Hit Play, Boomer!
Podcasting’s Age 55+ Opportunity
Today there are about 99 million Americans age 55 and older

They represent 30% of the total population
Who are the Baby Boomers?

Baby Boomers were born between the years of 1946 and 1964, and today are between the ages of 59 and 77.

For the purposes of this presentation, when we say ‘Boomers’ we are showing the data for all respondents age 55 and older, of which the Baby Boomers are the overwhelming majority.
The 55+ Podcasting Opportunity
The 55+ Podcasting Opportunity

Boomers...

- ...are not currently listening in big numbers
- ...have the time to listen
- ...have the tools to listen
- ...like spoken word content
- ...are an attractive target to many advertisers, and a massive prospect audience for direct support
What are Boomers Listening to Now?
On average, Americans age 55+ spend **3 hours and 39 minutes** per day listening to audio

Edison Research Share of Ear®
Share of Time Spent Listening to Audio Sources among the U.S. 55+ Population

*AM/FM Radio includes over the air and streams

- AM/FM Radio: 56%
- SiriusXM: 11%
- Streaming Audio: 10%
- Owned Music: 9%
- YouTube: 5%
- Podcasts: 4%
- Other: 6%

Edison Research Share of Ear® 2022
Boomers listen to way more radio than do their children and grandchildren.

% of total audio time spent listening to AM/FM Radio

- Age 55+: 56
- Age 13-54: 30

Includes over the air and streams

Edison Research Share of Ear® 2022
More than half of Boomers listen to online audio

% listened to online audio in the last month

Age 55+ 53
Age 12-54 87

Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Hit Play, Boomer!

Boomers are adopting online audio

% listened to online audio in the last month

- **Age 12-54**
  - 2018: 78
  - 2019: 79
  - 2020: 82
  - 2021: 80
  - 2022: 85
  - 2023: 87

- **Age 55+**
  - 2018: 33
  - 2019: 40
  - 2020: 42
  - 2021: 46
  - 2022: 52
  - 2023: 53

- **45-point gap**
- **34-point gap**

Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Nearly two-thirds of Boomers’ audio is consumed at home

% of total audio time spent listening to audio by location

- Home: 63%
- Car/Truck: 27%
- Work: 7%
- Other: 3%

Edison Research Share of Ear® 2022
The share of time the U.S. 55+ population spends listening to audio at home is higher than other generations.

% of total audio time spent listening to audio by location

<table>
<thead>
<tr>
<th>Age</th>
<th>Home</th>
<th>Elsewhere</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 55+</td>
<td>63</td>
<td>37</td>
</tr>
<tr>
<td>Age 13-54</td>
<td>58</td>
<td>42</td>
</tr>
</tbody>
</table>

Home is the top listening location for podcasts.
Audio Listening Time among age 55+ at Home

% of total audio time spent listening to audio at Home

- AM/FM Radio: 52%
- Podcasts: 5%
- Others: 43%

AM/FM Radio includes over the air and streams
Audio Listening Time in a Car/Truck among the U.S. 55+ Population

- AM/FM Radio: 67%
- SiriusXM Radio: 23%
- Podcasts: 1%
- Others: 9%

Edison Research Share of Ear® 2022
Audio Source Used Most Often in Car

**Age 55+**
- AM/FM Radio: 63%
- SiriusXM: 4%
- CDs: 18%
- Other: 8%

**Age 18-54**
- AM/FM Radio: 30%
- Owned Digital Music: 26%
- Online Audio: 17%
- Podcasts: 12%

Base: U.S. Age 18+, has driven/ridden in a car in last month, and use any audio source in car

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Can they listen to podcasts if they want to?
Smartphone Ownership

% owning a smartphone

Age 55+

78

Age 12-54

97

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Audio Listening Time on a Mobile Device

% of total audio time spent listening to audio on a mobile device

- Age 55+: 15%
- Age 13-54: 43%

Edison Research Share of Ear®
Smart TV Ownership

% owning a Smart TV

Age 55+ 62
Age 12-54 68

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
% owning a smart speaker

Age 55+: 26
Age 12-54: 40

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Boomers have the tools to listen to podcasts but the education process needs to continue.
Boomers like spoken word content
Audio Listening Time by Content Type

<table>
<thead>
<tr>
<th>Age</th>
<th>Music</th>
<th>Spoken Word</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>71</td>
<td>29</td>
</tr>
<tr>
<td>13-54</td>
<td>76</td>
<td>24</td>
</tr>
</tbody>
</table>
Audio Listening Time by Content Type among the U.S. 55+ Population

- **Music**: 71%
- **News/Information**: 12%
- **Personalities/Talk Shows**: 11%
- **Sports**: 4%
- **Audiobooks**: 2%

Edison Research Share of Ear®
Podcasts
Podcast Familiarity among the U.S. 55+ Population

% familiar with the term “podcasting”

- 2018: 48%
- 2019: 55%
- 2020: 61%
- 2021: 67%
- 2022: 69%
- 2023: 70%

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
% familiar with the term “podcasting”

- Age 55+: 70%
- Age 12-54: 90%

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
% ever listened to a podcast

Age 55+
42

Age 12-54
76

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
% ever listened to a podcast

60% of those aware
Age 55+

76
84% of those aware
Age 12-54

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Hit Play, Boomer! Podcast Listening

% ever listened to a podcast

2018 2019 2020 2021 2022 2023

Age 12-54

- 2018: 54
- 2019: 59
- 2020: 64
- 2021: 66
- 2022: 71
- 2023: 76

Age 55+

- 2018: 26
- 2019: 33
- 2020: 35
- 2021: 38
- 2022: 43
- 2023: 42

34-point gap

28-point gap

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Monthly Podcast Listening among U.S. 55+ Population

% listened to a podcast in the last month

- 2018: 13%
- 2019: 17%
- 2020: 22%
- 2021: 26%
- 2022: 22%
- 2023: 21%

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
% listened to a podcast in the last month

Age 55+
21

Age 12-54
53

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Monthly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST MONTH

Estimated
120 Million

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
% listened to a podcast in the last month

Age 55+
21

Age 12-54
53

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
% listened to a podcast in the last month

- Age 55+: 21%
- Age 35-54: 51%
- Age 12-34: 55%

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Monthly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST MONTH

Estimated
120 Million

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Hit Play. Boomer!

If 55+ listened to podcasts as much as those younger do...

Potential for Monthly Podcast Listening
TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN LAST MONTH

Estimated potential
152 Million

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Podcast Genre Comparison by Age

% currently ever listen to podcast genre

- News: 69% (Age 55+), 23% (Age 13-54)
- Society & Culture: 22% (Age 55+), 20% (Age 13-54)
- True Crime: 28% (Age 55+), 15% (Age 13-54)
- Comedy: 54% (Age 55+), 13% (Age 13-54)
- Sports: 12% (Age 55+), 15% (Age 13-54)
- Business: 10% (Age 55+), 8% (Age 13-54)
- History: 8% (Age 55+), 6% (Age 13-54)
- Religion & Spirituality: 8% (Age 55+), 2% (Age 13-54)
- Science: 7% (Age 55+), 5% (Age 13-54)

Base: Listened to a podcast in the last week

Edison Podcast Metrics
<table>
<thead>
<tr>
<th>Rank</th>
<th>Podcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Joe Rogan Experience</td>
</tr>
<tr>
<td>2</td>
<td>The Daily</td>
</tr>
<tr>
<td>3</td>
<td>The Dan Bongino Show</td>
</tr>
<tr>
<td>4</td>
<td>Wait Wait…Don’t Tell Me!</td>
</tr>
<tr>
<td>5</td>
<td>The Ben Shapiro Show</td>
</tr>
<tr>
<td>6</td>
<td>This American Life</td>
</tr>
<tr>
<td>7</td>
<td>Crime Junkie</td>
</tr>
<tr>
<td>8</td>
<td>Fresh Air</td>
</tr>
<tr>
<td>9</td>
<td>Stuff You Should Know</td>
</tr>
<tr>
<td>10</td>
<td>Dateline NBC</td>
</tr>
</tbody>
</table>

Base: Listened to a podcast in the last week
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<tbody>
<tr>
<td>1</td>
<td>The Al Franken Podcast</td>
</tr>
<tr>
<td>2</td>
<td>Bill O’Reilly’s No Spin News and Analysis</td>
</tr>
<tr>
<td>3</td>
<td>Mobituaries with Mo Rocca</td>
</tr>
<tr>
<td>4</td>
<td>Tucker Carlson Tonight</td>
</tr>
<tr>
<td>5</td>
<td>The Best of Car Talk</td>
</tr>
<tr>
<td>6</td>
<td>The Rachel Maddow Show</td>
</tr>
<tr>
<td>7</td>
<td>Rush Limbaugh – Timeless Wisdom</td>
</tr>
<tr>
<td>8</td>
<td>Science Friday</td>
</tr>
<tr>
<td>9</td>
<td>The Megyn Kelly Show</td>
</tr>
<tr>
<td>10</td>
<td>The Dan Bongino Show</td>
</tr>
</tbody>
</table>

Base: Listened to a podcast in the last week, among the 300 biggest shows.
How to reach Boomers on Social Media
Social Media Usage

% currently ever use social media

- Age 55+: 65%
- Age 12-54: 90%

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
### Social Media Brand Usage among U.S. 55+ Population

<table>
<thead>
<tr>
<th>Social Media Brand</th>
<th>% Currently Ever Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>56</td>
</tr>
<tr>
<td>Pinterest</td>
<td>21</td>
</tr>
<tr>
<td>Instagram</td>
<td>16</td>
</tr>
<tr>
<td>Twitter</td>
<td>15</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>14</td>
</tr>
<tr>
<td>TikTok</td>
<td>9</td>
</tr>
<tr>
<td>Snapchat</td>
<td>5</td>
</tr>
<tr>
<td>Discord</td>
<td>2</td>
</tr>
<tr>
<td>Truth Social</td>
<td>2</td>
</tr>
<tr>
<td>Mastodon</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>
Social Media Brands Used Most Often

<table>
<thead>
<tr>
<th></th>
<th>Age 12-54</th>
<th></th>
<th></th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>facebook</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>35</td>
<td>23</td>
<td>17</td>
<td>25</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Age 55+</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>facebook</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>74</td>
<td>6</td>
<td>4</td>
<td>16</td>
</tr>
</tbody>
</table>

Base: Use social media

Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19
Podcasting remains either above the ‘sales funnel’ or just on the first level (awareness) for a majority of those 55 and older.

Podcasters and those in charge of marketing podcasts need to understand that this group still needs education on what a podcast is and how to listen.
Recognize that the education process never ends with Boomers – awareness of podcasting still is not leading to regular adoption

Radio shows: Just saying ‘also available as a podcast’ is not enough

Podcasters: Enlist your existing listeners as evangelists to Boomers on how to listen to podcasts and why they will enjoy it
While this is true for almost any group, ‘spinning off’ from existing IP and already-popular celebrities seems the surest way to develop a podcast that will speak to Boomers.
If you want Boomers to listen to your podcasts, or simply to listen to podcasts at all, Facebook is by far the most productive social media platform.
Once you capture Boomer listeners, you are likely to find them loyal and ‘giving’ – opening all manner of opportunities for direct response advertisers and direct support of your podcast
Hit Play, Boomer!

Podcasting’s Age 55+ Opportunity