

The Podcast Consumer

May 2015



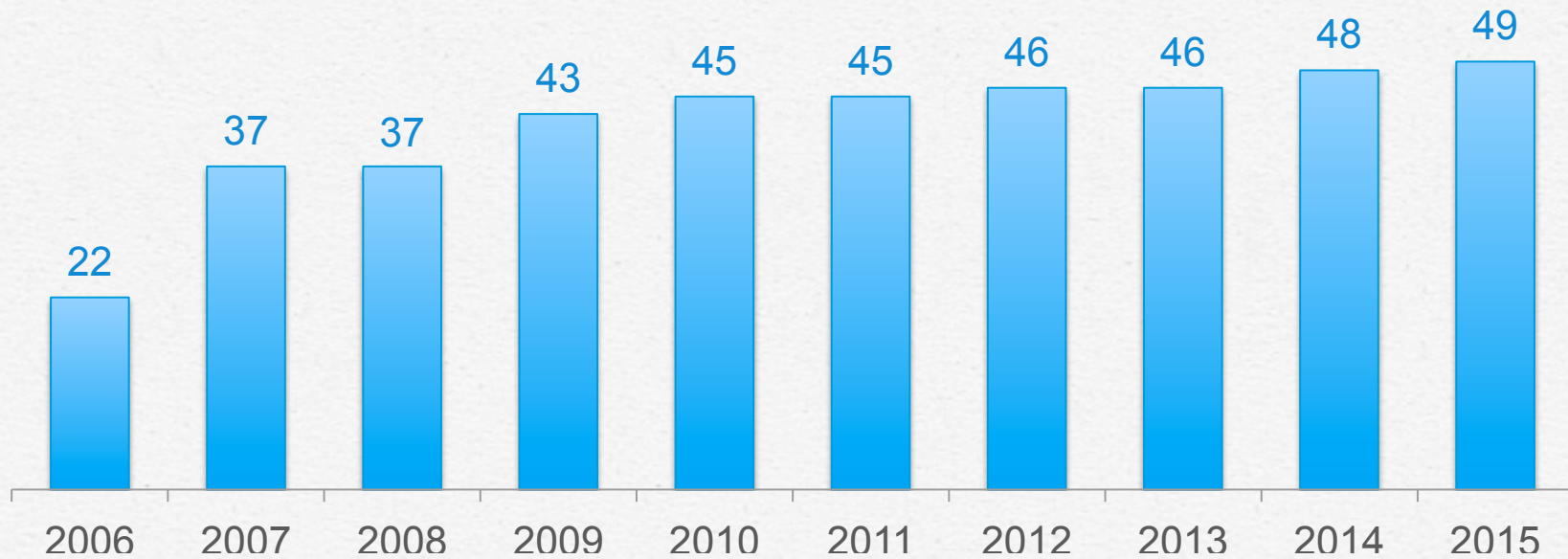
Methodology Overview

- In January/February 2015, Edison Research conducted a national telephone survey of 2002 people aged 12 and older, using random digit dialing techniques.
- Survey offered in both English and Spanish languages.
- Both landlines and cell phones were called.
- Data weighted to national 12+ population figures.
- This is the 23rd study in the series dating to 1998.
- These studies provide estimates of digital platforms and their impact on the media landscape based on self-reported consumer behaviors and attitudes.



Awareness of the Term “Podcasting” is Flat

“Are you familiar with the term Podcasting?”



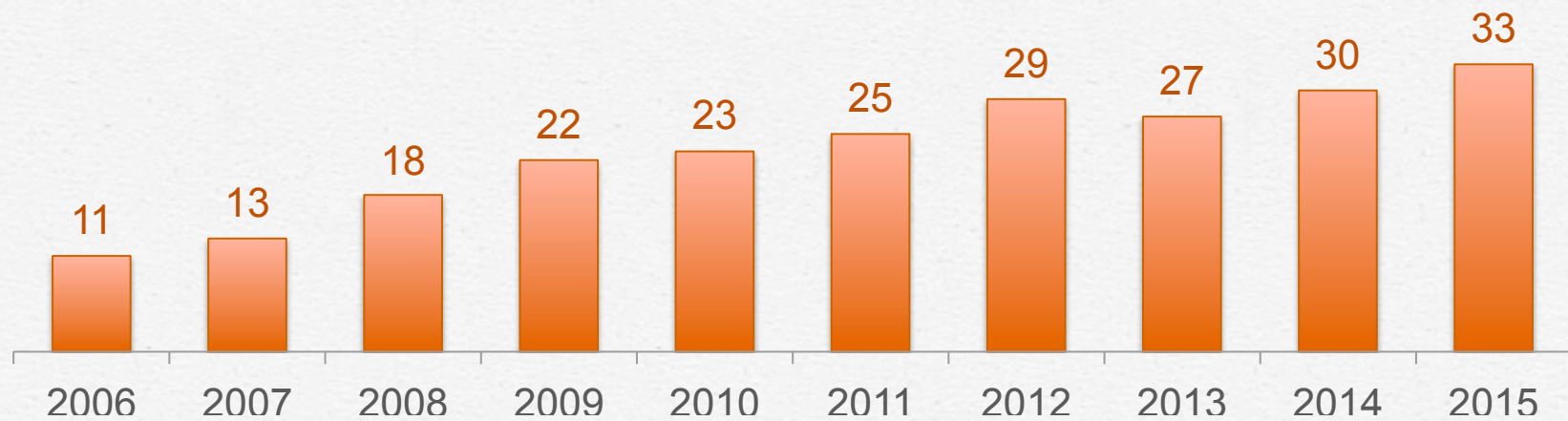
% saying “yes”

Base: U.S. Population 12+



Podcast Consumption

% Who Have Ever Listened to a Podcast



% ever listening to a podcast

Base: U.S. Population 12+



Monthly Podcast Consumption

% Who Have Listened to a Podcast in the Last Month

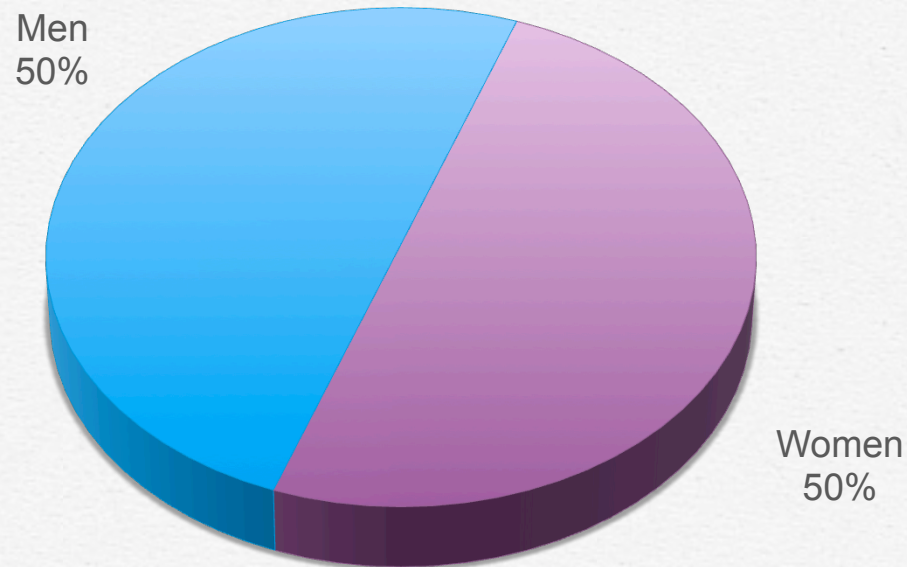


% listened to a podcast in the last month

Base: U.S. Population 12+



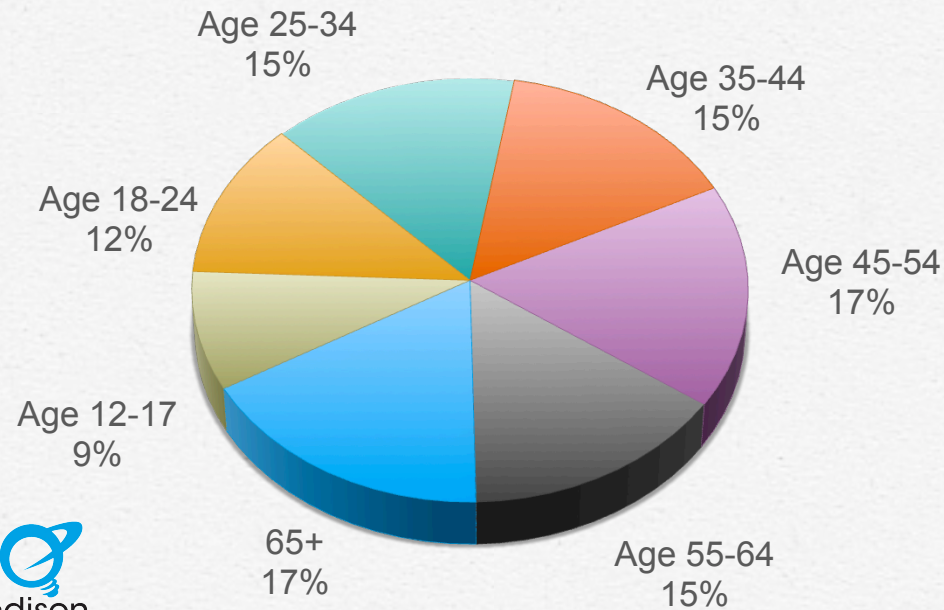
Who Listens to Podcasts?



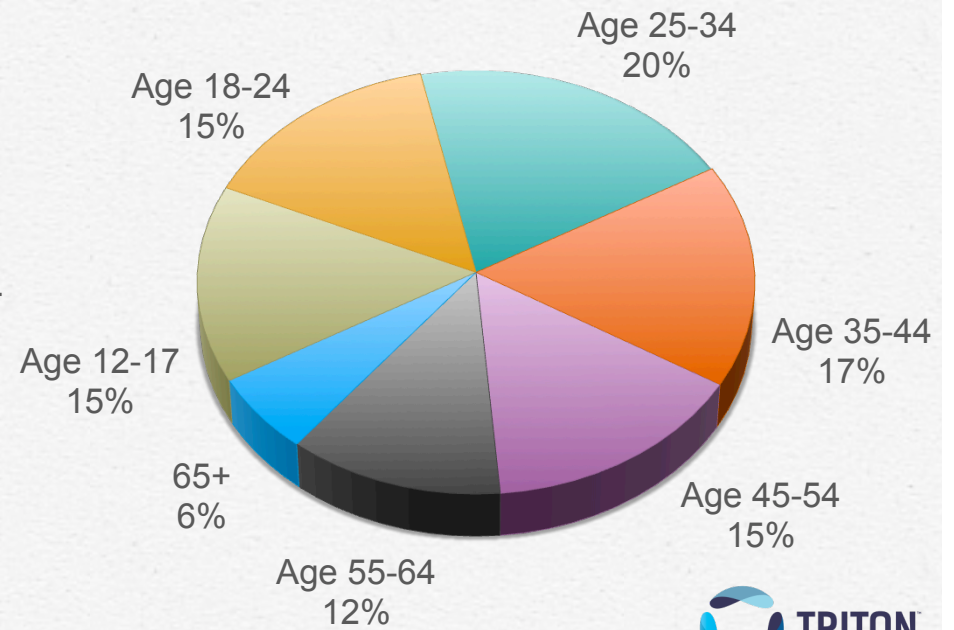
Who Listens to Podcasts?

Age Composition

U.S. Population 12+

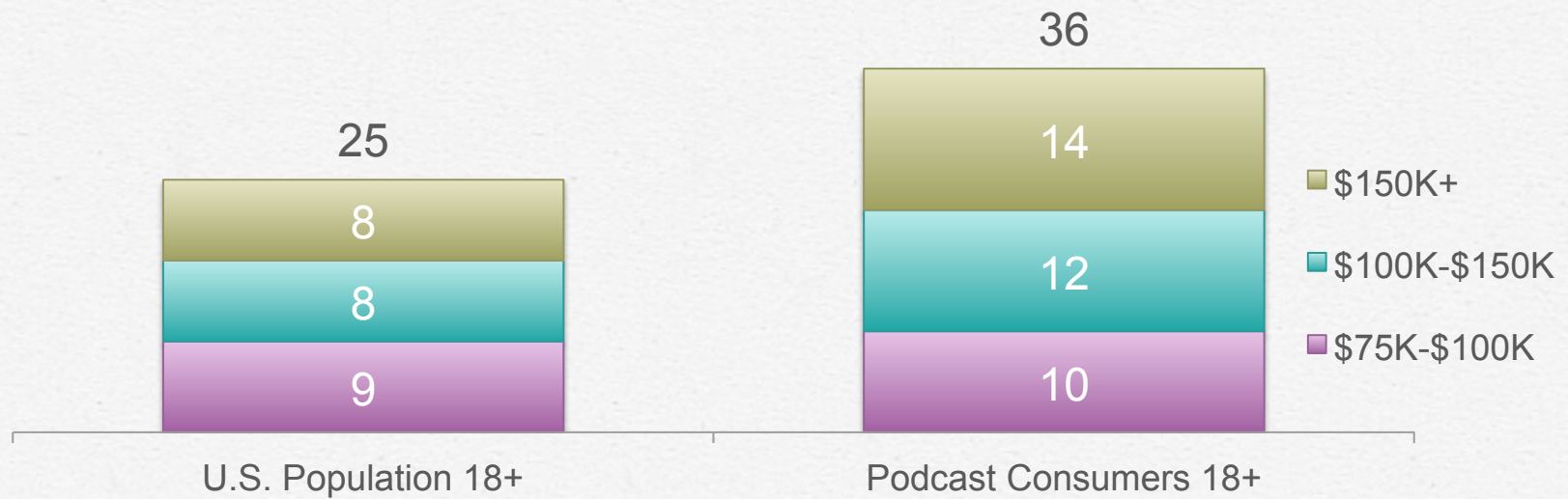


Podcast Consumers



Podcast Consumers are Affluent

2015 Household Income - \$75,000 or More

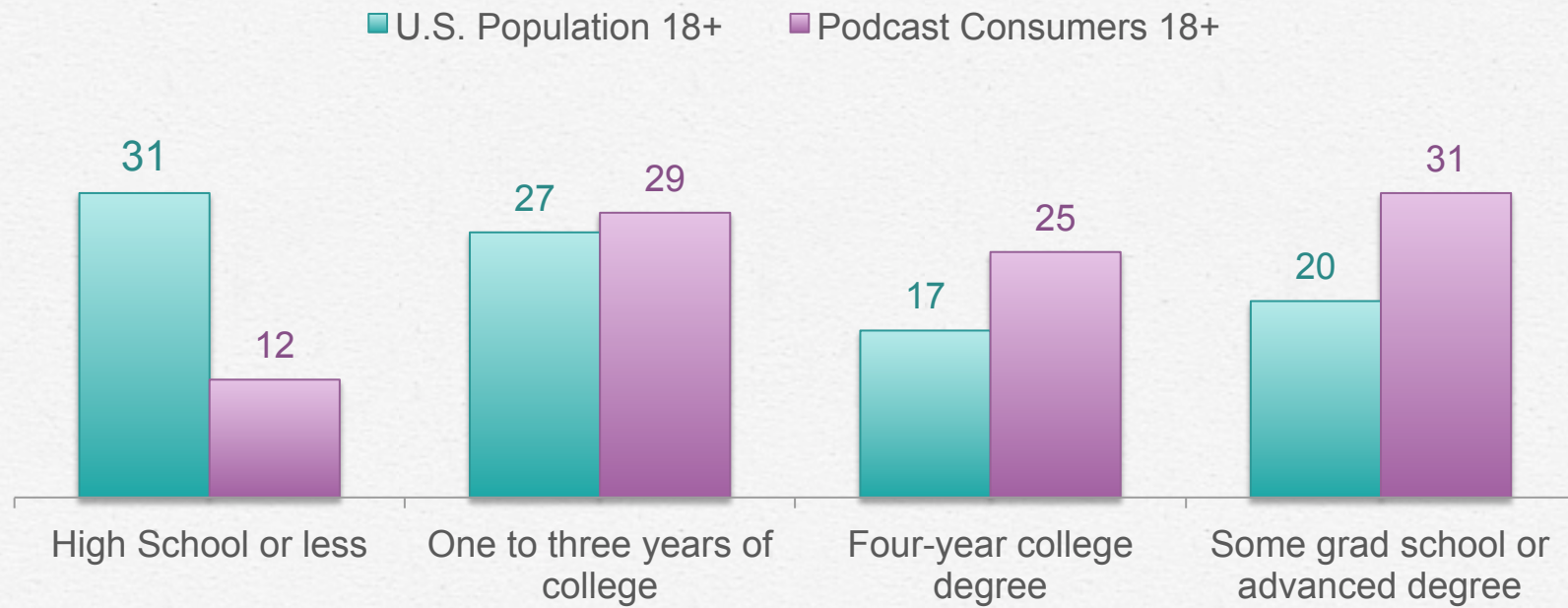


Base: Ages 18+



Podcast Consumers are Highly Educated

2015 Education Levels



Base: Ages 18+



Weekly Podcast Consumption

% Who Have Listened to a Podcast in the Last Week



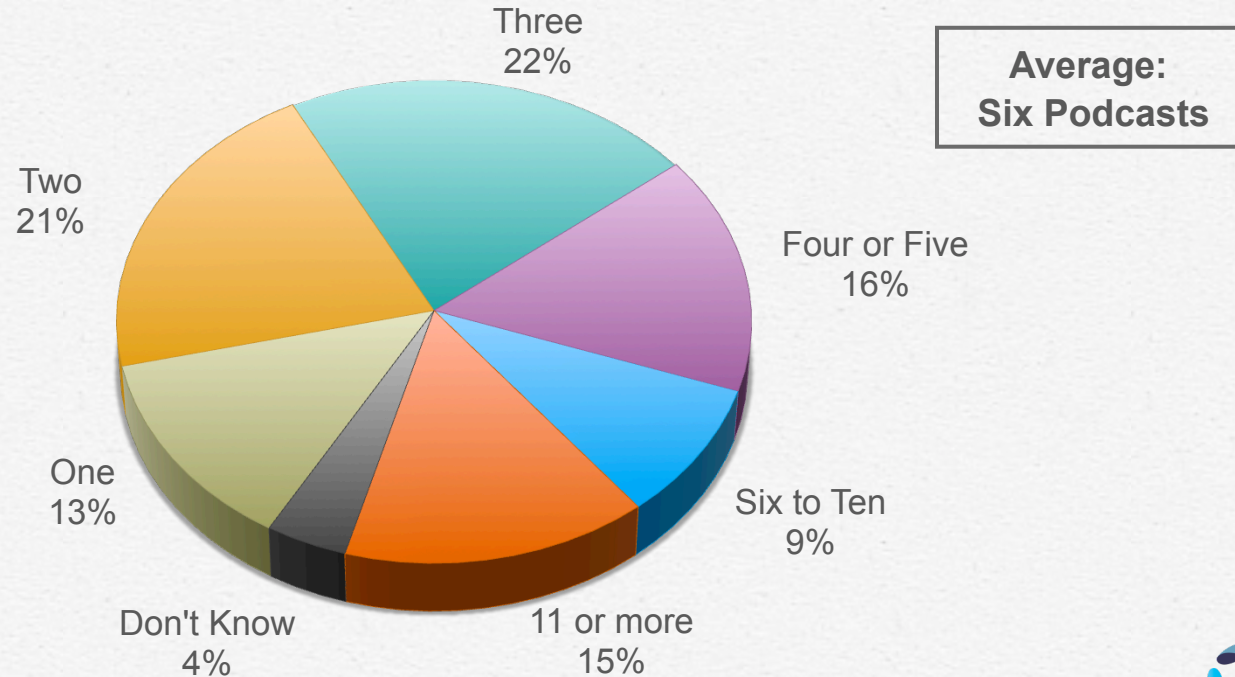
% listened to a podcast in the last week

Base: U.S. Population 12+



Weekly Podcast Consumers Listen to an Average of Six Podcasts per Week

Number of Podcasts Consumed in the Past Week



"Serial" Podcast

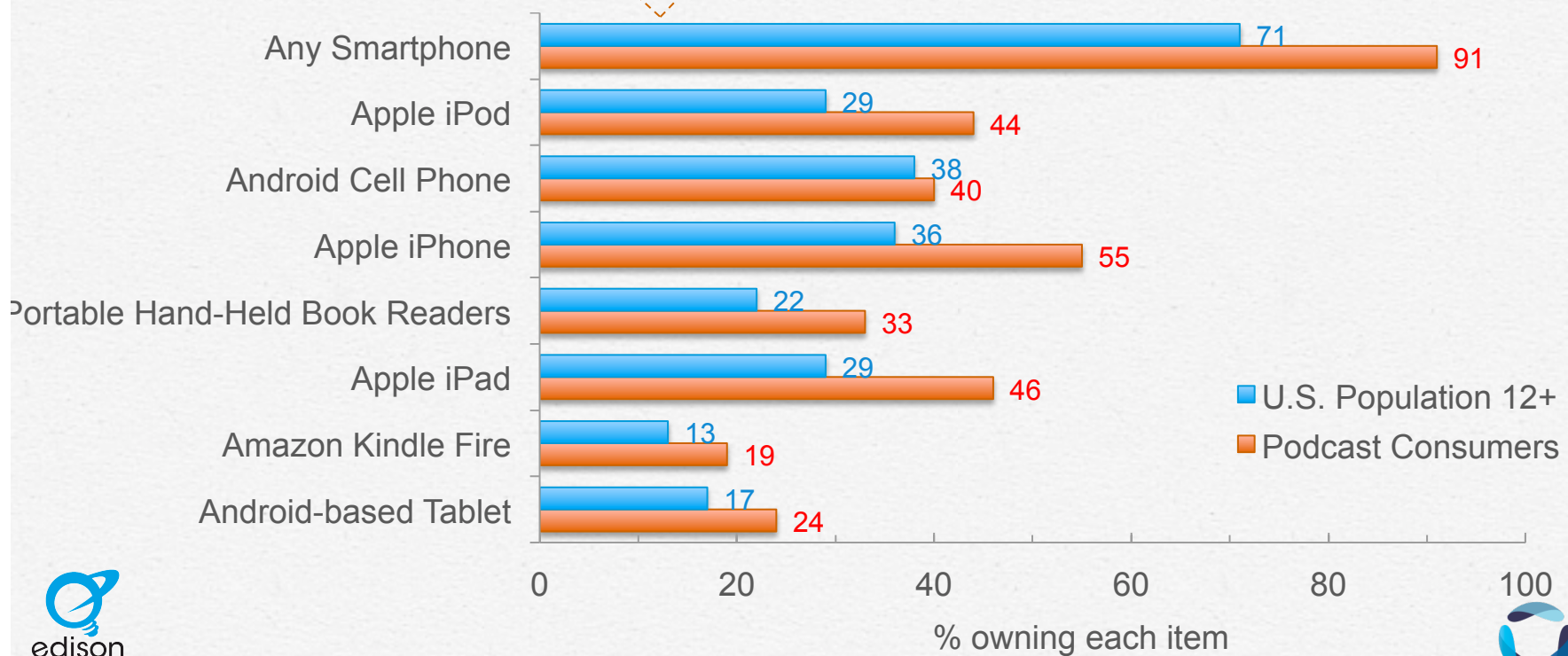


Base: U.S. Population 12+



Podcast Consumers Index Higher for Apple Products Than Android-based Products

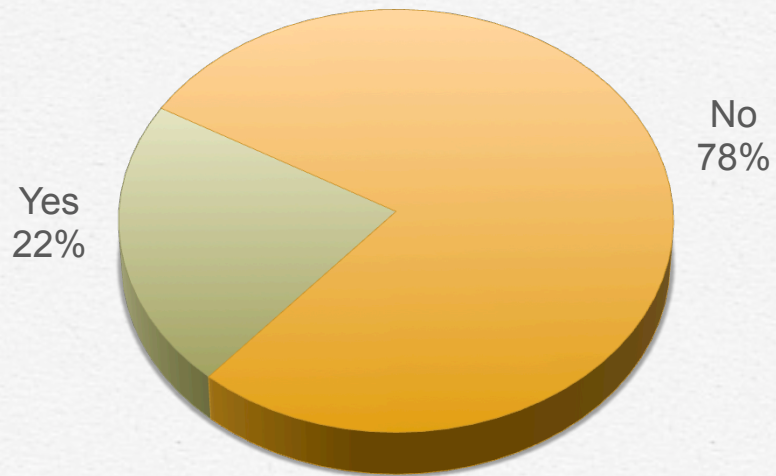
“Do you currently own...?”



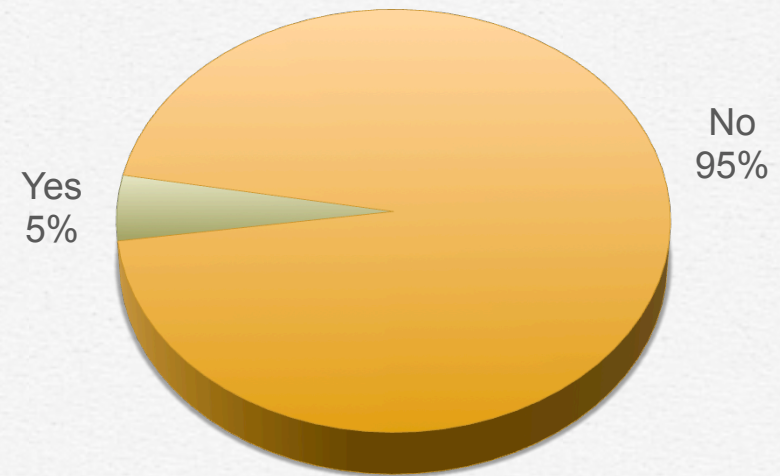
Smartphones Ownership Correlates with Podcast Consumption

% Who Have Listened to a Podcast in the Last Month

Own a Smartphone

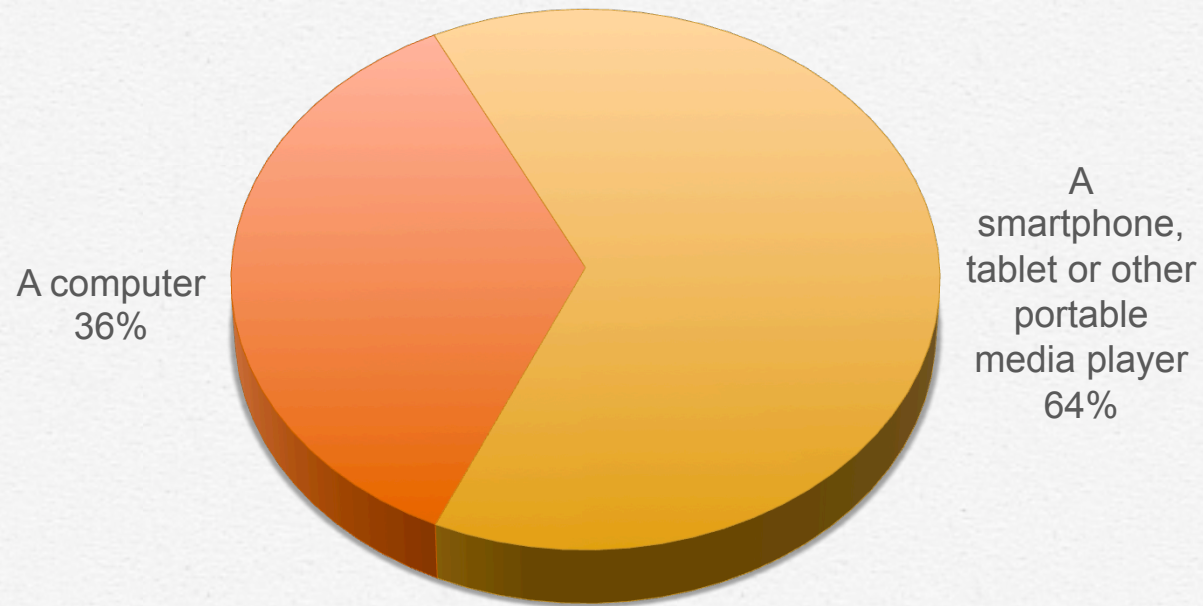


Do Not Own a Smartphone



Nearly Two-thirds of Podcast Consumers Listen Most on Mobile Devices

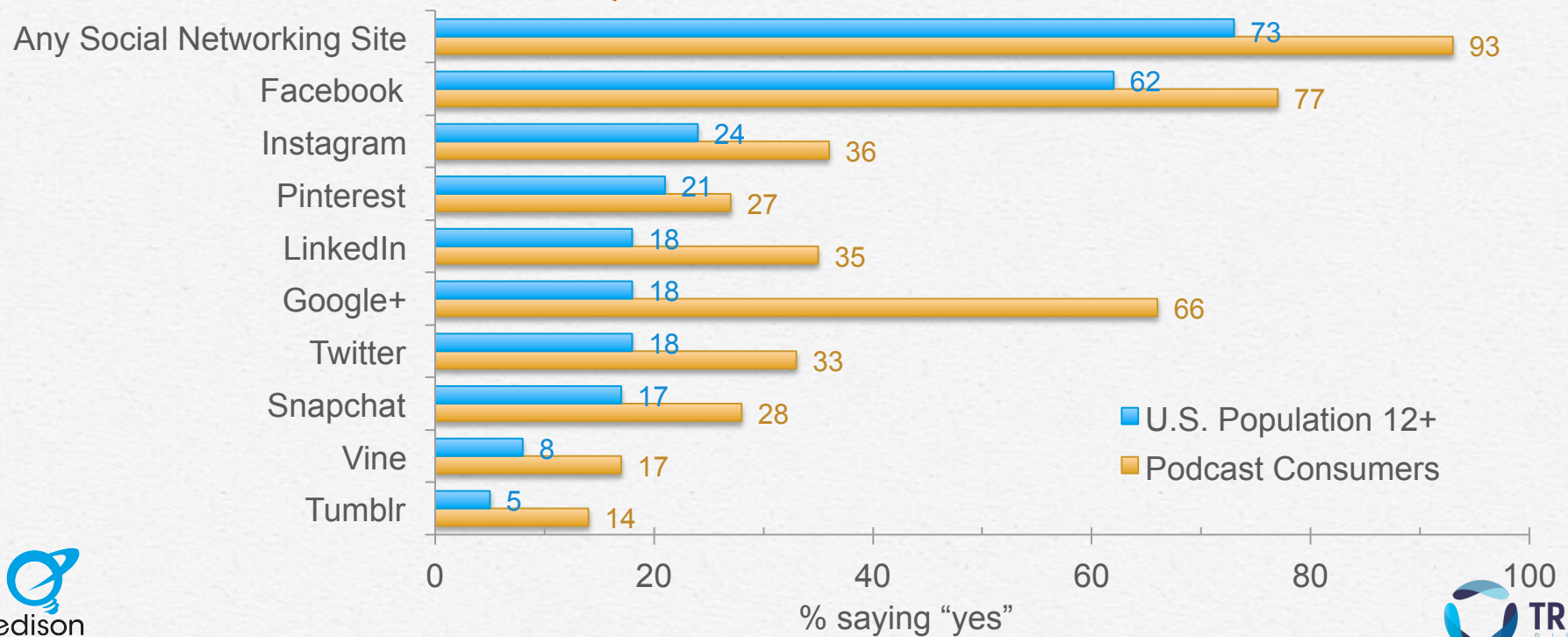
% of Podcast Consumers Who Listen to Podcasts Most Often On...



Base: Ever listened to a podcast

Podcast Consumers are Active in Social Media

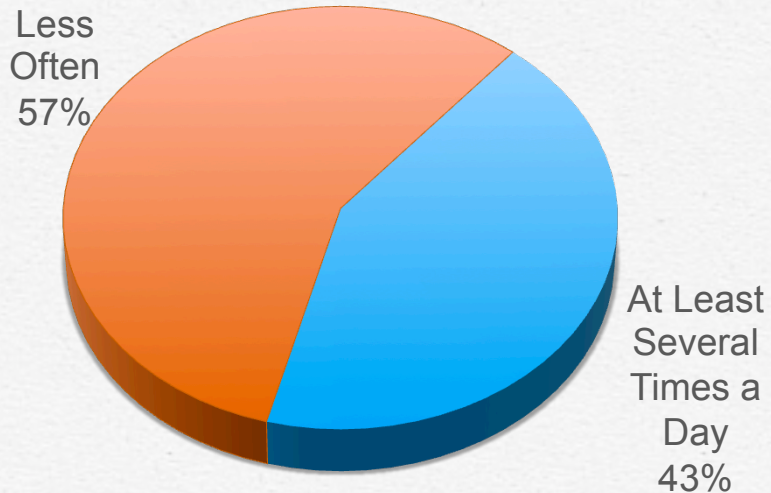
“Do you currently ever use/have a profile on...?”



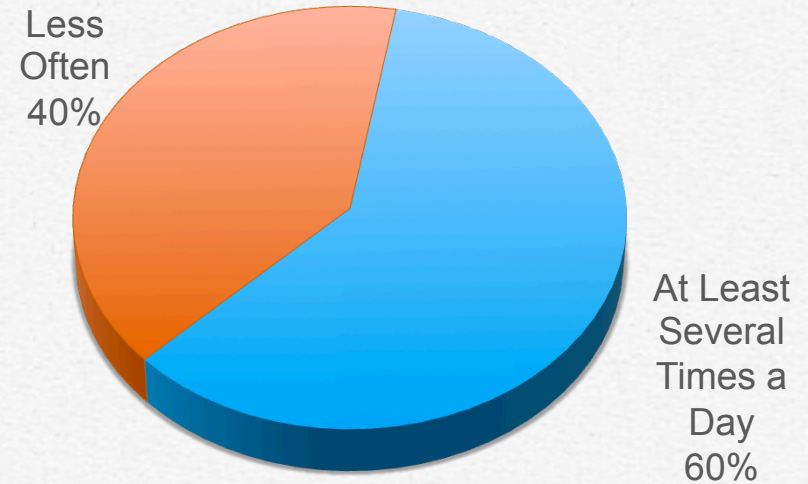
Podcast Consumers are Active in Social Media

How often do you use any social networking site or service?

U.S. Population 12+



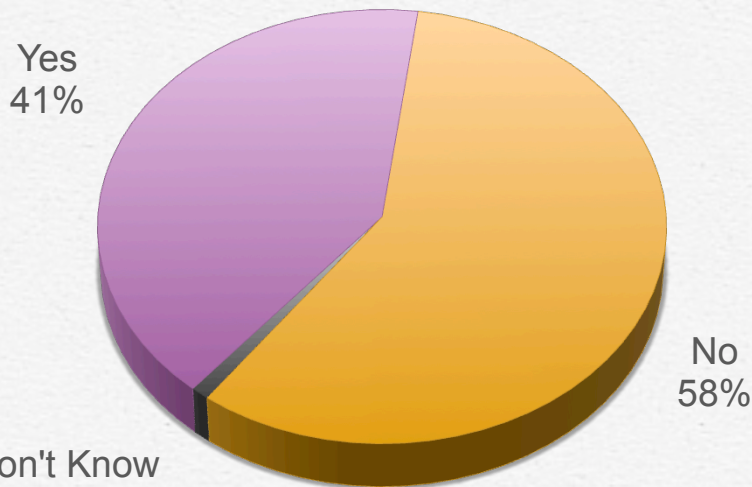
Podcast Consumers



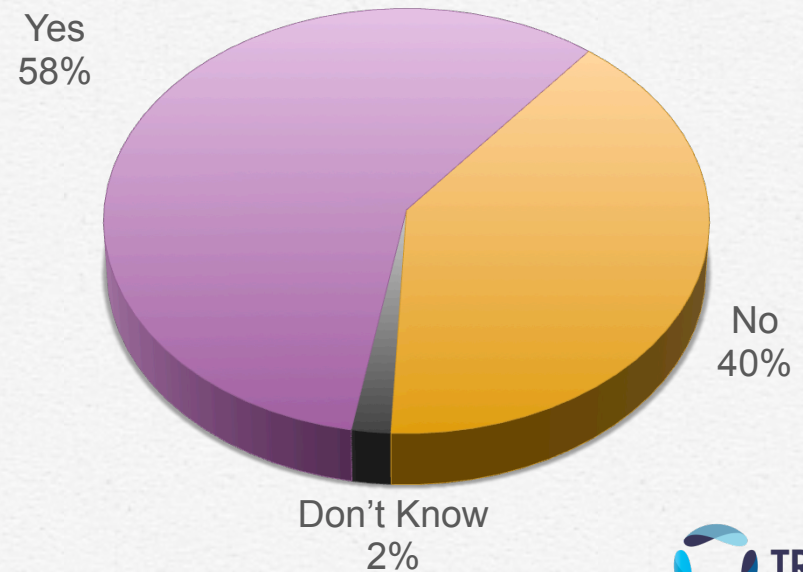
Podcast Consumers are More Likely to Follow Brands

“Do you follow any companies or brands on any social networking sites such as Facebook or Twitter?”

U.S. Population 12+



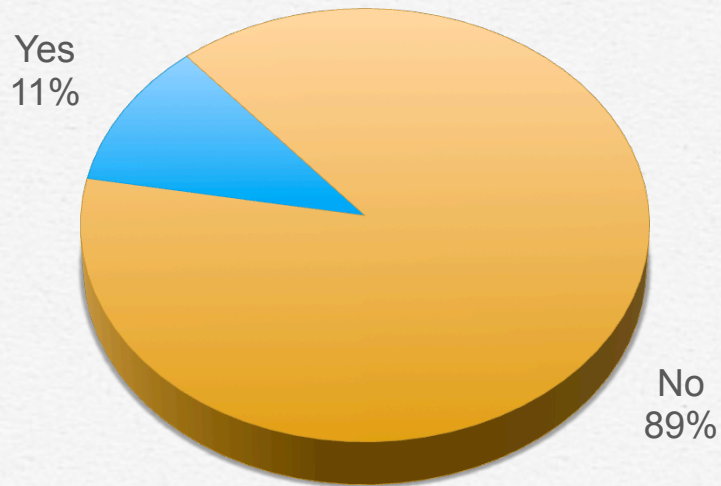
Podcast Consumers



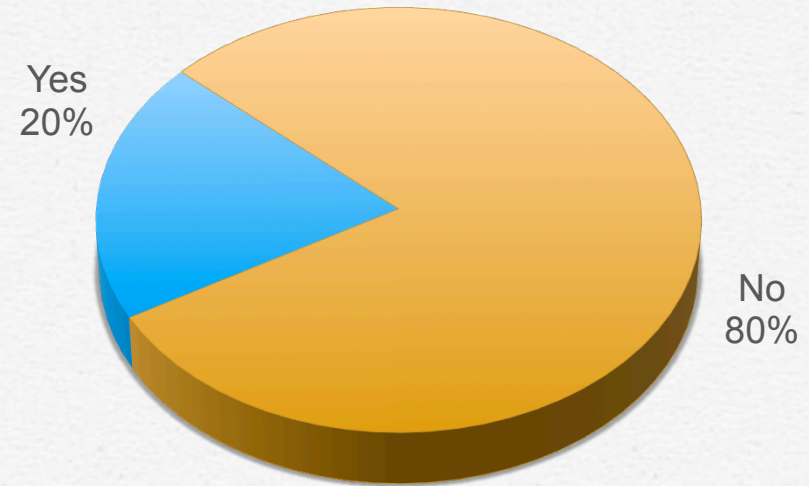
Podcast Consumers nearly Twice as Likely to Listen to Online Radio as the General Population

% Listening to Online Radio (AM/FM Streams & Internet-Only) in Last Week

U.S. Population 12+



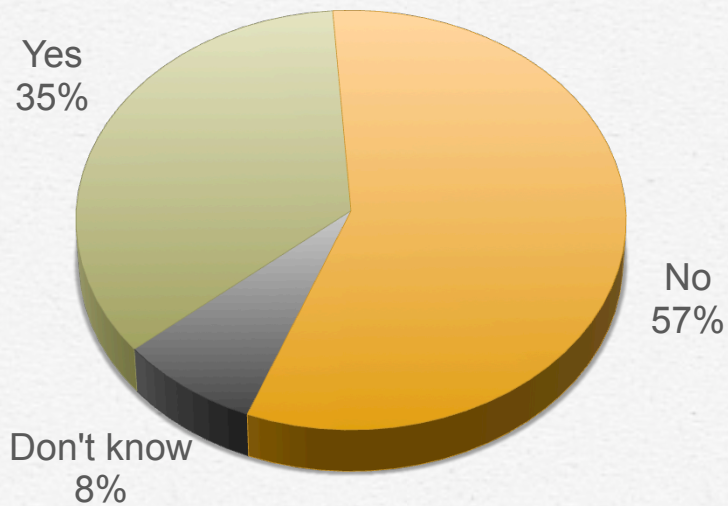
Podcast Consumers



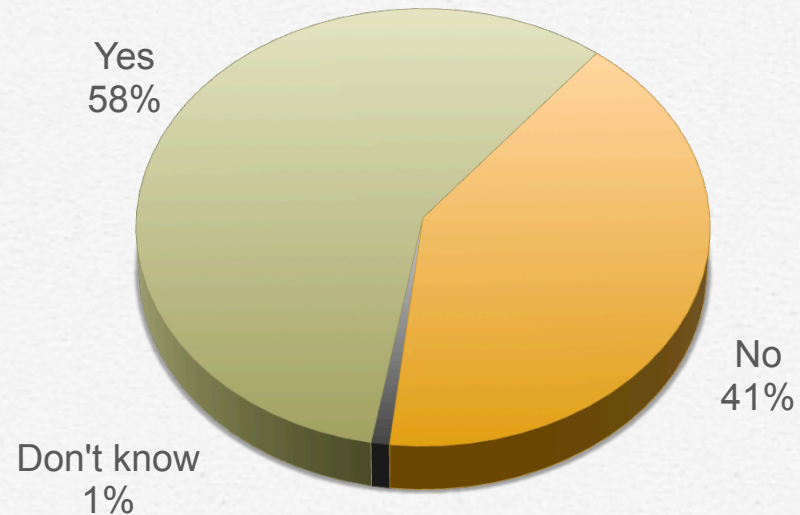
Podcast Consumers are Bringing Digital Media Into Their Cars

“Have you ever listened to Internet Radio in a car by listening to the stream from a cell phone that you connected to a car audio system?”

U.S. Population 12+



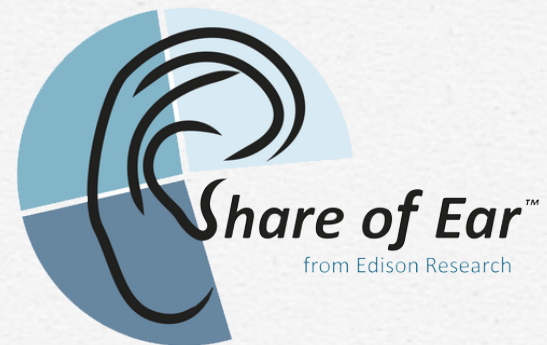
Podcast Consumers



Base: Own a cell phone



Share of Ear



Survey Methodology:

- 2021 respondents
 - Completed 24-hour audio listening diary
 - Can be tracked with Spring 2014 study
- National sample 13+
- Online and offline
 - Online conducted: 11/5/2014 – 11/15/2014
 - Offline conducted: 10/14/2014 – 10/20/2014
- Offered in English and Spanish

Share of Ear:



AUDIO

AM/FM Radio
Owned Music
Streaming Audio
SiriusXM
Music Channels on TV
Podcasts



LOCATION

Home
Work
Car/Truck
Somewhere else



CONTENT

Music
News
Talk/Personalities
Sports



DEVICE

AM/FM Radio
Computer
Mobile Device
TV Audio Channels
SiriusXM Receiver
Internet-connected TV device
Wireless streaming speakers

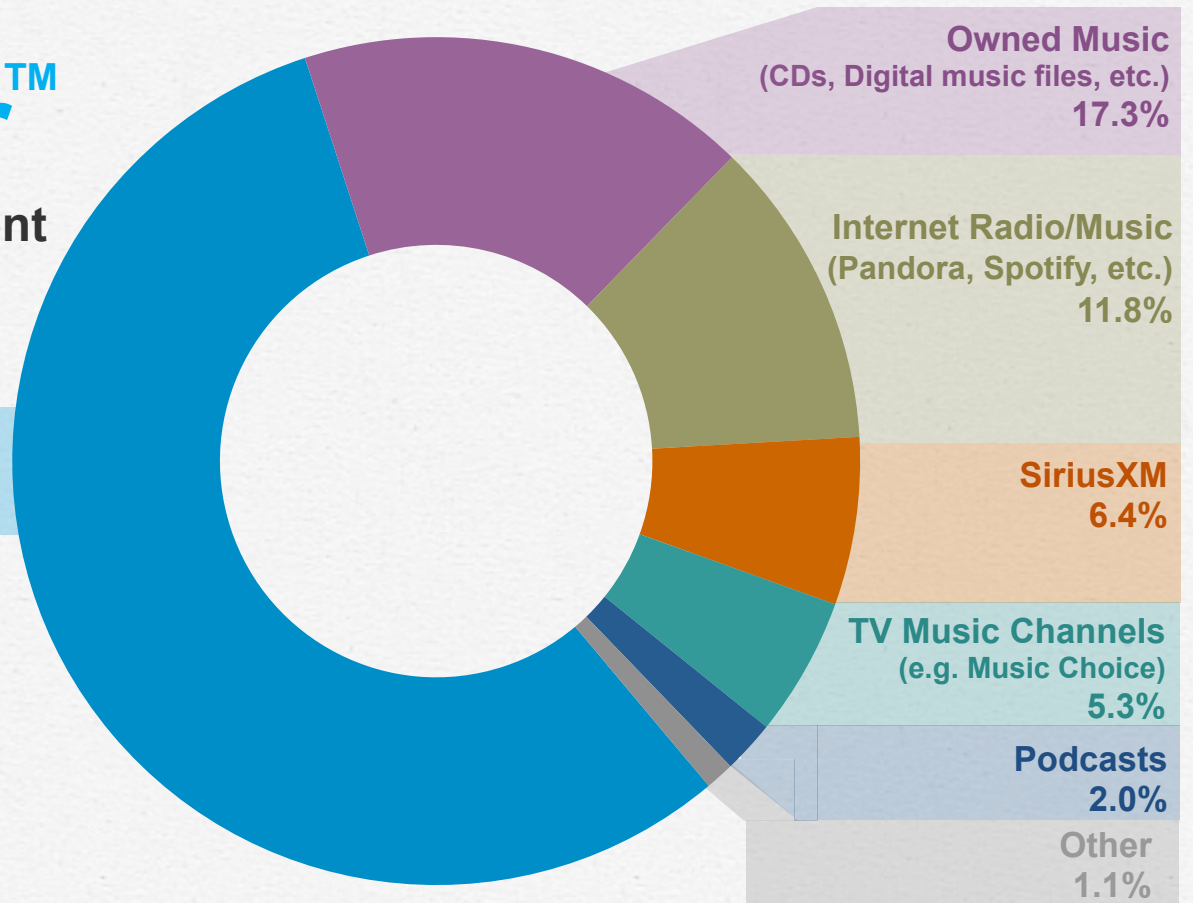
Fall 2014

Share of Ear™

Americans' Share of Time Spent
Listening to Audio Sources



AM/FM Radio
56.1%



Source: Edison Research. Americans spend an average of 4 hours and 4 minutes each day consuming audio. This graph represents the share of time spent with each. Based on a nationally representative sample of 2,021 Americans ages 13+ who completed a 24-hour audio listening diary, Fall 2014. For more information contact info@edisonresearch.com

Fall 2014

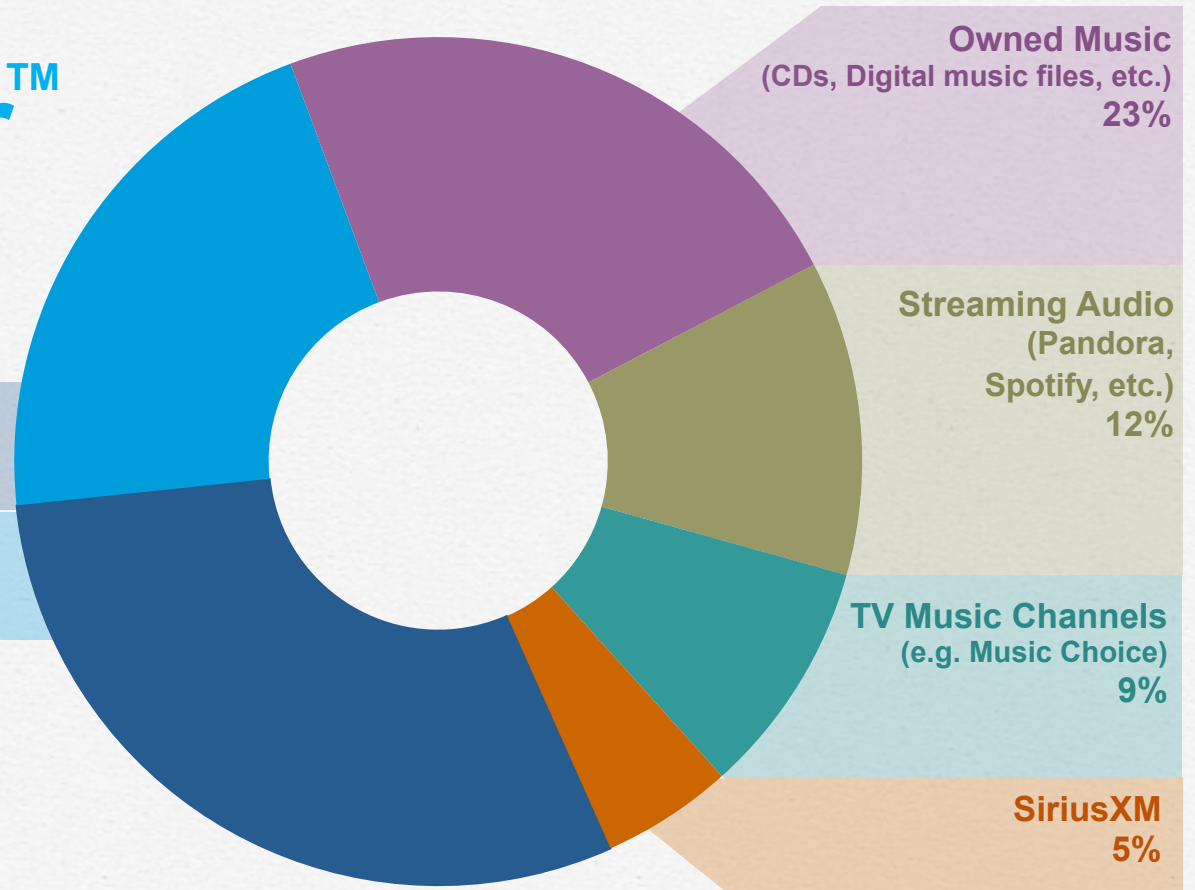
Share of Ear™

Podcast Listeners

Share of Time Spent Listening to Audio Sources

AM/FM Radio
21%

Podcasts
30%



Source: Edison Research. Podcast Listeners (defined as those who reported listening to a podcast in the last 24 hours) spend an average of 6 hours and 8 minutes each day consuming audio. This graph represents the share of time Podcast Listeners spent with each (N=117). Based on a nationally representative sample of 2,021 Americans ages 13+ who completed a 24-hour audio listening diary, Fall 2014. For more information contact info@edisonresearch.com

Summary

- Podcast consumption continues to steadily climb, though awareness of the term stalls
- Demographics of the Podcast Consumer are now equally male/female, and strong 18-44
- Podcast Consumers are affluent and well-educated

Summary

- People who listen to podcasts are more likely to take digital media with them in the car
- Podcast Consumers exhibit strong social (and brand-following) behavior
- According to Share of Ear data, daily podcast consumers listen to more podcast audio (by time) than any other form of audio



How you know.SM