



**NZME.**  
**TellME**

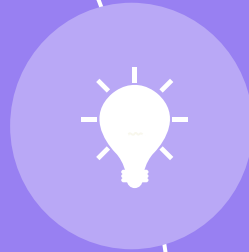
**PODCAST  
STUDY 2023**  
Based on Podcast Listeners

# Podcast Pathway



## AWARENESS

1 in 5 listeners give podcast advertisements their full attention.



## AFFINITY

25% have learnt about a product/brand after hearing an ad on a podcast and 16% are then likely to trust that product/brand.\*



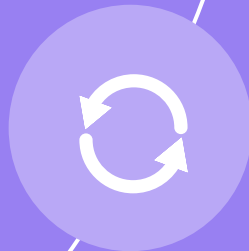
## RELEVANCE

Over a third (33%) will pay attention to an ad that the host mentions or is relevant to the podcast topic.



## CONSIDERATION

After hearing an ad on a podcast, a quarter (25%) have searched for information on a product/brand.\*



## RECOMMENDATION

65% have recommended a podcast to a family member or friend.



# Reach

81% of podcast listeners have listened to the radio in the last week.

Podcast listening has a **19% incremental reach** on radio AM/FM.

**NZME.**

SOURCE: NZME TellMe Podcast Study Feb 2023 n=500 \*Based on Podcast Listeners

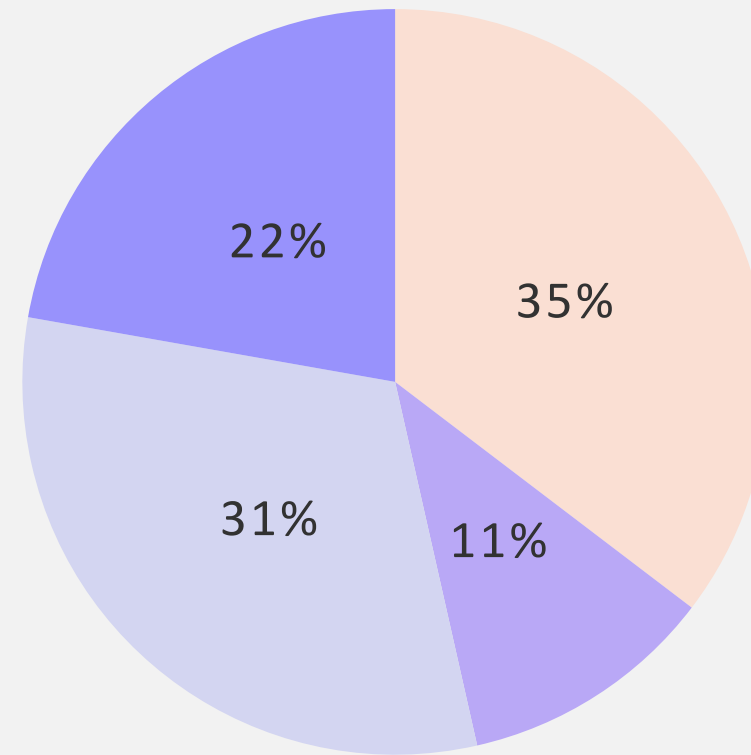


# Frequent Listening

Nearly half (46%) have listened to a podcast in the last day.

- Those aged 25-34 have listened several times within the last 24 hours (45%), more than any other age group.

Podcast Frequency



■ In the last 24 hours ■ In the last day ■ In the last week ■ In the last month

SOURCE: NZME TellMe Podcast Study Feb 2023 n=500 \*Based on Podcast Listeners

# Key Podcast Listening Insights



In the last month, they have listened to an average of 10 podcast episodes



They subscribe or follow on average 4.4 podcast shows, with 36% following on social media



43% listen to podcasts with other people, with 27% of those listening with two others



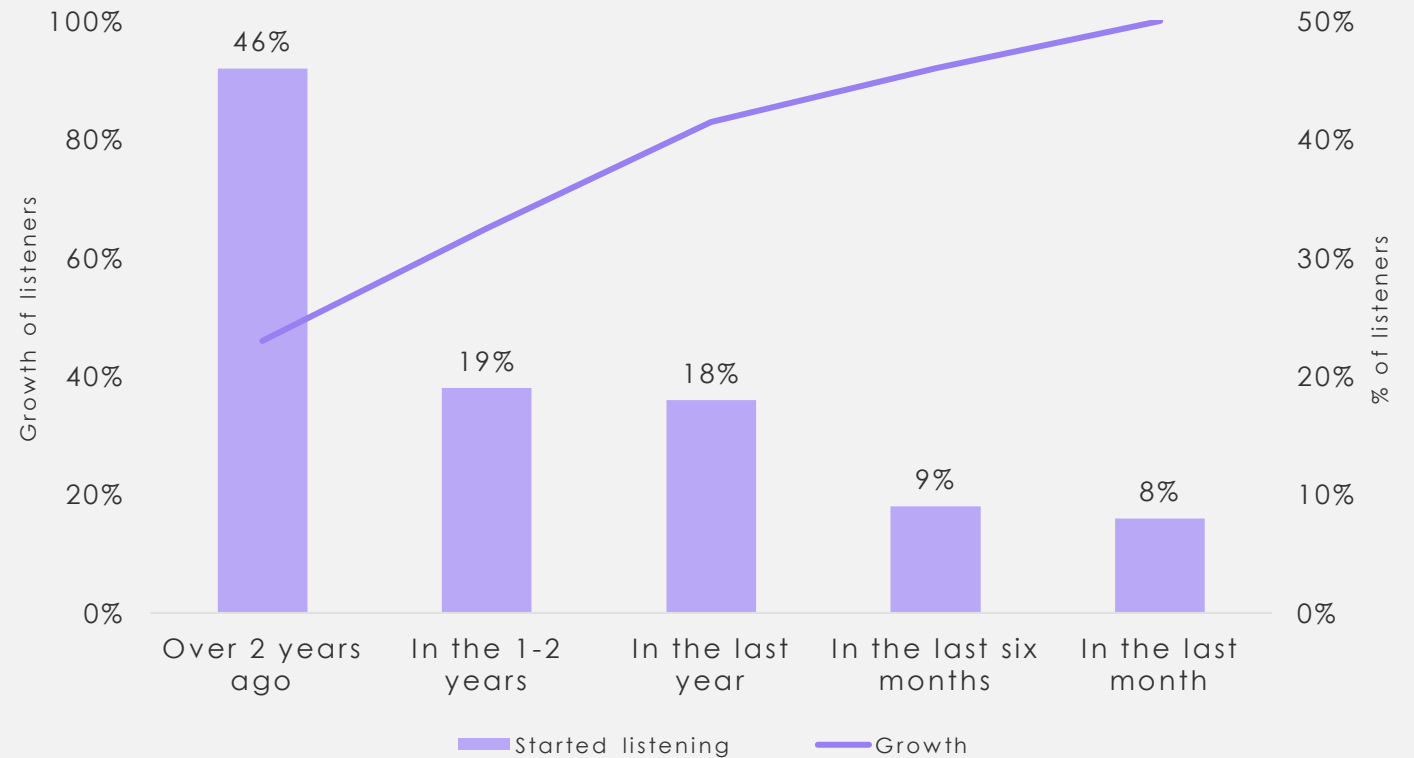
35% only started listening to podcasts in the last year, and 17% in the last six months

# Listeners

## When did they start listening to podcasts?

- Over a third started listening in the last year, this growth was driven by those aged 35 plus.

## Growth of podcast listeners over the last two years



SOURCE: NZME TellMe Podcast Study Feb 2023 n=500 \*Based on Podcast Listeners

# Engagement

**60% of listeners** have taken some form of action (visited, considered, purchased) after hearing a brand/product mentioned or advertised on podcasts.

**NZME.**

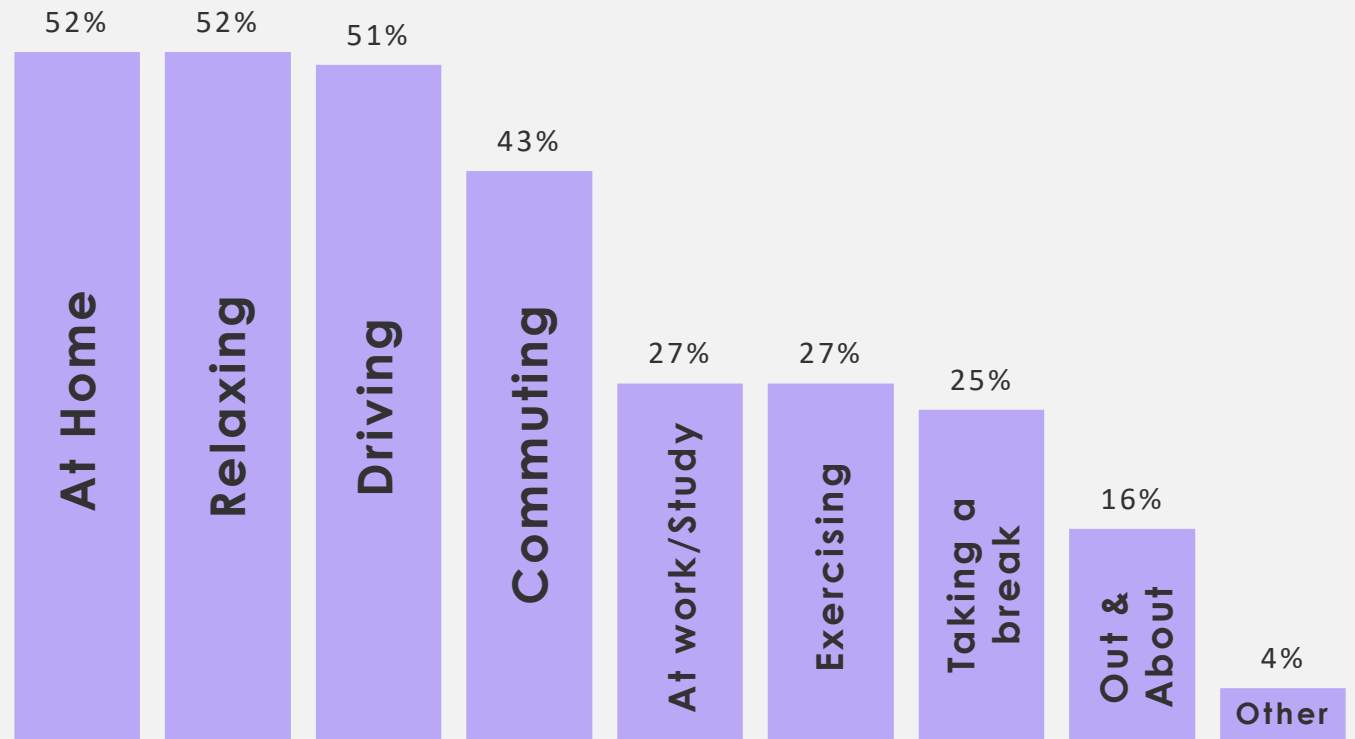
SOURCE: NZME TellMe Podcast Study Feb 2023 n=500 \*Based on Podcast Listeners

# Engagement

## What podcast listeners are doing while engaging?

- Listeners are more likely to be relaxing or driving when listening to podcasts.

## Activities when listening to podcasts



SOURCE: NZME TellMe Podcast Study Feb 2023 n=500 \*Based on Podcast Listeners



# When they listen

What kiwis are doing whilst listening to podcasts throughout the day.



5 a m – 9 a m

m o r n i n g s

71%	Getting Ready
36%	Commuting on public transport
32%	Driving/commuting

9 a m – 5 p m

w o r k d a y

67%	While working/studying
42%	When taking a break
39%	When running errands

5 p m – 10 p m

e v e n i n g s

40%	Relaxing at home
36%	When exercising
26%	Doing tasks at home

N o r e g u l a r

t i m e

51%	Road trips
33%	When running errands
31%	Doing tasks at home

# Why they listen

To stay informed and learn are the top reasons to connect with a podcast, with entertain and passing the time following behind.



**60%** listen because they are interested in the topic



**53%** listen to learn something new



**38%** listen to keep themselves informed



**36%** listen to be entertained and have a laugh



**32%** listen to pass the time i.e., when travelling



**28%** like to have something playing in the background



**27%** listen for the people/personalities



**24%** listen as it helps them relax



**11%** listen as an alternative to screen time

SOURCE: NZME TellMe Podcast Study Feb 2023 n=500 \*Based on Podcast Listeners

# Additional Insights



38% of listeners feel that their podcast listening will increase in the next year, with all age groups anticipating their podcast listening will increase



Only 6% of listeners would pay for an ad-free podcast service, with 29% depending on the cost



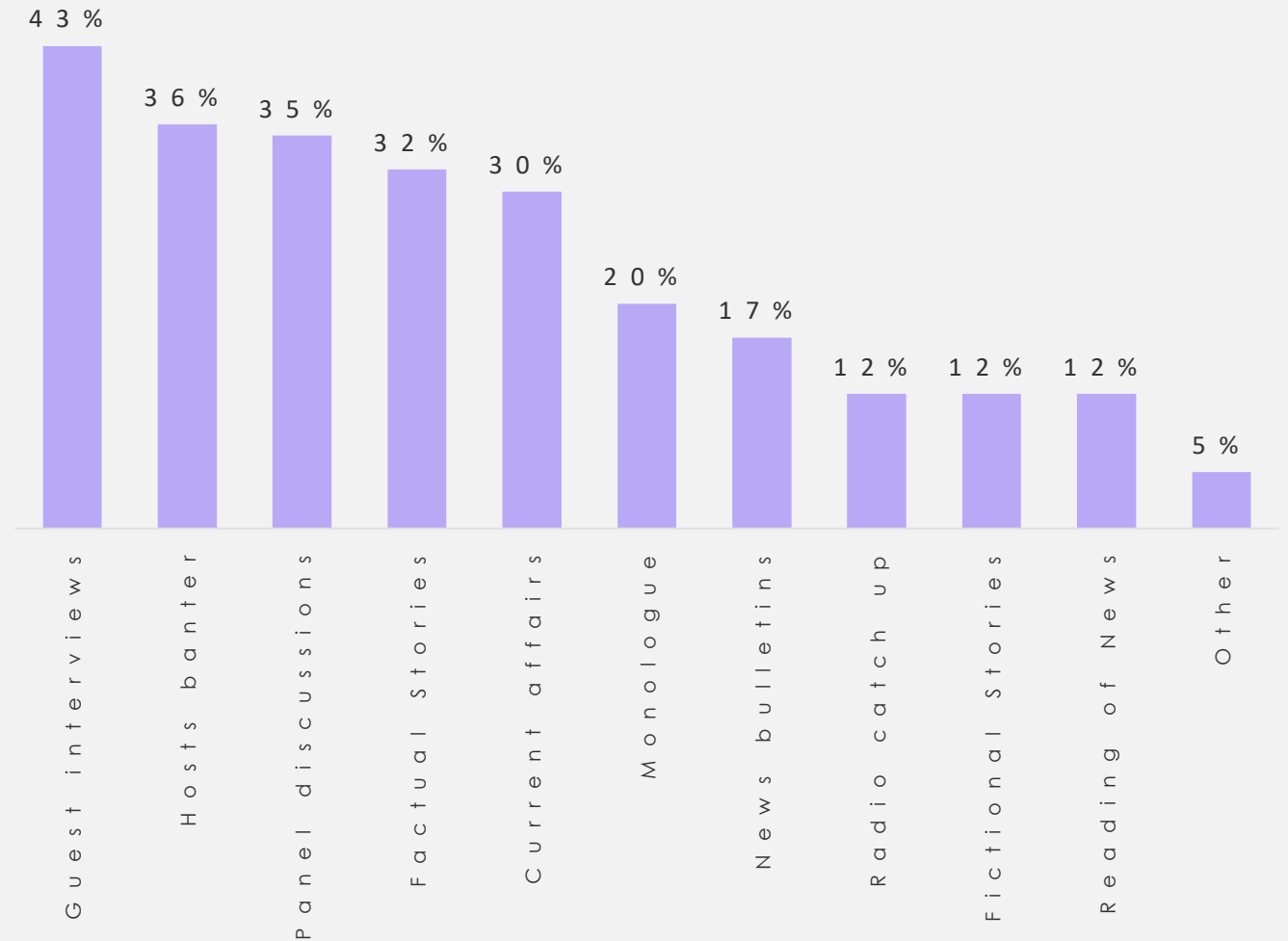
73% of listeners are also watching the podcast video through certain platforms, in particular YouTube (41%) and Spotify (23%)

# Key Formats

What podcast formats do listeners enjoy?

- Guest interviews, host banter and panel discussions are what listeners most enjoy.

## Podcast Format Preferences



SOURCE: NZME TellMe Podcast Study Feb 2023 n=500 \*Based on Podcast Listeners

# TOP PODCAST GENRES

Talk/Interviews (37%), Comedy (26%), Society & Culture (22%), Lifestyle (22%) and Health & Fitness (22%).



# LEAST LISTENED TO GENRES

History (16%), Storytelling (14%), Pop Culture (13%), Sport (13%) and Kids (4%).

