

Podcast Consumer

Tracking Report





Connection

Study Methodology

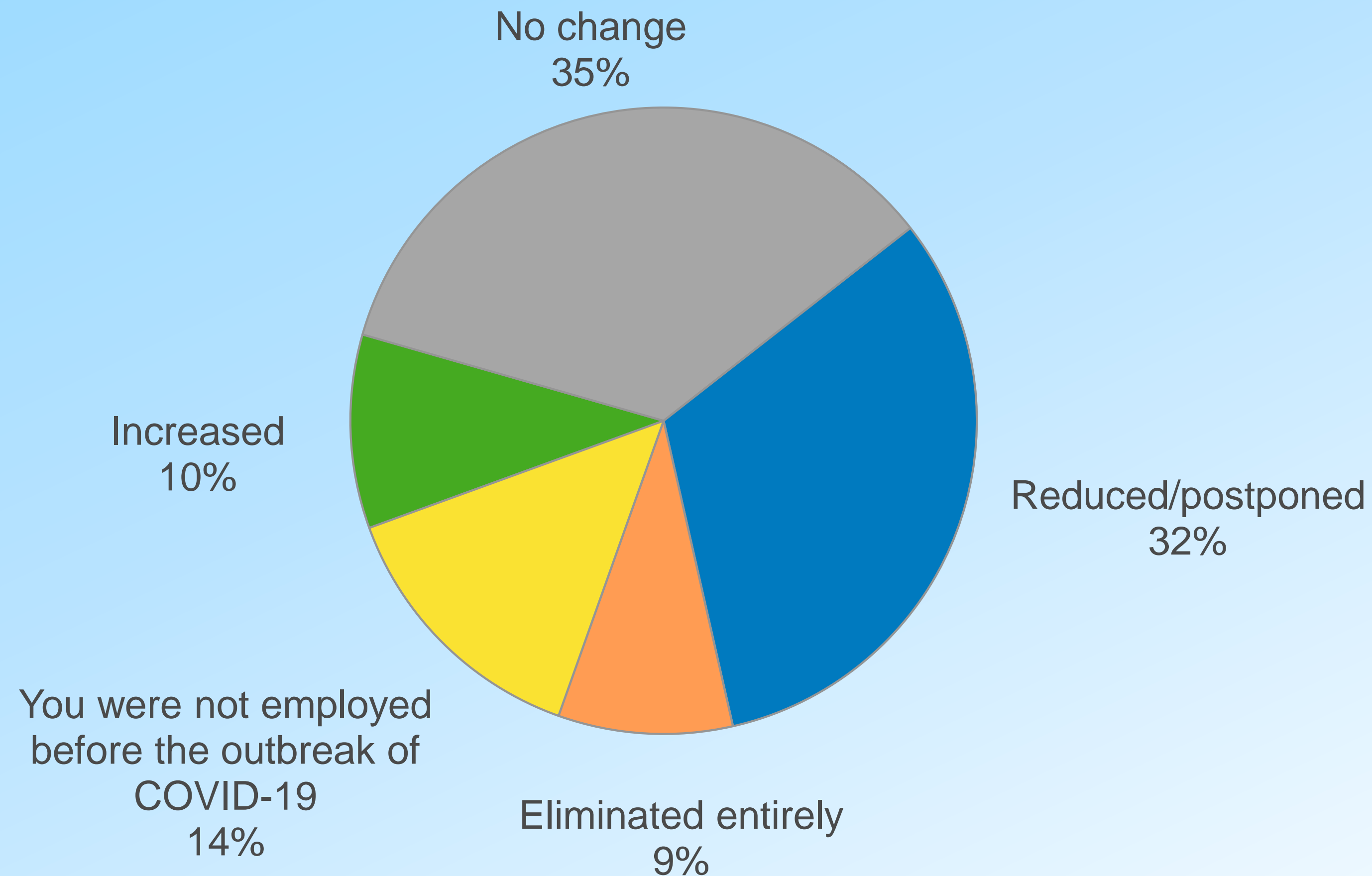
- ▶ 7,021 online interviews conducted daily starting in July 7, 2019 through May 12, 2020
- ▶ Adults age 18 and older
- ▶ All respondents reported listening to podcasts in the last week
- ▶ Respondents list the names of all podcasts they listened to the week before the interview
- ▶ Responses are unaided and hand-coded by Edison to determine actual show name, producer, genre, and other information
- ▶ Data weighted using The Infinite Dial from Edison Research and Triton Digital

Work and COVID-19



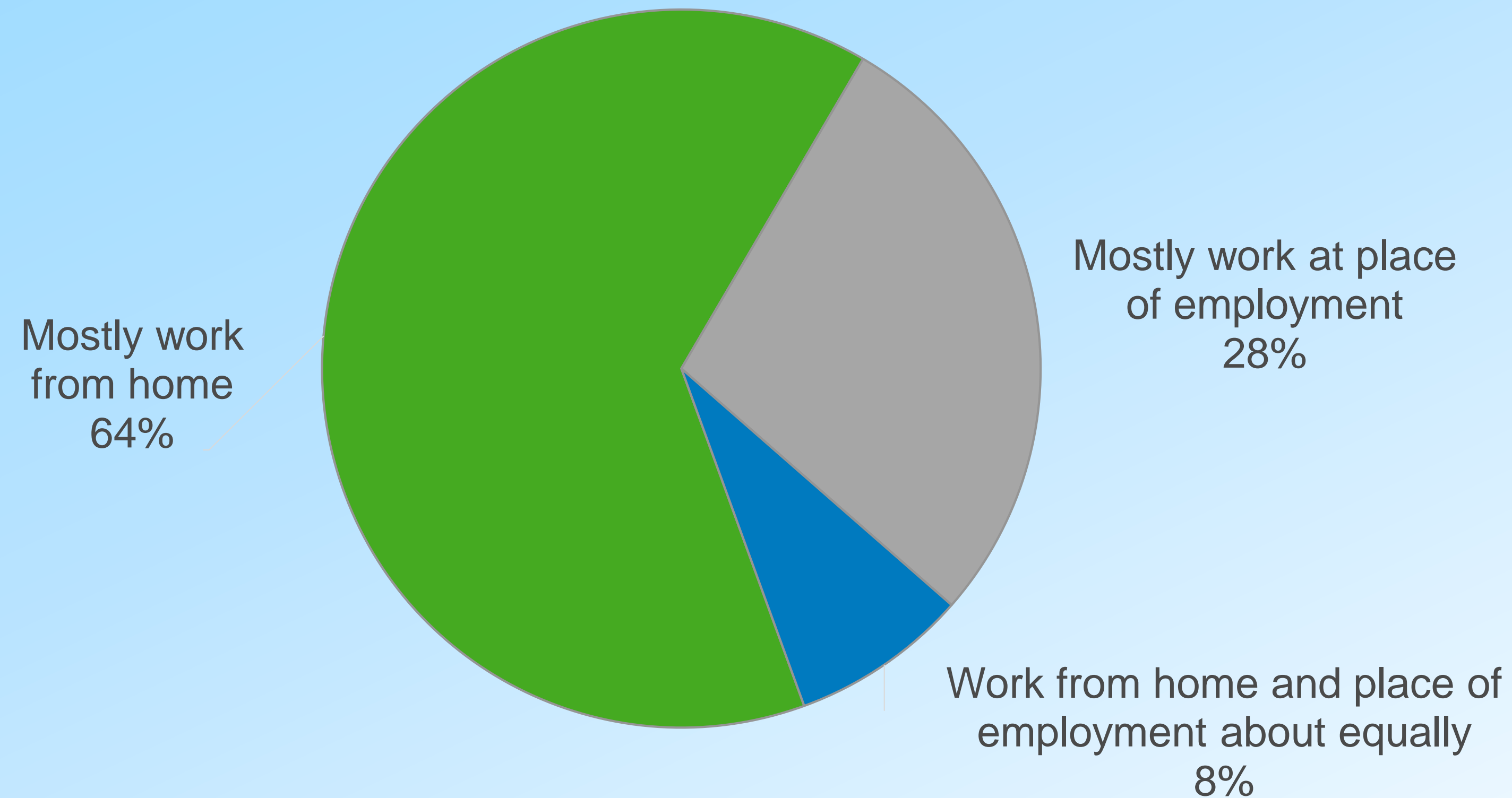
Since the outbreak of COVID-19, have your work hours...

WEEKLY PODCAST LISTENERS



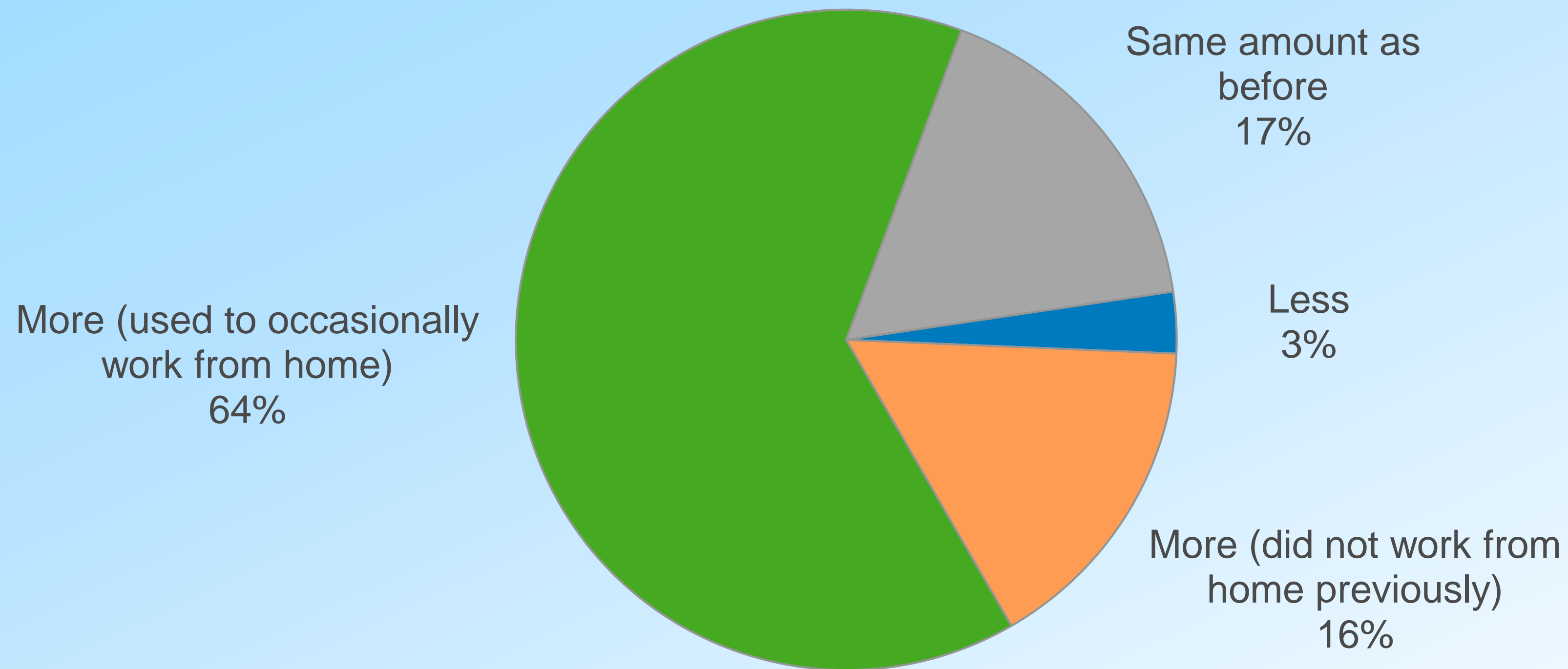
Currently, where is your work done?

WEEKLY PODCAST LISTENERS EMPLOYED FULL-TIME OR PART-TIME (69%)

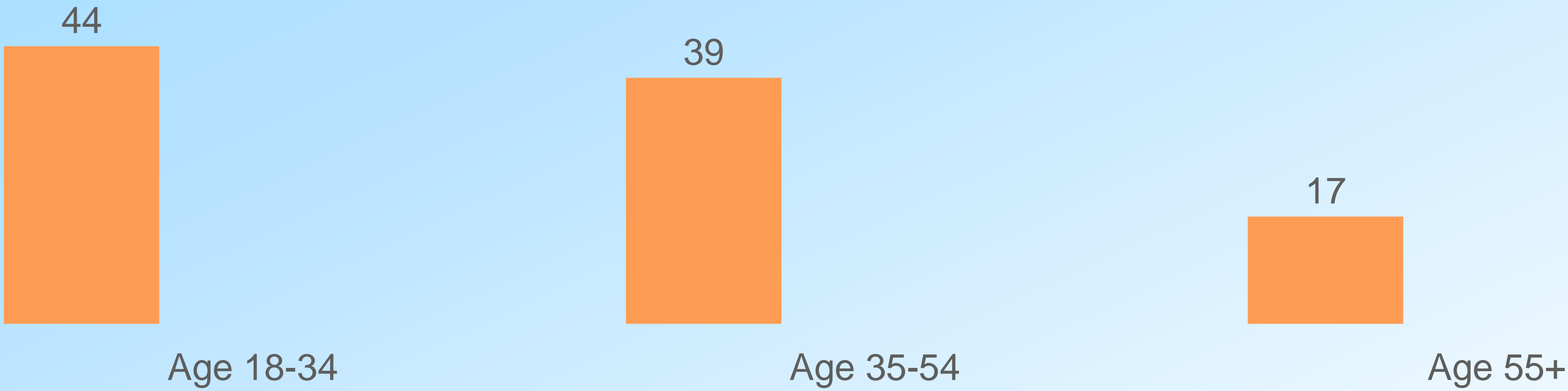


Since the outbreak of COVID-19, would you say you have been working from home...

WEEKLY PODCAST LISTENERS WHO CURRENTLY WORK FROM HOME

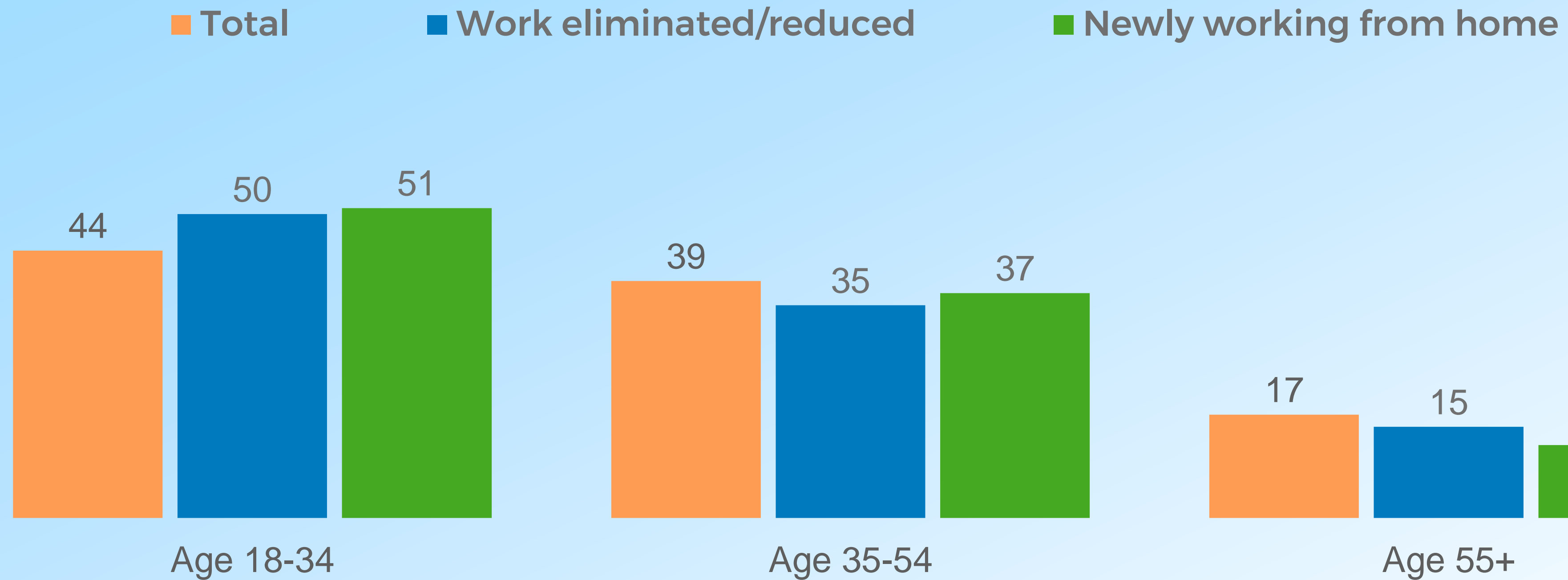


Composition of Weekly Podcast Listeners



Employment Conditions of Young Podcast Consumers Most Changed Due To COVID-19

COMPOSITION OF WEEKLY PODCAST LISTENERS

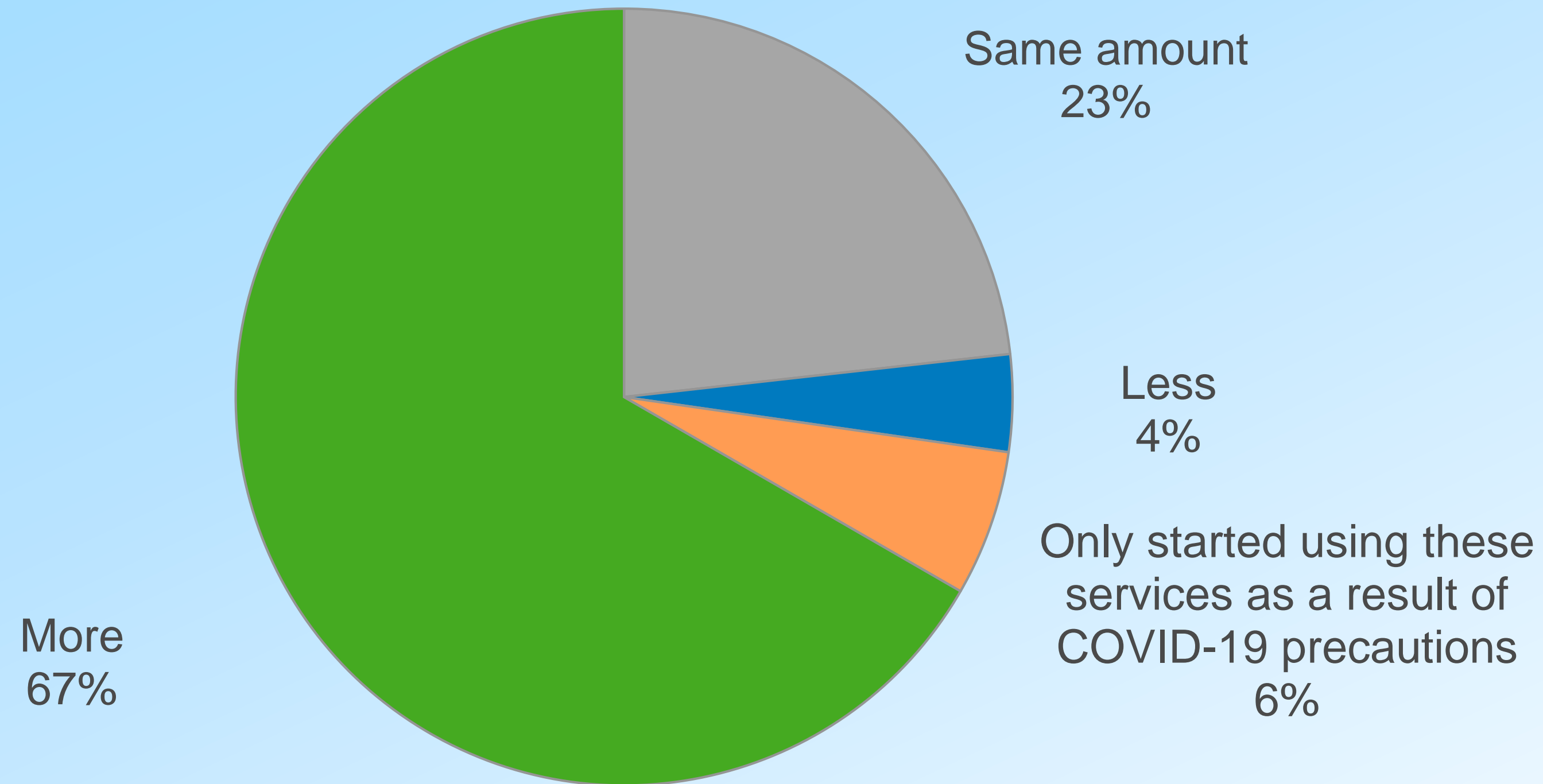


Lifestyle



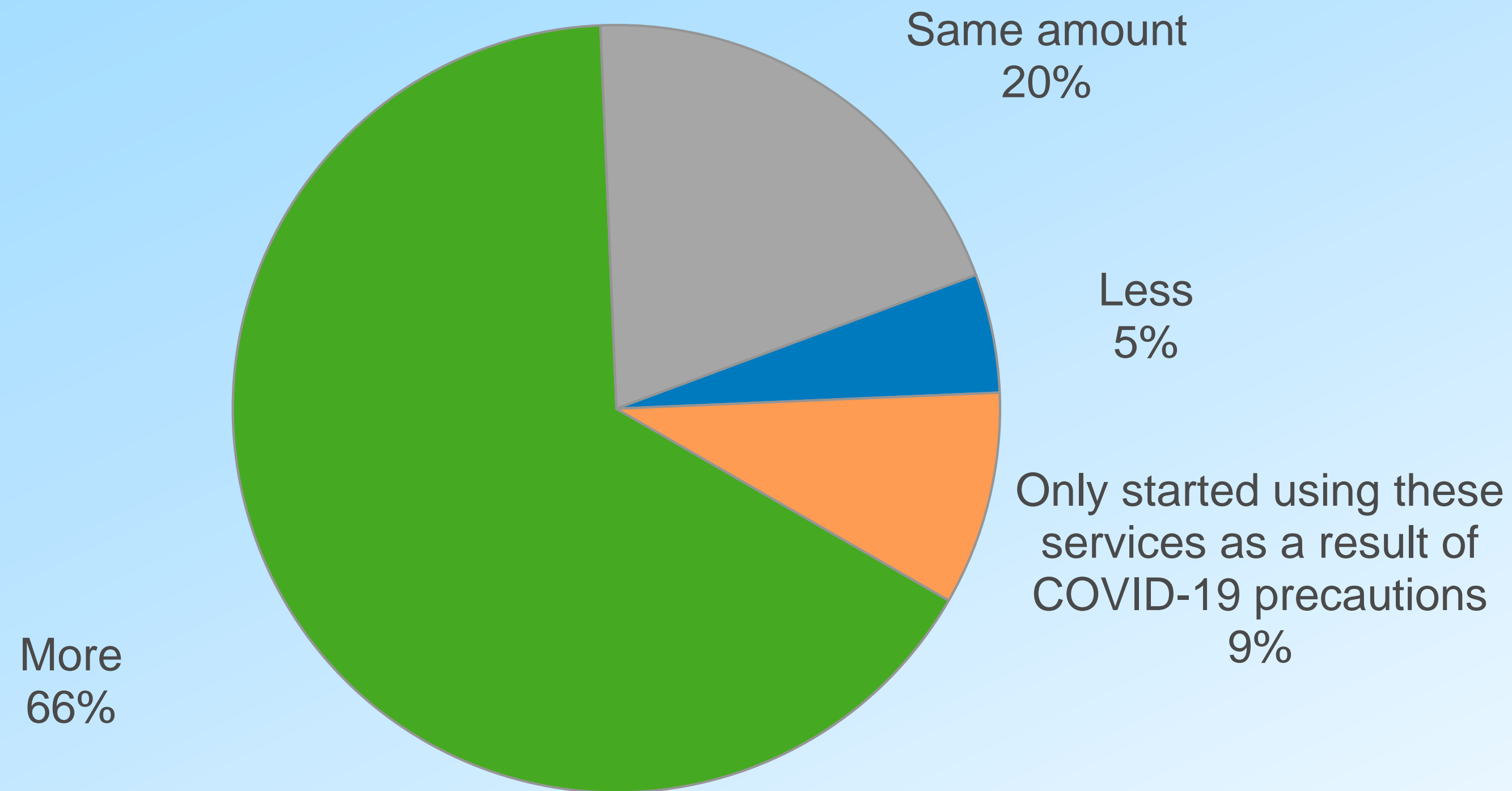
Since the outbreak of COVID-19, have you used video call services such as Zoom, Skype, FaceTime, etc. for personal connection...

WEEKLY PODCAST LISTENERS WHO EVER USE VIDEO
CALL SERVICES FOR PERSONAL CONNECTION (83%)



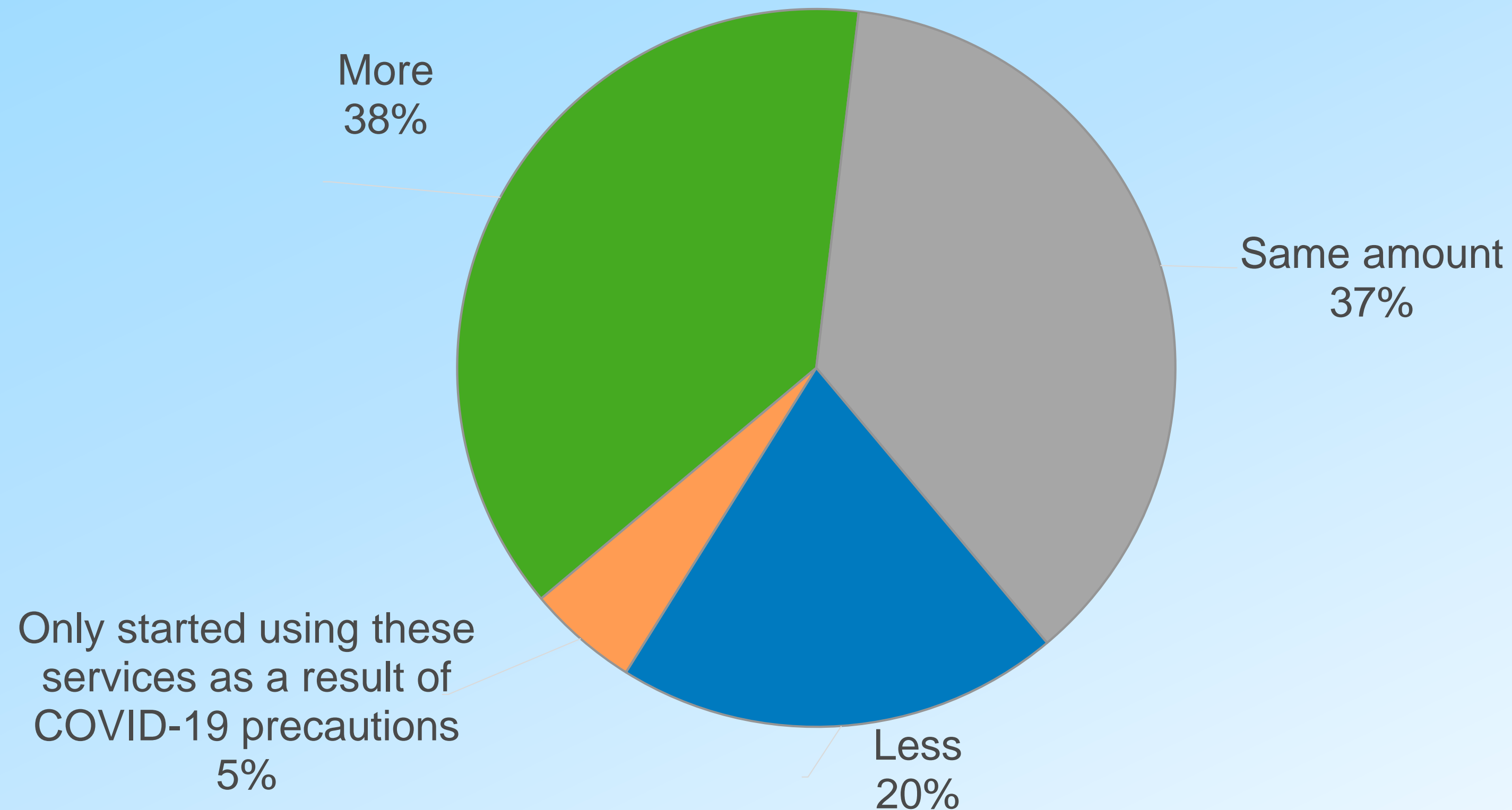
Since the outbreak of COVID-19, have you used video call services such as Zoom, Skype, FaceTime, etc. for work...

WEEKLY PODCAST LISTENERS EMPLOYED FULL OR PART-TIME
WHO EVER USE VIDEO SERVICES FOR WORK (54%)



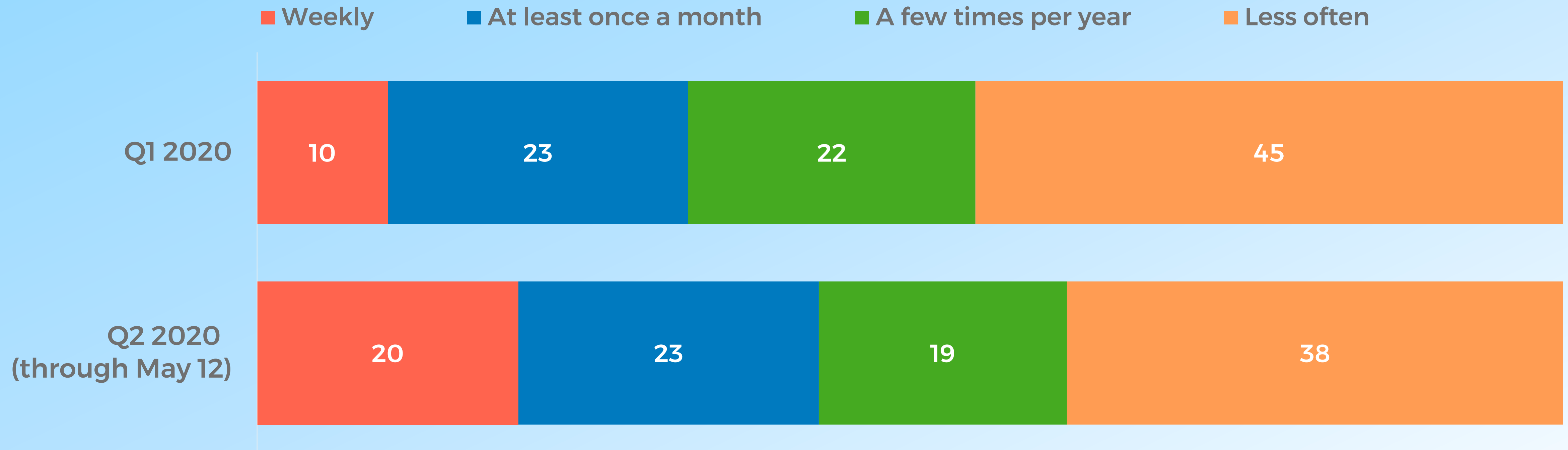
Since the outbreak of COVID-19, using delivery services/take out such as UberEats, Doordash, etc...

WEEKLY PODCAST LISTENERS WHO USE
DELIVERY/TAKE OUT SERVICES (75%)



How often do you use on-demand companies that immediately deliver goods or provide services, such as Uber, Seamless, Instacart, and Airbnb?

WEEKLY PODCAST LISTENERS

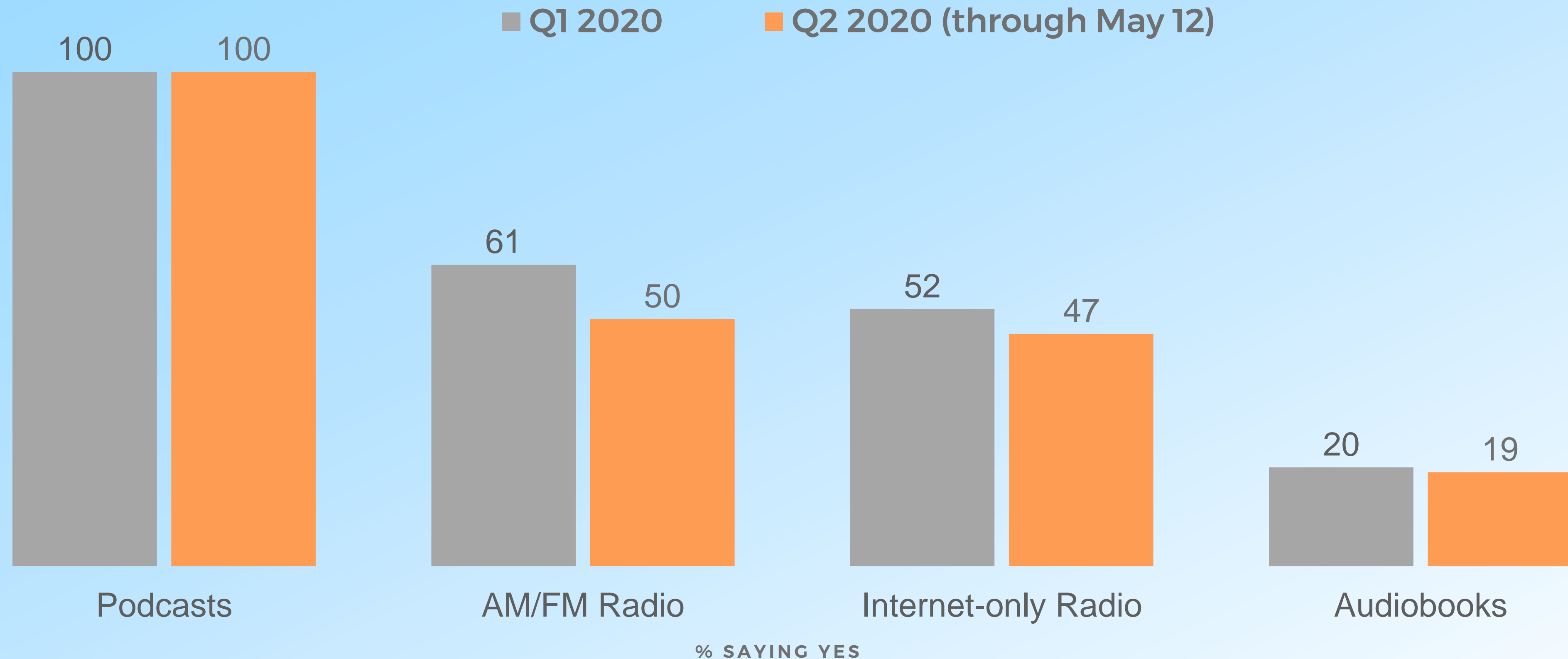


Media Consumption



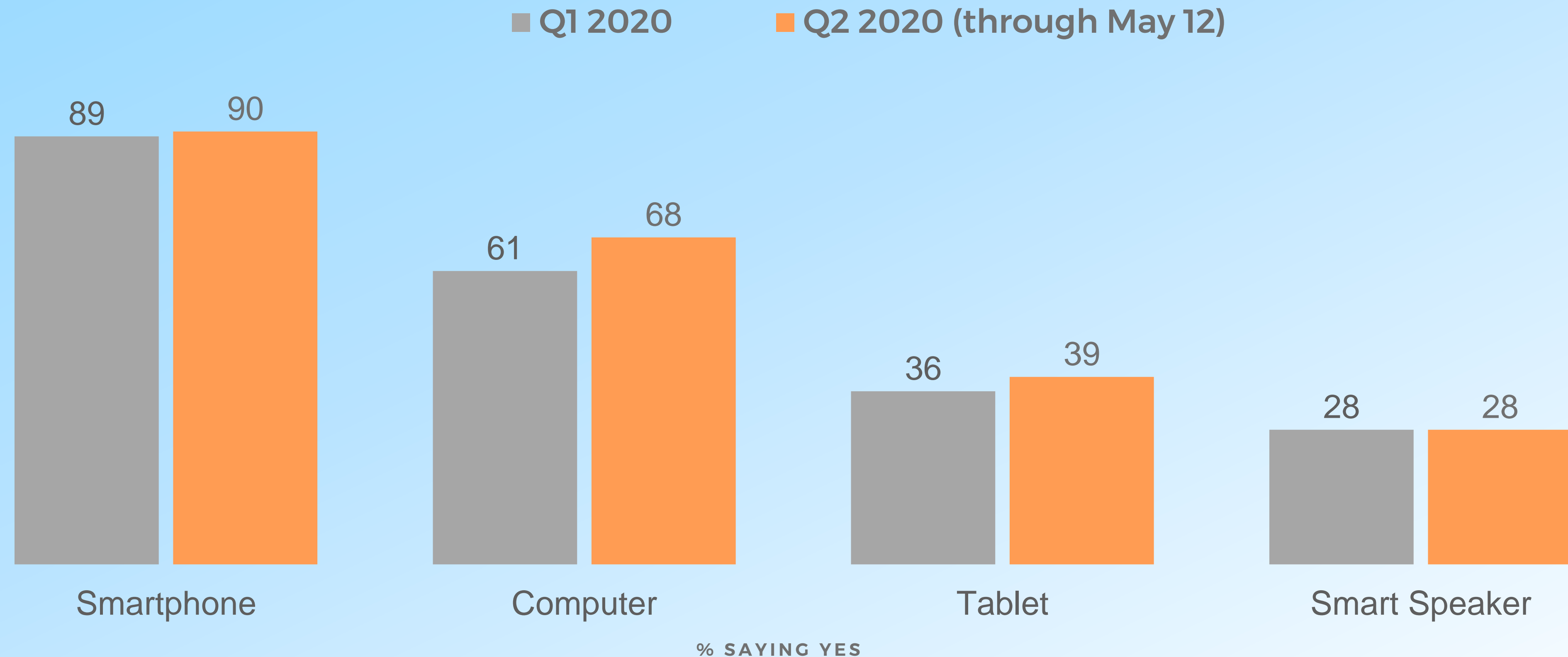
In the last week have you listened to...

WEEKLY PODCAST LISTENERS



Do you ever listen to podcasts on...

WEEKLY PODCAST LISTENERS



Podcast Listening

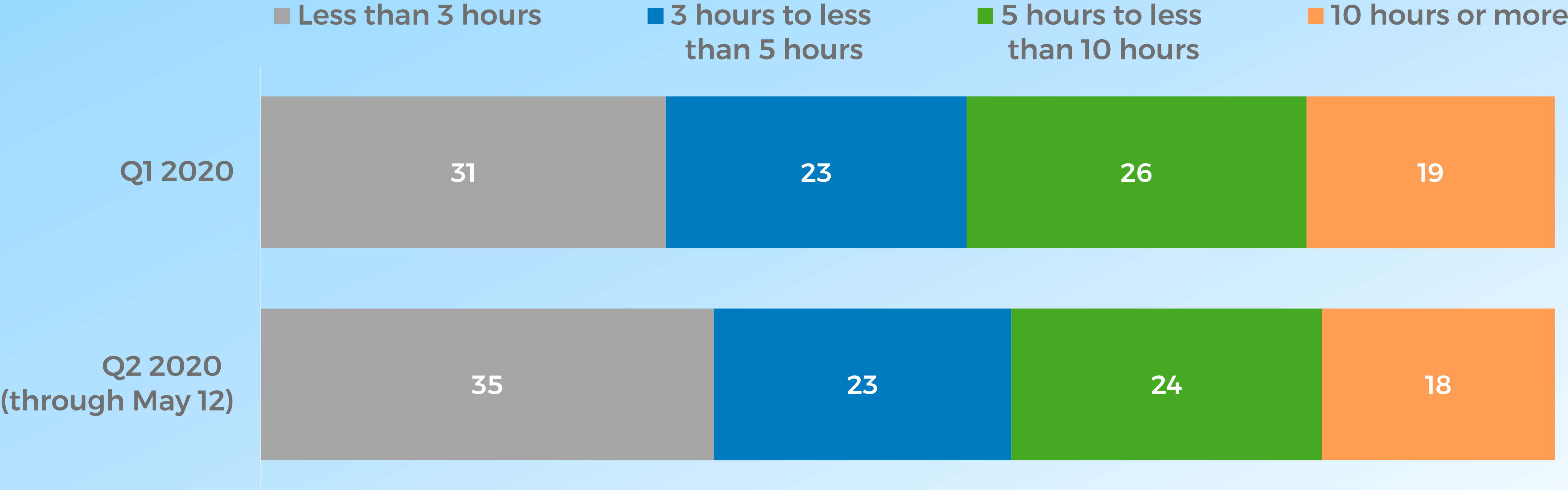




Changes in Consumption

Time spent listening to podcast in the last week:

WEEKLY PODCAST LISTENERS



Average time spent listening to podcast in the last week:

WEEKLY PODCAST LISTENERS

Q1 2020

6 hours 15 minutes

Q2 2020 (THROUGH MAY 12)

6 hours 23 minutes

Average time spent listening to podcast in the last week:

WEEKLY PODCAST LISTENERS Q2 2020 (THROUGH MAY 12)

WORK ELIMINATED/REDUCED

6^{hours} 35^{minutes}

NEWLY WORKING FROM HOME

5^{hours} 22^{minutes}



Changes to Content Preferences

% listened to [genre] in the last week

WEEKLY PODCAST LISTENERS

PAGE 1 OF 2

GENRE	Q1 2020	Q2 2020	Point change
Comedy	41%	40%	-1
News/Information	35%	38%	+3
Politics	33%	33%	0
Entertainment, celebrity, and gossip	32%	31%	-1
Sports	29%	27%	-2
True Crime	29%	27%	-2
Music	25%	27%	+2
History	27%	25%	-2
Wellness/Self-improvement	23%	24%	+1
Technology	22%	23%	+1
Science	22%	22%	0
Business	19%	21%	+2

% listened to [genre] in the last week

WEEKLY PODCAST LISTENERS

PAGE 1 OF 2

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Science	22%	22%	0
Business	19%	21%	+2

% listened to [genre] in the last week

WEEKLY PODCAST LISTENERS

PAGE 2 OF 2

GENRE	Q1 2020	Q2 2020	Point change
Mystery/Thriller	20%	20%	0
Food	18%	18%	0
Travel	18%	18%	0
Drama	13%	15%	+2
Games/Hobbies	15%	14%	-1
Philosophy/Religion	14%	14%	0
Fantasy/Sci-Fi	13%	13%	0
Biography/Memoir	11%	12%	+1
Adult Fiction	10%	10%	0
Home/Garden	7%	10%	+3
Language	5%	8%	+3
Romance	6%	7%	+1
Children's	4%	3%	-1

% listened to [genre] in the last week

WEEKLY PODCAST LISTENERS

PAGE 2 OF 2

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Philosophy/Religion	14%	14%	0
Fantasy/Sci-Fi	13%	13%	0
Biography/Memoir	11%	12%	+1
Adult Fiction	10%	10%	0
Home/Garden	7%	10%	+3
Language	5%	8%	+3
Romance	6%	7%	+1
Children's	4%	3%	-1

Podcast Consumer

Tracking Report



Welcome to the Podcast Consumer Tracking Report Dashboard



Demos



Media
Consumption



Podcast
Listening



Monetization



Ranker



Lifestyle

Study Methodology:

- 6,066 online interviews
- Adults age 18 and older
- Q3 2019 interviews conducted July 7 through September 30, 2019
- Q4 2019 interviews conducted October 1 through December 31, 2019

Contact Edison Research:

twebster@edisonresearch.com

mkiesche@edisonresearch.com

(908) 707-4707

Podcast Consumer

Tracking Report

Podcast Consumer
Tracking Report



Sample Demographics



(Gender) ▼

(Age)

(Ethnicity) ▼

(Survey Quarter)

(Service Used Mo...)

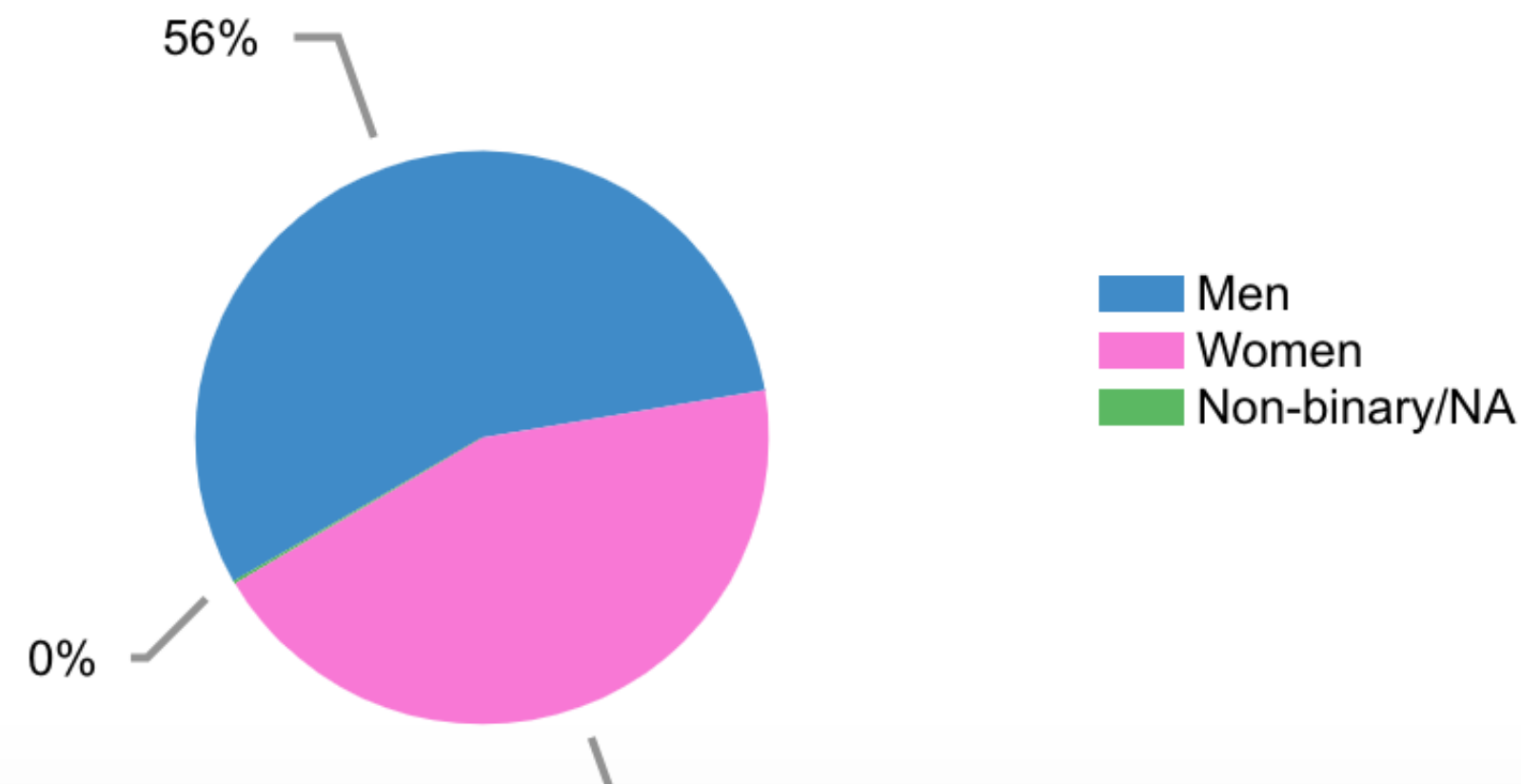
(Aided Network Awaren... ▼

Base: Weekly podcast listeners

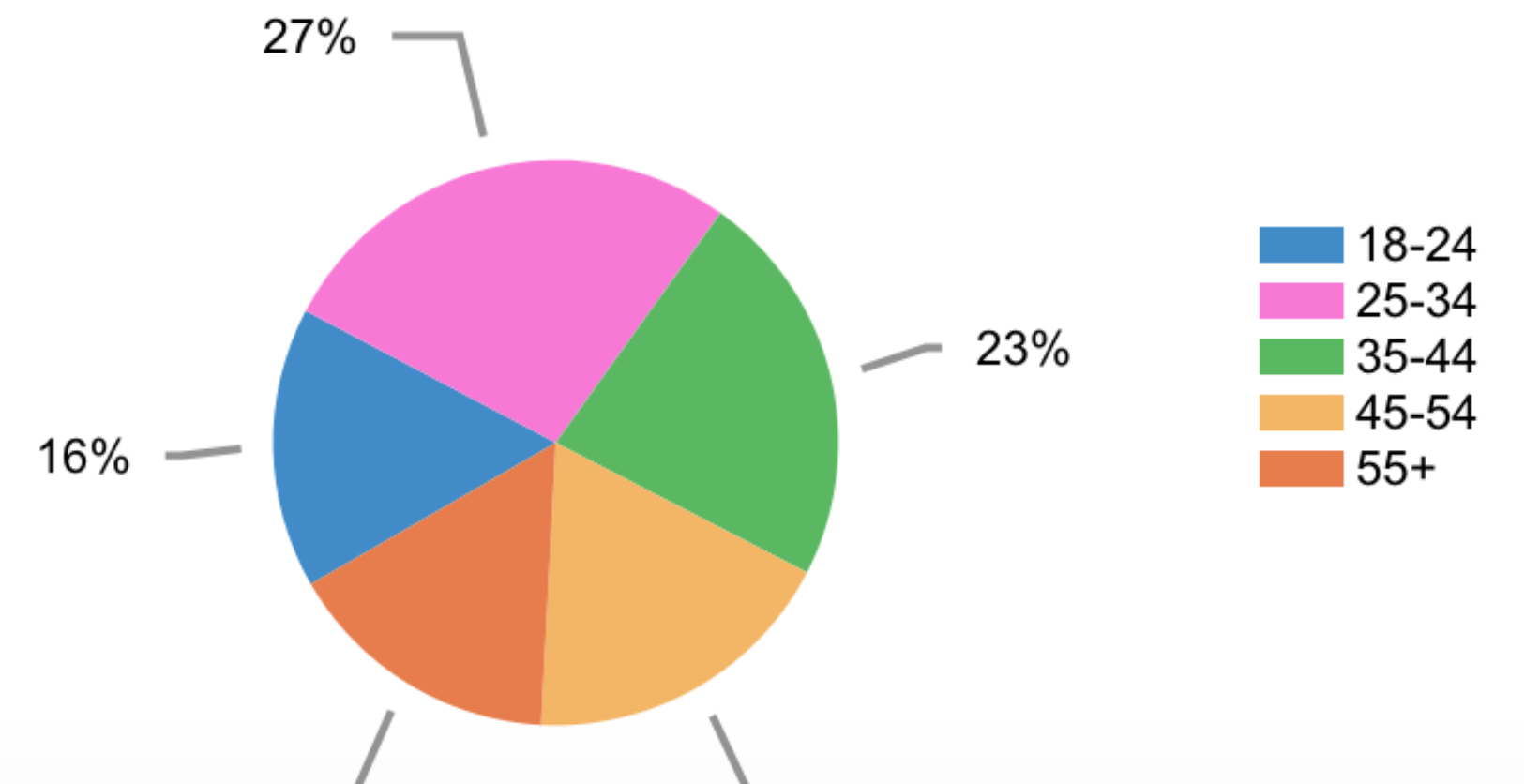
Cumulative

Trending

Gender



Age



IMPORTANT: A reminder that
according to our Letter of

Podcast Consumer

Tracking Report



Podcast Listening



Podcast Consumer
Tracking Report



Demos



Media Consumption



Podcast Listening



Monetization



Ranker



Lifestyle

Devices & Locations

Services, TSL, Time
as a Listener

Network Aided
Awareness

Topics and Genre
Ranking

(Gender) ▼

(Age)

(Ethnicity) ▼

(Survey Quarter)

(Service Used Most ... ▼

(Aided Network Awaren... ▼

Base: Weekly podcast listeners

Cumulative

Trending

Podcast Listening Devices

Listen to Podcasts on a Smartphone

89%



Yes
No

Listen to Podcasts on a Computer/Laptop

60%



Yes
No

Listen to Podcasts on a Tablet

37%



Yes
No

IMPORTANT: A reminder that
according to our Letter of

Podcast Consumer

Tracking Report



Lifestyle



Podcast Consumer
Tracking Report



Home

Demos



Media Consumption



Podcast Listening



Monetization



Ranker



Lifestyle

Social Media &
Cell Phones

Alcohol & Vehicles

Shopping & Dining

Exercise &
Entertainment

Work & Finance

(Gender) ▼

(Age)

(Ethnicity) ▼

(Survey Quarter)

(Service Used Mo

(Aided Network Awaren... ▼

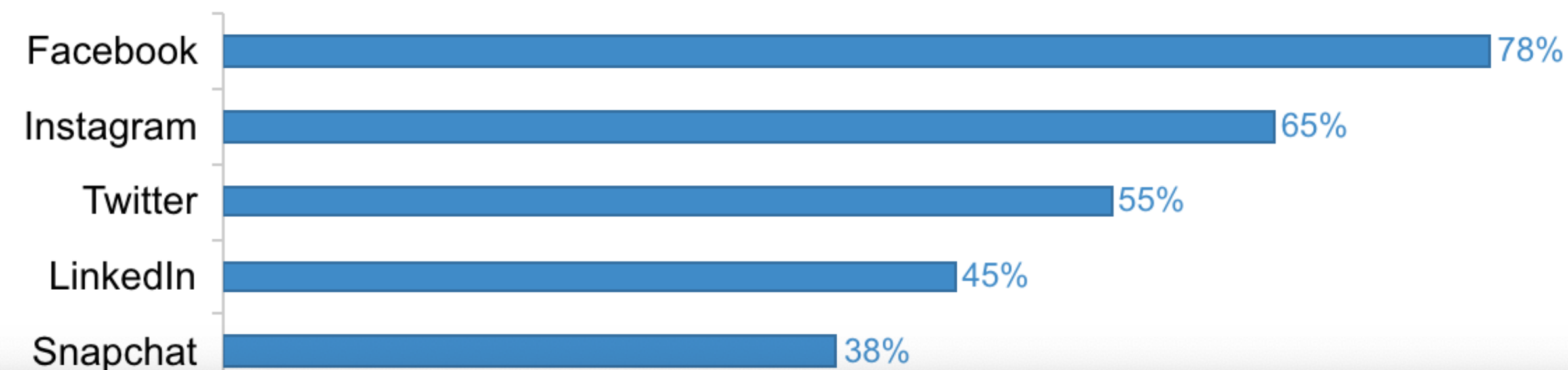
Base: Weekly podcast listeners

Cumulative

Trending

Social Media Usage

Currently ever use social media platform



IMPORTANT: A reminder that

Top Ten Podcasts by Weekly Reach – Q1 2020

WEEKLY PODCAST LISTENERS

RANK	TITLE
1	The Joe Rogan Experience
2	The Daily
3	This American Life
4	Crime Junkie
5	My Favorite Murder
6	Stuff You Should Know
7	Office Ladies
7	Wait Wait...Don't Tell Me
9	Planet Money
10	Pod Save America

Observations

- ▶ 41% of weekly podcast listeners have had their work reduced or eliminated
- ▶ The employment and work patterns of 18-34s have been affected the most by COVID-19
- ▶ While those who have had their jobs reduced/eliminated are listening more, those whose work from home hours have increased are spending less time with podcasts
- ▶ Desktop/Laptop listening has risen as a result of quarantine. AM/FM listening is down
- ▶ Usage of on-demand delivery/convenience services has risen among weekly listeners
- ▶ While genre consumption has begun to return to pre-quarantine levels, News and various Home and Self Improvement topics have increased significantly

THURSDAY, JUNE 4TH 1PM EDT



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