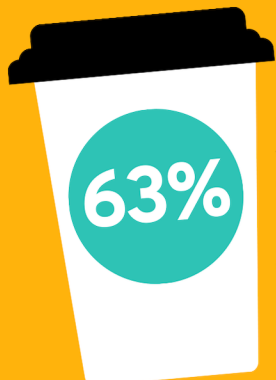
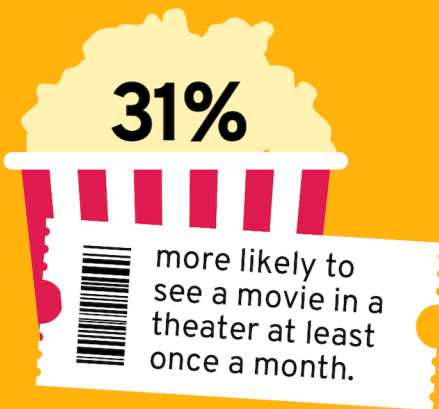


Get to Know the **Purchasing Habits** of Podcast Listeners

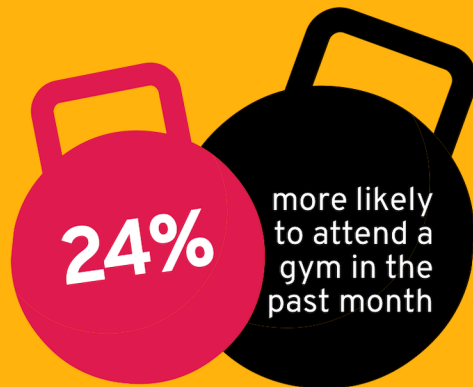
Podcasting's Heavy Listeners* are...



more likely to visit a Quick Service Restaurant on a Daily Basis.



more likely to see a movie in a theater at least once a month.



more likely to attend a gym in the past month

*Listen to 5+ hours of podcasts per week

...compared to the average podcast listener.



In the next year,



Sports Podcast Listeners are...

30% more likely to fly for business

15% more likely to buy a new vehicle



Music Podcast Listeners are...

24% more likely to purchase home/auto insurance or switch provider

33% more likely to switch wireless provider



...compared to the average podcast listener.

New Podcast Listeners are...



more likely to shop online "a lot more than in person"



23%

more likely to purchase life insurance



less likely to listen to

14%

The Joe Rogan Experience

...compared to the average podcast listener.