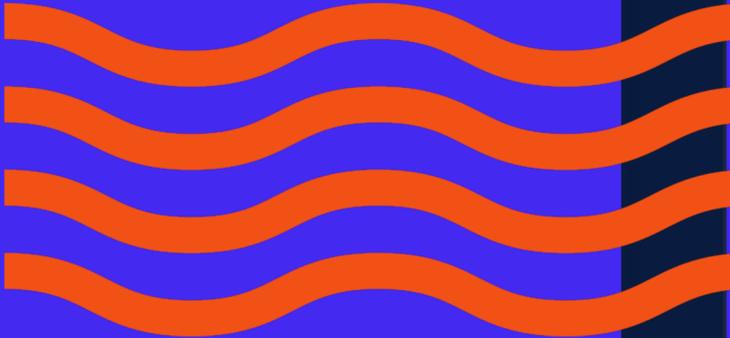
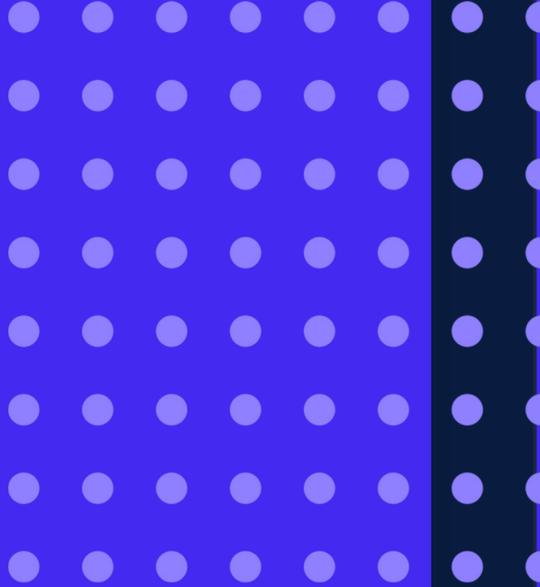


December 2024

SOUNDS
THE BUSINESS
OF
PODCASTING
PROFITABLE



The True Crime Podcast Consumer



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SOUNDS PROFITABLE

THE BUSINESS OF PODCASTING

U.S. 2024

The Podcast Landscape

WONDERY

betterhelp

npr

ESPN Podcasts

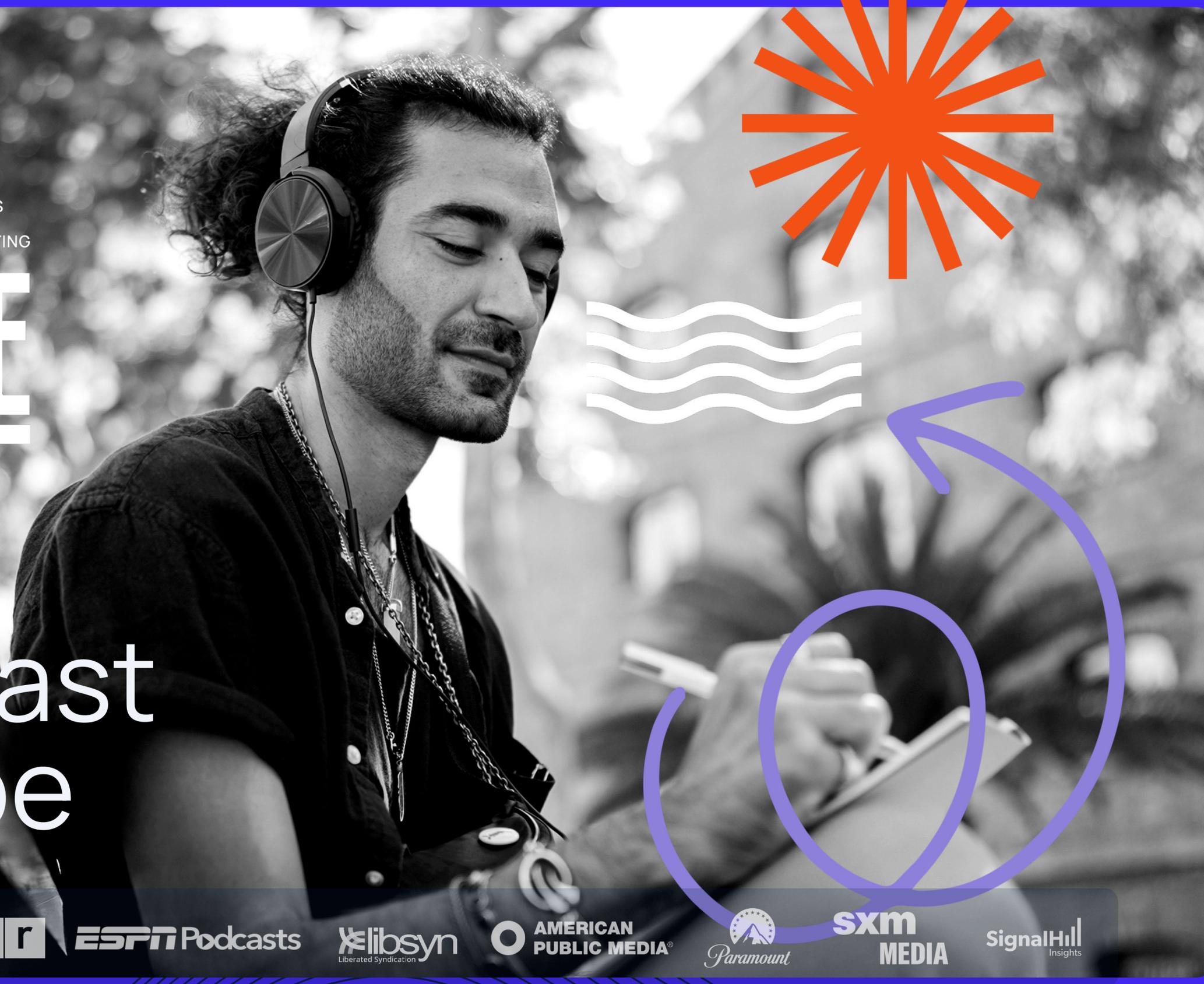
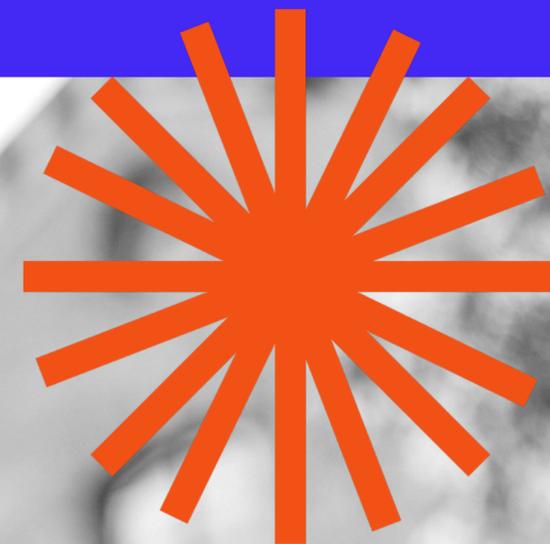
libsyn
Liberated Syndication

AMERICAN PUBLIC MEDIA

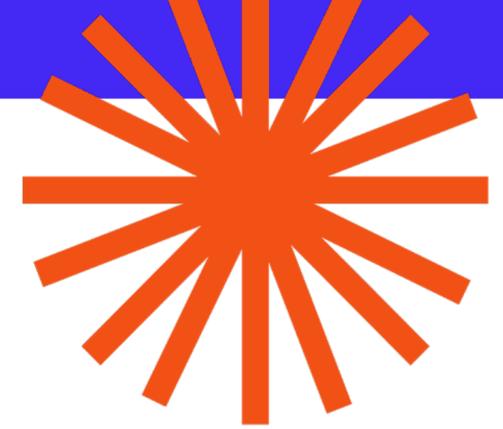
Paramount

sxm
MEDIA

SignalHill
Insights



Methodology



In June 2024, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5071** Americans ages 18+ - the largest public study of podcasting in America. Of those, 793 had consumed a **True Crime** podcast in the last month.



The sample was weighted to the most recent census data to be representative of the US population, using a single source, conducted identically to the 2023 study



Respondents were asked a variety of questions about podcasting, including whether they listen, how often, and why they do or do not listen to podcasts



Topics also included churn, what leads to decreases in listening over time, and general perceptions of the medium and its creators

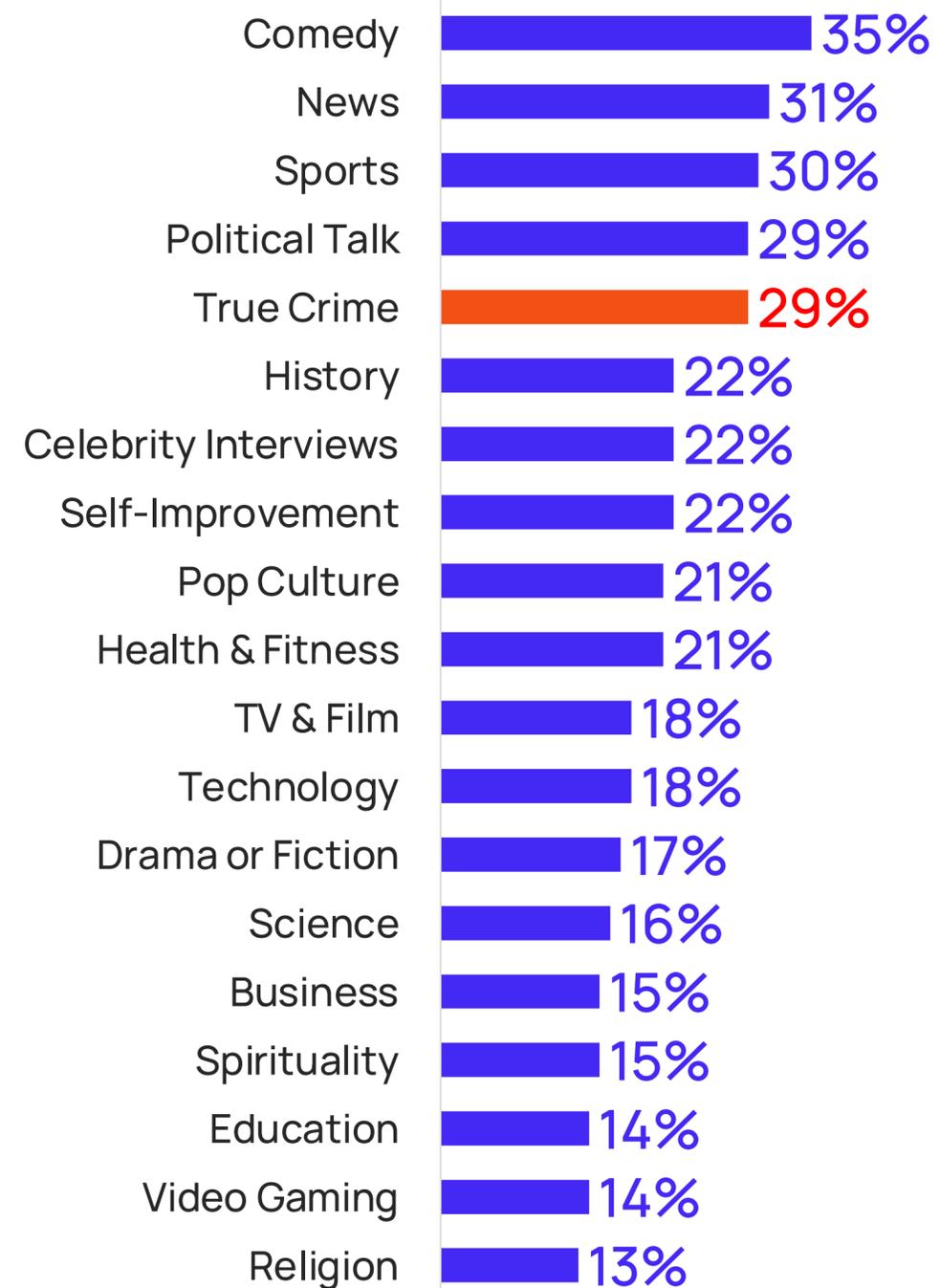
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Which of the following podcast genres have you consumed in the last 30 days?

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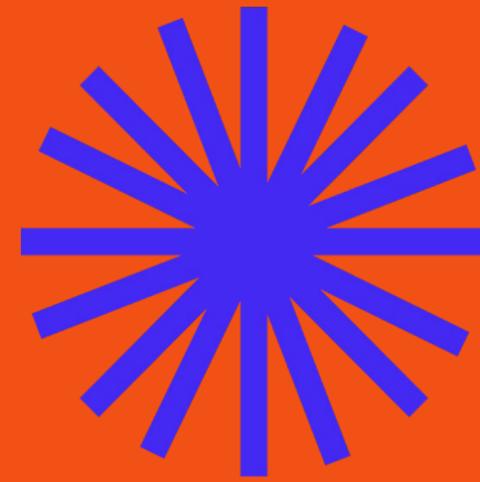
16% of Americans 18+ consumed a True Crime podcast in the last month – approximately 42 million persons



Base: Have listened to a podcast in the last month

The True Crime Podcast Consumer

Audience Profile



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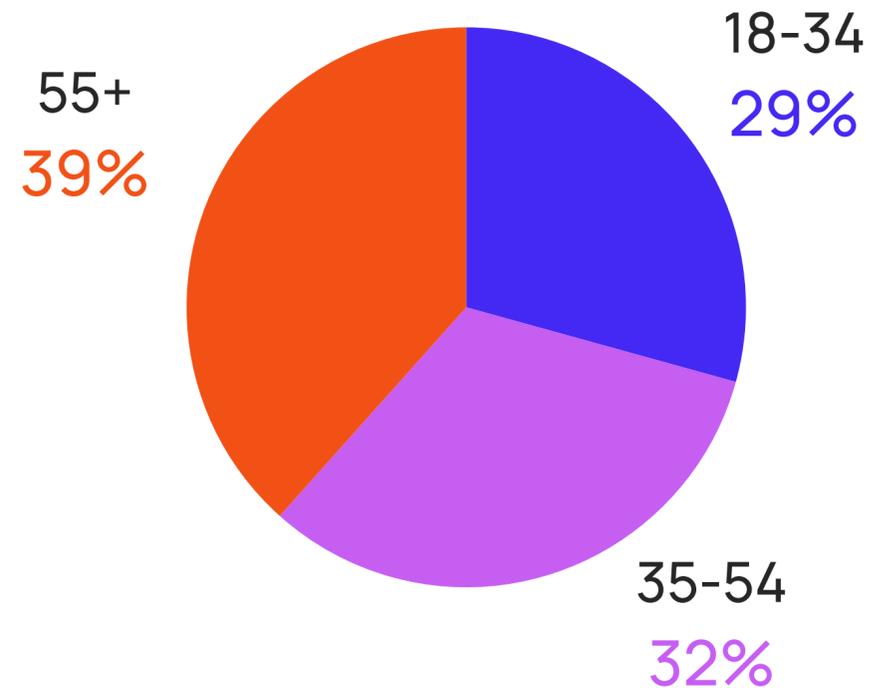
Age Profile:

True Crime
Podcast Consumers

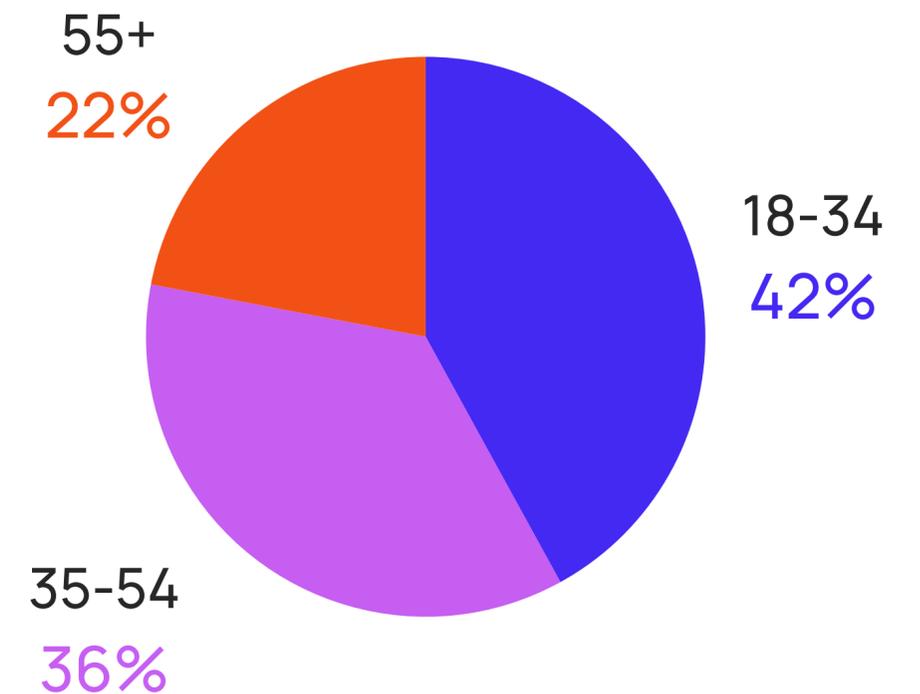
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US Population



True Crime
Podcast Consumers

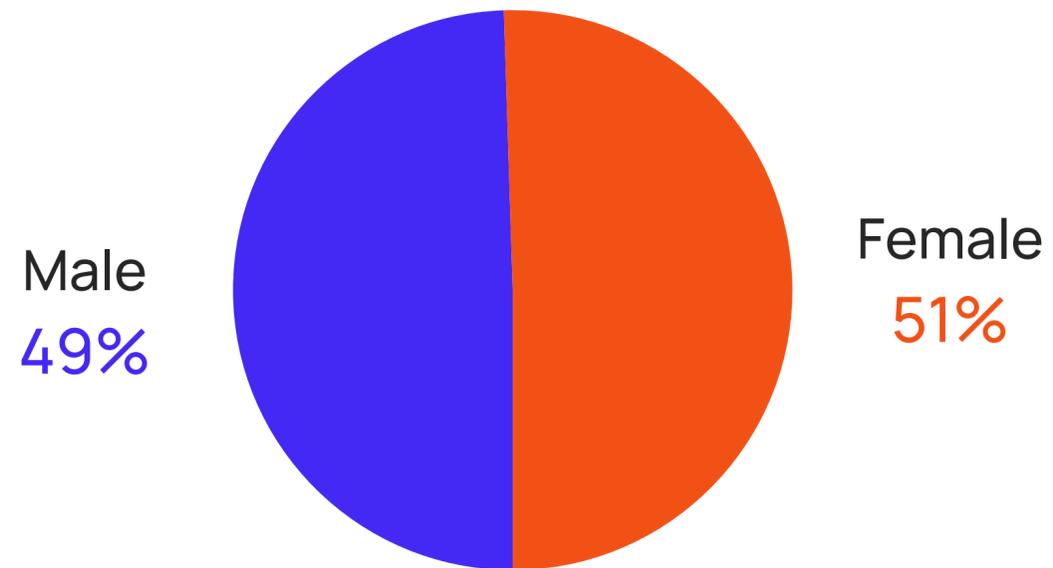


Base: Past Month Podcast Listeners

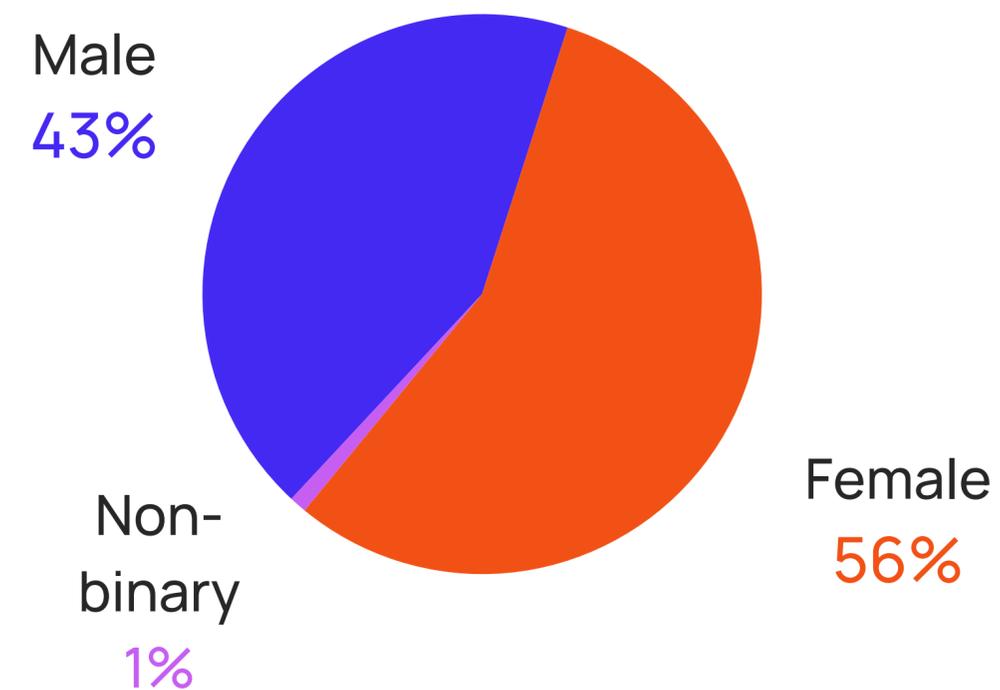
Gender Profile:

True Crime Podcast Consumers

US Population



True Crime Podcast Consumers



Base: Past Month Podcast Listeners

Sponsored by

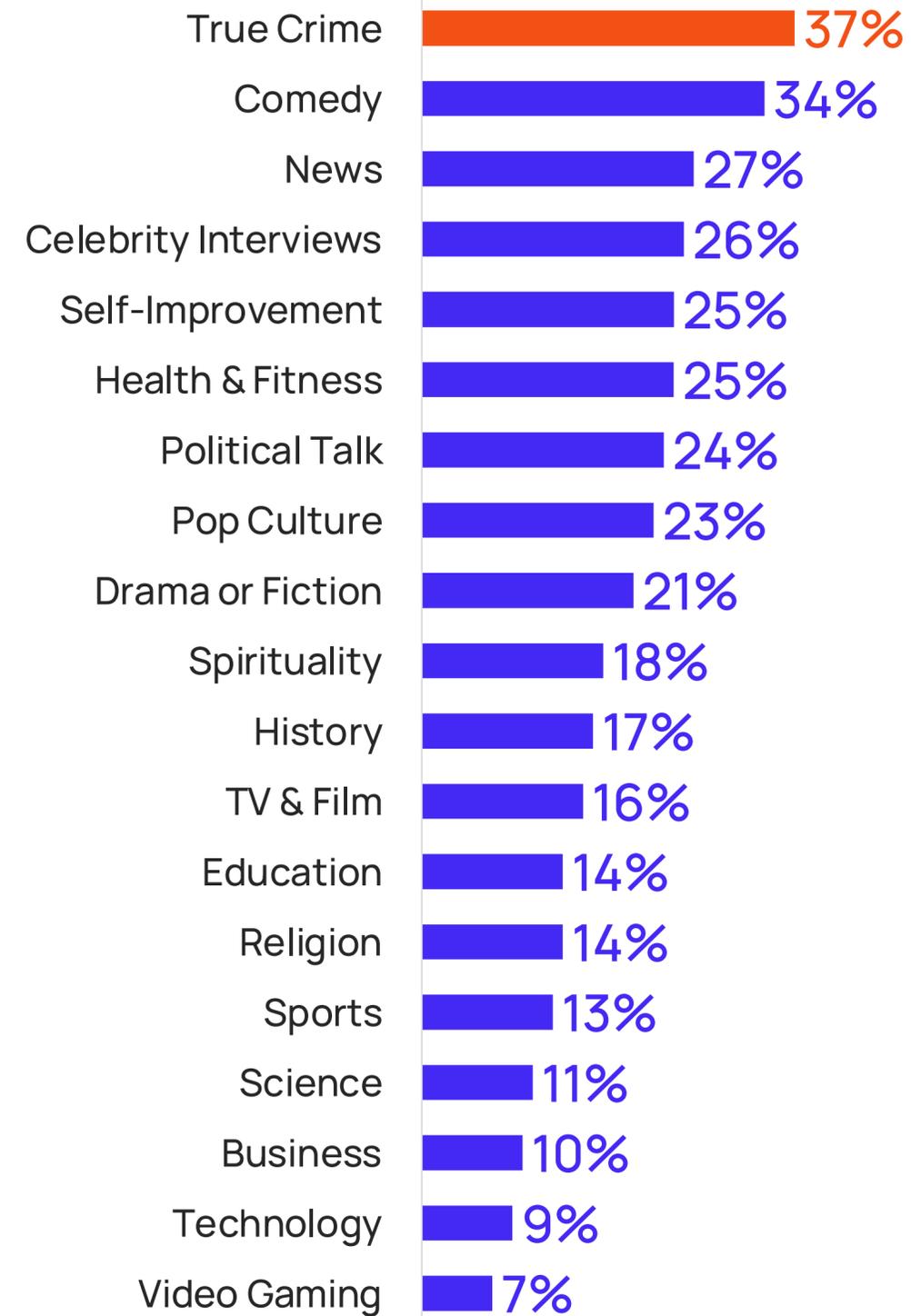


SOUNDS PROFITABLE

Which of the following podcast genres have you consumed in the last 30 days?

Women - #1 Genre

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Base: Have listened to a podcast in the last month

True Crime Podcast Consumers

Race/Ethnicity	Total Population	True Crime Consumers
White	76%	75%
Black/African American	14%	16%
Hispanic/Latino	17%	21%
Asian American	5%	4%

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Educational Attainment

True Crime Podcast Consumers

Education Level	Total Population	True Crime Consumers
High School or below	39%	38%
At least some college	61%	62%
Some college/two-year Degree	26%	25%
Four-year degree or higher	35%	37%
Post Graduate Degree	12%	12%

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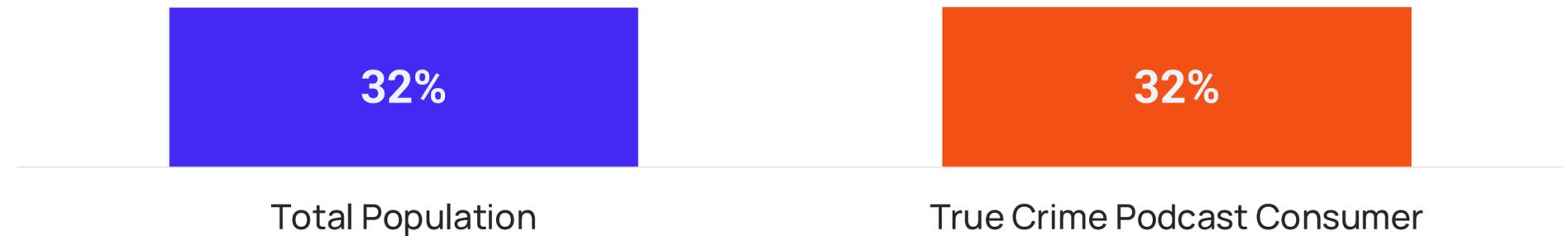
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Household Income:
Higher income

Total Population
\$69,250 per year

True Crime Podcast Consumers
\$69,368 per year

HHI Greater than 75K



Base: Past Month Podcast Listeners

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libosyn
Liberated Syndication

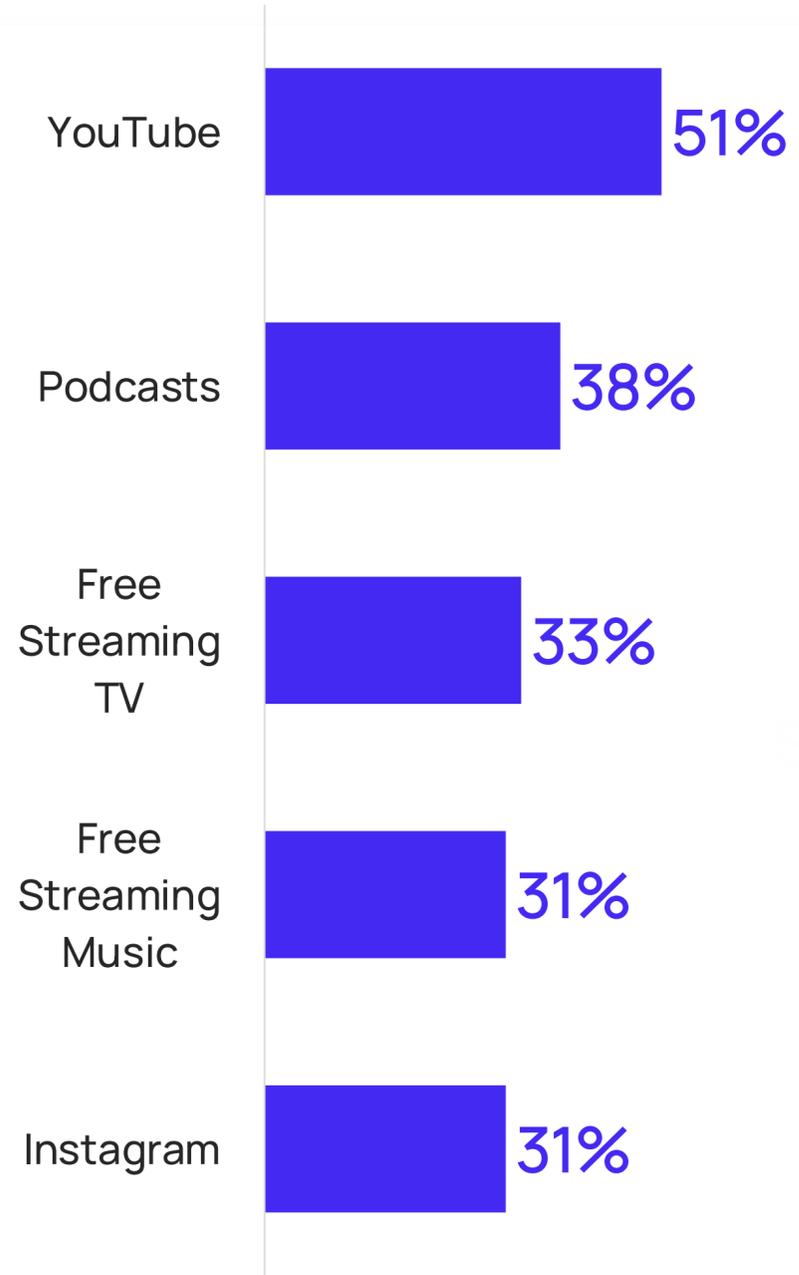
Usage Trends – Last 12 Months

True Crime Podcast Consumers

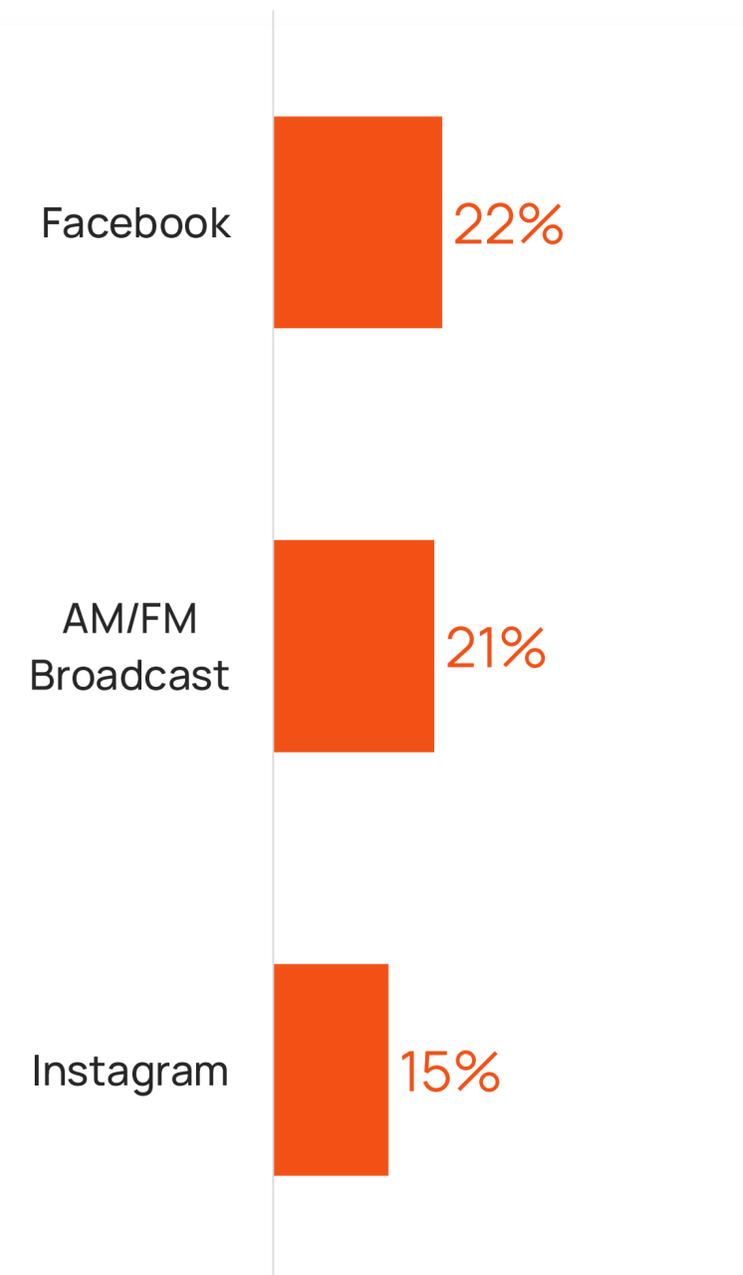
Sponsored by



Spending MORE Time With

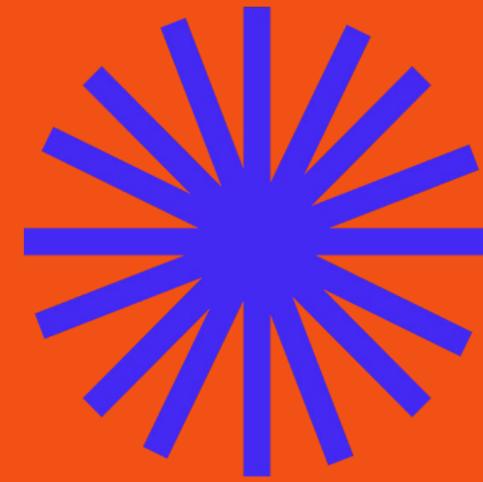


Spending LESS Time With



The News Podcast Consumer

Podcast Consumption



SOUNDS PROFITABLE

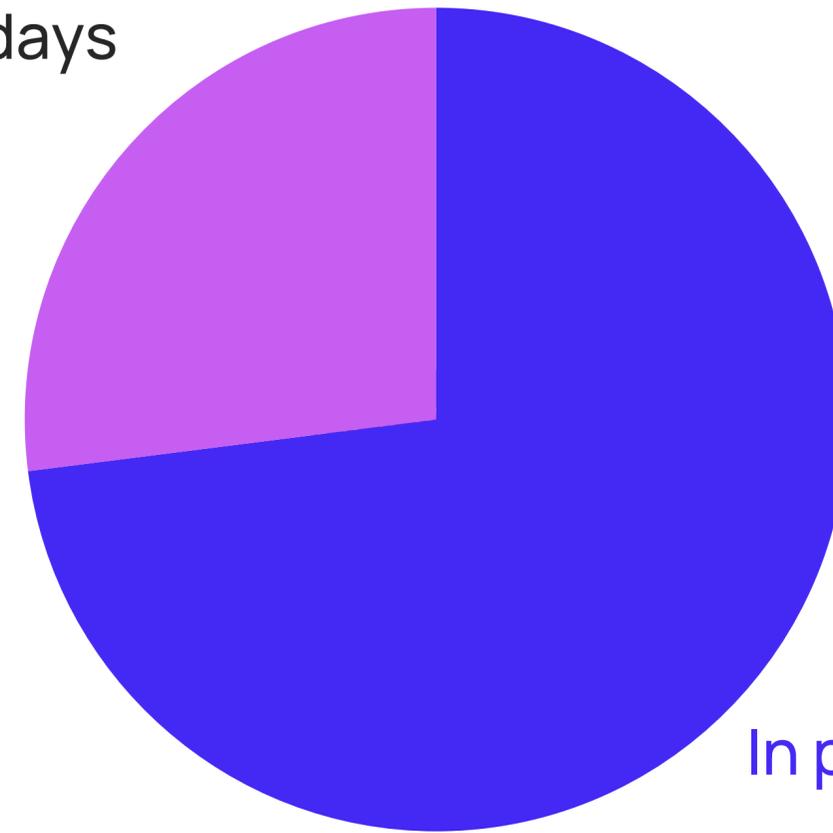
When was the last time, if ever, you consumed a podcast, either audio or video?

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True Crime Podcast Consumers

In past 30 days
26%



In past week
74%

Weekly Consumption – 7 Hours/Week
(Other podcast users - 6 hours/week)

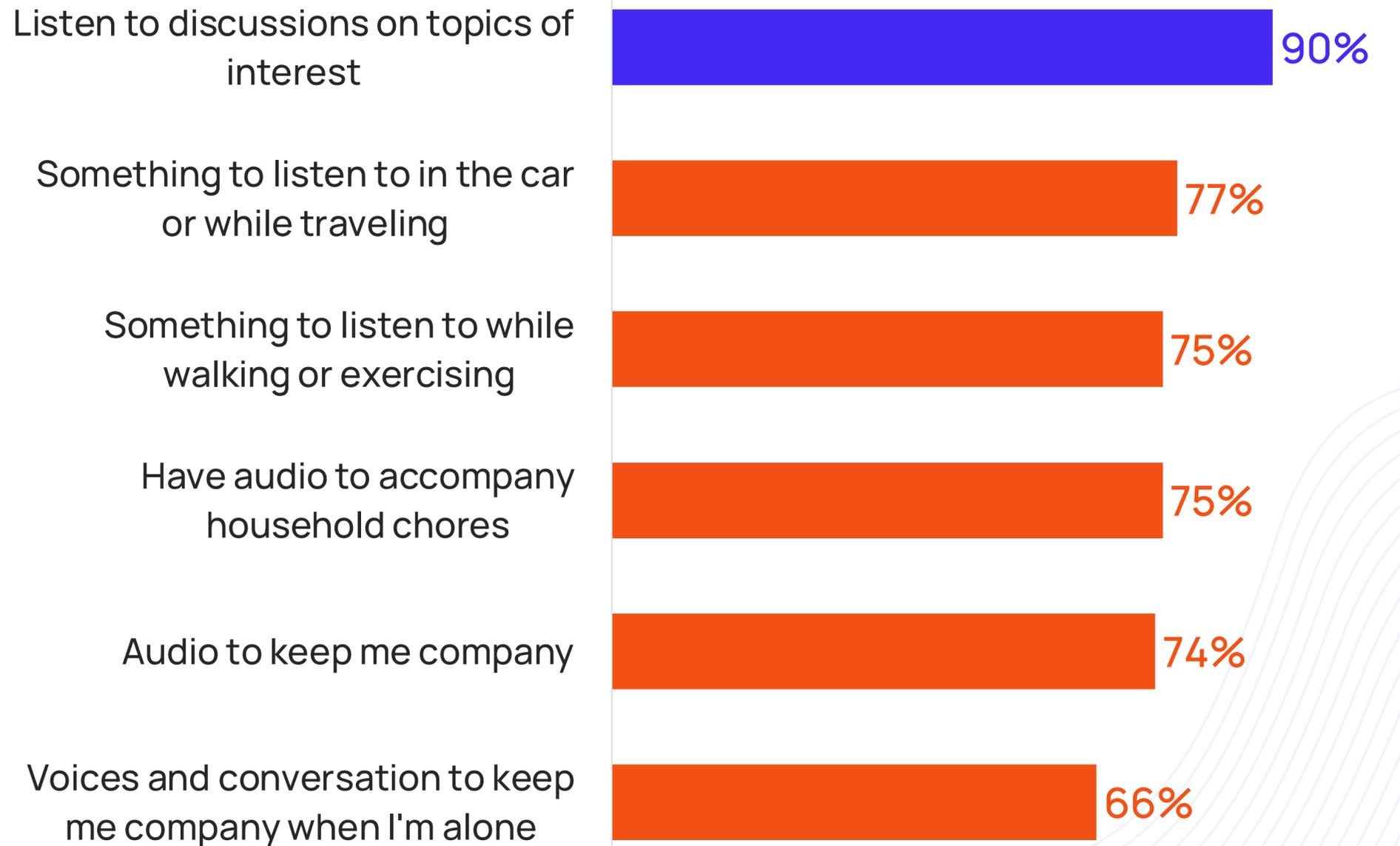
Looking at the following benefits associated with podcasts, how important is each benefit to you?

True Crime Podcast Consumers

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True Crime Consumers seek companionship



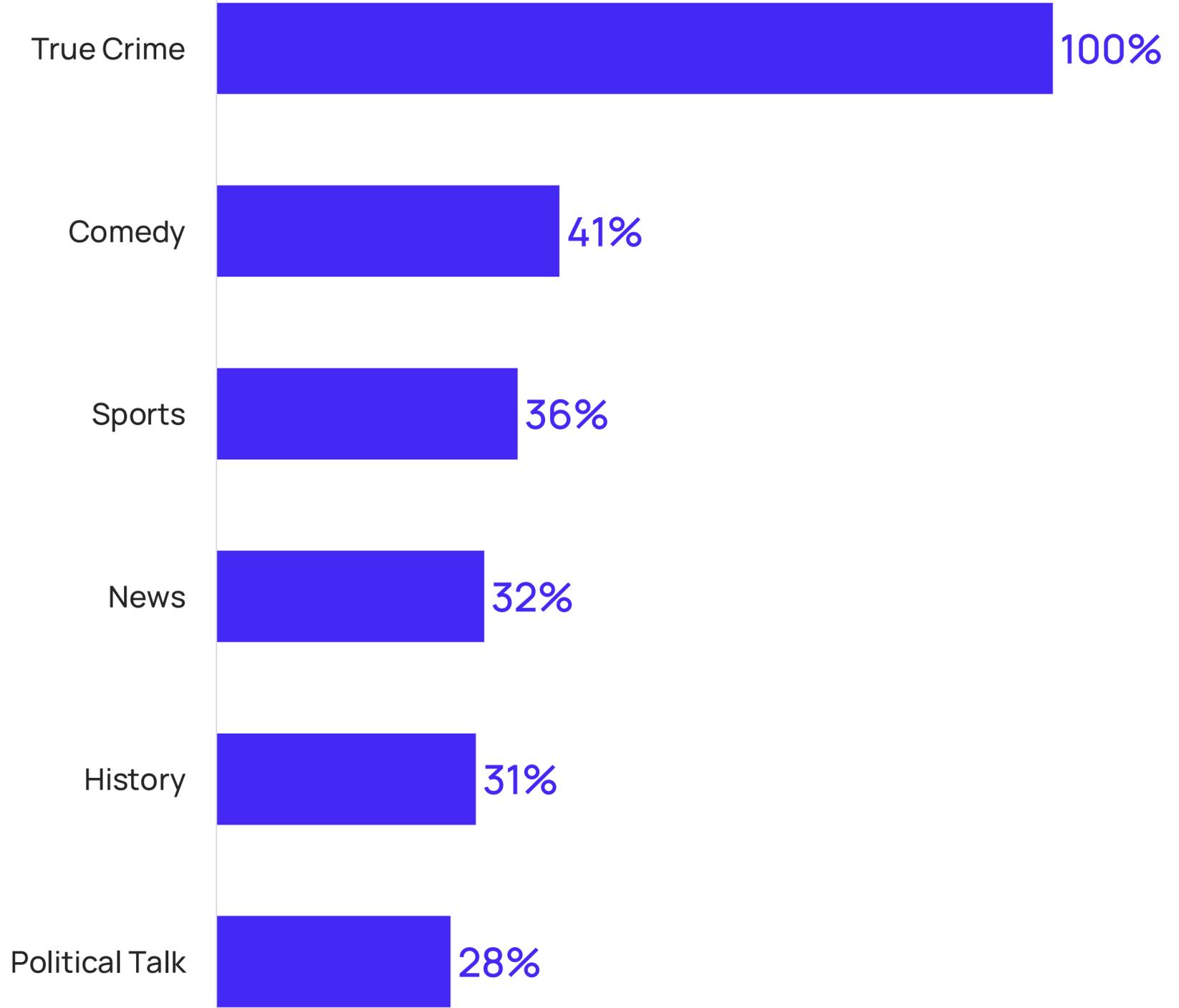
Top 6 Benefits
(% Somewhat/Very Important)

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Which of the following podcast genres have you consumed in the last 30 days?

True Crime Podcast Consumers

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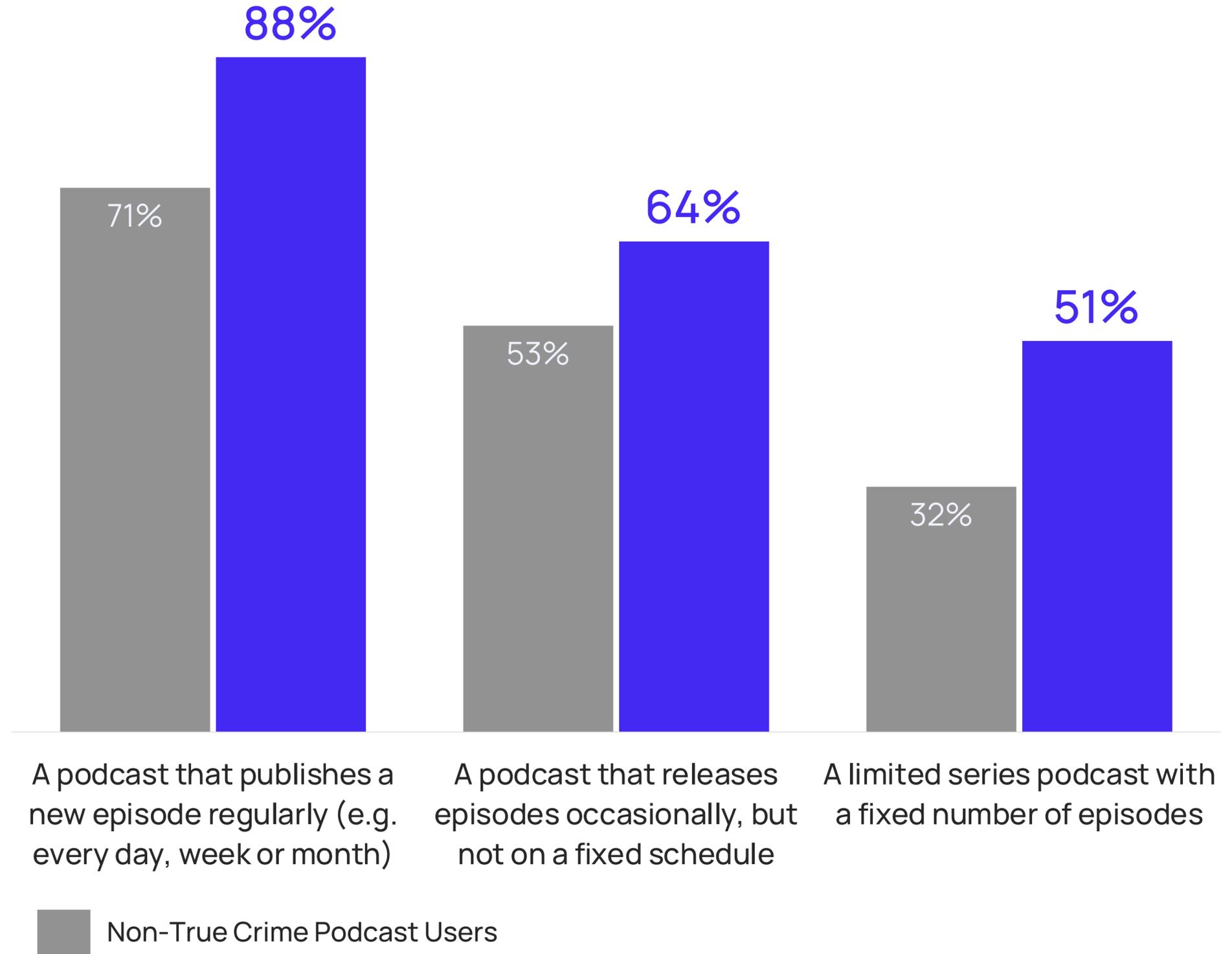


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Do you currently listen to any of the following podcast types?

True Crime Podcast Consumers

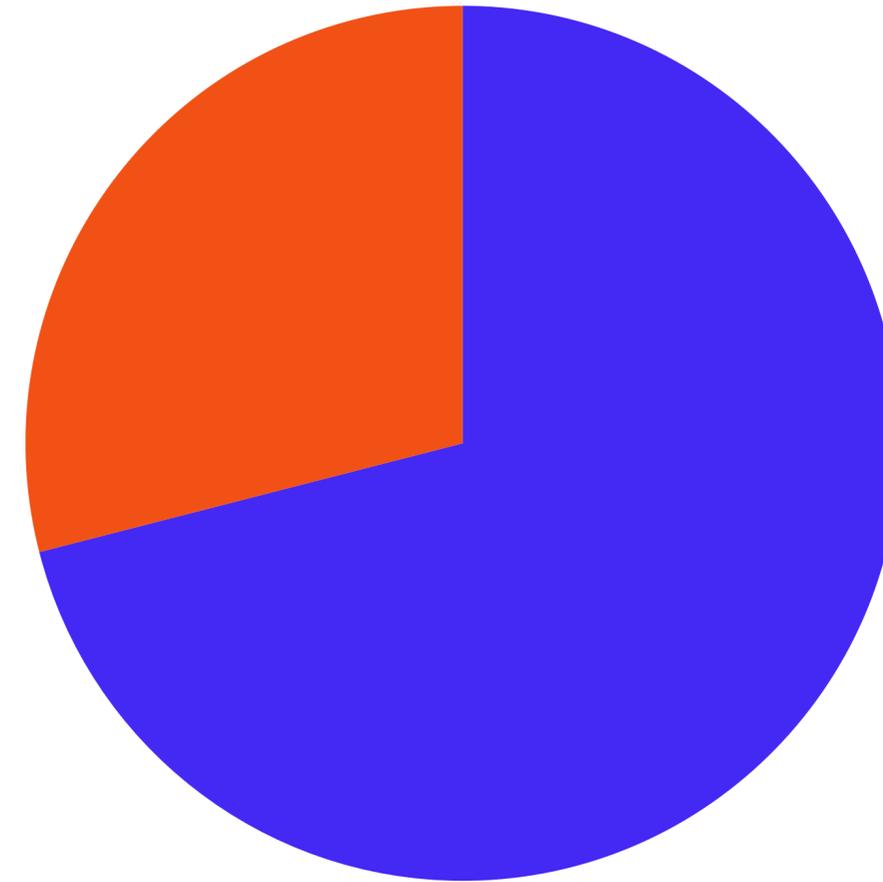
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Brand Perceptions:
Likelihood to consume a
podcast about a favorite
brand or product

True Crime Podcast
Consumers



Likely
71%

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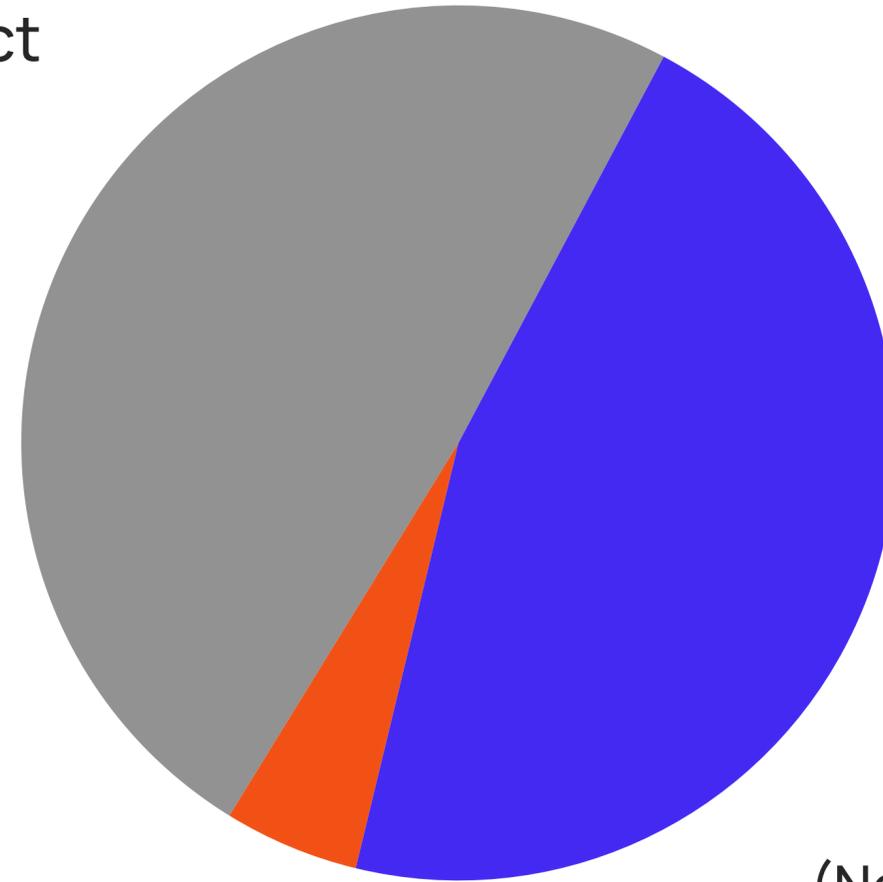
Brand Perceptions:
Does a company's
involvement make you
more/less likely to try a
new podcast?

True Crime Podcast
Consumers

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No Effect
49%



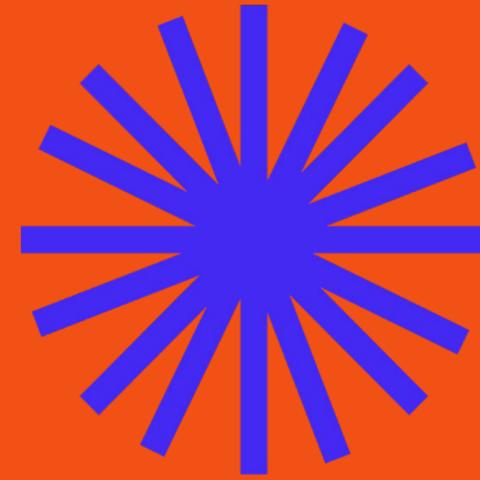
More Likely
46%

(Non-True Crime - 34%)

Less Likely
5%

The Podcast Landscape

Discovery



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Aside from personal recommendations, which of the following are ways you find your podcasts?

True Crime Podcast Consumers

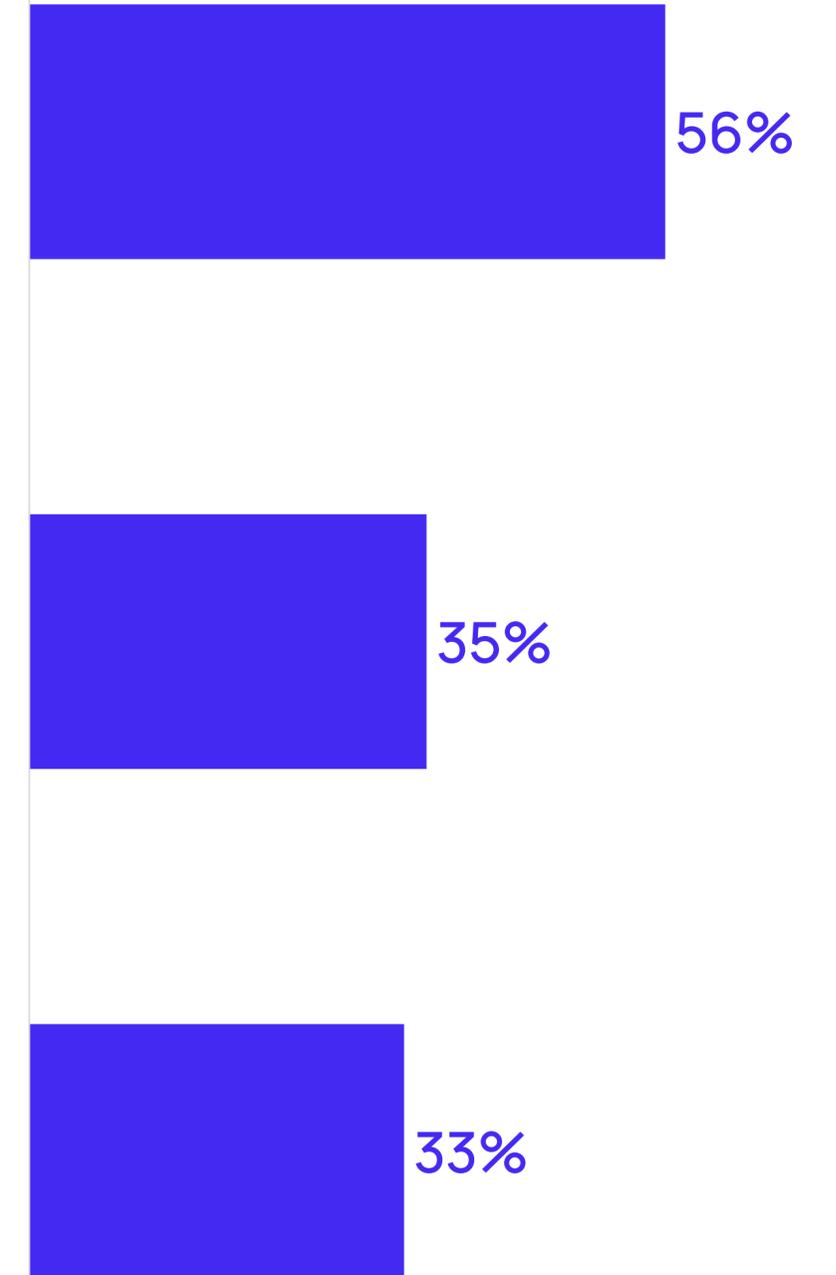
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Reccomendations from other podcast hosts

YouTube

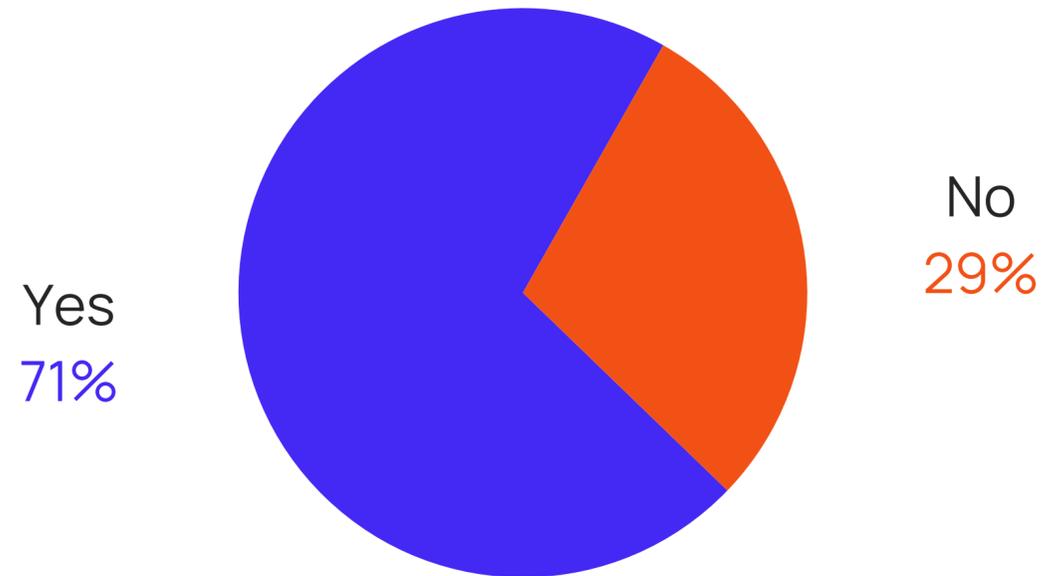
Searching on the Internet



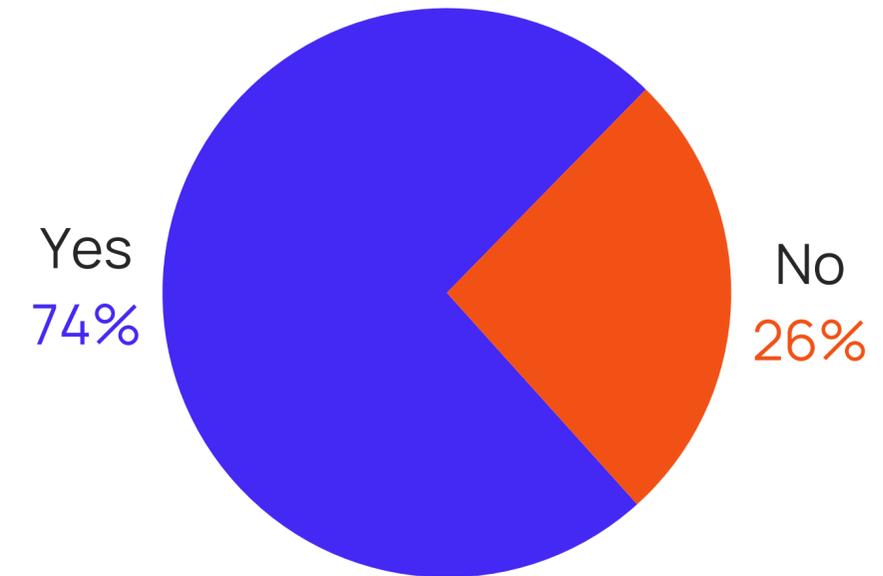
Do people in your social circle ever recommend podcasts to you? (True Crime Consumers)

Do you ever recommend podcasts to people in your social circle? (True Crime Consumers)

Among those who say people in social circle listen to podcasts



Among those who ever listened to podcasts



SOUNDS PROFITABLE

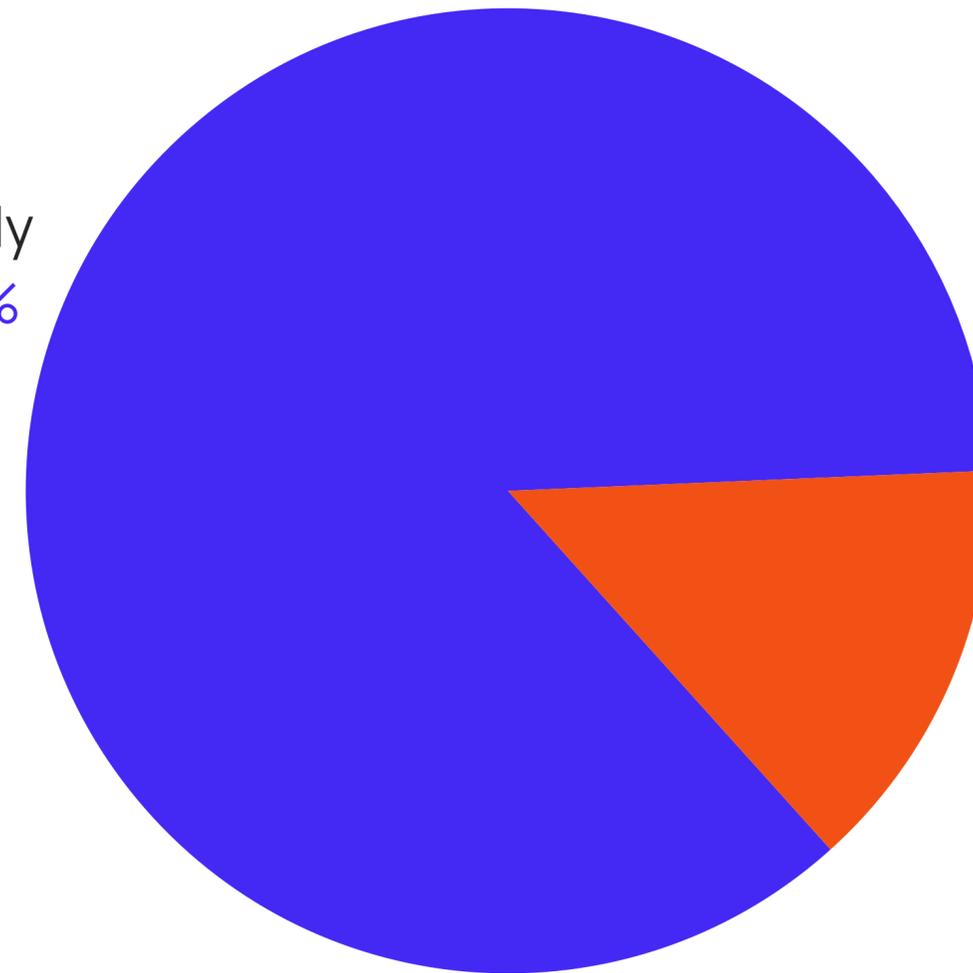
How likely are you to listen to a podcast recommended by someone in your social circle?

True Crime Podcast Consumers

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Likely
86%



Unlikely
14%

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Why would you check out a podcast recommended by someone in your social circle?

True Crime Podcast Consumers

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I like to learn new things

59%

I'm always looking for new podcasts

53%

I've had good experiences with podcast recommendations

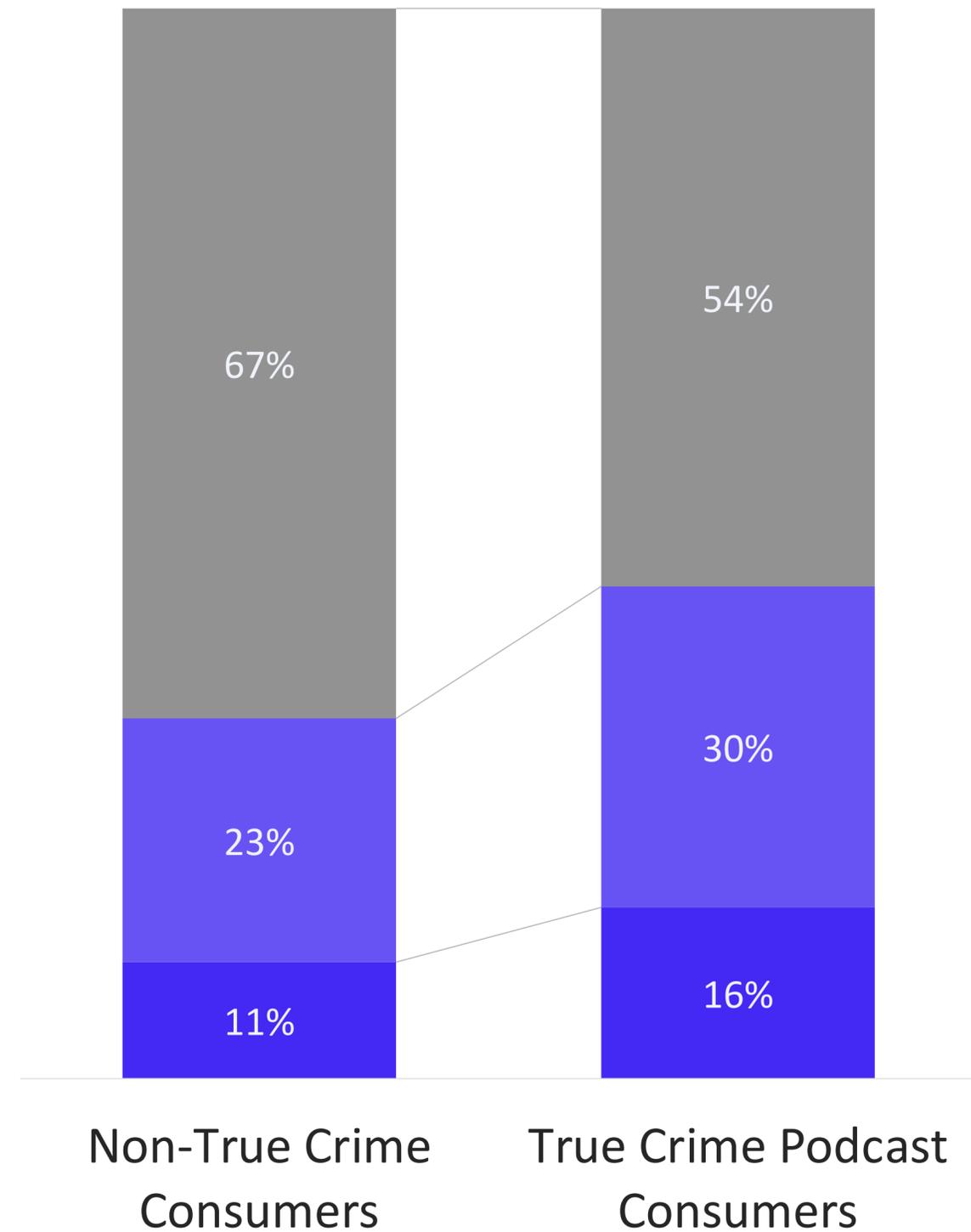
48%

How often do you listen to podcasts with other people (co-listening)?

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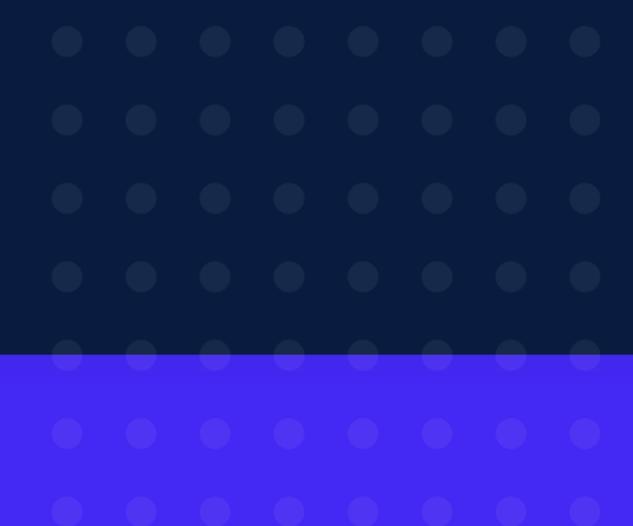
- Rarely/Never
- Occasionally
- Always/Most of the time



Summary Findings

1

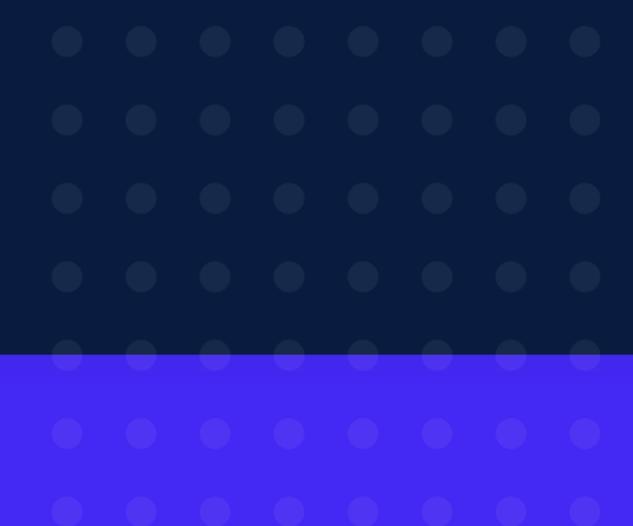
True Crime is **the number one podcast genre** with Women in America, and in the top five overall.



Summary Findings

2

The True Crime audience is very **diverse**, and over-indexes with Hispanic/Latino and Black audiences.



Summary Findings

3

True Crime audiences primarily come to podcasting as a companion medium – one that accompanies them on a wide variety of activities where media is not necessarily consumed, and where **podcasting has their attention**.



Summary Findings

4

The True Crime podcast Consumer is **an evangelist for the medium** – more likely to recommend podcasts, and also more likely to consume podcasts with other people

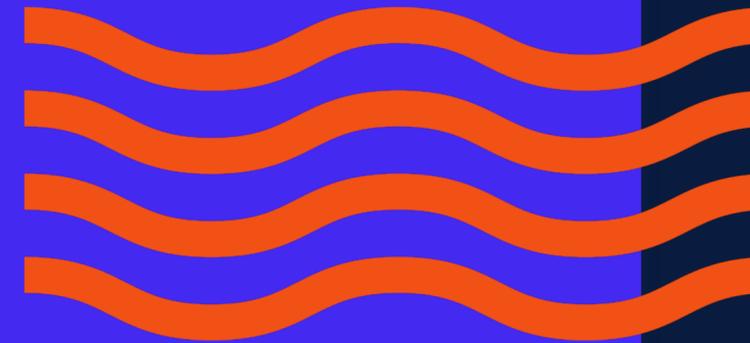
Summary Findings

5

People who consume True Crime podcasts are **extremely receptive to brands** –both as advertisers and as producers of podcast content.

SOUNDS
PROFITABLE

THE
BUSINESS
OF
PODCASTING



Thank you!

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