



NIELSEN PODCAST INSIGHTS

A MARKETER'S GUIDE TO PODCASTING

Q3 2018



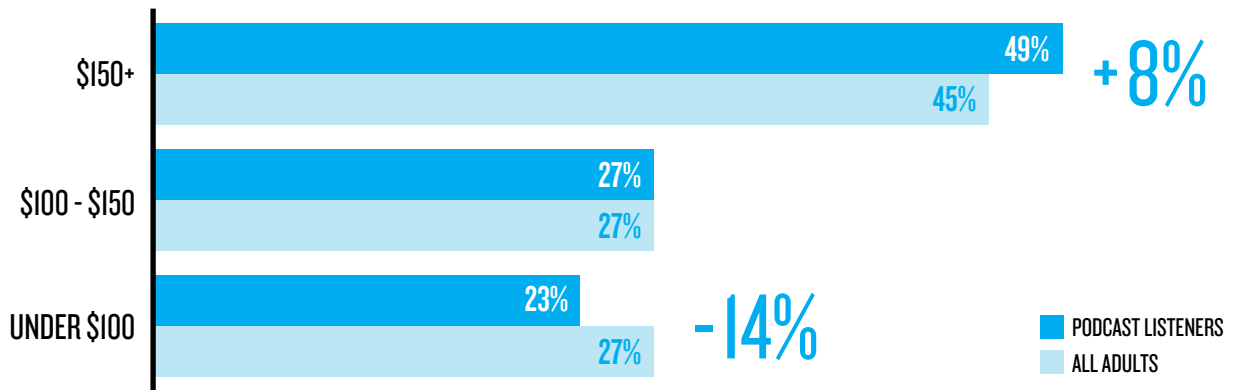
BRUCE SUPOVITZ
SVP, SALES DIRECTOR
NIELSEN AUDIO

INSIDE THE SHOPPING CART OF PODCAST FANS

Podcasting continues to grow year after year and with that comes more investment from brands both big and niche. Every month more advertisers are adding podcasting to their media plans. One notable segment turning its attention to podcasting is the fast-moving consumer goods (FMCG) industry, also commonly known in the U.S. as Consumer Packaged Goods (CPG).

With this in mind, we continue to share insights mined from our significant Homescan panel coupled with an online questionnaire of those panelists who say "I'm a fan of Podcasting." Previous reports from Nielsen have shown the podcast audience to be young, educated and affluent. The podcast listener tends to spend more at the grocery store on a weekly basis according to our research (see chart below). Advertisers who can leverage the podcast audience may find a greater ROI since this group tends to spend more.

AVERAGE 7-DAY GROCERY SPEND



Source: Nielsen Scarborough USA+, Release 2 2017

These stats and those in the coming pages are strong directional indicators of which brand categories do well with what genres of podcasting. In addition, we also highlight the buying power of "avid fans" of podcasting.

This report will help provide key steps as we take a virtual tour up and down the grocery aisles to match podcast genres with consumer products.



MAKING THE CONNECTION

BETWEEN CONSUMER
PURCHASE BEHAVIOR AND
PODCAST AUDIENCES

BY MATCHING PURCHASE BEHAVIOR IN THE
NIELSEN HOMESCAN PANEL TO FANS OF
PODCASTS, NIELSEN IS ABLE TO QUANTIFY
THE VALUE OF CONSUMERS WHO LISTEN TO
PODCASTS.

TOP 50 PRODUCTS PURCHASED ANNUALLY BY PODCAST FANS

BASED ON U.S. HOUSEHOLDS

RANK	PRODUCT CATEGORY	BUYING HHLDs	
1	Snacks	99%	\$10.8B
2	Pet Food	68%	\$8.8B
3	Paper Products	98%	\$8.0B
4	Cheese	97%	\$7.9B
5	Bread & Baked Goods	99%	\$7.9B
6	Carbonated Beverages	92%	\$7.4B
7	Candy	98%	\$6.2B
8	Milk	97%	\$6.0B
9	Vitamins	84%	\$5.9B
10	Medications/Remedies	92%	\$4.8B
11	Tobacco	30%	\$4.7B
12	Cereal	94%	\$4.5B
13	Coffee	76%	\$4.2B
14	Condiments/Gravies/Sauce	98%	\$3.9B
15	Pet Care	59%	\$3.7B
16	Canned Juices/Drinks	93%	\$3.7B
17	Yogurt	85%	\$3.6B
18	Beer	40%	\$3.3B
19	Wine	44%	\$3.3B
20	Detergents	93%	\$3.2B
21	Frozen Pizzas	82%	\$3.2B
22	Bottled Water	87%	\$3.1B
23	Liquor	34%	\$3.0B
24	Cookies/Ice Cream Cones	93%	\$3.0B
25	Prepared Foods-Dry Mixes	92%	\$2.7B
26	Hair Care	86%	\$2.7B
27	Cough & Cold Remedies	80%	\$2.7B
28	Frozen Vegetables	90%	\$2.6B
29	Nuts	81%	\$2.5B
30	Soup	94%	\$2.5B
31	Breakfast Foods	81%	\$2.4B
32	Canned Vegetables	92%	\$2.2B
33	Oral Hygiene	91%	\$2.2B
34	Ice Cream	85%	\$2.2B
35	Skin Care	76%	\$2.2B
36	Crackers	92%	\$2.1B
37	Refrigerated Juices/Drinks	77%	\$2.0B
38	Butter & Margarine	91%	\$2.0B
39	Wrapping Materials/Bags	91%	\$2.0B
40	Tea	80%	\$1.9B
41	Personal Soap/Bath Needs	88%	\$1.8B
42	Eggs	93%	\$1.8B
43	Laundry Supplies	85%	\$1.7B
44	Jams/Jellies/Spreads	87%	\$1.7B
45	Salad Dressings/Mayo/Top	91%	\$1.6B
46	Spices/Seasoning/Extract	91%	\$1.6B
47	Disposable Diaper	23%	\$1.6B
48	Household Cleaners	86%	\$1.6B
49	Baby Food	18%	\$1.4B
50	Shortening/Oil	84%	\$1.4B

The grocery store is full of national brands looking to advertise to an engaged audience and leverage digital channels for activation. Podcast advertising has a **ripe opportunity** to connect avid* listeners with their favorite brands in unique and creative ways. This list of the top 50 products that podcast audiences spend their money on is the **first step** at identifying these opportunities. On the following pages, we will examine each genre and identify specific products that have higher consumption levels among avid fans. This will help advertisers identify which podcast genres are a **good fit** for their specific campaigns.

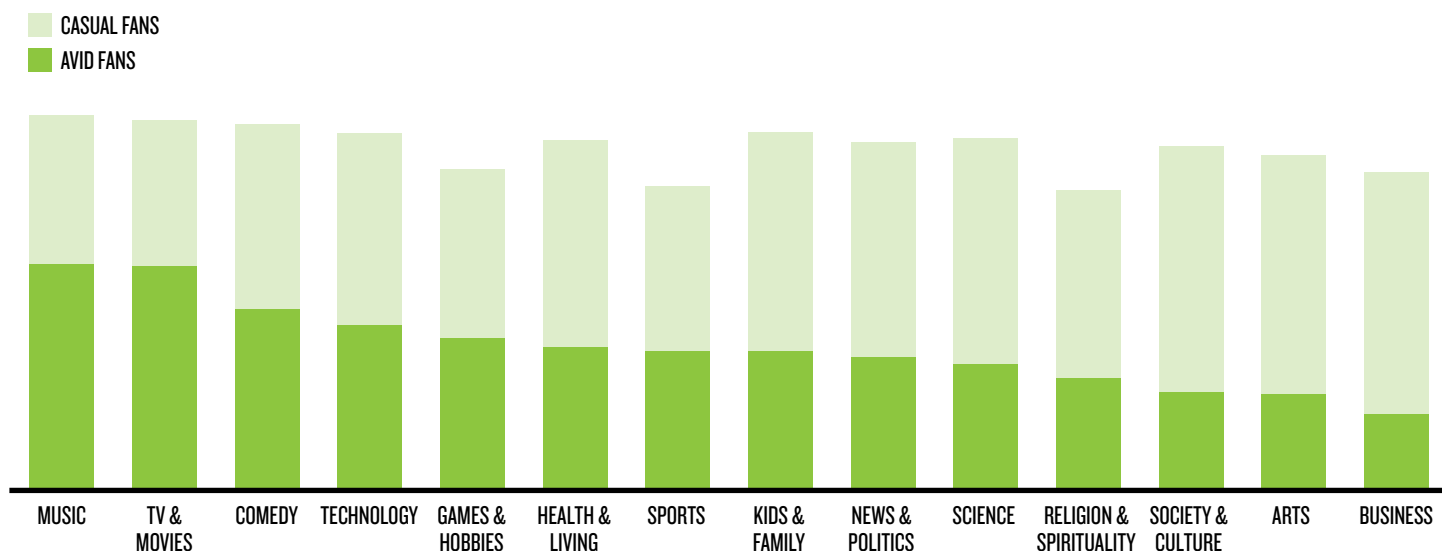


*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

TOP GENRES OF PODCASTS AMONG AVID* FANS

BASED ON U.S. HOUSEHOLDS



Avid fans are driving the growth of podcasting and this report shines a light on these core listeners. More than 61 million households in U.S. have a fan of podcasts in the music genre. 37 million of these households identify as avid fans (61%) while 24 million consider themselves casual fans. Other mainstream genres like comedy, TV and movies attract a large portion of avid fans. The best thing about podcasting is the diversity of content that lets nearly everyone find a program they can connect with. In this report we will dive deep into the avid fans (core listeners) of each genre to see how different they are from one another.






PODCAST GENRE	TOTAL HHLDs	CASUAL FANS	AVID FANS	AVID PERCENTAGE
Music	61.1M	24.1M	37.1M	61%
TV & Movies	60.5M	23.6M	36.8M	61%
Comedy	59.9M	30.1M	29.8M	50%
Technology	58.9M	31.2M	27.2M	46%
Games & Hobbies	52.5M	27.5M	25.0M	48%
Health & Living	57.2M	33.7M	23.5M	41%
Sports	49.8M	26.7M	23.0M	46%
Kids & Family	58.7M	35.7M	22.9M	39%
News & Politics	57.0M	35.0M	22.0M	39%
Science	57.5M	36.7M	21.0M	36%
Religion & Spirituality	49.1M	30.5M	19.0M	38%
Society & Culture	57.1M	40.9M	16.2M	28%
Arts	54.7M	38.7M	16.0M	29%
Business	52.0M	39.5M	12.6M	24%

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

ARTS GENRE PROFILE

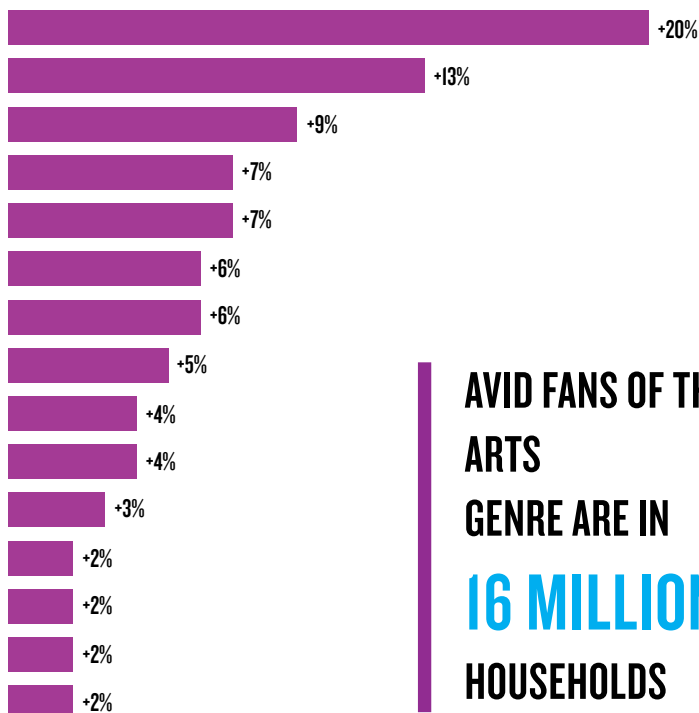
AVID* FANS OF ARTS PODCASTS ARE HEAVY CONSUMERS OF LIQUOR, BABY FOOD, HOUSEHOLD CLEANERS, ORAL CARE AND VITAMINS

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF ARTS PODCASTS
 LIQUOR	\$774,793,793
 BABY FOOD	\$367,004,546
 HOUSEHOLD CLEANERS	\$415,113,806
 ORAL CARE	\$577,522,988
 VITAMINS	\$1,436,599,554



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	ARTS GENRE
1	Liquor	\$ 122.17	\$ 147.01
2	Baby Food	\$ 115.20	\$ 130.37
3	Household Cleaners	\$ 27.68	\$ 30.20
4	Oral Hygiene	\$ 36.51	\$ 39.08
5	Vitamins	\$ 99.70	\$ 106.21
6	Beer	\$ 113.32	\$ 120.41
7	Tea	\$ 34.53	\$ 36.68
8	Hair Care	\$ 49.84	\$ 52.30
9	Pet Food	\$ 182.84	\$ 189.86
10	Pet Care	\$ 87.15	\$ 90.47
11	Skin Care	\$ 45.68	\$ 46.83
12	Candy	\$ 95.01	\$ 97.33
13	Cookies/Ice Cream Cones	\$ 47.87	\$ 48.88
14	Ice Cream	\$ 37.97	\$ 38.76
15	Wrapping Materials/Bags	\$ 33.94	\$ 34.44

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE ARTS GENRE ARE IN 16 MILLION HOUSEHOLDS

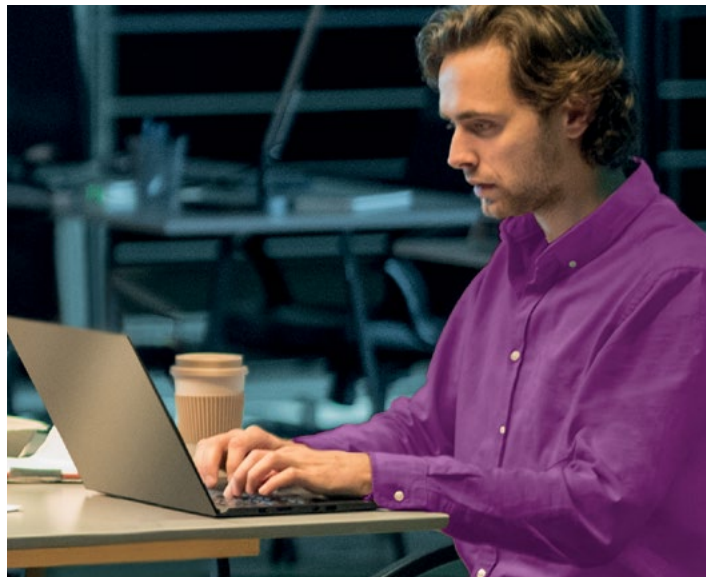
*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

BUSINESS GENRE PROFILE

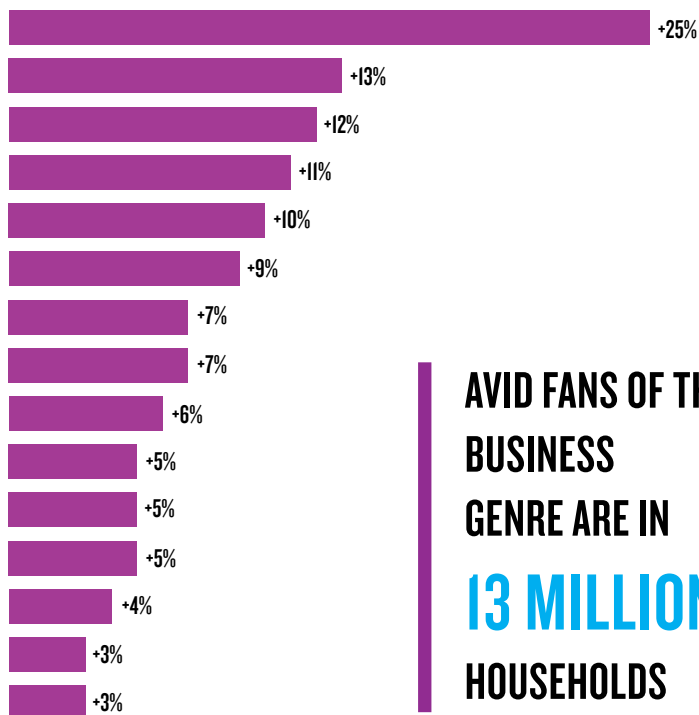
AVID* FANS OF BUSINESS PODCASTS ARE HEAVY CONSUMERS OF LIQUOR, WINE, HOUSEHOLD CLEANERS, SOAP/BATH PRODUCTS AND BEER

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF BUSINESS PODCASTS
LIQUOR	\$604,592,771
WINE	\$646,497,412
HOUSEHOLD CLEANERS	\$336,178,764
SOAP/BATH PRODUCTS	\$404,679,035
BEER	\$621,175,111



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	BUSINESS GENRE
1	Liquor	\$ 122.17	\$ 152.60
2	Wine	\$ 105.70	\$ 119.78
3	Household Cleaners	\$ 27.68	\$ 30.87
4	Personal Soap/Bath Needs	\$ 33.18	\$ 36.77
5	Beer	\$ 113.32	\$ 125.14
6	Nuts	\$ 46.48	\$ 50.58
7	Oral Hygiene	\$ 36.51	\$ 39.25
8	Tea	\$ 34.53	\$ 36.93
9	Detergents	\$ 55.05	\$ 58.56
10	Skin Care	\$ 45.68	\$ 47.97
11	Bottled Water	\$ 57.79	\$ 60.67
12	Hair Care	\$ 49.84	\$ 52.28
13	Pet Food	\$ 182.84	\$ 191.03
14	Cookies/Ice Cream Cones	\$ 47.87	\$ 49.45
15	Coffee	\$ 83.44	\$ 86.08

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE BUSINESS GENRE ARE IN 13 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

COMEDY GENRE PROFILE

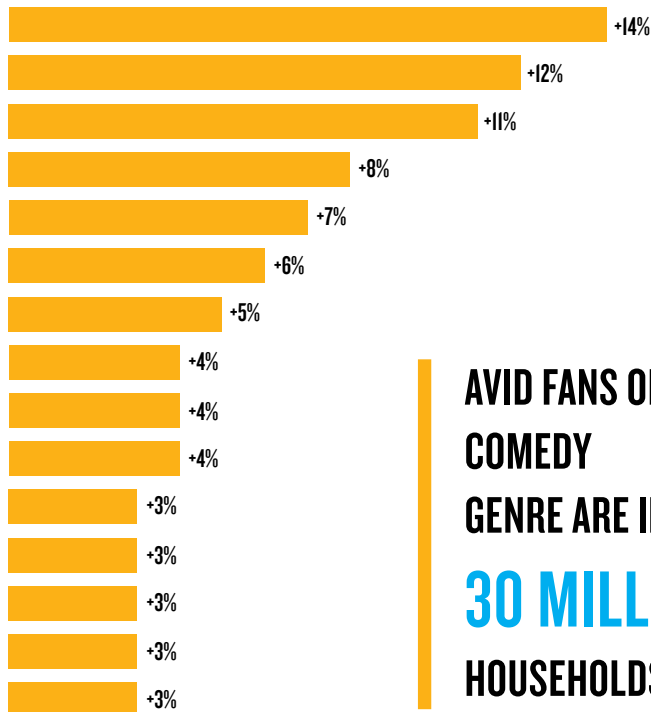
AVID* FANS OF COMEDY PODCASTS ARE HEAVY CONSUMERS OF BABY FOOD, TEA, PET CARE, BEER AND CARBONATED BEVERAGES

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF COMEDY PODCASTS
BABY FOOD	\$727,058,757
TEA	\$943,753,027
PET CARE	\$1,689,064,661
BEER	\$1,550,571,350
CARBONATED BEVERAGES	\$3,637,701,232



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	COMEDY GENRE
1	Baby Food	\$ 115.20	\$ 131.37
2	Tea	\$ 34.53	\$ 38.75
3	Pet Care	\$ 87.15	\$ 96.97
4	Beer	\$ 113.32	\$ 122.35
5	Carbonated Beverages	\$ 122.04	\$ 131.14
6	Candy	\$ 95.01	\$ 101.02
7	Pet Food	\$ 182.84	\$ 192.29
8	Laundry Supplies	\$ 31.52	\$ 32.82
9	Personal Soap/Bath Needs	\$ 33.18	\$ 34.51
10	Wine	\$ 105.70	\$ 109.62
11	Cookies/Ice Cream Cones	\$ 47.87	\$ 49.33
12	Household Cleaners	\$ 27.68	\$ 28.48
13	Ice Cream	\$ 37.97	\$ 39.00
14	Liquor	\$ 122.17	\$ 125.33
15	Medications/Remedies	\$ 78.71	\$ 80.69

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE COMEDY GENRE ARE IN 30 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

GAMES AND HOBBIES GENRE PROFILE

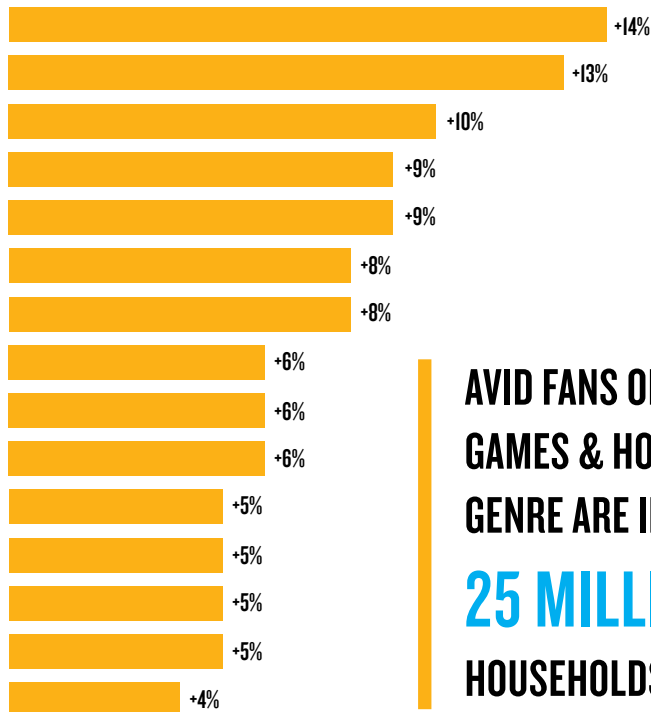
AVID* FANS OF GAMES AND HOBBY PODCASTS ARE HEAVY CONSUMERS OF TEA, BEER, COOKIES, CARBONATED BEVERAGES AND CANDY

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF GAMES & HOBBIES PODCASTS
TEA	\$813,146,441
BEER	\$1,241,843,998
COOKIES/ICE CREAM CONES	\$1,250,507,498
CARBONATED BEVERAGES	\$3,159,043,390
CANDY	\$2,558,512,404



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHL D	
		NATIONAL AVERAGE	GAMES & HOBBIES GENRE
1	Tea	\$ 34.53	\$ 39.24
2	Beer	\$ 113.32	\$ 128.52
3	Cookies/Ice Cream Cones	\$ 47.87	\$ 52.76
4	Carbonated Beverages	\$ 122.04	\$ 133.48
5	Candy	\$ 95.01	\$ 103.73
6	Pet Care	\$ 87.15	\$ 94.31
7	Frozen Pizzas	\$ 61.33	\$ 66.02
8	Baby Food	\$ 115.20	\$ 122.63
9	Personal Soap/Bath Needs	\$ 33.18	\$ 35.20
10	Laundry Supplies	\$ 31.52	\$ 33.39
11	Pet Food	\$ 182.84	\$ 192.08
12	Wrapping Materials/Bags	\$ 33.94	\$ 35.63
13	Household Cleaners	\$ 27.68	\$ 29.01
14	Detergents	\$ 55.05	\$ 57.58
15	Soup	\$ 40.18	\$ 41.82

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE GAMES & HOBBIES GENRE ARE IN 25 MILLION HOUSEHOLDS

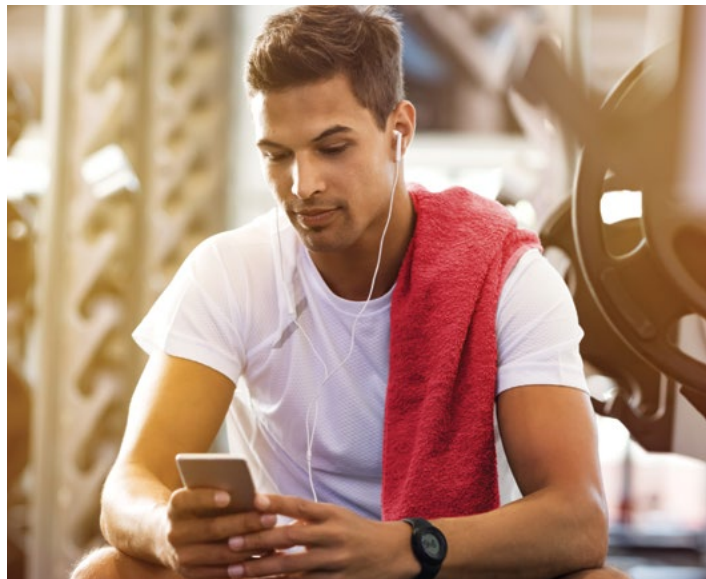
*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

HEALTH AND LIVING GENRE PROFILE

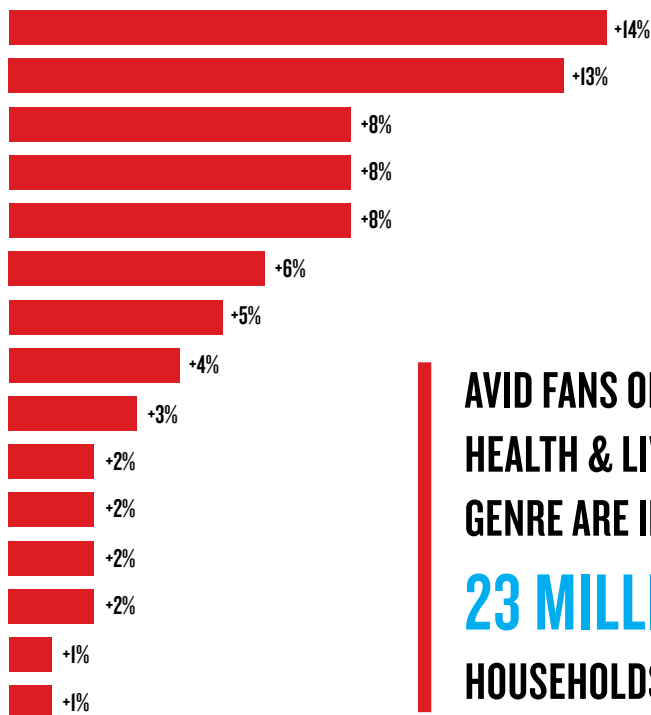
AVID* FANS OF HEALTH AND LIVING PODCASTS ARE HEAVY CONSUMERS OF VITAMINS, LIQUOR, NUTS, ORAL CARE AND TEA

TOP 5 PRODUCT CATEGORIES		ANNUAL SALES INFLUENCED BY AVID FANS OF HEALTH & LIVING PODCASTS
	VITAMINS	\$2,332,029,058
	LIQUOR	\$1,065,733,512
	NUTS	\$972,927,750
	ORAL HYGIENE	\$848,506,749
	TEA	\$717,432,369



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	HEALTH & LIVING GENRE
1	Vitamins	\$ 99.70	\$ 113.65
2	Liquor	\$ 122.17	\$ 138.28
3	Nuts	\$ 46.48	\$ 50.03
4	Oral Hygiene	\$ 36.51	\$ 39.29
5	Tea	\$ 34.53	\$ 37.14
6	Personal Soap/Bath Needs	\$ 33.18	\$ 35.24
7	Household Cleaners	\$ 27.68	\$ 28.95
8	Baby Food	\$ 115.20	\$ 119.40
9	Cookies/Ice Cream Cones	\$ 47.87	\$ 49.36
10	Beer	\$ 113.32	\$ 115.73
11	Hair Care	\$ 49.84	\$ 50.88
12	Ice Cream	\$ 37.97	\$ 38.72
13	Jams/Jellies/Spreads	\$ 31.41	\$ 31.99
14	Laundry Supplies	\$ 31.52	\$ 31.97
15	Spices/Seasoning/Extract	\$ 28.88	\$ 29.20

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE HEALTH & LIVING GENRE ARE IN 23 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

KIDS AND FAMILY GENRE PROFILE

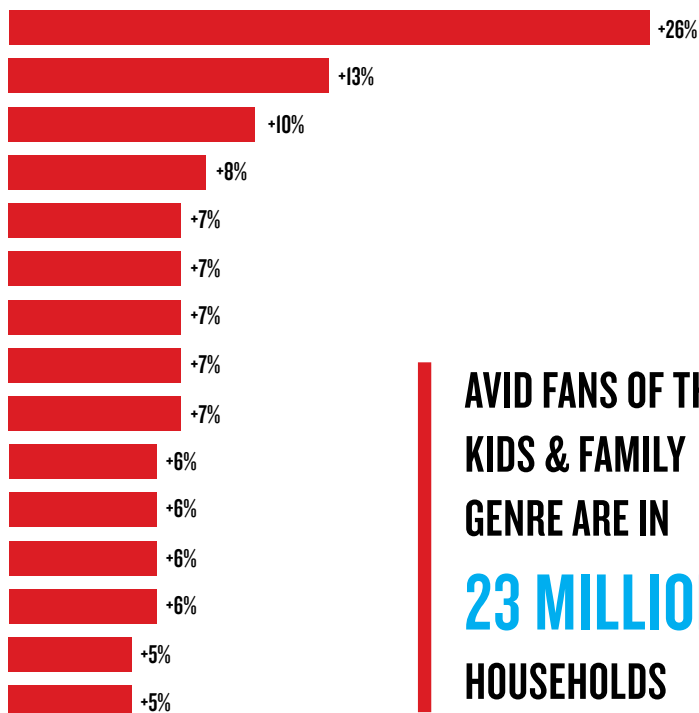
AVID* FANS OF KIDS AND FAMILY PODCASTS ARE HEAVY CONSUMERS OF BABY FOOD, COOKIES, CANDY, WRAPPING PAPER AND HOUSEHOLD CLEANERS

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF KIDS & FAMILY PODCASTS
 BABY FOOD	\$810,326,048
 COOKIES/ICE CREAM CONES	\$1,187,472,035
 CANDY	\$2,365,877,921
 WRAPPING MATERIALS/BAGS	\$783,120,606
 HOUSEHOLD CLEANERS	\$598,773,512



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	KIDS & FAMILY GENRE
1	Baby Food	\$ 115.20	\$ 145.02
2	Cookies/Ice Cream Cones	\$ 47.87	\$ 53.92
3	Candy	\$ 95.01	\$ 104.27
4	Wrapping Materials/Bags	\$ 33.94	\$ 36.68
5	Household Cleaners	\$ 27.68	\$ 29.72
6	Detergents	\$ 55.05	\$ 59.02
7	Canned Juices/Drinks	\$ 65.79	\$ 70.40
8	Bread & Baked Goods	\$ 125.54	\$ 134.31
9	Personal Soap/Bath Needs	\$ 33.18	\$ 35.40
10	Laundry Supplies	\$ 31.52	\$ 33.53
11	Frozen Pizzas	\$ 61.33	\$ 64.92
12	Snacks	\$ 175.85	\$ 186.00
13	Paper Products	\$ 129.33	\$ 136.65
14	Cereal	\$ 77.93	\$ 82.13
15	Tea	\$ 34.53	\$ 36.38

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



**AVID FANS OF THE
KIDS & FAMILY
GENRE ARE IN
23 MILLION
HOUSEHOLDS**

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

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MUSIC GENRE PROFILE

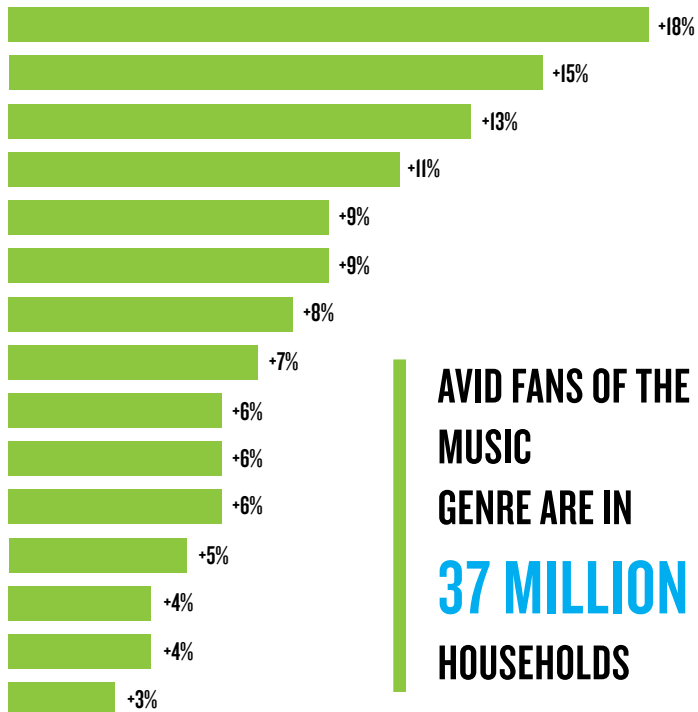
AVID* FANS OF MUSIC PODCASTS ARE HEAVY CONSUMERS OF BEER, LIQUOR, PET CARE, TEA AND BABY FOOD

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF MUSIC PODCASTS
BEER	\$2,043,408,388
LIQUOR	\$1,839,227,216
PET CARE	\$2,140,794,457
TEA	\$1,161,154,058
BABY FOOD	\$869,150,864



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	MUSIC GENRE
1	Beer	\$ 113.32	\$ 134.04
2	Liquor	\$ 122.17	\$ 140.65
3	Pet Care	\$ 87.15	\$ 98.16
4	Tea	\$ 34.53	\$ 38.27
5	Baby Food	\$ 115.20	\$ 126.08
6	Tobacco	\$ 202.89	\$ 220.81
7	Cookies/Ice Cream Cones	\$ 47.87	\$ 51.48
8	Vitamins	\$ 99.70	\$ 106.63
9	Laundry Supplies	\$ 31.52	\$ 33.46
10	Pet Food	\$ 182.84	\$ 193.74
11	Candy	\$ 95.01	\$ 100.43
12	Household Cleaners	\$ 27.68	\$ 29.15
13	Carbonated Beverages	\$ 122.04	\$ 127.27
14	Personal Soap/Bath Needs	\$ 33.18	\$ 34.48
15	Oral Hygiene	\$ 36.51	\$ 37.75

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND








AVID FANS OF THE MUSIC GENRE ARE IN 37 MILLION HOUSEHOLDS

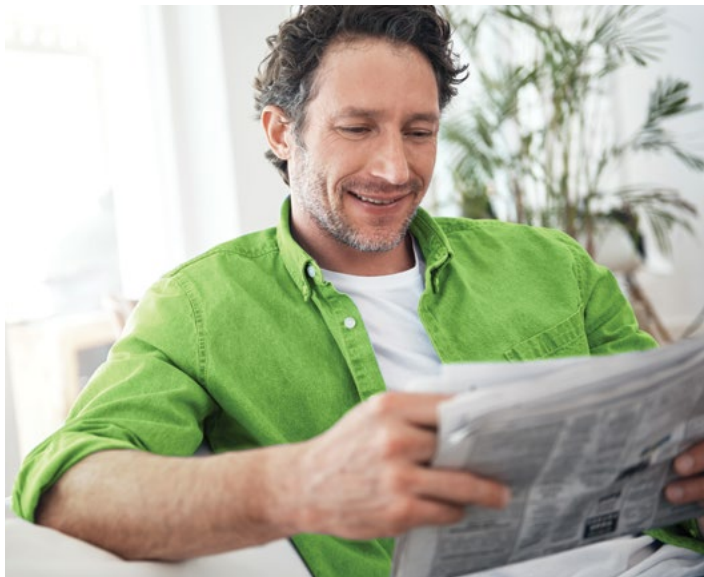
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NEWS AND POLITICS GENRE PROFILE

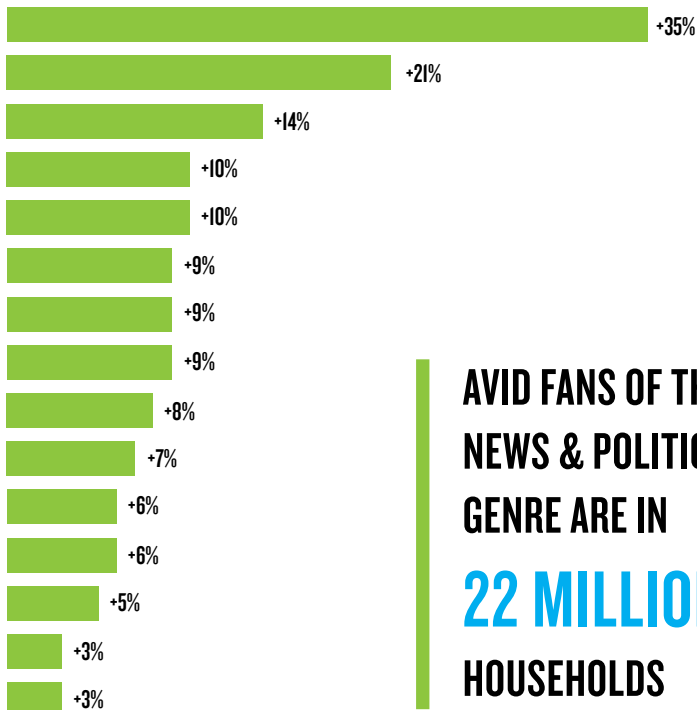
AVID* FANS OF NEWS AND POLITICS PODCASTS ARE HEAVY CONSUMERS OF LIQUOR, WINE, PET FOOD, NUTS AND VITAMINS

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF NEWS & POLITICS PODCASTS
 LIQUOR	\$1,314,666,131
 WINE	\$1,321,367,945
 PET FOOD	\$3,024,547,567
 NUTS	\$916,111,955
 VITAMINS	\$2,069,252,532



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	NEWS & POLITICS GENRE
1	Liquor	\$ 122.17	\$ 165.51
2	Wine	\$ 105.70	\$ 127.41
3	Pet Food	\$ 182.84	\$ 208.13
4	Nuts	\$ 46.48	\$ 51.11
5	Vitamins	\$ 99.70	\$ 109.52
6	Pet Care	\$ 87.15	\$ 94.80
7	Household Cleaners	\$ 27.68	\$ 30.08
8	Medications/Remedies	\$ 78.71	\$ 85.42
9	Beer	\$ 113.32	\$ 122.37
10	Oral Hygiene	\$ 36.51	\$ 38.97
11	Ice Cream	\$ 37.97	\$ 40.33
12	Coffee	\$ 83.44	\$ 88.37
13	Tea	\$ 34.53	\$ 36.23
14	Soup	\$ 40.18	\$ 41.53
15	Wrapping Materials/Bags	\$ 33.94	\$ 34.88

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE NEWS & POLITICS GENRE ARE IN 22 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

RELIGION AND SPIRITUALITY GENRE PROFILE

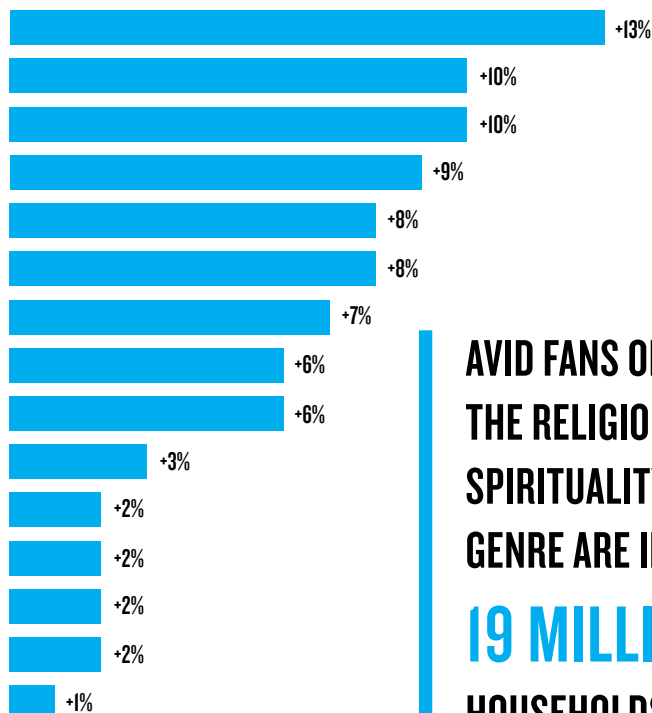
AVID* FANS OF RELIGION AND SPIRITUALITY PODCASTS ARE HEAVY CONSUMERS OF PET FOOD, VITAMINS, HOUSEHOLD CLEANERS, BATH PRODUCTS AND COOKIES

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF RELIGION & SPIRITUALITY PODCASTS
 PET FOOD	\$2,447,276,206
 VITAMINS	\$1,742,248,930
 HOUSEHOLD CLEANERS	\$495,549,885
 SOAP/BATH PRODUCTS	\$607,873,322
 COOKIES/ICE CREAM CONES	\$914,989,484



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	RELIGION GENRE
1	Pet Food	\$ 182.84	\$ 206.55
2	Vitamins	\$ 99.70	\$ 109.82
3	Household Cleaners	\$ 27.68	\$ 30.49
4	Personal Soap/Bath Needs	\$ 33.18	\$ 36.31
5	Cookies/Ice Cream Cones	\$ 47.87	\$ 51.66
6	Medications/Remedies	\$ 78.71	\$ 84.72
7	Detergents	\$ 55.05	\$ 59.05
8	Laundry Supplies	\$ 31.52	\$ 33.51
9	Wrapping Materials/Bags	\$ 33.94	\$ 36.07
10	Candy	\$ 95.01	\$ 98.02
11	Ice Cream	\$ 37.97	\$ 38.82
12	Salad Dressings/Mayo/Top	\$ 28.38	\$ 28.94
13	Paper Products	\$ 129.33	\$ 131.55
14	Pet Care	\$ 87.15	\$ 88.47
15	Nuts	\$ 46.48	\$ 47.02

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND








AVID FANS OF THE RELIGION & SPIRITUALITY GENRE ARE IN 19 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

SCIENCE GENRE PROFILE

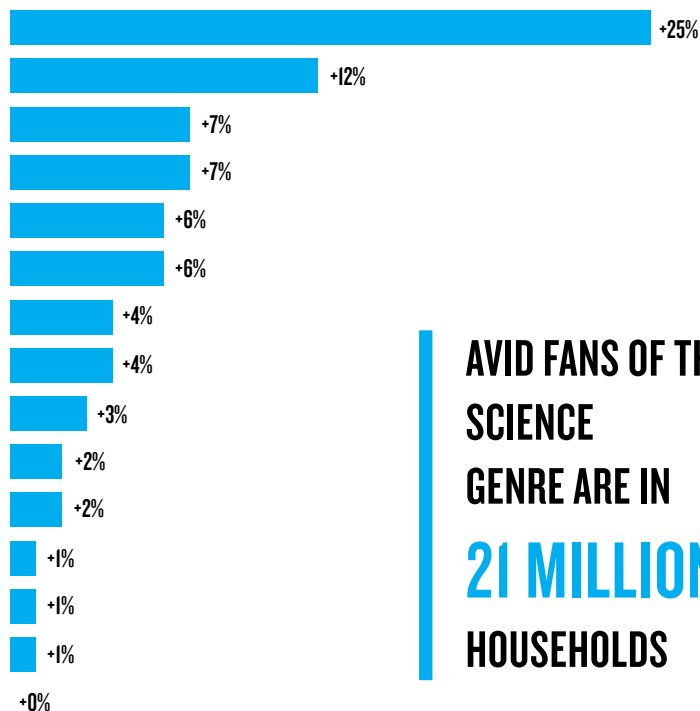
AVID* FANS OF SCIENCE PODCASTS ARE HEAVY CONSUMERS OF LIQUOR, PET CARE, BABY FOOD, PET FOOD AND TOBACCO

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF SCIENCE PODCASTS
 LIQUOR	\$1,118,569,158
 PET CARE	\$1,160,881,757
 BABY FOOD	\$450,386,078
 PET FOOD	\$2,753,640,775
 WINE	\$1,035,108,708



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	SCIENCE GENRE
1	Liquor	\$ 122.17	\$ 152.68
2	Pet Care	\$ 87.15	\$ 97.64
3	Baby Food	\$ 115.20	\$ 123.54
4	Pet Food	\$ 182.84	\$ 195.63
5	Wine	\$ 105.70	\$ 112.53
6	Beer	\$ 113.32	\$ 120.18
7	Cookies/Ice Cream Cones	\$ 47.87	\$ 49.82
8	Vitamins	\$ 99.70	\$ 103.42
9	Refrigerated Juices/Drinks	\$ 41.32	\$ 42.74
10	Oral Hygiene	\$ 36.51	\$ 37.24
11	Ice Cream	\$ 37.97	\$ 38.66
12	Soup	\$ 40.18	\$ 40.70
13	Nuts	\$ 46.48	\$ 47.07
14	Tea	\$ 34.53	\$ 34.91
15	Medications/Remedies	\$ 78.71	\$ 78.78

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE SCIENCE GENRE ARE IN 21 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

SOCIETY AND CULTURE GENRE PROFILE

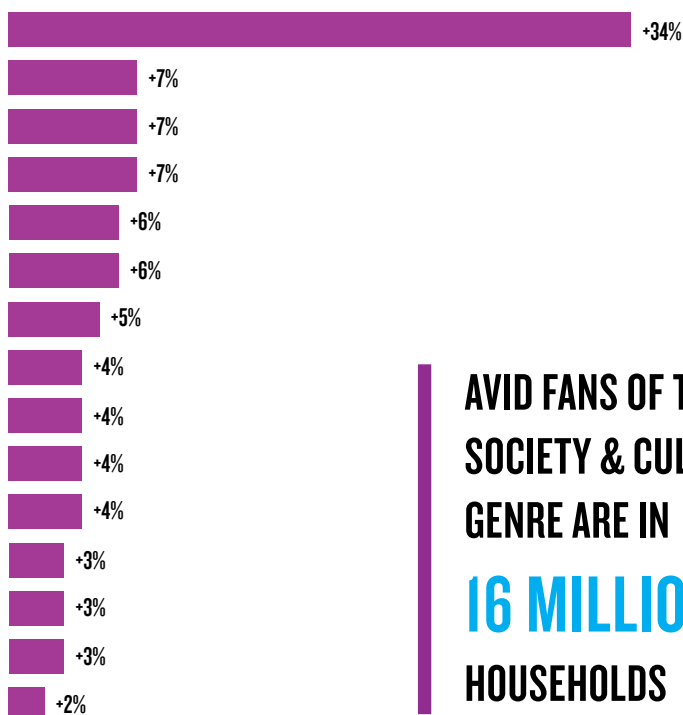
AVID* FANS OF ARTS PODCASTS ARE HEAVY CONSUMERS OF LIQUOR, ORAL CARE, COOKIES, BATH PRODUCTS AND SKIN CARE

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF SOCIETY & CULTURE PODCASTS
 LIQUOR	\$955,581,250
 ORAL HYGIENE	\$582,273,426
 COOKIES/ICE CREAM CONES	\$771,185,333
 SOAP/BATH PRODUCTS	\$508,053,208
 SKIN CARE	\$621,686,269



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	SOCIETY & CULTURE GENRE
1	Liquor	\$ 122.17	\$ 163.29
2	Oral Hygiene	\$ 36.51	\$ 39.15
3	Cookies/Ice Cream Cones	\$ 47.87	\$ 51.26
4	Personal Soap/Bath Needs	\$ 33.18	\$ 35.35
5	Skin Care	\$ 45.68	\$ 48.58
6	Pet Food	\$ 182.84	\$ 194.05
7	Hair Care	\$ 49.84	\$ 52.24
8	Vitamins	\$ 99.70	\$ 104.16
9	Laundry Supplies	\$ 31.52	\$ 32.89
10	Pet Care	\$ 87.15	\$ 90.87
11	Household Cleaners	\$ 27.68	\$ 28.67
12	Tea	\$ 34.53	\$ 35.71
13	Baby Food	\$ 115.20	\$ 118.82
14	Disposable Diaper	\$ 115.09	\$ 118.13
15	Ice Cream	\$ 37.97	\$ 38.89

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE SOCIETY & CULTURE GENRE ARE IN 16 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

SPORTS GENRE PROFILE

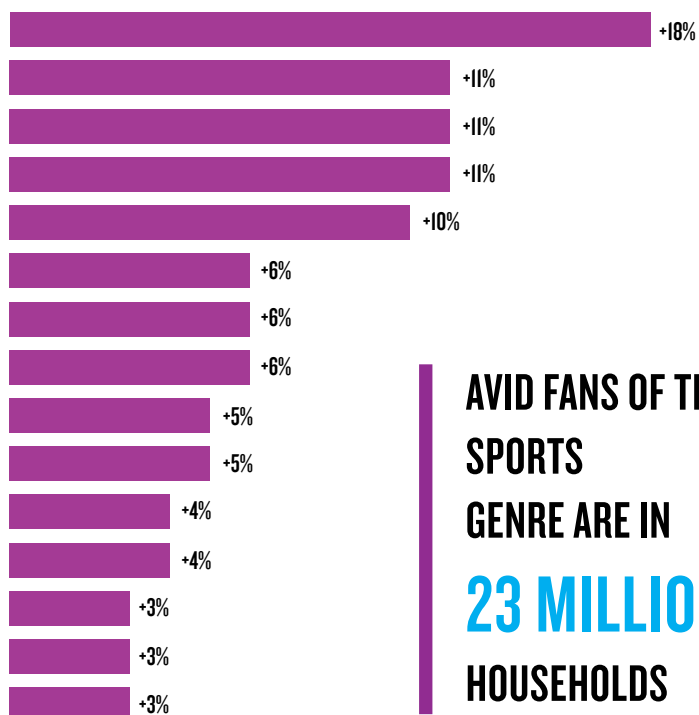
AVID* FANS OF SPORTS PODCASTS ARE HEAVY CONSUMERS OF BEER, TEA, LIQUOR, COOKIES AND BABY FOOD

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF SPORTS PODCASTS
BEER	\$1,343,898,945
TEA	\$707,096,675
LIQUOR	\$1,124,385,421
COOKIES/ICE CREAM CONES	\$1,161,521,230
BABY FOOD	\$567,297,946



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	SPORTS GENRE
1	Liquor	\$ 122.17	\$ 152.60
2	Wine	\$ 105.70	\$ 119.78
3	Household Cleaners	\$ 27.68	\$ 30.87
4	Personal Soap/Bath Needs	\$ 33.18	\$ 36.77
5	Beer	\$ 113.32	\$ 125.14
6	Nuts	\$ 46.48	\$ 50.58
7	Oral Hygiene	\$ 36.51	\$ 39.25
8	Tea	\$ 34.53	\$ 36.93
9	Detergents	\$ 55.05	\$ 58.56
10	Skin Care	\$ 45.68	\$ 47.97
11	Bottled Water	\$ 57.79	\$ 60.67
12	Hair Care	\$ 49.84	\$ 52.28
13	Pet Food	\$ 182.84	\$ 191.03
14	Cookies/Ice Cream Cones	\$ 47.87	\$ 49.45
15	Coffee	\$ 83.44	\$ 86.08

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE SPORTS GENRE ARE IN 23 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

TECHNOLOGY GENRE PROFILE

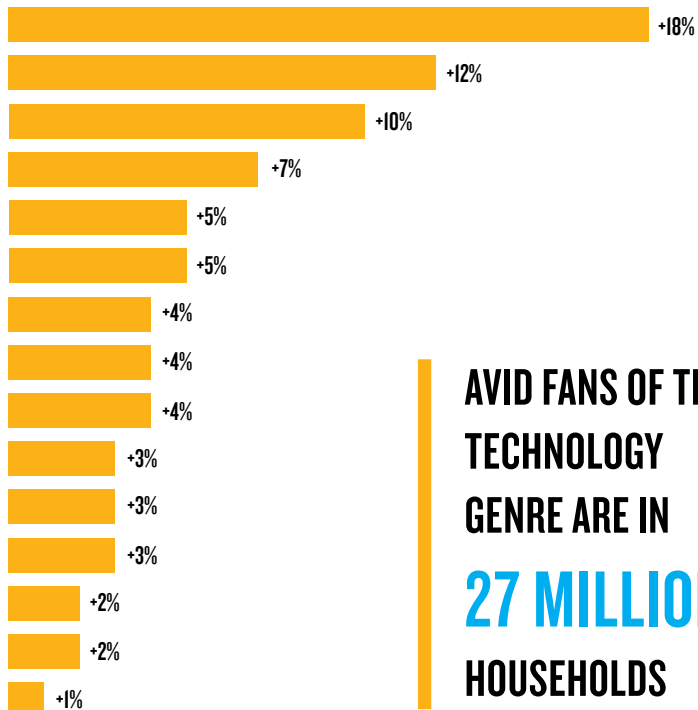
AVID* FANS OF TECHNOLOGY PODCASTS ARE HEAVY CONSUMERS OF LIQUOR, BABY FOOD, TEA, BEER AND COOKIES

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF TECHNOLOGY PODCASTS
LIQUOR	\$1,315,920,025
BABY FOOD	\$608,911,085
TEA	\$835,819,860
BEER	\$1,292,054,937
COOKIES/ICE CREAM CONES	\$1,277,329,584



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	TECHNOLOGY GENRE
1	Liquor	\$ 122.17	\$ 136.07
2	Baby Food	\$ 115.20	\$ 127.14
3	Tea	\$ 34.53	\$ 38.47
4	Beer	\$ 113.32	\$ 131.61
5	Cookies/Ice Cream Cones	\$ 47.87	\$ 53.29
6	Laundry Supplies	\$ 31.52	\$ 33.52
7	Pet Care	\$ 87.15	\$ 86.80
8	Medications/Remedies	\$ 78.71	\$ 77.42
9	Oral Hygiene	\$ 36.51	\$ 36.18
10	Soup	\$ 40.18	\$ 40.03
11	Pet Food	\$ 182.84	\$ 185.67
12	Household Cleaners	\$ 27.68	\$ 29.20
13	Candy	\$ 95.01	\$ 99.37
14	Vitamins	\$ 99.70	\$ 103.33
15	Nuts	\$ 46.48	\$ 47.25

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND








AVID FANS OF THE TECHNOLOGY GENRE ARE IN 27 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

TV AND MOVIES GENRE PROFILE

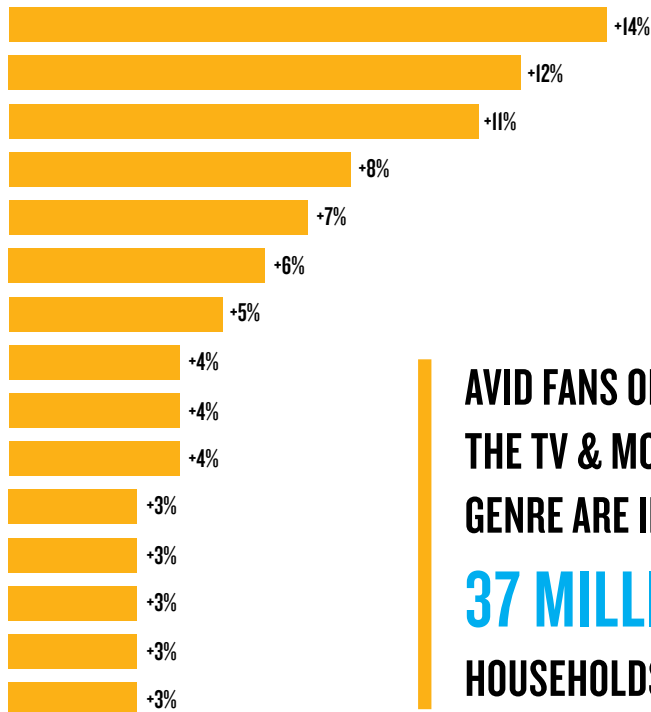
AVID* FANS OF TV AND MOVIE PODCASTS ARE HEAVY CONSUMERS OF BEER, PET CARE, TEA, LIQUOR AND CANDY

TOP 5 PRODUCT CATEGORIES	ANNUAL SALES INFLUENCED BY AVID FANS OF TV & MOVIES PODCASTS
 BEER	\$1,902,250,367
 PET CARE	\$2,108,449,685
 TEA	\$1,154,625,172
 LIQUOR	\$1,682,368,527
 CANDY	\$3,671,515,234



RANK	PRODUCT CATEGORY	ANNUAL SPEND PER HHLD	
		NATIONAL AVERAGE	TV & MOVIES GENRE
1	Beer	\$ 113.32	\$ 126.52
2	Pet Care	\$ 87.15	\$ 97.15
3	Tea	\$ 34.53	\$ 38.30
4	Liquor	\$ 122.17	\$ 133.26
5	Candy	\$ 95.01	\$ 101.41
6	Cookies/Ice Cream Cones	\$ 47.87	\$ 50.99
7	Pet Food	\$ 182.84	\$ 191.43
8	Vitamins	\$ 99.70	\$ 104.18
9	Carbonated Beverages	\$ 122.04	\$ 127.11
10	Laundry Supplies	\$ 31.52	\$ 32.61
11	Household Cleaners	\$ 27.68	\$ 28.41
12	Wrapping Materials/Bags	\$ 33.94	\$ 34.67
13	Oral Hygiene	\$ 36.51	\$ 37.28
14	Paper Products	\$ 129.33	\$ 131.85
15	Personal Soap/Bath Needs	\$ 33.18	\$ 33.82

PERCENTAGE ABOVE NATIONAL AVERAGE FOR ANNUAL SPEND



AVID FANS OF THE TV & MOVIES GENRE ARE IN 37 MILLION HOUSEHOLDS

*Avid fans are those who consider themselves extremely interested in a certain genre of podcasts (interest level 6 or 7 on a 7 point scale)

Source: Nielsen Homescan Panel, Fanlinks 2017 survey, total U.S., 52 weeks ended 1/13/18.

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.

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