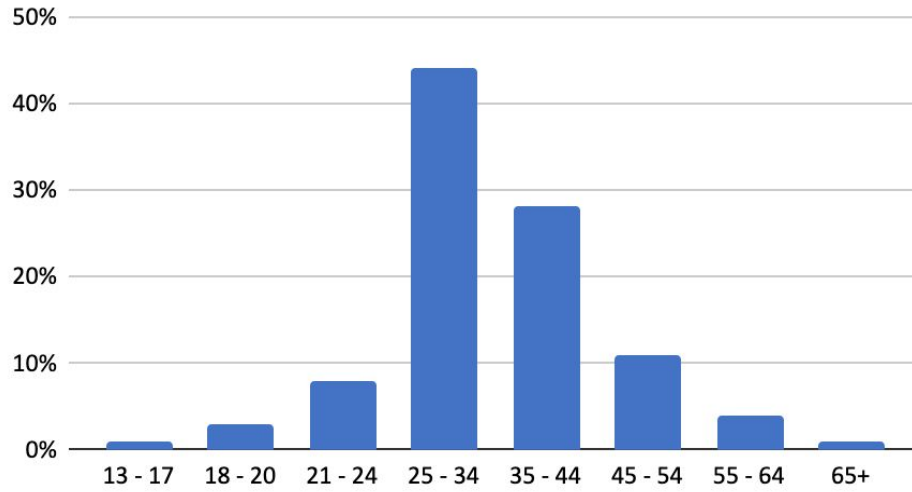
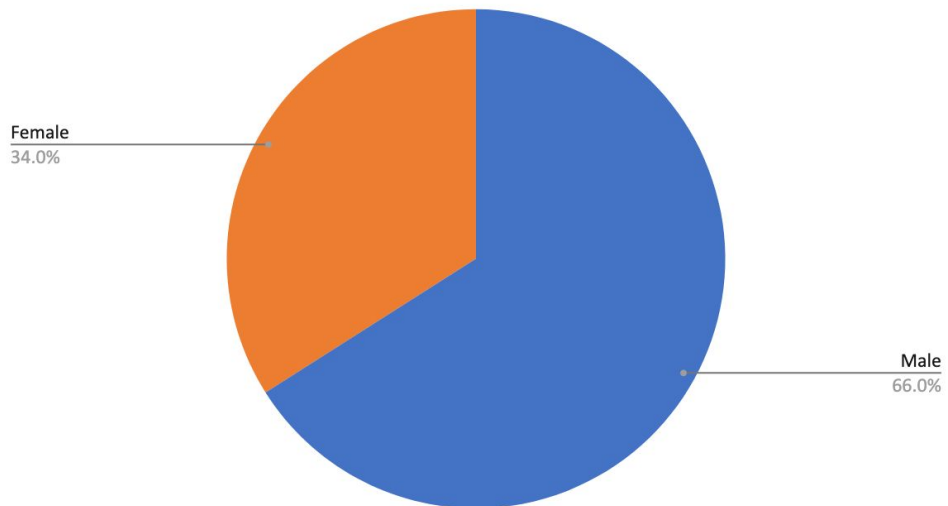


StarTalk Radio Podcast Analytics
Data from a listener survey

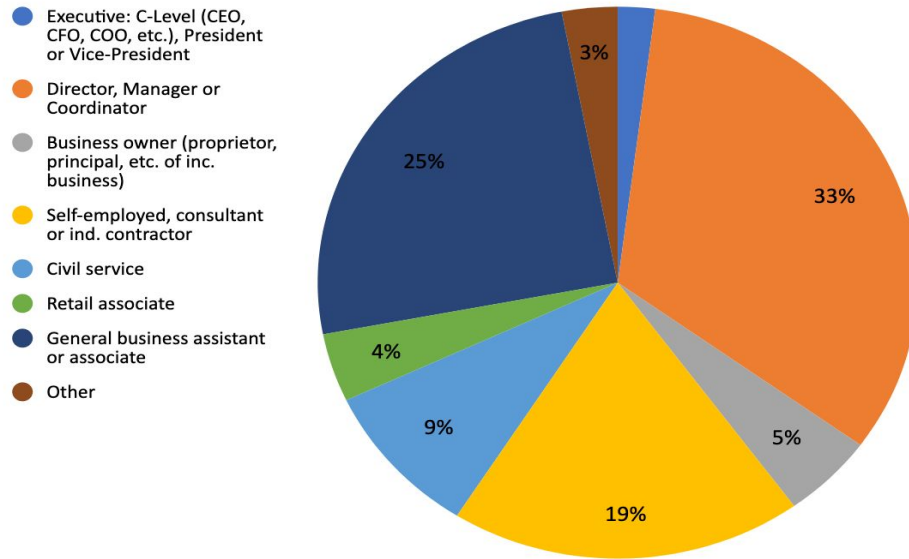
Age



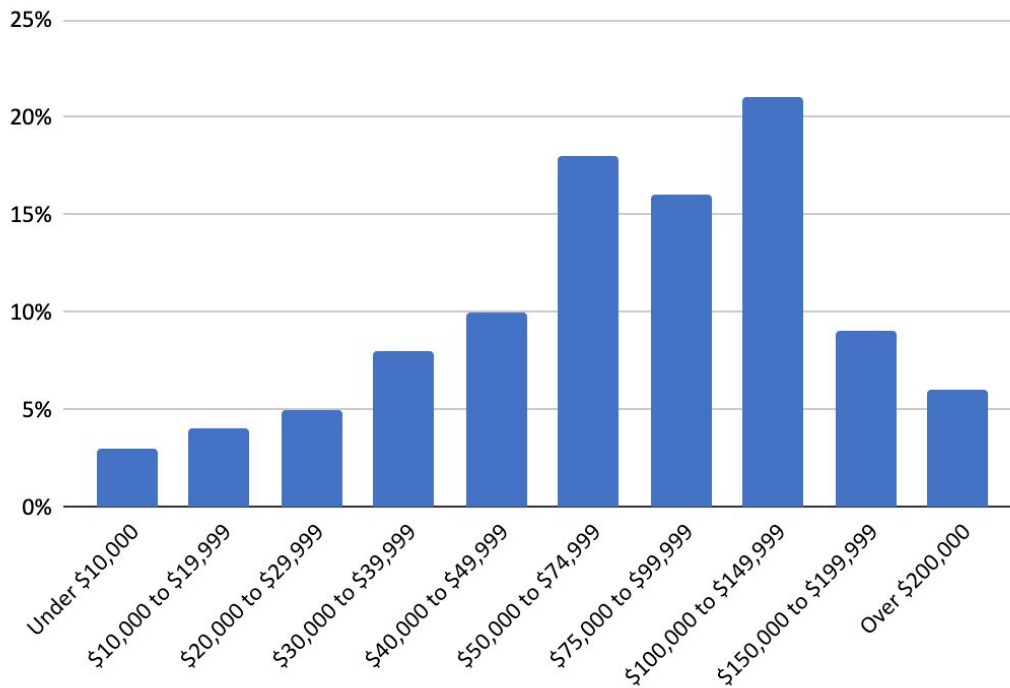
Gender



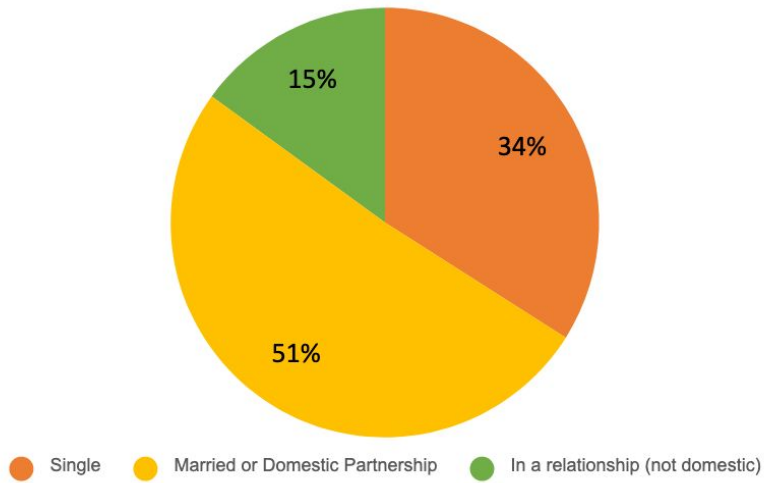
Job Title



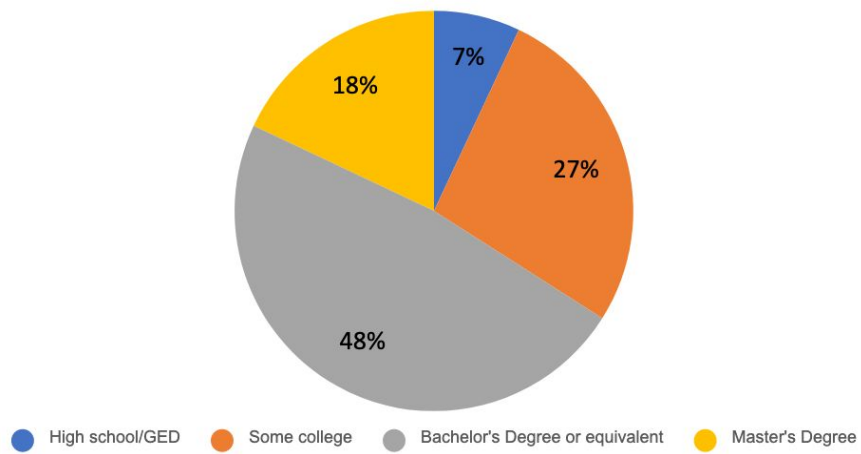
Household Income



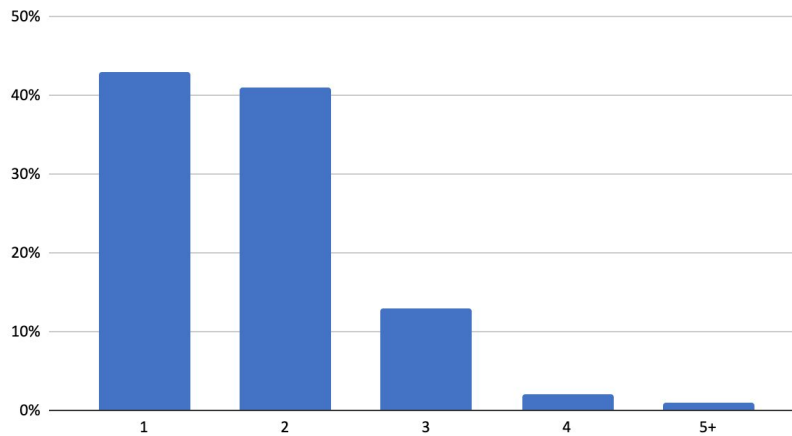
Marital Status



Education



Children under 18 in the household, at least part time



YouTube Audience Information Data from YouTube Analytics

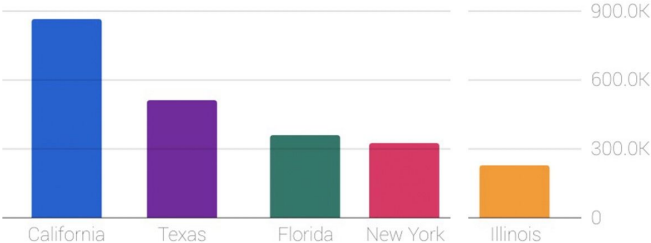
Age



Gender



Top States



Top Countries



More Podcast Results

How do you watch television?	
Cable TV Subscription	23%
Over-the-air antenna	15%
Satellite TV subscription (DirecTV, Dish, etc.)	7%
Premium ad-free streaming video service (Netflix, Amazon Prime Video, HBO Go/Now, etc.)	83%
Live streaming TV service (Sling TV, Playstation Vue, DirecTV Now, YouTube TV, etc.)	18%
Network TV App (CBS All Access, ABC All Access, Hulu, etc.)	32%
None of the above	2%
I don't watch television	7%
Do you purchase any of the following products?	
Pet food and/or supplies	52%
Beer, wine or liquor	69%
Music (including streaming, downloads, CDs or vinyl)	64%
Live entertainment (live sports, concerts, etc.)	59%
Organic food and/or groceries	44%
Natural / dye-free / organic personal care products	26%
Clothing/fashion subscription service	25%
Food subscription service (Nature Box, Blue Apron, etc.)	14%
Books or ebooks	81%
Investment/retirement products (stocks, bonds, mutual funds, etc.)	32%
Vacation travel (air, rail, cruise, rental car, etc.)	57%
Vacation lodging (hotel, AirBnB, etc.)	55%
Do you use an ad-blocker plug-in or ad blocker feature in your primary desktop or laptop web browser?	
Yes	65%
No	30%
Not sure	5%

Where/when do you listen to podcasts?	
Home	82%
At work	70%
While exercising / at the gym	43%
In a private motor vehicle (car, truck, etc.)	71%
On public transport (bus, subway, light rails, etc.)	42%
Active transportation (walking, cycling, etc.)	49%
Long-distance transportation (airplane, bus, train, etc.)	58%
Elsewhere	2%
Have you ever done any of the following after hearing a podcast ad?	
Researched a product you heard advertised	86%
Visited an advertiser's website	77%
Told a friend about an advertiser or product advertised	40%
Mentioned the ad, advertiser, or product on social media	11%
Bought a product you heard advertised	51%
None of the above	7%