

Profiling the Podcast Consumer

Audience insights from the
August 2021 Podcast Study



Overview and Methodology

The MRI-Simmons Podcast Study offers insights on podcasting, including a dive into the world of podcast listeners. Deeper analysis of engagement and behaviors, as well as motivational drivers, are compiled alongside the extensive set of MRI-Simmons USA Study data.

This report covers the following:

- Podcast listening frequency
- Demographics of podcast listeners
- Leisure activities and media preferences beyond podcasts
- Attitudes on engagement with podcast content, hosts, and ads
- Actions taken based on podcast advertising
- Popular podcast topics
- Top podcast programs out of over 50 covered in the study

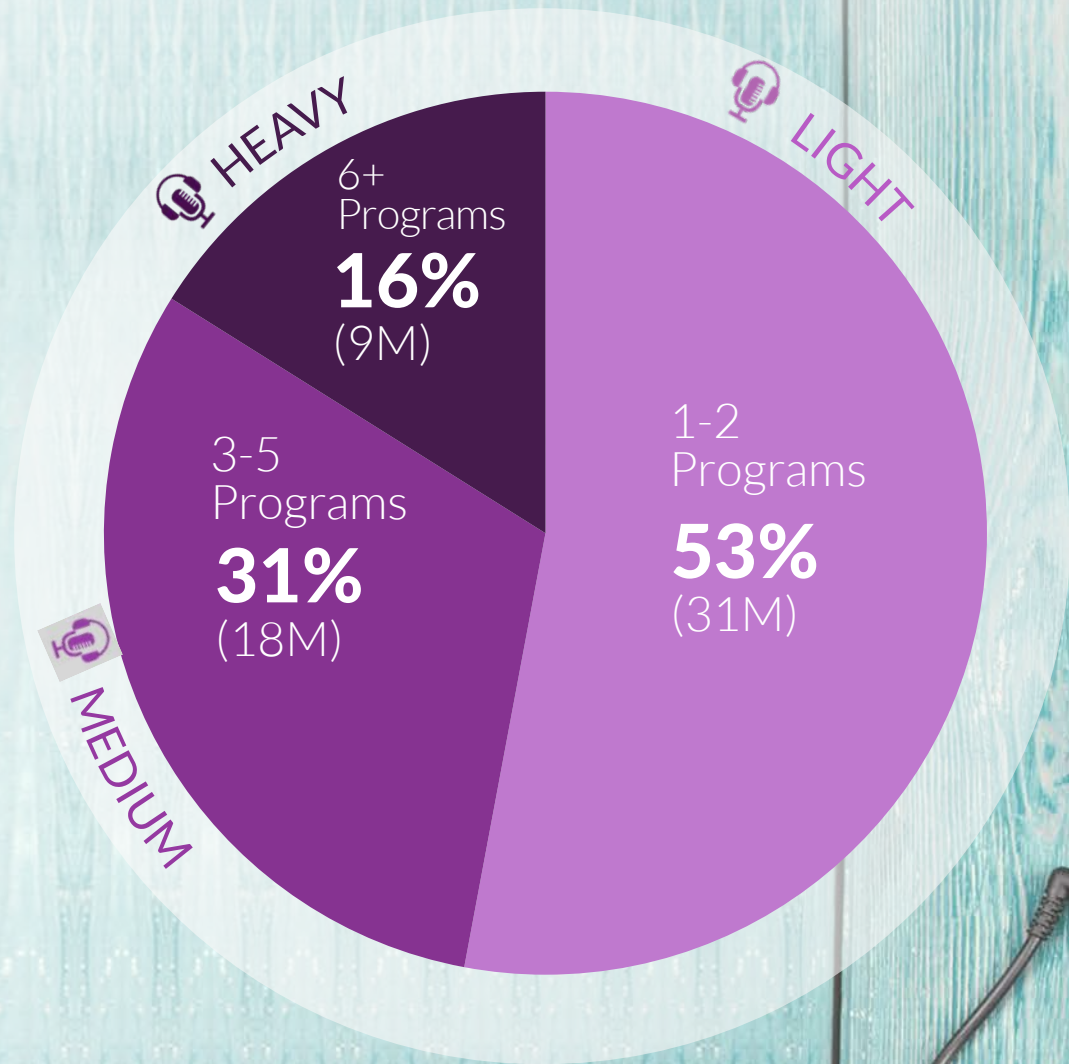
Methodology

- Data collected online between July 14 and July 30, 2021
- 2,758 nationally representative completes among adults age 18+
- Final data was sample balanced and fused to the MRI-Simmons USA Study for deeper profiling. Additional details available upon request.

Podcasts continue growing in popularity



A typical listener averages four programs weekly



Americans average **4 programs/5 hours/week**



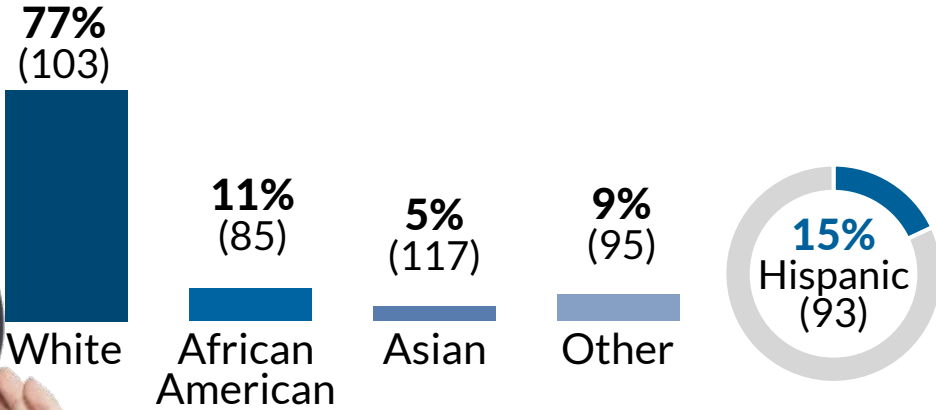
Heavy listeners average **10 programs/11 hours/week**



Base for all data: Weekly Podcast Listeners (adults who listened to 1+ podcasts in a typical week)
Source: MRI-Simmons Podcast Study, August 2021

Podcast listeners are a desirable audience

Young, male, single, educated, and affluent



Median age
39 (82)



Median HH income
\$102k (130)



Bachelor's degree+
48% (141)



Never married
37% (127)



Base: Total Podcast Listeners L30D
Heavy=6+ podcasts L7D
Source: MRI-Simmons Podcast Study, August 2021

Indexed to Total Adults - Indices shown in parentheses after %
Represents the degree to which podcast listeners are different from the average adult, with 100 as the base.

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Who is a heavy podcast listener:



65% male
(136)

Younger
(median age 34)

More affluent
(median income \$119k)

52% Bachelor's degree+
(154)



They are game and artistic in their leisure activities

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BOARD GAMES (31%, 129)

BARS/CLUBS (10%, 124)

VIDEO GAMES (18%, 133)

MUSEUMS (14%, 137)

PHOTOGRAPHY (14%, 122)

ART (PAINTING/DRAWING/SCULPTING) (14%, 124)

ADULT ED (14%, 125)



Leisure activities in past 12 months
Ranked by %, among index 120+
Base: Total Podcast Listeners L30D; Indexed to Total Adults
Source: MRI-Simmons Podcast Study, August 2021

Podcast listeners are heavy Internet, social media, and radio users

HEAVY

INTERNET

34 hours weekly (avg)

SOCIAL MEDIA

16 hours weekly (avg)

RADIO

17 hours weekly (avg)

AVERAGE

MAGAZINE

4 issues monthly (avg)

NEWSPAPER

16 issues monthly (avg)

LIGHT

TELEVISION

29 hours weekly (avg)

While light on TV, when they do watch they prefer comedy, news, sports, and unfiltered/docu content

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Podcast listeners'
top cable networks



They stream video, often without ads

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95%
use major
streaming
services (114)

NETFLIX 82% (121)

You Tube 71% (128)

prime video 63% (135)

hulu 47% (141)

Disney+ 46% (143)

Apple tv+ 13% (161)

peacock 11% (134)

Base: Total Podcast Listeners L30D
Source: MRI-Simmons Podcast Study, August 2021
Major streaming services defined as used Apple TV+, Disney+, ESPN+, Facebook Watch, Google TV, Hulu, Netflix, Peacock, Prime Video, Sling, Crackle, or YouTube L30D

High levels of **engagement** with content and hosts

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87%

listen to
podcasts from
start to finish

72%

feel close to the
hosts in the
podcasts they
listen to

71%

frequently
discuss what
they hear on
podcasts

67% consider
podcasts a part of
their daily routine



In podcasts, ads are relevant, useful, and trusted

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Heavy Podcast
Listeners

Advertising on podcasts provides me with useful information about new products or services

66%

77% (118)

When I like a podcast, I find I listen to the ads no matter what the category

64%

76% (117)

I am likely to buy products and services from companies that sponsor podcasts I listen to

56%

72% (129)

Ads on my favorite podcasts are relevant to me

55%

69% (125)

I have a more favorable opinion of companies that advertise on podcasts

52%

69% (131)

I trust podcast advertising more than I trust ads on other media

50%

72% (145)

Podcast advertising leads to action

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As a result of podcast ads...

39% look for more product info

37% considered purchasing a product/service

26% talked to someone about a product

24% check out products on social media

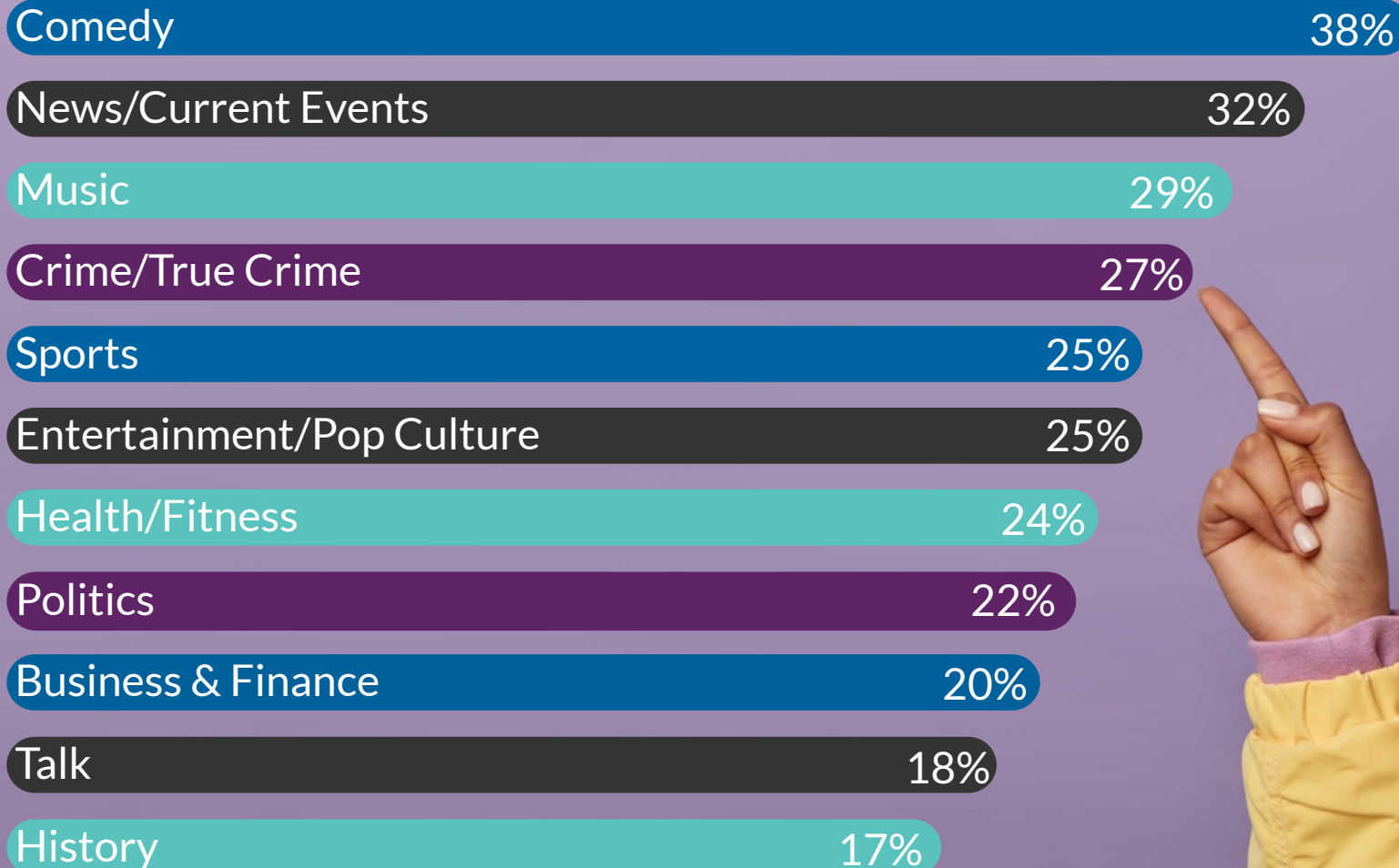


1-in-5 purchase after listening

Comedy and current events are the most popular podcast topics

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What are the topics covered by the podcasts you have listened to in the last 30 days? (Top 11)



Podcast listeners who read magazines have favorite podcast genres

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GENERAL EDITORIAL

News/Current Events, Music, Politics

32%

HOME SERVICE

Religion & Spirituality, Kids & Family

20%

NEWS & ENTERTAINMENT (WEEKLIES)

Music, Entertainment/Pop Culture

19%

WOMEN/WOMEN'S FASHION

Crime/True Crime, Entertainment/Pop Culture

18%

EPICUREAN

Kids & Family, Arts & Culture

13%

BUSINESS & FINANCE

Politics, Business & Finance, News/Current Events, Sports

13%

HEALTH

Kids & Family, Talk

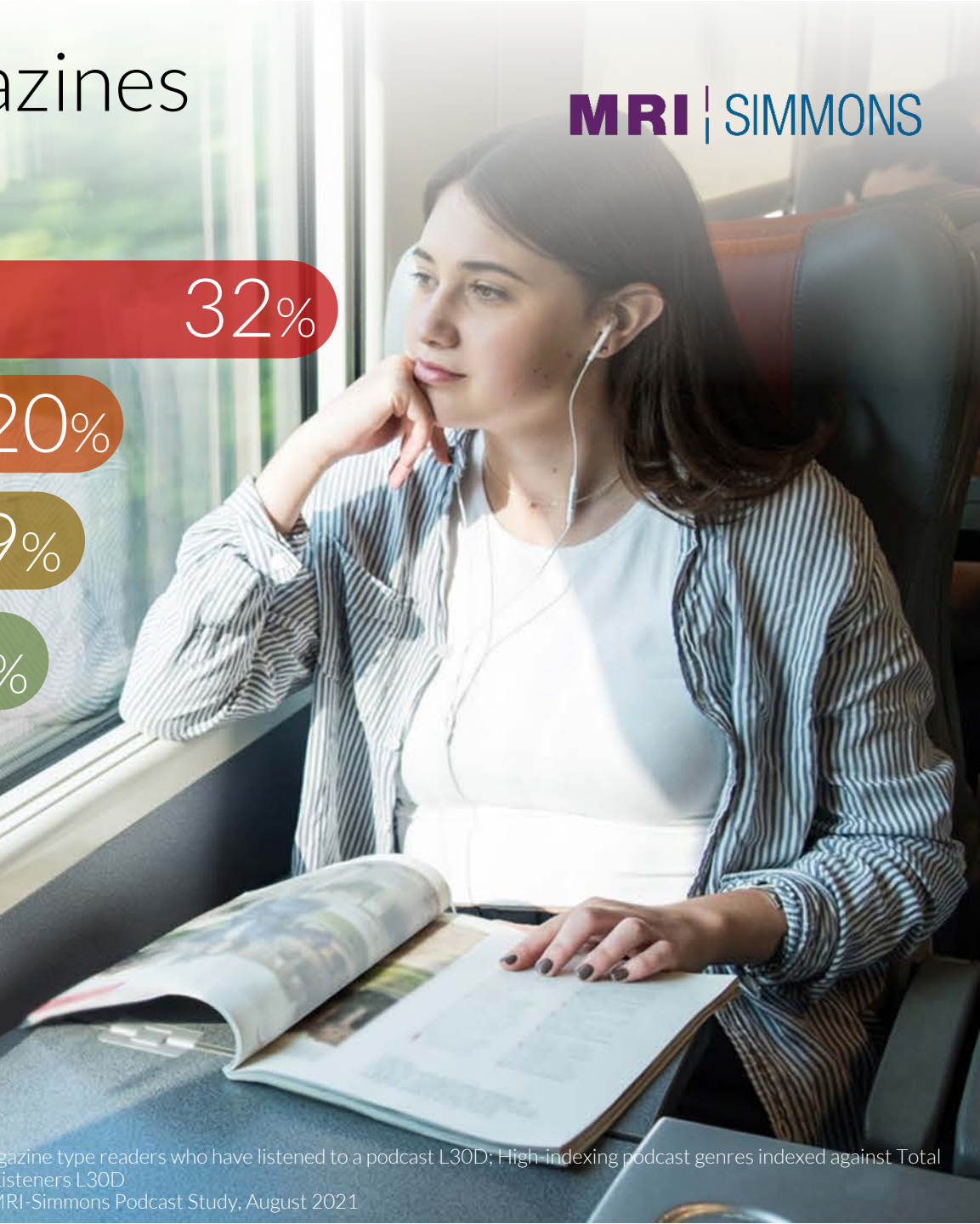
8%

MEN'S

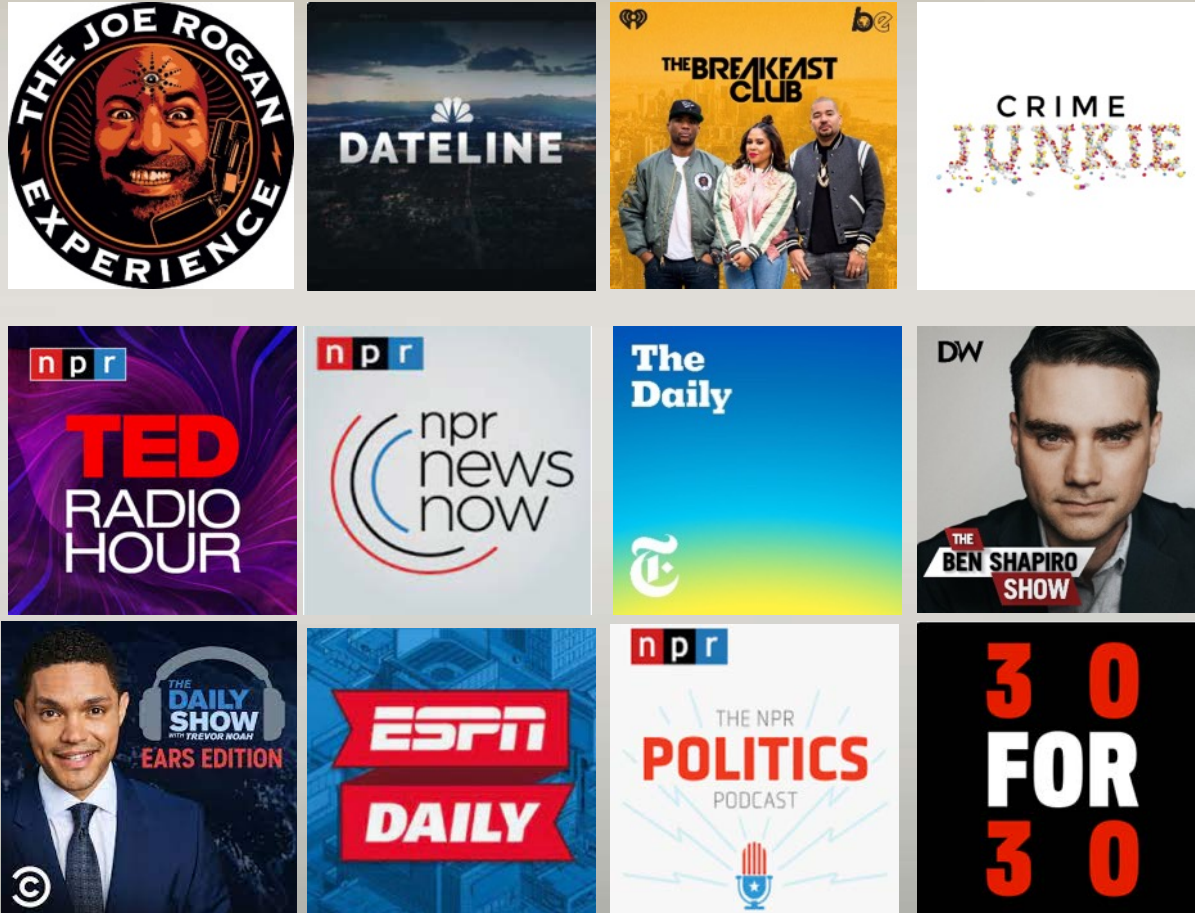
Sports, Business & Finance, Music, Politics, Comedy

8%

Base: Magazine type readers who have listened to a podcast L30D; High-indexing podcast genres indexed against Total Podcast Listeners L30D
Source: MRI-Simmons Podcast Study, August 2021



Top Podcast Programs Listened Last 7 Days



The study
measures
over 100
individual
podcast
programs

Big spenders across key advertising categories have unique podcasting profiles

Programs that attract podcast listeners with the highest spend in each category

Athletic Shoe Spend (past 12 months)		
Top Indexing Programs	Average Spend	Index
Hurdle	\$165	121
1A	\$164	120
Code Switch	\$162	118
Zach Just Sang The Interviews	\$157	115
Titus & Tate	\$156	114

Clothing Spend (past 12 months)		
Top Indexing Programs	Average Spend	Index
Doughboys	\$460	131
It's Been A Minute With Sam Sanders	\$437	124
The Ticket	\$433	123
Truth Be Told	\$427	121
Serial	\$421	120



The MRI-Simmons Podcast study offers insights on podcasting, including a dive into the world of podcast listeners, including:

- ✓ Devices and platforms used to listen
- ✓ Topics of podcasts
- ✓ Individual podcast programs
- ✓ Frequency, time spent, time of day
- ✓ Where and how often listened to podcasts
- ✓ Attitudes about podcasts and podcasting
- ✓ Ads on podcasts
- ✓ And more...

To learn more about the Podcast Study, email us at info.ms@mrisimmons.com.

