

B L A C K
PODCAST
LISTENER REPORT 2.0



sxm
MEDIA

MINDSHARE



The Black Podcast Listener Report 2.0

- 2,500+ online interviews of U.S. Black/African-Americans
- Adults age 18+
- Interviews conducted in September 2022
- Data weighted to match age/sex/census region of U.S. Black population and The Infinite Dial 2022 podcast listening statistics



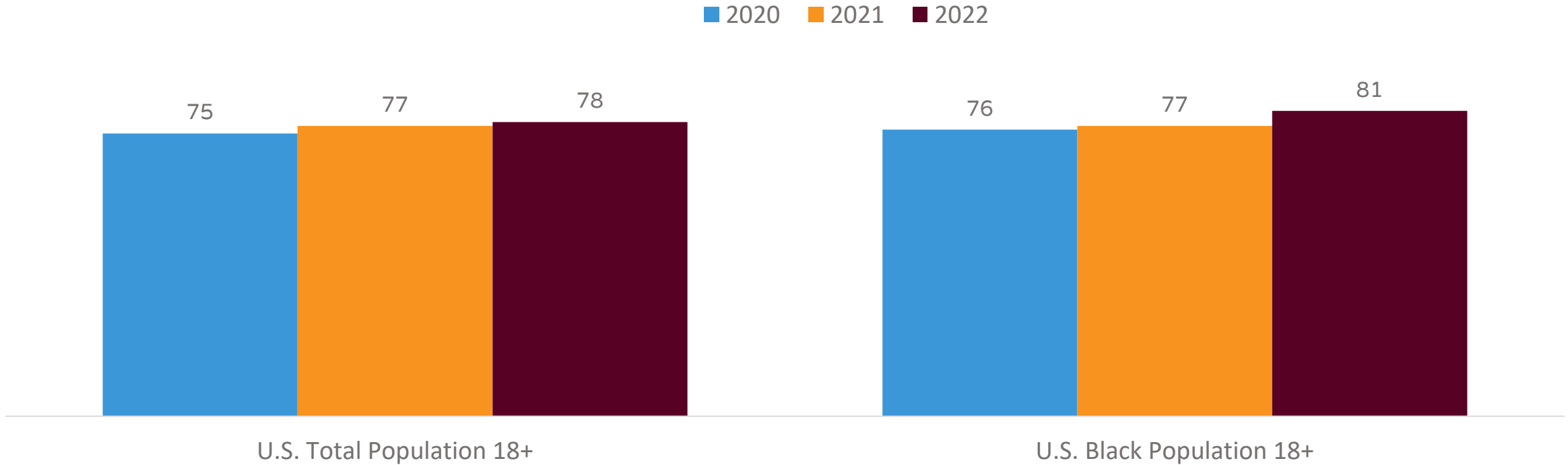


Podcast Market Statistics



Familiar with term “Podcasting”

% ever heard of podcasting

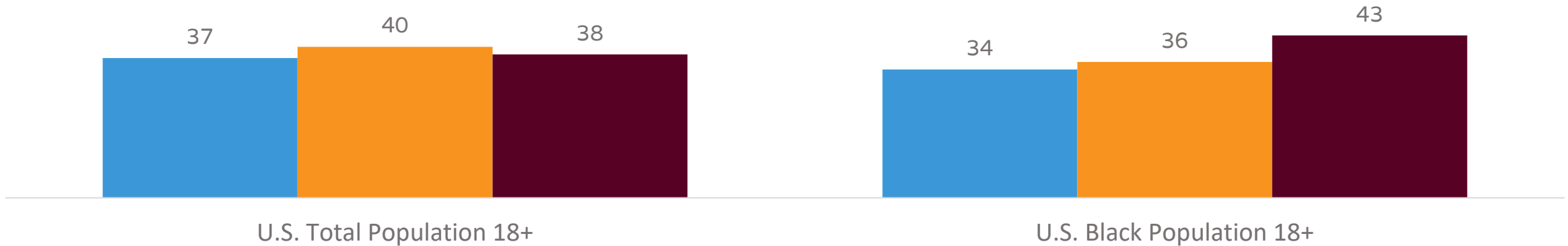


Source: The Infinite Dial 2022 from Edison Research, Wondery, and ART19

Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021 ■ 2022



Source: The Infinite Dial 2022 from Edison Research, Wondery, and ART19



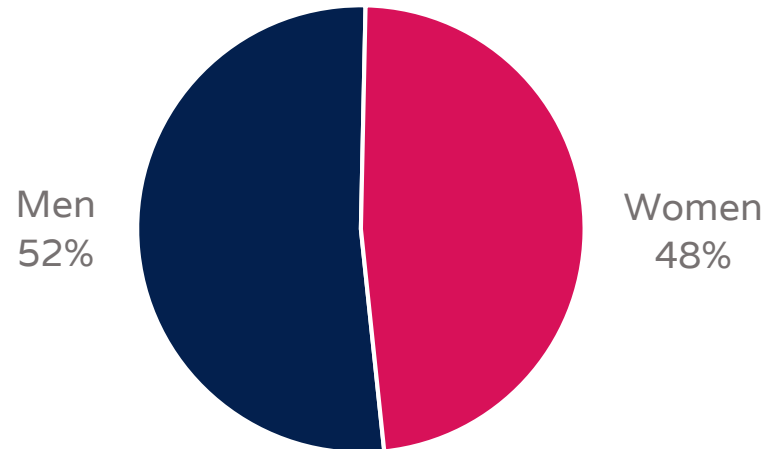
Black Monthly Podcast Listeners (43% of Black Americans)



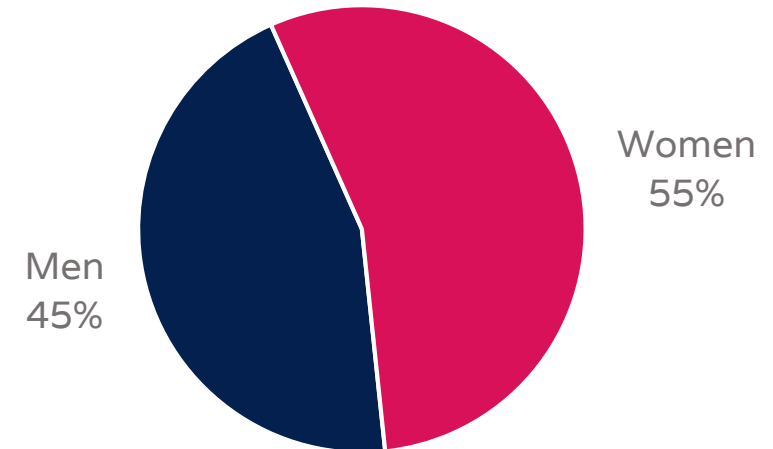
Composition of Monthly Podcast Listeners

Gender

U.S. Monthly Podcast Listeners 18+

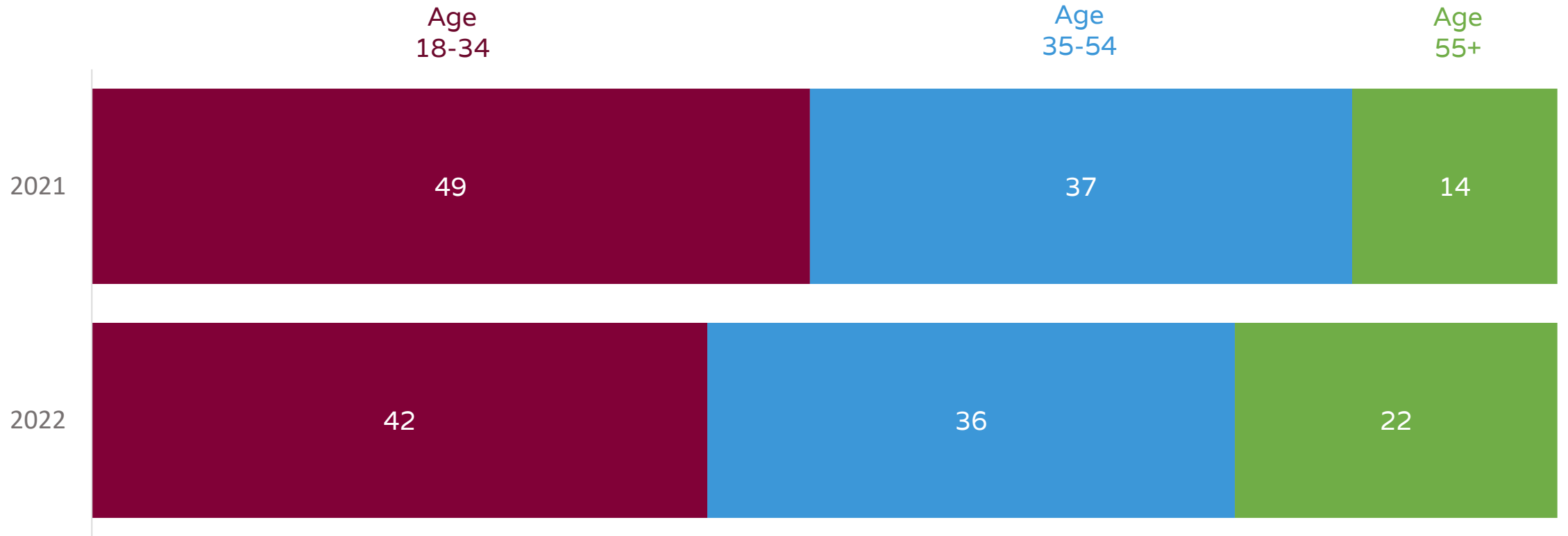


Black Monthly Podcast Listeners 18+



Composition of Black Monthly Podcast Listeners

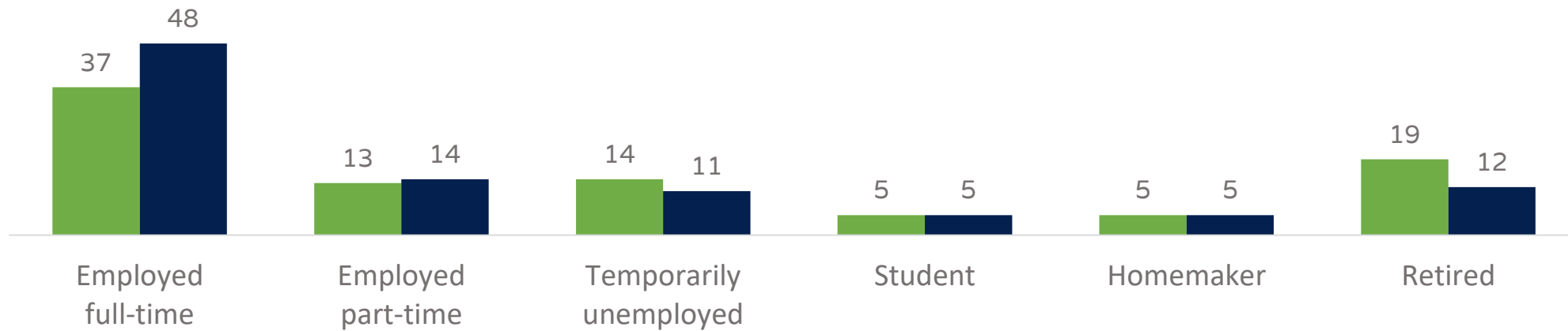
Age



Composition of Black Monthly Podcast Listeners

Employment

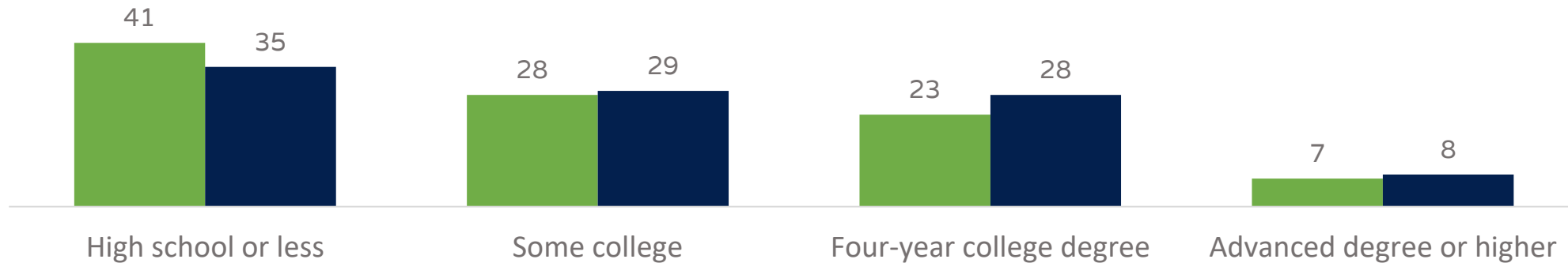
■ U.S. Online Black Population ■ Black Monthly Podcast Listeners



Composition of Black Monthly Podcast Listeners

Education

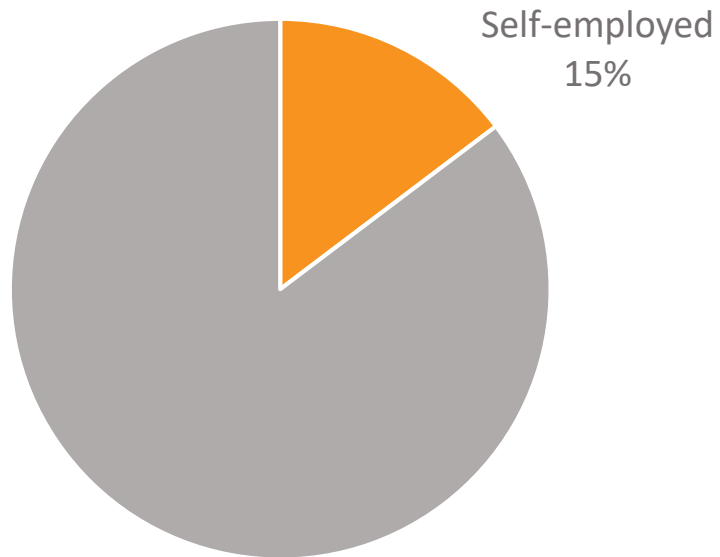
■ U.S. Online Black Population ■ Black Monthly Podcast Listeners



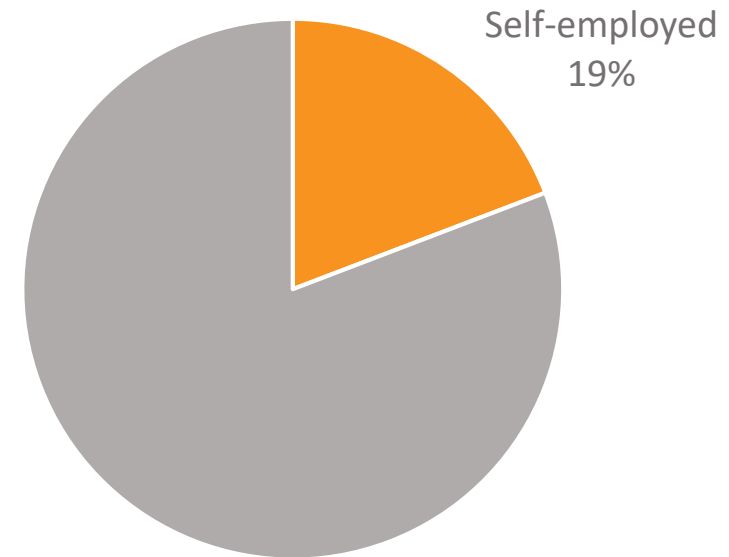
Composition of Black Monthly Podcast Listeners

Self-employed

U.S. Online Black Population



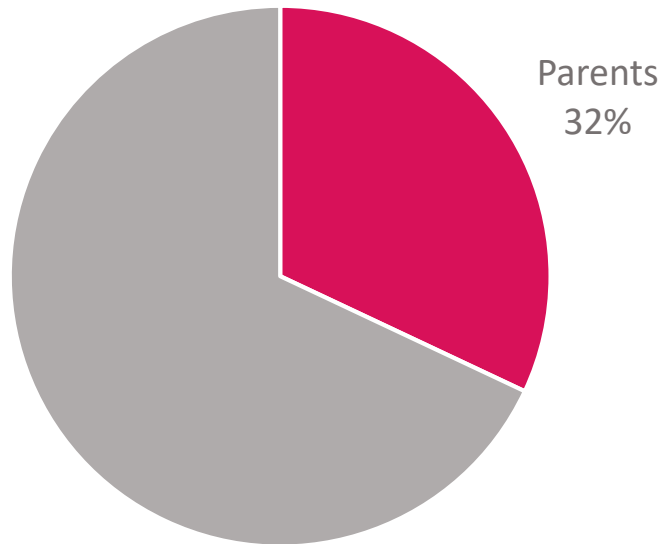
Black Monthly Podcast Listeners



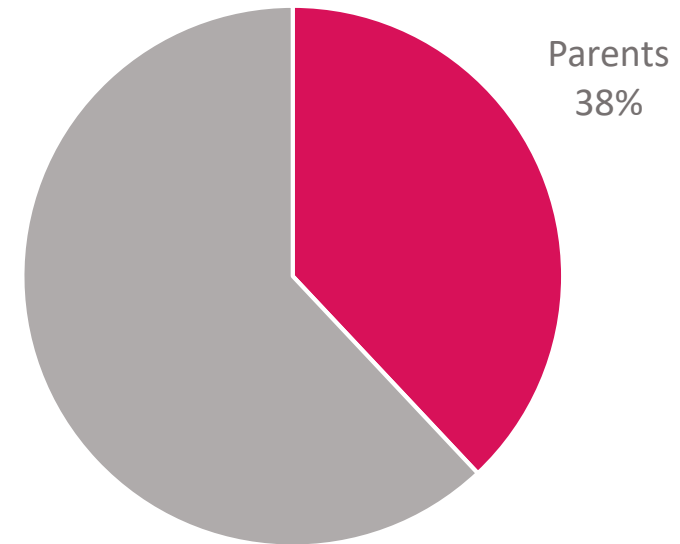
Composition of Black Monthly Podcast Listeners

Parents of any children 17 years old or younger

U.S. Online Black Population



Black Monthly Podcast Listeners



In 2021,

7%

of American adults identified as LGBTQ+

Source: Gallup

In 2021,

7%

of Black adults identified as LGBTQ+

Source: Gallup

In 2022,

6%

of Black Monthly Podcast Listeners identified as LGBTQ+

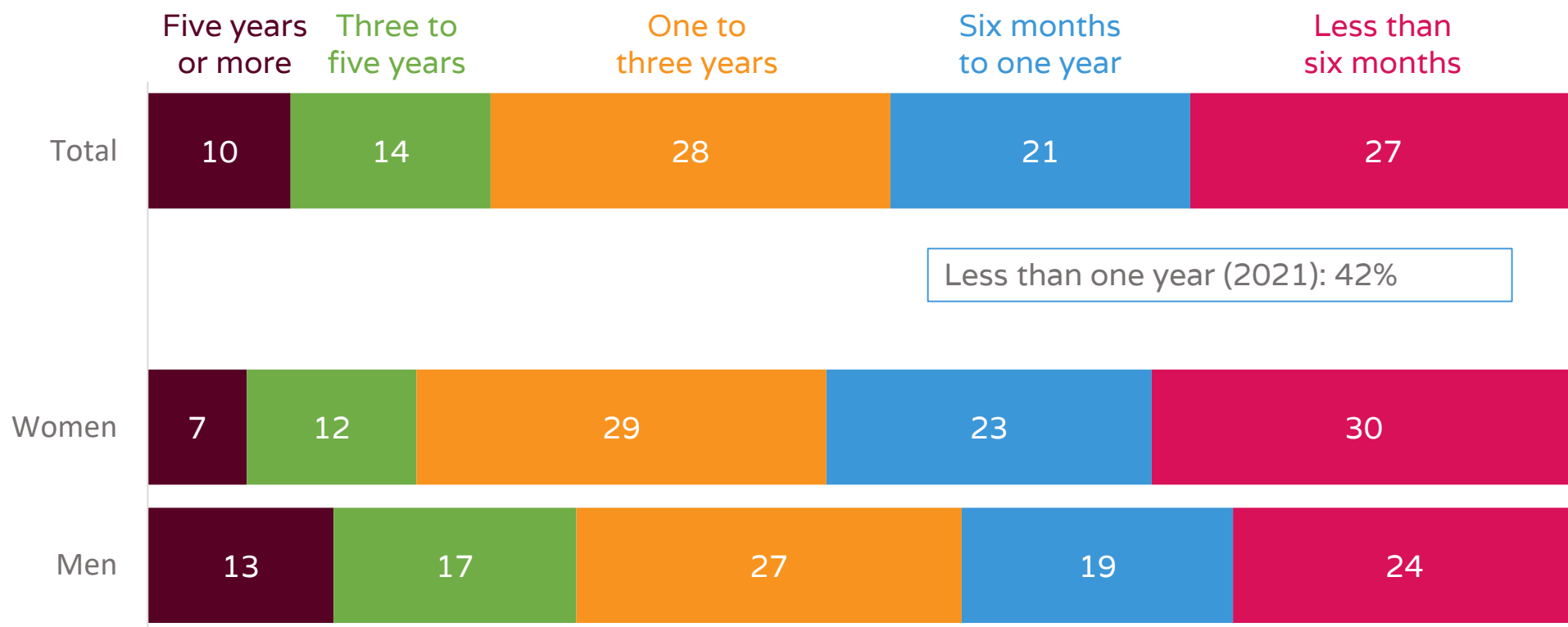
Source: Black Podcast Listener Report 2022



Podcast Listening



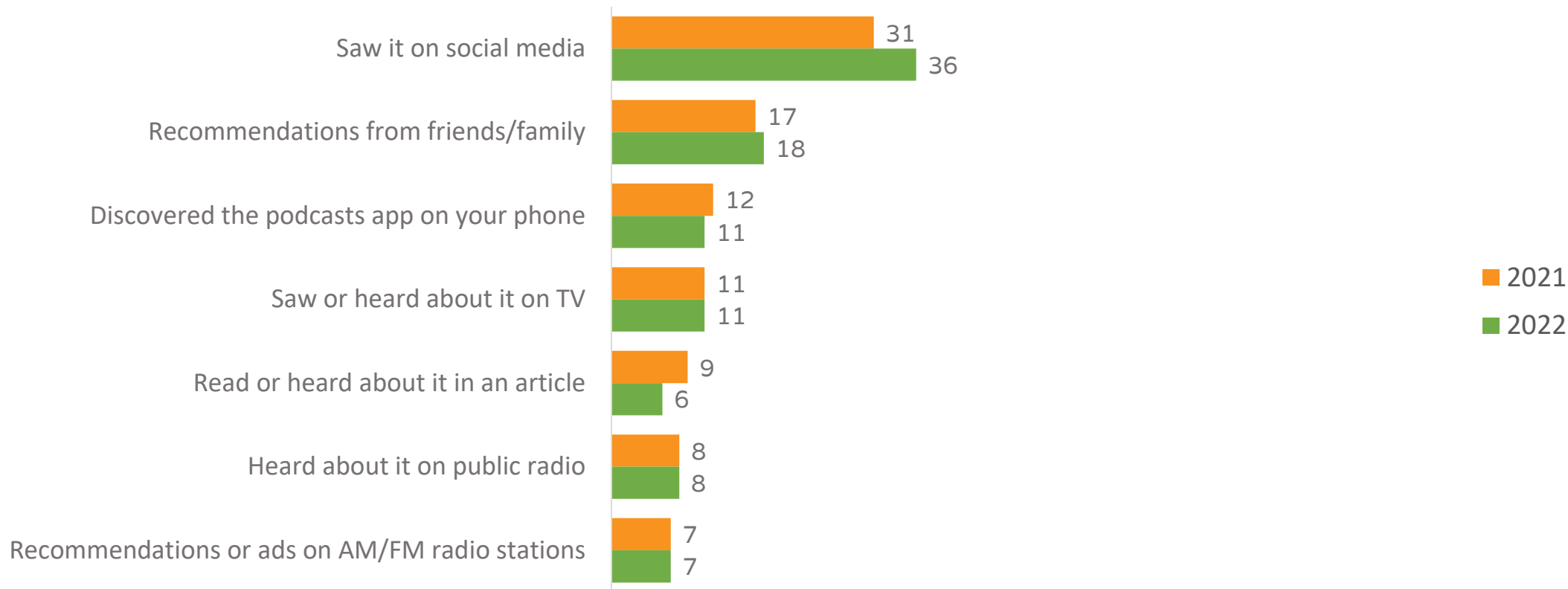
How long have Black monthly podcast listeners been listening to podcasts?



Base: Black Monthly Podcast Listeners

How Black monthly podcast listeners discovered podcasts when they started listening

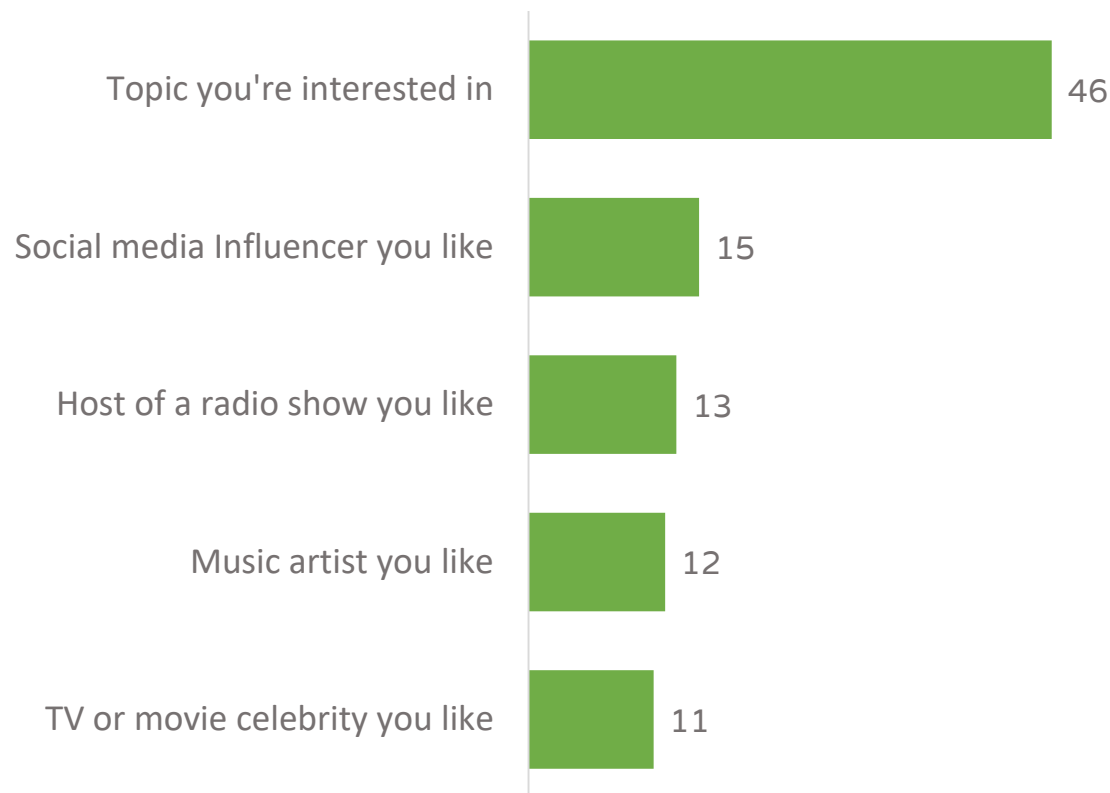
% saying source



Base: Black Monthly Podcast Listeners

What attracted Black monthly podcast listeners to the first podcast they listened to?

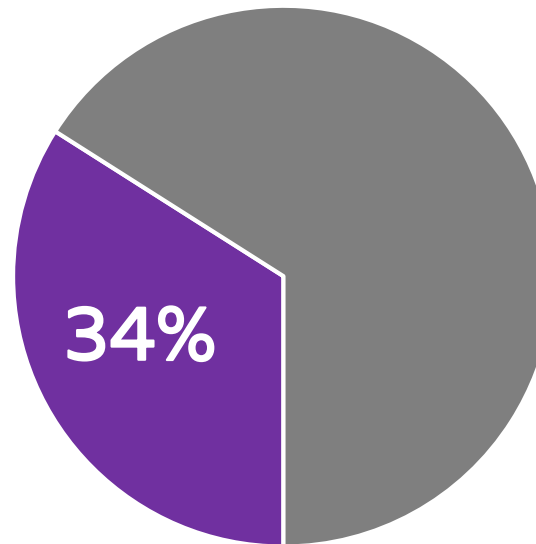
% saying element



Base: Black Monthly Podcast Listeners

Have you ever stopped listening to a podcast you used to listen to regularly?

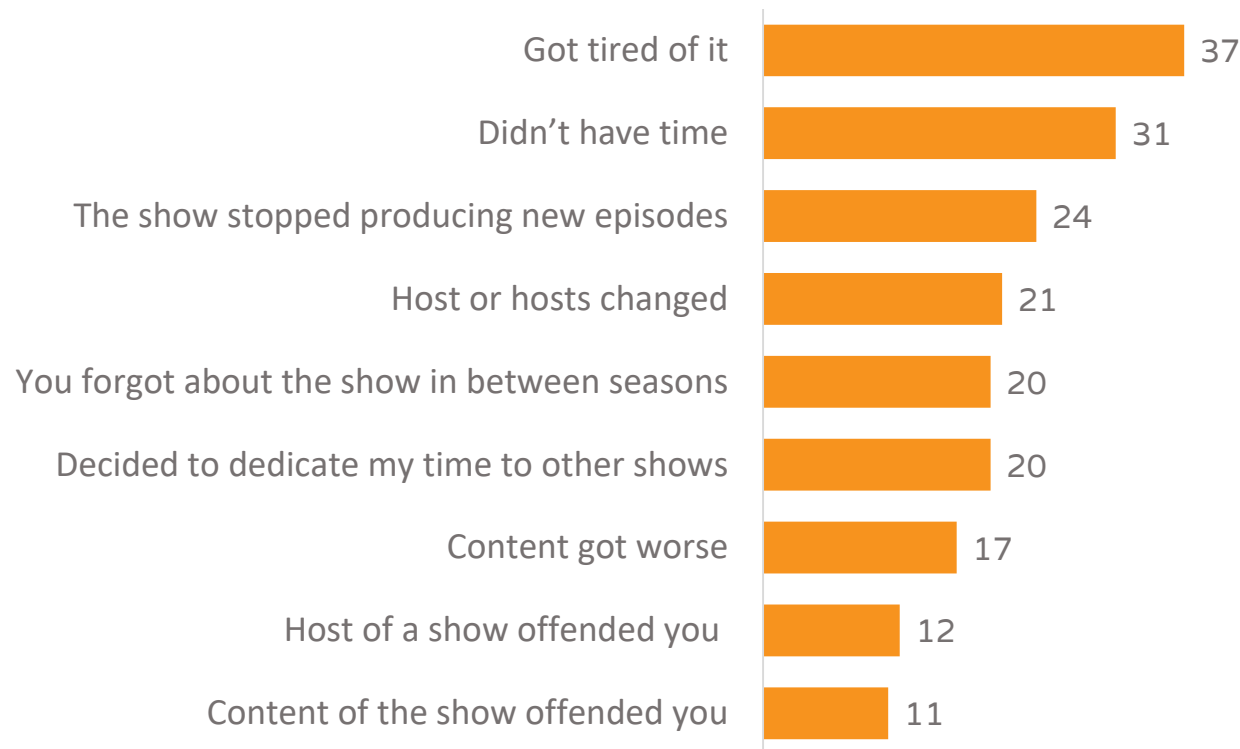
% saying yes



Base: Black Monthly Podcast Listeners

Which of the following are reasons why you stopped listening to a podcast you used to listen to regularly?

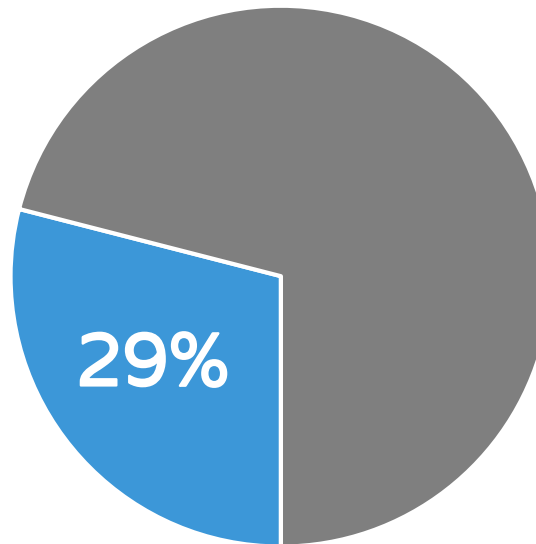
% saying yes



Base: Black Monthly Podcast Listeners who have ever stopped listening to a show they used to listen to

Do you personally know a friend, relative, or colleague that produces their own podcast?

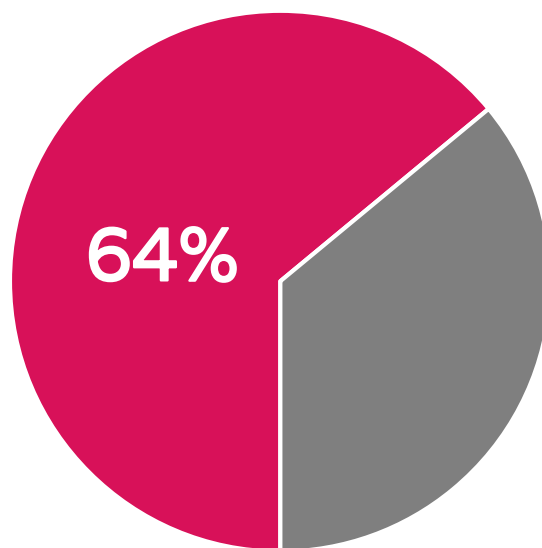
% saying yes



Base: Black Monthly Podcast Listeners

Do you regularly listen to a podcast produced by a friend, relative, or colleague?

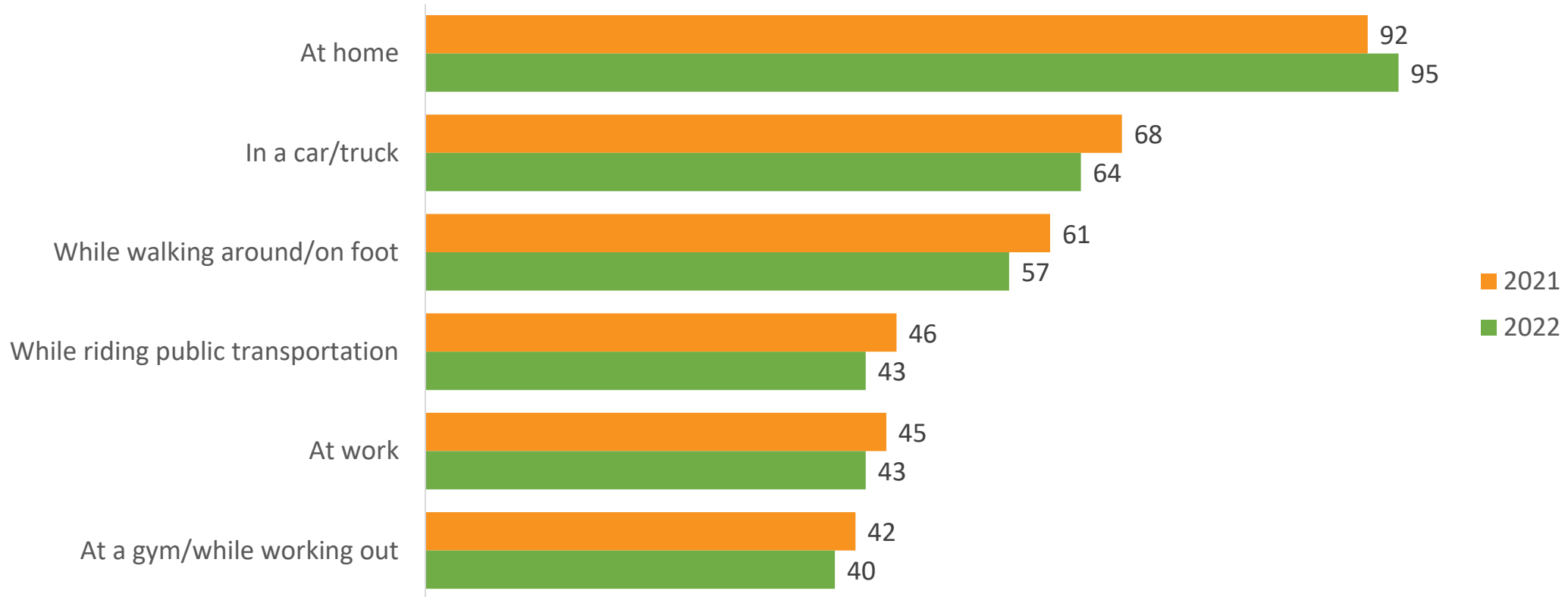
% saying yes



Base: Black Monthly Podcast Listeners who personally know someone that produces their own podcast

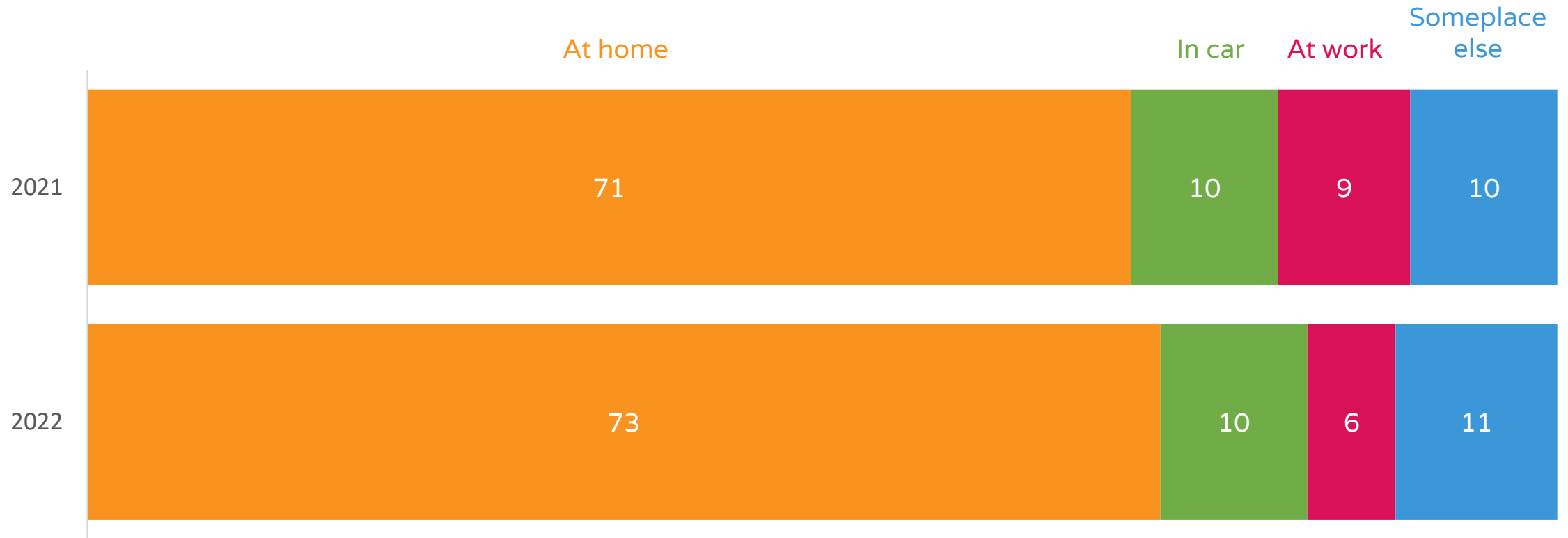
Locations where Black monthly podcast listeners listen to podcasts

% ever listening to podcasts in location



Base: Black Monthly Podcast Listeners

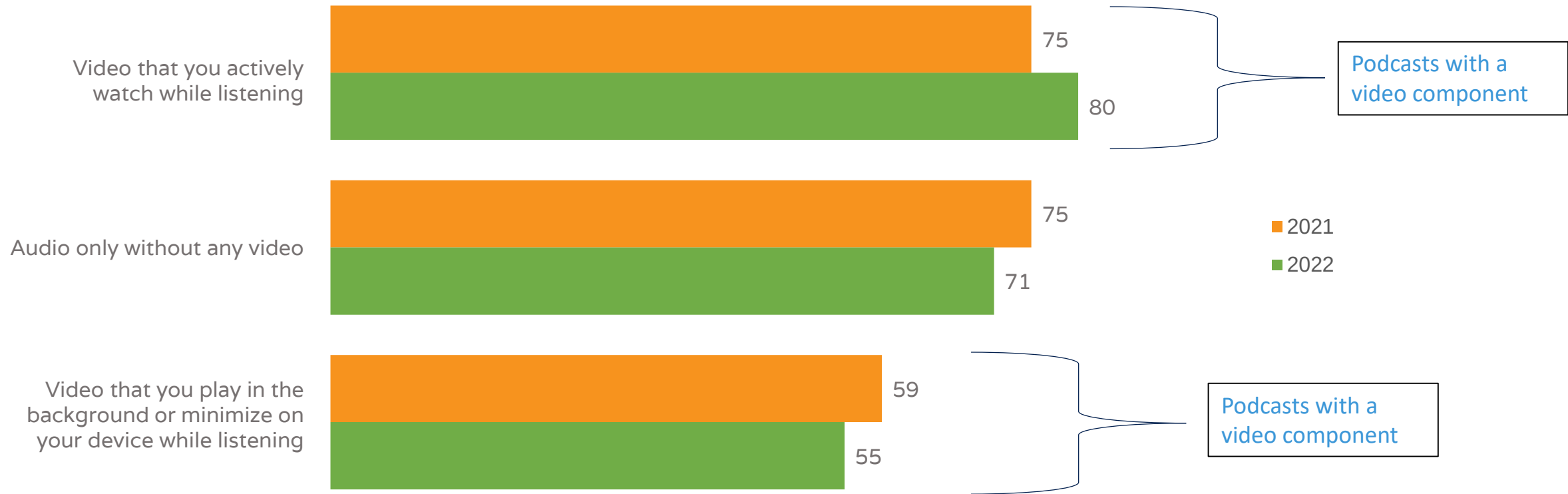
Location where Black monthly podcast listeners listen to podcasts most often



Base: Black Monthly Podcast Listeners

Do you ever listen to podcasts that have...?

% ever listening to podcast type



Base: Black Monthly Podcast Listeners

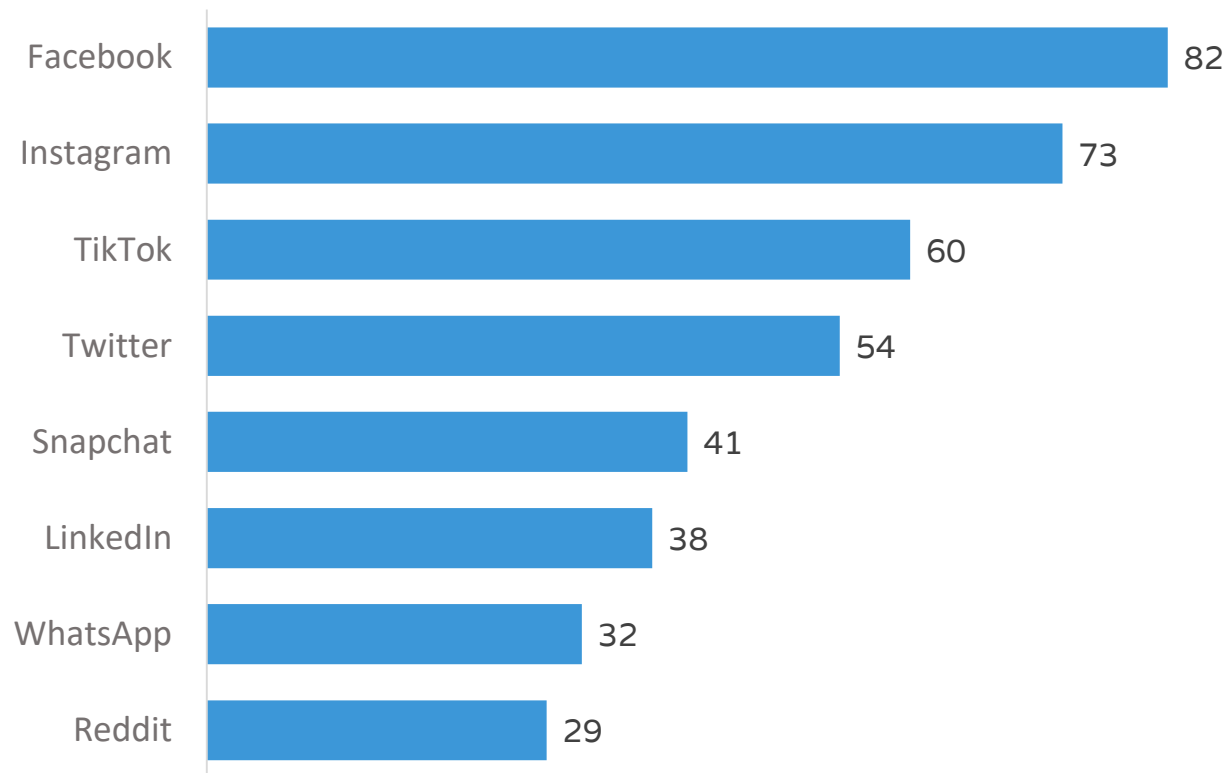
85%

of Black monthly podcast
listeners listen to podcasts
with a video component
(2021: 83%)



Do you currently ever use...?

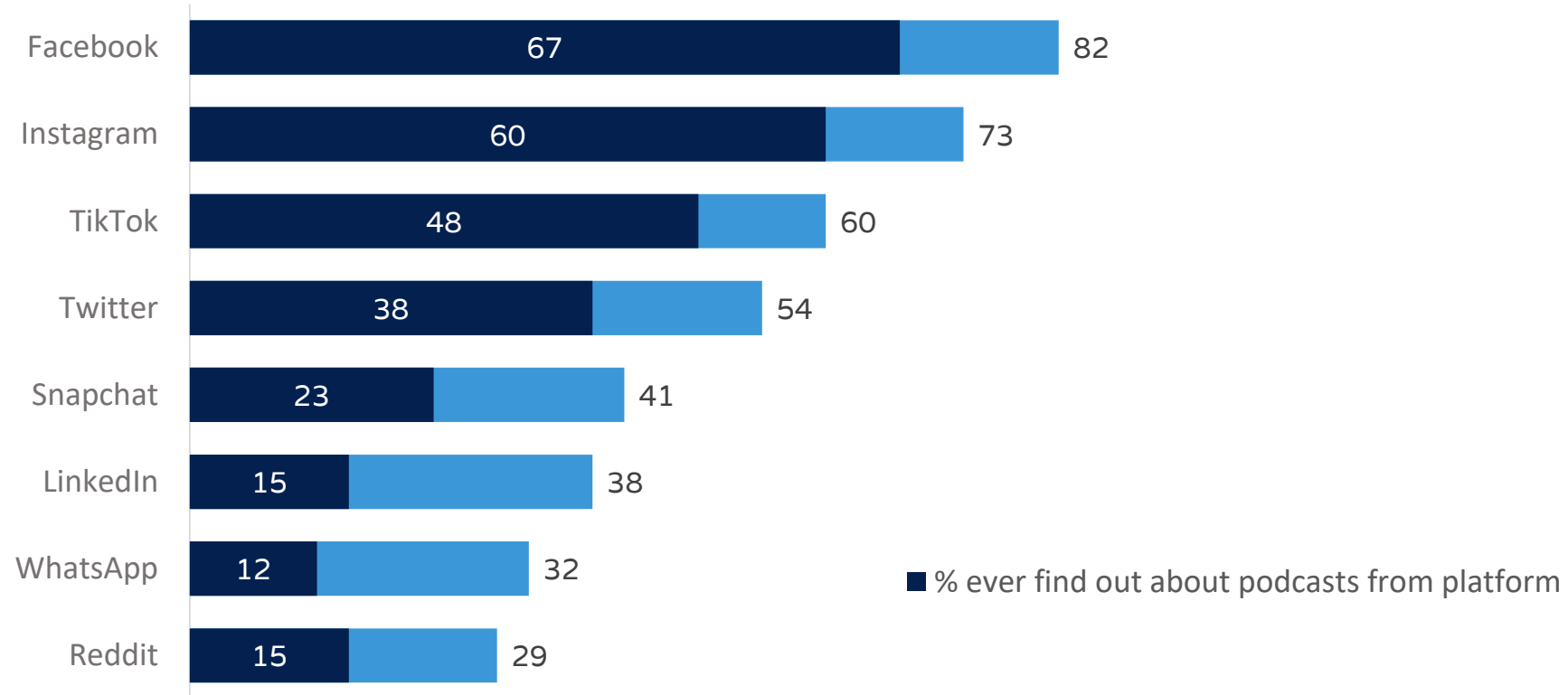
% saying yes



Base: Black Monthly Podcast Listeners who use social media

Do you currently ever use...?

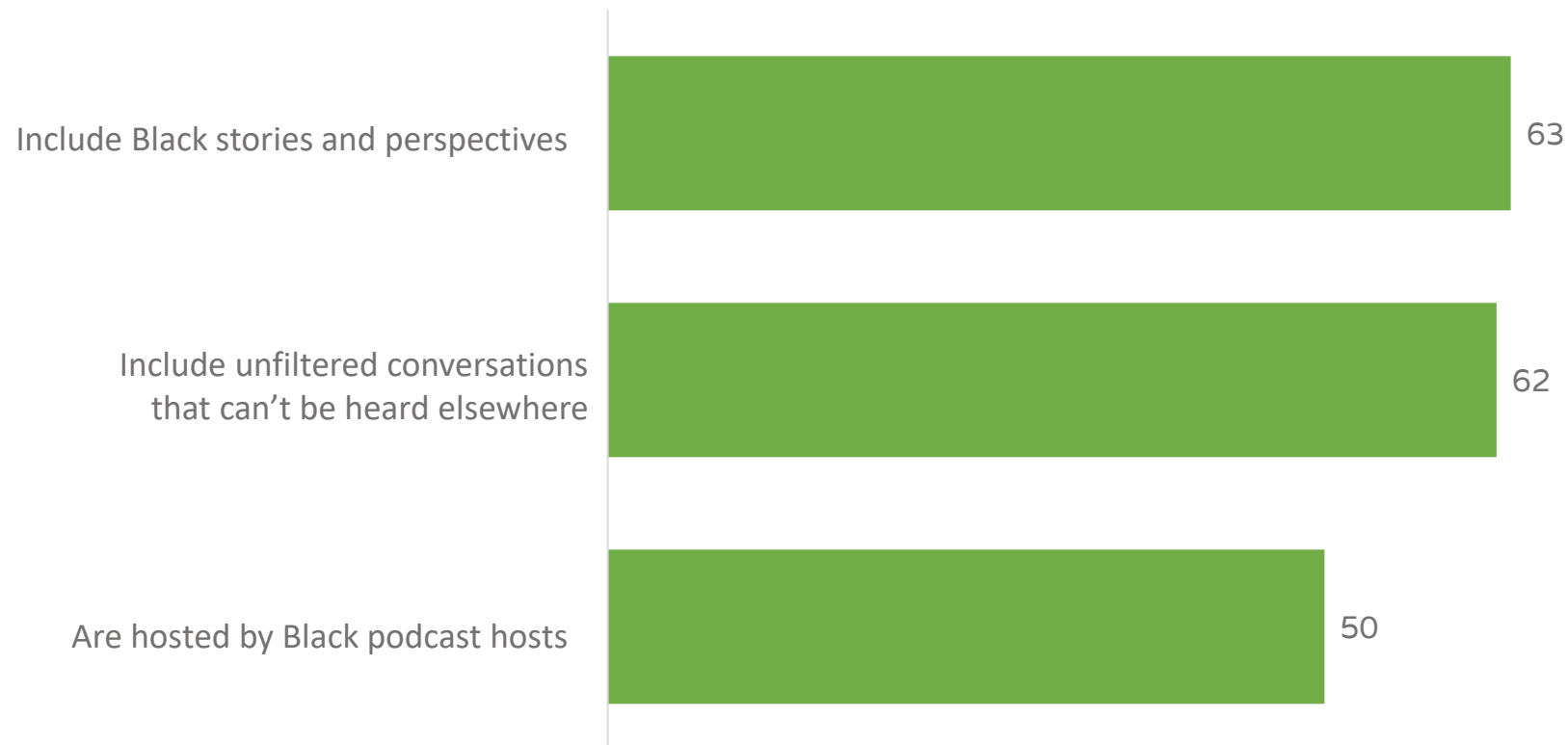
% saying yes



Base: Black Monthly Podcast Listeners who use social media

How important is it to Black monthly podcast listeners that podcasts...?

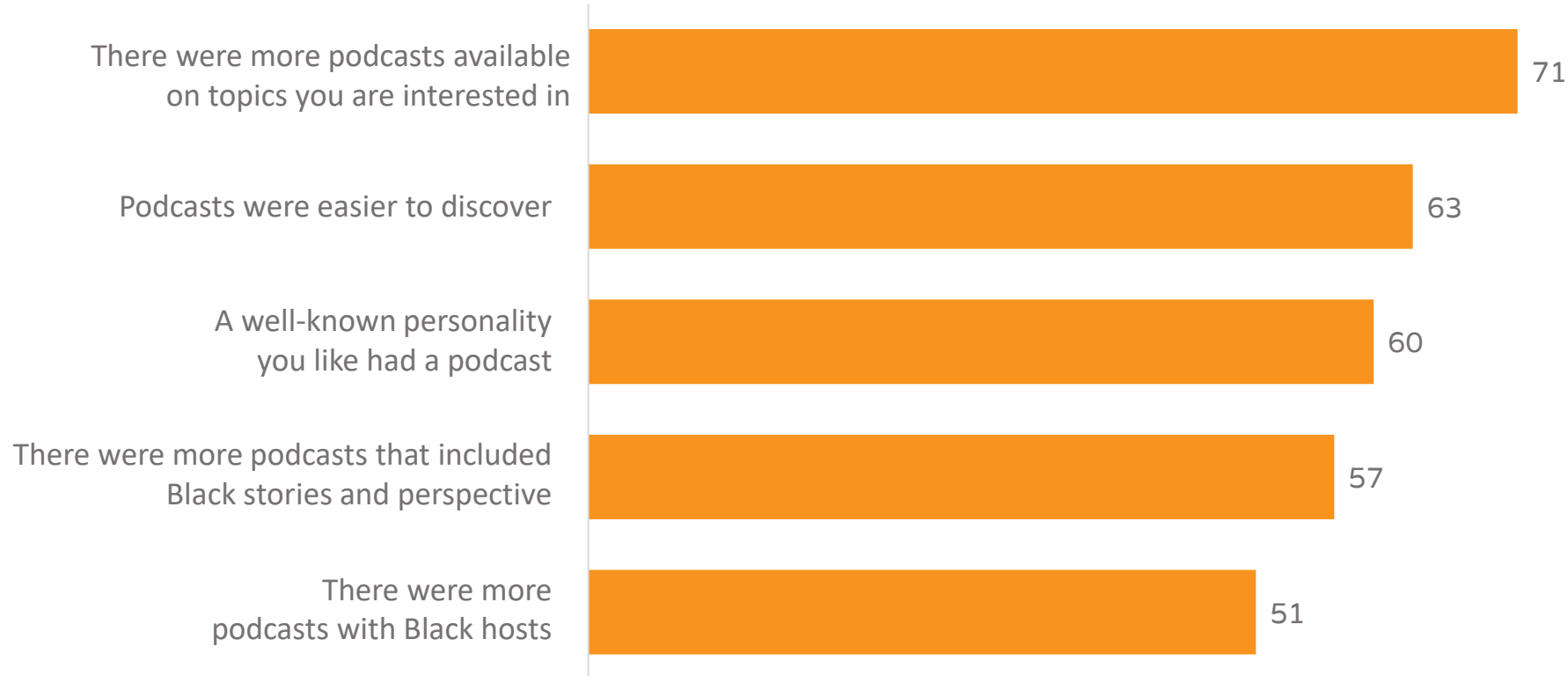
% saying “very important” or “somewhat important”



Base: Black Monthly Podcast Listeners

You would listen to more podcasts if...?

% saying “strongly agree” or “somewhat agree”



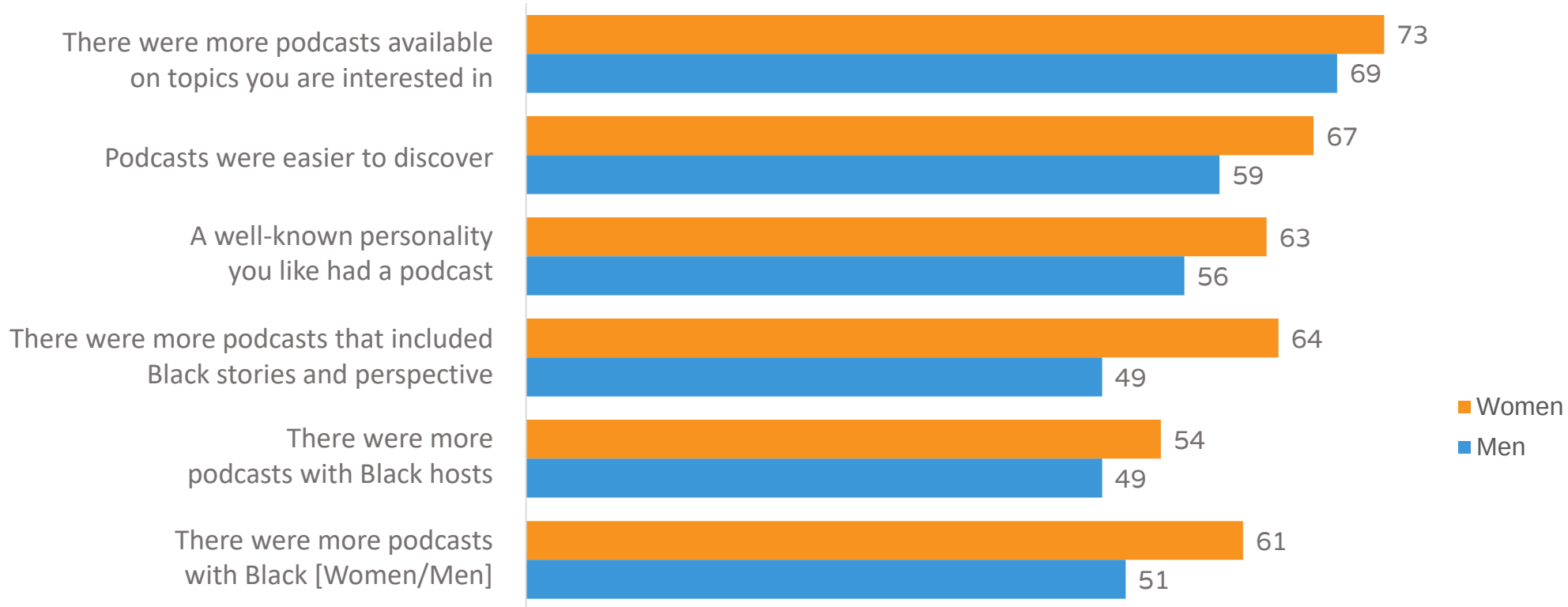
Base: Black Monthly Podcast Listeners

75%

of Black monthly podcast listeners say they “frequently” or “occasionally” follow or seek out content that focuses on Black stories and perspectives on podcasts

You would listen to more podcasts if...?

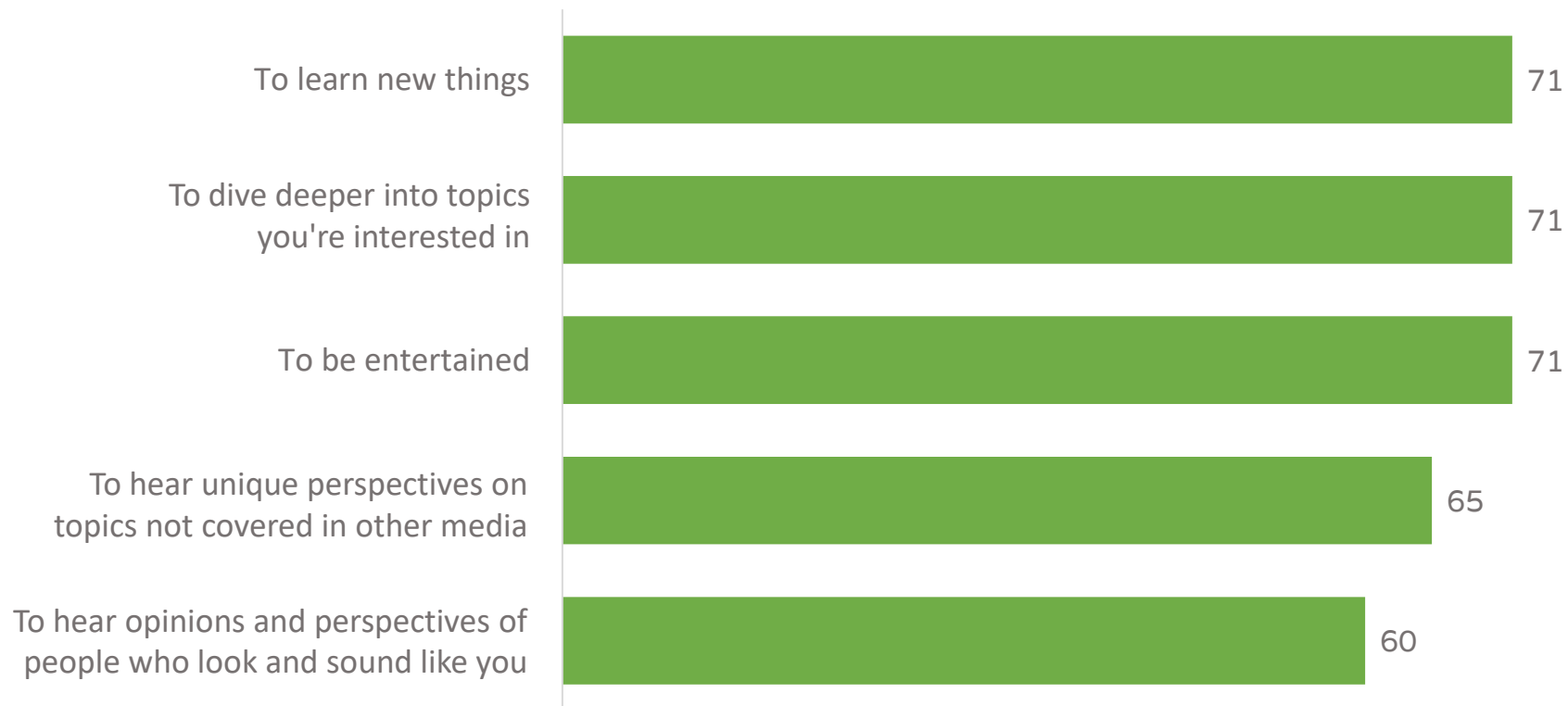
% saying “strongly agree” or “somewhat agree”



Base: Black Monthly Podcast Listeners

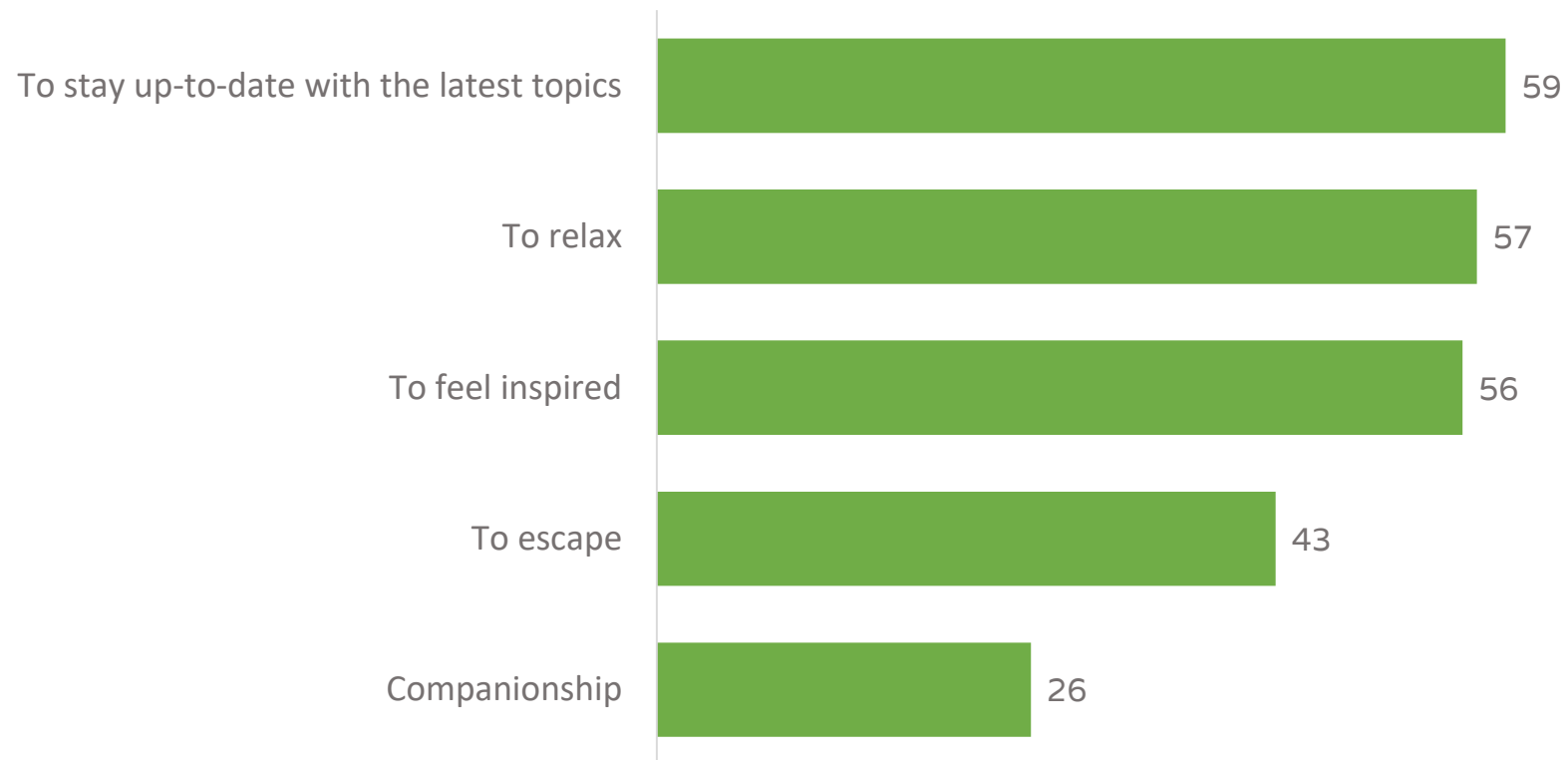
Reasons why Black monthly podcast listeners listen to podcasts

% saying “strongly agree” or “somewhat agree”



Reasons why Black monthly podcast listeners listen to podcasts

% saying “strongly agree” or “somewhat agree”





Black Weekly Podcast Listeners



Listened to a podcast in the last week:

% saying yes

■ 2020 ■ 2021 ■ 2022

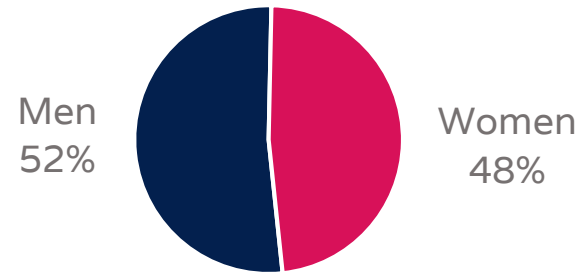


Source: The Infinite Dial 2022 from Edison Research, Wondery, and ART19

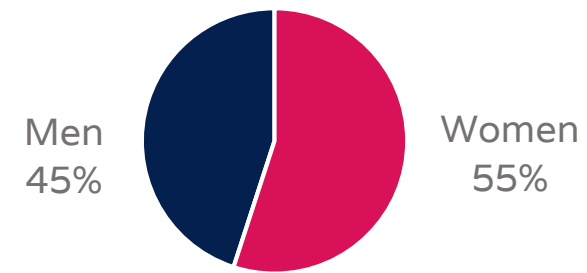
Composition of Monthly vs Weekly Podcast Listeners

Gender

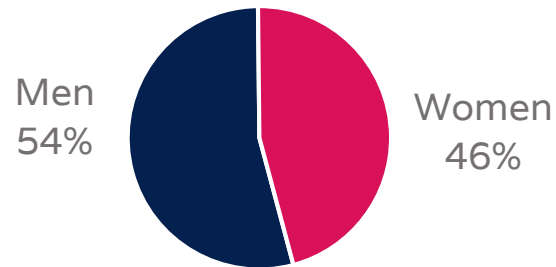
U.S. Monthly Podcast Listeners 18+



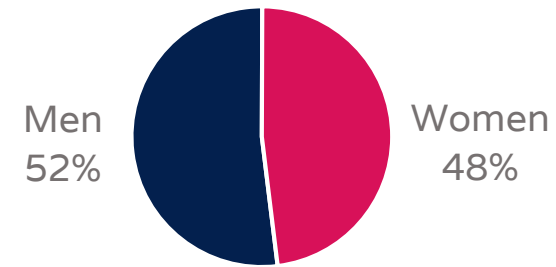
Black Monthly Podcast Listeners 18+



U.S. Weekly Podcast Listeners 18+

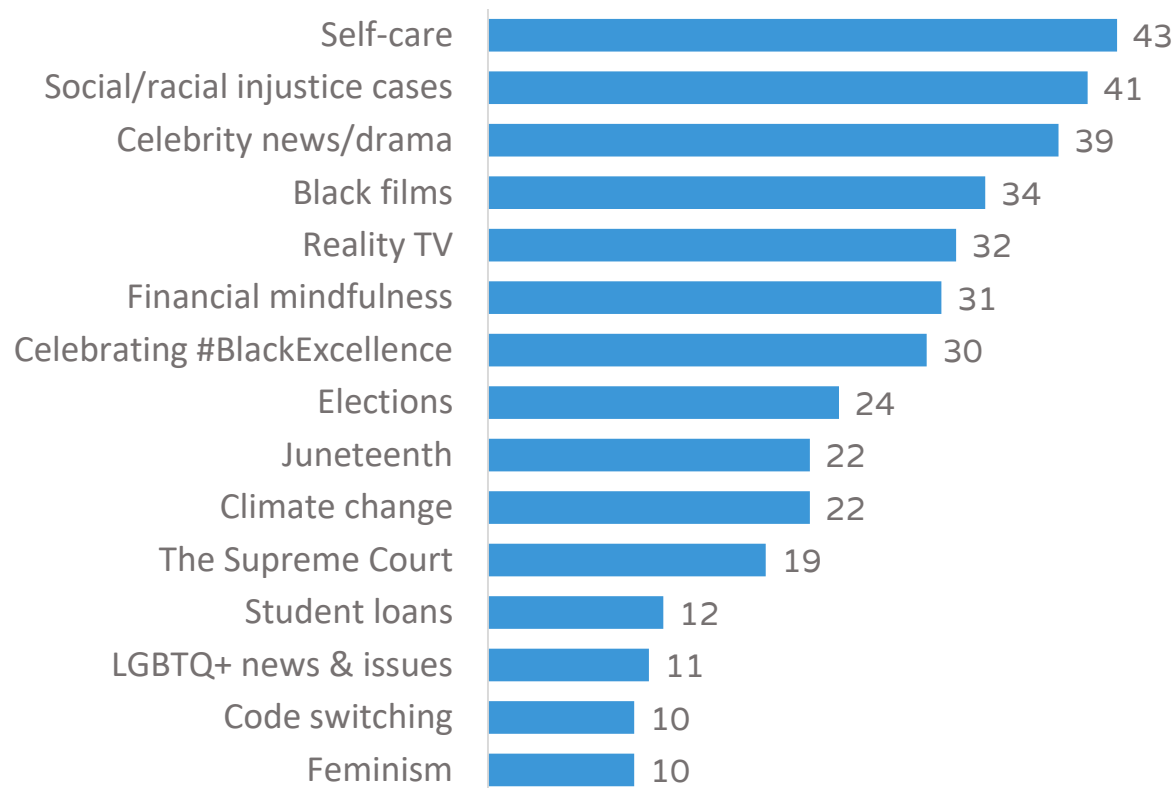


Black Weekly Podcast Listeners 18+



Which of the following topics did you listen to on a podcast in the last year to learn more about it?

% listened to topic in the last year

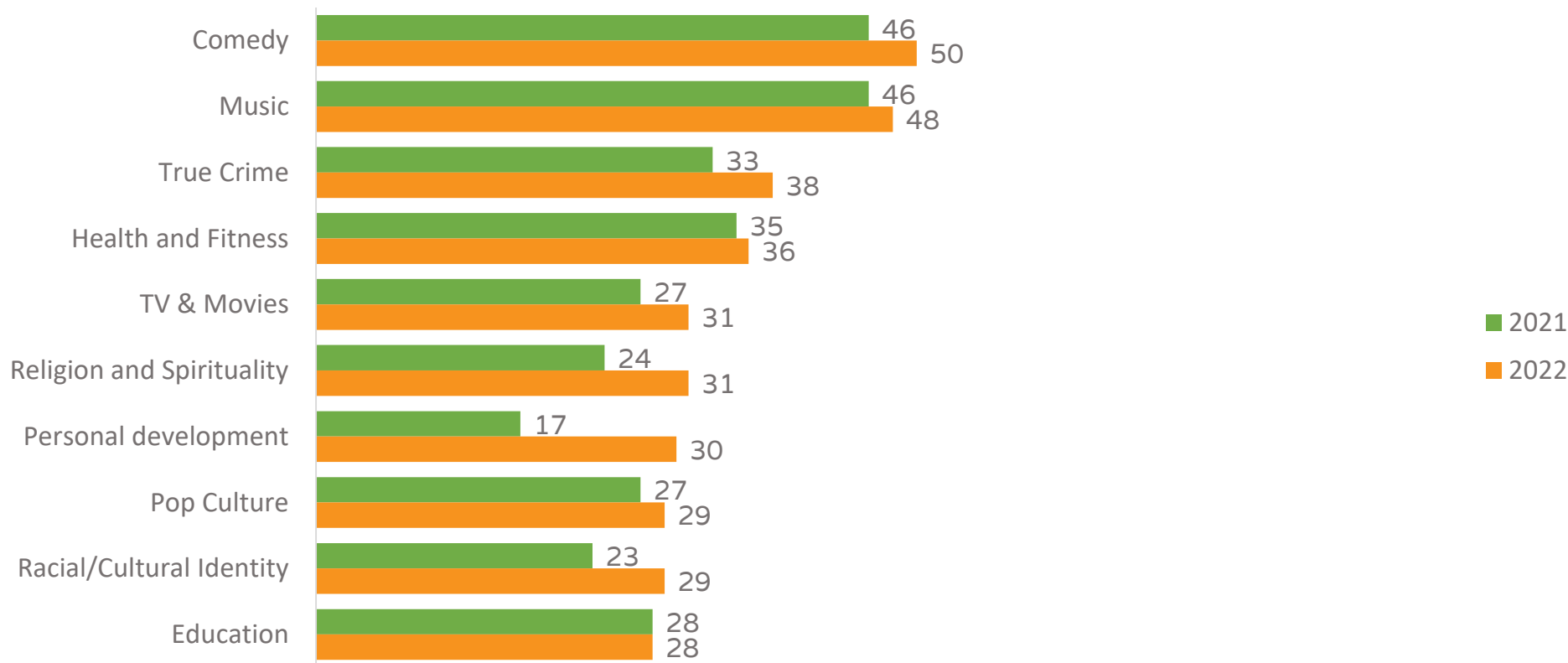


90% said “yes” to at least one of these topics

Base: Black Weekly Podcast Listeners

Top 10 topics **Women** Black wweekly podcast listeners ever listen to

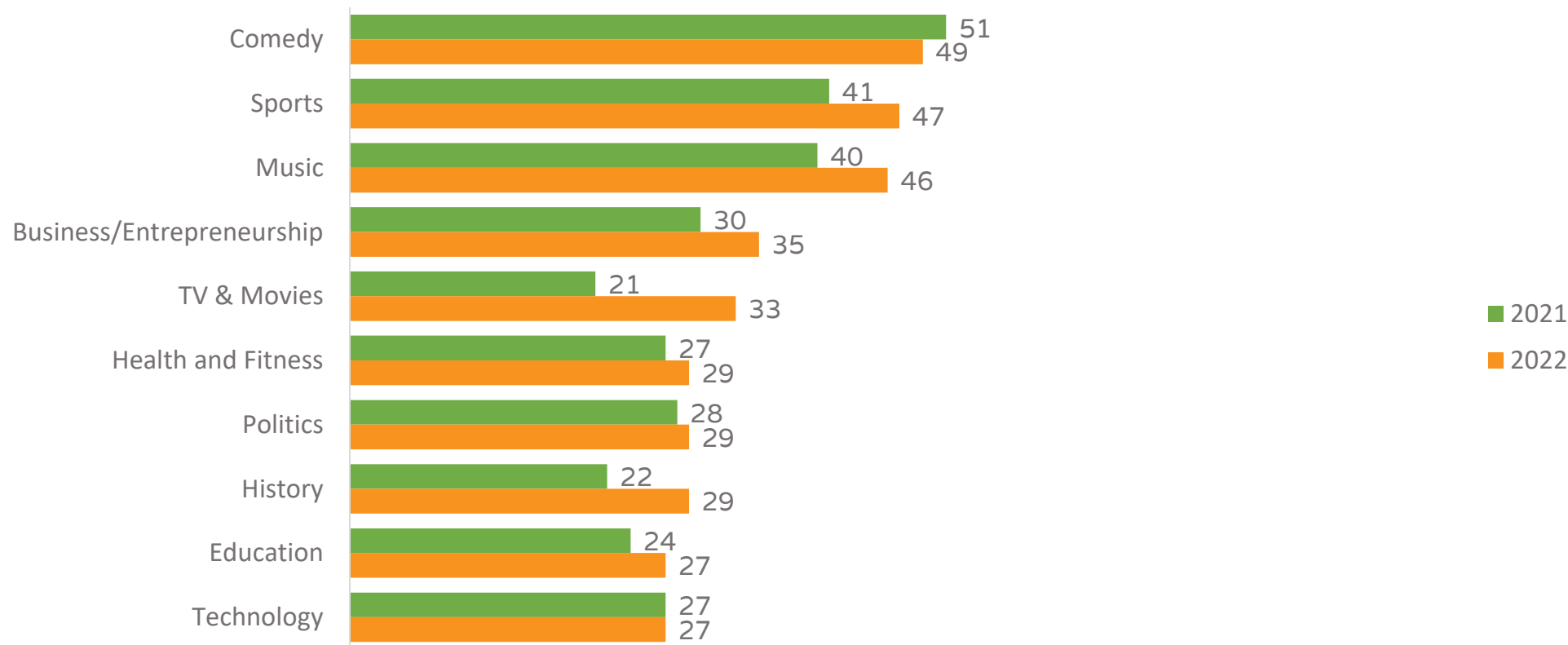
% ever listen to topic on a podcast



Base: Black Weekly Podcast Listeners

Top 10 topics **Men** Black weekly podcast listeners ever listen to

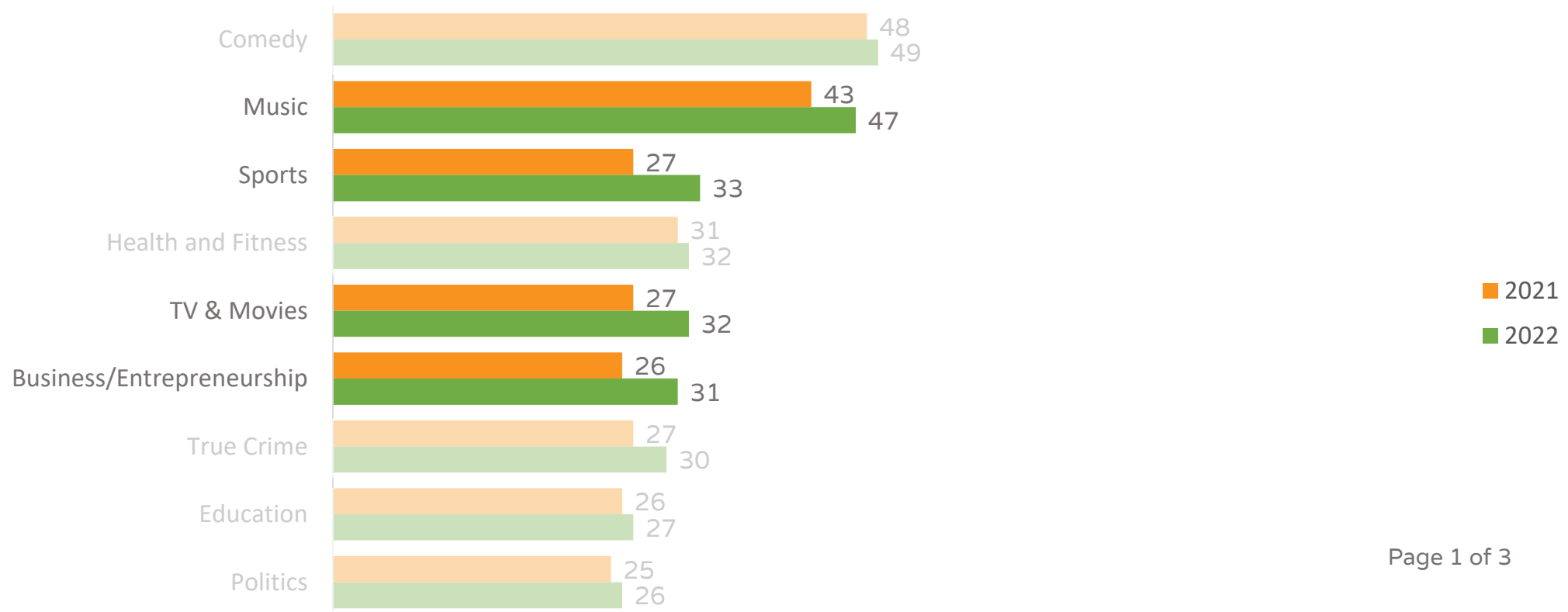
% ever listen to topic on a podcast



Base: Black Weekly Podcast Listeners

Podcast topics Black weekly podcast listeners ever listen to

% ever listen to topic on a podcast

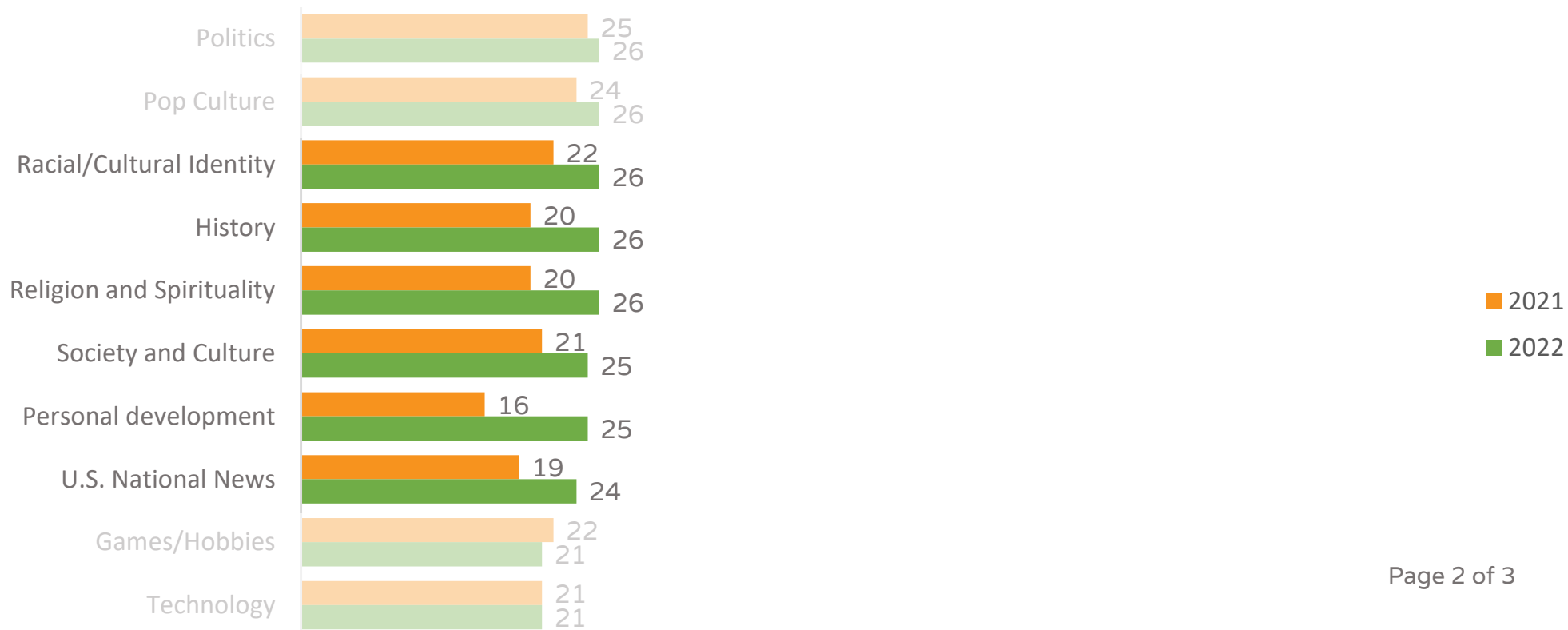


Page 1 of 3

Base: Black Weekly Podcast Listeners

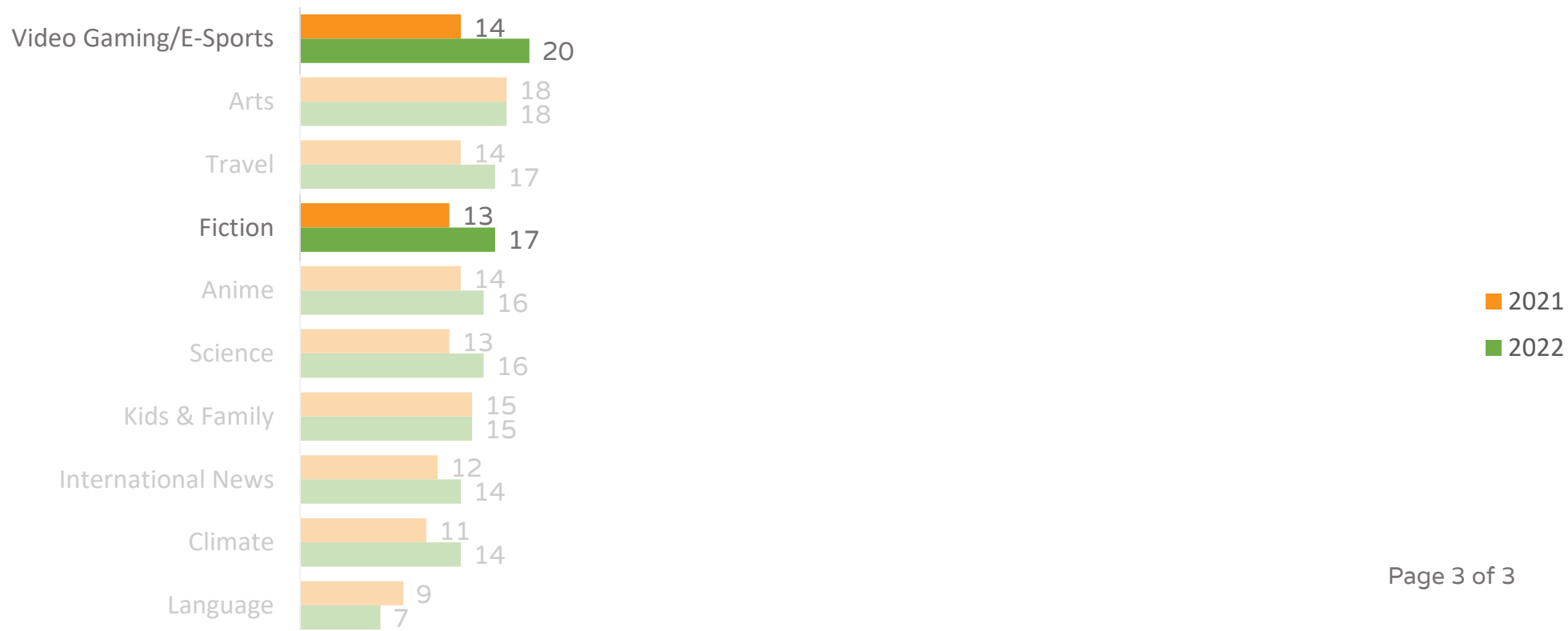
Podcast topics Black weekly podcast listeners ever listen to

% ever listen to topic on a podcast



Podcast topics Black weekly podcast listeners ever listen to

% ever listen to topic on a podcast



BLACK PODCAST

LISTENER REPORT 2.0

Black weekly
podcast listeners:

49%

47%

33%

30%

Source: Black Podcast Listener Report 2.0

% who listen to
Comedy podcasts

% who listen to
Music podcasts

% who listen to
Sports podcasts

% who listen to
True Crime podcasts

U.S. total weekly
podcast listeners:

42%

30%

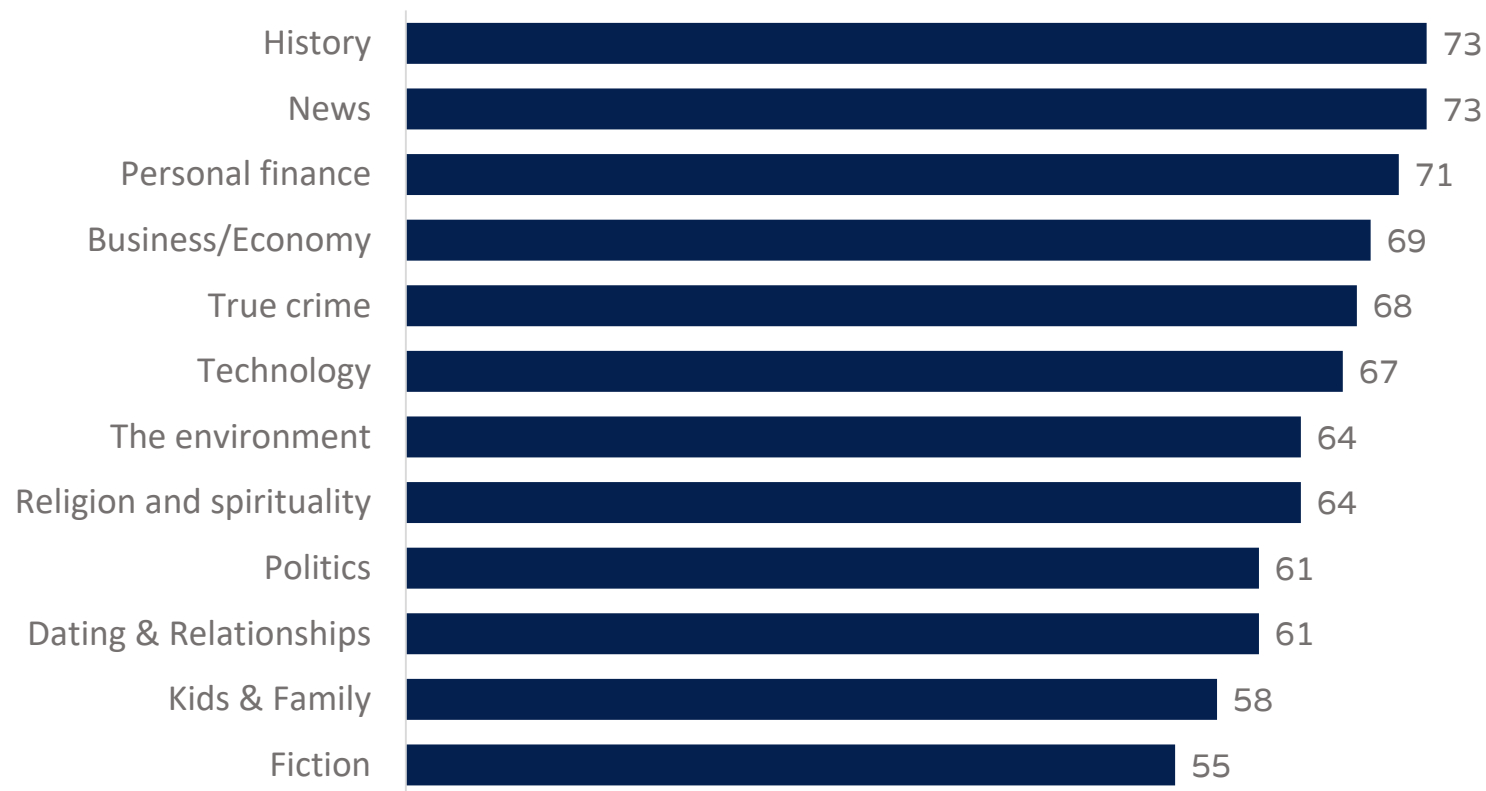
27%

37%

Source: Edison Podcast Metrics 2022 Q3

Which of the following podcasts topics would you be interested in if they primarily included Black stories and perspectives?

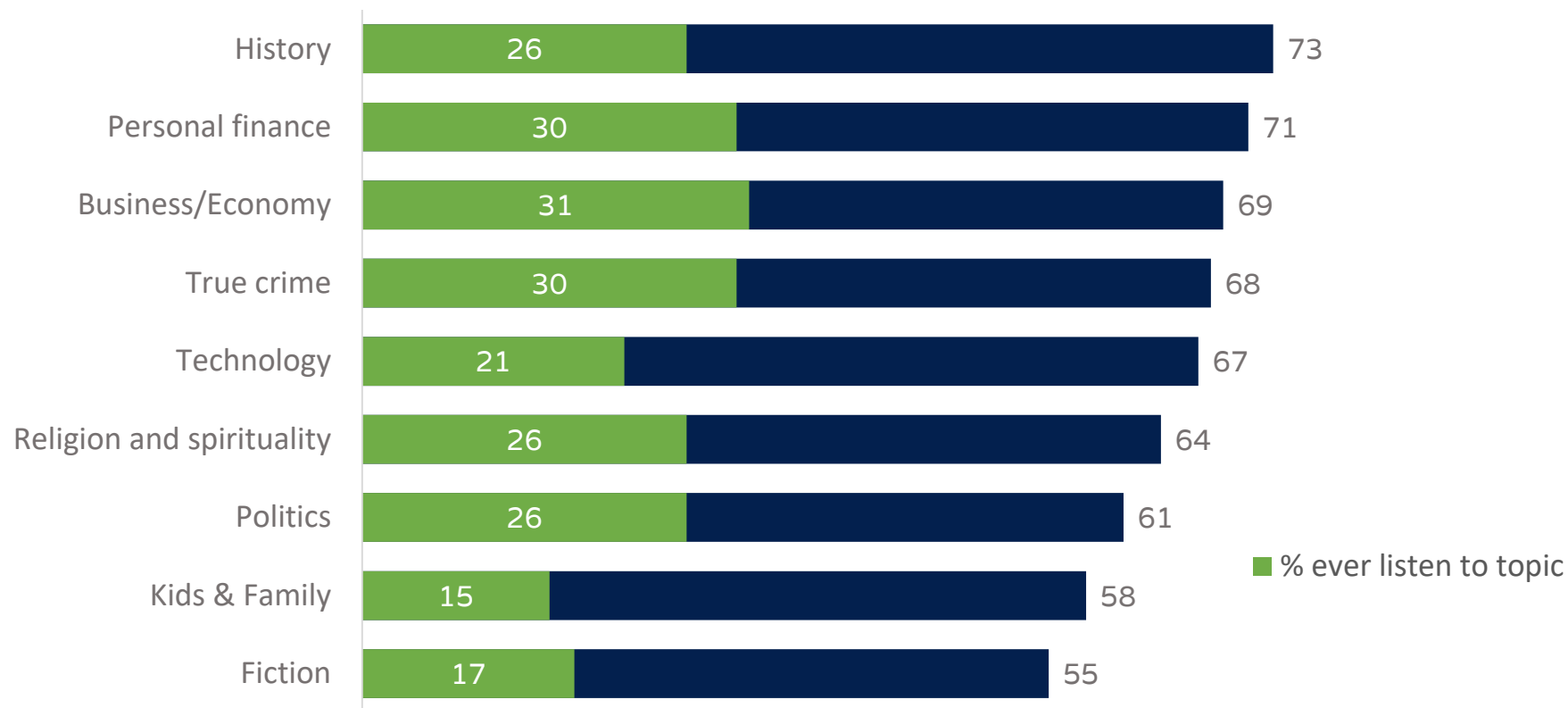
% selecting topic



Base: Black Weekly Podcast Listeners

Which of the following podcasts topics would you be interested in if they primarily included Black stories and perspectives?

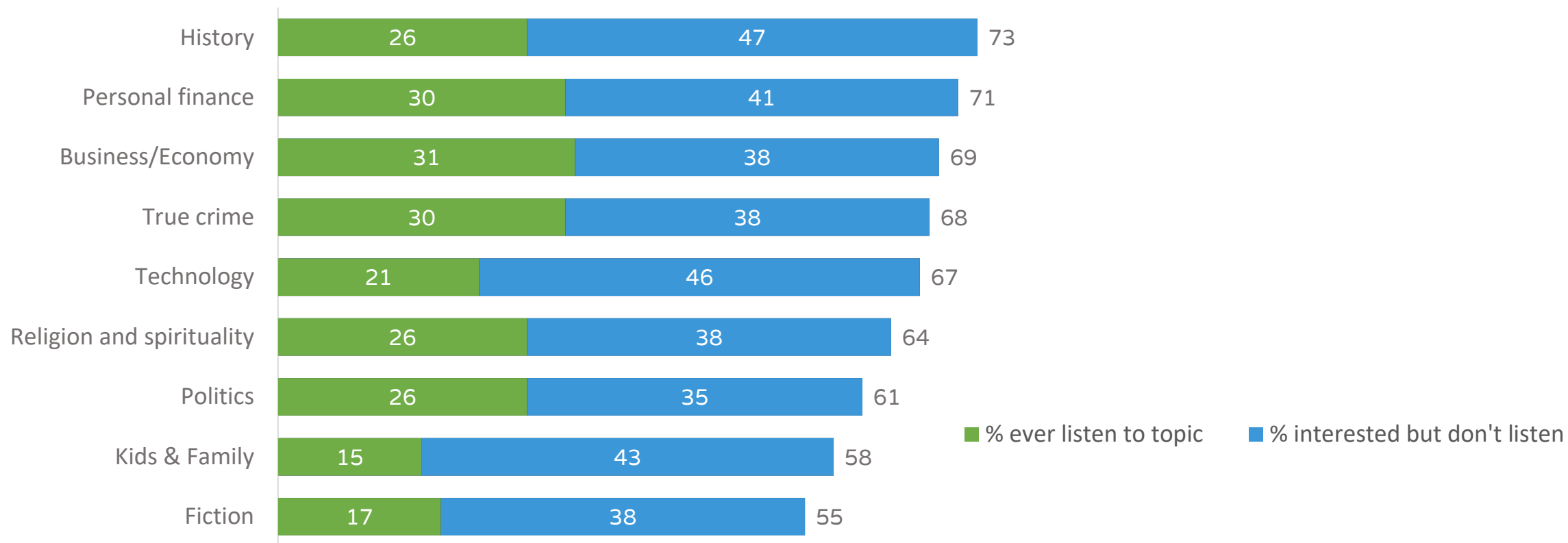
% selecting topic



Base: Black Weekly Podcast Listeners

Which of the following podcasts topics would you be interested in if they primarily included Black stories and perspectives?

% selecting topic



Base: Black Weekly Podcast Listeners

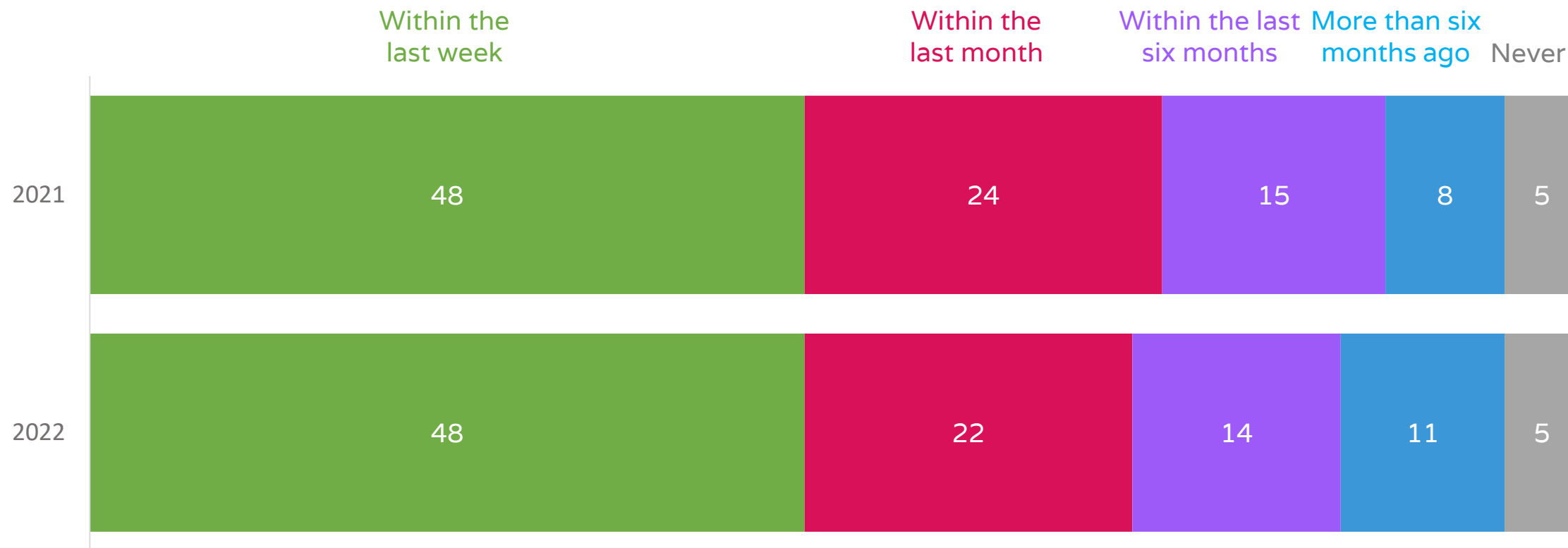
41%

of Black weekly podcast
listeners are parents of
children under 17

35%

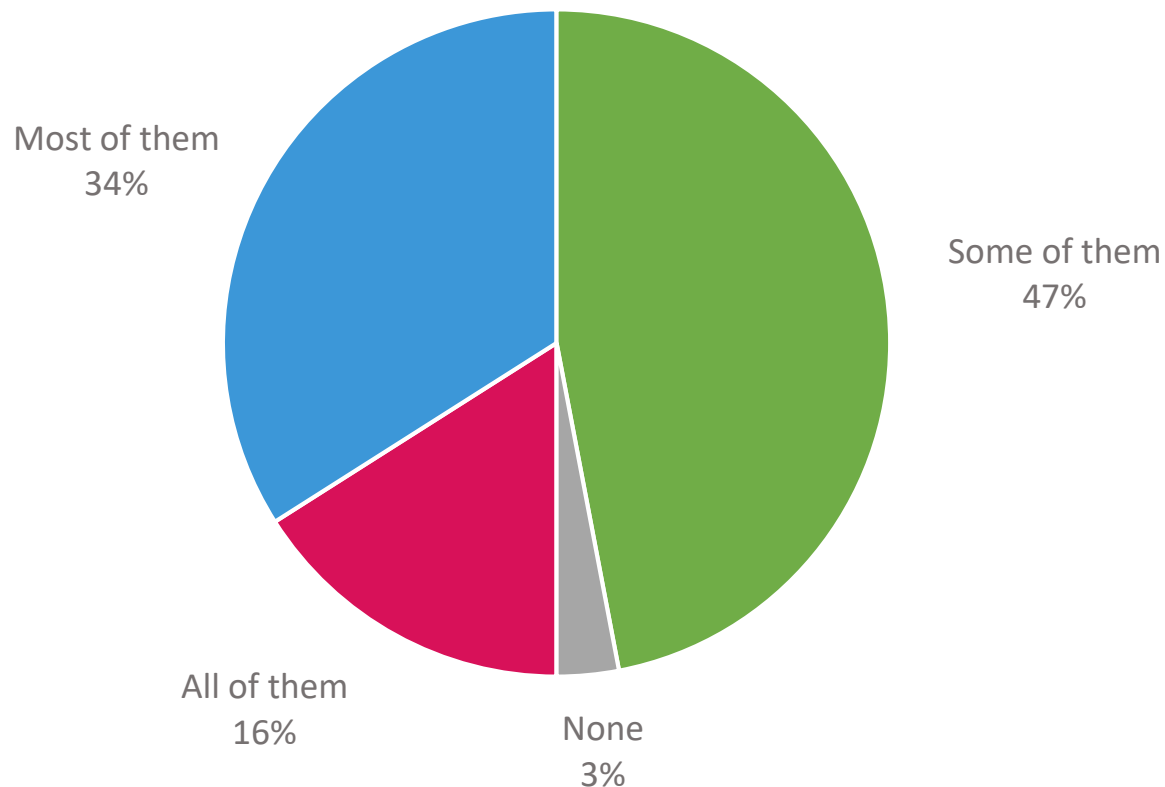
of these parents say their
children listen to podcasts

When did you most recently listen to a podcast with Black hosts...?



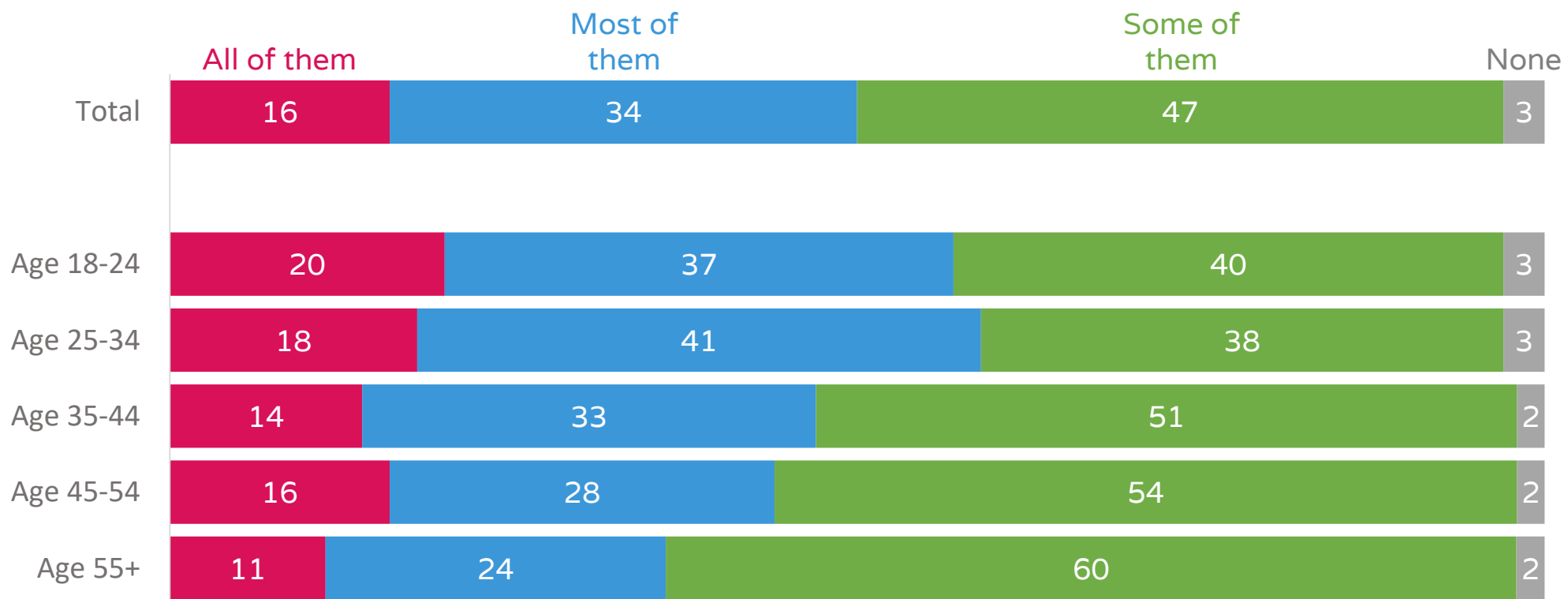
Base: Black Weekly Podcast Listeners

How many of the podcasts that you listen to are hosted by Black podcast hosts?



Base: Black Weekly Podcast Listeners

How many of the podcasts that you listen to are hosted by Black podcast hosts?



Base: Black Weekly Podcast Listeners



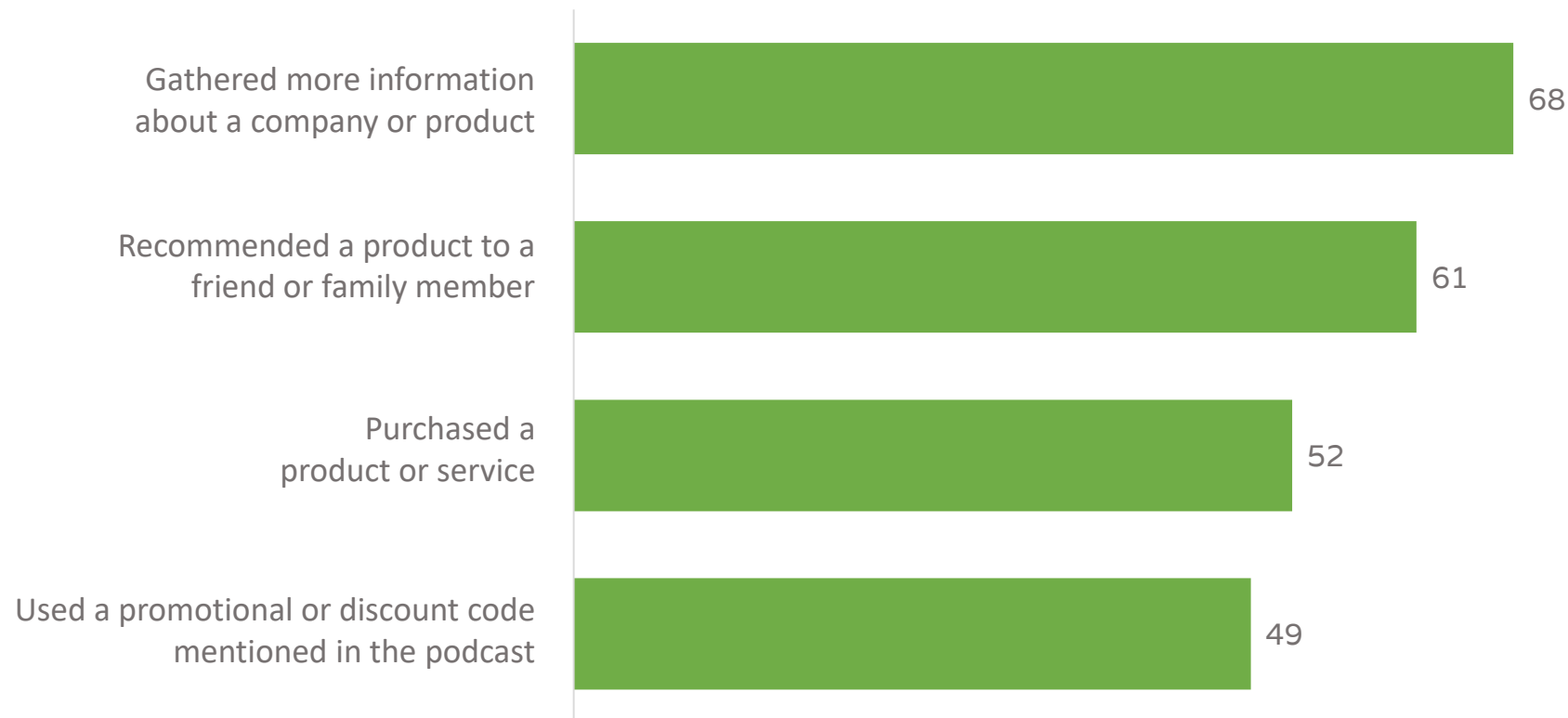
Monetization



MINDSHARE

As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?

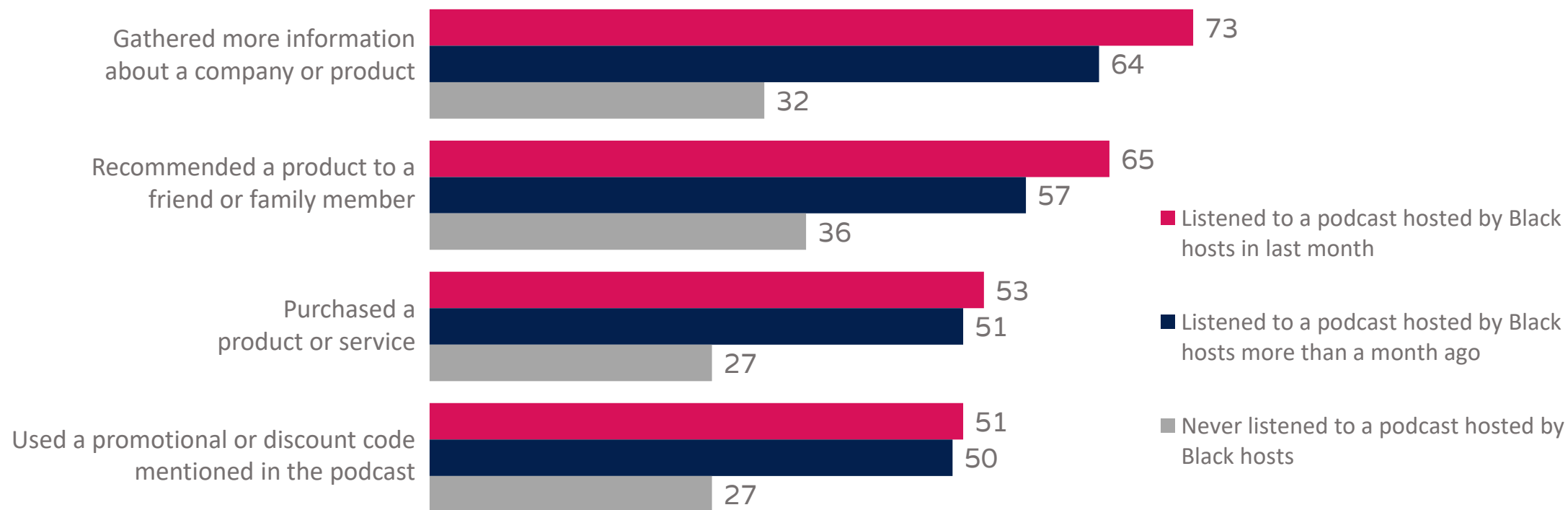
% saying yes



Base: Black Weekly Podcast Listeners

As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?

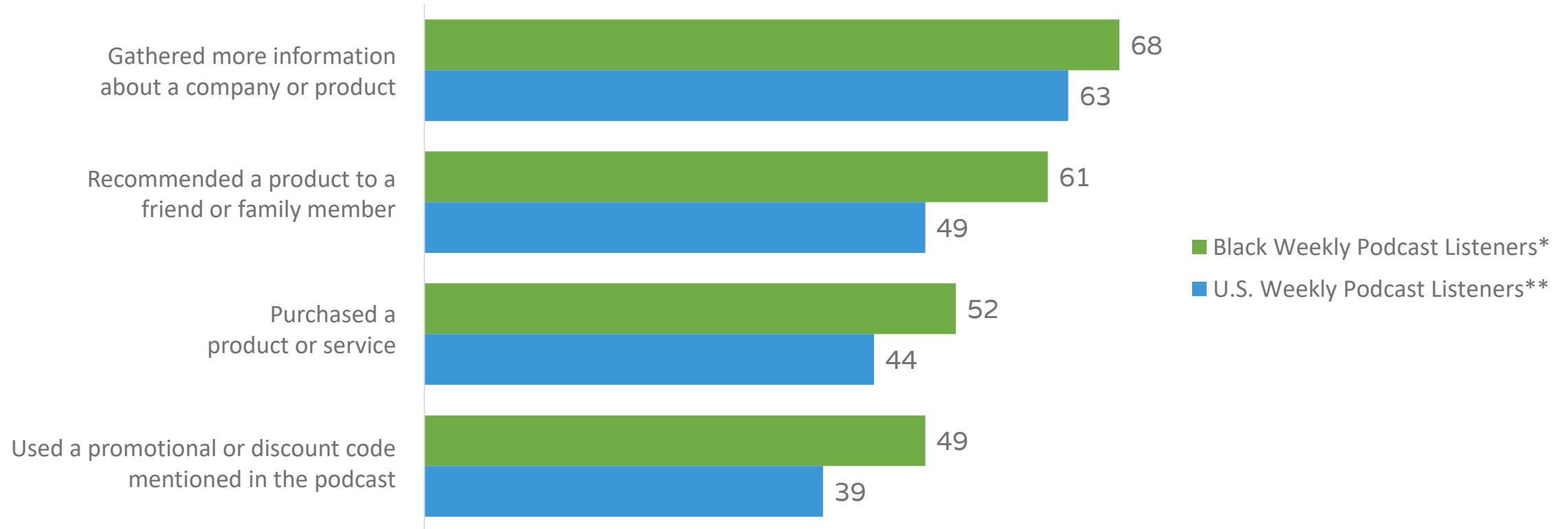
% saying yes



Base: Black Weekly Podcast Listeners

As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?

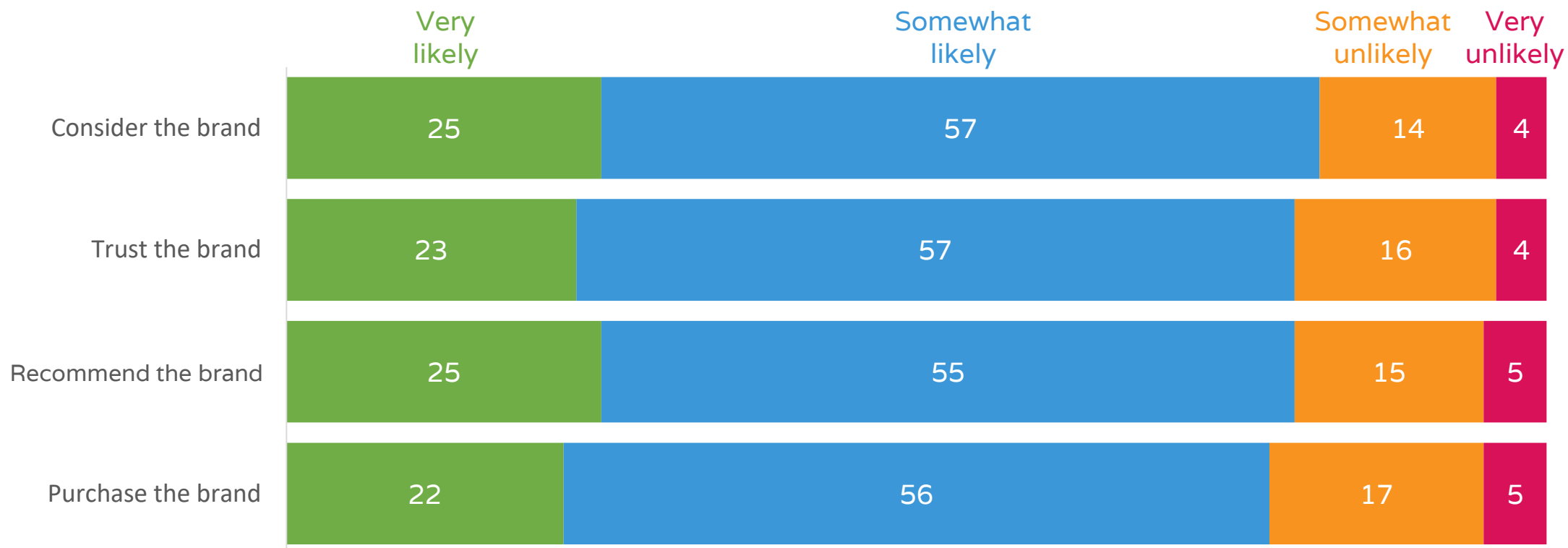
% saying yes



* Source: Black Podcast Listener Report 2.0

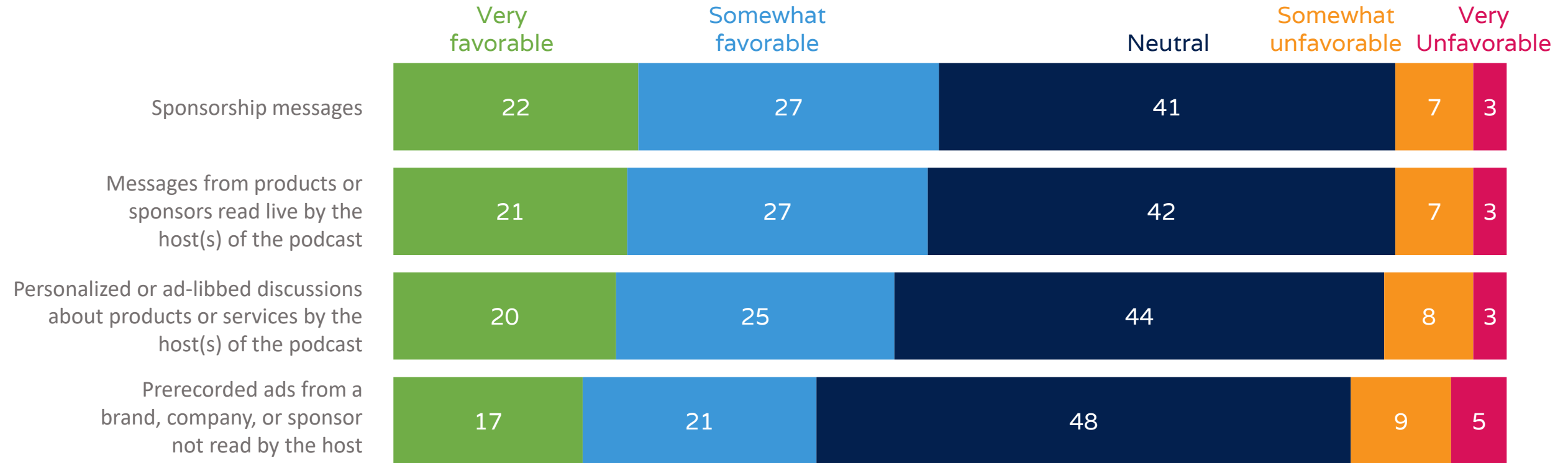
** Source: Edison Podcast Metrics 2022 Q3

If you heard an advertisement for a brand on a podcast with Black hosts, how likely would you be to...?



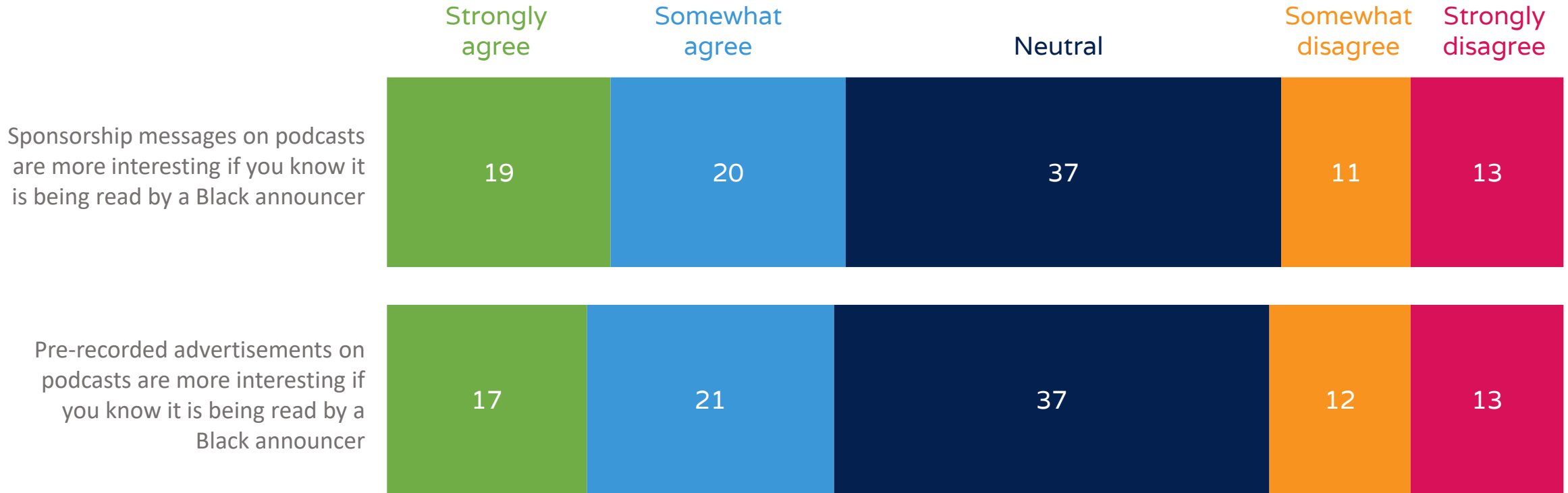
Base: Black Monthly Podcast Listeners

What is your opinion of podcasting advertising that uses...?



Base: Black Monthly Podcast Listeners

Agree/Disagree: Advertisements Read by Black Announcers



Base: Black Monthly Podcast Listeners

The podcast landscape is changing

Black podcast listeners are engaged

There is opportunity in representation

B L A C K
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