

# LATINO PODCAST LISTENER REPORT 2023



# U.S. Latinos are crucial to the global economy

# U.S. Latinos

## Quick Facts

**19% of U.S. Population**

(2022)

Source: U.S. Census Bureau

**63.7 million Latinos in the U.S.**

(2022)

Source U.S. Census Bureau

**Median Age: 30.0**

(Non-Latino U.S. Median Age: 41.1)

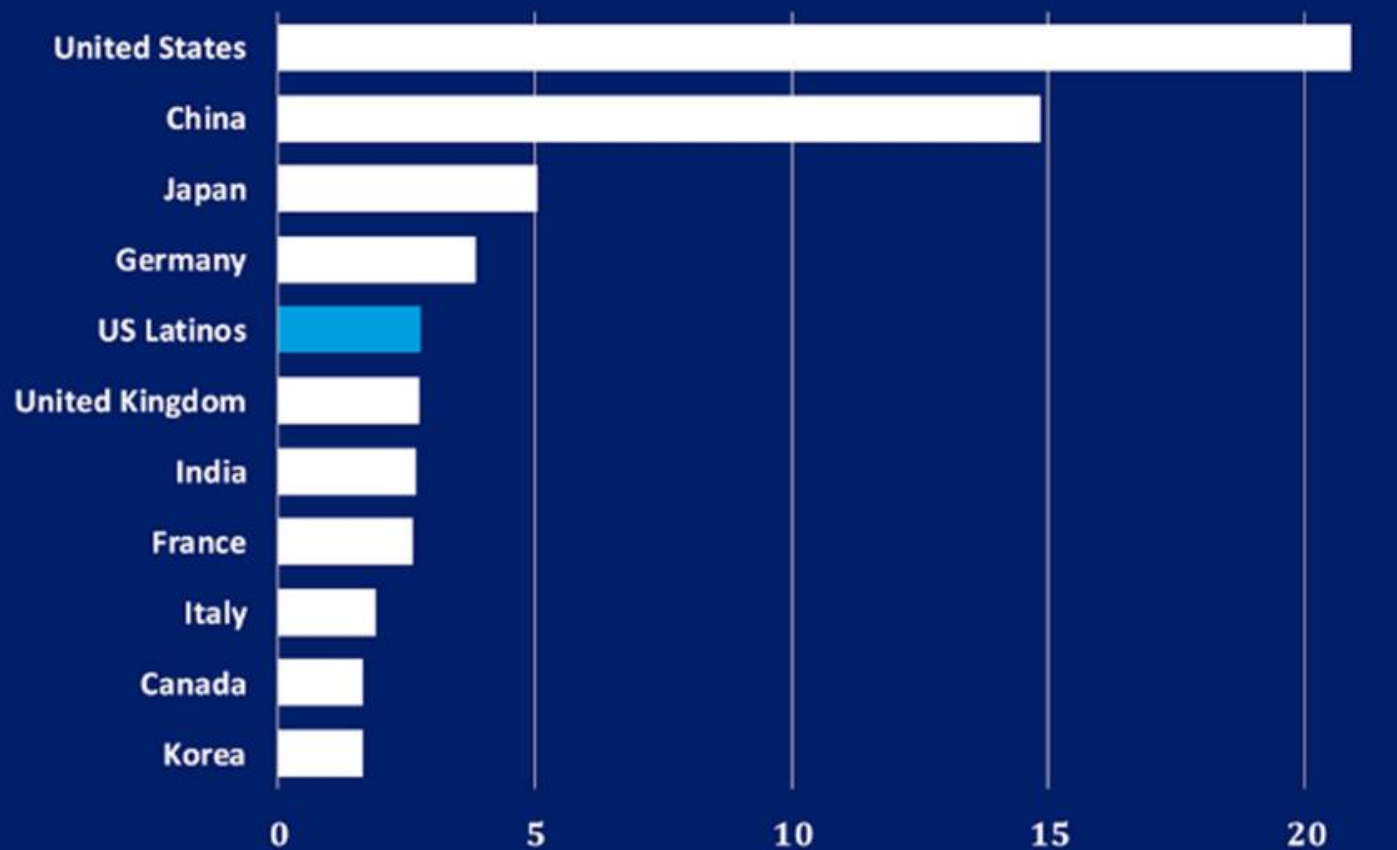
(2020)

Source U.S. Census Bureau

**\$2.8 Trillion GDP**

Source: 2022 LDC U.S. Latino GDP Report

## Gross Domestic Product - 2020



Center for Economic Research & Forecasting: LDC U.S. Latino GDP Report  
Source: International Monetary Fund, CLU-CERF

Trillions of US Dollars

One way to harness U.S.  
Latino purchasing power...?

## Key Finding

Since 2020, monthly podcast listenership among U.S. Latinos increased

**52%**

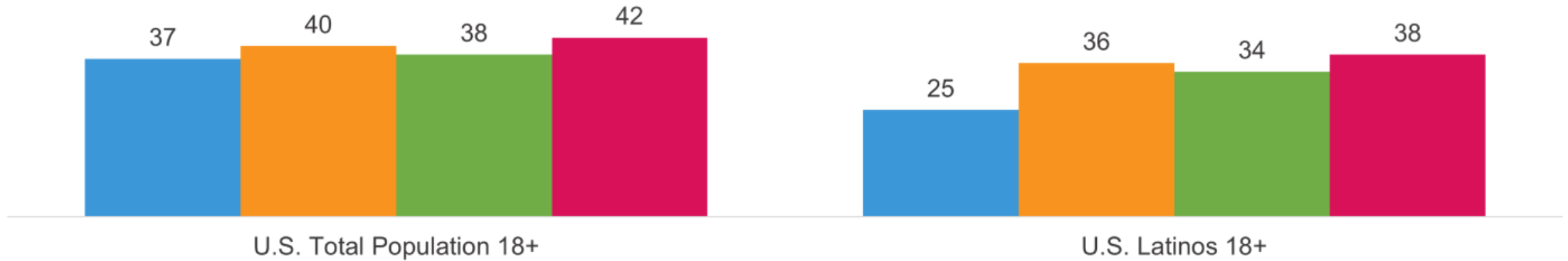
(General U.S. population increase: 14%)

Source: The Infinite Dial 2023

# Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021 ■ 2022 ■ 2023



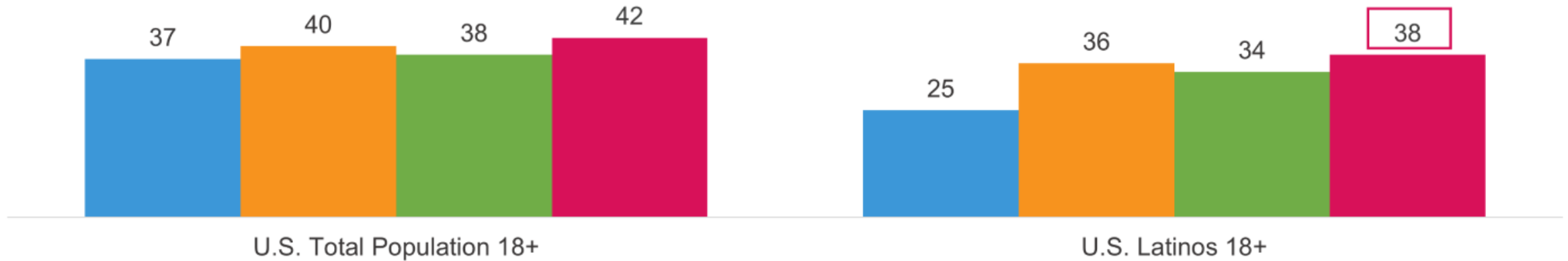
Source: The Infinite Dial 2023

# Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021 ■ 2022 ■ 2023

Estimate: 17  
million adults



Source: The Infinite Dial 2023



31%



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

**Estimate: 14 million adults**

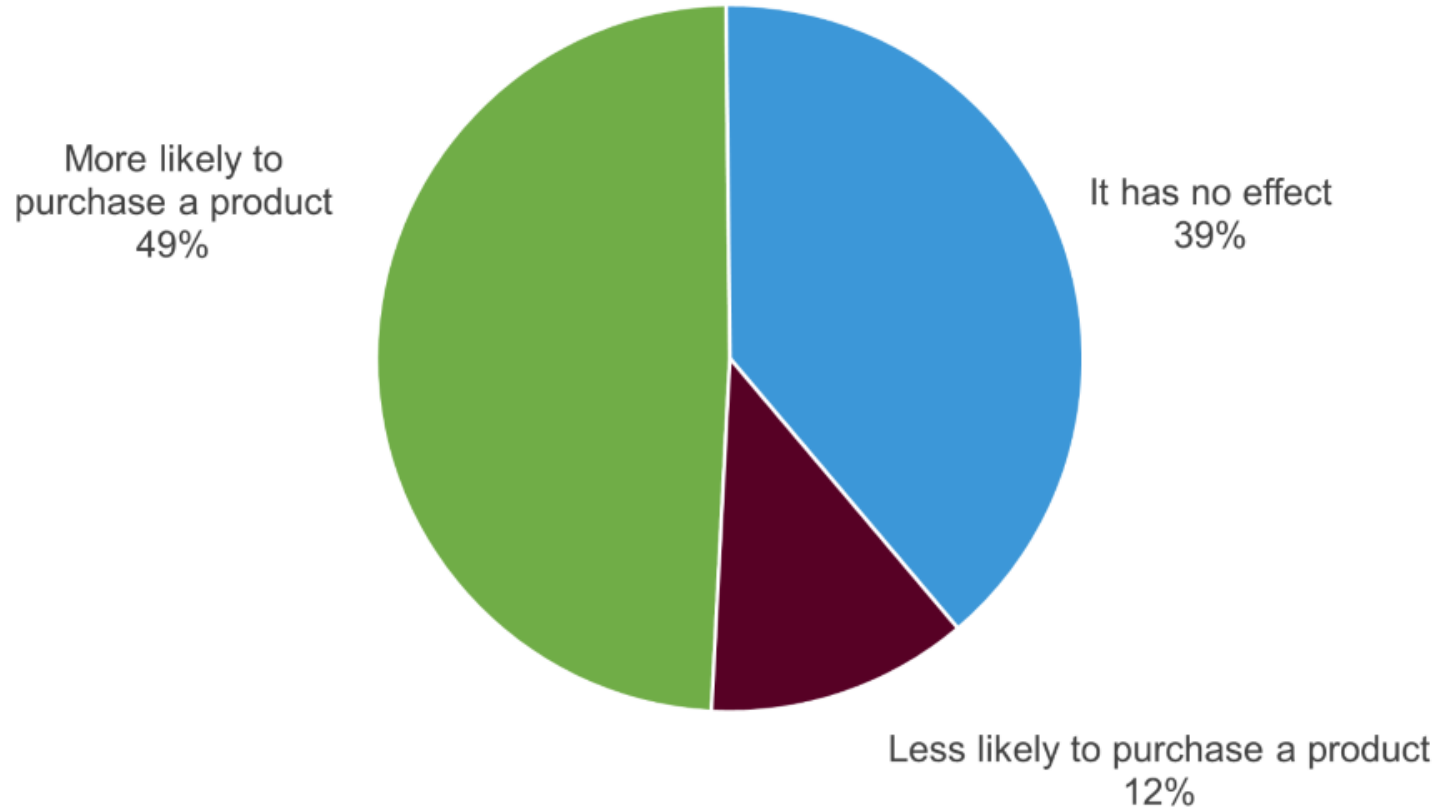
23%

of U.S. Latinos listened to an English-Language podcast in the last week

13%

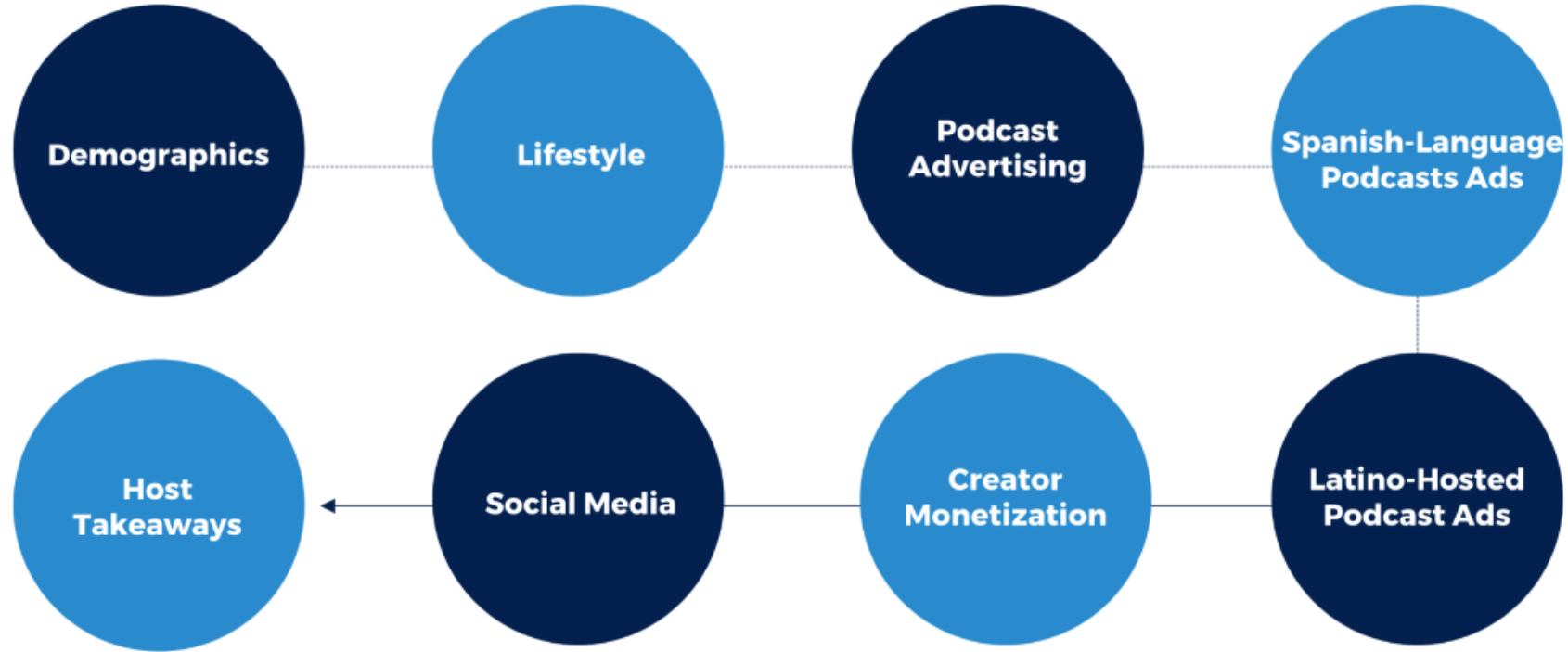
of U.S. Latinos listened to a Spanish-Language podcast in the last week

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



Base: U.S. Latino Weekly Podcast Listeners

# Presentation Outline



## The Latino Podcast Listener Report 2023

- 2,637 online interviews of U.S. Hispanic/Latino adults age 18+
- Conducted in August 2023
- Data weighted to match age/sex/country origin of U.S. Hispanic/Latino population and Infinite Dial 2023 podcast listening statistics
- Survey offered in both English and Spanish
- Trended with the *Latino Podcast Listener Report* 2020, 2021, and 2022 editions

# Podcasts reach the highest income-earning Latinos

# Latinos who listen to podcasts weekly earn a higher income than those who don't

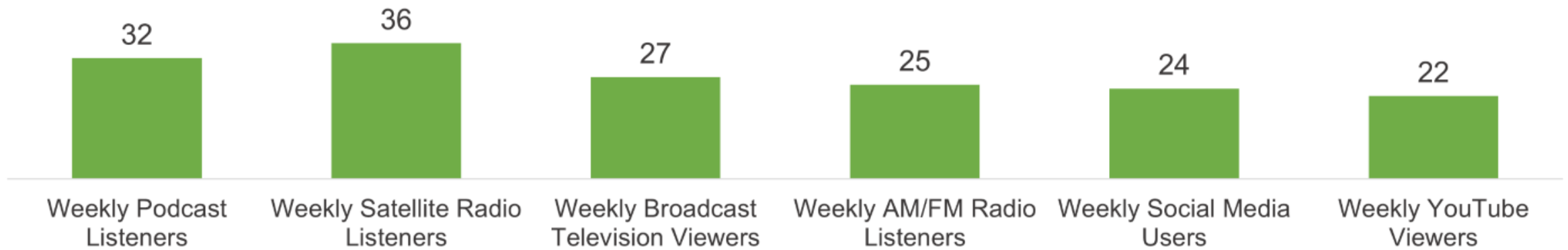
% reporting 2022 household income over \$75K



Base: U.S. Latinos 18+ who gave a response

# Podcasts and Satellite Radio reach the highest earning Latinos compared to other media

% reporting 2022 household income over \$75K

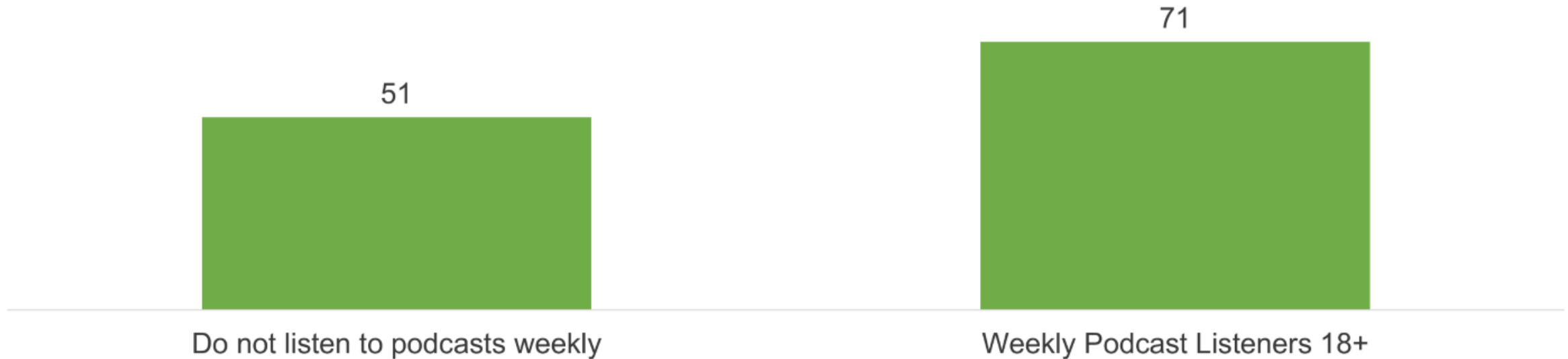


Base: U.S. Latinos 18+ who gave a response



# Latino Podcast Listeners are more likely to be employed

% employed full-time or part-time



Other responses include: unemployed, homemaker, retired, and student

Base: Gave a response

# Latino Podcast Listeners are more likely to be entrepreneurs

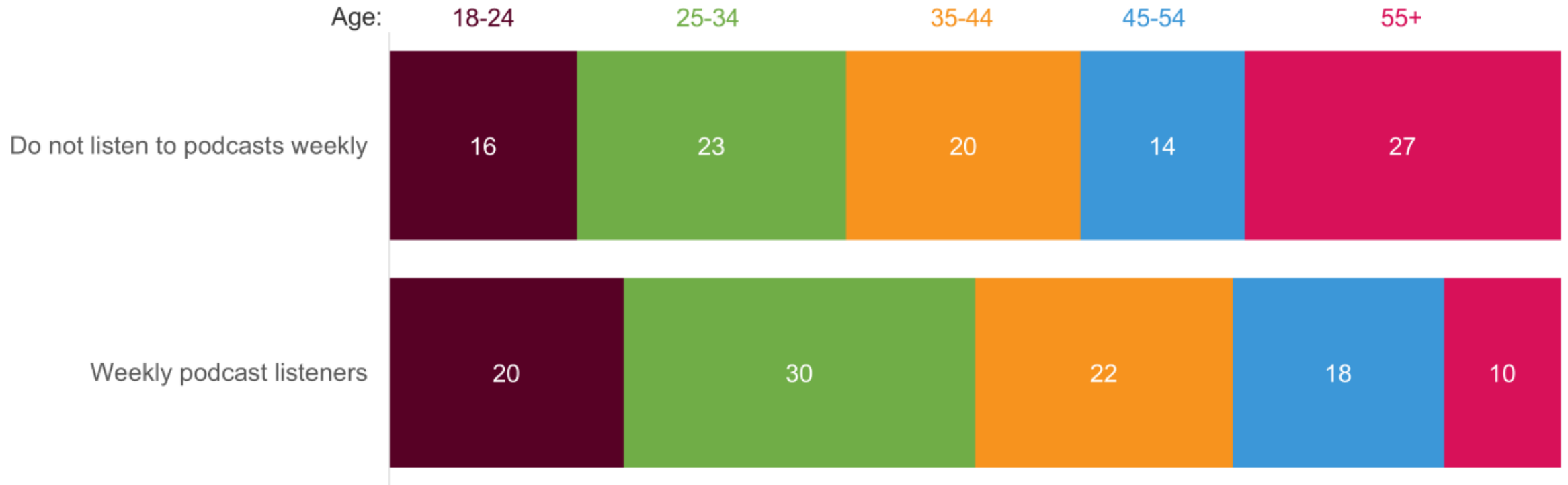
% owning a business or working as full-time freelance contractor



Base: Gave a response

Latinos are in their prime spending years.  
Latino Podcast listeners? Even more

# The overwhelming majority of Latino podcasts listeners are in their prime spending years



Base: U.S. Latinos 18+

# The Latino podcast audience live a lifestyle sought out by brands and advertisers

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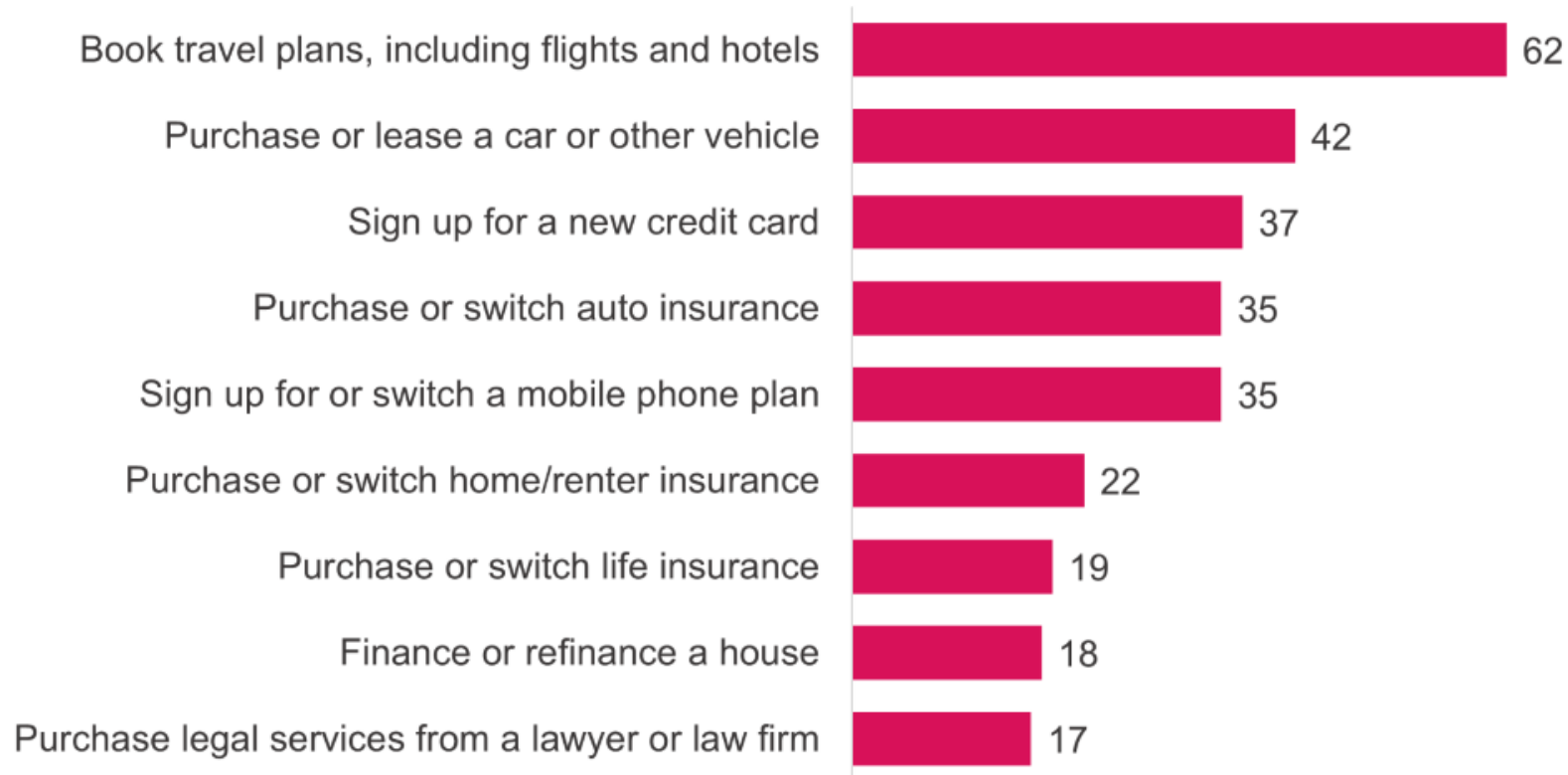


# Lifestyle



# Major product or service purchase intent

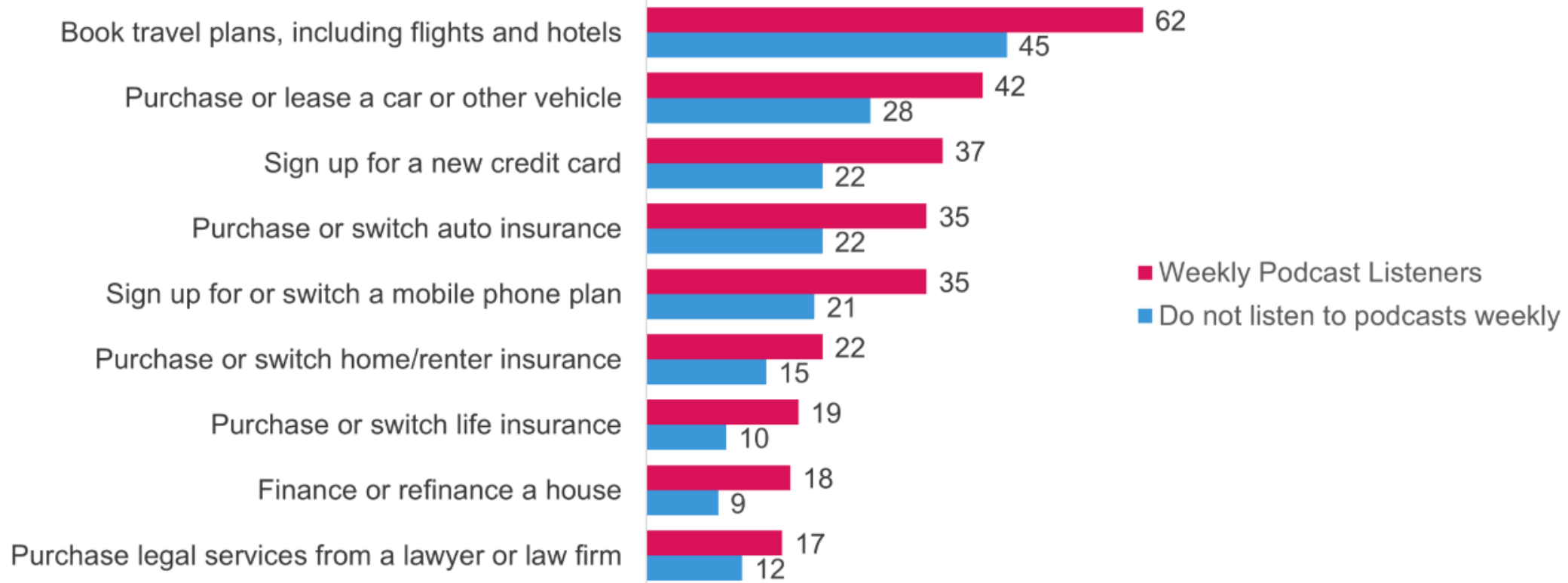
% expecting to purchase in the next year



Base: U.S. Latino Weekly Podcast Listeners

# Major product or service purchase intent

% expecting to purchase in the next year

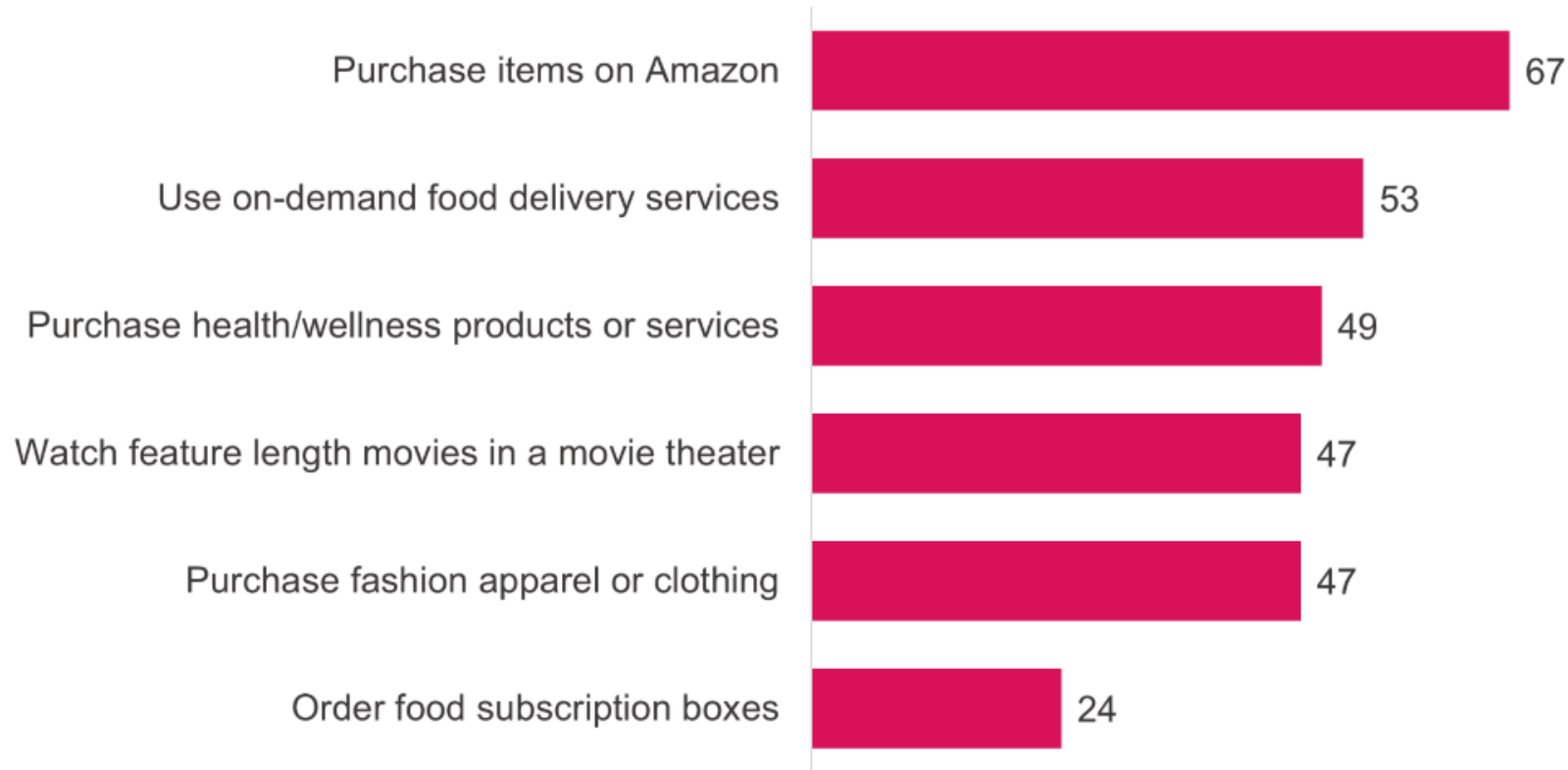


Base: U.S. Latinos 18+



# Monthly consumer lifestyle behaviors

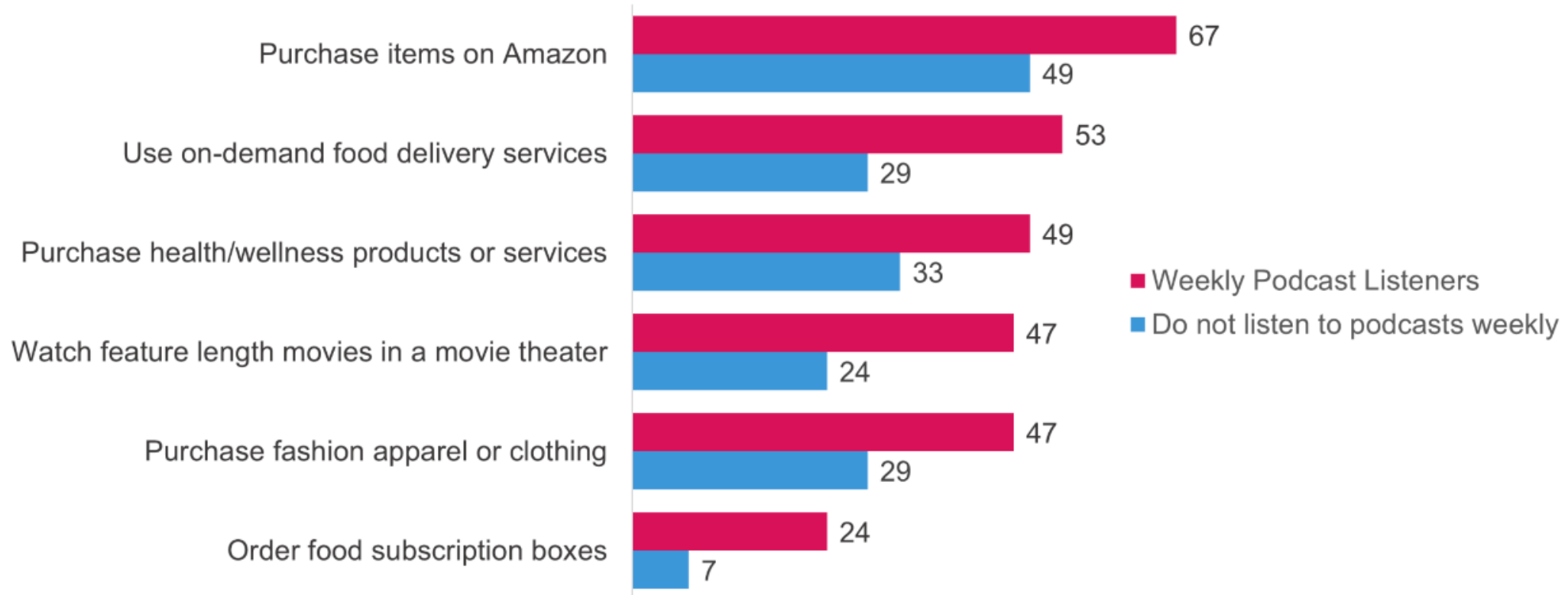
% engaging in behavior every month



Base: U.S. Latino Weekly Podcast Listeners

# Monthly consumer lifestyle behaviors

% engaging in behavior every month



Base: U.S. Latinos 18+

Latino consumers are not only flocking to podcasts, they are also receptive to the messaging on the medium

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# Podcast Advertising



# You appreciate podcast advertisers for supporting your favorite podcasts

**55%**  
agree

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

32% saying neutral ('3' on a 5-point scale)

13% disagreeing ('1' or '2' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

Your opinion of a company is more positive when you hear it mentioned on one of the podcasts you regularly listen to

**50%**  
agree

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

35% saying neutral ('3' on a 5-point scale)

15% disagreeing ('1' or '2' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

You believe that the hosts of podcasts you regularly listen to are actual users of the products/services mentioned on their podcasts

**48%**  
agree

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

33% saying neutral ('3' on a 5-point scale)

21% disagreeing ('1' or '2' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

# Latinos take action because of podcast advertising

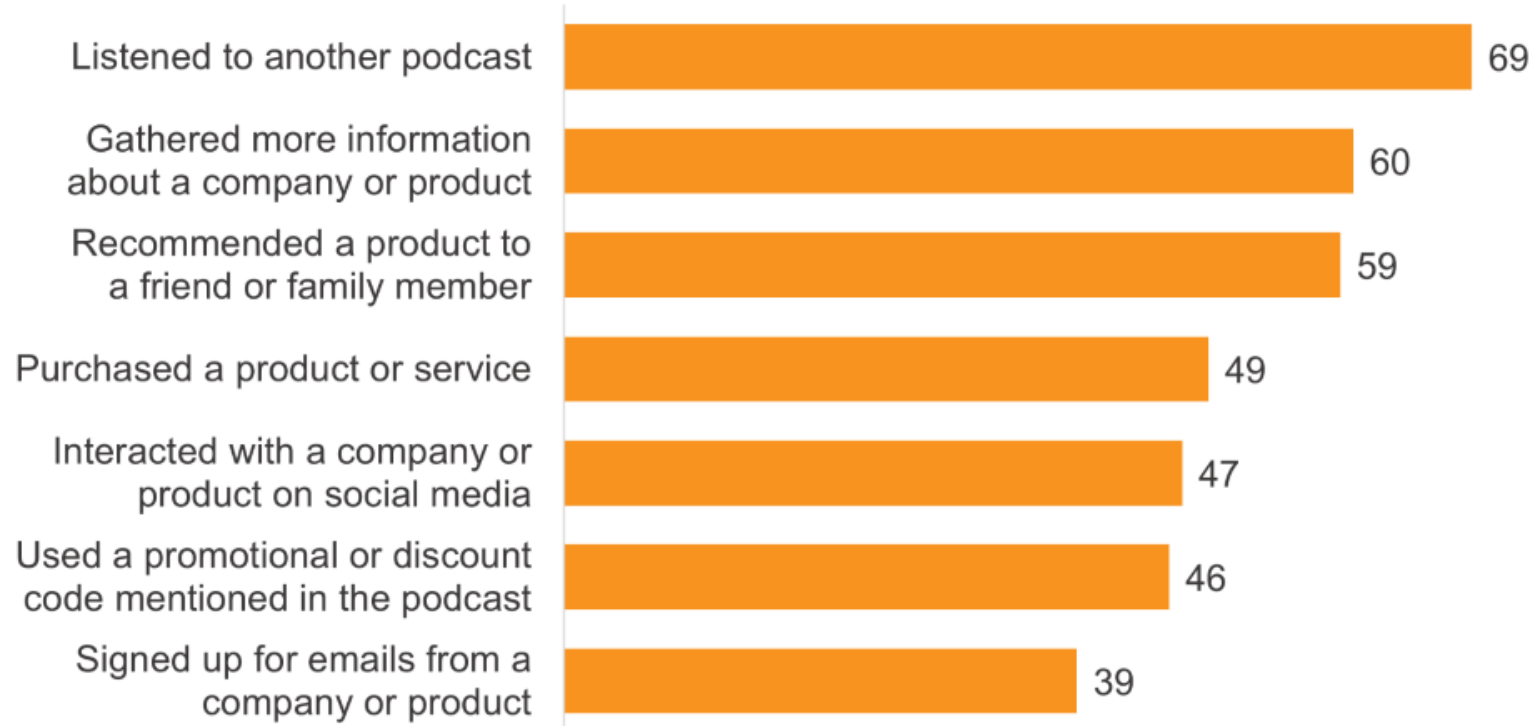


49%

of U.S. Latino Weekly Podcast Listeners have ever purchased a product or service as a result of hearing a podcast sponsorship or advertisement

# 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 Weekly Podcast Listeners

# Latino Weekly Podcast Listeners: podcast advertising effectiveness

“As a result of hearing a sponsorship or advertisement on a podcast...”

**41%**

Gather more information  
about a company or product every month

**38%**

Recommend a  
product every month

**29%**

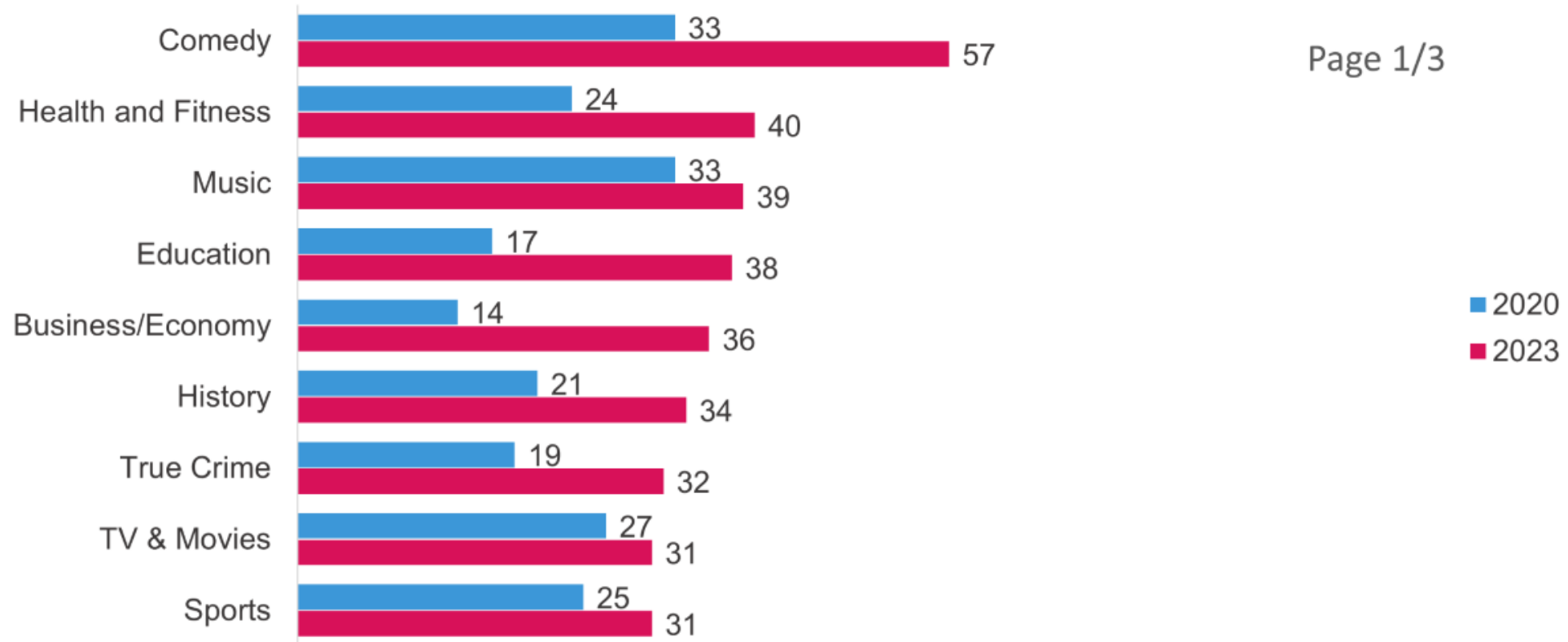
Purchase a product or  
service every month

Base: U.S. Latino Weekly Podcast Listeners

Brands can connect with receptive Latino  
podcast listeners across different genres

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

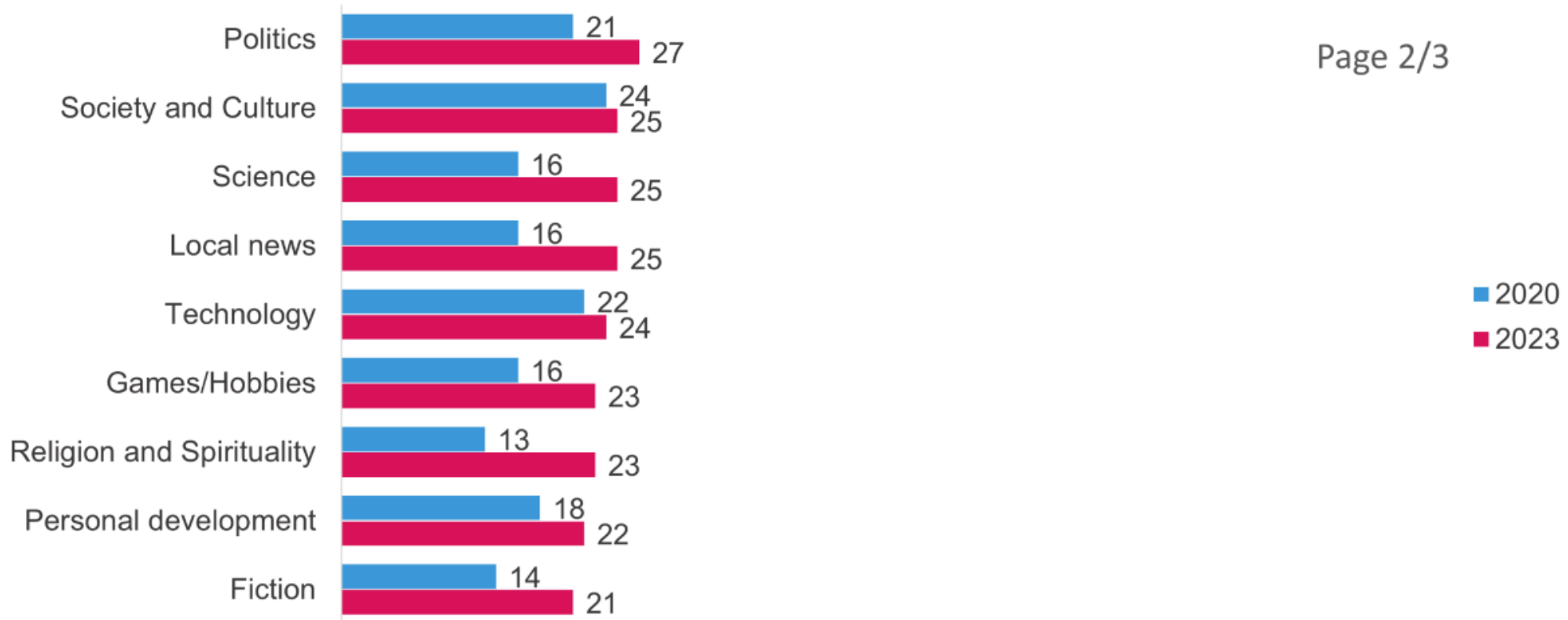
% ever listening to topic on a podcast



Base: U.S. Latino Weekly Podcast Listeners

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

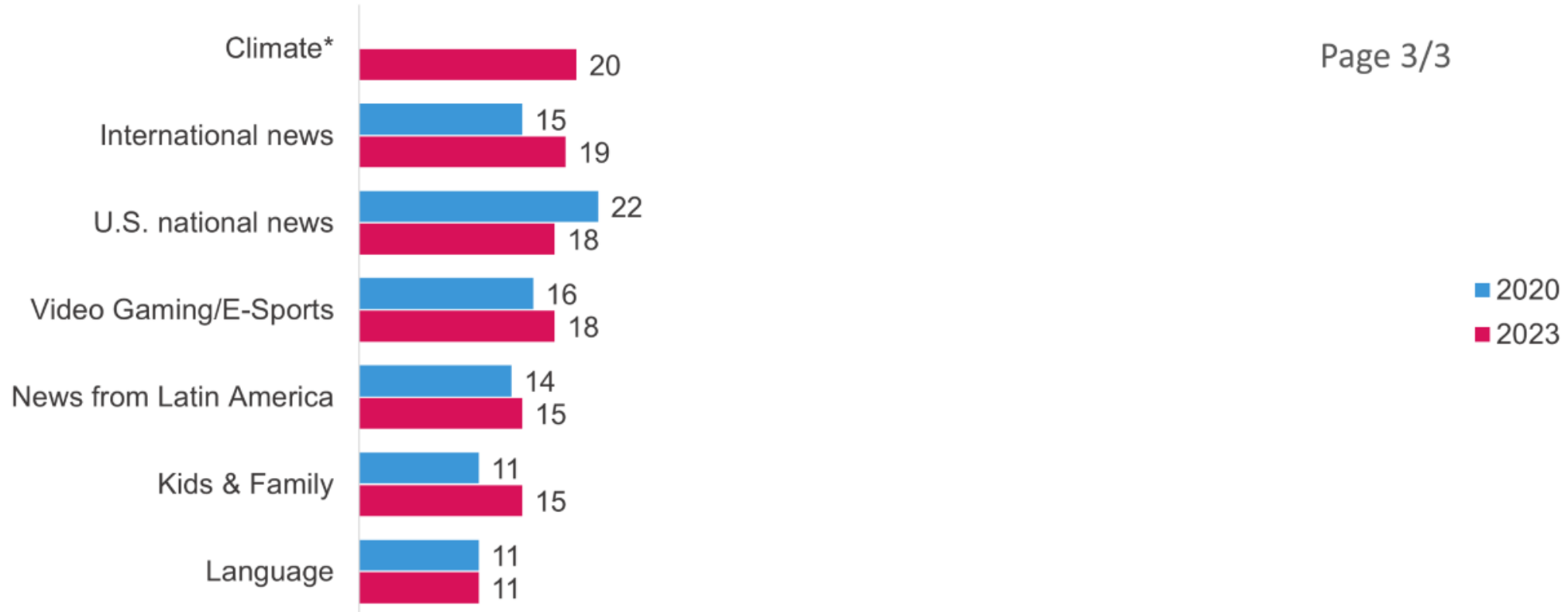
% ever listening to topic on a podcast



Base: U.S. Latino Weekly Podcast Listeners

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

% ever listening to topic on a podcast

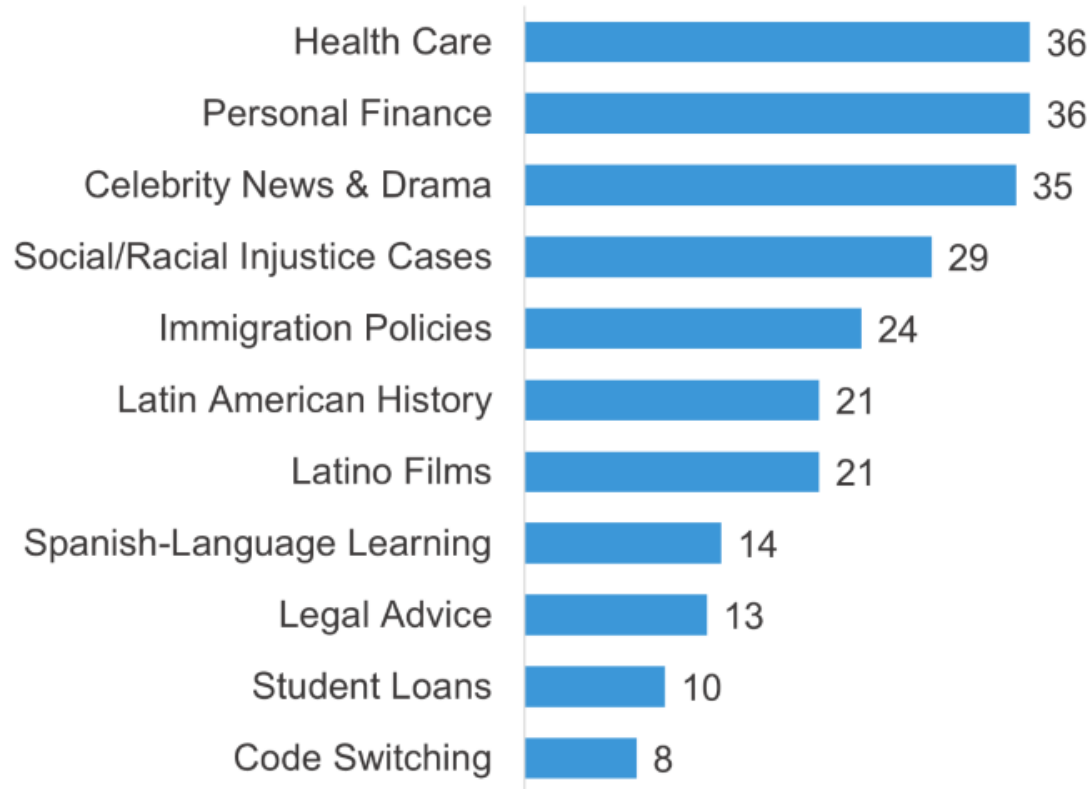


\*Not asked in 2020

Base: U.S. Latino Weekly Podcast Listeners

# Topics listened to on a podcast in the last year to learn more about it

% ever listening to topic on a podcast



Base: U.S. Latino Weekly Podcast Listeners



# Advertising via Spanish-language and Latino-hosted podcasts can catalyze a brand's connection to Latinos

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# Spanish-Language Podcast Advertising



## Spanish-language podcast advertising (agree/disagree)

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

**53%**

You find advertisements on Spanish-language podcasts more relatable

**47%**

Advertisements on Spanish-language podcasts are more entertaining

**46%**

You are more likely to purchase from a brand that advertises on Spanish-language podcasts

Base: U.S. Latino Weekly Spanish-Language Podcast Listeners

# Spanish-language podcast advertising effectiveness

“As a result of hearing a sponsorship or advertisement on a podcast...”

	Weekly Podcast Listeners	Weekly <u>Spanish-Language</u> Podcasts Listeners
Gather more information about a company or product <u>every month</u>	41%	50%
Recommend a product <u>every month</u>	38%	48%
Purchase a product or service <u>every month</u>	29%	37%

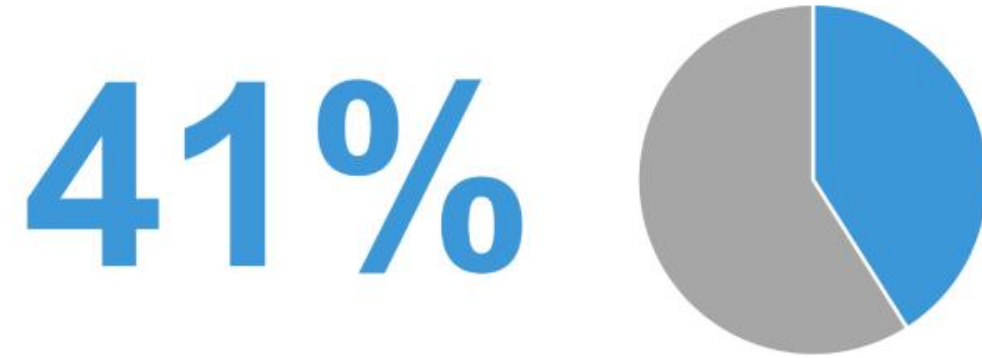
Base: U.S. Latinos 18+

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# Latino-Hosted Podcast Advertising





of Latino Weekly Podcast Listeners report listening to a Latino-hosted podcast in the last week

## Latino-hosted podcast advertising (agree/disagree)

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

**54%**

You trust the opinions of Latino podcast hosts

**50%**

You find advertisements from Latino podcast hosts more relatable

**48%**

You're more likely to purchase from a brand that advertises on podcasts hosted by Latinos

Base: U.S. Latino Weekly Listeners of Latino-Hosted Podcasts

# Latino-hosted podcast advertising effectiveness

“As a result of hearing a sponsorship or advertisement on a podcast...”

	Weekly Podcast Listeners	Weekly Listeners of Latino-Hosted Podcasts
Gather more information about a company or product <u>every month</u>	41%	51%
Recommend a product <u>every month</u>	38%	46%
Purchase a product or service <u>every month</u>	29%	35%

Base: U.S. Latinos 18+



All consumers try to avoid ads.  
However, for Latino listeners, podcasts ads  
are the least avoided

# Podcast ads are the least avoided compared with ads on other media

“How often do you try to avoid advertisements that you...?” (ranked)

## Avoided the most

- #1** See on social media
- #2** See on YouTube
- #3** See on streaming television
- #4** See on-demand video streaming services

- #5** See on live or recorded television
- #6** Hear on AM/FM Radio
- #7** Hear on podcasts

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## Avoided the least

Try to avoid ('5' and '4' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

# You pay more attention to advertising on podcasts than on other forms of media

42%  
agree

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

32% saying neutral ('3' on a 5-point scale)

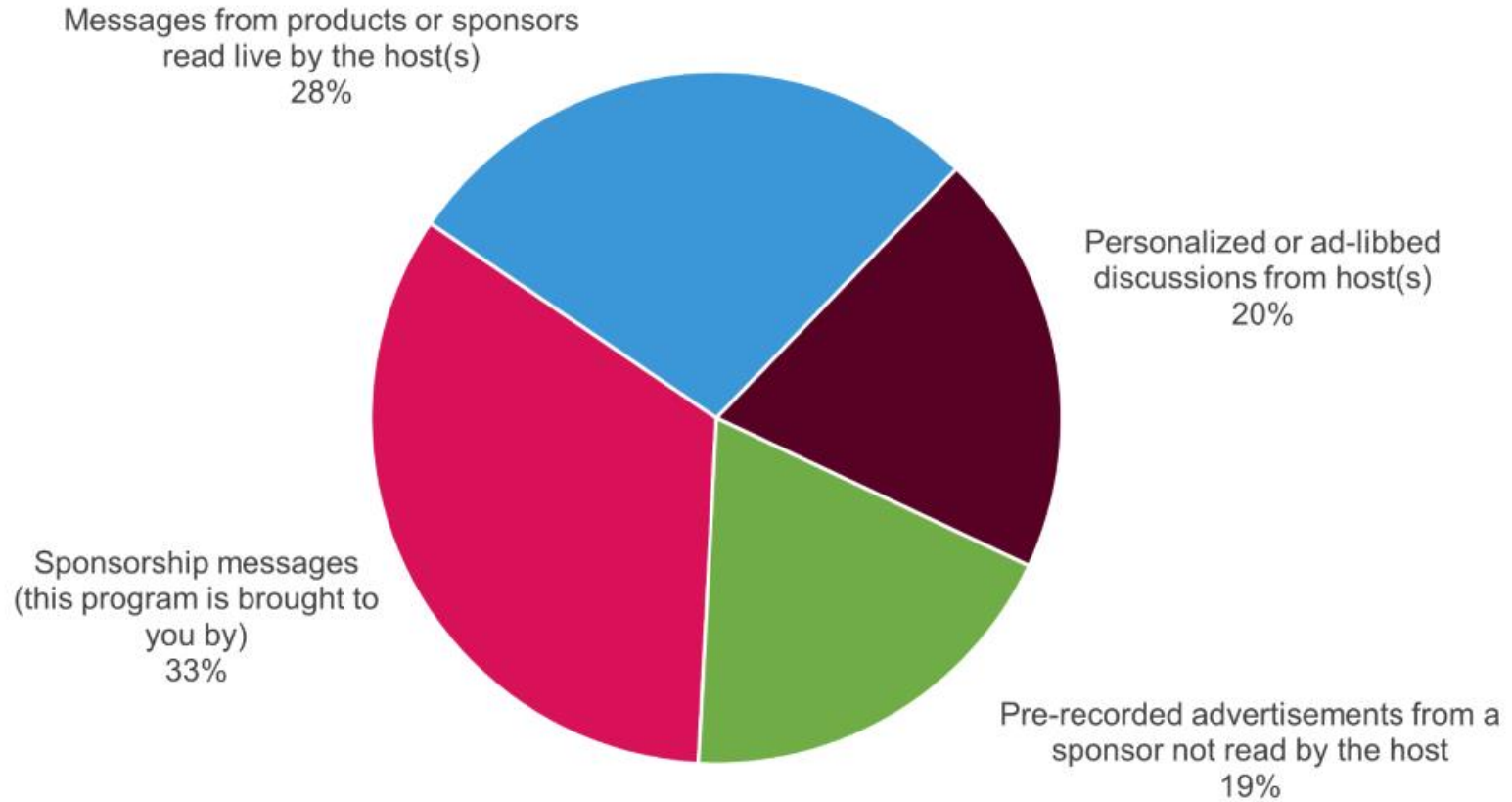
33% disagreeing ('1' or '2' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

The positive ad experience on podcasts could be attributed to the creative messaging that branded shows and host-read ads allow

# Advertising preference

“Which of the following do you prefer?”

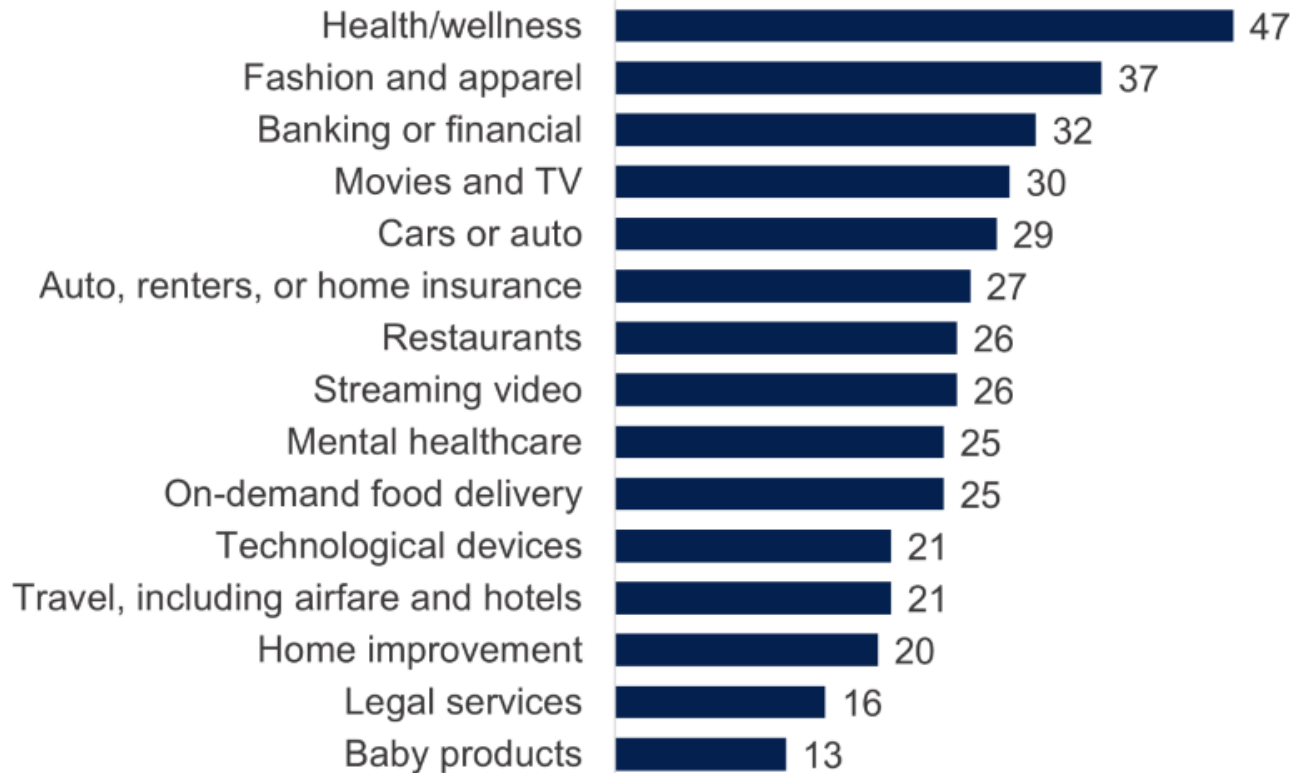


Base: U.S. Latino Weekly Podcast Listeners

Health/Wellness, Fashion, and Banking brands  
are the most popular companies Latinos hear  
advertised on podcasts

# Product or service category recall on podcast ads in the last week

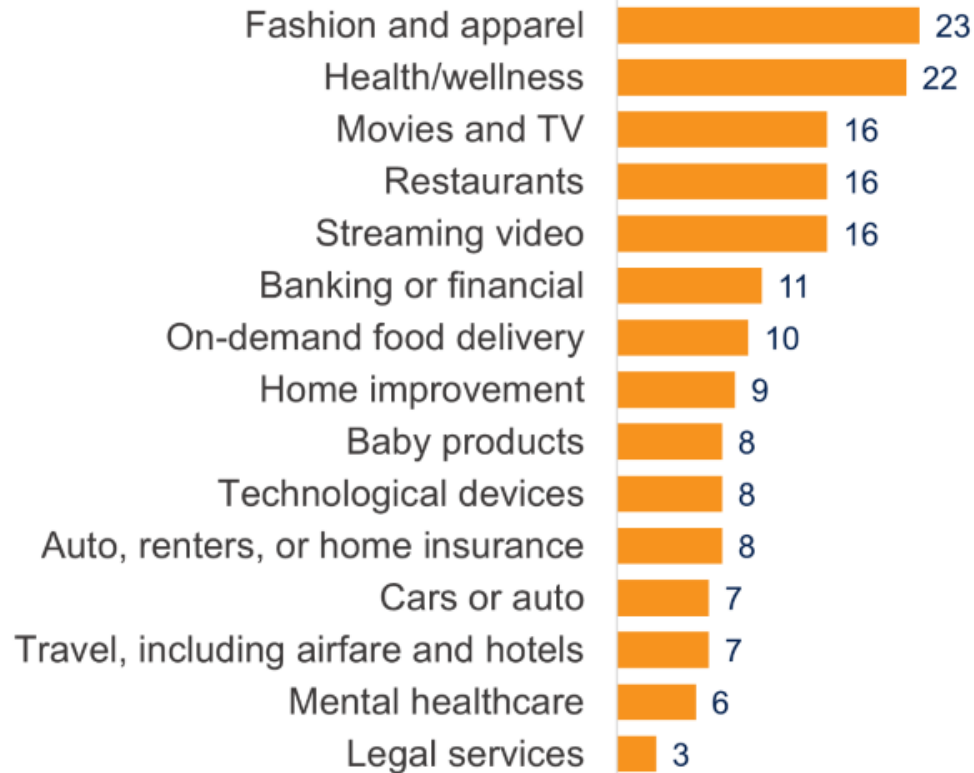
% recalling category on a podcast ad in the last week



Base: U.S. Latino Weekly Podcast Listeners

# Product or service category from which purchases were made as a result of hearing a podcast ad

% purchasing from category



Base: U.S. Latino Weekly Podcast Listeners



Many products and services are missing out on an audience with affinity for their brand

## Category purchase intent vs category recall on a podcast ad

% intending to purchase from category in the next year

% recalling product or service category on a podcast ad in the last week

Book travel, including flights and hotel	62%	21%	Travel, airfare, or hotels
Purchase or lease a car or other vehicle	42%	29%	Cars or auto
Purchase or switch auto insurance	35%	27%	Auto, renters, or home insurance

Base: U.S. Latino Weekly Podcast Listeners

# Monthly consumer behaviors vs category recall on a podcast ad

**% engaging in behavior every month**

**% recalling product or service category on a podcast ad in the last week**

Watch feature length movies in a theater every month

**47%**

**30%**

Movies and TV

Purchase fashion apparel or clothing every month

**47%**

**37%**

Fashion and apparel

Use on-demand food delivery services every month

**42%**

**25%**

On-demand food delivery

Base: U.S. Latino Weekly Podcast Listeners

# Creators can monetize their shows with methods beyond advertising

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# Podcast Creator Monetization



# Ways Latino weekly podcast listeners have interacted with podcasts

“Have you ever... from a podcast?”

**35%**

Signed up for a newsletter

**31%**

Purchased branded merchandise

**22%**

Attended a virtual event

**21%**

Donated or given money

**18%**

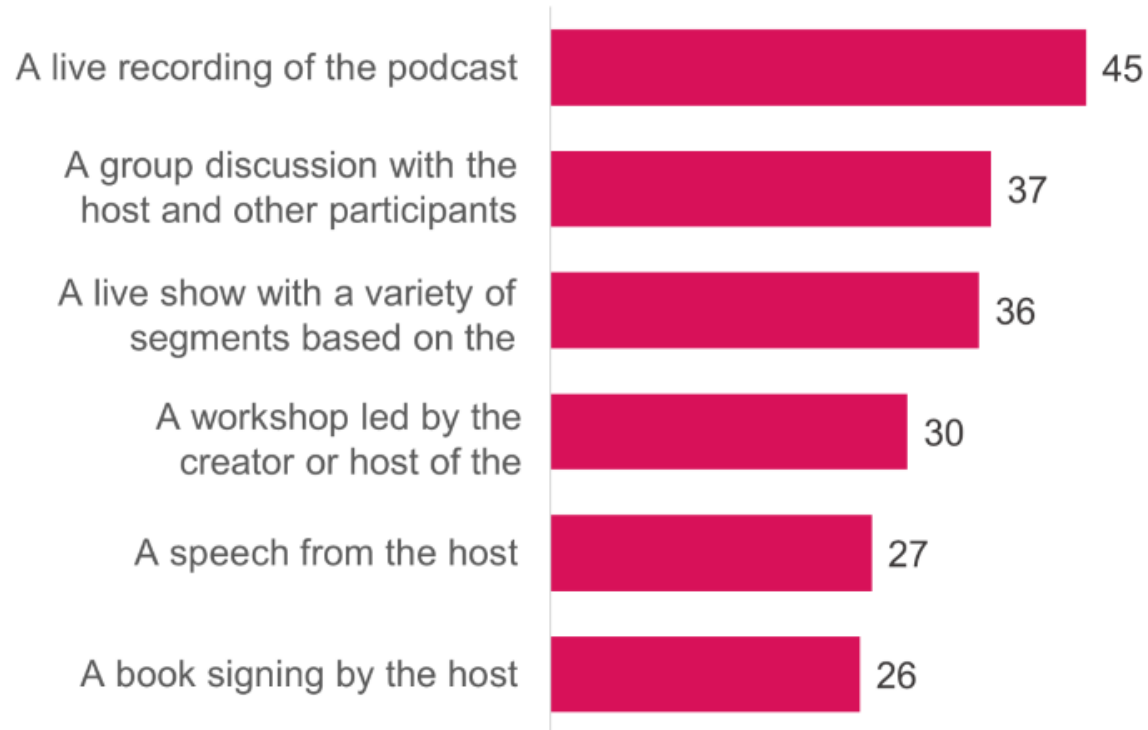
Attended an in-person event

Base: U.S. Latino Weekly Podcast Listeners

Live events can be beneficial  
for both creator and sponsor

# In-person events from a podcast interested in attending

% interested in event



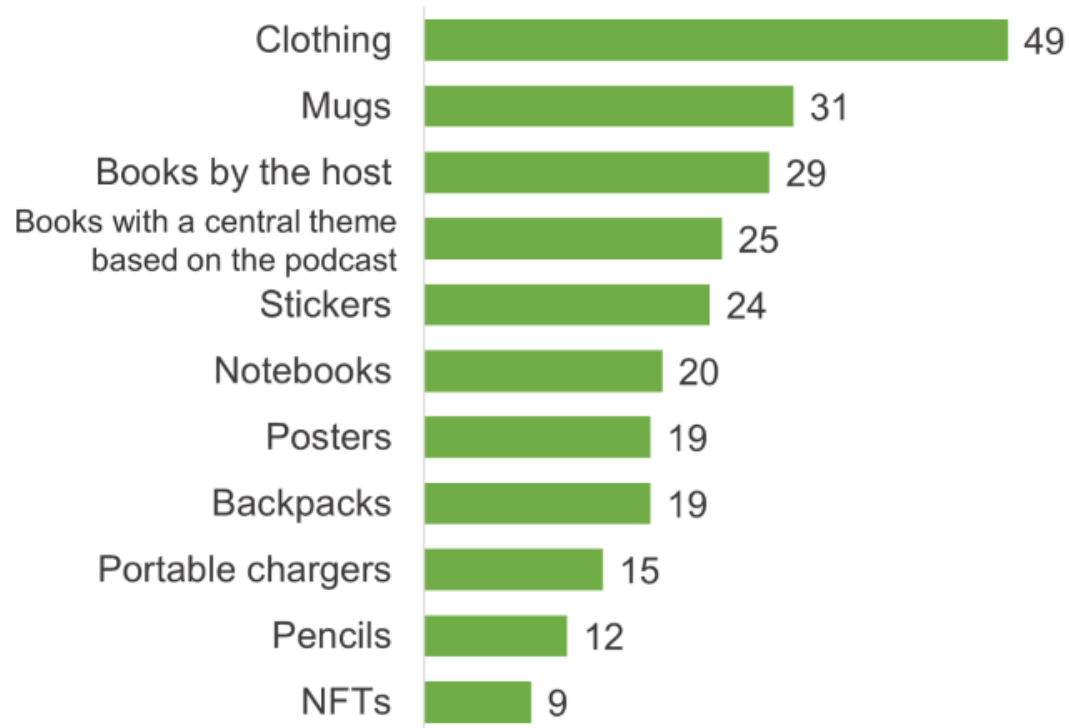
Base: U.S. Latino Weekly Podcast Listeners



# Latino podcast listeners want to wear their favorite shows on their sleeve

# Branded merchandise interested in purchasing from a podcast

% interested in merchandise

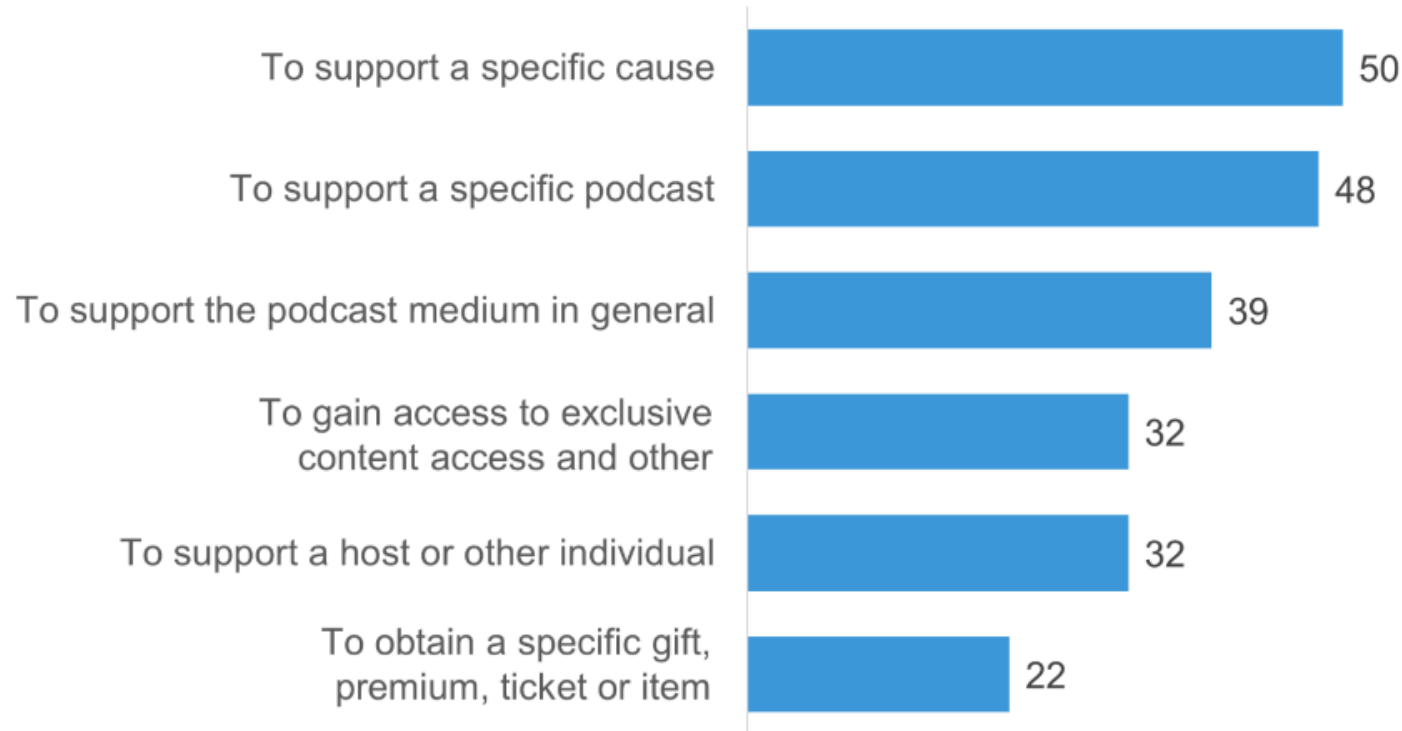


Base: U.S. Latino Weekly Podcast Listeners

Seeking donations? Prioritize your cause  
over exchanges for material goods

# Reasons for donating to podcasts

% saying reason



Base: U.S. Latino Weekly Podcast Listeners Who Have Donated to Podcasts

The pool of Latinos who pay for podcast subscriptions is large

1 in 5

Latino Weekly Podcast Listeners  
pay to subscribe to a podcast

Base: U.S. Latino Weekly Podcast Listeners

20%

of Latino weekly podcast listeners  
pay to subscribe to a podcast

24%

of weekly listeners of Latino-hosted Podcasts  
pay to subscribe to a podcast

Base: U.S. Latinos 18+

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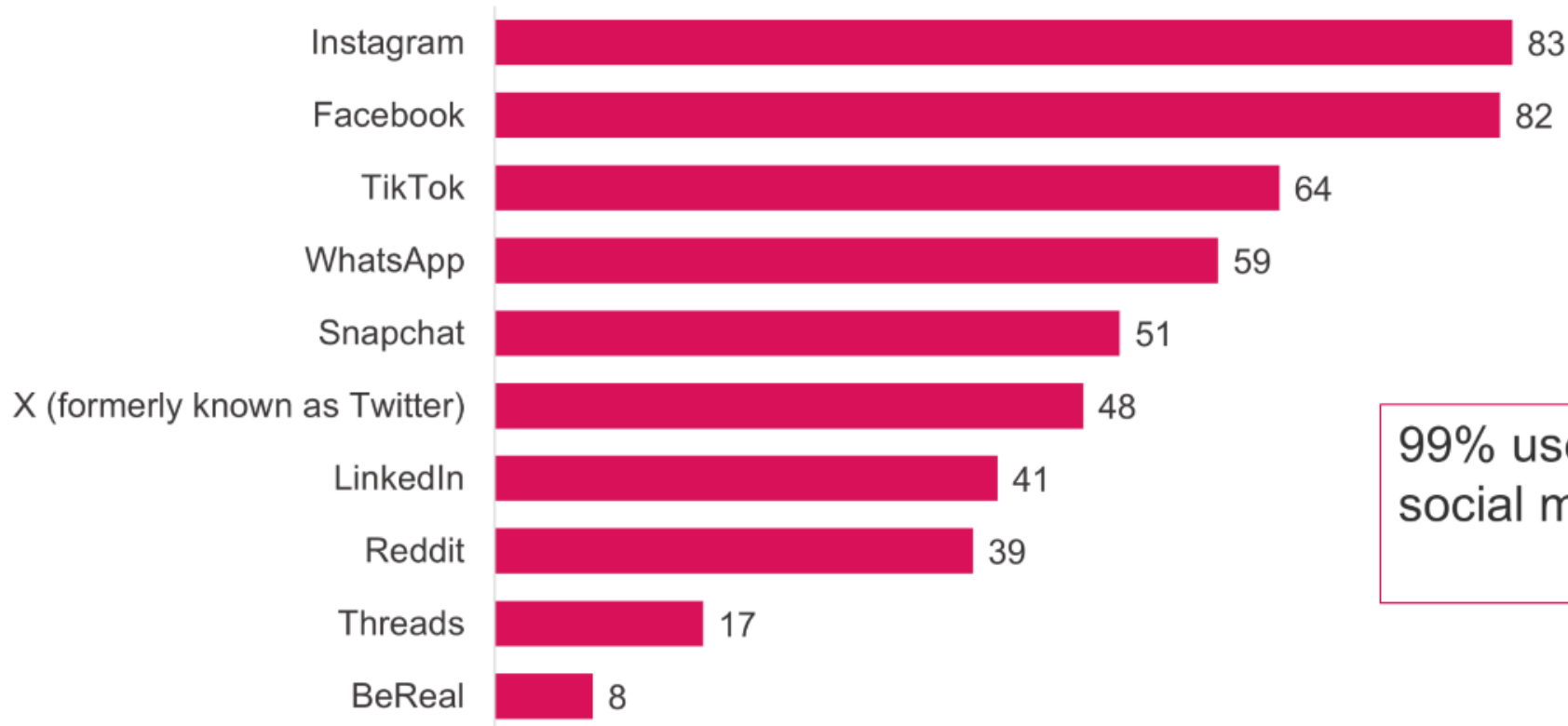
# Podcast Creator Monetization





# Social Media Platforms Currently Ever Used

% do you currently ever use



99% use at least one  
social media platform

Base: U.S. Latino Weekly Podcast Listeners

# Interaction with podcasts on social media

**55%**

Follow a host of a podcast on social media

**39%**

Have ever shared information  
about a podcast on social media

**27%**

Share information about a  
podcast every month

Base: U.S. Latino Weekly Podcast Listeners who use social media

Diversity, equity, and inclusion shouldn't be the only reason why advertisers and creators target Latino Podcasts Listeners, it's also a smart business decision.

- Gabriel Soto, Edison Research

Diving into the Latino Podcast realm is more than a mere ad placement. It requires a deep understanding of the Hispanic audience: their language nuances, the contexts of their beloved podcasts, and their consumer behaviors. Craft your messaging and creative thoughtfully to truly resonate.

- Briana Mendez, SXM Media

Brands seek untapped markets, and the Latine Community, a fiercely loyal and engaged community, unequivocally commands attention. The demand for Latine and Spanish/bilingual driven shows will continue to grow as will their audiences.

- Elsie Escobar, Libsyn

# LATINO PODCAST LISTENER REPORT 2023

