

LATINO PODCAST LISTENER REPORT 2022



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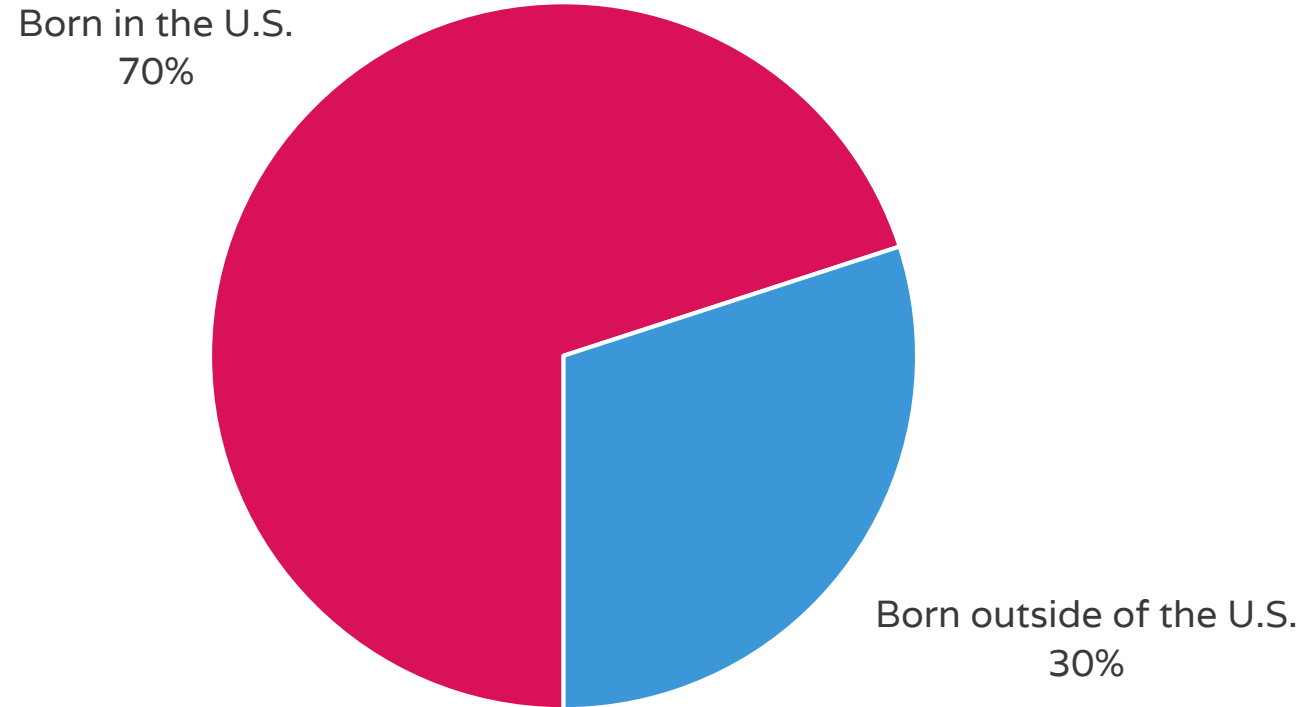
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The Latino Podcast Listener Report 2022

- 2,500+ online interviews of U.S. Hispanic/Latino adults age 18+
- Conducted in June 2022
- Data weighted to match age/sex/country origin of U.S. Hispanic/Latino population and Infinite Dial 2022 podcast listening statistics
- Survey offered in both English and Spanish
- Trended with the *Latino Podcast Listener Report* 2020 and 2021 editions

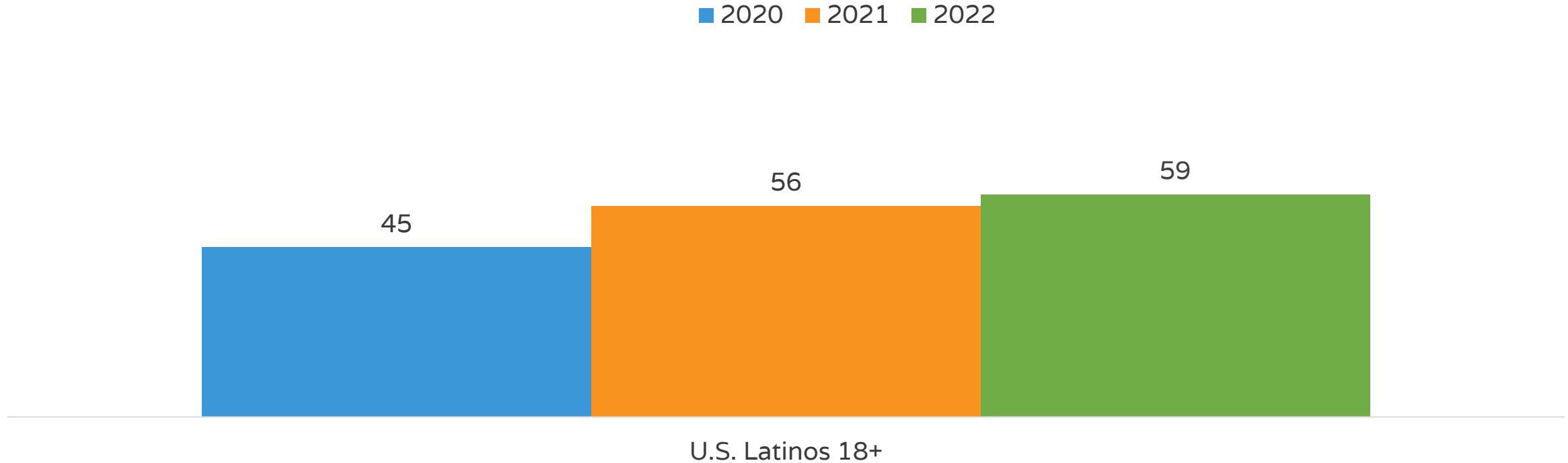
U.S. Latinos: Birthplace



Source: U.S. Census Bureau

Podcast Listening

% ever listened to a podcast



51%

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

(2021: 48%, 2020: 36%)

33%

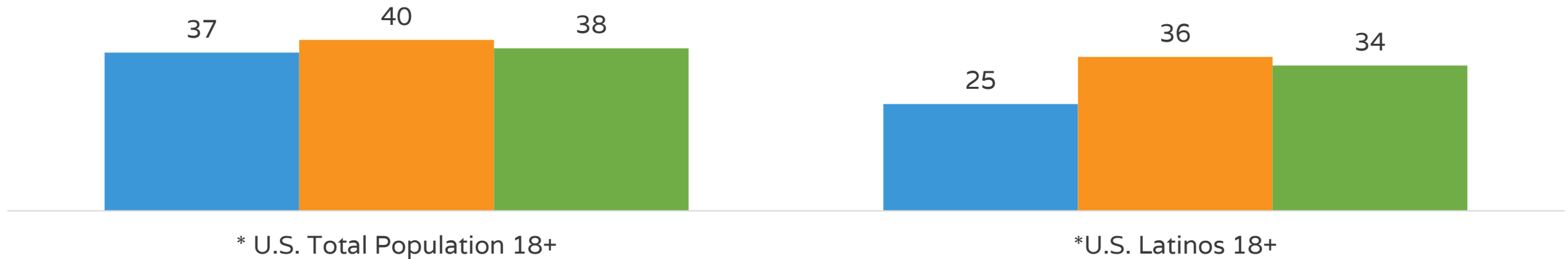
of U.S. Latinos have ever
listened to a podcast that
was mostly in Spanish

(2021: 33%, 2020: 24%)

Listened to a podcast in the last month:

% saying yes

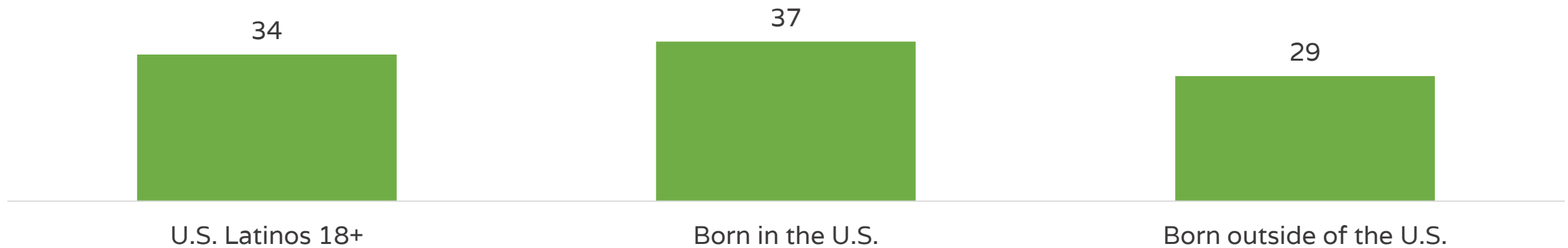
■ 2020 ■ 2021 ■ 2022

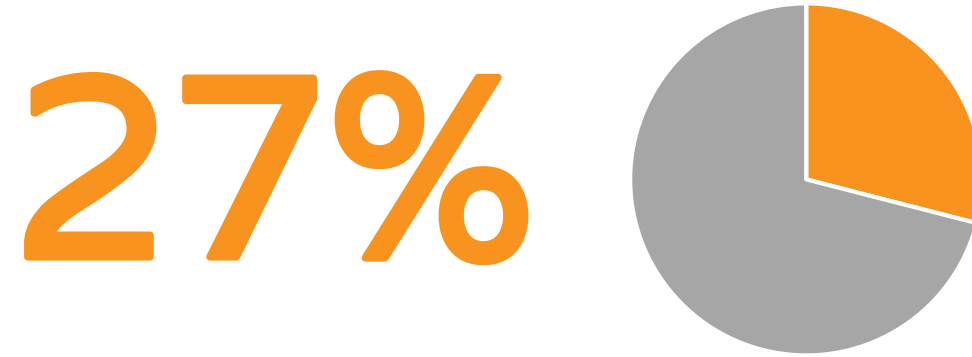


*Source: The Infinite Dial 2022

Listened to a podcast in the last month:

% saying yes





of U.S. Latinos report listening
to a podcast in the last week

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U.S. Latino Monthly Podcast Listeners
(34% of U.S. Latino adults; estimated 15 million people)



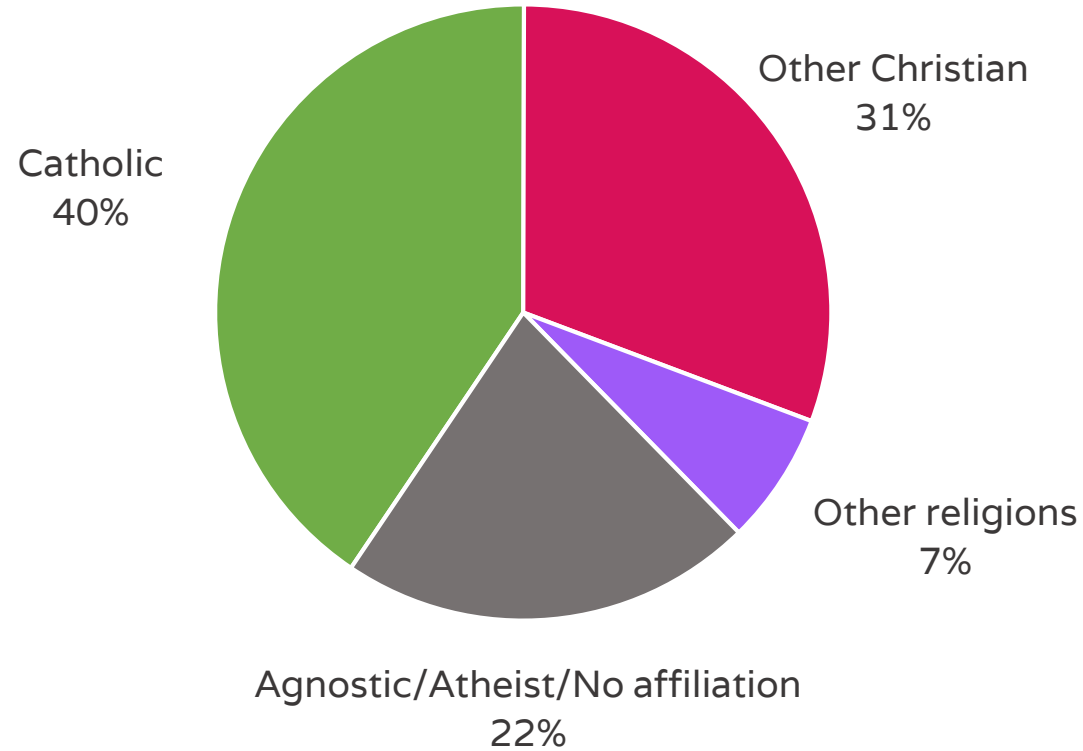
Gender of U.S. Latino monthly podcast listeners



Age of U.S. Latino monthly podcast listeners



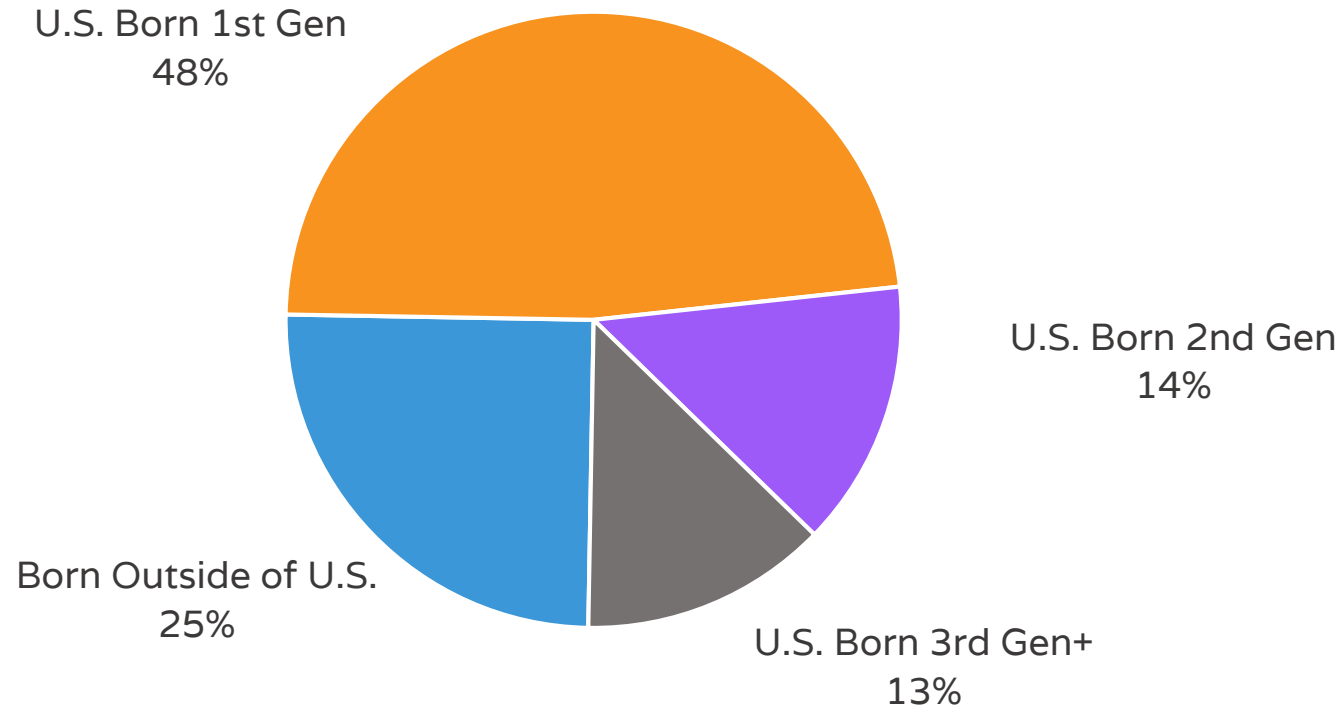
Religion of U.S. Latino monthly podcast listeners



Base: U.S. Latino Monthly Podcast Listeners

Generation of U.S. Latino monthly podcast listeners

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.



Base: U.S. Latino Monthly Podcast Listeners



17%

of U.S. Latino Monthly Podcast Listeners
identify as LGBTQ+

In 2021,

7%

of American adults identified as LGBTQ+

Source: Gallup

In 2021,

11%

of Latino adults identified as LGBTQ+

Source: Gallup

In 2018,

22%

of Latino millennials identified as LGBTQ+

Source: University of Chicago; GenFoward online survey

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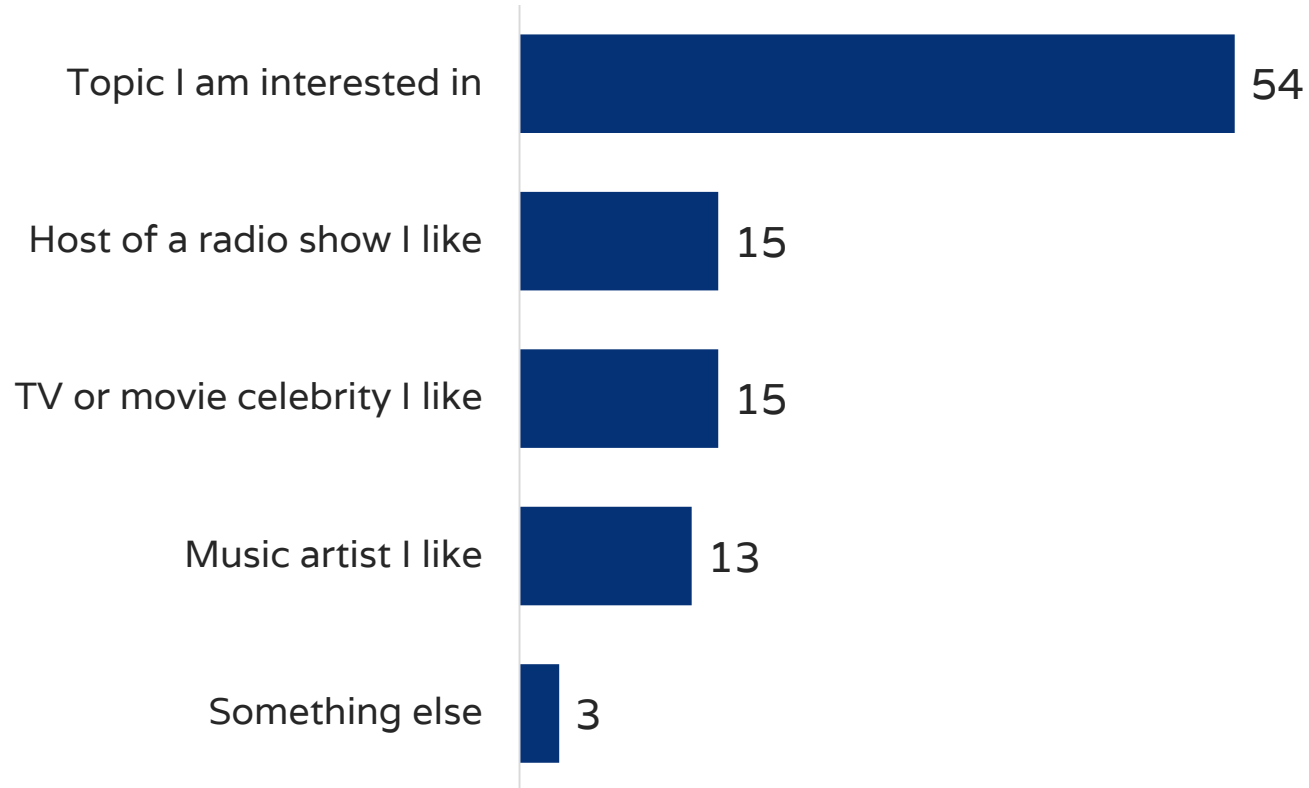


Podcast Listening



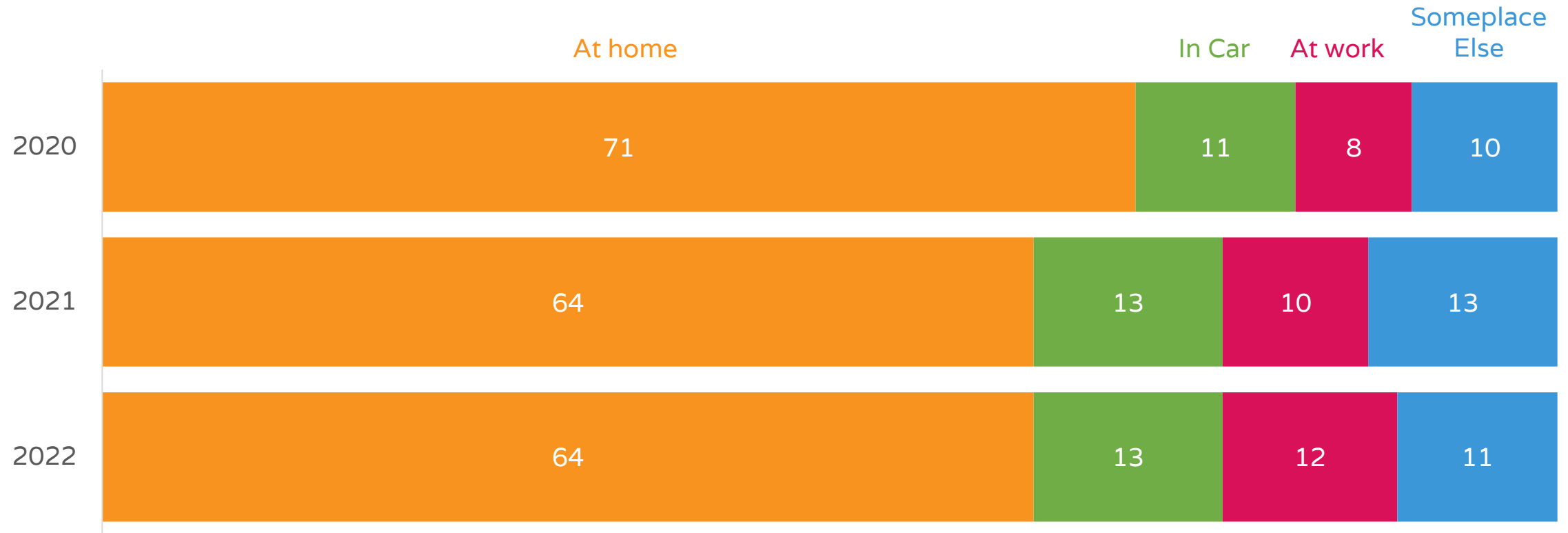
What attracted you to the first podcast you listened to?

% saying characteristic



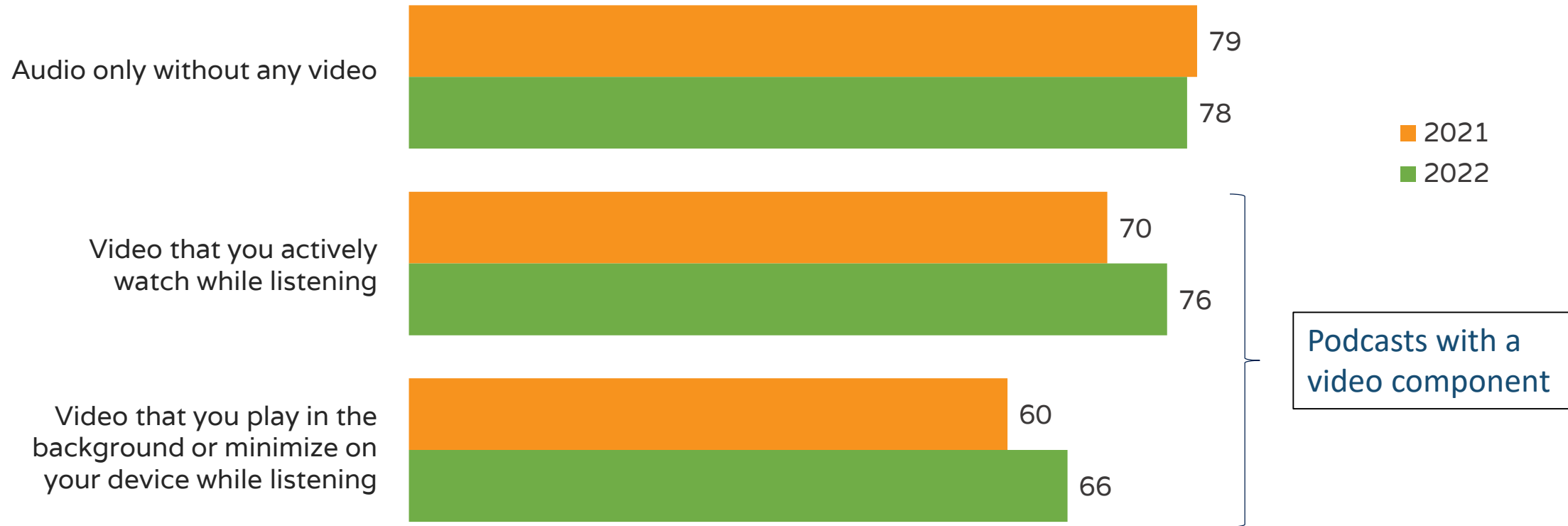
Base: U.S. Latino Monthly Podcast Listeners

Location where U.S. Latino monthly podcast listeners listen to podcasts most often



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

% saying yes



Base: U.S. Latino Monthly Podcast Listeners

78%

of U.S. Latino monthly podcast listeners ever listen to podcasts with a video component (2021: 77%)

8%

listen exclusively to podcasts with video that they actively watch while listening (2021: 8%)

Do you listen to podcasts that have video because...?

% saying yes

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Base: U.S. Latino Monthly Podcast Listeners who listen to podcasts with video

Do you listen to podcasts that have video because...?

% saying yes

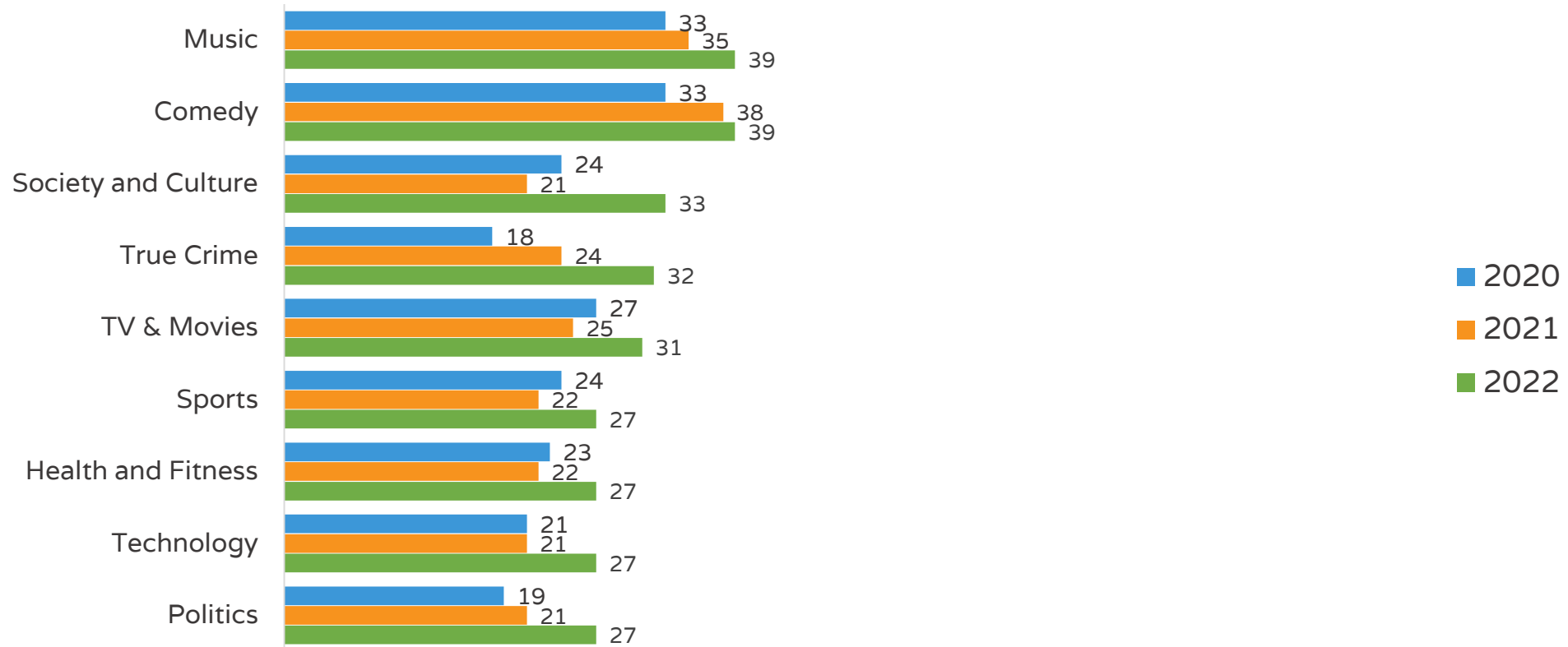


Base: U.S. Latino Monthly Podcast Listeners who listen to podcasts with video

Podcast topics U.S. Latino monthly podcast listeners ever listen to

% ever listen to topic on a podcast

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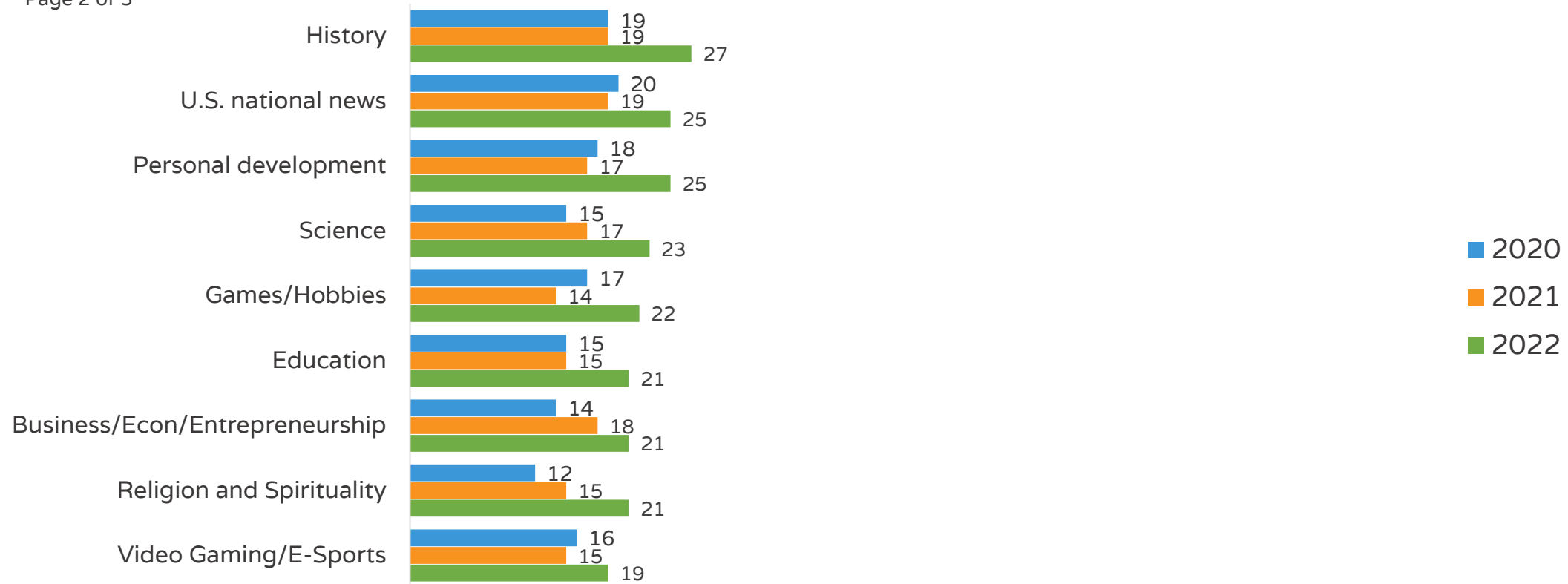


Base: U.S. Latino Monthly Podcast Listeners

Podcast topics U.S. Latino monthly podcast listeners ever listen to

% ever listen to topic on a podcast

Page 2 of 3

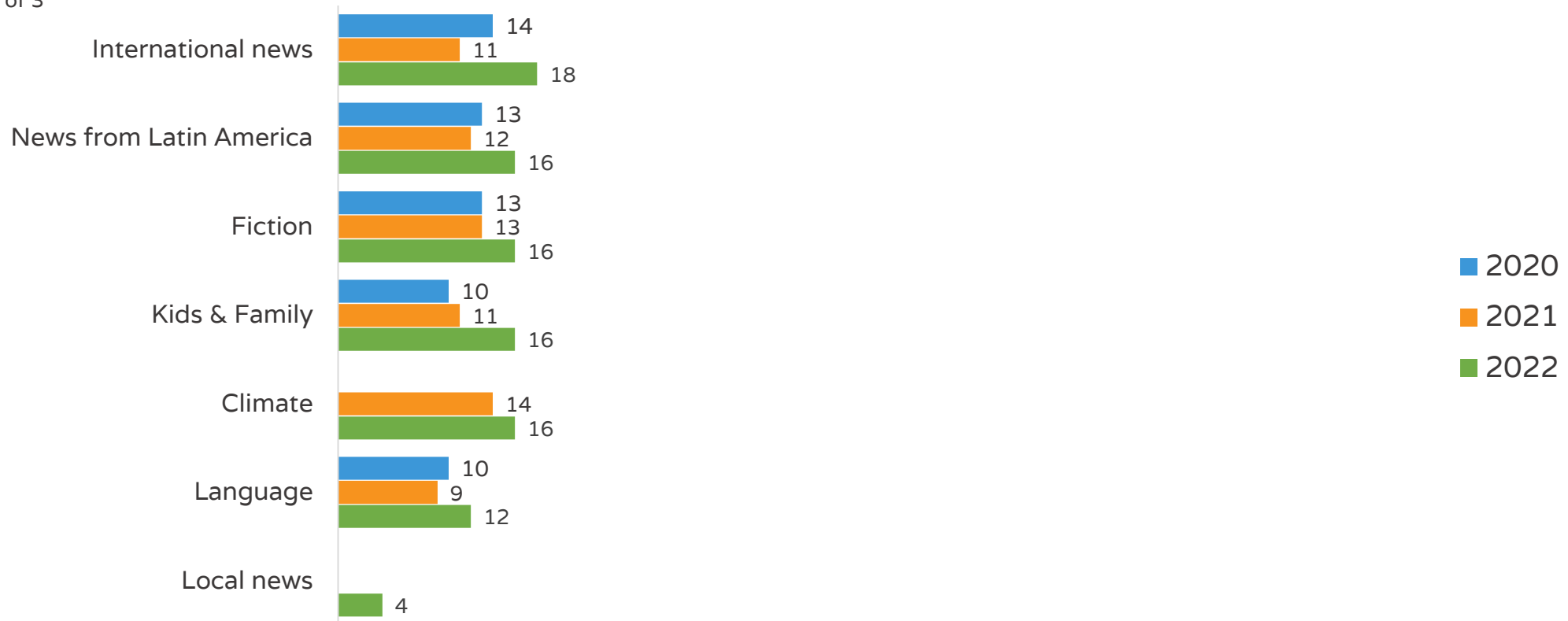


Base: U.S. Latino Monthly Podcast Listeners

Podcast topics U.S. Latino monthly podcast listeners ever listen to

% ever listen to topic on a podcast

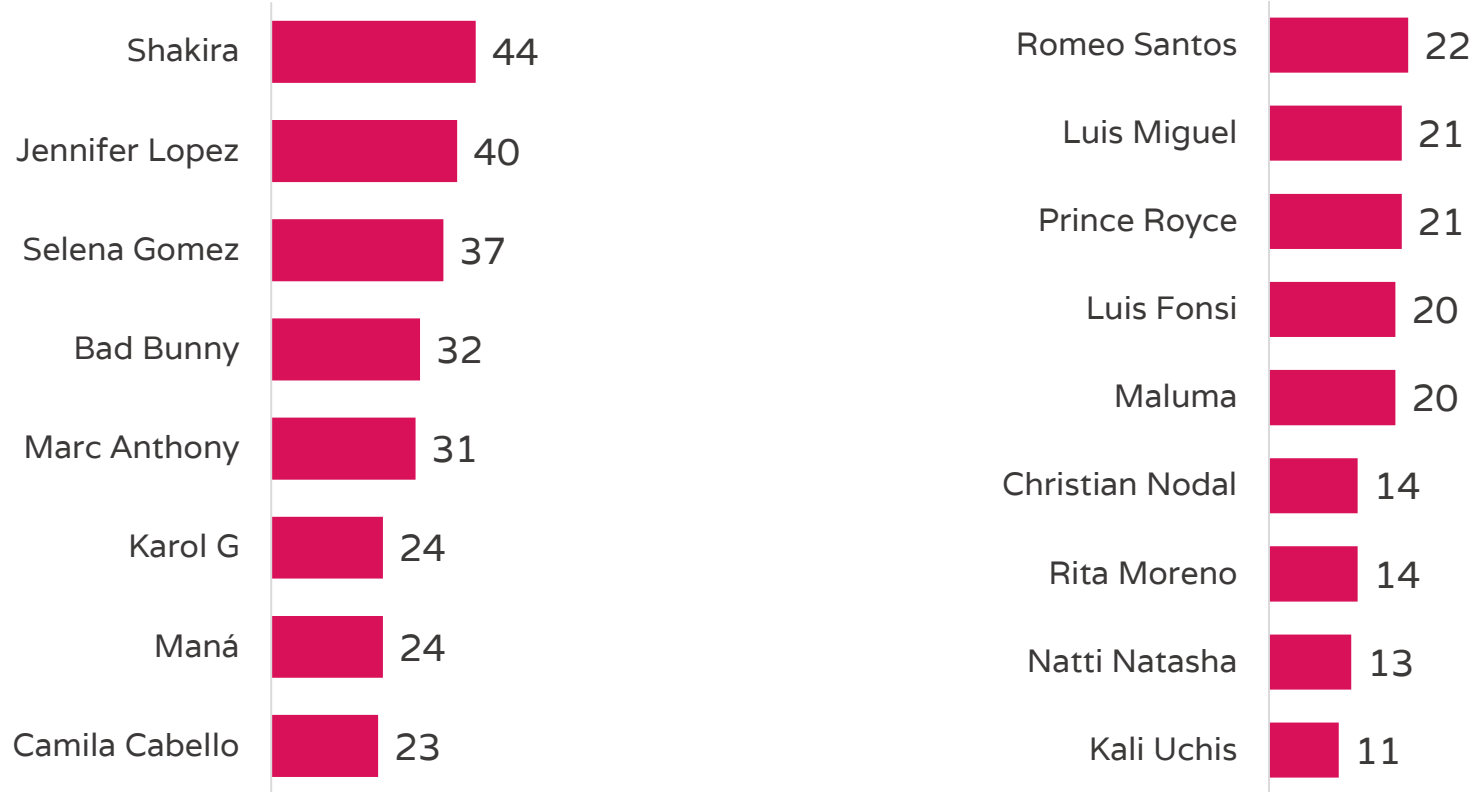
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Base: U.S. Latino Monthly Podcast Listeners

Which of the following music artists would you be interested listening to on a podcast if they hosted the podcast?

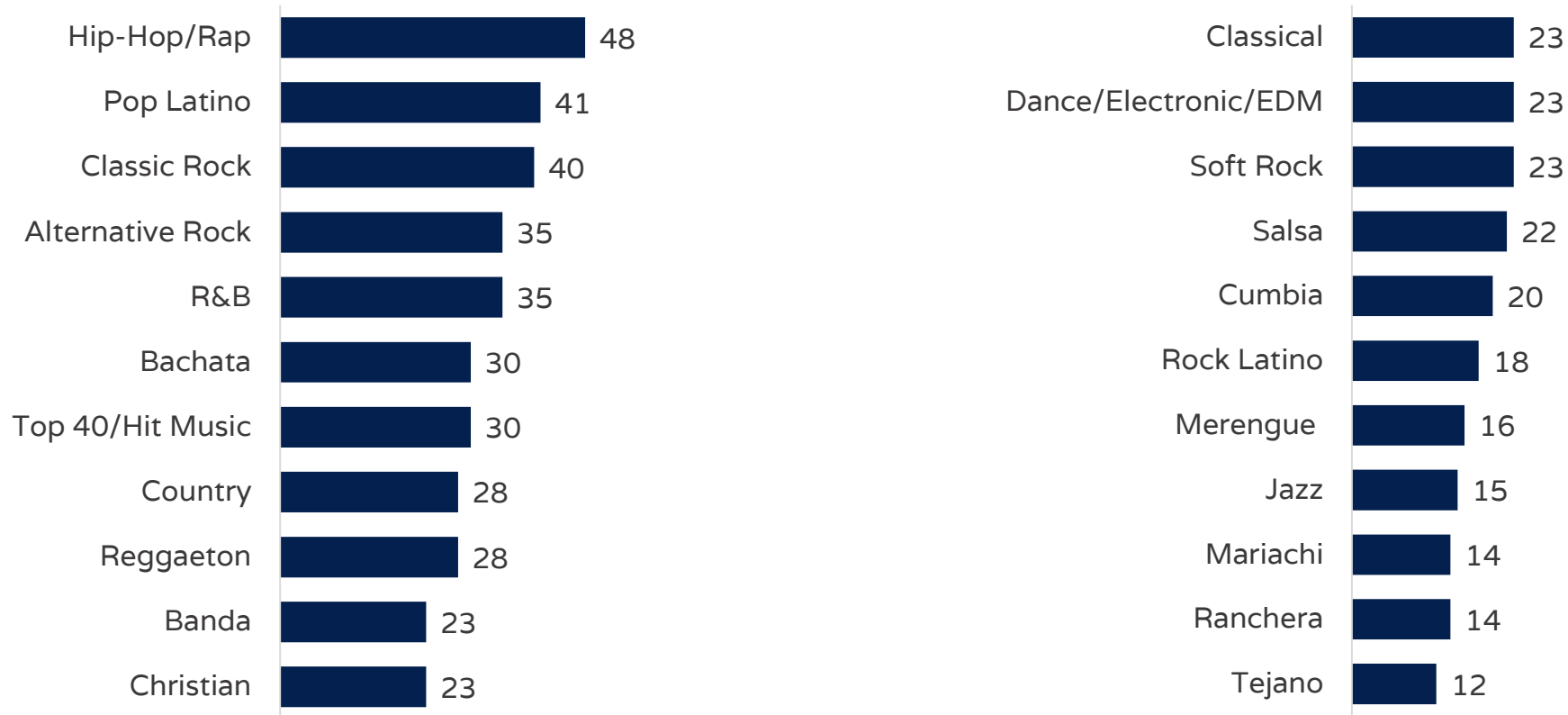
% saying artist



Base: U.S. Latino Monthly Podcast Listeners

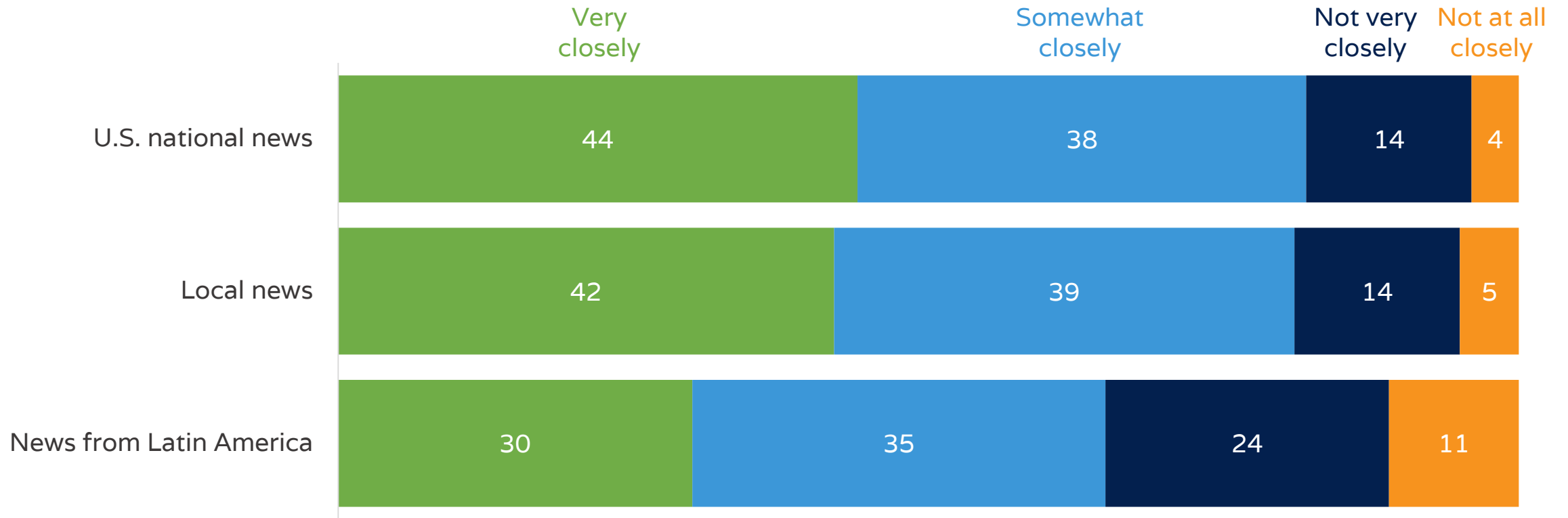
Which of the following types of music do you currently ever listen to?

% ever listen to genre



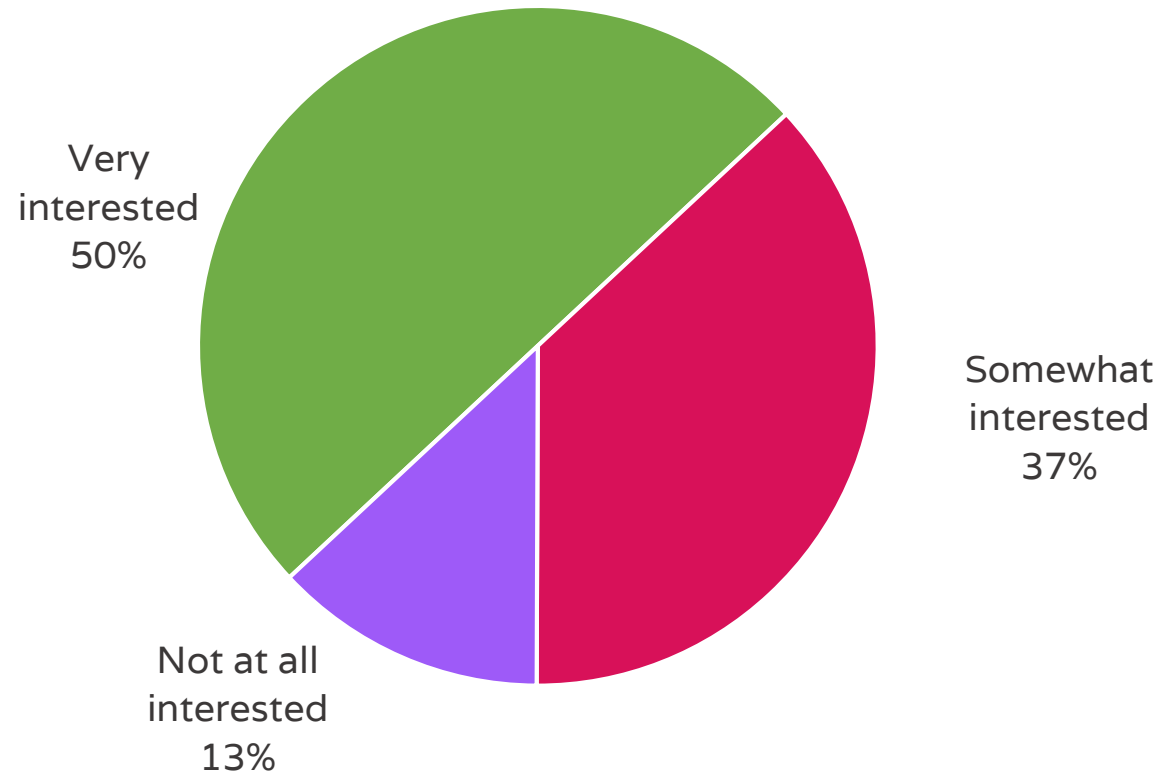
Base: U.S. Latino Monthly Podcast Listeners

How closely do you follow...?



Base: U.S. Latino Monthly Podcast Listeners

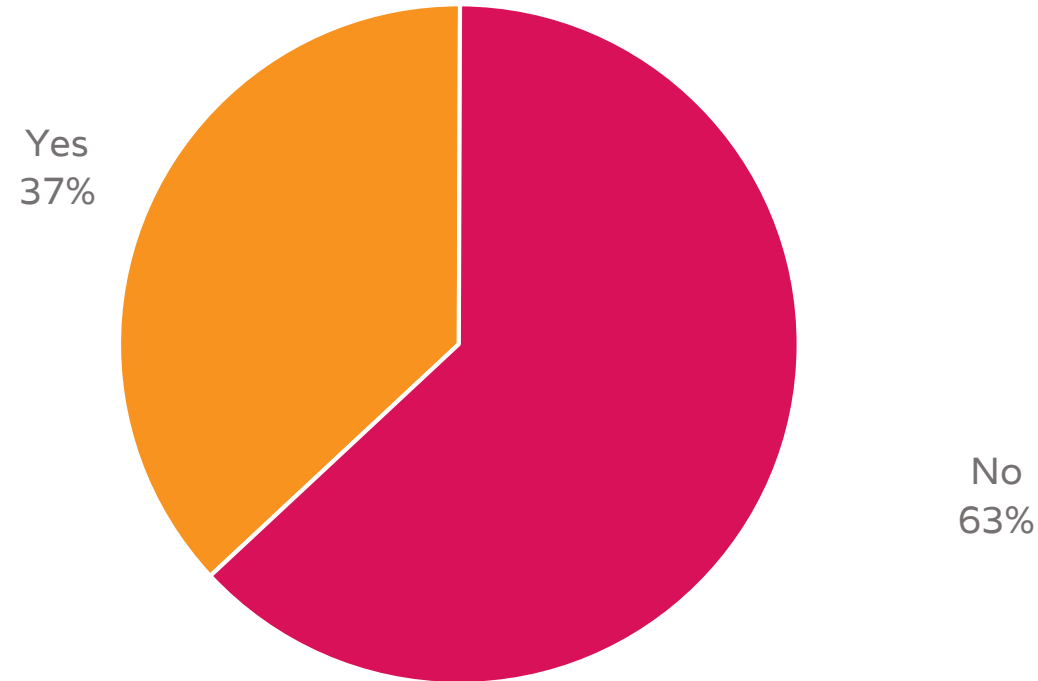
How interested are you in listening to **local news** podcasts that primarily include stories about and perspectives from Latinos?



Base: U.S. Latino Monthly Podcast Listeners

In the past year, have you directly paid or given money to any local news sources?

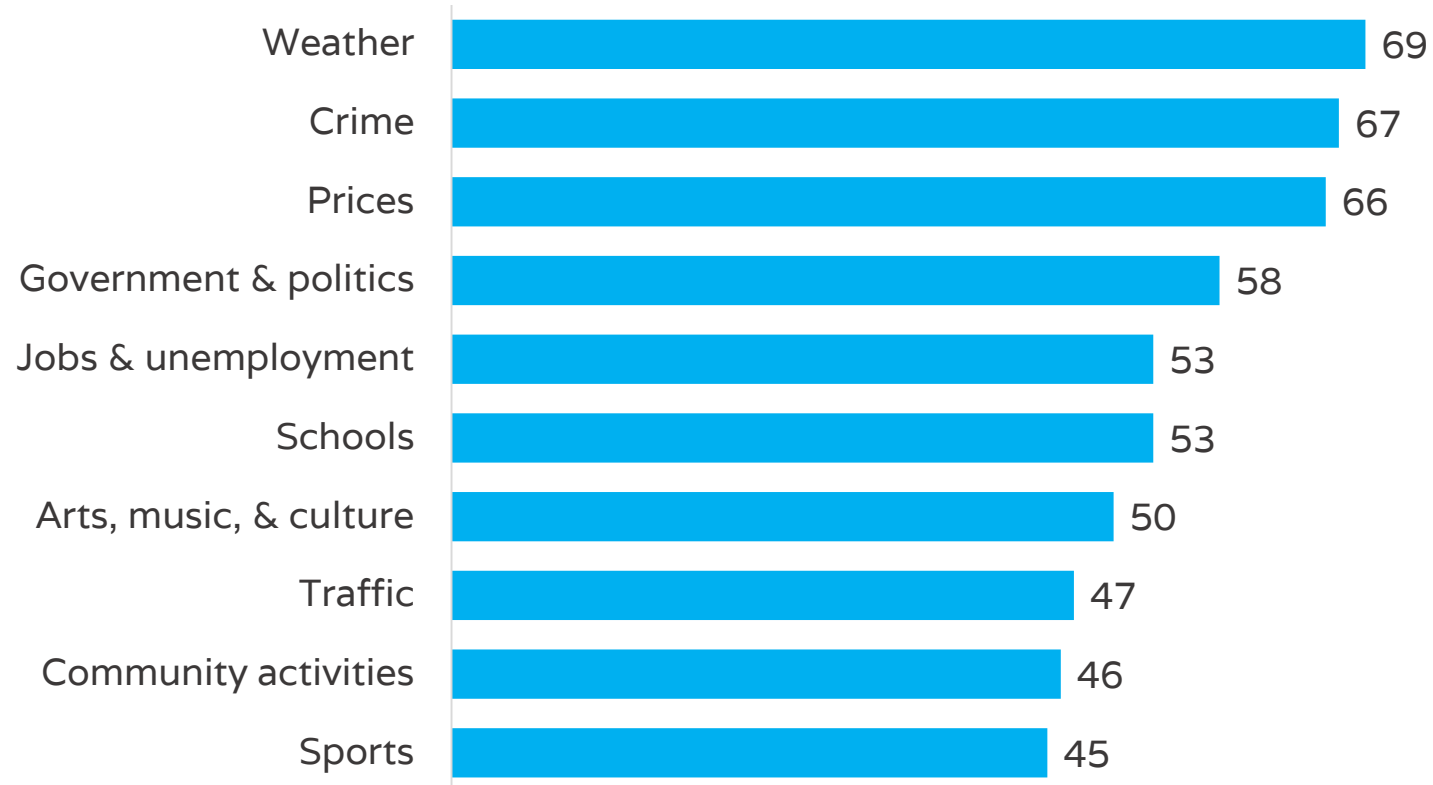
(Such as subscribing to an online local newspaper, donating to your local public radio station, etc.)



Base: U.S. Latino Monthly Podcast Listeners

How important is it for you to know about...?

% saying “very important” or “somewhat important”



Base: U.S. Latino Monthly Podcast Listeners

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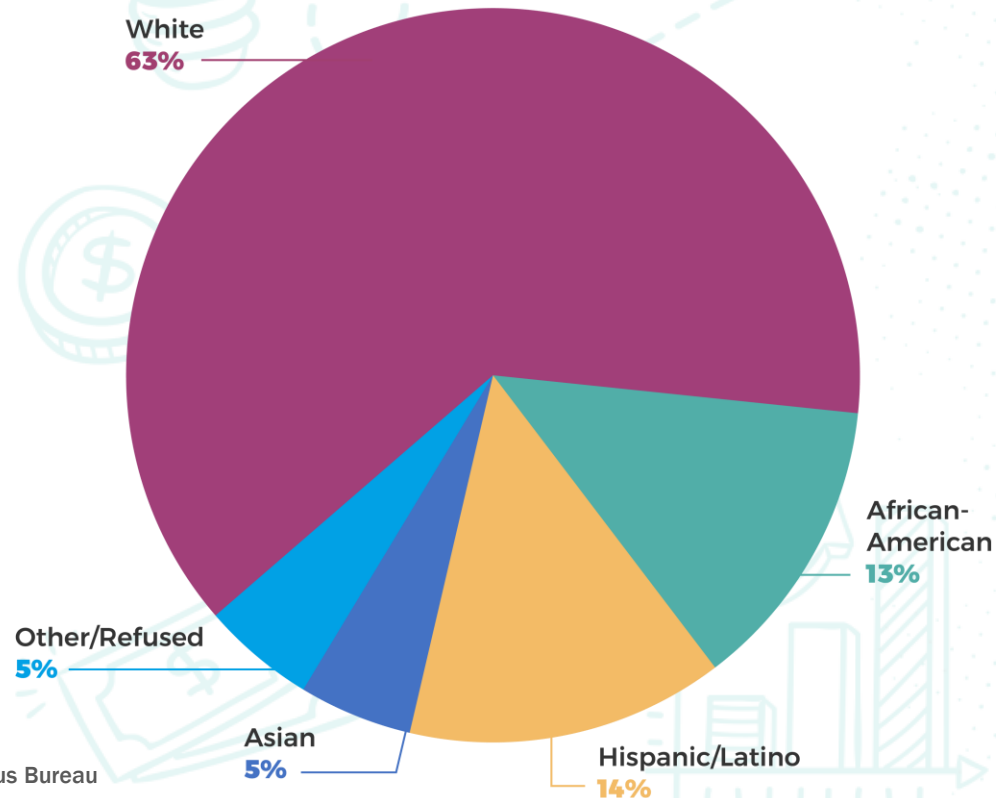


Latino Podcasts



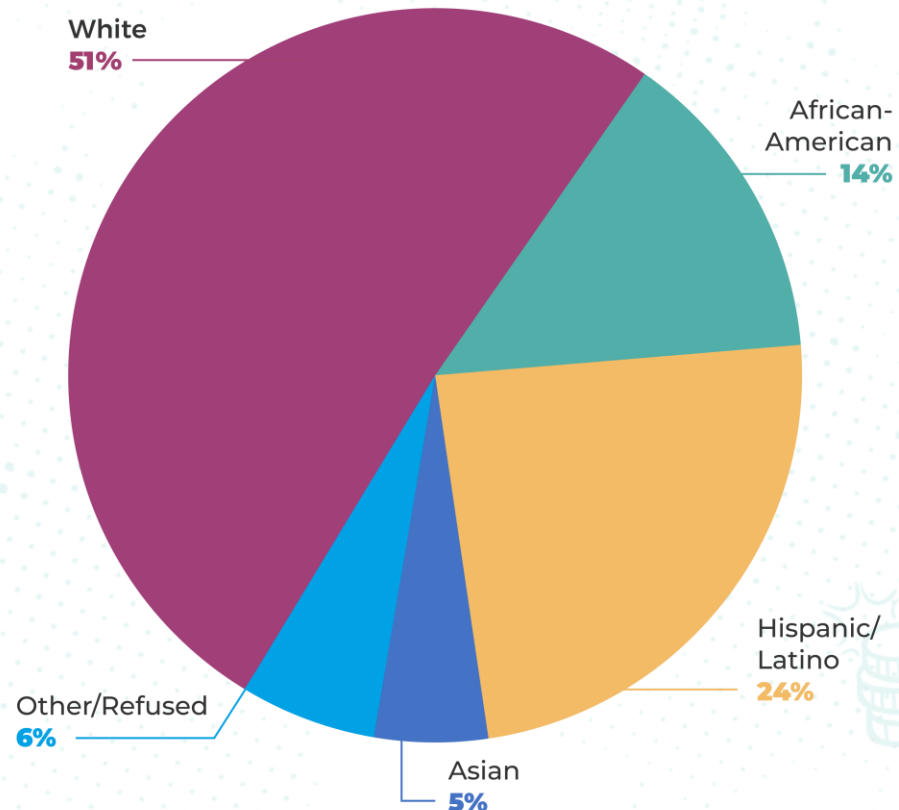
ETHNICITY

U.S. Population



Source: U.S. Census Bureau

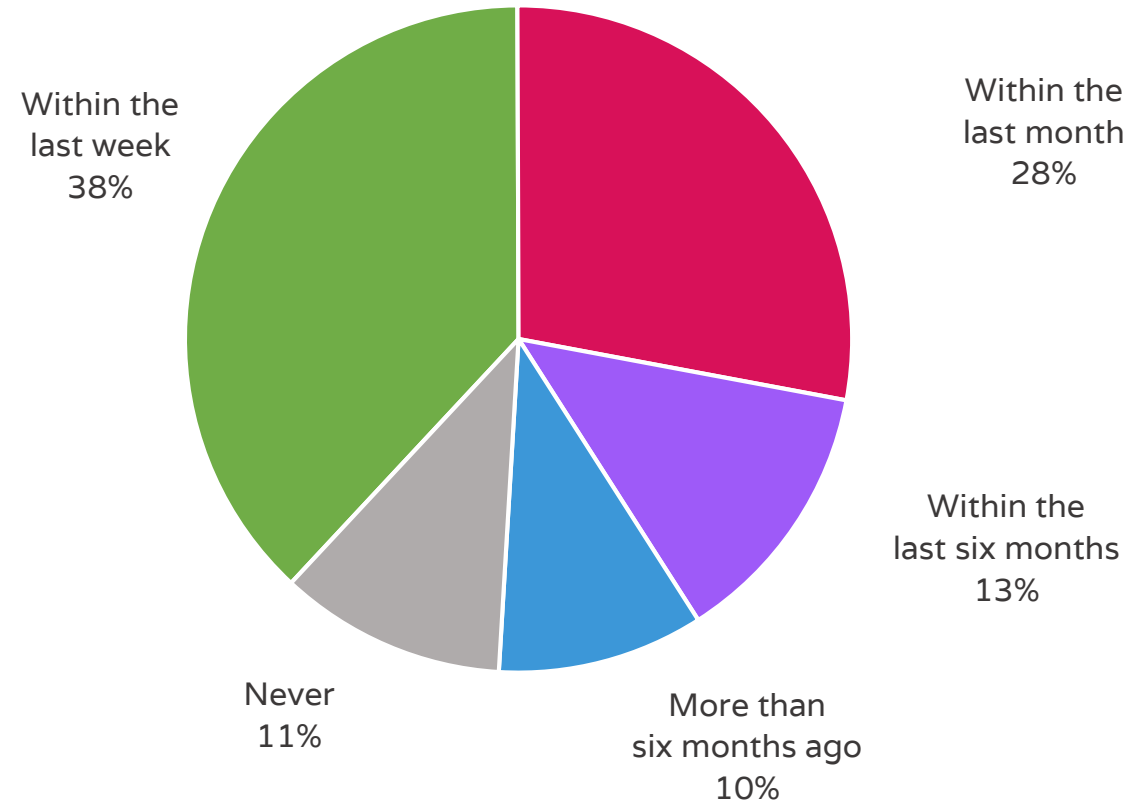
Podcast Creators



SPONSORED BY



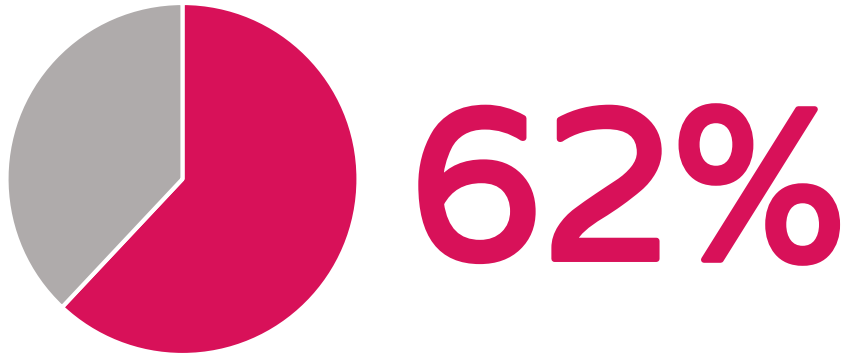
When did you most recently listen to a podcast that was hosted by Latinos?



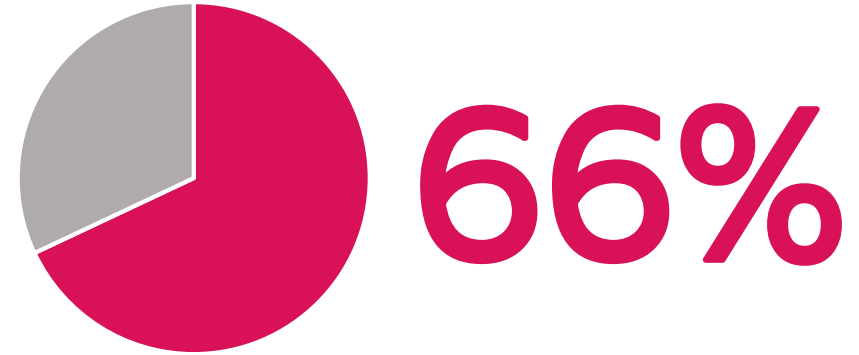
Base: U.S. Latino Monthly Podcast Listeners

Listened to a podcast hosted by Latinos in the **last month**

2021



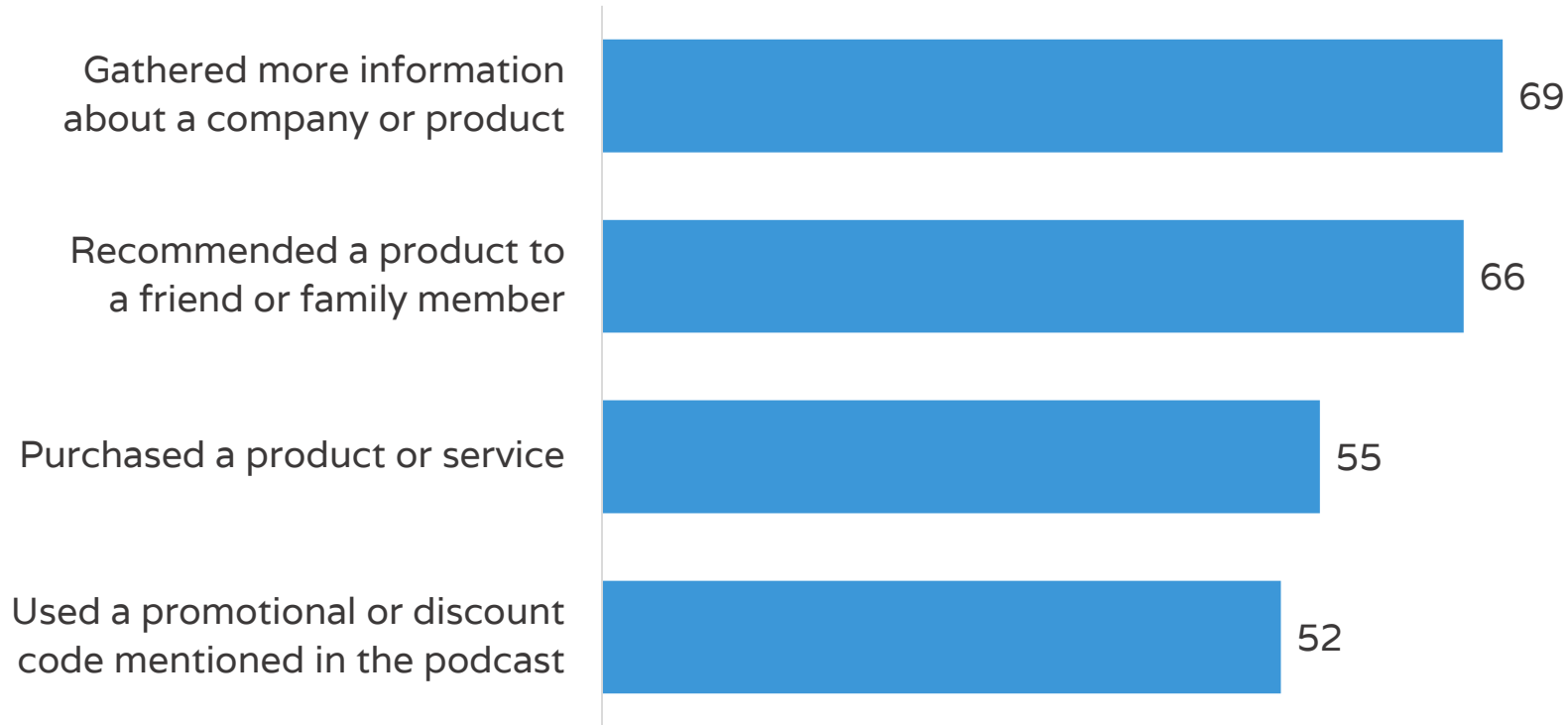
2022



Base: U.S. Latino Monthly Podcast Listeners

As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?

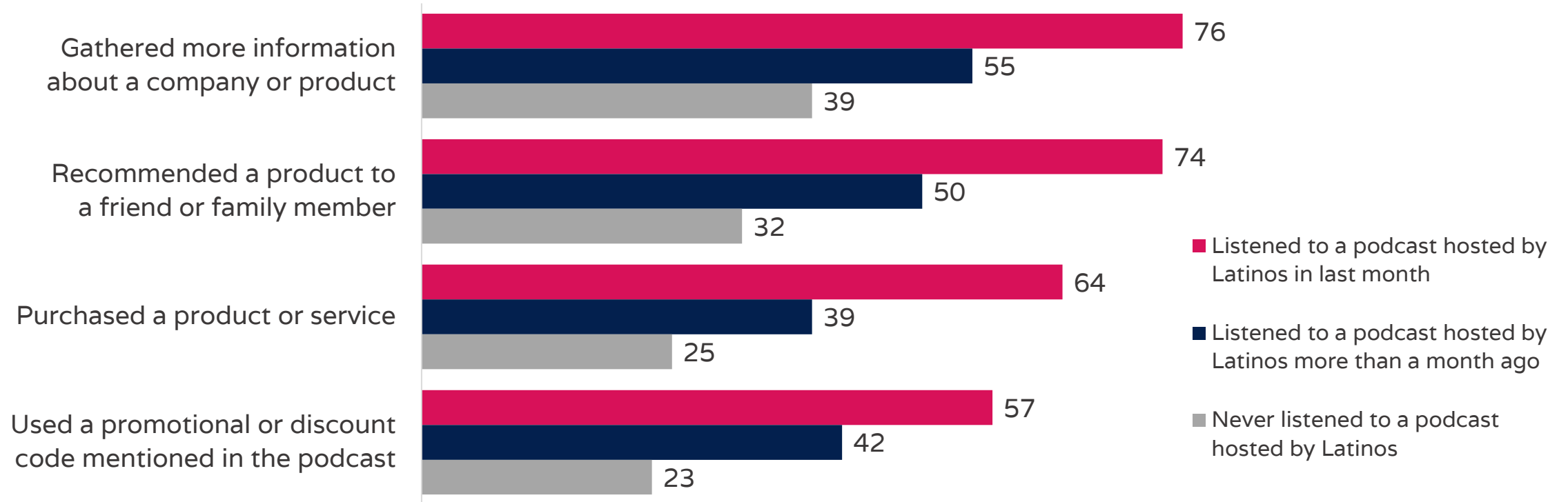
% saying yes



Base: U.S. Latino Monthly Podcast Listeners

As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?

% saying yes



Base: U.S. Latino Monthly Podcast Listeners

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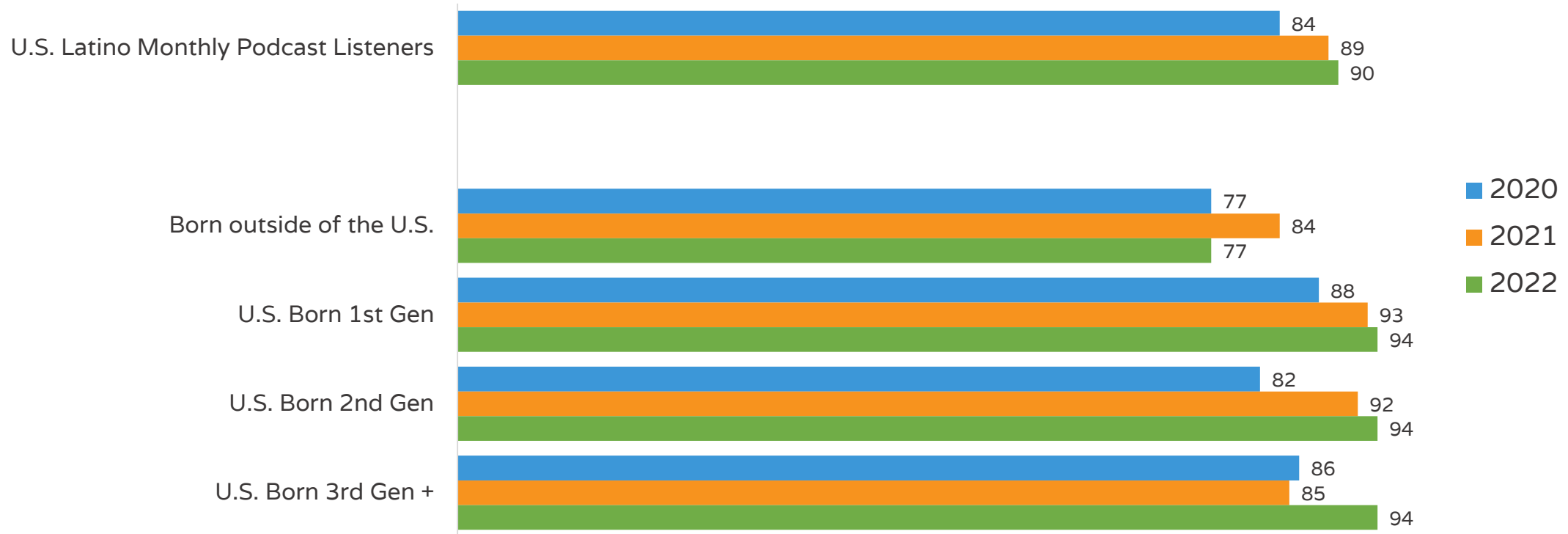


Spanish Podcast Listening



Have you ever listened to a podcast that was mostly in English?

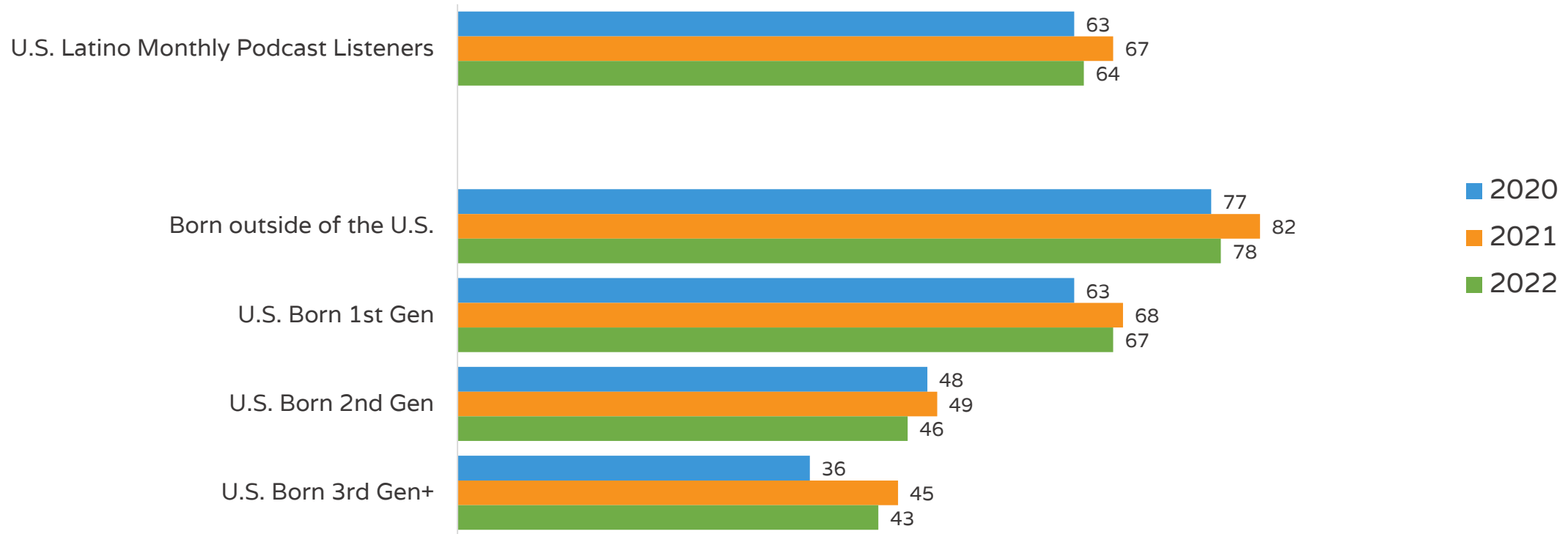
% saying yes



Base: U.S. Latino Monthly Podcast Listeners

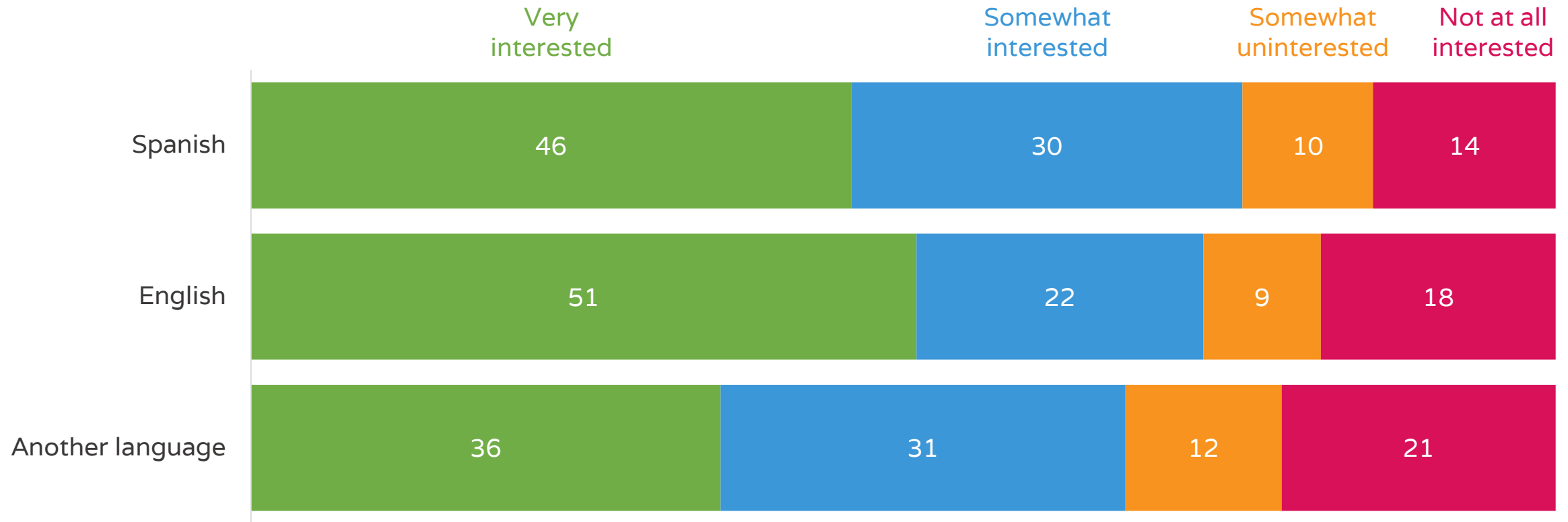
Have you ever listened to a podcast that was mostly in Spanish?

% saying yes



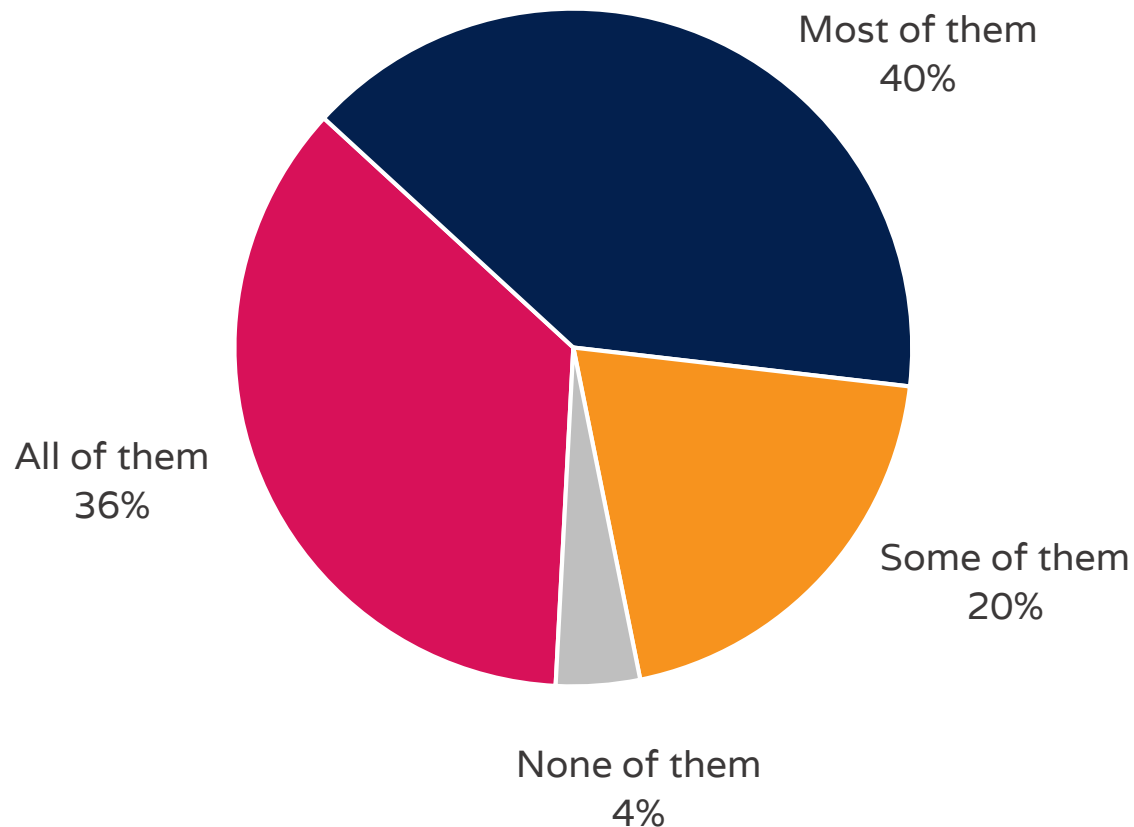
Base: U.S. Latino Monthly Podcast Listeners

How interested would you be in listening to podcasts made specifically to help you learn or improve your...?



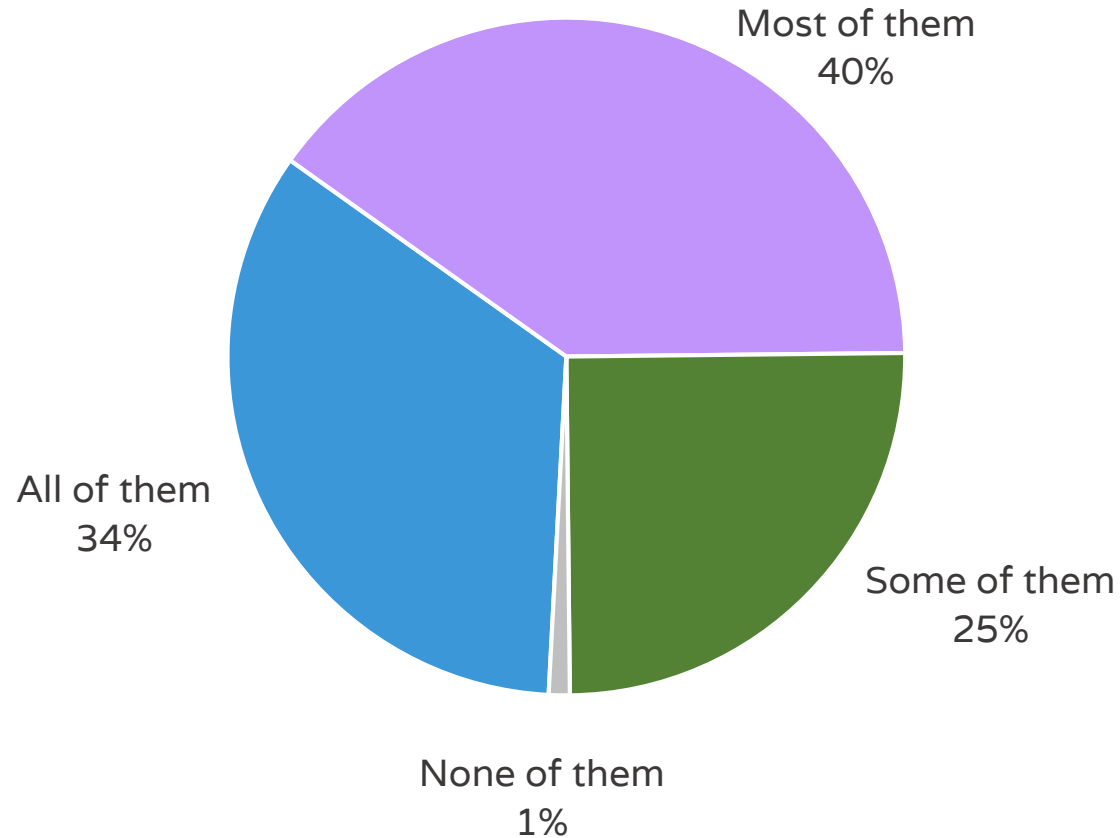
Base: U.S. Latino Monthly Podcast Listeners

Thinking about all of the Spanish-language podcasts that you listen to, how many of them have advertisements?



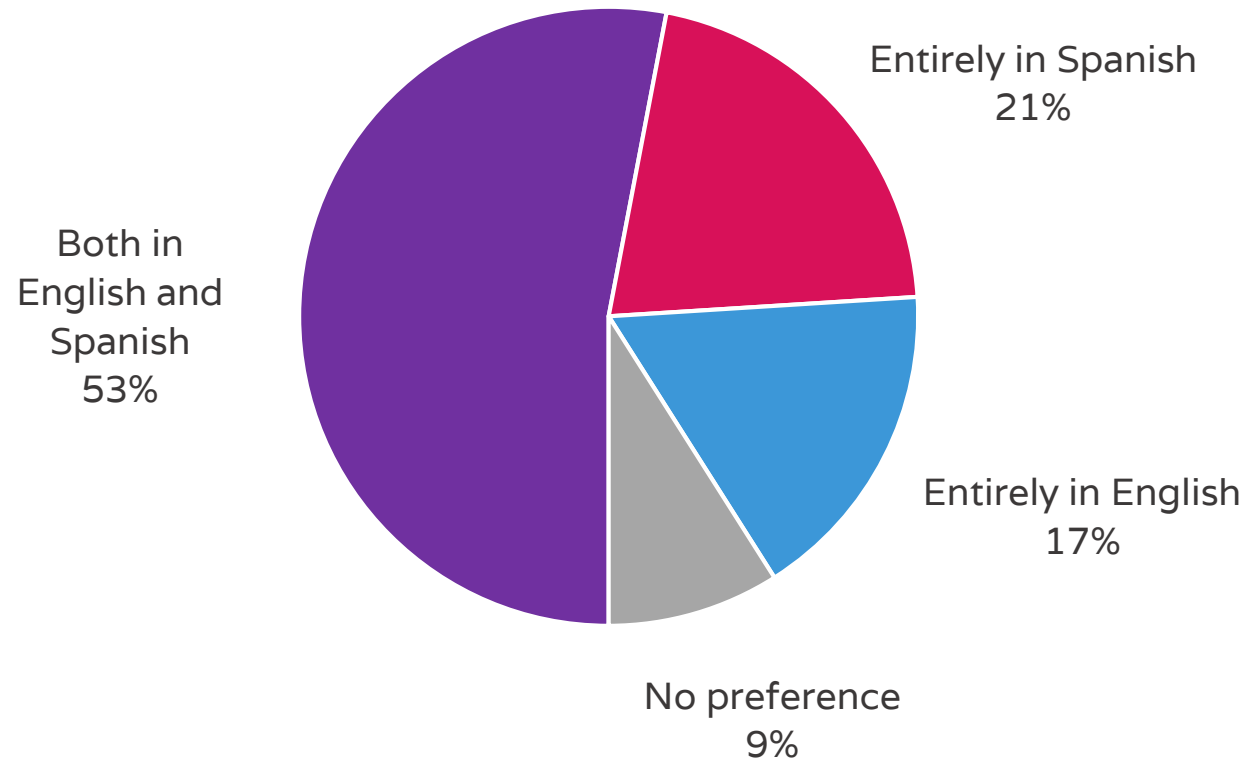
Base: U.S. Latino Monthly Podcast Listeners who have ever listened to a Spanish-language podcast

How many advertisements that you hear on Spanish-language podcasts are in Spanish?



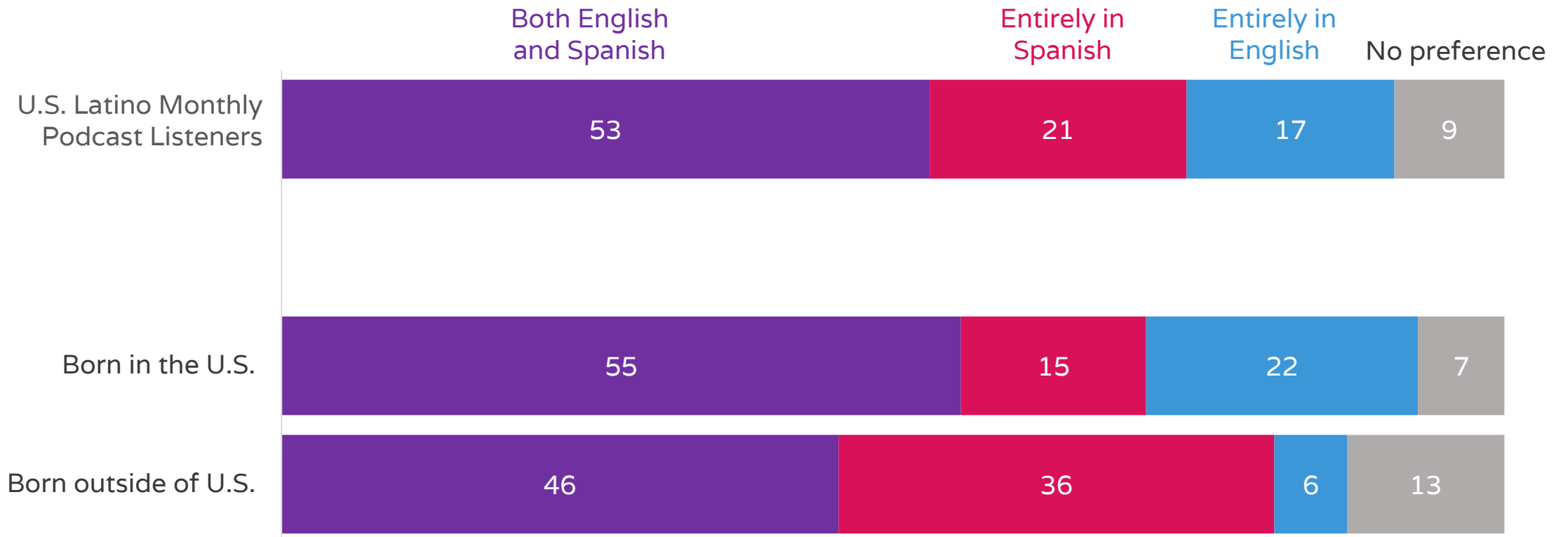
Base: U.S. Latino Monthly Podcast Listeners who have ever listened to Spanish-language podcasts with ads

How do you prefer to listen to advertisements on Spanish-language podcasts?



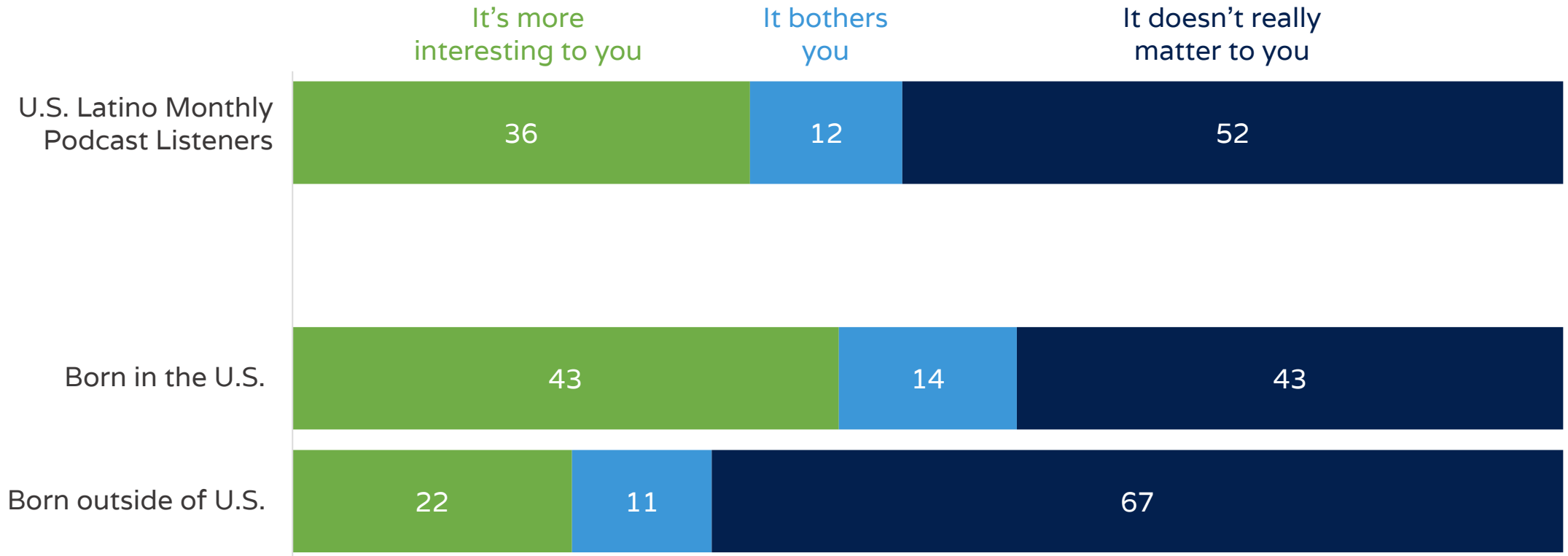
Base: U.S. Latino Monthly Podcast Listeners who have ever listened to Spanish-language podcasts with ads

How do you prefer to listen to advertisements on Spanish-language podcasts?



Base: U.S. Latino Monthly Podcast Listeners who have ever listened to Spanish-language podcasts with ads

How do you usually feel when you hear **English** advertisements on Spanish-language podcasts?



Base: U.S. Latino Monthly Podcast Listeners who have ever listened to a Spanish-language podcast with English ads

Takeaways

Spanish podcast promotion can be better

The Latino podcast audience is maturing

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