Podcaster@s

ENCUESTA POD2019

A STUDY TO GET TO KNOW PODCAST AUDIENCES IN SPANISH

INDEX

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.
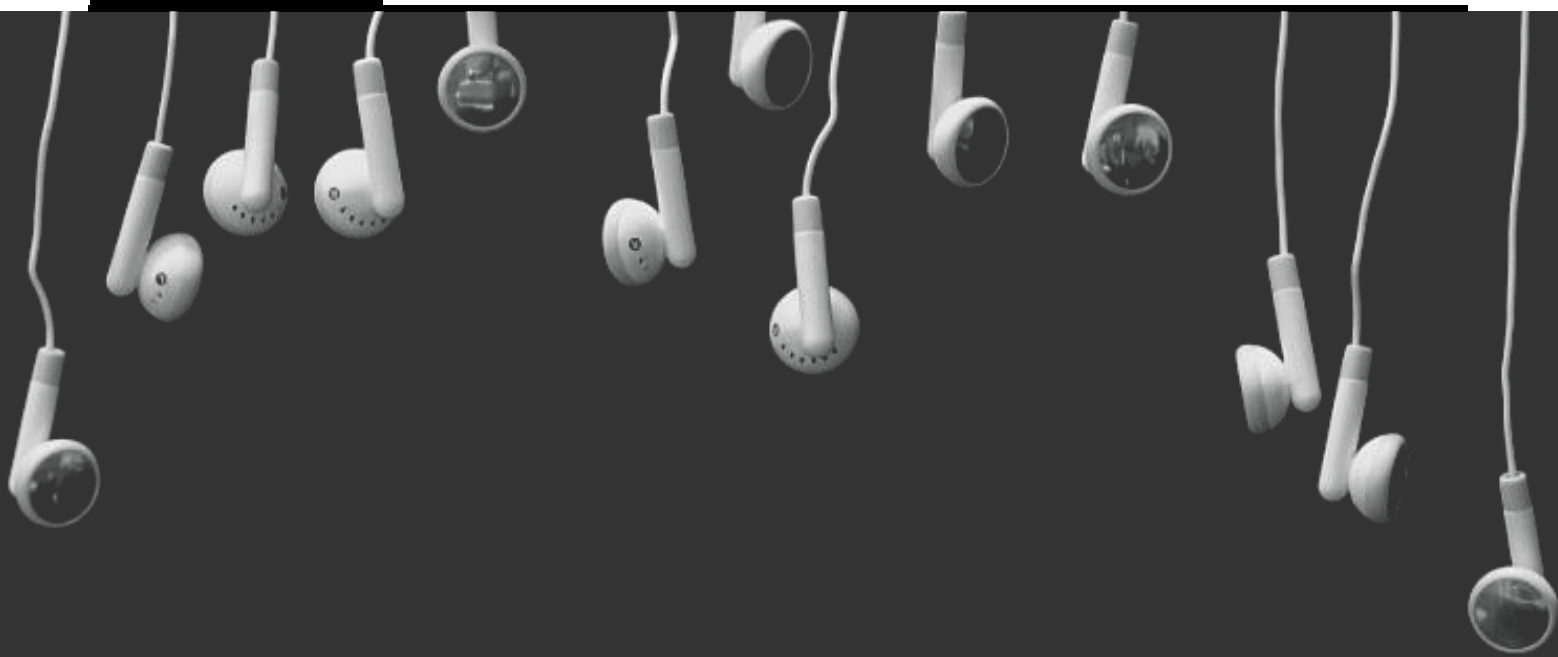
ENCUESTAPOD 2019

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.

HOW WE MADE ENCUESTAPOD 2019

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.
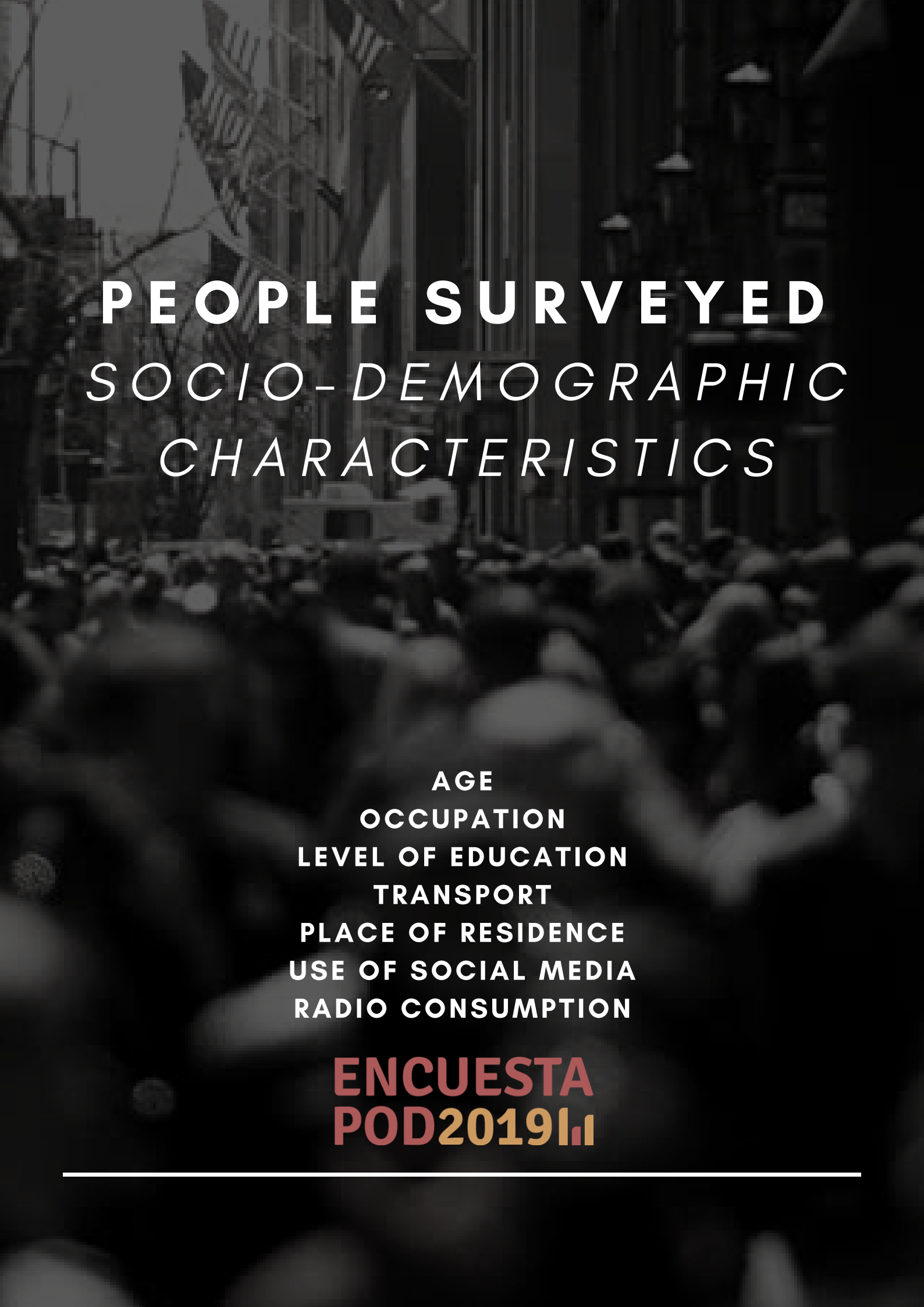
TEAM

MARIANO PAGELLA
ENCUESTAPOD TEAM

MARIANA VACCARO
ENCUESTAPOD TEAM

LAURA UBATÉ
ENCUESTAPOD TEAM

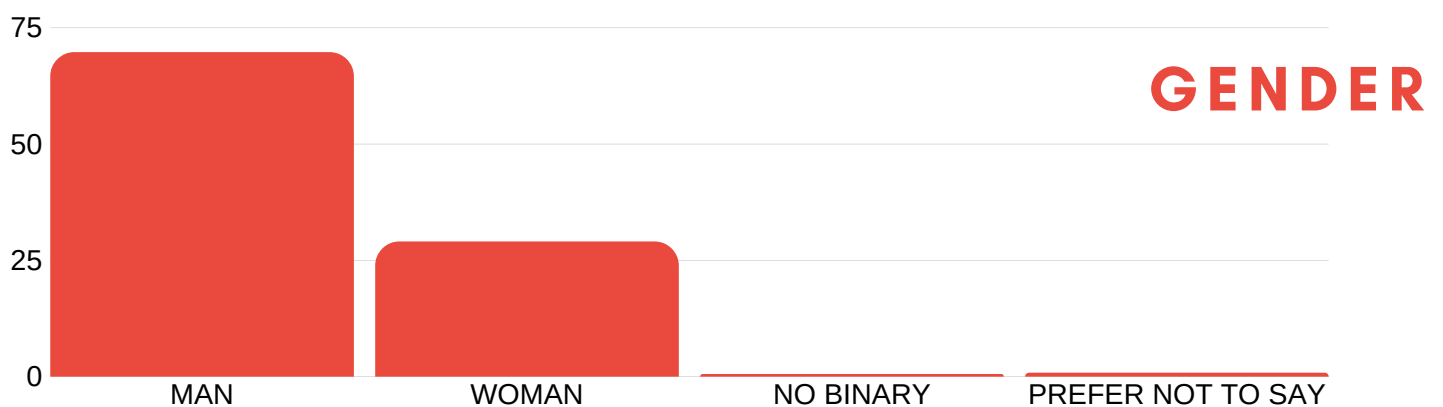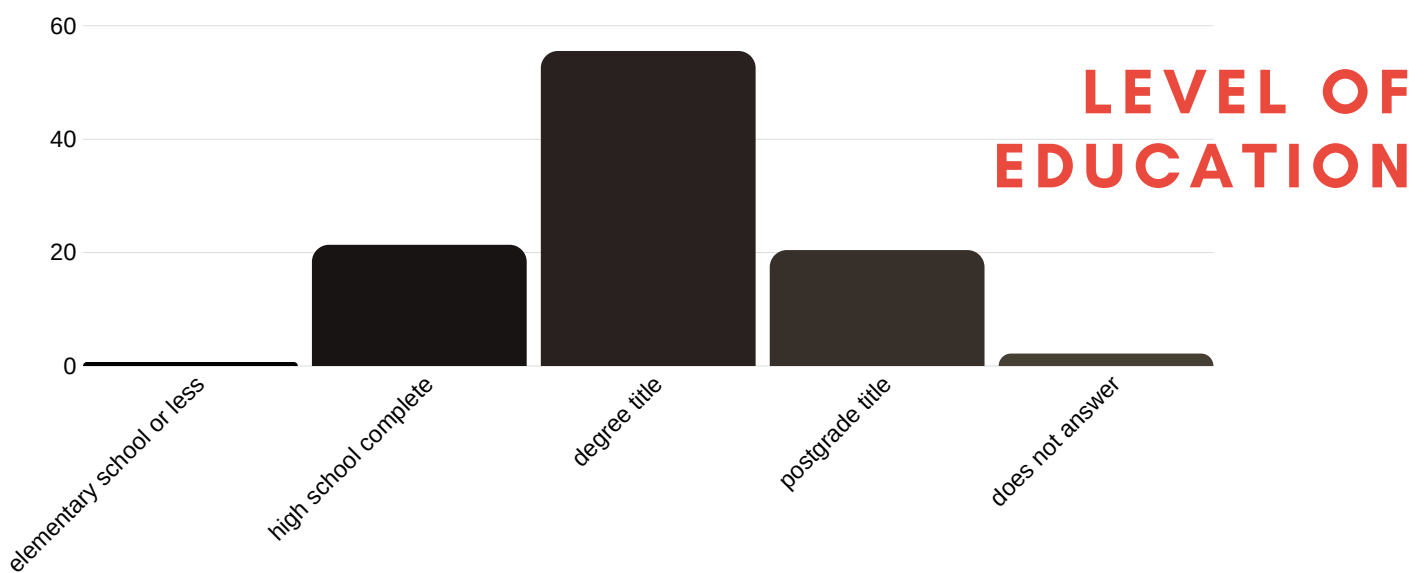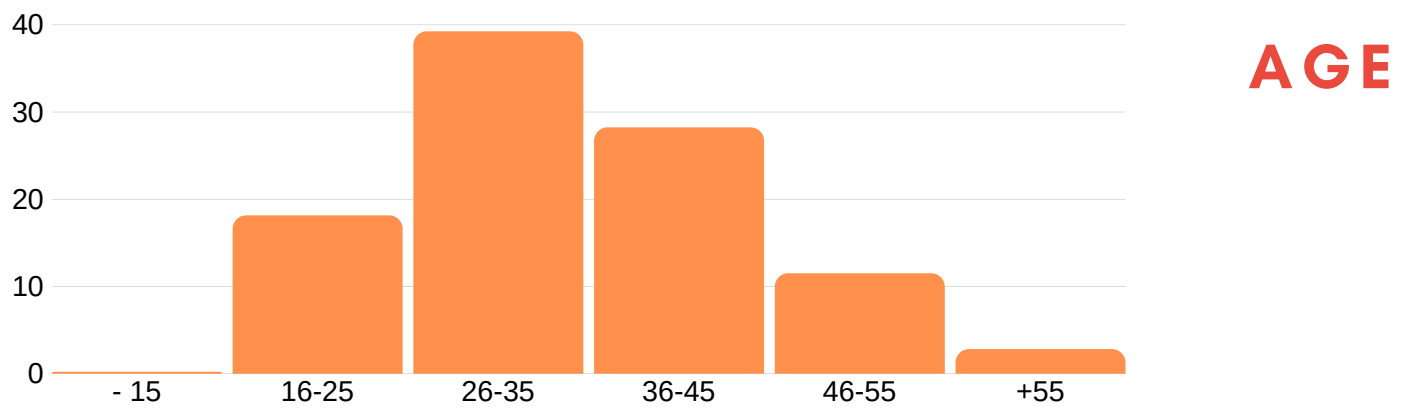**AGUSTÍN ESPADA**
RESEARCHER

MARTINA CASTRO
PODCASTER@S' DIRECTOR

PEOPLE SURVEYED

SOCIO-DEMOGRAPHIC CHARACTERISTICS

AGE
OCCUPATION
LEVEL OF EDUCATION
TRANSPORT
PLACE OF RESIDENCE
USE OF SOCIAL MEDIA
RADIO CONSUMPTION

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AGE

(bar chart — Age)
- −15: 0
- 16-25: 18
- 26-35: 39
- 36-45: 28
- 46-55: 11
- +55: 3

LEVEL OF EDUCATION

(bar chart — Level of education)
- elementary school or less: 0
- high school complete: 21
- degree title: 55
- postgrade title: 20
- does not answer: 2

GENDER

(bar chart — Gender)
- MAN: ~70
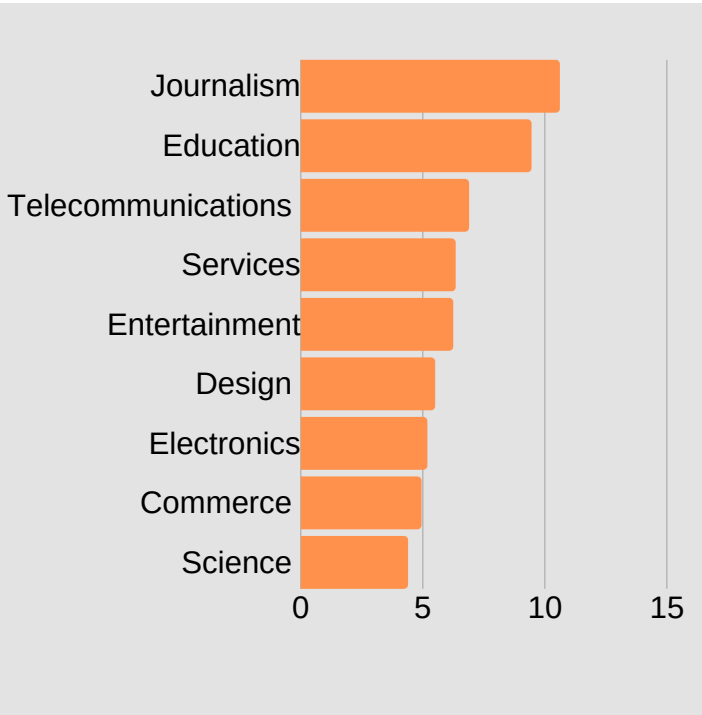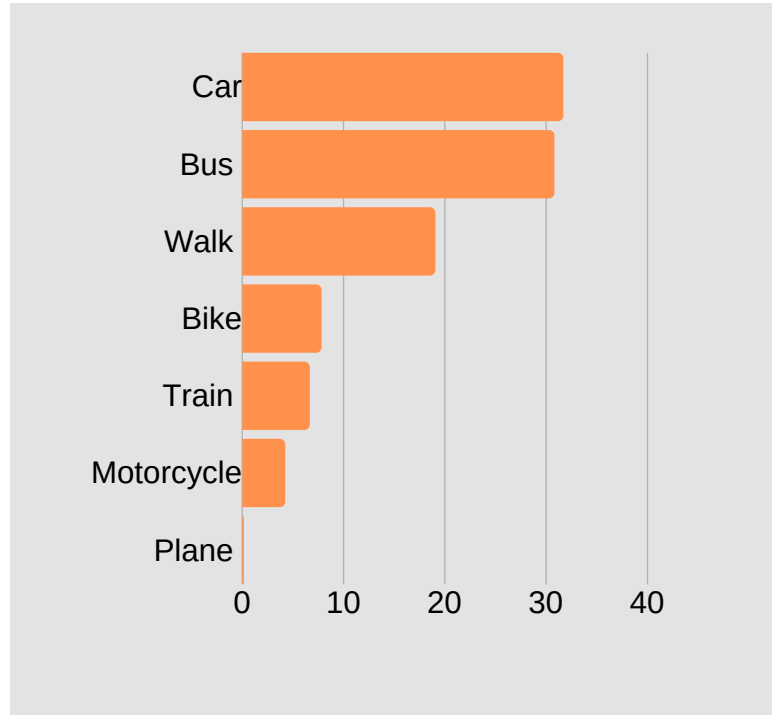- WOMAN: ~29
- NO BINARY: 0
- PREFER NOT TO SAY: 0

✓ THE SAMPLE

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.

OCCUPATION

Occupation	Value
Journalism	~11
Education	~9.5
Telecommunications	~7
Services	~6.5
Entertainment	~6.5
Design	~5.5
Electronics	~5.5
Commerce	~5
Science	~4.5

TRANSPORT

Transport	Value
Car	~31
Bus	~31
Walk	~19
Bike	~7
Train	~6
Motorcycle	~4
Plane	~0

SOCIAL MEDIA

Social Media	Value
Whatsapp	~83
Twitter	~75
Instagram	~67
Youtube	~63
Facebook	~55
Linkedin	~20
Telegram	~20
Pinterest	~12

OTTS SUBSCRIPTIONS

OTTS Subscriptions	Value
Netflix	~72
Spotify	~57
Amazon Prime	~20
None	~12
Apple Music	~5
Others	~5
Youtube Premium	~4

WHERE DO THOSE SURVEYED LIVE?

Country	Percentage
Colombia	29.3%
España	20.3%
Argentina	17.3%
Uruguay	8.7%
México	7.3%
Otro	6.5%
Perú	3.5%
EE.UU.	3.1%
Chile	2.7%
Ecuador	0.7%
Costa Rica	0.7%
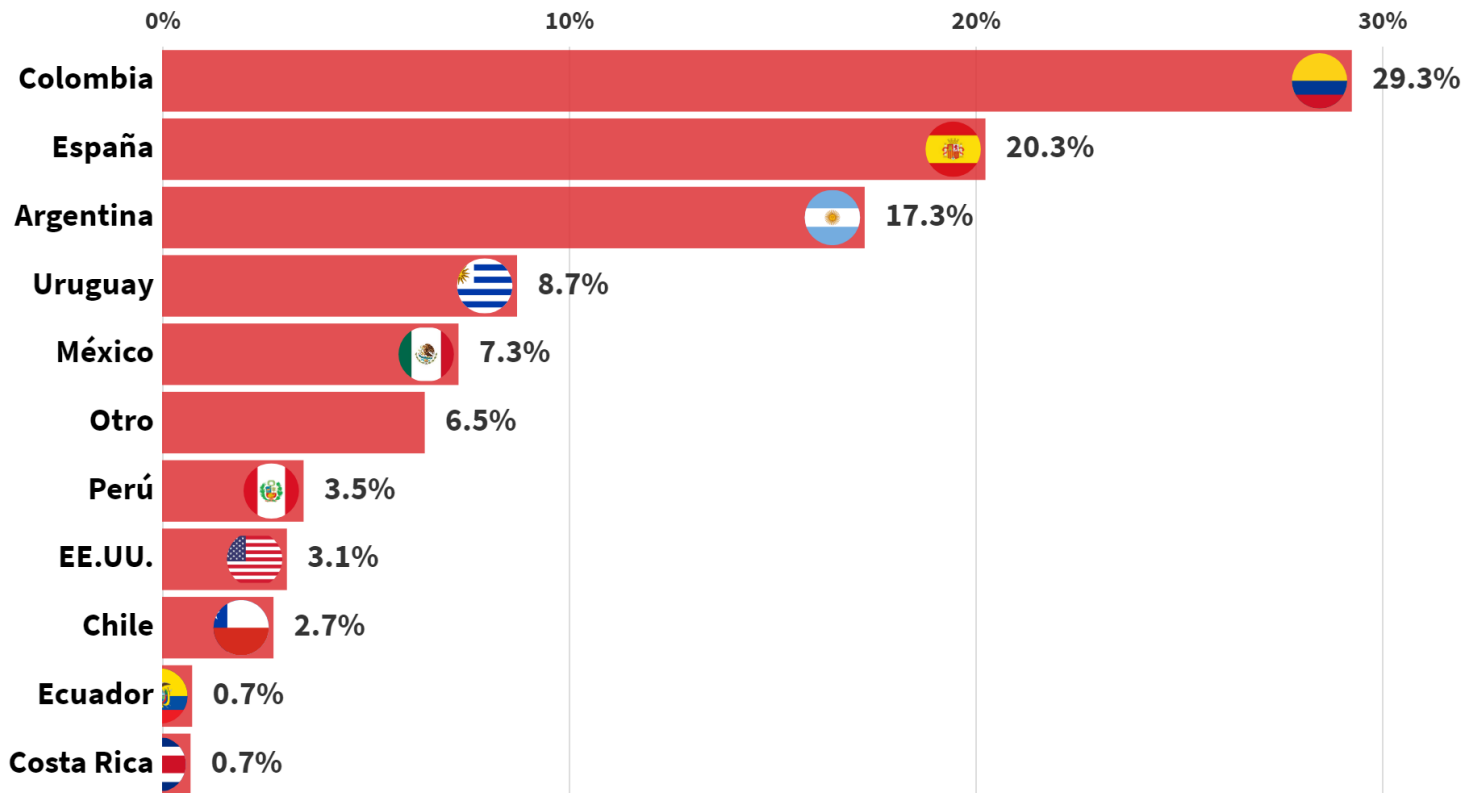
We received the most voluntary responses from Colombia and singificant responses from Spain and Argentina. Distribution by nationality yields similar results.

43%
LISTENS TO TRADITIONAL RADIO
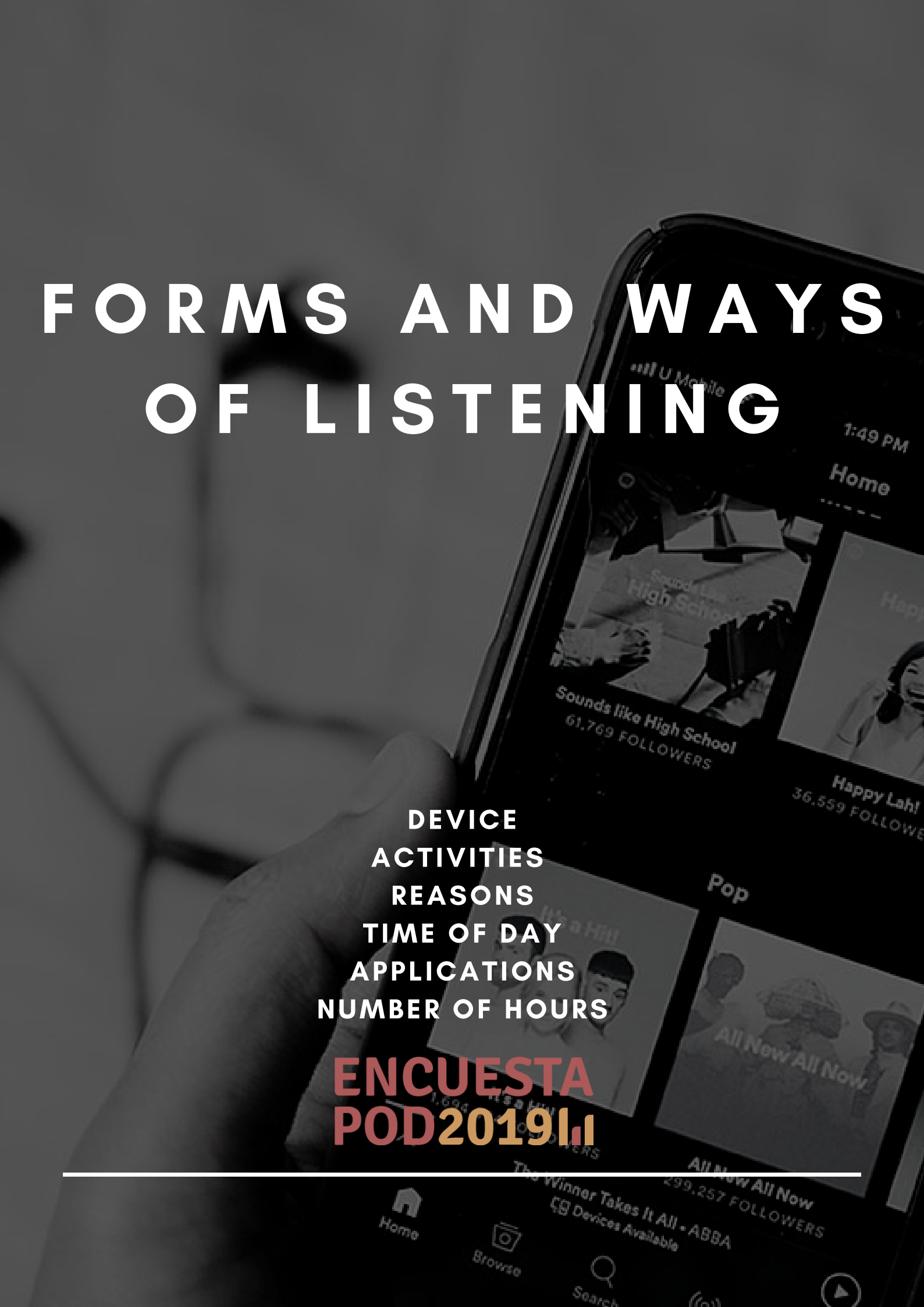
22%
LISTENS TO ON DEMAND RADIO
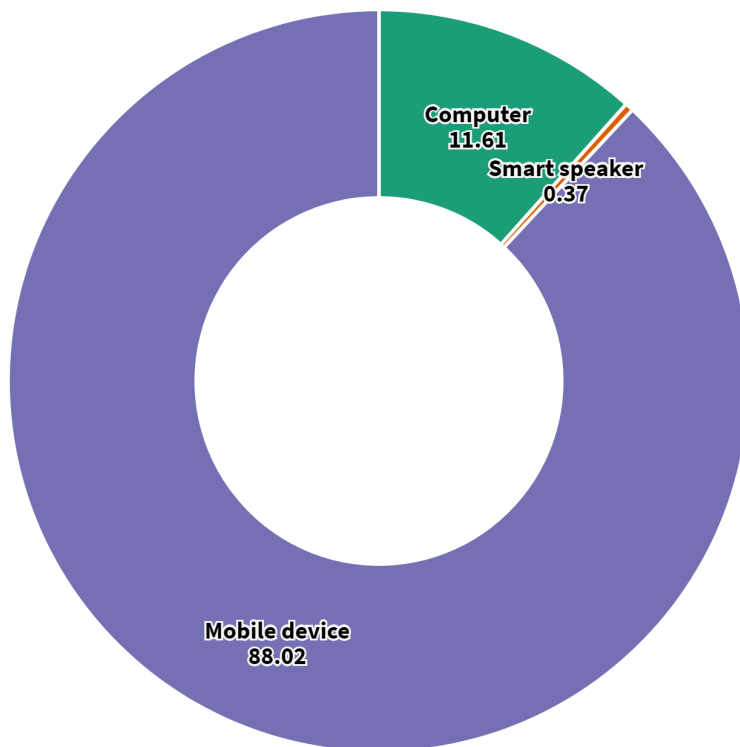
35%
DOES NOT LISTEN TO RADIO

FORMS AND WAYS OF LISTENING

DEVICE
ACTIVITIES
REASONS
TIME OF DAY
APPLICATIONS
NUMBER OF HOURS

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What device do you listen to podcast on?

Computer
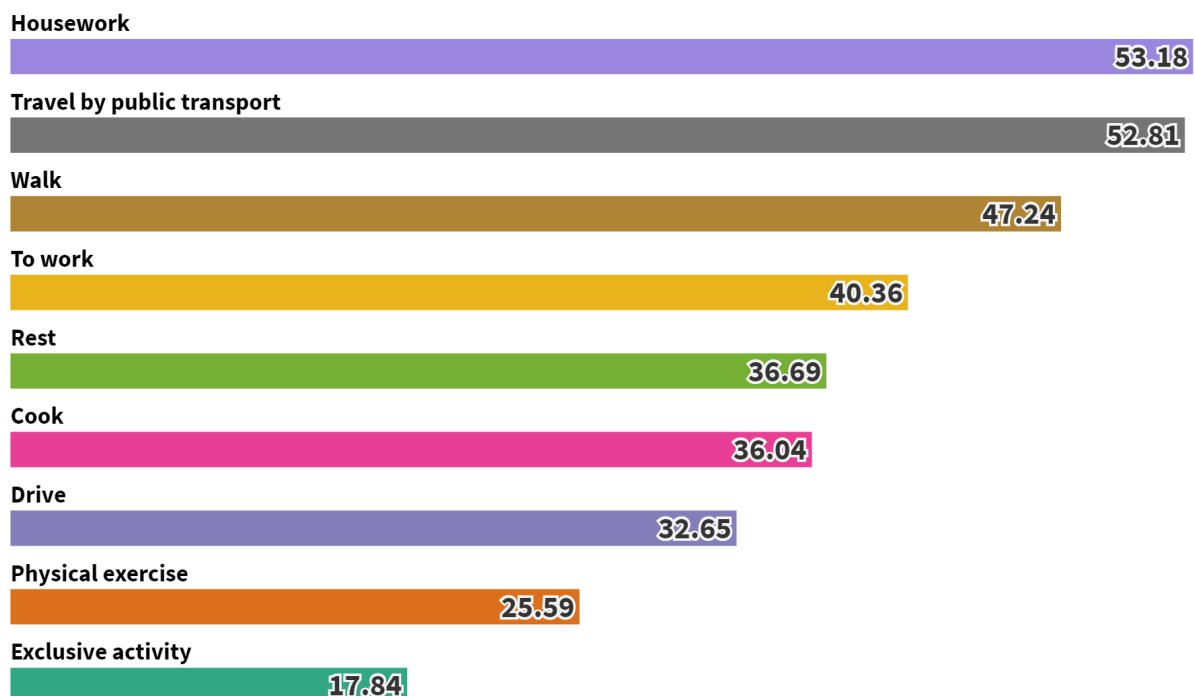11.61

Smart speaker
0.37

Mobile device
88.02

THE SMARTPHONE IS KING

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%.

During which activity do you listen to podcasts?

Housework
53.18

Travel by public transport
52.81

Walk
47.24

To work
40.36

Rest
36.69

Cook
36.04

Drive
32.65

Physical exercise
25.59

Exclusive activity
17.84

SOUND CONTENT: THAT FAITHFUL COMPANION

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.

Activities carried out by podcast audiences according to their age

Legend: ● 15-25 ● 26-35 ● 36-45 ● 46-55 ● +55
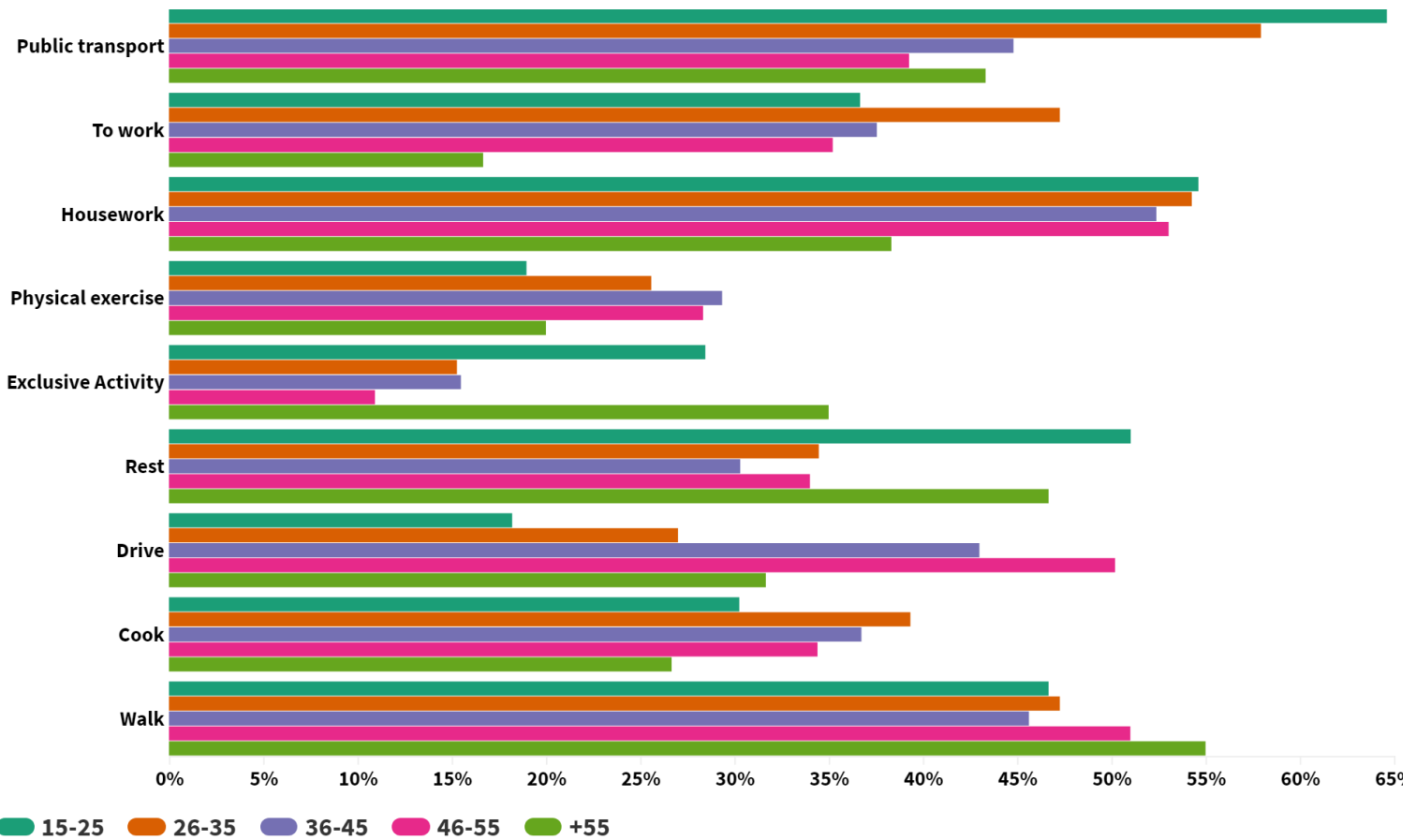
Younger audiences use public transport more while older adults tend to listen in car driving and walking.

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.

Legend: ● Traditional radio listener ● No radio listener
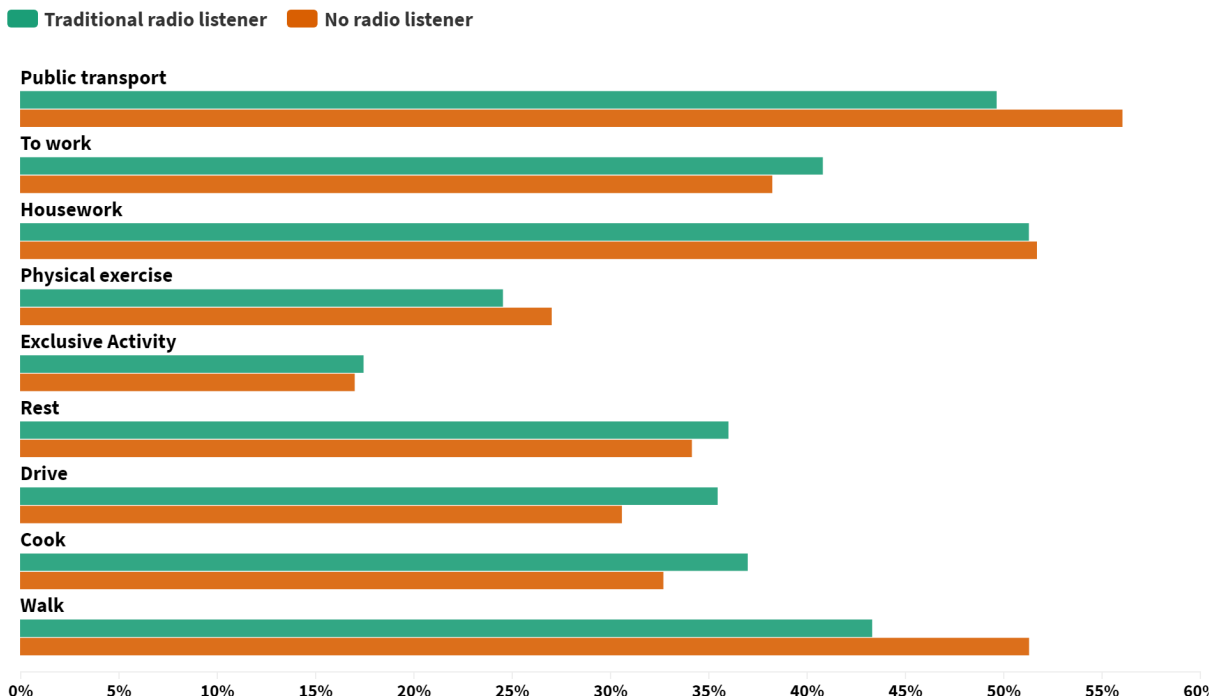
What mobile application do you use to listen to podcasts?

Application	Percentage
Spotify	53,5%
iVoox	34,5%
Others	22,1%
Apple podcast	20,4%
YouTube	19,2%
Google Podcast	13%
None	3,3%
TuneIn	3,1%
Player FM	0,9%
Audible	0,8%
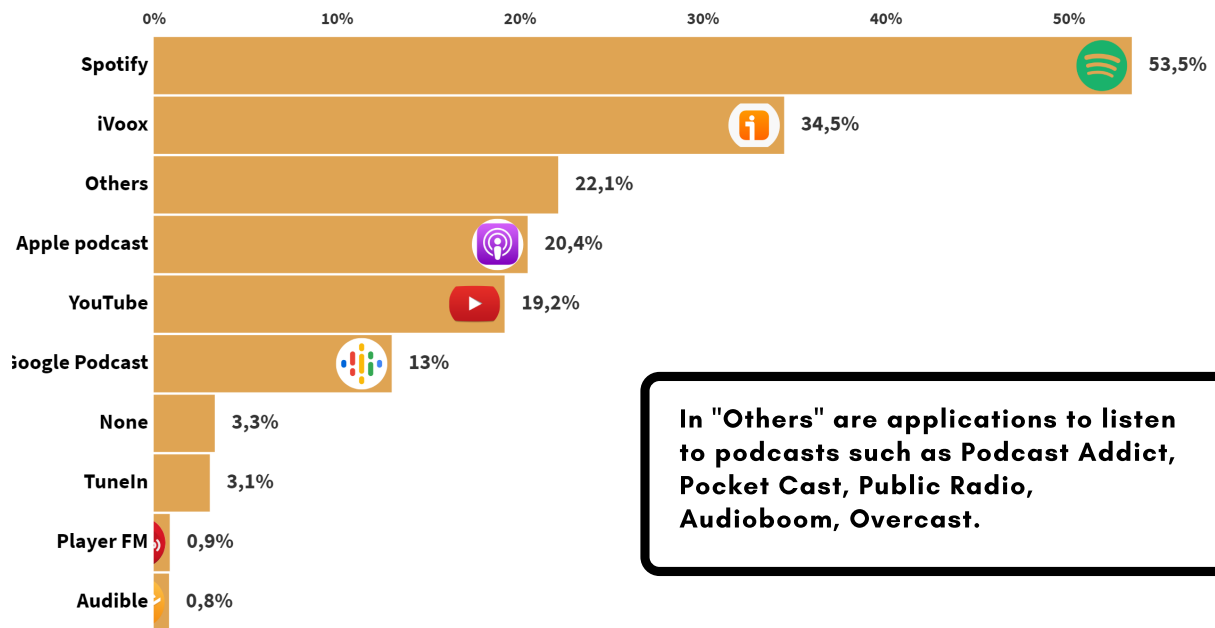
In "Others" are applications to listen to podcasts such as Podcast Addict, Pocket Cast, Public Radio, Audioboom, Overcast.

SPOTIFY

The most used

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

TRAINING

Reason for listening

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

YOUTUBE

Not everything is video

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

Why do you listen to podcast?

Reason	Value
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
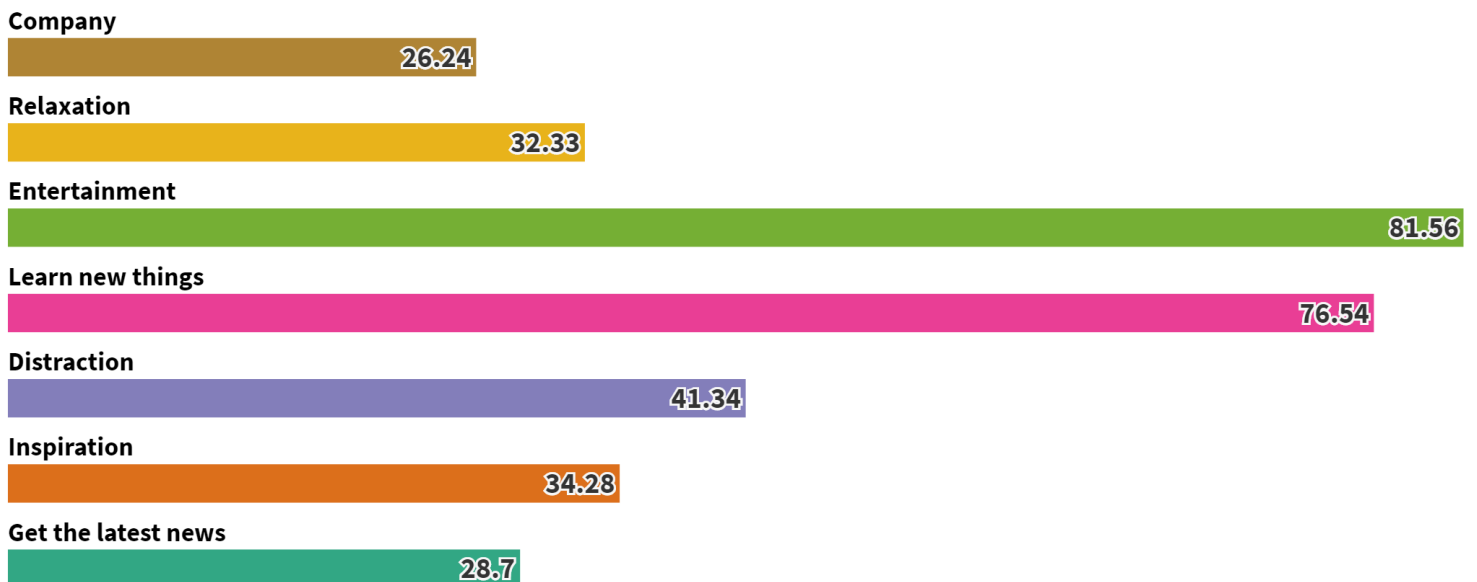
Most used platforms according to country of residence

■ Apple podcast ■ Audible ■ Google Podcast ■ iVoox ■ None ■ Others ■ Player FM ■ Spotify ■ TuneIn ■ YouTube

México

| 24.07 | 8.53 | 29.09 | 10.03 | 1 | 4.21 | 21.06 |

Argentina

| 7.22 | 5.54 | 16.79 | 11.75 | 43.15 | 13.27 |

España

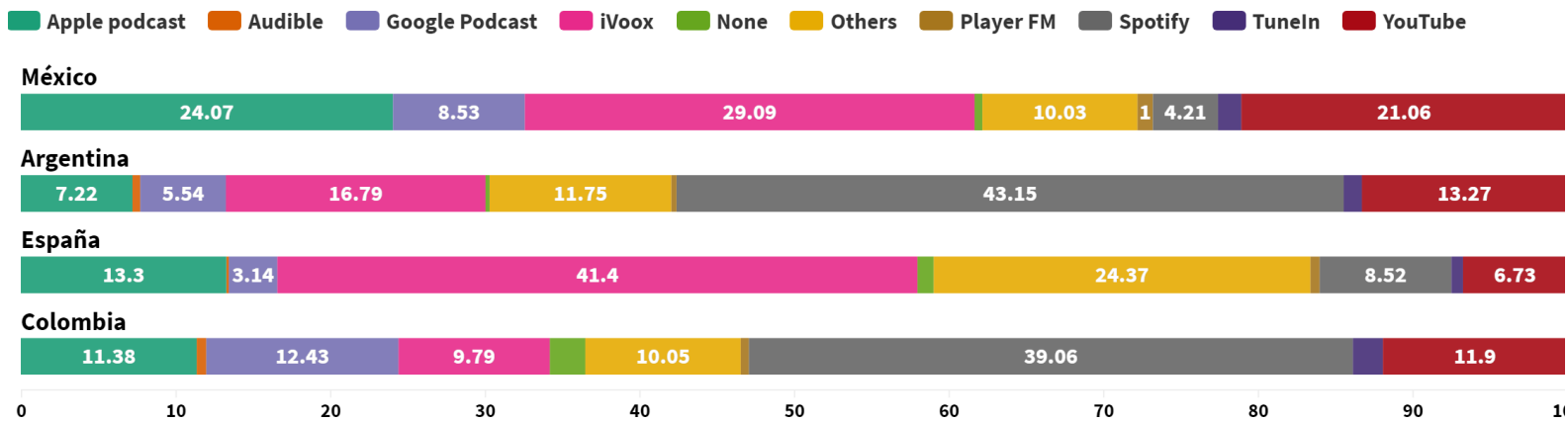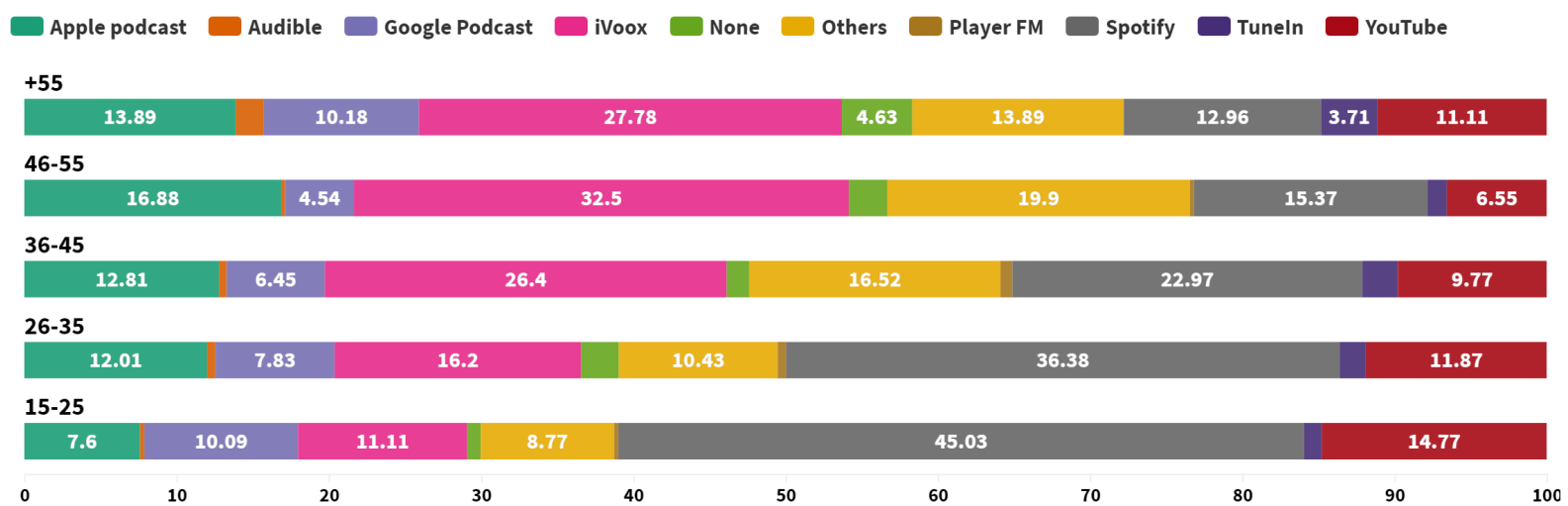| 13.3 | 3.14 | 41.4 | 24.37 | 8.52 | 6.73 |

Colombia

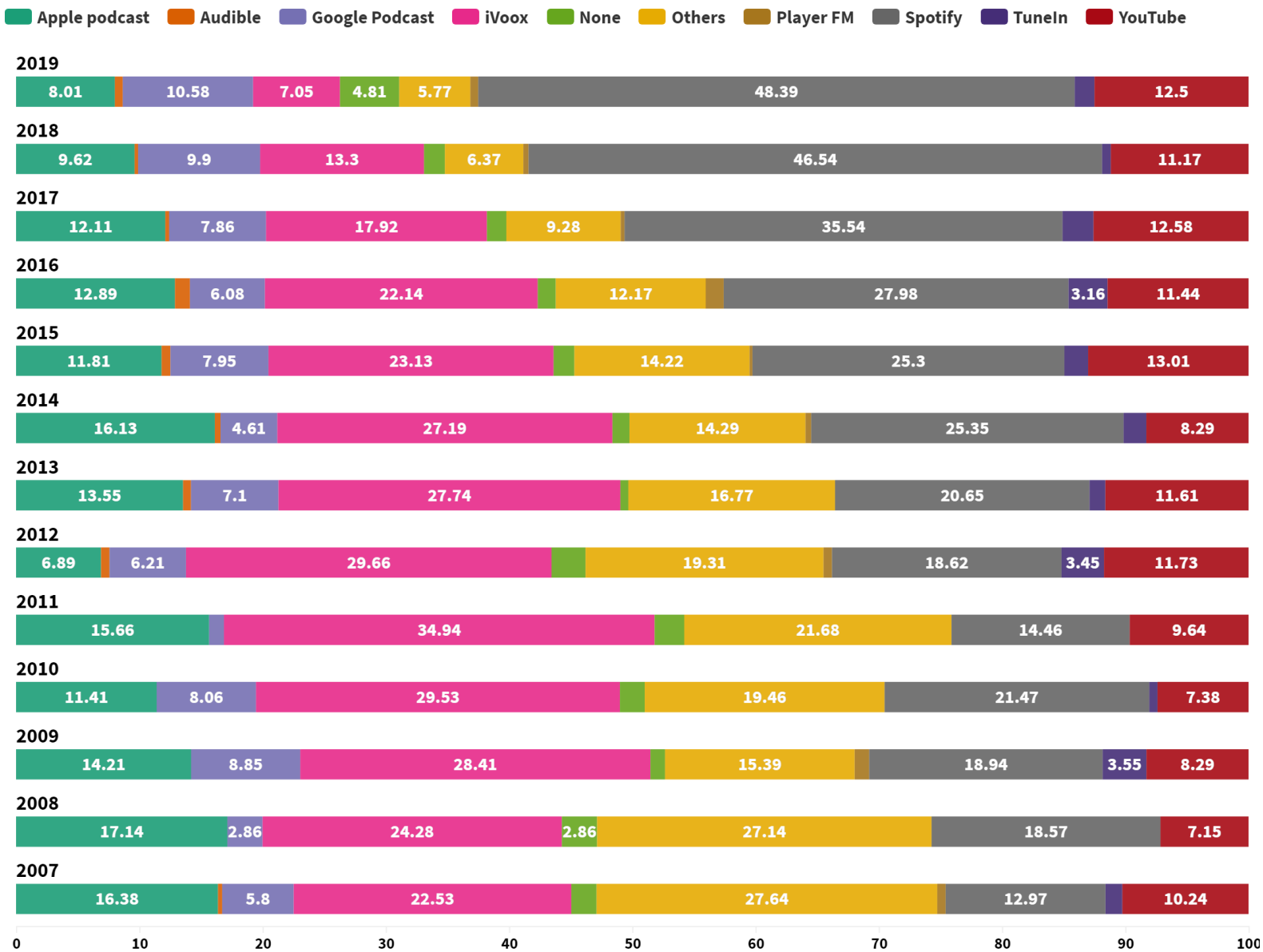| 11.38 | 12.43 | 9.79 | 10.05 | 39.06 | 11.9 |

0 10 20 30 40 50 60 70 80 90 10

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%).

Most used platforms according to age

■ Apple podcast ■ Audible ■ Google Podcast ■ iVoox ■ None ■ Others ■ Player FM ■ Spotify ■ TuneIn ■ YouTube

+55

| 13.89 | 10.18 | 27.78 | 4.63 | 13.89 | 12.96 | 3.71 | 11.11 |

46-55

| 16.88 | 4.54 | 32.5 | 19.9 | 15.37 | 6.55 |

36-45

| 12.81 | 6.45 | 26.4 | 16.52 | 22.97 | 9.77 |

26-35

| 12.01 | 7.83 | 16.2 | 10.43 | 36.38 | 11.87 |

15-25

| 7.6 | 10.09 | 11.11 | 8.77 | 45.03 | 14.77 |

0 10 20 30 40 50 60 70 80 90 100

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.

Most used platforms according to year of beginning of listening

■ Apple podcast ■ Audible ■ Google Podcast ■ iVoox ■ None ■ Others ■ Player FM ■ Spotify ■ TuneIn ■ YouTube

2019
| 8.01 | 10.58 | 7.05 | 4.81 | 5.77 | 48.39 | 12.5 |

2018
| 9.62 | 9.9 | 13.3 | 6.37 | 46.54 | 11.17 |

2017
| 12.11 | 7.86 | 17.92 | 9.28 | 35.54 | 12.58 |

2016
| 12.89 | 6.08 | 22.14 | 12.17 | 27.98 | 3.16 | 11.44 |

2015
| 11.81 | 7.95 | 23.13 | 14.22 | 25.3 | 13.01 |

2014
| 16.13 | 4.61 | 27.19 | 14.29 | 25.35 | 8.29 |

2013
| 13.55 | 7.1 | 27.74 | 16.77 | 20.65 | 11.61 |

2012
| 6.89 | 6.21 | 29.66 | 19.31 | 18.62 | 3.45 | 11.73 |

2011
| 15.66 | 34.94 | 21.68 | 14.46 | 9.64 |

2010
| 11.41 | 8.06 | 29.53 | 19.46 | 21.47 | 7.38 |

2009
| 14.21 | 8.85 | 28.41 | 15.39 | 18.94 | 3.55 | 8.29 |

2008
| 17.14 | 2.86 | 24.28 | 2.86 | 27.14 | 18.57 | 7.15 |

2007
| 16.38 | 5.8 | 22.53 | 27.64 | 12.97 | 10.24 |

0   10   20   30   40   50   60   70   80   90   100

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.

Just awake 6.41%
Noon 6.83%
Morning 34.74%
Afternoon 26.47%
Night 25.55%
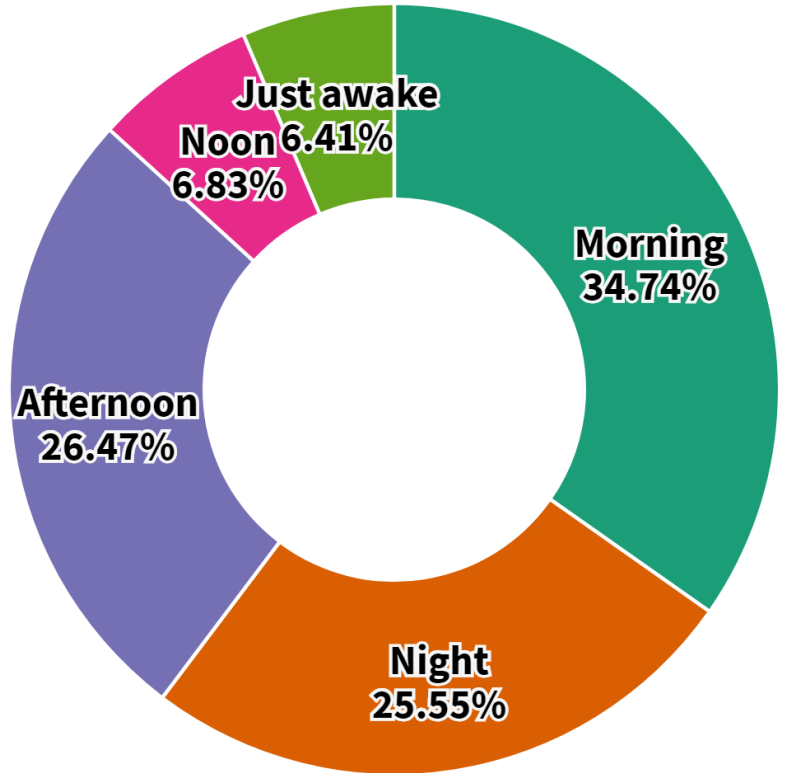
How many hours do you spend listening to podcasts per week?

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.
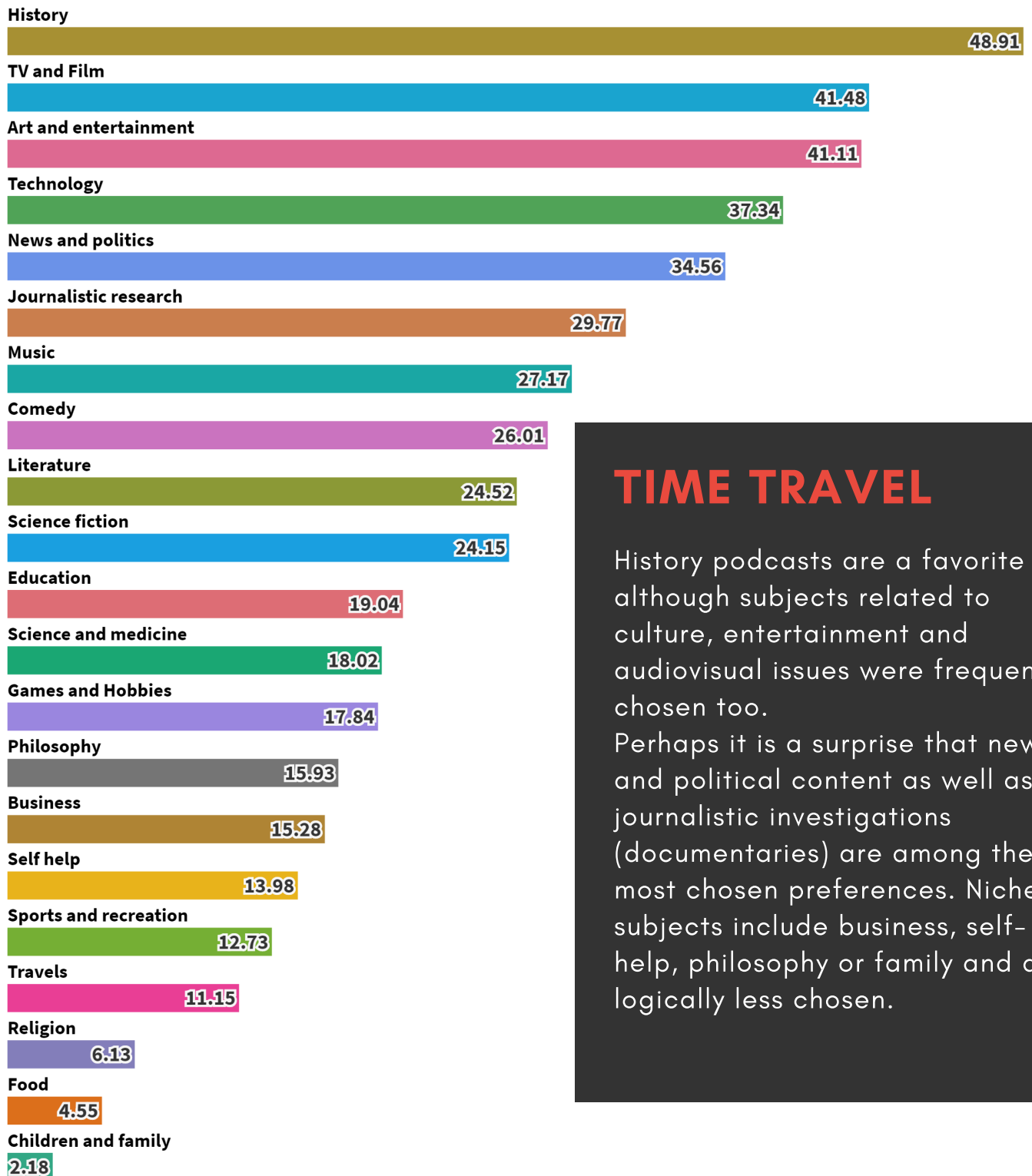
less than 1h 10.22
from 1h to 3h 25.69
more than 11h 13.93
from 3h to 5h 27.4
from 5h to 10h 22.76
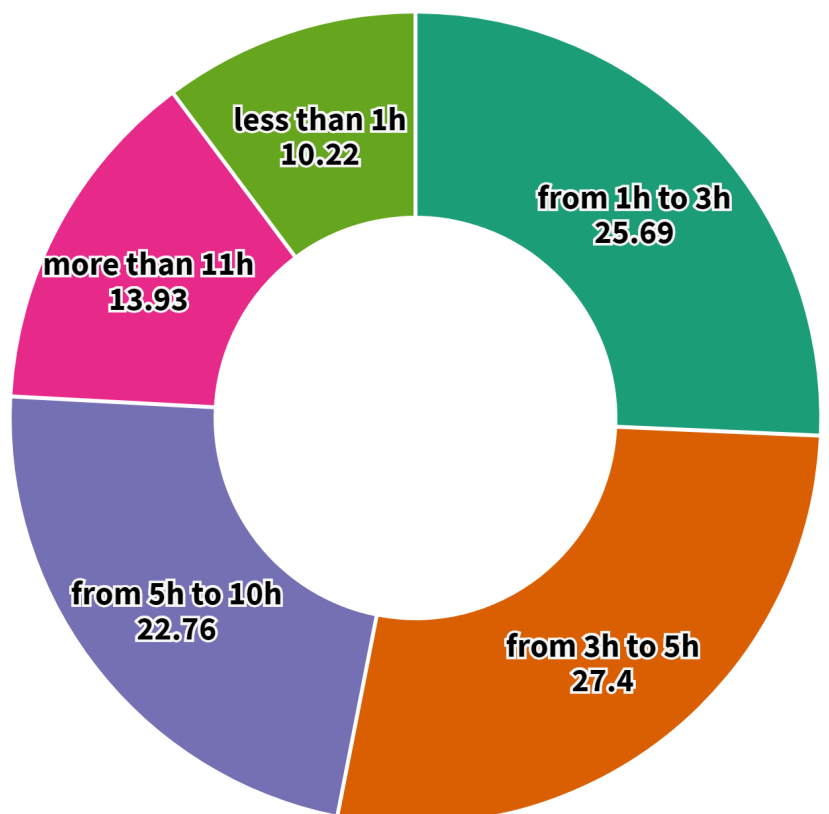
PREFERENCES

WHAT PODCASTS DO THE PEOPLE SURVEYED PREFER?

SUBJECTS
FORMATS
DISCOVERY
DURATION
AMOUNT OF PODCASTS
YEAR THEY STARTED LISTENING
PERCENTAGE OF EPISODE

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What are your favorite podcast themes?

History 48.91

TV and Film 41.48

Art and entertainment 41.11

Technology 37.34

News and politics 34.56

Journalistic research 29.77

Music 27.17

Comedy 26.01

Literature 24.52

Science fiction 24.15

Education 19.04

Science and medicine 18.02

Games and Hobbies 17.84

Philosophy 15.93

Business 15.28

Self help 13.98

Sports and recreation 12.73

Travels 11.15

Religion 6.13

Food 4.55

Children and family 2.18

TIME TRAVEL

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%
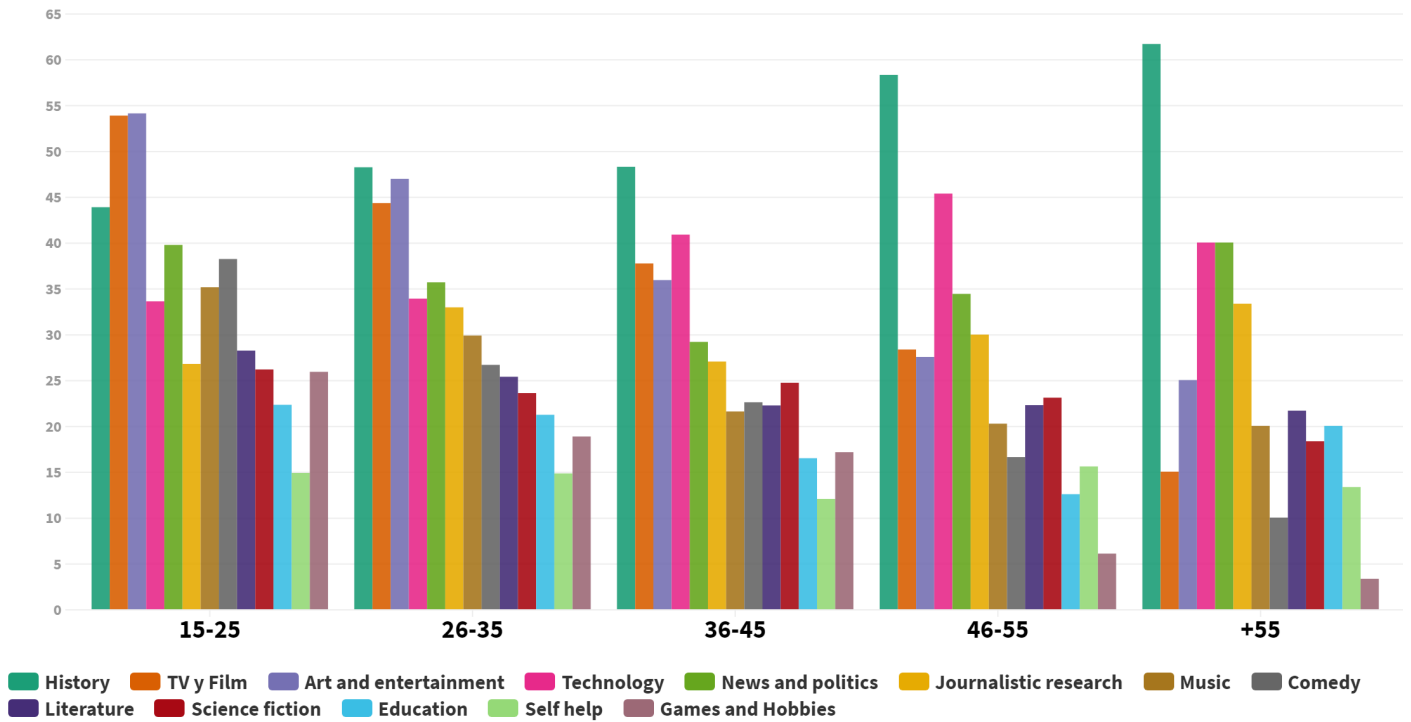DISCOVERS PODCASTS VIA OTHER PODCASTS
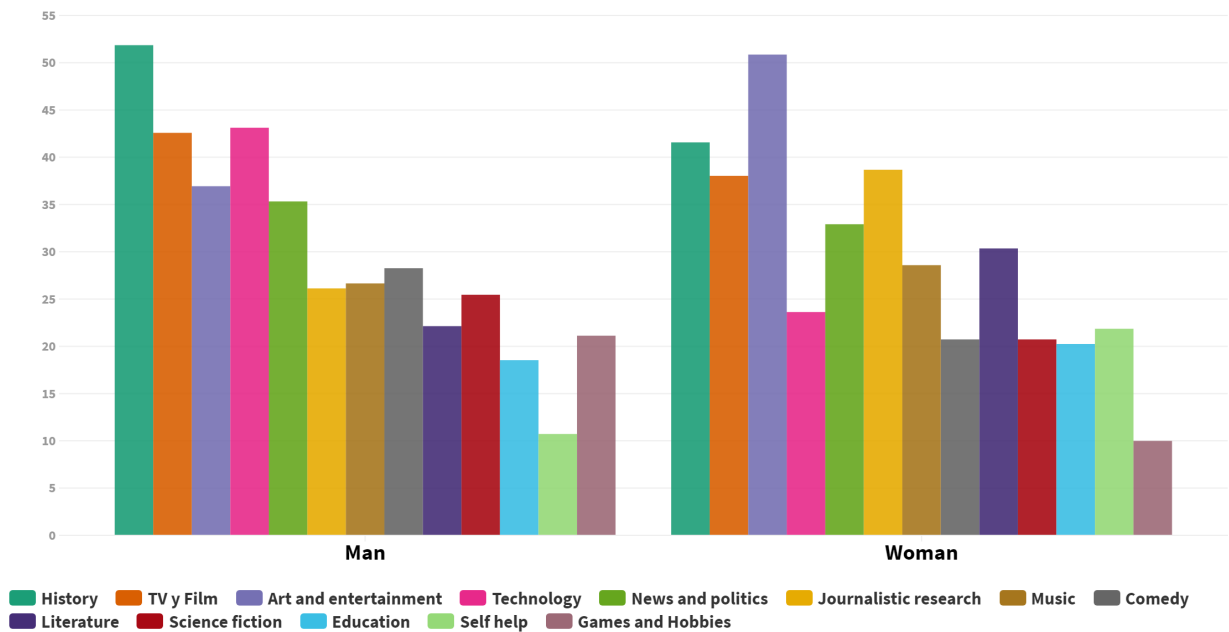
55%
DISCOVERS PODCASTS VIA SOCIAL MEDIA

47%
DISCOVERS PODCASTS VIA DISRIBUTION PLATFORMS

Preferred podcast themes by age

Legend: History · TV y Film · Art and entertainment · Technology · News and politics · Journalistic research · Music · Comedy · Literature · Science fiction · Education · Self help · Games and Hobbies
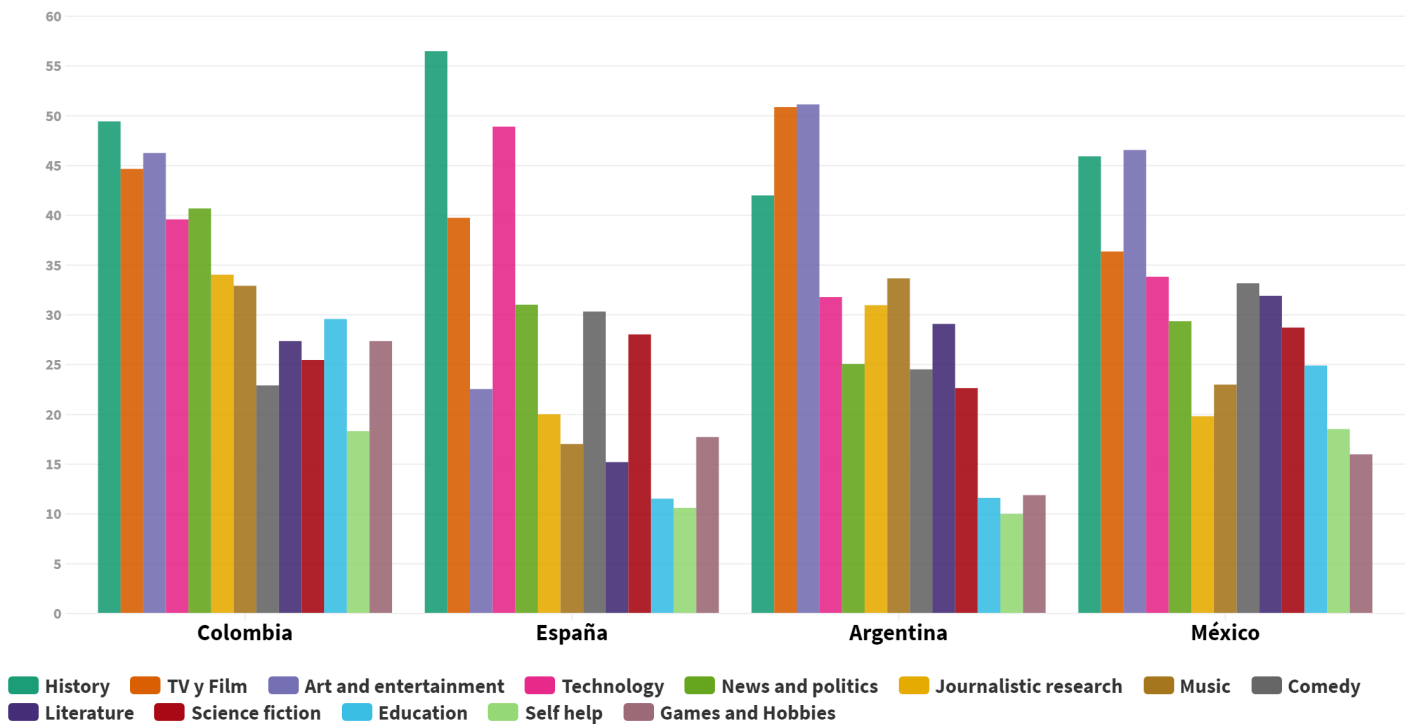
Older respondents prefer history podcasts much more than youth. The latter choses more topics related to film, TV series, entertainment and news. Technology podcasts also have greater acceptance among adult audiences.

Preferred podcast themes by gender

Legend: History · TV y Film · Art and entertainment · Technology · News and politics · Journalistic research · Music · Comedy · Literature · Science fiction · Education · Self help · Games and Hobbies
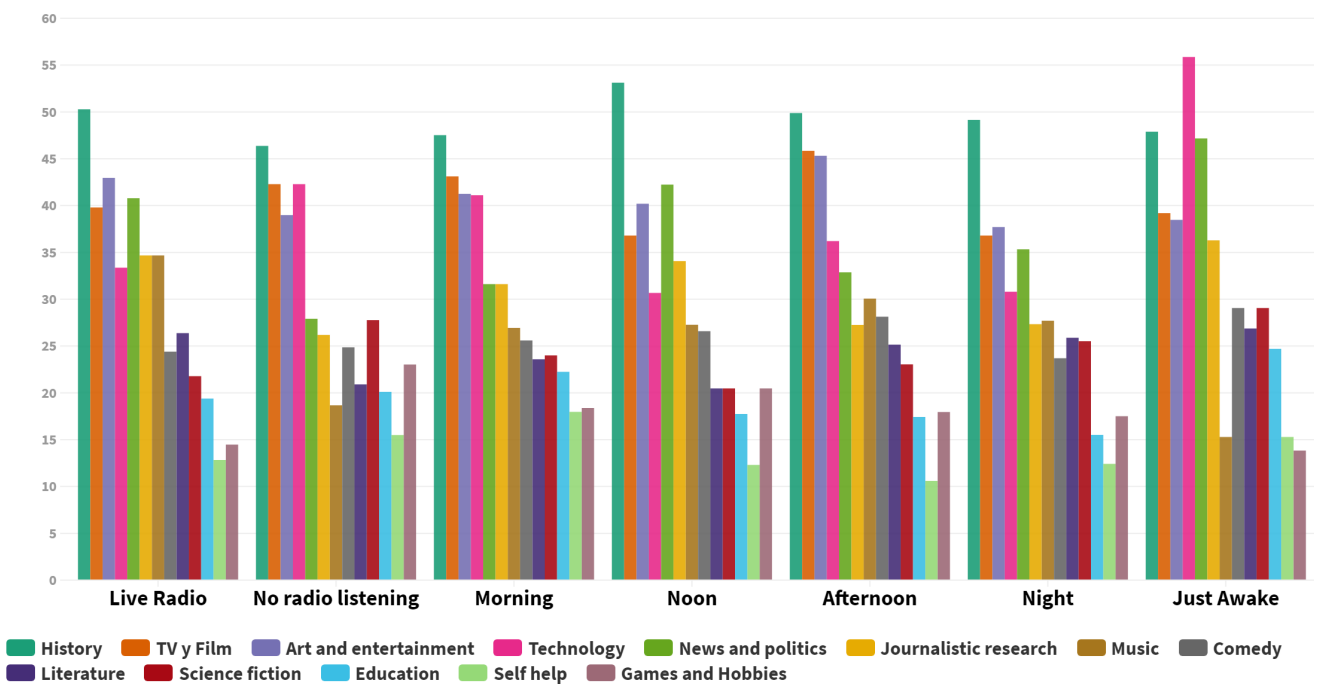
There are no major differences in tastes between men and women. It can be said that men slightly more often choose technology, history and comedy while women slightly more often choose art, entertainment, literature and journalistic investigation.

Favorite podcast themes by country where you live

History **TV y Film** **Art and entertainment** **Technology** **News and politics** **Journalistic research** **Music** **Comedy** **Literature** **Science fiction** **Education** **Self help** **Games and Hobbies**
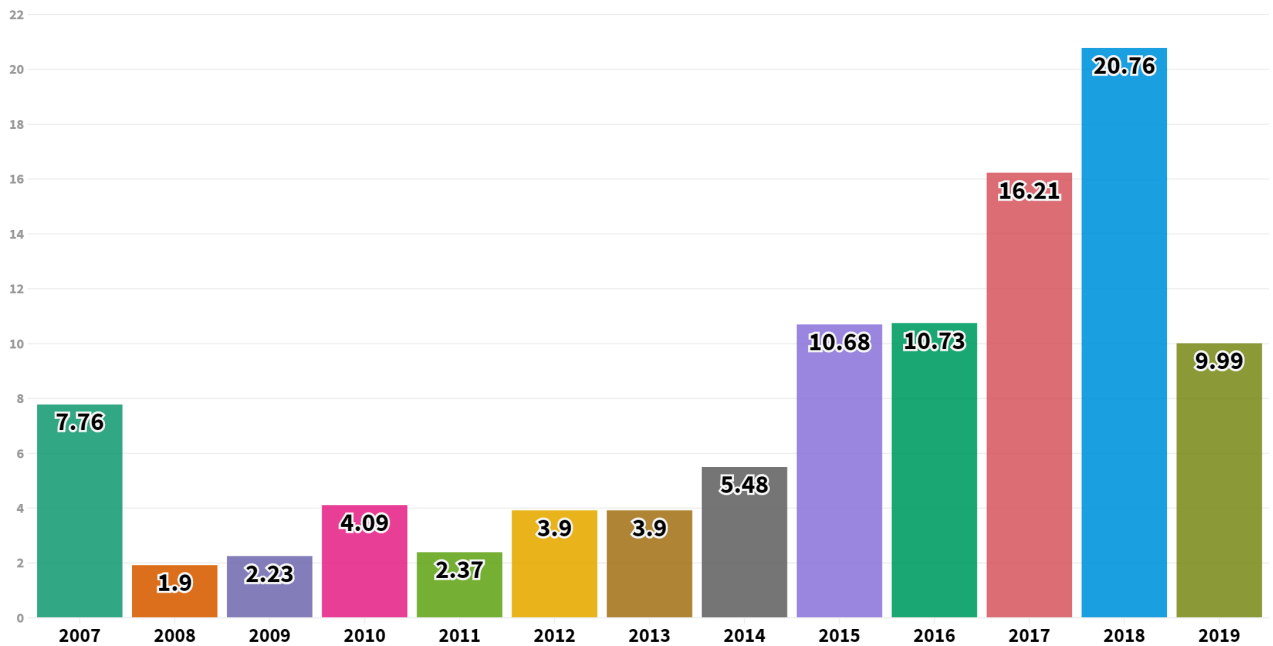
If the subject preferences of respondents are separated by place of residence, those that live in Argentina prefer entertainment and audiovisual podcasts, those in Spain history and technology, while in Colombia and Mexico educational podcasts have greater penetration.

Preferred podcast themes by radio listening and time of day

History **TV y Film** **Art and entertainment** **Technology** **News and politics** **Journalistic research** **Music** **Comedy** **Literature** **Science fiction** **Education** **Self help** **Games and Hobbies**

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.
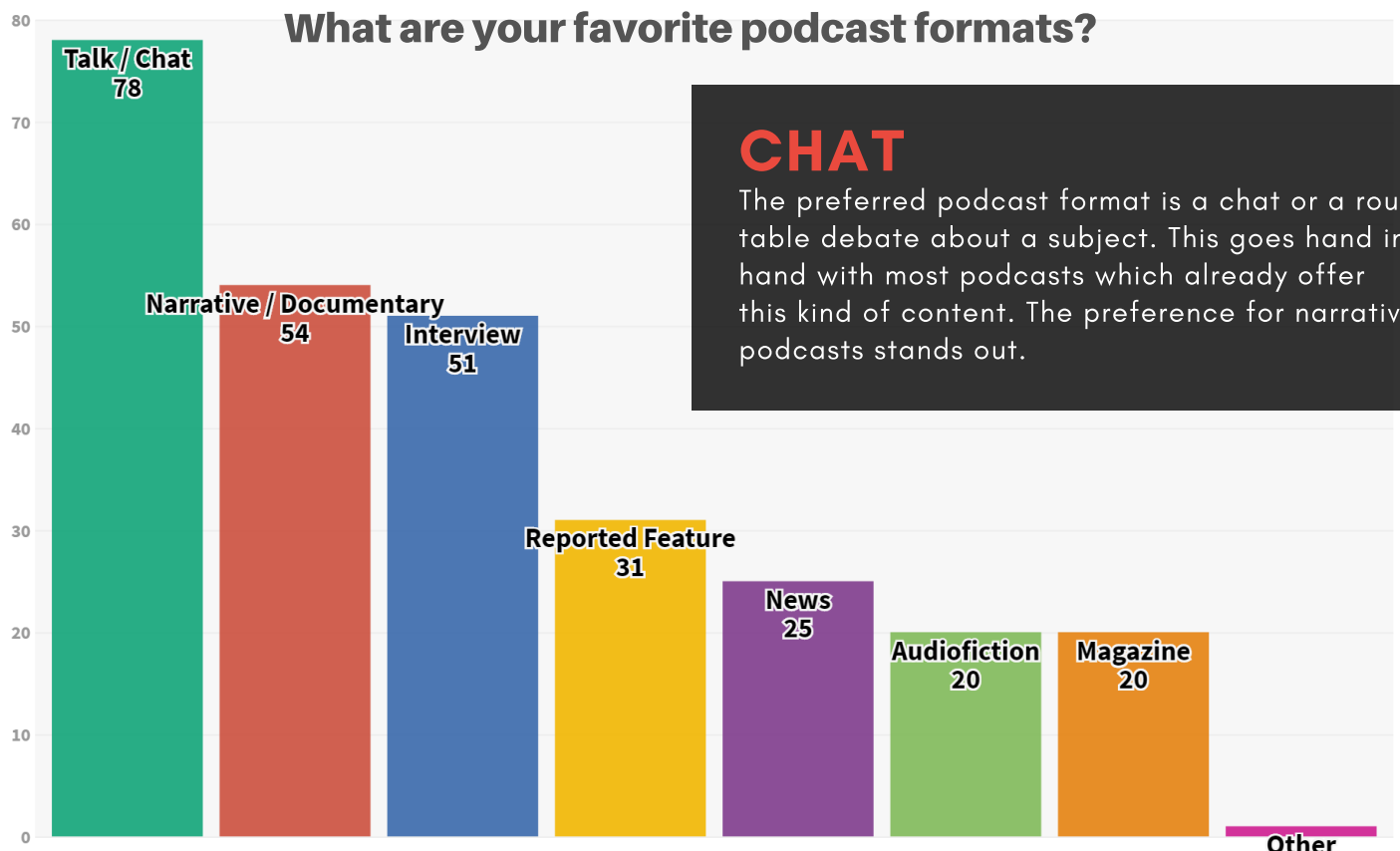
What year did you start listening to podcast?

Year	Value
2007	7.76
2008	1.9
2009	2.23
2010	4.09
2011	2.37
2012	3.9
2013	3.9
2014	5.48
2015	10.68
2016	10.73
2017	16.21
2018	20.76
2019	9.99

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?

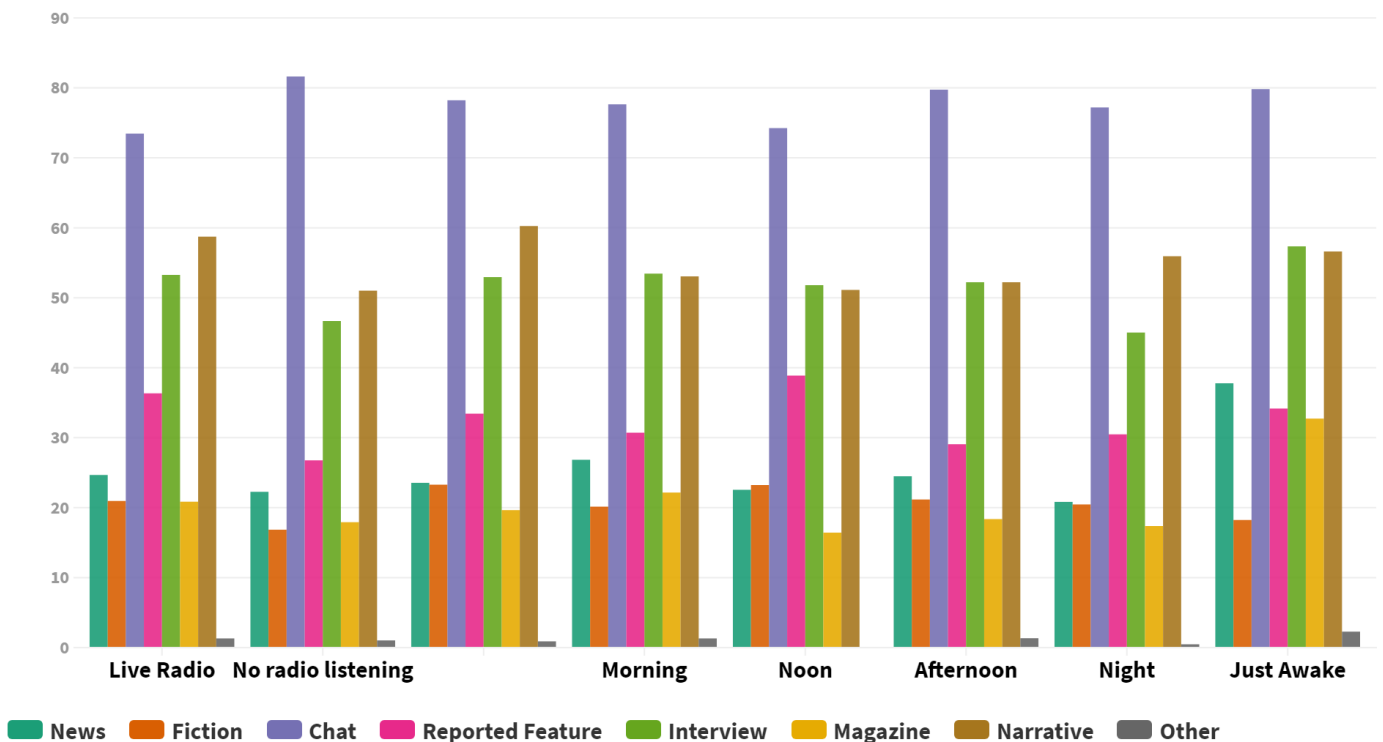| Format	Value
Talk / Chat	78
Narrative / Documentary	54
Interview	51
Reported Feature	31
News	25
Audiofiction	20
Magazine	20
Other	

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.

## Preferred podcast formats by age

News Fiction Chat Reported Feature Interview Magazine Narrative Other
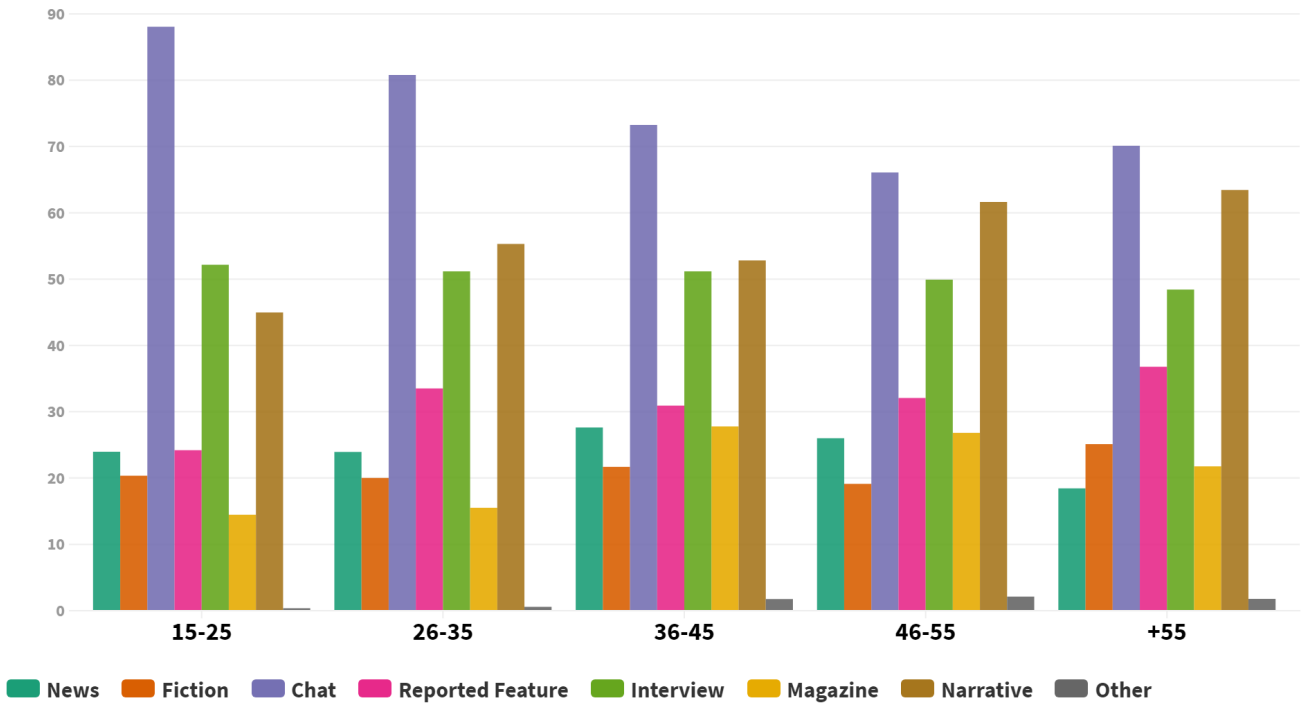
Preferred podcast formats by radio listening, time of day and activity

News Fiction Chat Reported Feature Interview Magazine Narrative Other

NO DIFFERENCES

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.
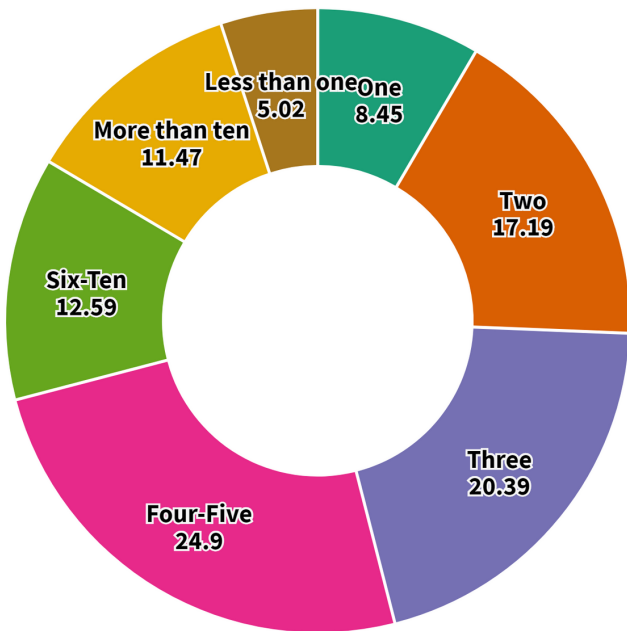
What is the average length of podcasts you listen to?

Up to 15m
3.81

From 15m to 30m
14.63

From 30m to 1h
43.71

From 1h to 2h
27.64
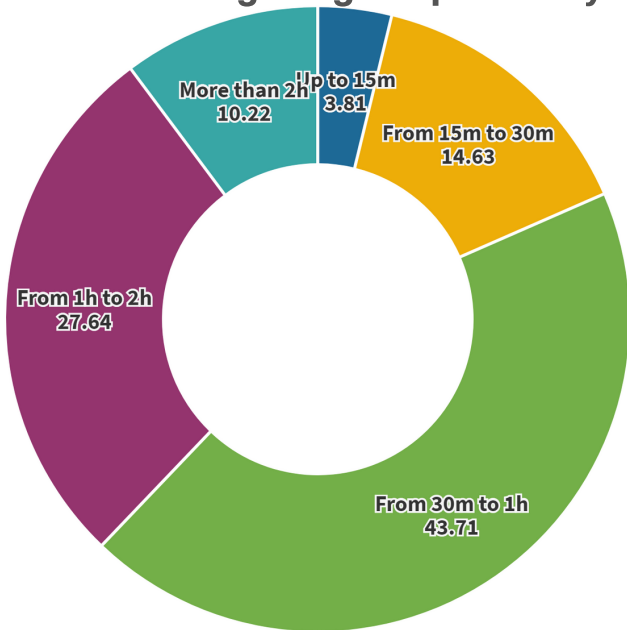
More than 2h
10.22

LONG

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?

Less than one
5.02

One
8.45

Two
17.19

Three
20.39

Four-Five
24.9

Six-Ten
12.59

More than ten
11.47

EXTENSIVE MENU

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.
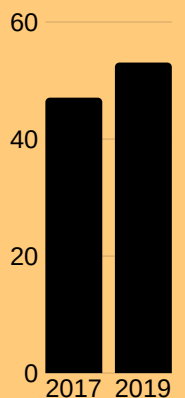
2017

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.

60

40

20

0
2017 2019

Preferred podcast duration according to radio listener

Traditional radio listener
- 9.39
- 22.74
- 44.59
- 18.67
- 4.62

Does not listen traditional
- 10.82
- 30.87
- 42.88
- 12.01
- 3.43

■ 0m-15m   ■ 15m-30m   ■ 30m-1h   ■ 1h-2h   ■ More than 2h

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.
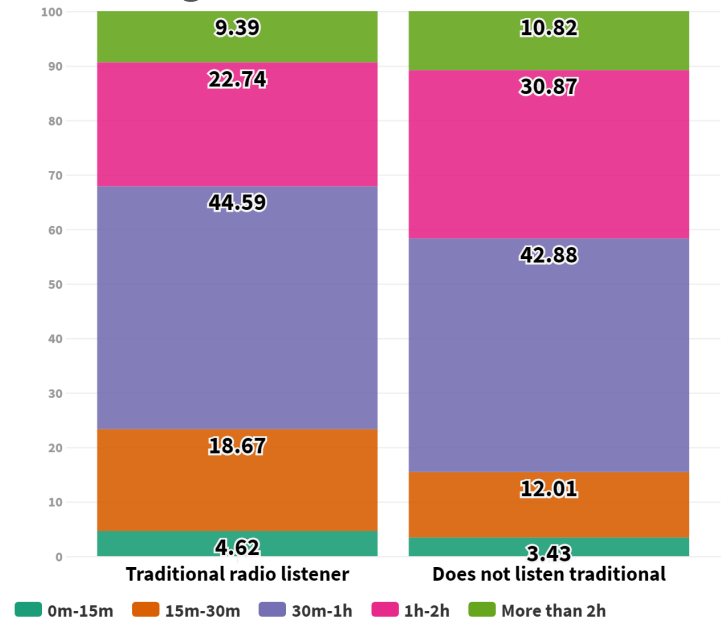
5%
LISTENS TO HALF OR LESS THAN HALF OF A PROGRAM

14%
LISTENS TO 90% OF THE PROGRAM

65%
LISTENS TO THE WHOLE PROGRAM

Preferred podcast duration by age

15-25
- 3.08
- 27.18
- 55.64
- 12.56
- 1.54

26-35
- 9.6
- 27.01
- 45.62
- 13.98
- 3.79

36-45
- 12.85
- 29.49
- 36.08
- 16.47
- 5.11

46-55
- 18.22
- 26.72
- 38.06
- 14.17
- 2.83

+55
- 6.67
- 26.67
- 38.33
- 20
- 8.33

■ 0m-15m   ■ 15m-30m   ■ 30m-1h   ■ 1h-2h   ■ More than 2h
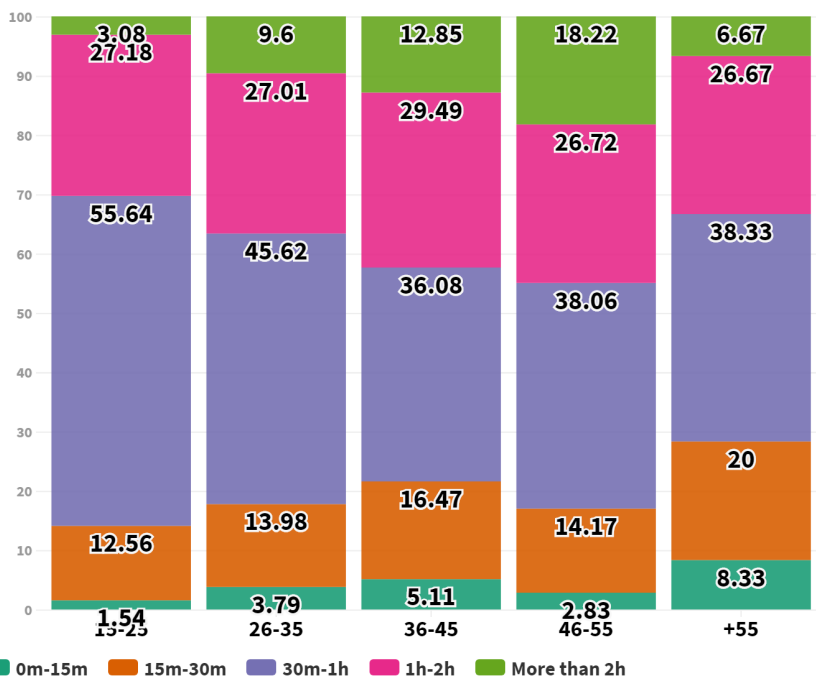
NO TRENDS

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.

MONETIZATION
DO PODCASTS HAVE COMMERCIAL POTENTIAL?
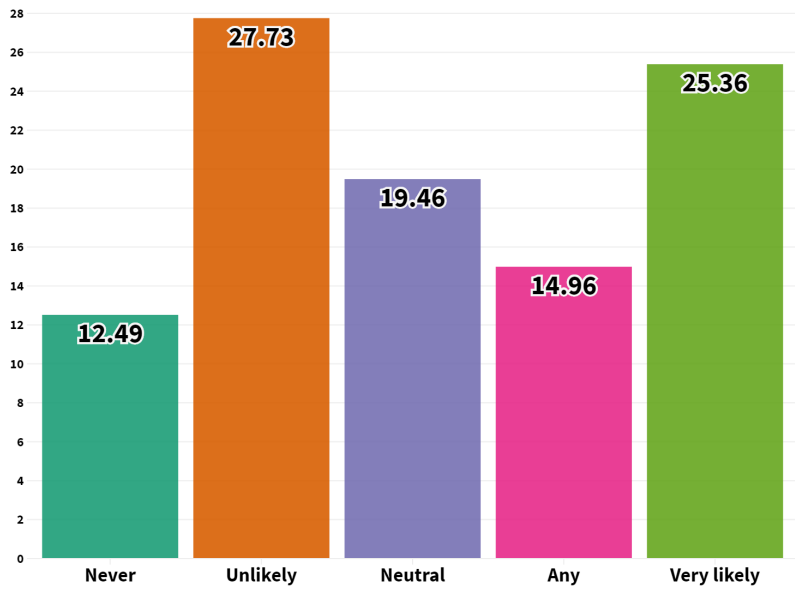
LISTEN
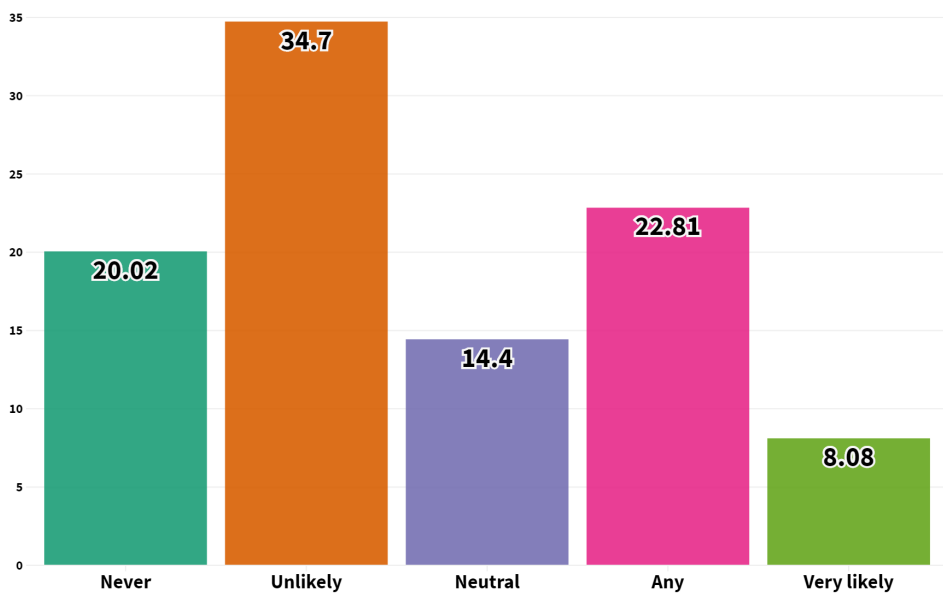PURCHASE
POSITIVE IMAGE
REMEMBRANCE

ENCUESTA
POD 2019

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

Never 12.49
Unlikely 27.73
Neutral 19.46
Any 14.96
Very likely 25.36

25%

IS WILLING TO LISTEN TO AN INSERTED AD

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

Never 20.02
Unlikely 34.7
Neutral 14.4
Any 22.81
Very likely 8.08

35%

IS UNLIKELY TO REMEMBER THE NAME OF THE BRAND

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

Never 36.65
Unlikely 38.32
Neutral 15.84
Any 8.55
Very likely 0.65
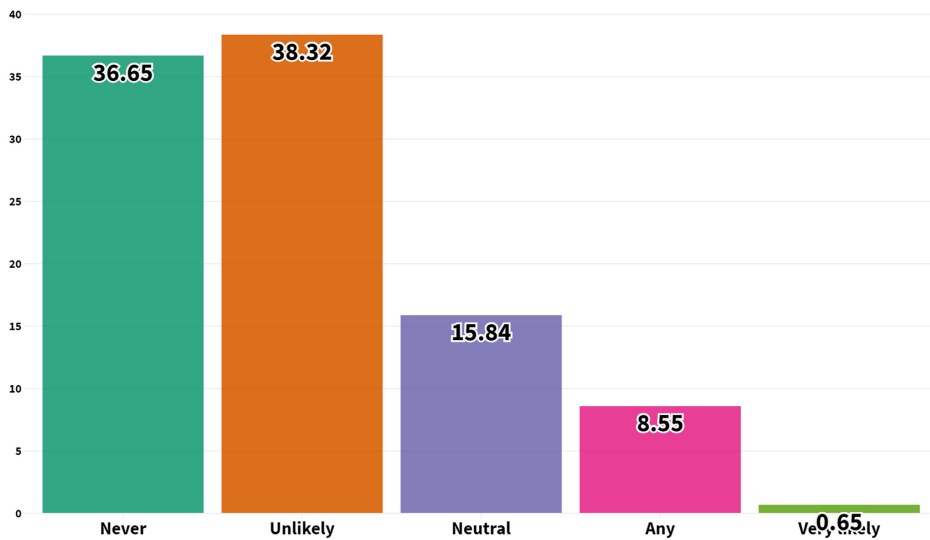
37%

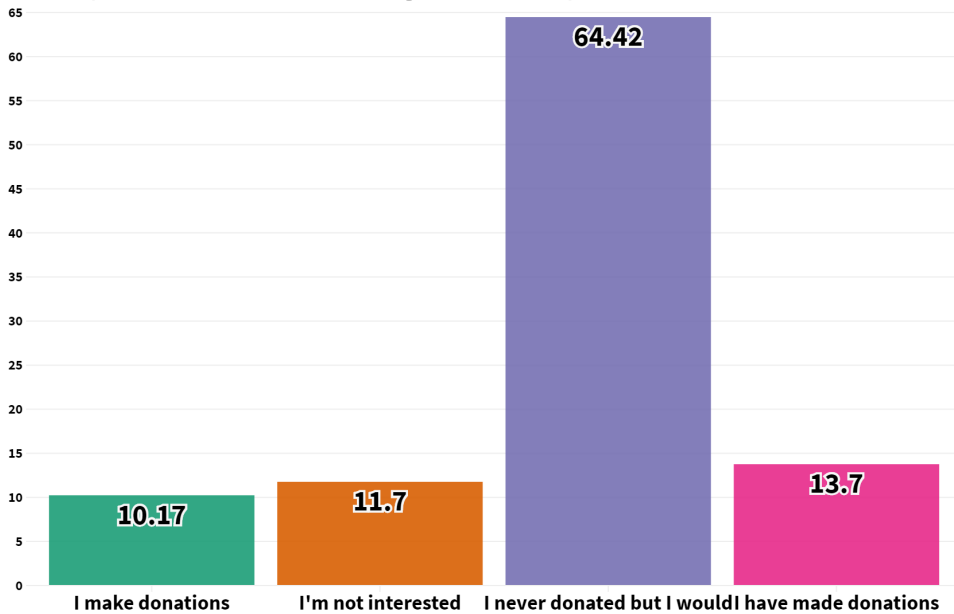WOULD NOT BUY A PRODUCT VIA AN INSERTED AD

How likely is it that you will get a positive image of the advertiser?
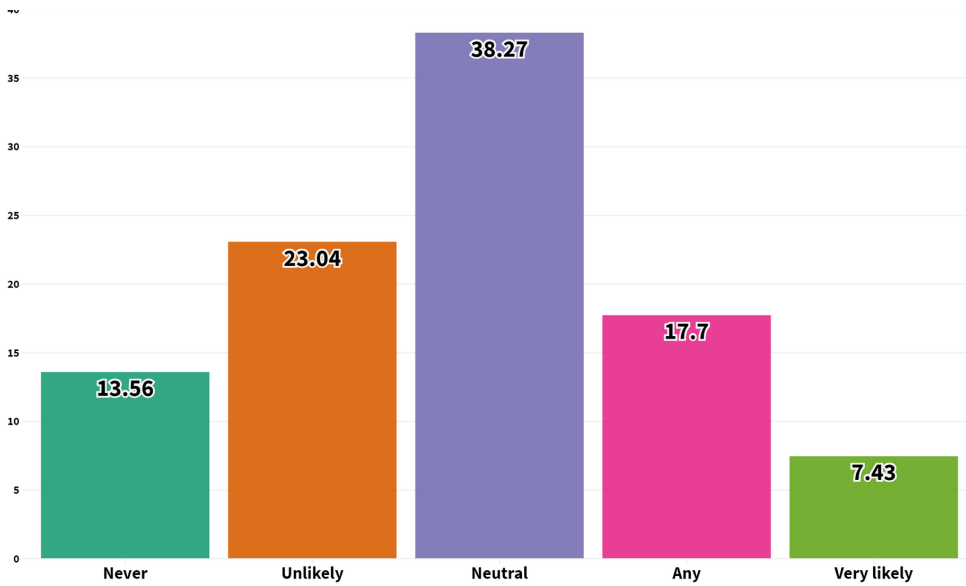
23%

COULD HAVE A POSITIVE IMAGE OF THE ADVERTISER

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

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

ENCUESTA
POD2019

✓ **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 TOLEARN**

✓ **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**

PARTNERS

¡Qué Temaikén!
¿Qué Pasa, Midwest?
#Yocreoentiii
Ahorrar Más Con Potencial Millonario
Al Filo De La Realidad
Alianzas Como Estrategia De Negocios
Bala Extra
Banda Del Comic
Cállate Y Vende
Caminos En Ciencia
Cash Viewpoint
Chamanes De Las Estrellas
Club Actitud Positiva
CodigotecnoColombia Calling
Day To Day
De Cuba Y De Los Cubanos
De Parla Y Café
Debate Estrella
Dementes
Dentro Del Tardis
Deployandome
Diferido Podcast
Diseño Y Diàspora
Disruptivo
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Echados Viendo Tele
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El Callejero
El Hincha Azulgrana
El Podcast Casual
El Podcast De Wapa Deportes
El Podcast Del Profetaloco
El Radar 2.0
El Show De Alejo Vargas.
El Vuelo De Yorch
El Siglo 21 es Hoy
Empréndete
Es Un Crimen
Estacion GNG

Esto No Es Radio
Estúpido Nerd
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Evacast
Everybodylikesluis
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Hablemos Con Spoilers
Historias Para Ser Leídas
Hola Poderosa
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Las Raras
Lazos Cooperativos
Lazos Mutualistas
Leandro
Les Flaguers
Liderazgo Ya
Los Anarquistas Coronados
Mal Vivir
Mentalistas

Monjes Fanáticos
Montarse En La Película
Mr Answer Pr Deportes
Nada Está De Más
NBA Freaks
Negocios Y Wordpress
No Sabes Nada
No Te Detengas Podcast
Nutrición Ortomolecular
Octosilabo
Ortopedcast
Pásame El Micrófono
Pluma Volátil Radio
Podcast Diseño
Podcastinando
Pomum Podcast
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THANK YOU!
www.podcasteros.com