

# Latino Podcast Listener Report 2024



LATINO  
MEDIA  
NETWORK



libsyn



SiriusXM  
Media



# Methodology

- 2,502 online interviews of U.S. Hispanic/Latino adults age 18+
- Conducted in November 2024
- Data weighted to U.S. Census and Infinite Dial 2024
- Survey offered in both English and Spanish
- Trended with the *Latino Podcast Listener Report* 2020, 2021, 2022, 2023 editions



# The Latino Podcast Listener Report 2024: Fact Sheet

*From 2020 to 2023*

**The U.S. Latino Population has increased**

*An estimated 3.1 million people increase*



*Source: U.S. Census Bureau*

*Since 2020*

The number of Latinos that listen to **podcasts monthly** has increased



*From 2021 to 2024*

The number of Latinos that watch **video podcasts** has increased



*Since 2020,*

The **time Latinos spend with podcasts** each week has increased



# U.S. Latino Podcast Listening

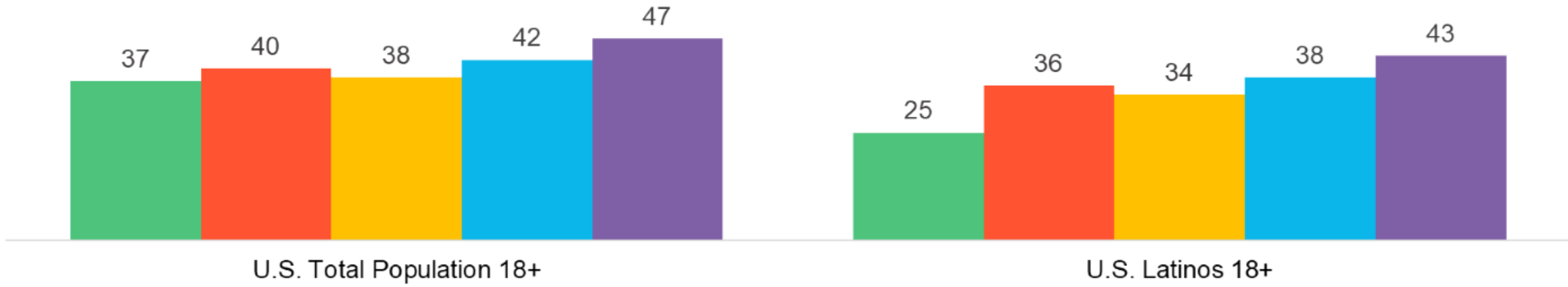


**Latino Podcast Listener Report 2024**

# Listened to a podcast in the last month:

% saying yes

■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024



Source: The Infinite Dial 2024

# Listened to a podcast in the last week:

% saying yes

■ 2020 ■ 2021 ■ 2022 ■ 2023 ■ 2024

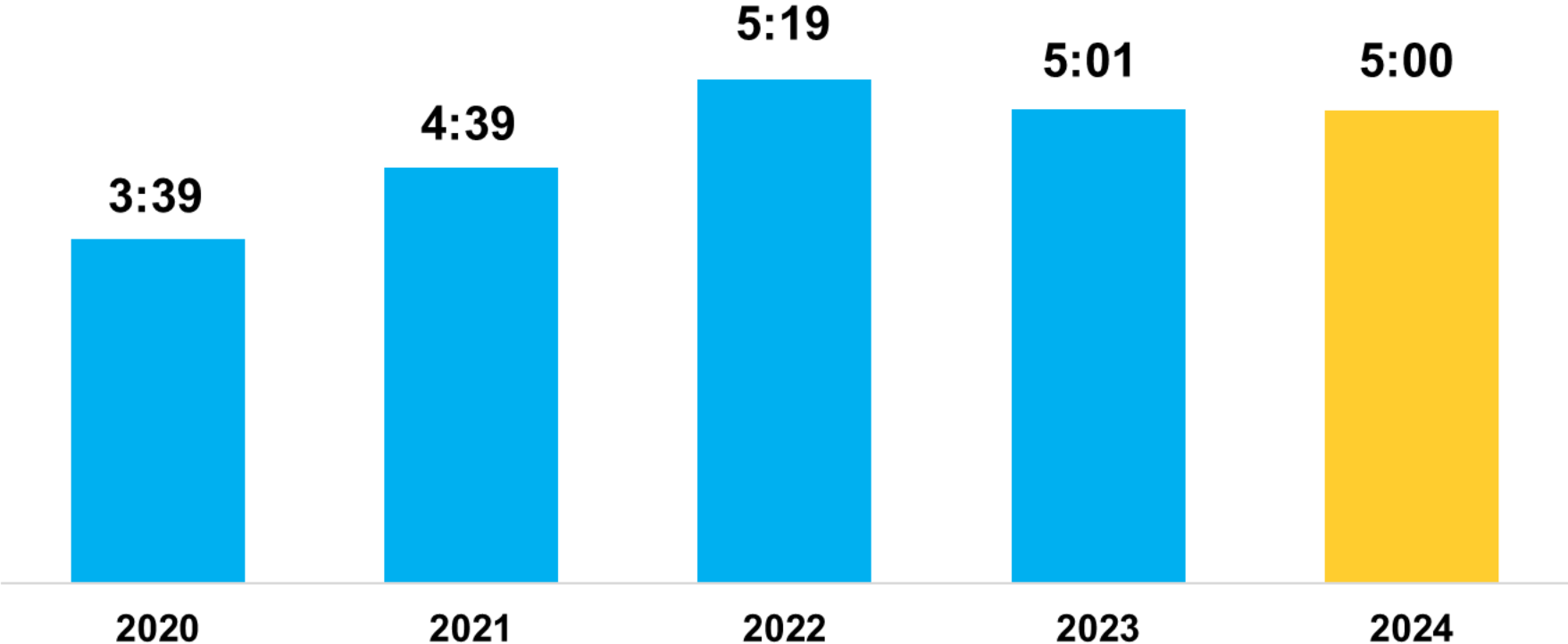


Source: The Infinite Dial 2024

# Time spent listening to podcasts in the last week

Average Time in Hours : Minutes

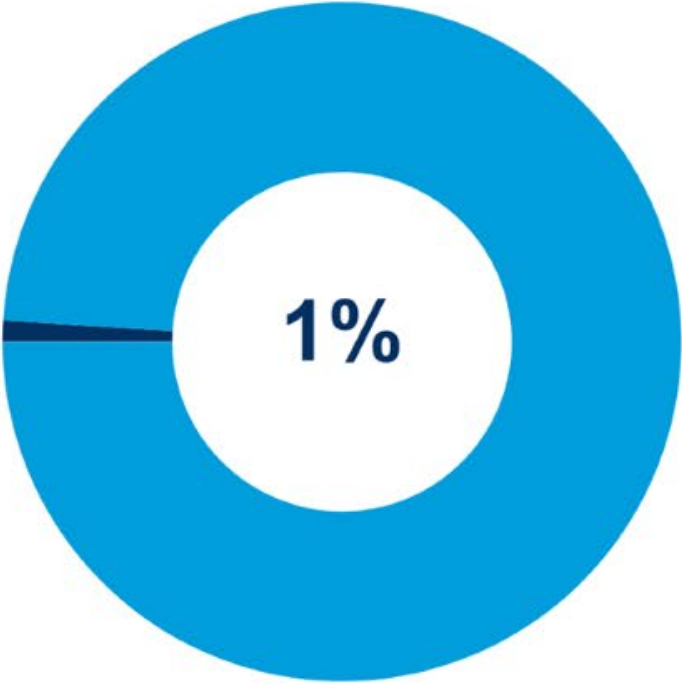
Base: U.S. Weekly Latino Podcast Listeners



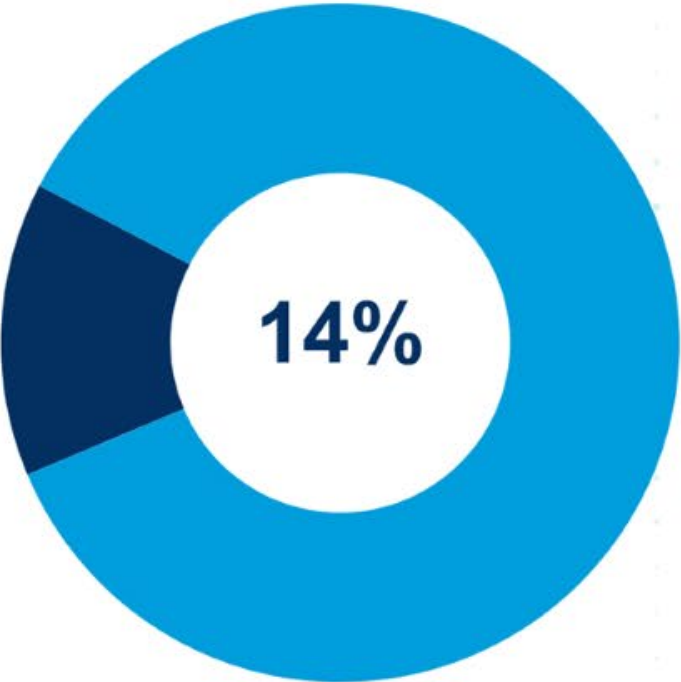
# Share of Time Spent Listening to Podcasts Among U.S. Latinos

U.S. Latinos age 13+

2014



2024



How to Read: In 2024, U.S. Latinos age 13+ spend 14% of their total daily audio time listening to podcasts

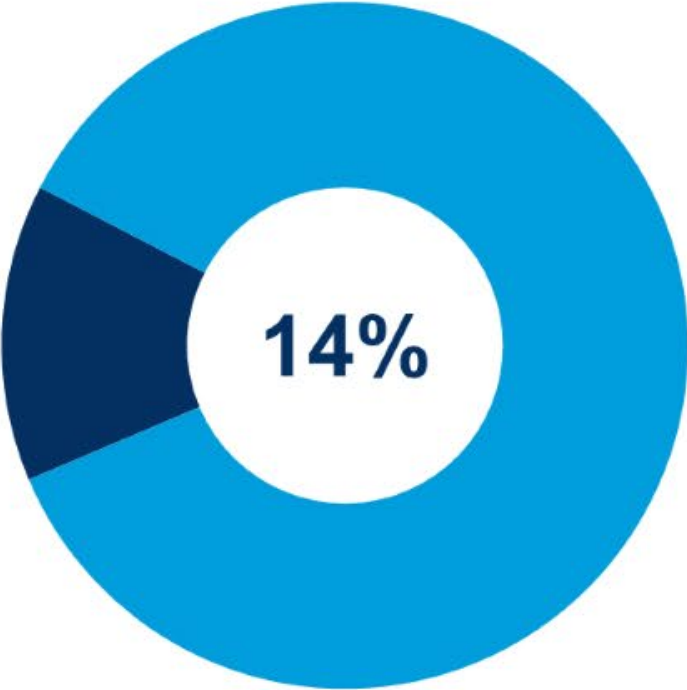
Source: Share of Ear 2014-Q3 2024



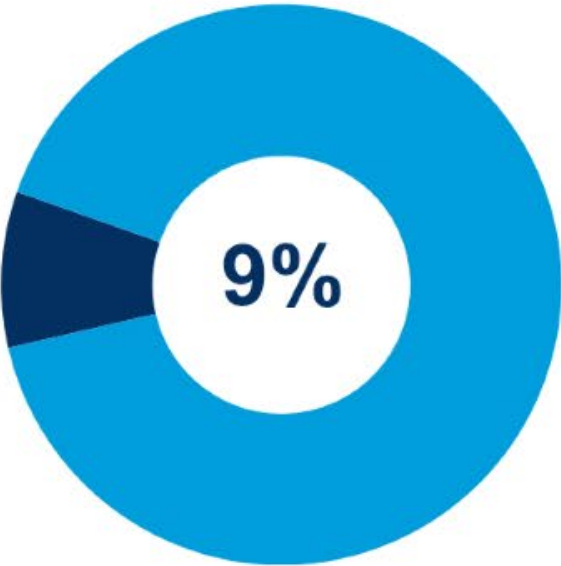


# Share of Time Spent Listening to Podcasts Among U.S. Latinos

U.S. Latinos  
age 13+



Non-Latino  
U.S. Population 13+



*How to Read: Charts are different in size to represent the difference between the average time spent with audio among U.S. Latinos (4 hours and 42 minutes) and the U.S. Non-Latino population (3 hours and 54 minutes)*

Source: Share of Ear 2014-Q3 2024





**U.S. Latinos age 13+**  
**Spend an average of**

**4<sub>hr</sub> 42<sub>min</sub>**

Listening to audio each day

**40<sub>min</sub>** Listening to [podcasts](#) each day

**Non-Latino  
Population age 13+**  
**Spend an average of**

**3<sub>hr</sub> 54<sub>min</sub>**

Listening to audio each day

**21<sub>min</sub>** Listening to [podcasts](#) each day

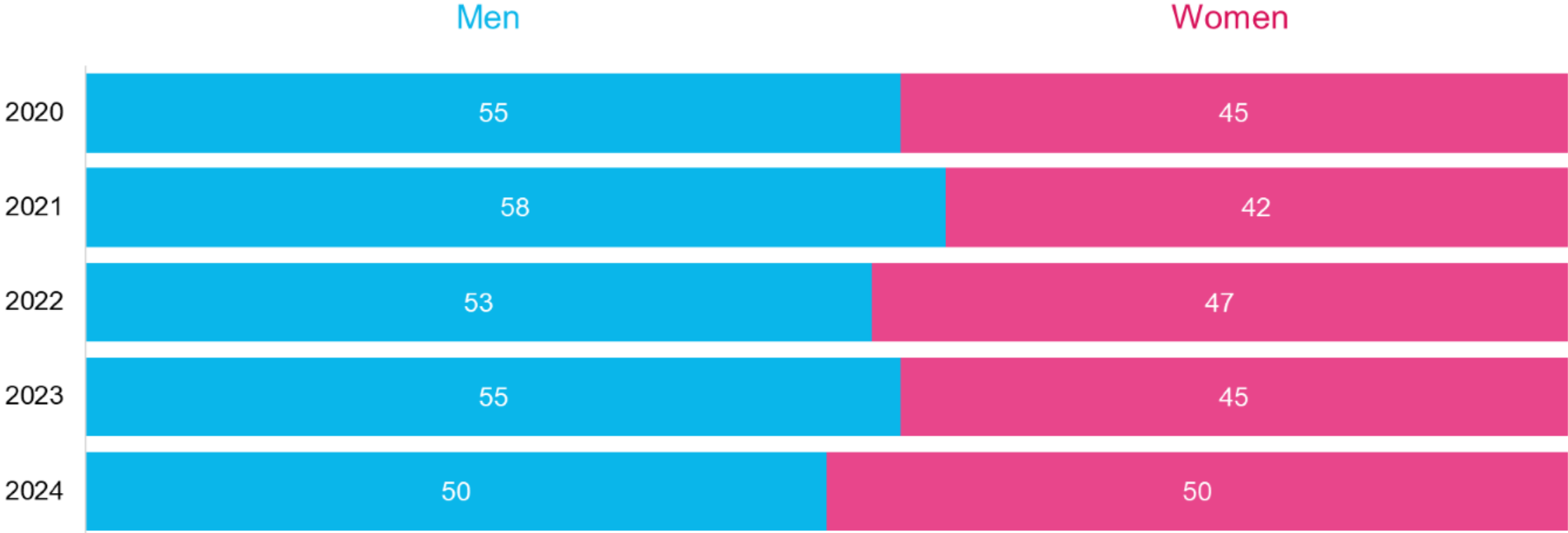
Source: Share of Ear 2014-Q3 2024

# Demographics



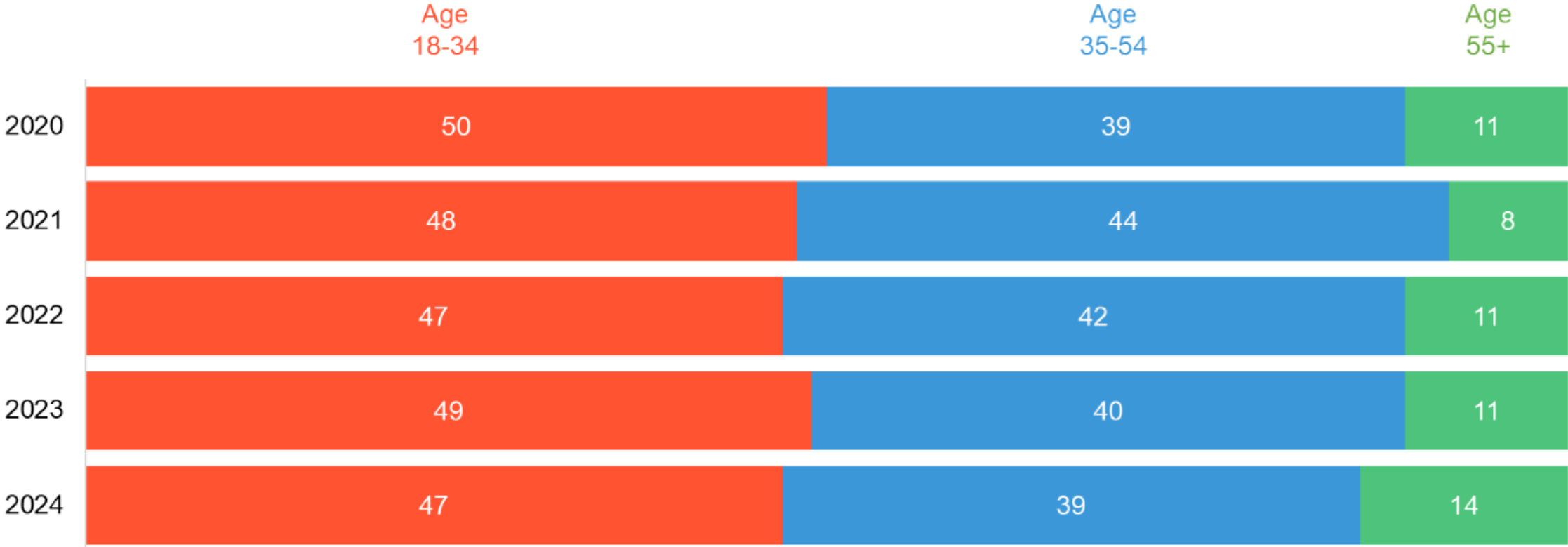
# Demographics: Gender

## U.S. Monthly Latino Podcast Listeners



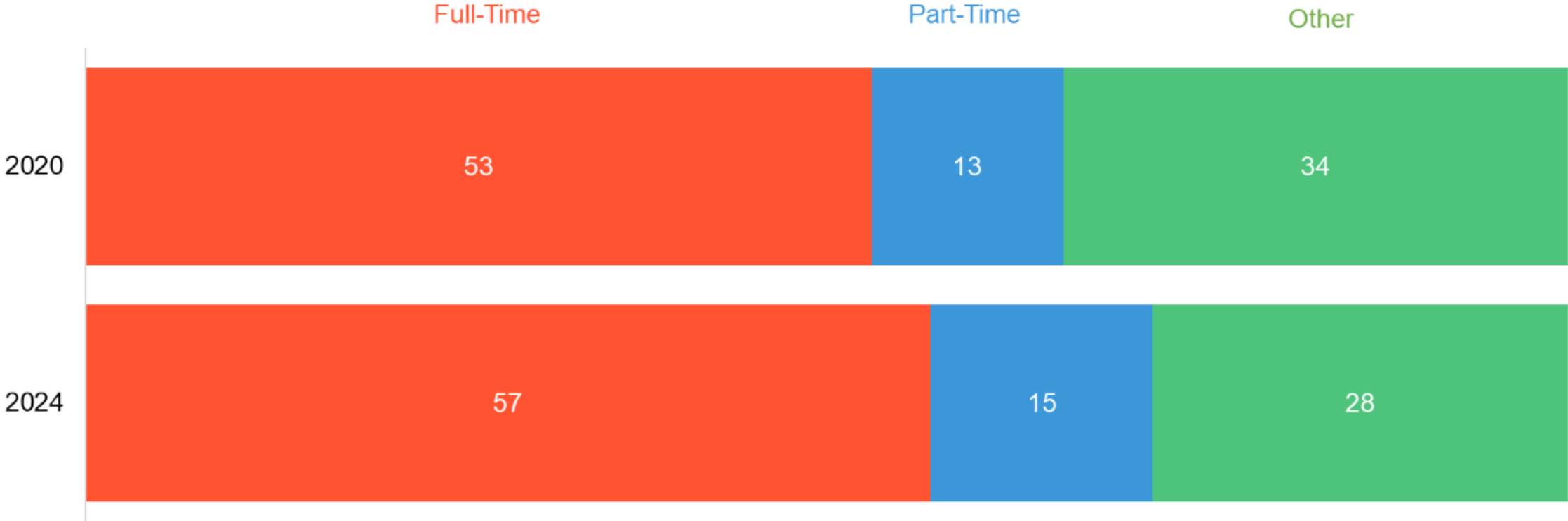
# Demographics: Age

## U.S. Monthly Latino Podcast Listeners



# Demographics: Employment

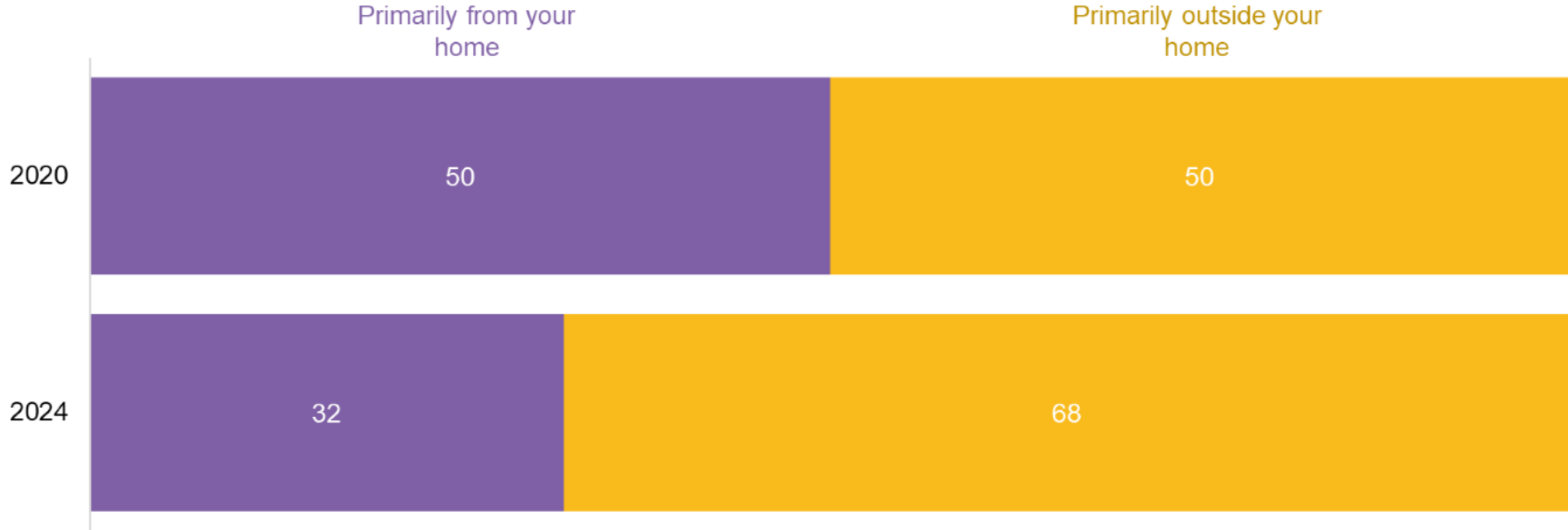
## U.S. Monthly Latino Podcast Listeners



# Demographics: Location of work

## U.S. Monthly Latino Podcast Listeners

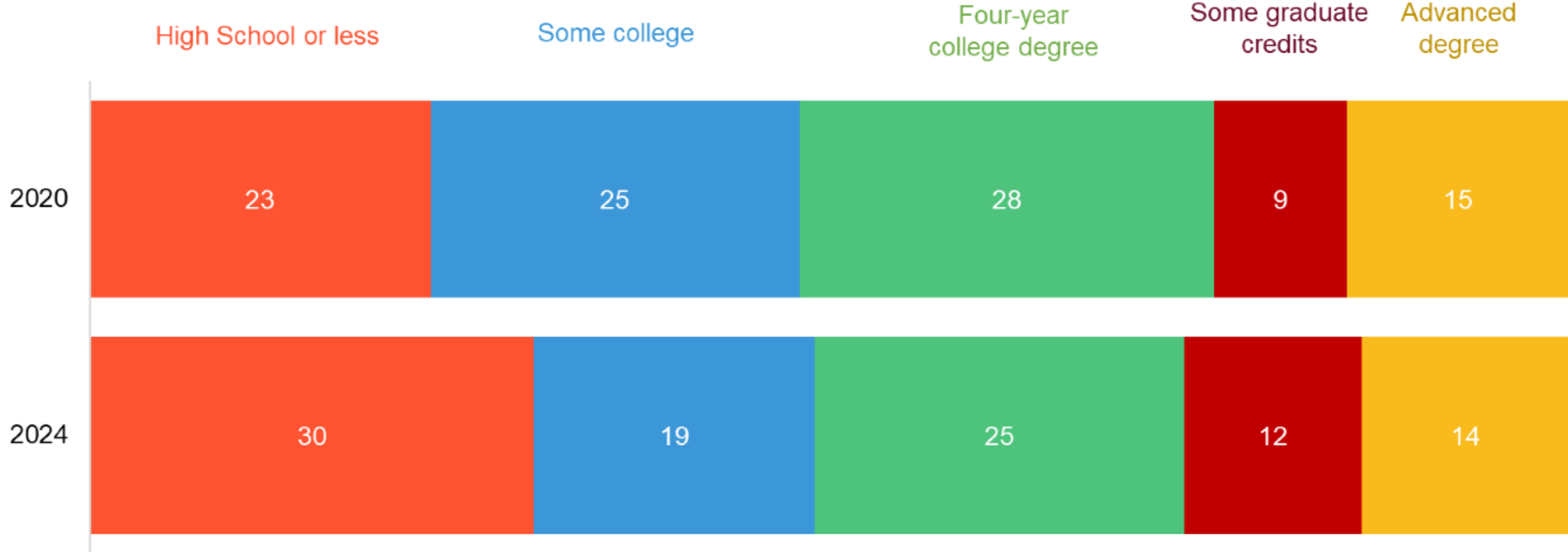
Base: Work full-time or part-time



# Demographics: Education

## U.S. Monthly Latino Podcast Listeners

Base: Among those who gave a response





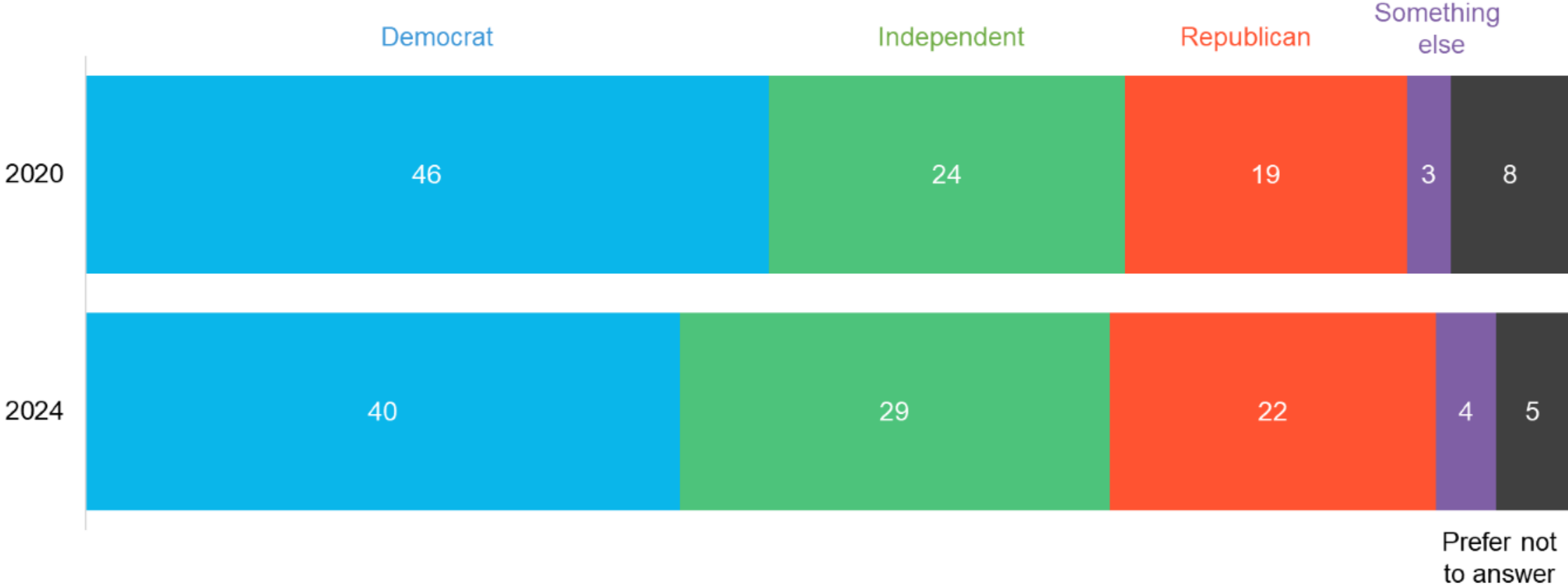
# Would you describe the area you live in as...?

U.S. Monthly Latino Podcast Listeners



# Demographics: Political affiliation

## U.S. Monthly Latino Podcast Listeners

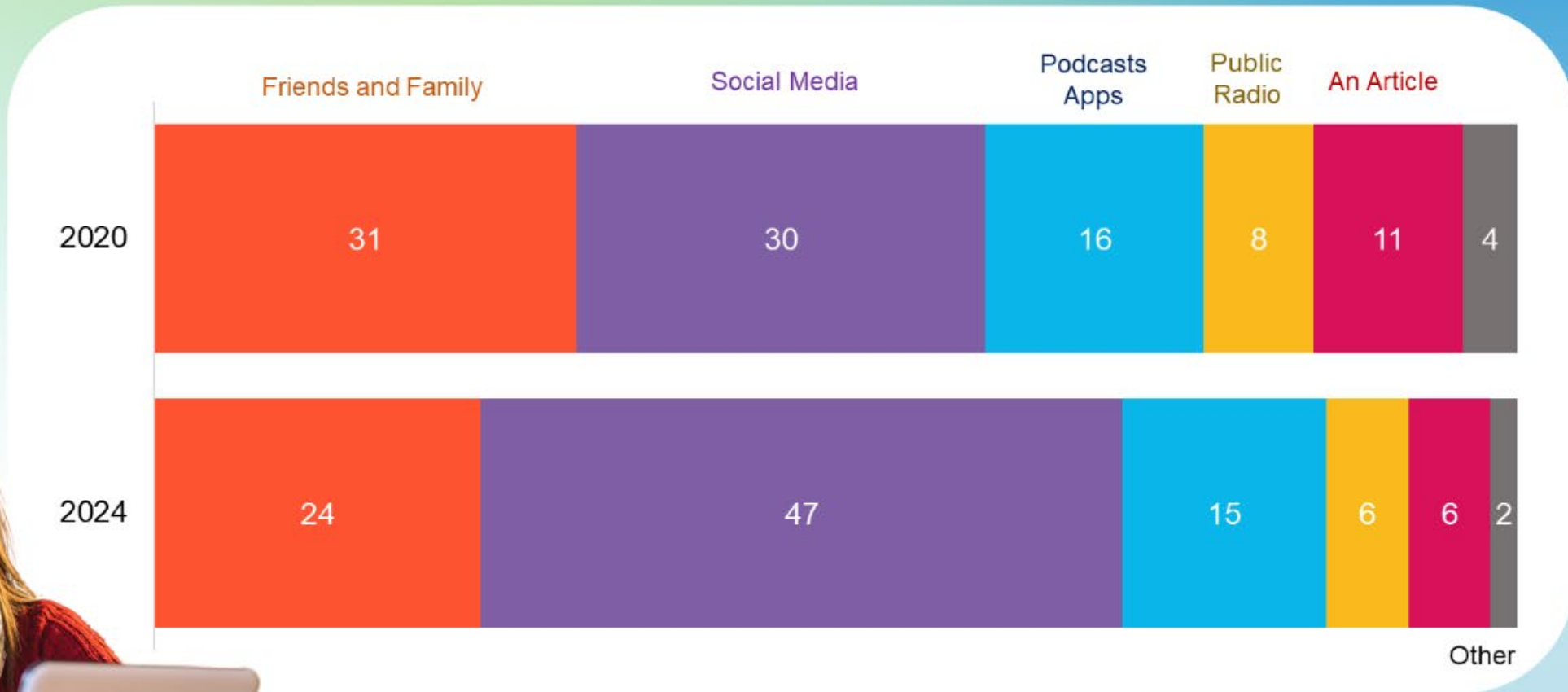


# Consumption Behaviors



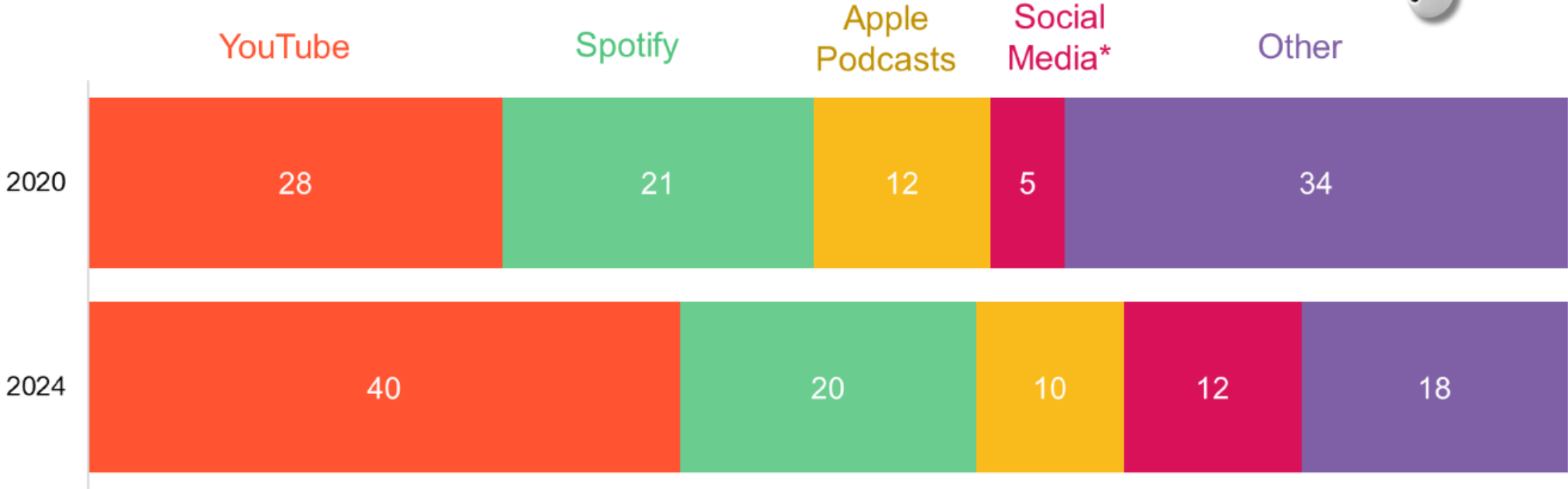
# How did you first discover podcasting?

Base: U.S. Monthly Latino Podcast Listeners



# Service used most often to listen to podcasts on:

Base: U.S. Monthly Latino Podcast Listeners



\*includes Facebook, TikTok, and Instagram



# Do you ever listen to podcasts that have...?

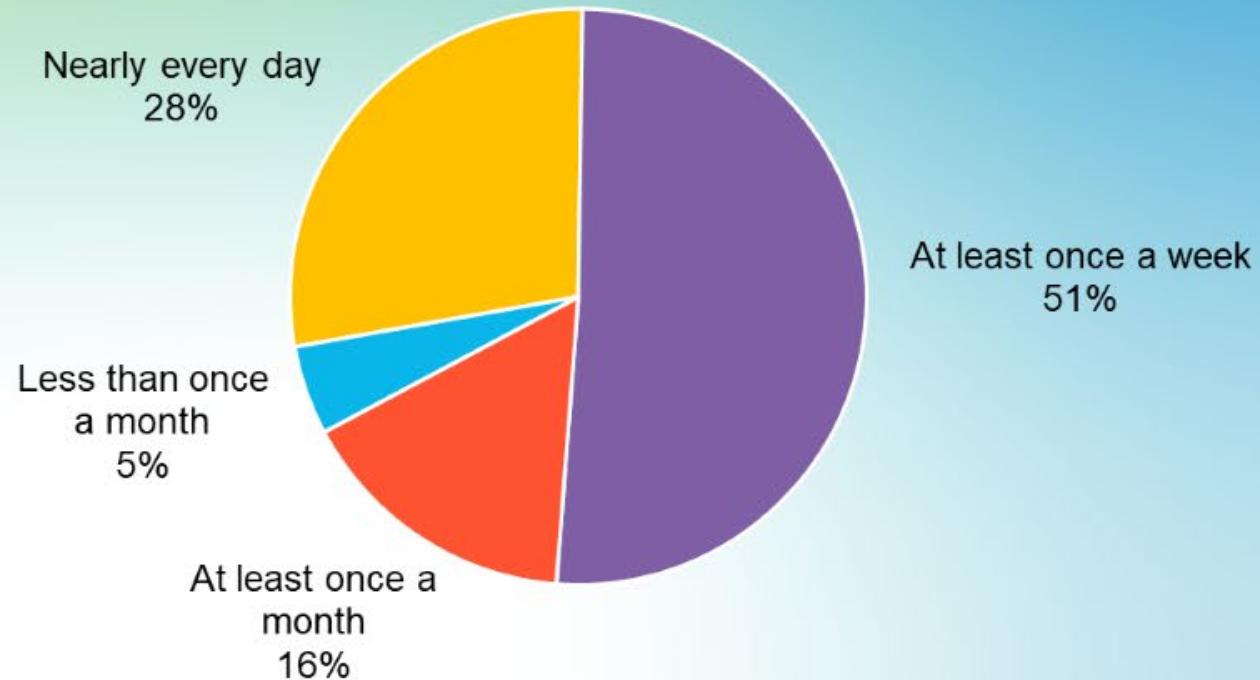
% saying yes

Base: U.S. Monthly Latino Podcast Listeners



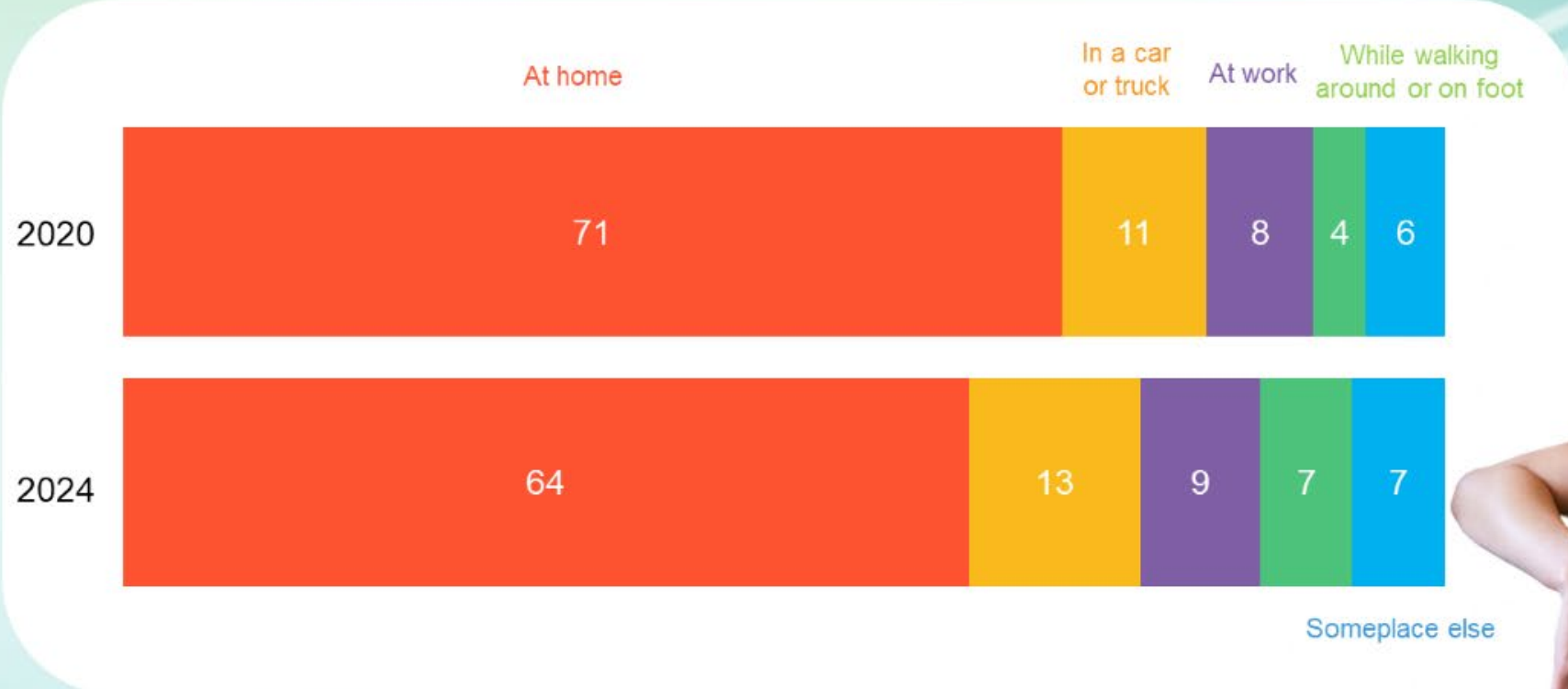
# How often do you watch or listen to video podcasts?

Base: U.S. Monthly Latino Podcast Listeners who ever watch podcasts actively or play it in the background



# Location of podcast listening most often

Base: U.S. Monthly Latino Podcast Listeners





# Top five podcasts topics ever listened to on a podcast

U.S. Monthly Latino Podcast Listeners

## 2020

1. Music
2. Comedy
3. TV & Movies
4. Society & Culture
5. Sports

## 2024

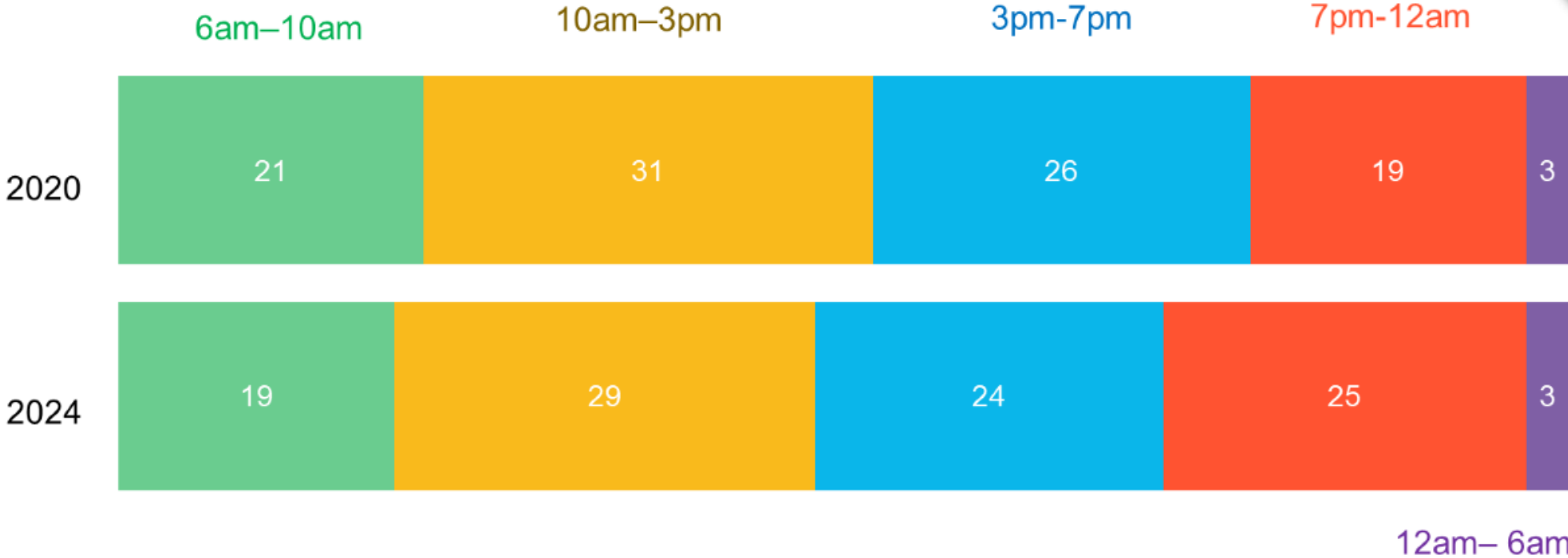
1. Comedy
2. Music
3. True Crime
4. Health & Fitness
5. Sports



# Podcast listening: Monday - Friday

When do you listen to podcasts most often during the weekdays?

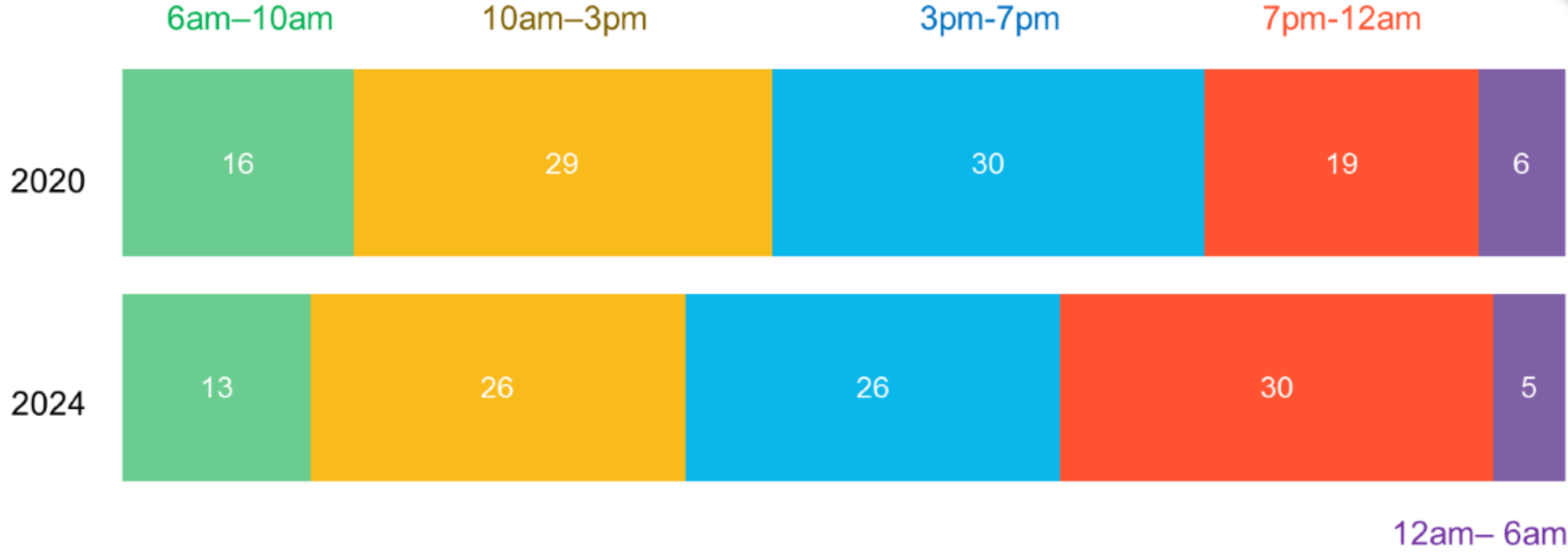
Base: U.S. Monthly Latino Podcast Listeners



# Podcast listening: Saturday - Sunday

When do you listen to podcasts most often during the weekends?

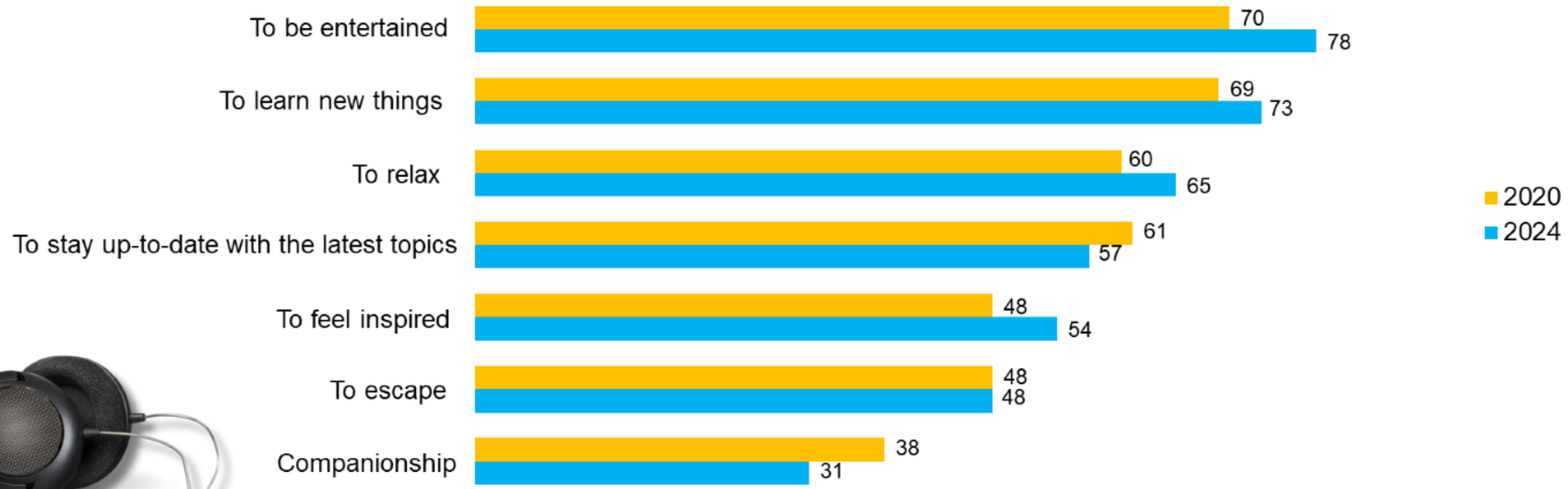
Base: U.S. Monthly Latino Podcast Listeners



# Reasons why you listen to podcasts: You listen to podcasts when you want to...?

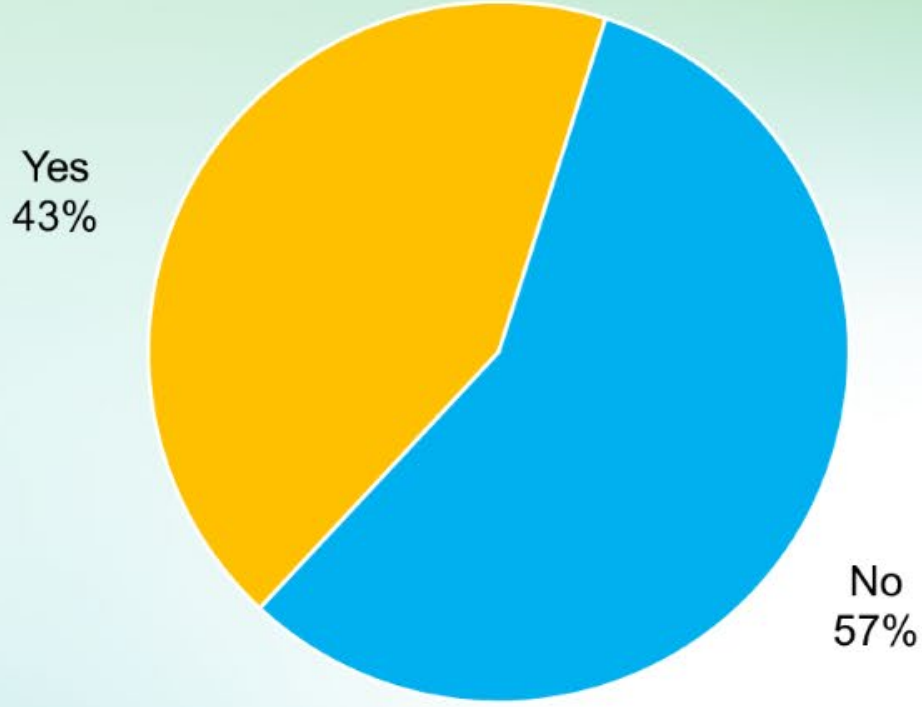
% saying 'strongly agree' or 'somewhat agree'

Base: U.S. Monthly Latino Podcast Listeners



# Do you ever listen to podcasts with other people?

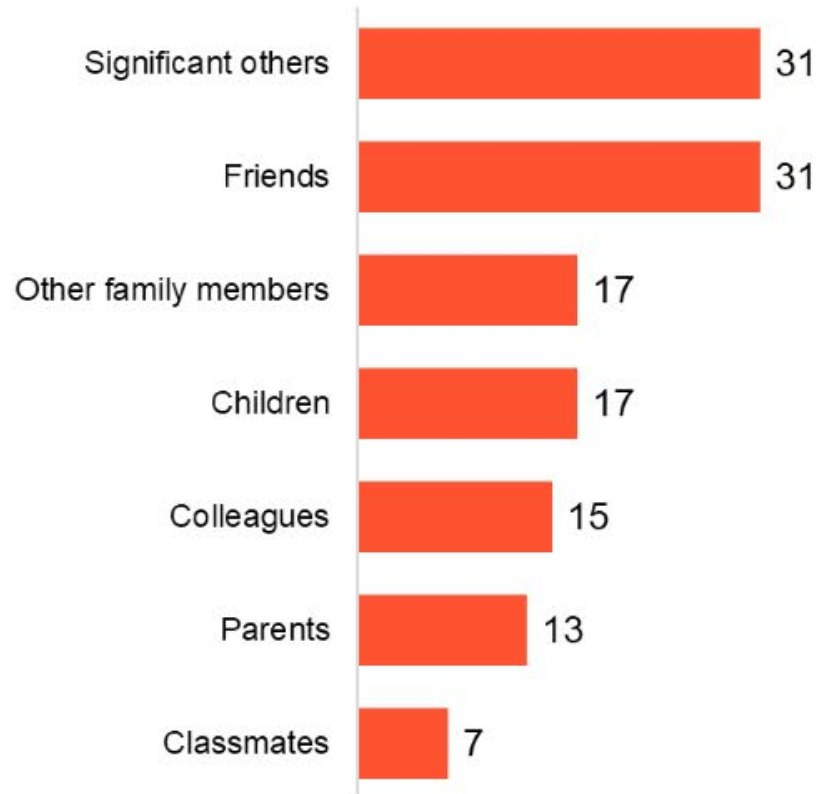
Base: U.S. Monthly Latino Podcast Listeners



# Do you ever listen to podcasts together with...?

% selecting group of people

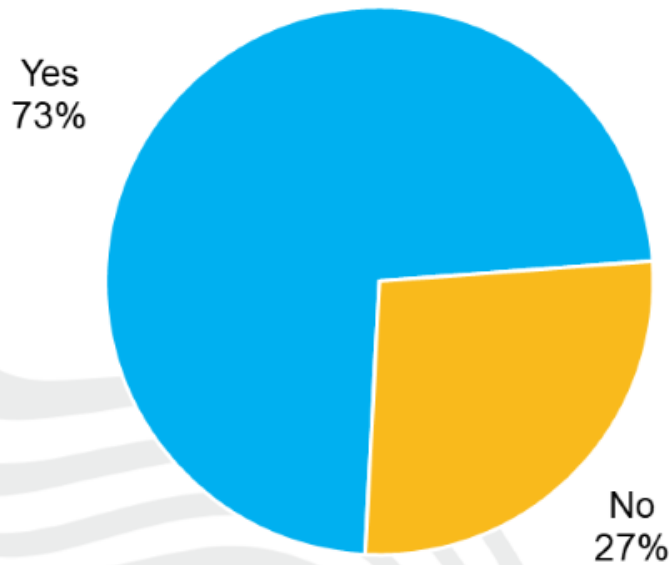
Base: U.S. Monthly Latino Podcast Listeners



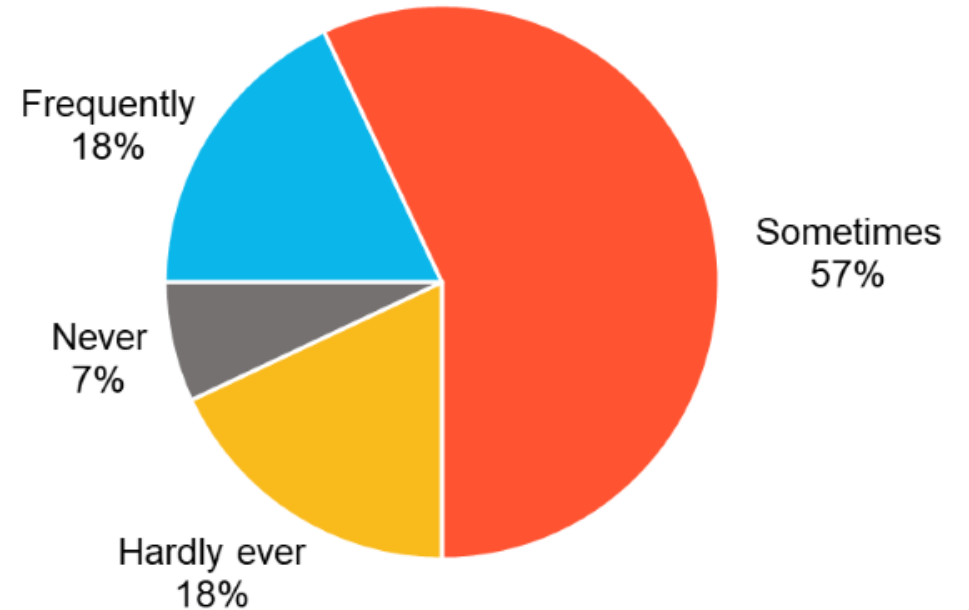
# Podcasts take on a life of their own after they're downloaded

Base: U.S. Monthly Latino Podcast Listeners

Do you ever discuss podcasts with other people?



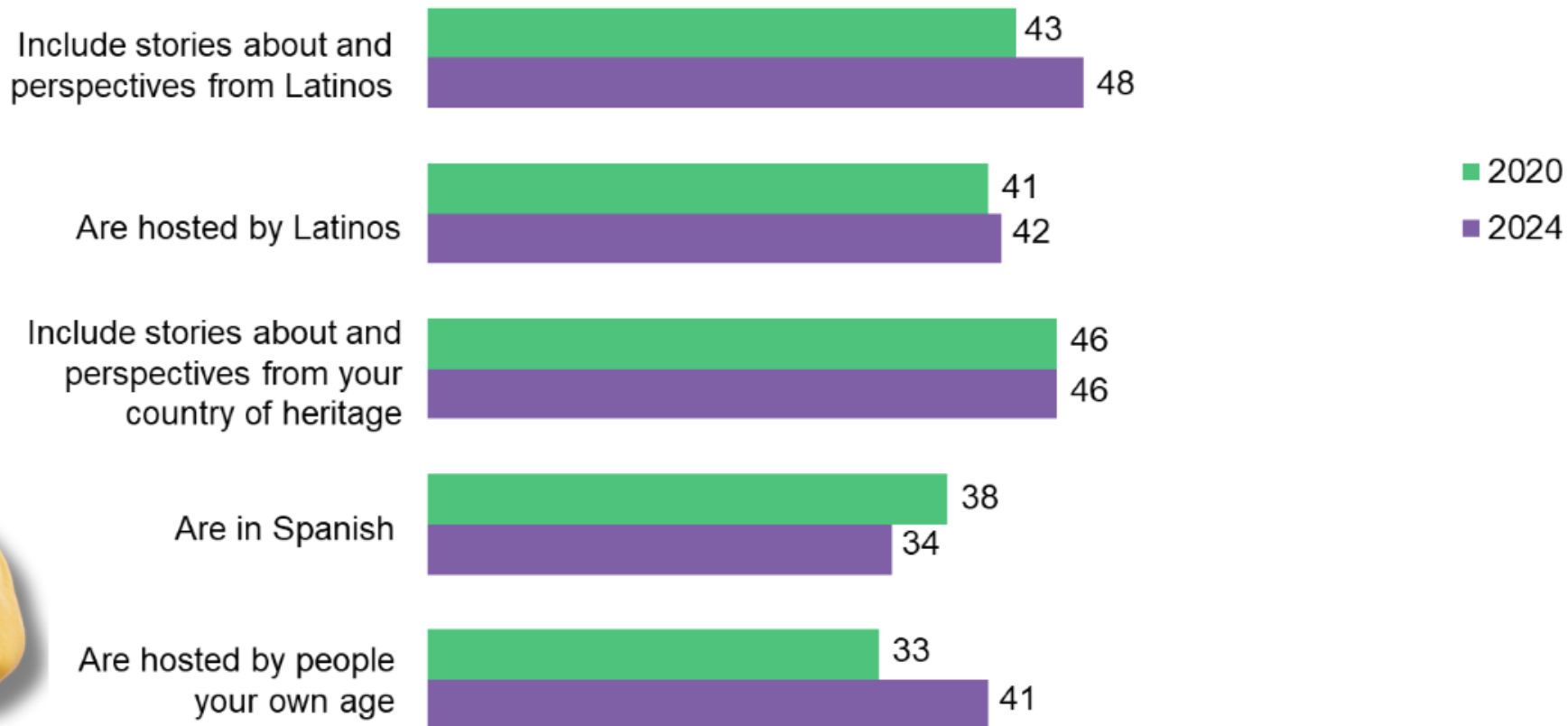
How often do you recommend podcasts to other people?



# How important is it to you that the podcasts you listen to...?

% saying 'very important' or 'somewhat important'

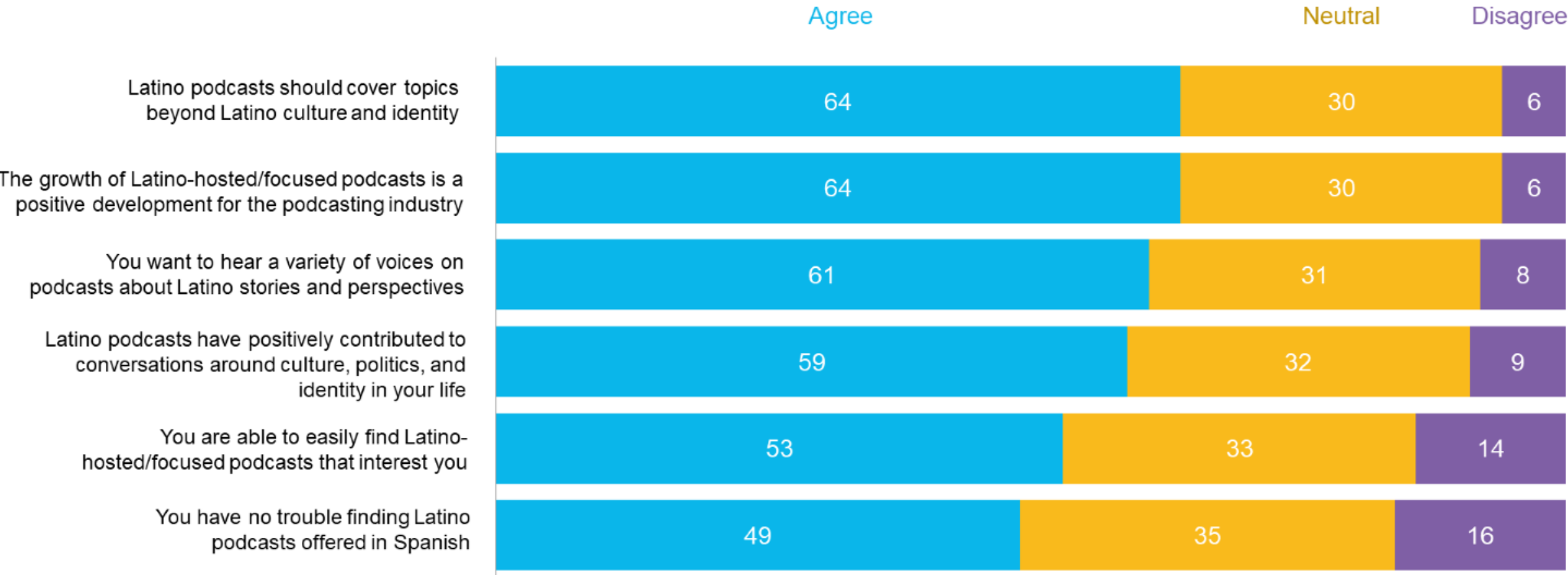
Base: U.S. Monthly Latino Podcast Listeners





# How much do you agree with the following statements about Latino-focused podcasts?

Base: U.S. Monthly Latino Podcast Listeners



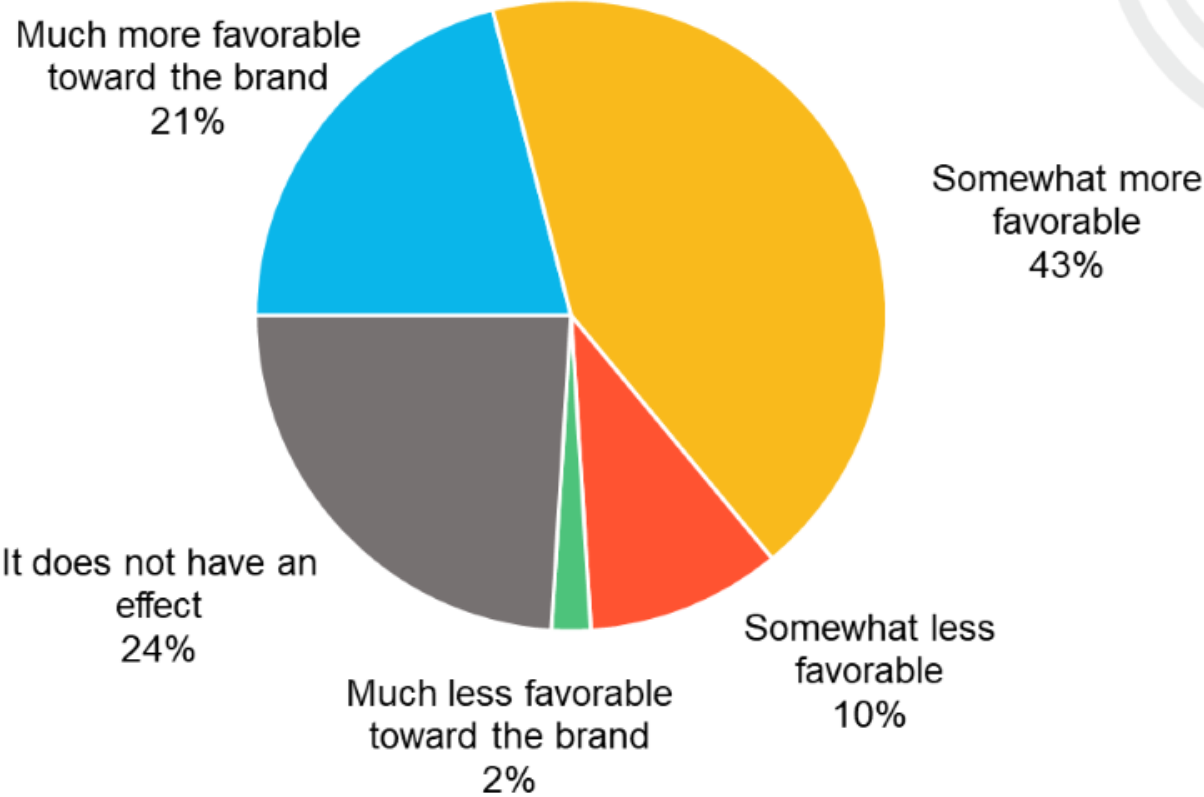
# Advertising Perceptions



# Overall, does knowing that brand advertises on podcasts hosted or produced by Latinos make you feel...?

Base: U.S. Monthly Latino Podcast Listeners

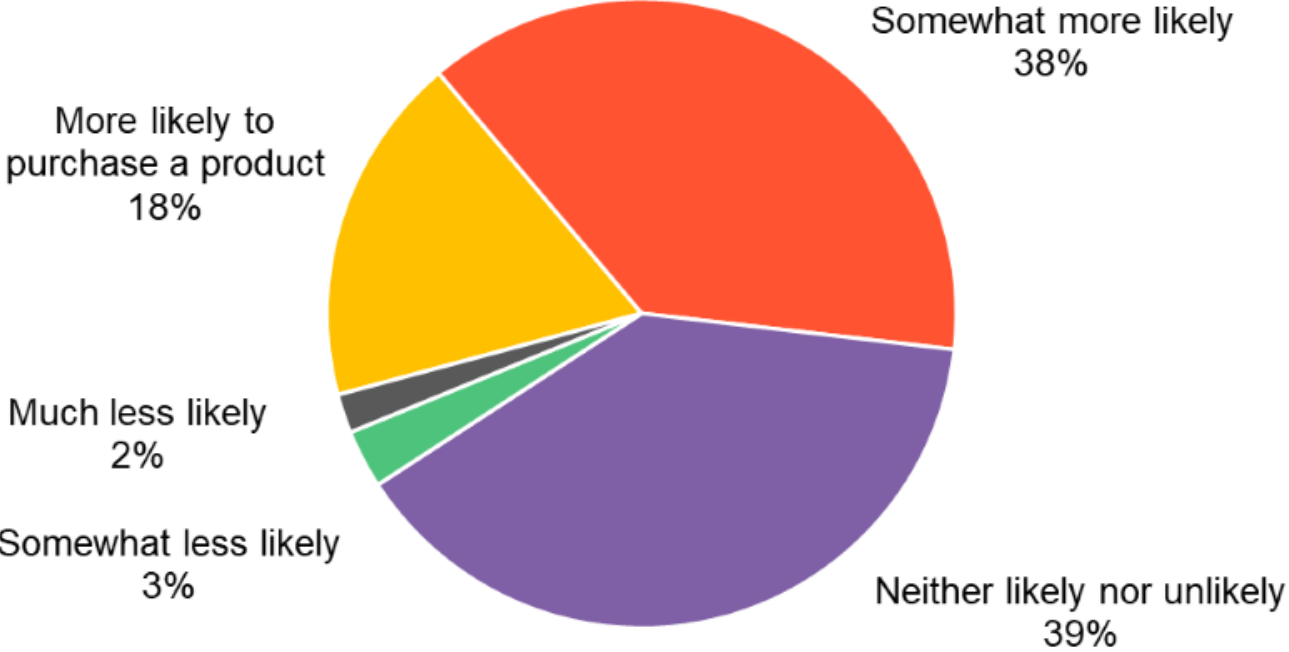
64% say more favorable



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

Base: U.S. Monthly Latino Podcast Listeners

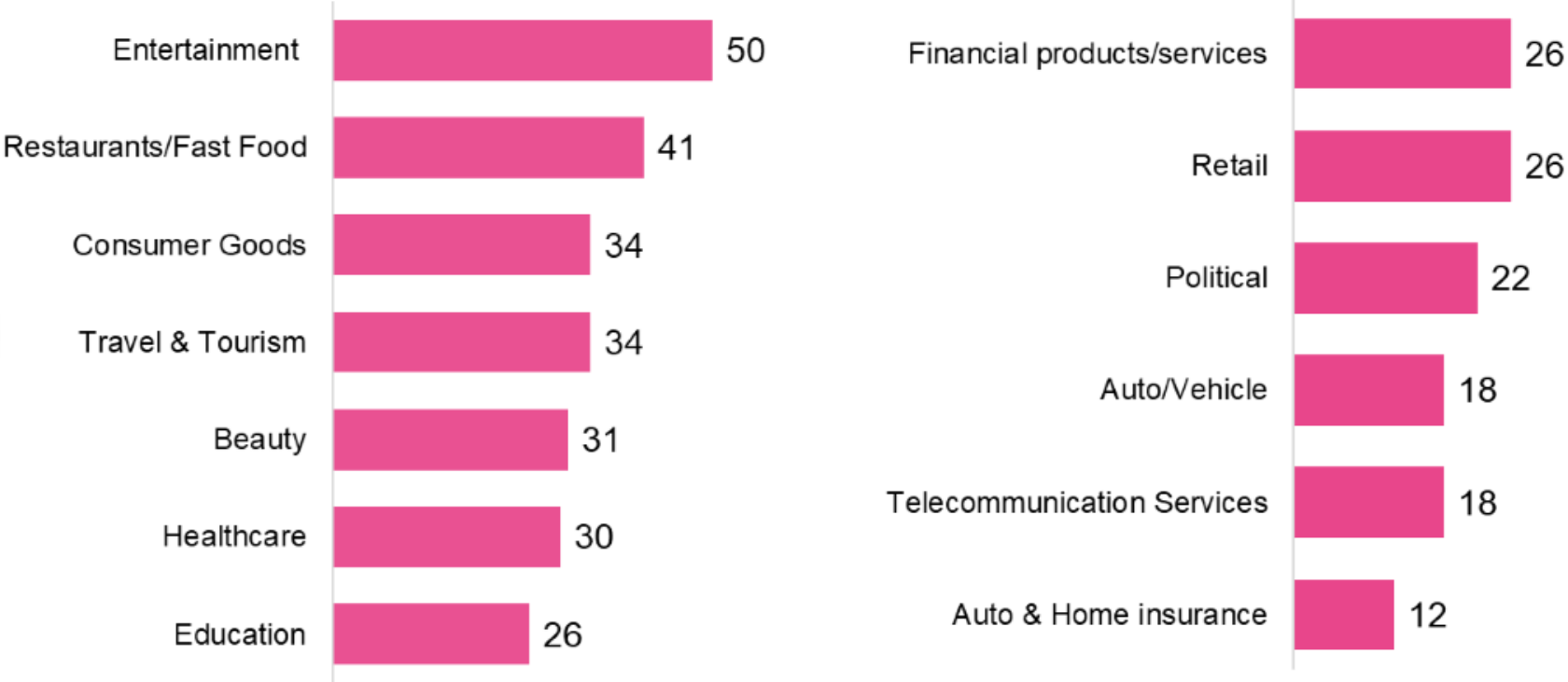
56% say 'more likely to purchase a product'



# What types of products or services would be relevant to you on podcasts ads?

% selecting service

Base: U.S. Monthly Latino Podcast Listeners



# Spanish Podcast Listening

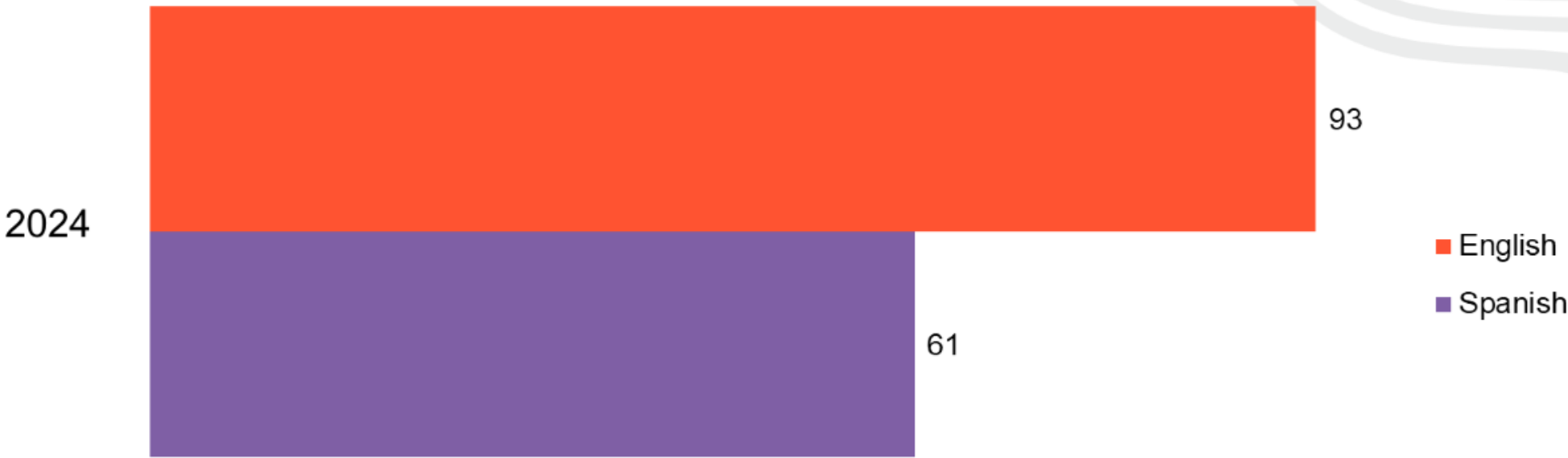


**Latino Podcast Listener Report 2024**

# Have you ever listened to a podcast that was mostly in...?

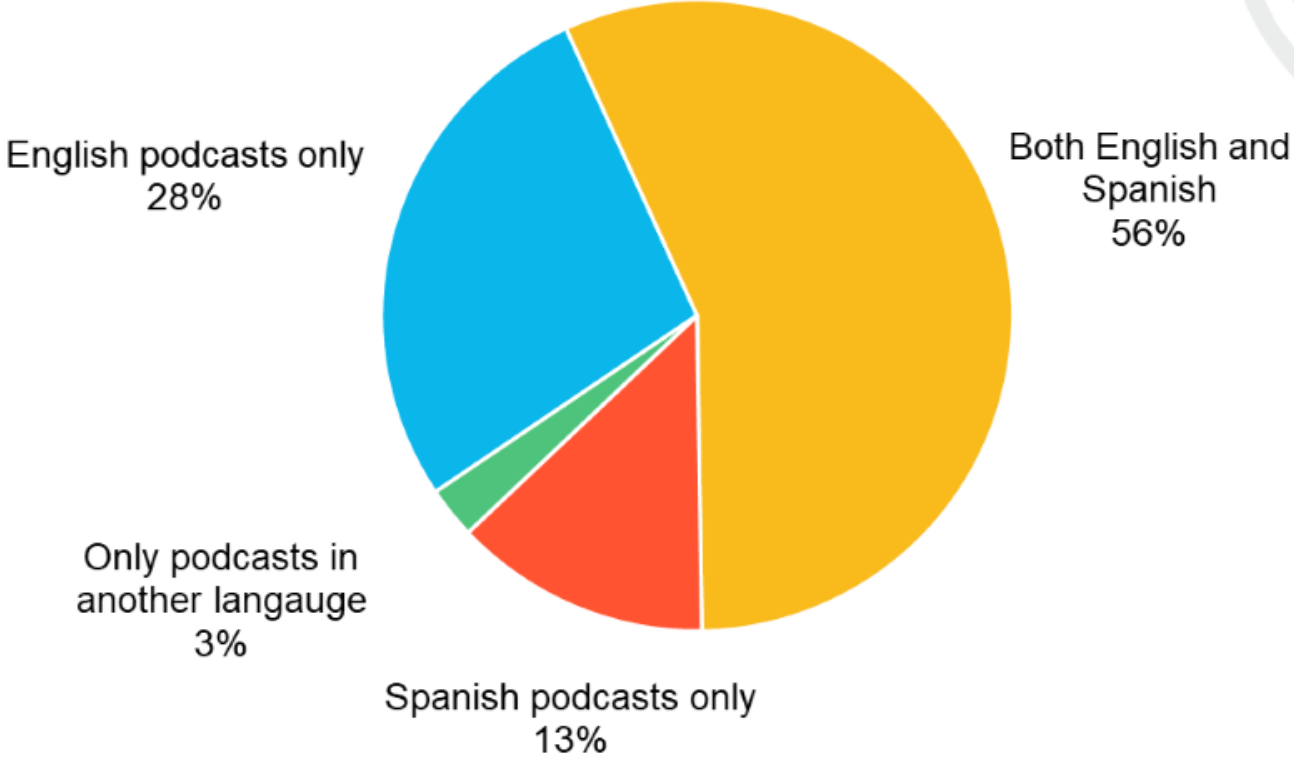
% saying yes

Base: U.S. Monthly Latino Podcast Listeners



# Podcast listening by language

Base: U.S. Monthly Latino Podcast Listeners





# Top five podcasts topics ever listened to on a Spanish-language podcast

U.S. Monthly Latino Podcast Listeners | Ever listened/watched a podcast mostly in Spanish

## 2020

1. Music
2. Comedy
3. LATAM News
4. Int'l News
5. TV & Movies

## 2024

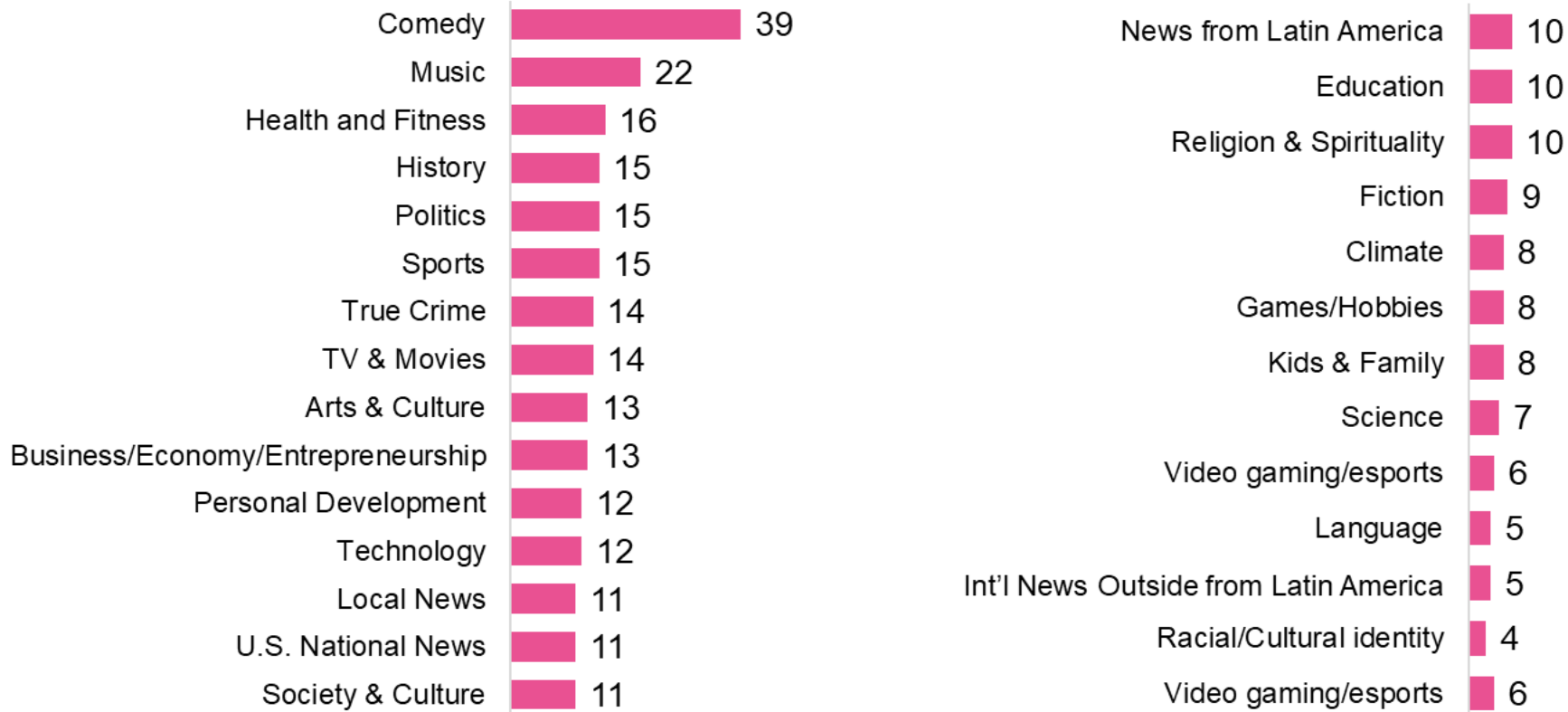
1. Comedy
2. Music
3. Health & Fitness
4. History
5. Politics (tied)
5. Sports (tied)



# Which of the following topics do you ever listen to on a Spanish-language podcast?

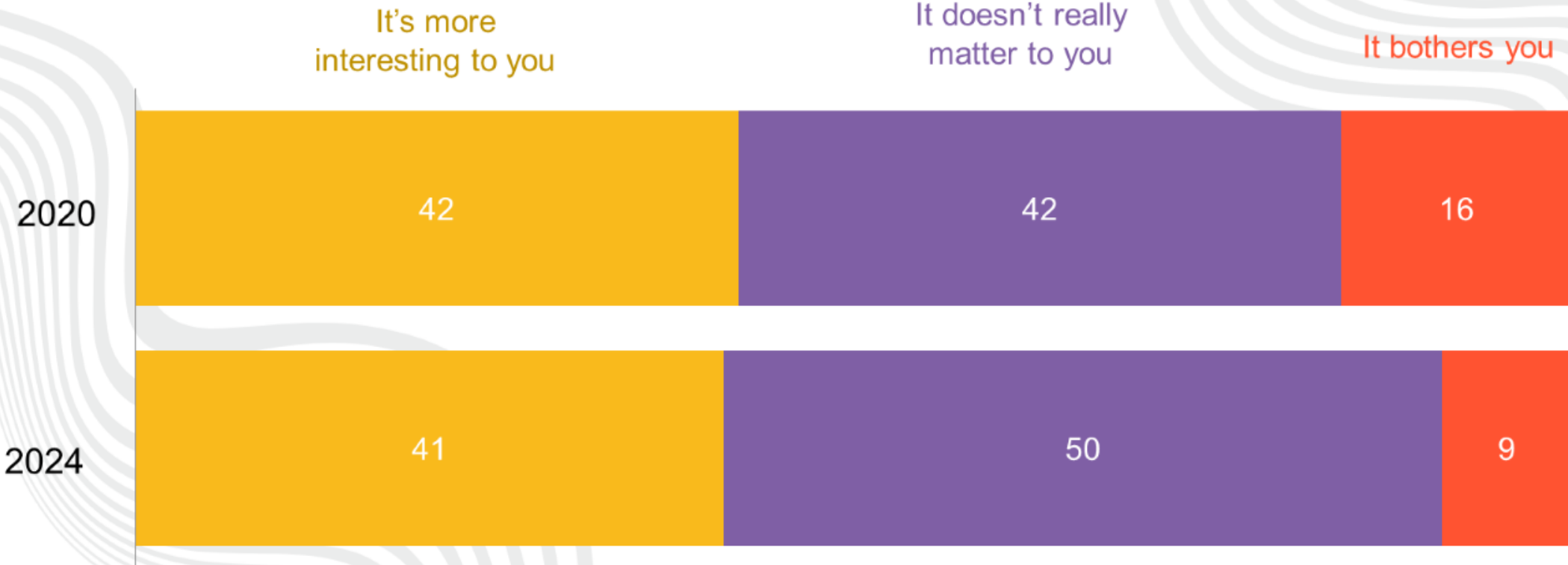
% saying yes

Base: U.S. Monthly Latino Podcast Listeners | Ever listened to or watched a podcast mostly in Spanish | 2024



# How do you usually feel when you listen a Spanish-language podcast where the accent is different from your own

Base: U.S. Monthly Latino Podcast Listeners



# Latino Podcast Listener Report 2024



LATINO  
MEDIA  
NETWORK



libsyn



SiriusXM  
Media

