

LATINO
PODCAST
LISTENER REPORT 2021



Who are the Non-Listeners?

ADONDE
media



libsyn

PRX



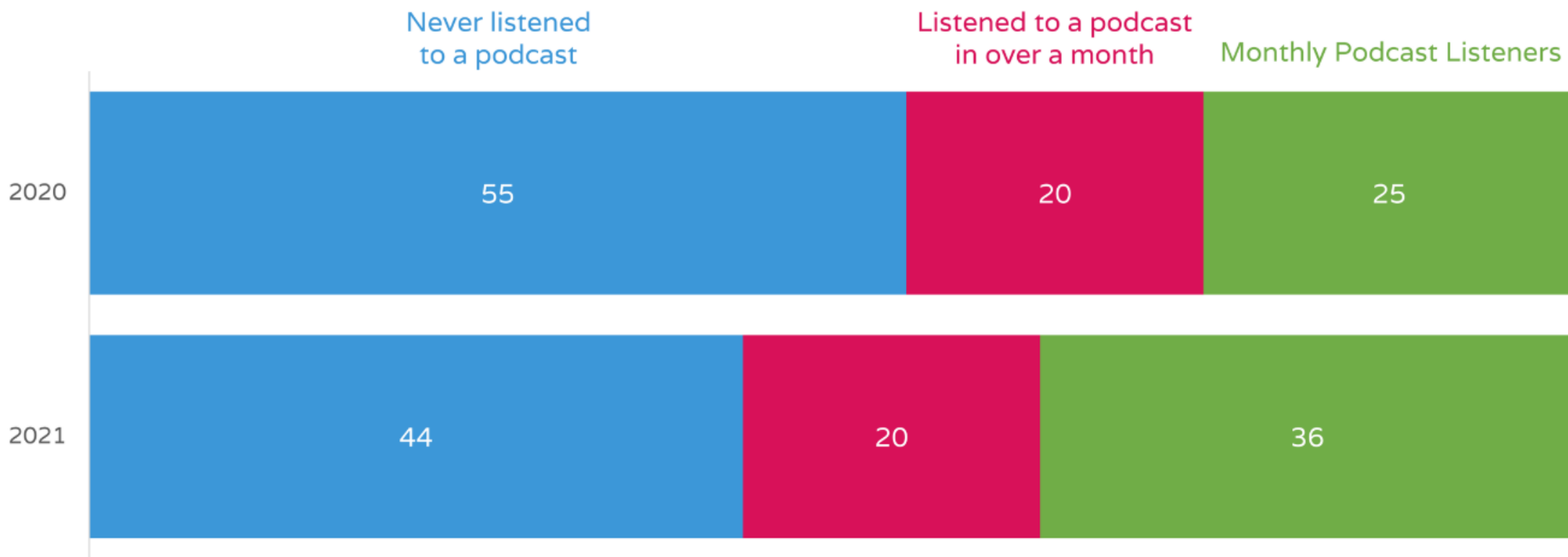
SONORO

sxm
MEDIA

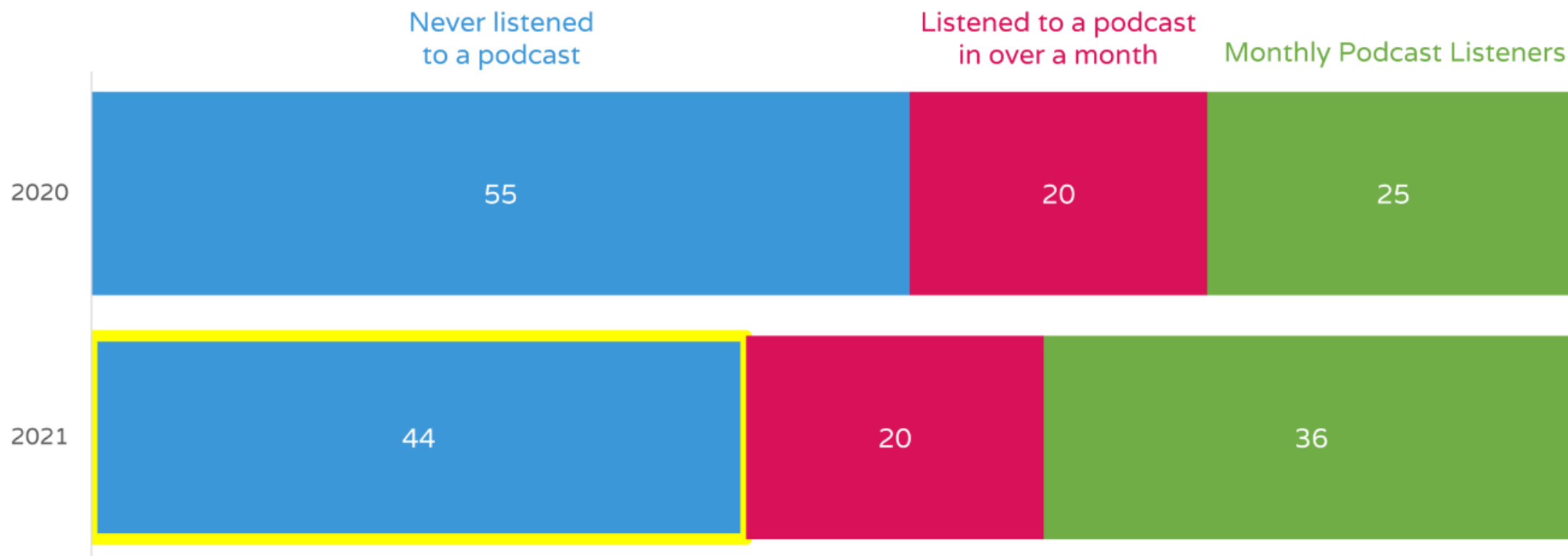
The Latino Podcast Listener Report 2021

- 2,500+ online interviews of U.S. Hispanic/Latino adults age 18+
- Conducted in May 2021
- Data weighted to match age/sex/country origin of U.S. Hispanic/Latino population and Infinite Dial 2021 podcast listening statistics
- Survey offered in both English and Spanish
 - 17% of survey respondents took the survey in Spanish
- Trended with the *Latino Podcast Listener Report 2020*

Composition of U.S. Latinos



Composition of U.S. Latinos



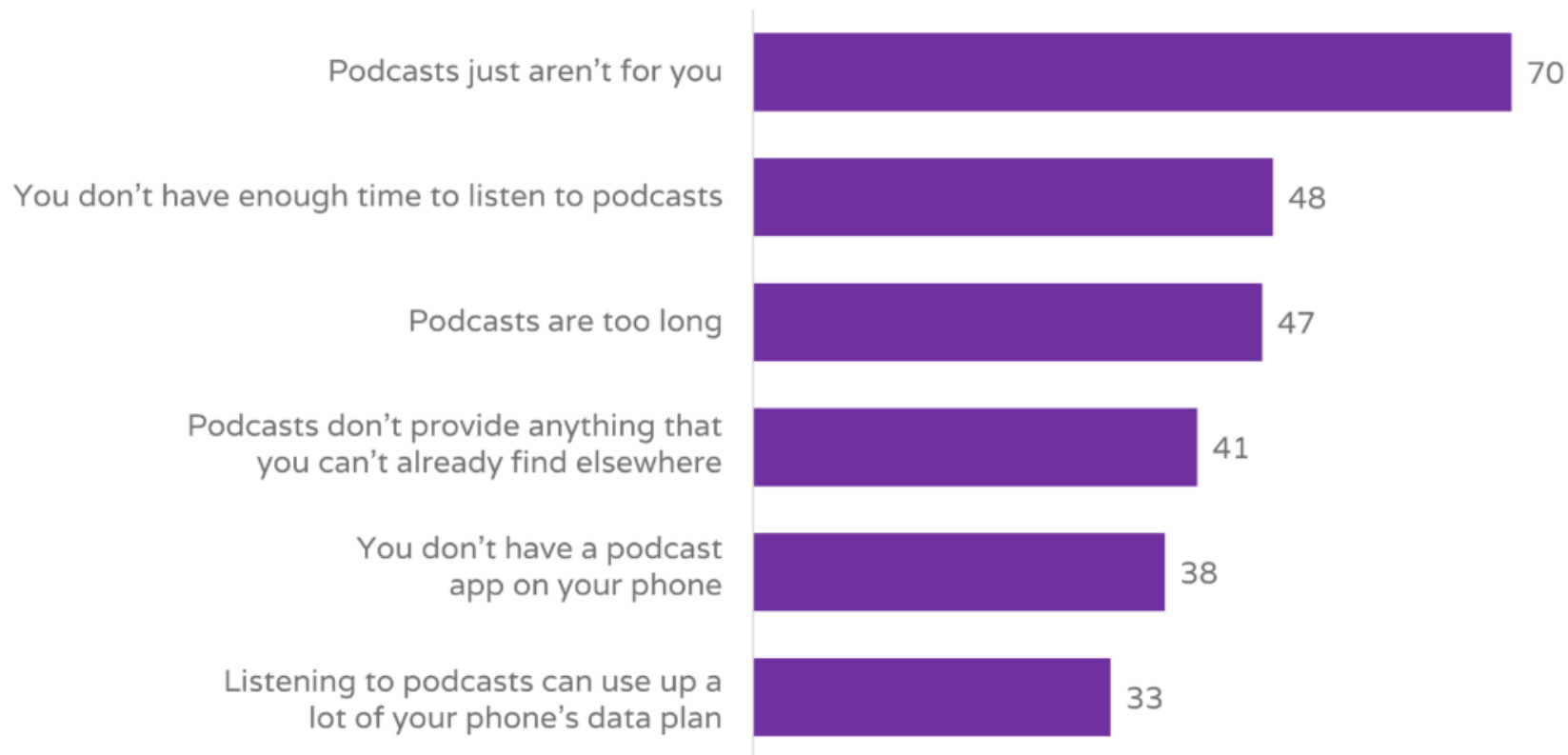
43%

of U.S. Latinos who have never
listened to a podcast are familiar
with the term “podcasting”

Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

% saying it is a reason

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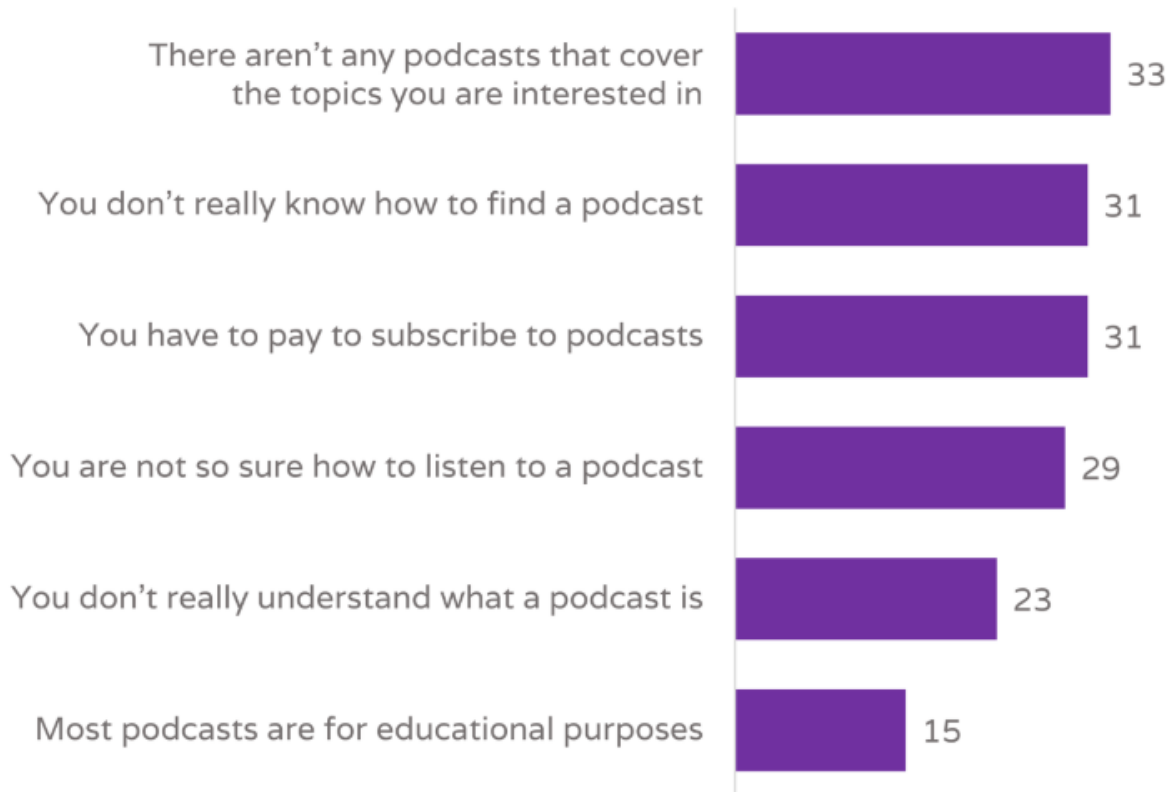


Base: Aware of term podcasting but have never listened

Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

% saying it is a reason

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Base: Aware of term podcasting but have never listened

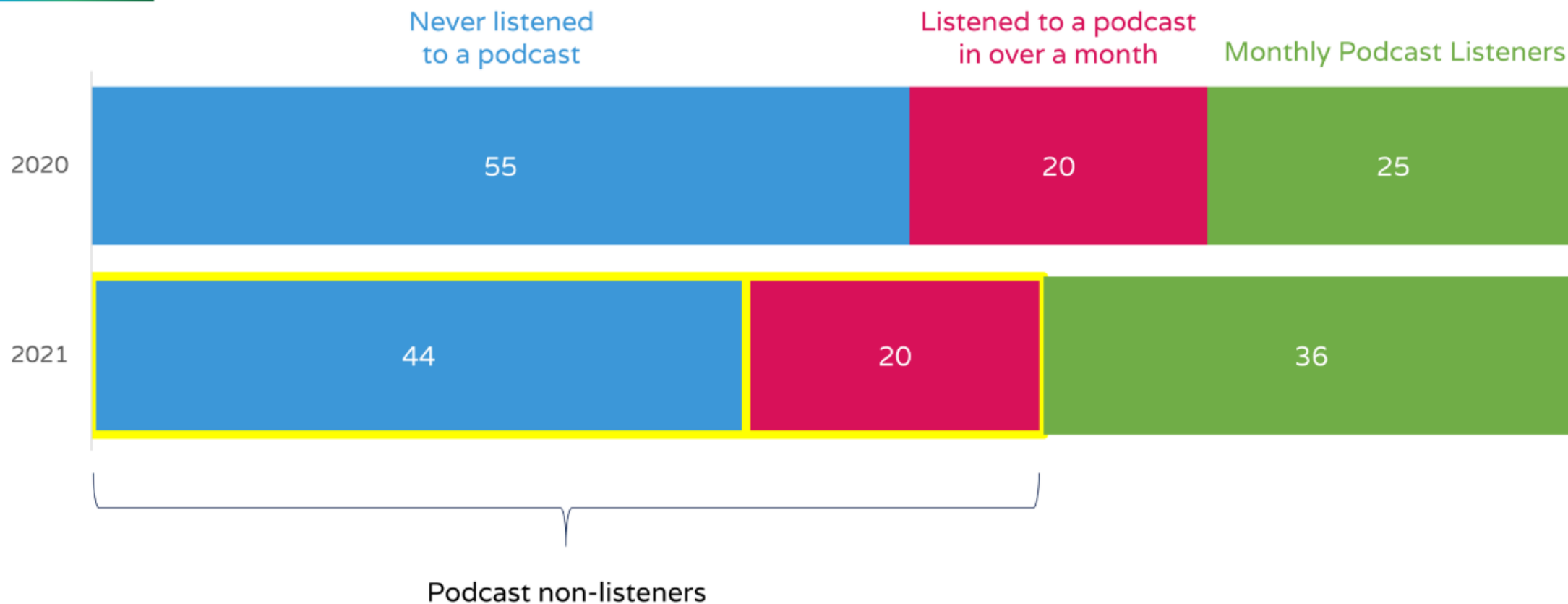
Would you be interested in listening to podcasts if...?

% saying yes



Base: Aware of term podcasting but have never listened

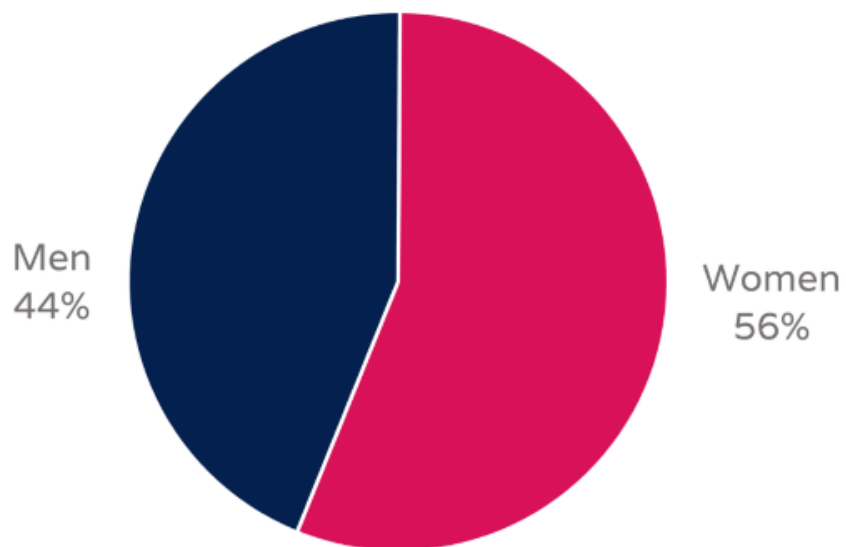
Composition of U.S. Latinos



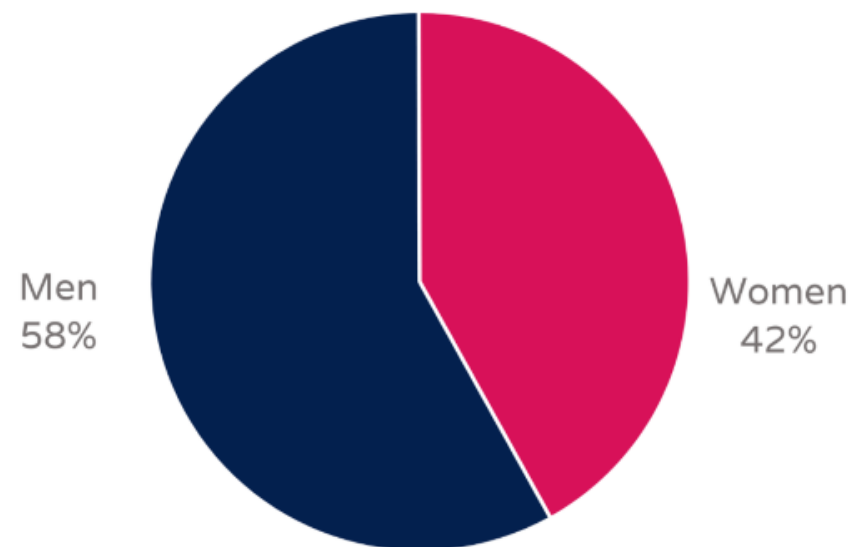
Composition of U.S. Latinos

Gender

Podcast Non-Listeners



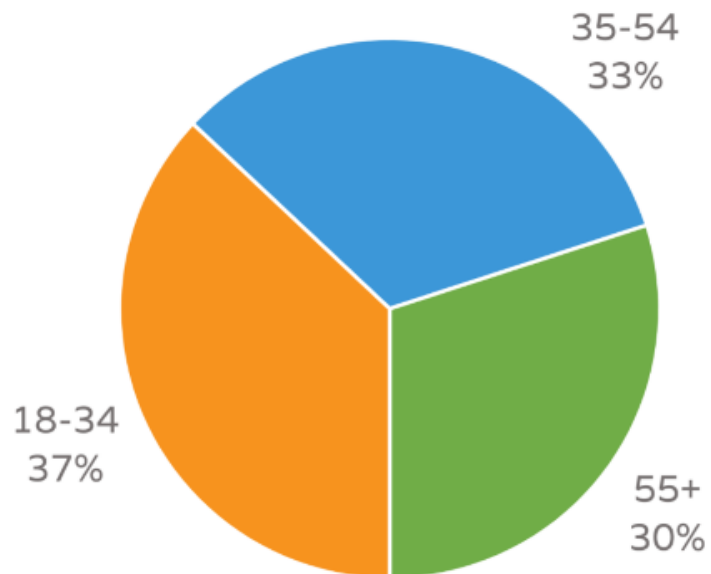
Monthly Podcast Listeners



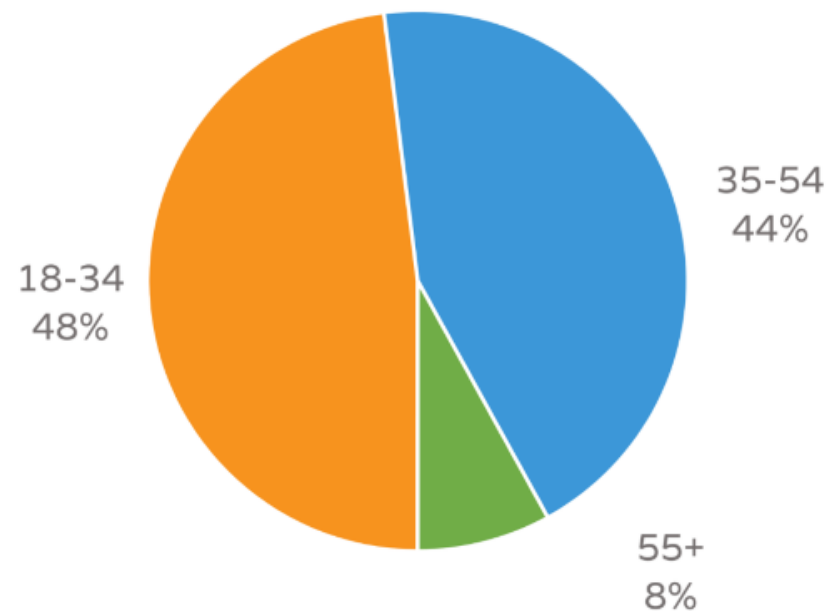
Composition of U.S. Latinos

Age

Podcast Non-Listeners



Monthly Podcast Listeners

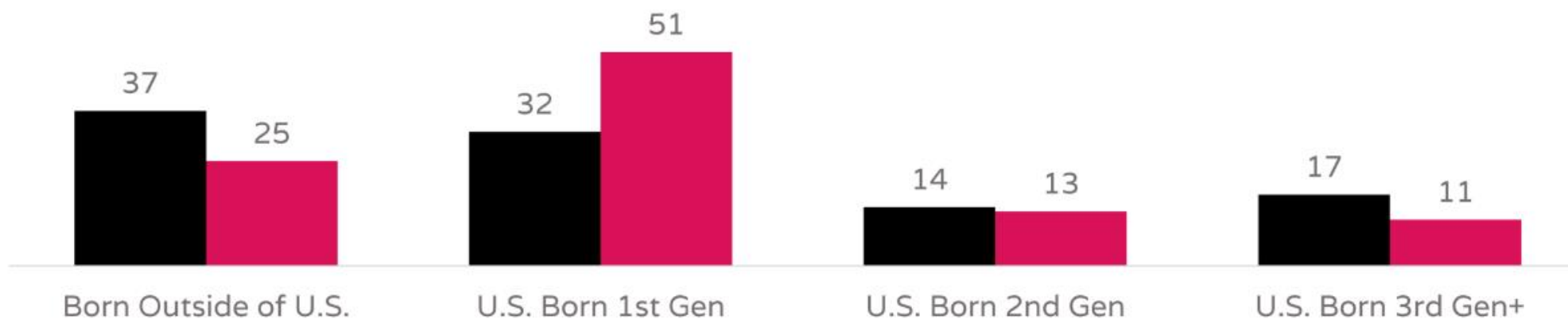


Composition of U.S. Latinos

Foreign born vs. U.S. born

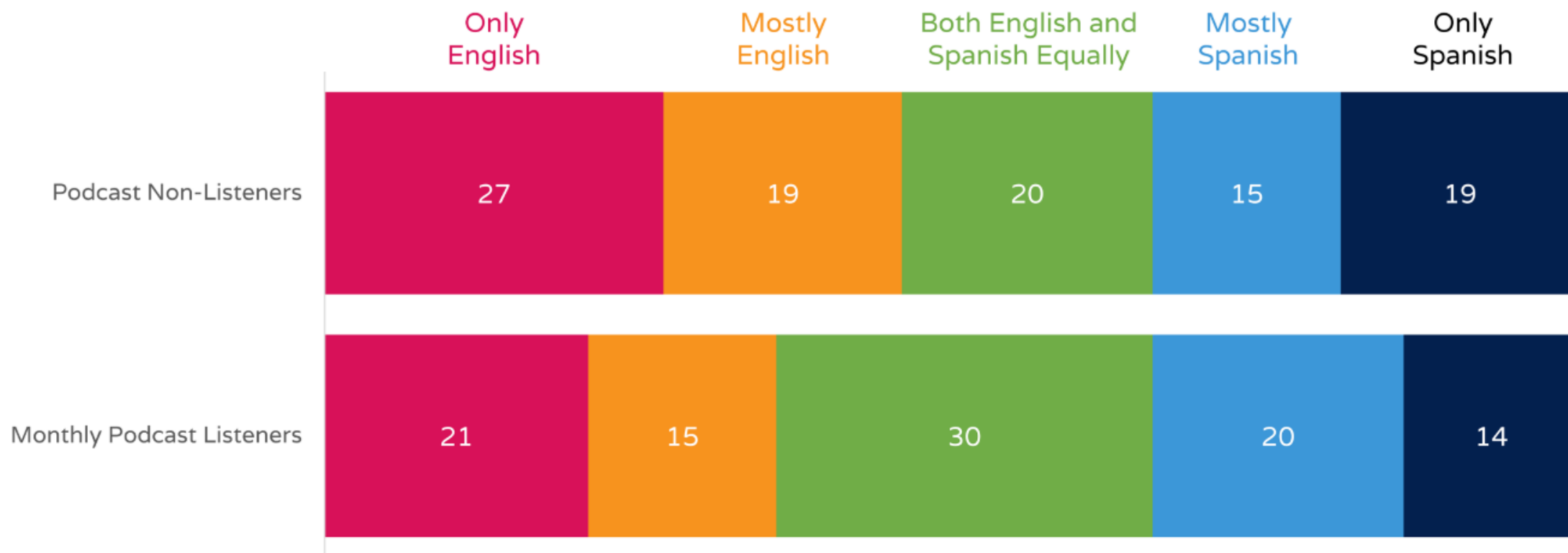
■ Podcast Non-Listeners ■ Monthly Podcast Listeners

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.



Composition of U.S. Latinos

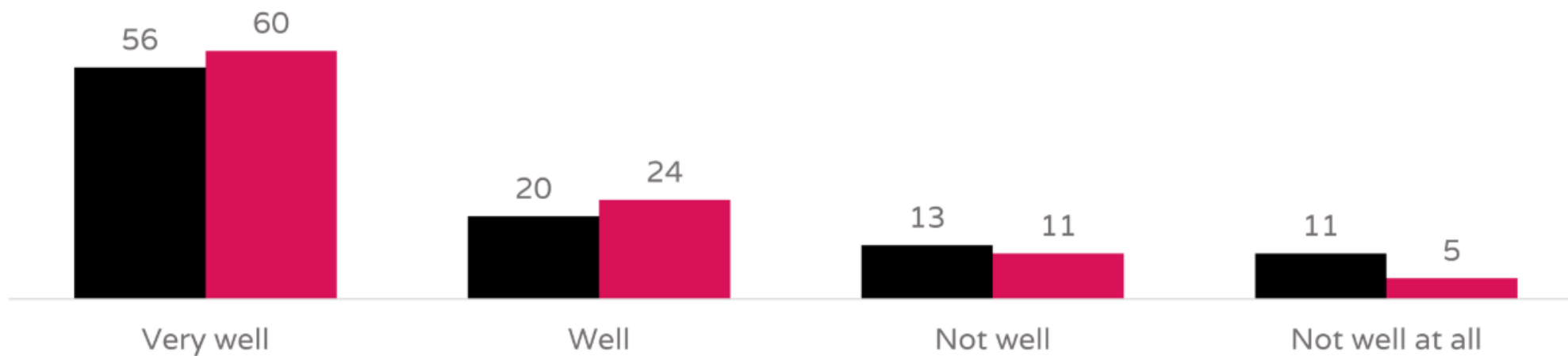
English and Spanish Usage at Home



Composition of U.S. Latinos

How well do you understand Spanish?

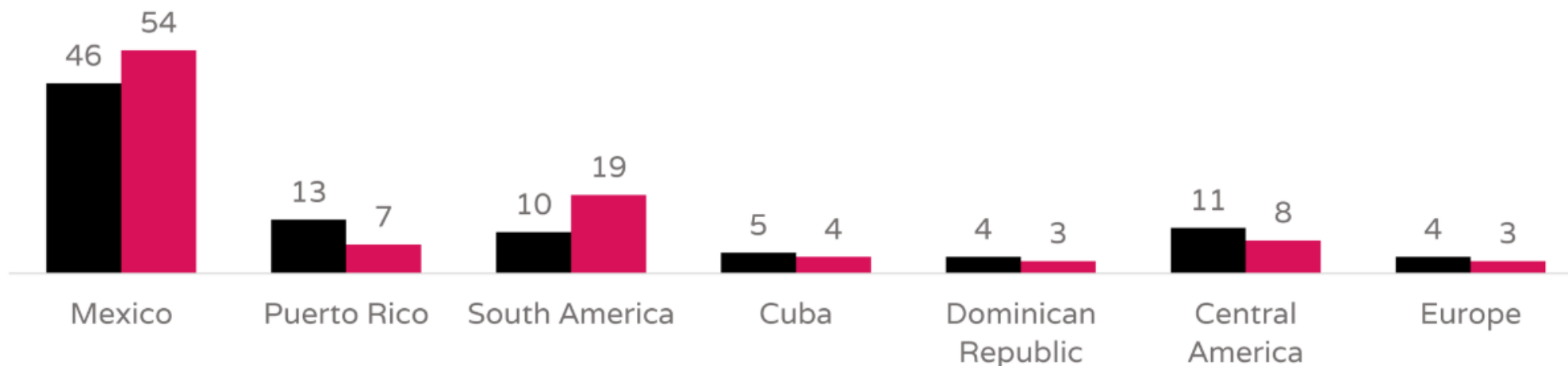
■ Podcast Non-Listeners ■ Monthly Podcast Listeners



Composition of U.S. Latinos

Country from where most of family originates

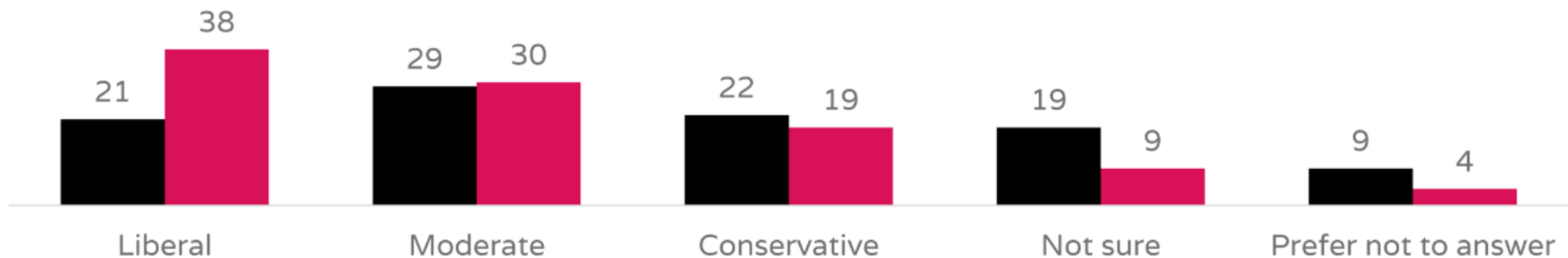
■ Podcast Non-Listeners ■ Monthly Podcast Listeners



Composition of U.S. Latinos

Political ideology

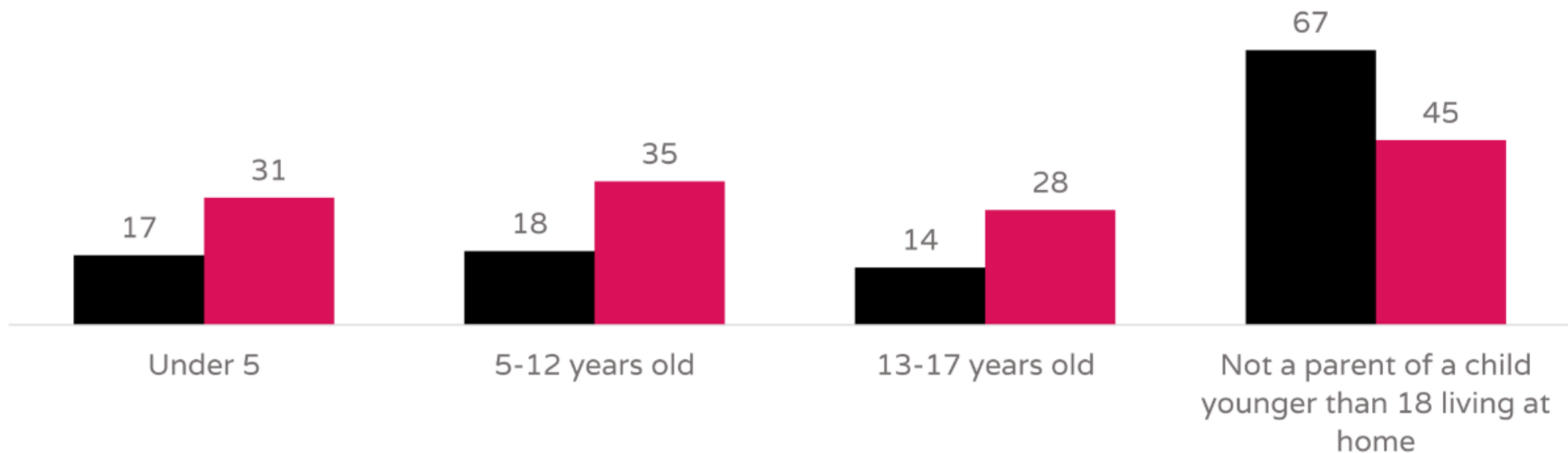
■ Podcast Non-Listeners ■ Monthly Podcast Listeners



Composition of U.S. Latinos

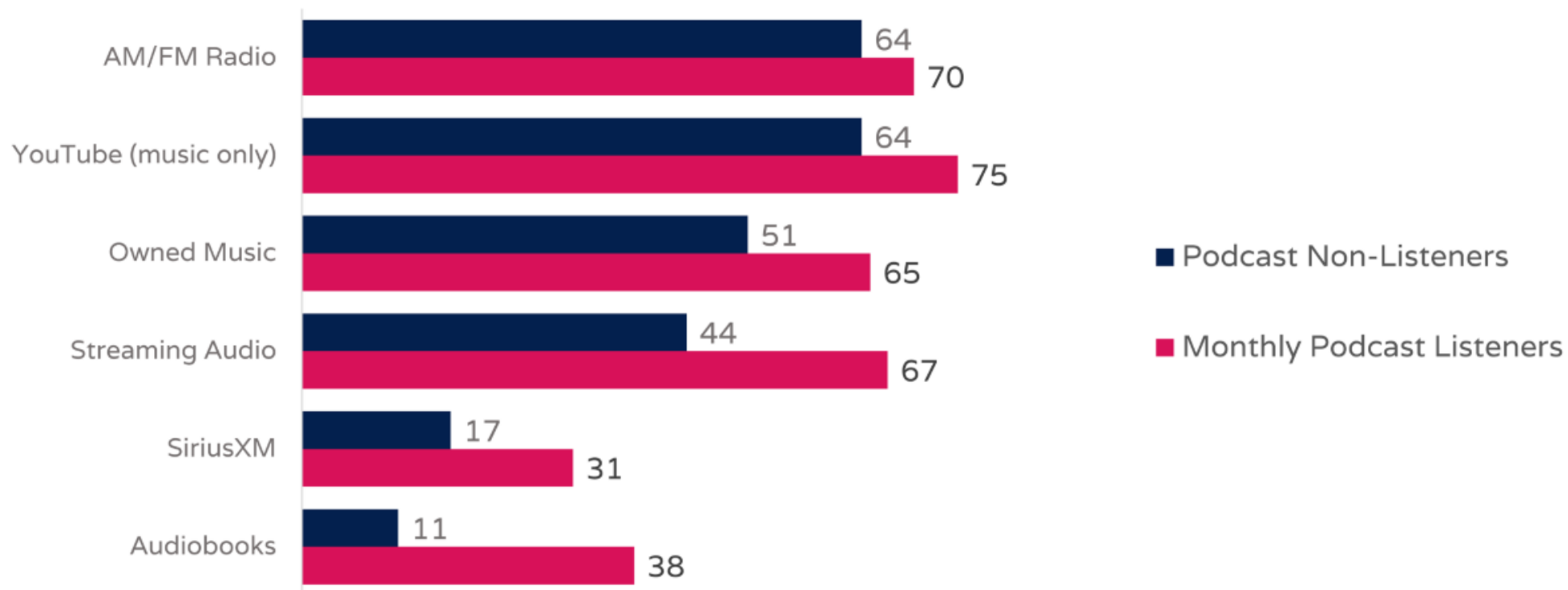
Parents of children younger than 18 living at home

■ Podcast Non-Listeners ■ Monthly Podcast Listeners



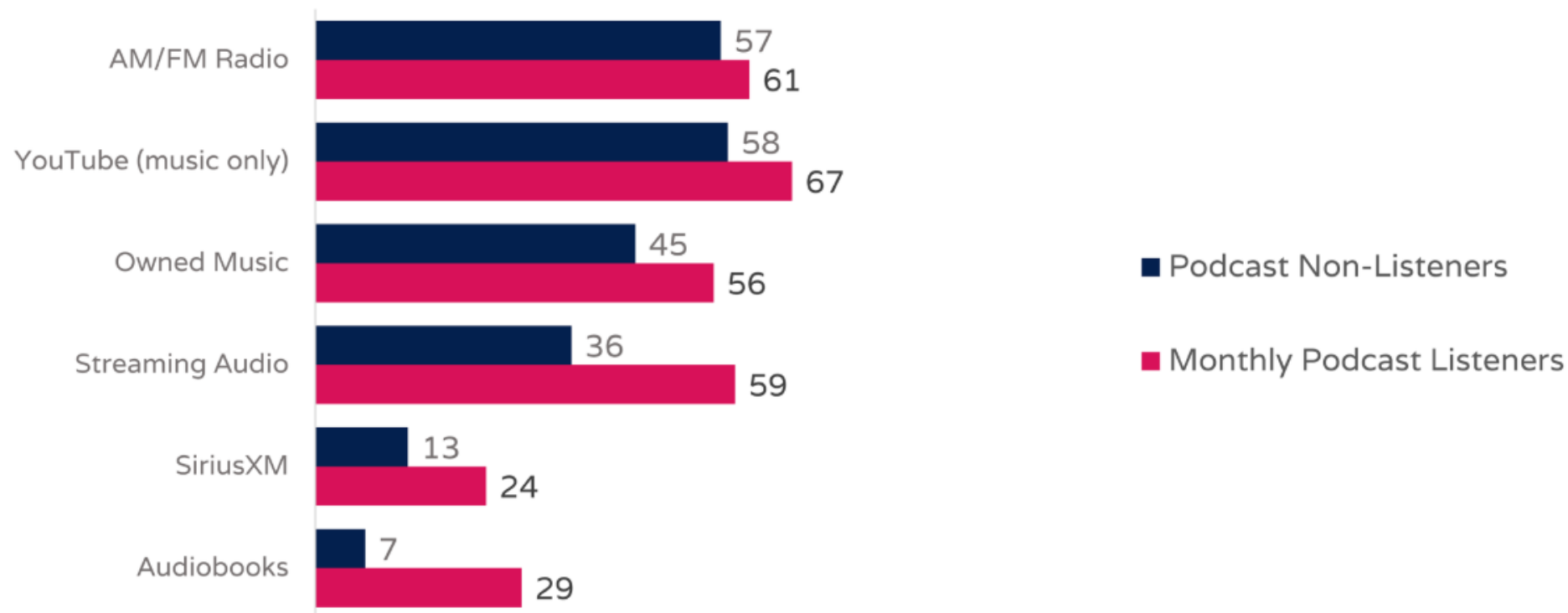
In the last month, did you listen to...?

% saying yes



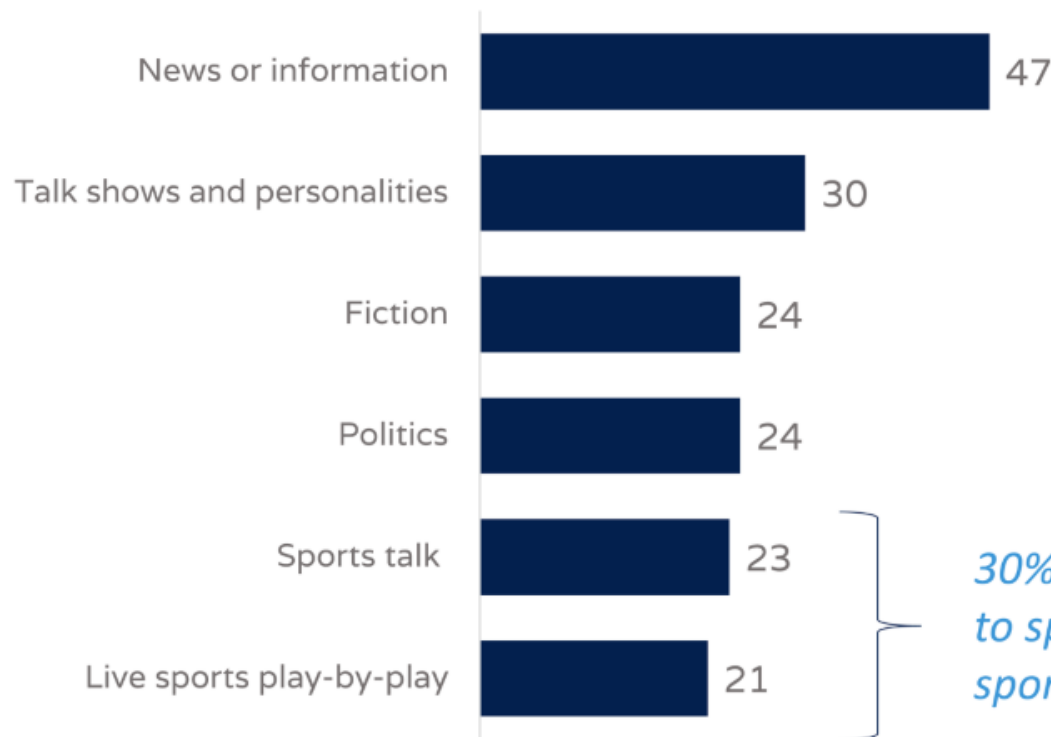
In the last week, did you listen to...?

% saying yes



Type of Spoken Word Audio Content U.S. Latino Podcast Non-Listeners Currently Listen to

% currently listening to type of spoken word audio



67% currently listen to any spoken word audio content

30% currently listen to sports talk or live sports play-by-play

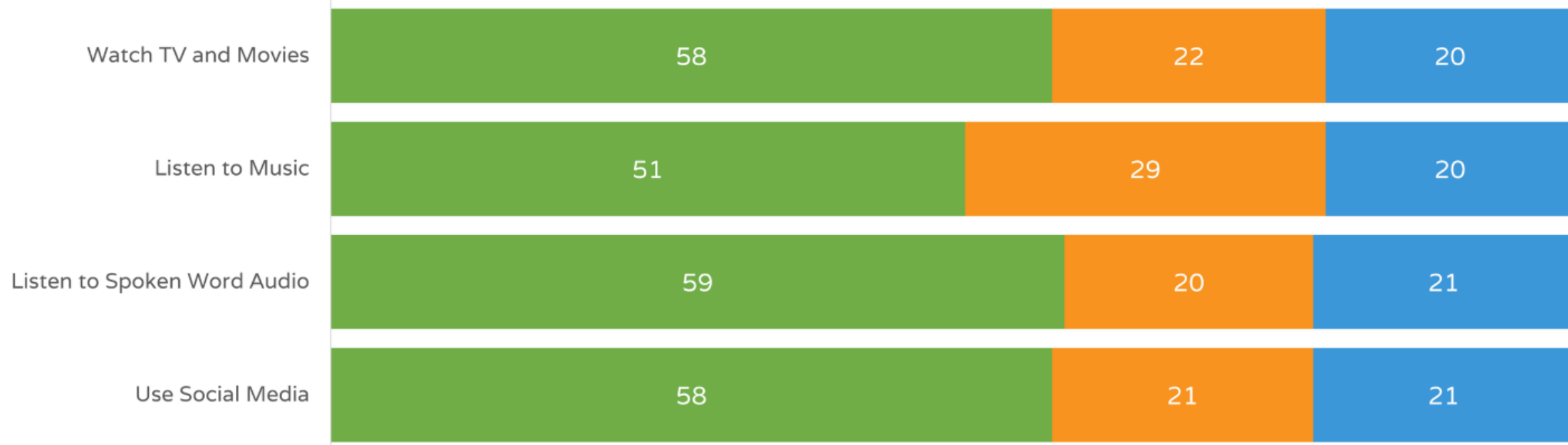
In general, what language do you prefer when you...? (Latino Podcast Non-Listeners)

% saying language

Only or Mostly English

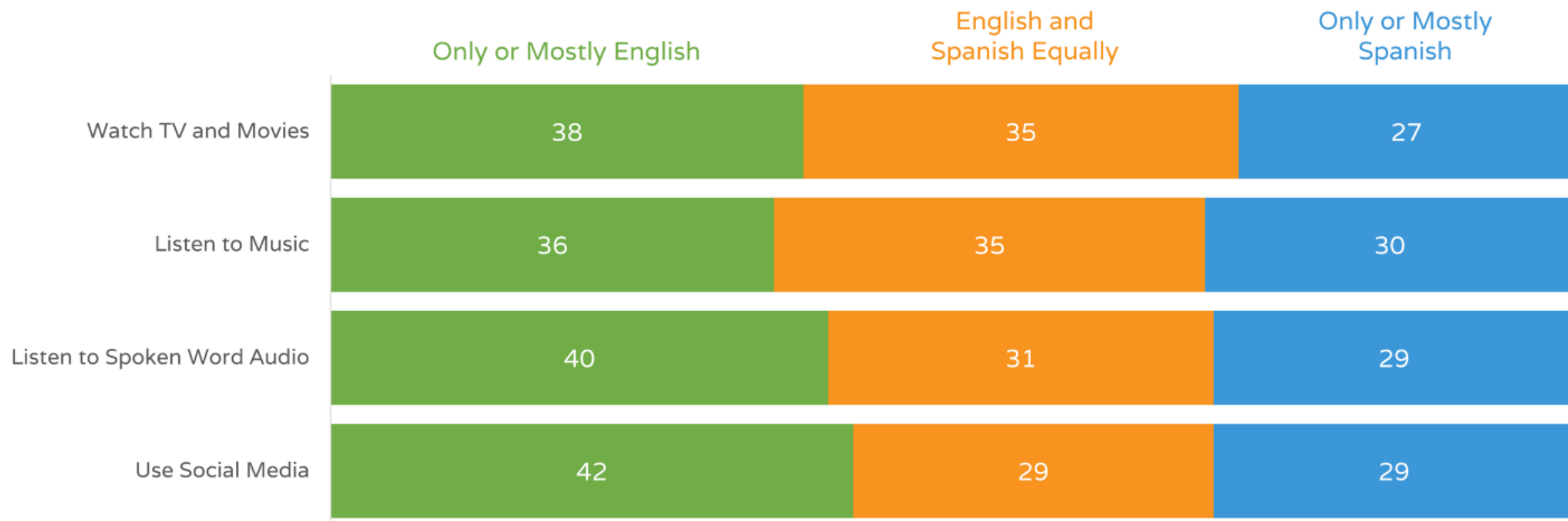
English and
Spanish Equally

Only or Mostly
Spanish



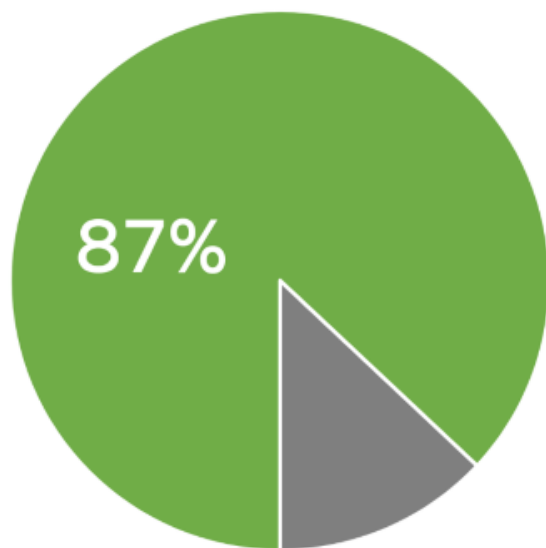
In general, what language do you prefer when you...? (Latino Monthly Podcast Listeners)

% saying language

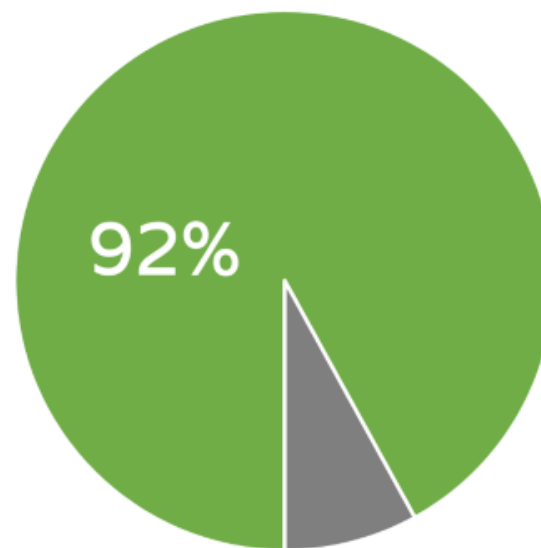


Percent of Latinos Using Any Kind of Social Media

Podcast Non-Listeners

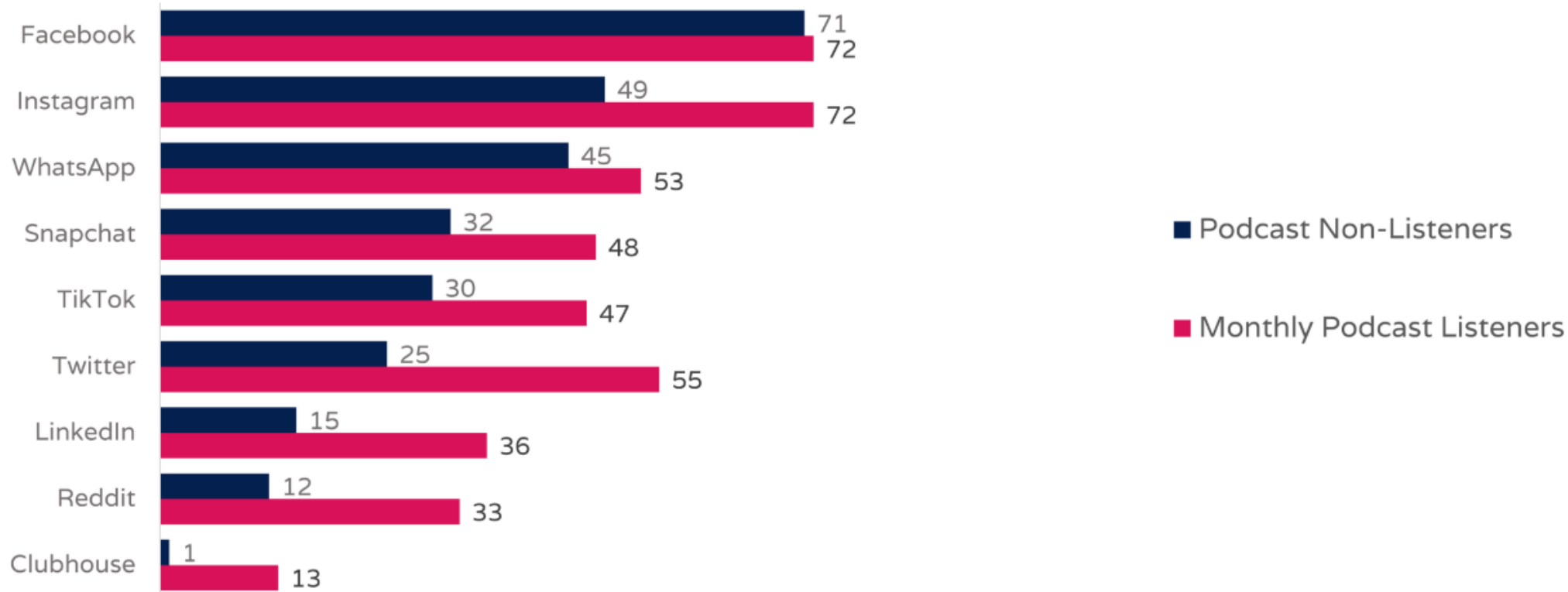


Monthly Podcast Listeners

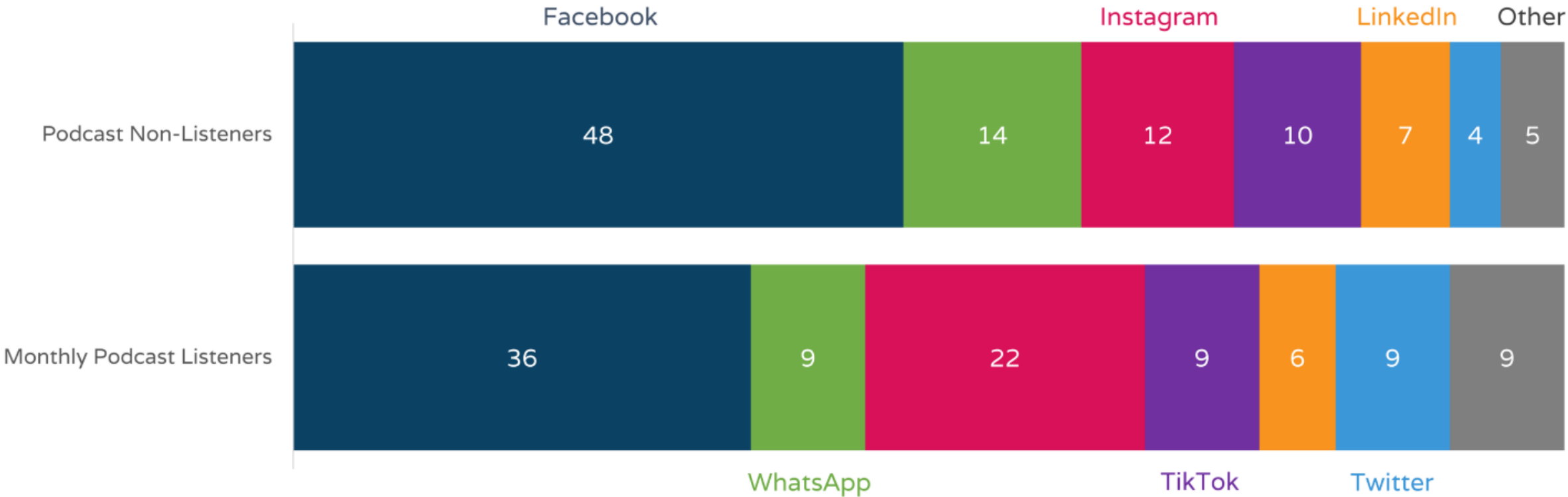


Do you currently ever use...?

% saying yes



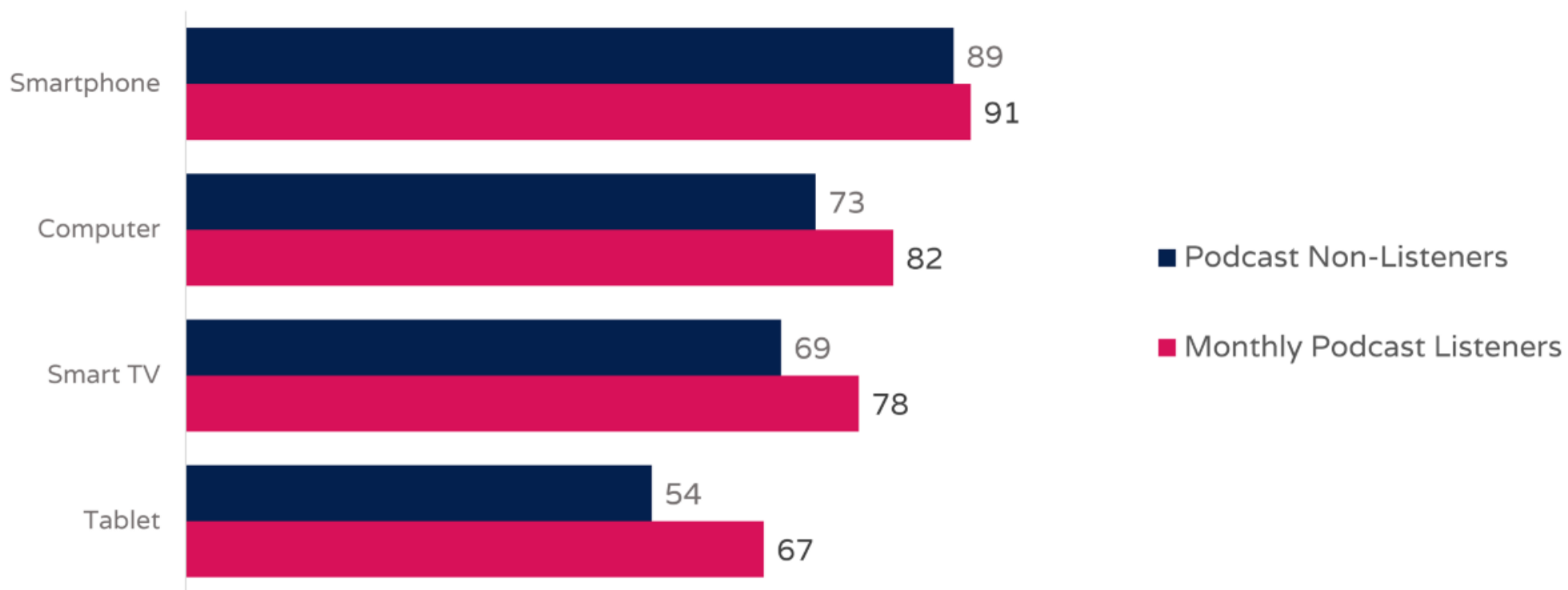
Social Media U.S. Latinos Use Most Often



Base: Currently use any social media services

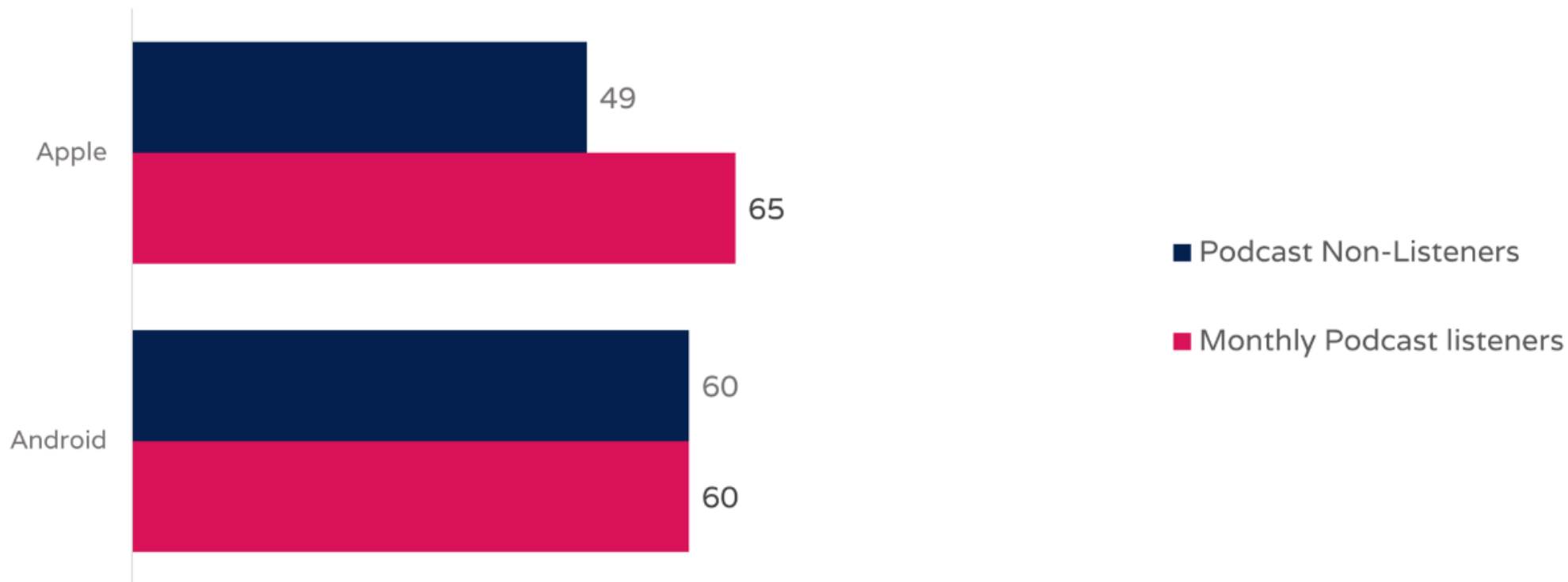
Device Ownership

% owning device



Smartphone Ownership

% owning smartphone



Base: Own a smartphone

Takeaways

Non-listeners' gateway to podcasts is through video

Education about podcasting is necessary outside of our existing audiences

Large directories can help amplify relevant content for Latinos

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