

\$OUNDS PROFITABLE

THE CREATORS

The People Behind The Podcasts



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THE CREATORS

- The podcast industry's first credible data on the people who make podcasts
- Data derived from Edison Podcast Metrics, a continuously sampled online survey of weekly podcast consumers, weighted to demographics from Infinite Dial
- Sample: 617 weekly podcast listeners, 18+, who currently produce or have ever produced a podcast
- Data collected throughout Q2 2021 - Q1 2022
- Limitations:
 - Data collected over a longer timeframe (most of four quarters) can change over the course of data collection
 - Data is sampled from weekly podcast listeners (and not less-frequent or lapsed listeners) and should not be used for market sizing

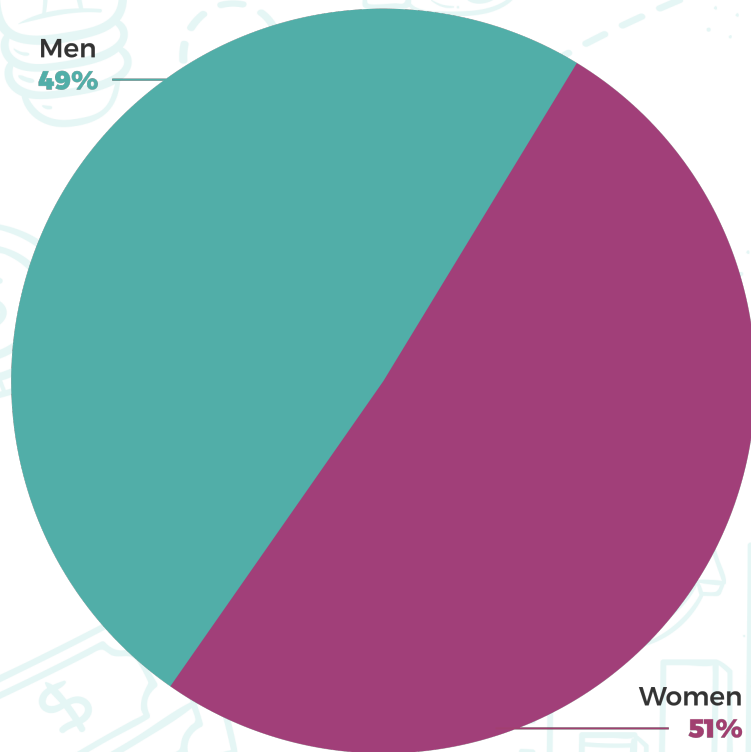


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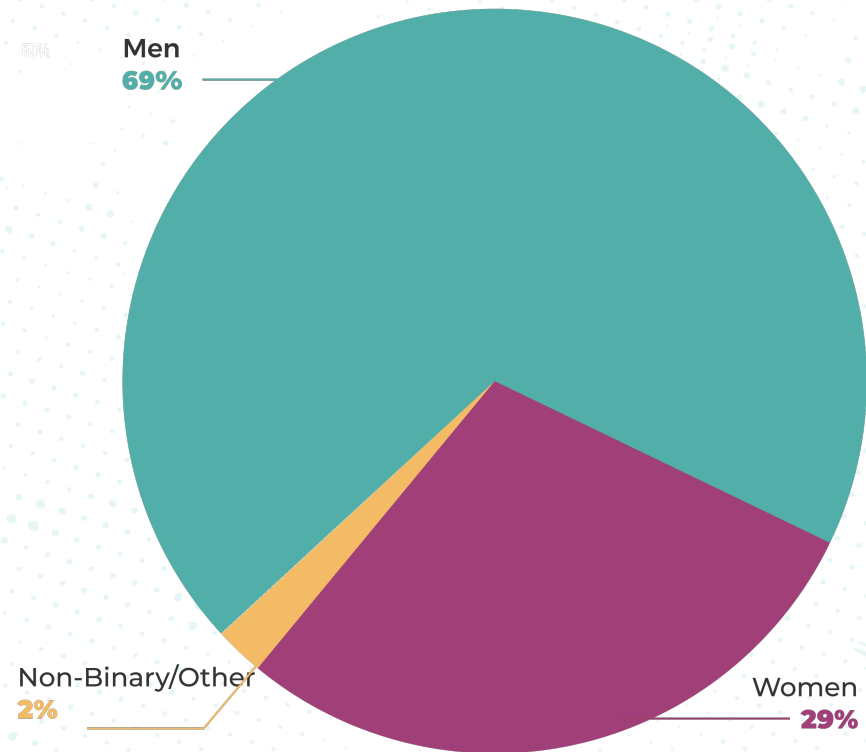
GENDER

U.S. Population



Source: U.S. Census Bureau

Podcast Creators

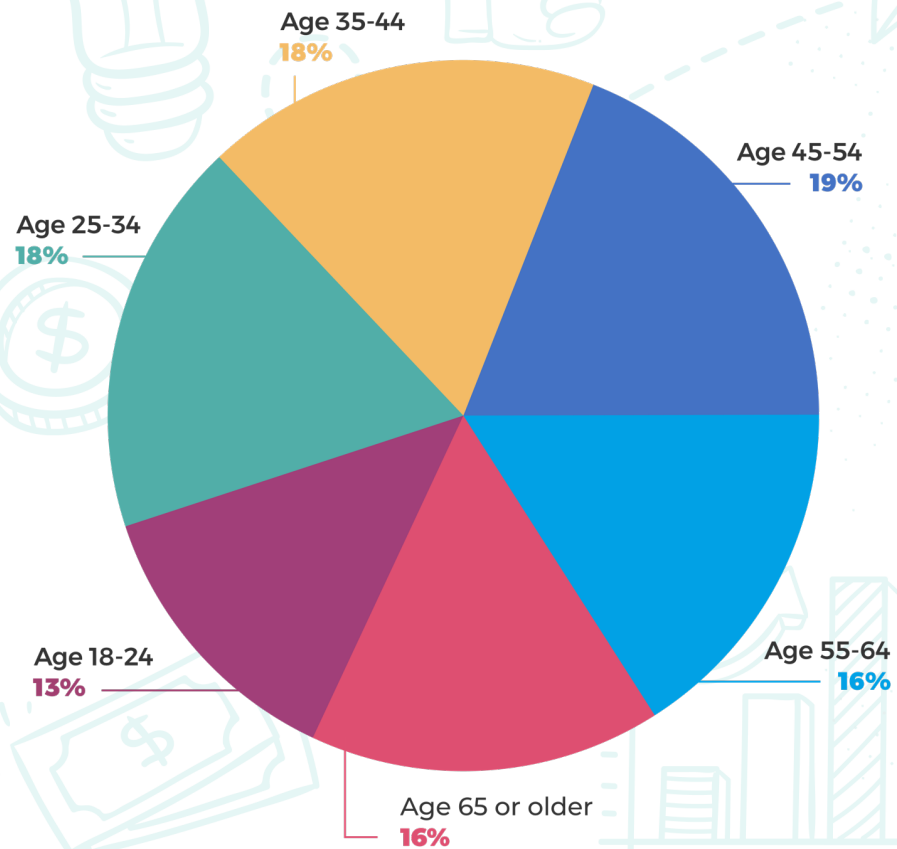


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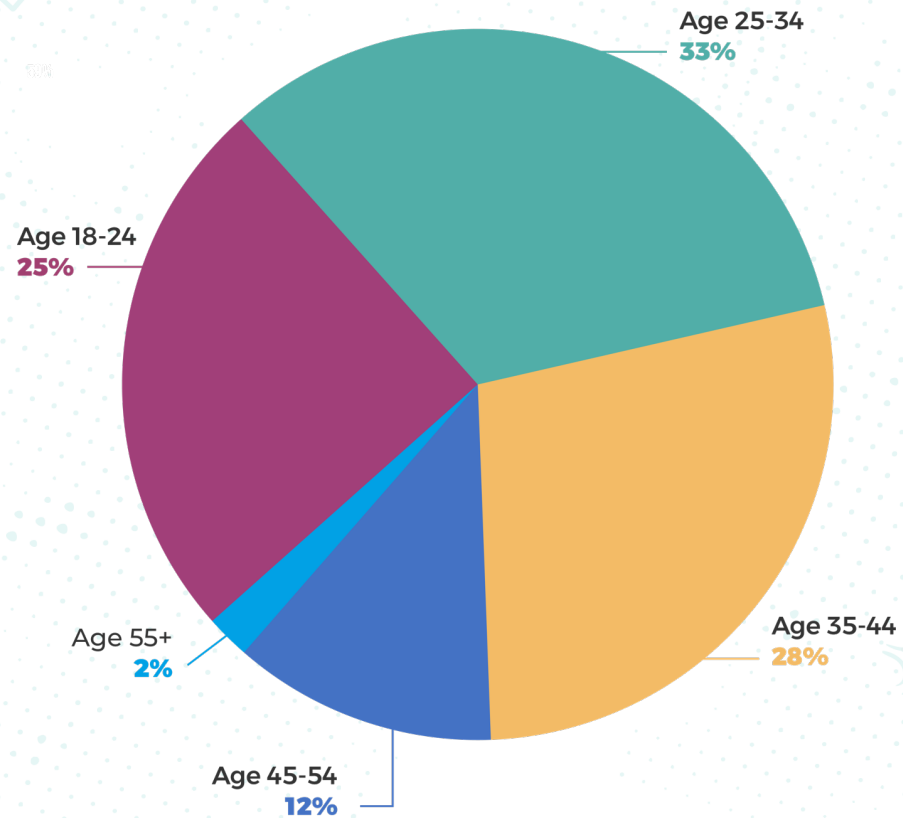
AGE

U.S. Population



Source: U.S. Census Bureau

Podcast Creators

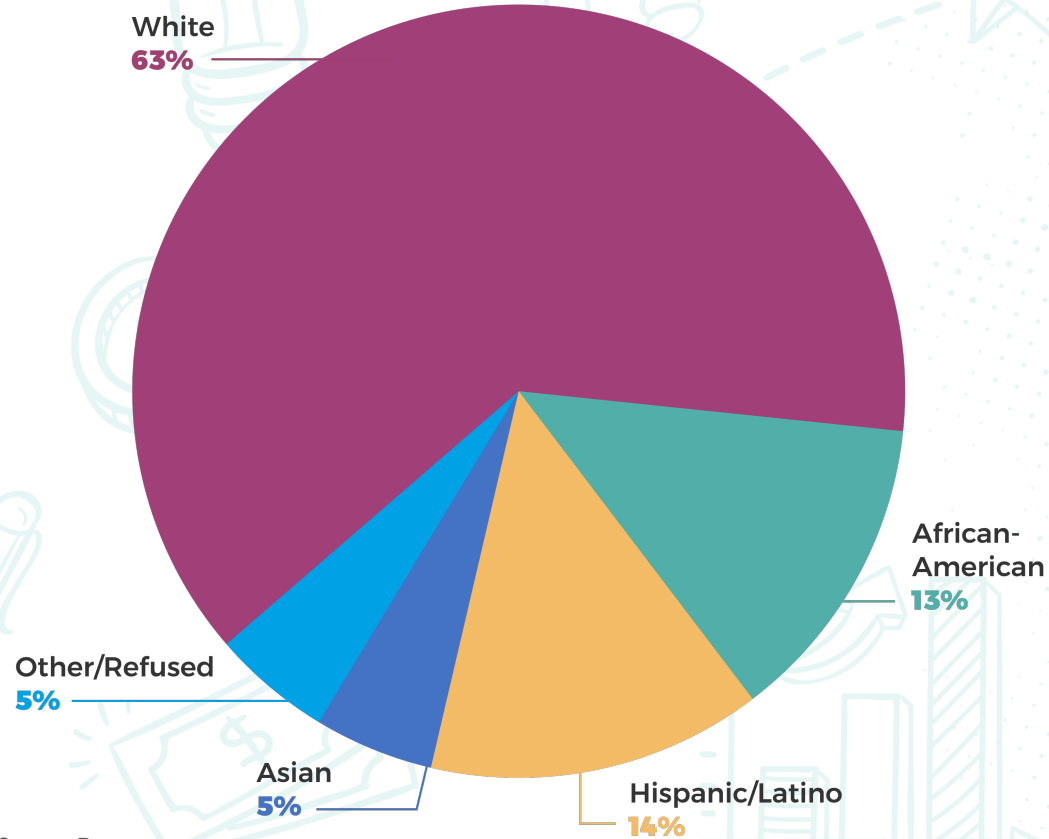


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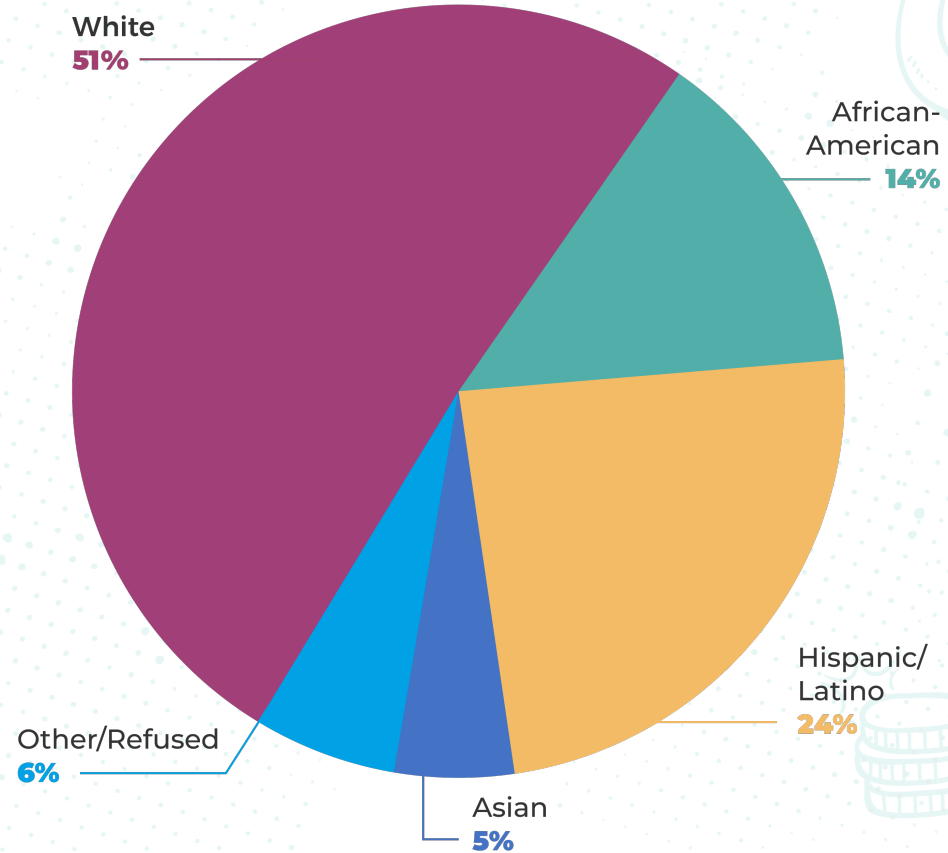
ETHNICITY

U.S. Population



Source: U.S. Census Bureau

Podcast Creators

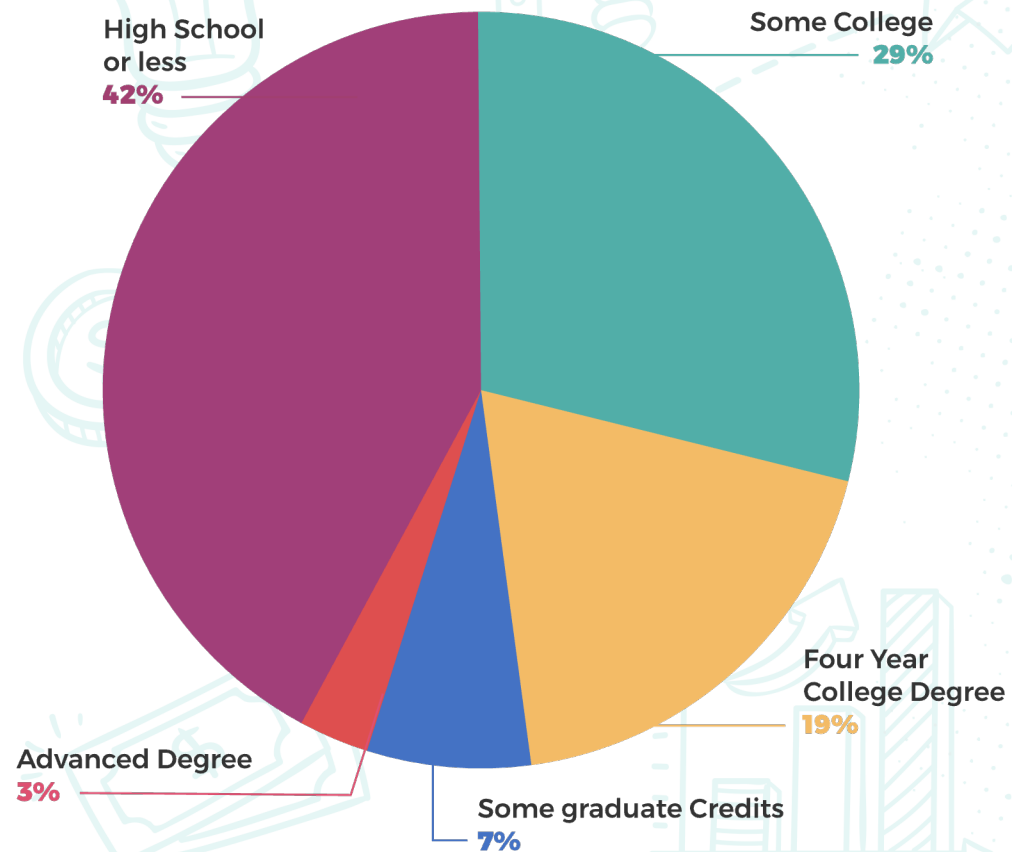


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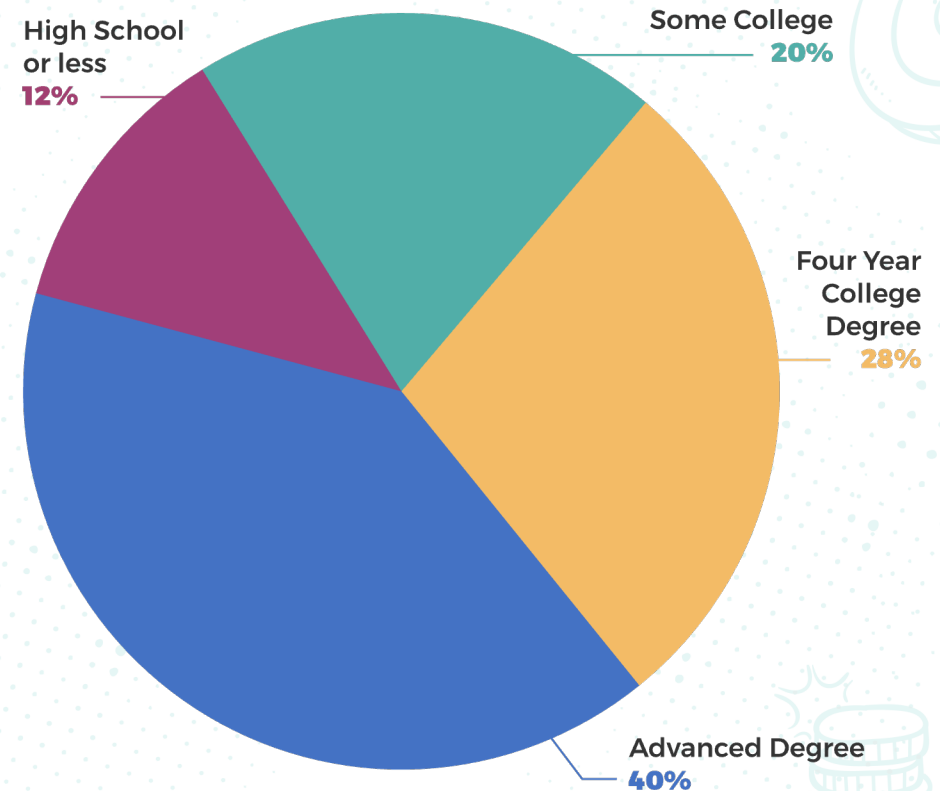
EDUCATION

U.S. Population



Source: U.S. Census Bureau

Podcast Creators



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EMPLOYMENT

Employed Full-time
73%

Employed Part-time **7%**

Temporarily Unemployed **7%**

Homemaker **3%**

Retired **2%**

Student **4%**

Other/NA **4%**

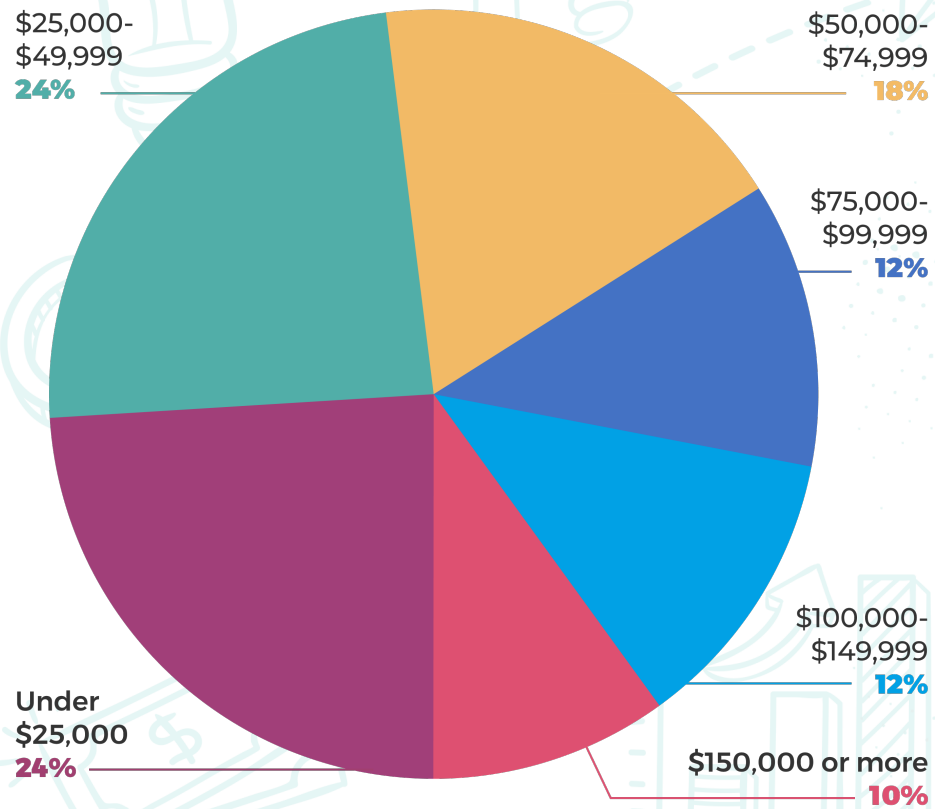


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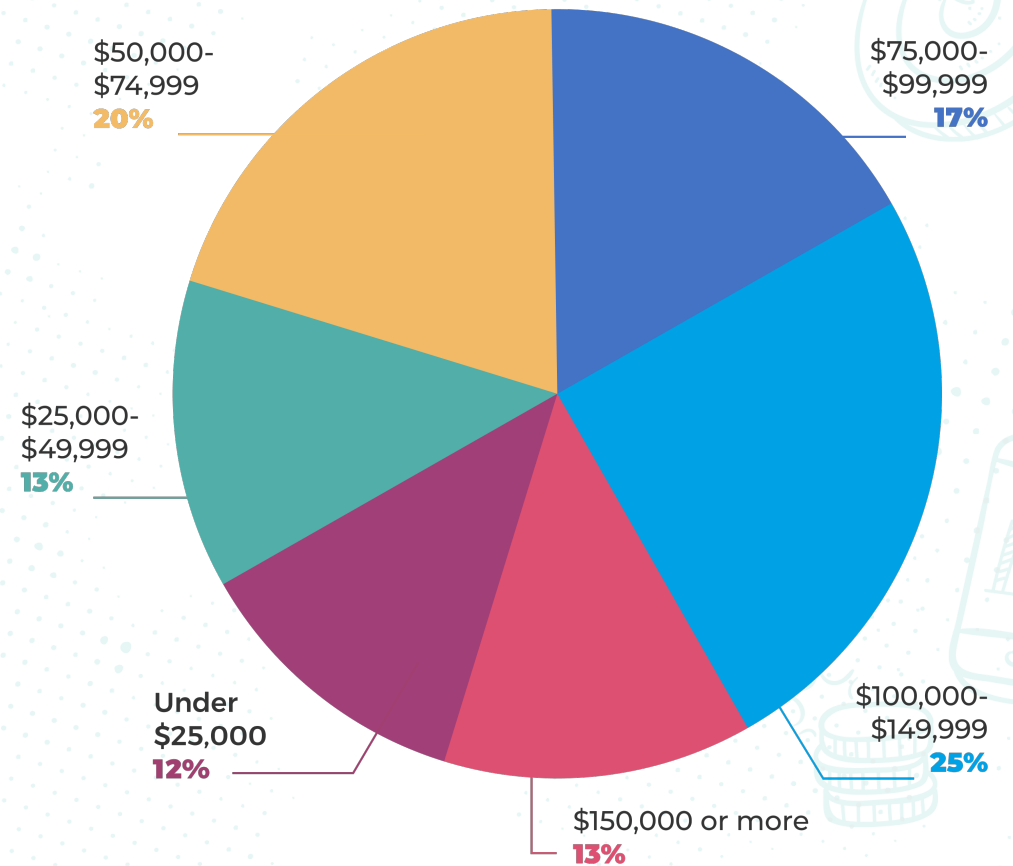
INCOME

U.S. Population



Source: U.S. Census Bureau

Podcast Creators



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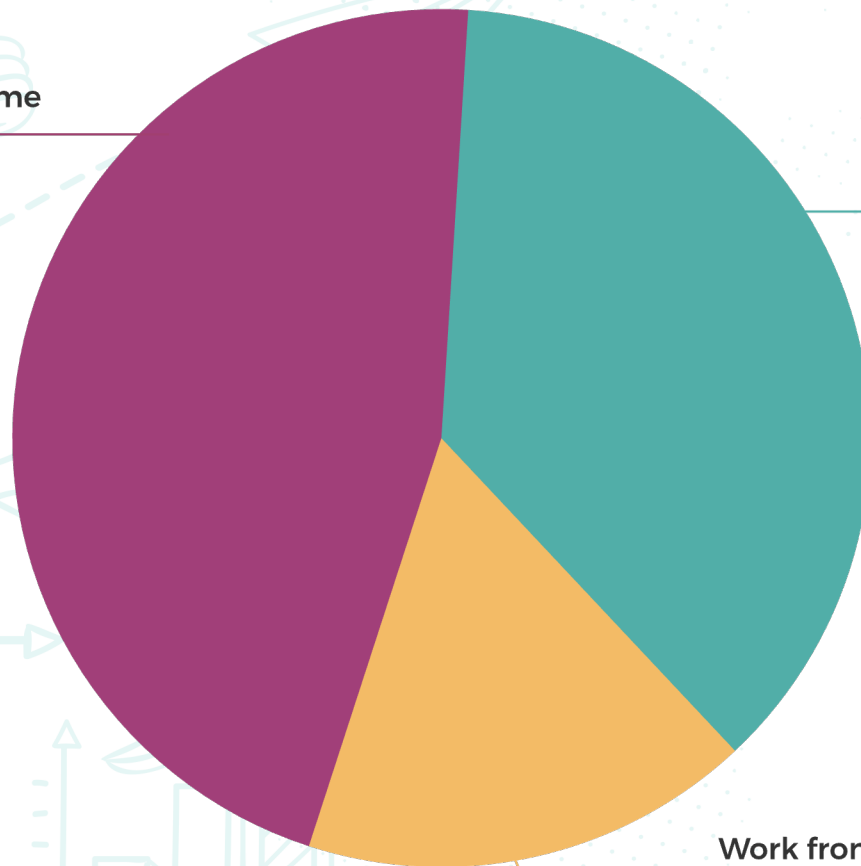


EMPLOYMENT

Mostly Work From Home
46%

Mostly Work
Outside of Home
37%

Work from Home/
Outside Home Equally
17%



Base: Employed Full or Part Time



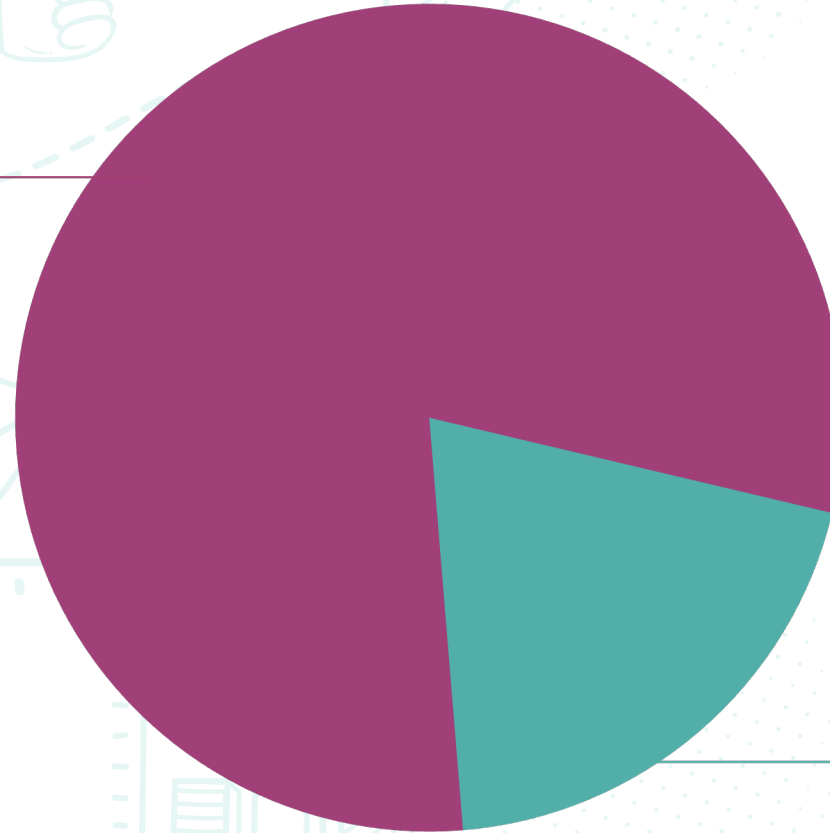
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CREATORS ACTIVELY DRIVE WORKPLACE PURCHASES

Percent participating in
purchase decisions as
a part of job function

Yes
80%



No
20%

Base: Employed Full or Part Time



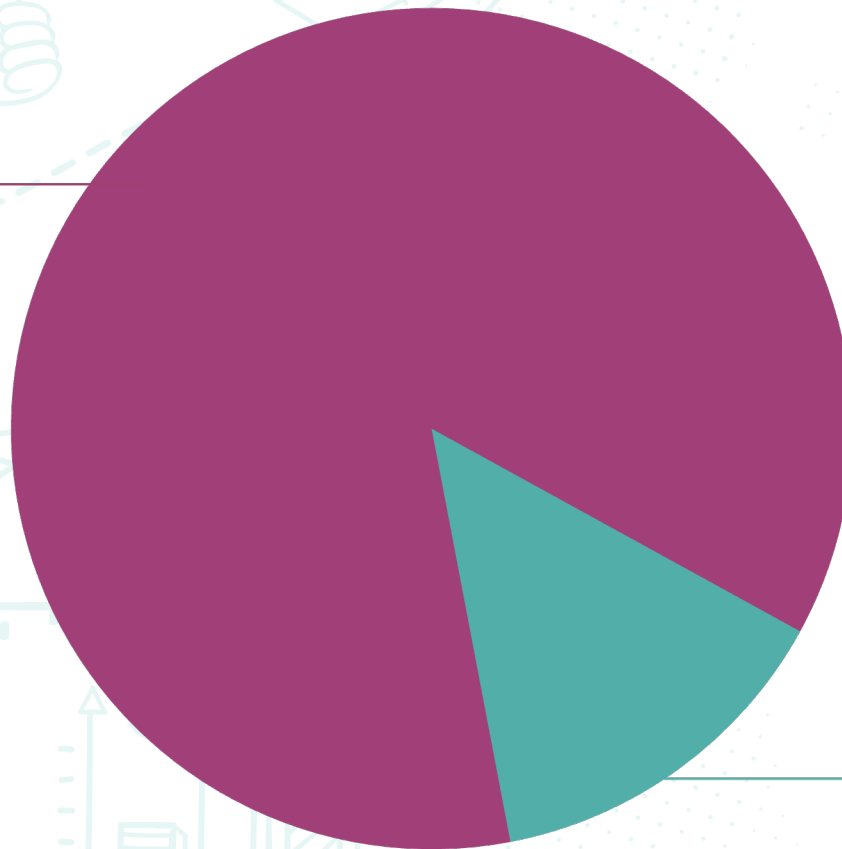
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CREATORS ACTIVELY DRIVE WORKPLACE PURCHASES

Does the financial responsibility for making workplace purchase decisions lie with you?

Yes
86%



No
14%

Base: Employed Full or Part Time, participate in Purchase Decisions at Work



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CREATORS HEAVILY OVER-INDEX AS DEMOCRATS

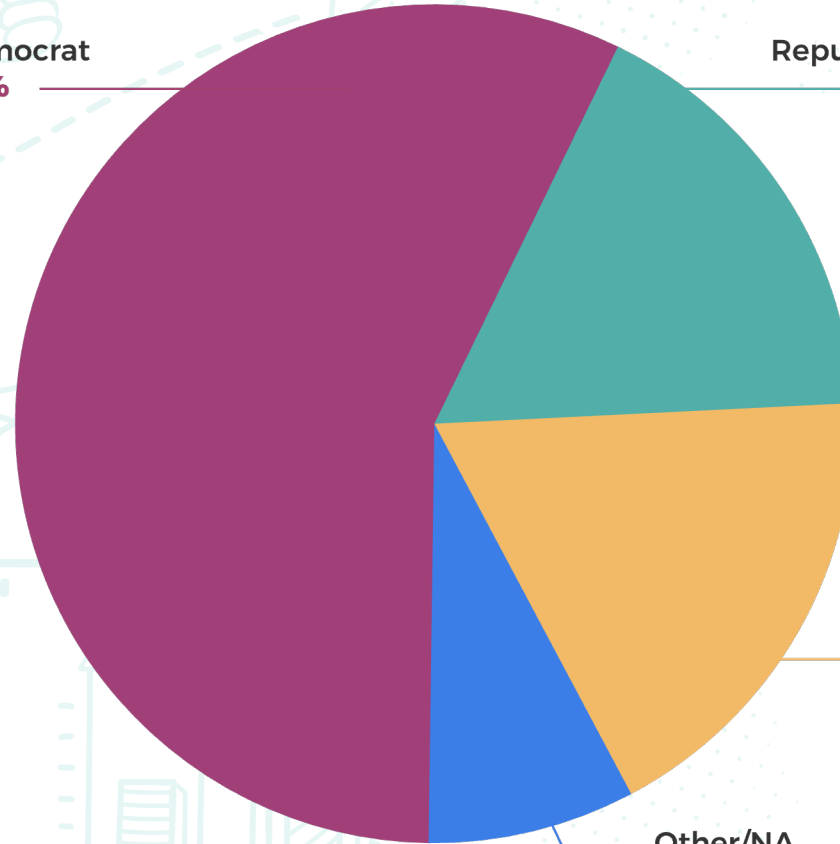
“When it comes to political matters, do you usually think of yourself as a...”

Democrat
57%

Republican
17%

Independent
18%

Other/NA
8%



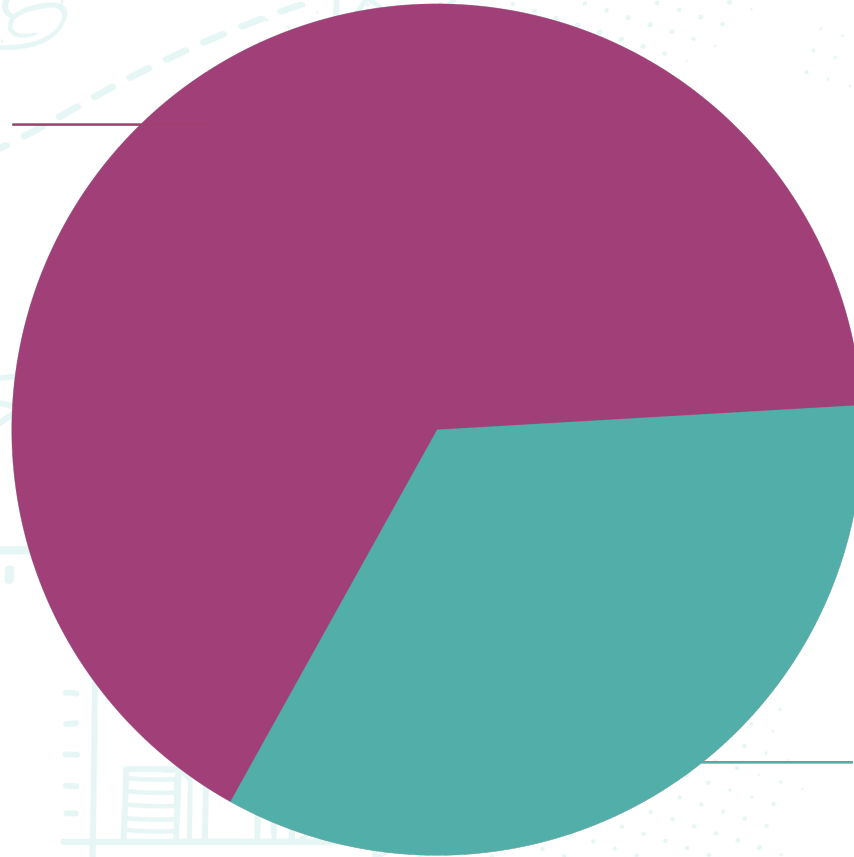
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CREATORS PASS ON THEIR LOVE OF PODCASTS TO THEIR CHILDREN

Percent whose
children listen to
podcasts

Yes
66%



No
34%

Base: Parent or Guardian of a child under 18 (61% of Creators)



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CREATORS ARE EXCEPTIONALLY ACTIVE USERS OF SOCIAL MEDIA

Percent of Podcast Creators who currently ever use service



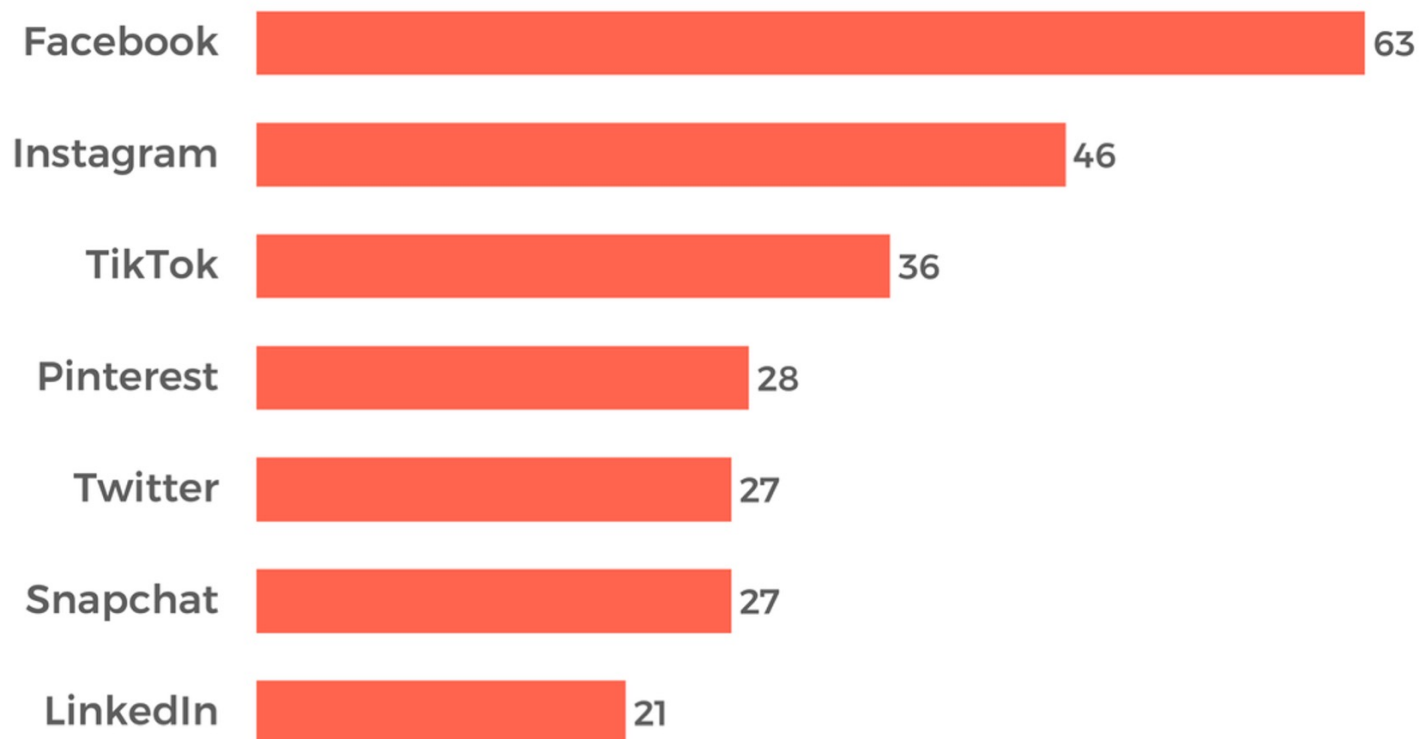
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Social Media Brand Usage

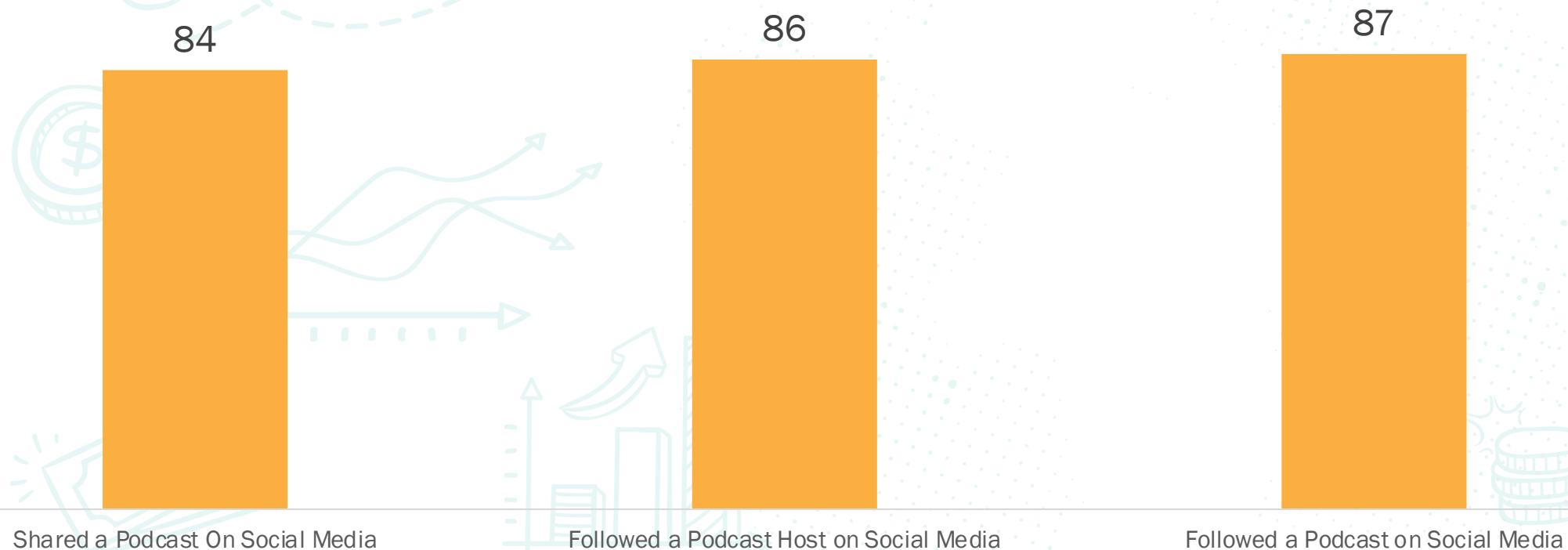
TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA BRAND



CREATORS SHARE AND FOLLOW PODCASTS ON SOCIAL MEDIA

Percent of Podcast Creators who have ever engaged in behavior



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MANY CREATORS OWN BOTH IPHONE AND ANDROID DEVICES

Percent owning device

71



iPhone

71



Android



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PODCAST CREATORS ARE VERY ACTIVE USERS OF SMART AUDIO

Ever Listen to Podcasts on Smart Speakers

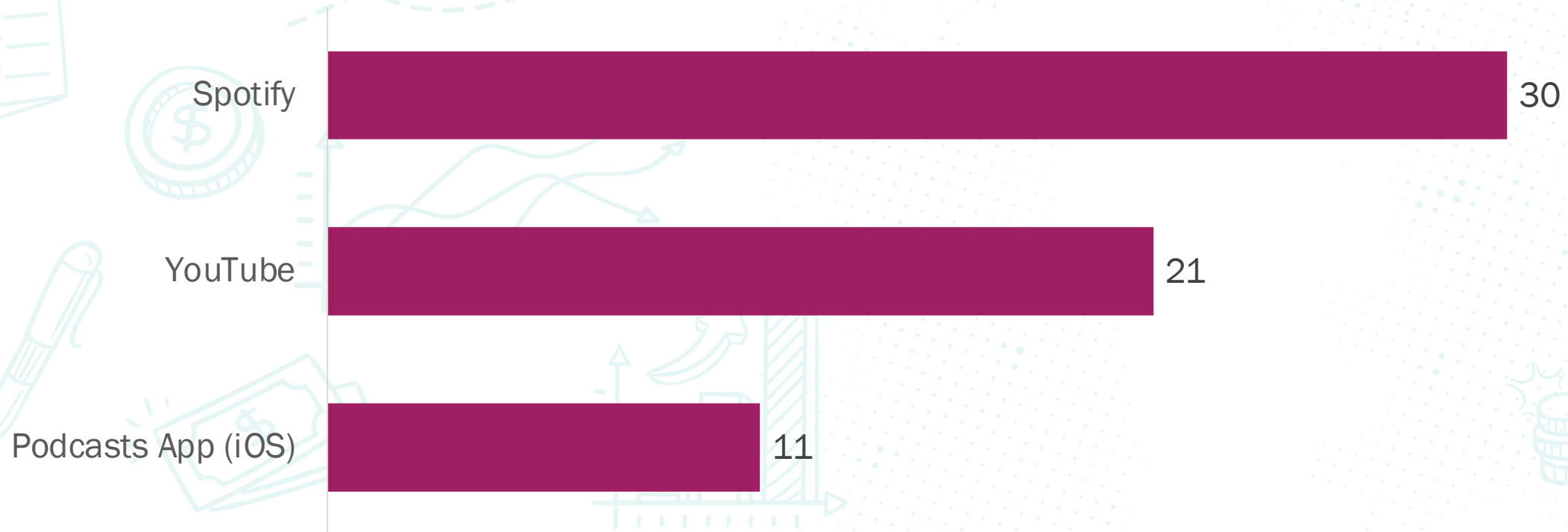


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SPOTIFY IS THE SERVICE “MOST OFTEN USED” BY CREATORS TO LISTEN TO PODCASTS

Percent of Podcast Creators who indicate listed service is their “most often used” podcast listening service”



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CREATORS OVER-INDEX FOR INTEREST IN TECH, SCIENCE, FICTION AND DRAMA

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Percent of Podcast Creators
who ever listen to podcasts
featuring topic

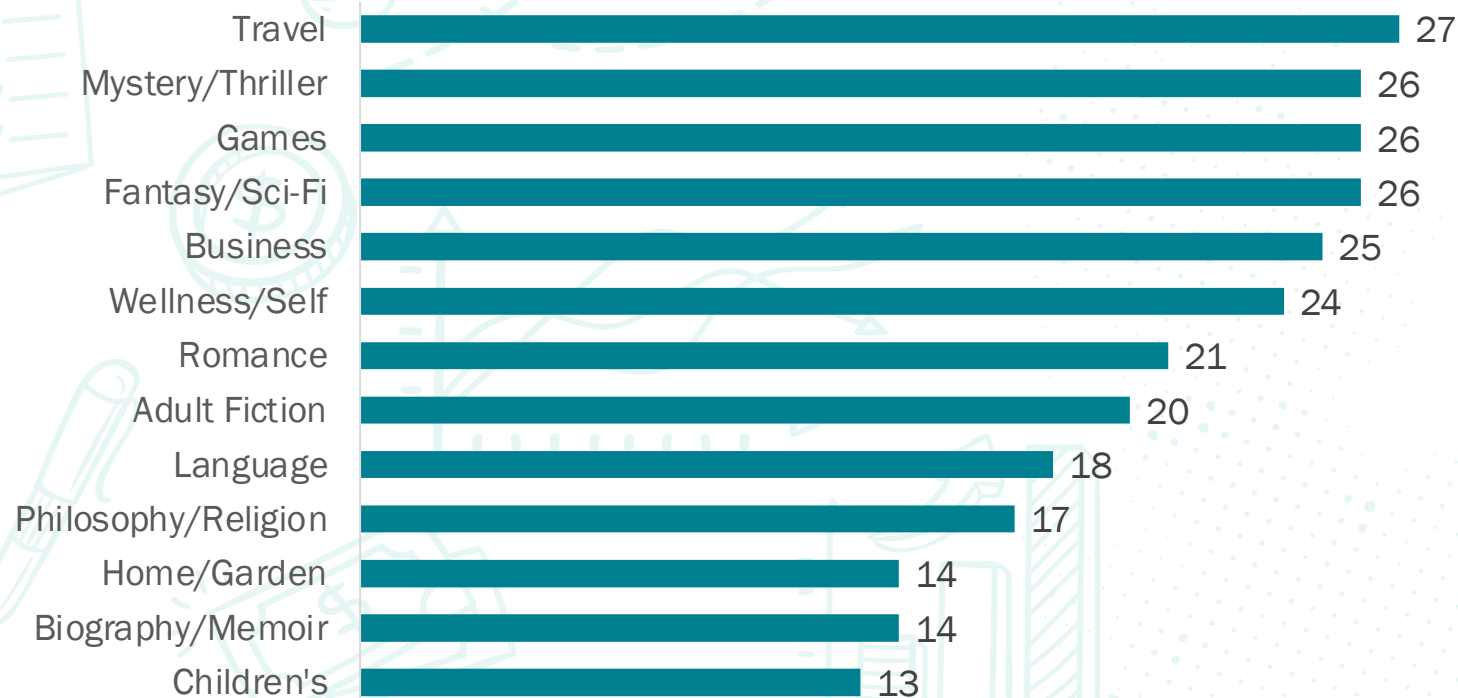


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CREATORS OVER-INDEX FOR INTEREST IN TECH, SCIENCE, FICTION AND DRAMA

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Percent of Podcast Creators
who ever listen to podcasts
featuring topic



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U.S. Top Podcast Genres, By Reach

Weekly Podcast Listeners Q2 2021 - Q1 2022

1	Comedy
2	News
3	Society & Culture
4	True Crime
5	Sports
6	TV & Film
7	Business
8	Arts
9	Religion & Spirituality
10	Education
11	Health & Fitness
12	History
13	Science
14	Music
15	Leisure
16	Technology
17	Fiction
18	Kids & Family
19	Government

edison
podcast metrics

How The Study Was Conducted: The Edison Podcast Metrics Q2 2021-Q1 2022 Top Podcast Genres, By Reach is based upon 8,000 online interviews with weekly podcast consumers in the United States, ages 18 and older. Interviews were conducted in English and Spanish from 4/1/2021 - 3/31/2022. Genres are based on the information podcast shows report to the Apple API. All respondents reported listening to podcasts in the last week. Data weighted using The Infinite Dial from Edison Research, Wandery and ART19.

Top Ten Podcast Topics by Interest – Podcast Creators

1. Comedy
2. Music
3. Technology
4. Entertainment
5. Sport
6. News/Info
7. History
8. Politics
9. True Crime
10. Science



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CREATORS ARE NOT SIGNIFICANTLY MORE ACTIVE LISTENERS THAN WEEKLY PODCAST CONSUMERS

Weekly Time Spent Listening to Podcasts (H:M)

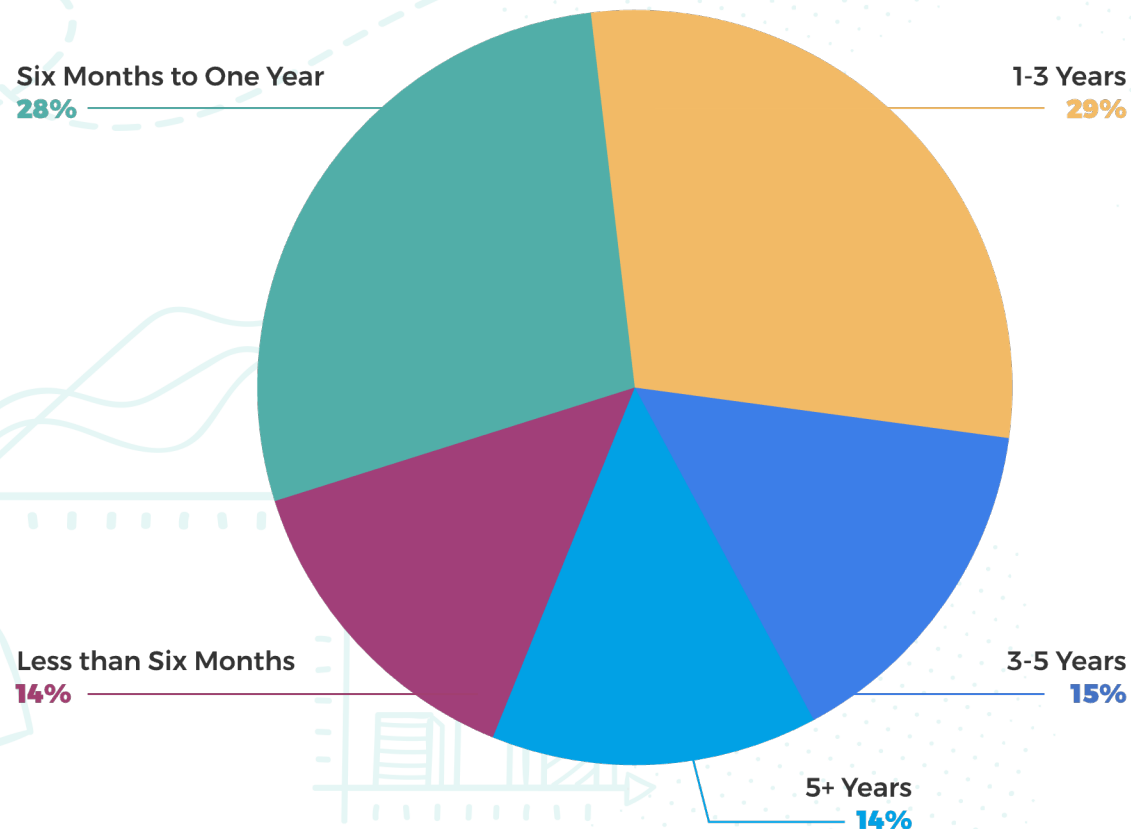


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MORE THAN FOUR IN TEN CREATORS HAVE BEEN LISTENING TO PODCASTS FOR UNDER A YEAR

“How long have you been listening to podcasts?”

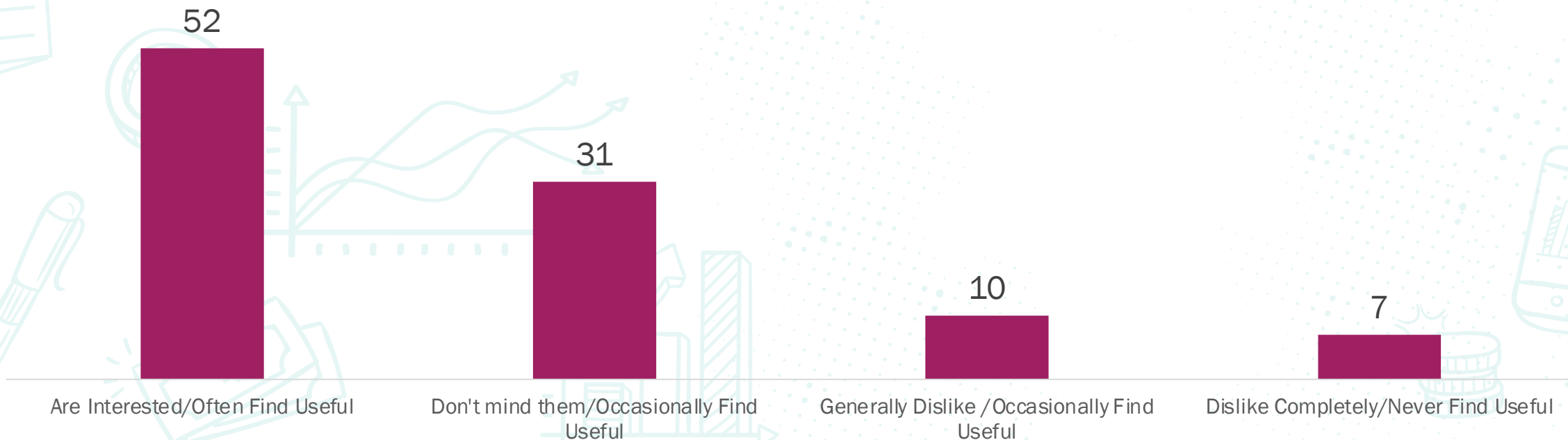


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CREATORS ARE EXTREMELY RECEPTIVE TO ADVERTISING IN PODCASTS

How do you feel about sponsorship messages in podcasts you regularly listen to?

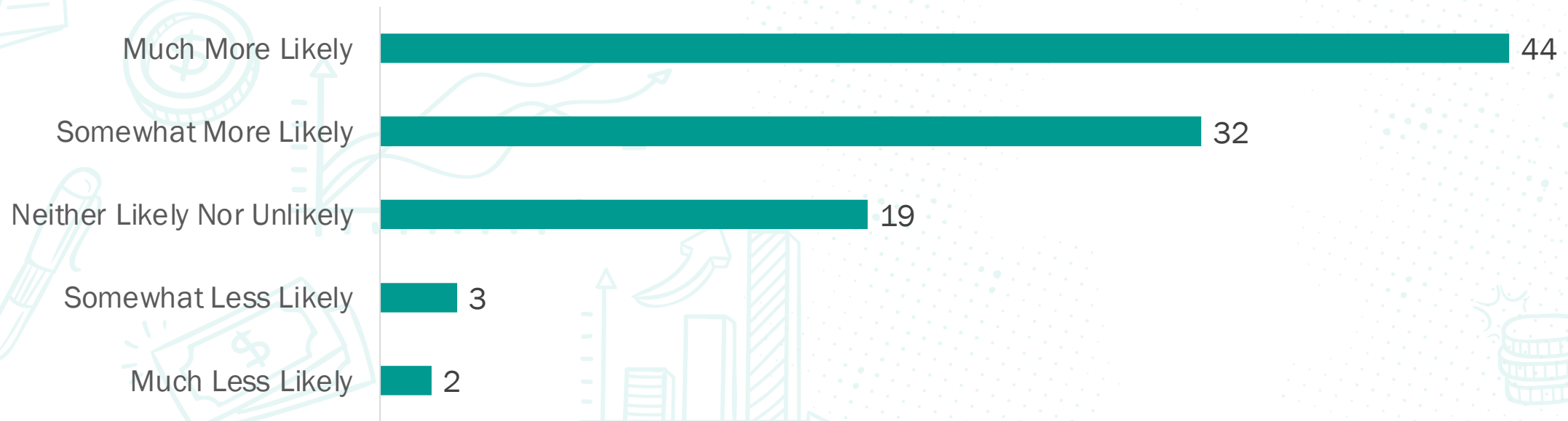


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CREATORS ARE EXTREMELY RECEPTIVE TO ADVERTISING IN PODCASTS

Compared to hearing advertisements in other places, when you hear ads on podcasts, how likely are you to consider the brand advertised?



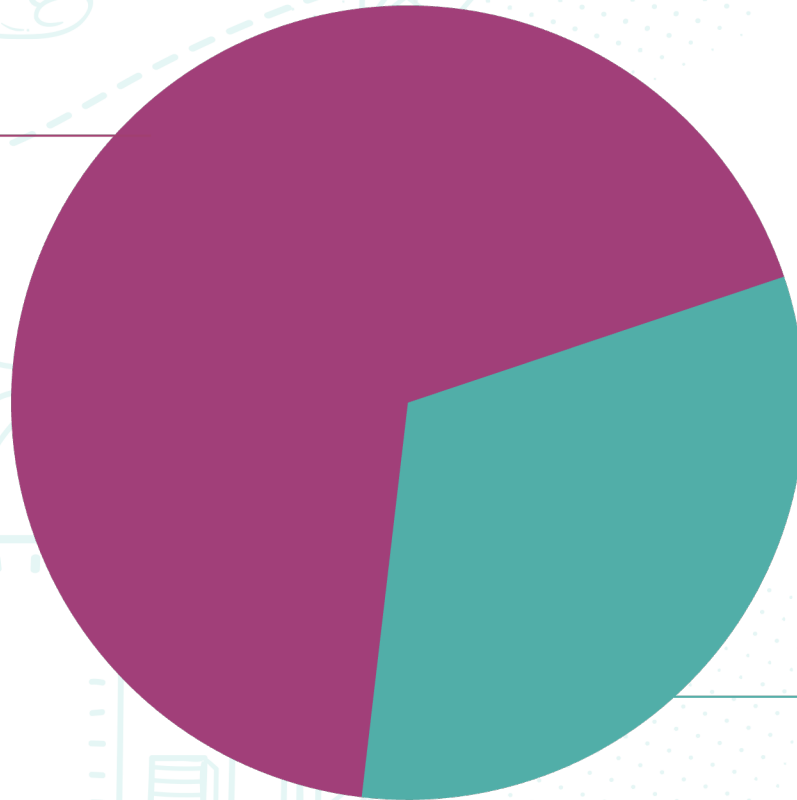
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CREATORS SUPPORT EACH OTHER

In the past 12 months,
have you given money
to support a podcast?

Yes
68%



No
32%

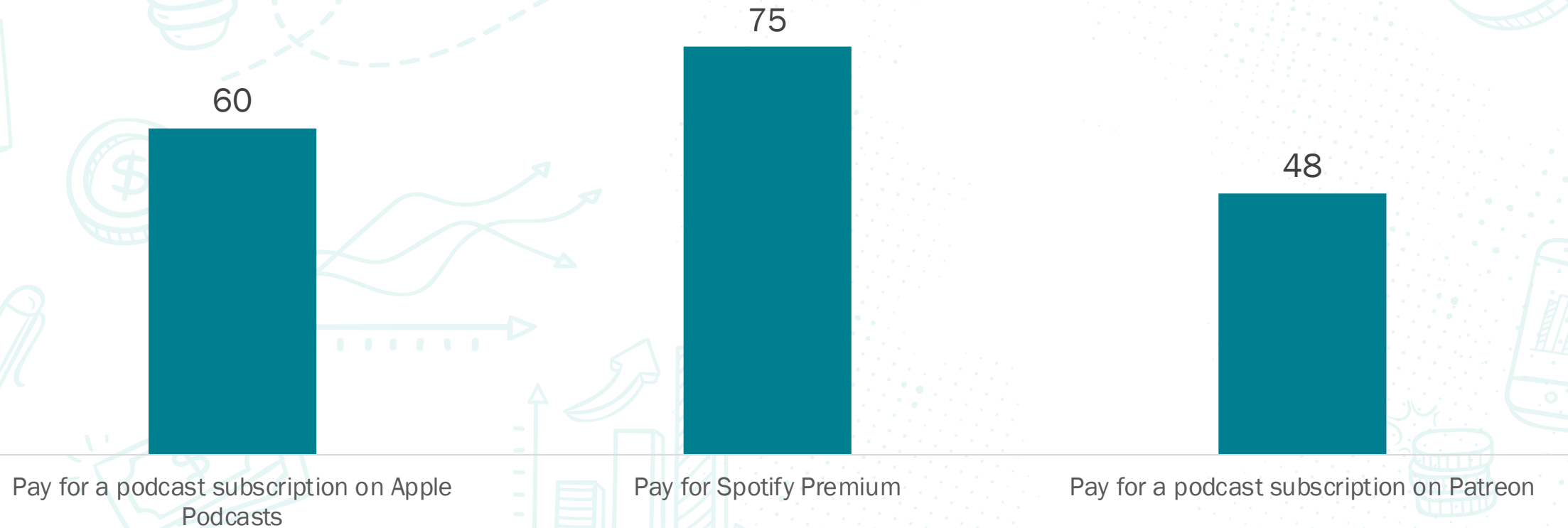


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CREATORS SUPPORT EACH OTHER

Percent of Podcast Creators who currently engage in listed behavior



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OBSERVATIONS

While the listener profile is nearly representative of the U.S. population, those involved with the creation of podcasts (not just the hosts!) are overwhelmingly male. The industry needs to do more to encourage female creators at EVERY level, from production to sound design to hosting.



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OBSERVATIONS

Creators aged 45+ are under-represented, which may be one reason why podcast listening has always lagged with older demographics.



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OBSERVATIONS

There is an element of economic/academic privilege to the creation of a podcast. Grass-roots efforts to empower creators in economically depressed areas and in schools will only serve to make the space more vibrant and lock in future listeners.



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OBSERVATIONS

Some of the economic and ideological biases of creators show up in the differences between what genres of podcast are popular (True Crime, Society & Culture) and what Creators are more prone to consume (Technology, History, Science).



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OBSERVATIONS

For some, creating a podcast is potentially their introduction to being a regular podcast listener, period. If every new podcast only brings with it a literal handful of new listeners, the space is enriched.



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OBSERVATIONS

We can never forget that every new creator is a listener—and these listeners are extremely receptive to podcast advertising, as well as directly supportive of their fellow creators. We aren't just empowering creators—we are enabling an *economy*.



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The People Behind The Podcasts



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