



Westwood One and Audience Insights Inc.'s Podcast Download – Spring 2019 Report

Background



In May 2018, Audience Insights Inc. released a comprehensive study of 1500+ monthly Canadian podcast listeners titled, “The Canadian Podcast Listener 2018.” The study covered podcast listening origin timeline, podcast publishers, listener demographics, podcast discovery, listener behavior, and more.

In America, podcasting has rapidly become a popular media for both consumers and advertisers. According to Edison Research’s annual Infinite Dial study, **monthly podcast listening among Americans has grown +23%** – from 26% in 2018 to 32% in 2019.

Westwood One has the **fastest organically growing podcast network in America**. As an insights leader on podcast listening behavior, trends, and sentiment, Westwood One partnered with Audience Insights Inc., to replicate “The Canadian Podcast Listener 2018” for the United States. The new collaborative study powered by Westwood One and Audience Insights Inc. featured American monthly podcast listeners and was created in conjunction with MARU/Matchbox, a nationally recognized leader in consumer research.

This study was fielded online using a nationally representative U.S. sample of 1407 respondents who met the following criteria:

- Adults over the age of 18
- All respondents listened to podcasts at least once a month
- Respondents were not employed in the advertising, public relations, marketing, market research, radio, television, digital, or podcasting industries

Surveys were conducted between March 5, 2019 and March 14, 2019.

Key findings



- More recent podcast listeners use a **much broader and diverse group of platforms** to access podcasts. Pioneer podcast listeners are far more likely to use Apple as their platform of choice.
- Monthly podcast listeners are noticing **podcast promotion on AM/FM radio**, especially the Podcast Newcomers. From Q1 2018 to Q1 2019, the number of podcasts advertised on AM/FM radio grew from **7 to 106**.
- Among those who spend 5 or more hours a week listening to podcasts, “Power” podcast listeners, 67% say **they follow their favorite hosts on social media**.
- Android users are more likely to use **laptops** for podcast listening versus iPhone users. Among Android phone owners, 40% of podcast time spent listening takes place on mobile phones. Among Apple phone owners, a higher proportion (54%) of podcast time spent listening takes place on mobile phones.
- Many podcast listeners **first started listening for content and interests** they follow closely. 44% of podcast listeners say they first started listening because “I heard about a podcast on a specific topic or area of interest that I follow closely.”
- Ads during **podcasts are least likely to be skipped** versus other major media.

Study terminology and definitions

Term	Definition
Total (monthly podcast listeners)	Listens to a podcast at least once a month.
Weekly podcast listeners	Listens to podcasts at least once a week.
“Power” podcast listeners	Listens to <u>5+ hours</u> of podcasts in a typical week.
Podcast Pioneers (4+ years ago)	Started listening to podcasts 4 or more years ago.
Podcast start: 2-3 years ago	Started listening to podcasts 2-3 years ago.
Podcast start: past 7-12 months	Started listening to podcasts in the past 7 to 12 months.
Podcast Newcomers (past 6 months)	Started listening to podcasts in the past 6 months.
Distribution platforms	Destination where podcasts are available for consumers, ie. Apple Podcasts or Google Podcasts.
Apple Podcasts	Podcasts accessed on iTunes or Apple Podcasts.
Google Podcasts	Podcasts accessed on Google Play or Google Podcasts.

Podcast
origin
timeline

Sample specifications

Fielded: March 5, 2019 to March 14, 2019

	Total	% of total
Total (monthly podcast listeners)	1407	
Weekly podcast listeners	1005	73%
“Power” podcast listeners (5+ hrs/week)	489	35%
Podcast Pioneers (started listening 4+ years ago)	313	22%
Podcast start: 2-3 years ago	415	29%
Podcast start: past 7-12 months	327	23%
Podcast Newcomers (started listening in the past 6 months)	352	25%

Podcast
origin
timeline

Who is listening to podcasts monthly?

Most podcast listener segments skew Millennial and male

	% of respondents							Podcast origin timeline
	Total (monthly podcast listeners)	Weekly podcast listeners	“Power” podcast listeners (5+ hrs/week)	Podcast Pioneers (4+ years ago)	Podcast start: 2-3 years ago	Podcast start: past 7-12 months	Podcast Newcomers (past 6 months)	
Average age	39.5	36.2	36.1	42.7	40.5	38.8	36.2	
Gen Z (A18-24)	17%	16%	12%	12%	15%	23%	20%	
Millennials (A25-34)	27%	33%	40%	22%	24%	24%	38%	
Gen X (A35-49)	30%	31%	34%	32%	34%	28%	23%	
Boomers (A50-64)	19%	16%	10%	26%	19%	17%	14%	
Seniors (A65+)	7%	5%	3%	8%	7%	7%	4%	
Male	55%	61%	69%	65%	54%	48%	55%	
Female	45%	39%	31%	35%	46%	52%	45%	
Apple mobile owner*	58%	57%	56%	59%	60%	59%	53%	
Android mobile owner*	42%	42%	44%	40%	39%	40%	47%	

How to read: 12% of Podcast Pioneers (those who started listening to podcasts 4 or more years ago) are Gen Z (A18-24).

“Power” podcast listeners are 25-49, male, affluent and newcomers to podcasting

Q: “How much time would you say you spend listening to podcasts in a typical week?”

% who listen 5+ hours per week

35%

of total monthly podcast listeners are “Power” listeners

	Total (monthly podcast listeners)	“Power” podcast listeners (5+ hrs/week)
Gen Z (A18-24)	17%	12%
Millennials (A25-34)	27%	40%
Gen X (A35-49)	30%	34%
Boomers (A50-64)	19%	10%
Seniors (A65+)	7%	3%
Male	55%	69%
Female	45%	31%

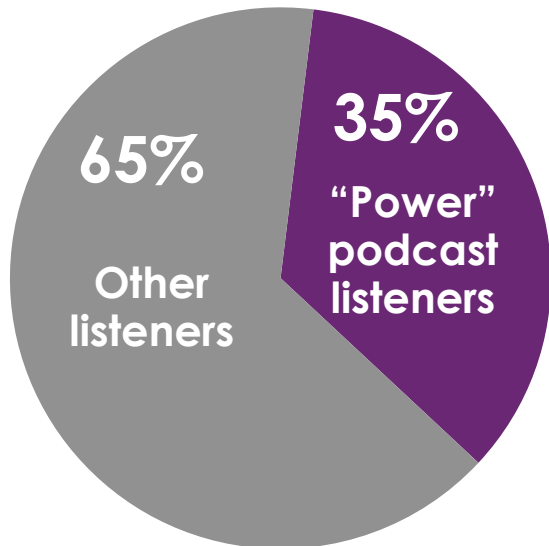
	Total (monthly podcast listeners)	“Power” podcast listeners (5+ hrs/week)
Podcast Pioneers (4+ years ago)	22%	25%
Podcast start: 2-3 years ago	29%	26%
Podcast start: past 7-12 months	23%	20%
Podcast Newcomers (past 6 months)	25%	29%

	Total (monthly podcast listeners)	“Power” podcast listeners (5+ hrs/week)
\$25K<\$50K	21%	14%
\$50K<\$75K	17%	14%
\$75K<\$100K	21%	28%
\$100K+	24%	33%

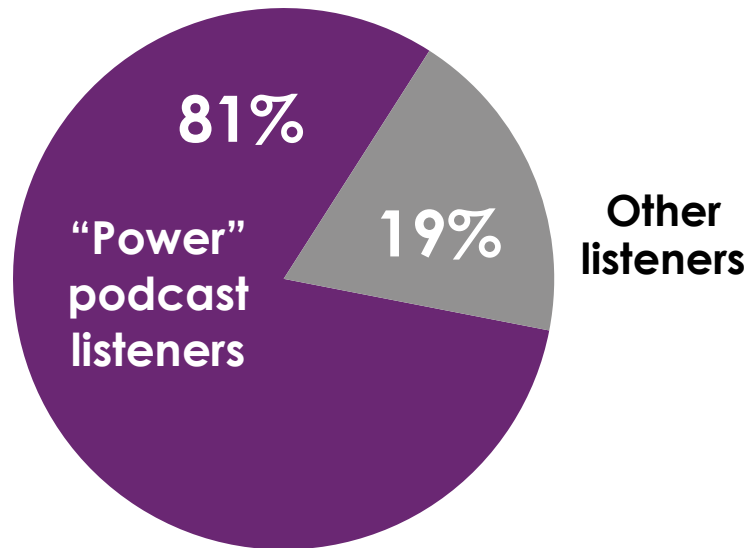
How to read: 29% of “Power” podcast listeners are Podcast Newcomers.

“Power” podcast listeners (5+ hours per week) account for the bulk of weekly podcast listening

Users: % of total monthly listeners

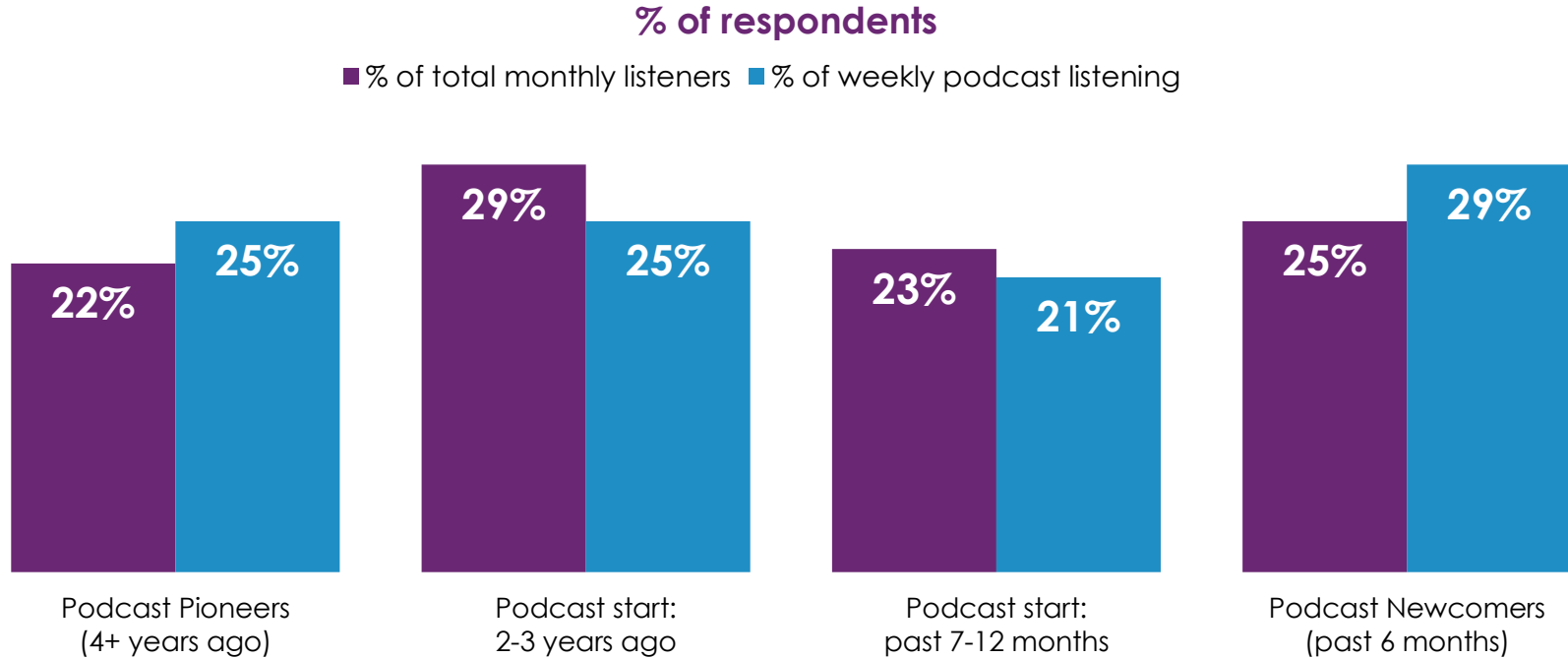


Usage: % of weekly listening



How to read: 81% of all weekly podcast listening comes from “Power” podcast listeners; who represent 35% of total monthly podcast listeners.

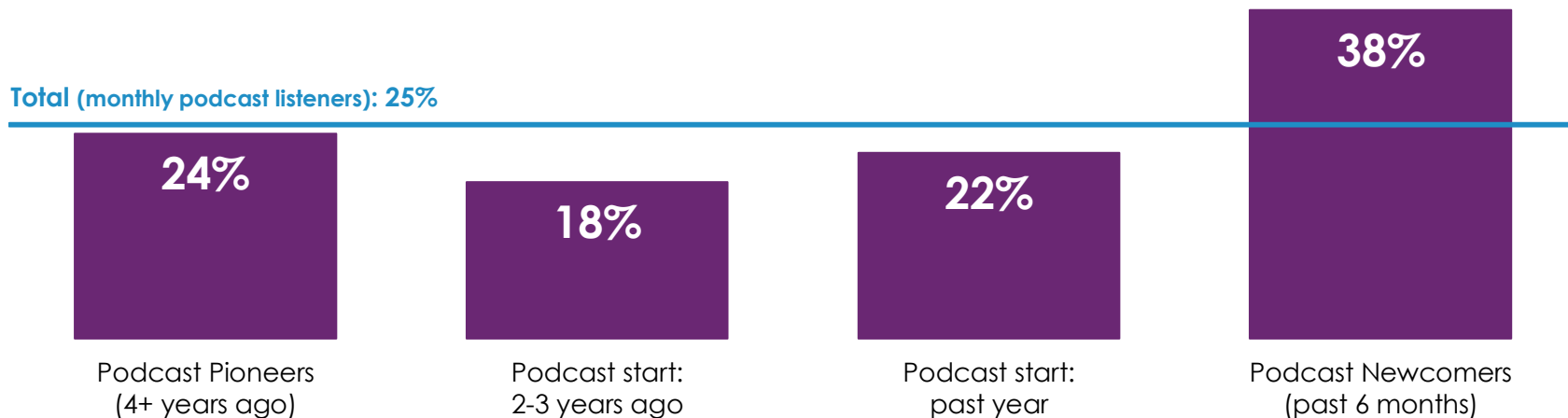
From Pioneers to Newcomers, users and usage are aligned



How to read: Of the total monthly listeners, 25% are Podcast Newcomers. 29% of all weekly podcast listening is generated by Podcast Newcomers.

Podcast Newcomers are more likely to listen daily than Podcast Pioneers

Q: “How often do you listen to audio podcasts?” (% of respondents who selected “Every day”)

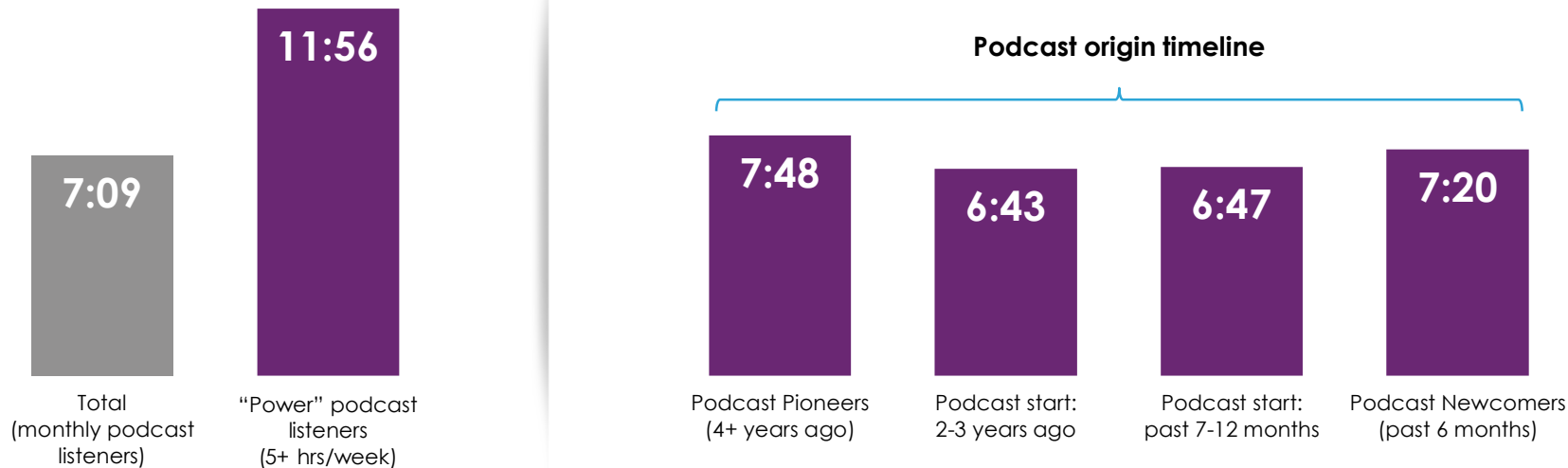


How to read: 38% of Podcast Newcomers listen to podcasts every day.

Average weekly time spent: “Power” listeners spend nearly 12 hours a week with podcasts

Q: “How much time would you say you spend listening to podcasts in a typical week”

Weekly average time spent with podcasts (hours:minutes)

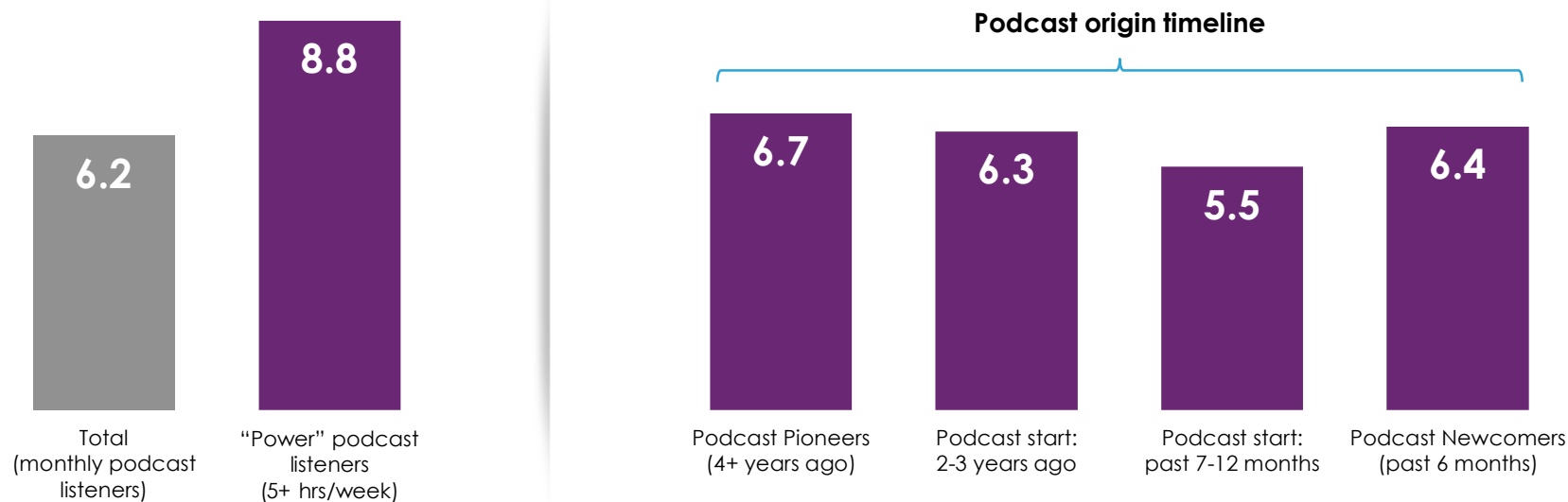


How to read: “Power” podcast listeners spend an average of 11 hours and 56 minutes listening to podcasts in a typical week.

Average weekly episodes: Podcast Newcomers consume almost the same number of podcasts weekly as the Pioneers

Q: "In total, how many podcast episodes would you say you listen to in a typical week? Please tell us the total number of episodes of all the podcast series you listen to."

Weekly average number of podcasts listened to



How to read: "Power" podcast listeners listen to an average of 8.8 podcasts in a typical week.

What makes people listen to podcasts?

Podcasting's on-demand nature and unique content draws listeners to the platform

Q: "Which of the following statements, if any, would best describe what makes podcasts different from all the other media you consume-AM/FM radio, TV, other online media?" (% of total monthly podcast listeners)

You can choose what you listen to when you want to listen **59%**

Unique, one-of-a-kind content **46%**

It's more immersive, engaging than other media **44%**

The connection you feel with the hosts on podcasts **38%**

No matter what your particular interests are, there's a podcast for it **37%**

Not too many ads **32%**

Along with video and music streaming platforms, podcasts fall in the upward trend of on-demand content. However, podcasts are one of the few on-demand content providers that are open to advertisers.

How to read: "You can choose what you listen to when you want to listen" makes podcasts different from other media they consume according to 59% of total monthly podcast listeners.

Relevant topics and areas of interests attract podcast listeners the most

Q: "Which of the following, if any, would best describe what first got you listening to podcasts?"
(% of total monthly podcast listeners)

I heard about a podcast on a specific topic or area of interest that I follow closely **44%**

Friends or family members told me about a specific podcast they liked **39%**

I heard about podcasts in general, and was curious to try them **34%**

I heard that one of my favorite radio hosts, authors or celebrities had a podcast **31%**

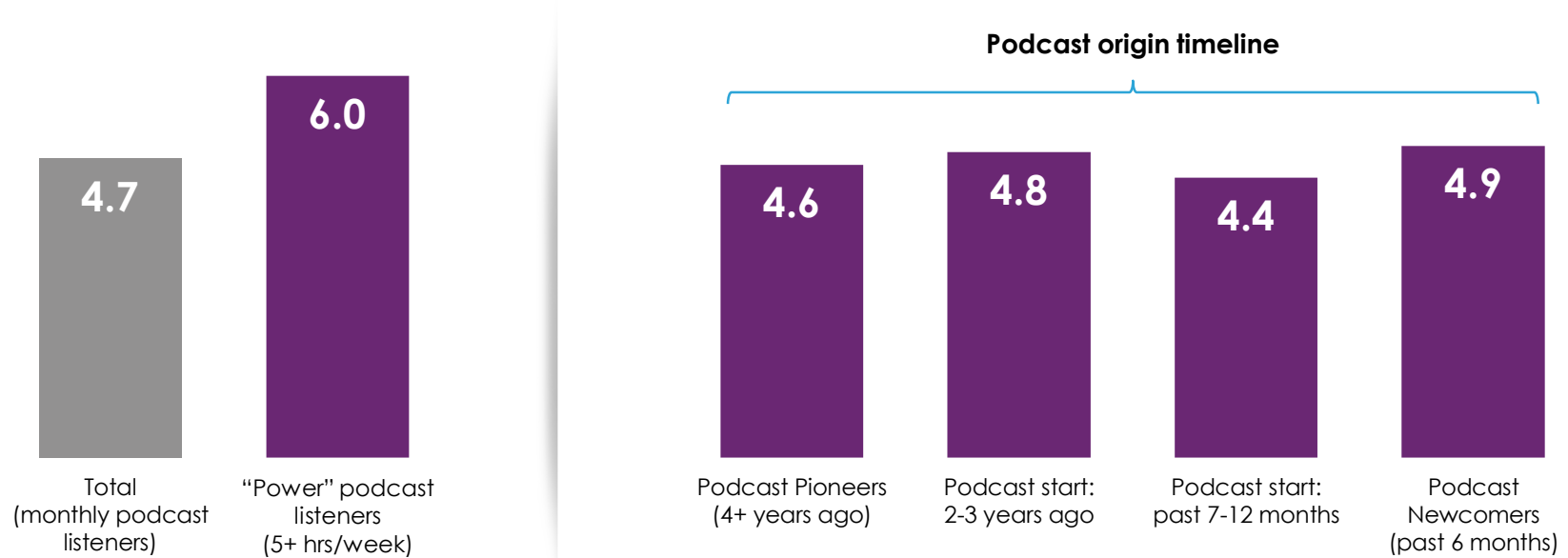
I get bored listening to music sometimes-I wanted to listen to something more engaging **24%**

I wanted to hear an AM/FM radio show I liked, but wanted to hear it on my own schedule **21%**

How to read: 44% of total monthly podcast listeners first started listening to podcasts because "I heard about a podcast on a specific topic or area of interest that I follow closely."

Number of genres: Podcast Newcomers listen to slightly more genres than Podcast Pioneers

Q: "Which types of podcasts do you like to listen to on a regular basis?"
Average number of genres listened to



How to read: On average, total monthly podcast listeners listen to 4.7 podcast genres regularly.

Comedy is the leading podcast genre

	Q: "Which types of podcasts do you like to listen to on a regular basis?" (% of respondents)						
	Total (monthly podcast listeners)	Weekly podcast listeners	"Power" podcast listeners (5+ hrs/week)	Podcast Pioneers (4+ years ago)	Podcast start: 2-3 years ago	Podcast start: past 7-12 months	Podcast Newcomers (past 6 months)
Comedy	45%	49%	52%	47%	43%	46%	43%
News & Current Events	37%	38%	39%	40%	43%	37%	29%
Entertainment/Pop Culture	33%	35%	39%	27%	38%	32%	33%
Music	32%	36%	44%	28%	33%	28%	39%
Health & Fitness	29%	32%	36%	21%	28%	31%	33%
Government & Politics	27%	29%	32%	32%	27%	23%	26%
Education	26%	29%	36%	23%	25%	27%	31%
Technology	26%	30%	37%	31%	26%	25%	23%
Society & Culture	26%	29%	35%	27%	30%	20%	25%
Sports & Recreation	25%	29%	37%	26%	27%	22%	26%
Science & Medicine	25%	28%	35%	27%	24%	21%	26%
Business	22%	26%	31%	23%	22%	23%	22%
Storytelling/Other	21%	23%	26%	23%	25%	18%	19%
Games & Hobbies	21%	24%	30%	21%	22%	14%	26%
Arts	19%	20%	24%	17%	18%	15%	27%
True Crime	19%	20%	22%	24%	18%	18%	17%
Religion & Spirituality	19%	20%	24%	17%	16%	20%	23%
Kids & Family	16%	19%	23%	9%	14%	16%	24%
Average # of genres	4.7	5.1	6.0	4.6	4.8	4.4	4.9

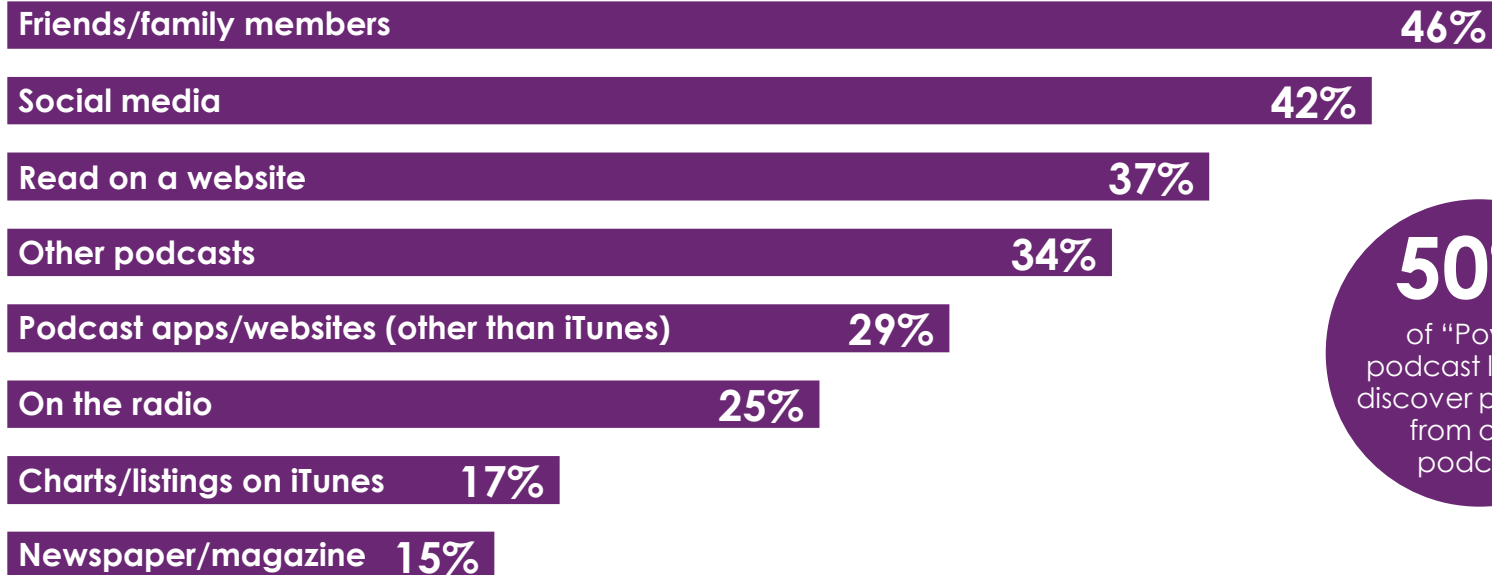
} Podcast origin timeline

How to read:
52% of "Power" podcast listeners like to listen to comedy podcasts regularly.

How do listeners discover their podcasts?

Podcast discovery is driven by friends and family

Q: “Through which of the following ways do you typically discover the podcasts you listen to?”
(% of total monthly podcast listeners)

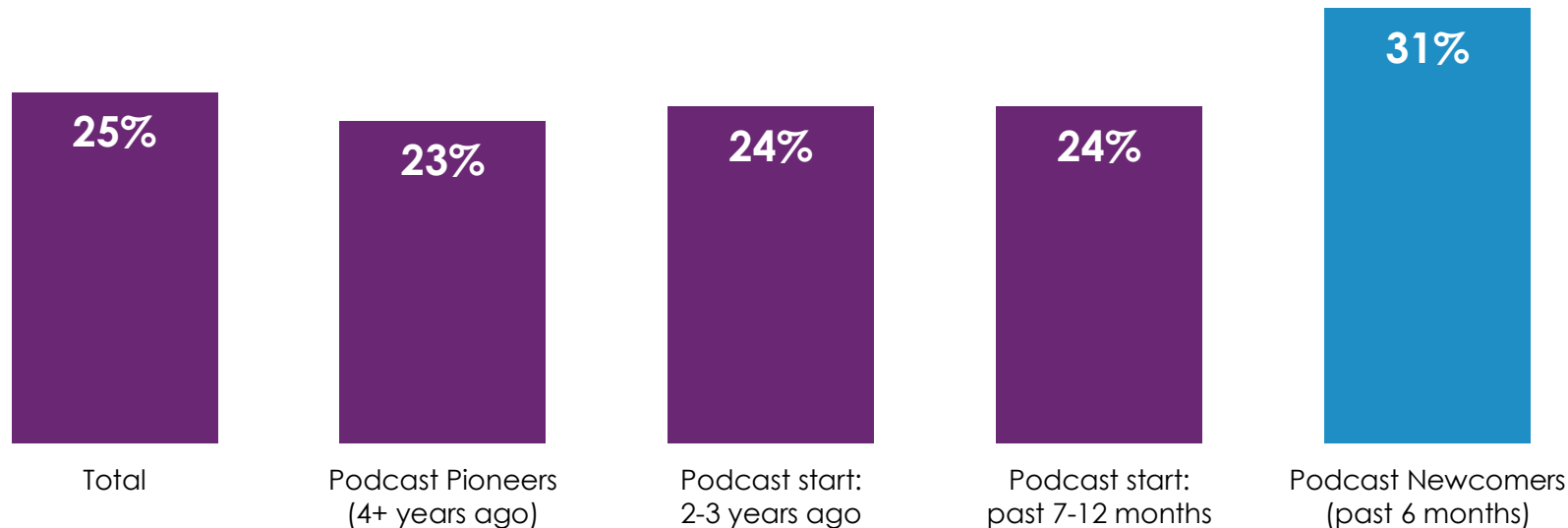


50%
of “Power”
podcast listeners
discover podcasts
from other
podcasts

How to read: 46% of total monthly podcast listeners typically discover podcasts from friends/family members.

The radio industry's promotion is influential among new podcast listeners

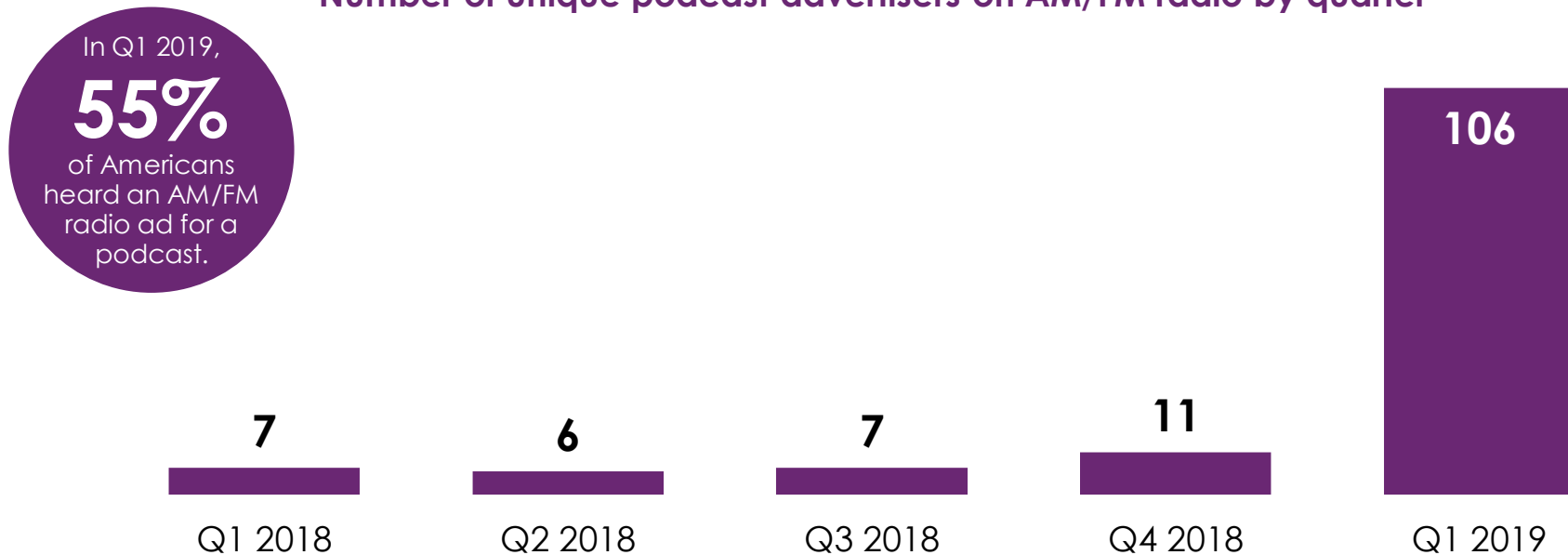
Q: "Through which of the following ways do you typically discover the podcasts you listen to?"
(% of respondents who selected "Hear about them on the radio")



How to read: 31% of Podcast Newcomers typically discover podcasts from the radio.

Podcast advertising on AM/FM radio has exploded in 2019

Number of unique podcast advertisers on AM/FM radio by quarter



How to read: In Q1 2019, 106 unique podcast advertisers used AM/FM radio to promote their podcast.

More than half of the U.S. population heard an AM/FM radio ad for a podcast in Q1 2019

	Audience for ad detections – top 10 advertised podcasts				
	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019
Number of ads	3,412	4,156	1,899	10,777	155,569
% reach – % of total persons 12+ reached	3.7%	2.7%	3.0%	16.0%	54.9%
Frequency – average # of times a person heard a podcast ad	2.9	2.2	2.1	1.7	6.9

How to read: In Q1 2019, all detected ads for the top 10 most heavily promoted podcasts reached 54.9% of the persons 12+ population in monitored markets. Ads for podcasts were heard by each listener an average of 6.9 times.

Podcasts are shared mainly by word of mouth and social media

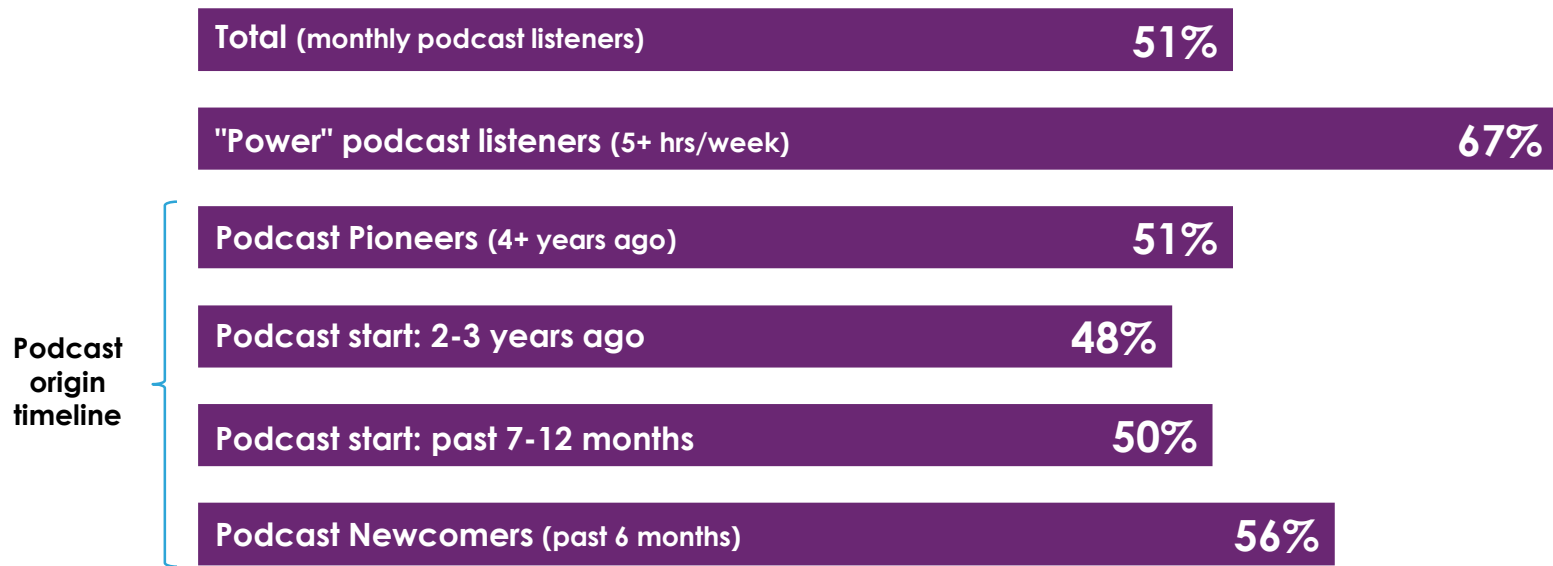
Q: "In the last 6 months, do you recall sharing the podcasts you listen to with others through any of the following ways?" (% of respondents)								
	Total (monthly podcast listeners)	Weekly podcast listeners	"Power" podcast listeners (5+ hrs/week)	Podcast Pioneers (4+ years ago)	Podcast start: 2-3 years ago	Podcast start: past 7-12 months	Podcast Newcomers (past 6 months)	Podcast origin timeline
By word of mouth	52%	55%	62%	52%	56%	47%	51%	
By social media	41%	48%	61%	39%	38%	40%	48%	
By text or email	29%	33%	43%	28%	26%	25%	35%	
Shared any way (NET)	76%	82%	90%	71%	75%	74%	82%	

How to read: 62% of "Power" podcast listeners shared the podcasts they listened to by word of mouth.

**What's the link between podcast listeners
and social media?**

67% of “Power” podcast listeners say they follow their favorite podcast host on social media accounts

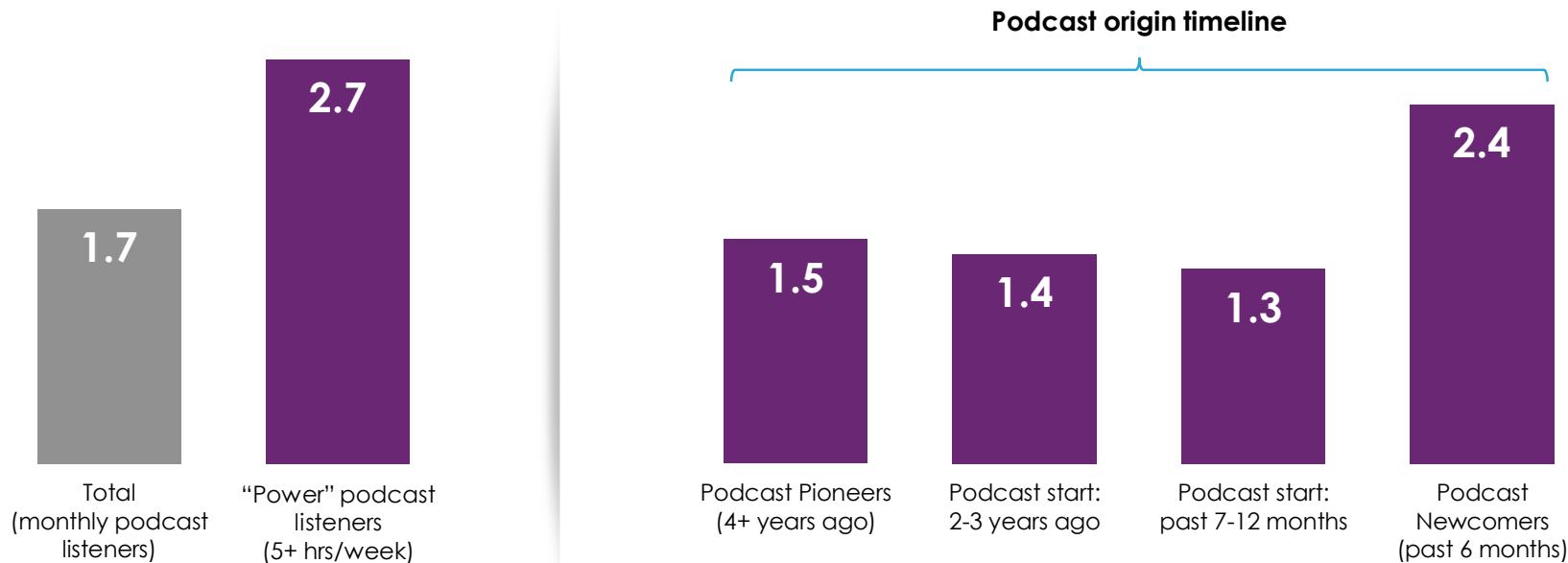
Q: “Do you follow any of your favorite podcast hosts on social media?”
(% of respondents who answered “yes”)



How to read: 67% of “Power” podcast listeners follow their favorite podcast hosts on social media.

Frequent podcast listeners and Podcast Newcomers follow hosts on more social platforms

Q: "On which social media do you follow your favorite podcast hosts?"
Average number of social platforms used to follow favorite podcast hosts



How to read: On average, total monthly podcast listeners follow their favorite podcast hosts on 1.7 social media platforms.

Podcast hosts needs to work multiple social media channels

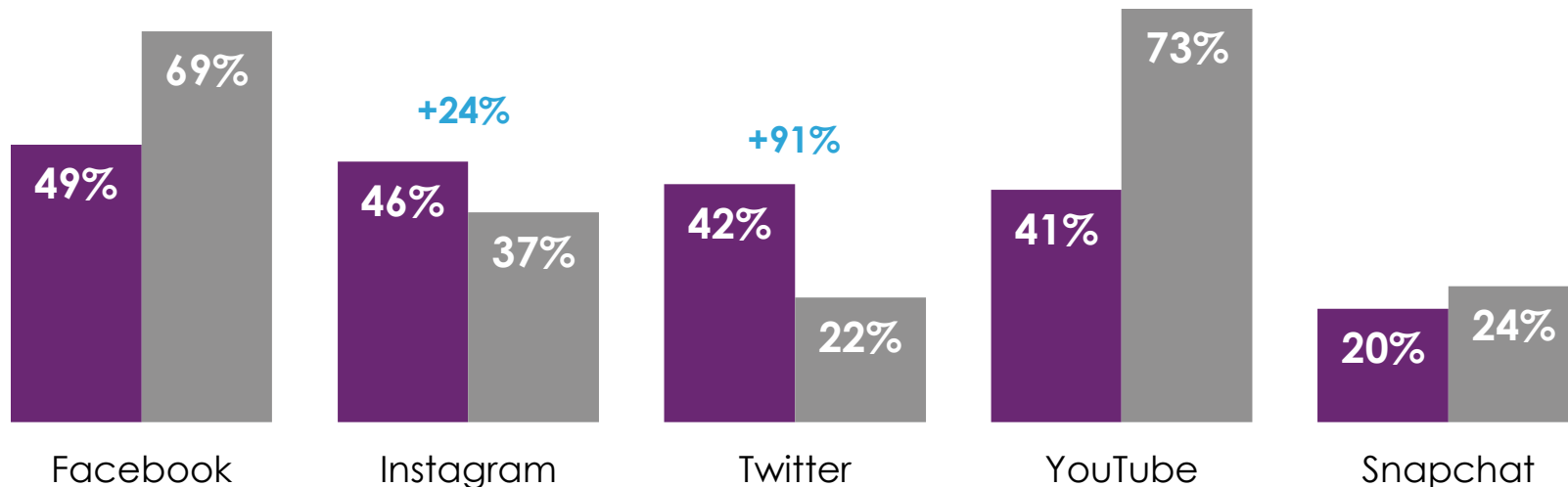
	Q: "On which social media do you follow your favorite podcast hosts?" (% of respondents)							Podcast origin timeline
	Total (monthly podcast listeners)	Weekly podcast listeners	"Power" podcast listeners (5+ hrs/week)	Podcast Pioneers (4+ years ago)	Podcast start: 2-3 years ago	Podcast start: past 7-12 months	Podcast Newcomers (past 6 months)	
Facebook	34%	40%	49%	32%	33%	29%	41%	
Instagram	31%	37%	46%	26%	29%	30%	37%	
Twitter	28%	33%	42%	30%	25%	24%	32%	
YouTube	26%	31%	41%	23%	26%	22%	35%	
Snapchat	11%	14%	20%	7%	10%	9%	20%	
Pinterest	9%	12%	17%	5%	6%	7%	18%	
LinkedIn	9%	11%	16%	9%	6%	4%	18%	
Tumblr	6%	8%	12%	4%	3%	2%	16%	
Reddit	5%	7%	10%	6%	3%	2%	10%	
Medium	3%	4%	6%	1%	2%	1%	8%	
Tik-Tok	3%	4%	6%	2%	1%	2%	6%	
Used any social media (NET)	51%	58%	67%	51%	48%	50%	56%	
Average # of platforms used	1.7	2.0	2.7	1.5	1.4	1.3	2.4	

How to read: 49% of "Power" podcast listeners follow their favorite podcast hosts on Facebook.

Versus U.S. social media usage, Instagram and Twitter are more prominent platforms to follow podcast hosts

Q: "On which social media do you follow your favorite podcast hosts?"

- % of "Power" podcast listeners using social media brand to follow favorite podcast host
- % of total U.S. adults 18+ who ever used social media brand

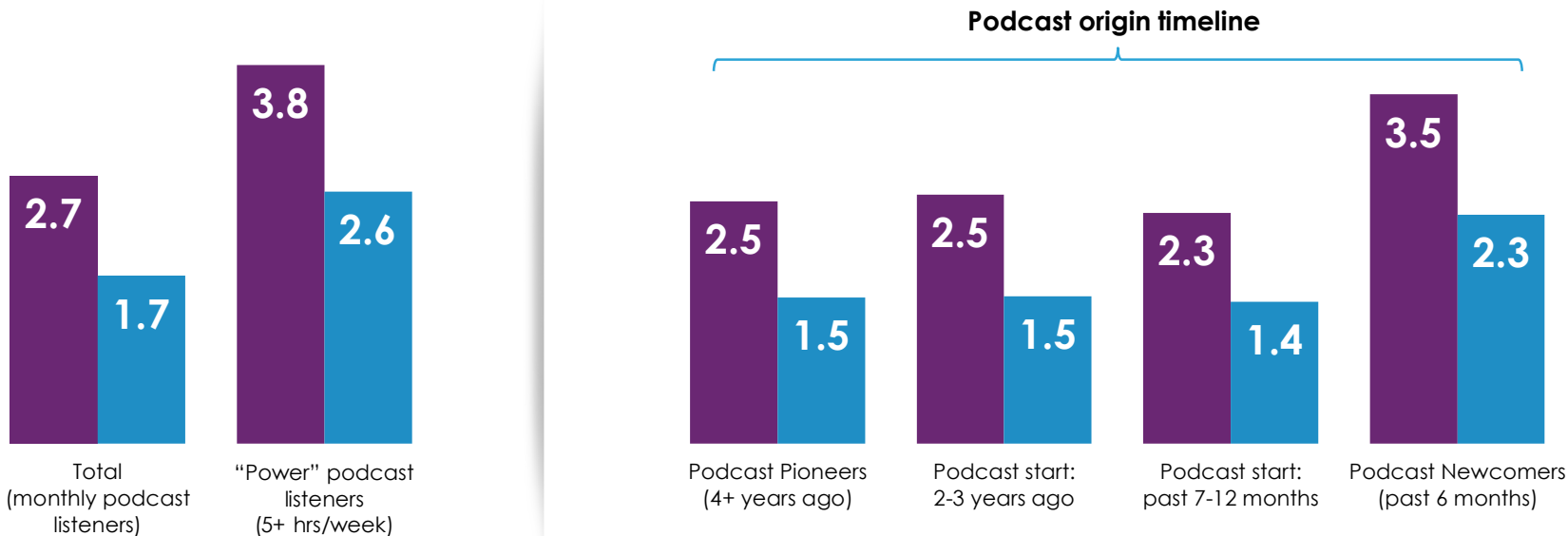


How to read: 42% of "Power" podcast listeners follow their favorite podcast hosts on Twitter.

How do listeners listen to their podcasts?*

Podcast Newcomers use far more distribution platforms than other podcast listeners

■ Average number of platforms used ■ Average number of platforms frequently used



How to read: On average, total monthly podcast listeners use 2.7 platforms to access podcasts. On average, total monthly podcast listeners frequently use 1.7 platforms to access podcasts.

Source: Westwood One and Audience Insights Inc.'s Podcast Download – Spring 2019 Report, MARU/Matchbox National Study – March 2019

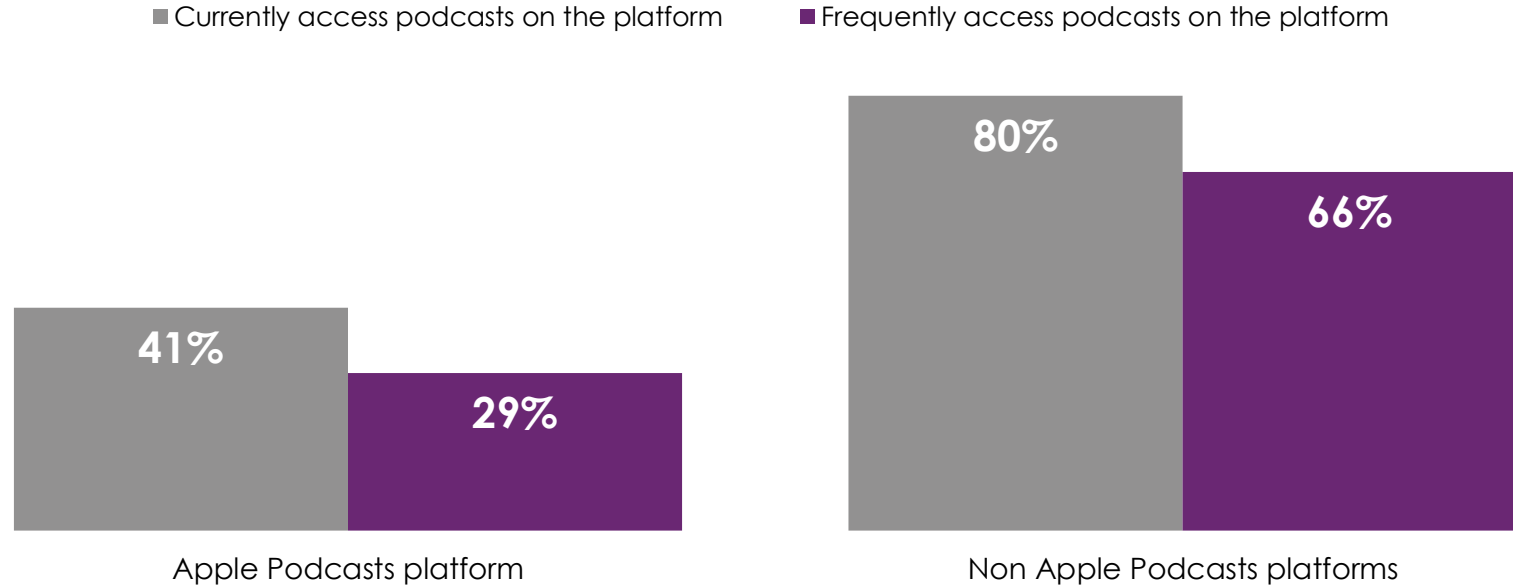
Data is weighted to represent Apple/Android mobile ownership among monthly podcast users.

Q: "Through which of the following places do you currently access the podcasts you listen to?"

Q: "How frequently do you use each of the following places to access the podcasts you listen to?"

Monthly podcast listeners visit a variety of platforms for their podcasts

% among total monthly podcast listeners



How to read: 66% of total monthly podcast listeners frequently access podcasts through non Apple Podcasts platforms.

It's a close race with podcast distribution platforms

% among total monthly podcast listeners

	Currently access podcasts on the platform	Frequently access podcasts on the platform
Apple Podcasts	41%	29%
Spotify	33%	22%
Google Podcasts	32%	20%
iHeartRadio	22%	12%
Soundcloud	21%	12%
App/website of a specific radio station	18%	10%
Site/app of the people who produced the podcast	18%	13%
NPR One	12%	7%
Podcast Addict	10%	7%
RadioPublic	10%	5%
Spreaker	10%	6%
TuneIn	9%	5%
Pocket Casts	8%	4%
Overcast	7%	3%
Stitcher	7%	3%
Castbox	6%	4%

How to read: 29% of total monthly podcast listeners frequently access podcasts through Apple Podcasts.

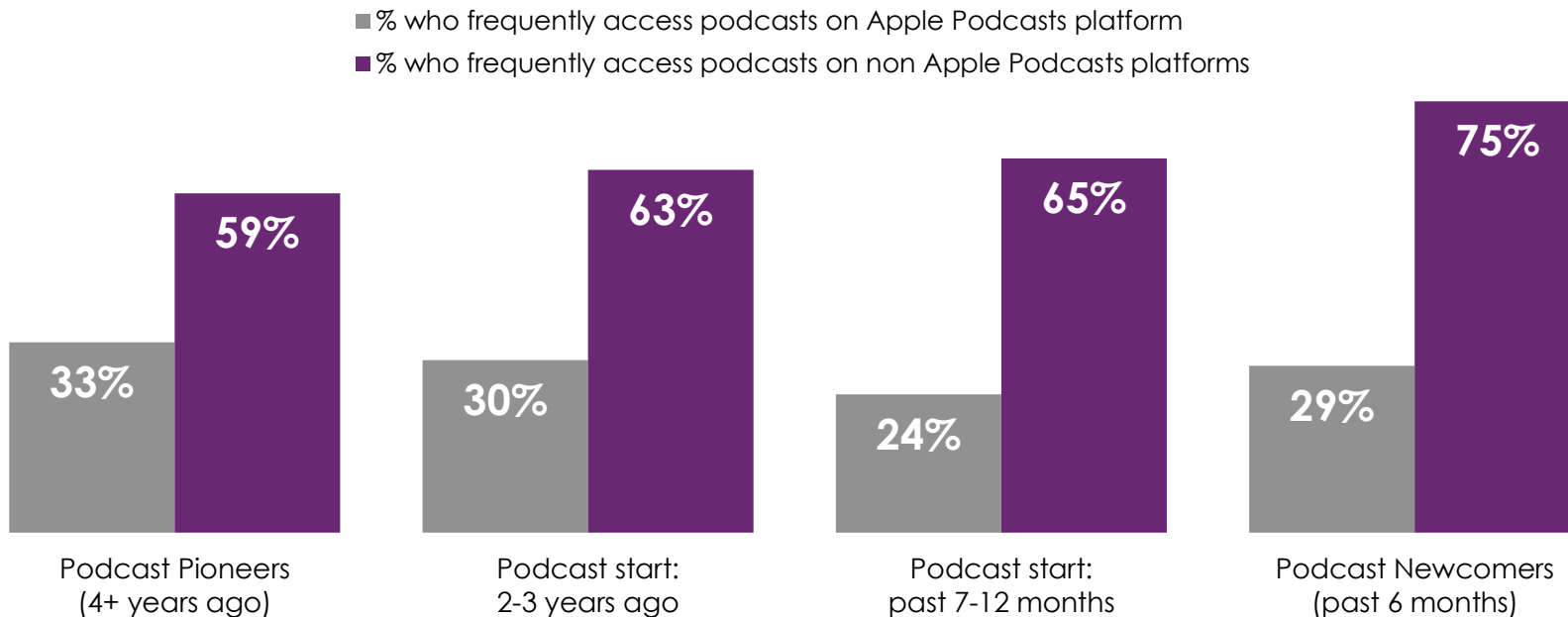
Source: Westwood One and Audience Insights Inc.'s Podcast Download – Spring 2019 Report, MARU/Matchbox National Study – March 2019

Data is weighted to represent Apple/Android mobile ownership among monthly podcast users.

Q: "Through which of the following places do you currently access the podcasts you listen to?" Q: "How frequently do you use each of the following places to access the podcasts you listen to?" Apple Podcasts defined as iTunes/Apples Podcasts; Google Podcasts defined as Google Play/Google Podcasts

More recent podcast listeners are more likely to use non Apple Podcasts platforms

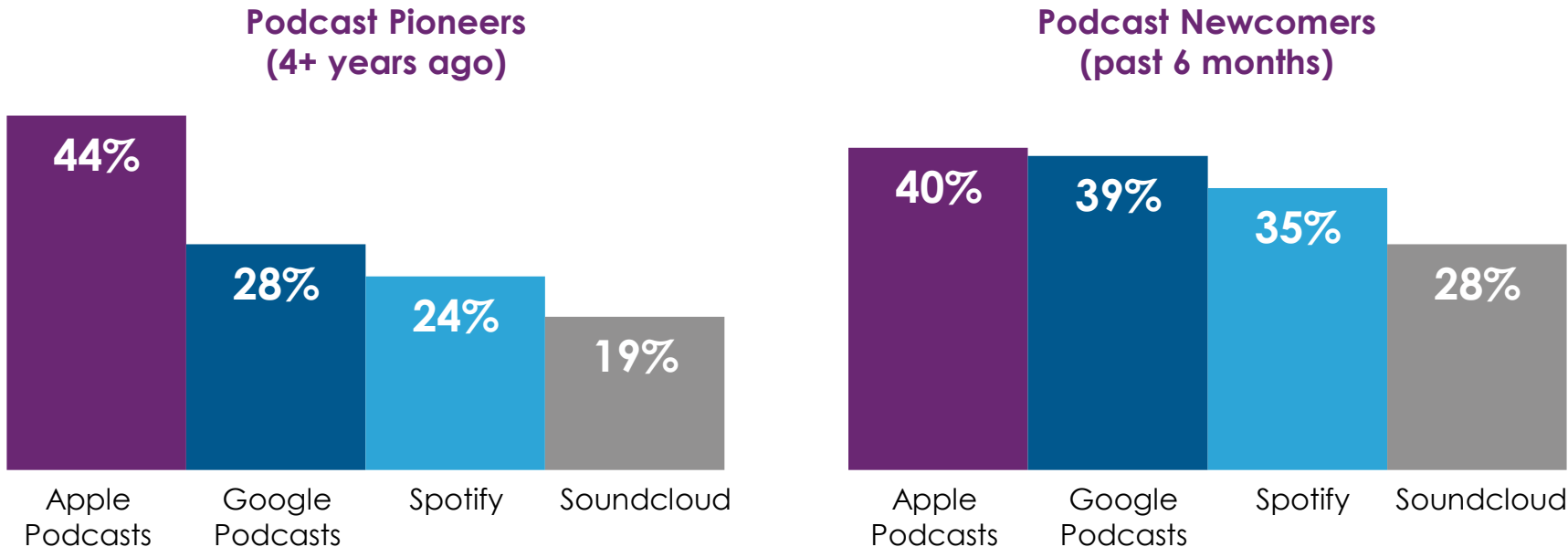
Q: “How frequently do you use each of the following places to access the podcasts you listen to?”



How to read: 33% of Podcast Pioneers frequently access podcasts through Apple Podcasts.

Platforms used: Podcast Pioneers use Apple the most, Podcast Newcomers use a more diverse group of platforms

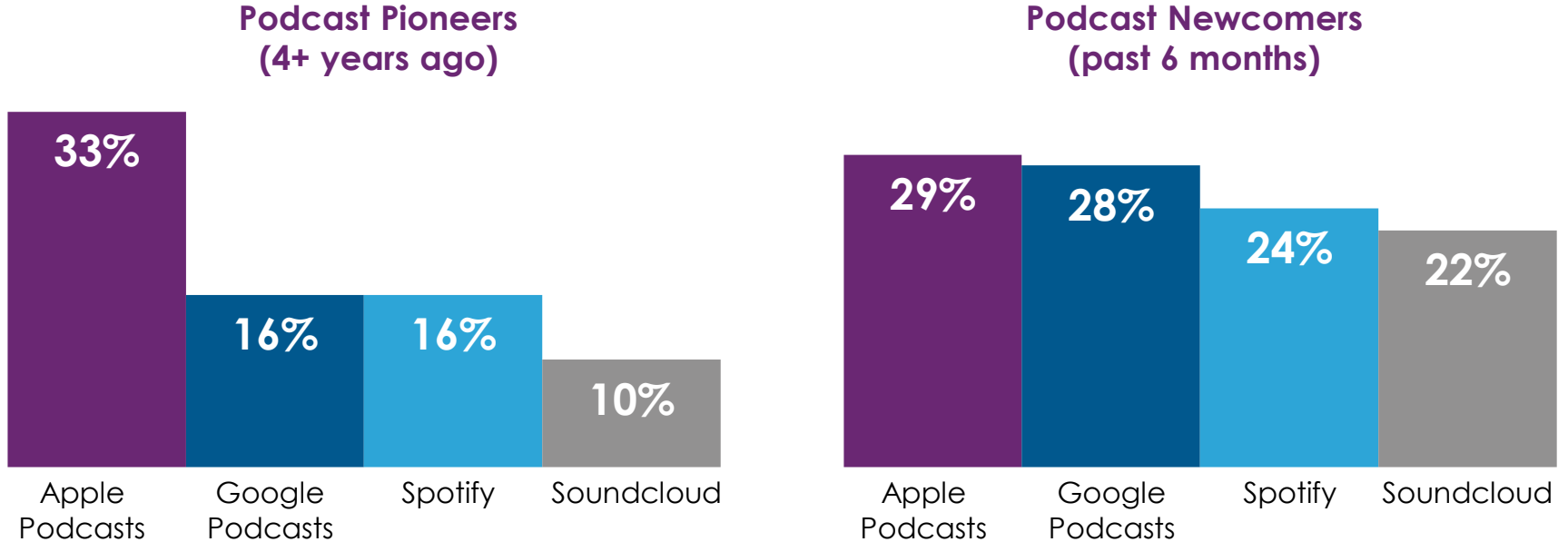
Q: "Through which of the following places do you currently access the podcasts you listen to?"
(% of respondents)



How to read: 44% of Podcast Pioneers access podcasts through Apple Podcasts.

Frequently used platforms: Podcast Newcomers use more platforms

Q: “How frequently do you use each of the following places to access the podcasts you listen to?”
(% who answered “Frequently”)



How to read: 33% of Podcast Pioneers frequently access podcasts through Apple Podcasts.

Android users are more likely to use laptops for podcast listening

Q: "Of all the time you currently spend listening to podcasts, what proportion is done using each of the following devices?" (average % among total monthly podcast listeners)

	Total (monthly podcast listeners)	Apple mobile phone owners	Android mobile phone owners
Mobile phone	48%	54%	40%
Desktop or laptop computer	22%	18%	28%
"Smart" speaker (e.g., Google Home, Amazon Echo)	11%	11%	10%
Tablet	10%	9%	11%
iPod or other portable digital audio/MP3 player	7%	6%	8%
Other	3%	3%	3%

How to read: On average, Android mobile phone owners spend 40% of all the time listening to podcasts on a mobile phone.

Android users frequently visit Google Podcasts and Spotify for podcasts

Q: "How frequently do you use each of the following places to access the podcasts you listen to?" (% who answered "Frequently")

	Total (monthly podcast listeners)	Apple mobile phone owners	Android mobile phone owners
Apple Podcasts	29%	43%	11%
Spotify	22%	21%	24%
Google Podcasts	20%	15%	28%
Site/app of the people who produced the podcast	13%	10%	15%
iHeartRadio	12%	12%	13%
Soundcloud	12%	11%	14%
App/website of a specific radio station	10%	10%	11%
Podcast Addict	7%	6%	8%
NPR One	7%	7%	6%
Spreaker	6%	5%	8%
RadioPublic	5%	5%	5%
TuneIn	5%	5%	5%
Pocket Casts	4%	3%	6%
Castbox	4%	3%	5%
Stitcher	3%	3%	4%
Overcast	3%	4%	2%

How to read: 43% of Apple mobile phone owners frequently access podcasts through Apple Podcasts.

Source: Westwood One and Audience Insights Inc.'s Podcast Download – Spring 2019 Report, MARU/Matchbox National Study – March 2019.

Data is weighted to represent Apple/Android mobile ownership among monthly podcast users.

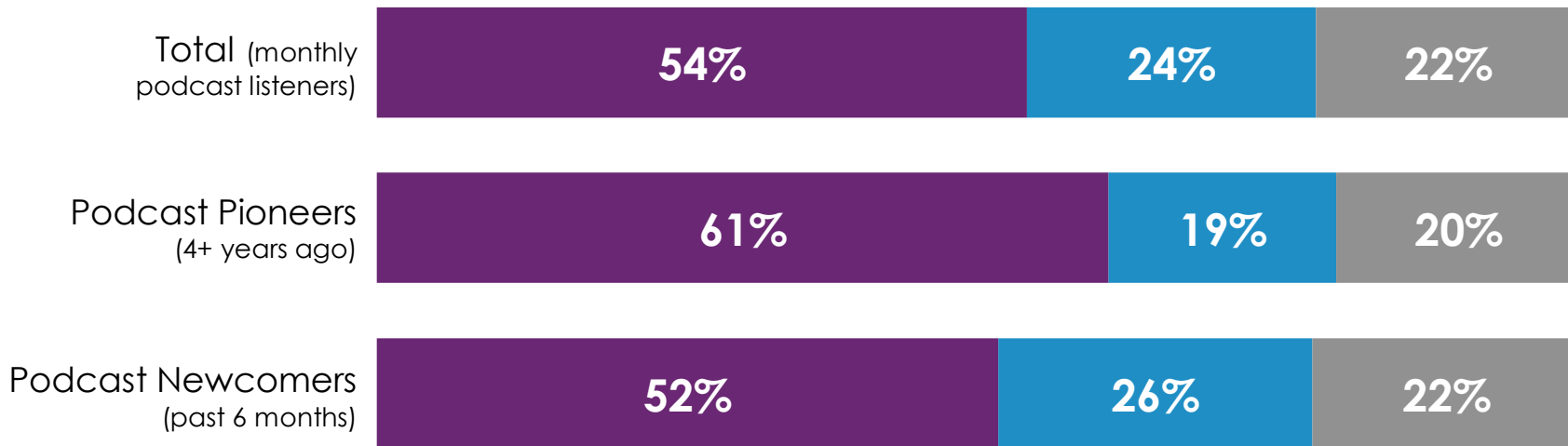
Q: "How frequently do you use each of the following places to access the podcasts you listen to?"

Apple Podcasts defined as iTunes/Apple Podcasts; Google Podcasts defined as Google Play/Google Podcasts

Most podcasts listened to are recent releases, especially among Podcast Pioneers

Q: “Of all the podcasts you listened in the last month, approximately what proportion would be episodes or podcasts that were released:” (average % among respondents)

■ Less than a month ago ■ Between 1 and 3 months ago ■ More than 3 months ago



How to read: Of all the podcasts listened to in the last month, among total monthly podcast listeners, on average 54% were released less than a month ago.

Most podcasts are consumed as soon as they are released; binge listening is also substantial

Q: “Still thinking of all the podcasts you listened to in the last month, approximately what proportion did you:” (average % among total monthly podcast listeners)

Listen when each episode of a podcast was released

60%

Binge listen – that is, when you listen to multiple episodes from the same podcast at once

40%

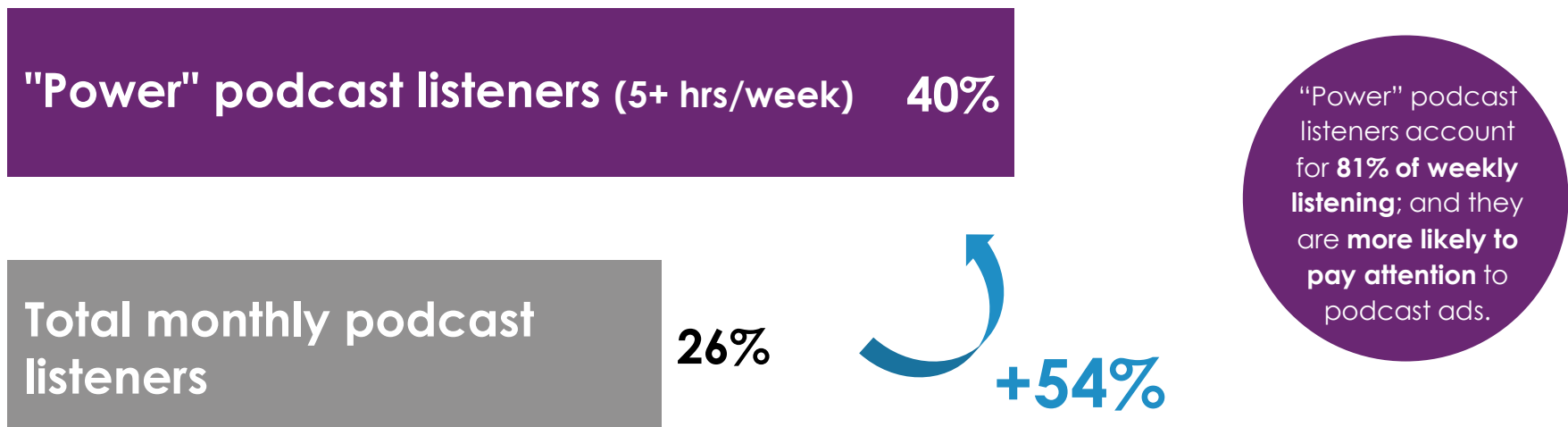
How to read: Of all the podcasts listened to in the last month, among total monthly podcast listeners, on average 40% were binged.

How do listeners interact with podcast advertising?

Frequent listeners tend to pay more attention to podcast ads

Q: "Thinking of the individual ads you hear on podcasts compared to ads you might hear on radio, see on TV, read online or in print, how much attention do you pay to the ads you hear on podcasts?"

(% of respondents who answered "pay a lot more attention to ads I hear on podcasts" or "pay a little more attention")



How to read: 40% of "Power" podcast listeners pay "a little" or "a lot" more attention to podcasts ads versus other media.

Authenticity and connection to hosts drive increased attention to podcast ads

Q: “Why do you pay more attention to ads you hear on podcasts than to ads you come across in other media?”
(% who pay “a little” or “a lot” more attention to podcast ads) – among total monthly podcast listeners

The podcast host often talks about brands, products or services they personally like and use 50%

A lot of the ads are read by the host of the podcast 47%

I feel more of a personal connection to my favorite podcasts than I do with other content 42%

Most podcasts have fewer ads than other media 39%

The kinds of products or services advertised on podcasts are usually more relevant to me 38%

Most podcast ads are focused on information rather than hype 36%

How to read: Among total monthly podcast listeners who pay “a little” or “a lot” more attention to podcasts ads, 50% do so because the host often talks about brands, products or services they personally like and use.

85% of “Power” podcast listeners have taken an action after hearing a podcast ad

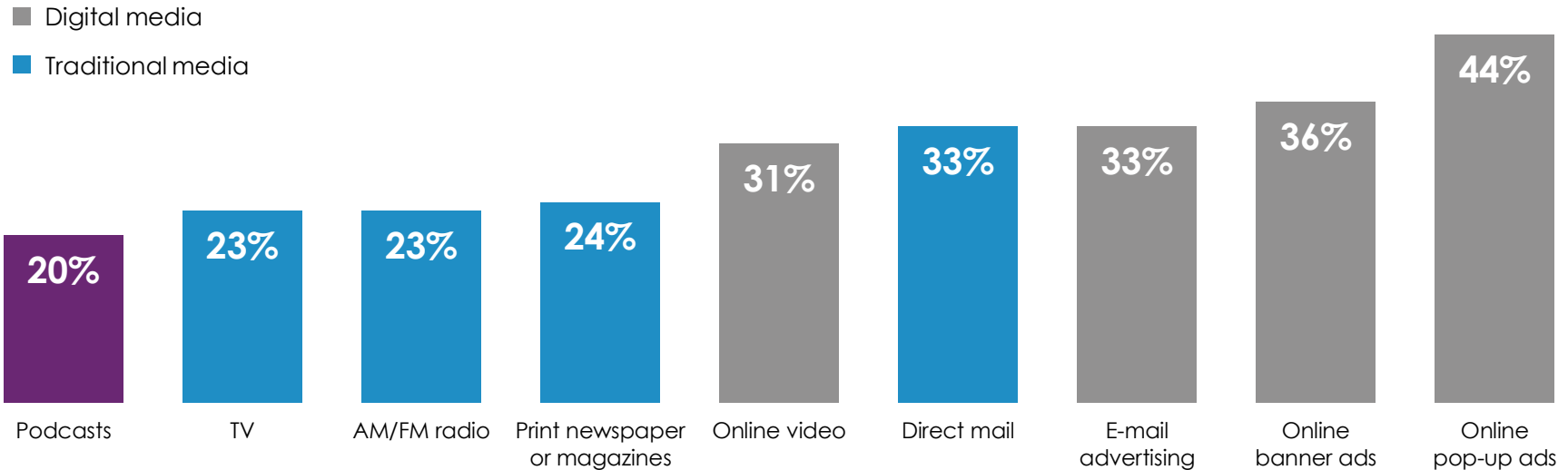
	Q: “After hearing a product or service advertised on a podcast, have you ever done the following?” (% of respondents)	
	Total (monthly podcast listeners)	“Power” podcast listeners (5+ hrs/week)
Searched online for more information about the product or service	39%	54%
Found out about a product/service you hadn't heard of before	32%	39%
Talked to my friends/acquaintances about the product or service	25%	37%
Purchased the product/service at a store or online	22%	34%
Used a promotional code at checkout when purchasing the product or service	21%	33%
Followed the product or service on social media	20%	33%
Took any action (NET)	68%	85%

How to read: 54% of “Power” podcast listeners have searched online for more information about the product or service after hearing a product or service being advertised during a podcast.

Podcast ads are least likely to be skipped

Q: "When you come across ads in each of the following places, how often do you actively avoid those ads by skipping, blocking, tuning out, turning away, throwing away or otherwise avoiding the ad?"

(% who answered "all the time") – among total monthly podcast listeners



How to read: 44% of total monthly podcast listeners actively avoid online pop-up ads "all the time."

Conclusions



- **Newer podcast users are more likely to use streaming platforms (Spotify, Google, Soundcloud):** Among Podcast Pioneers (those who started listening 4+ years ago), Apple Podcasts is the clear destination to access podcasts.
- **Podcast hosts need to utilize multiple social platforms:** Over half of monthly podcast listeners (51%) follow their favorite host on social media. That jumps up to 67% among the “Power” listeners. Since listeners are using Facebook, Instagram, YouTube, and Twitter about equally to follow podcast hosts, hosts need to establish a multi-account approach. Furthermore, due to the sheer importance of social media, advertising packages of podcast ads and social feeds of hosts should be considered.
- **Podcast promotion on AM/FM radio is being noticed:** AM/FM radio as an avenue for podcast discovery is more prevalent among newer podcast listeners. Compared to Podcast Pioneers, Podcast Newcomers are 1.3x more likely to discover a podcast from the radio (25% vs. 31%, respectively). A reason for this – podcast promotion on AM/FM radio has soared in 2019; growing from 7 unique podcast advertisers in Q1 2018 to 106 unique podcast advertisers in Q1 2019.

Conclusions continued



- **Android users are more likely to use their laptops for podcast listening:** Among Android phone owners, 40% of podcast time spent listening takes place on mobile phones. Among Apple phone owners, a higher proportion (54%) of podcast time spent listening takes place on mobile phones. Apple's podcast app has been pre-installed on their mobile devices for over a decade while Android devices do not have a native podcast app. Ultimately, not having a built-in podcast app on Android mobile phones is driving Android users to other devices and platforms for podcast consumption.
- **Premium podcast CPM's are warranted:** Ads in podcast are least likely to be skipped compared to other media. Only one in five (20%) monthly podcast listeners consistently skip ads in the podcasts. The top places monthly podcast listeners avoid ads are: online pop-up ads (44%), online banner ads (36%), and e-mail (33%) – all digital media. Podcasts provide advertisers with an environment to reach a digital audience who is not actively skipping through your ads, justifying premium CPMs.



Westwood One

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Thank You

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Appendix

Platforms used: Apple Podcasts, Google, and Spotify are the leading podcast destinations

	Q: "Through which of the following places do you currently access the podcasts you listen to?" (% of respondents)						
	Total (monthly podcast listeners)	Weekly podcast listeners	"Power" podcast listeners (5+ hrs/week)	Podcast Pioneers (4+ years ago)	Podcast start: 2-3 years ago	Podcast start: past 7-12 months	Podcast Newcomers (past 6 months)
Apple Podcasts	41%	42%	46%	44%	44%	35%	40%
Spotify	33%	35%	43%	24%	33%	39%	35%
Google Podcasts	32%	35%	44%	28%	32%	28%	39%
iHeartRadio	22%	24%	25%	21%	20%	18%	27%
Soundcloud	21%	25%	34%	19%	17%	19%	28%
App/website of a specific radio station	18%	20%	23%	20%	17%	14%	22%
Site/app of the people who produced the podcast	18%	16%	15%	22%	21%	14%	13%
NPR One	12%	13%	13%	12%	11%	9%	15%
RadioPublic	10%	12%	17%	9%	7%	8%	16%
Spreaker	10%	13%	20%	6%	7%	10%	17%
Podcast Addict	10%	13%	19%	7%	8%	7%	16%
Tuneln	9%	11%	16%	7%	6%	7%	16%
Pocket Casts	8%	10%	16%	3%	6%	5%	17%
Stitcher	7%	9%	12%	7%	5%	3%	14%
Overcast	7%	8%	12%	6%	5%	5%	11%
Castbox	6%	8%	11%	2%	3%	4%	15%
Average # of platforms used	2.7	3.1	3.8	2.5	2.5	2.3	3.5

Podcast origin timeline

How to read: 46% of "Power" podcast listeners access podcasts through Apple Podcasts.

Frequently used platforms: There is a three-way tie for most used platform among “Power” podcast listeners

Q: “How frequently do you use each of the following places to access the podcasts you listen to?”
(% who answered “Frequently”)

	Total (monthly podcast listeners)	Weekly podcast listeners	“Power” podcast listeners (5+ hrs/week)	Podcast Pioneers (4+ years ago)	Podcast start: 2-3 years ago	Podcast start: past 7-12 months	Podcast Newcomers (past 6 months)
Apple Podcasts	29%	32%	35%	33%	30%	24%	29%
Spotify	22%	25%	32%	16%	21%	26%	24%
Google Podcasts	20%	24%	30%	16%	19%	18%	28%
Site/app of the people who produced the podcast	13%	11%	11%	15%	15%	11%	9%
iHeartRadio	12%	15%	17%	12%	11%	9%	18%
Soundcloud	12%	16%	24%	10%	8%	10%	22%
App/website of a specific radio station	10%	13%	16%	11%	8%	8%	15%
Podcast Addict	7%	9%	13%	5%	5%	5%	11%
NPR One	7%	8%	9%	4%	6%	5%	10%
Spreaker	6%	8%	12%	3%	5%	6%	11%
RadioPublic	5%	6%	9%	5%	3%	4%	8%
TuneIn	5%	6%	9%	3%	3%	4%	9%
Pocket Casts	4%	6%	10%	2%	3%	2%	10%
Castbox	4%	5%	7%	1%	2%	2%	11%
Stitcher	3%	5%	6%	4%	2%	2%	6%
Overcast	3%	4%	6%	4%	2%	2%	5%
Average # of platforms used	1.7	2.0	2.6	1.5	1.5	1.4	2.3

Podcast
origin
timeline

How to read: 35% of “Power” podcast listeners frequently access podcasts through Spotify.

Over half of “Power” podcast listeners are daily listeners

	Q: “How often do you listen to audio podcasts?” (% of respondents)							Podcast origin timeline
	Total (monthly podcast listeners)	Weekly podcast listeners	“Power” podcast listeners (5+ hrs/week)	Podcast Pioneers (4+ years ago)	Podcast start: 2-3 years ago	Podcast start: past 7-12 months	Podcast Newcomers (past 6 months)	
Every day	25%	36%	58%	24%	18%	22%	38%	
Several days a week	26%	37%	36%	30%	31%	22%	20%	
About once a week	20%	28%	7%	18%	16%	25%	21%	
2-3 times a month	16%	—	—	15%	20%	16%	11%	
Once a month	13%	—	—	12%	15%	15%	9%	

How to read: 58% of “Power” podcast listeners listen to audio podcasts every day.

Podcasts attract listeners based on topics they are interested in

Q: "Which of the following, if any, would best describe what first got you listening to podcasts?"
(% of respondents)

	Total (monthly podcast listeners)	Weekly podcast listeners	"Power" podcast listeners (5+ hrs/week)	Podcast Pioneers (4+ years ago)	Podcast start: 2-3 years ago	Podcast start: past 7-12 months	Podcast Newcomers (past 6 months)
I heard about a podcast on a specific topic or area of interest that I follow closely	44%	47%	54%	49%	45%	38%	46%
Friends or family members told me about a specific podcast they liked	39%	41%	48%	38%	39%	38%	41%
I heard about podcasts in general, and was curious to try them	34%	38%	43%	32%	32%	35%	37%
I heard that one of my favorite radio hosts, authors or celebrities had a podcast	31%	35%	41%	30%	29%	31%	35%
I get bored listening to music sometimes-I wanted to listen to something more engaging	24%	27%	33%	23%	24%	22%	26%
I wanted to hear an AM/FM radio show I liked, but wanted to hear it on my own schedule	21%	25%	34%	20%	18%	19%	27%

Podcast origin timeline

How to read: 54% of "Power" podcast listeners first started listening to podcasts because "I heard about a podcast on a specific topic or area of interest that I follow closely."

Listeners follow their favorite podcast hosts on multiple social media platforms

Q: "On which social media do you follow your favorite podcast hosts?"
(% duplication between social media platforms) – among total monthly podcast listeners

	Facebook	Instagram	YouTube	Twitter	Snapchat
Facebook	—	67%	73%	66%	71%
Instagram	61%	—	72%	65%	83%
YouTube	57%	62%	—	60%	81%
Twitter	53%	58%	62%	—	68%
Snapchat	32%	31%	35%	28%	—

How to read: Among Facebook users who follow their favorite podcast host 61% of total monthly podcast listeners also follow their favorite social media hosts on Instagram.