

LATINO
PODCAST
LISTENER REPORT



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LATINO
PODCAST
LISTENER REPORT



Presented by:



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Founder & CEO
Adonde Media
@martinacastro





Share of Ear[®]

- 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





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

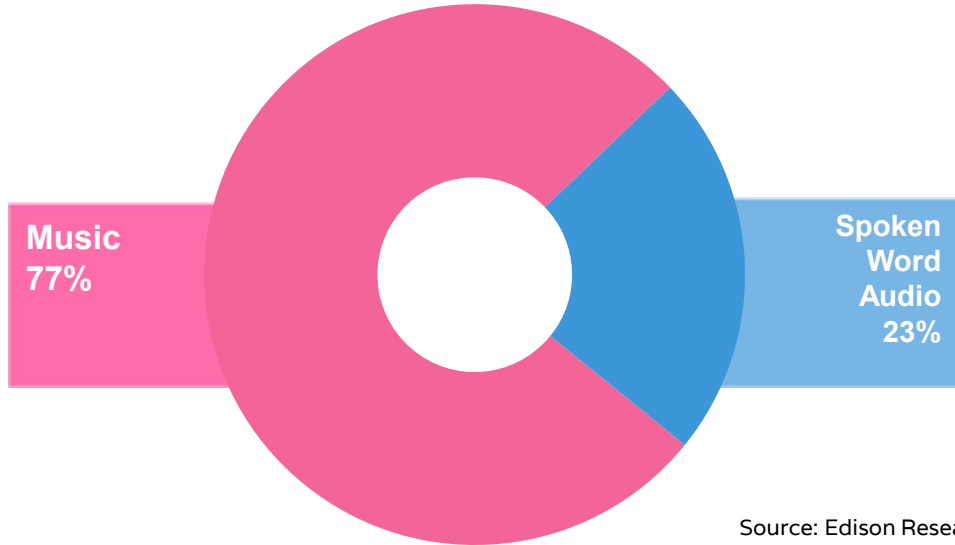
per day listening to audio

Source: Edison Research Share of Ear © 2020

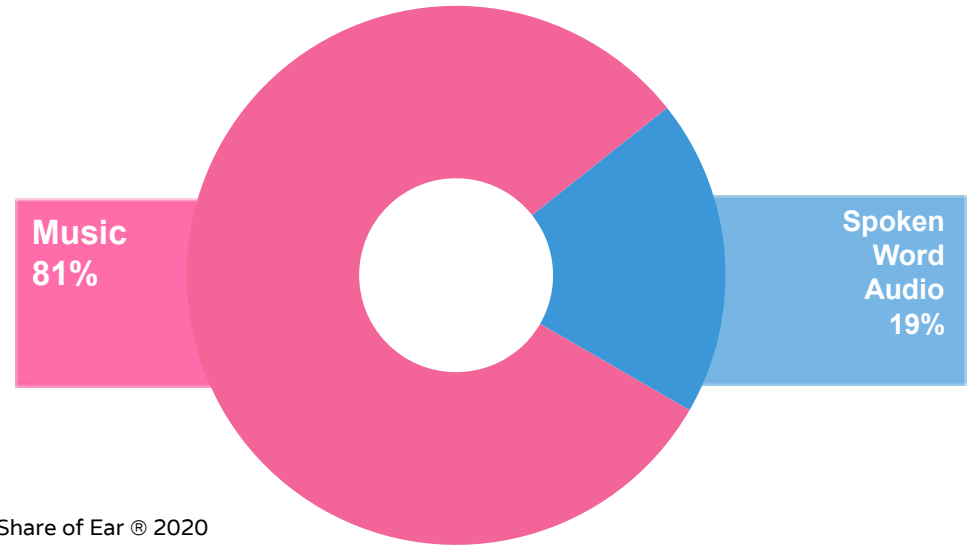


Share of Time Spent Listening by Content Type

U.S. Total Population 13+



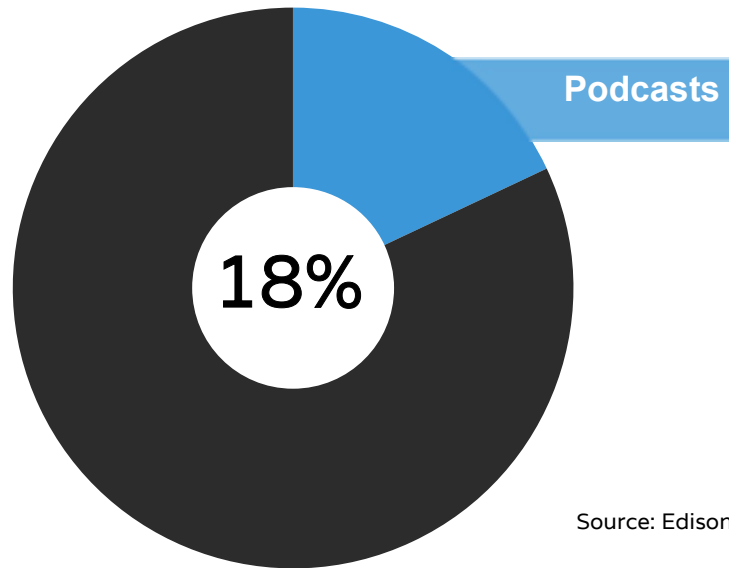
U.S. Latinos 13+



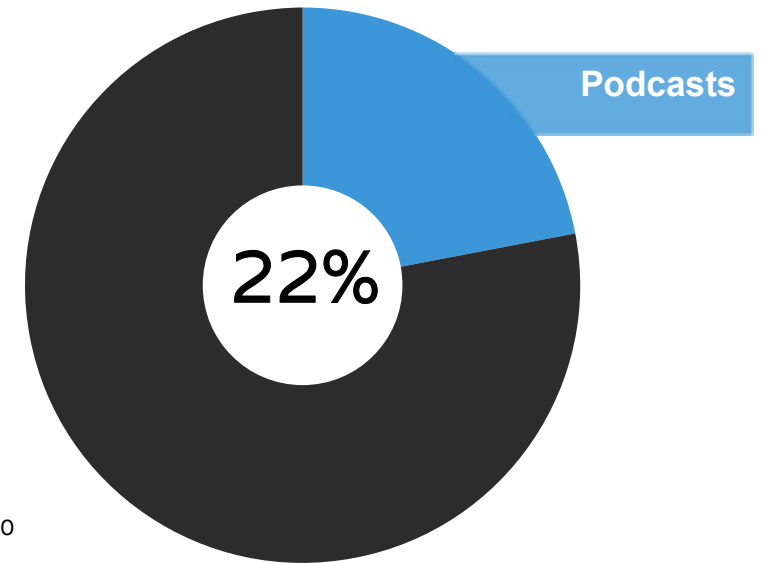
Source: Edison Research Share of Ear © 2020

Share of Time Spent Listening to Spoken Word Audio: Podcasts

U.S. Total Population 13+



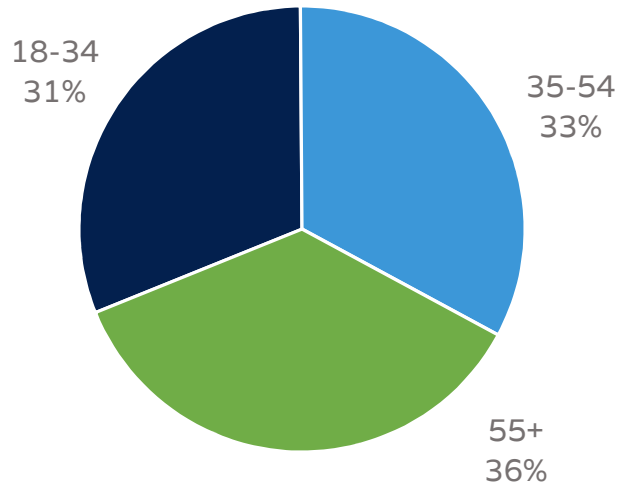
U.S. Latinos 13+



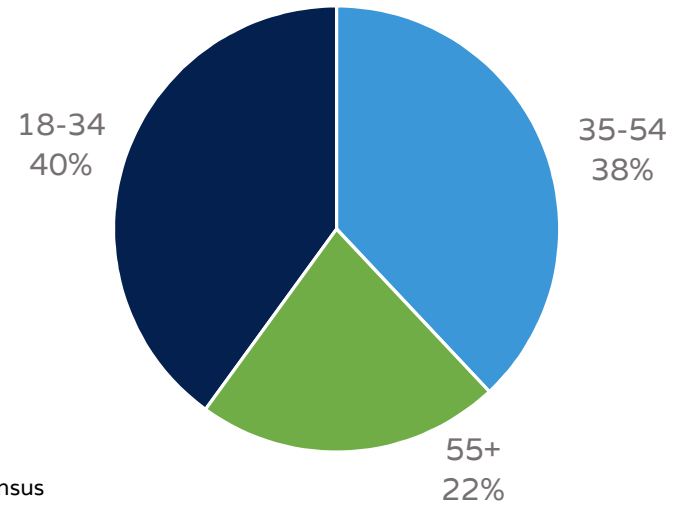
Source: Edison Research Share of Ear © 2020

Demographics: Age

U.S. Total Population 18+

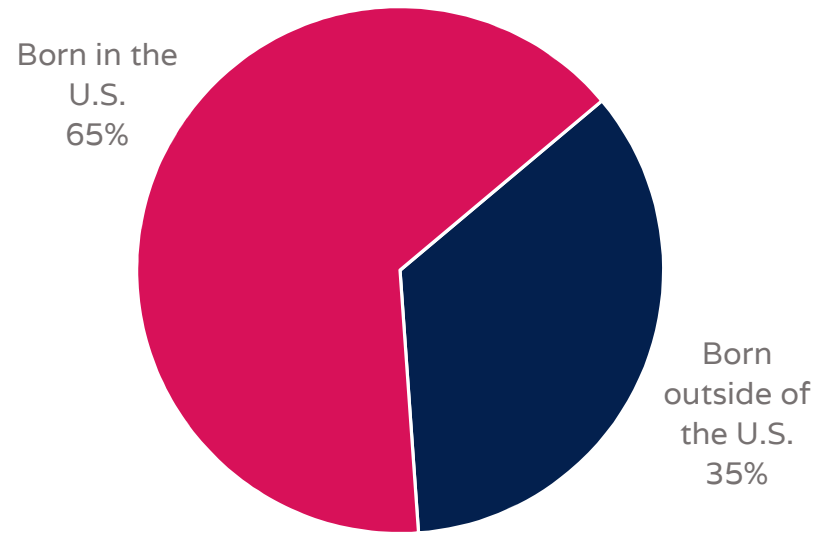


U.S. Online Latinos 18+



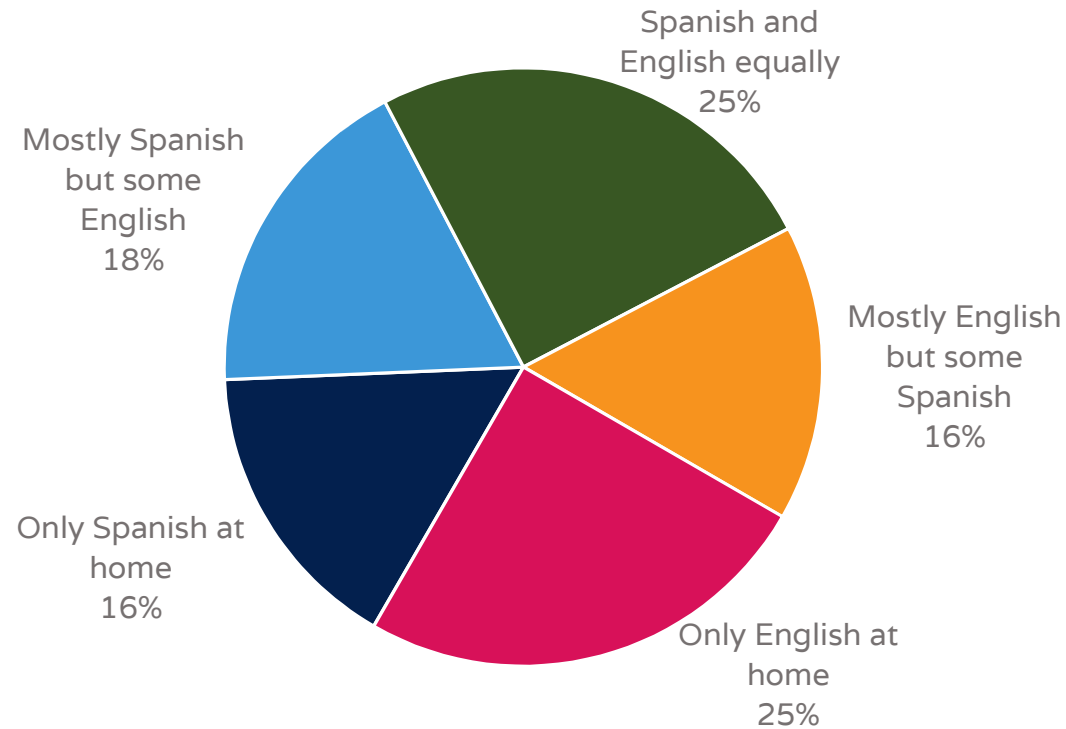
Source: U.S. Census

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”



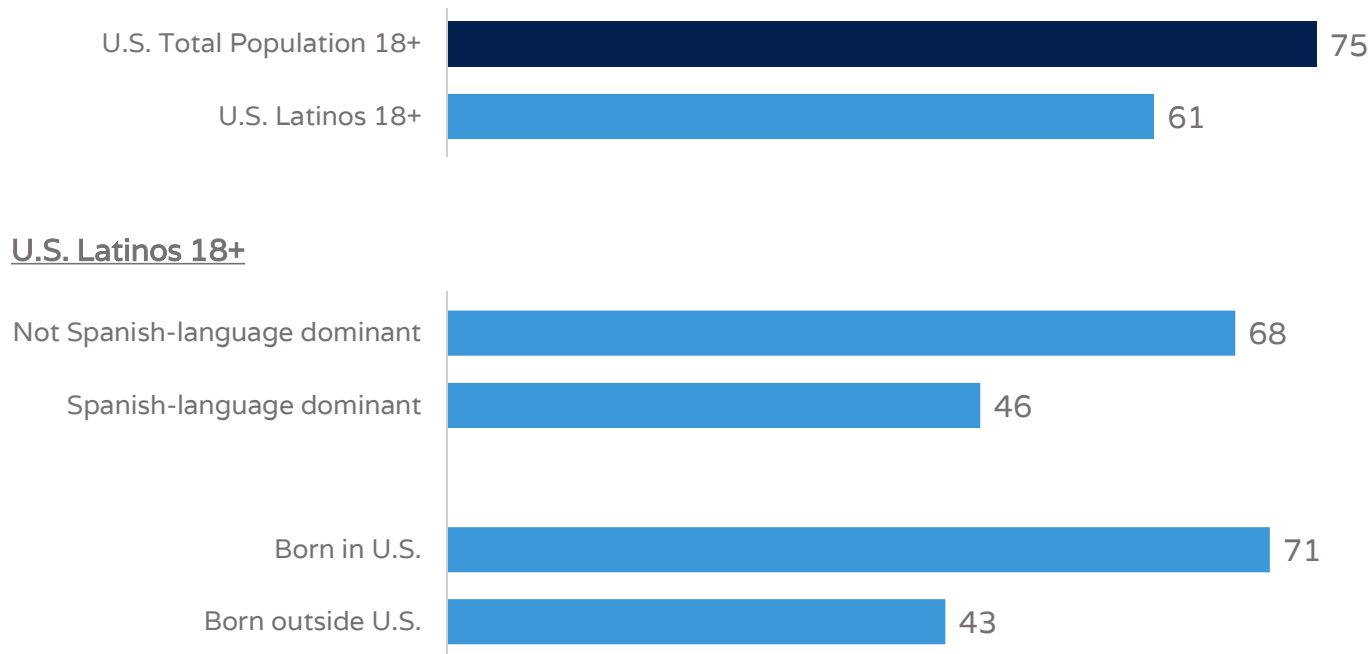
U.S. Latinos 18+





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+



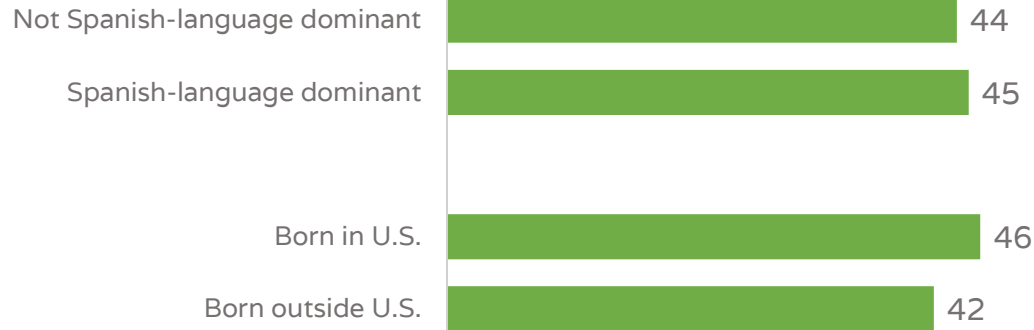


Podcast Listening

% 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



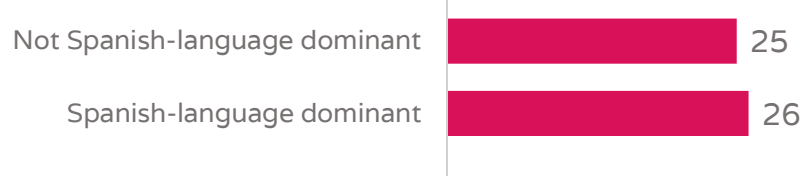


Listened to a podcast in the last month:

% saying yes



U.S. Latinos 18+



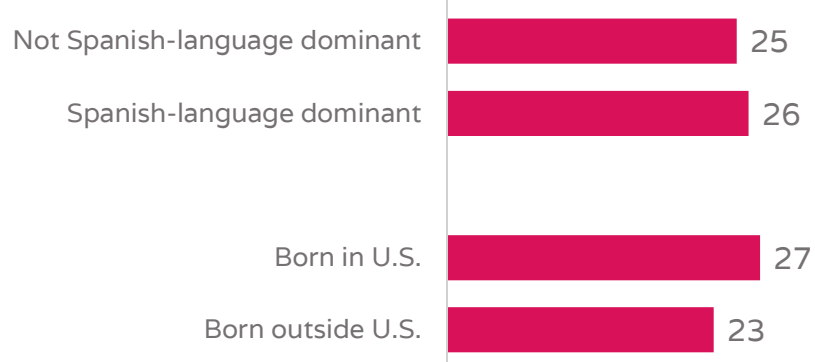


Listened to a podcast in the last month:

% saying yes



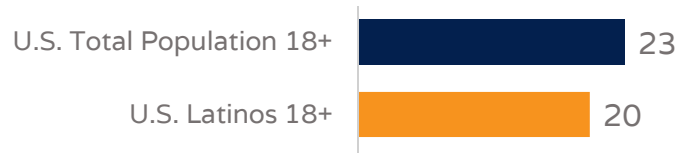
U.S. Latinos 18+





Listened to a podcast in the last week:

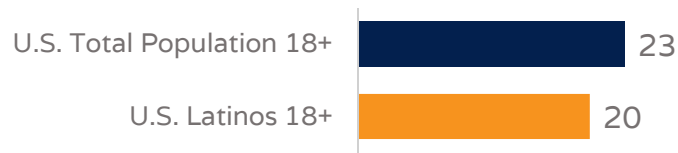
% saying yes



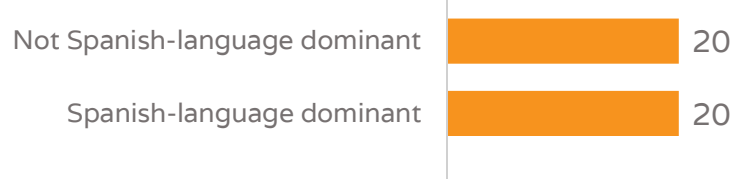


Listened to a podcast in the last week:

% saying yes



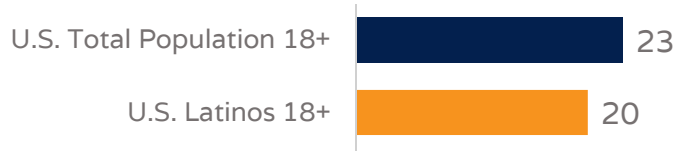
U.S. Latinos 18+



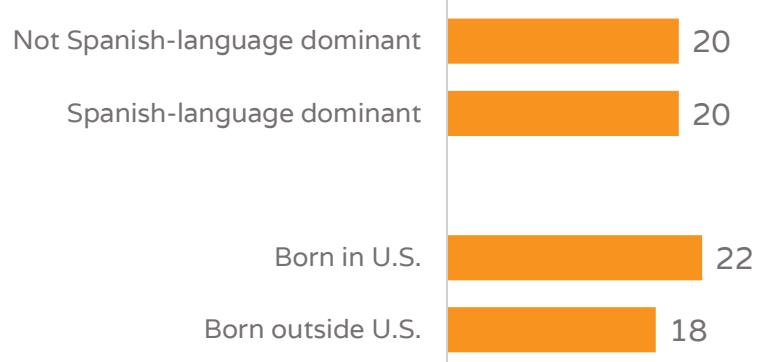


Listened to a podcast in the last week:

% saying yes



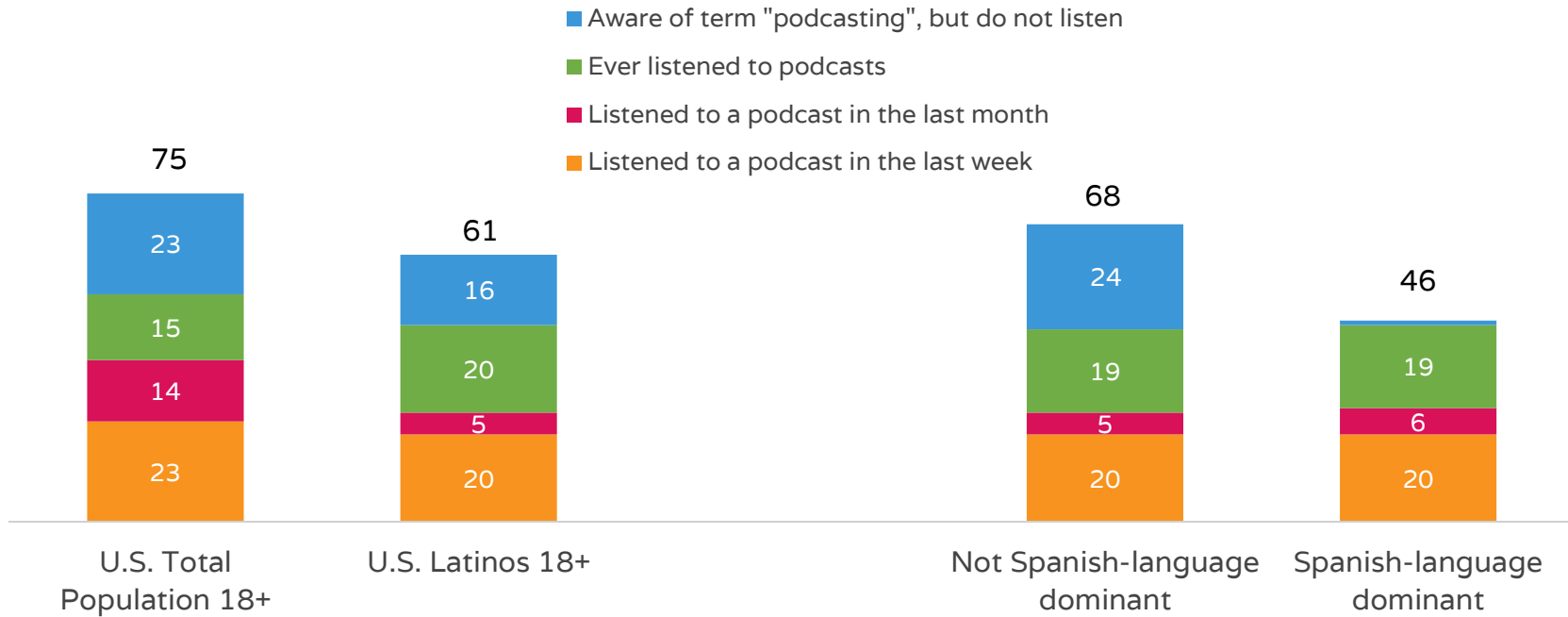
U.S. Latinos 18+





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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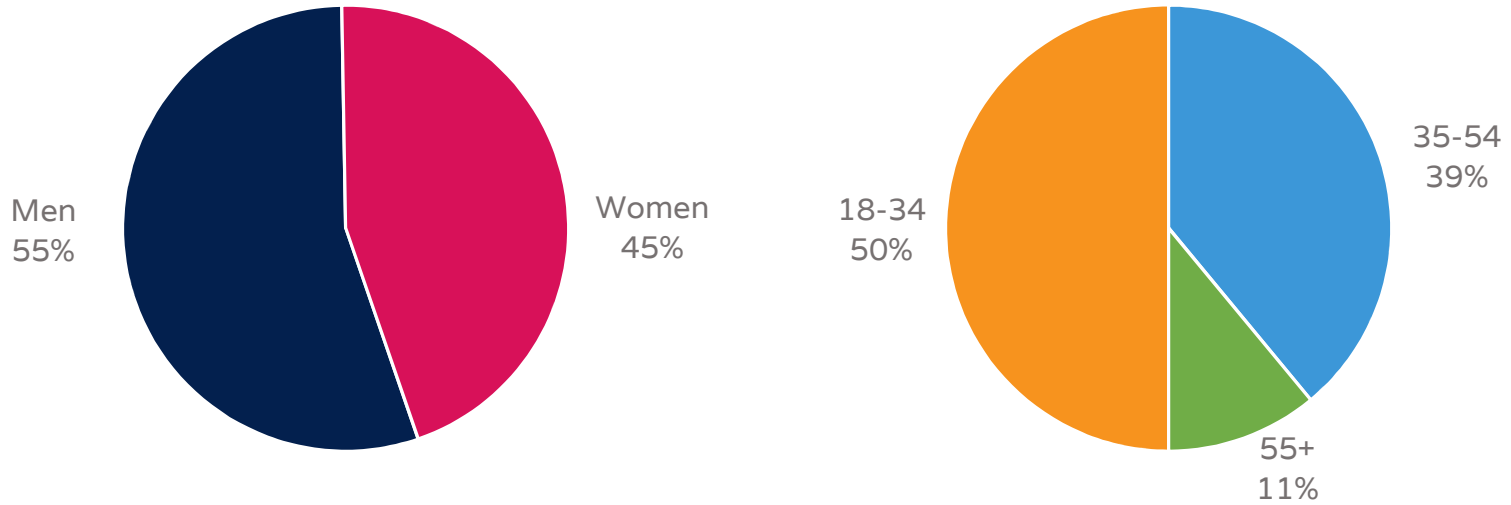


U.S. Latino Monthly Podcast Listeners
(25% of U.S. Latinos)



Composition of U.S Latino monthly podcast listeners

Gender and Age

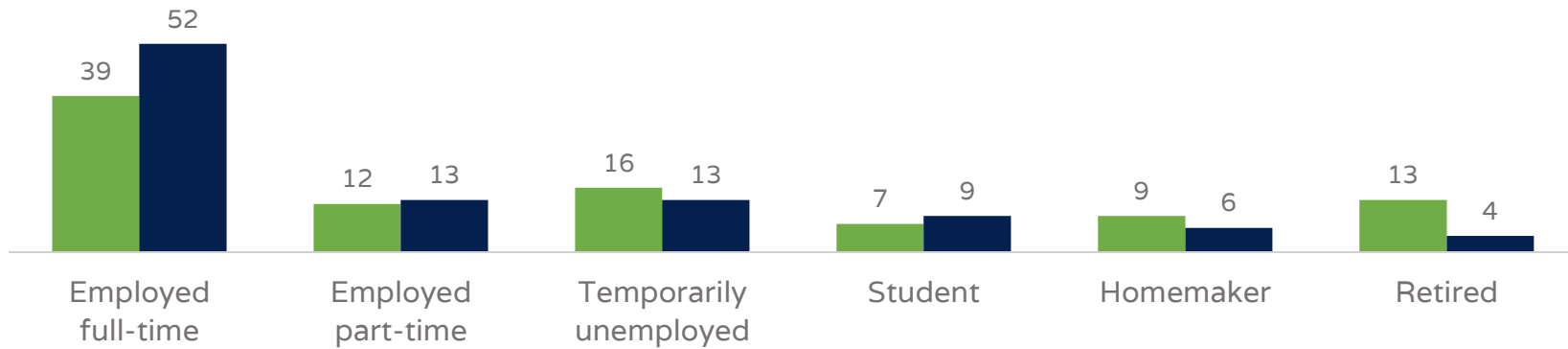




Composition of U.S. Latino monthly podcast listeners

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



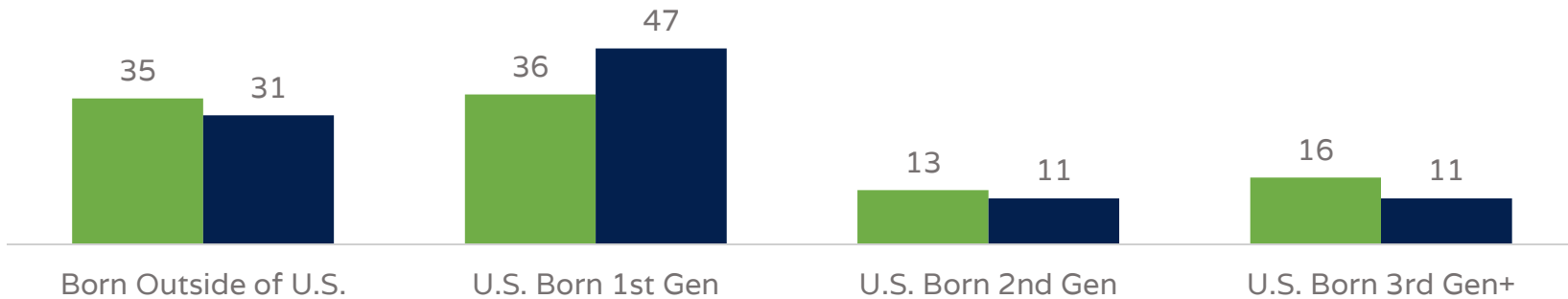


Composition of U.S. Latino monthly podcast listeners

Foreign born vs. U.S. born

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

U.S. Born 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.



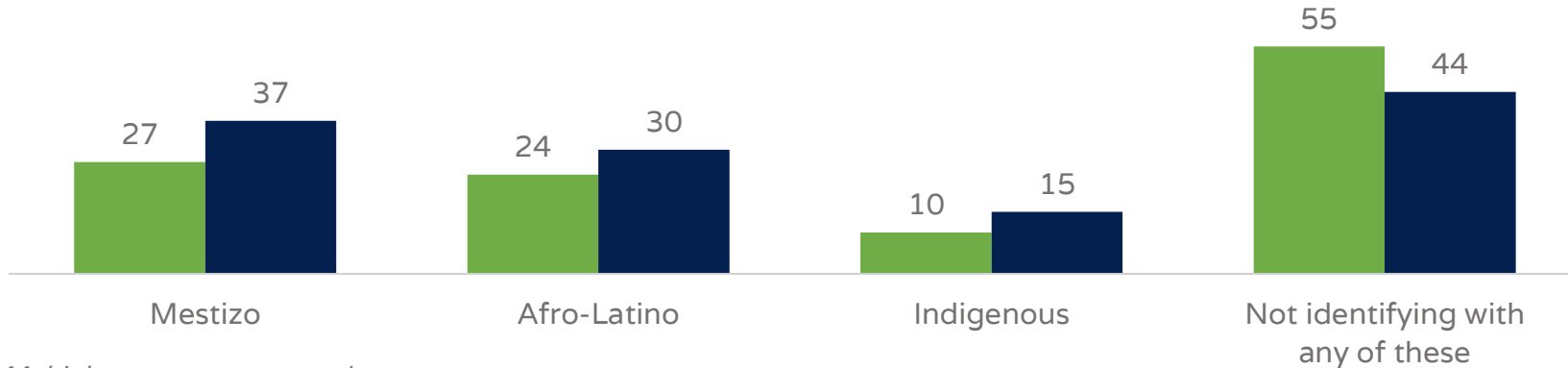


Composition of U.S. Latino monthly podcast listeners

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



Multiple responses accepted

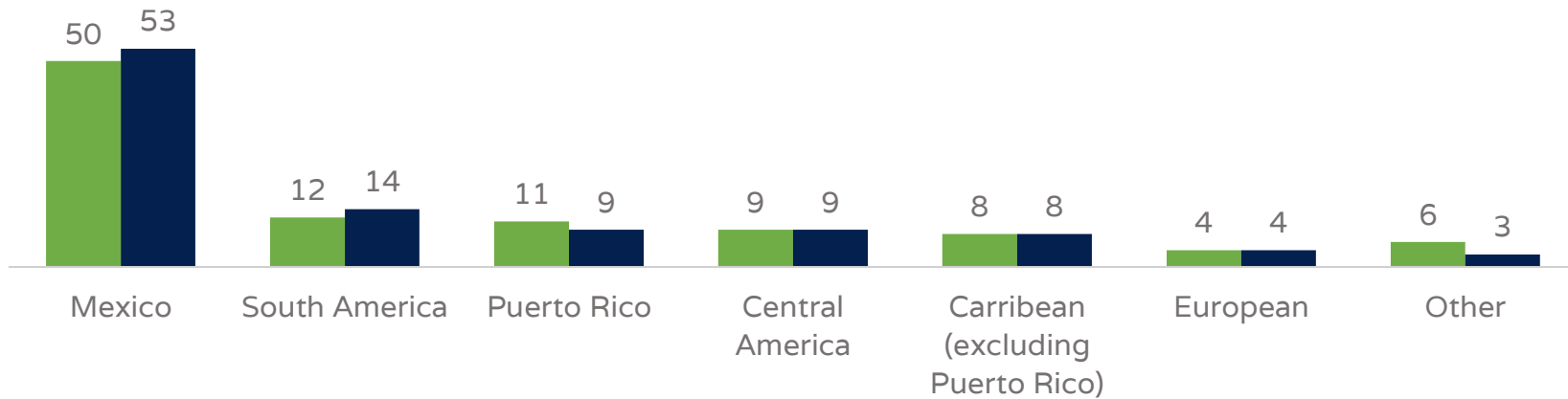




Composition of U.S. Latino monthly podcast listeners

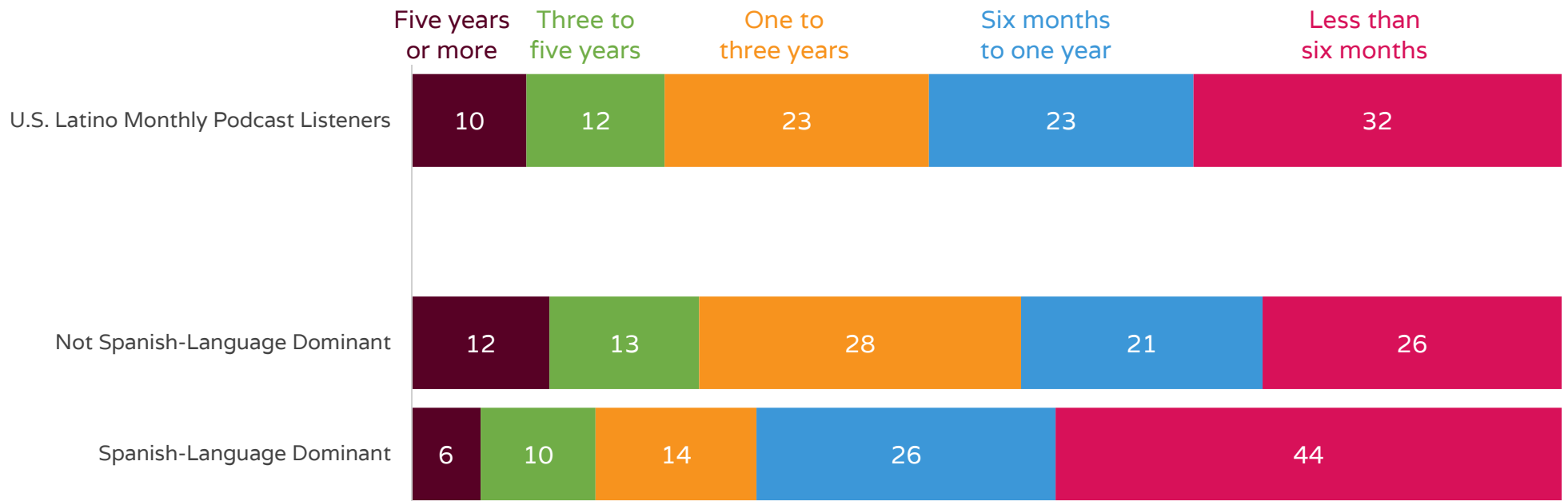
Country from where most of family originates

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





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

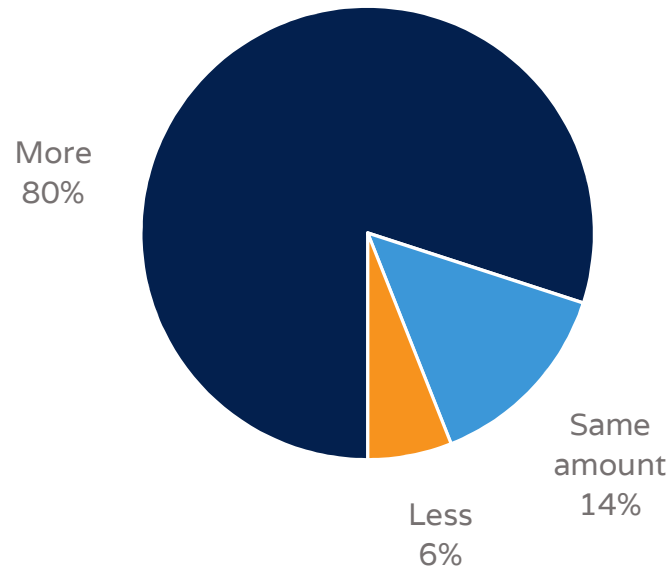


Base: U.S. Latino Monthly Podcast Listeners



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

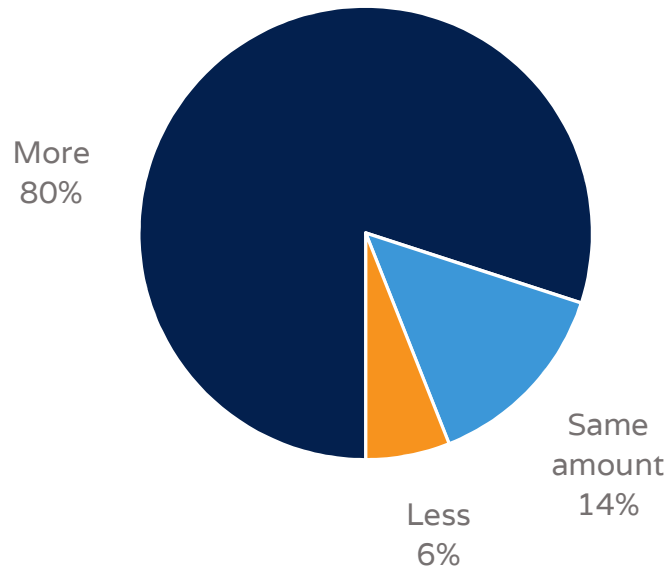
Compared to one year ago



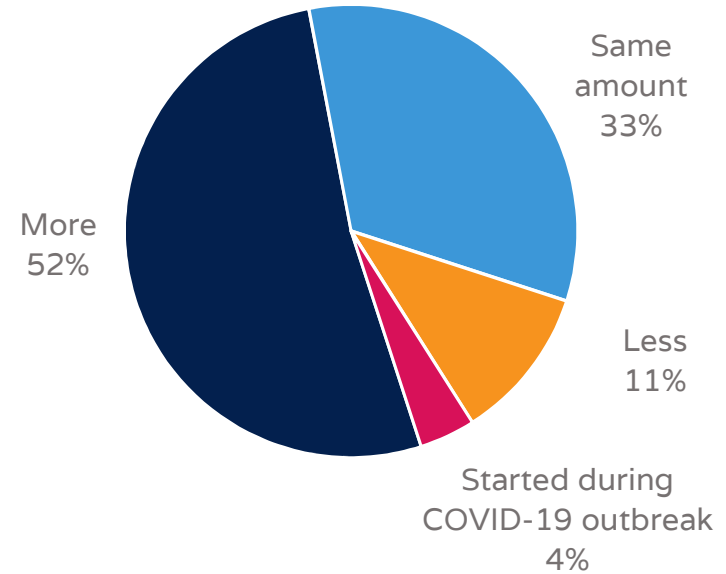
Base: U.S. Latino Monthly Podcast Listeners

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

Compared to one year ago



Since the outbreak of COVID-19

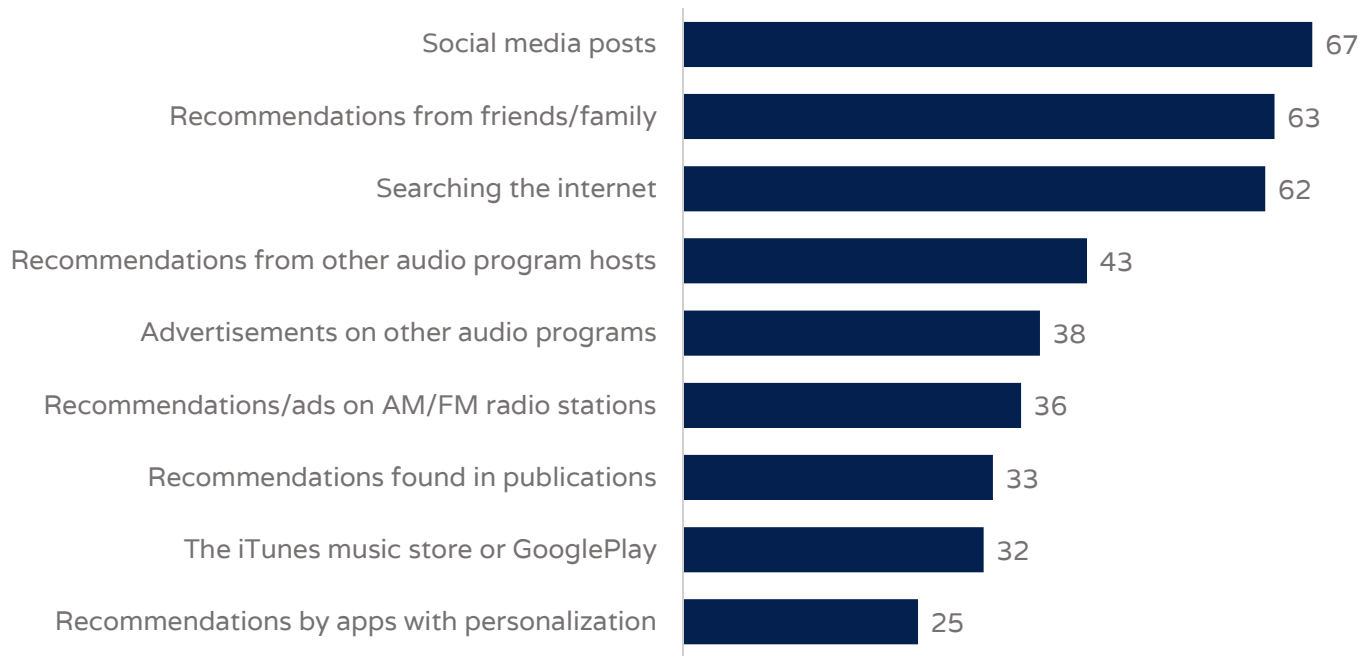


Base: U.S. Latino Monthly Podcast Listeners



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

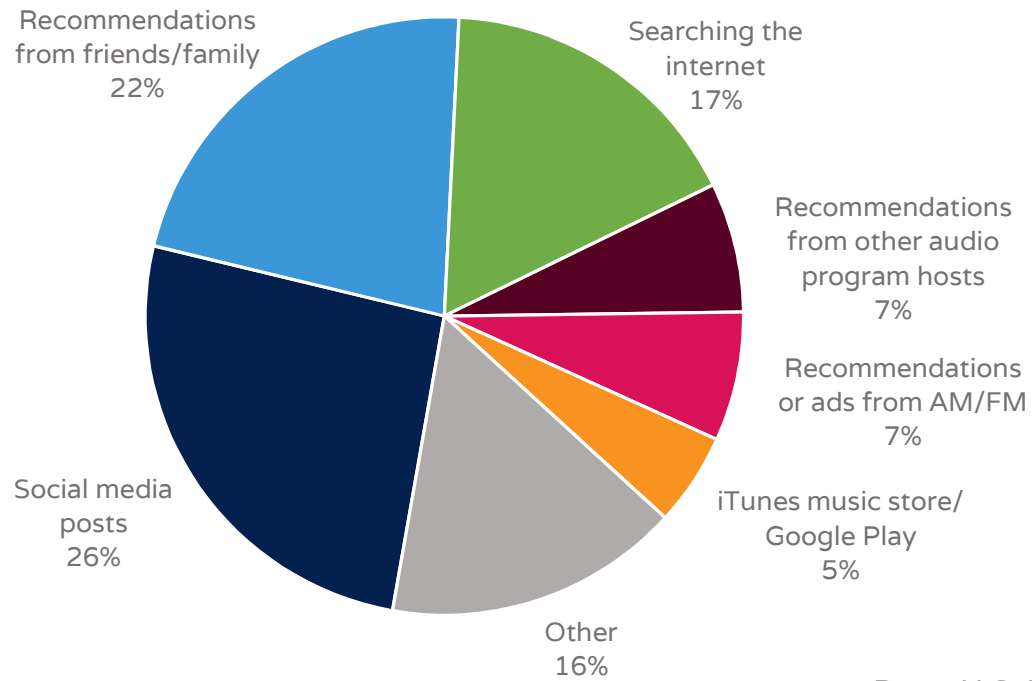
% ever using source to discover podcasts



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

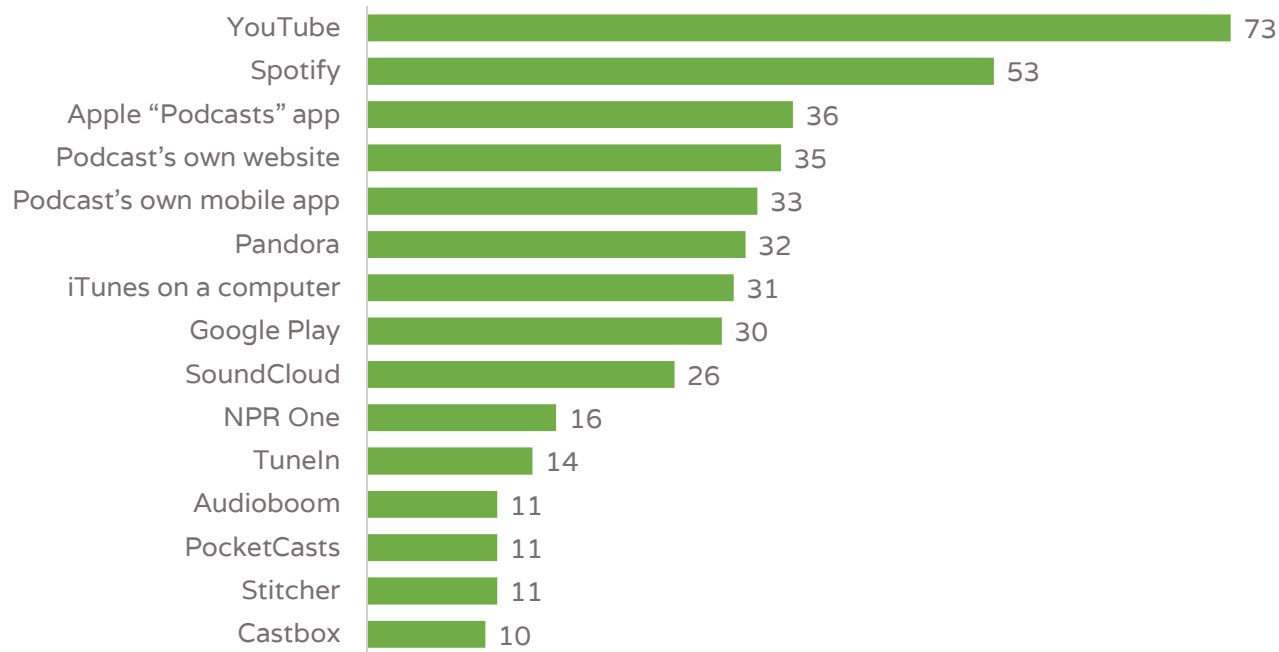
65%

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



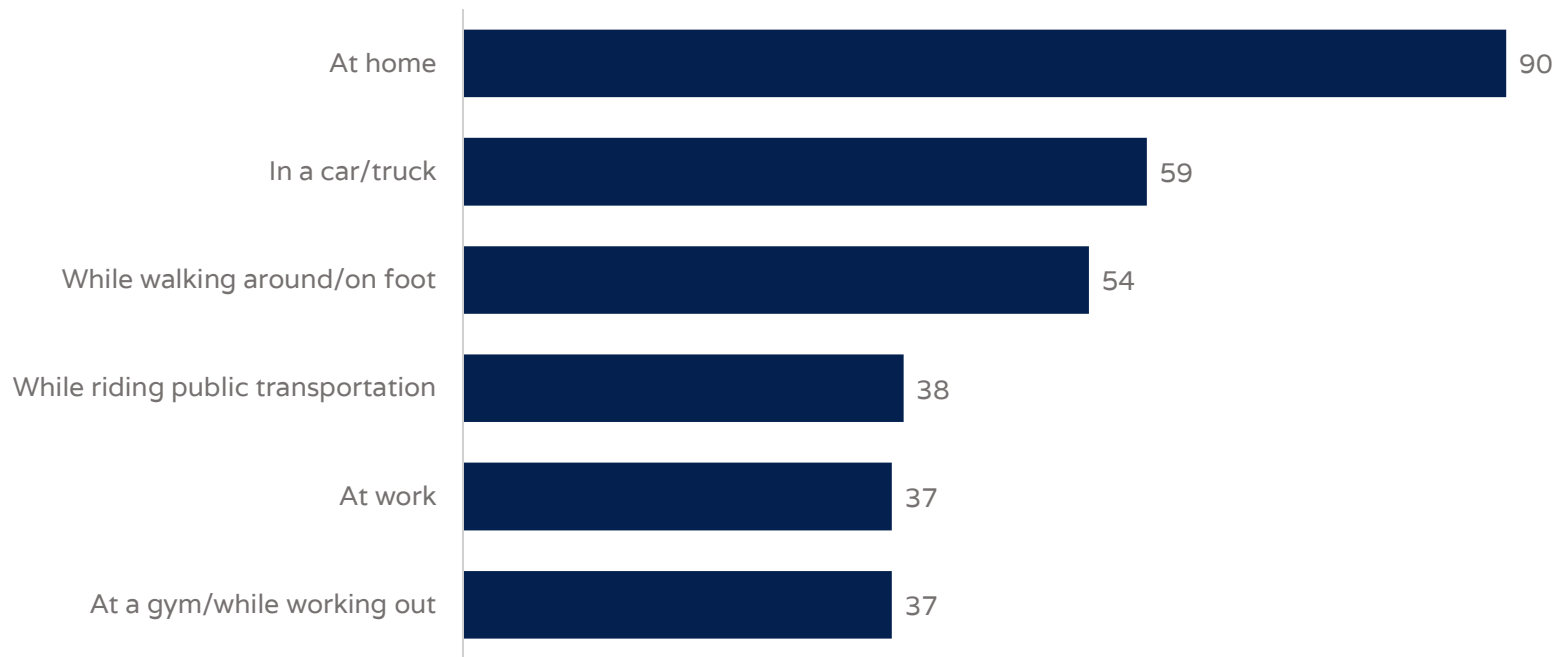
Base: U.S. Latino Monthly Podcast Listeners





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

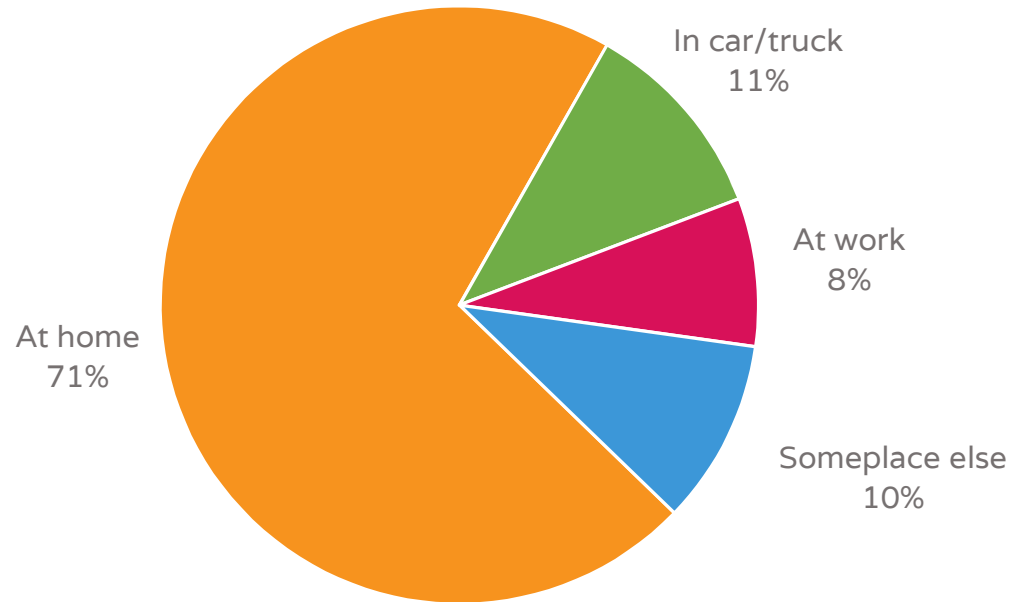
% ever listening to podcasts in location



Base: U.S. Latino Monthly Podcast Listeners



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



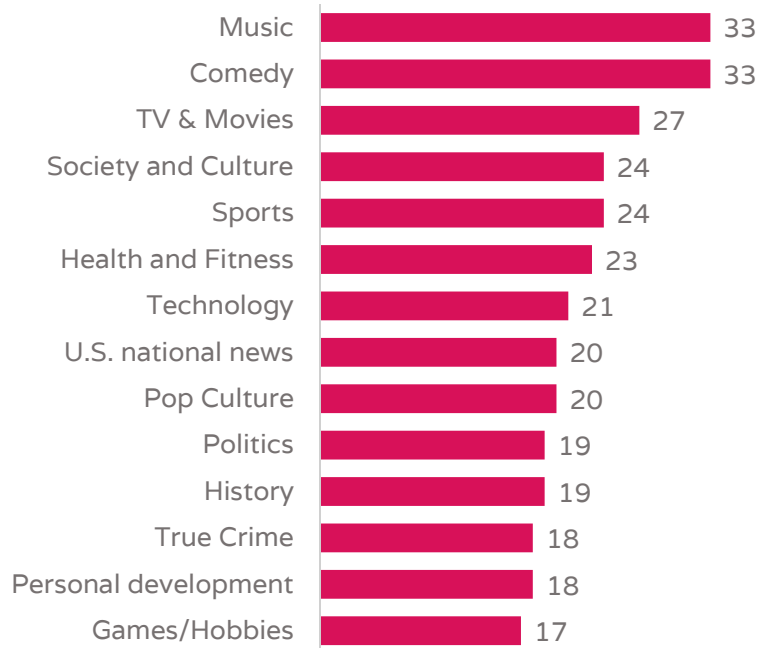
Base: U.S. Latino Monthly Podcast Listeners



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

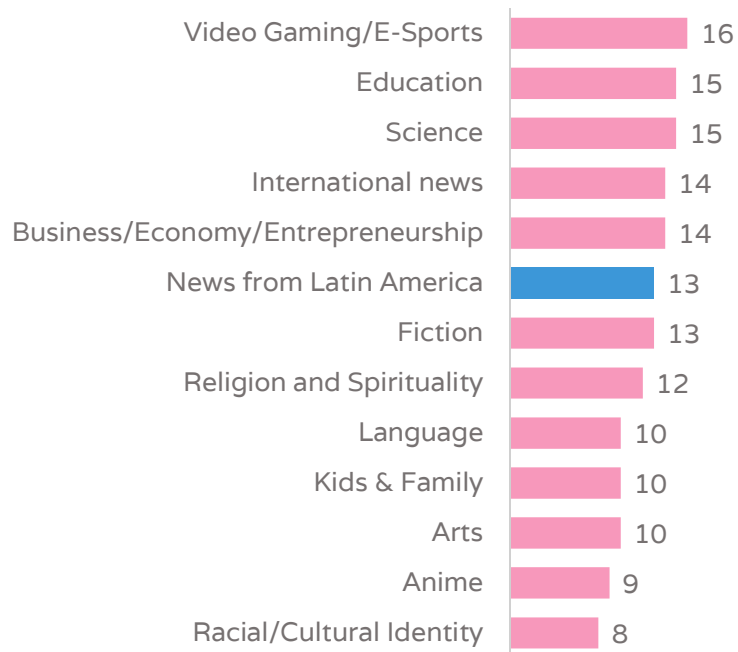


Base: U.S. Latino Monthly Podcast Listeners

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

% ever listen to topic on a podcast

Page 2 of 2

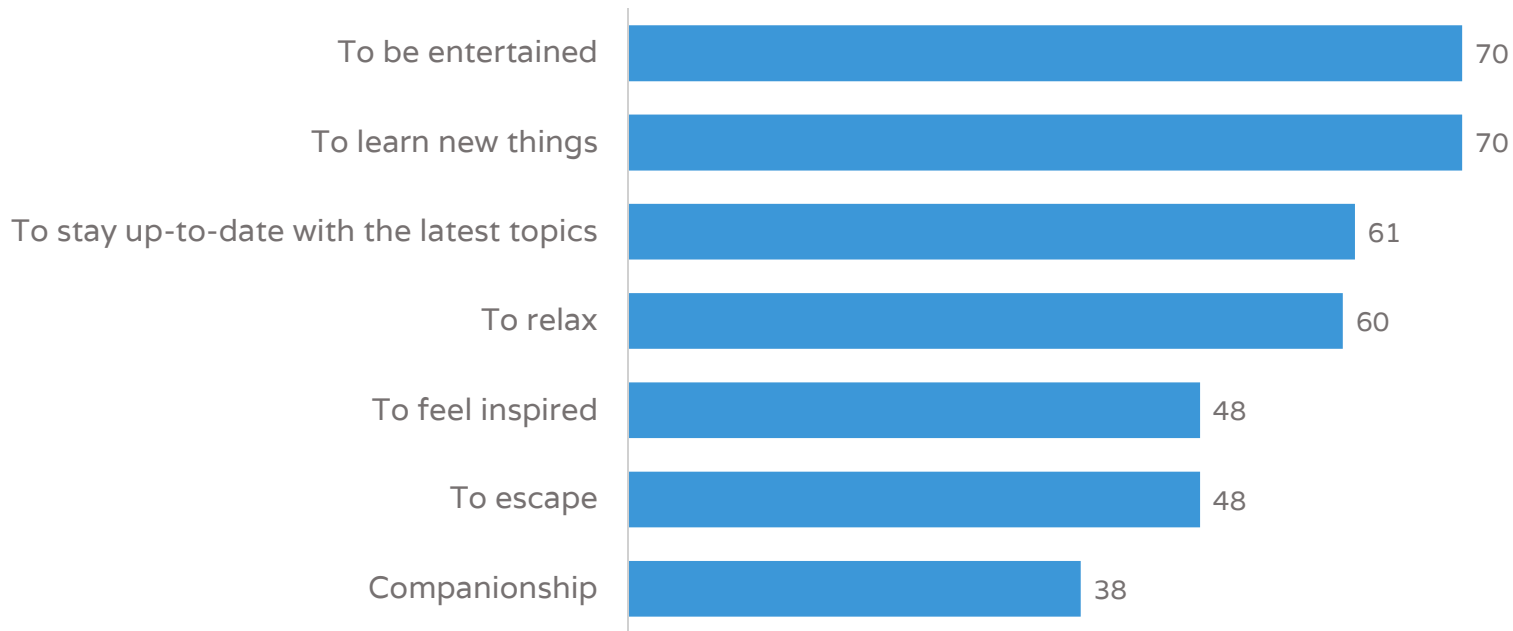


Base: U.S. Latino Monthly Podcast Listeners



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

% saying “strongly agree” or “somewhat agree”



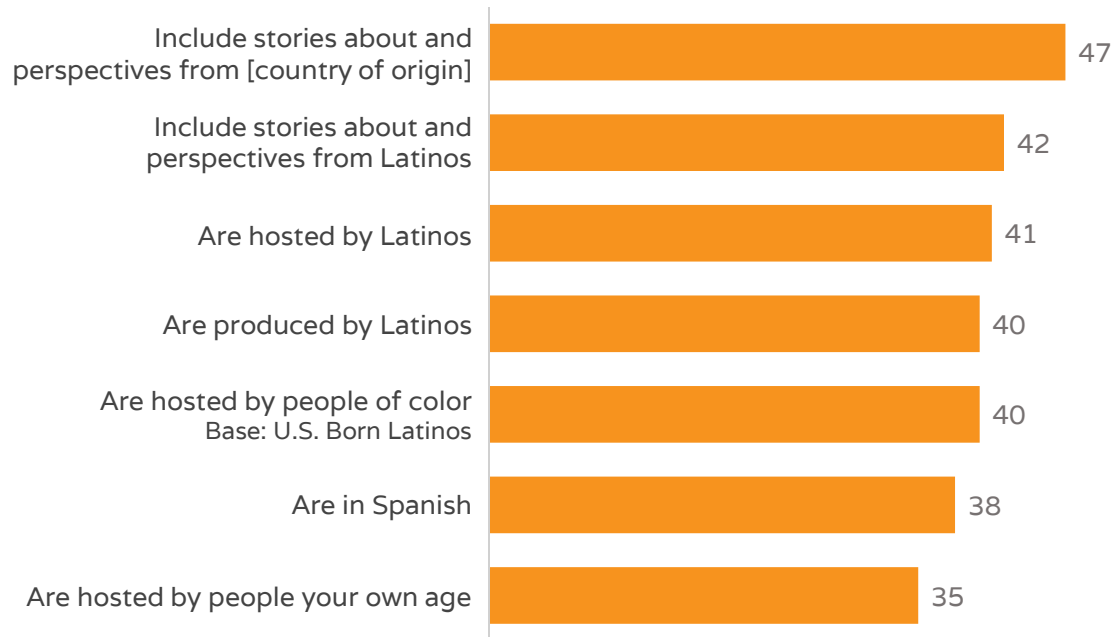
Base: U.S. Latino Monthly Podcast Listeners





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

% saying “very important” or “somewhat important”



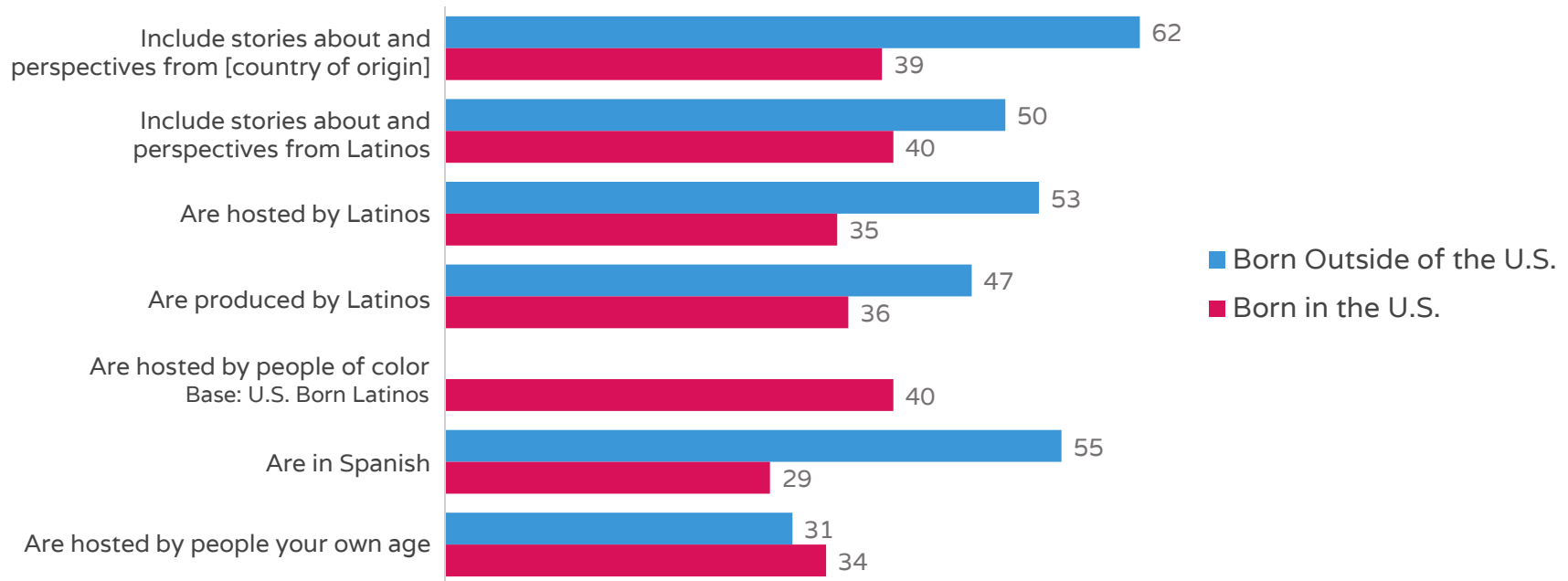
Base: U.S. Latino Monthly Podcast Listeners





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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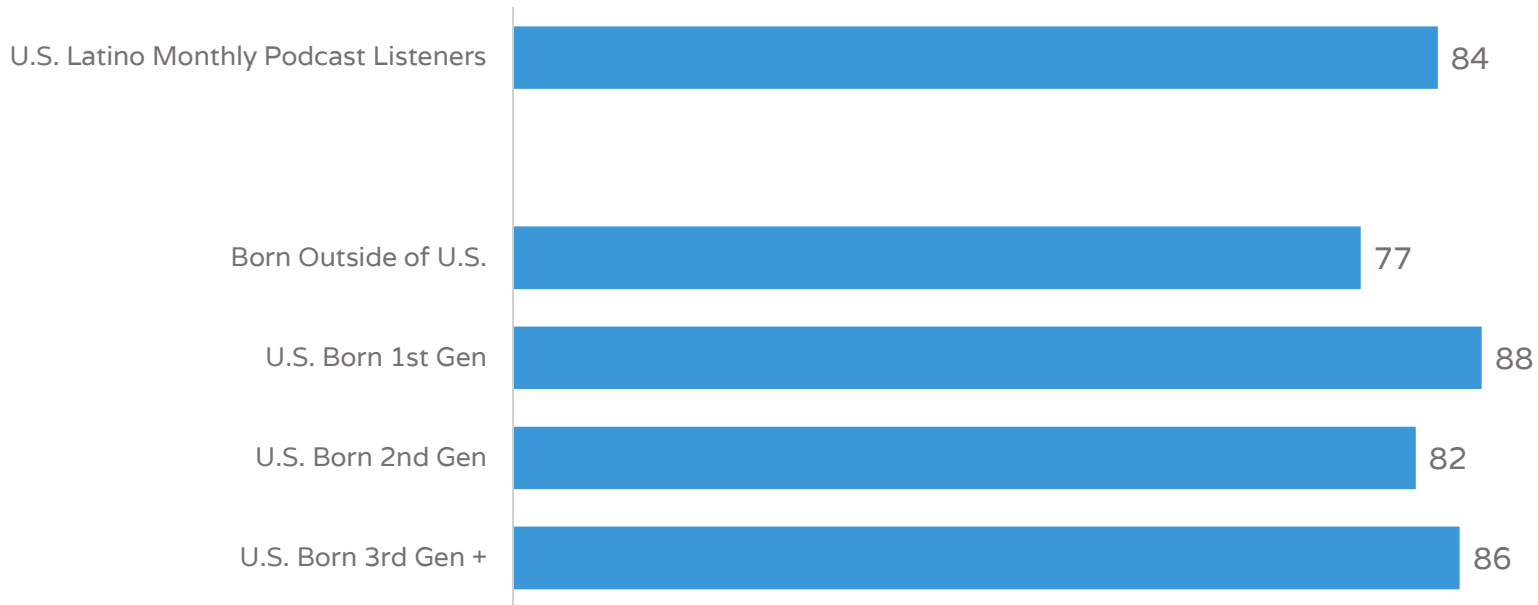
Spanish Podcast Listening





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

% saying yes



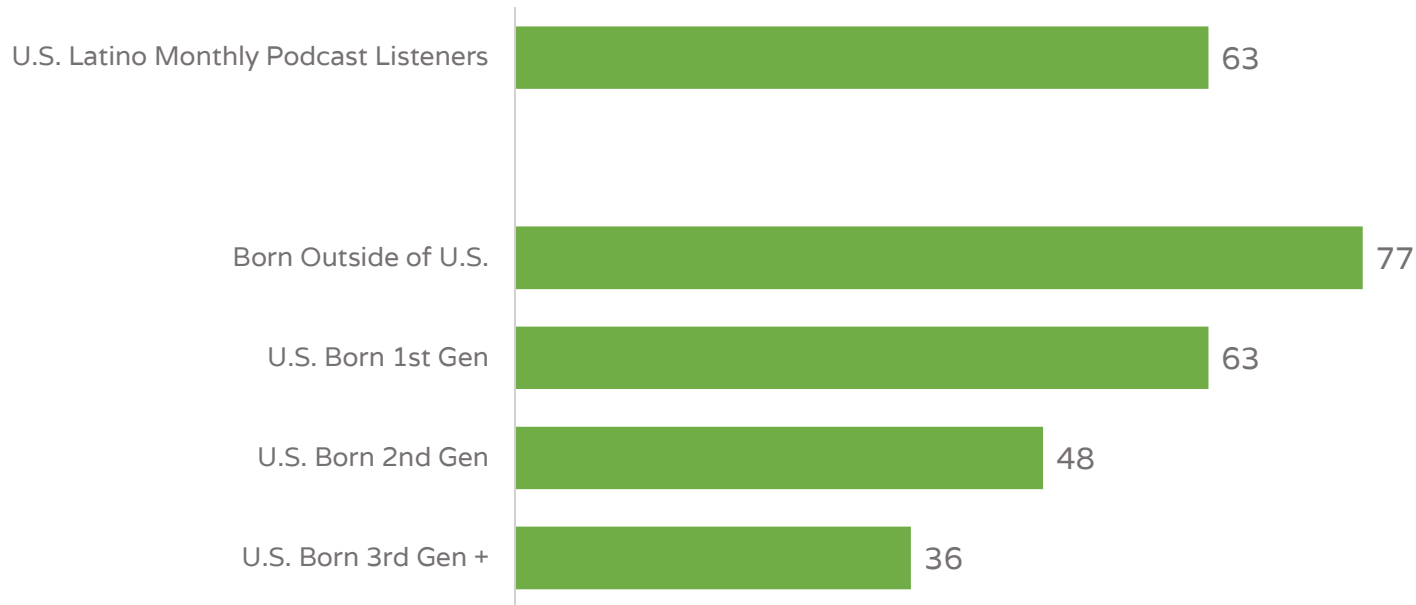
Base: U.S. Latino Monthly Podcast Listeners





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

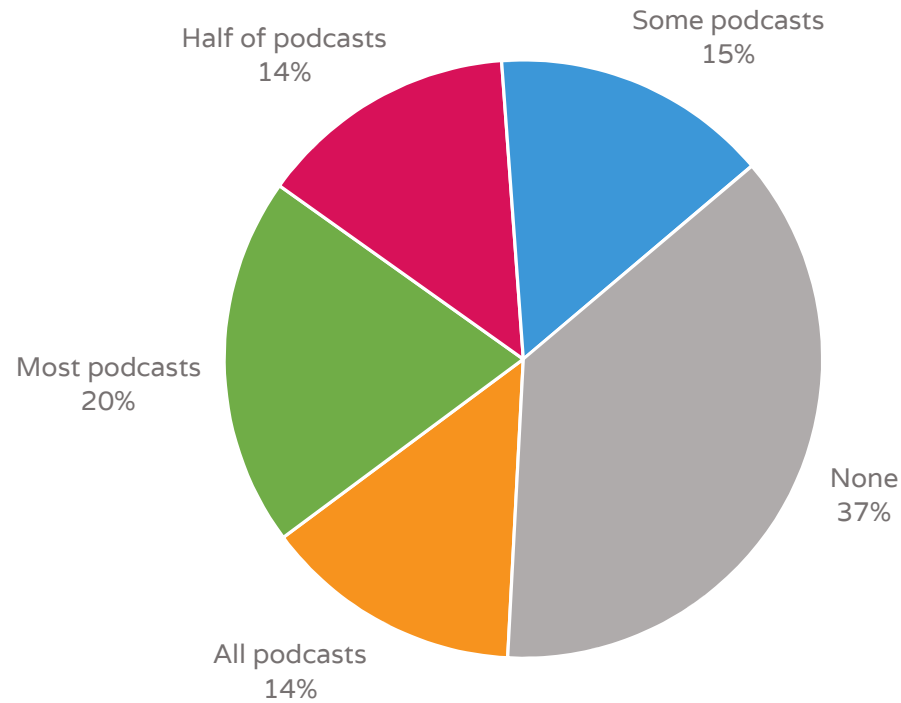
% saying yes



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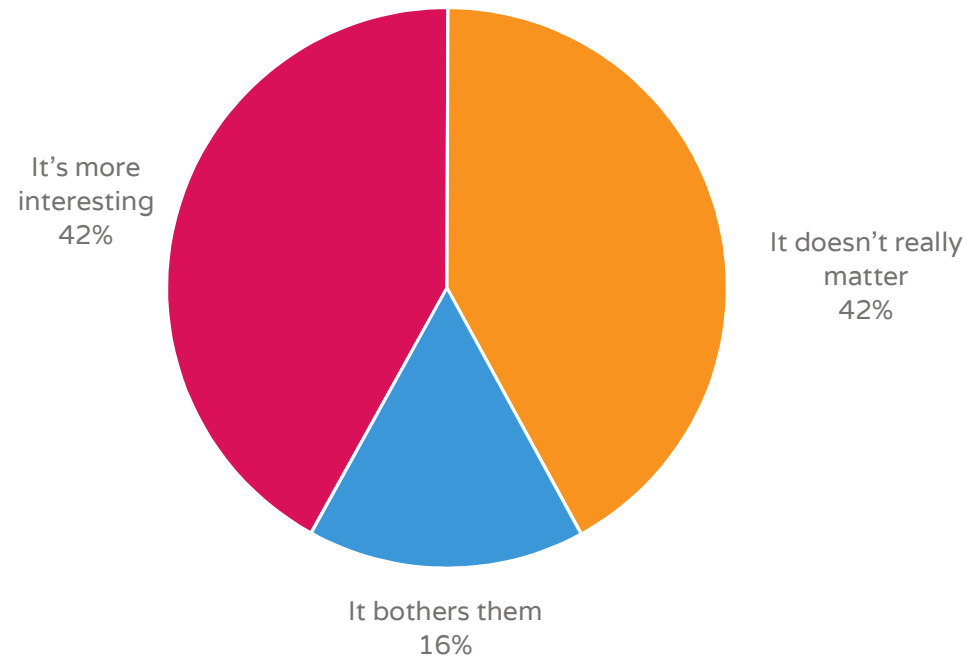
Of U.S. Latino monthly podcast listeners who
have ever listened to a podcast in Spanish

97%

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

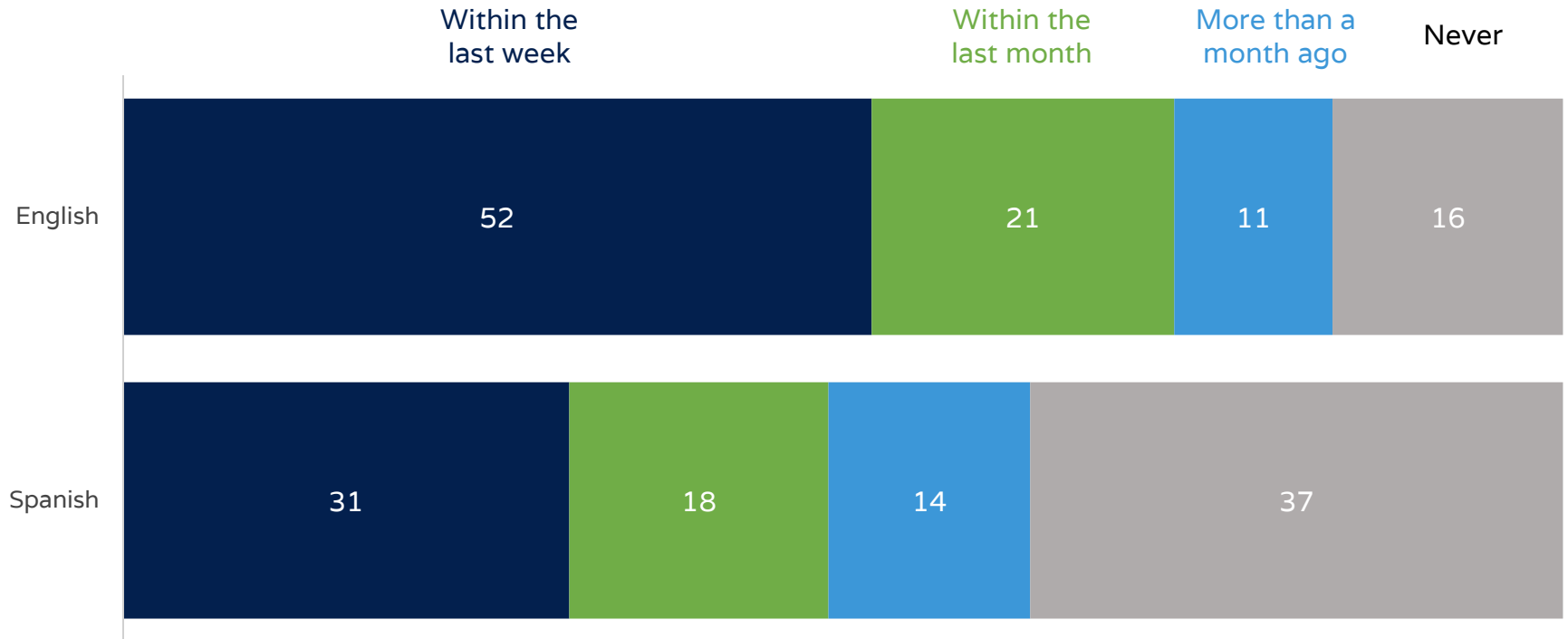


How do U.S. Latino monthly podcast listeners feel when listening to a Spanish-language podcast with an accent different from their own?



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

73%

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

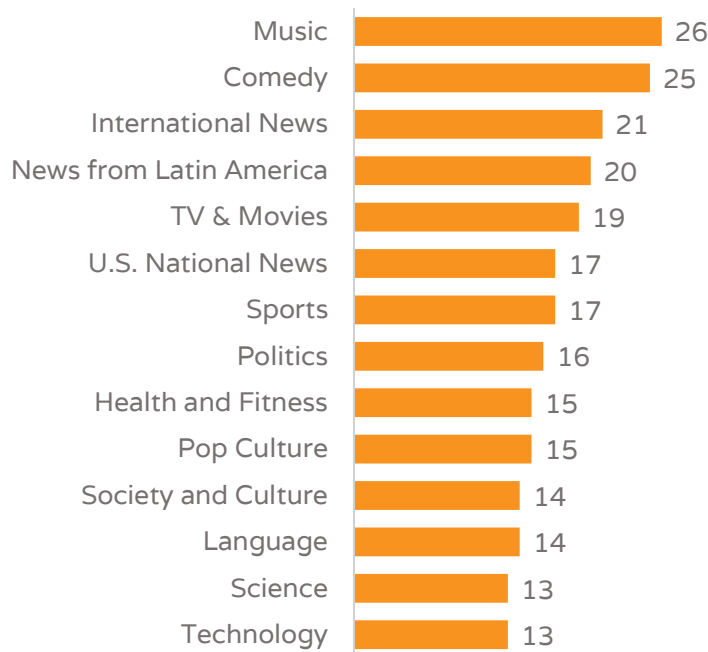
49%

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



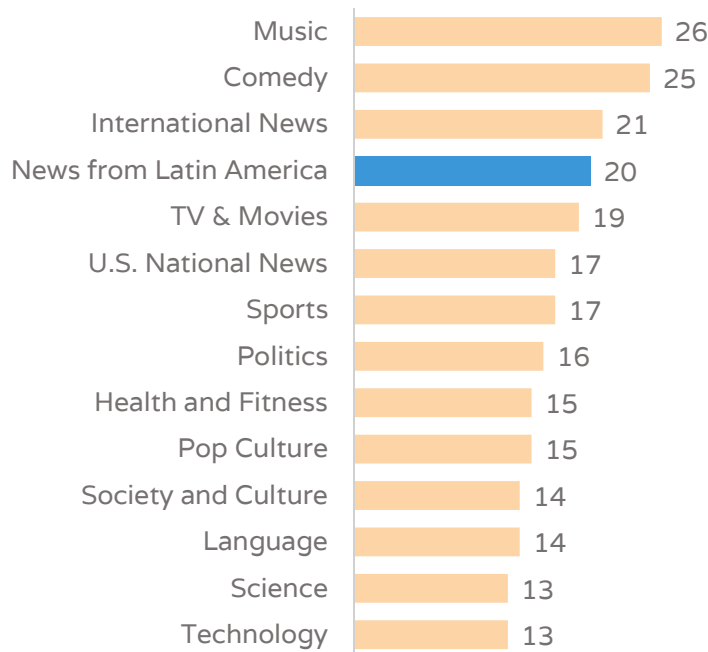
Base: Listened to a Spanish-language podcast in last month





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

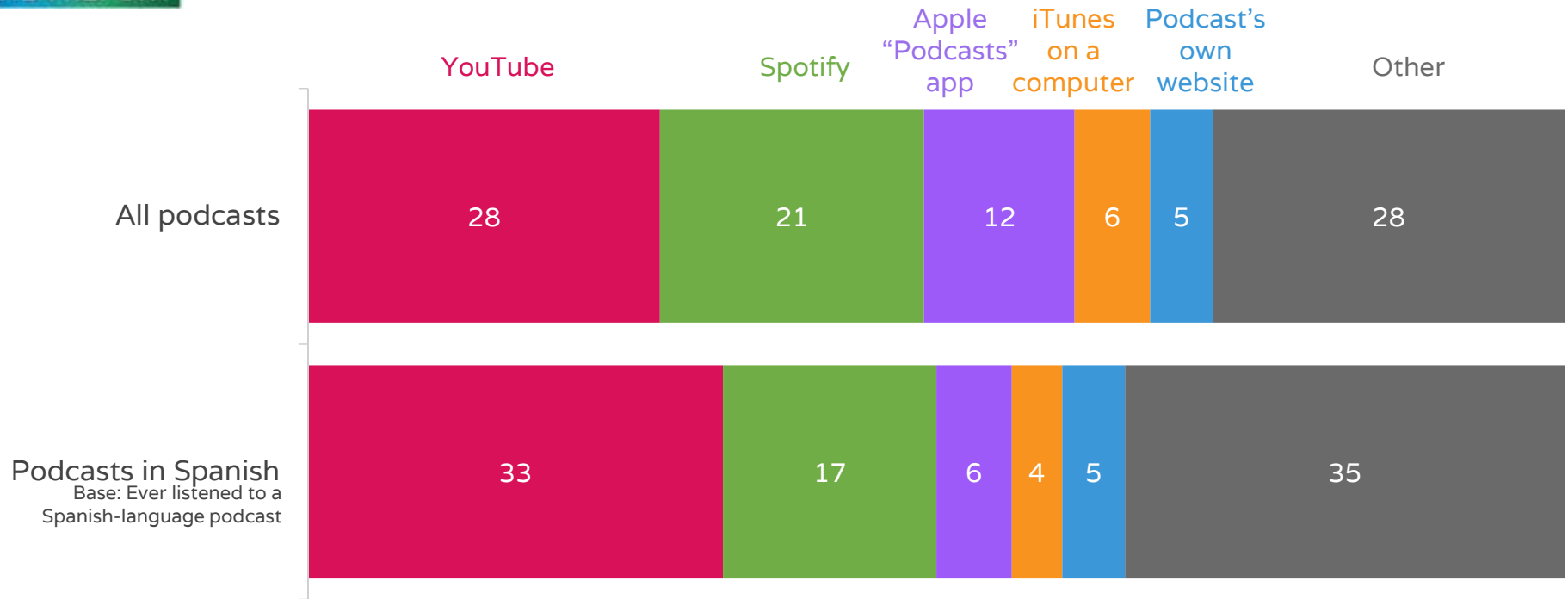
% ever listen to topic on a Spanish-language podcast



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



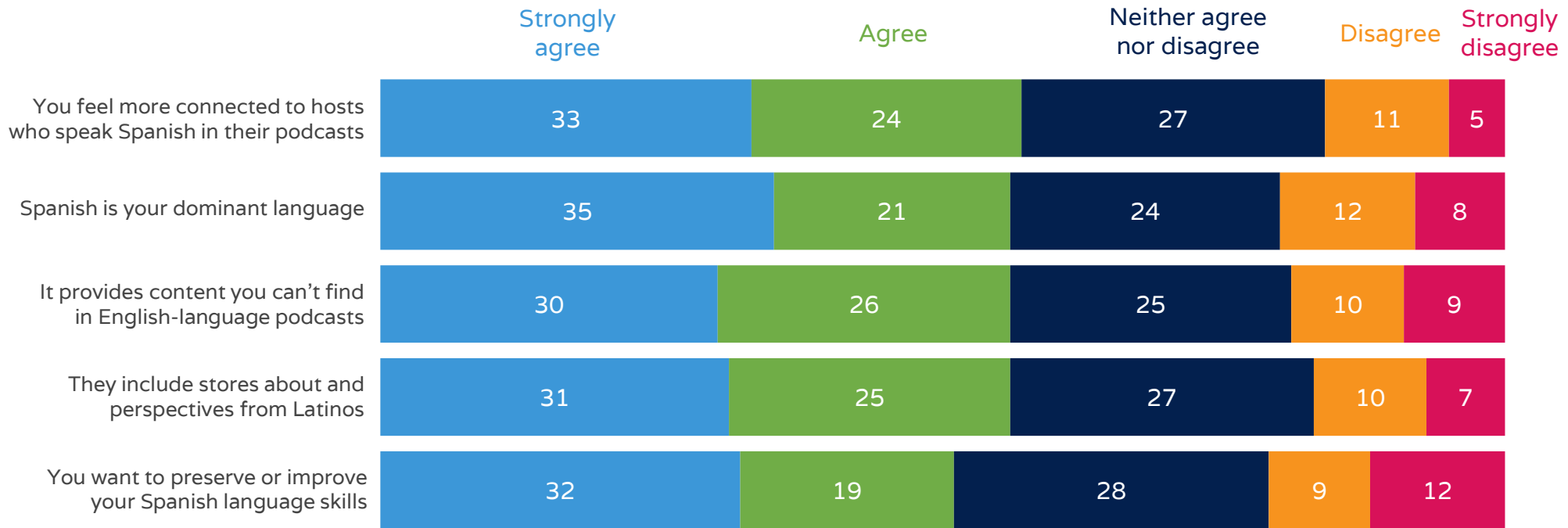
Service U.S. Latino monthly podcast listeners use most often to listen to podcasts



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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