

**LATINO**  
**PODCAST**  
**LISTENER REPORT**



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pandora

LATINO  
PODCAST  
LISTENER REPORT



Presented by:



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Edison Research  
@gsoto777



Martina Castro  
Founder & CEO  
Adonde Media  
@martinacastro





## Share of Ear<sup>®</sup>

- 4,000+ respondents
- National sample age 13+
- Online and offline
  - Tracked since 2014
- Offered in English and Spanish
- Updated through Q1 2020 (Fielded before COVID-19 disruption)





## The Latino Podcast Listener Report

- 2,500 online interviews
- National survey of Hispanic/Latino adults age 18+
- Interviews conducted May 5th - May 27th, 2020
- Data weighted to match age/sex/country origin of U.S. Hispanic/Latino population and Infinite Dial 2020 podcast listening statistics
- Survey offered in both English and Spanish
  - 21% of survey respondents took the survey in Spanish



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On average, the U.S.  
total population spends

3 hr 50 min

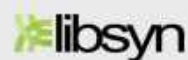
per day listening to audio

On average, U.S. Latinos spend

4 hr 34 min

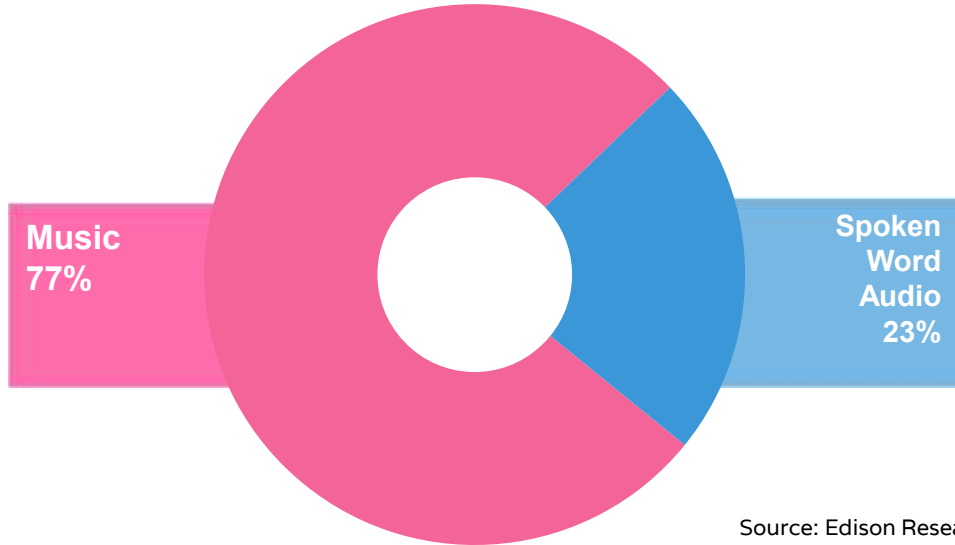
per day listening to audio

Source: Edison Research Share of Ear © 2020

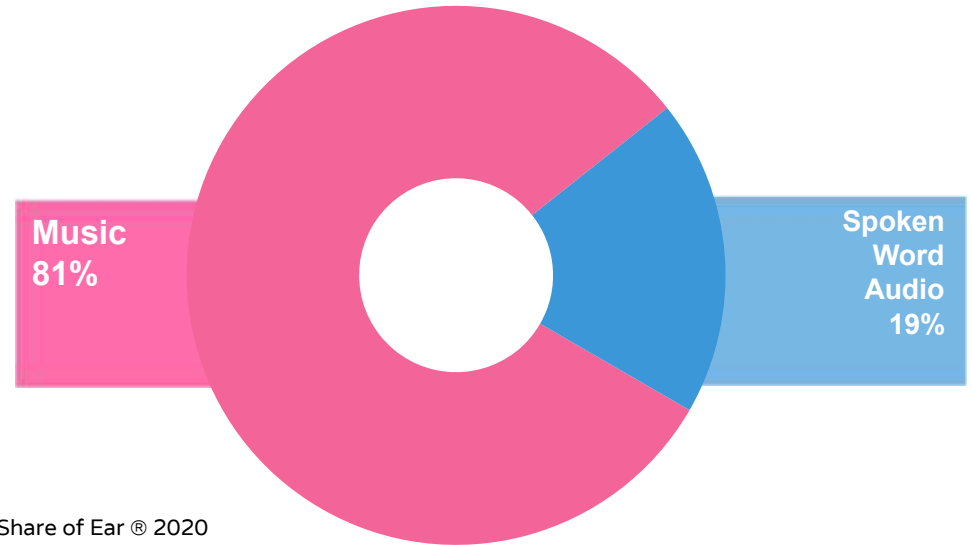


# Share of Time Spent Listening by Content Type

U.S. Total Population 13+



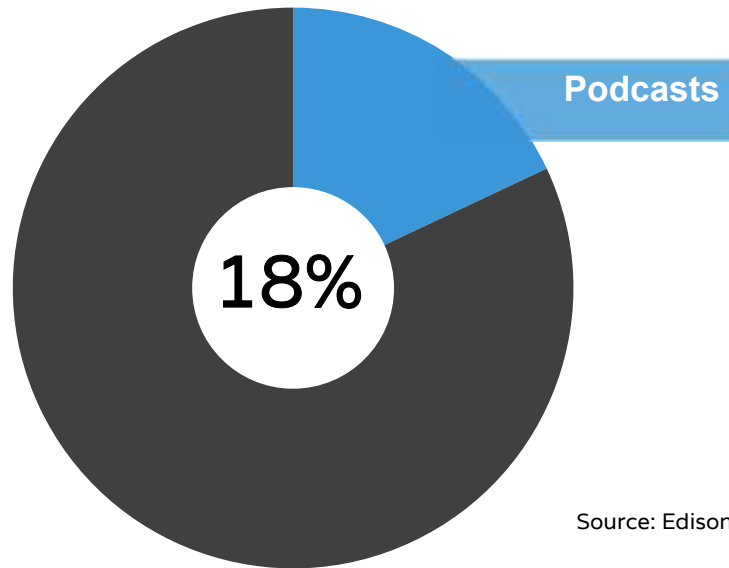
U.S. Latinos 13+



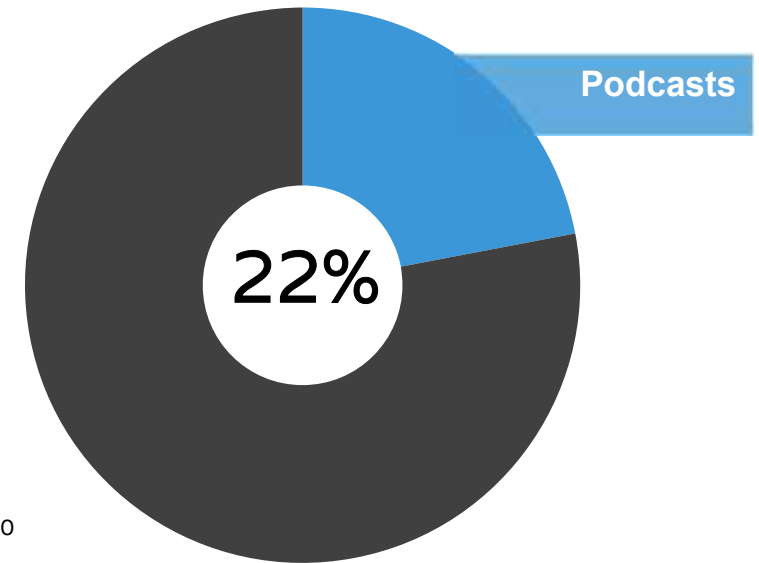
Source: Edison Research Share of Ear © 2020

# Share of Time Spent Listening to Spoken Word Audio: Podcasts

U.S. Total Population 13+



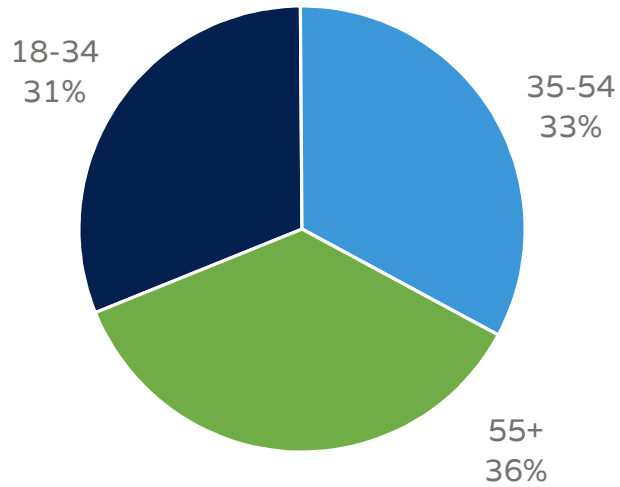
U.S. Latinos 13+



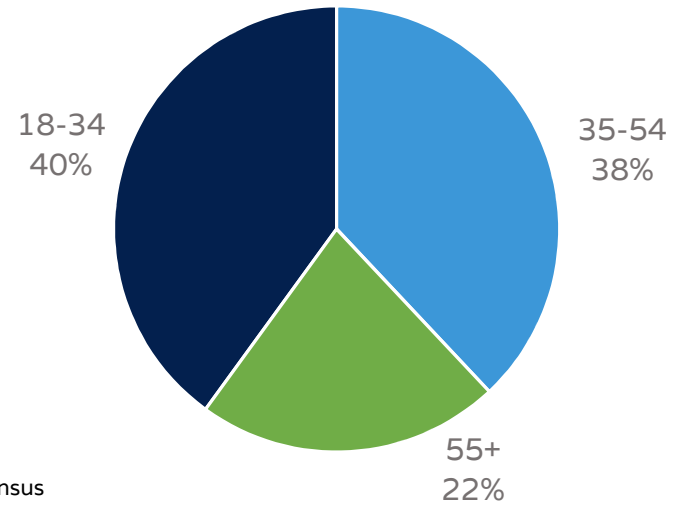
Source: Edison Research Share of Ear © 2020

## Demographics: Age

U.S. Total Population 18+



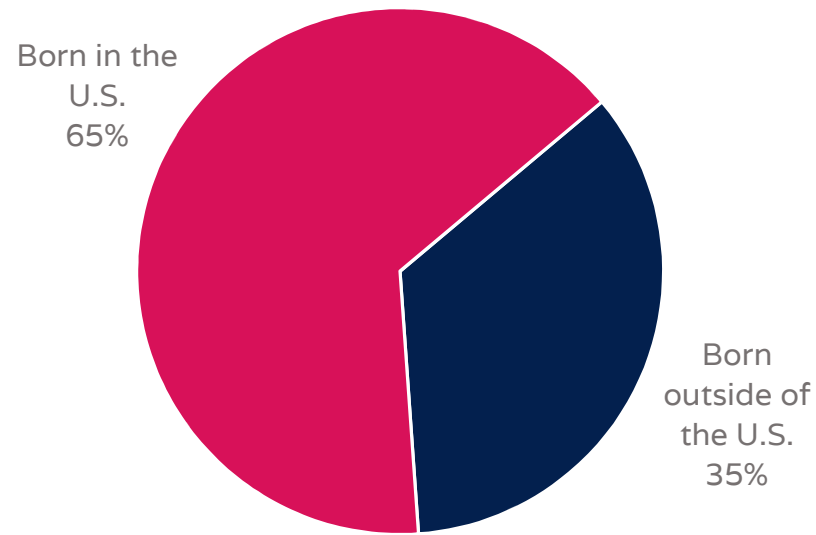
U.S. Online Latinos 18+



Source: U.S. Census

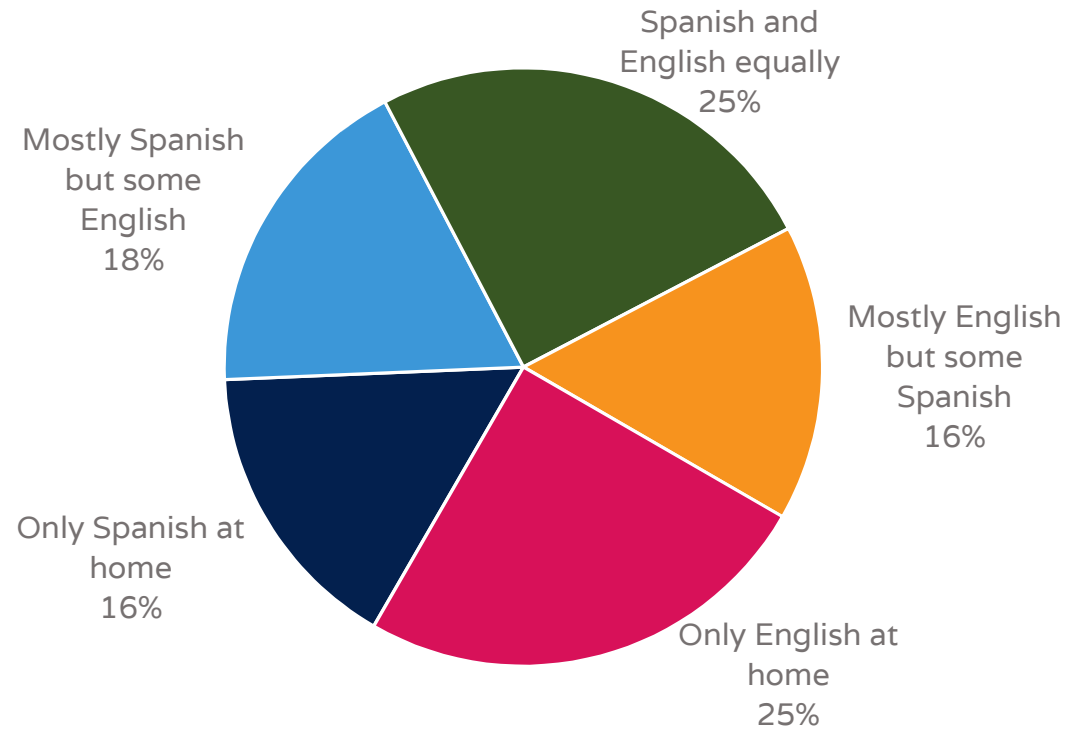


## U.S. Latinos: Birthplace



Born outside of the U.S. includes Latinos born in Puerto Rico

## U.S. Latinos: English vs. Spanish usage



## U.S. Latinos: English vs. Spanish usage



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# Podcast Listening





# Familiar with term “Podcasting”

% ever heard of “podcasting”





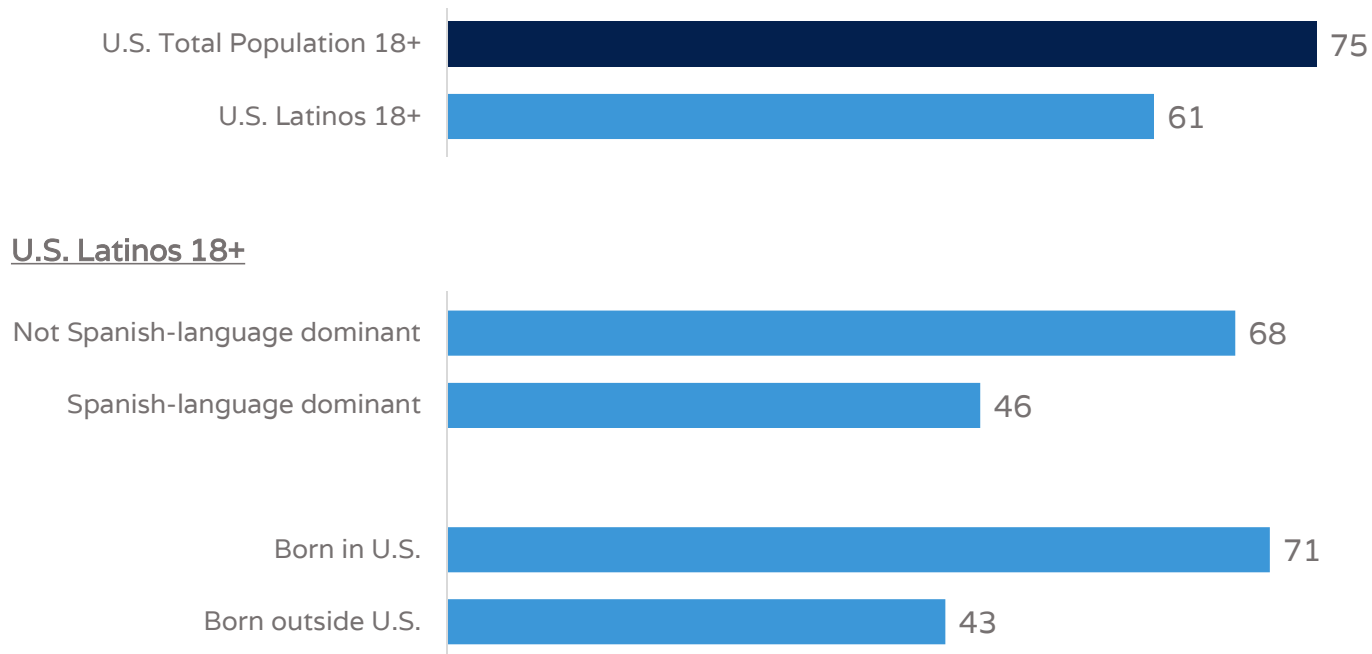
# Familiar with term “Podcasting”

% ever heard of “podcasting”



## Familiar with term “Podcasting”

% ever heard of “podcasting”





# Podcast Listening

% ever listened to a podcast







# Podcast Listening

% ever listened to a podcast



## U.S. Latinos 18+



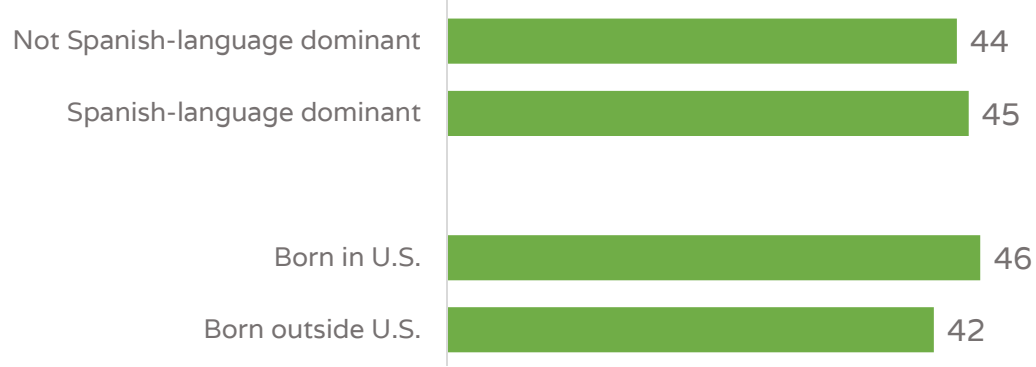


# Podcast Listening

% ever listened to a podcast



## U.S. Latinos 18+



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36%

of U.S Latinos have ever listened to a podcast that was mostly in English

24%

of U.S Latinos have ever listened to a podcast that was mostly in Spanish





## Listened to a podcast in the last month:

% saying yes





# Listened to a podcast in the last month:

% saying yes



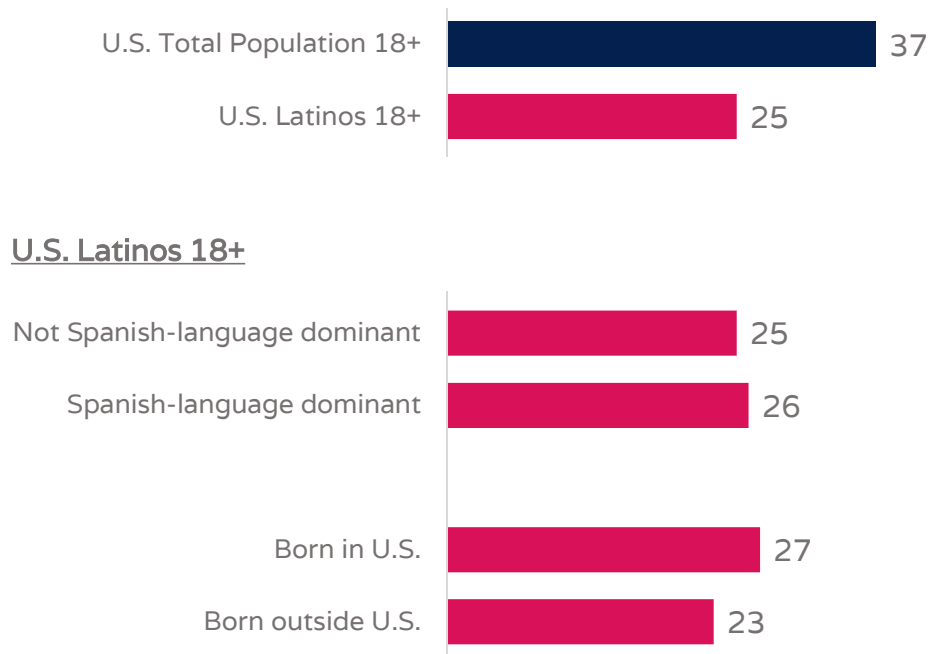
## U.S. Latinos 18+





# Listened to a podcast in the last month:

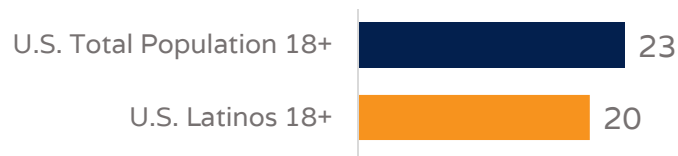
% saying yes





## Listened to a podcast in the last week:

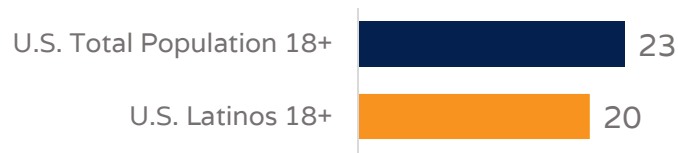
% saying yes



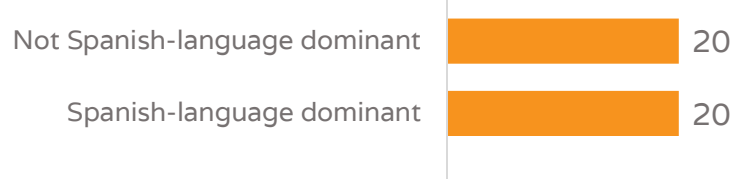


# Listened to a podcast in the last week:

% saying yes



## U.S. Latinos 18+

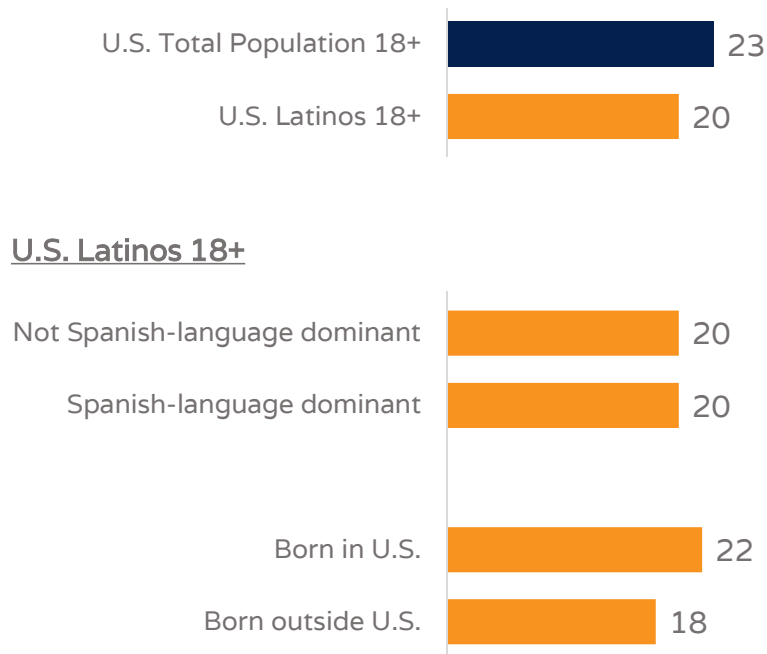






# Listened to a podcast in the last week:

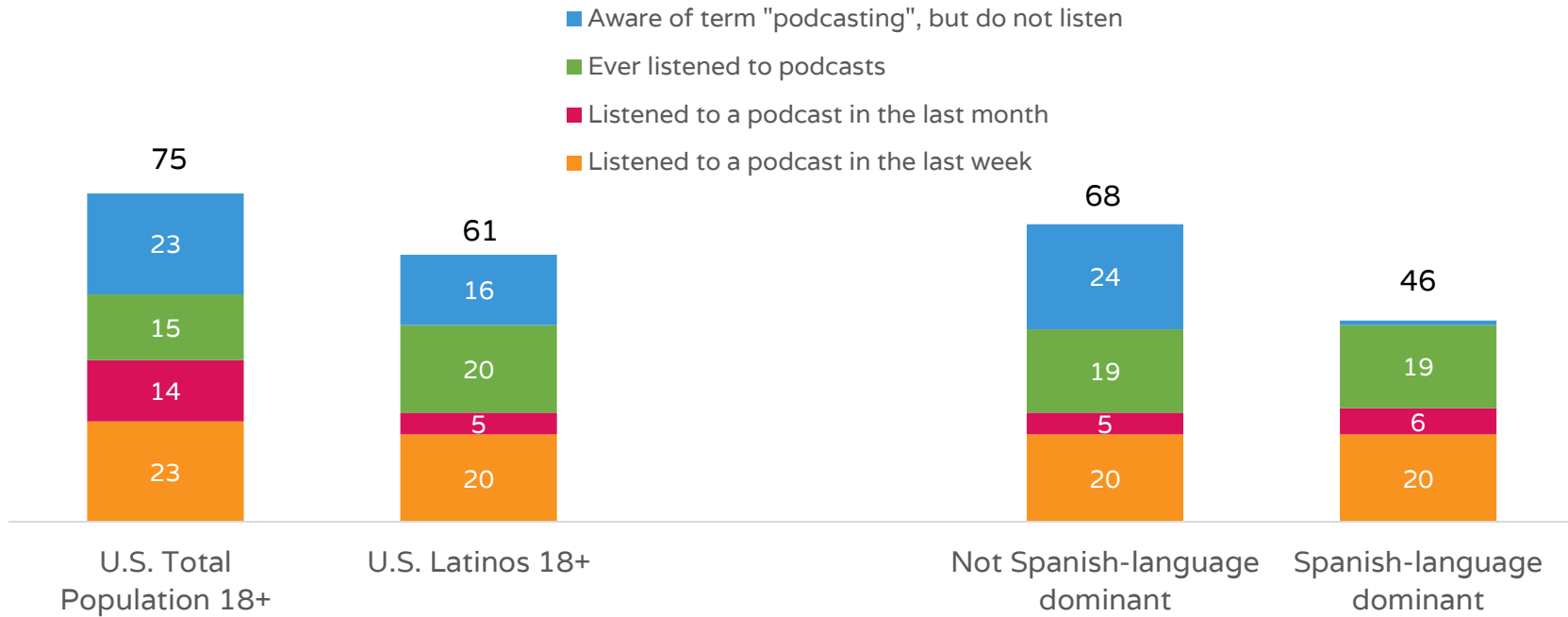
% saying yes



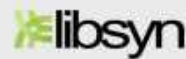


# Podcasting Awareness & Listening Summary:

## % familiar with podcasting



Source: The Infinite Dial 2020



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# U.S. Latino Podcast Non-Listeners



# Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

**35%**

Podcasts are too long

Base: Aware of term podcasting but have never listened

## Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

**35%**

Podcasts are too long

**29%**

You have to pay to subscribe to podcasts

Base: Aware of term podcasting but have never listened

## Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

35%

Podcasts are too long

29%

You have to pay to subscribe to podcasts

28%

You are not sure how to listen to a podcast

Base: Aware of term podcasting but have never listened



## Reasons U.S. Latino Non-Listeners Do Not Listen to Podcasts

28%

There aren't any podcasts that cover the topics you are interested in

Base: Aware of term podcasting but have never listened

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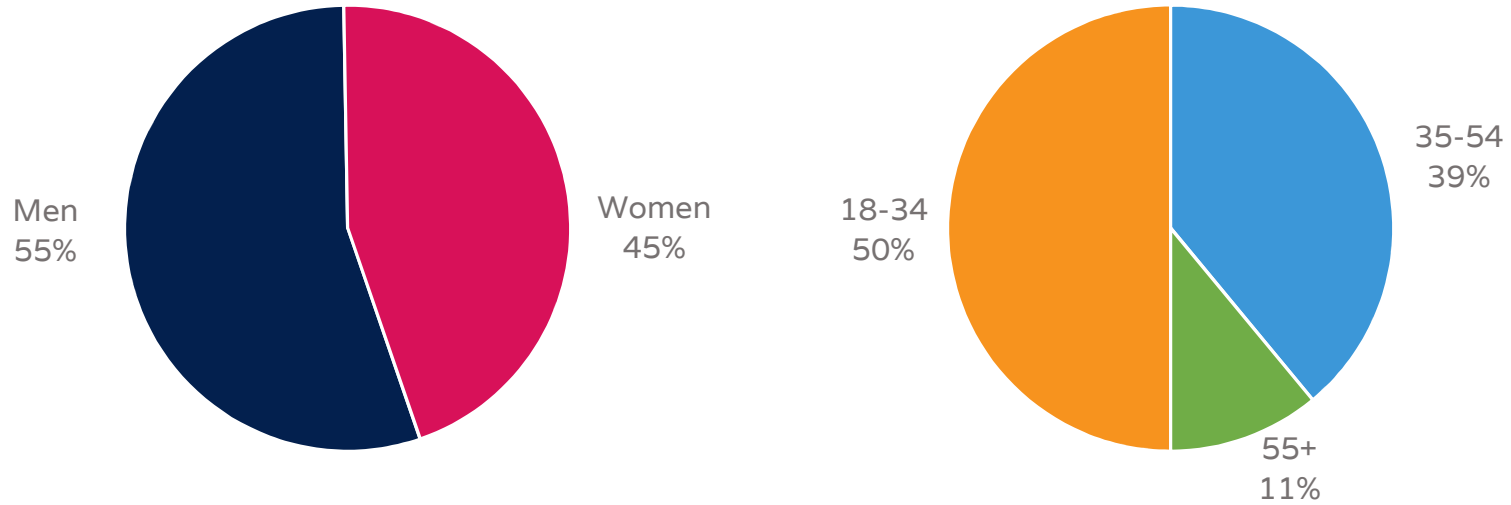
U.S. Latino Monthly Podcast Listeners  
(25% of U.S. Latinos)





# Composition of U.S Latino monthly podcast listeners

## Gender and Age

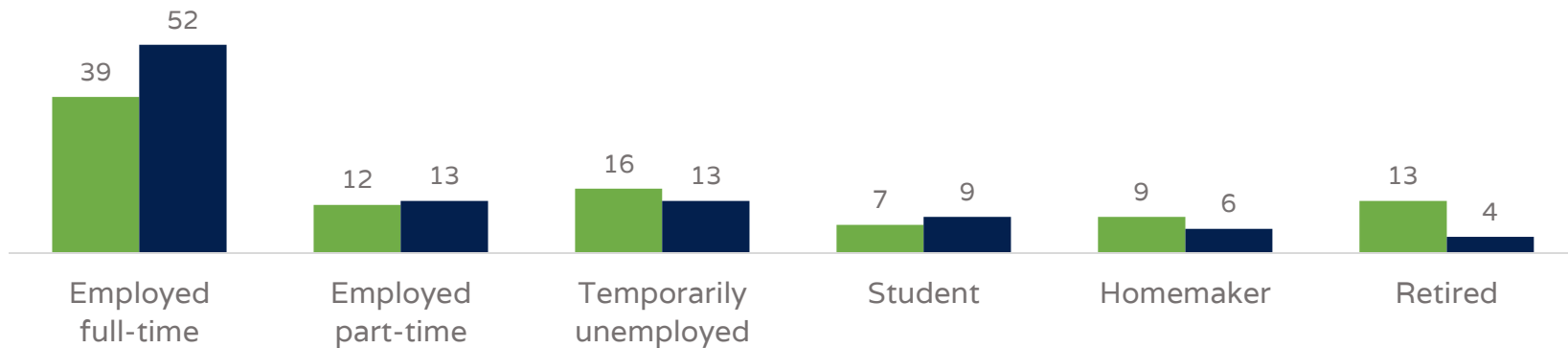




# Composition of U.S. Latino monthly podcast listeners

## Employment

■ U.S. Latinos 18+   ■ U.S. Latino Monthly Podcast Listeners 18+





# Composition of U.S. Latino monthly podcast listeners

Annual household income above \$50,000

- \$100K+
- \$75K-\$100K
- \$50K-\$75K



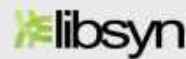
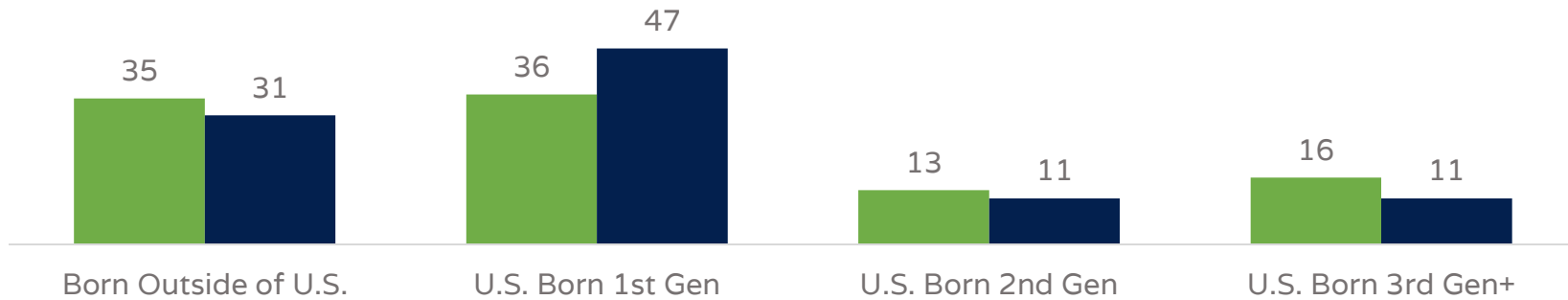


# Composition of U.S. Latino monthly podcast listeners

## Foreign born vs. U.S. born

■ U.S. Latinos 18+    ■ U.S. Latino Monthly Podcast Listeners 18+

U.S. Born 1<sup>st</sup> gen: at least one immigrant parent  
U.S. Born 2<sup>nd</sup> gen: at least one immigrant grandparent  
U.S. Born 3<sup>rd</sup> gen +: All parents and grandparents born in the U.S.

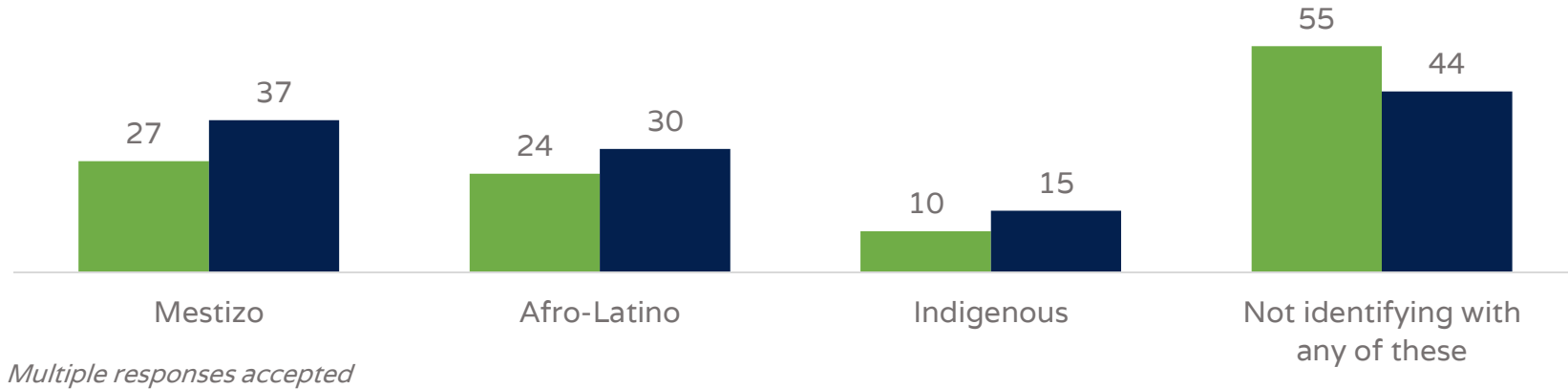


# Composition of U.S. Latino monthly podcast listeners

Do you consider yourself...?

■ U.S. Latinos 18+    ■ U.S. Latino Monthly Podcast Listeners 18+

Mestizo: Of mixed race  
Afro-Latino: of African descent  
Indigenous: Native American origin such as Nahua, Maya, Taino, Aymara, Quechua or another indigenous background

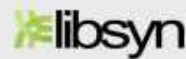
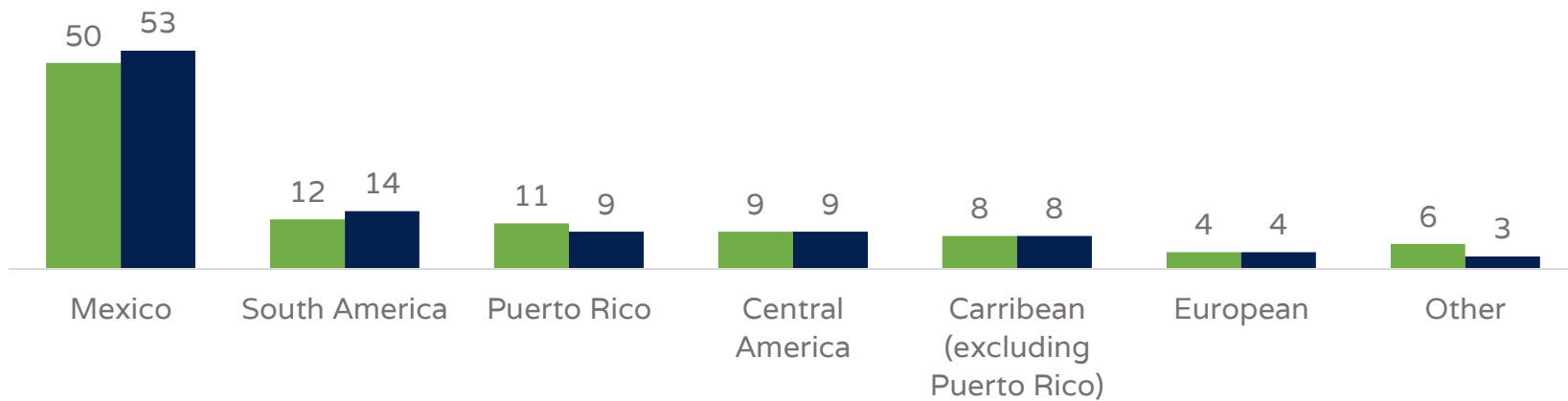




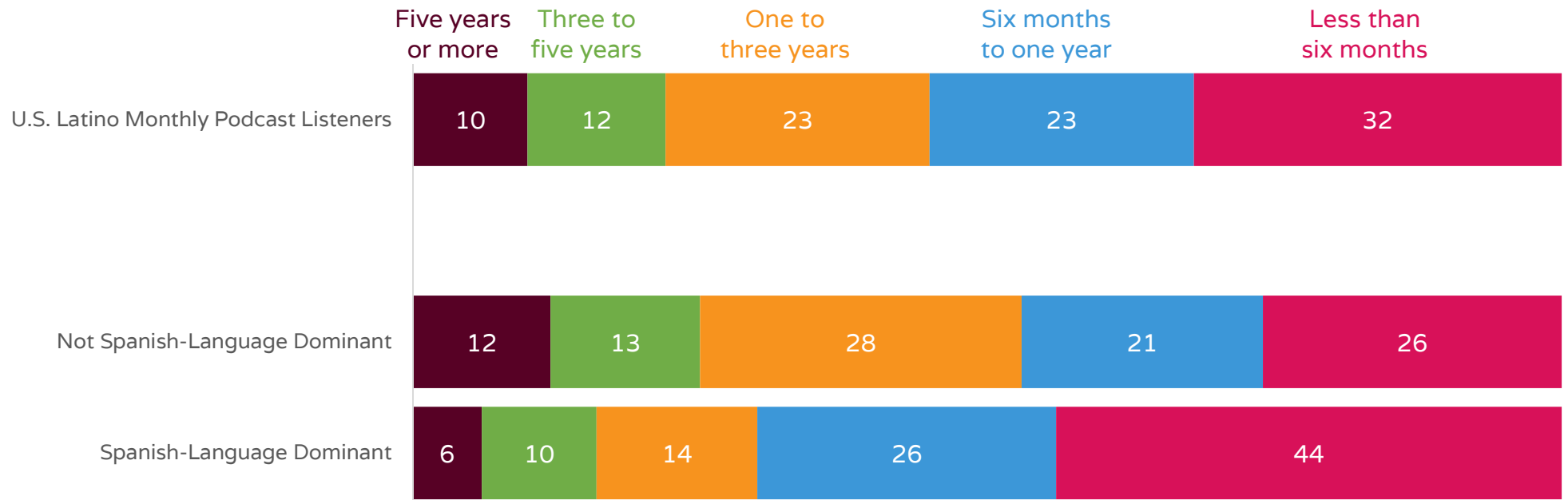
# Composition of U.S. Latino monthly podcast listeners

Country from where most of family originates

■ U.S. Latinos 18+   ■ U.S. Latino Monthly Podcast Listeners 18+



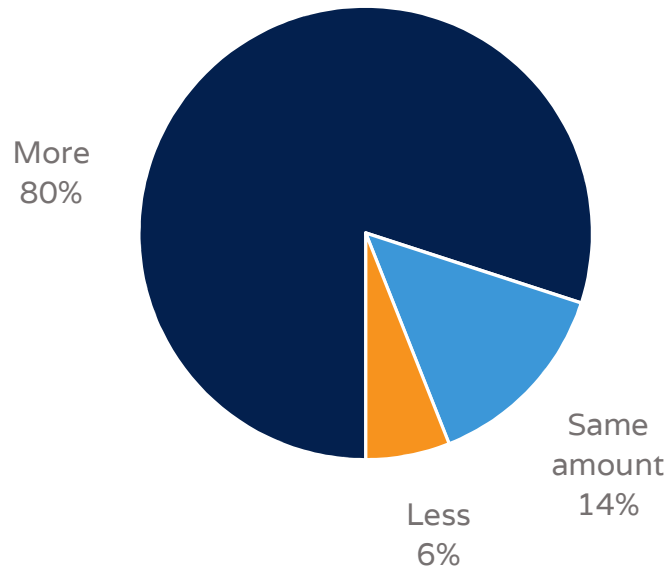
# How long have U.S. Latino monthly podcast listeners been listening to podcasts?



Base: U.S. Latino Monthly Podcast Listeners

# U.S. Latino monthly podcast listeners are listening to podcasts...

Compared to one year ago

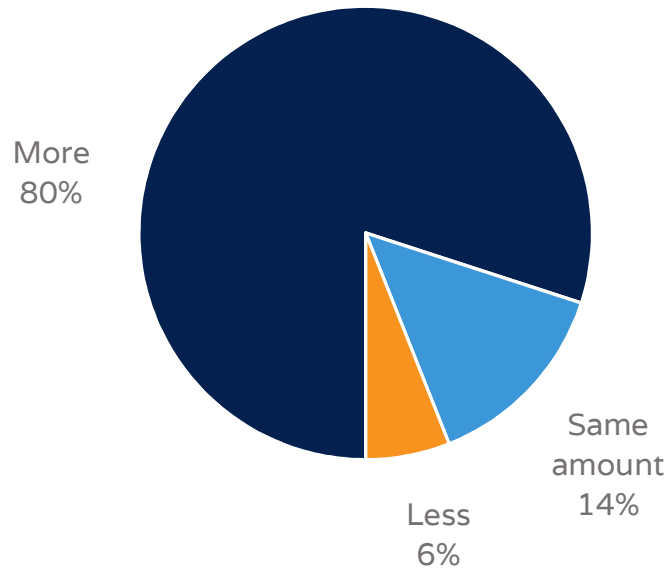


Base: U.S. Latino Monthly Podcast Listeners

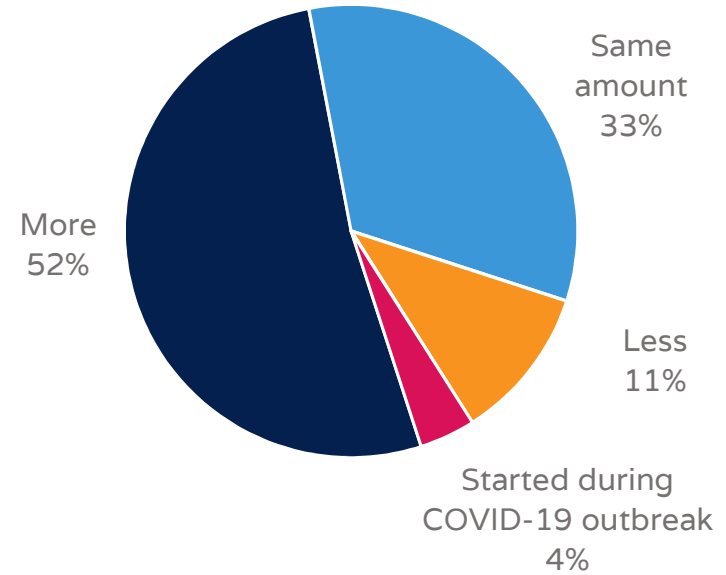


# U.S. Latino monthly podcast listeners are listening to podcasts...

Compared to one year ago



Since the outbreak of COVID-19

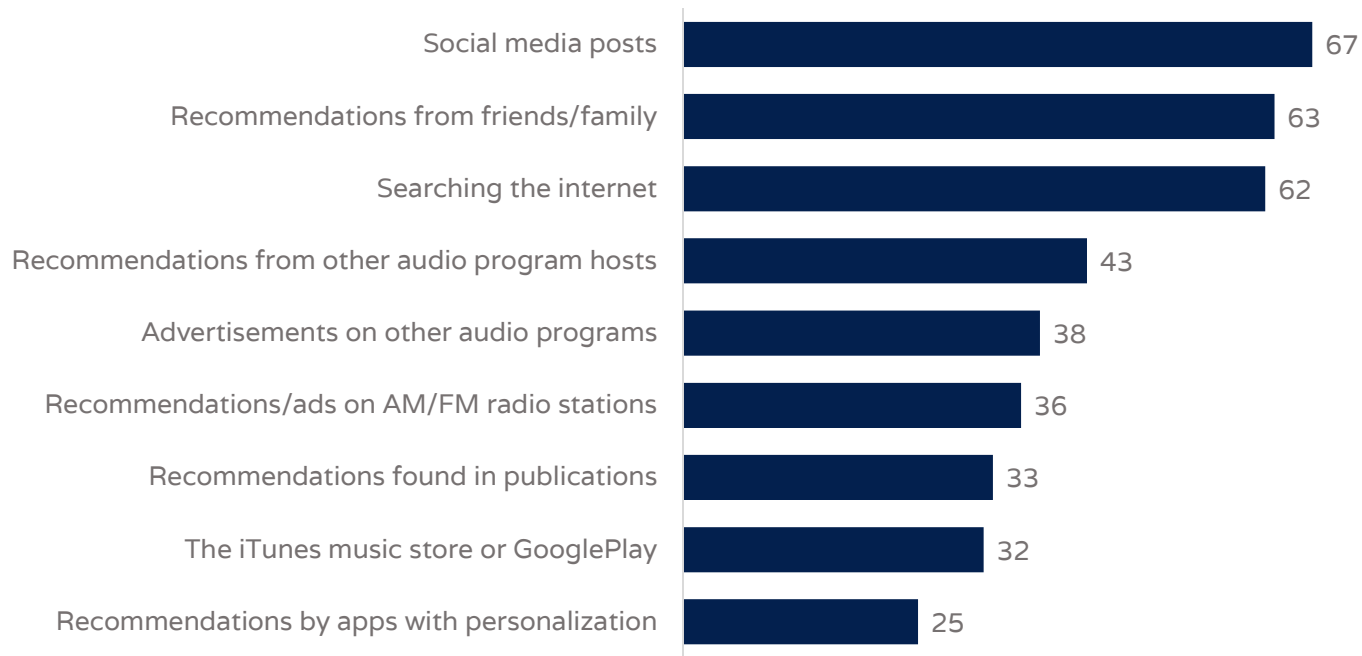


Base: U.S. Latino Monthly Podcast Listeners

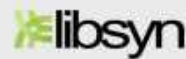


# Sources U.S. Latino monthly podcast listeners use to discover podcasts

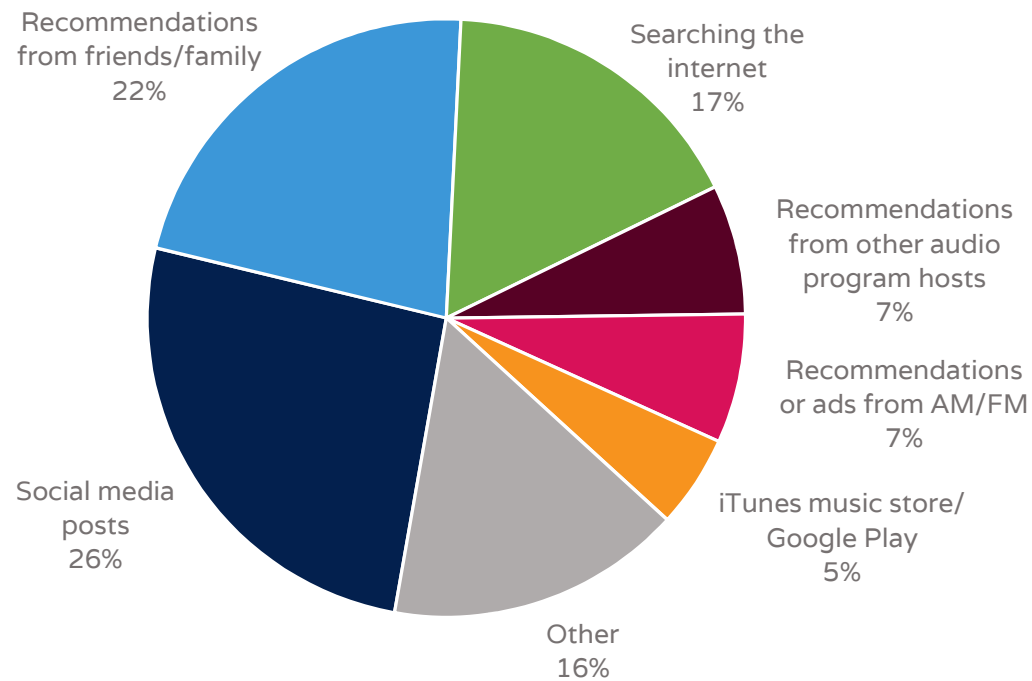
% ever using source to discover podcasts



Base: U.S. Latino Monthly Podcast Listeners



## Source U.S. Latino monthly podcast listeners use most often to discover podcasts



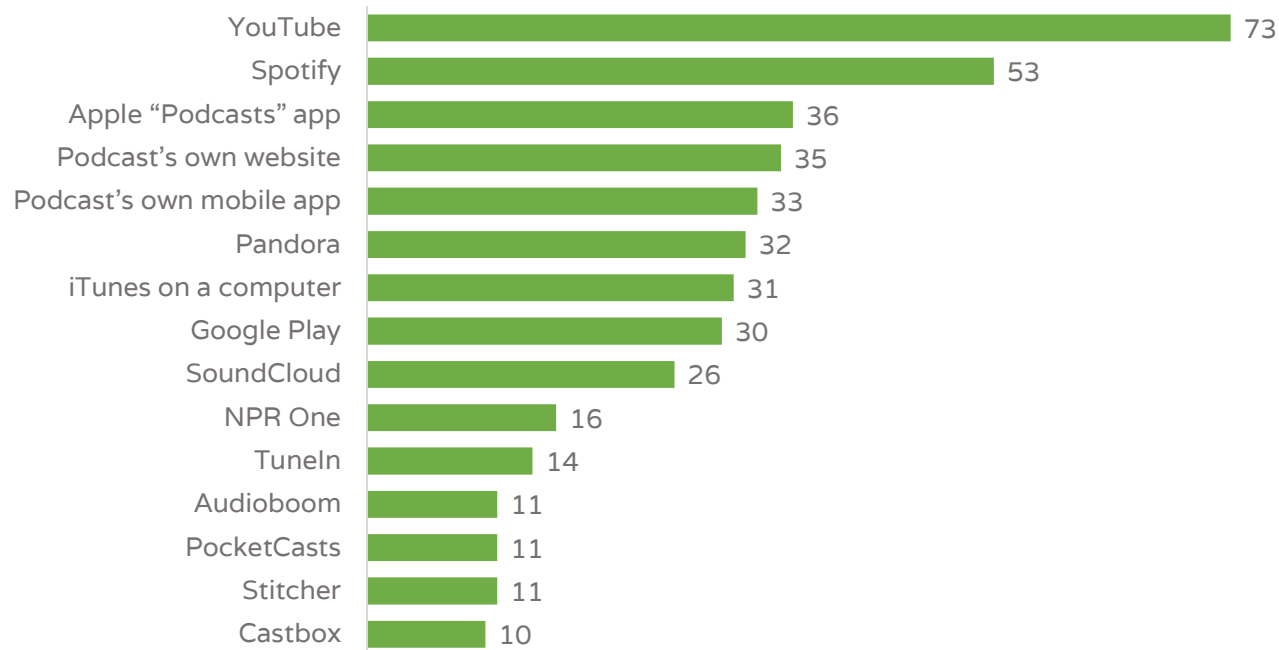
Base: U.S. Latino Monthly Podcast Listeners

65%

of U.S. Latino monthly podcast listeners use a mobile device most often to listen to podcasts

# Services U.S. Latino monthly podcast listeners use to listen to podcasts

% ever listening to podcasts on service

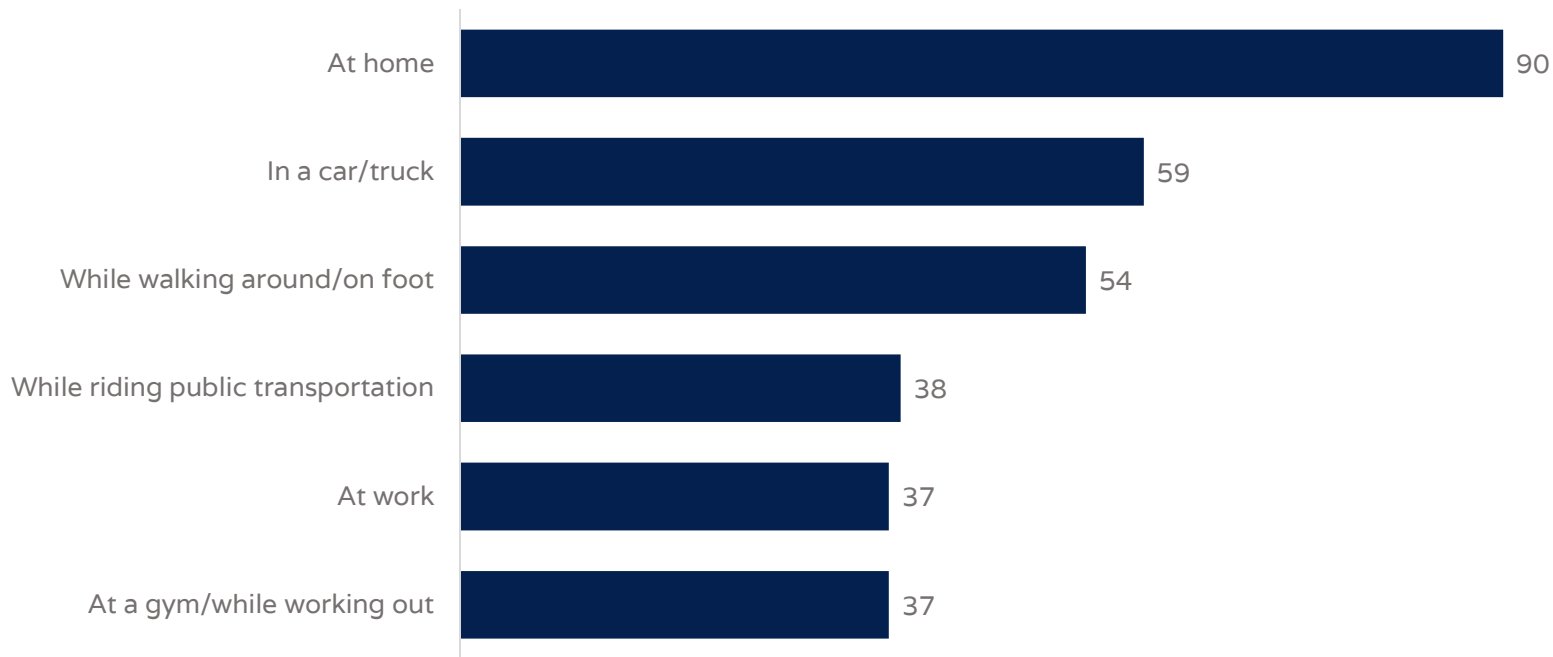


Base: U.S. Latino Monthly Podcast Listeners

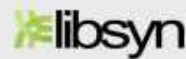


# Locations where U.S. Latino monthly podcast listeners listen to podcasts

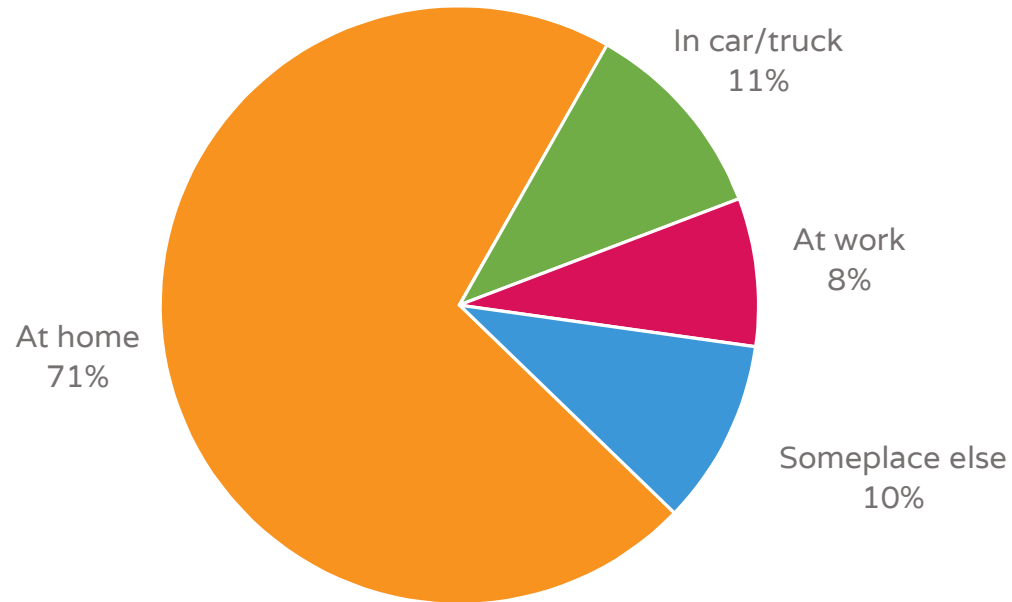
% ever listening to podcasts in location



Base: U.S. Latino Monthly Podcast Listeners



## Location where U.S. Latino monthly podcast listeners listen to podcasts most often

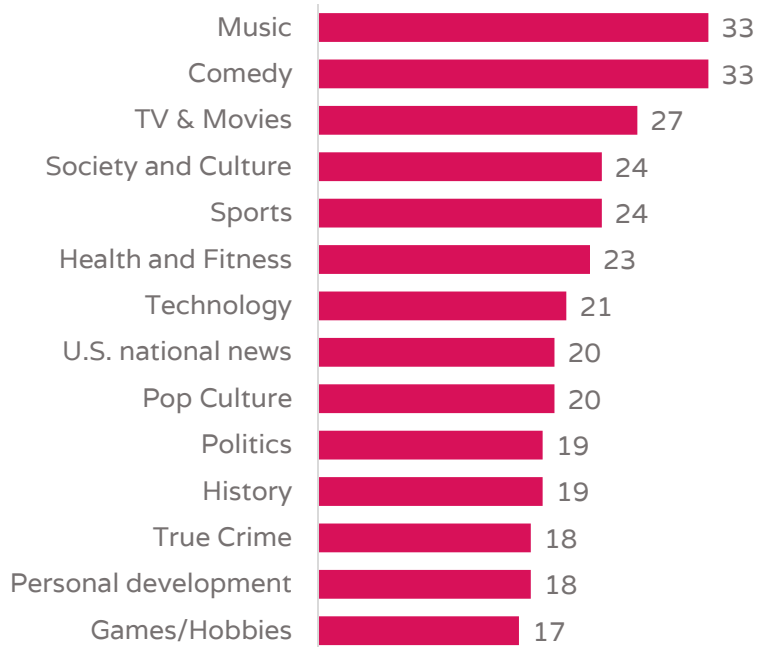


Base: U.S. Latino Monthly Podcast Listeners

# Podcast topics U.S. Latino monthly podcast listeners ever listen to

% ever listen to topic on a podcast

Page 1 of 2



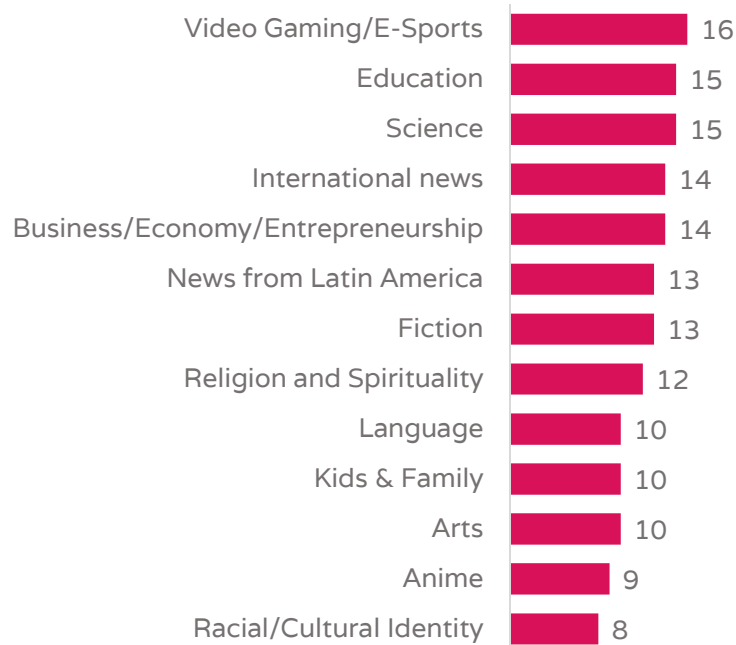
Base: U.S. Latino Monthly Podcast Listeners



# Podcast topics U.S. Latino monthly podcast listeners ever listen to

% ever listen to topic on a podcast

Page 2 of 2

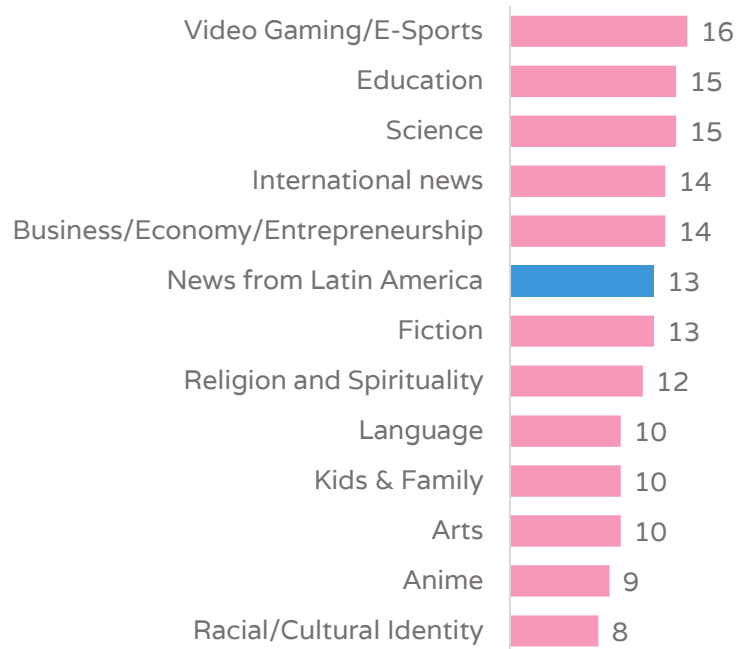


Base: U.S. Latino Monthly Podcast Listeners

# Podcast topics U.S. Latino monthly podcast listeners ever listen to

% ever listen to topic on a podcast

Page 2 of 2

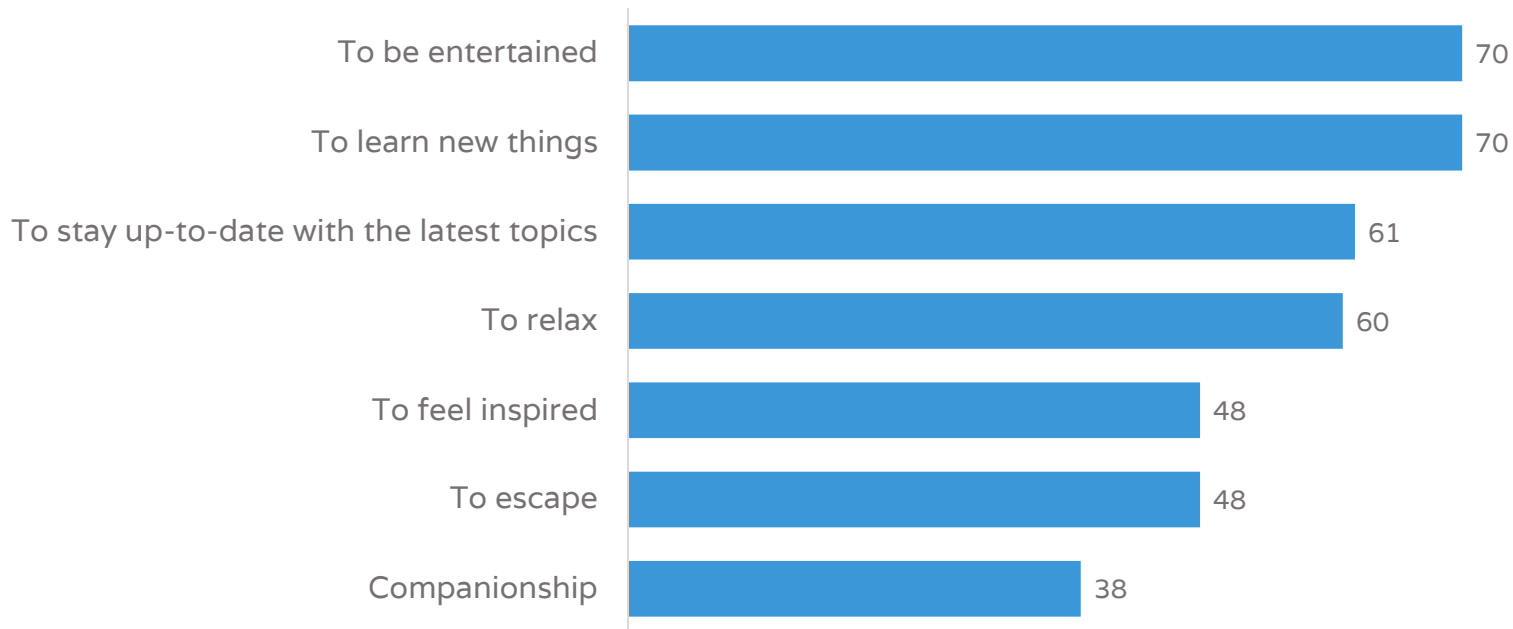


Base: U.S. Latino Monthly Podcast Listeners



# Reasons why U.S. Latino monthly podcast listeners listen to podcasts

% saying “strongly agree” or “somewhat agree”



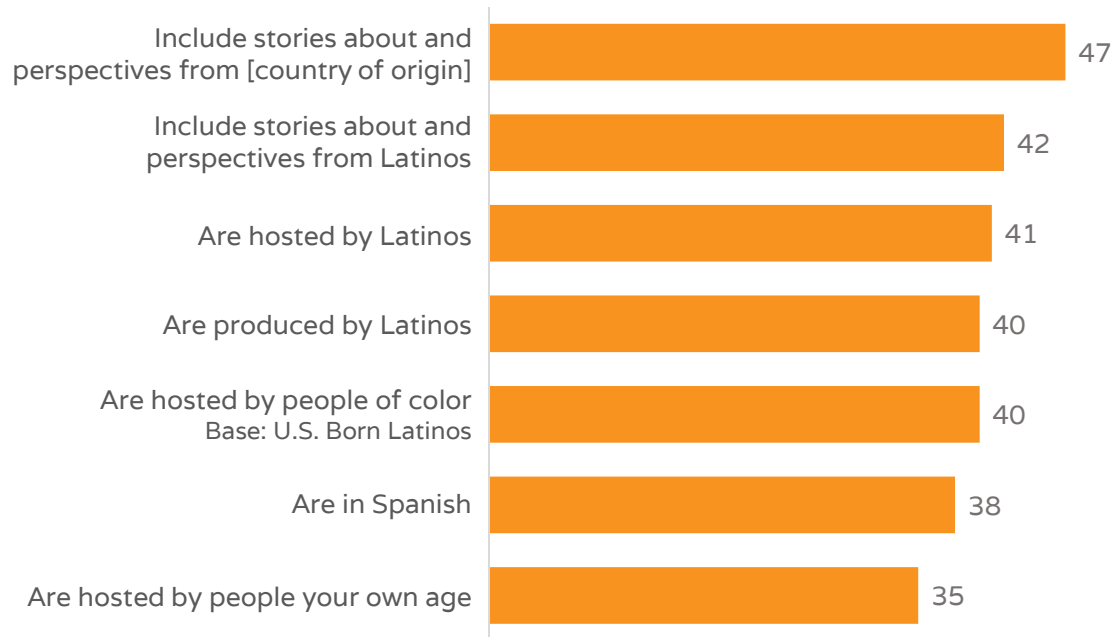
Base: U.S. Latino Monthly Podcast Listeners



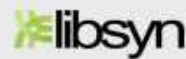


# How important is it to U.S. Latino monthly podcast listeners that podcasts...?

% saying “very important” or “somewhat important”

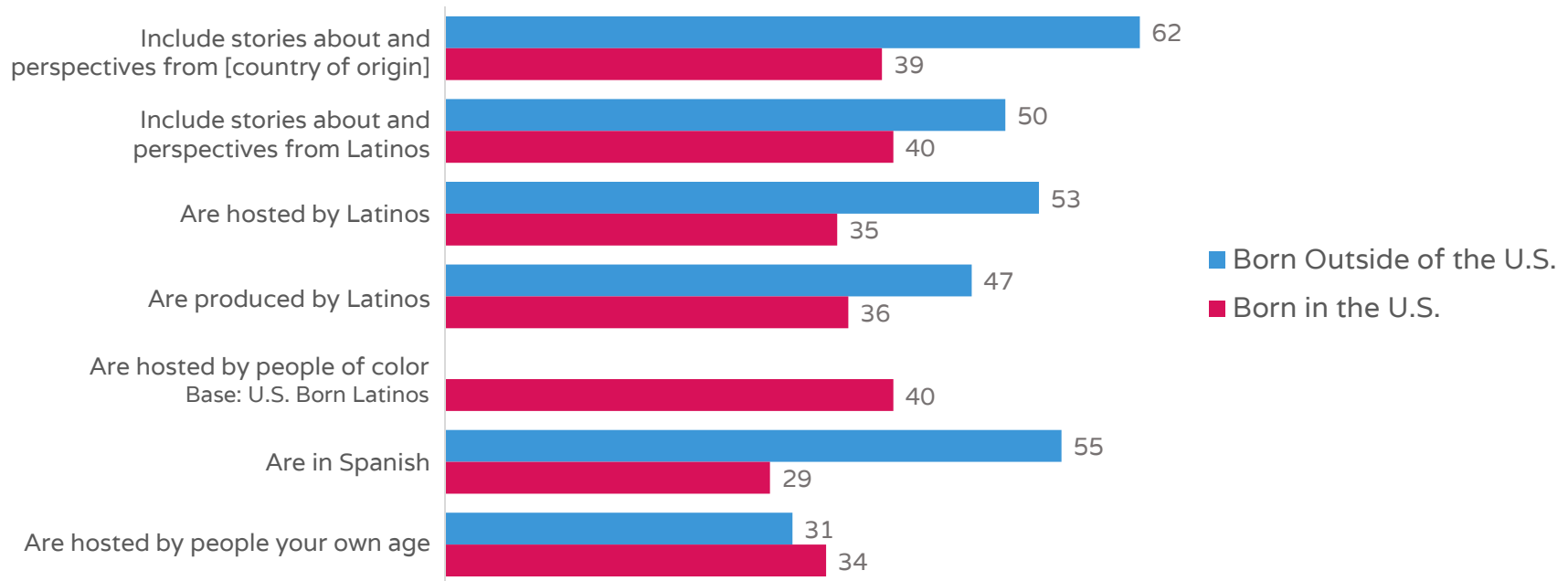


Base: U.S. Latino Monthly Podcast Listeners



# How important is it to U.S. Latino monthly podcast listeners that podcasts...?

% saying “very important” or “somewhat important”



Base: U.S. Latino Monthly Podcast Listeners

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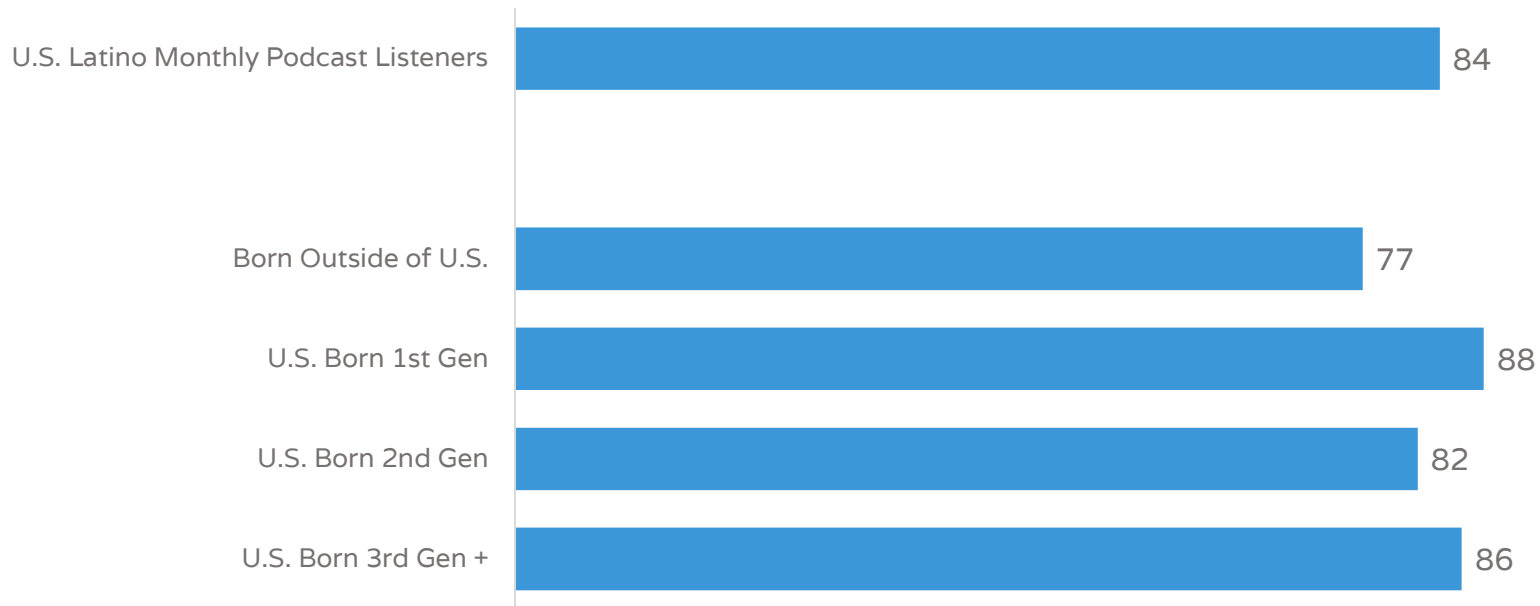
# Spanish Podcast Listening



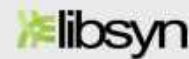


# Have you ever listened to a podcast that was mostly in English?

% saying yes

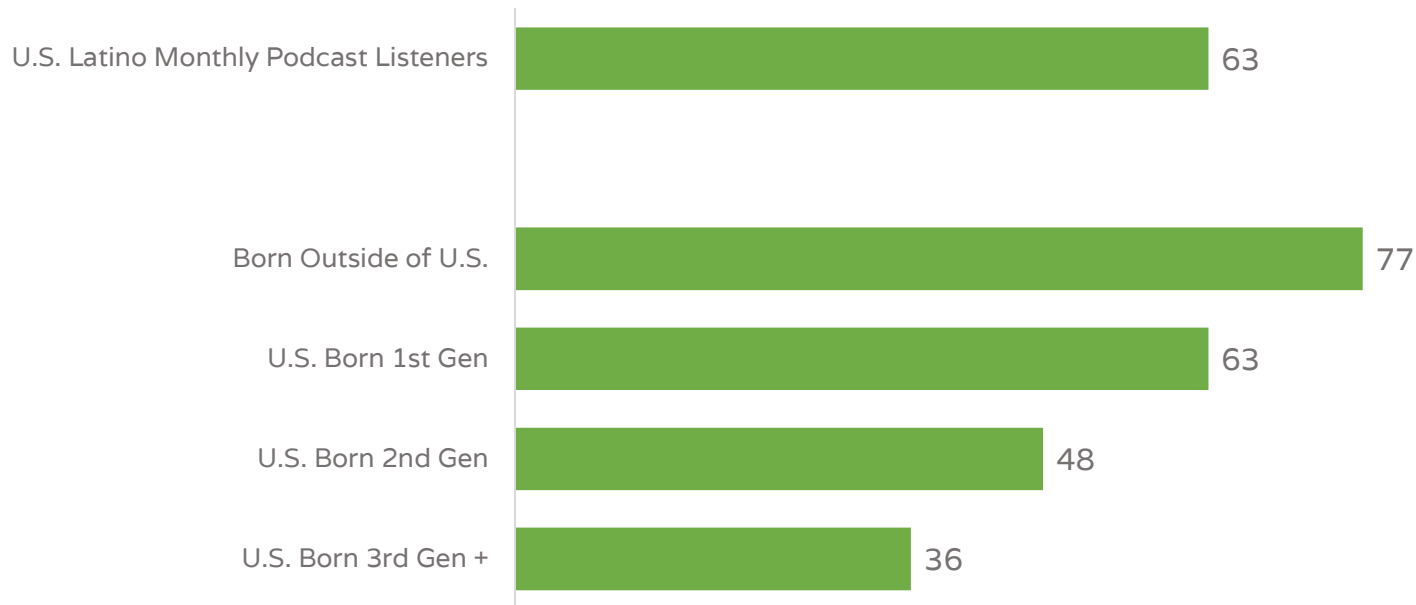


Base: U.S. Latino Monthly Podcast Listeners



# Have you ever listened to a podcast that was mostly in Spanish?

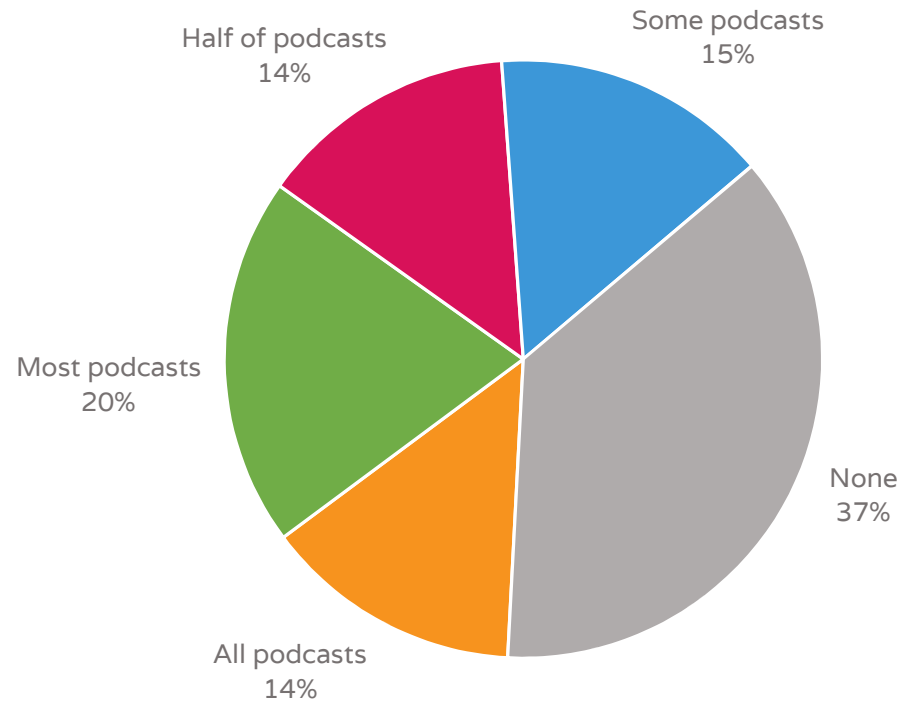
% saying yes



Base: U.S. Latino Monthly Podcast Listeners



# How many of the podcasts that U.S. Latino monthly podcast listeners listen to are in Spanish?



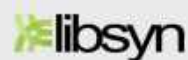
Base: U.S. Latino Monthly Podcast Listeners

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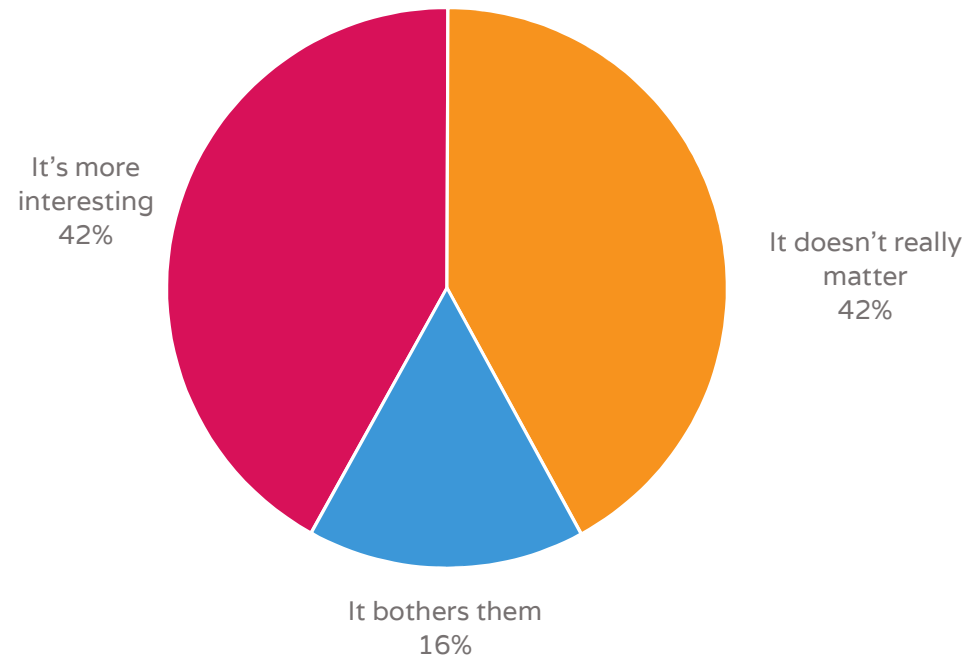
Of U.S. Latino monthly podcast listeners who  
have ever listened to a podcast in Spanish

97%

have listened to a podcast in an  
accent different than their own

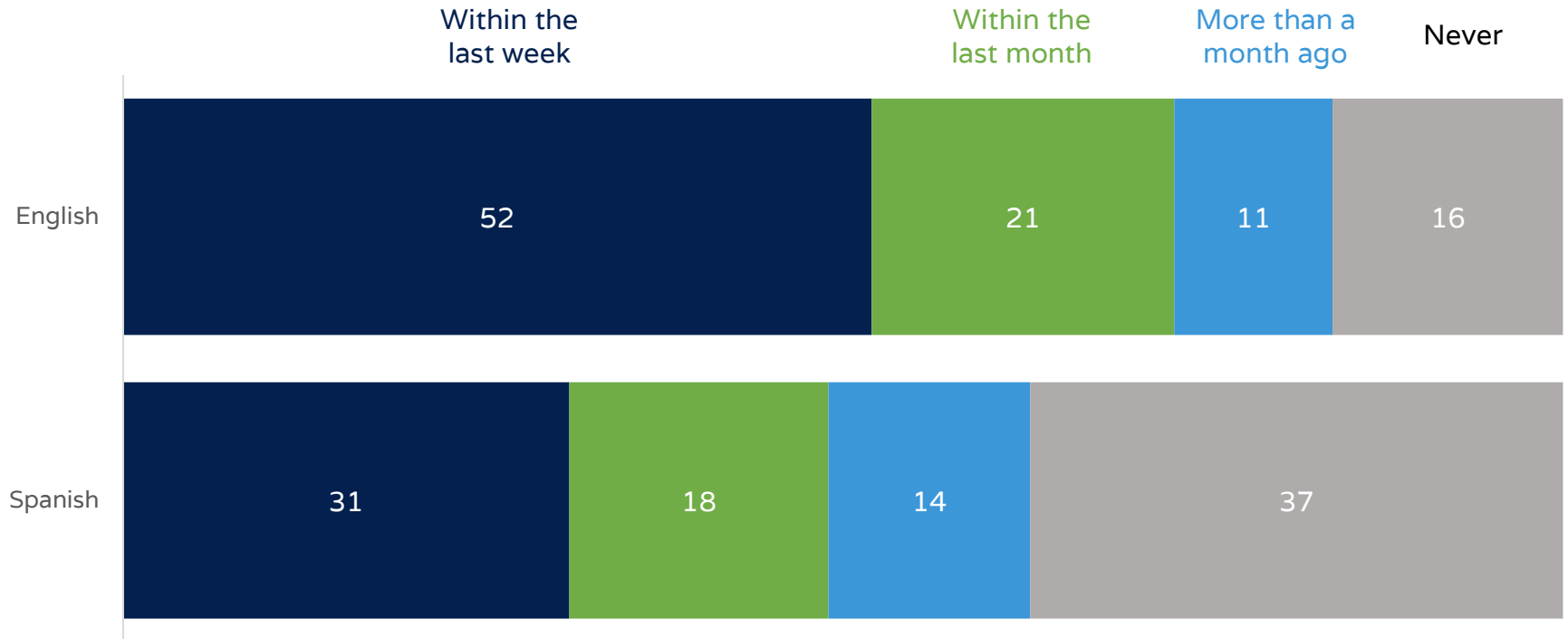


## How do U.S. Latino monthly podcast listeners feel when listening to a Spanish-language podcast with an accent different from their own?



Base: U.S. Latino Monthly Podcast Listeners who ever listened to a podcast in Spanish where the accent was different than their own

## When did U.S. Latino monthly podcast listeners last listen to a podcast that was mostly in...?



Base: U.S. Latino Monthly Podcast Listeners

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73%

of Latino monthly podcast listeners listened to English podcasts in the last month

49%

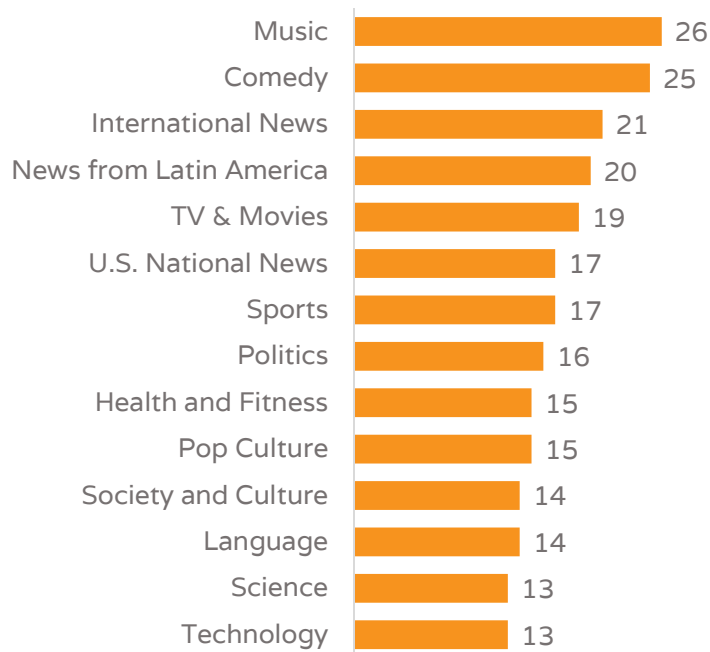
of Latino monthly podcast listeners listened to Spanish podcasts in the last month



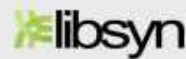


# Podcast topics monthly Spanish-language podcast listeners listen to on podcasts in Spanish

% ever listen to topic on a Spanish-language podcast



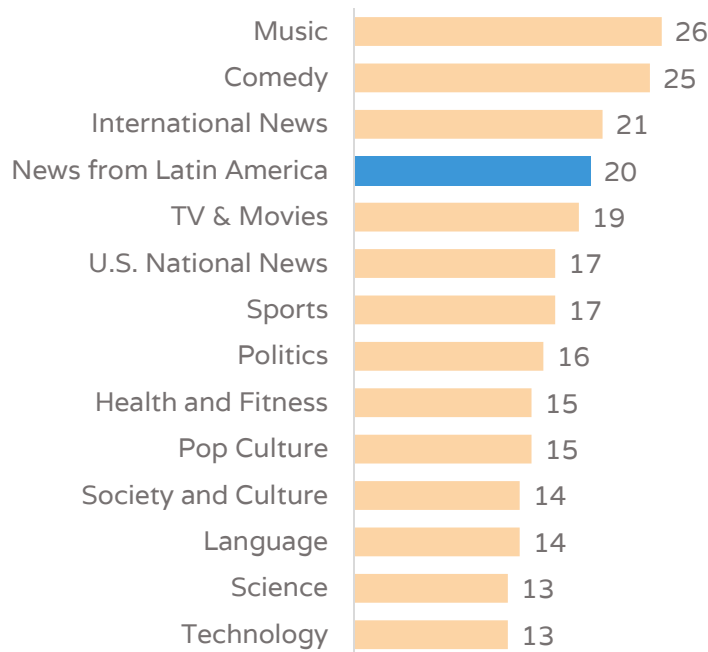
Base: Listened to a Spanish-language podcast in last month





# Podcast topics monthly Spanish-language podcast listeners listen to on podcasts in Spanish

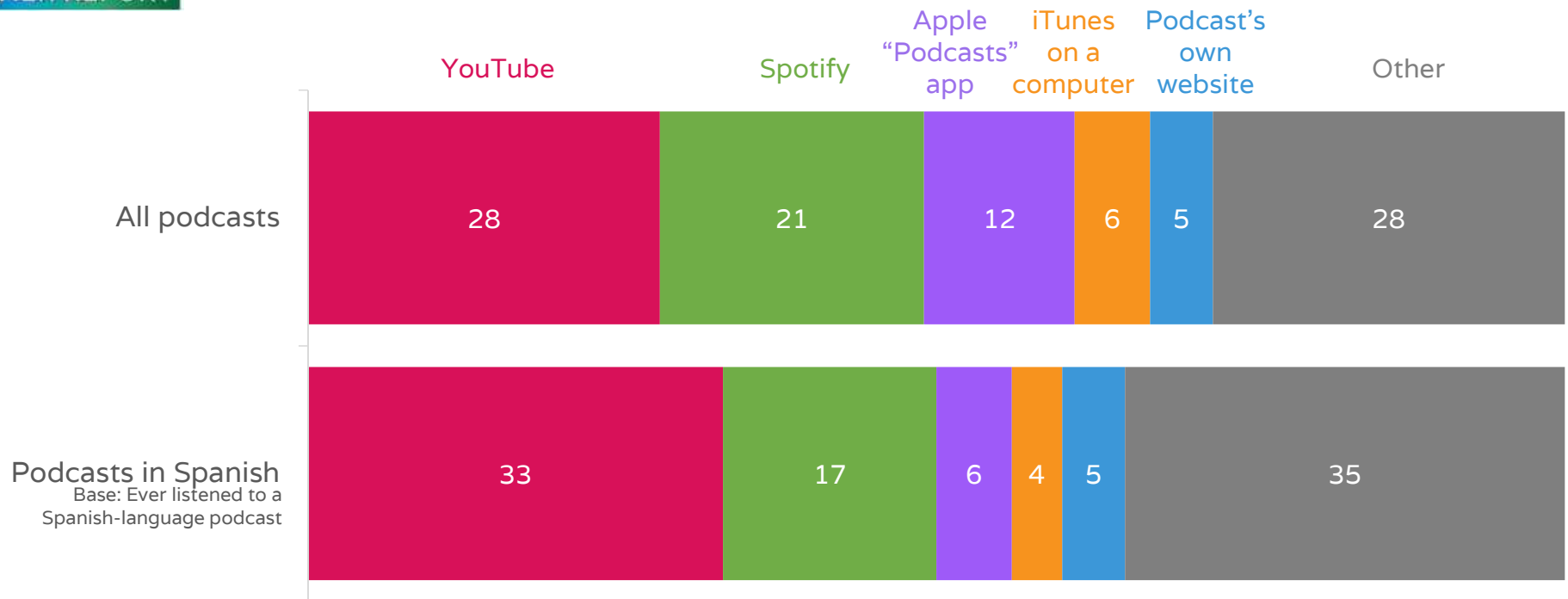
% ever listen to topic on a Spanish-language podcast



Base: Listened to a Spanish-language podcast in last month



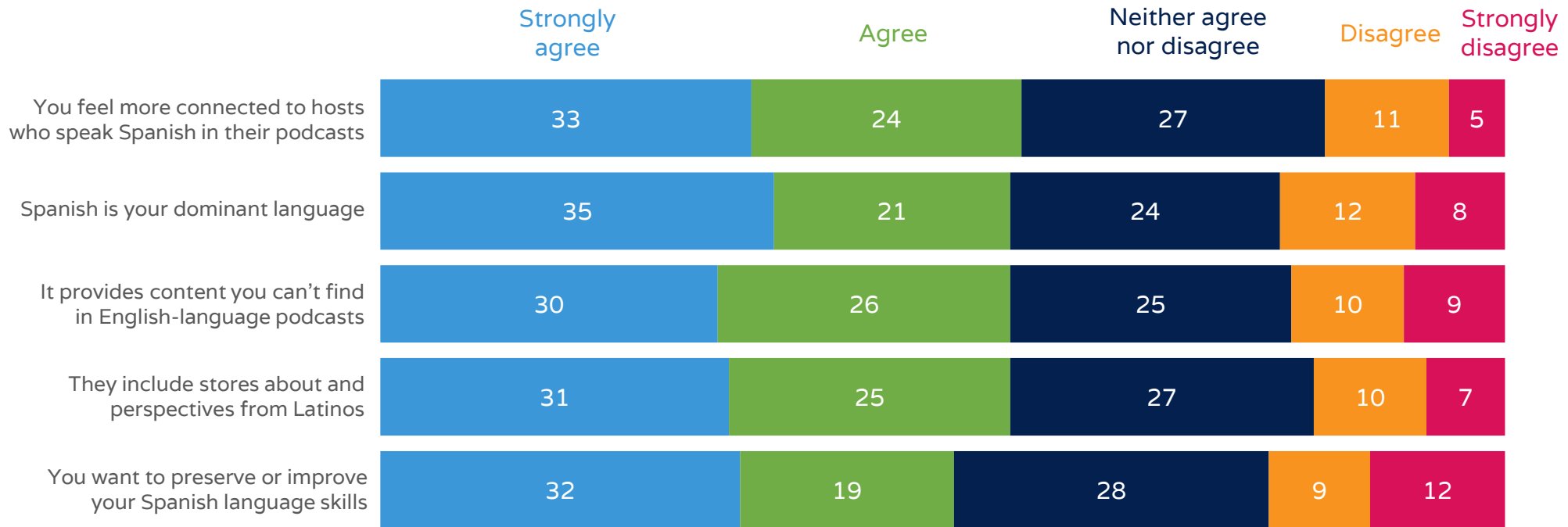
## Service U.S. Latino monthly podcast listeners use most often to listen to podcasts



Base: U.S. Latino Monthly Podcast Listener



# Reasons why U.S. Latino monthly podcast listeners listen to podcasts in Spanish



Base: U.S. Latino Monthly Podcast Listener and ever listened to a Spanish-language podcast



## Takeaways

- Latinos have been and will continue to be essential for the sustained growth of podcast listening

## Takeaways

- Latinos have been and will continue to be essential for the sustained growth of podcast listening
- The diverse Latino demographic values content that includes stories and perspectives about Latinos

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