



podcastone



AD RESULTS  
M E D I A

# SUPER LISTENERS 2020



# Share of Ear<sup>®</sup>

Americans' Share of Time Spent  
Listening to Audio Sources  
**Q3 2020**

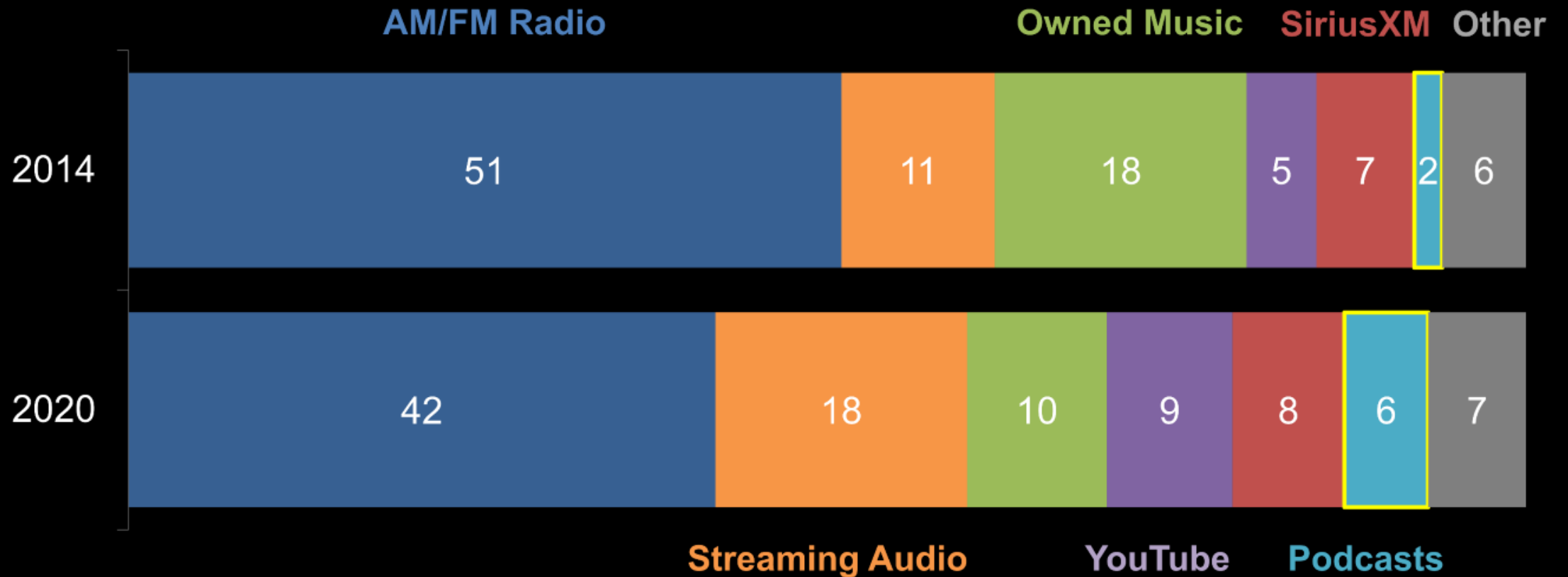


## Survey Methodology:

- 4,000+ interviews updated 3<sup>rd</sup> Quarter 2020
- National sample 13+
- Online and offline
  - Tracked since 2014
- Offered in English and Spanish
- 2,000+ interviews fielded during COVID-19 disruptions

## Share of Time Spent Listening to Audio Sources

U.S. Population 13+



YouTube for music and music videos only

AM/FM Radio includes over the air and radio streams

Streaming Audio includes pure plays such as Pandora, Spotify, and others

Edison Research Share of Ear® 2020



# WHO ARE SUPER LISTENERS?

## SURVEY METHODOLOGY

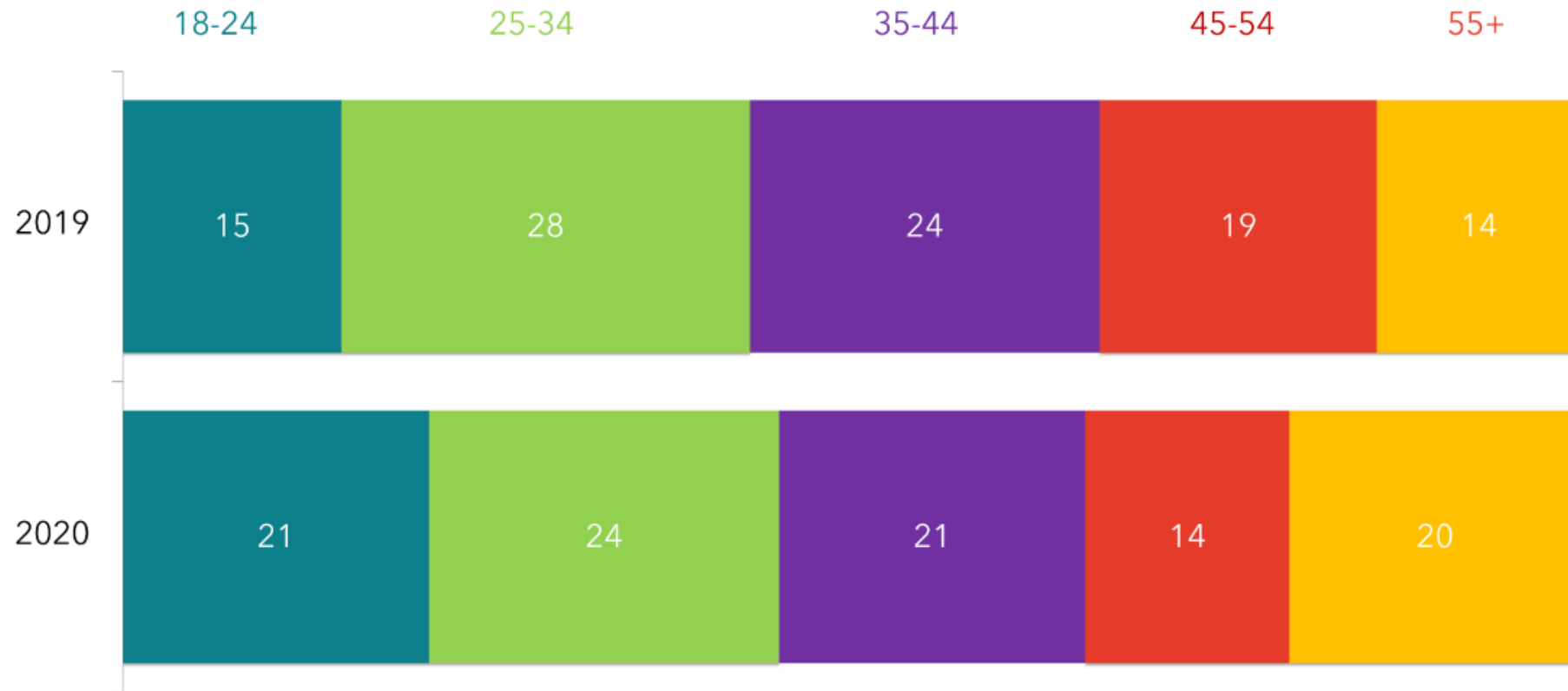
- 1,000 online interviews conducted in October 2020
- Trended with Super Listeners 2019 study
- All respondents reported listening to podcasts for at least 5 hours per week
- Data were weighted by age, sex, and race to reflect the demographics of weekly podcast listeners as found in the Infinite Dial 2020

# SUPER LISTENER DEMOGRAPHICS: GENDER



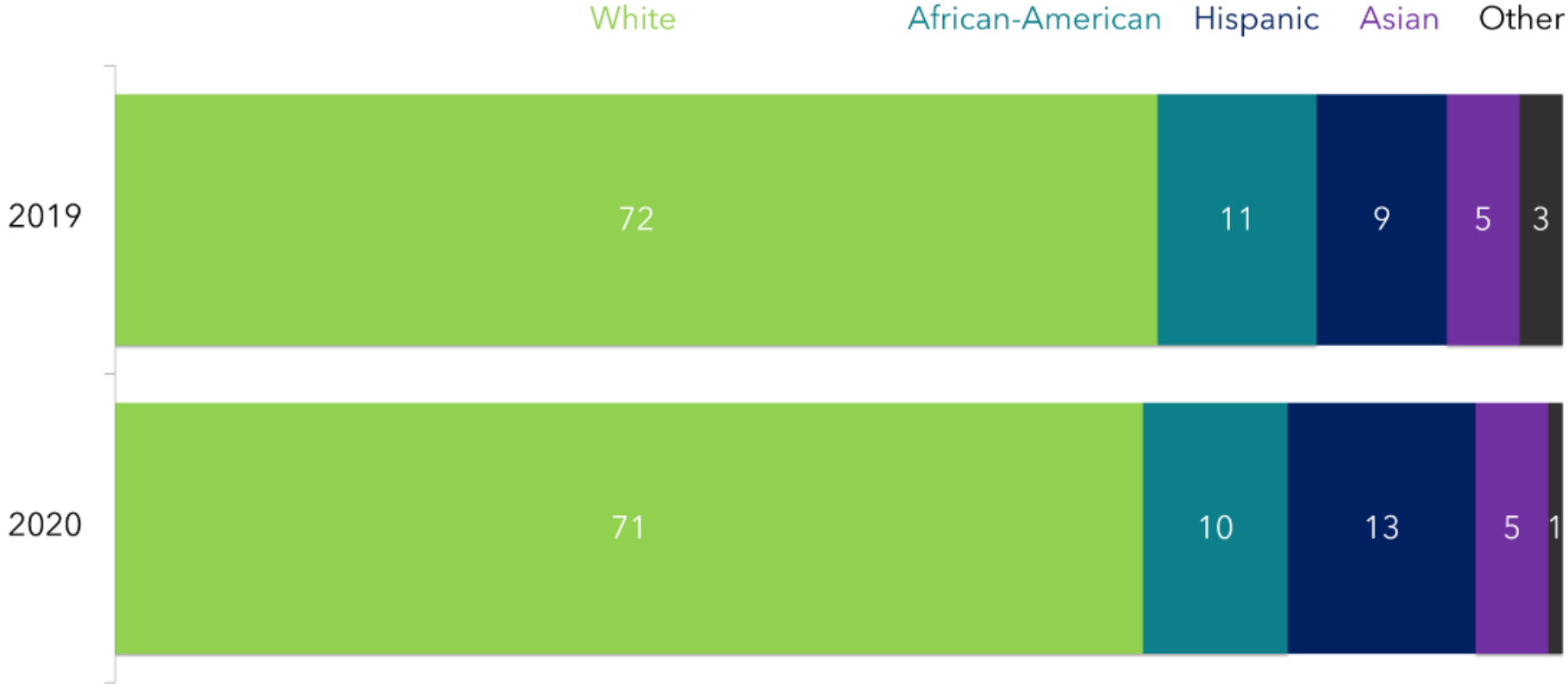
Base: Listen to podcasts for at least 5 hours per week

# SUPER LISTENER DEMOGRAPHICS: AGE



Base: Listen to podcasts for at least 5 hours per week

# SUPER LISTENER DEMOGRAPHICS: ETHNICITY



Base: Listen to podcasts for at least 5 hours per week

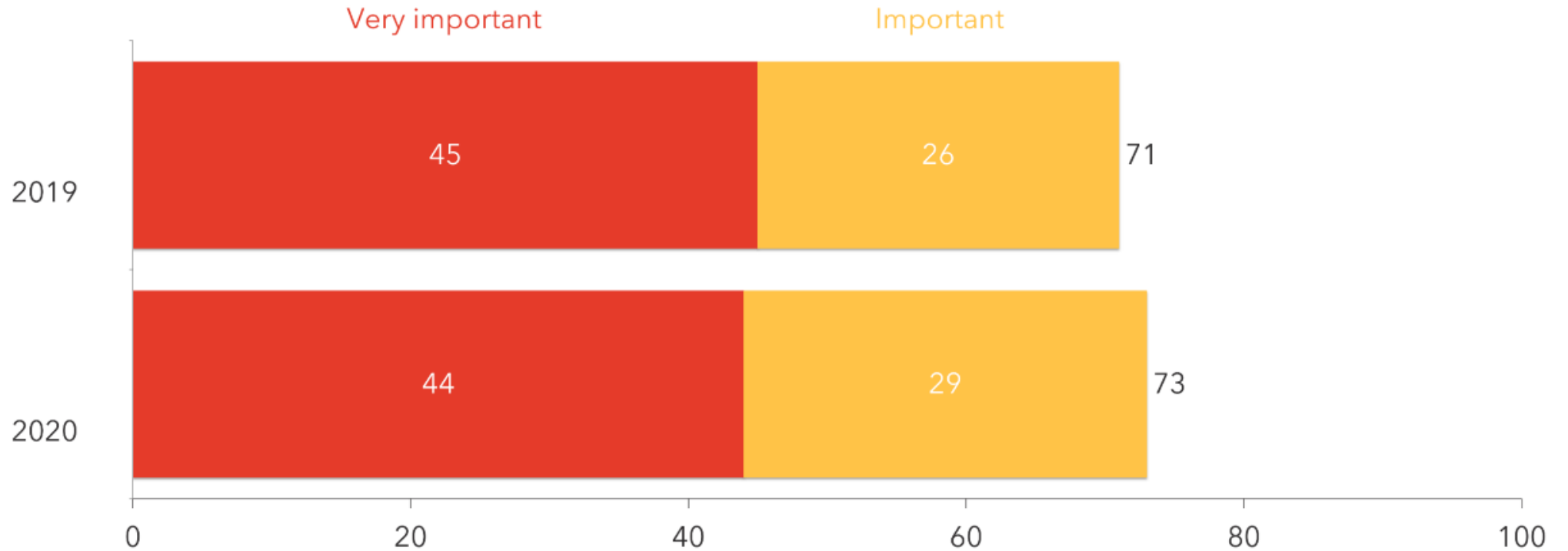


# WEEKLY TIME SPENT LISTENING TO PODCASTS:



Base: Listen to podcasts for at least 5 hours per week

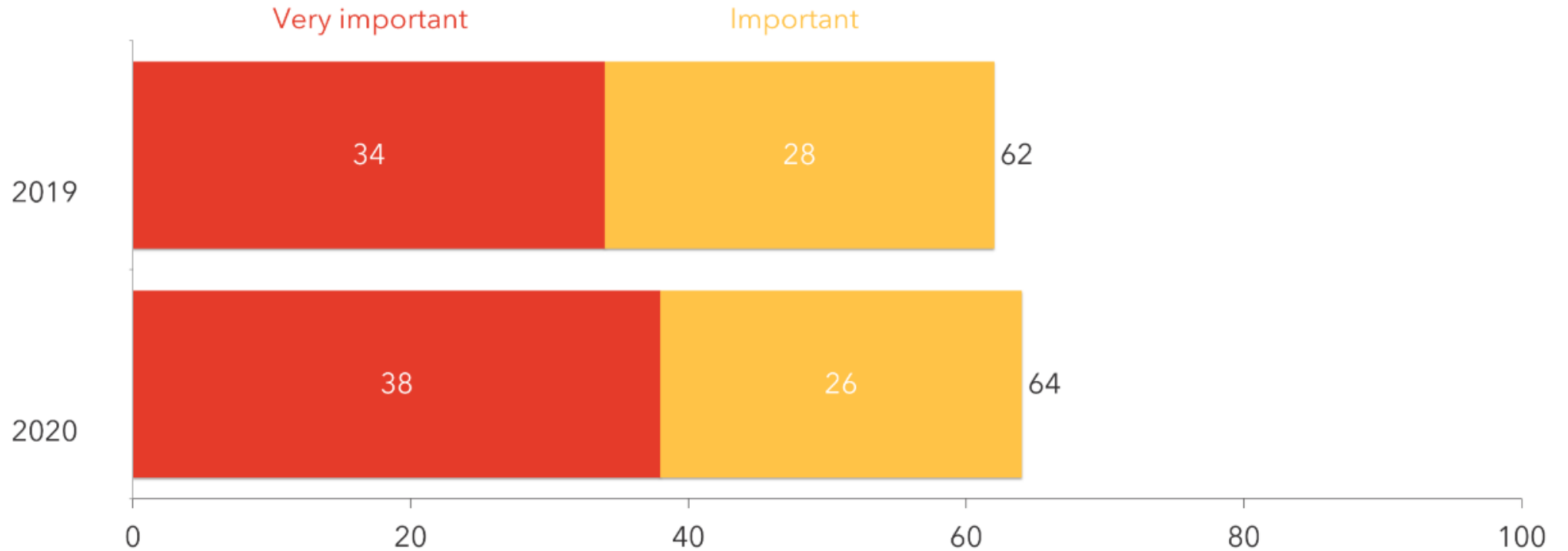
# HOW IMPORTANT IS IT TO YOU TO WATCH/LISTEN TO PROGRAMS **WHENEVER** YOU WANT



% saying "very important" (5) or "important" (4) on a 5-point scale

Base: Listen to podcasts for at least 5 hours per week

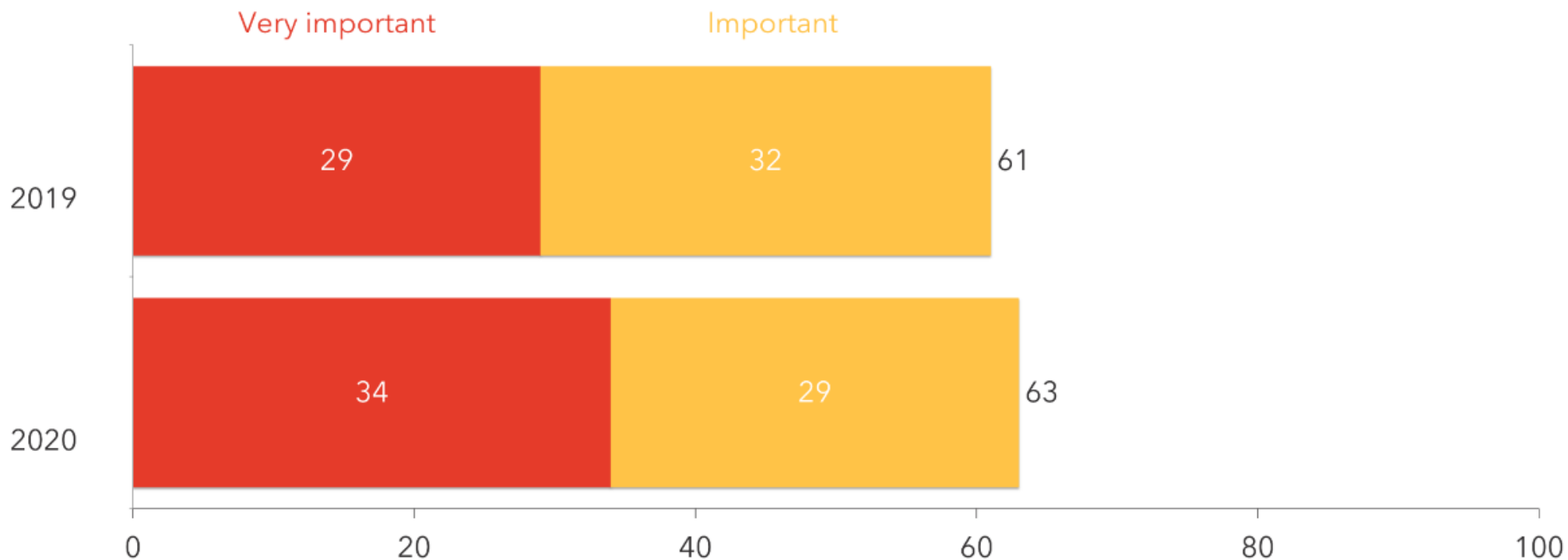
# HOW IMPORTANT IS IT TO YOU TO WATCH/LISTEN TO PROGRAMS **WHEREVER** YOU WANT



% saying "very important" (5) or "important" (4) on a 5-point scale

Base: Listen to podcasts for at least 5 hours per week

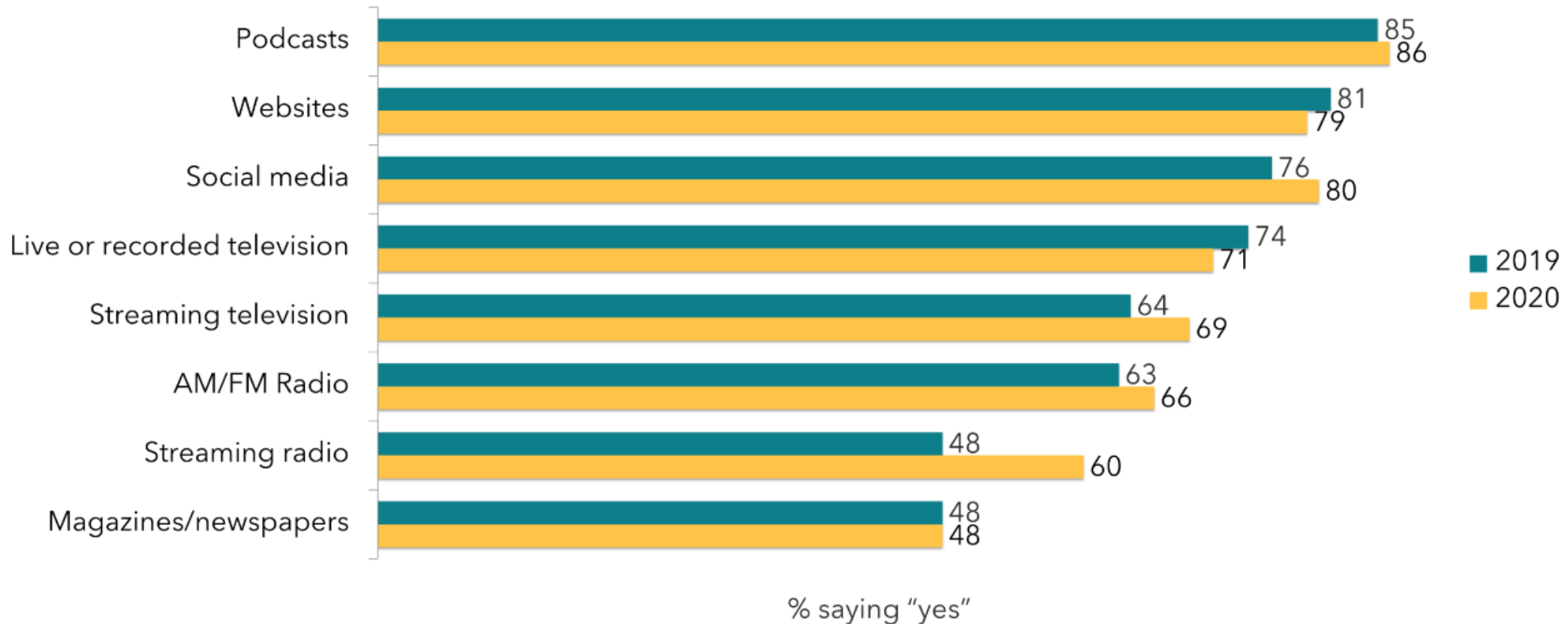
# HOW IMPORTANT IS IT TO YOU TO WATCH/LISTEN UNIQUE CONTENT THAT YOU CANNOT GET ELSEWHERE?



% saying "very important" (5) or "important" (4) on a 5-point scale

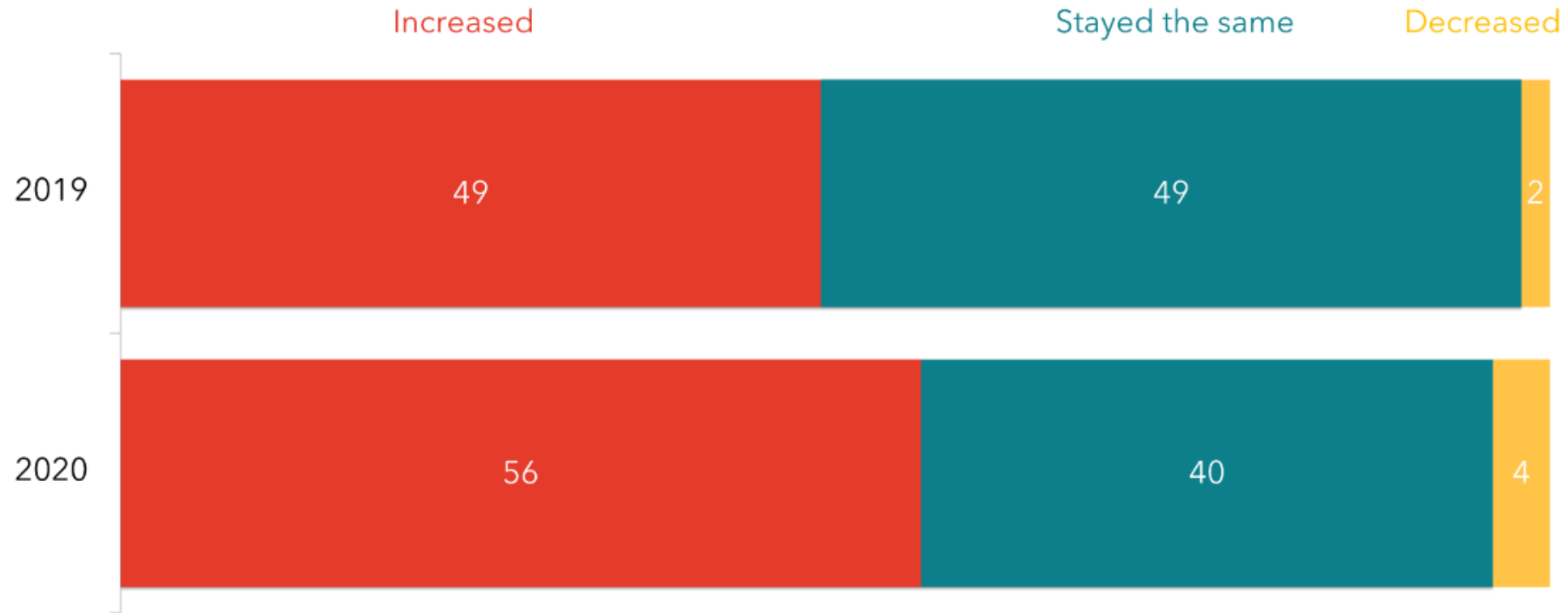
Base: Listen to podcasts for at least 5 hours per week

# IN THE LAST WEEK, HAVE YOU SEEN OR HEARD ADVERTISING IN ANY OF THE FOLLOWING PLACES?



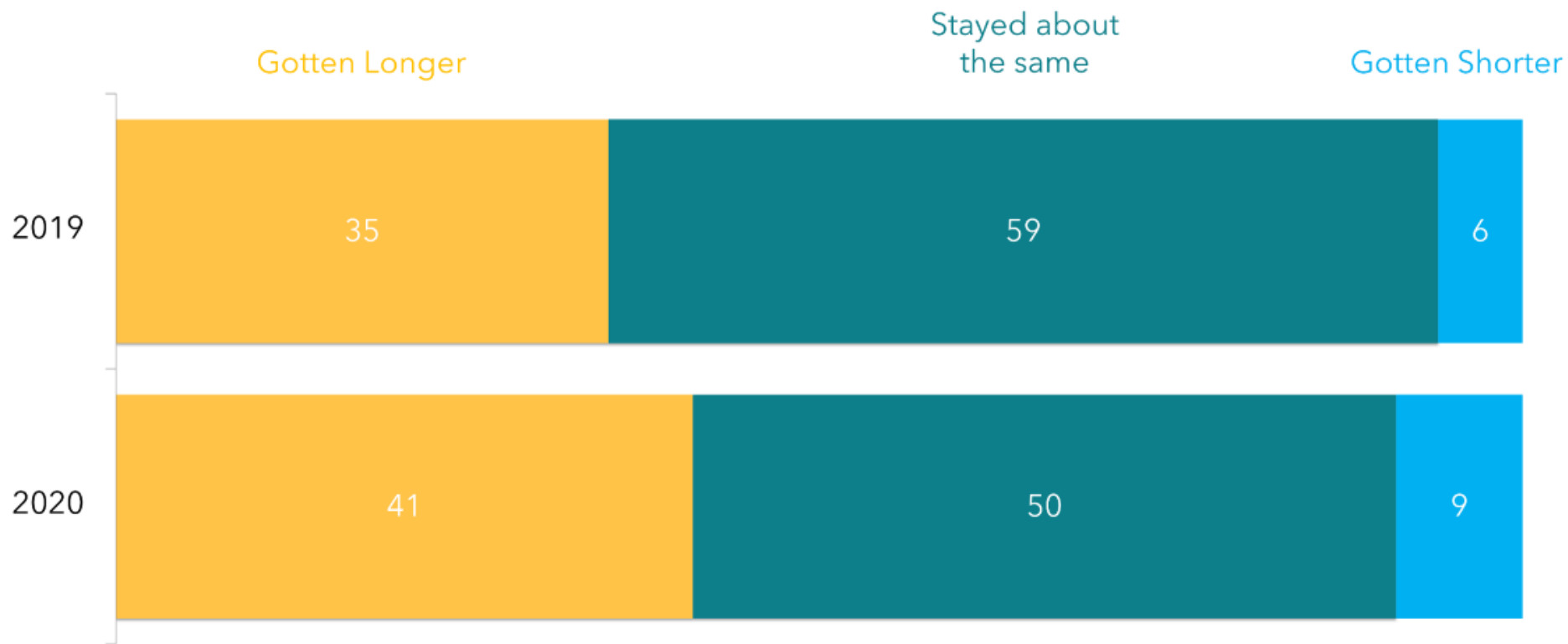
Base: Listen to podcasts for at least 5 hours per week

# COMPARED TO ONE YEAR AGO, DO YOU THINK THAT THE TOTAL NUMBER OF ADS IN THE PODCASTS YOU REGULARLY LISTEN TO HAS...?



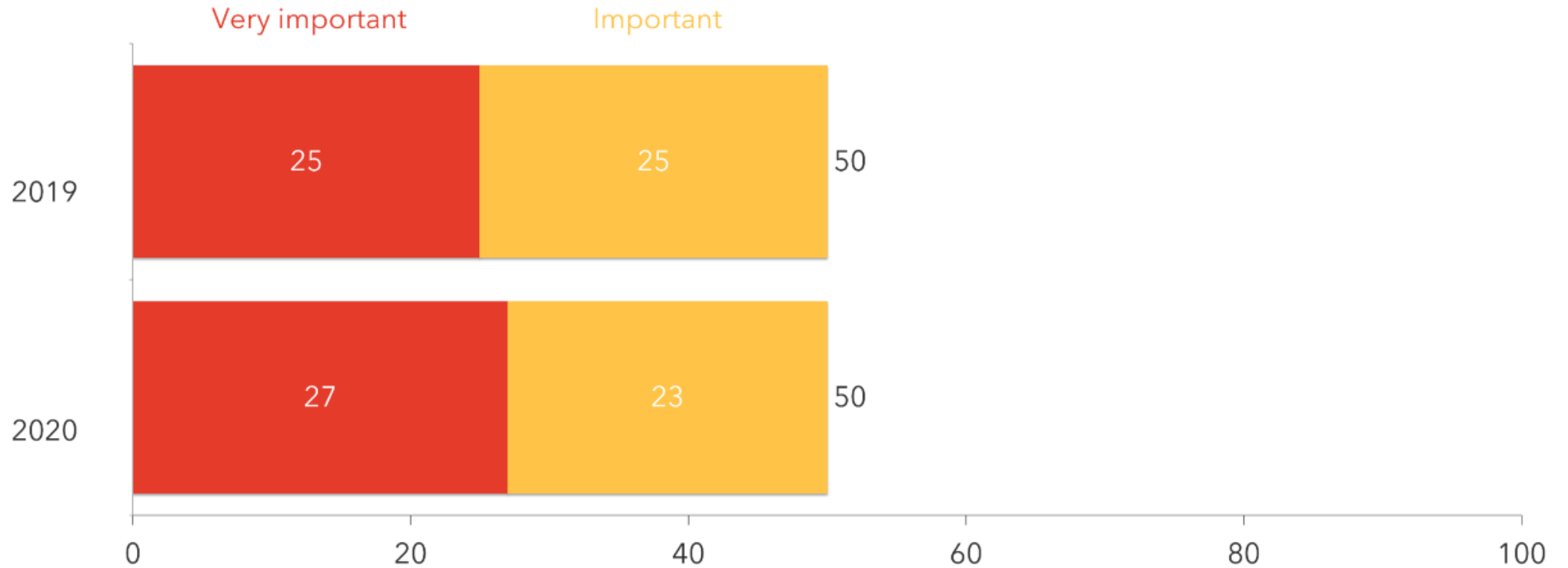
Base: Listen to podcasts for at least 5 hours per week

# COMPARED TO ONE YEAR AGO, DO YOU THINK THE LENGTH OF THE AVERAGE ADVERTISING BREAK IN THE PODCASTS YOU REGULARLY LISTEN TO HAS...?



Base: Listen to podcasts for at least 5 hours per week

# HOW IMPORTANT IS IT TO YOU TO LIMIT YOUR EXPOSURE TO ADVERTISING?

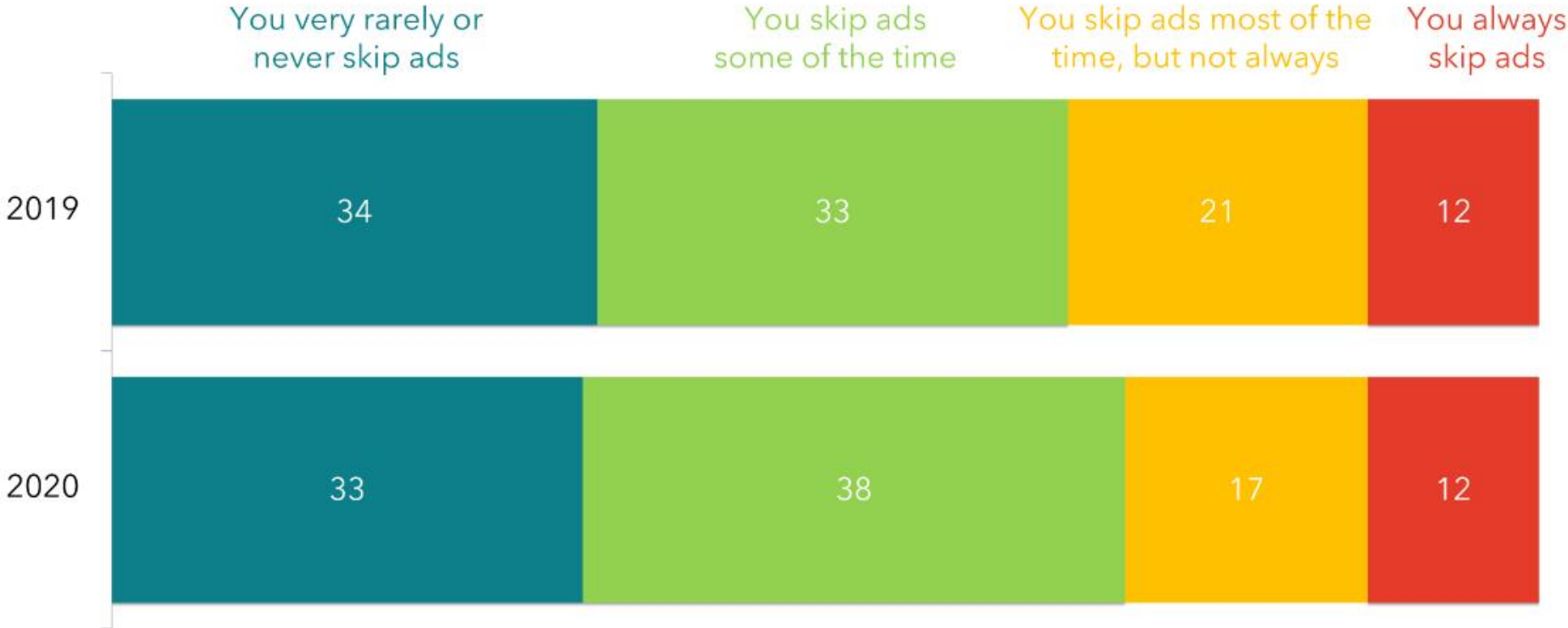


% saying "very important" (5) or "important" (4) on a 5-point scale

Base: Listen to podcasts for at least 5 hours per week

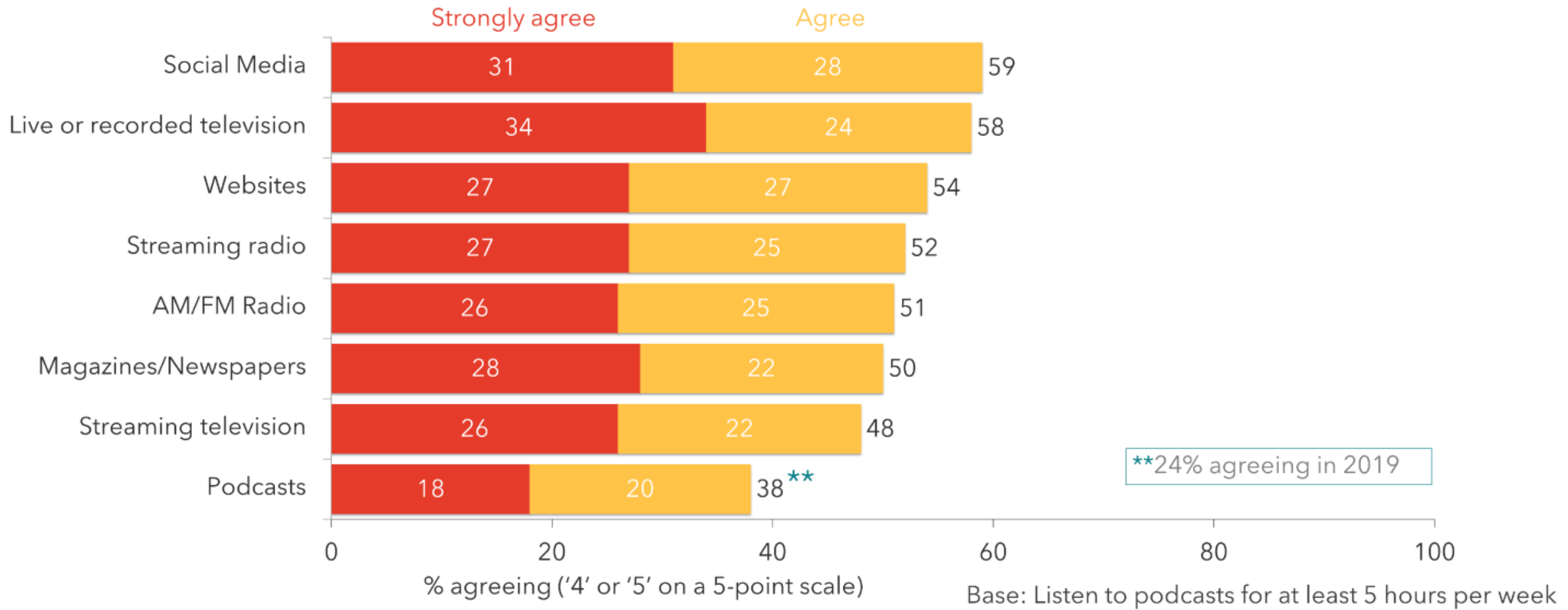


# WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES HOW OFTEN YOU SKIP PAST THE ADVERTISING BREAKS IN THE PODCASTS YOU LISTEN TO MOST OFTEN?



Base: Listen to podcasts for at least 5 hours per week

# RELATIVE TO OTHER TYPES OF MEDIA, THERE ARE WAY TOO MANY ADS ON (MEDIUM)



# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

44%

agree

2020

49%

agree

Your opinion of a company is more positive when you hear it mentioned on a podcast you regularly listen to

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

41%

agree

2020

45%

agree

You believe that the hosts of podcasts you regularly listen to are actual users of the products/services mentioned on their podcasts

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019  
**43%**  
agree

2020  
**46%**  
agree

When price and quality are equal, you prefer to buy products from companies that advertise on or sponsor the podcasts you regularly listen to?

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019  
**44%**  
agree

2020  
**48%**  
agree

You pay more attention to advertising on  
podcasts than on other forms of media

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019  
**60%**  
agree

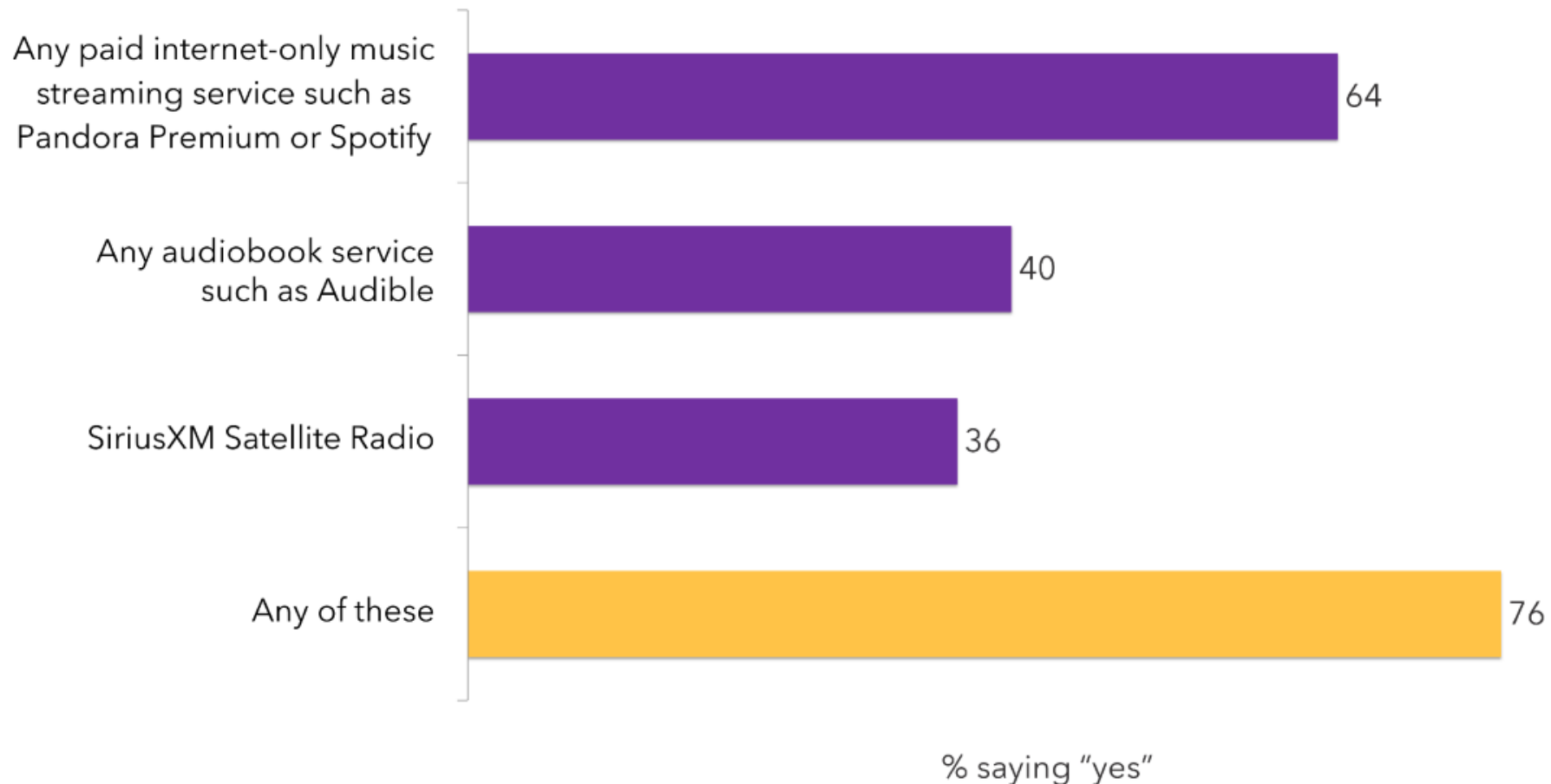
2020  
**64%**  
agree

You appreciate podcast advertisers for supporting your favorite podcasts

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

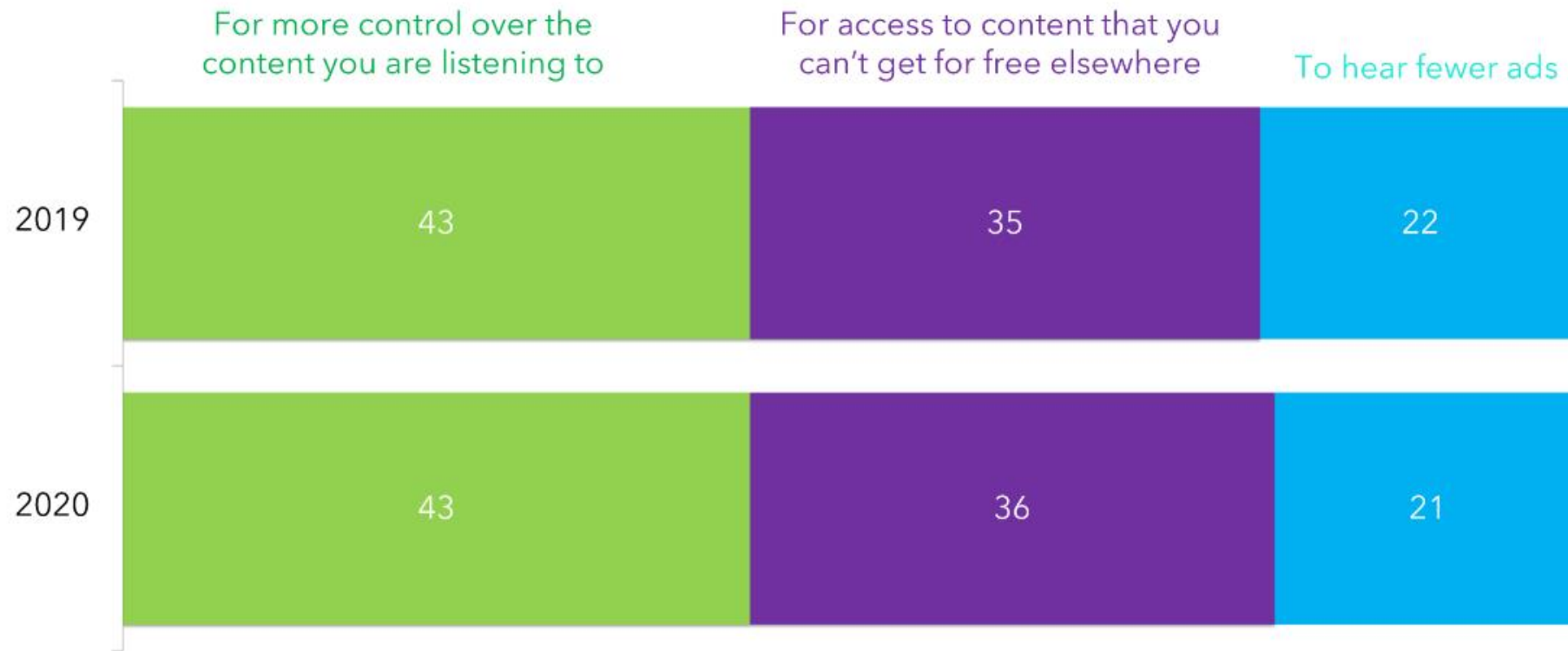
# DO YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO:



Base: Listen to podcasts for at least 5 hours per week

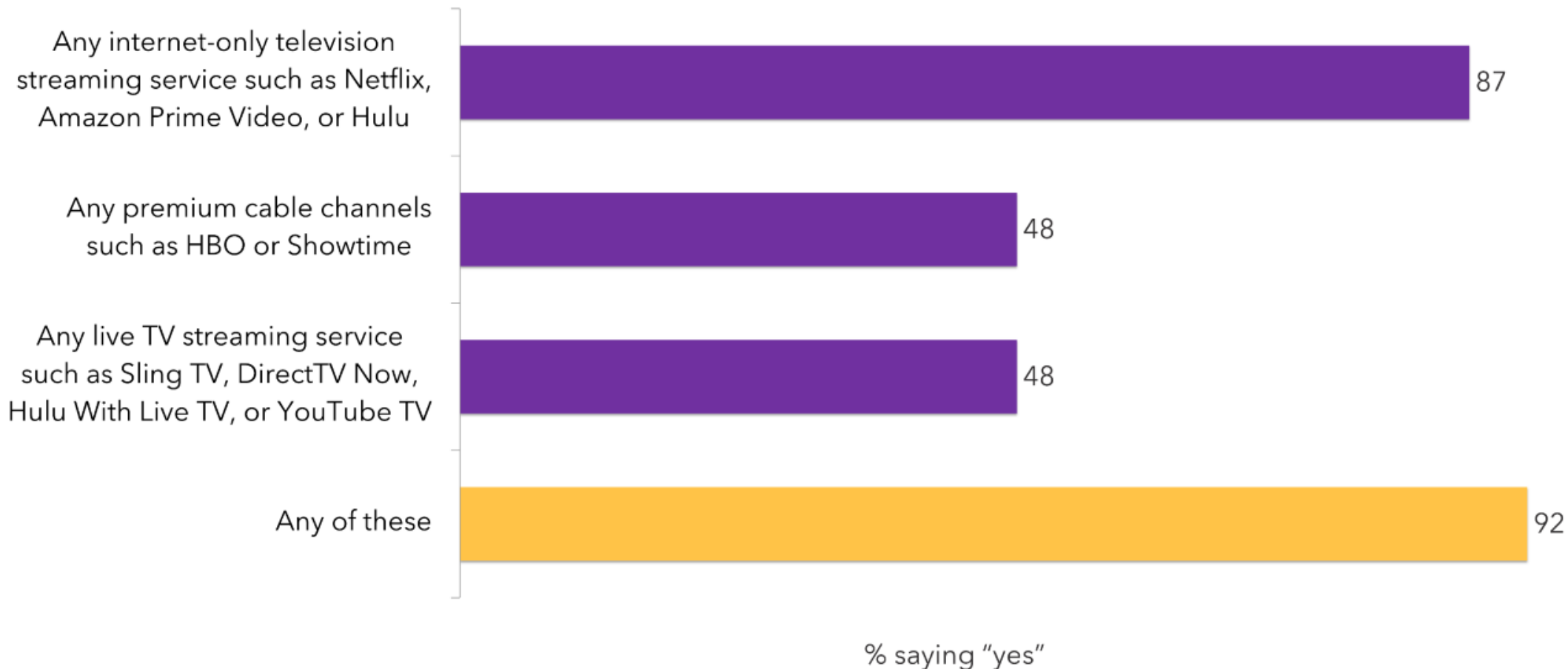


# WHICH OF THE FOLLOWING BEST DESCRIBES THE MOST IMPORTANT REASON WHY YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO AN AUDIO LISTENING SERVICE?



Base: Listen to podcasts for at least 5 hours per week

# DO YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO:



Base: Listen to podcasts for at least 5 hours per week

# COMPARED TO OTHER PLACES WHERE YOU MIGHT HEAR ADVERTISEMENTS, DOES HEARING AN ADVERTISEMENT ON A PODCAST MAKE YOU...?



Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

37%

agree

2020

49%

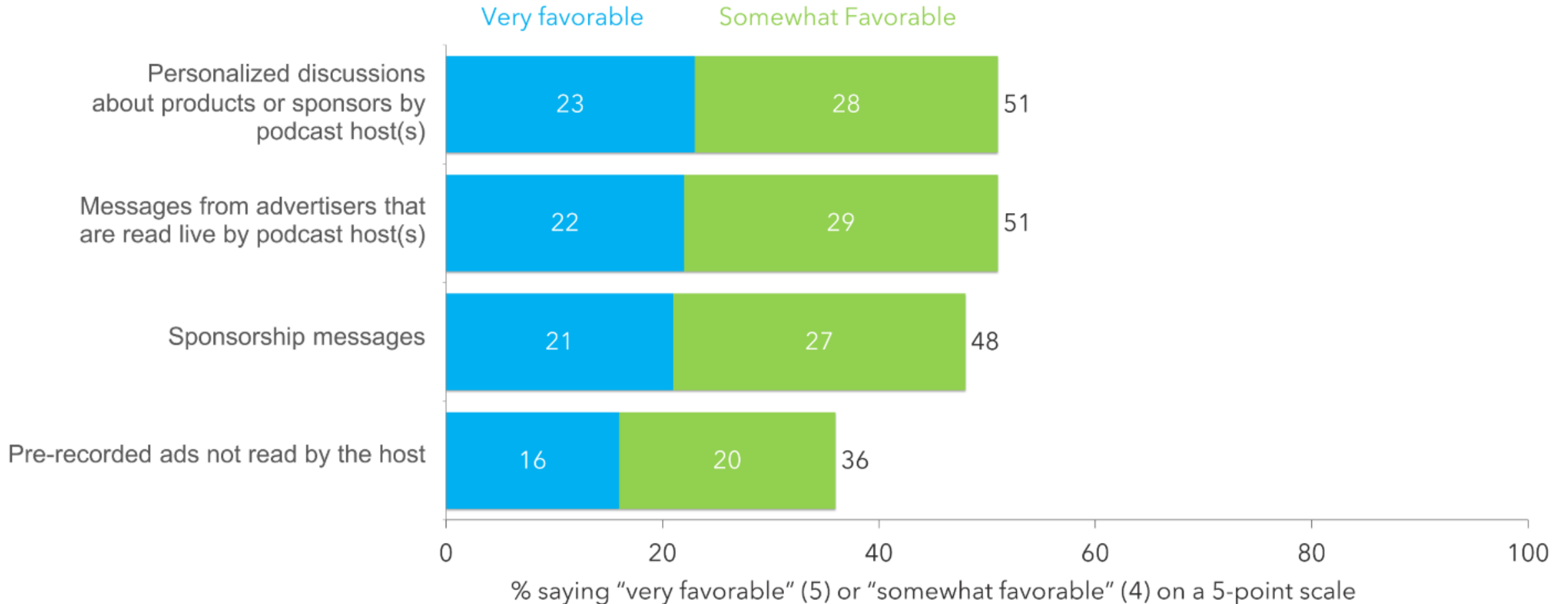
agree

Advertising on a podcast is the **best** way for a brand to reach you

% agreeing ('4' or '5' on a 5-point scale)

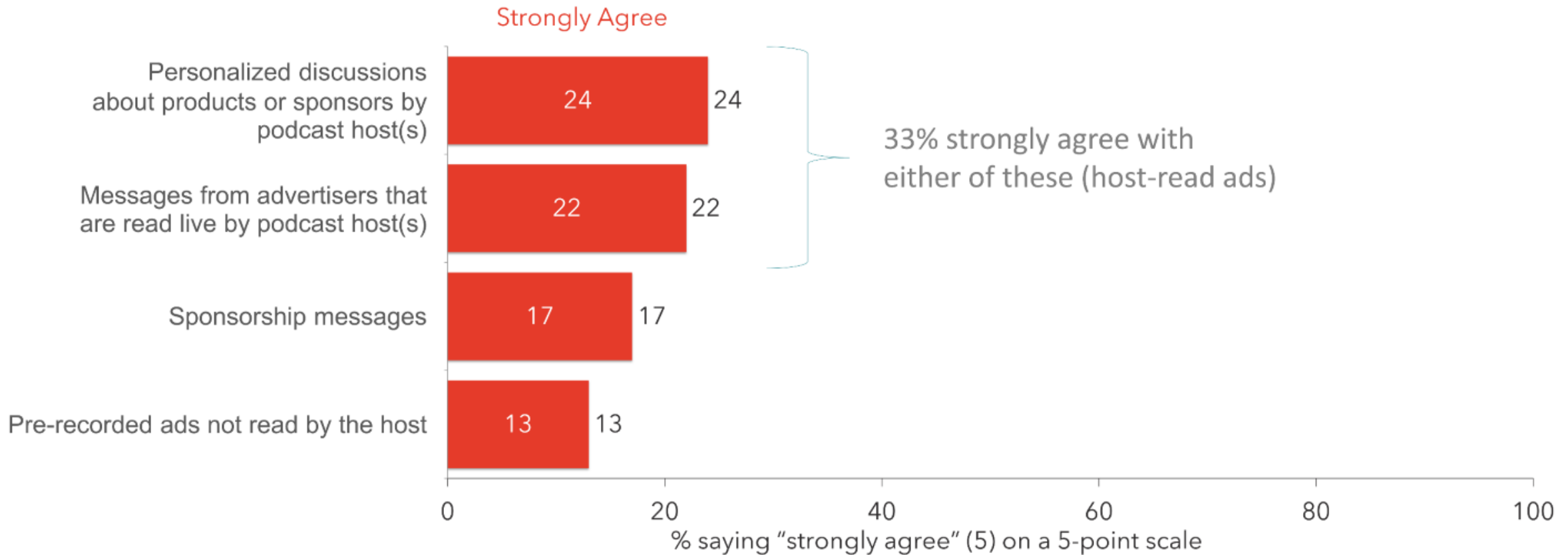
Base: Listen to podcasts for at least 5 hours per week

# WHAT IS YOUR OPINION OF PODCASTING ADVERTISING THAT USES...?



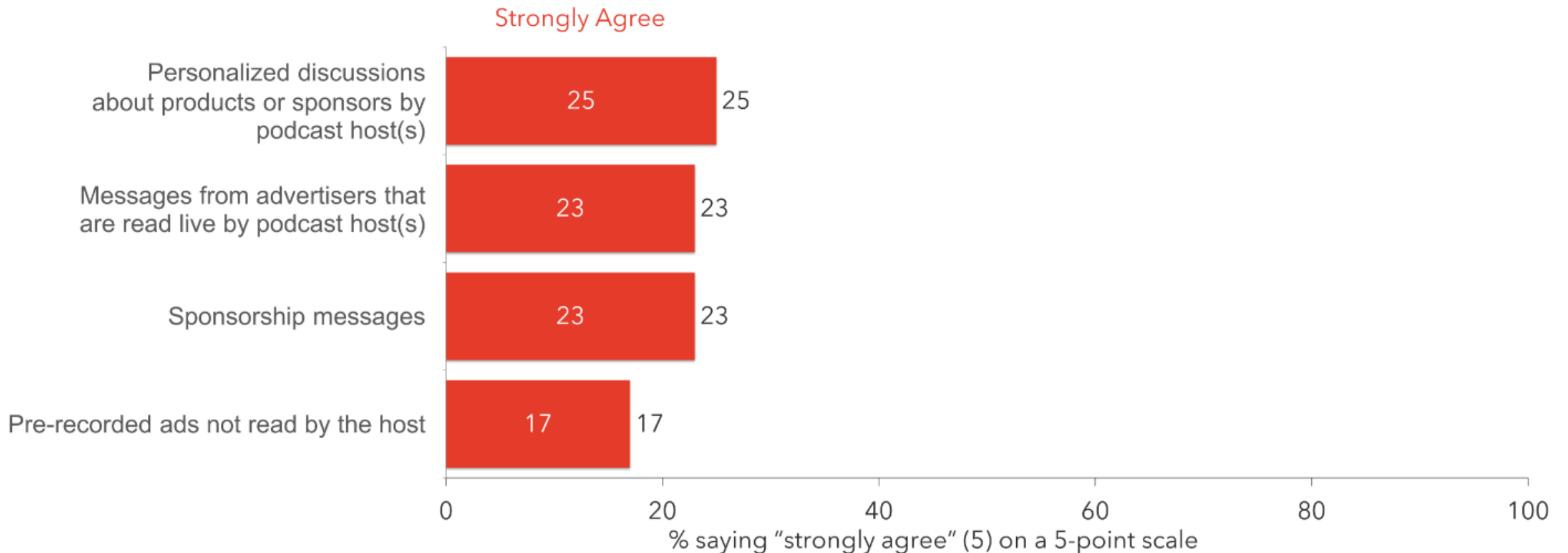
Base: Listen to podcasts for at least 5 hours per week

# YOU PAY MORE ATTENTION TO [METHOD] THAN OTHER TYPES OF ADVERTISEMENTS ON PODCASTS?



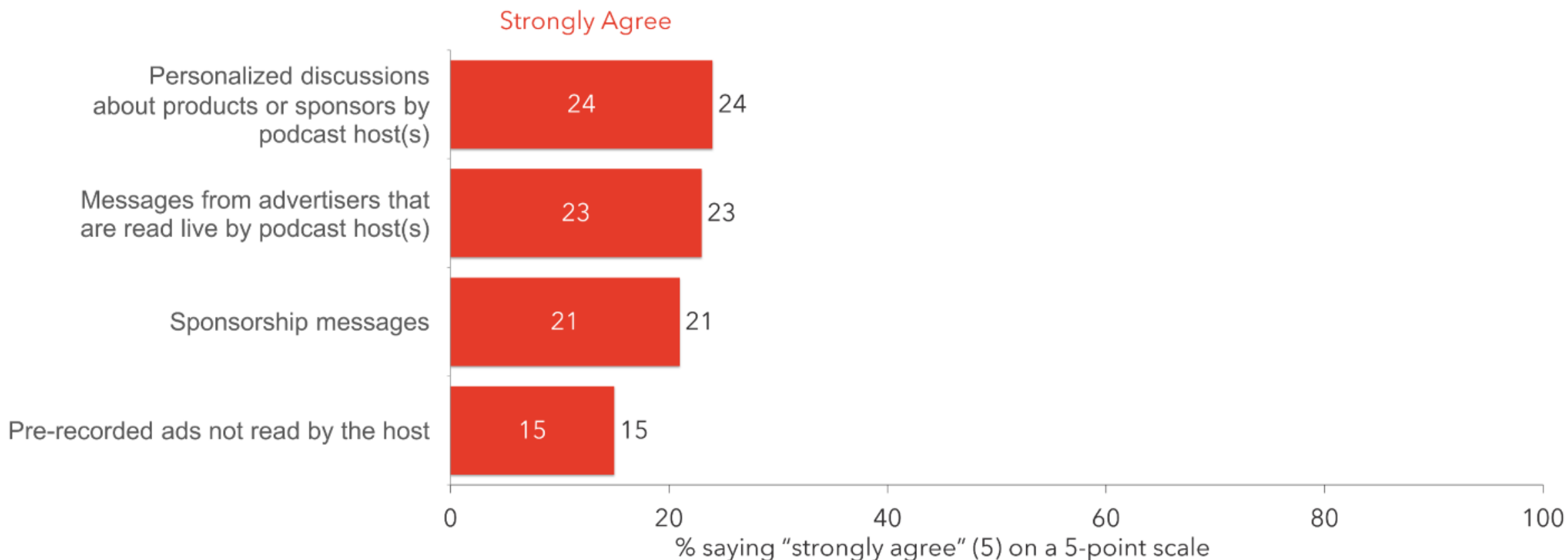
Base: Listen to podcasts for at least 5 hours per week

# [METHOD] ARE A GOOD FIT FOR PODCASTS



Base: Listen to podcasts for at least 5 hours per week

# COMPANIES THAT USE [METHOD] ON PODCASTS UNDERSTAND HOW TO REACH PEOPLE LIKE YOU



Base: Listen to podcasts for at least 5 hours per week





## KEY FINDINGS

- Super Listeners today listen to even more podcast content than last year, they are getting slightly younger, and slightly more Latino as a proportion
- Last year, 37% of Super Listeners agreed that podcast ads were the best way to reach them. This year that number is 49%
- Although quantity and length of ad breaks has increased, the positive impact of podcast advertising went up year over year

podcastone



AD RESULTS  
M E D I A

# SUPER LISTENERS 2020

