

2020 Global Podcast Statistics, Demographics & Habits

Last Updated: May 23, 2020 by PodcastHosting.org

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How many podcasts are there?

Our research found as of June 2020 there are over **1,000,000 podcasts** and over **29 million episodes**.

Check out the rest of the global podcast listener statistics, demographics, and facts here:

Podcast Demographics

United States

- 75% of the US population is familiar with the term “podcasting”
- 50% of all US homes are podcast fans
- 55% (155 million) of the US population has listened to a podcast
- 37% (104 million) listen to podcasts at least every month
- 24% (68 million) listen to podcasts weekly
- 16 million people in the US are “avid podcast fans”
- 51% of podcast listeners are male, 49% female
- Age of listeners:

- 12-34: 48%
- 35-54: 32%
- 55+: 20%
- 63% of podcast listeners are white
- 41% of monthly podcast listeners have household income over \$75K (vs 29% for US population)
- 25% of US podcast listeners have a 4-year college degree (vs 19% of US population)
- 51% employed full-time (vs 44% of US population)

Canada

- 63% of the Canadian population is familiar with the term “podcasting”
- 36% listened to a podcast in the last month
- 23% listened to a podcast in the last week

Australia

Recently Updated May 2020

Awareness in Australia is much higher than the US, but listening is much lower.

- 87% of the Australian population is familiar with the term “podcasting”
- 30% of the Australian population has listened to a podcast
- 25% listened to a podcast in the last month
- 17% listened to a podcast in the last week

Italy

- 26% (7 million) listened to a podcast in the last month
- Percent of age range that has listened to a podcast in the last year:
 - 18-34: 52%
 - 35-44: 47%
 - 45-54: 46%
 - 55+: 31%

Podcast Listening Habits

United States

- 90% of podcast listening is done at home
- 64% listen while driving
- Podcast listeners subscribe to an average of 6 shows
- Podcast listeners listen to an average of 7 different shows per week
- 93% listen to all or most of each episode
- Podcast listening on a computer went up from 29% to 31%
- 19% of listeners increase the speed
- 65% of monthly podcast listeners have been listening for less than 3 years
- Comedy, education, and news are the most popular podcasting genres.

Canada

- 91% of podcast listening is done at home
- 35% listen while driving
- 24% listen at work
- Podcast listeners listen to an average of 5 different shows per week
- 81% listen to all or most of each episode
- Mobile podcast listening went from 59% to 75% (2018 to 2019)
- 27% of listeners increase the speed

Australia

- 81% of podcast listening is done at home
- 45% listen in a vehicle
 - 14% of all in-car listening is to podcasts (up from 12% in 2019)
- 18% listen on public transportation
- 14% listen at work
- 9% listen while working out
- Podcast listeners listen to an average of 6 different shows per week
- 85% listen to podcasts on a mobile device
- 11% listen on a computer

Italy

- 78% listen at home
- 30% listen in a car
- 26% listen on public transportation

Podcast Advertising Stats

- 81% of podcast listeners pay attention to podcast ads
- 63% say they sometimes or always ignore TV commercials
- 66% sometimes or always ignore digital ads
- 61% sometimes or always ignore billboards
- 59% sometimes or always ignore radio commercials
- 60% of podcast listeners have bought something from a podcast ad
- 72% of people who have listened to a podcast for four or more years have made a purchase
- 54% are **more likely** to consider the brand advertised (only 7% are less likely)

Image source: podcastinsights.com

Want to start your own podcast?
You'll need a [podcast hosting platform](#).

Sources For Podcast Statistics:

- [My Podcast Reviews](#)

- [Chartable](#)
- [Nielsen](#)
- Edison Research
 - [United States](#) (2020)
 - [Canada](#) (2019)
 - [Australia](#) (2020)
- [Midroll](#)
- [Statista](#)
- [Ipsos](#)

📁 Podcasting Resources

- < [Bluehost Coupon Code \(63% Off + Free Domain Name\)](#)
- > [Captivate Podcast Hosting Review](#)



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