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2024 Podcast Marketing Trust Index Report

Exploring how listeners are influenced by branded podcasts

In this study, Americans share their experience listening to podcasts and how branded podcasts influence their perception and engagement with the content. The data highlights how trust is a leading factor in branded podcasts.



INSIGHT 1

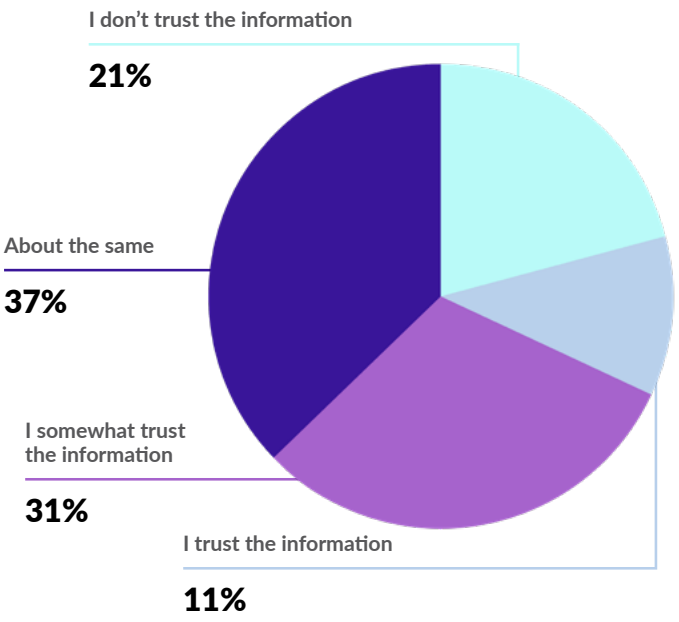
Podcasts establish trust with listeners

Almost half (42%) of Americans stated they trust or somewhat trust the information presented on podcasts compared to traditional forms of media such as TV or newspapers.

Additionally, 37% feel about the same toward podcasts as they do other forms of media, and 21% don't trust the information from podcasts.

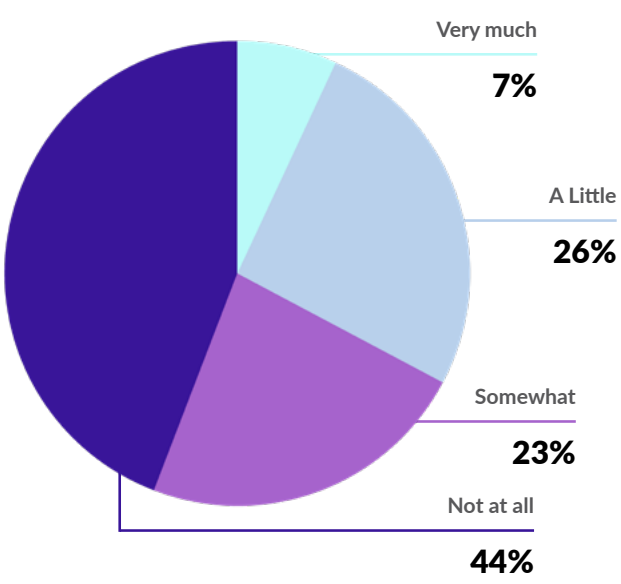
Of the respondents who trust the information in podcasts, the most common age range was 18-34. For respondents who don't trust the information, the most common age range was 55+. This signals that younger generations tend to be more trusting of the medium.

How much Americans trust the information presented in podcasts compared to traditional forms of media such as TV and newspapers



INSIGHT 2

How much the host's endorsement influences trust in a product or service



Host endorsements influence trust in a brand's product or service

56% of respondents stated that host endorsements influence trust in a product or service. Of this 56%, 7% said it very much influences them, 26% said a little, and 23% said somewhat.

In addition, 44% of Americans say they have or have considered purchasing a product or service they heard about on a podcast, with those ages 18-34 having purchased or considered purchasing most (66%).

INSIGHT 3

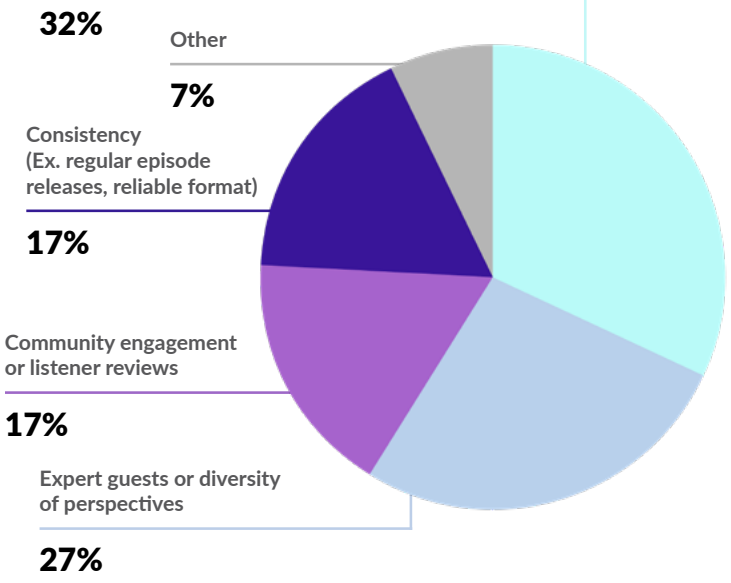
Transparency and clear disclosure of sponsorships encourage listener trust

We asked respondents what would make them trust a podcast by a brand. 32% stated that transparency and clear disclosure of sponsorships would increase that trust.

This is followed by 27% stating that expert guests or diversity in perspectives would contribute to trust.

This data shows that for brands to ensure they establish trust with listeners, they must consider how they're communicating information, who's communicating it, and the credibility of the information.

What makes Americans trust a podcast by a brand



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Quill is a corporate production agency specializing in branded podcasts that generate impact.

Discover why leading brands trust Quill to develop, produce, & market award-winning podcasts.

Chat with Our Team

About the Podcaster Insights Survey

These are some of the findings of an Ipsos poll conducted between October 16 –18 2024, on behalf of Quill Inc. For this survey, a sample of 1,000 Americans aged 18 years and over was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe.

The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ±3.5 percentage points, 19 times out of 20, had all American adults been polled.