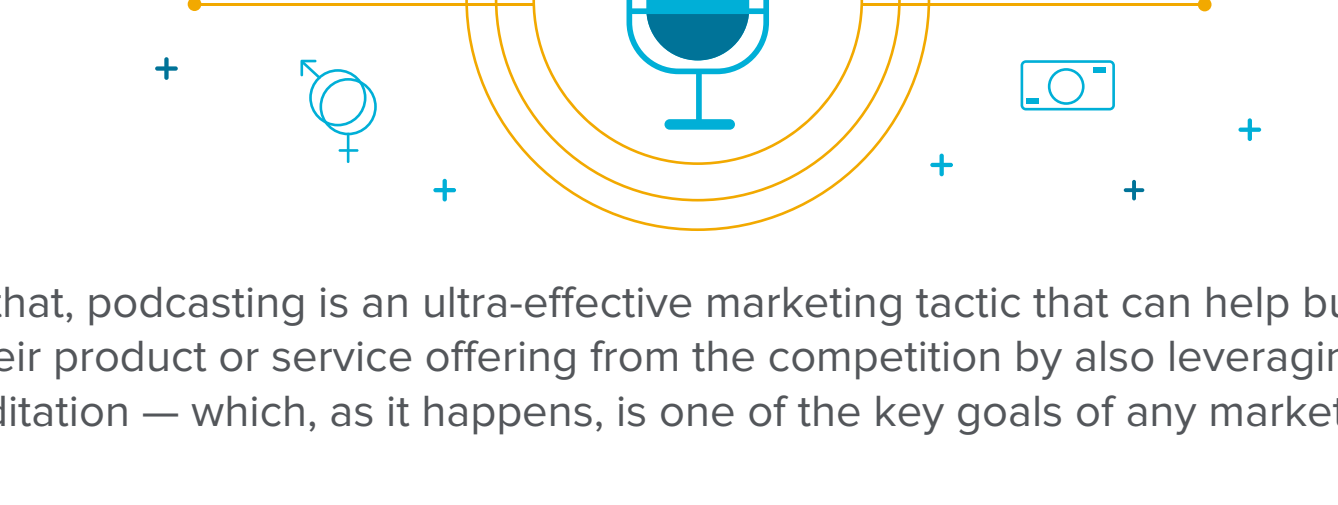




20 PODCAST STATS

Every Small Business Owner Should Know

Podcasting is more than another content-sharing platform for your audience. It's an opportunity to showcase your thought leadership, create recognition for your brand, turn interested listeners into valuable customers, and build trust within your community.

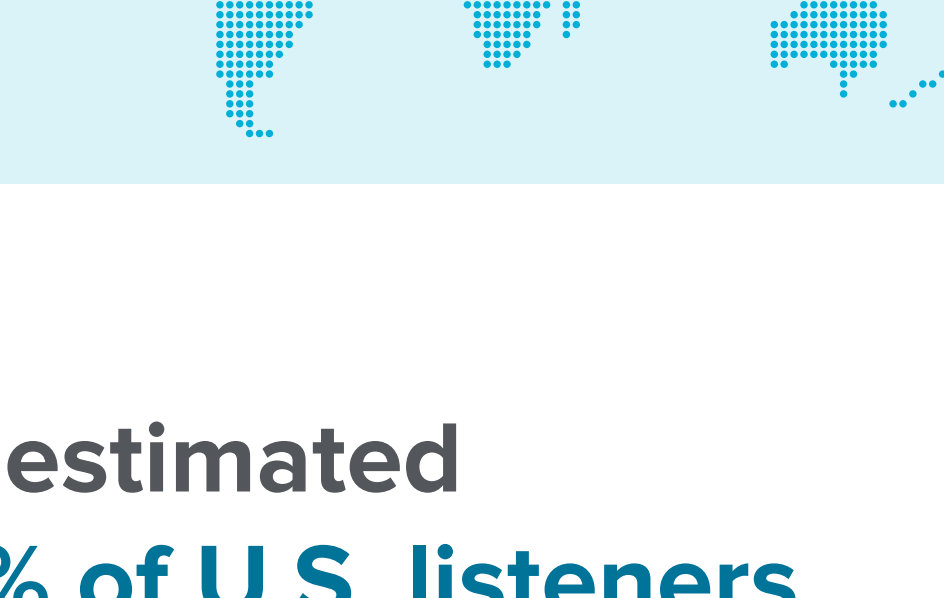


More than that, podcasting is an ultra-effective marketing tactic that can help businesses distinguish their product or service offering from the competition by also leveraging their BBB® Accreditation — which, as it happens, is one of the key goals of any marketing plan.

If you're considering starting a podcast for your business, here are 20 podcast stats you should know:

1. 55% of Americans

have listened to an audio podcast in 2020, an 8% increase from 2019.¹ Of these, 24% listen to podcasts weekly, and 37% listen monthly.²



2. An estimated 65% of U.S. listeners

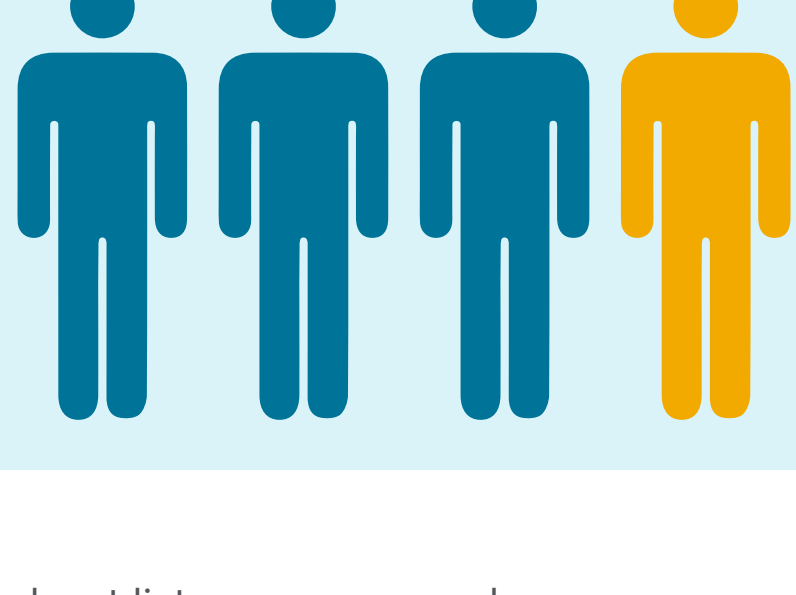
use portable devices, such as tablets and smartphones, to listen to podcasts. Only 25% of podcast listeners use computers and laptops.³



3. Though usually considered a form of entertainment, podcasts are a powerful educational resource for customers. In fact,

Three out of four Americans

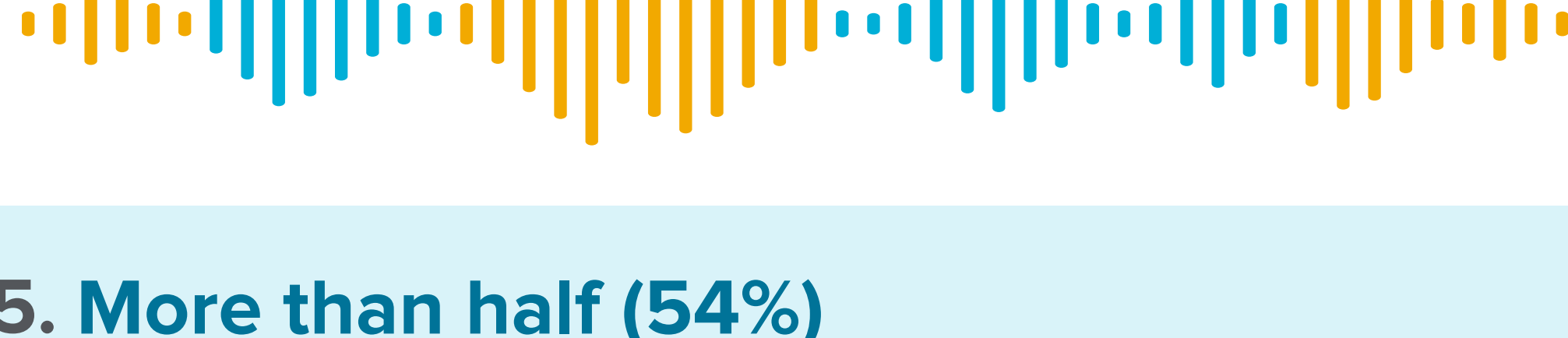
listen to podcasts to gain new knowledge.⁴



4. American weekly podcast listeners averaged

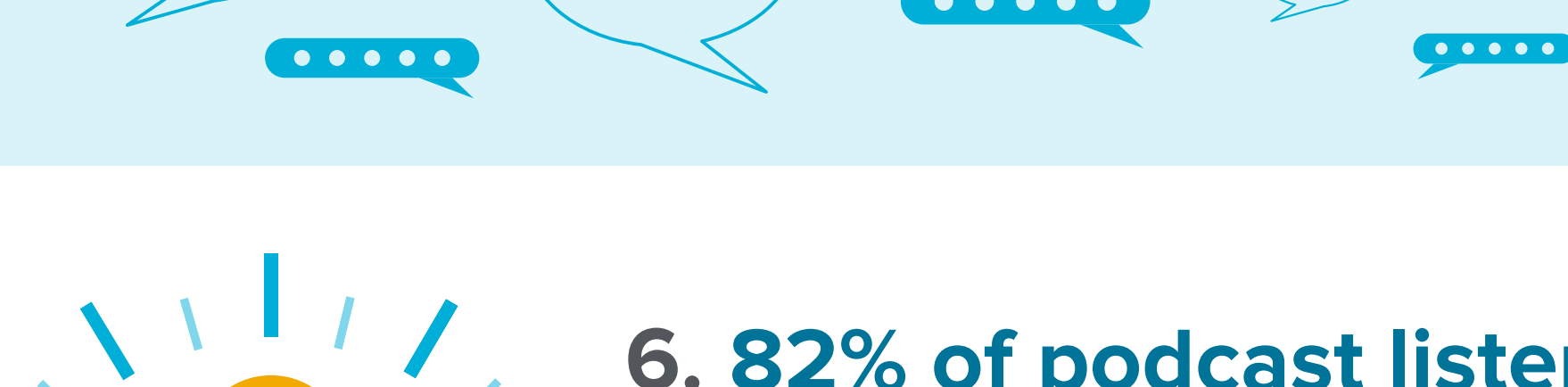
8 PODCASTS

in the last week.⁵



5. More than half (54%)

of podcast listeners are more likely to buy from a brand after listening to its ad on a podcast.⁶



6. 82% of podcast listeners

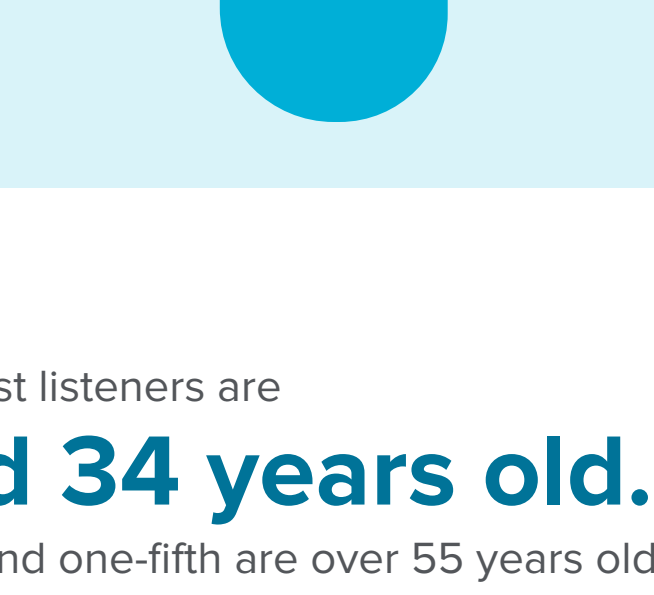
spend at least 7 hours a week, or an average of an hour a day, listening to podcasts. Less than a quarter of podcast listeners (22%) spend 22 hours a week, or about 3 hours a day, listening to podcasts.⁷



7. 37% of podcasters have been actively broadcasting for

at least three years.

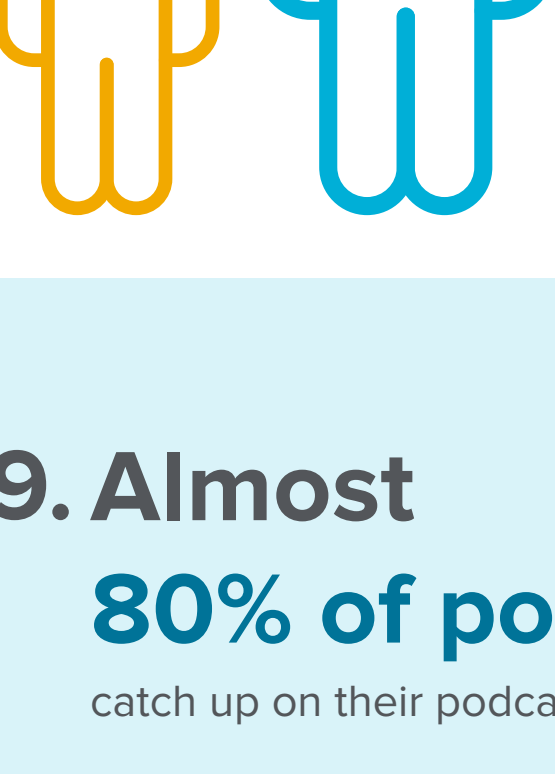
Another 13% have been broadcasting podcasts for 6 months to 1 year, and 17% have only started in the last 6 months.⁷



8. Just under half (48%) of U.S. podcast listeners are

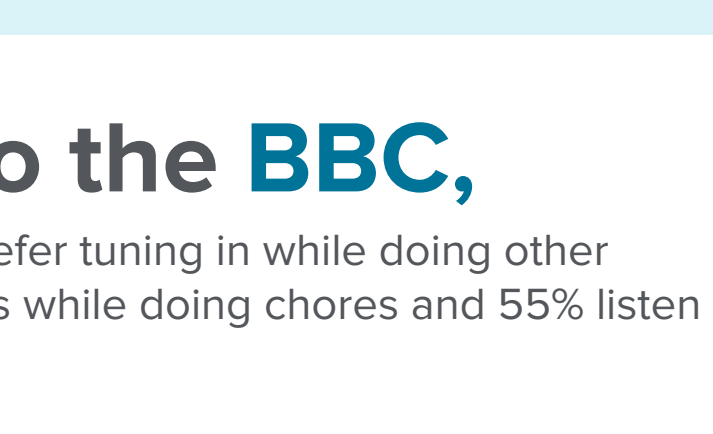
between 12 and 34 years old.

35% are aged 35 to 54 years old, and one-fifth are over 55 years old.⁸



9. Almost 80% of podcast listeners

catch up on their podcasts while commuting to work.⁷



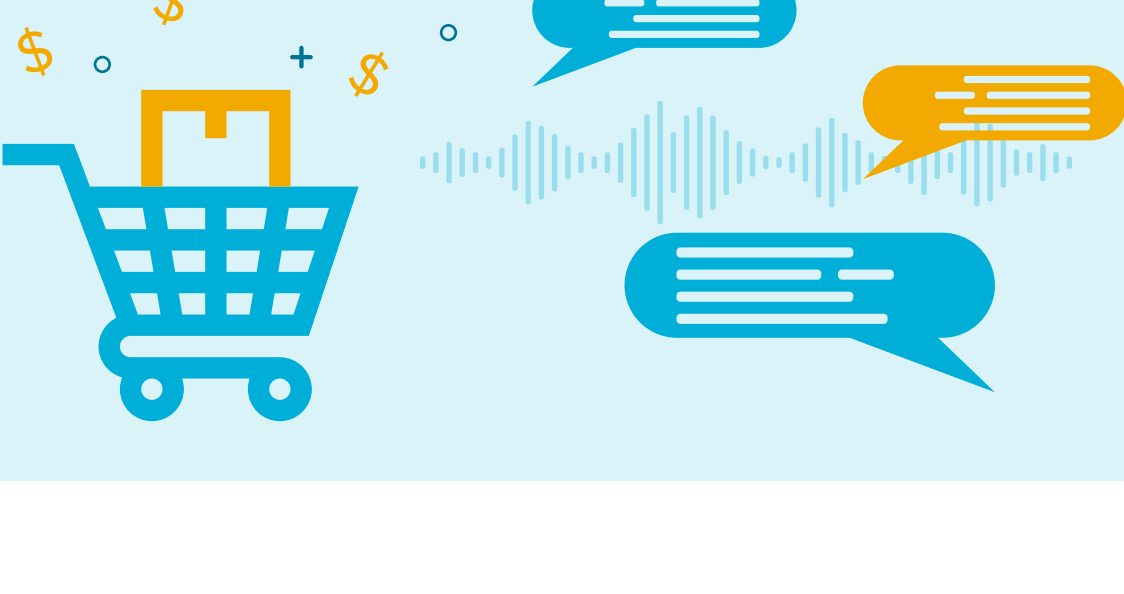
10. According to the BBC,

94% of podcast listeners prefer tuning in while doing other tasks. 61% listen to podcasts while doing chores and 55% listen while driving.⁸



11. Around 38%

of podcast listeners purchase products mentioned in podcasts.⁹



12. Consumers who typically avoid in-context ads are up to

22% more receptive

to brand and product mentions when listening to podcasts than when watching TV.⁸



13. Nearly 90%

of podcast listeners consider podcast ads effective. 86.5% choose to listen to podcast ads, and over half of them (55%) have purchased products based on ads.⁷



14. Around 27% of podcast listeners

subscribe to over 70 different podcasts.⁷



15. 66% of podcast listeners

prefer listening to podcasts over watching TV, social media, and books.⁷



16. 35% of podcast fans

listen to 10 different podcasts each month.⁷



17. 80% of users

find podcasts through cross-promotion. Another 72% choose podcasts based on recommendations, while 56% choose them based on social media suggestions.⁷



18. 59% of podcast listeners

report that they spend more time listening to podcasts than they do on social media.⁷



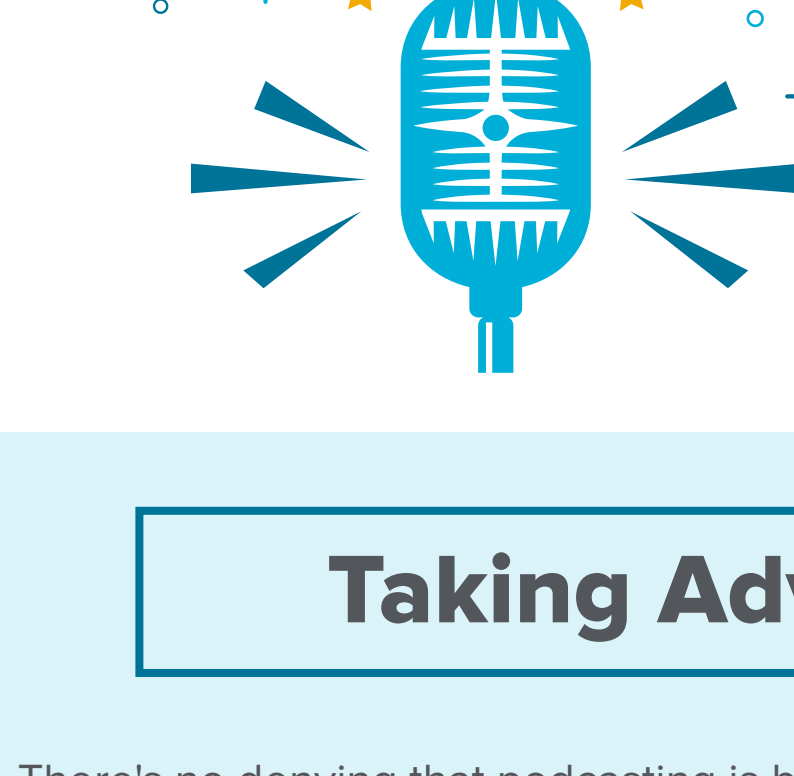
19. Over 61% of podcasters

list marketing and building an audience to be their biggest challenges.⁷



20. Around 97% of podcasters

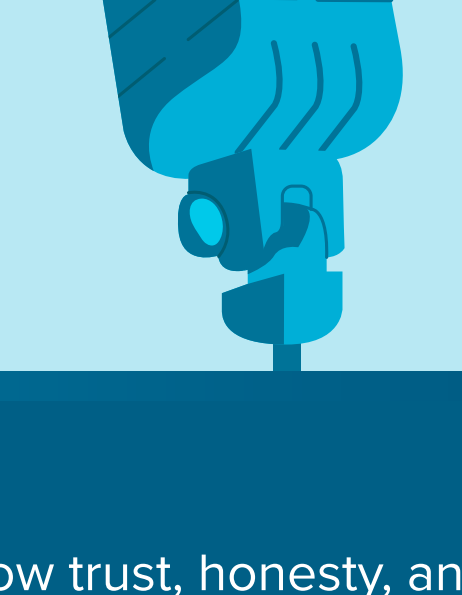
consider quality content in podcasts highly important in attracting and engaging listeners.⁷



Taking Advantage of Podcasts

There's no denying that podcasting is becoming an increasingly effective marketing tactic for small businesses looking to build a stronger brand foundation and attract interested customers. It gives your audience an excellent opportunity to learn about your business and trust your product or service offering while also fulfilling their need for information or entertainment.

Luckily, getting started with a podcast is something you can do very easily and without significant financial or time investments.



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¹<https://www.statista.com/topics/3170/podcasting/>
²<https://www.podcastinsights.com/podcast-statistics/>
³<http://www.edisonresearch.com/wp-content/uploads/2019/04/Edison-Research-Podcast-Consumer-2019.pdf>
⁴<https://www.statista.com/statistics/610691/main-reasons-listening-to-podcasts-us/>
⁵<http://www.edisonresearch.com/wp-content/uploads/2021/03/The-Infinite-Dial-2021.pdf>
⁶<https://www.emarketer.com/content/podcasts-a-small-but-significant-audience>
⁷<https://discoverpods.com/wp-content/uploads/2019/09/The-Podcast-Trends-Report-2019-1.pdf>
⁸<https://www.bbc.co.uk/mediacentre/worldnews/2019/audio-activated>
⁹<https://www.statista.com/statistics/712574/buy-product-brand-after-listening-to-podcast-advertisements-in-the-us/>