

Latino Podcast Listener Report 2024



LATINO
MEDIA
NETWORK



libsyn



SiriusXM
Media



Methodology

- 2,502 online interviews of U.S. Hispanic/Latino adults age 18+
- Conducted in November 2024
- Data weighted to U.S. Census and Infinite Dial 2024
- Survey offered in both English and Spanish
- Trended with the *Latino Podcast Listener Report* 2020, 2021, 2022, 2023 editions



The Latino Podcast Listener Report 2024: Fact Sheet

From 2020 to 2023

The U.S. Latino Population has increased

An estimated 3.1 million people increase



Source: U.S. Census Bureau

Since 2020

The number of Latinos that listen to **podcasts monthly** has increased



From 2021 to 2024

The number of Latinos that watch **video podcasts** has increased



Since 2020,

The **time Latinos spend with podcasts** each week has increased



U.S. Latino Podcast Listening

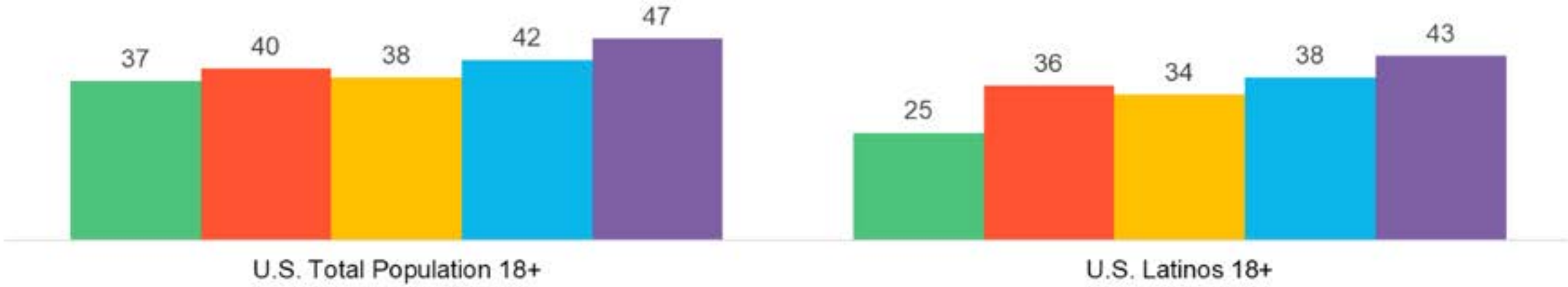


Latino Podcast Listener Report 2024

Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024

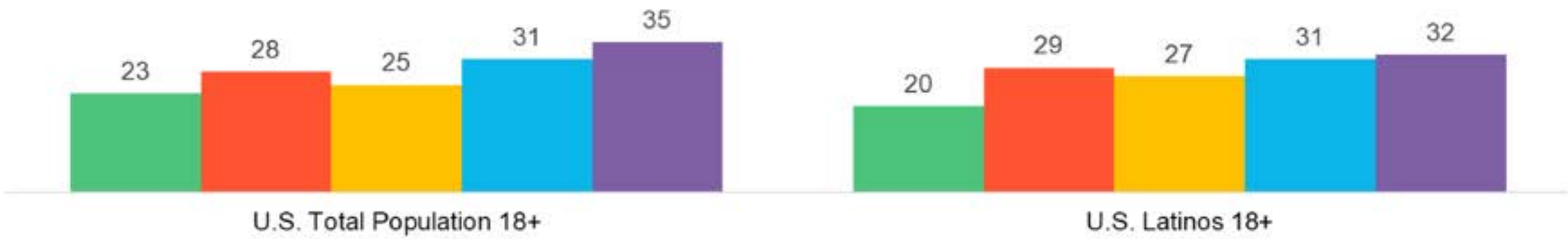


Source: The Infinite Dial 2024

Listened to a podcast in the last week:

% saying yes

■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024

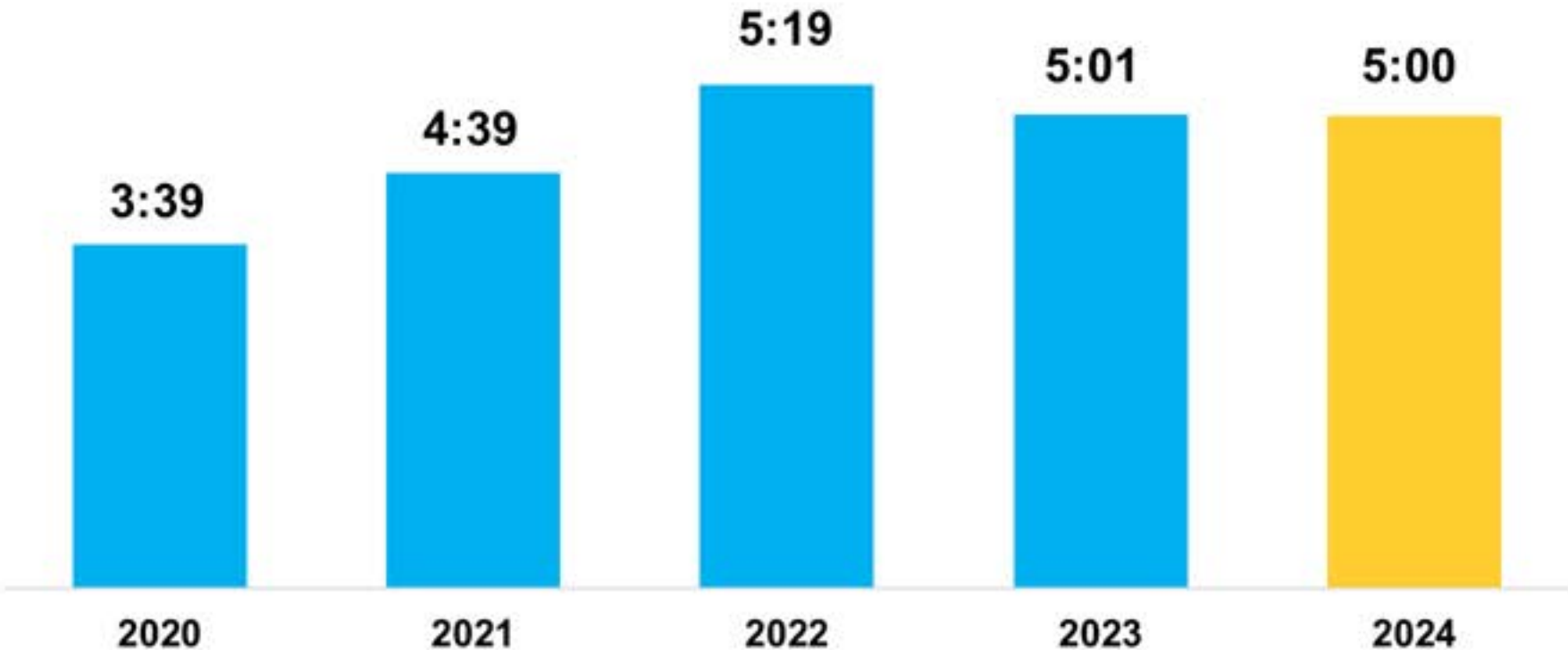


Source: The Infinite Dial 2024

Time spent listening to podcasts in the last week

Average Time in Hours : Minutes

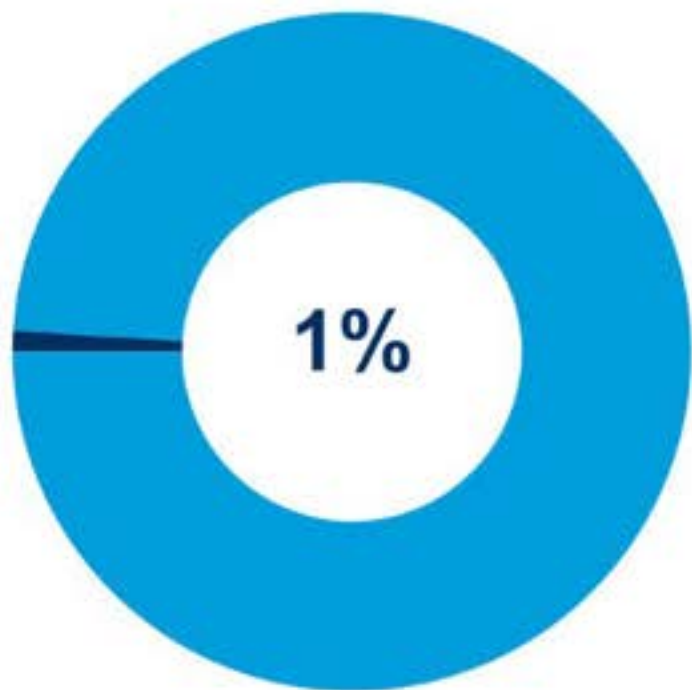
Base: U.S. Weekly Latino Podcast Listeners



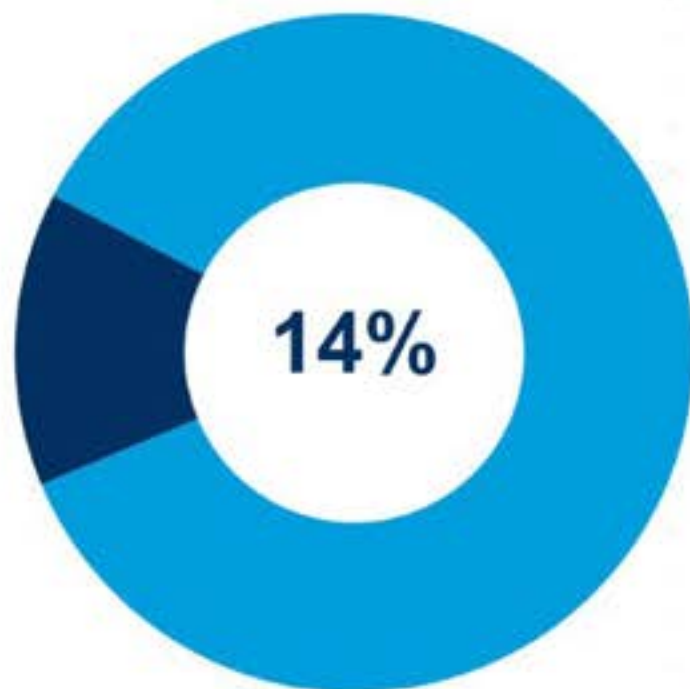
Share of Time Spent Listening to Podcasts Among U.S. Latinos

U.S. Latinos age 13+

2014



2024



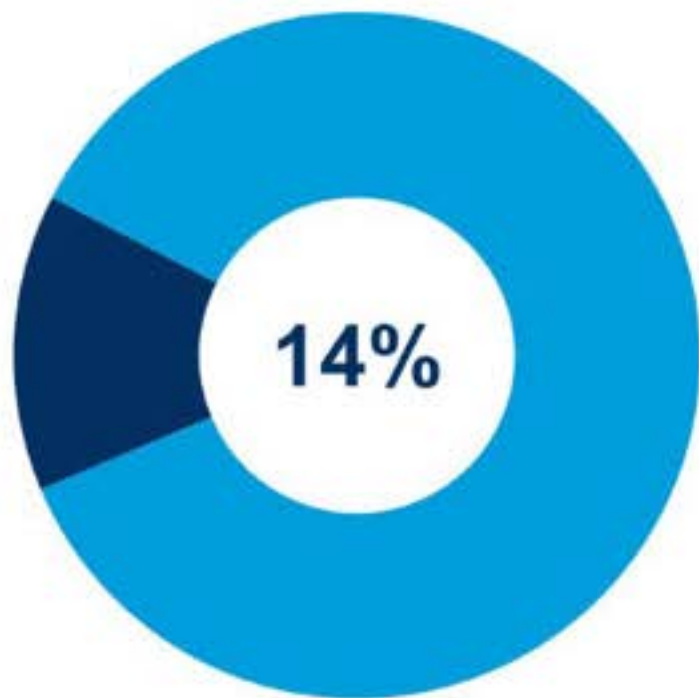
How to Read: In 2024, U.S. Latinos age 13+ spend 14% of their total daily audio time listening to podcasts

Source: Share of Ear 2014-Q3 2024

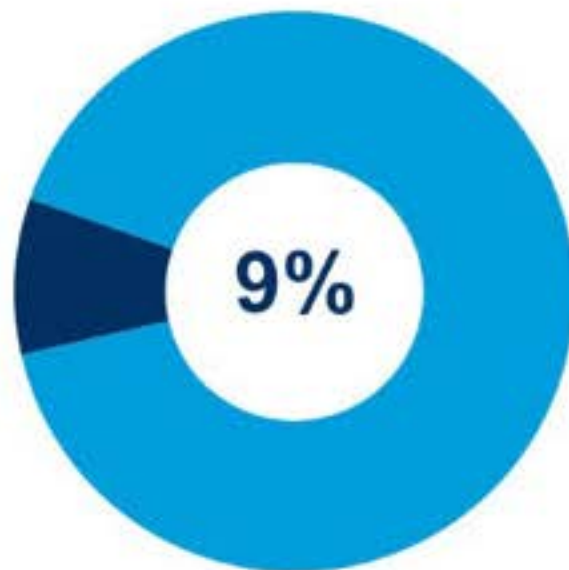


Share of Time Spent Listening to Podcasts Among U.S. Latinos

U.S. Latinos
age 13+



Non-Latino
U.S. Population 13+



How to Read: Charts are different in size to represent the difference between the average time spent with audio among U.S. Latinos (4 hours and 42 minutes) and the U.S. Non-Latino population (3 hours and 54 minutes)

Source: Share of Ear 2014-Q3 2024





U.S. Latinos age 13+
Spend an average of

4 hr 42 min

Listening to audio each day

40 min Listening to podcasts each day

**Non-Latino
Population age 13+**
Spend an average of

3 hr 54 min

Listening to audio each day

21 min Listening to podcasts each day

Source: Share of Ear Q3 2024

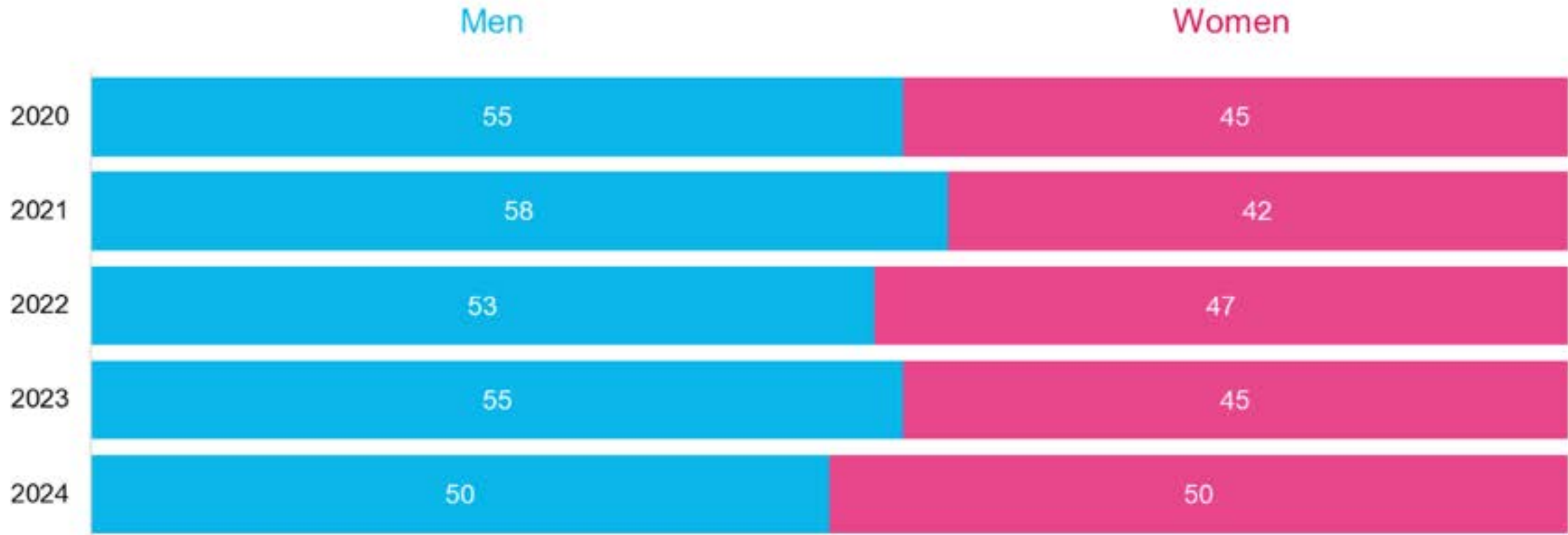


Demographics



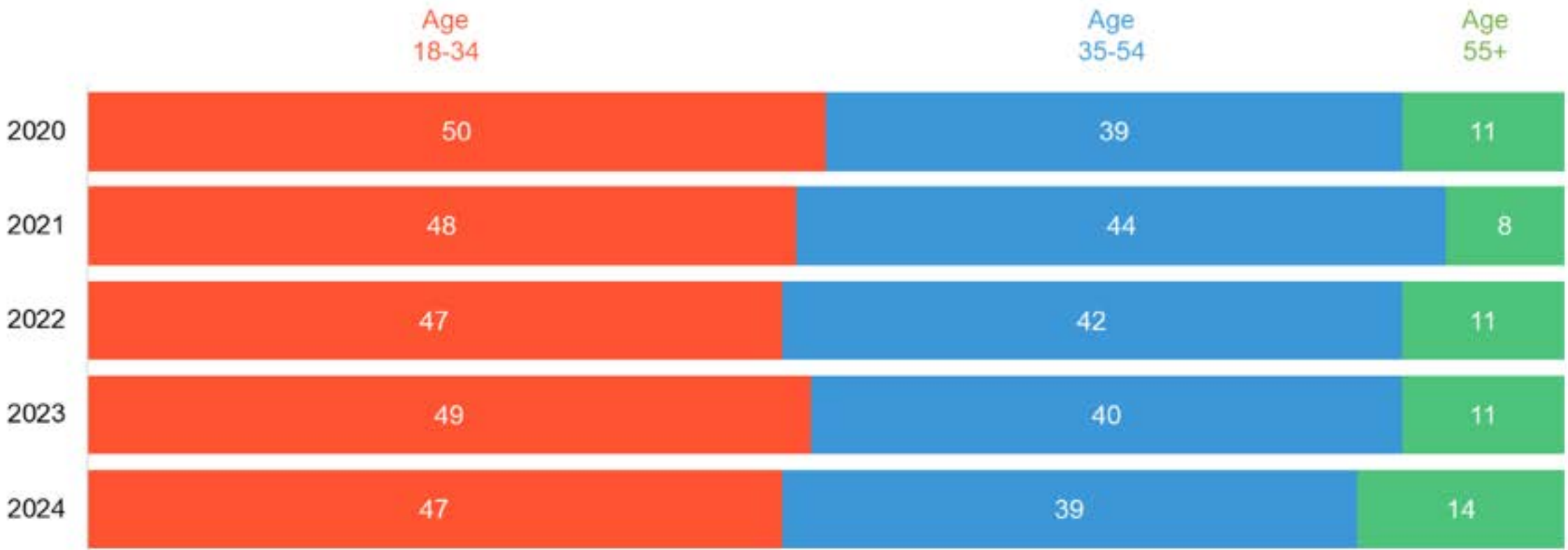
Demographics: Gender

U.S. Monthly Latino Podcast Listeners



Demographics: Age

U.S. Monthly Latino Podcast Listeners



Demographics: Employment

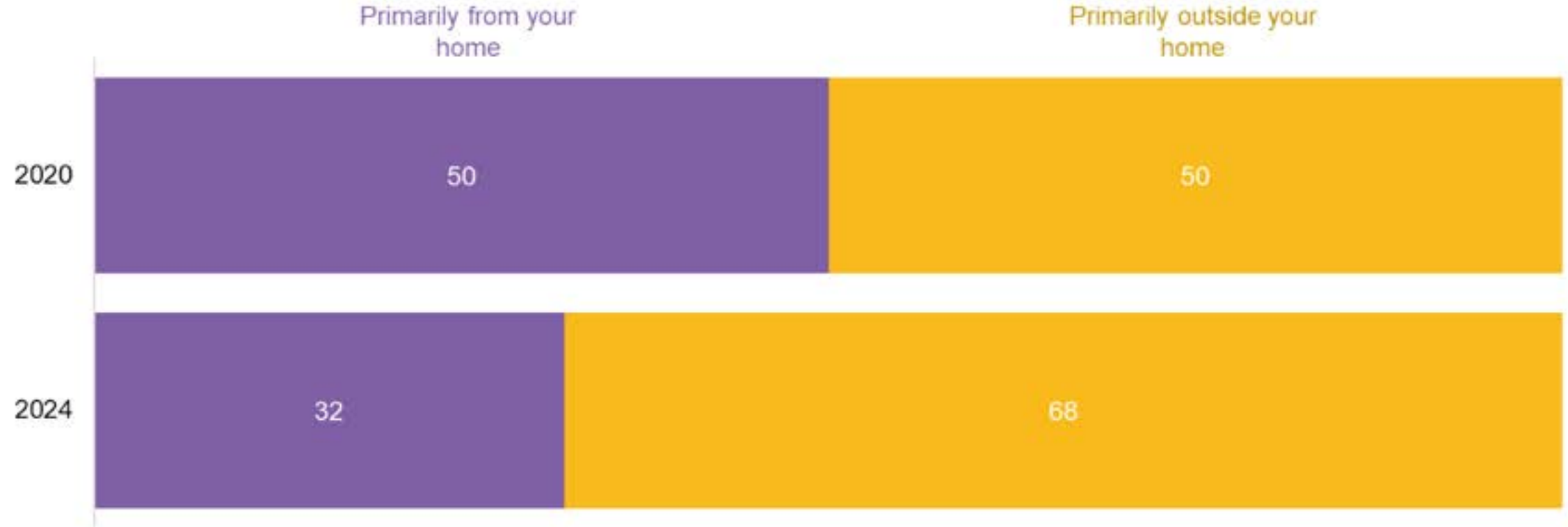
U.S. Monthly Latino Podcast Listeners



Demographics: Location of work

U.S. Monthly Latino Podcast Listeners

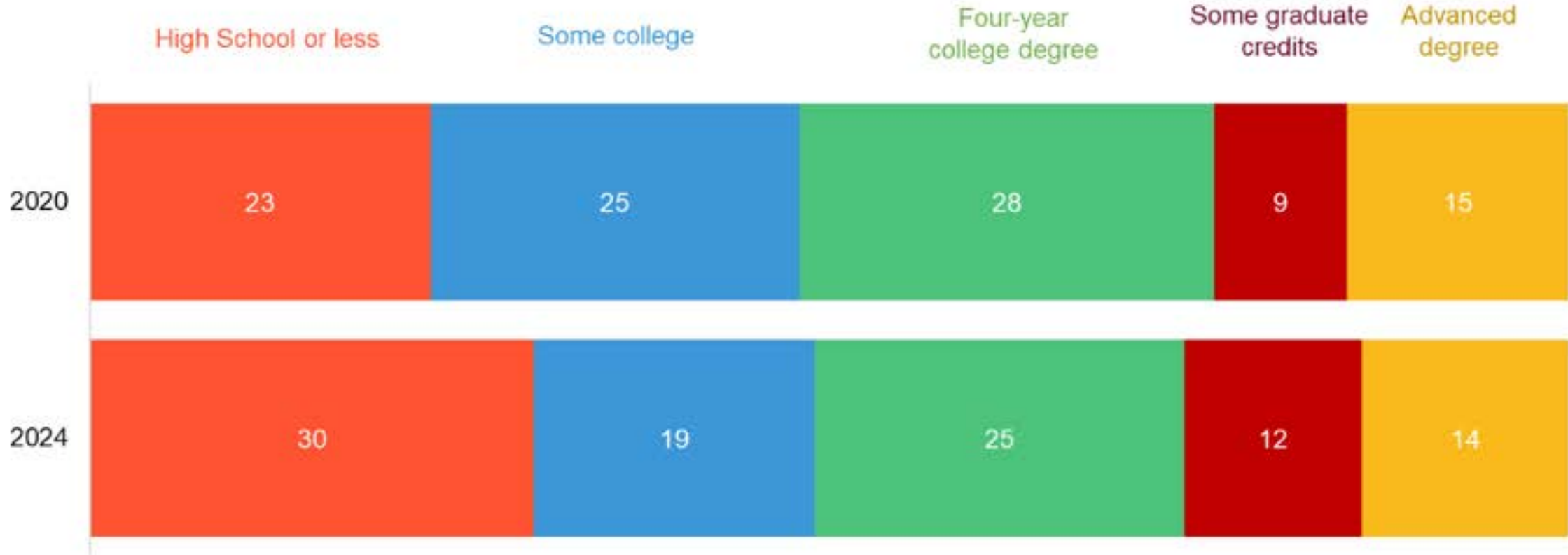
Base: Work full-time or part-time



Demographics: Education

U.S. Monthly Latino Podcast Listeners

Base: Among those who gave a response



Would you describe the area you live in as...?

U.S. Monthly Latino Podcast Listeners



Demographics: Political affiliation

U.S. Monthly Latino Podcast Listeners

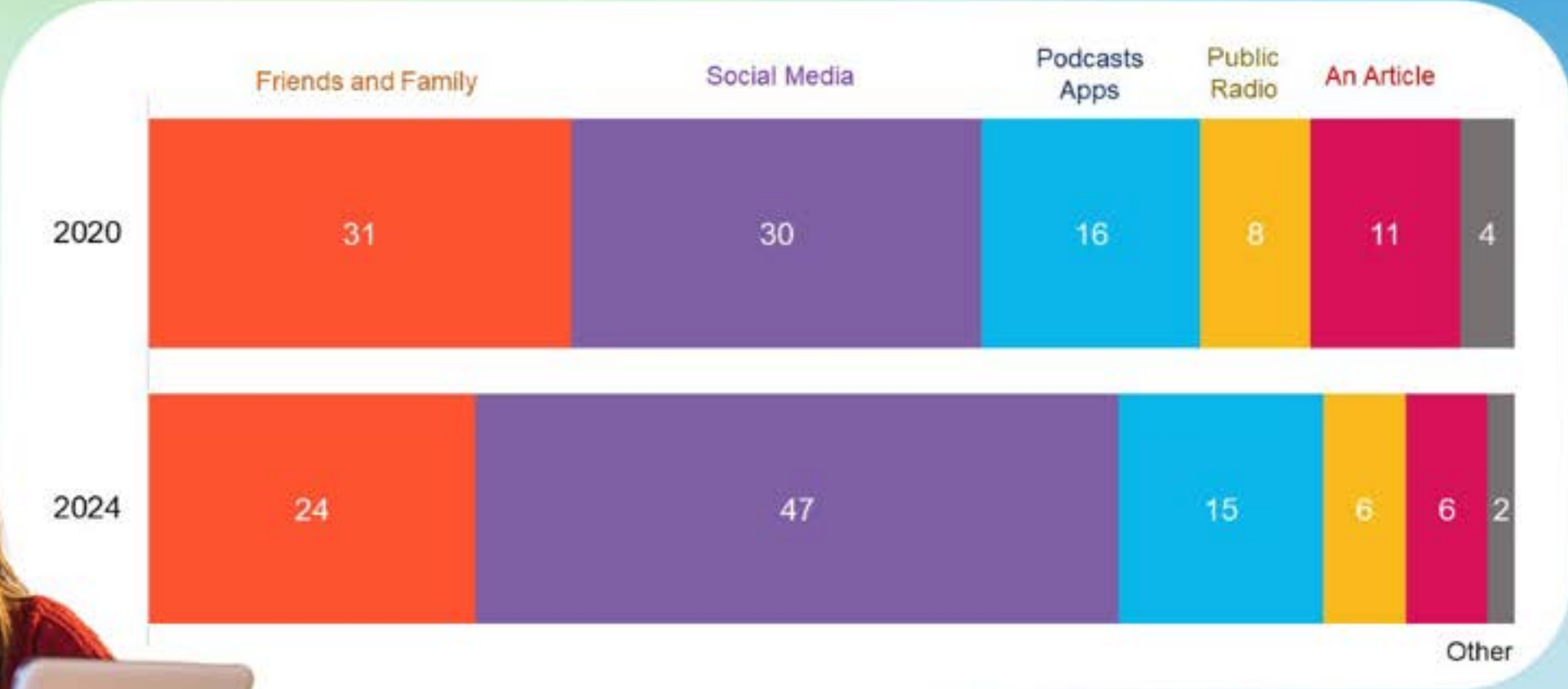


Consumption Behaviors



How did you first discover podcasting?

Base: U.S. Monthly Latino Podcast Listeners



Service used most often to listen to podcasts on:

Base: U.S. Monthly Latino Podcast Listeners



*includes Facebook, TikTok, and Instagram

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

% saying yes

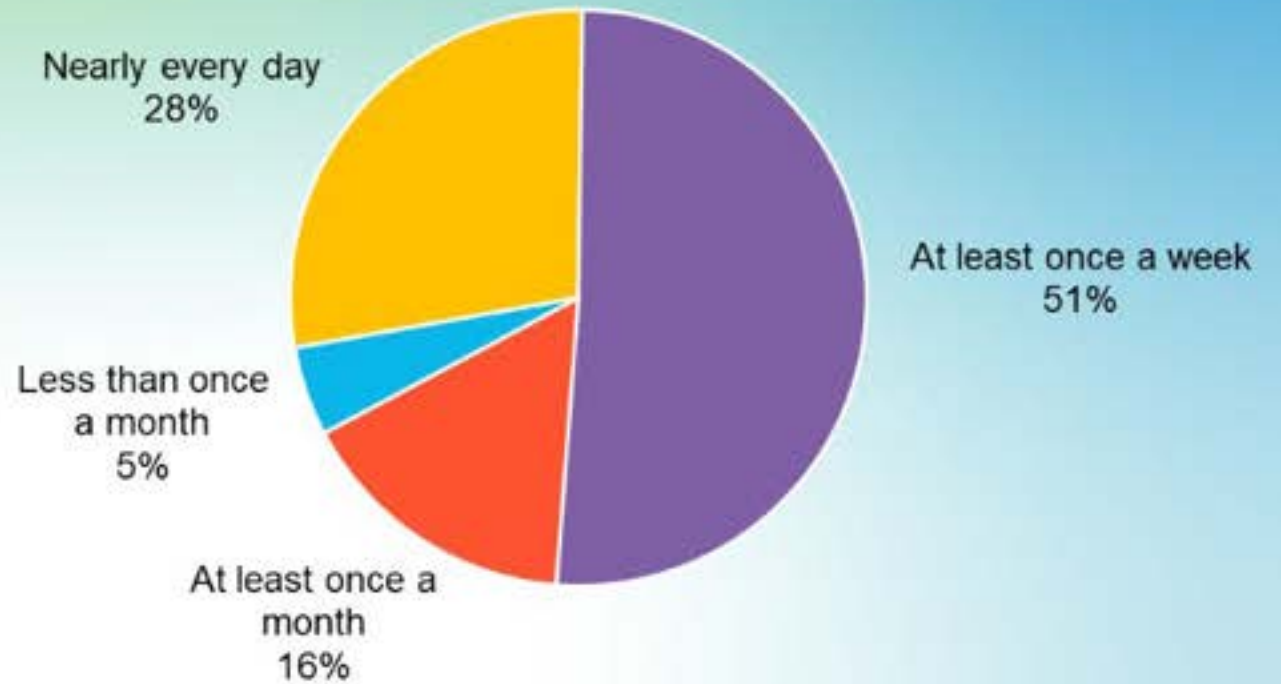
Base: U.S. Monthly Latino Podcast Listeners



■ 2021
■ 2024

How often do you watch or listen to video podcasts?

Base: U.S. Monthly Latino Podcast Listeners who ever watch podcasts actively or play it in the background



Location of podcast listening most often

Base: U.S. Monthly Latino Podcast Listeners



Top five podcasts topics ever listened to on a podcast

U.S. Monthly Latino Podcast Listeners

2020

1. Music
2. Comedy
3. TV & Movies
4. Society & Culture
5. Sports

2024

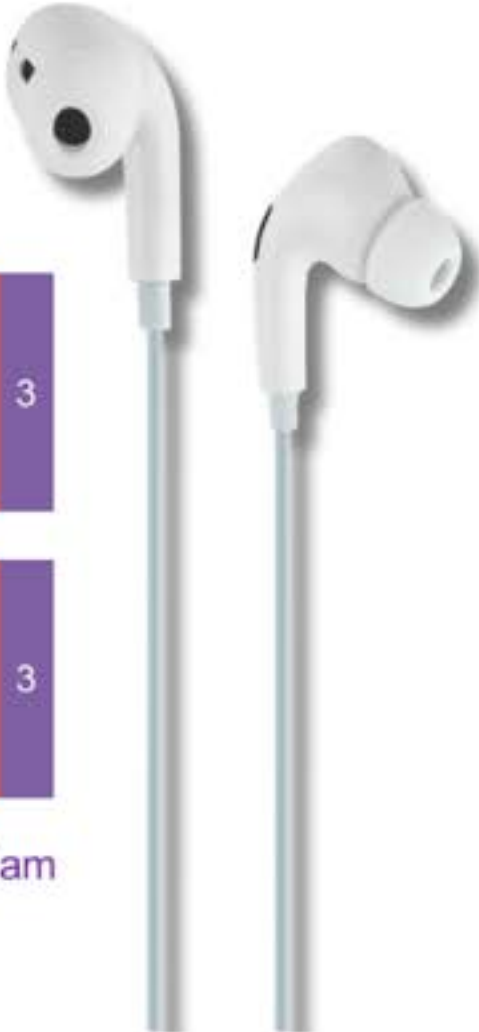
1. Comedy
2. Music
3. True Crime
4. Health & Fitness
5. Sports



Podcast listening: Monday - Friday

When do you listen to podcasts most often during the weekdays?

Base: U.S. Monthly Latino Podcast Listeners



Podcast listening: Saturday - Sunday

When do you listen to podcasts most often during the weekends?

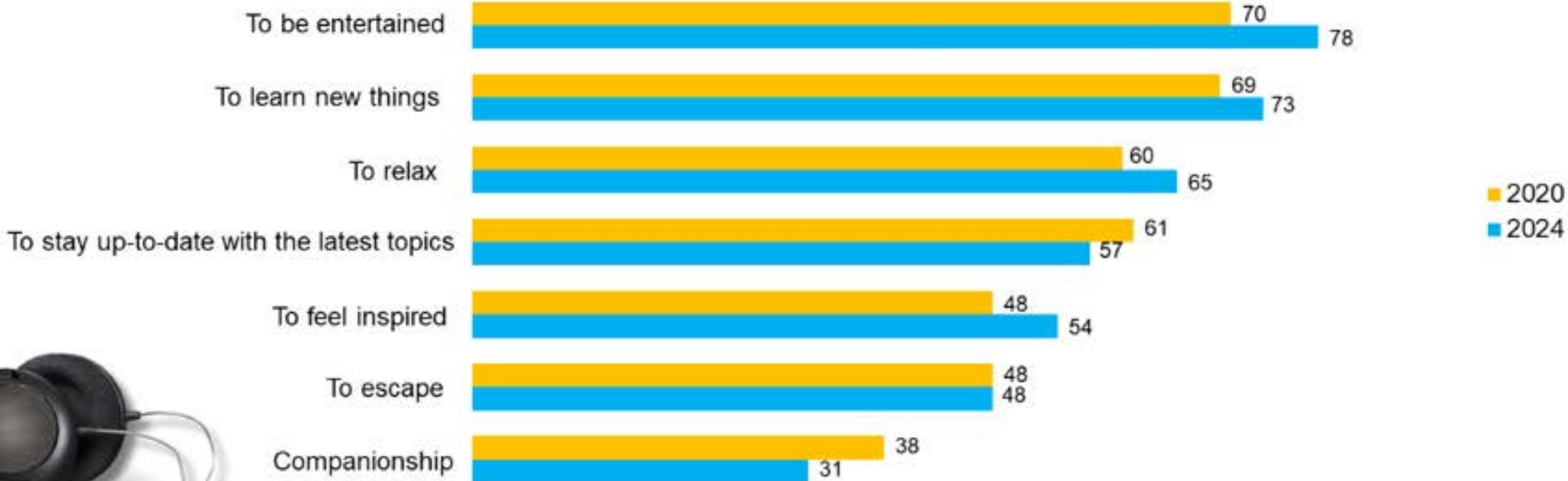
Base: U.S. Monthly Latino Podcast Listeners



Reasons why you listen to podcasts: You listen to podcasts when you want to...?

% saying 'strongly agree' or 'somewhat agree'

Base: U.S. Monthly Latino Podcast Listeners



Do you ever listen to podcasts with other people?

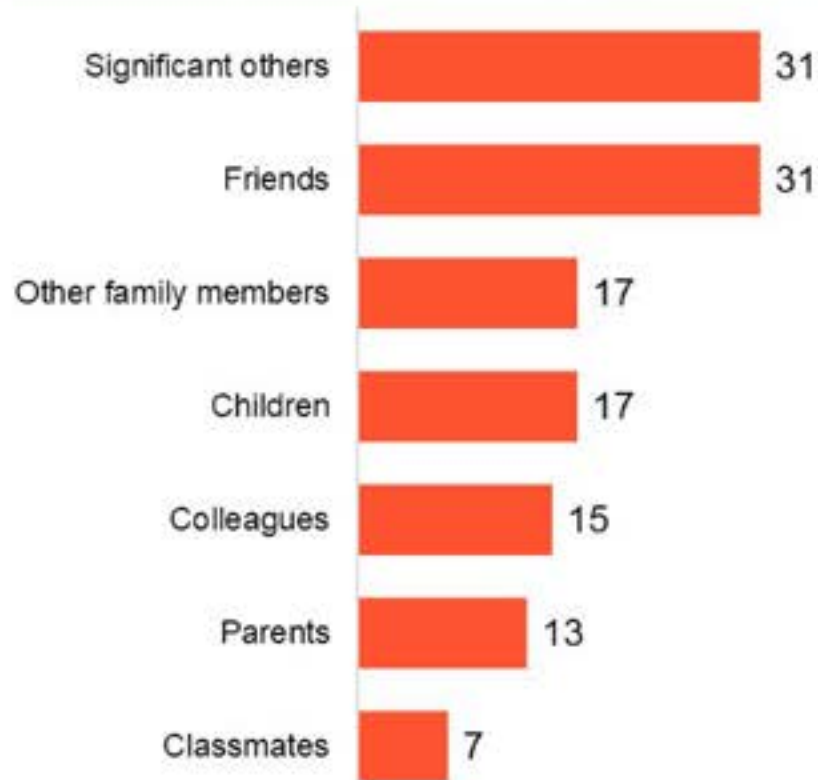
Base: U.S. Monthly Latino Podcast Listeners



Do you ever listen to podcasts together with...?

% selecting group of people

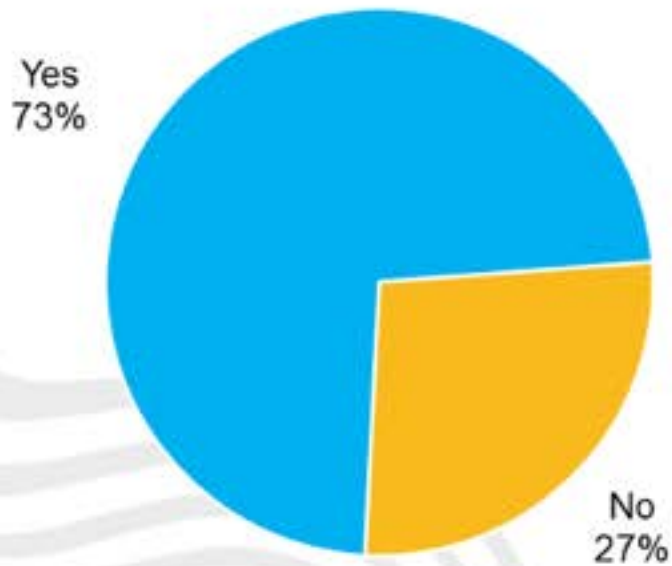
Base: U.S. Monthly Latino Podcast Listeners



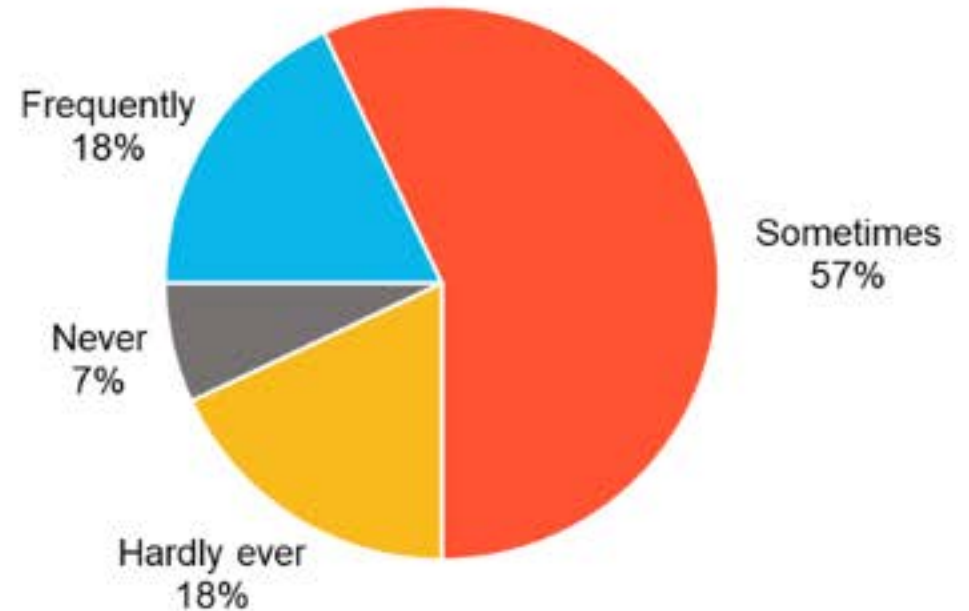
Podcasts take on a life of their own after they're downloaded

Base: U.S. Monthly Latino Podcast Listeners

Do you ever discuss podcasts with other people?



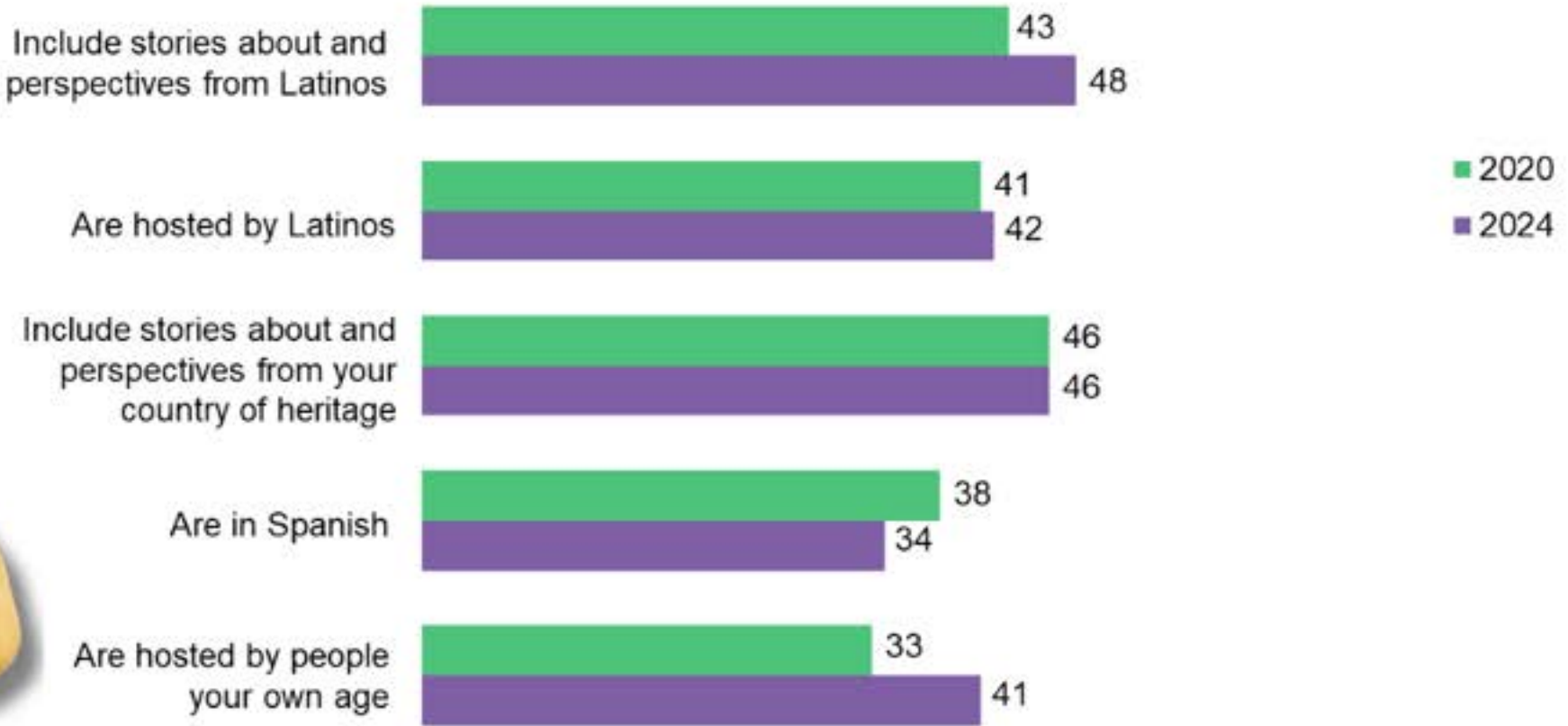
How often do you recommend podcasts to other people?



How important is it to you that the podcasts you listen to...?

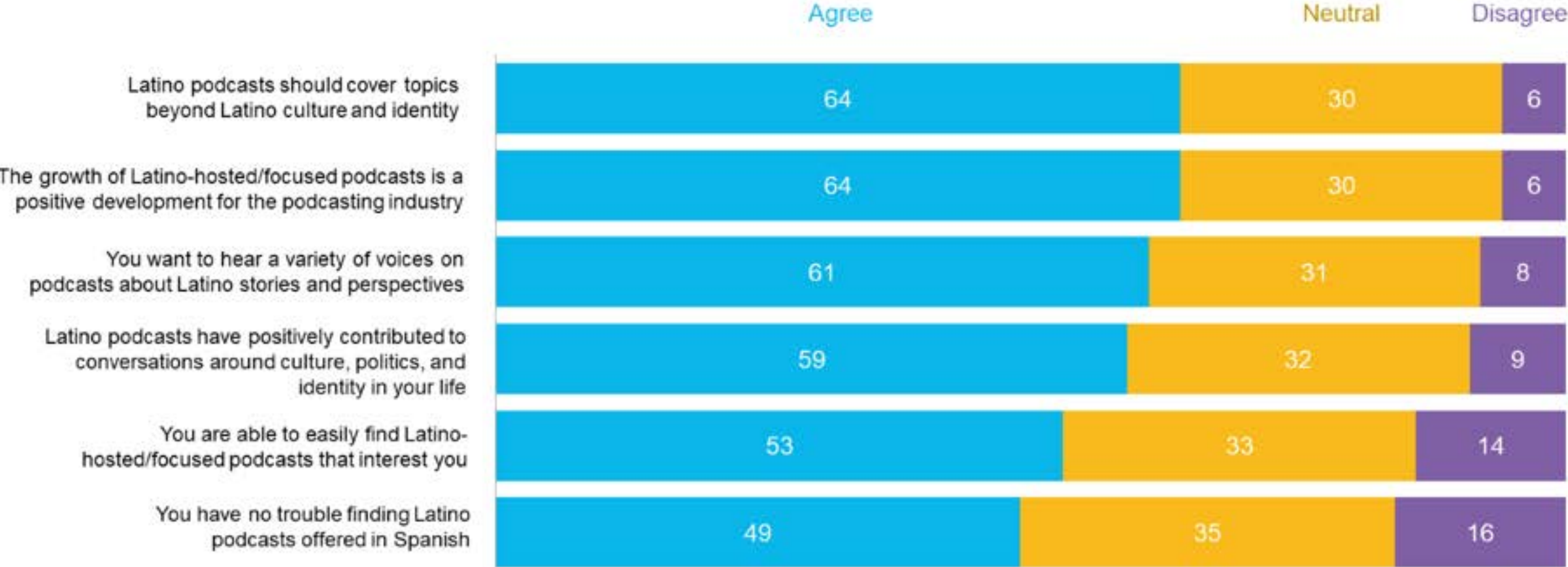
% saying 'very important' or 'somewhat important'

Base: U.S. Monthly Latino Podcast Listeners



How much do you agree with the following statements about Latino-focused podcasts?

Base: U.S. Monthly Latino Podcast Listeners



Advertising Perceptions

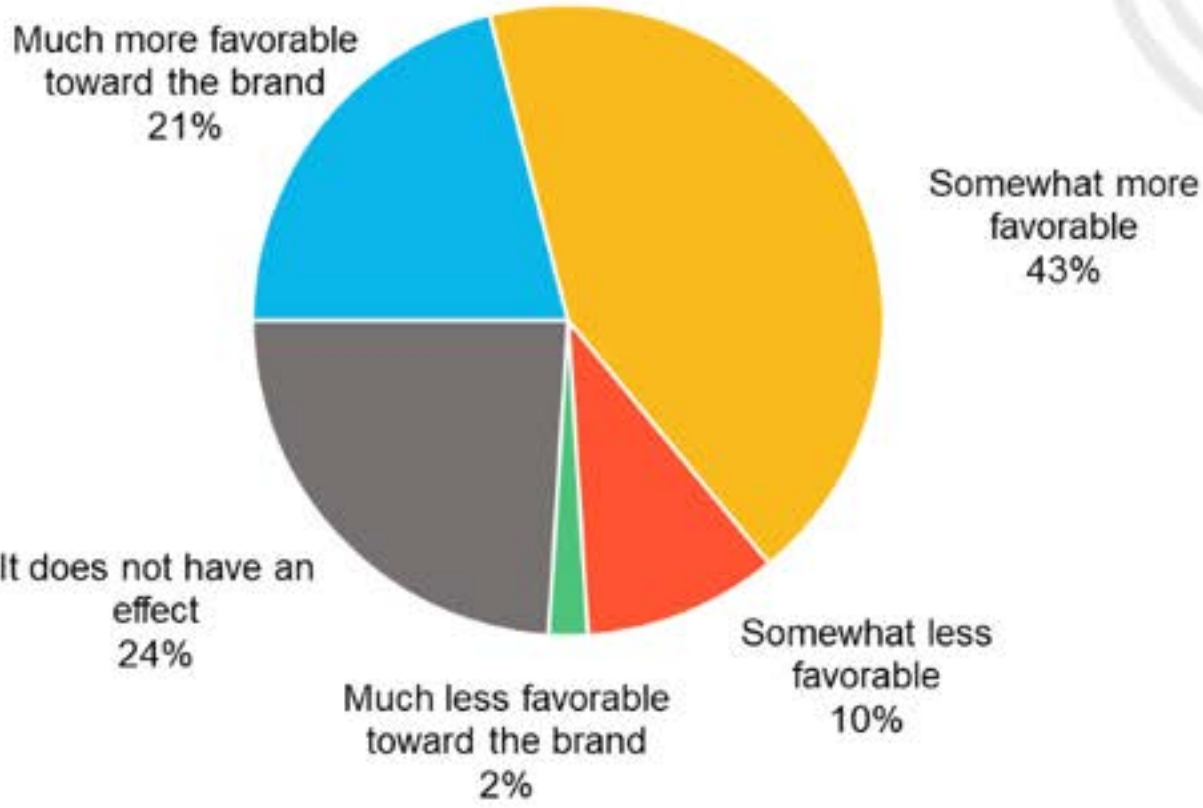


Latino Podcast Listener Report 2024

Overall, does knowing that brand advertises on podcasts hosted or produced by Latinos make you feel...?

Base: U.S. Monthly Latino Podcast Listeners

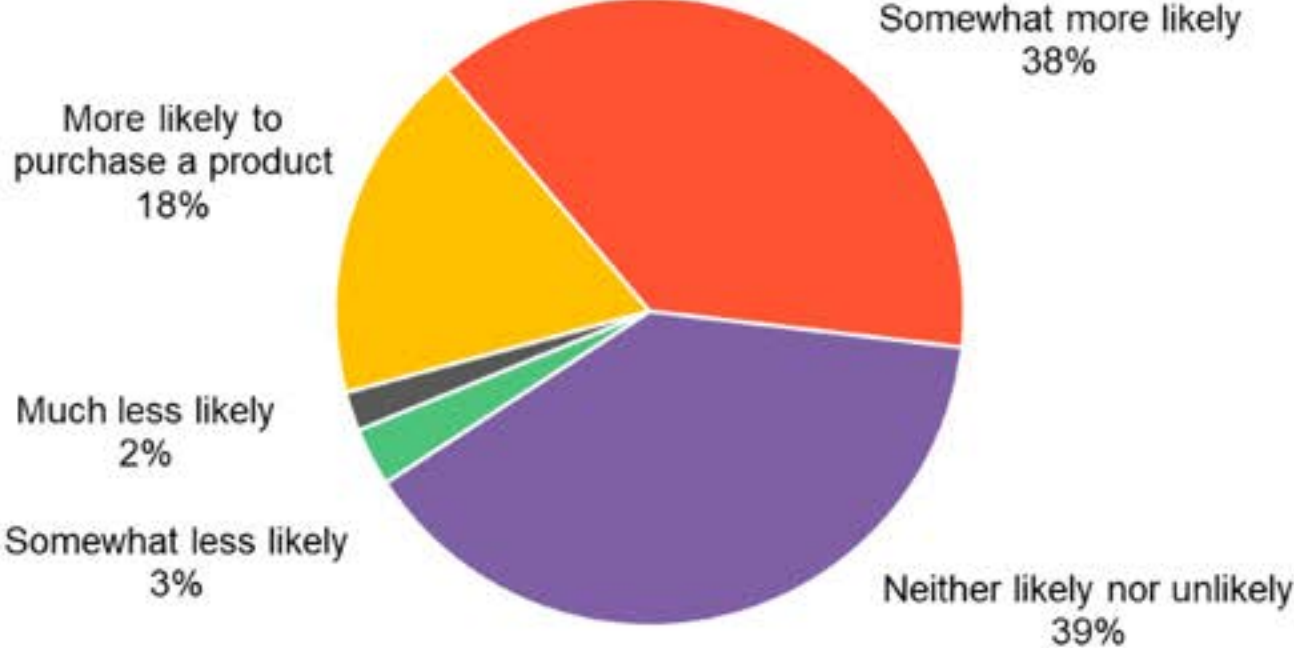
64% say more favorable



Compared to other places where you hear advertisements, does hearing an advertisement on a podcast make you...?

Base: U.S. Monthly Latino Podcast Listeners

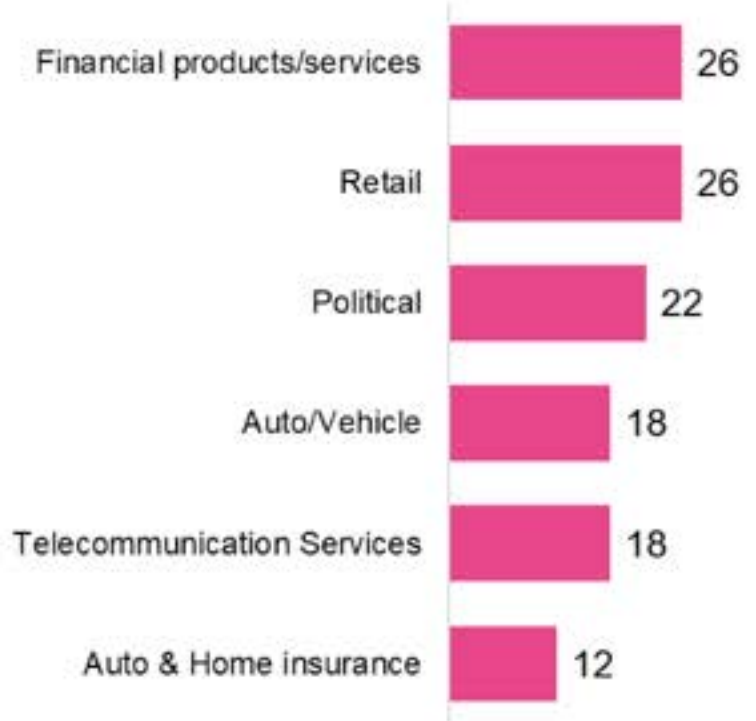
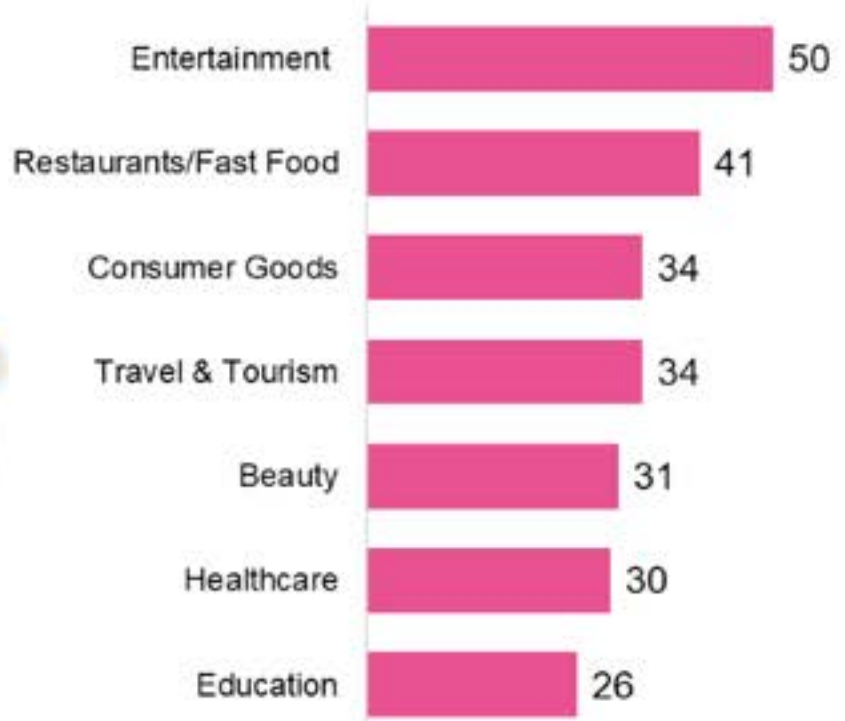
56% say 'more likely to purchase a product'



What types of products or services would be relevant to you on podcasts ads?

% selecting service

Base: U.S. Monthly Latino Podcast Listeners



Spanish Podcast Listening

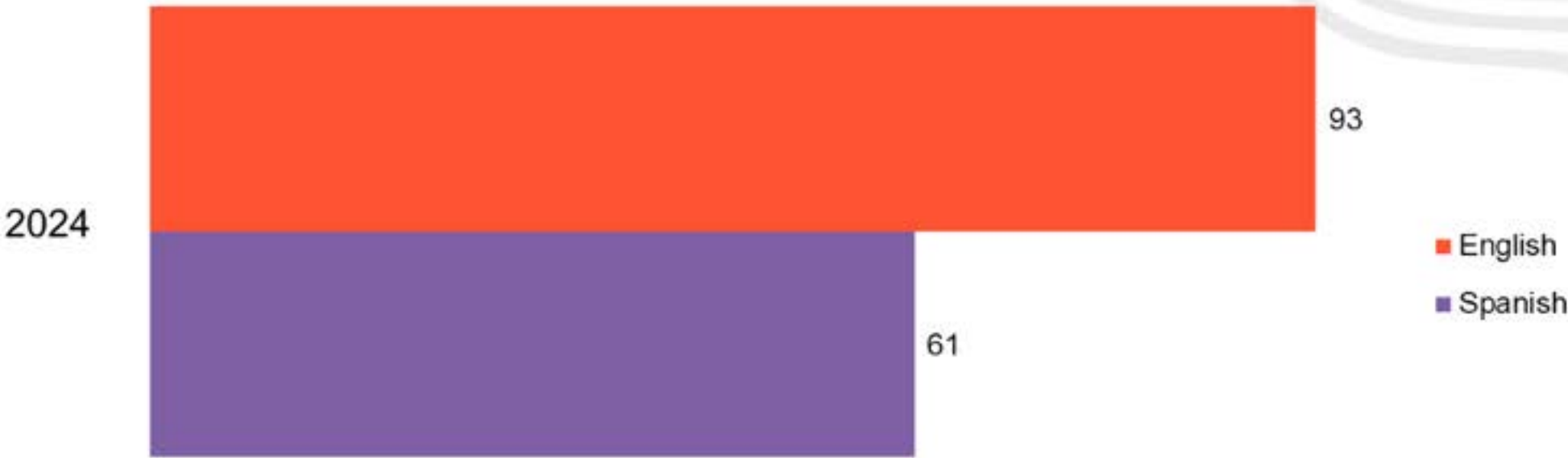


Latino Podcast Listener Report 2024

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

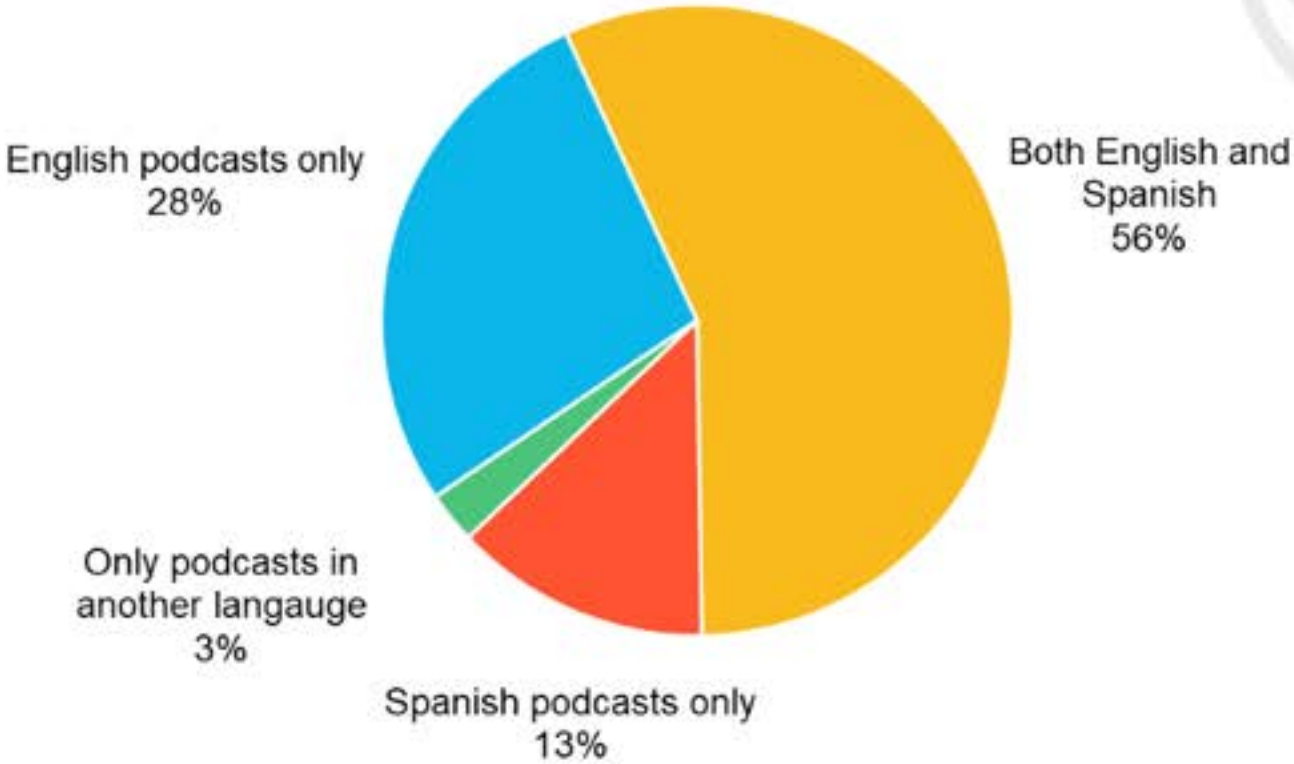
% saying yes

Base: U.S. Monthly Latino Podcast Listeners



Podcast listening by language

Base: U.S. Monthly Latino Podcast Listeners



Top five podcasts topics ever listened to on a Spanish-language podcast

U.S. Monthly Latino Podcast Listeners | Ever listened/watched a podcast mostly in Spanish

2020

1. Music
2. Comedy
3. LATAM News
4. Int'l News
5. TV & Movies

2024

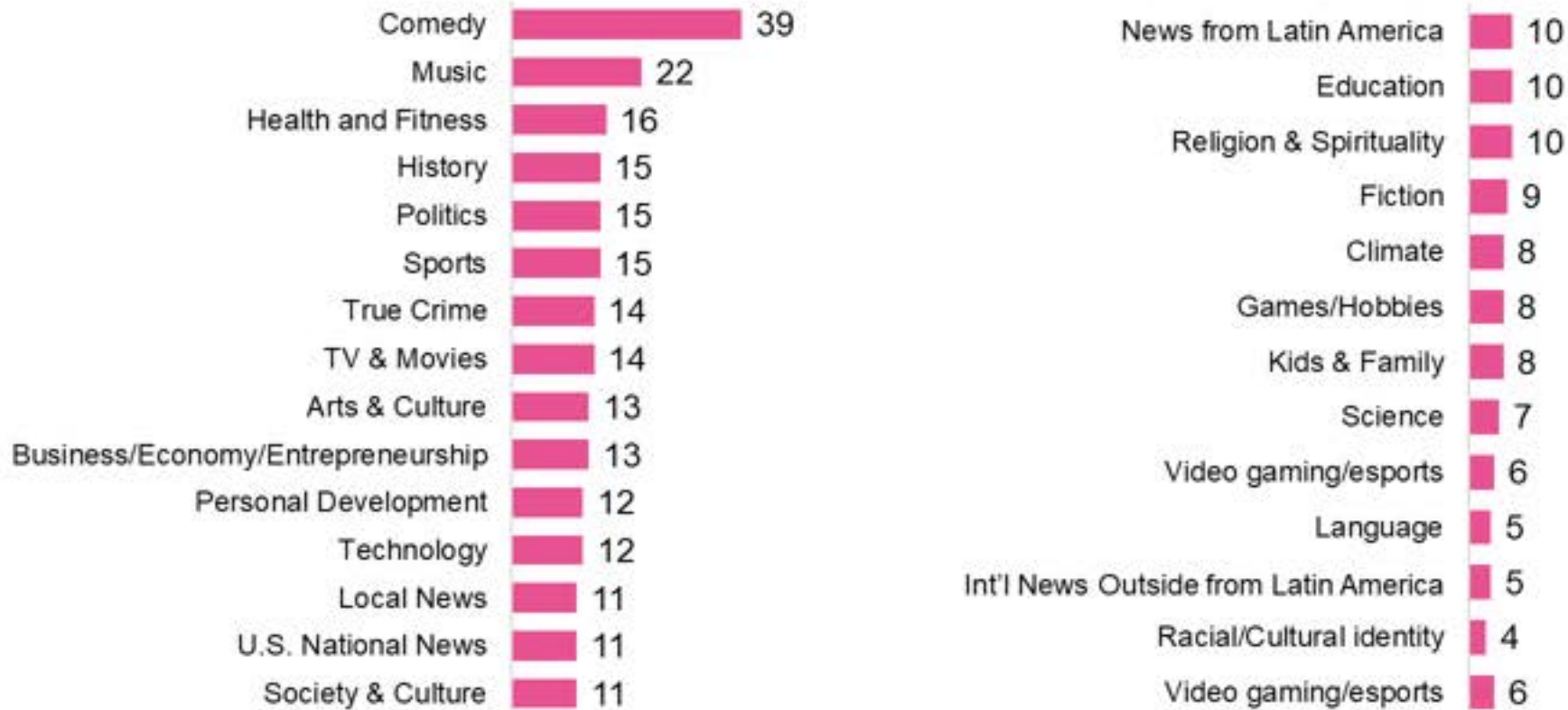
1. Comedy
2. Music
3. Health & Fitness
4. History
5. Politics (tied)
5. Sports (tied)



Which of the following topics do you ever listen to on a Spanish-language podcast?

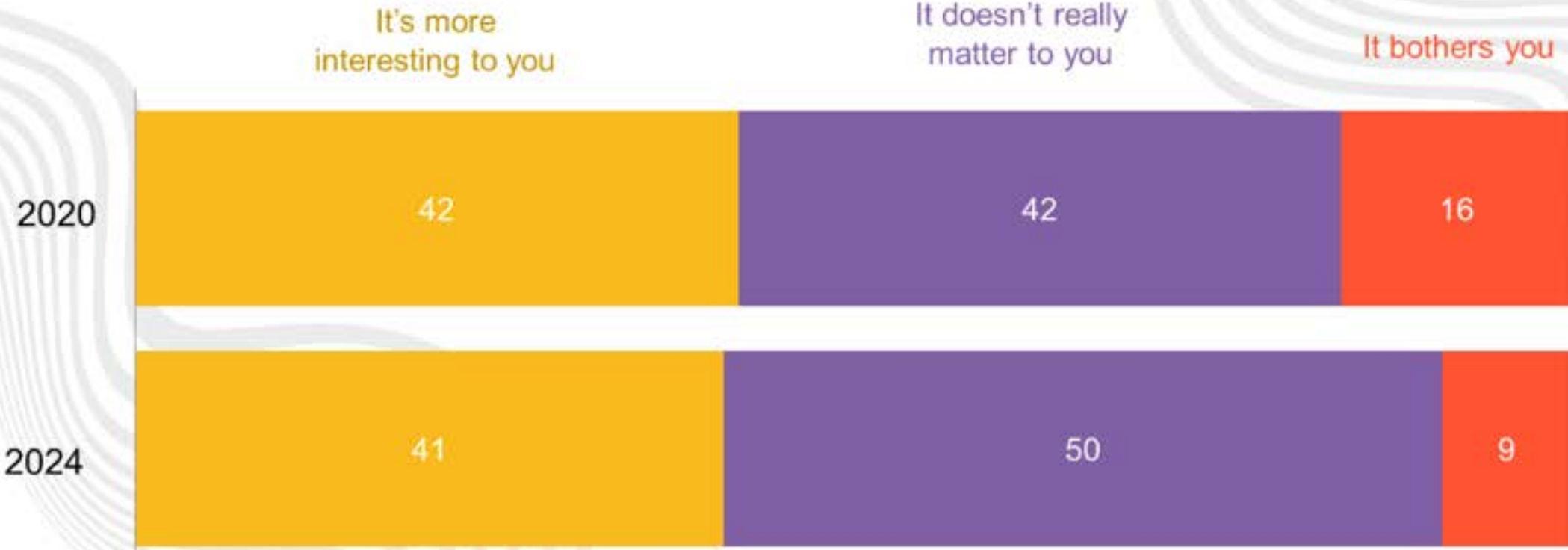
% saying yes

Base: U.S. Monthly Latino Podcast Listeners | Ever listened to or watched a podcast mostly in Spanish | 2024



How do you usually feel when you listen a Spanish-language podcast where the accent is different from your own

Base: U.S. Monthly Latino Podcast Listeners



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