



**CUMULUS™**  
PODCAST NETWORK

**SignalHill**  
Insights

# Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2022 Report

# Key areas of focus

Cumulus Media | Westwood One and Signal Hill Insights commissioned MARU/Matchbox to survey weekly podcast listeners in April 2022 for our latest Podcast Download Report. Here are the major questions we sought to address:

- What is the profile of weekly and heavy podcast listeners?
- How are Podcast Newcomers (started listening in past year) distinct from Podcast Pioneers (4+ years)?
- Platform usage: What are the latest shifts in preferred platform? How does that vary by segment?
- Podcasts with video: What are listener preferences? To what extent do they watch or listen to them?
- How interested are podcast listeners in engaging and interacting with their favorite hosts and podcasts?
- How engaged are podcast listeners with ad-free video streaming services?
- Advertiser Perceptions: What is the current state of podcast advertising consideration and usage?
- What are consumer attitudes towards podcast advertising?
- How they feel about the types of ads they hear?

# Methodology

Cumulus Media and Signal Hill Insights' Podcast Download – Spring 2022 Report represents the eighth installment in the series, with the inaugural report dating back to July 2017.

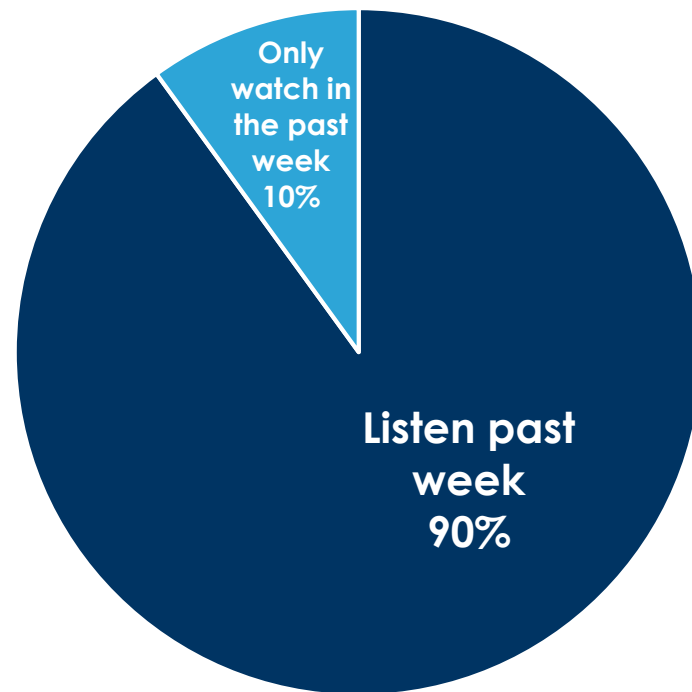
This study was fielded online using a nationally representative sample of 604 respondents who met the following criteria:

- Persons 18+
- All respondents spent at least one hour listening to, or watching\*, podcasts within the past week
- Respondents were not employed in the advertising, public relations, marketing, market research, radio, television, digital, or podcasting industries
- Surveys were conducted from April 1-7, 2022

\* This is the 1<sup>st</sup> year that respondents could qualify for the Download by saying they "watched" a podcast in the past week. In total, 10% of the sample qualified by saying they watched but didn't listen to podcasts in the past week. Wherever trending comparisons are made to previous waves, results exclude respondents who qualified only by saying they watched a podcast in the past week.

**90% of weekly  
podcast listeners  
say they listened  
to podcasts in the  
last week; 10% say  
they only watched  
podcasts**

Expanding the definition of the podcast audience to those who “watch” rather than just “listen” increased the podcast universe by 10%

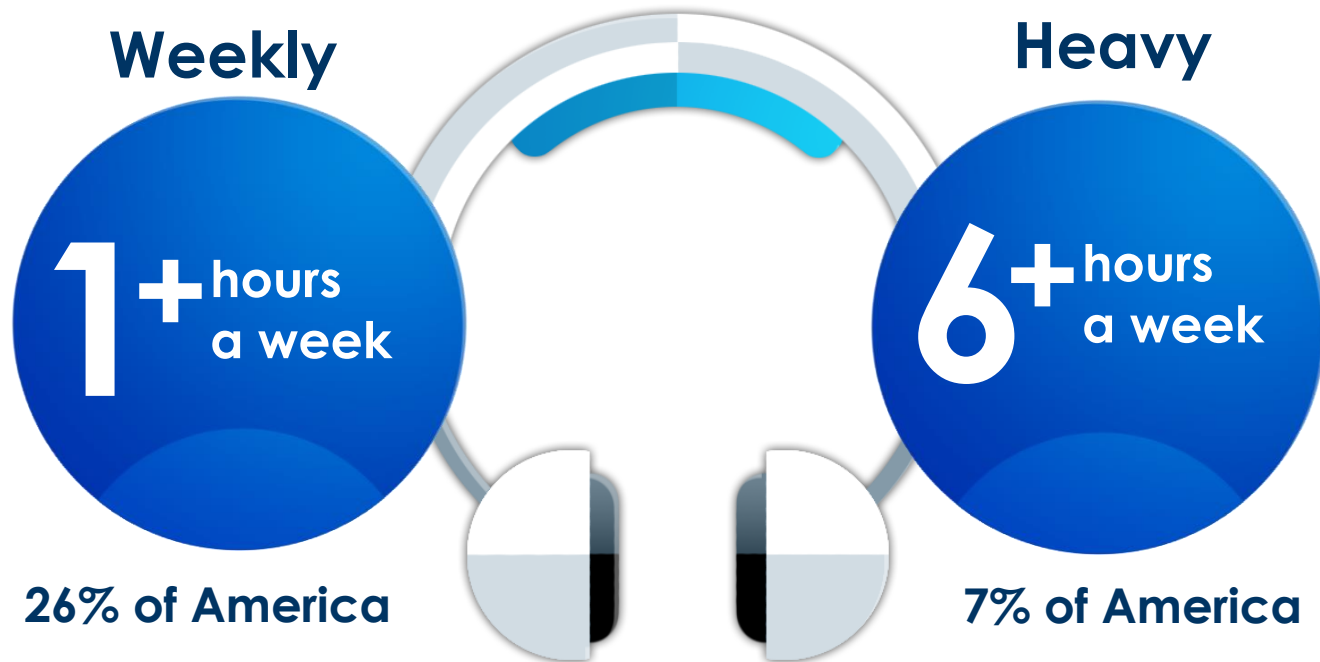


# Key takeaways

- **The shakeup continues in the podcast platform wars:** Growing interest in video podcasts has helped to propel YouTube to edge out Spotify as the platform used the most by weekly podcast listeners. Heavy listeners continue to use Apple Podcasts most often.
- **Most weekly podcast listeners now prefer watchable podcasts:** Driven by Podcast Newcomers, more listeners prefer podcasts with video they can actively watch or minimize to listen in the background vs. podcasts that have audio only with no video.
- **Women and younger demos are coming into podcasting:** More than half of Podcast Newcomers who have started listening in the last year are 18-34 and more than half are women.
- **Podcast video ads offer an attentive alternative to linear TV ads:** Among listeners who watch video podcasts, more say their eyes are on the screen when ads are playing than what Nielsen studies have shown among linear TV viewers.
- **Podcast advertising captures hard-to-reach, on-demand video consumers:** Weekly podcast listeners are also heavy viewers of ad-free video streaming services.
- **Podcast listeners are eager to interact and engage with their favorite podcasts:** Most weekly listeners follow hosts on social media and plan to attend live podcast events. When considering paid subscriptions, they value exclusive content/access ahead of an ad-free experience.
- **Funny and entertaining ads offer a creative opportunity:** While podcast listeners remain highly receptive to podcast ads, they say they prefer funny and entertaining podcast ads to the more rational ads focused on features/benefits they currently hear more often.



# Podcasts: Who's listening?



Source: Weekly podcast listening sourced from Edison Research, "The Infinite Dial 2022," persons 12+ Heavy podcast listening based on multiplying heavy podcast listeners size by total America.

# Study terminology and definitions

| Term                                   | Definition  |
|--|---|
| <b>Heavy podcast listeners</b>         | Listened to <b>6+ hours</b> of podcasts in the past week.   |
| <b>Podcast Pioneers (4+ years ago)</b> | Started listening to podcasts 4 or more years ago.  |
| <b>Podcast start: 2-3 years ago</b>    | Started listening to podcasts 2-3 years ago.  |
| <b>Podcast Newcomers (past year)</b>   | Started listening to podcasts in the past 12 months.  |
| <b>Distribution platforms</b>          | Destination where podcasts are available for consumers, e.g., Apple Podcasts, Spotify, and YouTube. |
| <b>Apple Podcasts</b>                  | Podcasts accessed on iTunes or Apple Podcasts.  |
| <b>Google Podcasts</b>                 | Podcasts accessed on Google Play or Google Podcasts.  |

Podcast  
origin  
timeline

**Weekly podcast listener profile:  
Podcast Pioneers (started 4+ years ago)  
spend more time and consume more  
episodes. Podcast Newcomers (started in the  
last year) are younger and more female.**

# State of weekly podcast listeners

## Profile of the 26% of Americans who are weekly podcast listeners

### Heavy podcast listening

% who listened to 6+ hours

**27%**

of total weekly podcast listeners are heavy users

### Average weekly time spent with podcasts

Weekly podcast listeners consumed an average of

**4.4 hours**

of podcasts

### Average number of podcast episodes listened to

Weekly podcast listeners tuned into an average of

**5.6**

podcast episodes in the past week

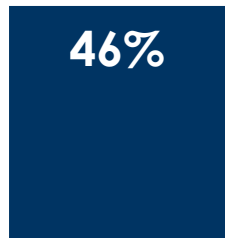
### Average number of podcast shows listened to

On average, weekly podcast listeners listen to

**3.7**

different shows per week

# Weekly podcast listeners: Skew 18-34 and 33% started listening in the past year



Persons 18-34



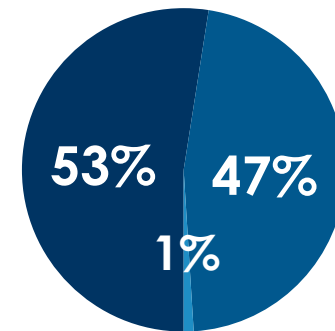
Persons 35-49

Mean age: **38.6**



Persons 50+

- Male (%)
- Female (%)
- Non-binary (%)



Q: "When did you first start listening to podcasts?"

Podcast Pioneers (4+ years ago)

34%

Podcast start: 2-3 years ago

33%

Podcast Newcomers (past year)

34%

**How to read:** 47% of weekly podcast listeners are women.

# Heavy podcast listeners (6+ hours in past week): Spend more than 2X the time listening than average; Nearly half are Podcast Pioneers

Q: "In the past week, approximately how many hours, if any, did you spend listening to podcasts?"

% who listened to 6+ hours

# 27%

of total weekly podcast listeners are heavy podcast listeners

Average weekly time spent with podcasts (hours):

# 11

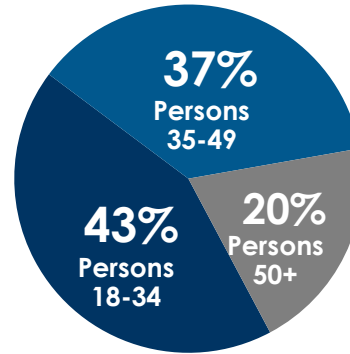
2.5X greater than total

Average number of podcast episodes listened to in the past week:

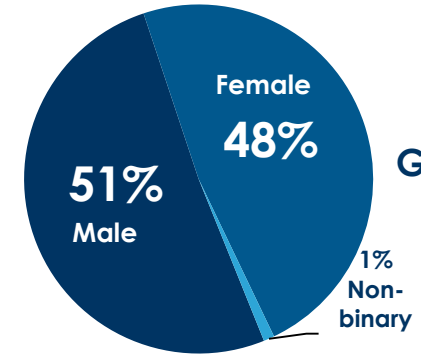
# 9.6

1.7X greater than total

## Age



## Gender



Q: "When did you first start listening to podcasts?"



**How to read:** 43% of heavy podcast listeners (those who listened to 6+ hours of podcasts in the past week) are 18-34.

# Podcast Pioneers (started listening 4+ years ago): Skew male and are heavier podcast listeners than average

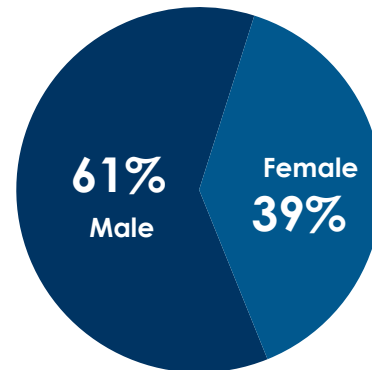
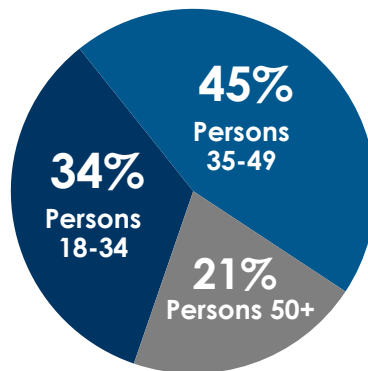
Q: "When did you first start listening to podcasts?"

% who started listening 4+ years ago

# 34%

of total weekly podcast listeners are Podcast Pioneers

### Age



### Gender

% who are heavy podcast listeners (6+ hours/week)

# 36%

**+33%** greater than total

Average weekly time spent with podcasts (hours):

# 5.2

**+18%** greater than total

Average number of podcast episodes listened to in the past week:

# 6.7

**+20%** greater than total

**How to read:** 61% of Podcast Pioneers (those who started listening to podcasts 4 or more years ago) are men.

# Podcast Newcomers (started listening in past year): More likely to be female and 18-34

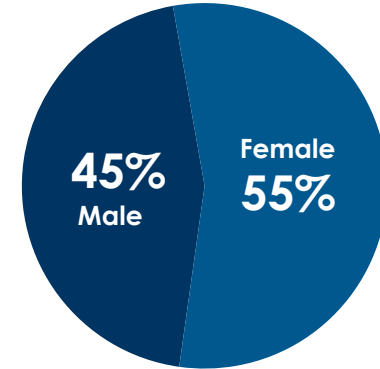
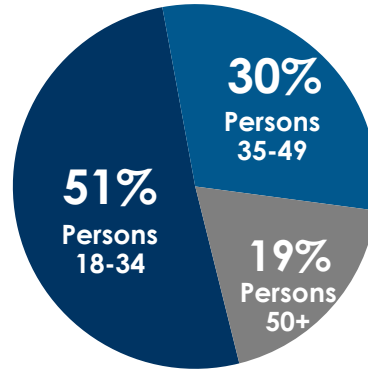
Q: "When did you first start listening to podcasts?"

% who started listening in the past year

**34%**

of total weekly podcast listeners are Podcast Newcomers

Age



Gender

% who are heavy podcast listeners (6+ hours/week)

**20%**

-26% lower than total

Average weekly time spent with podcasts (hours):

**3.6**

-19% lower than total

Average number of podcast episodes listened to in the past week:

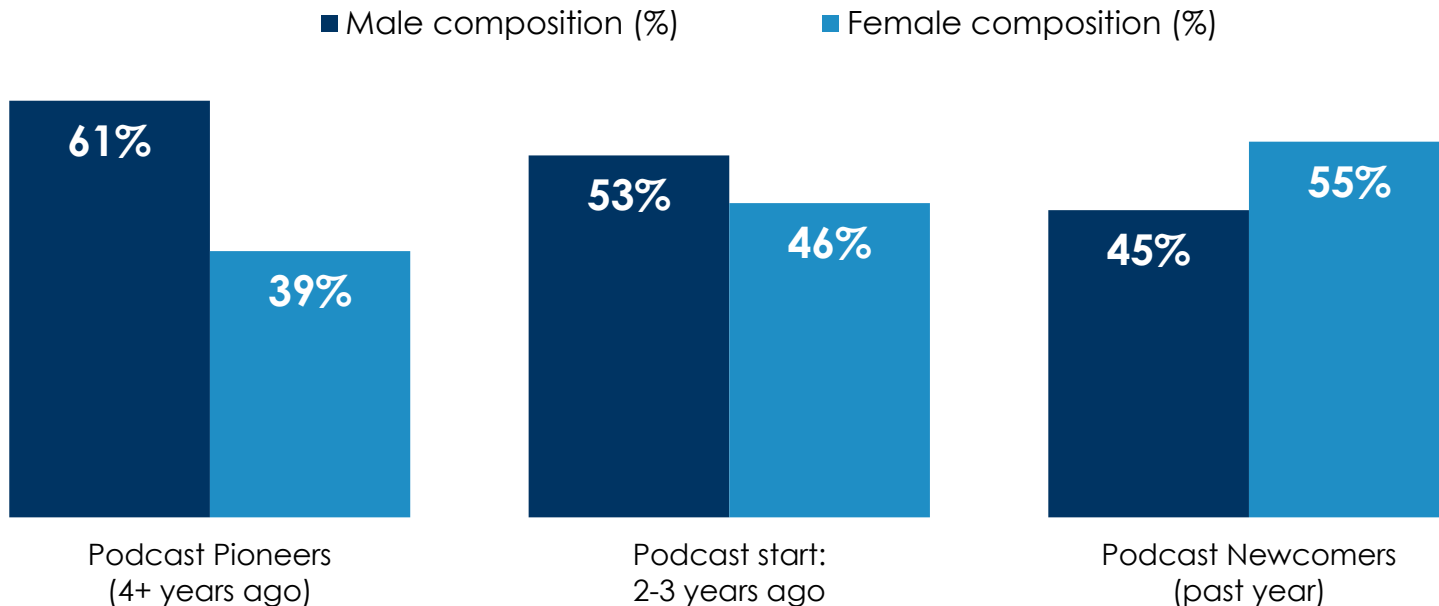
**3.5**

-38% lower than total

**How to read:** 55% of Podcast Newcomers (those who started listening to podcasts in the past year) are women.

# Women are more likely to be among Podcast Newcomers coming into the medium

Q: "When did you first start listening to podcasts?" – gender composition (%)

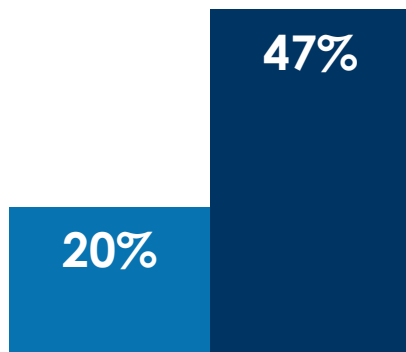


**How to read:** 53% of weekly podcast listeners who started listening to podcasts 2-3 years ago are men.

# More Podcast Pioneers have the podcast habit than Podcast Newcomers

2.4X more likely to be a heavy podcast listener

Listen to 6+ hours of podcasts in past week



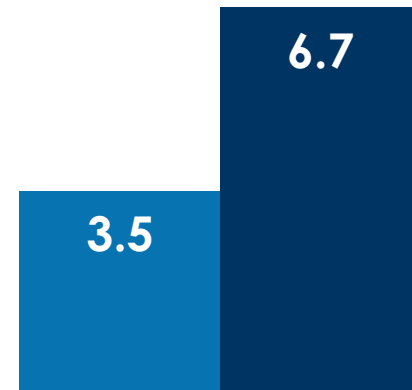
Spend +44% more time with podcasts

Average time spent with podcasts/past week



Listen to +91% more podcast episodes

Average number of podcast episodes listened to/past week



■ Podcast Newcomers (past year) ■ Podcast Pioneers (4+ years ago)

**How to read:** 20% of Podcast Newcomers (those who started listening to podcasts in the past year) are heavy podcast listeners.

# Weekly show listening: Podcast Pioneers have a 1.25-1.75X larger catalogue of podcast shows that they listen to weekly

Average number of weekly shows  
(Pioneers 4+ years)

4.3

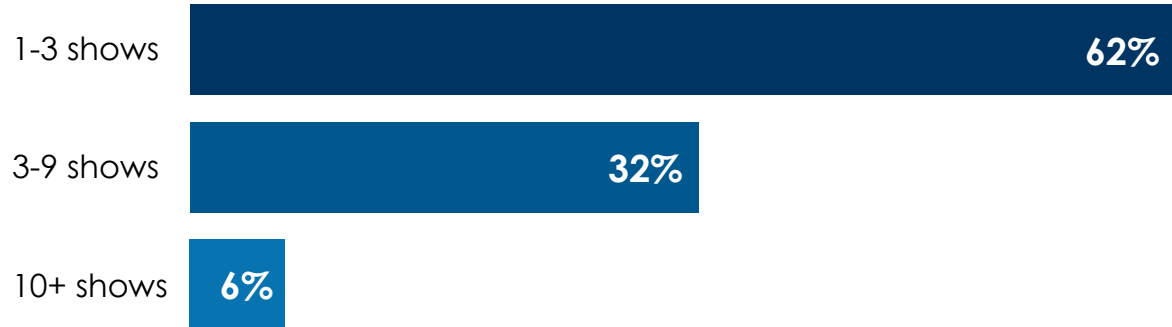
Average number of weekly shows  
(Newcomers <1 year)

3.4

Average number of weekly shows  
(Heavy listeners 6+ hours)

6

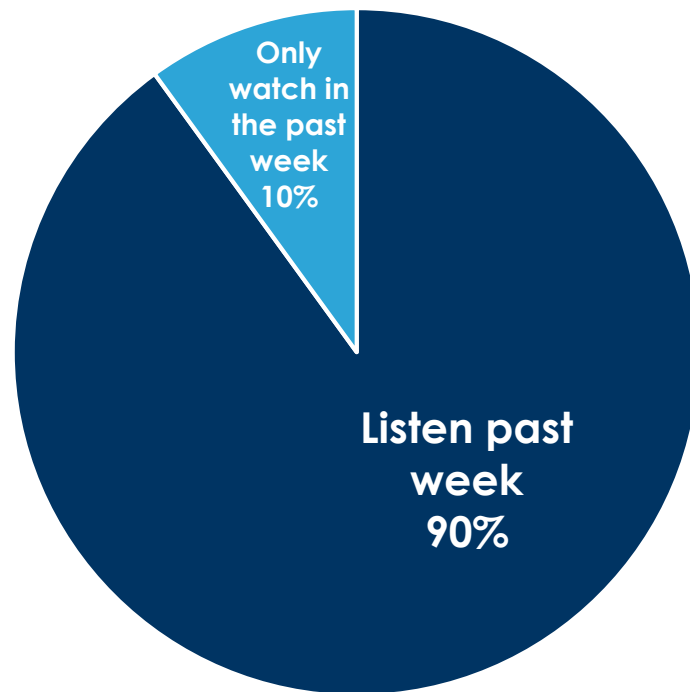
Q: "How many podcast shows have you listened to in the past week?"



**More disruption in podcast platform wars: Podcast Newcomers are helping to propel growth of video podcasts and YouTube as a podcast platform.**

**90% of weekly  
podcast listeners  
say they listened  
to podcasts in the  
last week; 10% say  
they only watched  
podcasts**

Expanding the definition of the podcast audience to those who “watch” rather than just “listen” increased the podcast universe by 10%



# Most used platform: YouTube's share continues to ramp up, now edging out Spotify for the #1 spot

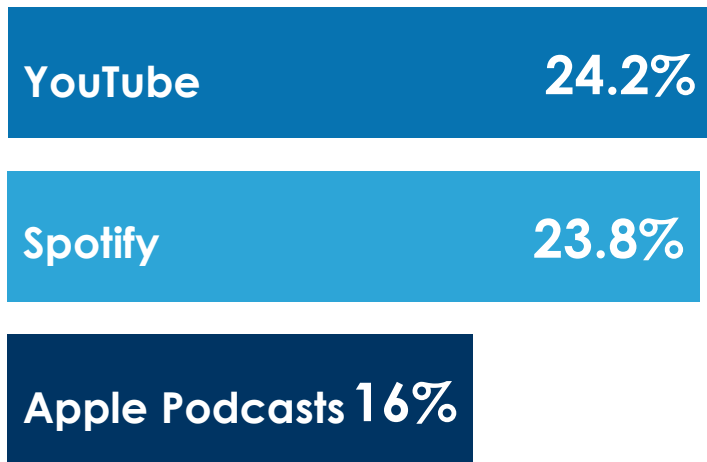
| Q: "Which of the following places do you use the most to access the podcasts you listen to?" (% of respondents) |           |           |              |  |  |
|---|-----------|-----------|--------------|--|--|
|   | July 2019 | July 2020 | October 2021 | April 2022<br>To compare to previous waves, results in this column exclude 10% of sample who qualified for April 2022 survey by saying they watched but not listened to podcast in past week | April 2022<br>Percentages shown in this column reflect the full sample including respondents who qualified by saying they watched but not listened to a podcast in the past week |
| Apple Podcasts  | 26%       | 22%       | 20%          | 16%  | 15%  |
| Spotify   | 15%       | 20%       | 24%          | 23.8%  | 23%  |
| YouTube   | 14%       | 16%       | 19%          | <b>24.2%</b>   | <b>25%</b>   |

**How to read:** In July 2019, 26% of total weekly podcast listeners used Apple Podcasts the most to access podcasts, compared to 16% in April 2022, resulting in a decline of -38%.

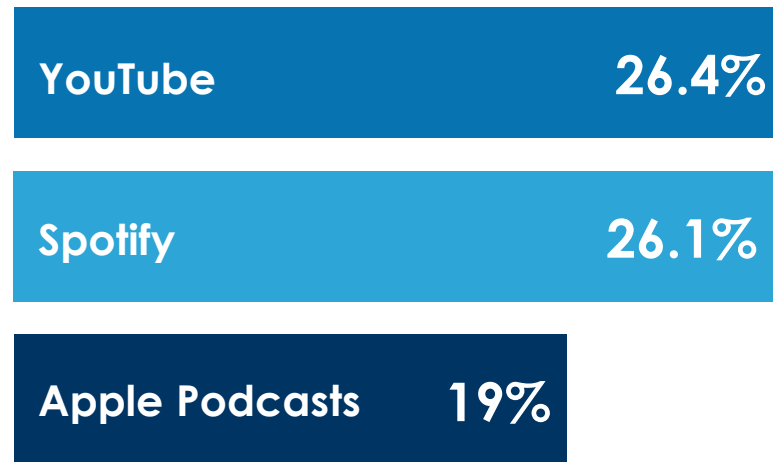
# Tale of two studies: Weekly podcast listeners use YouTube and Spotify most often

% of weekly podcast listeners who use platform the most for podcast consumption

Cumulus Media and Signal Hill Insights'  
Podcast Download – April 2022



Triton Digital Podcast Metrics Demos+  
April 2021 – March 2022



**How to read:** 26.4% of weekly podcast listeners in the Triton Digital Podcast Metrics Demos+ study used YouTube the most to access podcasts.

# YouTube & Spotify tie for #1 most used platform among Podcast Newcomers; Apple is #1 among heavy listeners

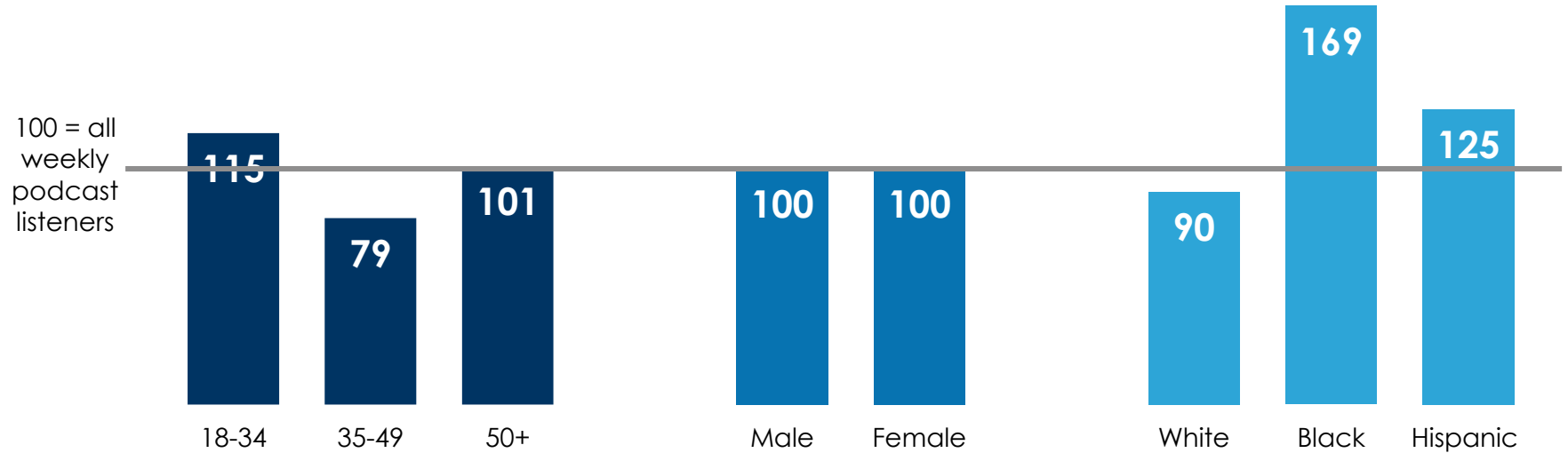
% of weekly podcast listeners who use platform the most for podcast consumption



**How to read:** 31% of Podcast Newcomers use YouTube the most to access podcasts.

# Index of podcast listeners who use YouTube most vs. all weekly listeners: Both older and younger and more likely to be diverse

Listeners who name YouTube as platform used most often to access podcast, indexed to all weekly podcast listeners



**How to read:** Podcast listeners who name YouTube as the platform they use most often to listen to podcast are 15% more likely than all weekly podcast listeners to be aged 18-34.

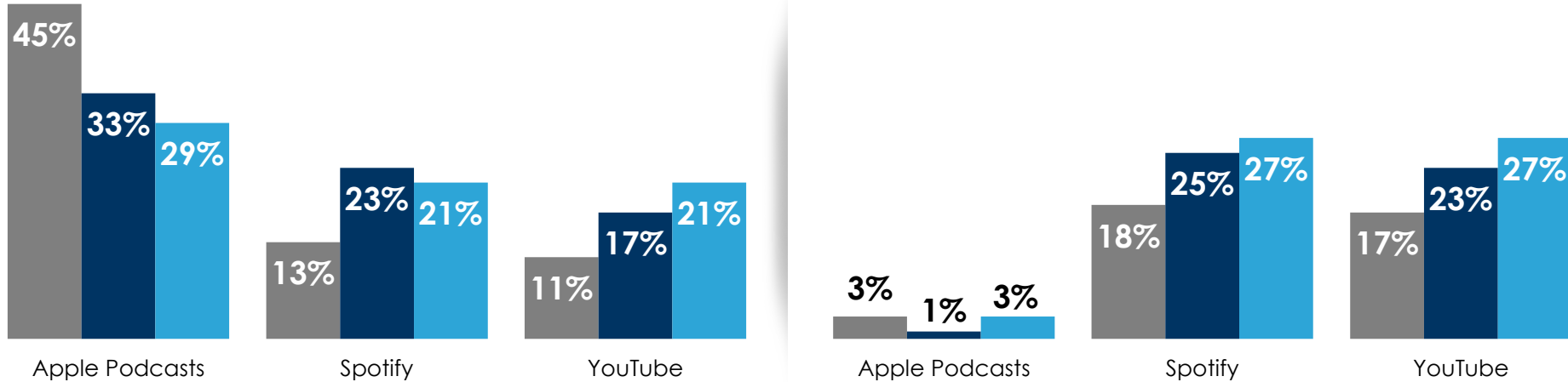
# Among iPhone owners, Apple Podcasts' share erodes at the hands of Spotify & YouTube; Among Android owners, Spotify and YouTube grow share at expense of other platforms

Q: "Which of the following places do you use the most to access the podcasts you listen to?"  
(% of respondents)

■ July 2019 ■ October 2021 ■ April 2022

iPhone owners

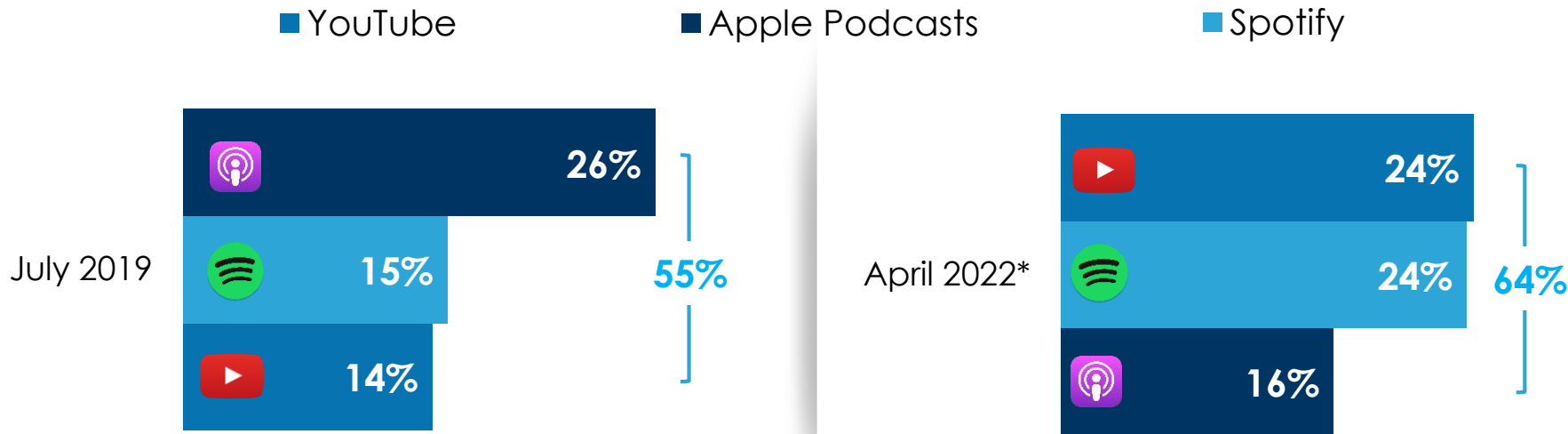
Android mobile phone owners



**How to read:** In July 2019, 18% of Android mobile phone owners used Spotify the most to access podcasts, compared to 27% in April 2022, resulting in a lift of +50%.

# Collectively, the big 3 platforms are commanding a larger share of platform used most often than they did 3 years ago

Q: “Which of the following places do you use the most to access the podcasts you listen to?”  
(% of total weekly podcast listeners)

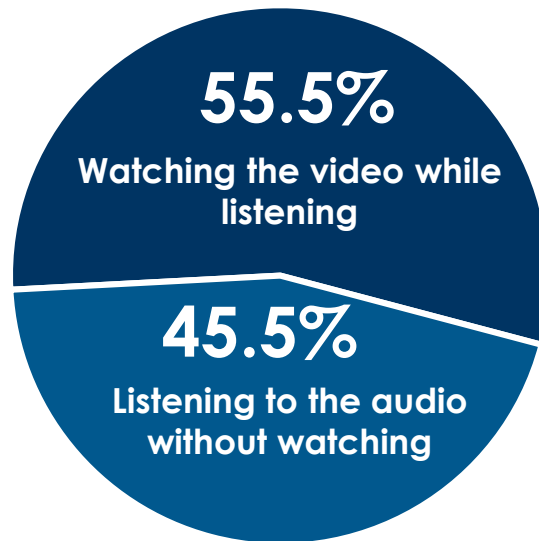


\*To compare to previous waves, results here exclude 10% of sample who qualified for April 2022 survey by saying they watched but not listened to podcast in past week.

**How to read:** In July 2019, 26% of total weekly podcast listeners used Apple Podcasts the most to access podcasts, compared to 16% in April 2022, resulting in a decline of -38%.

**Podcast listeners who use YouTube for podcasts spend nearly as much time listening to the podcast *without* watching as they do watching while listening**

**Average % of time spent accessing podcasts on YouTube**

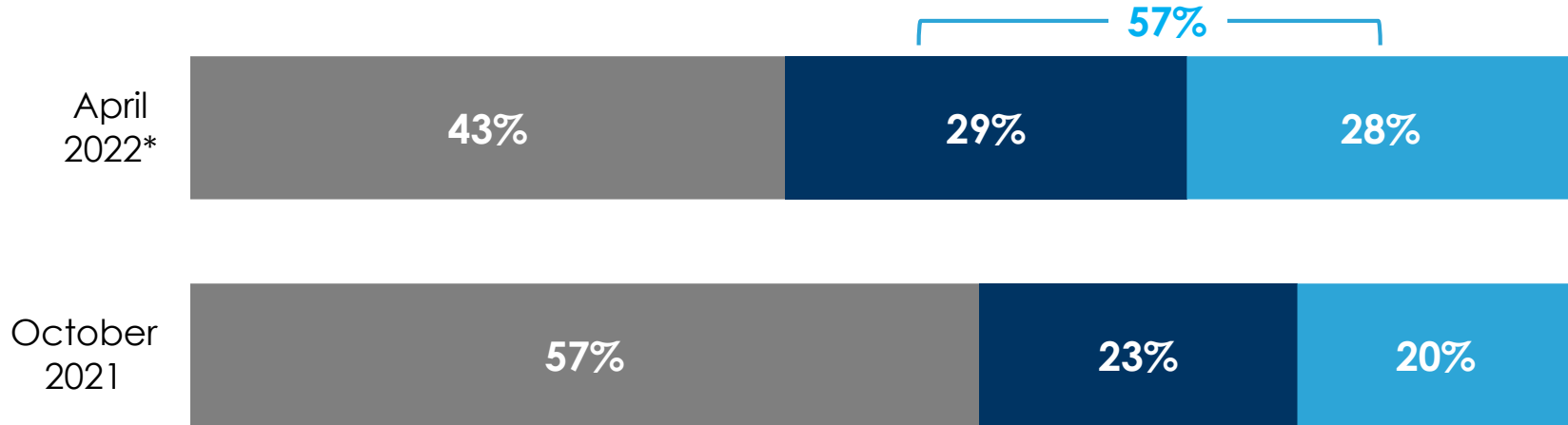


Source: Cumulus Media and Signal Hill Insights' Podcast Download - Spring 2022 Report, Cumulus Media, MARU/Matchbox National Study - April 2022;  
Q: "Thinking about all the time you use YouTube for podcasts, what proportion are you...?"

# Watchable podcasts growing in popularity; Nearly 6 in 10 now say they prefer podcasts with video

Q: "How do you prefer to listen to podcasts?"

■ Audio only w/o any video   ■ Video you play in background / minimize while listening   ■ Video you actively watch while listening



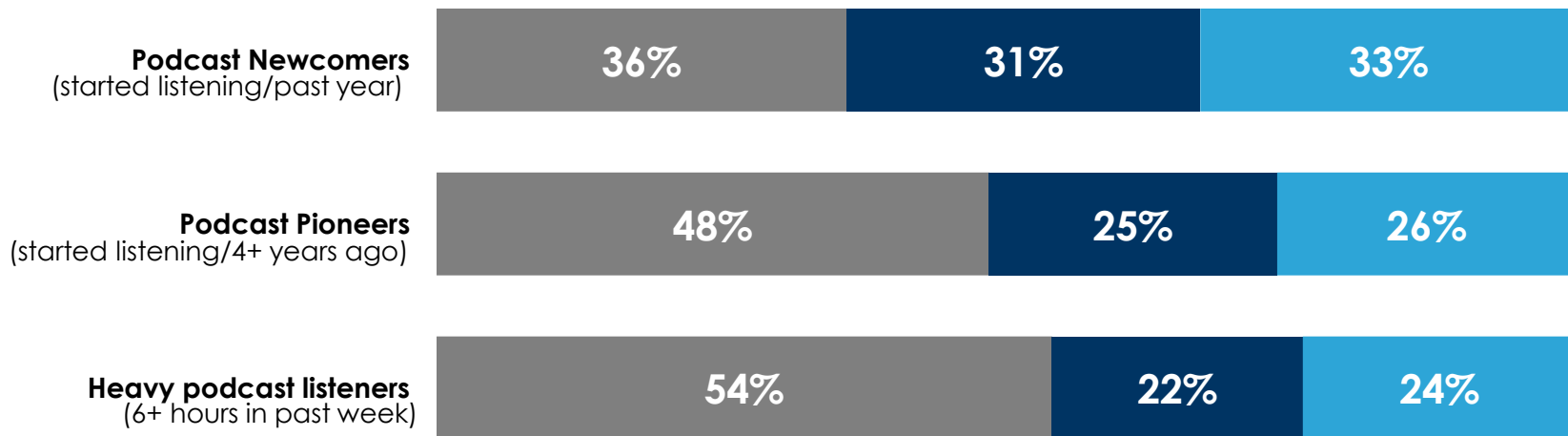
\*To compare to previous waves, results here exclude 10% of sample who qualified for April 2022 survey by saying they watched but not listened to podcast in past week.

**How to read:** 57% of weekly podcast consumers preferred audio only podcasts in October 2021.

# Podcast Newcomers are driving heightened interest in podcasts with watchable video

Q: "How do you prefer to listen to podcasts?"

■ Audio only w/o any video   ■ Video you play in background / minimize while listening   ■ Video you actively watch while listening

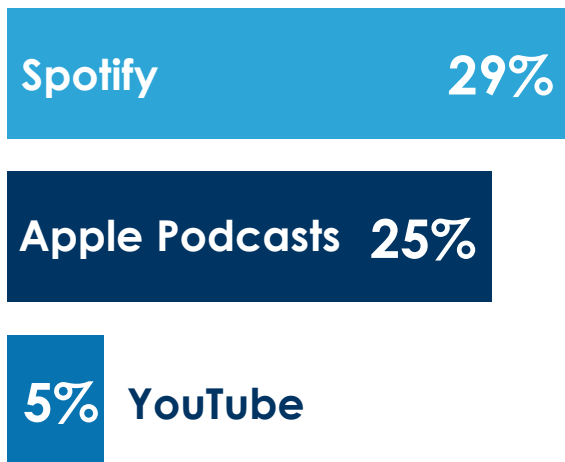


**How to read:** 54% of heavy podcast listeners prefer audio-only podcasts.

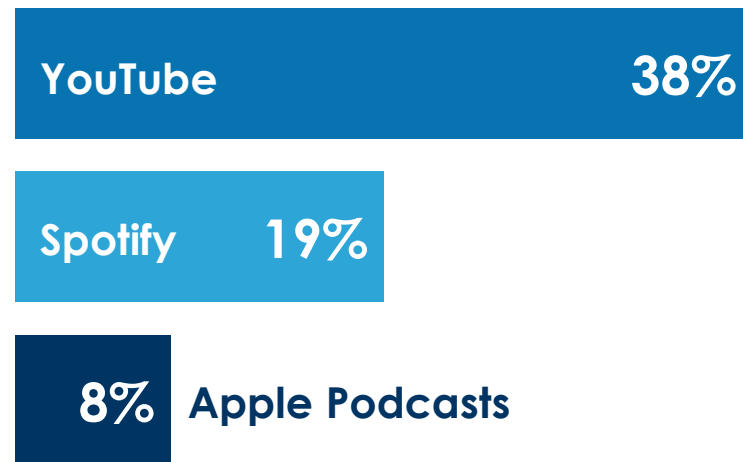
# Preference for watchable video is a key driver in platform used most: YouTube is a runaway #1 among podcast listeners who prefer video

% of weekly podcast listeners who use platform the most for podcast consumption

## Prefer podcasts with audio only



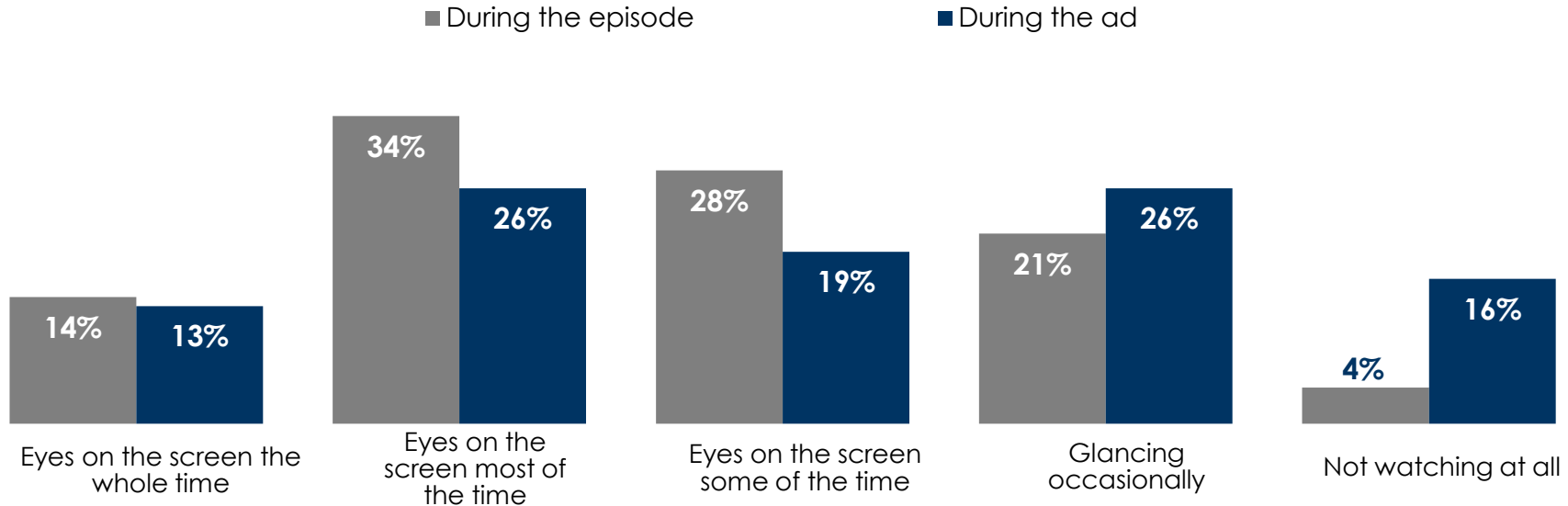
## Prefer podcasts with video you actively watch or minimize/listen in background



**How to read:** 38% of weekly podcast listeners who prefer podcasts with video name YouTube as the podcast platform they use the most.

# Podcast listeners who watch video podcasts often have eyes on screen with nearly 6 in 10 looking at the screen at least some of the time, even during ads

Q: “How would you describe how often your eyes are on the screen (e.g., phone screen, laptop screen, TV screen) while the podcast episode is playing?”



**How to read:** 34% of podcast listeners who watch podcasts say they keep their eyes on the screen most of time while watching an episode.

# TV ads aren't seen 61% of the time

% of time TV ads are airing

Eyes on the screen

**39%**



Eyes on a second screen

**40%**



Out of the room

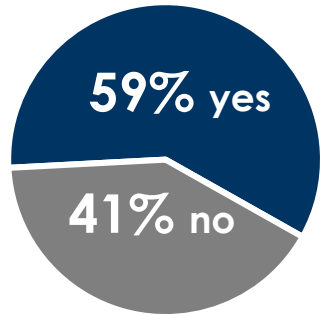
**21%**



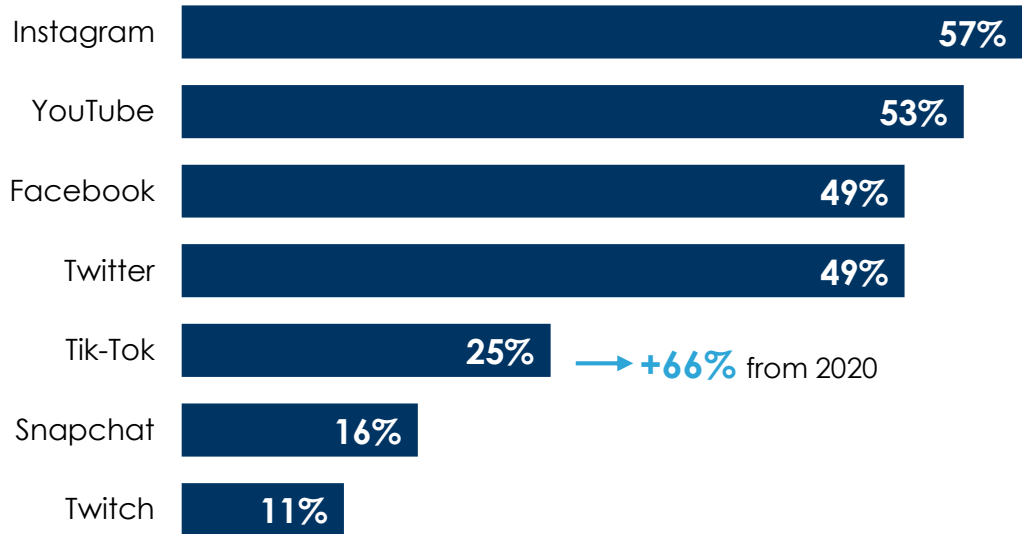
**Podcast listeners seek out opportunities to engage and interact with their favorite podcasts.**

# Nearly 6 in 10 podcast listeners follow a favorite host on social media

Q: "Do you follow any of your favorite podcast hosts on social media?"  
(% of total weekly podcast listeners)



Q: "On which social media do you follow your favorite podcast hosts?" - leading platforms only  
(% who follow hosts on social media)

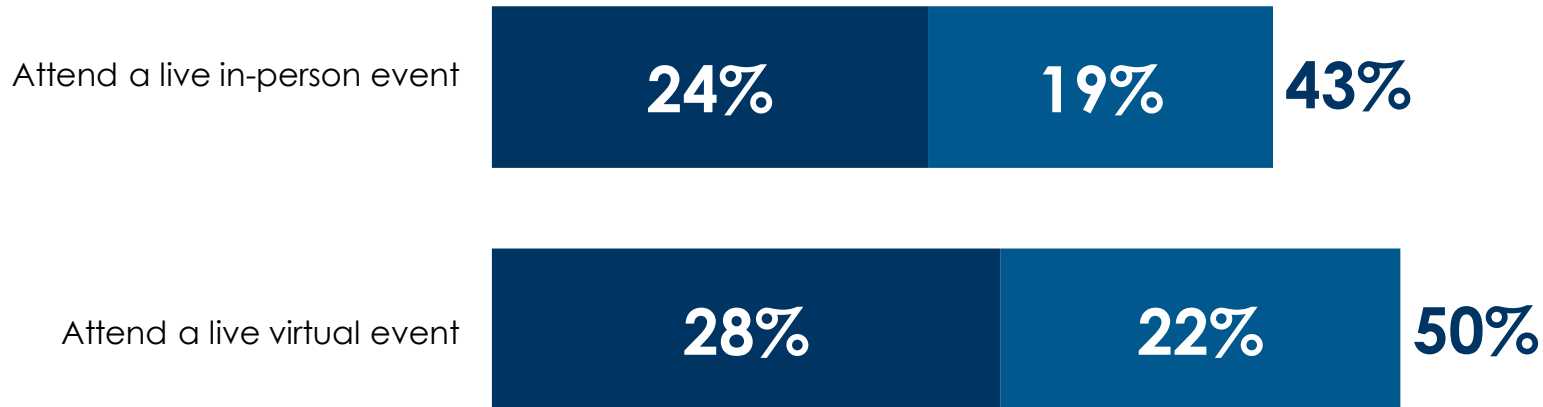


**How to read:** 57% of weekly podcast listeners who follow hosts said they follow them on Instagram.

# More than 4 in 10 podcast listeners say they are likely to attend live in-person podcast events in next 6 months; More than half to virtual events

Q: “How likely would you be to attend a live event for your favorite podcast in the next six months?”

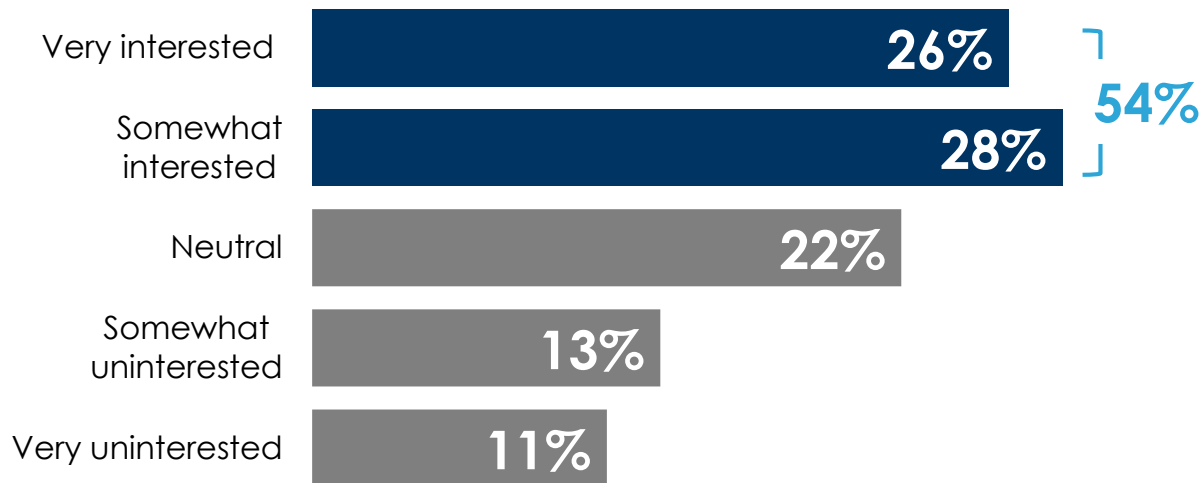
■ Very likely ■ Somewhat likely



**How to read:** 24% of weekly podcast listeners are very likely to attend a live event for their favorite podcast in the next six months.

# More than half of podcast listeners show some interest in social audio apps

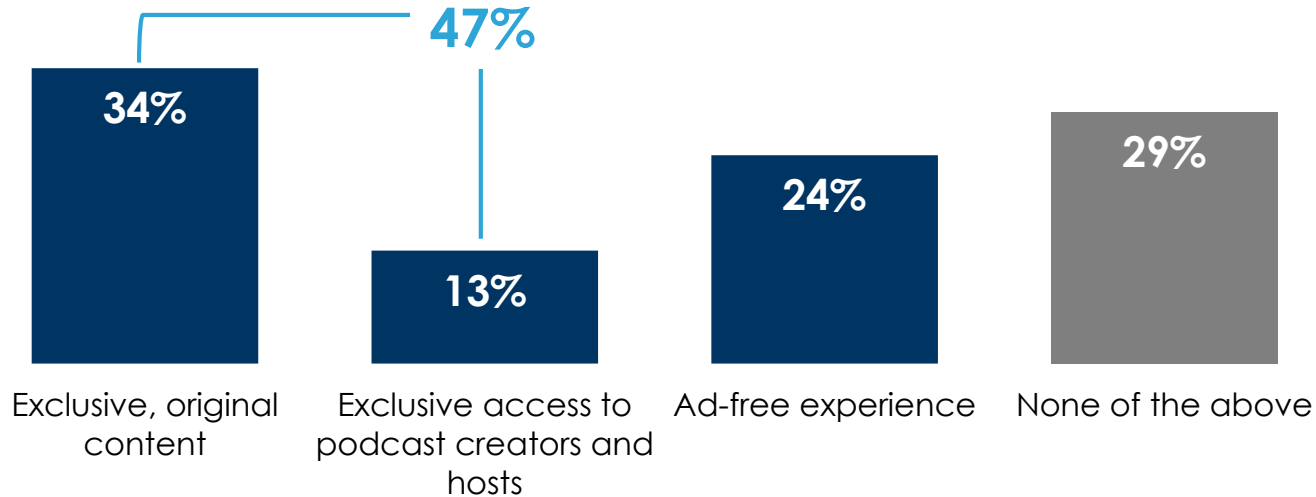
Q: “How interested are you in these new [social] audio-based apps and features?”  
(% of total weekly listeners)



**How to read:** 26% of weekly podcast listeners are very interested in social audio apps and features.

# When asked what would influence their decision to pay for podcasts, listeners choose exclusive content or access vs. an ad-free experience

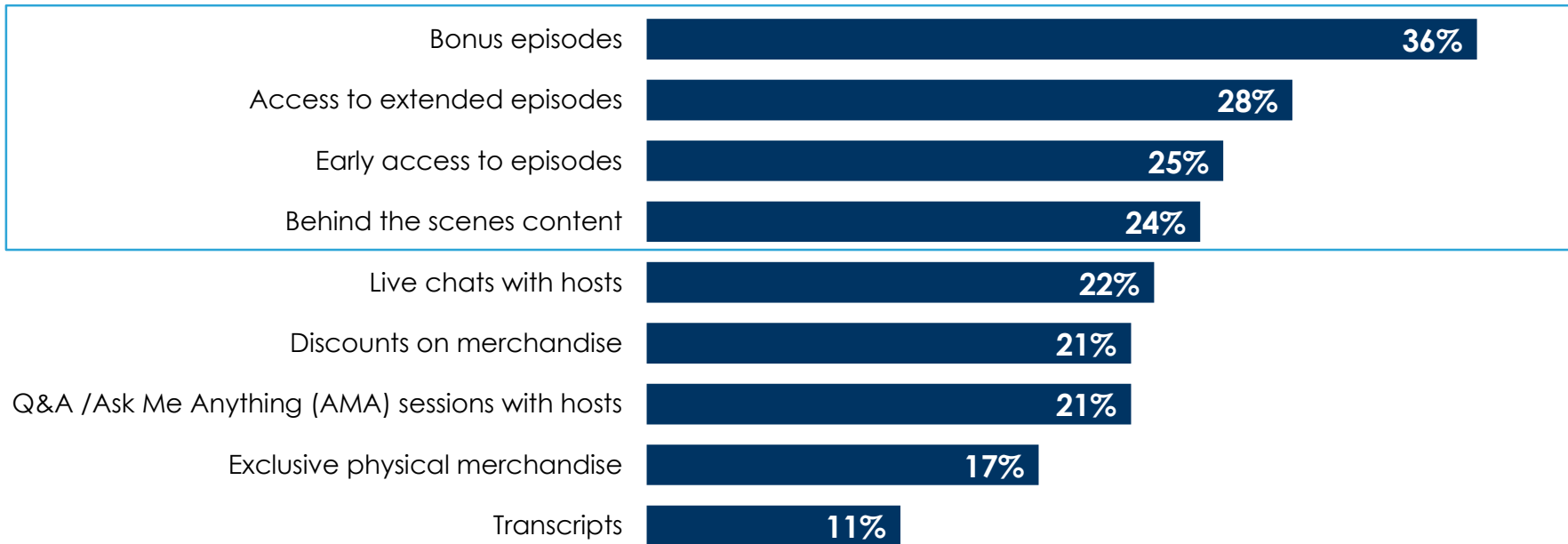
Q: “Which one of the following features, if any, would influence your decision to pay for podcasts the most?”  
(% of total weekly podcast listeners)



**How to read:** 34% of weekly podcast listeners said exclusive original content would most influence their decision to pay for podcasts.

# Extra content leads the list of exclusive benefits podcast listeners say they would pay for in a subscription, followed by the chance to interact with hosts

Q: "If your favorite podcast offered a subscription option which provided exclusive benefits for a monthly fee, which of the following would you be willing to pay for?" (% of total weekly podcast listeners)

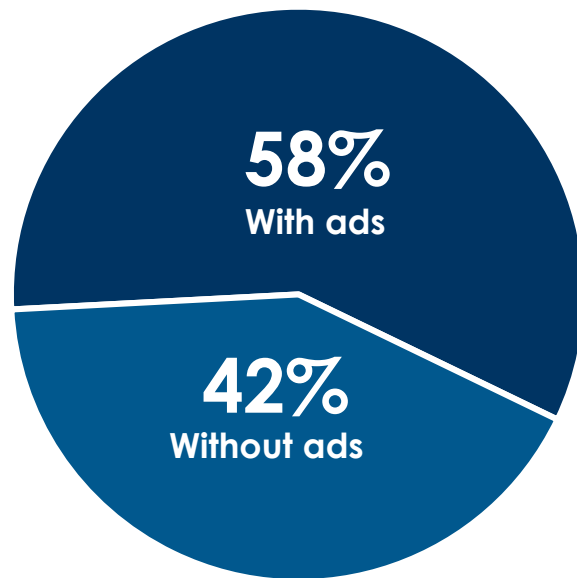


**How to read:** 36% of weekly podcast listeners said they would be willing to pay for bonus episodes for a monthly fee.

**Podcast advertising is a great way to reach the ad-free video streaming audiences of Netflix, Amazon Prime, and Disney+.**

# Podcast listeners spend nearly half of all viewing time with ad-free video

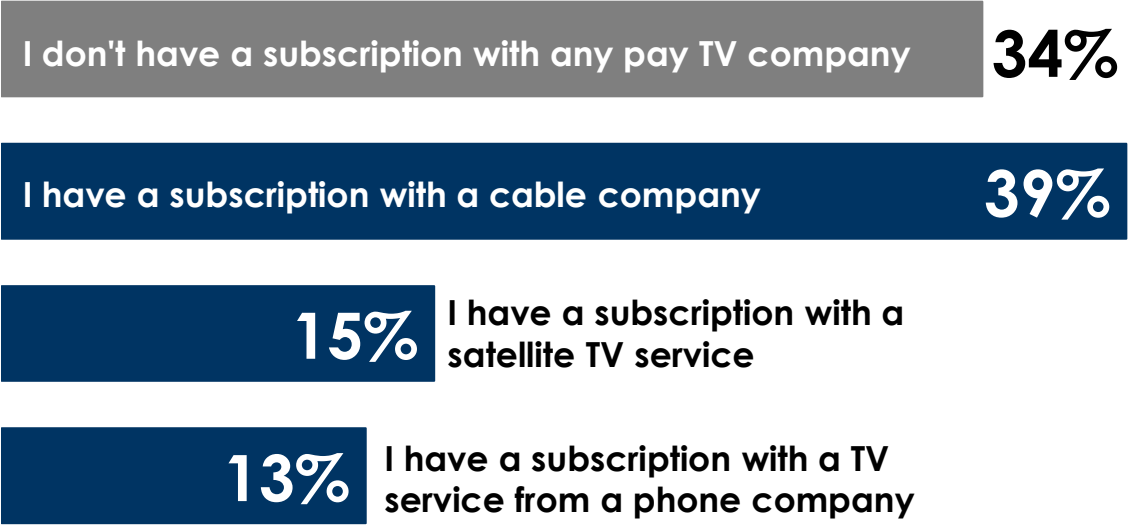
Average % of time spent watching video  
(TV, streaming, etc.) among total weekly  
podcast listeners



Source: Cumulus Media and Signal Hill Insights' Podcast Download - Spring 2022 Report, Cumulus Media, MARU/Matchbox National Study - April 2022; Q: "Thinking about all the time you spend with video (TV, video streaming, online video, etc.), how much of your video time are you...?"

# Podcasts reach cord cutters: More than a third of weekly podcast listeners do not subscribe to pay TV

Q: "Which one of the following statements best describes how you currently get your TV?"  
(% of total weekly podcast listeners)



**How to read:** 34% weekly podcast listeners don't have a subscription with any pay TV company.

# Weekly podcast listeners are avid users of video streaming services

Q: "When is the most recent time, if ever, you spent time doing the following types of activities?"  
(% of total weekly podcast listeners)

Used a video streaming service in the past month

94%

Used an ad-free video streaming service in the past month

88%

Used an ad-supported video streaming service in the past month

87%

On average,  
weekly podcast  
listeners used

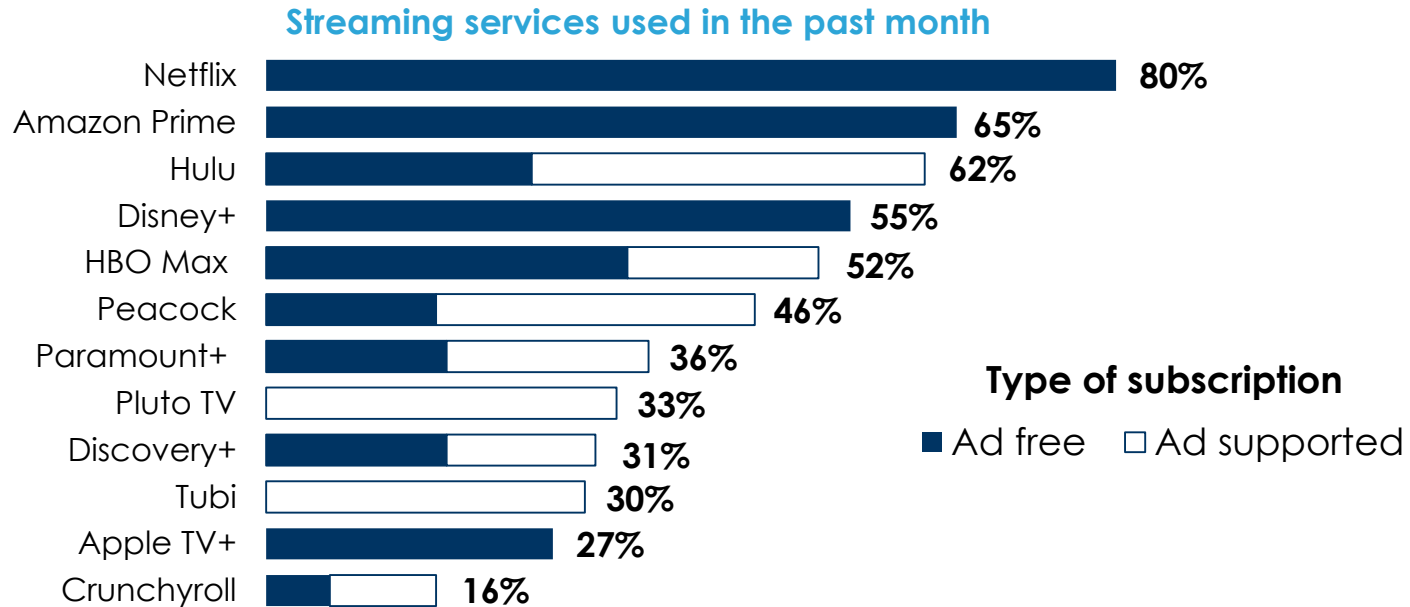
5.3

video streaming  
services in the  
past month

**How to read:** 88% of weekly podcast listeners used An ad-free streaming service in the past month.

# 3 of the top 4 video streaming services watched by weekly podcast listeners are ad free

Q: “When is the most recent time, if ever, you used the following streaming services on any device?”  
(% of total weekly podcast listeners)

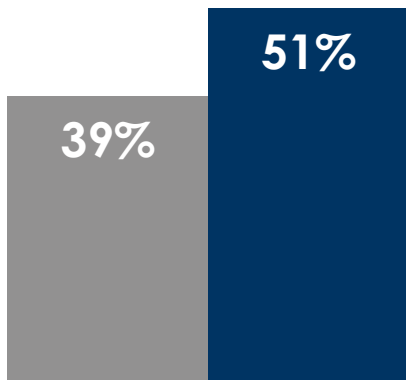


**How to read:** 80% of weekly podcast listeners used Netflix in the past month.

# Heavy podcast listeners are particularly massive users of video streaming

**+28%** more likely to be a heavy TV streamer

Watch 11+ hours in past week



■ Total weekly podcast listeners

Spend **+21%** more time with TV streaming services

Average weekly time spent with TV streaming services



■ Heavy podcast listeners (6+ hrs/week)

**How to read:** 51% of heavy weekly podcast listeners are heavy TV streaming viewers (watch 11+ hours of TV programs using a streaming service).

# Podcast advertising delivers heavy users of ad-free subscription video

Among weekly podcast listeners

Ideal medium for reaching ad-free streaming audiences



88%

of weekly podcast listeners used an **ad-free video streaming** service in the past month

Strong TV streaming tune-in

56%

of weekly podcast listeners spend at least **3 hours per week** watching TV programs via ad-free streaming services

Reach cord-cutters and video “ad-nevers”

More than 1/3



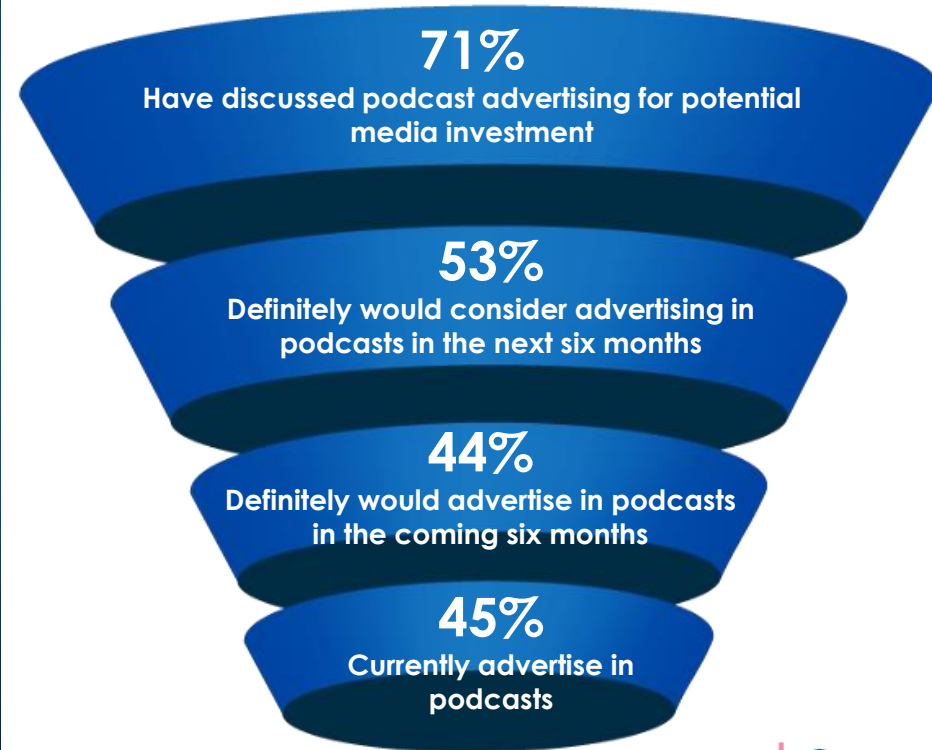
of weekly podcast listeners **do not have pay TV** to see network or cable TV ads

**Advertiser Perceptions November 2021 study  
of 300 media agencies and marketers:  
Podcast advertising consideration, intention,  
and usage are at all-time highs.**



# Agency/advertiser interest is significant at every stage of the podcast ad purchase funnel

## Among agencies and brands



Source: Advertiser Perceptions study of agencies and advertisers, November 2021; Sample size: 300.

# Advertiser Perceptions: Advertiser discussion, consideration, intention, and usage of podcast continues to grow

| Advertiser Perceptions   | Sept 2015 | July 2016 | May 2017 | May 2018 | May 2019 | July 2020 | Nov 2021 |
|--|-----------|-----------|----------|----------|----------|-----------|----------|
| Have you and your colleagues discussed podcast advertising for potential media investment? | 41%       | 58%       | 68%      | 70%      | 75%      | 66%       | 71%      |
| How likely are you to consider advertising in podcasts in the next six months?             | 18%       | 28%       | 37%      | 43%      | 42%      | 46%       | 53%      |
| How likely are you to actually advertise in podcasts in the coming six months?             | 10%       | 21%       | 27%      | 36%      | 34%      | 37%       | 44%      |
| Do you currently advertise in podcasts?  | 15%       | 21%       | 29%      | 32%      | 39%      | 34%       | 45%      |



Source: Advertiser Perceptions study of agencies and advertisers. Sample size: September 2015 310, July 2016 284, May 2017 316, May 2018 300, May 2019 302, July 2020 300, Nov 2021 300.

**Podcast listeners remain uniquely receptive to podcast ads, less likely to avoid them than other digital media ads. Host-read ads are especially popular, yet with an opportunity for more fun and entertaining ads.**

# Weekly podcast listeners continue to have receptive attitudes towards podcast advertising

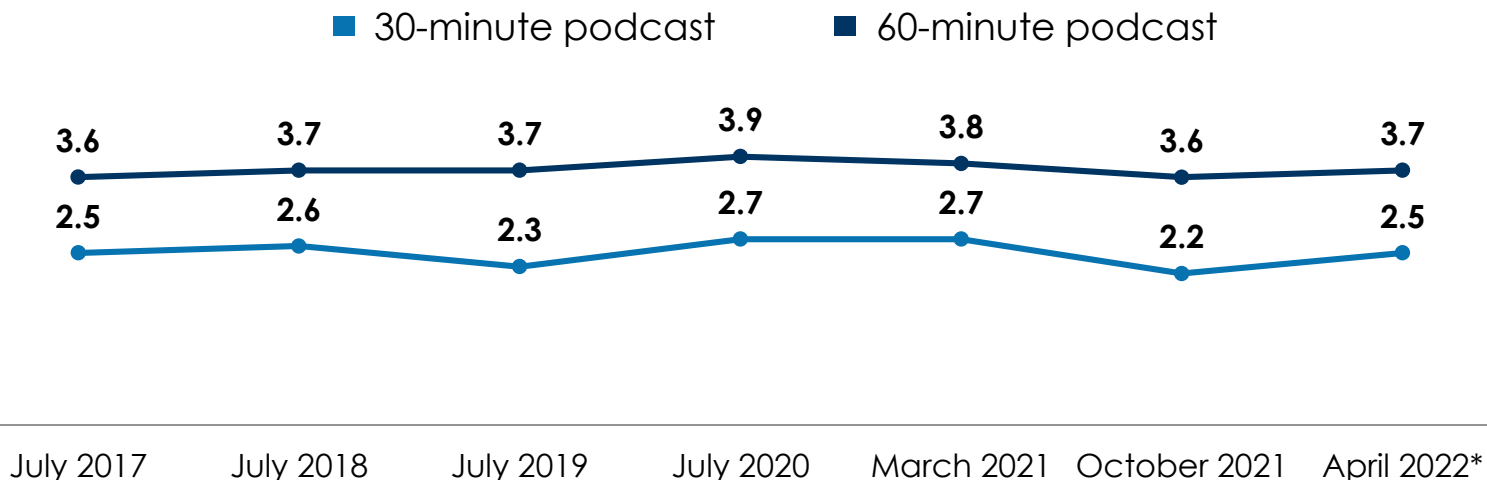
|   | Q: "Please indicate how much you agree or disagree with the statements below:"<br>(% of weekly podcast listeners who answered "strongly agree" or "somewhat agree" to each statement) |           |           |           |            |          |             |
|---|---|-----------|-----------|-----------|------------|----------|-------------|
|   | July 2017   | July 2018 | July 2019 | July 2020 | March 2021 | Oct 2021 | April 2022* |
| I wouldn't mind a couple of extra ads per show so my favorite podcasts can continue | 63%   | 65%       | 60%       | 63%       | 65%        | 60%      | 58%         |
| Most of the ads that I hear on podcasts are engaging                                | 43%   | 45%       | 41%       | 44%       | 46%        | 39%      | 46%         |
| Most of the ads I hear on podcasts are relevant to me                               | 41%   | 45%       | 39%       | 43%       | 43%        | 35%      | 42%         |
| I like most of the ads I hear on podcasts   | 40%   | 44%       | 34%       | 39%       | 40%        | 32%      | 42%         |
| Most of the ads I hear on podcasts are memorable                                    | 40%   | 43%       | 35%       | 40%       | 39%        | 30%      | 38%         |
| I go out of my way to support brands that advertise on my favorite podcasts         | 36%   | 40%       | 33%       | 37%       | 39%        | 28%      | 33%         |

\*To compare to previous waves, results here exclude 10% of sample who qualified for April 2022 survey by saying they watched but not listened to podcast in past week.

**How to read:** In March 2022, 46% of weekly podcast listeners agreed with the following statement: "Most of the ads that I hear on podcasts are engaging."

# Ad tolerance remains stable going back to July 2017

Q: "How many ads would you consider to be appropriate for podcasts of the following lengths?"  
Average accepted ad occasions per podcast – by podcast length  
(Among total weekly podcast listeners)

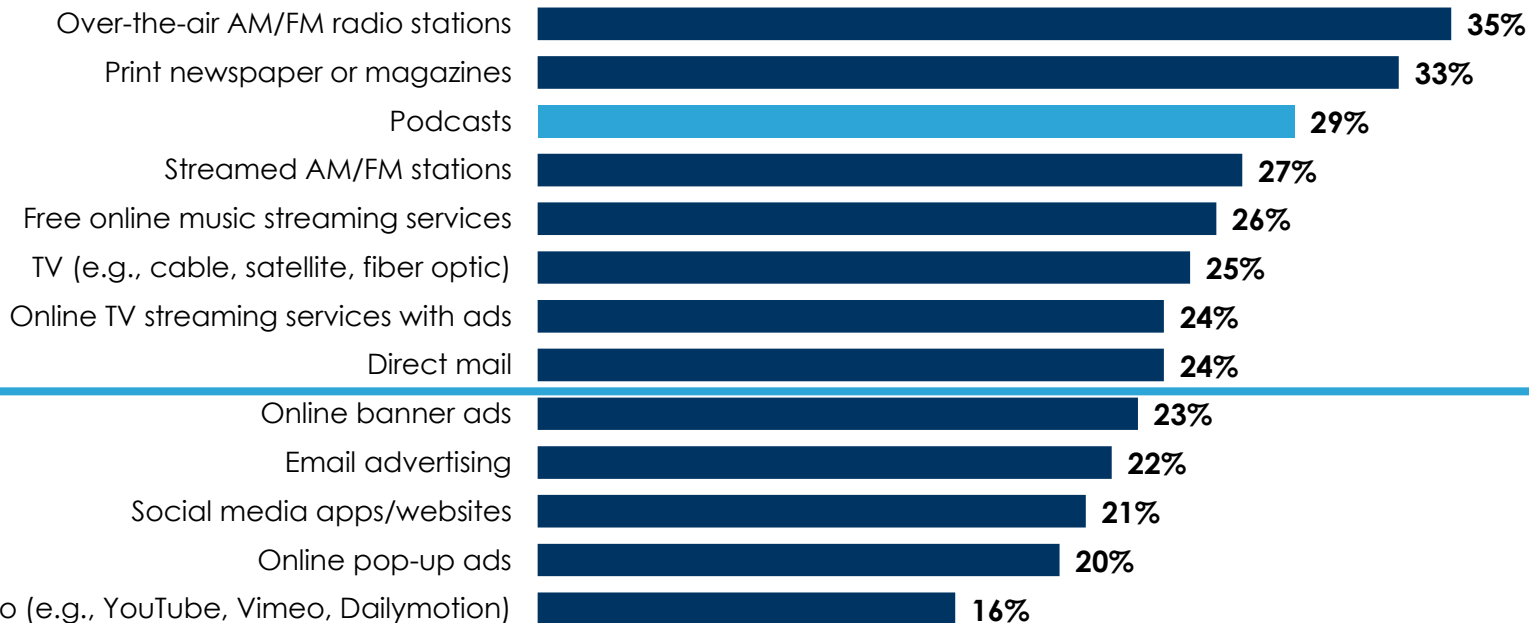


**How to read:** In July 2017, for a 60-minute podcast, weekly podcast listeners would consider an average of 3.6 ads per podcast to be appropriate, compared to 3.7 ads per podcast in April 2022.

# Ad avoidance: Podcasts less likely to be avoided than other digital media

**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, walking away, or otherwise avoiding the ad?**

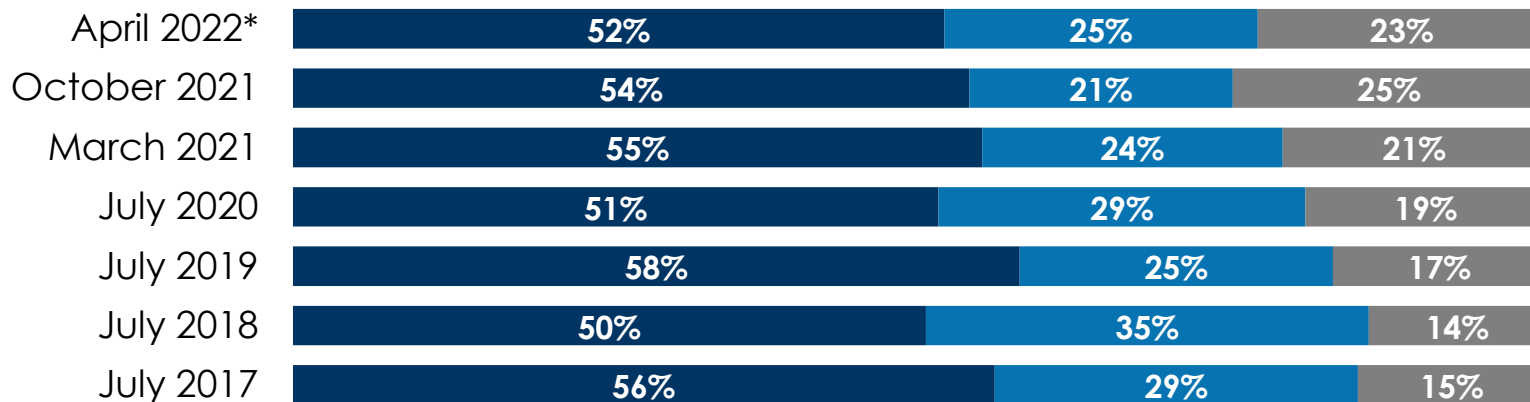
**% who said never or less than half the time**



# More than half of weekly podcast listeners continue to prefer host-read vs. pre-produced ads

Q: "Given a choice between hearing an ad in a podcast that is read by the podcast's host vs. one that sounds like an ad you might hear on AM/FM radio, which would you prefer?" (% of total weekly podcast listeners)

- An ad voiced by the show's host
- An ad that sounds like one heard on AM/FM radio
- Don't know/no opinion

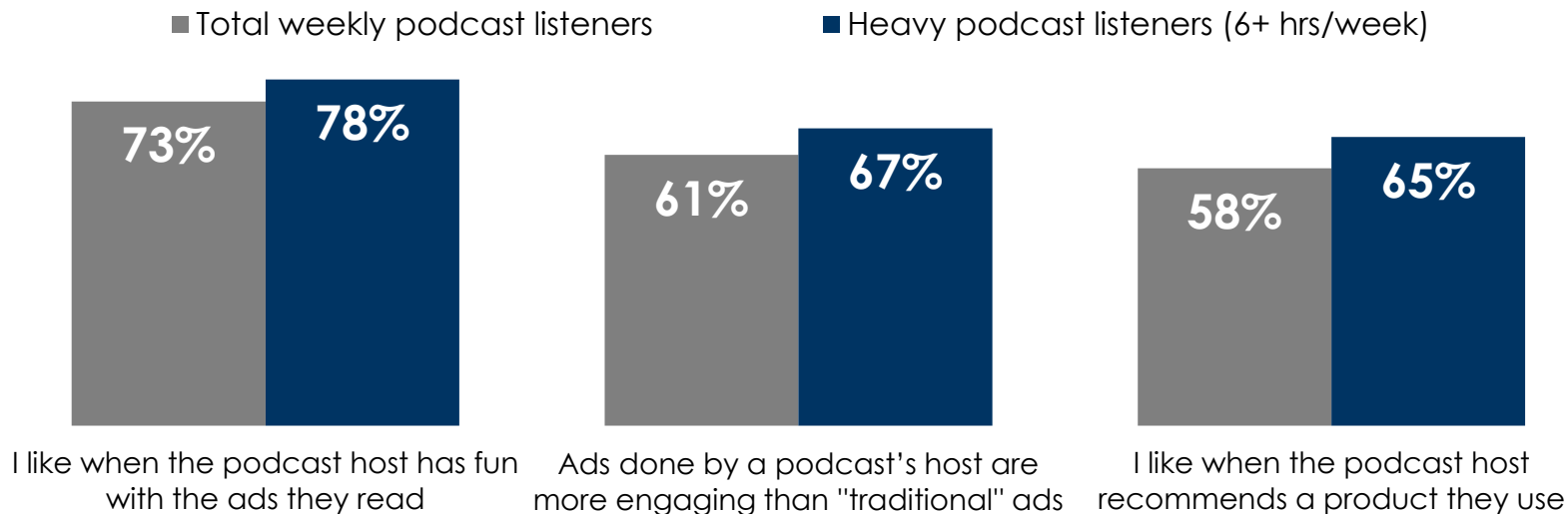


\*To compare to previous waves, results here exclude 10% of sample who qualified for April 2022 survey by saying they watched but not listened to podcast in past week.

**How to read:** Given a choice, 54% of weekly podcast listeners would prefer to hear an ad voiced by the show's host versus an ad that sounds like one heard on AM/FM radio.

# Weekly podcast listeners love it when hosts have fun with host-read ads

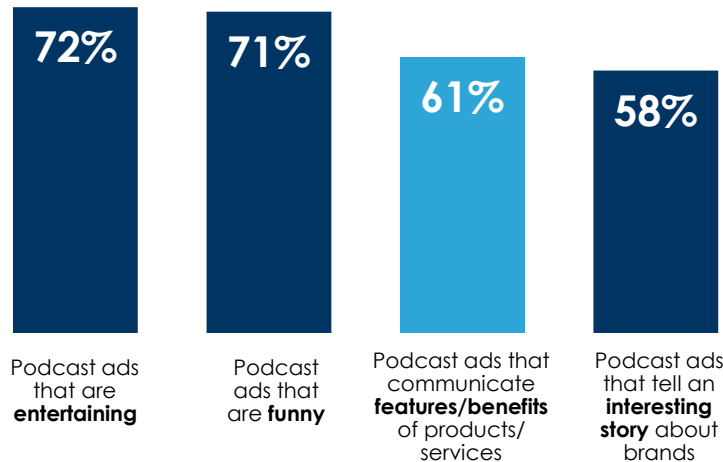
Q: "Please indicate how much you agree or disagree with the statements below:"  
(% who answered "strongly agree" or "somewhat agree" to each statement)  
- April 2022



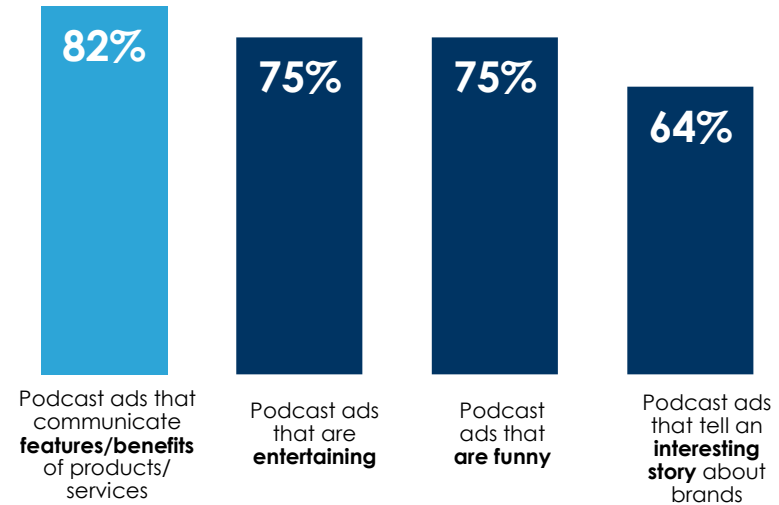
**How to read:** 75% of heavy podcast listeners say they have taken an action after hearing a podcast advertisement.

# Creative opportunity: Podcast listeners prefer funny and entertaining podcast ads but hear more ads that communicate features/benefits

Q: "Please indicate how interested you would be in hearing:"  
(% who answered "very" or "somewhat")  
– April 2022



Q: "Thinking about the time you spend with podcasts, how often do you hear:" (% who answered "frequently" or "occasionally") – April 2022



# Entertain for business gain

"Embrace the idea that advertising is at least as much showmanship as it is salesmanship. It is time to rediscover the fact that **advertising builds brands best when it is entertaining, popular and memorable**, when it is not just a pitch, but a performance."

Paul Feldwick

*Why Does The Pedlar Sing? What Creativity Really Means In Advertising*

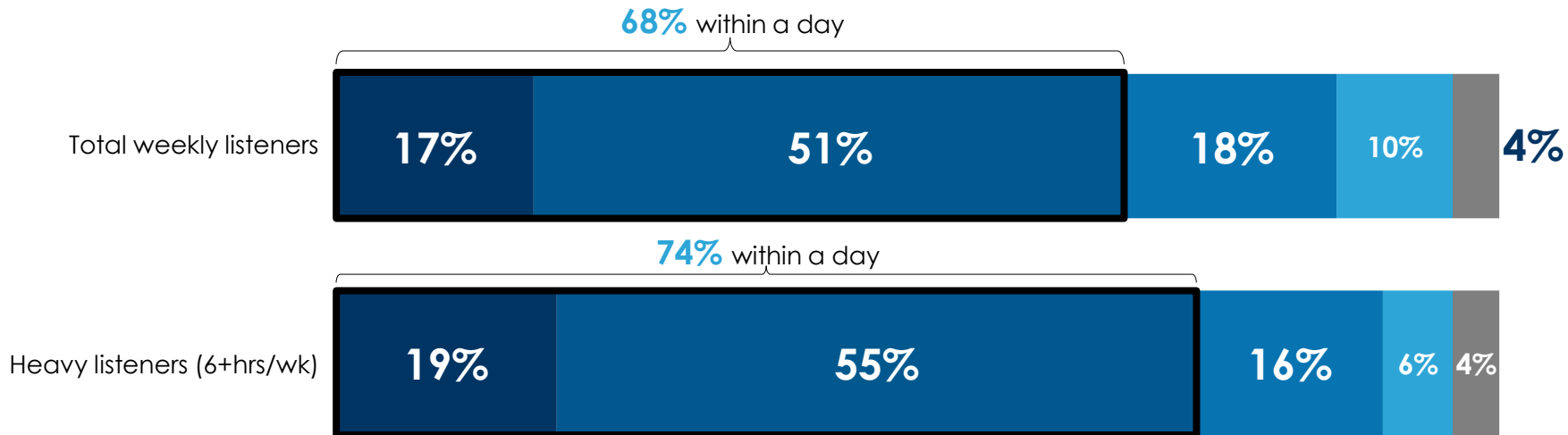
"The buying of time or space is not the taking out of a hunting license on someone's private preserve, **but it is the renting of a stage on which we may perform.**"

Howard Luck Gossage, advertising visionary frequently referred to as "The Socrates of San Francisco"

# More than two-thirds of weekly podcast listeners and nearly three-fourths of heavy podcast listeners listen to new episodes within 24 hours

Q: "Thinking about your favorite podcasts, which of the following describes how you listen?"

■ Listen immediately after release ■ Within 24 hours ■ 1 to 3 days after release ■ 4 to 7 days after release ■ More than 7 days

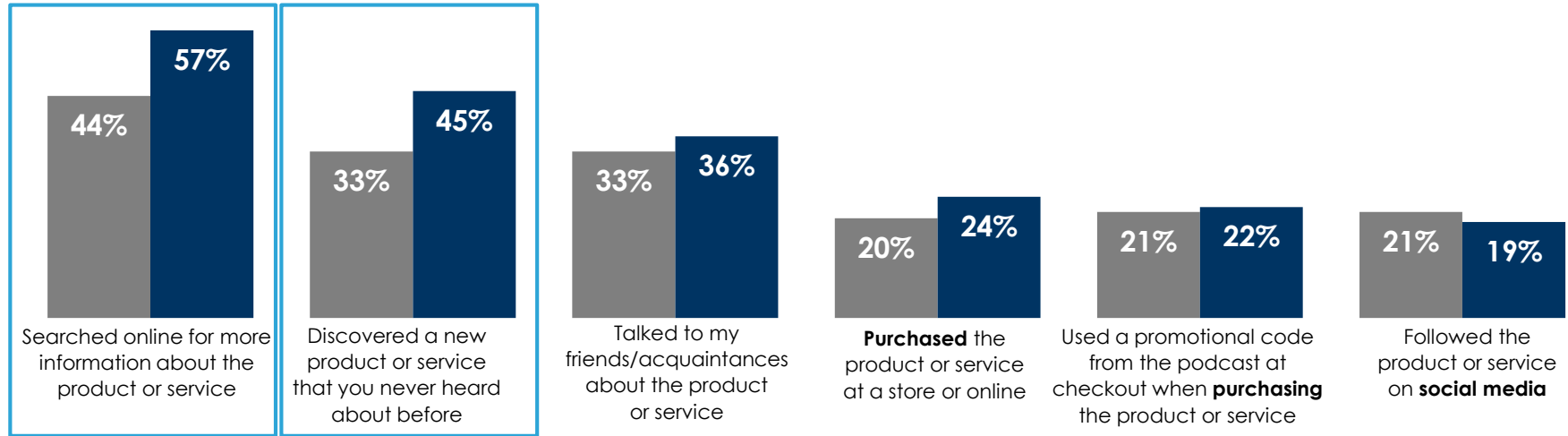


**How to read:** 17% of weekly podcast listeners selected "I listen to the podcast immediately after it is released."

# Podcast advertising delivers brand awareness as well as online info-seeking, especially among heavy podcast listeners (6+ hrs/week)

## Actions taken after hearing a product advertised in a podcast – April 2022

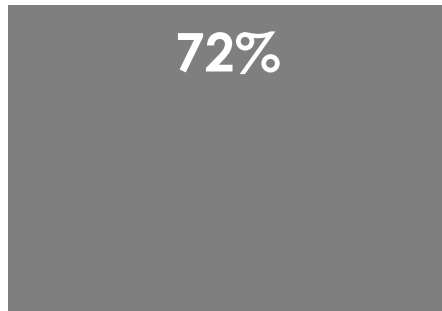
■ Total weekly podcast listeners   ■ Heavy podcast listeners (6+ hrs/week)



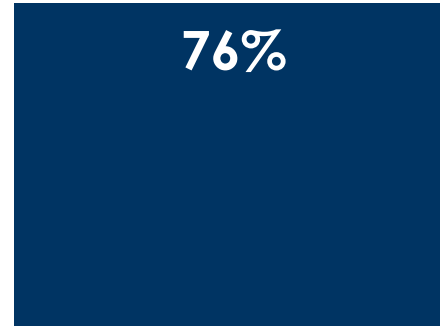
**How to read:** 57% of heavy podcast listeners have searched online for more information about a product or service that they have heard advertised during a podcast.

# Nearly 3 in 4 weekly podcast listeners say they have taken an action after hearing a podcast ad

Q: "After hearing a product or service advertised in a podcast, which of the following have you ever done?"  
(% of respondents who took any action) – April 2022



Total weekly podcast listeners



Heavy podcast listeners  
(6+ hrs/week)

**How to read:** 76% of heavy podcast listeners say they have taken an action after hearing a podcast advertisement.

# Key takeaways

- **The shakeup continues in the podcast platform wars:** Growing interest in video podcasts has helped to propel YouTube to edge out Spotify as the platform used the most by weekly podcast listeners. Heavy listeners continue to use Apple Podcasts most often.
- **Most weekly podcast listeners now prefer watchable podcasts:** Driven by Podcast Newcomers, more listeners prefer podcasts with video they can actively watch or minimize to listen in the background vs. podcasts that have audio only with no video.
- **Women and younger demos are coming into podcasting:** More than half of Podcast Newcomers who have started listening in the last year are 18-34 and more than half are women.
- **Podcast video ads offer an attentive alternative to linear TV ads:** Among listeners who watch video podcasts, more say their eyes are on the screen when ads are playing than what Nielsen studies have shown among linear TV viewers.
- **Podcast advertising captures hard-to-reach, on-demand video consumers:** Weekly podcast listeners are also heavy viewers of ad-free video streaming services.
- **Podcast listeners are eager to interact and engage with their favorite podcasts:** Most weekly listeners follow hosts on social media and plan to attend live podcast events. When considering paid subscriptions, they value exclusive content/access ahead of an ad-free experience.
- **Funny and entertaining ads offer a creative opportunity:** While podcast listeners remain highly receptive to podcast ads, they say they prefer funny and entertaining podcast ads to the more rational ads focused on features/benefits they currently hear more often.



# Recommendations

- **Podcasters and publishers need to include video in their podcast planning:** As podcast listening grows, it picks up new listeners who use YouTube as their one-stop entertainment/information destination. Spotify's recently expanded access to video for all creators will provide more choice for listeners who want podcasts to which they can either listen or watch. Even audio-only podcasts should consider video trailers as a tool to drive discovery to their audio feeds.
- **Prepare for new opportunities to monetize podcasts with video:** YouTube's rumored addition of RSS feeds will boost download totals for podcasts. And, even though listeners often listen rather than watch video podcasts, video ads on podcasts can command more viewer attention than ads on linear TV.
- **Capitalize on listeners' deep engagement with their must-listen podcasts:** Paid subscriptions can add revenue without necessarily sacrificing ad dollars. Exclusive content (e.g., bonus episodes, extended episodes, early release) is a bigger driver than ad-free content. Listeners are looking forward to attending live podcast events, providing another touchpoint and revenue stream.
- **Advertisers can use podcasts to reclaim consumers lost to ad-free video streaming:** As an on-demand medium, podcasts deliver heavy viewers to on-demand video streaming. 88% of weekly podcast listeners say they have watched an ad-free video streaming service in the past month.
- **Enhance podcast advertising creative with more of a funny and entertaining approach:** Podcast listeners say they are more likely to hear rational feature/benefit podcast ads. They prefer funny and entertaining ads. In Paul Feldwick's book *Why Does The Pedlar Sing? What Creativity Really Means In Advertising*, he says, "Advertising is at least as much showmanship as it is salesmanship [and it] builds brands best when it is entertaining, popular and memorable, when it is not just a pitch, but a performance."



# Thank You

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# Appendix

# Profile of weekly podcast listeners

|                                 | % of respondents – April 2022          |                  |                  |                  |            |            |
|---------------------------------|--|------------------|------------------|------------------|------------|------------|
|                                 | Total<br>(weekly podcast<br>listeners) | Persons<br>18-34 | Persons<br>35-49 | Persons<br>50-64 | Men        | Women      |
| Mean age                        | 38.6                                   | 27.0             | 41.4             | 56.7             | 39.6       | 37.6       |
| Men                             | 51%                                    | 50%              | 56%              | 53%              | 100%       | —          |
| Women                           | 49%                                    | 49%              | 44%              | 47%              | —          | 100%       |
| Podcast Pioneers (4+ years ago) | 34%                                    | 25%              | 44%              | 37%              | <b>39%</b> | 28%        |
| Podcast start: 2-3 years ago    | 33%                                    | 38%              | 26%              | 30%              | 32%        | 32%        |
| Podcast Newcomers (past year)   | 34%                                    | 38%              | 30%              | 33%              | 29%        | <b>39%</b> |
| Apple mobile owner              | 46%                                    | <b>53%</b>       | 40%              | 41%              | 42%        | <b>51%</b> |
| Android mobile owner            | 52%                                    | 46%              | 59%              | 55%              | 56%        | 45%        |

**How to read:** 60% of weekly podcast listeners are Apple mobile owners.

## Profile of podcast listeners using platform most often: Spotify users are younger; Apple Podcasts users are older and more experienced with podcasts

|   |               | Q: Which of the following places do you use the <u>most</u> to access the podcasts you listen to?" |  |         |         |
|---|---------------|--|--|---------|---------|
|   |               | Total weekly U.S. podcast listeners  | % of weekly podcast listeners, by platform used most often |         |         |
|   |               |  | Apple Podcasts   | Spotify | YouTube |
| 18-34                                   |               | 46%  | 40%  | 60%     | 53%     |
| 35-49                                   |               | 34%  | 42%  | 27%     | 27%     |
| 50+                                     |               | 20%  | 18%  | 12%     | 20%     |
| Mean age                                |               | 38.6   | 40.5   | 34.4    | 36.4    |
| % male                                  |               | 53%  | 44%  | 58%     | 53%     |
| % female                                |               | 47%  | 56%  | 41%     | 46%     |
| % non-binary                            |               | 1%   | -  | 1%      | 1%      |
| Heavy podcast listeners (6+ hours/week) |               | 27%  | 38%  | 26%     | 21%     |
| First started listening to podcasts     | Past year     | 34%  | 13%  | 39%     | 37%     |
|   | 2-3 years ago | 33%  | 30%  | 39%     | 30%     |
|   | 4+ years ago  | 34%  | 57%  | 21%     | 33%     |

**How to read:** 60% of weekly podcast listeners who access Spotify most often are 18-34.

## Profile of podcast listeners based on preference for watchable podcasts: Listeners who prefer watchable podcasts skew younger, male, more likely to be light listeners

|   |               | Q: "How do you prefer to listen to podcasts?" |  |   |
|---|---------------|---|--|---|
|   |               | Total weekly U.S. podcast listeners           | % of weekly podcast listeners, by preference |   |
|   |               |   | Audio only without any video                 | Video you actively watch or minimize/listen in background |
| 18-34                                   |               | 46%   | 41%  | 49%   |
| 35-49                                   |               | 34%   | 38%  | 31%   |
| 50+                                     |               | 20%   | 16%  | 14%   |
| Mean age                                |               | 38.6  | 39.8   | 37.7  |
| % male                                  |               | 53%   | 48%  | 57%   |
| % female                                |               | 47%   | 51%  | 43%   |
| % non-binary                            |               | 1%  | 1%   | -   |
| Heavy podcast listeners (6+ hours/week) |               | 27%   | 34%  | 22%   |
| First started listening to podcasts     | Past year     | 34%   | 29%  | 37%   |
|   | 2-3 years ago | 33%   | 22%  | 33%   |
|   | 4+ years ago  | 34%   | 39%  | 20%   |

**How to read:** 60% of weekly podcast listeners who frequently use Spotify to access the podcasts they listen to are 18-34.

# YouTube and Spotify in virtual tie for most used platform, followed by Apple Podcasts

Q: "Which of the following places do you use the most to access the podcasts you listen to?" (% of respondents) – April 2022

|   | Total<br>(weekly podcast<br>listeners) | Heavy podcast<br>listeners<br>(6+ hrs/week) | Persons<br>18-34 | Persons<br>35-49 | Persons<br>50-64 | Men | Women | Podcast<br>Pioneers<br>(4+ years ago) | Podcast<br>Newcomers<br>(past year) |
|---|--|---|------------------|------------------|------------------|-----|-------|---------------------------------------|-------------------------------------|
| YouTube                                 | 25%                                    | 18%   | 28%              | 20%              | 25%              | 25% | 25%   | 24%                                   | 27%                                 |
| Spotify                                 | 23%                                    | 22%   | 30%              | 19%              | 18%              | 25% | 20%   | 15%                                   | 27%                                 |
| iTunes/Apple Podcasts                   | 15%                                    | 22%   | 13%              | 19%              | 11%              | 13% | 18%   | 26%                                   | 6%                                  |
| Google Podcasts                         | 6%                                     | 3%  | 6%               | 5%               | 4%               | 7%  | 4%    | 4%                                    | 6%                                  |
| Pandora                                 | 4%                                     | 1%  | 4%               | 6%               | 1%               | 4%  | 4%    | 1%                                    | 6%                                  |
| iHeartRadio                             | 3%                                     | 3%  | 2%               | 5%               | 4%               | 3%  | 4%    | 3%                                    | 4%                                  |
| Site/app of people who produced podcast | 3%                                     | 5%  | 1%               | 3%               | 10%              | 3%  | 4%    | 5%                                    | 2%                                  |
| NPR One                                 | 2%                                     | 1%  | 0%               | 2%               | 4%               | 1%  | 2%    | 4%                                    | 1%                                  |
| Podcast Addict                          | 2%                                     | 3%  | 2%               | 2%               | 0%               | 3%  | 1%    | 2%                                    | 2%                                  |
| Soundcloud                              | 2%                                     | 1%  | 3%               | 1%               | 1%               | 2%  | 2%    | 1%                                    | 3%                                  |
| App/website of a specific radio station | 1%                                     | 2%  | 1%               | 1%               | 1%               | 2%  | 1%    | 1%                                    | 2%                                  |
| Tuneln                                  | 1%                                     | 2%  | 1%               | 1%               | 2%               | 2%  | 0%    | 0%                                    | 1%                                  |
| Audacy                                  | 1%                                     | 1%  | 0%               | 1%               | 1%               | 1%  | 1%    | 1%                                    | 0%                                  |
| Pocket Casts                            | 1%                                     | 2%  | 1%               | 0%               | 1%               | 1%  | 0%    | 1%                                    | 0%                                  |
| Stitcher                                | 1%                                     | 1%  | 0%               | 0%               | 2%               | 1%  | 1%    | 2%                                    | 0%                                  |
| RadioPublic                             | 0%                                     | 1%  | 0%               | 1%               | 0%               | 0%  | 1%    | 0%                                    | 0%                                  |
| Castbox                                 | 0%                                     | 1%  | 0%               | 0%               | 0%               | 0%  | 0%    | 0%                                    | 0%                                  |
| Luminary                                | 0%                                     | 1%  | 0%               | 0%               | 0%               | 0%  | 0%    | 0%                                    | 0%                                  |

\*Percentages shown here reflect the full sample including respondents who qualified by saying they watched but not listened to a podcast in the past week.

**How to read:** 24% of Podcast Pioneers use YouTube the most to access podcasts.

# YouTube leads Spotify and Apple for frequently accessed podcast platforms

Q: "How frequently do you use each of the following places to access the podcasts you listen to?"  
(% who answered "Frequently") – April 2022

|   | Total<br>(weekly podcast<br>listeners) | Heavy podcast<br>listeners<br>(6+ hrs/week) | Persons<br>18-34 | Persons<br>35-49 | Persons<br>50-64 | Men | Women | Podcast<br>Pioneers<br>(4+ years ago) | Podcast<br>Newcomers<br>(past year) |
|---|--|---|------------------|------------------|------------------|-----|-------|---------------------------------------|-------------------------------------|
| YouTube                                 | 47%                                    | 38%   | 53%              | 45%              | 41%              | 52% | 42%   | 46%                                   | 53%                                 |
| Spotify                                 | 38%                                    | 35%   | 50%              | 32%              | 26%              | 40% | 36%   | 29%                                   | 43%                                 |
| iTunes/Apple Podcasts                   | 28%                                    | 39%   | 28%              | 32%              | 18%              | 28% | 27%   | 36%                                   | 23%                                 |
| Google Podcasts/Play [NET]              | 20%                                    | 18%   | 21%              | 23%              | 13%              | 24% | 16%   | 20%                                   | 27%                                 |
| Pandora                                 | 17%                                    | 12%   | 19%              | 20%              | 4%               | 20% | 13%   | 11%                                   | 24%                                 |
| iHeartRadio                             | 16%                                    | 20%   | 14%              | 19%              | 15%              | 18% | 13%   | 16%                                   | 17%                                 |
| Site/app of people who produced podcast | 14%                                    | 15%   | 12%              | 12%              | 23%              | 16% | 12%   | 20%                                   | 11%                                 |
| App/website of a specific radio station | 13%                                    | 14%   | 12%              | 16%              | 10%              | 15% | 11%   | 14%                                   | 14%                                 |
| Soundcloud                              | 11%                                    | 12%   | 15%              | 11%              | 3%               | 13% | 9%    | 8%                                    | 15%                                 |
| NPR One                                 | 9%                                     | 7%  | 8%               | 13%              | 8%               | 11% | 7%    | 11%                                   | 8%                                  |
| Podcast Addict                          | 8%                                     | 10%   | 11%              | 7%               | 1%               | 11% | 3%    | 4%                                    | 12%                                 |
| Audacy                                  | 7%                                     | 10%   | 10%              | 6%               | 3%               | 11% | 3%    | 6%                                    | 9%                                  |
| Tuneln                                  | 7%                                     | 10%   | 9%               | 6%               | 5%               | 9%  | 5%    | 7%                                    | 7%                                  |
| Overcast                                | 6%                                     | 6%  | 7%               | 8%               | -                | 10% | 1%    | 4%                                    | 8%                                  |
| Spreaker                                | 6%                                     | 10%   | 8%               | 5%               | 3%               | 9%  | 3%    | 3%                                    | 9%                                  |
| Pocket Casts                            | 5%                                     | 7%  | 6%               | 6%               | 5%               | 8%  | 3%    | 4%                                    | 8%                                  |
| RadioPublic                             | 5%                                     | 8%  | 6%               | 6%               | 2%               | 6%  | 5%    | 4%                                    | 7%                                  |
| Stitcher                                | 5%                                     | 7%  | 4%               | 9%               | 3%               | 6%  | 4%    | 6%                                    | 5%                                  |
| Luminary                                | 5%                                     | 6%  | 6%               | 5%               | 2%               | 7%  | 2%    | 4%                                    | 6%                                  |
| Castbox                                 | 4%                                     | 5%  | 5%               | 4%               | -                | 5%  | 2%    | 4%                                    | 4%                                  |

**How to read:** 27% of total weekly podcast listeners frequently access podcasts through Apple Podcasts.

# iPhone owners most often use Apple Podcasts; Android owners YouTube and Spotify

Q: "Which of the following places do you use the most to access the podcasts you listen to?" (% of respondents) – April 2022

|   | Total<br>(weekly podcast listeners) | iPhone owners | Android mobile<br>phone owners |
|---|-------------------------------------|---------------|--------------------------------|
| YouTube   | 25%                                 | 21%           | 27%                            |
| Spotify   | 23%                                 | 19%           | 27%                            |
| iTunes/Apple Podcasts                           | 15%                                 | 29%           | 3%                             |
| Google Podcasts                                 | 6%                                  | 3%            | 8%                             |
| Pandora   | 4%                                  | 5%            | 4%                             |
| iHeartRadio                                     | 3%                                  | 3%            | 4%                             |
| Site/app of the people who produced the podcast | 3%                                  | 2%            | 4%                             |
| NPR One   | 2%                                  | 2%            | 1%                             |
| Podcast Addict                                  | 2%                                  | 0%            | 3%                             |
| Soundcloud                                      | 2%                                  | 2%            | 2%                             |
| App/website of a specific radio station         | 1%                                  | 1%            | 1%                             |
| TuneIn  | 1%                                  | 1%            | 1%                             |
| Audacy  | 1%                                  | 1%            | 0%                             |
| Pocket Casts                                    | 1%                                  | 0%            | 1%                             |
| Stitcher  | 1%                                  | 0%            | 1%                             |
| RadioPublic                                     | 0%                                  | 1%            | 0%                             |
| Castbox   | 0%                                  | 0%            | 0%                             |
| Luminary  | 0%                                  | 0%            | 0%                             |

\*Percentages shown here reflect the full sample including respondents who qualified by saying they watched but not listened to a podcast in the past week.

**How to read:** 27% of Android mobile phone owners use Spotify the most to access podcasts.

# Apple Podcasts still leads for most frequently accessed platform among iPhone owners, followed closely by YouTube

|   | Q: "How frequently do you use each of the following places to access the podcasts you listen to?" (% who answered "Frequently") – April 2022 |               |                             |
|---|--|---------------|-----------------------------|
|   | Total<br>(weekly podcast listeners)  | iPhone owners | Android mobile phone owners |
| YouTube                                 | 47%  | 44%           | 50%                         |
| Spotify                                 | 38%  | 37%           | 40%                         |
| iTunes/Apple Podcasts                   | 28%  | 47%           | 10%                         |
| Google Podcasts                         | 20%  | 18%           | 21%                         |
| Pandora                                 | 17%  | 18%           | 16%                         |
| iHeartRadio                             | 16%  | 18%           | 13%                         |
| Site/app of people who produced podcast | 14%  | 11%           | 16%                         |
| App/website of a specific radio station | 13%  | 14%           | 12%                         |
| Soundcloud                              | 11%  | 13%           | 10%                         |
| NPR One                                 | 9%   | 10%           | 8%                          |
| Podcast Addict                          | 8%   | 8%            | 7%                          |
| Audacy                                  | 7%   | 8%            | 6%                          |
| TuneIn                                  | 7%   | 9%            | 5%                          |
| Overcast                                | 6%   | 4%            | 8%                          |
| Spreaker                                | 6%   | 6%            | 6%                          |
| Pocket Casts                            | 5%   | 5%            | 5%                          |
| RadioPublic                             | 5%   | 7%            | 4%                          |
| Stitcher                                | 5%   | 6%            | 5%                          |
| Luminary                                | 5%   | 7%            | 3%                          |
| Castbox                                 | 4%   | 5%            | 3%                          |

**How to read:** 47% of iPhone owners frequently access podcasts through iTunes/Apple Podcasts.

# Podcast listeners prefer host-voiced ads vs. pre-produced ads, especially heavy podcast listeners and listeners aged 18-34

**Q: "Given a choice between hearing an ad in a podcast that is read by the podcast's host vs. one that sounds like an ad you might hear on AM/FM radio, which would you prefer?"**  
 (% of respondents) – April 2022

|   | Total<br>(weekly<br>podcast<br>listeners) | Heavy<br>podcast<br>listeners<br>(6+ hrs/week) | 18-34 | 35-49 | 50-64 | Men | Women | Podcast<br>Pioneers<br>(4+ years ago) | Podcast<br>Newcomers<br>(past year) |
|---|---|--|-------|-------|-------|-----|-------|---------------------------------------|-------------------------------------|
| An ad voiced by the show's host                 | 51%                                       | 58%  | 56%   | 48%   | 43%   | 49% | 54%   | 51%                                   | 47%                                 |
| An ad that sounds like one heard on AM/FM radio | 26%                                       | 24%  | 26%   | 29%   | 25%   | 31% | 21%   | 20%                                   | 31%                                 |
| Don't know/no opinion                           | 23%                                       | 18%  | 18%   | 24%   | 31%   | 21% | 25%   | 29%                                   | 22%                                 |

**How to read:** Given a choice, 51% of weekly podcast listeners would prefer to hear an ad voiced by the show's host versus an ad that sounds like one heard on AM/FM radio.