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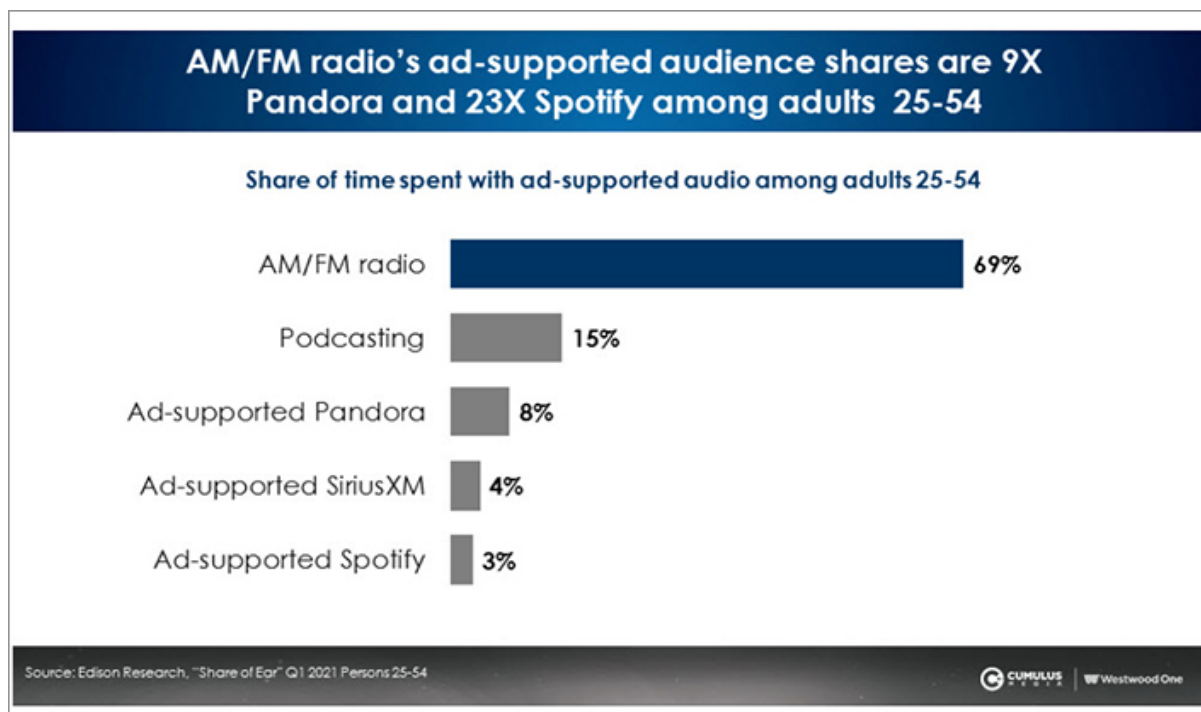
# Share Of Ear: Podcasts Rank Second Among Advertising's 'Money Demo.'

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The age group advertisers continue to care about the most is 25- to 54-year-olds and the latest data among that demographic in Edison Research's Share of Ear study shows podcasting now leads all audio formats other than broadcast radio. Edison says among adults in the so-called "money demo" they spend 15% of their time with ad-supported media listening to podcasts. Only FM/AM radio, at 69%, has a bigger share.

The latest numbers, made public by Westwood One, show podcast listening time spent held steady between the fourth quarter of 2020 and the first quarter of 2021 among adults in the 25-54 age group. But it is now nearly twice that of listening to music on Pandora's ad-supported service, and five-times the amount of time spent listening to music on Spotify's ad-supported version.



Westwood One's analysis also shows that more traditional AM/FM radio listening is being done through streaming. The latest Edison Share of Ear data shows that for every seven minutes of AM/FM radio listening among Adults 25-54, one minute occurs via the online streaming. And the numbers also show that 11.3% of total listening among persons aged 13 and older occurs via streaming. And Adult 25-54 share of streaming is 29% greater than that – a factor likely due to at-work listening.