

Intro

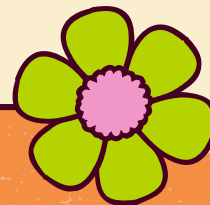
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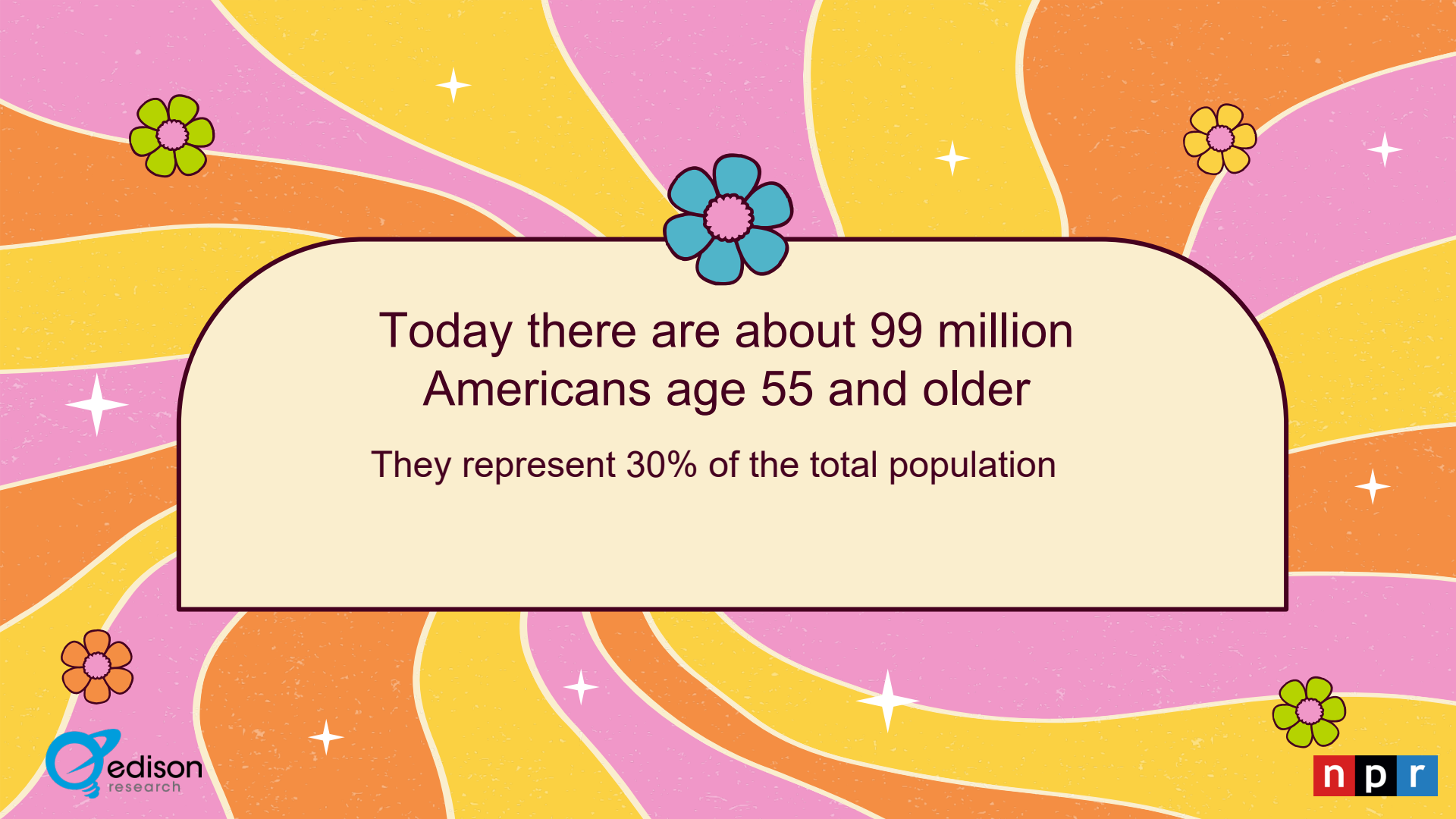


Hit Play, Boomer!



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

Famous Boomers

Born in 1946



Dolly
Parton



Steven
Spielberg



Al
Green



Donald
Trump

Famous Boomers

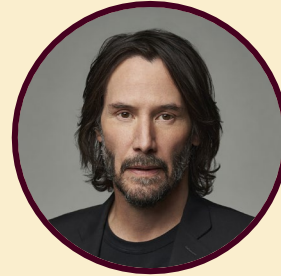
Born in 1964



Jeff
Bezos



Michelle
Obama



Keanu
Reeves



Kamala
Harris

Baby Boomer History



1941

Pearl Harbor/
US enters WWII

1945

WWII ends and
soldiers return

1946

Birth rates soar;
Baby Boom begins

1957

Sputnik 1 is launched
by USSR; "Space
Race" begins

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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

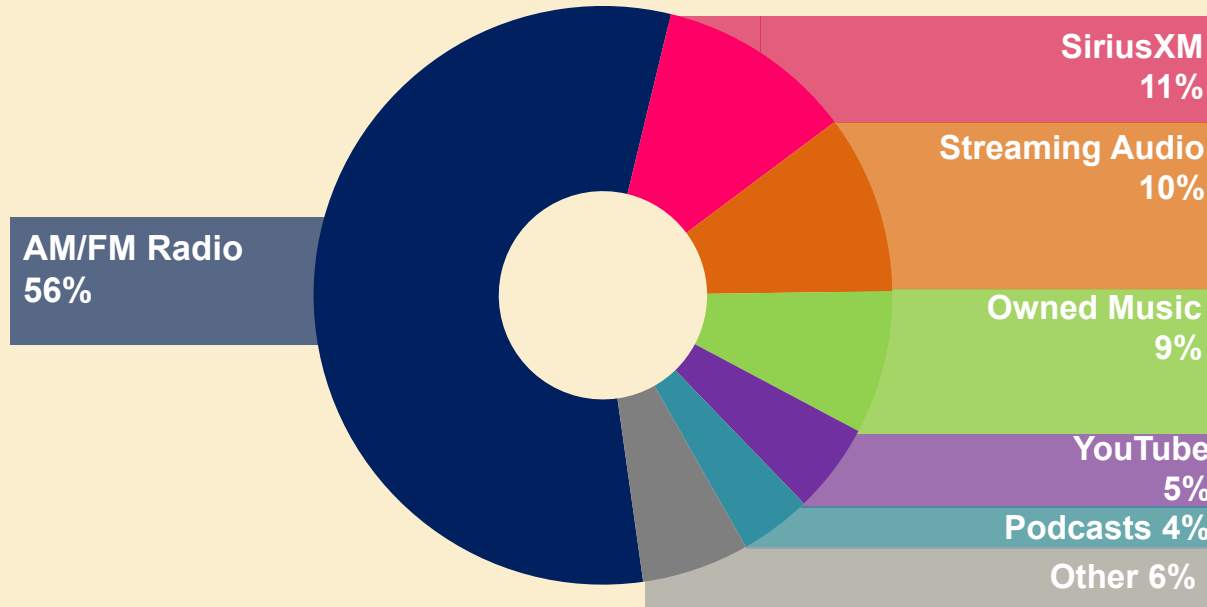
per day listening to audio

Edison Research Share of Ear®



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

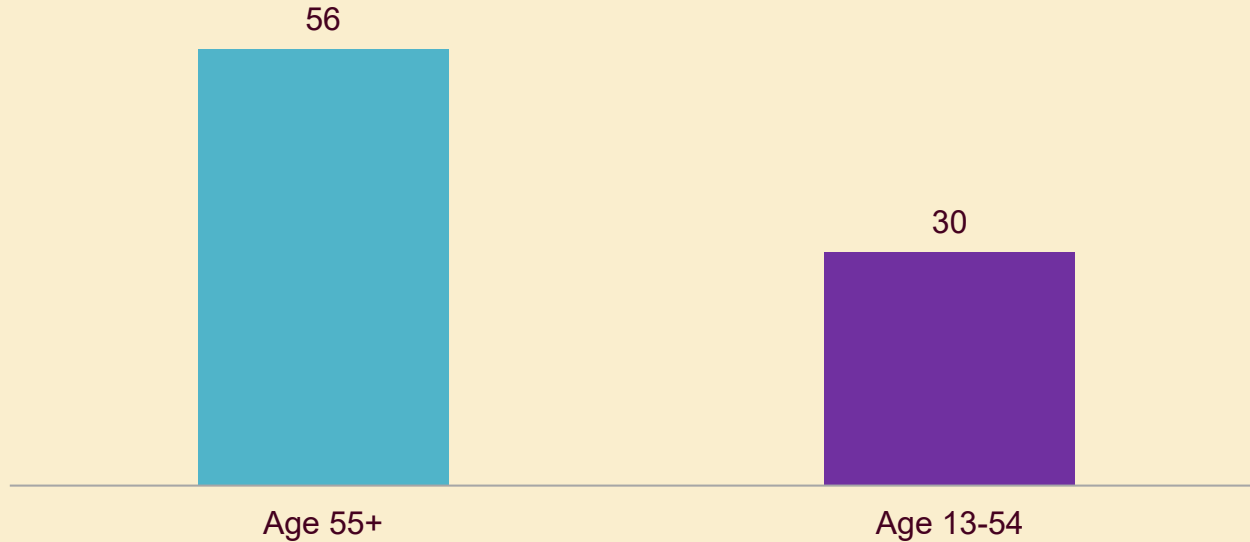
*AM/FM Radio includes over the air and streams





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

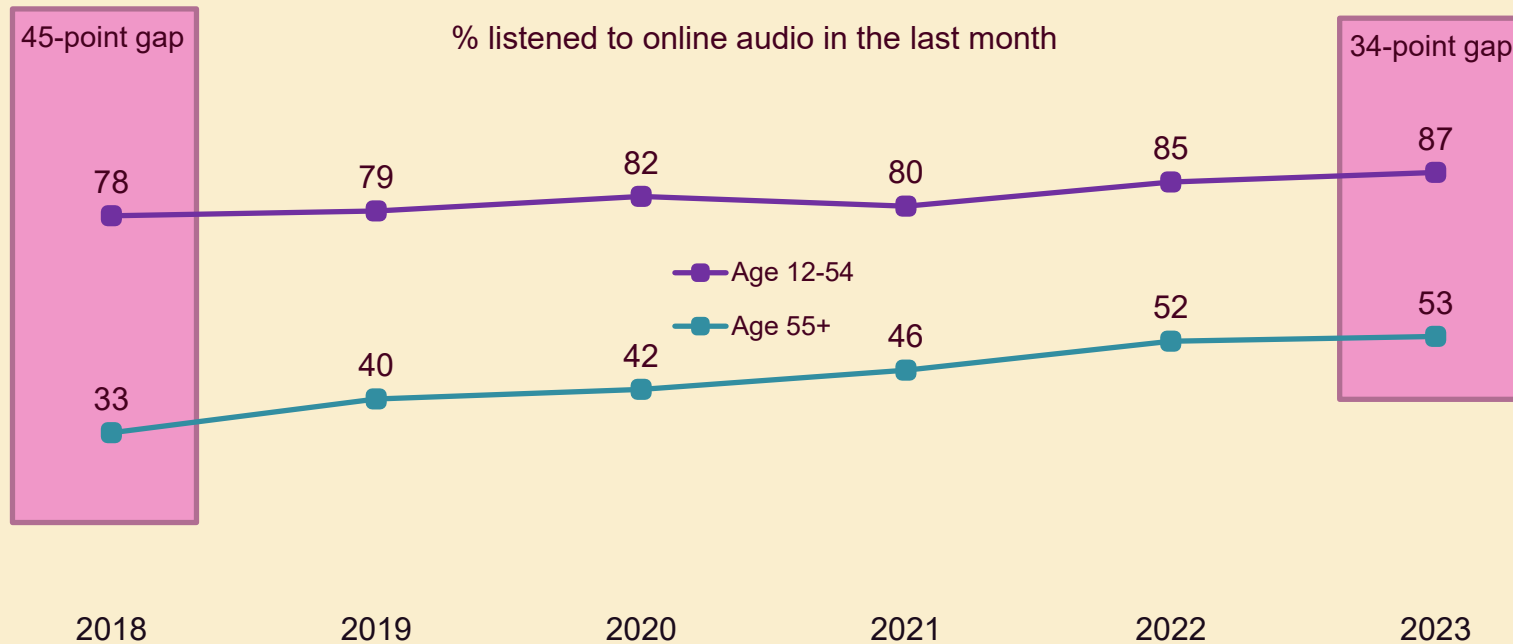
% listened to online audio in the last month



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

Hit Play, Boomer!

Boomers are adopting online audio

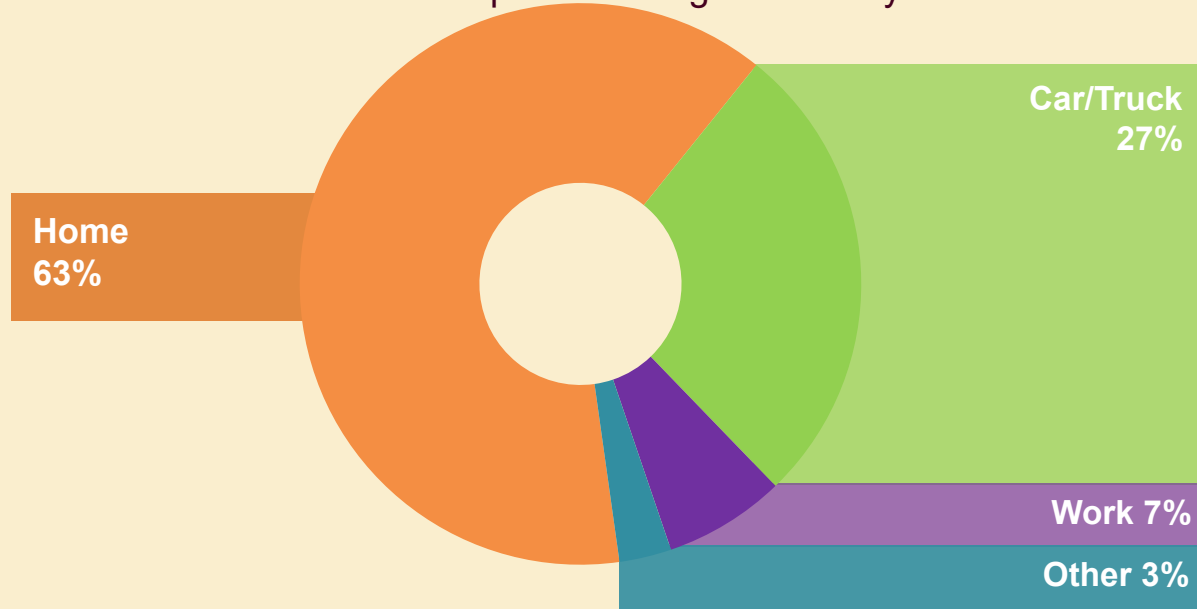


Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



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

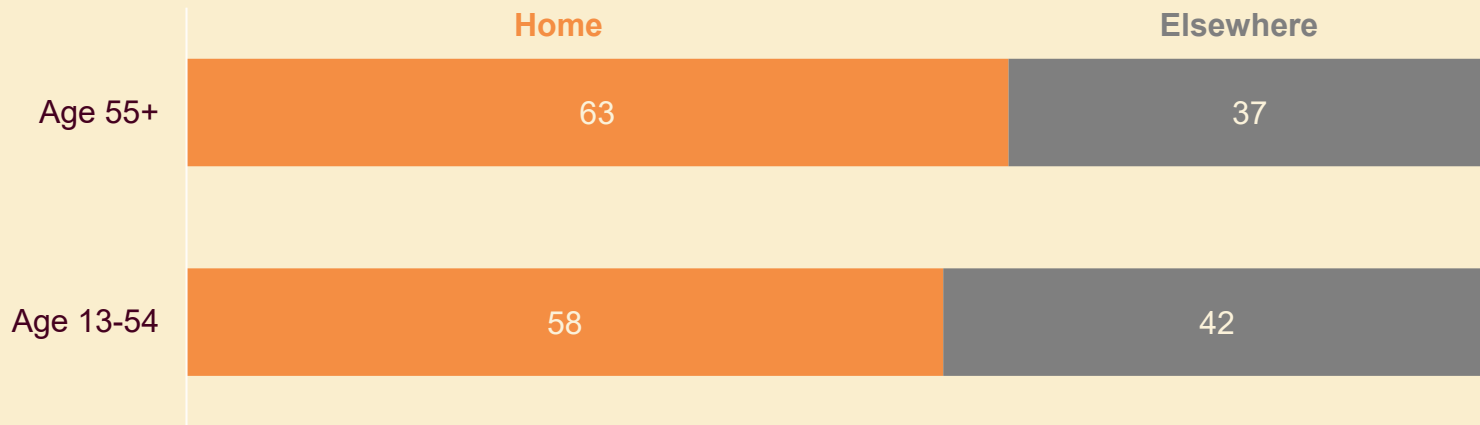
% of total audio time spent listening to audio by location





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

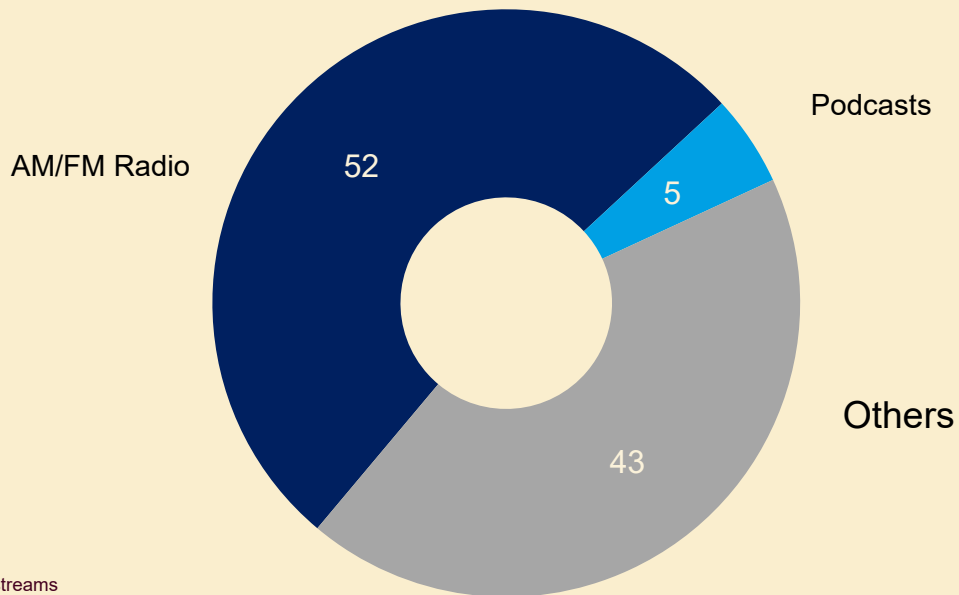


Home is the top listening location for podcasts



Audio Listening Time among age 55+ at Home

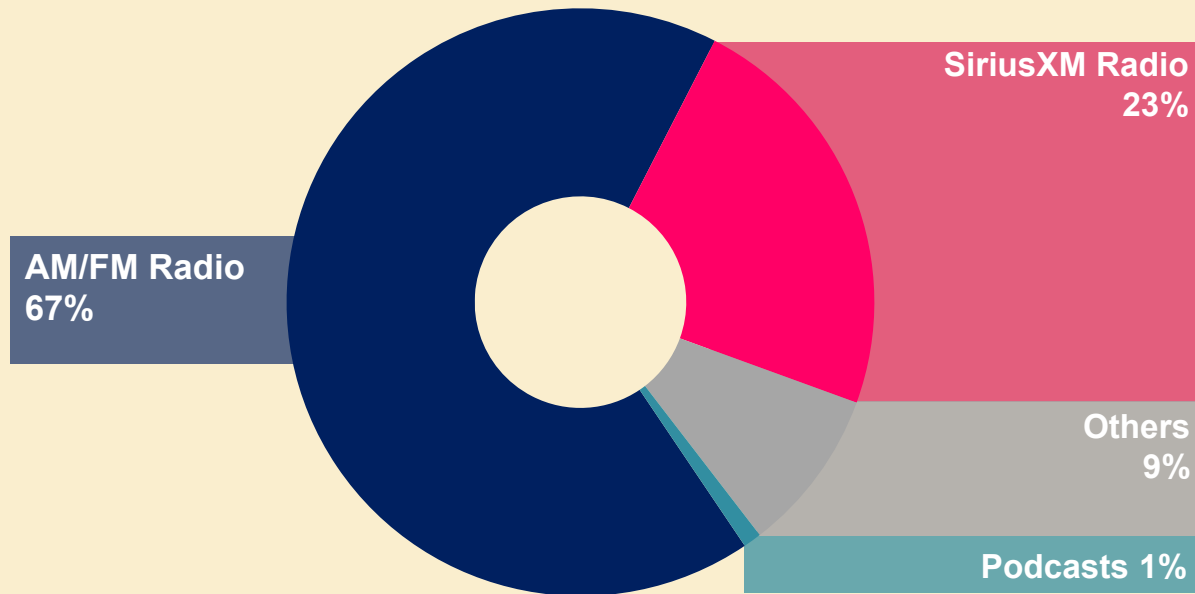
% of total audio time spent listening to audio at Home



AM/FM Radio includes over the air and streams

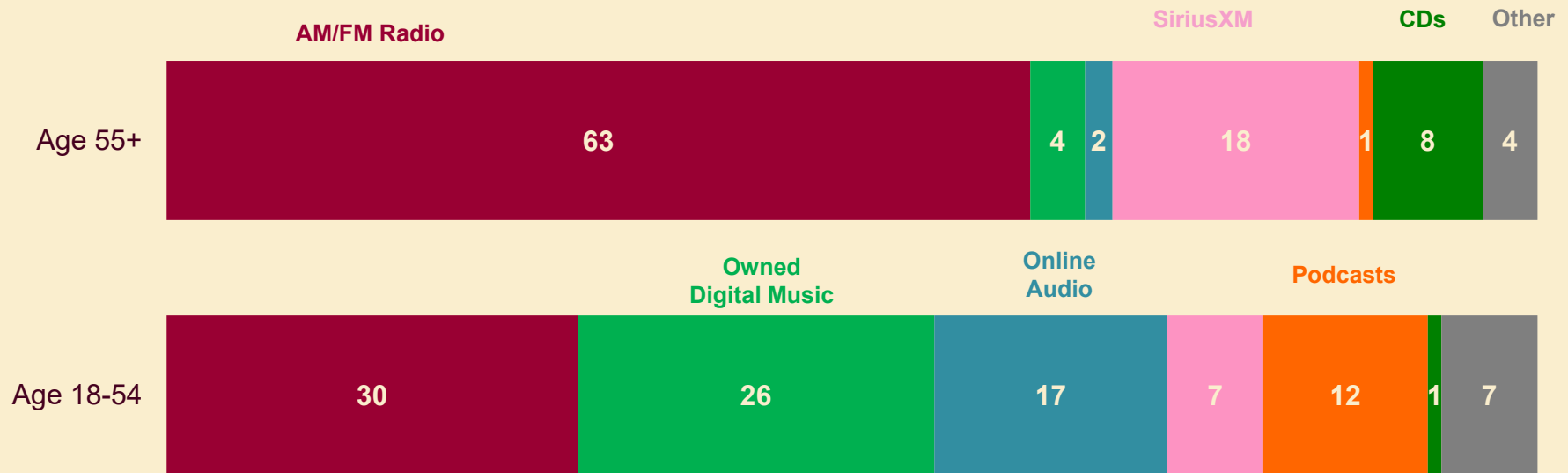


Audio Listening Time in a Car/Truck among the U.S. 55+ Population





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

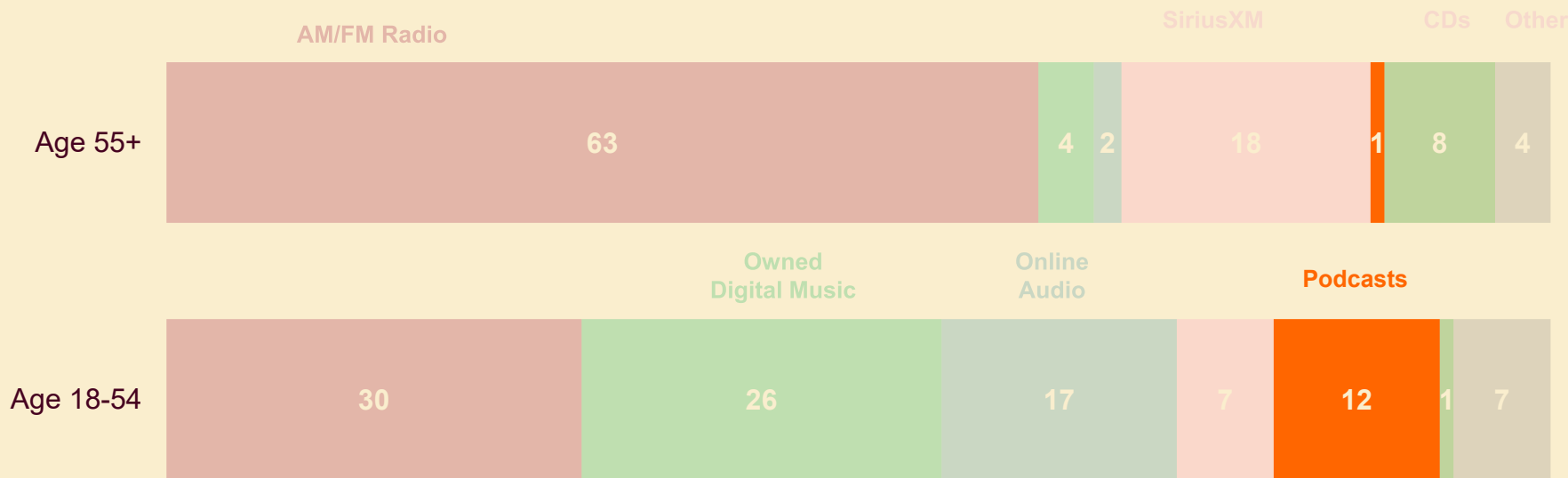


Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19





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?**

Smartphone Ownership

% owning a smartphone





Audio Listening Time on a Mobile Device

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





Smart TV Ownership

% owning a Smart TV



% owning a smart speaker



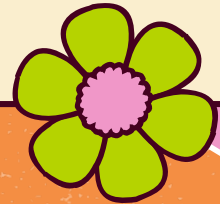


**Boomers have the tools to listen
to podcasts but the education
process needs to continue**



What is a podcast?

<https://youtu.be/mb8GXuOXy6A>



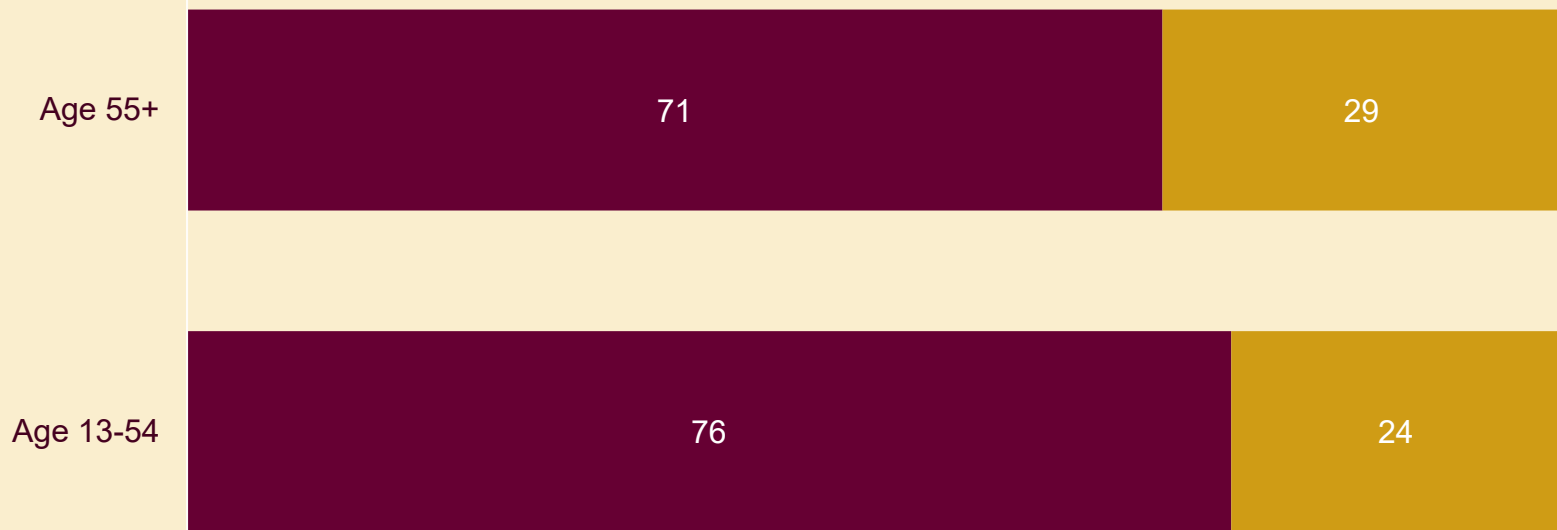
Boomers like spoken word content



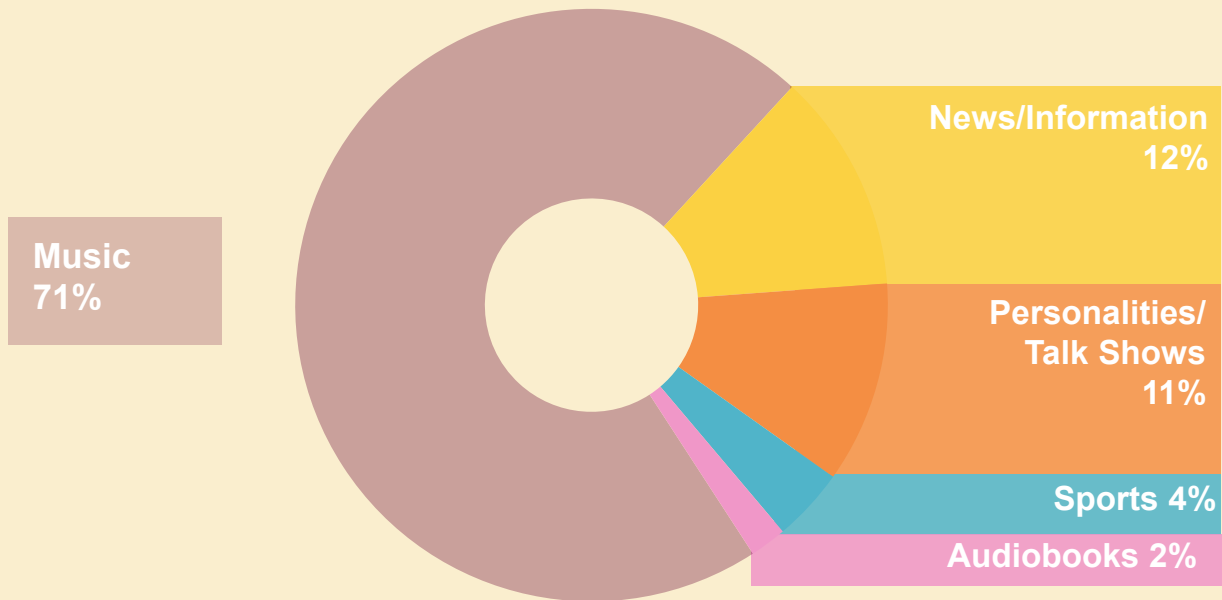
Audio Listening Time by Content Type

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Music **Spoken Word**

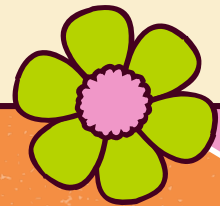


Audio Listening Time by Content Type among the U.S. 55+ Population





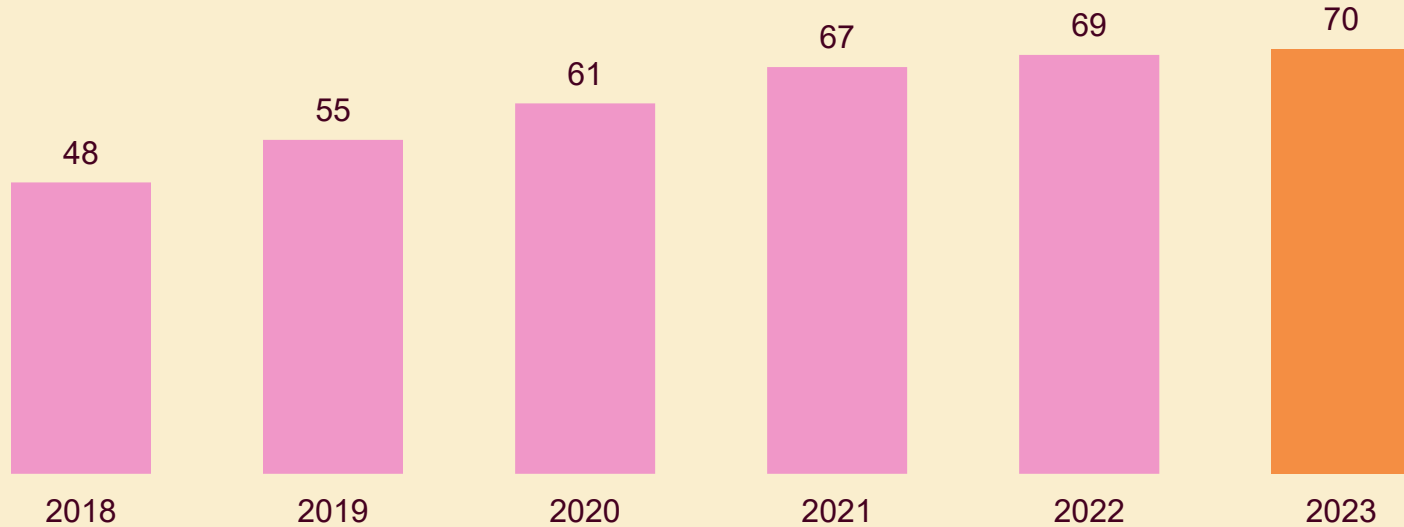
Podcasts





Podcast Familiarity among the U.S. 55+ Population

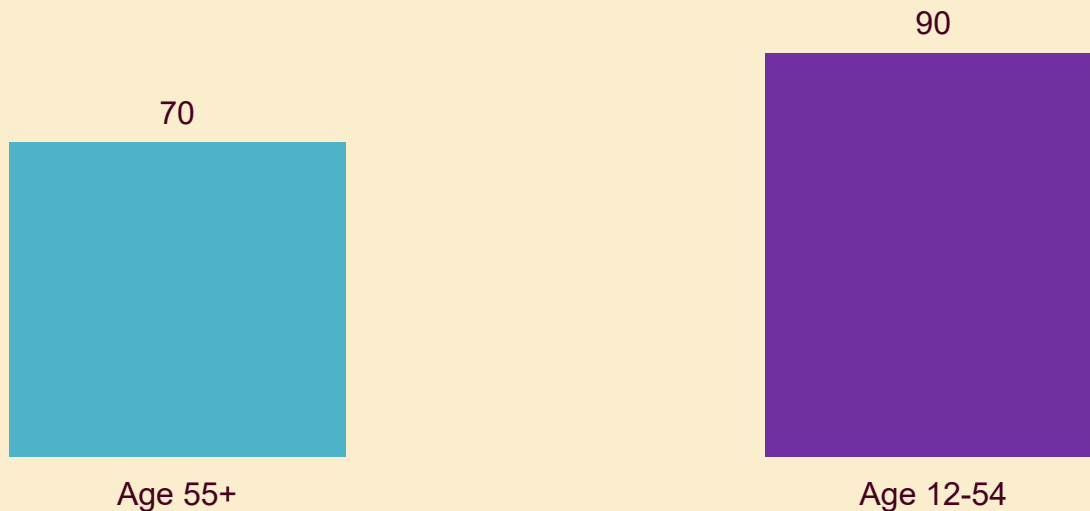
% familiar with the term "podcasting"





Podcast Familiarity

% familiar with the term “podcasting”





Podcast Listening

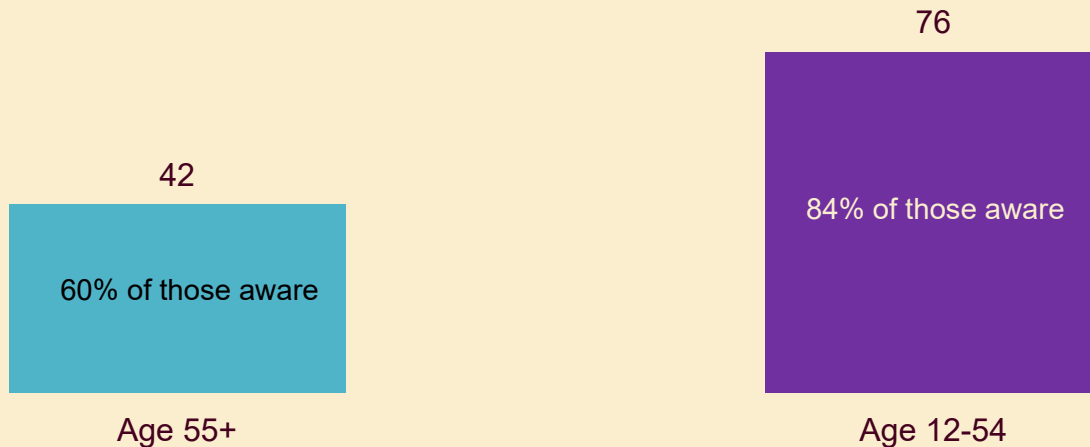
% ever listened to a podcast





Podcast Listening

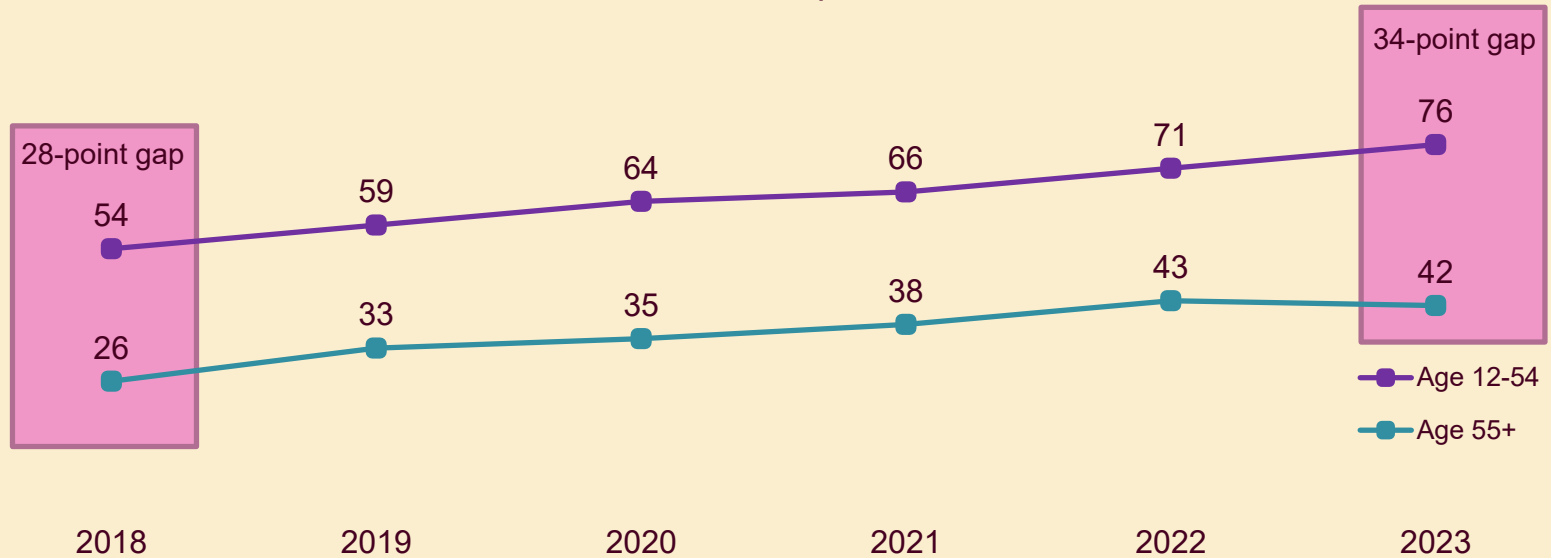
% ever listened to a podcast





Podcast Listening

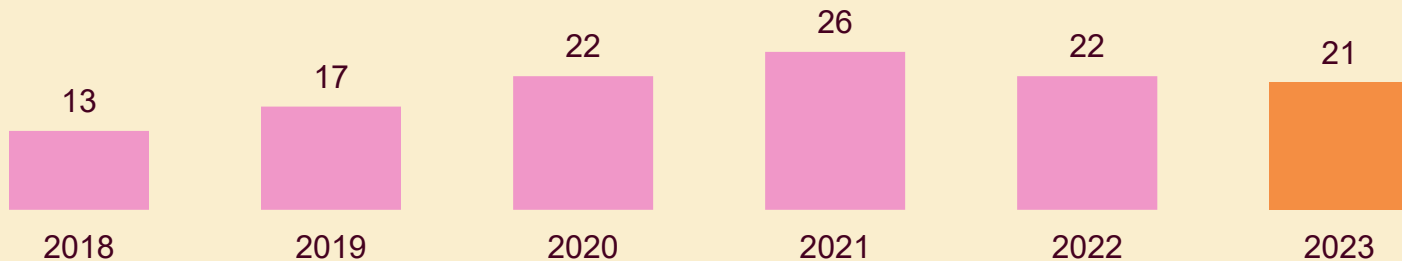
% ever listened to a podcast





Monthly Podcast Listening among U.S. 55+ Population

% listened to a podcast in the last month





What do you like about podcasts?

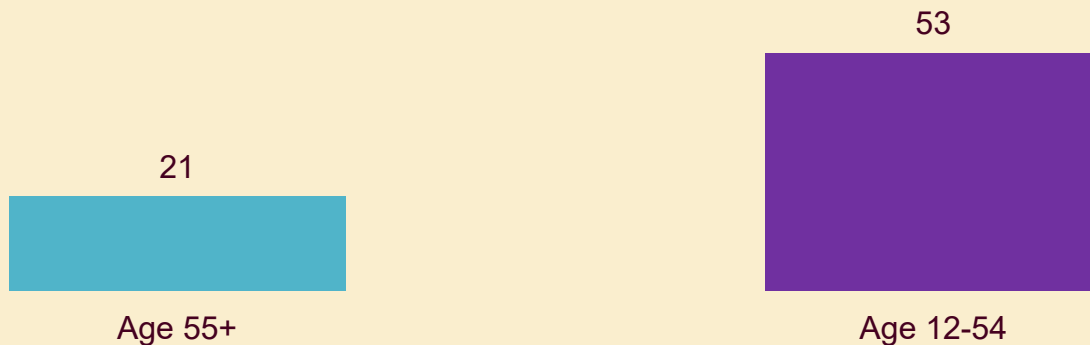
<https://youtu.be/OSPUX-t7ivc>





Monthly Podcast Listening

% listened to a podcast in the last month



Hit Play,
Boomer!

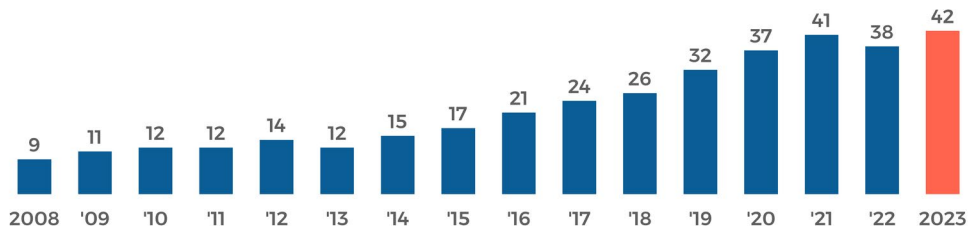
Infinite Dial 2023

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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Monthly Podcast Listening

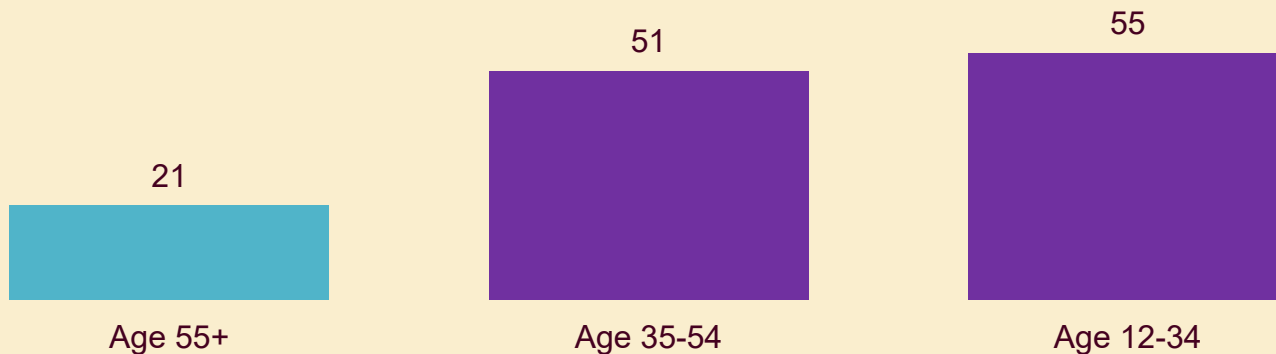
% listened to a podcast in the last month





Monthly Podcast Listening

% listened to a podcast in the last month



Hit Play,
Boomer!

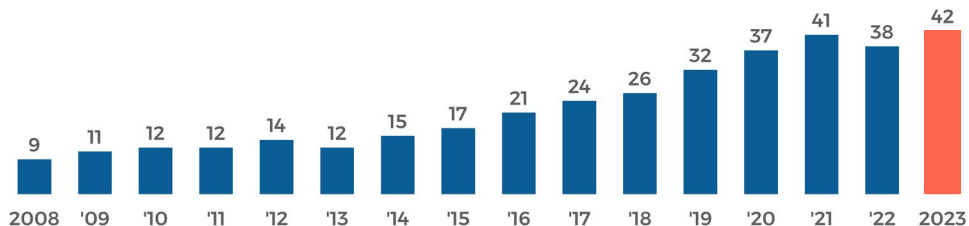
Monthly Podcast Listening

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#InfiniteDial



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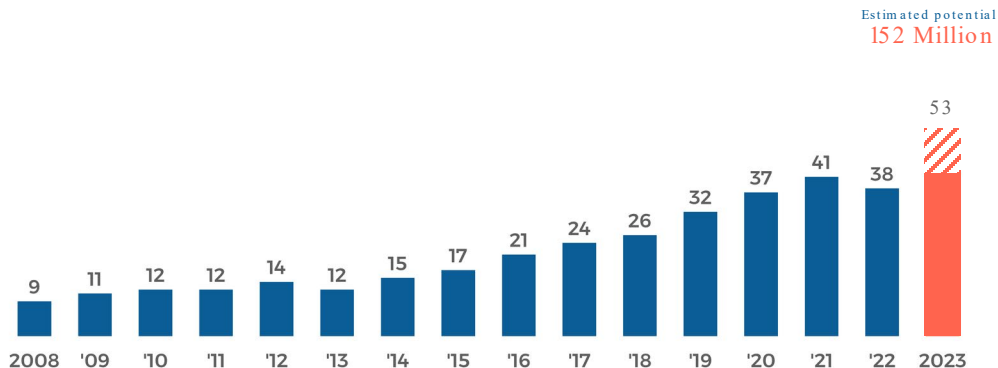
Hit Play,
Boomer!

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



amazon music

WONDERY

ART19

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#InfiniteDial



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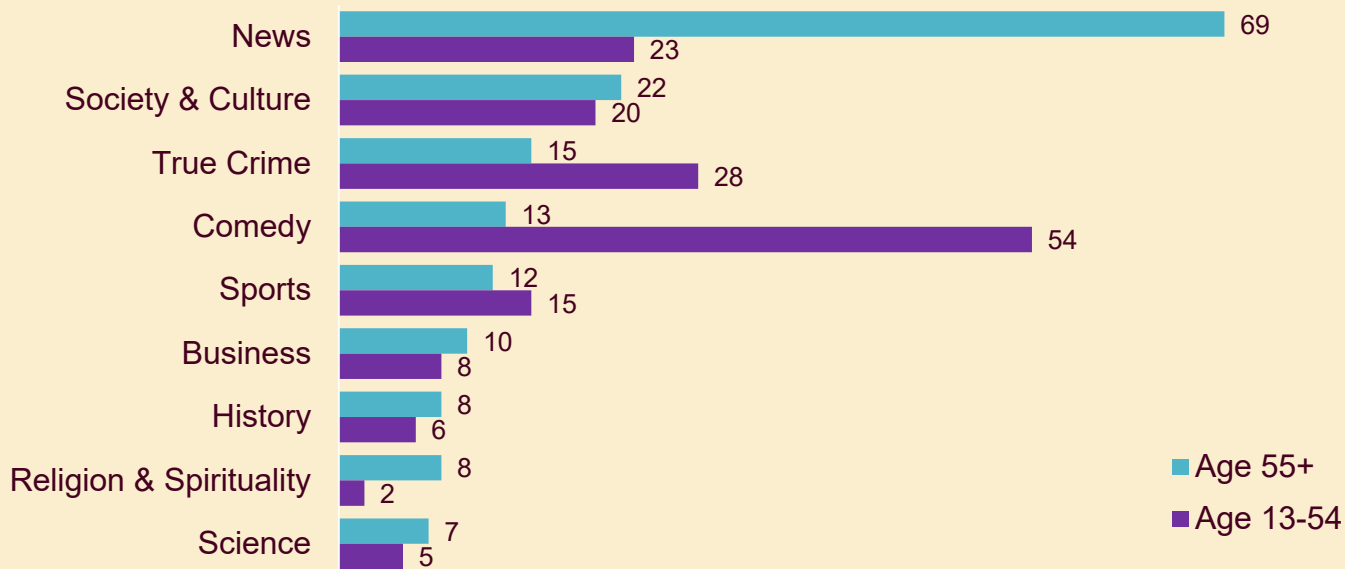
Discovering Podcasts

<https://youtu.be/5a6Se28JbZw>



Podcast Genre Comparison by Age: Top 200 Podcast

Number of Shows in the Top 200 Podcasts



Base: Listened to a podcast in the last week



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

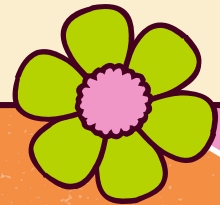
Rank	Podcast
1	The AI Franken Podcast
2	Bill O'Reilly's No Spin News and Analysis
3	Mobituaries with Mo Rocca
4	Tucker Carlson Tonight
5	The Best of Car Talk
6	The Rachel Maddow Show
7	Rush Limbaugh – Timeless Wisdom
8	Science Friday
9	The Megyn Kelly Show
10	The Dan Bongino Show

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



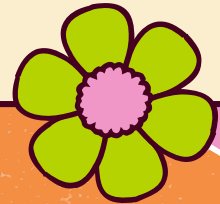
Podcast Topics

<https://youtu.be/eIVcp4xxNws>





How to reach Boomers on Social Media





Social Media Usage

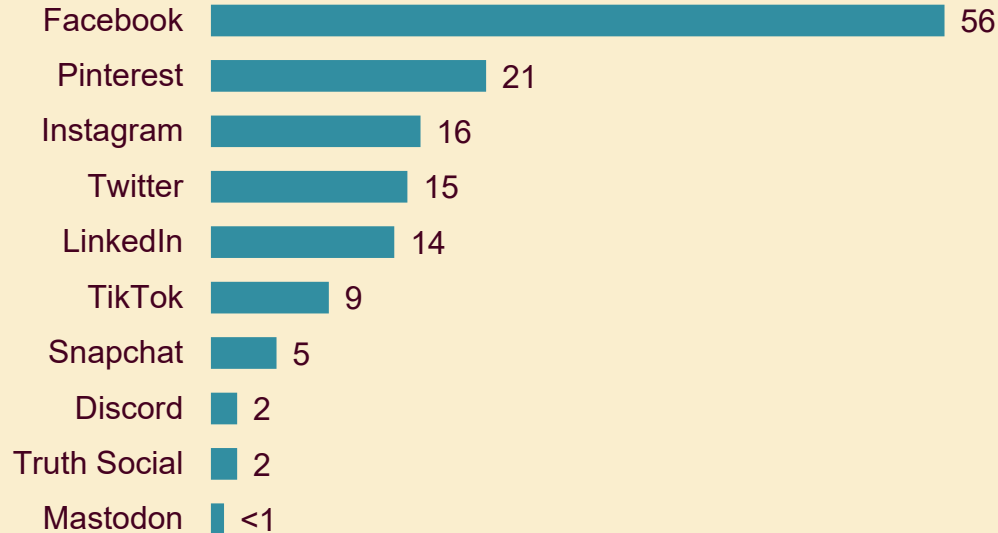
% currently ever use social media





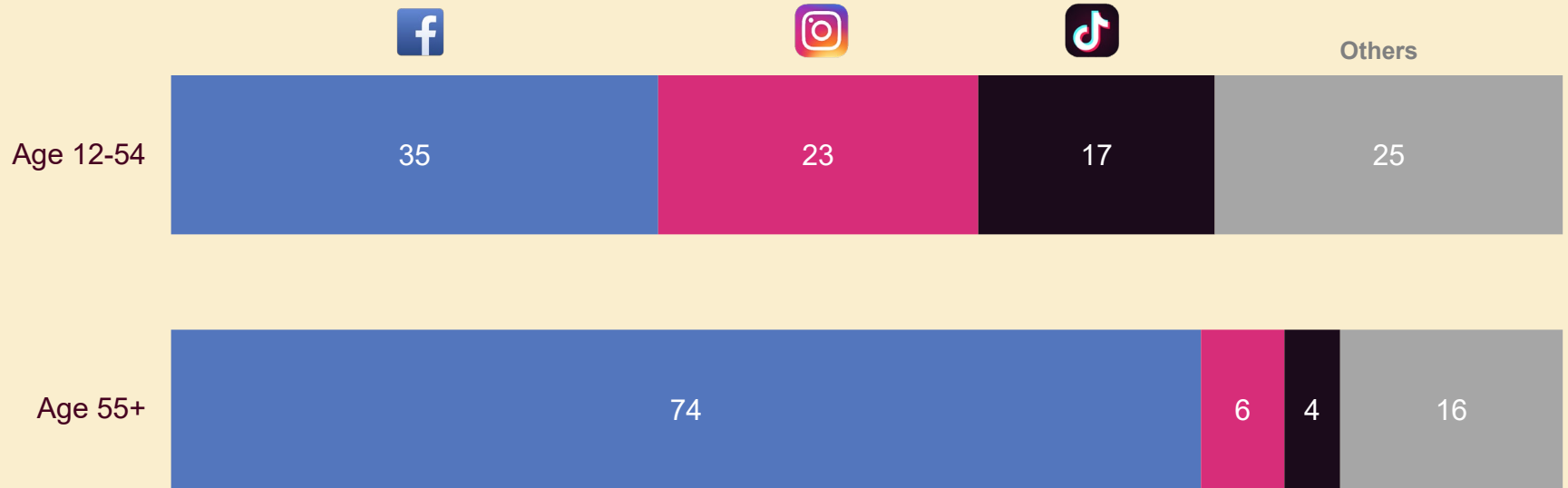
Social Media Brand Usage among U.S. 55+ Population

% currently ever use social media brand



Hit Play,
Boomer!

Social Media Brands Use Most Often



Base: Use social media



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





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



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



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



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



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

