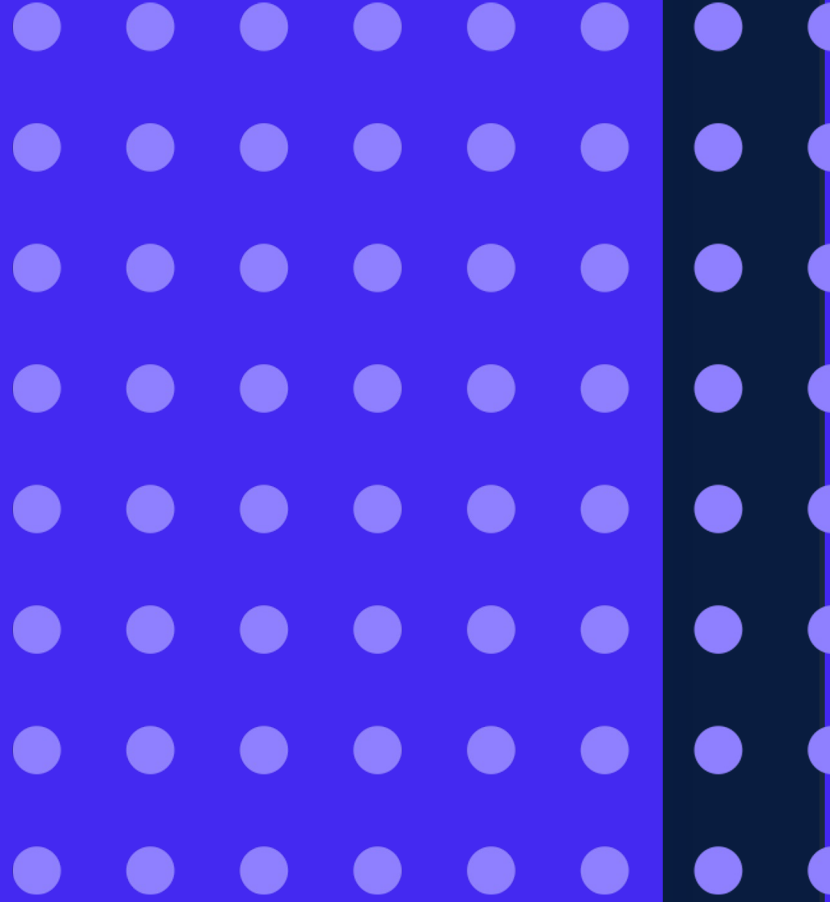


December 2024

**SOUNDS**  
THE BUSINESS  
OF  
PODCASTING  
**PROFITABLE**



# The **Business** 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, 389 had consumed a **Business** 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



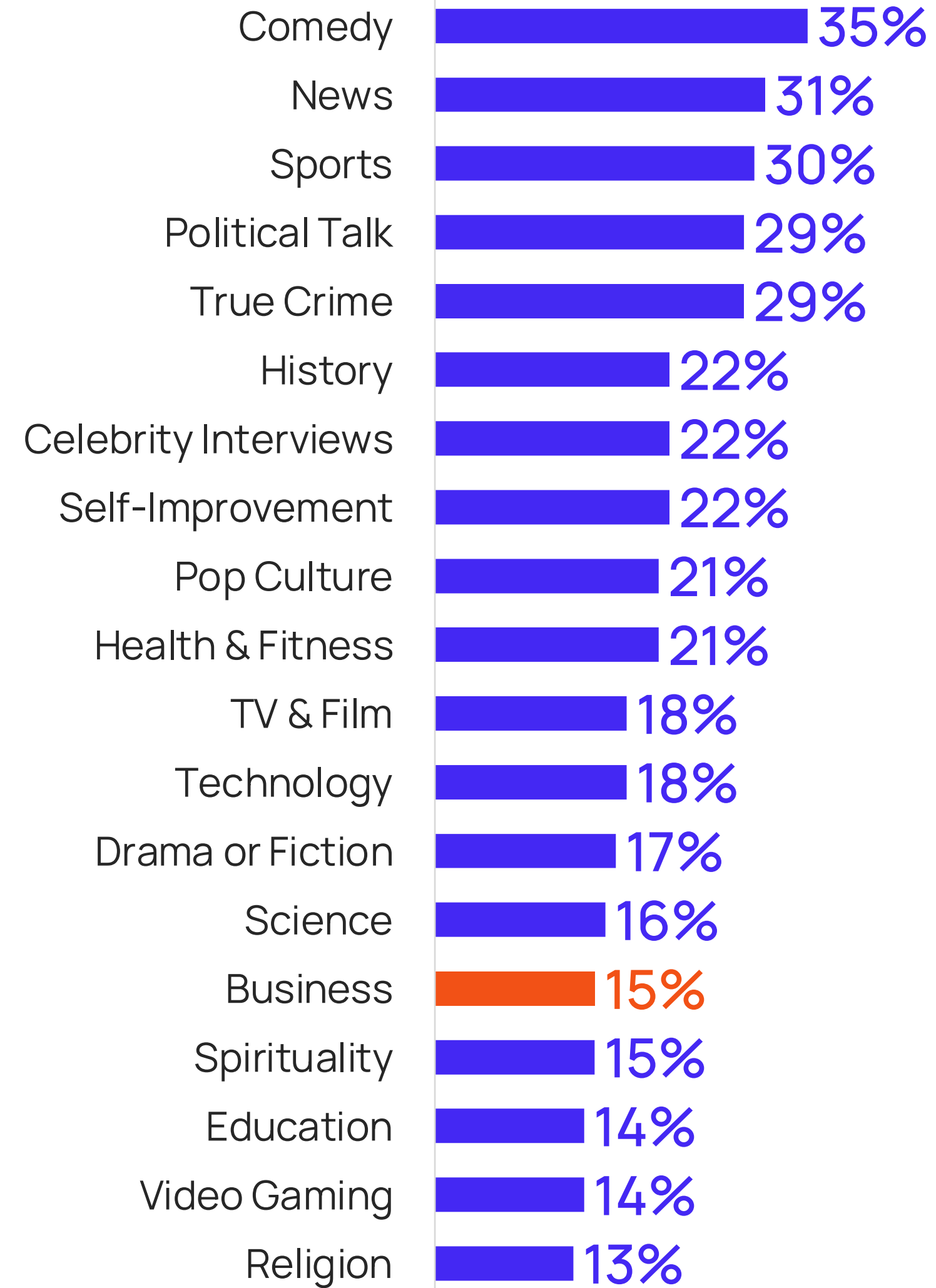
Respondents were asked a variety of questions about podcasting, including whether they listen, how often, and why they do or do not listen to podcasts



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

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

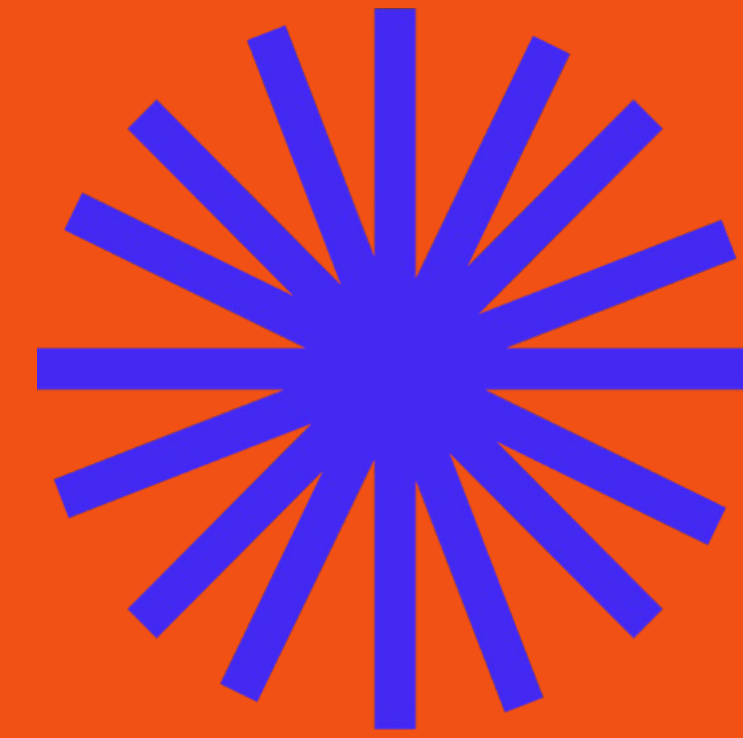
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Base: Have listened to a podcast in the last month

The Business Podcast Consumer

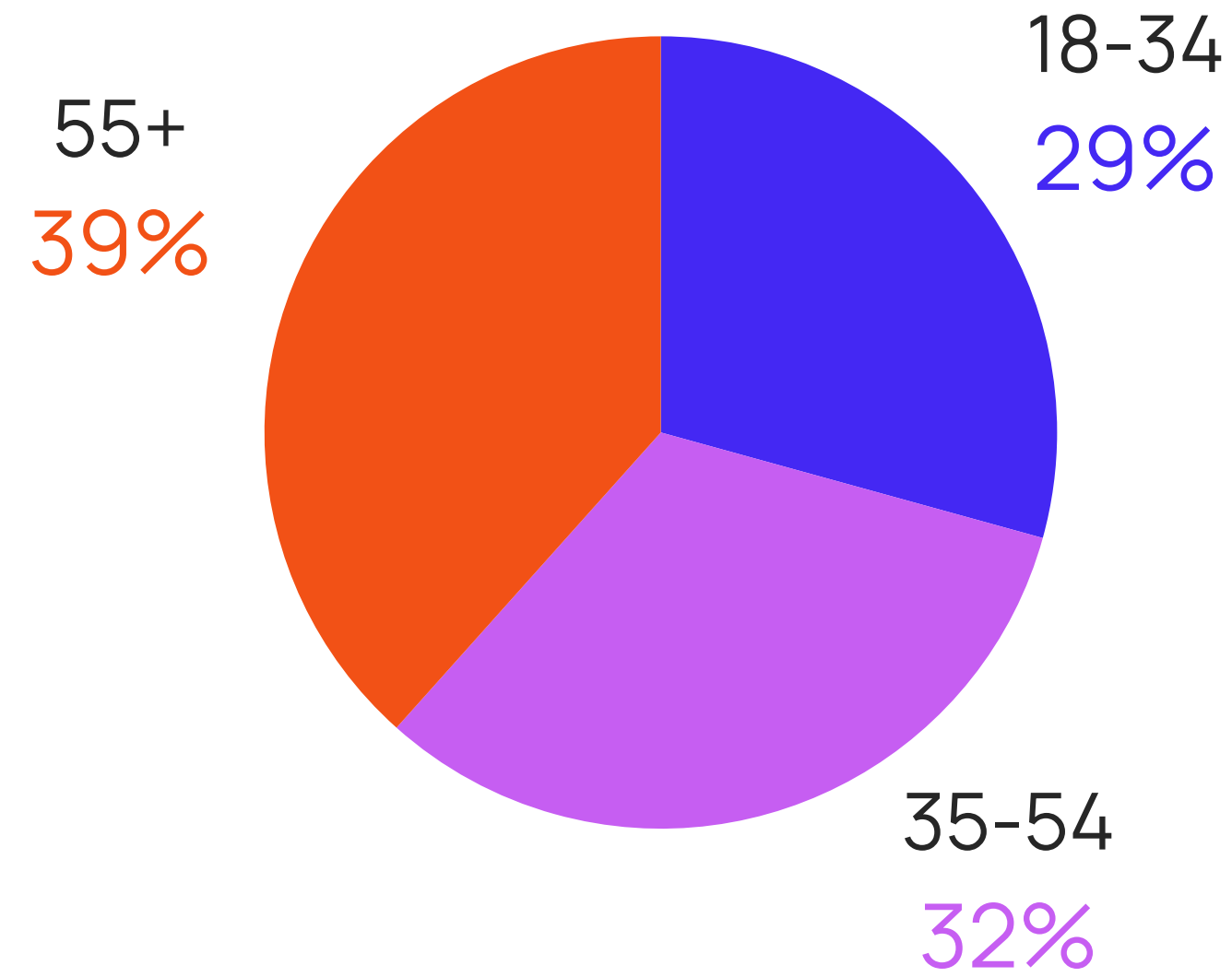
# Audience Profile



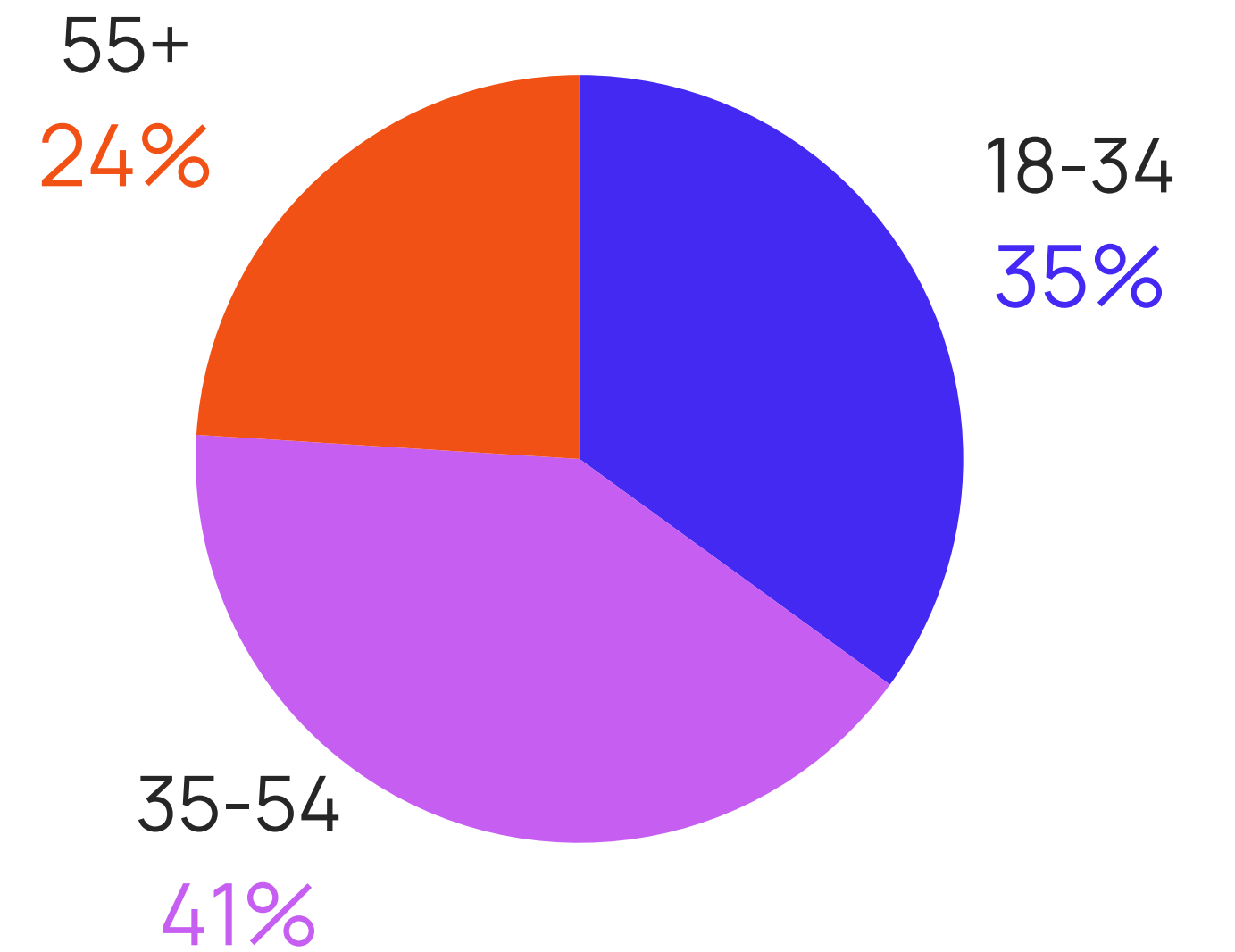
# Age Profile:

# Business Podcast Consumers

US Population



Business Podcast Consumers



Base: Past Month Podcast Listeners

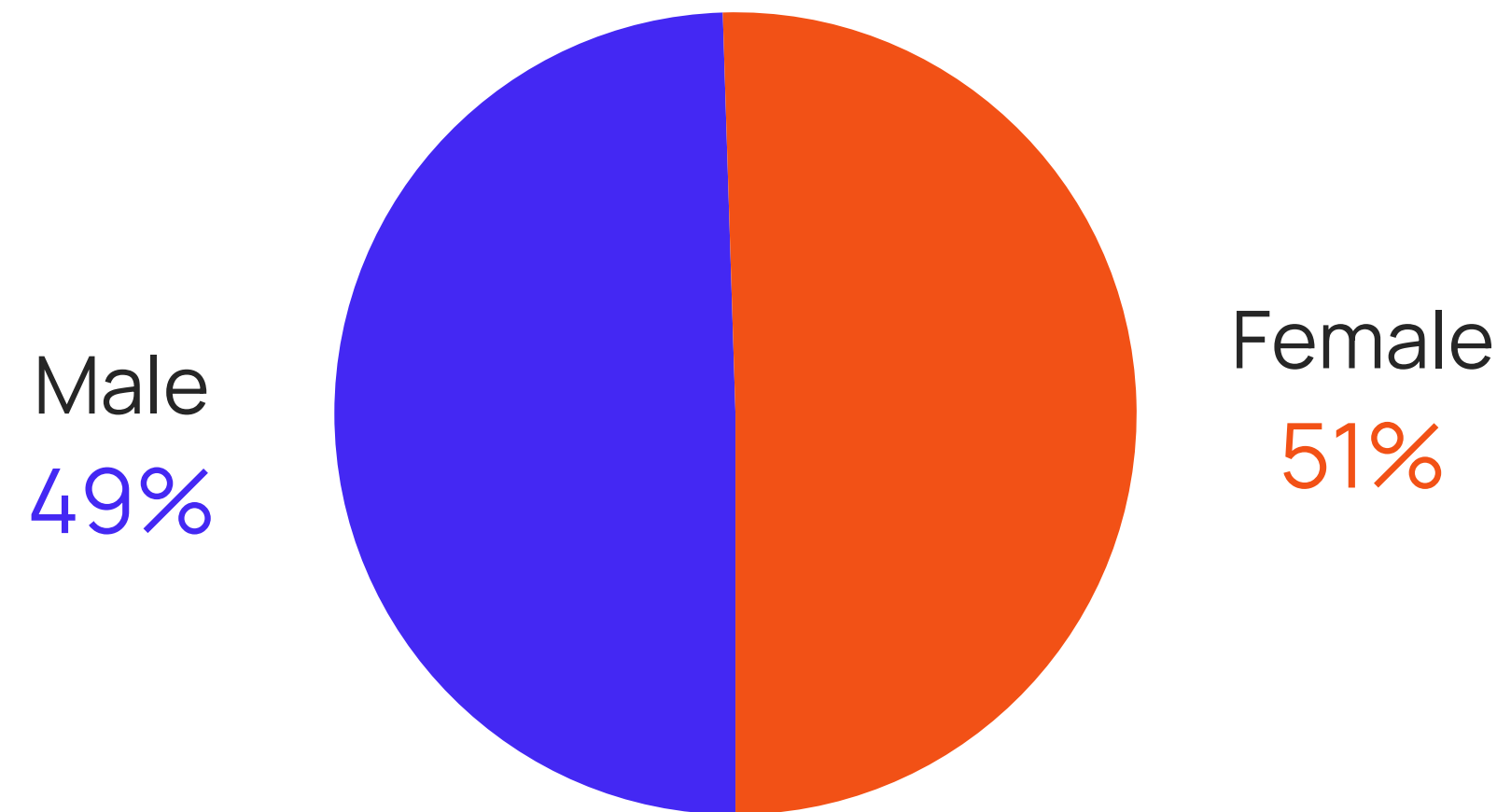
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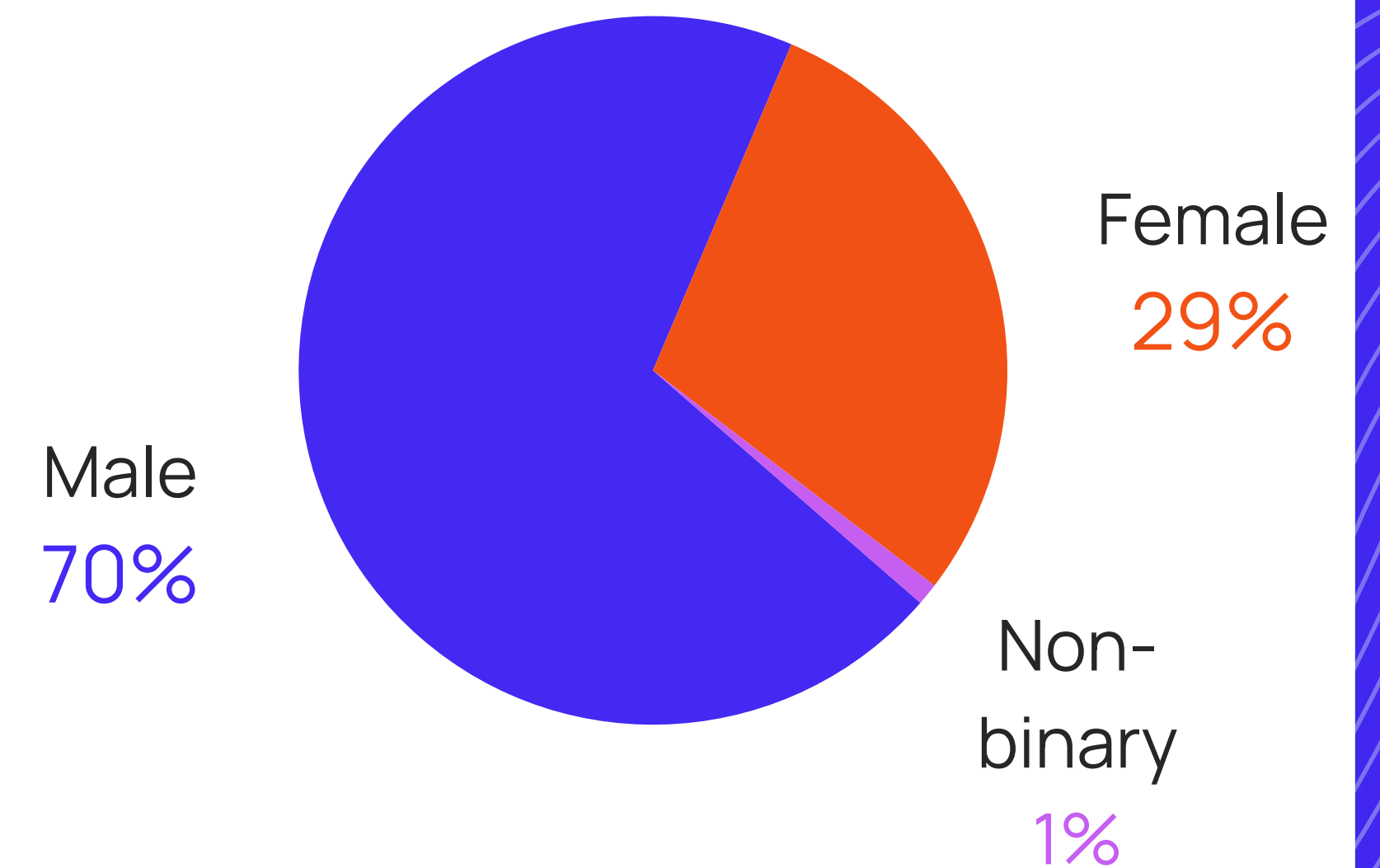
# Gender Profile:

## Business Podcast Consumers

US Population



Business Podcast Consumers



Base: Past Month Podcast Listeners

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## Business Podcast Consumers

Race/Ethnicity	Total Population	Business Consumers
White	76%	70%
Black/African American	14%	16%
Hispanic/Latino	17%	18%
Asian American	5%	8%

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# Educational Attainment

## Business Podcast Consumers

Education Level	Total Population	Business Consumers
High School or below	39%	25%
At least some college	61%	75%
Some college/two-year Degree	26%	27%
Four-year degree or higher	35%	47%
Post Graduate Degree	12%	18%

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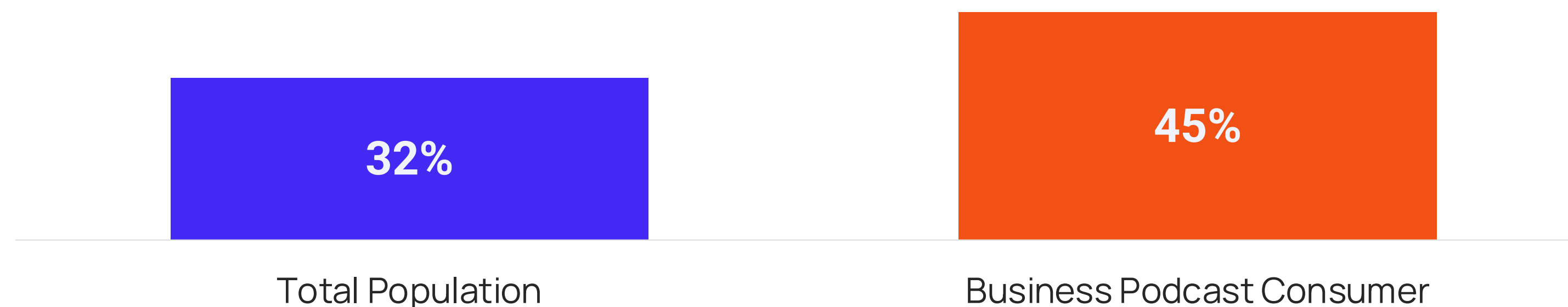
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Household Income:  
Higher income

Total Population  
\$69,250 per year

Business Podcast Consumers  
\$88,728 per year

HHI Greater than 75K



Base: Past Month Podcast Listeners

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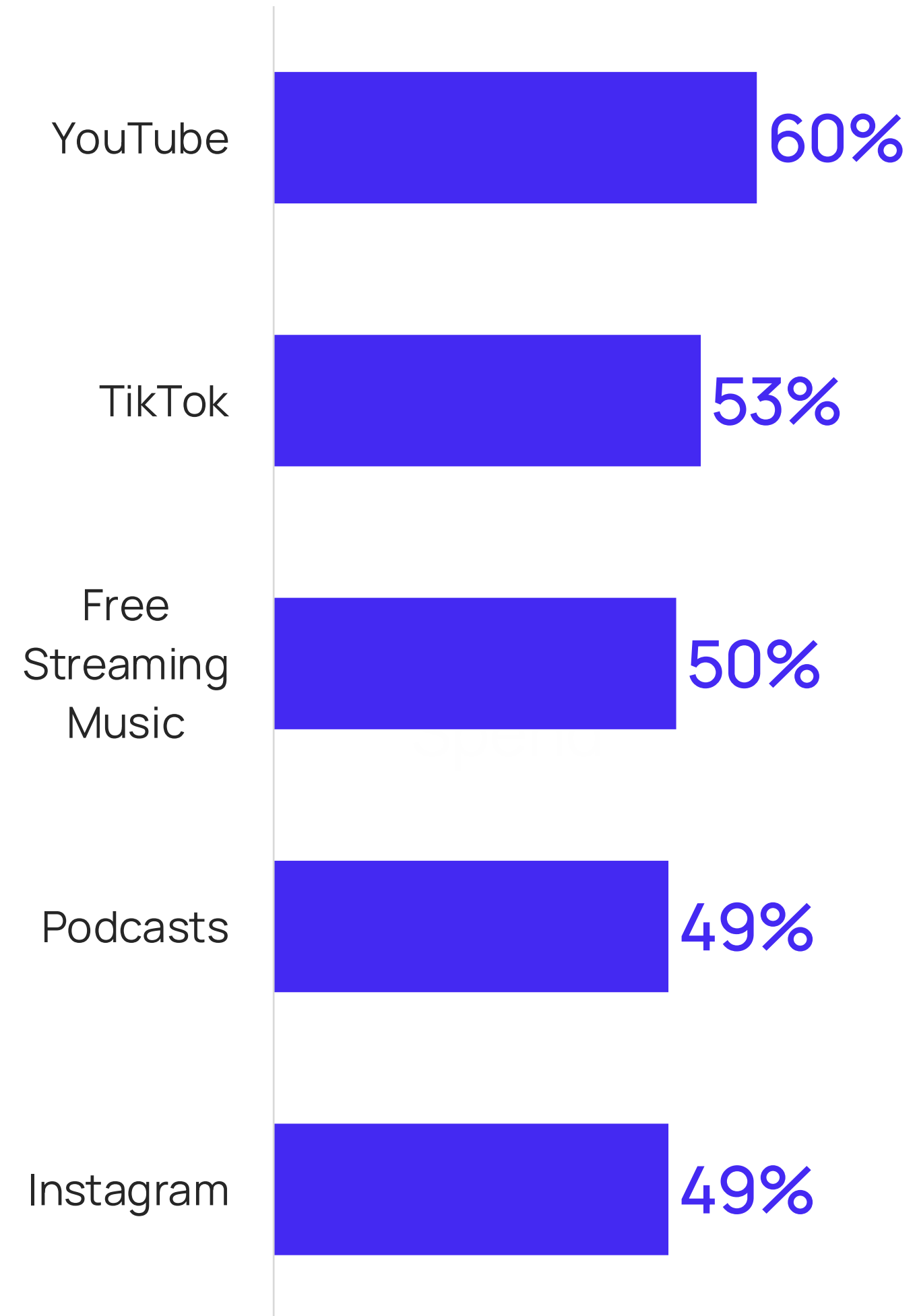
# Usage Trends – Last 12 Months

## Business Podcast Consumers

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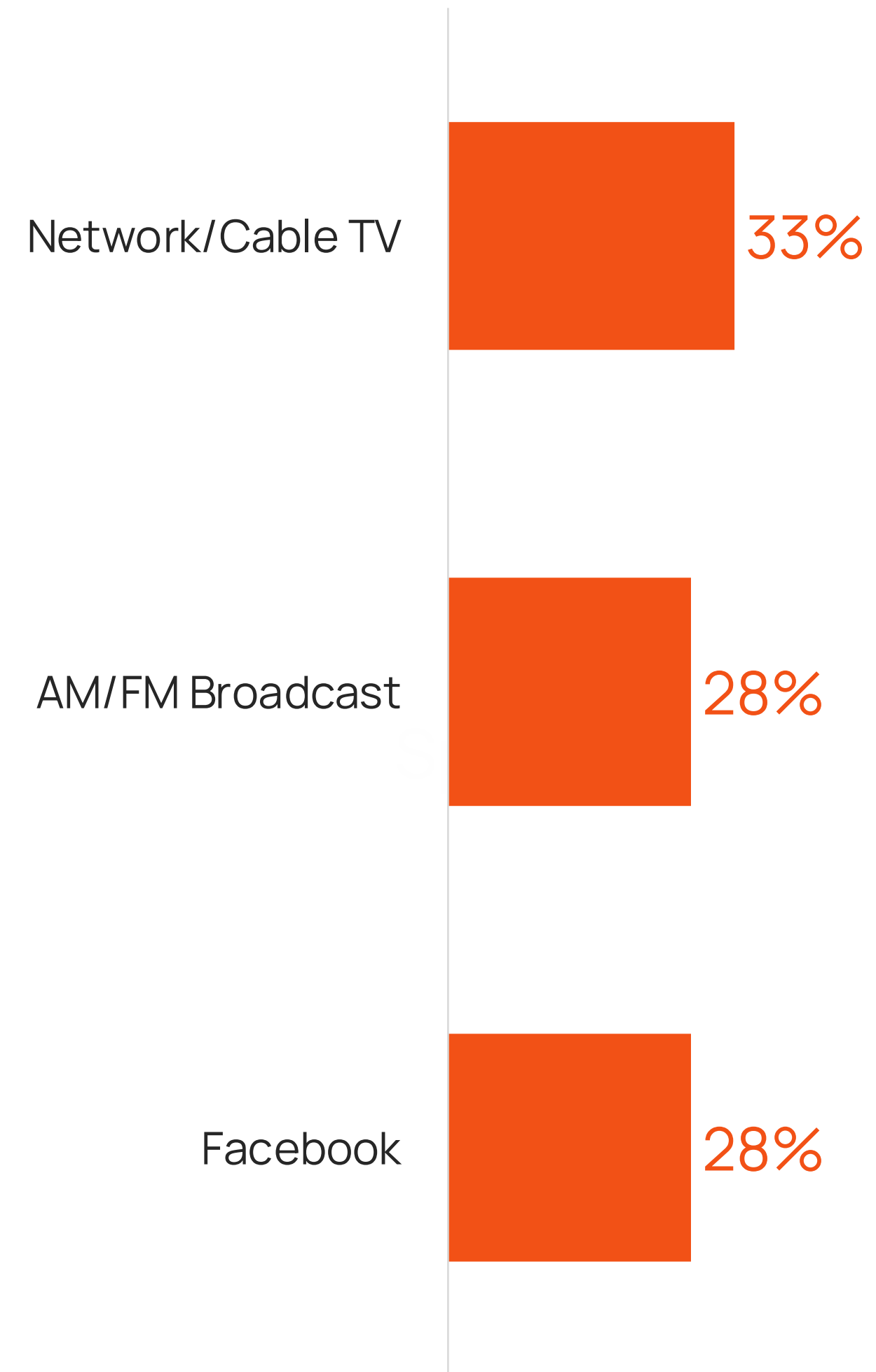
Spending MORE Time With



# Usage Trends – Last 12 Months

## Business Podcast Consumers

Spending LESS Time With

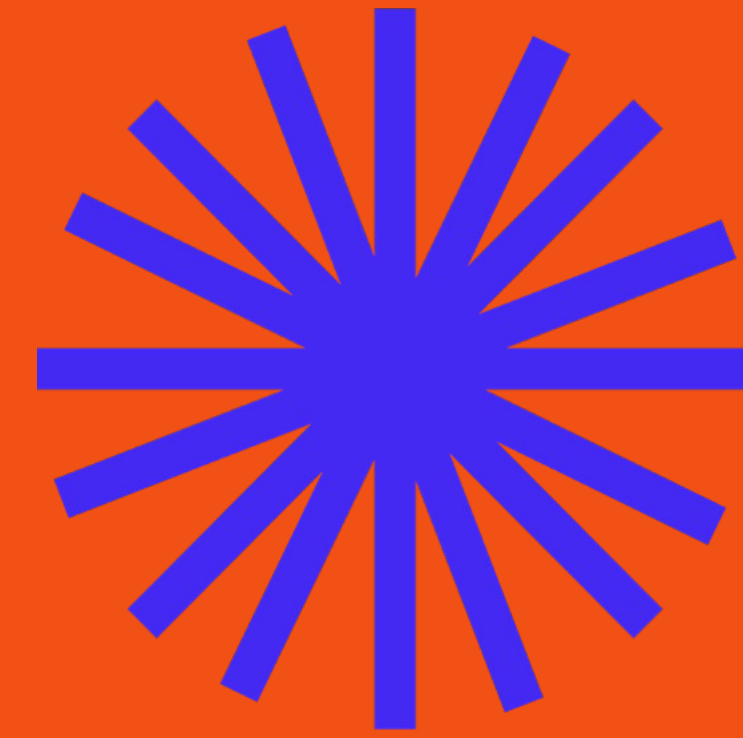


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The Business Podcast Consumer

# Discovery

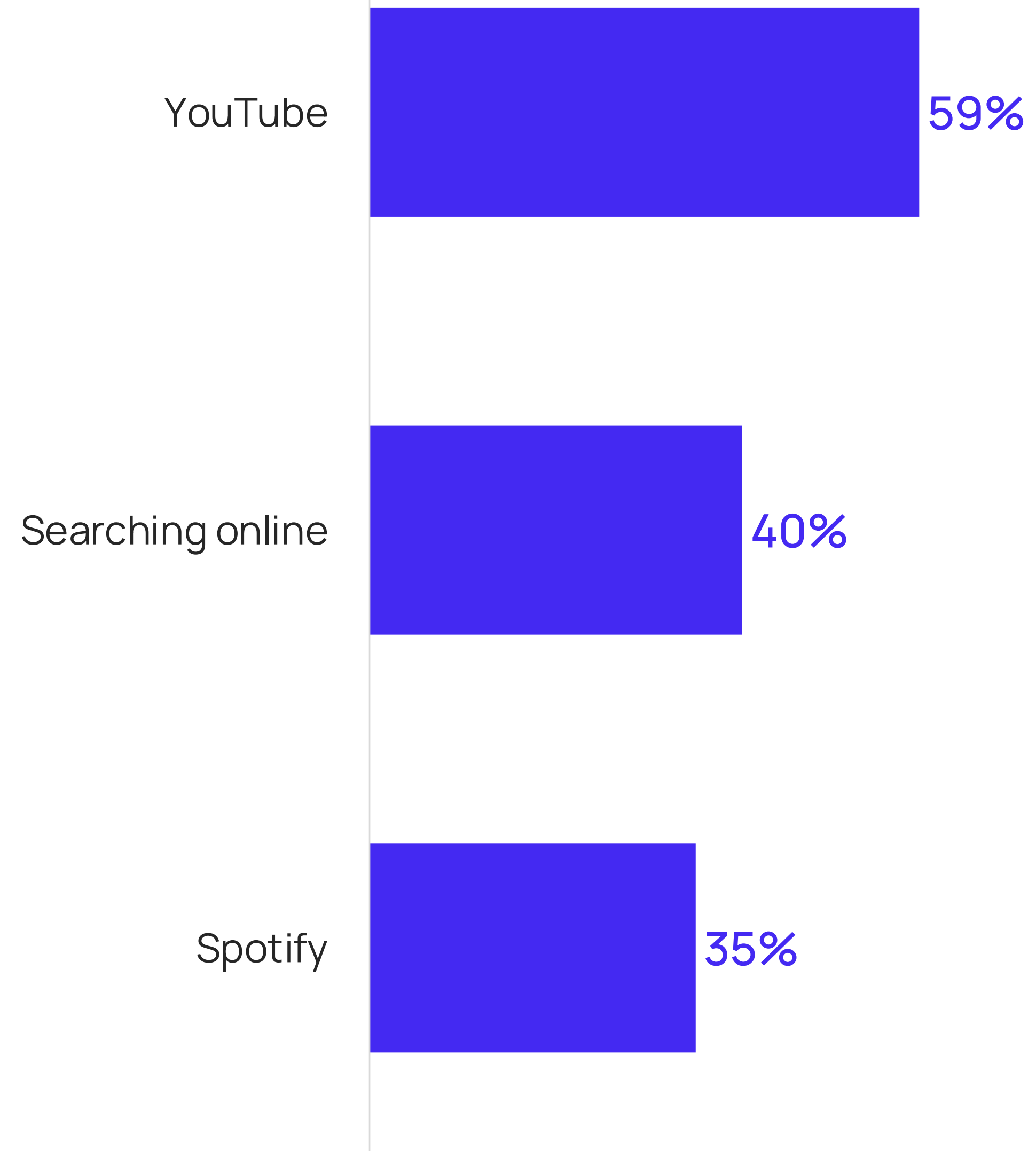


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Aside from personal recommendations, which of the following are ways you find your podcasts?

Business Podcast Consumers

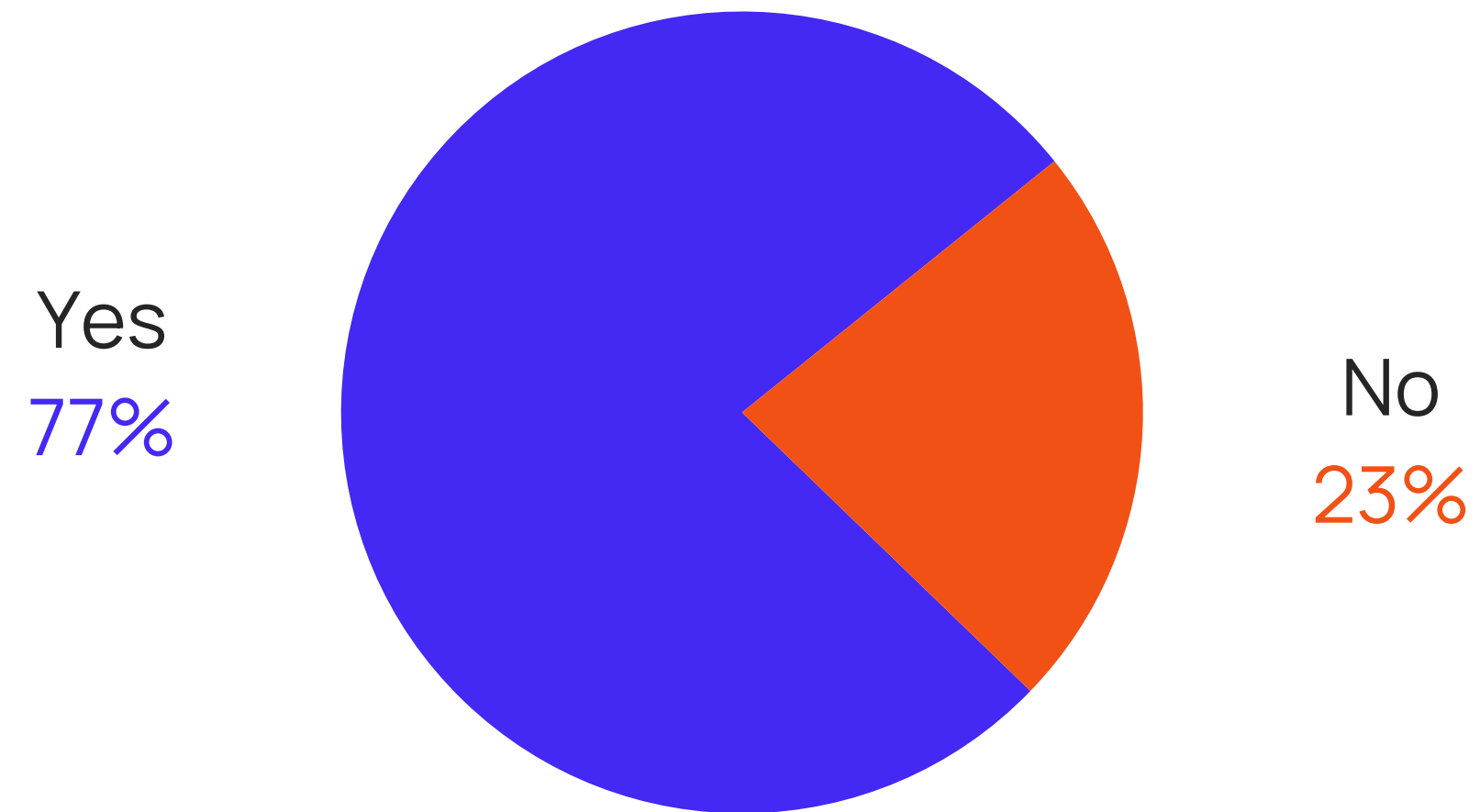
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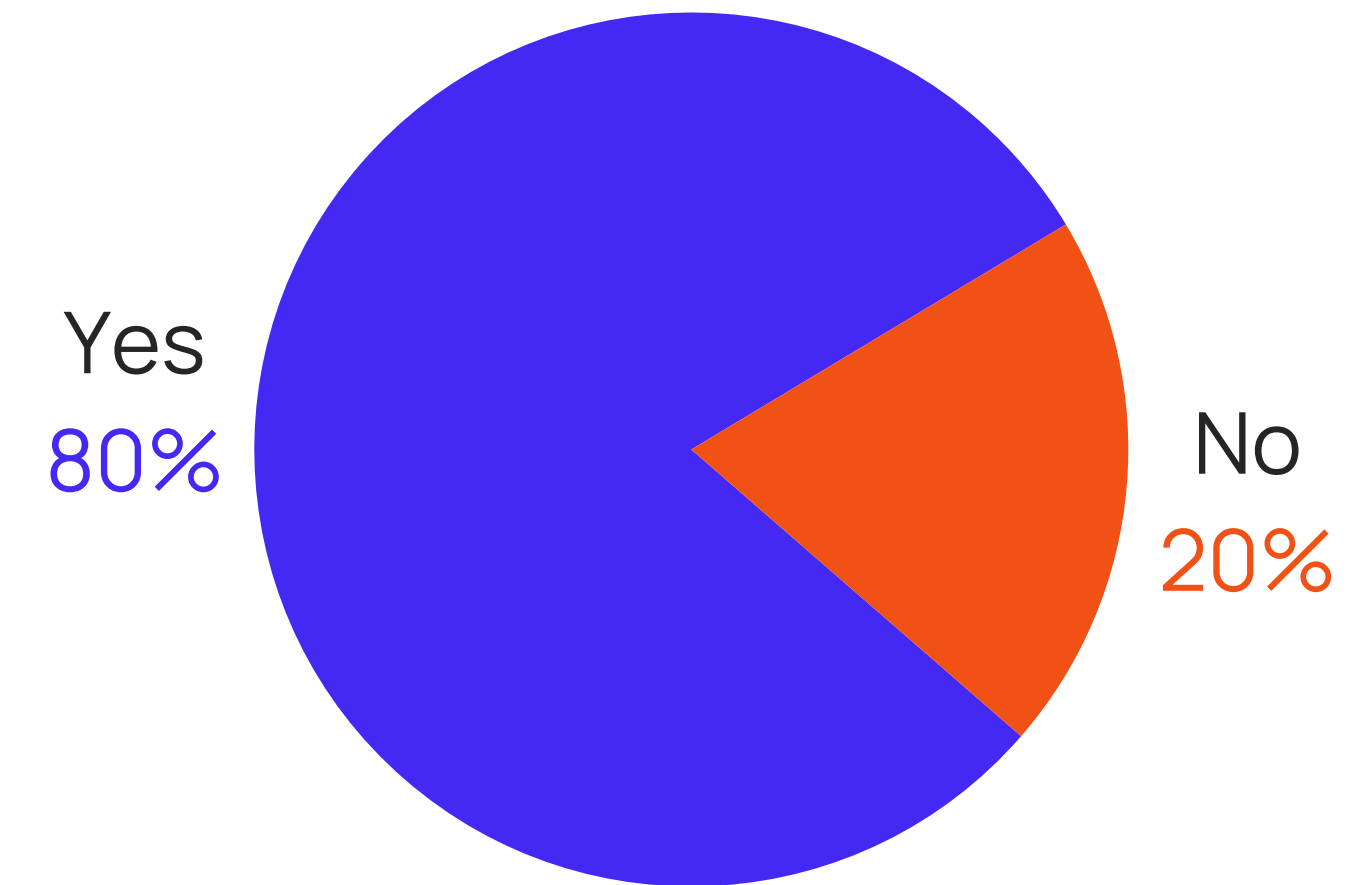
Do people in your social circle ever recommend podcasts to you? (Business Consumers)

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

Among those who say people in social circle listen to podcasts



Among those who ever listened to podcasts

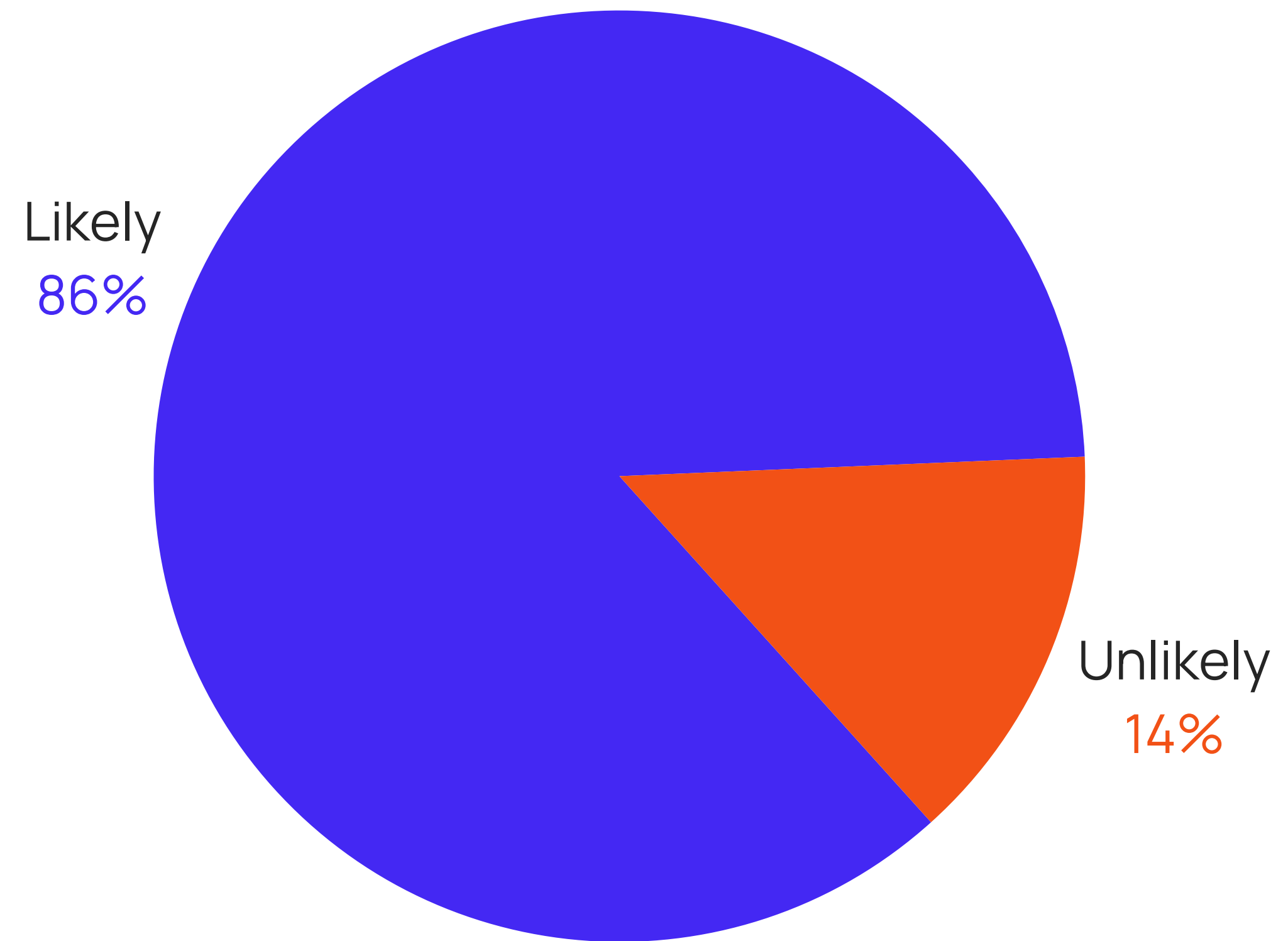


# SOUNDS PROFITABLE

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

Business Podcast Consumers

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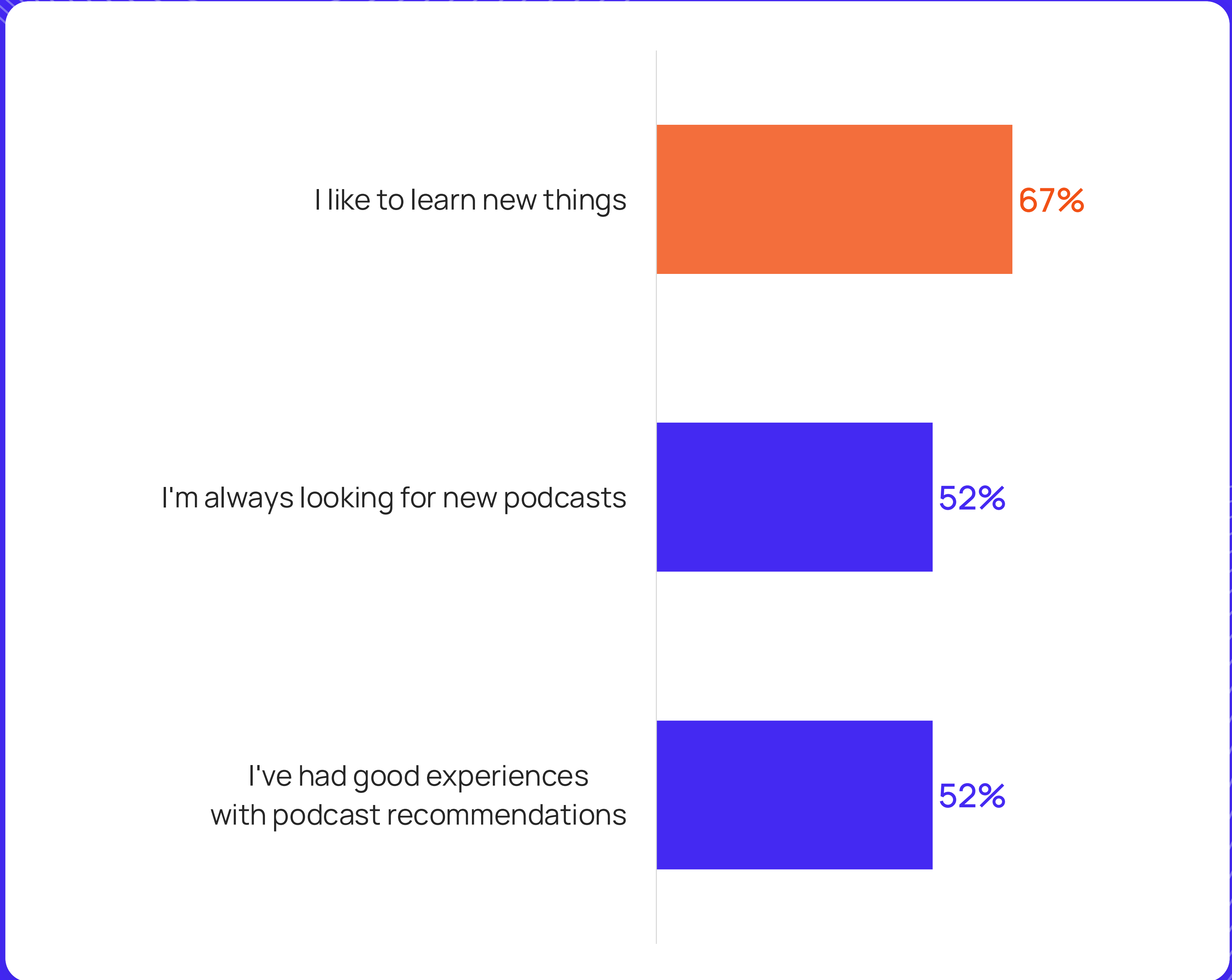


# SOUNDS PROFITABLE

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

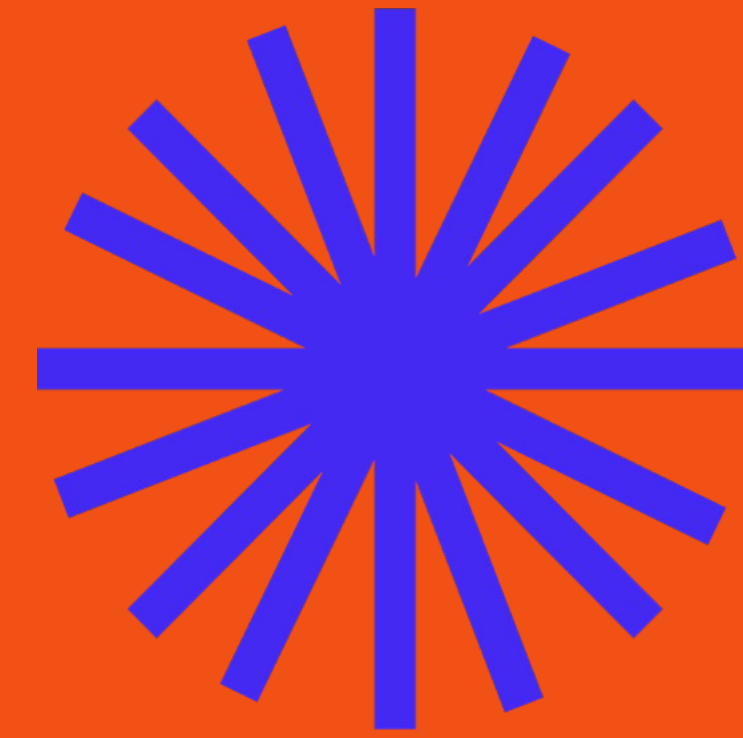
Business Podcast Consumers

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The Business Podcast Consumer

# Podcast Consumption



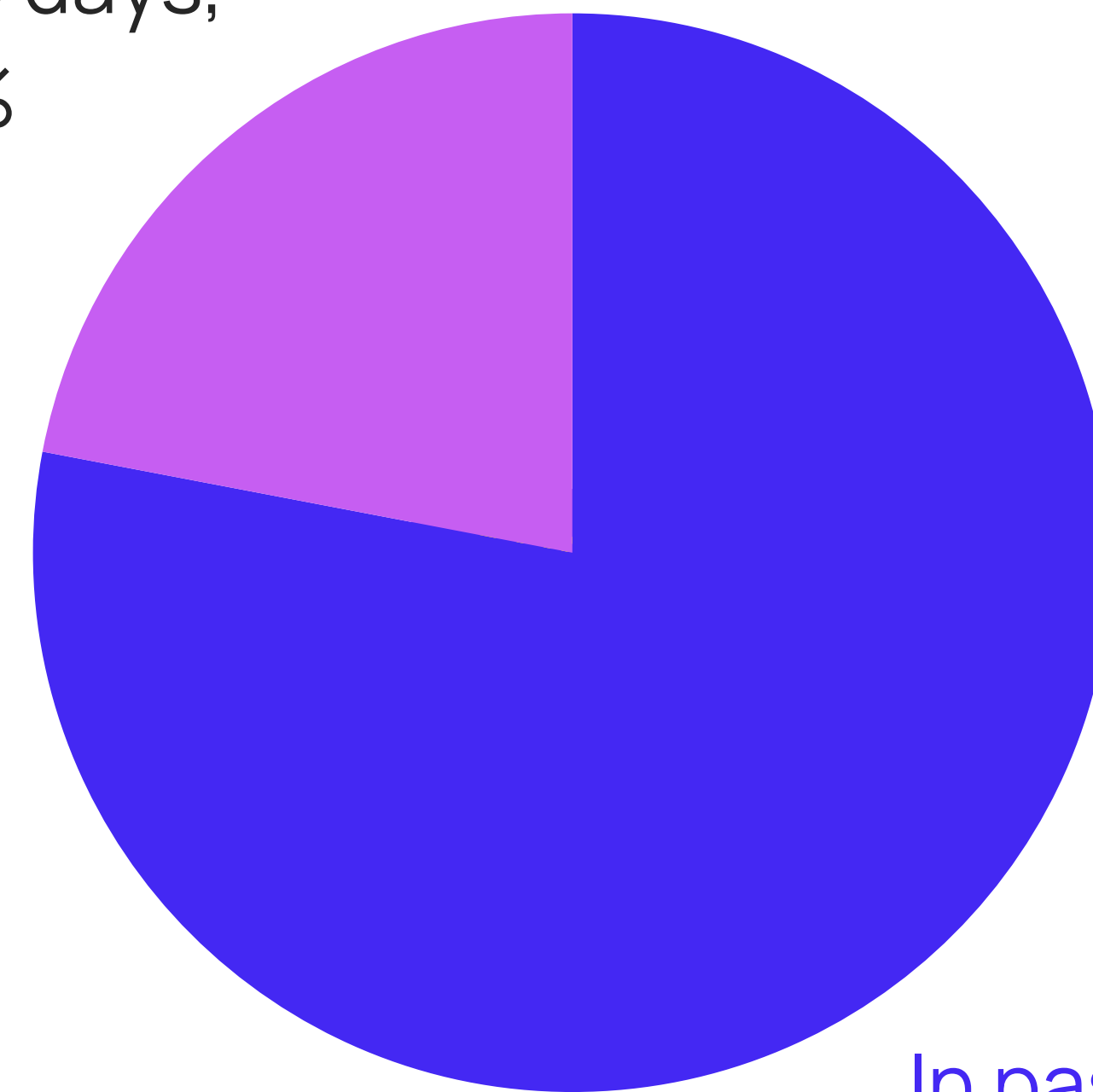
When was the last time, if ever, you consumed a podcast, either audio or video?

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## Business Podcast Consumers

In past 30 days,  
22%



In past week,  
78%

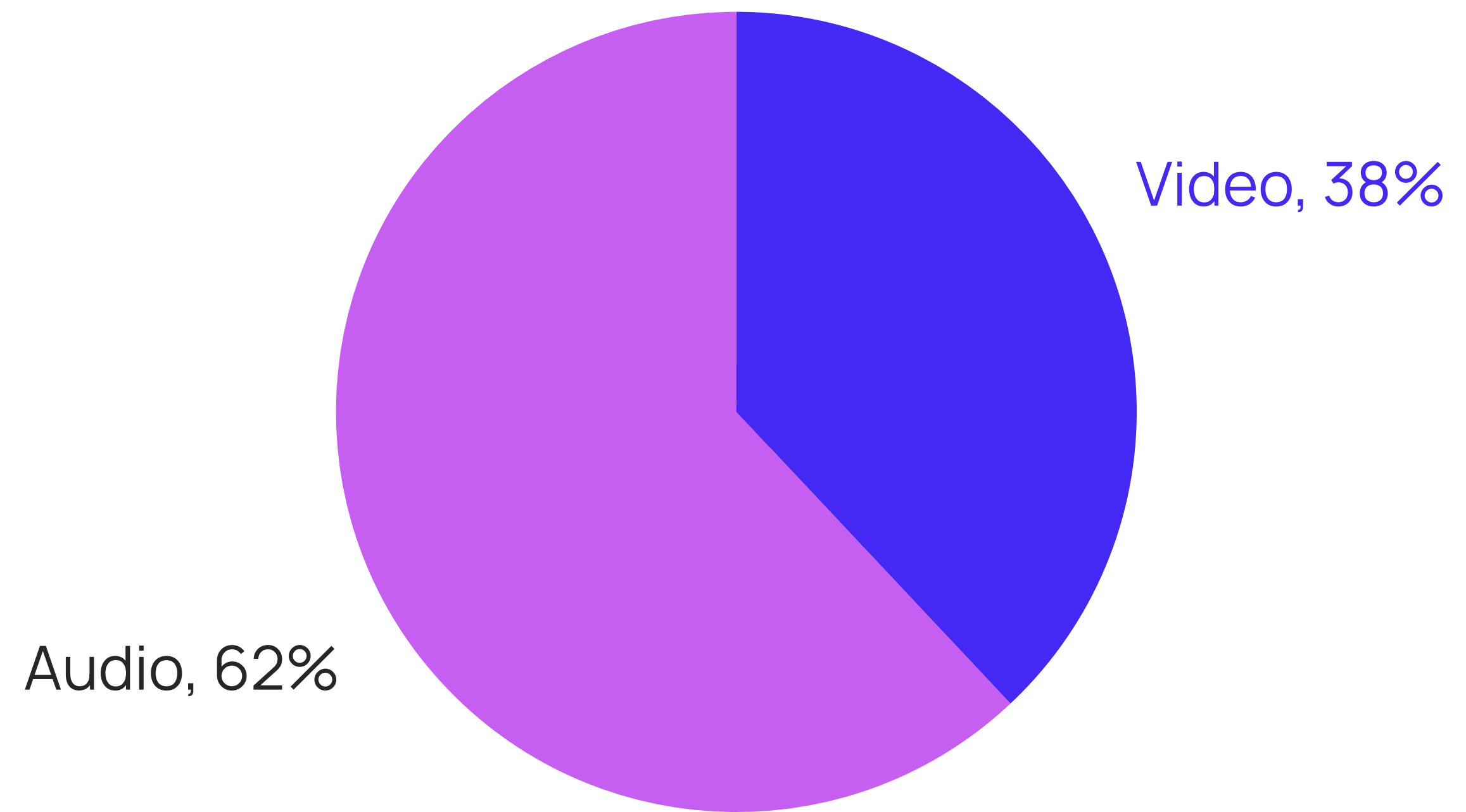
**Weekly Consumption – 7.2 Hours/Week**  
(Other podcast users - 6 hours/week)

How much of the time you spent with podcasts was spent watching podcasts on video?

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## Business Podcast Consumers



(Avg. for Podcast Consumers = 35% Video)

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

Business Podcast Consumers

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Listen to discussions on topics of interest

92%

Business News and Information

87%

Something to listen to in the car

81%

Get news or political analysis

77%

Something to listen to while walking/exercising

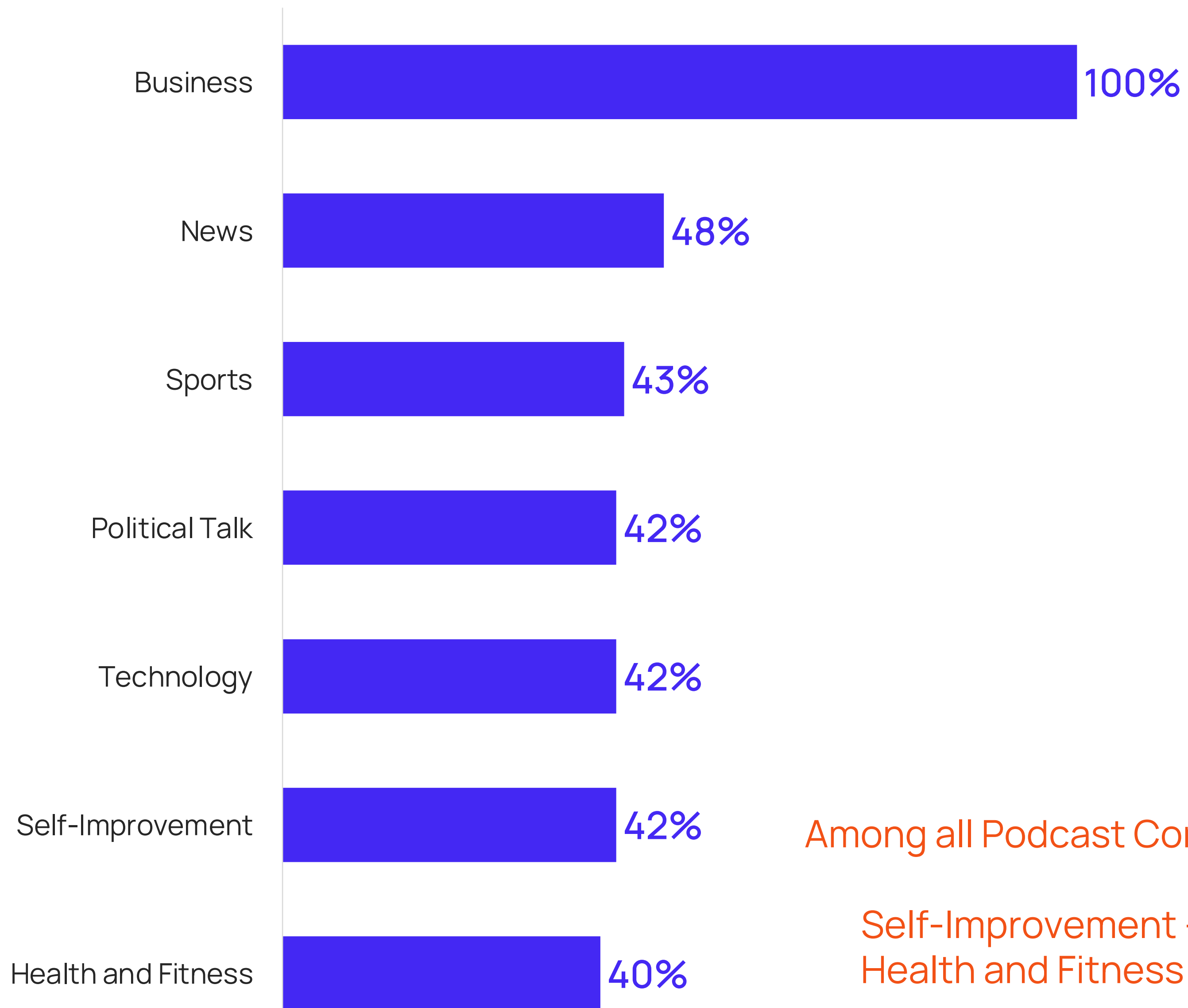
73%

Top 5 Benefits  
(% Somewhat/Very Important)

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

### Business Podcast Consumers

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Among all Podcast Consumers:

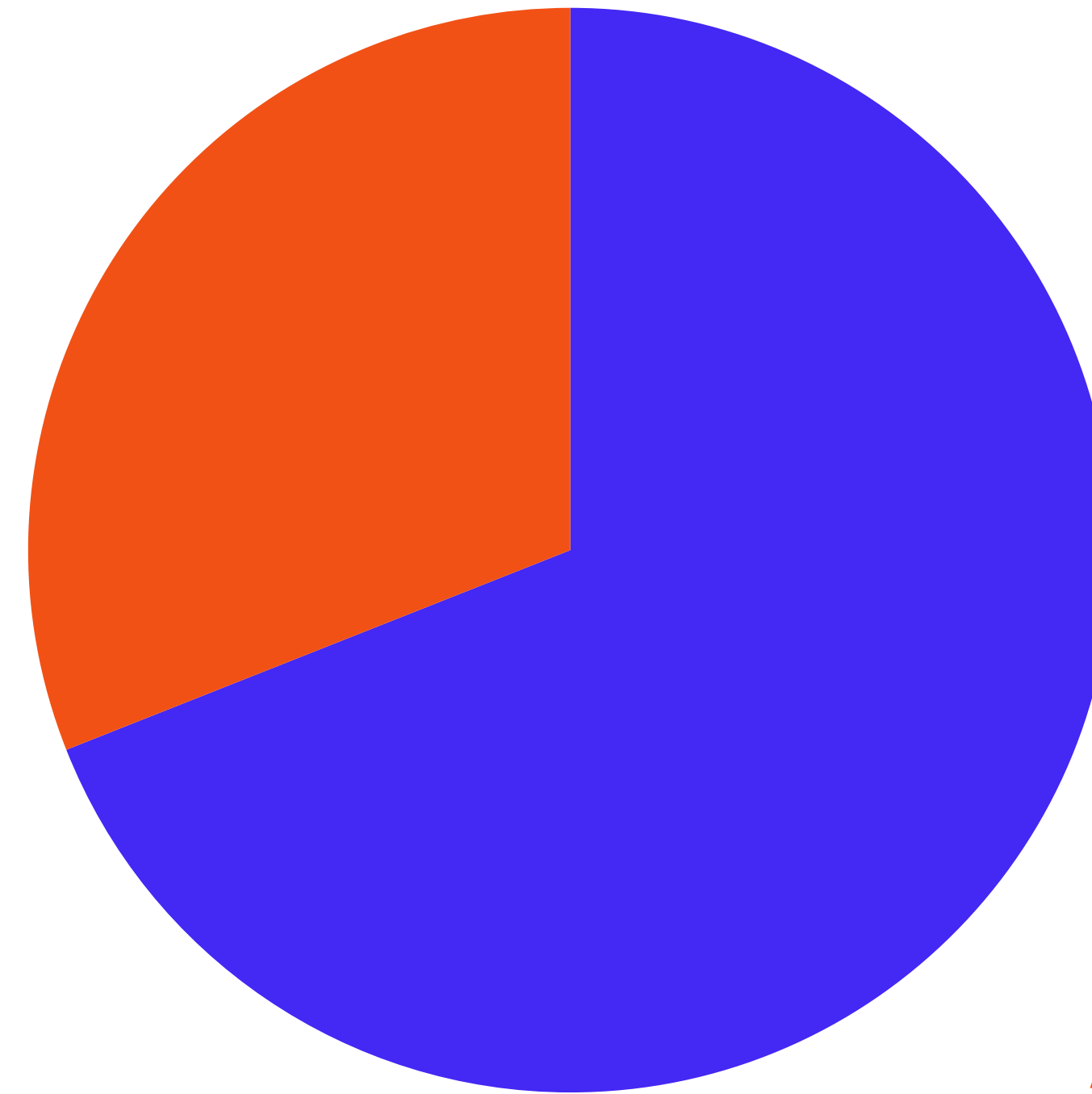
Self-Improvement - 22%

Health and Fitness - 21%

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

Business Podcast Consumers

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Likely  
69%

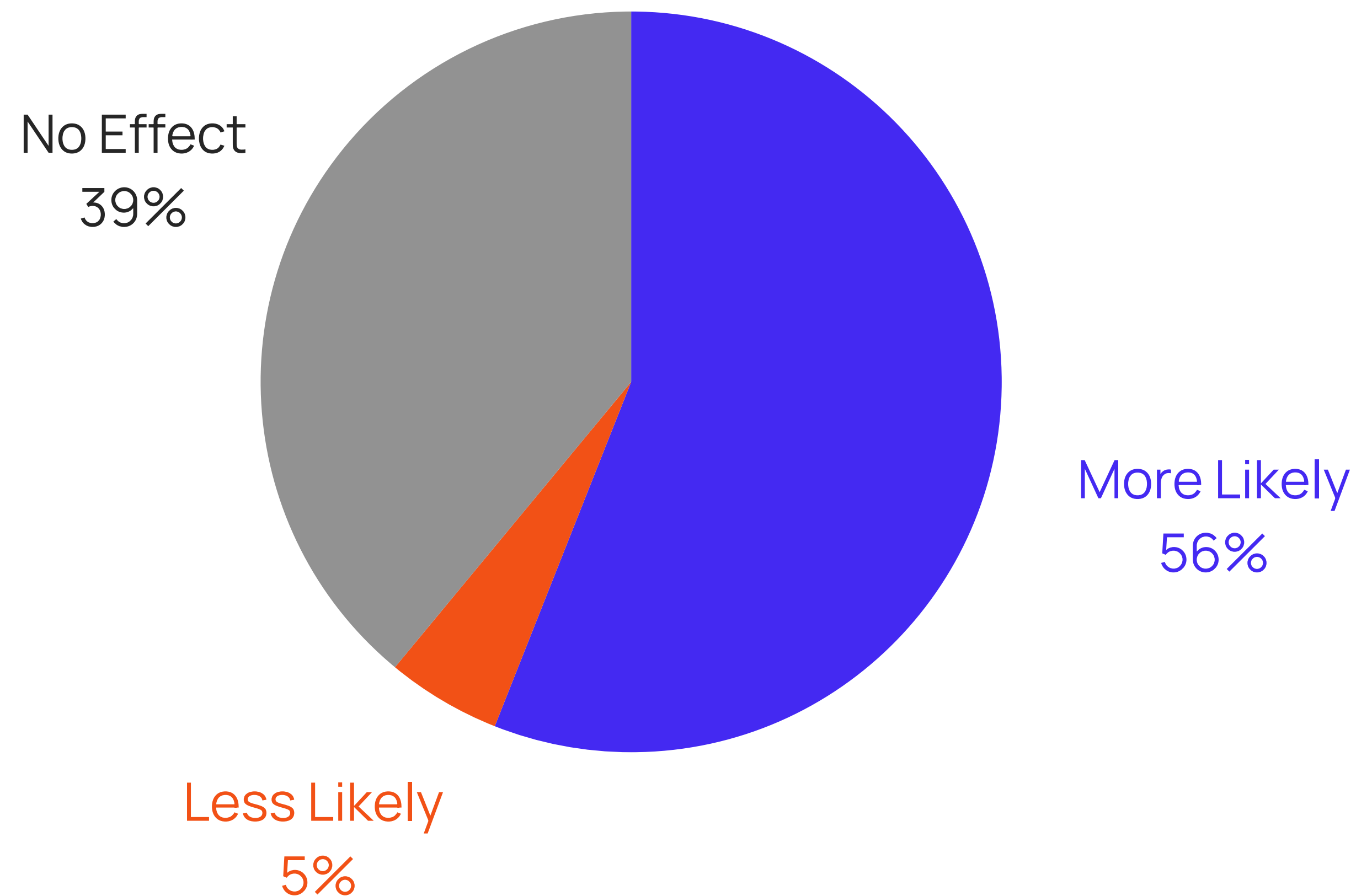
Among all Podcast  
Consumers:

Likely = 43%

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

Business Podcast Consumers

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# Summary Findings

1

Business podcasts are one of the top ways to reach men – 70% of business podcast consumers are Male

Business podcasts are also one of the most *efficient* ways to reach men, behind only Sports and Technology podcasts in male composition

# Summary Findings

2

Business podcasts are a particularly effective means to reach *younger* Americans with a business interest

The mean age of Business podcast consumers is 43, and 35% of these consumers are 18-34

# Summary Findings

3

The business podcast consumer is one of the most affluent segments in podcasting – the household income of these consumers exceeds the US average by nearly 20K per year

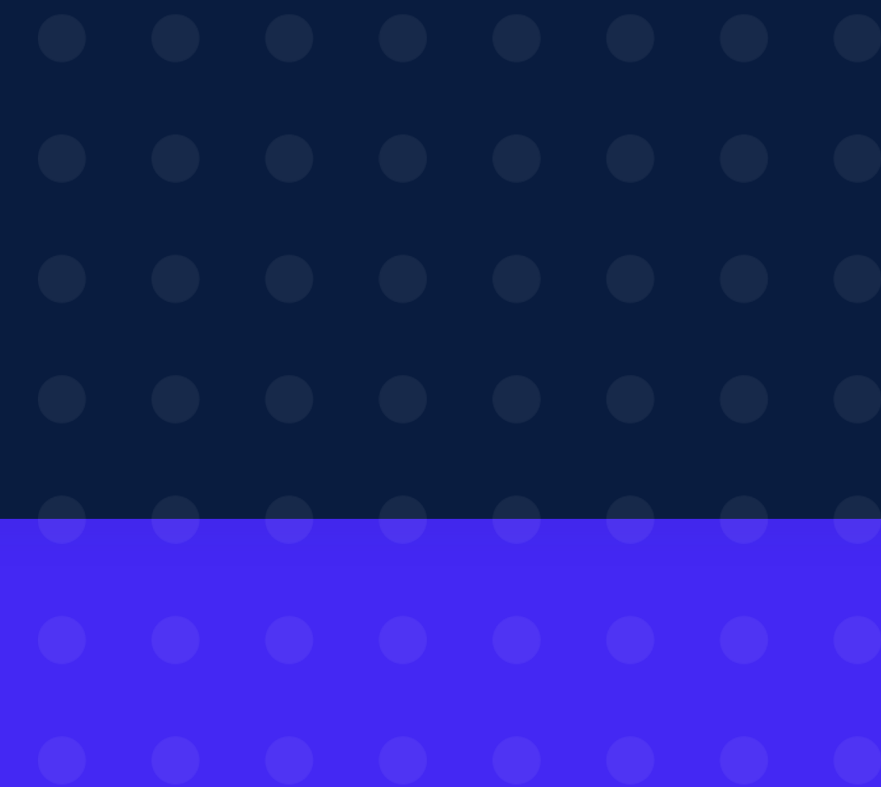
HH Income is a trailing variable to educational attainment – business podcast consumers are over 34% more likely to have attained at least a 4-year degree than the 18+ population

# Summary Findings

4

Among monthly podcast consumers, Business consumers are some of the most habitual consumers of podcasts – 78% of monthly Business consumers actually listen weekly

As a result, their overall consumption of podcasts is much higher – 7.2 hours a week, compared to the weekly average of 6



# Summary Findings

5

One of the top two benefits of podcasting for these consumers?  
Business news and information! Business podcasts aren't just passively consumed by this audience – business info drives their consumption of the medium, period

Business fans are lean-forward consumers – they are making active choices, and are driven to podcasting

# Summary Findings

6

Some of the defining characteristics of the business consumer are a drive for self-improvement and a thirst for knowledge

Business podcast consumers over-index for Health and Fitness, Self-Improvement, and cite “learning new things” as the top reason they seek podcast recommendations from others

# Summary Findings

7

An interest in business translates into an interest in brands, companies, and products that advertise on or otherwise support podcasting

The majority of business consumers agree that a brand's involvement with a podcast makes them *more* likely to consume it – and nearly seven out of ten would likely try a podcast about a favorite brand or product

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# Thank you!



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