

What's on Tap for Audio this Summer?

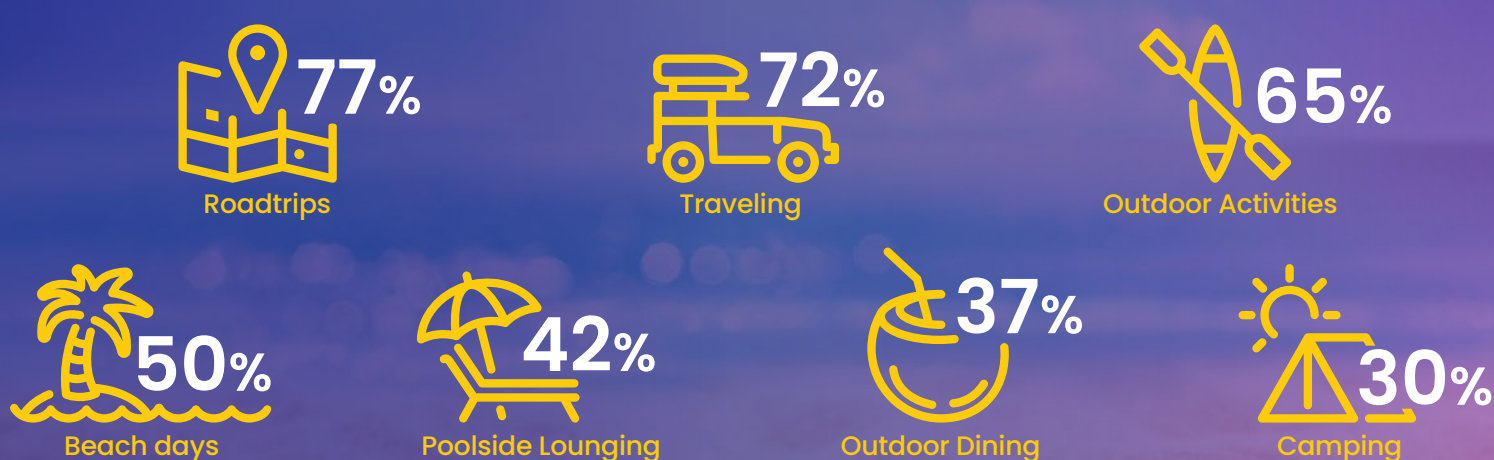
The weather isn't the only thing heating up this summer...audio consumption habits are beginning to rise as travel, outdoor activities, and time spent with loved ones increase as the days grow longer. With consumers readying to spend more time outdoors and less time in front of screens, advertisers must now shift their focus to the one medium that can meet consumers wherever they are: **audio**.

We surveyed nearly 600 individuals

from across the United States who listen to both podcasts and streaming audio monthly to unpack trends in their listening habits during the Spring & Summer months. Here is what they said:

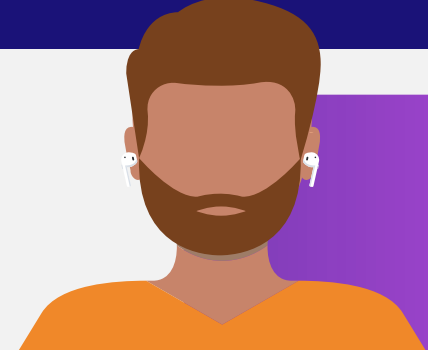


Respondents reported that they are most likely to tune into streaming audio, podcasts, or music during the following summer activities:

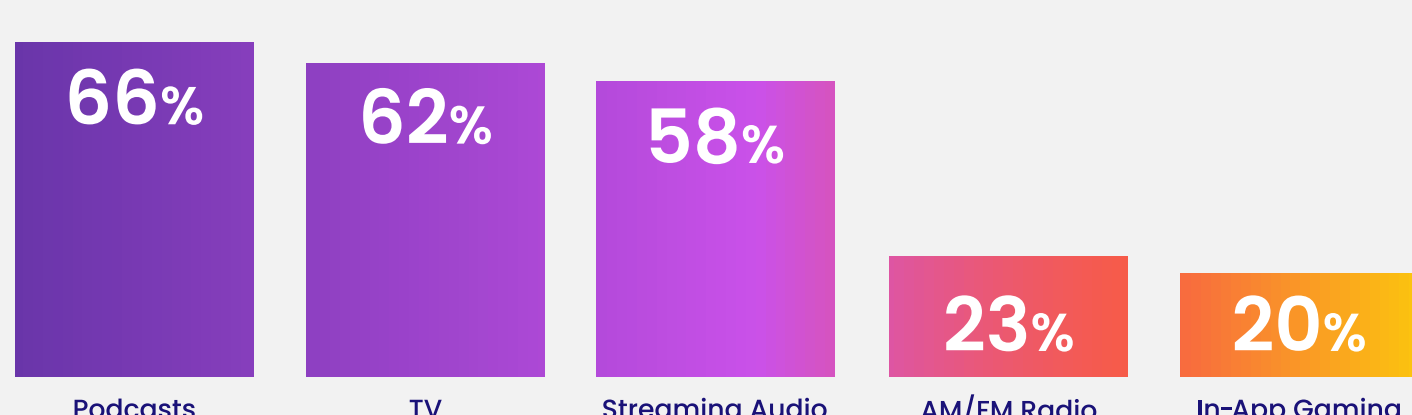


Over half of respondents

stated that they listen to **podcasts** while on **roadtrips**...

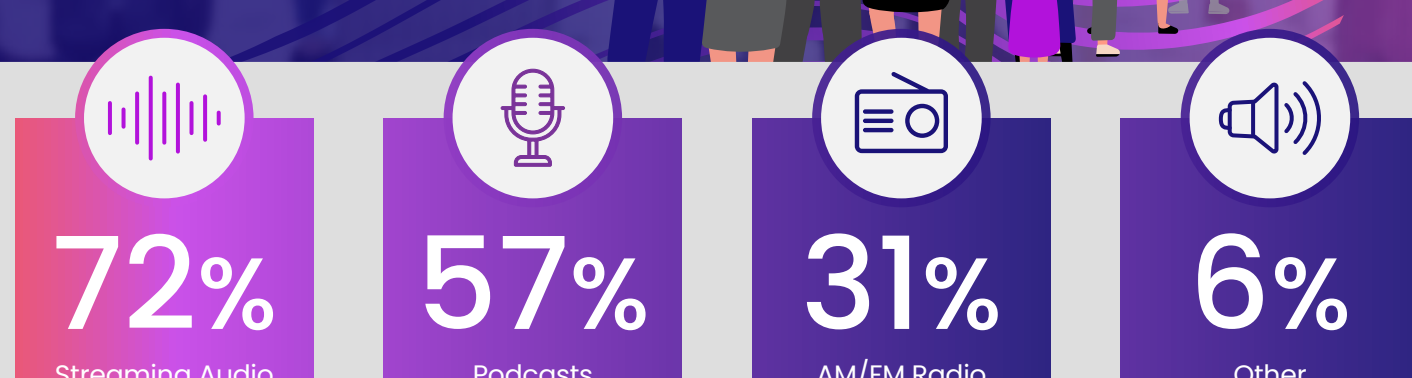


report that they listen to podcasts when they are bored, outranking consumption of both television and streaming audio

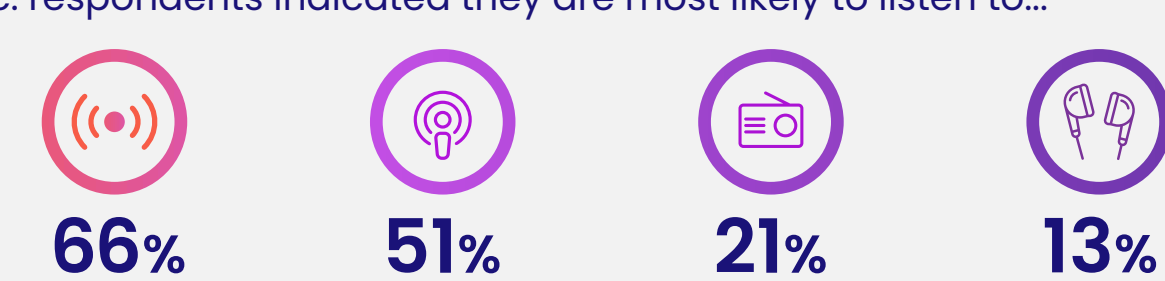


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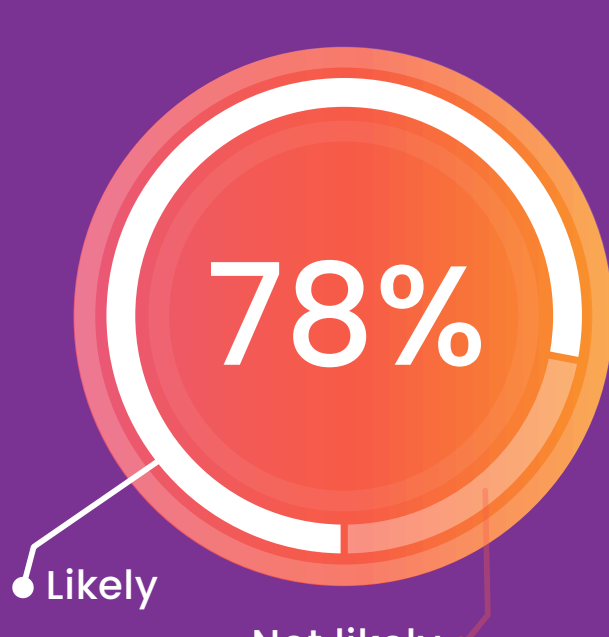
indicated that they default to podcast listening during periods of relaxation...



While doing idle tasks like waiting in line at the airport, for an appointment, etc. respondents indicated they are most likely to listen to...



An astounding 78% of respondents reported that they are likely to listen to streaming audio and podcasts when they are outside during the summer.



Here comes the sun. Ensure you're reaching your target audience whenever and wherever the warm weather takes them.

APRIL 2023

Data based on an online survey conducted by Veritonic of 598 U.S. individuals aged 18+ who reported listening to podcasts and streaming audio at least once in the last month. For more information, contact marketing@veritonic.com