

B L A C K
PODCAST
LISTENER REPORT 2021



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

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Podcast Market Statistics



Familiar with term “Podcasting”

% ever heard of podcasting

■ 2020 ■ 2021

Source: The Infinite Dial 2021



Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021

Source: The Infinite Dial 2021



Listened to a podcast in the last week:

% saying yes

■ 2020 ■ 2021

Source: The Infinite Dial 2021

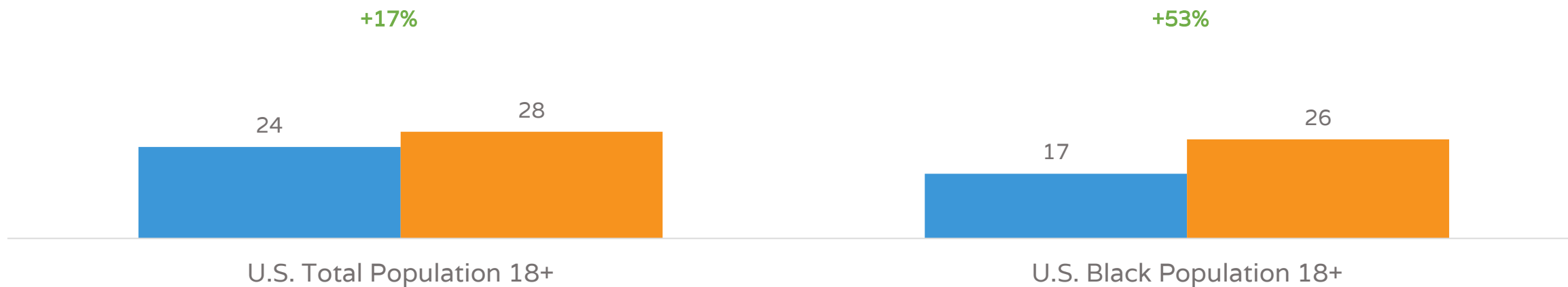


Listened to a podcast in the last week:

% saying yes

■ 2020 ■ 2021

Source: The Infinite Dial 2021



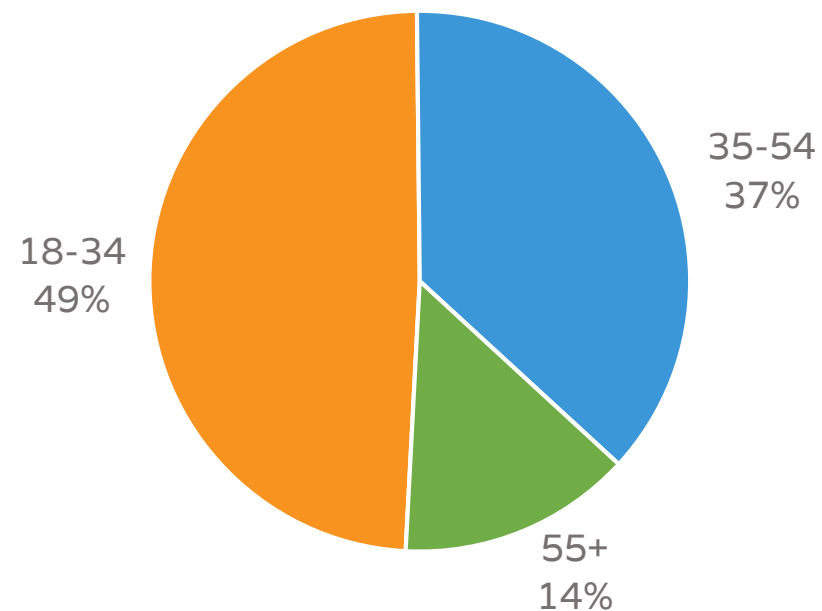
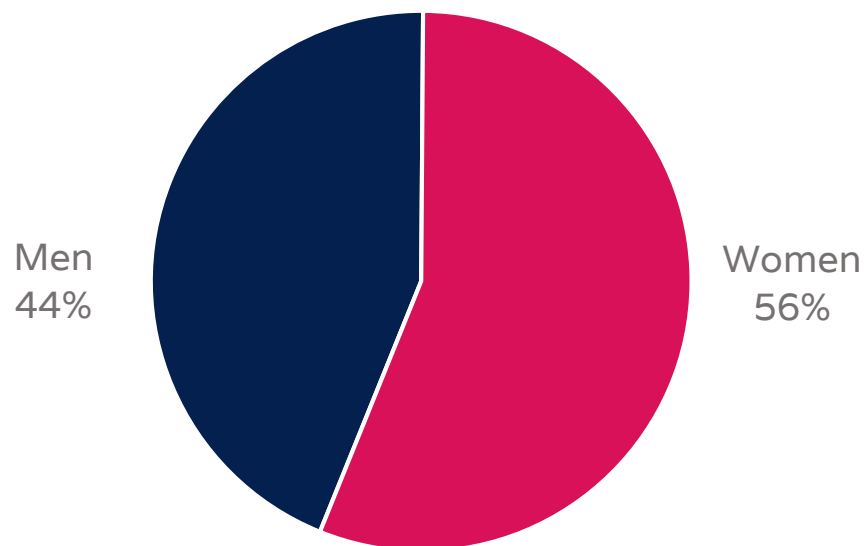


Black Monthly Podcast Listeners (36% of Black Americans)



Composition of Black Monthly Podcast Listeners

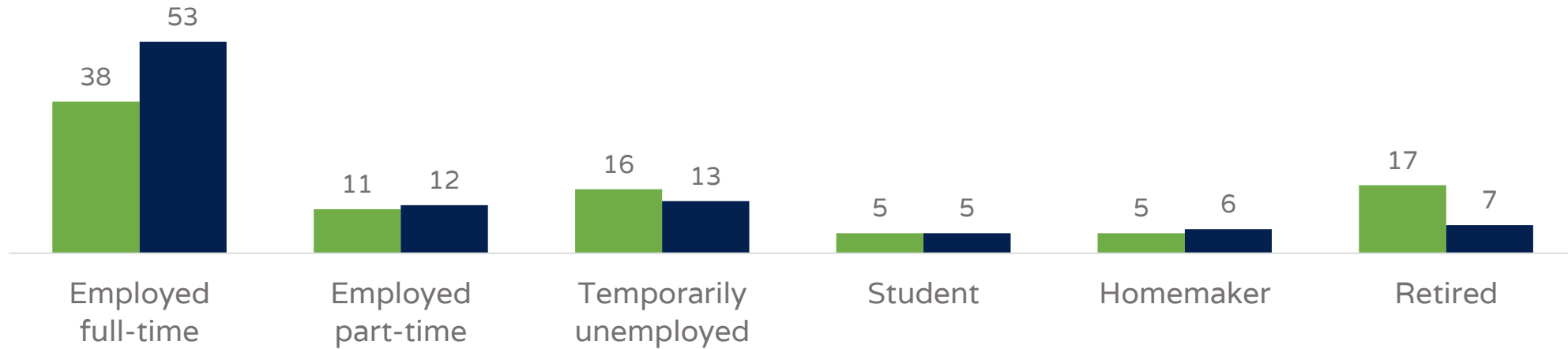
Gender and Age



Composition of Black Monthly Podcast Listeners

Employment

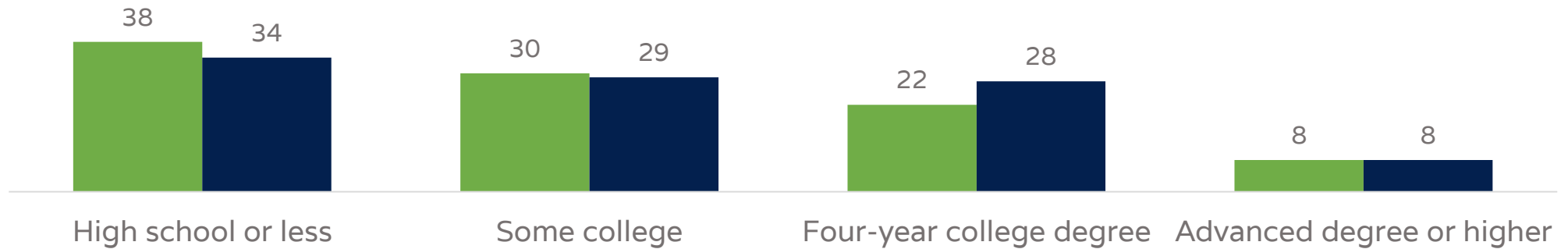
■ U.S. Black Population ■ Black Monthly Podcast Listeners



Composition of Black Monthly Podcast Listeners

Education

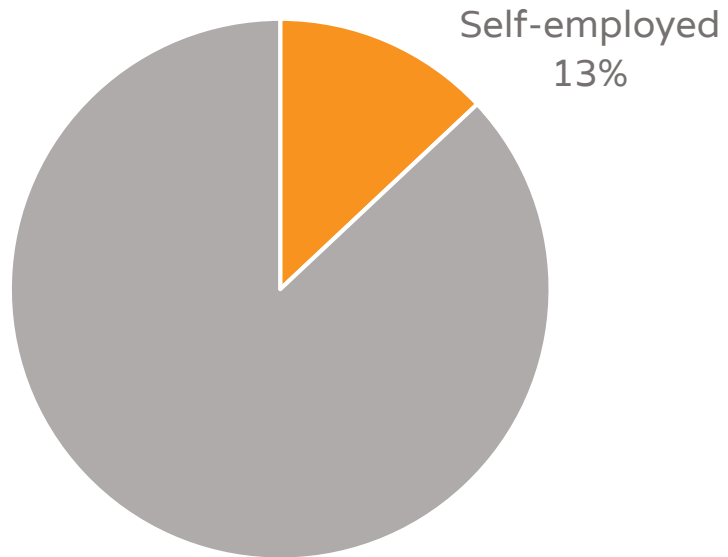
■ U.S. Black Population ■ Black Monthly Podcast Listeners



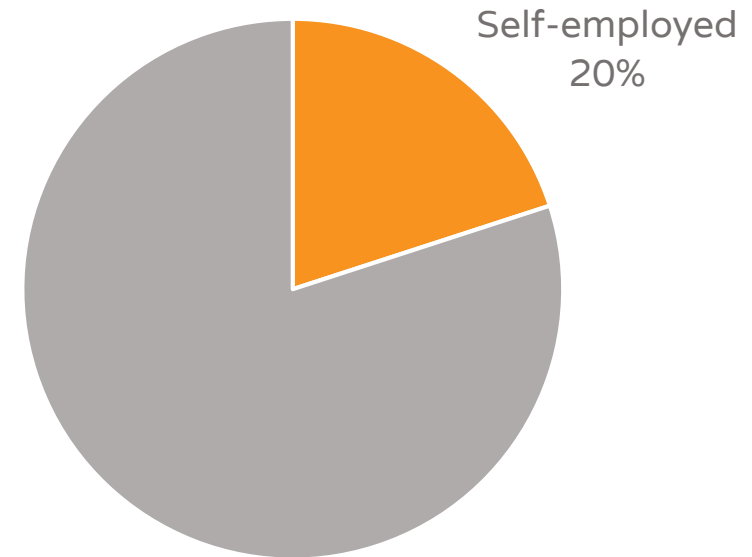
Composition of Black Monthly Podcast Listeners

Self-employed

U.S. Black Population



Black Monthly Podcast Listeners



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Podcast Listening

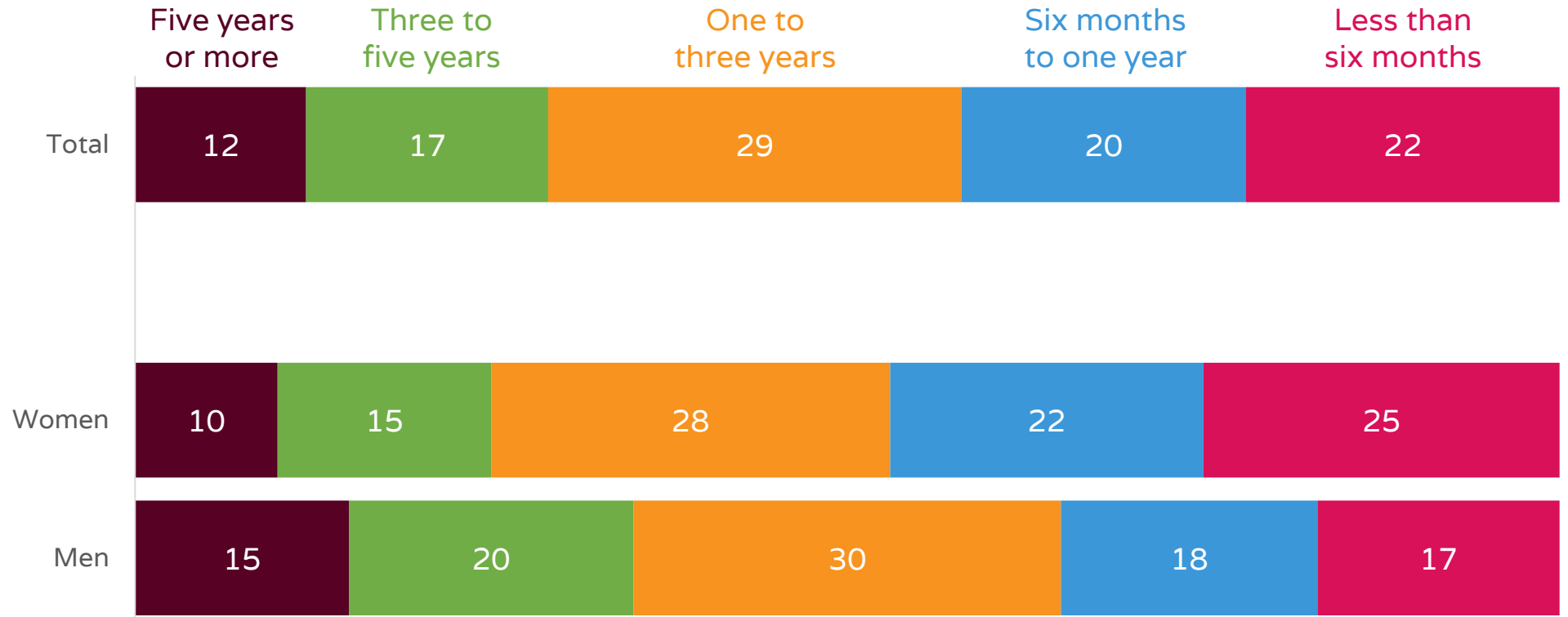


How long have Black monthly podcast listeners been listening to podcasts?



Base: Black Monthly Podcast Listeners

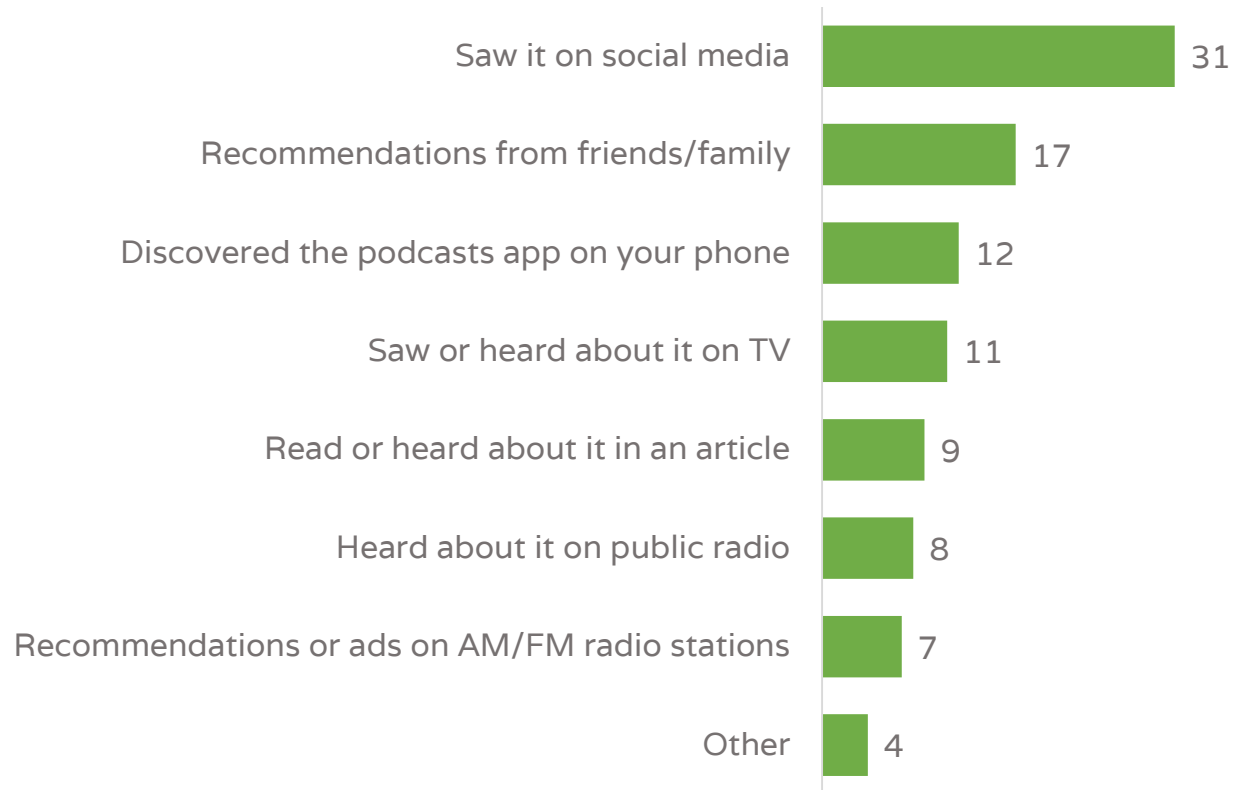
How long have Black monthly podcast listeners been listening to podcasts?



Base: Black Monthly Podcast Listeners

How Black monthly podcast listeners first discovered podcasts

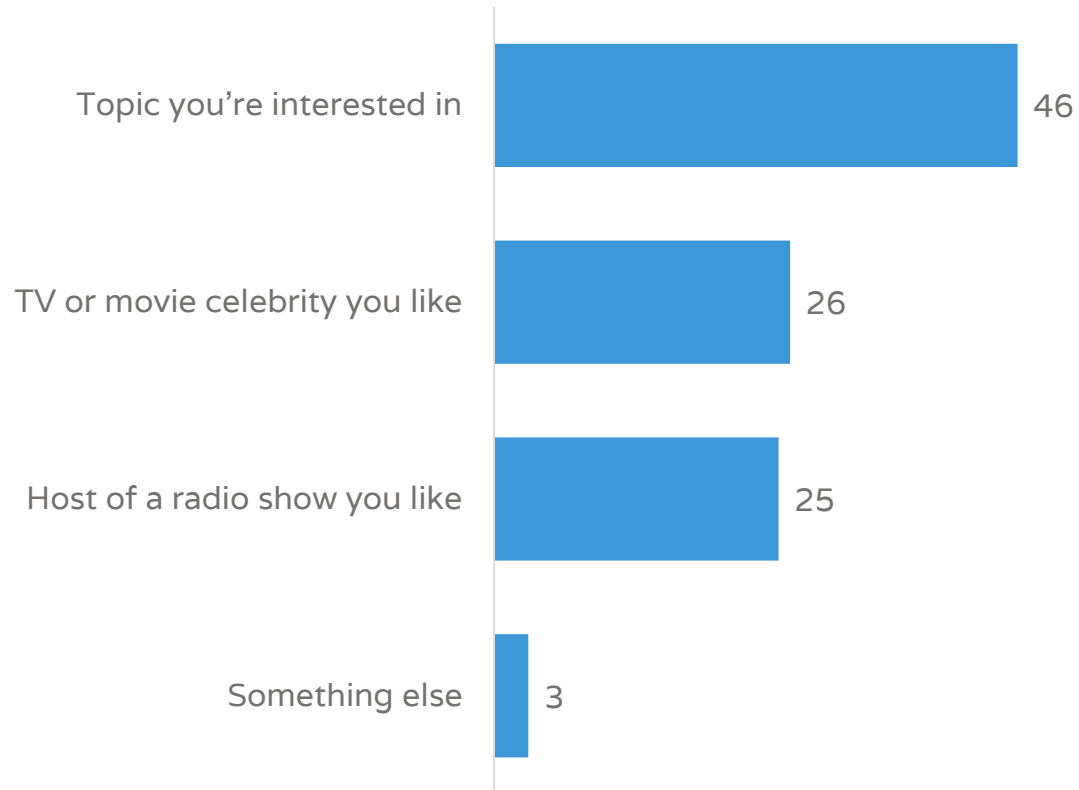
% saying source



Base: Black Monthly Podcast Listeners

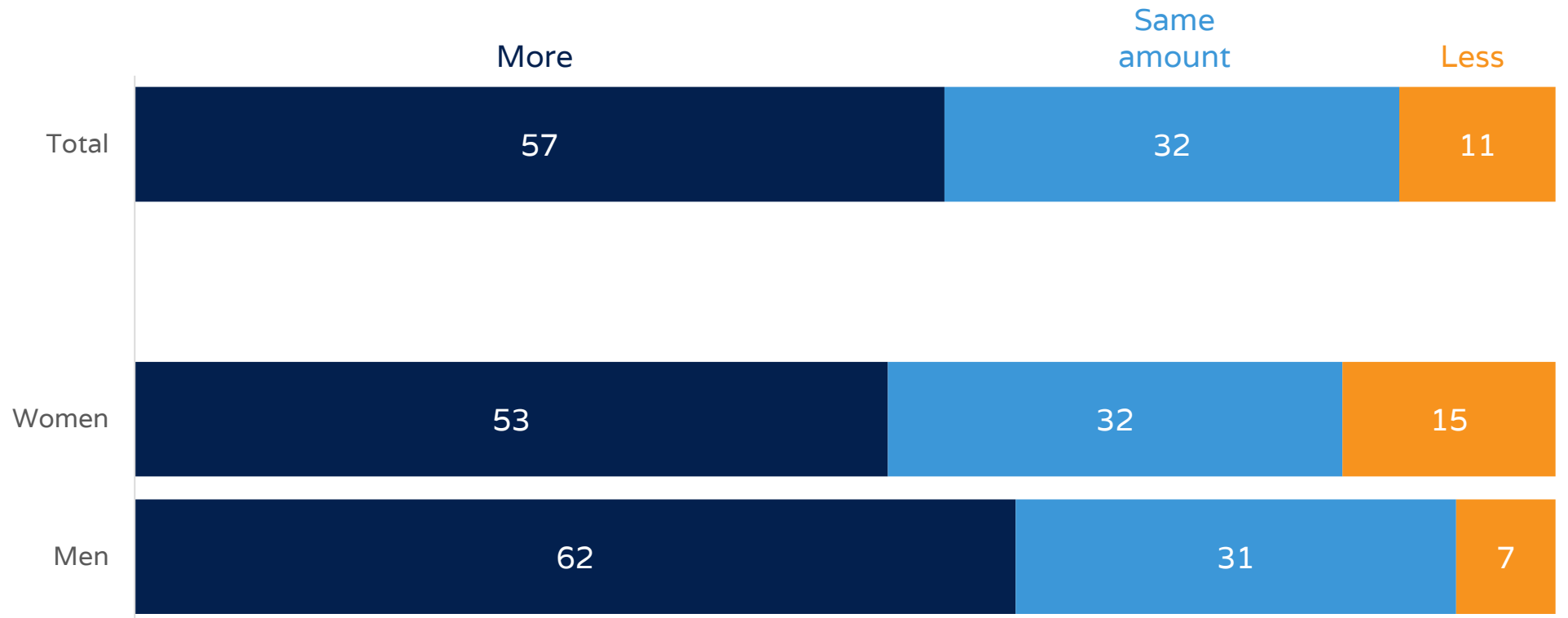
What attracted Black monthly podcast listeners to the first podcast they listened to

% saying element



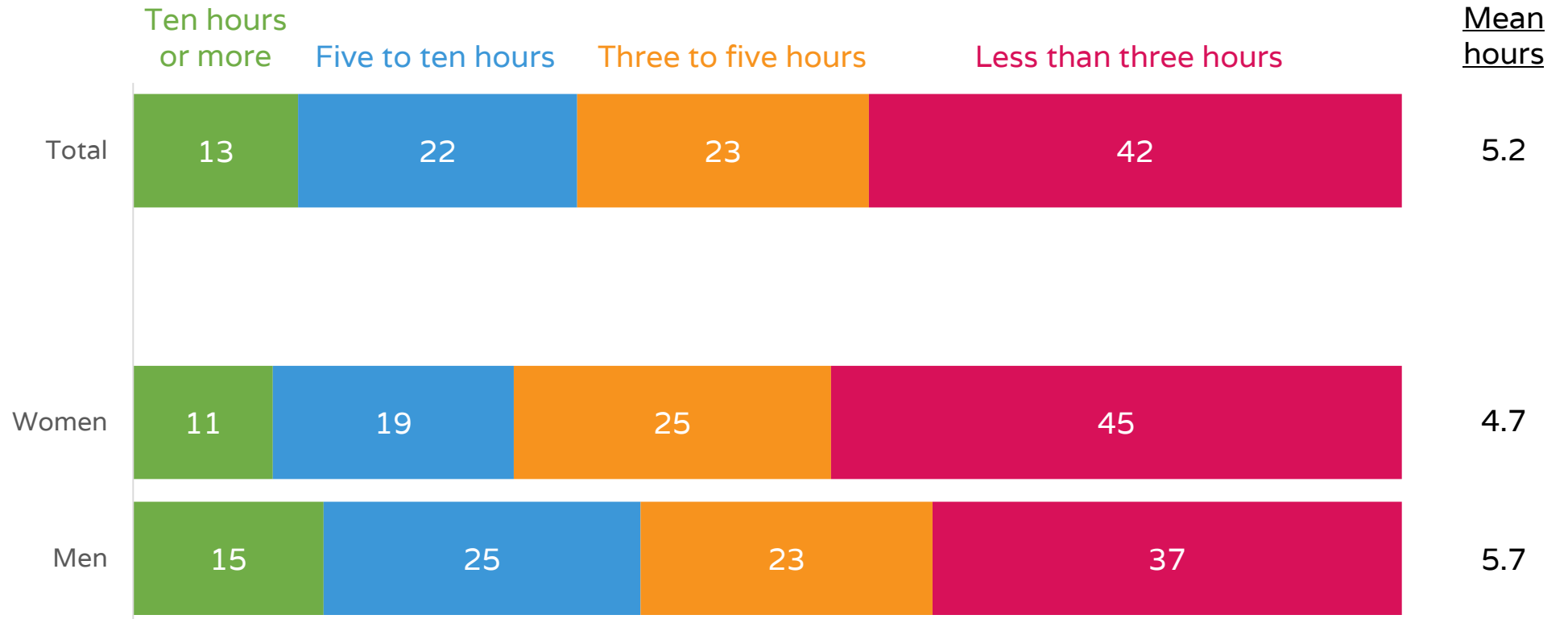
Base: Black Monthly Podcast Listeners

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



Base: Black Monthly Podcast Listeners

Total time Black weekly podcasts listeners spent listening to podcasts in the last week



Base: Black Weekly Podcast Listeners

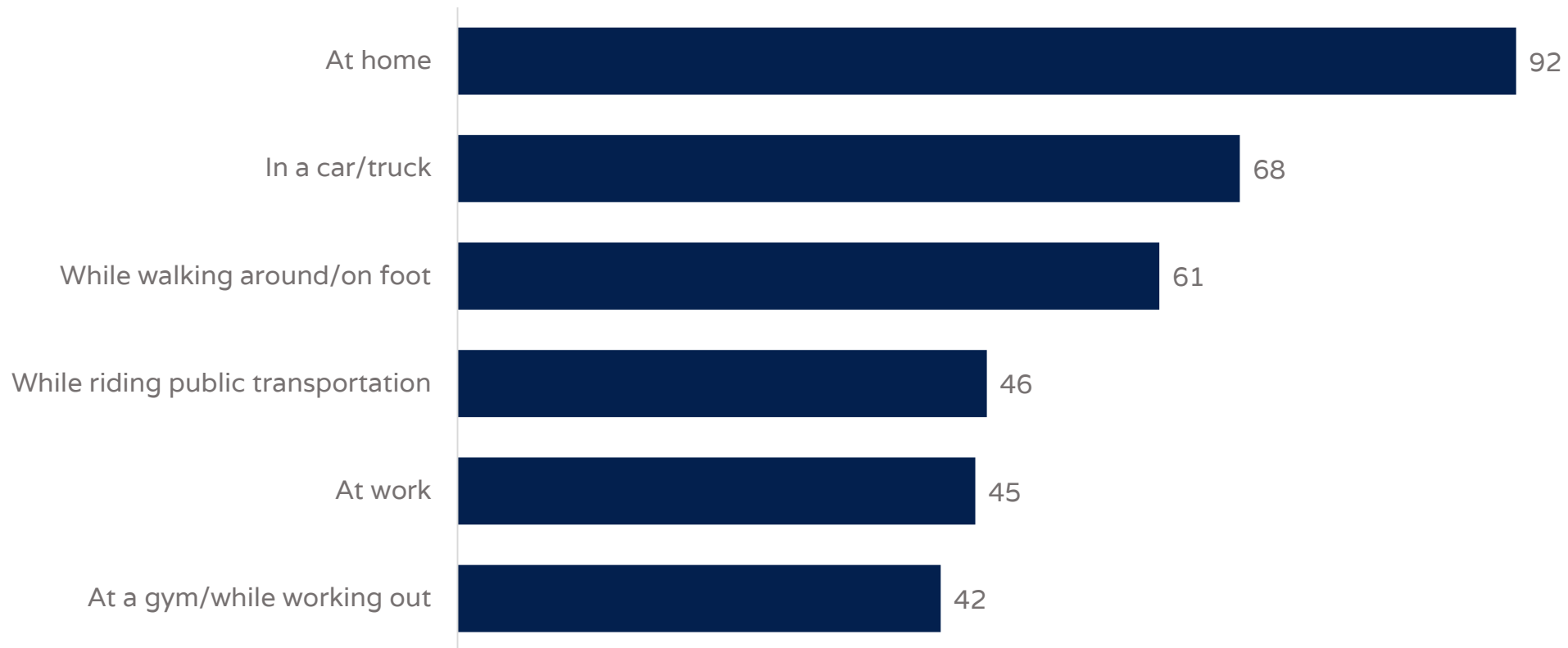
65%

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



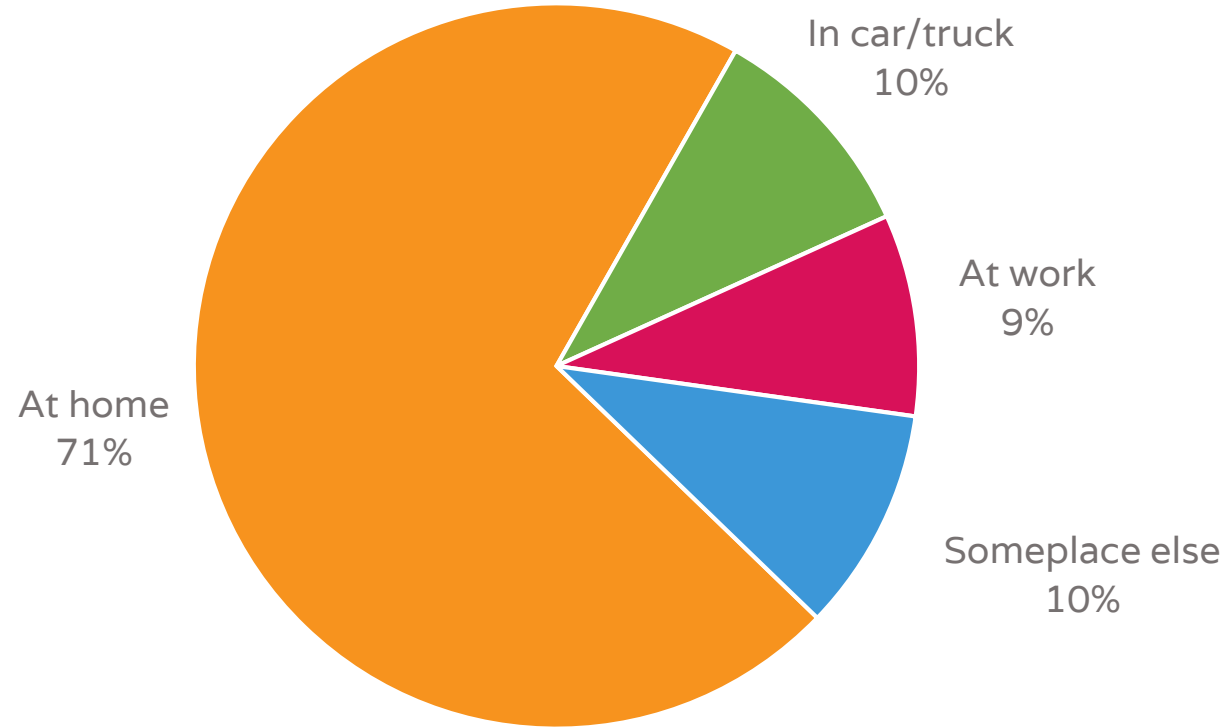
Locations where Black monthly podcast listeners listen to podcasts

% ever listening to podcasts in location



Base: Black Monthly Podcast Listeners

Location where Black monthly podcast listeners listen to podcasts most often



Base: Black Monthly Podcast Listeners

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

Black weekly podcast listeners:

47%

Source: Black Podcast Listener Report 2021

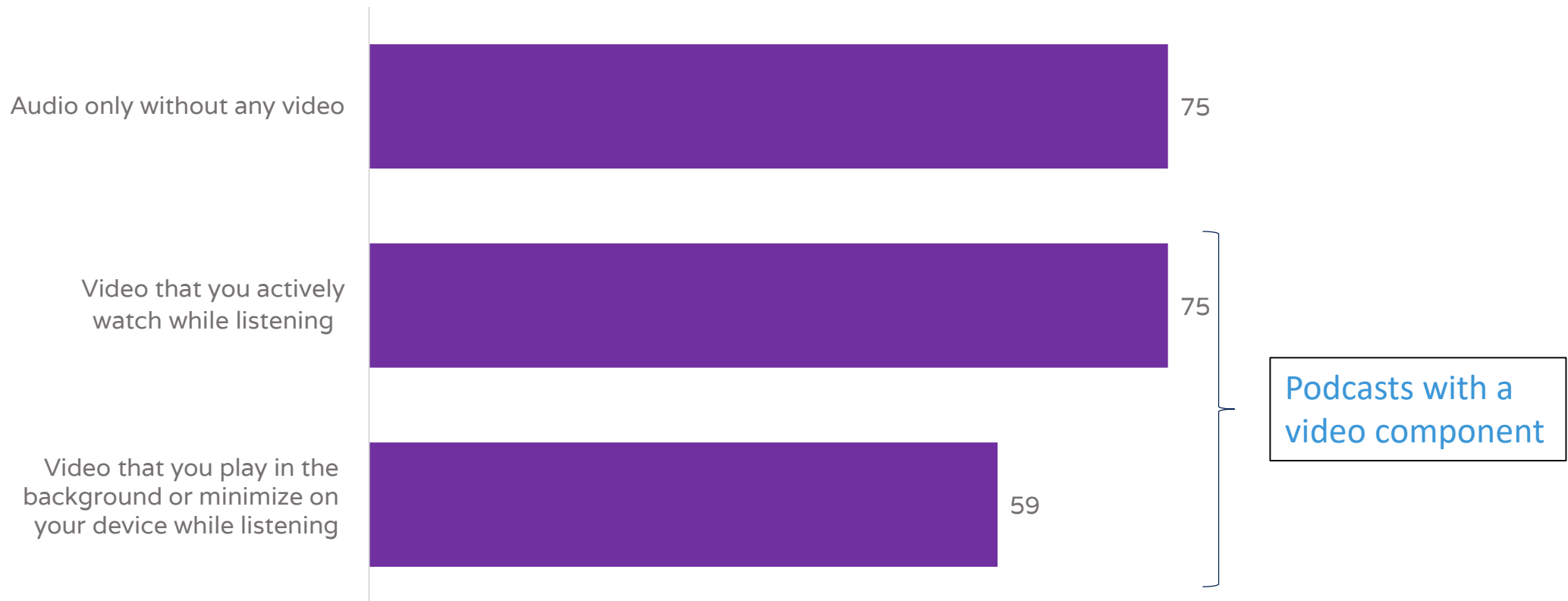
U.S. total weekly podcast listeners:

23%

Source: Podcast Consumer Tracking Report 2021 Q2

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

% ever listening to podcast type



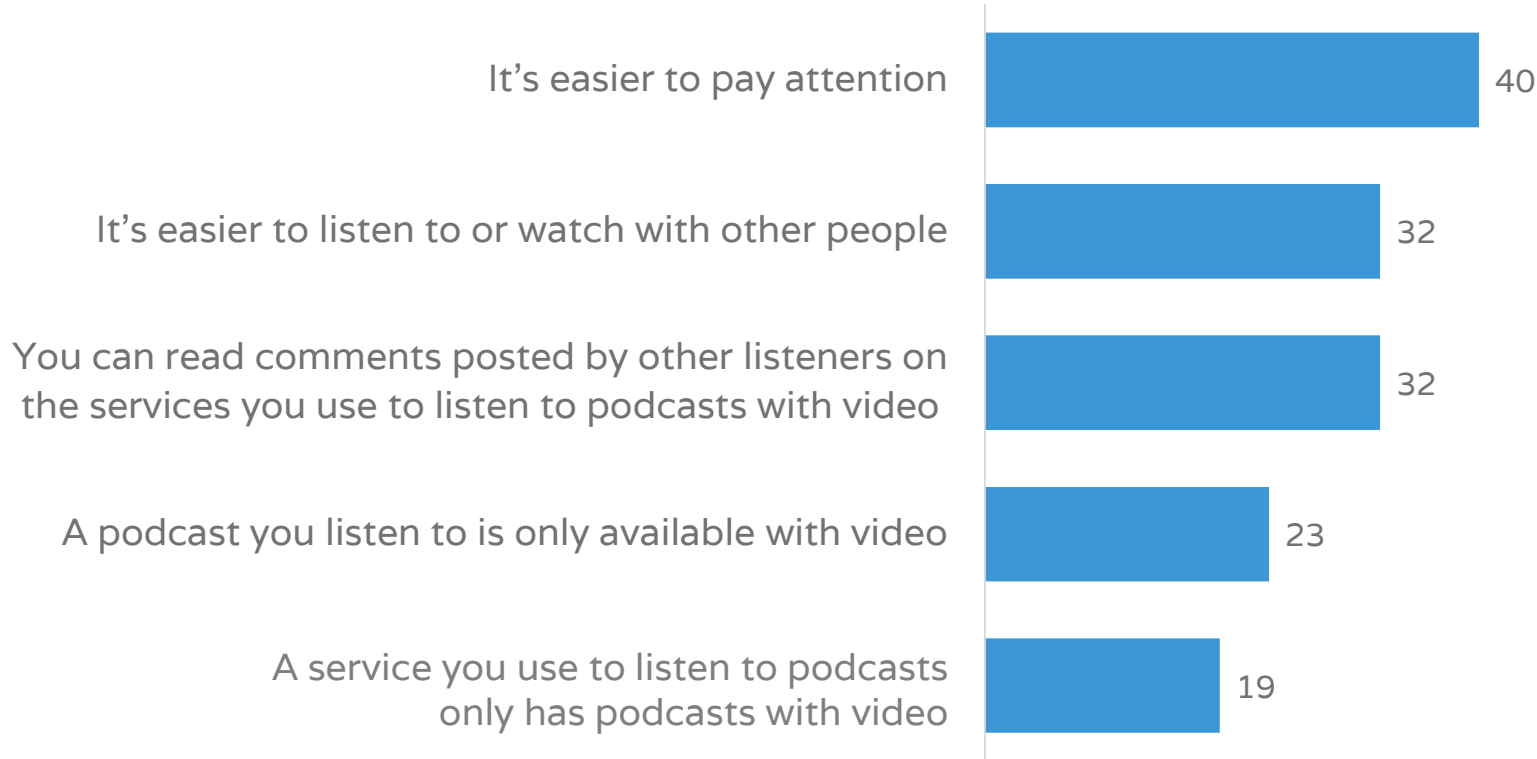
Base: Black Monthly Podcast Listeners

83%

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

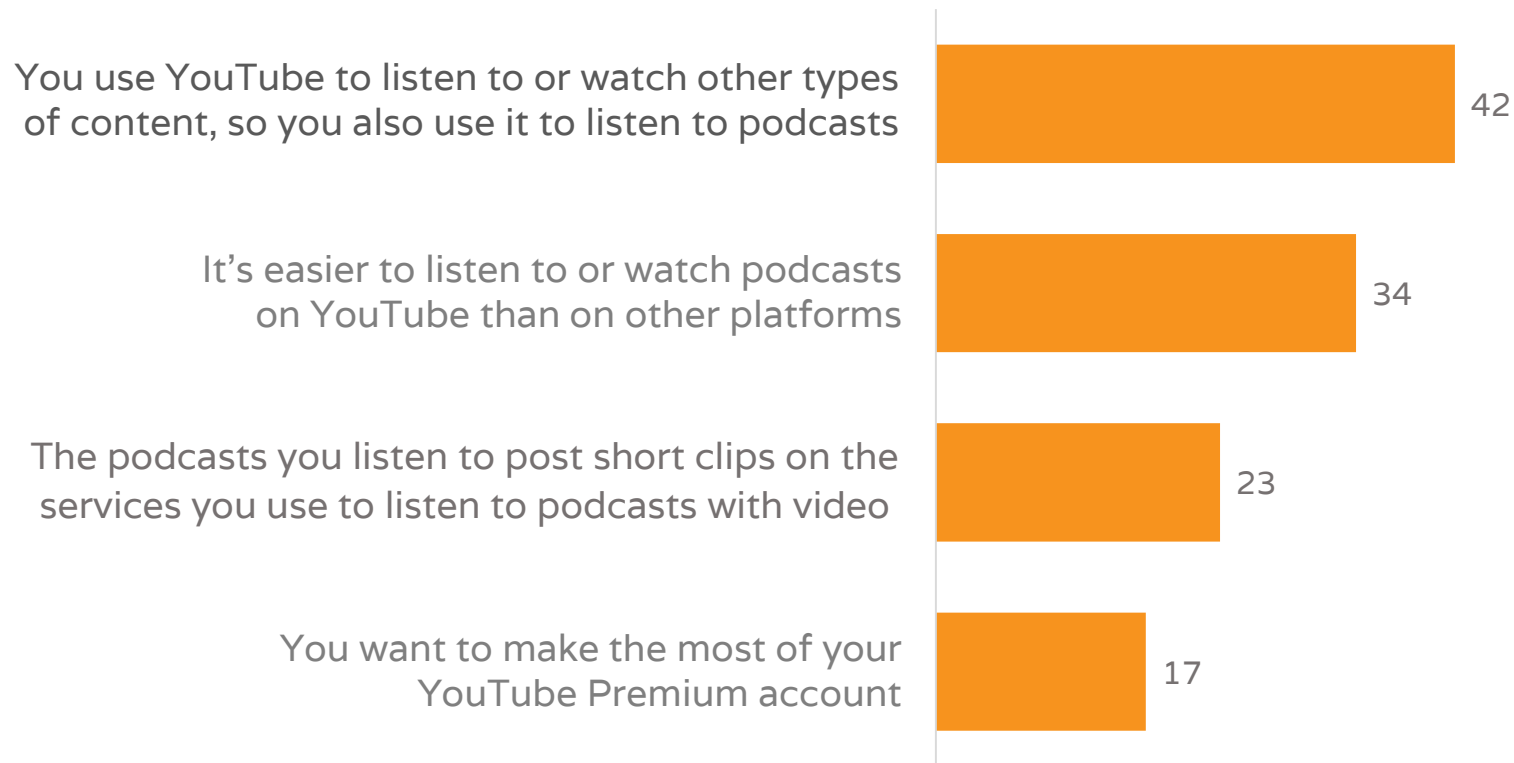
% saying reason



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

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

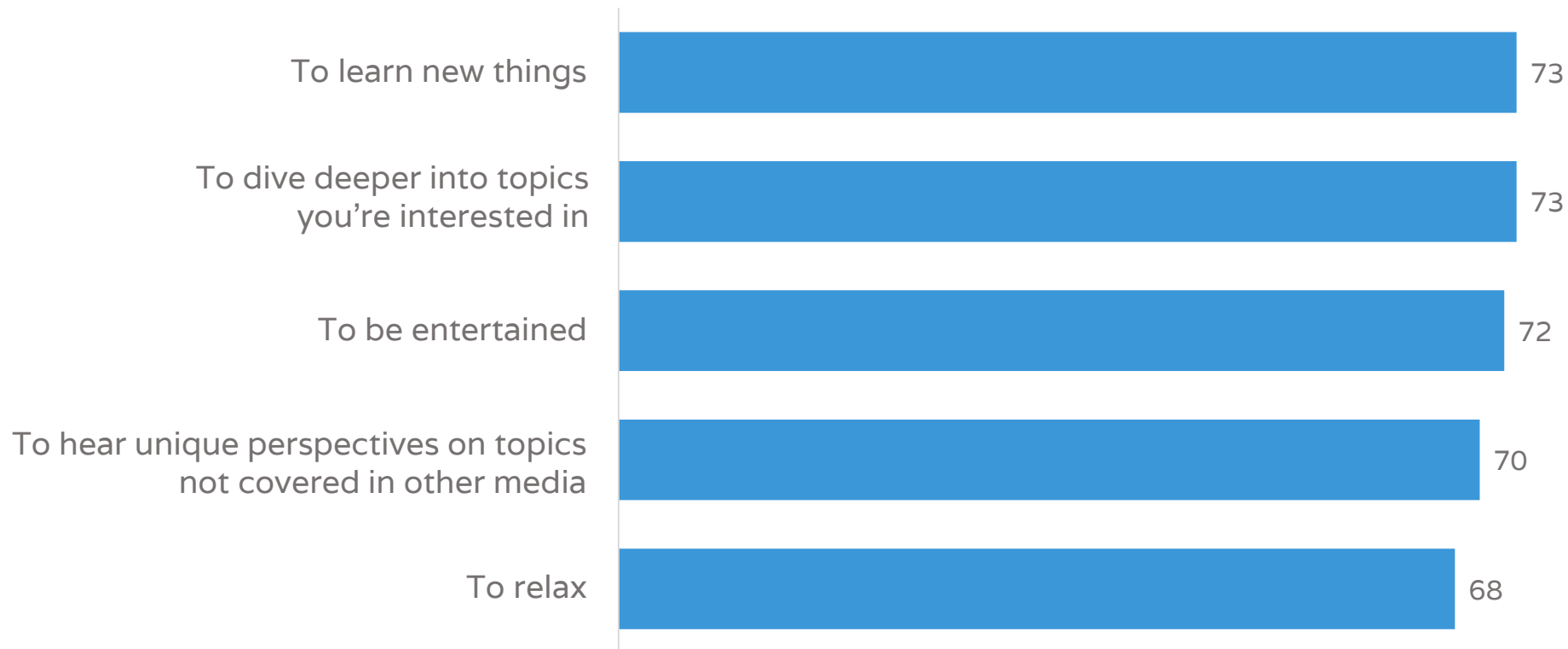
% saying reason



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

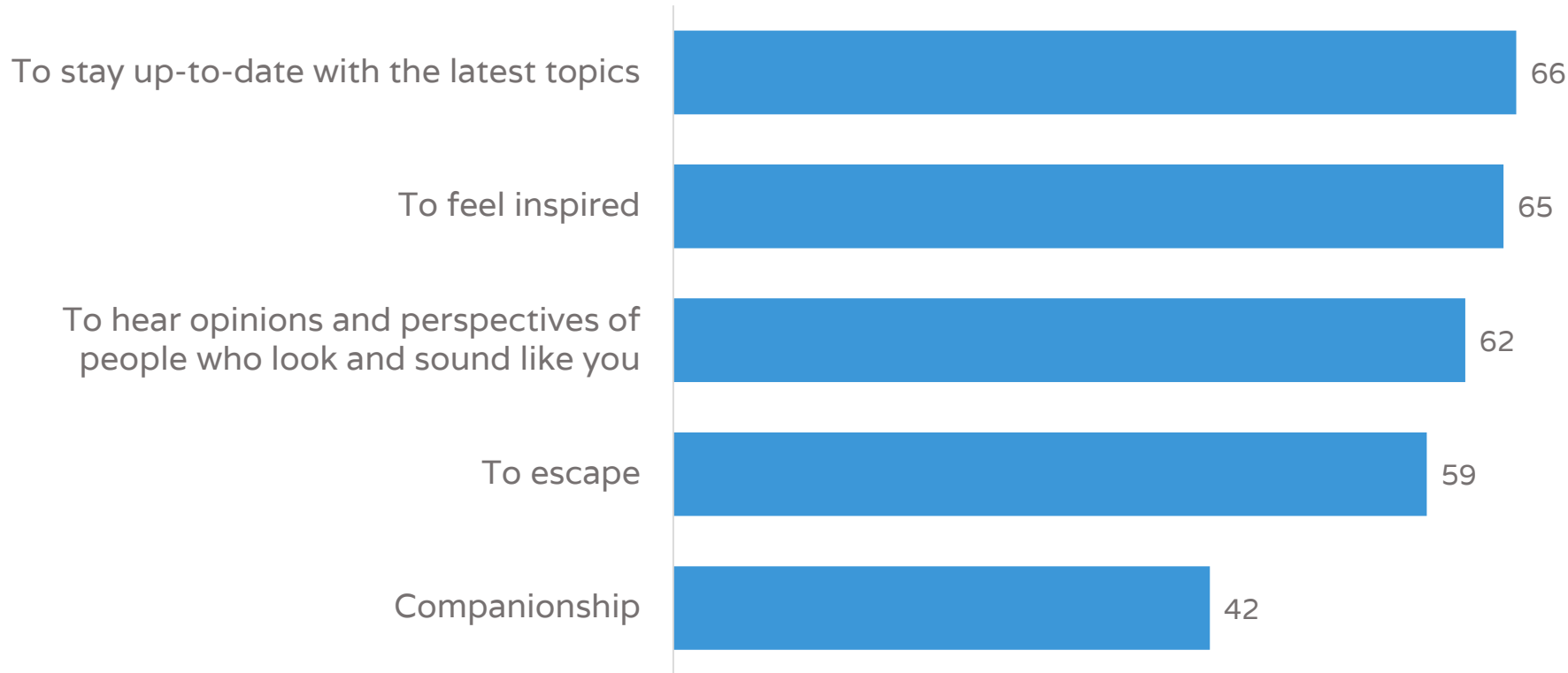
% saying “strongly agree” or “somewhat agree”



Base: Black Monthly Podcast Listeners

Reasons why Black monthly podcast listeners listen to podcasts

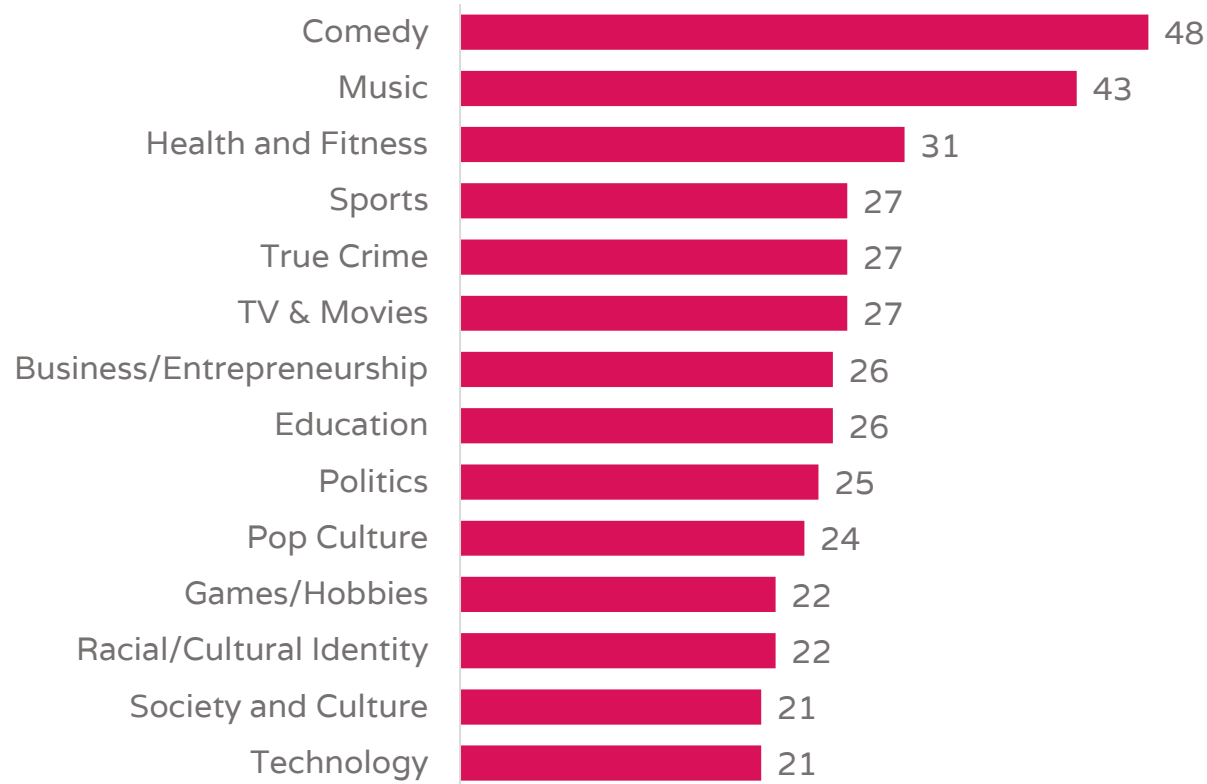
% saying “strongly agree” or “somewhat agree”



Base: Black Monthly Podcast Listeners

Podcast topics Black weekly podcast listeners ever listen to

% ever listen to topic on a podcast



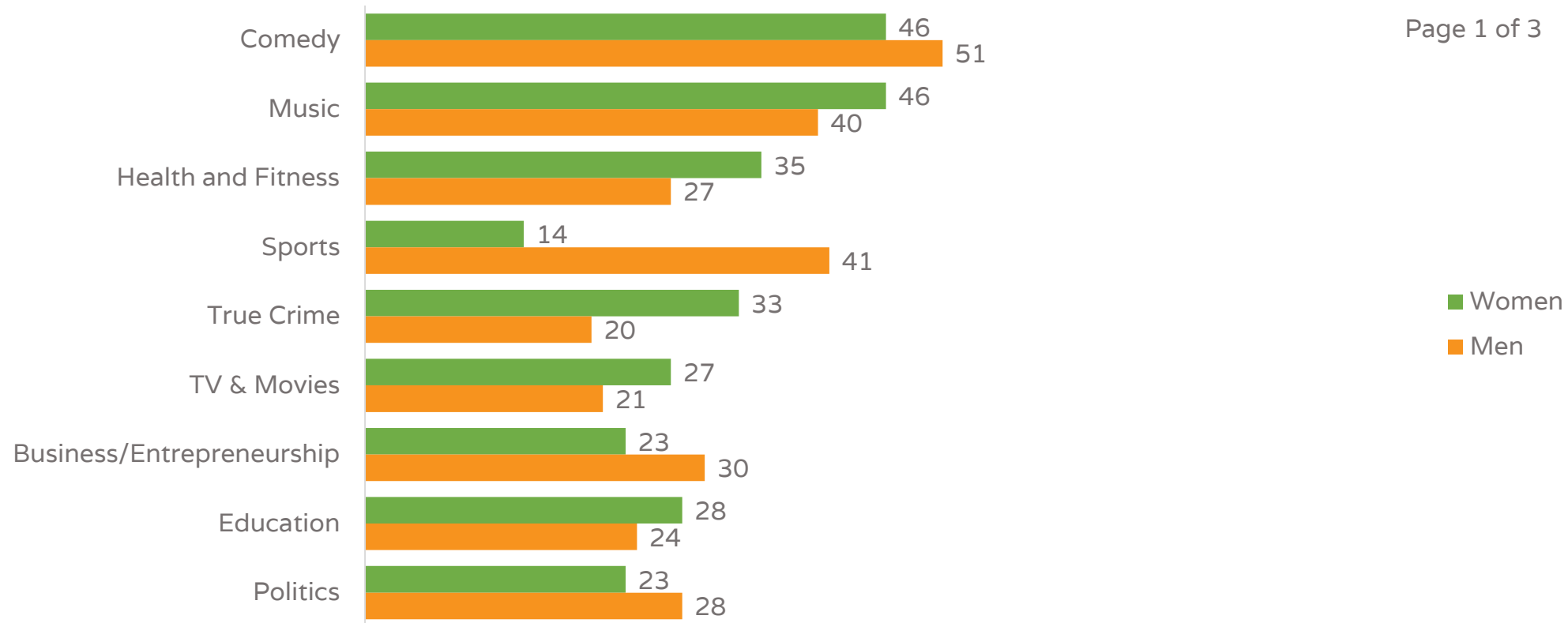
Podcast topics Black weekly podcast listeners ever listen to

% ever listen to topic on a podcast



Podcast topics Black weekly podcast listeners ever listen to

% ever listen to topic on a podcast



Base: Black Weekly Podcast Listeners

Black weekly
podcast listeners:

48%

43%

20%

Source: Black Podcast Listener Report 2021

% who listen to
Comedy podcasts

% who listen to
Music podcasts

% who listen to
History podcasts

U.S. total weekly
podcast listeners:

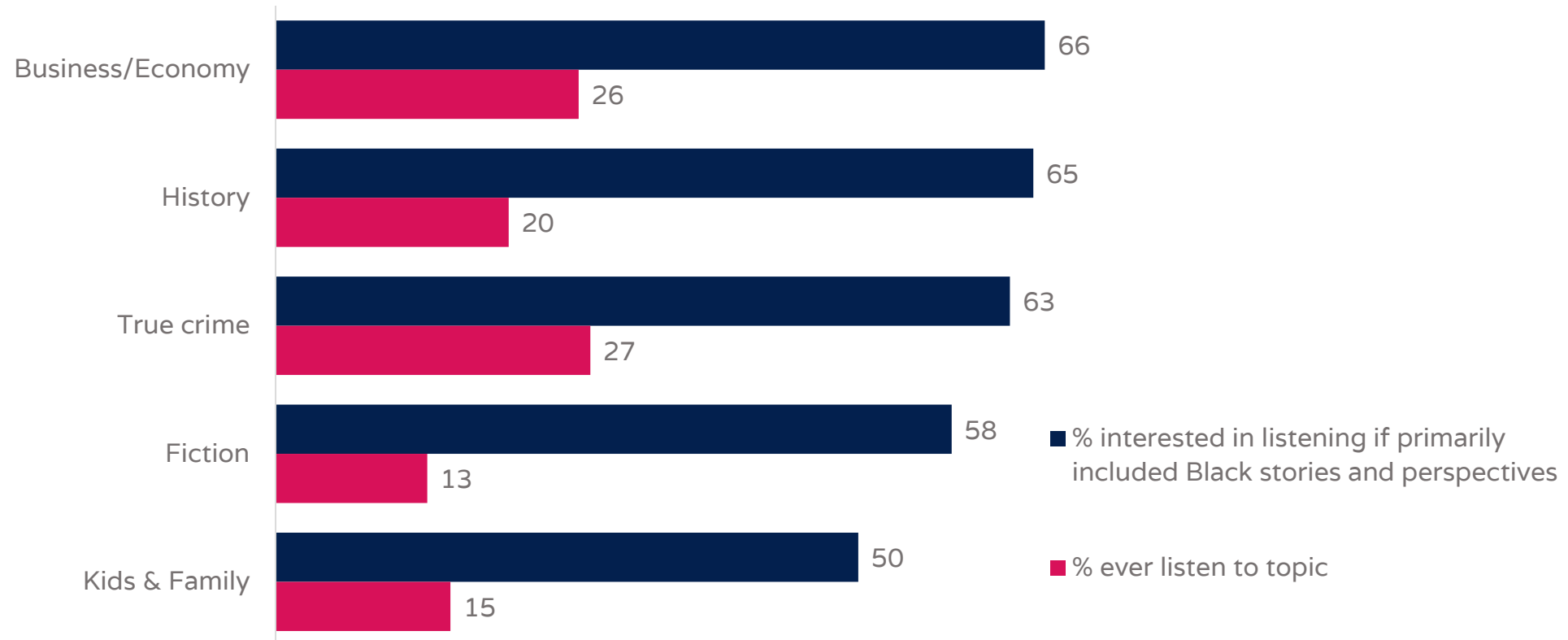
36%

24%

25%

Source: Podcast Consumer
Tracking Report 2021 Q2

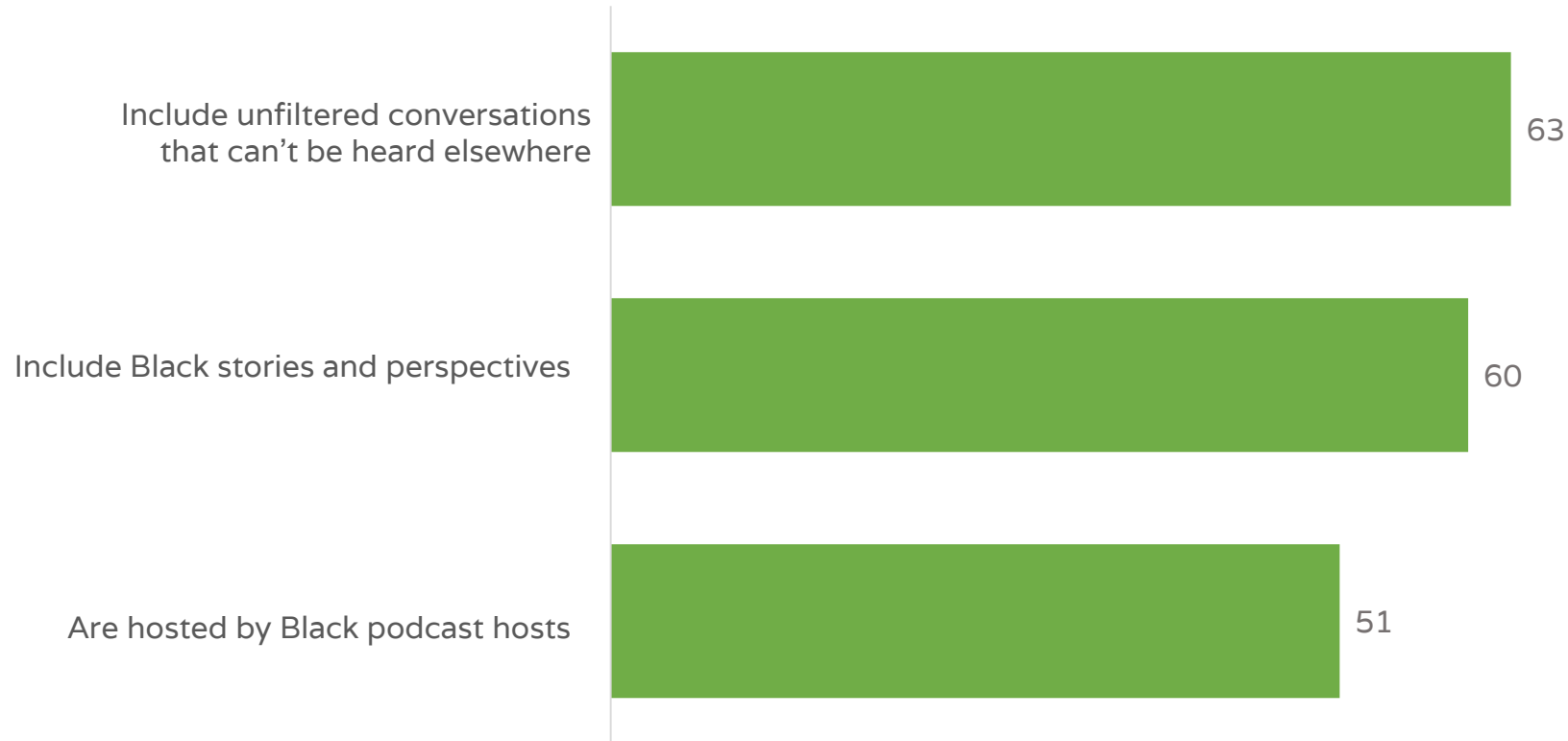
Podcast topics Black weekly podcast listeners would be interested in if they primarily included Black stories and perspectives vs topics ever listen to on podcasts



Base: Black Weekly Podcast Listeners

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

% saying “very important” or “somewhat important”

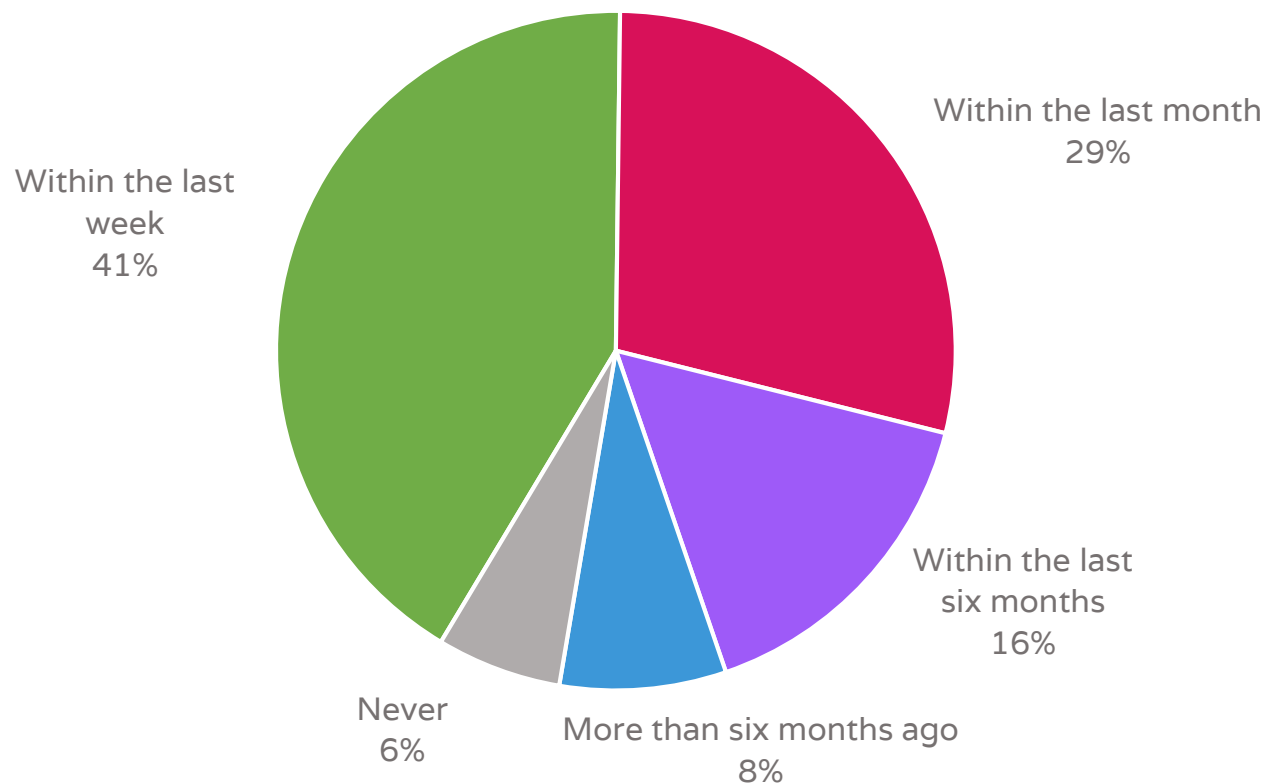


Base: Black Monthly Podcast Listeners

59%

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

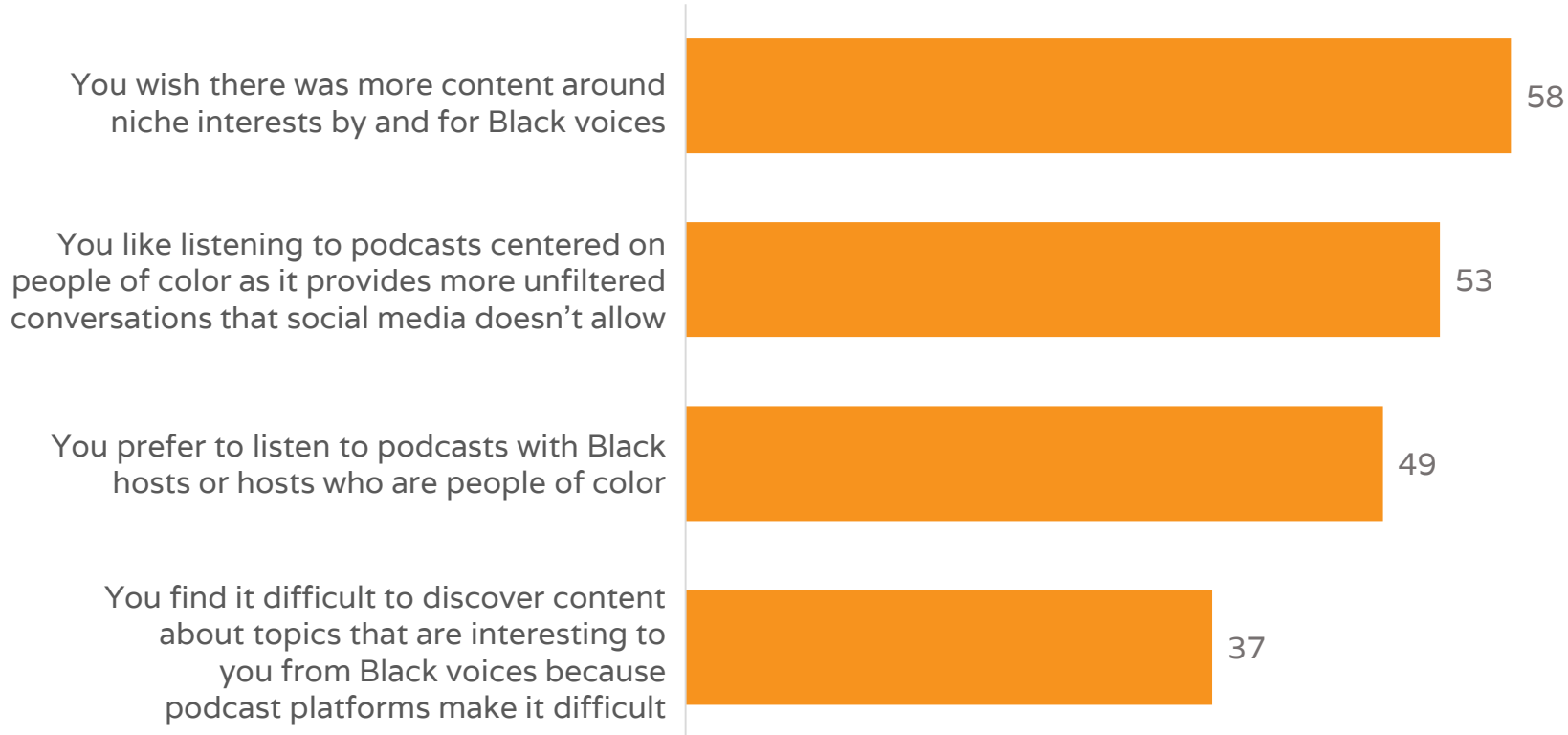
When did you most recently listen to a podcast with Black hosts...?



Base: Black Monthly Podcast Listeners

Perceptions that Black monthly podcast listeners have of podcasts

% saying “strongly agree” or “somewhat agree”



Base: Black Monthly Podcast Listeners

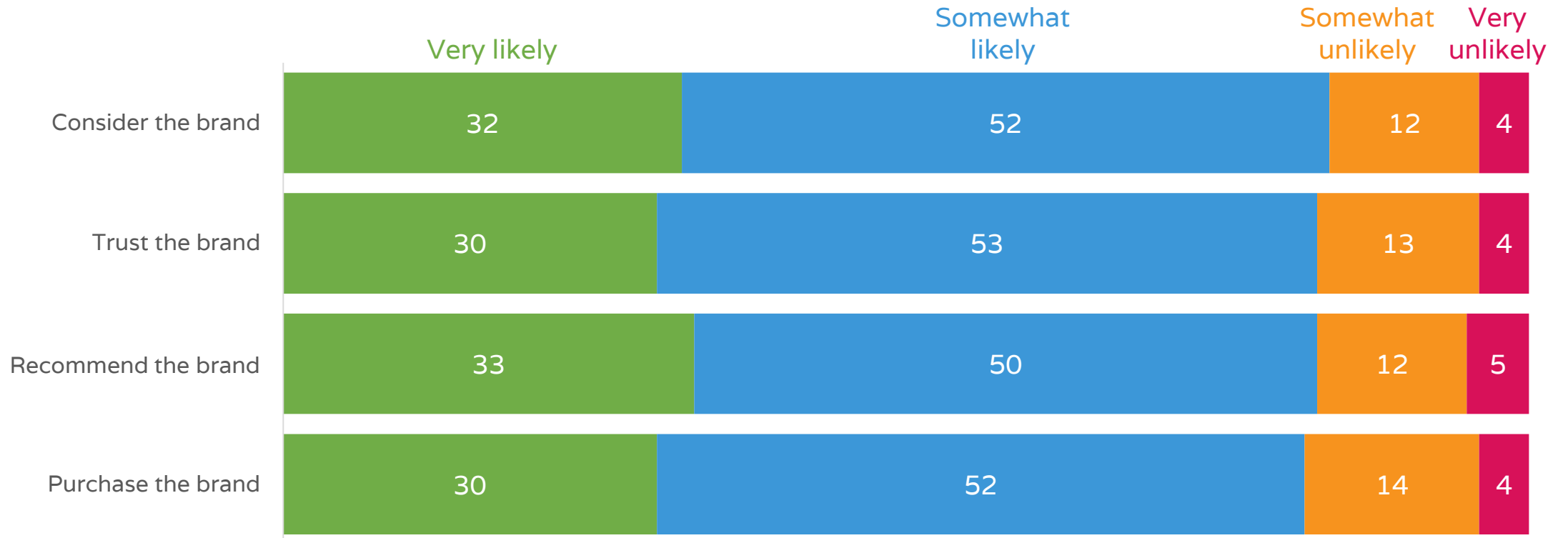
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Monetization



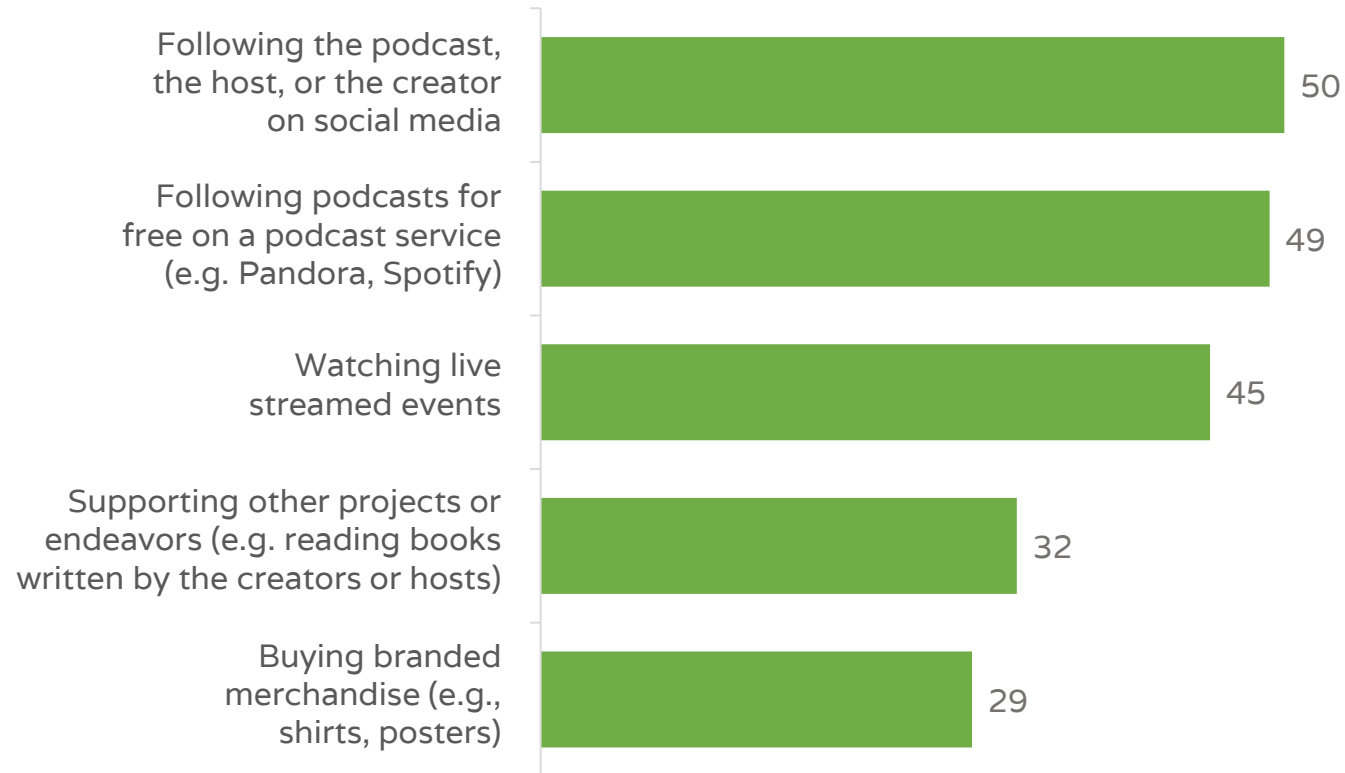
If you heard an advertisement for a brand on a podcast with Black hosts, how likely would you be to...?



Base: Black Monthly Podcast Listeners

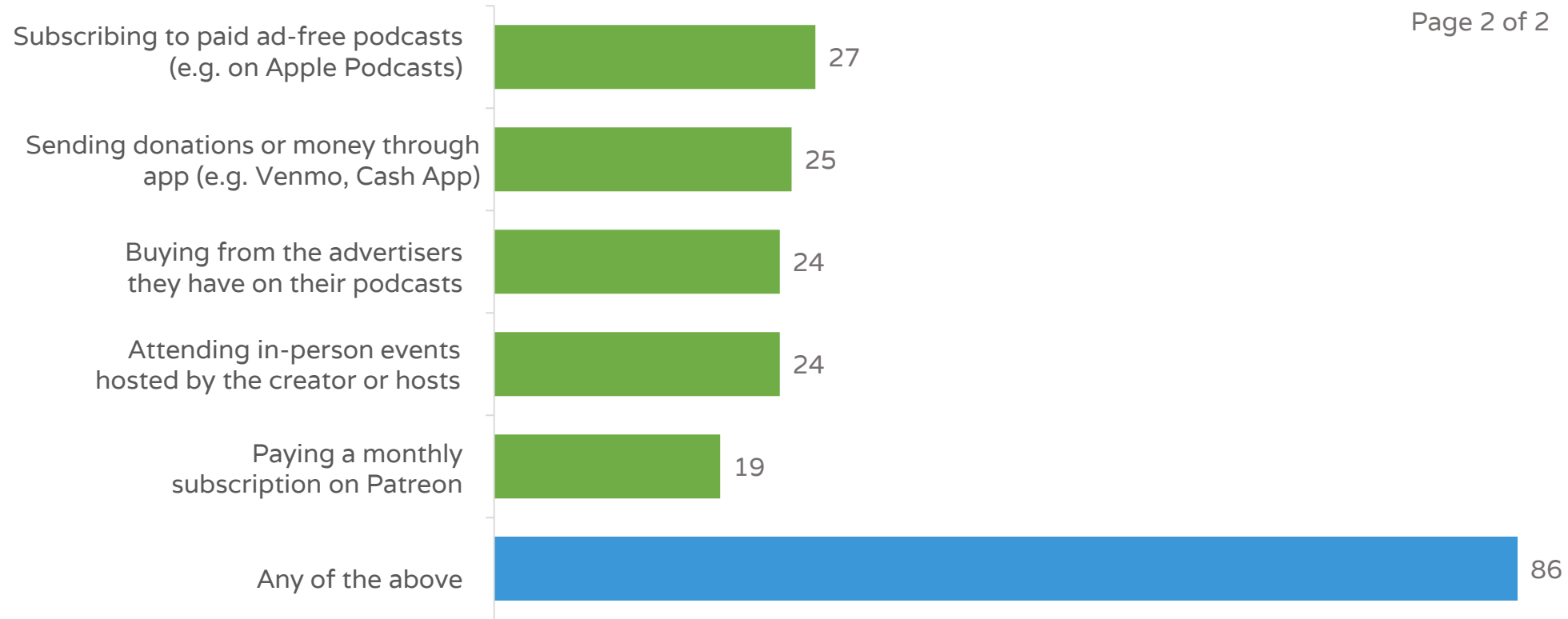
In which of the following ways have you supported creators or hosts of the podcasts you listen to?

% saying method



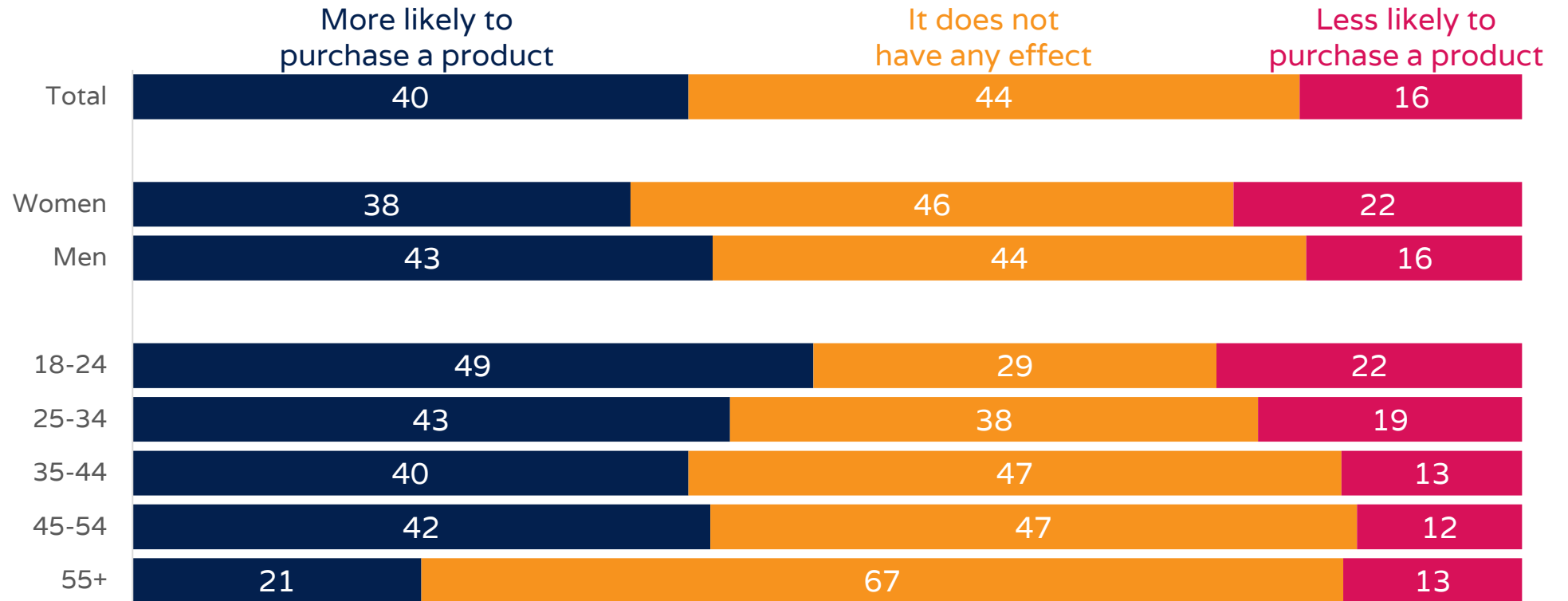
In which of the following ways have you supported creators or hosts of the podcasts you listen to?

% saying method



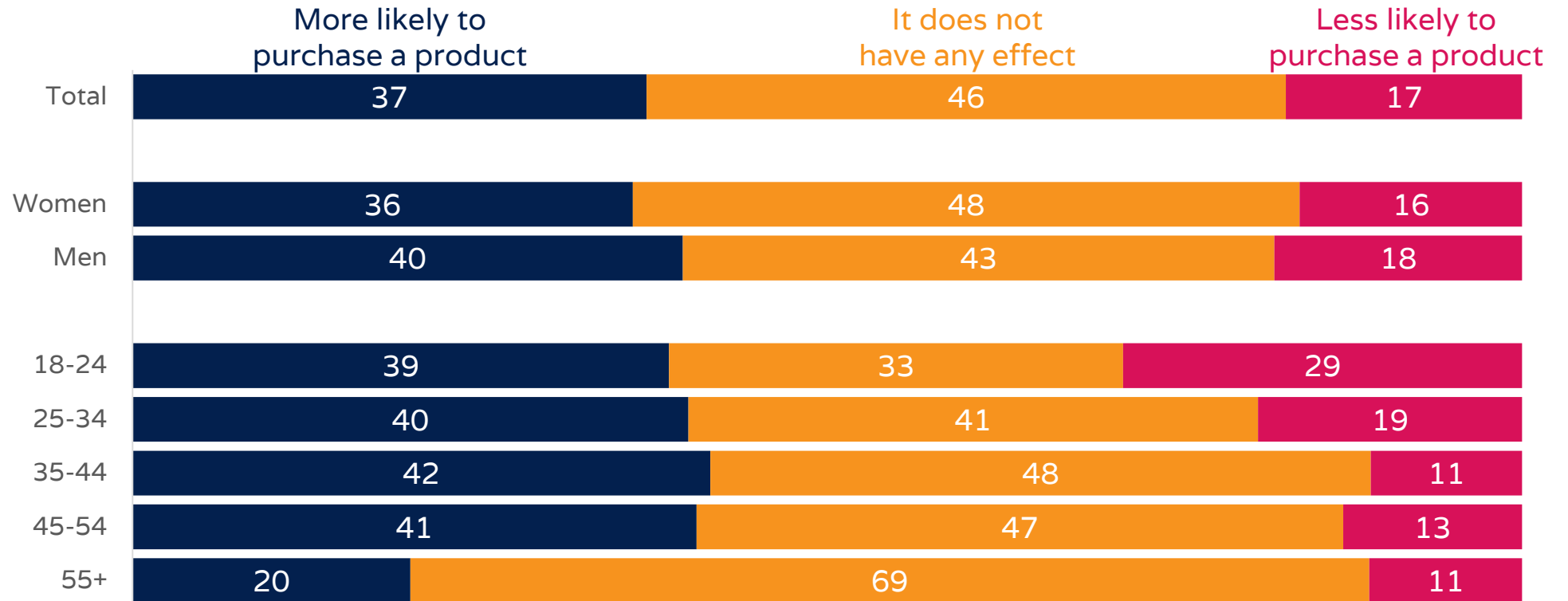
Base: Black Monthly Podcast Listeners

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



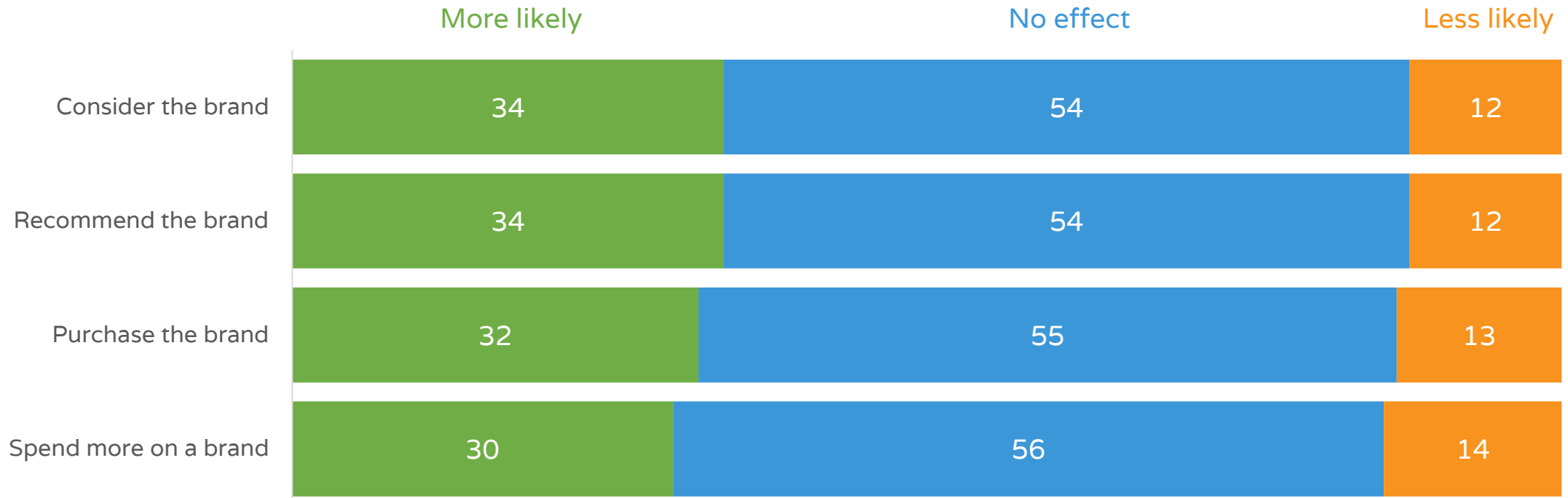
Base: Black Monthly Podcast Listeners

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



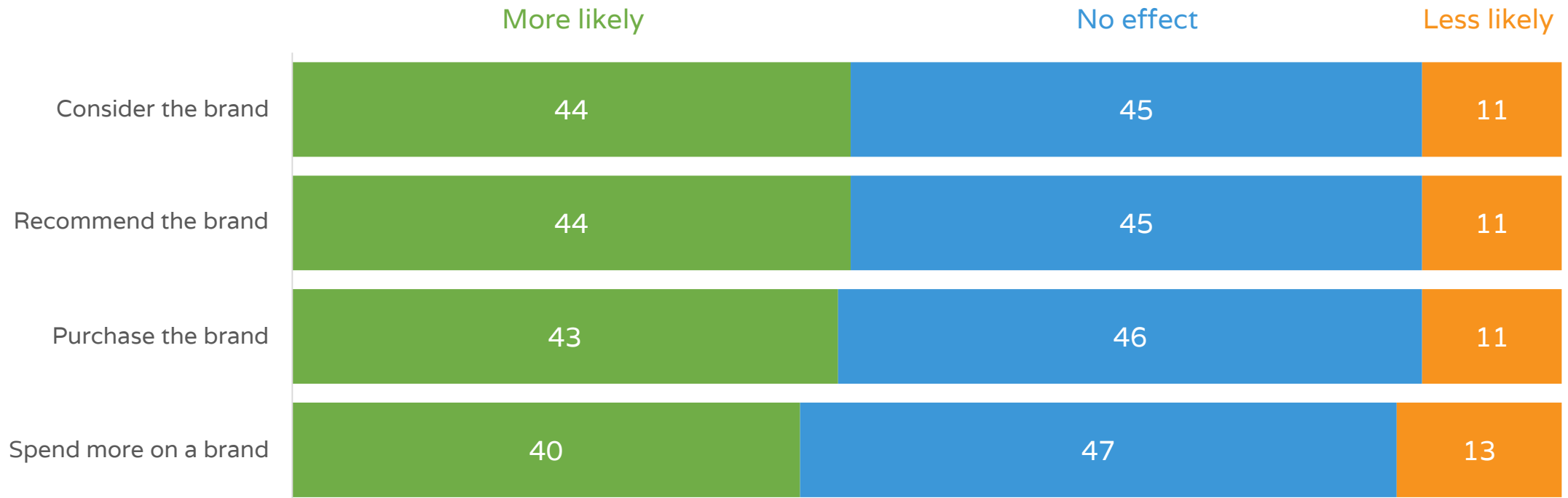
Base: Black Monthly Podcast Listeners

Compared to ads on content from non-Black creators, would hearing an ad 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 ads on content from non-Black creators, would hearing an ad from a brand on content from Black creators make you more or less likely to...
(Black Monthly Podcast Listeners)



Base: Black Monthly Podcast Listeners

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Podcasting is increasingly diverse

Podcasts gives brands access to a highly valuable audience

Black voices matter

Black podcast advertisements work



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