In January/February 2015, Edison Research conducted a national telephone survey of 2002 people aged 12 and older, using random digit dialing techniques. Survey offered in both English and Spanish languages. Both landlines and cell phones were called. Data weighted to national 12+ population figures. This is the 23rd study in the series dating to 1998. These studies provide estimates of digital platforms and their impact on the media landscape based on self-reported consumer behaviors and attitudes.
Awareness of the Term “Podcasting” is Flat

“Are you familiar with the term Podcasting?”

Base: U.S. Population 12+

<table>
<thead>
<tr>
<th>Year</th>
<th>% saying “yes”</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>22</td>
</tr>
<tr>
<td>2007</td>
<td>37</td>
</tr>
<tr>
<td>2008</td>
<td>37</td>
</tr>
<tr>
<td>2009</td>
<td>43</td>
</tr>
<tr>
<td>2010</td>
<td>45</td>
</tr>
<tr>
<td>2011</td>
<td>45</td>
</tr>
<tr>
<td>2012</td>
<td>46</td>
</tr>
<tr>
<td>2013</td>
<td>46</td>
</tr>
<tr>
<td>2014</td>
<td>48</td>
</tr>
<tr>
<td>2015</td>
<td>49</td>
</tr>
</tbody>
</table>
Podcast Consumption

% Who Have Ever Listened to a Podcast

% ever listening to a podcast

Base: U.S. Population 12+

2006: 11%
2007: 13%
2008: 18%
2009: 22%
2010: 23%
2011: 25%
2012: 29%
2013: 27%
2014: 30%
2015: 33%
Monthly Podcast Consumption

% Who Have Listened to a Podcast in the Last Month

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>12</td>
</tr>
<tr>
<td>2011</td>
<td>12</td>
</tr>
<tr>
<td>2012</td>
<td>14</td>
</tr>
<tr>
<td>2013</td>
<td>12</td>
</tr>
<tr>
<td>2014</td>
<td>15</td>
</tr>
<tr>
<td>2015</td>
<td>17</td>
</tr>
</tbody>
</table>

% listened to a podcast in the last month
Base: U.S. Population 12+
Who Listens to Podcasts?

Base: Podcast Consumers (listened to a podcast in the last month)
Who Listens to Podcasts?

Age Composition

U.S. Population 12+

- Age 12-17: 9%
- Age 18-24: 12%
- Age 25-34: 15%
- Age 35-44: 15%
- Age 45-54: 15%
- Age 55-64: 17%
- 65+: 17%

Podcast Consumers

- Age 12-17: 15%
- Age 18-24: 20%
- Age 25-34: 15%
- Age 35-44: 17%
- Age 45-54: 15%
- Age 55-64: 12%
- 65+: 6%
Podcast Consumers are Affluent

2015 Household Income - $75,000 or More

Base: Ages 18+

U.S. Population 18+

- $150K+: 8
- $100K-$150K: 8
- $75K-$100K: 9

Podcast Consumers 18+

- $150K+: 14
- $100K-$150K: 12
- $75K-$100K: 10
Podcast Consumers are Highly Educated

2015 Education Levels

<table>
<thead>
<tr>
<th>Education Level</th>
<th>U.S. Population 18+</th>
<th>Podcast Consumers 18+</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School or less</td>
<td>31</td>
<td>12</td>
</tr>
<tr>
<td>One to three years of college</td>
<td>27</td>
<td>29</td>
</tr>
<tr>
<td>Four-year college degree</td>
<td>17</td>
<td>25</td>
</tr>
<tr>
<td>Some grad school or advanced degree</td>
<td>20</td>
<td>31</td>
</tr>
</tbody>
</table>

Base: Ages 18+
Weekly Podcast Consumption

% Who Have Listened to a Podcast in the Last Week

2013: 7%
2014: 8%
2015: 10%

% listened to a podcast in the last week
Base: U.S. Population 12+
Weekly Podcast Consumers Listen to an Average of Six Podcasts per Week

Number of Podcasts Consumed in the Past Week

- One: 13%
- Two: 21%
- Three: 22%
- Four or Five: 16%
- Six to Ten: 9%
- 11 or more: 15%
- Don’t Know: 4%
- Six Podcasts: Average

Base: Weekly Podcast Consumers (Listened to a podcast in the last week)
“Serial” Podcast

Aware of "Serial"  10

Ever listened to "Serial"  3

Base: U.S. Population 12+
Podcast Consumers Index Higher for Apple Products Than Android-based Products

“Do you currently own...?”

- Any Smartphone
- Apple iPod
- Android Cell Phone
- Apple iPhone
- Portable Hand-Held Book Readers
- Apple iPad
- Amazon Kindle Fire
- Android-based Tablet

% owning each item

U.S. Population 12+
Podcast Consumers
Smartphones Ownership Correlates with Podcast Consumption

% Who Have Listened to a Podcast in the Last Month

Own a Smartphone
- Yes: 22%
- No: 78%

Do Not Own a Smartphone
- Yes: 5%
- No: 95%
Nearly Two-thirds of Podcast Consumers Listen Most on Mobile Devices

% of Podcast Consumers Who Listen to Podcasts Most Often On...

- A computer: 36%
- A smartphone, tablet or other portable media player: 64%

Base: Ever listened to a podcast
Podcast Consumers are Active in Social Media

“Do you currently ever use/have a profile on...?”

<table>
<thead>
<tr>
<th>Social Networking Site</th>
<th>U.S. Population 12+</th>
<th>Podcast Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Social Networking Site</td>
<td>73</td>
<td>93</td>
</tr>
<tr>
<td>Facebook</td>
<td>62</td>
<td>77</td>
</tr>
<tr>
<td>Instagram</td>
<td>24</td>
<td>36</td>
</tr>
<tr>
<td>Pinterest</td>
<td>27</td>
<td>35</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>21</td>
<td>27</td>
</tr>
<tr>
<td>Google+</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Twitter</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Snapchat</td>
<td>17</td>
<td>28</td>
</tr>
<tr>
<td>Vine</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>Tumblr</td>
<td>5</td>
<td>14</td>
</tr>
</tbody>
</table>

% saying “yes”
Podcast Consumers are Active in Social Media

How often do you use any social networking site or service?

U.S. Population 12+

- Less Often: 57%
- At Least Several Times a Day: 43%

Podcast Consumers

- Less Often: 40%
- At Least Several Times a Day: 60%

Base: Currently use any social media site or service
Do you follow any companies or brands on any social networking sites such as Facebook or Twitter?

**U.S. Population 12+**
- Yes: 41%
- No: 58%
- Don't Know: 1%

**Podcast Consumers**
- Yes: 58%
- No: 40%
- Don't Know: 2%
Podcast Consumers nearly Twice as Likely to Listen to Online Radio as the General Population

% Listening to Online Radio (AM/FM Streams & Internet-Only) in Last Week

U.S. Population 12+

- Yes: 11%
- No: 89%

Podcast Consumers

- Yes: 20%
- No: 80%
Podcast Consumers are Bringing Digital Media Into Their Cars

“Have you ever listened to Internet Radio in a car by listening to the stream from a cell phone that you connected to a car audio system?”

U.S. Population 12+

- Yes: 35%
- No: 57%
- Don't know: 8%

Podcast Consumers

- Yes: 58%
- No: 41%
- Don't know: 1%

Base: Own a cell phone
Survey Methodology:

- 2021 respondents
  - Completed 24-hour audio listening diary
  - Can be tracked with Spring 2014 study
- National sample 13+
- Online and offline
  - Online conducted: 11/5/2014 – 11/15/2014
  - Offline conducted: 10/14/2014 – 10/20/2014
- Offered in English and Spanish
### Share of Ear:

<table>
<thead>
<tr>
<th>Audio</th>
<th>Location</th>
<th>Content</th>
<th>Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM Radio</td>
<td>Home</td>
<td>Music</td>
<td>AM/FM Radio</td>
</tr>
<tr>
<td>Owned Music</td>
<td>Work</td>
<td>News</td>
<td>Computer</td>
</tr>
<tr>
<td>Streaming Audio</td>
<td>Car/Truck</td>
<td>Talk/Personalities</td>
<td>Mobile Device</td>
</tr>
<tr>
<td>SiriusXM</td>
<td>Somewhere else</td>
<td>Sports</td>
<td>TV Audio Channels</td>
</tr>
<tr>
<td>Music Channels on TV</td>
<td></td>
<td></td>
<td>SiriusXM Receiver</td>
</tr>
<tr>
<td>Podcasts</td>
<td></td>
<td></td>
<td>Internet-connected TV</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>device</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Wireless streaming</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>speakers</td>
</tr>
</tbody>
</table>
Share of Ear™
Americans’ Share of Time Spent Listening to Audio Sources

- AM/FM Radio: 56.1%
- SiriusXM: 6.4%
- Internet Radio/Music (Pandora, Spotify, etc.): 11.8%
- Owned Music (CDs, Digital music files, etc.): 17.3%
- TV Music Channels (e.g. Music Choice): 5.3%
- Podcasts: 2.0%
- Other: 1.1%

Source: Edison Research. Americans spend an average of 4 hours and 4 minutes each day consuming audio. This graph represents the share of time spent with each. Based on a nationally representative sample of 2,021 Americans ages 13+ who completed a 24-hour audio listening diary, Fall 2014. For more information contact info@edisonresearch.com
Podcast Listeners
Share of Time Spent Listening to Audio Sources

AM/FM Radio 21%
Podcasts 30%

Owned Music (CDs, Digital music files, etc.) 23%
Streaming Audio (Pandora, Spotify, etc.) 12%
TV Music Channels (e.g. Music Choice) 9%
SiriusXM 5%

Source: Edison Research. Podcast Listeners (defined as those who reported listening to a podcast in the last 24 hours) spend an average of 6 hours and 8 minutes each day consuming audio. This graph represents the share of time Podcast Listeners spent with each (N=117). Based on a nationally representative sample of 2,021 Americans ages 13+ who completed a 24-hour audio listening diary, Fall 2014. For more information contact info@edisonresearch.com
Summary

- Podcast consumption continues to steadily climb, though awareness of the term stalls
- Demographics of the Podcast Consumer are now equally male/female, and strong 18-44
- Podcast Consumers are affluent and well-educated
Summary

- People who listen to podcasts are more likely to take digital media with them in the car.
- Podcast Consumers exhibit strong social (and brand-following) behavior.
- According to Share of Ear data, daily podcast consumers listen to more podcast audio (by time) than any other form of audio.