

Why Sponsor?

1. 33% of Oil and Gas Employees are 35 years of age or younger.
2. That number will increase to 67% by 2022.
3. Less than 4% of this younger employee subscribes to any of the trade publications.
4. Less than 6% go to trade shows to learn about new products or services.
5. Less than 2% will answer a sales person's cold call or email.
6. 99% will go online to find out about new products or services.
7. 71% will go online to learn more about our sponsors.
8. 96% use new media on a daily basis (a podcast is new media).
9. The average fan listens to 99% of the shows released.
10. The average listener subscribes to 6 different podcasts.
11. 89% of the podcasts are listened to on a smartphone.
12. 86% listen to the entire podcast.
13. 46 million Americas listen to a podcast weekly.
14. 56% Male and 44% Female.
15. Podcast listeners are more likely than the US population to have a high household income, and also a college degree.
16. 30% are executives or managers.
17. 49% are in a position where they make business purchasing decisions.
18. 67 percent of respondents could name an actual product feature or specific promotion mentioned in a podcast ad.
19. 61 percent of listeners indicated that they purchased a product or service they learned about from a podcast ad.
20. We have the #1, #2 and #3 podcasts in the Oil and Gas industry.
21. Over 370,000 downloads.
22. Listeners in 179 different countries.
23. 100% of our sponsors plan to renew their contracts with us.

References

US Department of Labor, Bureau of Labor Statistics
Edison Research, The Infinite Dial
Modalpoint, The New Workforce in Oil and Gas
Blubrry, Podcast Hosting

