

## Podcasts

A podcast is a series of on-demand audio files that focus on a certain topic or have an overall theme. They are free to listeners and can be downloaded online, via smartphones, computers, or tablets. Thousands of podcasts are produced weekly, and listeners can subscribe to their favorite podcasts to get notified when a new episode becomes available.

- 222 million (78%) P12+ are familiar with audio podcasts, while 162 million (57%) have ever listened to a podcast.<sup>1</sup>
  - 74% of African Americans and 52% of Hispanics 12+ are familiar with podcasts.<sup>7</sup>
  - 41% of P12+ listened to podcasts in the last month – nearly double from 17% in 2015.<sup>1</sup>
    - 28% listened in the last week.<sup>1</sup>
  - 33% of African Americans and 24% of Hispanics listened in the last month.<sup>7</sup>
    - 17% of African Americans and 18% of Hispanics listened in the last week.<sup>7</sup>
- U.S. weekly podcast listeners averaged about 5.1 podcast shows in the last week.<sup>1</sup>
  - One in four now listen to podcasts weekly, dominated by millennials at 48% and Gen Z at 43%.<sup>2</sup>
- In 2021, 57% of P12+ had ever listened to a podcast, an all-time high – increasing from 44% in 2018, 40% in 2017 and 36% in 2016.<sup>1</sup>
- Despite the pandemic, podcast advertising increased 42% from April 2020 to September.<sup>5</sup>
  - In April, the average number of ads per podcast was 2.7 then jumped 22% to 3.3 in September.<sup>5</sup>
- According to Podsights Benchmark Report, podcast advertising created an average visitor lift of 80% across 11 industries.<sup>10</sup>
  - Average lift for purchase events was 121% across these industries.<sup>10</sup>
  - Average lift for lead events was 144% across these industries.<sup>10</sup>
- Podcast listeners listen to multiple podcasts each week - an average of six per week.<sup>1</sup>
  - Listen to one podcast per week: 11%<sup>1</sup>
  - Listen to two podcasts weekly: 15%<sup>1</sup>
  - Listen to three podcasts weekly: 14%<sup>1</sup>
  - Listen to four-five podcasts weekly: 21%<sup>1</sup>
  - Listen to six-10 podcasts weekly: 19%<sup>1</sup>
  - Listen to 11 or more podcasts weekly: 19%<sup>1</sup>
- Podcast audiences have tripled since 2017.<sup>3</sup>
  - As of Q2 21, A18+ ad-supported share for podcasts was 11%, 3x higher from 4% in Q2 2017.
- Sources that U.S. Latino monthly listeners use to discover new podcasts:<sup>9</sup>
  - Social media posts: 67%<sup>9</sup>
  - Recommendations from friends/family: 63%<sup>9</sup>
  - Searching the internet: 62%<sup>9</sup>
  - Advertisements on other audio programs: 38%<sup>9</sup>
  - Recommendations on AM/FM radio: 36%<sup>9</sup>
- 44% of A18+ said the most popular location to listen to a sports-related podcast via AM/FM radio was at home, while 29% said in the car.<sup>4</sup>

- Podcast listener demographics A18+<sup>6</sup>
  - Male: 58%
  - Female: 42%
  - White: 71%
  - Hispanic: 13%
  - Black: 10%
  - Other (Asian, non-Hispanic, etc.): 13%
  - Age
    - 16-24: 21%
    - 25-34: 24%
    - 35-44: 21%
    - 45-54: 14%
    - 55+: 20%
- 36% of U.S. Latinos have ever listened to a podcast that was mostly English while 24% have ever listened to a podcast that was mostly in Spanish.<sup>9</sup>
- Of those adults 18+ who have listened to a podcast in the last 30 days<sup>8</sup>:
  - 66% are homeowners
  - 62% work full-time jobs
  - 52% are married
  - 50% have received a bachelor's or graduate degree
  - 43% have a HH size of three-four
  - 33% are a parent with a child living in the HH

Sources: 1) The Infinite Dial 2021 - Edison Research/Triton Digital; 2) Jacobs Media Tech Survey 2021; 3) Edison Research, Share of Ear Q2 2021; 4) Statista; Morning Consult, March 2020; 5) Magellan AI, Top 400 podcast database, Q4 2018 – Q3 2020; 6) Edison Research, Podcast One, Ad Results Media, Super Listeners 2020; 7) The Infinite Dial 2020 - Edison Research/Triton Digital A Look at African Americans & Hispanics; 8) MRI-Simmons Doublebase 2020; 9) Edison Research, Latino Podcast Listener Report; 10) Podsights Benchmark Report Q1 2021