



The Podcast Report 2022

The podcast is becoming an increasingly natural part of our day-to-day lives

54% of all Swedes between the ages of 18–79 listen to podcasts regularly, i.e. at least once a month, an increase of 3 percentage points since last year. The same increase can be seen among people who listen several times a week. Those who listen most are young people aged 18–29 and even though the proportion of podcast listeners in this age group was already high last year, it has continued to grow this year (+8%).

+3%

this many more say they listen to podcasts at least once a week.

65%

of everyone in the 18–29 age group listen to podcasts every week, an increase of 8 percentage points since 2021.

The apps most often used for listening to podcasts.



6 in 10

use the Spotify app to listen to podcasts.

Many say that listening to podcasts is time well spent.

Almost half of those who listen to podcasts at least once a week say that it is more enriching than screen time spent on a cellphone, tablet or computer.

1 in 2

in the 18–29 age group want to reduce their leisure screen time

47%

of all Swedes say that listening to podcasts is more enriching than screen time spent on a cellphone, tablet or computer



Podcasts have the ability to entertain and educate.

People who listen to podcasts do so primarily to learn more about different subjects (53%) and to be entertained (51%). Compared to last year, 6% more people indicate greater knowledge as the main reason why they listen to podcasts, and the majority believe that podcasts contribute to a fairly high or very high degree of knowledge about our society.

7 in 10

say that podcasts contribute to greater knowledge of society.

93%

of people who listen weekly discuss podcast content with others.

8 in 10

have great confidence in the truthfulness, reliability and accuracy of podcast content.

Documentaries overtake discussions

In last year's survey, discussion podcasts were the most popular podcast format on Spotify. But things have changed since then, and this year, documentaries are the listeners' preferred genre.

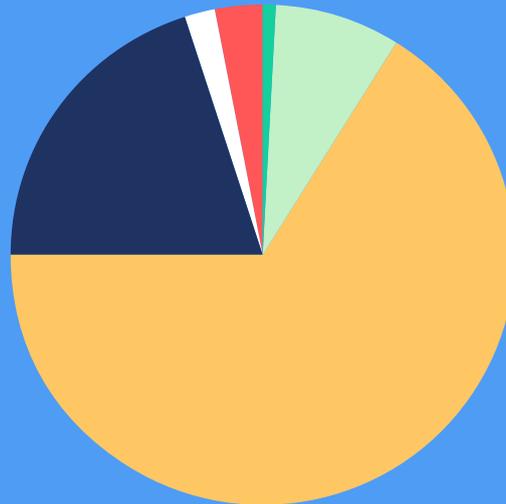


Listening is predicted to increase further

We have seen steady growth for podcasts on the Spotify platform in recent years – both in terms of listeners and number of podcasts available. And the growth is predicted to continue. Almost 9 out of 10 people who listen to podcasts every week believe that in two years they will listen at least as much as they do today. Only 9% believe they will listen a lot less or slightly less than they do now.

How often we think we'll be listening 2 years from now:

- Much less than today ●
- Somewhat more than today ●
- Somewhat less than today ●
- Much less than today ●
- Much more than today ●
- Unsure / Don't know ●



37%

of young people between 18–29 can imagine starting their own podcast.

Listener interest in starting their own podcast is still high, above all in the 18–29 age group. We see the greatest interest among young women, where 43% say they can imagine starting a podcast.

About the Podcast Report 2022

The Podcast Report is Spotify's annual current situation report on the power and role of the podcast in Sweden. The first edition of the report was published in May 2020. The report is based on a survey carried out by Kantar Sifo on behalf of Spotify. The survey was also supplemented with data from Spotify collected in 2021.

Kantar Sifo's survey was carried out in Kantar Sifo's online panel. This consists of a representative selection of the public between 18 and 79 years of age. A background question about podcast listening was put to 3002 people. 1000 interviews were then carried out in the group listening to podcasts at least once a week. The interviews were carried out in the period March 9-17, 2022.