Podcaster@s

ENCUESTA POD 2019

A STUDY TO GET TO KNOW PODCAST AUDIENCES IN SPANISH
**Podcaster@s**

We are a community for chroniclers, documentarians, sound designers and engineers, producers, journalists, listeners and many other people who come together in the world of podcasts.

“Podcaster@s” because although we live in different corners of the planet and represent different industries with different abilities, we are united in our love of creating— or simply of listening – to what we call podcasts.

**ENCUESTAPOD 2019**

EncuestaPod is a collaborative survey that aims to collect podcast consumption data from Spanish speaking audiences.

Information and market studies about Spanish podcasts are scarce and limited. Therefore in 2017 we decided to launch this project which shows how the industry has evolved over the last two years.

Why is it collaborative?

Because we believe in the idea that together we can achieve much more, especially if we want to see this medium we love so much grow.
The survey is collaborative and was carried out between May 30 and June 20, 2019. The people surveyed responded online and voluntarily to a questionnaire designed by Podcaster@s.

Prior to launching the EncuestaPod, we opened a call for podcast producers who wanted to collaborate in disseminating the survey by promoting it among their listeners. They were the primary ones responsible for getting their followers to respond to the survey.

In total, 142 collaborators participated from: Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Ecuador, Spain, United States, Finland, Guatemala, Mexico, Paraguay, Peru, Puerto Rico, United Kingdom, Uruguay and Venezuela. Thanks to them and to the dissemination of the poll, we got 2,153 people to respond to the survey.

This survey, then, is not representative of Spanish speaking audiences but rather of a universe of volunteer respondents captured via the internet.
PEOPLE SURVEYED
SOCIO-DEMOGRAPHIC CHARACTERISTICS

AGE
OCCUPATION
LEVEL OF EDUCATION
TRANSPORT
PLACE OF RESIDENCE
USE OF SOCIAL MEDIA
RADIO CONSUMPTION
This survey was not conducted in such a way that it can be representative of all Spanish-speaking podcast audiences. The results, then, relate only to the universe of the 2,153 people that responded to the online questions voluntarily. This work, however, has great value since it is unique to the Spanish-speaking podcast market.
**WHERE DO THOSE SURVEYED LIVE?**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colombia</td>
<td>29.3%</td>
</tr>
<tr>
<td>España</td>
<td>20.3%</td>
</tr>
<tr>
<td>Argentina</td>
<td>17.3%</td>
</tr>
<tr>
<td>Uruguay</td>
<td>8.7%</td>
</tr>
<tr>
<td>México</td>
<td>7.3%</td>
</tr>
<tr>
<td>Otro</td>
<td>6.5%</td>
</tr>
<tr>
<td>Perú</td>
<td>3.5%</td>
</tr>
<tr>
<td>EE.UU.</td>
<td>3.1%</td>
</tr>
<tr>
<td>Chile</td>
<td>2.7%</td>
</tr>
<tr>
<td>Ecuador</td>
<td>0.7%</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

We received the most voluntary responses from Colombia and significant responses from Spain and Argentina. Distribution by nationality yields similar results.

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43% LISTENS TO TRADITIONAL RADIO
22% LISTENS TO ON DEMAND RADIO
35% DOES NOT LISTEN TO RADIO
FORMS AND WAYS OF LISTENING

DEVICE
ACTIVITIES
REASONS
TIME OF DAY
APPLICATIONS
NUMBER OF HOURS

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The most used device for podcast listening is the cell phone connected to the internet (or smartphone). This wide difference in relation to the use of computers is due to: the average age of the audience, the listening situation and the mass use of the smartphone as a device connected to the internet. On the other hand, smart speakers still have a long way to go before finding a way to enter the market.

2017
In the previous EncuestaPod, computers were used 13% and mobile devices were used 86%.

As with traditional radio, podcasts are used to draw attention to content while other senses (mainly sight) are occupied. Performing household chores, traveling by car or public transport or at work are situations where most listeners tune in. On the contrary, few of those surveyed selected the option of listening to a podcast as an exclusive activity.
Younger audiences use public transport more while older adults tend to listen in car driving and walking.

Activities carried out by podcast audiences according to if they are radio listeners

As can be seen in this table, consumption situations for audiences that are in the habit of listening to radio and those that aren’t are very similar although those that aren’t do use it more during public transport and walking.
**SPOTIFY**

The most used

Its arrival in Latin America is key to the expansion of listening.

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**TRAINING**

Reason for listening

Although wanting company and searching for information are reasons for listening, most people listen to podcasts to be entertained.

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**YOUTUBE**

Not everything is video

Those surveyed used it almost as much as Apple Podcast and more than the Google platform.

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**Why do you listen to podcast?**

- **Company**
  - 26.24%

- **Relaxation**
  - 32.33%

- **Entertainment**
  - 81.56%

- **Learn new things**
  - 76.54%

- **Distraction**
  - 41.34%

- **Inspiration**
  - 34.28%

- **Get the latest news**
  - 28.7%
If distribution of the use of platforms is analyzed by age range, youth very clearly use massive platforms like Spotify, YouTube and Google Podcast that have less trajectory in the distribution market. In contrast, older respondents use Ivoox and Apple Podcast are more. The same goes for the “Other” category that includes most podcatchers: it had greater penetration among the adults surveyed. One possible hypothesis lies in the number of years that older listeners have listened to podcasts.

Among those surveyed who live in countries in the northern hemisphere (Mexico and Spain) Spotify has a lot less penetration than in Colombia and Argentina. Apple Podcast, Ivoox (of Spanish origin) and podcatchers (included in “others”) have more influence in both Mexico and Spain. YouTube is the third most used platform in Argentina and Colombia, a phenomenon that reaches peak penetration in Mexico (20%).
CHANGES IN THE PLATFORMS

SPOTIFY VS APPLE

As can be observed in the table, listeners who began listening to podcasts longer ago use more “traditional” platforms like Podcatchers and Apple Podcast. Spotify quadruples is use among more recent users.

2017

IVOOX: In the previous survey, the Spanish platform topped the list. Overcast and Pocket Cast were also frequently used.
What time of day do you prefer to listen to podcasts?

**THE MORNING**

40% of the people surveyed prefer to listen to podcasts in the morning. This relates to listening situations like performing housework, commuting to work or to a place of study and even listening at work during morning activities.

How many hours do you spend listening to podcasts per week?

**LISTENING DISTRIBUTION**

On average, weekly podcast listening is distributed among those who are less fanatic (from less than one hour to three hours, 35%) and those followers who consume between three and ten hours per week.
PREFERENCES
WHAT PODCASTS DO THE PEOPLE SURVEYED PREFER?

<table>
<thead>
<tr>
<th>SUBJECTS</th>
<th>FORMATS</th>
<th>DISCOVERY</th>
<th>DURATION</th>
<th>AMOUNT OF PODCASTS</th>
<th>YEAR THEY STARTED LISTENING</th>
<th>PERCENTAGE OF EPISODE</th>
</tr>
</thead>
</table>

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History podcasts are a favorite although subjects related to culture, entertainment and audiovisual issues were frequently chosen too. Perhaps it is a surprise that news and political content as well as journalistic investigations (documentaries) are among the most chosen preferences. Niche subjects include business, self-help, philosophy or family and are logically less chosen.

58% discovers podcasts via other podcasts
55% discovers podcasts via social media
47% discovers podcasts via distribution platforms
There are no major differences in tastes between men and women. It can be said that men slightly more often choose technology, history and comedy while women slightly more often choose art, entertainment, literature and journalistic investigation.

Older respondents prefer history podcasts much more than youth. The latter chooses more topics related to film, TV series, entertainment and news. Technology podcasts also have greater acceptance among adult audiences.
If the subject preferences of respondents are separated by place of residence, those that live in Argentina prefer entertainment and audiovisual podcasts, those in Spain history and technology, while in Colombia and Mexico educational podcasts have greater penetration.

There are no major differences between the thematic tastes of respondents who listen to radio and those who don’t. What stands out is the greater preference for journalistic and news related podcasts among the former. The preference of time of day for listening to podcasts is homogeneous.
WELCOME TO PODCASTS

Most those who responded to the survey began listening to podcasts in the past year and a half (30% between 2018 and 2019). In EncuestaPod 2017, most of those surveyed had begun to listen to podcasts between 2015 and 2016. This demonstrates that audiences continue to learn and grow. Few respondents discovered podcast content before 2007.

What are your favorite podcast formats?

CHAT

The preferred podcast format is a chat or a round table debate about a subject. This goes hand in hand with most podcasts which already offer this kind of content. The preference for narrative podcasts stands out.
As you can see in the previous graphs, there are no differences among preferences of those surveyed according to age (although the preference for narrative podcasts increases with age and those that are chats decrease in preference but not significantly) nor among those who listen to radio and those who don’t (something that could be expected). The preference for formats at different times of day is homogeneous.
45% of those surveyed responded that weekly they listen to an average of between three and five different podcasts. Probably this figure is greater than the number of radio programs that the same person listens to each week. Quantity and variety.

What is the average length of podcasts you listen to?

Respondents prefer podcasts that last close to 60 minutes. On this point, respondents prefer podcasts that last more than an hour over those that are shorter (less than 30 minutes).

How many podcasts have you heard in the last week?

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2017

HOURS
Those surveyed who listen to more than 10 hours per week moved from 18% to 14% while those who listen between five and 10 hours moved from 24% to 22%. Among those who listen to less than an hour per week the percentage doubled and those who listened to between three and five hours increased from 22% to 27%.

QUANTITY
The number of podcasts heard weekly fell from one survey to another as well as the listening time. Respondents who listen to more than 11 podcasts went from 18% to 11%, those who listen between 6 and 10 went from 18% to 13% and those who do so with 4 or 5 went from 28% to 25%.

ENGLISH
Those who listen to podcasts in English increased from 47% to 53%. This high percentage can be related to the high educational level of the sample.
**SHORT CONTENT**

Those who listen to traditional radio (live) have a greater preference for shorter podcasts. 40% of those surveyed who don’t listen to radio (not even on demand) prefer durations longer than an hour.

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**Preferred podcast duration according to radio listener**

- **65%** listen to the whole program.
- **14%** listen to 90% of the program.
- **5%** listen to half or less than half of a program.

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**Preferred podcast duration by age**

According to the age groups, duration preference varied but not uniformly. For example, younger people preferred podcasts between 30 minutes and one hour but those over 55 preferred a duration between 15 and 30 minutes. Therefore, it isn’t possible to say that at a younger age people prefer a shorter duration or vice versa.

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**NO TRENDS**

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MONETIZATION
DO PODCASTS HAVE COMMERCIAL POTENTIAL?

LISTEN
PURCHASE
POSITIVE IMAGE
REMEMBRANCE

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How likely are you to hear (not advance) the ad?

- 25% is willing to listen to an inserted ad
- 35% is unlikely to remember the name of the brand
- 37% would not buy a product via an inserted ad

How likely are you to remember the name of the advertiser?

- 20.02% never
- 34.7% unlikely
- 14.4% neutral
- 22.81% any
- 8.08% very likely

How likely are you to buy the advertiser’s product?

- 36.65% never
- 38.32% unlikely
- 15.84% neutral
- 8.55% any
- 0.68% very likely
How likely is it that you will get a positive image of the advertiser?

- **Never**: 13.56%
- **Unlikely**: 23.04%
- **Neutral**: 35.27%
- **Any**: 17.72%
- **Very likely**: 7.43%

23% could have a positive image of the advertiser.

Would you consider making a monthly donation to a favorite podcast?

- **I make donations**: 10.17%
- **I’m not interested**: 11.7%
- **I never donated but I would have made donations**: 64.42%

88% is willing to make a donation or has donated to their favorite podcast.

- **30%**: Follows more than 11 podcasts or is subscribed (RSS)
- **22%**: Follows between 4 and 5 podcasts or is subscribed (RSS)
- **20%**: Follows between 6 and 10 podcasts or is subscribed (RSS)
FINAL HIGHLIGHTS
88% of the people surveyed consume podcasts via smartphones.

Listening to a podcast is compatible with carrying out other activities.

53% of the people surveyed listen to it via Spotify. YouTube has the same level of use as Apple Podcast.

The main reasons for listening to podcasts are to entertain and to learn.

40% of the people surveyed listen to podcasts during the morning.

65% of the people surveyed listen to traditional radio either live or on demand.

Preferred podcasts include those about history, culture and news.

People surveyed preferred the round table debate format followed by narrative podcasts.

79% of people surveyed listen to 90% or more of an episode.

People prefer podcasts that last between 30 minutes and an hour.

40% of people surveyed are willing to listen to advertisements.

88% of people surveyed are willing to make donations to their favorite podcasts.
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THANK YOU!
www.podcasteros.com