The Podcast Data Kit

Insights & Trends from The Infinite Dial 2021®
Podcasting Familiarity

Total U.S. Population 12+

% Familiar with Podcasting

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Podcasting Listening

Total U.S. Population 12+

% Ever Listening to a Podcast

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Monthly Podcast Listening

Total U.S. Population 12+

% Listened to a Podcast in the Last Month

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Monthly Podcast Listening

U.S. Population

% Listened to a Podcast in the Last Month

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Monthly Podcast Listening

U.S. Population

% Listened to a Podcast in the Last Month

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Gender of Monthly Podcast Listeners

Base: U.S. Age 12+ and Listened to podcast in last Month

U.S. POPULATION 12+

- Men: 48%
- Women: 49%
- Non-binary/Other: 2%

MONTHLY PODCAST CONSUMERS 12+

- Men: 51%
- Women: 46%
- Non-binary/Other: 3%

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Age of Monthly Podcast Listeners

Base: U.S. Age 12+ and Listened to podcast in last Month

- **2011 (EST. 30 MIL)**
  - AGE 12-34: 46% (EST. 14 MIL)
  - AGE 35-54: 40% (EST. 12 MIL)
  - AGE 55+: 14% (EST. 4 MIL)

- **2016 (EST. 57 MIL)**
  - AGE 12-34: 49% (EST. 28 MIL)
  - AGE 35-54: 34% (EST. 19 MIL)
  - AGE 55+: 17% (EST. 10 MIL)

- **2021 (EST. 116 MIL)**
  - AGE 12-34: 50% (EST. 58 MIL)
  - AGE 35-54: 29% (EST. 34 MIL)
  - AGE 55+: 21% (EST. 24 MIL)

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Ethnicity of Monthly Podcast Listeners

Base: U.S. Age 12+ and Listened to podcast in last Month

<table>
<thead>
<tr>
<th>Year</th>
<th>White</th>
<th>African-American</th>
<th>Hispanic</th>
<th>Asian</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>68%</td>
<td>14%</td>
<td>11%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>2016</td>
<td>63%</td>
<td>16%</td>
<td>12%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2021</td>
<td>57%</td>
<td>13%</td>
<td>16%</td>
<td>4%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Weekly Podcast Listening

Total U.S. Population 12+
% listened to a podcast in last week

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Base: Total U.S. Population 12+ and Listened to podcast in last week
Number of Podcasts Listened to in Last Week

- Three: 14%
- Two: 15%
- Four or Five: 21%
- One: 11%
- 11 or more: 19%
- Six to Ten: 19%

U.S. weekly podcast listeners averaged **Eight podcasts** in the last week.

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Base: Total U.S. Population 12+ and Listened to podcast in last week
U.S. weekly podcast listeners averaged

5.1 podcast shows

in the last week

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Base: Total U.S. Population 12+ and Listened to podcast in last week
Smartphone Ownership

Total U.S. Population 12+

% Owning a Smartphone

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Tablet Ownership

Total U.S. Population 12+

% Owning a Tablet

2013: 29%
2014: 39%
2015: 49%
2016: 51%
2017: 53%
2018: 50%
2019: 56%
2020: 53%
2021: Estimated 51%

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Internet-Connected Watch Ownership

Total U.S. Population 12+
% Owning an Internet-Connected Watch

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Smart Speaker Ownership

Total U.S. Population 12+

% Owning a Smart Speaker

2017: 7
2018: 18
2019: 23
2020: 27
2021: 33

Estimated 94 Million

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Smart Speaker Ownership

Total U.S. Population 12+
% Owning a Smart Speaker

U.S. POPULATION 12+

Own a smart speaker 33%

Do not own a smart speaker 67%

WORK FROM HOME
(BASE: EMPLOYED FULL-TIME OR PART-TIME AND WORK FROM HOME; 11%)

Own a smart speaker 49%

Do not own a smart speaker 51%

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Smart Speaker Ownership

Total U.S. Population 12+
% Owning a Smart Speaker

Amazon Alexa 24
Google Home 13
Apple HomePod 1

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
## Number of Smart Speakers in Household

<table>
<thead>
<tr>
<th>Year</th>
<th>One</th>
<th>Two</th>
<th>Three or More</th>
<th>Mean # of Smart Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>67</td>
<td>22</td>
<td>11</td>
<td>1.7</td>
</tr>
<tr>
<td>2019</td>
<td>48</td>
<td>28</td>
<td>24</td>
<td>2.0</td>
</tr>
<tr>
<td>2020</td>
<td>45</td>
<td>23</td>
<td>32</td>
<td>2.2</td>
</tr>
<tr>
<td>2021</td>
<td>47</td>
<td>19</td>
<td>34</td>
<td>2.3</td>
</tr>
</tbody>
</table>

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Base: U.S. Smart Speaker Owners
Audio Brands Listened to in the Last Month

Total U.S. Population 12+

% Listened to Audio Brand in Last Month

- **Spotify**: 29
- **Pandora**: 20
- **Google Play, now known as YouTube Music**: 16
- **Amazon Music**: 14
- **Apple Music**: 12
- **iHeartRadio**: 10
- **SoundCloud**: 8

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Audio Brands Listened to in Last Week

Total U.S. Population 12+

% Listened to Audio Brand in Last Week

- Spotify: 25%
- Pandora: 14%
- Google Play (now known as YouTube Music): 14%
- Apple Music: 10%
- Amazon Music: 10%
- iHeartRadio: 7%

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Audio Brands Used Most Often

**Total**
- Spotify: 31
- Pandora: 18
- Google Play/YouTube Music: 14
- Apple Music: 11
- Amazon Music: 10
- iHeart Radio: 7
- Other: 9

**Own an Amazon Alexa device**
- Spotify: 28
- Pandora: 17
- Google Play/YouTube Music: 9
- Apple Music: 13
- Amazon Music: 21
- iHeart Radio: 6
- Other: 6

**Own a Google Nest device**
- Spotify: 50
- Pandora: 16
- Google Play/YouTube Music: 11
- Apple Music: 5
- Amazon Music: 5
- iHeart Radio: 6
- Other: 7

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Base: U.S. Age 12+ and currently ever use Any Online Audio Brand
Driven/Ridden in Car in Last Month

Base: U.S. Age 18+

% driving or riding in car/vehicle in last month

- 2016: 88%
- 2017: 90%
- 2018: 88%
- 2019: 89%
- 2020: 87%
- 2021: 83%

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Audio Sources Currently Ever Used in Car

Base: U.S. Age 18+ and Has Driven/Ridden in Car in last month; 83%

% using audio source in car

- AM/FM radio: 81% (2019), 81% (2020), 75% (2021)
- Owned digital music: 45% (2019), 48% (2020), 48% (2021)
- CD player: 43% (2019), 41% (2020), 35% (2021)
- Online audio: 28% (2019), 33% (2020), 33% (2021)
- Podcasts: 26% (2019), 28% (2020), 30% (2021)
- SiriusXM: 22% (2019), 24% (2020), 21% (2021)
In-Dash Information and Entertainment Systems

Base: U.S. Age 18+ and Has Driven/Ridden in Car in last month; 83%

% owning in-dash information and entertainment system in car
Integrated Mobile Operating Systems in Primary Vehicle

Base: U.S. Age 18+, Driven/Ridden in Car in last month, 83%

% Have system in primary vehicle

- Apple CarPlay: 10
- Android Auto: 8

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
Online Audio Listening in Car Through a Cell Phone

Total U.S. Population 12+

% Ever Listened to online audio In a car through a cell phone

Source: Infinite Dial 2021 by Edison Research & Triton Digital®
About Triton Digital

Triton Digital® is the global technology and services leader to the digital audio and podcast industry. Operating in more than 80 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize their revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics®, the leading online audio measurement service and Podcast Metrics, one of the first IAB certified podcast measurement services in the industry. With unparalleled integrity, excellence, teamwork, and accountability, Triton remains committed to connecting audio, audience, and advertisers to continuously fuel the growth of the global online industry.

For more information, visit www.TritonDigital.com.

To learn more about our technology and services, contact us here.
Thank You

Solutions@TritonDigital.com
www.TritonDigital.com