

# THIS IS SMALL BUSINESS

Analytics Review | September, 2022



**1**

# **AUDIENCE ENGAGEMENT**

How did the audience respond to your episodes this month?

**1**

# AUDIENCE ENGAGEMENT

**ALL-TIME DOWNLOADS**

**61,855**

**ALL-TIME UNIQUES**

**51,098**

**ALL-TIME SUBSCRIBERS**

**40,116**

**TOTALS FOR SEPTEMBER, 2022:**

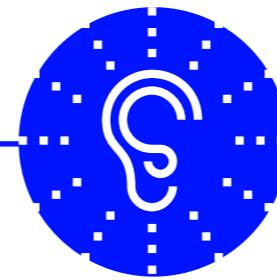
September 1-30, 2022



**11,857 AUGUST DOWNLOADS**

**9,041 UNIQUE LISTENERS**

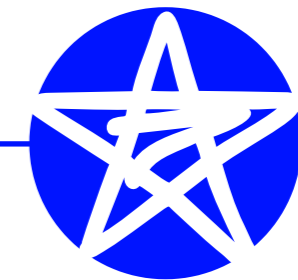
**(46% DECREASE OVER JUNE)**



**7,194**

**SEPTEMBER CASTBOX**

**SUBSCRIBERS**



**TOP EPISODE IN AUGUST:**

**Daniel Nails Product Presentation**

**4,390 Downloads | 4,291 Unique Listeners**

# 1

# AUDIENCE ENGAGEMENT

## CUMULATIVE DATA FROM LAUNCH TO SEPTEMBER 30, 2022

### Trailer: This Is Small Business

- Downloads: 1,200
- Unique Listeners: 1,195
- Consumption: 75%

### S1 | E1: Max Scales His Side Hustle

- Downloads: 1,394
- Unique Listeners: 1,343
- Consumption: 94%

### S1 | Ep2: Eva Jane Stands Out In The Crowd

- Downloads: 7,927
- Unique Listeners: 7,340
- Consumption: 76%

### S1 | Ep3: Shannon Goes All In On Mental Health

- Downloads: 10,399
- Unique Listeners: 10,197
- Consumption: 44%

### S1 | E4: Cora & Stefan Build Organic Loyalty

- Downloads: 6,900
- Unique Listeners: 6,773
- Consumption: 96%

### S1 | Ep5: Alejandro and Nikhil Make the Jump to Medium-Sized

- Downloads: 6,747
- Unique Listeners: 6,623
- Consumption: 56%

### S1 | Ep6: Marina Gets Seriously Sustainable

- Downloads: 12,558
- Unique Listeners: 12,289
- Consumption: 53%

### S1 | Ep7: Rod & Pernell Divide and Conquer

- Downloads: 6,097
- Unique Listeners: 5,879
- Consumption: 68%

### S1 | E8: Daniel Nails Product Presentation

- Downloads: 4,390
- Unique Listeners: 4,291
- Consumption: 62%

### S1 | Ep9: Ruby Makes the Leap to Selling Online

- Downloads: 4,243
- Unique Listeners: 4,146
- Consumption: 58%

**10% INCREASE  
IN CONSUMPTION**

**68% CONSUMPTION IN OCTOBER**

**VS.**

**58% CONSUMPTION IN SEPTEMBER**

# 1

# AUDIENCE ENGAGEMENT

## CHART PERFORMANCE

### Apple Podcasts : USA: Entrepreneurship

September peak position: #48 (Sept 16)

August peak position: #73 (Aug 29)

### How are similar JAR podcasts charting in

#### USA: Entrepreneurship?

- RBC: Disruptors | Not currently tracking
- AMEX: Build it Braver | Not currently tracking
- \* Not currently in release

### Apple Podcasts: Canada: Entrepreneurship

September peak position: #32 (Sept 15)

August peak position: #81 (Aug 15)

### How are similar JAR podcasts charting in

#### Canada: Entrepreneurship?

- RBC: Disruptors | Peak: #28 (Sept 23)
- AMEX: Build it Braver | Peak: #219 (Sept 3)
- \* Not currently in release

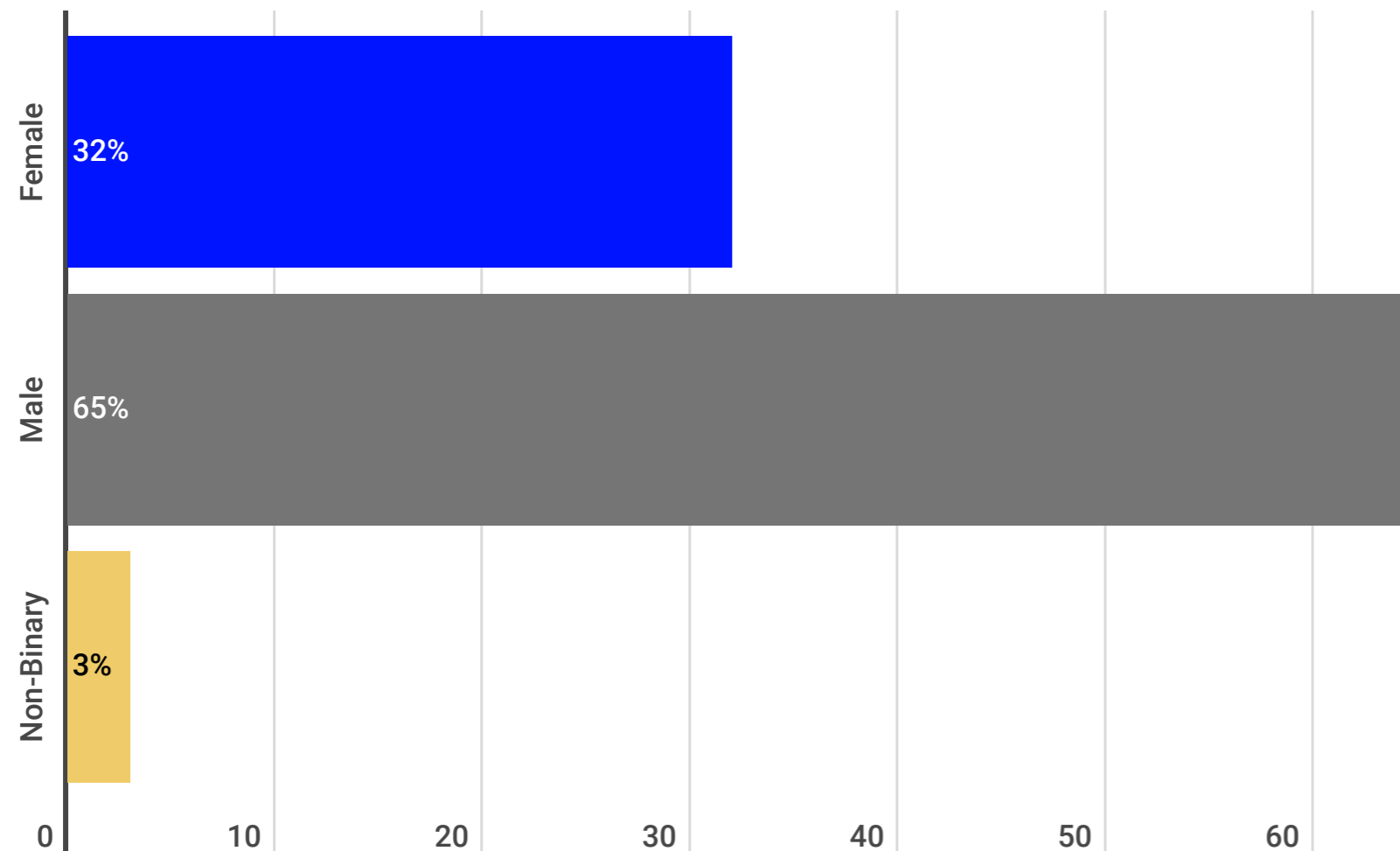
### Analytics Storytelling:

We continue to hold a strong position within the Entrepreneurship sector and have been charting consistently well within both USA & Canadian charts. We saw significant increases in our positions within both charts this month. In the USA chart, we saw a 25-spot jump. In Canada, we saw a 49-spot jump. Congratulations on your continued growth!

**2**

# **AUDIENCE INSIGHTS**

Who is your audience? What can we learn about them?

**• GENDER (Spotify Insights)****• GENDER (Chartable Insights)**

- 4.65% more Female than the average podcast audience
- 5.48% more Female than the average Business audience
- 4.2% more Female than the average Education audience

**Analytics Storytelling:**

We saw a switch in our traditional listener genders this month! While we've been seeing consistently high femme-identifying listeners, this month we saw a significant shift in our male audience.

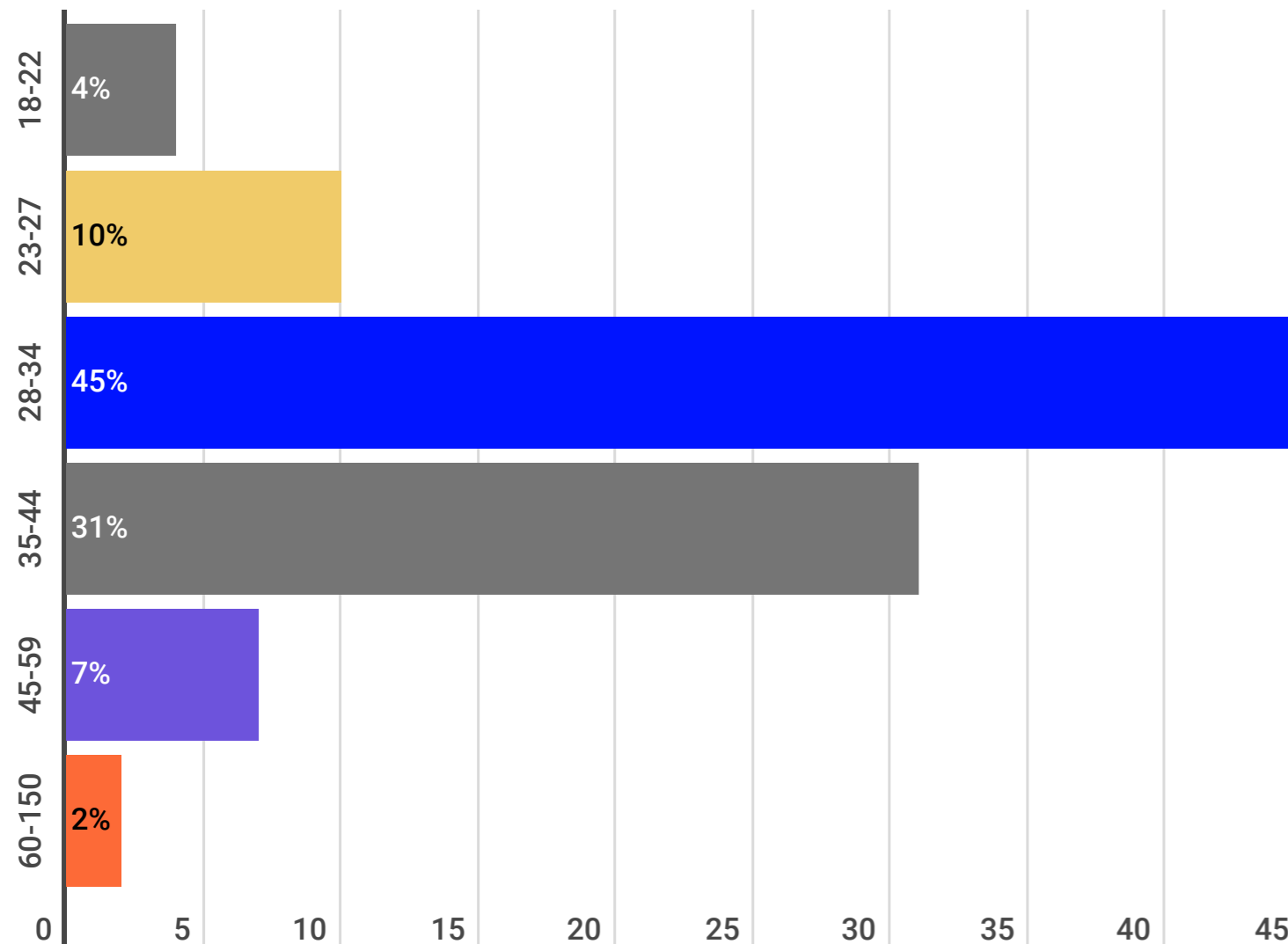
This is most likely attributed to the guests we had near the end of August and September, who were predominantly male.

\*Buzzsprout's 2021 podcast statistics stated that 43% of U.S. men and 39% of U.S. women listen to podcasts.

# 2

# AUDIENCE INSIGHTS

## • AGE (Spotify Insights)



## • AGE (Chartable Insights)

- 5% more 18-24 year-olds than the average podcast audience
- 5.64% more Female than the average Business audience
- 5.87% more Female than the average Education audience
- 2.6% more 45-54 year-olds than the average podcast audience
- 2.36% more 45-54 year-olds than the average Business audience
- 1.45% more 45-54 year-olds than the average Education audience

### Analytics Storytelling:

TISB audiences continued in a similar trend to our August analytics here. Our numbers saw some slight shifts, gaining higher listenership within the 28-34 & 35-44 categories.

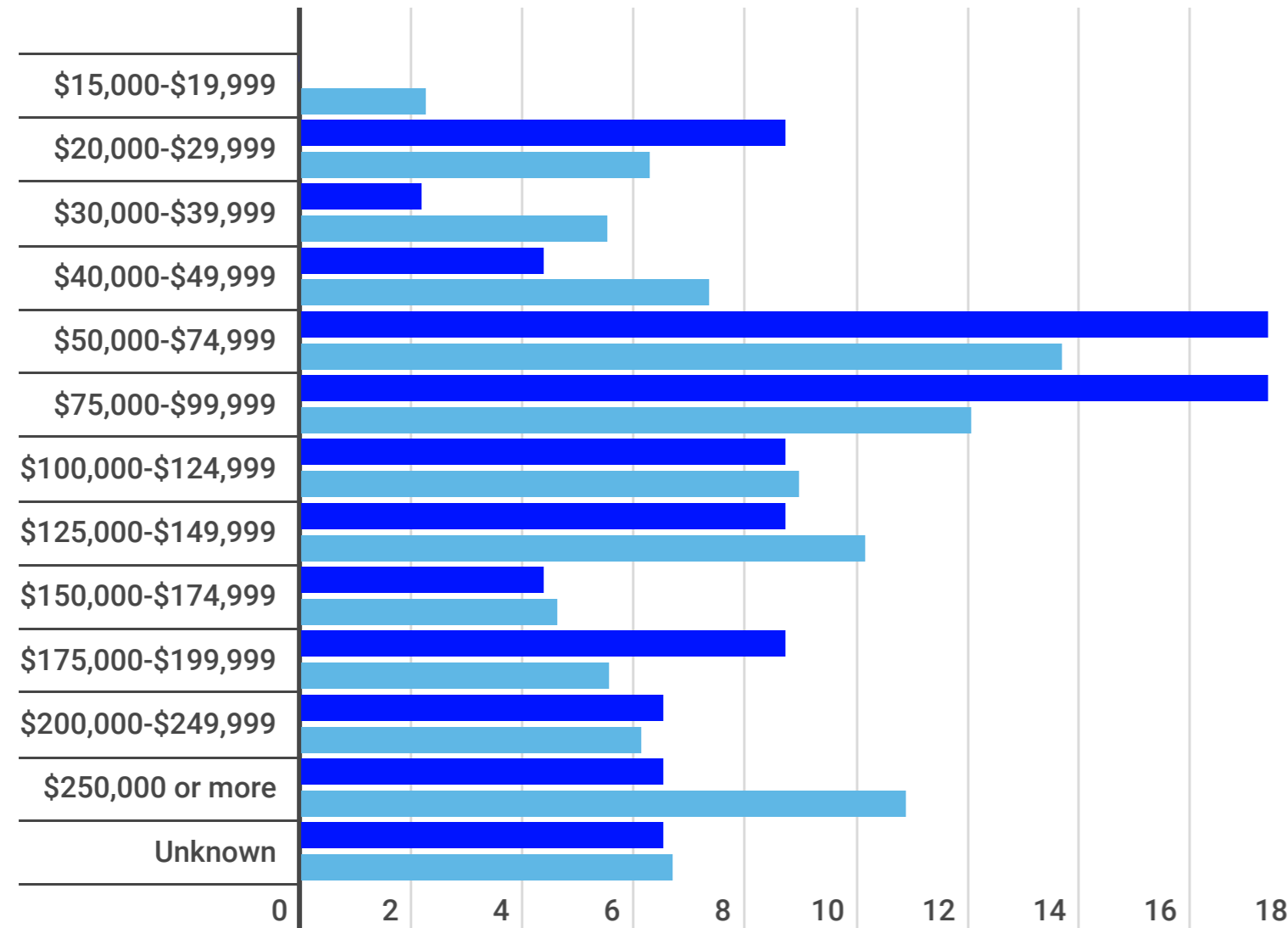
Note: Edison Research found that in 2021, ages of listeners averaged to:  
\*18-24: 15% \*25-34: 27% \*35-44: 24% \*45-54: 20% \*55+: 14%  
(They did not report on ages 0-17)



# 2

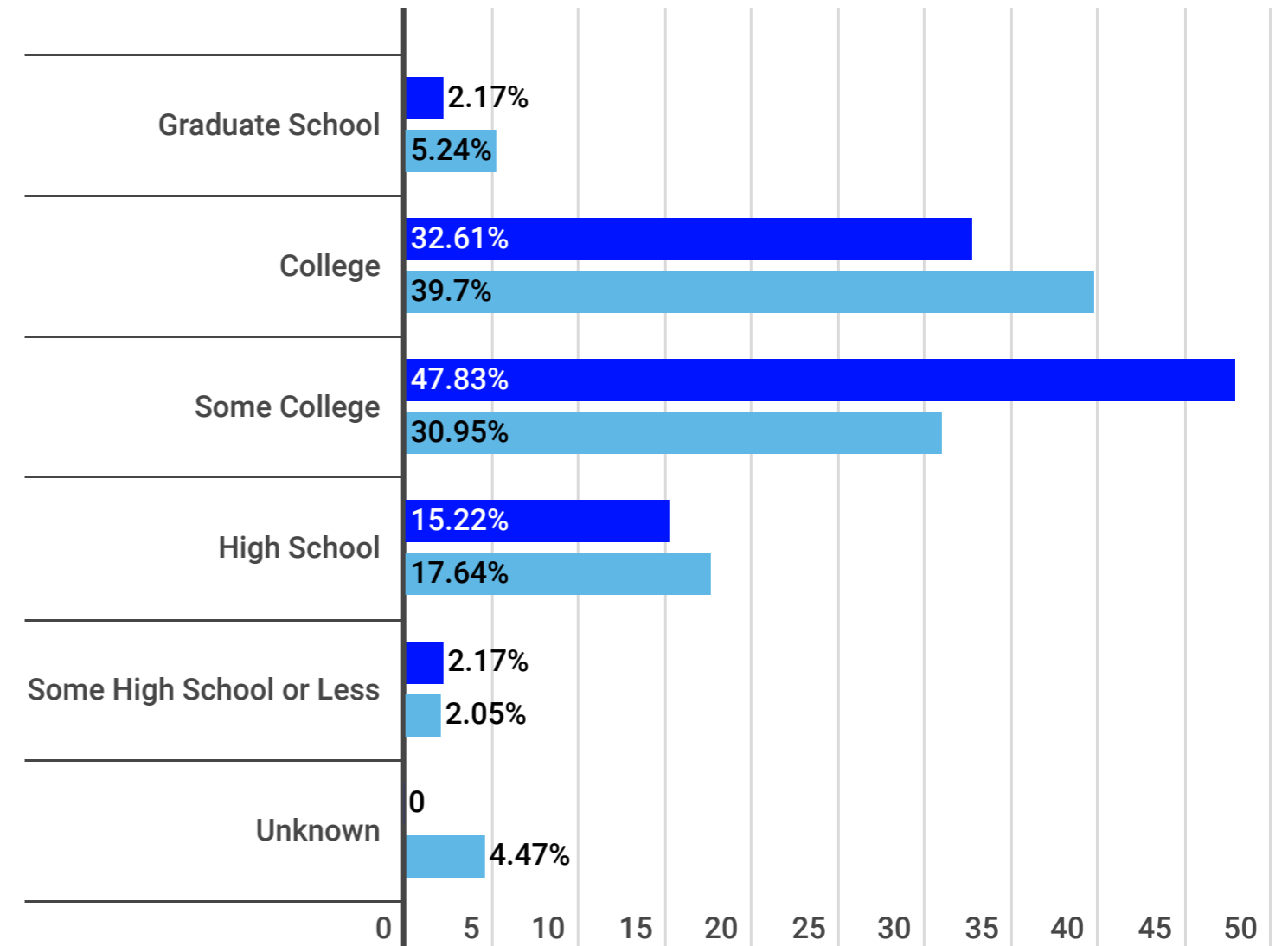
# AUDIENCE INSIGHTS

## HOUSEHOLD INCOME



● You ● Industry Average

## EDUCATION

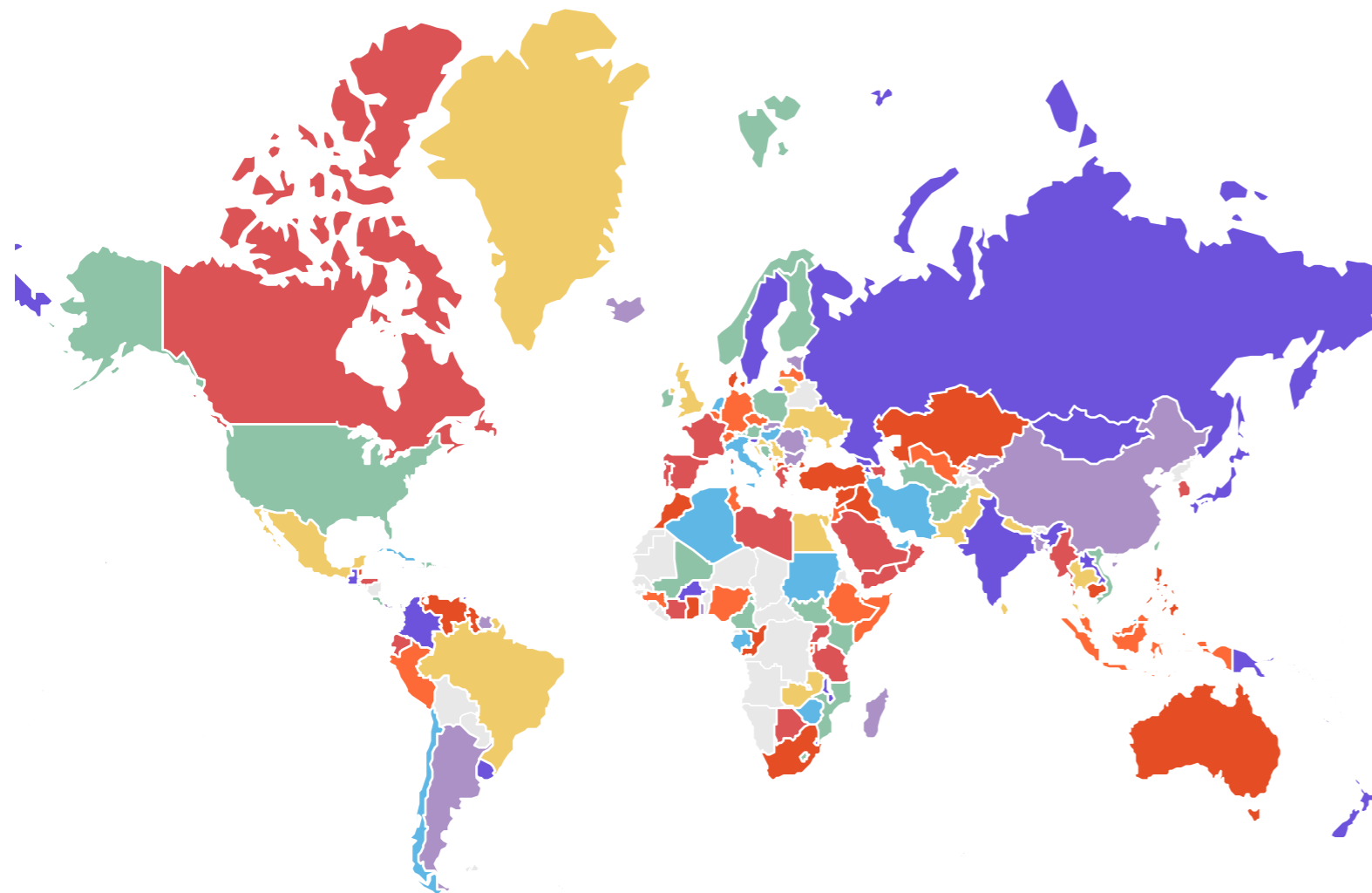


● You ● Industry Average

# 2

# AUDIENCE INSIGHTS

## GEOGRAPHY (Cumulative Data Since Launch)



### Top Countries:

- United States: 41,521
- Canada: 10,315
- Iran: 2,900
- Iraq: 295

### Top States:

- California: 4,254
- Texas: 3,510
- Florida: 2,426
- New York: 2,052

### Analytics Storytelling:

While we grow and maintain excellent listenership in the USA, we can also see that TISB is thriving internationally.

We have a growing base of Canadian listeners that is also very promising and could be a market that we explore advertising to in the future.



# AUDIENCE INSIGHTS

## • WHICH BUSINESSES ARE LISTENING?

- Kaiser Permanente | Health Care | USA
- Rady Children's Hospital-San Diego | Health Care | USA
- Rush University Medical Centre | Health Care | USA
- James River Petroleum | Utilities | USA
- Tesla | Renewable Energy | USA
- The Mercury News | Media | USA
- Affluent Media | Media | USA
- CBC | Media | Canada
- NuVasive | Pharmaceuticals | USA
- U.S. Census Bureau | Government | USA
- SuperCell Network | Internet Services | USA
- Girls Who Code | Internet Services | USA
- Alithya | Internet Services | USA
- Topflight Apps | Internet Services | United Arab Emirates
- Quicken Loans | Diversified Financial Service | USA
- Jack in the Box | Hotels & Leisure | USA
- Texas Roadhouse | Hotels & Leisure | USA
- Casey's | Retail | USA
- National Academy of Sport Education | Education | USA
- UGA | Education | USA
- University of British Columbia | Education | Canada
- Institute for Research in Fundamental Science | Education | Iran
- Southeastern Louisiana University | Education | USA
- TU Delft | Professional Services | USA
- Simpu | Professional Services | Nigeria
- GEO One | Professional Services | USA
- Advisor Website | Professional Services | Canada
- Mother Nurturing | Professional Services | Canada
- Kimia Pars Shayankar Co. | Chemicals | Germany

### **Analytics Storytelling:**

Once again, we're seeing excellent interaction from various industries, particularly within Tech, Health Care, Education and Professional Service sectors. We also saw some intriguing listeners coming from the Utility sector, like Tesla.



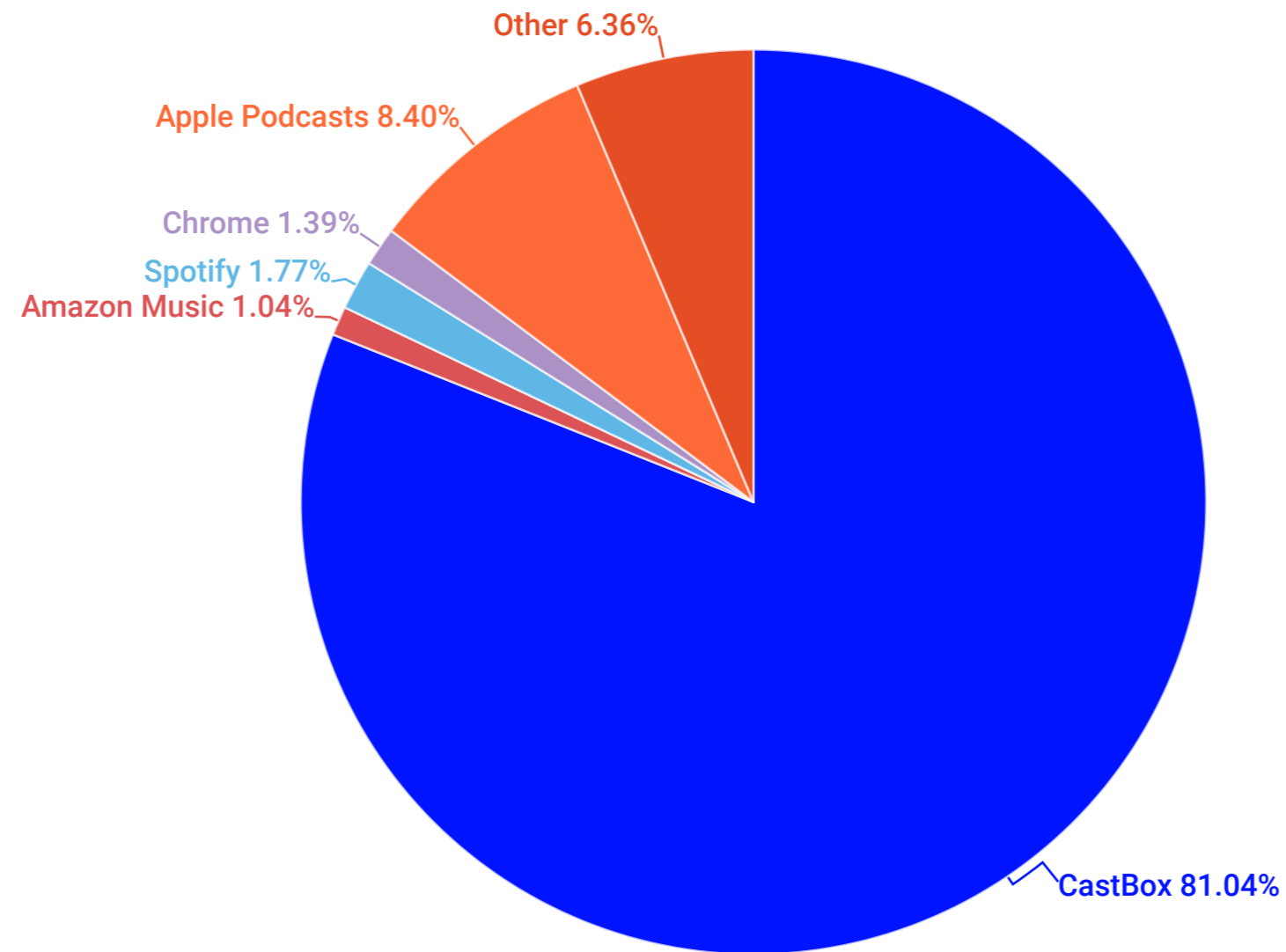
# AUDIENCE BEHAVIOUR

Where is your audience finding you? What apps do they love?

# 3

## AUDIENCE BEHAVIOUR

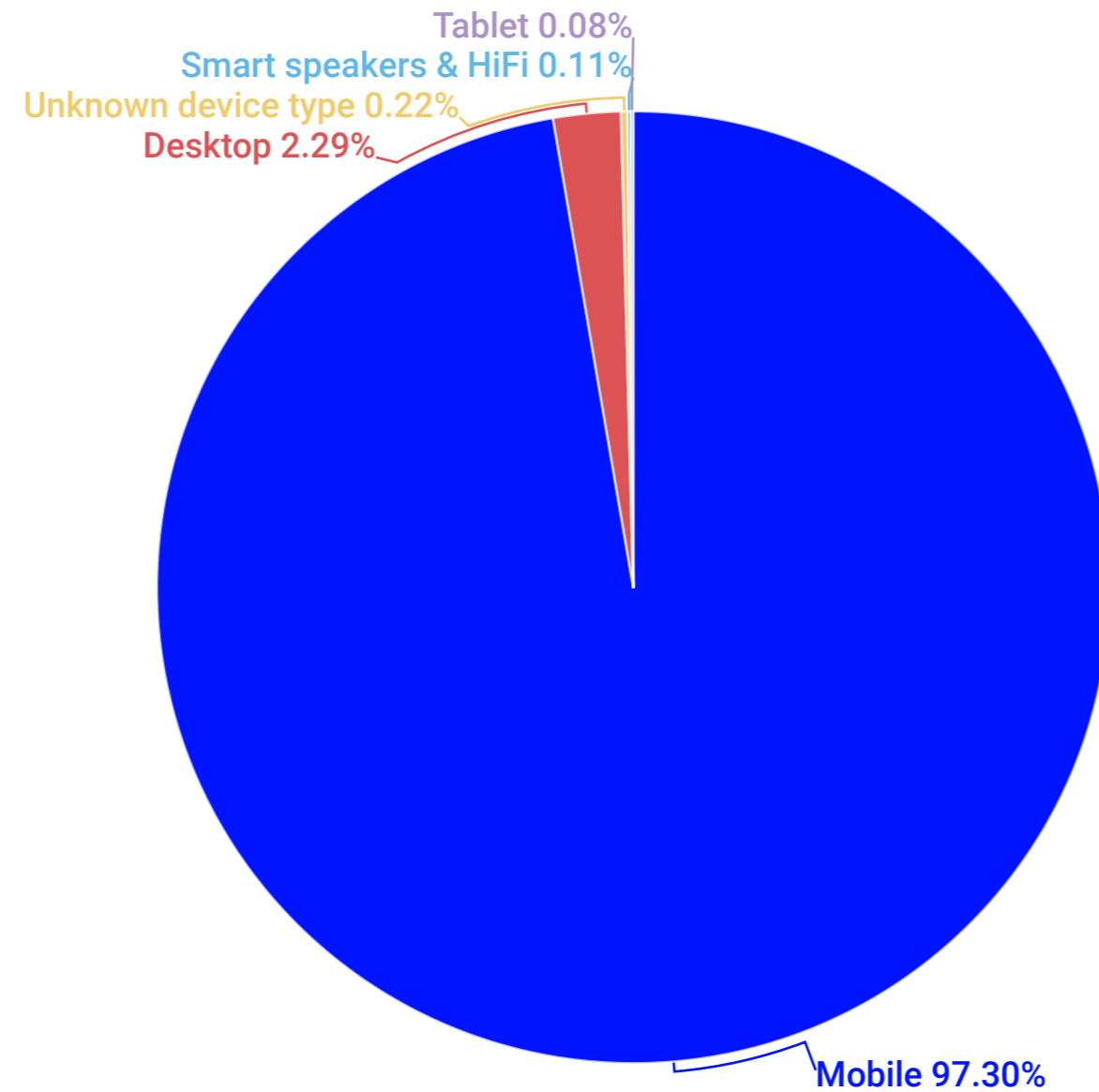
### • WHAT APPS ARE LISTENERS USING THIS MONTH?



# 3

## AUDIENCE BEHAVIOUR

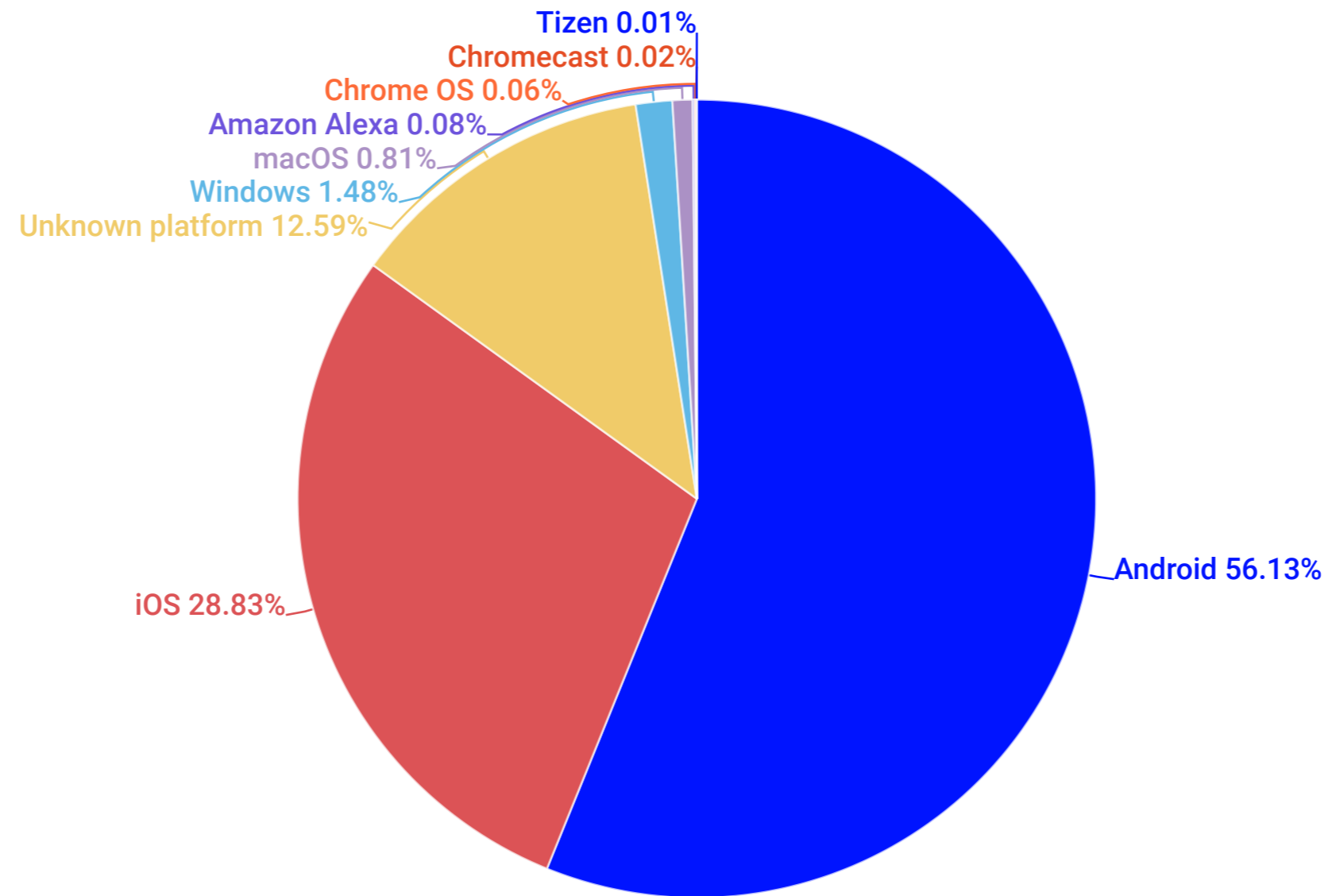
### • WHAT PLATFORMS ARE LISTENERS USING THIS MONTH?



# 3

## AUDIENCE BEHAVIOUR

### • WHAT TYPES OF DEVICES ARE LISTENERS USING?





# AUDIENCE BEHAVIOUR

## • REVIEW HIGHLIGHTS



### Interesting and Helpful

I really enjoy the storytelling style of this podcast. It actually grips you and it's easy to follow the narrative and lessons.

**I also really like the fact that the host breaks down the lessons from the interviewee into bullet points that I as a listener can take away and implement in my own small business.**

parmejan | Apple Podcasts · USA



### Refreshing connection

Being an owner and working in several small businesses, This Is Small Business, is a refreshing part of my morning drive to work. Getting to hear the stories of other small business owners is great because when you own or are trying to start your own small business, you become so hyper focused on your own experience and the challenges you have to tackle. Taking the time to look up and hear that others are going through the same things as you are going through is so great!

**Also really like the small business playbook recap at the ends!**

jlobo21 | Apple Podcasts · USA



**4**

# **FINAL THOUGHTS**

# 4

## FINAL THOUGHTS

While we saw a decrease in downloads from August, that can be attributed to the natural fall after a paid media campaign ends. This month, we're seeing a solid representation of our organic listeners and the audience that continues to return to the show episode after episode.

Some highlights from the past month include:

- A 10% overall increase in Consumption numbers
- Jumping over 25-30 spots in both our Apple Podcasts charts
- More rave reviews, many referencing how much they love Andrea and the lessons in the show
- Continued international listenership

Solid organic data shows TISB is consistently growing within broad listener bases and connecting with audiences traditionally under-served within media, business, and leadership sectors. This information helps as we consider our audience growth and where we can pitch the show for promo opportunities.

For the third month in a row, TISB ranks within the top 1% of 7-day & 30-day downloads of all podcasts based on industry averages taken from [Buzzsprout](#) & [The Podcast Host](#). Congratulations!



**THANK YOU!**