

How People Enjoy Podcasts in Daily Life

Sept 2025



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01

Demography Profile

02

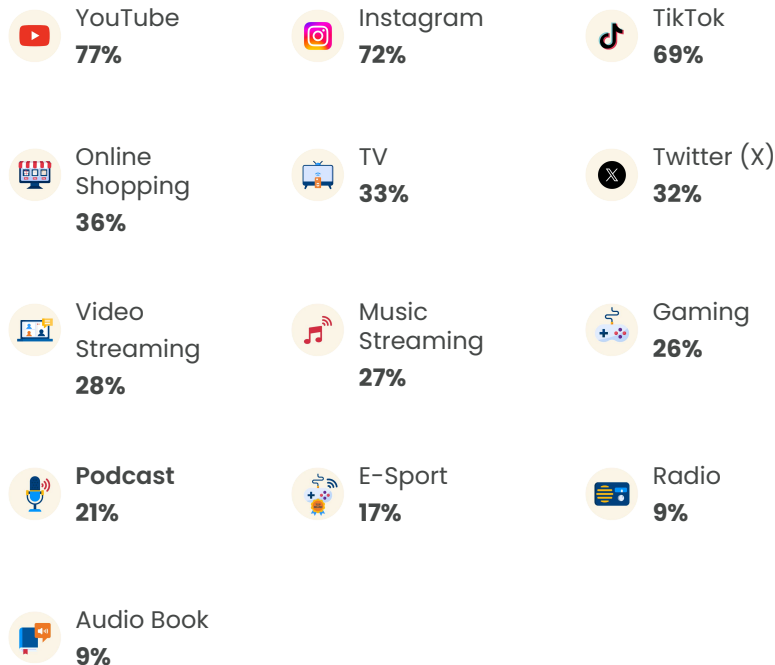
Podcast Insight

Podcasts are still a smaller part of the digital entertainment mix. Most people spend their time on platforms like YouTube, Instagram, and TikTok, which dominate everyday media consumption. Music and video streaming also have a broader reach compared to podcasts.

Only one in five people accessed podcasts in the past three months, placing them behind more visual or interactive formats. Traditional media like radio and TV still hold a presence, but digital-first platforms clearly lead the way in daily routines.



Digital Media Accessed in the Past 3 Months



Podcast usage is higher among the upper-class, working group, and Millennials. Upper SEC shows the strongest engagement with digital entertainment. Millennials listen more than Gen Z and Gen X, while working people are more active than those not working. Java residents also access TV and streaming more than those in Sumatra or other islands.

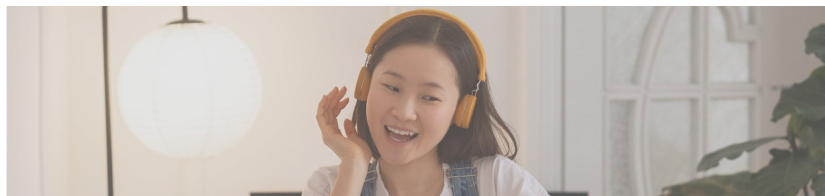
Digital Media Accessed in the Past 3 Months	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		A	B	C	A	B	A	B	C	A	B	A	B	C
Base	1100	873	142	85	550	550	427	447	226	907	191	532	557	11*
YouTube	77%	78%	71%	69%	79%	75%	83% BC	72%	73%	79% B	68%	71%	82% A	100%
Instagram	72%	72%	65%	78%	66%	78% A	80% BC	70% C	61%	72%	72%	70%	73%	91%
TikTok	69%	69%	70%	64%	62%	75% A	70%	68%	67%	68%	72%	71%	67%	55%
Online Shopping	36%	38% C	31%	24%	31%	41% A	44% BC	32%	28%	37%	32%	31%	40% A	36%
TV	33%	36% BC	24%	21%	31%	35%	43% BC	29%	22%	35% B	21%	26%	39% A	45%
Twitter (X)	32%	34%	28%	25%	29%	35% A	41% BC	28%	23%	34% B	26%	32%	32%	27%
Video Streaming	28%	30% BC	22%	18%	28%	28%	40% BC	22%	16%	31% B	14%	22%	34% A	27%
Music Streaming	27%	29% BC	19%	15%	24%	29%	36% BC	23% C	16%	30% B	13%	21%	32% A	27%
Gaming	26%	27%	21%	21%	30% B	22%	34% BC	21%	21%	28% B	16%	22%	30% A	27%
Podcast	21%	23%	15%	18%	20%	22%	32% BC	16%	11%	24% B	10%	17%	26% A	18%
E-Sports	17%	18% C	20% C	8%	21% B	14%	24% BC	14%	11%	19% B	8%	14%	21% A	0%
Radio	8%	9% B	3%	4%	7%	8%	13% BC	5%	4%	9% B	3%	5%	10% A	0%
Virtual Reality (VR)	6%	7%	7%	2%	6%	6%	9% BC	5%	3%	7% B	2%	4%	9% A	0%
Audiobook	5%	6%	3%	5%	5%	5%	9% BC	4%	2%	6%	3%	4%	6%	0%

*Low base

*Sig test against category CAPITAL LETTER is win sig-test at 95% confidence level to labelled column

People listen to podcasts mainly to learn something new, stay updated, and find inspiration. Many also listen to podcasts for entertainment or simply to fill spare time, showing that podcasts provide both meaningful content and entertainment that fit naturally into various parts of daily life.

When choosing a podcast platform, ease of access from a mobile or laptop is the most important factor. People also prefer platforms with a wide range of content, high-quality programs, and familiar podcasters. Cost is rarely a deciding factor, suggesting that convenience and content quality matter more than whether the platform is free.



Considerations in Choosing Podcast Platforms

Ease of access from mobile devices and desktop	66%
Availability of various interesting podcast programs	61%
High quality podcast programs	53%
My favorite podcasters are on the platform	41%
There are no subscription/access fees	8%

Reasons for Enjoying Podcasts

Seeking inspirations or learning new things	69%
Staying up-to-date with the latest information	63%
Looking for entertainment	55%
Fill the free time	51%
Following the latest trends	21%

Millennials and upper socioeconomic groups are more selective when choosing podcast platforms. They place greater emphasis on content variety, program quality, and whether their favorite podcasters are present. Ease of access remains the top factor for most people, but Millennials also show a stronger preference for high-quality and personally relevant content.

Considerations in Choosing Podcast Platforms	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		A	B	C	A	B	A	B	C	A	B	A	B	C
Base	234	197	22*	15*	112	122	136	73	25*	214	20*	88	144	2*
Ease of access from mobile devices and desktop	66%	69%	41%	67%	70%	62%	65%	67%	64%	64%	80%	72%	63%	50%
Availability of various interesting podcast programs	61%	60%	64%	60%	59%	62%	68% B	52%	48%	61%	55%	59%	62%	50%
High quality podcast program	53%	55%	45%	33%	49%	56%	57%	49%	36%	53%	45%	43%	59% A	0%
My favorite podcasters are on the platform	41%	43%	36%	20%	37%	44%	46%	37%	24%	43%	20%	31%	46% A	100%
There are no subscription/access fees	8%	7%	14%	13%	11%	6%	6%	11%	12%	7%	15%	9%	8%	0%

*Low base

*Sig test against category CAPITAL LETTER is win sig-test at 95% confidence level to labelled column

While most people listen to podcasts for inspiration, learning, and entertainment, there are unique preferences among groups. Upper socioeconomic listeners, interestingly, are more likely to mention free access as a reason for choosing podcasts, meaning that value for money still matters even among higher economic groups.

Reasons for Enjoying Podcasts	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		A	B	C	A	B	A	B	C	A	B	A	B	C
Base	234	197	22*	15*	112	122	136	73	25*	214	20*	88	144	2*
Seeking inspirations or learning new things	69%	70%	68%	53%	69%	69%	67%	74%	64%	68%	75%	68%	69%	50%
Staying up-to-date with the latest information	63%	63%	64%	60%	61%	65%	67%	56%	60%	63%	60%	56%	67%	100%
Looking for entertainment	55%	57%	45%	40%	57%	52%	57%	53%	48%	56%	45%	49%	58%	50%
Fill the free time	51%	50%	64%	47%	52%	50%	53%	41%	68%	51%	50%	55%	49%	50%
Following the latest trends	21%	20%	27%	27%	24%	18%	27% B	12%	12%	22%	10%	17%	24%	0%

*Low base

*Sig test against category CAPITAL LETTER is win sig-test at 95% confidence level to labelled column



When it comes to enjoying video podcasts, most people prefer to watch the entire episode from start to finish. Two out of three viewers say they commit to the full video, reflecting **strong interest**. Others are more selective, choosing to watch only when the **guest stars are interesting**. A smaller portion prefers multitasking by simply listening to the audio while doing other activities, reflecting how podcast content continues to adapt to busy, mobile lifestyles.

When enjoying a video podcast, which of the following statements describes you?

I will watch the full video	66%
I will watch the video if there are interesting guest stars	26%
I just listen to the audio while doing other activities	5%
I will watch the video if the editing is interesting	3%

Podcast consumption has become a regular habit, with most listeners tuning in two to three times a week. A smaller group listens daily, while very few engage less than once a week, implying that podcasts have become a regular part of daily activities.

Evening remains the preferred time to enjoy podcasts, especially between 8 PM and 10 PM, as part of their evening routine, whether relaxing or doing other things. Podcasts often accompany these calm, personal moments.

Most listeners prefer episodes that run between 30 and 60 minutes, indicating a need for meaningful content that is still practical to consume. Short episodes attract less attention, though a small group is comfortable with sessions over an hour.

Podcast Frequency*

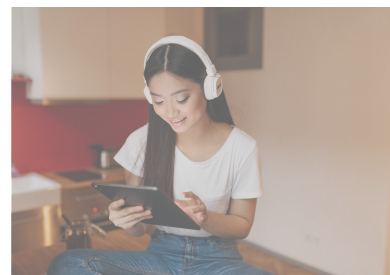
Every day	15%
2-3x a week	53%
4-6x a week	12%
1x a week	15%
1x in 2-3 weeks	4%

Podcast Listening Time

09.00 - 11.00	6%
11.00 - 14.00	7%
14.00 - 17.00	11%
17.00 - 20.00	27%
20.00 - 22.00	43%
At >22.00	6%

Ideal Podcast Duration*

< 20 minutes	4%
20 - 30 minutes	29%
30 - 60 minutes	47%
60 minutes	12%
> 60 minutes	9%



Top 10 Podcast Genres



Education
69%



Health & Lifestyle
45%



Motivation & Inspiration
64%



Technology
39%



Comedy
55%



Religion
32%



Self-development
55%



Politics & News
32%



Business
47%



Horror & Mystery
31%

Podcast listeners prefer content that is insightful and useful. Education, motivation, comedy, and self-development are the most popular, while business, health, and technology also draw strong interest. Fiction and niche genres attract smaller audiences.

Interview formats are most preferred, followed by multi-host sessions. Solo formats are less popular.

Video podcasts dominate, but many enjoy a mix of video and audio. Pure audio formats are the least favored, underscoring listener preference for visual formats.

Favorite Podcast Style

One-on-one interview	62%
Multi-host podcast	26%
Solo podcast/monologue	12%

Preferred Podcast Format

Video podcast	54%
Audio podcast	7%
Both of them	39%

Education and motivation are the most preferred podcast genres, especially among females who favor motivational and inspirational topics. Males lean toward technology, politics, and socio-cultural themes, while millennials show a stronger interest in business and tech content. Upper SEC audiences also explore broader topics such as technology, socio-cultural, and sports.

Top Podcast Genres	Total	Region			Gender		SEC			Occupation		Age Group		
		Java	Sumatra	Other Islands	Male	Female	Upper	Middle	Lower	Working	Not Working	Gen-Z	Millennial	Gen-X
		A	B	C	A	B	A	B	C	A	B	A	B	C
Base	234	197	22*	15*	112	122	136	73	25*	214	20*	88	144	2*
Education	69%	72%	55%	53%	75%	64%	68%	66%	84%	70%	65%	70%	68%	100%
Motivation & Inspiration	64%	61%	77%	73%	57%	70% A	65%	59%	72%	63%	75%	63%	65%	0%
Comedy	55%	59%	32%	40%	57%	53%	55%	59%	44%	55%	55%	57%	54%	50%
Self-development	55%	54%	68%	40%	52%	57%	57%	44%	76%	54%	60%	53%	56%	0%
Business	47%	47%	45%	40%	51%	43%	48%	44%	48%	47%	45%	38%	52% A	50%
Health & Lifestyle	45%	44%	50%	53%	42%	48%	49%	38%	40%	45%	45%	39%	49%	0%
Technology	39%	41%	36%	27%	53% B	27%	48% B	27%	28%	41%	20%	27%	47% A	0%
Religion	32%	32%	45%	20%	37%	29%	31%	37%	28%	32%	35%	25%	37%	50%
Politics & News	32%	34%	45%	0%	42% B	24%	32%	27%	48%	33%	30%	26%	36%	50%
Horror & Mystery	31%	30%	36%	33%	29%	33%	35%	26%	28%	31%	35%	28%	33%	0%
Family & romance	27%	28%	23%	13%	21%	32%	27%	29%	20%	28%	20%	22%	31%	0%
Socio-cultural	24%	25%	27%	13%	32% B	17%	29% B	15%	28%	24%	30%	19%	28%	0%
Stories & Dramas	23%	23%	18%	20%	19%	26%	27%	18%	12%	24%	10%	15%	28% A	0%
Sport	21%	21%	18%	20%	29% B	12%	27% B	11%	12%	21%	10%	11%	26% A	50%

*Low base

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Deddy Corbuzier stands out as the most top-of-mind podcaster, recalled by nearly four in ten respondents. He is followed by Denny Sumargo, whose emotionally driven content also leaves a strong impression. Other names like Raditya Dika, Praz Teguh, and Vindes appear with smaller yet notable recognition among listeners.

Most Memorable Podcaster

Deddy Corbuzier (Close The Door)	39%	
Denny Sumargo (Curhat Bang)	20%	
Raditya Dika	10%	
Praz Teguh	4%	
Vindes (Vincent Desta)	3%	
Podkesmas	2%	
Timothy Ronald (Akademi Crypto)	2%	Cut off 1%
None / don't know	7%	



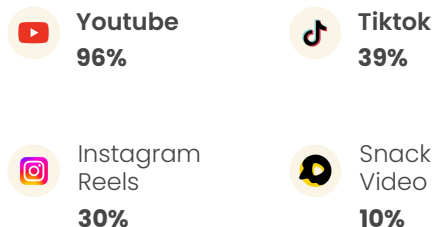
Video remains the preferred podcast format, with more than half choosing it over audio. YouTube dominates as the main platform for watching video podcasts, far ahead of TikTok and Instagram Reels. Most viewers tune in from home, while some also watch during work hours or while commuting, showing that podcasts are easily integrated into everyday life.

Podcast Formats

Video podcast	54%
Audio podcast	7%
Both of them	39%

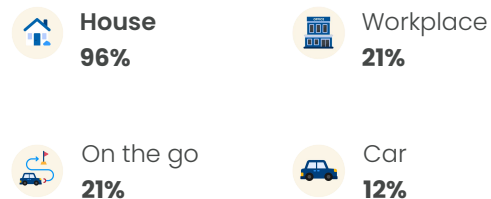
Main Platform for Video Podcasts

n who watch video podcast = 218



Location When Watching Video Podcast

n who watch video podcast = 218



While video dominates, a notable share of listeners still enjoy audio formats, as their preferred format or together with video. Spotify leads as the most-used platform for audio podcasts, far ahead of others like Google Podcasts, Noice, and Soundcloud. Most people listen at home, but audio podcasts are also popular on the go, in cars, and at work, making it easy to enjoy while doing other daily tasks.

Podcast Formats

Video podcast	54%
Audio podcast	7%
Both of them	39%

Main Platform for Audio Podcasts

n who listen to audio podcast = 107

 **Spotify**
87%

 Google Podcasts
30%

 Noice
17%

 Soundcloud
13%

 Anchor
8%

 Apple Podcast
8%

 Overcast
6%

 Inspigo
6%

 Player.fm
3%

Location When Listening to Audio Podcast

n who listen to audio podcast = 107

 **House**
88%

 Journey
44%

 Car
29%

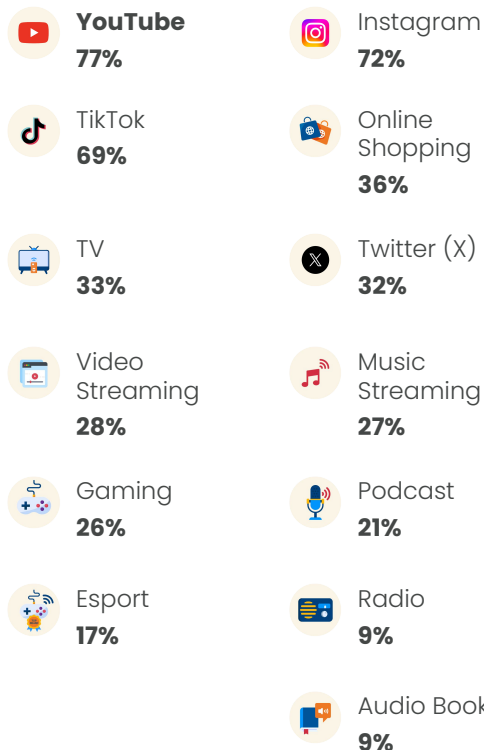
 Workplace
21%

Most audio content listeners spend 1 to 2 hours per day listening to digital audio content such as music, podcasts, or radio. Listening usually happens at home, but many also tune in while commuting, working, or moving between places.

This pattern reflects how audio content fits **naturally into daily routines**, accompanying users through different activities, from resting to commuting.



Digital Media Accessed in the Past 3 Months



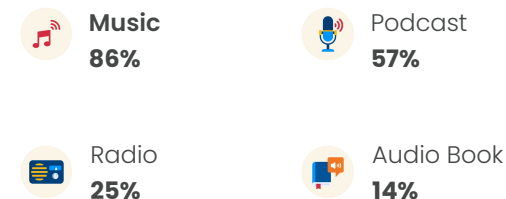
Daily Audio Listening Duration

n who listen to audio content = 454

Less than 1 hour	17%
1–2 hours	65%
2–4 hours	13%
More than 4 hours	5%

Common Audio Content Type

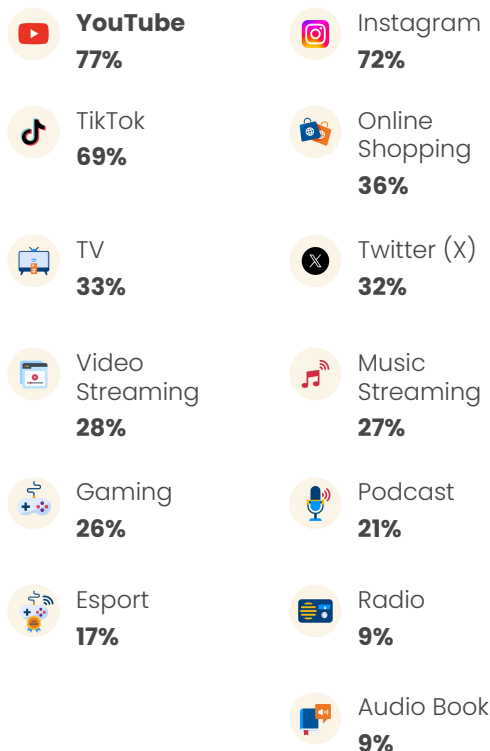
n who listen to audio content = 454



Among those who listen to podcasts, radio, or audiobooks but not music, mobile devices are dominating their choices.

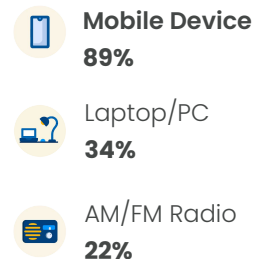
Nearly 9 out of 10 use their phones or tablets to access audio content.

Digital Media Accessed in the Past 3 Months



General Audio Device

n who listen to podcast, radio, or audiobook but not music = 158





Similarly, among listeners who enjoy audio content in the car, most rely on mobile devices such as smartphones or tablets. This group shows high mobility and, hypothetically speaking, prefers on-demand access.

Audio Listening Location

n who listen to audio content = 454

**House**
88%**Journey**
41%**Workplace**
33%**Car**
28%

In-Vehicle Audio Device

n who listen to audio in vehicle = 231

**Streaming from mobile via Bluetooth**
86%**AM/FM Radio**
43%**Audio from CD/Flashdisk/Tablet**
33%

03

Summary

Podcast Listening Habits in Indonesia

The role of podcasts in daily life

Podcasts are still a smaller part of digital entertainment,

with only 1 in 5 accessing them in the past 3 months. YouTube, Instagram, and TikTok remain the most dominant platforms.

Podcast audiences skew toward upper socioeconomic groups,

working individuals, and Millennials who engage more deeply with a variety of content.

People listen to podcasts mainly to learn, stay updated, and find inspiration,

with ease of access and content quality being the top reasons for platform choice.

Millennials and upper SEC audiences are more selective,

valuing variety, relevance, and high-quality programs. Even among higher-income users, free access still matters.

Podcast Listening Habits in Indonesia

The role of podcasts in daily life

Video podcasts are more popular than audio,

with YouTube as the main platform. Most people prefer watching full episodes at home, especially in the evening.

Audio podcast listeners often use mobile devices

while commuting or multitasking. Spotify is the most-used platform for audio content.

Listening habits show podcasts are part of daily routines,

fitting into moments of relaxation, mobility, or productivity.

The Team



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Criteria based recruiting | Panel selection | Panel engagement

Basic Demographic

Gender | Age | Marital status |
Highest education level

Finance

Monthly income | Monthly
expense | Bank transaction
frequency | E-wallet

1M+ Panel
Size

**Panel
SES**

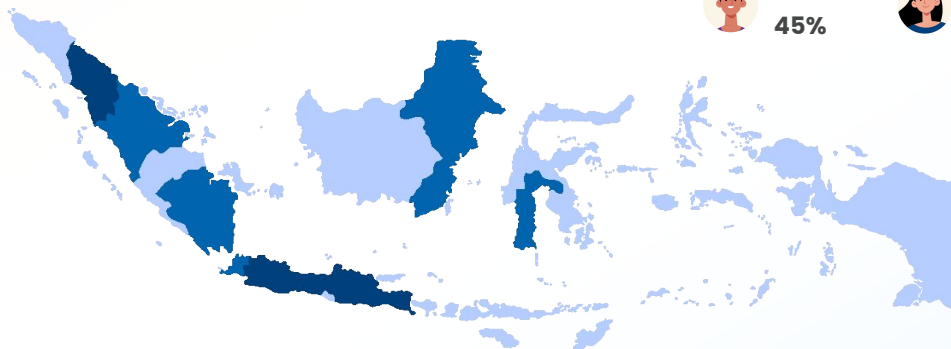
 Upper
28%

 Middle
37%

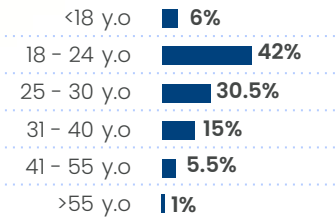
 Lower
35%

 Male
45%

 Female
55%



PANEL AGE



HOBBY, LIFESTYLES & APPEARANCE

-  Smoking
-  Pet
-  Workout frequency
-  Hijab usage

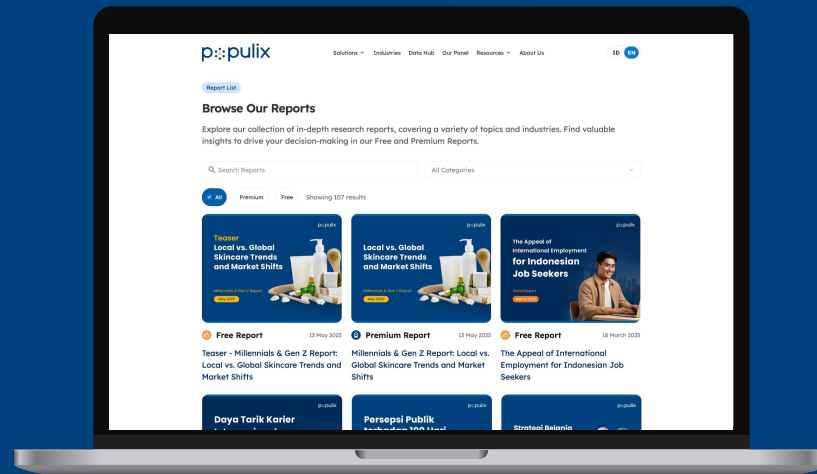
MEDIA & ENTERTAINMENT

-  Media preference
-  Phone brand
-  Social media
-  Data provider

SPENDING BEHAVIOUR

-  E-commerce
-  Shopping frequency
-  Payment preference
-  Household spending

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