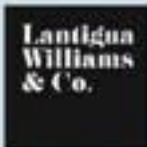


LATINO
PODCAST
LISTENER REPORT 2021



ADIONDE
media



libsyn



sxm
MEDIA

The Latino Podcast Listener Report 2021

- 2,500+ online interviews of U.S. Hispanic/Latino adults age 18+
- Conducted in May 2021
- Data weighted to match age/sex/country origin of U.S. Hispanic/Latino population and Infinite Dial 2021 podcast listening statistics
- Survey offered in both English and Spanish
 - 17% of survey respondents took the survey in Spanish
- Trended with the *Latino Podcast Listener Report 2020*

LATINO
PODCAST
LISTENER REPORT 2021



Podcast Listening

ADIONDE
media

Lantigua
Williams
& Co.

libsyn

PRX

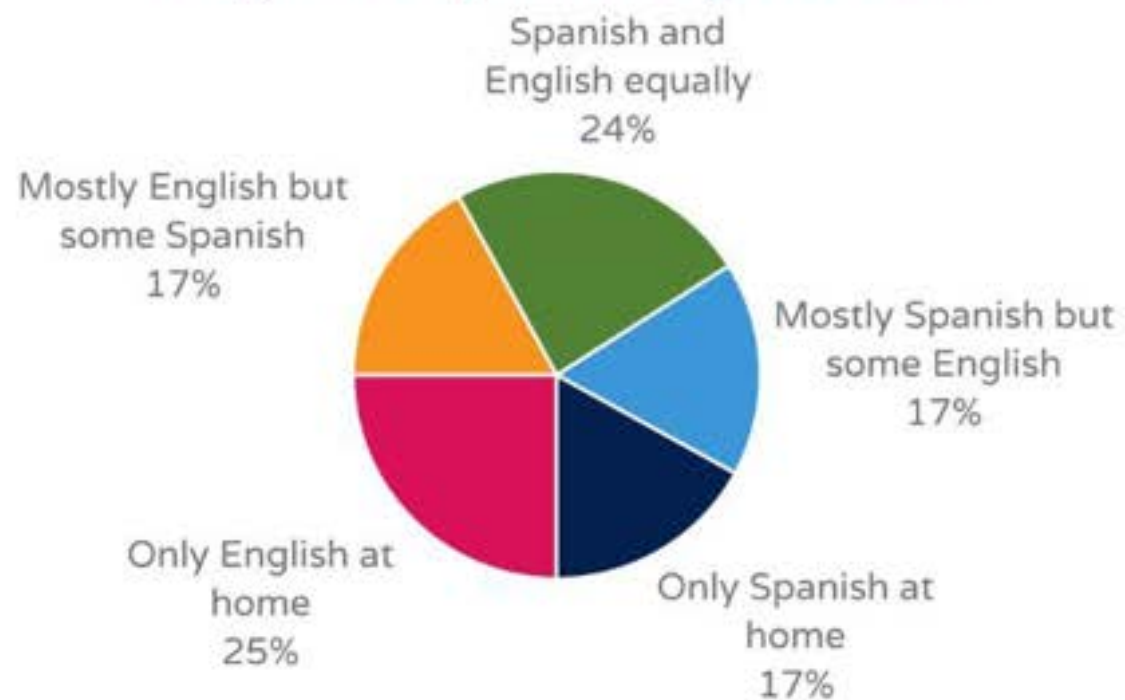

Simplecast

SONORO

sxm
MEDIA

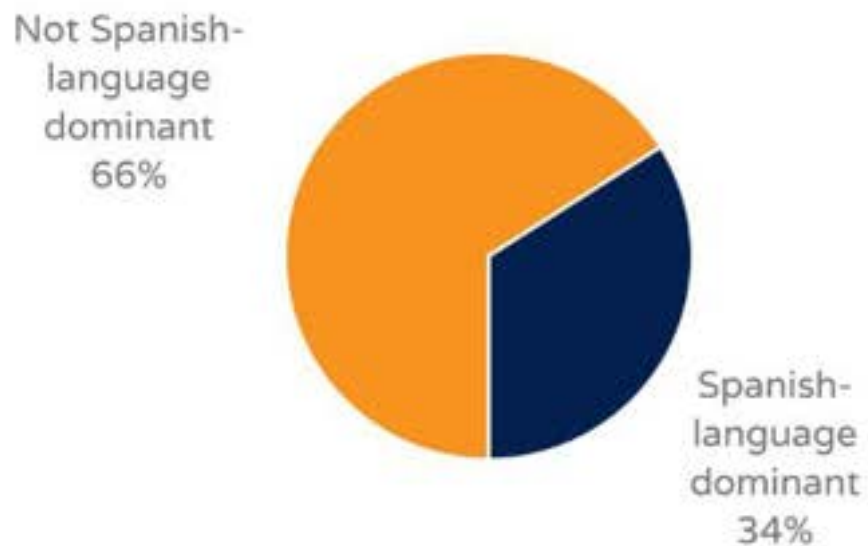
U.S. Latinos: Language Usage and Birthplace

English vs. Spanish usage at Home



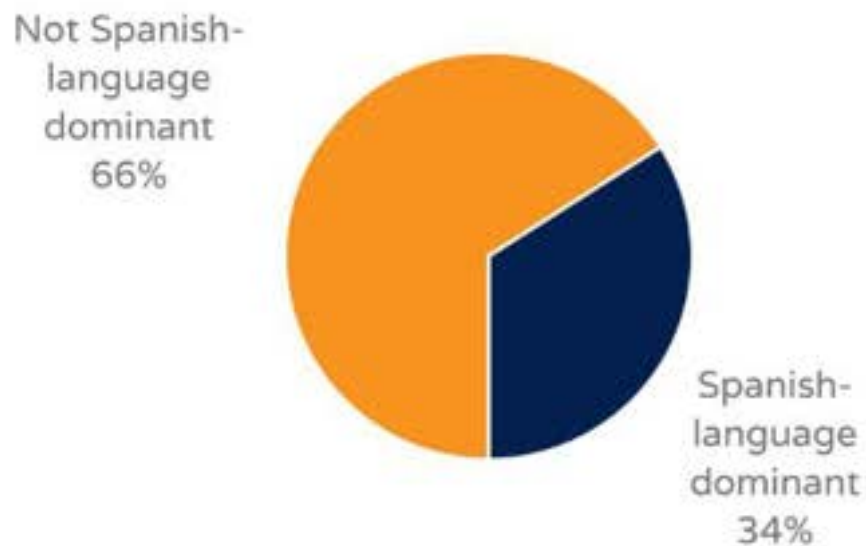
U.S. Latinos: Language Usage and Birthplace

English vs. Spanish usage at Home

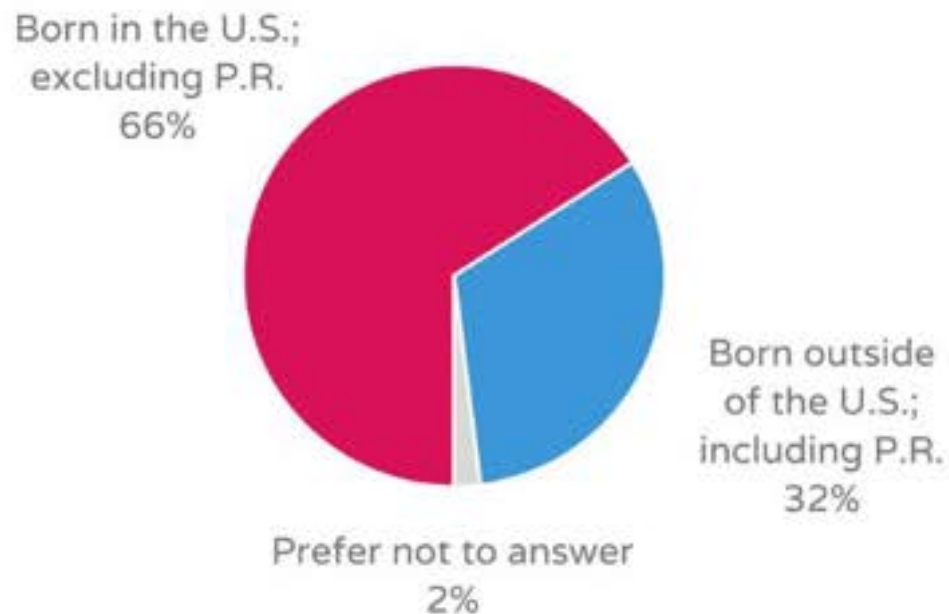


U.S. Latinos: Language Usage and Birthplace

English vs. Spanish usage at Home



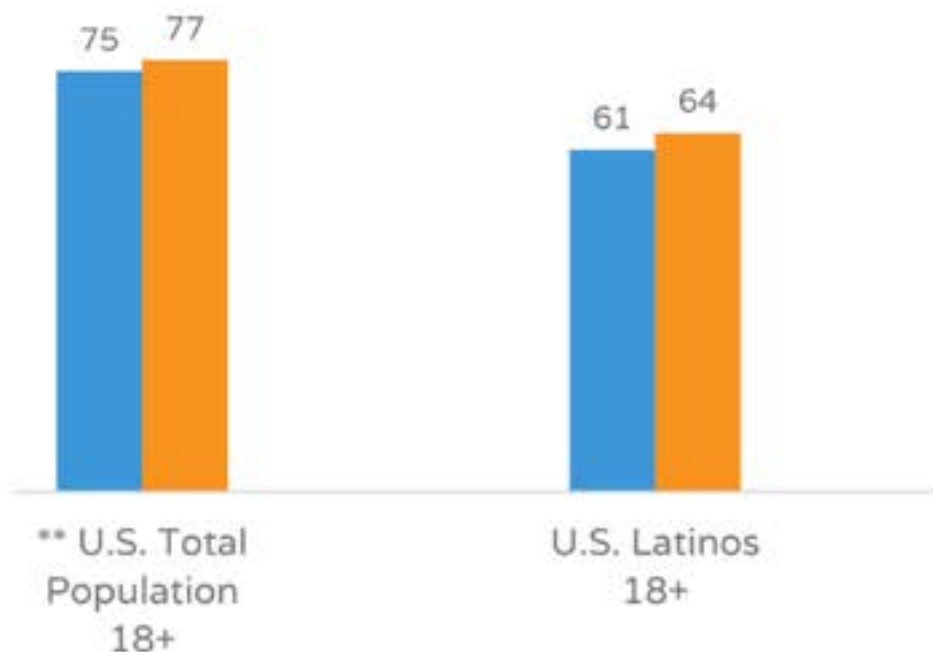
Birthplace



Familiar with term “Podcasting”

% ever heard of podcasting

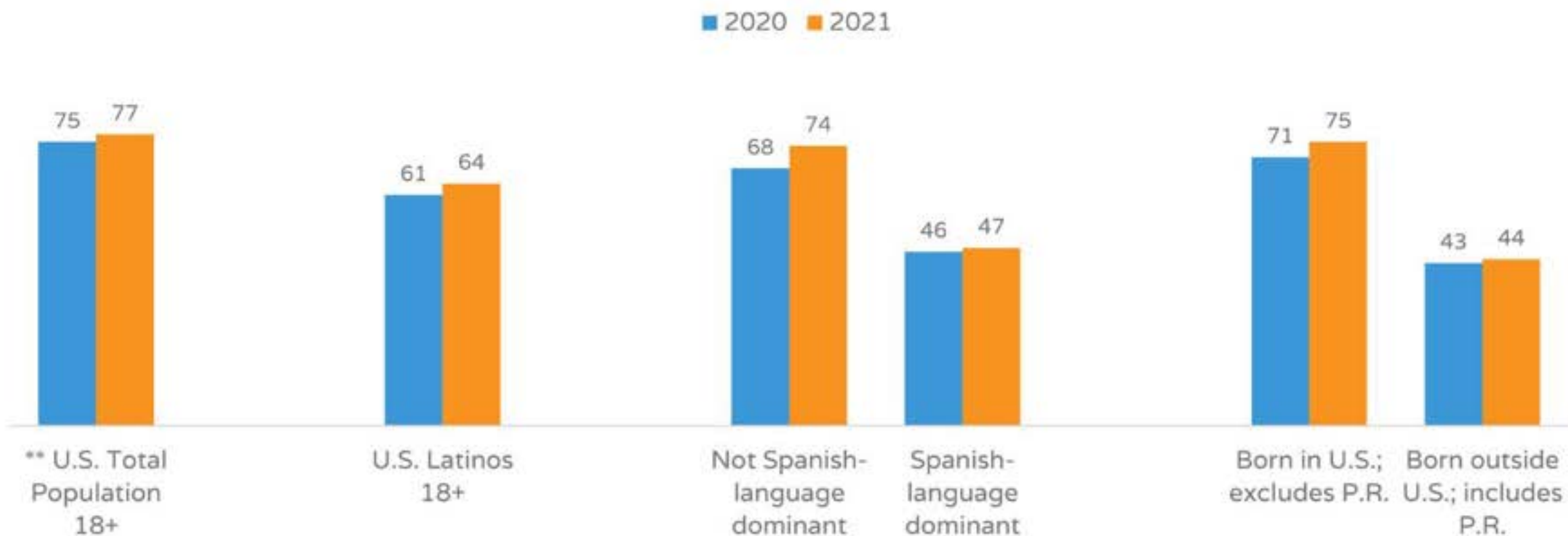
■ 2020 ■ 2021



**Source: The Infinite Dial 2021

Familiar with term “Podcasting”

% ever heard of podcasting

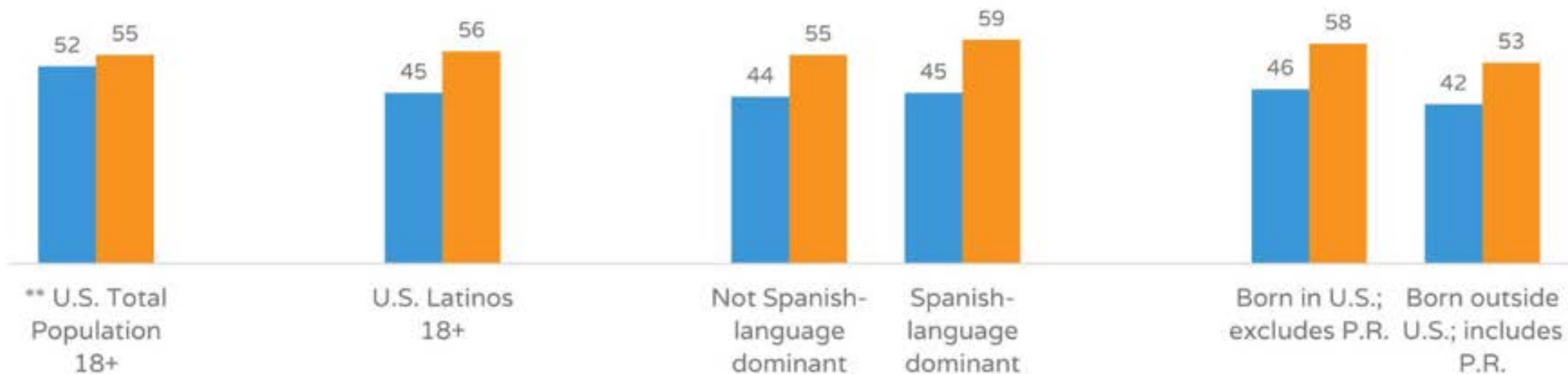


**Source: The Infinite Dial 2021

Podcast Listening

% ever listened to a podcast

■ 2020 ■ 2021



**Source: The Infinite Dial 2021

48%

(2020: 36%)

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

33%

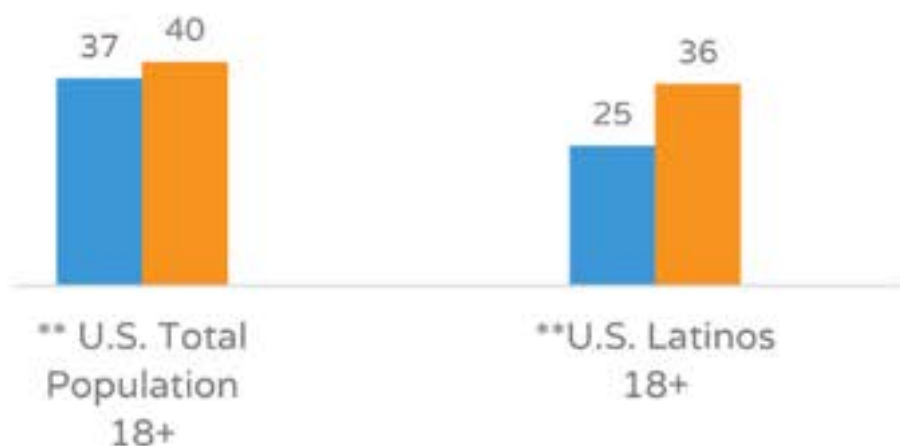
(2020: 24%)

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

■ 2020 ■ 2021

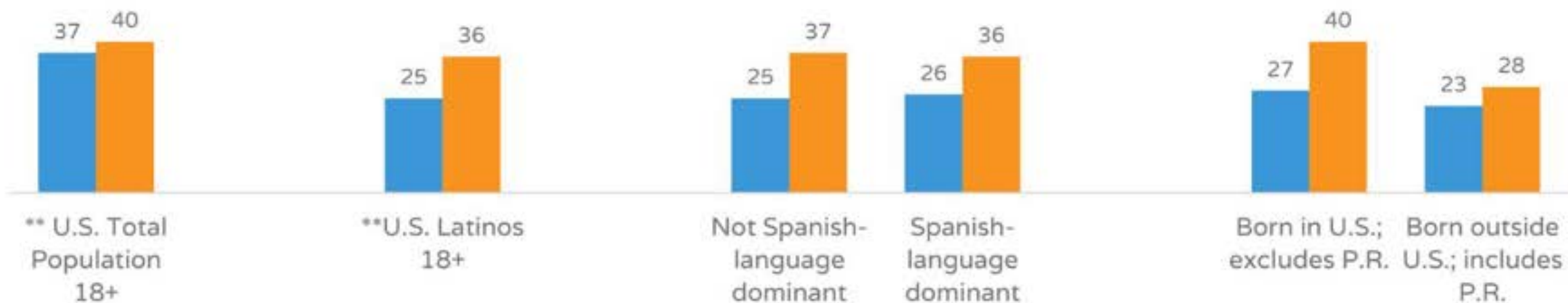


**Source: The Infinite Dial 2021

Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021

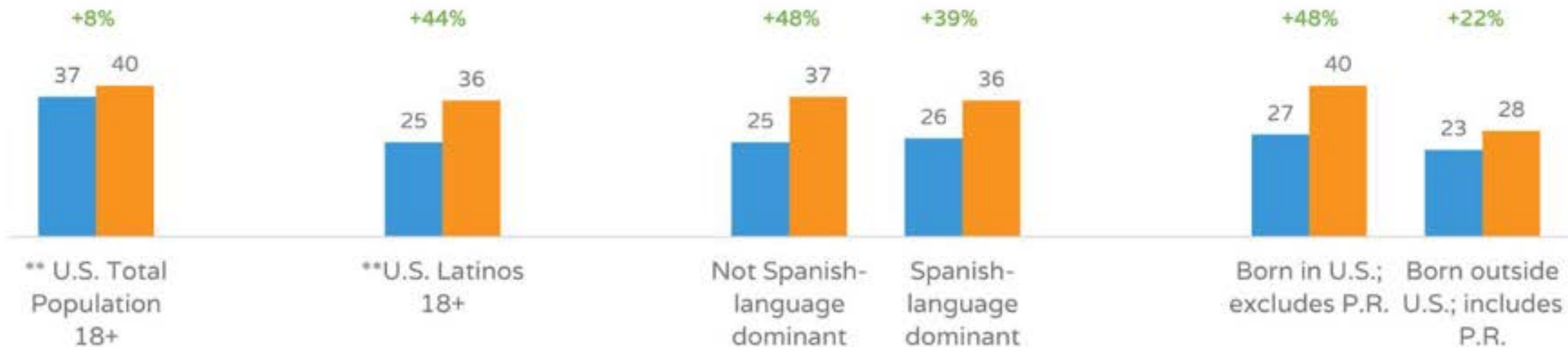


**Source: The Infinite Dial 2021

Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021



**Source: The Infinite Dial 2021

29%



of U.S. Latinos report listening
to a podcast in the last week

LATINO
PODCAST
LISTENER REPORT 2021



U.S. Latino Monthly Podcast Listeners
(36% of U.S. Latinos)
Population estimate: 16MM

ADIONDE
media

Lantigua
Williams
& Co.

libsyn

PRX

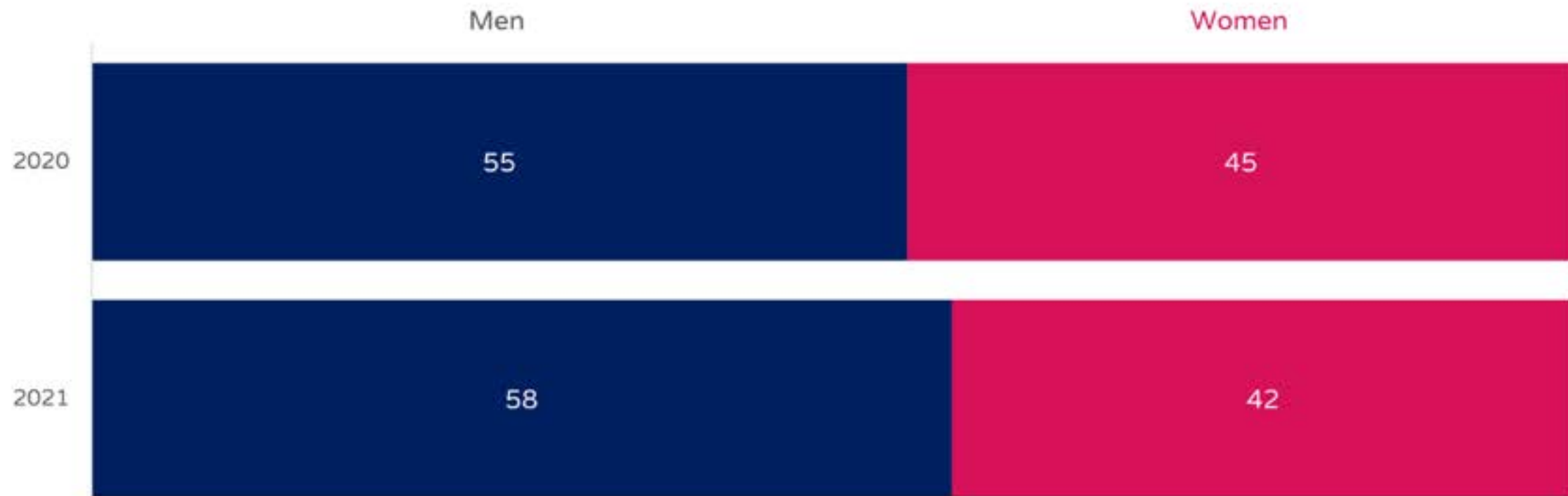

Simplecast

SONORO

sxm
MEDIA

Composition of U.S. Latino monthly podcast listeners

Gender



Composition of U.S. Latino monthly podcast listeners

Age



Composition of U.S. Latino monthly podcast listeners

English vs. Spanish Usage at Home

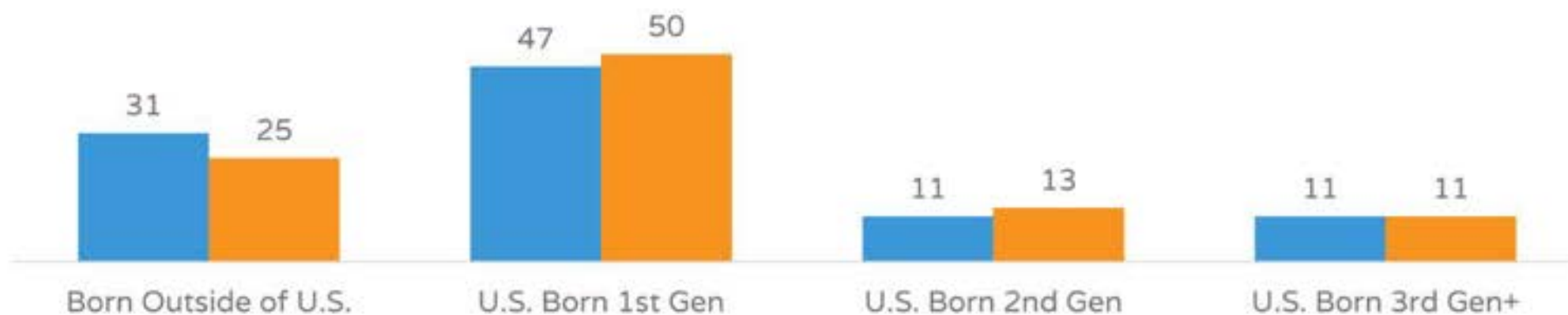


Composition of U.S. Latino monthly podcast listeners

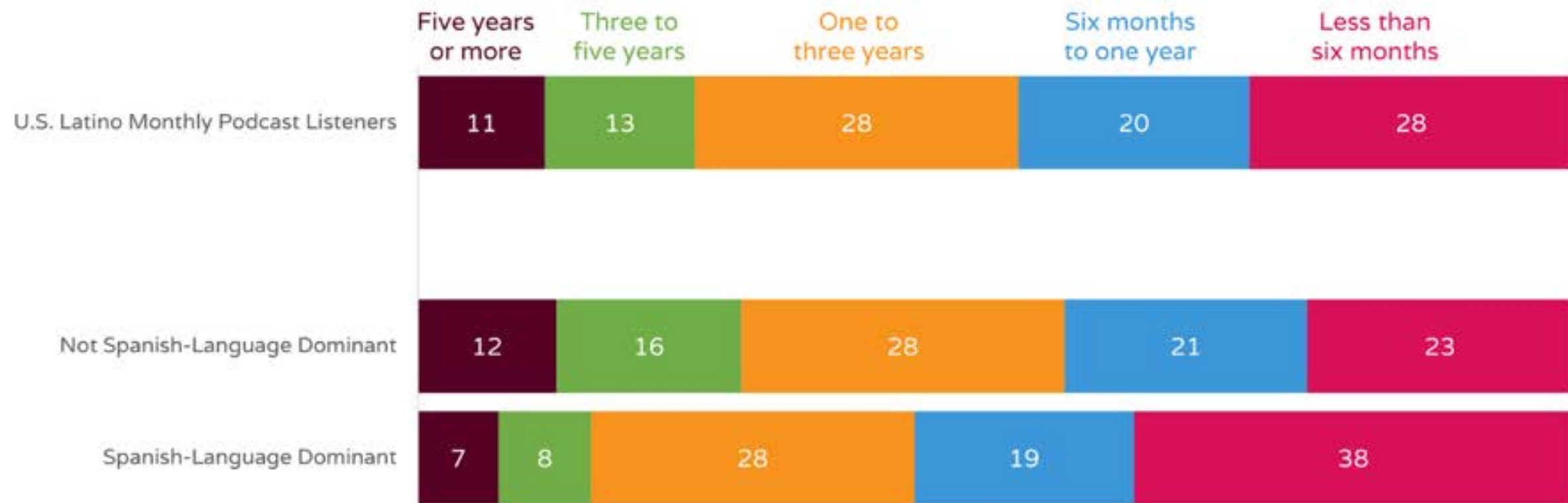
Foreign born vs. U.S. born

■ 2020 ■ 2021

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



How long have U.S. Latino monthly podcast listeners been listening to podcasts (2021)?



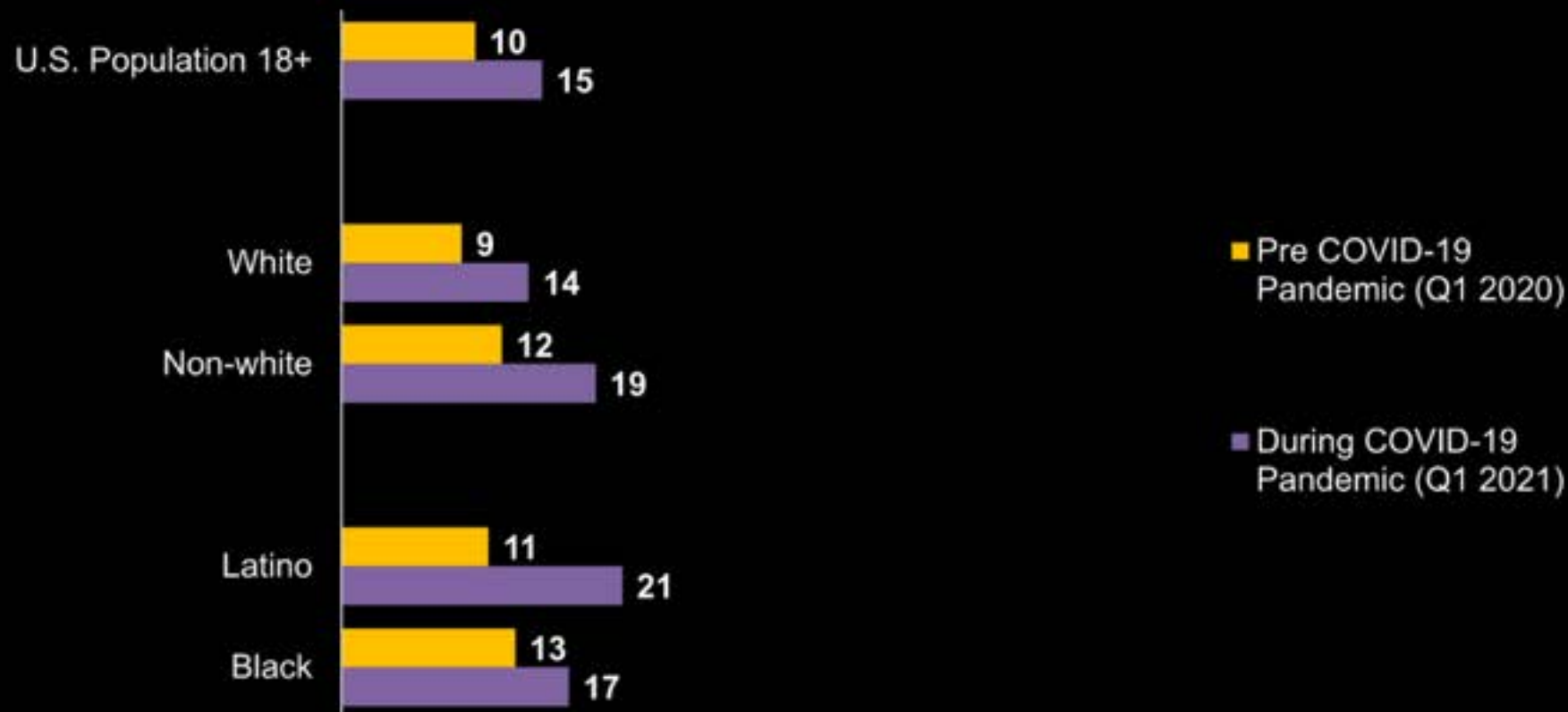
Base: U.S. Latino Monthly Podcast Listeners

54%

of U.S. Latino monthly podcast listeners started listening to podcasts during the COVID-19 pandemic (in March 2020 or after)

Share of Ear[®]

Daily Podcast Listenership/Reach (%)



How likely are you to continue listening to podcasts after the COVID-19 pandemic ends?

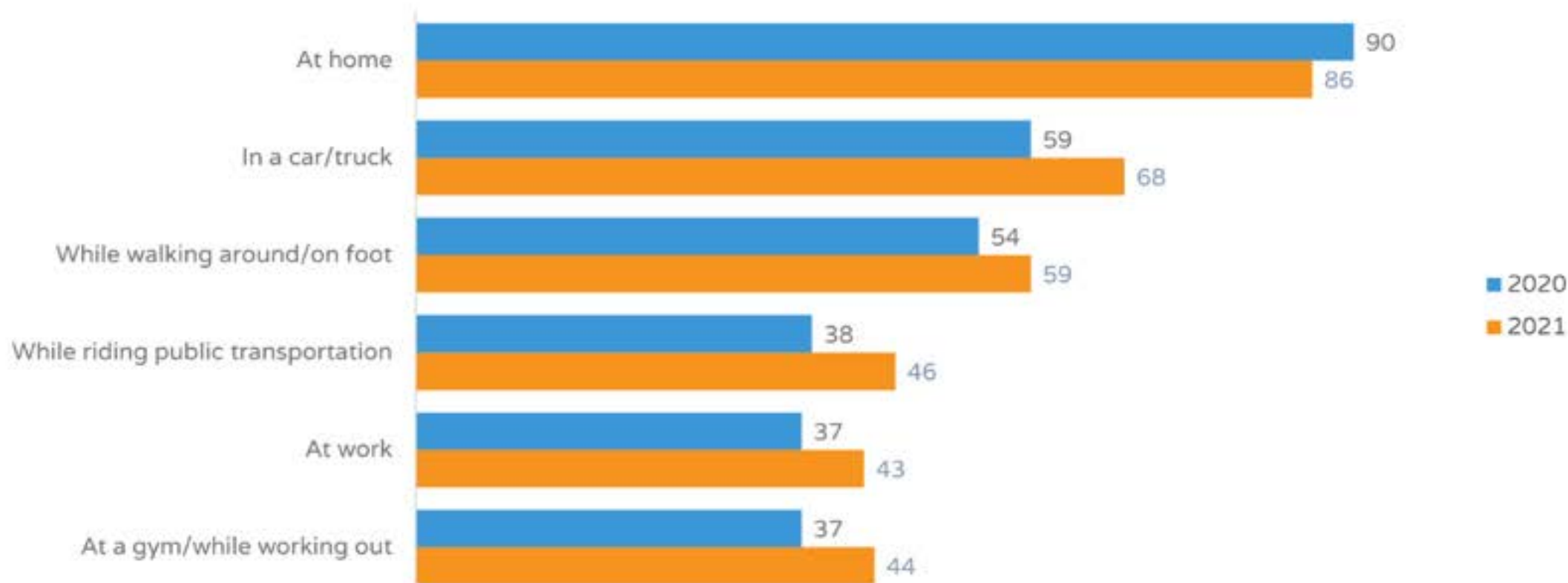
% saying “very likely” or “somewhat likely”



Base: U.S. Latino Monthly Podcast Listeners

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

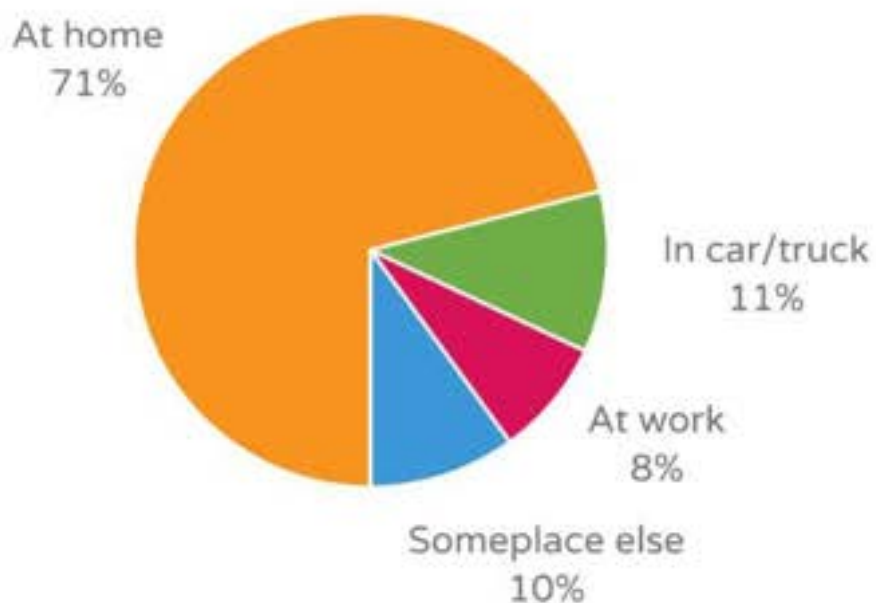
% ever listening to podcasts in location



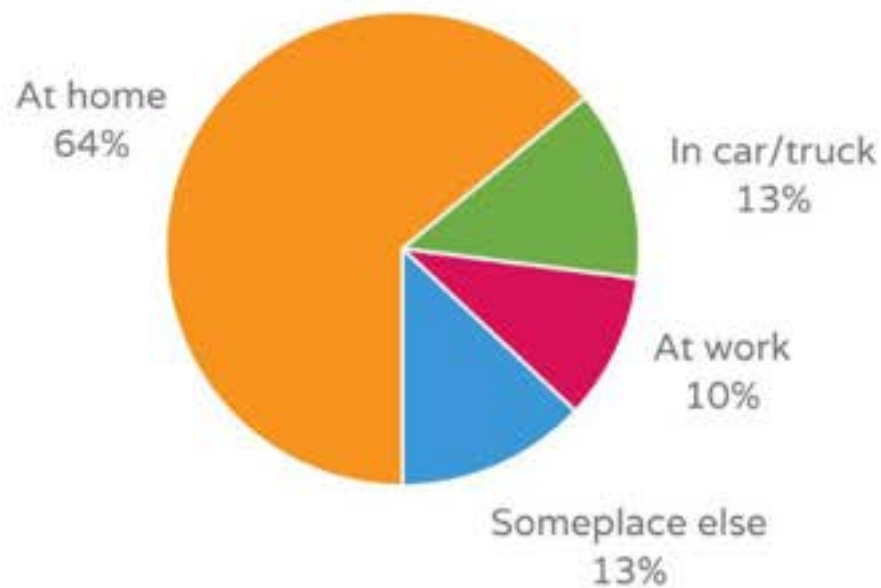
Base: U.S. Latino Monthly Podcast Listeners

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

2020



2021



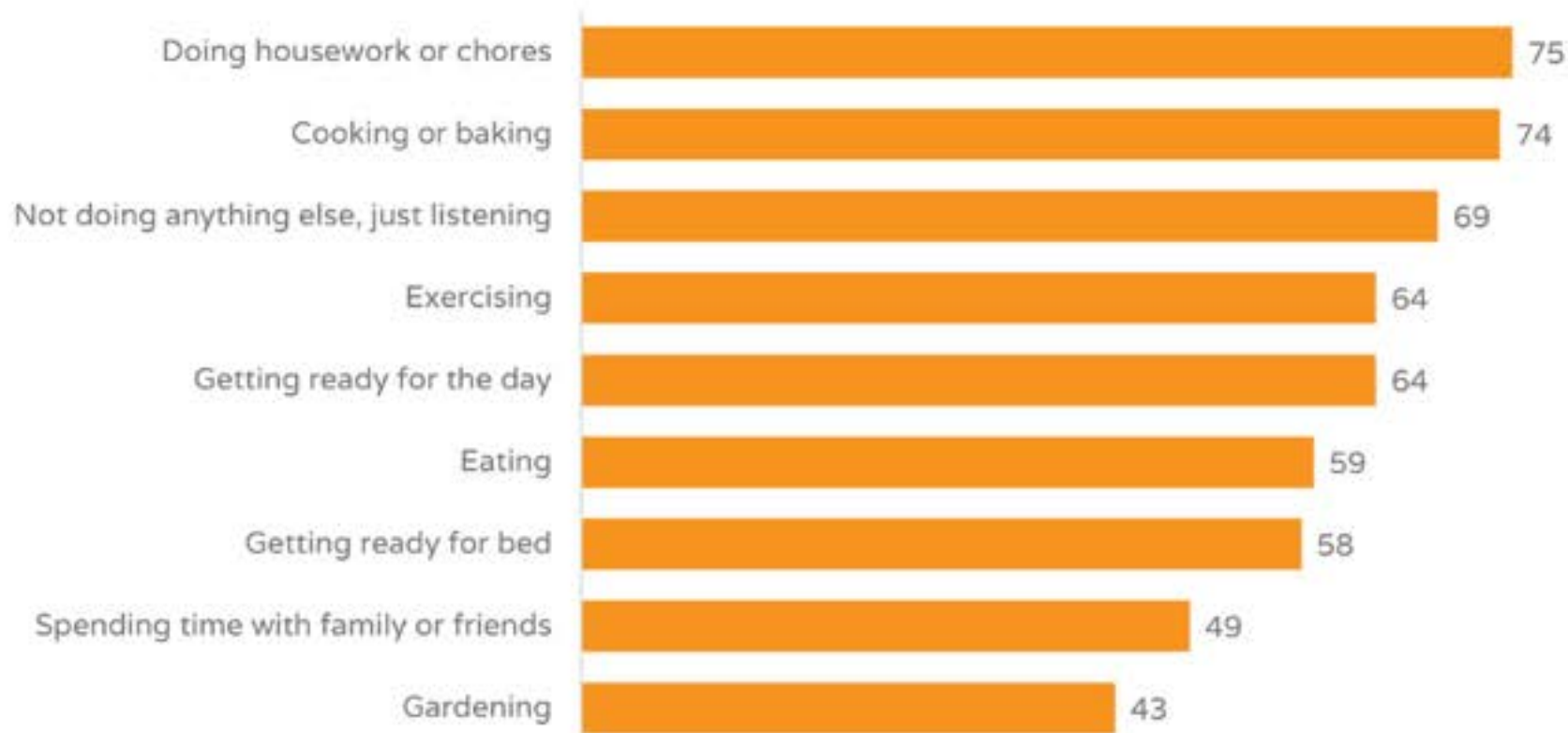
Base: U.S. Latino Monthly Podcast Listeners

85%

of U.S. Latino weekly podcast listeners ever
listen to podcasts at home

When listening to podcasts at home, do you currently ever listen to podcasts while...? (U.S. Latino weekly podcast listeners)

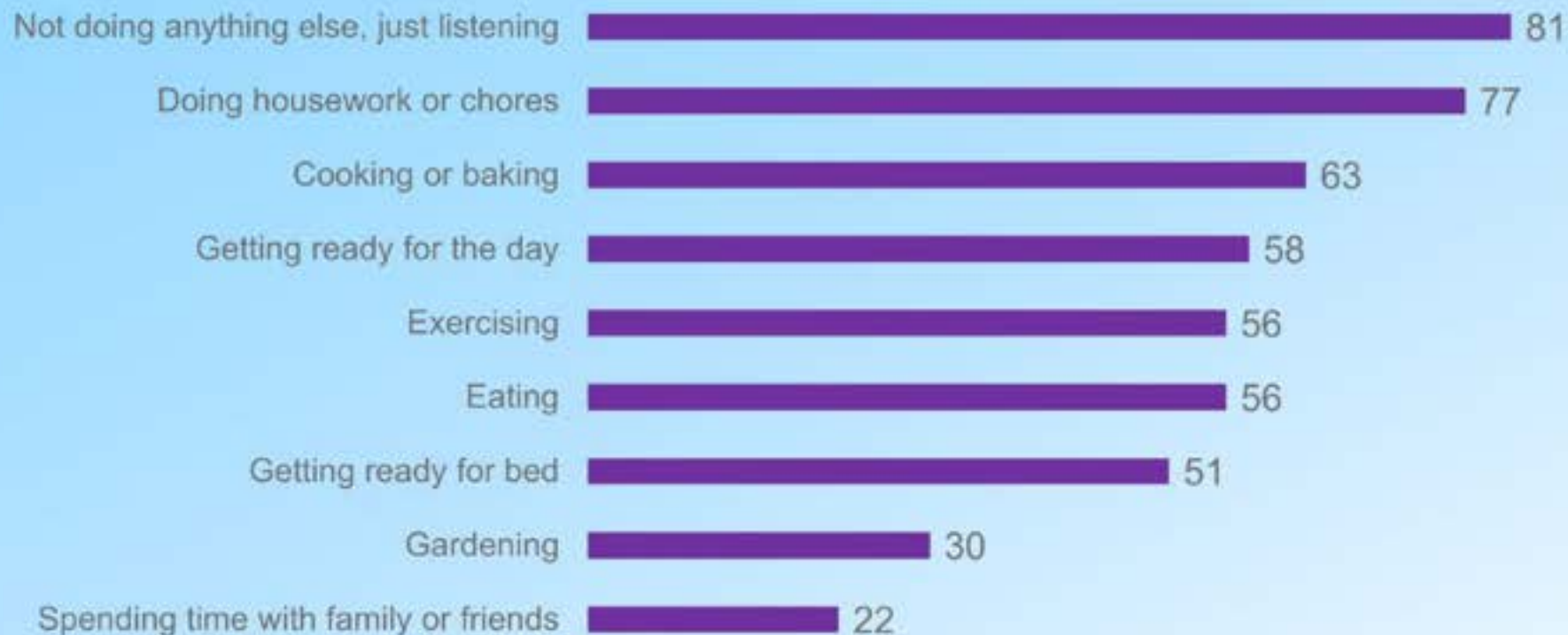
% saying yes



Base: Listen to podcasts at home

When listening to podcast at home, do you ever listen to podcasts while...?

BASE: U.S. WEEKLY PODCAST LISTENERS 18+ AND LISTEN TO PODCASTS AT HOME



% saying yes

(Q4 2019 - Q1 2021)

LATINO PODCAST

LISTENER REPORT 2021

U.S. Latino weekly podcast
listeners who listen at home:

49%

listen to podcasts at home
while spending time with
family or friends

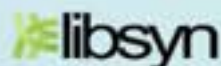
Source: Latino Podcast Listener Report 2021

U.S. total weekly podcast
listeners who listen at home:

22%

listen to podcasts at home
while spending time with
family or friends

Source: Podcast Consumer Tracking Report 2021 Q1



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

% ever listening to podcast type



Base: U.S. Latino Monthly Podcast Listeners

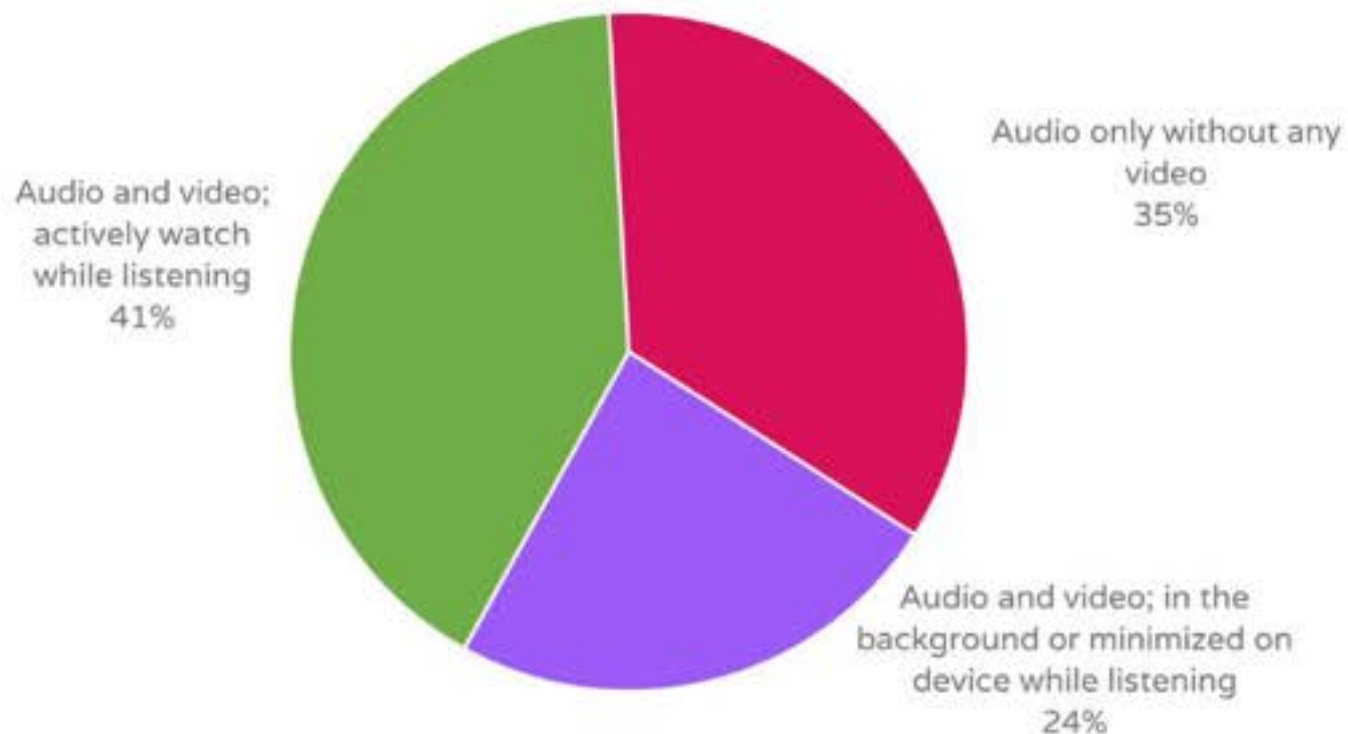
77%

of U.S. Latino monthly podcast listeners ever listen to podcasts with a video component

8%

listen exclusively to podcasts with video that they actively watch while listening

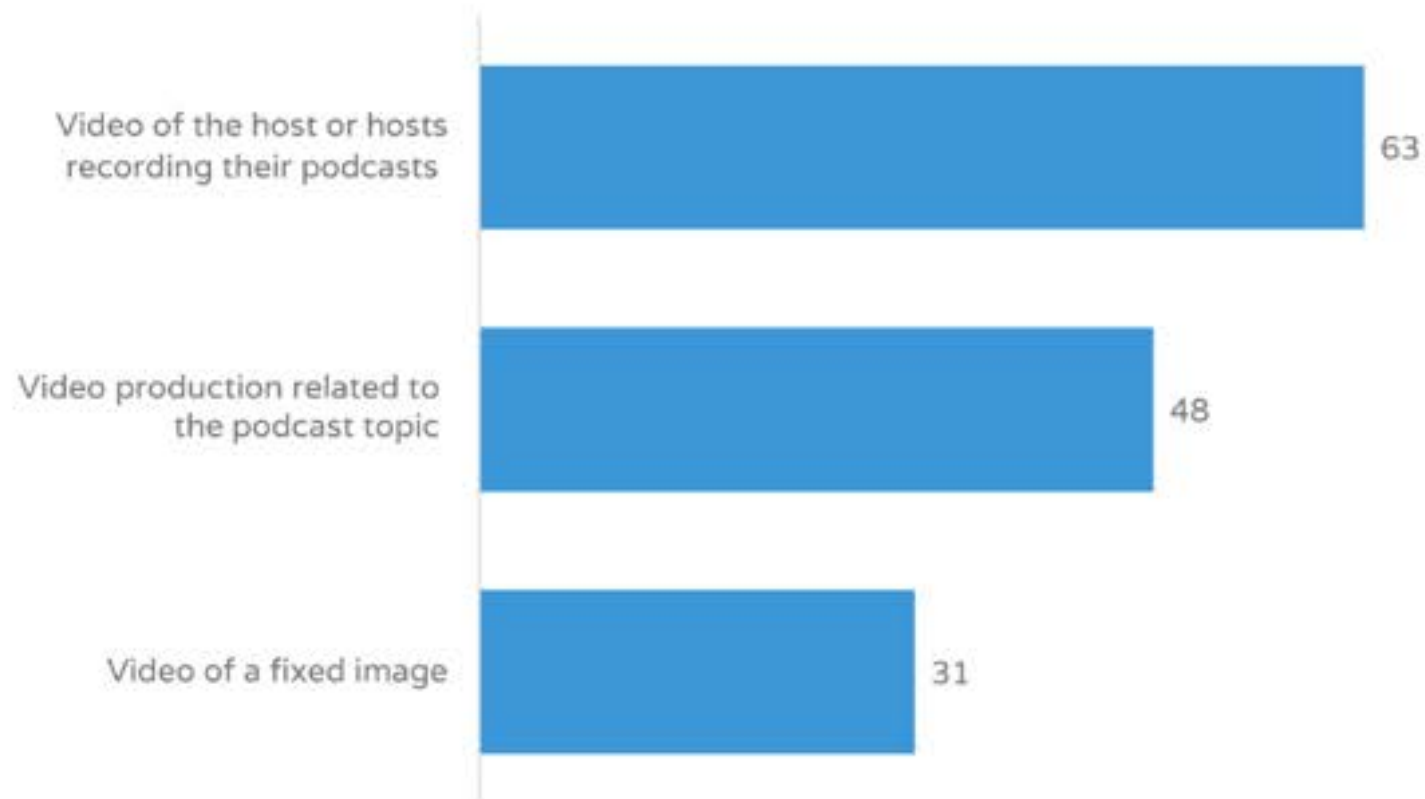
How do you prefer to listen to podcasts?



Base: U.S. Latino Monthly Podcast Listeners

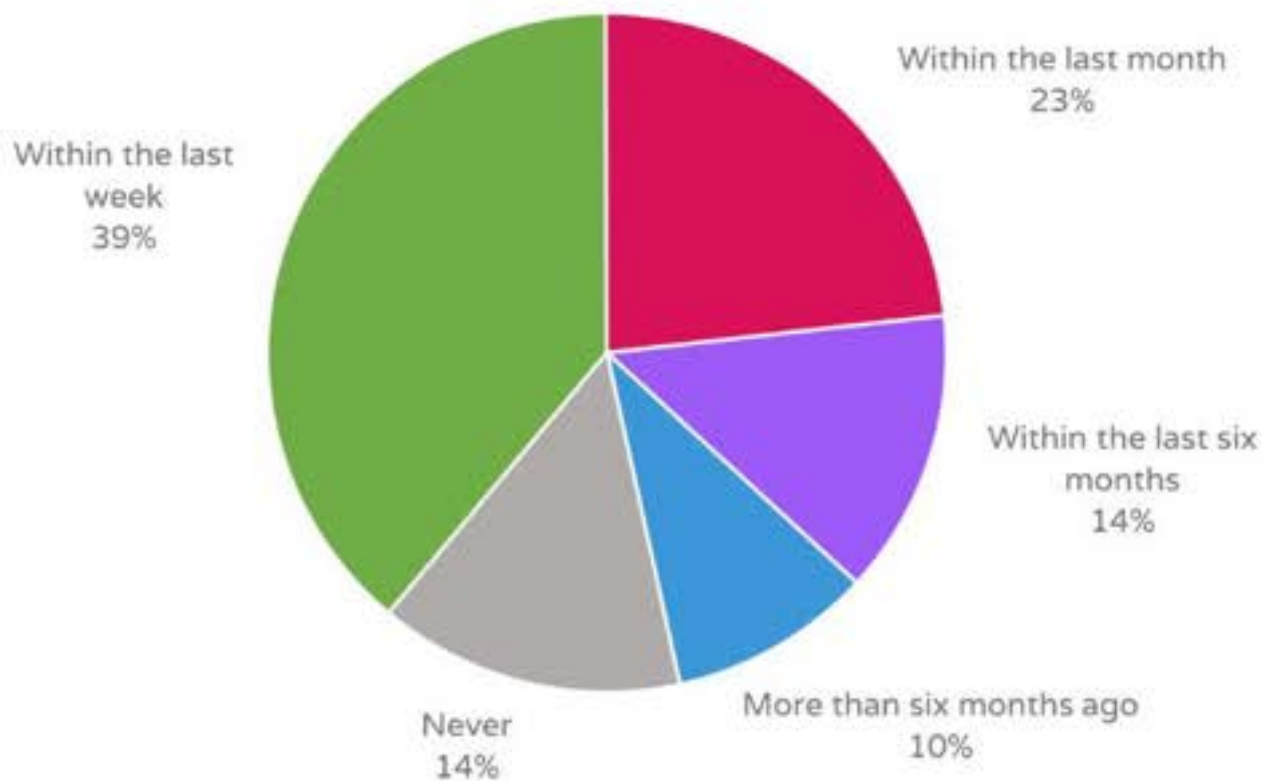
Which of the following types of video come with the podcasts you listen to?

% indicating podcast video type



Base: U.S. Latino Monthly Podcast Listeners and ever listen to podcasts with a video component

When did you most recently listen to a podcast that was hosted by Latinos...?



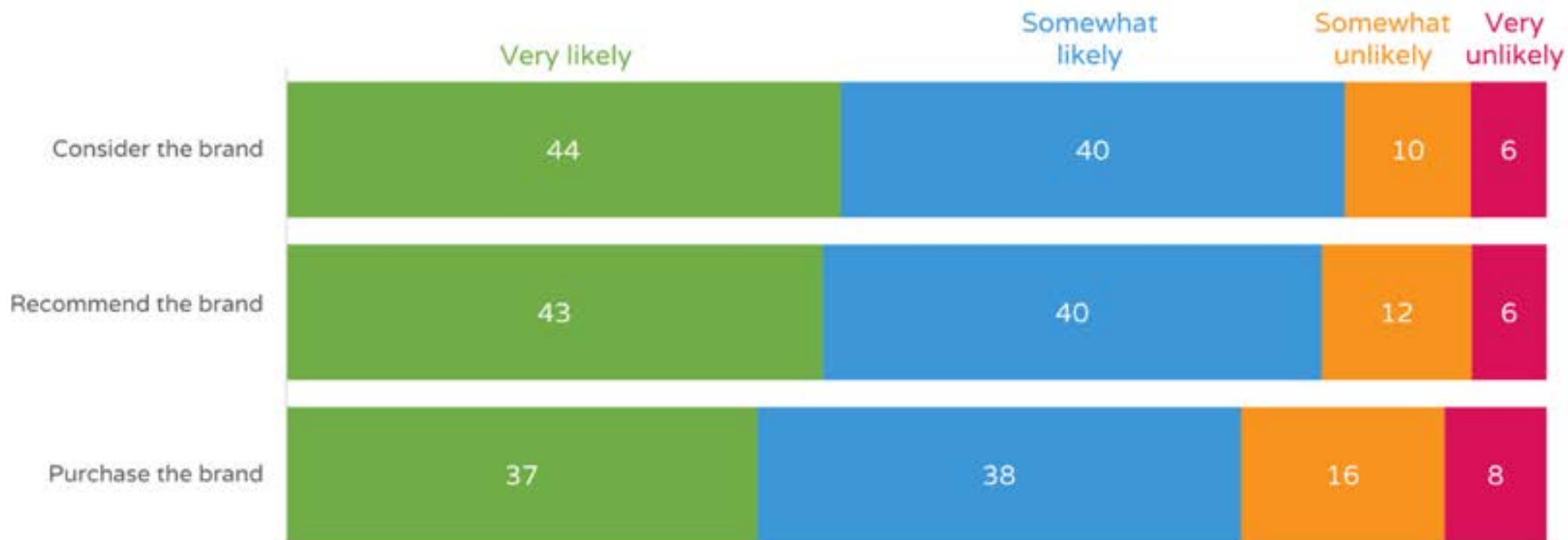
Base: U.S. Latino Monthly Podcast Listeners

38%

of U.S. Latino monthly podcast listeners listen to podcasts
to stay connected to **[family's country/territory of origin]**

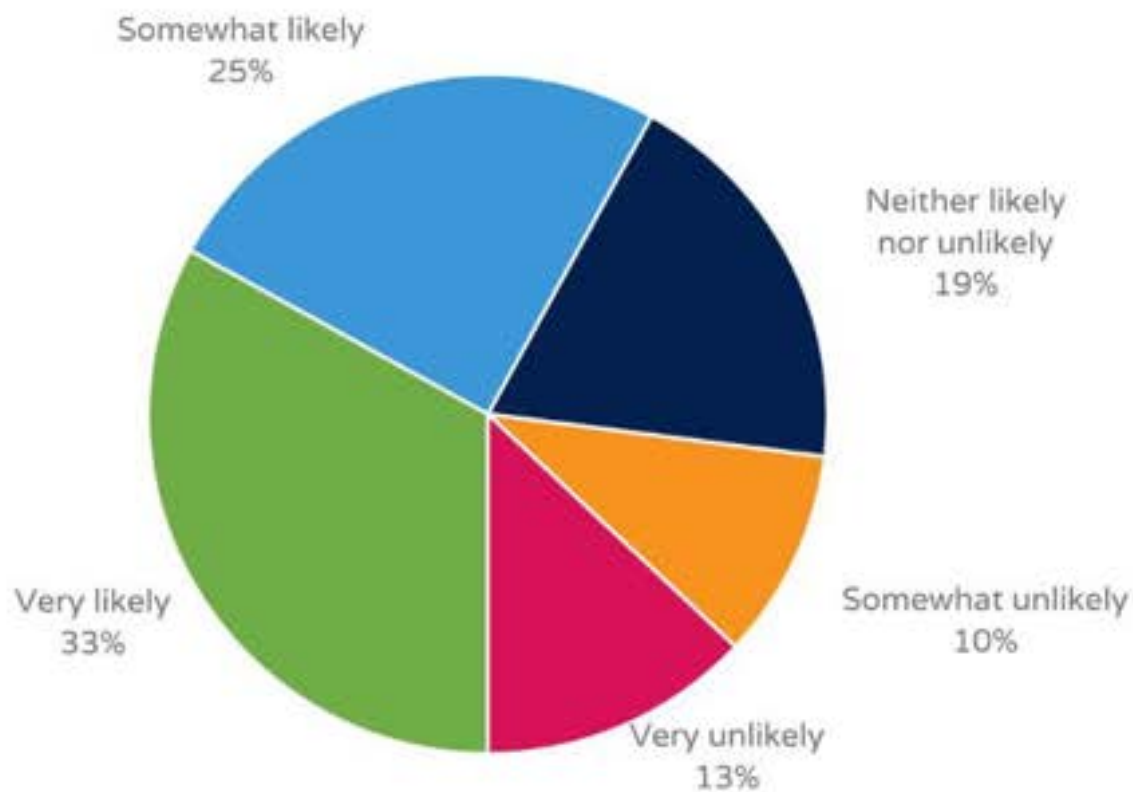
e.g., Mexico, Puerto Rico, Cuba etc.

If you heard an advertisement for a brand on a podcast hosted by Latinos, how likely would you be to...?



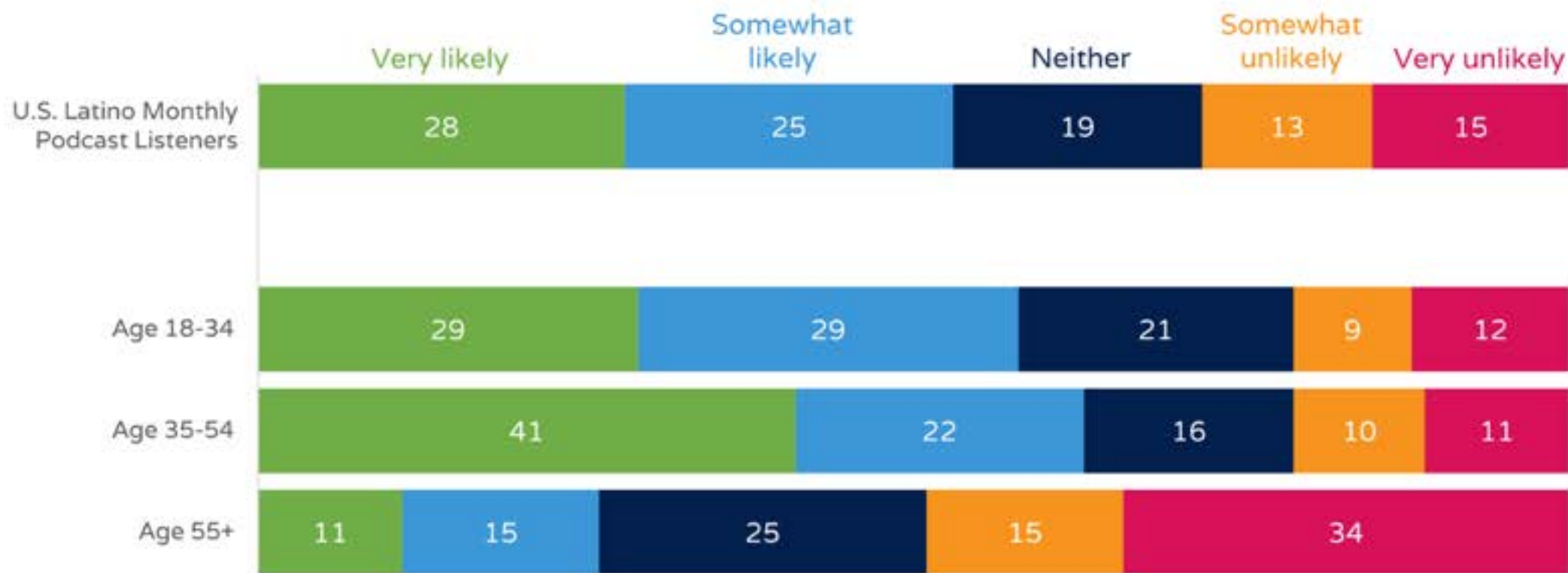
Base: U.S. Latino Monthly Podcast Listeners

How likely would you be to pay a small monthly fee in order to avoid hearing advertisements on the podcasts you listen to?



Base: U.S. Latino Monthly Podcast Listeners

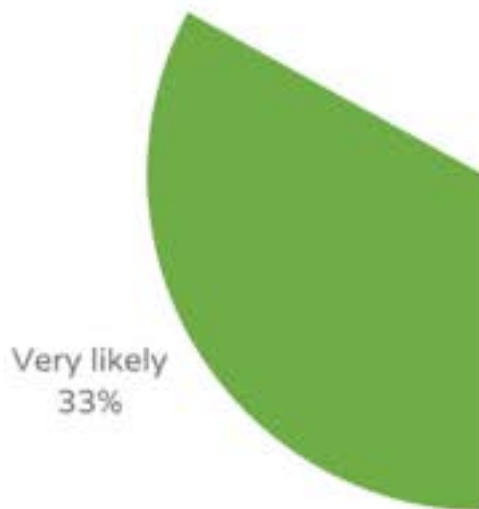
How likely would you be to pay a small monthly fee in order to avoid hearing advertisements on the podcasts you listen to?



Base: U.S. Latino Monthly Podcast Listeners

How likely would you be to pay a small monthly fee in order to avoid hearing advertisements on the podcasts you listen to?

Population Estimate: Six million



Base: U.S. Latino Monthly Podcast Listeners

LATINO
PODCAST
LISTENER REPORT 2021



Spanish Podcast Listening

ADIONDE
media

Lantigua
Williams
& Co.

libsyn

PRX


Simplecast

SONORO

sxm
MEDIA

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

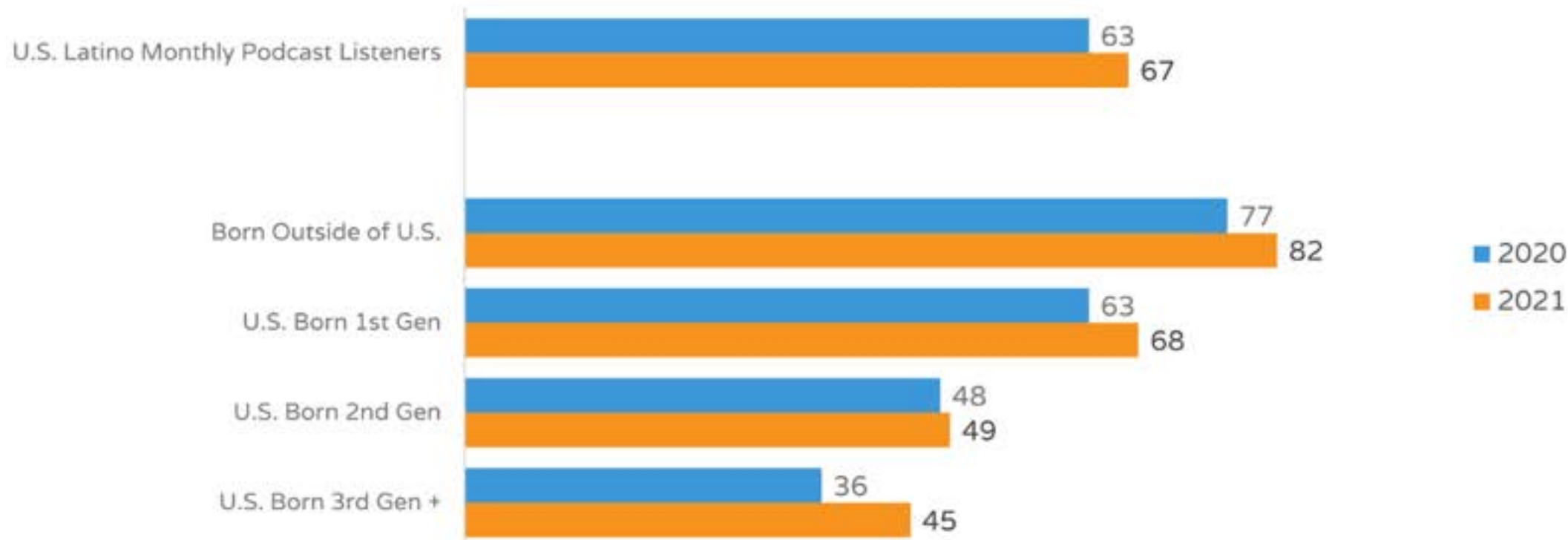
% saying yes



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

81%

2020: (73%)

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

57%

2020: (49%)

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

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

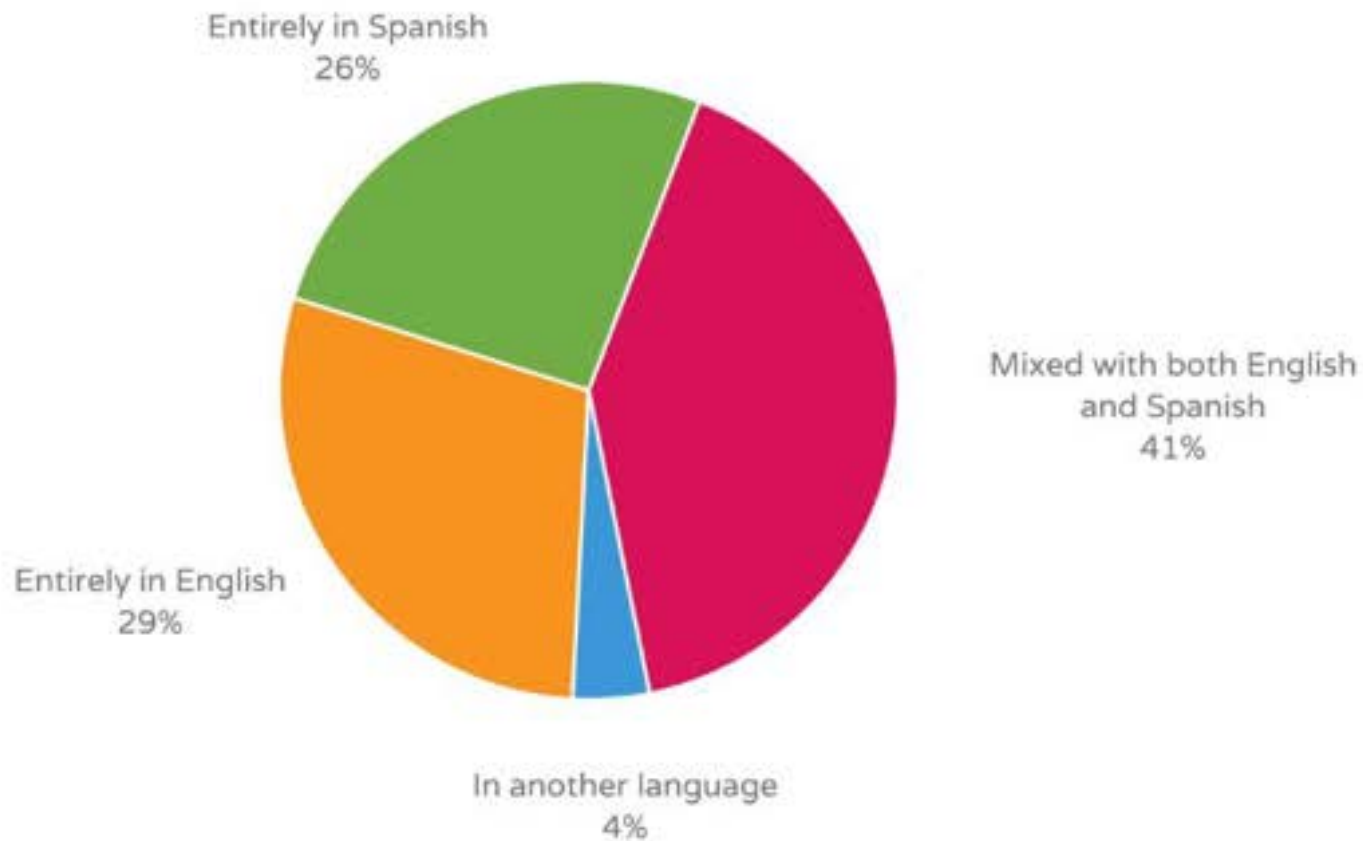


Base: U.S. Latino Monthly Podcast Listeners

73%

of U.S. Latino monthly podcast listeners currently listen to any podcast mixed with both English and Spanish (bilingual podcasts)

How do you prefer to listen to a podcast?



Base: U.S. Latino Monthly Podcast Listeners

The report tells a story about a diverse Latino community that is increasingly discovering podcasts

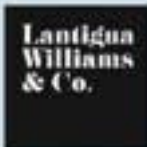
The report tells a story about a diverse Latino community that is increasingly discovering podcasts

There was potential for podcast listening growth and you capitalized

LATINO
PODCAST
LISTENER REPORT 2021



ADIONDE
media



libsyn



sxm
MEDIA