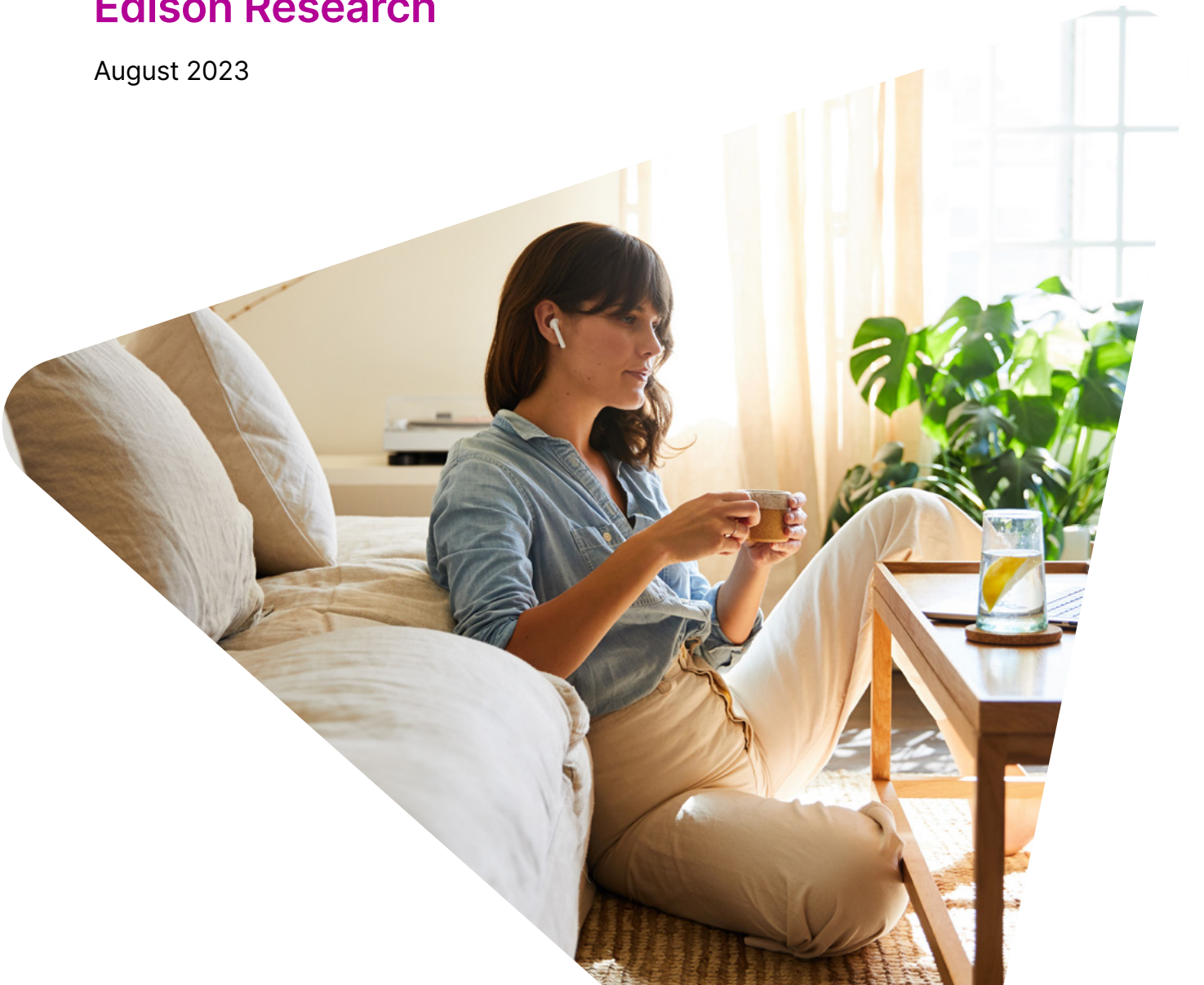


Client report

# Podcasting today

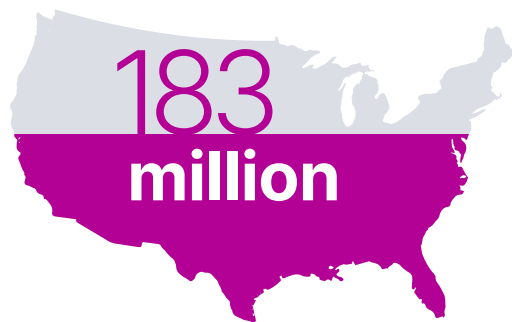
Audience Insights from Nielsen and  
Edison Research

August 2023



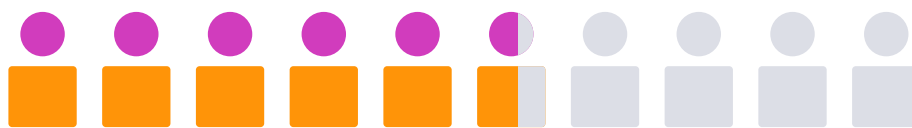
# The podcast landscape

The U.S. podcasting landscape has changed dramatically in only a short amount of time. The number of Americans listening has increased by 45% in the last five years alone, and more than doubled in the past decade.



**Have ever listened to a podcast**

(64% of 12+ U.S. population, up from 62% in 2022)

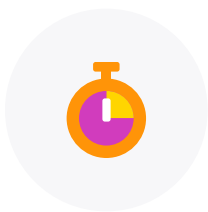


**53%** of those age 12-54 are monthly podcast listeners



Source: Edison Research, "Infinite Dial," 2023, Persons 12+

# Podcast time spent is shifting

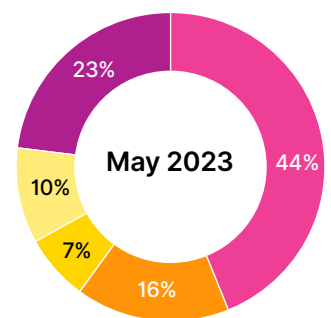
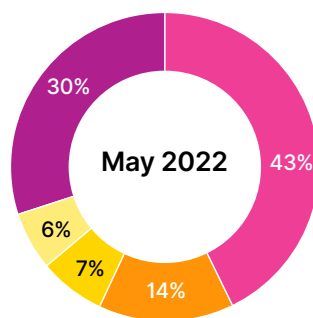
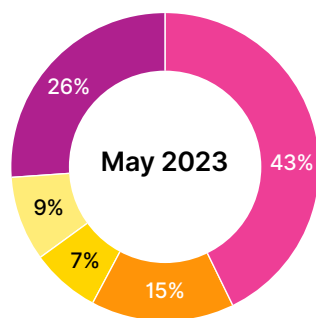
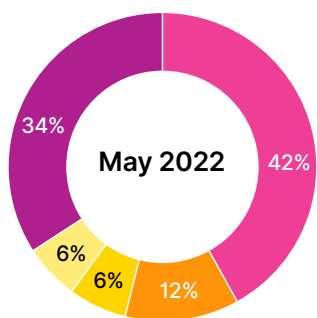


Podcast consumers have shifted their habits when it comes to the amount of weekly time being spent. Across all views, lighter (shorter) listening declined as a percent of total time while heavier (longer) listening increased.

## Time spent listening to podcasts in typical week

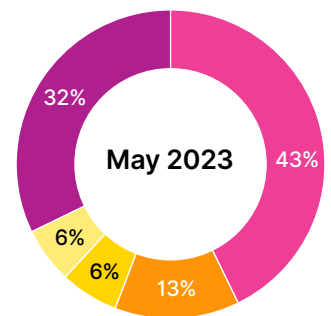
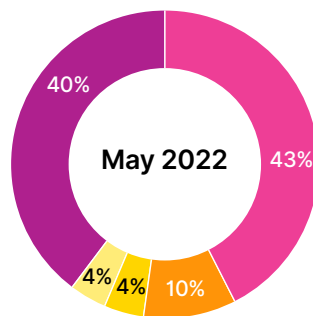
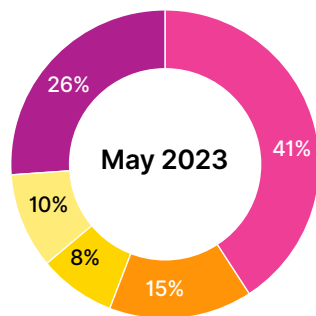
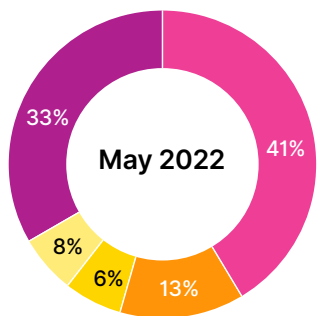
Adults 18+

Adults 18-34



Adults 35-49

Adults 50+



● Less than 1 hour
● 1-4 hours
● 5-7 hours
● 8-10 hours
● Over 10 hours

**Among consumers 18-34, heavy podcast listening time (10+ hours) increased by two thirds in the past year.**

Source: Nielsen Scarborough Podcast Buying Power, R2 2021 (May 2022) to R2 2022 (May 2023), Adults 18+



All of these consumers had a smaller percentage of light usage in 2023 compared to the year prior.



## Time spent listening to podcasts in typical week

| Hispanic 18+     | May 2022 | May 2023 |
|------------------|----------|----------|
| Less than 1 hour | 31%      | 30%      |
| 1-4 hours        | 46%      | 44%      |
| 5-7 hours        | 10%      | 13%      |
| 8-10 hours       | 7%       | 5%       |
| Over 10 hours    | 5%       | 8%       |

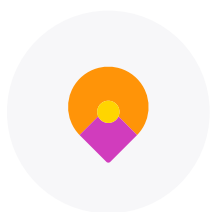
| Black 18+<br>(non-Hispanic) | May 2022 | May 2023 |
|-----------------------------|----------|----------|
| Less than 1 hour            | 28%      | 22%      |
| 1-4 hours                   | 51%      | 50%      |
| 5-7 hours                   | 13%      | 12%      |
| 8-10 hours                  | 5%       | 7%       |
| Over 10 hours               | 4%       | 8%       |

| Asian 18+<br>(non-Hispanic) | May 2022 | May 2023 |
|-----------------------------|----------|----------|
| Less than 1 hour            | 36%      | 25%      |
| 1-4 hours                   | 39%      | 42%      |
| 5-7 hours                   | 13%      | 16%      |
| 8-10 hours                  | 6%       | 7%       |
| Over 10 hours               | 7%       | 9%       |

| White 18+<br>(non-Hispanic) | May 2022 | May 2023 |
|-----------------------------|----------|----------|
| Less than 1 hour            | 35%      | 26%      |
| 1-4 hours                   | 41%      | 41%      |
| 5-7 hours                   | 13%      | 16%      |
| 8-10 hours                  | 5%       | 7%       |
| Over 10 hours               | 7%       | 9%       |

Source: Nielsen Scarborough Podcast Buying Power, R2 2021 (May 2022) to R2 2022 (May 2023), Adults 18+

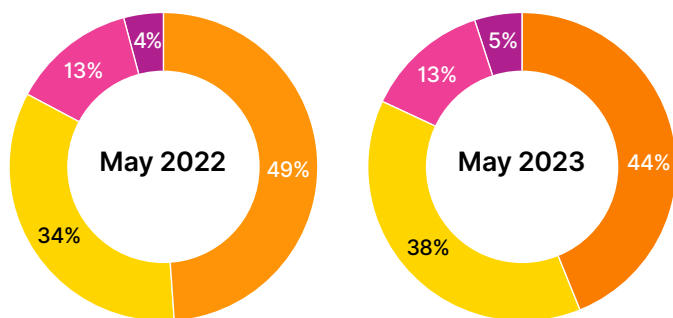
# Listening while in transit is on the rise



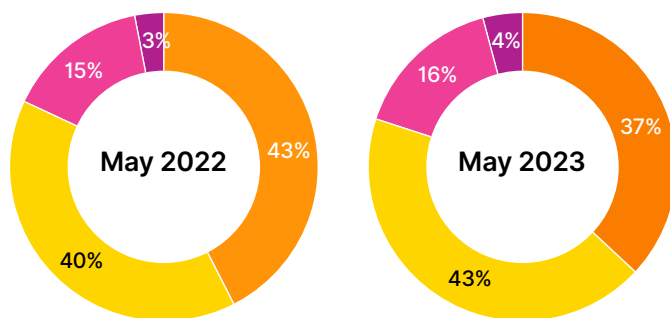
The jump in listening while in the car (or on public transportation) is noticeable across all age groups. It is now the most popular location to listen to podcasts among consumers 18-34 and 35-49.

## Where listen to podcasts most often

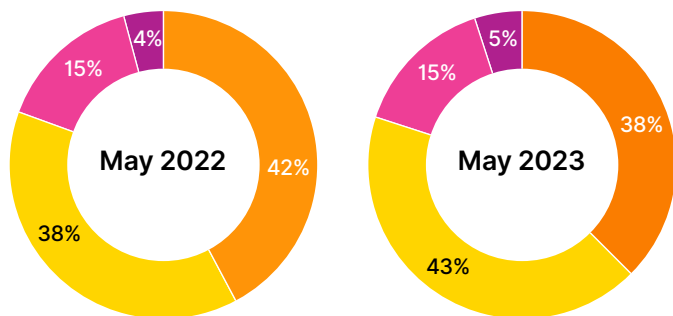
Adults 18+



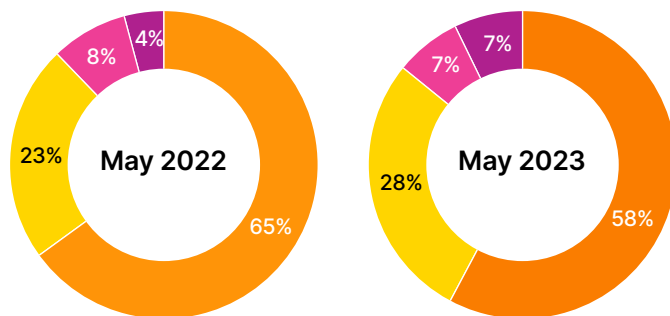
Adults 18-34



Adults 35-49







Adults 50+











● At home
 ● In transit (car or public transportation)
 ● At work
 ● Other





Source: Nielsen Scarborough Podcast Buying Power, R2 2021 (May 2022) to R2 2022 (May 2023), Adults 18+

## Where listen to podcasts most often

| Hispanic 18+  | May 2022 | May 2023 |
|---|----------|----------|
|  At home                                   | 48%      | 44%      |
|  In transit (car or public transportation) | 35%      | 36%      |
|  At work                                   | 13%      | 18%      |
|  Other                                     | 4%       | 3%       |

| Black 18+ (non-Hispanic)  | May 2022 | May 2023 |
|---|----------|----------|
|  At home                                   | 52%      | 49%      |
|  In transit (car or public transportation) | 30%      | 32%      |
|  At work                                   | 15%      | 15%      |
|  Other                                     | 3%       | 4%       |

| Asian 18+ (non-Hispanic)  | May 2022 | May 2023 |
|---|----------|----------|
|  At home                                   | 43%      | 37%      |
|  In transit (car or public transportation) | 42%      | 47%      |
|  At work                                 | 10%      | 10%      |
|  Other                                   | 5%       | 6%       |

| White 18+ (non-Hispanic)  | May 2022 | May 2023 |
|---|----------|----------|
|  At home                                   | 49%      | 44%      |
|  In transit (car or public transportation) | 35%      | 39%      |
|  At work                                 | 12%      | 11%      |
|  Other                                   | 4%       | 6%       |

Source: Nielsen Scarborough Podcast Buying Power, R2 2021 (May 2022) to R2 2022 (May 2023), Adults 18+

**Nearly half (47%) of all podcast usage among Asian consumers happens while in transit.**





# Monthly podcast listeners - growth

The amount of monthly podcast consumers has grown across the board in the past five years, but in particular among Hispanic and Asian consumers, percentage-wise.

## Monthly podcast audience & percent growth (5-year trend)

|                      | Change (5 Years) |
|----------------------|------------------|
| Total                | ▲ 68%            |
| Hispanic             | ▲ 95%            |
| Black (non-Hispanic) | ▲ 45%            |
| Asian (non-Hispanic) | ▲ 76%            |
| White (non-Hispanic) | ▲ 66%            |

Source: Nielsen Scarborough Podcast Buying Power, R2 2018 (May 2019) to R2 2022 (May 2023), Adults 18+

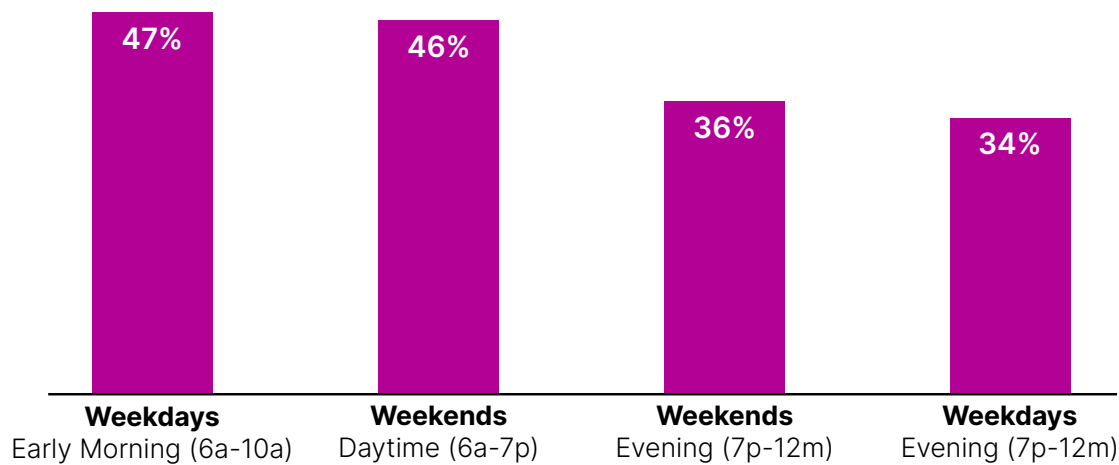


The number of monthly Hispanic podcast consumers has nearly doubled.






# Co-listening

As podcasting popularity grows, co-listening is increasing. Specifically, teenage children (aged 13-17) listening with their parents is happening most often during weekday mornings and on the weekends.

## Time of day typically listen with teenagers listening to the same episodes as you



## Top genres most interested in listening to among co-listening households

| Genre   |                   |     |
|---|-------------------|-----|
|  | Comedy            | 46% |
|  | True Crime        | 36% |
|  | Society & Culture | 36% |
|  | News              | 36% |
|  | Education         | 33% |



Source: Nielsen Scarborough Podcast Buying Power, R2 2022 (May 2023), Adults 18+



# Top genres



Comedy, News and Society & Culture remain the most popular genres, but in the past five years alone, True Crime's audience has doubled while Fiction has nearly done the same. TV & Film has grown by nearly 70%. Among the top three genres, Comedy and Society & Culture have added the most new audience.

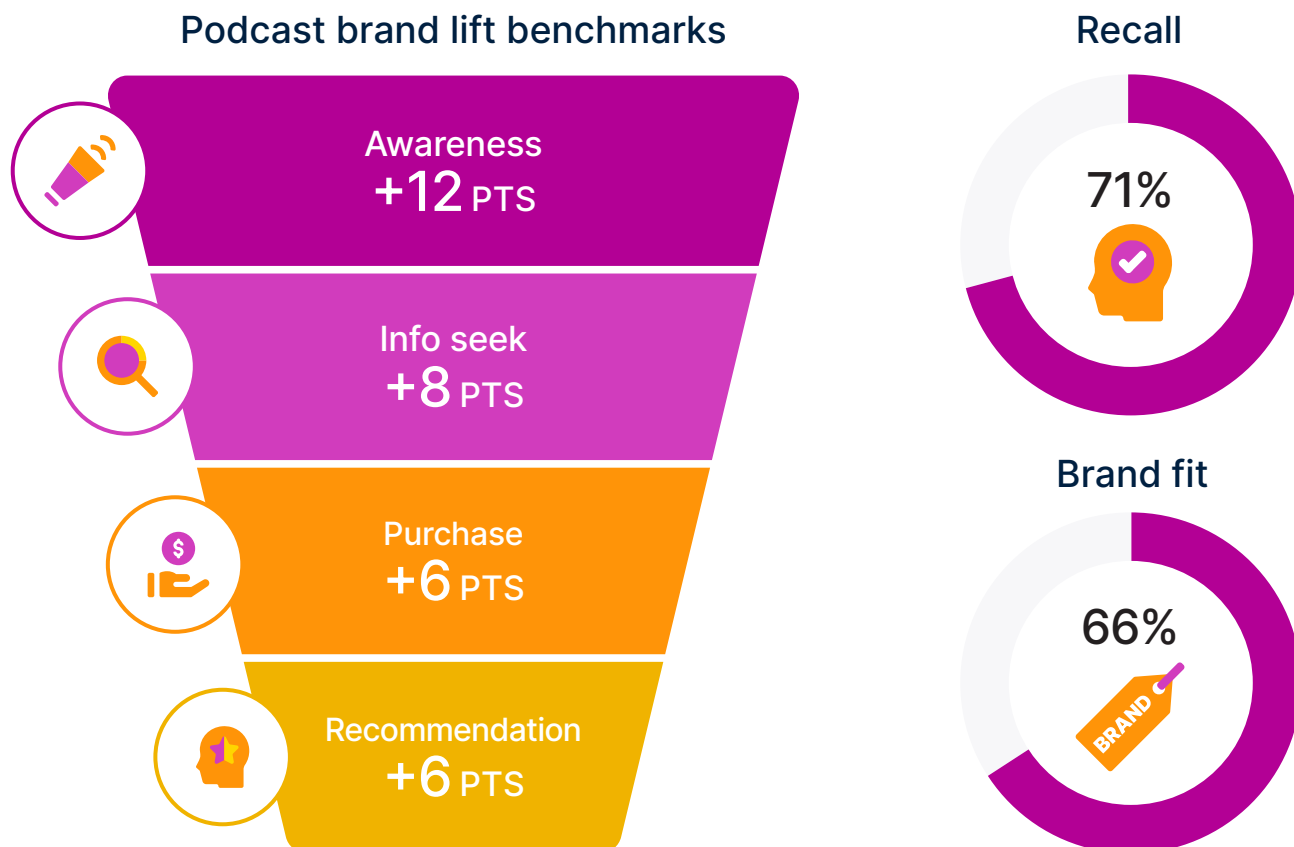
| Podcast genres          | May 2019 listeners | May 2023 listeners (ranked) | Change |
|-------------------------|--------------------|-----------------------------|--------|
| Comedy                  | 17,056,049         | 28,037,106                  | 64%    |
| News                    | 17,677,927         | 23,858,773                  | 35%    |
| Society & Culture       | 14,326,250         | 23,376,726                  | 63%    |
| True Crime              | 10,382,429         | 20,794,054                  | 100%   |
| Education               | 11,677,723         | 19,281,312                  | 65%    |
| History                 | 10,033,558         | 16,537,133                  | 65%    |
| Health & Fitness        | 11,522,093         | 16,368,138                  | 42%    |
| Music                   | 10,414,129         | 15,095,480                  | 45%    |
| Business                | 10,513,916         | 14,904,118                  | 42%    |
| TV & Film               | 8,543,399          | 14,419,471                  | 69%    |
| Science                 | 9,332,117          | 14,358,399                  | 54%    |
| Sports                  | 10,132,777         | 14,076,280                  | 39%    |
| Arts                    | 8,395,985          | 12,866,196                  | 53%    |
| Religion & Spirituality | 7,705,373          | 11,680,003                  | 52%    |
| Leisure                 | 7,179,375          | 11,462,748                  | 60%    |
| Fiction                 | 5,628,916          | 10,863,847                  | 93%    |
| Technology              | 7,599,887          | 9,620,221                   | 27%    |
| Kids & Family           | 4,115,155          | 6,033,898                   | 47%    |

Source: Nielsen Scarborough Podcast Buying Power, R2 2018 (May 2019) to R2 2022 (May 2023), Adults 18+

# Podcast ad impact benchmarks

According to Nielsen's Podcast Ad Effectiveness database, podcast advertisements continue to drive strong brand awareness. Podcast ads also motivate listeners to seek more information, make purchases, and recommend products to others.

## Top funnel effectiveness across podcasts



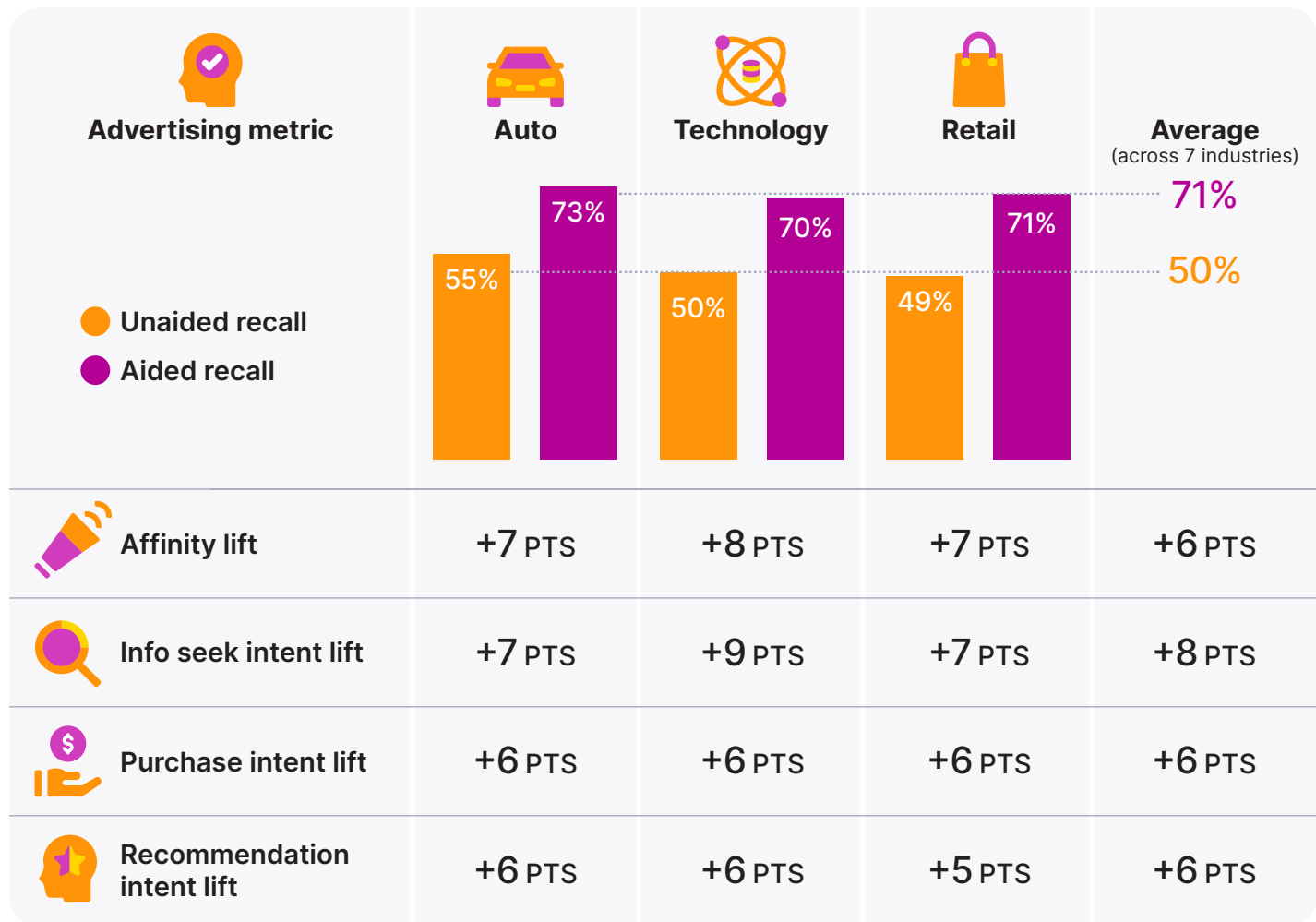
**Engagement works: the recall & brand fit norms for podcast ads remain consistent year-to-year.**

Source: Nielsen Podcast Brand Impact norms database, Q1 2023

While most podcast ads build awareness and purchase intent, auto ads score the highest in unaided recall. After conducting more than 700 podcast ad effectiveness studies (in seven unique industries), automotive ads lead in recall metrics, while technology now has the highest affinity lift of any category.



## Podcast ads drive more than just awareness



Read as: 55% of listeners recalled the auto brand after hearing the ad during a podcast; auto ads in podcasts raise brand affinity among listeners by 7 percentage points.

Source: Nielsen Podcast Brand Impact norms database, Q1 2023

## About Nielsen

Nielsen shapes the world's media and content as a global leader in audience measurement, data and analytics. Through our understanding of people and their behaviors across all channels and platforms, we empower our clients with independent and actionable intelligence so they can connect and engage with their audiences—now and into the future. Nielsen operates around the world in more than 55 countries. Learn more at [www.nielsen.com](https://www.nielsen.com) and connect with us on social media.

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