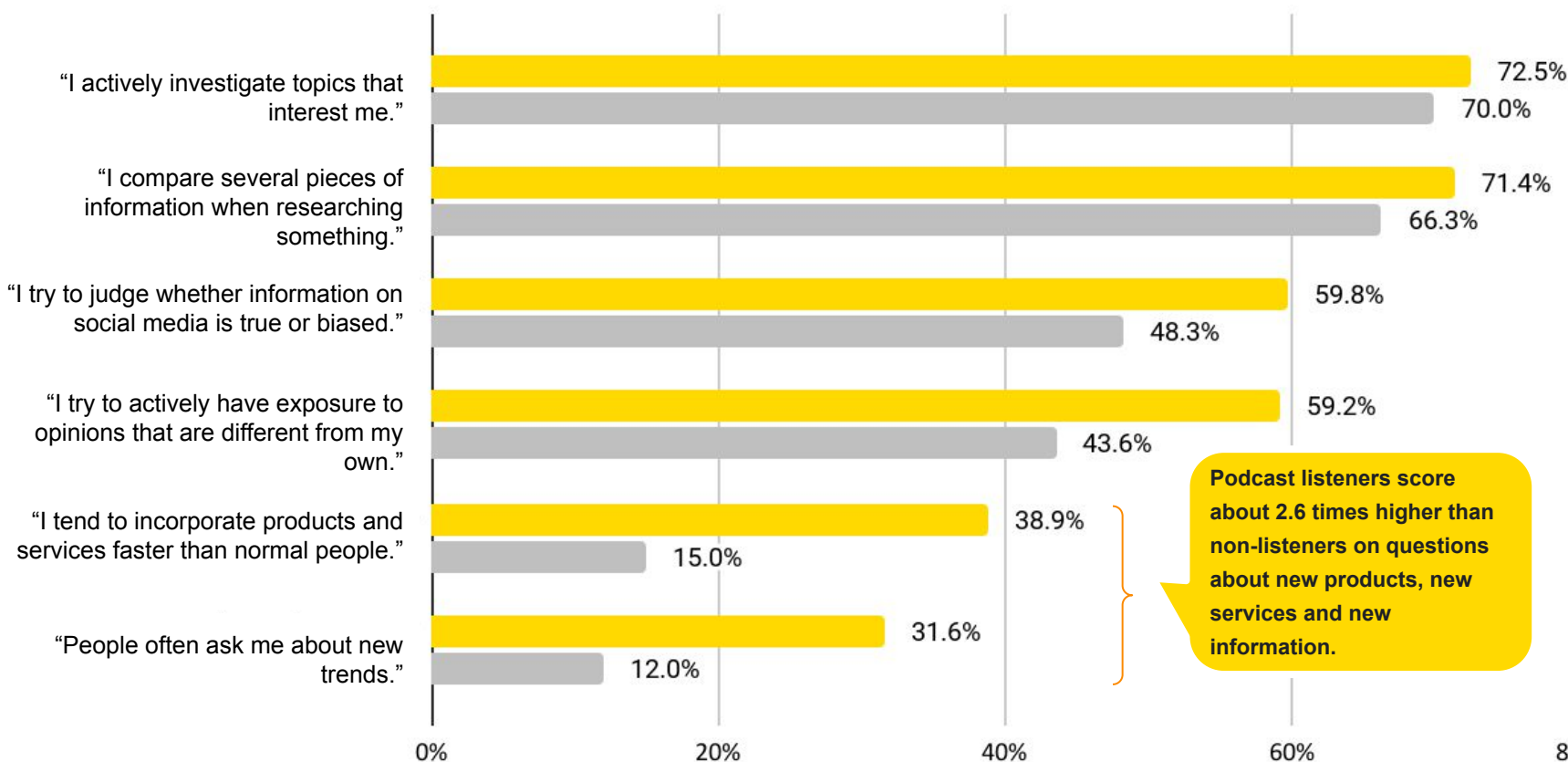
Podcast listeners, in all categories, outperformed non-listeners in regards to being sensitive and aware in regards to new information.

## Information Sensitivity (multiple choice accepted)

“Strongly Agree” or “Agree”

Podcast listener  
(n=1,567)

Non-listener  
(n=8,433)



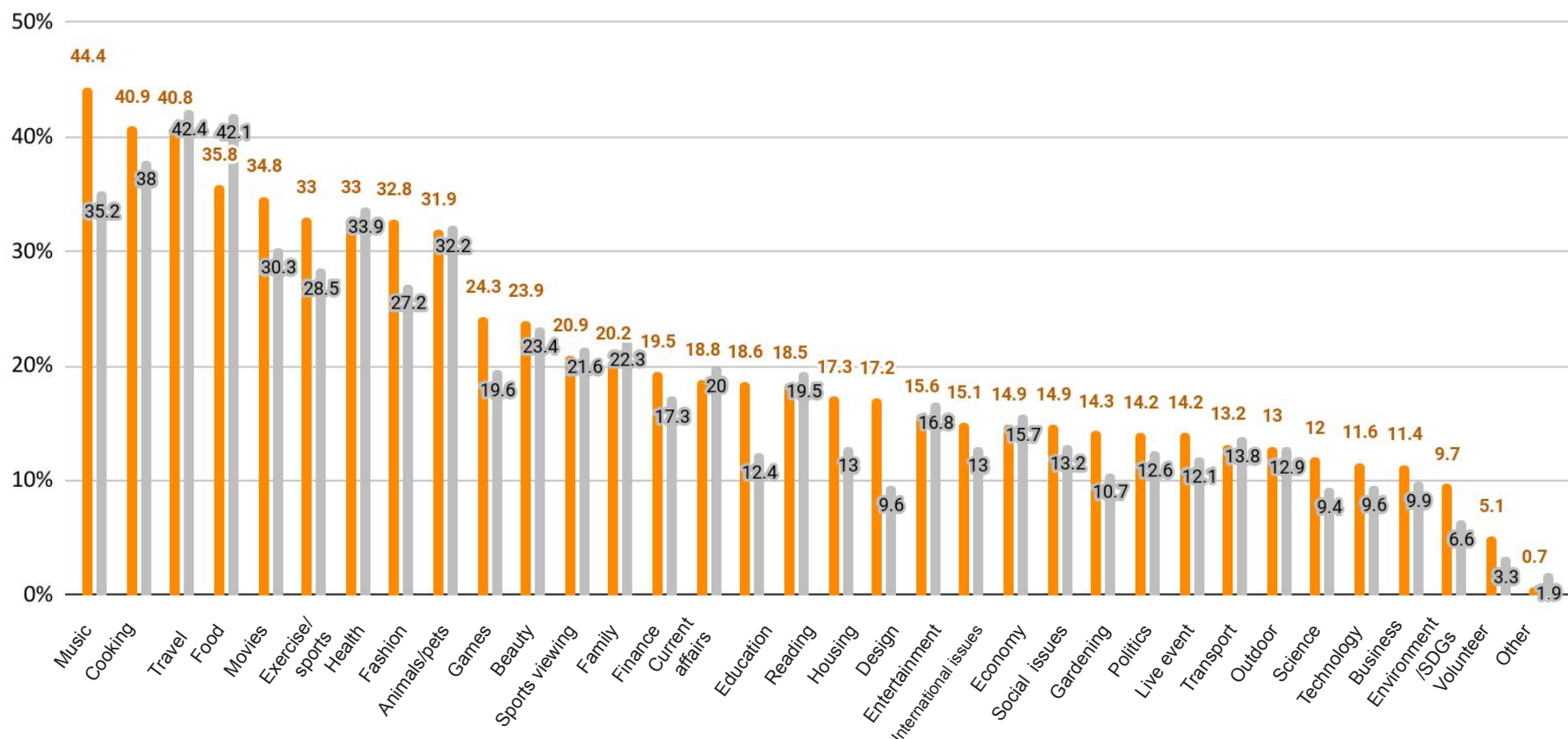
# Podcast Listener's Interests

In comparison to non-listeners, listeners had a higher score in areas such as music, design, education, fashion, games, exercises/sports, movies, housing, gardening, environmental issues, and SDGs.

## Areas of Interest (multiple choice accepted)

Podcast listeners  
(n=1,567)

Non-listeners  
(n=8,433)

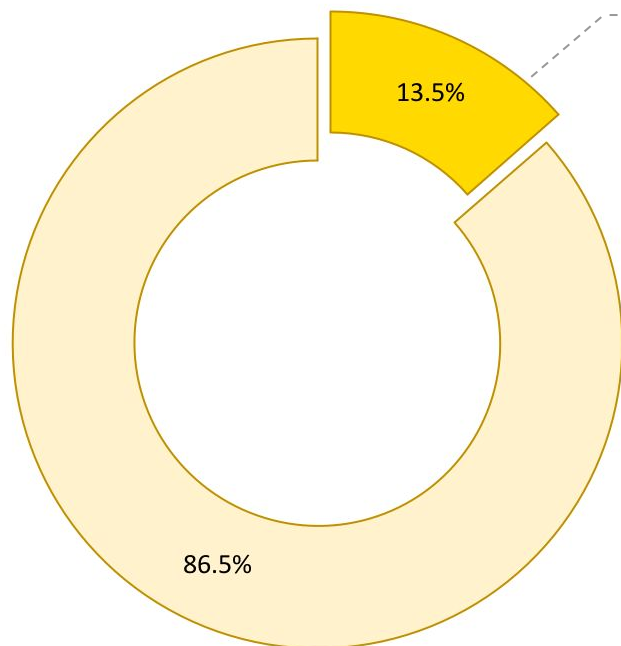


# Podcast Streaming Experience

13.5% of podcast listeners have podcast streaming experience, with more than half of them being young. 82.1% of those who have experienced streaming are listeners in their 30s or younger.

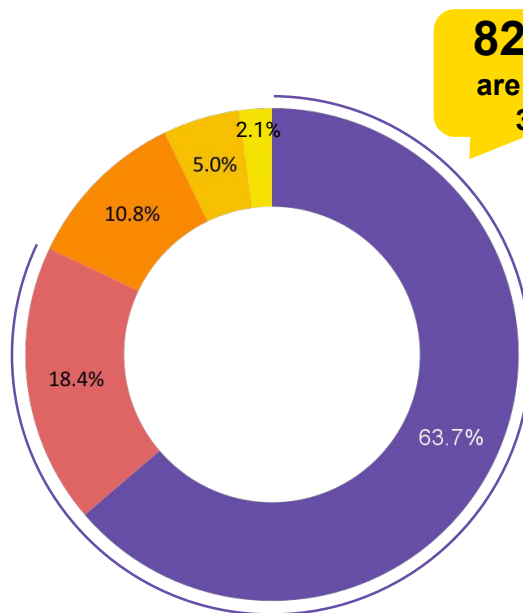
Streaming Experience on Podcast (n=600)

No Yes  
(Having own show)



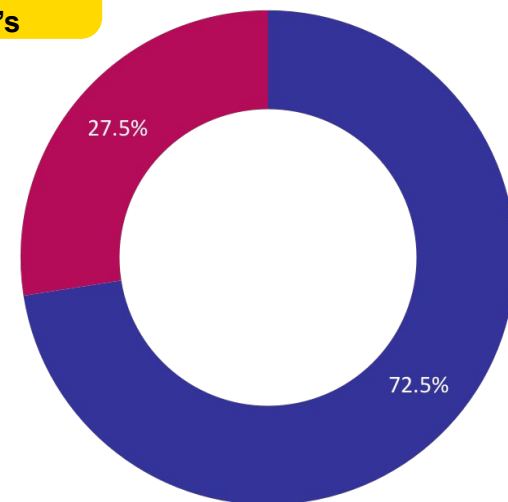
Streamer's Age (n=81)

15-29 years old 30's 40's 50's 60's



Streamer's Gender (n=81)

Female Male







# 02. Podcast Listening Method

Podcast Listening Frequency, Inciting Incident, and Listening Methods

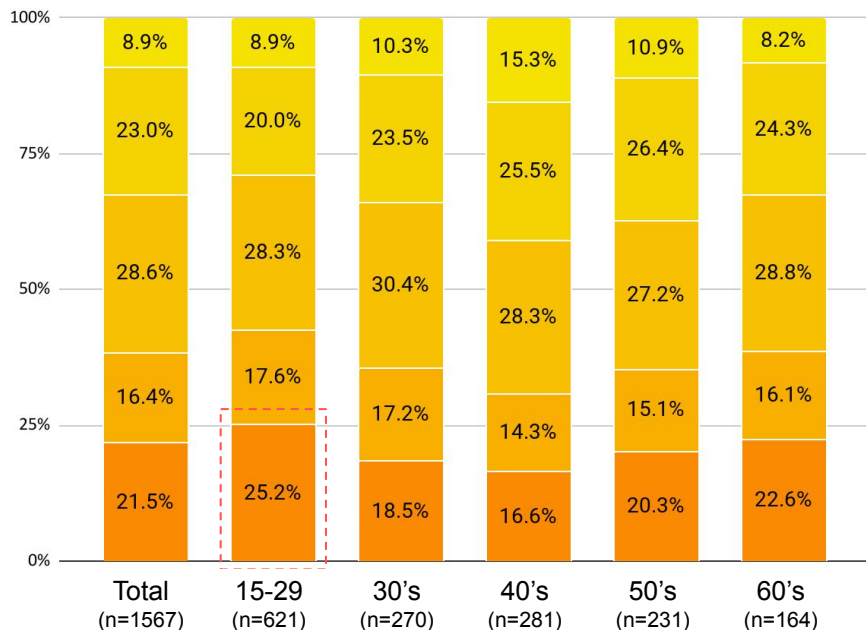
# Podcast Listening Rate and Program Number

Young people in their 10's and 20's tend to listen to podcasts the most frequently. Additionally, the number of listeners who listen to multiple programs increased compared to the previous year's survey.

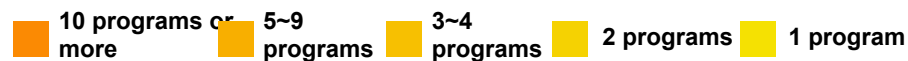
## Podcast Listening Frequency



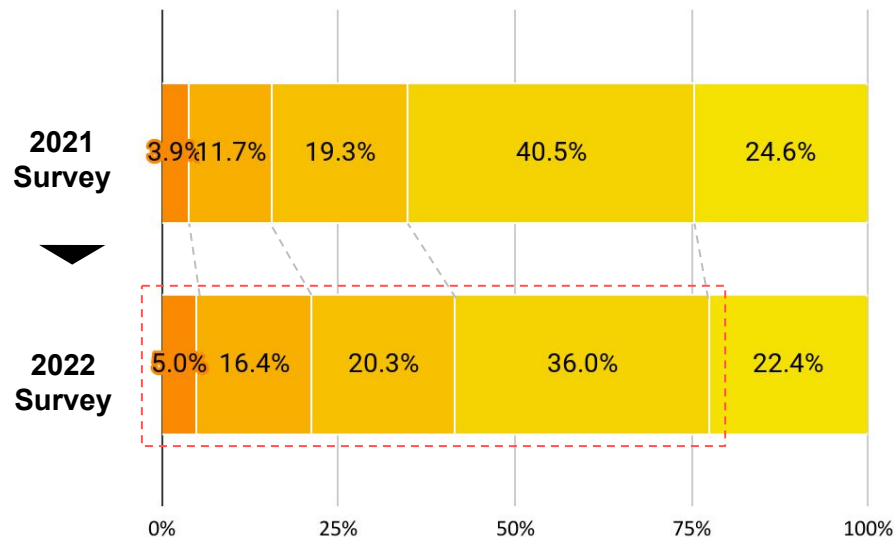
**25.2% of podcast listeners aged 15-29 listen to podcasts almost every day**



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



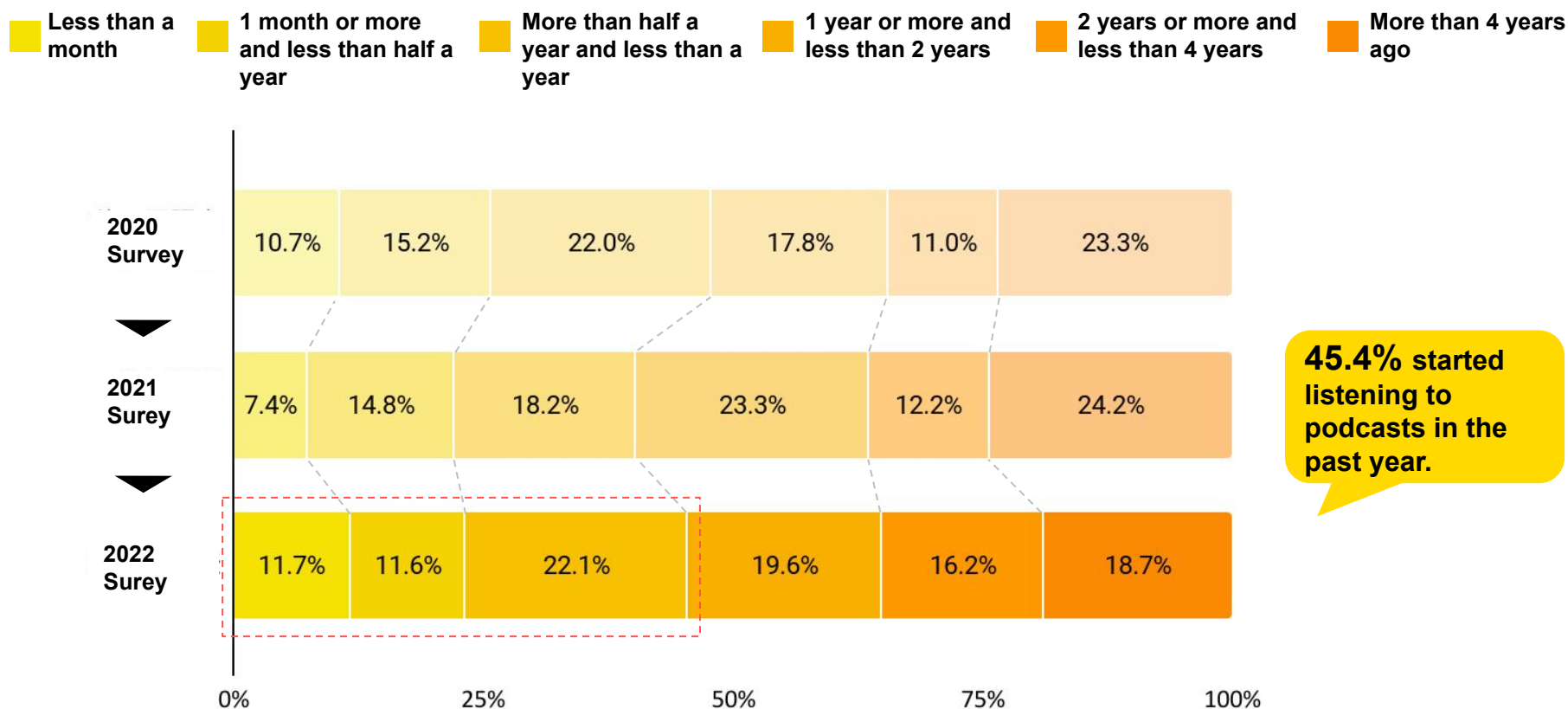
**Listeners who listened to multiple programs are 77.7%**



# Period of First Podcast Listen (Year-over-year)

More than 45% of podcast listeners started listening to podcasts within the past year, and more listeners have started using them than in the previous year.

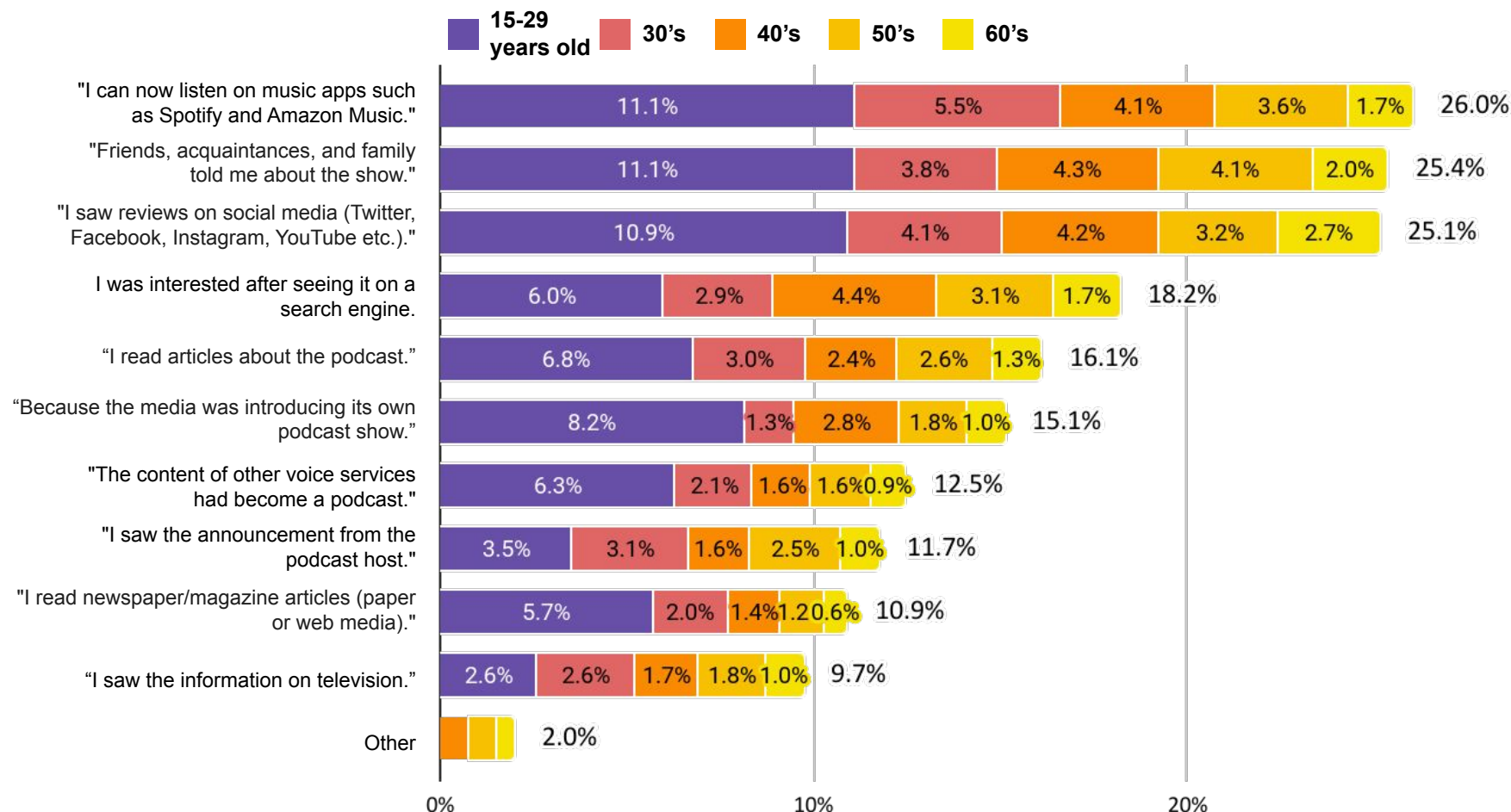
Period of First Podcast Listen (n=600)



# Reason For Getting Into Podcasts (By Age)

Many listeners tend to start listening to podcasts through information gained on music apps, blogs, or social media. Young people's discovery of podcasts are often through various media outlets.

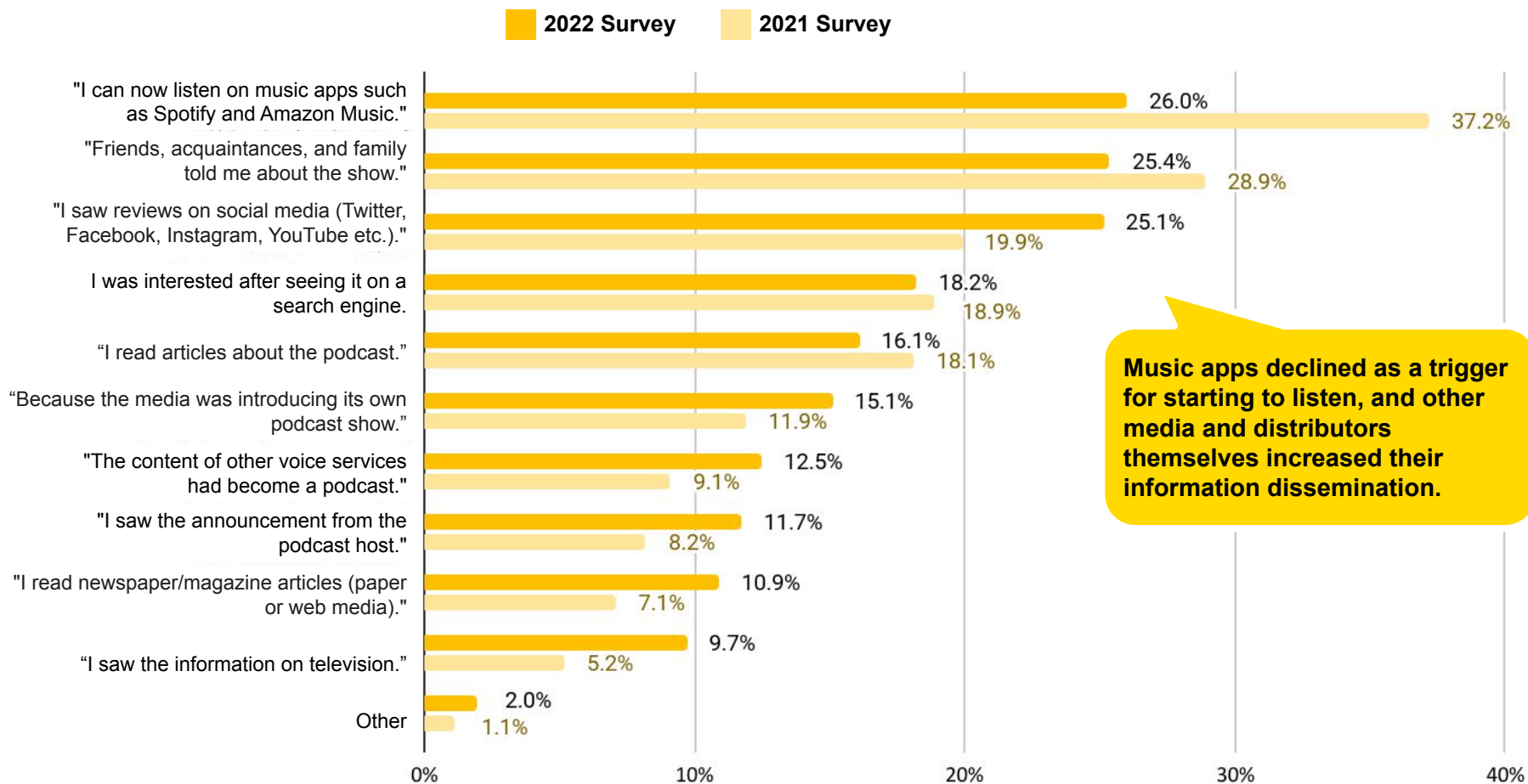
Reason For Getting into Podcast (n=600, multiple choice accepted)



# Reason for Getting into Podcast (Year-over-year)

Compared to the previous year's survey, music app discovery have declined, but there is a growing tendency to start listening through information from blogs, social media, and other media outlets.

Reason for Getting into Podcast (n=600, multiple choice accepted)

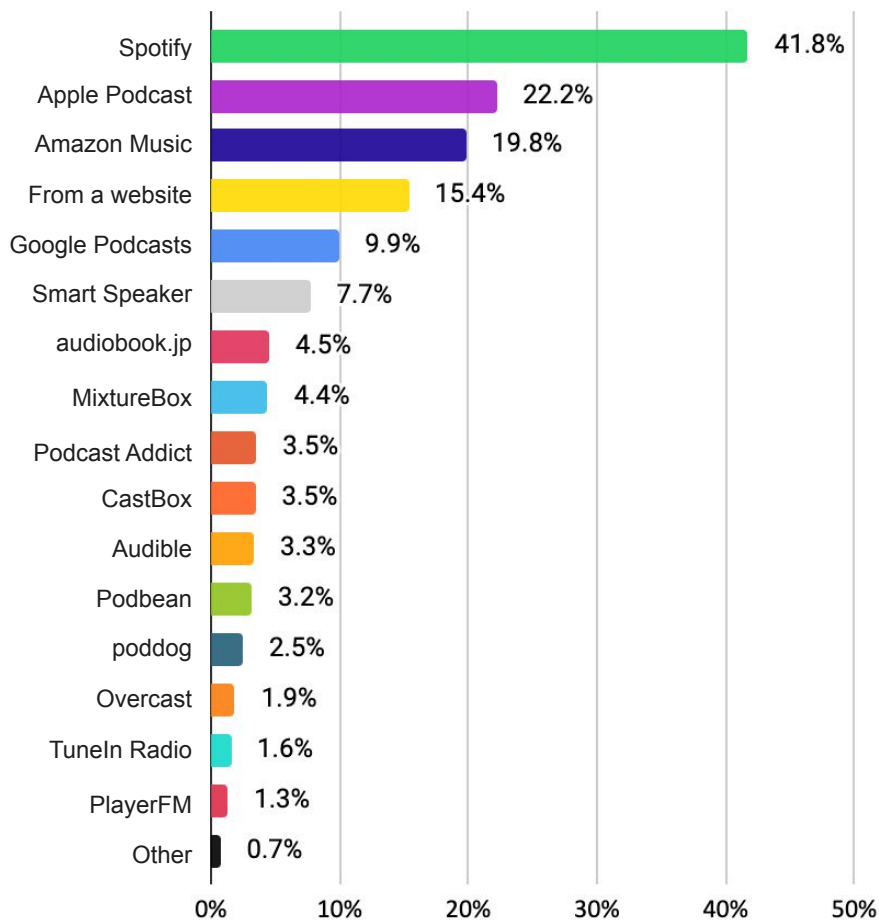




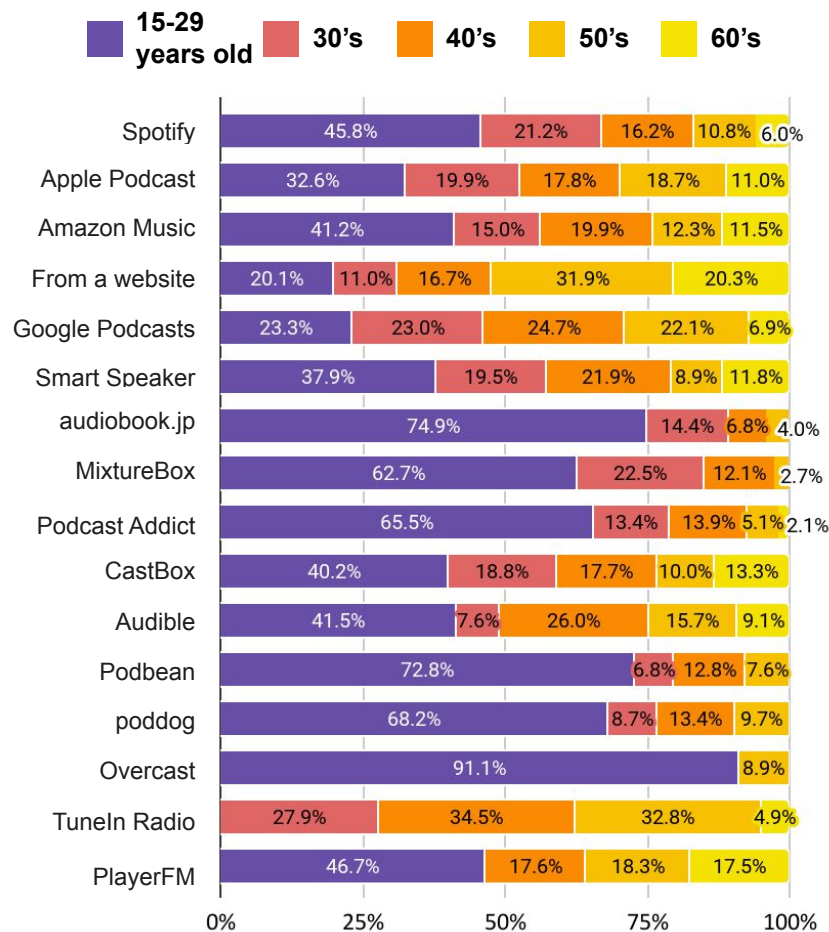
# Podcast Listening Platforms

Spotify had the highest usage rate as a podcast listening service. In addition, there are differences in the age group of platforms used by young people and those in their 50s and older.

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



Age by Platforms (n=600, multiple choice accepted)



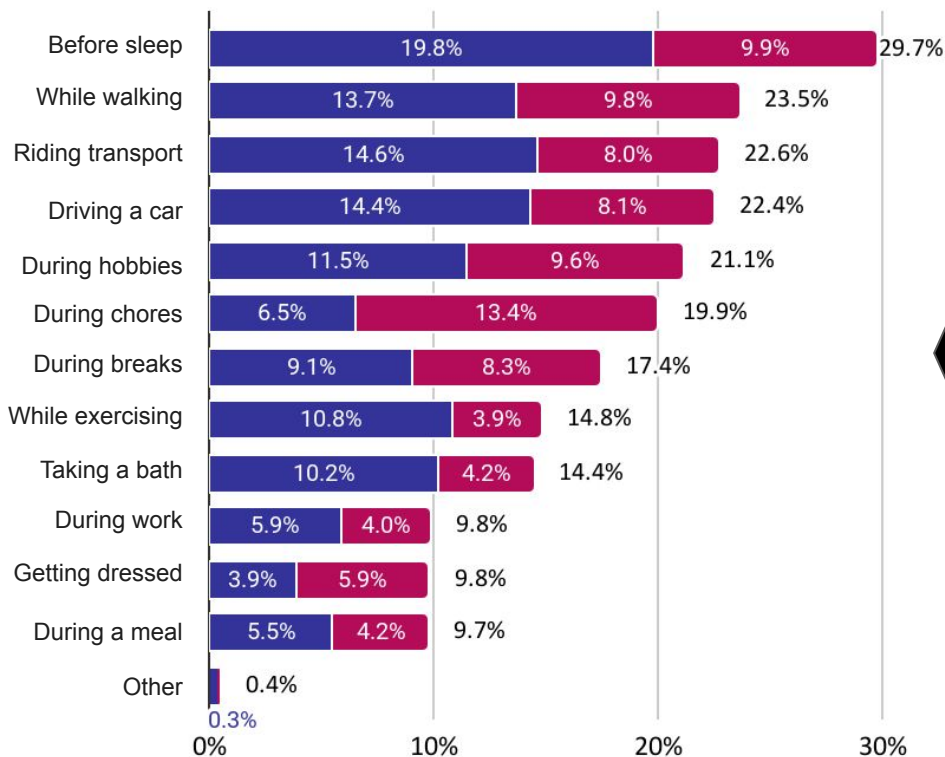
# Podcast Listening Situation

Household chores and hobbies, which had been the top tasks in the previous year, decreased. However, podcast listening before bedtime, when walking, while using public transportation, and while driving car increased. The reason for the change is thought to be the fact that the living environment is returning to life before Covid-19.

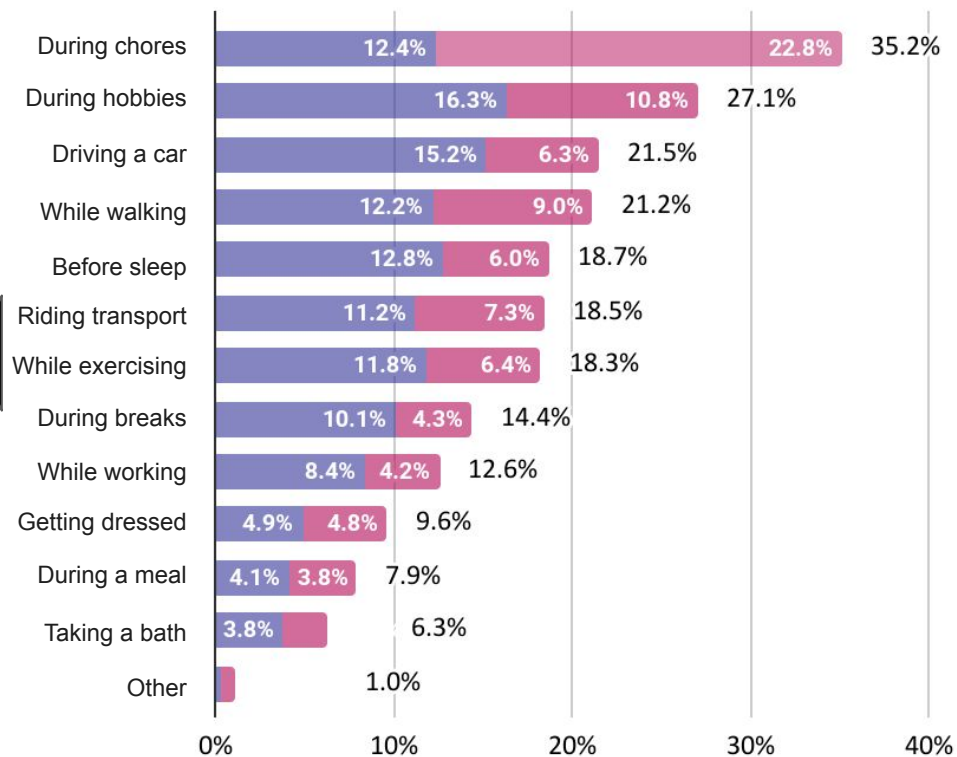
## Podcast Listening Situation (n=600, multiple choice accepted)

Male Female

### 2022 Survey



### 2021 Survey



# What Podcast Listeners Think

## What People Liked About Listening to Podcasts (Free Answer)

Enriching the mind and knowledge

Can get new insights and information

Less tiring than watching videos

Reducing stress such as commuting and moving, and making effective use of spare time

Empathize with the posting of real content

Can easily listen to real English

Can listen to radio programs beyond the listening area

Can learn about those with differing opinions

Can understand new technique

Learning effect can be expected

Work gets done faster

PODCAST LISTENER'S  
**VOICE**

Relaxes and encourages conversation with friends

Can listen whenever I want

Make effective use of commute time

Can hear deep stories that cannot be heard in other media

Concentrate on listening like reading books

The world of hobbies expands

Information can be obtained only by ear

Make effective use of housework time

Can remember what you like that I have forgotten

Can absorb information and memorize better

Feel closer to your streamers

All the answers are available here (only Japanese)

<https://otonal.co.jp/podcast-report-in-japan2022/voice>



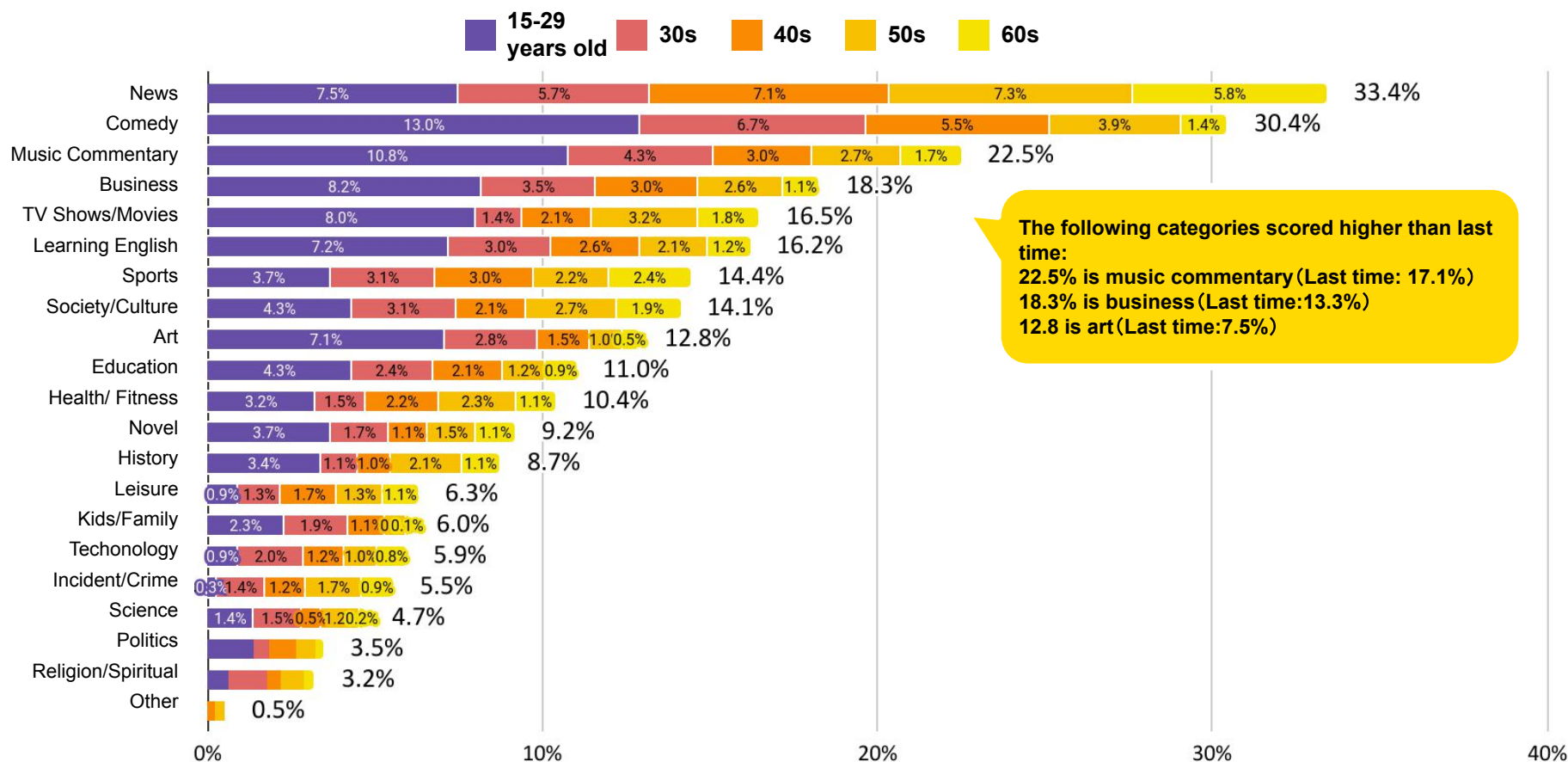
# 03. Content Consumed on Podcasts

Podcast Genre, Search, Reason for Listening

# Podcast Genres

The most popular genre for listeners in their 40's, 50's, and 60's is "news", and the most popular genre for listeners between 15-29 and 30's is "comedy".

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

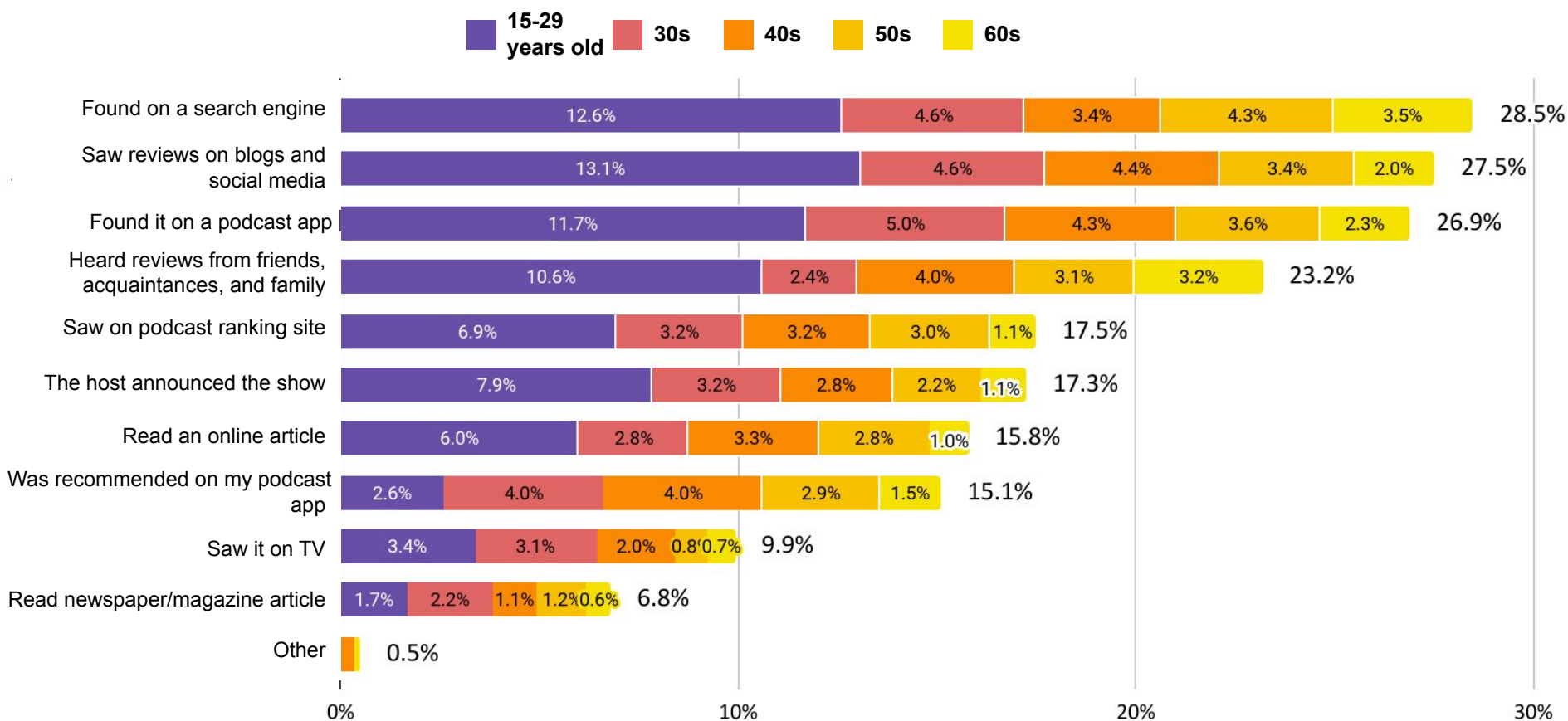




# Searching for Programs

The highest result in regards to discovering shows is looking it up on a search engine, blogs and social media, a podcast app, reviews from friends/acquaintances/family, or a Podcast ranking site.

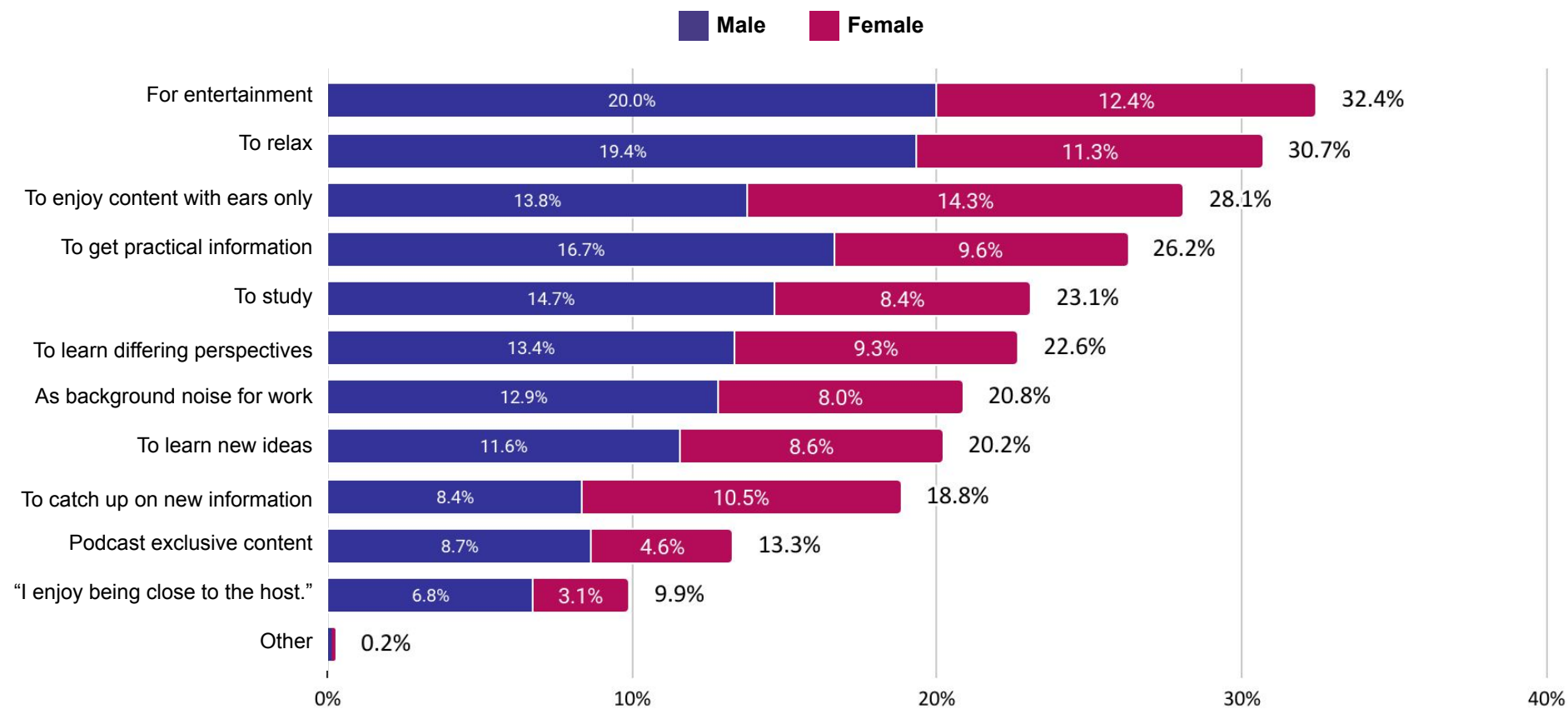
**How People Find New Podcast Programs** (n=600, multiple choice accepted)



# Reasons For Listening to Podcast (By Gender)

The most common answer to why people listen to podcast for men is for entertainment, relaxing and getting practical information. On the other hand, women tend to listen for entertainment not relying on the eyes, and to catch up on new information.

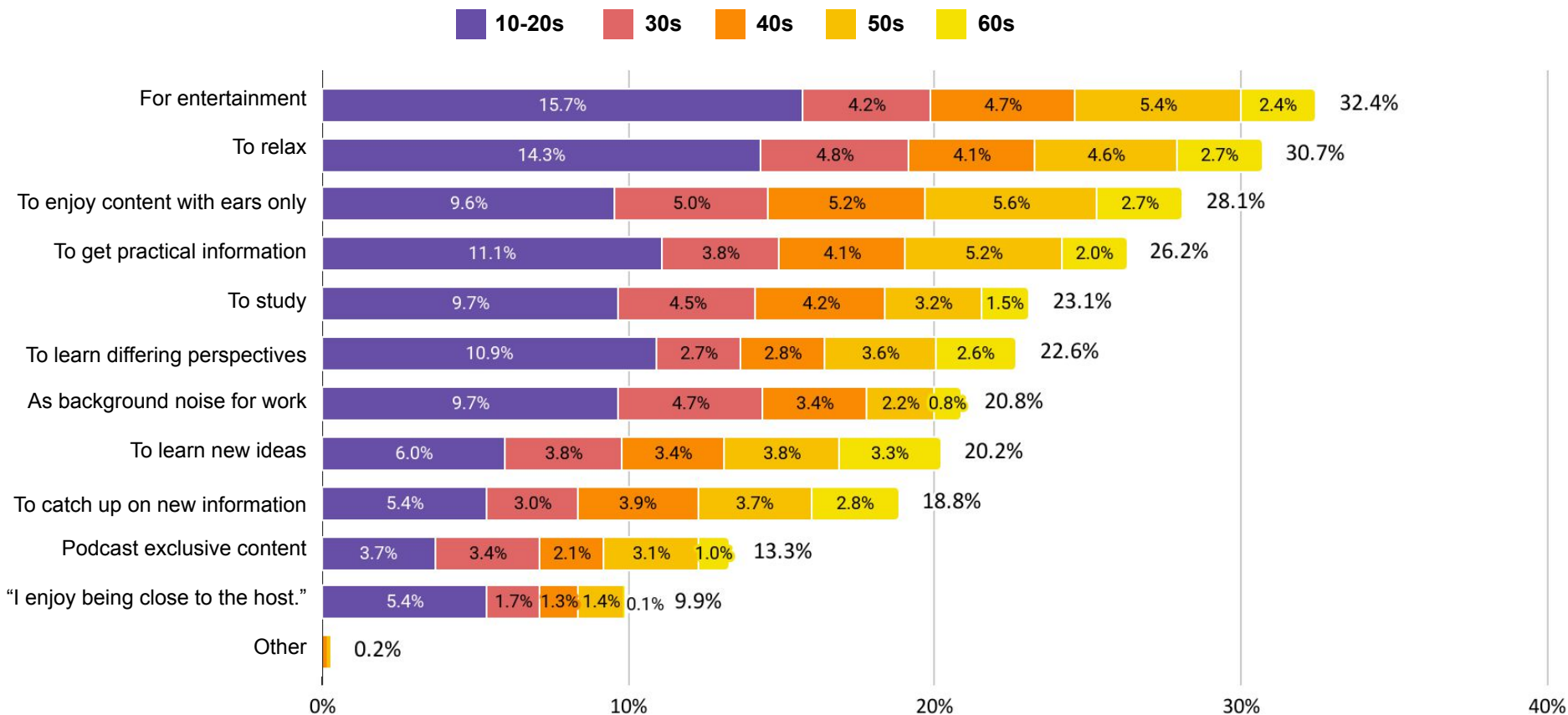
Reasons to Listen to Podcast by gender (n=600, multiple choice accepted)



# Reasons For Listening to Podcast (By Age)

Listeners in their 30's-60's tend to use the reason that they can enjoy themselves with their ears without using their eyes. Listeners aged 15-29 tend to be more interested in entertainment and information input.

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





04.

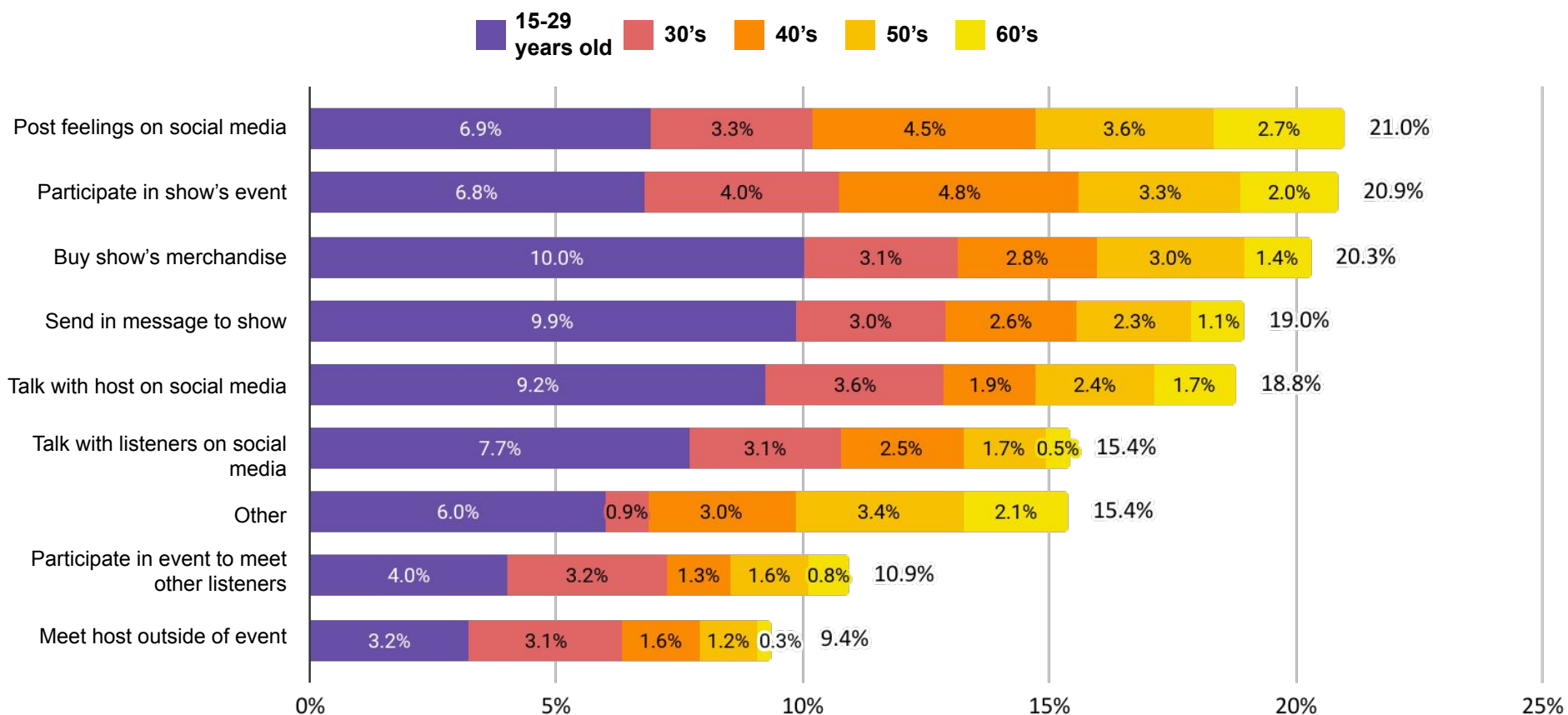
# Actions Taken After Podcast and Feelings Toward Audio Ads

Actions Taken After Podcast and Feelings Toward Audio Ads

# Action From Listening to Podcasts

Among young listeners, there is a tendency to want to support their favorite hosts, whether through purchasing goods and sending in stories. On the other hand, compared to other age groups, listeners in their 30's tended to seek a sense of closeness, such as participating in events, interacting with listeners, and interacting directly with streamers.

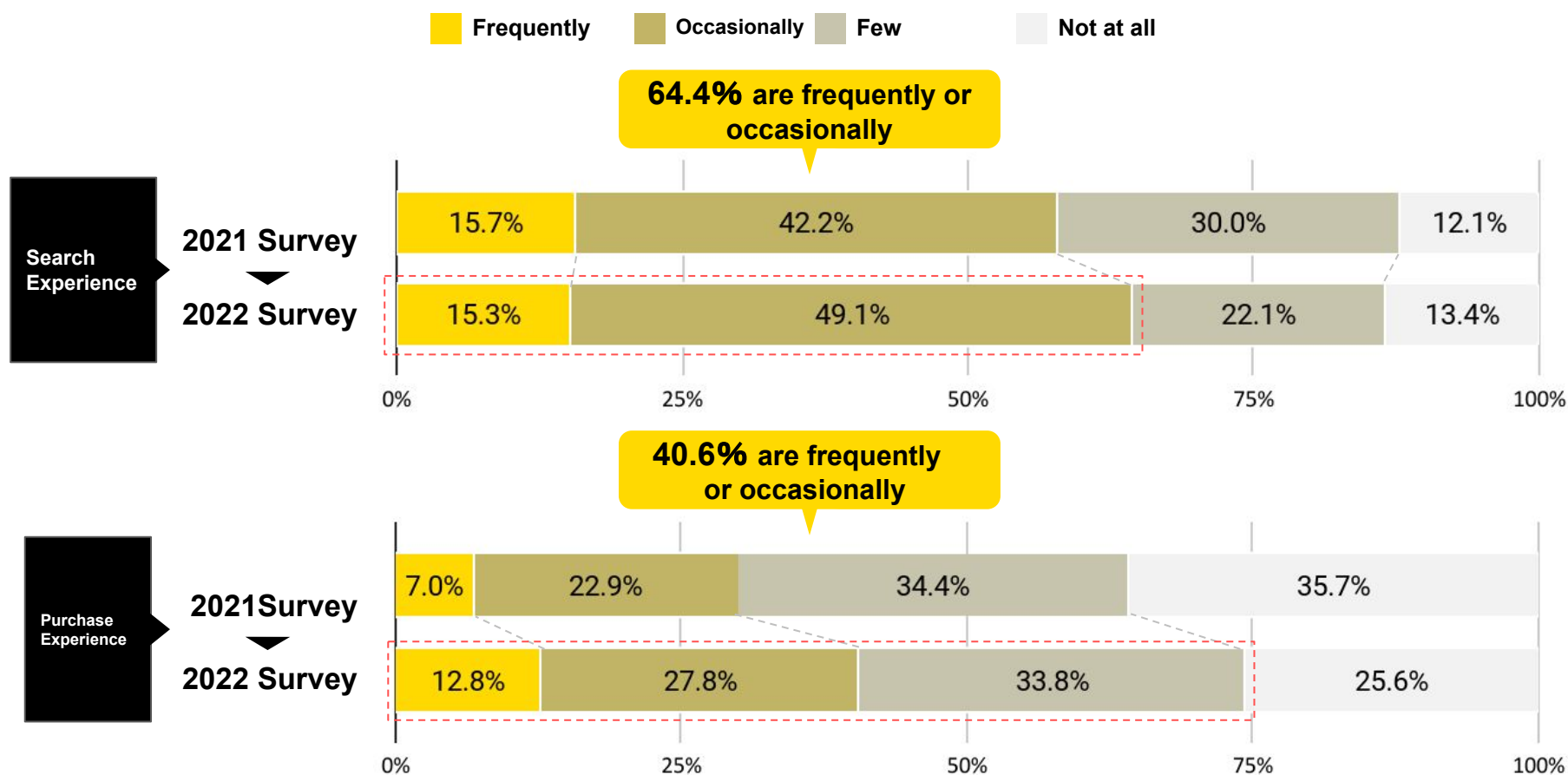
Actions listeners have done or would like to take in the future with a podcast show (n=600, multiple choice accepted)



# Actions Taken After Listening to Podcast (Year-over-year)

The number of people who experienced search behavior for information obtained from podcasts and purchase behavior for products and services introduced in the program increased compared to 2021's survey.

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

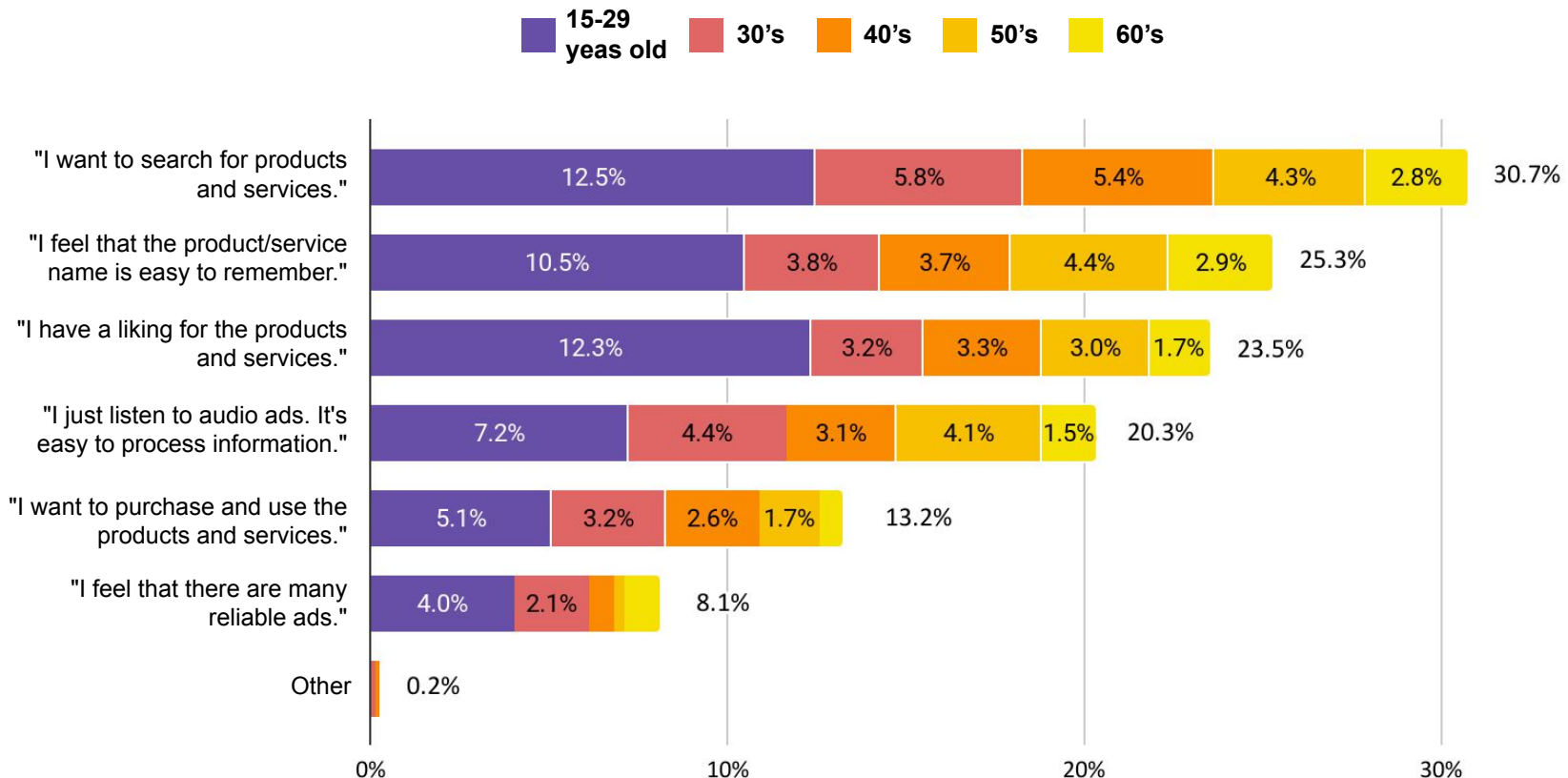




# Impressions From Listening to Audio Ads

The high response scores related to liking the product and recollection are considered to be a good match with branding advertisements. In addition, since search intention is high, it can be expected that people will be interested in and obtain information on their own.

What you feel when you hear an Audio Ad (n=600, multiple choice accepted)





# 05. Comparison of Podcasts to Other Media

Comparison of Podcast listeners and Youtube users

# Comparison of Podcast listeners and YouTube users

(Age/Gender)

Podcast listeners tend to be more likely to be among young people aged 15 to 29 than those who use YouTube at least once a month. Also, in terms of gender, the proportion of males is slightly higher.

Comparison of Age

Comparison of Gender

15-29 years old   30's   40's   50's   60's

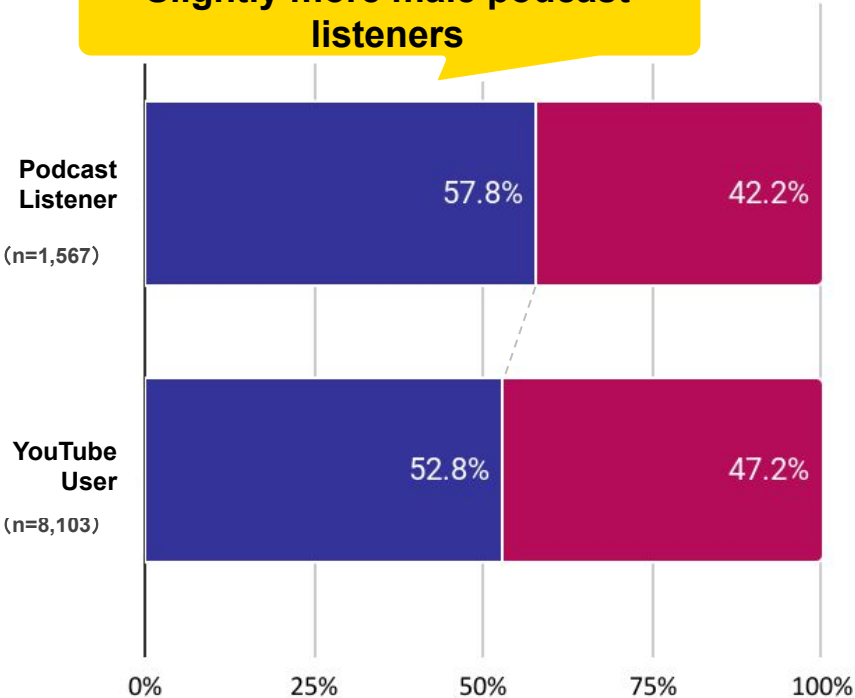
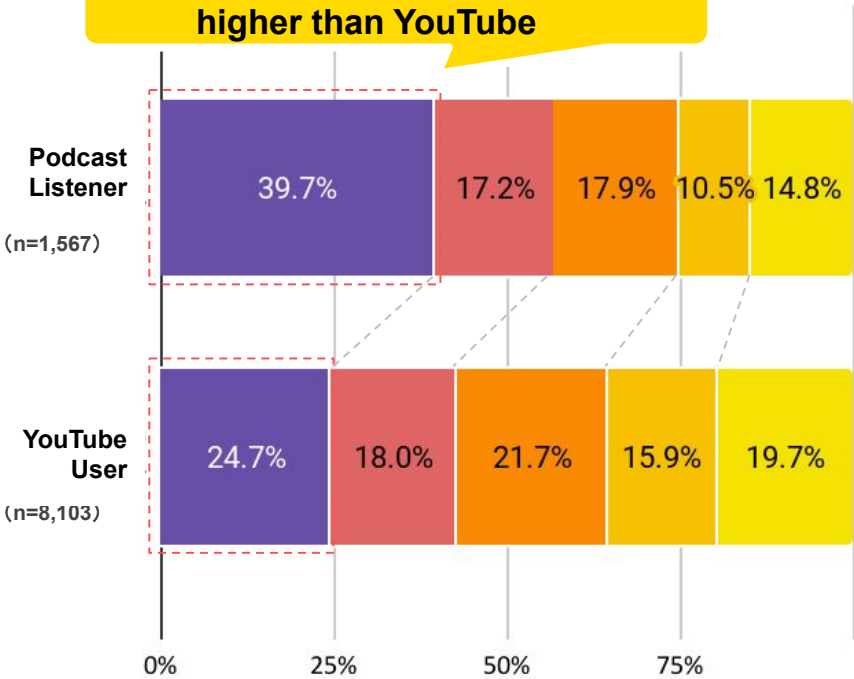
Male   Female

The ratio of 15~29 year olds is higher than YouTube

Slightly more male podcast listeners

PODCAST

YOUTUBE

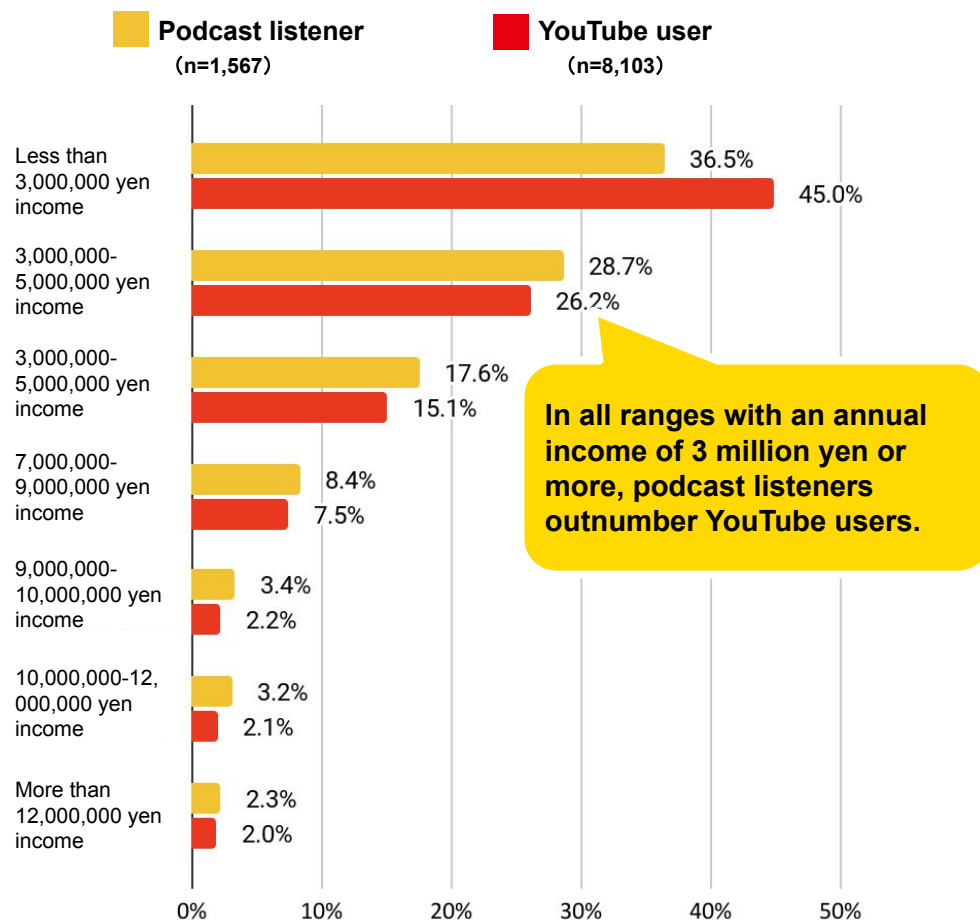


Podcast listener = who listen to Podcast at least once a month  
 YouTube user = who listen to YouTube at least once a month

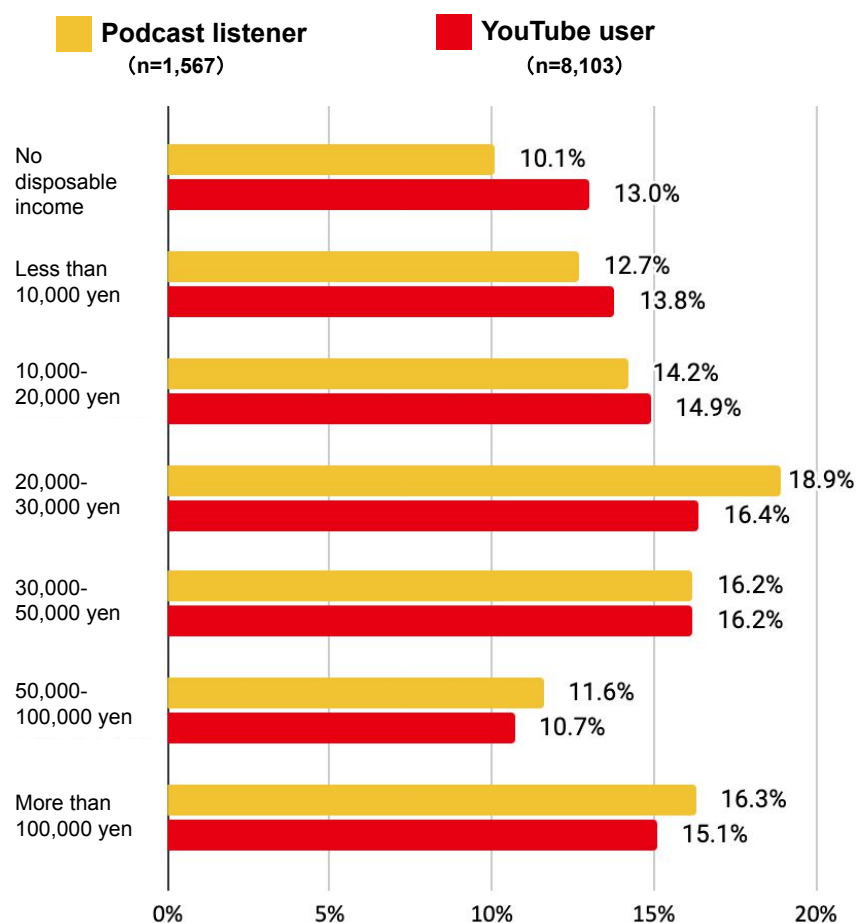
# Comparison of Podcast listeners and YouTube users (Money)

Compared to YouTube users, podcast listeners tend to have higher rates in both "annual income" and "money at their disposal per month."

## Annual Income



## Monthly free disposable income

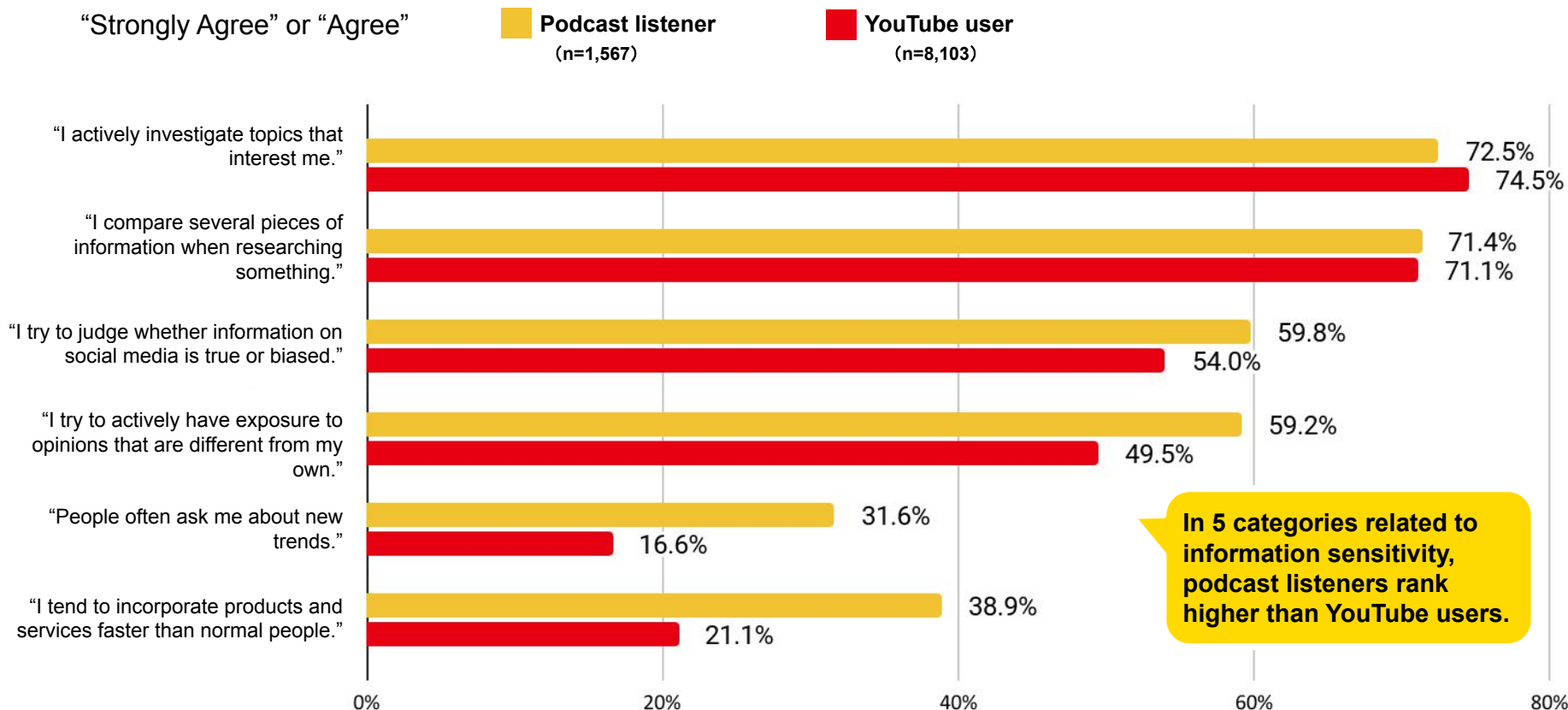


# Comparison of Podcast listeners and YouTube users

(Information sensibility)

**Compared to YouTube users, podcast listeners tend to be more sensitive to new information and more information-sensitive.**

## Information Sensitivity (multiple choice accepted)





# About The Survey Planners

**An Introduction to The Companies Involved in This Survey**



# About Company



## 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** - podcast ranking site  
<https://podcastranking.jp/>



**PODCASTPEDIA** - favourite podcast episode sharing site  
<https://podcastpedia.net/>



○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>

## 朝日新聞

## 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 in all areas of events, politics, economics, and so on. Nine programs are currently available on Podcast. From the thick interview notes of reporters who travel around the world, we convey the best topics with a sense of enthusiasm and realism that can only be conveyed by audio.



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

**Asa-Poki Official Twitter**  
<https://twitter.com/AsahiPodcast>

For information regarding this, please contact [podcast@asahi.com](mailto:podcast@asahi.com).  
Please be sure to specify [Research conducted by Otonal Inc./The Asahi Shimbun Company] when using the survey results and graphs in this release.