

The logo for PodcastOne, featuring the word "podcastone" in a bold, lowercase sans-serif font. The "pod" is in black, "cast" is in black, and "one" is in red. A red arch is positioned above the letters "o", "d", and "c".

**podcastone**

**SUPER LISTENERS 2019**



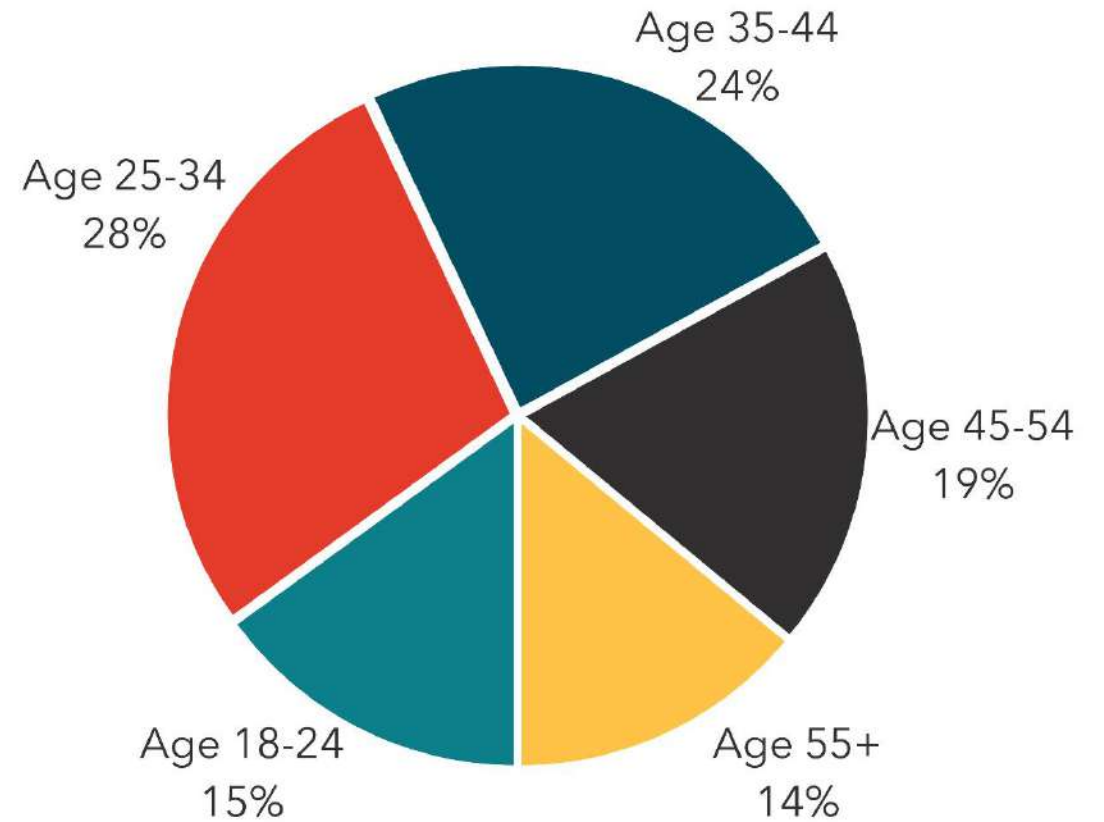
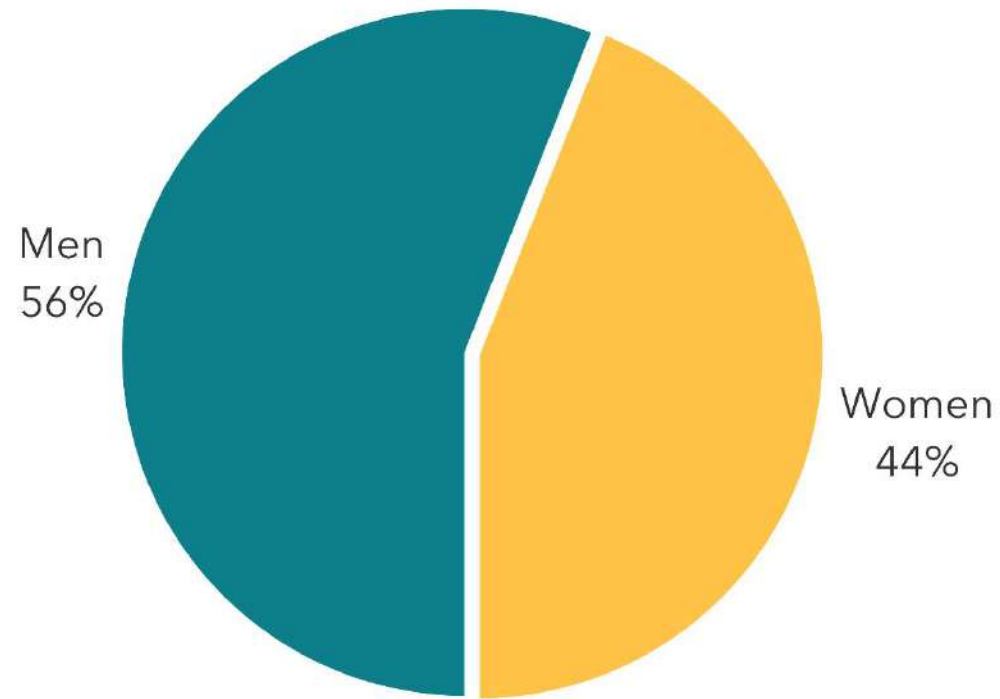


# WHO ARE SUPER LISTENERS?

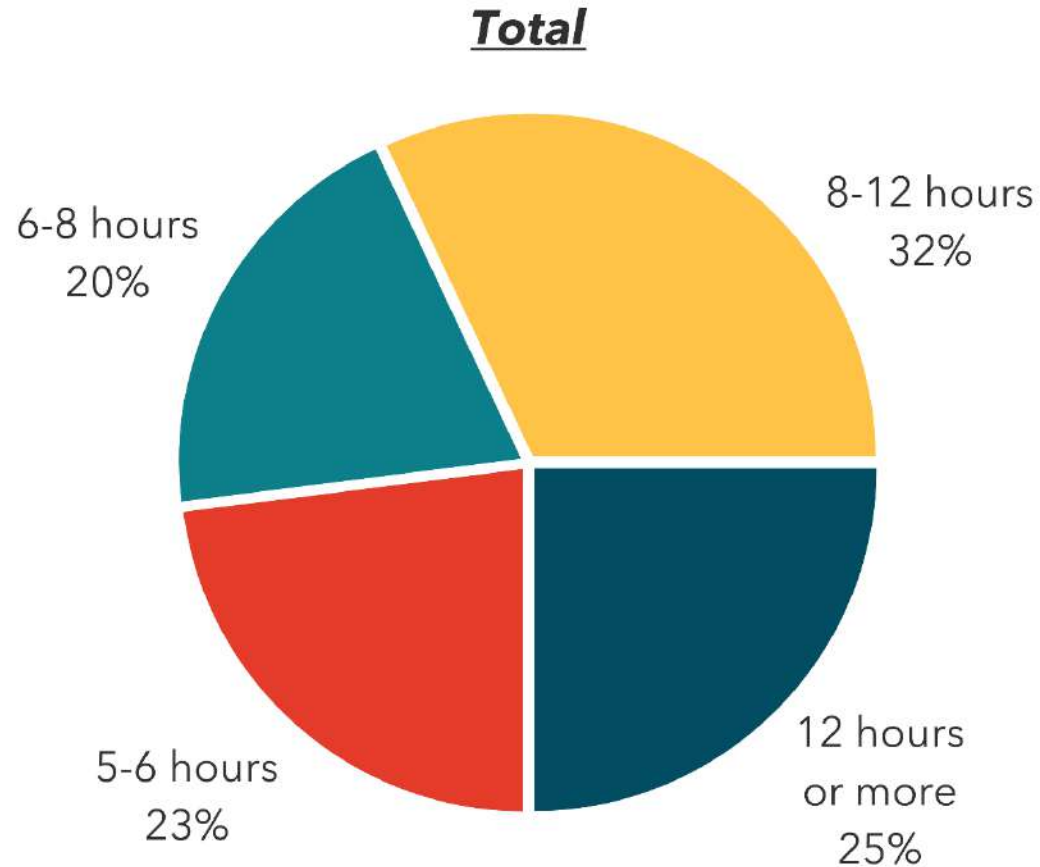
## SURVEY METHODOLOGY

- 1,032 online interviews conducted in February/March 2019
- All respondents reported listening to podcasts for at least 5 hours per week
- Data were weighted by age, sex, and race to reflect the demographics of weekly podcast listeners as found in the Infinite Dial 2019

# SAMPLE DEMOGRAPHICS: (SEX/AGE)

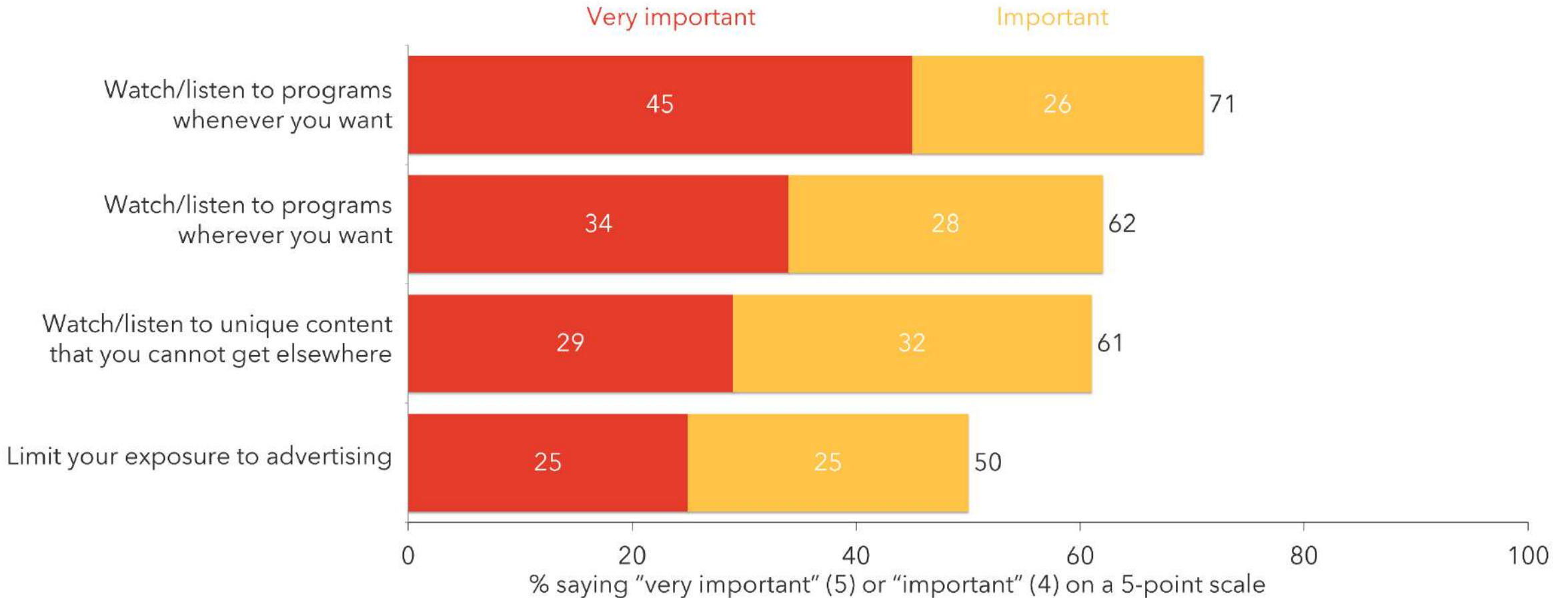


# WEEKLY TIME SPENT LISTENING TO PODCASTS:



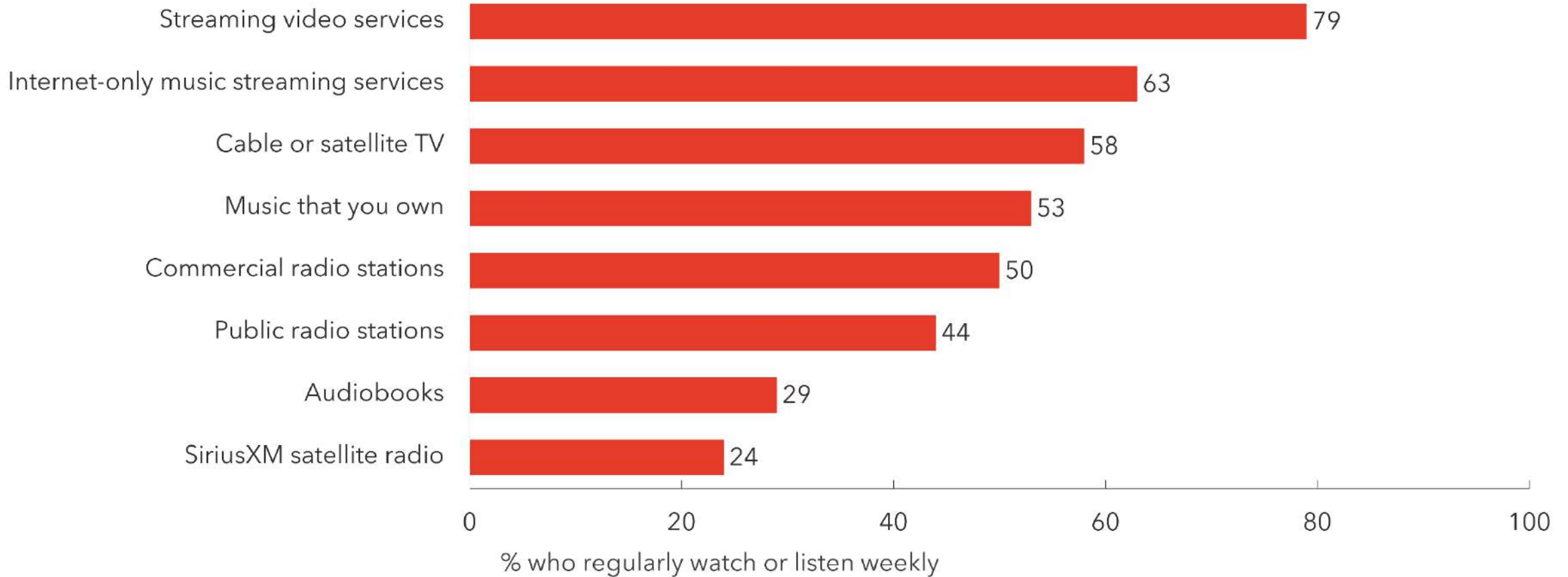
Base: Listen to podcasts for at least 5 hours per week

# HOW IMPORTANT IS IT YOU...?



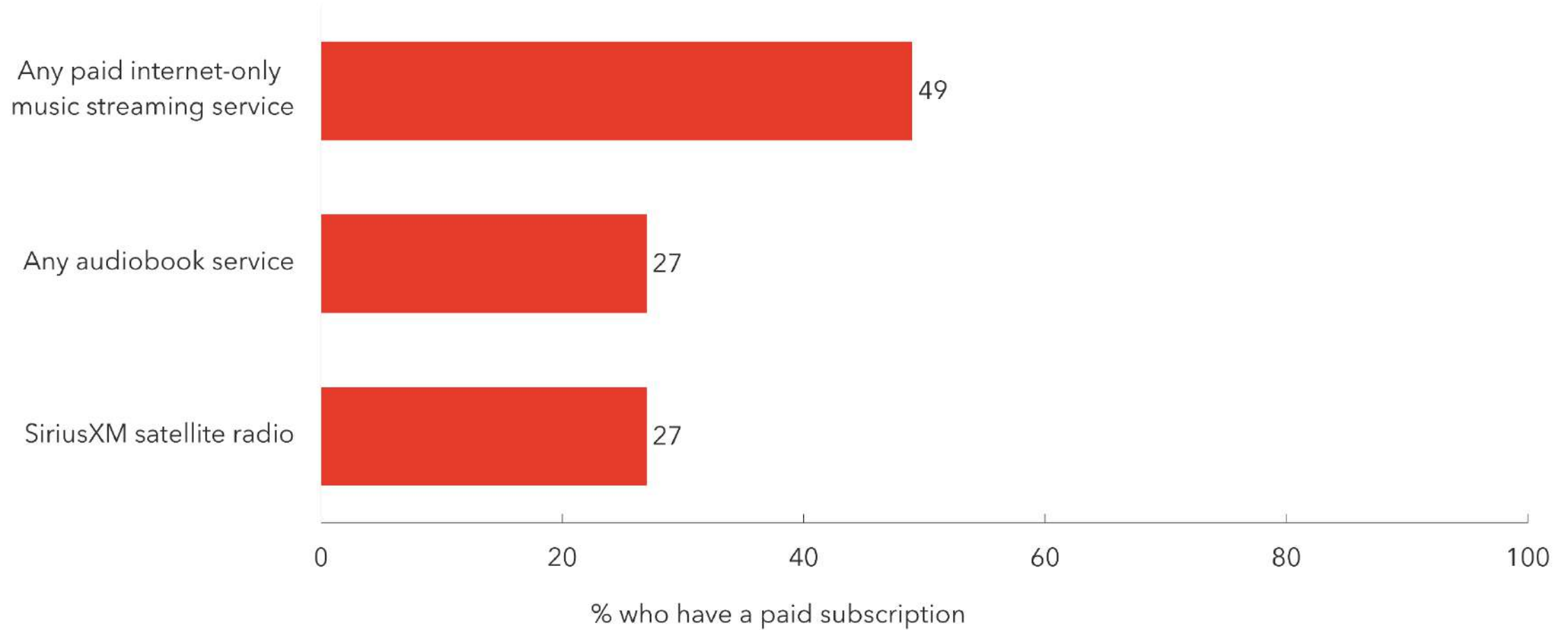
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# WEEKLY MEDIA CONSUMPTION:



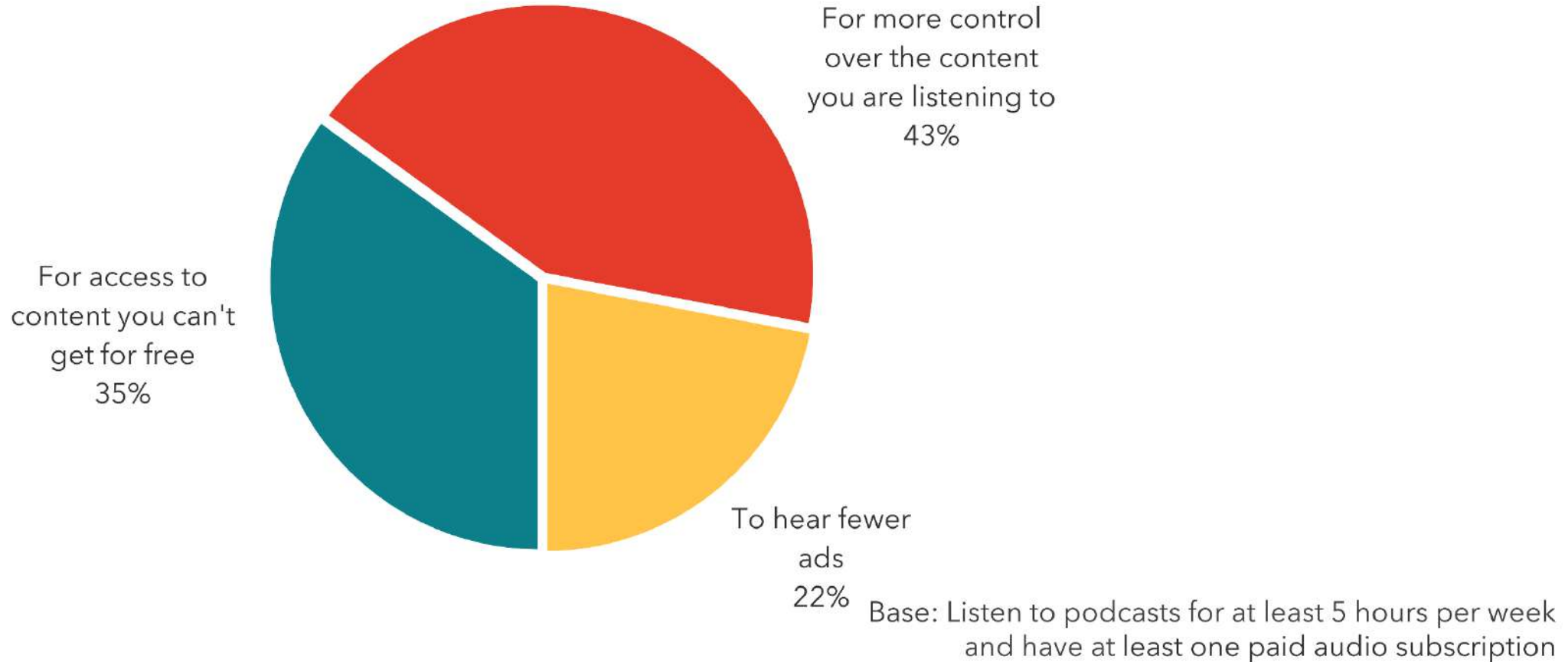
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# WEEKLY MEDIA CONSUMPTION:



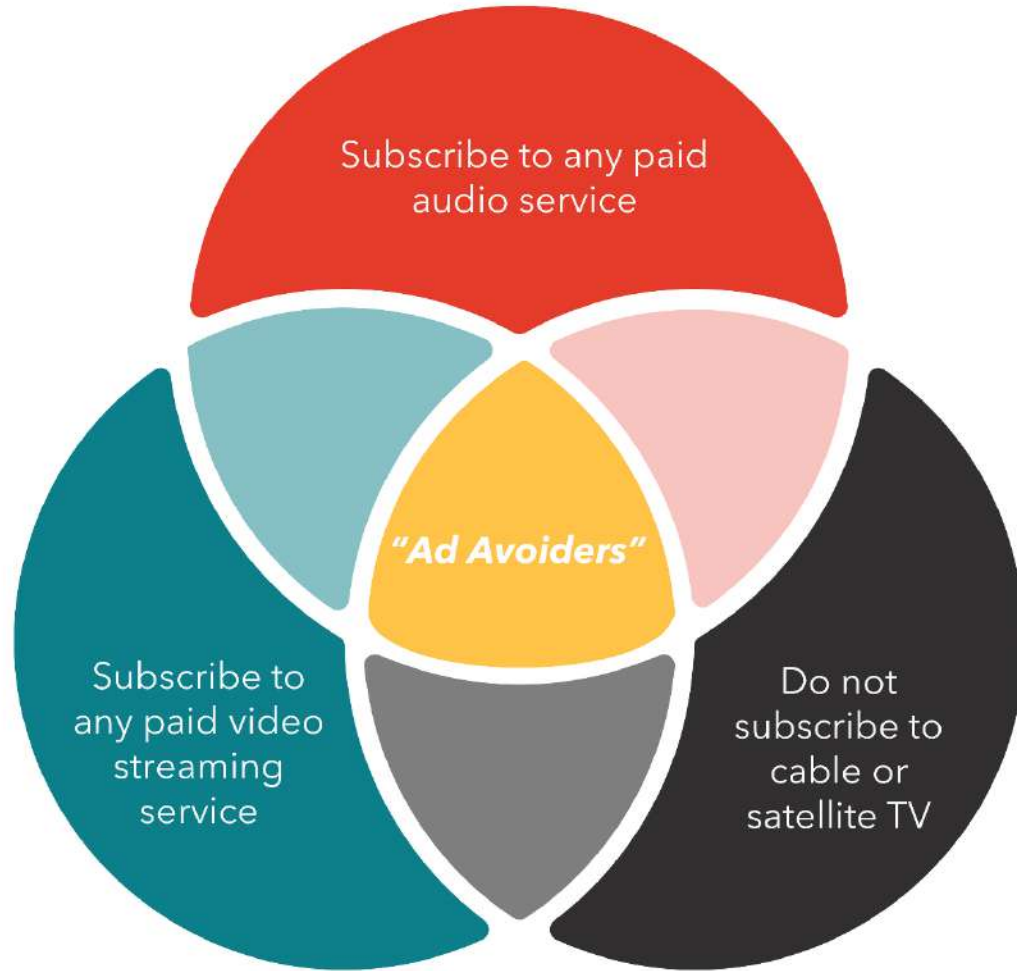
Base: Listen to podcasts for at least 5 hours per week

# WHICH IS THE MOST IMPORTANT REASON WHY YOU CURRENTLY HAVE A PAID AUDIO LISTENING SUBSCRIPTION?





# ON-DEMAND CONTENT SUMMARY:



## **Subscribe to any paid audio service: 62%**

Paid subscriptions include: any internet-only music streaming services, SiriusXM, or any audiobook service

## **Do not subscribe to cable or satellite TV: 37%**

## **Subscribe to any paid video streaming service: 86%**

Paid video subscriptions include: any premium cable channels, internet-only television streaming services, and live TV streaming services

## **"Ad Avoiders": 18%**

Do not subscribe to any paid video or audio services

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

44%

agree

You pay more attention to  
advertising on podcasts than on  
other forms of media

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

37%

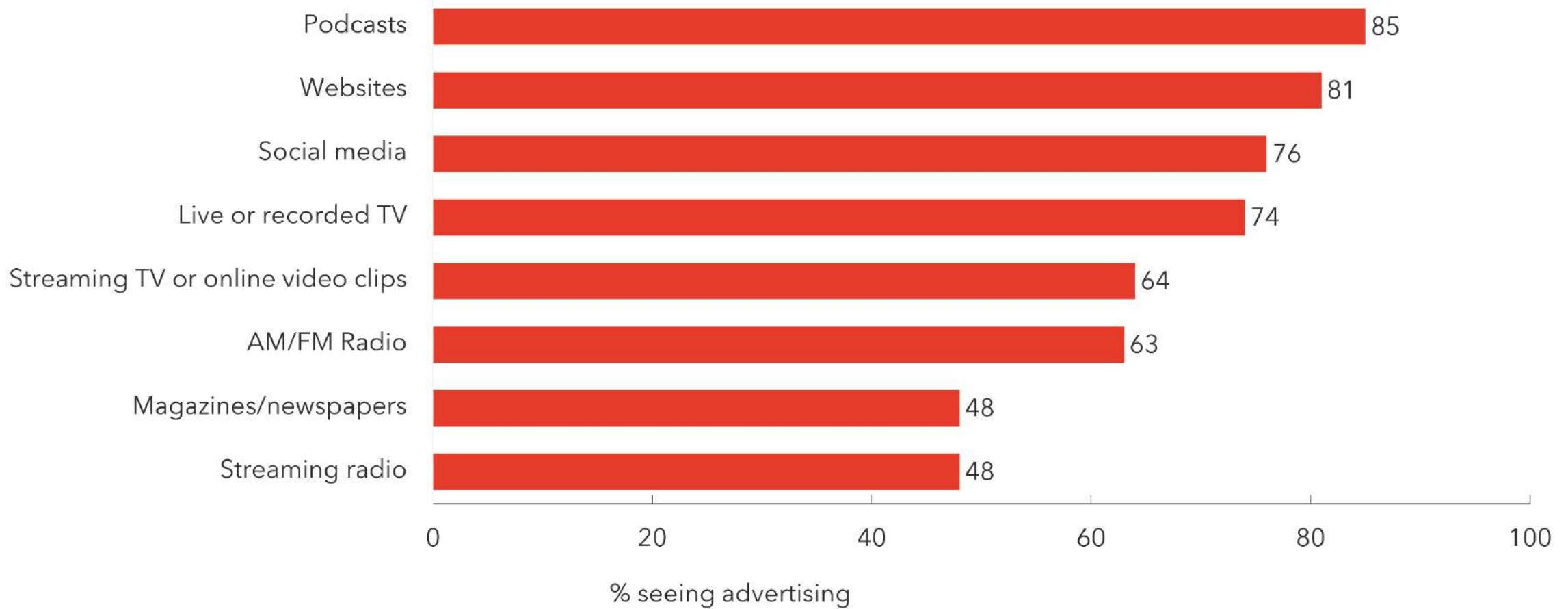
agree

Advertising on a podcast is the **best** way for a brand to reach you

% agreeing ('4' or '5' on a 5-point scale)

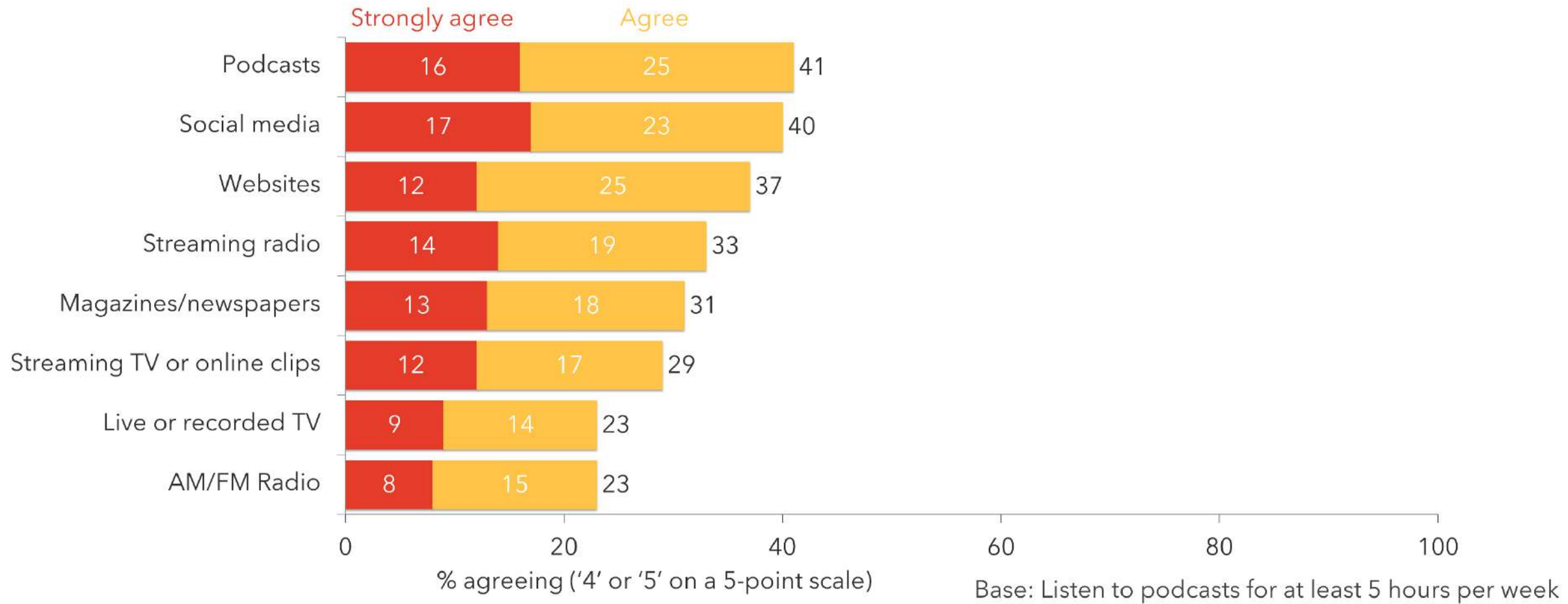
Base: Listen to podcasts for at least 5 hours per week

# IN THE PAST WEEK, HAVE YOU SEEN OR HEARD ADVERTISING IN ANY OF THE FOLLOWING PLACES?

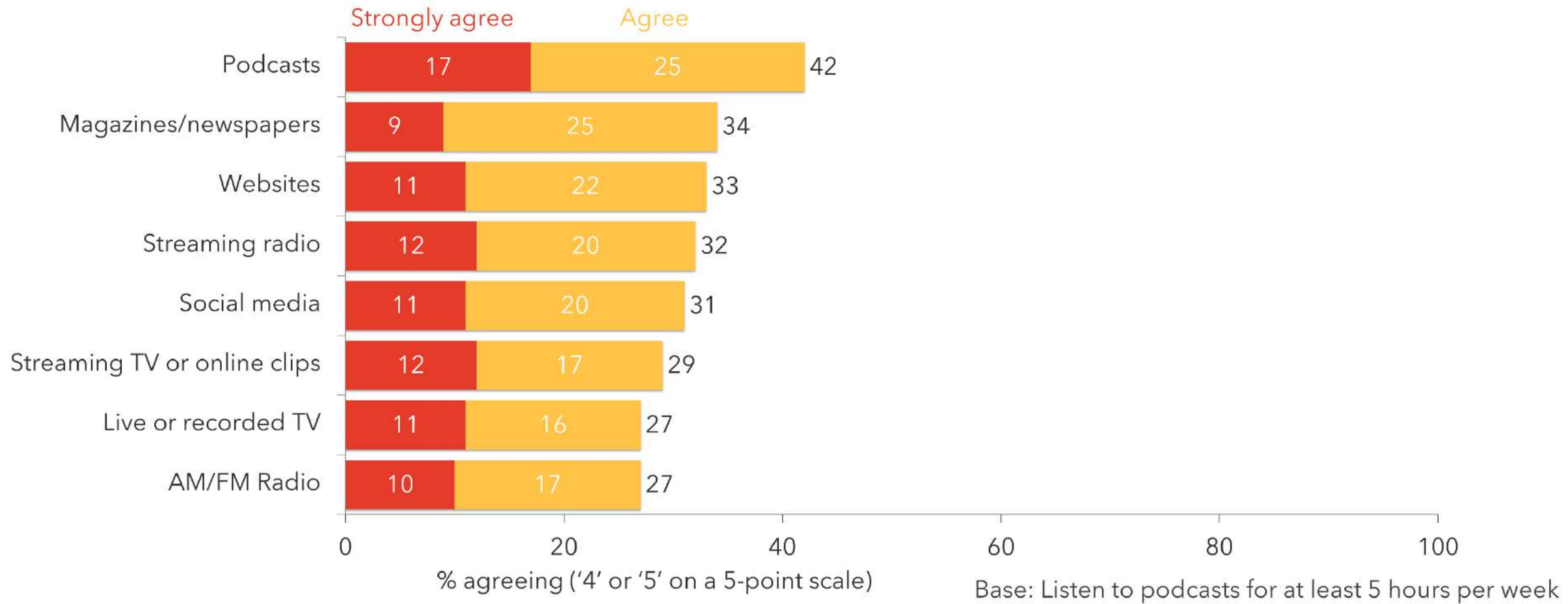


Base: Listen to podcasts for at least 5 hours per week

# THE PRODUCTS AND SERVICES YOU LEARN ABOUT ON **(MEDIUM)** ARE GENERALLY RELEVANT TO YOUR INTERESTS



# YOU ARE MORE WILLING TO CONSIDER PRODUCTS AND SERVICES AFTER YOU LEARN ABOUT THEM ON (MEDIUM)



## PODCAST ADVERTISING: (AGREE/DISAGREE)

60%

agree

You appreciate podcast advertisers for supporting your favorite podcasts

44%

agree

Your opinion of a company is more positive when you hear it mentioned on a podcast you regularly listen to

% agreeing ('4' or '5' on a 5-point scale)

43%

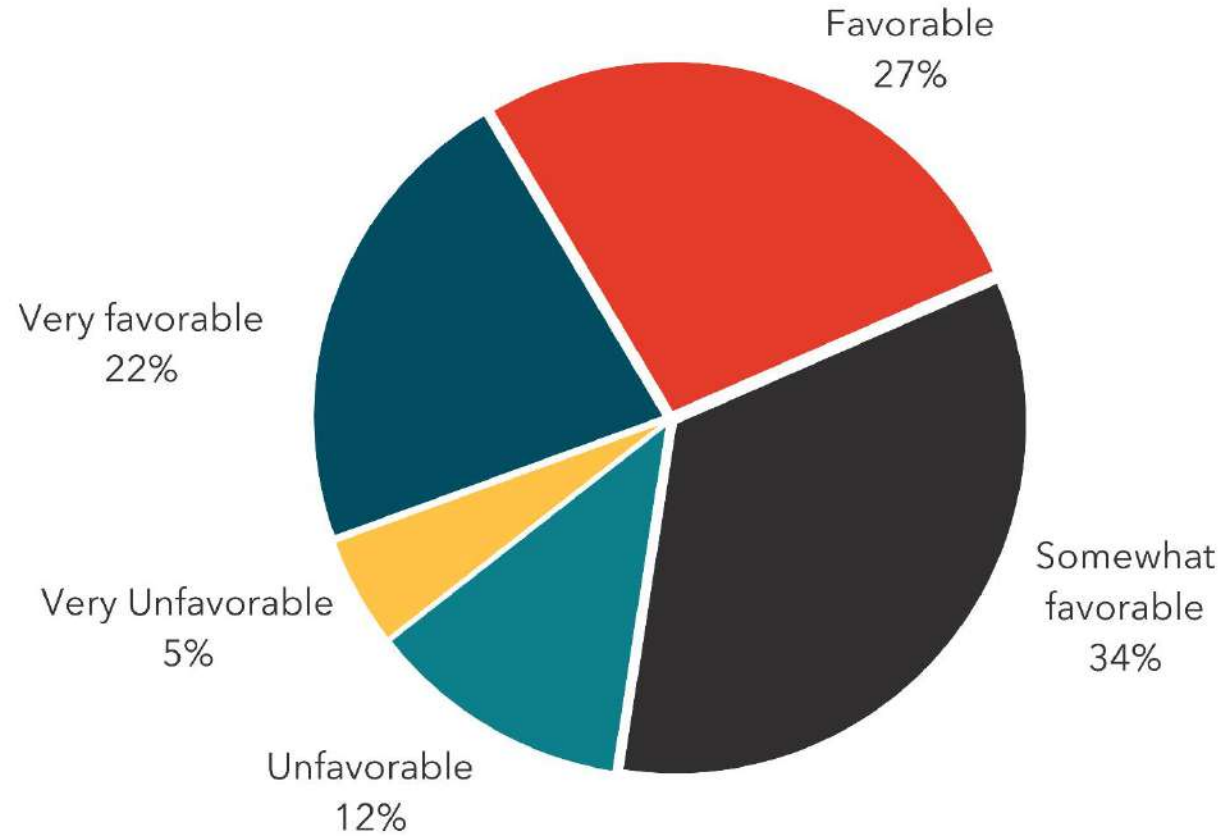
agree

When price/quality are equal, you prefer to buy products from companies that advertise on podcasts you regularly listen to

Base: Listen to podcasts for at least 5 hours per week

# WHAT IS YOUR OPINION OF PODCASTING ADVERTISING THAT USES...

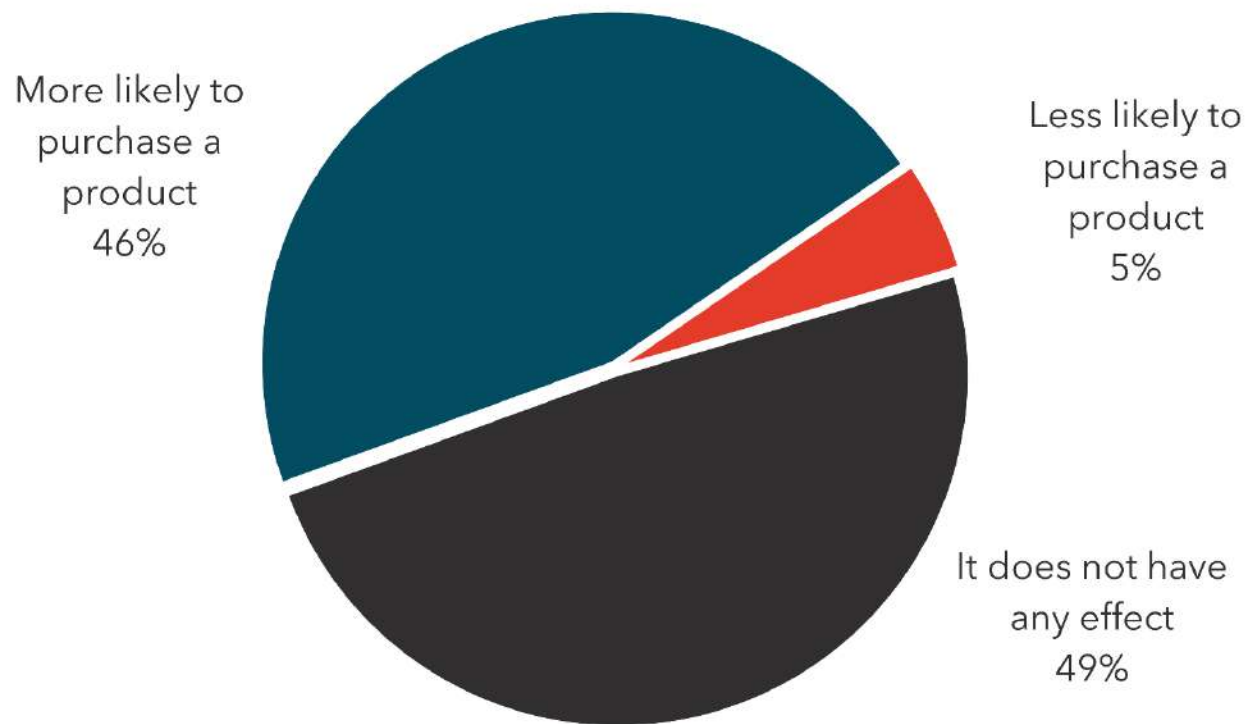
Personalized discussions about products by the host



Base: Listen to podcasts for at least 5 hours per week



# COMPARED TO OTHER PLACES WHERE YOU MIGHT HEAR ADVERTISEMENTS, DOES HEARING AN AD ON A PODCAST MAKE YOU...?



Base: Listen to podcasts for at least 5 hours per week and have at least one paid audio subscription

# AS A RESULT OF HEARING A SPONSORSHIP OR ADVERTISEMENT ON A PODCAST YOU REGULARLY LISTEN TO, HAVE YOU EVER...?

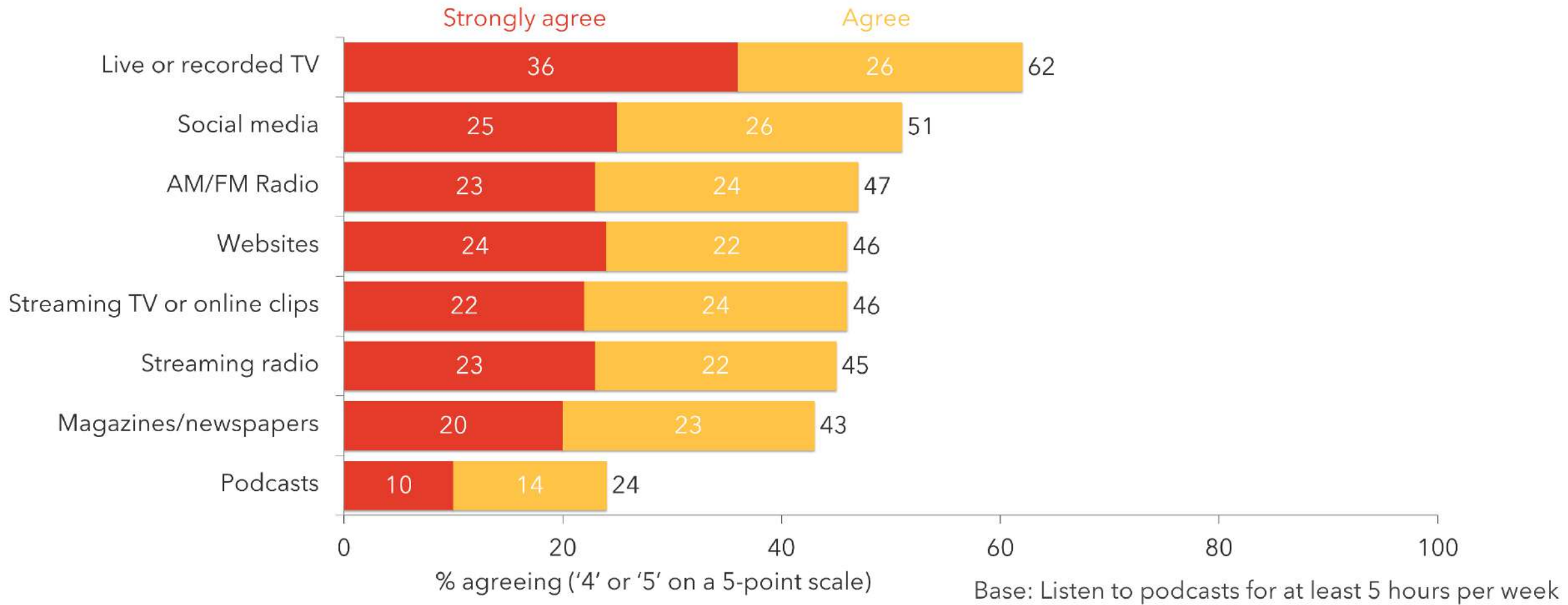
# 70%

Considered a new product or service

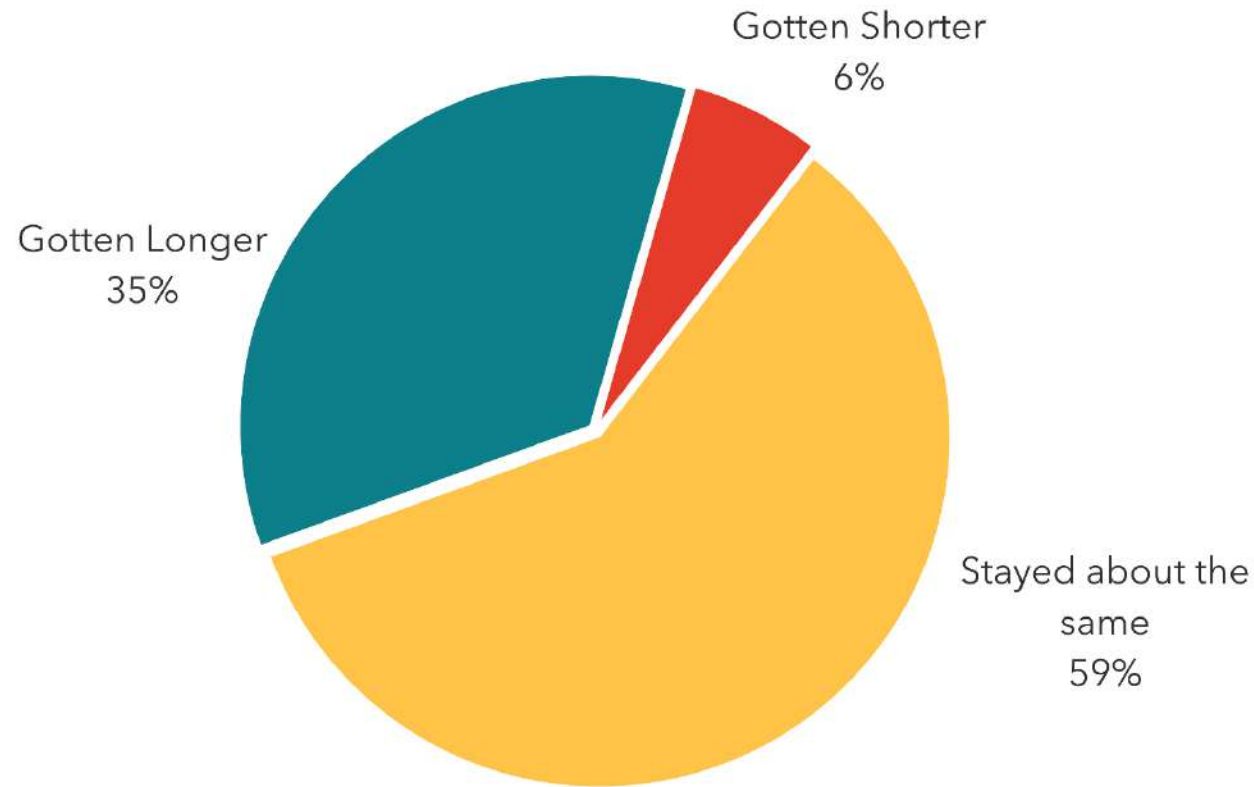
% saying yes

Base: Listen to podcasts for at least 5 hours per week

# RELATIVE TO OTHER TYPES OF MEDIA, THERE ARE WAY TOO MANY ADS ON (MEDIUM)

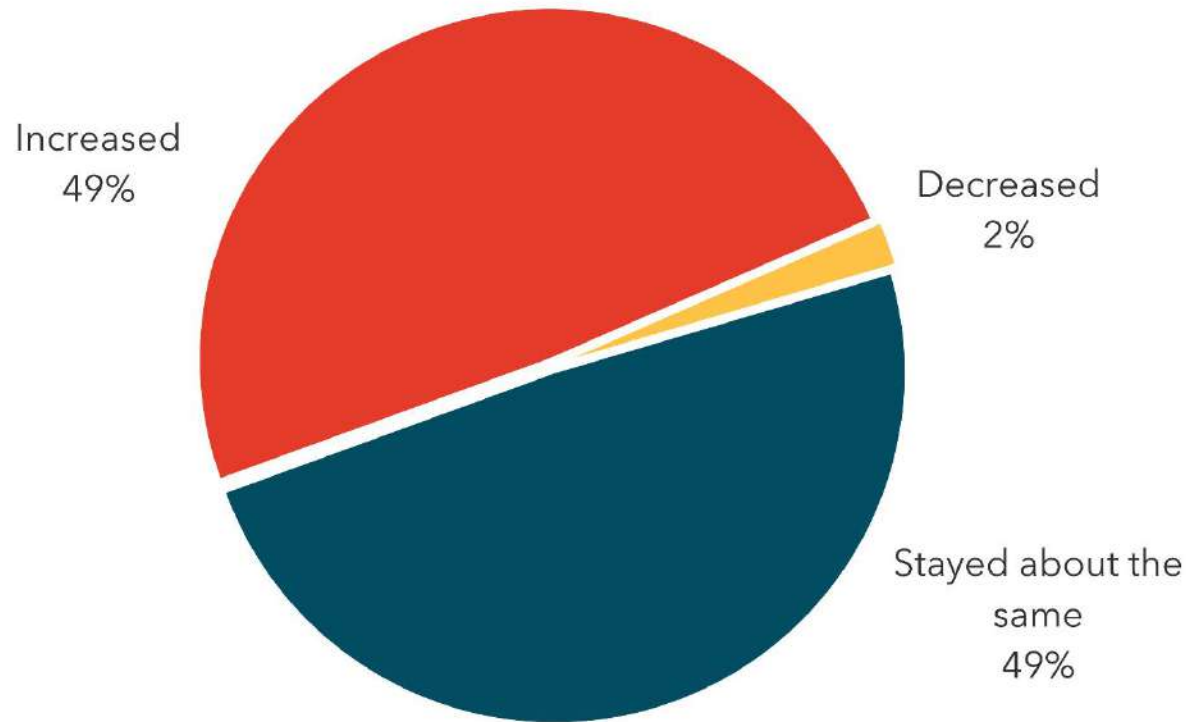


# DO YOU THINK THAT THE LENGTH OF THE AVERAGE AD BREAK IN THE PODCASTS YOU REGULARLY LISTEN TO HAS...?



Base: Listen to podcasts for at least 5 hours per week

# COMPARED TO ONE YEAR AGO, DO YOU THINK THAT THE TOTAL NUMBER OF ADS IN THE PODCASTS YOU REGULARLY LISTEN TO HAS...?



Base: Listen to podcasts for at least 5 hours per week



## KEY FINDINGS

- 70% of Super Listeners have considered a new product or service based on a podcast ad
- Even though Super Listeners generally avoid ads, they agree podcast ads are an effective way to reach them
- While podcasts are generally not perceived as having too many ads, half of Super Listeners are noticing more ads lately

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