



RESEARCH ROCKS! WHO'S LISTENING TO PODCASTS? AND WHY SHOULD ADVERTISERS CARE?

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So who exactly listens to podcasts like The Ongoing History of New Music anyway?

Well, according to the latest findings by Media Technology Monitor and reposted on Media in Canada, just under a quarter of 4,000 Anglophones surveyed listen to podcasts, nearly double the 13% it was in 2011.

People who do so frequently tend to be between the ages of 18 and 51 years old, with the highest-indexing cohort being older millennials or "Generation Y" (27-37 yr. olds, where 39% of them regularly listen to podcasts). 37% of Canadians who live in households with incomes ranging from \$100,000 to \$150,000 also tune in. 33% are either currently pursuing a university education or already have a degree. Young, rich and educated, what's not for a podcaster like Alan Cross to love?

And in a sneak peek of brand new info on the Canadian Podcast Listener from Audience Insights Inc. and Ulster Media, with support from The Podcast Exchange, 20% more Canadians are making podcasts a regular habit, i.e. listening weekly.

The Ongoing History of New Music, in case you didn't know, is Canada's longest-running radio documentary and just happens to be celebrating the silver anniversary of its first broadcast on CFNY in 1993. Congratulations Alan; here's to another 25 years, which isn't out of the question given this new, up-and-coming generation who are becoming loyal to podcasts such as yours. Here's a link to the most recent episode, and thanks for listening!