

ALZHEIMER'S  ASSOCIATION®

Podcast Research Presentation

Looking at research about the podcast landscape and
Speaking of Alzheimer's Podcast

Agenda Overview

- 01 Podcast Landscape Research
- 02 Conclusions/Recommendations
- 03 Competitors
- 04 Alzheimer's Podcast Analysis
- 05 SWOT
- 06 Observations
- 07 Statistics/Graphs
- 08 Ideas and Recommendations



Podcast
Landscape
Research

Top Rated Podcasts Spotify

1. The Joe Rogan Experience
 - a. Comedy Entertainment
2. Shawn Ryan Show
 - a. Culture, Personal stories, Philosophy
3. The Tucker Carlson Show
 - a. News
4. Call Her Daddy
 - a. Lifestyle/Commentary
5. This Past Weekend w/ Theo Von
 - a. Comedy
6. Rotten Mango
 - a. True Crime
7. The Daily
 - a. News
8. Crime Junkie
 - a. True Crime
9. PBD Podcast
 - a. News
10. Candace
 - a. News

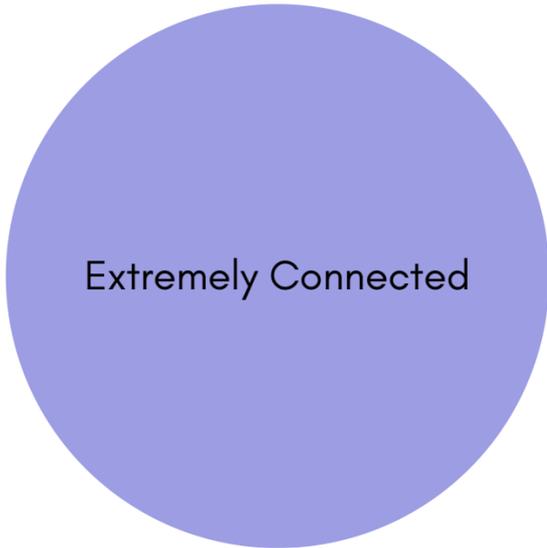
Top Rated Podcasts Apple Music

1. The Joe Rogan Experience
 - a. Comedy Entertainment
2. The Daily
 - a. News
3. Kill List
 - a. Crime
4. The Man In The Black Mask
 - a. Crime
5. This Past Weekend w/ Theo Von
 - a. Comedy
6. Pod Save America
 - a. Politics
7. The Tucker Carlson Show
 - a. News
8. Crime Junkie
 - a. Crime
9. Dateline
 - a. Crime
10. Call Her Daddy
 - o Comedy/Lifestyle

Why Do People Listen to Podcasts?



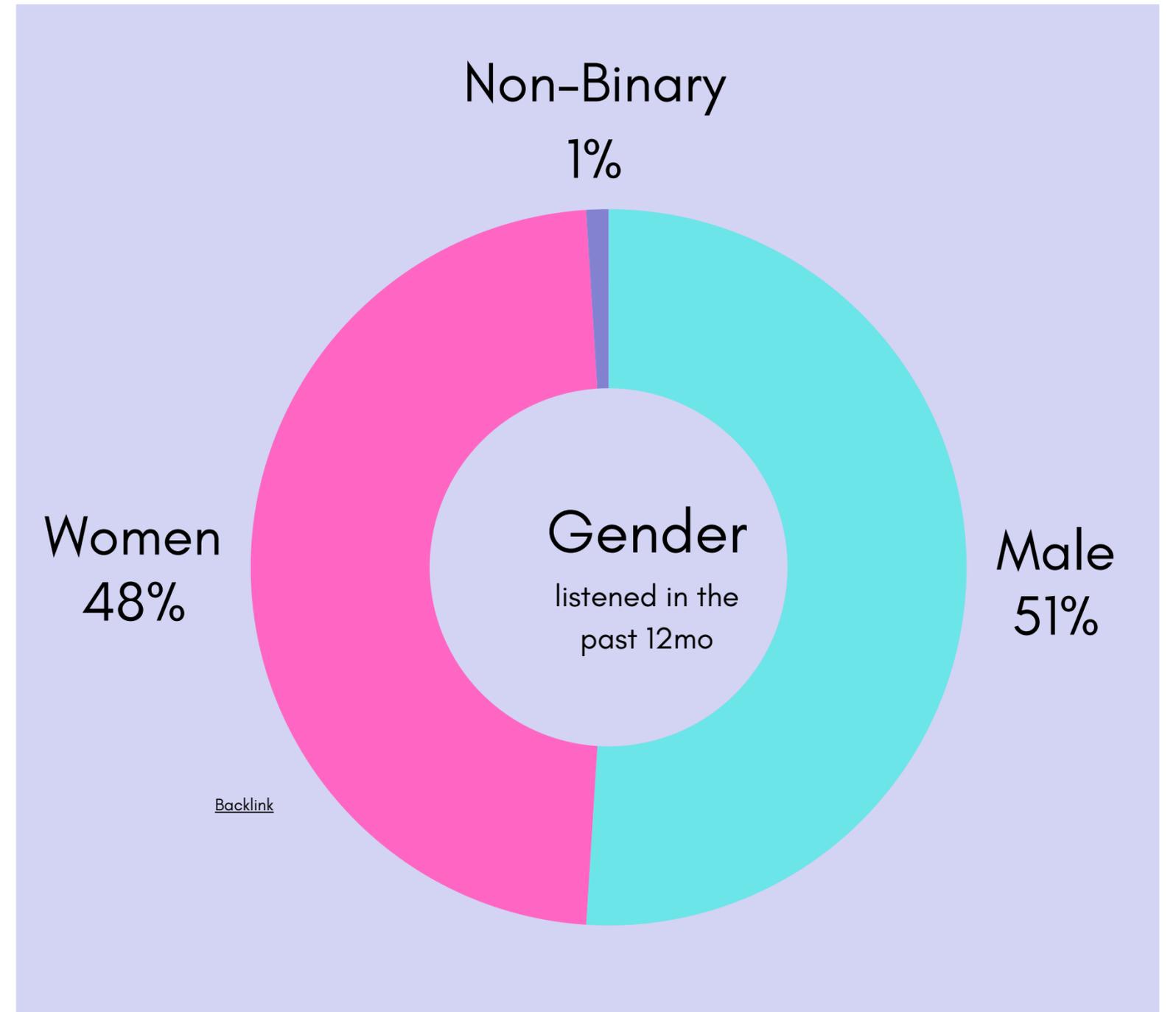
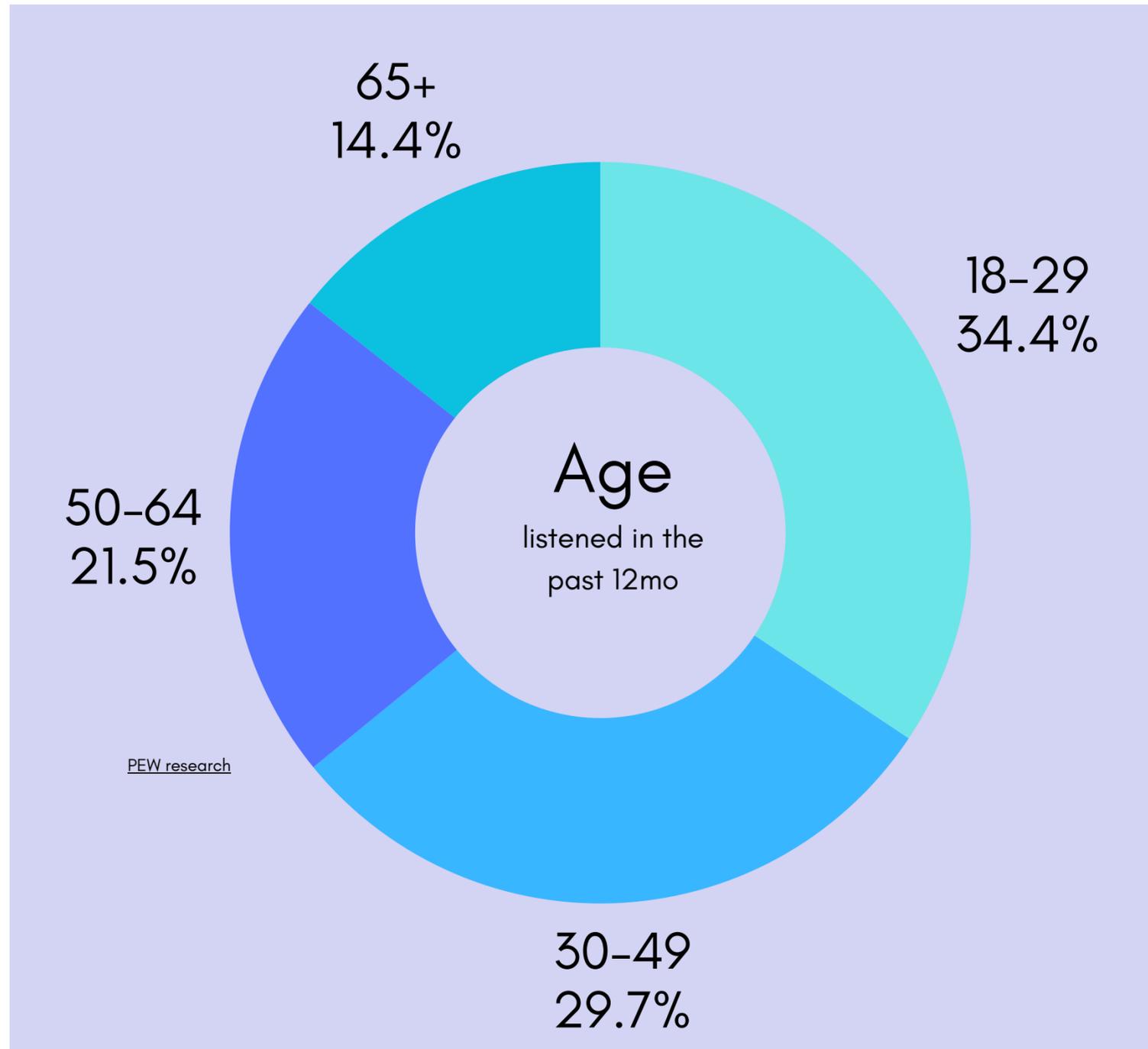
Somewhat Connected



Extremely Connected

- 65% of respondents who named a podcast they listen to most said they feel at least somewhat connected to the host of the podcast they named
- 27% who feel extremely or very connected.
- Americans who listen to podcasts at least multiple times a week are more likely than less frequent listeners to say they feel extremely or very connected to the host of the podcast they listen to most.

Who is listening?

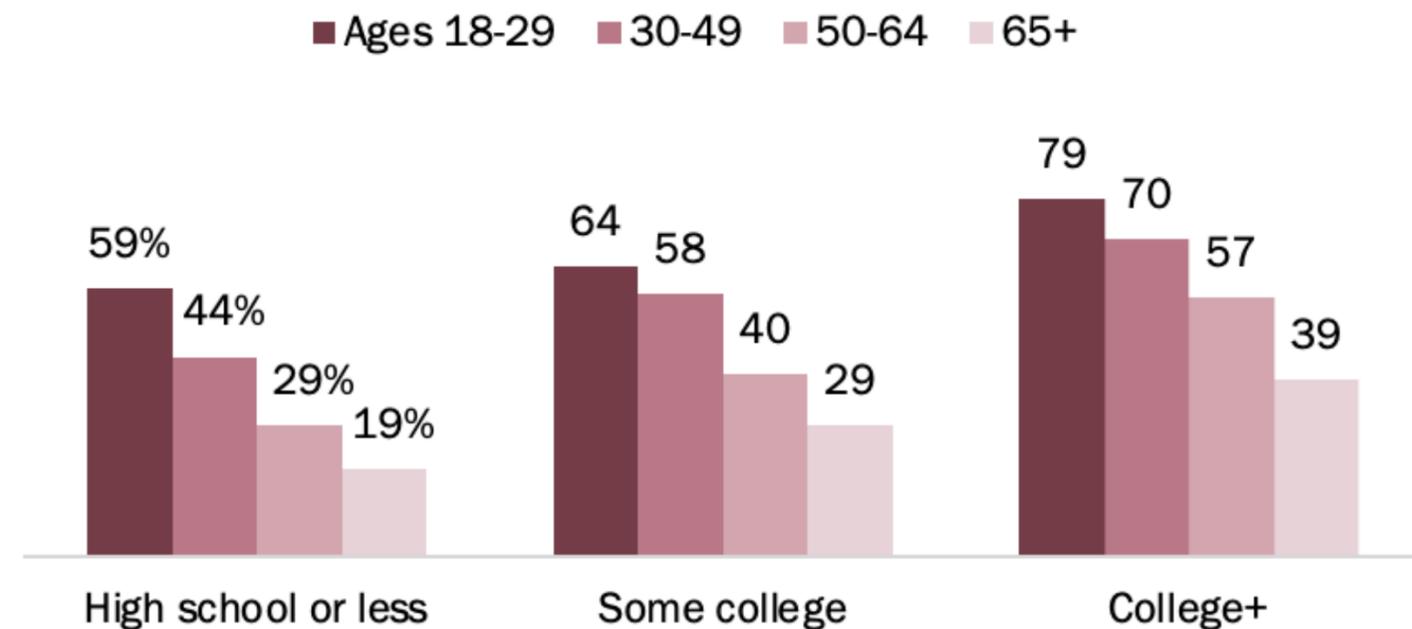


Difference in Education

- Americans who have received more education are more likely to listen to podcasts
- 62% of adults, any age, those with a bachelor's degree have listened to a podcast in the past year
 - 49% of those with some college
 - 37% with a high school diploma or less

Younger adults are more likely to have listened to a podcast in the past year across all education levels

% of U.S. adults who have listened to a podcast in the past 12 months



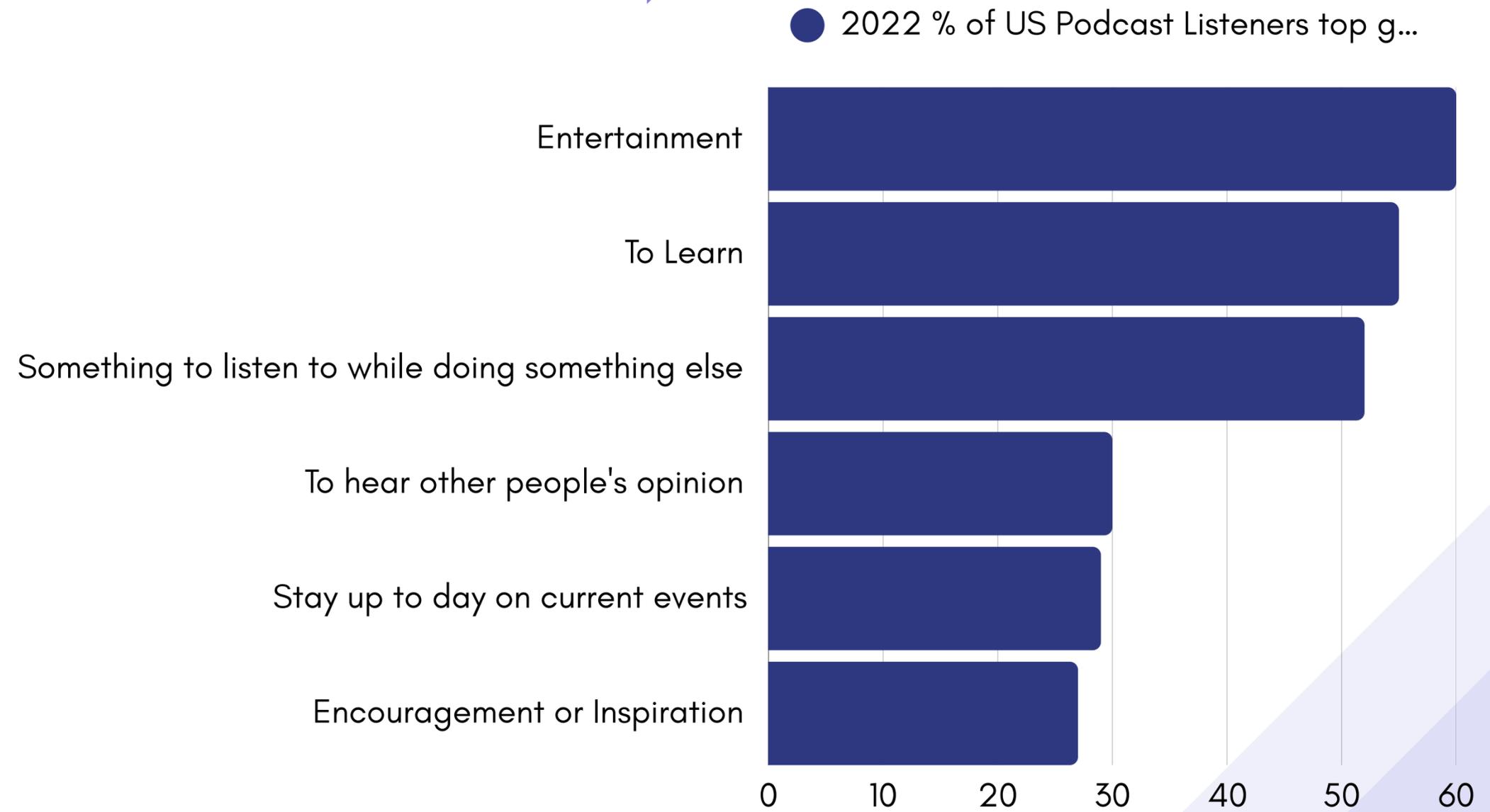
Source: Survey of U.S. adults conducted Dec. 5-11, 2022.
"Podcasts as a Source of News and Information"

PEW RESEARCH CENTER

Reasons for Listening

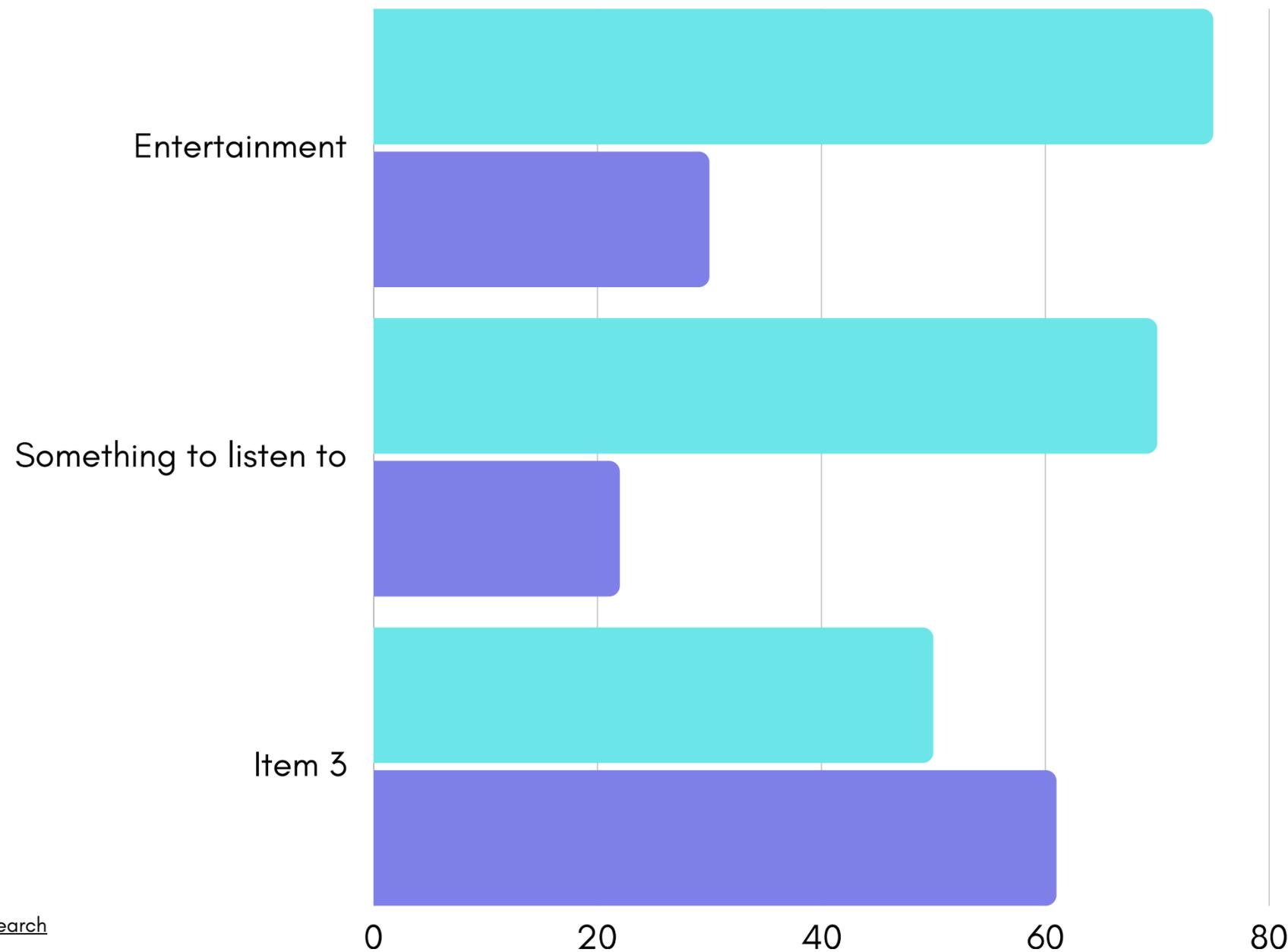
Since podcast listeners are madup of younger generations it also makes sense that the most popular genre overall would be what they are listening to.

For entertainment and to learn something are the two most common between two different age groups.



Differences in Demographics

- Younger Generations (18-29)
- Older Generations



Younger Generations

- Entertainment (75%)
- Having something else to do (70%)
- About (50%) of younger generation says they listen to podcasts a few times a week

Older Generations

- Entertainment (30%)
- Having something else to do (22%)
- Most popular reason is to learn (60%)
- (27%) of older generations says they listen to podcast a few times a week

What type is popular?

1) Comedy

2) Society & Culture

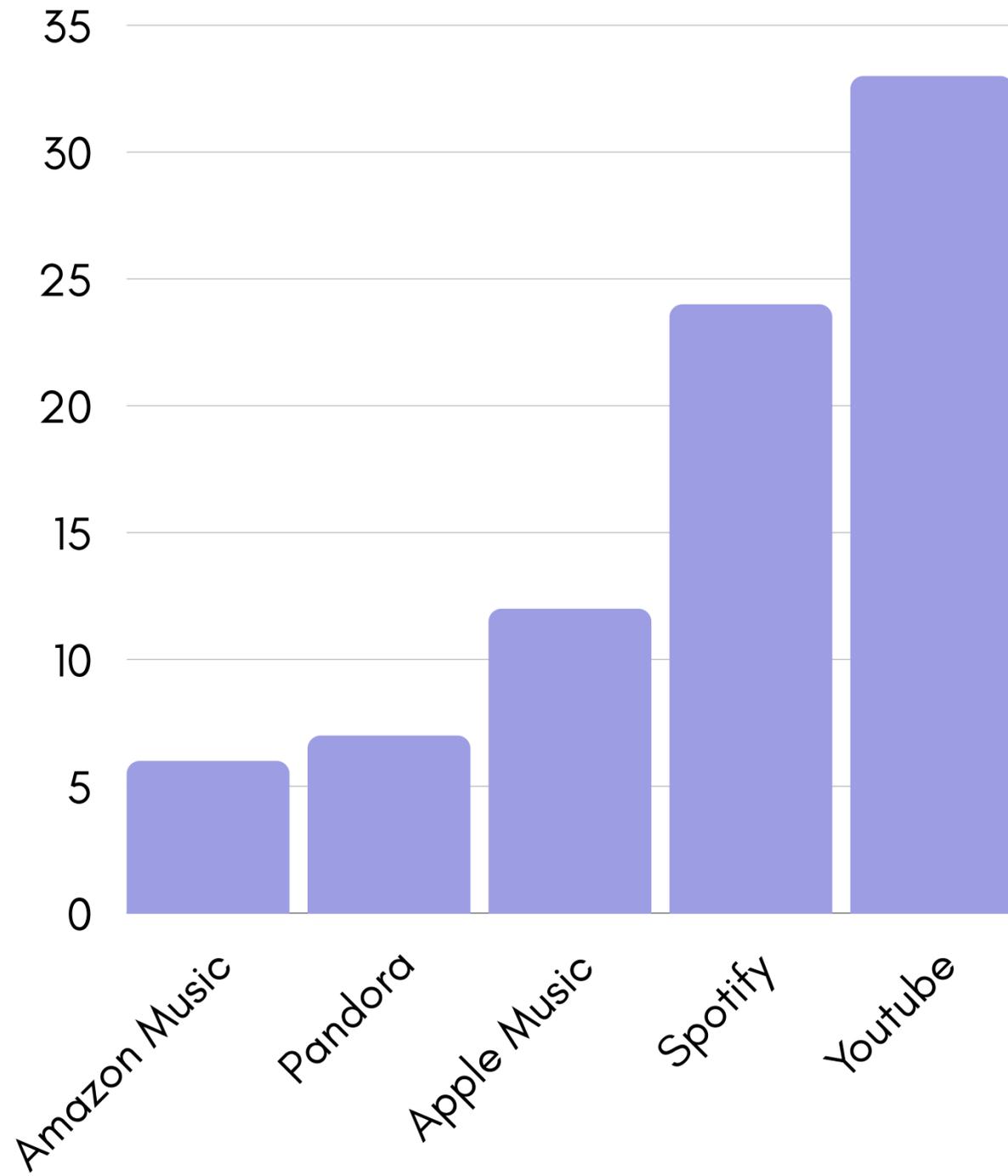
3) News

4) True Crime

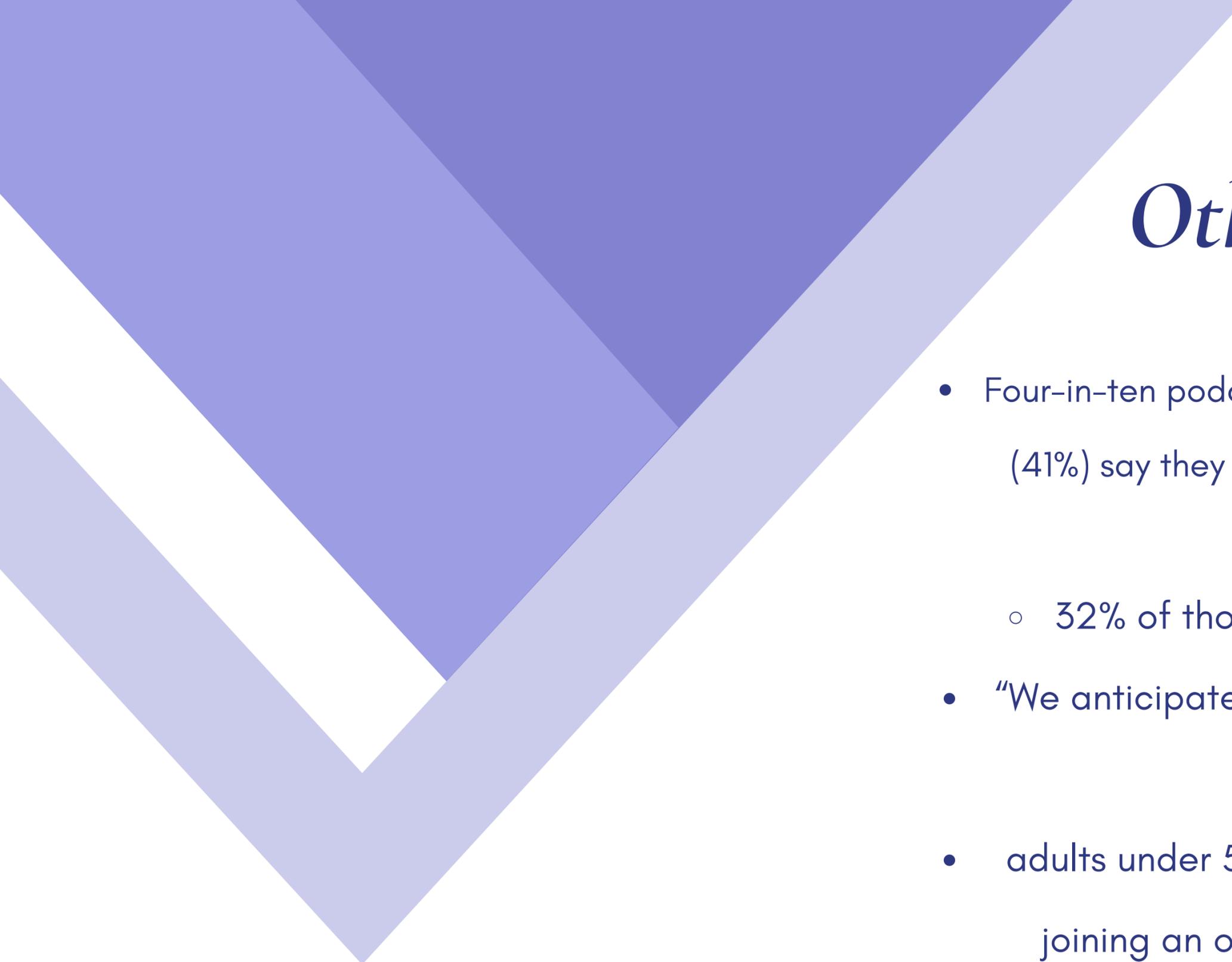
5) Sports

4) Education

Preferred Platforms



Since there is a growing number of people who prefer podcasts with video (33%) providing a platform that offers these options would support the logic behind why Youtube is a popular podcast platform.



Other helpful insights

- Four-in-ten podcast listeners ages 18 to 29 (40%) and 30 to 49 (41%) say they have made or tried a lifestyle change because of something they heard on a podcast
 - 32% of those 50 to 64 and 22% of those 65 and older
- “We anticipate experiencing significant growth in 2024 is *podcast swap*”
- adults under 50 are more likely than their elders to report joining an online discussion group related to a podcast they listened to



Conclusions & Recommendations

Takeaways

- Our target generation (older generations) need to be marketed to more towards education
- Our more entertaining podcasts can be marketed toward younger generations
- Moving onto YouTube could be helpful for more listeners
- Take into consideration lifestyle changes and what we suggest to who
- Exploring episodes that “tell a story”



Competitors

Apple Podcasts- Health

1) The Huberman Lab

2) The School of Greatness

3) On Purpose with Jay Shetty

4) Pursuit of Wellness

5) Passion Struck with John R. Miles

- The Huberman Lab: Neuroscientist from Stanford that goes over interesting stuff
- New York Times Best Selling Author shares inspiring interviews to help you unlock your inner greatness
- Mental Health expert that discuss through interviews and discuss different topics
- Discusses everything health and wellness
- Journey into the philosophy of wellness but also the science behind it.

Similar Podcasts

- **Truth, Lies, & Alzheimer's**

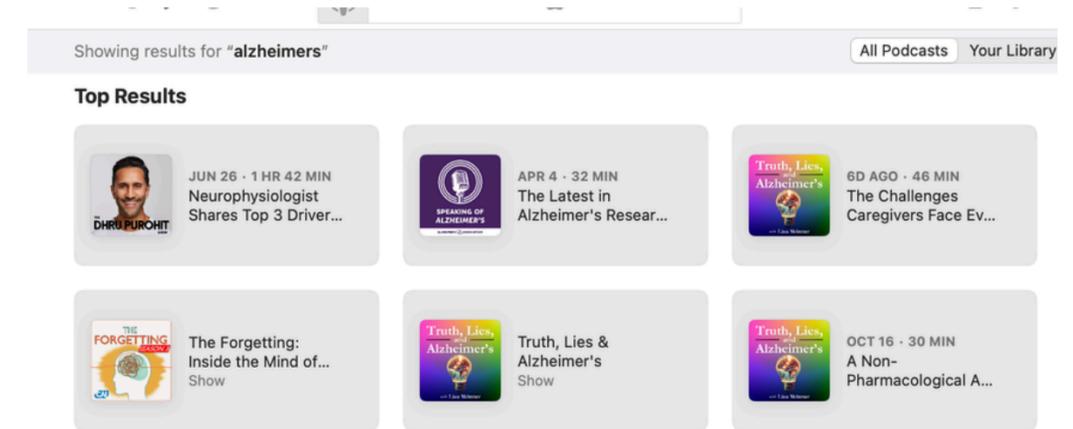
- The Podcast features conversations that provide Tips for all caregivers navigating the heartbreaking challenges of having a loved one diagnosed with Alzheimer's disease or other dementia. Everyone has a story about Alzheimer's. It's time to start the conversation about Alzheimer's and stop treating it like it's only a "Family Business."

- **Fading Memories**

- Designed to answer those daily questions in an easy to use format. Our weekly podcast has conversations from folks who have some of the answers and personal stories from family members dealing with a loved one with memory loss.

- **The Forgetting: Inside the Mind of Alzheimer's**

- The conversations are geared toward people with the disease, as well as caregivers, friends and loved ones. In addition to discussing O'Brien's day-to-day life with Alzheimer's and the tactics he uses to cope, the podcast also features guest interviews.



Observations

- Titles
 - Formatting of the titles is very simple so that people can find them-saying what they are exactly about
- Reviews
 - Not sure if it is a necessity and each podcast ranged in reviews but they do seem more credible just from a viewer perspective with more
- For marketing purposes- using the name
- The most popular is looking at the science
 - People want to be explain to about what they don't know about

Similar Podcasts

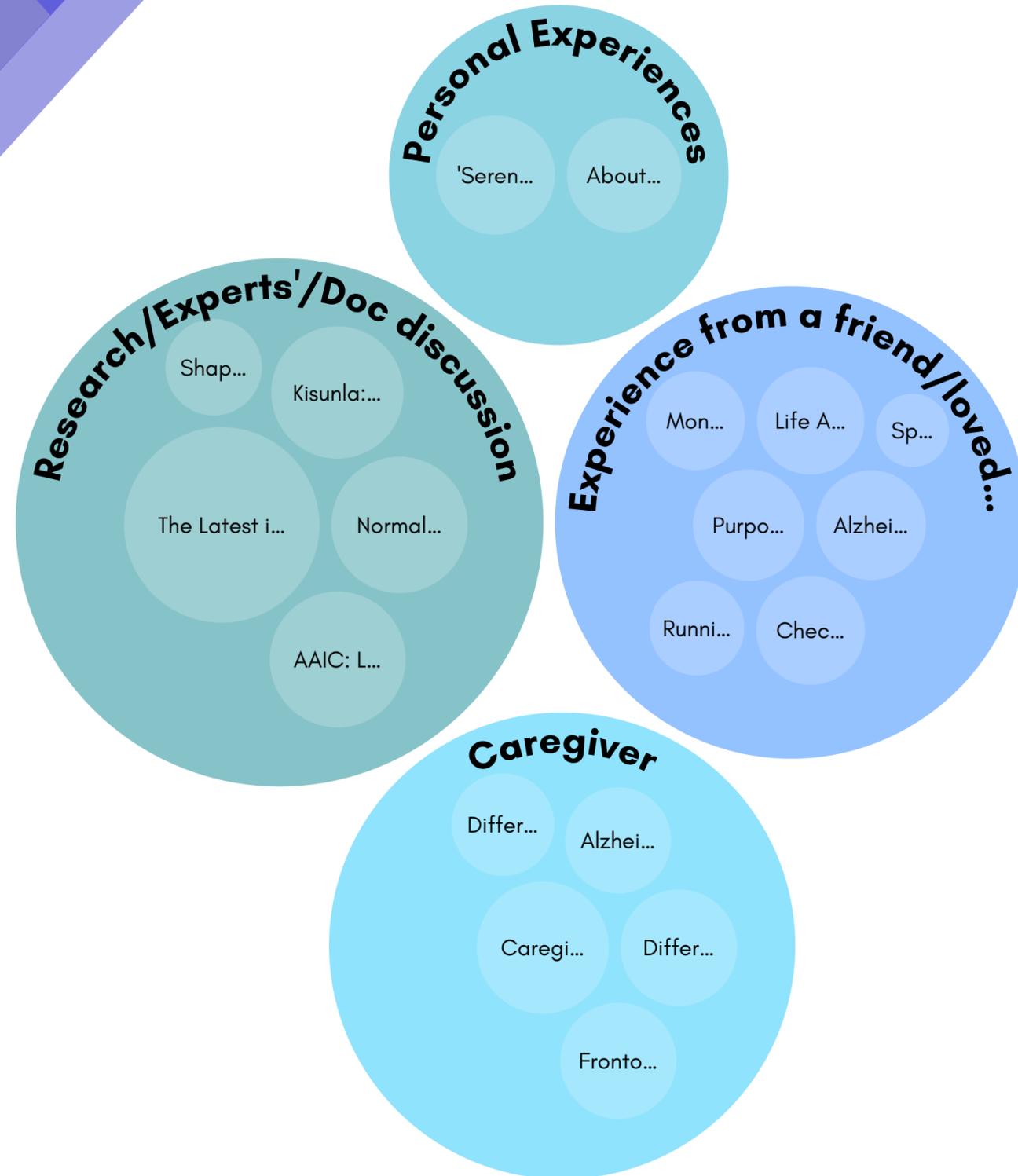
- **Spotlight on Care: Alzheimer's Caregiving**
 - Share stories, experiences, tips and advice on caring for loved ones affected by Alzheimer's and other dementias. Spotlight on Care is produced by the University of California, Irvine Institute for Memory Impairments and Neurological Disorders, UCI MIND
 - Education
 - **The Brain Health Revolution Podcast**
 - Drs. Dean and Ayesha Sherzai, for a fun, innovative and inspirational approach to brain health and all matters concerning the remarkable human mind. This is the century of the brain, a time when our insights into this incredible organ are exploding at an unprecedented pace.
 - Listed under Life Sciences
 - **Living with Alzheimer's Disease**
 - In this miniseries, we speak with health experts and people dealing with Alzheimer's about symptoms, causes, existing treatments, ongoing research into new therapies. We also discuss ways you can lower your risk of developing Alzheimer's disease or any other form of dementia. And we discuss how caregivers and loved ones can cope with Alzheimer's disease, too.
 - Medicine
- Observations
- Informative
 - They are telling you the basics of the disease - learning new info



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Podcast Analysis

Categories Breakdown



- Personal Experiences
- Caregiver Stories
- Research/Experts'/Doc discussion
- Experience from a friend/loved one died



SWOT

SWOT

Strength

- Most followers consistently listen to the podcast
- Alzheimer's Association is the leading non-profit for Alzheimer's/dementia
- Followers are growing

Weakness

- Not a lot of reach across the US considering the organization is national
- Lack of reviews
- Not on the most used site for podcasts (Youtube)

Opportunities

- We can target both the 60+ generations and the 28-34 and the 35-44 because they are both popular but have some room to grow.
- New England/New York is the most popular region but LA is also popular so we can use that to expand audience reach

Threats

- The rise of popularity in podcasts with video is something that we might want to eventually transition to
- The numerous other Alzheimer's podcasts

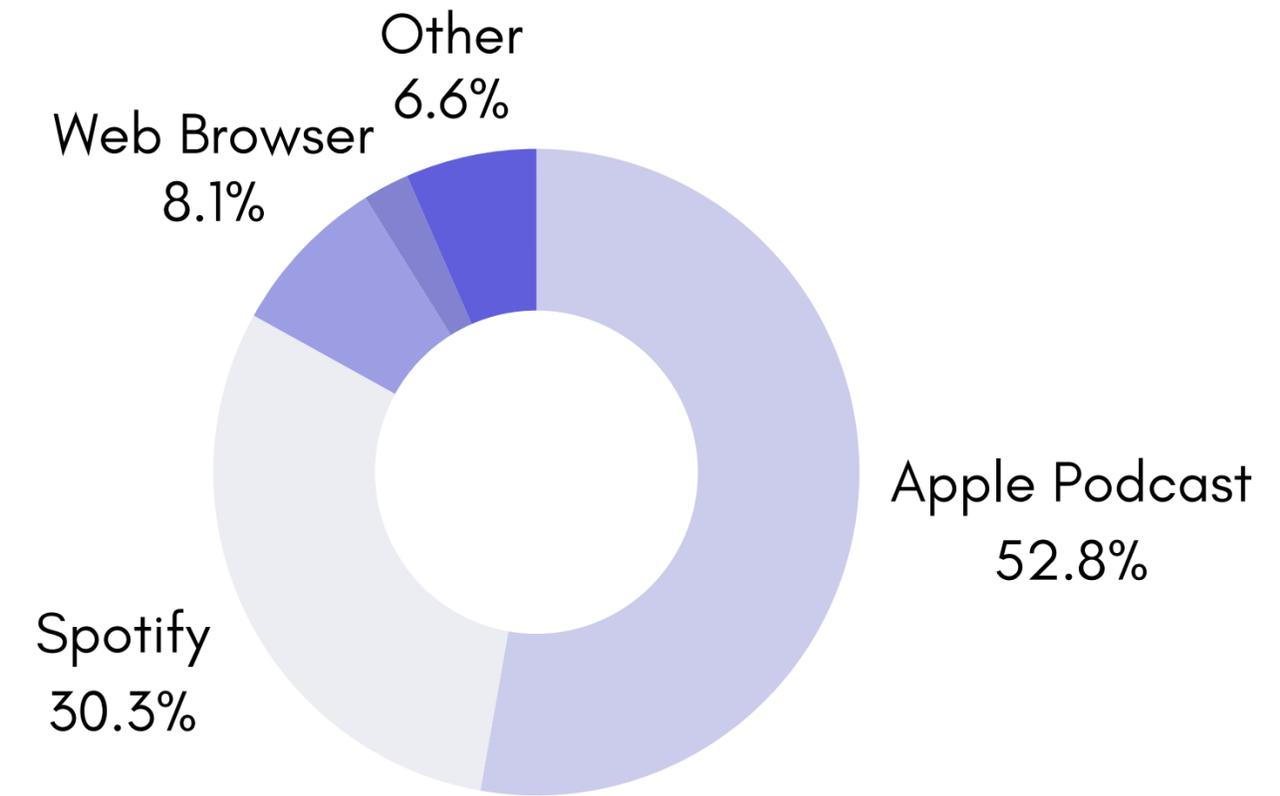
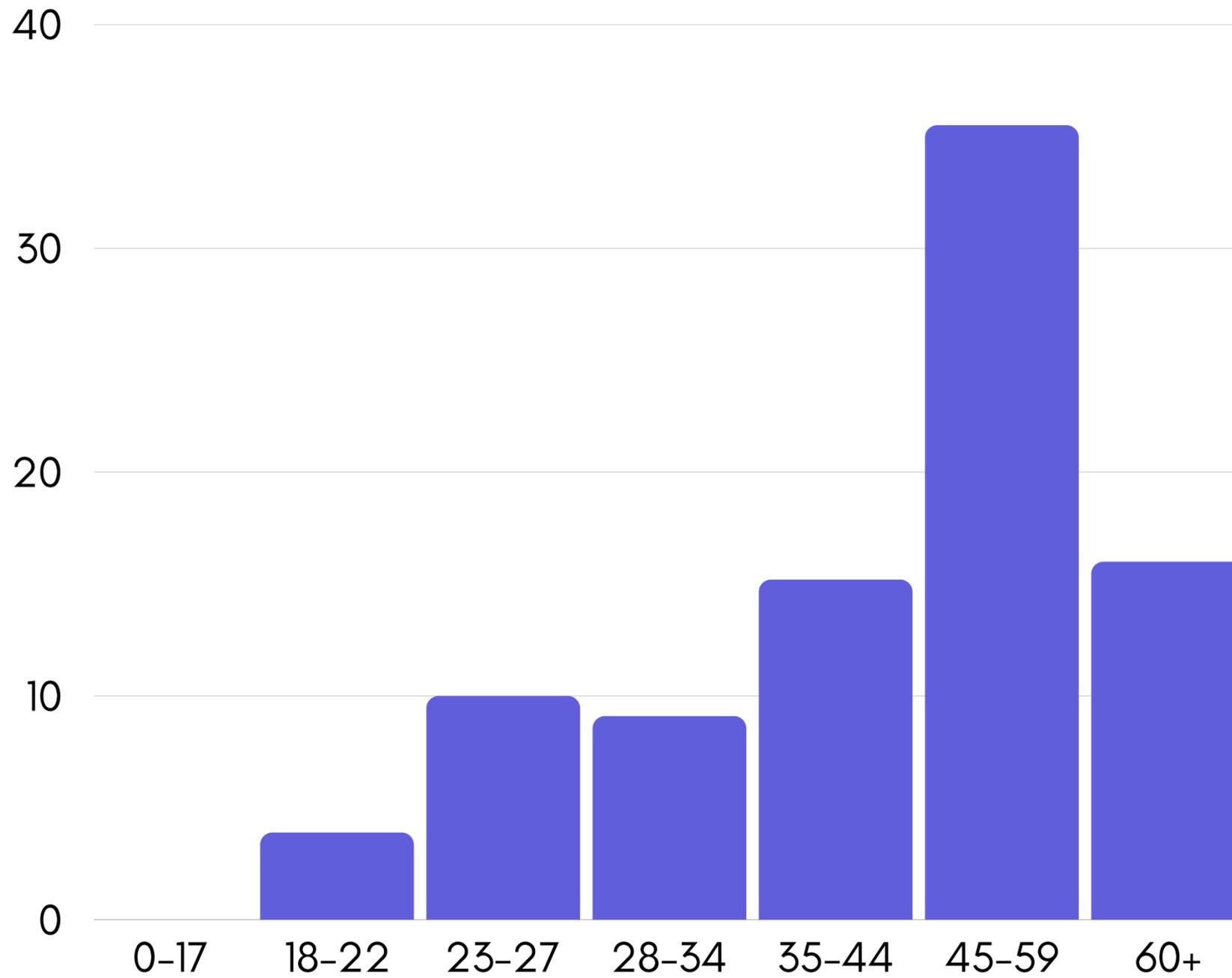


Observations

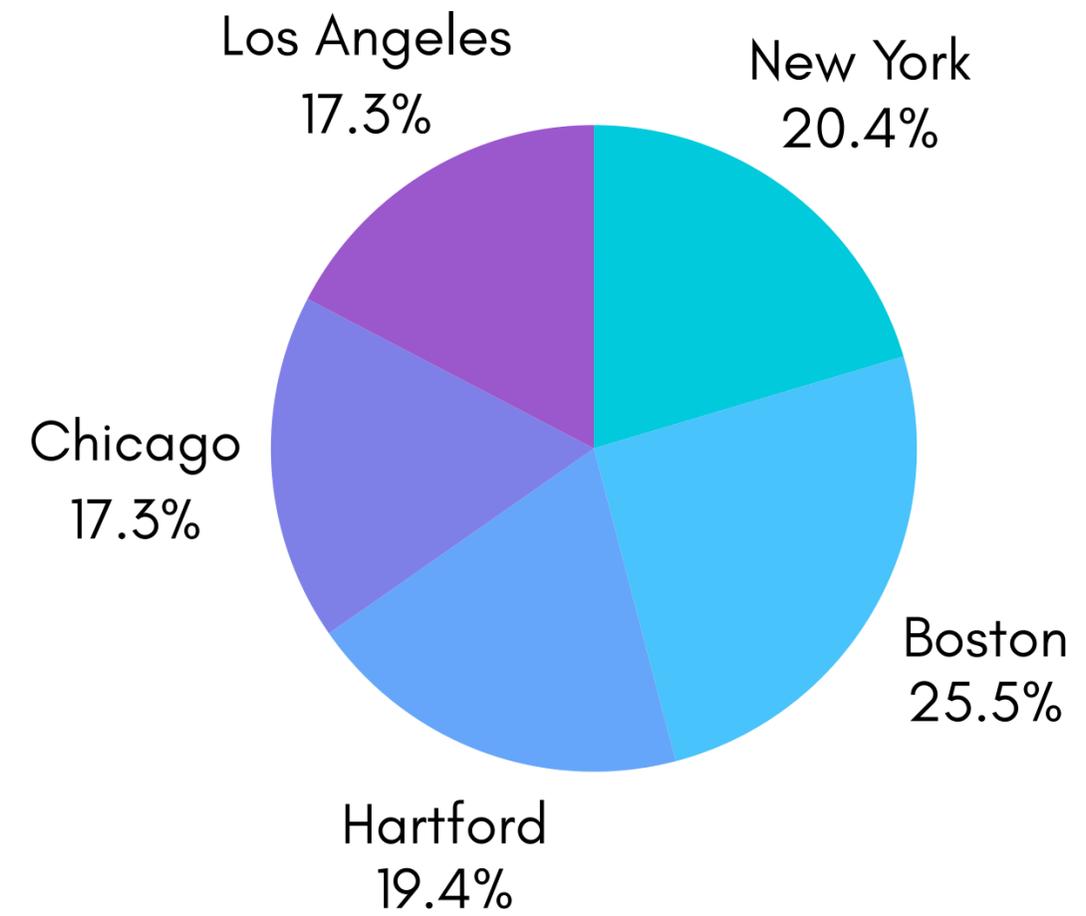
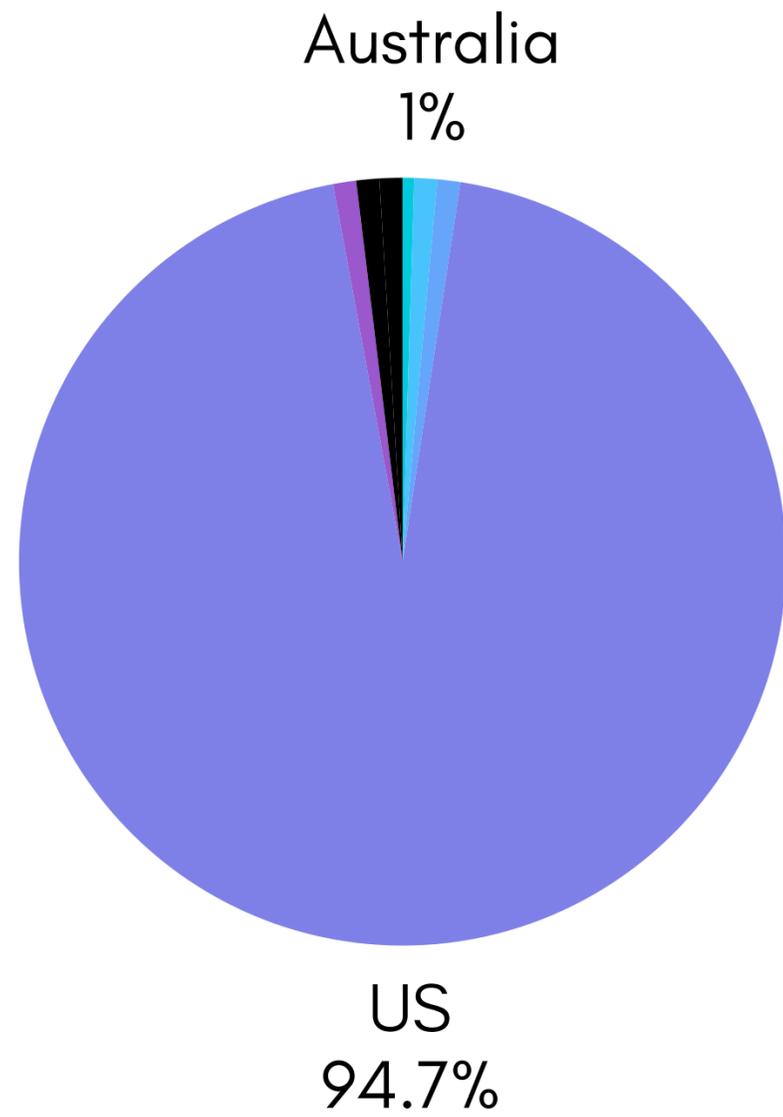


Statistics/Graphs

Our Audience



Our Audience





Ideas and Reccommendations

Ideas

- Informative/Educational Podcasts
 - What is the difference between the types of dementia and even Parkinson's
 - What happens to your brain when you have Alzheimer's - breaking down the science
- How to:
 - Scenario of how to calm down someone
 - Stranger interacts with someone with dementia/ how to spot and what to do next
- Sharing stories in a more "telling a story way" rather than podcast with questions occasionally

Marketing and Framing

- Alzheimer's Association is the leading non-profit for Alzheimer's Research: We have leverage to use this in marketing
 - For marketing the podcast we can
- Changing strategy for age group
 - If we market on Instagram/Tiktok--> more entertaining
 - Market on newsletter then we focus on the educational aspect
- Changing our "tags" on the platform to Life Science or Education etc.
- Connecting with other chapters to highlight the podcast
 - Eventually switch from New England-based to be for the whole organization?



Thank You!

Questions?