









The Black Podcast Listener Report 2021

- 2,500+ online interviews of Black/African-American adults age 18+ in the U.S.
- Conducted in August 2021
- Data weighted to match age/sex/census region of U.S. Black population and Infinite Dial 2021 podcast listening statistics









Podcast Market Statistics









2020 2021

Source: The Infinite Dial 2021



U.S. Total Population 18+

U.S. Black Population 18+









Listened to a podcast in the last <u>month</u>:

% saying yes

2020 2021

Source: The Infinite Dial 2021







Listened to a podcast in the last <u>week</u>:

% saying yes

2020 2021

Source: The Infinite Dial 2021











Black Monthly Podcast Listeners (36% of Black Americans)









Composition of Black Monthly Podcast Listeners Gender and Age







Composition of Black Monthly Podcast Listeners Employment

U.S. Black Population Black Monthly Podcast Listeners











Composition of Black Monthly Podcast Listeners Education

U.S. Black Population Black Monthly Podcast Listeners











Composition of Black Monthly Podcast Listeners

Self-employed







Podcast Listening









How long have Black monthly podcast listeners been listening to podcasts?











How long have Black monthly podcast listeners been listening to podcasts?









How Black monthly podcast listeners <u>first</u> discovered podcasts

% saying source











What attracted Black monthly podcast listeners to the first podcast they listened to

% saying element











Compared to a year ago, Black monthly podcast listeners are listening to podcasts...











Total time Black <u>weekly</u> podcasts listeners spent listening to podcasts in the last week











of Black monthly podcast listeners use a **mobile device** most often to listen to podcasts







65%





Locations where Black monthly podcast listeners listen to podcasts % ever listening to podcasts in location

At home 92 In a car/truck 68 While walking around/on foot 61 While riding public transportation 46 At work 45 At a gym/while working out 42







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Location where Black monthly podcast listeners listen to podcasts most often











Among listeners who listen at home, how many listen at home while spending time with family and friends?

Black <u>weekly</u> podcast listeners:



Source: Black Podcast Listener Report 2021

U.S. <u>total</u> weekly podcast listeners:

23%

Source: Podcast Consumer Tracking Report 2021 Q2









Do you ever listen to podcasts that have...?

% ever listening to podcast type











8396 of Black monthly podcast listeners ever listen to podcasts with a video component









Reasons why Black monthly podcast listeners listen to podcasts that have video % saying reason

It's easier to listen to or watch with other people

It's easier to pay attention

You can read comments posted by other listeners on the services you use to listen to podcasts with video

A podcast you listen to is only available with video

A service you use to listen to podcasts only has podcasts with video



Base: Black Monthly Podcast Listeners who listen to podcasts with video









Reasons why Black monthly podcast listeners listen to podcasts that have video % saying reason

You use YouTube to listen to or watch other types of content, so you also use it to listen to podcasts

It's easier to listen to or watch podcasts on YouTube than on other platforms

The podcasts you listen to post short clips on the services you use to listen to podcasts with video

You want to make the most of your YouTube Premium account



Base: Black Monthly Podcast Listeners who listen to podcasts with video and ever listen to podcasts on YouTube









Reasons why Black monthly podcast listeners listen to podcasts

% saying "strongly agree" or "somewhat agree"



Base: Black Monthly Podcast Listeners









Reasons why Black monthly podcast listeners listen to podcasts % saying "strongly agree" or "somewhat agree"











Podcast topics Black <u>weekly</u> podcast listeners ever listen to

48

% ever listen to topic on a podcast



Page 1 of 2









Podcast topics Black <u>weekly</u> podcast listeners ever listen to

% ever listen to topic on a podcast



Page 2 of 2









Podcast topics Black <u>weekly</u> podcast listeners ever listen to

% ever listen to topic on a podcast











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Black <u>weekly</u> podcast listeners:		U.S. <u>total</u> weekly podcast listeners:
48%	% who listen to Comedy podcasts	36%
43%	% who listen to Music podcasts	24%
20%	% who listen to History podcasts	25%
Source: Black Podcast Listener Report 2021		Source: Podcast Consumer Tracking Report 2021 Q2









Podcast topics Black <u>weekly</u> podcast listeners would be interested in if they primarily included Black stories and perspectives vs topics ever listen to on podcasts







B L A C K PODCAST LISTENER REPORT 2021

How important is it to Black monthly podcast listeners that podcasts...?

% saying "very important" or "somewhat important"











59%

of Black monthly podcast listeners agree that they would listen to more podcasts if there were more podcasts with Black hosts








When did you most recently listen to a podcast with Black hosts...?









B L A C K PODCAST LISTENER REPORT 2021

Perceptions that Black monthly podcast listeners have of podcasts % saying "strongly agree" or "somewhat agree"

58

53

You wish there was more content around niche interests by and for Black voices You like listening to podcasts centered on people of color as it provides more unfiltered conversations that social media doesn't allow You prefer to listen to podcasts with Black 49 hosts or hosts who are people of color You find it difficult to discover content about topics that are interesting to 37 you from Black voices because podcast platforms make it difficult









Monetization









If you heard an advertisement for a brand on a podcast with Black hosts, how likely would you be to...?











In which of the following ways have you supported creators or hosts of the podcasts you listen to? % saying method



MINDSHARE





Page 1 of 2

B L A C K PODCAST LISTENER REPORT 2021

In which of the following ways have you supported creators or hosts of the podcasts you listen to? % saying method











Compared to other places, does hearing an advertisement on a podcast make you feel...?



Base: Black Monthly Podcast Listeners



SXM

MEDIA





Compared to <u>social media</u>, does hearing an advertisement on a podcast make you feel...?



Base: Black Monthly Podcast Listeners



SXM

MEDIA





Compared to <u>ads</u> on content from non-Black creators, would hearing an <u>ad</u> from a brand on content from Black creators make you more or less likely to...

(U.S. Black Population)



Base: U.S. Black Population









Compared to <u>ads</u> on content from non-Black creators, would hearing an <u>ad</u> from a brand on content from Black creators make you more or less likely to...

(Black Monthly Podcast Listeners)



Base: Black Monthly Podcast Listeners





MINDSHARE



Podcasting is increasingly diverse

Podcasts gives brands access to a highly valuable audience

Black voices matter

Black podcast advertisements work













