



THE PODCAST CONSUMER 2016





THE PODCAST CONSUMER 2016

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(and podcaster)

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#PodCon16



THE INFINITE DIAL
2016

Study Methodology

- In January/February 2016, Edison Research conducted a national telephone survey of 2001 people aged 12 and older, using random digit dialing techniques
- Interviews were 52% landline and 48% cell phone
- Survey offered in both English and Spanish languages
- Data weighted to national 12+ population figures
- This series has been covering a wide range of digital media topics since 1998.

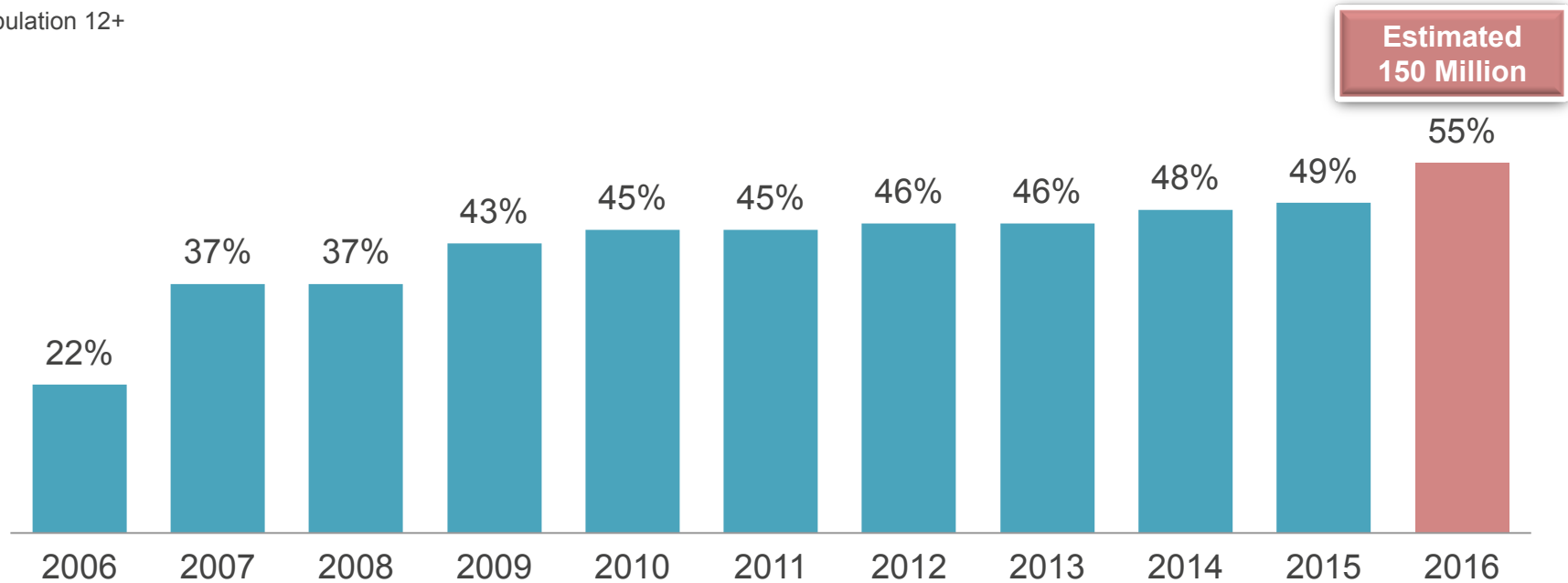




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Awareness of the Term “Podcasting”

Total Population 12+



Estimated
150 Million



% familiar with the term “Podcasting”



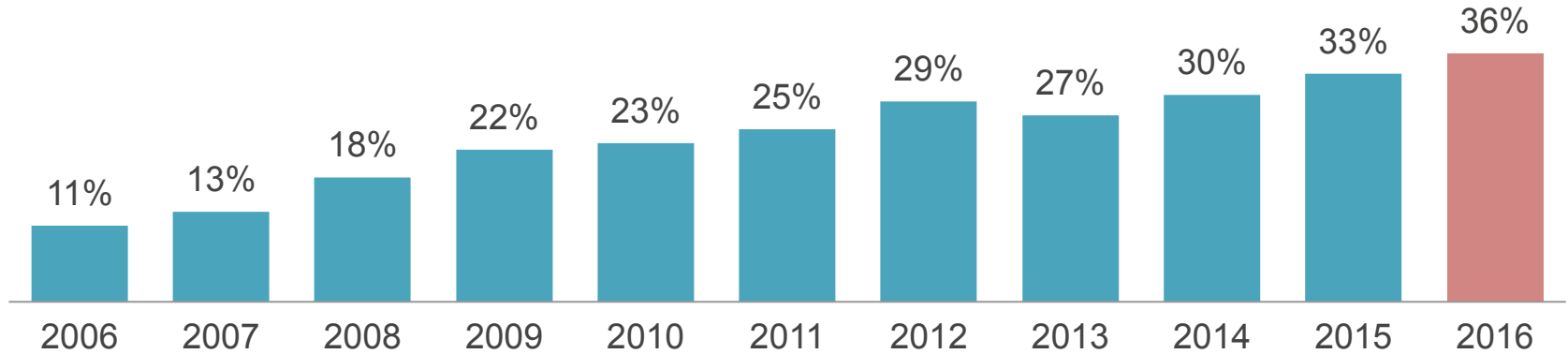


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Podcast Listening

Total Population 12+

Estimated
98 Million



% ever listening to a podcast



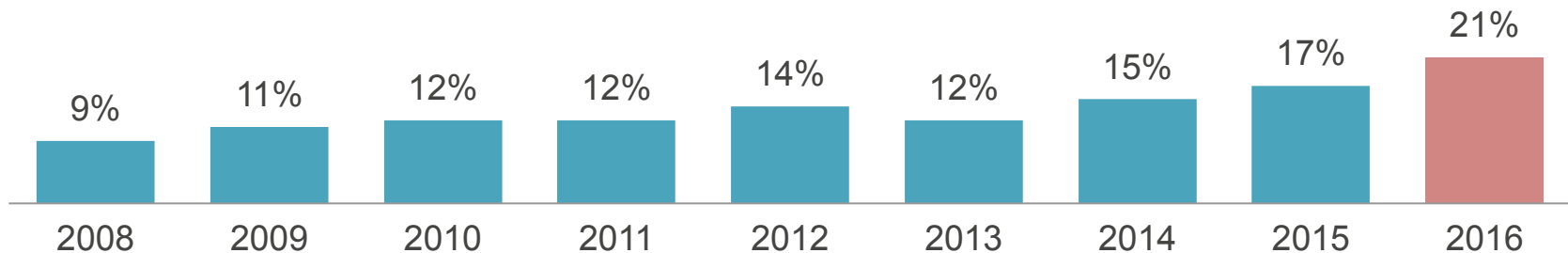


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Monthly Podcast Listening_

Total Population 12+

Estimated
57 Million



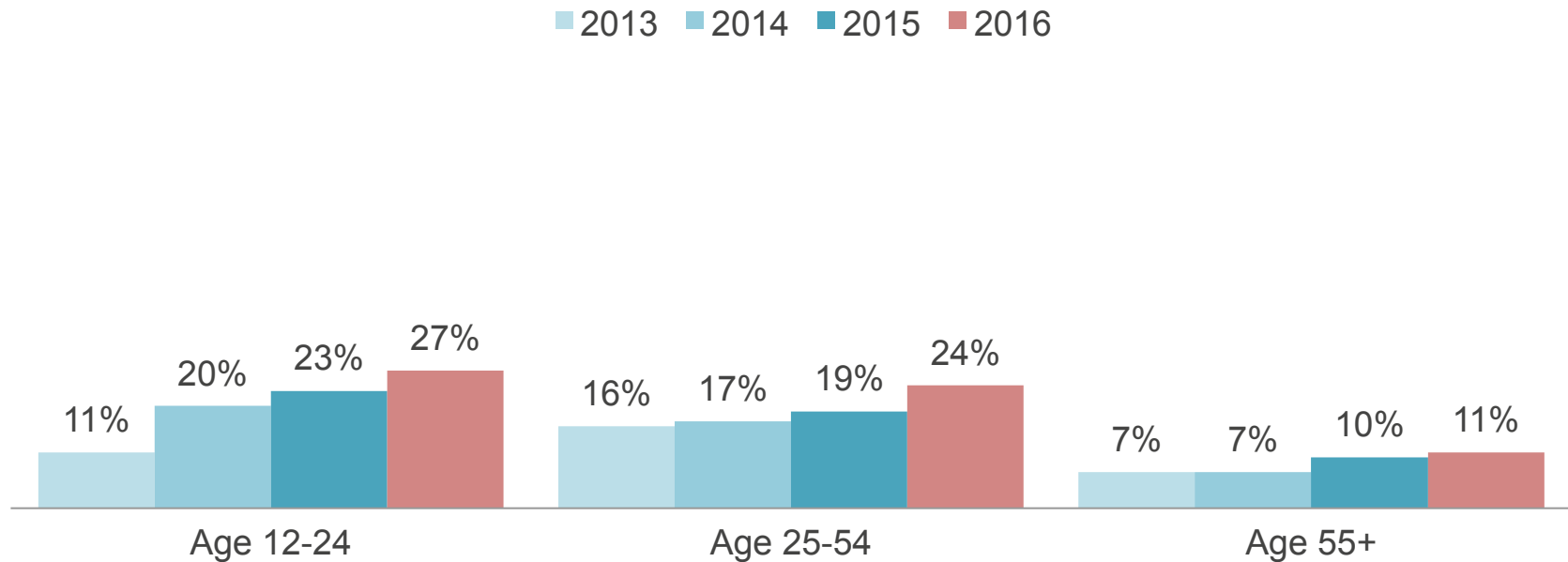
% listening to a podcast in last month





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Monthly Podcast Listening



% listening to a podcast in last month

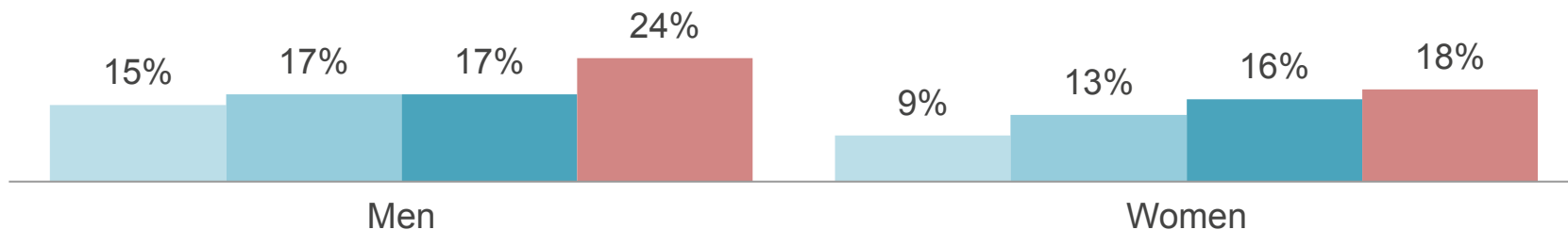




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Monthly Podcast Listening

■ 2013 ■ 2014 ■ 2015 ■ 2016



% listening to a podcast in last month

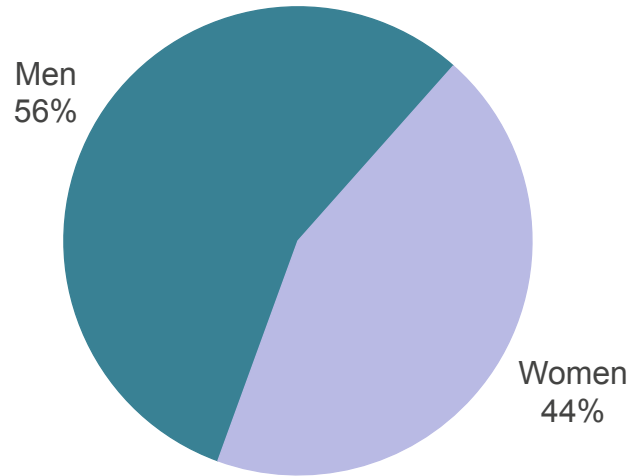




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Who Listens to Podcasts?

Base: Listened to a podcast in last month (Podcast Consumers)

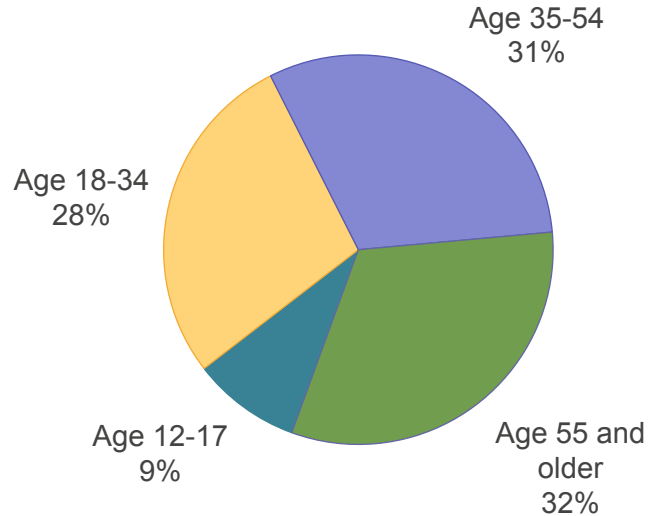




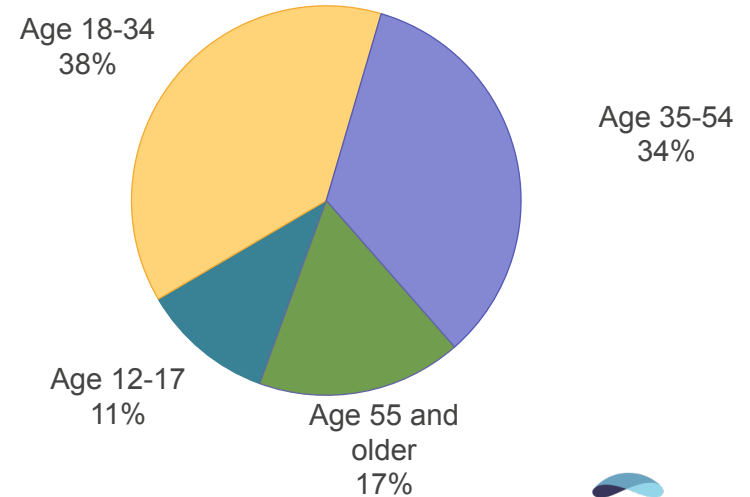
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Who Listens to Podcasts?

U.S. Population 12+



Podcast Consumers 12+

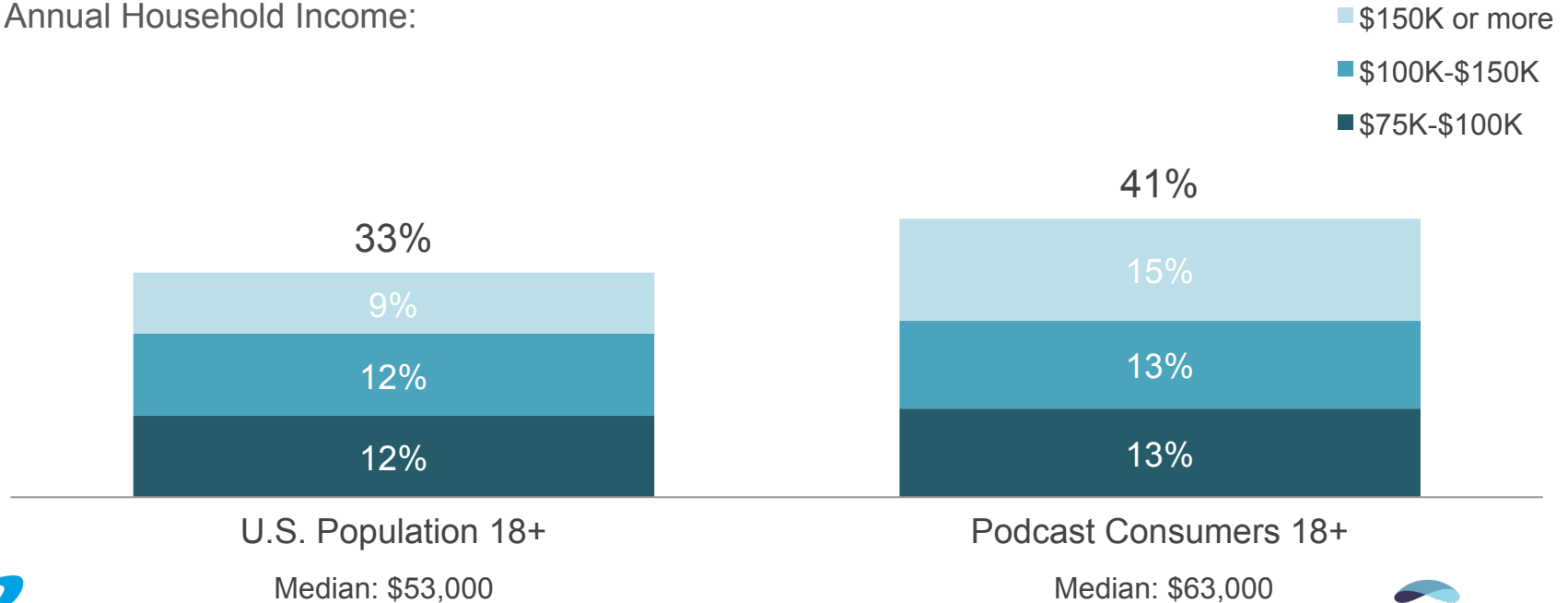




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Podcast Consumers are Affluent

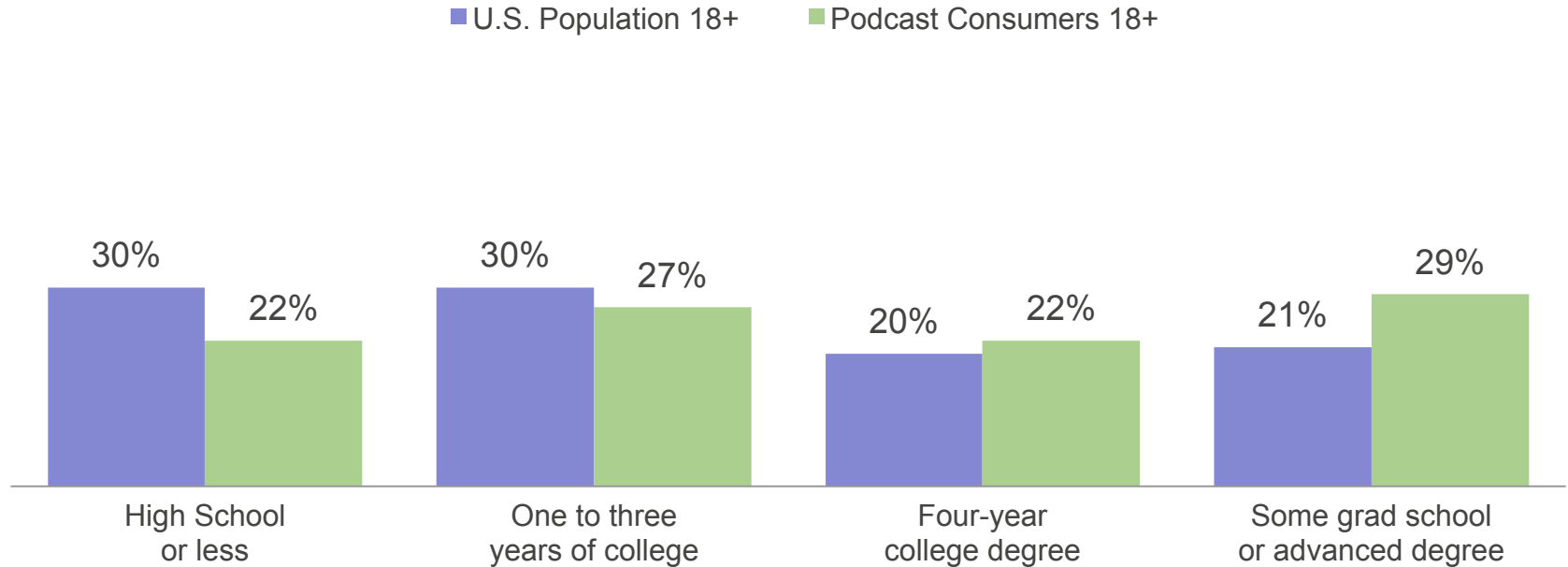
Annual Household Income:





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Podcast Consumers are Highly Educated

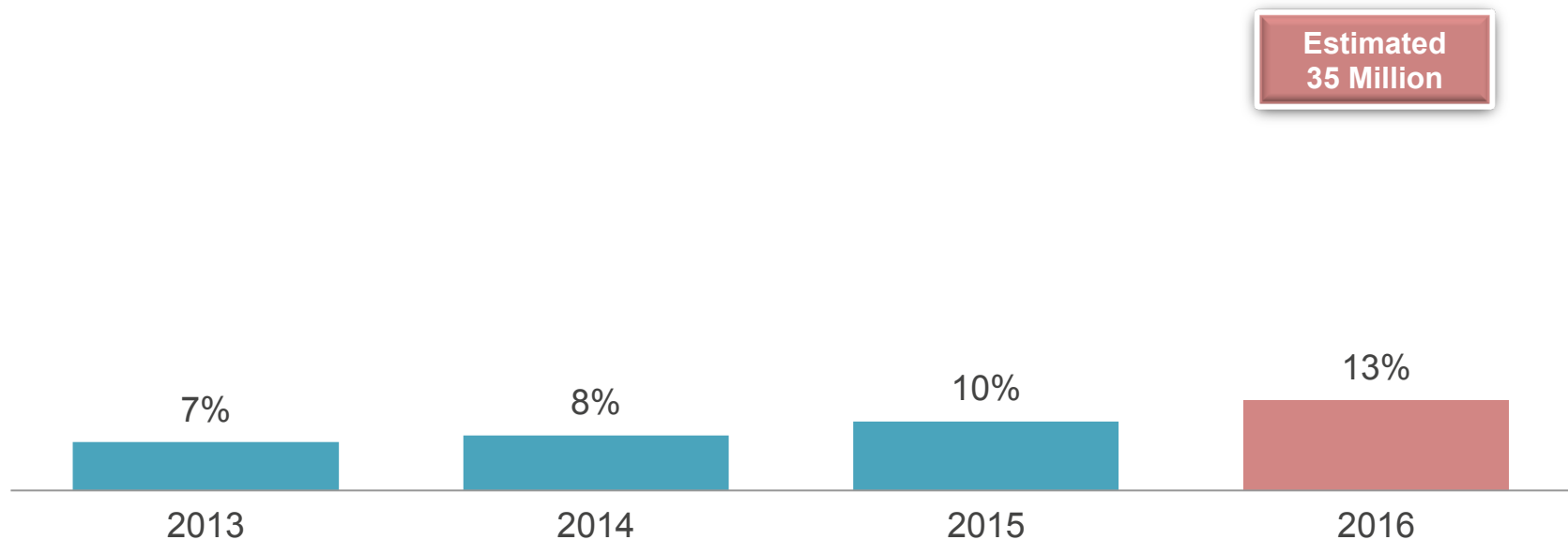




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Weekly Podcast Listening_

Total Population 12+



% listening to a podcast in last week



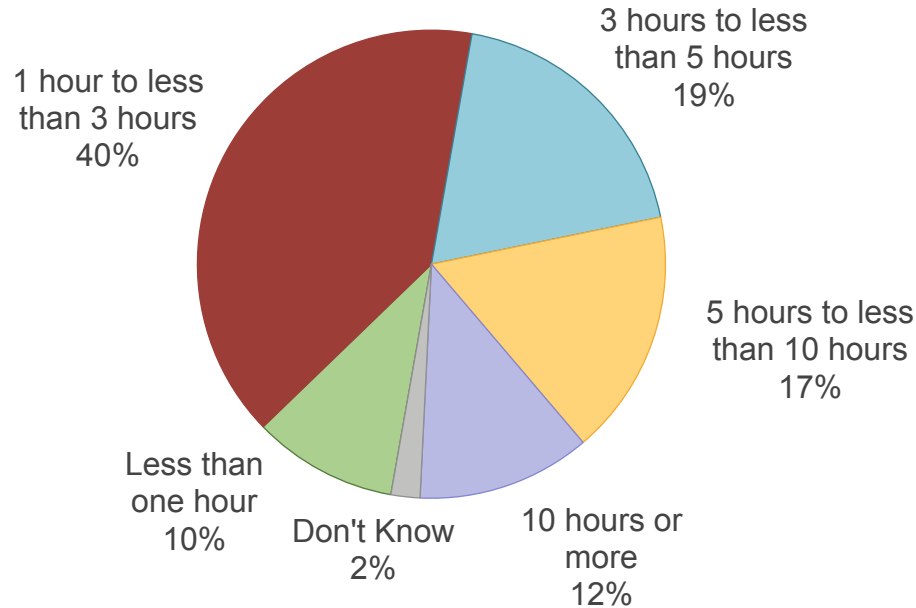


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Average Time “Weekly Podcast Listeners” Spend Listening to Podcasts

Base: Weekly Podcast Listeners

Mean: 4 hours 10 minutes

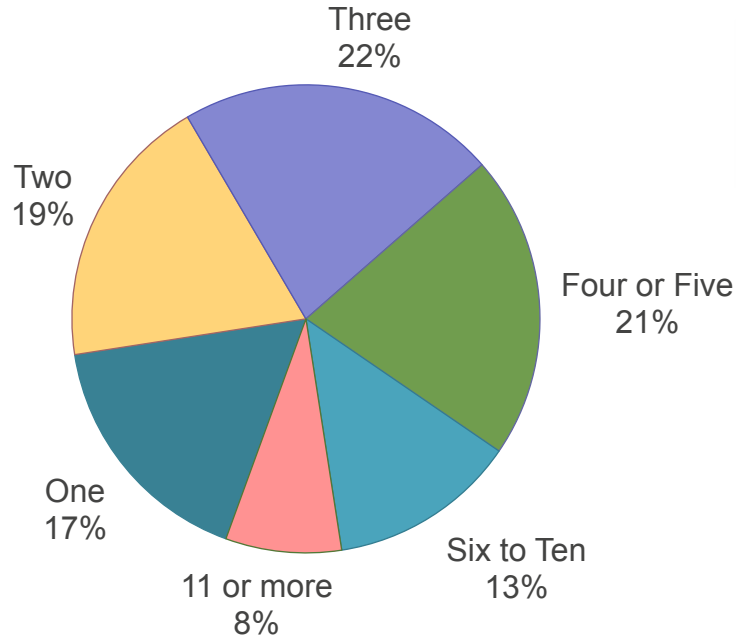




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Number of Podcasts Listened to in Last Week

Base: Weekly Podcast Listeners



Average of five
podcasts listened
per week

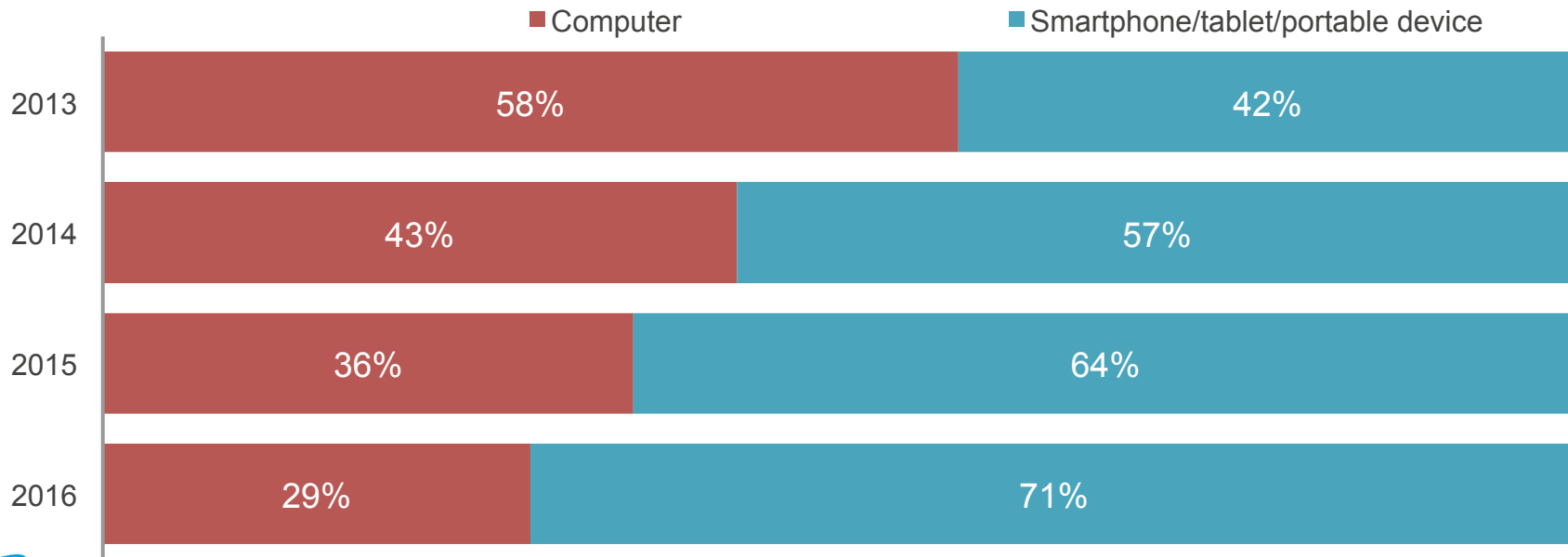




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Device Used Most Often to Listen to Podcasts

Podcast Consumers 12+

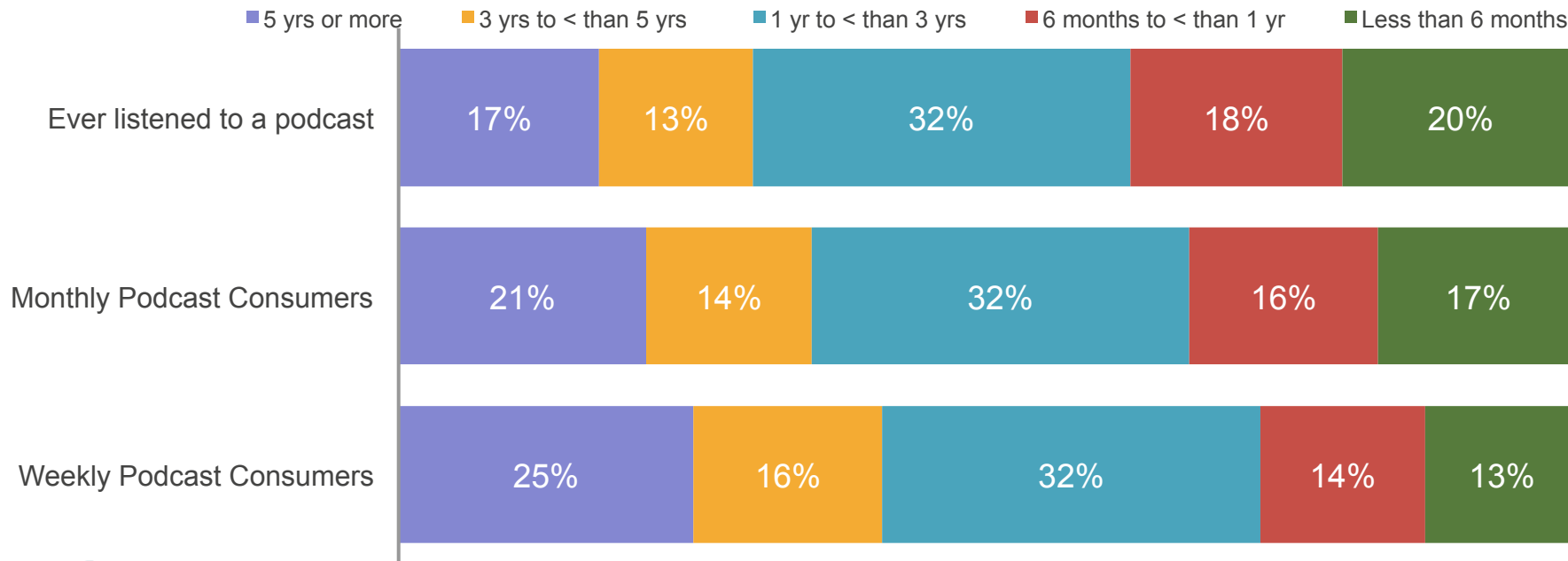




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Years Listening to Podcasts

"For how long have you been listening to podcasts?"



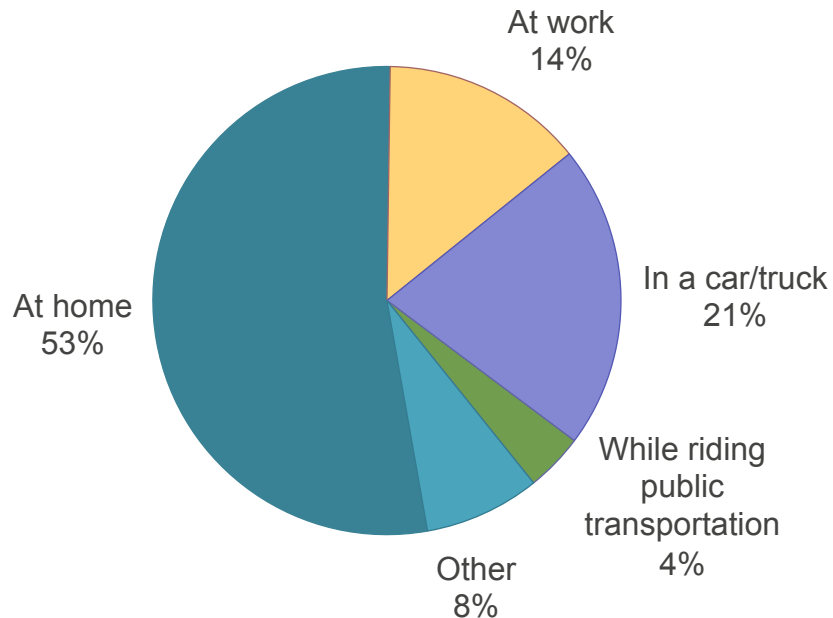


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Where are Podcasts Most Often Listened to?

"Where do you listen most often to podcasts?"

Podcast Consumers 12+





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Method of Listening to Podcasts

Podcast Consumers 12+

Click on podcast
and listen immediately



79%

Download podcast
manually and listen later



49%

Subscribe to podcast and download
automatically to listen later



36%

% ever using method to listen to a podcast

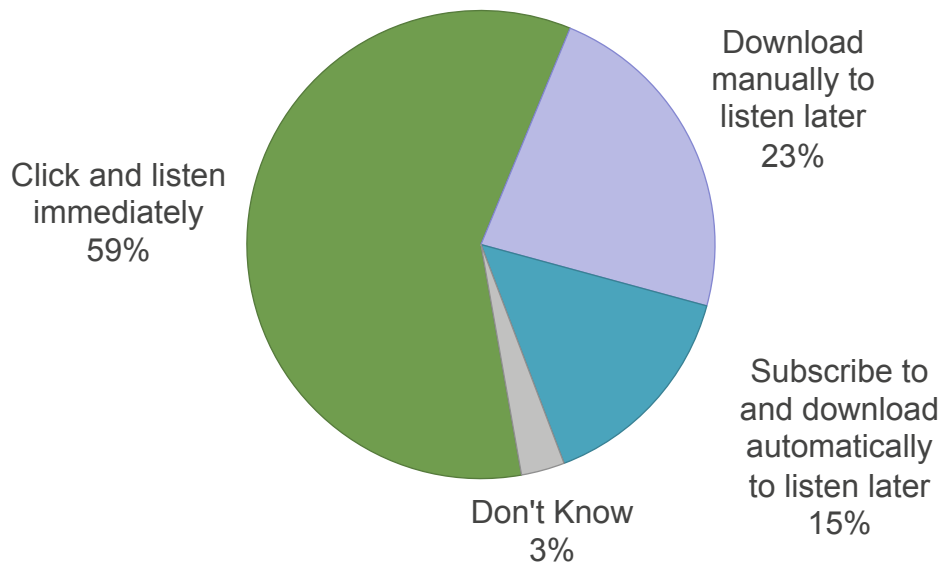




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Method Used Most Often to Listen to Podcasts

Podcast Consumers 12+



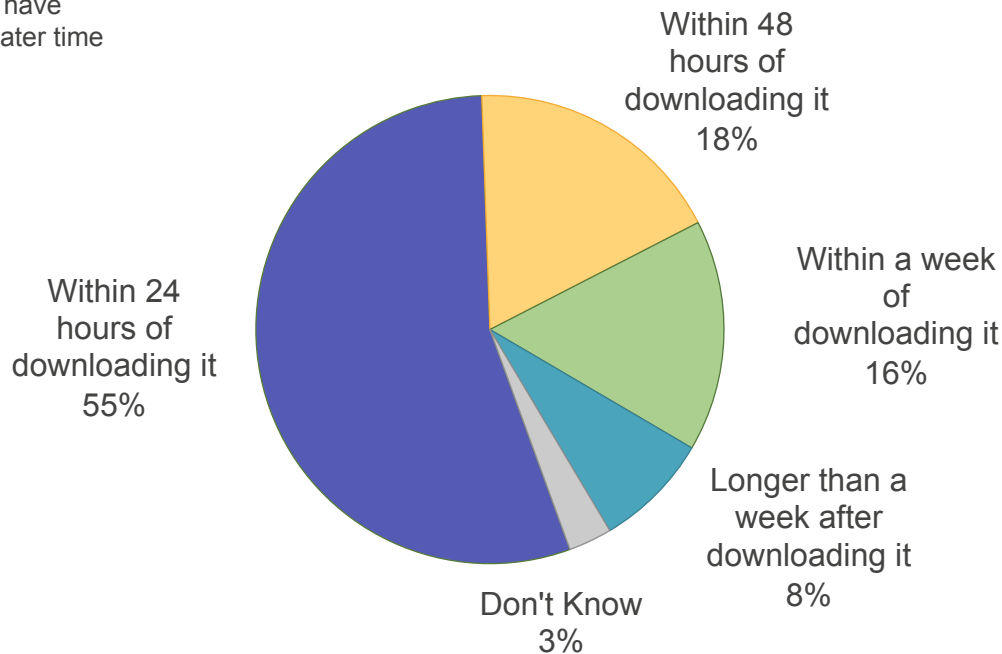


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Time Between Downloading Last Podcast and Listening to It

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

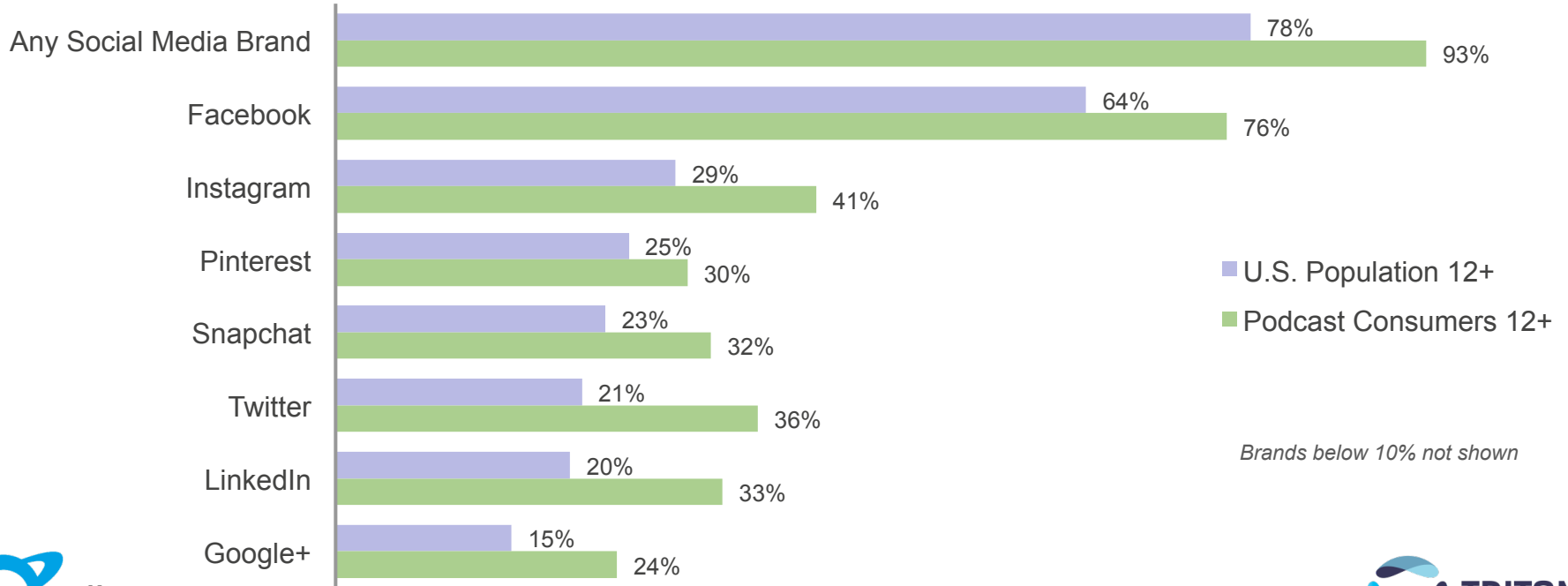
Base: Podcast consumers 12+ who have
downloaded podcasts to listen at a later time





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Social Media Brand Usage



% currently ever use social media brand

The Infinite Dial © 2016 Edison Research and Triton Digital



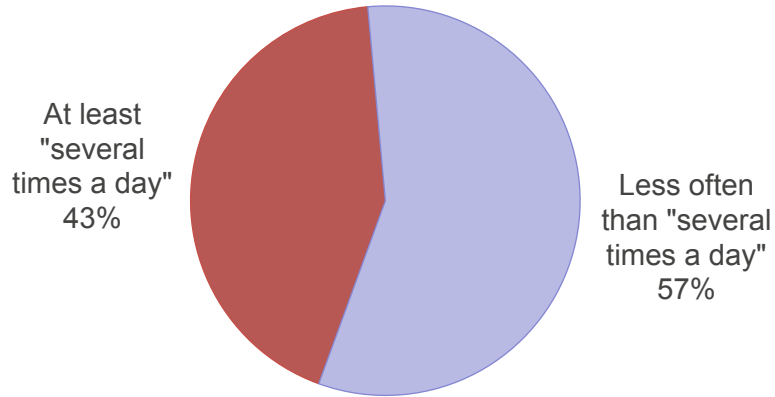


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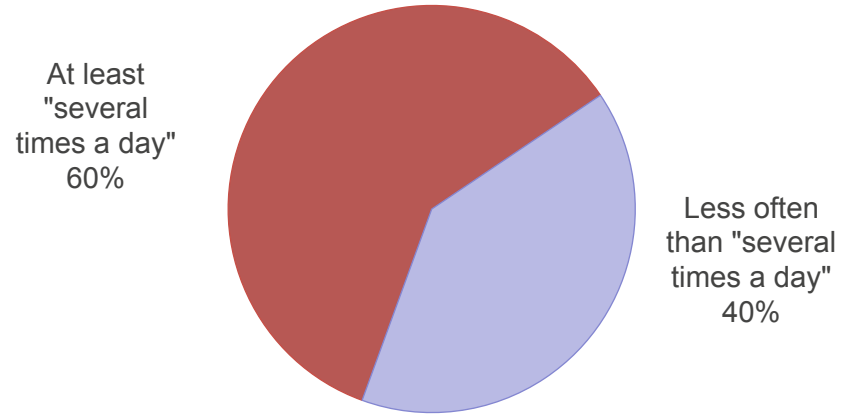
Frequency of Social Media Usage

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

U.S. Population 12+



Podcast Consumers 12+



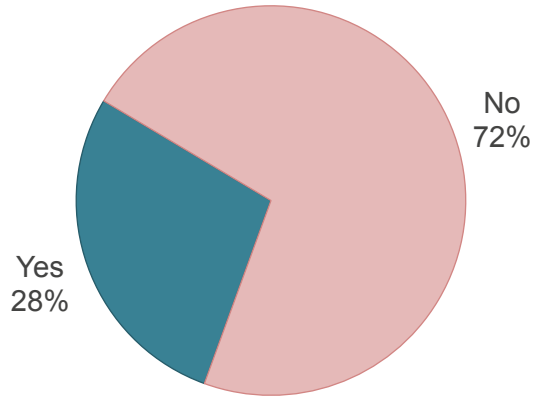


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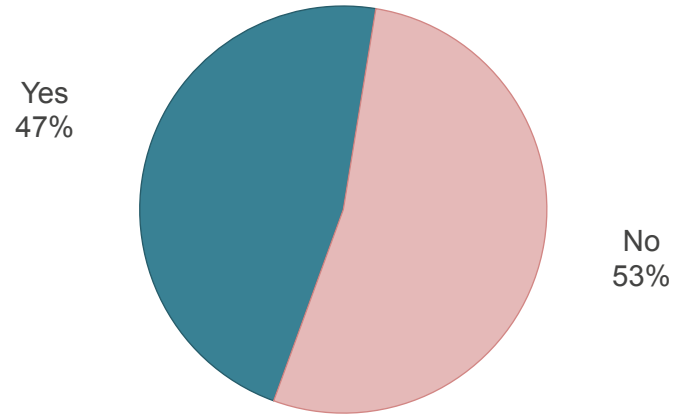
Follow Companies/Brands on Social Media

“Do you follow any companies or brands on any social networking sites, such as Facebook or Twitter?”

U.S. Population 12+



Podcast Consumers 12+

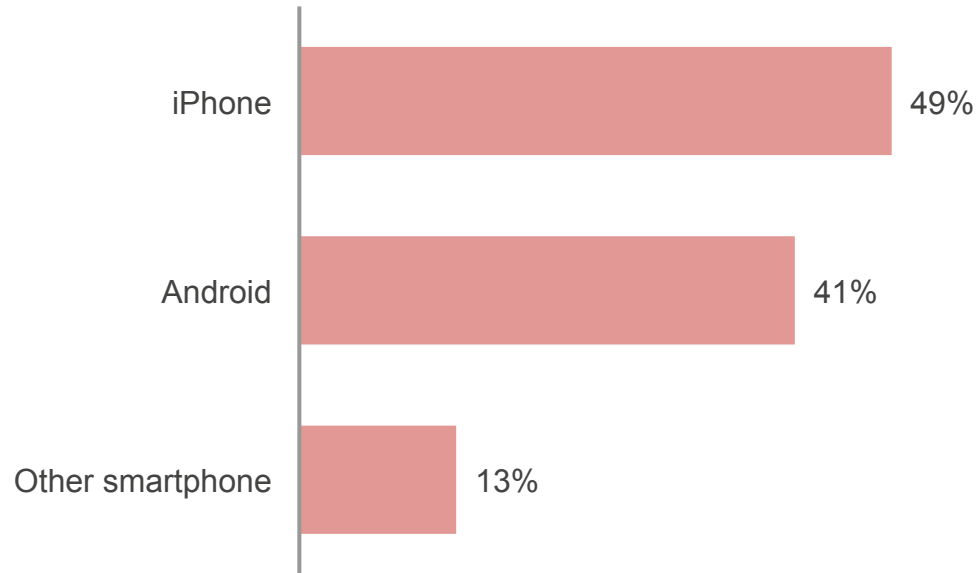




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Type of Smartphone Owned

Podcast Consumers 12+



% owning type of phone

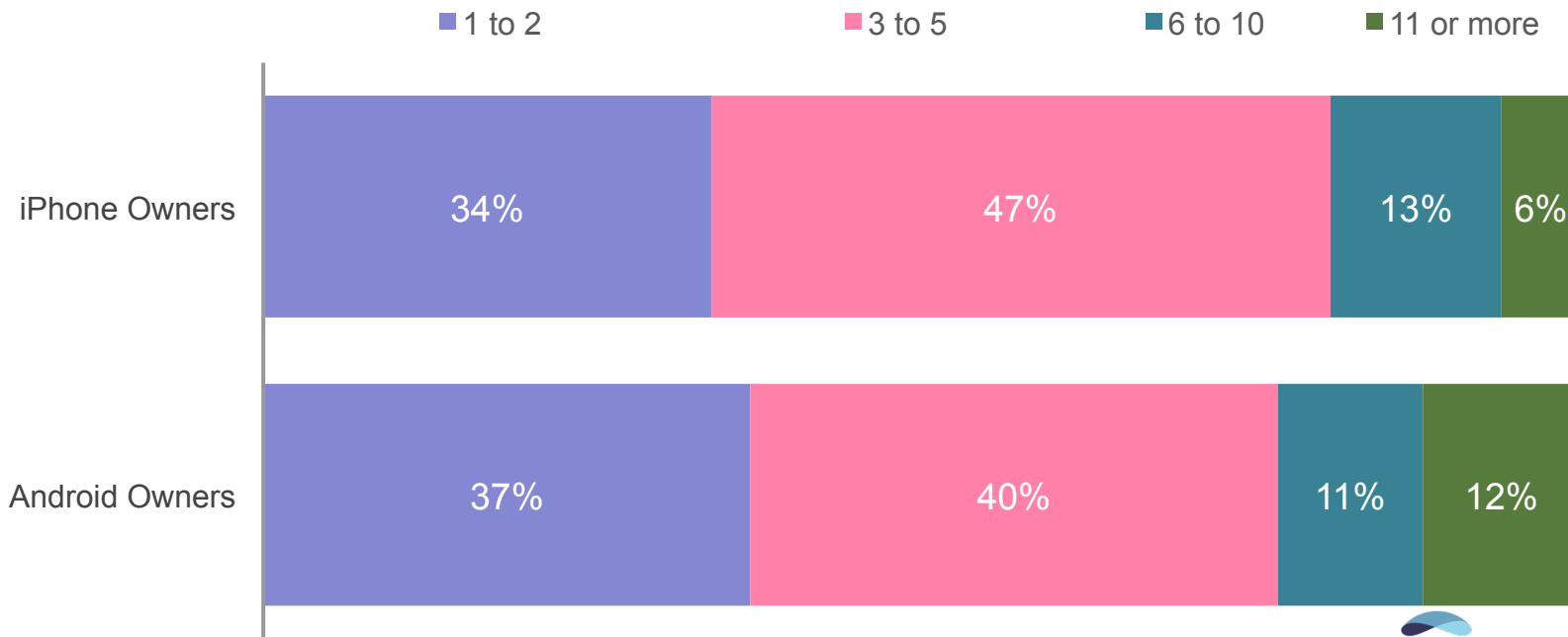




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Number of Podcasts Listened to in Last Week by Smartphone Type

Base: Weekly Podcast Listeners

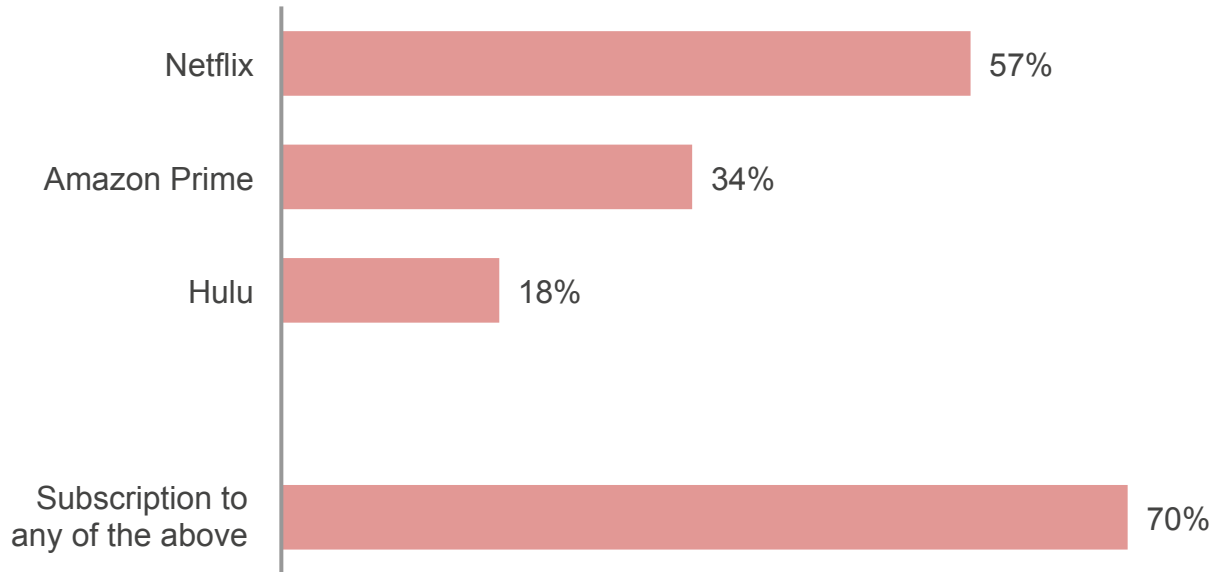




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On-Demand Video Service Subscription

Podcast Consumers 12+



% having a subscription

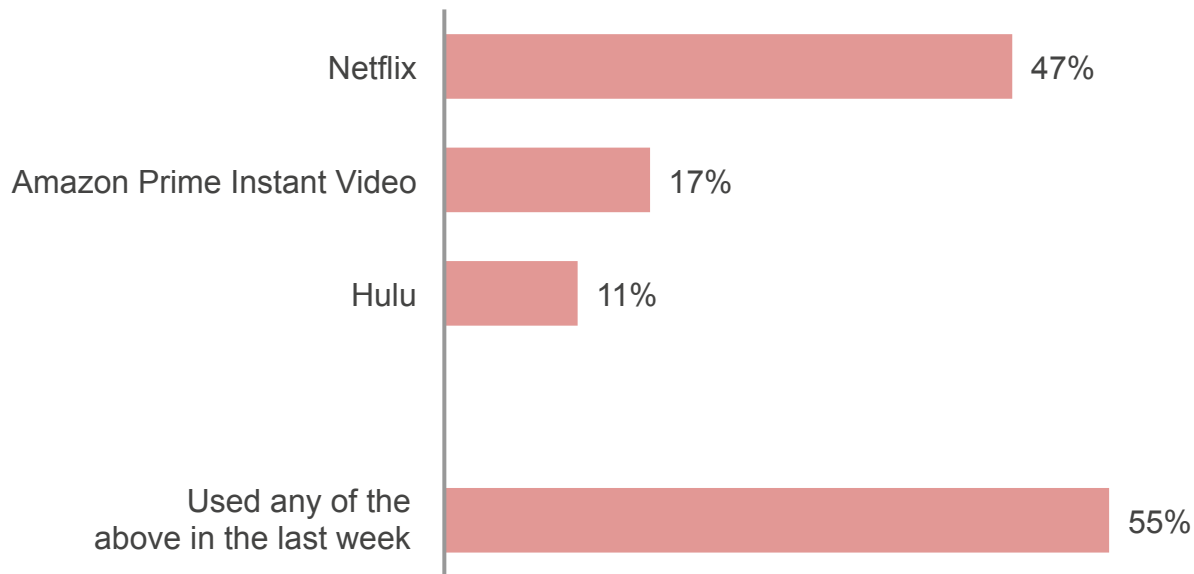




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Used On-Demand Video Service in Last Week

Podcast Consumers 12+



% subscribing and using service in last week



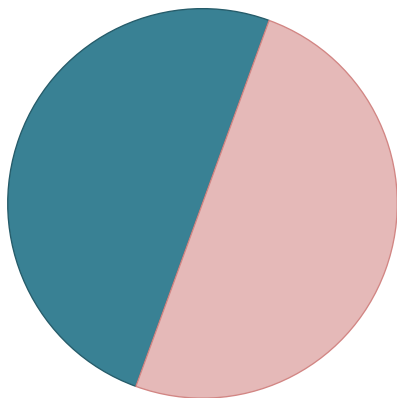


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Listening to Online Radio in Last Week

U.S. Population 12+

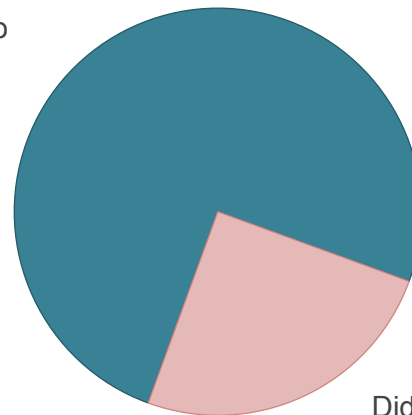
Listen to
Online Radio
in last week
50%



Did not listen
to Online
Radio in last
week
50%

Podcast Consumers 12+

Listen to
Online Radio
in last week
75%



Did not listen
to Online
Radio in last
week
25%



Online Radio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet





Share of Ear



Share of Ear Survey Methodology

- 8,631 respondents
 - Completed 24-hour audio listening diary
- National sample 13+
- Online and offline
 - Conducted: 3/11/2016 – 3/20/2016
- Offered in English and Spanish
- Quarterly data collection and updates
 - Data is reported as the past four reports rolled

Share of Ear



AUDIO

AM/FM Radio
Owned Music
Streaming Audio
SiriusXM
Music Channels on TV
Podcasts



LOCATION

Home
Work
Car/Truck
Somewhere else



CONTENT

Music
News
Talk/Personalities
Sports



DEVICE

AM/FM Radio
Computer
Mobile Device
TV Audio Channels
SiriusXM Receiver
Internet-connected TV
device
Wireless streaming
speakers



Share of Ear®



**~8,000 one-day audio
diaries completed in 2015**



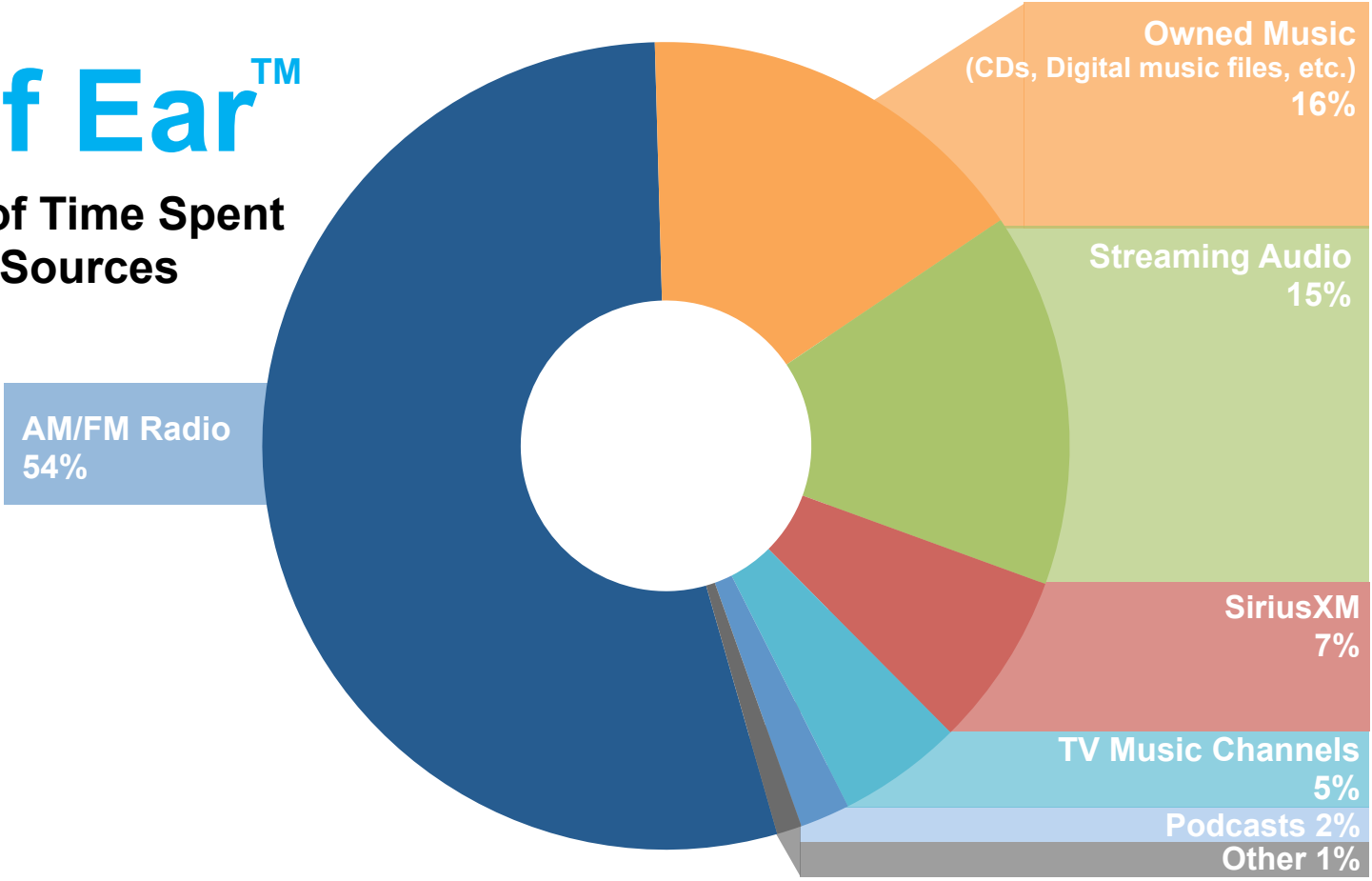
Share of Ear[®]



On average, people spend **4 hours** listening to audio

Share of Ear™

Americans' Share of Time Spent Listening to Audio Sources



Source: Edison Research. Americans spend an average of 3 hours and 58 minutes each day consuming audio. This graph represents the share of time spent with each. Based on a nationally representative sample of 8,535 Americans ages 13+ who completed a 24-hour audio listening diary. For more information contact info@edisonresearch.com

Share of Ear™

Podcast Listeners

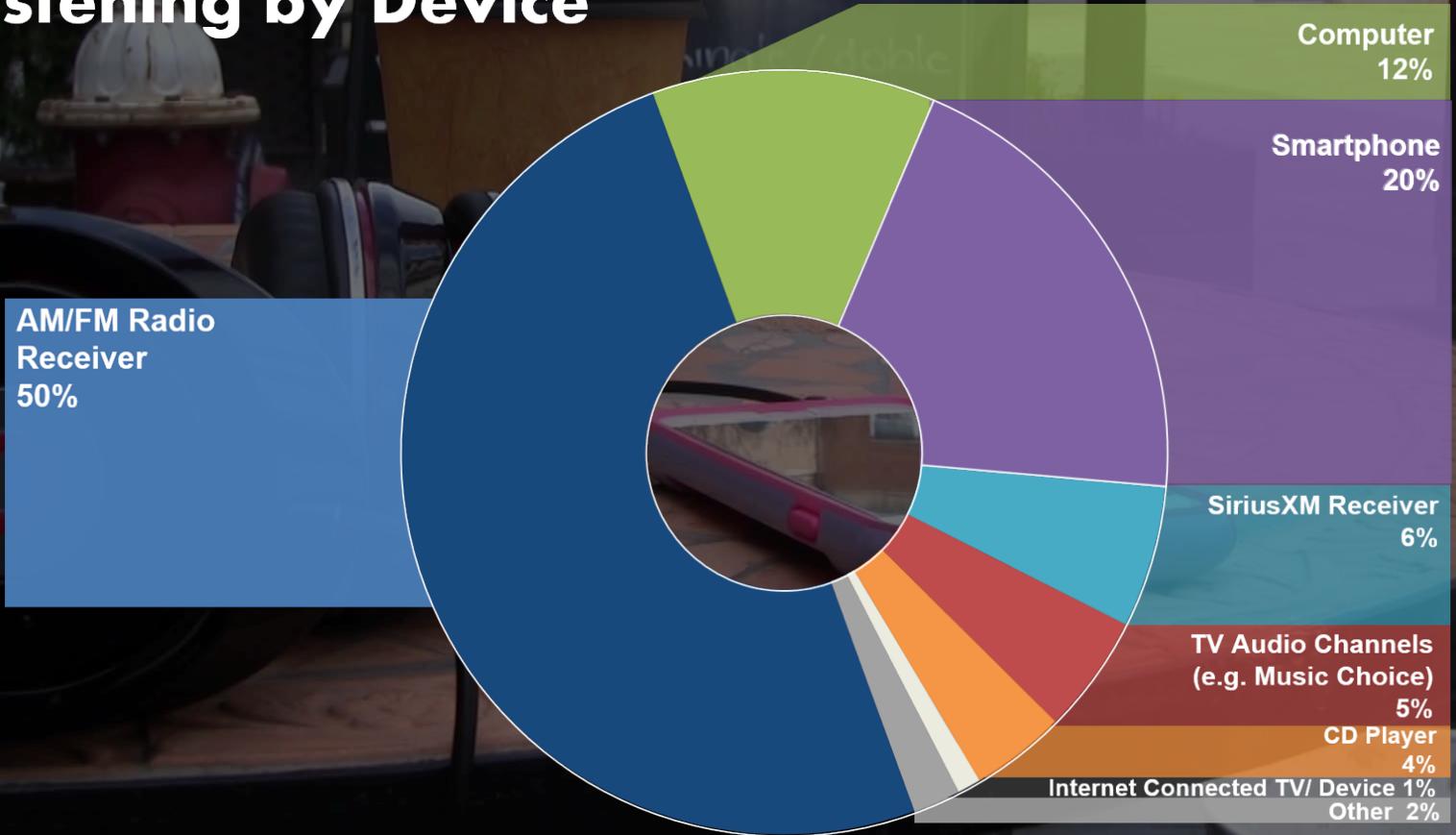
Share of Time Spent Listening to Audio Sources



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 50 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 8,535 Americans ages 13+ who completed a 24-hour audio listening diary. For more information contact info@edisonresearch.com

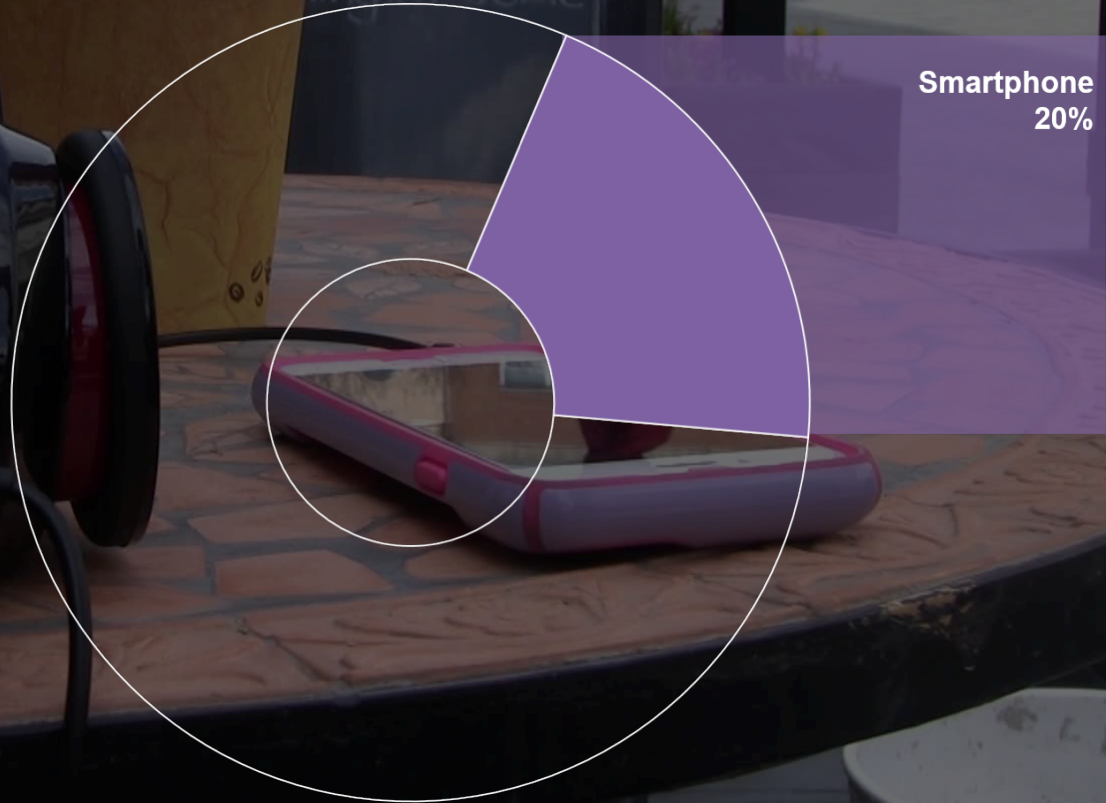
Share of Ear[®]

Audio Listening by Device



Share of Ear[®]

Audio Listening by Device



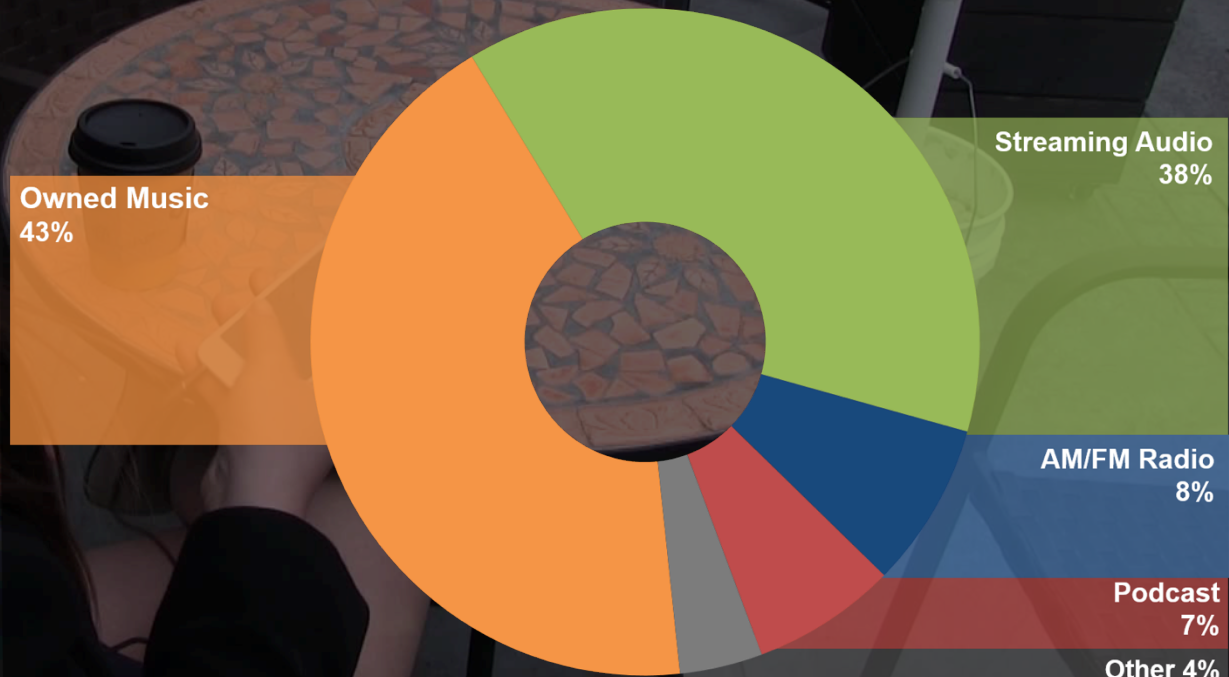
A person wearing large black headphones is walking away from the camera on a paved sidewalk. The background shows a residential street with trees and houses under an overcast sky. A semi-transparent dark grey banner is overlaid across the middle of the image, containing text.

34%

listened to audio on a
smartphone in a day

Share of Ear[®]

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



Share of Ear[®]

Ages 13-34

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

Owned Music
42%

Streaming Audio
42%

AM/FM Radio
5%

Podcasts
8%

Other
3%

A few thoughts.




Reach vs. Reachability.



Consumer Behavior is driving better metrics



A vintage Zenith television set is displayed in a wooden cabinet with its doors open. The television has a large, round screen and a prominent speaker grille below it. The cabinet is made of light-colored wood and has a classic, mid-20th-century design. The television is illuminated by a spotlight from below.

Podcasts don't "sit around."

What is a “Podcast?”



Maybe?

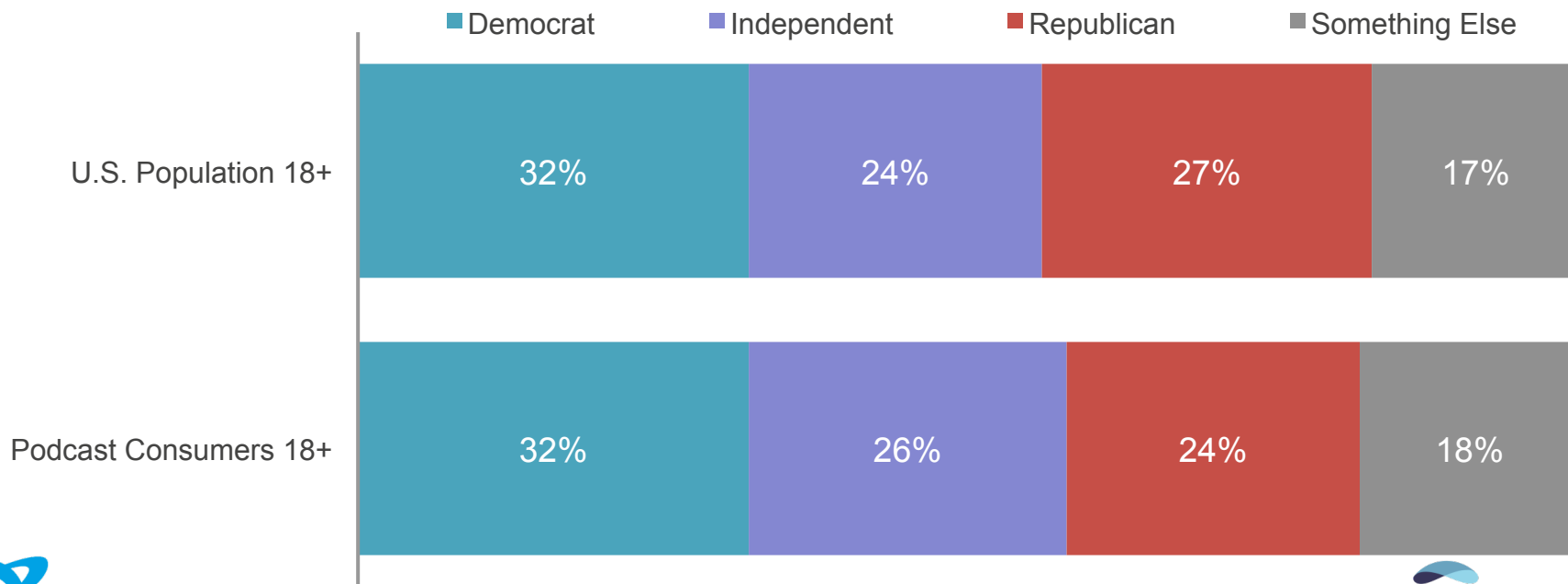




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Political Identification

Base: Age 18+ and gave an answer





How you know.SM