



IAB-Edison Research Podcast Advertising Study

THE PODCAST CONSUMER

A Report From The Infinite Dial

Share of Ear[®]

New Research:

IAB-Edison Research

Podcast Advertising Study

THE PODCAST CONSUMER 2016

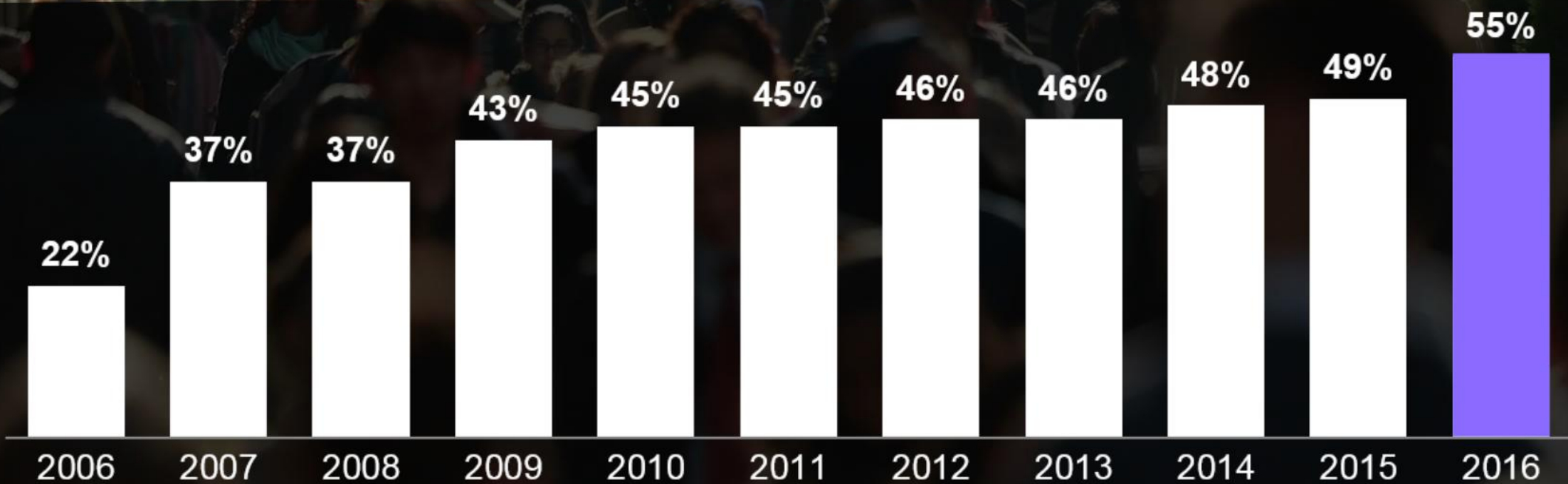
A Report From The Infinite Dial



Awareness of the Term "Podcasting"

Total Population 12+

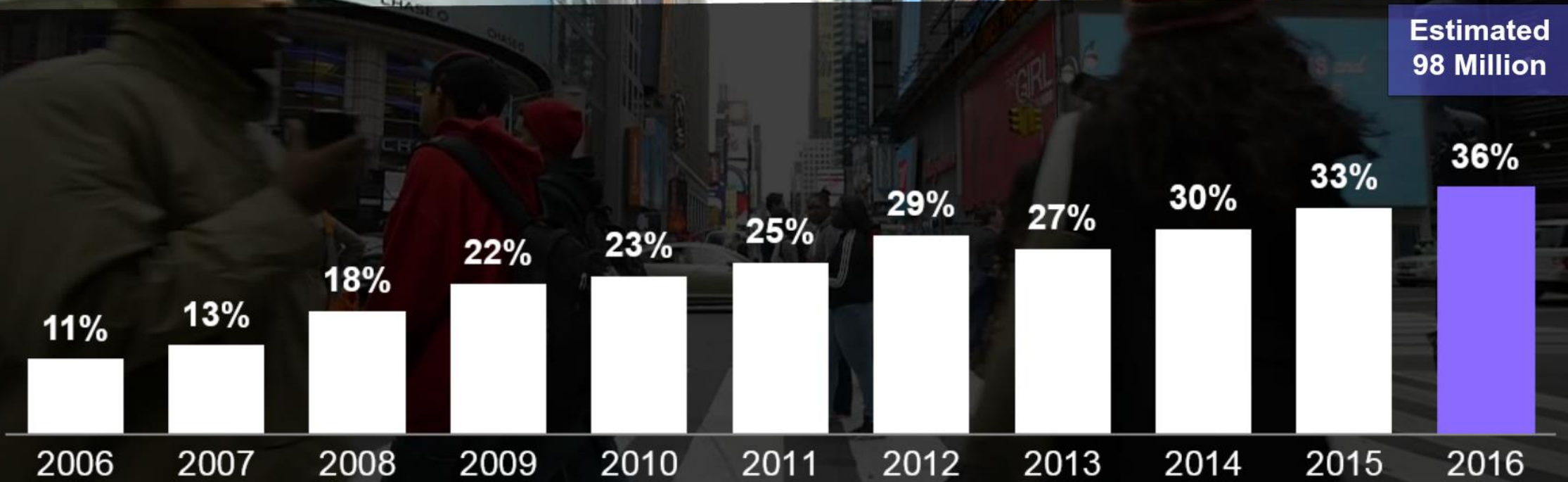
Estimated
150 Million



% familiar with the term "Podcasting"

Podcast Listening

Total Population 12+



% ever listened to a podcast

Estimated
98 Million

Monthly Podcast Listening

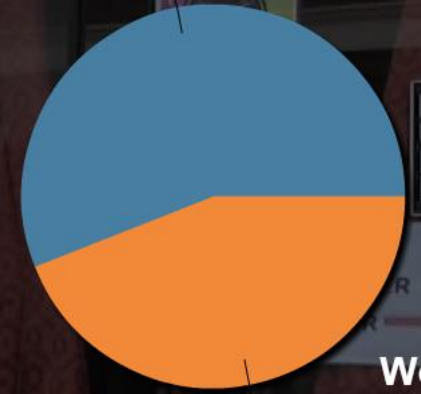
Total Population 12+





Who Listens to Podcasts?

56%
Men



Women
44%

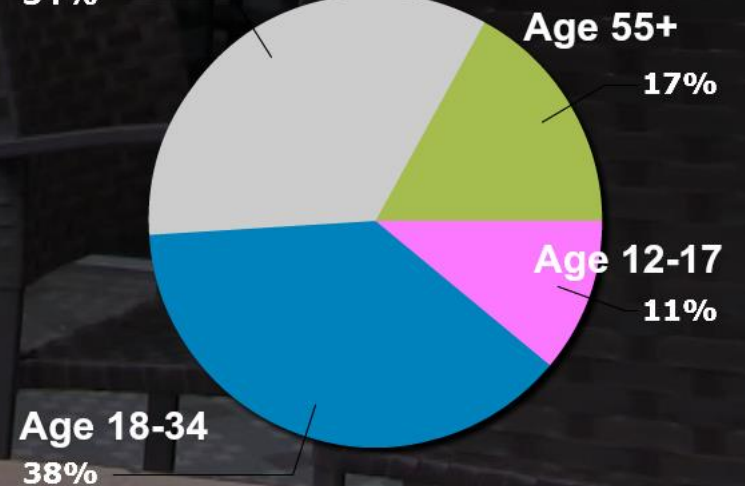
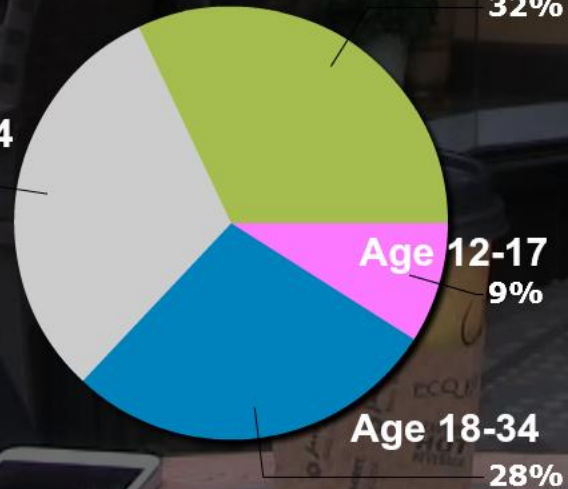
US Population 12+

Podcast Consumers 12+

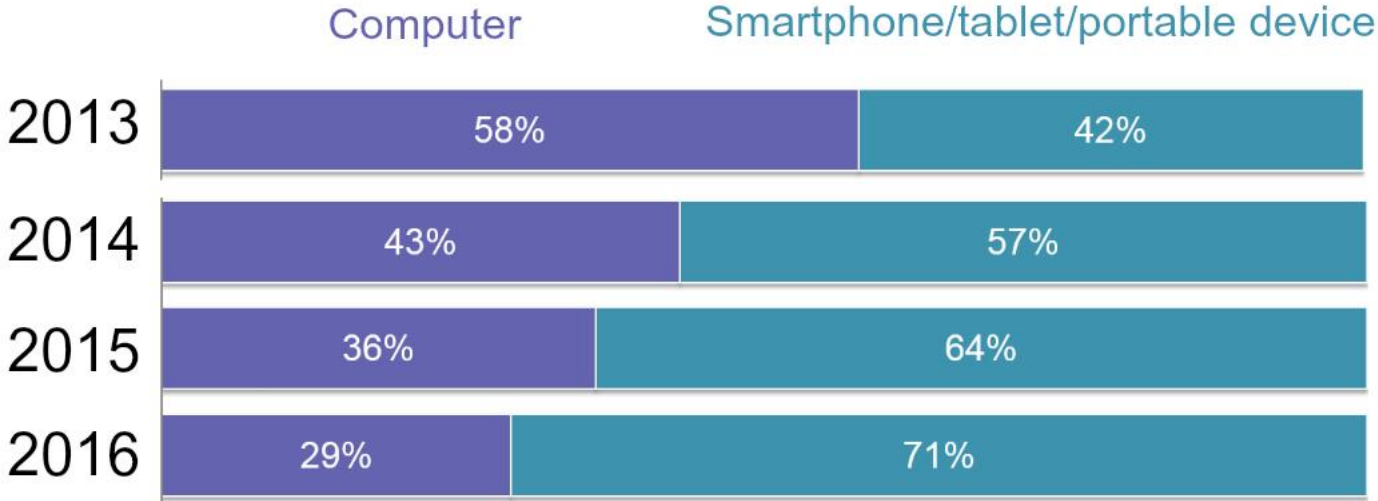
Age 55+
32%

Age 35-54
34%

Age 35-54
31%



Device Used Most Often to Listen to Podcasts



Source: Edison Research and Triton Digital Infinite Dial 2016

Follow Companies/ Brands on Social Media

U.S.
Population 12+ **28%**

Podcast
Consumers 12+ **47%**





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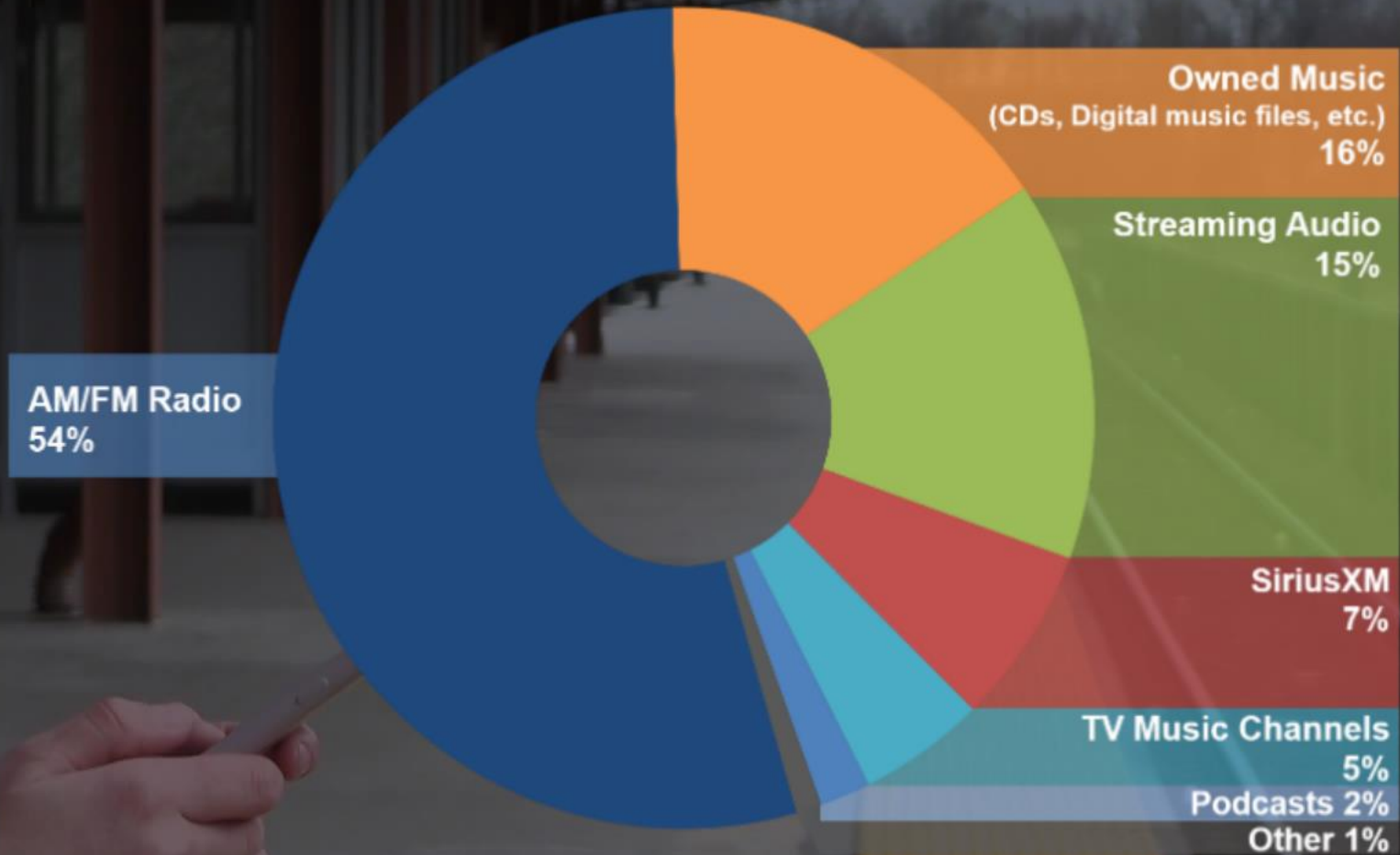
On average,
people spend

4 hours

listening
to audio

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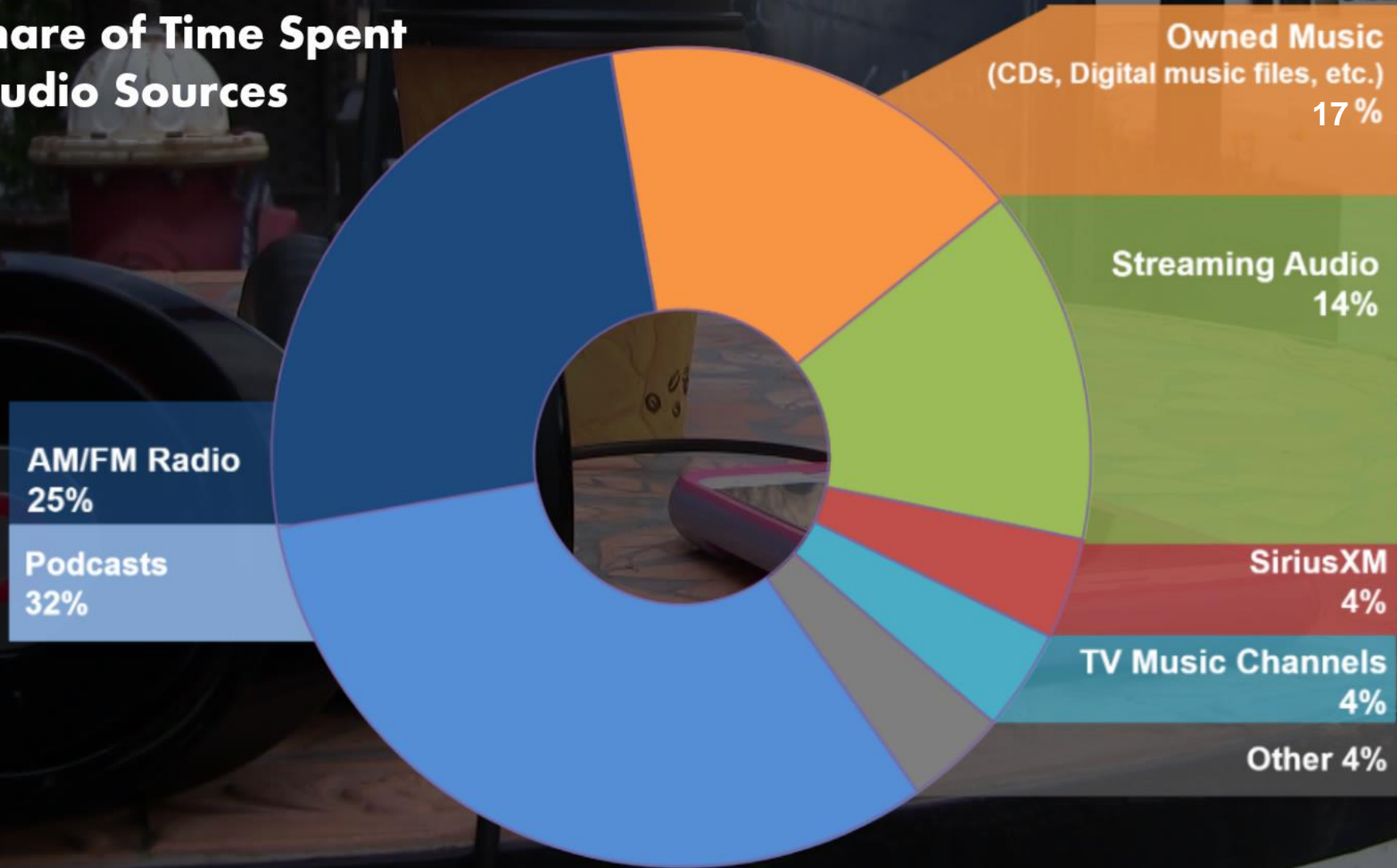
Americans' Share of Time Spent Listening to Audio Sources



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Americans' Share of Time Spent
Listening to Audio Sources

Podcast Listeners



A person wearing large black headphones is walking away from the camera on a concrete sidewalk. The background shows a residential street with trees and houses under an overcast sky. A semi-transparent dark grey banner is overlaid across the middle of the image, containing text and a large percentage.

36%

of Americans 13+

...listen to audio on a
smartphone each day

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Americans' Share of Time Spent Listening to Audio Sources on a Smartphone



New Research:
IAB-Edison Research
Podcast Advertising Study

953 Online Interviews

Adults 18+

Current Podcast Listeners

Conducted August 2016



On-demand Attributes Drive Listening

How important is...?

Very
Important

Somewhat
Important

Not at all
Important

The ability to listen to programs whenever you want

76

19

5

The ability to listen to programs wherever you want

71

23

6

The ability to listen to programs on demand, the instant you click on them

70

24

6

The ability to listen to content you cannot get anywhere else

58

34

8

How much do you agree/disagree...

"The products and services you learn about on podcasts are generally relevant to your interests."

Strongly Agree/Agree:

70%

Strongly Agree/Agree:

65%

How much do you agree/disagree...

"You are more willing to consider products and services after you learn about them on podcasts."

How much do you agree/disagree...

"Your opinion of a company is more positive when you hear it mentioned on one of the podcasts you regularly listen to."

Strongly Agree/Agree:

63%

How much do you agree/disagree...

"When price and quality are equal, you prefer to buy products from companies that advertise on the podcasts you regularly listen to."

Strongly Agree/Agree:

60%

How much do you agree/disagree...

"You believe that the hosts of podcasts you regularly listen to are actual users of the products/services mentioned on their programs."

Strongly Agree/Agree:

52%

How much do you agree/disagree...

"The products and services you hear or see advertisements or sponsorships for on podcasts are ones you personally use or purchase."

Strongly Agree/Agree:

44%

How do you feel about [item] on podcasts you regularly listen to?

61%

% expressing positive sentiment: "You don't mind them and occasionally find them useful" or "You are interested in them and/or often find them useful"

"Sponsorship messages e.g., 'This program is brought to you by...'"

How do you feel about [item] on podcasts you regularly listen to?

"Mentions of products and services that are discussed by the host(s)"

55%

% expressing positive sentiment: "You don't mind them and occasionally find them useful" or "You are interested in them and/or often find them useful"

How do you feel about [item] on podcasts you regularly listen to?

"Pre-recorded advertisements from a brand, company, or sponsor"

34%

% expressing positive sentiment: "You don't mind them and occasionally find them useful" or "You are interested in them and/or often find them useful"

Which, if any of the following actions have you taken as a result of sponsorship or advertising you have heard in the podcast you enjoy?

Visited a sponsor's web site	45%	Purchased a product or service	25%
Considered a new product or service	42%	Visited a store or location	20%
Gathered more info about a company or product	37%	Purchased or downloaded music	18%
Read a book	29%	Recommended a product or service to others	17%
Used a promotional discount code mentioned in podcast	28%	Attended a performance, cultural event or exhibit	15%
Watched a television program	27%	Switched to a different brand	9%
Seen a movie	26%	Purchased a product or service for your business	8%

