

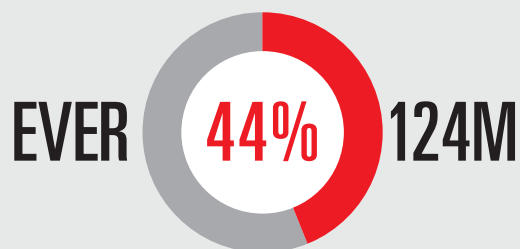
# Podcasts: Who's Listening and What It Means for Marketers

**W**hether they're catching up on the news in the car or tuning in to true crime on the treadmill, chances are US consumers are listening to a podcast. Here's what marketers need to know.

# Who's listening?

## US Podcast Listeners, 2018

millions and % of population



The monthly podcast audience skews young and male.

### AGE

12-24 30%

25-54 32%

55+ 13%

### GENDER

MALE 27%

FEMALE 24%

LISTEN UP!  PER WEEK

Those who listen do so regularly.  
Weekly podcast listeners tune in to an average  
of seven podcasts per week.

**Note:** Feb 2018, ages 12+; via any device **Source:** Edison Research and Triton Digital, "The Infinite Dial 2018," March 2018



# What are they listening to?

NPR is the leading podcast publisher in the US. Its monthly audience is more than double that of second-place WNYC.

## Top 10 US Podcast Publishers

December 2017, monthly unique audience (millions)



**Note:** represents activity tracked by Podtrac, broader industry metrics may vary; includes desktop and mobile audience **Source:** Podtrac, "Podcast Industry Audience Rankings: December 2017," Jan 2018

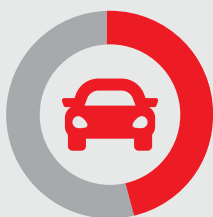


# Where are they listening?

Podcasts are easily incorporated into daily routines. Close to half of listeners tune in while driving, and more than a quarter listen at the gym.

## US Podcast Listeners, by Location

September 2017, % of respondents



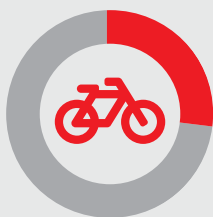
46% CAR



38% BEDROOM



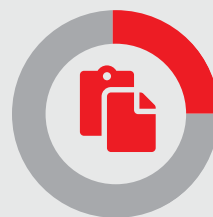
29% LIVING ROOM



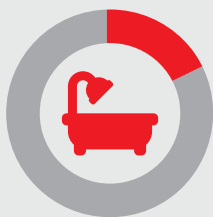
27% GYM



25% KITCHEN



25% WORK



18% BATHROOM



17% TRAIN/BUS/PLANE



15% WALKING

**Note:** n=419 ages 18+ who listen to podcasts

**Source:** Activate, "Tech & Media Outlook," Oct 2017

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# What does this mean for marketers?

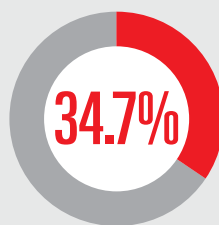
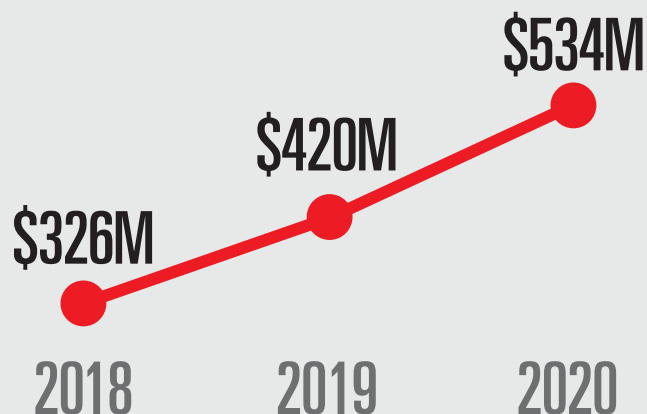
Podcasts give marketers access to a loyal and engaged audience. Though still a niche ad medium when compared with other audio formats, podcast ad spending is rising rapidly.

Host-read ads are the leading ad mechanism. In 2016, 60% of ads were read by the host, while 40% were pre-produced.<sup>6</sup>

**Because podcast ads are generally contextually relevant, listeners are also likely to respond.**

**Notes:** (6) Interactive Advertising Bureau (IAB), "IAB Podcast Ad Revenue Study: An Analysis of the Largest Players in the Podcasting Industry" conducted by PricewaterhouseCoopers (PwC), June 2017

## US Podcast Ad Spending\*



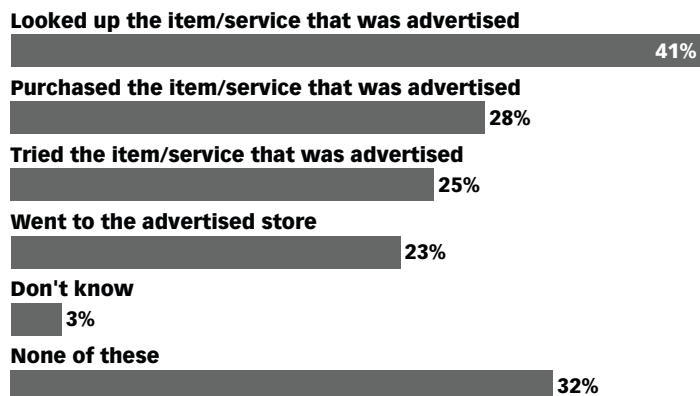
% of US marketers who will invest in podcast content in 2018\*\*

**Sources:** \*Bridge Ratings, Oct 2017; \*\*Rakuten Marketing, "What Marketers Want in 2018: Five Strategic Opportunities for 2018" conducted by Morar HPI; eMarketer calculations, March 2018



## Actions Taken by US Mobile Users After Hearing a Podcast Ad, Feb 2017

% of respondents



Note: ages 13-64 who listen to or watch podcasts  
Source: Magid, "Mobile Lifestyle Study 2017" as cited by InsideRadio, Sep 26, 2017

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