

The Podcast Consumer 2019

A report from

 THE INFINITE DIAL® 2019



#PodcastConsumer

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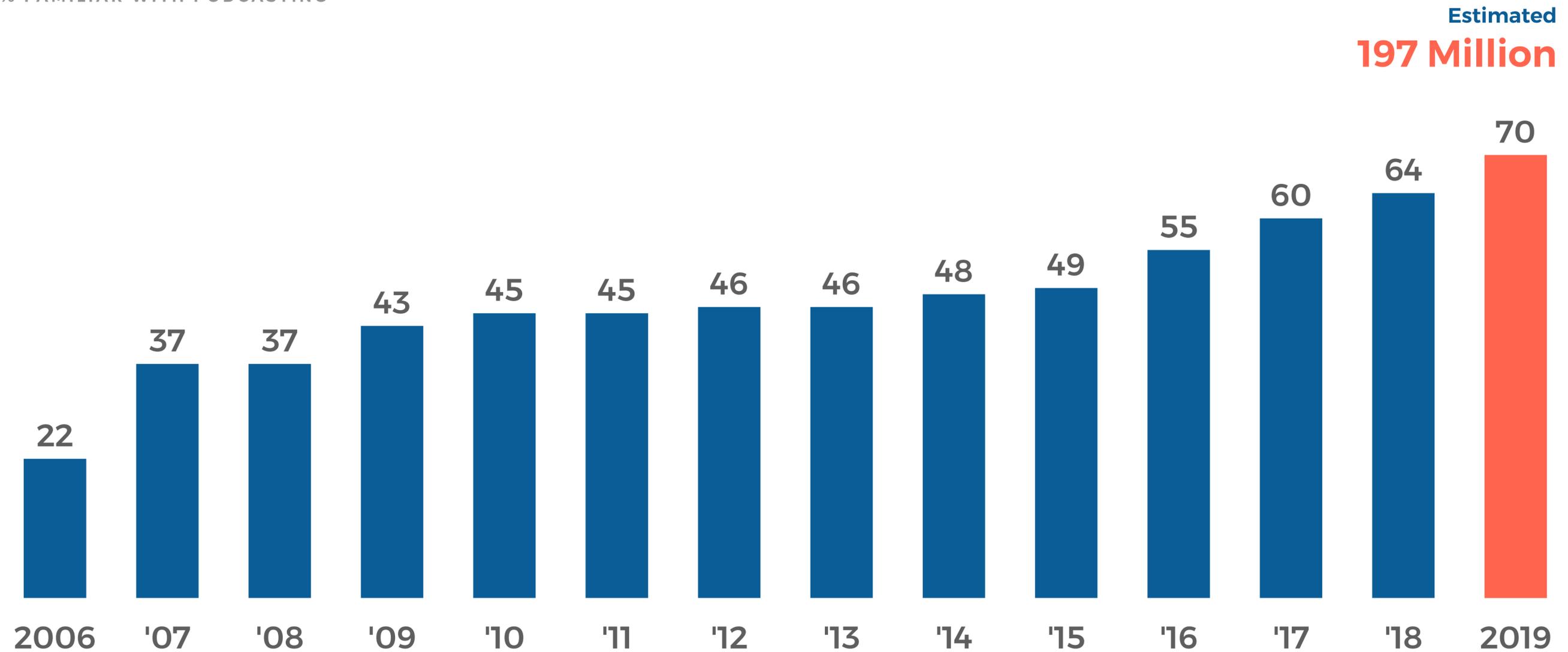
Study Methodology

- ▶ In January/February 2019, Edison Research conducted a national telephone survey of 1,500 people aged 12 and older, using random digit dialing techniques to both cell phones and landlines (U.S. Population 12+).
- ▶ Telephone data weighted to national 12+ U.S. population figures
- ▶ In addition, Edison Research also conducted a national online survey of 4,126 people aged 12 and older (U.S. Online Population 12+).
- ▶ Online data weighted to match the Infinite Dial telephone demographics of those with internet access
- ▶ Survey offered in both English and Spanish

Podcasting Familiarity

TOTAL U.S. POPULATION 12+

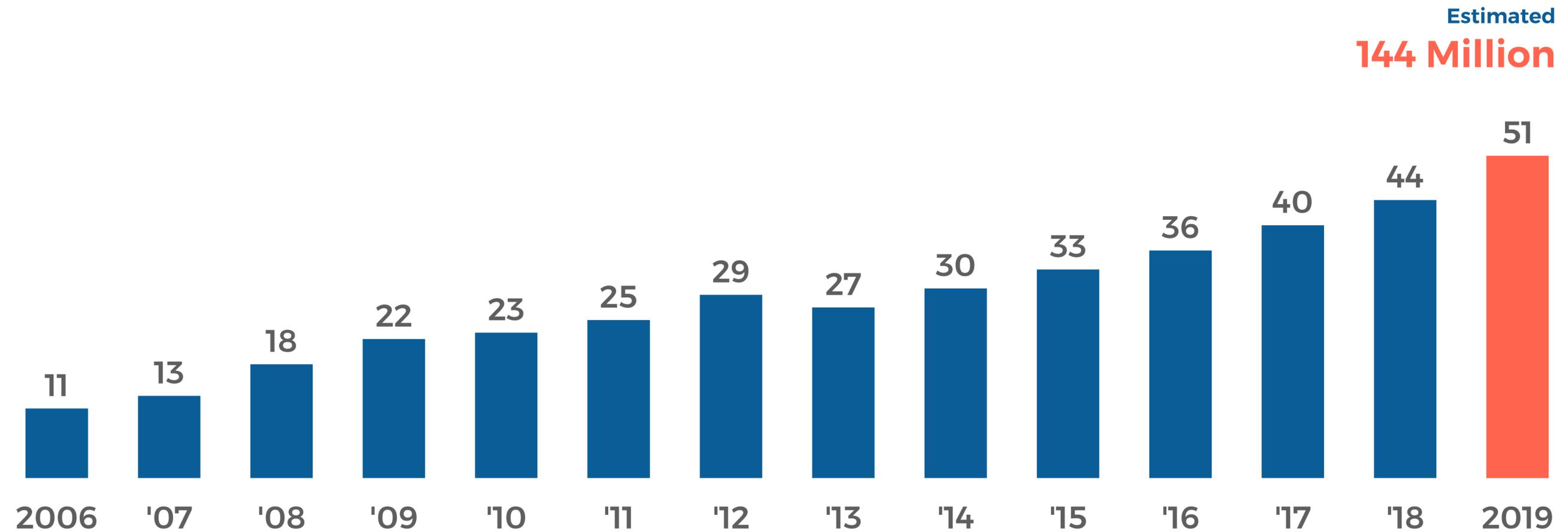
% FAMILIAR WITH PODCASTING



Podcasting Listening

TOTAL U.S. POPULATION 12+

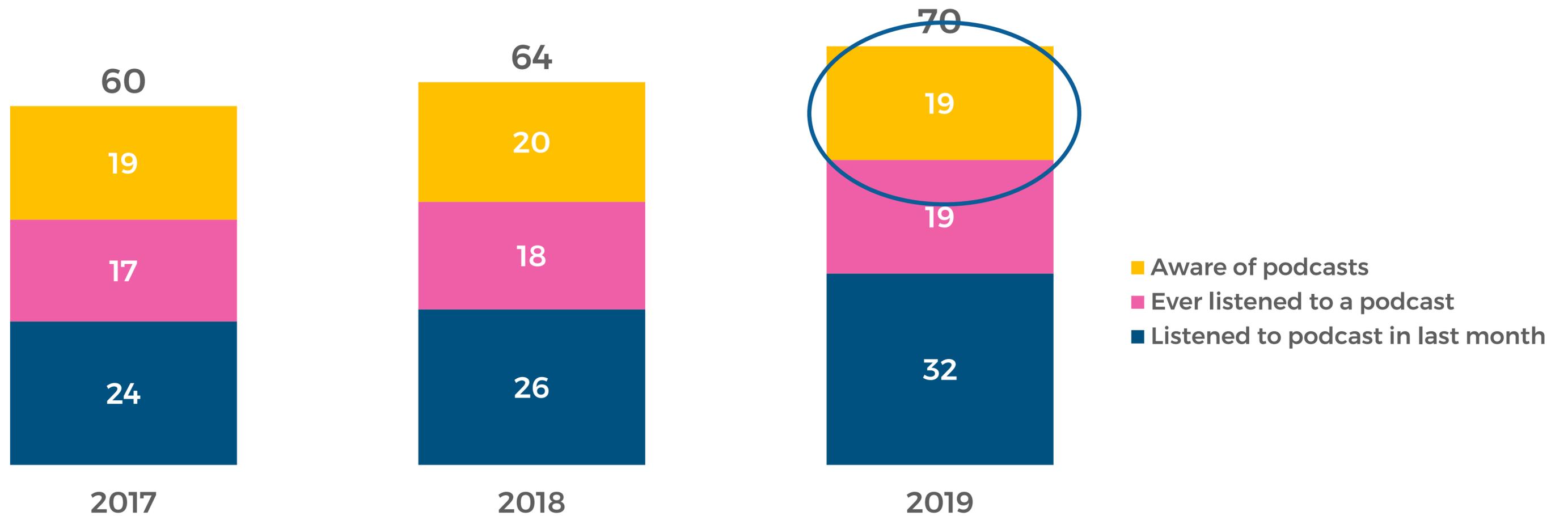
% EVER LISTENED TO A PODCAST



Podcast Awareness:

TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING

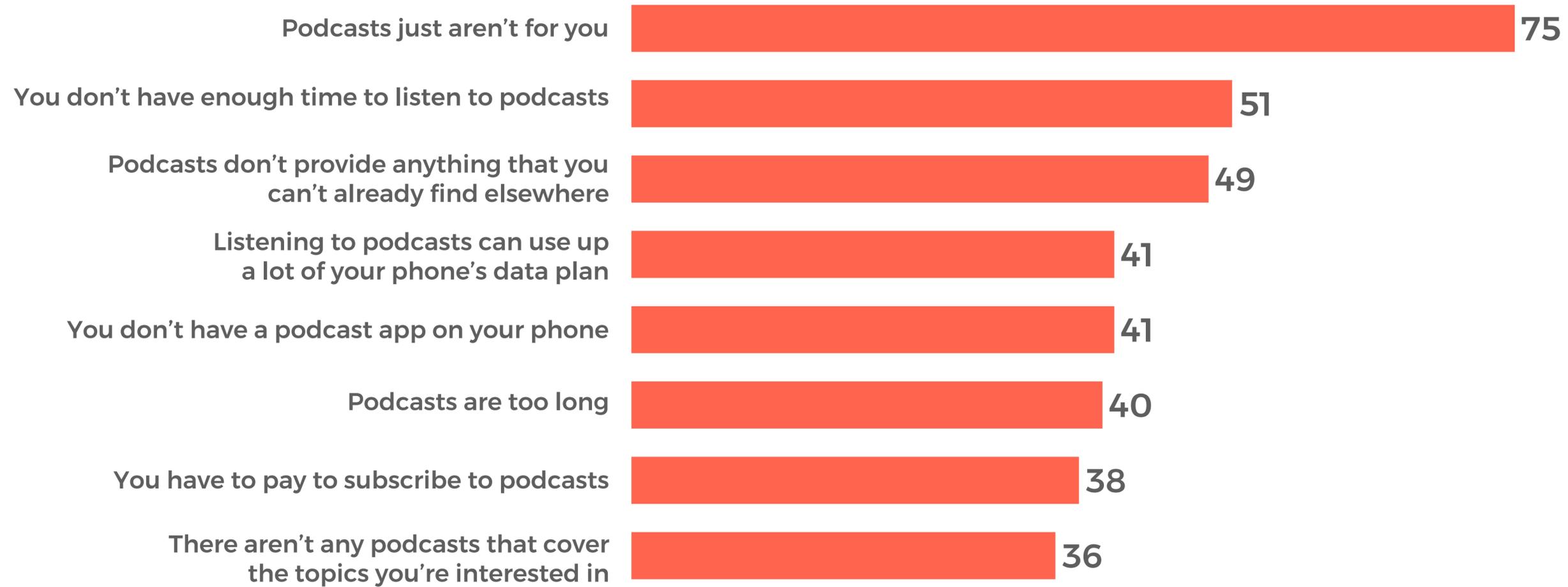


Reasons Non-Listeners Do Not Listen to Podcasts

BASE: U.S. ONLINE POPULATION 12+ AWARE OF PODCASTS BUT HAVE NEVER LISTENED

% SAYING REASON APPLIES

PAGE 1 OF 2



Reasons Non-Listeners Do Not Listen to Podcasts

BASE: U.S. ONLINE POPULATION 12+ AWARE OF PODCASTS BUT HAVE NEVER LISTENED

% SAYING REASON APPLIES

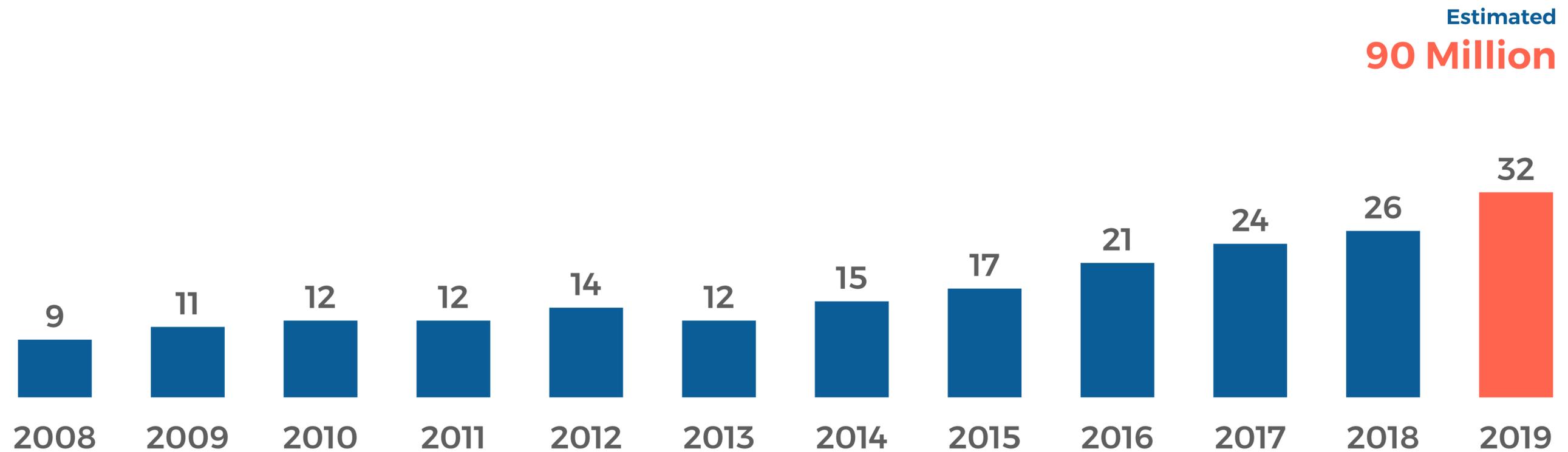
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Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

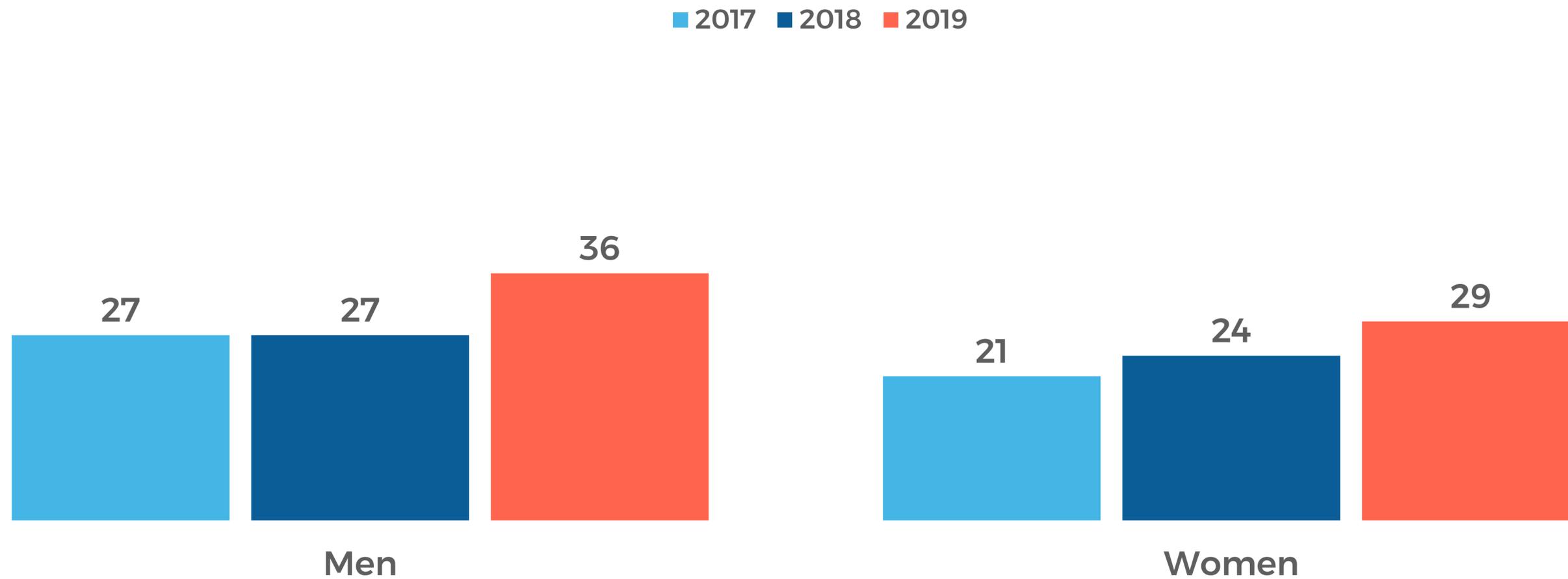
% LISTENED TO A PODCAST IN LAST MONTH



Monthly Podcast Listening

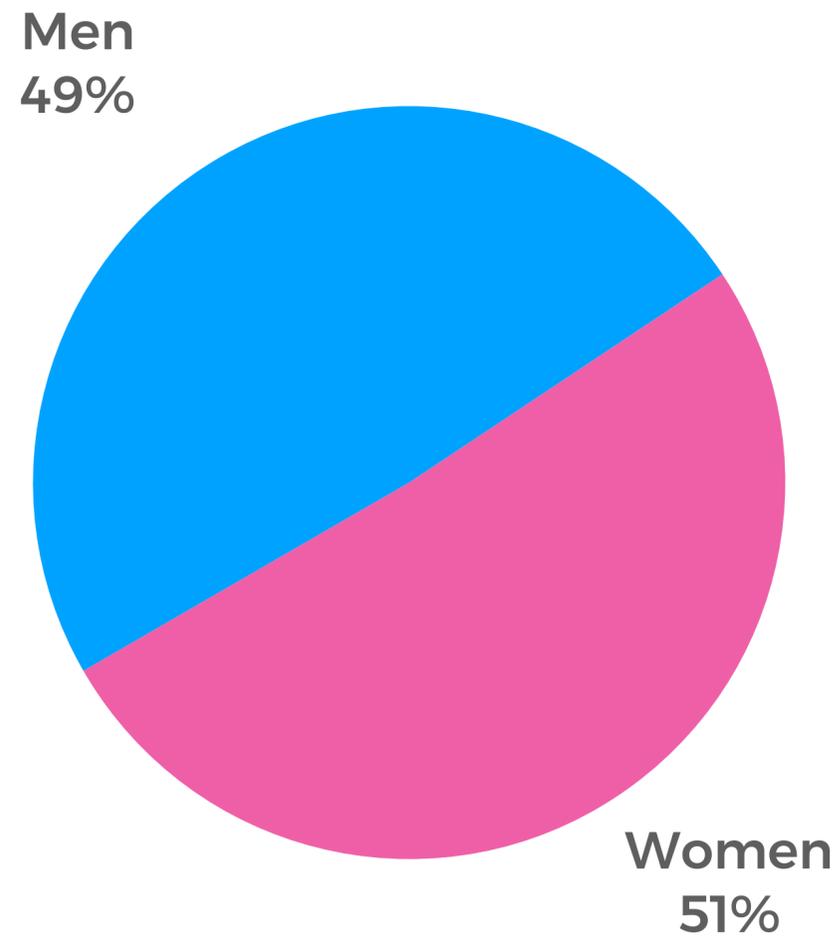
U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH

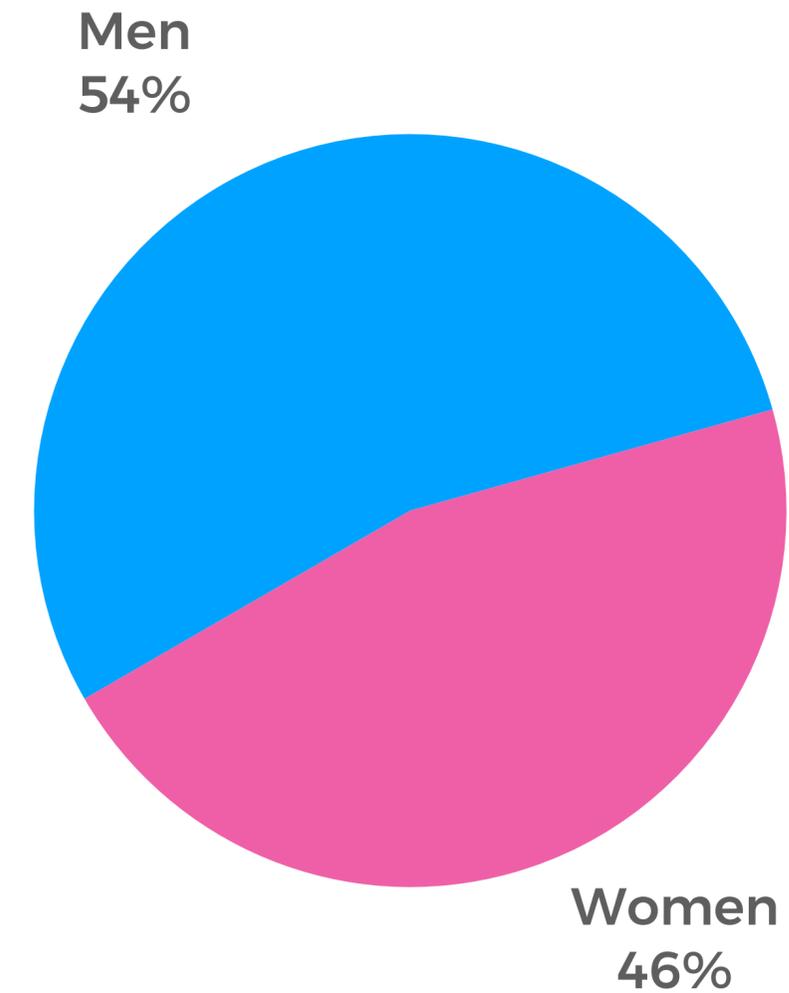


Composition of Monthly Podcast Consumers

U.S. POPULATION 12+



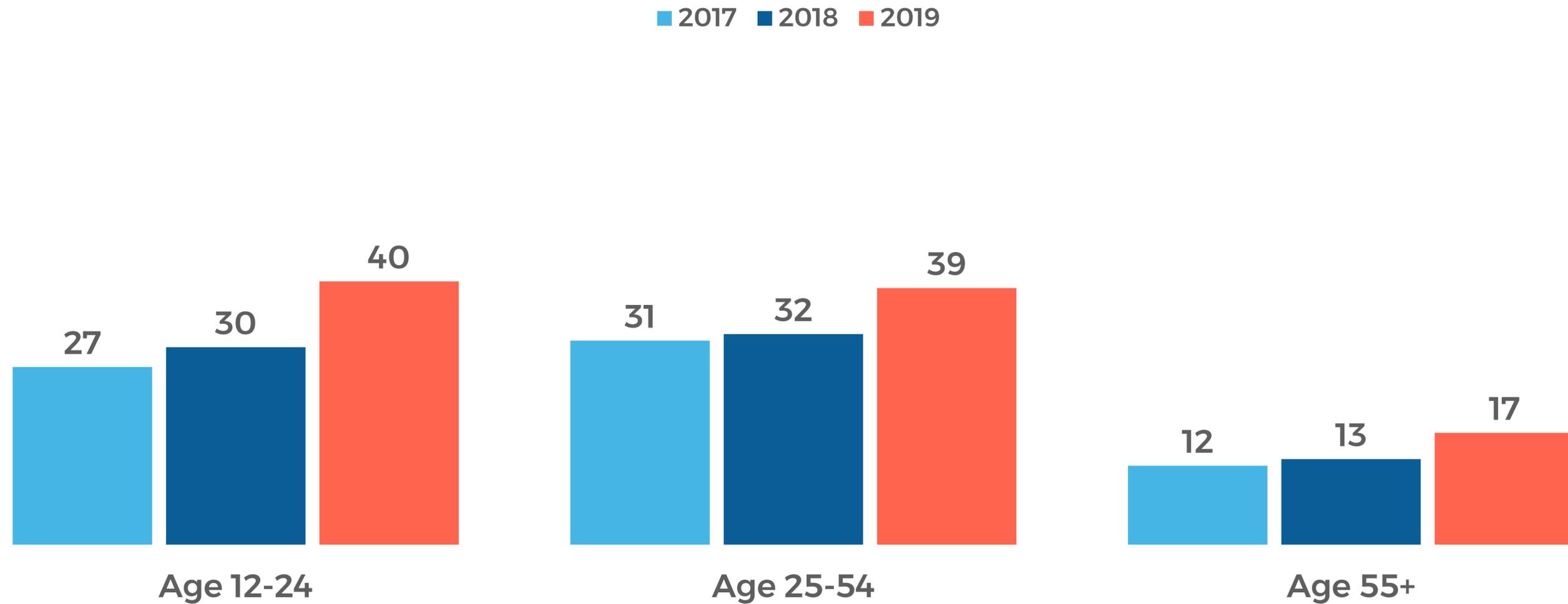
MONTHLY PODCAST CONSUMERS 12+



Monthly Podcast Listening

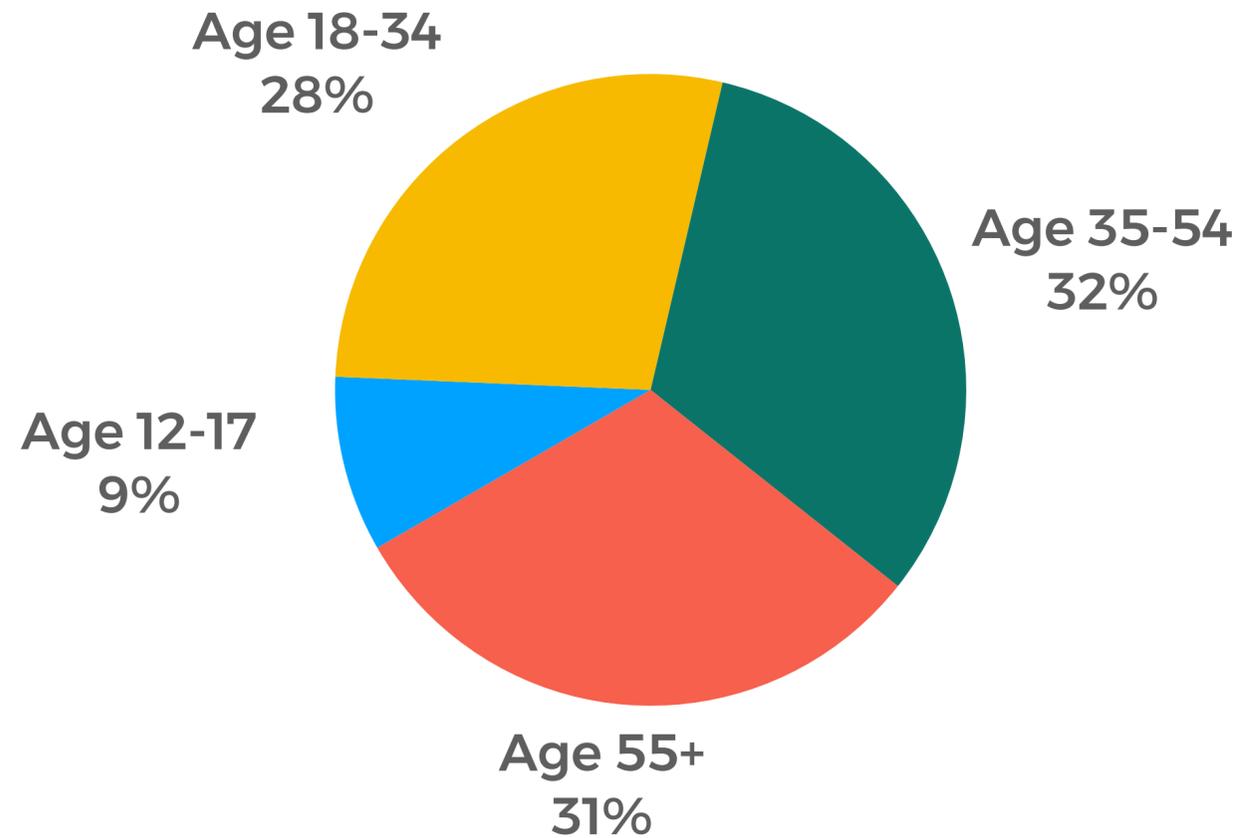
U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH

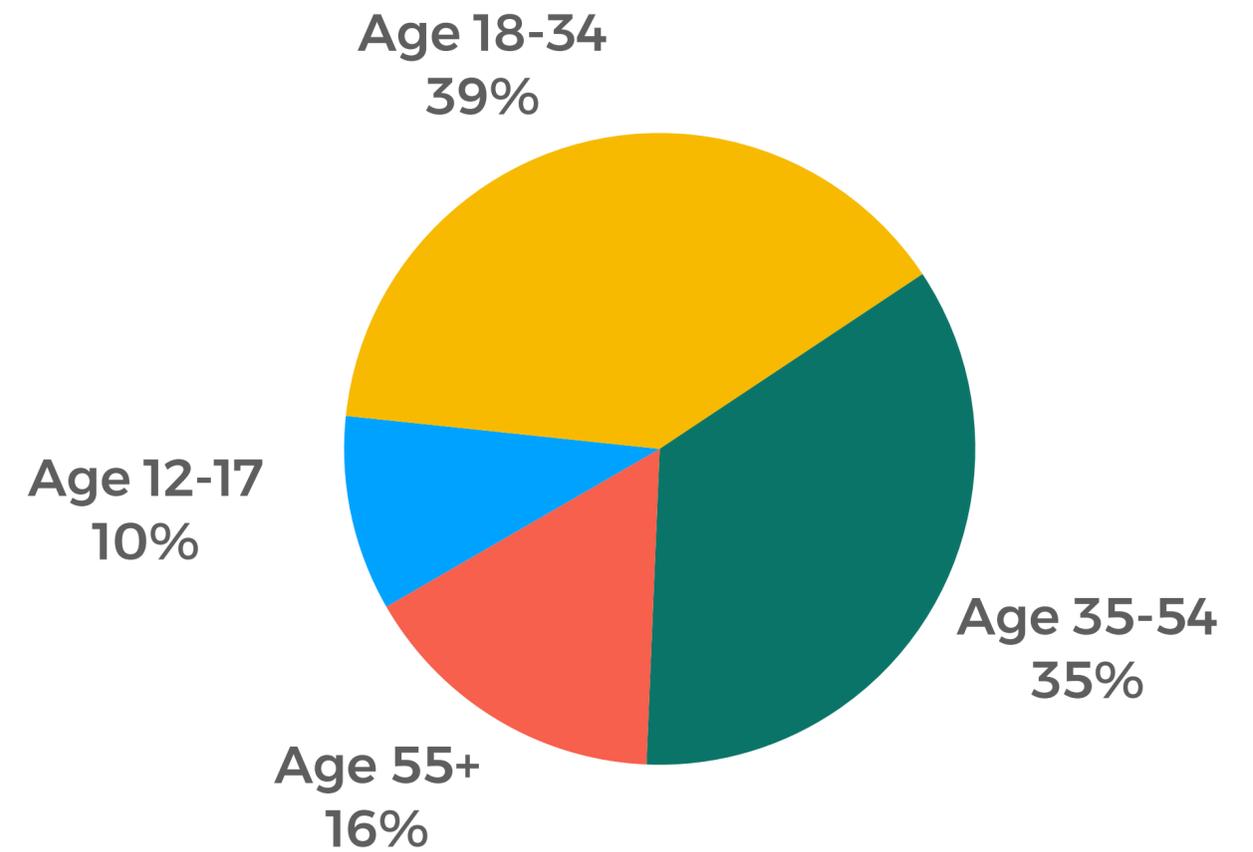


Composition of Monthly Podcast Consumers

U.S. POPULATION 12+

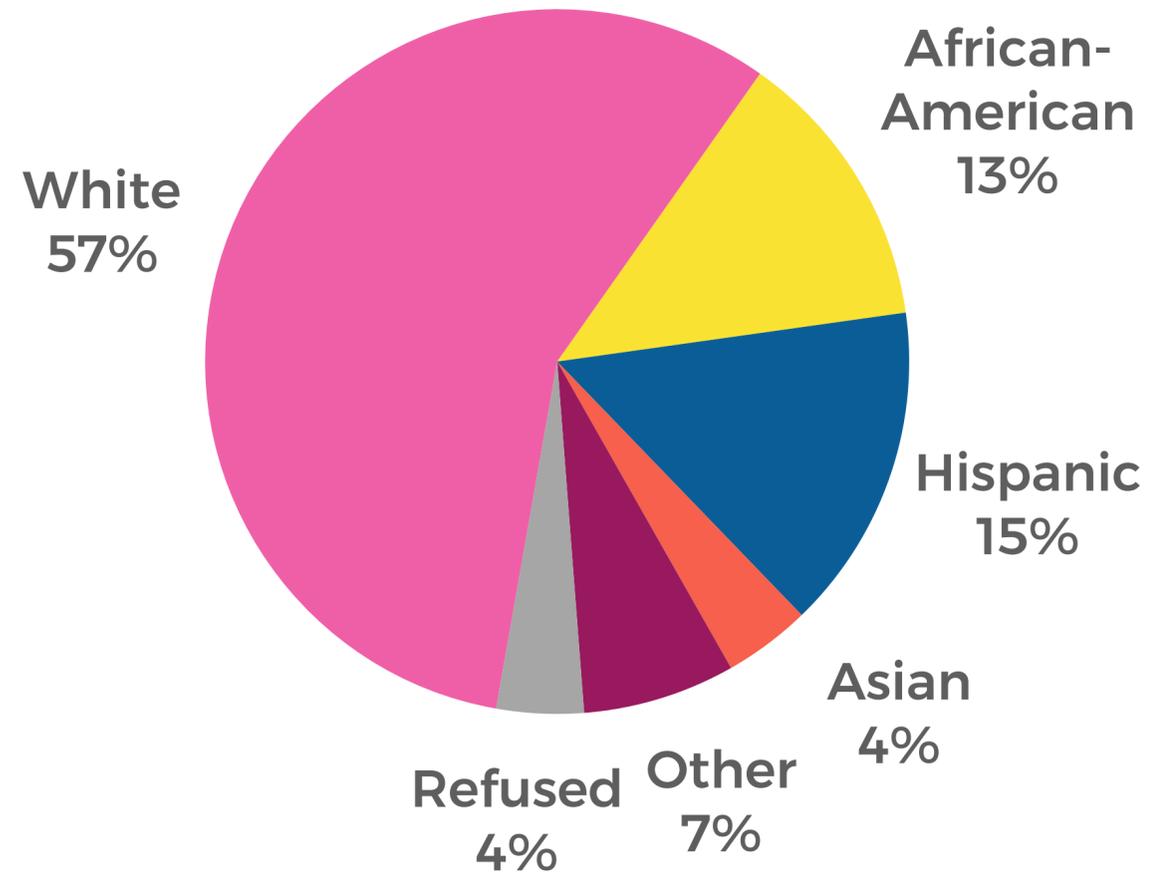


MONTHLY PODCAST CONSUMERS 12+

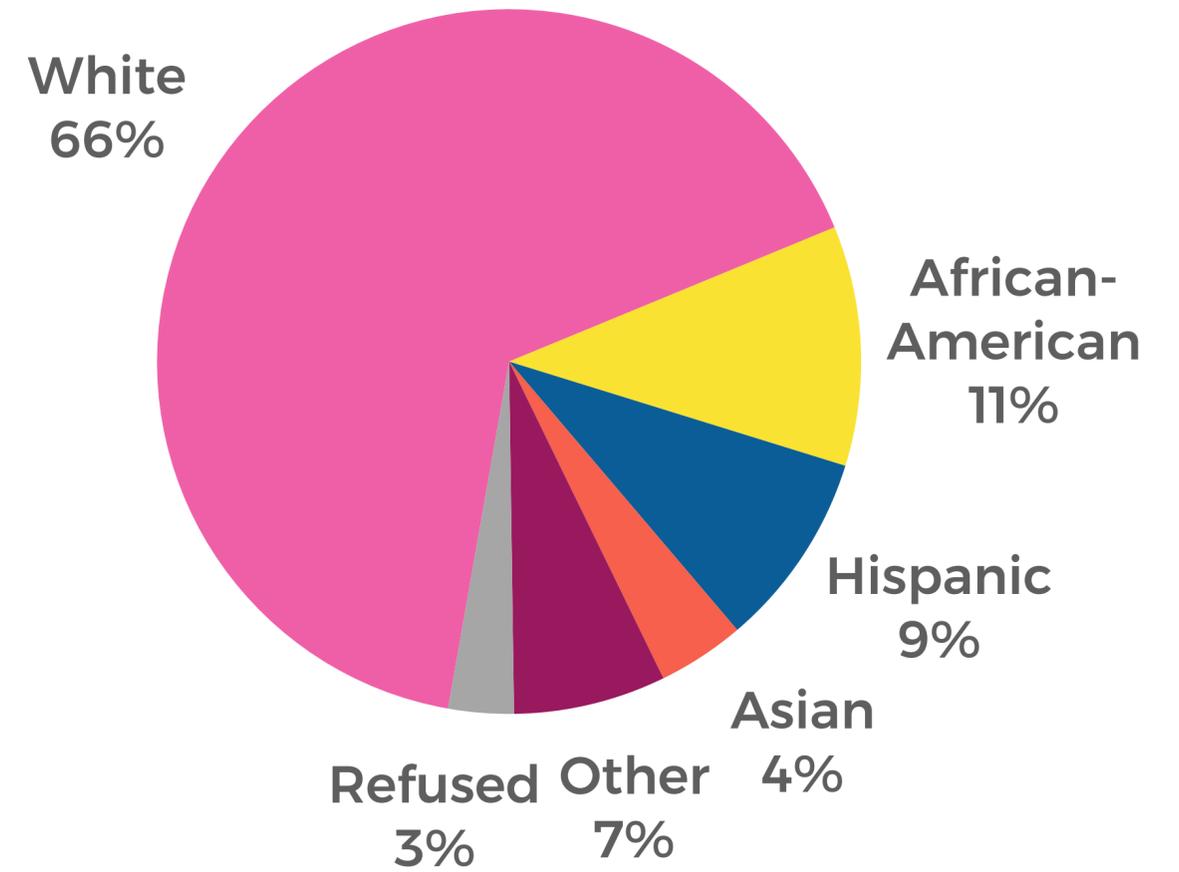


Composition of Monthly Podcast Consumers

U.S. POPULATION 12+

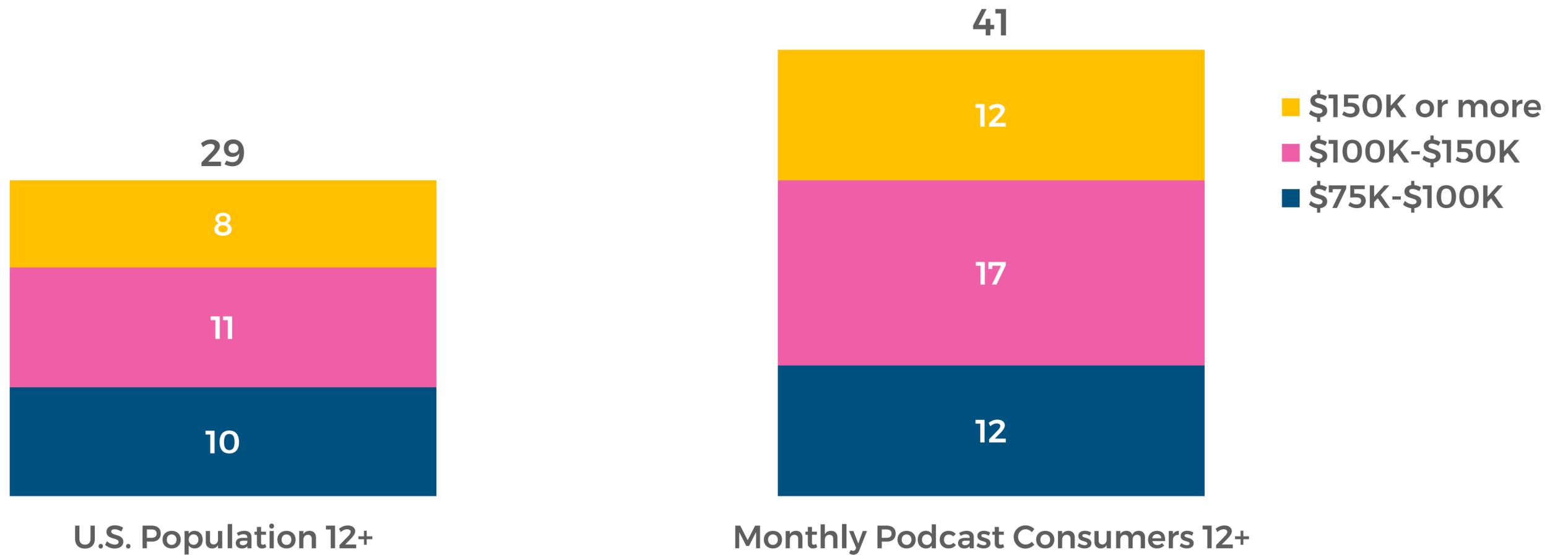


MONTHLY PODCAST CONSUMERS 12+



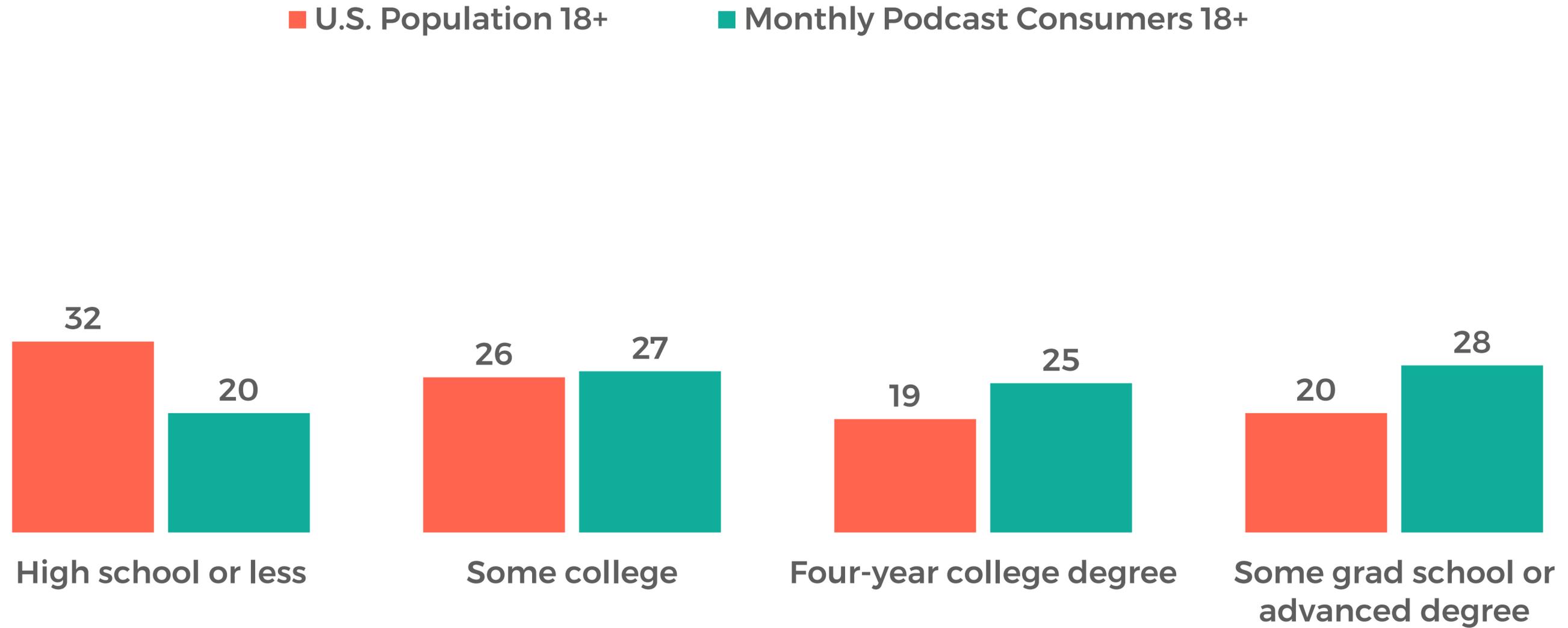
Composition of Monthly Podcast Consumers

ANNUAL HOUSEHOLD INCOME ABOVE \$75,000



Composition of Monthly Podcast Consumers

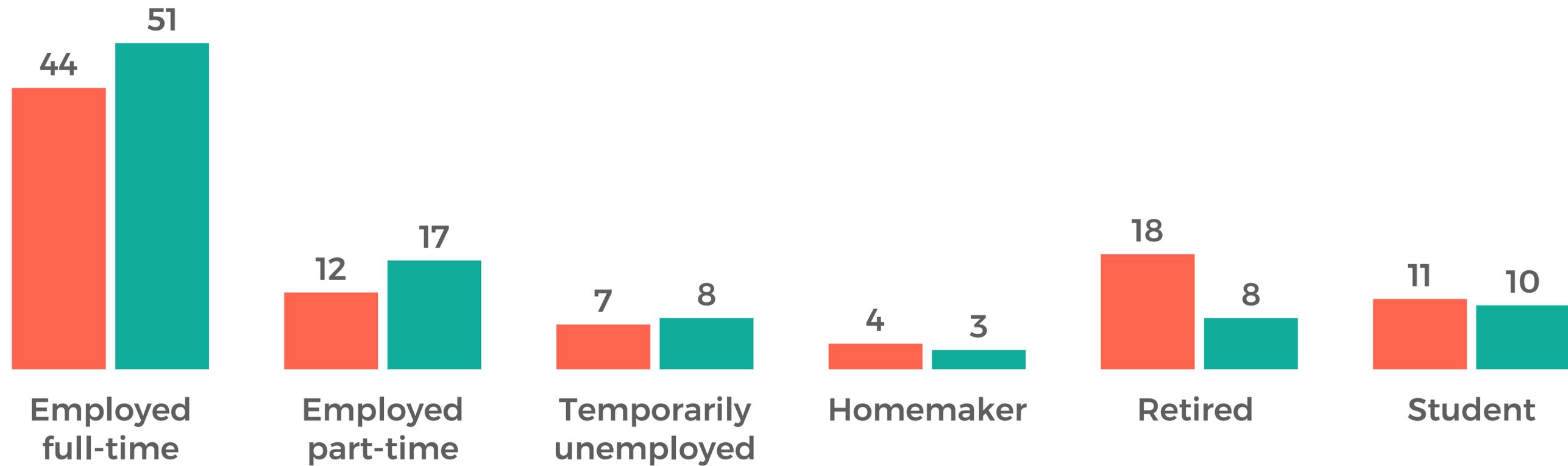
EDUCATIONAL ATTAINMENT



Composition of Monthly Podcast Consumers

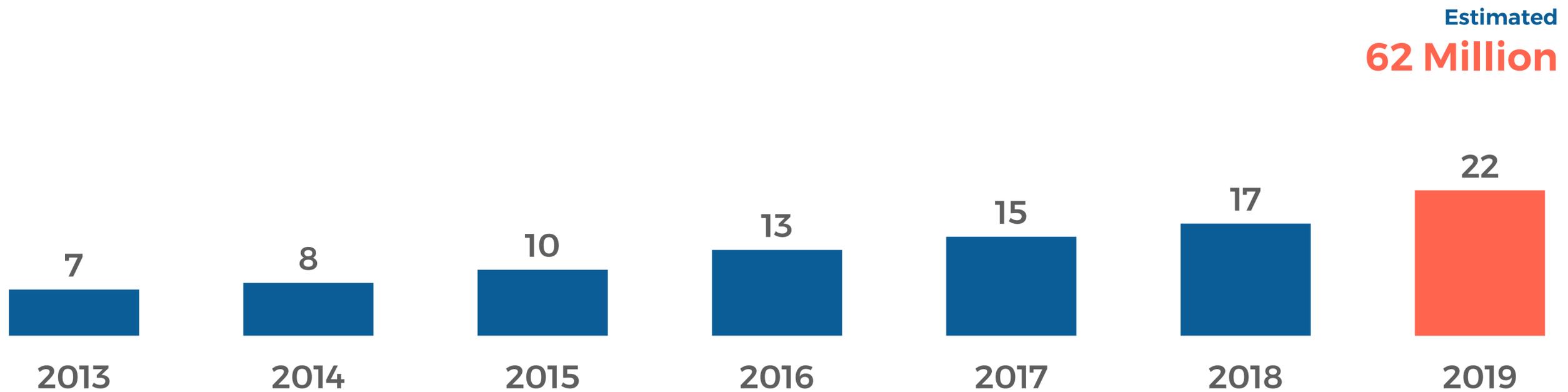
EMPLOYMENT STATUS

■ U.S. Population 18+ ■ Monthly Podcast Consumers 18+



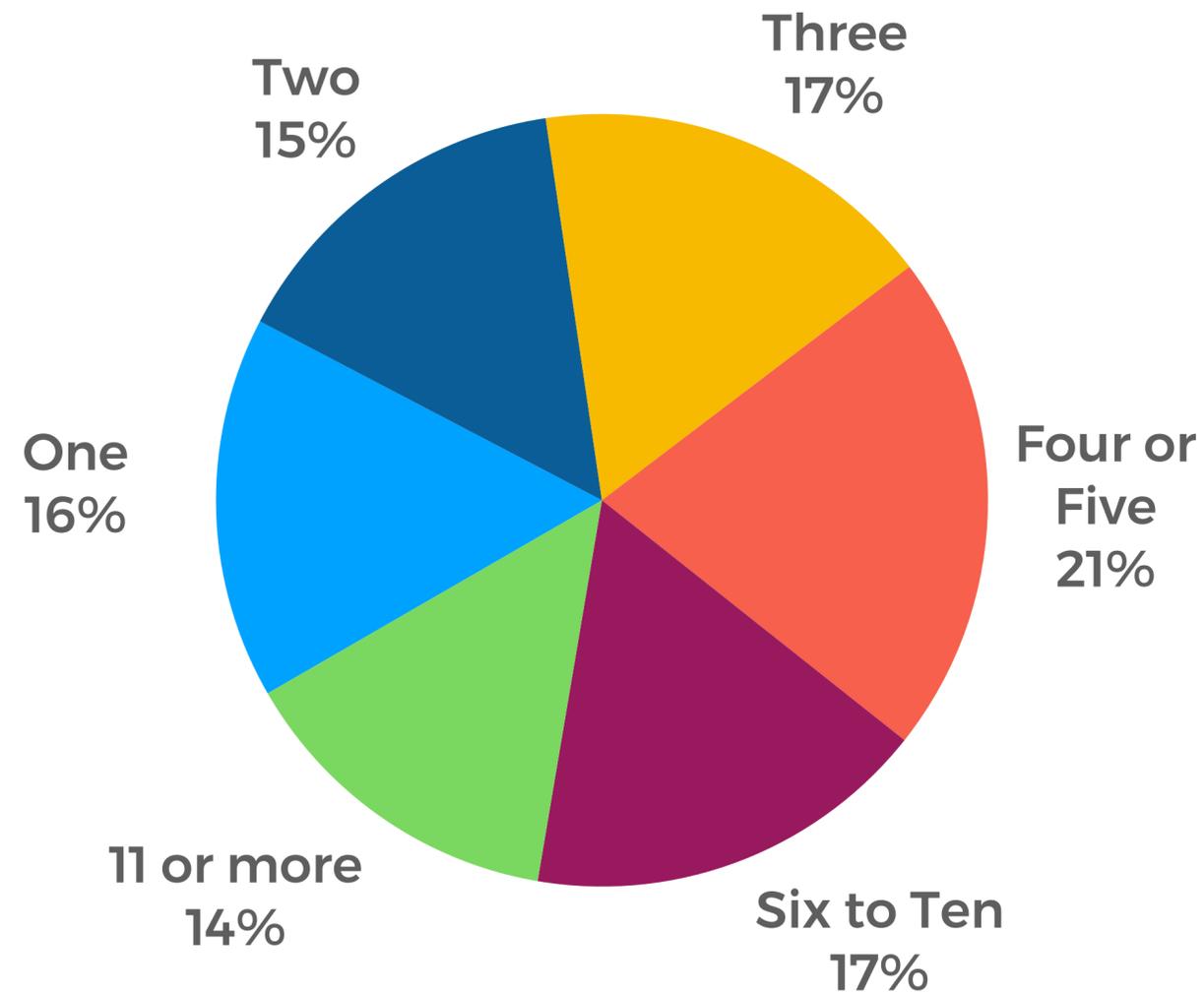
Weekly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST WEEK



Number of Podcasts Listened to in Last Week

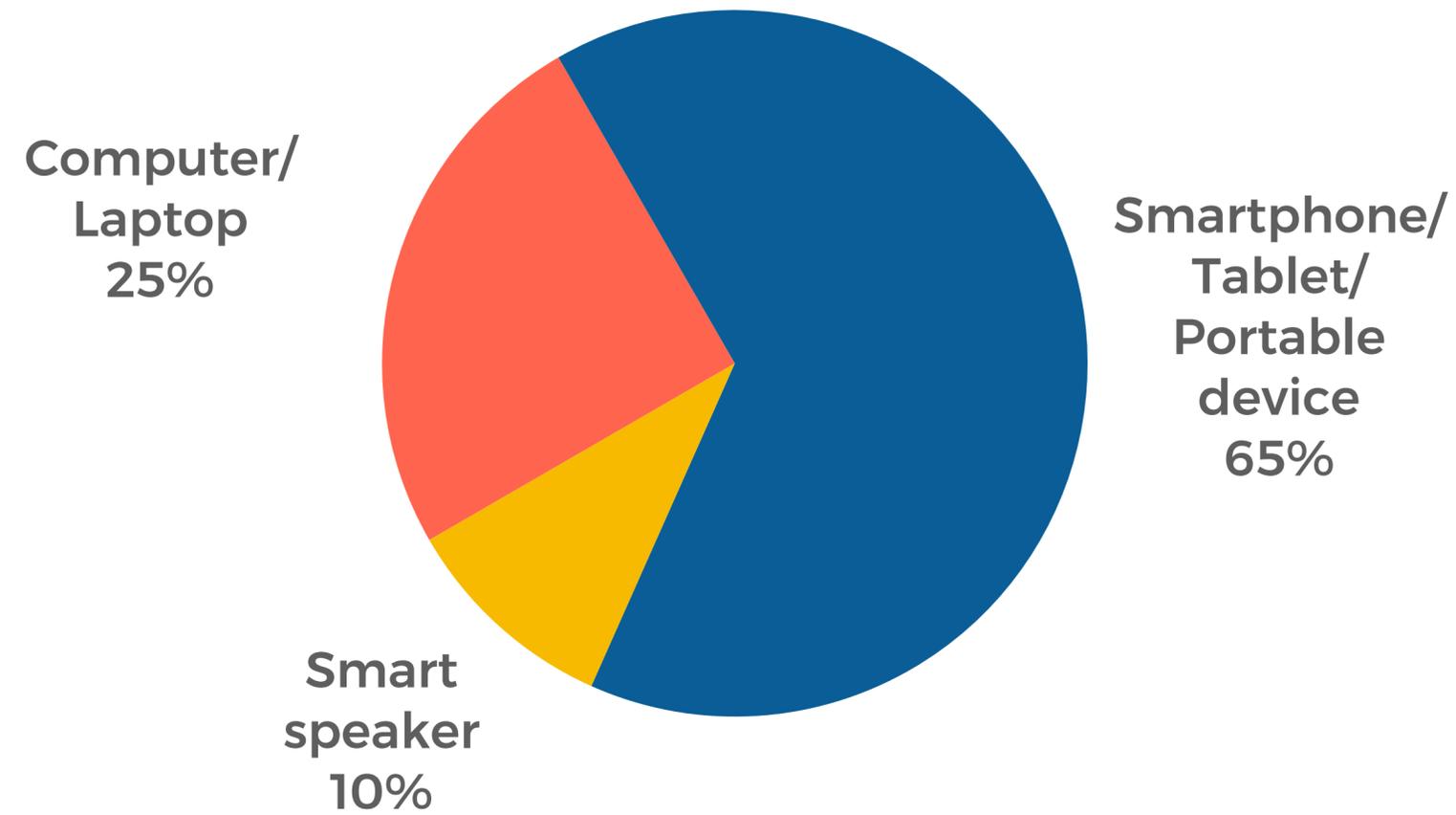
U.S. WEEKLY PODCAST CONSUMERS 12+



U.S. weekly podcast listeners averaged
Seven podcasts
in the last week

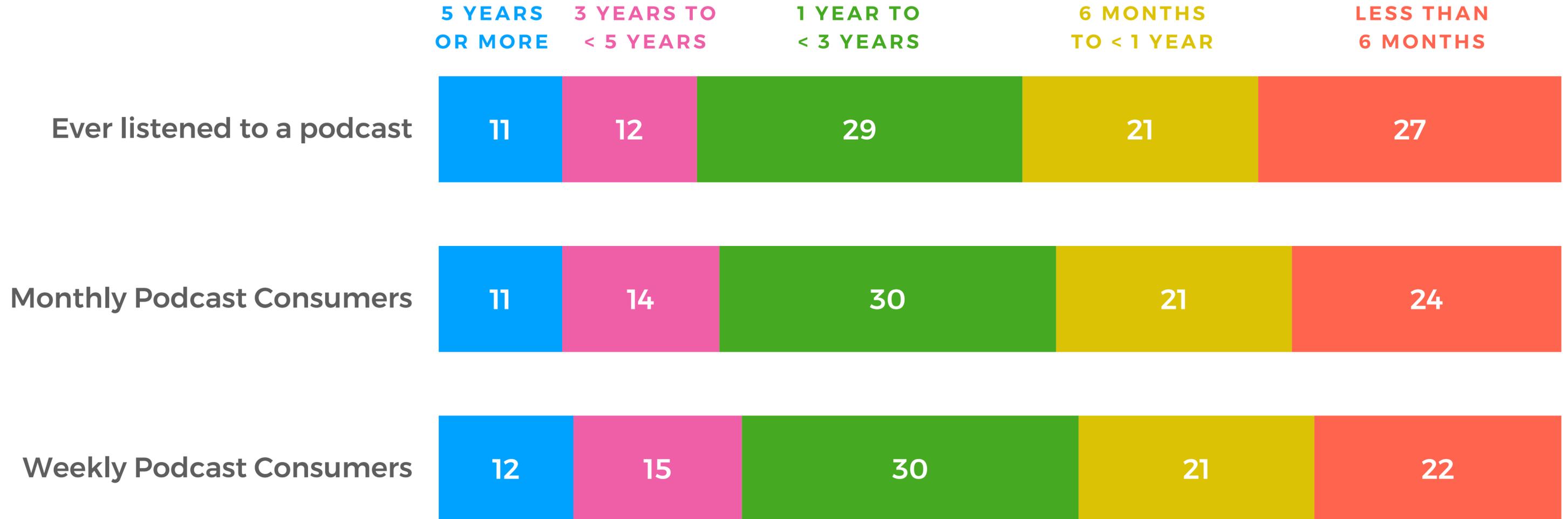
Device Used Most Often to Listen to Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+



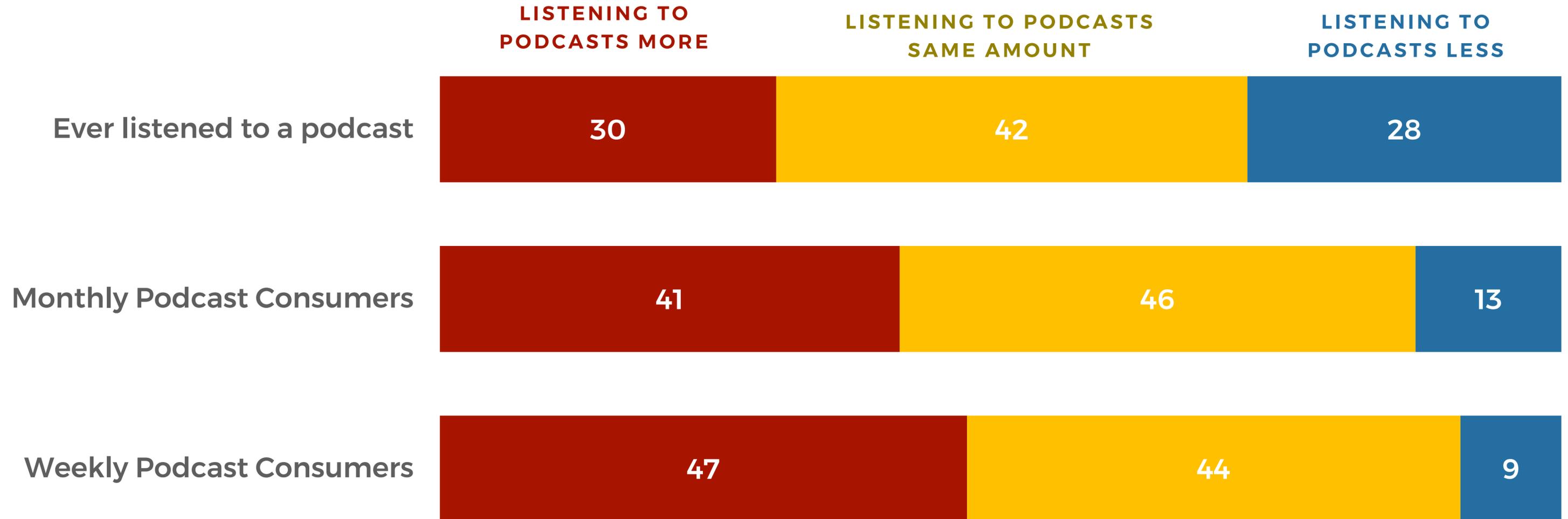
Number of Years Listening to Podcasts

U.S. ONLINE POPULATION 12+



Listening to Podcasts Compared to One Year Ago

U.S. ONLINE POPULATION 12+



Podcast Consumers Who Ever Listen to Podcasts on...

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

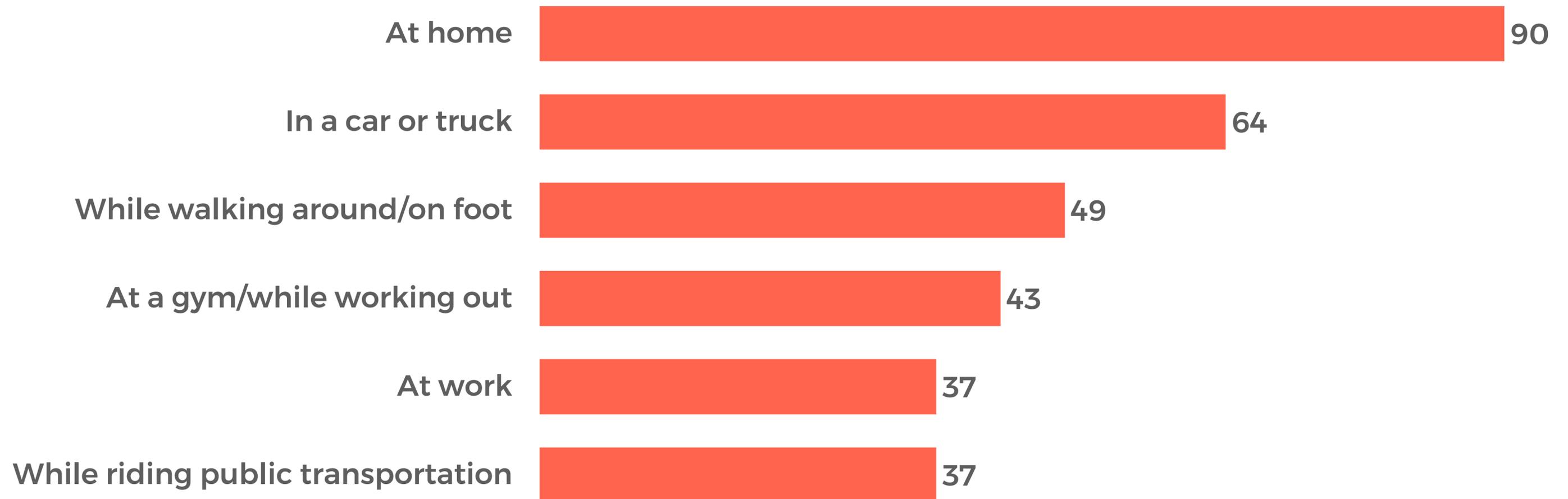
% EVER LISTEN TO PODCASTS ON SERVICE



Podcast Listening Locations

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

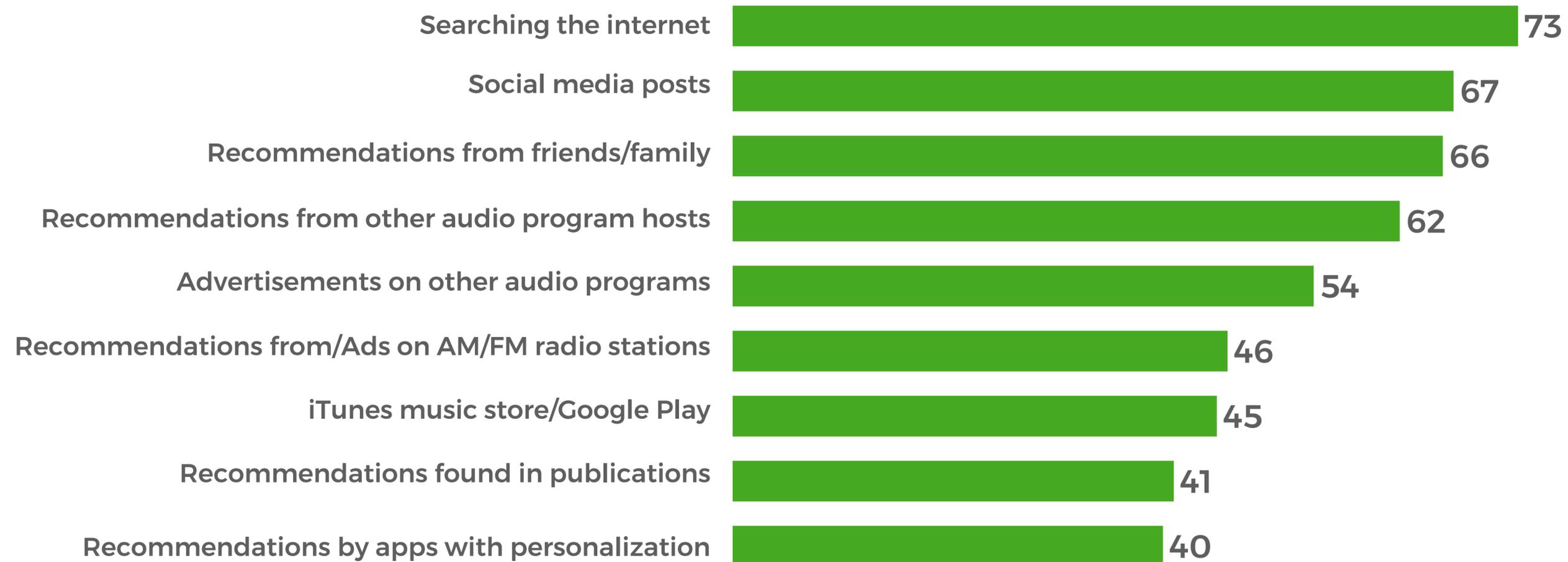
% HAVE EVER LISTENED TO A PODCAST IN LOCATION



Sources Used at Least “Occasionally” to Discover Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

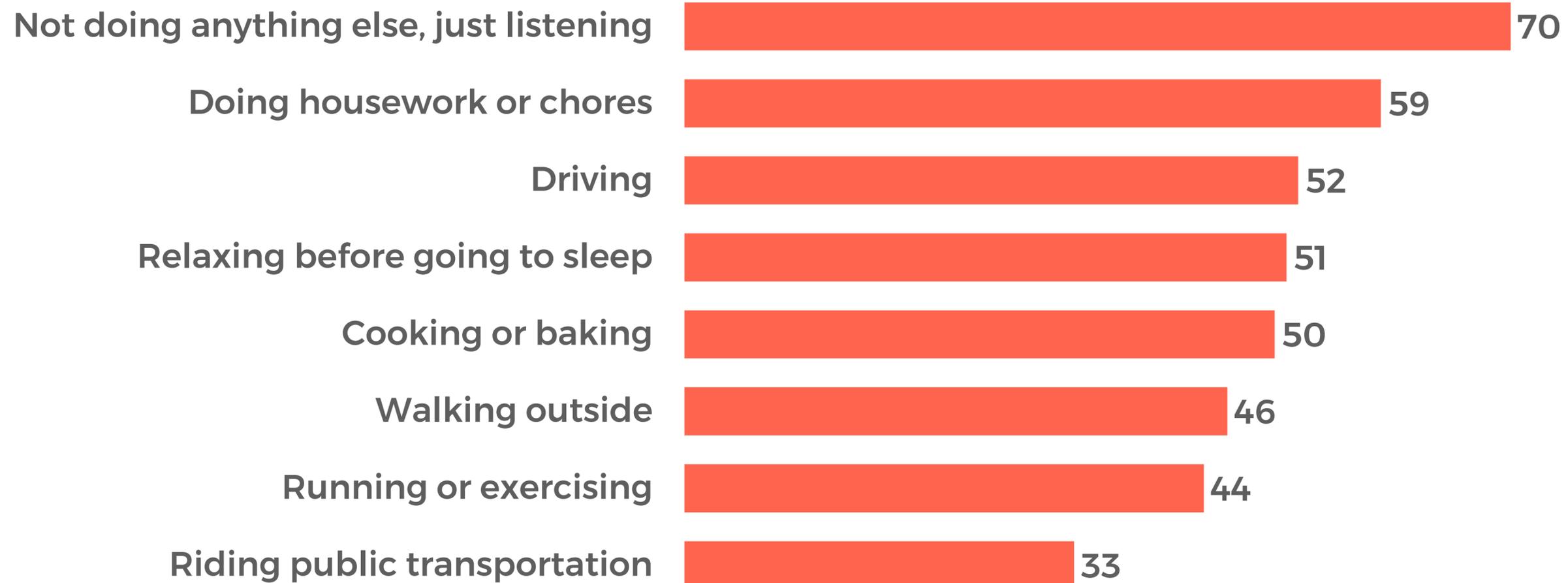
% USING SOURCE “FREQUENTLY” OR “OCCASIONALLY” TO DISCOVER PODCASTS



Activities Done While Listening to Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% EVER LISTENED TO PODCASTS WHILE DOING ACTIVITY



Which Podcast Topics are Consumers Interested in?

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% INTERESTED IN LISTENING TO TOPIC ON A PODCAST

Topic	% Interested
Music	39%
News/Information	36%
Entertainment/Celebrity/Gossip	32%
History	31%
Sports	31%
Food	30%
Mystery/Thriller	28%
Technology	28%
True Crime	28%
Wellness/Self-improvement	27%
Science	26%

Topic	% Interested
Games/Hobbies	23%
Travel	23%
Fantasy/Sci-fi	21%
Drama	19%
Philosophy/Religion	19%
Business	18%
Adult Fiction	16%
Biography/Memoir	16%
Home/Garden	16%
Romance	14%
Children's	9%
Language	9%

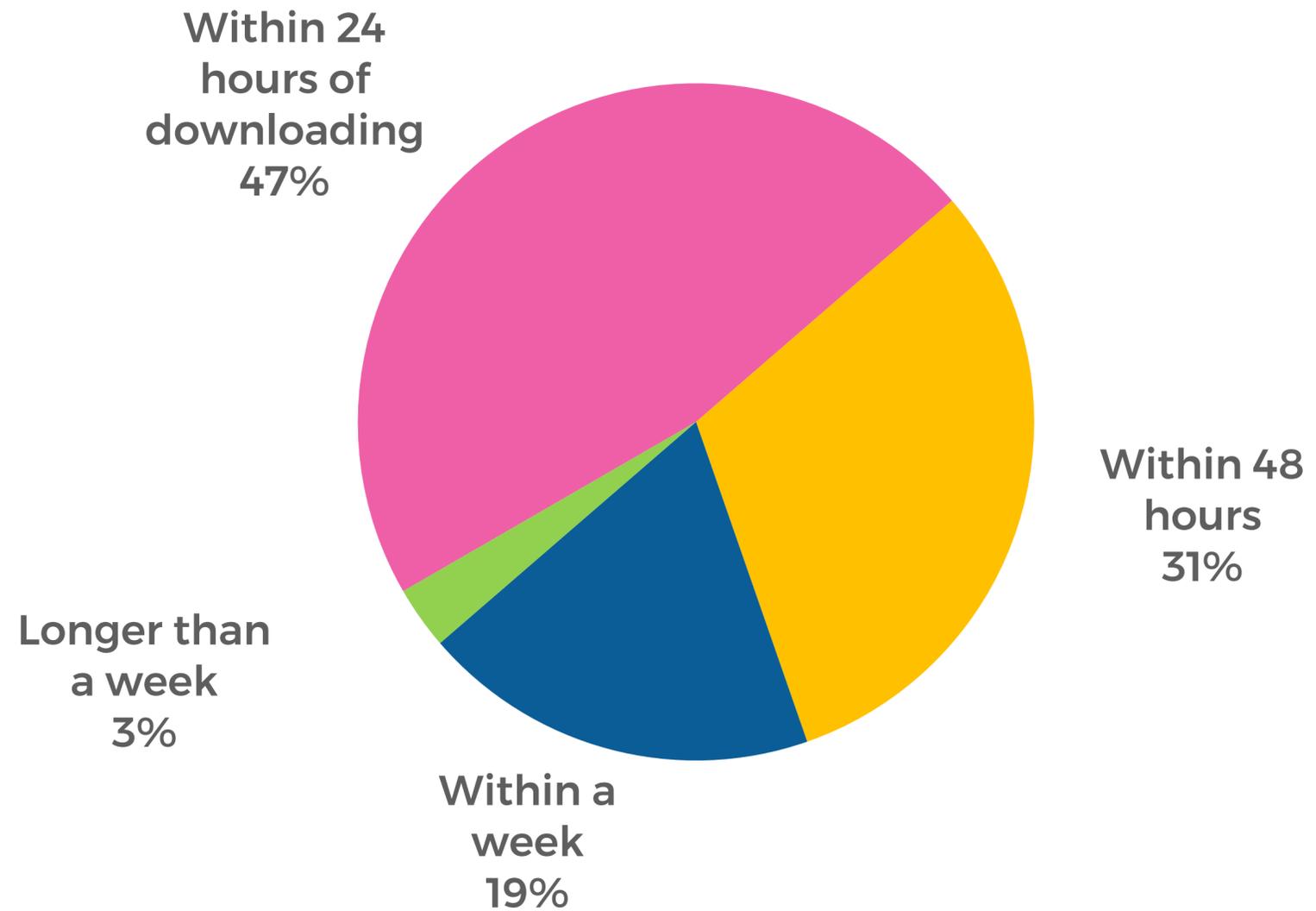


#PodcastConsumer

Podcasts Downloaded and Listened to Later

BASE: U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+ AND HAVE EVER DOWNLOADED A PODCAST TO LISTEN LATER

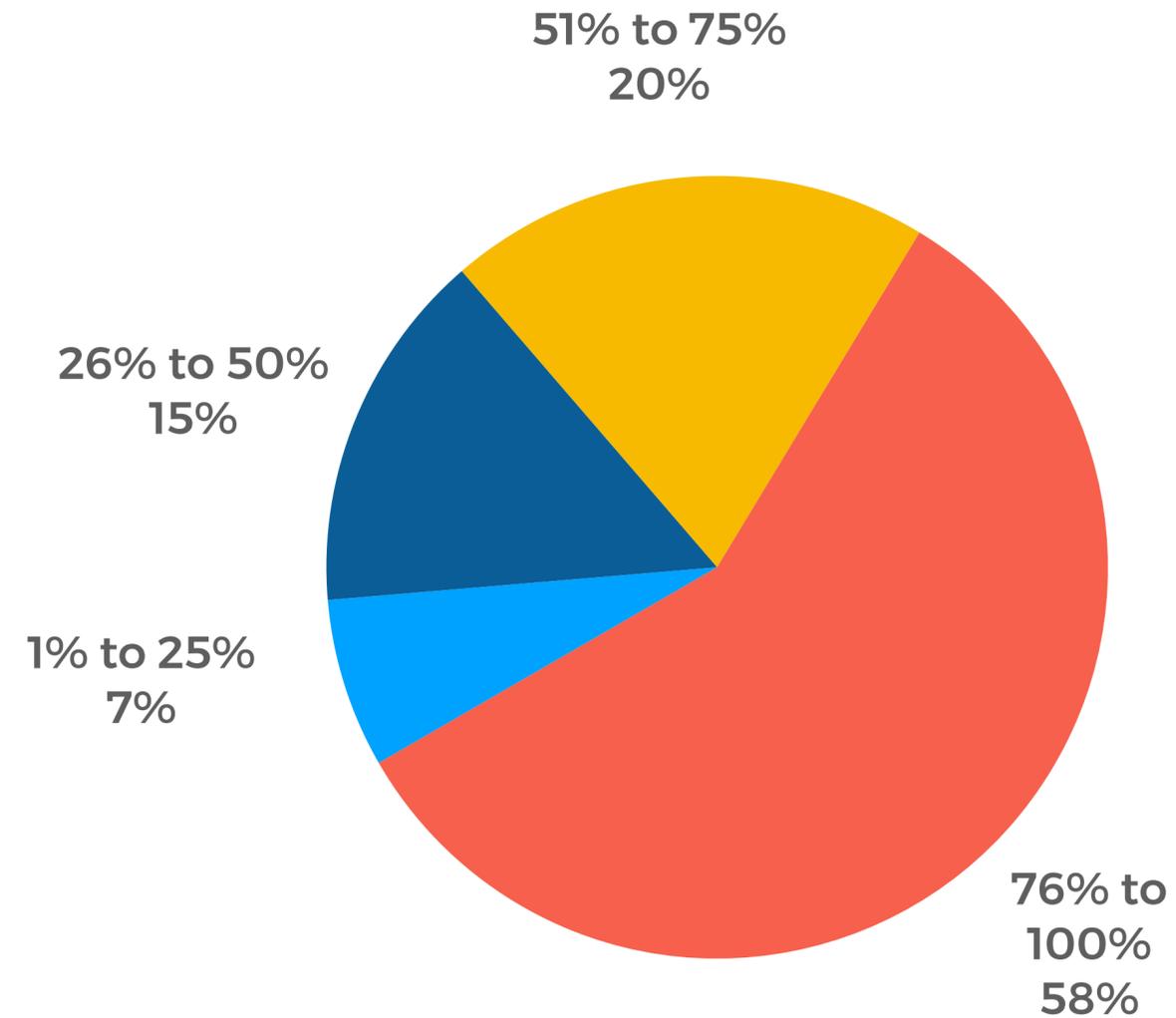
“When did you listen to the last podcast you downloaded and listened to at a later time?”



Percent of Podcasts Downloaded and Listened to

BASE: U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+ AND HAVE EVER DOWNLOADED A PODCAST TO LISTEN LATER

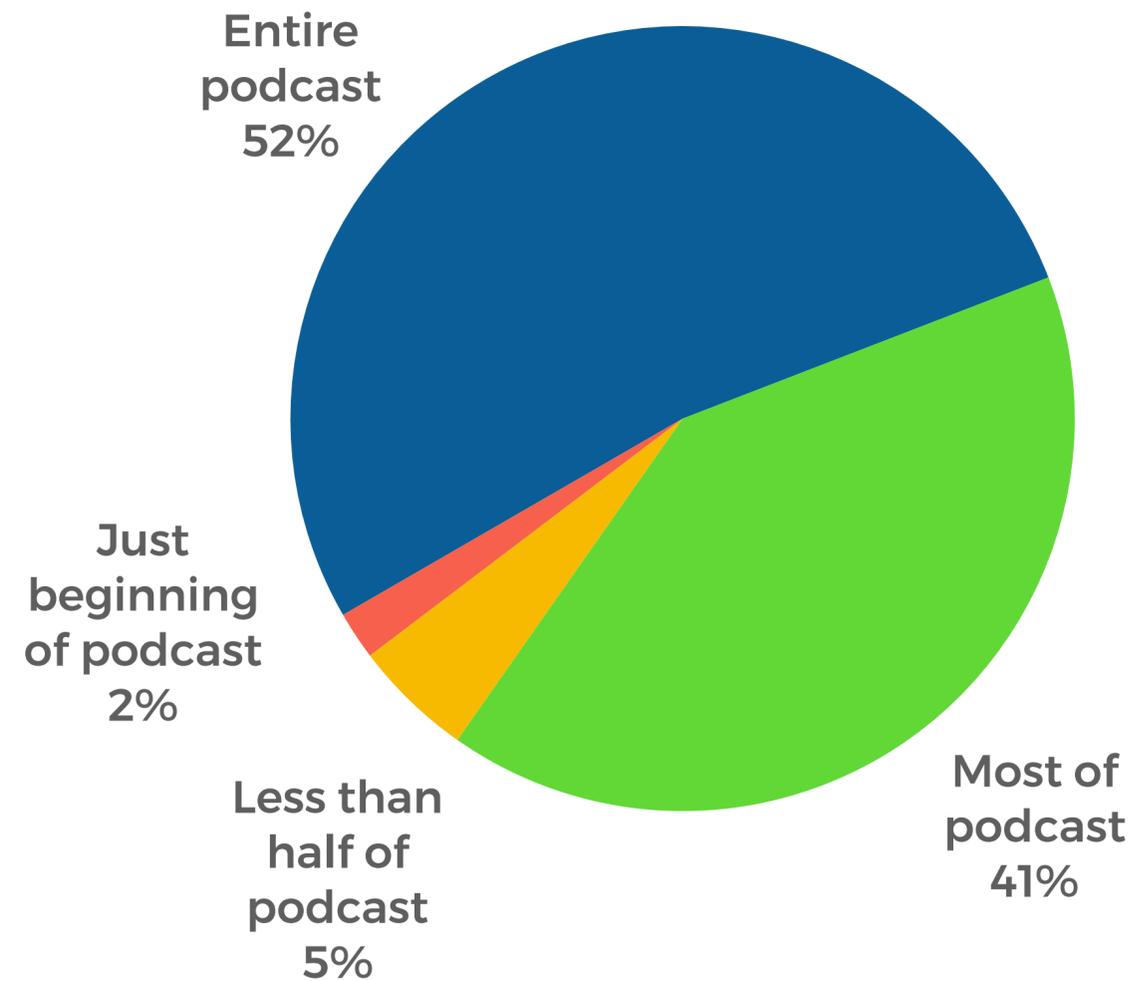
“What percent of all the podcasts you download, out of 100 percent, would you say you typically listen to?”



Amount of Podcast Episode Typically Listened to

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

“Think about the audio podcast episodes you listen to. Do you typically listen to...?”



Increasing Podcast Playback Speed

U.S. MONTHLY PODCAST CONSUMERS 12+

% WHO INCREASE SPEED OF PODCASTS

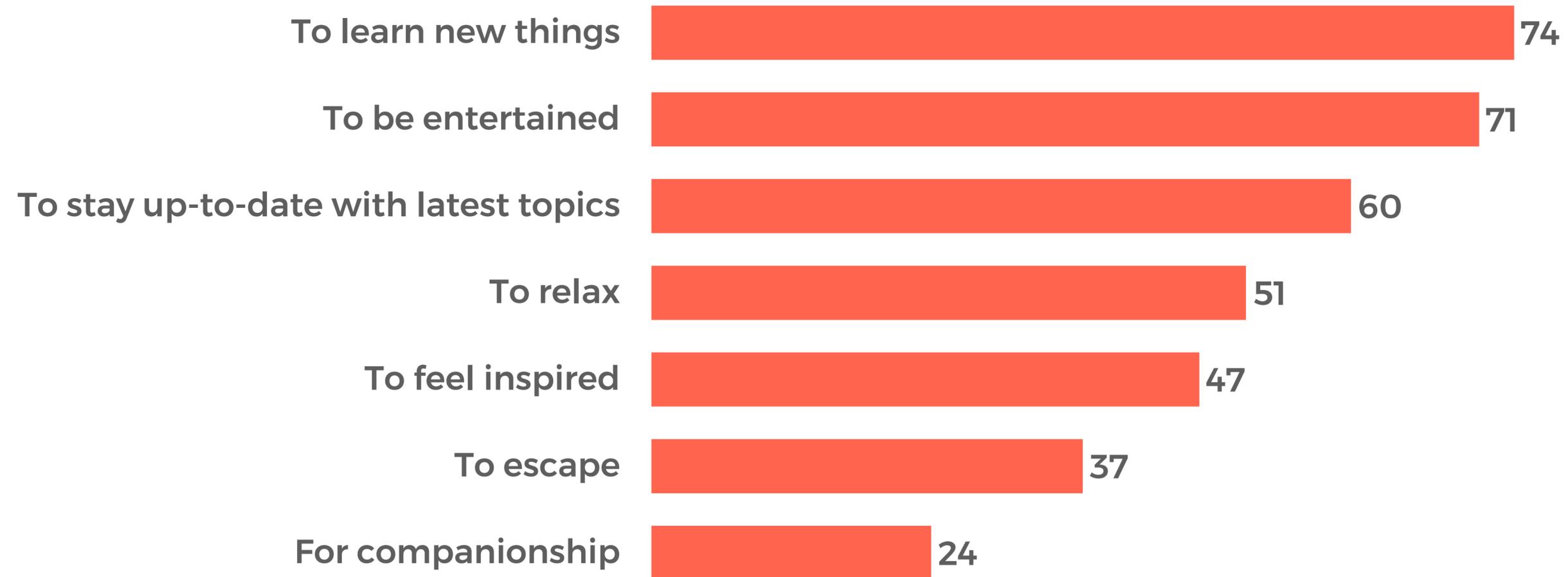
“Do you ever increase the speed of your podcasts in order to listen to them faster?”



Reasons for Listening to Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% AGREEING THIS IS A REASON (GAVE A "4" OR A "5" ON A 5-POINT SCALE)



Reasons Why Podcasts are Enjoyable

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% SAYING REASON APPLIES

“You enjoy listening to podcasts because...?”



What Make Podcast Listeners Listen More?

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% AGREEING (GAVE A "4" OR A "5" ON A 5-POINT SCALE)

"You would listen to more podcasts if...?"

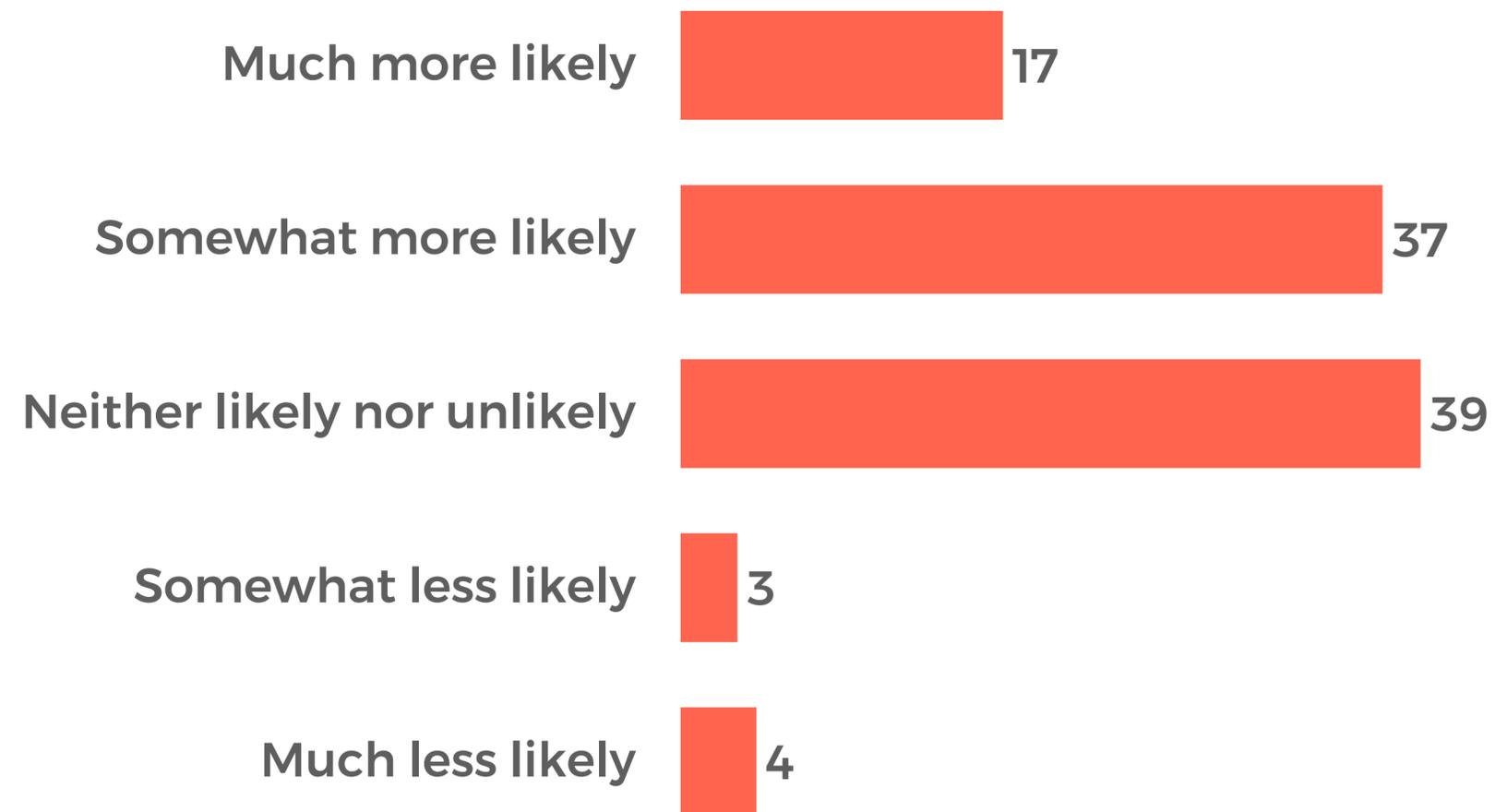


Likelihood to Consider Brands Advertised on Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% GIVING RESPONSE

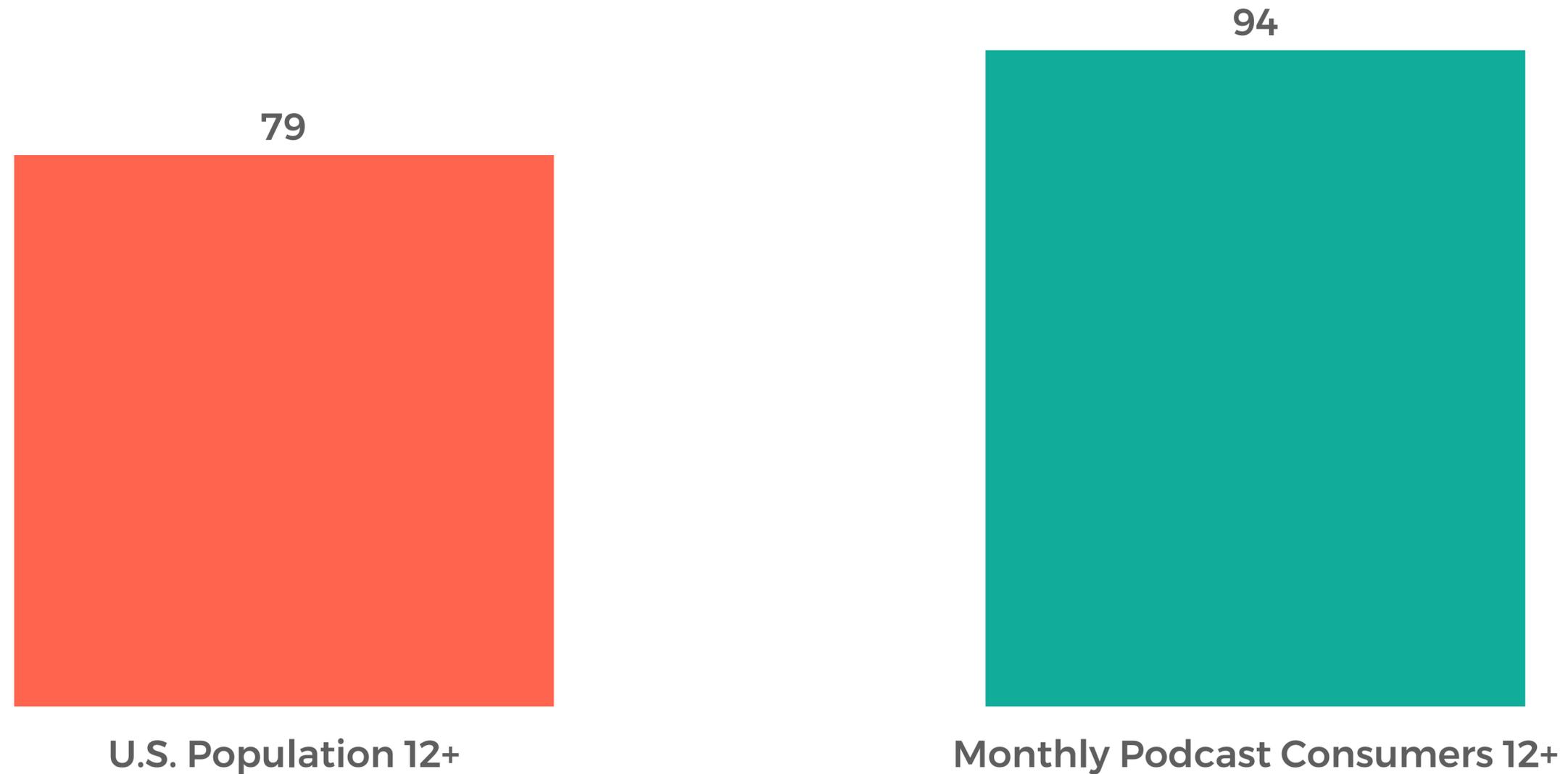
“When you hear advertisements on podcasts, how likely are you to consider the brand advertised?”



Smart Speaker Awareness

U.S. POPULATION

% AWARE OF ANY SMART SPEAKER BRAND

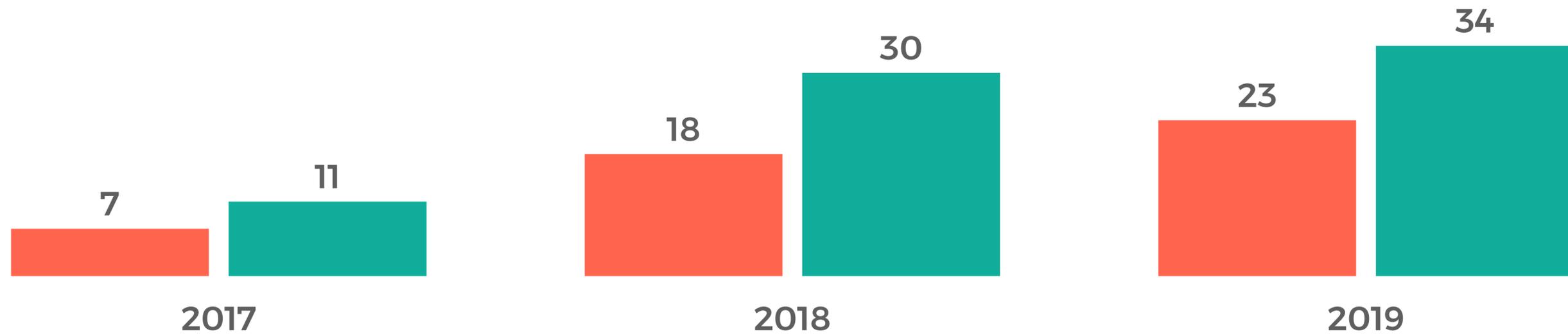


Smart Speaker Ownership

U.S. POPULATION

% OWN A SMART SPEAKER

■ U.S. Population 12+ ■ Monthly Podcast Consumers 12+



Share of Ear[®]

Americans' Share of Time Spent
Listening to Audio Sources



Share of Ear

Survey Methodology:

- **4,398 respondents**
- **National sample 13+**
- **Online and offline**
 - **Tracked since 2014**
- **Offered in English and Spanish**

Share of Ear



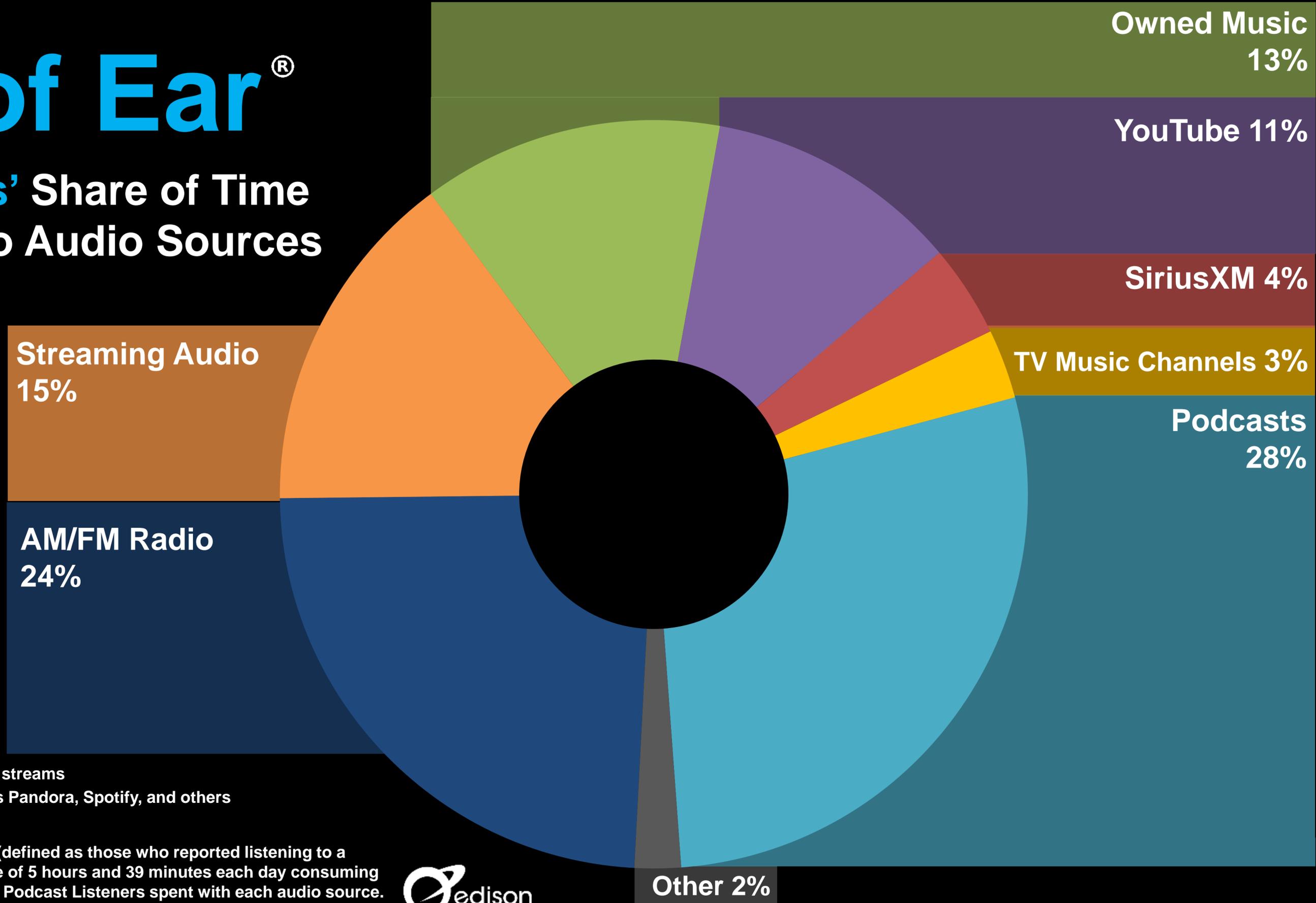
On average, Podcast Listeners spend

5 hours **39** minutes

per day listening to audio

Share of Ear[®]

Podcast Listeners' Share of Time Spent Listening to Audio Sources



AM/FM Radio includes over the air and radio streams

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

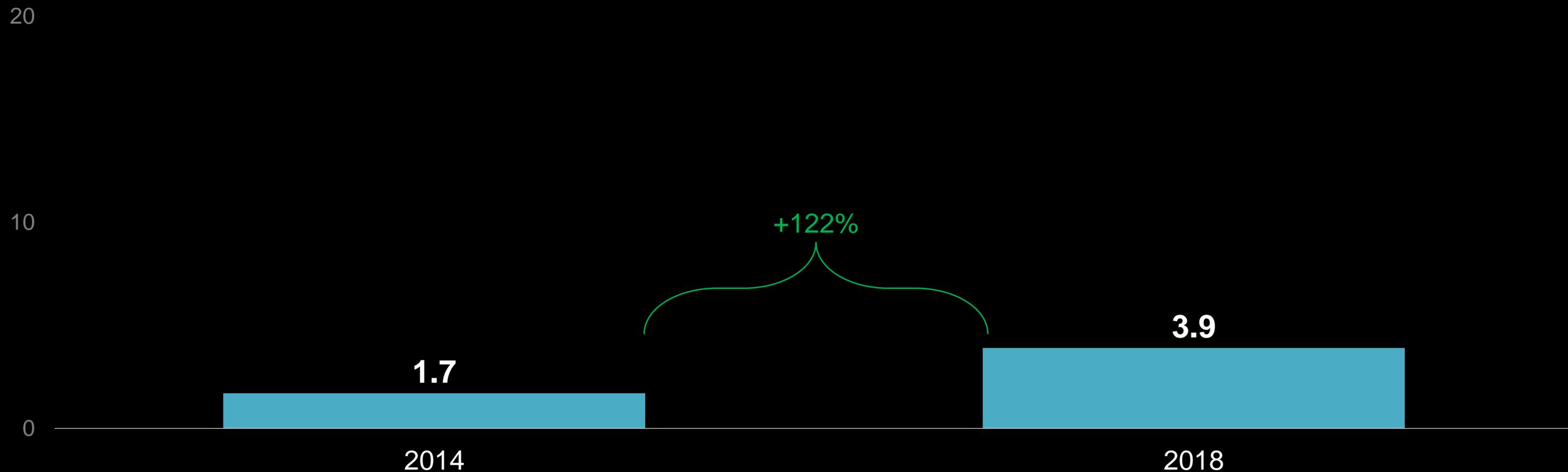
YouTube for music and music videos only

Source: Edison Research. Podcast Listeners (defined as those who reported listening to a podcast in the last 24 hours) spend an average of 5 hours and 39 minutes each day consuming audio. This graph represents the share of time Podcast Listeners spent with each audio source. Based on a nationally representative sample of 4,398 Americans ages 13+ who completed a 24-hour audio listening diary. For more information contact info@edisonresearch.com



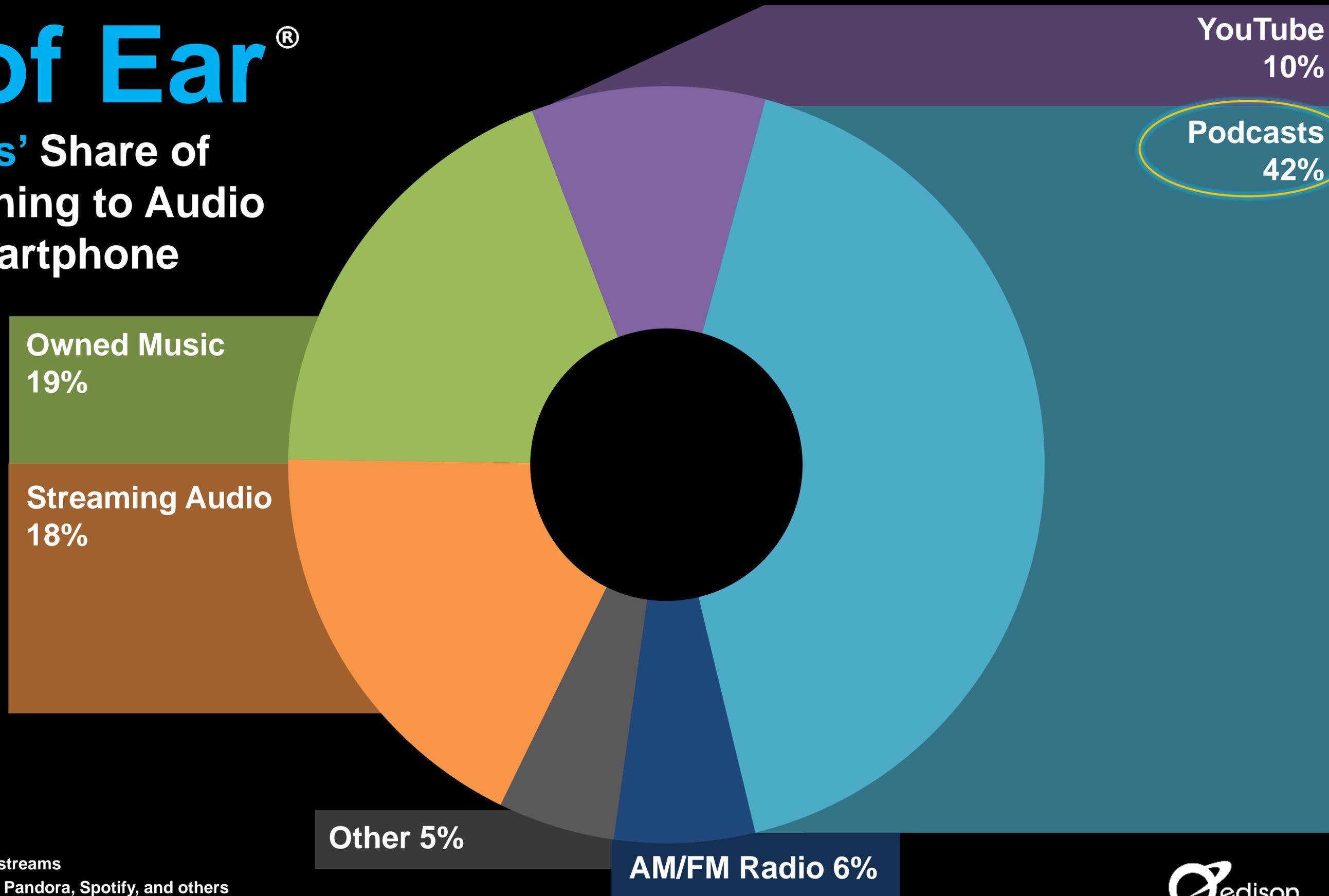
Share of Ear[®]

Americans' 13+ Share of Time Spent Listening to Podcasts Over Time



Share of Ear[®]

Podcast Listeners' Share of Time Spent Listening to Audio Sources on a Smartphone



AM/FM Radio includes over the air and radio streams
Streaming Audio includes pure plays such as Pandora, Spotify, and others
YouTube for music and music videos only

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