# eHealth Marketing



#### **Podcast Data Brief**

### **Highlights**

 A relatively small number of Internet users in the United States listen to podcasts according to the Pew Internet & American Life Project, with about 12% — or 17 million Americans —having downloaded a podcast at least once. US Adult Internet Users Who Have Downloaded a Podcast to Listen to or View at a Later Time, February-April 2006 & August 2006 (% of respondents)

	February-April 2006	August 2006
Have ever done this	7%	12%
Did yesterday	1%	1%
Have not done this	92%	88%
Don't know/refused	1%	1%
	pril 2006) and 972 (August 20 nerican Life Project, Novembe	
078828		www.eMarketer.com

From:

http://www.pewinternet.org/pdfs/PIP Podcasting.pdf)

 In a recent six month period (February to August 2006), there was a 70% increase in the number of people who downloaded podcasts.
From: <a href="http://www.emarketer.com/Article.aspx?id=1004307&src=article2\_newsltr">http://www.emarketer.com/Article.aspx?id=1004307&src=article2\_newsltr</a>

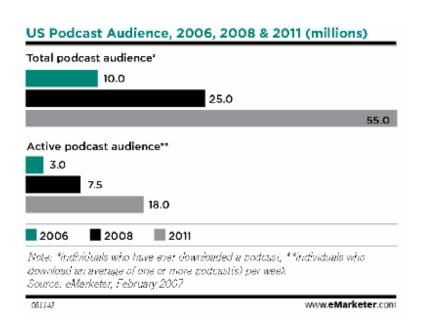
• eMarketer estimated that podcast use in the U.S. is expected to grow to exceed 20 million and may go higher, to as high as 80 million, by 2010.

From: http://static.scribd.com/docs/fnaewh60evoy4.swf?INITIAL\_VIEW=width

 Users who have been going online for a longer time (six or more years) are twice as likely to have downloaded a podcast as users who have been online for three years or less.
From: <a href="http://www.emarketer.com/Article.aspx?id=1004938">http://www.emarketer.com/Article.aspx?id=1004938</a>

Three-fourths of all the podcasts downloaded come from iTunes.

From: <a href="http://www.emarketer.com/Article.aspx?id=1004938">http://www.emarketer.com/Article.aspx?id=1004938</a>



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### **Demographics**

- According to eMarketer, podcast users tend to be male, young, and educated, although people between 35 and 54 years of age make up about half of those who use podcasts.
- According to another source, Nielsen//NetRatings, the age distribution of podcast users supports the conclusion that "as is often typical with new technologies, young people are more likely than their older counterparts to engage in audio or video podcasting. Web users between the ages 18 and 24 are nearly twice as likely as the average Web user to download audio podcasts, followed by users in the 25-34 and 35-44 age groups, who were also more likely than the average Web user to do audio podcasting. Video podcasters trended a little older, with 25-34 year olds indexing the 078825 highest. Web users

Demographic Profile of US Adult Internet Users Who Download Podcasts, February-April 2006 & August 2006 (% of each group)

	February-April 2006	August 2006
Gender		
Male	9%	15%
Female	5%	8%
Age		
18-29	10%	14%
30-49	8%	12%
50-64	5%	12%
65+	4%	4%
Education		
High school	6%	9%
Some college	6%	13%
College graduate or more	9%	13%
Household income		
Less than \$30,000	8%	12%
\$30,000-\$49,999	8%	14%
\$50,000-\$74,999	7%	12%
\$75,000 or more	7%	13%
Experience online		
3 years or less	5%	6%
4-5 years	7%	7%
6+ years	8%	13%
Internet access speed		
Dial-up at home	6%	10%
Broadband at home	9%	14%
Total Internet users	7%	12%
Note: n=2,822 (February-April 2 Source: Pew Internet & America	2006) and 972 (August 200 an Life Project, November	6) 2006

above the age of 45 were less likely than average to engage in podcasting of either sort." From: <a href="http://www.nielsen-netratings.com/pr/pr\_060712.pdf">http://www.nielsen-netratings.com/pr/pr\_060712.pdf</a>

www.eMarketer.com