



SUPER LISTENERS 2021



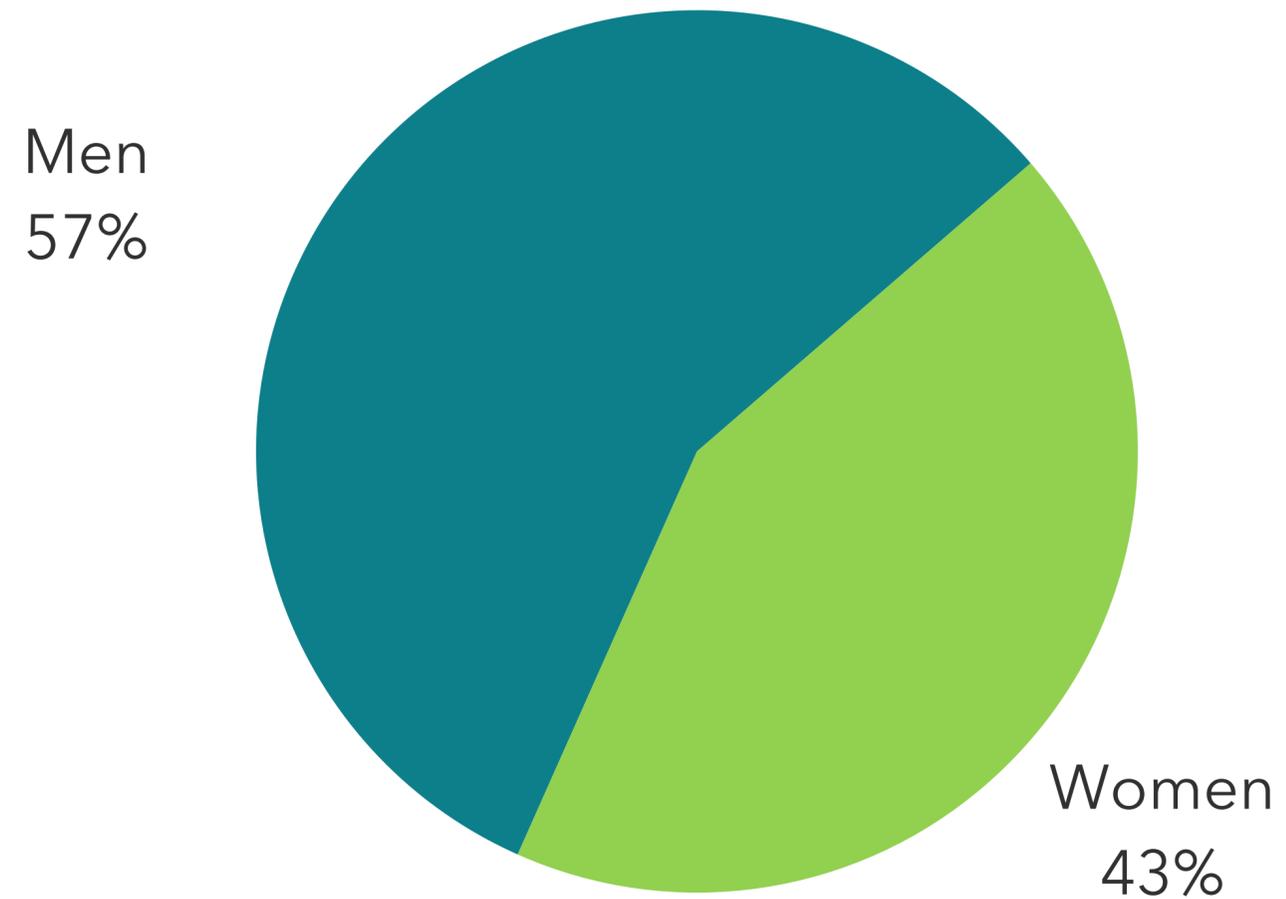


WHO ARE SUPER LISTENERS?

SURVEY METHODOLOGY

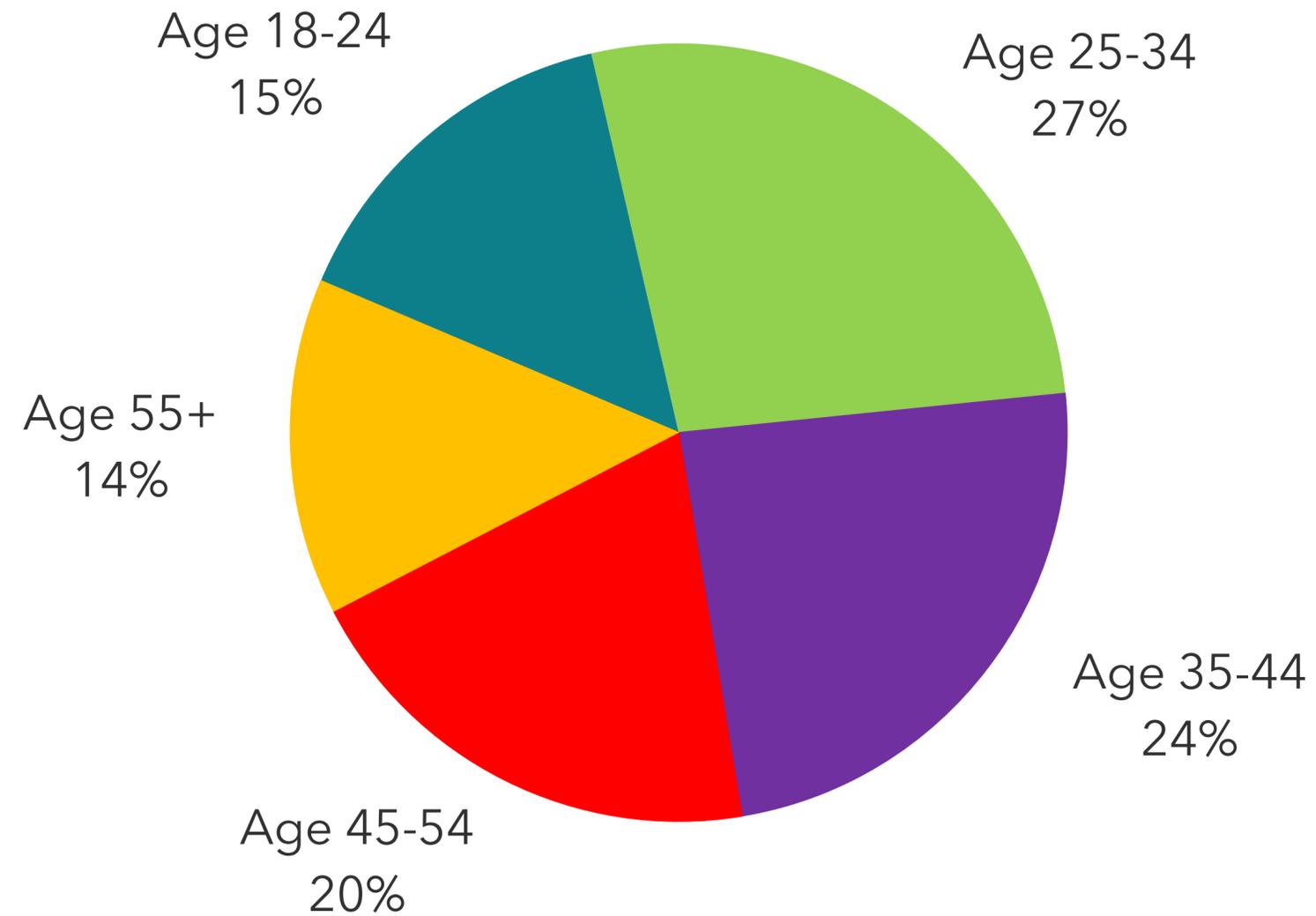
- 1,000 online interviews conducted in November 2021
- Trended with Super Listeners 2019/2020 studies
- All respondents reported listening to podcasts for at least 5 hours per week
- Data were weighted by age, sex, and race to reflect the demographics of weekly podcast listeners as found in the Infinite Dial

SUPER LISTENER DEMOGRAPHICS: GENDER



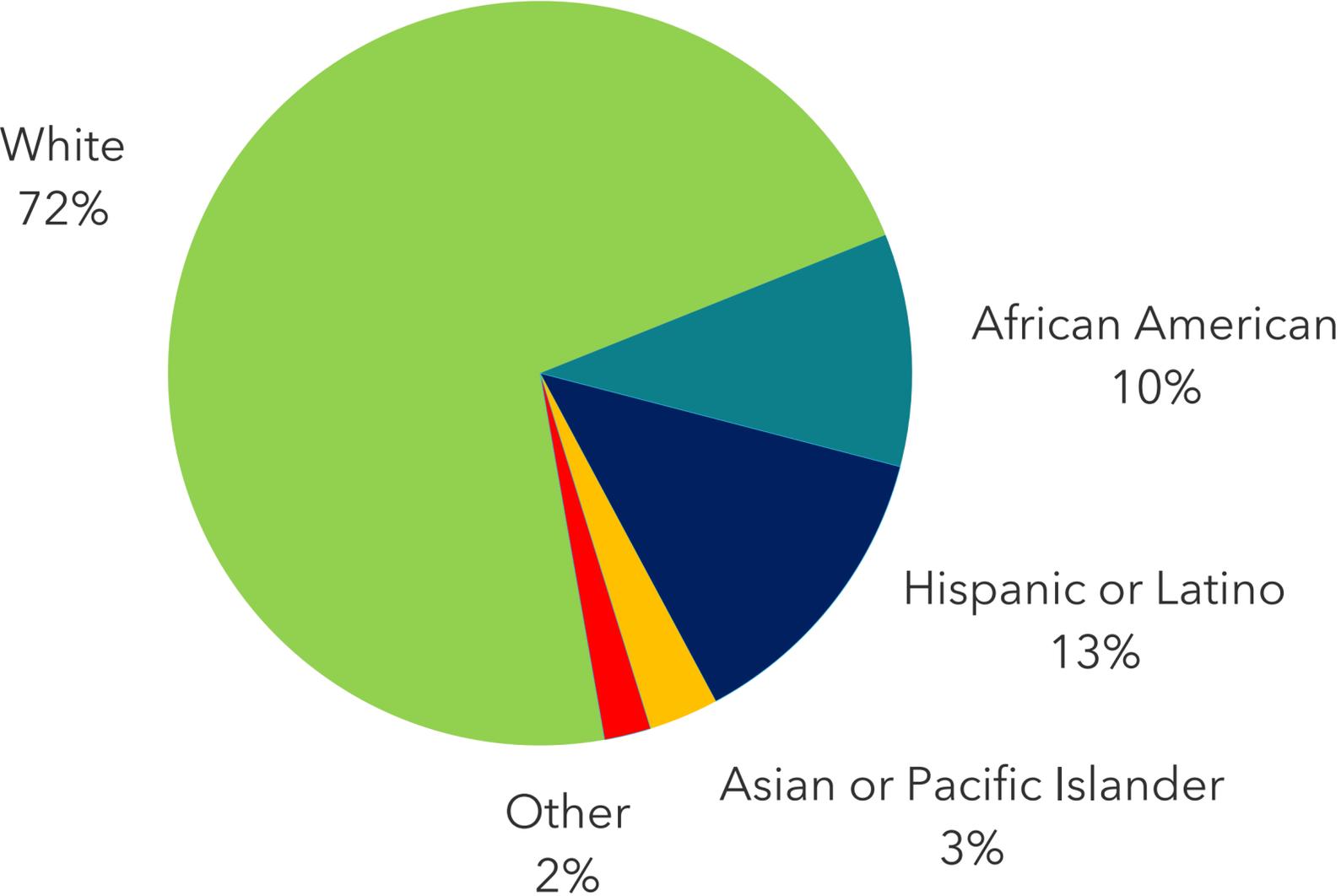
Base: Listen to podcasts for at least 5 hours per week

SUPER LISTENER DEMOGRAPHICS: AGE



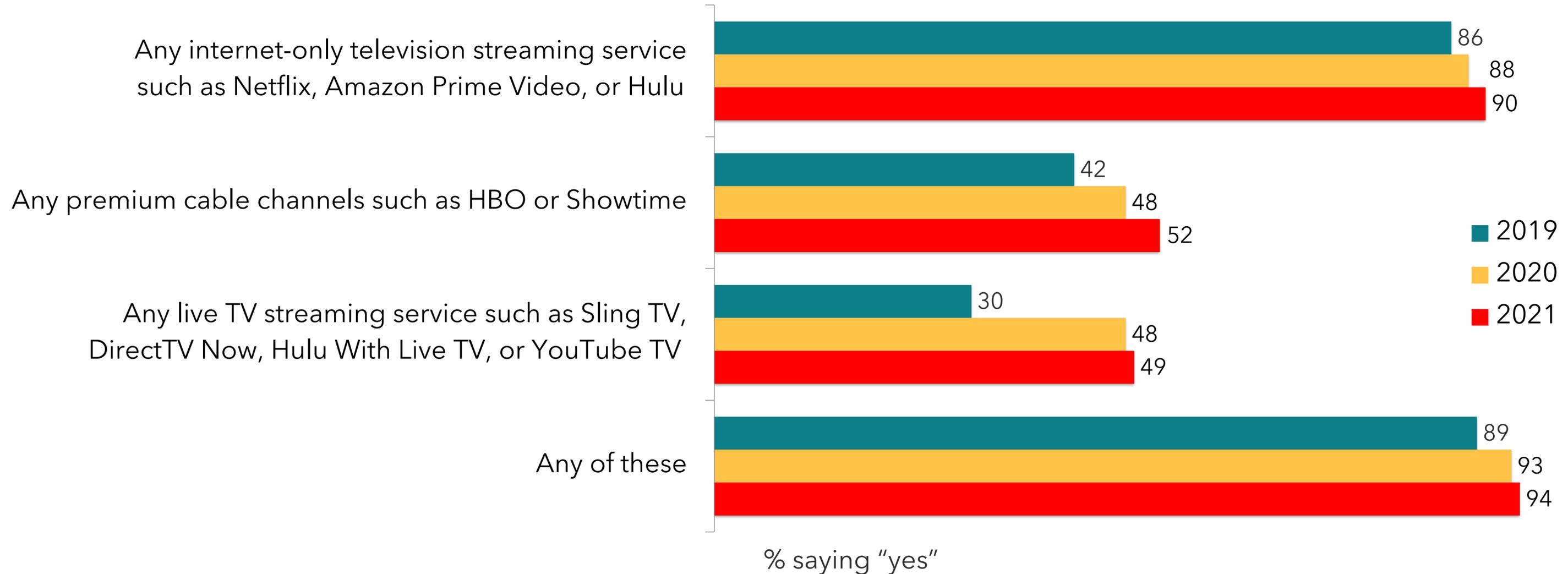
Base: Listen to podcasts for at least 5 hours per week

SUPER LISTENER DEMOGRAPHICS: ETHNICITY



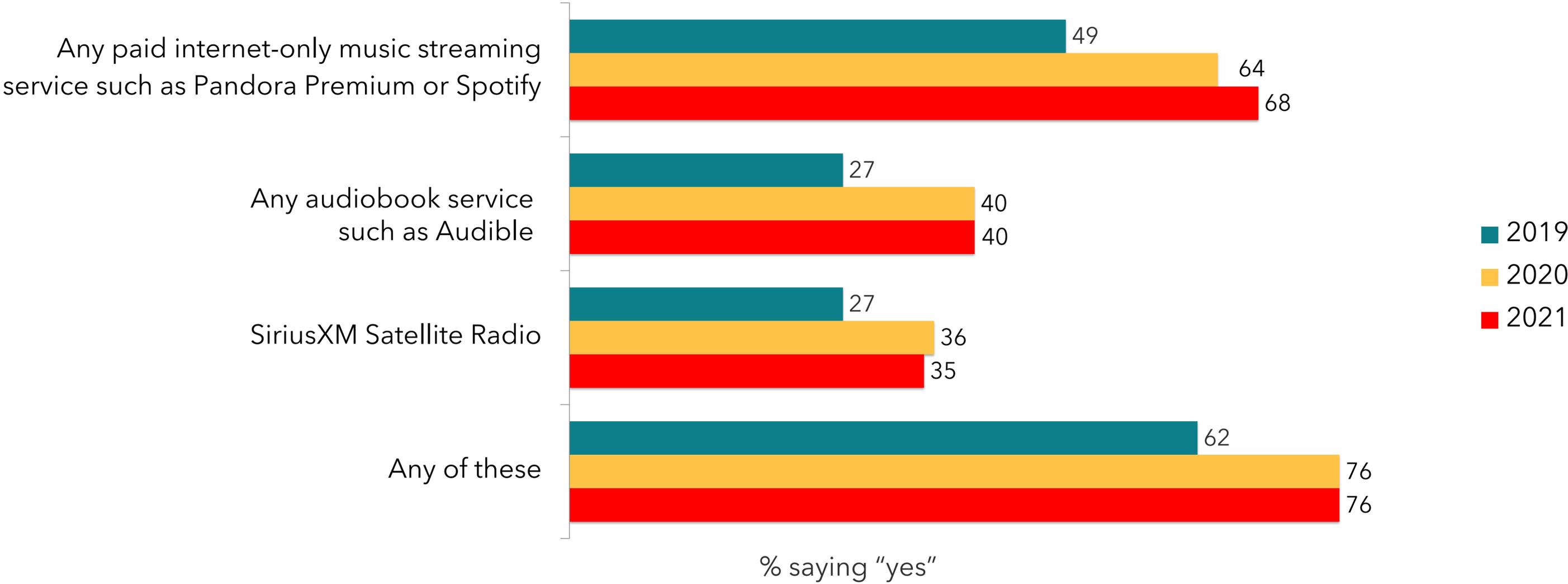
Base: Listen to podcasts for at least 5 hours per week

DO YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO:



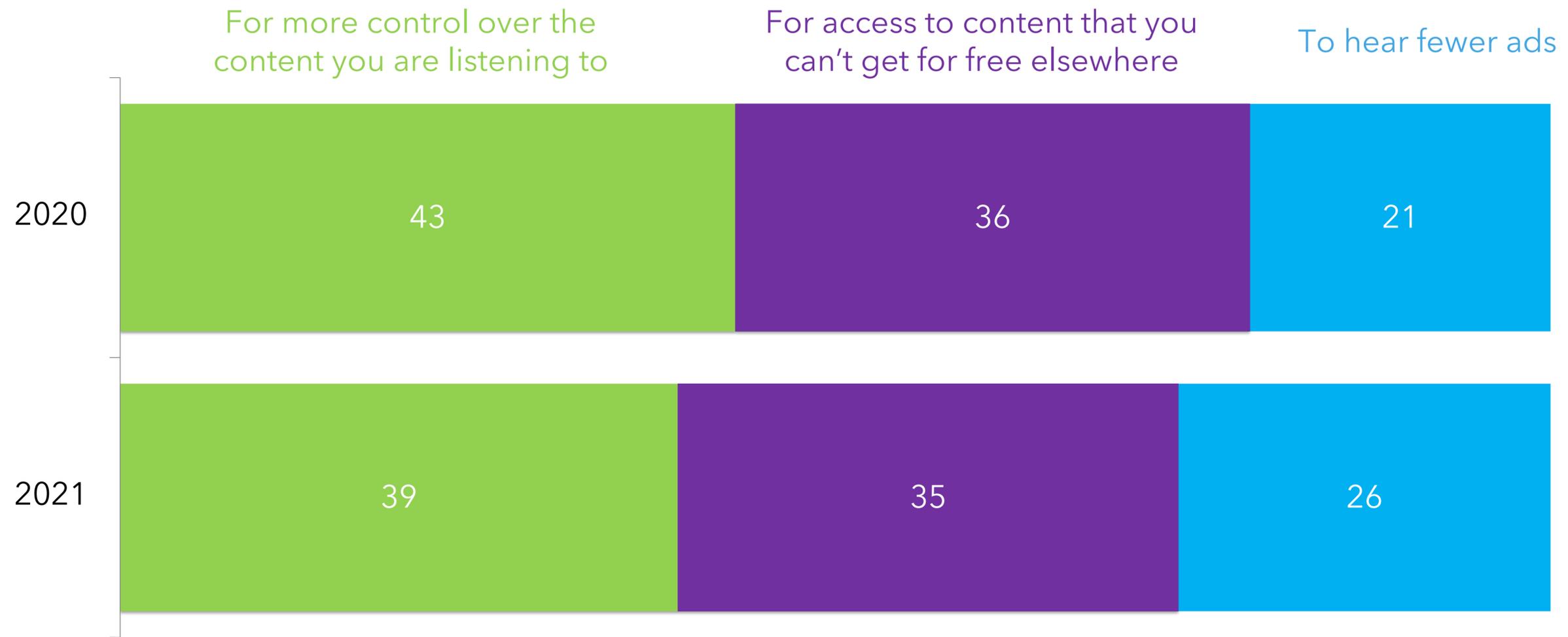
Base: Listen to podcasts for at least 5 hours per week

DO YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO:



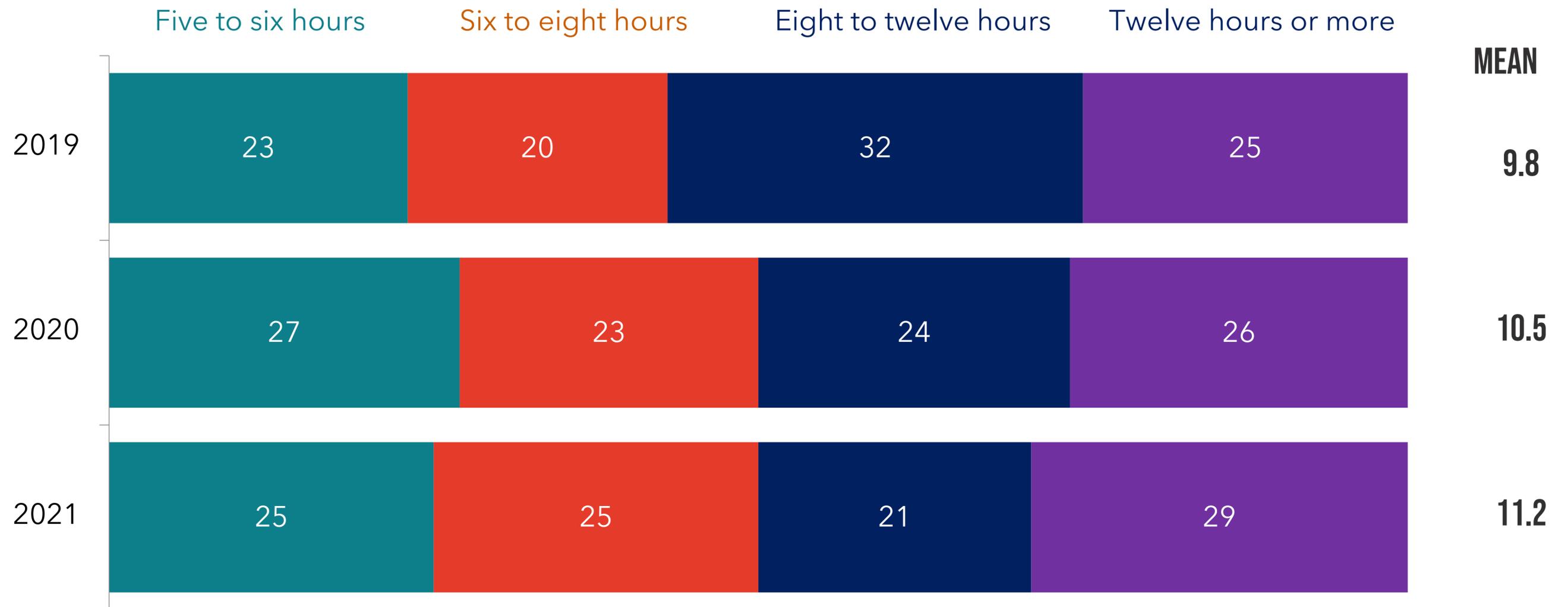
Base: Listen to podcasts for at least 5 hours per week

WHICH OF THE FOLLOWING BEST DESCRIBES THE MOST IMPORTANT REASON WHY YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO AN AUDIO LISTENING SERVICE?



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

WEEKLY TIME SPENT LISTENING TO PODCASTS:



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

PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

37%

agree

2020

49%

agree

2021

50%

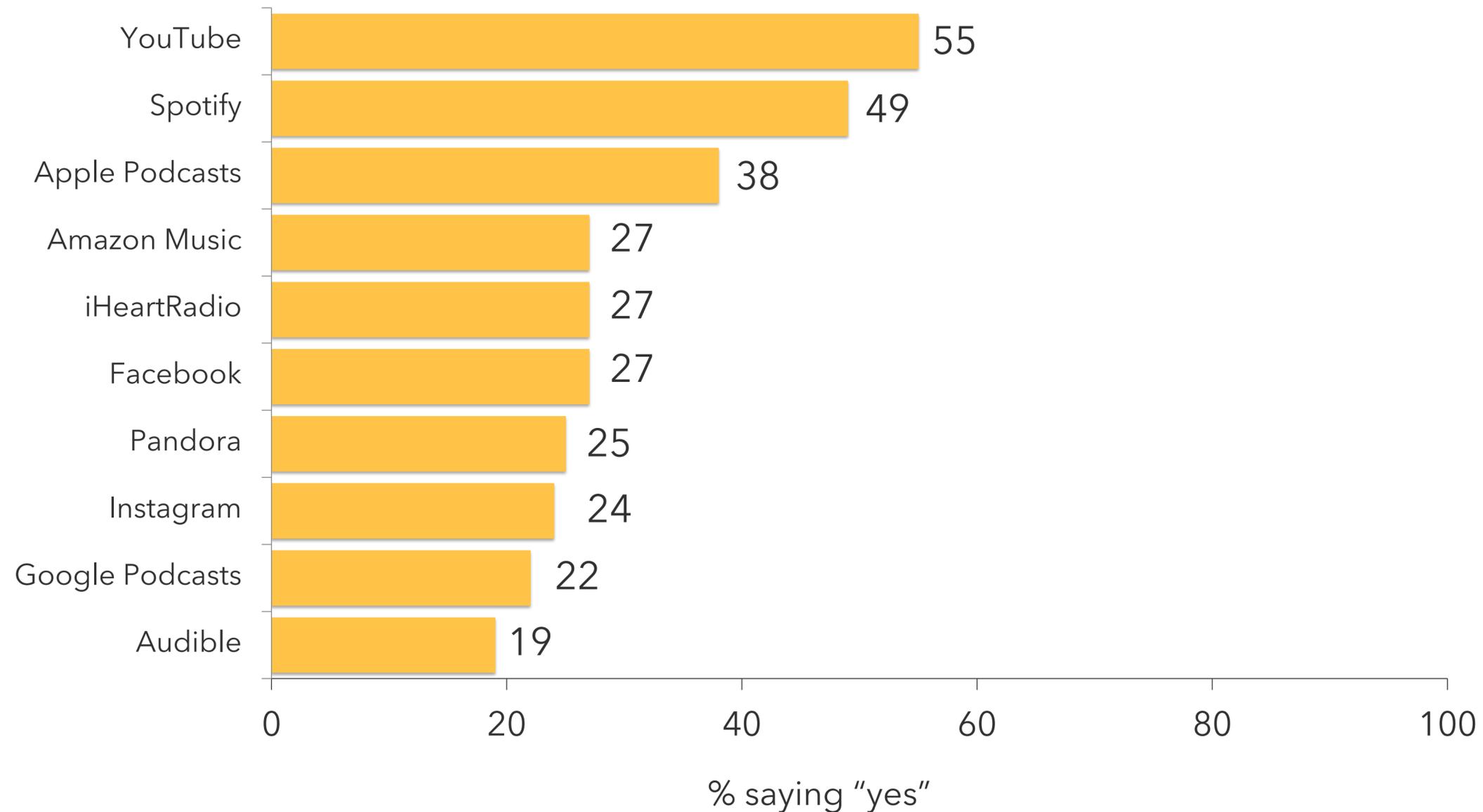
agree

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

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

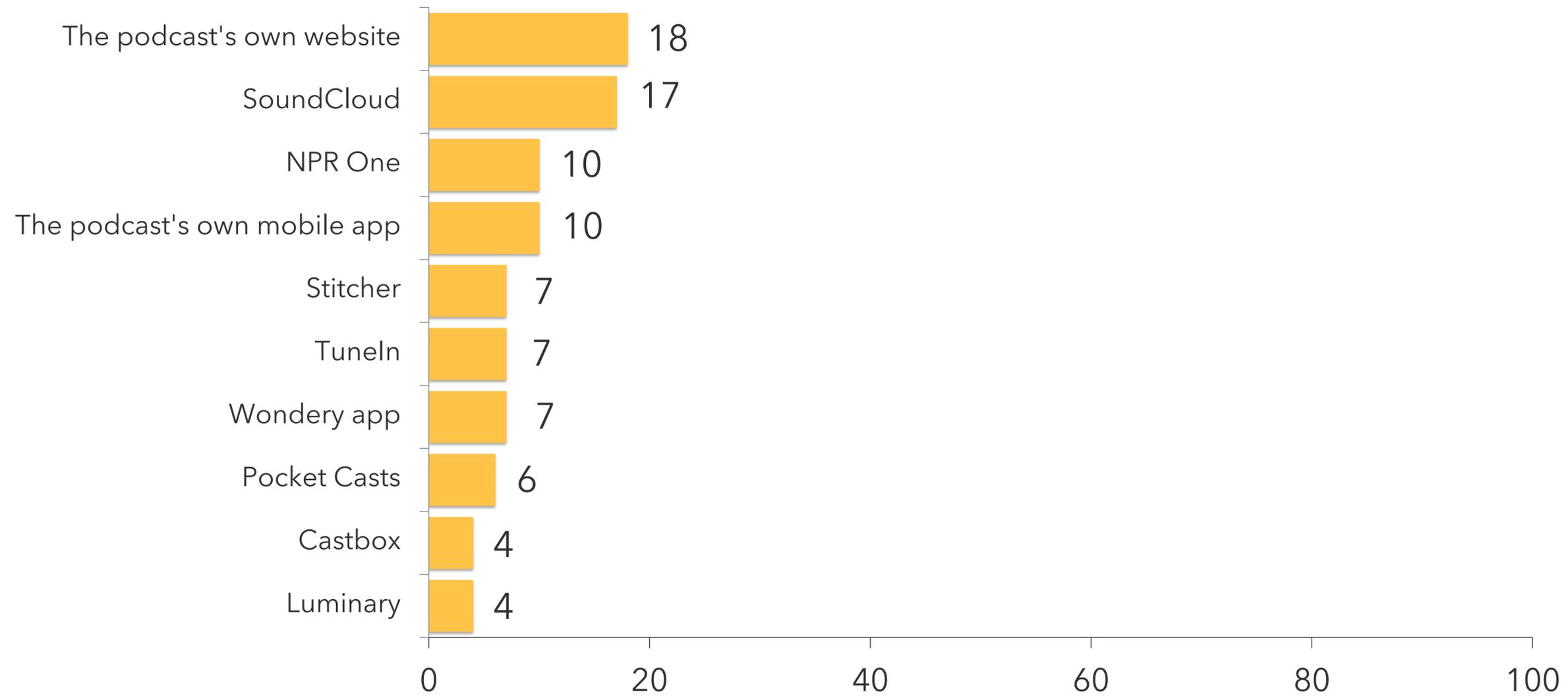
Base: Listen to podcasts for at least 5 hours per week

DO YOU CURRENTLY EVER LISTEN TO PODCASTS THROUGH...



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

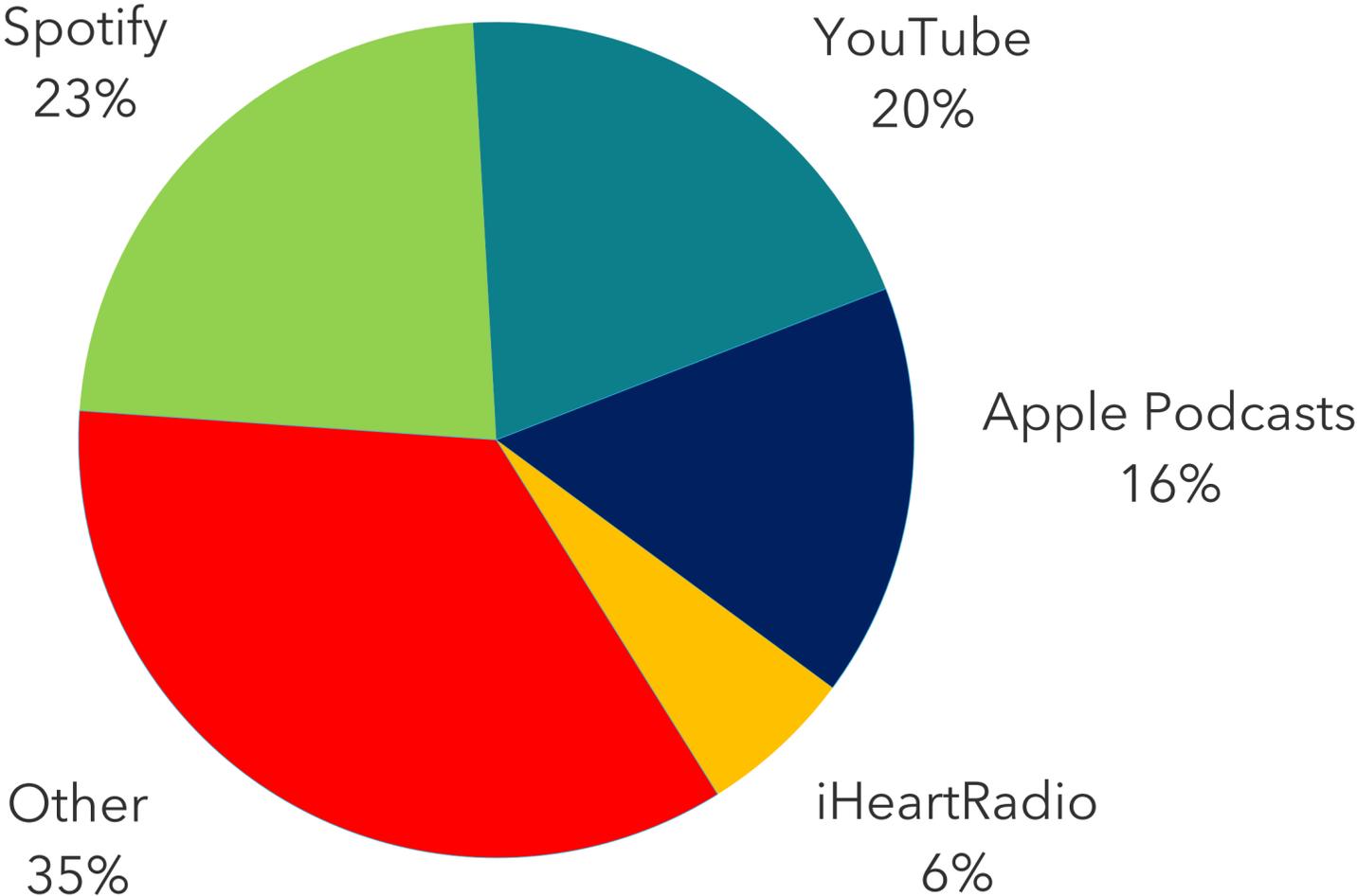
DO YOU CURRENTLY EVER LISTEN TO PODCASTS THROUGH...



% saying "yes"

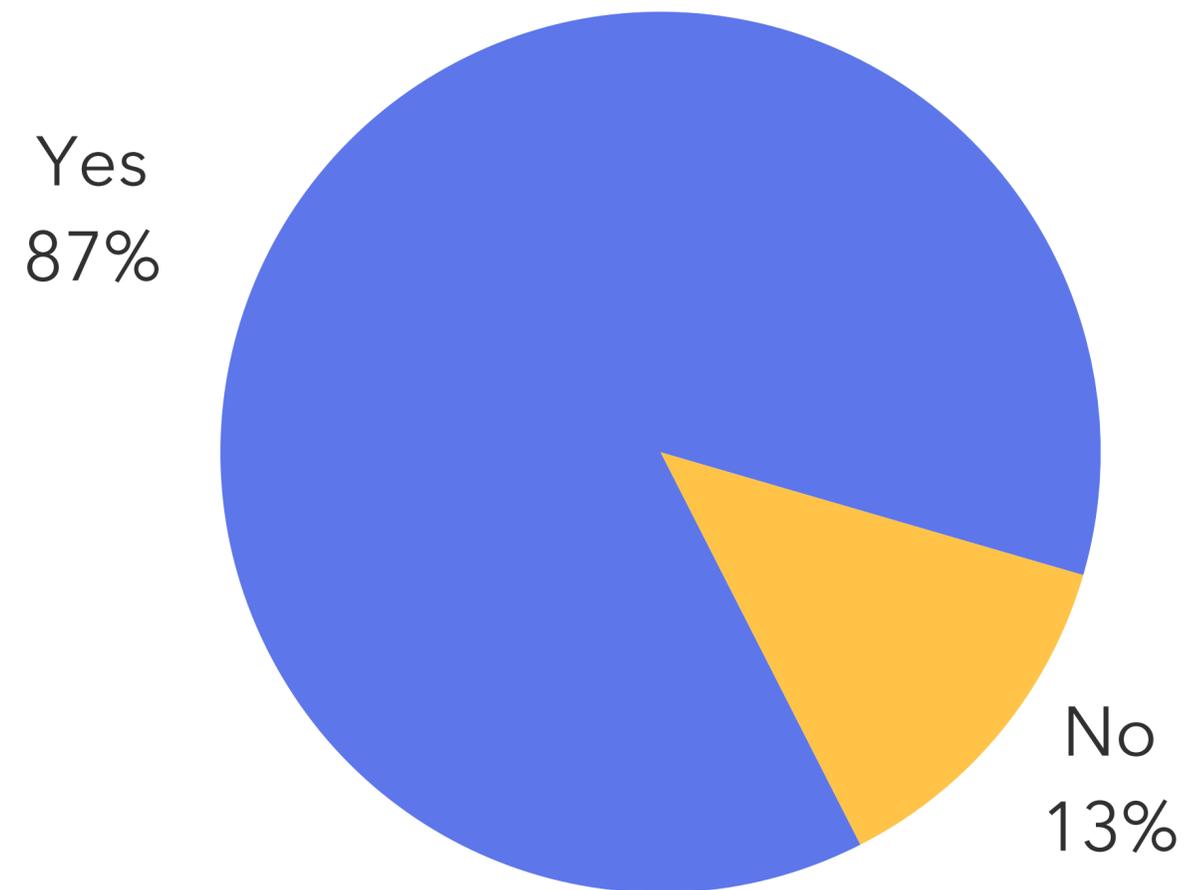
Base: Listen to podcasts for at least 5 hours per week

ON WHICH SERVICE DO YOU MOST OFTEN LISTEN TO PODCASTS?



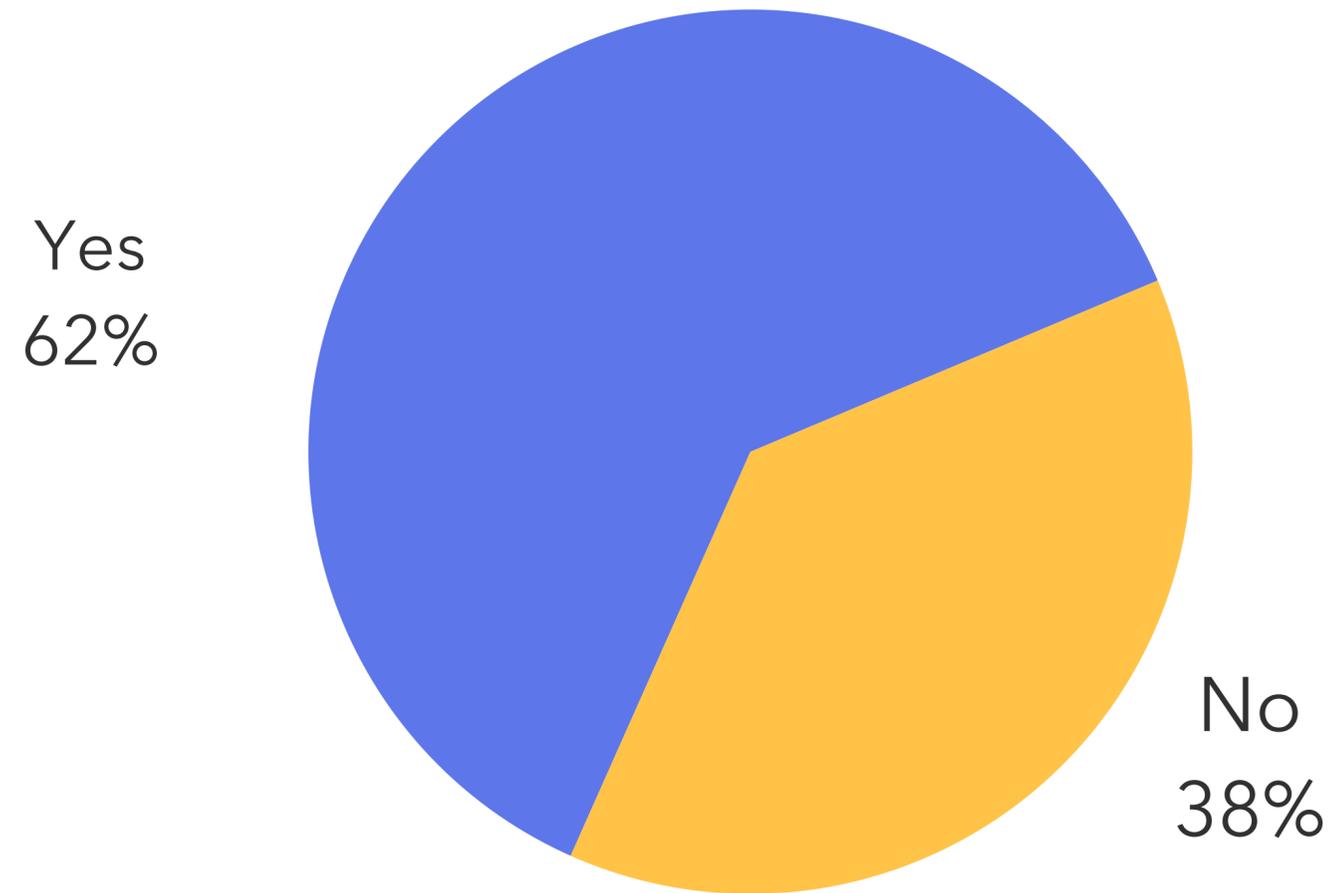
Base: Listen to podcasts for at least 5 hours per week

IF YOUR FAVORITE PODCAST BECAME EXCLUSIVE TO A SPECIFIC SERVICE WOULD YOU BE WILLING TO USE THAT SERVICE?



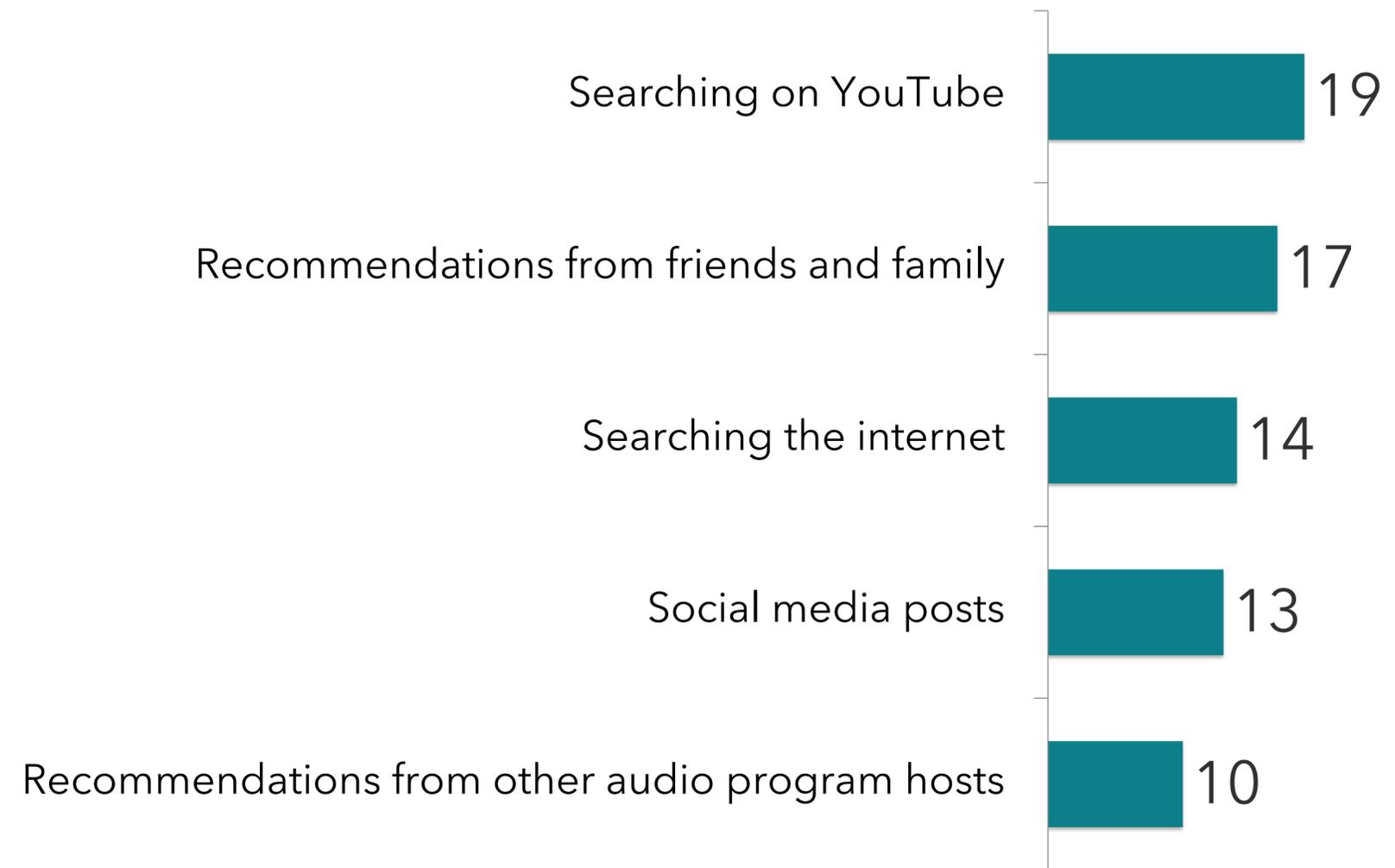
Base: Listen to podcasts for at least 5 hours per week

IF YOUR FAVORITE PODCAST BECAME EXCLUSIVE TO A SPECIFIC SERVICE AND IT REQUIRED PAYMENT TO LISTEN, WOULD YOU BE WILLING TO SUBSCRIBE TO THAT SERVICE?



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

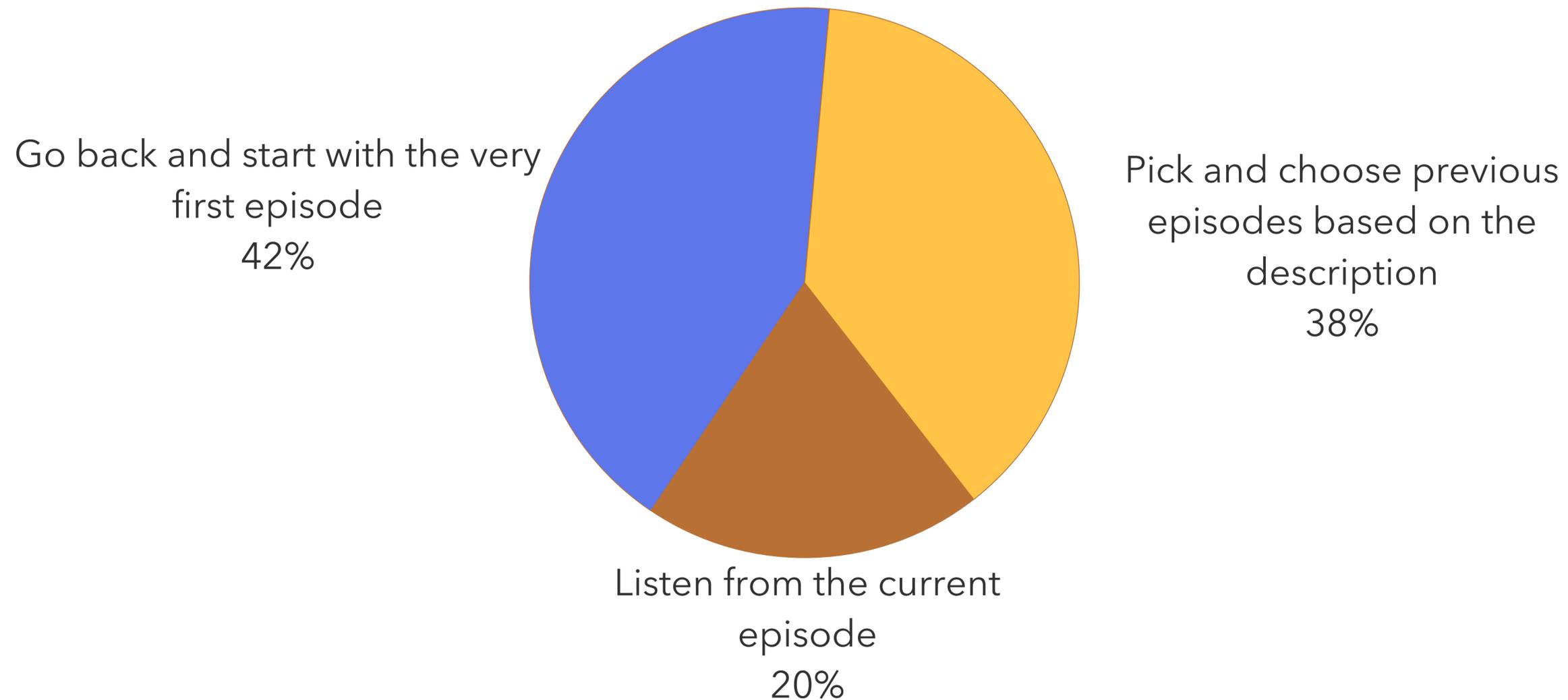
IN GENERAL, HOW DO YOU DISCOVER PODCASTS MOST OFTEN?



% saying "yes"

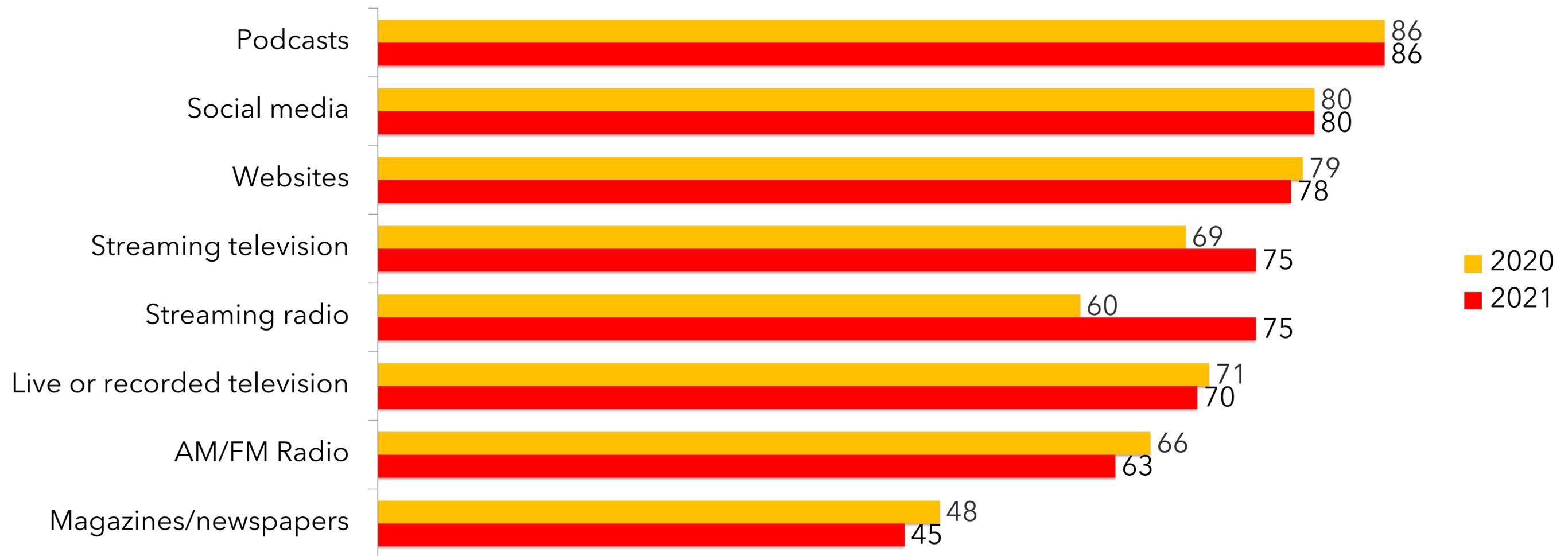
Base: Listen to podcasts for at least 5 hours per week

IF YOU START LISTENING TO AN EXISTING PODCAST THAT IS NEW TO YOU, AND YOU DECIDE TO CONTINUE LISTENING TO THE SHOW, WHAT ARE YOU MOST INCLINED TO DO?



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

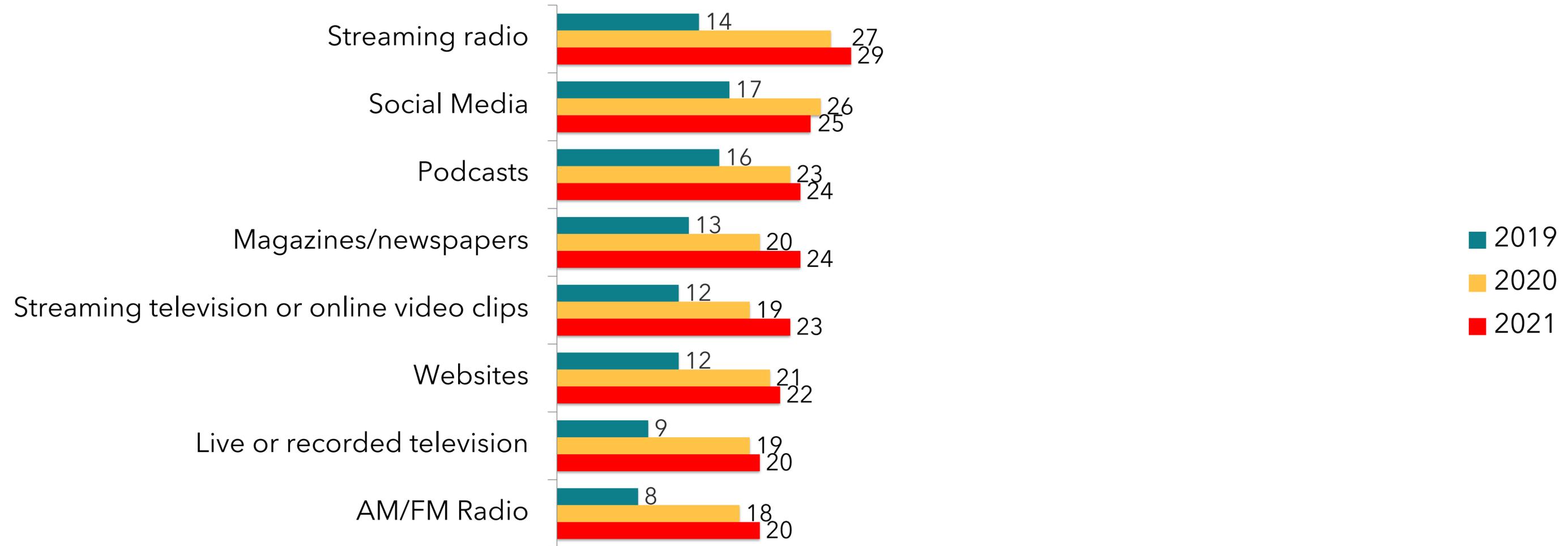
IN THE LAST WEEK, HAVE YOU SEEN OR HEARD ADVERTISING IN ANY OF THE FOLLOWING PLACES?



% saying "yes"

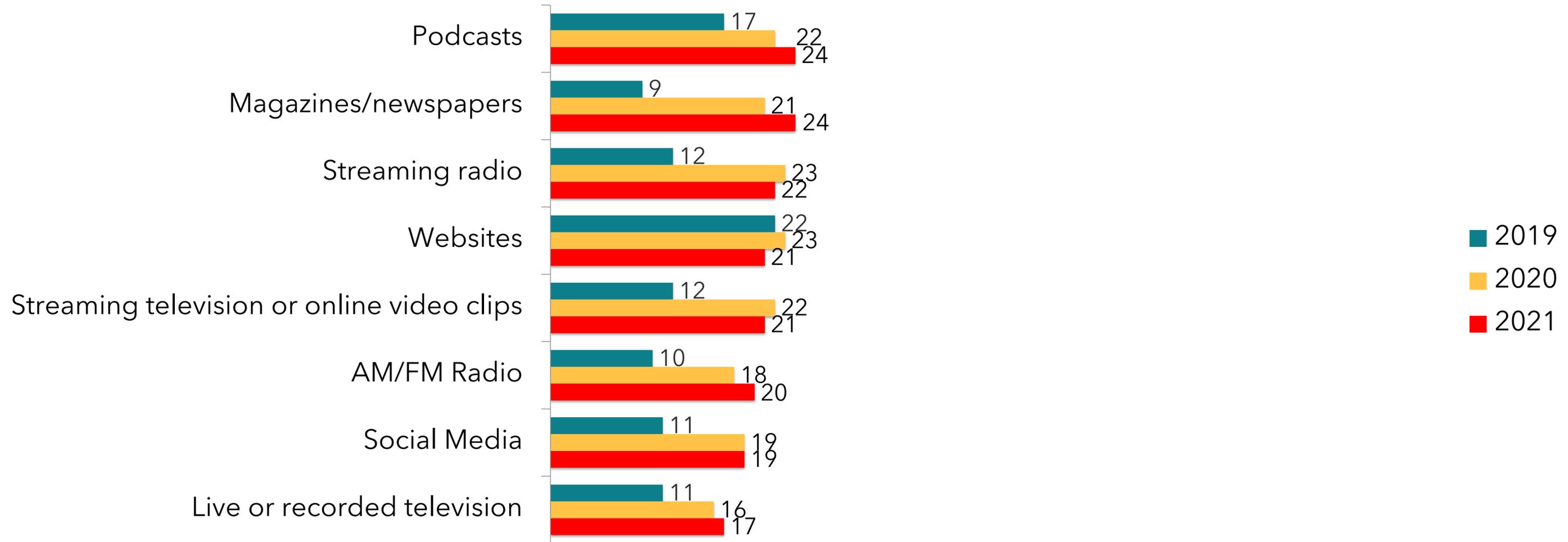
Base: Listen to podcasts for at least 5 hours per week

AGREE/DISAGREE STATEMENT: THE PRODUCTS AND SERVICES YOU LEARN ABOUT ON [SOURCE] ARE GENERALLY RELEVANT TO YOUR INTERESTS?



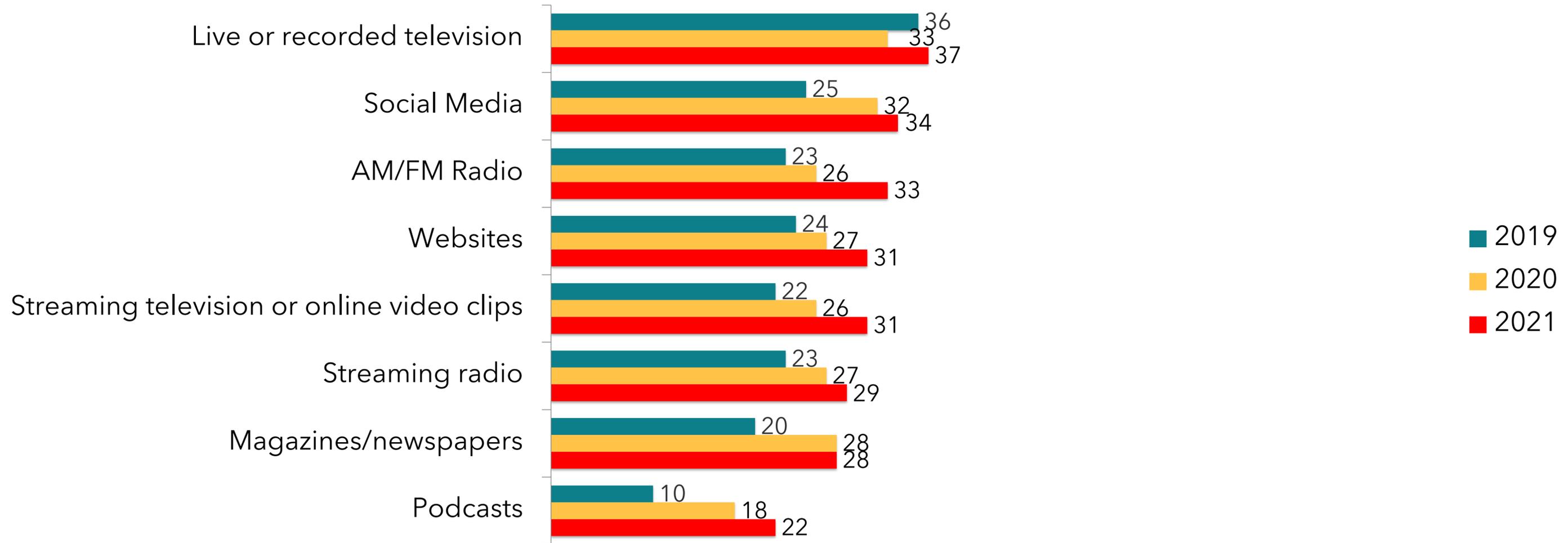
% saying "strongly agree" (5) on a 5-point scale
Base: Listen to podcasts for at least 5 hours per week

AGREE/DISAGREE STATEMENT: YOU ARE MORE WILLING TO CONSIDER PRODUCTS AND SERVICES AFTER YOU LEARN ABOUT THEM ON [SOURCE]?



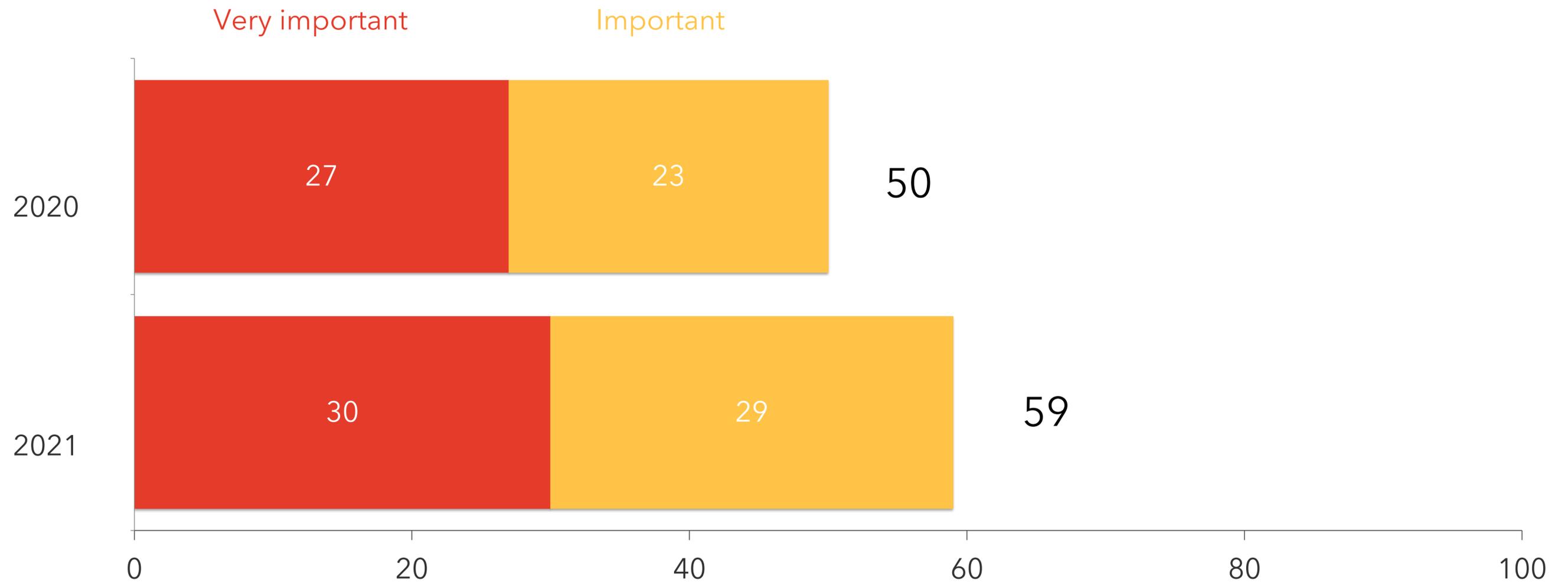
% saying "strongly agree" (5) on a 5-point scale
Base: Listen to podcasts for at least 5 hours per week

AGREE/DISAGREE STATEMENT: RELATIVE TO OTHER TYPES OF MEDIA, THERE ARE WAY TOO MANY ADVERTISEMENTS ON [SOURCE]?



% saying "strongly agree" (5) on a 5-point scale
Base: Listen to podcasts for at least 5 hours per week

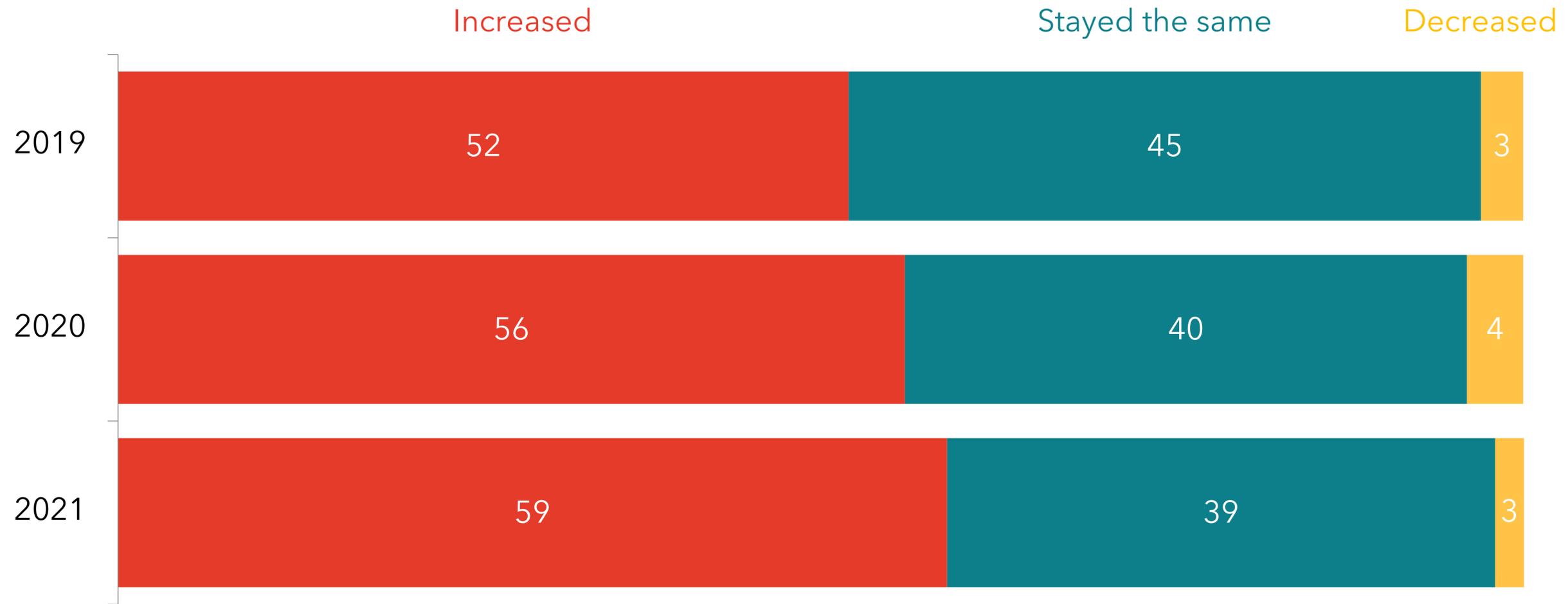
HOW IMPORTANT IS IT TO YOU TO LIMIT YOUR EXPOSURE TO ADVERTISING?



% saying "very important" (5) or "important" (4) on a 5-point scale

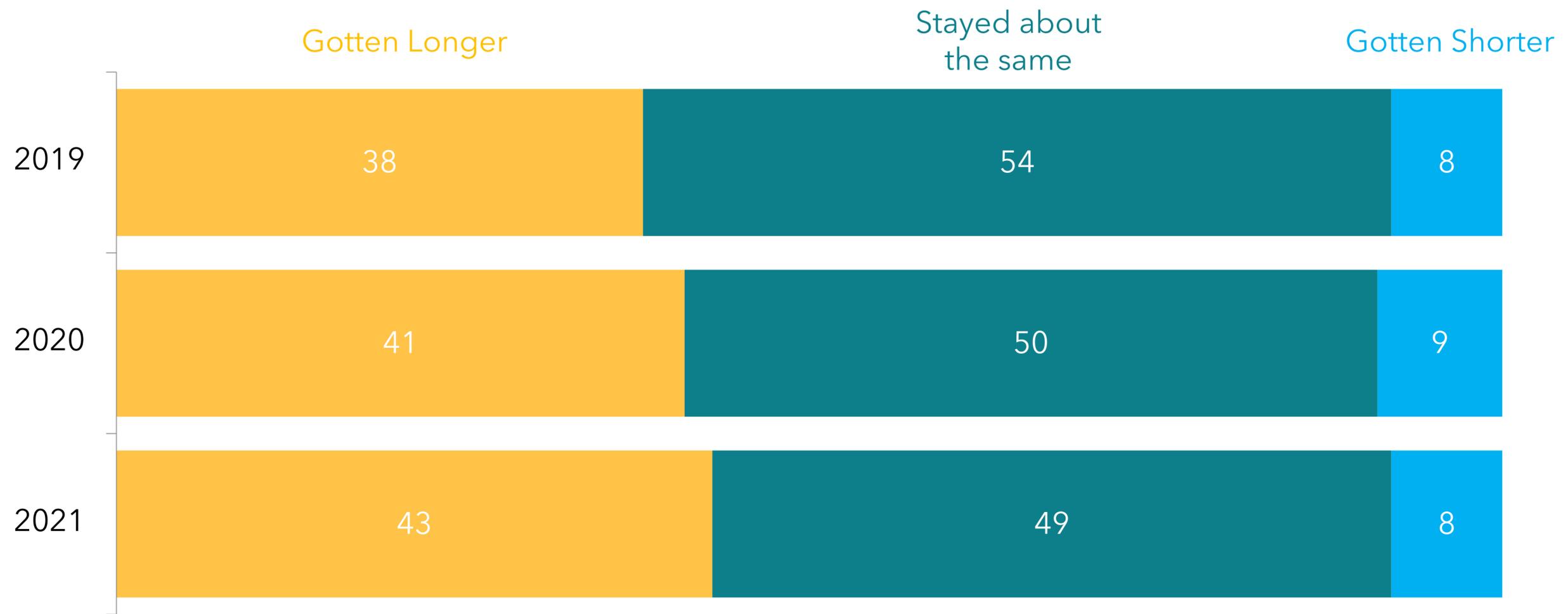
Base: Listen to podcasts for at least 5 hours per week

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



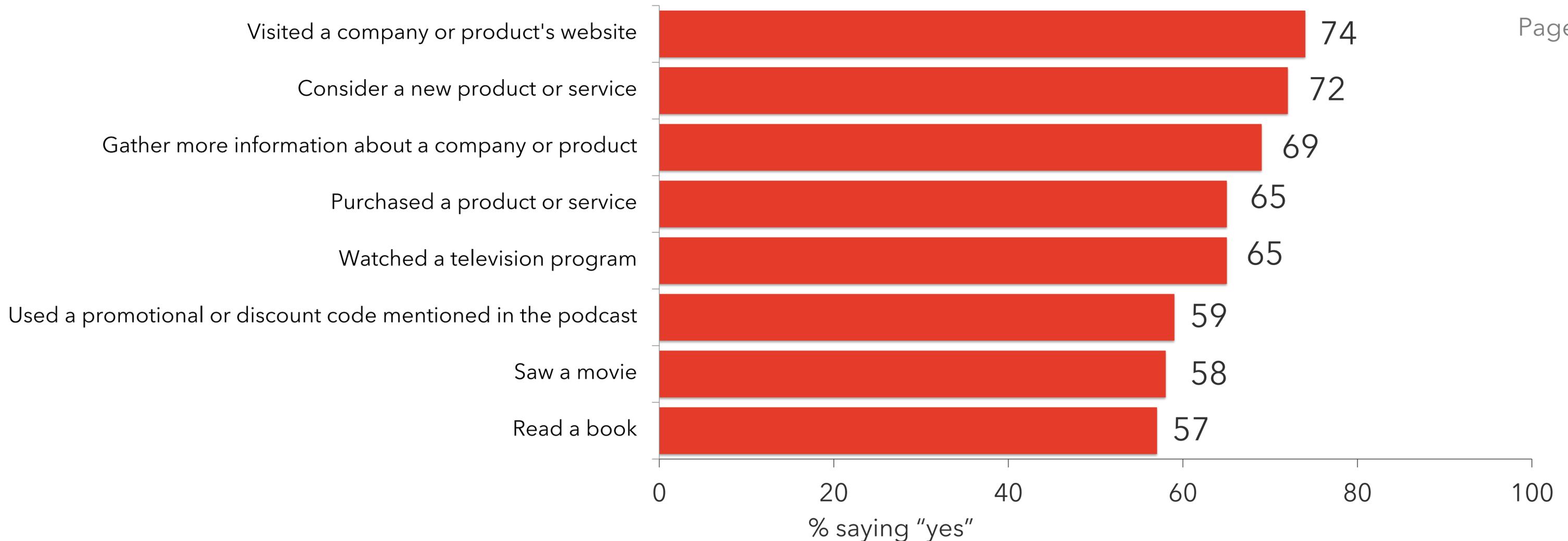
Base: Listen to podcasts for at least 5 hours per week

COMPARED TO ONE YEAR AGO, DO YOU THINK THE LENGTH OF THE AVERAGE ADVERTISING BREAK IN THE PODCASTS YOU REGULARLY LISTEN TO HAS...?



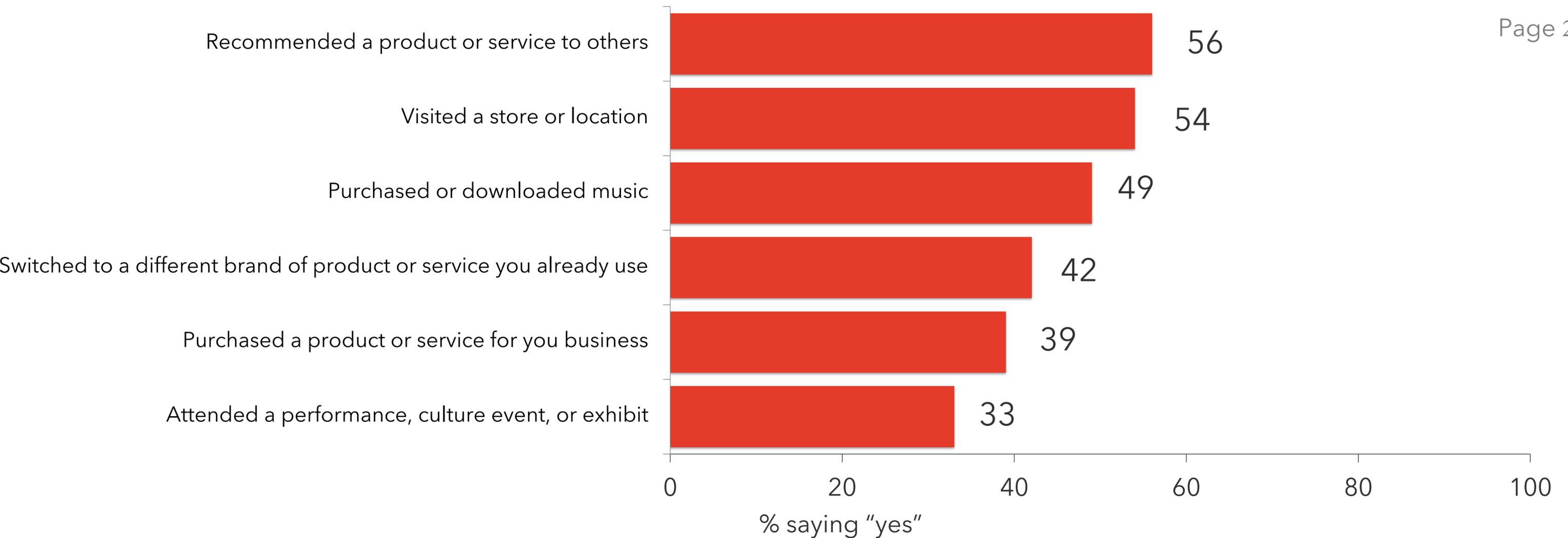
Base: Listen to podcasts for at least 5 hours per week

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



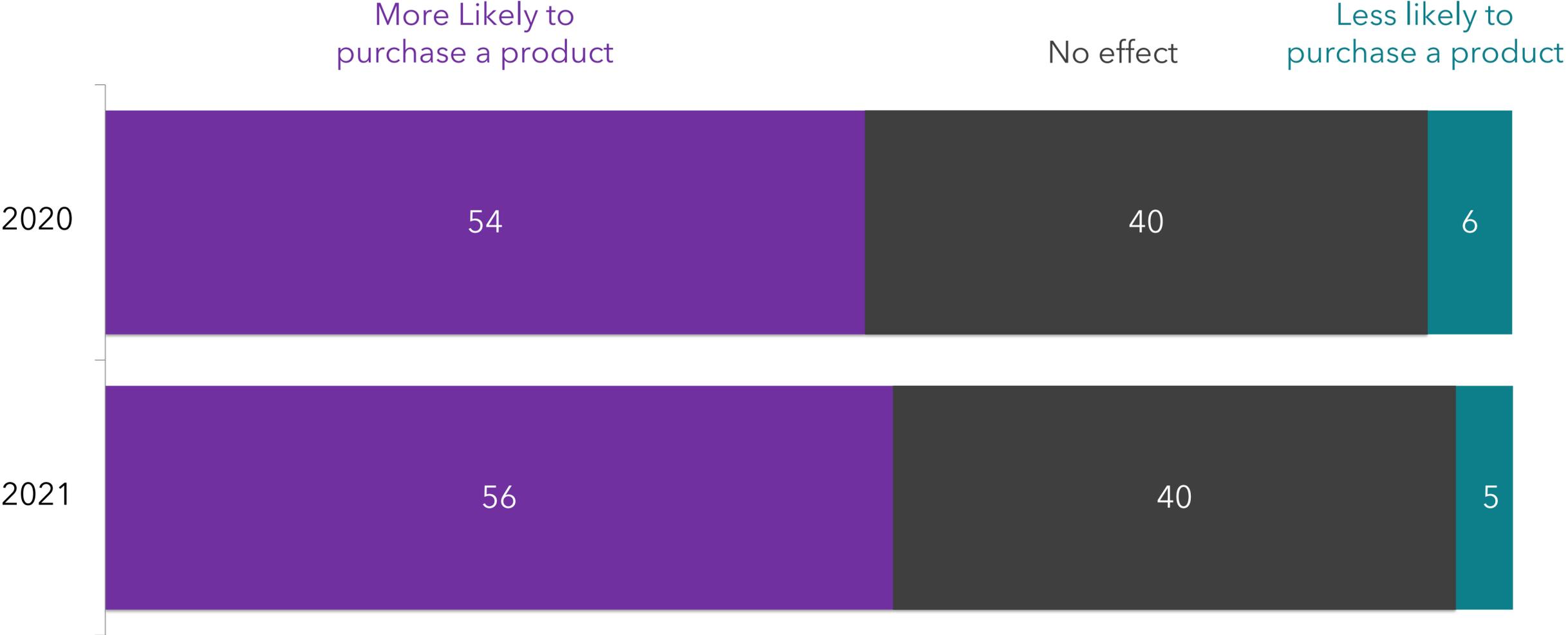
Base: Listen to podcasts for at least 5 hours per week

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



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

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



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

PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

40%

agree

2020

45%

agree

2021

49%

agree

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

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

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

PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

44%

agree

2020

48%

agree

2021

51%

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)

2019

44%

agree

2020

49%

agree

2021

53%

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)

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

PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

43%

agree

2020

46%

agree

2021

53%

agree

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

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

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

PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

60%

agree

2020

64%

agree

2021

64%

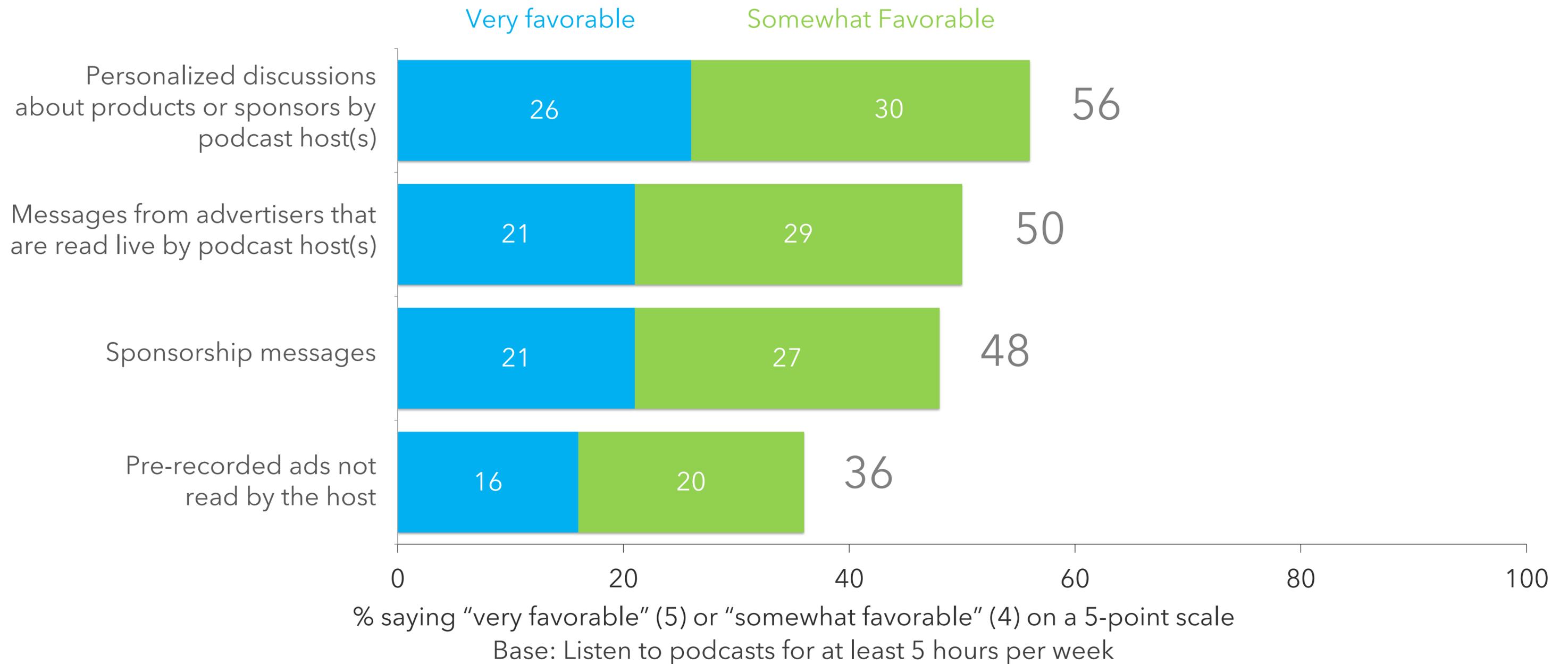
agree

You appreciate podcast advertisers for supporting your favorite podcasts

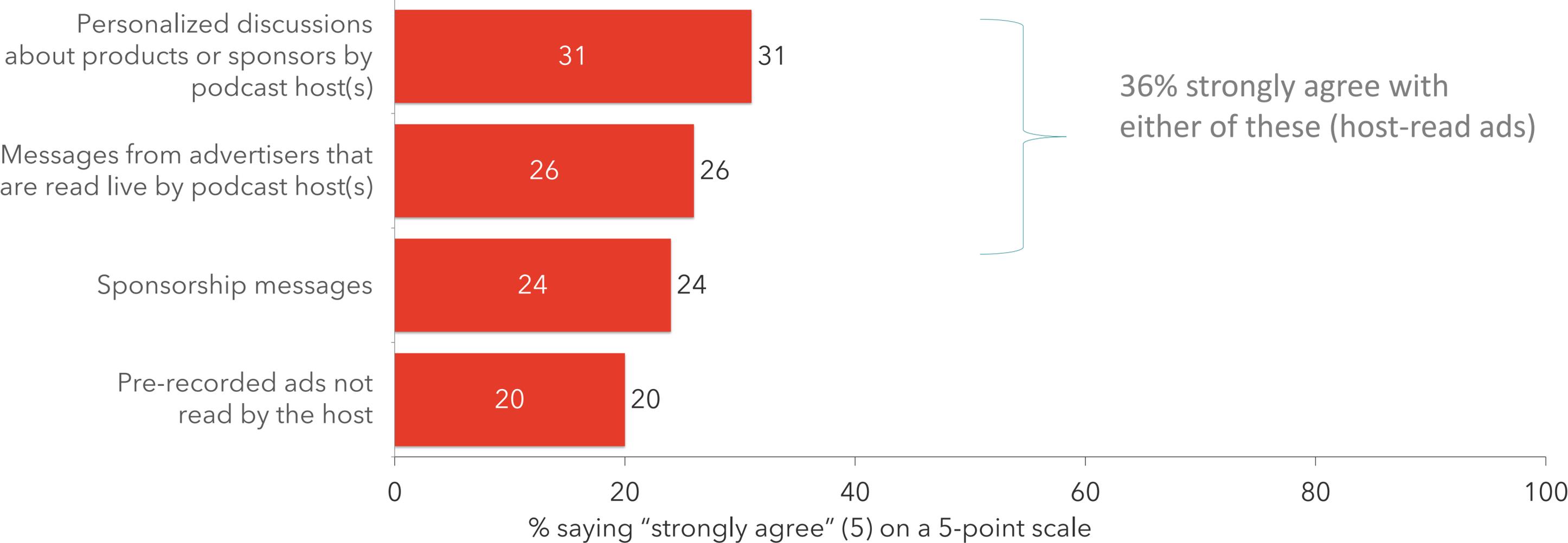
% agreeing ('4' or '5' on a 5-point scale)

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

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

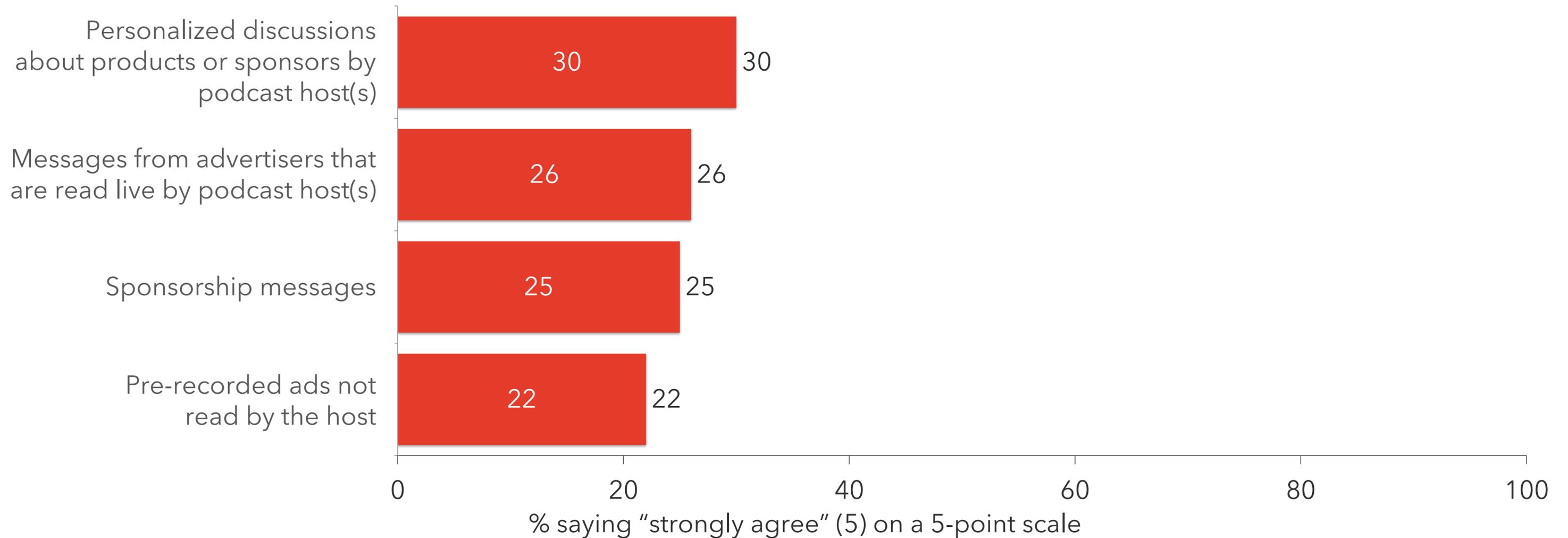


YOU PAY MORE ATTENTION TO [METHOD] THAN OTHER TYPES OF ADVERTISEMENTS ON PODCASTS?



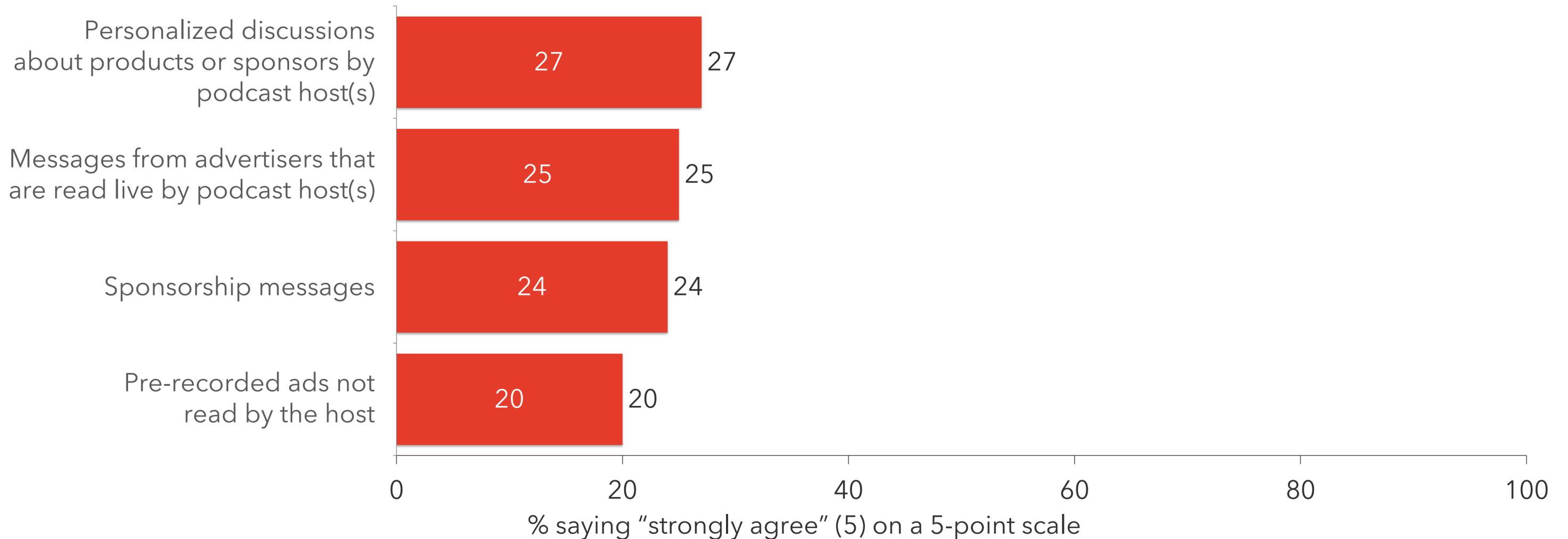
Base: Listen to podcasts for at least 5 hours per week and favorable toward method

[METHOD] ARE A GOOD FIT FOR PODCASTS



Base: Listen to podcasts for at least 5 hours per week and favorable toward method

COMPANIES THAT USE [METHOD] ON PODCASTS UNDERSTAND HOW TO REACH PEOPLE LIKE YOU



Base: Listen to podcasts for at least 5 hours per week and favorable toward method



SUPER LISTENERS 2021

