SUPER LISTENERS 2021
WHO ARE SUPER LISTENERS?

SURVEY METHODOLOGY

- 1,000 online interviews conducted in November 2021
- Trended with Super Listeners 2019/2020 studies
- All respondents reported listening to podcasts for at least 5 hours per week
- Data were weighted by age, sex, and race to reflect the demographics of weekly podcast listeners as found in the Infinite Dial
Super Listeners Study 2021

SUPER LISTENER DEMOGRAPHICS: GENDER

Men
57%

Women
43%

Base: Listen to podcasts for at least 5 hours per week
Super Listeners Study 2021

SUPER LISTENER DEMOGRAPHICS: AGE

- Age 18-24: 15%
- Age 25-34: 27%
- Age 35-44: 24%
- Age 45-54: 20%
- Age 55+: 14%

Base: Listen to podcasts for at least 5 hours per week
Super Listener Demographics: Ethnicity

- White: 72%
- African American: 10%
- Hispanic or Latino: 13%
- Asian or Pacific Islander: 3%
- Other: 2%

Base: Listen to podcasts for at least 5 hours per week
<table>
<thead>
<tr>
<th>Service Type</th>
<th>2019 %</th>
<th>2020 %</th>
<th>2021 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any internet-only television streaming service such as Netflix, Amazon Prime Video, or Hulu</td>
<td>86</td>
<td>88</td>
<td>90</td>
</tr>
<tr>
<td>Any premium cable channels such as HBO or Showtime</td>
<td>42</td>
<td>48</td>
<td>52</td>
</tr>
<tr>
<td>Any live TV streaming service such as Sling TV, DirectTV Now, Hulu With Live TV, or YouTube TV</td>
<td>30</td>
<td>48</td>
<td>49</td>
</tr>
<tr>
<td>Any of these</td>
<td>89</td>
<td>93</td>
<td>94</td>
</tr>
</tbody>
</table>

% saying “yes”

Base: Listen to podcasts for at least 5 hours per week
DO YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO:

- Any paid internet-only music streaming service such as Pandora Premium or Spotify
  - 2019: 49%
  - 2020: 64%
  - 2021: 68%

- Any audiobook service such as Audible
  - 2019: 27%
  - 2020: 40%
  - 2021: 40%

- SiriusXM Satellite Radio
  - 2019: 27%
  - 2020: 36%
  - 2021: 35%

- Any of these
  - 2019: 62%
  - 2020: 76%
  - 2021: 76%

% saying “yes”
Base: Listen to podcasts for at least 5 hours per week

Super Listeners Study 2021
WHICH OF THE FOLLOWING BEST DESCRIBES THE MOST IMPORTANT REASON WHY YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO AN AUDIO LISTENING SERVICE?

- For more control over the content you are listening to
- For access to content that you can’t get for free elsewhere
- To hear fewer ads

**Base: Listen to podcasts for at least 5 hours per week**

**2020**
- For more control over the content: 43%
- For access to exclusive content: 36%
- To hear fewer ads: 21%

**2021**
- For more control over the content: 39%
- For access to exclusive content: 35%
- To hear fewer ads: 26%
WEEKLY TIME SPENT LISTENING TO PODCASTS:

<table>
<thead>
<tr>
<th>Year</th>
<th>Five to six hours</th>
<th>Six to eight hours</th>
<th>Eight to twelve hours</th>
<th>Twelve hours or more</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>23</td>
<td>20</td>
<td>32</td>
<td>25</td>
<td>9.8</td>
</tr>
<tr>
<td>2020</td>
<td>27</td>
<td>23</td>
<td>24</td>
<td>26</td>
<td>10.5</td>
</tr>
<tr>
<td>2021</td>
<td>25</td>
<td>25</td>
<td>21</td>
<td>29</td>
<td>11.2</td>
</tr>
</tbody>
</table>

Base: Listen to podcasts for at least 5 hours per week
<table>
<thead>
<tr>
<th>Year</th>
<th>Agree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>37%</td>
</tr>
<tr>
<td>2020</td>
<td>49%</td>
</tr>
<tr>
<td>2021</td>
<td>50%</td>
</tr>
</tbody>
</table>

Advertising on a podcast is the best way for a brand to reach you

% agreeing (‘4’ or ‘5’ on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

Super Listeners Study 2021
DO YOU CURRENTLY EVER LISTEN TO PODCASTS THROUGH...

% saying “yes”
Base: Listen to podcasts for at least 5 hours per week
DO YOU CURRENTLY EVER LISTEN TO PODCASTS THROUGH...

| Service                       | Percentage
|-------------------------------|-------------
| The podcast's own website     | 18          |
| SoundCloud                    | 17          |
| NPR One                       | 10          |
| The podcast's own mobile app  | 10          |
| Stitcher                      | 7           |
| Tuneln                        | 7           |
| Wondery app                   | 7           |
| Pocket Casts                  | 6           |
| Castbox                       | 4           |
| Luminary                      | 4           |

% saying “yes”
Base: Listen to podcasts for at least 5 hours per week
On which service do you most often listen to podcasts?

- Spotify: 23%
- YouTube: 20%
- Apple Podcasts: 16%
- iHeartRadio: 6%
- Other: 35%

Base: Listen to podcasts for at least 5 hours per week
If your favorite podcast became exclusive to a specific service would you be willing to use that service?

Yes: 87%
No: 13%

Base: Listen to podcasts for at least 5 hours per week
IF YOUR FAVORITE PODCAST BECAME EXCLUSIVE TO A SPECIFIC SERVICE AND IT REQUIRED PAYMENT TO LISTEN, WOULD YOU BE WILLING TO SUBSCRIBE TO THAT SERVICE?

- Yes: 62%
- No: 38%

Base: Listen to podcasts for at least 5 hours per week
IN GENERAL, HOW DO YOU DISCOVER PODCASTS MOST OFTEN?

- Searching on YouTube: 19%
- Recommendations from friends and family: 17%
- Searching the internet: 14%
- Social media posts: 13%
- Recommendations from other audio program hosts: 10%

% saying “yes”

Base: Listen to podcasts for at least 5 hours per week

Super Listeners Study 2021
If you start listening to an existing podcast that is new to you, and you decide to continue listening to the show, what are you most inclined to do?

- Go back and start with the very first episode: 42%
- Pick and choose previous episodes based on the description: 38%
- Listen from the current episode: 20%

Base: Listen to podcasts for at least 5 hours per week

Super Listeners Study 2021
IN THE LAST WEEK, HAVE YOU SEEN OR HEARD ADVERTISING IN ANY OF THE FOLLOWING PLACES?

% saying “yes”

<table>
<thead>
<tr>
<th>Category</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Podcasts</td>
<td>86</td>
<td>86</td>
</tr>
<tr>
<td>Social media</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>Websites</td>
<td>79</td>
<td>78</td>
</tr>
<tr>
<td>Streaming television</td>
<td>69</td>
<td>75</td>
</tr>
<tr>
<td>Streaming radio</td>
<td>60</td>
<td>75</td>
</tr>
<tr>
<td>Live or recorded television</td>
<td>60</td>
<td>71</td>
</tr>
<tr>
<td>AM/FM Radio</td>
<td>63</td>
<td>70</td>
</tr>
<tr>
<td>Magazines/newspapers</td>
<td>45</td>
<td>66</td>
</tr>
</tbody>
</table>

Base: Listen to podcasts for at least 5 hours per week

Super Listeners Study 2021
AGREE/DISAGREE STATEMENT:
THE PRODUCTS AND SERVICES YOU LEARN ABOUT ON [SOURCE] ARE GENERALLY RELEVANT TO YOUR INTERESTS?

- Streaming radio: 29% 27% 14%
- Social Media: 26% 25% 17%
- Podcasts: 24% 23% 16%
- Magazines/newspapers: 24% 20% 13%
- Streaming television or online video clips: 23% 19% 12%
- Websites: 22% 21% 12%
- Live or recorded television: 20% 19% 9%
- AM/FM Radio: 20% 18% 8%

% saying “strongly agree” (5) on a 5-point scale
Base: Listen to podcasts for at least 5 hours per week
AGREE/DISAGREE STATEMENT:
YOU ARE MORE WILLING TO CONSIDER PRODUCTS AND SERVICES AFTER YOU LEARN ABOUT THEM ON [SOURCE]?

% saying “strongly agree” (5) on a 5-point scale
Base: Listen to podcasts for at least 5 hours per week

- Podcasts: 22% (2019), 24% (2020), 17% (2021)
- Streaming radio: 23% (2019), 22% (2020), 12% (2021)
- Streaming television or online video clips: 22% (2019), 21% (2020), 12% (2021)
- Social Media: 19% (2019), 19% (2020), 11% (2021)
- Live or recorded television: 17% (2019), 16% (2020), 11% (2021)
AGREE/DISAGREE STATEMENT: RELATIVE TO OTHER TYPES OF MEDIA, THERE ARE WAY TOO MANY ADVERTISEMENTS ON [SOURCE]?

- Live or recorded television: 36% (2019), 37% (2020), 33% (2021)
- Social Media: 25% (2019), 32% (2020), 34% (2021)
- Streaming television or online video clips: 22% (2019), 26% (2020), 31% (2021)
- Podcasts: 10% (2019), 18% (2020), 22% (2021)

% saying “strongly agree” (5) on a 5-point scale
Base: Listen to podcasts for at least 5 hours per week
How important is it to you to limit your exposure to advertising?

% saying “very important” (5) or “important” (4) on a 5-point scale
Base: Listen to podcasts for at least 5 hours per week

- 2020:
  - Very important: 27%
  - Important: 23%
  - Total: 50%

- 2021:
  - Very important: 30%
  - Important: 29%
  - Total: 59%
Compared to one year ago, do you think that the total number of ads in the podcasts you regularly listen to has...?

<table>
<thead>
<tr>
<th>Year</th>
<th>Increased</th>
<th>Stayed the same</th>
<th>Decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>52</td>
<td>45</td>
<td>3</td>
</tr>
<tr>
<td>2020</td>
<td>56</td>
<td>40</td>
<td>4</td>
</tr>
<tr>
<td>2021</td>
<td>59</td>
<td>39</td>
<td>3</td>
</tr>
</tbody>
</table>

Base: Listen to podcasts for at least 5 hours per week

Super Listeners Study 2021
Compared to one year ago, do you think the length of the average advertising break in the podcasts you regularly listen to has...?

<table>
<thead>
<tr>
<th>Year</th>
<th>Gotten Longer</th>
<th>Stayed about the same</th>
<th>Gotten Shorter</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>38</td>
<td>54</td>
<td>8</td>
</tr>
<tr>
<td>2020</td>
<td>41</td>
<td>50</td>
<td>9</td>
</tr>
<tr>
<td>2021</td>
<td>43</td>
<td>49</td>
<td>8</td>
</tr>
</tbody>
</table>

Base: Listen to podcasts for at least 5 hours per week
AS A RESULT OF HEARING A SPONSORSHIP OR ADVERTISEMENT ON A PODCAST YOU REGULARLY LISTEN TO, HAVE YOU EVER...

- Visited a company or product’s website: 74%
- Consider a new product or service: 72%
- Gather more information about a company or product: 69%
- Purchased a product or service: 65%
- Watched a television program: 65%
- Used a promotional or discount code mentioned in the podcast: 59%
- Saw a movie: 58%
- Read a book: 57%

Base: Listen to podcasts for at least 5 hours per week
As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...

- Recommended a product or service to others: 56%
- Visited a store or location: 54%
- Purchased or downloaded music: 49%
- Switched to a different brand of product or service you already use: 42%
- Purchased a product or service for you business: 39%
- Attended a performance, culture event, or exhibit: 33%

Base: Listen to podcasts for at least 5 hours per week
Compared to other places where you might hear advertisements, does hearing an advertisement on a podcast make you...?

More Likely to purchase a product | No effect | Less likely to purchase a product
---|---|---
2020 | 54 | 40 | 6
2021 | 56 | 40 | 5

Base: Listen to podcasts for at least 5 hours per week
You believe that the hosts of podcasts you regularly listen to are actual users of the products/services mentioned on their podcasts

% agreeing (‘4’ or ‘5’ on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week
You pay more attention to advertising on podcasts than on other forms of media

% agreeing (‘4’ or ‘5’ on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week
Your opinion of a company is more positive when you hear it mentioned on a podcast you regularly listen to.

% agreeing (‘4’ or ‘5’ on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

Super Listeners Study 2021
When price and quality are equal, you prefer to buy products from companies that advertise on or sponsor the podcasts you regularly listen to?

% agreeing (‘4’ or ‘5’ on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week
You appreciate podcast advertisers for supporting your favorite podcasts

% agreeing (‘4’ or ‘5’ on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

Super Listeners Study 2021
What is your opinion of podcasting advertising that uses...

- Personalized discussions about products or sponsors by podcast host(s): 26 (Very favorable) 30 (Somewhat Favorable)
- Messages from advertisers that are read live by podcast host(s): 21 (Very favorable) 29 (Somewhat Favorable)
- Sponsorship messages: 21 (Very favorable) 27 (Somewhat Favorable)
- Pre-recorded ads not read by the host: 16 (Very favorable) 20 (Somewhat Favorable)

% saying “very favorable” (5) or “somewhat favorable” (4) on a 5-point scale
Base: Listen to podcasts for at least 5 hours per week
YOU PAY MORE ATTENTION TO [METHOD] THAN OTHER TYPES OF ADVERTISEMENTS ON PODCASTS?

36% strongly agree with either of these (host-read ads)

- Personalized discussions about products or sponsors by podcast host(s): 31%
- Messages from advertisers that are read live by podcast host(s): 26%
- Sponsorship messages: 24%
- Pre-recorded ads not read by the host: 20%

% saying “strongly agree” (5) on a 5-point scale

Base: Listen to podcasts for at least 5 hours per week and favorable toward method
[METHOD] ARE A GOOD FIT FOR PODCASTS

- Personalized discussions about products or sponsors by podcast host(s): 30%
- Messages from advertisers that are read live by podcast host(s): 26%
- Sponsorship messages: 25%
- Pre-recorded ads not read by the host: 22%

% saying “strongly agree” (5) on a 5-point scale

Base: Listen to podcasts for at least 5 hours per week and favorable toward method
COMPANIES THAT USE [METHOD] ON PODCASTS UNDERSTAND HOW TO REACH PEOPLE LIKE YOU

- Personalized discussions about products or sponsors by podcast host(s): 27%
- Messages from advertisers that are read live by podcast host(s): 25%
- Sponsorship messages: 24%
- Pre-recorded ads not read by the host: 20%

% saying “strongly agree” (5) on a 5-point scale

Base: Listen to podcasts for at least 5 hours per week and favorable toward method

Super Listeners Study 2021
SUPER LISTENERS 2021