

Spotify (SPOT)

Joe Rogan Experience Data Download

May 19, 2020

I

Joe Rogan Will Help Spotify In The Podcast Battle Against Apple

Joe Rogan Listeners Are Valuable Subs: IE, More Active Music and Podcast Users

Joe Rogan Is The Most Popular Podcast; Barstool Is Worth Watching

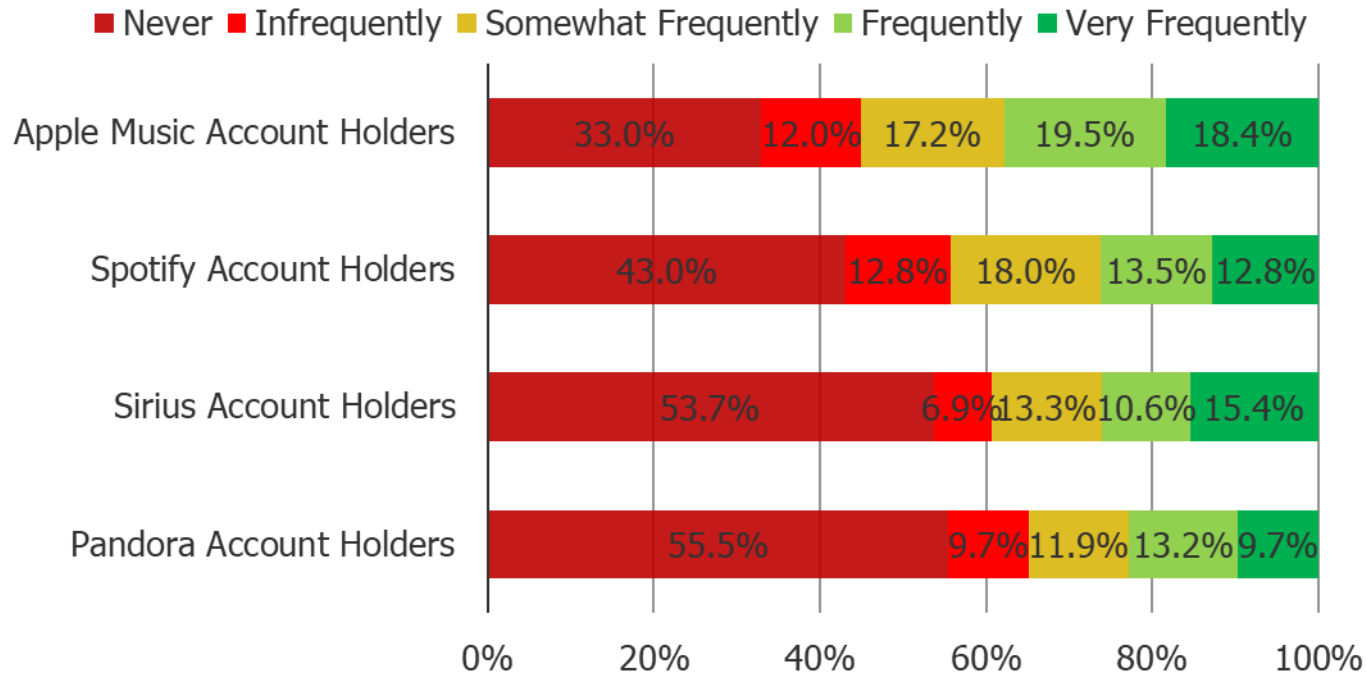
Podcast Listening Has Steadily Been Increasing / Gaining Share

Joe Rogan Users Over-Index As Male, Younger, and Higher-Income



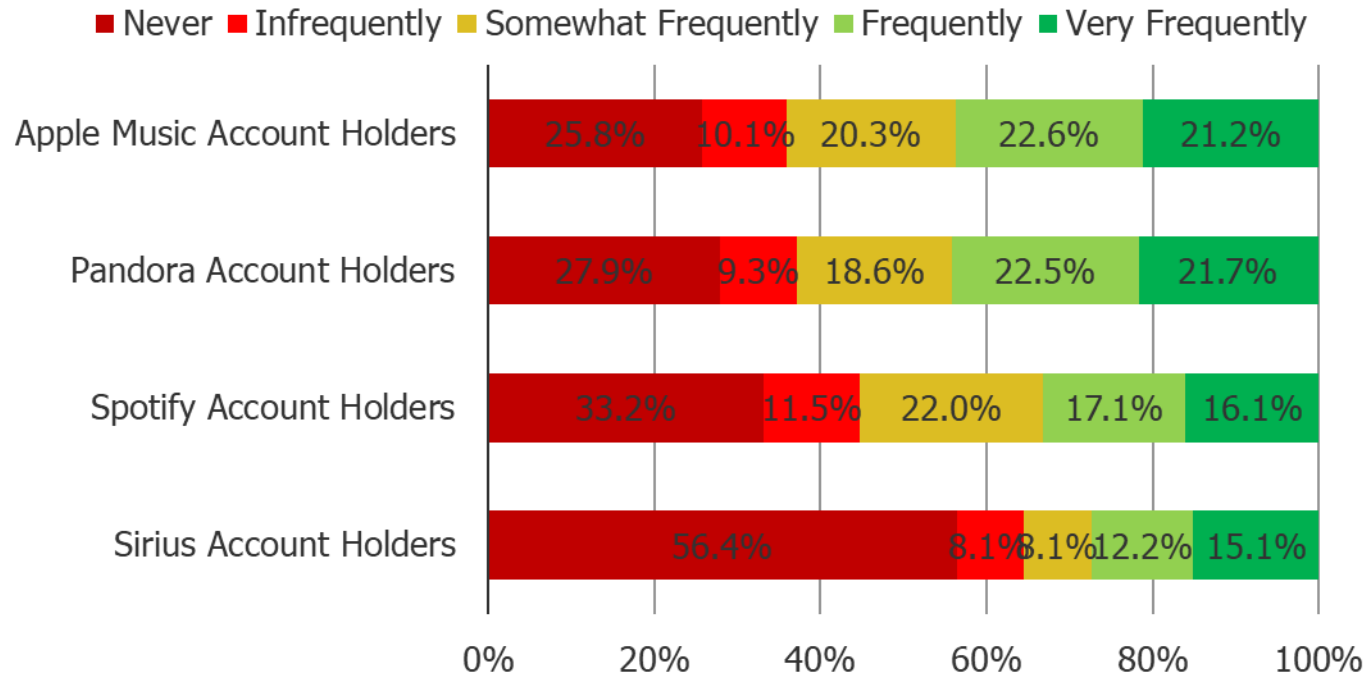
How often do you listen to the Joe Rogan Experience?

Posed to all respondents, cross-tabbed by platforms they have accounts with.



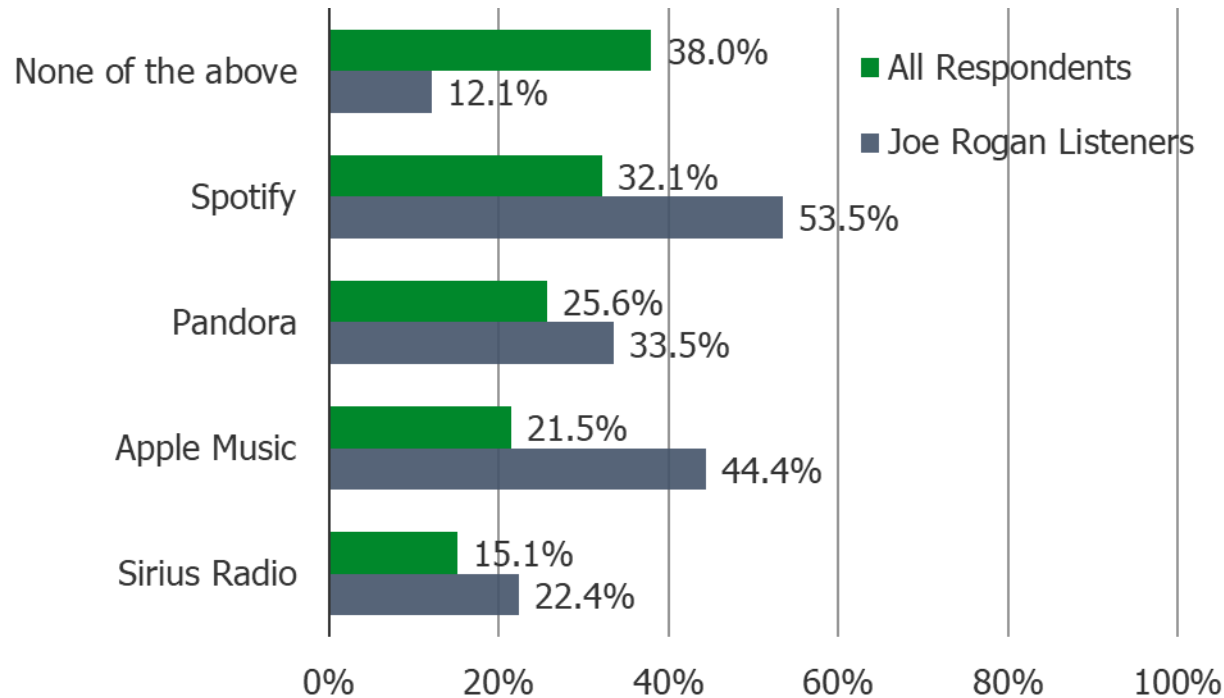
How often do you listen to the Joe Rogan Experience?

Posed to all respondents, cross-tabbed by platforms they have PAID accounts with.



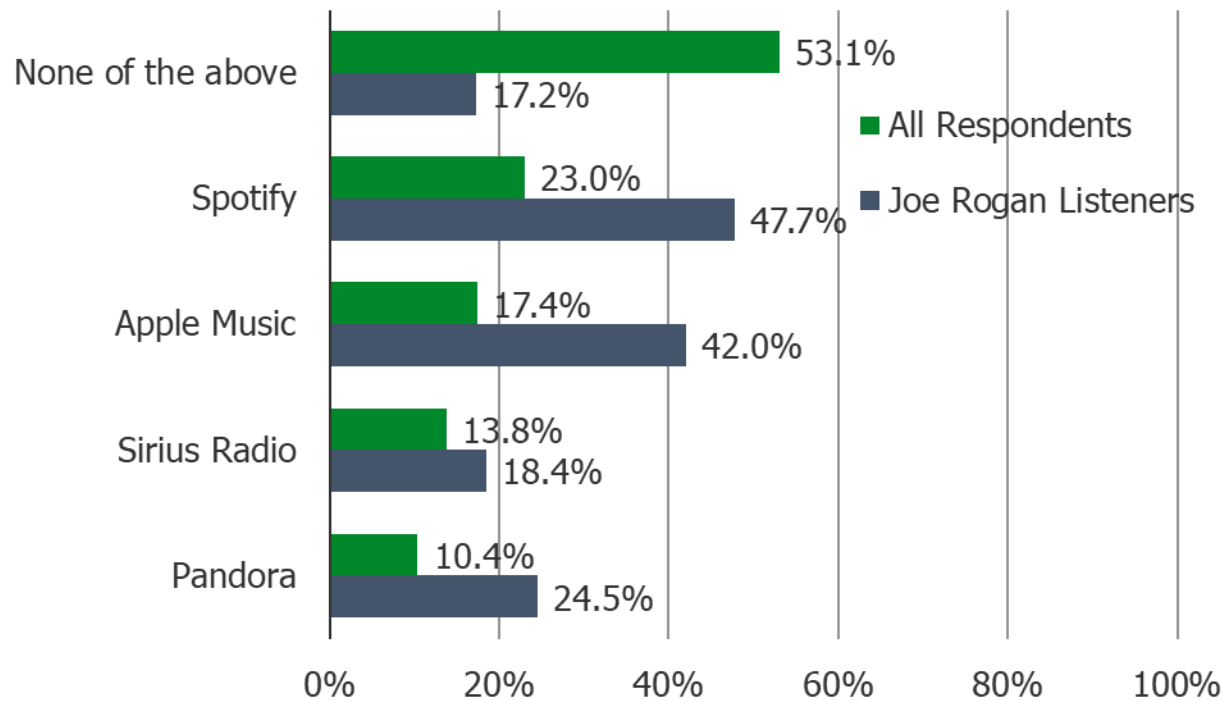
Do you currently have an account with any of the following? (Select ALL that apply)

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



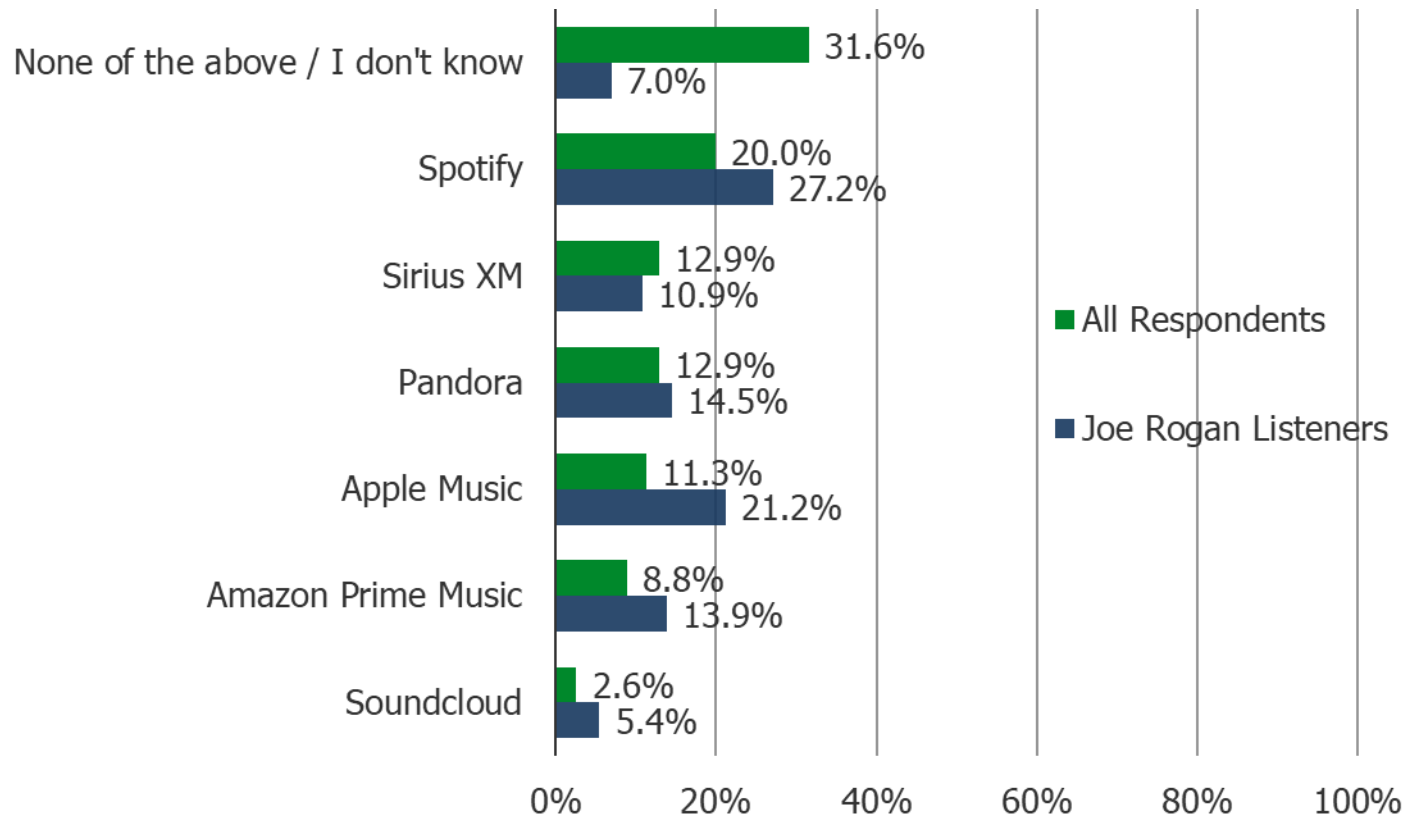
Do you currently have a paid account with any of the following? (Select ALL that apply)

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



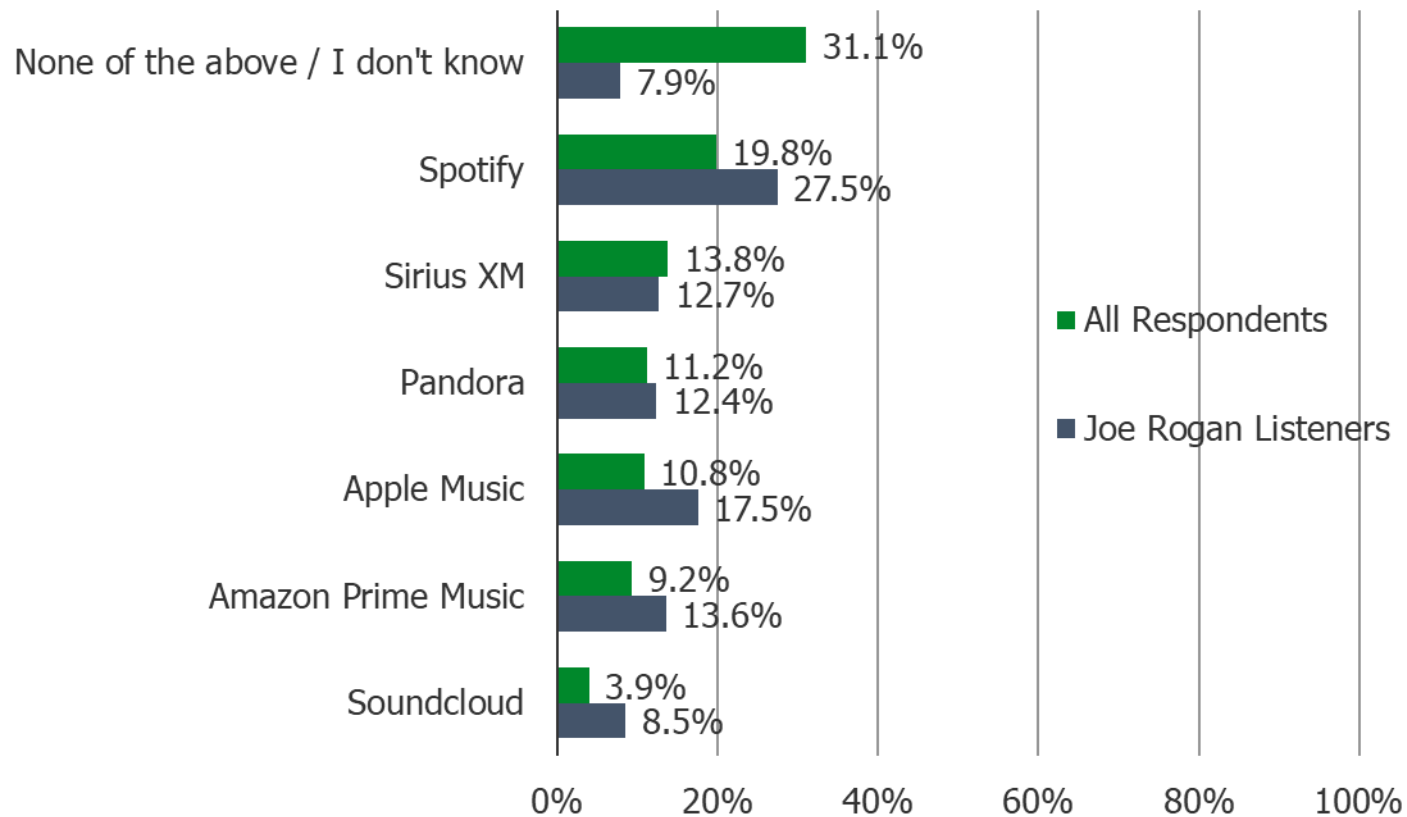
In your opinion, which platform is best when it comes to the way in which they deliver content to users? (ie, the best user experience).

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



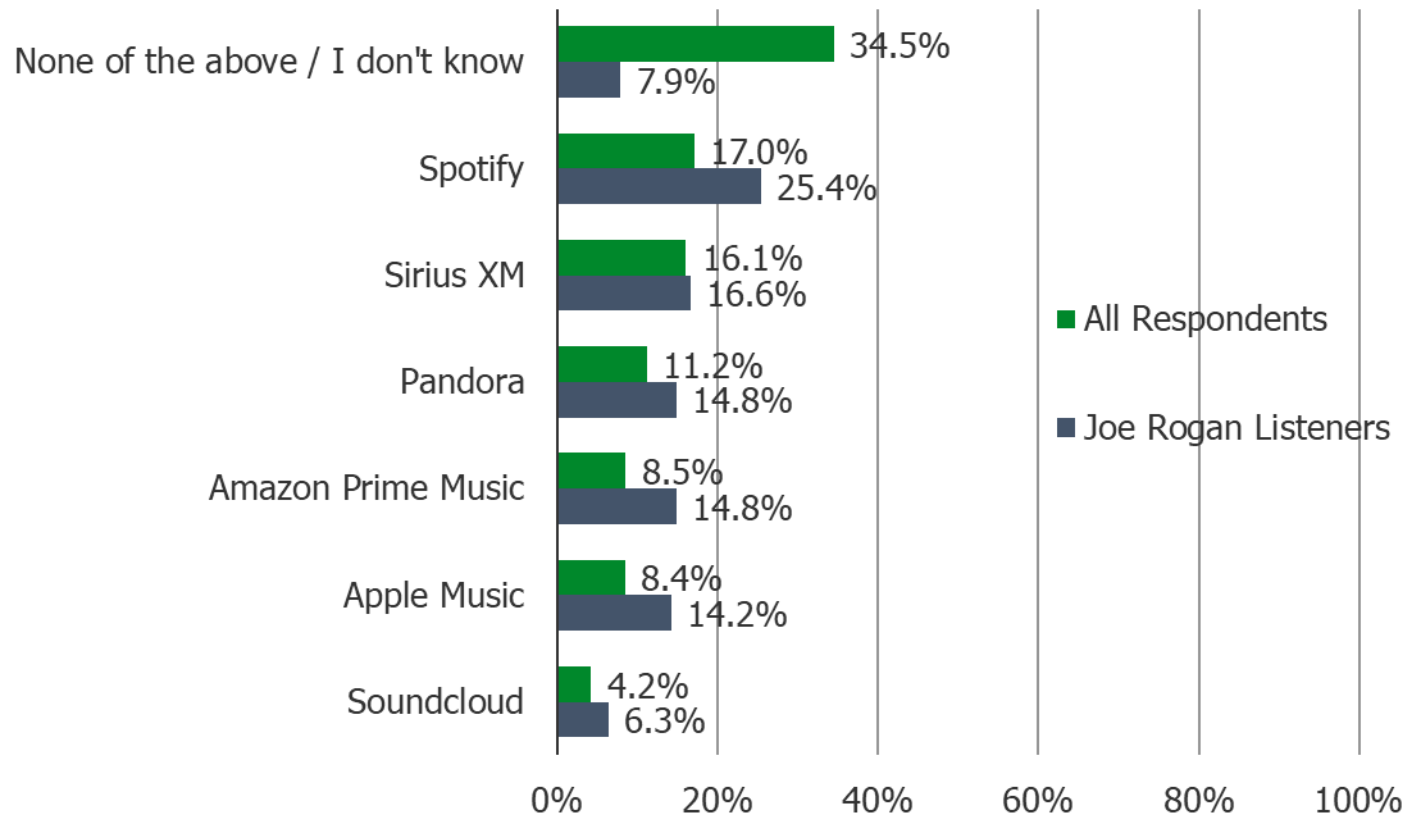
In your opinion, which platform has the best content available?

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



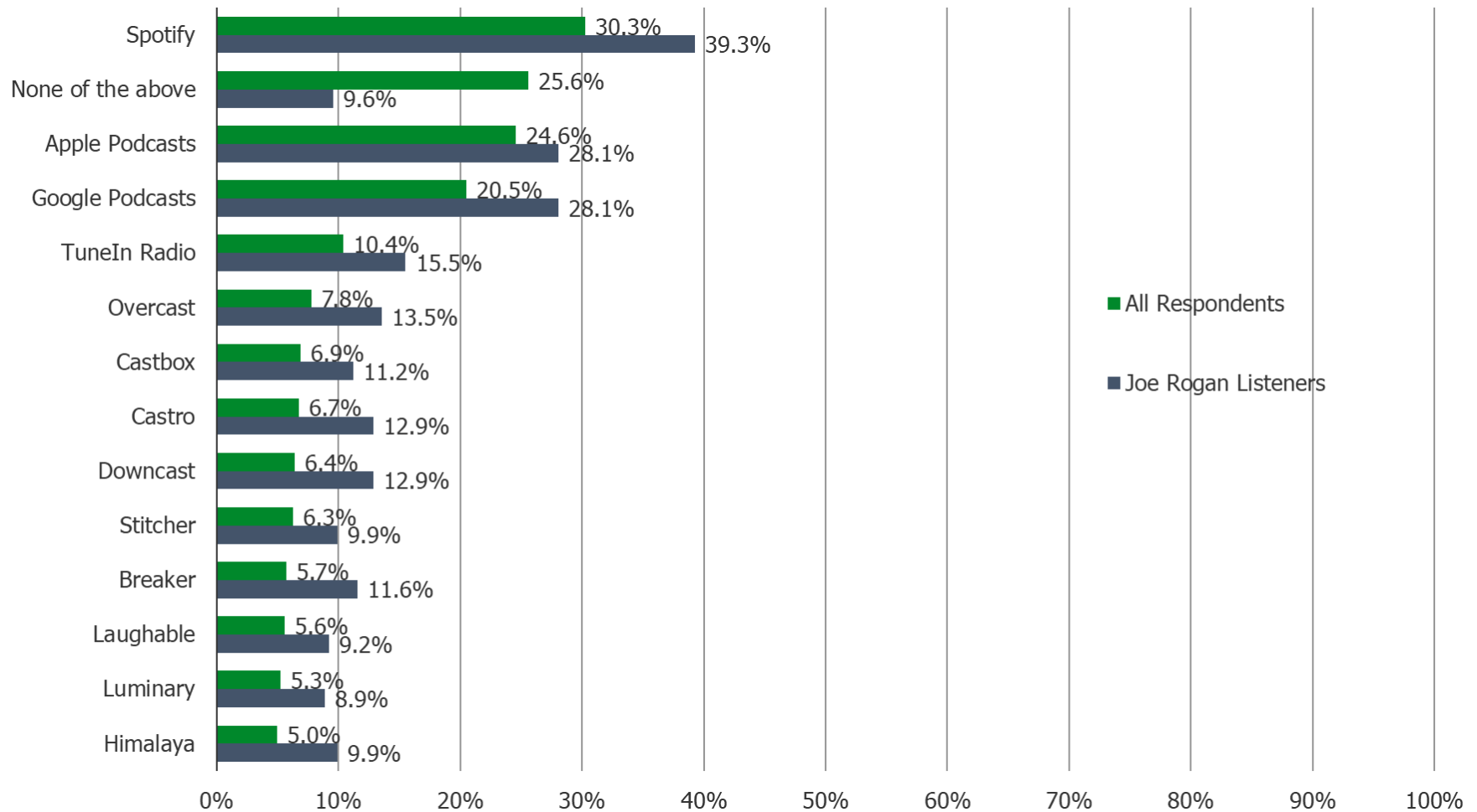
In your opinion, which platform has the most unique content available that you can't find elsewhere?

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



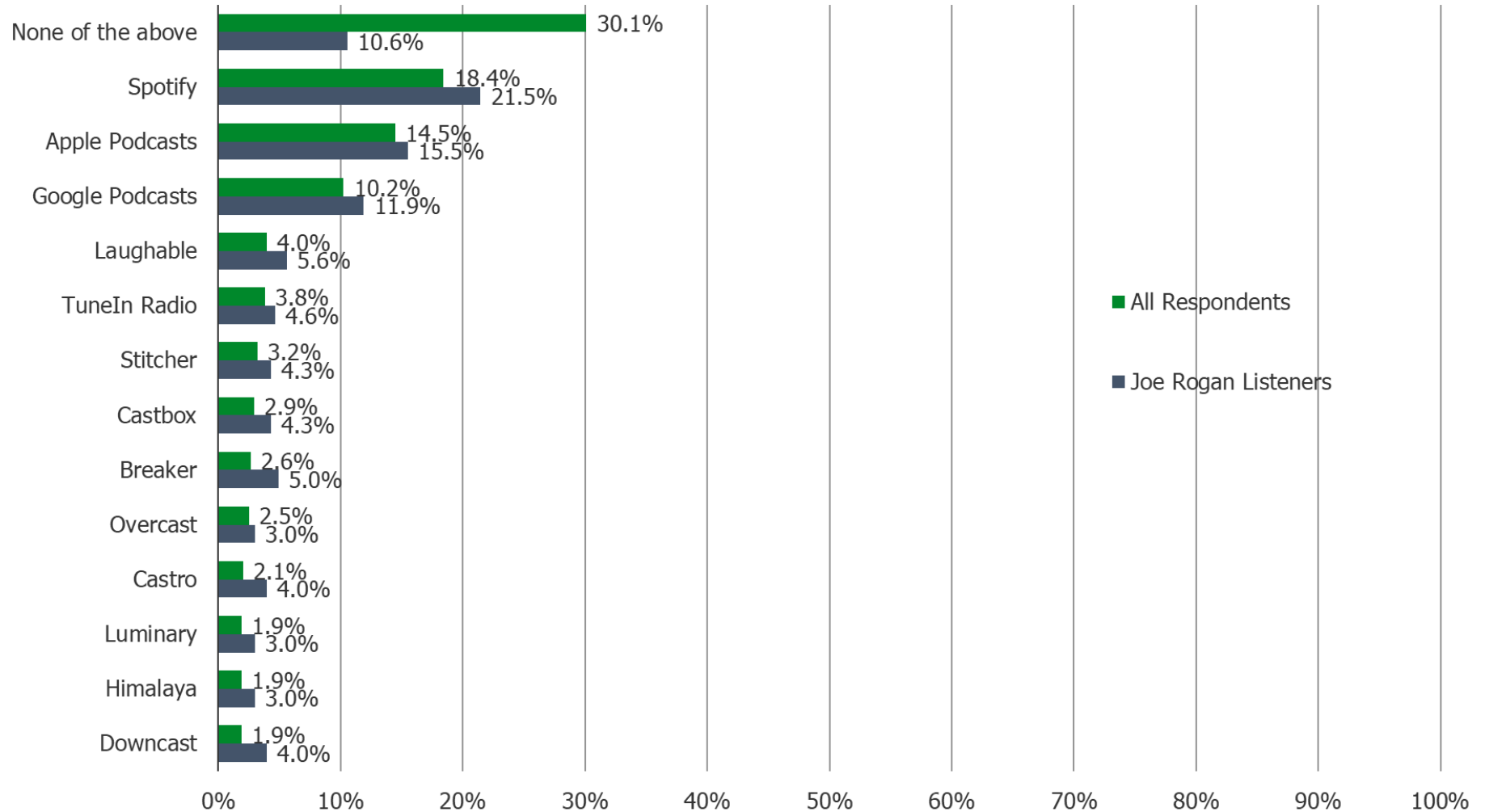
Which of the following platforms do you use to listen to podcasts?

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



Which of the following has the most unique podcast content that you cannot find on other platforms?

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



II

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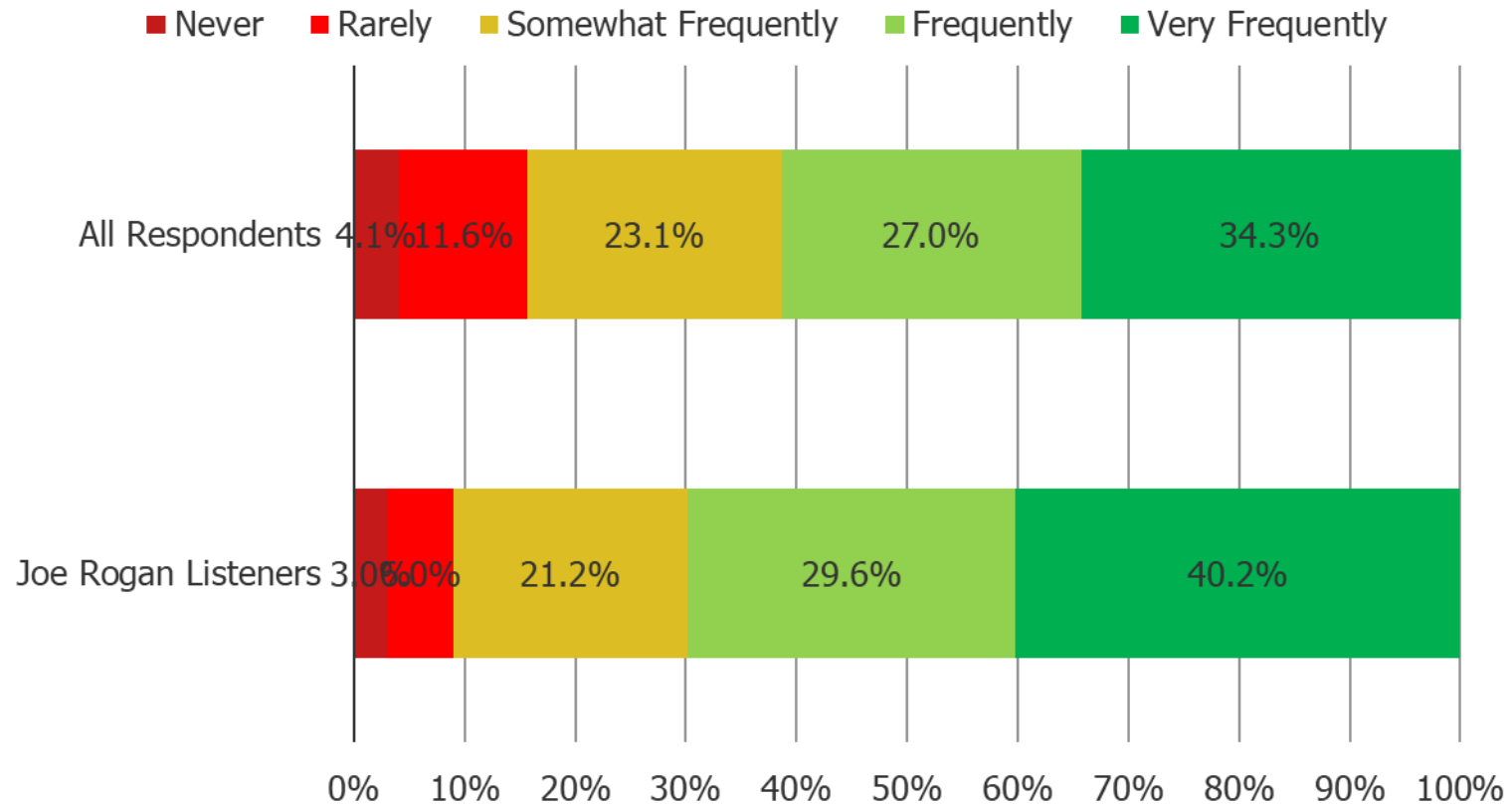
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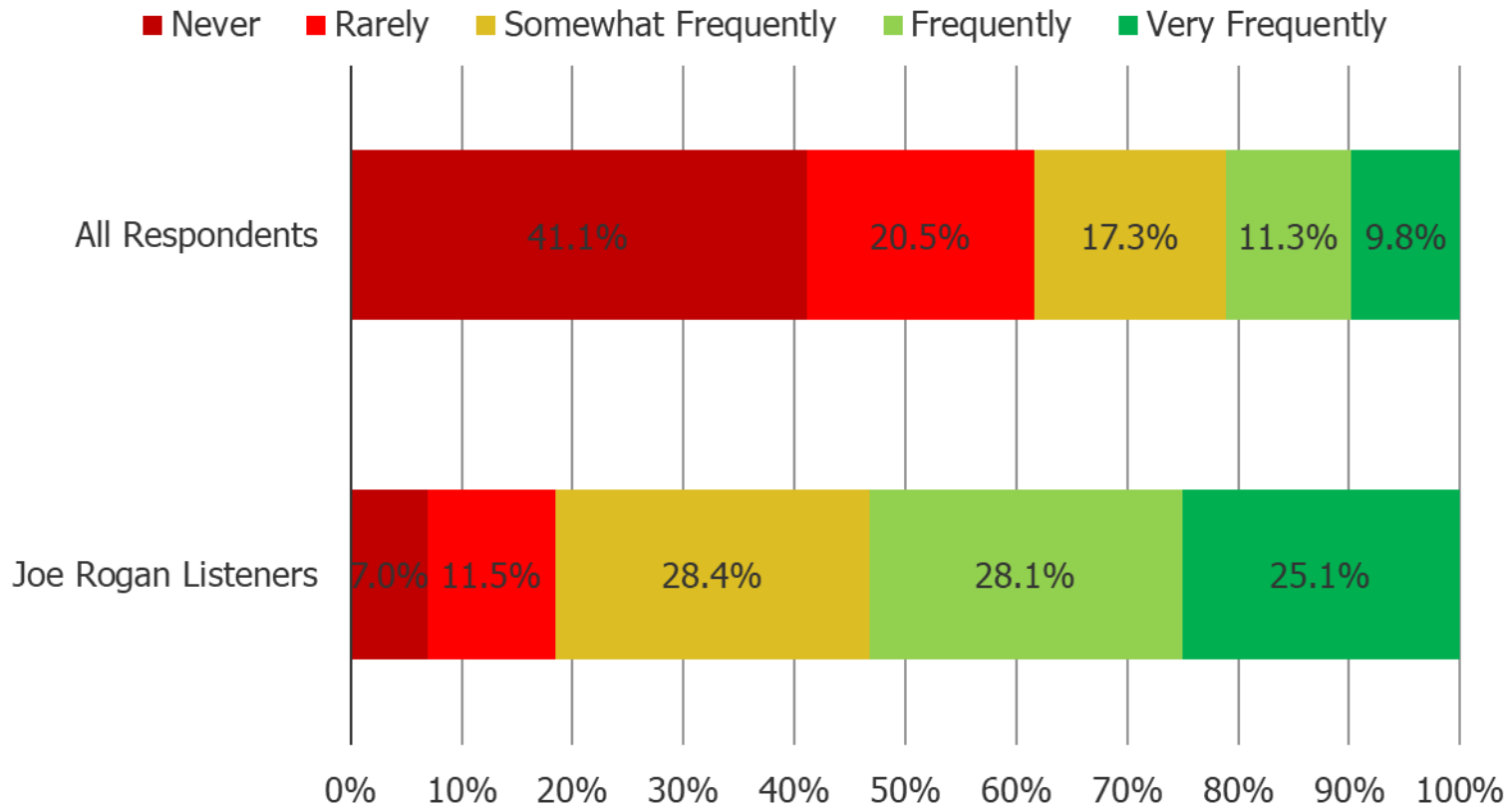
How often do you listen to music?

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



How often do you listen to podcasts?

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



III

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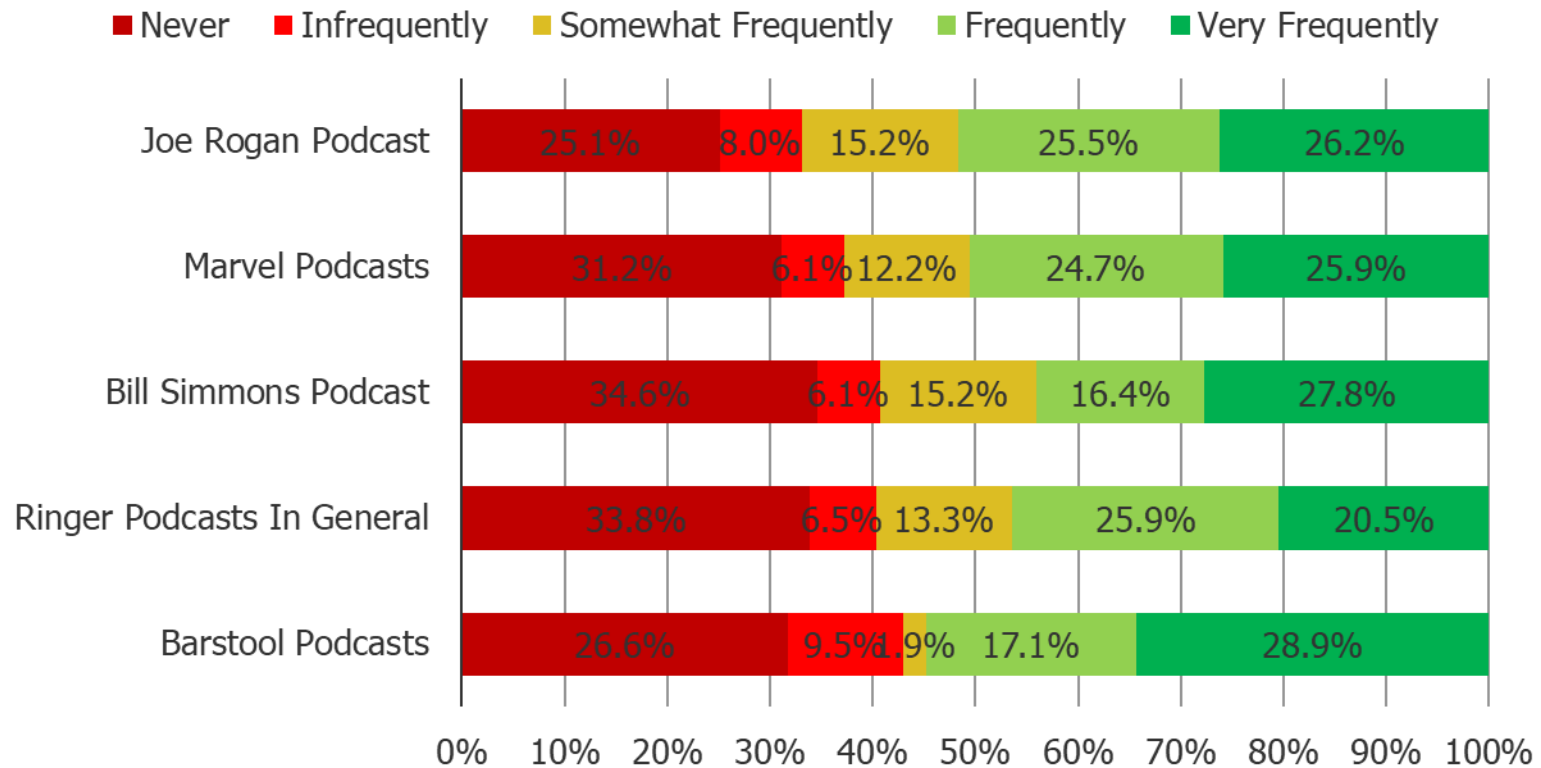
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How often do you listen to the following?

Posed to respondents who listen to podcasts frequently or very frequently.



IV

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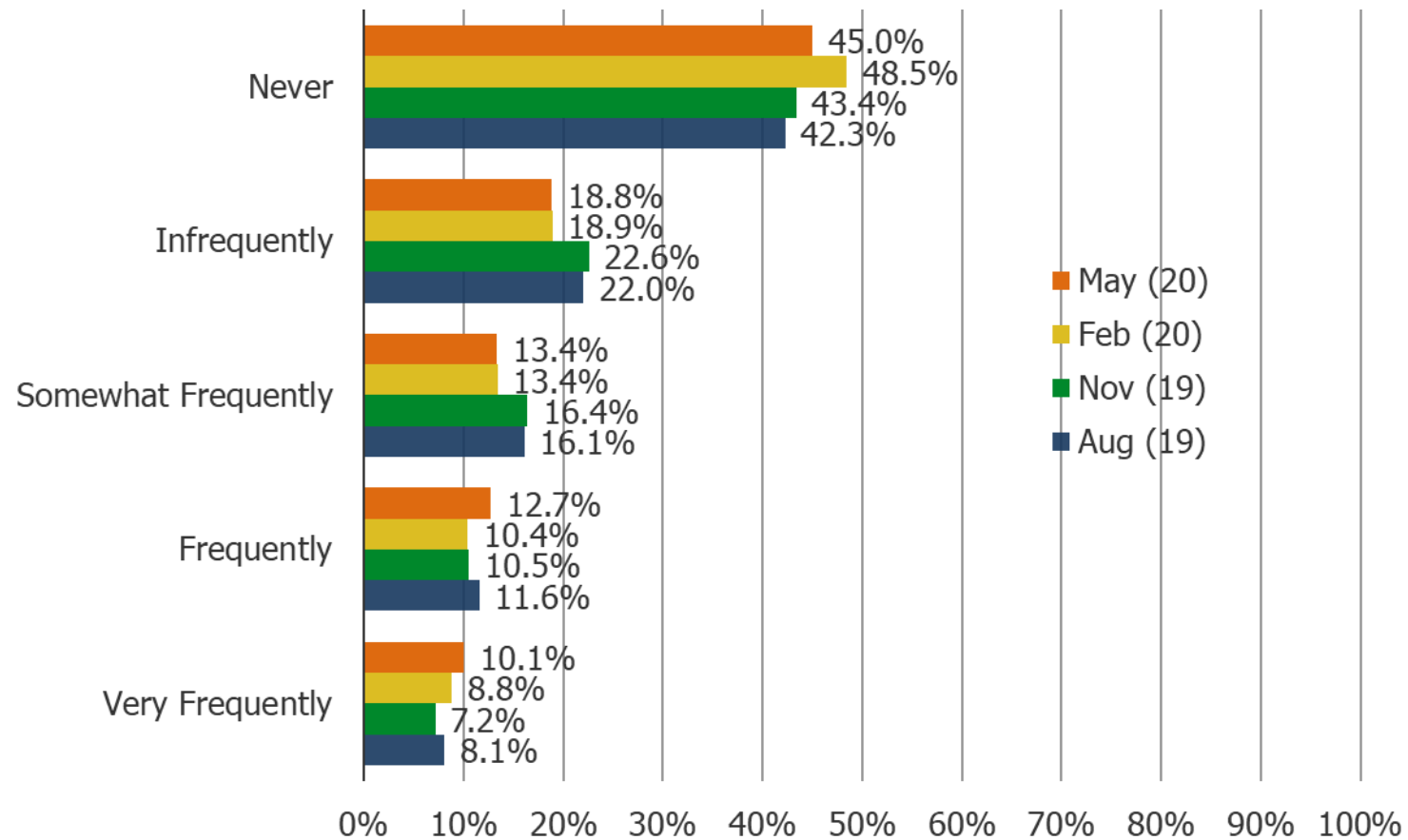
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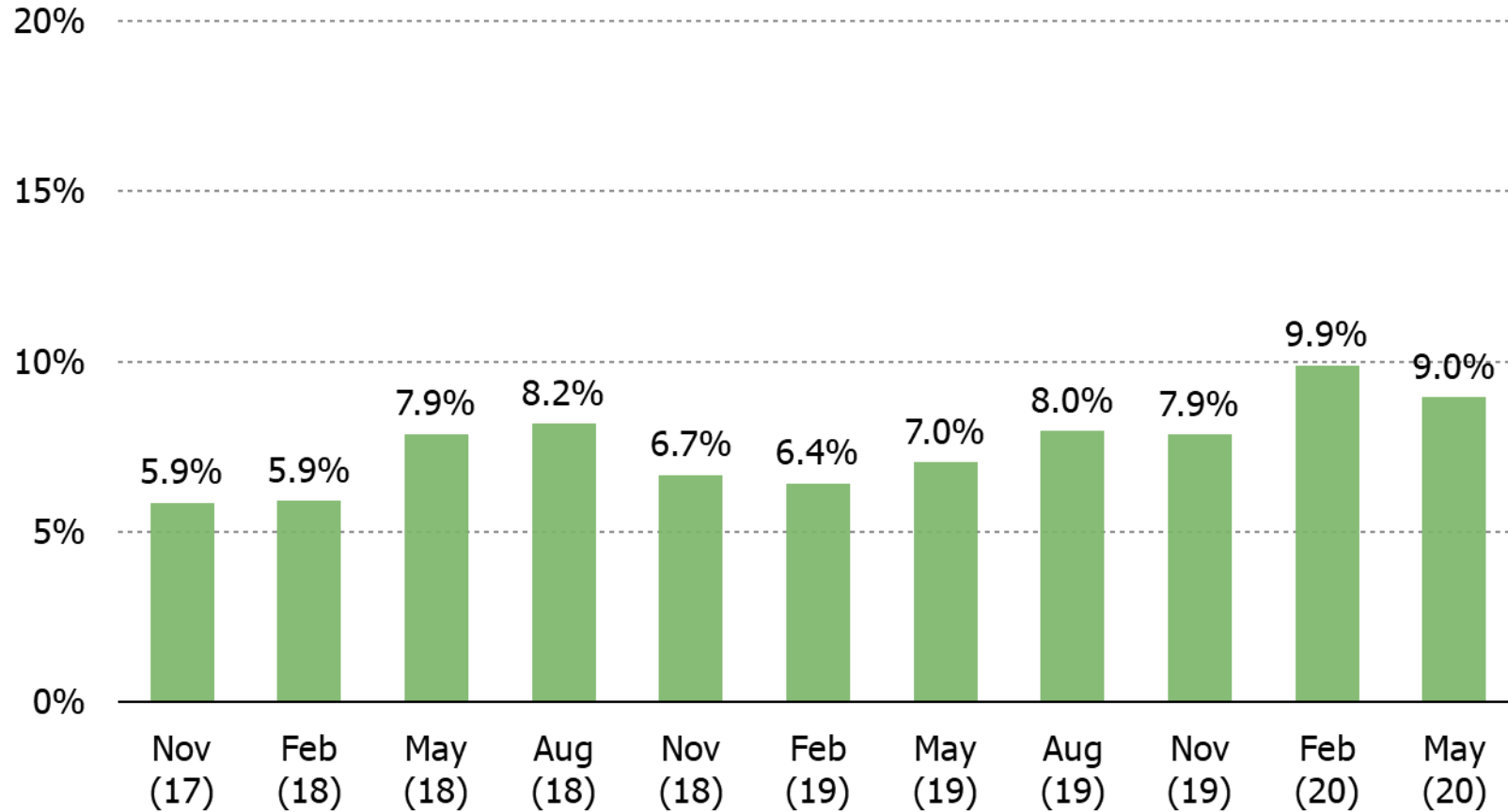
How often do you listen to podcasts?

Posed to all respondents



% of respondents who say they listen to podcasts in their car.

Posed to all respondents



V

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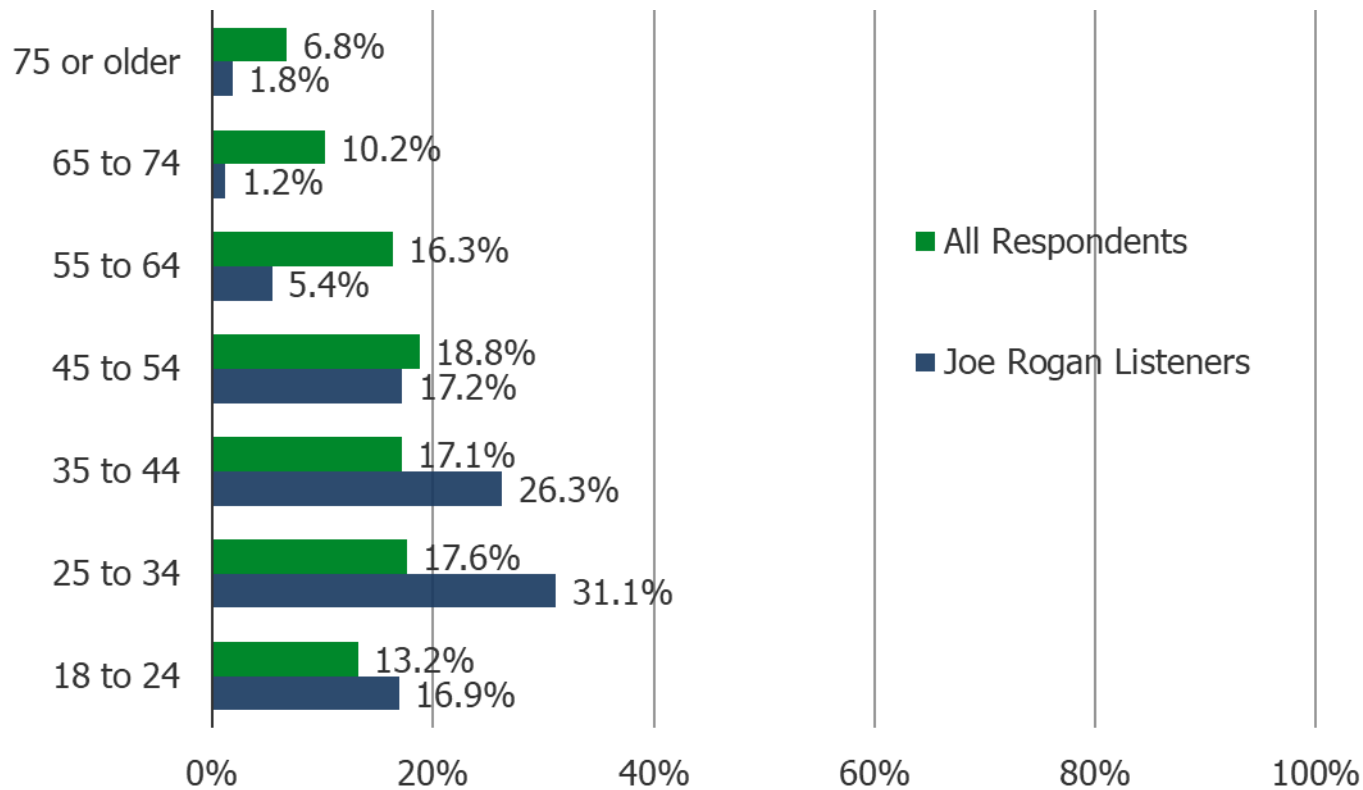
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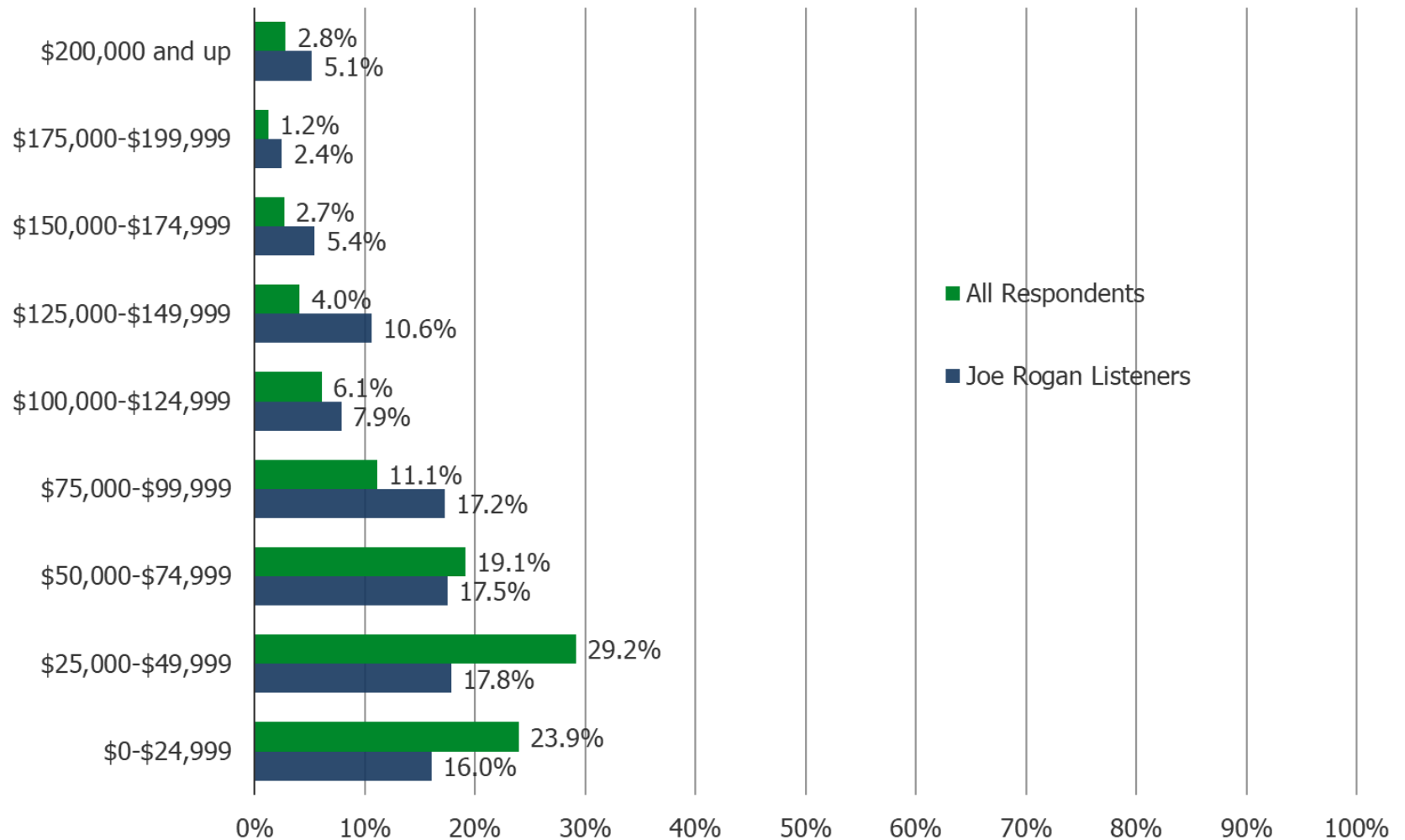
What is your age?

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



What is your income?

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently



What is your gender?

Posed to all respondents and specifically to those who listen to Joe Rogan at least somewhat frequently

