

The Canadian Podcast Listener 2022

Summary Report



SignalHill
Insights

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Mission

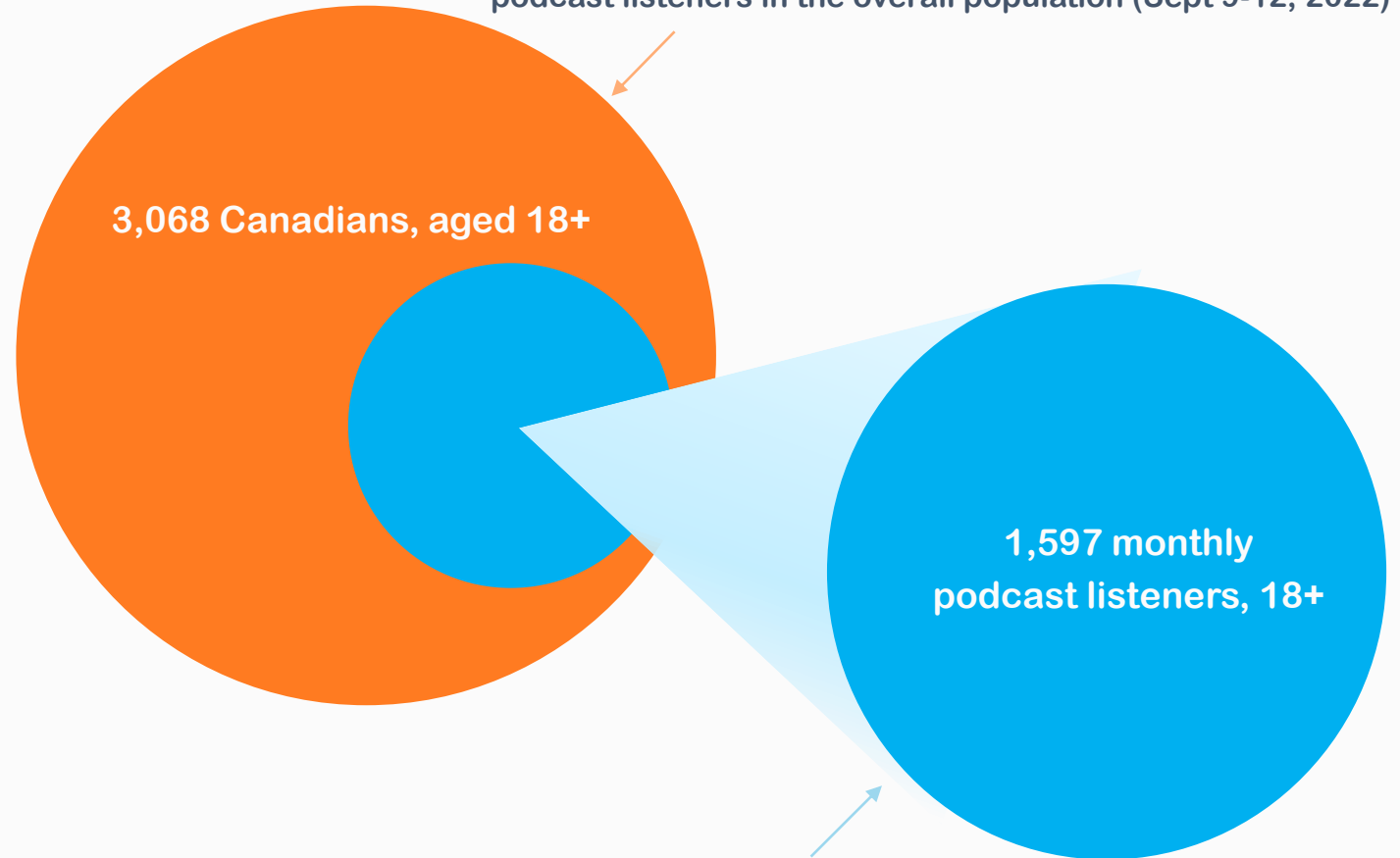
- To elevate the awareness and understanding of the Canadian podcast audience for podcasters, agencies and advertisers



Study Design

TWO SEPARATE ONLINE SURVEY COMPONENTS:

Calibration Survey: brief survey to establish incidence of podcast listeners in the overall population (Sept 9-12, 2022)

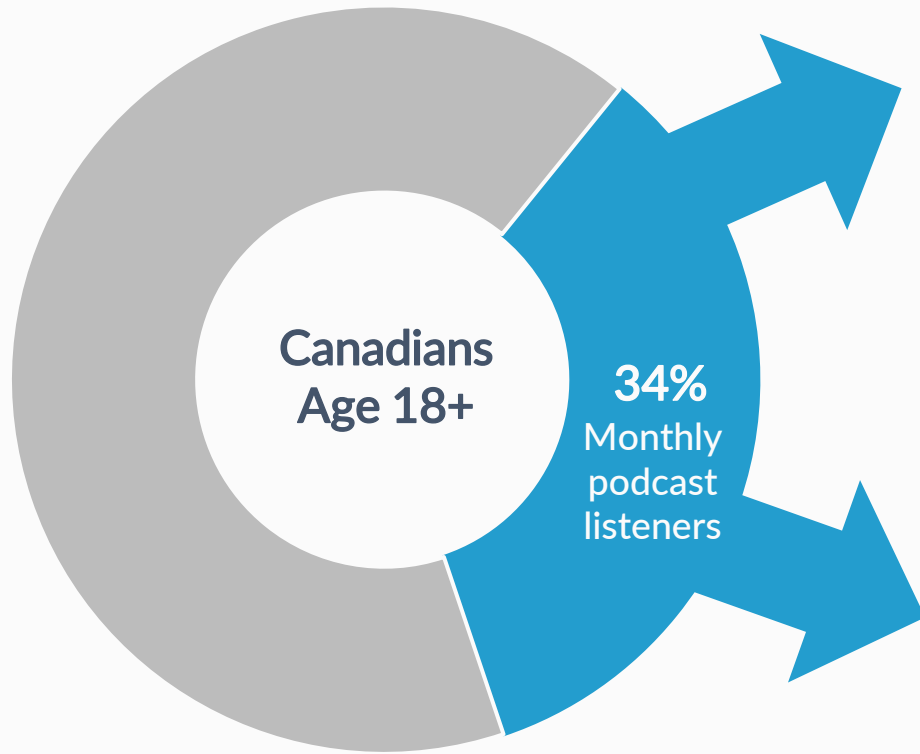


In-Depth Survey: averaging 18 minutes to probe range of podcast behaviour, interests and attitudes among podcast listeners (Oct 5-13, 2022)

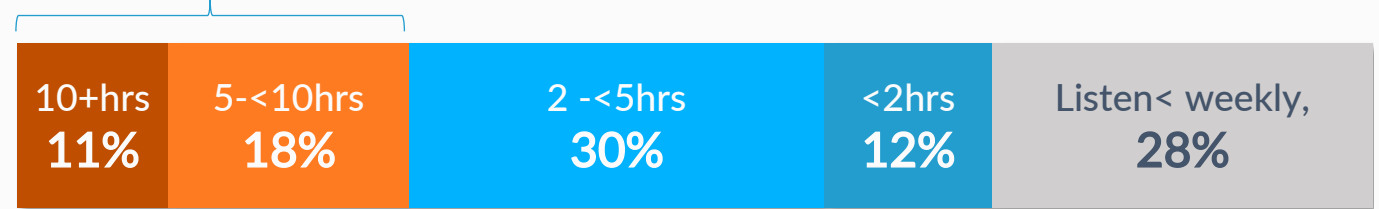
Power Listeners / New Listeners Defined

Power Listeners: Those spending 5+ hours/week listening to podcasts

New Listeners: Those who started listening to podcasts in the past year



Power Listeners (29% of Monthly Listeners)



Hours Spent—Typical Week

New Listeners (35% of Monthly Listeners)



First Started Listening to Podcasts

Longtime Listeners (14% of Monthly Listeners)



Source: The Canadian Podcast Listener 2022

How much time would you say you spend listening to podcasts in a typical week? / When did you first start listening to podcasts?

Base: Canadians aged 18+ (n=3,068); monthly podcast listeners, aged 18+ (n=1,597)

Podcast listening crosses the 50% barrier.

More than half of Canadian adults now say they have listened to a podcast, up 5 points from 2021 and 9 points since 2020.

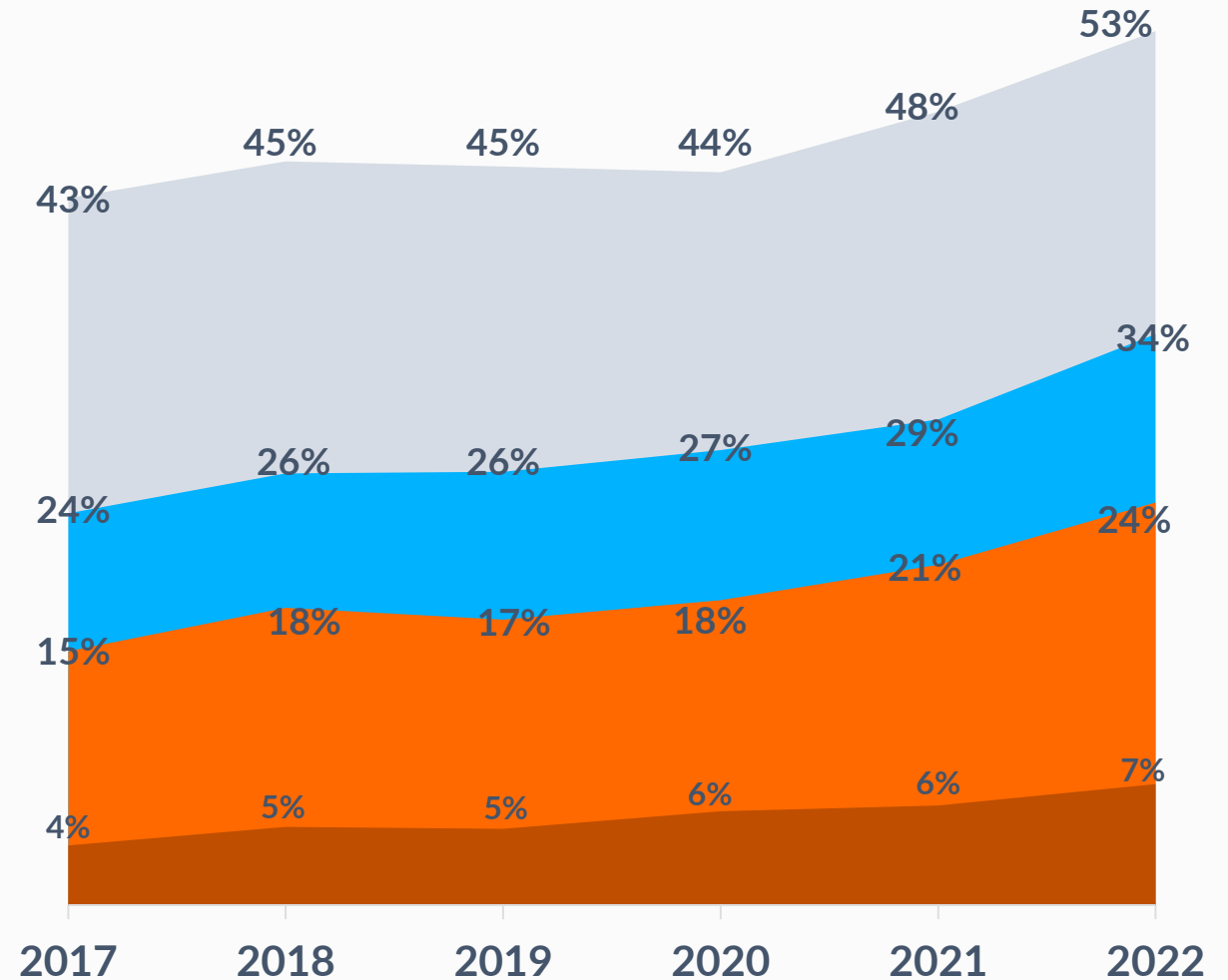
This is coupled with gains in monthly, weekly and daily listening.

Source: The Canadian Podcast Listener 2022 – Calibration Study
Which of the following best describes your most recent experience with podcasts / How often do you listen to podcasts? Base: Canadians, aged 18+: Jul/Aug 2017 (n=2,518); May 2018 (n=3,118); May 2019 (n=3,040); Sept 2020 (n=3,033); Sept 2021 (n=3,025); Sept 2022 (n=3,068)



Podcast Listening - % of Canadians 18+

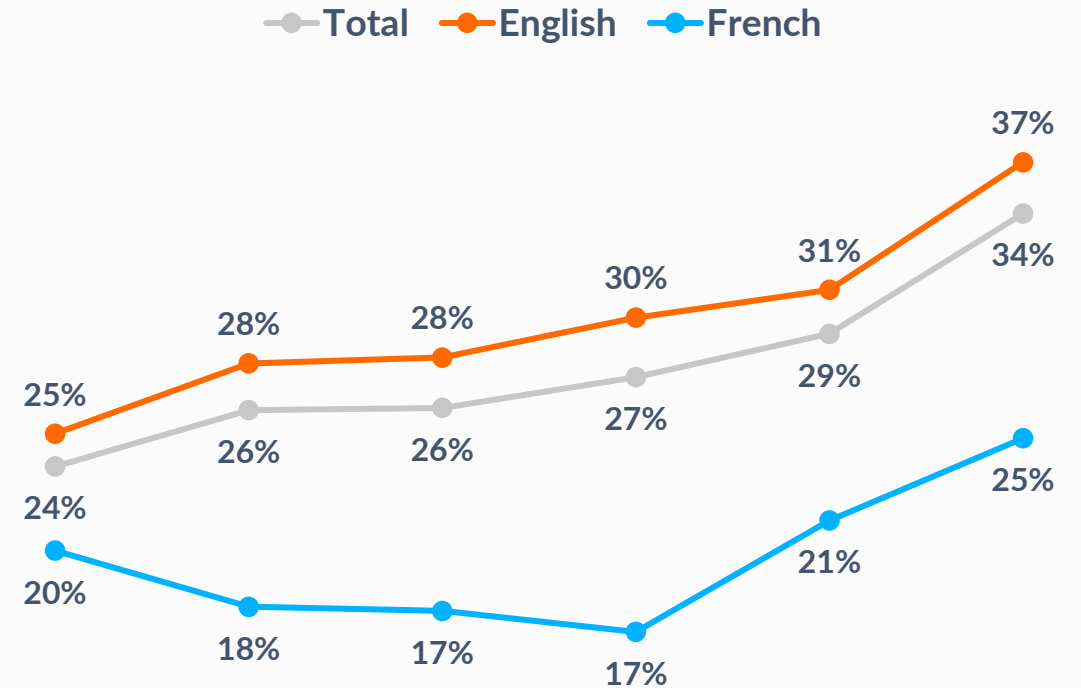
■ Ever listened ■ Listen monthly ■ Listen weekly ■ Listen daily



Strong growth in monthly listening in both English and French Canada

Monthly listening in English Canada is up 6 points over 2021, while French Canada posted its second year of sharp growth with a quarter (25%) of French-speaking Canadians now listening to podcasts monthly.

Monthly Podcast Listening - A18+



2017 2018 2019 2020 2021 2022

Source: The Canadian Podcast Listener 2022 - Calibration Study
Which of the following best describes your most recent experience with podcasts / How often do you listen to podcasts? Base: Canadians, aged 18+, English: Jul/Aug 2017 (n=2,051); May 2018 (n=2,554); May 2019 (n=2,477); Sept 2020 (n=2,480); Sept 2021 (n=2,447); Sept 2022 (n=2,474); French: Jul/Aug 2017 (n=467); May 2018 (n=564); May 2019 (n=563); Sept 2020 (n=553); Sept 2021 (n=637); Sept 2022 (n=594)

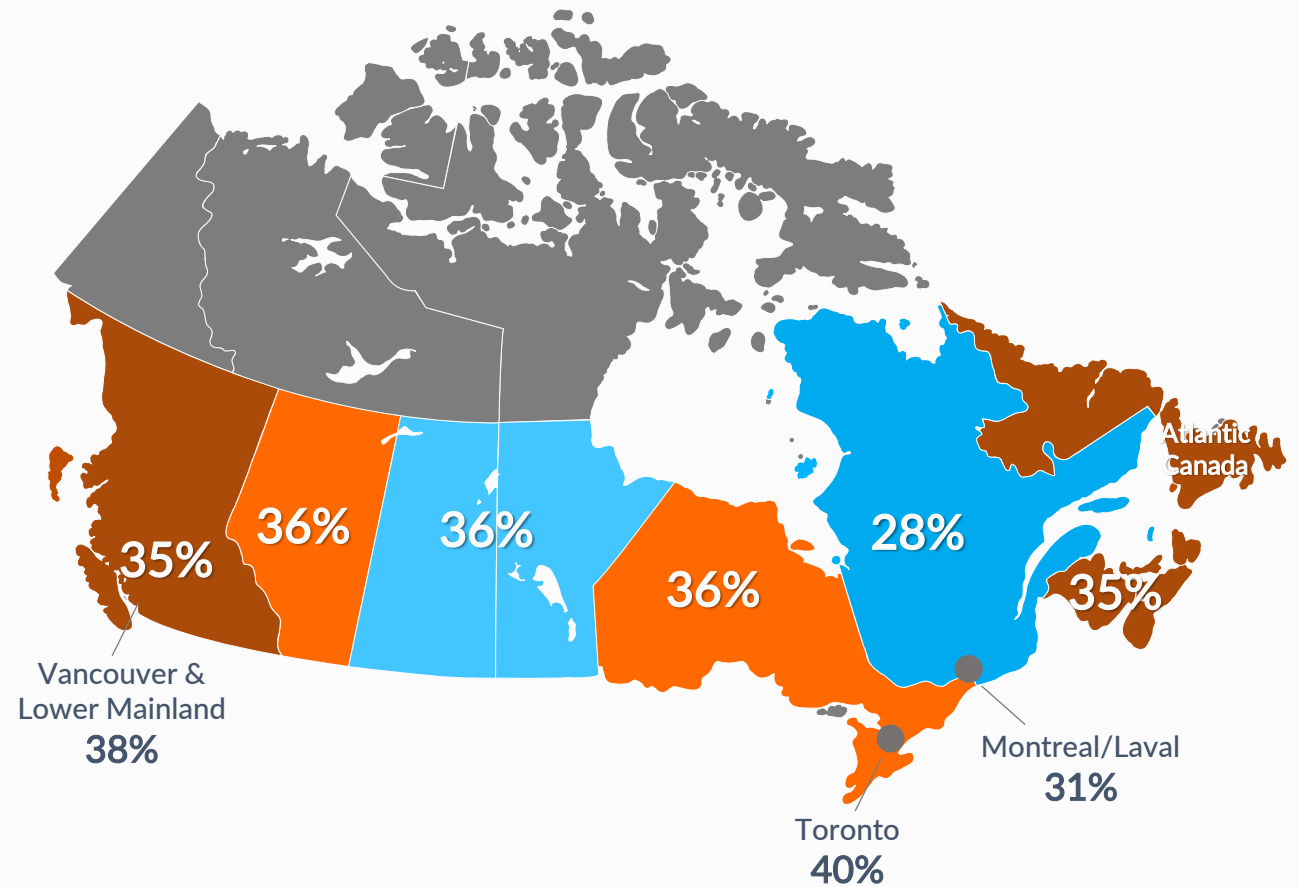


Continued mainstreaming of podcast listening

Monthly podcast listening is still slightly stronger in major urban areas than it is in their corresponding regions. But it's catching up outside of the bigger cities and across all regions.

Penetration of monthly podcasting is now virtually identical at 35% or 36% in each region of English Canada.

% listening to podcasts monthly, by region

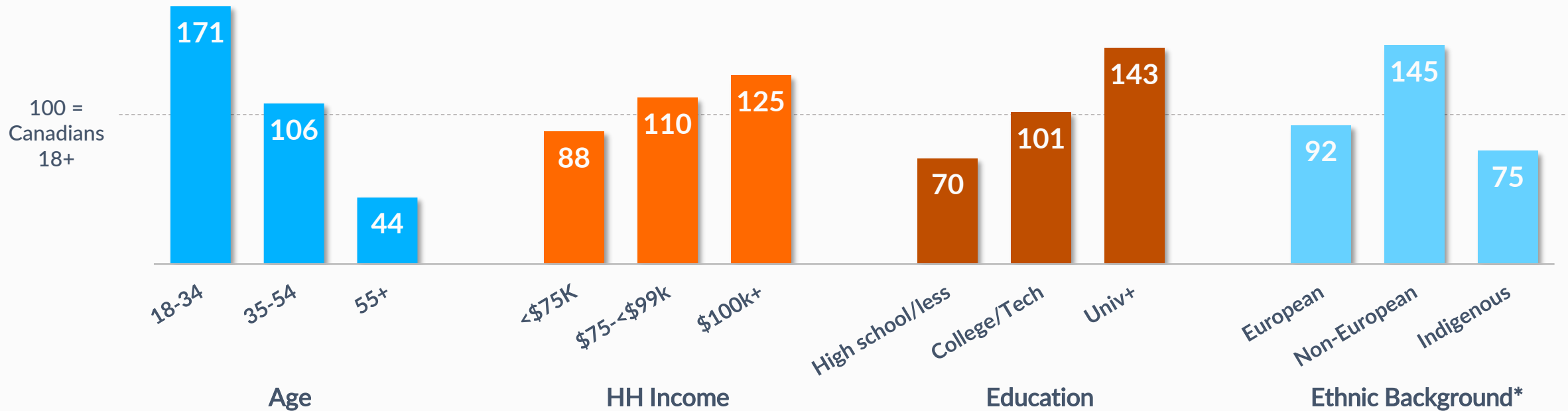


Source: The Canadian Podcast Listener 2022 - Calibration Study
Which of the following best describes your most recent experience with podcasts / How often do you listen to podcasts? (Monthly = Listened in past year & listen 1+x/month)
Base: Canadians, aged 18+ (n=3,068)

Listener profile continues to reflect a young, well-educated, diverse and affluent audience

Even as the Canadian podcast audience fills in outside the major urban centres, there is little change in audience composition.

Monthly Podcast Listeners, Indexed to Canadian Population



Source: The Canadian Podcast Listener 2022

Base: Monthly podcast listeners, aged 18+ (n=3,068)

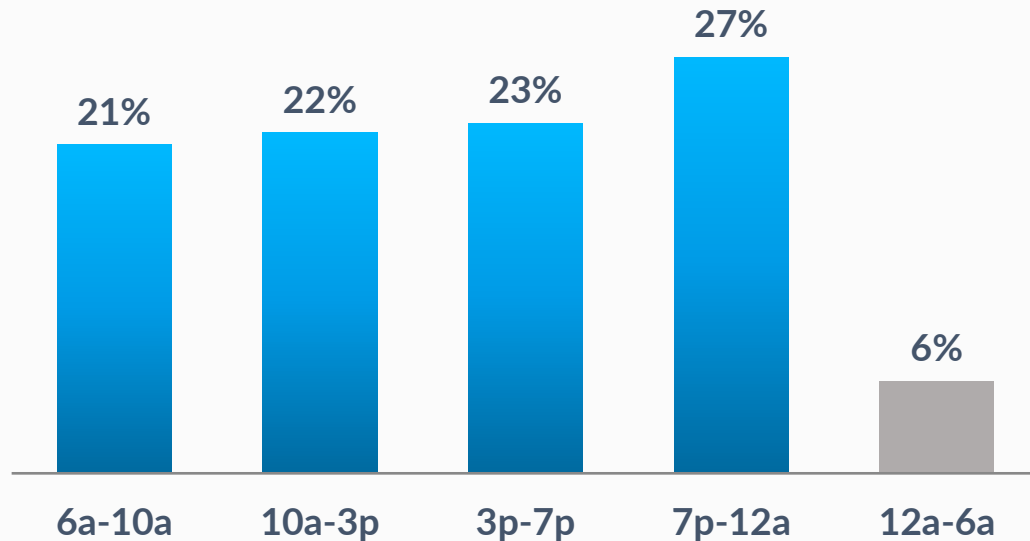
*Ethnic background based on response: "What are the ethnic or cultural origins of your ancestors?" Multiple responses accepted. If any non-European origin mentioned, respondent is classified as "Non-European."

Weekday listening is spread throughout the day.

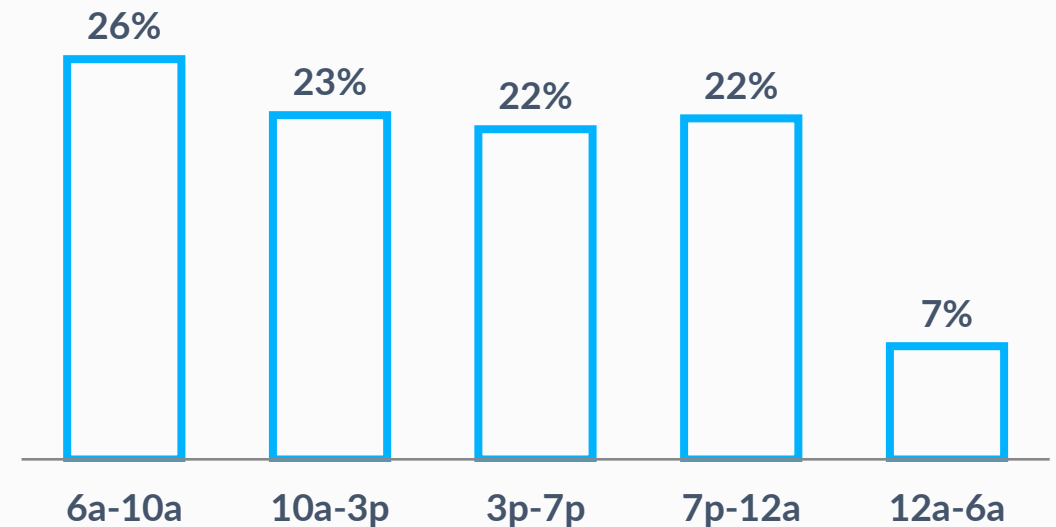
Overall, monthly podcast listeners spend a bit more time listening in the evening.

Power Listeners are the inverse, spending a greater proportion of time listening in the morning.

Weekdays - Average % of time listening
(among total monthly listeners)



Weekdays - Average % of time listening
(among Power Listeners, 5+ hrs/wk)

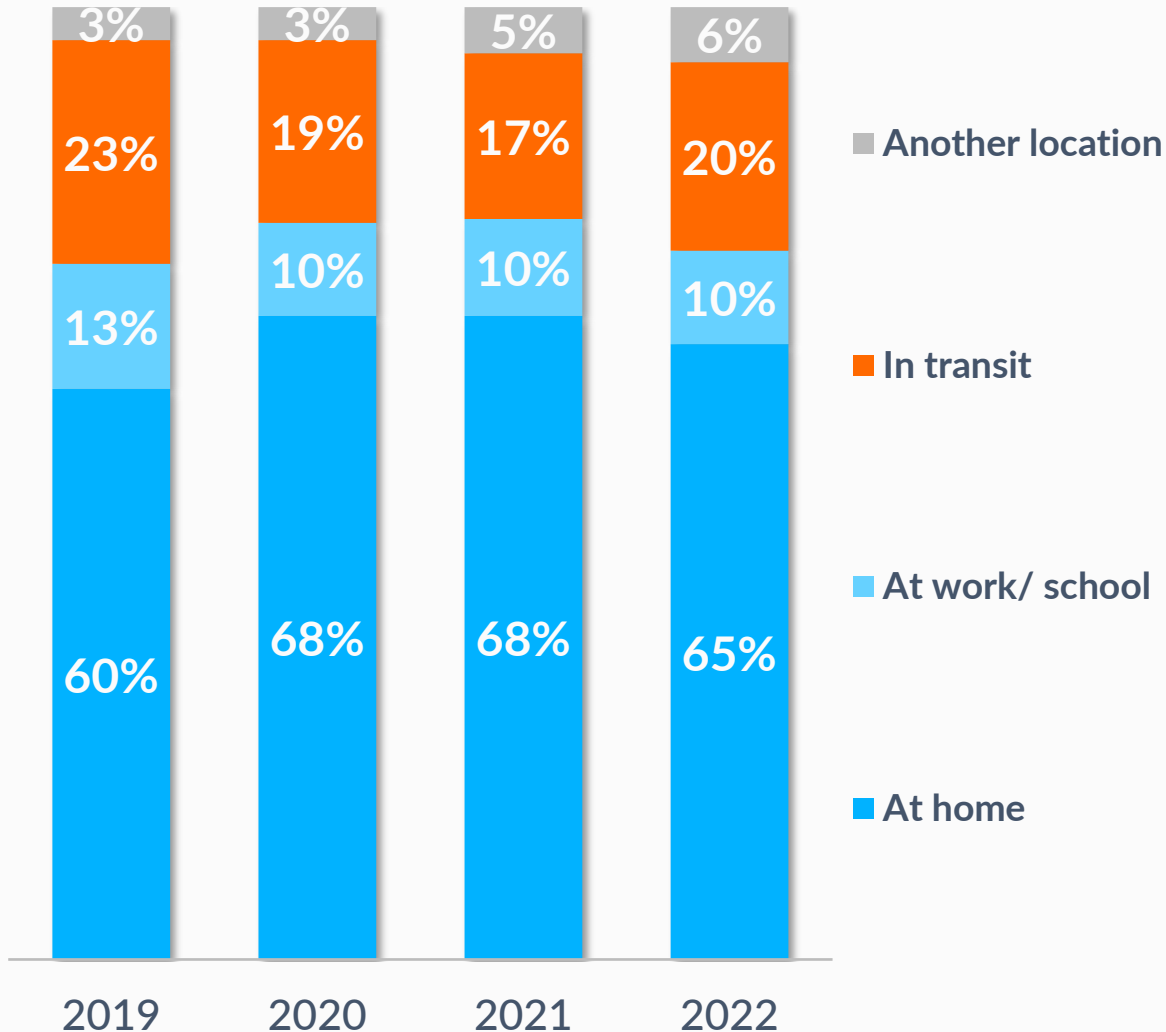


Source: The Canadian Podcast Listener 2022

What proportion of your time listening to podcasts is spent during the following hours of the day on weekdays?

Base: Monthly podcast listeners, aged 18+ (n=1,597); Power Listeners (n=474)

Average % of Time Spent by Location



At-home listening has decreased as some Canadians return to commuting, though still not to 2019 levels.

A higher proportion of listening is still occurring in the home.



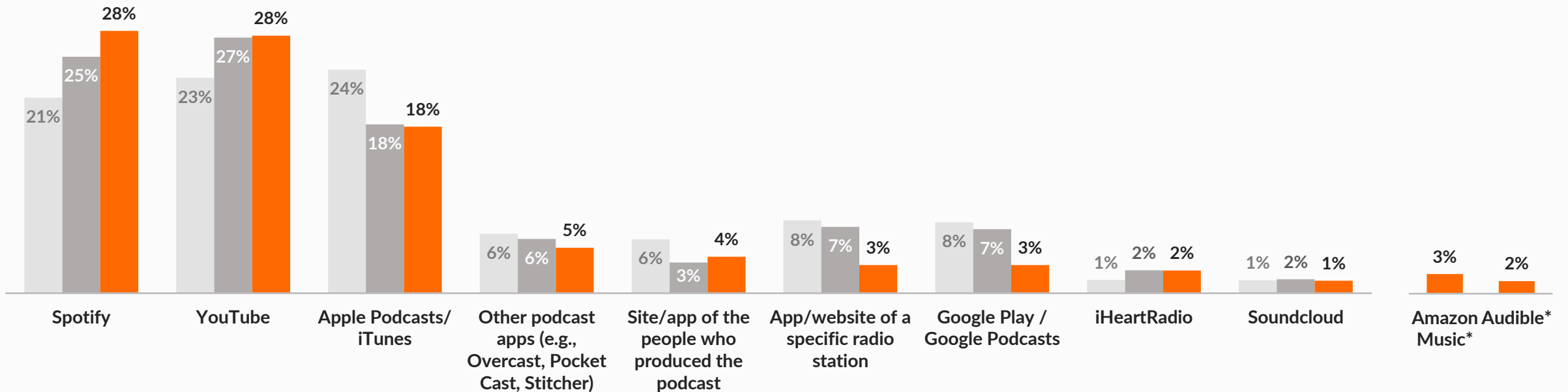
Source: The Canadian Podcast Listener 2022
E2. Of all the time you spend listening to podcasts, what proportion of that time do you listen?
Base: Monthly podcast listeners, aged 18+: 2019 (n=1,538); 2020 (n=1,618); 2021 (n=1,600); 2022 (n=1,597)

Spotify moves into a tie with YouTube as platform used most often.

A 3-point gain over 2021 puts Spotify into a share of the lead with YouTube, while Apple holds steady in third place.

Platform used most often

■ 2020 ■ 2021 ■ 2022



Source: The Canadian Podcast Listener 2022

E9B. Which of those platforms do you use most often to listen to podcasts?

Base: Monthly podcast listeners, aged 18+: May 2019 (n=1,538); Oct 2020 (n=1,618); Oct 2021 (n=1,600); Oct 2022 (n=1,597)

*new option in 2022

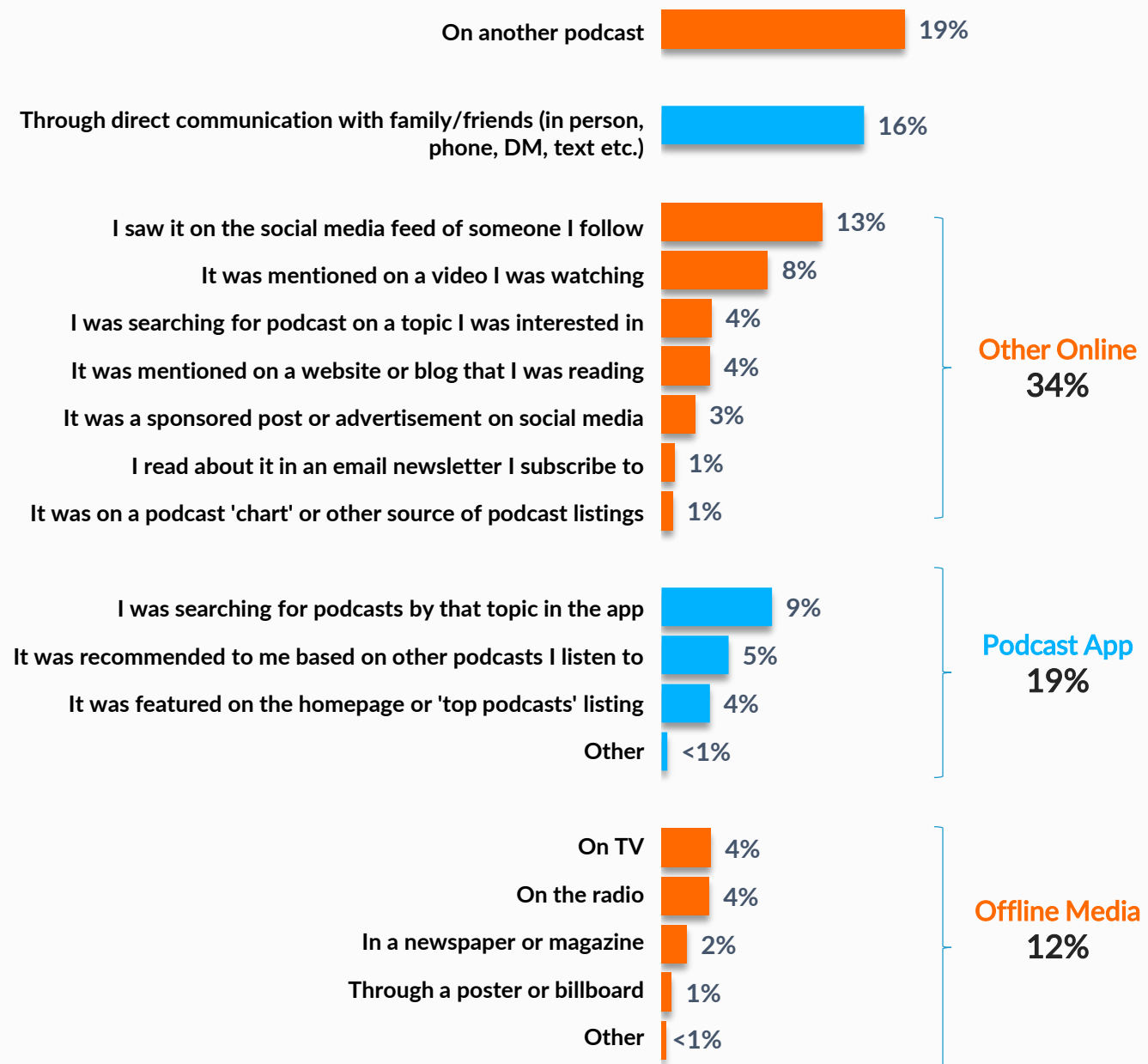
Cross-promotion on other podcasts continues to be leading source of new podcast discovery.

Both “other online” and “offline media” made incremental gains in 2022, up by 3 and 2 points respectively. Within “other online” options, sponsored social media is up by two points.



Source: The Canadian Podcast Listener 2022
 DIS3. Where did you first learn about this podcast?
 Base: Monthly podcast listeners, aged 18+, started listening to a new podcast in past 6 months (n=892)

Where did you first learn about this podcast?



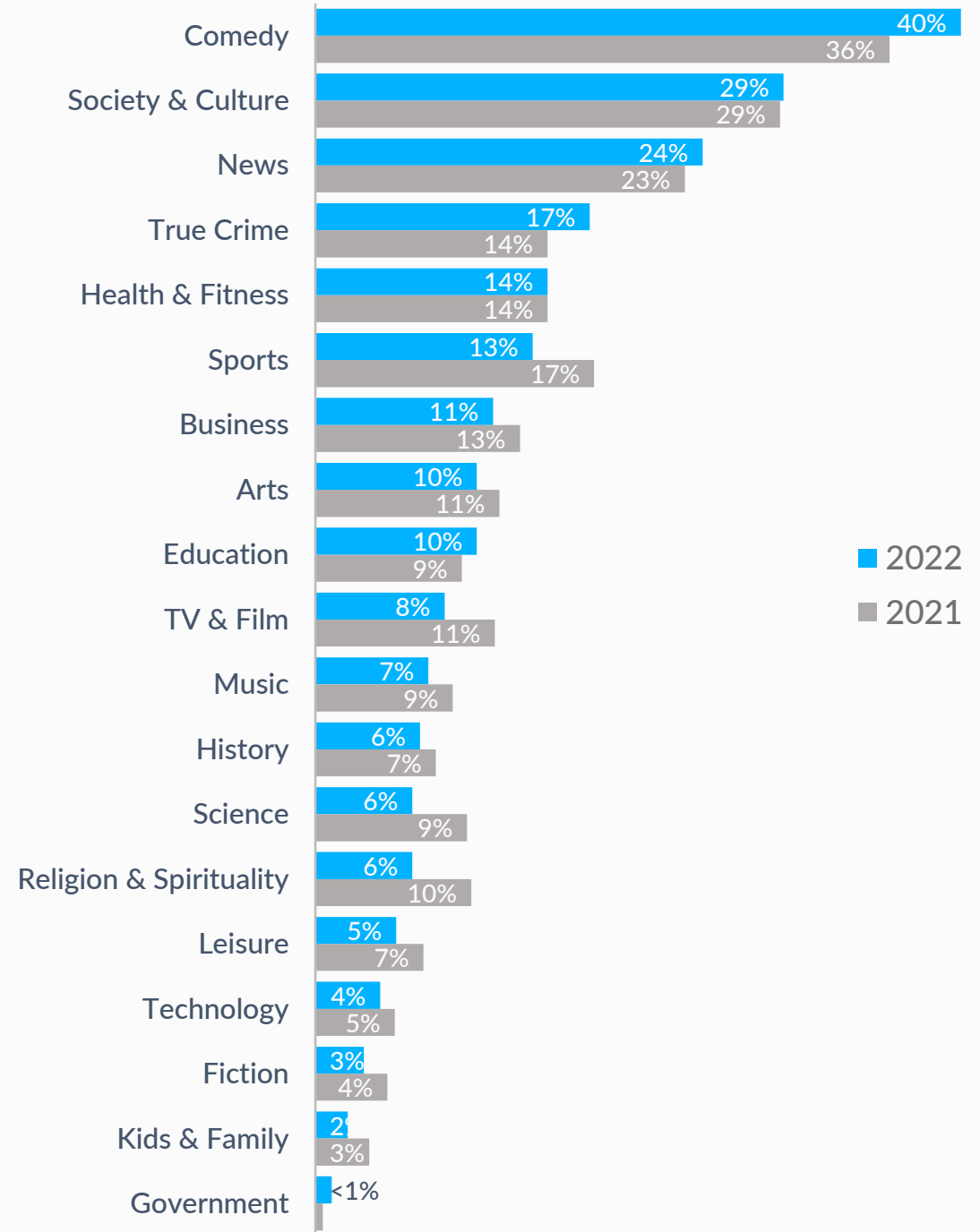
Growth in listening to Top 4 genres in 2022

Listening was up for Comedy, Society & Culture, News and True Crime podcasts. Comedy and True Crime were up 4 points and 3 points respectively, suggesting a shift to more escapist entertainment.

Meanwhile, listening dipped for many of the more niche genres.





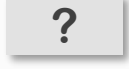


Source: The Canadian Podcast Listener 2022
P4. Please list up to 10 podcasts you remember listening to in the past month.
Base: Monthly podcast listeners, aged 18+: 2021 (n=1,600); 2022 (n=1,597)



Podcasts from Canada vs. France continue to dominate podcast listening among Francophones.

Average % of podcasts listened to, by country of origin
(among monthly podcast listeners in French Canada)

	2019	2020	2021	2022
 USA	23%	16%	15%	18%
 Canada	63%	75%	72%	70%
 Britain	3%	2%	3%	4%
 France	7%	5%	7%	4%
 Elsewhere	4%	2%	3%	4%



Source: The Canadian Podcast Listener 2022

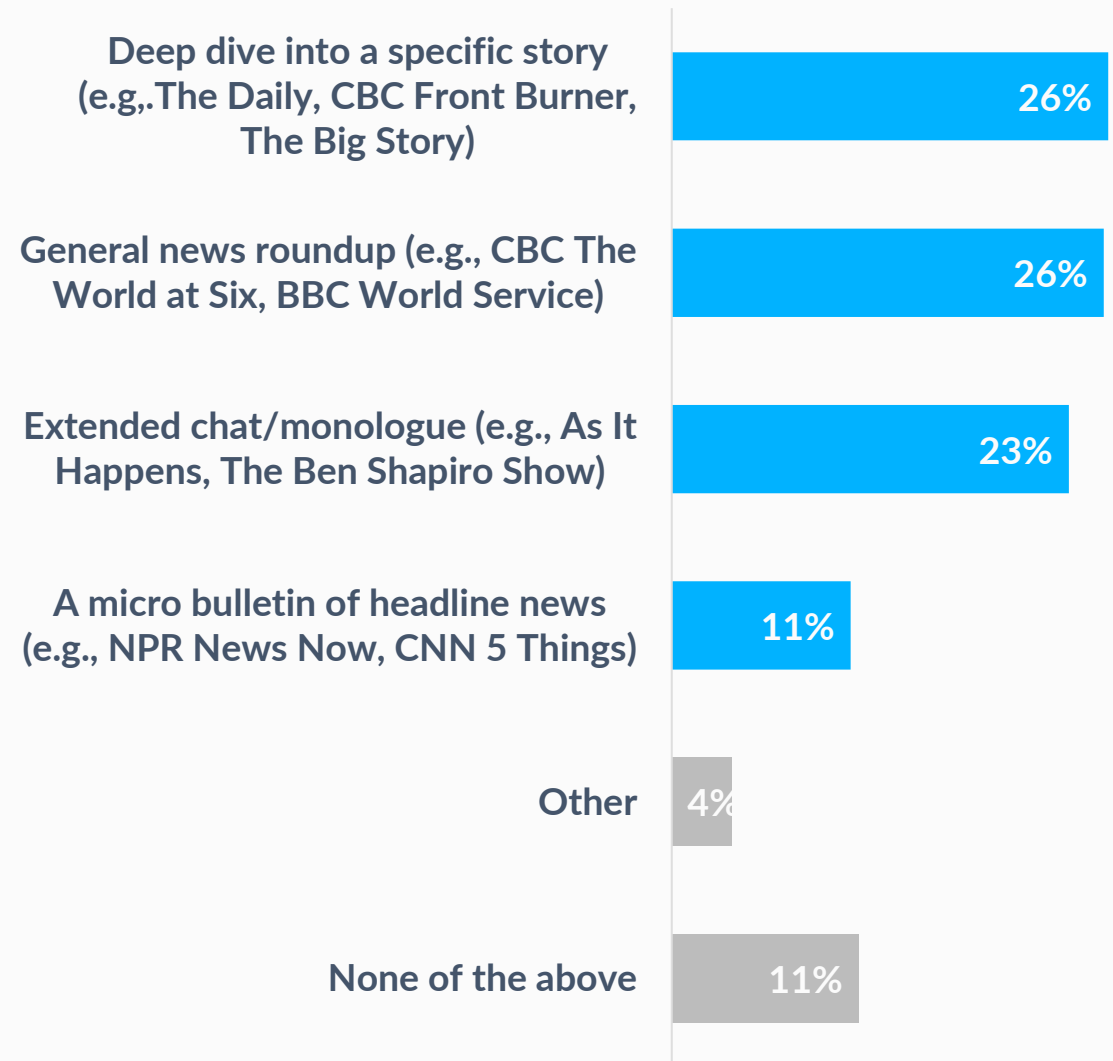
P10. Of all the podcasts you listen to, about what proportion would you say are from:

Base: Monthly podcast listeners, aged 18+, French-speaking: May 2019 (n=318); Sept 2020 (n=344); Oct 2021 (n=297); Oct 2022 (n=338)

Daily news podcast listeners show a broad preference for different formats.

Micro bulletins with headline news generate more of a niche appeal.

Preferred format for daily news podcasts



Source: The Canadian Podcast Listener 2022
P13A. You mentioned that you've listened to daily news podcasts. What is your preferred format for these types of podcasts?
Base: Monthly podcast listeners, aged 18+, daily news podcast listeners (n=571)

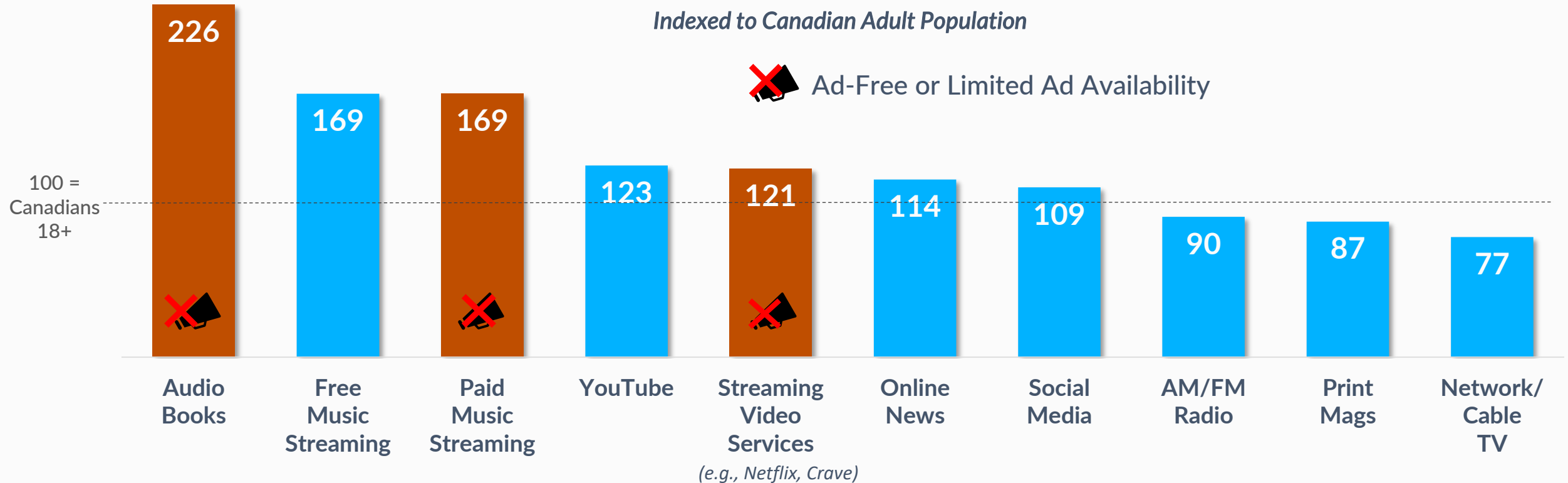
Podcasts reach on-demand, ad-free consumers

Podcasts provide a unique opportunity to engage audiences who are otherwise inaccessible to advertisers.

Past Week Podcast Listening, Among Past Week Users of Each Media

Indexed to Canadian Adult Population

 Ad-Free or Limited Ad Availability



Source: The Canadian Podcast Listener 2022 – Calibration Study

S3. Which of the following best describes your most recent experience with podcasts- by 'podcasts', we mean pre-recorded digital audio programs that you can subscribe to in a feed and either download to listen to later, or stream on demand?

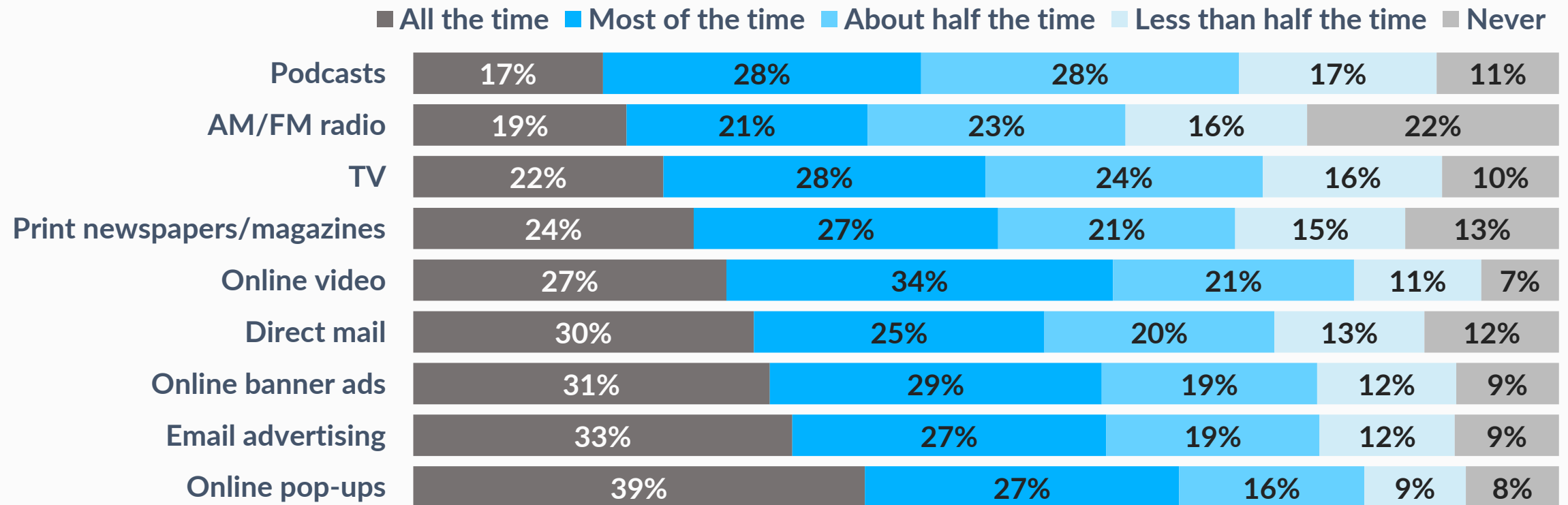
Base: Canadians, aged 18+: Past week users of Audiobooks (n=166); Paid Music Streaming (n=598); Free Music Streaming (n=549); Streaming Video Services (n=1,593); YouTube (n=1,722); Online News (n=1,605); Social Media (n=2,001); Print Magazines (n=595); AM/FM (n=1,912); Print Newspapers (n=926); Network/Cable TV (n=1,978)



Ads on podcasts still least likely to be avoided 'all the time'

Ads on AM/FM radio now lead podcasts as the least likely of all media to be avoided 'all' or 'most of the time' by monthly podcast listeners. However, even with a skip button, podcasts still outperform other media on this measure.

How often do you actively avoid those ads by skipping, blocking, tuning out, turning away, throwing away or otherwise avoiding the ad?



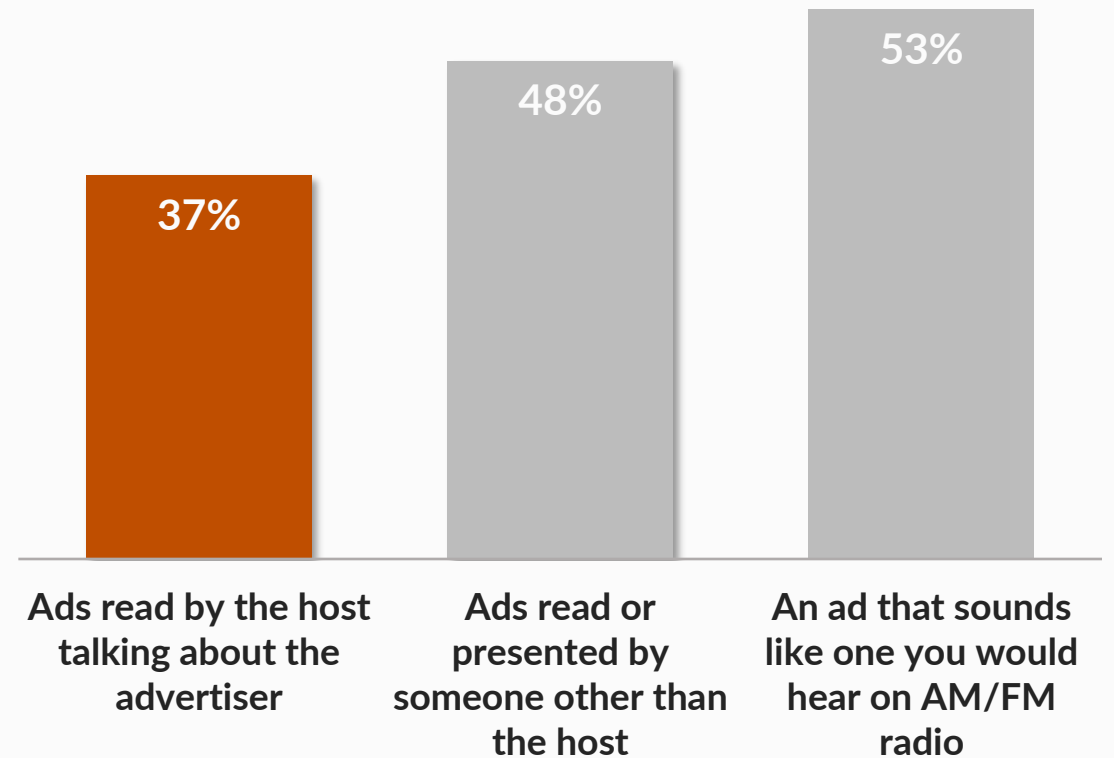
Source: The Canadian Podcast Listener 2022

A4A. When you come across ads in each of the following places, how often do you actively avoid those ads by skipping, blocking, tuning out, turning away, throwing away or otherwise avoiding the ad?

Base: Monthly podcast listeners, aged 18+; listen to podcasts with ads (n=1,438)

Host-read ads are least likely to be skipped—'radio' style ads most likely to be skipped.

Skip Ads "All" or "Most of the time"



Source: The Canadian Podcast Listener 2022
A5. How often would you say you skip the following types of ads in podcasts?
Base: Monthly podcast listeners, aged 18+, avoid at least some ads in podcasts (n=1,270)

Takeaways

- **Podcasting reach is expanding.** More than half of Canadian adults have now listened to a podcast. Monthly podcast listening has grown sharply in both English and French Canada.
- **Spotify is making continued gains as a podcasting platform.** Among Power Listeners, platform used most often continues to be a three-way tie between Spotify, YouTube and Apple Podcasts.
- **Daily news listeners show interest in various daily news formats.** They equally prefer deep dive, news round-up and extended chat/monologue formats.
- **Podcast listeners continue to be particularly receptive to podcast ads.** Podcasts provide a unique opportunity to engage audiences who are otherwise inaccessible to advertisers.

A deeper drive into CPL 2022 is available via subscription

Report Outline:

The Business of Podcasting: *Update of key business trends*

Podcast Listening in Canada *Growth of listening, demos, regions*

Listening Behaviour: *Time spent listening, time of day, location, devices*

Shifting Platforms: *Spotify/Apple Podcasts/YouTube*

Discovery: *How listeners find new podcasts; influence of hosts*

The Canadian Podcast Chart: *Top podcasts, publishers and trends*

French Canada: *Listening trends, top podcasts, platforms*

Daily News: *Preferred news formats, type of coverage, discovery*

Engagement: *Paid subscriptions, other types of support*

Advertising: *Perceptions of podcast ads, incremental reach, ad avoidance*

Unlock access to the complete report on The Canadian Podcast Listener.

A subscription opens the door to exclusive content, including:

- **The Canadian Podcast Chart** – exclusive data on the 2,800+ podcasts listened to by 1,597 monthly podcast listeners, including demo, genre and publisher info
- **Virtual presentation of the study**

We offer a variety of subscription types to meet the needs of various organizations, including educators.

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