

## Podcast Data Brief

### Highlights

- A relatively small number of Internet users in the United States listen to podcasts according to the Pew Internet & American Life Project, with about 12% — or 17 million Americans — having downloaded a podcast at least once.  
From: [http://www.pewinternet.org/pdfs/PIP\\_Podcasting.pdf](http://www.pewinternet.org/pdfs/PIP_Podcasting.pdf)
- In a recent six month period (February to August 2006), there was a 70% increase in the number of people who downloaded podcasts.  
From: [http://www.emarketer.com/Article.aspx?id=1004307&src=article2\\_newsltr](http://www.emarketer.com/Article.aspx?id=1004307&src=article2_newsltr)
- eMarketer estimated that podcast use in the U.S. is expected to grow to exceed 20 million and may go higher, to as high as 80 million, by 2010.  
From: [http://static.scribd.com/docs/fnaewh60evoy4.swf?INITIAL\\_VIEW=width](http://static.scribd.com/docs/fnaewh60evoy4.swf?INITIAL_VIEW=width)
- Users who have been going online for a longer time (six or more years) are twice as likely to have downloaded a podcast as users who have been online for three years or less.  
From: <http://www.emarketer.com/Article.aspx?id=1004938>
- Three-fourths of all the podcasts downloaded come from iTunes.  
From: <http://www.emarketer.com/Article.aspx?id=1004938>

### US Adult Internet Users Who Have Downloaded a Podcast to Listen to or View at a Later Time, February-April 2006 & August 2006 (% of respondents)

	February-April 2006	August 2006
Have ever done this	7%	12%
Did yesterday	1%	1%
Have not done this	92%	88%
Don't know/refused	1%	1%

Note: n=2,822 (February-April 2006) and 972 (August 2006)  
Source: Pew Internet & American Life Project, November 2006

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### US Podcast Audience, 2006, 2008 & 2011 (millions)

#### Total podcast audience\*



#### Active podcast audience\*\*



Note: \*individuals who have ever downloaded a podcast; \*\*individuals who download an average of one or more podcast(s) per week  
Source: eMarketer, February 2007

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## Demographics

- According to eMarketer, podcast users tend to be male, young, and educated, although people between 35 and 54 years of age make up about half of those who use podcasts.
- According to another source, *Nielsen//NetRatings*, the age distribution of podcast users supports the conclusion that “as is often typical with new technologies, young people are more likely than their older counterparts to engage in audio or video podcasting. Web users between the ages 18 and 24 are nearly twice as likely as the average Web user to download audio podcasts, followed by users in the 25-34 and 35-44 age groups, who were also more likely than the average Web user to do audio podcasting. Video podcasters trended a little older, with 25-34 year olds indexing the highest. Web users above the age of 45 were less likely than average to engage in podcasting of either sort.”  
From: [http://www.nielsen-netratings.com/pr/pr\\_060712.pdf](http://www.nielsen-netratings.com/pr/pr_060712.pdf)

### Demographic Profile of US Adult Internet Users Who Download Podcasts, February-April 2006 & August 2006 (% of each group)

	February-April 2006	August 2006
<b>Gender</b>		
Male	9%	15%
Female	5%	8%
<b>Age</b>		
18-29	10%	14%
30-49	8%	12%
50-64	5%	12%
65+	4%	4%
<b>Education</b>		
High school	6%	9%
Some college	6%	13%
College graduate or more	9%	13%
<b>Household income</b>		
Less than \$30,000	8%	12%
\$30,000-\$49,999	8%	14%
\$50,000-\$74,999	7%	12%
\$75,000 or more	7%	13%
<b>Experience online</b>		
3 years or less	5%	6%
4-5 years	7%	7%
6+ years	8%	13%
<b>Internet access speed</b>		
Dial-up at home	6%	10%
Broadband at home	9%	14%
<b>Total Internet users</b>	<b>7%</b>	<b>12%</b>

Note: n=2,822 (February-April 2006) and 972 (August 2006)  
Source: Pew Internet & American Life Project, November 2006

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