

A Majority of US Podcast Listeners Tune In Regularly

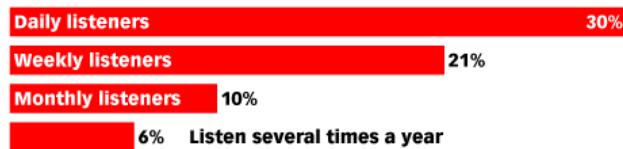
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Many US podcast listeners tune in frequently, and three in 10 daily listeners have bought products based on podcast ads, according to research from [CivicScience](#).

The September 2019 survey found that nearly one-third of US podcast listeners tune in daily, and a similar figure listens weekly. But the study also found a difference in purchasing patterns between the two groups. Thirty percent of daily listeners ages 13 and older said they had purchased an item after hearing a sponsored ad for it. One in five weekly listeners reported the same.

US Podcast Listeners Who Have Purchased an Item After Hearing a Sponsored Ad, by Frequency, Sep 2019
% of respondents in each group



Note: ages 13+ who listened to a podcast in the past month; read as 30% of daily podcast listeners have purchased an item after hearing a sponsored ad

Source: CivicScience as cited in company blog, Sep 30, 2019

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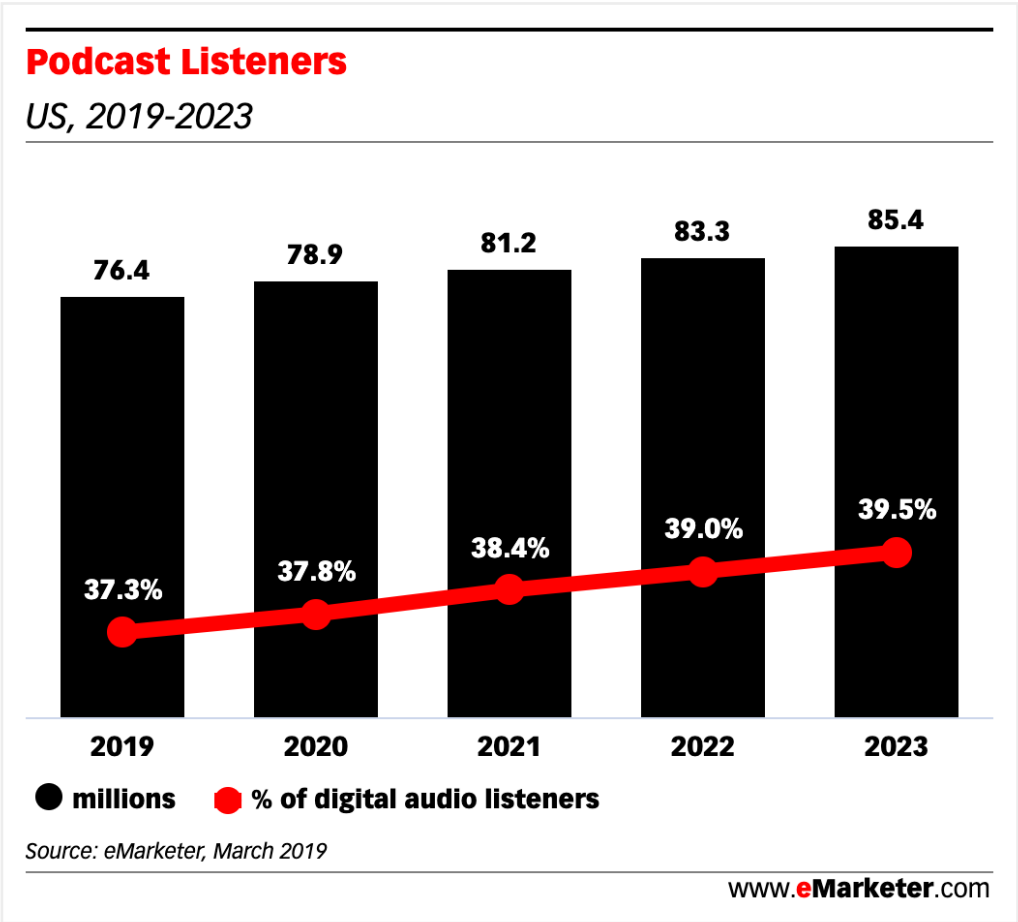
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Many podcast ads are read by hosts, giving the products an extra endorsement. And with daily listeners ultimately exposed to more host-

read ads than weekly listeners, it's not surprising to see a higher portion of daily listeners making purchases after hearing an ad.

"People find resonance with podcasts, and they want to talk about [them] a lot," said Alex Kubo, vice president of ecommerce and digital marketing at furniture company Burrow. "Podcasts [can] grab somebody's attention and walk them all the way down the funnel."

We estimate that there will be 76.4 million US podcast listeners in 2019, making up 37.3% of digital audio listeners. This number will grow to 85.4 million, nearly 40% of the digital audio listening population, by 2023.



Advertisers see significant value in targeting this highly engaged audience and are frequently making podcast ads a part of their larger digital audio buys, particularly host-read ads. The Interactive

Advertising Bureau and PwC estimated in June 2019 that **podcast ad revenues would pass the \$1 billion mark** by 2021.

Podcast listeners are heavy consumers of audio in general, making them a prime target for advertisers. US podcast listeners ages 13 and older averaged 5 hours, 32 minutes daily listening to audio—including AM/FM radio, streaming music and podcasts—nearly an hour and a half more than the broader audio listening audience, according to Q2 data from **Edison Research** cited by radio network Westwood One.

Average Time Spent per Day Listening to Audio by US Podcast Listeners vs. Total Audio Listeners, Q2 2019

Podcast listeners	5:32
Total audio listeners	3:53

Note: ages 13+; audio includes AM/FM radio, Amazon Music, Apple Music, owned music, music videos on YouTube, Pandora, podcasts SiriusXM, TV music channels and other streaming audio; total audio listeners includes podcast listeners
Source: Edison Research, "Share of Ear" as cited by Westwood One, "2019 Audioscape Report," Aug 26, 2019

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