4,000+ respondents
National sample age 13+
Online and offline
  Tracked since 2014
Offered in English and Spanish
Updated through Q1 2020 (Fielded before COVID-19 disruption)
The Latino Podcast Listener Report

• 2,500 online interviews
• National survey of Hispanic/Latino adults age 18+
• Interviews conducted May 5th - May 27th, 2020
• Data weighted to match age/sex/country origin of U.S. Hispanic/Latino population and Infinite Dial 2020 podcast listening statistics
• Survey offered in both English and Spanish
  • 21% of survey respondents took the survey in Spanish
On average, the U.S. total population spends 3 hr 50 min per day listening to audio.

On average, U.S. Latinos spend 4 hr 34 min per day listening to audio.

Source: Edison Research Share of Ear © 2020
Share of Time Spent Listening by Content Type

U.S. Total Population 13+
- Music: 77%
- Spoken Word Audio: 23%

U.S. Latinos 13+
- Music: 81%
- Spoken Word Audio: 19%

Source: Edison Research Share of Ear © 2020
Share of Time Spent Listening to Spoken Word Audio: Podcasts

U.S. Total Population 13+

18% Podcasts

U.S. Latinos 13+

22% Podcasts

Source: Edison Research Share of Ear © 2020
Demographics: Age

U.S. Total Population 18+
- 18-34: 31%
- 35-54: 33%
- 55+: 36%

U.S. Online Latinos 18+
- 18-34: 40%
- 35-54: 38%
- 55+: 22%

Source: U.S. Census
Born outside of the U.S. includes Latinos born in Puerto Rico

Born in the U.S.: 65%

Born outside of the U.S.: 35%
U.S. Latinos: English vs. Spanish usage

- Only Spanish at home: 16%
- Mostly Spanish but some English: 18%
- Spanish and English equally: 25%
- Mostly English but some Spanish: 16%
- Only English at home: 25%
U.S. Latinos: English vs. Spanish usage

- Spanish-language dominant: 34%
- Not Spanish-language dominant: 66%
Podcast Listening
Familiar with term “Podcasting”
% ever heard of “podcasting”

<table>
<thead>
<tr>
<th>U.S. Total Population 18+</th>
<th>75</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Latinos 18+</td>
<td>61</td>
</tr>
</tbody>
</table>
Familiar with term “Podcasting”
% ever heard of “podcasting”

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Total Population 18+</td>
<td>75</td>
</tr>
<tr>
<td>U.S. Latinos 18+</td>
<td>61</td>
</tr>
<tr>
<td>U.S. Latinos 18+ Not Spanish-language dominant</td>
<td>68</td>
</tr>
<tr>
<td>U.S. Latinos 18+ Spanish-language dominant</td>
<td>46</td>
</tr>
</tbody>
</table>
Familiar with term “Podcasting”

% ever heard of “podcasting”

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Total Population 18+</td>
<td>75</td>
</tr>
<tr>
<td>U.S. Latinos 18+</td>
<td>61</td>
</tr>
</tbody>
</table>

U.S. Latinos 18+

<table>
<thead>
<tr>
<th></th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Spanish-language dominant</td>
<td>68</td>
</tr>
<tr>
<td>Spanish-language dominant</td>
<td>46</td>
</tr>
<tr>
<td>Born in U.S.</td>
<td>71</td>
</tr>
<tr>
<td>Born outside U.S.</td>
<td>43</td>
</tr>
</tbody>
</table>
Podcast Listening
% ever listened to a podcast

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Total Population 18+</td>
<td>52</td>
</tr>
<tr>
<td>U.S. Latinos 18+</td>
<td>45</td>
</tr>
</tbody>
</table>
Podcast Listening
% ever listened to a podcast

U.S. Total Population 18+
- 52%

U.S. Latinos 18+
- 45%

U.S. Latinos 18+
- Not Spanish-language dominant: 44%
- Spanish-language dominant: 45%
Podcast Listening

% ever listened to a podcast

U.S. Total Population 18+

U.S. Latinos 18+

U.S. Latinos 18+

Not Spanish-language dominant

Spanish-language dominant

Born in U.S.

Born outside U.S.

52

45

44

45

46

42
36% of U.S Latinos have ever listened to a podcast that was mostly in English

24% of U.S Latinos have ever listened to a podcast that was mostly in Spanish
Listened to a podcast in the last **month**:%

- U.S. Total Population 18+: 37%
- U.S. Latinos 18+: 25%
Listened to a podcast in the last **month**: % saying yes

- **U.S. Total Population 18+**
  - 37%
- **U.S. Latinos 18+**
  - 25%

**U.S. Latinos 18+**

- Not Spanish-language dominant: 25%
- Spanish-language dominant: 26%
Listened to a podcast in the last month:

% saying yes

- U.S. Total Population 18+: 37%
- U.S. Latinos 18+: 25%

U.S. Latinos 18+

- Not Spanish-language dominant: 25%
- Spanish-language dominant: 26%
- Born in U.S.: 27%
- Born outside U.S.: 23%
Listened to a podcast in the last **week**: % saying yes

<table>
<thead>
<tr>
<th></th>
<th>23</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Total Population 18+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S. Latinos 18+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Listened to a podcast in the last week:
% saying yes

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Total Population 18+</td>
<td>23</td>
</tr>
<tr>
<td>U.S. Latinos 18+</td>
<td>20</td>
</tr>
<tr>
<td>U.S. Latinos 18+ Not Spanish-language dominant</td>
<td>20</td>
</tr>
<tr>
<td>U.S. Latinos 18+ Spanish-language dominant</td>
<td>20</td>
</tr>
</tbody>
</table>
Listened to a podcast in the last week:
% saying yes

- U.S. Total Population 18+: 23%
- U.S. Latinos 18+: 20%

For U.S. Latinos 18+:
- Not Spanish-language dominant: 20%
- Spanish-language dominant: 20%
- Born in U.S.: 22%
- Born outside U.S.: 18%
Podcasting Awareness & Listening Summary:

% familiar with podcasting

- Aware of term "podcasting", but do not listen
- Ever listened to podcasts
- Listened to a podcast in the last month
- Listened to a podcast in the last week

**U.S. Total Population 18+**
- 23% aware, 15% ever listened
- 14% listened last month, 14% listened last week

**U.S. Latinos 18+**
- 16% aware, 20% ever listened
- 5% listened last month, 5% listened last week

**Not Spanish-language dominant**
- 24% aware, 19% ever listened
- 5% listened last month, 5% listened last week

**Spanish-language dominant**
- 20% aware, 19% ever listened
- 6% listened last month, 6% listened last week

Source: The Infinite Dial 2020
U.S. Latino Podcast Non-Listeners
35% Podcasts are too long

Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

Base: Aware of term podcasting but have never listened
Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

35% Podcasts are too long

29% You have to pay to subscribe to podcasts

Base: Aware of term podcasting but have never listened
Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

- **35%** Podcasts are too long
- **29%** You have to pay to subscribe to podcasts
- **28%** You are not sure how to listen to a podcast

Base: Aware of term podcasting but have never listened
Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

There aren’t any podcasts that cover the topics you are interested in

28%

Base: Aware of term podcasting but have never listened
U.S. Latino Monthly Podcast Listeners
(25% of U.S. Latinos)
Composition of U.S Latino monthly podcast listeners

Gender and Age

- Men: 55%
- Women: 45%

Age Distribution:
- 18-34: 50%
- 35-54: 39%
- 55+: 11%
Composition of U.S. Latino monthly podcast listeners

Employment

- Employed full-time: 39 (U.S. Latinos 18+) 52 (U.S. Latino Monthly Podcast Listeners 18+)
- Employed part-time: 12 (U.S. Latinos 18+) 13 (U.S. Latino Monthly Podcast Listeners 18+)
- Temporarily unemployed: 16 (U.S. Latinos 18+) 13 (U.S. Latino Monthly Podcast Listeners 18+)
- Student: 7 (U.S. Latinos 18+) 9 (U.S. Latino Monthly Podcast Listeners 18+)
- Homemaker: 9 (U.S. Latinos 18+) 6 (U.S. Latino Monthly Podcast Listeners 18+)
- Retired: 13 (U.S. Latinos 18+) 4 (U.S. Latino Monthly Podcast Listeners 18+)
Composition of U.S. Latino monthly podcast listeners

Annual household income above $50,000

- **$100K+**
  - U.S. Latinos 18+: 42
  - U.S. Latinos Monthly Podcast Listeners 18+: 18

- **$75K-$100K**
  - U.S. Latinos 18+: 14
  - U.S. Latinos Monthly Podcast Listeners 18+: 15

- **$50K-$75K**
  - U.S. Latinos 18+: 12
  - U.S. Latinos Monthly Podcast Listeners 18+: 19
Composition of U.S. Latino monthly podcast listeners
Foreign born vs. U.S. born

- U.S. Latinos 18+
- U.S. Latino Monthly Podcast Listeners 18+

U.S. Born 1st gen: at least one immigrant parent
U.S. Born 2nd gen: at least one immigrant grandparent
U.S. Born 3rd gen+: All parents and grandparents born in the U.S.

- Born Outside of U.S.: 35 U.S. Latinos 18+, 31 U.S. Latino Monthly Podcast Listeners 18+
- U.S. Born 1st Gen: 36 U.S. Latinos 18+, 47 U.S. Latino Monthly Podcast Listeners 18+
- U.S. Born 2nd Gen: 13 U.S. Latinos 18+, 11 U.S. Latino Monthly Podcast Listeners 18+
- U.S. Born 3rd Gen+: 16 U.S. Latinos 18+, 11 U.S. Latino Monthly Podcast Listeners 18+
Composition of U.S. Latino monthly podcast listeners

Do you consider yourself...

- **Mestizo**
- **Afro-Latino**
- **Indigenous**
- Not identifying with any of these

---

**Multiple responses accepted**

- U.S. Latinos 18+
- U.S. Latino Monthly Podcast Listeners 18+

Mestizo: Of mixed race
Afro-Latino: of African descent
Indigenous: Native American origin such as Nahua, Maya, Taino, Aymara, Quechua or another indigenous background
Composition of U.S. Latino monthly podcast listeners

Country from where most of family originates

- **U.S. Latinos 18+**
- **U.S. Latino Monthly Podcast Listeners 18+**

<table>
<thead>
<tr>
<th>Country</th>
<th>U.S. Latinos 18+</th>
<th>U.S. Latino Monthly Podcast Listeners 18+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>50</td>
<td>53</td>
</tr>
<tr>
<td>South America</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Central America</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Caribbean (excluding Puerto Rico)</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>European</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>
How long have U.S. Latino monthly podcast listeners been listening to podcasts?

<table>
<thead>
<tr>
<th>Duration</th>
<th>U.S. Latino Monthly Podcast Listeners</th>
<th>Not Spanish-Language Dominant</th>
<th>Spanish-Language Dominant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five years or more</td>
<td>10</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Three to five years</td>
<td>12</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>One to three years</td>
<td>23</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>Six months to one year</td>
<td>23</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>Less than six months</td>
<td>32</td>
<td>26</td>
<td>44</td>
</tr>
</tbody>
</table>

Base: U.S. Latino Monthly Podcast Listeners
U.S. Latino monthly podcast listeners are listening to podcasts...

Compared to one year ago

- More: 80%
- Same amount: 14%
- Less: 6%

Base: U.S. Latino Monthly Podcast Listeners
U.S. Latino monthly podcast listeners are listening to podcasts...

Compared to one year ago:
- More: 80%
- Same amount: 14%
- Less: 6%

Since the outbreak of COVID-19:
- More: 52%
- Same amount: 33%
- Less: 11%
- Started during COVID-19 outbreak: 4%

Base: U.S. Latino Monthly Podcast Listeners
Sources U.S. Latino monthly podcast listeners use to discover podcasts
% ever using source to discover podcasts

- Social media posts: 67%
- Recommendations from friends/family: 63%
- Searching the internet: 62%
- Recommendations from other audio program hosts: 43%
- Advertisements on other audio programs: 38%
- Recommendations/ads on AM/FM radio stations: 36%
- Recommendations found in publications: 33%
- The iTunes music store or GooglePlay: 32%
- Recommendations by apps with personalization: 25%

Base: U.S. Latino Monthly Podcast Listeners
Source U.S. Latino monthly podcast listeners use most often to discover podcasts

- Recommendations from friends/family: 22%
- Searching the internet: 17%
- Recommendations from other audio program hosts: 7%
- Recommendations or ads from AM/FM: 7%
- iTunes music store/Google Play: 5%
- Social media posts: 26%
- Other: 16%

Base: U.S. Latino Monthly Podcast Listeners
65% of U.S. Latino monthly podcast listeners use a mobile device most often to listen to podcasts.
Services U.S. Latino monthly podcast listeners use to listen to podcasts
% ever listening to podcasts on service

- YouTube: 73%
- Spotify: 53%
- Apple “Podcasts” app: 36%
- Podcast’s own website: 35%
- Podcast’s own mobile app: 33%
- Pandora: 32%
- iTunes on a computer: 31%
- Google Play: 30%
- SoundCloud: 26%
- NPR One: 16%
- TuneIn: 14%
- Audioboom: 11%
- PocketCasts: 11%
- Stitcher: 11%
- Castbox: 10%

Base: U.S. Latino Monthly Podcast Listeners
Locations where U.S. Latino monthly podcast listeners listen to podcasts

% ever listening to podcasts in location

- At home: 90
- In a car/truck: 59
- While walking around/on foot: 54
- While riding public transportation: 38
- At work: 37
- At a gym/while working out: 37

Base: U.S. Latino Monthly Podcast Listeners
Location where U.S. Latino monthly podcast listeners listen to podcasts most often

- At home: 71%
- In car/truck: 11%
- At work: 8%
- Someplace else: 10%

Base: U.S. Latino Monthly Podcast Listeners
Podcast topics U.S. Latino monthly podcast listeners ever listen to
% ever listen to topic on a podcast

- Music: 33%
- Comedy: 33%
- TV & Movies: 27%
- Society and Culture: 24%
- Sports: 24%
- Health and Fitness: 23%
- Technology: 21%
- U.S. national news: 20%
- Pop Culture: 20%
- Politics: 19%
- History: 19%
- True Crime: 18%
- Personal development: 18%
- Games/Hobbies: 17%

Base: U.S. Latino Monthly Podcast Listeners
Podcast topics U.S. Latino monthly podcast listeners ever listen to

% ever listen to topic on a podcast

- Video Gaming/E-Sports: 16
- Education: 15
- Science: 15
- International news: 14
- Business/Economy/Entrepreneurship: 14
- News from Latin America: 13
- Fiction: 13
- Religion and Spirituality: 12
- Language: 10
- Kids & Family: 10
- Arts: 10
- Anime: 9
- Racial/Cultural Identity: 8

Base: U.S. Latino Monthly Podcast Listeners
Podcast topics U.S. Latino monthly podcast listeners ever listen to
% ever listen to topic on a podcast

- Video Gaming/E-Sports: 16%
- Education: 15%
- Science: 15%
- International news: 14%
- Business/Economy/Entrepreneurship: 14%
- News from Latin America: 13%
- Fiction: 13%
- Religion and Spirituality: 12%
- Language: 10%
- Kids & Family: 10%
- Arts: 10%
- Anime: 9%
- Racial/Cultural Identity: 8%

Base: U.S. Latino Monthly Podcast Listeners
Reasons why U.S. Latino monthly podcast listeners listen to podcasts
% saying “strongly agree” or “somewhat agree”

- To be entertained: 70%
- To learn new things: 70%
- To stay up-to-date with the latest topics: 61%
- To relax: 60%
- To feel inspired: 48%
- To escape: 48%
- Companionship: 38%

Base: U.S. Latino Monthly Podcast Listeners
### How important is it to U.S. Latino monthly podcast listeners that podcasts...?

% saying “very important” or “somewhat important”

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include stories about and perspectives from [country of origin]</td>
<td>47%</td>
</tr>
<tr>
<td>Include stories about and perspectives from Latinos</td>
<td>42%</td>
</tr>
<tr>
<td>Are hosted by Latinos</td>
<td>41%</td>
</tr>
<tr>
<td>Are produced by Latinos</td>
<td>40%</td>
</tr>
<tr>
<td>Are hosted by people of color</td>
<td>40%</td>
</tr>
<tr>
<td>Base: U.S. Born Latinos</td>
<td></td>
</tr>
<tr>
<td>Are in Spanish</td>
<td>38%</td>
</tr>
<tr>
<td>Are hosted by people your own age</td>
<td>35%</td>
</tr>
</tbody>
</table>

Base: U.S. Latino Monthly Podcast Listeners
How important is it to U.S. Latino monthly podcast listeners that podcasts...

% saying “very important” or “somewhat important”

- Include stories about and perspectives from [country of origin]:
  - Born Outside of the U.S. (62%)
  - Born in the U.S. (39%)

- Include stories about and perspectives from Latinos:
  - Born Outside of the U.S. (50%)
  - Born in the U.S. (40%)

- Are hosted by Latinos:
  - Born Outside of the U.S. (53%)
  - Born in the U.S. (35%)

- Are produced by Latinos:
  - Born Outside of the U.S. (47%)
  - Born in the U.S. (36%)

- Are hosted by people of color:
  - Born Outside of the U.S. (47%)
  - Born in the U.S. (36%)

Base: U.S. Latino Monthly Podcast Listeners
Spanish Podcast Listening
Have you ever listened to a podcast that was mostly in **English**?

% saying yes

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Latino Monthly Podcast Listeners</td>
<td>84</td>
</tr>
<tr>
<td>Born Outside of U.S.</td>
<td>77</td>
</tr>
<tr>
<td>U.S. Born 1st Gen</td>
<td>88</td>
</tr>
<tr>
<td>U.S. Born 2nd Gen</td>
<td>82</td>
</tr>
<tr>
<td>U.S. Born 3rd Gen +</td>
<td>86</td>
</tr>
</tbody>
</table>

Base: U.S. Latino Monthly Podcast Listeners
Have you ever listened to a podcast that was mostly in Spanish?

% saying yes

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Latino Monthly Podcast Listeners</td>
<td>63</td>
</tr>
<tr>
<td>Born Outside of U.S.</td>
<td>77</td>
</tr>
<tr>
<td>U.S. Born 1st Gen</td>
<td>63</td>
</tr>
<tr>
<td>U.S. Born 2nd Gen</td>
<td>48</td>
</tr>
<tr>
<td>U.S. Born 3rd Gen +</td>
<td>36</td>
</tr>
</tbody>
</table>

Base: U.S. Latino Monthly Podcast Listeners
How many of the podcasts that U.S. Latino monthly podcast listeners listen to are in Spanish?

- None: 37%
- None: 37%
- Some podcasts: 15%
- Half of podcasts: 14%
- All podcasts: 14%
- Most podcasts: 20%

Base: U.S. Latino Monthly Podcast Listeners
Of U.S. Latino monthly podcast listeners who have ever listened to a podcast in Spanish, 97% have listened to a podcast in an accent different than their own.
How do U.S. Latino monthly podcast listeners feel when listening to a Spanish-language podcast with an accent different from their own?

- It's more interesting: 42%
- It doesn't really matter: 42%
- It bothers them: 16%

Base: U.S. Latino Monthly Podcast Listeners who ever listened to a podcast in Spanish where the accent was different than their own
When did U.S. Latino monthly podcast listeners last listen to a podcast that was mostly in...?

<table>
<thead>
<tr>
<th>Language</th>
<th>Within the last week</th>
<th>Within the last month</th>
<th>More than a month ago</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>52</td>
<td>21</td>
<td>11</td>
<td>16</td>
</tr>
<tr>
<td>Spanish</td>
<td>31</td>
<td>18</td>
<td>14</td>
<td>37</td>
</tr>
</tbody>
</table>

Base: U.S. Latino Monthly Podcast Listeners
73% of Latino monthly podcast listeners listened to English podcasts in the last month.

49% of Latino monthly podcast listeners listened to Spanish podcasts in the last month.
### Podcast topics monthly Spanish-language podcast listeners listen to on podcasts in Spanish

<table>
<thead>
<tr>
<th>Topic</th>
<th>% Ever Listen to Topic on a Spanish-language Podcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>26</td>
</tr>
<tr>
<td>Comedy</td>
<td>25</td>
</tr>
<tr>
<td>International News</td>
<td>21</td>
</tr>
<tr>
<td>News from Latin America</td>
<td>20</td>
</tr>
<tr>
<td>TV &amp; Movies</td>
<td>19</td>
</tr>
<tr>
<td>U.S. National News</td>
<td>17</td>
</tr>
<tr>
<td>Sports</td>
<td>17</td>
</tr>
<tr>
<td>Politics</td>
<td>16</td>
</tr>
<tr>
<td>Health and Fitness</td>
<td>15</td>
</tr>
<tr>
<td>Pop Culture</td>
<td>15</td>
</tr>
<tr>
<td>Society and Culture</td>
<td>14</td>
</tr>
<tr>
<td>Language</td>
<td>14</td>
</tr>
<tr>
<td>Science</td>
<td>13</td>
</tr>
<tr>
<td>Technology</td>
<td>13</td>
</tr>
</tbody>
</table>

Base: Listened to a Spanish-language podcast in last month
Podcast topics monthly Spanish-language podcast listeners listen to on podcasts in Spanish

% ever listen to topic on a Spanish-language podcast

- Music: 26%
- Comedy: 25%
- International News: 21%
- News from Latin America: 20%
- TV & Movies: 19%
- U.S. National News: 17%
- Sports: 17%
- Politics: 16%
- Health and Fitness: 15%
- Pop Culture: 15%
- Society and Culture: 14%
- Language: 14%
- Science: 13%
- Technology: 13%

Base: Listened to a Spanish-language podcast in last month
### Service U.S. Latino monthly podcast listeners use most often to listen to podcasts

<table>
<thead>
<tr>
<th>Platform</th>
<th>All podcasts</th>
<th>Podcasts in Spanish</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>28</td>
<td>33</td>
</tr>
<tr>
<td>Spotify</td>
<td>21</td>
<td>17</td>
</tr>
<tr>
<td>Apple “Podcasts” app</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>iTunes on a computer</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Podcast’s own website</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
<td>35</td>
</tr>
</tbody>
</table>

Base: U.S. Latino Monthly Podcast Listener
### Reasons why U.S. Latino monthly podcast listeners listen to podcasts in Spanish

<table>
<thead>
<tr>
<th>Reason</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>You feel more connected to hosts who speak Spanish in their podcasts</td>
<td>33</td>
<td>24</td>
<td>27</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Spanish is your dominant language</td>
<td>35</td>
<td>21</td>
<td>24</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>It provides content you can’t find in English-language podcasts</td>
<td>30</td>
<td>26</td>
<td>25</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>They include stores about and perspectives from Latinos</td>
<td>31</td>
<td>25</td>
<td>27</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>You want to preserve or improve your Spanish language skills</td>
<td>32</td>
<td>19</td>
<td>28</td>
<td>9</td>
<td>12</td>
</tr>
</tbody>
</table>

Base: U.S. Latino Monthly Podcast Listener and ever listened to a Spanish-language podcast
• Latinos have been and will continue to be essential for the sustained growth of podcast listening
Takeaways

• Latinos have been and will continue to be essential for the sustained growth of podcast listening

• The diverse Latino demographic values content that includes stories and perspectives about Latinos