

LATINO PODCAST LISTENER REPORT 2023



U.S. Latinos are crucial to the global economy

U.S. Latinos

Quick Facts

19% of U.S. Population

(2022)

Source: U.S. Census Bureau

63.7 million Latinos in the U.S.

(2022)

Source U.S. Census Bureau

Median Age: 30.0

(Non-Latino U.S. Median Age: 41.1)

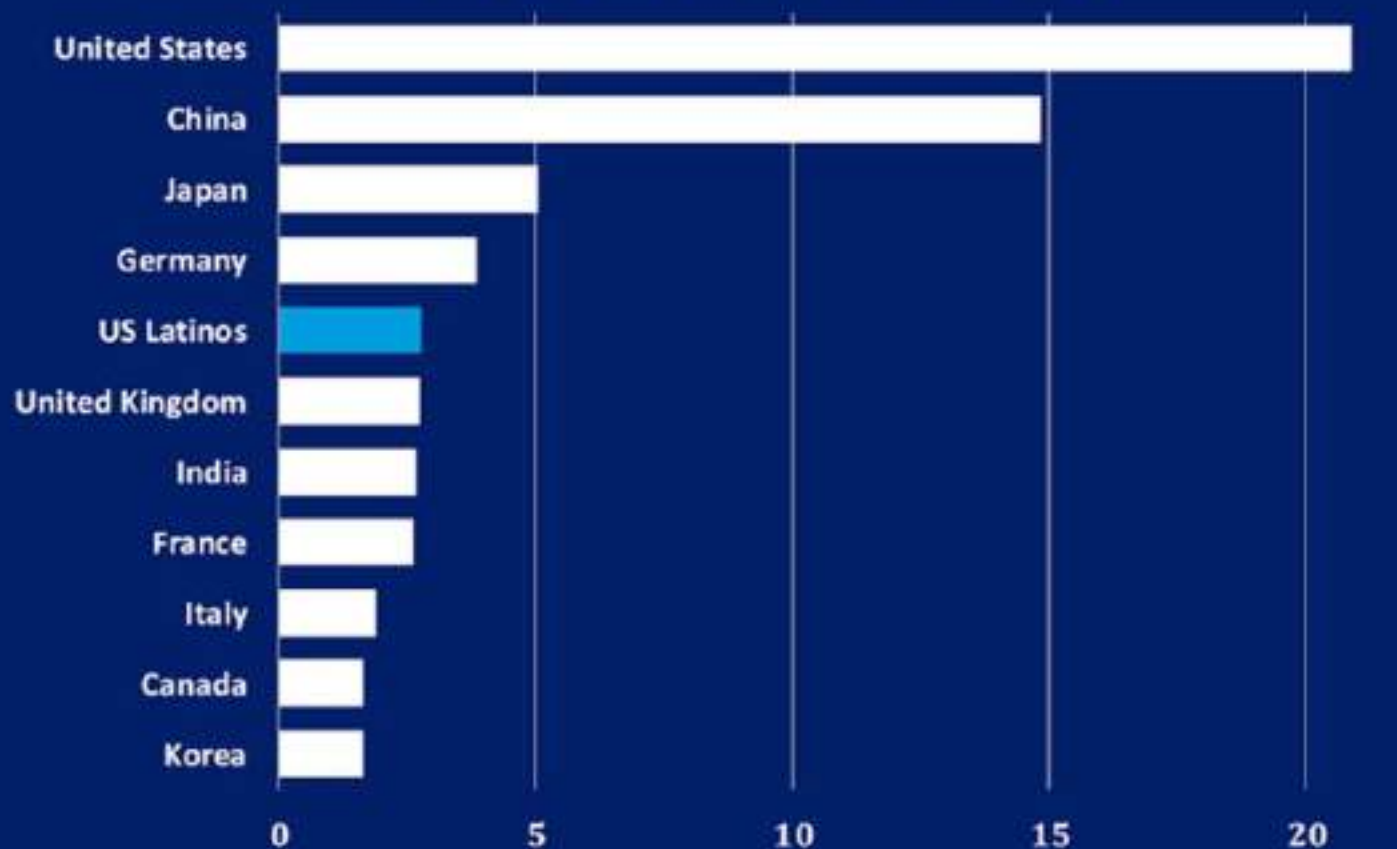
(2020)

Source U.S. Census Bureau

\$2.8 Trillion GDP

Source: 2022 LDC U.S. Latino GDP Report

Gross Domestic Product - 2020



Center for Economic Research & Forecasting: LDC U.S. Latino GDP Report
Source: International Monetary Fund, CLU-CERF

Trillions of US Dollars

One way to harness U.S.
Latino purchasing power...?

Key Finding

Since 2020, monthly podcast listenership
among U.S. Latinos increased

52%

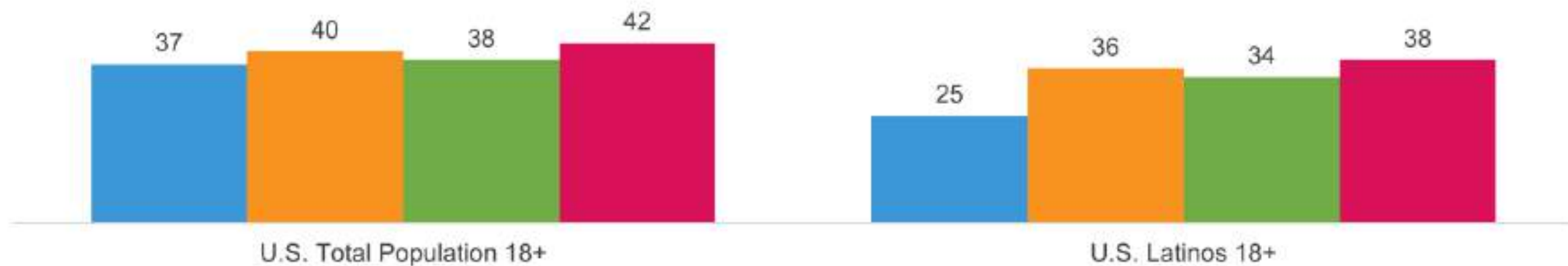
(General U.S. population increase: 14%)

Source: The Infinite Dial 2023

Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021 ■ 2022 ■ 2023



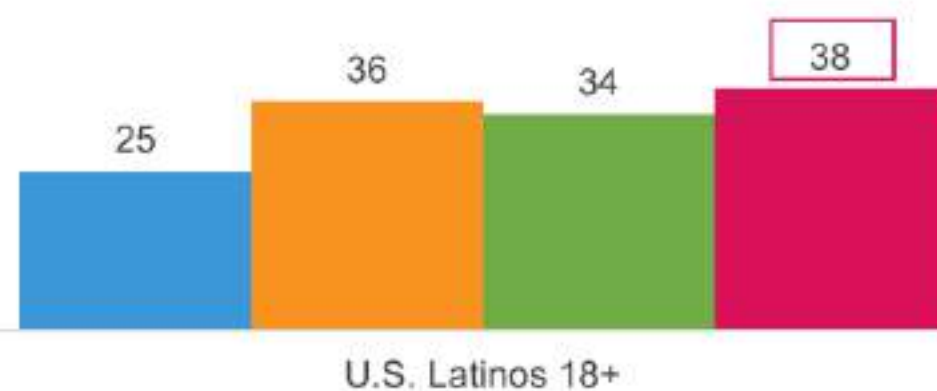
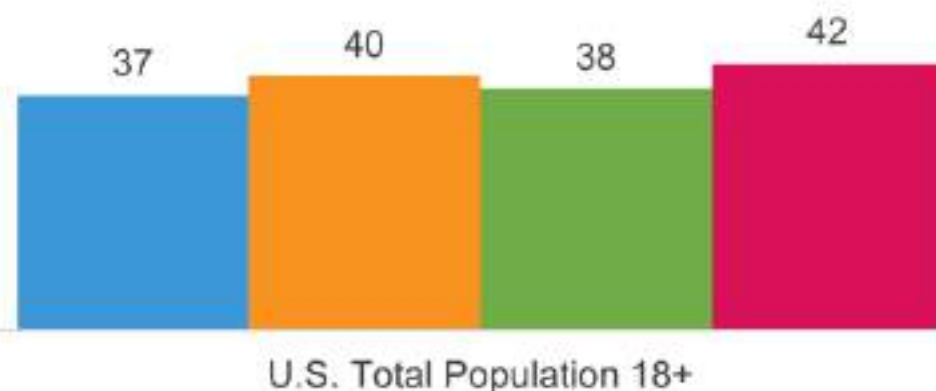
Source: The Infinite Dial 2023

Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021 ■ 2022 ■ 2023

Estimate: 17
million adults



Source: The Infinite Dial 2023



of U.S. Latinos report listening to
a podcast in the last week

Estimate: 14 million adults

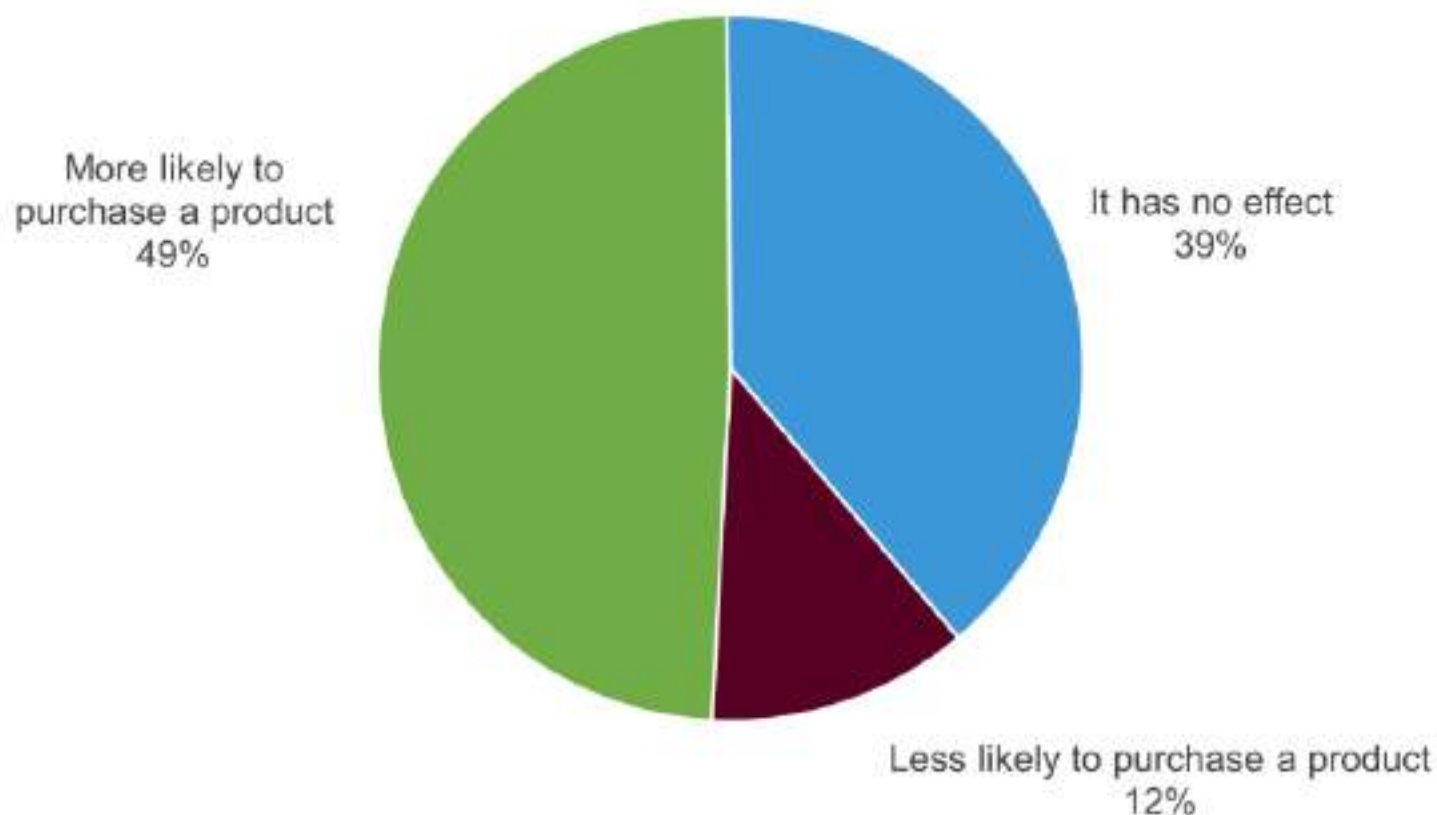
23%

of U.S. Latinos listened to an
English-Language podcast in
the last week

13%

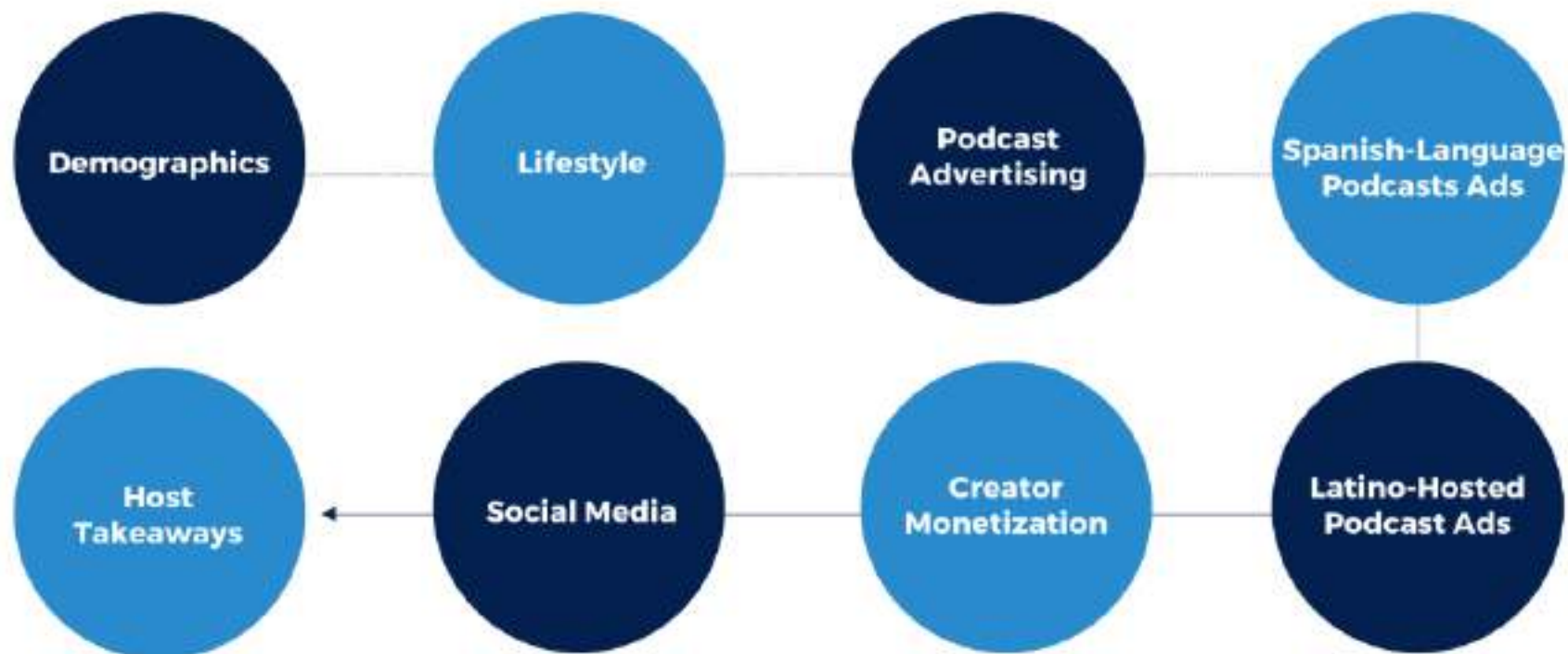
of U.S. Latinos listened to a
Spanish-Language podcast
in the last week

Compared to other places where you hear advertisements, does hearing an advertisement on a podcast make you...?



Base: U.S. Latino Weekly Podcast Listeners

Presentation Outline



The Latino Podcast Listener Report 2023

- 2,637 online interviews of U.S. Hispanic/Latino adults age 18+
- Conducted in August 2023
- Data weighted to match age/sex/country origin of U.S. Hispanic/Latino population and Infinite Dial 2023 podcast listening statistics
- Survey offered in both English and Spanish
- Trended with the *Latino Podcast Listener Report* 2020, 2021, and 2022 editions

Podcasts reach the highest income-earning Latinos

Latinos who listen to podcasts weekly earn a higher income than those who don't

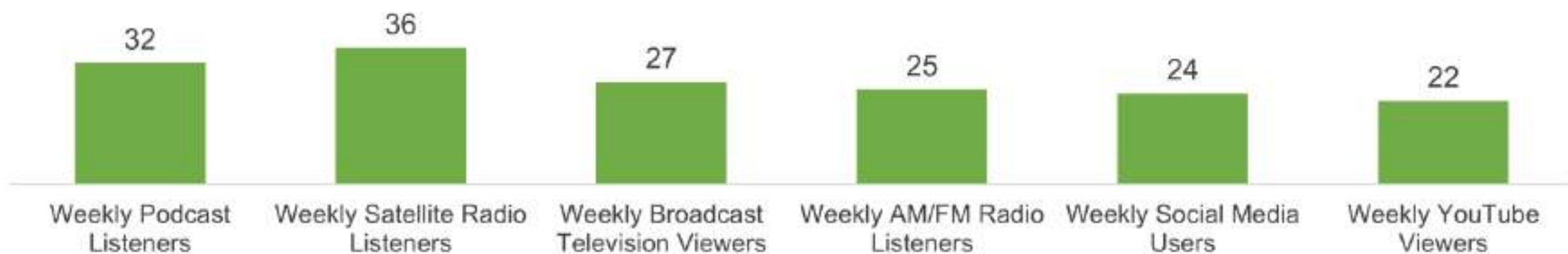
% reporting 2022 household income over \$75K



Base: U.S. Latinos 18+ who gave a response

Podcasts and Satellite Radio reach the highest earning Latinos compared to other media

% reporting 2022 household income over \$75K



Base: U.S. Latinos 18+ who gave a response

Latino Podcast Listeners are more likely to be employed

% employed full-time or part-time



Other responses include: unemployed, homemaker, retired, and student

Base: Gave a response

Latino Podcast Listeners are more likely to be entrepreneurs

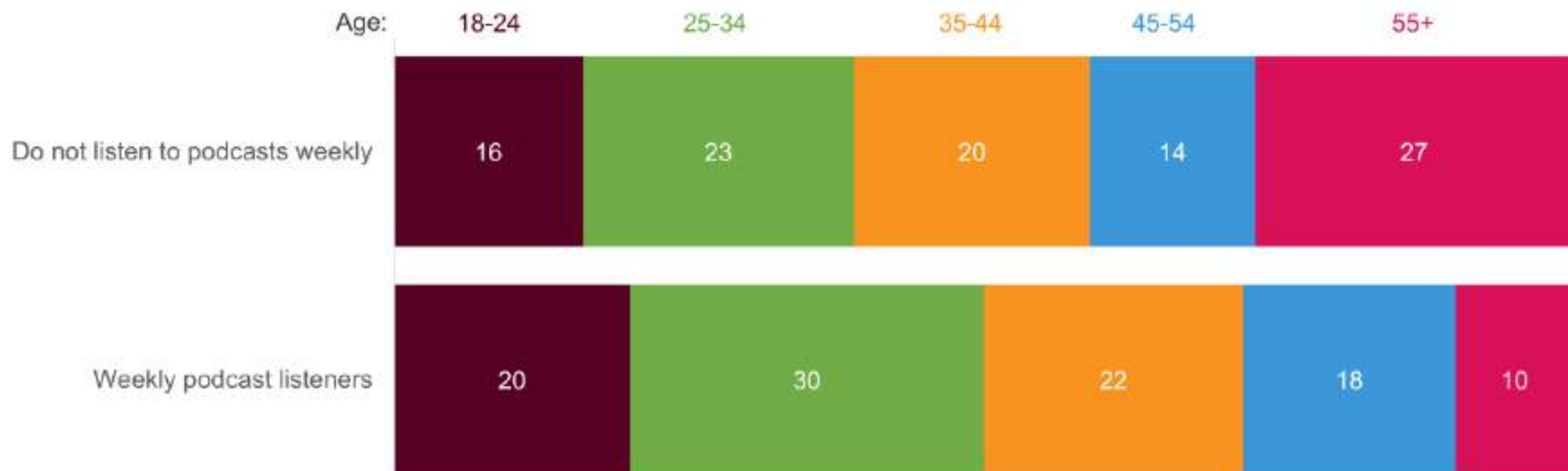
% owning a business or working as full-time freelance contractor



Base: Gave a response

Latinos are in their prime spending years.
Latino Podcast listeners? Even more

The overwhelming majority of Latino podcasts listeners are in their prime spending years



Base: U.S. Latinos 18+

The Latino podcast audience live a lifestyle sought out by brands and advertisers

LATINO
PODCAST
LISTENER REPORT 2023



Lifestyle



Major product or service purchase intent

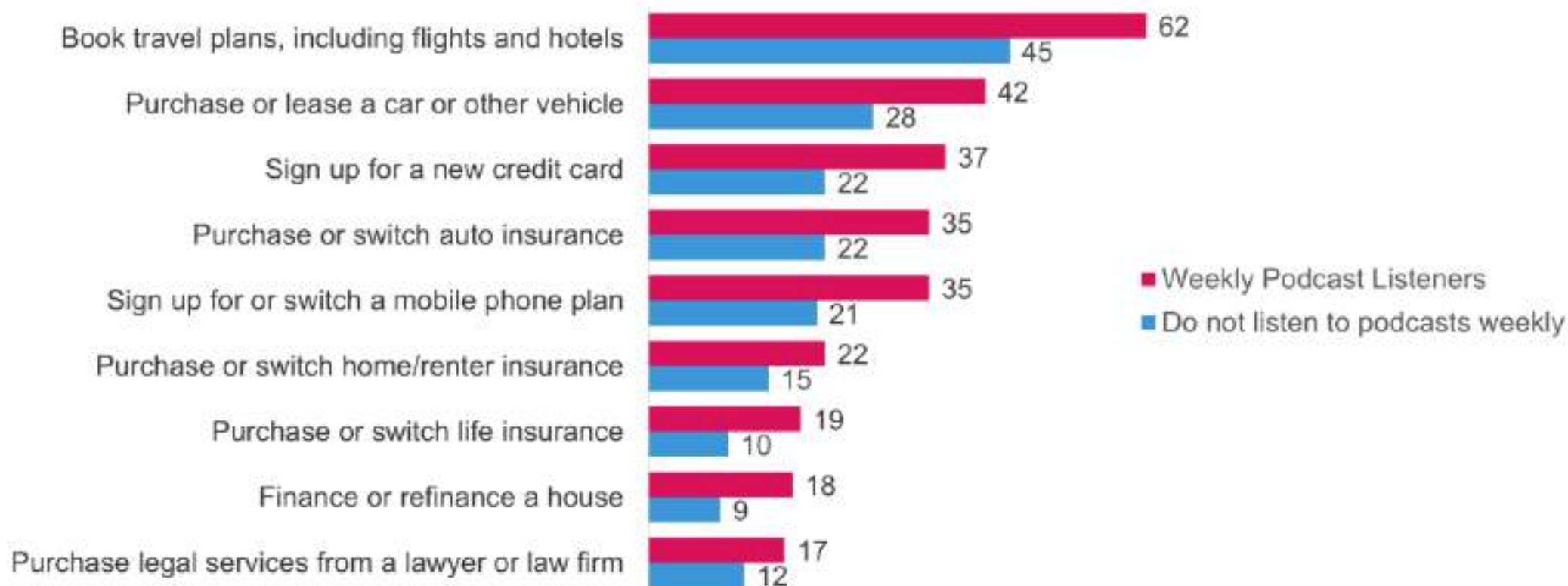
% expecting to purchase in the next year



Base: U.S. Latino Weekly Podcast Listeners

Major product or service purchase intent

% expecting to purchase in the next year



Base: U.S. Latinos 18+

Monthly consumer lifestyle behaviors

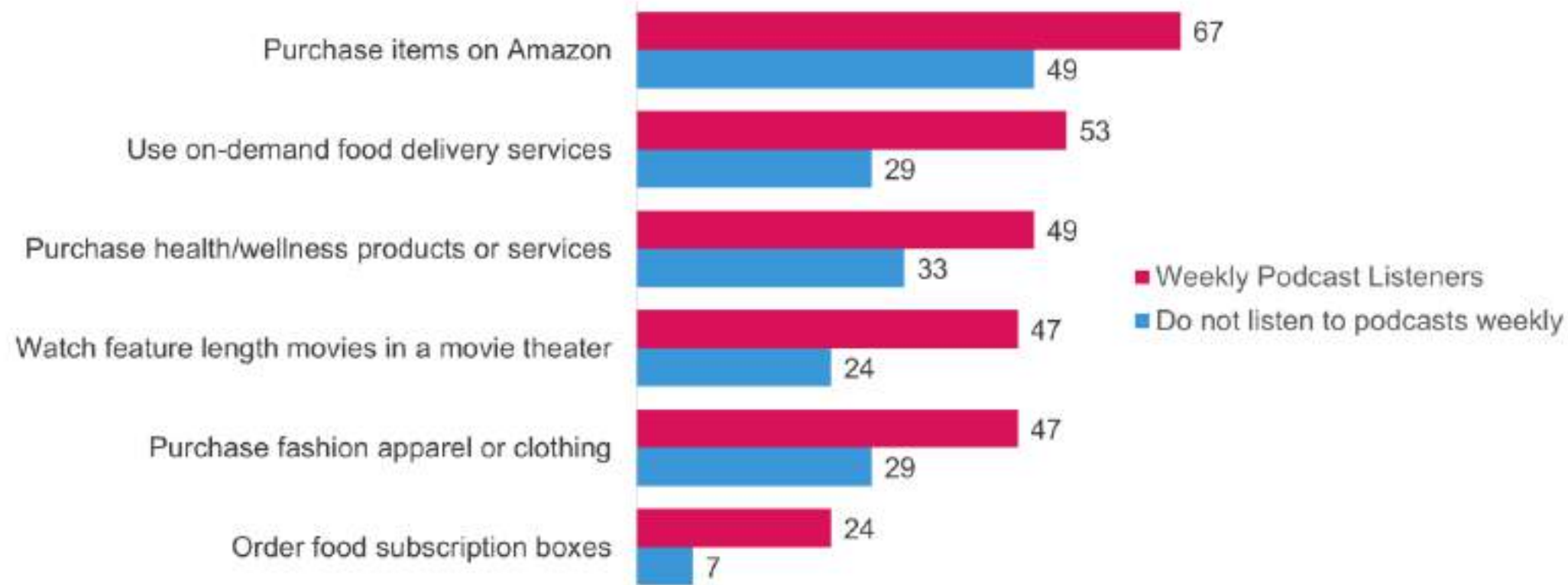
% engaging in behavior every month



Base: U.S. Latino Weekly Podcast Listeners

Monthly consumer lifestyle behaviors

% engaging in behavior every month



Base: U.S. Latinos 18+

Latino consumers are not only flocking to podcasts, they are also receptive to the messaging on the medium



Podcast Advertising



You appreciate podcast advertisers for supporting your favorite podcasts

55%
agree

% agreeing ('4' or '5' on a 5-point scale)

32% saying neutral ('3' on a 5-point scale)

13% disagreeing ('1' or '2' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

Your opinion of a company is more positive when you hear it mentioned on one of the podcasts you regularly listen to

50%

agree

% agreeing ('4' or '5' on a 5-point scale)

35% saying neutral ('3' on a 5-point scale)

15% disagreeing ('1' or '2' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

You believe that the hosts of podcasts you regularly listen to are actual users of the products/services mentioned on their podcasts

48%
agree

% agreeing ('4' or '5' on a 5-point scale)

33% saying neutral ('3' on a 5-point scale)

21% disagreeing ('1' or '2' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

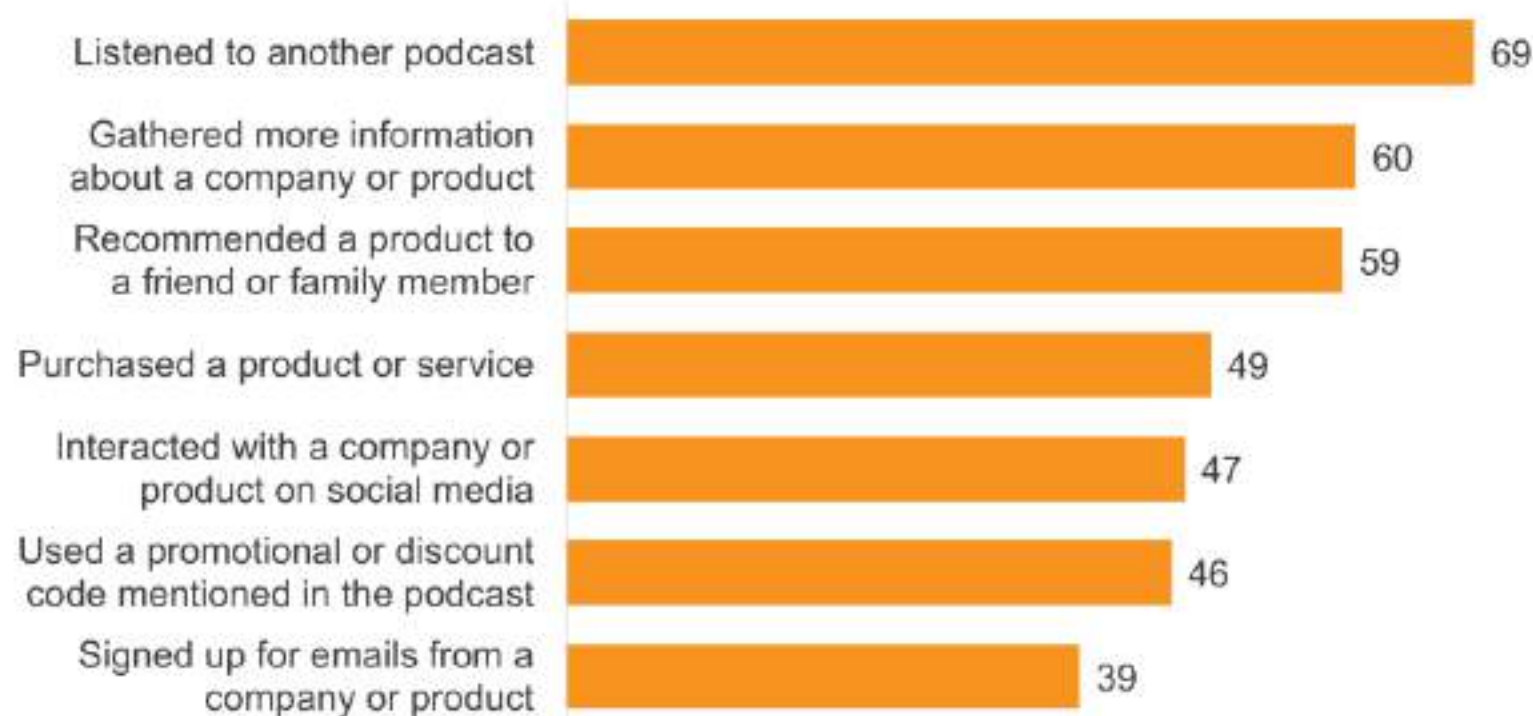
Latinos take action because of podcast advertising

49%

of U.S. Latino Weekly Podcast Listeners have ever
purchased a product or service as a result of hearing a
podcast sponsorship or advertisement

As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever...?

% saying yes



Base: U.S. Latino Weekly Podcast Listeners

Latino Weekly Podcast Listeners: podcast advertising effectiveness

"As a result of hearing a sponsorship or advertisement on a podcast..."

41%

Gather more information
about a company or product every month

38%

Recommend a
product every month

29%

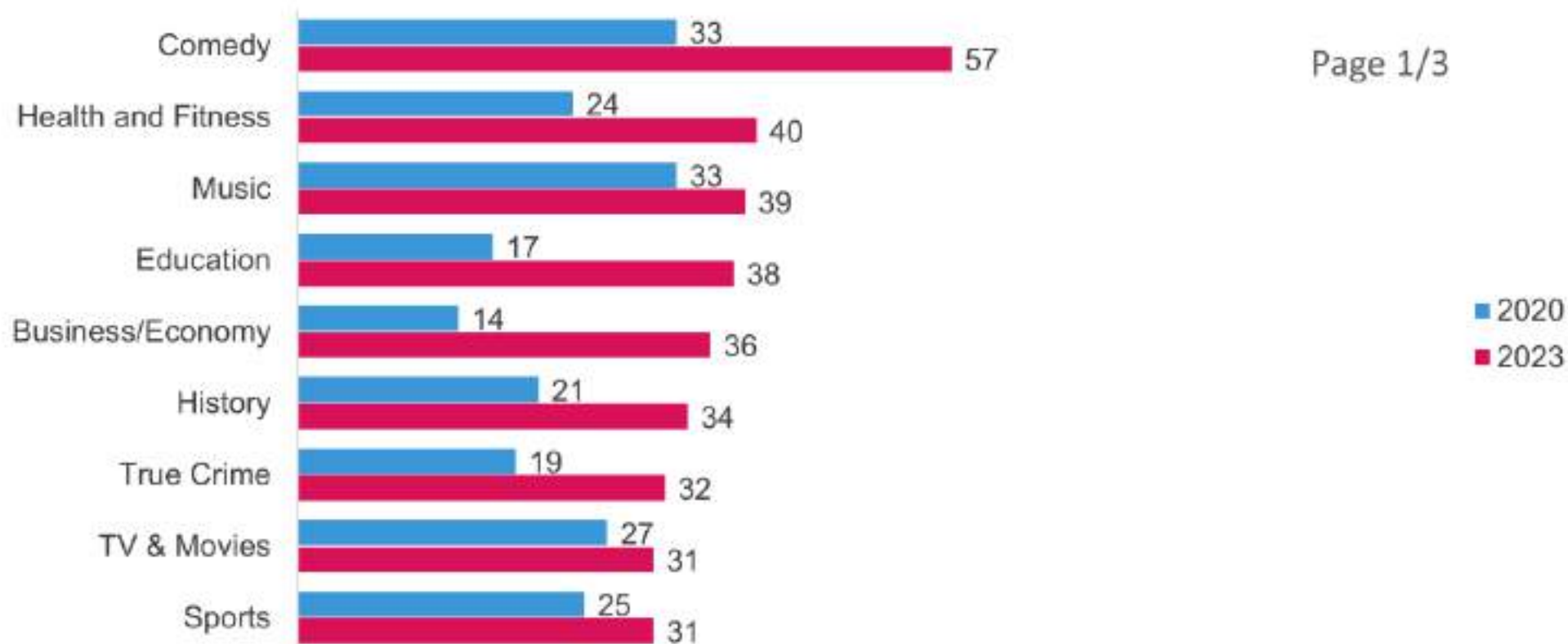
Purchase a product or
service every month

Base: U.S. Latino Weekly Podcast Listeners

Brands can connect with receptive Latino podcast listeners across different genres

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

% ever listening to topic on a podcast

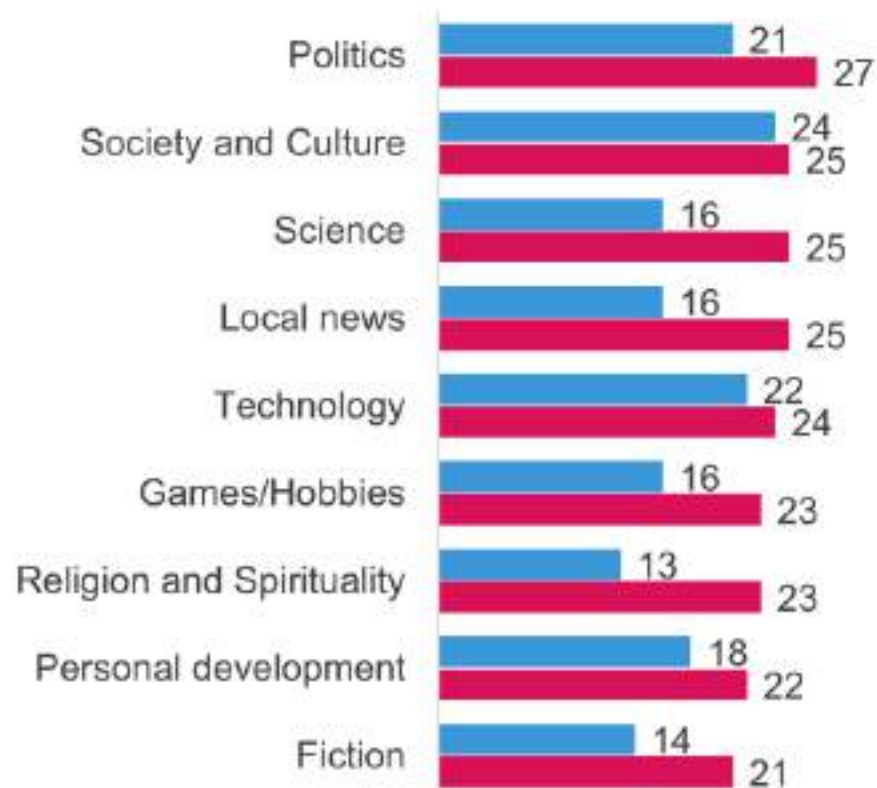


Page 1/3

Base: U.S. Latino Weekly Podcast Listeners

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

% ever listening to topic on a podcast



Page 2/3

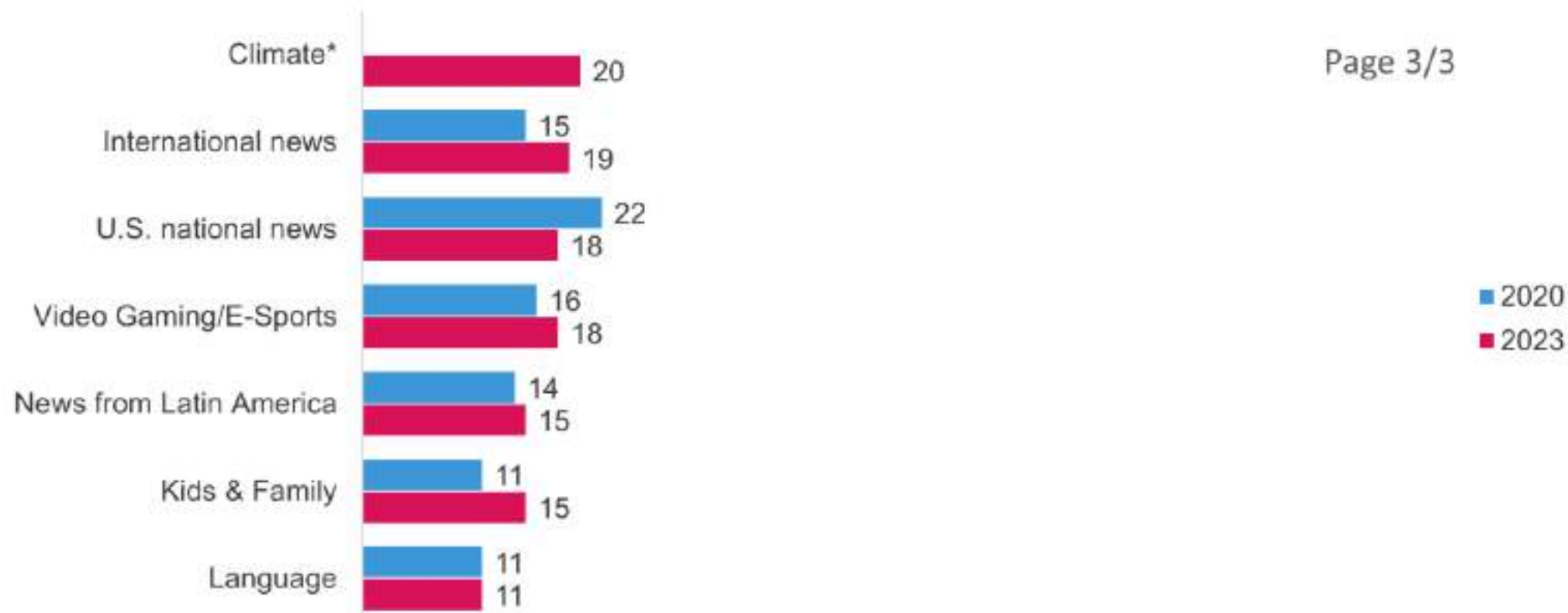
■ 2020
■ 2023

Base: U.S. Latino Weekly Podcast Listeners

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

% ever listening to topic on a podcast

Page 3/3

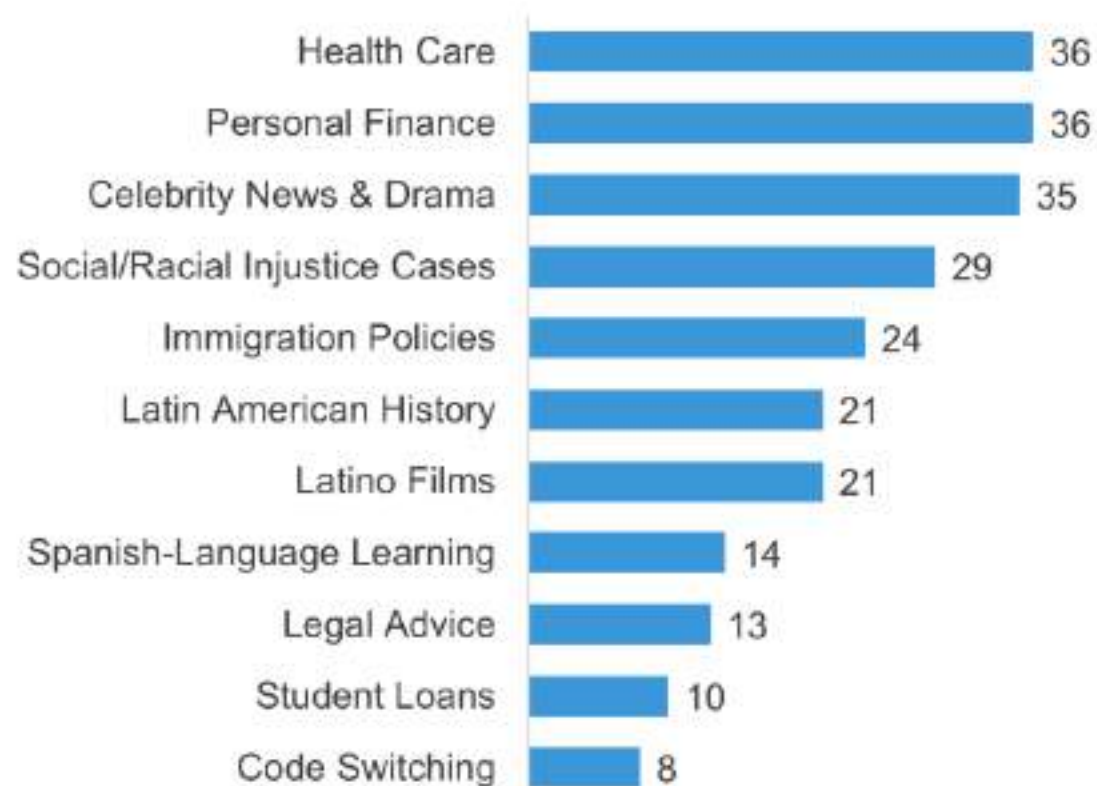


*Not asked in 2020

Base: U.S. Latino Weekly Podcast Listeners

Topics listened to on a podcast in the last year to learn more about it

% ever listening to topic on a podcast



Base: U.S. Latino Weekly Podcast Listeners

Advertising via Spanish-language and Latino-hosted podcasts can catalyze a brand's connection to Latinos



Spanish-Language Podcast Advertising



Spanish-language podcast advertising (agree/disagree)

% agreeing ('4' or '5' on a 5-point scale)

53%

You find advertisements on Spanish-language podcasts more relatable

47%

Advertisements on Spanish-language podcasts are more entertaining

46%

You are more likely to purchase from a brand that advertises on Spanish-language podcasts

Base: U.S. Latino Weekly Spanish-Language Podcast Listeners

Spanish-language podcast advertising effectiveness

"As a result of hearing a sponsorship or advertisement on a podcast..."

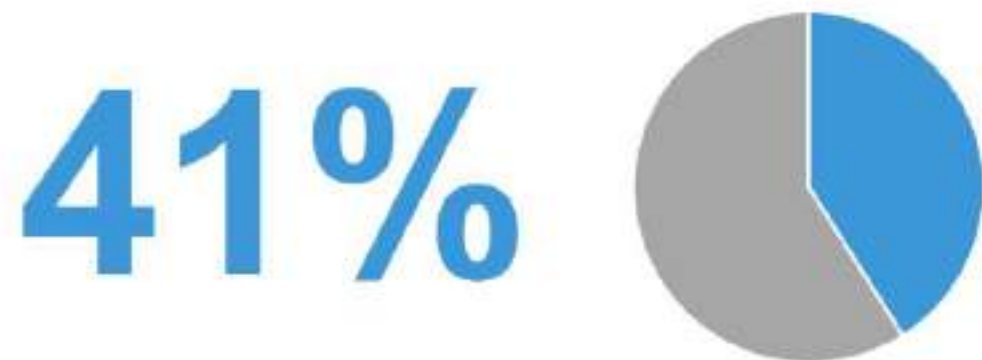
	Weekly Podcast Listeners	Weekly <u>Spanish-Language</u> Podcasts Listeners
Gather more information about a company or product <u>every month</u>	41%	50%
Recommend a product <u>every month</u>	38%	48%
Purchase a product or service <u>every month</u>	29%	37%

Base: U.S. Latinos 18+



Latino-Hosted Podcast Advertising





of Latino Weekly Podcast Listeners report
listening to a Latino-hosted podcast in the
last week

Latino-hosted podcast advertising (agree/disagree)

% agreeing ('4' or '5' on a 5-point scale)

54%

You trust the opinions of
Latino podcast hosts

50%

You find advertisements from Latino
podcast hosts more relatable

48%

You're more likely to purchase from a brand that
advertises on podcasts hosted by Latinos

Base: U.S. Latino Weekly Listeners of Latino-Hosted Podcasts

Latino-hosted podcast advertising effectiveness

"As a result of hearing a sponsorship or advertisement on a podcast..."

	Weekly Podcast Listeners	Weekly Listeners of Latino-Hosted Podcasts
Gather more information about a company or product <u>every month</u>	41%	51%
Recommend a product <u>every month</u>	38%	46%
Purchase a product or service <u>every month</u>	29%	35%

Base: U.S. Latinos 18+

All consumers try to avoid ads.
However, for Latino listeners, podcasts ads
are the least avoided

Podcast ads are the least avoided compared with ads on other media

“How often do you try to avoid advertisements that you...?” (ranked)

Avoided the most

- #1** See on social media
- #2** See on YouTube
- #3** See on streaming television
- #4** See on-demand video streaming services

- #5** See on live or recorded television
- #6** Hear on AM/FM Radio
- #7** Hear on podcasts

Avoided the least

Try to avoid ('5' and '4' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

You pay more attention to advertising on podcasts than on other forms of media

42%
agree

% agreeing ('4' or '5' on a 5-point scale)

32% saying neutral ('3' on a 5-point scale)

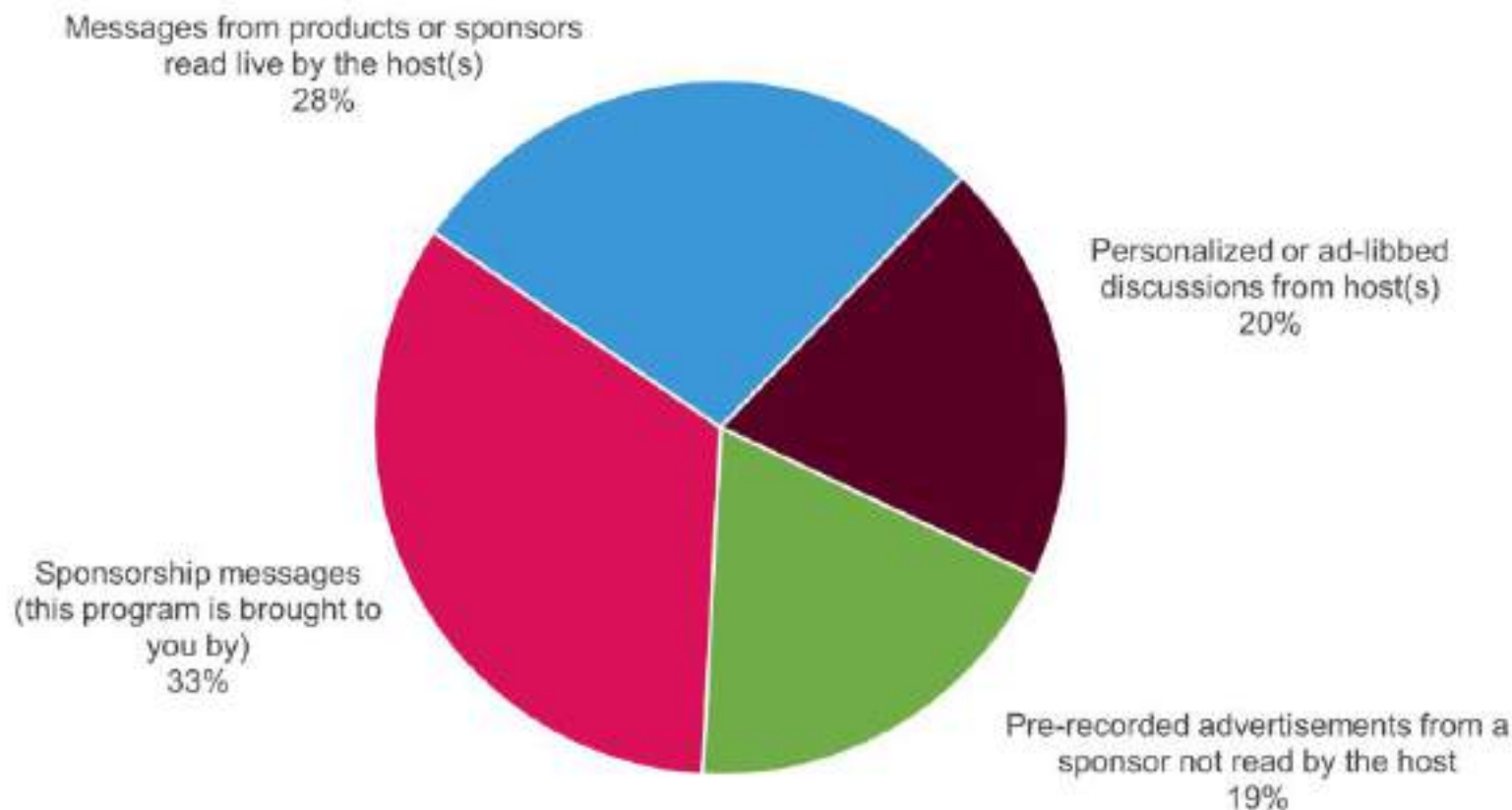
33% disagreeing ('1' or '2' on a 5-point scale)

Base: U.S. Latino Weekly Podcast Listeners

The positive ad experience on podcasts could be attributed to the creative messaging that branded shows and host-read ads allow

Advertising preference

“Which of the following do you prefer?”

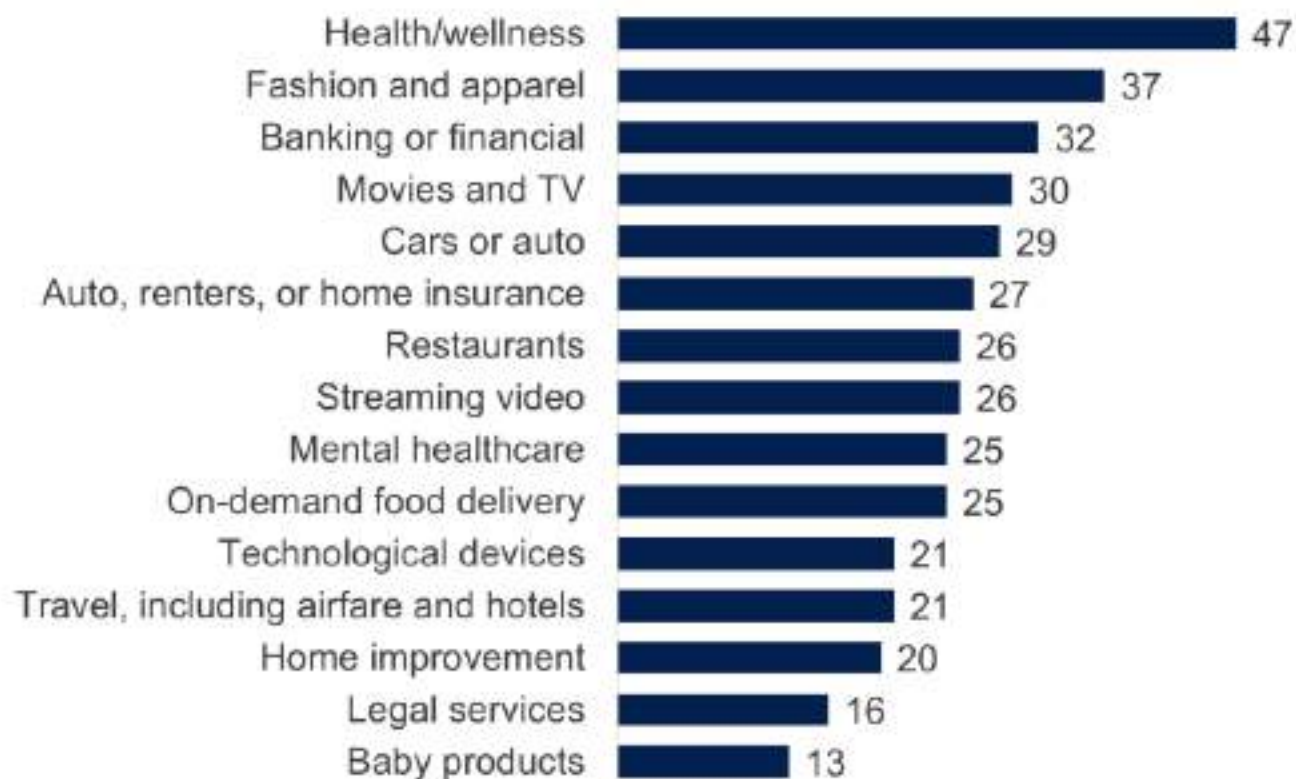


Base: U.S. Latino Weekly Podcast Listeners

Health/Wellness, Fashion, and Banking brands
are the most popular companies Latinos hear
advertised on podcasts

Product or service category recall on podcast ads in the last week

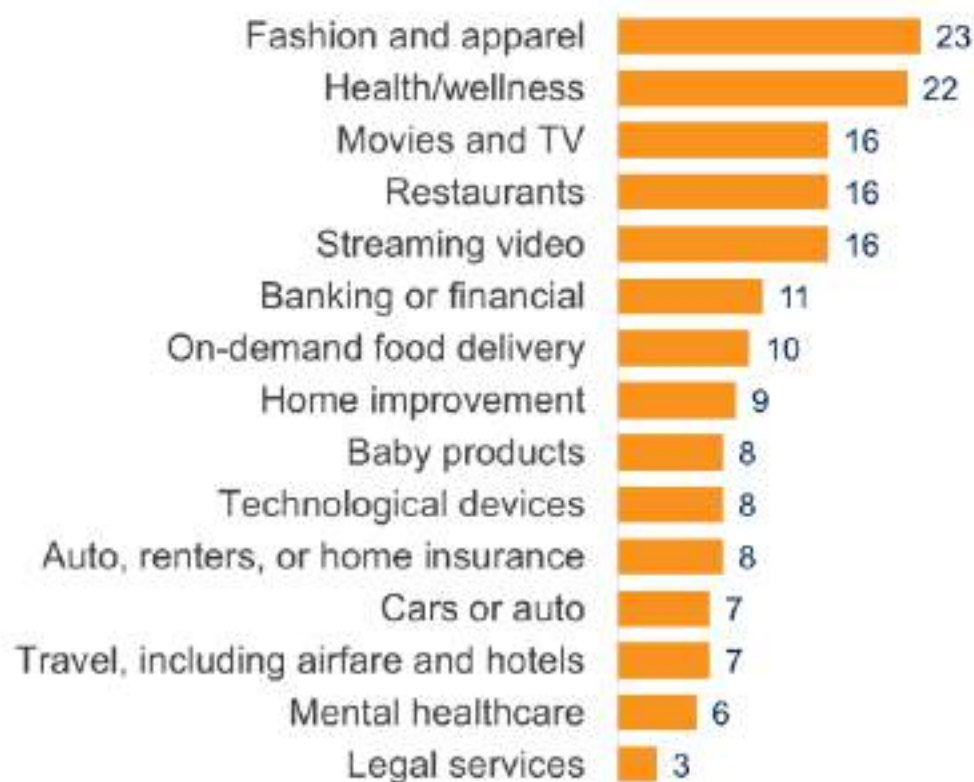
% recalling category on a podcast ad in the last week



Base: U.S. Latino Weekly Podcast Listeners

Product or service category from which purchases were made as a result of hearing a podcast ad

% purchasing from category



Base: U.S. Latino Weekly Podcast Listeners

Many products and services are missing out on an audience with affinity for their brand

Category purchase intent vs category recall on a podcast ad

% intending to purchase from category in the next year

% recalling product or service category on a podcast ad in the last week

Book travel, including flights and hotel

62%

21%

Travel, airfare, or hotels

Purchase or lease a car or other vehicle

42%

29%

Cars or auto

Purchase or switch auto insurance

35%

27%

Auto, renters, or home insurance

Base: U.S. Latino Weekly Podcast Listeners

Monthly consumer behaviors vs category recall on a podcast ad

% engaging in behavior every month

% recalling product or service category on a podcast ad in the last week

Watch feature length movies in a theater every month

47%

30%

Movies and TV

Purchase fashion apparel or clothing every month

47%

37%

Fashion and apparel

Use on-demand food delivery services every month

42%

25%

On-demand food delivery

Base: U.S. Latino Weekly Podcast Listeners

Creators can monetize their
shows with methods beyond advertising



Podcast Creator Monetization



Ways Latino weekly podcast listeners have interacted with podcasts

"Have you ever... from a podcast?"

35%

Signed up for a newsletter

31%

Purchased branded merchandise

22%

Attended a virtual event

21%

Donated or given money

18%

Attended an in-person event

Base: U.S. Latino Weekly Podcast Listeners

Live events can be beneficial
for both creator and sponsor

In-person events from a podcast interested in attending

% interested in event

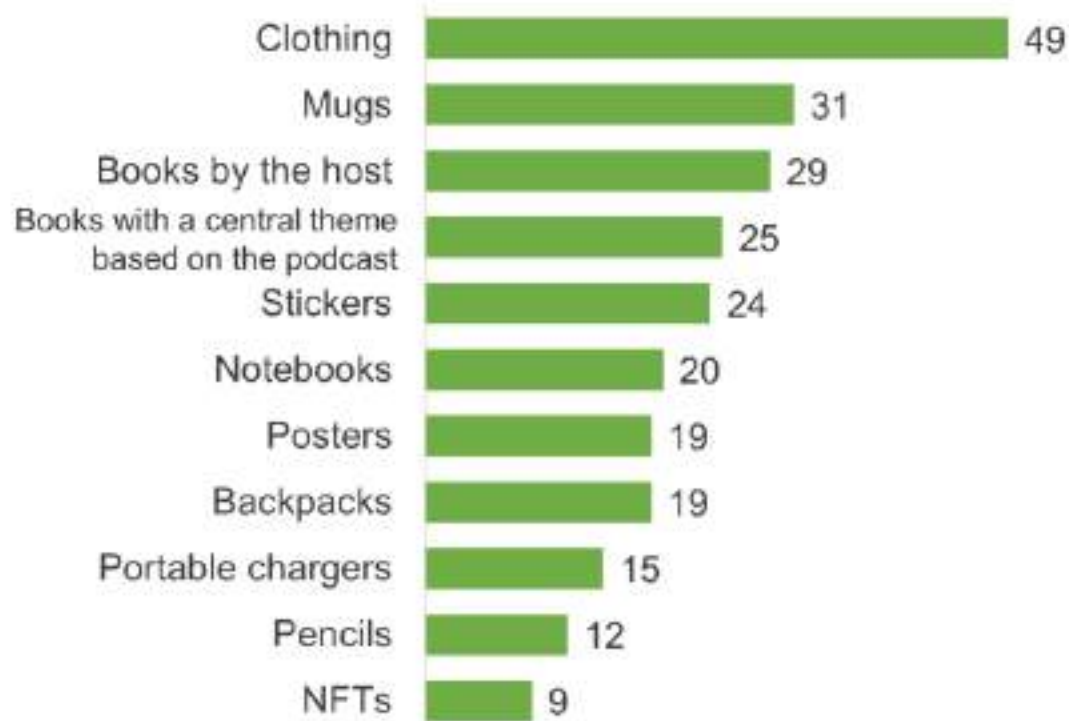


Base: U.S. Latino Weekly Podcast Listeners

Latino podcast listeners want to wear
their favorite shows on their sleeve

Branded merchandise interested in purchasing from a podcast

% interested in merchandise

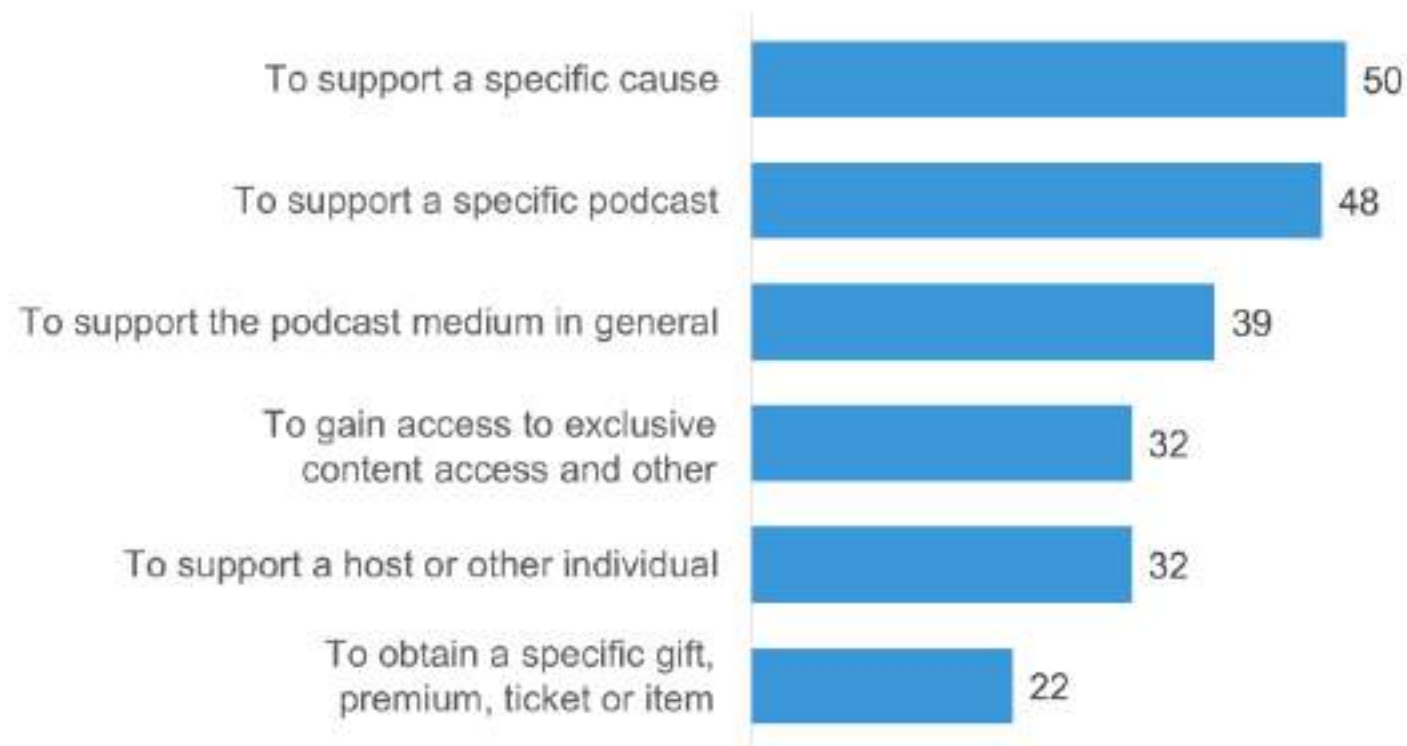


Base: U.S. Latino Weekly Podcast Listeners

Seeking donations? Prioritize your cause
over exchanges for material goods

Reasons for donating to podcasts

% saying reason



Base: U.S. Latino Weekly Podcast Listeners Who Have Donated to Podcasts

The pool of Latinos who pay
for podcast subscriptions is large

1 in 5

Latino Weekly Podcast Listeners
pay to subscribe to a podcast

Base: U.S. Latino Weekly Podcast Listeners

20%

of Latino weekly podcast listeners
pay to subscribe to a podcast

24%

of weekly listeners of Latino-hosted Podcasts
pay to subscribe to a podcast

Base: U.S. Latinos 18+

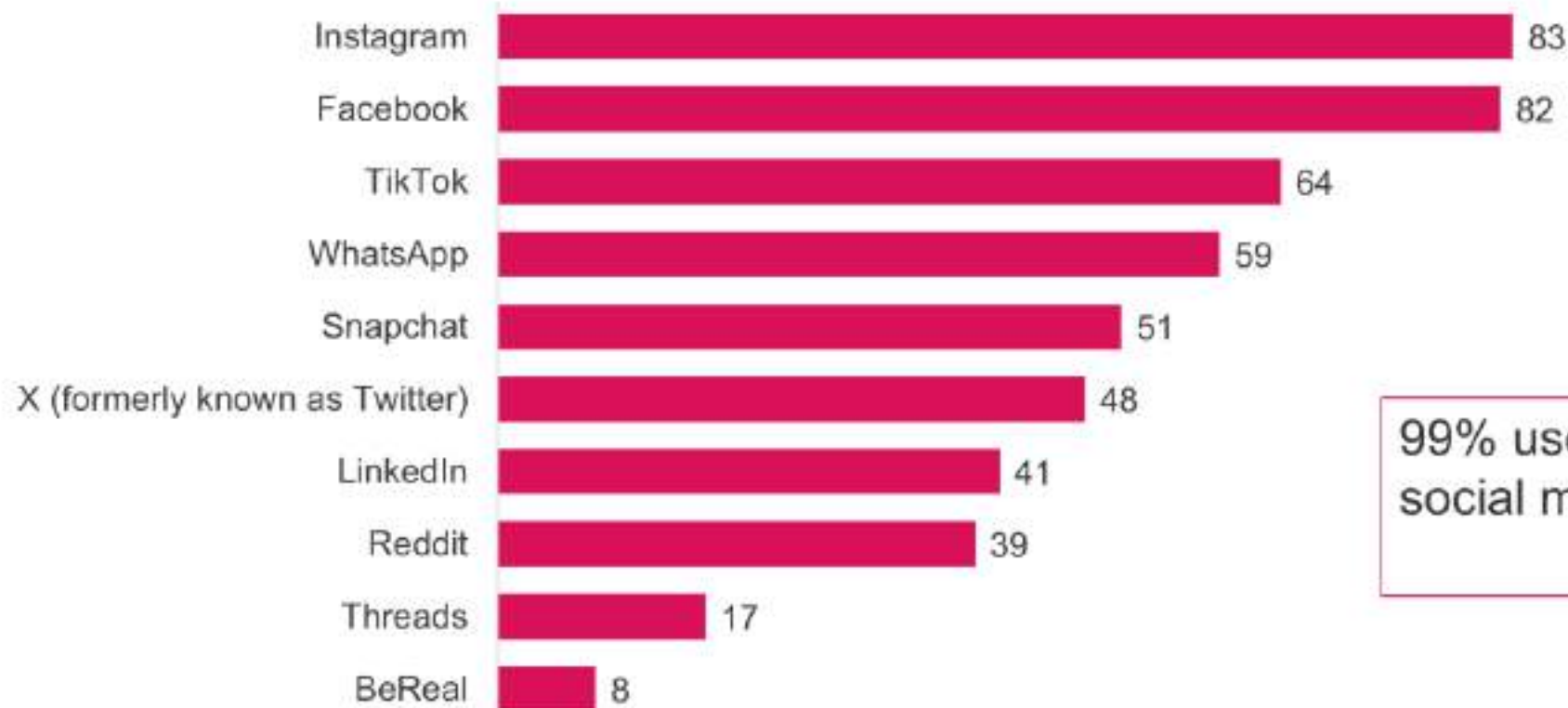


Podcast Creator Monetization



Social Media Platforms Currently Ever Used

% do you currently ever use



99% use at least one
social media platform

Base: U.S. Latino Weekly Podcast Listeners

Interaction with podcasts on social media

55%

Follow a host of a podcast on social media

39%

Have ever shared information
about a podcast on social media

27%

Share information about a
podcast every month

Base: U.S. Latino Weekly Podcast Listeners who use social media

Takeaways

Diversity, equity, and inclusion shouldn't be the only reason why advertisers and creators target Latino Podcasts Listeners, it's also a smart business decision.

- Gabriel Soto, Edison Research

Diving into the Latino Podcast realm is more than a mere ad placement. It requires a deep understanding of the Hispanic audience: their language nuances, the contexts of their beloved podcasts, and their consumer behaviors. Craft your messaging and creative thoughtfully to truly resonate.

- Briana Mendez, SXM Media

Brands seek untapped markets, and the Latine Community, a fiercely loyal and engaged community, unequivocally commands attention. The demand for Latine and Spanish/bilingual driven shows will continue to grow as will their audiences.

- Elsie Escobar, Libsyn

LATINO PODCAST LISTENER REPORT 2023

