

LATINO  
PODCAST  
LISTENER REPORT 2021



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## The Latino Podcast Listener Report 2021

- 2,500+ online interviews of U.S. Hispanic/Latino adults age 18+
- Conducted in May 2021
- Data weighted to match age/sex/country origin of U.S. Hispanic/Latino population and Infinite Dial 2021 podcast listening statistics
- Survey offered in both English and Spanish
  - 17% of survey respondents took the survey in Spanish
- Trended with the *Latino Podcast Listener Report 2020*

LATINO  
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LISTENER REPORT 2021

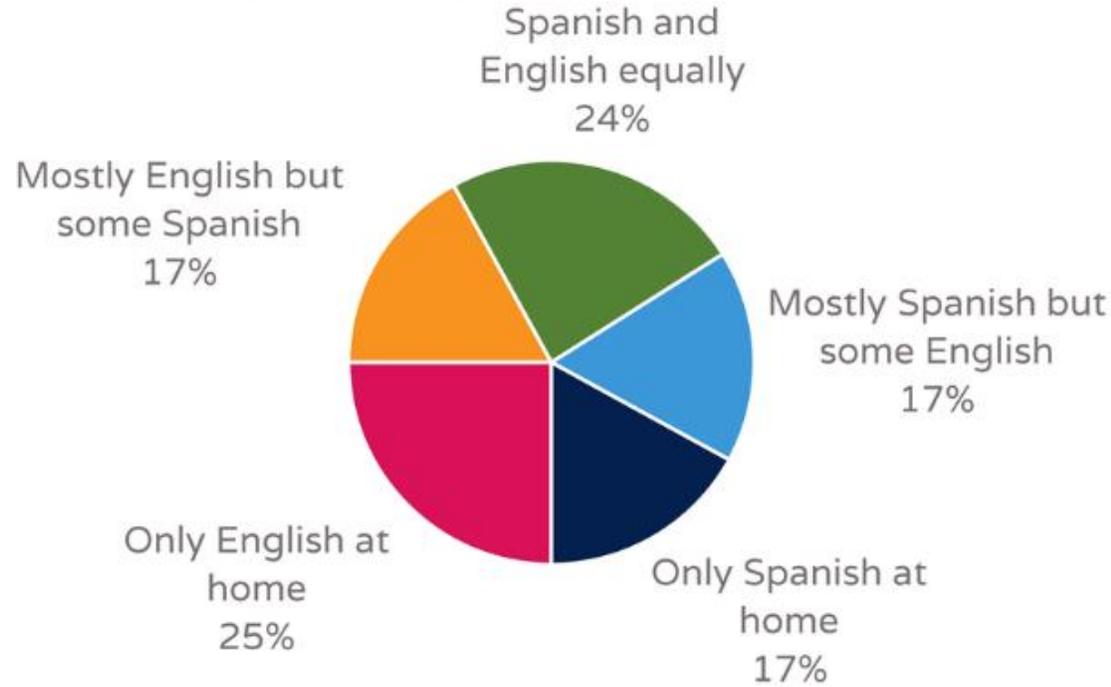


# Podcast Listening



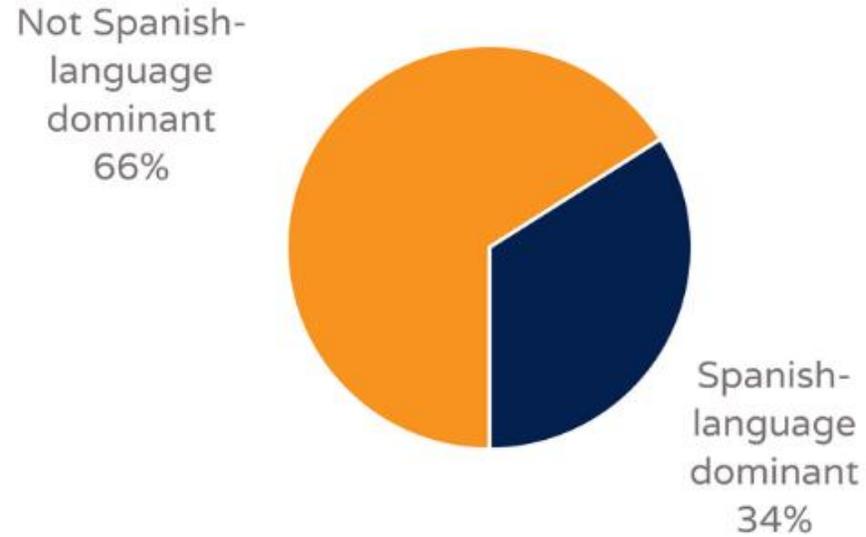
# U.S. Latinos: Language Usage and Birthplace

## English vs. Spanish usage at Home



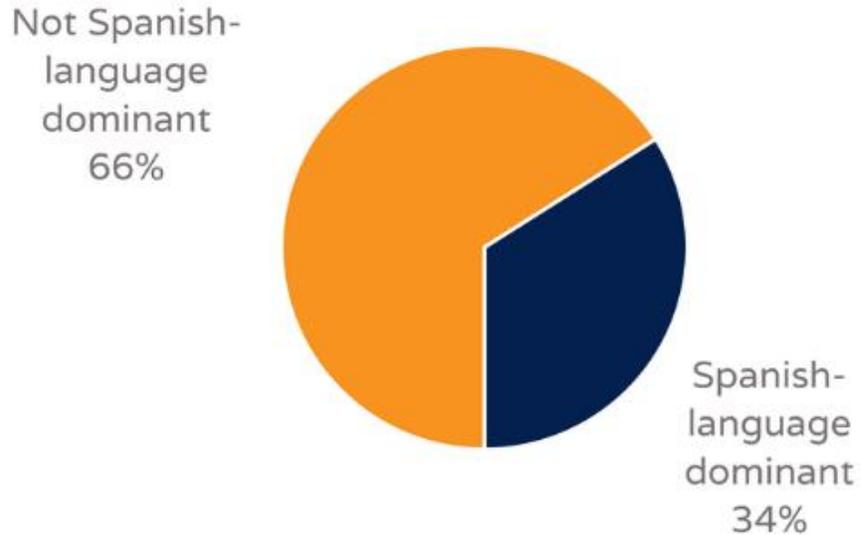
# U.S. Latinos: Language Usage and Birthplace

## English vs. Spanish usage at Home

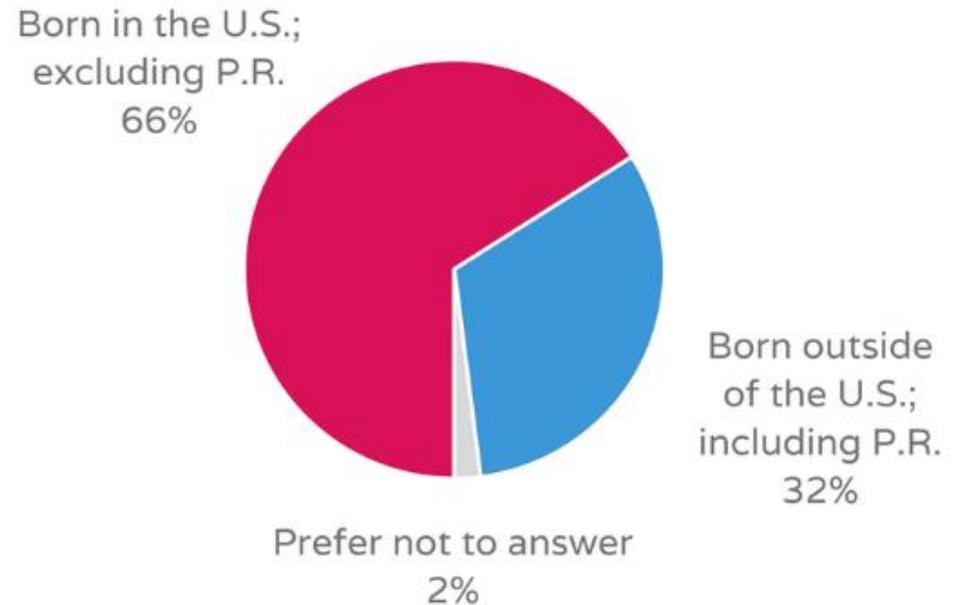


# U.S. Latinos: Language Usage and Birthplace

## English vs. Spanish usage at Home



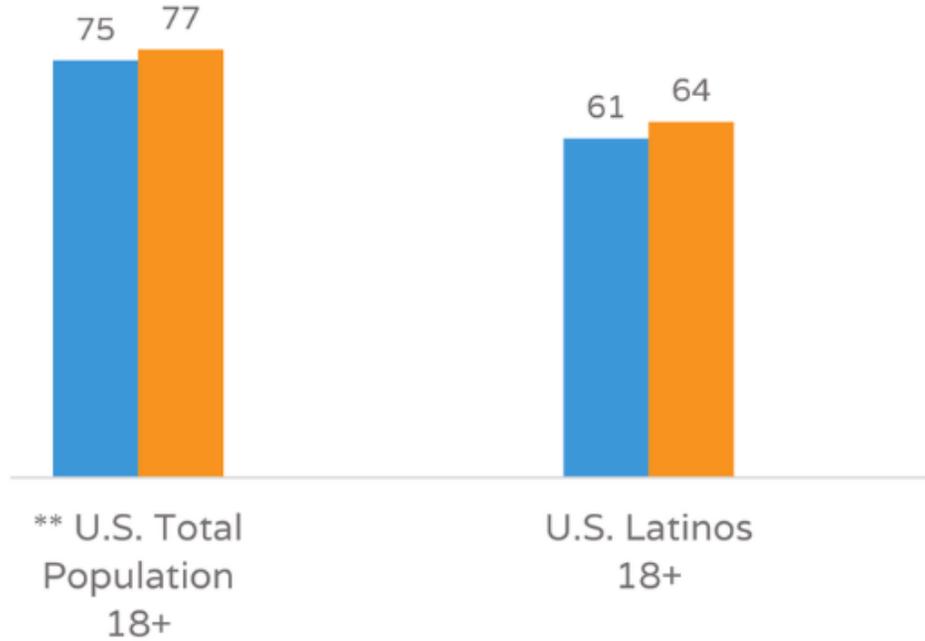
## Birthplace



# Familiar with term “Podcasting”

% ever heard of podcasting

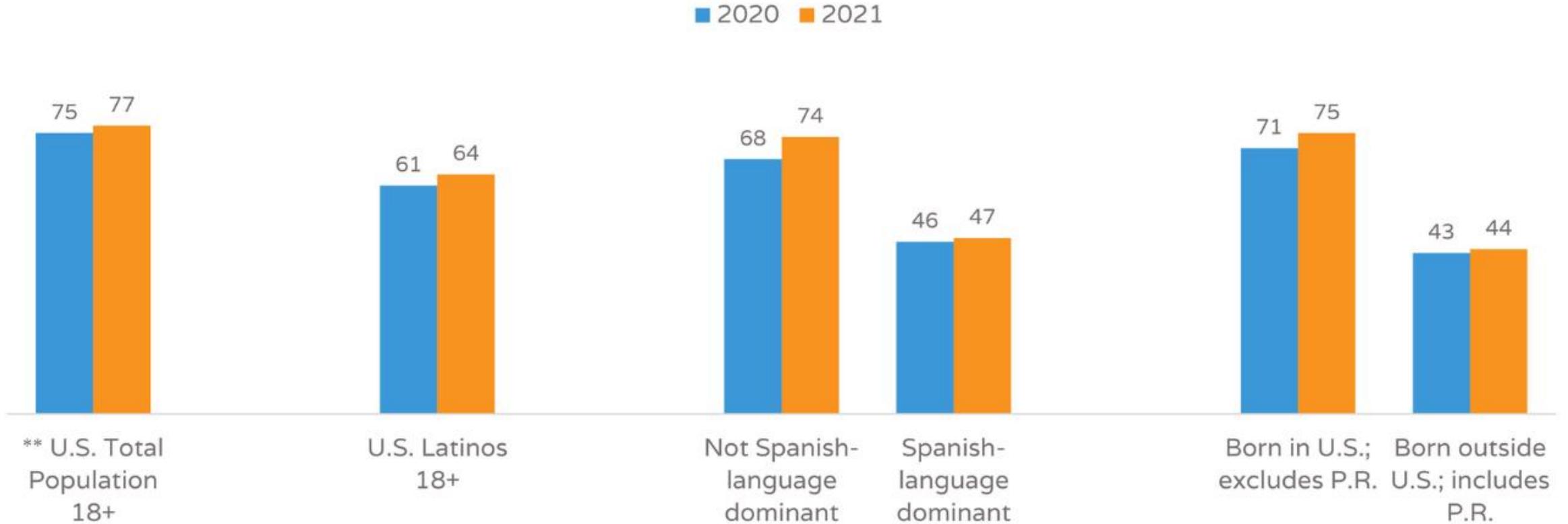
■ 2020 ■ 2021



\*\*Source: The Infinite Dial 2021

# Familiar with term “Podcasting”

% ever heard of podcasting

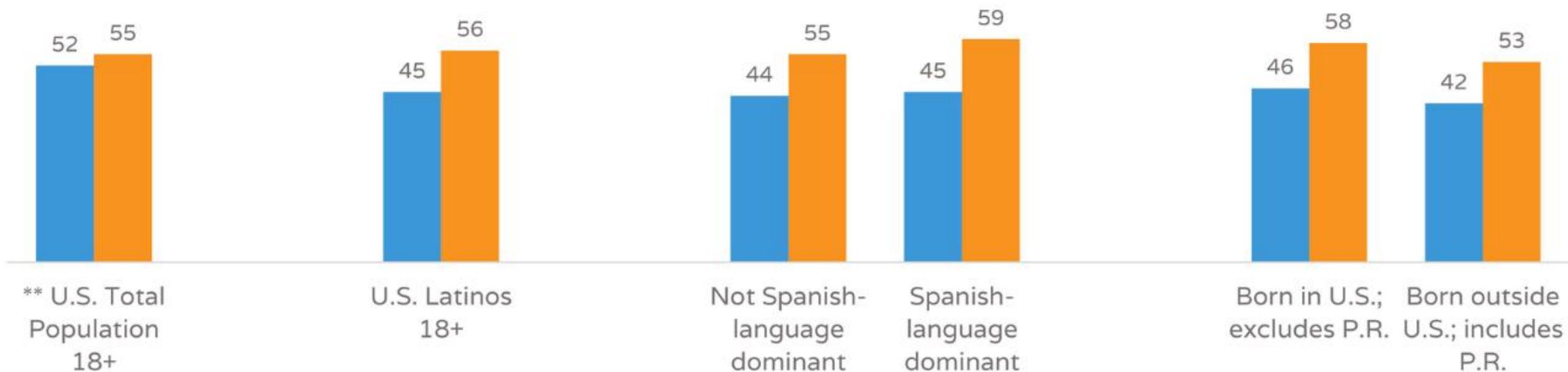


\*\*Source: The Infinite Dial 2021

# Podcast Listening

% ever listened to a podcast

■ 2020 ■ 2021



\*\*Source: The Infinite Dial 2021

48%

(2020: 36%)

of U.S. Latinos have ever listened to a podcast that was mostly in English

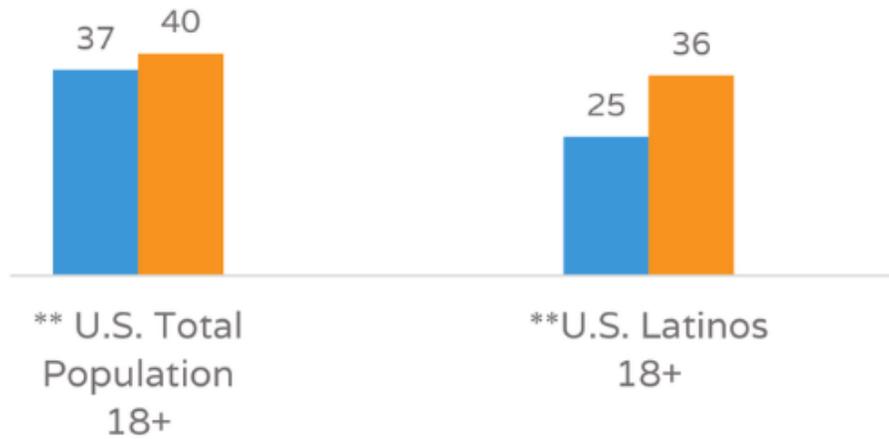
33%

(2020: 24%)

of U.S. Latinos have ever listened to a podcast that was mostly in Spanish

# Listened to a podcast in the last month: % saying yes

■ 2020 ■ 2021

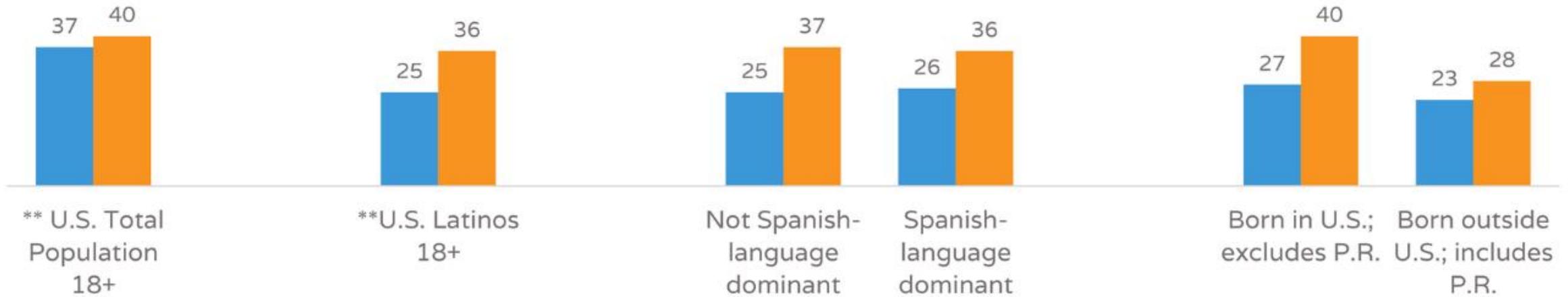


\*\*Source: The Infinite Dial 2021

# Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021

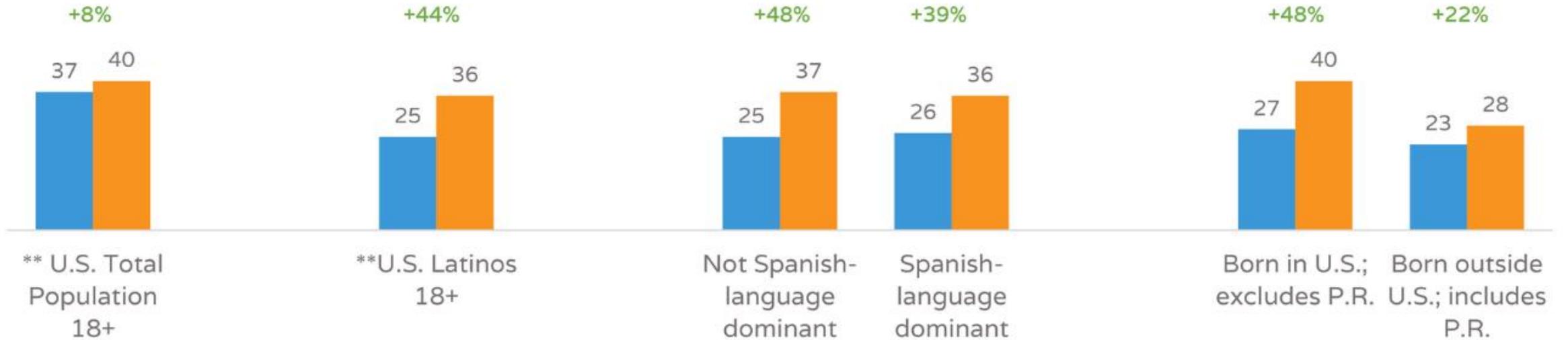


\*\*Source: The Infinite Dial 2021

# Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021



\*\*Source: The Infinite Dial 2021

29%



of U.S. Latinos report listening  
to a podcast in the last week

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**PODCAST**  
**LISTENER REPORT 2021**



U.S. Latino Monthly Podcast Listeners  
(36% of U.S. Latinos)  
Population estimate: 16MM

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# Composition of U.S. Latino monthly podcast listeners

## Gender



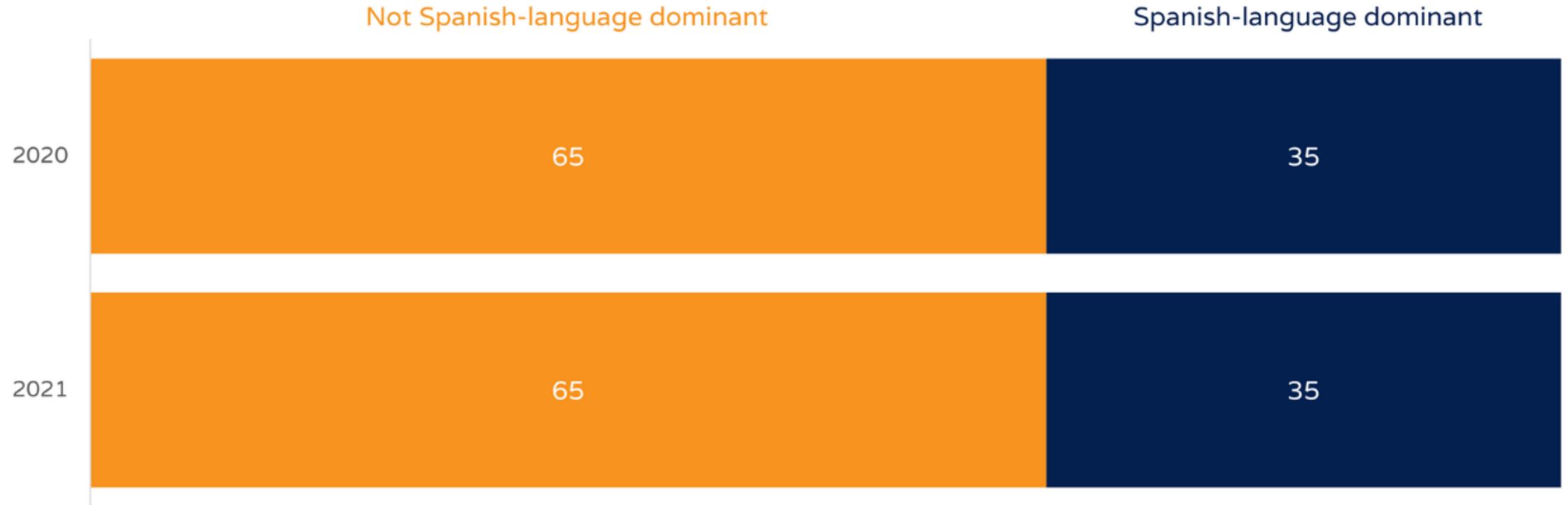
# Composition of U.S. Latino monthly podcast listeners

Age



# Composition of U.S. Latino monthly podcast listeners

## English vs. Spanish Usage at Home

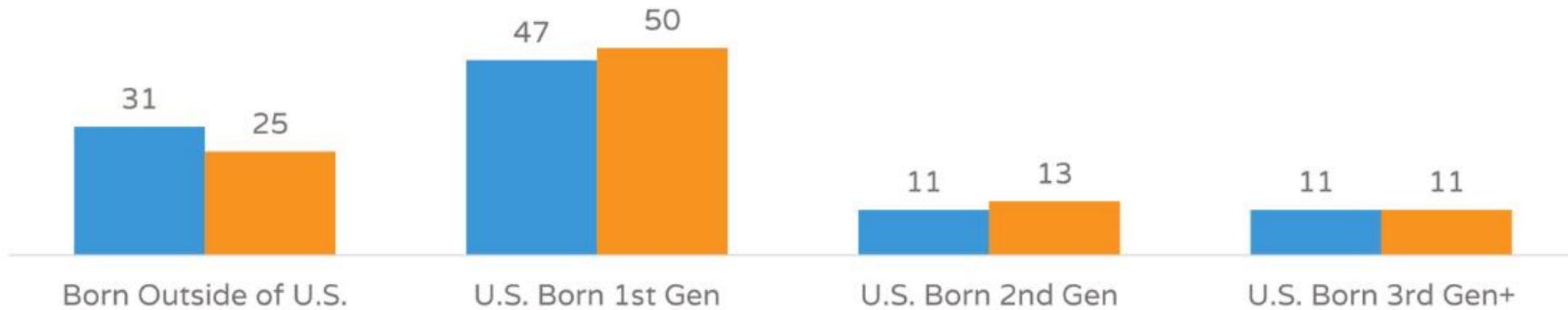


# Composition of U.S. Latino monthly podcast listeners

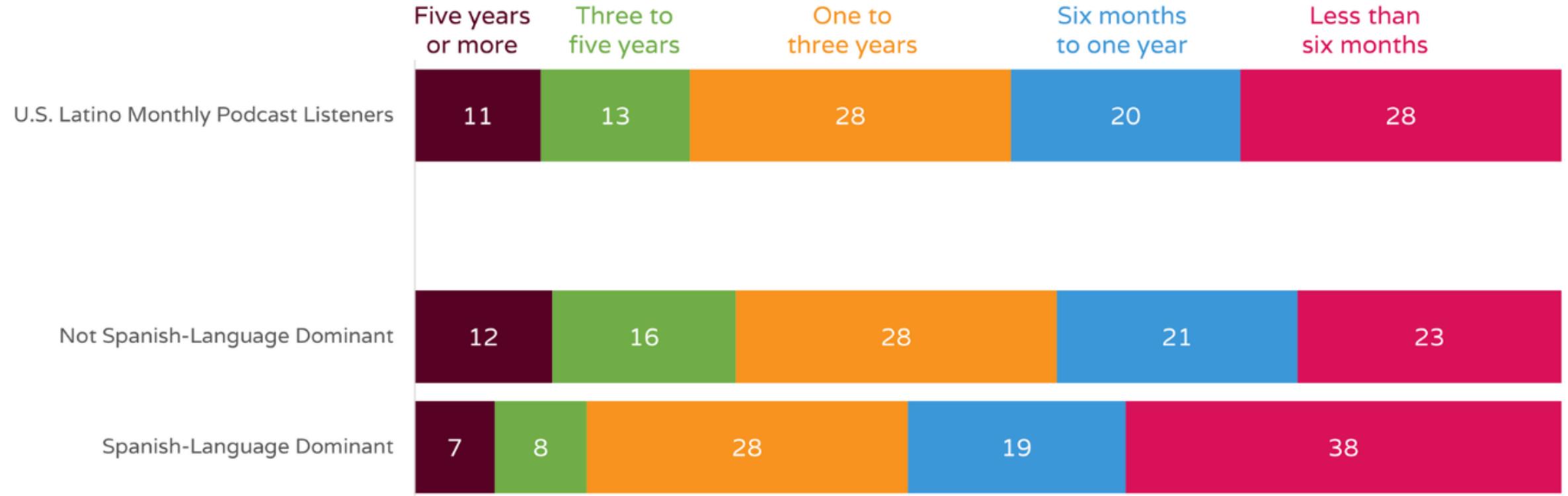
Foreign born vs. U.S. born

■ 2020 ■ 2021

U.S. Born 1<sup>st</sup> gen: at least one immigrant parent  
U.S. Born 2<sup>nd</sup> gen: at least one immigrant grandparent  
U.S. Born 3<sup>rd</sup> gen +: all parents and grandparents born in the U.S.



# How long have U.S. Latino monthly podcast listeners been listening to podcasts (2021)?



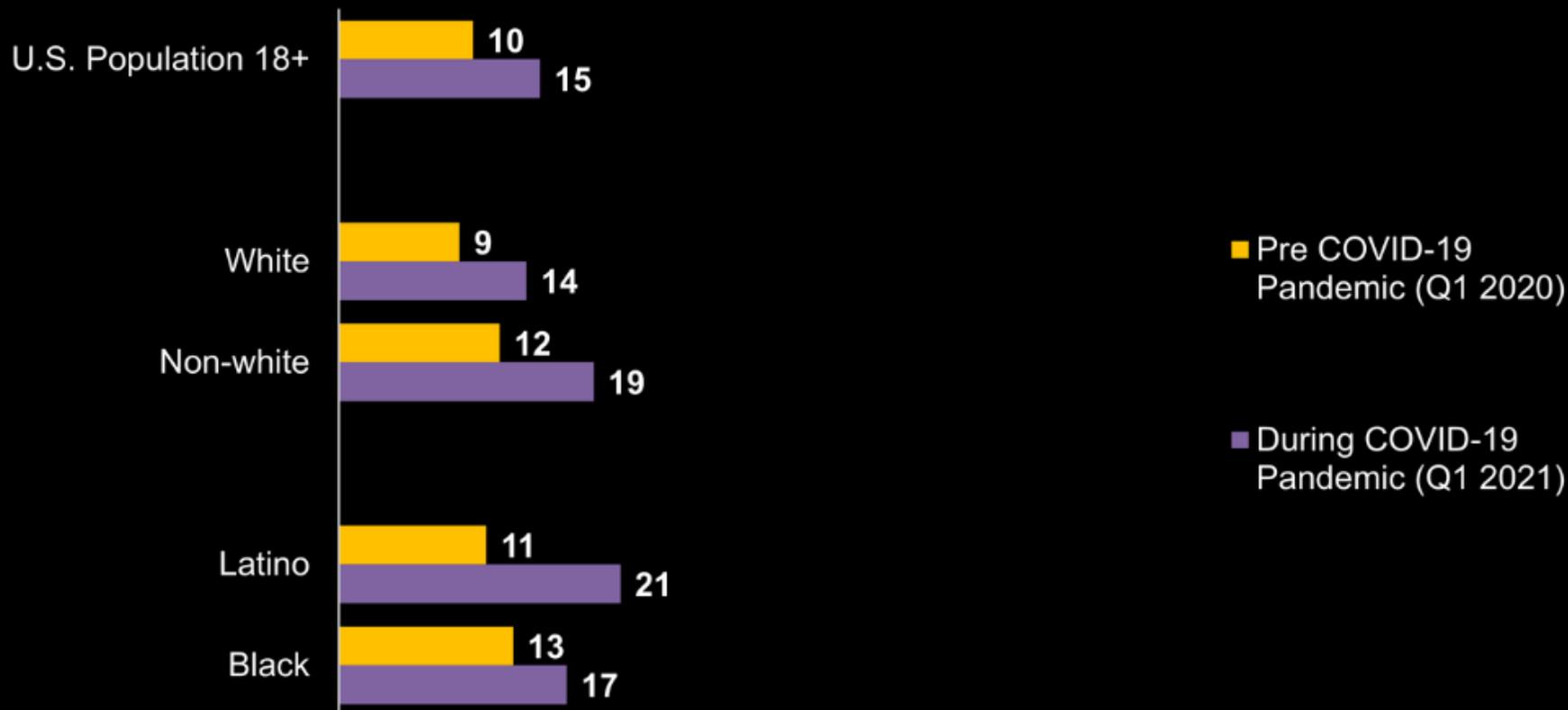
Base: U.S. Latino Monthly Podcast Listeners

54%

of U.S. Latino monthly podcast listeners started listening to podcasts during the COVID-19 pandemic (in March 2020 or after)

# Share of Ear<sup>®</sup>

## Daily Podcast Listenership/Reach (%)



# How likely are you to continue listening to podcasts after the COVID-19 pandemic ends?

% saying “very likely” or “somewhat likely”

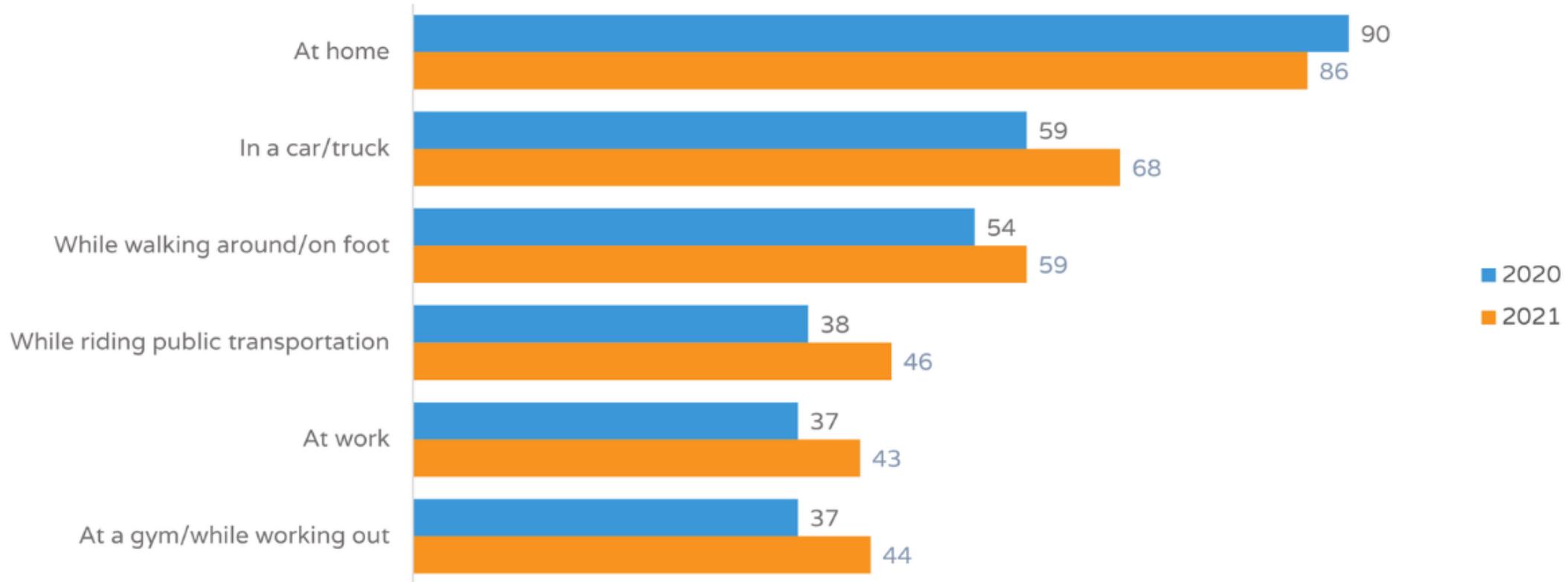


Base: U.S. Latino Monthly Podcast Listeners



# Locations where U.S. Latino monthly podcast listeners listen to podcasts

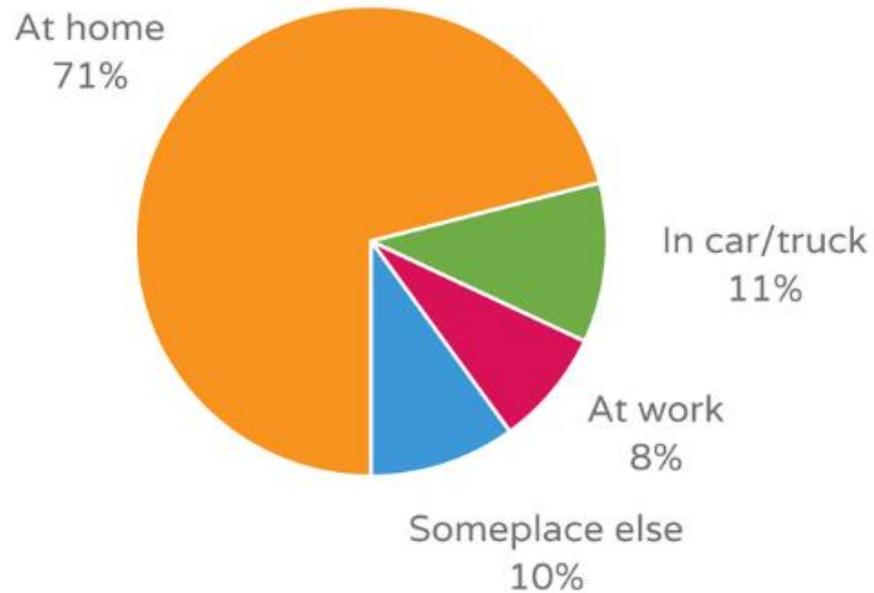
% ever listening to podcasts in location



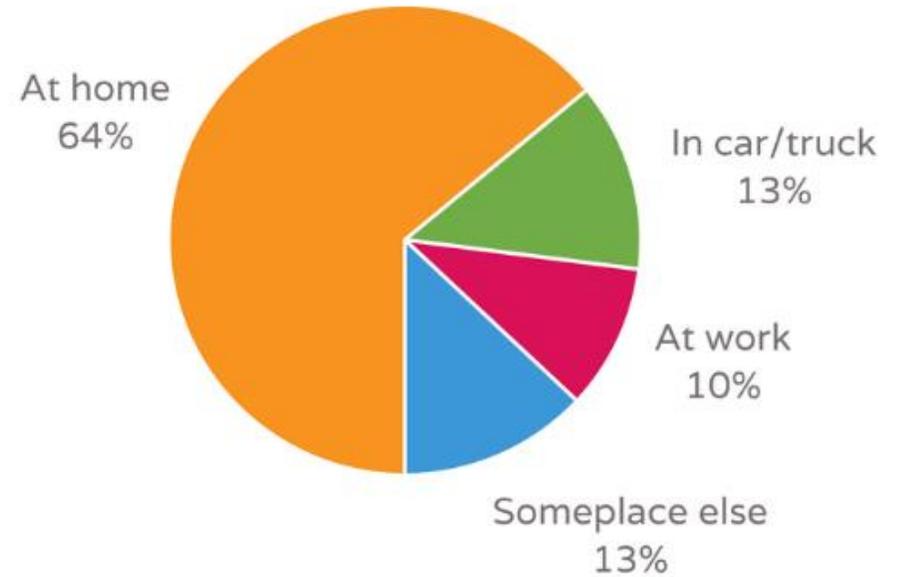
Base: U.S. Latino Monthly Podcast Listeners

# Location where U.S. Latino monthly podcast listeners listen to podcasts most often

2020



2021



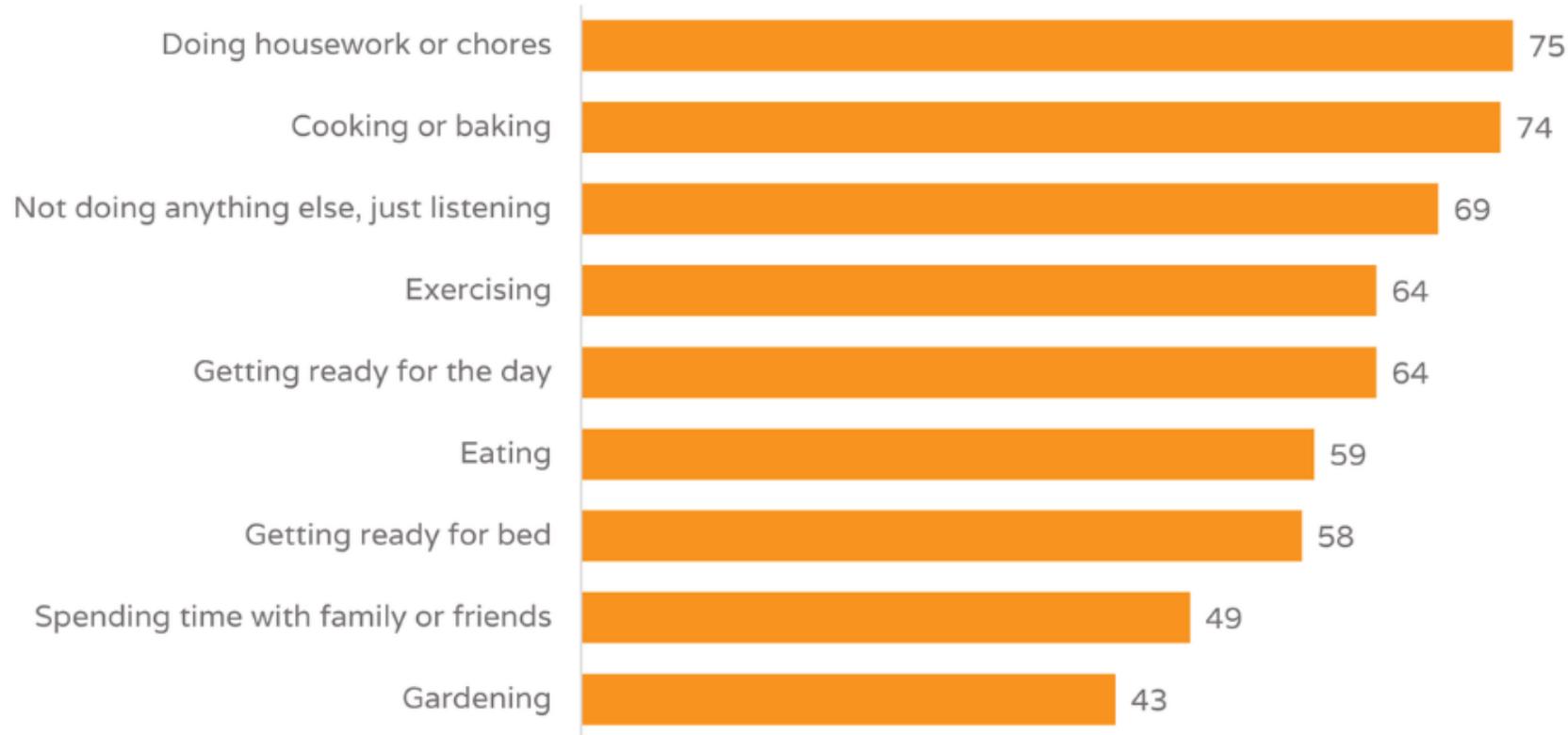
Base: U.S. Latino Monthly Podcast Listeners

85%

of U.S. Latino weekly podcast listeners ever  
listen to podcasts at home

# When listening to podcasts at home, do you currently ever listen to podcasts while...? (U.S. Latino weekly podcast listeners)

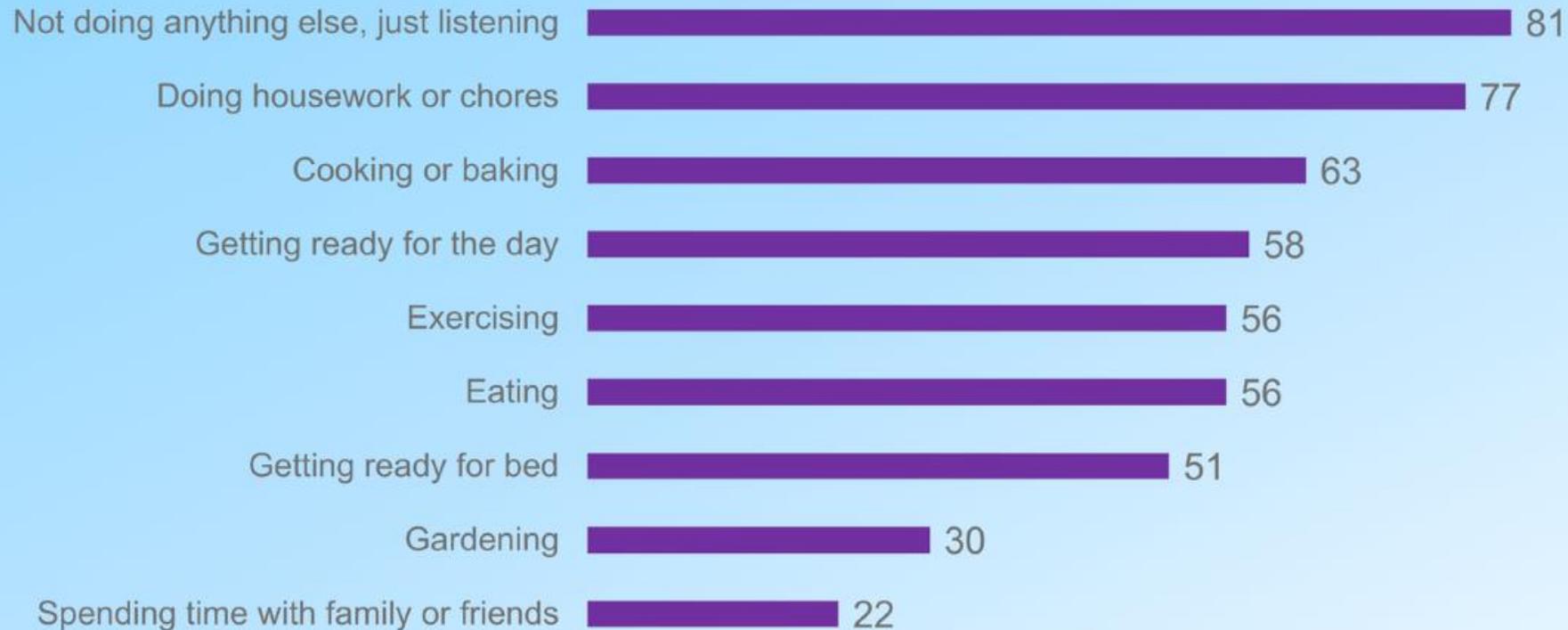
% saying yes



Base: Listen to podcasts at home

# When listening to podcast at home, do you ever listen to podcasts while...?

BASE: U.S. WEEKLY PODCAST LISTENERS 18+ AND LISTEN TO PODCASTS AT HOME



% saying yes

(Q4 2019 - Q1 2021)

# LATINO PODCAST

LISTENER REPORT 2021

U.S. Latino weekly podcast  
listeners who listen at home:

# 49%

listen to podcasts at home  
while spending time with  
family or friends

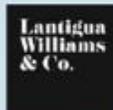
Source: Latino Podcast Listener Report 2021

U.S. total weekly podcast  
listeners who listen at home:

# 22%

listen to podcasts at home  
while spending time with  
family or friends

Source: Podcast Consumer Tracking Report 2021 Q1

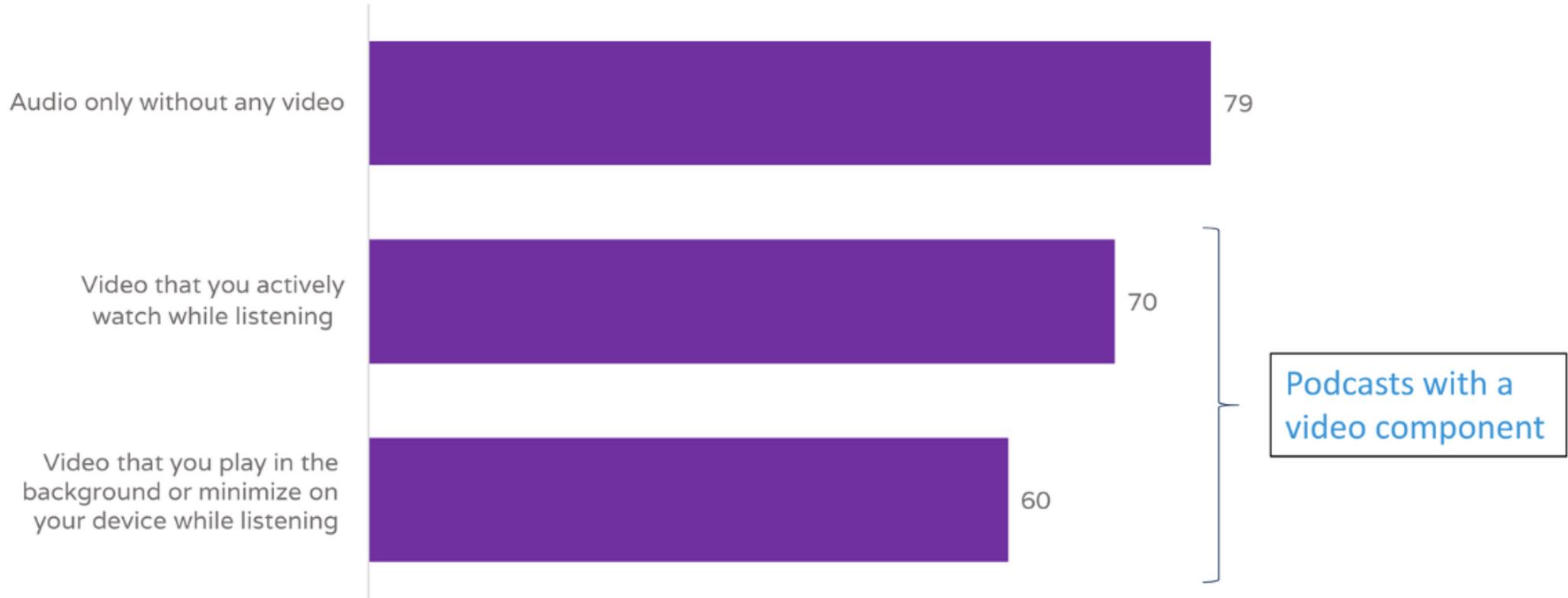


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# Do you ever listen to podcasts that have...?

% ever listening to podcast type



Base: U.S. Latino Monthly Podcast Listeners

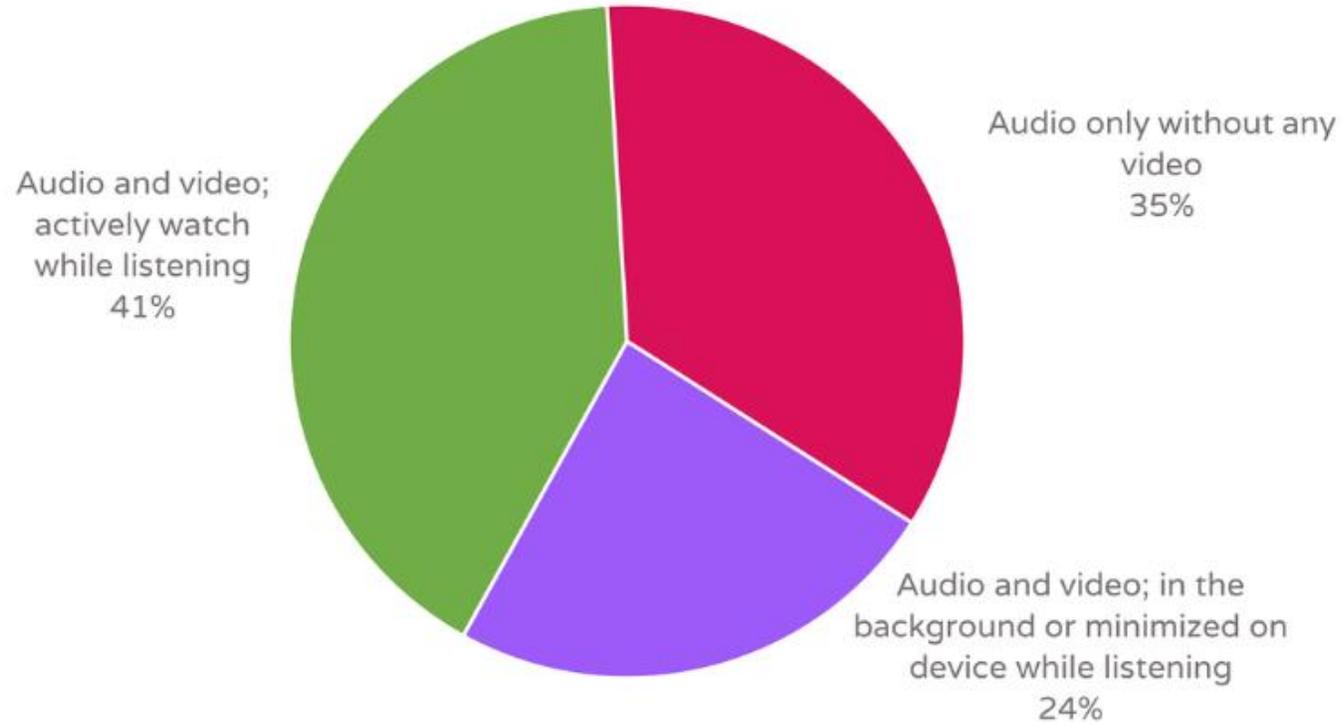
77%

of U.S. Latino monthly podcast listeners ever listen to podcasts with a video component

8%

listen exclusively to podcasts with video that they actively watch while listening

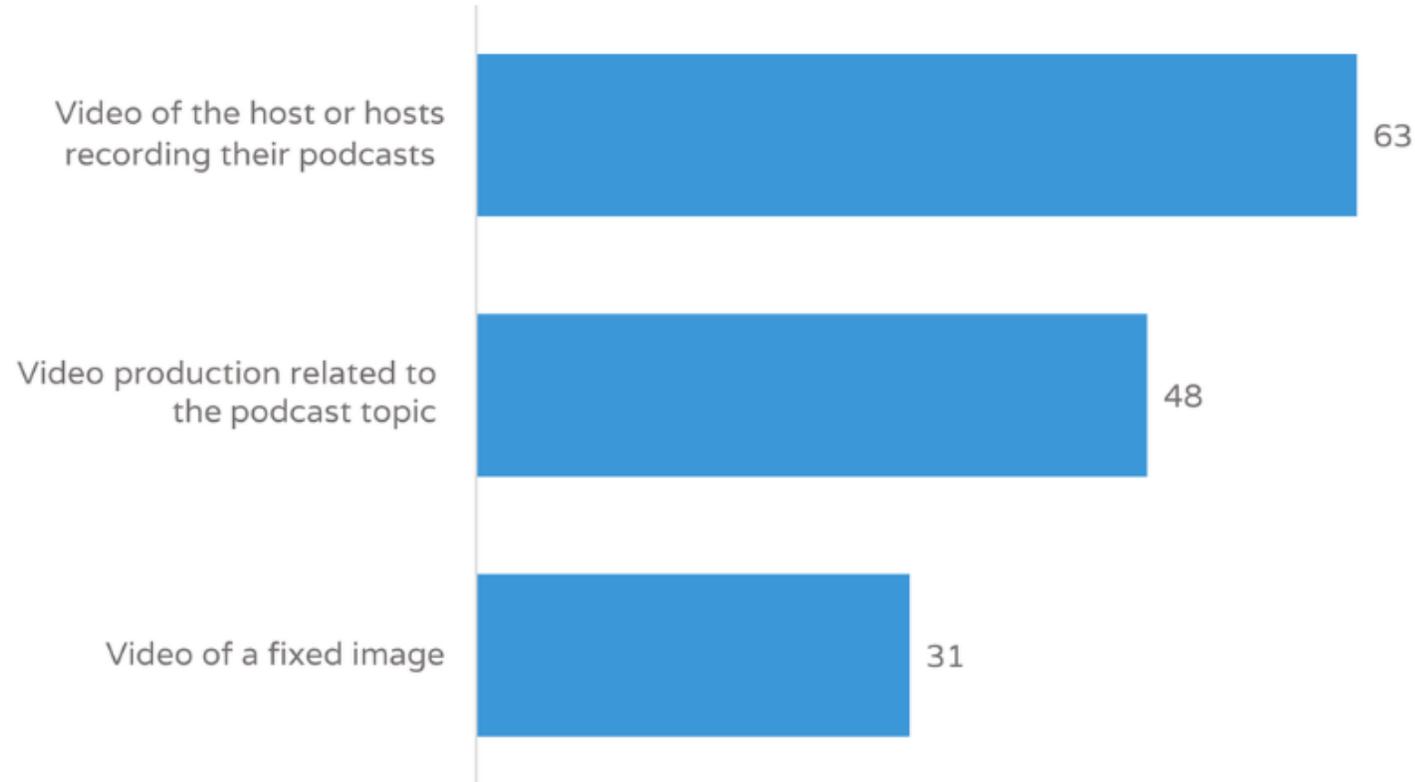
# How do you prefer to listen to podcasts?



Base: U.S. Latino Monthly Podcast Listeners

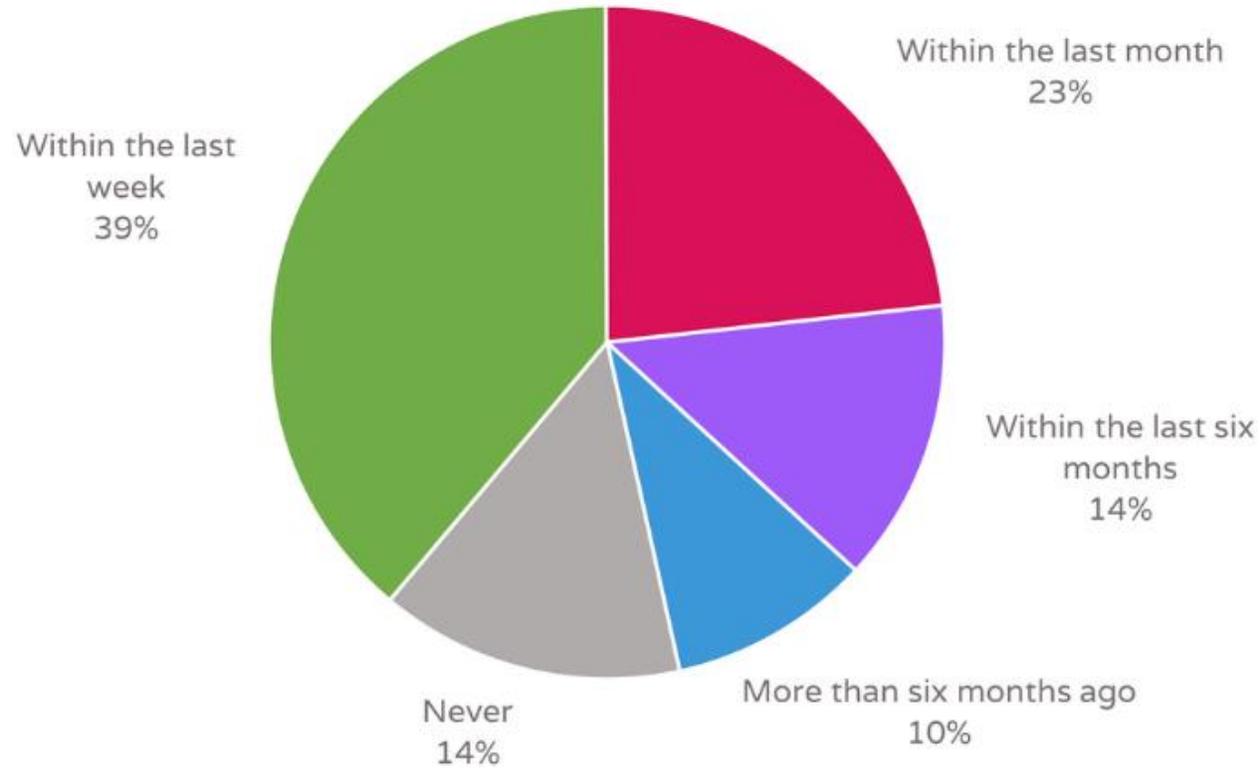
# Which of the following types of video come with the podcasts you listen to?

% indicating podcast video type



Base: U.S. Latino Monthly Podcast Listeners and ever listen to podcasts with a video component

# When did you most recently listen to a podcast that was hosted by Latinos...?



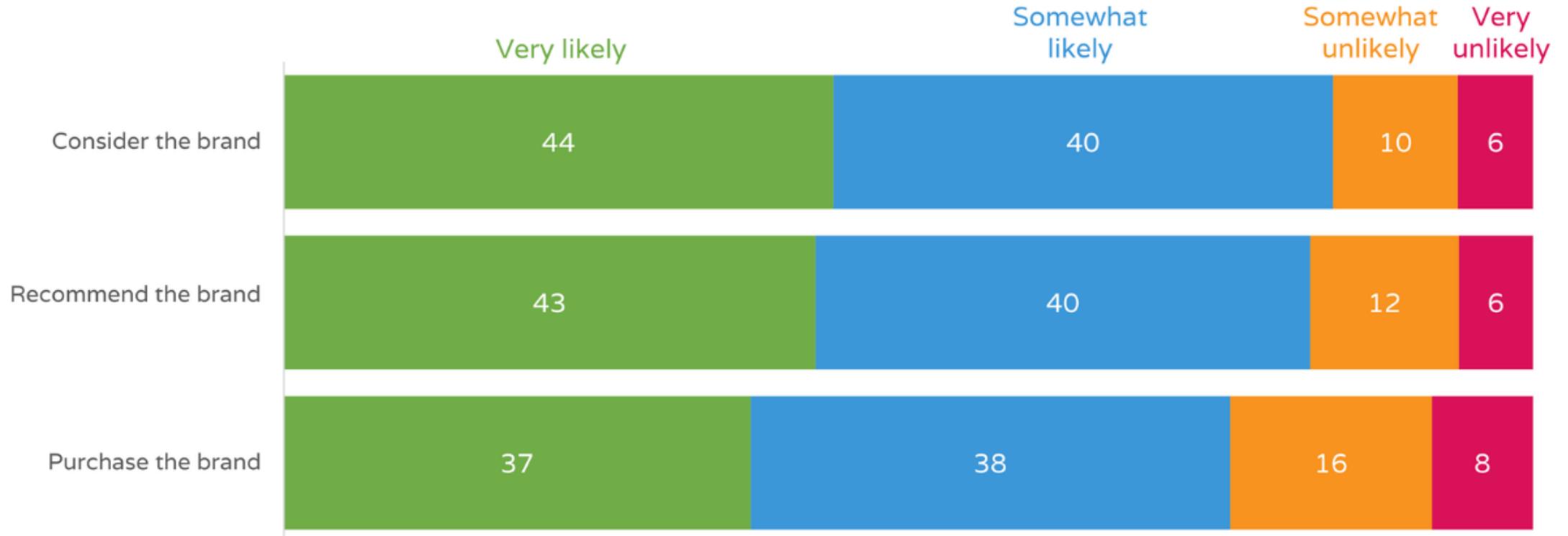
Base: U.S. Latino Monthly Podcast Listeners

38%

of U.S. Latino monthly podcast listeners listen to podcasts  
to stay connected to **[family's country/territory of origin]**

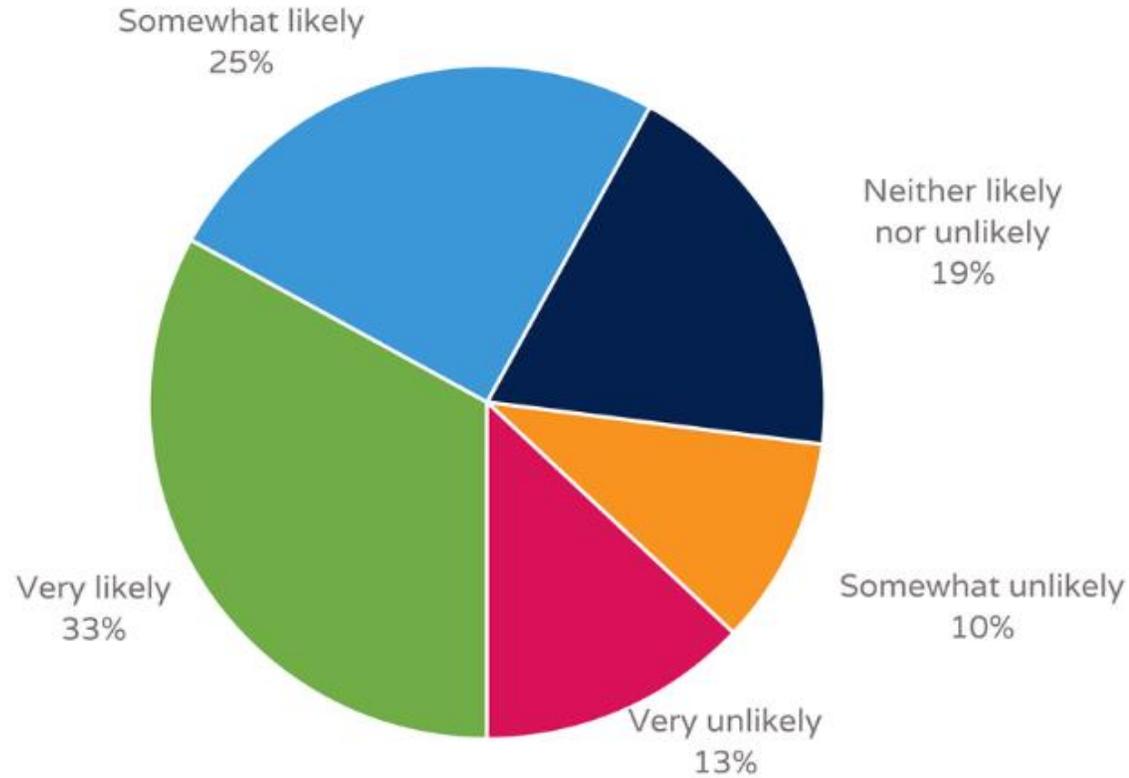
e.g., Mexico, Puerto Rico, Cuba etc.

# If you heard an advertisement for a brand on a podcast hosted by Latinos, how likely would you be to...?



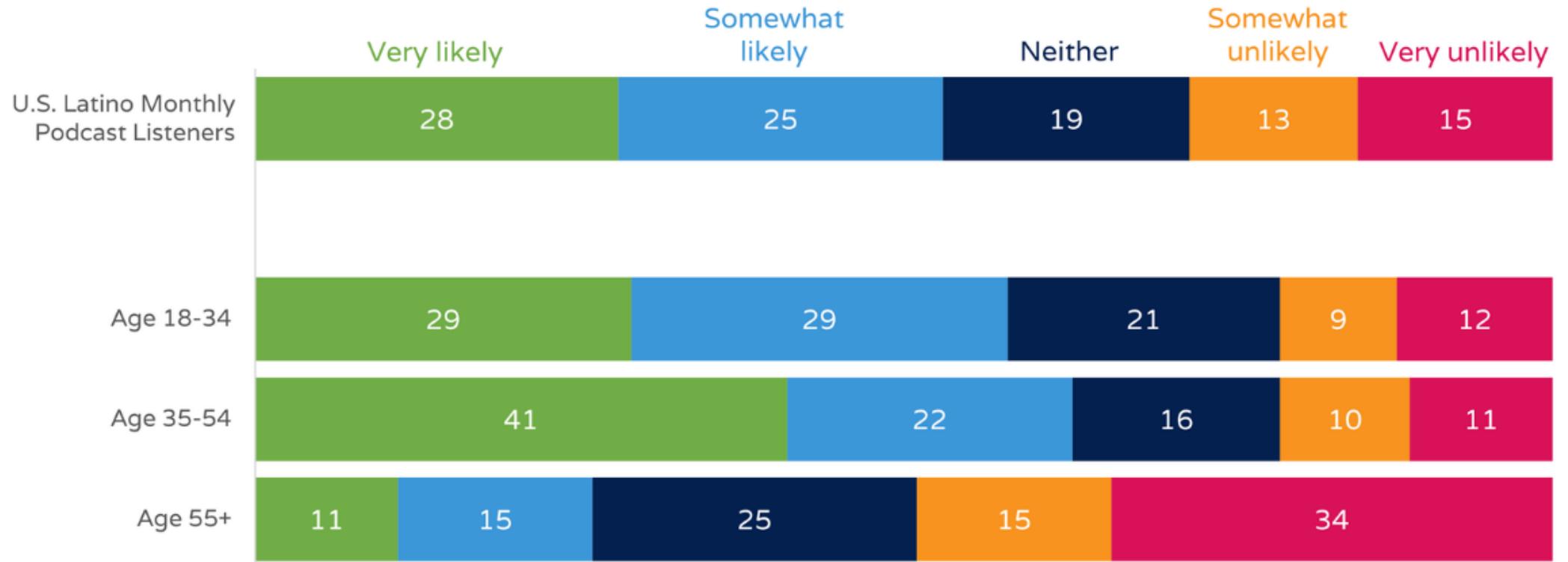
Base: U.S. Latino Monthly Podcast Listeners

## How likely would you be to pay a small monthly fee in order to avoid hearing advertisements on the podcasts you listen to?



Base: U.S. Latino Monthly Podcast Listeners

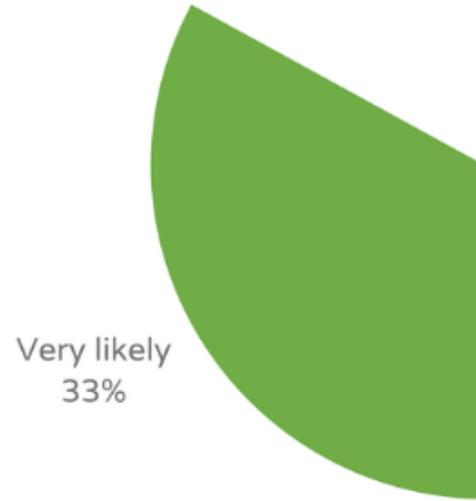
## How likely would you be to pay a small monthly fee in order to avoid hearing advertisements on the podcasts you listen to?



Base: U.S. Latino Monthly Podcast Listeners

# How likely would you be to pay a small monthly fee in order to avoid hearing advertisements on the podcasts you listen to?

Population Estimate: Six million



Base: U.S. Latino Monthly Podcast Listeners

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# Spanish Podcast Listening

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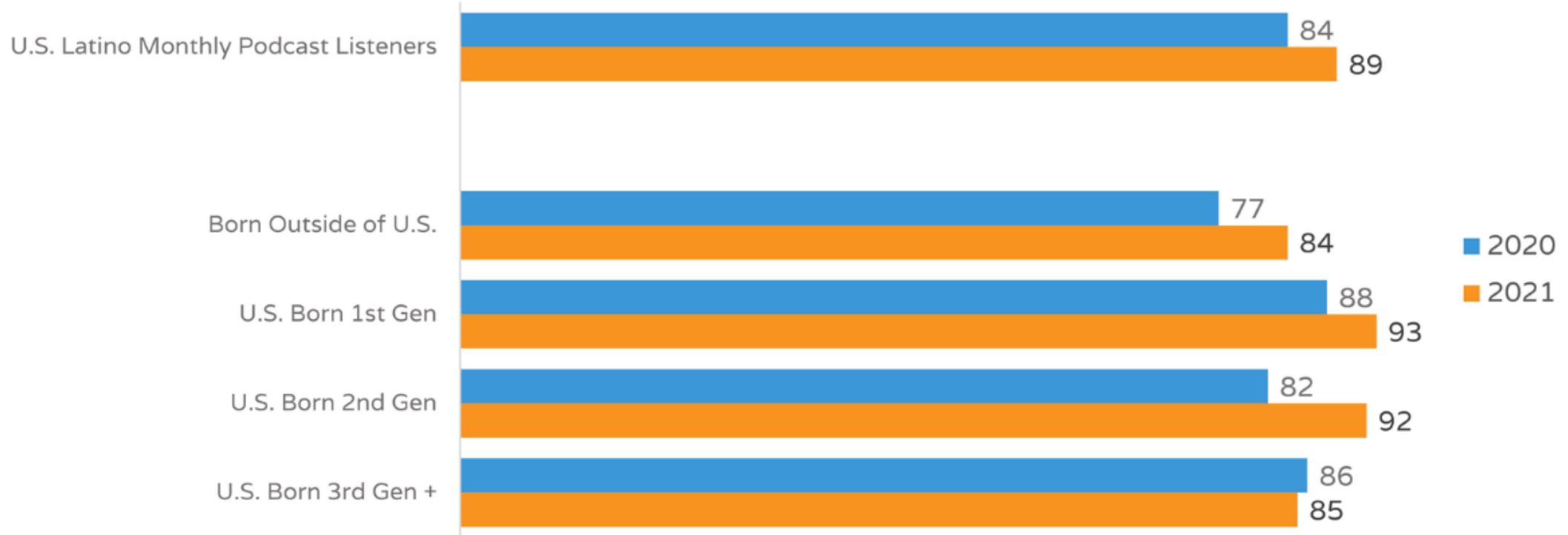
Simplecast

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# Have you ever listened to a podcast that was mostly in English?

% saying yes

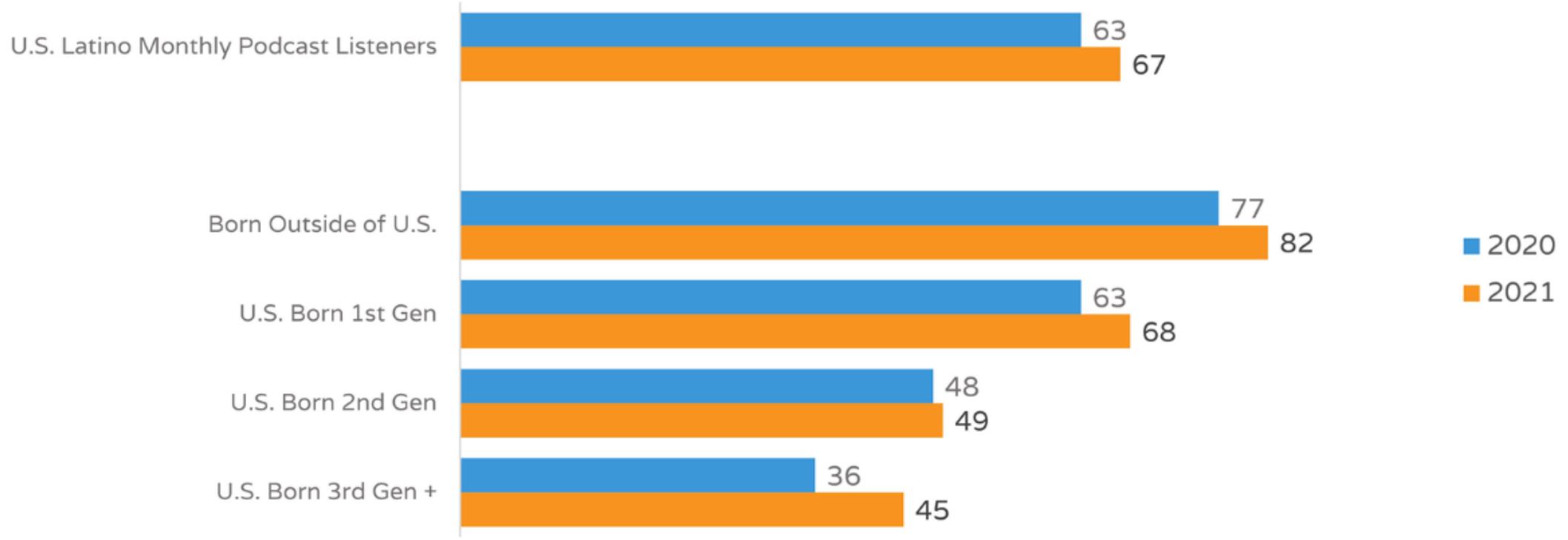


Base: U.S. Latino Monthly Podcast Listeners



# Have you ever listened to a podcast that was mostly in Spanish?

% saying yes



Base: U.S. Latino Monthly Podcast Listeners



81%

2020: (73%)

of Latino monthly podcast listeners listened to English podcasts in the last month

57%

2020: (49%)

of Latino monthly podcast listeners listened to Spanish podcasts in the last month

# How long have U.S. Latino monthly podcast listeners been listening to...?



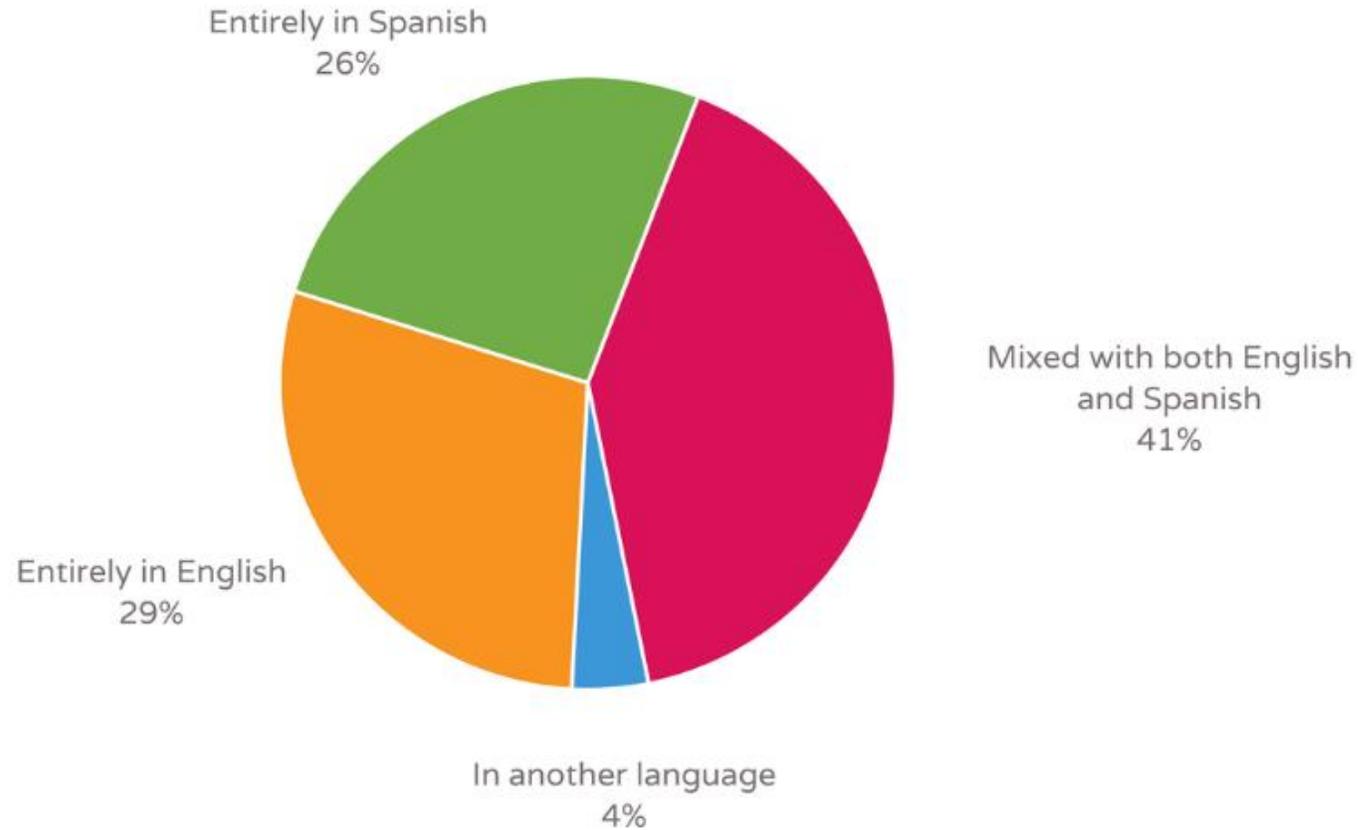
Base: U.S. Latino Monthly Podcast Listeners



73%

of U.S. Latino monthly podcast listeners currently listen to any podcast mixed with both English and Spanish (bilingual podcasts)

# How do you prefer to listen to a podcast?



Base: U.S. Latino Monthly Podcast Listeners

The report tells a story about a diverse Latino community that is increasingly discovering podcasts

The report tells a story about a diverse Latino community that is increasingly discovering podcasts

There was potential for podcast listening growth and you capitalized

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