



# SUPER LISTENERS 2021



# Share of Ear<sup>®</sup>

Americans' Share of Time Spent  
Listening to Audio Sources  
**Q4 2021**



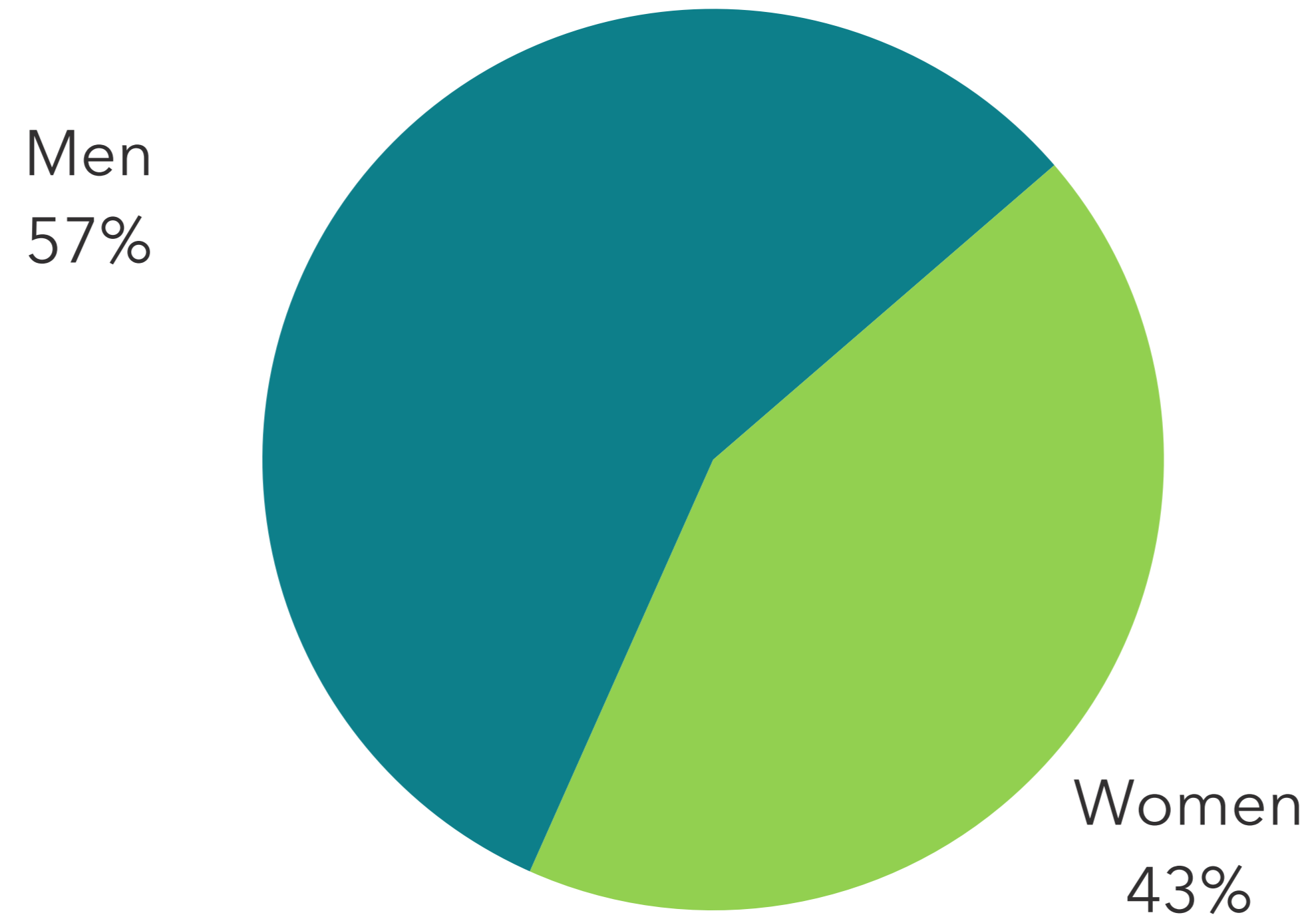


# WHO ARE SUPER LISTENERS?

## SURVEY METHODOLOGY

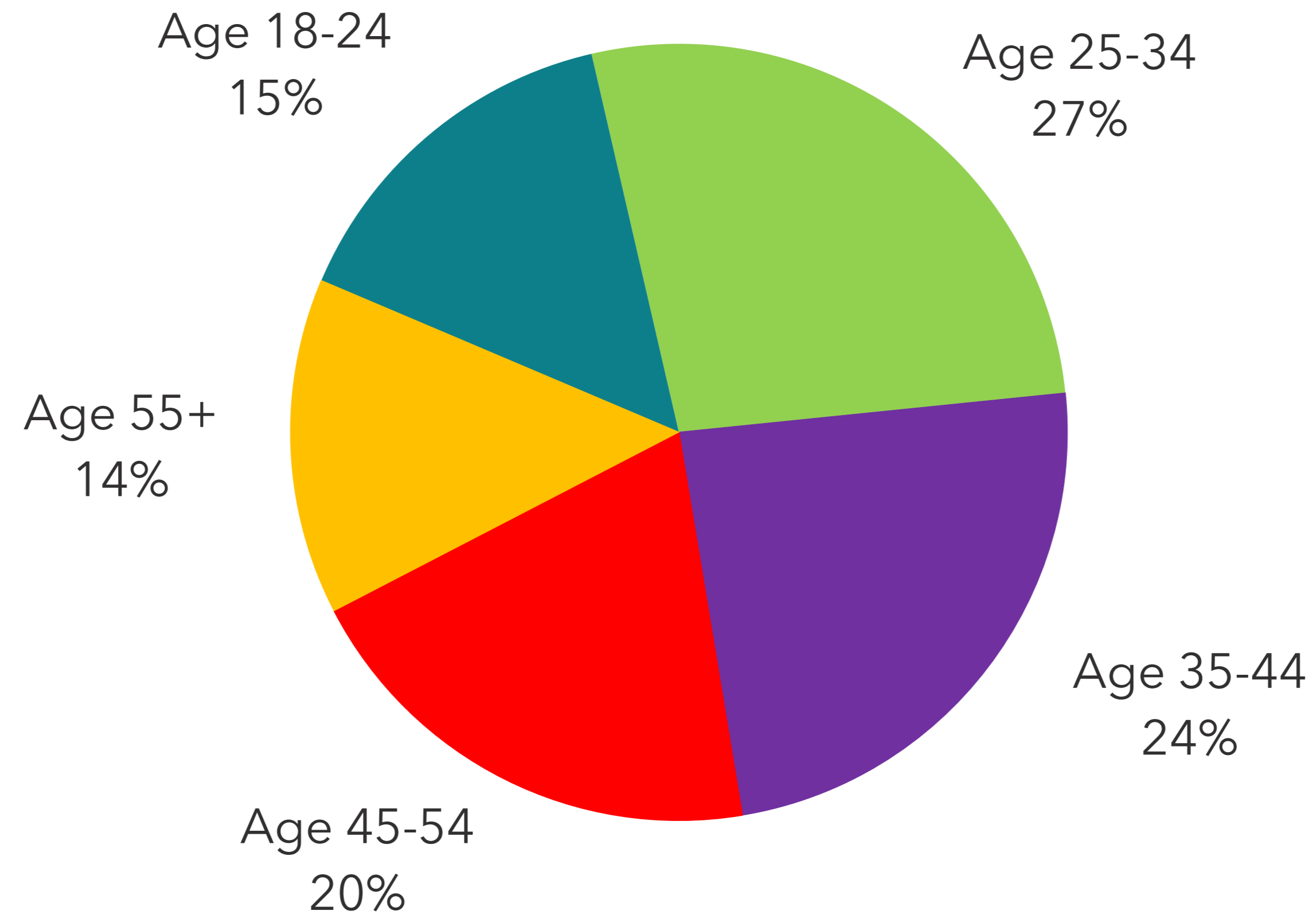
- 1,000 online interviews conducted in November 2021
- Trended with Super Listeners 2019/2020 studies
- All respondents reported listening to podcasts for at least 5 hours per week
- Data were weighted by age, sex, and race to reflect the demographics of weekly podcast listeners as found in the Infinite Dial

# SUPER LISTENER DEMOGRAPHICS: GENDER



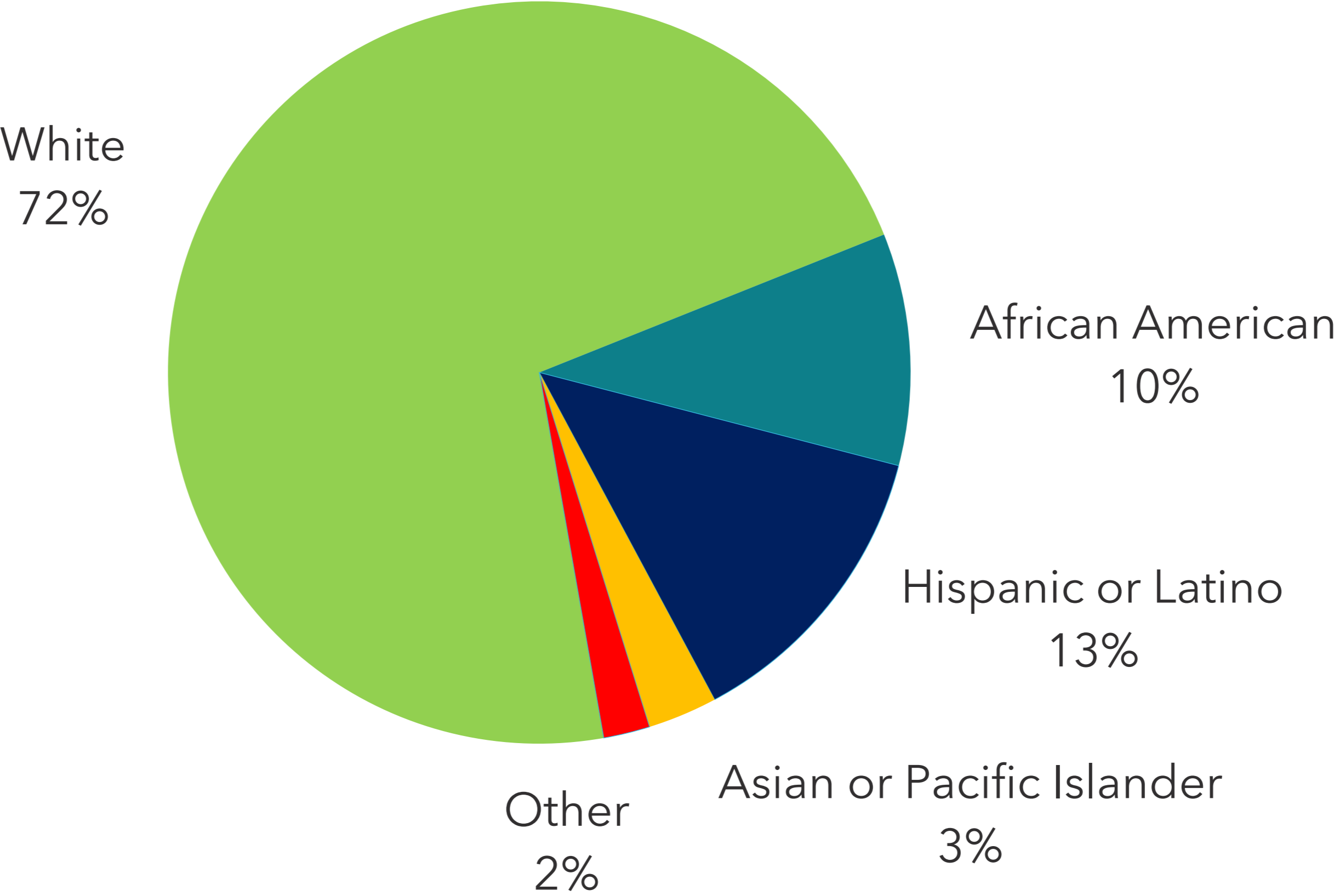
Base: Listen to podcasts for at least 5 hours per week

# SUPER LISTENER DEMOGRAPHICS: AGE



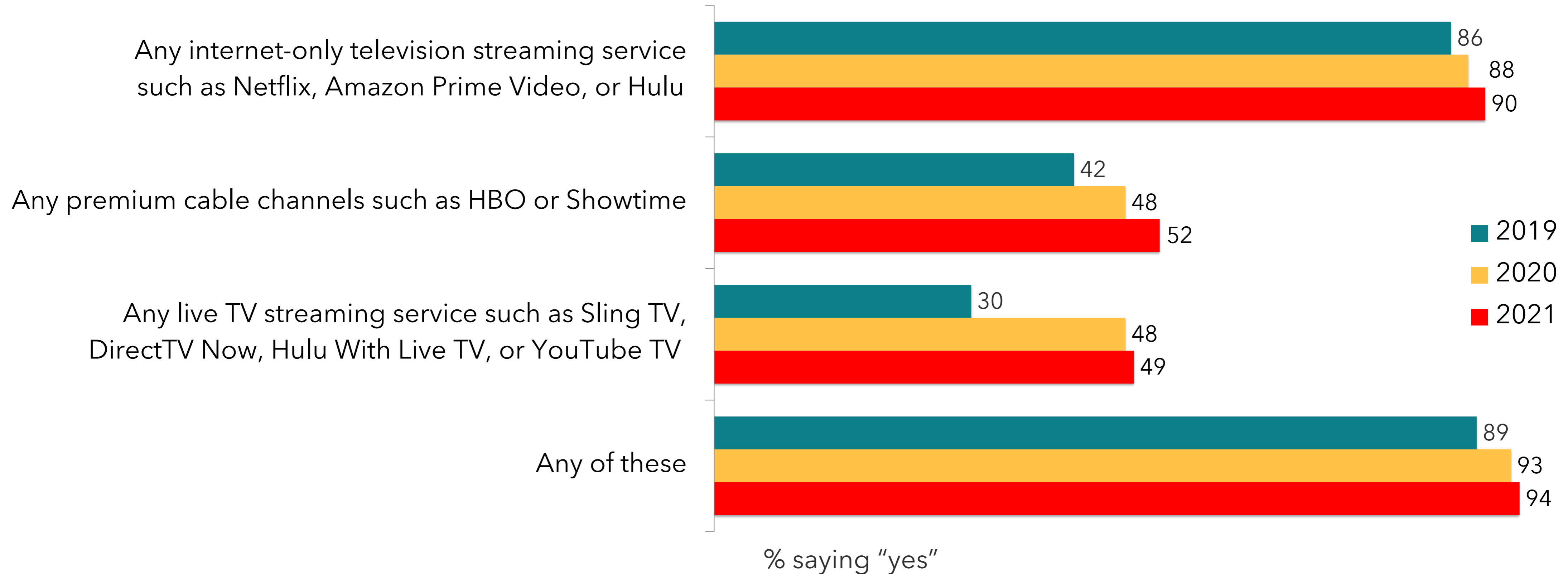
Base: Listen to podcasts for at least 5 hours per week

# SUPER LISTENER DEMOGRAPHICS: ETHNICITY



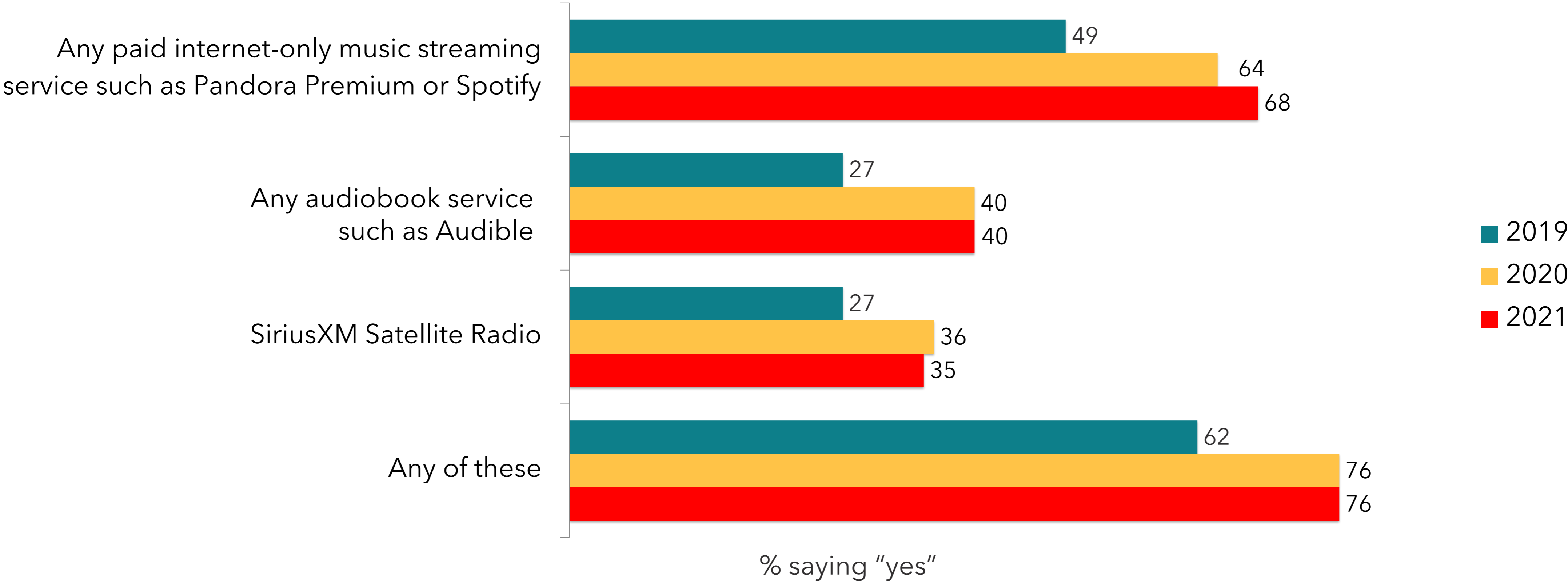
Base: Listen to podcasts for at least 5 hours per week

# DO YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO:



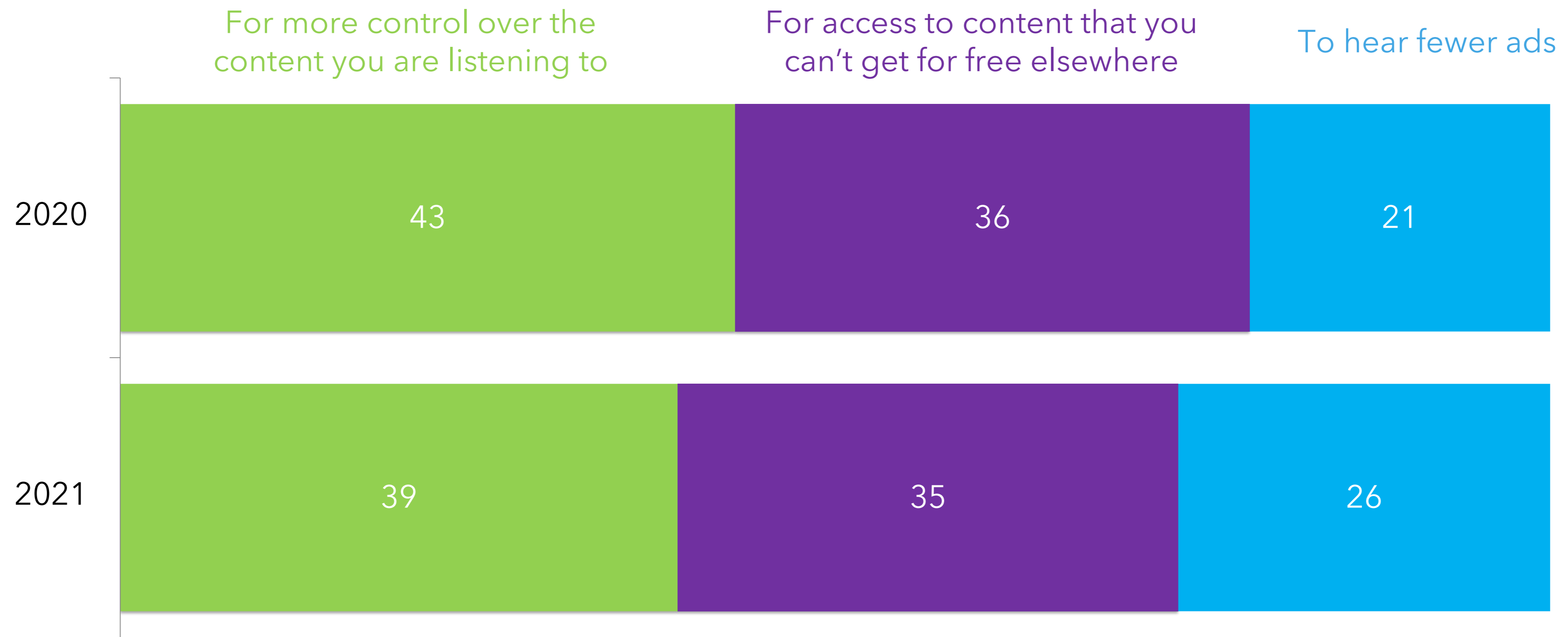
Base: Listen to podcasts for at least 5 hours per week

# DO YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO:



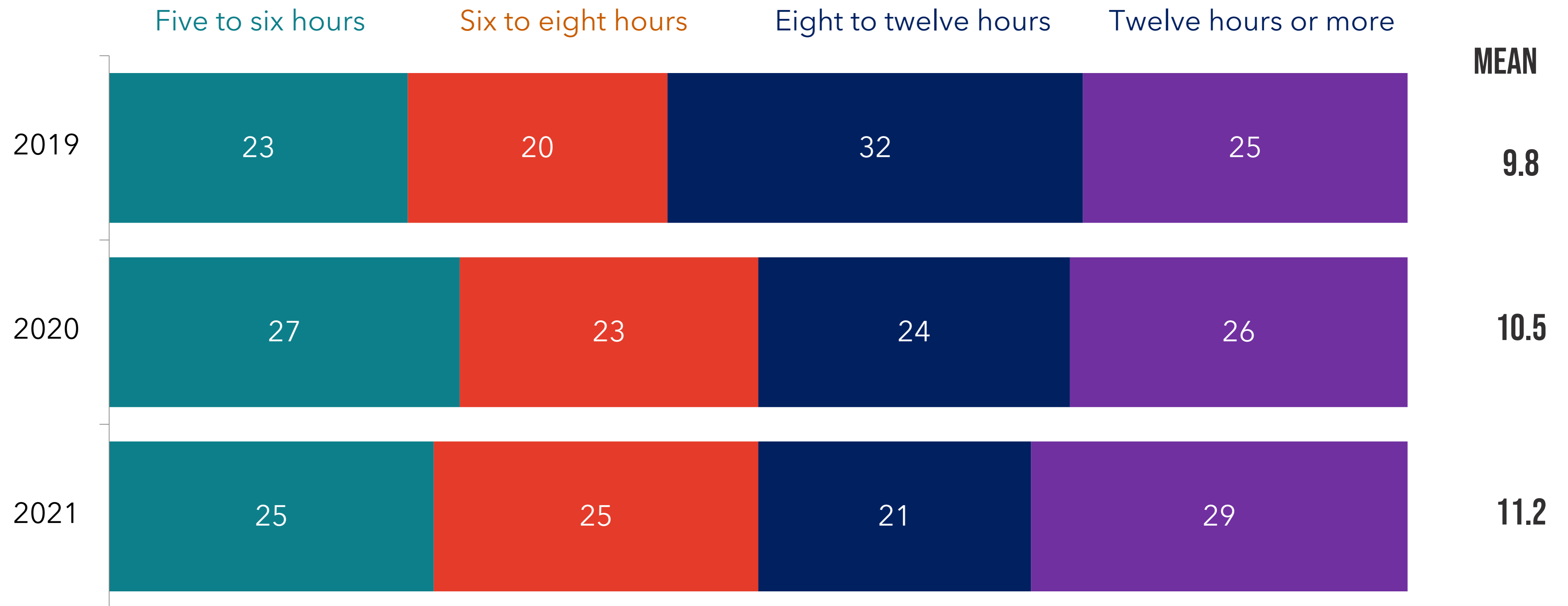
Base: Listen to podcasts for at least 5 hours per week

# WHICH OF THE FOLLOWING BEST DESCRIBES THE MOST IMPORTANT REASON WHY YOU CURRENTLY HAVE A PAID SUBSCRIPTION TO AN AUDIO LISTENING SERVICE?



Base: Listen to podcasts for at least 5 hours per week

# WEEKLY TIME SPENT LISTENING TO PODCASTS:



Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

37%

agree

2020

49%

agree

2021

50%

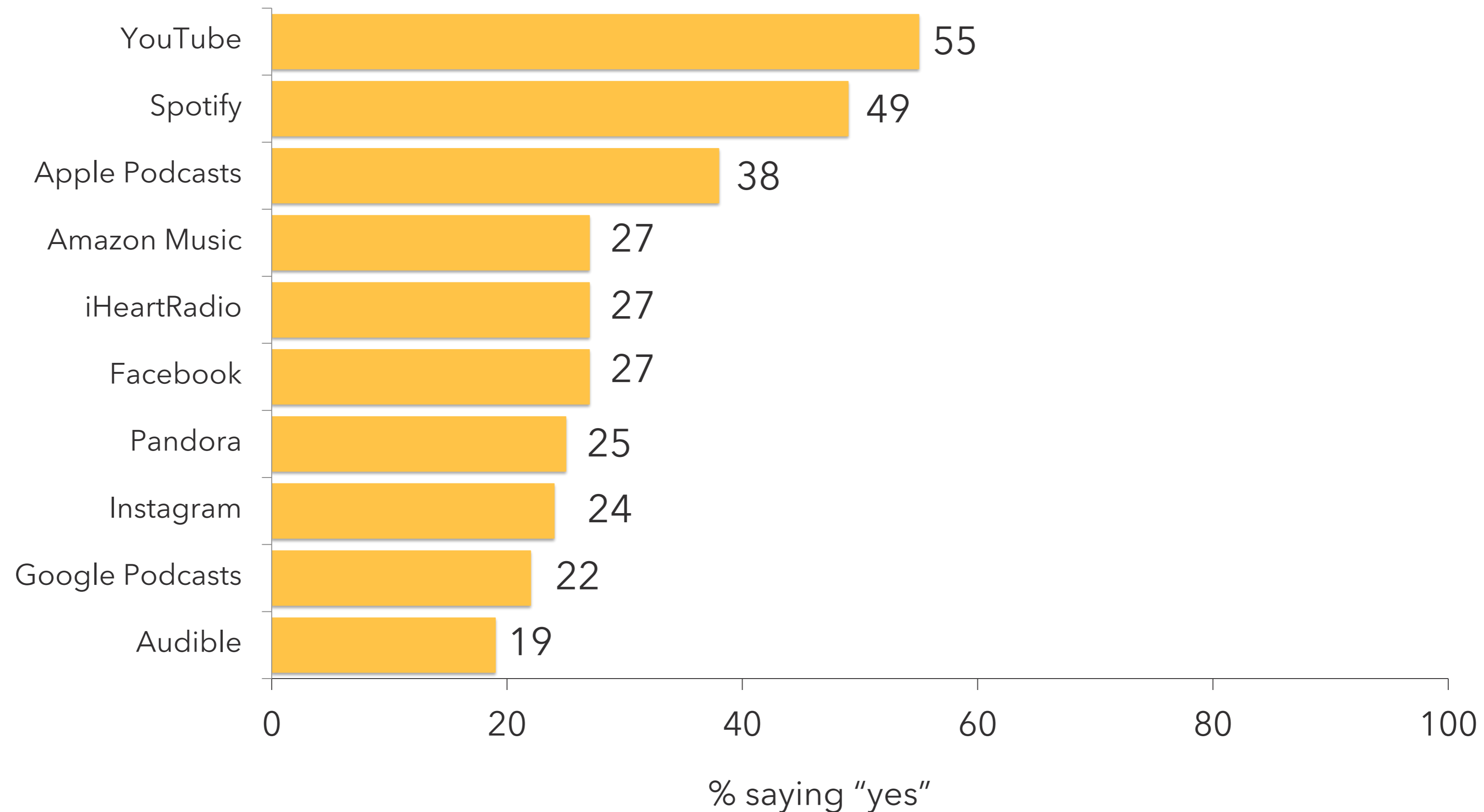
agree

Advertising on a podcast is the best way for a brand to reach you

% agreeing ('4' or '5' on a 5-point scale)

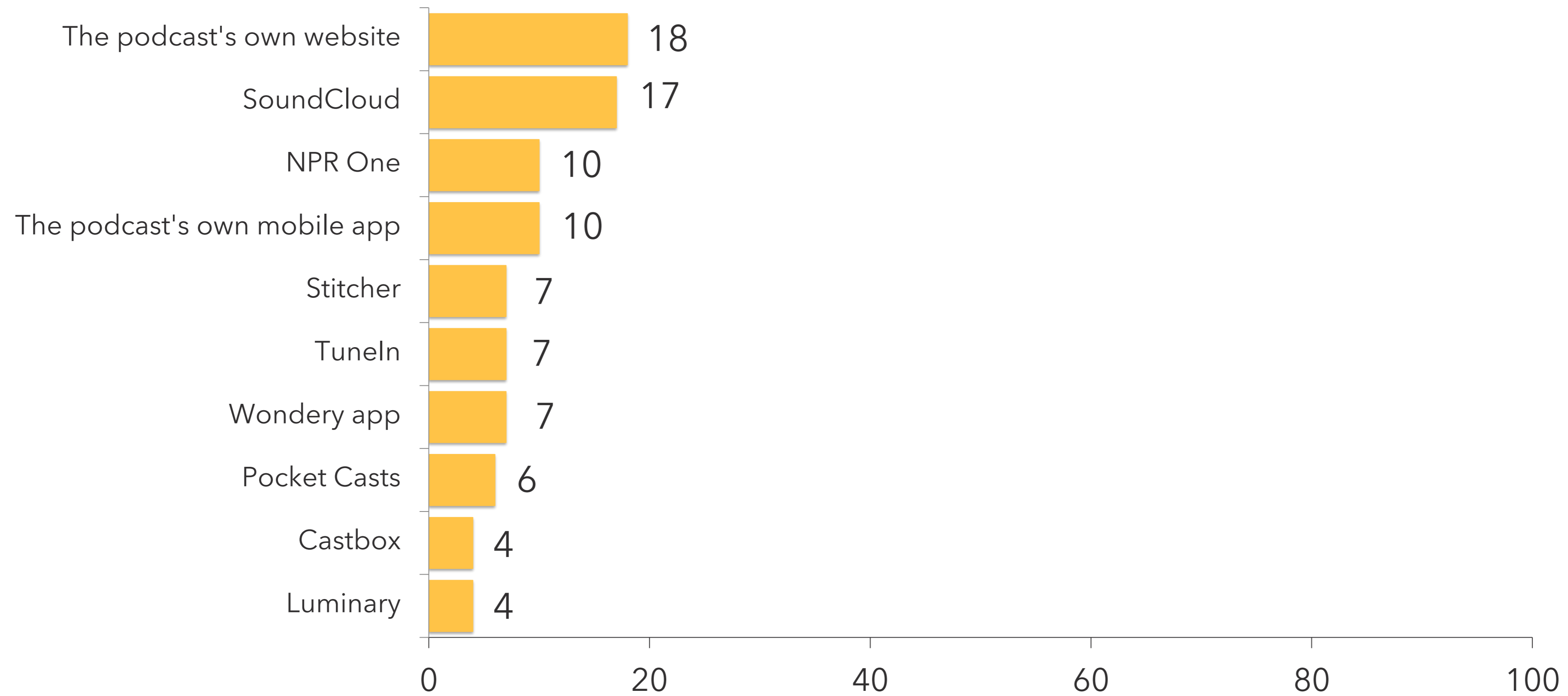
Base: Listen to podcasts for at least 5 hours per week

# DO YOU CURRENTLY EVER LISTEN TO PODCASTS THROUGH...



Base: Listen to podcasts for at least 5 hours per week

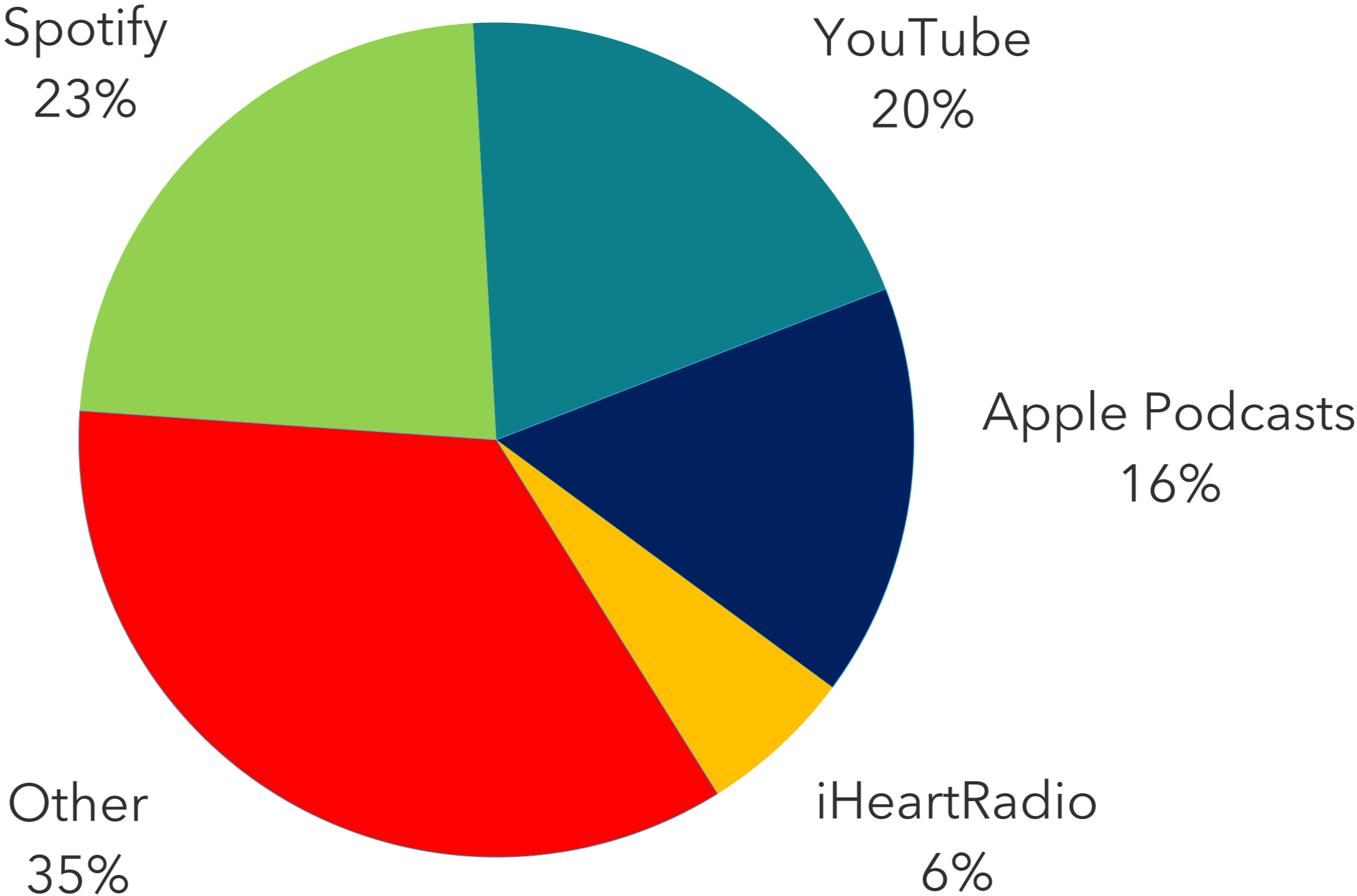
# DO YOU CURRENTLY EVER LISTEN TO PODCASTS THROUGH...



% saying "yes"

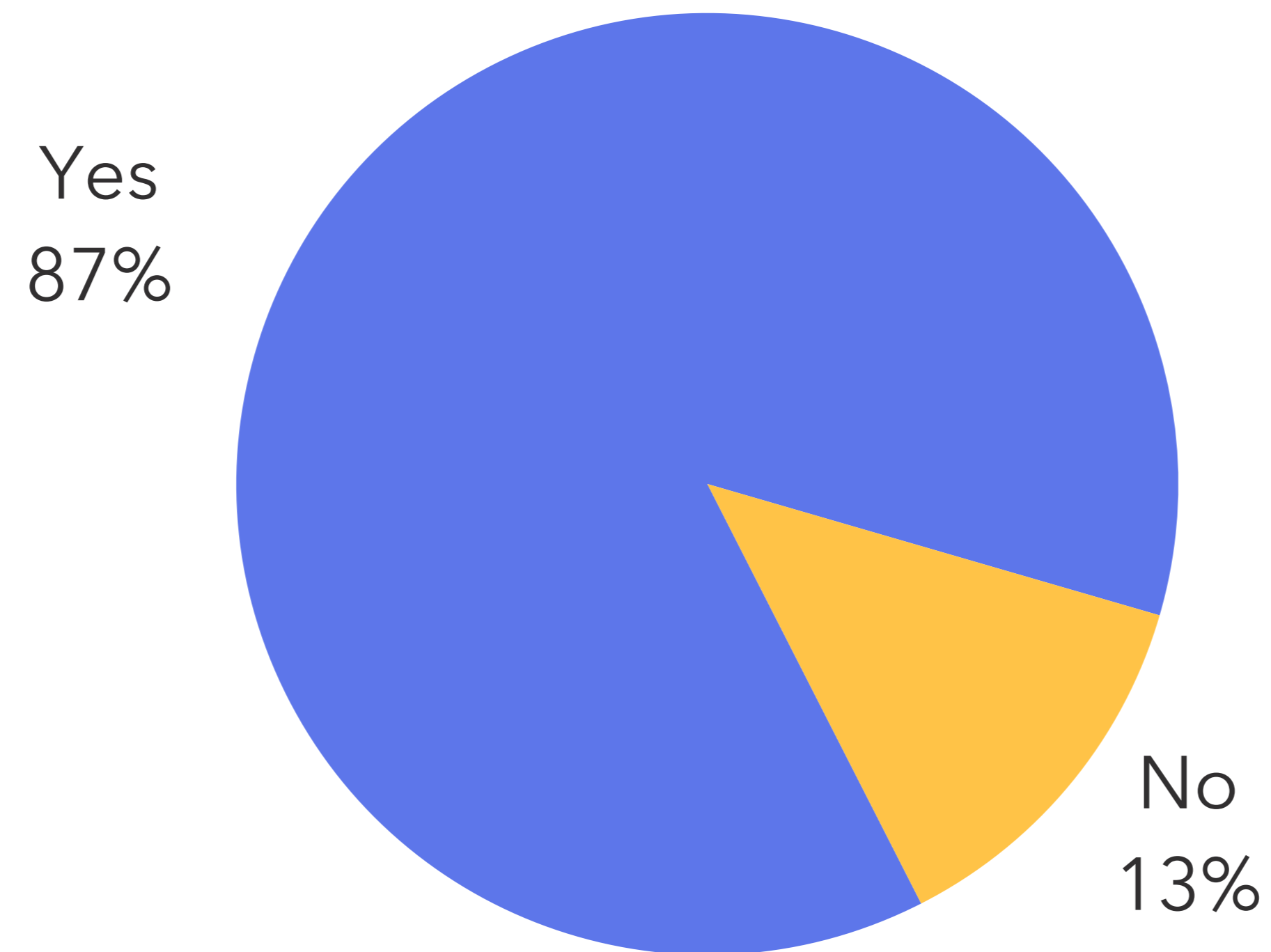
Base: Listen to podcasts for at least 5 hours per week

# ON WHICH SERVICE DO YOU MOST OFTEN LISTEN TO PODCASTS?



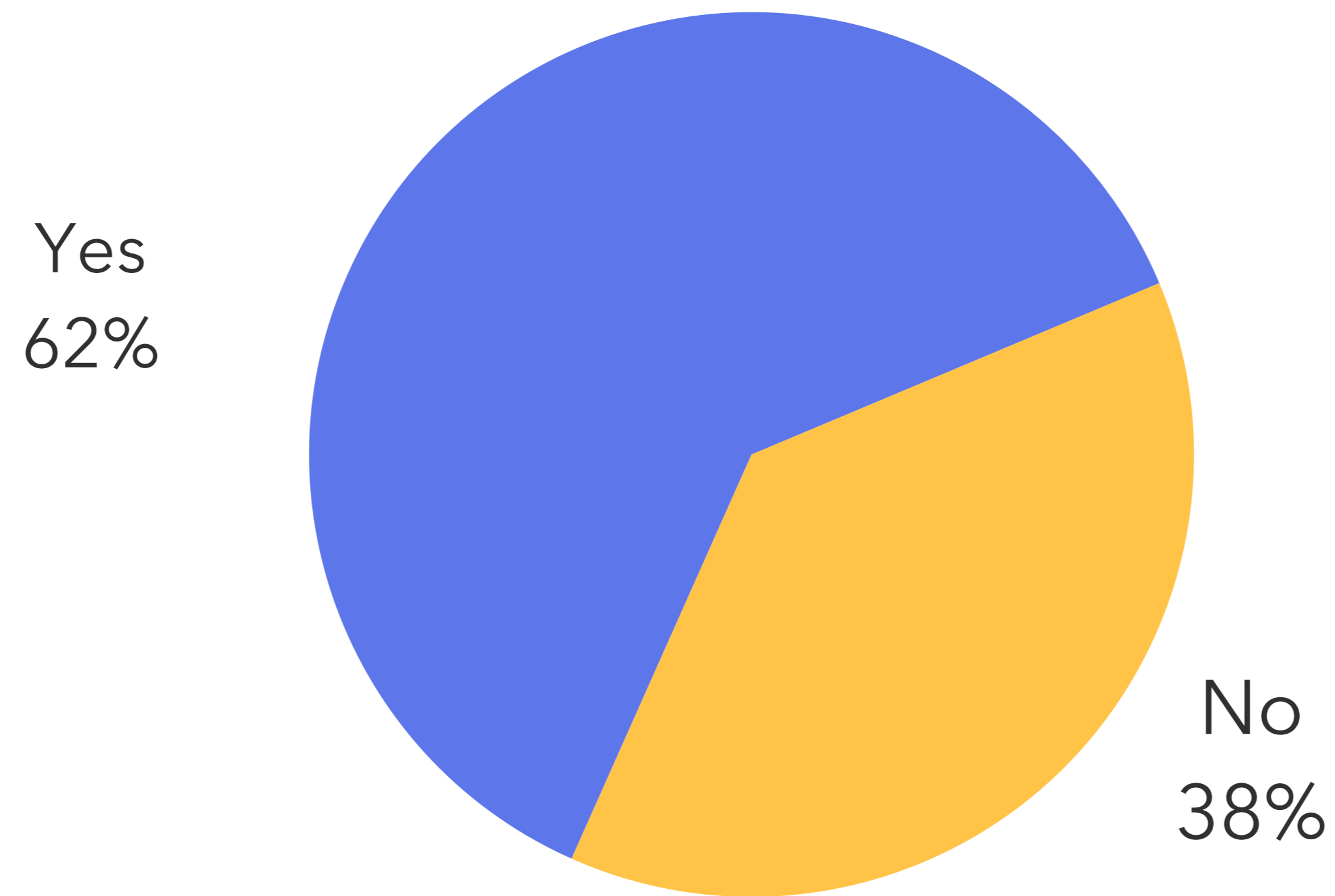
Base: Listen to podcasts for at least 5 hours per week

# IF YOUR FAVORITE PODCAST BECAME EXCLUSIVE TO A SPECIFIC SERVICE WOULD YOU BE WILLING TO USE THAT SERVICE?



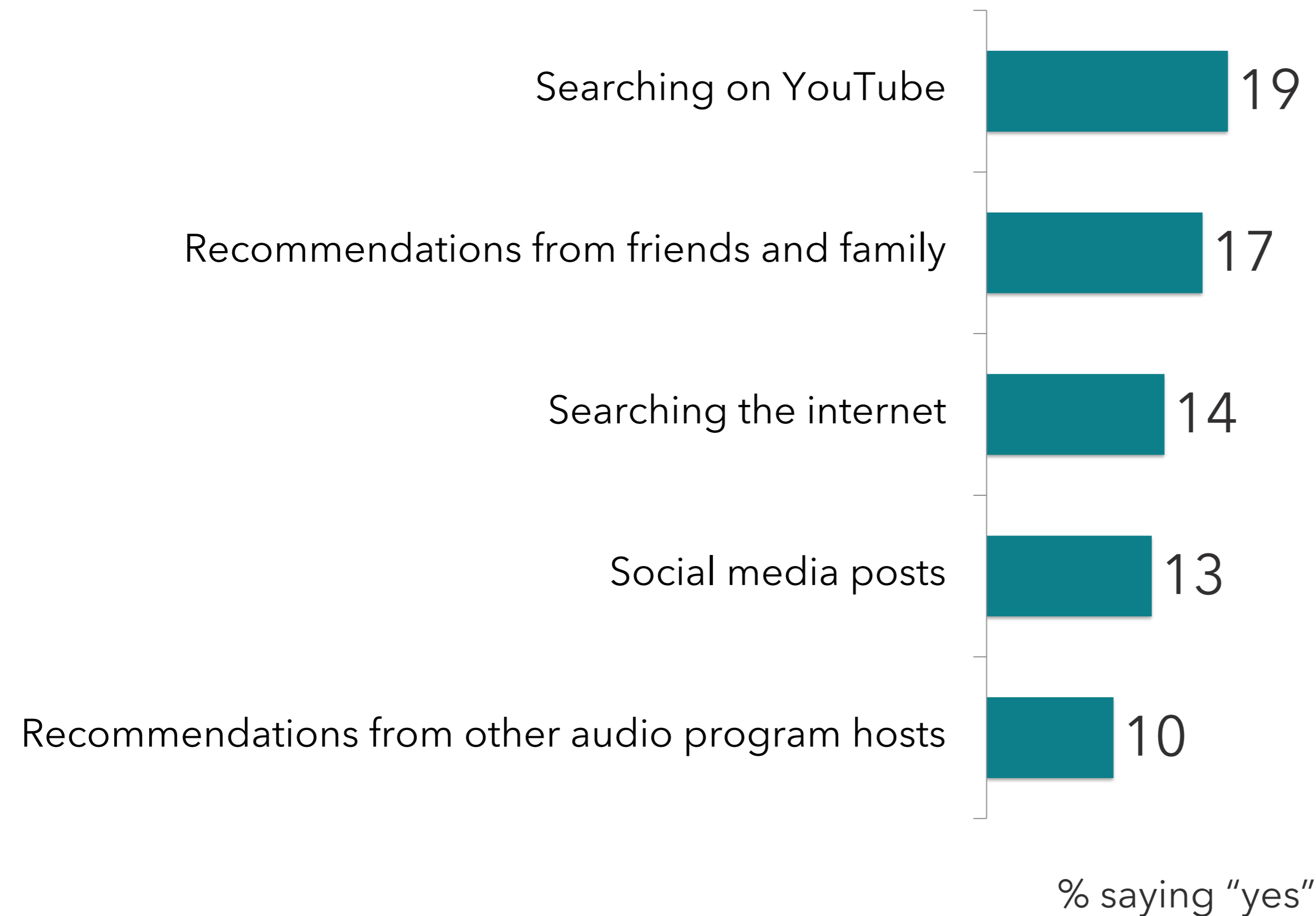
Base: Listen to podcasts for at least 5 hours per week

# IF YOUR FAVORITE PODCAST BECAME EXCLUSIVE TO A SPECIFIC SERVICE AND IT REQUIRED PAYMENT TO LISTEN, WOULD YOU BE WILLING TO SUBSCRIBE TO THAT SERVICE?



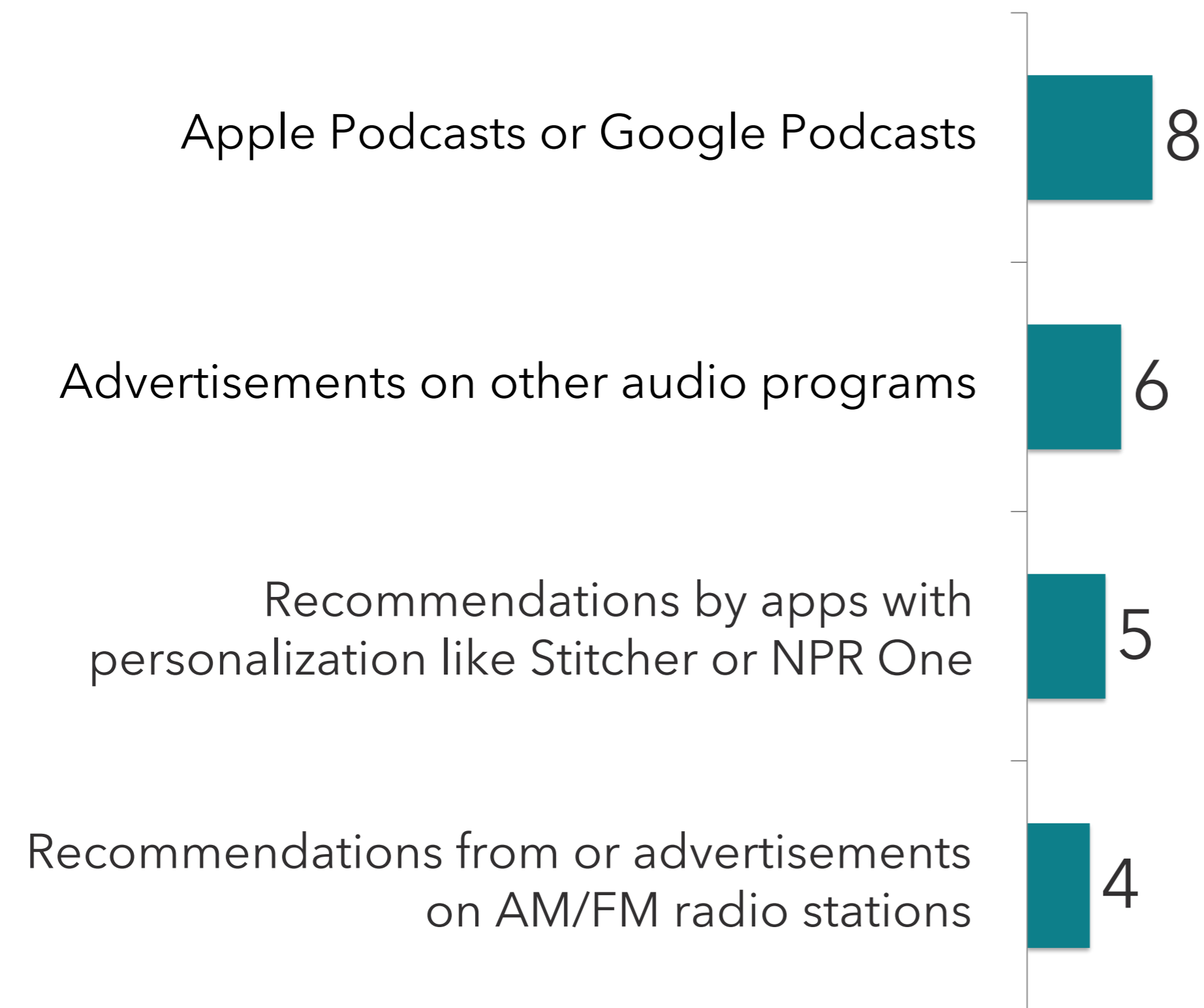
Base: Listen to podcasts for at least 5 hours per week

# IN GENERAL, HOW DO YOU DISCOVER PODCASTS MOST OFTEN?



Base: Listen to podcasts for at least 5 hours per week

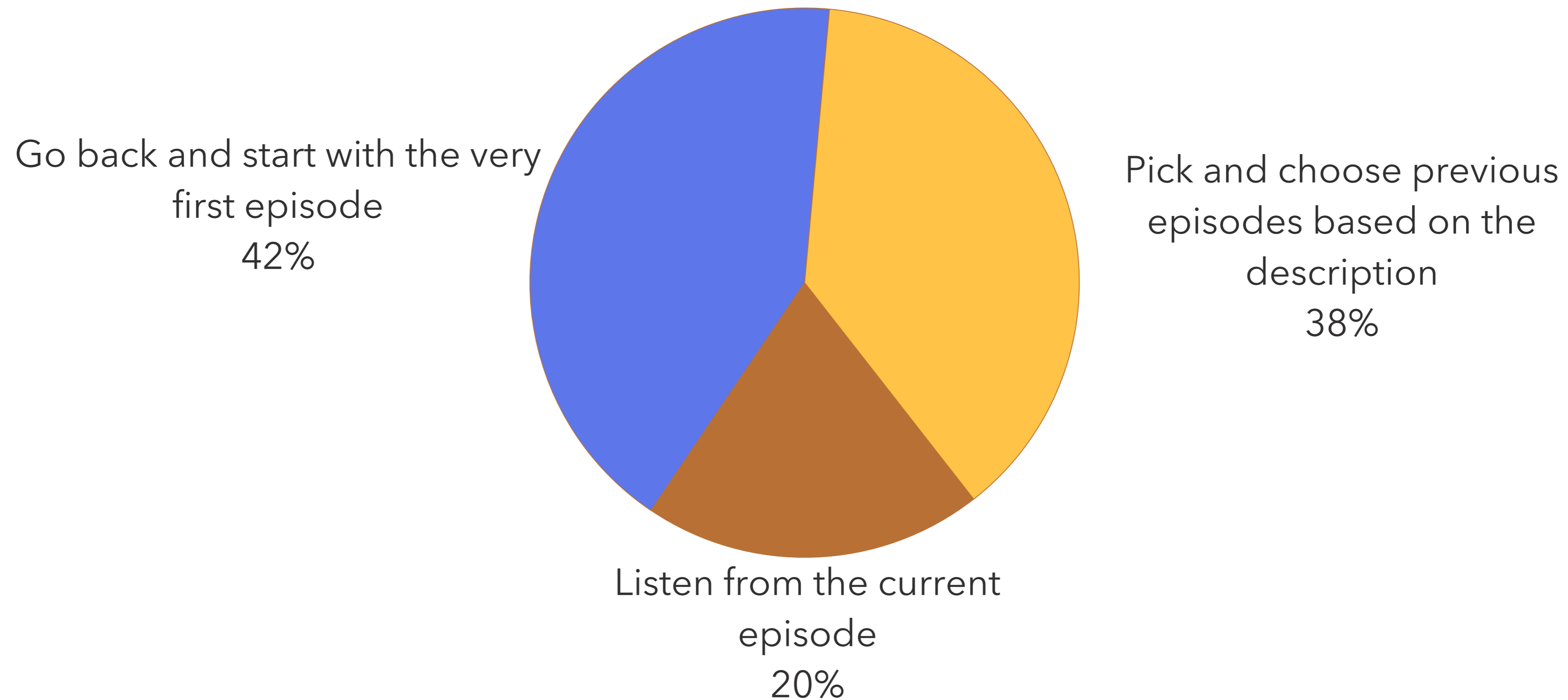
# IN GENERAL, HOW DO YOU DISCOVER PODCASTS MOST OFTEN?



% saying "yes"

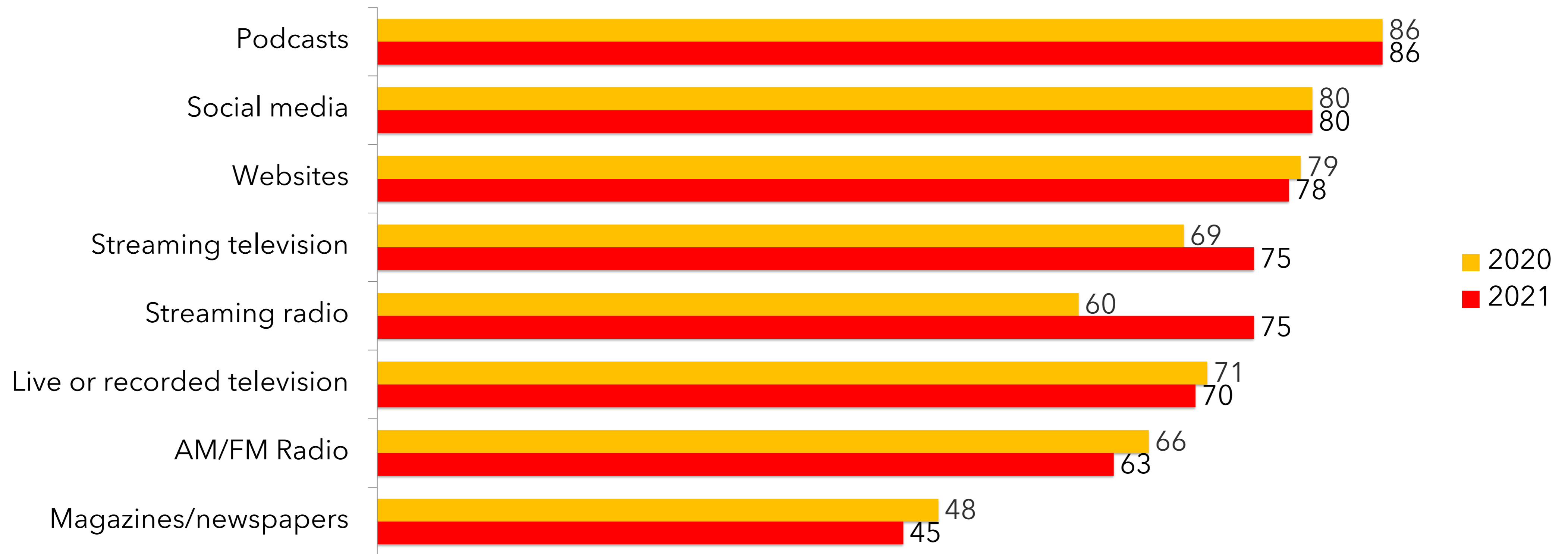
Base: Listen to podcasts for at least 5 hours per week

# IF YOU START LISTENING TO AN EXISTING PODCAST THAT IS NEW TO YOU, AND YOU DECIDE TO CONTINUE LISTENING TO THE SHOW, WHAT ARE YOU MOST INCLINED TO DO?



Base: Listen to podcasts for at least 5 hours per week

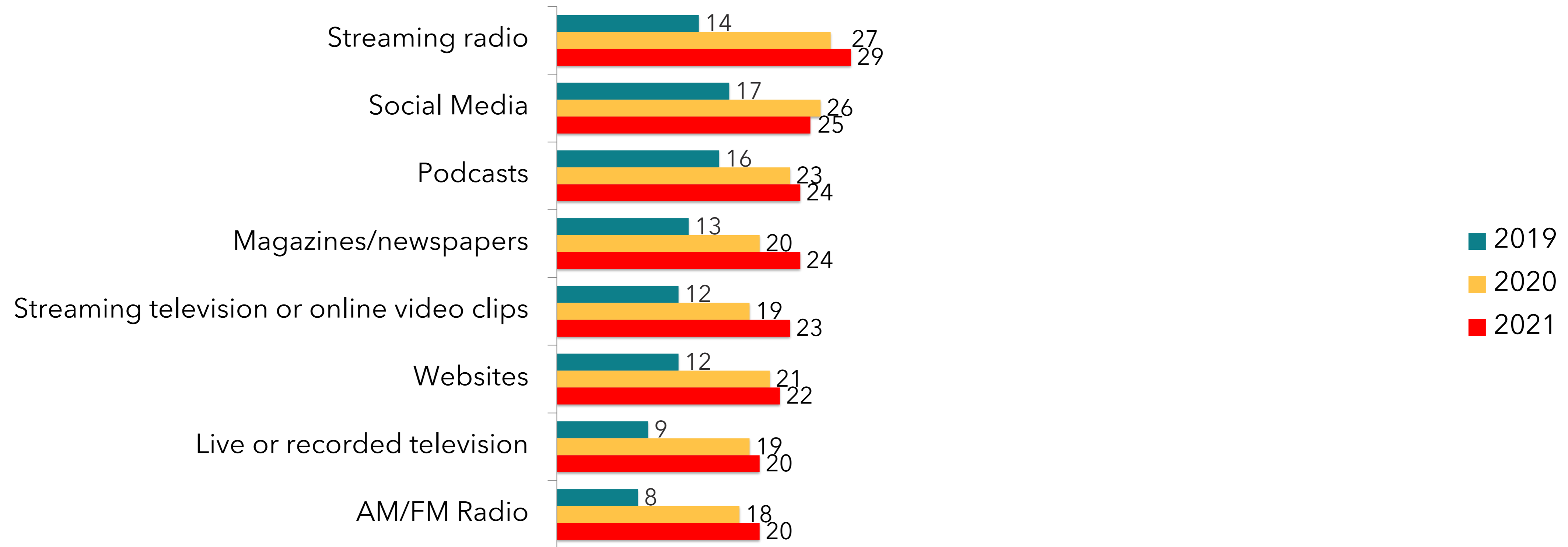
# IN THE LAST WEEK, HAVE YOU SEEN OR HEARD ADVERTISING IN ANY OF THE FOLLOWING PLACES?



% saying "yes"

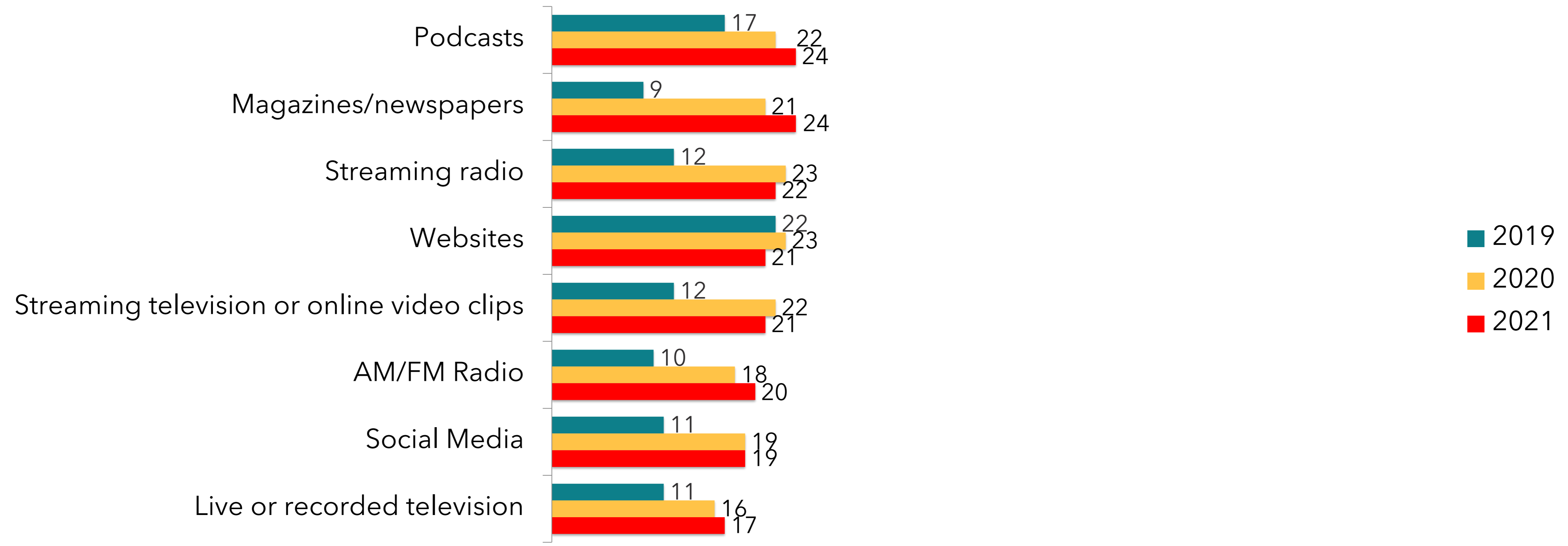
Base: Listen to podcasts for at least 5 hours per week

# AGREE/DISAGREE STATEMENT: THE PRODUCTS AND SERVICES YOU LEARN ABOUT ON [SOURCE] ARE GENERALLY RELEVANT TO YOUR INTERESTS?



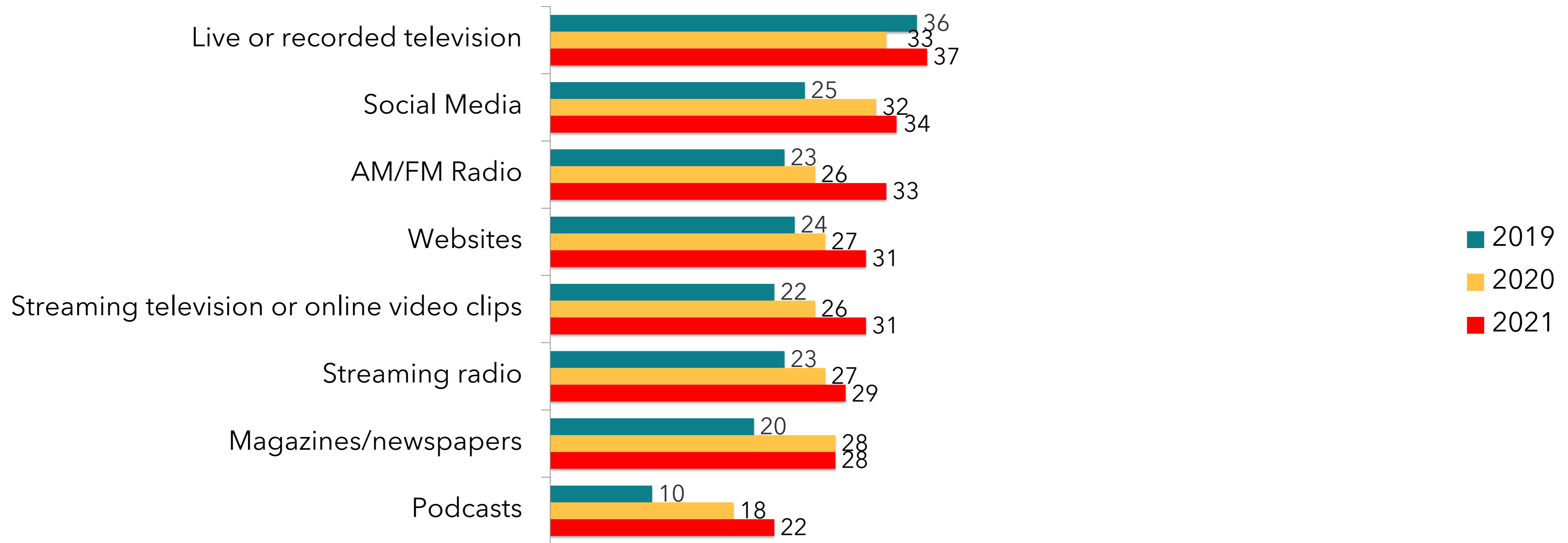
% saying "strongly agree" (5) on a 5-point scale  
Base: Listen to podcasts for at least 5 hours per week

# AGREE/DISAGREE STATEMENT: YOU ARE MORE WILLING TO CONSIDER PRODUCTS AND SERVICES AFTER YOU LEARN ABOUT THEM ON [SOURCE]?



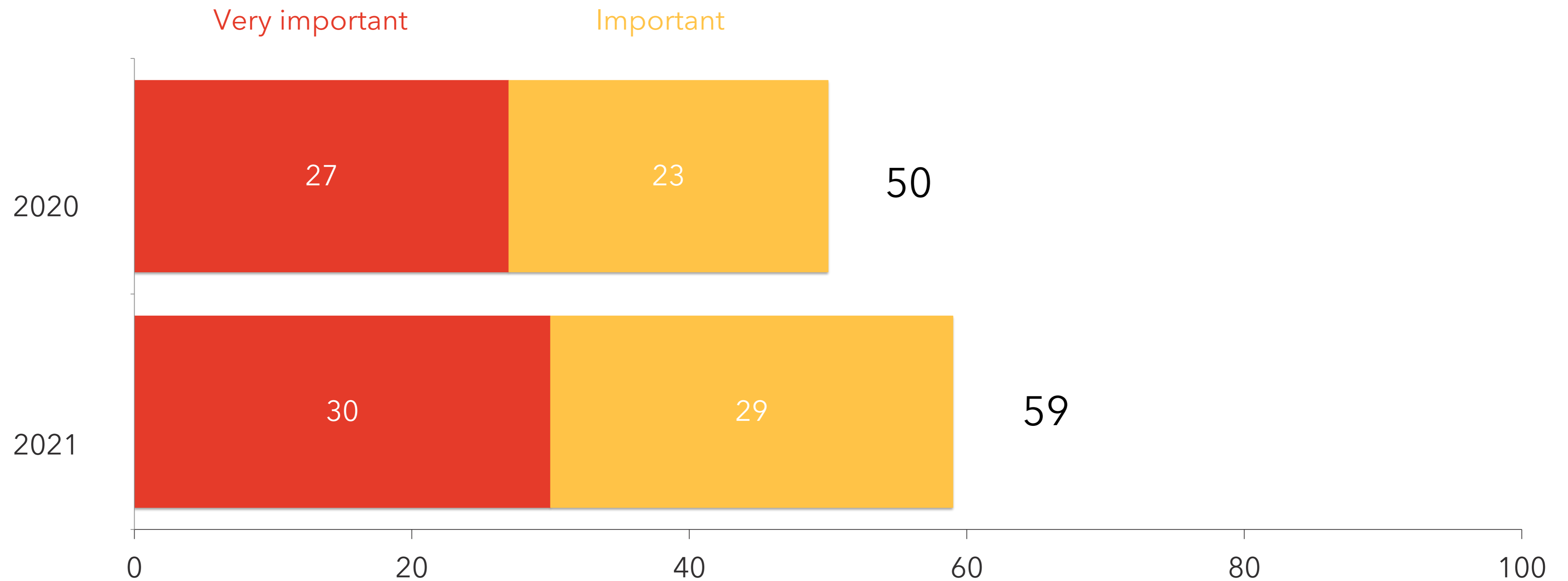
% saying "strongly agree" (5) on a 5-point scale  
Base: Listen to podcasts for at least 5 hours per week

# AGREE/DISAGREE STATEMENT: RELATIVE TO OTHER TYPES OF MEDIA, THERE ARE WAY TOO MANY ADVERTISEMENTS ON [SOURCE]?



% saying "strongly agree" (5) on a 5-point scale  
Base: Listen to podcasts for at least 5 hours per week

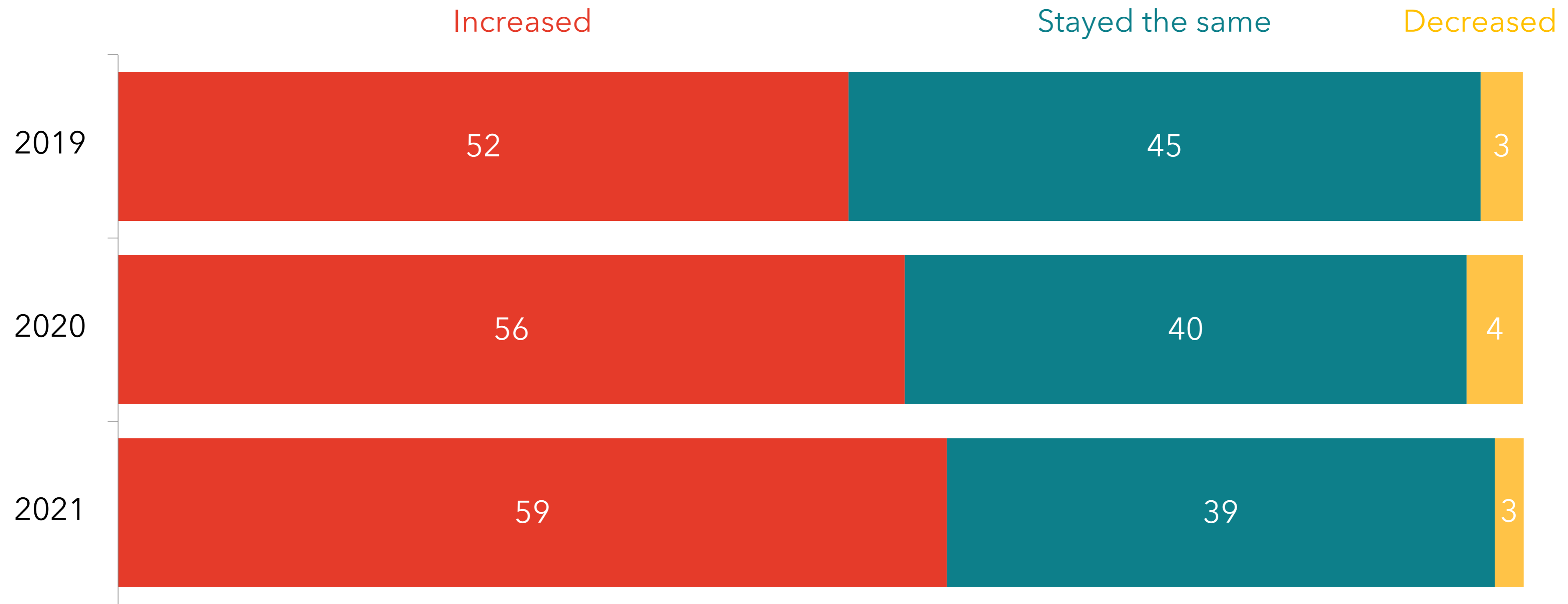
# HOW IMPORTANT IS IT TO YOU TO LIMIT YOUR EXPOSURE TO ADVERTISING?



% saying "very important" (5) or "important" (4) on a 5-point scale

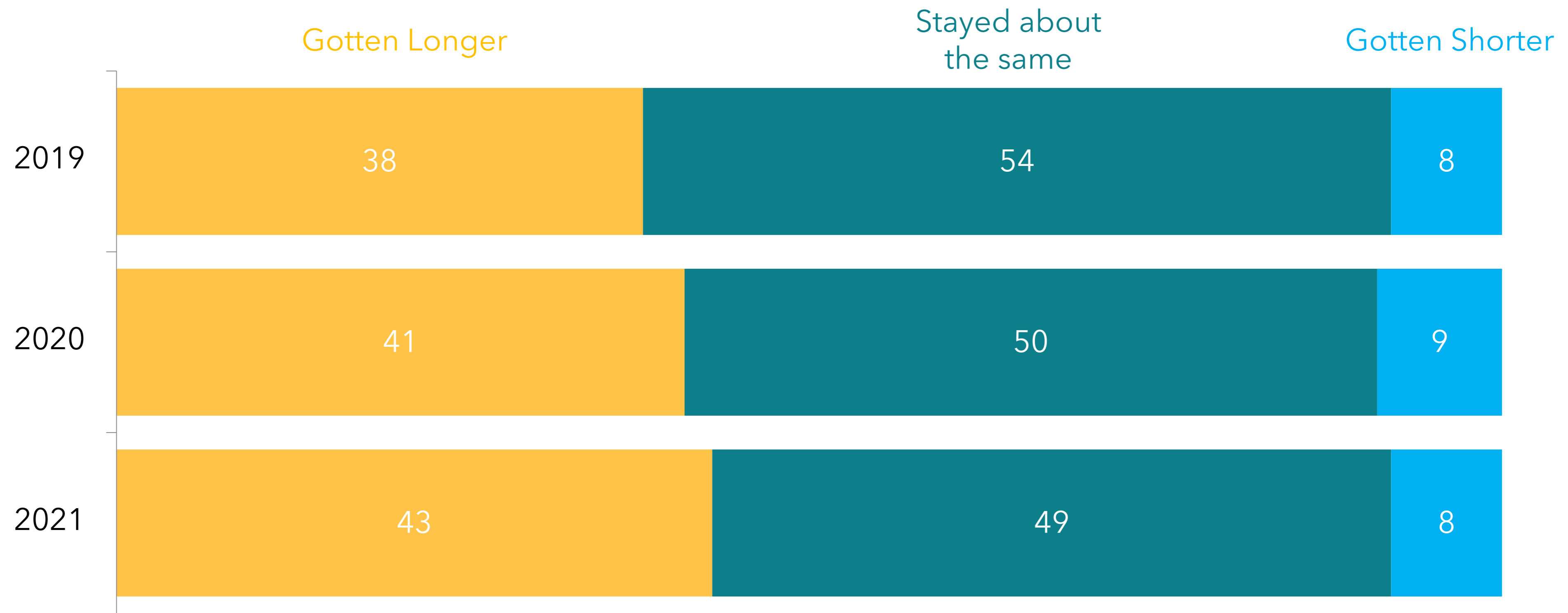
Base: Listen to podcasts for at least 5 hours per week

# COMPARED TO ONE YEAR AGO, DO YOU THINK THAT THE TOTAL NUMBER OF ADS IN THE PODCASTS YOU REGULARLY LISTEN TO HAS...?



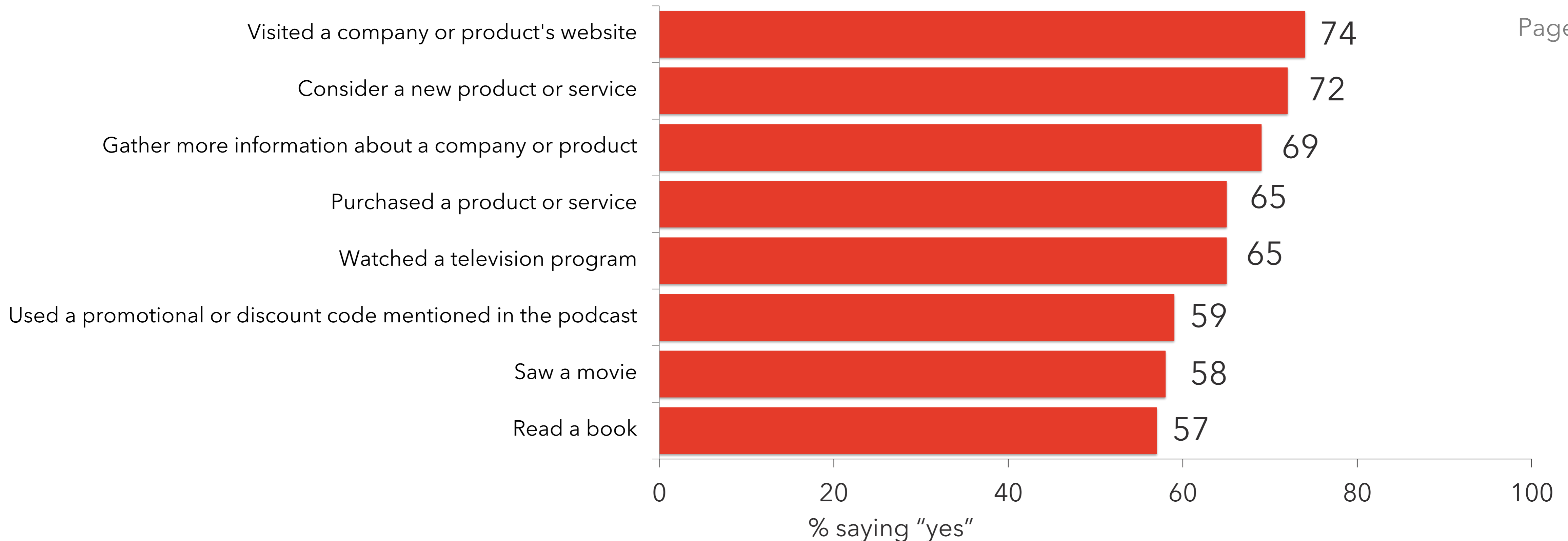
Base: Listen to podcasts for at least 5 hours per week

# COMPARED TO ONE YEAR AGO, DO YOU THINK THE LENGTH OF THE AVERAGE ADVERTISING BREAK IN THE PODCASTS YOU REGULARLY LISTEN TO HAS...?



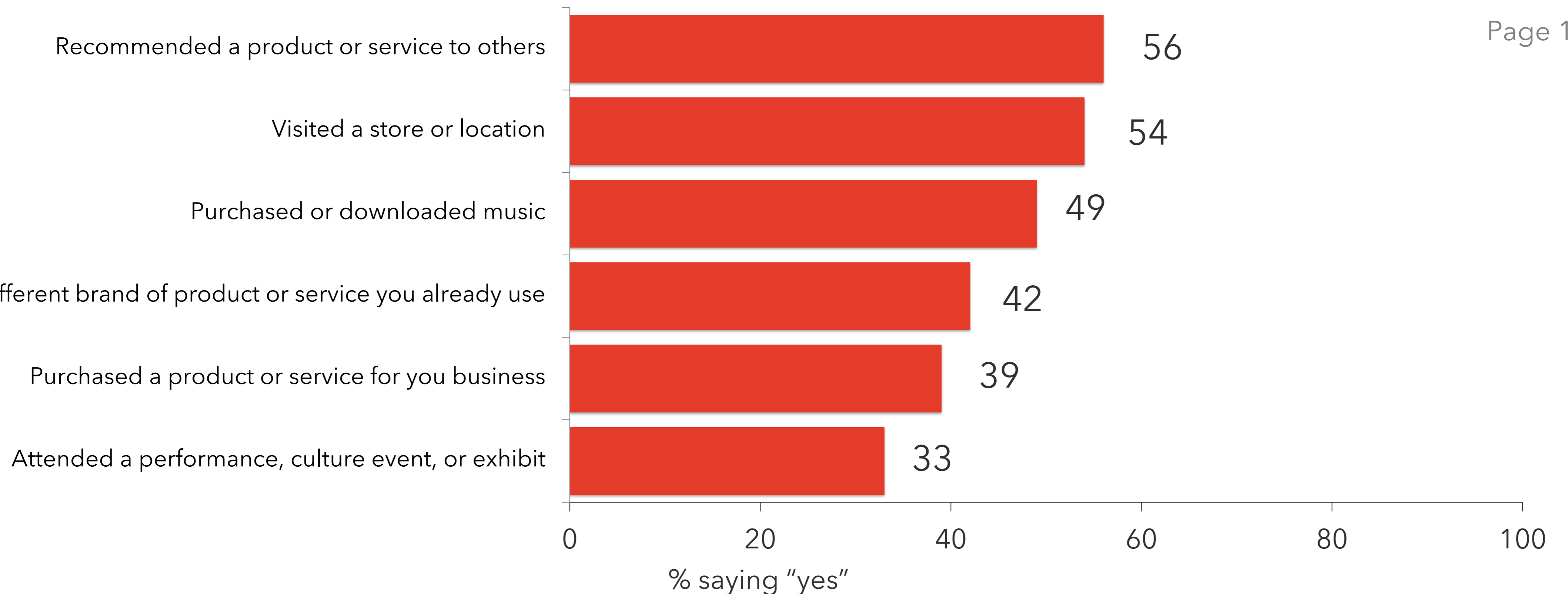
Base: Listen to podcasts for at least 5 hours per week

# AS A RESULT OF HEARING A SPONSORSHIP OR ADVERTISEMENT ON A PODCAST YOU REGULARLY LISTEN TO, HAVE YOU EVER...



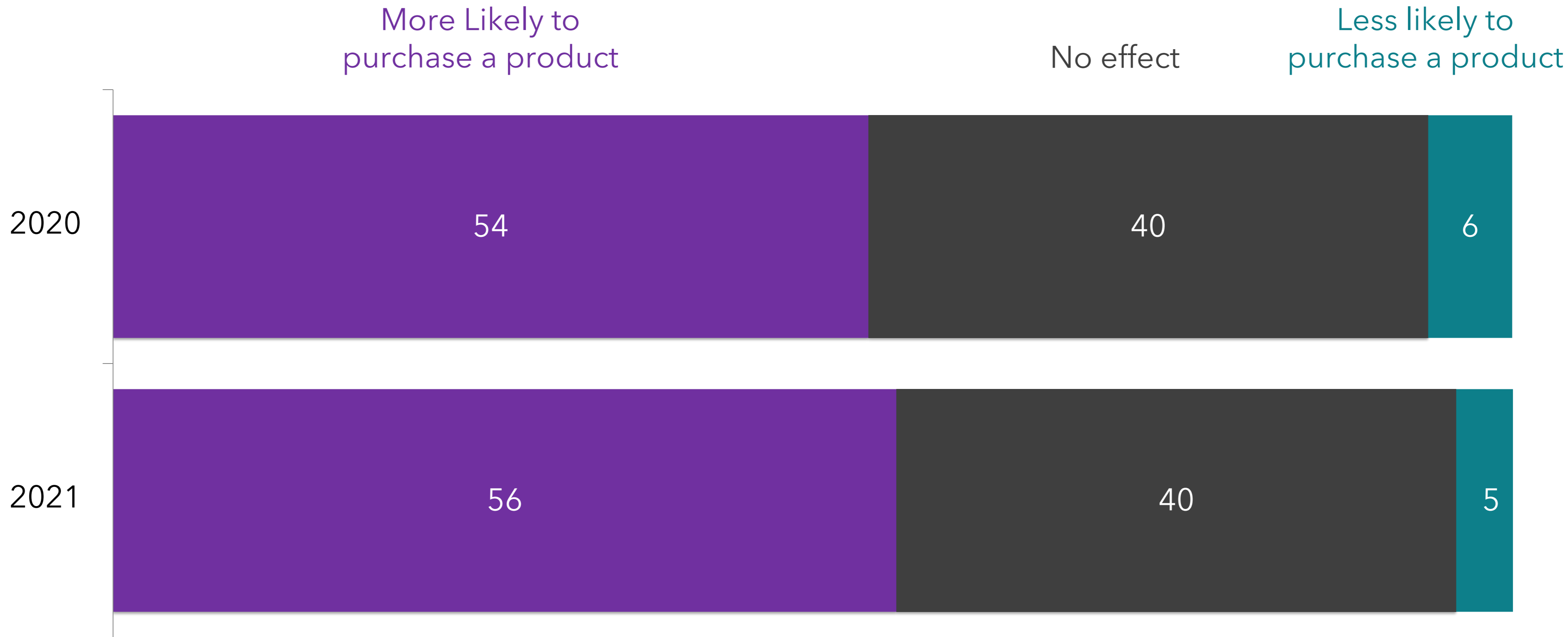
Base: Listen to podcasts for at least 5 hours per week

# AS A RESULT OF HEARING A SPONSORSHIP OR ADVERTISEMENT ON A PODCAST YOU REGULARLY LISTEN TO, HAVE YOU EVER...



Base: Listen to podcasts for at least 5 hours per week

# COMPARED TO OTHER PLACES WHERE YOU MIGHT HEAR ADVERTISEMENTS, DOES HEARING AN ADVERTISEMENT ON A PODCAST MAKE YOU...?



Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

40%

agree

2020

45%

agree

2021

49%

agree

You believe that the hosts of podcasts you regularly listen to are actual users of the products/services mentioned on their podcasts

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

44%

agree

2020

48%

agree

2021

51%

agree

You pay more attention to advertising on podcasts than on other forms of media

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

44%

agree

2020

49%

agree

2021

53%

agree

Your opinion of a company is more positive when you hear it mentioned on a podcast you regularly listen to

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

43%

agree

2020

46%

agree

2021

53%

agree

When price and quality are equal, you prefer to buy products from companies that advertise on or sponsor the podcasts you regularly listen to?

% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# PODCAST ADVERTISING: (AGREE/DISAGREE)

2019

60%

agree

2020

64%

agree

2021

64%

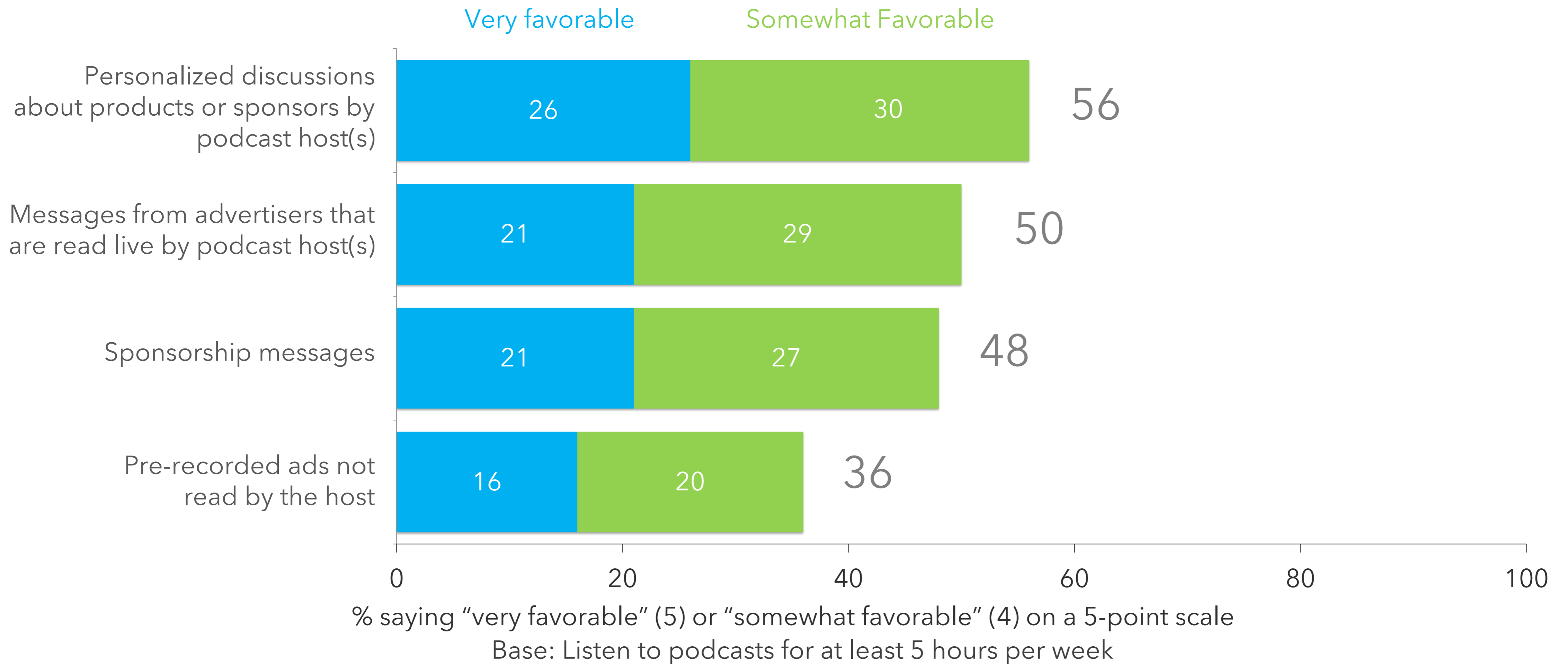
agree

You appreciate podcast advertisers for supporting your favorite podcasts

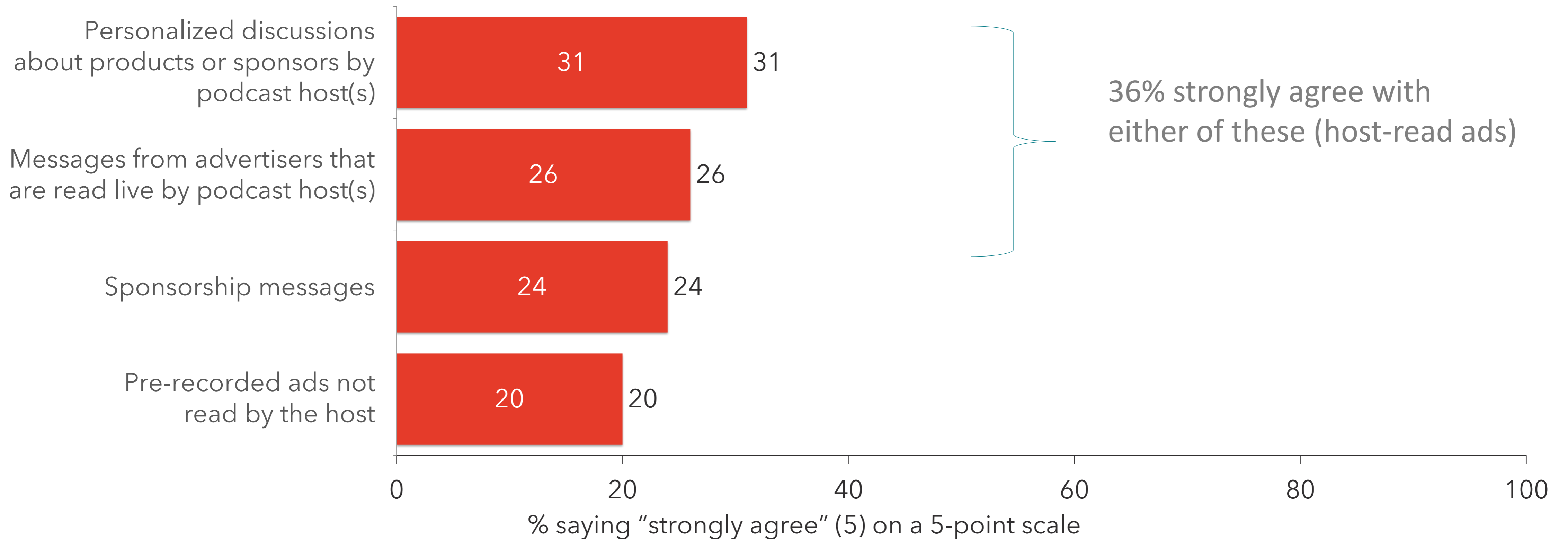
% agreeing ('4' or '5' on a 5-point scale)

Base: Listen to podcasts for at least 5 hours per week

# WHAT IS YOUR OPINION OF PODCASTING ADVERTISING THAT USES...?

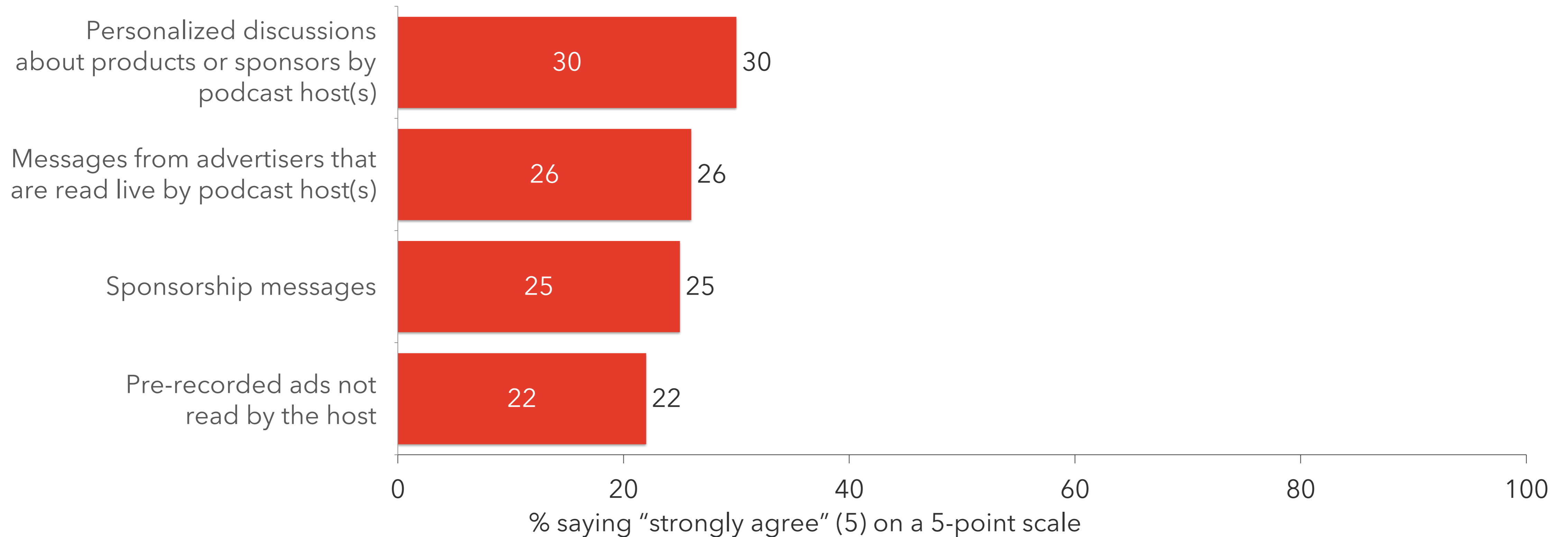


# YOU PAY MORE ATTENTION TO [METHOD] THAN OTHER TYPES OF ADVERTISEMENTS ON PODCASTS?



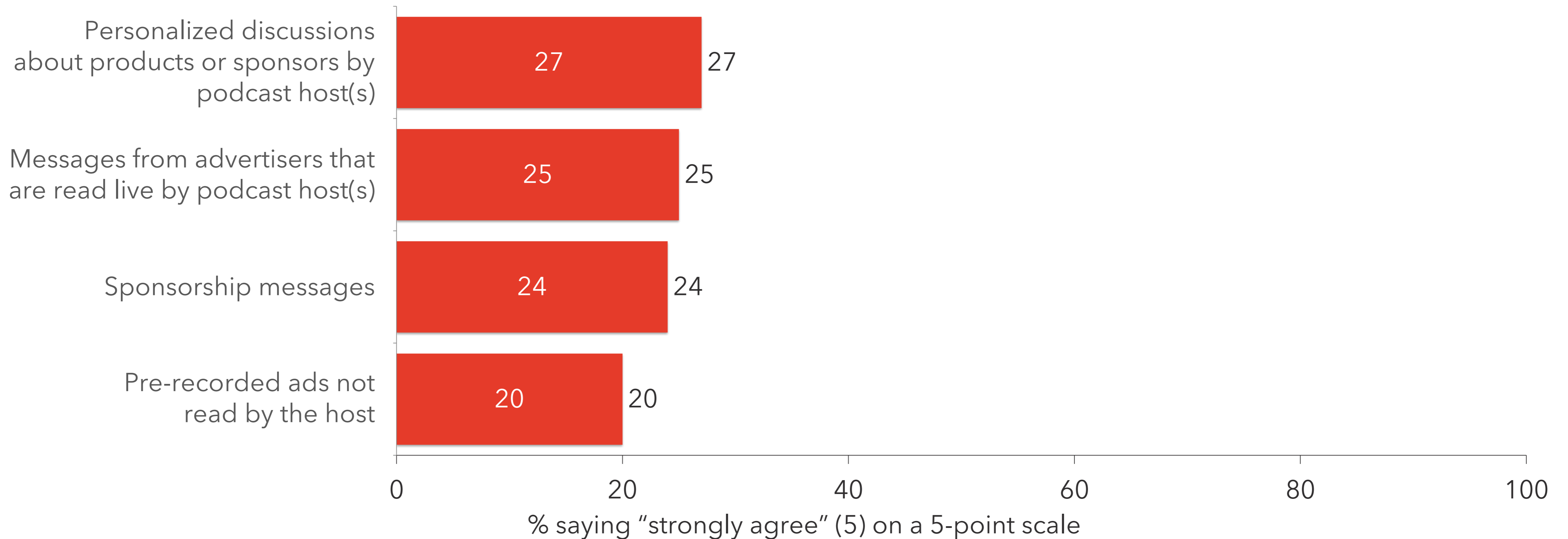
Base: Listen to podcasts for at least 5 hours per week and favorable toward method

# [METHOD] ARE A GOOD FIT FOR PODCASTS



Base: Listen to podcasts for at least 5 hours per week and favorable toward method

# COMPANIES THAT USE [METHOD] ON PODCASTS UNDERSTAND HOW TO REACH PEOPLE LIKE YOU



Base: Listen to podcasts for at least 5 hours per week and favorable toward method



# SUPER LISTENERS 2021

