

**B | L | A | C | K**  
**PODCAST**  
**LISTENER REPORT 2.0**



## The Black Podcast Listener Report 2.0

- 2,500+ online interviews of U.S. Black/African-Americans
- Adults age 18+
- Interviews conducted in September 2022
- Data weighted to match age/sex/census region of U.S. Black population and The Infinite Dial 2022 podcast listening statistics

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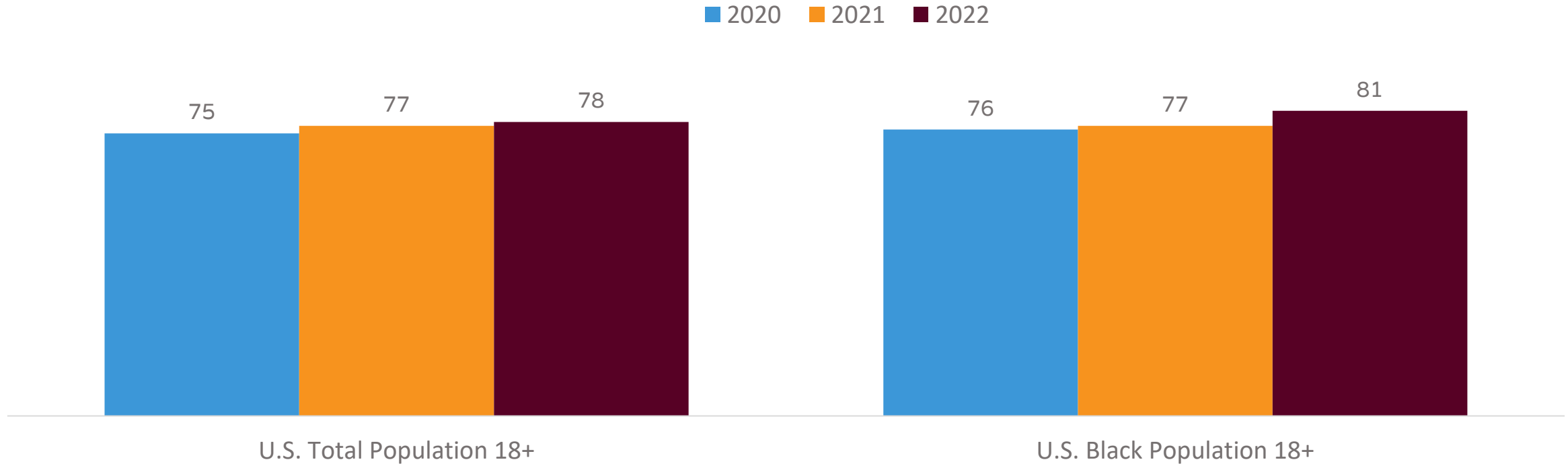
# Podcast Market Statistics



**MINDSHARE**

# Familiar with term “Podcasting”

% ever heard of podcasting

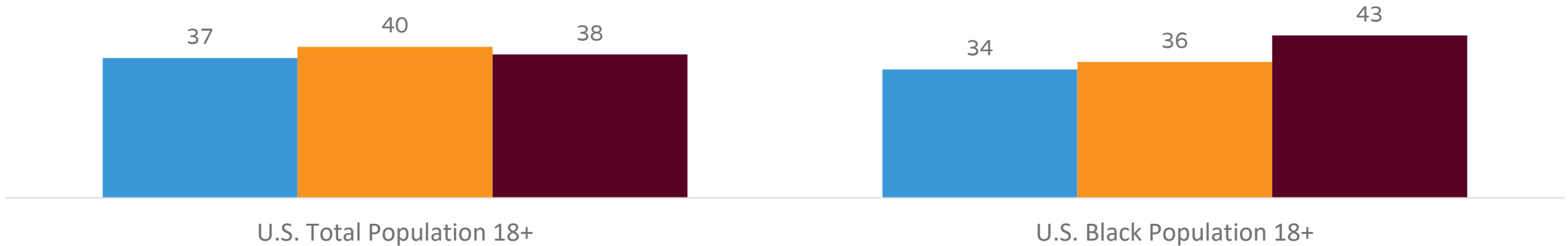


Source: The Infinite Dial 2022 from Edison Research, Wondery, and ART19

# Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021 ■ 2022



Source: The Infinite Dial 2022 from Edison Research, Wondery, and ART19



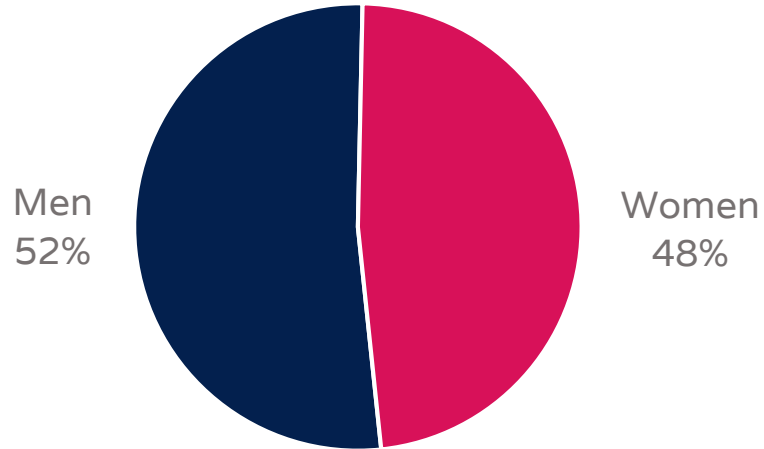
# Black Monthly Podcast Listeners (43% of Black Americans)



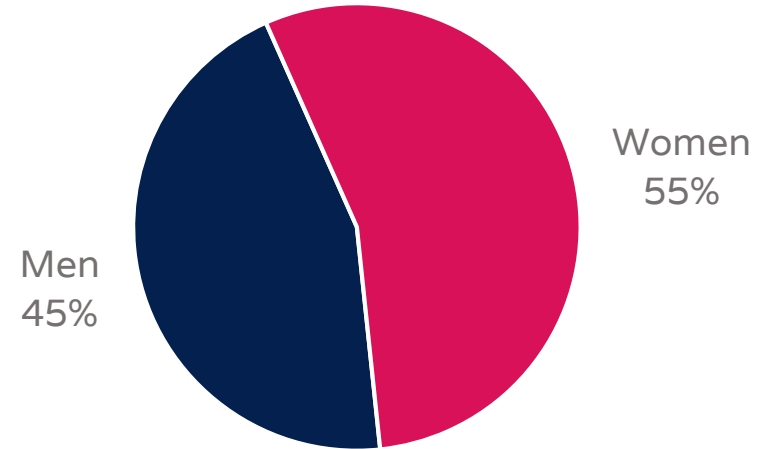
# Composition of Monthly Podcast Listeners

## Gender

U.S. Monthly Podcast Listeners 18+

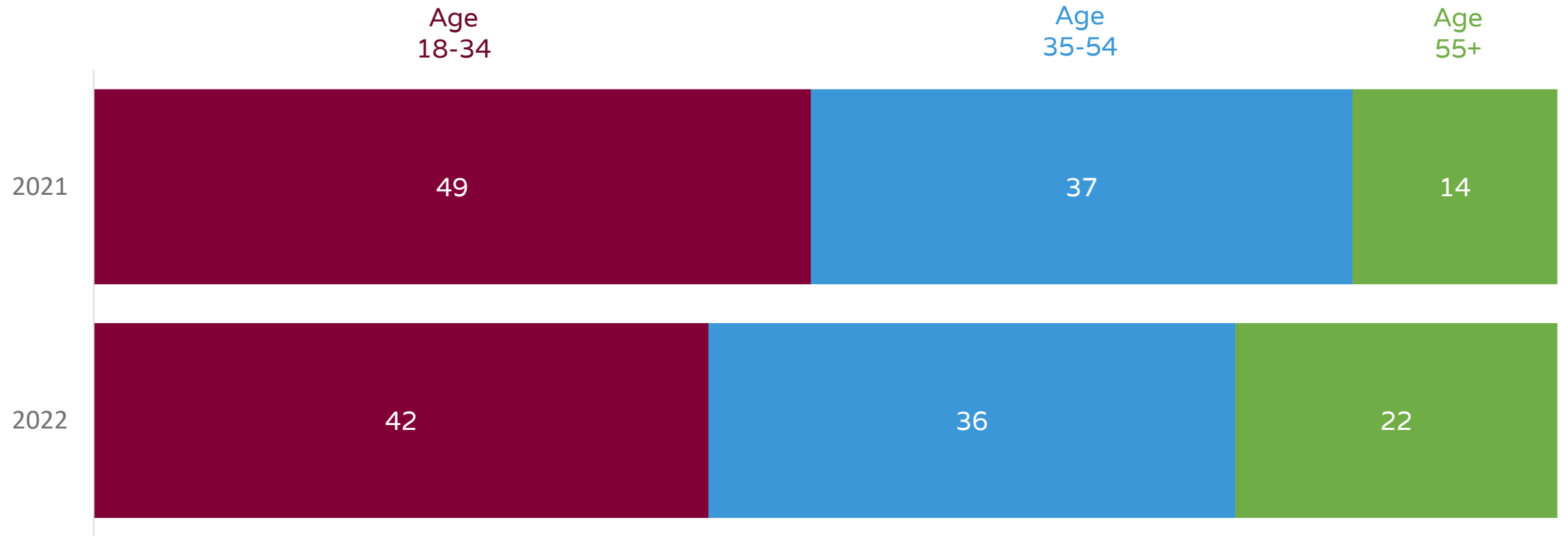


Black Monthly Podcast Listeners 18+



# Composition of Black Monthly Podcast Listeners

Age

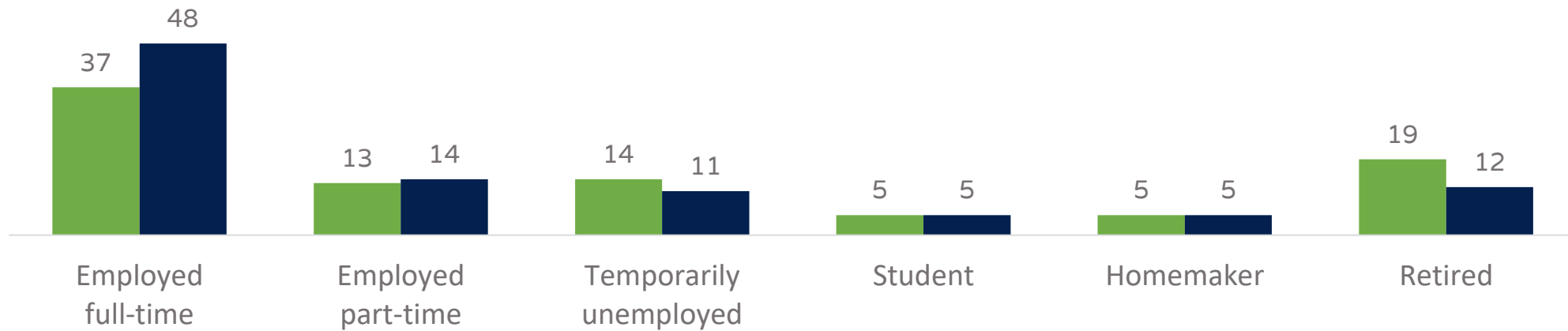




# Composition of Black Monthly Podcast Listeners

## Employment

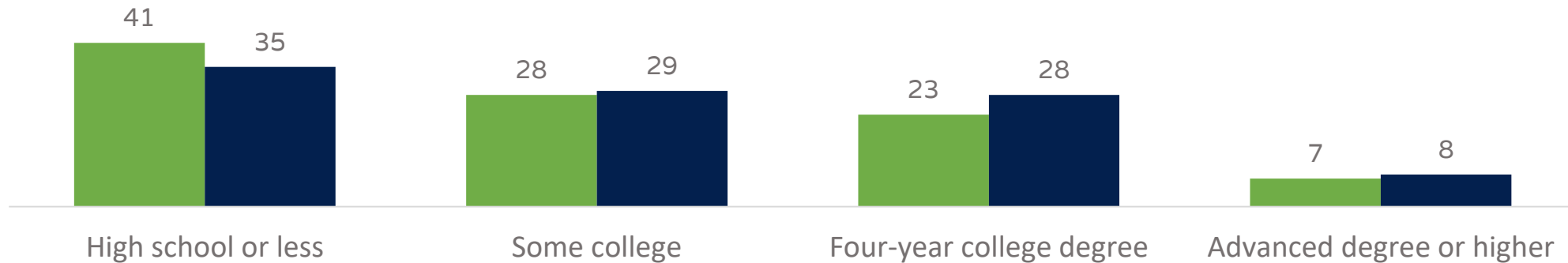
■ U.S. Online Black Population   ■ Black Monthly Podcast Listeners



# Composition of Black Monthly Podcast Listeners

## Education

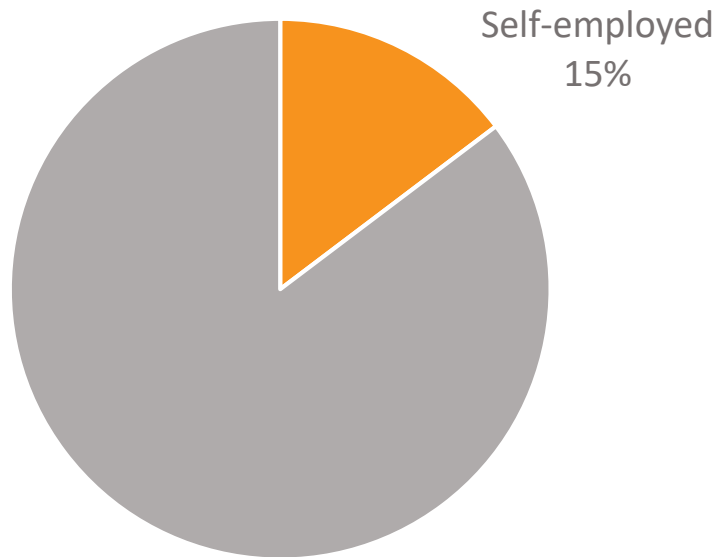
■ U.S. Online Black Population   ■ Black Monthly Podcast Listeners



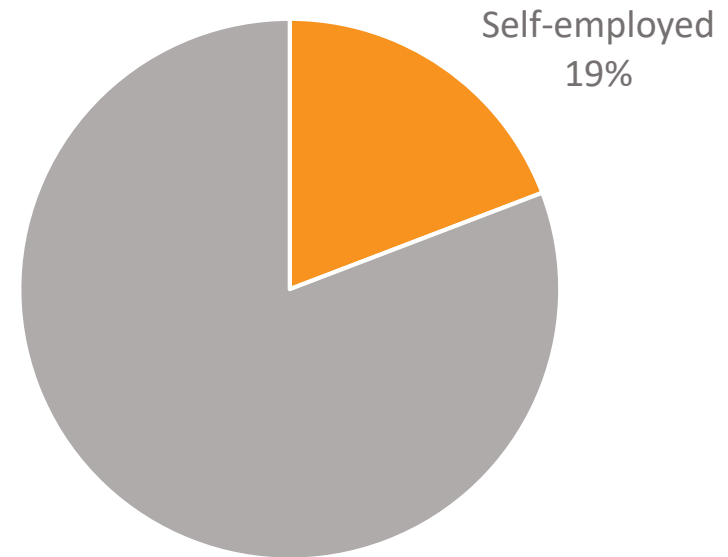
# Composition of Black Monthly Podcast Listeners

## Self-employed

U.S. Online Black Population



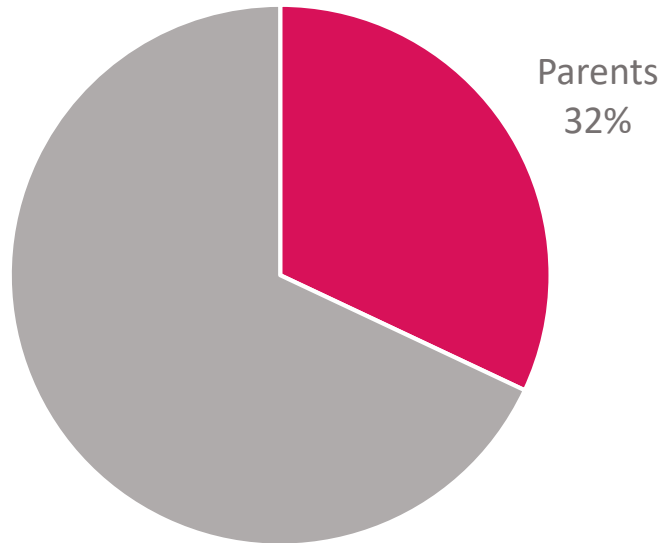
Black Monthly Podcast Listeners



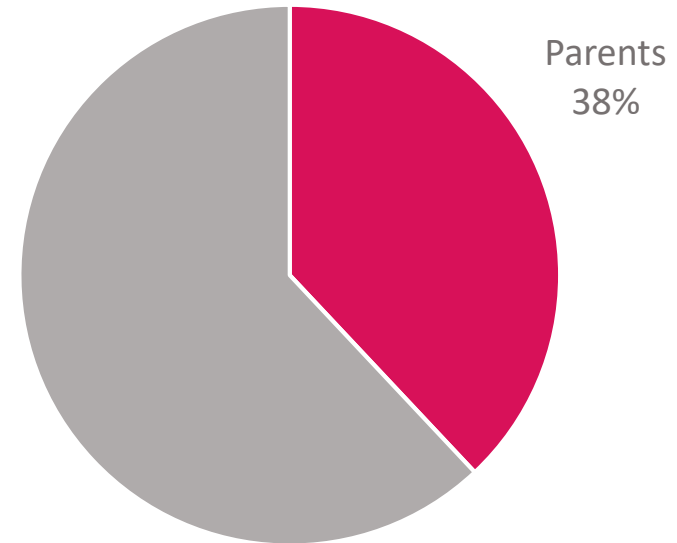
# Composition of Black Monthly Podcast Listeners

Parents of any children 17 years old or younger

U.S. Online Black Population



Black Monthly Podcast Listeners



In 2021,

**7%**

of American adults identified as LGBTQ+

Source: Gallup

In 2021,

**7%**

of Black adults identified as LGBTQ+

Source: Gallup

In 2022,

**6%**

of Black Monthly Podcast Listeners identified as LGBTQ+

Source: Black Podcast Listener Report 2022

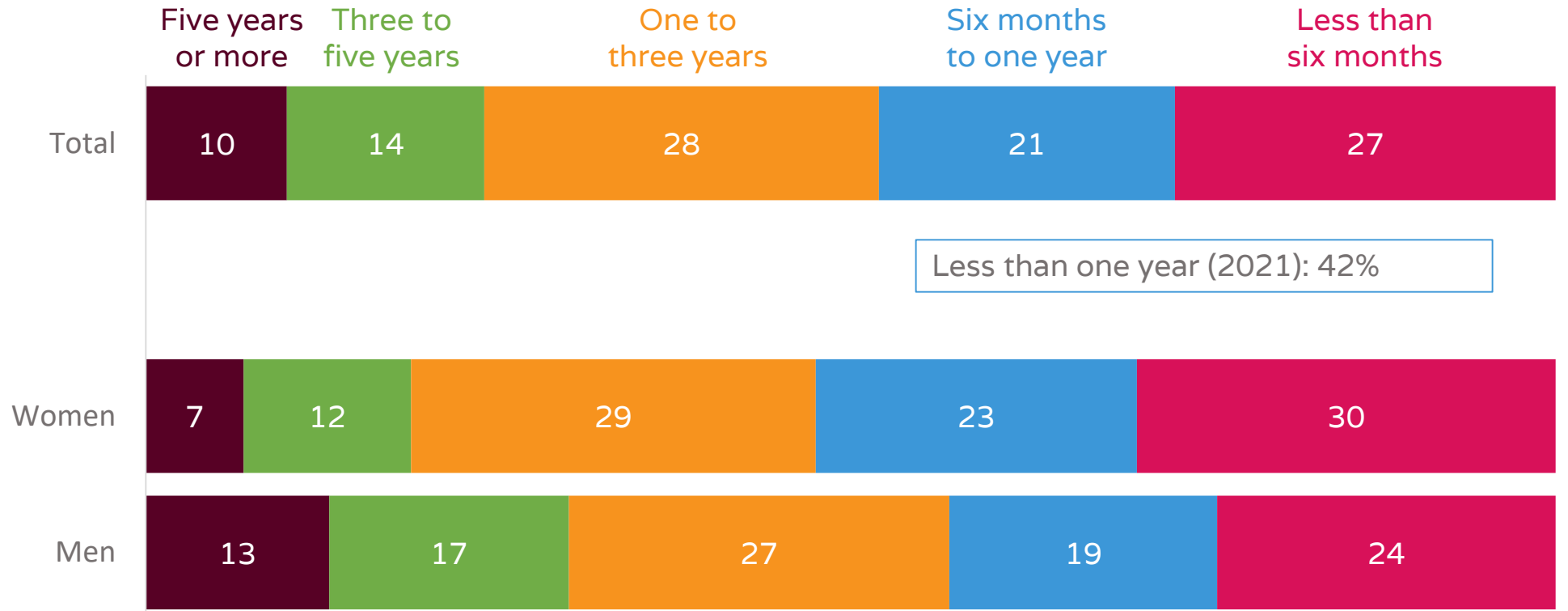
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# Podcast Listening



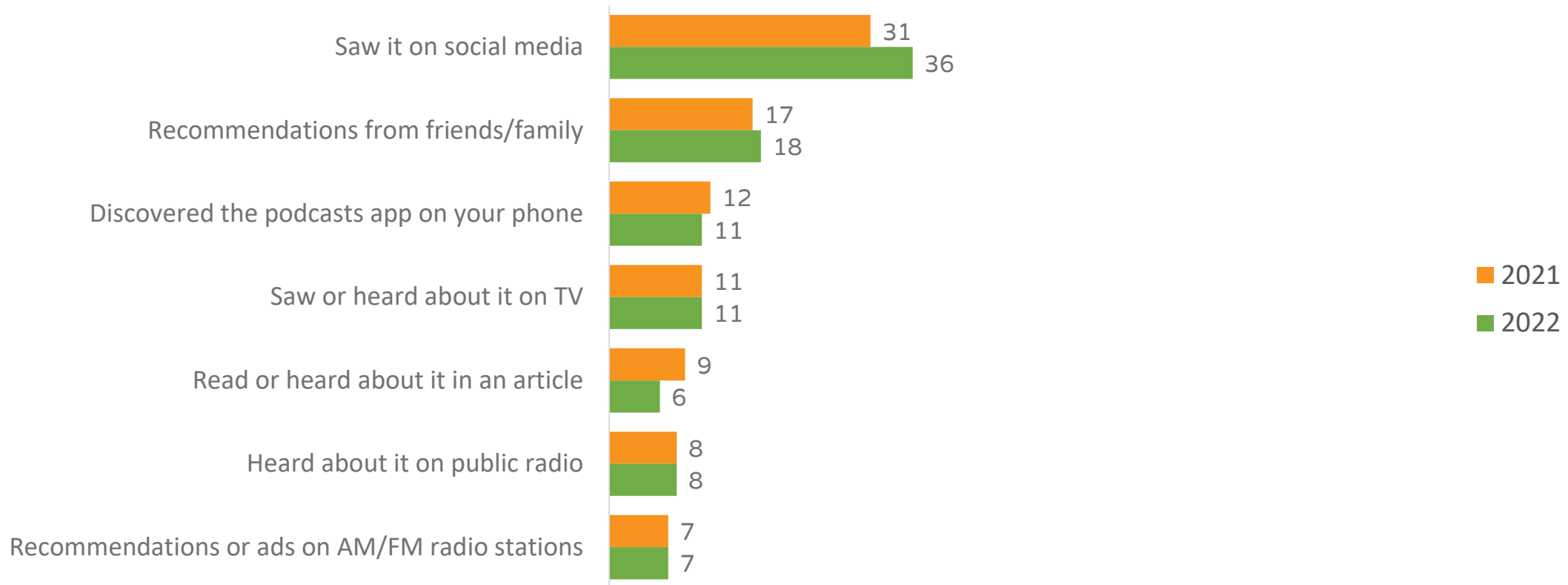
# How long have Black monthly podcast listeners been listening to podcasts?



Base: Black Monthly Podcast Listeners

# How Black monthly podcast listeners discovered podcasts when they started listening

% saying source

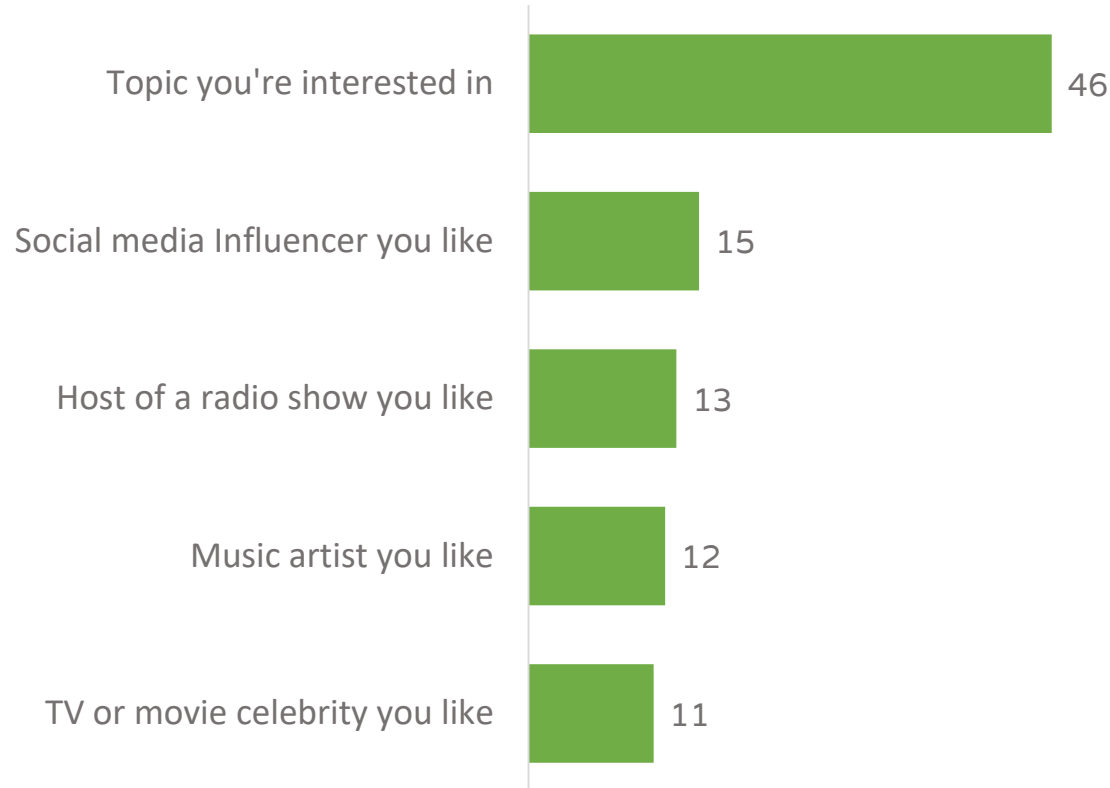


Base: Black Monthly Podcast Listeners



# What attracted Black monthly podcast listeners to the first podcast they listened to?

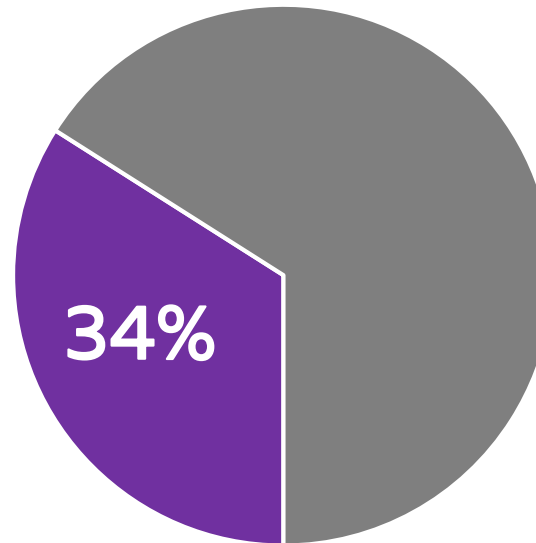
% saying element



Base: Black Monthly Podcast Listeners

# Have you ever stopped listening to a podcast you used to listen to regularly?

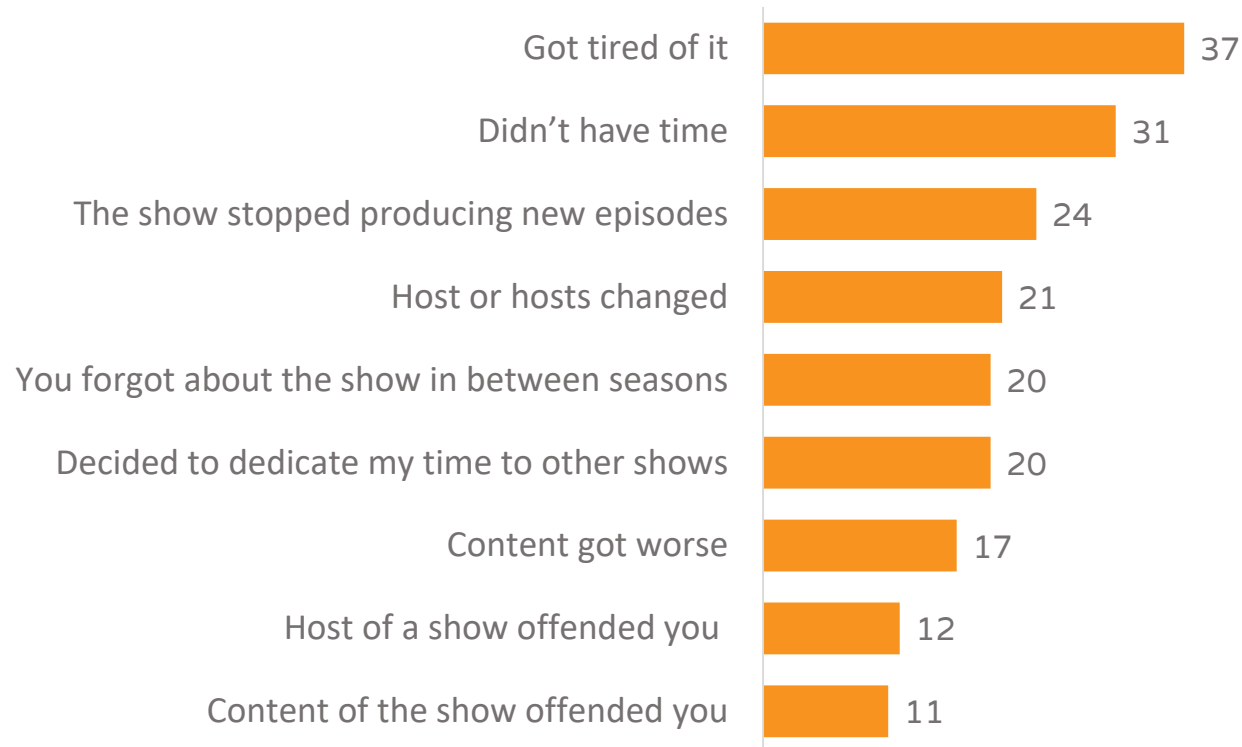
% saying yes



Base: Black Monthly Podcast Listeners

# Which of the following are reasons why you stopped listening to a podcast you used to listen to regularly?

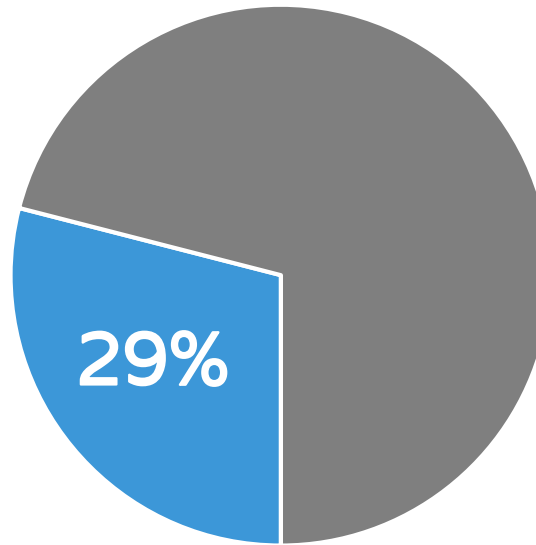
% saying yes



Base: Black Monthly Podcast Listeners who have ever stopped listening to a show they used to listen to

# Do you personally know a friend, relative, or colleague that produces their own podcast?

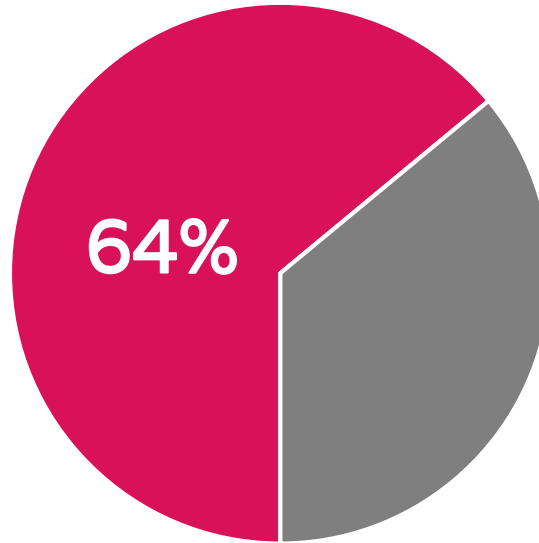
% saying yes



Base: Black Monthly Podcast Listeners

# Do you regularly listen to a podcast produced by a friend, relative, or colleague?

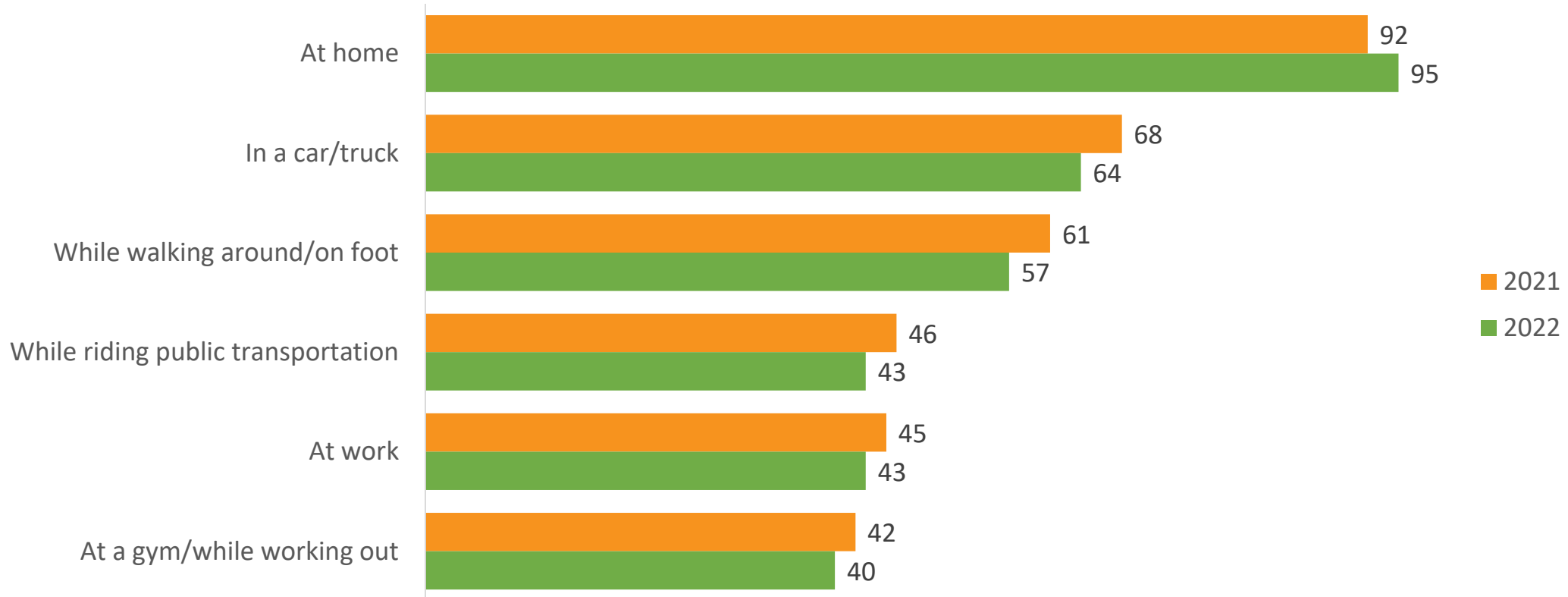
% saying yes



Base: Black Monthly Podcast Listeners who personally know someone that produces their own podcast

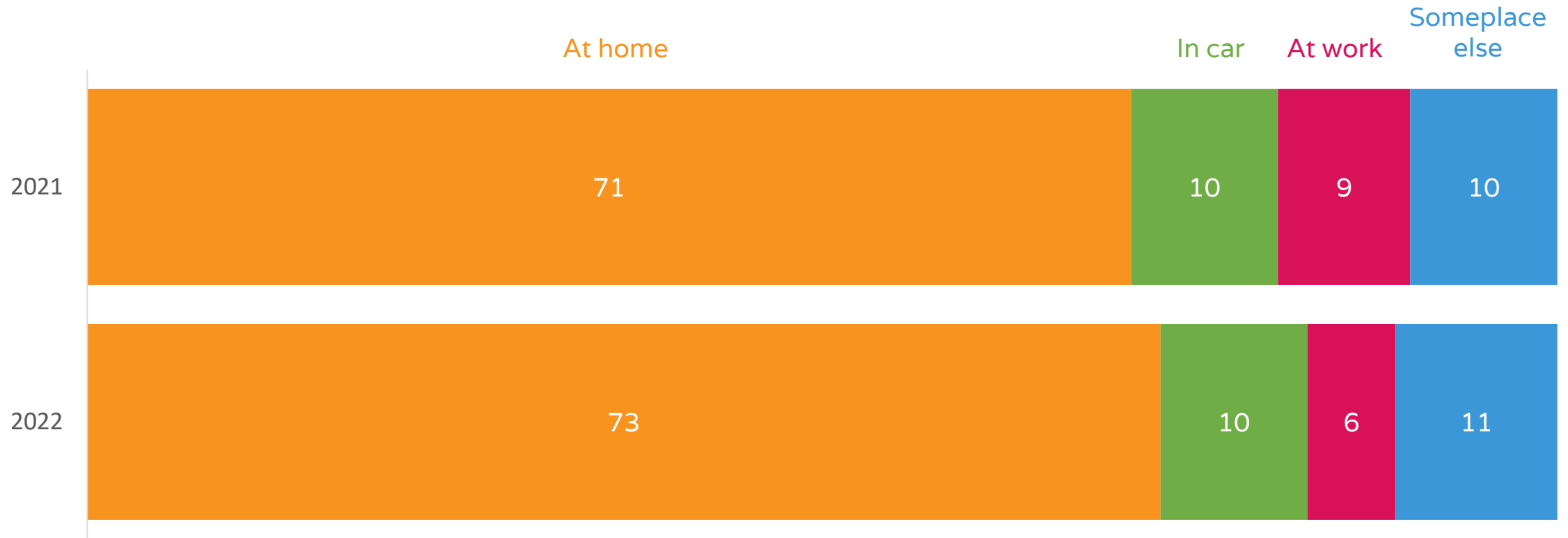
# Locations where Black monthly podcast listeners listen to podcasts

% ever listening to podcasts in location



Base: Black Monthly Podcast Listeners

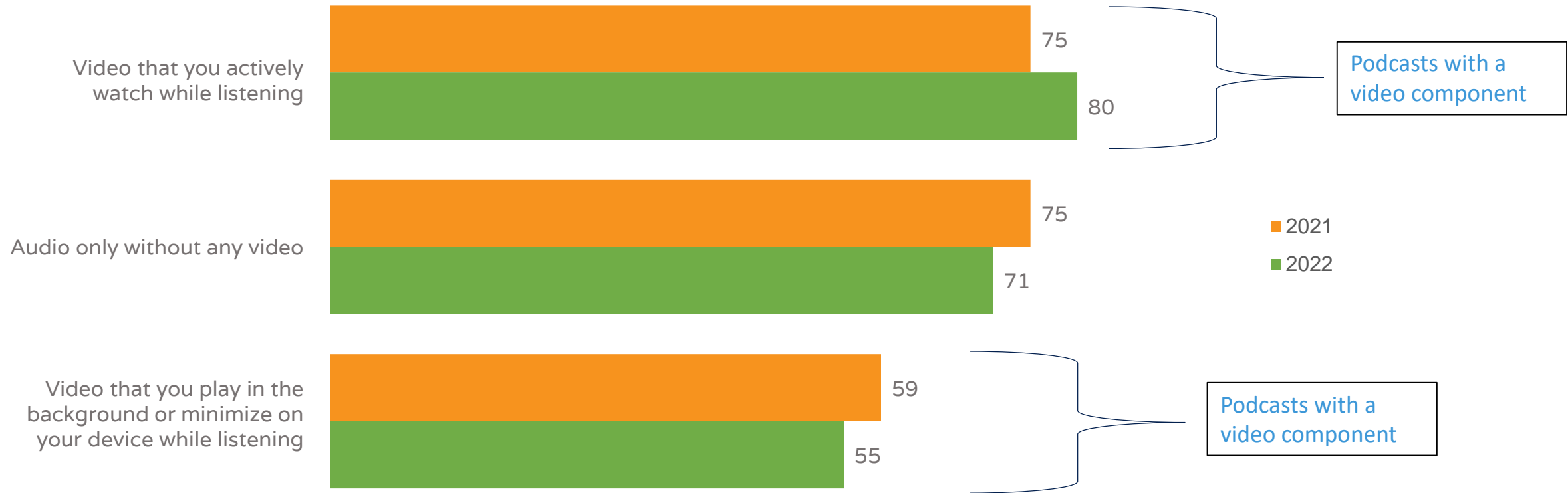
# Location where Black monthly podcast listeners listen to podcasts most often



Base: Black Monthly Podcast Listeners

# Do you ever listen to podcasts that have...?

% ever listening to podcast type



Base: Black Monthly Podcast Listeners



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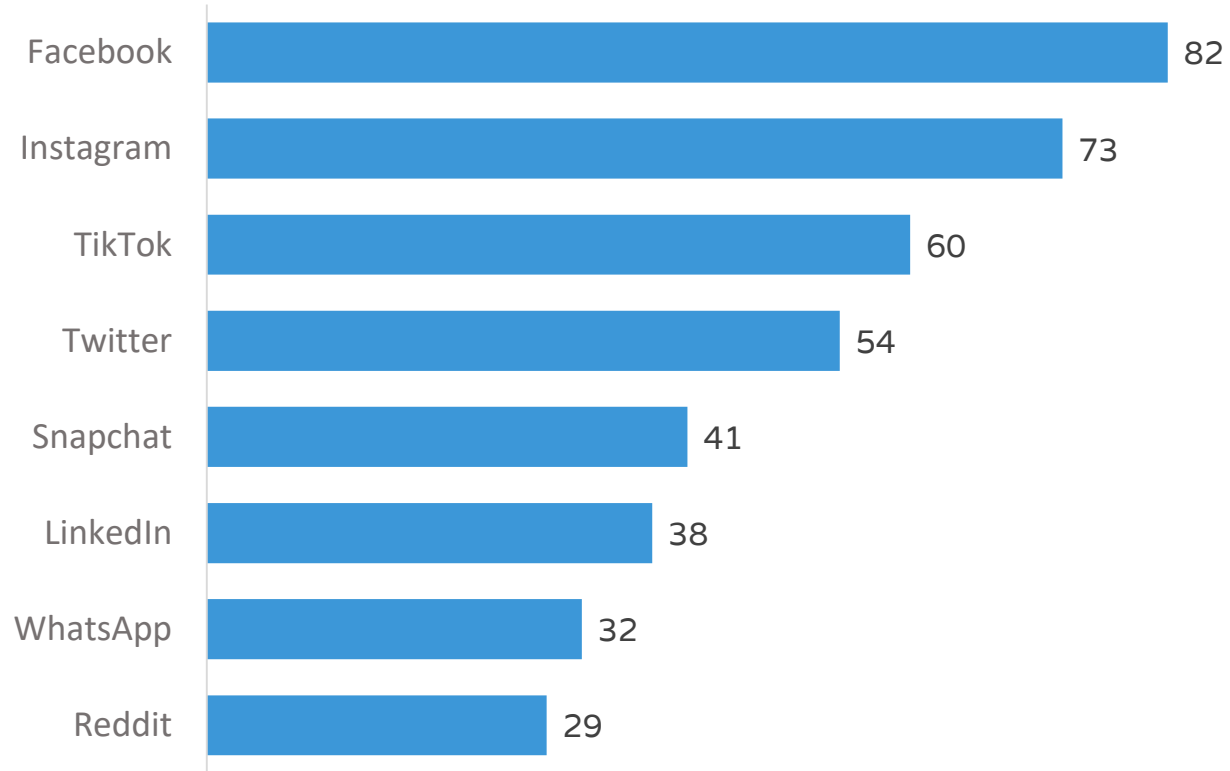
**85%**

of Black monthly podcast  
listeners listen to podcasts  
with a video component  
(2021: 83%)



# Do you currently ever use...?

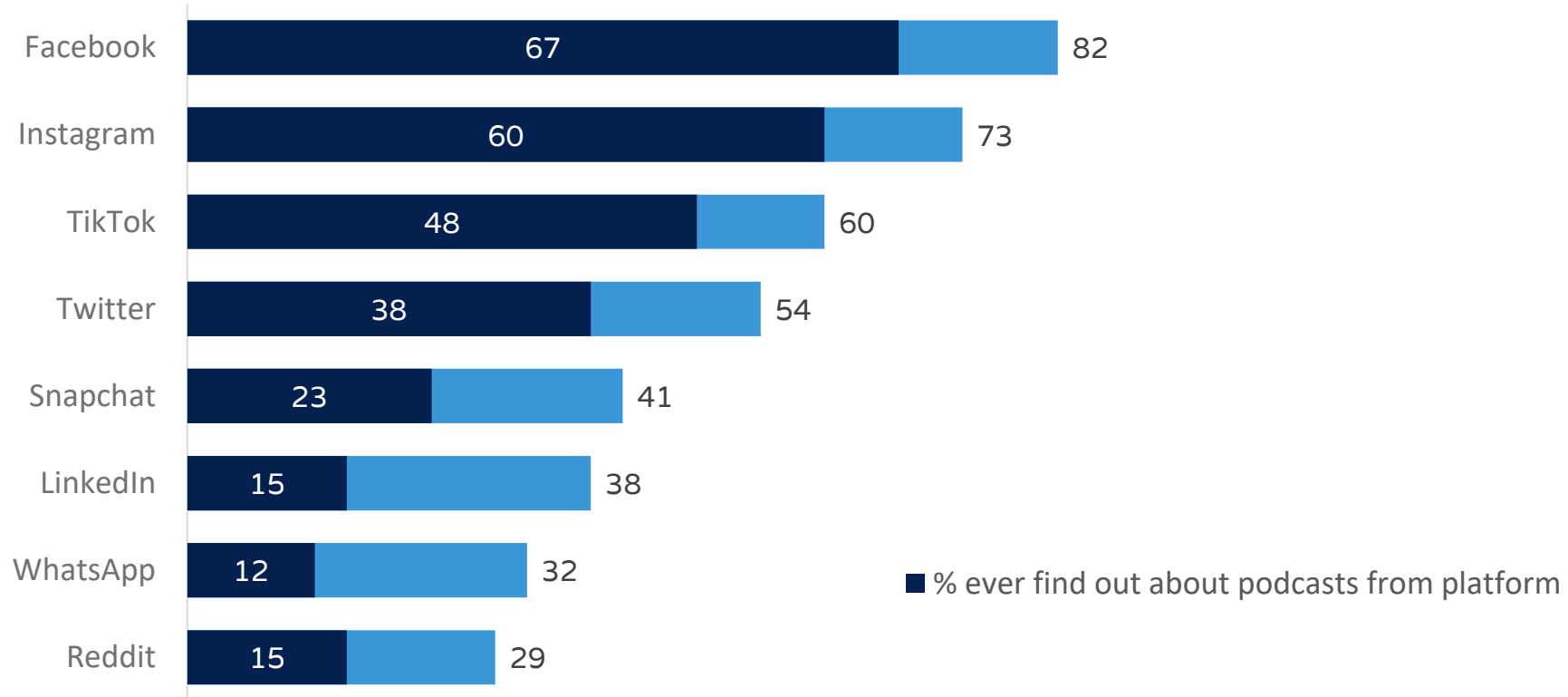
% saying yes



Base: Black Monthly Podcast Listeners who use social media

# Do you currently ever use...?

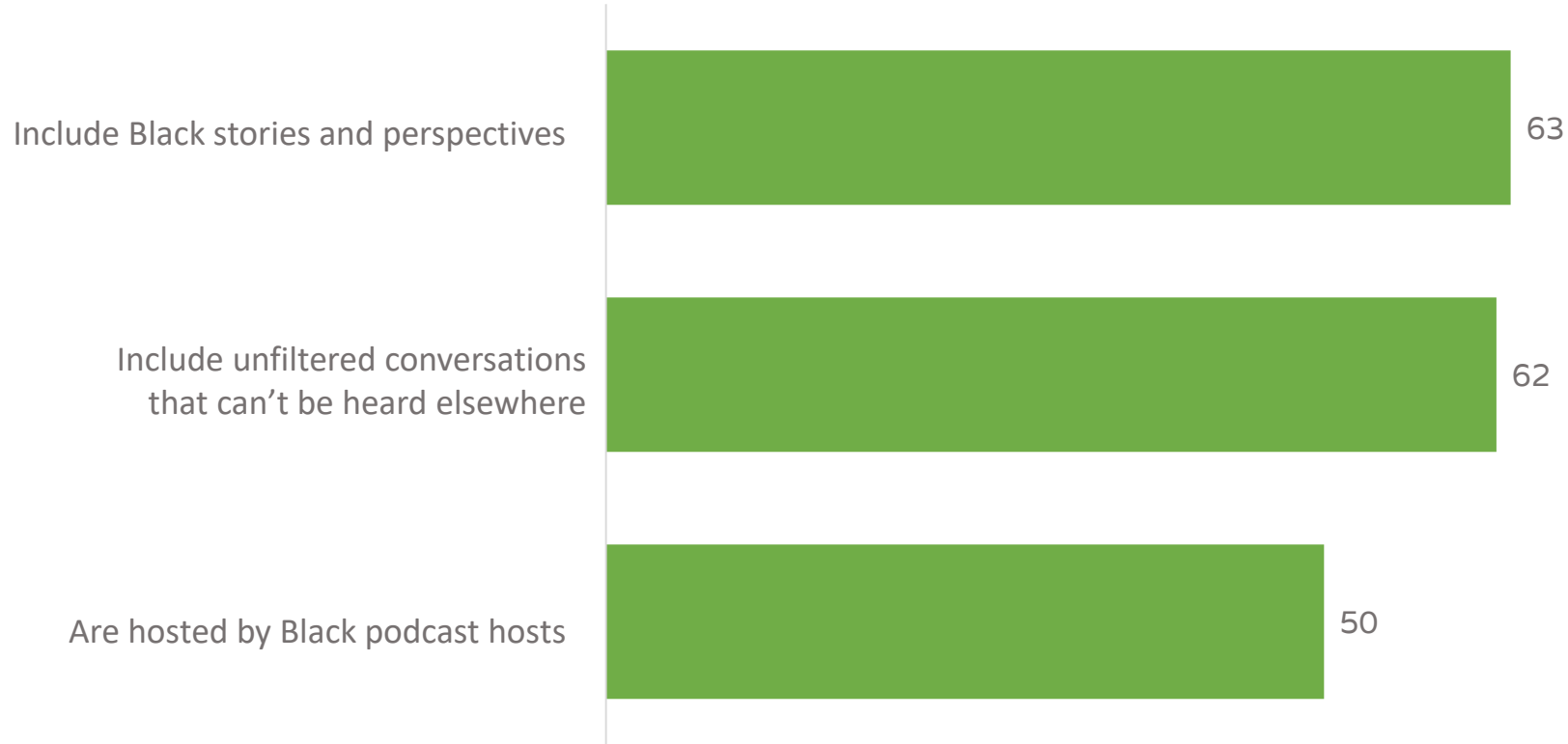
% saying yes



Base: Black Monthly Podcast Listeners who use social media

# How important is it to Black monthly podcast listeners that podcasts...?

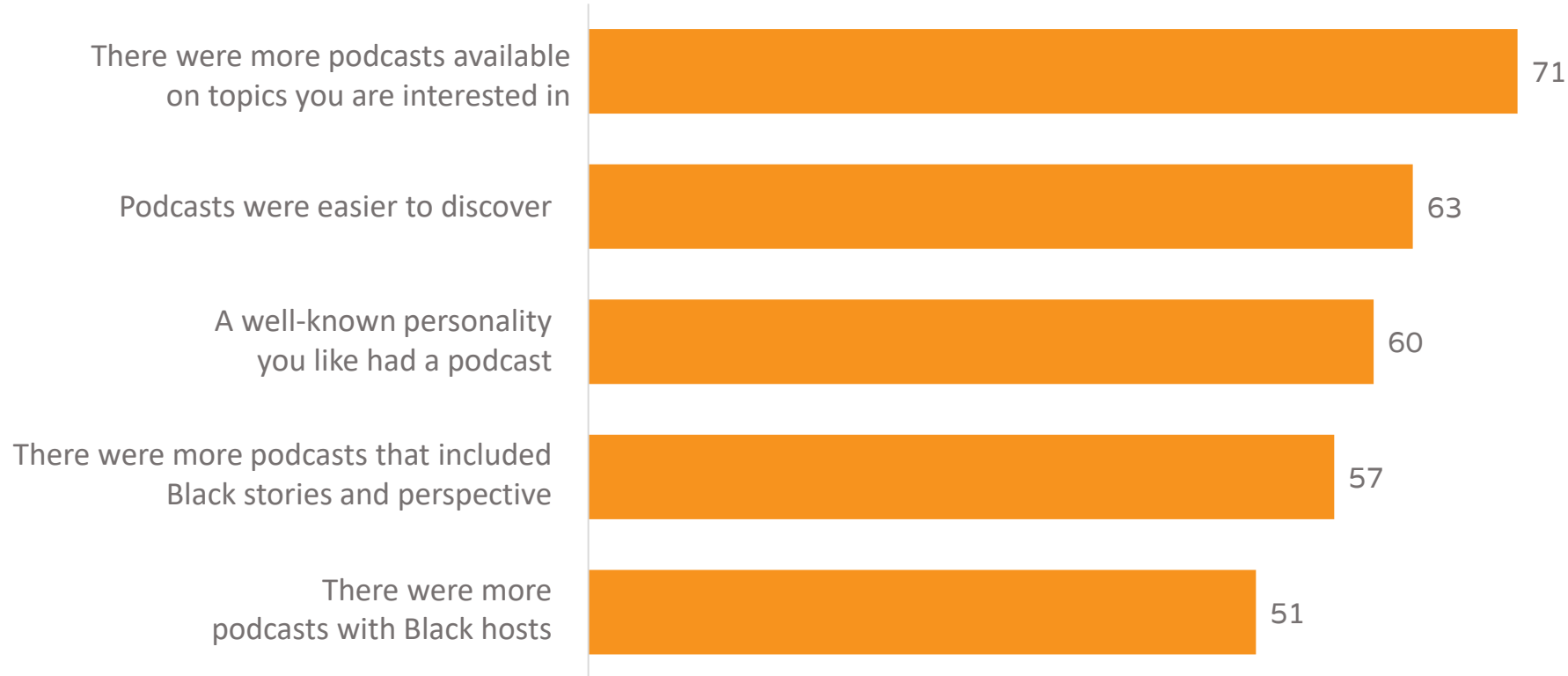
% saying “very important” or “somewhat important”



Base: Black Monthly Podcast Listeners

# You would listen to more podcasts if...?

% saying “strongly agree” or “somewhat agree”



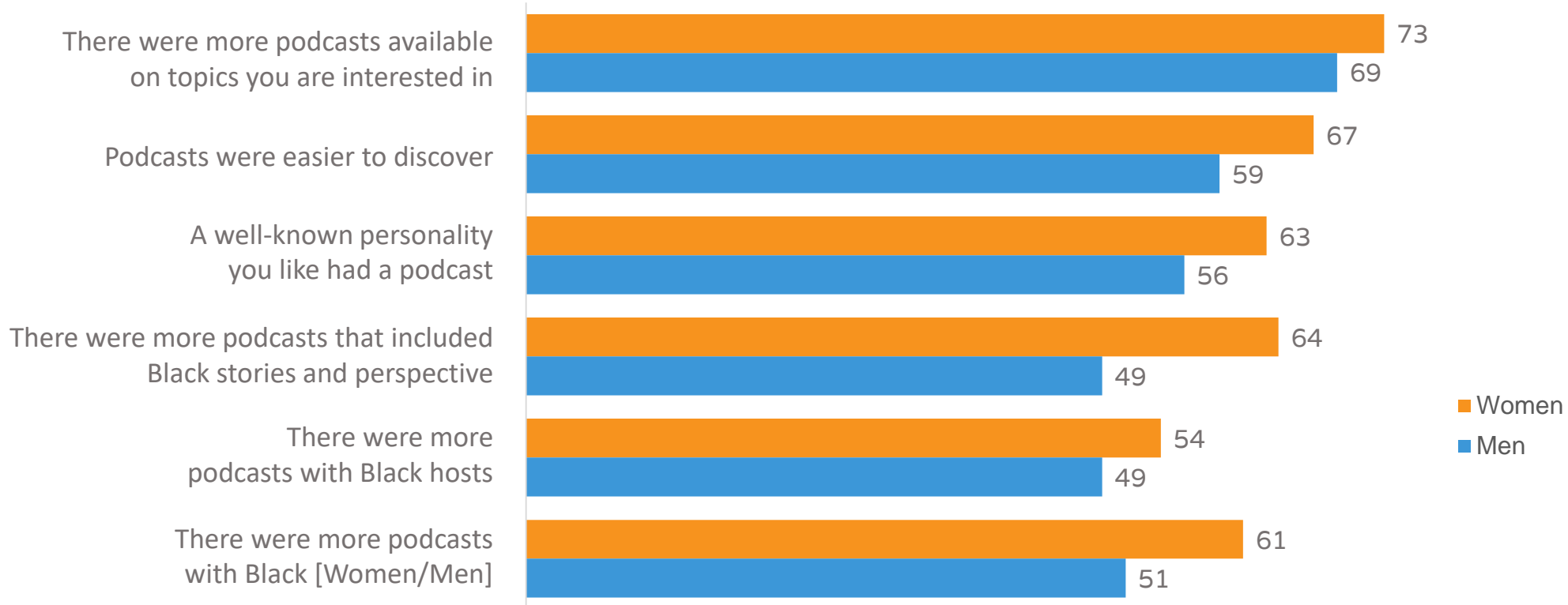
Base: Black Monthly Podcast Listeners

**75%**

of Black monthly podcast listeners say they “frequently” or “occasionally” follow or seek out content that focuses on Black stories and perspectives on podcasts

# You would listen to more podcasts if...?

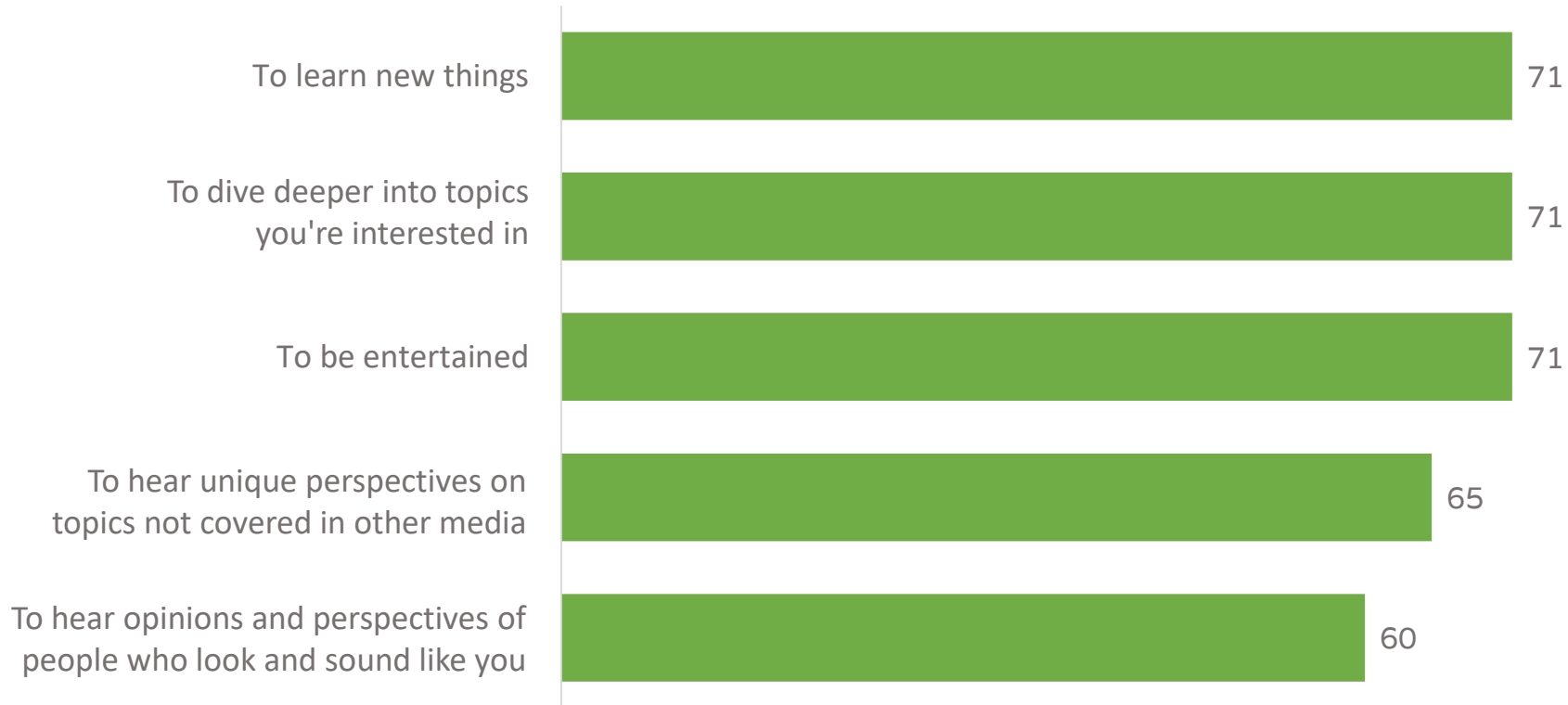
% saying “strongly agree” or “somewhat agree”



Base: Black Monthly Podcast Listeners

# Reasons why Black monthly podcast listeners listen to podcasts

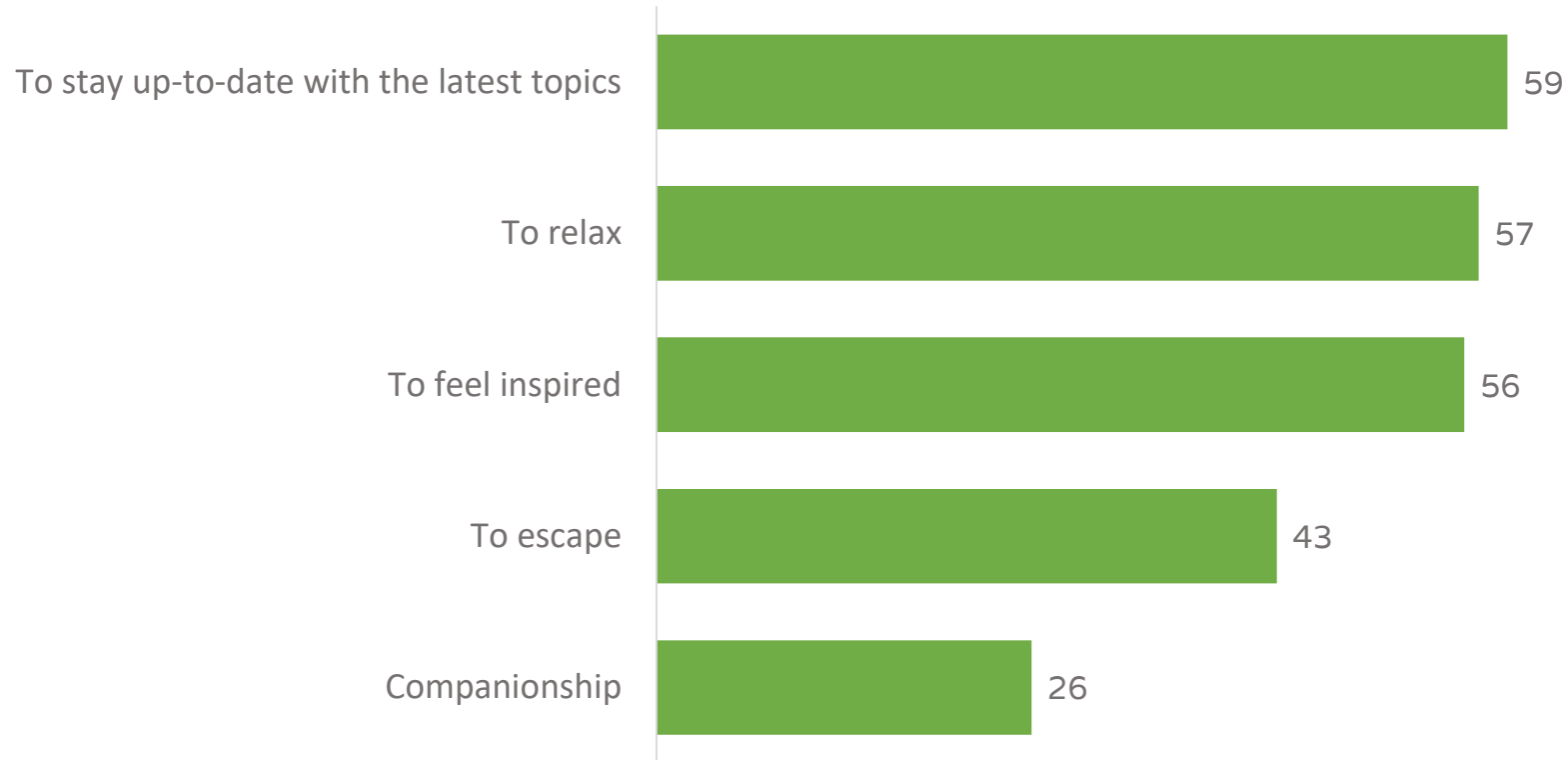
% saying “strongly agree” or “somewhat agree”





# Reasons why Black monthly podcast listeners listen to podcasts

% saying “strongly agree” or “somewhat agree”



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# Black Weekly Podcast Listeners



**MINDSHARE**

# Listened to a podcast in the last week:

% saying yes

■ 2020 ■ 2021 ■ 2022

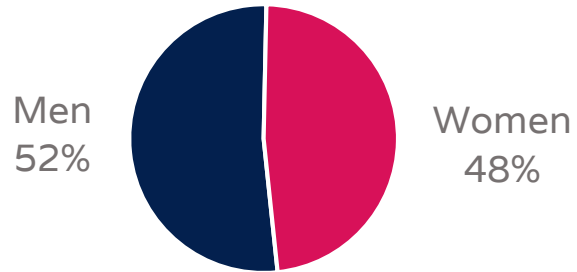


Source: The Infinite Dial 2022 from Edison Research, Wondery, and ART19

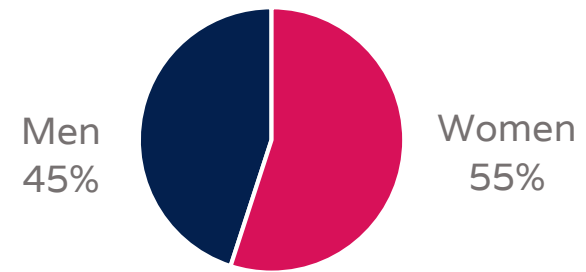
# Composition of Monthly vs Weekly Podcast Listeners

## Gender

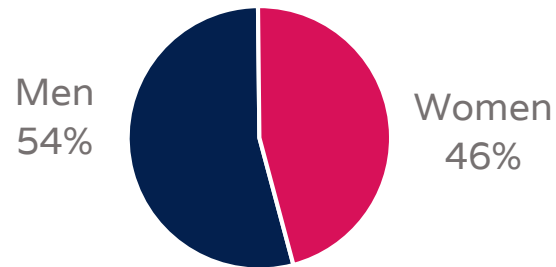
U.S. Monthly Podcast Listeners 18+



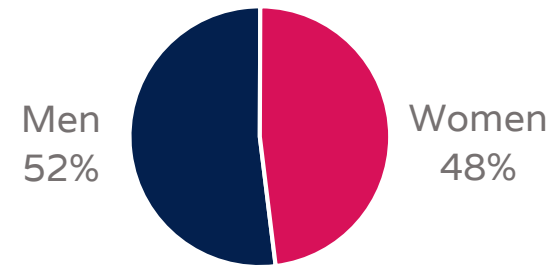
Black Monthly Podcast Listeners 18+



U.S. Weekly Podcast Listeners 18+

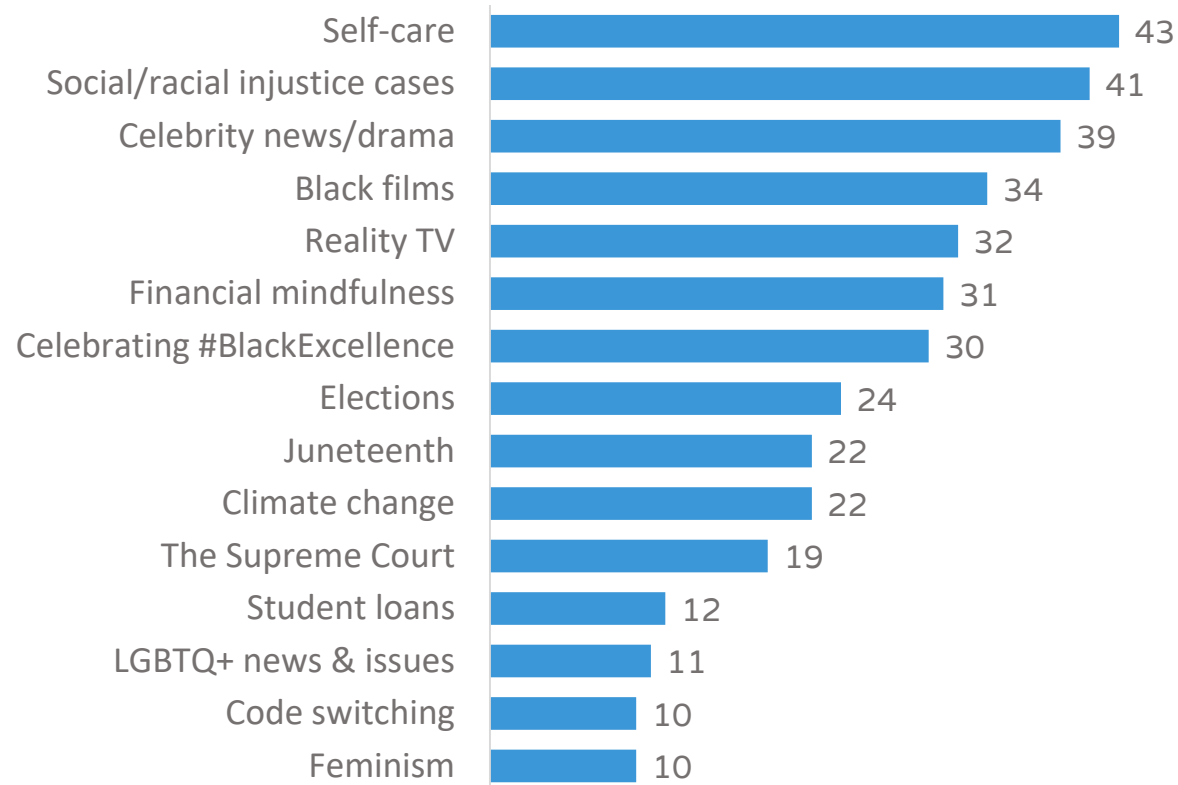


Black Weekly Podcast Listeners 18+



# Which of the following topics did you listen to on a podcast in the last year to learn more about it?

% listened to topic in the last year

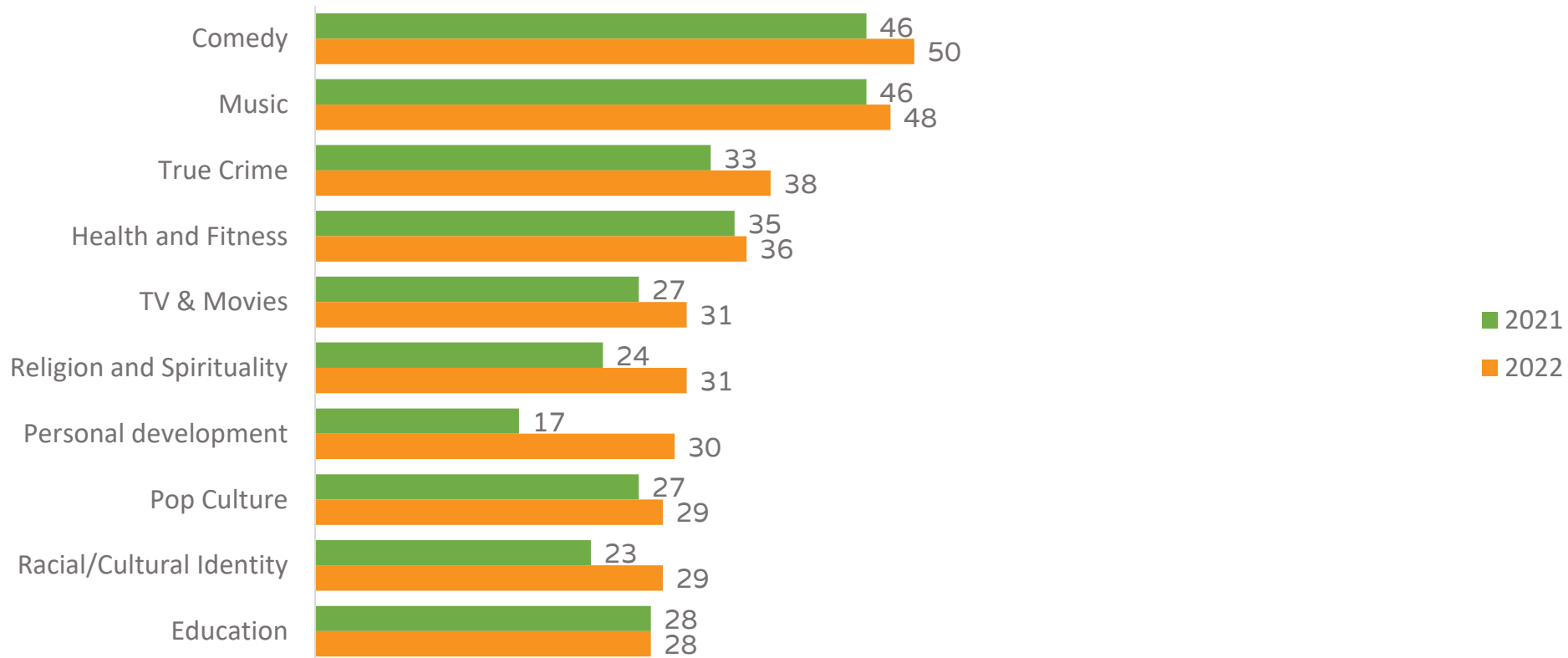


90% said “yes” to at least one of these topics

Base: Black Weekly Podcast Listeners

# Top 10 topics Black women weekly podcast listeners ever listen to

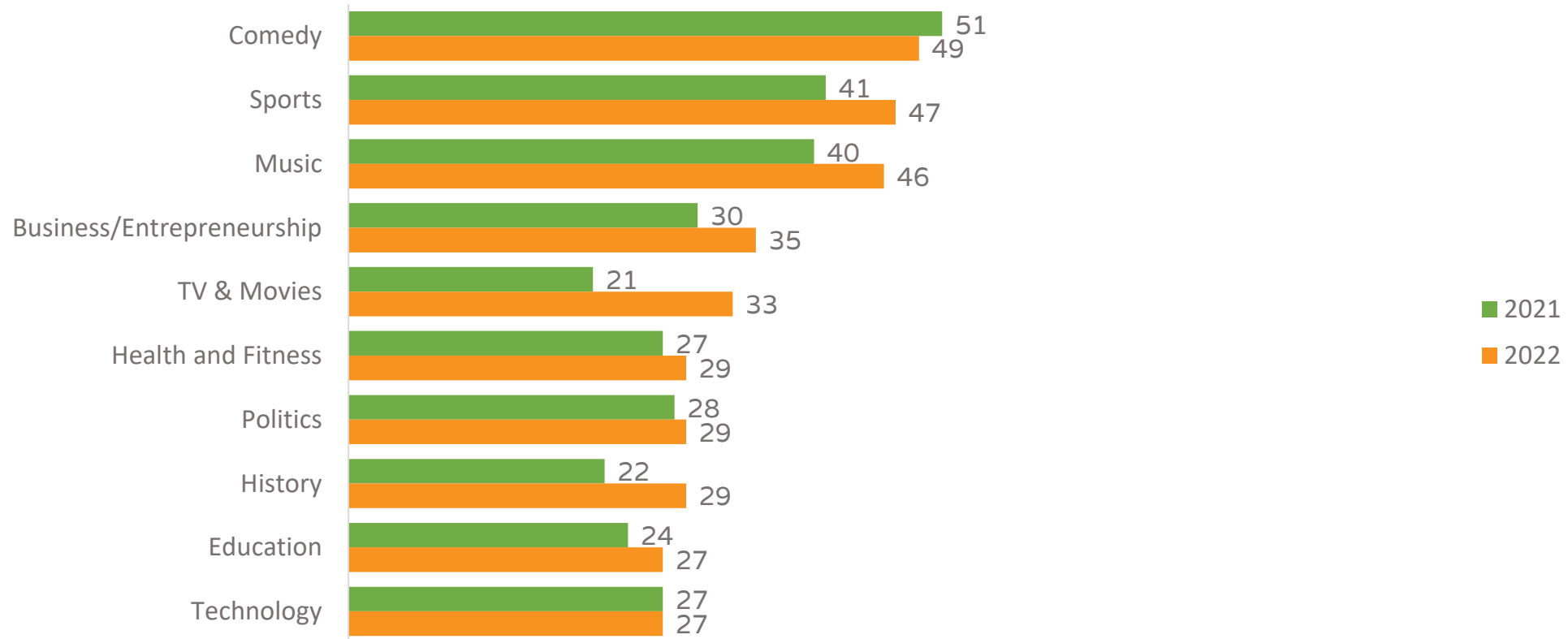
% ever listen to topic on a podcast



Base: Black Weekly Podcast Listeners

# Top 10 topics Black men weekly podcast listeners ever listen to

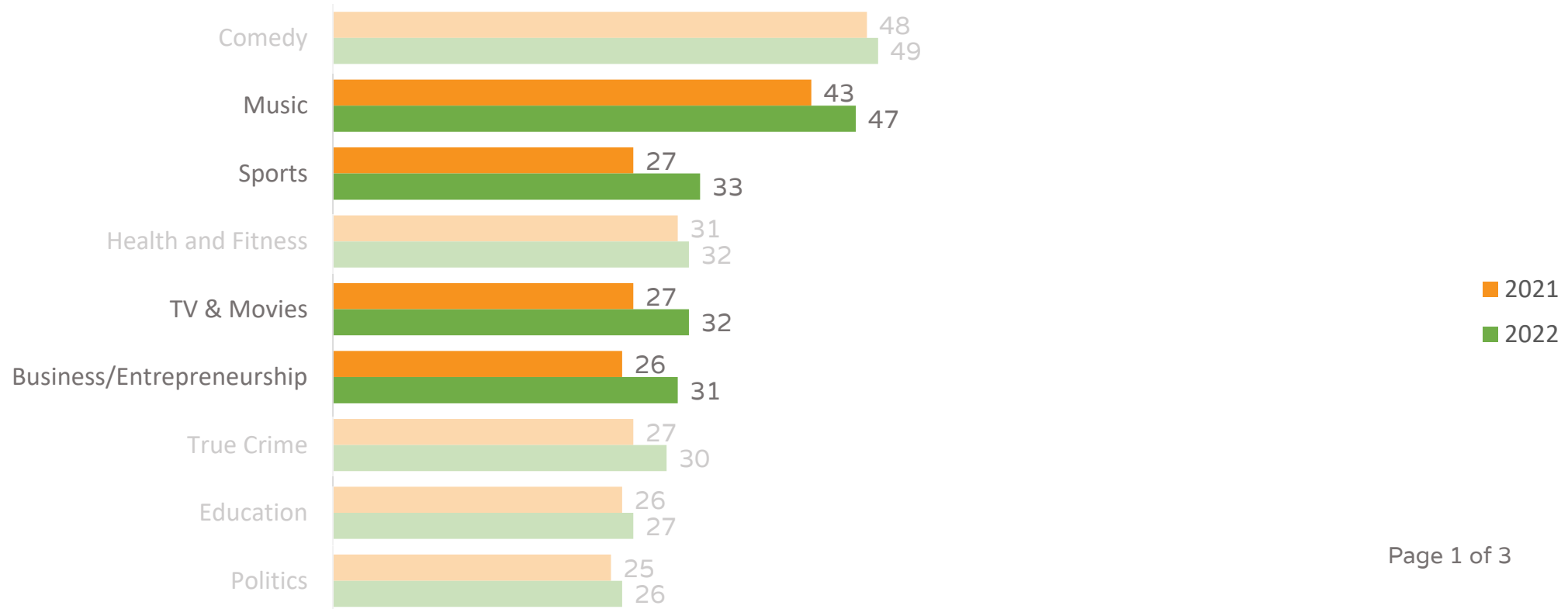
% ever listen to topic on a podcast



Base: Black Weekly Podcast Listeners

# Podcast topics Black weekly podcast listeners ever listen to

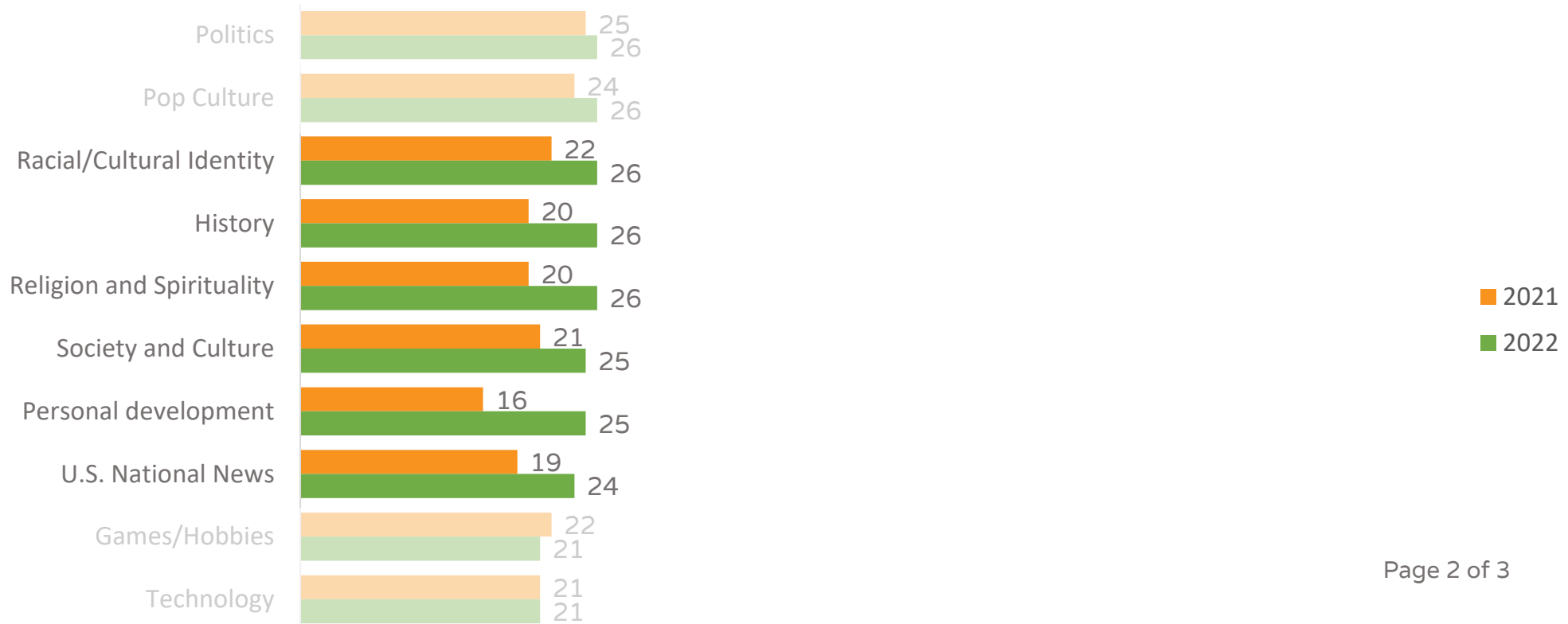
% ever listen to topic on a podcast





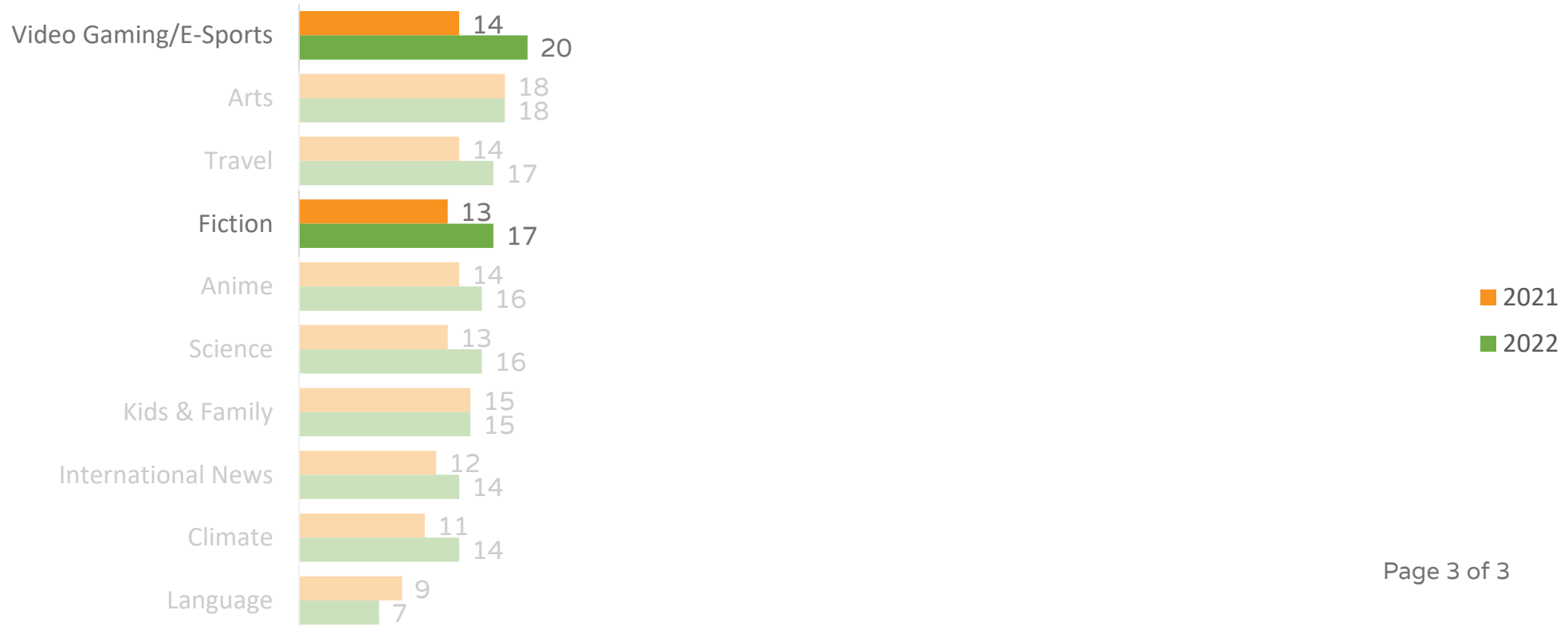
# Podcast topics Black weekly podcast listeners ever listen to

% ever listen to topic on a podcast



# Podcast topics Black weekly podcast listeners ever listen to

% ever listen to topic on a podcast



# BLACK PODCAST

LISTENER REPORT 2.0

Black weekly  
podcast listeners:

49%

% who listen to  
**Comedy podcasts**

47%

% who listen to  
**Music podcasts**

33%

% who listen to  
**Sports podcasts**

30%

% who listen to  
**True Crime podcasts**

Source: Black Podcast Listener Report 2.0

U.S. total weekly  
podcast listeners:

42%

30%

27%

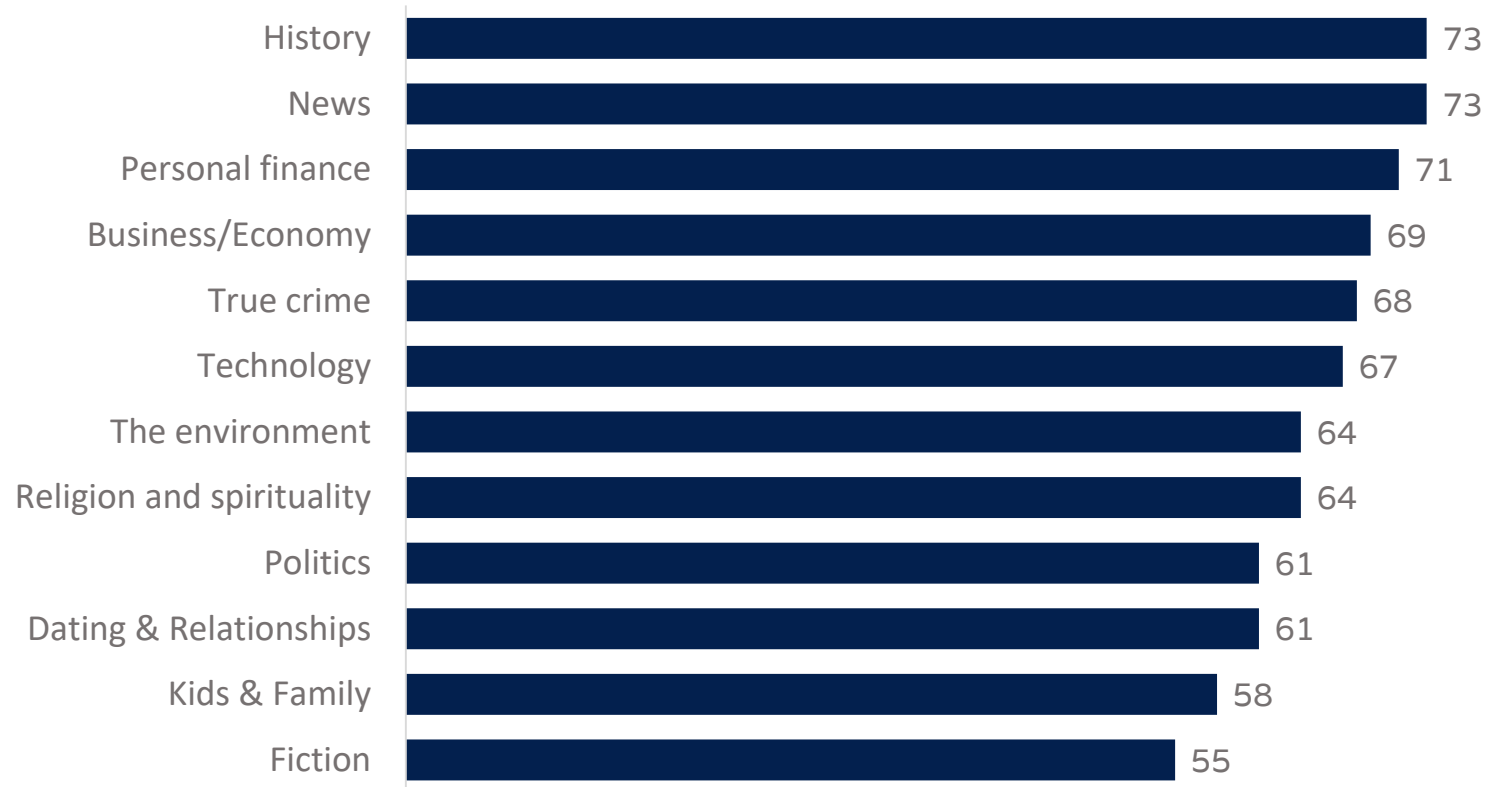
37%

Source: Edison Podcast Metrics 2022 Q3



# Which of the following podcasts topics would you be interested in if they primarily included Black stories and perspectives?

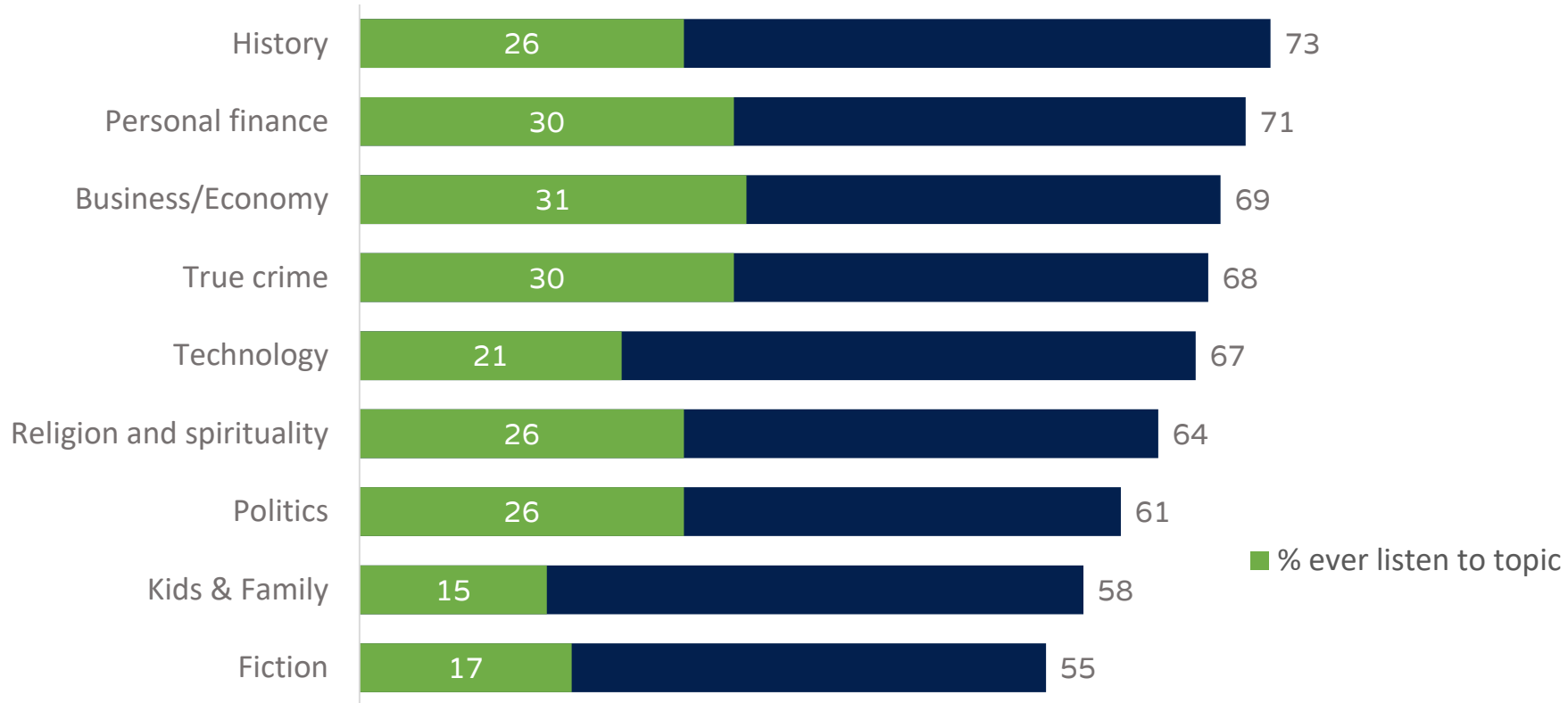
% selecting topic



Base: Black Weekly Podcast Listeners

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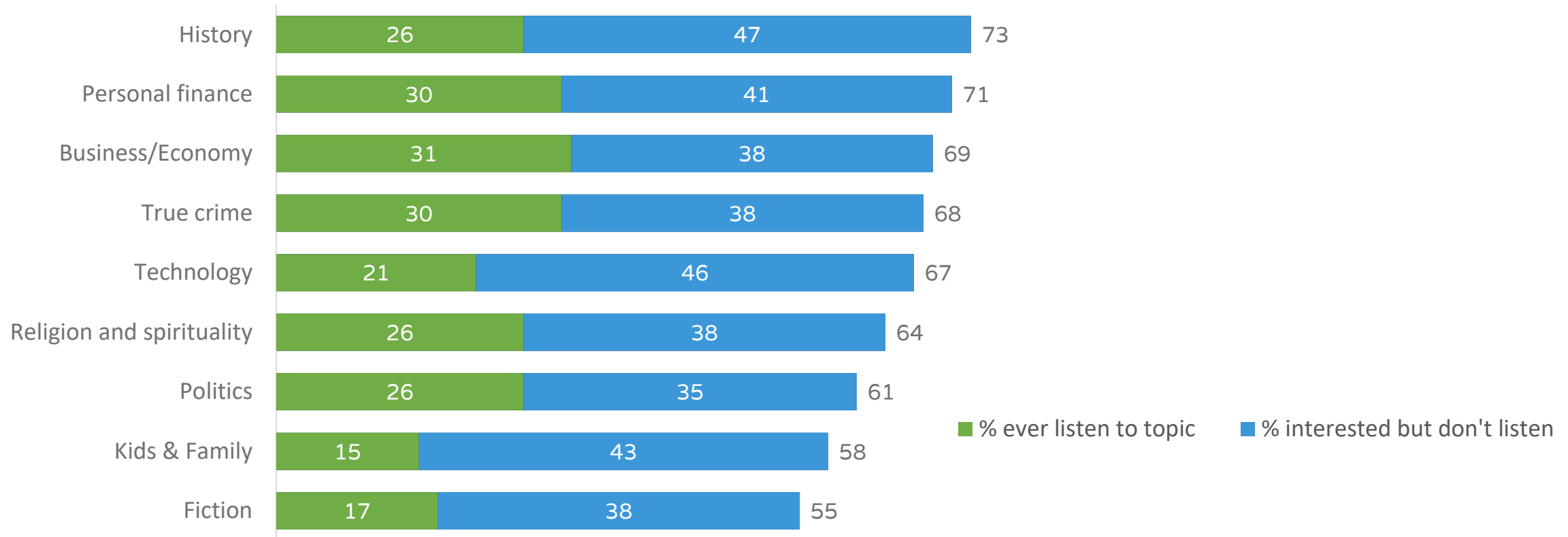
% selecting topic



Base: Black Weekly Podcast Listeners

# Which of the following podcasts topics would you be interested in if they primarily included Black stories and perspectives?

% selecting topic



Base: Black Weekly Podcast Listeners

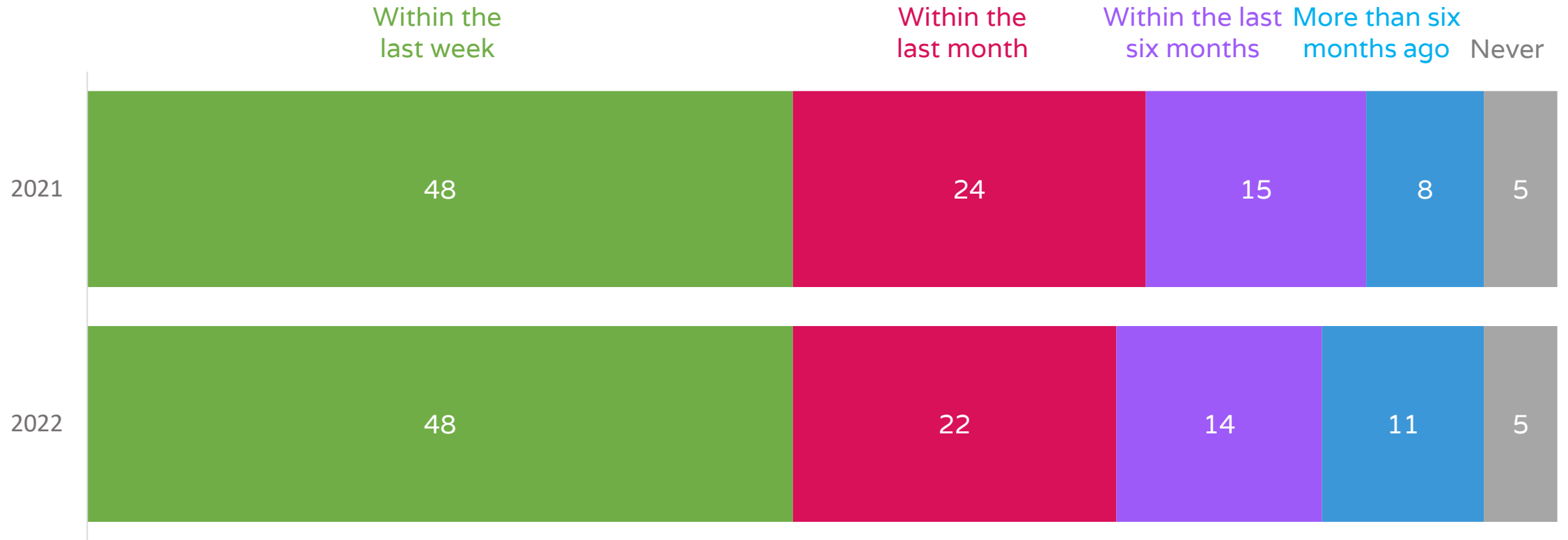
**41%**

of Black weekly podcast  
listeners are parents of  
children under 17

**35%**

of these parents say their  
children listen to podcasts

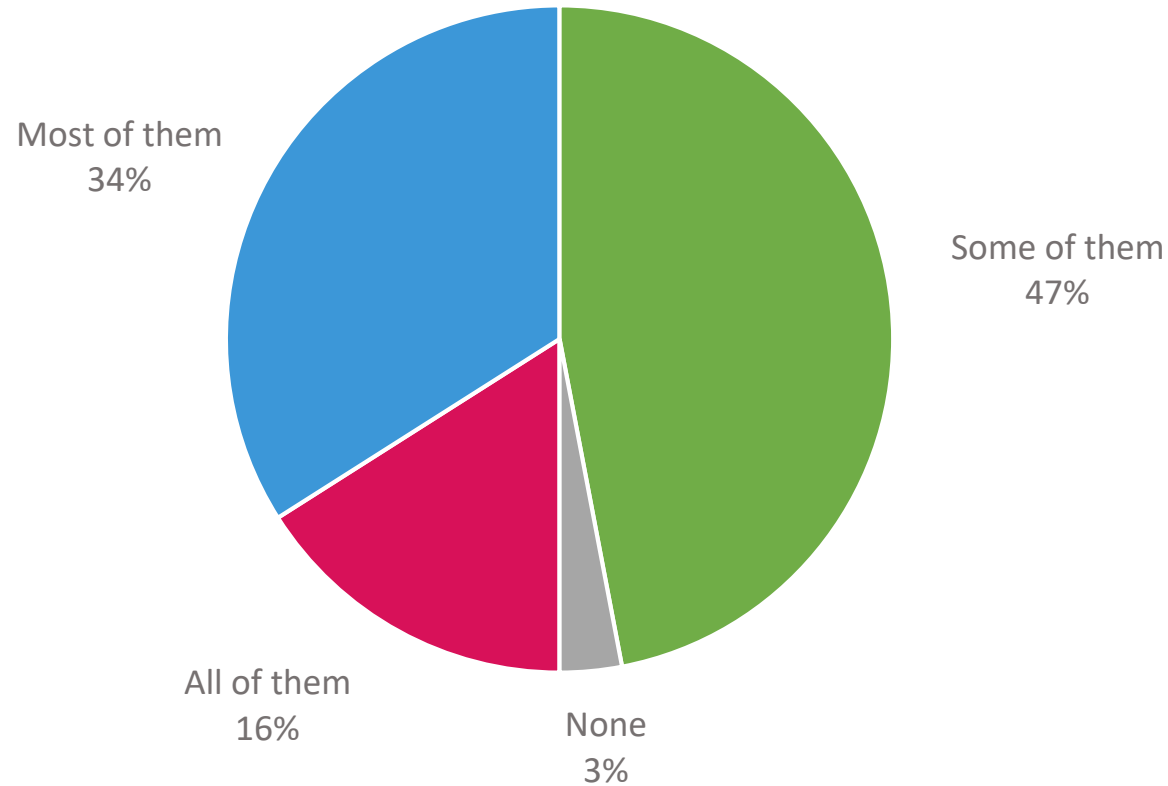
# When did you most recently listen to a podcast with Black hosts...?



Base: Black Weekly Podcast Listeners

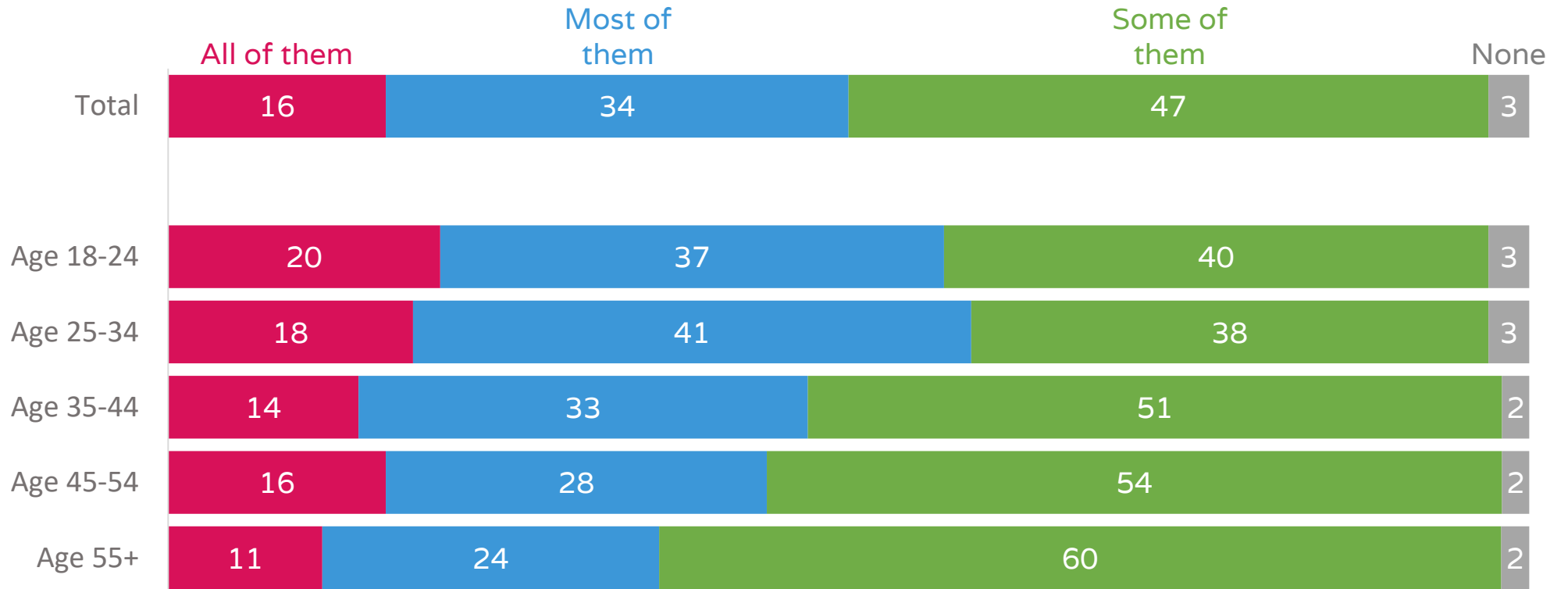


# How many of the podcasts that you listen to are hosted by Black podcast hosts?



Base: Black Weekly Podcast Listeners

# How many of the podcasts that you listen to are hosted by Black podcast hosts?



Base: Black Weekly Podcast Listeners

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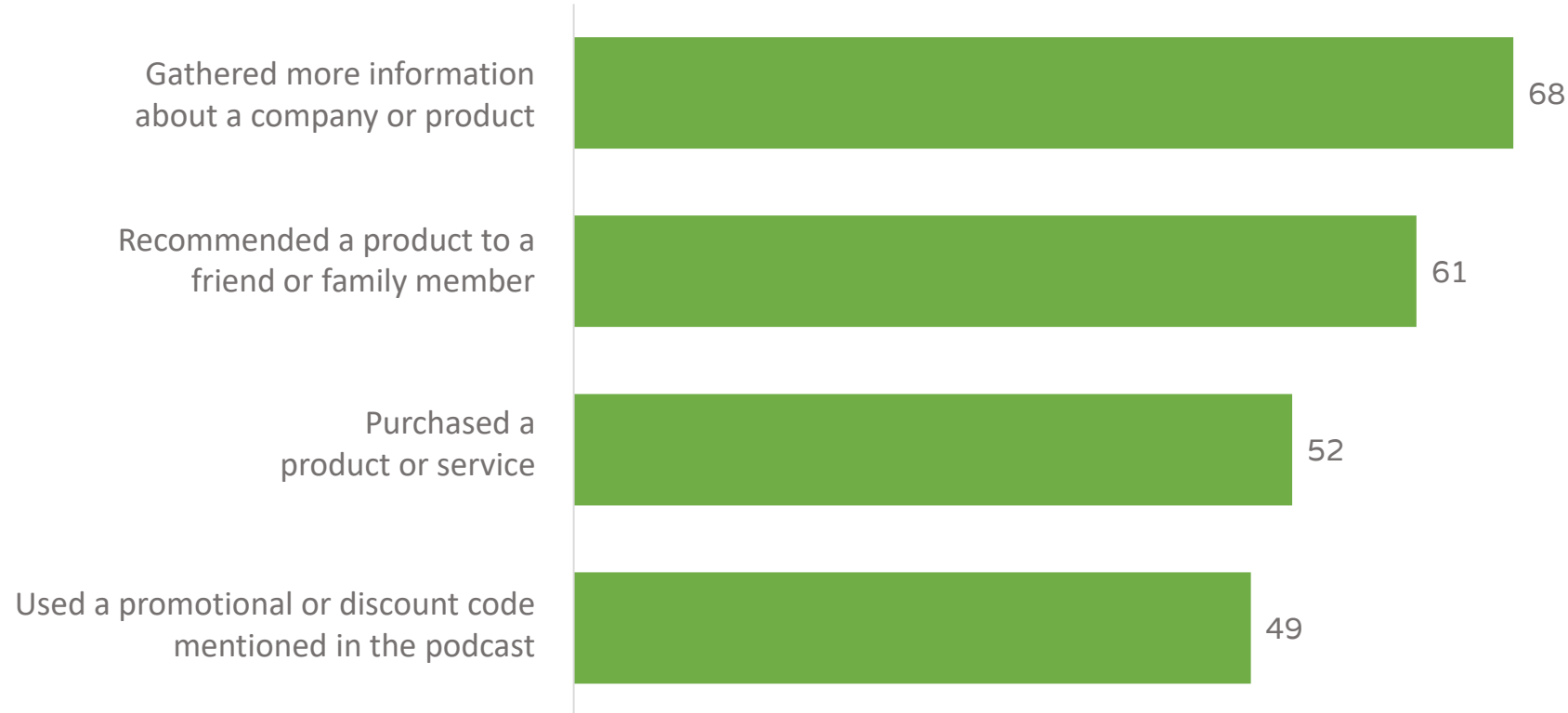


# Monetization



# As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?

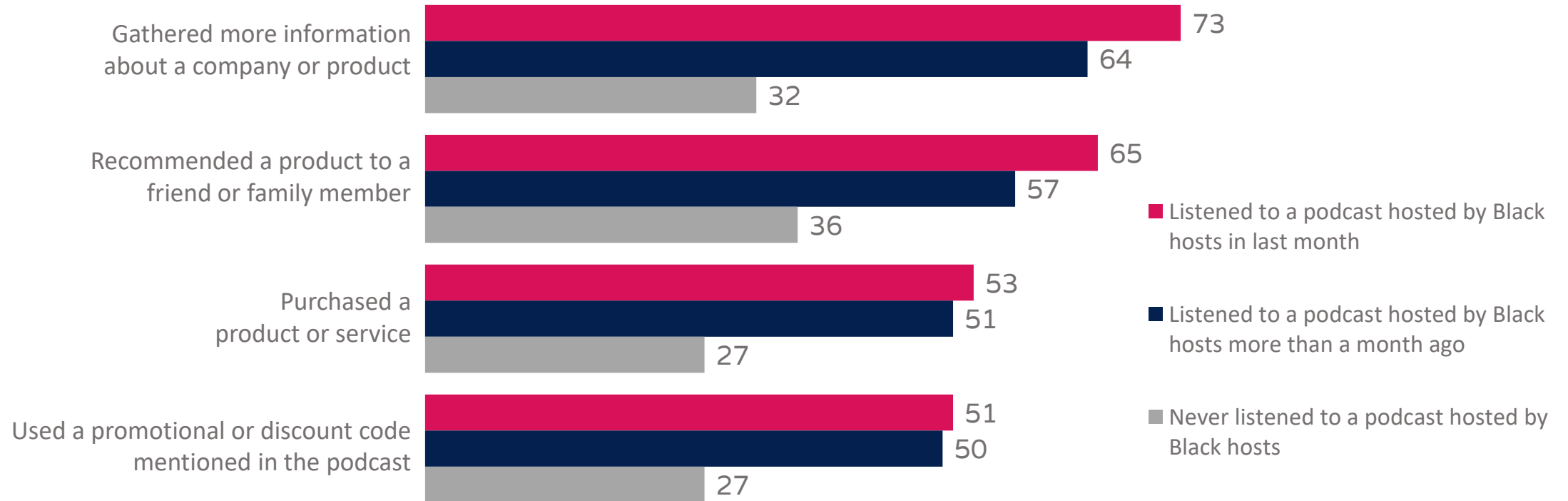
% saying yes



Base: Black Weekly Podcast Listeners

# As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?

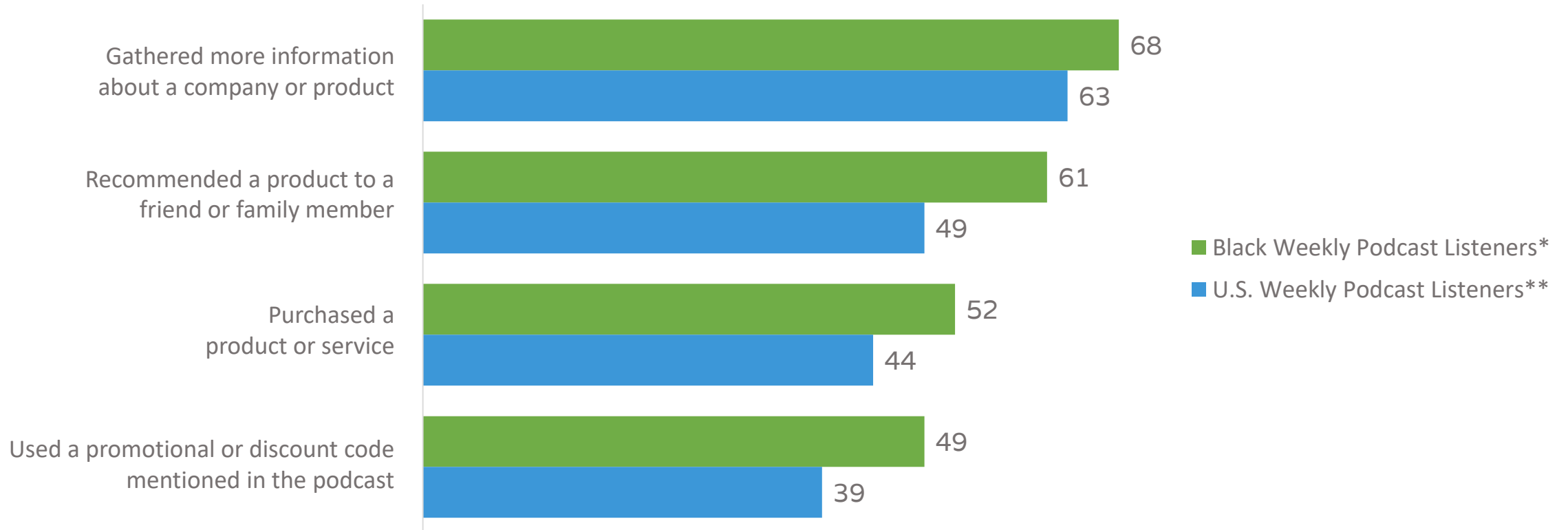
% saying yes



Base: Black Weekly Podcast Listeners

# As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?

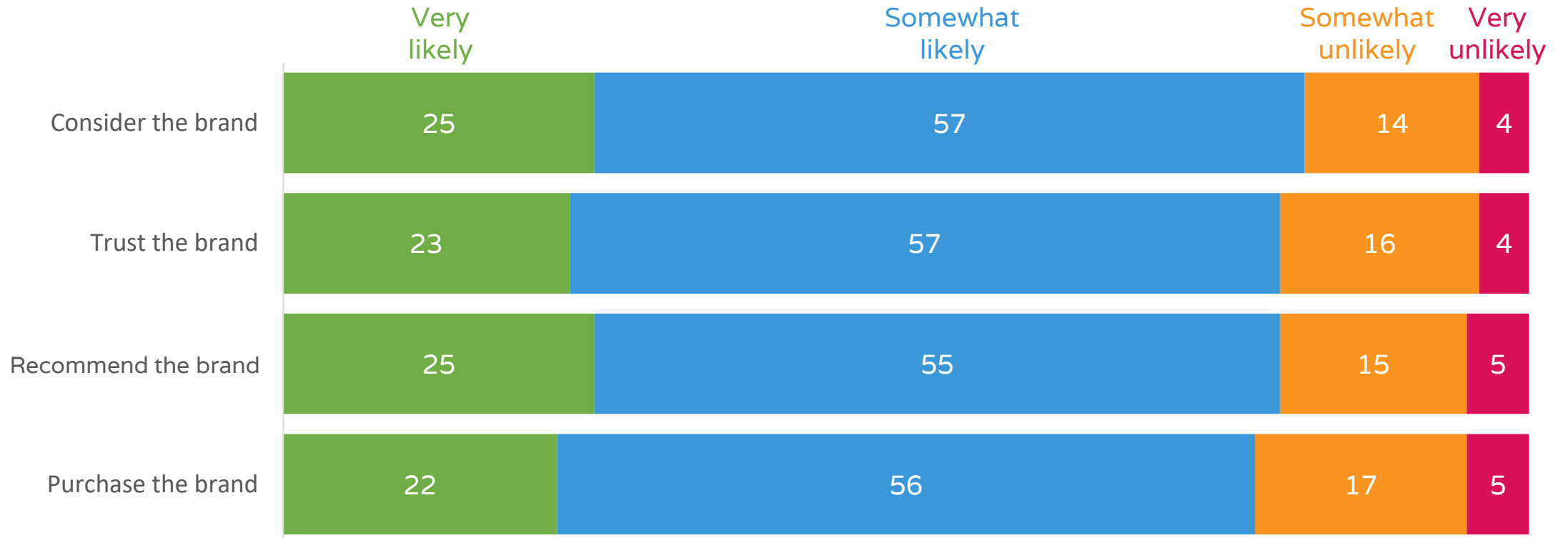
% saying yes



\* Source: Black Podcast Listener Report 2.0

\*\* Source: Edison Podcast Metrics 2022 Q3

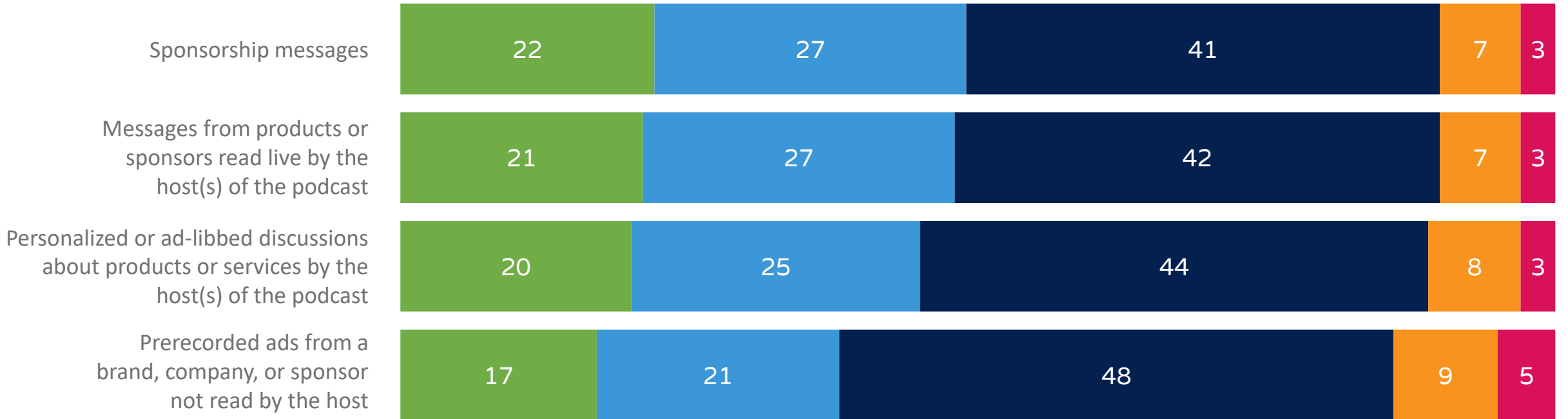
# If you heard an advertisement for a brand on a podcast with Black hosts, how likely would you be to...?



Base: Black Monthly Podcast Listeners

# What is your opinion of podcasting advertising that uses...?

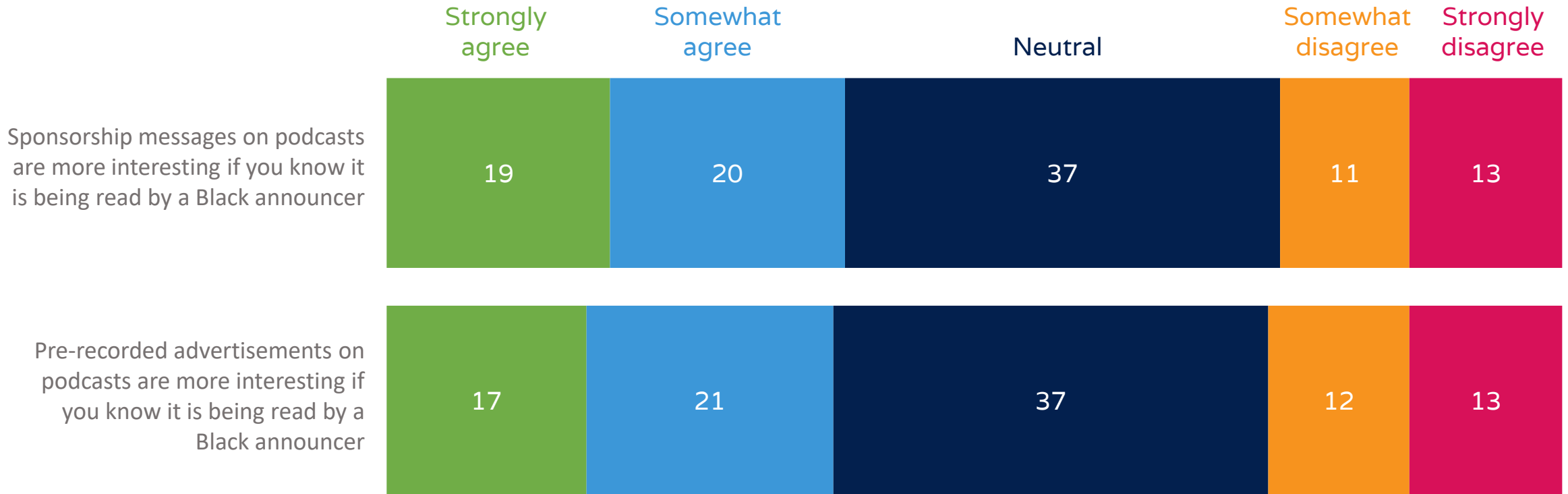
Very favorable      Somewhat favorable      Neutral      Somewhat unfavorable      Very Unfavorable



Base: Black Monthly Podcast Listeners



# Agree/Disagree: Advertisements Read by Black Announcers



Base: Black Monthly Podcast Listeners

The podcast landscape is changing

Black podcast listeners are engaged

There is opportunity in representation

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