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THE PODCAST STUDY: GROWTH

PART 1 – HOW TO DEEPEN LOYALTY AND
ENGAGEMENT WITH YOUR EXISTING AUDIENCE

SEPTEMBER 11, 2025

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September 11,
2025

• OBJECTIVES OF THE PODCAST STUDY

1. Grow usage with existing audience
2. Grow reach and expand the audience



• KEY FINDINGS PART 1

1. Podcast shelf space is limited.
2. It's likely you won't get a second chance.
3. Becoming a 'favorite' podcast is critical.
4. Fast starts are critical.
5. Podcasts "leak" audience with execution errors.
6. A huge percentage use podcasts as background.

• METHODOLOGY THE PODCAST STUDY

- July 2025
- Adults 18-54
- Sample Size: 1,200
- Sample weighted to most recent US census
- All listen to podcasts monthly – 88% listen weekly or daily



THE PODCAST ENVIRONMENT:

MOMENTUM FOR THE MEDIUM

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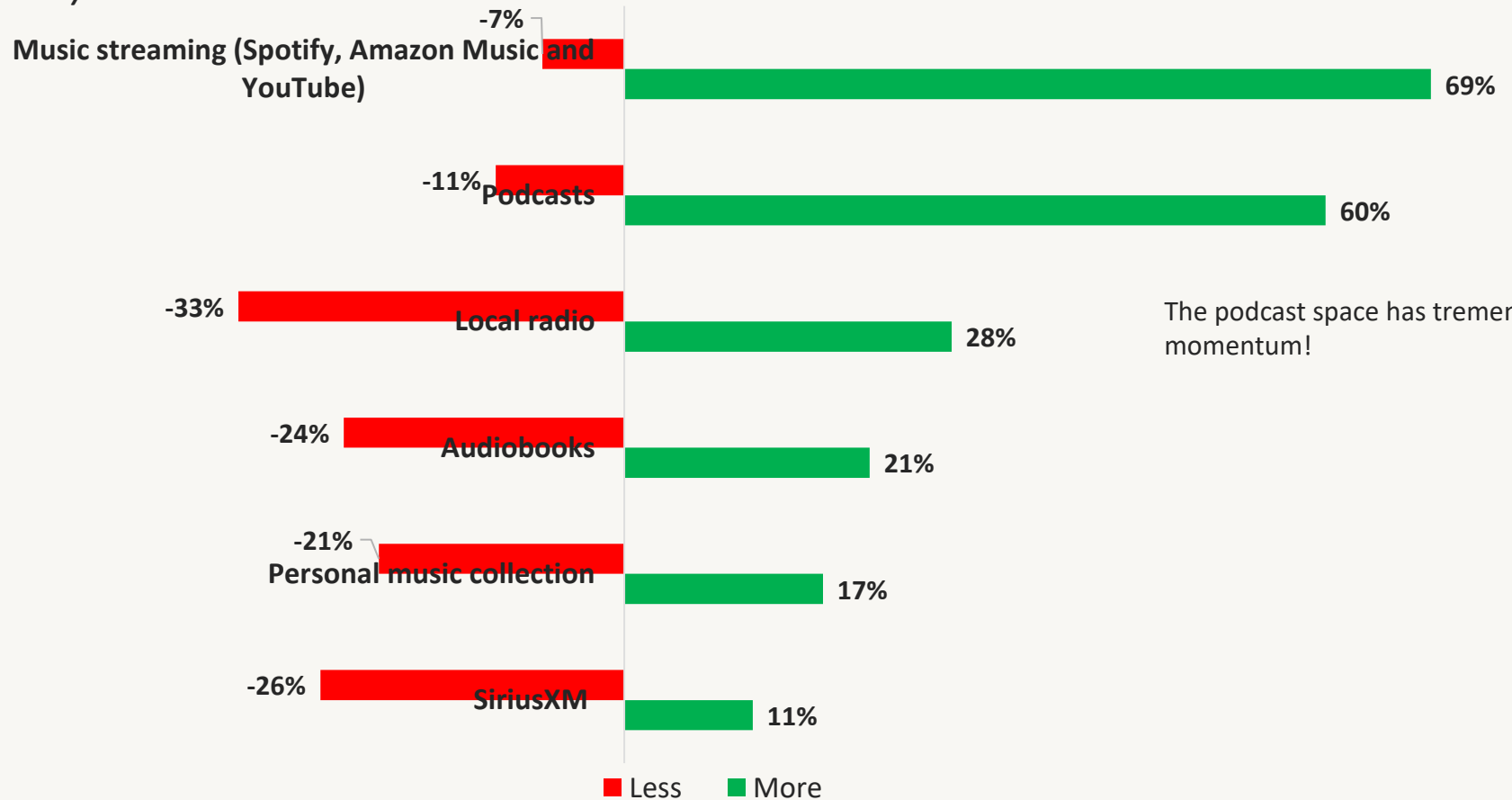
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AUDIO MOMENTUM **MORE/LESS** TOTAL SAMPLE

When you think about the past year, which of the following are you spending MORE/LESS time with?



The podcast space has tremendous momentum!

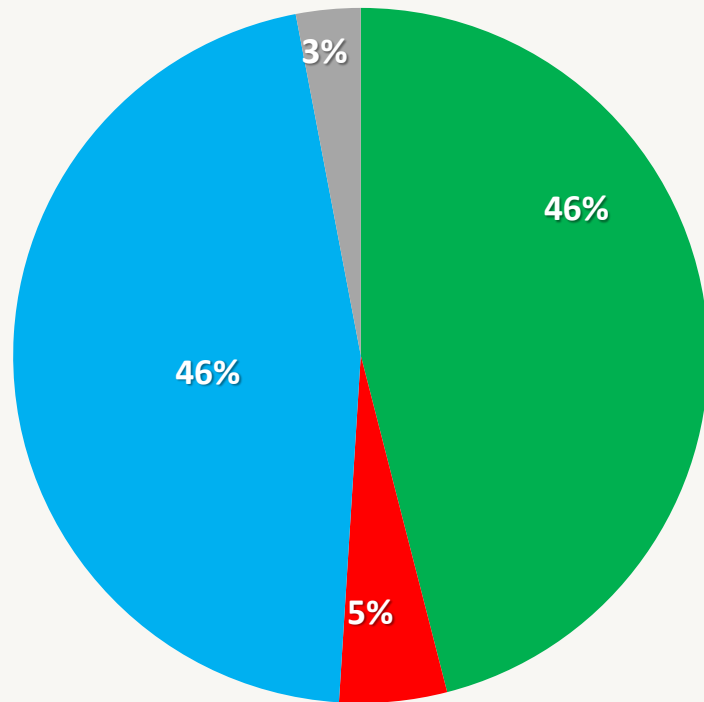
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PODCAST MOMENTUM TOTAL SAMPLE

As you look ahead to the future, do you expect to listen to/watch podcasts more, less or about the same as you do today?



■ More ■ Less ■ About the same ■ Don't know

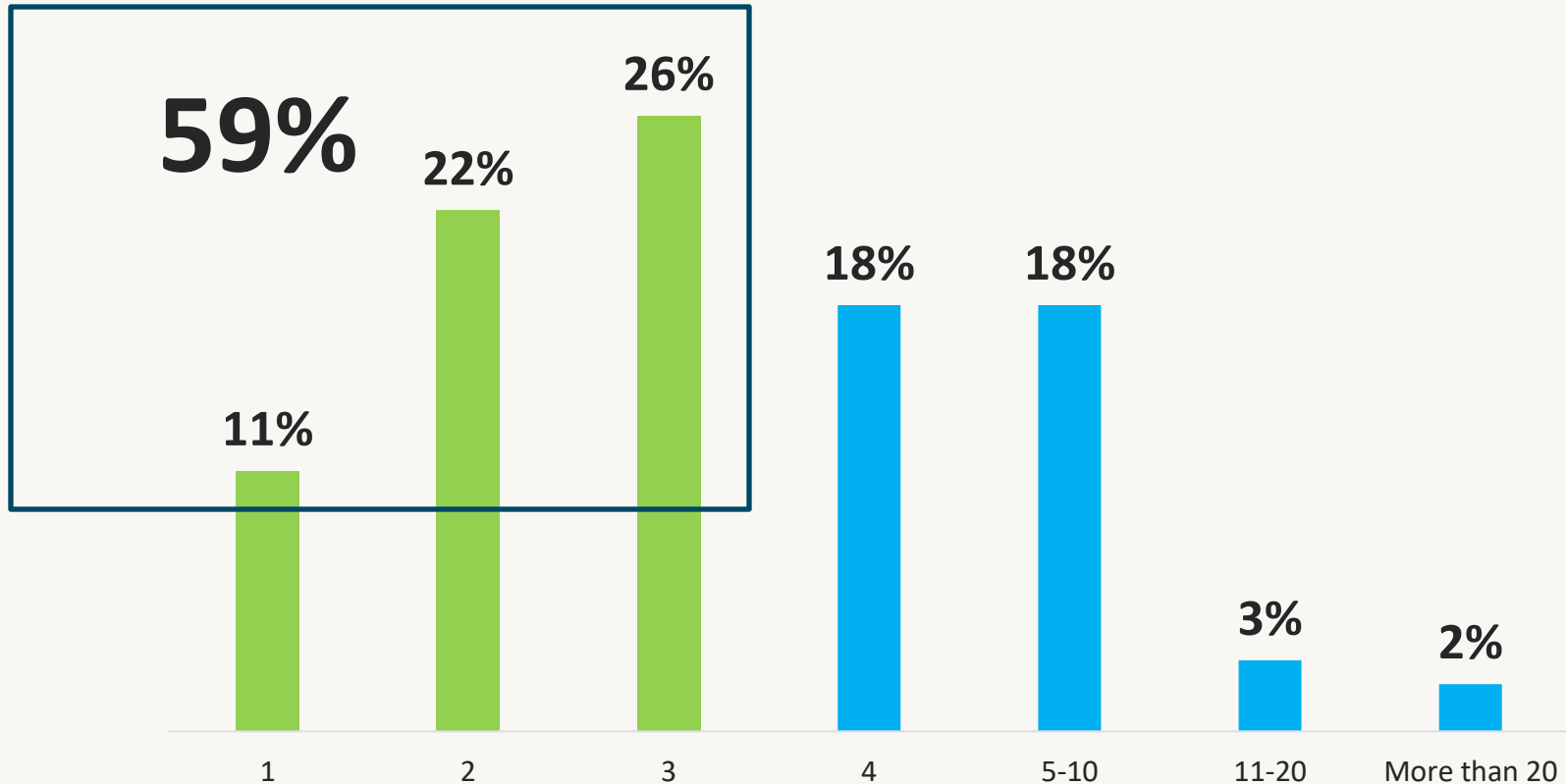
KEY POINT: Nearly half of all podcast consumers feel they will be using more podcasts in the future.

- **THE CONSUMER'S SHELF SPACE IS 3 TITLES**
- **IT'S CRITICAL TO BE SOMEONE'S FAVORITE**
- **YOU CAN GROW AFFINITY OVER TIME TO BECOME A FAVE**



PODCAST CONSUMPTION TOTAL SAMPLE

How many podcasts titles do you listen to/watch regularly?



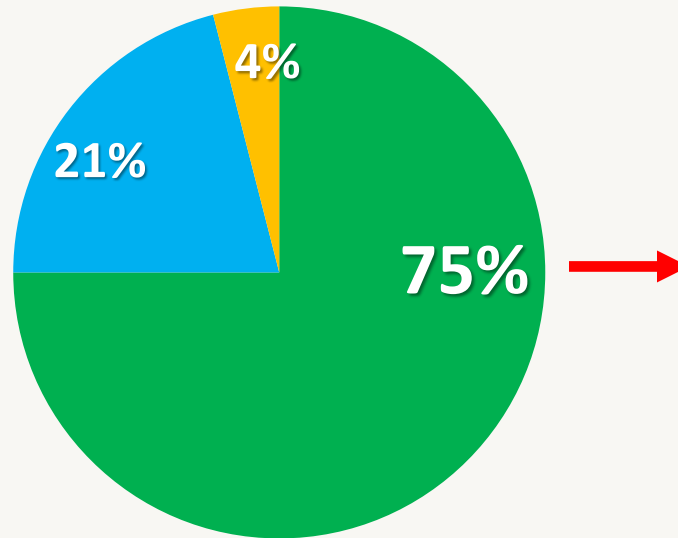
KEY POINT: 59% regularly consume just 3 or fewer titles!



PODCAST FAVORITE TOTAL SAMPLE

Which of the following best fits how you feel about your favorite podcast?

Although many consumers change their favorite podcast regularly, most fall in love with their favorite.



3 out of 4 love their favorite podcast.

- Love it and can't wait until the next episode
- Like it, but there are things you don't like about it



PODCAST FAVORITE TOTAL SAMPLE

How likely would you be to tell someone you know about your favorite podcast?

	TOTAL
PROMOTER (8-10)	76%
DETRACTOR (1-6)	14%
NET	+62%

Three out of four podcast consumers are promoters for their favorite podcast!

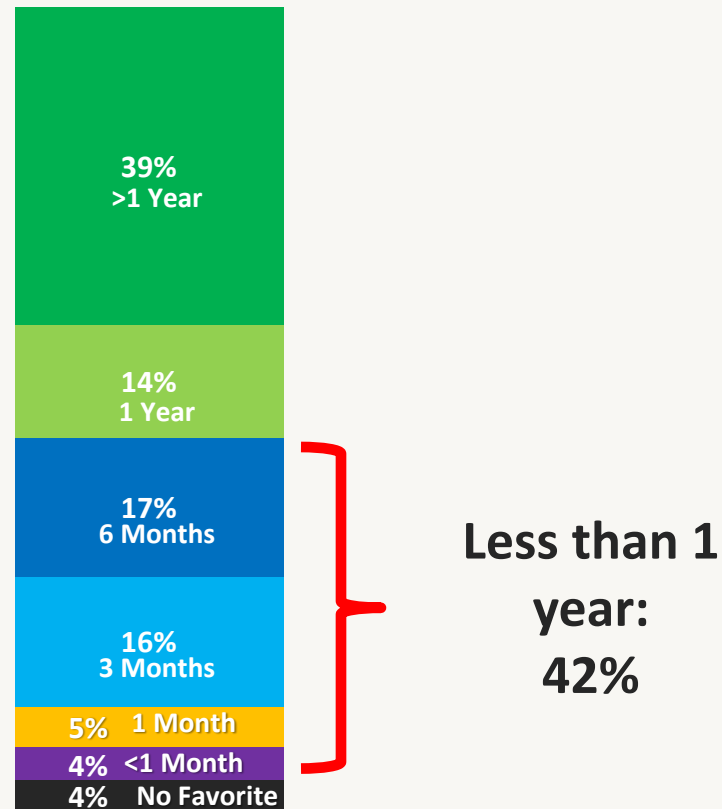


PODCAST FAVORITE TOTAL SAMPLE

How long has your favorite podcast been you favorite?

Half of consumers have had their favorite for less than a year.

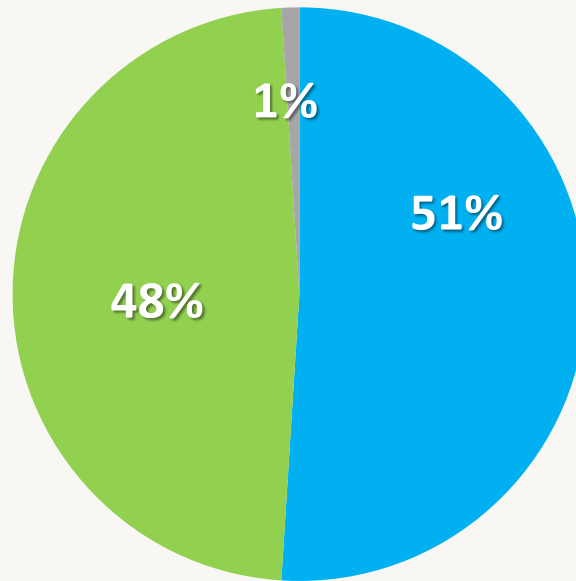
This indicates some fluidity in a person's favorite. (opportunity!)



PODCAST FAVORITE TOTAL SAMPLE

Did your love for your favorite podcast grow over time the more you listened to/watched it? Or did you love it from the very first episode?

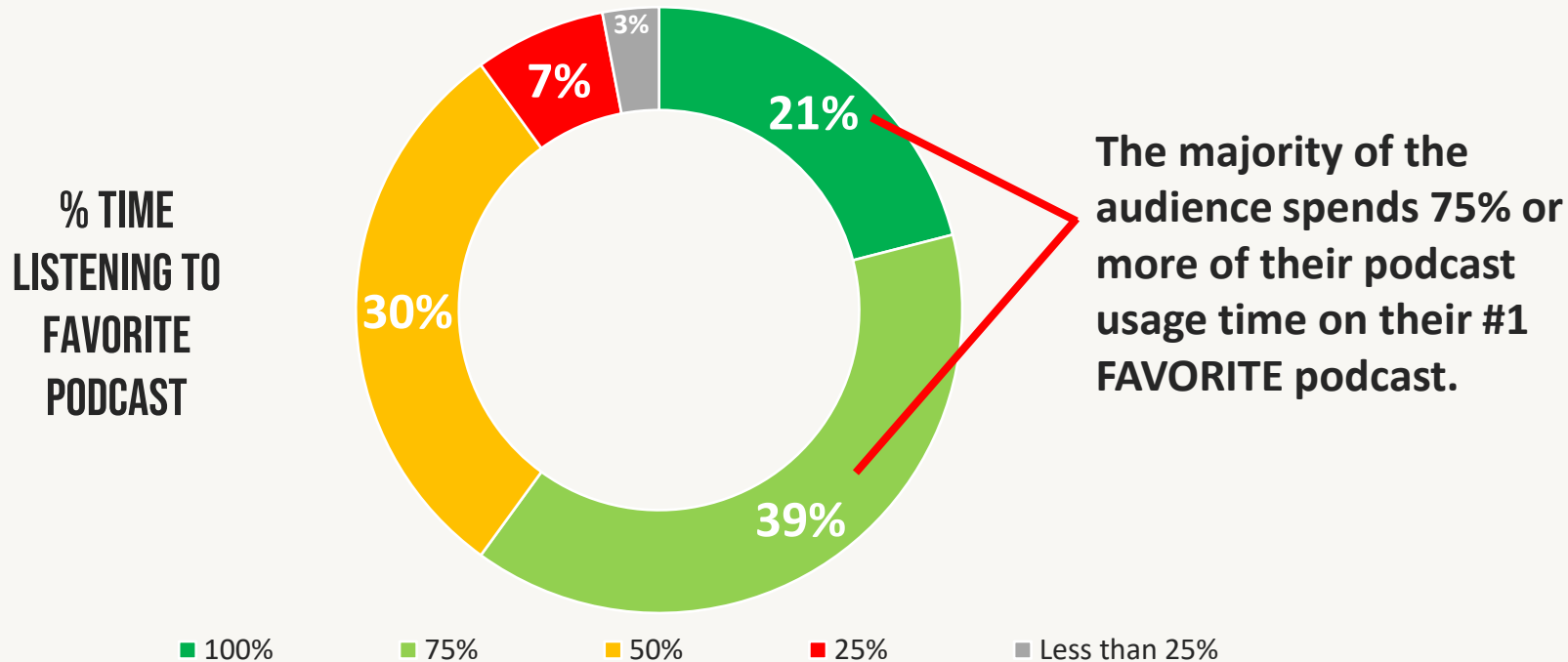
It was love at first sight (listen) for half of those who love their favorite podcast.



...For the other half, affinity grew over time.

- You grew to like it more as you listened to/watched more episodes
- You liked the podcast from the first episode you saw/heard
- Don't Know

FAVORITE PODCAST CONSUMPTION



GROW WITHIN YOUR EXISTING AUDIENCE:

CORRECT EXECUTION ISSUES

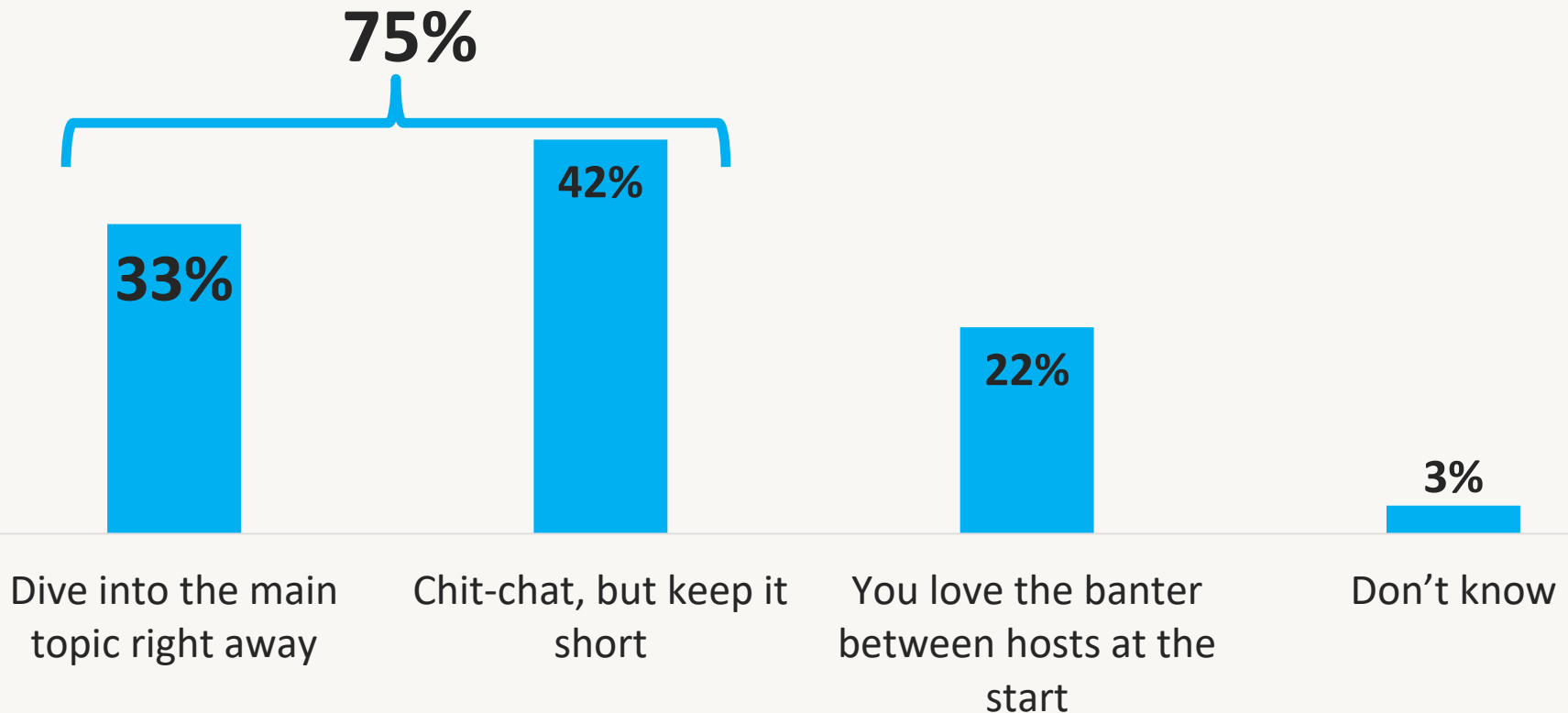
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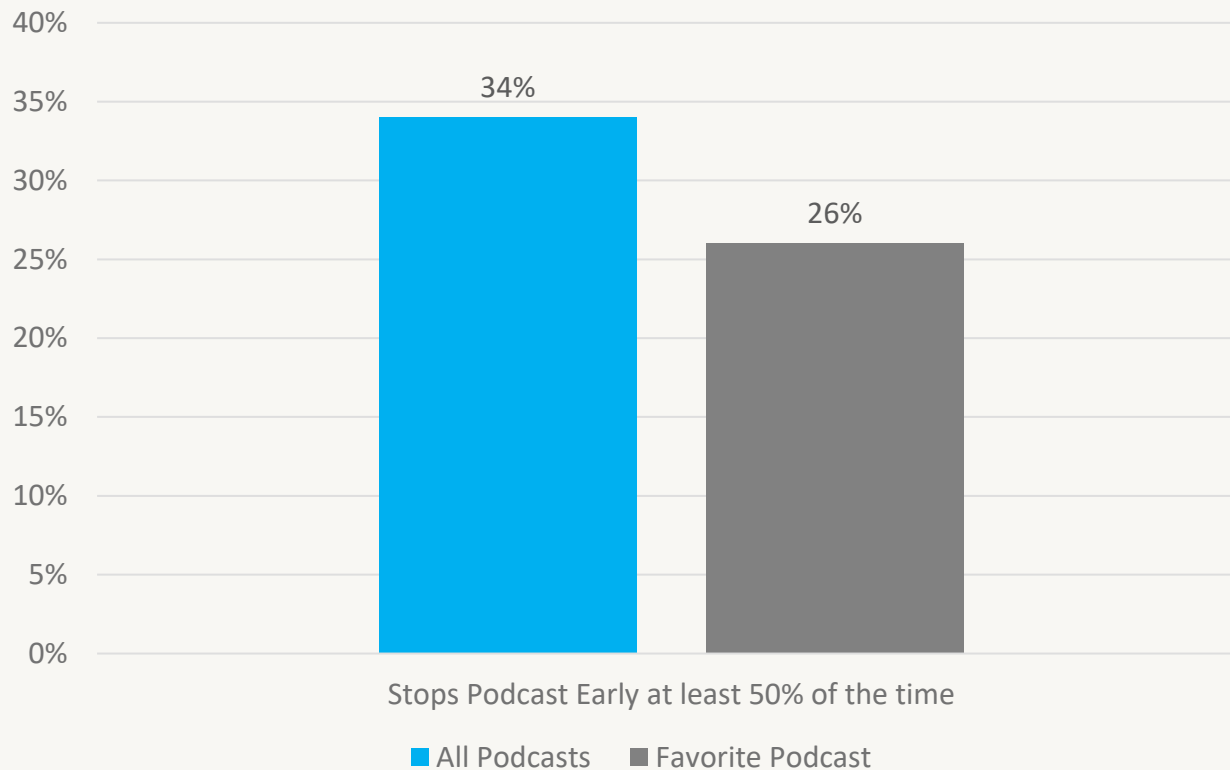
PODCAST INTRO

Do you prefer that the hosts start the podcast by diving right into the main topic or do you prefer a little relaxed chit-chat first?



PODCAST HOW OFTEN STOP EARLY

How often do you stop a podcast before it ends?

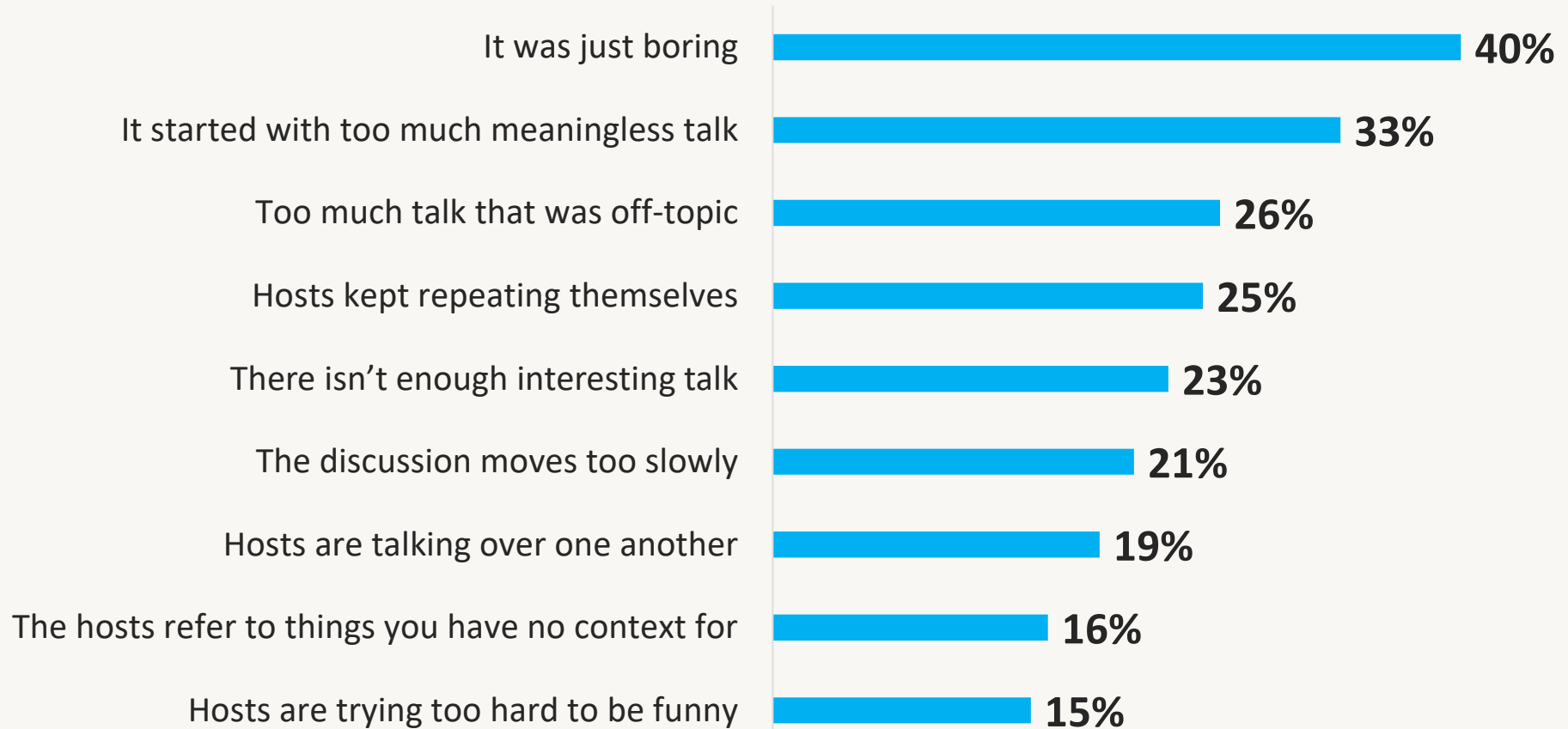


One out of three press 'stop' at least half the time before the podcast is complete.

Better product execution and "right-sizing" the length of the podcast can leave the audience wanting more instead of pressing "stop."

PODCAST WHY STOP EARLY

When you find yourself stopping a podcast before it ends, what are the BIG reasons why?

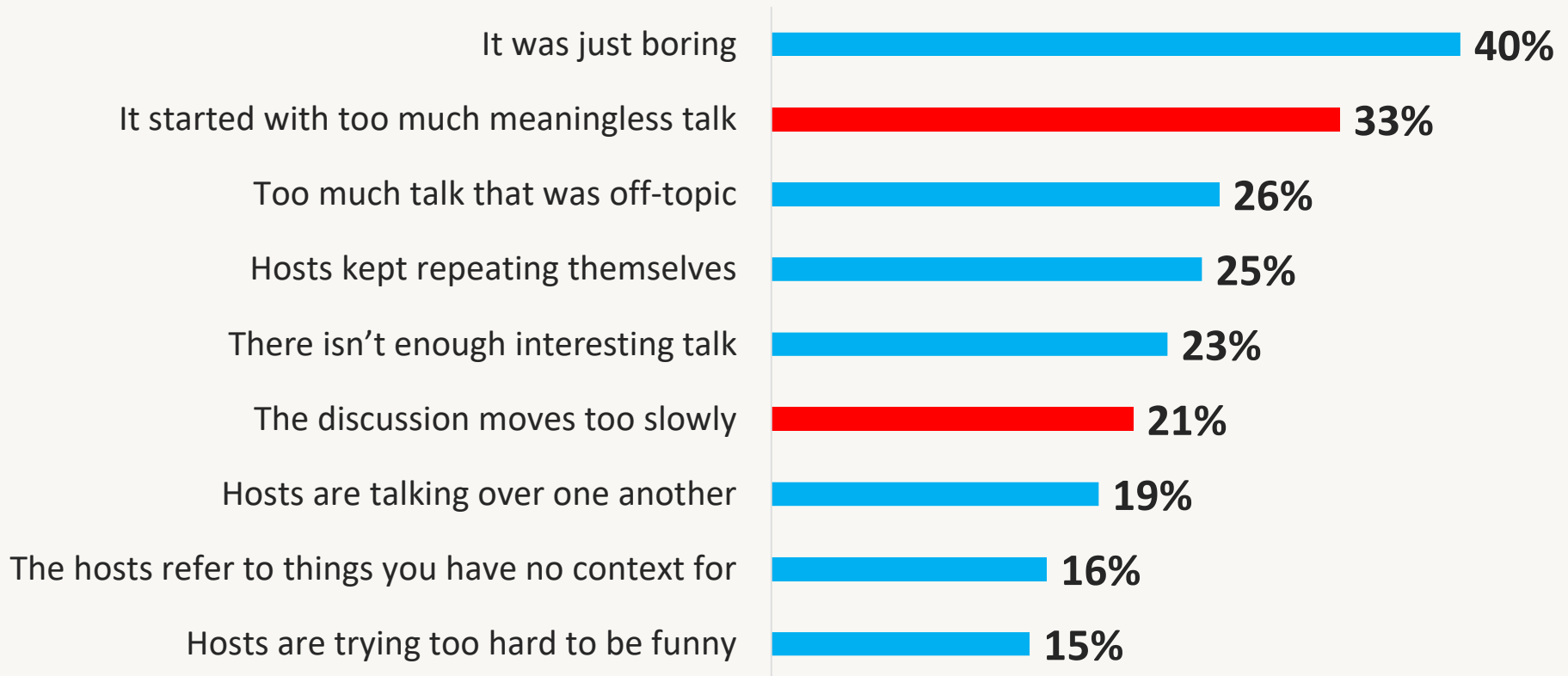


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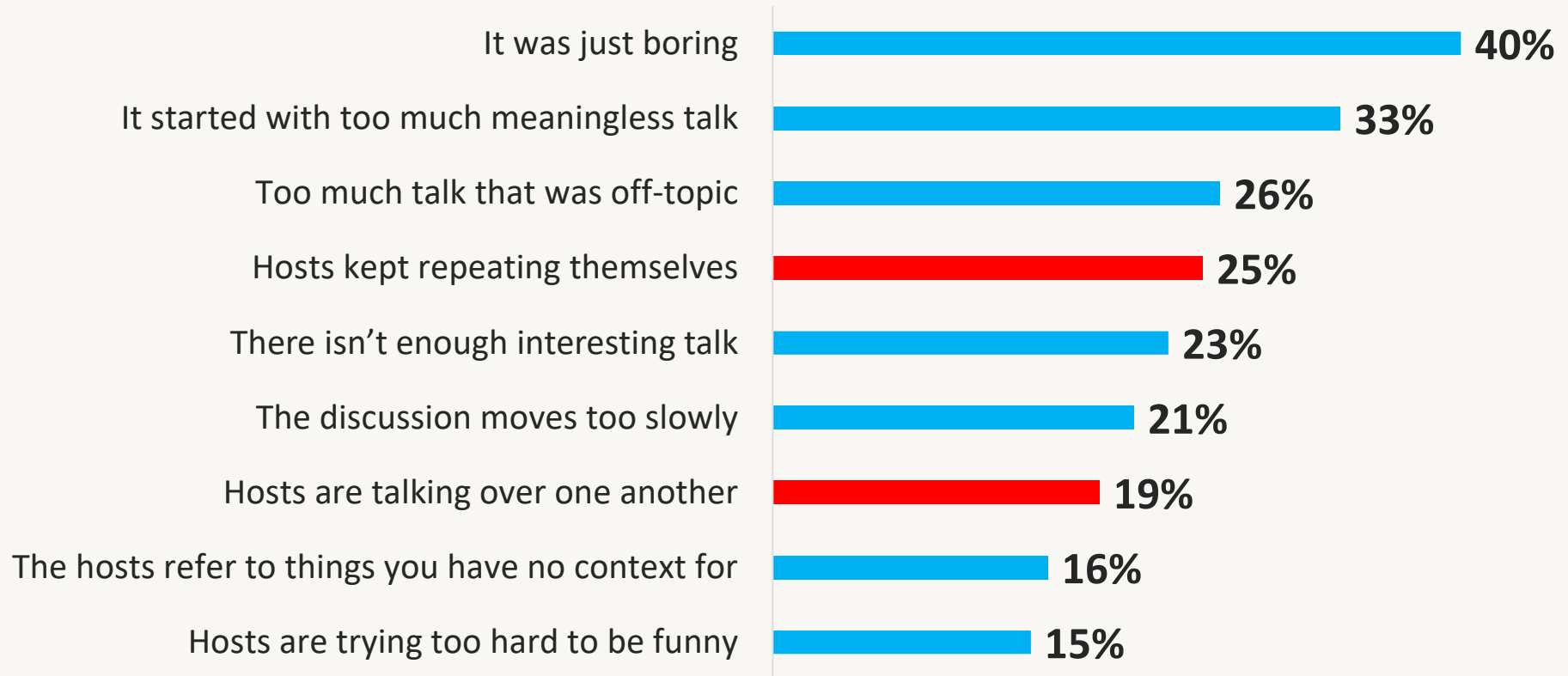
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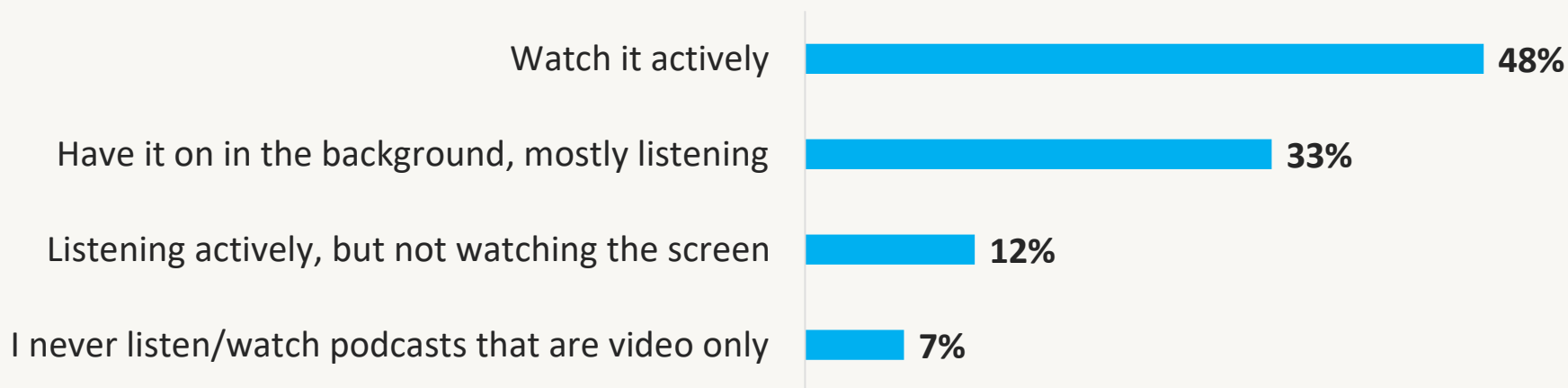
REMEMBER TO GIVE CONTEXT
FOR THOSE WHO USE YOU IN THE BACKGROUND





PODCAST VIDEO/AUDIO ONLY

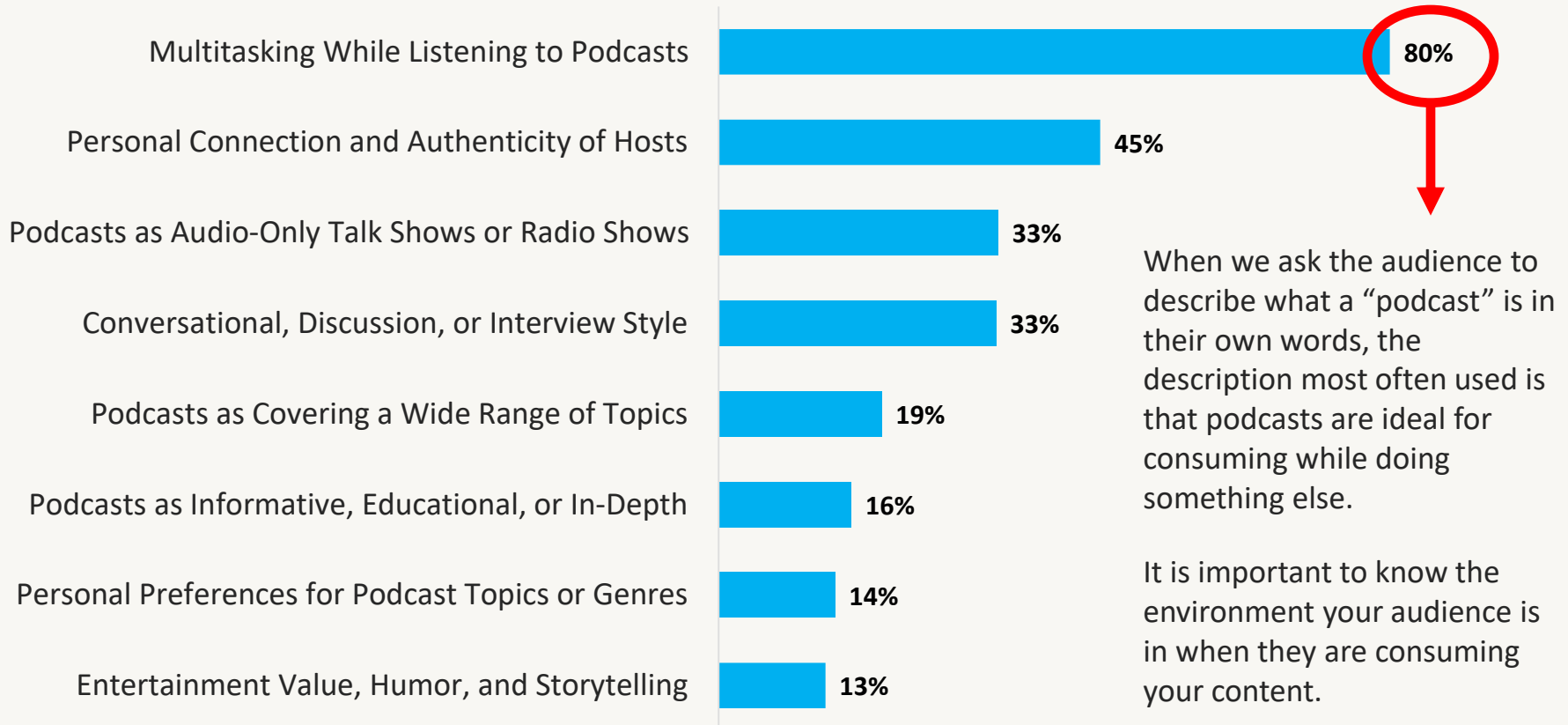
If a podcast is available as video, do you usually:



When a podcast is even available via video, only half the audience is watching.

• VERBATIM RESPONSES DESCRIBE PODCASTS

How would you define what a podcast is as if you're describing it to a friend.





VERBATIM RESPONSES DESCRIBE PODCASTS

How would you define what a podcast is as if you're describing it to a friend.

Female, 37: *"To me, a podcast is someone with **a good story to tell**. I definitely find that listening to podcasts allows me to **multitask**, often while I'm reading or doing housework."*

Male, 25: *"I typically **listen while I play video games or drive**."*

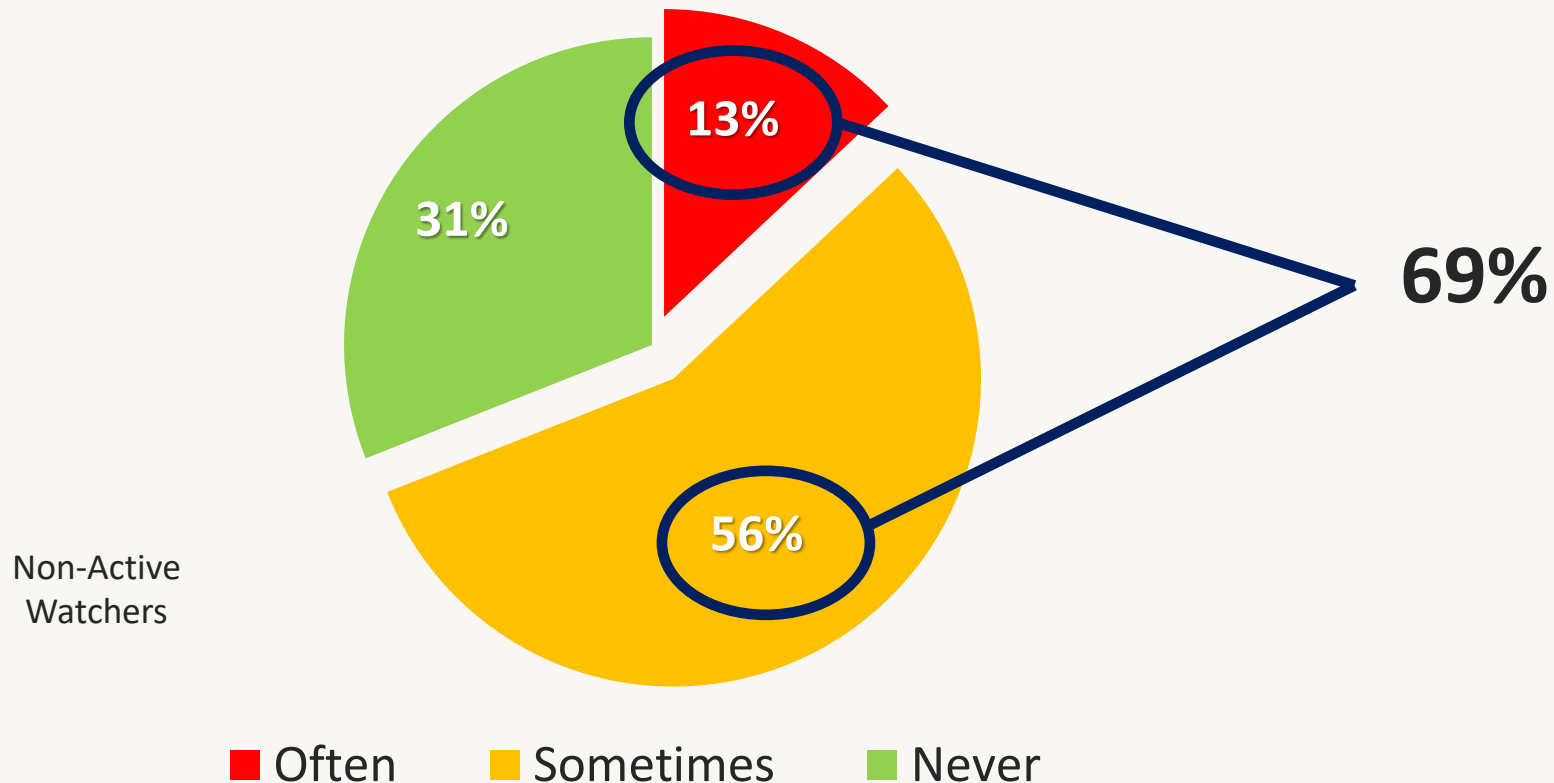
Female, 23: *"**I often multitask while listening to podcasts**, and I will be doing chores or getting ready to go to bed."*

Female, 52: *"While I'm listening to podcasts, I typically walk or drive."*

Male, 43: *"You can be cleaning up or do other stuff while still listening to the host talk."*

PODCAST VIDEO TOTAL SAMPLE

Do you feel there are references to video that makes you feel left out of what is happening?



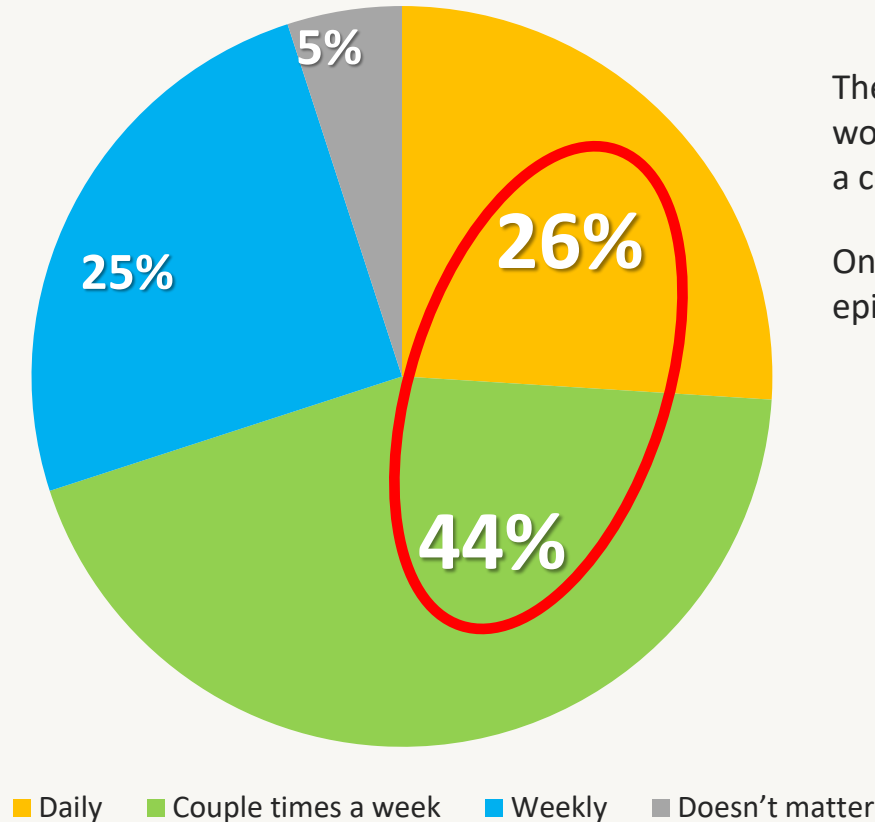
DELIVER EPISODES FREQUENTLY ENOUGH

RIGHT-SIZE YOUR PODCAST



PODCASTS **NEW EPISODES** TOTAL SAMPLE

How often do you want new episodes of podcasts?

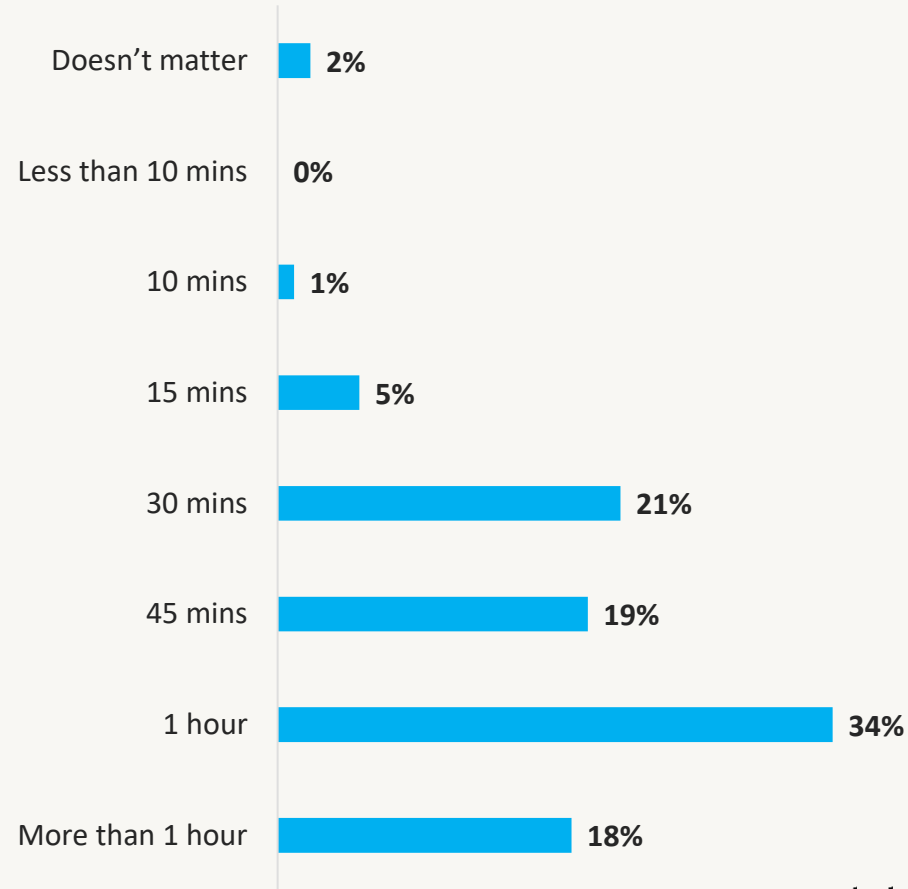


The majority of the audience would like new episodes at least a couple of times a week.

One in four would like new episodes once a day!

PODCAST IDEAL LENGTH

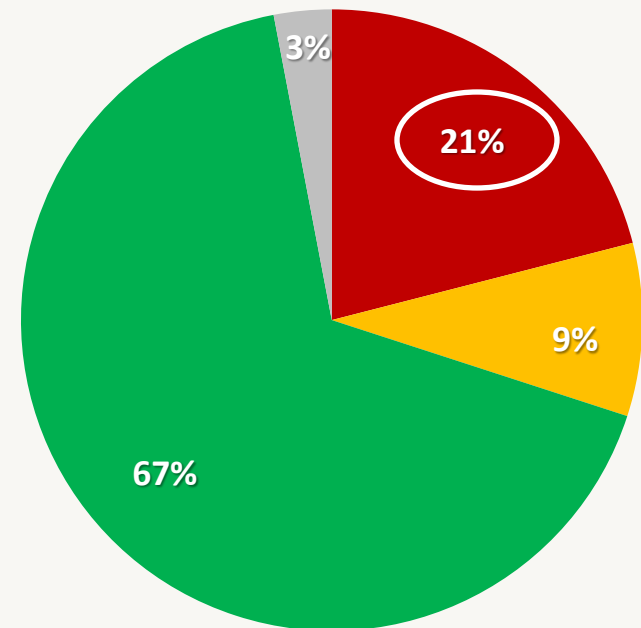
What is the ideal length of a podcast?



KEY POINT: 8 out of 10 podcast consumers want a podcast of an hour or less!

Half the audience wants the podcast to be LESS than an hour.

Do you find that podcasts are generally too long, too short or just about the right length for you?



Too long

Too short

Just the right length

Don't know

KEY POINT: One out of five feel podcasts are too long.

A photograph of three people sitting on a couch in a casual indoor setting, likely a podcast studio. On the left, a woman with long dark hair, wearing a brown sweater and an orange scarf, is smiling and looking towards the man in the middle. The man in the middle has a short beard and is wearing a white button-down shirt; he is also smiling and looking towards the man on the right. The man on the right is wearing a red baseball cap and a black t-shirt, looking towards the other two. Each person has a professional microphone on a stand in front of them. The background shows a window with natural light and some indoor plants. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the word 'SUMMARY' in large white letters and a blue bar below it with the text 'KEY POINTS / KEY ACTIONS' in white.

SUMMARY

KEY POINTS / KEY ACTIONS

SUMMARY KEY POINTS

1. There is huge momentum for podcasting and the audience feels they will increase their usage moving forward.
2. Most podcast consumers listen to/watch 3 or fewer titles per week – the consumer’s “shelf space” is 3 titles.
3. People LOVE their favorite podcast and give the great majority of usage to it.
4. The first 10-60 seconds are critical.
5. A large portion of your audience uses you in the background. They say there are often references to video that make them feel left out.
6. Half the audience wants your podcast to be less than an hour.



SUMMARY ACTION PLAN

1. Focus on perfecting execution of a “hook” at the start.
2. Make sure your first 60 seconds is welcoming to new and existing audience and has forward momentum.
3. Develop a playbook that creates more structure and forward momentum.
4. Work to eliminate the repeating of the same point, hosts talking over one another and other execution errors.
5. If you offer video content, make sure you give context for listeners not watching you.
6. Examine the length of your podcast to make sure you have the right length for your audience.
7. Consider how often you can and should offer new episodes.

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9/25: Strategies for discovery, trial, and conversion

10/9: How contests, hosts, and branding drive long-term success



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