



# NIELSEN PODCAST INSIGHTS

A MARKETER'S GUIDE TO PODCASTING

Q3 2017

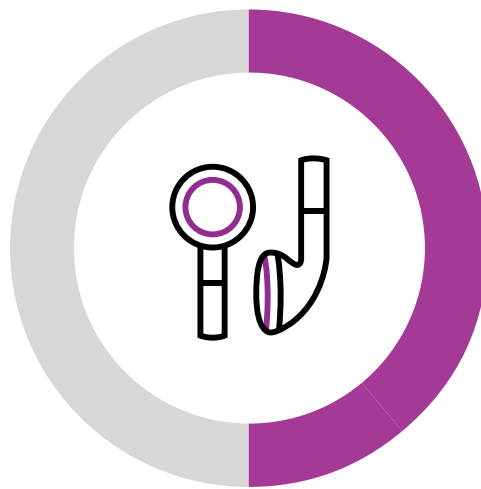


**BRUCE SUPOVITZ**  
SVP, SALES DIRECTOR  
NIELSEN AUDIO

# WELCOME

The medium of podcasting continues to expand as more and more people discover new personalities and their special brand of story telling. Advertisers are eager to explore the world of podcasting but they don't really know much about the podcast audience. That is all about to change.

Nielsen's Homescan Panel is made up of thousands of households across the US who allow their consumer purchases to be measured. By cross referencing podcast affinity against this group, we can start to demonstrate the *value* of the podcasting audience.



**50%** OF ALL HOMES  
ARE PODCAST FANS

THAT'S OVER **60** MILLION HOMES

Half of these households are fans of at least one podcast while 22% of all podcast fans consider themselves "avid" fans of podcasting. An Avid fan is defined as those who consider themselves "extremely interested" in a certain genre of podcasts. These podcast fans represent billions of dollars in consumer purchases each year.

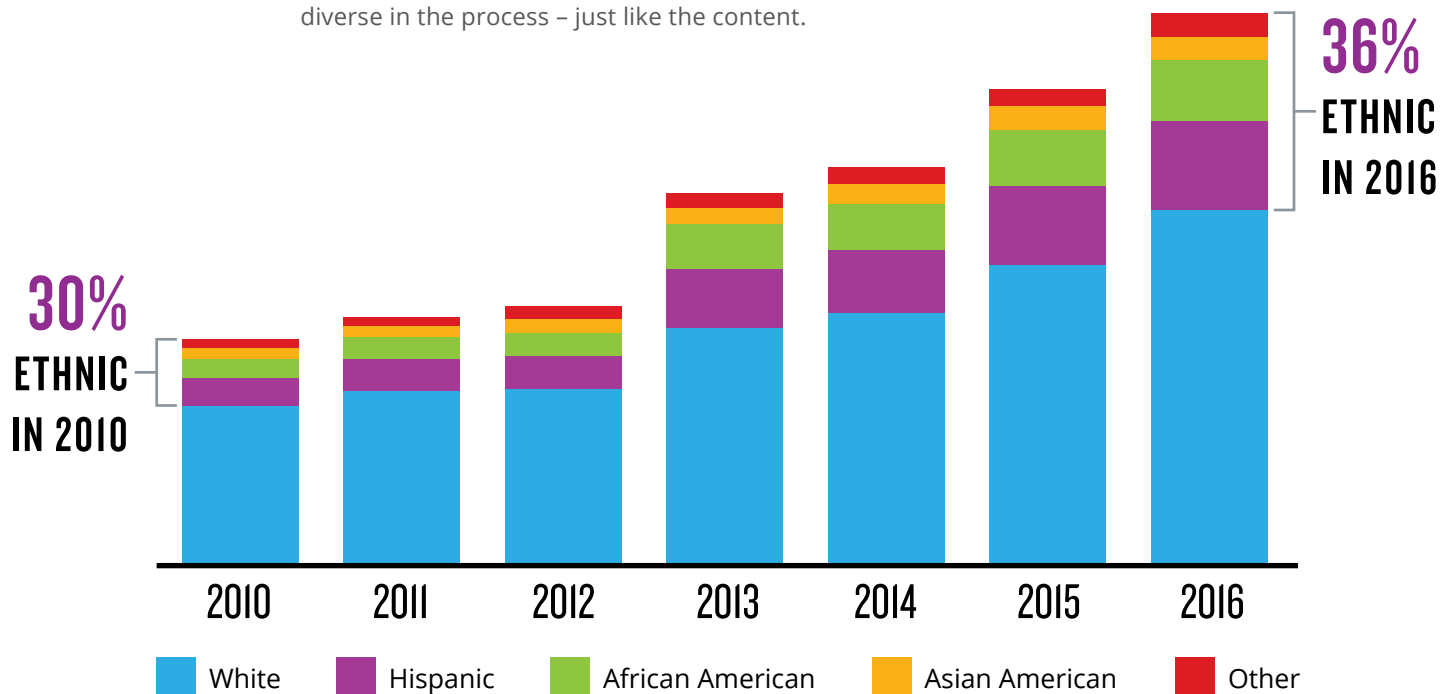
In this report we will profile a few categories to demonstrate the value of podcast advertising to brand advertisers who might consider adding podcasting to their media mix. Individual brand profiles by podcast genre are also available for clients looking for more specific detail. We encourage you to share this report with clients or add this data to your own presentations. Please contact your Nielsen representative for more information.

# GROWTH OF PODCASTING

## DIVERSE PROGRAMMING ATTRACTS A DIVERSE AUDIENCE



As the audience for podcasting grows larger each year, it also grows more diverse. In 2010, ethnic audience represented less than 30% of all people who said they listened to a podcast in the past 30 days. In 2016, the share of listening from this segment stands at 36% of the total. There are more people coming to the podcast environment and it is becoming more diverse in the process – just like the content.



Source: Nielsen Scarborough USA+, Release 2 2010-2016, Adults 18+, Listened to a podcast on any device in past 30 days



# MAKING THE CONNECTION

BETWEEN CONSUMER  
PURCHASE BEHAVIOR AND  
PODCAST AUDIENCES

BY MATCHING PURCHASE BEHAVIOR IN THE  
NIELSEN HOMESCAN PANEL TO FANS OF  
PODCASTS, NIELSEN IS ABLE TO QUANTIFY  
THE VALUE OF CONSUMERS WHO LISTEN TO  
PODCASTS.

# CATEGORY SPOTLIGHT

## BOTTLED WATER, BABY FOOD & BEER

AUDIO VIDEO TAPES - CLEANING IMPLEMENT AND SUPPLY - DOG LITTER - FROZEN BAGELS - HAIR CARE ACCESSORIES - AUTOMOTIVE - CLEANING PAD SPONGE AND CLOTH - DRIED FRUIT - FROZEN BAKED GOODS - HAIR COLORING - BABY ACCESSORY - CLOTHING DYE - DRY PASTA - FROZEN BREADED CHICKEN - HAIR GROWTH PRODUCT - BABY FOOD - COCKTAIL MIXERS - DRY POTATO TOPPING - FROZEN BREAKFAST ENTREE - HAIR SPRAY AND HAIR STYLING PRODUCT - BABY FORMULA AND CHILD NUTRITIONAL DRINK - COFFEE - EAR DROP AND MEDICATION - FROZEN BREAKFAST SANDWICH - HAIR TONIC - BABY HBC - COFFEE CREAMERS - EGG SUBSTITUTE - FROZEN CREAMERS - HAND AND BODY LOTION - BAKED BREAD - COFFEE FILTER - EGGS - FROZEN EGG SUBSTITUTE - HARDWARE - BAKING MIXES - COFFEE MUGS AND FILTERS - ETHNIC BEAUTY CARE - FROZEN ENTREES - HERB AND SPICE SEASONING - BAKING SUPPLIES - COMPUTER ACCESSORY - EXTRACTS - FROZEN FRUIT - HERBAL TEA - BAR AND LIQUID SOAP - COMPUTER SOFTWARE - EYE CARE - FROZEN GRAVY AND SAUCE - FROZEN JUICE - HOME AND SCHOOL AND OFFICE SUPPLY - BATH TISSUE - COOKING - COOLERS - FACIAL CLEANSER AND MOISTURIZER - FROZEN PIZZA - HOME HEALTH THERAPY - HOME PERMANENT PRODUCT - BEER AND MALT BASED BEVERAGES - CRACKERS - FAMILY - WINE MAKING KIT - CREAM - FEMININE HYGIENE - FROZEN SANDWICHES - HONEY - BIRD ACC - LI SALADS - FIRST AID - FROZEN SEAFOOD - HOT COCOA - BLEACH - DELI TRAY - FIRST AID COTTONS AND SWABS - FROZEN SOUP CHILI STEW - HOT DOG - BOWLS - DEODORIZER AND FRESHENER AND SCENT - FIRST AID HOT AND COLD - FROZEN SWEET GOODS - HOUSE AND CARRIERS - BOXED PREPARED DINNERS - DEPILATORY - FIRST AID OTHER - FROZEN TOASTER PASTRIES - HOUSEHOLD AREA ALLERGEN CONTROL - BREADING AND STUFFING - DESSERTS - FISH CARE - FROZEN VEGETABLES - HOUSEHOLD CLEANING - BREAKFAST MEAT - DIABETIC - FISH FOOD - FROZEN WAFFLES PANCAKES AND FRENCH TOAST - HOUSEHOLD PLASTICS - BUTTER - DIARRHEA REMEDY PRODUCT - FLASHLIGHT - FROZEN WHIPPED TOPPING - ICE - CAMPING - DIP DAIRY REFRIGERATED - FLEA AND TICK PET PRODUCT - FRUIT - ICE CREAM - CANDLES - DIP DELI - FLORAL - FRUIT AND VEGETABLE WASH - ICE CREAM CONES - CANDY - DIP FROZEN - FLOUR AND MEAL - FRUIT ENROBING KIT - ICE CREAM TOPPING - CANNED HAMS - DIPPING SAUCE - FOOD COLORING - GARDEN AND PATIO - IN STORE MEAL - CANNING SUPPLIES - DISH DETERGENT - FOOD STORAGE AND LUNCH BAG - GLAZE MEAT - INSECT REPELLENT PRODUCT - CAT FOOD - DISPOSABLE BAGS - FOOD STORAGE AND WRAPS - GLOVES - INSECTICIDE AND PESTICIDE - CAT LITTER - DISPOSABLE DIAPER AND TRAINING PANT - FOOT CARE - GRAIN AND DRY BEANS - INSTANT BREAKFAST - CATSUP - DISPOSABLE DISH - FRAGRANCES - GRAIN CAKES - INSTANT TEA AND TEA DRINK MIX - CHARCOAL LOGS AND ACCESSORIES - DOG CONTROL - FRESH DESSERTS - GUM - INSULATED CONTAINERS - CHEESE - DOG FOOD -

### BOTTLED WATER

### OVER 300 CATEGORIES OF ADVERTISERS MEASURED

FROZEN APPETIZER - GUM WITH PREMIUM - ISOTONIC BEVERAGE - JAM AND JELLY AND PRESERVES - MILK MODIFIERS - PICKLE AND RELISH - REFRIGERATED WRAPS - SOUR CREAM - JOCK ITCH PRODUCT - MOTH PREVENTATIVE - PIE CRUSTS MIXES AND PREPARED - RICE - SPECIALTY GRAIN - KITCHEN ACCESSORY - MOTION SICKNESS - PIE FILLING - RODENTICIDE AND TRAP - SPORTING GOODS - KITCHEN MATCH - MUSTARD - PIEROGIE FROZEN - RTE CEREAL - STOMACH UPPER G.I. - LAUNDRY AND IRONING ACCESSORY PRODUCT - NEW AGE BEVERAGE - PIZZA KITS - SALAD DRESSING - SUGAR - LAUNDRY DETERGENT - NOVELTY - PIZZA SAUCE - SALAD TOPPING - SUNBURN TREATMENT - LAWN AND SOIL FERTILIZER AND TREATMENT - NUTRITIONAL - POULTRY FRESH - SALTY SNACKS - SUNTAN PRODUCT - SNACKS DIP - SUSHI - LIGHT BULBS - OLIVES - POWDERED INSTANT DRINKS - SAUCE MIX GRAVY MIX AND SEASONING - PREMIXED ALCOHOL COCKTAIL - SAUSAGE FRESH - TELEPHONE AND ACCESSORY - LIQUID TEA - ORIENTAL SAUCE - COUNTRY - LIQUOR - OTHER PET ACCESSORIES - PREPARED FOODS - SEASONAL - TOBACCO ALTERNATIVES - LITTER SUPPLIES - MOTIONS - TOMATO PASTE AND SAUCE - LUNCH COMBINATION - PAIN RELIEF - PRODUCE DIP - SHAMPOO AND CONDITIONER - TOYS - LUNCHEMENT - PAIN RELIEVING DEVICE - PRODUCE SNACKS - SHAVING NEEDS - TRADITIONAL TOBACCO - MAGAZINES - PANCAKE MIX - QUICHE REFRIGERATED - SHELF STABLE AND DRY POTATO MIX - TRIAL SIZE - MAJOR APPLIANCES - PANCAKE SYRUP - RAMEN NOODLES - SHELF STABLE CHOCOLATE DRINK - UNDERARM DEODORANT - MARGARINE AND SPREAD - PAPER NAPKIN - READY TO EAT DESSERTS - SHELF STABLE CONVENIENT BREAKFAST - UPPER RESPIRATORY MEDICINE - PAPER TOWEL - RECREATION AND HOBBY - SHELF STABLE DRY SOUP AND CHILI MIX - VEGETABLES AND HERBS - MARSHMALLOW - PARTY SUPPLIES - SHELF STABLE FISH - VIDEO PRODUCTS PRERECORDED - MAYONNAISE - PASTA SAUCE - REFRIG SALAD DRESSING - SHELF STABLE FRUIT - VINEGAR - STARTERS FROZEN - PASTA SAUCE MIX - REFRIGERATED APPETIZER - SHELF STABLE GRAVY - VITAMINS AND SUPPLEMENTS - MEAL STARTERS REFRIGERATED BAKED GOODS - SHELF STABLE JUICES AND DRINKS - WATER - MEAT AND FISH SAUCE - PENDING FOR ASSIGNMENT - REFRIGERATED BREAKFAST ENTREE - WATER CONDITIONERS - MEAT FRESH - PERSONAL CARE APPLIANCE - REFRIGERATED BREAKFAST ENTREE - SHELF STABLE MEAT - WATER FILTRATION - MEAT FROZEN - PET BRUSH - REFRIGERATED CONDIMENTS - SHELF STABLE MILK - WHIPPED TOPPING - MEAT IMITATION FROZEN - PET FOOD OTHER ANIMALS - REFRIGERATED JUICE DRINKS - SHELF STABLE VEGETABLE - WHOLESOME SNACKS - MEDICAL ACCESSORY - PET GROOMING - REFRIGERATED LIQUID TEA - SHOE CARE - WINE - MEDICATIONS - PET MEDICINE - REFRIGERATED MEALS - SHORTENING AND OILS - WRITING INSTRUMENTS - MEXICAN FOOD - PET REPELLENT - REFRIGERATED PASTA AND SAUCE - SMALL APPLIANCES - YOGURT - MEXICAN SAUCE - PET TOYS - REFRIGERATED PIZZA - SMOKING CESSATION - MEXICAN SAUCE MIX - PET TREATMENTS EXTERNAL OTHER - REFRIGERATED SANDWICHES - SNACK CAKE - MEXICAN TORTILLA - PETROLEUM JELLY - REFRIGERATED SEAFOOD - SNOW REMOVAL - MILK - PHOTOGRAPHIC SUPPLIES - REFRIGERATED SIDE DISHES - SOFT DRINKS - SOUR CREAM - SPECIALTY GRAIN - SPORTING GOODS - STOMACH UPPER G.I. - SUGAR - SUNBURN TREATMENT - SUNTAN PRODUCTS - SUSHI - TEA PACKAGED AND BAGS - TELEPHONE AND ACCESSORY - TOASTER PASTRY - TOBACCO ALTERNATIVES - TOMATO PASTE AND SAUCE - TOYS - TRADITIONAL TOBACCO - TRIAL SIZE - UNDERARM DEODORANT - UPPER RESPIRATORY MEDICINE - VEGETABLES AND HERBS - VIDEO PRODUCTS PRERECORDED - VINEGAR AND COOKING WINE - VITAMINS AND SUPPLEMENTS - WATER - WATER CONDITIONERS - WATER FILTRATION - WHIPPED TOPPING - WHOLESOME SNACKS - WINE - WRITING INSTRUMENTS - YOGURT

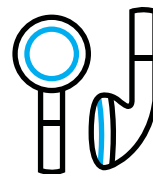
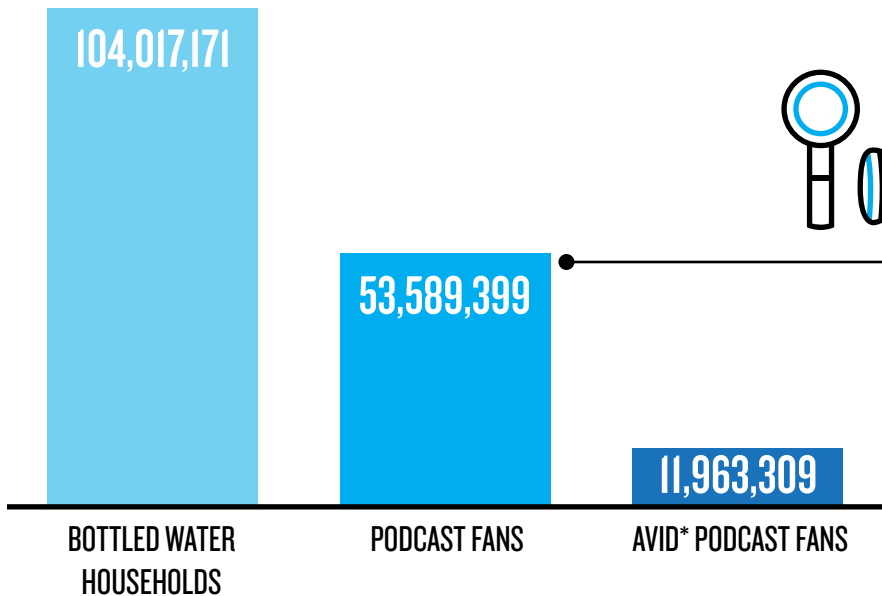
### BABY FOOD

### BEER



# BOTTLED WATER

104 MILLION HOUSEHOLDS / 84% OF ALL HOUSEHOLDS



**51%** OF BOTTLED WATER HOUSEHOLDS ARE PODCAST LISTENERS

**22%** ARE AVID PODCAST FANS

	Podcast Fans	Avid* Podcast Fans
Amount Spent Per Trip	\$4.91	\$5.10
Number of Trips	10.7	11.0
Dollars Spent Annually	\$52.33	\$56.16

**AVID PODCAST LISTENERS SPEND MORE PER YEAR ON BOTTLED WATER**



**THE PODCASTING AUDIENCE INFLUENCES \$2,804,408,810 OF BOTTLED WATER SALES ANNUALLY**

## MOST POPULAR BRANDS OF BOTTLED WATER AMONG CONSUMERS



Aquafina  
Arrowhead  
Crystal Geysler

Dasani  
Deer Park  
Fiji

Ice Mountain  
Nestle Pure Life  
Ozarka

Poland Spring  
Private Label  
Zephyrhills

Source: Nielsen AOD, Total US xAOC, Latest 52 weeks W/E 07/29/17 (sorted alphabetically)

\* An Avid fan is defined as those who consider themselves "extremely interested" in a certain genre of podcasts

# PODCAST GENRE DETAIL

## BOTTLED WATER CATEGORY – PODCAST FANS

### Annual Spend Per Household

Sports & Recreation	\$56.74
TV & Film	\$56.49
Health	\$56.38
Government & Organizations	\$56.19
Business	\$56.15
Society & Culture	\$56.12
Arts	\$56.10
Games & Hobbies	\$55.97
Science & Medicine	\$55.91
Music	\$55.81
Technology	\$55.75
Comedy	\$55.67
Kids & Family	\$55.65
Religion & Spirituality	\$55.23
News & Politics	\$55.16
Education	\$55.15

**How to Read:** Fans of Sports & Recreation podcasts spend \$56.74 a year on bottled water per household

### % of Households Buying Bottled Water

Kids & Family	91.2%
Religion & Spirituality	90.8%
Government & Organizations	90.8%
Music	90.6%
TV & Film	90.5%
Arts	90.5%
Games & Hobbies	90.3%
Sports & Recreation	90.3%
Health	90.2%
Business	90.1%
Comedy	90.1%
Technology	90.1%
Society & Culture	90.0%
Science & Medicine	90.0%
Education	89.9%
News & Politics	89.8%

**How to Read:** Bottled water is bought in 91.2% of all households who are fans of Kids & Family podcasts



### Households Buying Bottled Water

Government & Organizations	16,695,358
Music	11,612,628
Comedy	11,456,794
TV & Film	11,383,840
Technology	11,359,022
Health	11,345,772
Society & Culture	11,270,650
Science & Medicine	11,251,992
News & Politics	11,209,044
Education	11,183,328
Games & Hobbies	11,008,061
Arts	11,004,410
Business	10,859,437
Kids & Family	10,837,717
Religion & Spirituality	10,691,561
Sports & Recreation	10,679,218

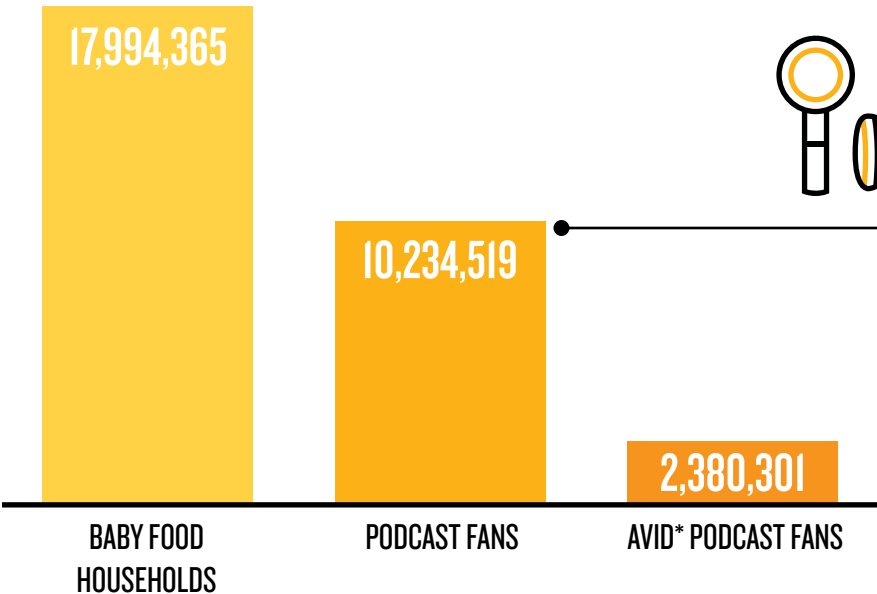
**How to Read:** There are 16,695,358 households buying bottled water who are fans of Government & Organization podcasts

Source: Nielsen Homescan Panel, Fanlinks 2016 survey, Total US all outlet, Latest 52 weeks WE 06/03/17



# BABY FOOD

18 MILLION HOUSEHOLDS / 15% OF ALL HOUSEHOLDS



**57%** OF BABY FOOD HOUSEHOLDS ARE PODCAST LISTENERS

**23%** ARE AVID PODCAST FANS

	Podcast Fans	Avid* Podcast Fans
Amount Spent Per Trip	\$14.26	\$15.77
Number of Trips	7.5	7.4
Dollars Spent Annually	\$107.55	\$116.69

**AVID PODCAST LISTENERS SPEND MORE PER YEAR ON BABY FOOD**



**THE PODCASTING AUDIENCE INFLUENCES \$1,100,738,590 OF BABY FOOD SALES ANNUALLY**

## MOST POPULAR BRANDS OF BABY FOOD AMONG CONSUMERS



Beechnut  
Earth's Best  
Ella's Kitchen

Gerber  
Happy Baby  
Happy Tot

Mott's  
Nursery  
Pedialyte

Plum  
Private Label  
Sprout

Source: Nielsen AOD, Total US xAOC, Latest 52 weeks W/E 07/29/17 (sorted alphabetically)

\* An Avid fan is defined as those who consider themselves "extremely interested" in a certain genre of podcasts



# PODCAST GENRE DETAIL

## BABY FOOD CATEGORY – PODCAST FANS

Annual Spend Per Household	
Religion & Spirituality	\$124.91
Kids & Family	\$122.63
Sports & Recreation	\$122.19
Business	\$121.27
Science & Medicine	\$120.94
Technology	\$120.60
Education	\$120.00
Arts	\$119.99
Society & Culture	\$119.62
Games & Hobbies	\$119.02
Health	\$118.87
Music	\$118.78
TV & Film	\$118.54
Comedy	\$118.40
News & Politics	\$117.86
Government & Organizations	\$105.93

**How to Read:** Fans of Religion & Spirituality podcasts spend \$124.91 a year on baby food per household

% of Households Buying Baby Food	
Kids & Family	18.9%
TV & Film	18.5%
Business	18.5%
Society & Culture	18.5%
News & Politics	18.5%
Games & Hobbies	18.4%
Comedy	18.4%
Education	18.4%
Science & Medicine	18.2%
Arts	18.2%
Music	18.2%
Sports & Recreation	18.2%
Health	18.1%
Technology	18.1%
Religion & Spirituality	17.9%
Government & Organizations	17.5%

**How to Read:** Baby food is bought in 18.9% of all households who are fans of Kids & Family podcasts



Households Buying Baby Food	
Government & Organizations	3,226,632
Comedy	2,338,067
Music	2,334,309
TV & Film	2,327,932
Society & Culture	2,311,308
News & Politics	2,302,959
Education	2,284,454
Science & Medicine	2,282,208
Technology	2,279,453
Health	2,274,627
Kids & Family	2,249,631
Games & Hobbies	2,247,617
Business	2,224,989
Arts	2,217,180
Sports & Recreation	2,151,587
Religion & Spirituality	2,103,868

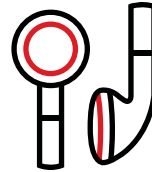
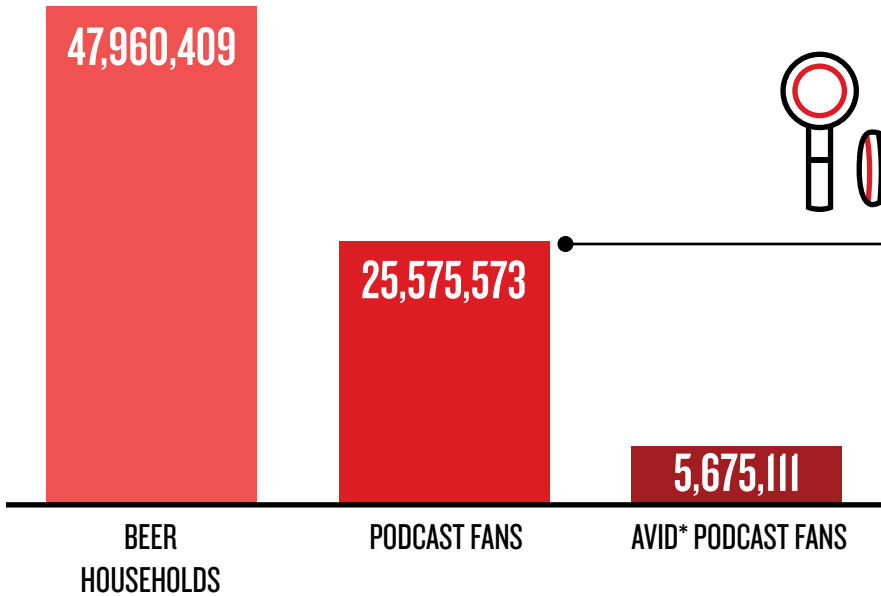
**How to Read:** There are 3,226,632 households buying baby food who are fans of Government & Organization podcasts

Source: Nielsen Homescan Panel, Fanlinks 2016 survey, Total US all outlet, Latest 52 weeks WE 06/03/17



# BEER

48 MILLION HOUSEHOLDS / 39% OF ALL HOUSEHOLDS



**53%** OF BEER HOUSEHOLDS ARE PODCAST LISTENERS

**23%** ARE AVID PODCAST FANS

	Podcast Fans	Avid* Podcast Fans
Amount Spent Per Trip	\$15.98	\$16.66
Number of Trips	7.5	7.4
Dollars Spent Annually	\$119.17	\$122.87



THE PODCASTING AUDIENCE INFLUENCES **\$3,047,776,990** OF BEER SALES ANNUALLY

**AVID PODCAST LISTENERS SPEND MORE PER YEAR ON BEER**

## MOST POPULAR BRANDS OF BEER AMONG CONSUMERS



Budweiser  
Busch  
Coors

Corona Extra  
Heineken  
Michelob

Miller  
Modelo Especial  
Natural Light

Samuel Adams  
Stella Artois  
Yuengling

Source: Nielsen AOD, Total US xAOC, Latest 52 weeks W/E 07/29/17 (sorted alphabetically)

\* An Avid fan is defined as those who consider themselves "extremely interested" in a certain genre of podcasts

# PODCAST GENRE DETAIL

## BEER CATEGORY – PODCAST FANS

Annual Spend Per Household	
TV & Film	\$125.43
Music	\$124.49
News & Politics	\$124.18
Education	\$123.92
Health	\$123.46
Comedy	\$122.98
Science & Medicine	\$121.83
Society & Culture	\$121.62
Sports & Recreation	\$121.42
Games & Hobbies	\$120.19
Technology	\$119.30
Arts	\$118.54
Business	\$116.09
Government & Organizations	\$115.13
Kids & Family	\$114.23
Religion & Spirituality	\$108.78

**How to Read:** Fans of TV & Film podcasts spend \$125.43 a year on beer per household

% of Households Buying Beer	
Arts	43.0%
Society & Culture	42.9%
Comedy	42.9%
News & Politics	42.8%
TV & Film	42.6%
Education	42.6%
Technology	42.5%
Games & Hobbies	42.5%
Business	42.4%
Kids & Family	42.4%
Science & Medicine	42.4%
Music	42.3%
Health	42.3%
Sports & Recreation	42.2%
Religion & Spirituality	42.0%
Government & Organizations	41.2%

**How to Read:** Beer is bought in 43% of all households who are fans of Arts podcasts



Households Buying Beer	
Government & Organizations	7,572,868
Comedy	5,449,960
Music	5,420,815
Society & Culture	5,370,262
Technology	5,357,615
TV & Film	5,351,998
News & Politics	5,341,117
Health	5,318,938
Science & Medicine	5,307,718
Education	5,296,351
Arts	5,227,950
Games & Hobbies	5,174,086
Business	5,113,809
Kids & Family	5,044,485
Sports & Recreation	4,993,440
Religion & Spirituality	4,939,163

**How to Read:** There are 7,572,868 households buying beer who are fans of Government & Organization podcasts

Source: Nielsen Homescan Panel, Fanlinks 2016 survey, Total US all outlet, Latest 52 weeks WE 06/03/17

## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

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