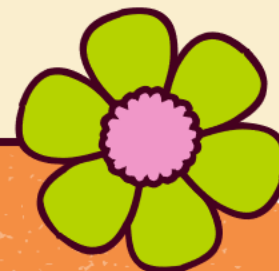


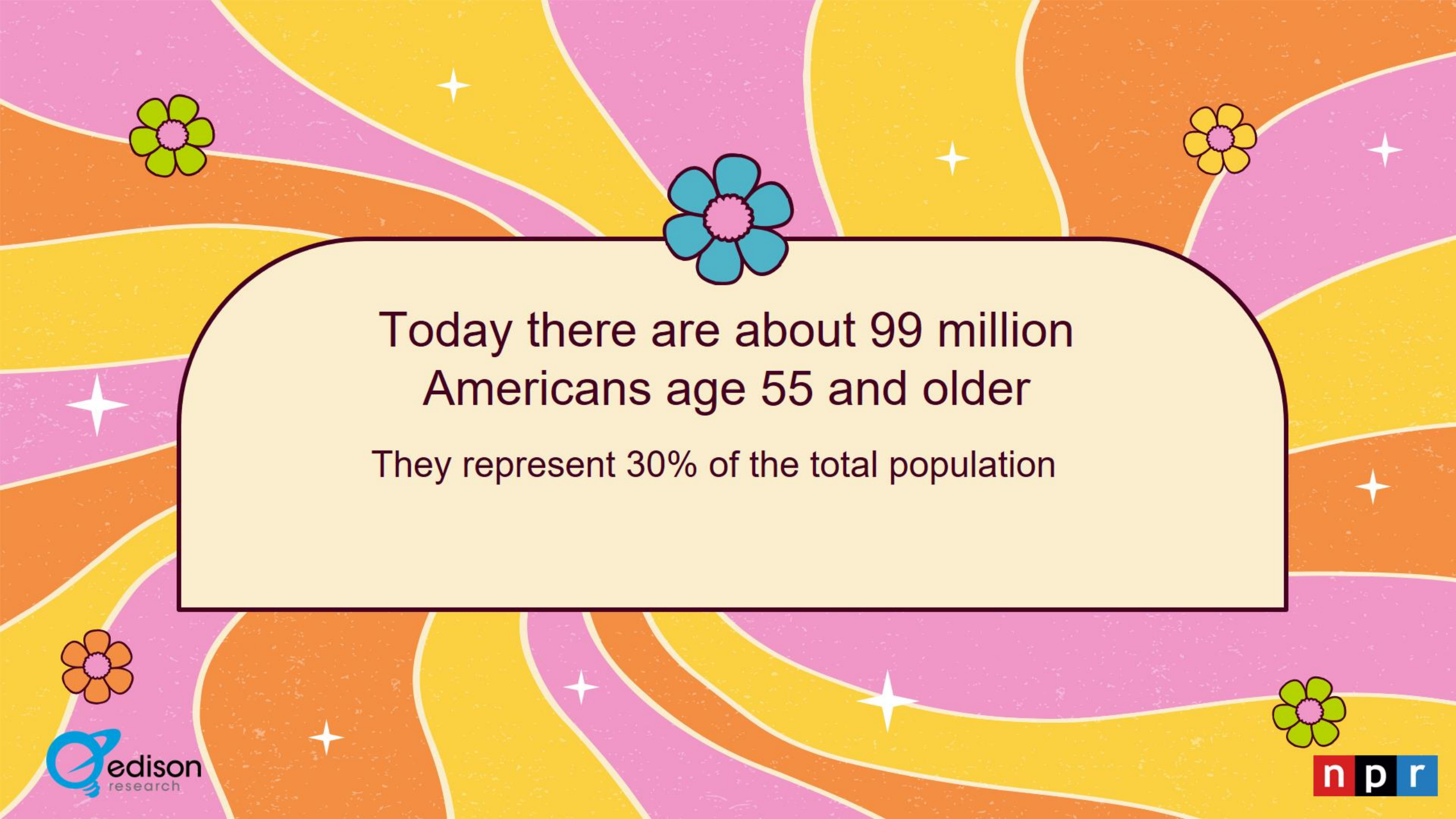


Hit Play, Boomer!



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

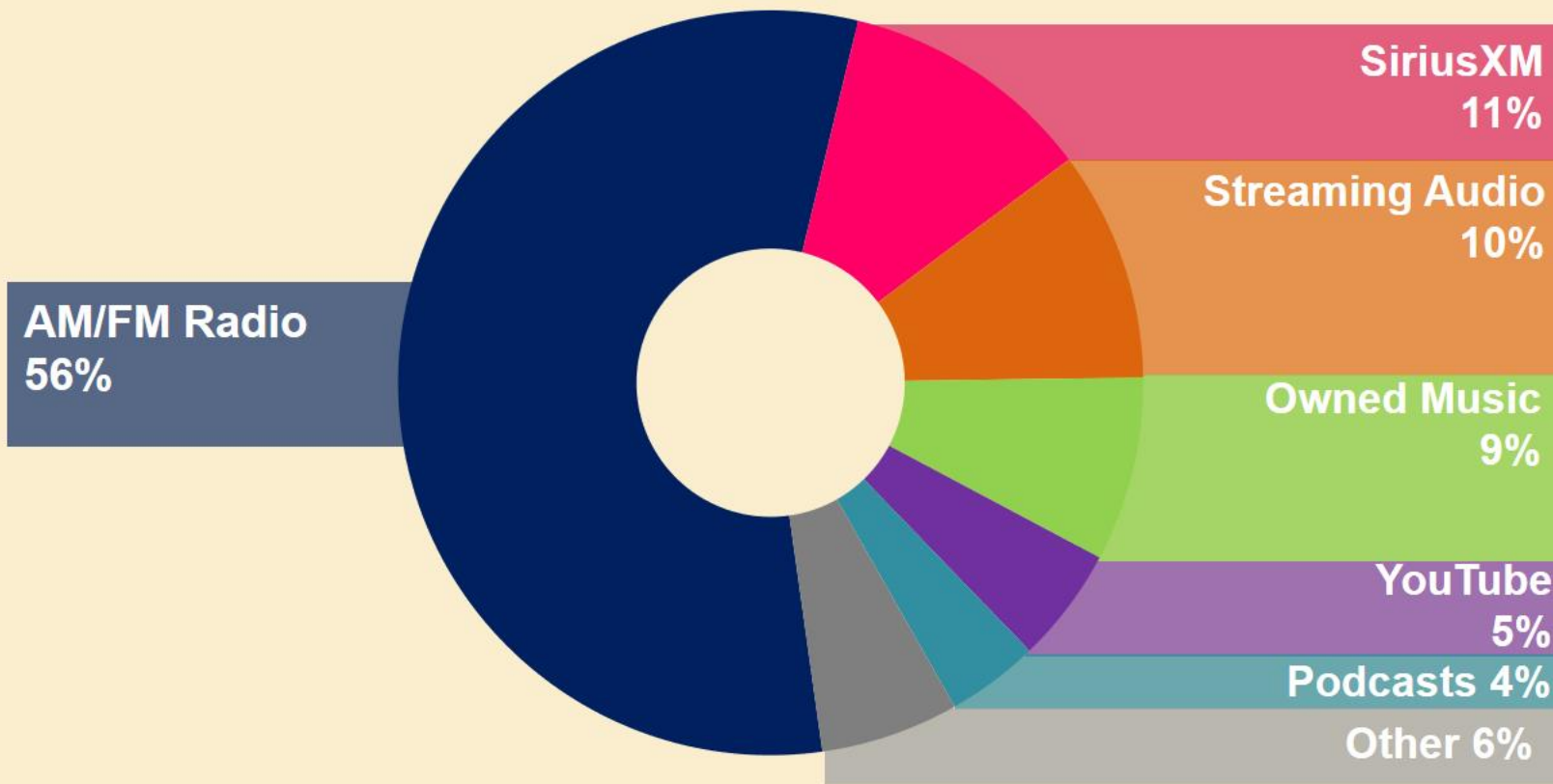
per day listening to audio

Edison Research Share of Ear®



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

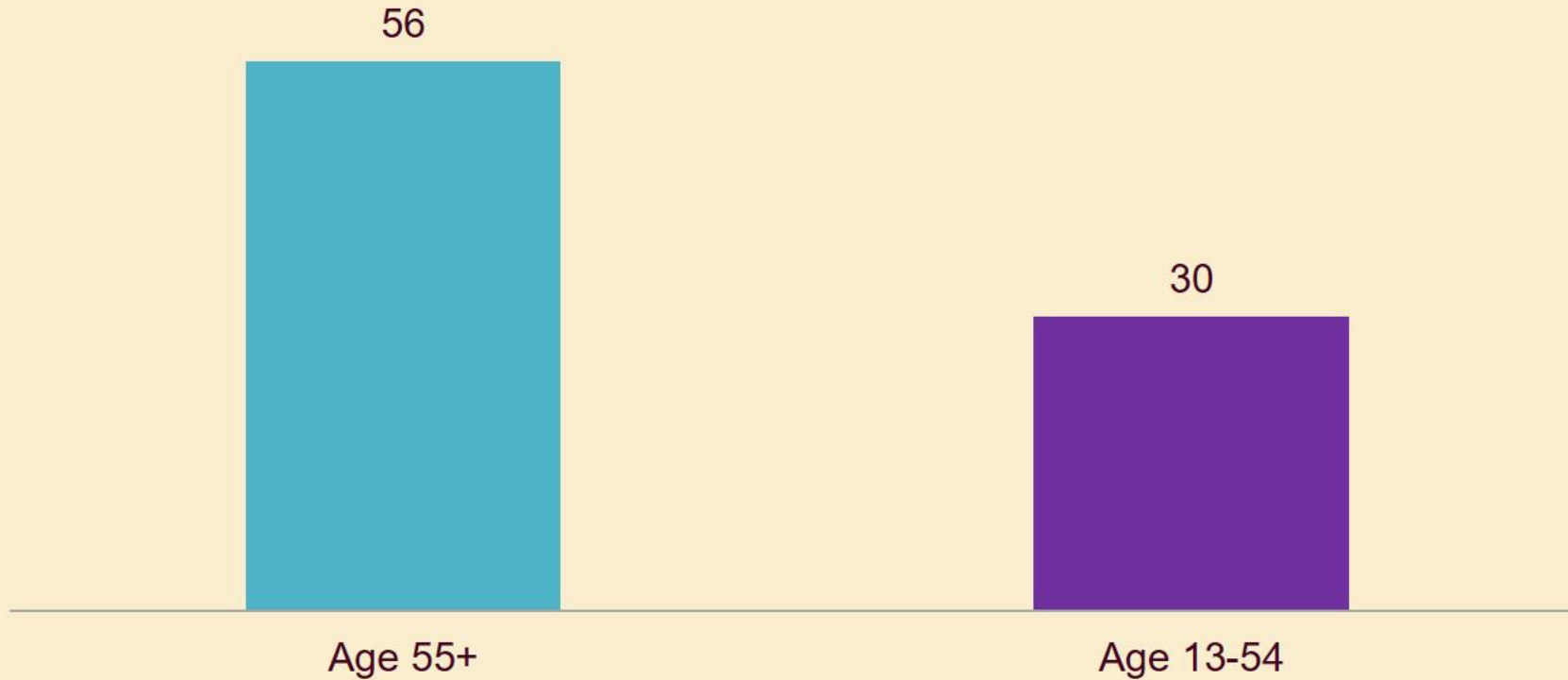
*AM/FM Radio includes over the air and streams



Hit Play,
Boomer!

Boomers listen to way more radio than do their children and grandchildren

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

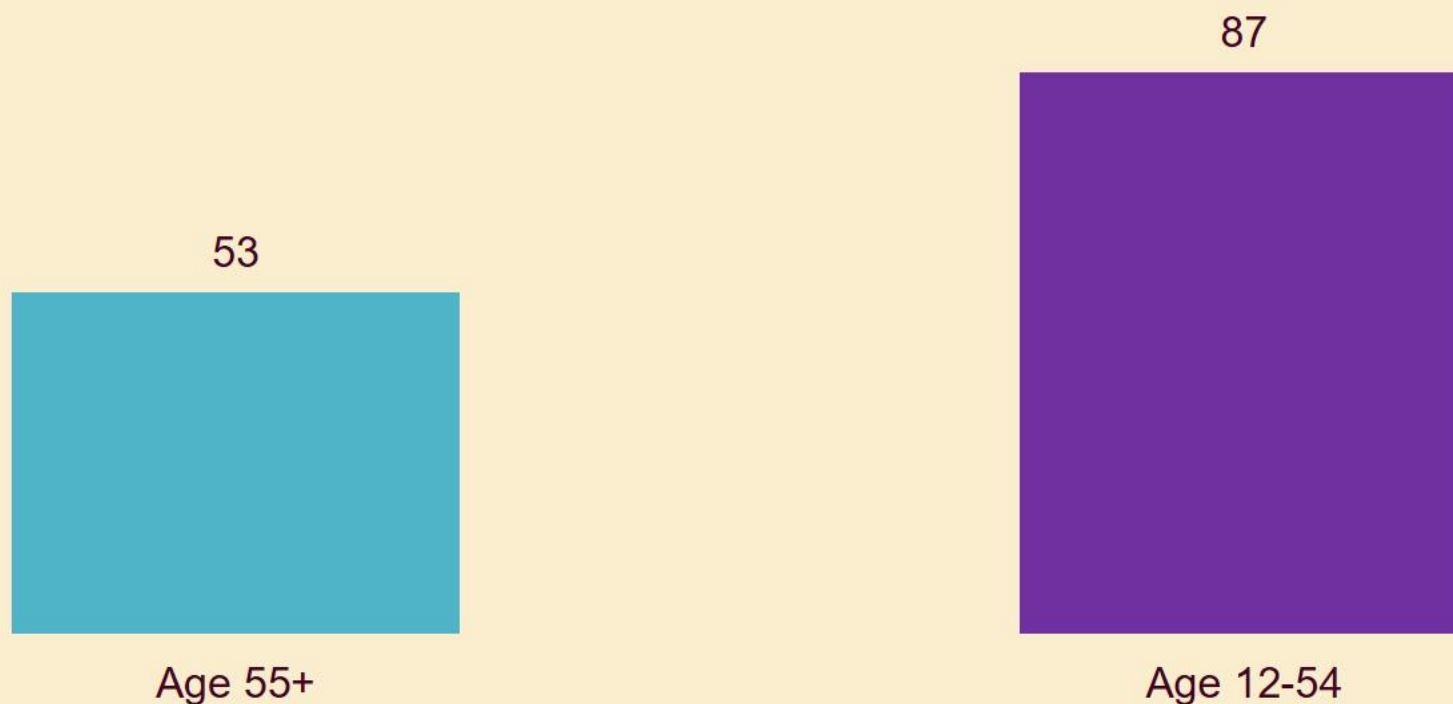


Includes over the air and streams



More than half of Boomers listen to online audio

% listened to online audio in the last month



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

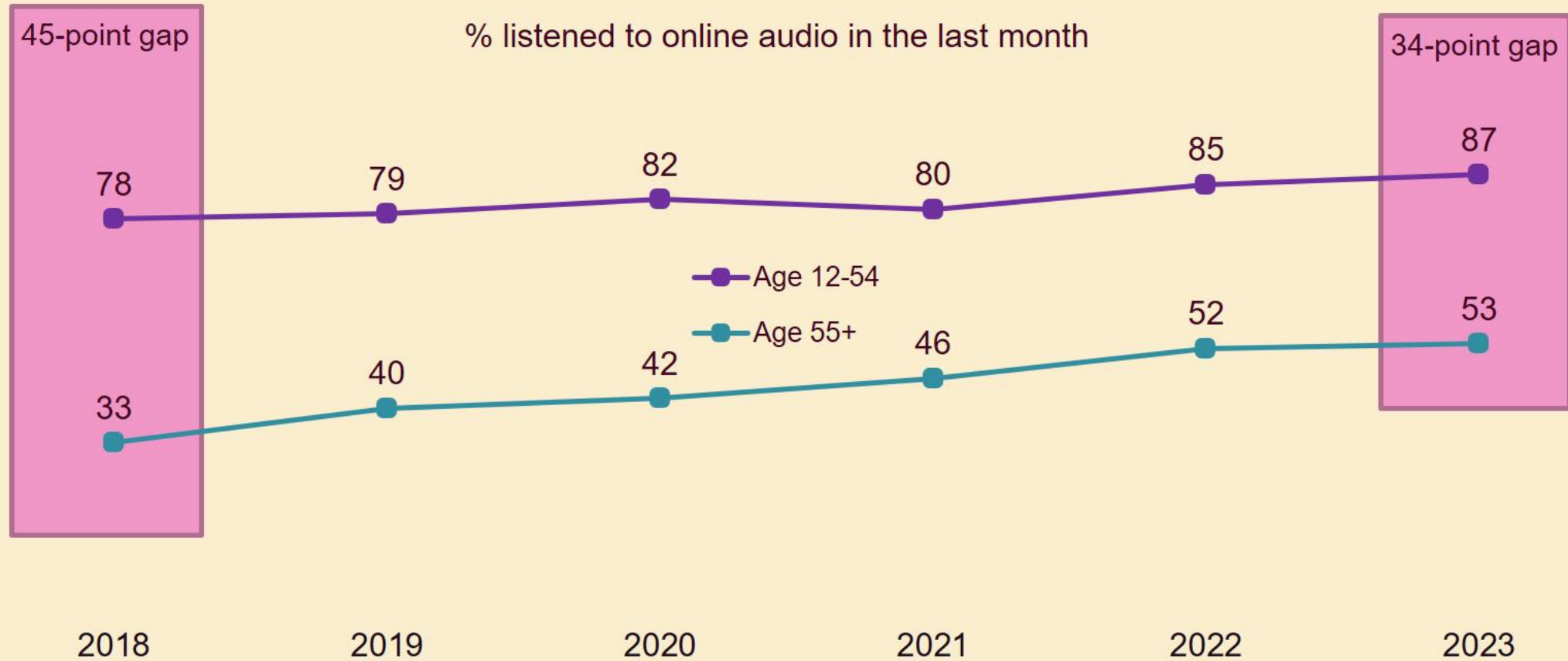


Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19



Hit Play,
Boomer!

Boomers are adopting online audio

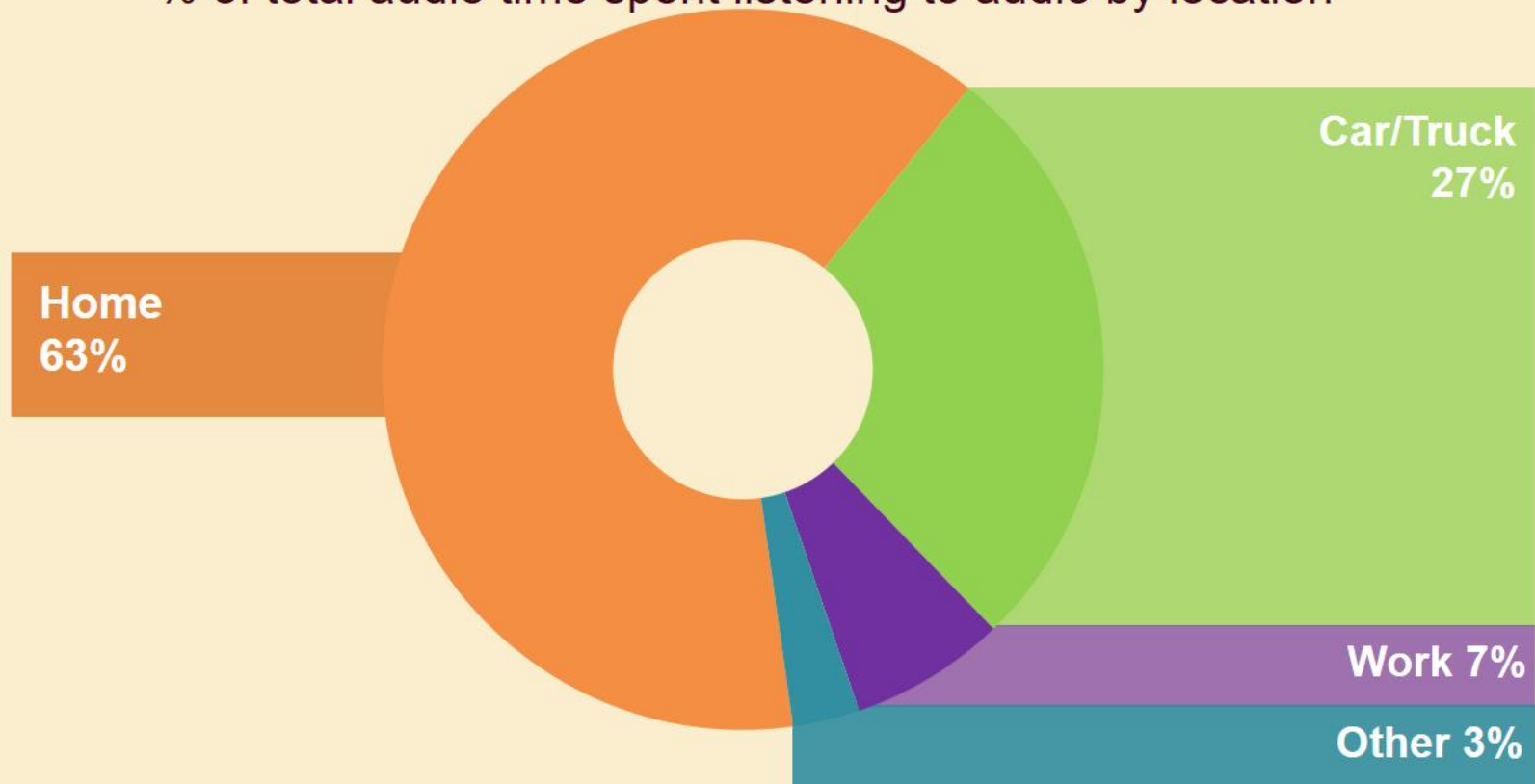


Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet

Hit Play,
Boomer!

Nearly two-thirds of Boomers' audio is consumed at home

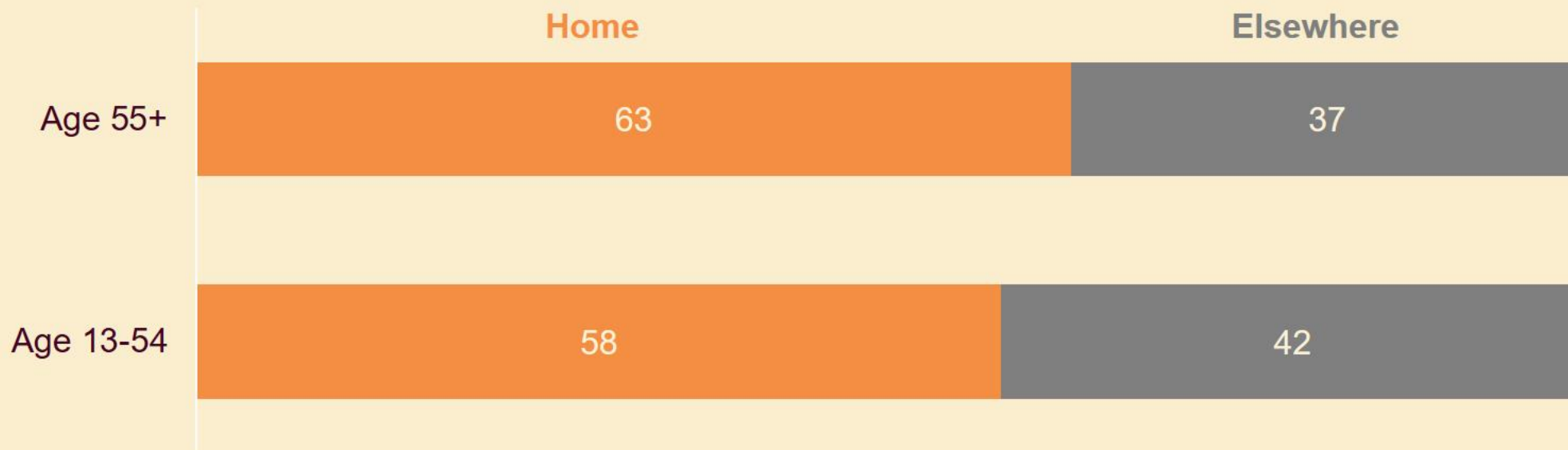
% of total audio time spent listening to audio by location





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



Home is the top listening location for podcasts

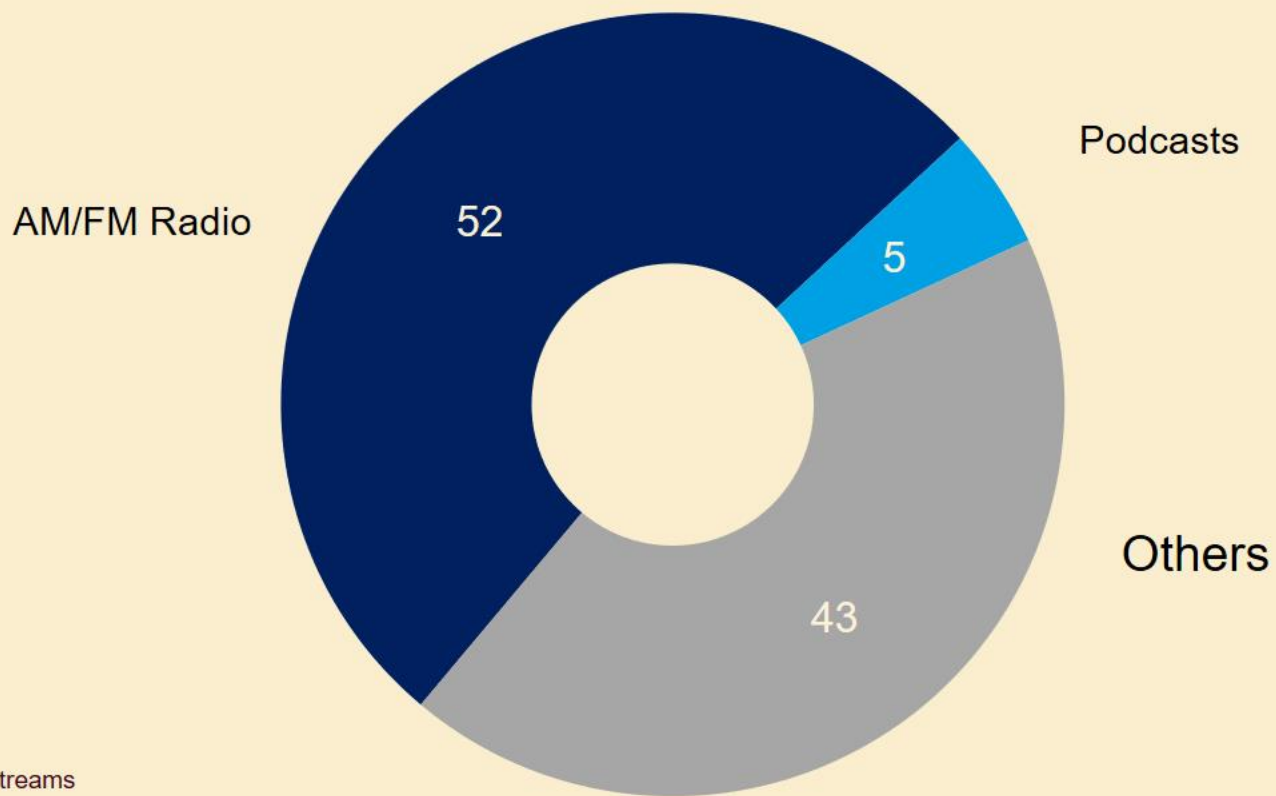
Hit Play.



Boomer!

Audio Listening Time among age 55+ at Home

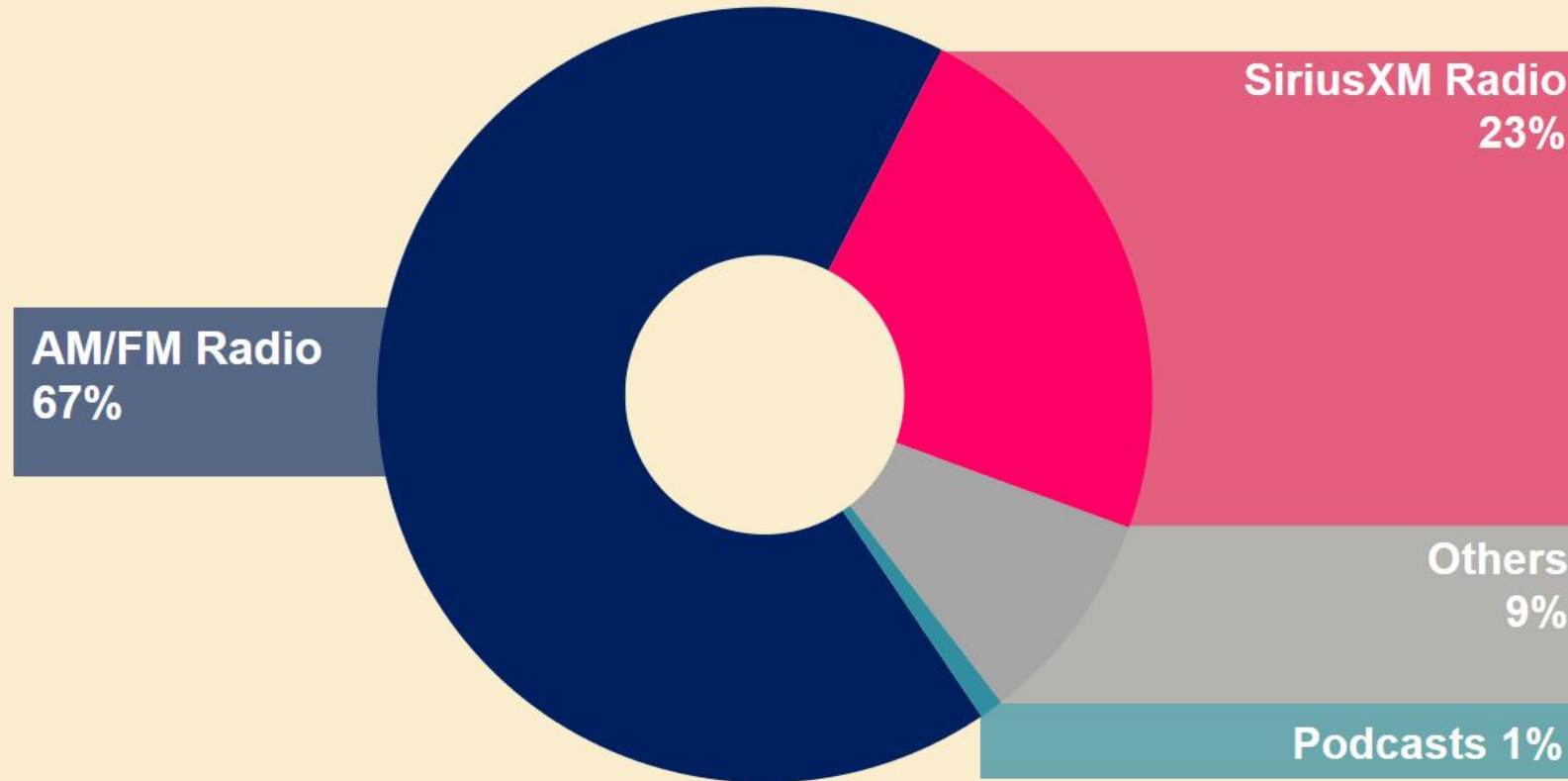
% of total audio time spent listening to audio at Home



AM/FM Radio includes over the air and streams

Hit Play,
Boomer!

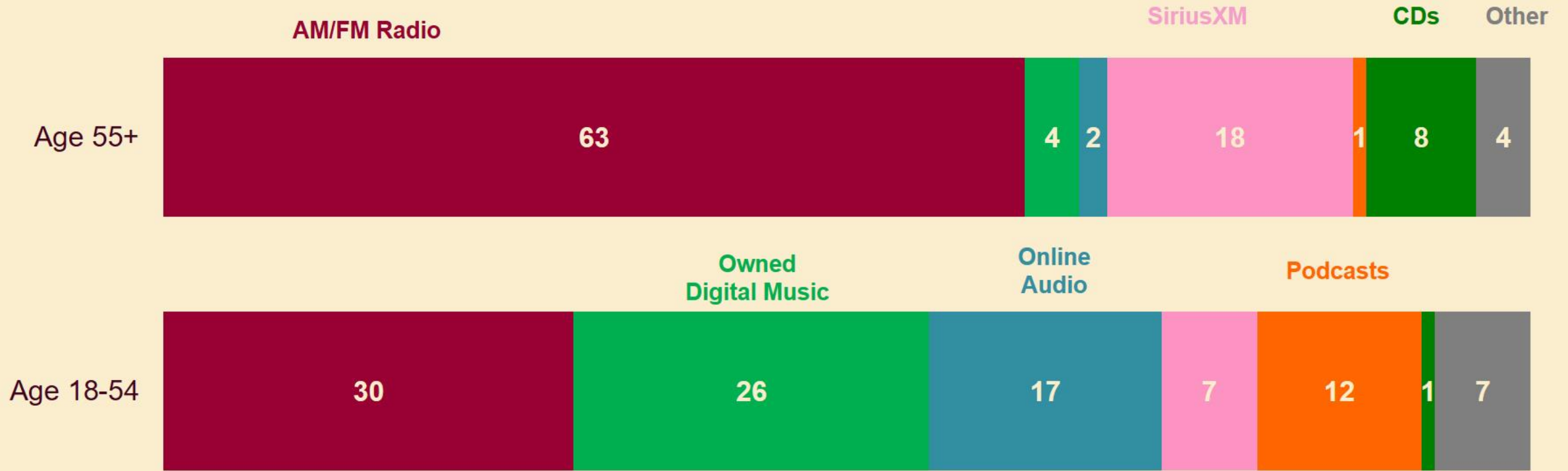
Audio Listening Time in a Car/Truck among the U.S. 55+ Population



Hit Play.



Audio Source Used Most Often in Car



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?**

Hit Play,



Boomer!

Smartphone Ownership

% owning a smartphone



Hit Play.



Boomer!

Audio Listening Time on a Mobile Device

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



Hit Play,



Boomer!

Smart TV Ownership

% owning a Smart TV



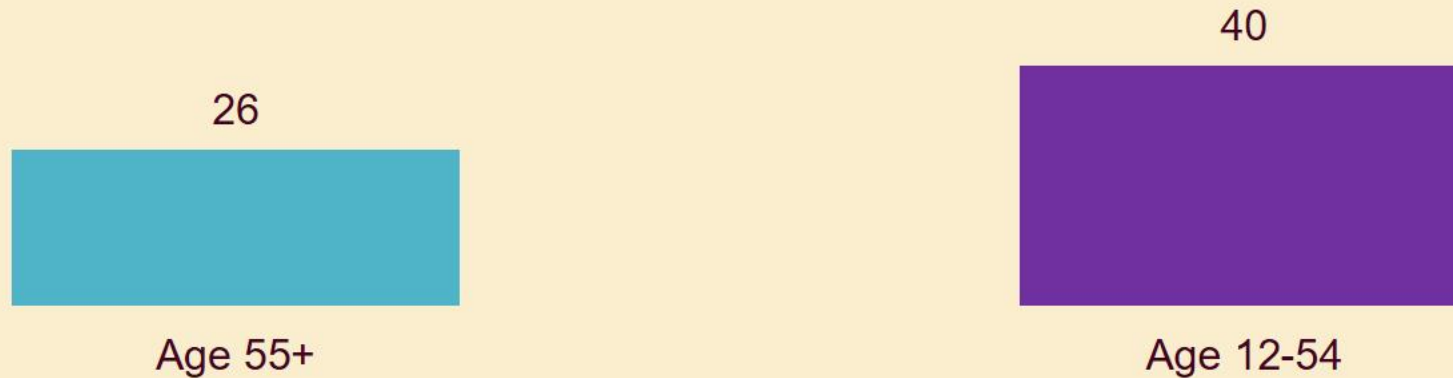
Hit Play,




Boomer!

Smart Speaker Ownership

% owning a smart speaker



**Boomers have the tools to listen
to podcasts but the education
process needs to continue**



Boomers like spoken word content

Hit Play,



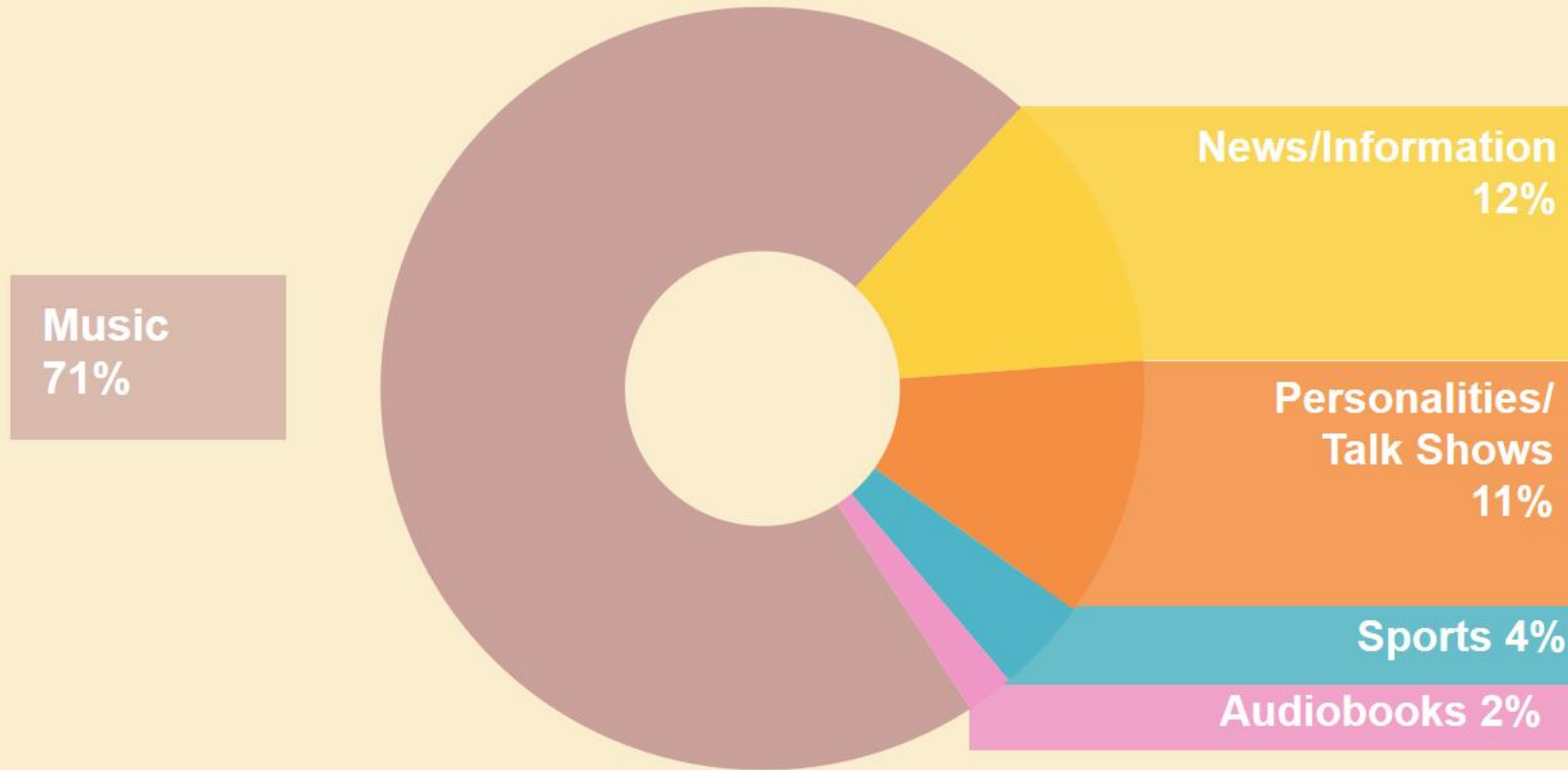
Boomer!

Audio Listening Time by Content Type



Hit Play,
Boomer!

Audio Listening Time by Content Type among the U.S. 55+ Population





Podcasts



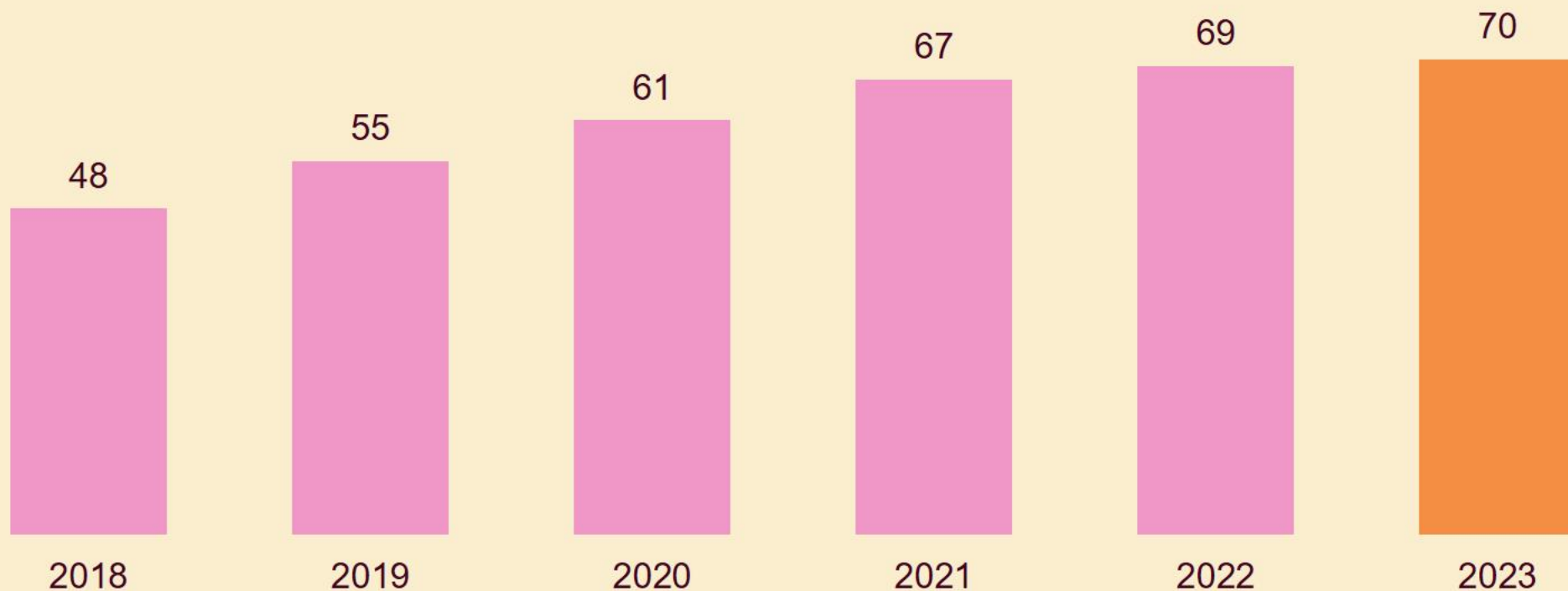
Hit Play.



Boomer!

Podcast Familiarity among the U.S. 55+ Population

% familiar with the term "podcasting"



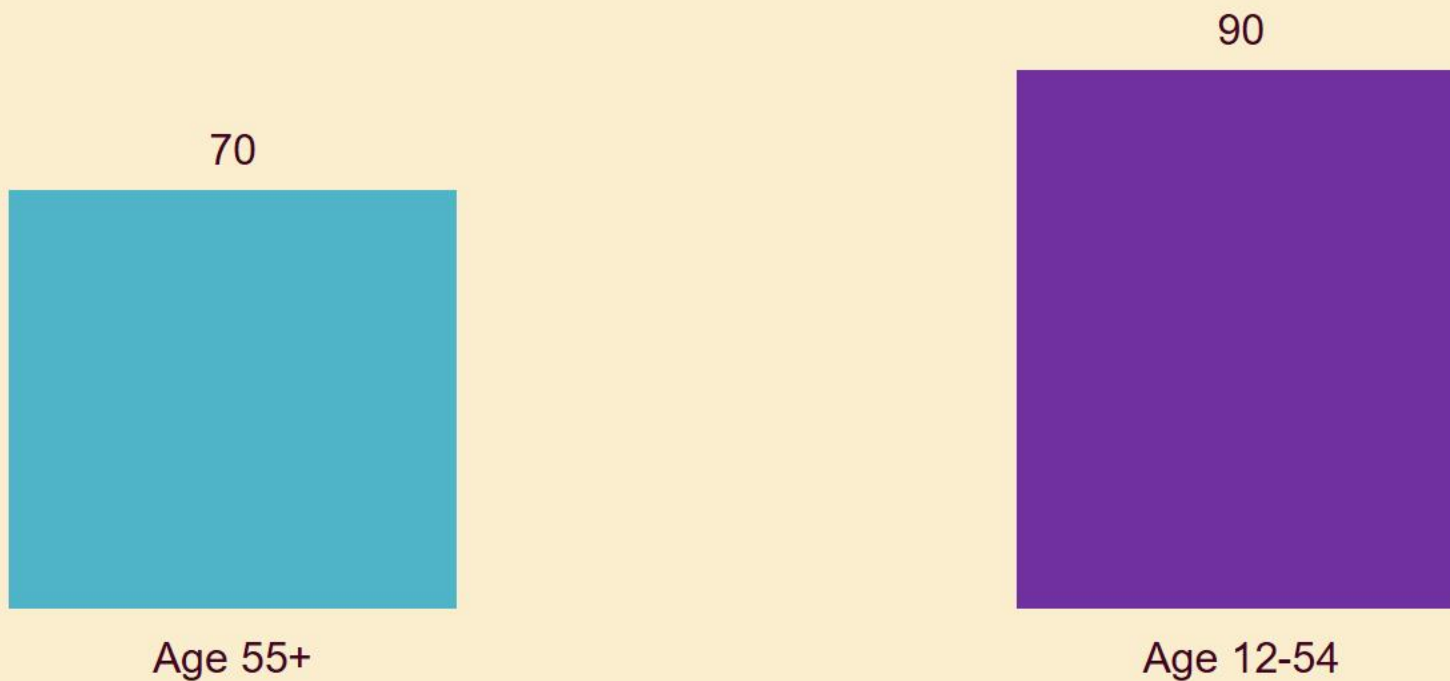
Hit Play,



Boomer!

Podcast Familiarity

% familiar with the term "podcasting"



Hit Play.



Boomer!

Podcast Listening

% ever listened to a podcast



Hit Play.



Boomer!

Podcast Listening

% ever listened to a podcast



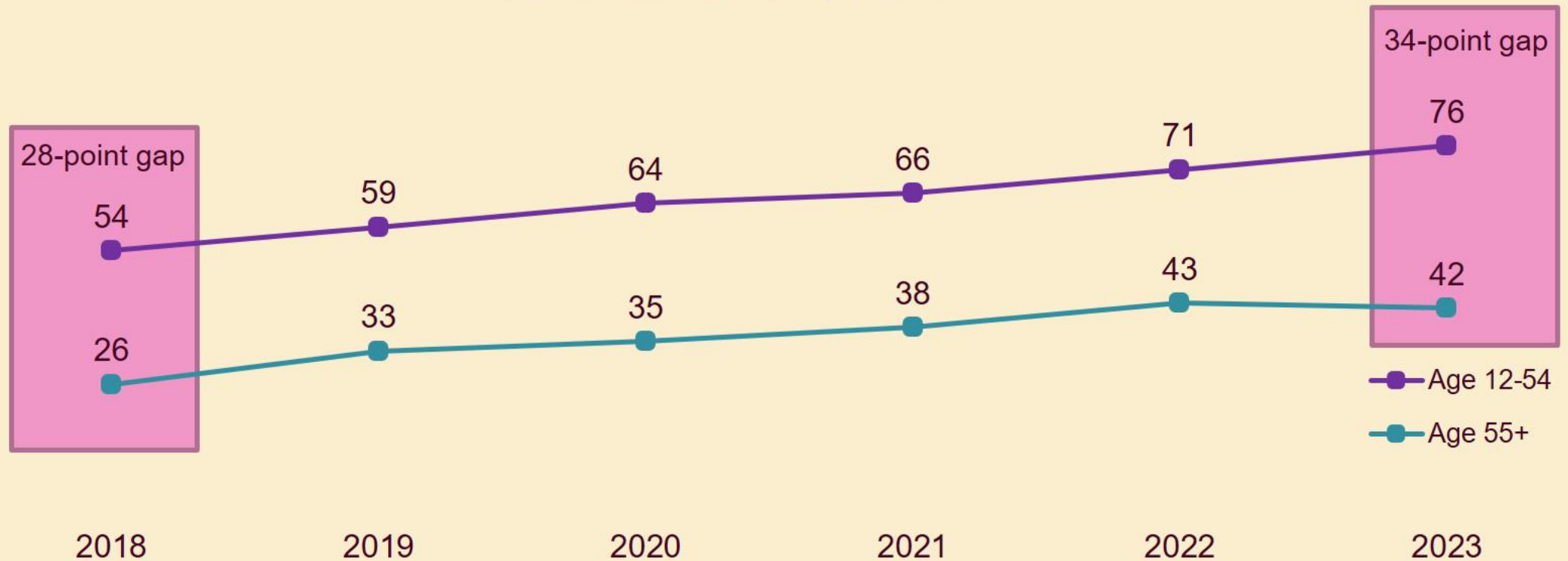
Hit Play.



Boomer!

Podcast Listening

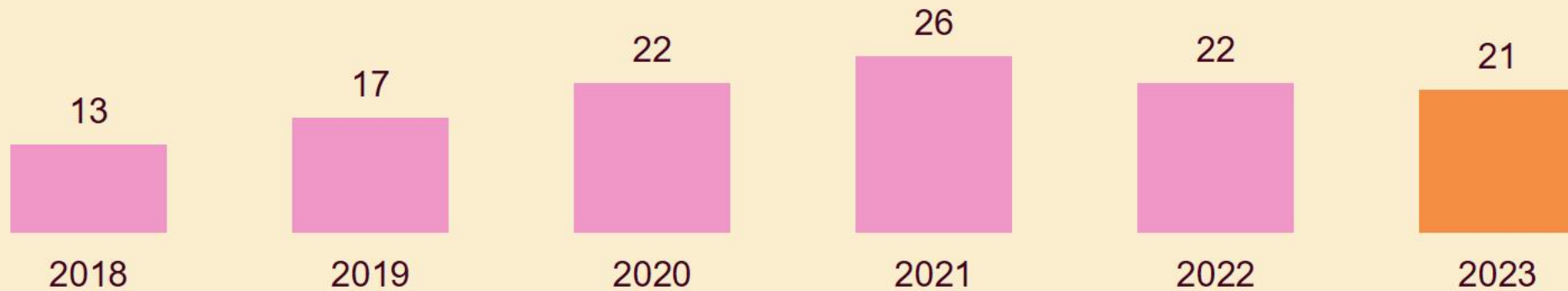
% ever listened to a podcast



Hit Play,
Boomer!

Monthly Podcast Listening among U.S. 55+ Population

% listened to a podcast in the last month



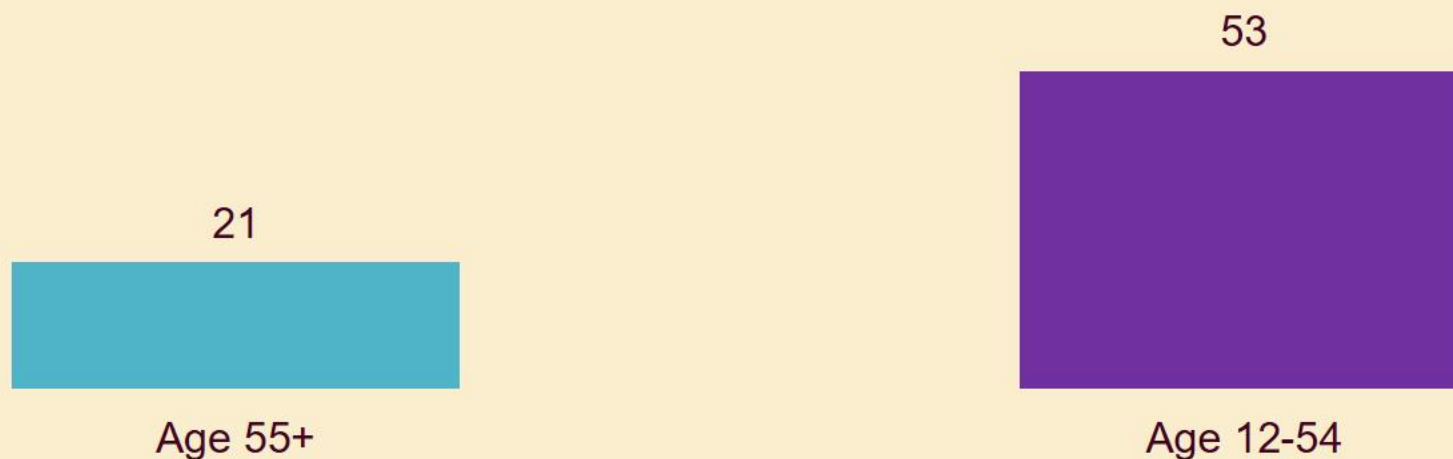
Hit Play,



Boomer!

Monthly Podcast Listening

% listened to a podcast in the last month



Hit Play,
Boomer!

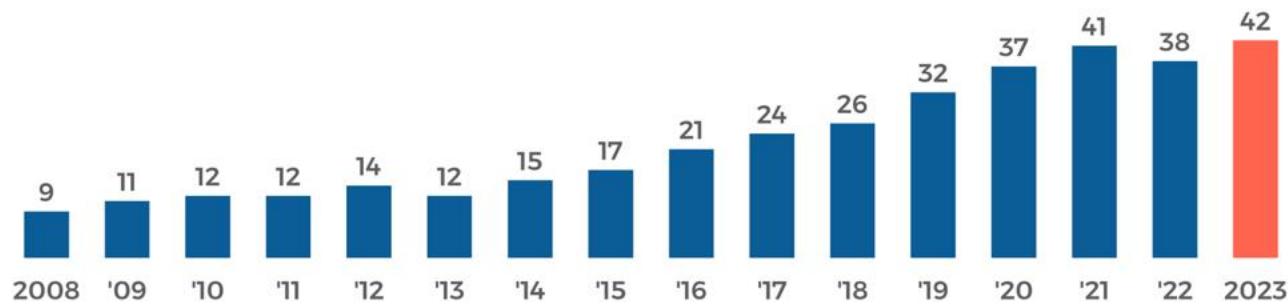
Infinite Dial 2023

Monthly Podcast Listening

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

THE INFINITE DIAL 2023

Estimated
120 Million



amazon music

WONDERY

ART19

THE INFINITE DIAL © 2023 EDISON RESEARCH

#InfiniteDial



Source: The 2023 Infinite Dial from Edison Research;
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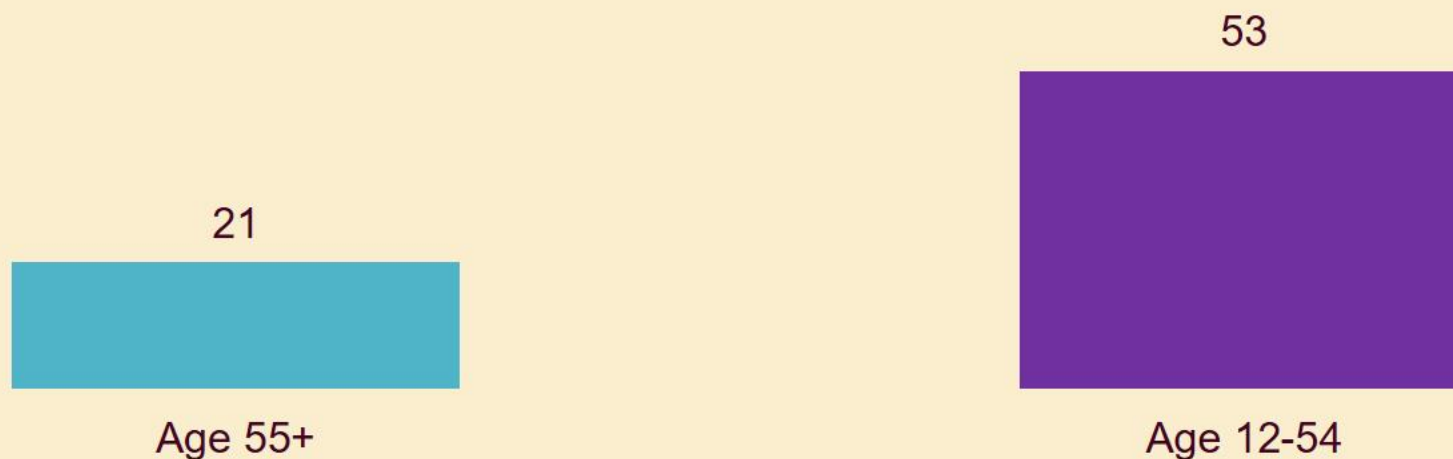
Hit Play,



Boomer!

Monthly Podcast Listening

% listened to a podcast in the last month



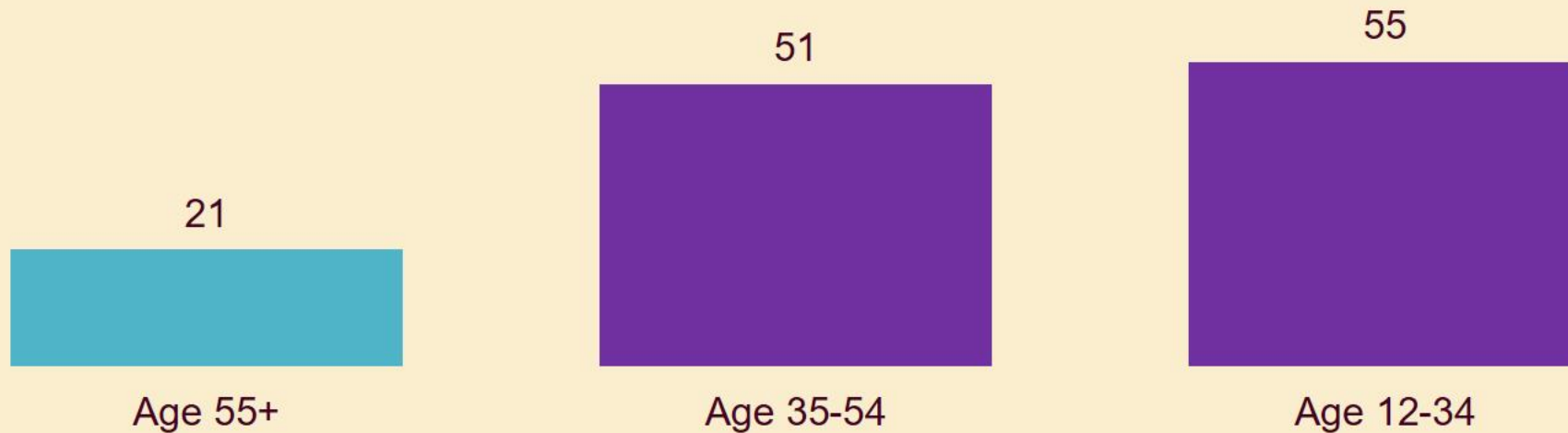
Hit Play.



Boomer!

Monthly Podcast Listening

% listened to a podcast in the last month



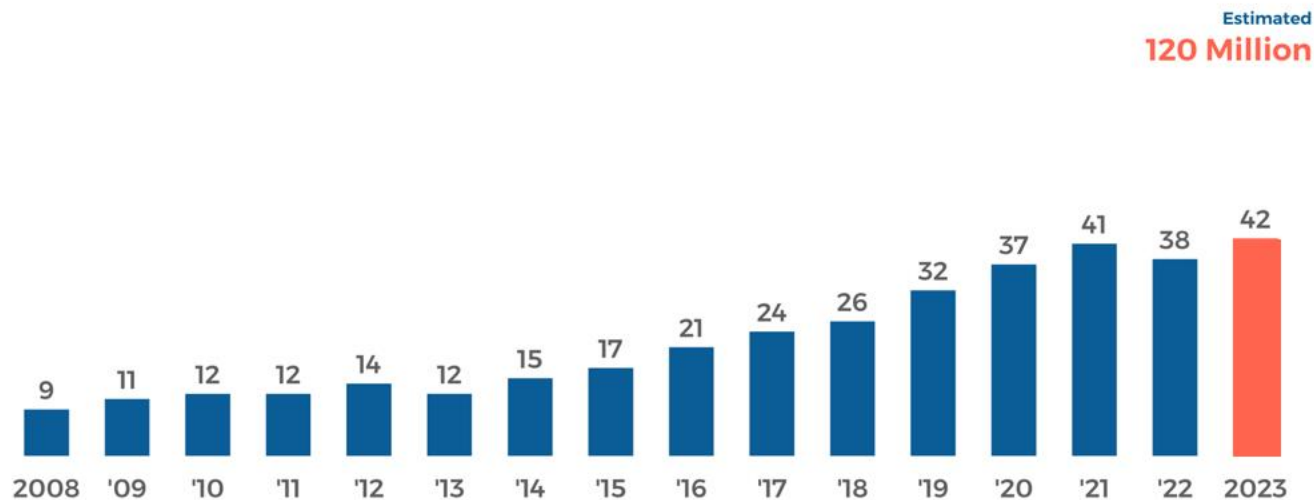
Hit Play,
Boomer!

Monthly Podcast Listening

Monthly Podcast Listening

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

THE INFINITE DIAL 2023



amazon music

WONDERY

ART19

THE INFINITE DIAL © 2023 EDISON RESEARCH

#InfiniteDial



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



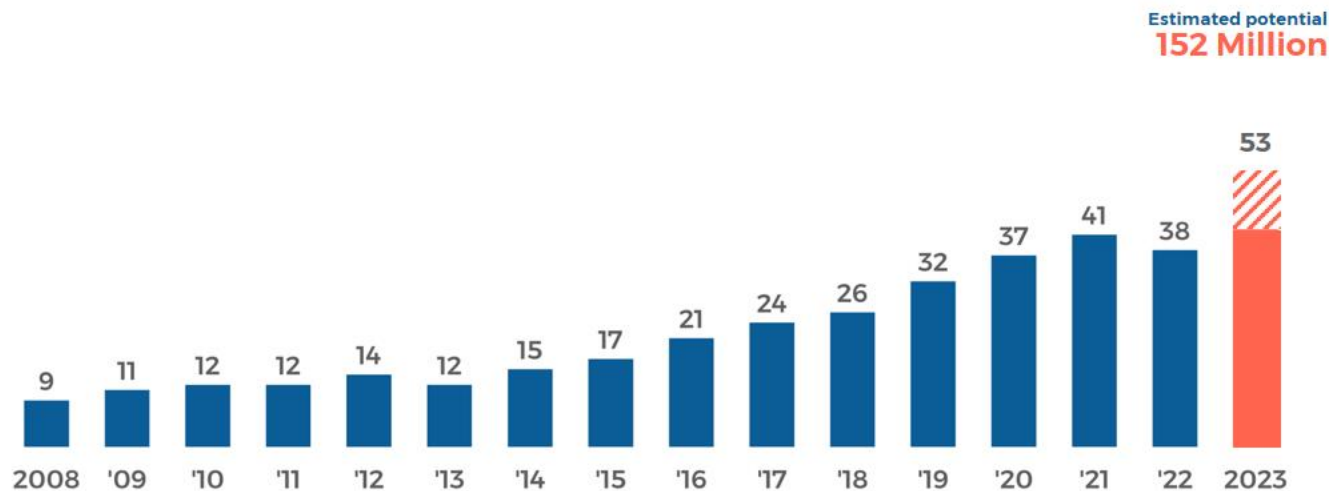
Hit Play,
Boomer!

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

THE INFINITE DIAL 2023



Estimated potential
152 Million



amazon music

WONDERY

ART19

THE INFINITE DIAL © 2023 EDISON RESEARCH

#InfiniteDial



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



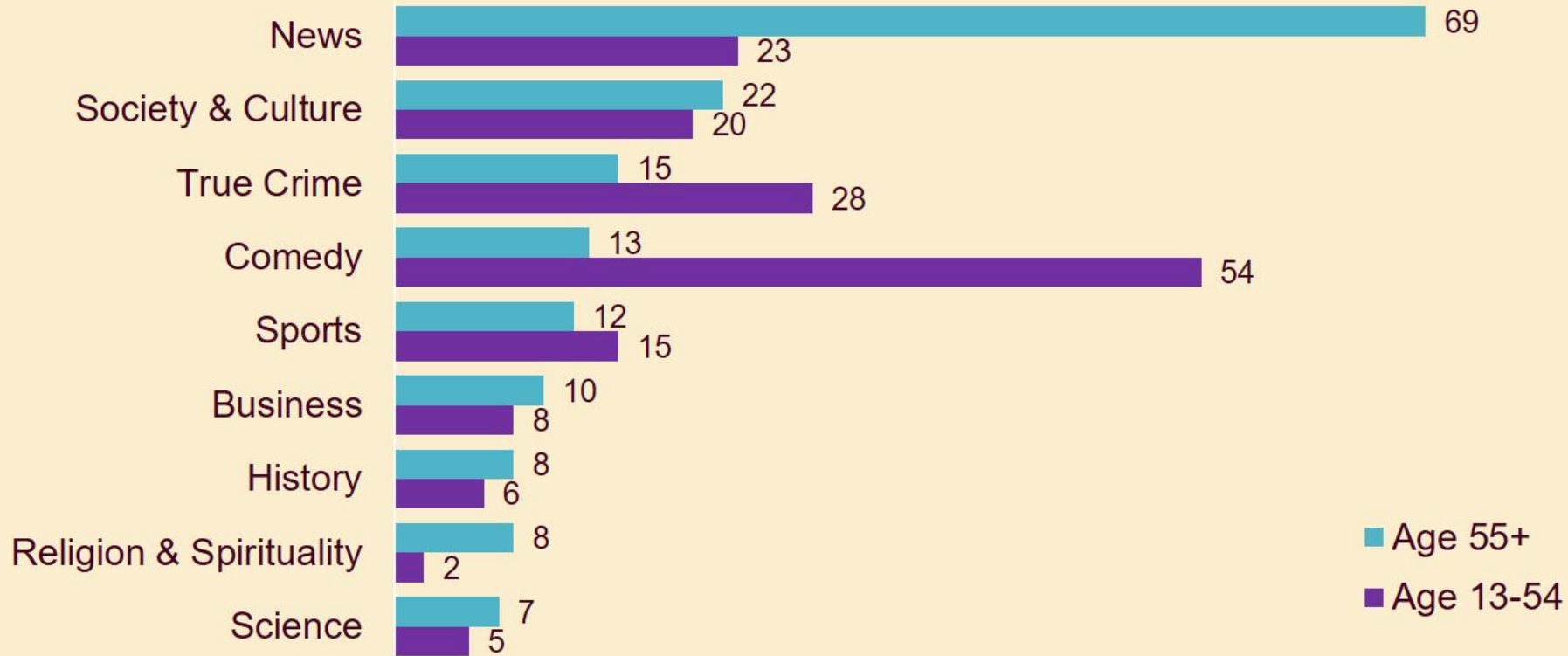
Hit Play.



Boomer!

Podcast Genre Comparison by Age

% currently ever listen to podcast genre



Base: Listened to a podcast in the last week

Hit Play,



Boomer!

Most listened to podcasts among U.S. 55+ Population

Rank	Podcast
1	The Joe Rogan Experience
2	The Daily
3	The Dan Bongino Show
4	Wait Wait...Don't Tell Me!
5	The Ben Shapiro Show
6	This American Life
7	Crime Junkie
8	Fresh Air
9	Stuff You Should Know
10	Dateline NBC

Base: Listened to a podcast in the last week



Highest Indexing Shows among U.S. 55+ Population

Rank	Podcast
1	The AI Franken Podcast
2	Bill O'Reilly's No Spin News and Analysis
3	Mobituaries with Mo Rocca
4	Tucker Carlson Tonight
5	The Best of Car Talk
6	The Rachel Maddow Show
7	Rush Limbaugh – Timeless Wisdom
8	Science Friday
9	The Megyn Kelly Show
10	The Dan Bongino Show

Base: Listened to a podcast in the last week; among the 300 biggest shows



How to reach Boomers on Social Media



Hit Play,



Boomer!

Social Media Usage

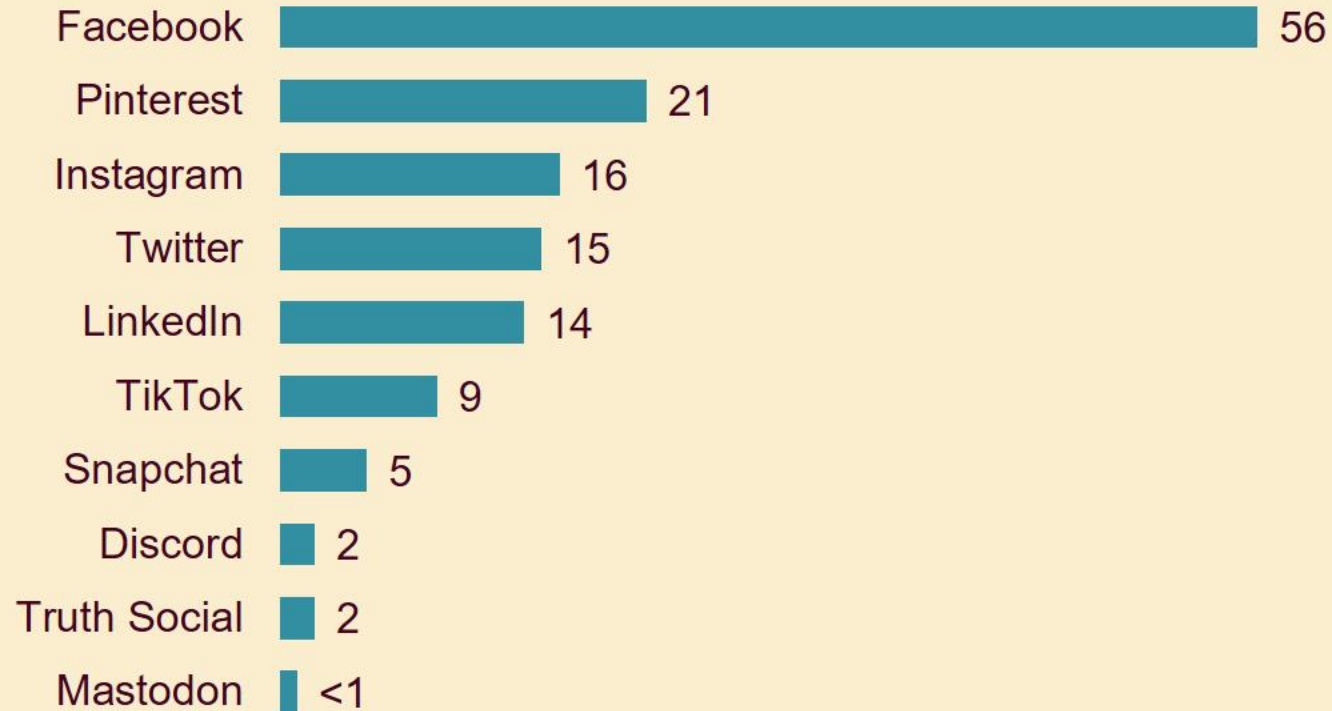
% currently ever use social media





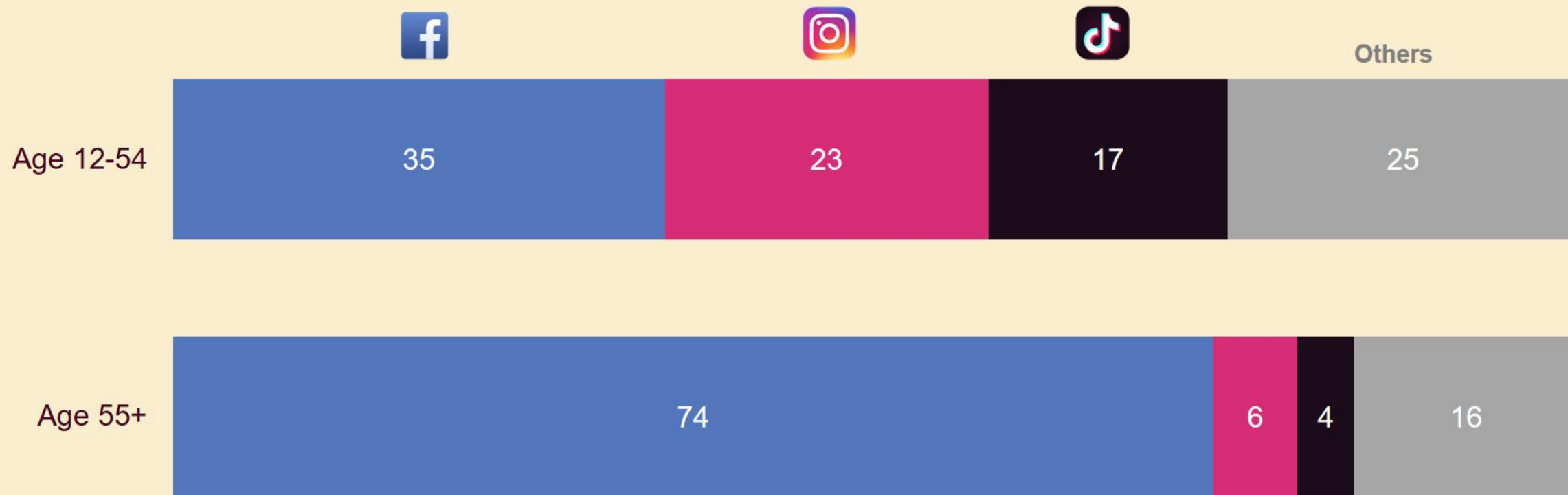
Social Media Brand Usage among U.S. 55+ Population

% currently ever use social media brand



Hit Play,
Boomer!

Social Media Brands Used Most Often



Base: Use social media



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



Hit Play,



Boomer!

Growing the Boomer Podcast Audience

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

Hit Play,



Boomer!

Growing the Boomer Podcast Audience

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

Hit Play,



Boomer!

Growing the Boomer Podcast Audience

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

Hit Play,



Boomer!

Growing the Boomer Podcast Audience

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

Hit Play,



Boomer!

Growing the Boomer Podcast Audience

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

