The Pod cast Consumer 2019

A report from





#PodcastConsumer

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

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





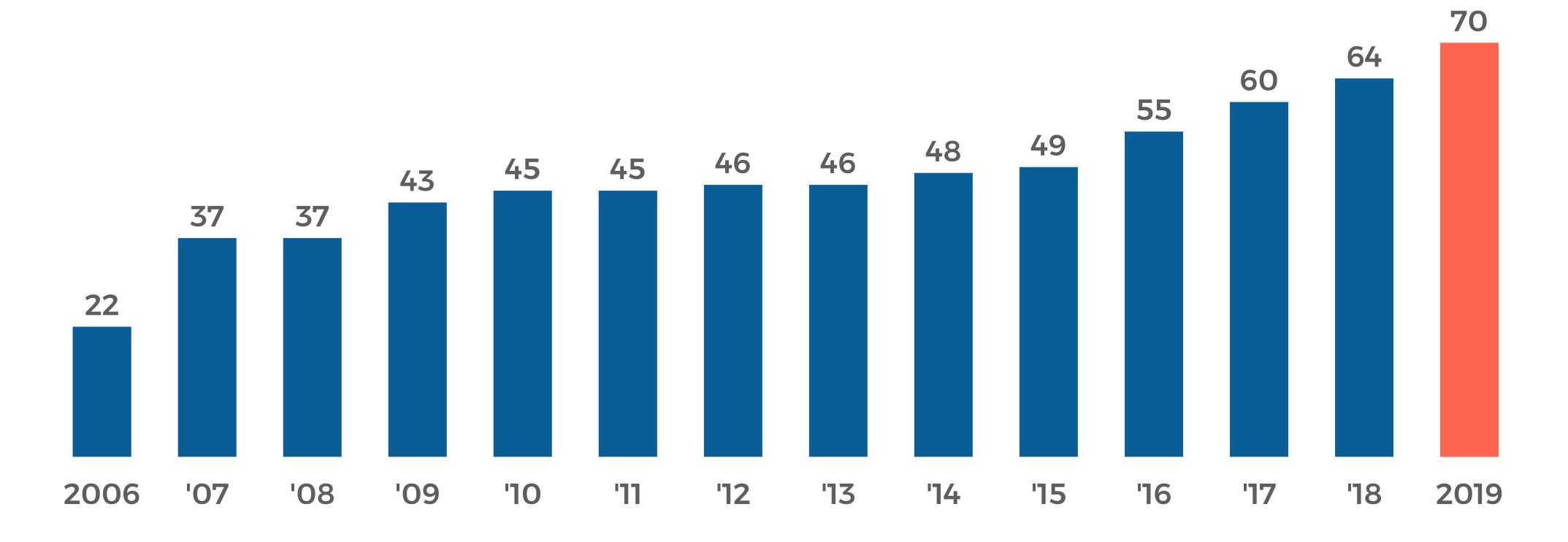




Podcasting Familiarity

TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING







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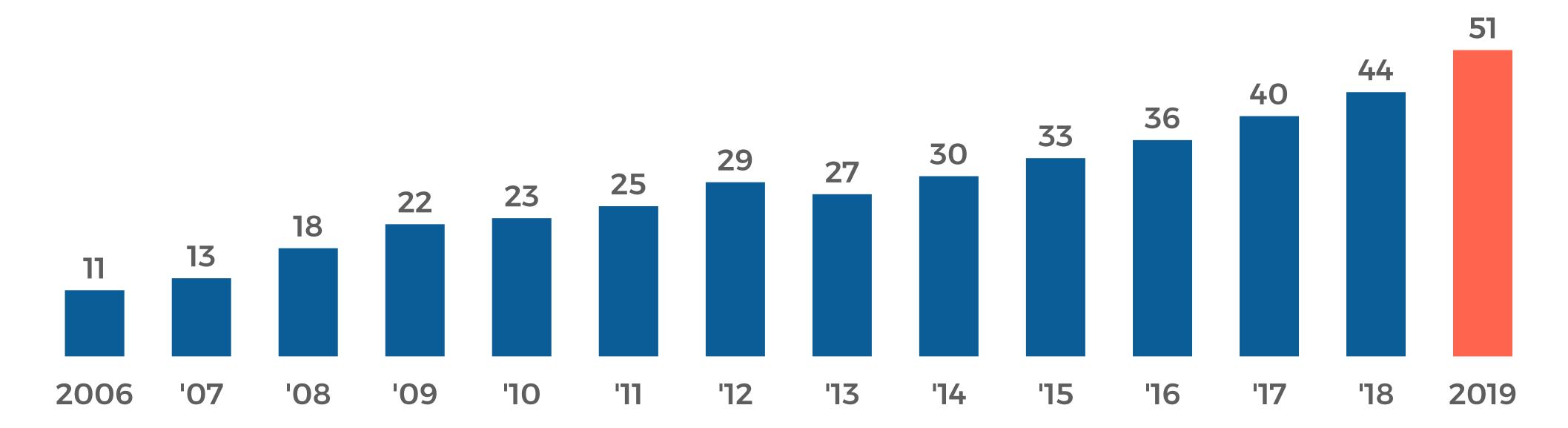
Estimated 197 Million



Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST







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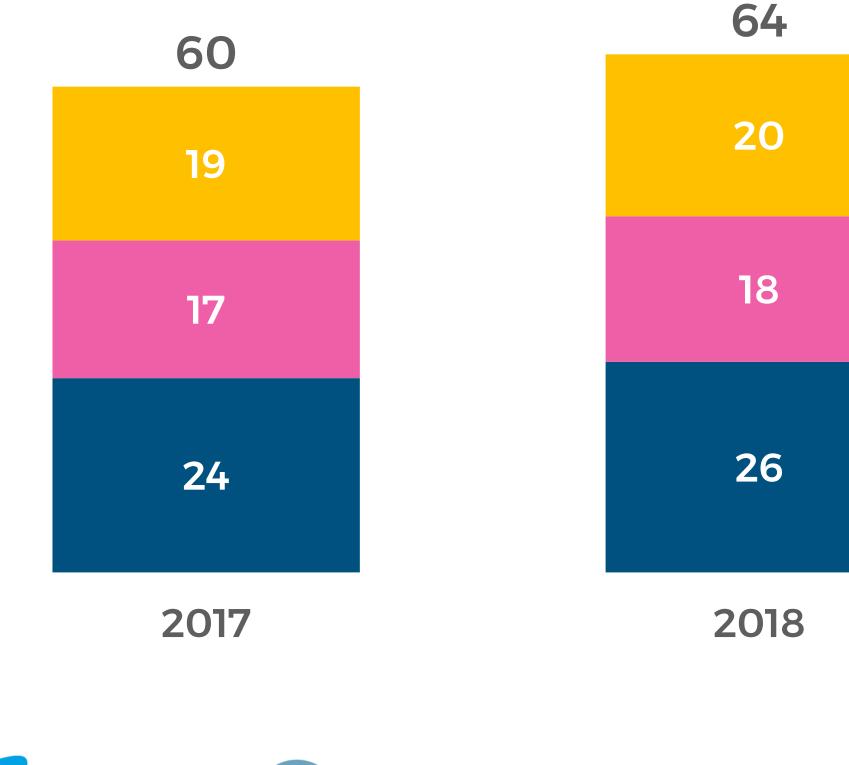
Estimated 144 Million



Podcast Awareness:

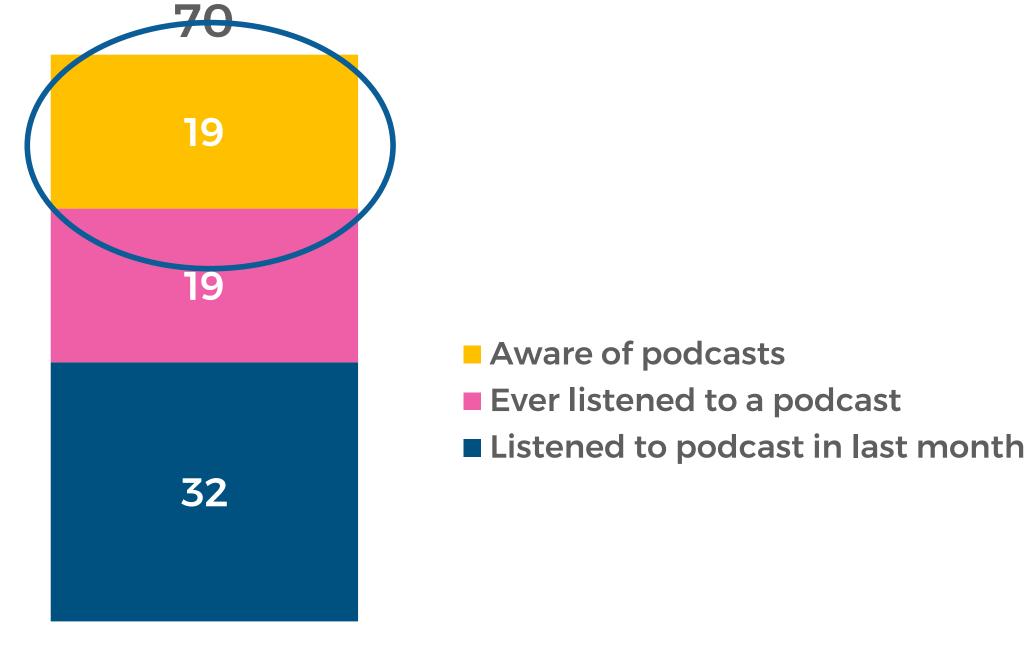
TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING





The Podcast Consumer







Reasons Non-Listeners Do Not Listen to Podcasts

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

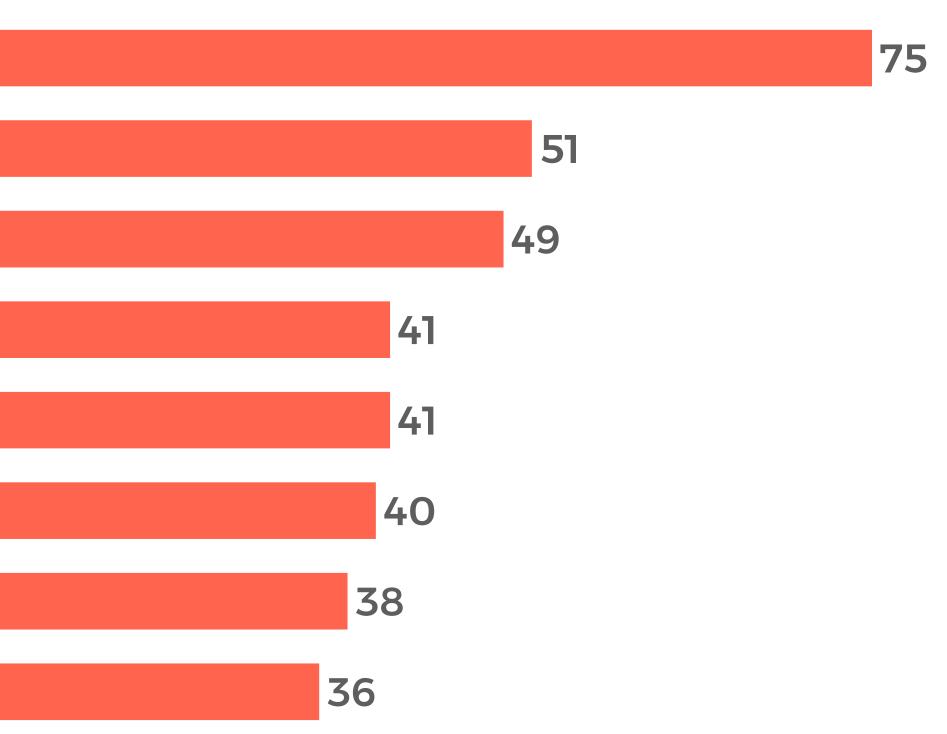
% SAYING REASON APPLIES PAGE 1 OF 2

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





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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 2 OF 2







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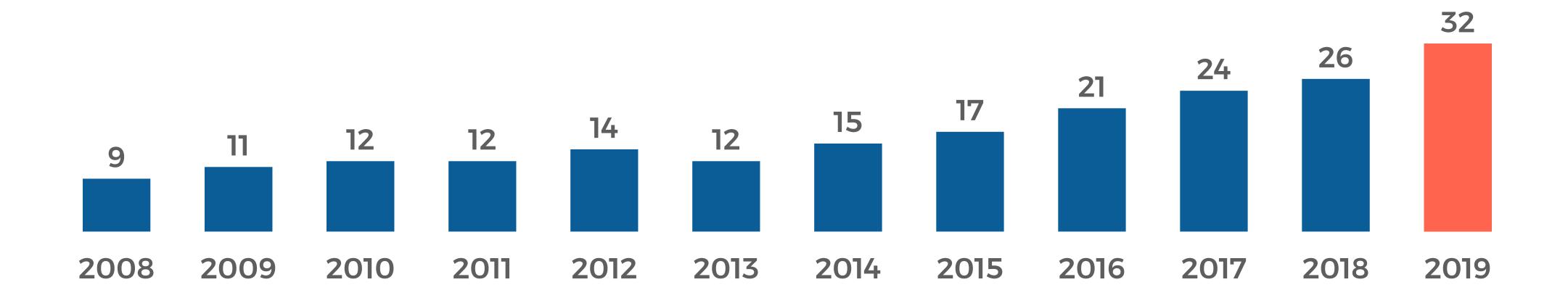
research #PodcastConsumer The Infinite dial © 2019 Edison Research and Triton Digital



Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH







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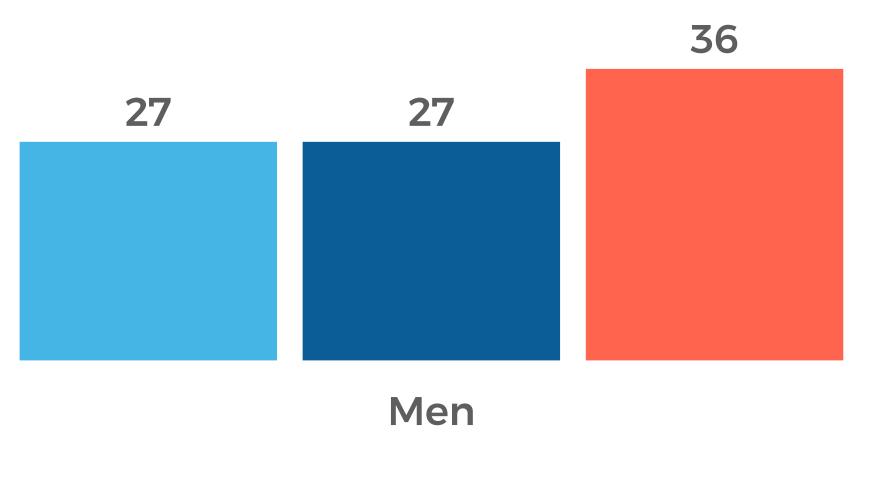
Estimated 90 Million



Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH

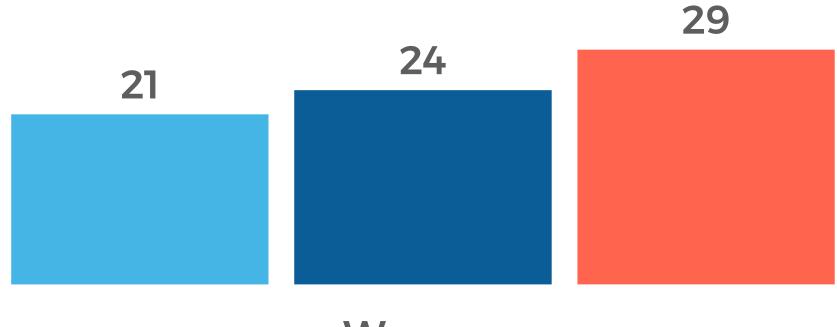






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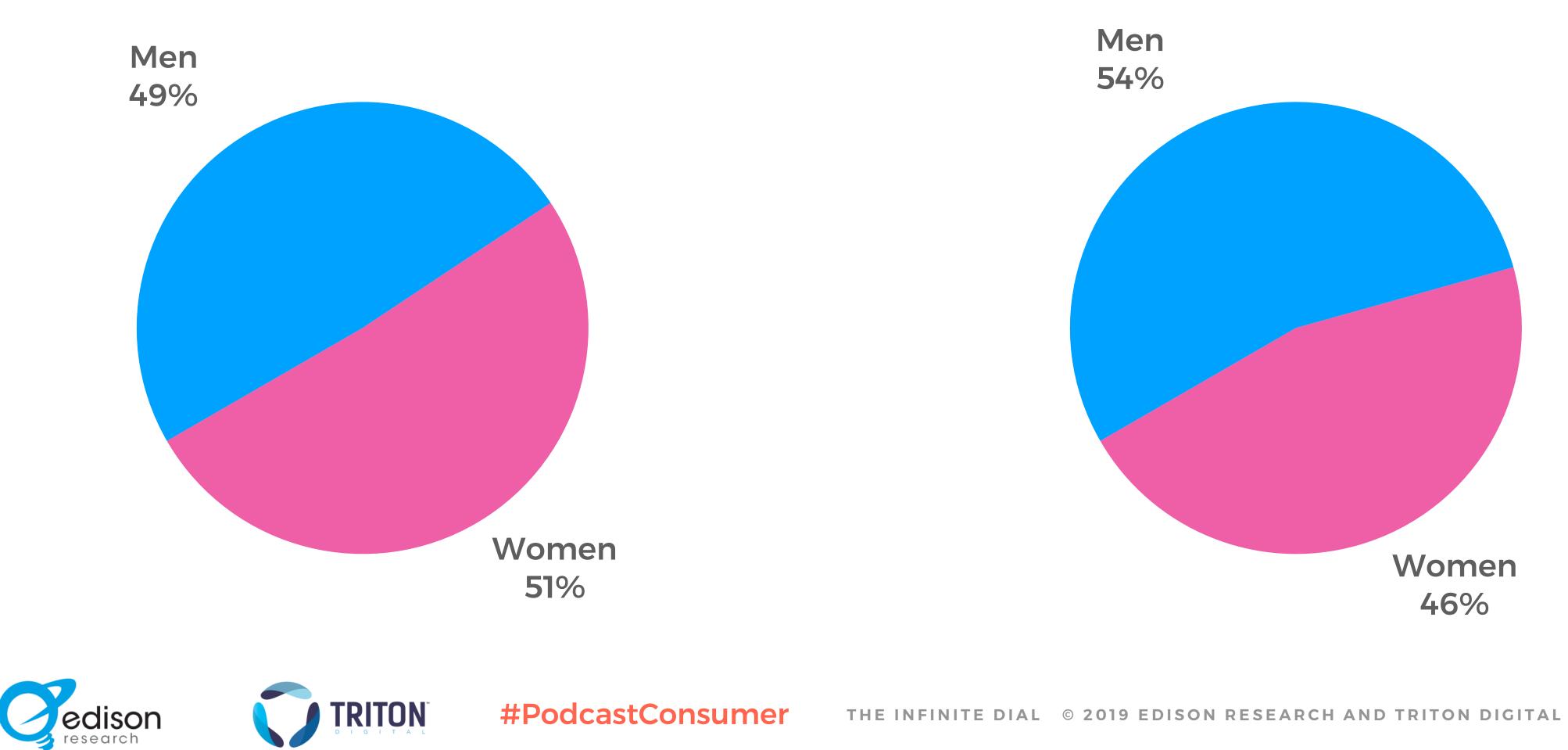
■ 2017 ■ 2018 ■ 2019



Women

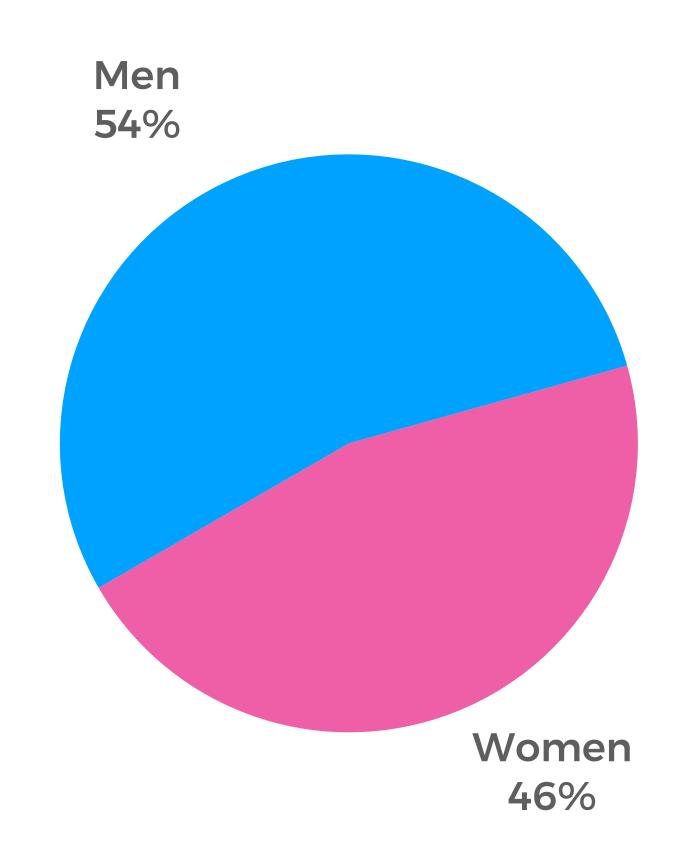


U.S. POPULATION 12+



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MONTHLY PODCAST CONSUMERS 12+

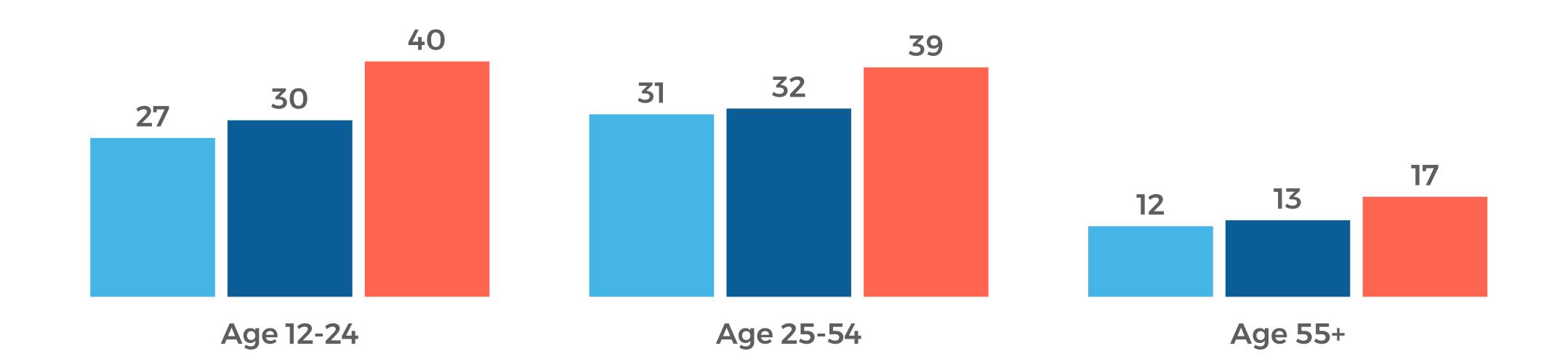




Monthly Podcast Listening

U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH







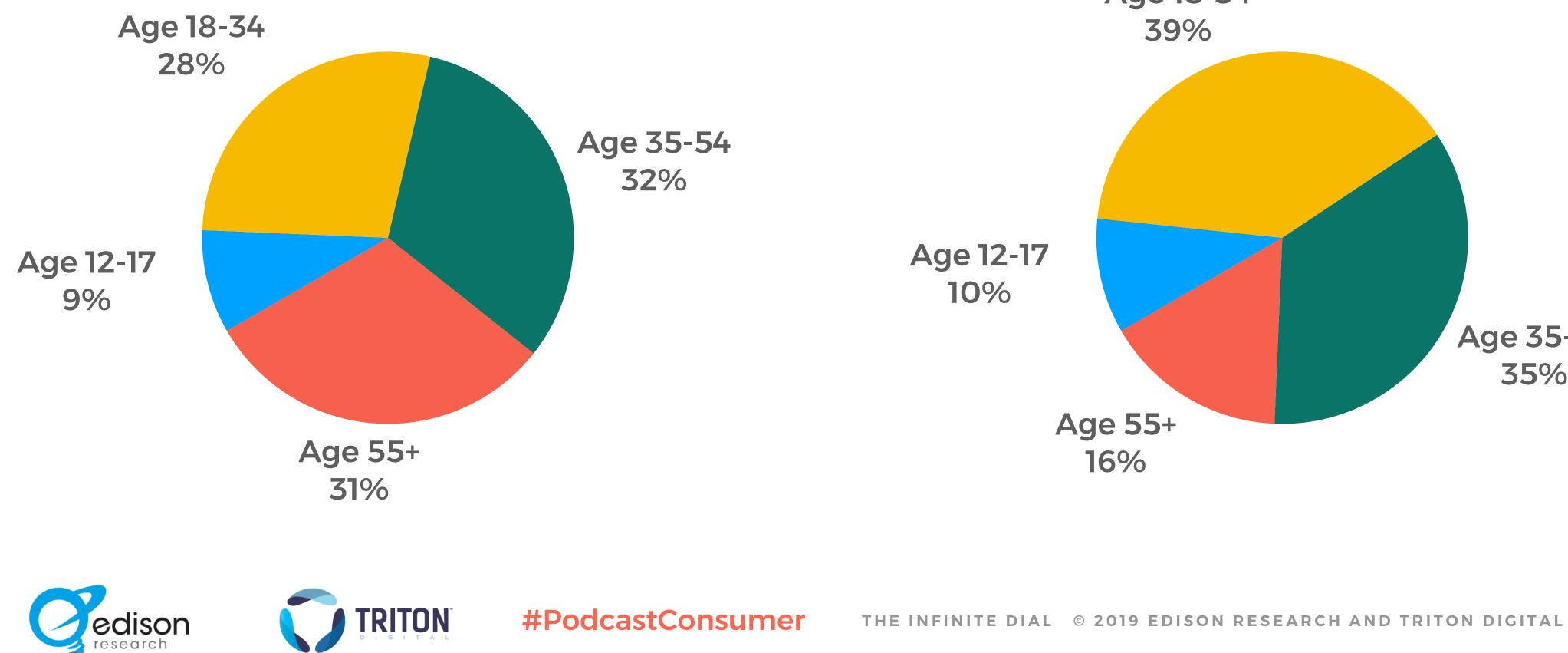
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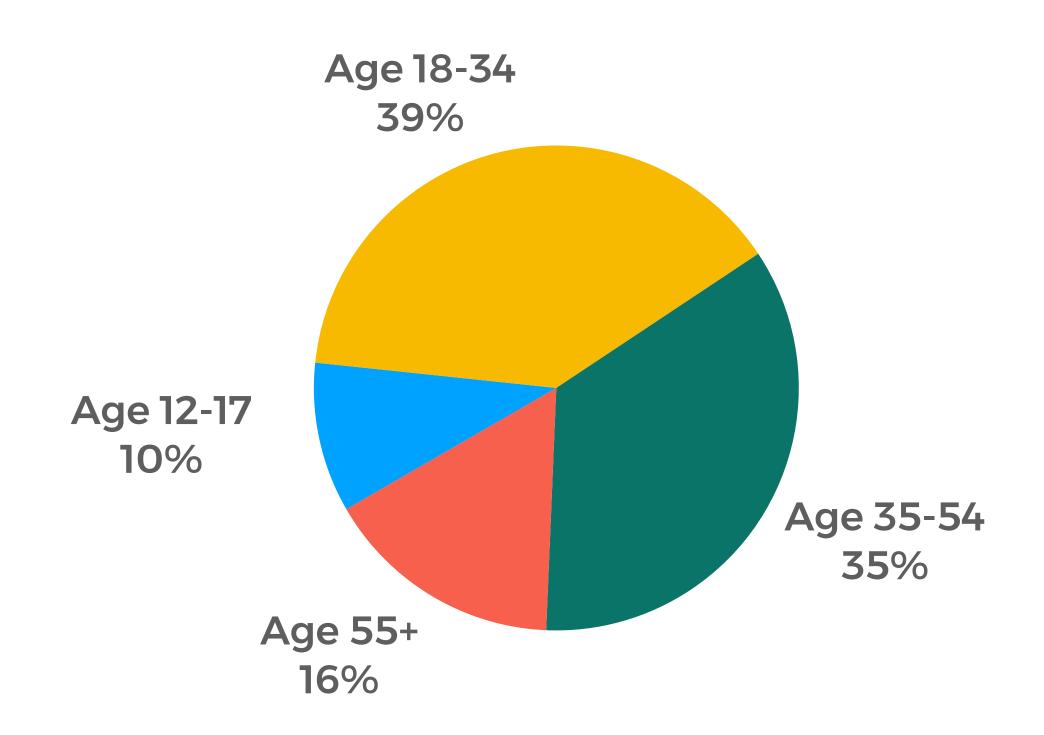


U.S. POPULATION 12+



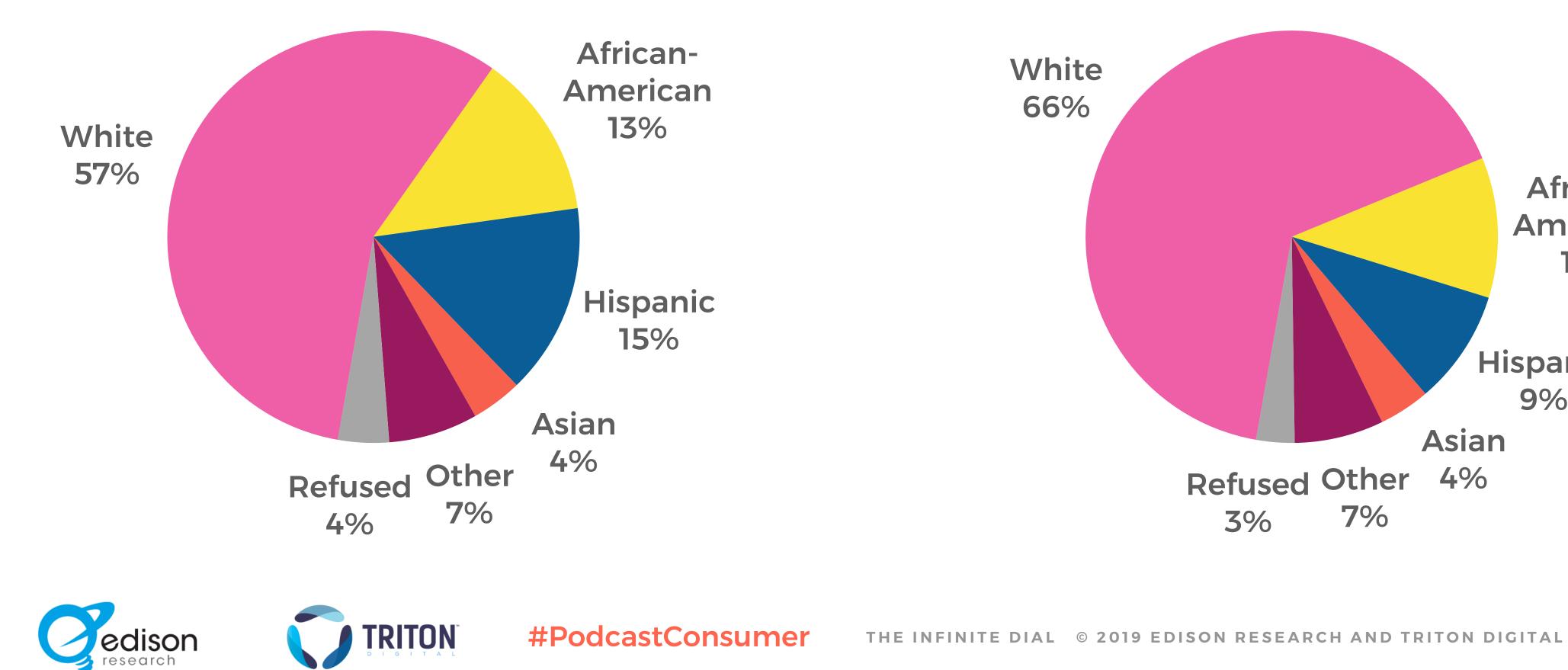
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MONTHLY PODCAST CONSUMERS 12+



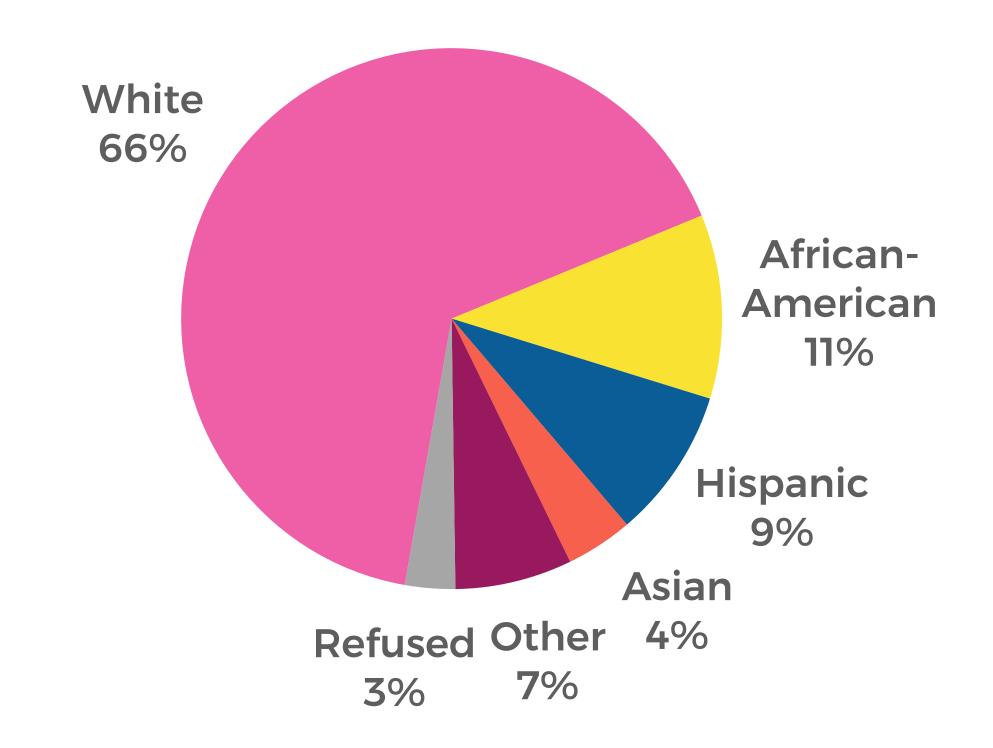


U.S. POPULATION 12+



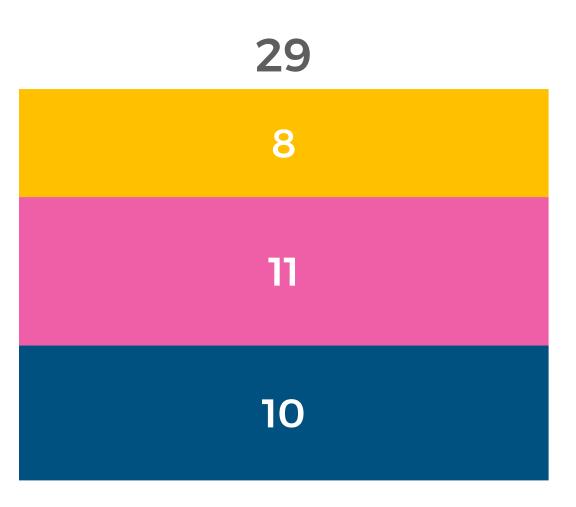
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MONTHLY PODCAST CONSUMERS 12+





ANNUAL HOUSEHOLD INCOME ABOVE \$75,000

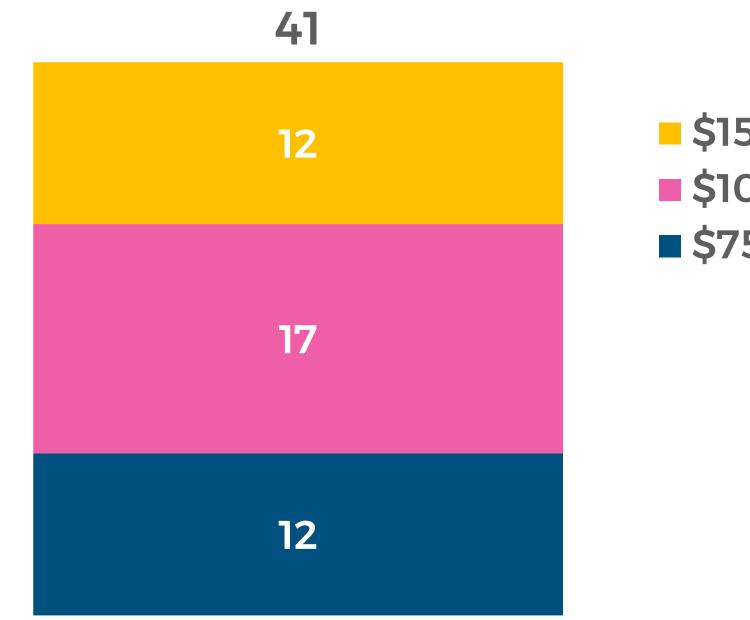


U.S. Population 12+





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\$150K or more \$100K-\$150K ■ \$75K-\$100K

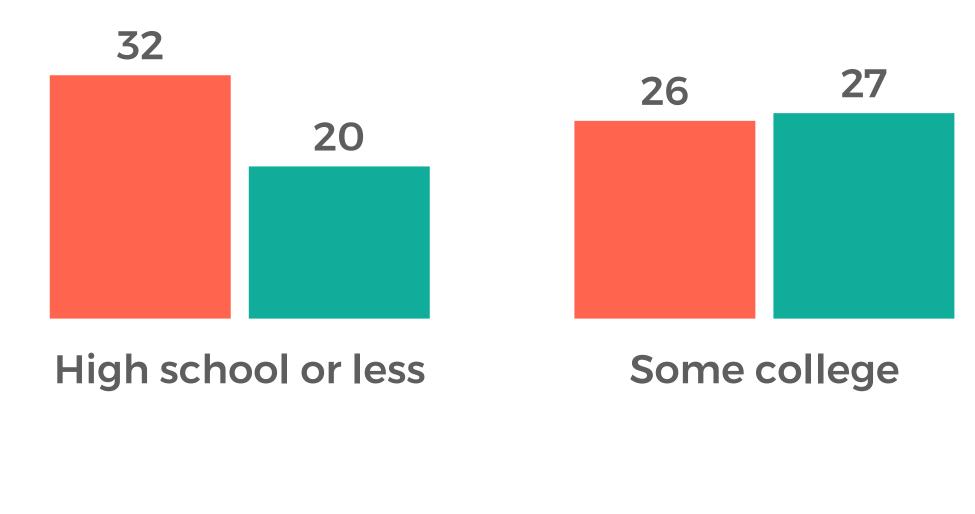
Monthly Podcast Consumers 12+





EDUCATIONAL ATTAINMENT

U.S. Population 18+

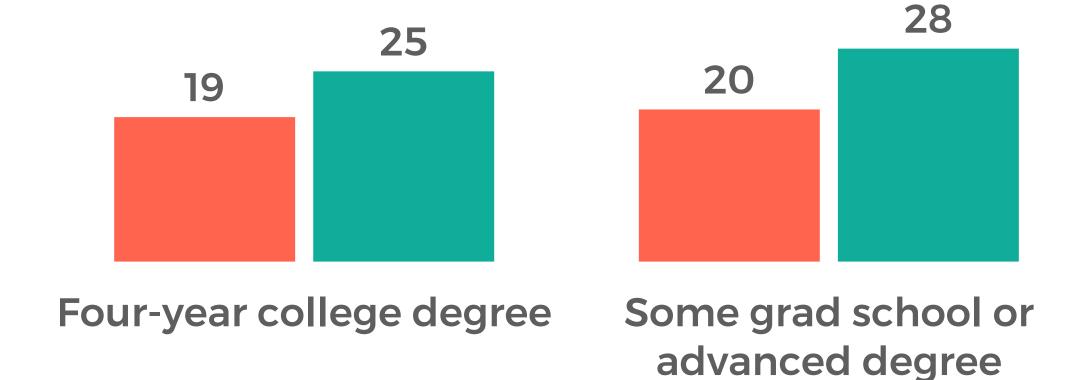






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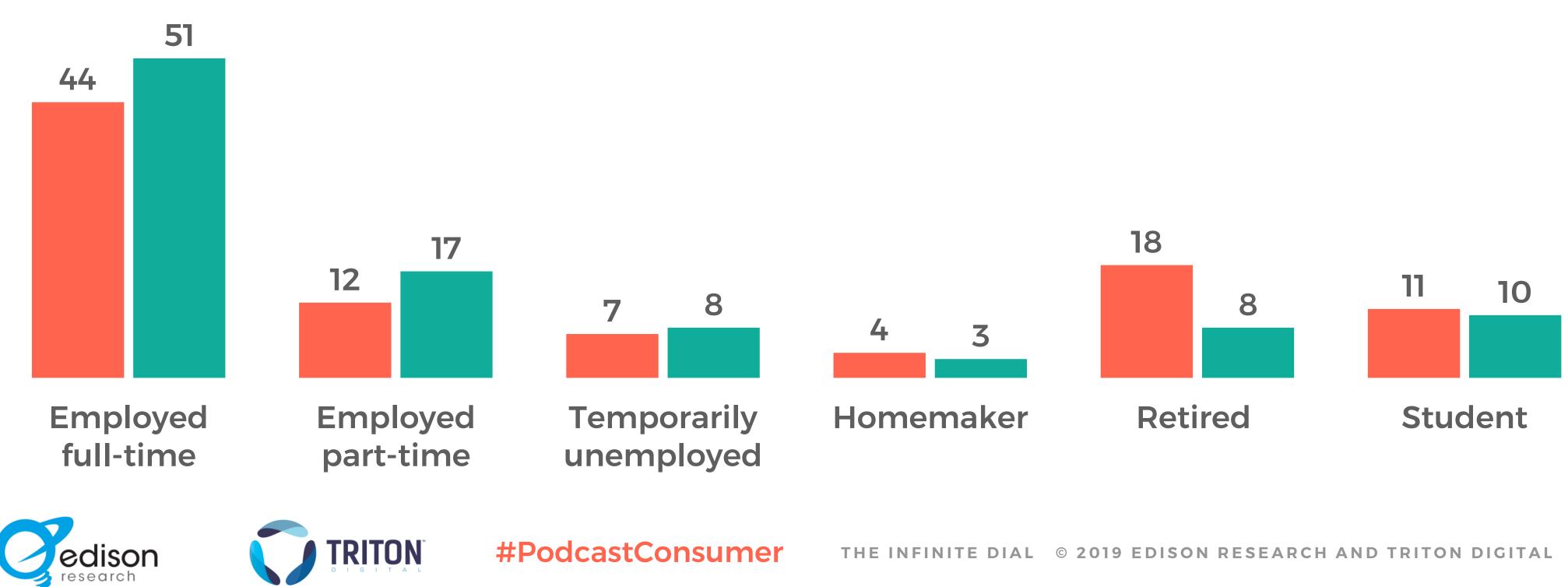
Monthly Podcast Consumers 18+





EMPLOYMENT STATUS

U.S. Population 18+



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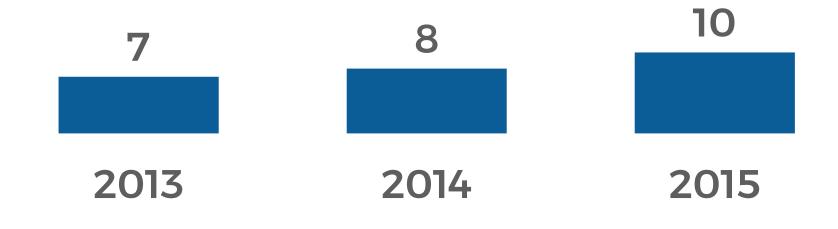
Monthly Podcast Consumers 18+



Weekly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK

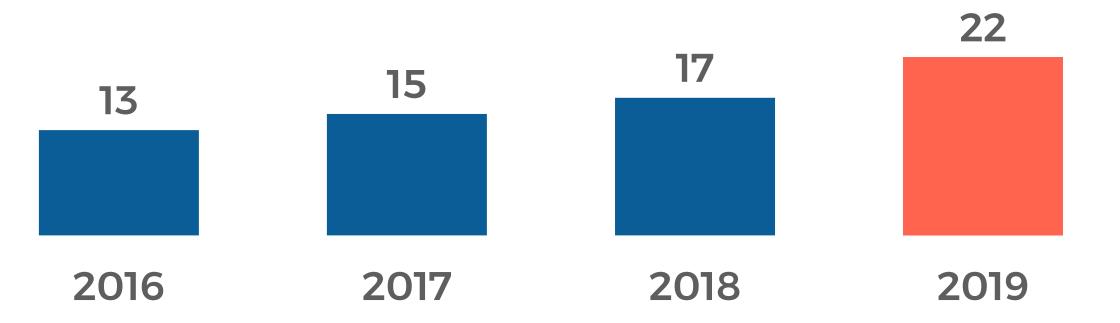






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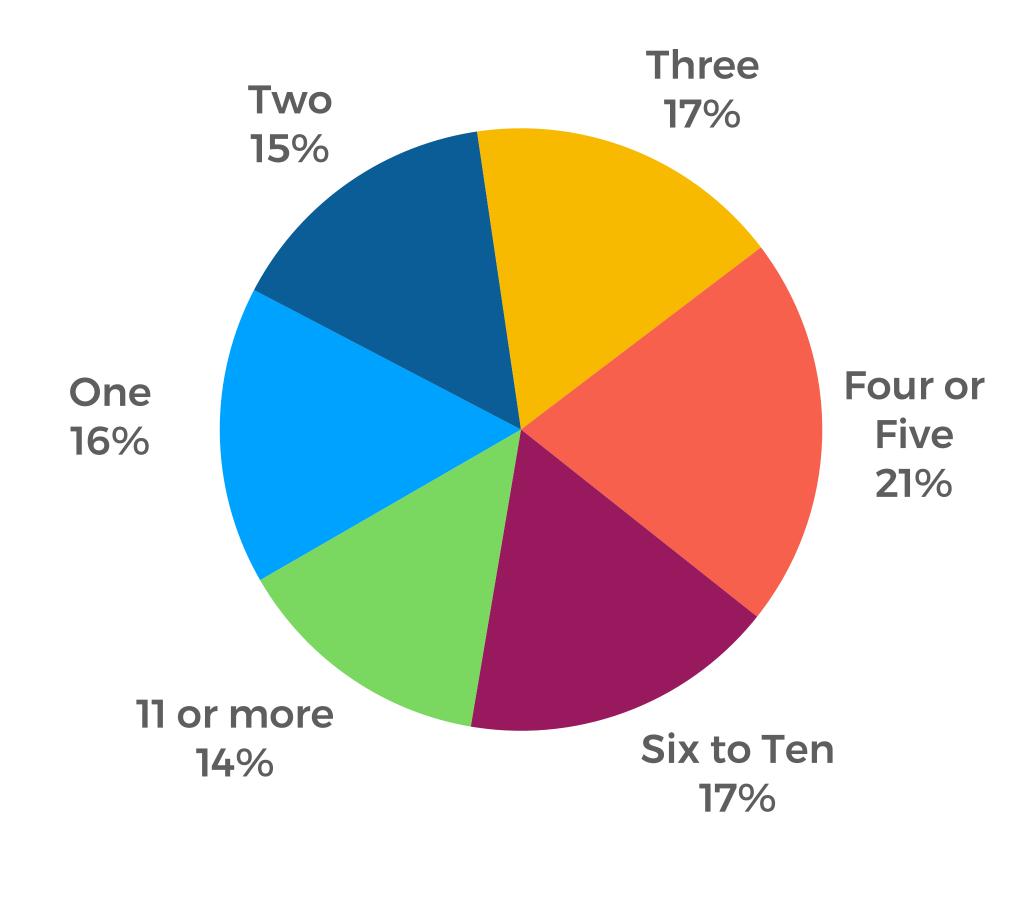


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Number of Podcasts Listened to in Last Week

U.S. WEEKLY PODCAST CONSUMERS 12+







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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+

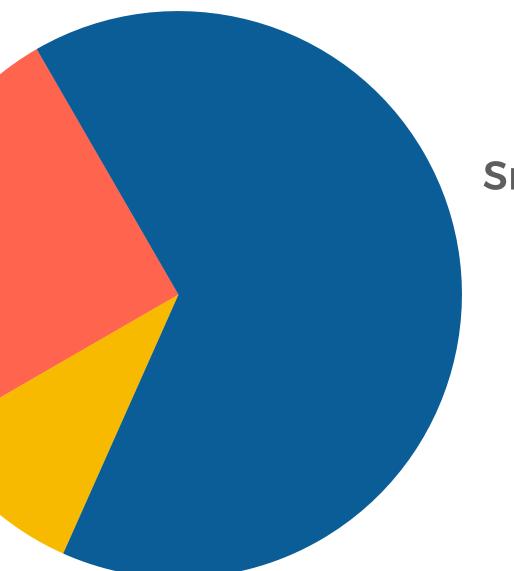
Computer/ Laptop 25%

> Smart speaker 10%





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Smartphone/ Tablet/ Portable device **65**%



Number of Years Listening to Podcasts

U.S. ONLINE POPULATION 12+







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O S	1 YEAR TO < 3 YEARS	6 MONTHS TO < 1 YEAR	LESS THAN 6 MONTHS
	29	21	27
	30	21	24
	30	21	22



Listening to Podcasts Compared to One Year Ago

U.S. ONLINE POPULATION 12+







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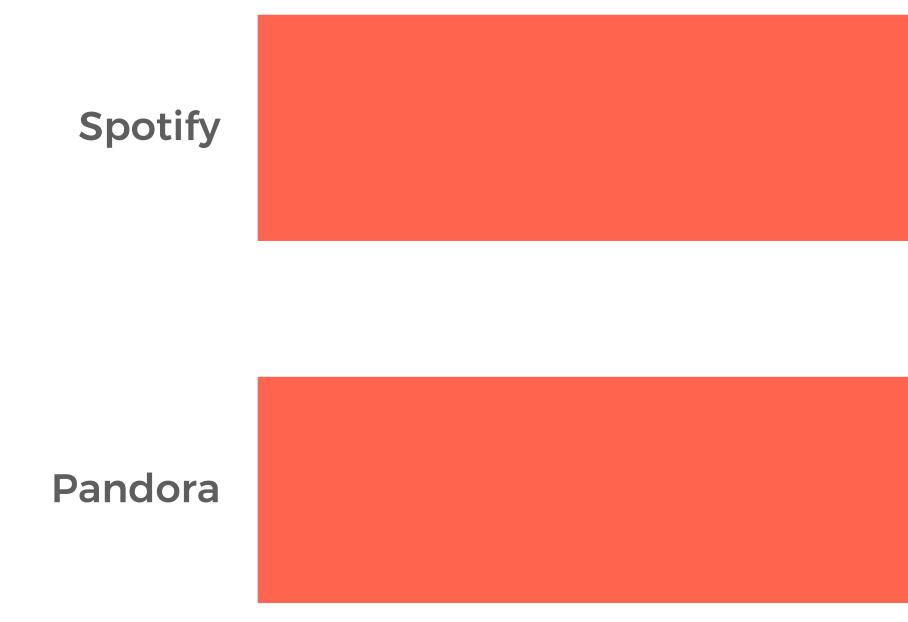
E	G TO PODCASTS E AMOUNT	S	LISTENI PODCASI	
	42		28	
		46		13
+7		44		9



Podcast Consumers Who Ever Listen to Podcasts on...

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% EVER LISTEN TO PODCASTS ON SERVICE







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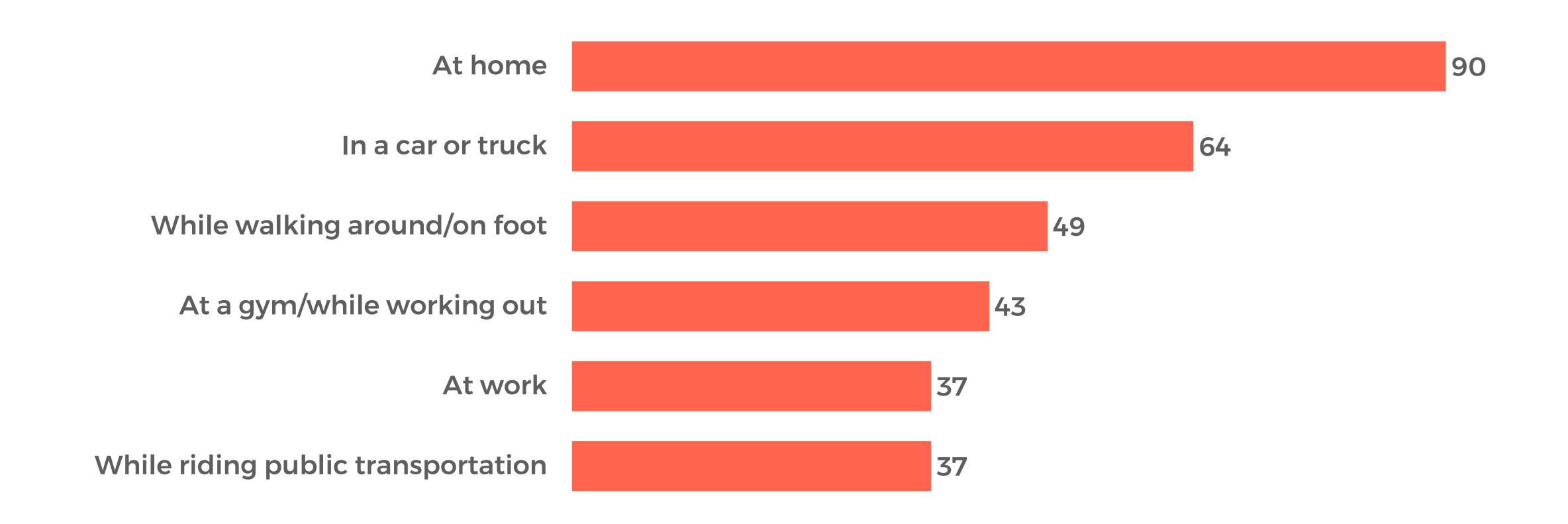


35



Podcast Listening Locations

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







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Sources Used at Least "Occasionally" to Discover Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+ % USING SOURCE "FREQUENTLY" OR "OCCASIONALLY" TO DISCOVER PODCASTS

Searching the internet

Social media posts

Recommendations from friends/family

Recommendations from other audio program hosts

Advertisements on other audio programs

Recommendations from/Ads on AM/FM radio stations

iTunes music store/Google Play

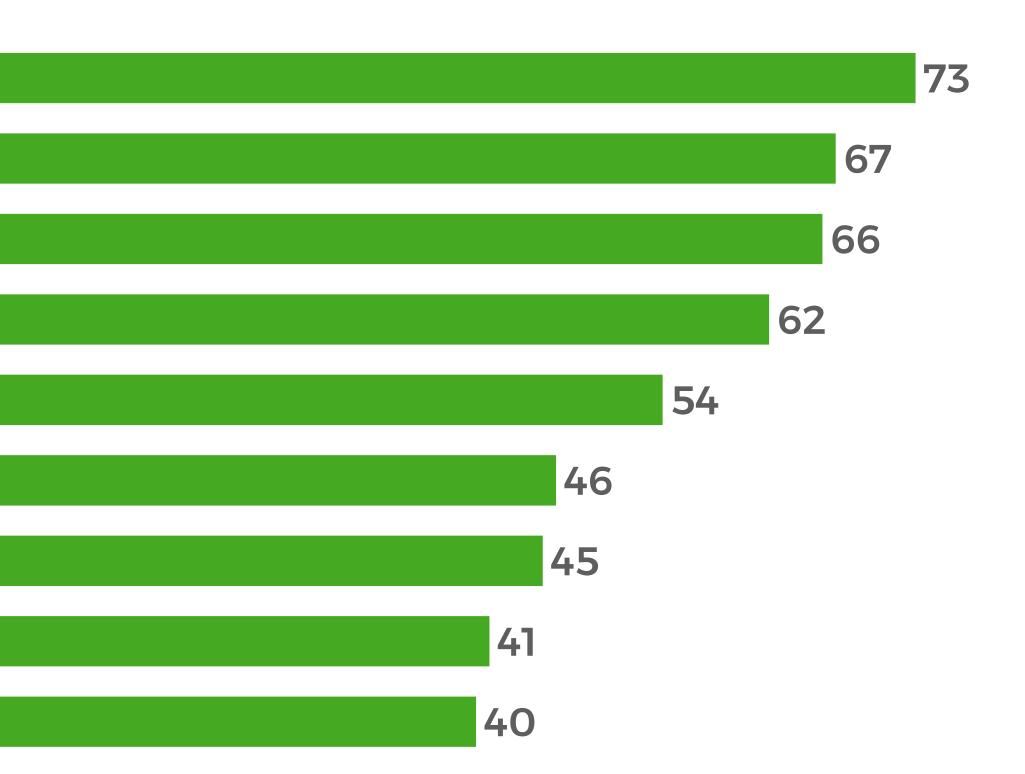
Recommendations found in publications

Recommendations by apps with personalization





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Activities Done While Listening to Podcasts

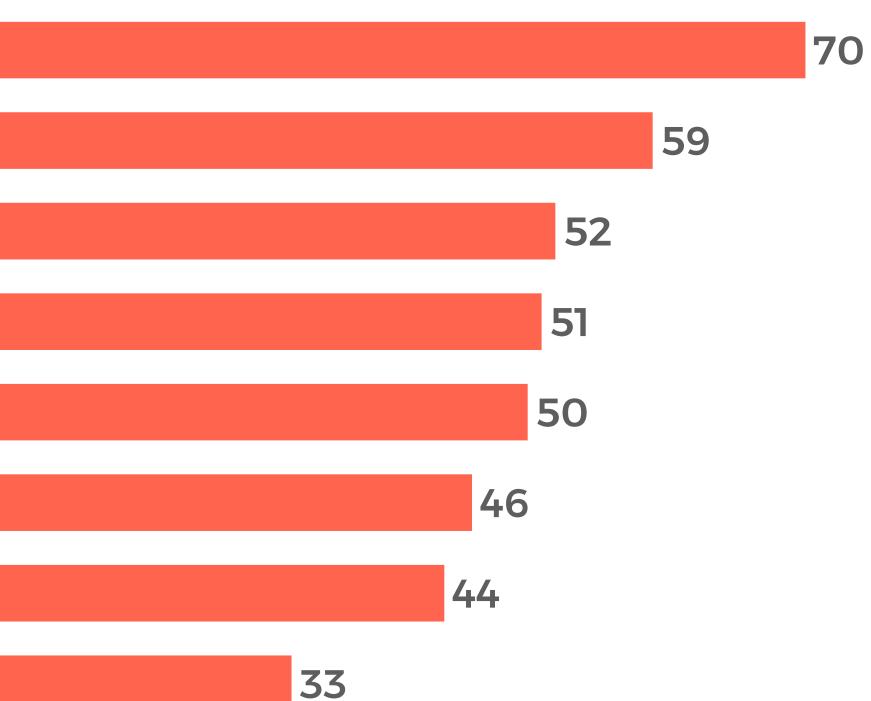
U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+ % EVER LISTENED TO PODCASTS WHILE DOING ACTIVITY

Not doing anything else, just listening
Doing housework or chores
Driving
Relaxing before going to sleep
Cooking or baking
Walking outside
Running or exercising
Riding public transportation





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Which Podcast Topics are Consumers Interested in?

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% INTERESTED IN LISTENING TO TOPIC ON A PODCAST

Торіс	% 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 %





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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%

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Podcasts Downloaded and Listened to Later

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

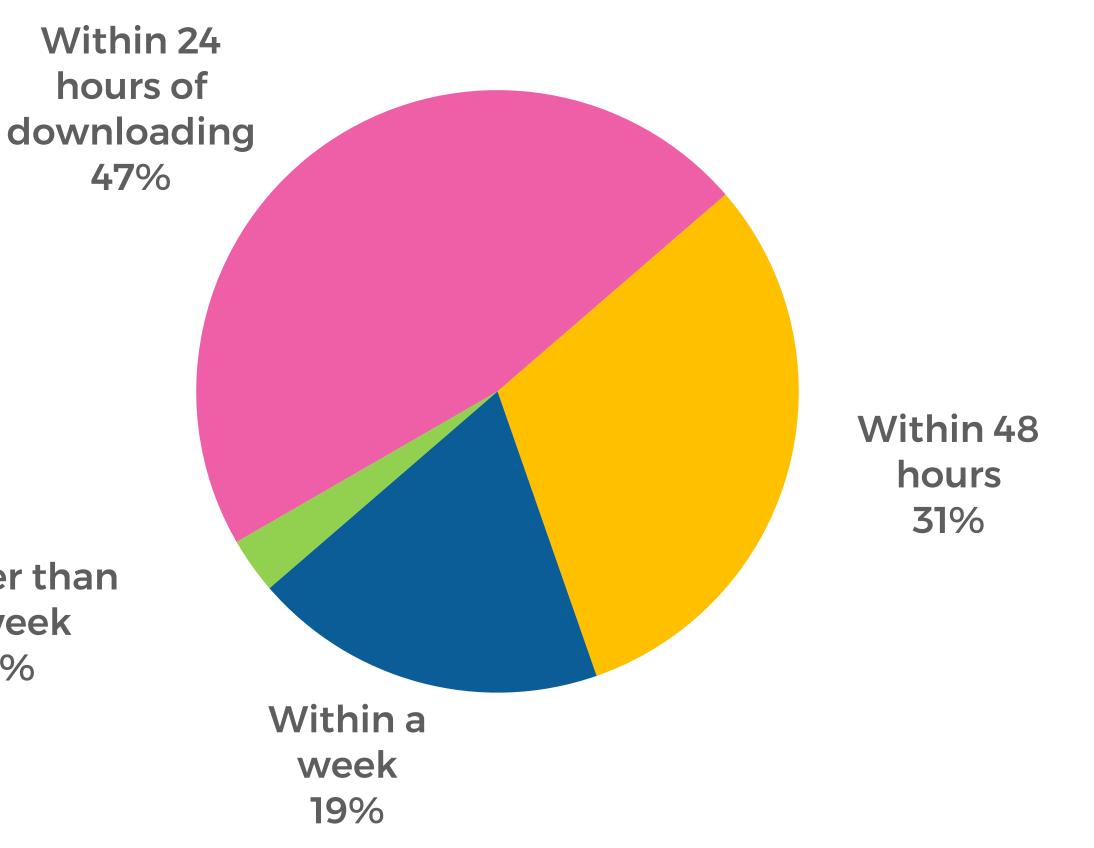
"When did you listen to the last" podcast you downloaded and listened to at a later time?"

> Longer than a week 3%





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Percent of Podcasts Downloaded and Listened to

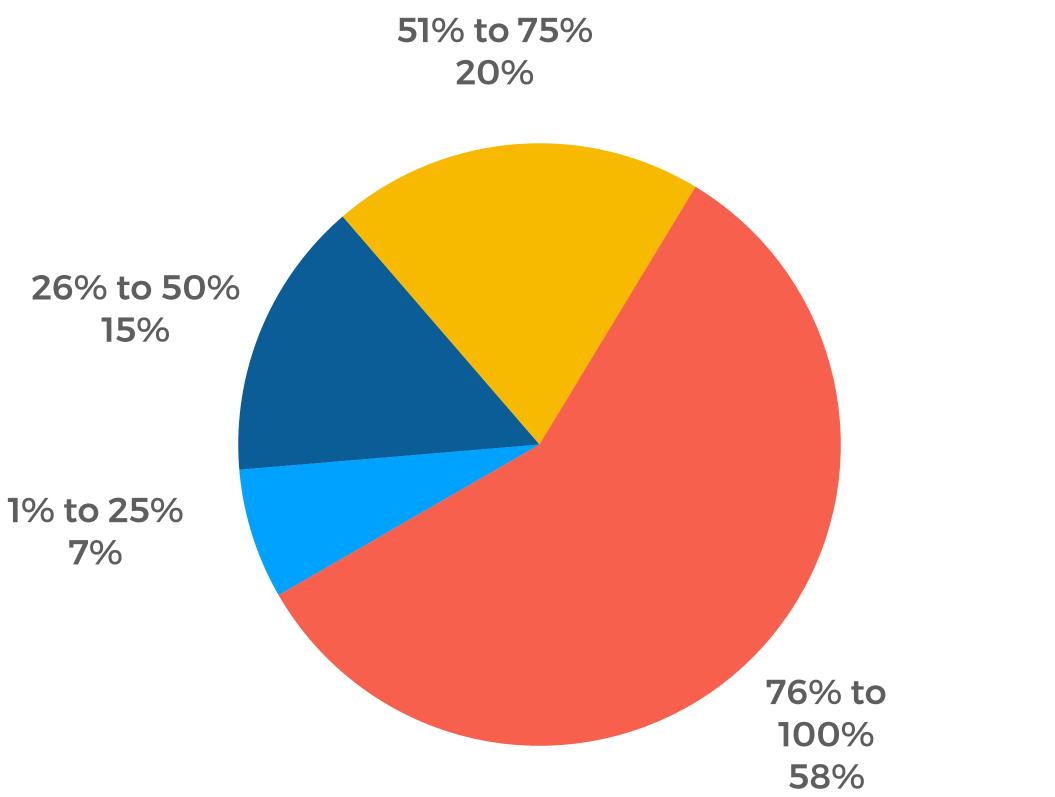
"What percent of all the podcasts you download, out of 100 percent, would you say you typically listen to?"





THE INFINITE DIAL[®] 2019

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





Amount of Podcast Episode Typically Listened to

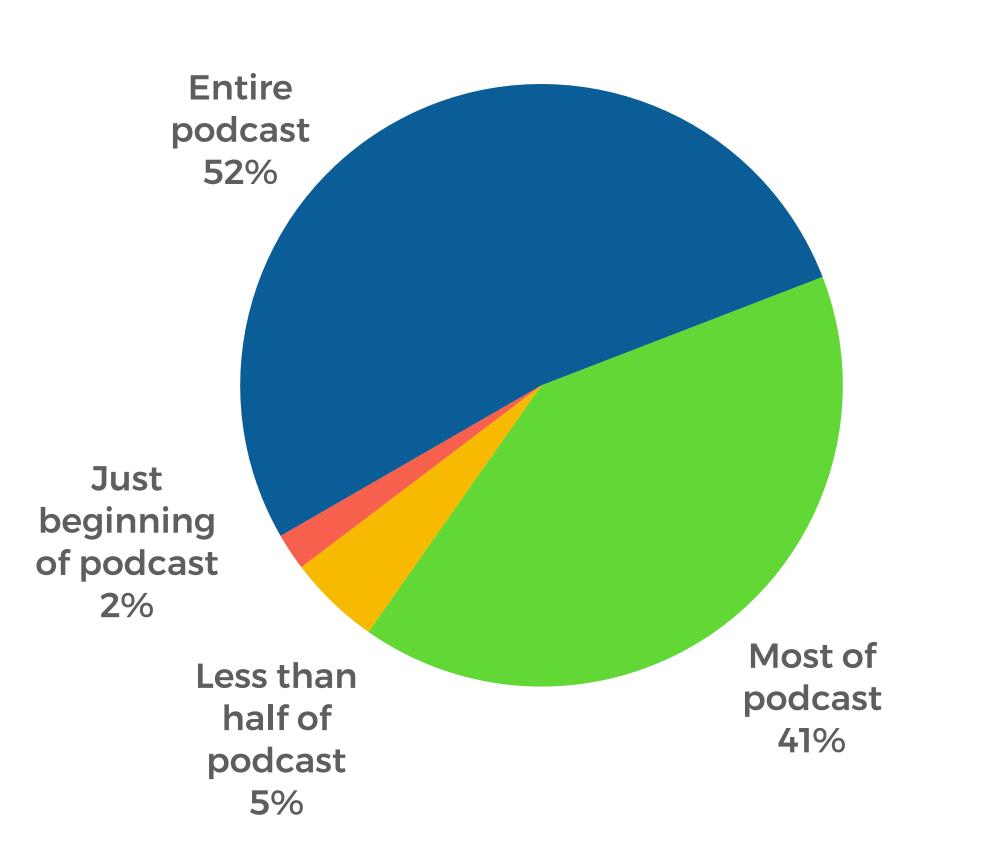
U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

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





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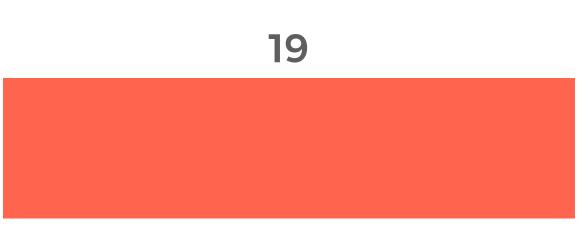


Increasing Podcast Playback Speed

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?"



2018

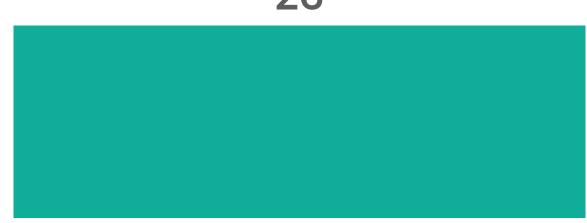
Phone Survey





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2019

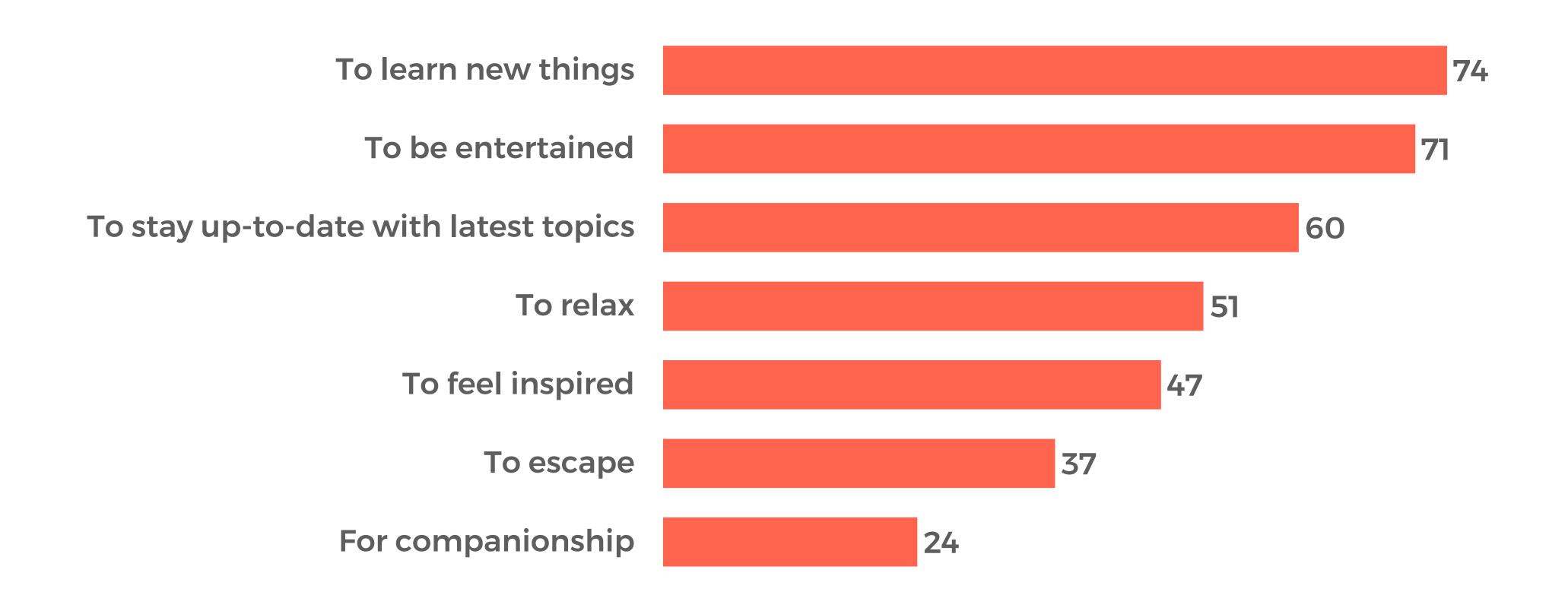
Online Survey





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)





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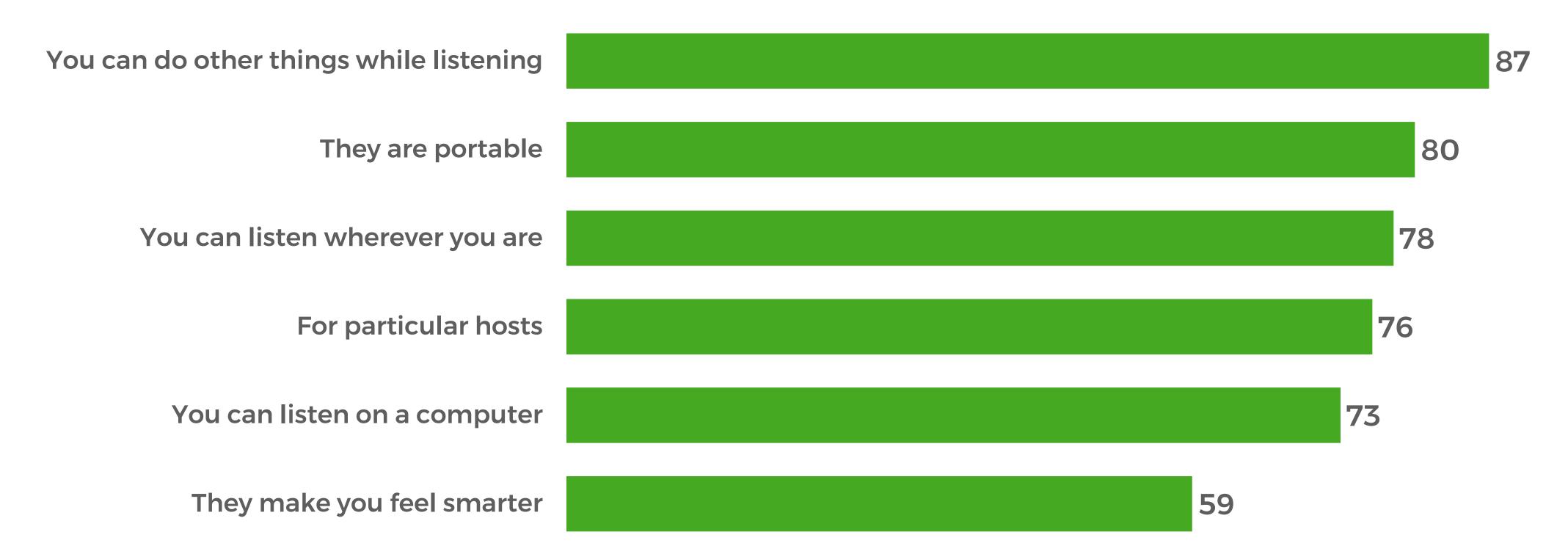


Reasons Why Podcasts are Enjoyable

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% SAYING REASON APPLIES

"You enjoy listening to podcasts because...?"







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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 A well-known personality had a podcast Had more time to listen **Podcasts were easier to discover**

Podcasts were easier to download/access

Notifications reminded you to listen

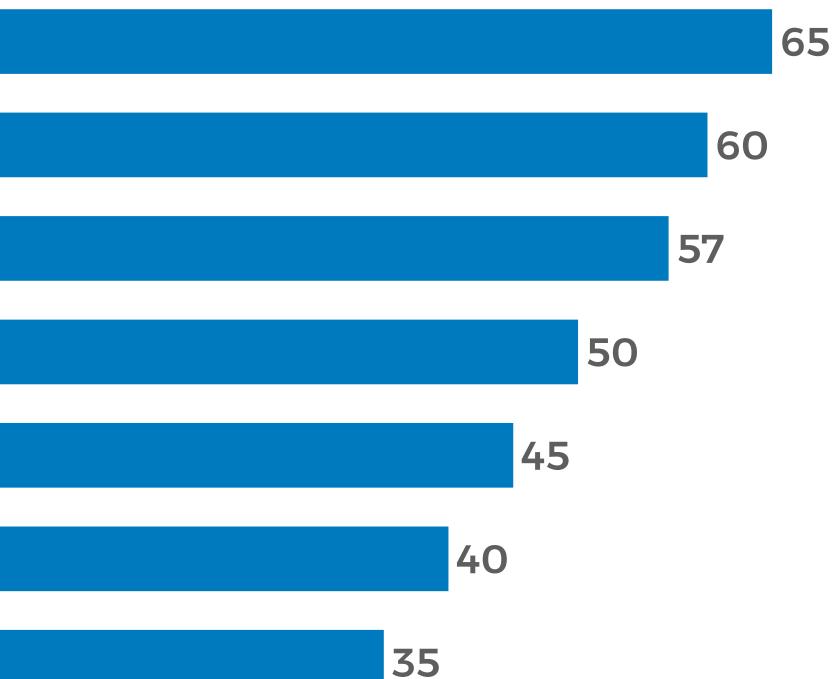
Advertisements reminded you to listen





What Make Podcast Listeners Listen More?

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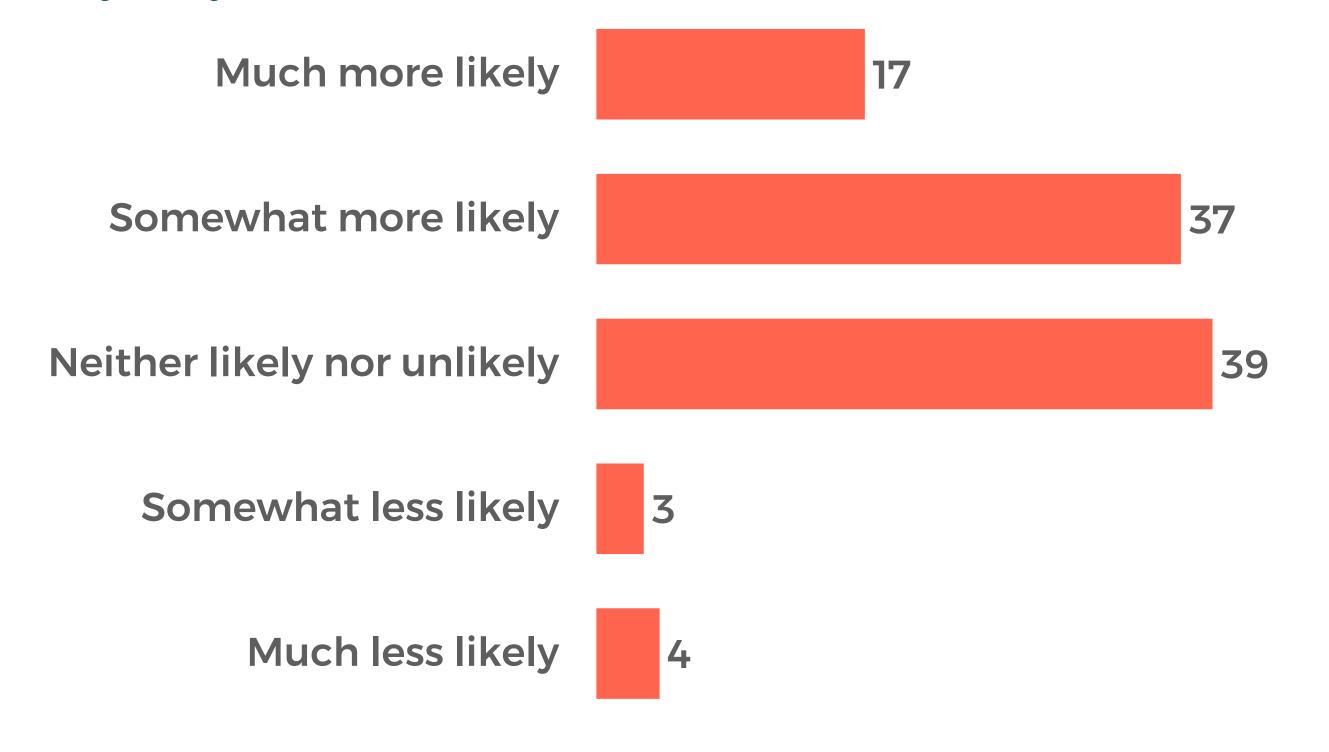


Likelihood to Consider Brands Advertised on Podcasts

U.S. ONLINE MONTHLY PODCAST CONSUMERS 12+

% GIVING RESPONSE

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







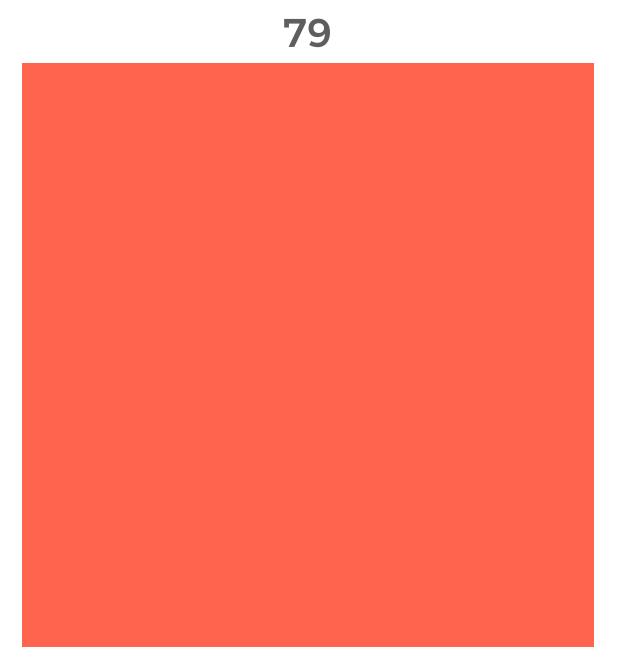
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Smart Speaker Awareness

U.S. POPULATION

% AWARE OF ANY SMART SPEAKER BRAND



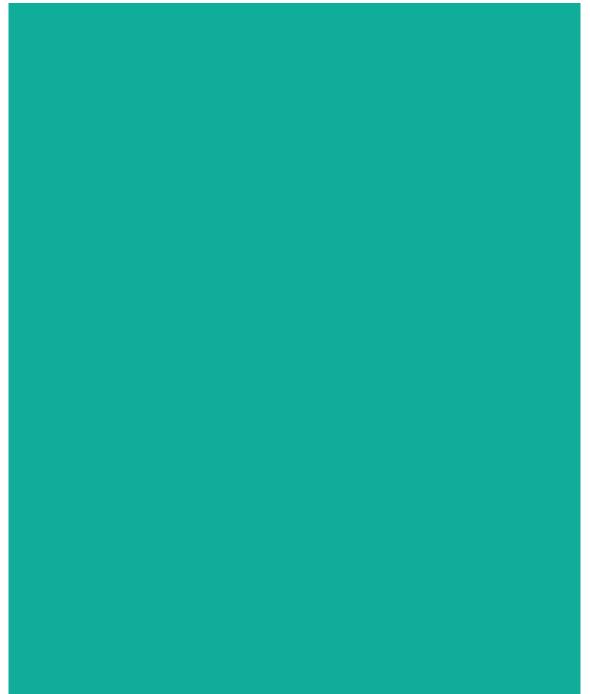
U.S. Population 12+





The Podcast Consumer





Monthly Podcast Consumers 12+



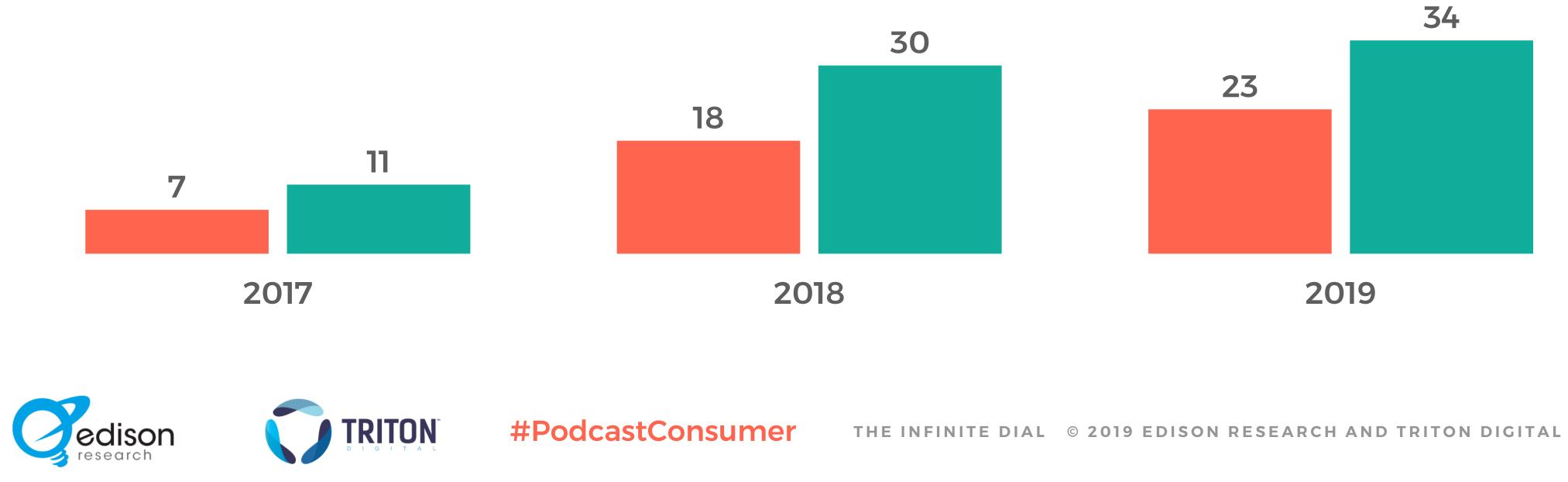


Smart Speaker Ownership

U.S. POPULATION

% OWN A SMART SPEAKER

U.S. Population 12+



The Podcast Consumer

Monthly Podcast Consumers 12+



Americans' Share of Time Spent Listening to Audio Sources





Edison Research Share of Ear[®]



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

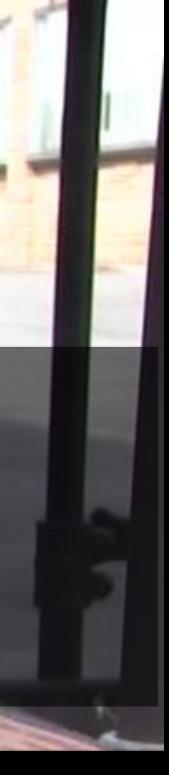
On average, Podcast Listeners spend

Edison Research Share of Ear ® 2019





per day listening to audio



Share of Ear®

Podcast Listeners' Share of Time Spent Listening to Audio Sources

Streaming Audio 15%

AM/FM Radio 24%

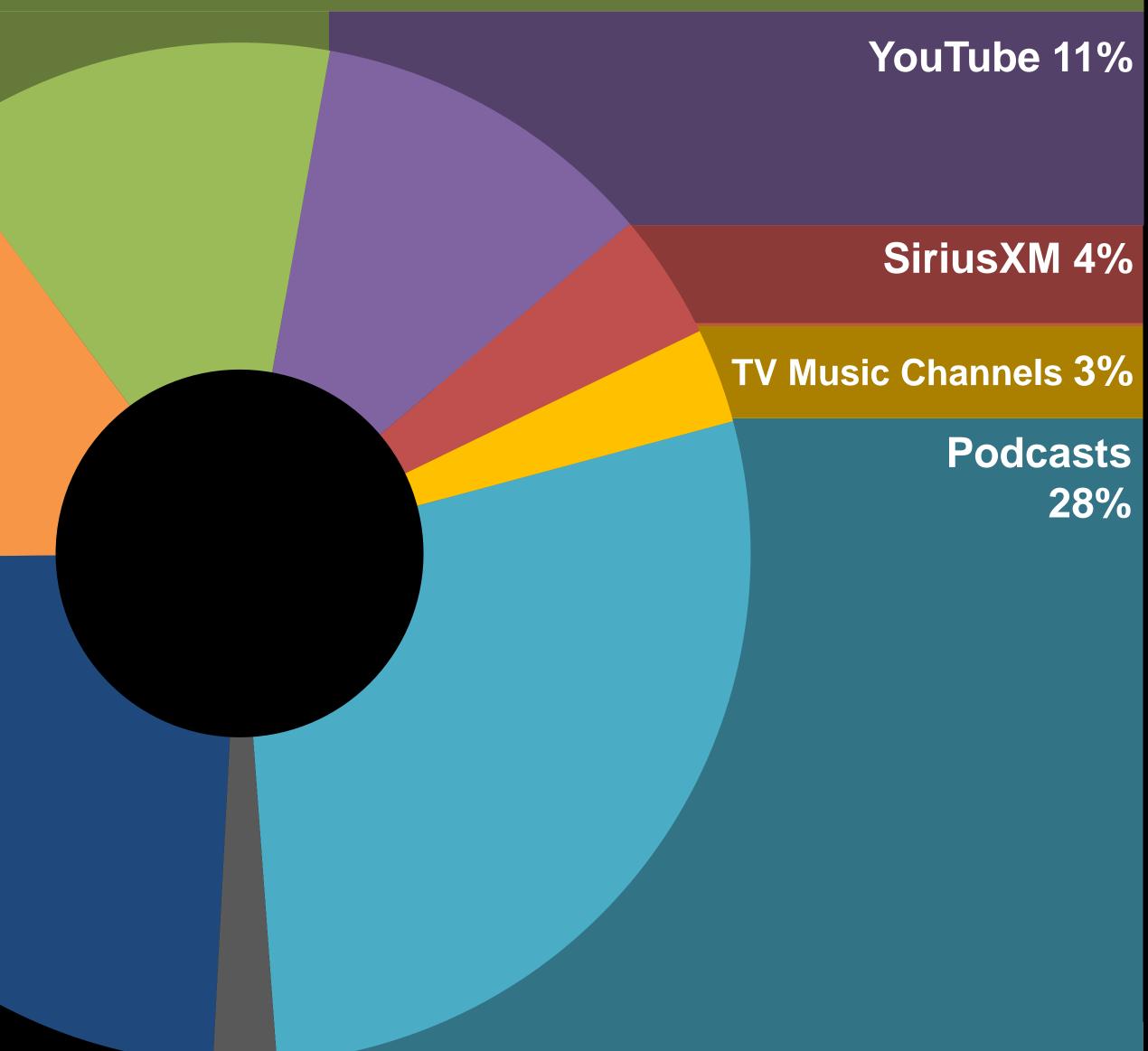
AM/FM Radio includes over the air and radio streams

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







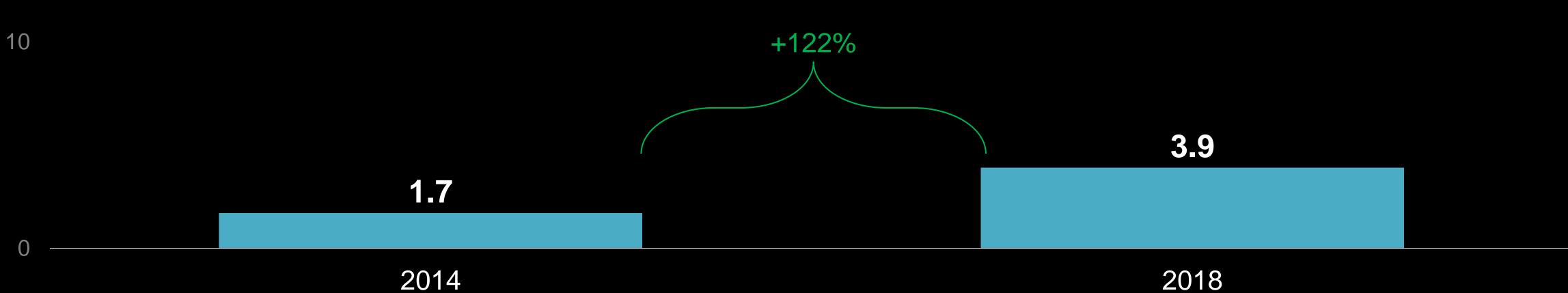




Share of Ear®

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

20





Share of Ear® **Podcast Listeners' Share of**

Time Spent Listening to Audio Sources on a Smartphone

> **Owned Music** 19%

Streaming Audio 18%

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







AM/FM Radio 6%





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A report from





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