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

<table>
<thead>
<tr>
<th>Year</th>
<th>Familiarity</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>
<tr>
<td>2016</td>
<td>55%</td>
</tr>
<tr>
<td>2017</td>
<td>60%</td>
</tr>
<tr>
<td>2018</td>
<td>64%</td>
</tr>
<tr>
<td>2019</td>
<td>70%</td>
</tr>
</tbody>
</table>

Estimated 197 Million
Podcasting Listening

TOTAL U.S. POPULATION 12+
% EVER LISTENED TO A PODCAST

Estimated 144 Million
Podcast Awareness:
TOTAL U.S. POPULATION 12+
% FAMILIAR WITH PODCASTING

Aware of podcasts | Ever listened to a podcast | Listened to podcast in last month

2017:
- 60% aware of podcasts
- 19% ever listened to a podcast
- 17% listened to a podcast in last month

2018:
- 64% aware of podcasts
- 20% ever listened to a podcast
- 18% listened to a podcast in last month

2019:
- 70% aware of podcasts
- 19% ever listened to a podcast
- 19% listened to a podcast in last month
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

- Podcasts just aren’t for you: 75%
- You don’t have enough time to listen to podcasts: 51%
- Podcasts don’t provide anything that you can’t already find elsewhere: 49%
- Listening to podcasts can use up a lot of your phone’s data plan: 41%
- You don’t have a podcast app on your phone: 41%
- Podcasts are too long: 40%
- You have to pay to subscribe to podcasts: 38%
- There aren’t any podcasts that cover the topics you’re interested in: 36%

#PodcastConsumer
### Reasons Non-Listeners Do Not Listen to Podcasts

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>% Saying Reason Applies</th>
</tr>
</thead>
<tbody>
<tr>
<td>You don’t really know how to find a podcast</td>
<td>35</td>
</tr>
<tr>
<td>You are not so sure how to listen to a podcast</td>
<td>33</td>
</tr>
<tr>
<td>There are so many podcasts that you don’t know where to start</td>
<td>32</td>
</tr>
<tr>
<td>You don’t really understand what a podcast is</td>
<td>22</td>
</tr>
<tr>
<td>You don’t understand the difference between a podcast and a radio show</td>
<td>18</td>
</tr>
<tr>
<td>Most podcasts are for educational purposes</td>
<td>16</td>
</tr>
<tr>
<td>There aren’t any podcasts with music in them or about music</td>
<td>16</td>
</tr>
</tbody>
</table>

You don’t really know how to find a podcast

You are not so sure how to listen to a podcast

There are so many podcasts that you don’t know where to start

You don’t really understand what a podcast is

You don’t understand the difference between a podcast and a radio show

Most podcasts are for educational purposes

There aren’t any podcasts with music in them or about music
Monthly Podcast Listening

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

Estimated 90 Million

9 11 12 12 14 12 15 17 21 24 26 32
Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH

2017 2018 2019

Men 27 27 36

Women 21 24 29

#PodcastConsumer
Composition of Monthly Podcast Consumers

**U.S. POPULATION 12+**

- **Men**: 49%
- **Women**: 51%

**MONTHLY PODCAST CONSUMERS 12+**

- **Men**: 54%
- **Women**: 46%
Monthly Podcast Listening

U.S. Population

% Listened to a Podcast in Last Month

<table>
<thead>
<tr>
<th>Age 12-24</th>
<th>Age 25-54</th>
<th>Age 55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>2018</td>
<td>2019</td>
</tr>
<tr>
<td>27</td>
<td>31</td>
<td>12</td>
</tr>
<tr>
<td>30</td>
<td>32</td>
<td>13</td>
</tr>
<tr>
<td>40</td>
<td>39</td>
<td>17</td>
</tr>
</tbody>
</table>

#PodcastConsumer
Composition of Monthly Podcast Consumers

**U.S. POPULATION 12+**

- Age 18-34: 28%
- Age 35-54: 32%
- Age 12-17: 9%
- Age 55+: 31%

**MONTHLY PODCAST CONSUMERS 12+**

- Age 18-34: 39%
- Age 35-54: 35%
- Age 12-17: 10%
- Age 55+: 16%
Composition of Monthly Podcast Consumers

U.S. POPULATION 12+

- White: 57%
- African-American: 13%
- Hispanic: 15%
- Asian: 4%
- Other: 7%
- Refused: 4%

MONTHLY PODCAST CONSUMERS 12+

- White: 66%
- African-American: 11%
- Hispanic: 9%
- Asian: 4%
- Other: 7%
- Refused: 3%

#PodcastConsumer
Composition of Monthly Podcast Consumers

Annual Household Income Above $75,000

**U.S. Population 12+**
- $150K or more: 29
- $100K-$150K: 8
- $75K-$100K: 11
- $75K-$100K: 10

**Monthly Podcast Consumers 12+**
- $150K or more: 41
- $100K-$150K: 12
- $75K-$100K: 17
- $75K-$100K: 12
Composition of Monthly Podcast Consumers

EDUCATIONAL ATTAINMENT

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

High school or less: 32% of U.S. Population 18+ vs. 20% of Monthly Podcast Consumers 18+
Some college: 26% of U.S. Population 18+ vs. 27% of Monthly Podcast Consumers 18+
Four-year college degree: 19% of U.S. Population 18+ vs. 25% of Monthly Podcast Consumers 18+
Some grad school or advanced degree: 20% of U.S. Population 18+ vs. 28% of Monthly Podcast Consumers 18+

#PodcastConsumer
Composition of Monthly Podcast Consumers

**Employment Status**

- **U.S. Population 18+**
- **Monthly Podcast Consumers 18+**

- Employed full-time: 44 vs. 51
- Employed part-time: 12 vs. 17
- Temporarily unemployed: 7 vs. 8
- Homemaker: 4 vs. 3
- Retired: 18 vs. 8
- Student: 11 vs. 10

#PodcastConsumer
Weekly Podcast Listening

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

Estimated
62 Million
Number of Podcasts Listened to in Last Week

U.S. WEEKLY PODCAST CONSUMERS 12+

- Two: 15%
- Three: 17%
- One: 16%
- Four or Five: 21%
- Six to Ten: 17%
- 11 or more: 14%

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+

- Smartphone/Tablet/Portable device: 65%
- Computer/Laptop: 25%
- Smart speaker: 10%
### Number of Years Listening to Podcasts

#### U.S. Online Population 12+

<table>
<thead>
<tr>
<th>Ever listened to a podcast</th>
<th>5 Years or More</th>
<th>3 Years to &lt; 5 Years</th>
<th>1 Year to &lt; 3 Years</th>
<th>6 Months to &lt; 1 Year</th>
<th>Less than 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11</td>
<td>12</td>
<td>29</td>
<td>21</td>
<td>27</td>
</tr>
</tbody>
</table>

#### Monthly Podcast Consumers

<table>
<thead>
<tr>
<th></th>
<th>5 Years or More</th>
<th>3 Years to &lt; 5 Years</th>
<th>1 Year to &lt; 3 Years</th>
<th>6 Months to &lt; 1 Year</th>
<th>Less than 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Podcast</td>
<td>11</td>
<td>14</td>
<td>30</td>
<td>21</td>
<td>24</td>
</tr>
</tbody>
</table>

#### Weekly Podcast Consumers

<table>
<thead>
<tr>
<th></th>
<th>5 Years or More</th>
<th>3 Years to &lt; 5 Years</th>
<th>1 Year to &lt; 3 Years</th>
<th>6 Months to &lt; 1 Year</th>
<th>Less than 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Podcast</td>
<td>12</td>
<td>15</td>
<td>30</td>
<td>21</td>
<td>22</td>
</tr>
</tbody>
</table>
Listening to Podcasts Compared to One Year Ago

U.S. Online Population 12+

<table>
<thead>
<tr>
<th></th>
<th>Listening to Podcasts More</th>
<th>Listening to Podcasts Same Amount</th>
<th>Listening to Podcasts Less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever listened to a podcast</td>
<td>30</td>
<td>42</td>
<td>28</td>
</tr>
<tr>
<td>Monthly Podcast Consumers</td>
<td>41</td>
<td>46</td>
<td>13</td>
</tr>
<tr>
<td>Weekly Podcast Consumers</td>
<td>47</td>
<td>44</td>
<td>9</td>
</tr>
</tbody>
</table>

#PodcastConsumer
Podcast Consumers Who Ever Listen to Podcasts on...

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+
% EVER LISTEN TO PODCASTS ON SERVICE

- **Spotify**: 43%
- **Pandora**: 35%
Podcast Listening Locations

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+
% HAVE EVER LISTENED TO A PODCAST IN LOCATION

- At home: 90%
- In a car or truck: 64%
- While walking around/on foot: 49%
- At a gym/while working out: 43%
- At work: 37%
- While riding public transportation: 37%
## Sources Used at Least “Occasionally” to Discover Podcasts

### U.S. Online Monthly Podcast Consumers 12+

<table>
<thead>
<tr>
<th>Source</th>
<th>% Using Source “Frequently” or “Occasionally” to Discover Podcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Searching the internet</td>
<td>73</td>
</tr>
<tr>
<td>Social media posts</td>
<td>67</td>
</tr>
<tr>
<td>Recommendations from friends/family</td>
<td>66</td>
</tr>
<tr>
<td>Recommendations from other audio program hosts</td>
<td>62</td>
</tr>
<tr>
<td>Advertisements on other audio programs</td>
<td>54</td>
</tr>
<tr>
<td>Recommendations from/Ads on AM/FM radio stations</td>
<td>46</td>
</tr>
<tr>
<td>iTunes music store/Google Play</td>
<td>45</td>
</tr>
<tr>
<td>Recommendations found in publications</td>
<td>41</td>
</tr>
<tr>
<td>Recommendations by apps with personalization</td>
<td>40</td>
</tr>
</tbody>
</table>

#PodcastConsumer
Activities Done While Listening to Podcasts

U.S. Online Monthly Podcast Consumers 12+
% Ever Listened to Podcasts While Doing Activity

- Not doing anything else, just listening: 70%
- Doing housework or chores: 59%
- Driving: 52%
- Relaxing before going to sleep: 51%
- Cooking or baking: 50%
- Walking outside: 46%
- Running or exercising: 44%
- Riding public transportation: 33%
## Which Podcast Topics are Consumers Interested in?

**U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+**

<table>
<thead>
<tr>
<th>Topic</th>
<th>% Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>39%</td>
</tr>
<tr>
<td>News/Information</td>
<td>36%</td>
</tr>
<tr>
<td>Entertainment/Celebrity/Gossip</td>
<td>32%</td>
</tr>
<tr>
<td>History</td>
<td>31%</td>
</tr>
<tr>
<td>Sports</td>
<td>31%</td>
</tr>
<tr>
<td>Food</td>
<td>30%</td>
</tr>
<tr>
<td>Mystery/Thriller</td>
<td>28%</td>
</tr>
<tr>
<td>Technology</td>
<td>28%</td>
</tr>
<tr>
<td>True Crime</td>
<td>28%</td>
</tr>
<tr>
<td>Wellness/Self-improvement</td>
<td>27%</td>
</tr>
<tr>
<td>Science</td>
<td>26%</td>
</tr>
<tr>
<td>Games/Hobbies</td>
<td>23%</td>
</tr>
<tr>
<td>Travel</td>
<td>23%</td>
</tr>
<tr>
<td>Fantasy/Sci-fi</td>
<td>21%</td>
</tr>
<tr>
<td>Drama</td>
<td>19%</td>
</tr>
<tr>
<td>Philosophy/Religion</td>
<td>19%</td>
</tr>
<tr>
<td>Business</td>
<td>18%</td>
</tr>
<tr>
<td>Adult Fiction</td>
<td>16%</td>
</tr>
<tr>
<td>Biography/Memoir</td>
<td>16%</td>
</tr>
<tr>
<td>Home/Garden</td>
<td>16%</td>
</tr>
<tr>
<td>Romance</td>
<td>14%</td>
</tr>
<tr>
<td>Children’s</td>
<td>9%</td>
</tr>
<tr>
<td>Language</td>
<td>9%</td>
</tr>
</tbody>
</table>
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?”

- Within 24 hours of downloading: 47%
- Within 48 hours: 31%
- Longer than a week: 3%
- Within a week: 19%
“What percent of all the podcasts you download, out of 100 percent, would you say you typically listen to?”

- 76% to 100%: 58%
- 51% to 75%: 20%
- 26% to 50%: 15%
- 1% to 25%: 7%
- 1% to 25%: 7%
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...?”

- Entire podcast: 52%
- Most of podcast: 41%
- Less than half of podcast: 5%
- Just beginning of podcast: 2%
- Just beginning of podcast: 2%

#PodcastConsumer
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?”

<table>
<thead>
<tr>
<th>Year</th>
<th>Survey Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Phone Survey</td>
<td>19</td>
</tr>
<tr>
<td>2019</td>
<td>Online Survey</td>
<td>26</td>
</tr>
</tbody>
</table>
# Reasons for Listening to Podcasts

## U.S. Online Monthly Podcast Consumers 12+

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To learn new things</td>
<td>74</td>
</tr>
<tr>
<td>To be entertained</td>
<td>71</td>
</tr>
<tr>
<td>To stay up-to-date with latest topics</td>
<td>60</td>
</tr>
<tr>
<td>To relax</td>
<td>51</td>
</tr>
<tr>
<td>To feel inspired</td>
<td>47</td>
</tr>
<tr>
<td>To escape</td>
<td>37</td>
</tr>
<tr>
<td>For companionship</td>
<td>24</td>
</tr>
</tbody>
</table>

% 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...?”

- You can do other things while listening: 87%
- They are portable: 80%
- You can listen wherever you are: 78%
- For particular hosts: 76%
- You can listen on a computer: 73%
- They make you feel smarter: 59%
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...?”

- More podcasts available on topics interested in: 65%
- A well-known personality had a podcast: 60%
- Had more time to listen: 57%
- Podcasts were easier to discover: 50%
- Podcasts were easier to download/access: 45%
- Notifications reminded you to listen: 40%
- Advertisements reminded you to listen: 35%

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?”

- Much more likely: 17%
- Somewhat more likely: 37%
- Neither likely nor unlikely: 39%
- Somewhat less likely: 3%
- Much less likely: 4%
Smart Speaker Awareness

U.S. Population
% Aware of any Smart Speaker Brand

U.S. Population 12+
79

Monthly Podcast Consumers 12+
94

#PodcastConsumer

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL
Smart Speaker Ownership

U.S. Population 12+
% Own a Smart Speaker

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

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S. Population 12+</th>
<th>Monthly Podcast Consumers 12+</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>2018</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td>2019</td>
<td>23</td>
<td>34</td>
</tr>
</tbody>
</table>

The Podcast Consumer

#PodcastConsumer
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
On average, Podcast Listeners spend 5 hours 39 minutes per day listening to audio.
Podcast Listeners’ Share of Time Spent Listening to Audio Sources

- **Podcasts**: 28%
- **Streaming Audio**: 15%
- **AM/FM Radio**: 24%
- **TV Music Channels**: 3%
- **YouTube**: 11%
- **SiriusXM**: 4%
- **Own Music**: 13%
- **Other**: 2%

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

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
Share of Ear®

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

- 2014: 1.7
- 2018: 3.9

Increase: +122%
Podcast Listeners’ Share of Time Spent Listening to Audio Sources on a Smartphone

- **Podcasts**: 42%
- **Streaming Audio**: 18%
- **Owned Music**: 19%
- **YouTube**: 10%
- **Other**: 5%
- **AM/FM Radio**: 6%

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