

Podcast User Demographics

SEPTEMBER 2008

Podcast Usage Still Skews Young



Nearly one out of five (19%) Internet users in the US say they have downloaded a podcast, according to the [Pew Internet & American Life Project](#). Pew's researchers said that was up from 12% in August 2006.

However, podcast downloading is still a niche activity. Even among those who said they downloaded podcasts, only 17% did so on a typical day.

Despite the growth, podcast users are still more likely to be young and male than the general population. Among male Internet users in the US, 22% said they had downloaded a podcast, compared with just 16% of online women. As for age, Internet users under 50 were significantly more likely than older users to download podcasts.

Podcast downloaders also tended to have more experience online than those who did not participate in this activity.

Demographic Profile of US Adult Internet Users Who Have Downloaded Podcasts, February-April 2006, August 2006 & May 2008 (% of respondents in each group)

	February-April 2006 (n=2,882)	August 2006 (n=972)	May 2008 (n=1,553)
Gender			
Male	9%	15%	22%
Female	5%	8%	16%
Age			
18-29	10%	14%	27%
30-49	8%	12%	20%
50-64	5%	12%	15%
65+	4%	4%	8%
Education			
High school graduate	6%	9%	15%
Some college	6%	13%	19%
College graduate or more	9%	13%	23%
Income			
<\$30,000	8%	12%	19%
\$30,000-\$49,999	8%	14%	17%
\$50,000-\$74,999	7%	12%	19%
\$75,000+	7%	13%	23%
Years online			
<3 years	5%	6%	11%
4-5 years	7%	7%	13%
6+ years	8%	13%	22%
Internet access technology			
Dial-up at home	6%	10%	8%
Broadband at home	9%	14%	22%
Total adult internet users	7%	12%	19%

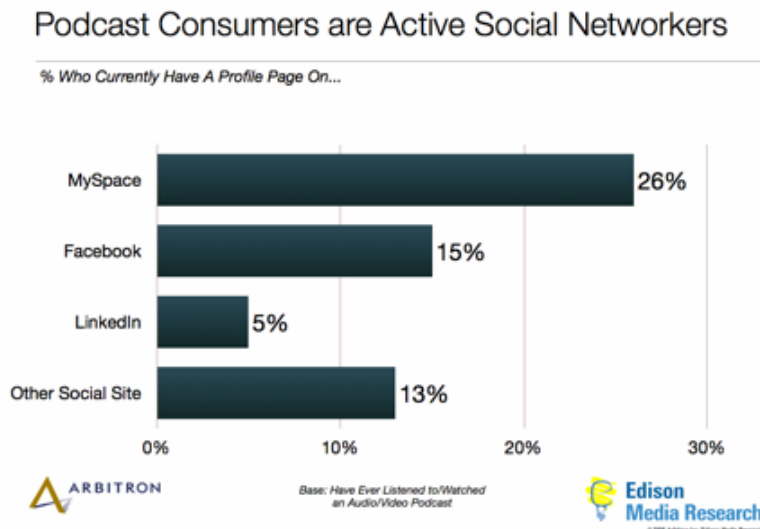
Source: Pew Internet & American Life Project as cited in press release, August 28, 2008

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www.eMarketer.com

eMarketer predicts that the growth of the podcast audience in the US and the migration of content toward portable devices will help the channel mature and produce healthy increases in ad spending through 2012. The US podcast audience will grow from 18.5 million in 2007 to 65 million in 2012—an increase of over 250%.

AUGUST, 2008



The report also says that:

“Podcasting is a viable alternative means to target attractive consumers who are otherwise proving difficult to reach with traditional advertising. Consumers who go through the process of selecting a program (rather than passively consuming whatever is on traditional media), downloading it and potentially moving it to a portable device are exhibiting an increased level of engagement with the programs and hosts of the shows they select. This engagement may translate to an increased credibility and level of trust in the show’s sponsors and advertisers. Further research should be conducted in this area to quantify this potential lift and engagement in order to properly value podcast advertising beyond simple reach and frequency metrics.”

MAY, 2007

The broad picture of a niche medium.

It would be a mistake to think that the average podcast user is a 23-year-old male with a college education and a really big comic book collection. Podcast users are not a homogeneous group, and downloads range from music to religious broadcasts to museum tours.

Industry Quotes

Nick Tabbal of comScore said, **“While the conventional wisdom says that only young, tech-savvy consumers are downloading and listening to podcasts, there is also a sizable market among 35-to-54-year-olds, indicating that the audience is broader than previously thought.**

eMarketer Senior Analyst James Belcher says, **“One of the medium's strengths is that regular followers are hugely interested in the topic of a given podcast, be it comics or cash management, allowing for a deeper host-listener (and therefore brand) relationship than is possible with a general audience — or a composite picture of one.”**