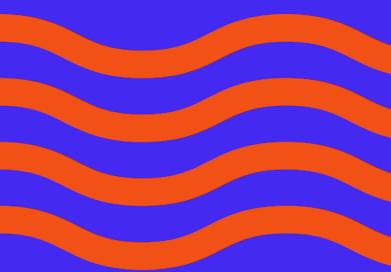


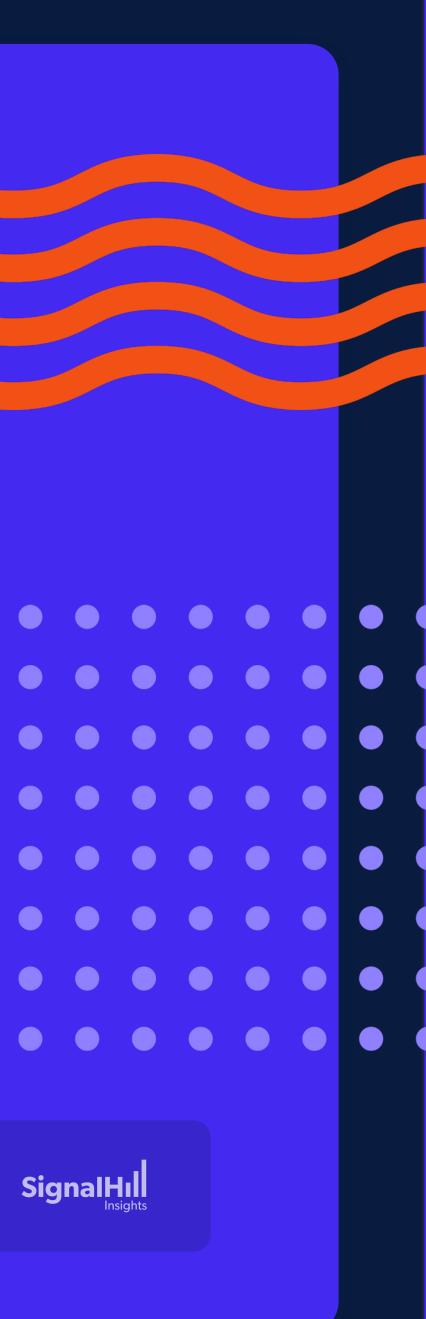
## The Podcast Landscape The Persuadables: Reaching Non-Listeners

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## Methodology

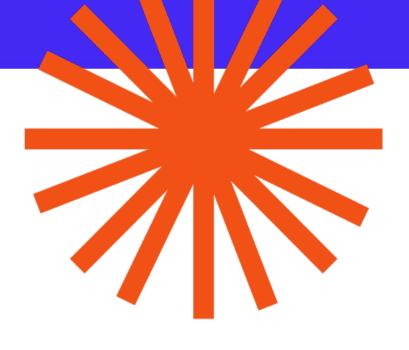


In June 2024, Sounds Profitable partnered with Signal Hill Insights to field an online study of 5071 Americans ages 18+, the largest public study of podcasting in America



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

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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

SiriusXM PODCAST NETWORK SignalHill



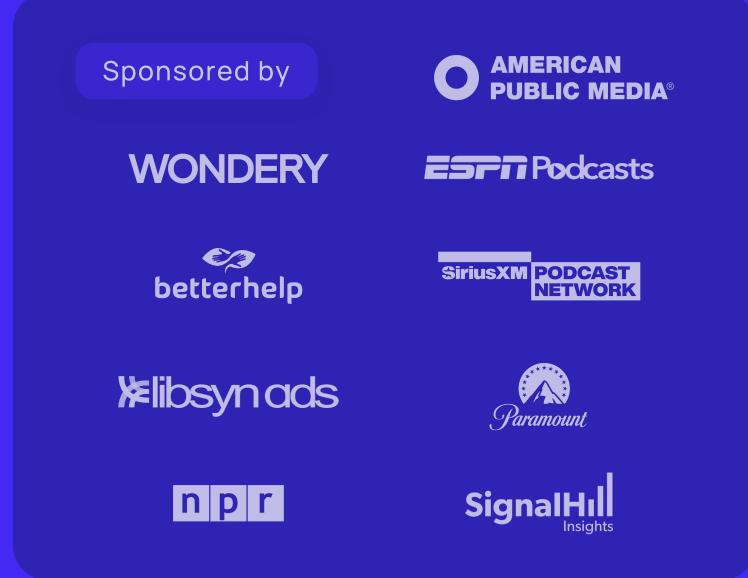


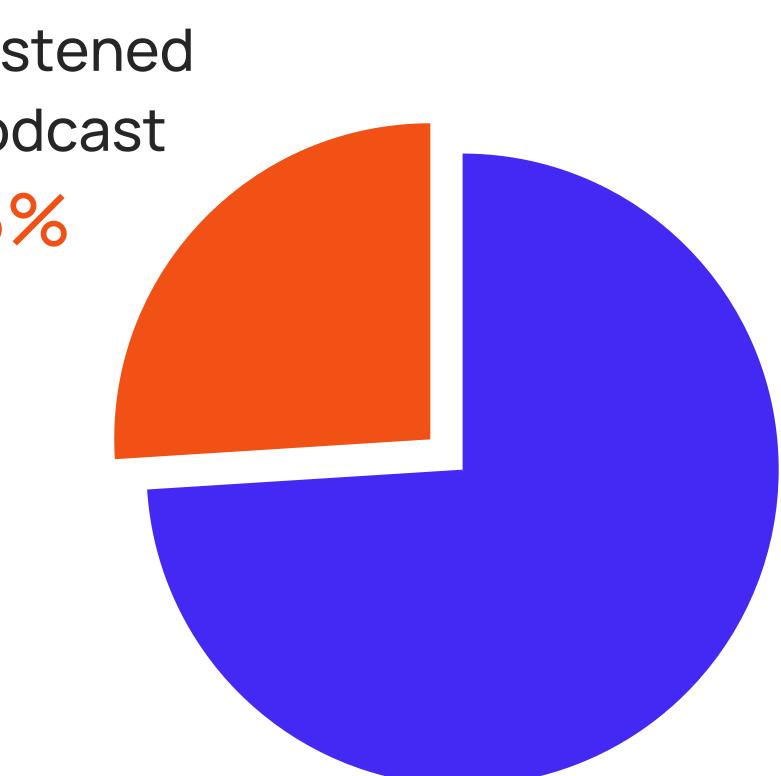


## SOUNDSPROFITABLE

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

Never listened to a podcast 26%







## SOUNDSPROFITABLE Why haven't you consumed a podcast?

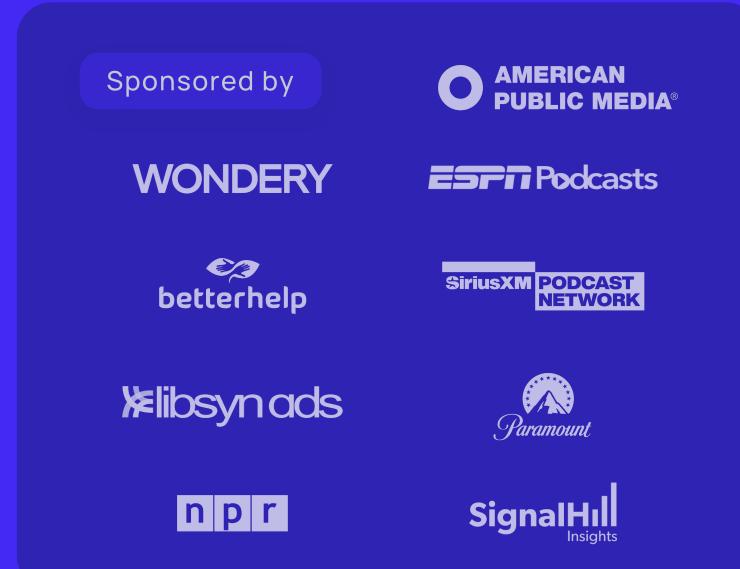


My existing options give me what I need I prefer watching video over listening I prefer reading over listening Not enough free time I don't know how to listen to podcasts I don't like spoken audio Podcasts cost money I don't have a device to play podcasts My home internet is not good enough I don't have enough mobile data I don't have mobile data I don't have home internet

I don't understand the benefits of podcasts

I can't find a podcast that seems interesting I tried to listen to a podcast but was not successful

Base: Have never listened to a podcast



27% 23% 22% 17% 15% 14% 13% 10% 4% 4% 2% 2% 2%

2%

2023 – 26%

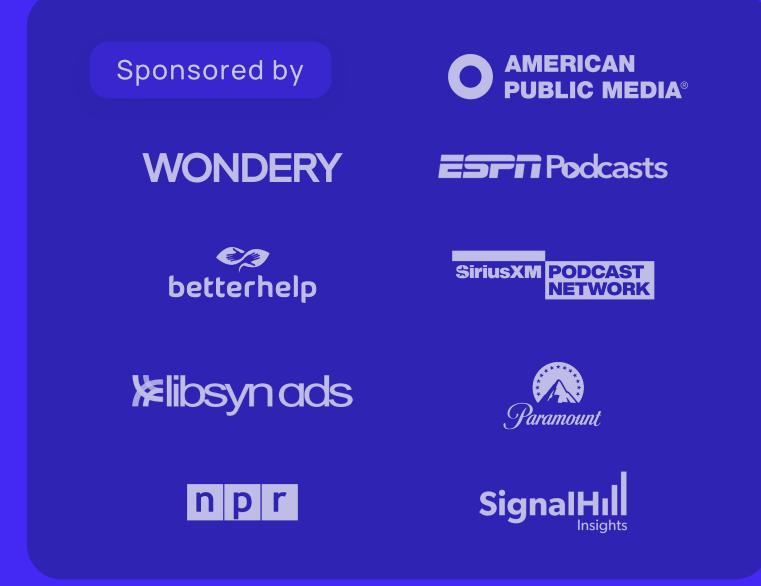
2023 – 18%

34%

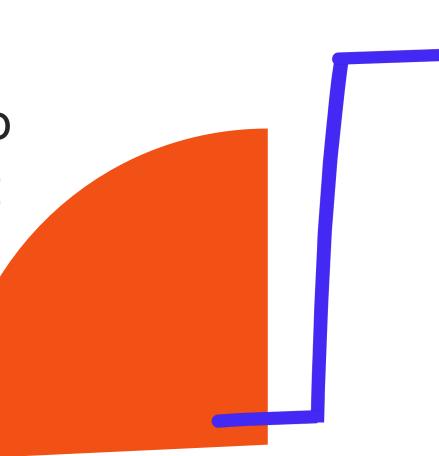


## SOUNDSPROFITABE

When was the last time, if ever, you consumed a podcast?



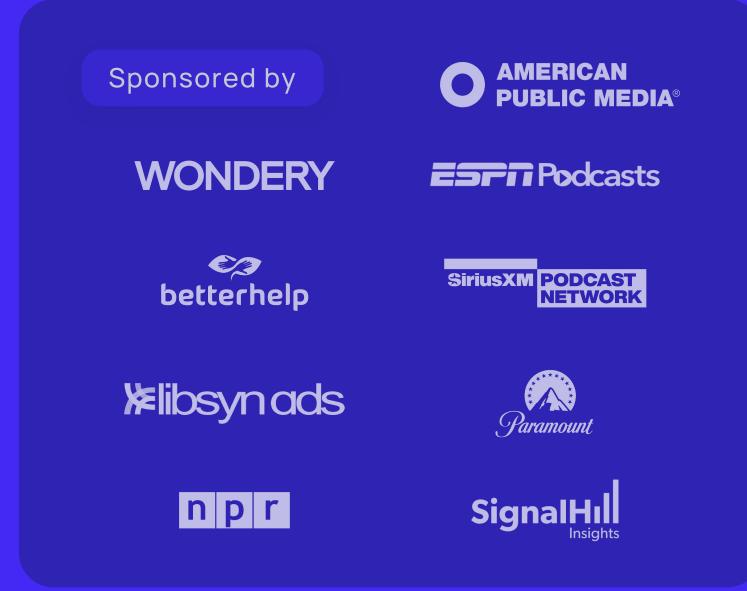
Never listened to a podcast 26%



#### "The Unreachables" (11% of non-listeners)

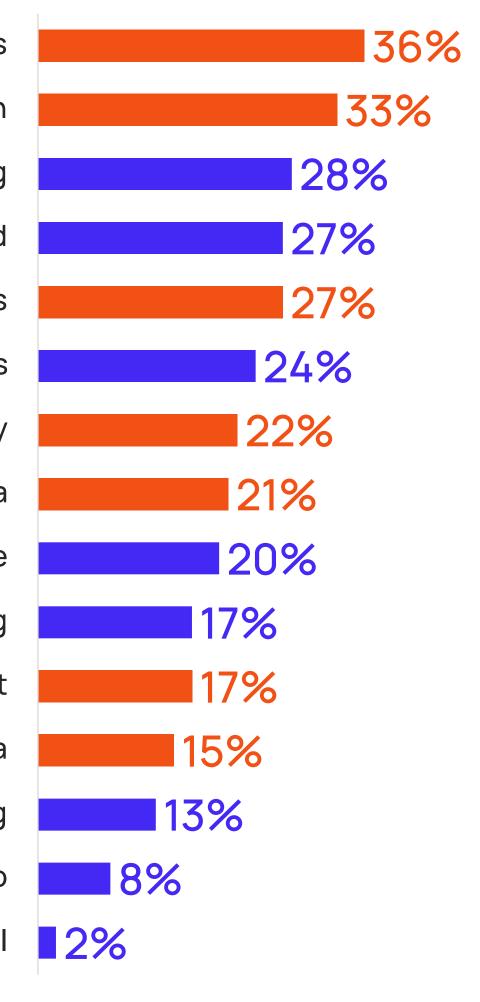


## SOUNDS PRIFINE Why haven't you consumed a podcast?



I don't have a device to play podcasts My home internet is not good enough I prefer watching video over listening My existing entertainment and information options give me what I need I don't know how to listen to podcasts I don't understand the benefits of podcasts Podcasts cost money I don't have enough mobile data Not enough free time I prefer reading over listening I don't have home internet I don't have mobile data I can't find a podcast that seems interesting I don't like spoken audio I tried to listen to a podcast but was not successful

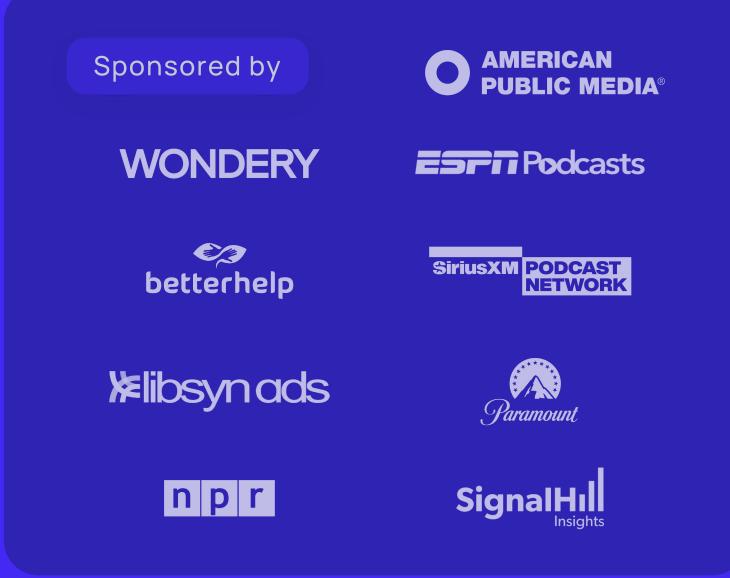
#### "The Unreachables" = 11% of non-listeners



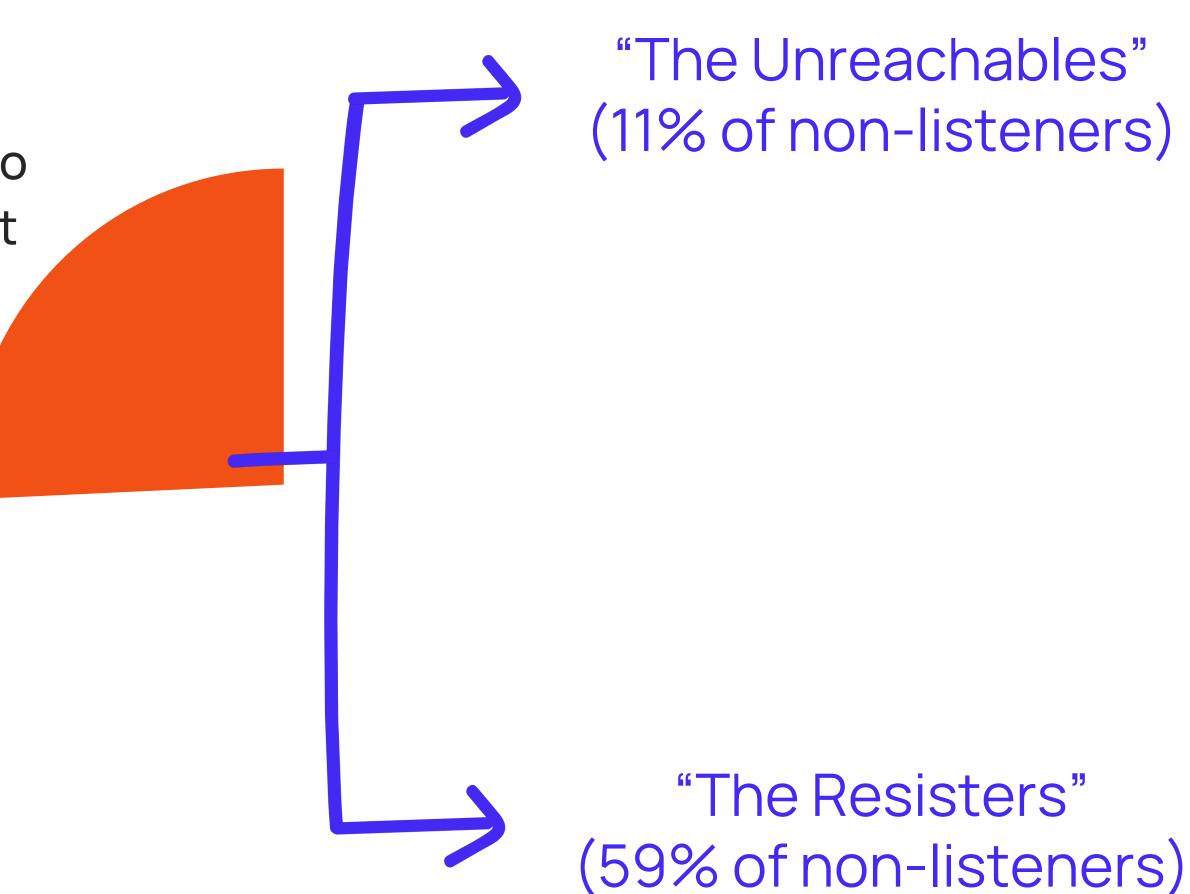


## SOUNDSPROFITABLE

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



Never listened to a podcast 26%





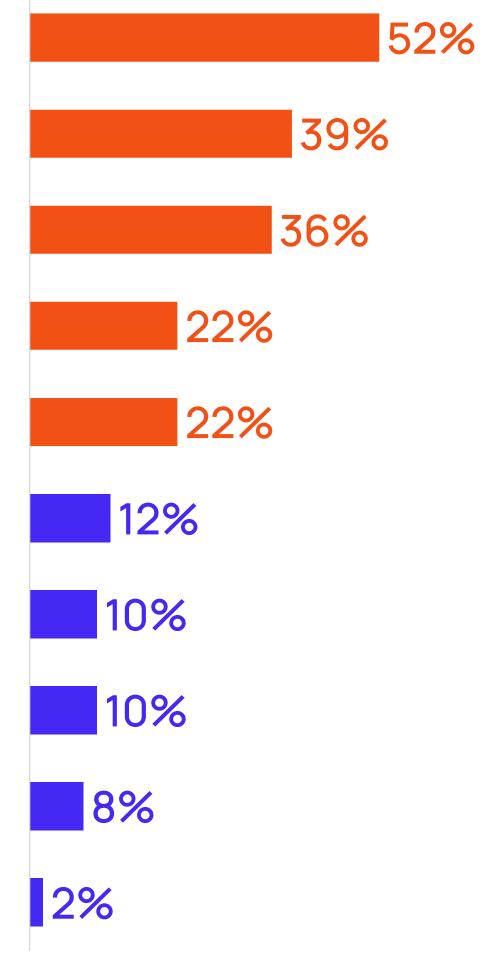
## Sounds Prime Why haven't you consumed a podcast?

My existing entertainment/information options give me what I need



I tried to listen to a podcast but was not successful 2%

#### "The Resisters" = 59% of non-listeners



I prefer watching video over listening

I prefer reading over listening

I don't like spoken audio

I don't understand the benefits of podcasts

Not enough free time

I can't find a podcast that seems interesting

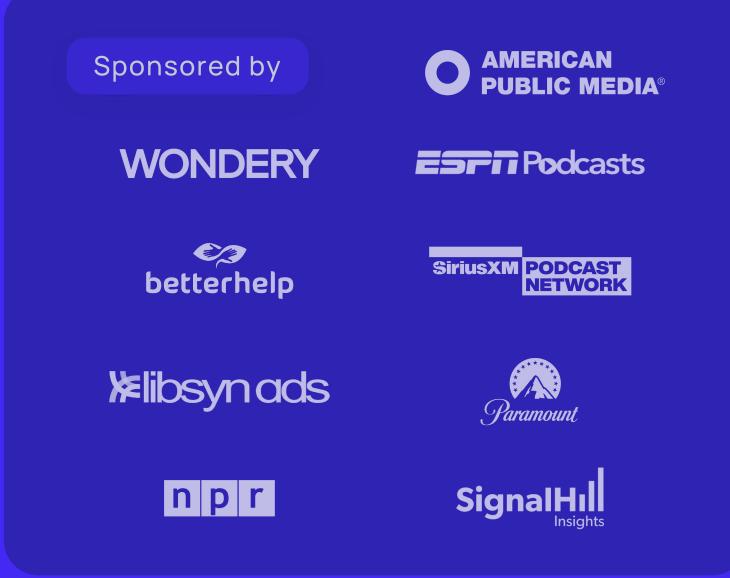
I don't know how to listen to podcasts

Podcasts cost money



## SOUNDSPROFITABLE

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



Never listened to a podcast 26% "The Unreachables" (11% of non-listeners)

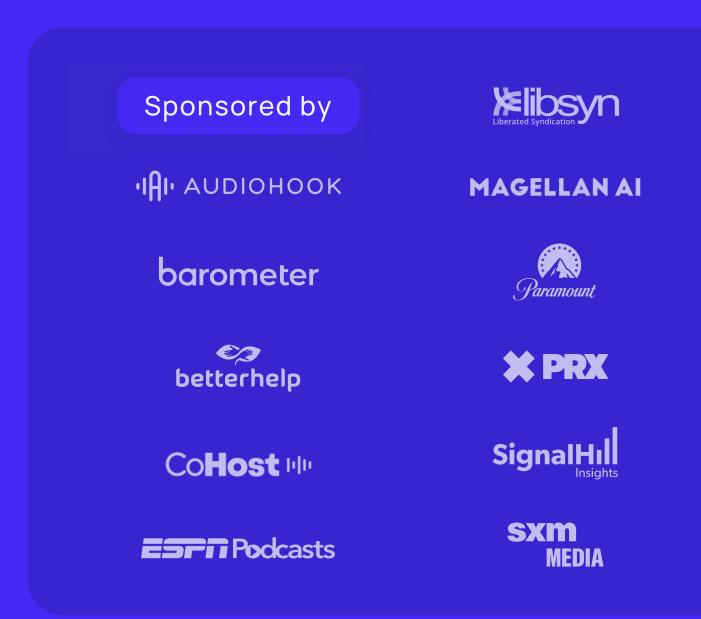
#### "The Persuadables" (30% of non-listeners)

## "The Resisters"(59% of non-listeners)



## SOUNDSPROFITABLE

When was the last time, if ever, you listened to a podcast?



Never listened to a podcast 28% "The Unreachables" (10% of non-listeners)

#### "The Persuadables" (34% of non-listeners)

## "The Resisters"(56% of non-listeners)

2023





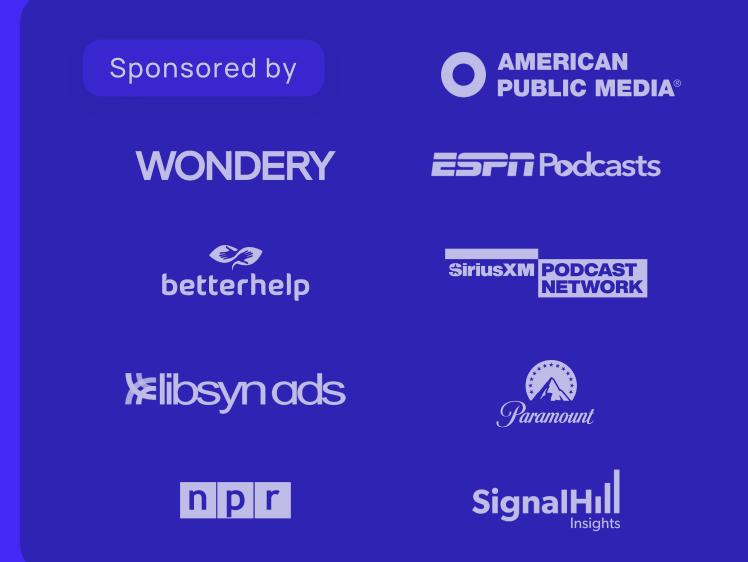


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The Persuadables represent nearly 20 million Americans 18+ who report that they have never listened to a podcast

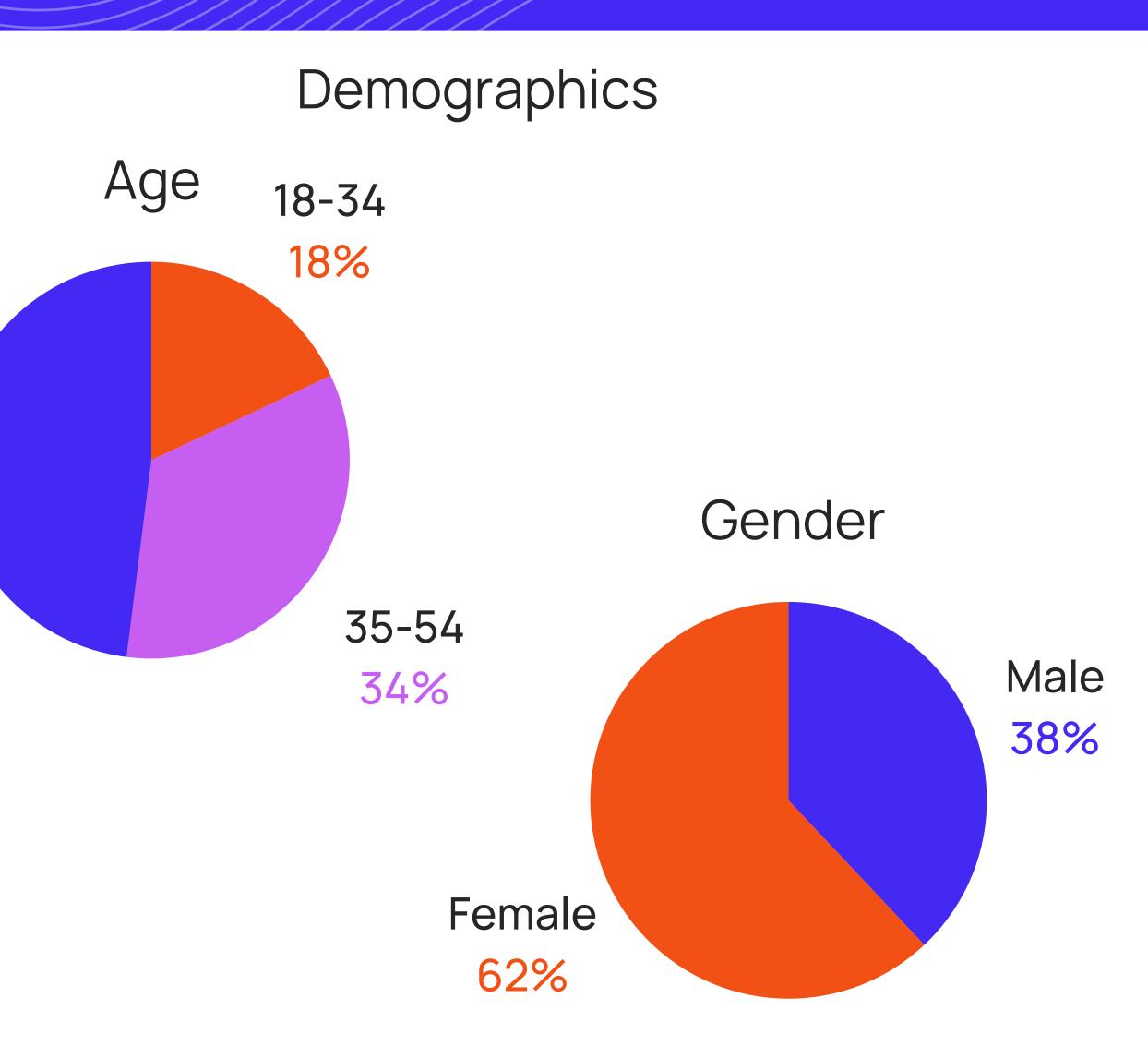


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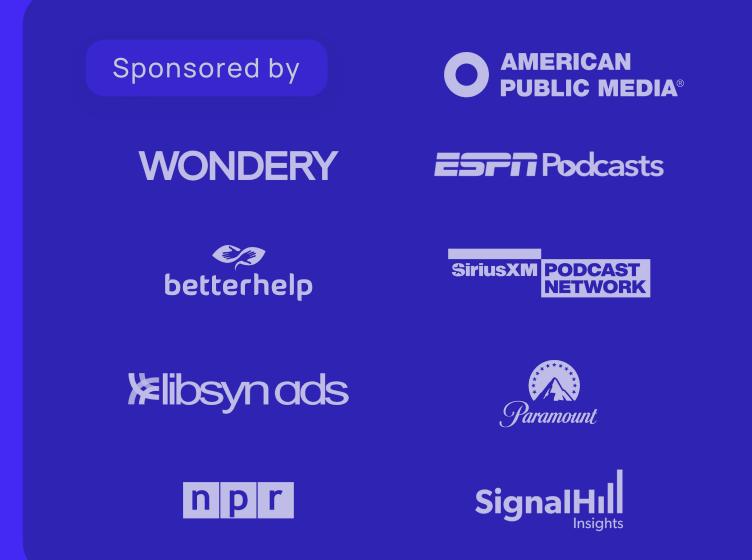
55+ 48%

"The Persuadables" is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+



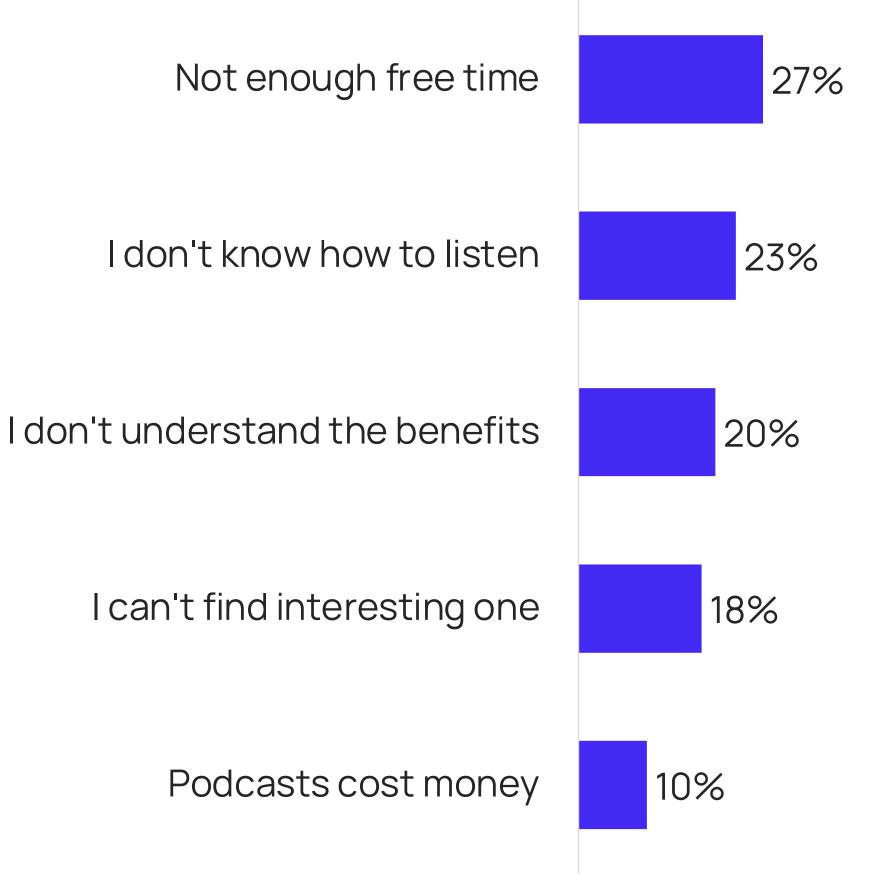


## **SOUNDSPROFITABLE** "The Persuadables"



"The Persuadables" is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

#### Top reasons for not consuming a podcast







The Persuadables represent nearly 20 million Americans 18+ who report that they have never listened to a podcast

## Ŷ

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They aren't a static segment – their media habits are changing, too. And like so many other Americans, their tastes are trending towards video

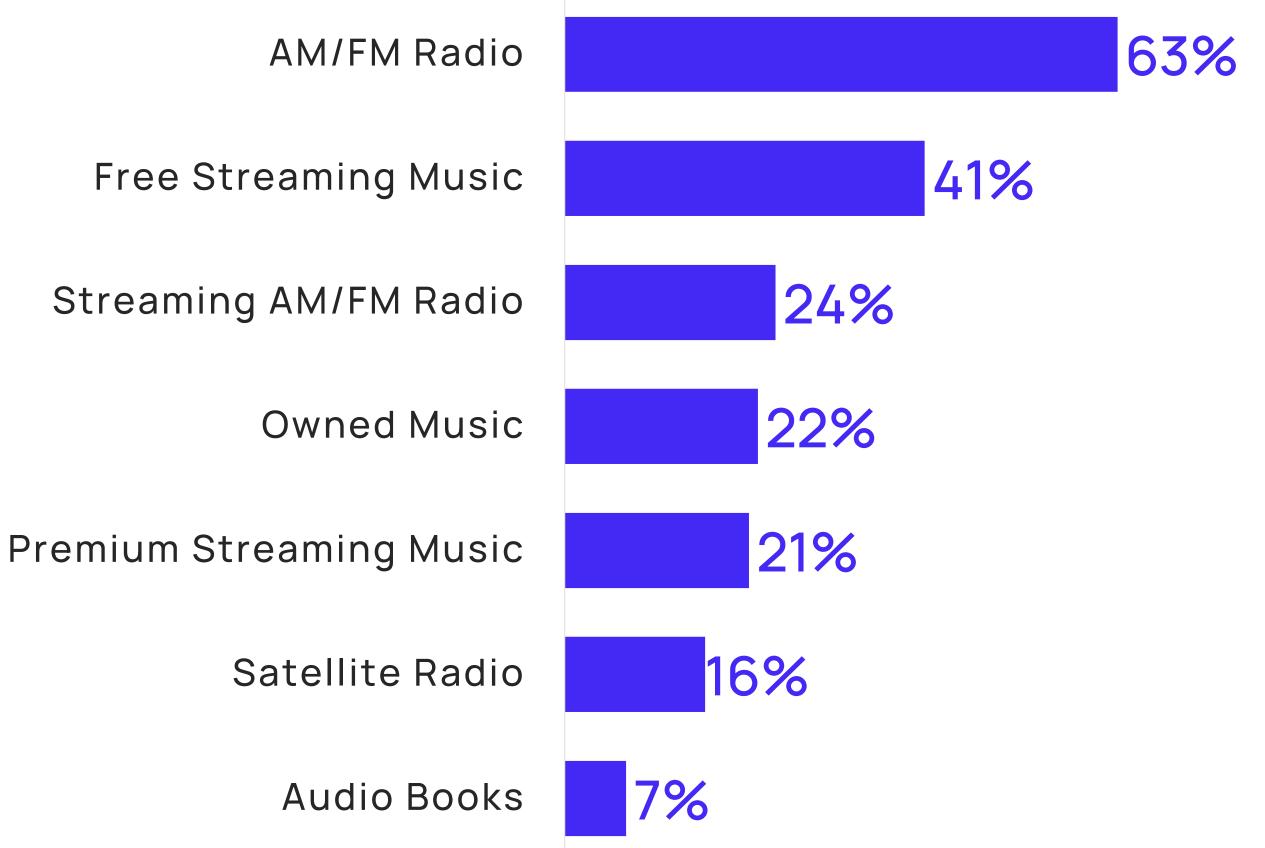


## Sounds profitable "The Persuadables"



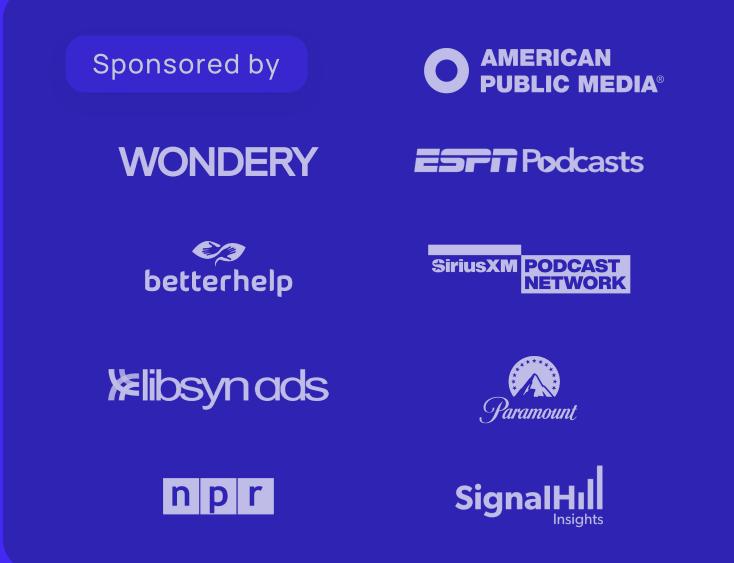
"The Persuadables" is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

## Monthly Audio Media Consumption





## **SOUNDSPROFITABE** "The Persuadables"



Facebook

Instagram

Snapchat

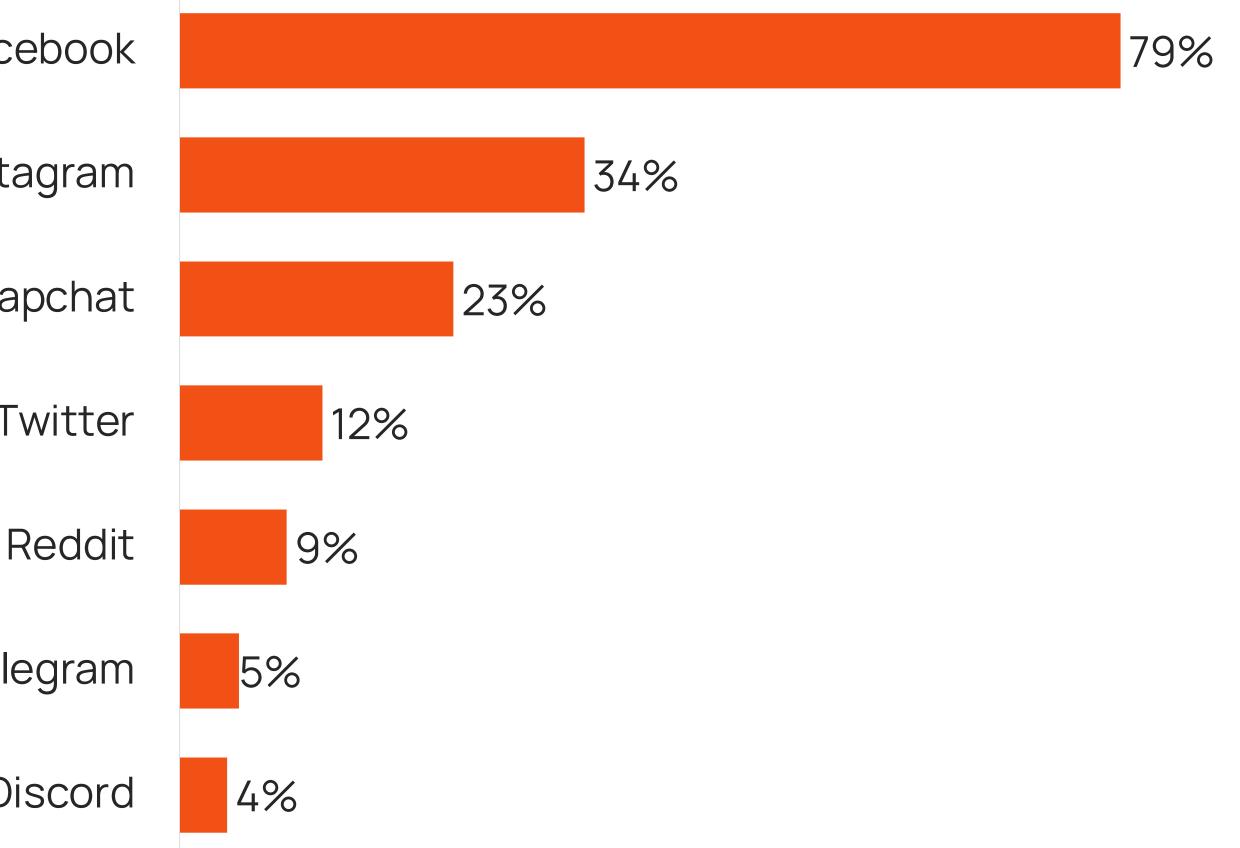
X/Twitter

Telegram

Discord

"The Persuadables" is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

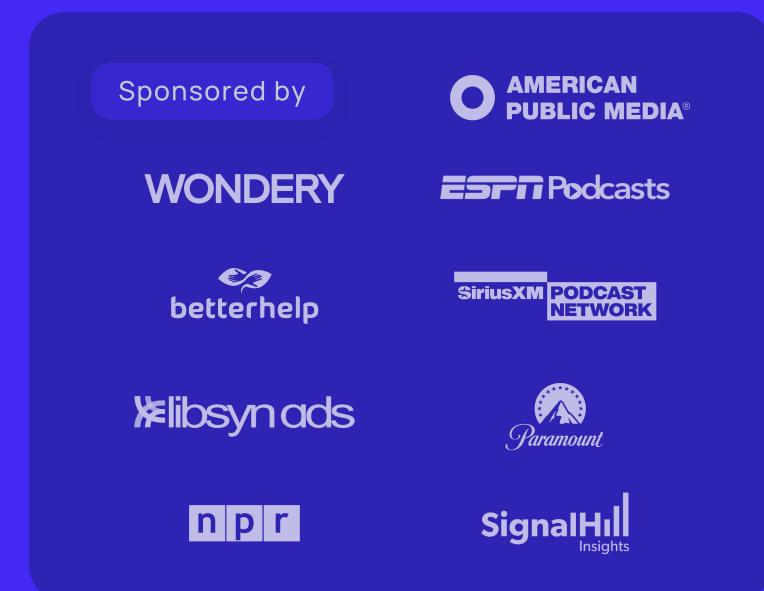
## Monthly Social Media Usage





## **SOUNDSPROFITABLE** "The Persuadables"

"Compared to a year ago, are you spending more or less time with the following media?





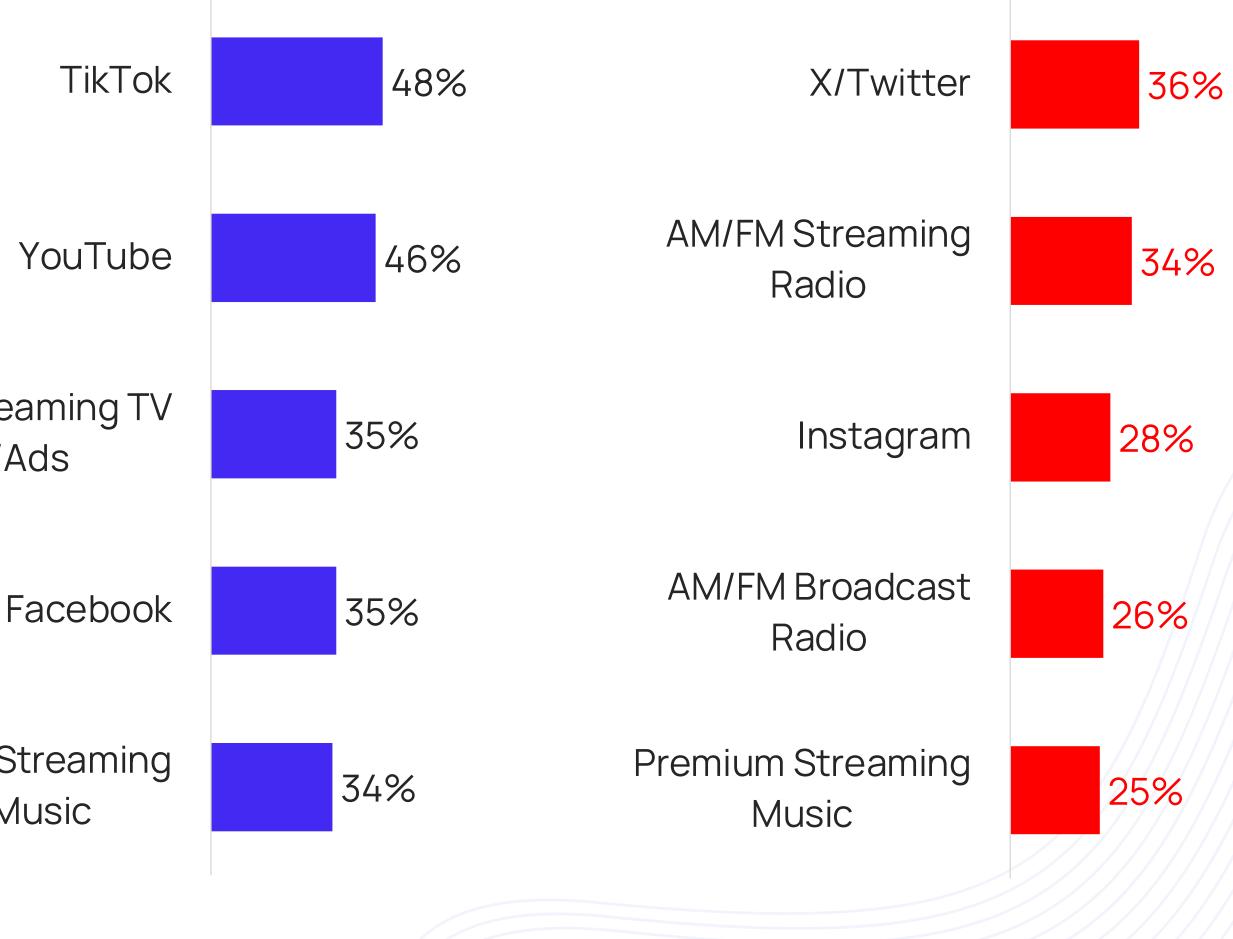
Free Streaming TV w/Ads

Free Streaming Music

"The Persuadables" is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

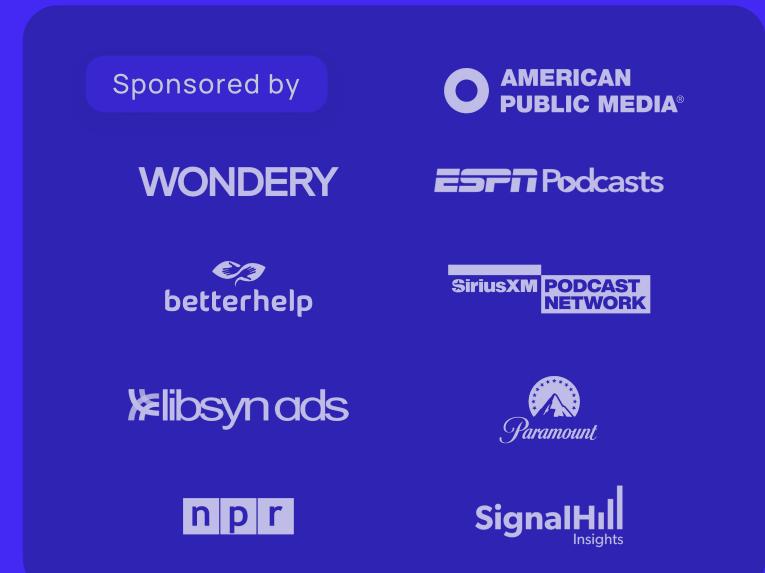
#### More time

#### Less time



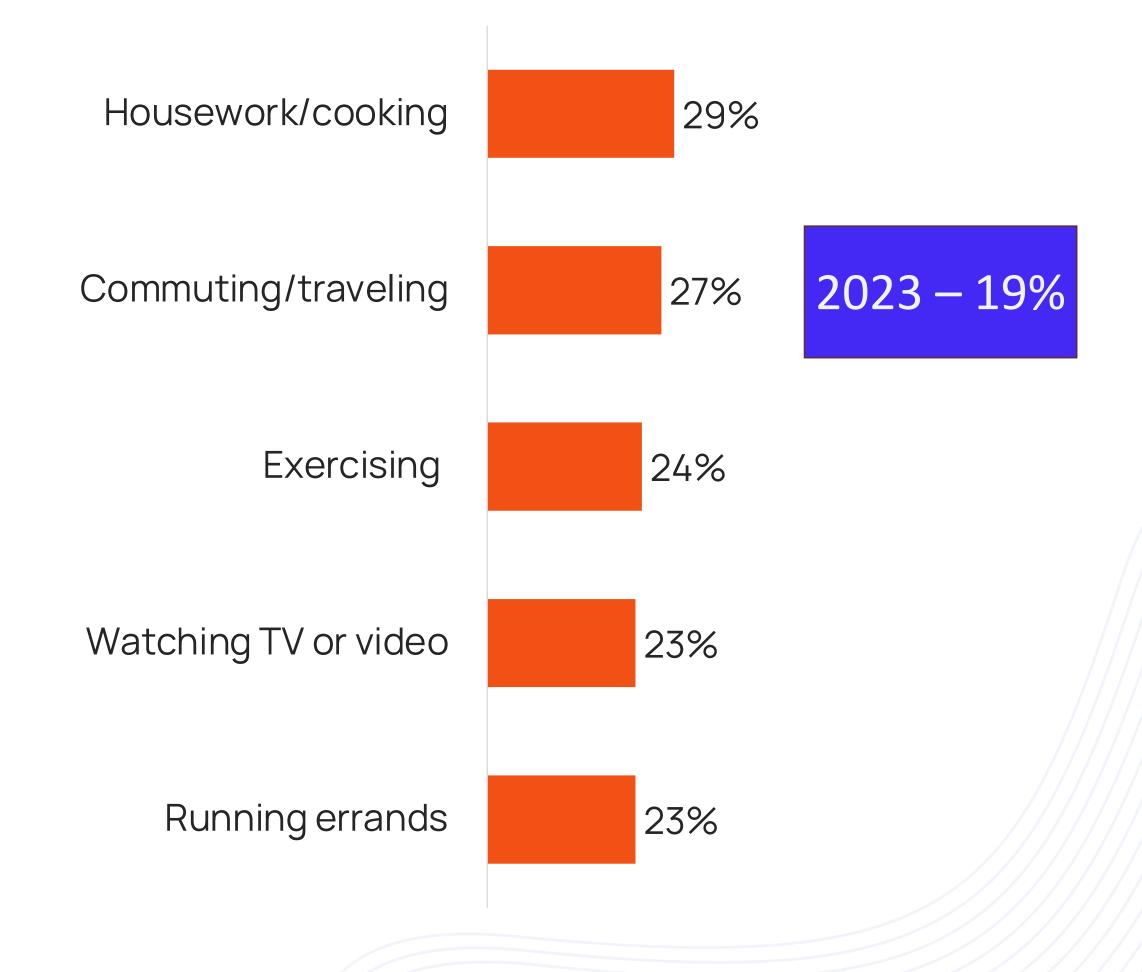


## SOUNDSPROFTABLE "The Persuadables"



"The Persuadables" is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

#### Favorite Activities for Spoken Word Listening







The Persuadables represent nearly 20 million Americans 18+ who report that they have never listened to a podcast



U,

They aren't a static segment – their media habits are changing, too. And like so many other Americans, their tastes are trending towards video

### Ŷ

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Yet even with the tilt towards video, there are signs that the current media mix for Persuadables has some holes



## <u>Sounds</u> "The Persuadables"

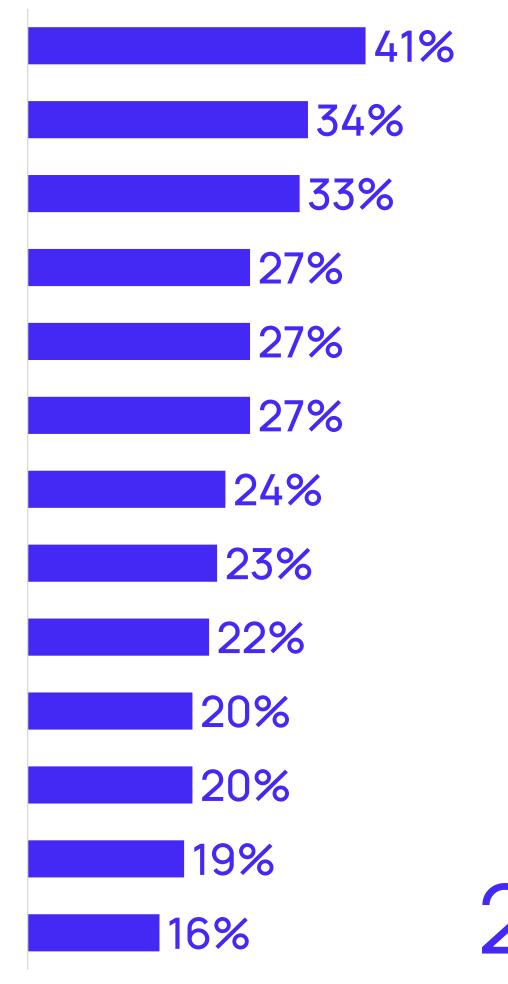


Something to listen to in the car Listen to while walking or exercising Audio to keep me company Learn about new hobbies Hear radio programs on demand Hear shows that accompany TV or movies Get business news and information Get news or political analysis Keep me company when I'm alone Listen to audio dramas Hear from celebrities

Listen to discussions on topics of interest Occupy me during mindless tasks or chores

"The Persuadables" is a segment comprising 34% of non-listeners to podcasts or nearly 10% of US Adults 18+

#### Perceived benefits of listening to podcasts





## <u>Sounds</u> "The Persuadables"

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WONDERY

EZ

betterhelp

**k**≢libsyn ads

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AMERICAN

**ESFII** Podcasts

SiriusXM PODCAST NETWORK

Paramount

SignalHII

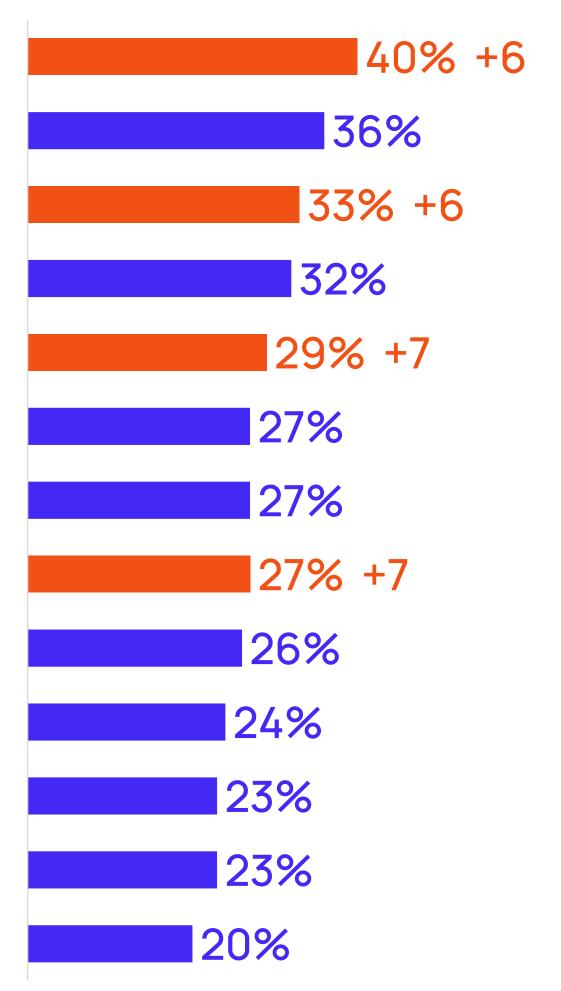
PUBLIC MEDIA®

Listen to discussions on topics of interest Something to listen to in the car Learn about new hobbies Listen to while walking or exercising Get business news and information Audio to keep me company Hear shows that accompany TV or movies Get news or political analysis Hear radio programs on demand Keep me company when I'm alone Listen to audio dramas Hear from celebrities

Occupy me during mindless tasks or chores

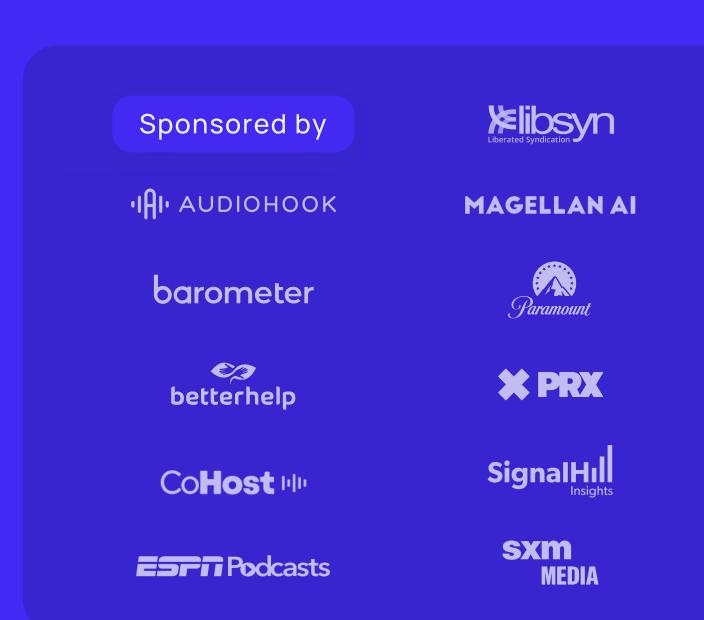
"The Persuadables" is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

#### Perceived benefits of listening to podcasts





## SOUNDSPROFTABLE "The Persuadables"



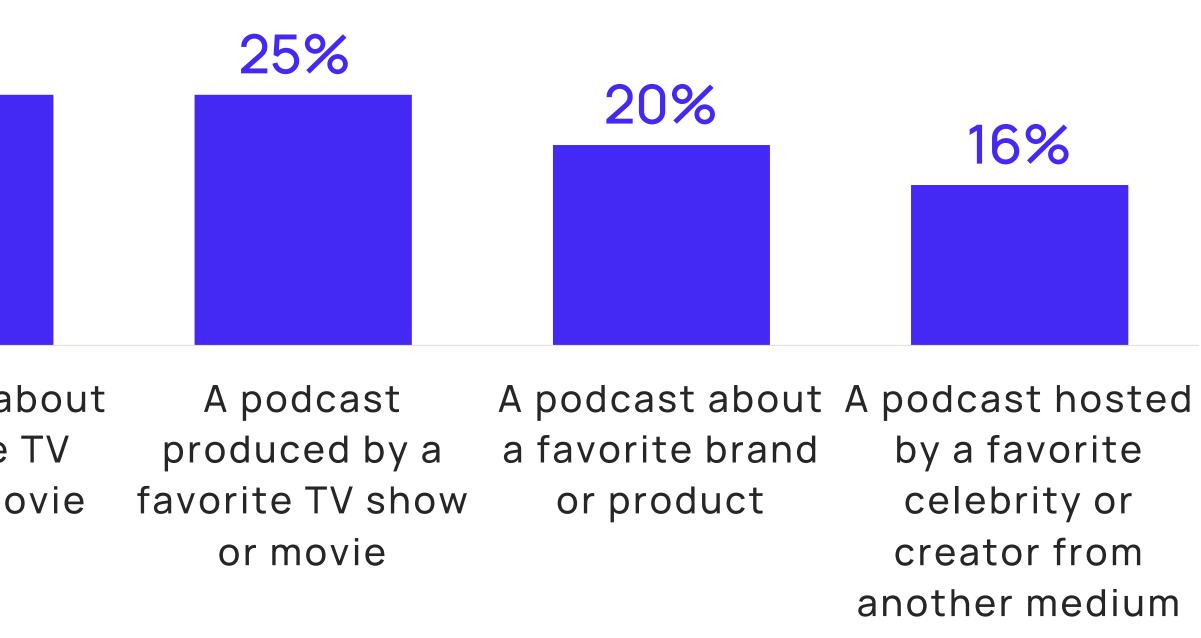
25%

A podcast about a favorite TV show or movie

"The Persuadables" is a segment comprising 34% of non-listeners to podcasts or nearly 10% of US Adults 18+

#### % "Very" or "Somewhat" likely to type of show







## SOUNDSPROFTABLE "The Persuadables"

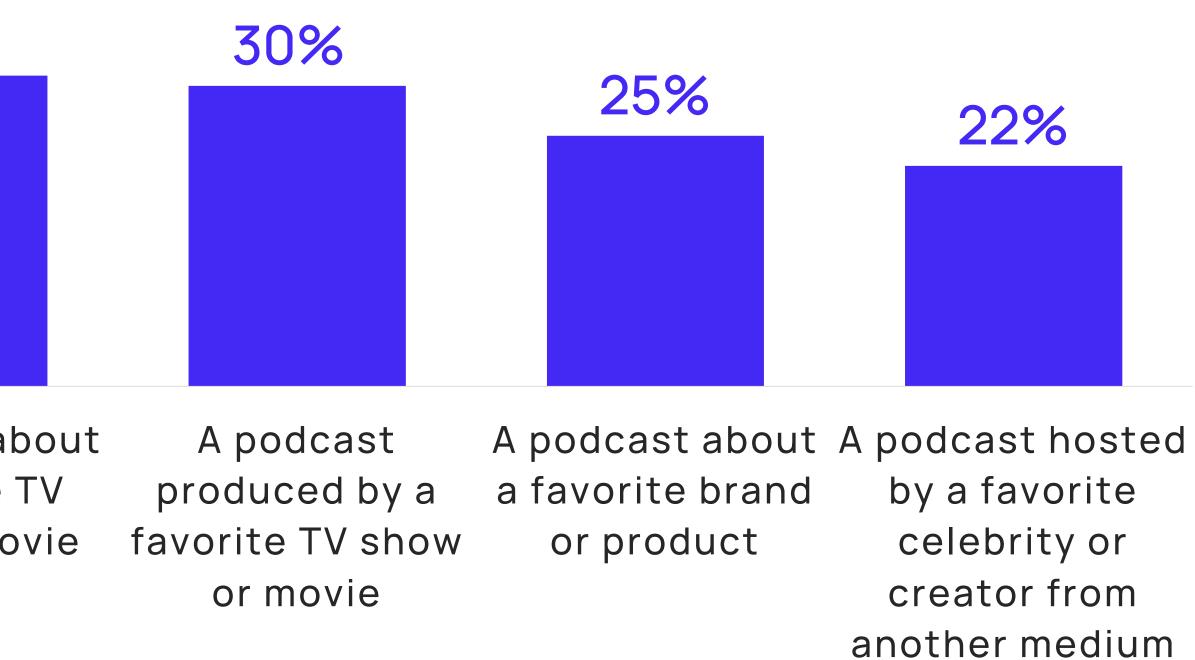


#### 31%

A podcast about a favorite TV show or movie

"The Persuadables" is a segment comprising 30% of non-consumers of podcasts or nearly 8% of US Adults 18+

% "Very" or "Somewhat" likely to type of show



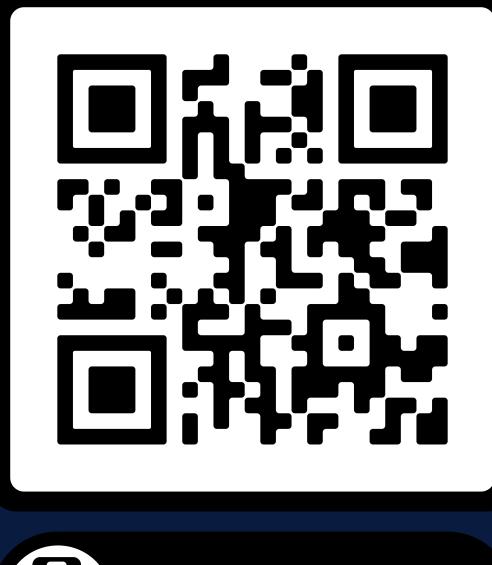


# SUNDSPROFTABL

#### Coming Next from The Podcast Landscape!

Platforms, Audio and Video Enhanced studies by Race/Ethnicity LGBTQ+ Listeners Audience Analysis by Genre

#### THE BUSINESS OF PODCASTING





The immediate path to attracting more non-listeners is through video. In fact, some "Persuadables" may already be watching podcast content and not be aware of it

Podcasting's new video stars need to be loud and proud about this medium and its benefits.





2

Part of that appeal could also be through companion shows to popular video content, and even podcasts about favorite brands

Interest in both grew significantly over 2023 figures



3

The most appealing benefits of podcasting for this segment are utilitarian – media that you can take with you as you do other things

While early podcast listeners were attracted by niche content and tech, tomorrow's audience has more pragmatic needs – convenience and companionship





4

The Persuadables are spending less time with X and AM/FM radio content – but there are signs that video has not completely filled the gap left by those platforms

There is renewed interest in news, information, and even discussions about hobbies – messaging to Persuadables should hammer home making "more interesting use" of the time they spend with passive media





Don't forget about Facebook

5

It's where they are, and even more so today with the mainstream collapse of X/Twitter. It may not be a place to dump your podcast, but it's certainly a place to communicate with these potential podcast consumers



# Thank you!





