



# **IAB-Edison Research Podcast Advertising Study**

# **THE PODCAST CONSUMER**

A Report From The Infinite Dial

## **Share of Ear<sup>®</sup>**

**New Research:**

**IAB-Edison Research**

**Podcast Advertising Study**



# THE PODCAST CONSUMER 2016

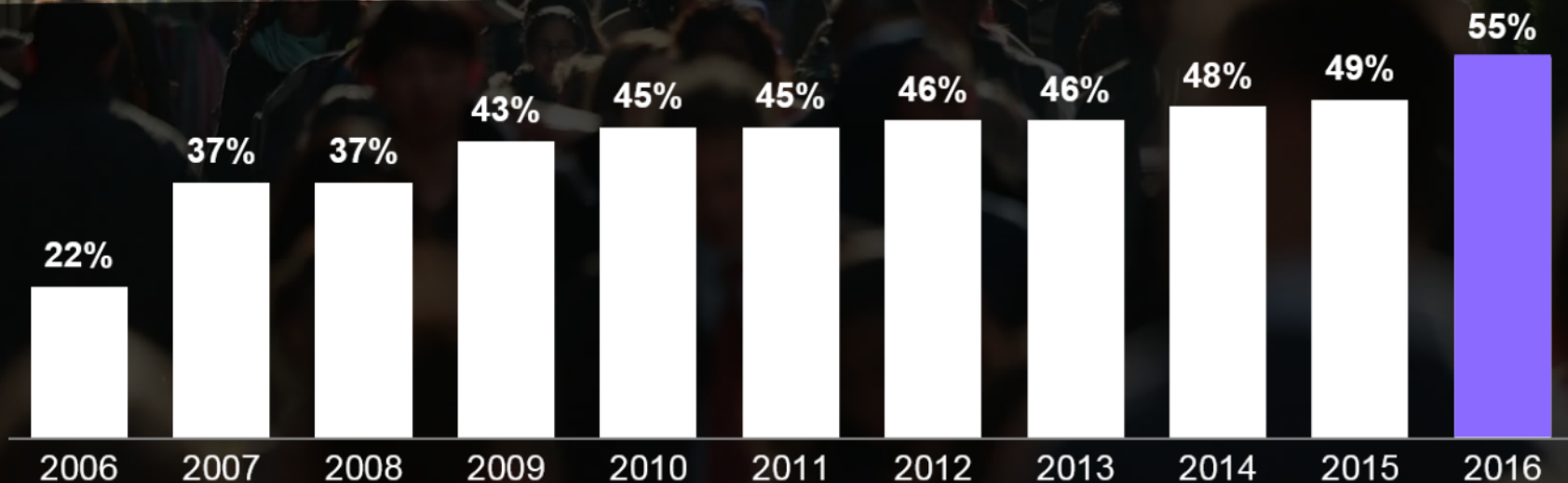
A Report From The Infinite Dial



# Awareness of the Term "Podcasting"

Total Population 12+

Estimated  
150 Million



% familiar with the term "Podcasting"



Source: Edison Research and Triton Digital Infinite Dial 2016

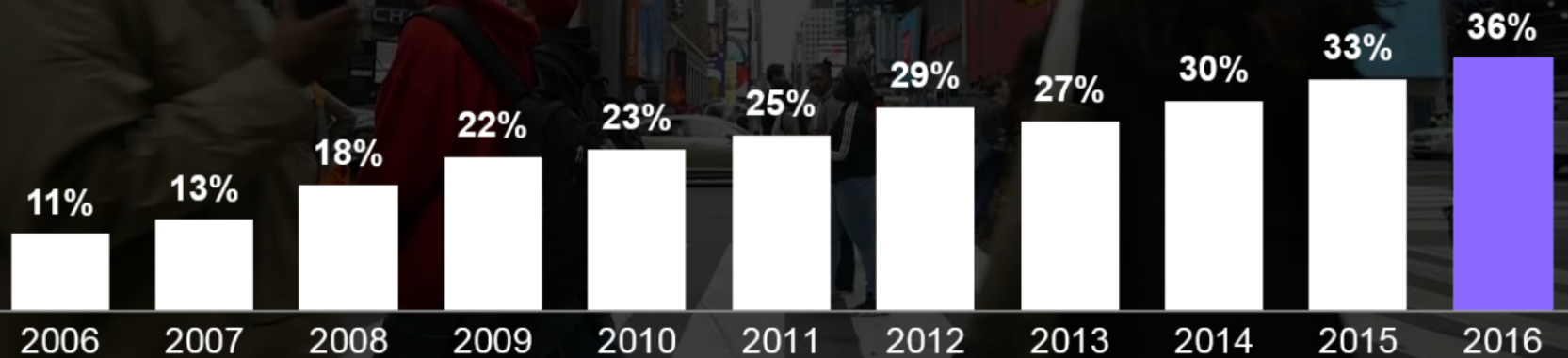




# Podcast Listening

Total Population 12+

Estimated  
98 Million



% ever listened to a podcast



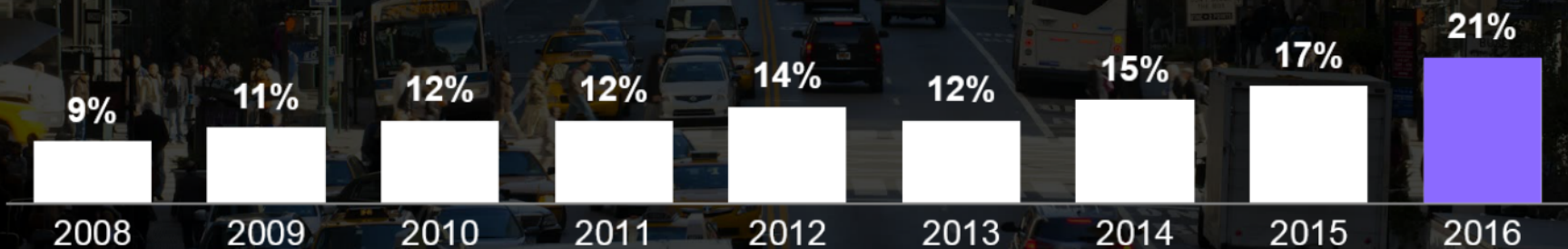
Source: Edison Research and Triton Digital Infinite Dial 2016



# Monthly Podcast Listening

Total Population 12+

Estimated  
57 Million



% listened to a podcast in last month



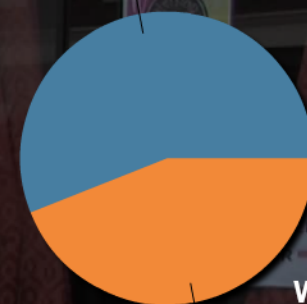
Source: Edison Research and Triton Digital Infinite Dial 2016





# Who Listens to Podcasts?

56%  
Men



Women  
44%

US Population 12+

Podcast Consumers 12+

Age 55+

32%

Age 35-54

34%

Age 12-17

9%

Age 18-34

28%

Age 35-54

31%

Age 55+

17%

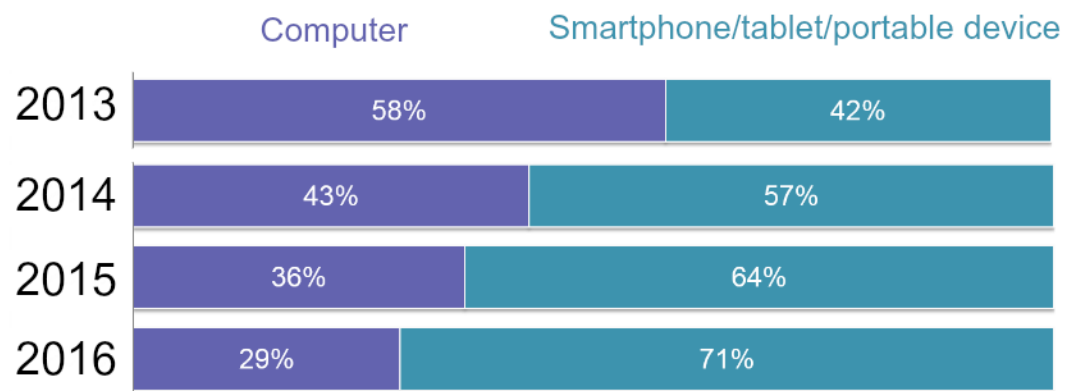
Age 12-17

11%

Age 18-34

38%

## 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%**



Source: Edison Research and Triton Digital Infinite Dial 2016







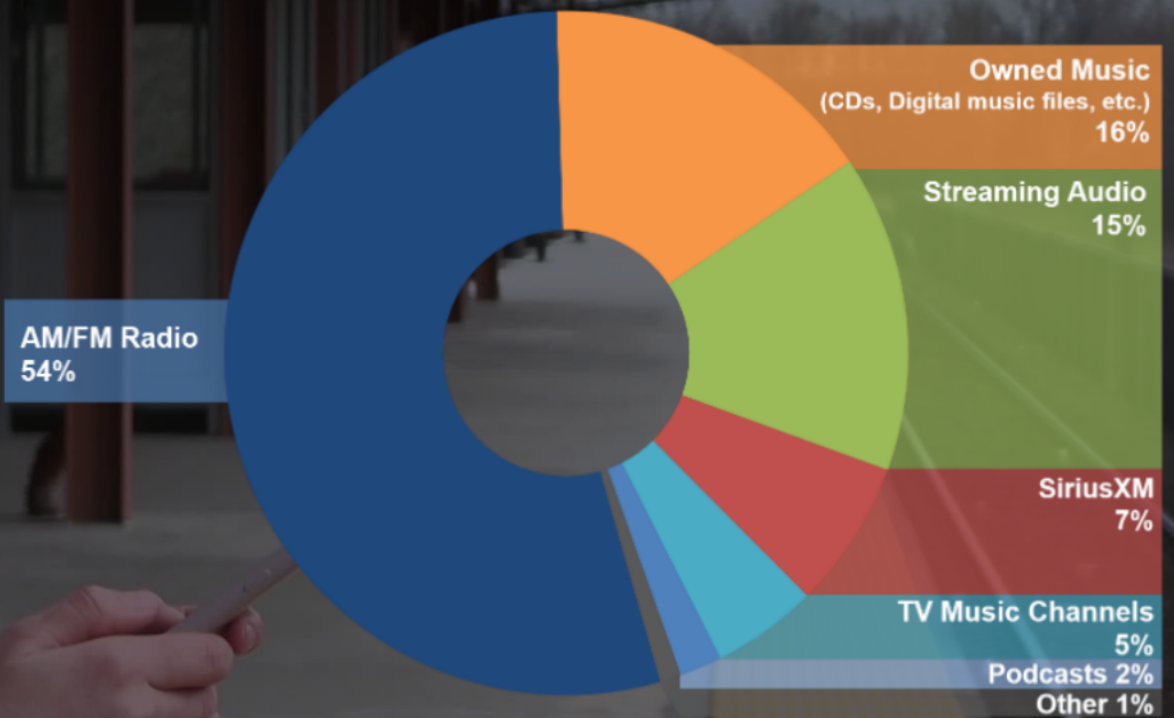
**Share of Ear<sup>®</sup>**



**On average,  
people spend** **4 hours** **listening  
to audio**

# Share of Ear<sup>®</sup>

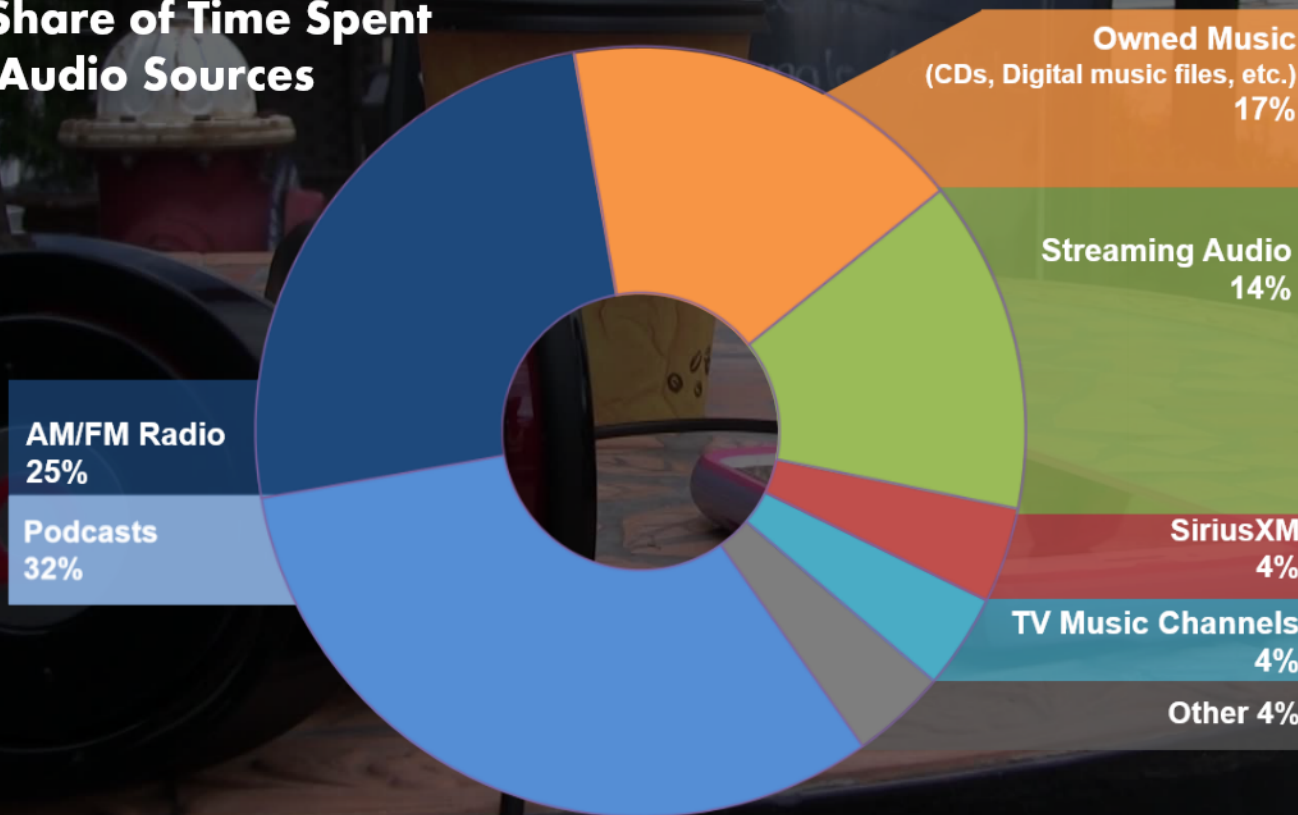
Americans' Share of Time Spent  
Listening to Audio Sources



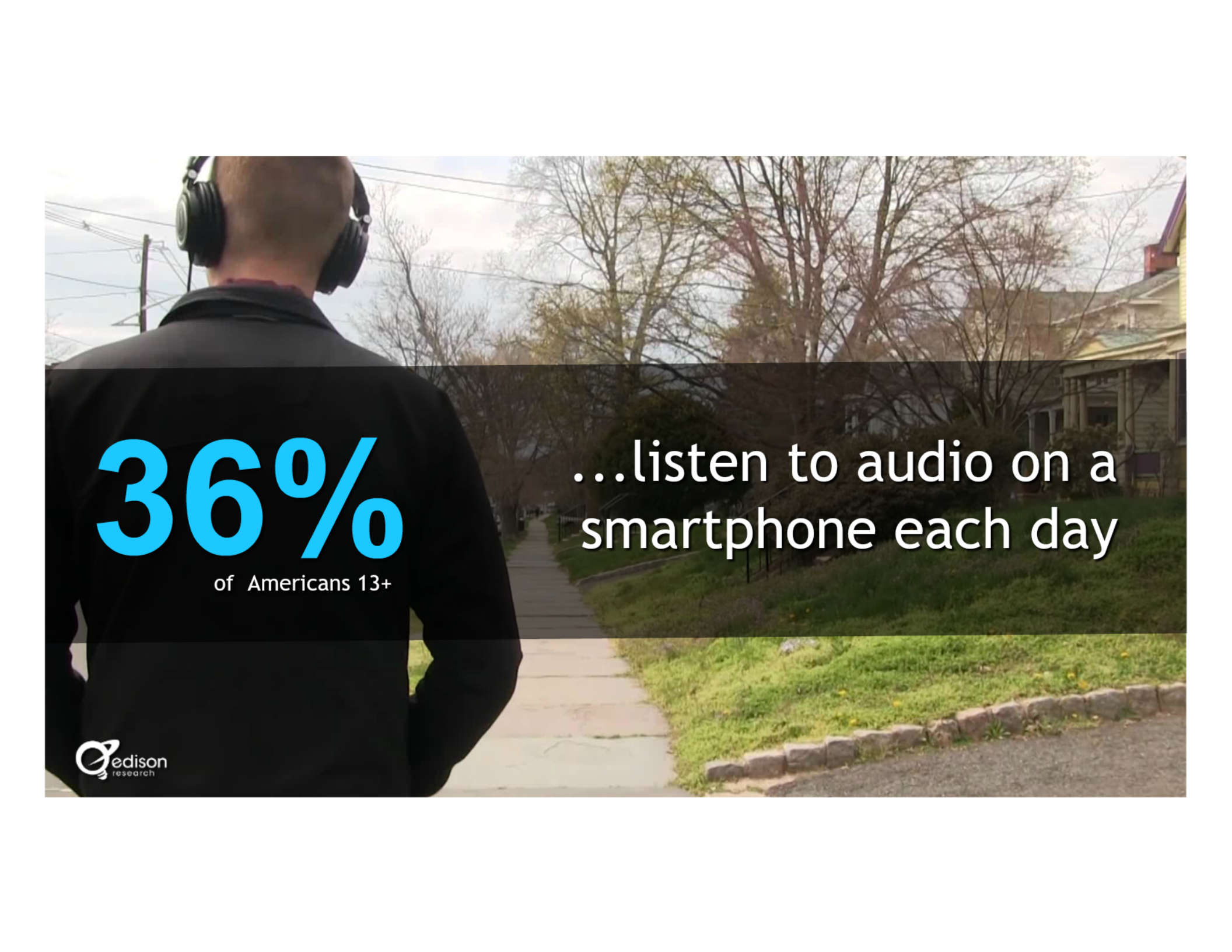
# Share of Ear<sup>®</sup>

Americans' Share of Time Spent  
Listening to Audio Sources

## Podcast Listeners





A person is seen from behind, wearing large black over-ear headphones and a dark jacket, walking on a concrete sidewalk. The background shows a residential street with trees, some with early spring foliage, and houses under an overcast sky. A semi-transparent dark banner is overlaid across the middle of the image, containing text.

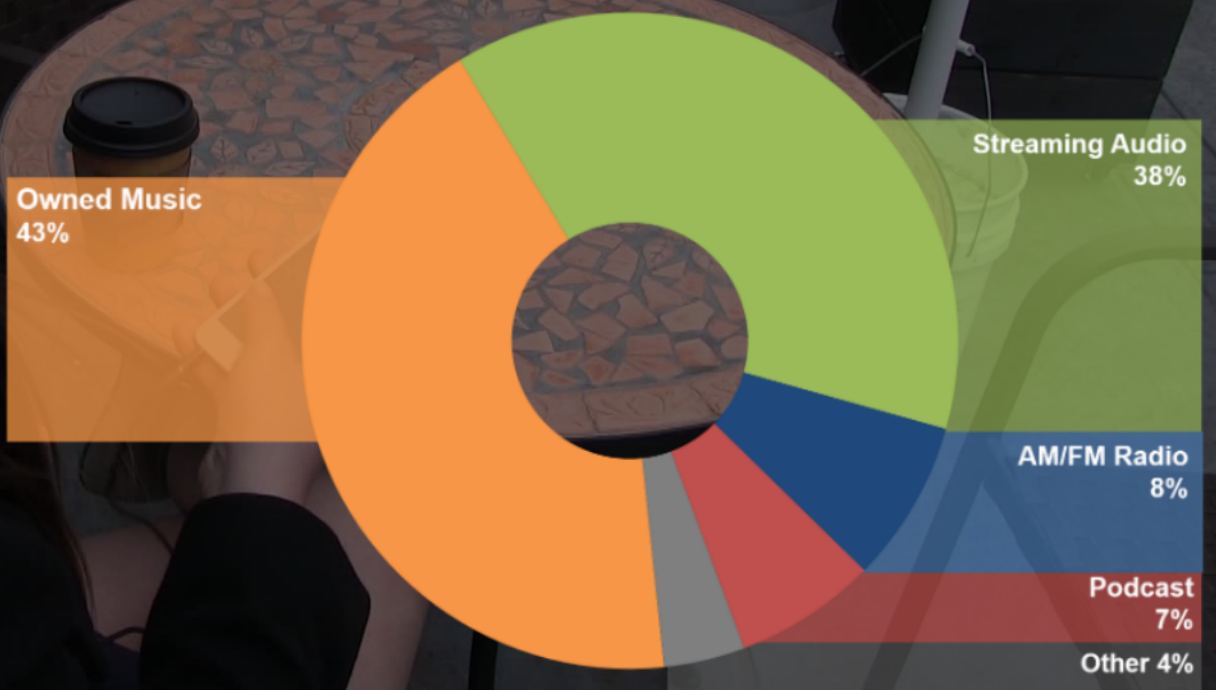
**36%**

of Americans 13+

...listen to audio on a  
smartphone each day

# Share of Ear<sup>®</sup>

## 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%**

# 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"

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

"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"



# 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"

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

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

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%

