



October 2021

Digital Audio SMB Panel



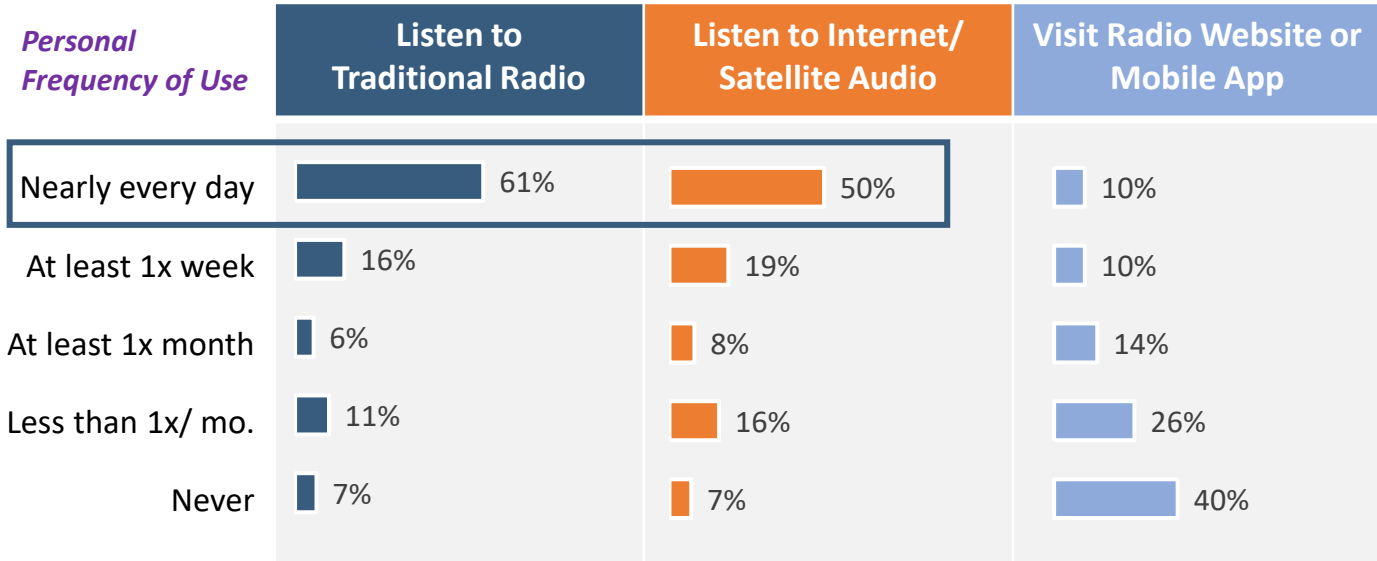
October 2021 Panel Survey: Digital Audio

- 77% of SMB panelist personally listen to traditional radio and 69% listen to audio streamed over the internet/satellite at least once a week. Music is by far the top streaming audio category. (Slide 3)
- 39% of SMB panelists listen to podcasts. Business & News is the most popular genre, followed by Comedy, Politics & True Crime. Apple Podcasts claims nearly half of podcast listening, followed by website streaming, and then YouTube. (Slide 4)
- SMB panelists are most aware of advertising when listening to local radio stations (56% of those listening are very aware), followed by podcasts (38% of listeners are very aware), and less aware of advertising in streaming audio or on radio station websites. (Slide 3-4)
- About 4 in 10 panelists have advertised on local radio in the past 12 months, but only 15% have used streaming audio ads and just 3% purchased podcast advertising. Most small/medium advertisers do not have a clear understanding on how to advertise within podcasts. (Slide 5)
- Streaming audio/podcast ads are perceived as offering better targeting capabilities, more accurate reporting metrics and control over where ad content runs - and even as more affordable compared to traditional radio spots. Traditional radio spots are seen as easier to buy. Digital and traditional audio formats are neck and neck when it comes to perceptions of response. (Slide 5-6)
- Of the 85% of SMBs who have not purchased digital audio or podcast advertising, about a quarter have been pitched this type of advertising. Local radio stations are the #1 pitcher, but those who use this type of advertising are just as likely to be buying it from an agency as a local radio company. Of those who have been pitched but have not purchased digital audio/podcast advertising, 40% said it was too expensive. (Slide 8-9)
- About half of those who have not advertised in streaming audio or podcasts have some level of interest in the advertising. The most common questions SMB panelists ask about the formats are: who is being reached?, how can I target?, what is the geographic scope?, and what metrics are available for tracking? (Side 10)

AUDIO MEDIA CONSUMPTION HABITS

The vast majority of panelists listens to audio media regularly (both digitally & traditional radio), but only a small share visit a specific radio station website/app. Music is by far the top audio category (consumed by 87%), followed by podcasts (39%). Over half of survey takers say they are very aware of advertising when listening to local radio stations.

Q. About how frequently do you do the following, if at all?



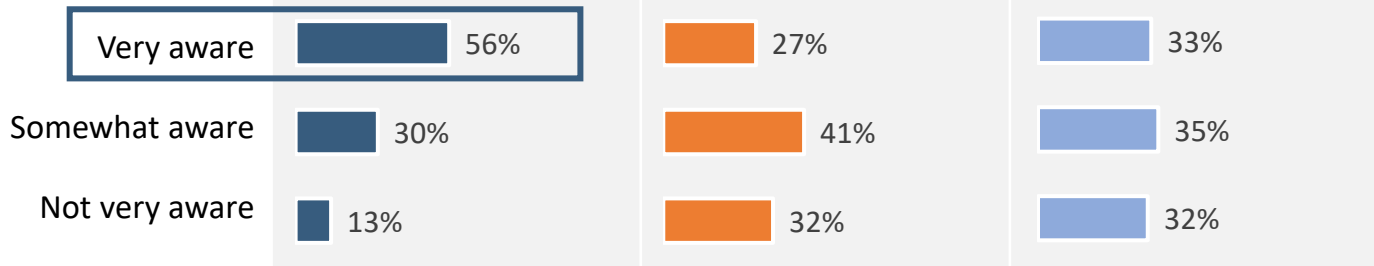
Q. Thinking about those ways you listen, how aware would you say you are of the commercials, ads, or sponsorships?

Aware of Ads as a
Listener/Visitor

Among Traditional Radio
Listeners n=165

Among Internet/Satellite
Audio Listeners n=165

Among Radio Website/App
Visitors n=103



Q. What type of audio do you listen to via the internet or satellite? Select all. (Asked among internet/satellite listeners)

#1 type of internet audio listened to

Music 87%

Podcasts	Talk	Sports	Books	Other
39%	34%	25%	14%	5%

Q. When you visit a radio/company's website or mobile app, what are you primarily doing on that site? Select all. (Asked of radio website/app visitors)

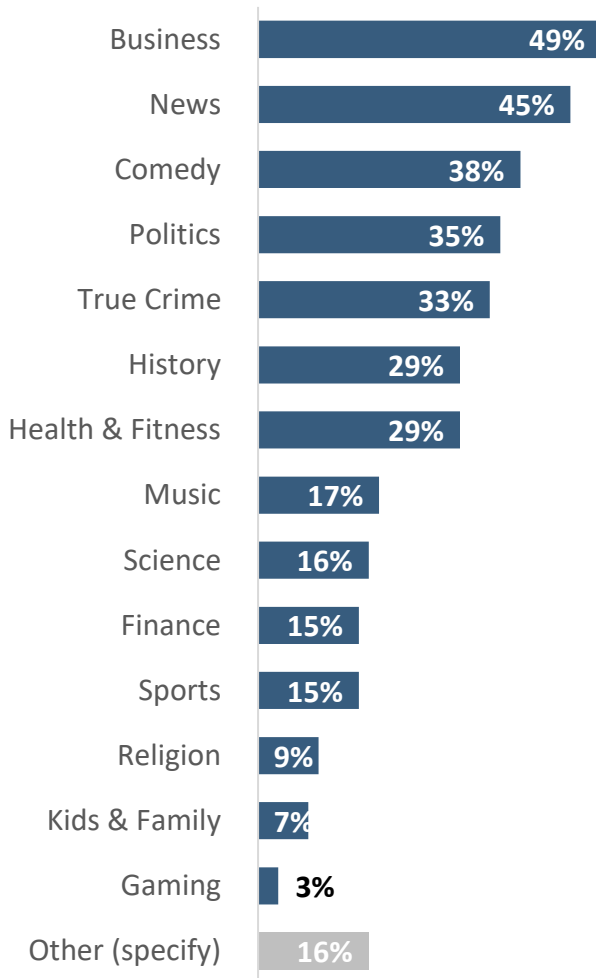
Reading content	Listening to content	Watching content
59%	56%	23%

PODCASTS TOPICS & PLATFORMS USED

- Business & News are the most popular podcast topics among SMB panelists, followed by Comedy, Politics & True Crime.
- More than a third of podcast users listen via a website or YouTube, and nearly half listen via Apple Podcasts.

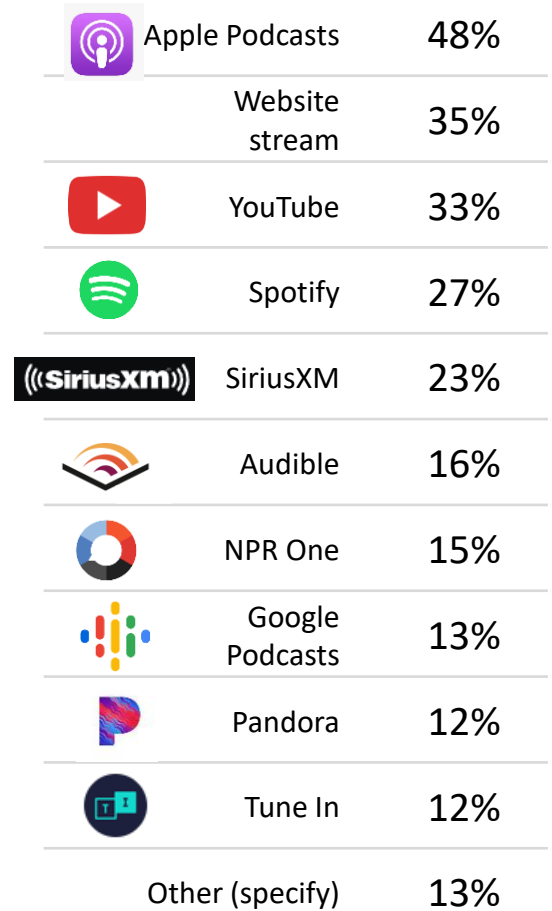
39% of SMB panelists listen to podcasts. Of those, **38% are very aware of the commercials, ads, and sponsorships within podcasts**, 46% are somewhat aware, and 16% are not very aware of advertising at all.

Q. What kind of podcasts do you listen to?



Other/specify write-in answers primarily mentioned entertainment and self-improvement content genres such as: Food, movies, pop culture, reality TV shows, short stories, drama series recap, self care, self-help, motivational, and spiritual

Q. Through what app or method do you listen to or watch podcasts? Select all that apply.



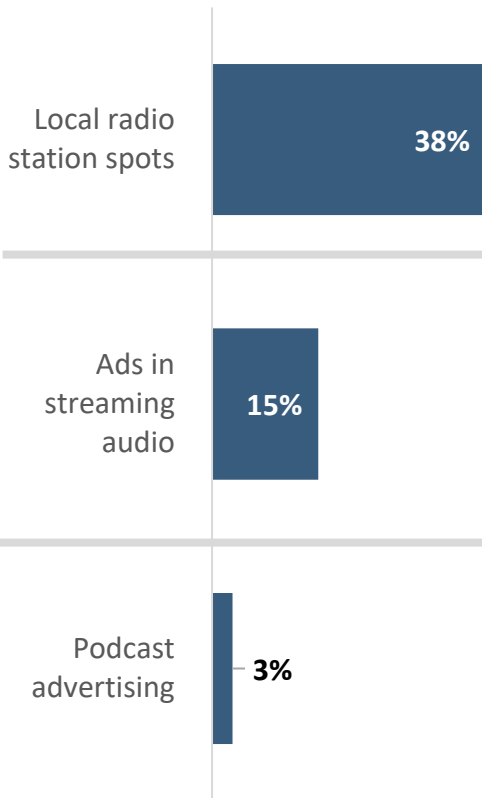
5 of 9 Other/specify comments mentioned "iHeart Radio."



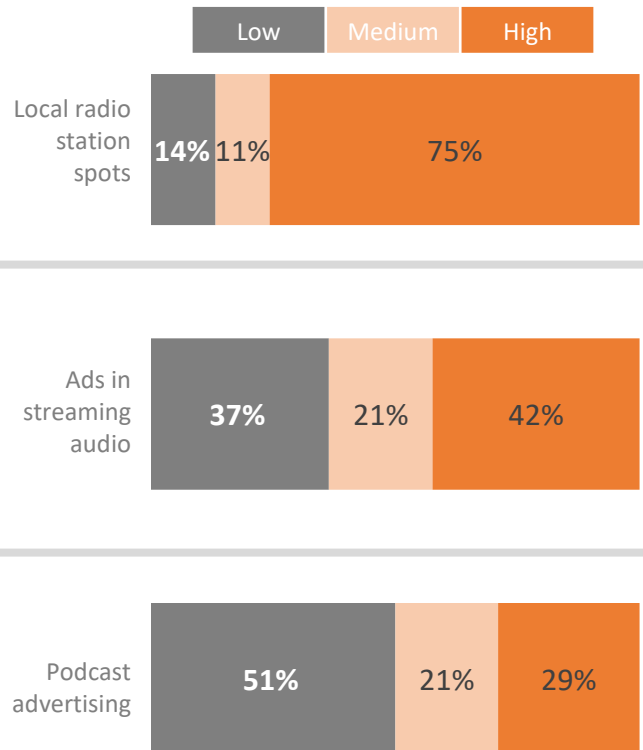
DIGITAL AUDIO ADVERTISING USE & UNDERSTANDING

- About 4 in 10 (38% of) panelists have advertised on local radio in the past 12 months, but only 15% have used streaming audio ads and just 3% purchased podcast advertising.
- Respondents are much more familiar with how to purchase ads that run on local radio stations compared to streaming audio and podcasts.
- More than half of panelists surveyed have low levels of understanding of how to advertise in podcasts.

Q. Which of the following, if any, types of advertising has your business purchased in the past 12 months?
Select all that apply.



Q. How would you classify your understanding of how an advertiser can purchase these types of advertising? 0 to 10 scale, 0 =No Understanding, 10=Thorough Understanding



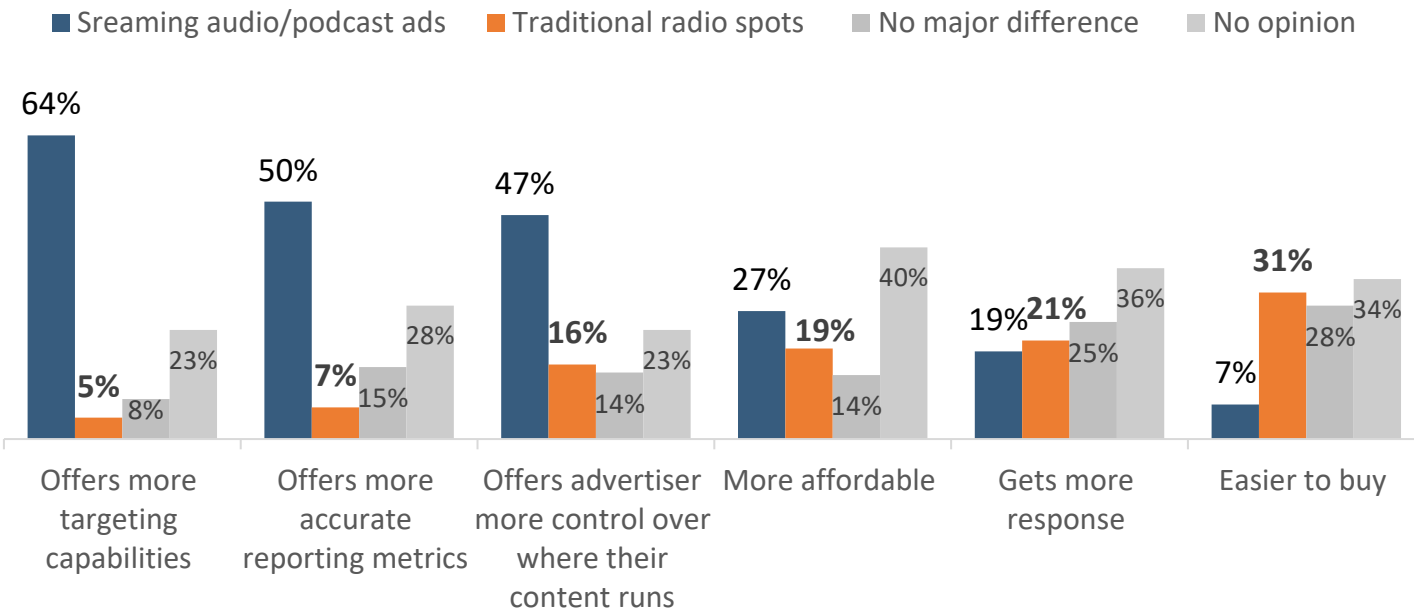
40%
Have purchased at least one
audio advertising method

Among those using local radio station spots, 43% say they have been very or extremely effective; 38% of digital audio ad users say the same.

AUDIO ADVERTISING PERCEPTIONS

- Panelists clearly view streaming audio/podcast ads as offering much better **targeting** capabilities, more accurate **reporting metrics** and **control** over where ad content runs - and even more **affordable** compared to traditional radio spots.
- Traditional radio spots have the advantage when it comes to **ease of buying**.
- The methods are neck and neck when it comes to perceptions of response.

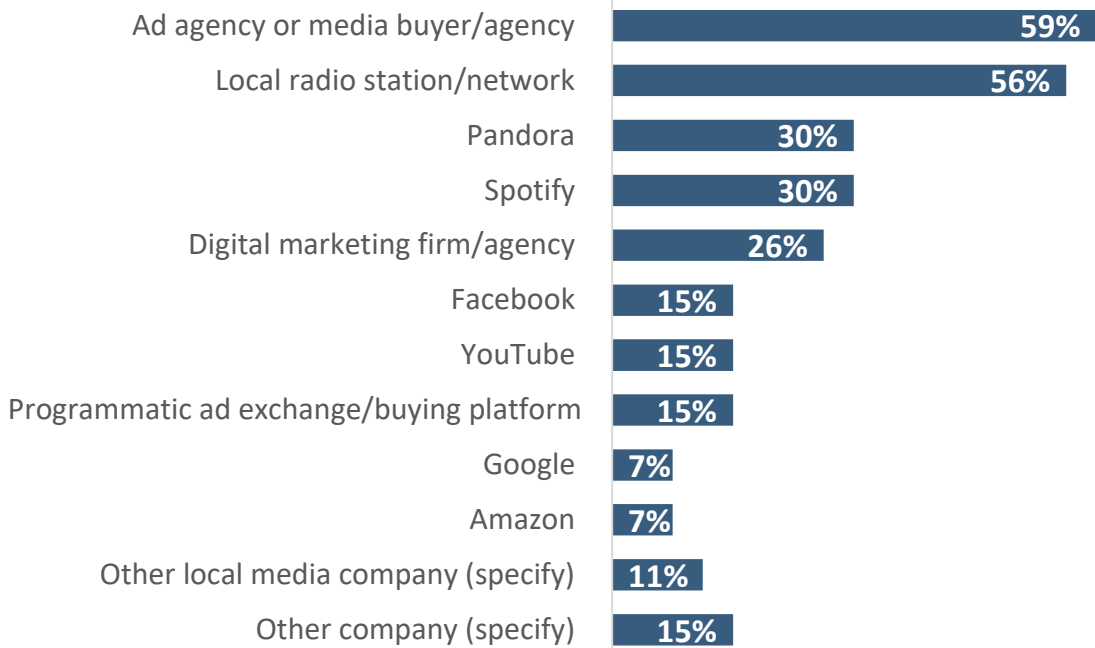
Q. Based on what you know about ads in streaming audio/podcast services and traditional radio advertising, which do you think can be described with the following phrases...



DIGITAL AUDIO ADVERTISING – WHERE AND WHY PURCHASE

- Among those who have purchased podcast/streaming audio ads, most have purchased through ad/media agencies or a local radio station/network.

Q. Through what type of company has your business purchased advertising to run within podcasts or streaming audio (music, sports, or talk) delivered over the internet or via satellite? Select all that apply.



- Increasing brand awareness is the primary goal of 74% of those who have run podcast/streaming audio ads. Targeting is a secondary goal.

Q. When running ads in podcasts or streaming audio (music, sports, or talk) delivered over the internet or via satellite, what have been your businesses' primary goals for those ads? Select all that apply.



Respondent Base: Have used streaming music or podcast ads (Caution: low sample size) n =27

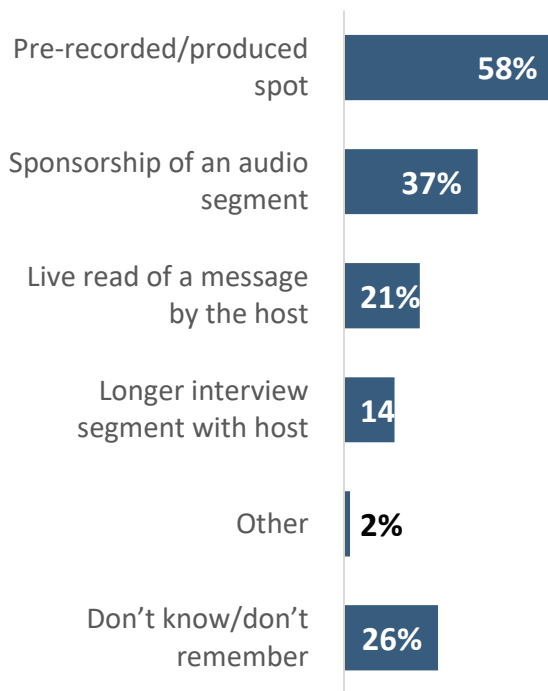
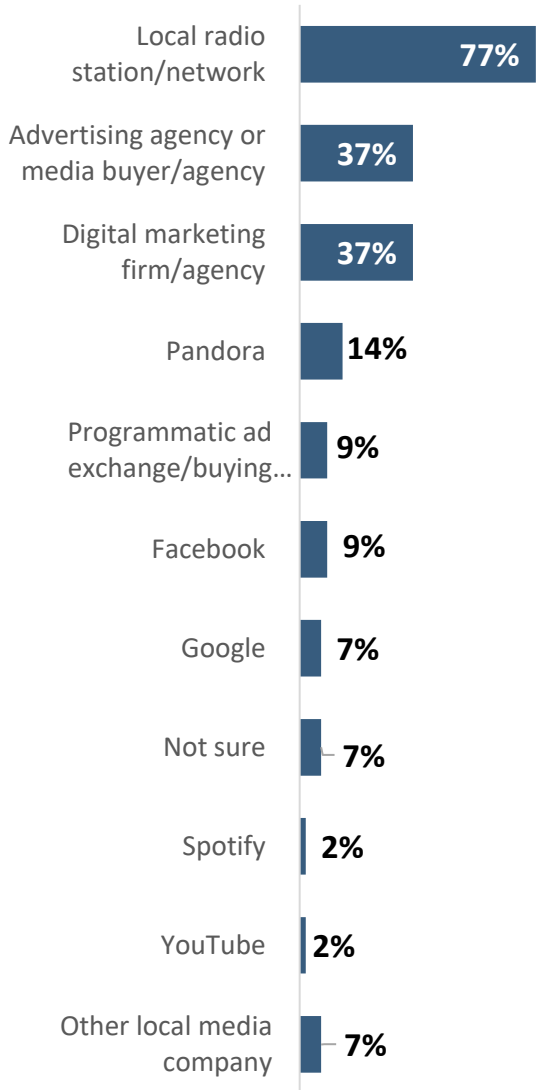
MOST NON-PURCHASERS HAVE NOT BEEN PITCHED THIS TYPE OF ADVERTISING

➤ Those who have been pitched digital audio advertising but haven't purchased were most likely approached by a local radio station to buy a pre-recorded spot.

28% of SMB panelists who have not purchased digital audio or podcast ads **have been pitched and said no** to this type of advertising; 62% have not been pitched this type of advertising

Q. What type of companies have pitched streaming audio/podcast ads to your business? Please select all that apply.

Q. What format of streaming audio/podcast ads has your business been pitched? Select all that apply.

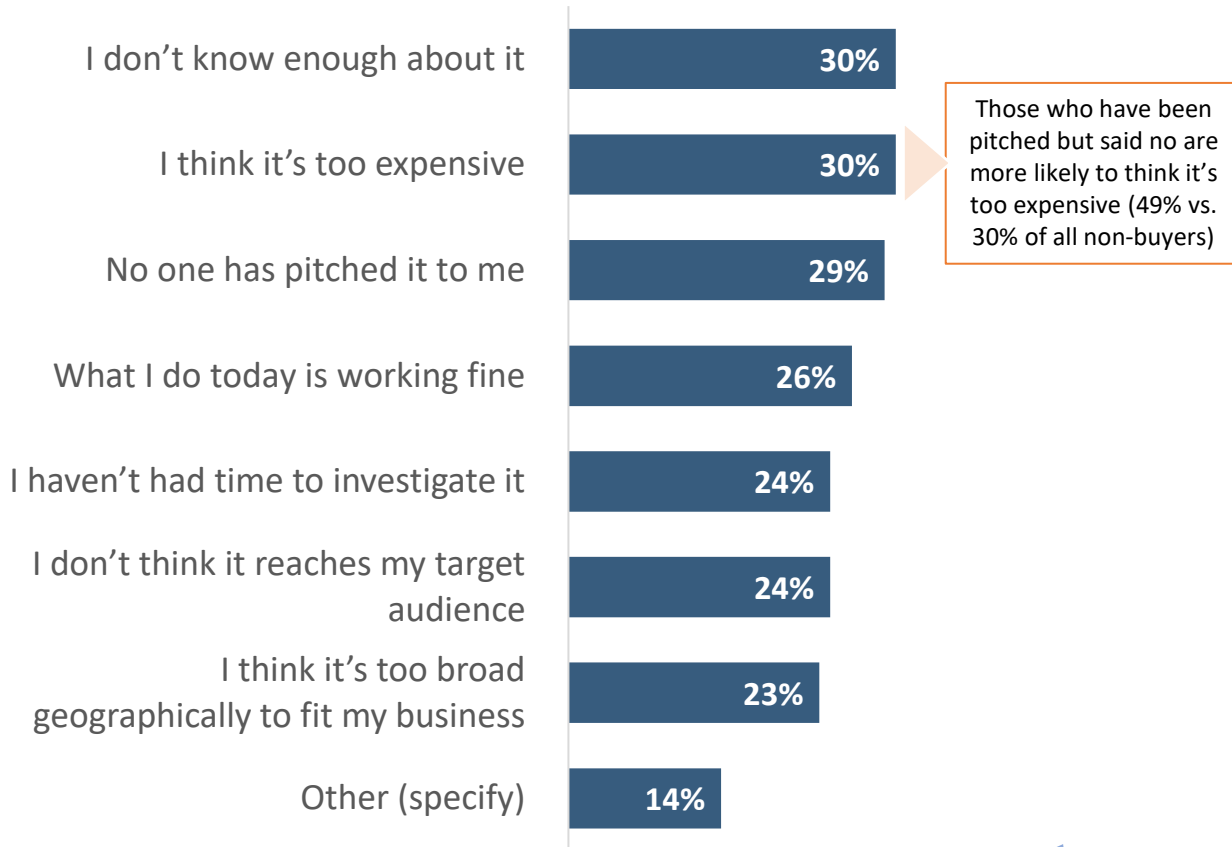


Have not purchased digital audio or podcast ads n=151; Was pitched digital audio or podcast ads, n=43

REASON FOR NOT PURCHASING DIGITAL AUDIO ADS

➤ Not knowing enough about it is and believing it may too expensive are most prevalent reasons why many panelists have not yet ventured into digital audio advertising.

Q. Which of the following best describe why your business hasn't purchased ads in streaming audio/podcasts before? Select all that apply.



"I don't know that I can target based on attributes important to my business."

"Our marketing strategy is working well and I'm not interested in spending any time on this now."

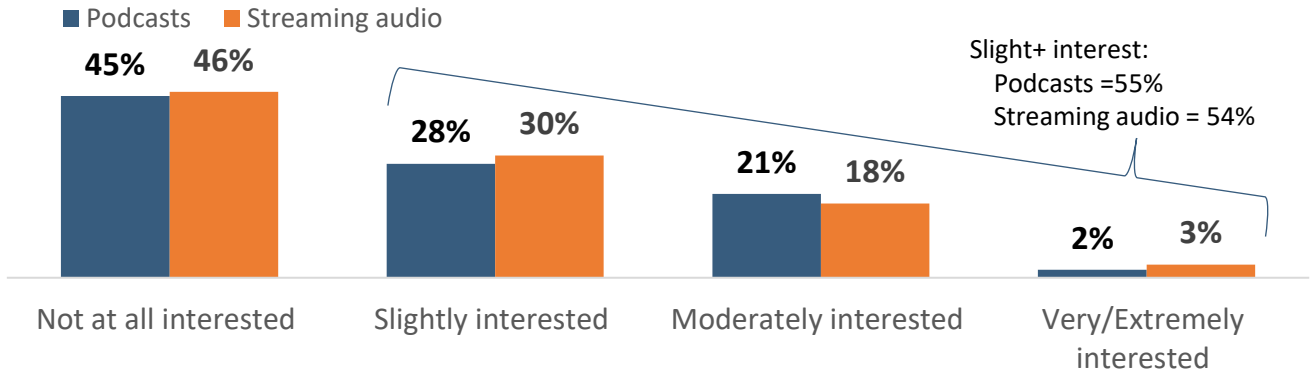
"Our agency has not recommended it."

"We are having great difficulty serving all the customers who now want to do business with us, so aren't looking to expand marketing."

AUDIO ADVERTISING INTEREST

- Over half of SMB panelists who have not tried digital audio or podcast advertising have at least slight interest in this advertising type.

Q. How interested are you purchasing advertising to run on....? Asked among those who have not purchased this type of advertising: podcasts n=173; streaming audio n=152



- Among those with any interest in streaming audio or podcast advertising, more than 8 in 10 want to know who it reaches (especially in their geographic area), how they can target, and what metrics will be available to track/measure listening.

Q. If you were to look into buying ads to run in streaming audio/podcasts, what questions would you ask? Select all that apply. Asked among those with any interest n=107

Top Questions SMBs Have	%
Who does it reach?	85%
What kind of targeting is available?	85%
How many people will I reach in my geographic area?	82%
What metrics are available to measure listening?	81%
What is the minimum amount I need to spend?	77%
Who is listening on these platforms and how fast is it growing?	69%
Can I control the type of content my ad runs in?	69%
How do costs compare to traditional radio buys?	64%
What are the technical ad production specifications? (formats, length, etc.)	56%
What is the easiest way to place an ad?	41%
Other (specify)	2%

SURVEY STATS

SURVEY PERIOD: 10/20/21 - 11/02/21

178 Completed Surveys

Top Industries of Respondents

	#
Retail Trade	32
Healthcare & Social Assistance	22
Services – Other	17
Info, Media or Adv Companies	16
Services – Prof & Business	16
Arts, Entertainment, Recreation	14
Construction / Contracting	11
Services – Educational	10
Manufacturing	10
Orgs: Religious, Civil, Prof, Etc.	10
Real Estate, Rental or Leasing	7
Other	31

5 Minutes

Median time to complete survey

Marketing Expertise

	%
Novice	42%
Mid-Level	18%
Master	39%

Device Used

	%
Mobile/Tablet	8%
Desktop	92%

Location of Respondents

(darker bubble indicates more responses from that area)



Census Region	%
Midwest	30%
South	27%
West	19%
Northeast	18%