



## **The State of Podcasting: Techsurvey12 Results**

Techsurvey, Jacobs Media Strategies' annual survey of radio listeners in North America, is the radio broadcasting industry's largest study. In 2016, a record 245 commercial radio stations participated, generating more than 39,500 respondents. The survey provides insights into audio entertainment, identifying key trends in podcasting, the connected car, mobile app usage, and more.

### **Key Quotes from Fred Jacobs, President of Jacobs Media:**

#### **On Techsurvey:**

"These national web-based Techsurveys have been amazingly predictive, helping participating radio navigate the changing landscape."

#### **On Podcast Growth:**

"In 2015, 21% of respondents said they had listened to a podcast in the last month. This year, that number has grown to 28%. Do we think the future is in on-demand audio? Yes, we do."

#### **On Generational Differences in Podcasting:**

"Clearly, Millennials lead the way in podcasting...for now. We expect that with so many other tech trends, from iPods to smartphones to social media, Baby Boomers will catch up."

#### **On What the Growth in Podcasting Means for Radio:**

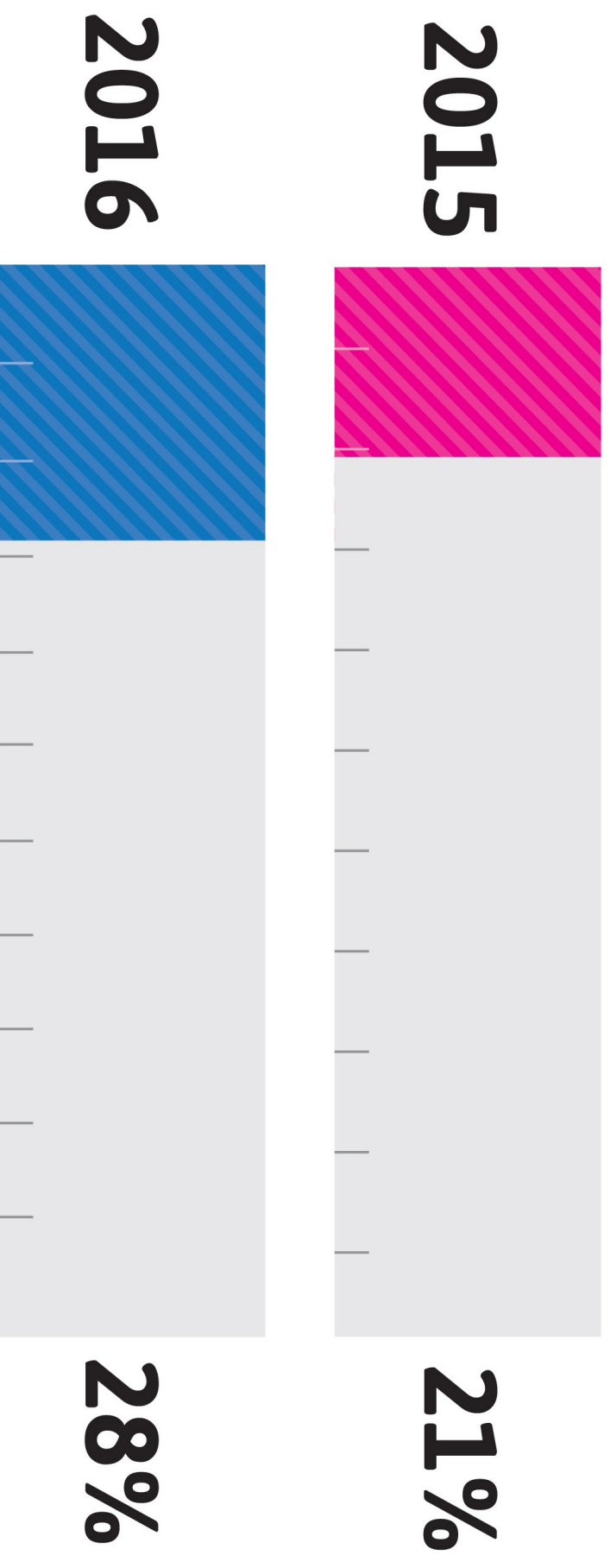
"Podcasting represents a massive opportunity for the radio business – a chance to extend brands, grow personalities, and add much-needed revenue diversification."

"Radio has all the prerequisites – production expertise, hardware and software, studios, sales people, and distribution. Podcasters would kill to have broadcast radio's megaphone."

#### **About Jacobs Media:**

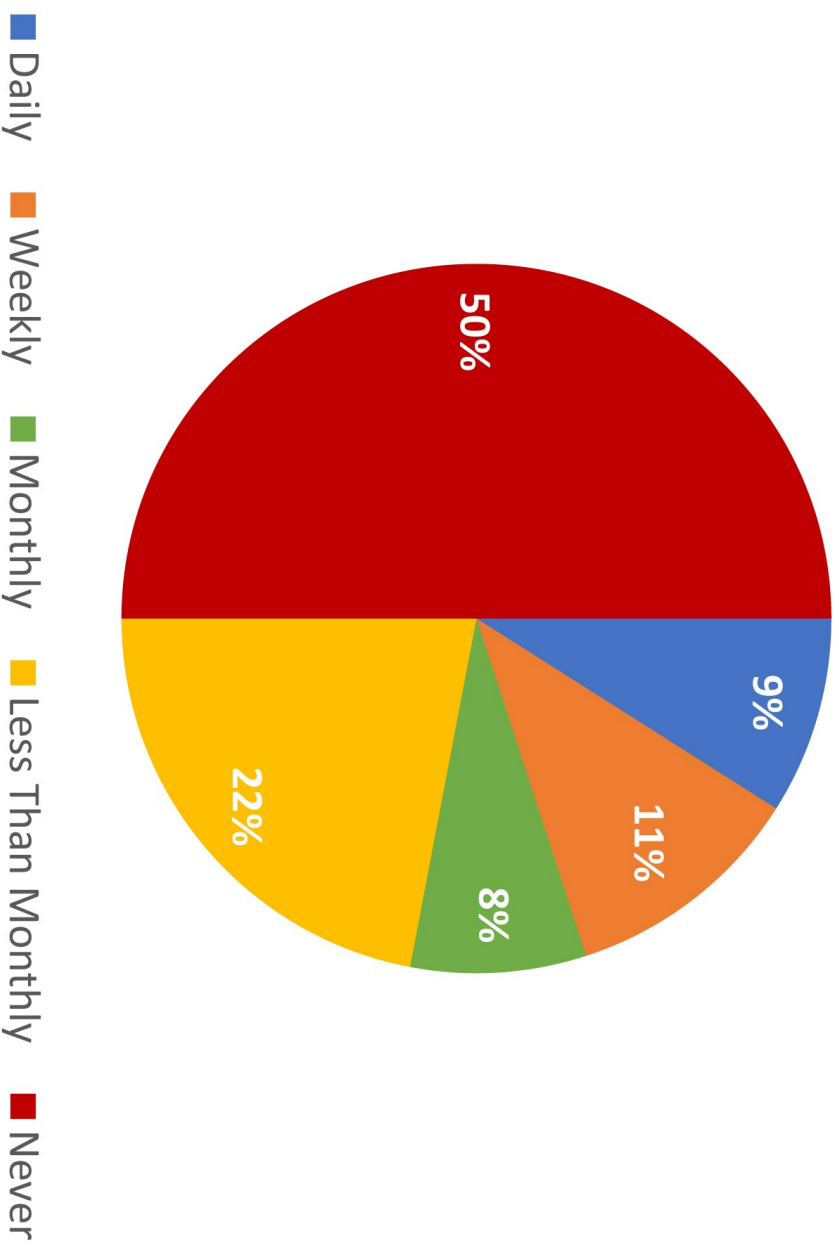
Jacobs Media is a leading research and consulting firm for radio and television broadcasters, podcasters, and digital media companies.

## MONTHLY PODCAST LISTENING



Source: Techsurvey12 (2016)

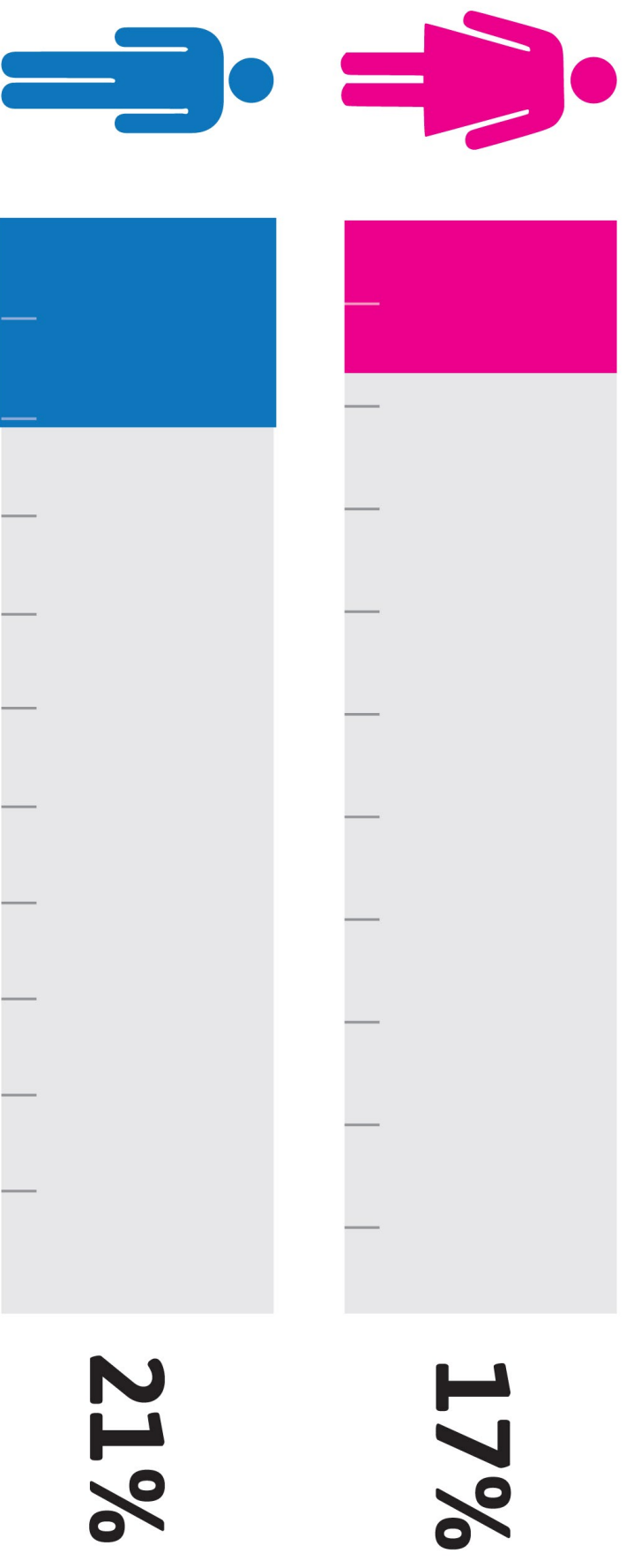
# PODCAST LISTENING FREQUENCY



Source: Techsurvey12 (2016)

# WEEKLY PODCAST LISTENING

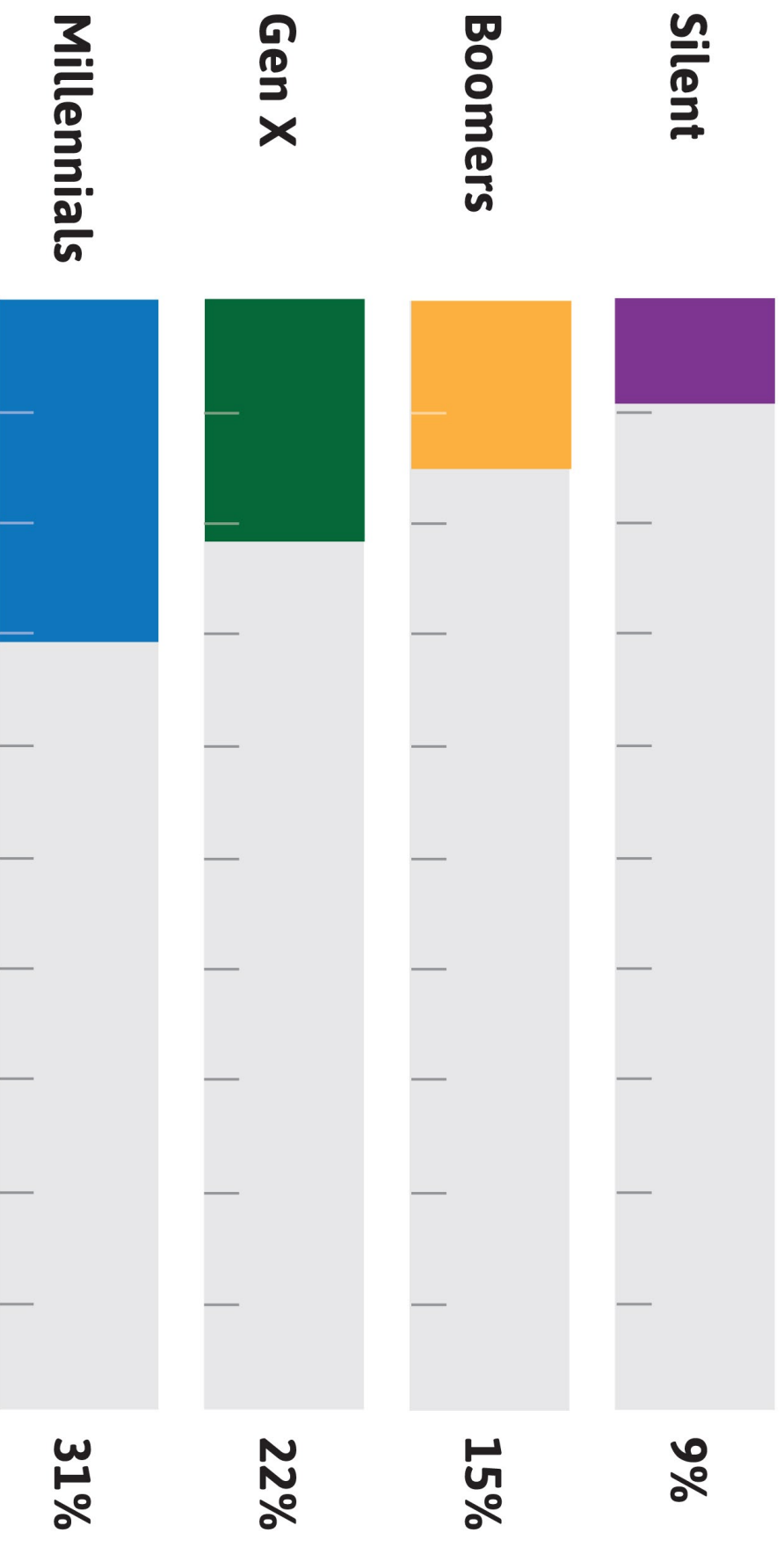
By Gender



Source: Techsurvey12 (2016)

# WEEKLY PODCAST LISTENING

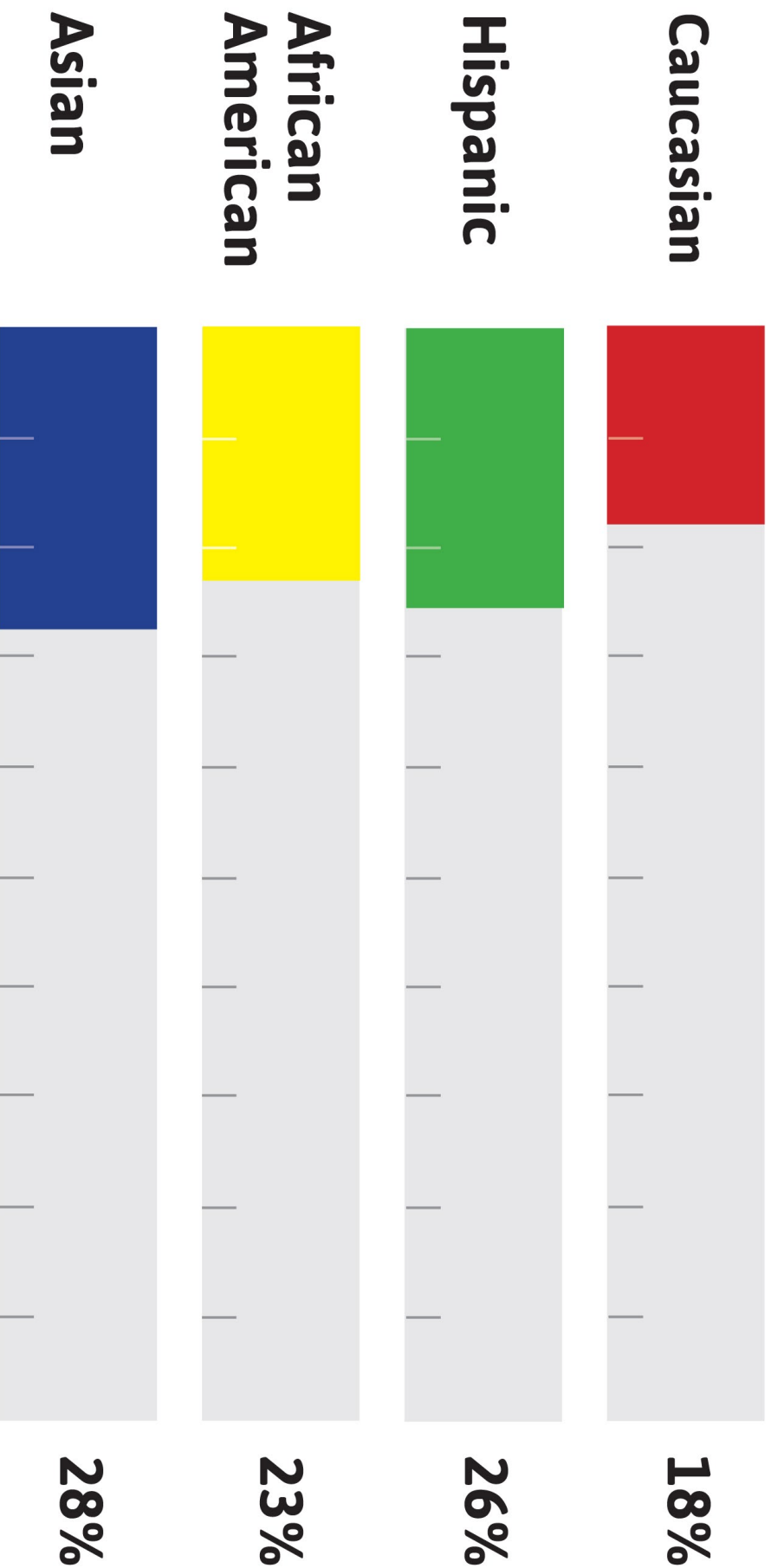
By Generation



Source: Techsurvey12 (2016)

# WEEKLY PODCAST LISTENING

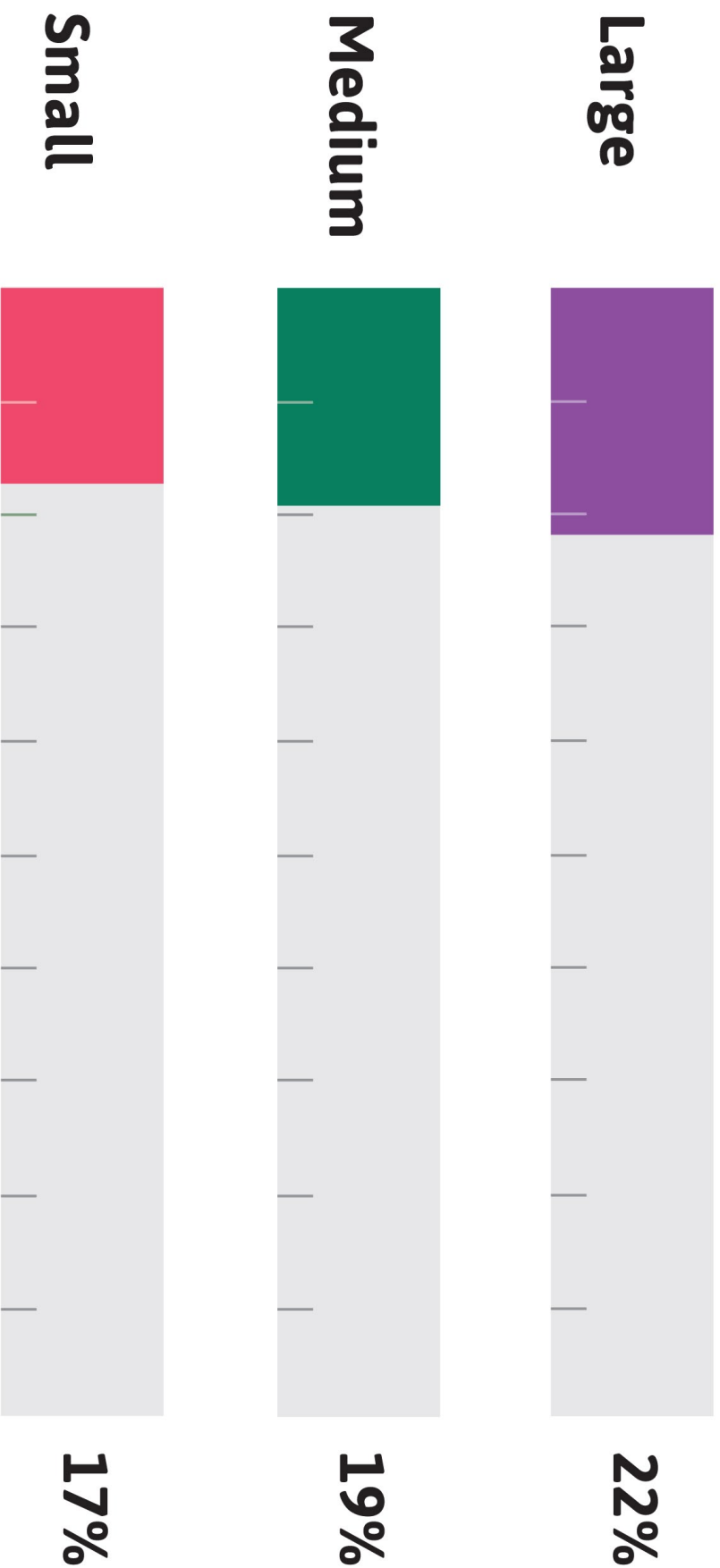
By Ethnicity



Source: Techsurvey12 (2016)

# WEEKLY PODCAST LISTENING

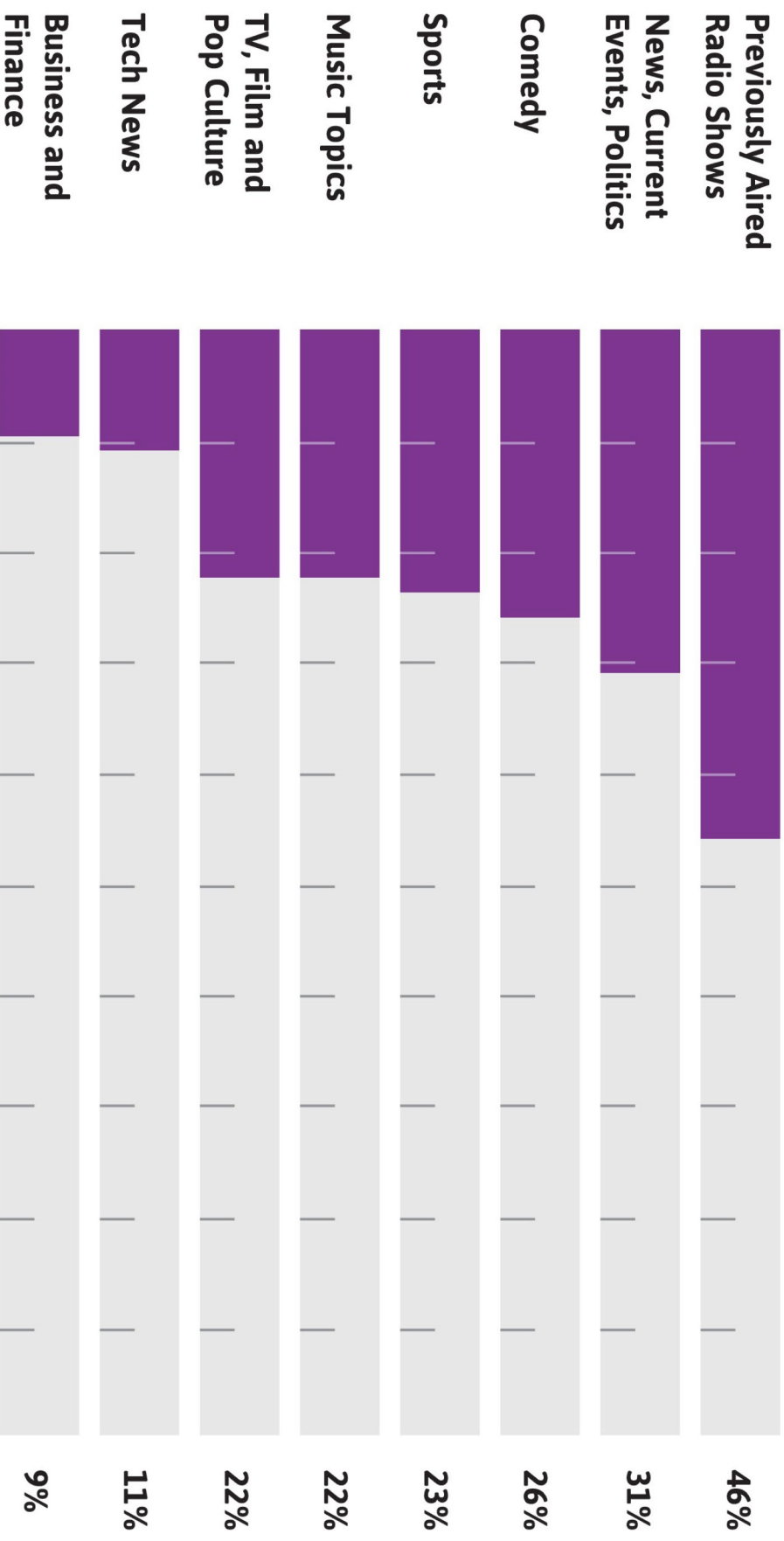
By Market Size



Source: Techsurvey12 (2016)

# PODCAST PREFERENCES

Total

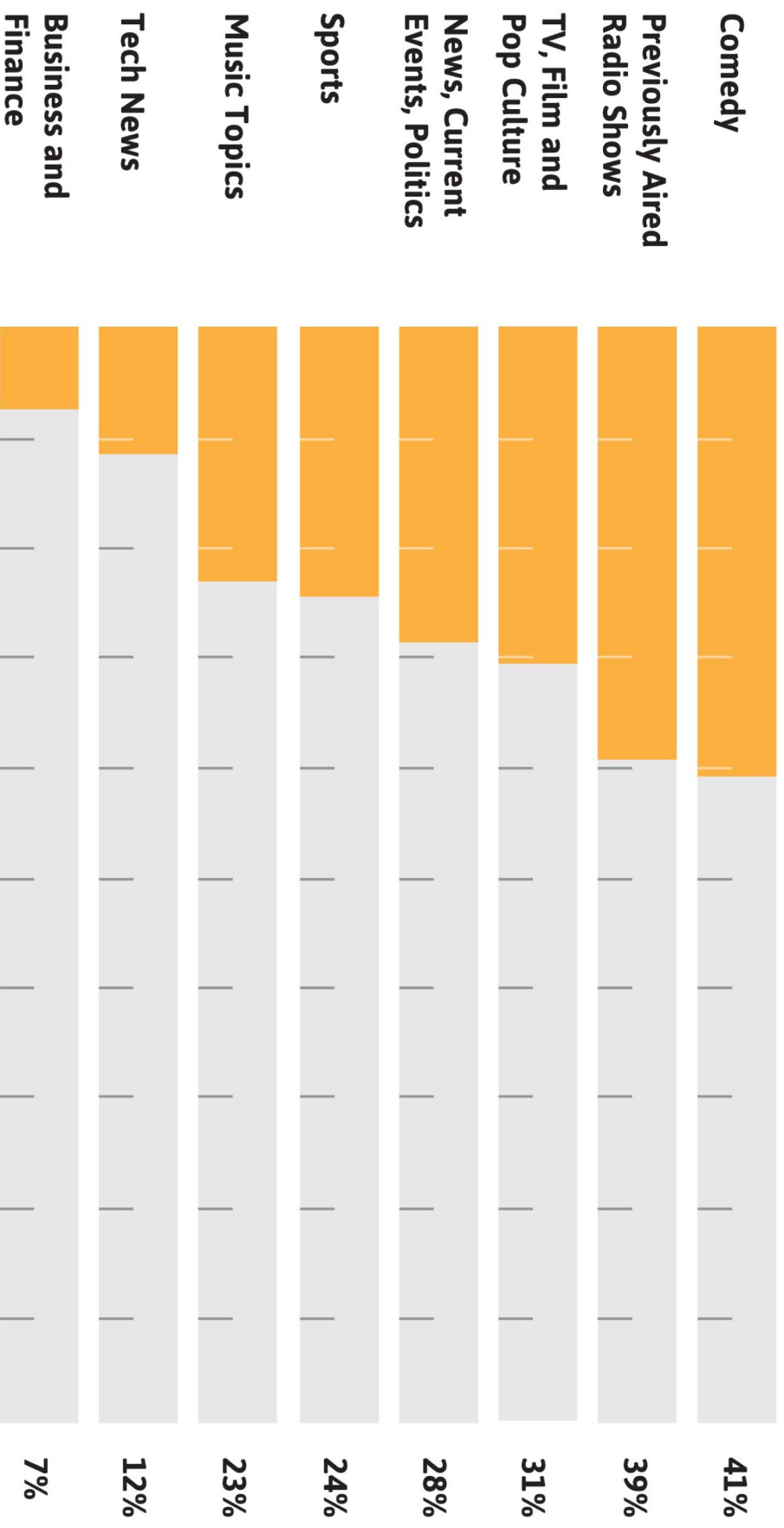


Among radio listeners who listen to podcasts monthly or more. Respondents could select multiple options. Source: Techsurvey12 (2016)



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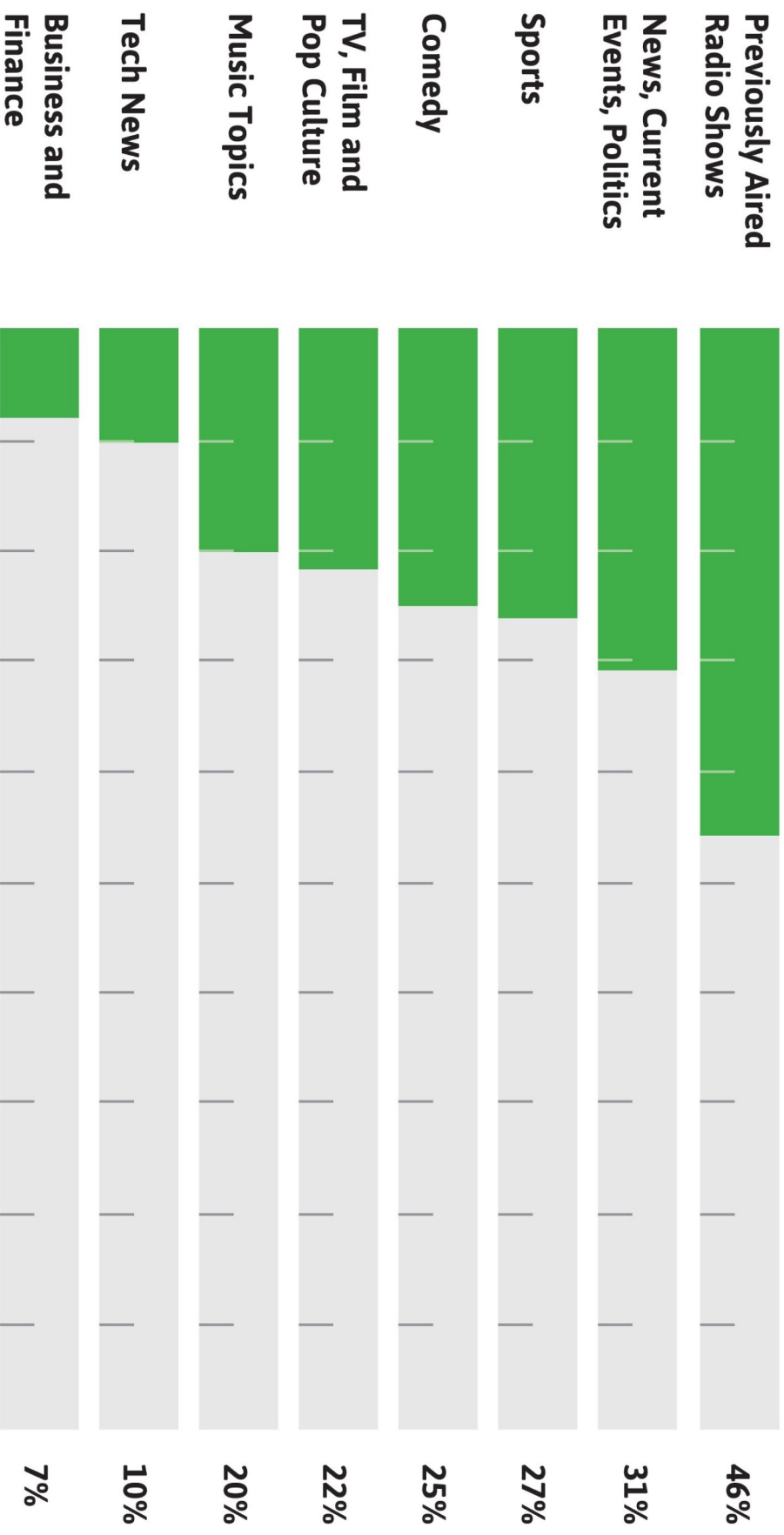
## Millennials



Among radio listeners who listen to podcasts monthly or more. Respondents could select multiple options. Source: Techsurvey12 (2016)

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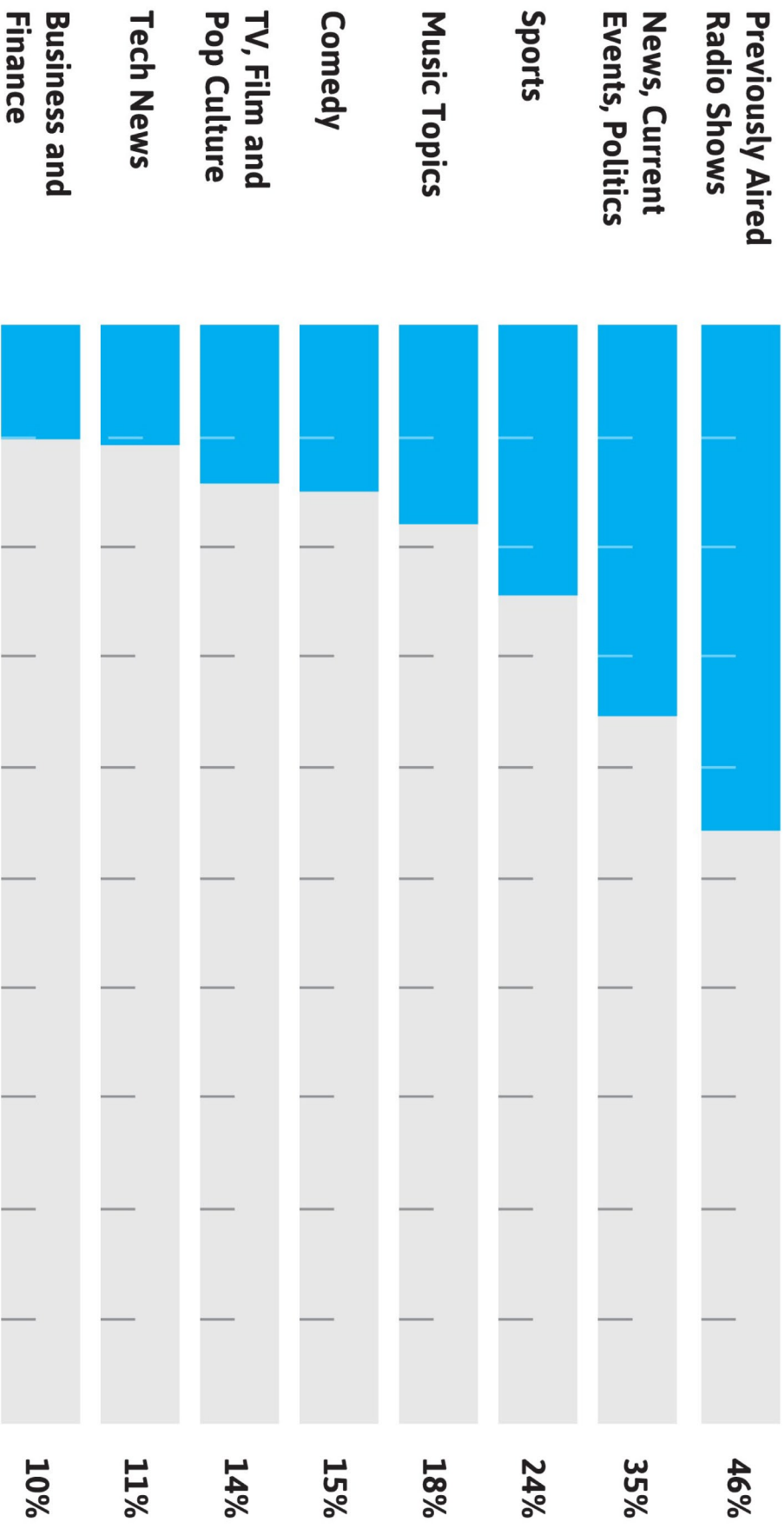
Gen X



Among radio listeners who listen to podcasts monthly or more. Respondents could select multiple options. Source: Techsurvey12 (2016)

# PODCAST PREFERENCES

Baby Boomers



Among radio listeners who listen to podcasts monthly or more. Respondents could select multiple options. Source: Techsurvey12 (2016)