

The Podcast Consumer 2023

An Infinite Dial Report

The Pitch:

Podcasts are
mainstream

Podcasts have more
listeners than ever,
spending more time
than ever before

Podcasts have
incredible reach
among young people
and other key demos

Podcasts reach an
affluent, employed, and
educated audience

Listeners
are receptive
to podcast ads

Podcast ads reach
consumers who align
with your brand

Podcasts are
mainstream

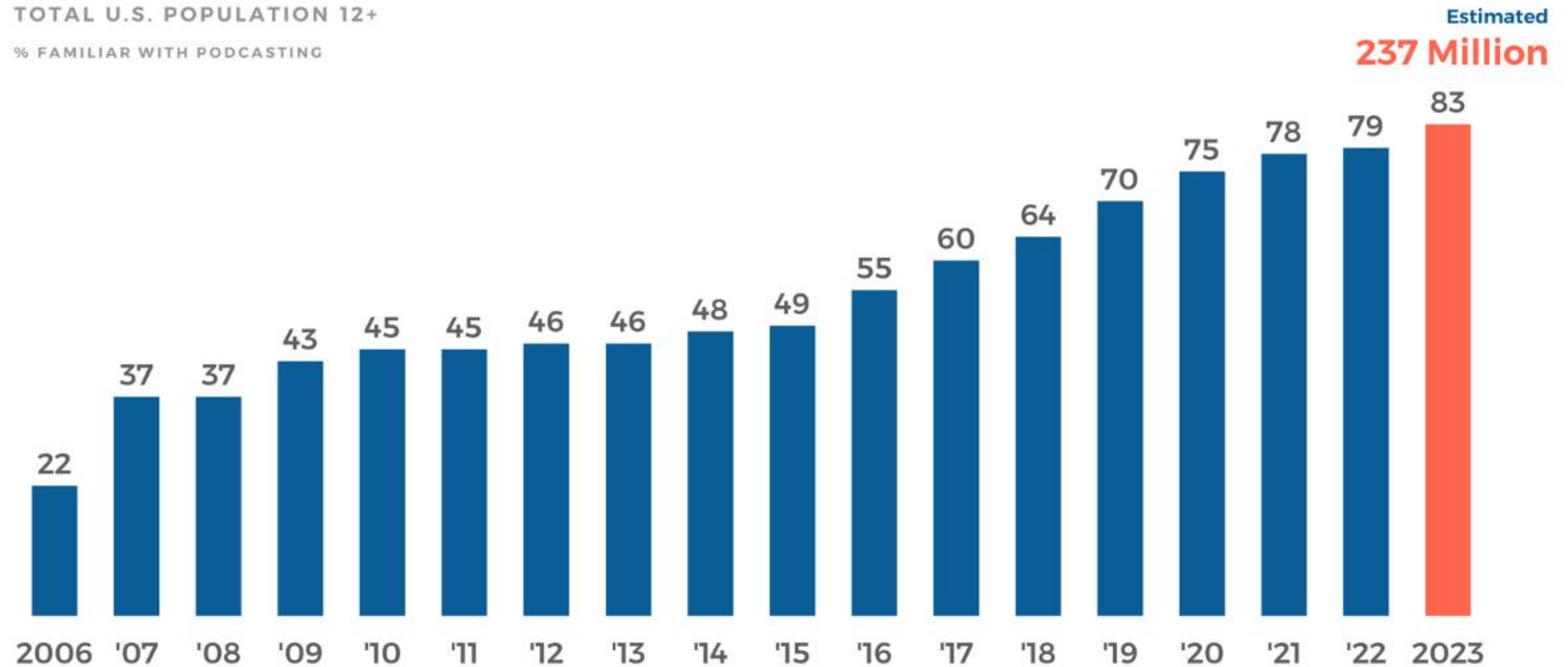
83%

of the U.S. 12+ population is
familiar with the term podcasting

Podcasting Familiarity

TOTAL U.S. POPULATION 12+

% FAMILIAR WITH PODCASTING



More people than ever are listening to podcasts

RECORD
HIGH

64%

of the U.S. 12+ population have **listened to a podcast**

RECORD
HIGH

42%

of the U.S. 12+ population has listened to a podcast **in the last month**

RECORD
HIGH

31%

of the U.S. 12+ population has listened to a podcast **in the last week**



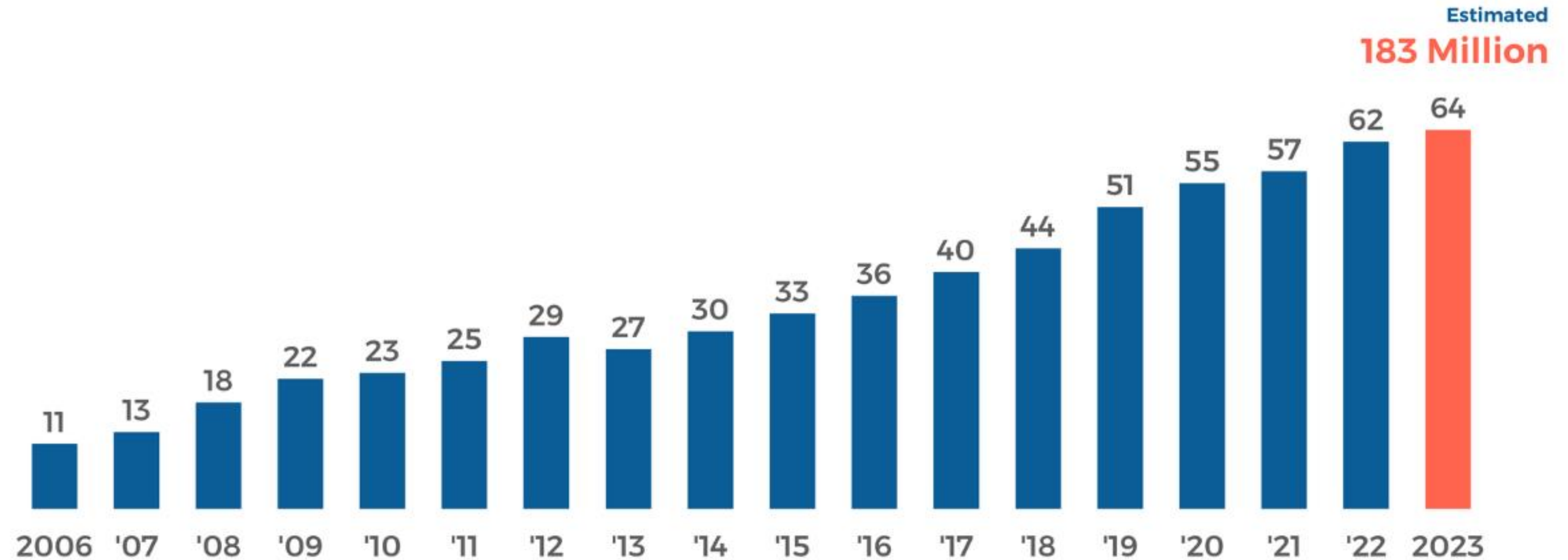
WONDERY



Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST

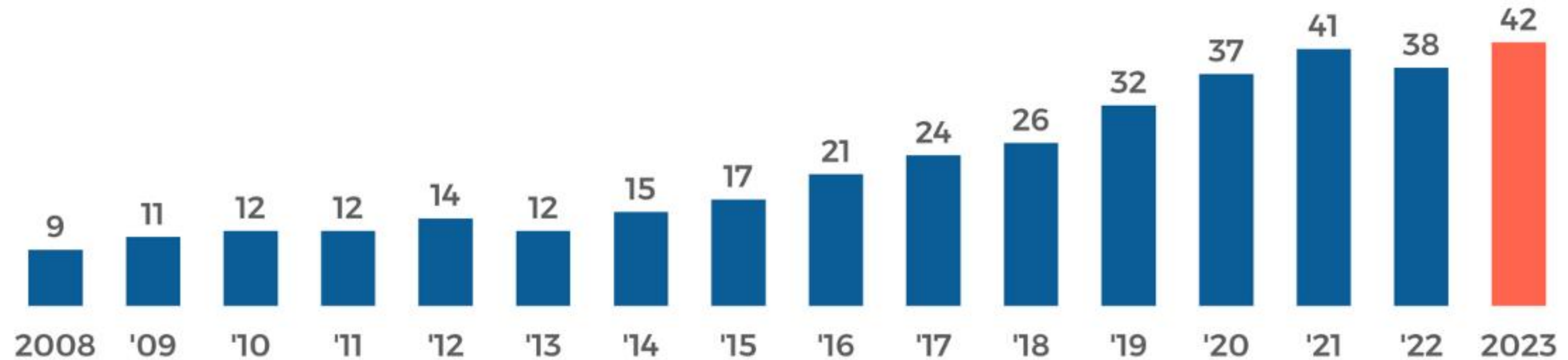


Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH

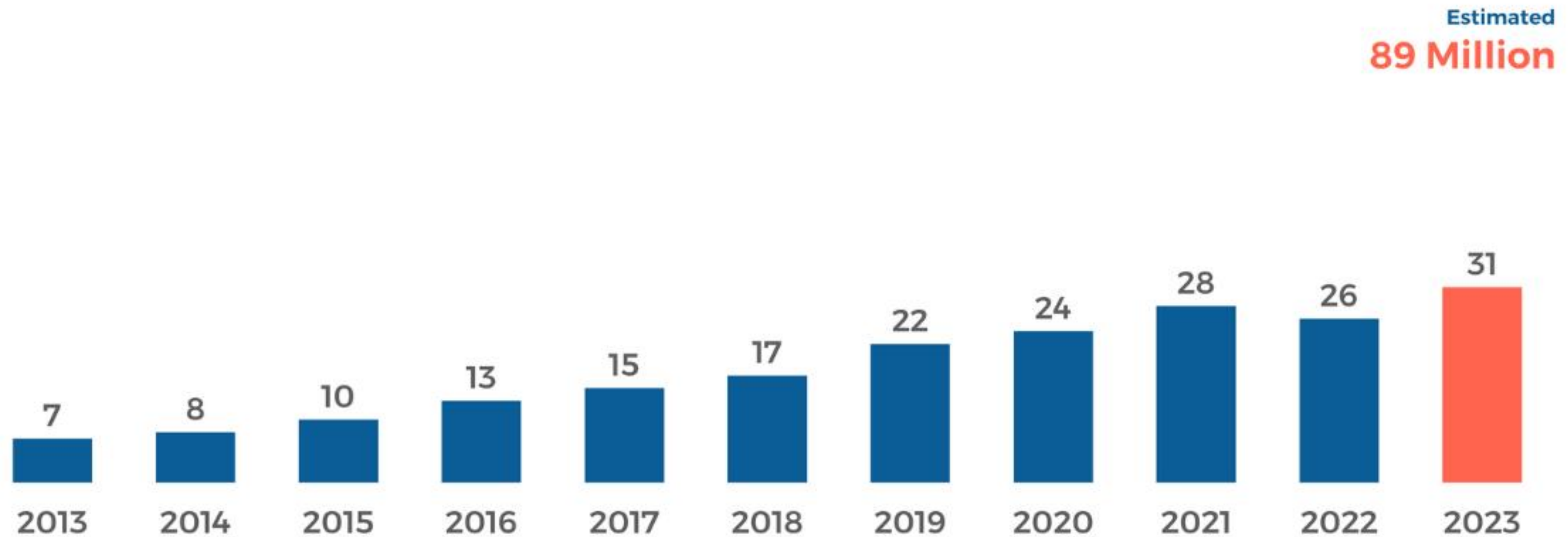
Estimated
120 Million



Weekly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK



Podcasts have
incredible reach
among young
people

55%

of those age 12-34 are
monthly podcast listeners

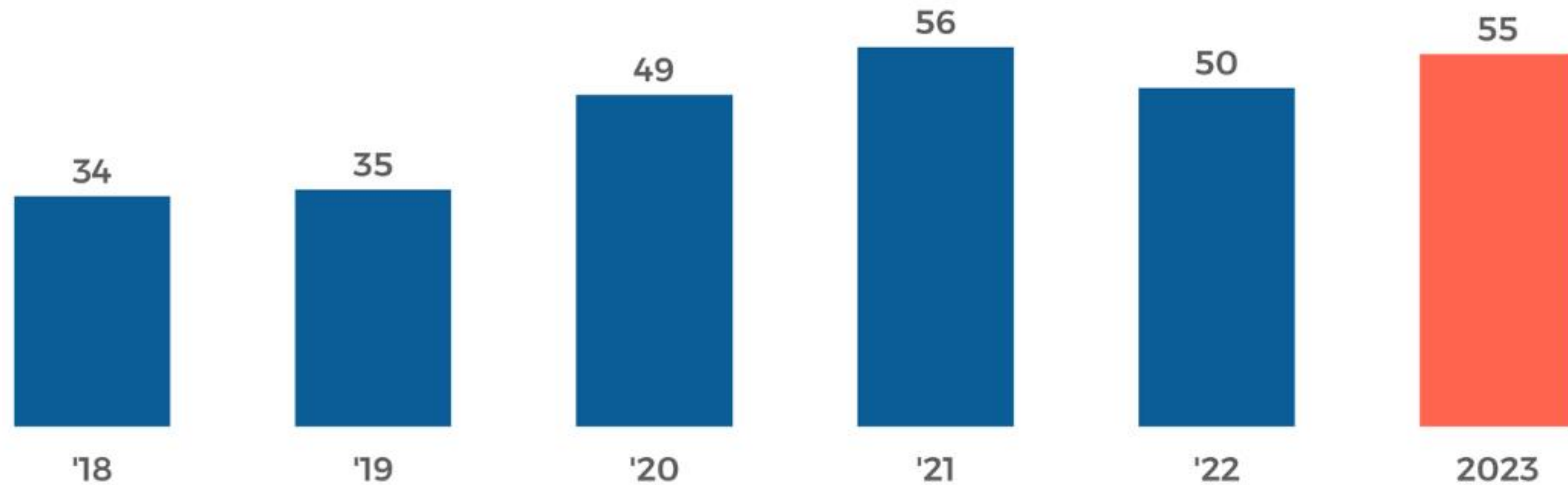
40%

of those age 12-34 are
weekly podcast listeners

Monthly Podcast Listening Among Age 12-34

U.S. POPULATION AGE 12-34

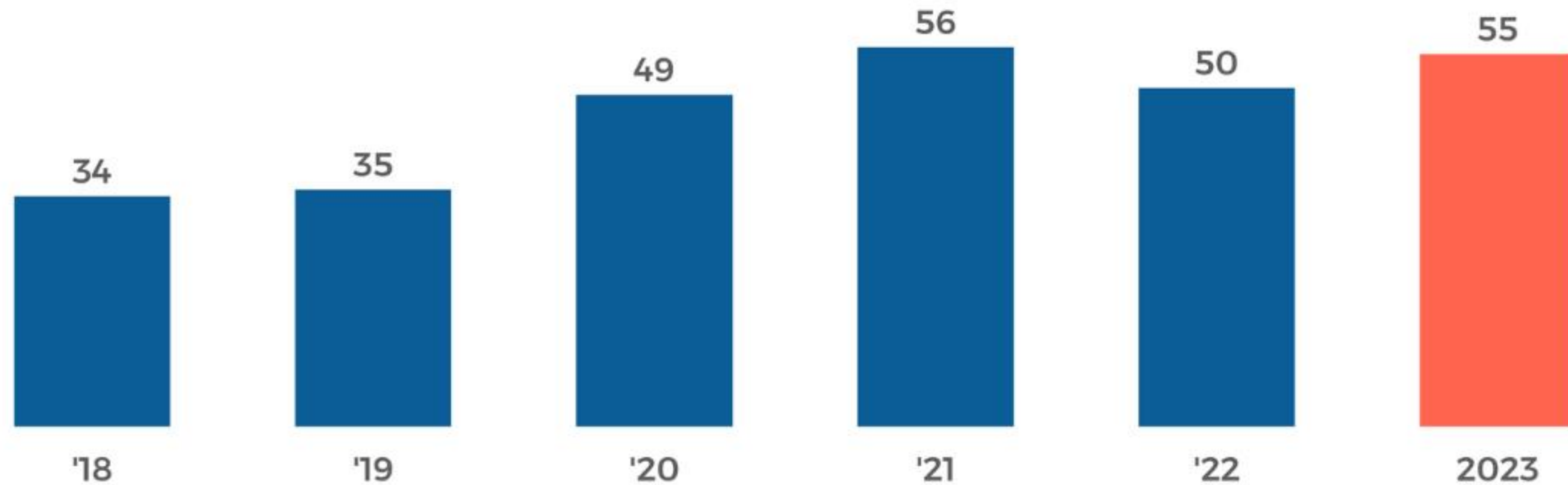
% LISTENED TO A PODCAST IN LAST MONTH



Monthly Podcast Listening Among Age 12-34

U.S. POPULATION AGE 12-34

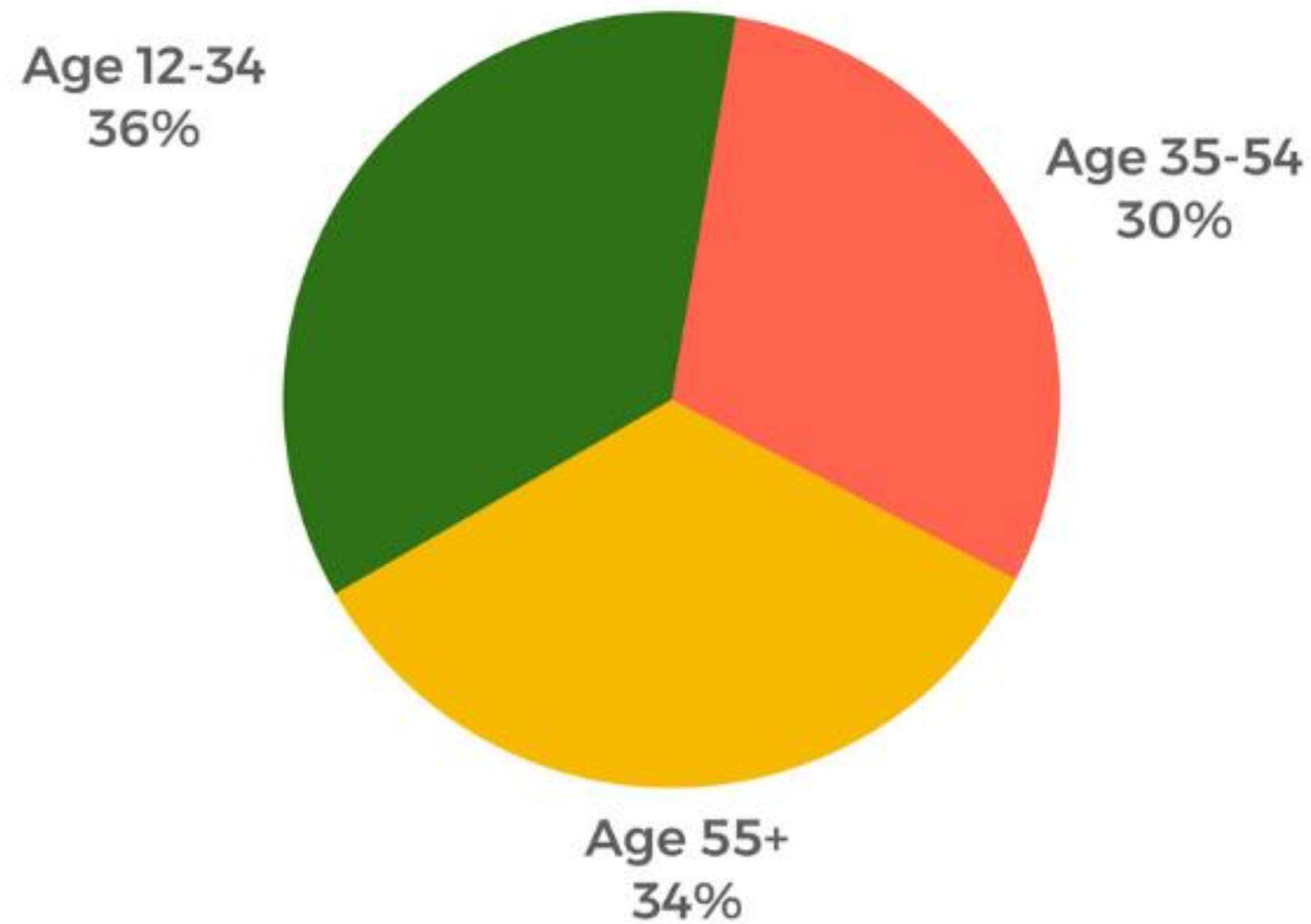
% LISTENED TO A PODCAST IN LAST MONTH



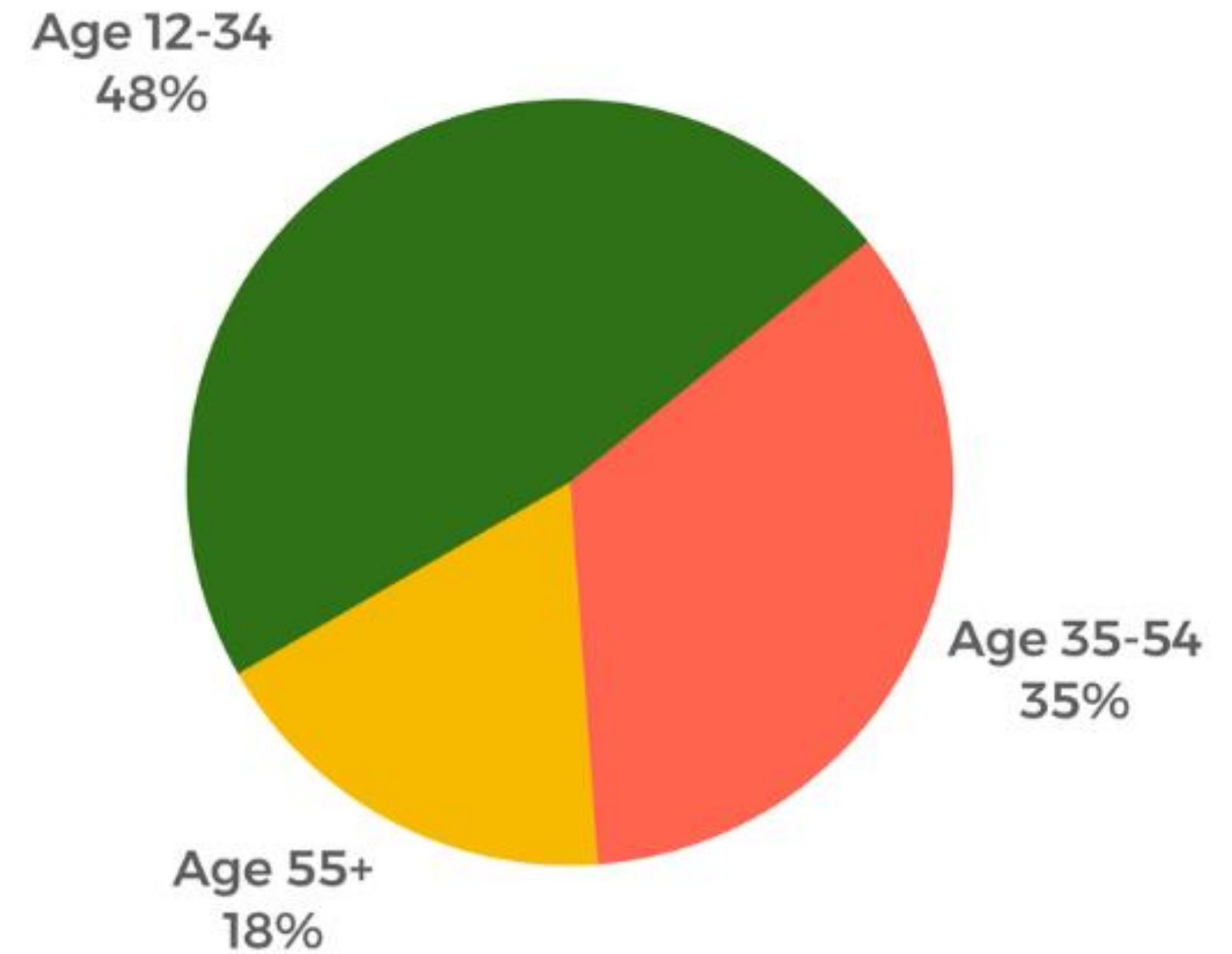
Age of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+



MONTHLY PODCAST CONSUMERS 12+



Podcasts reach key consumers

51%

of those age 35-54 are
monthly podcast listeners

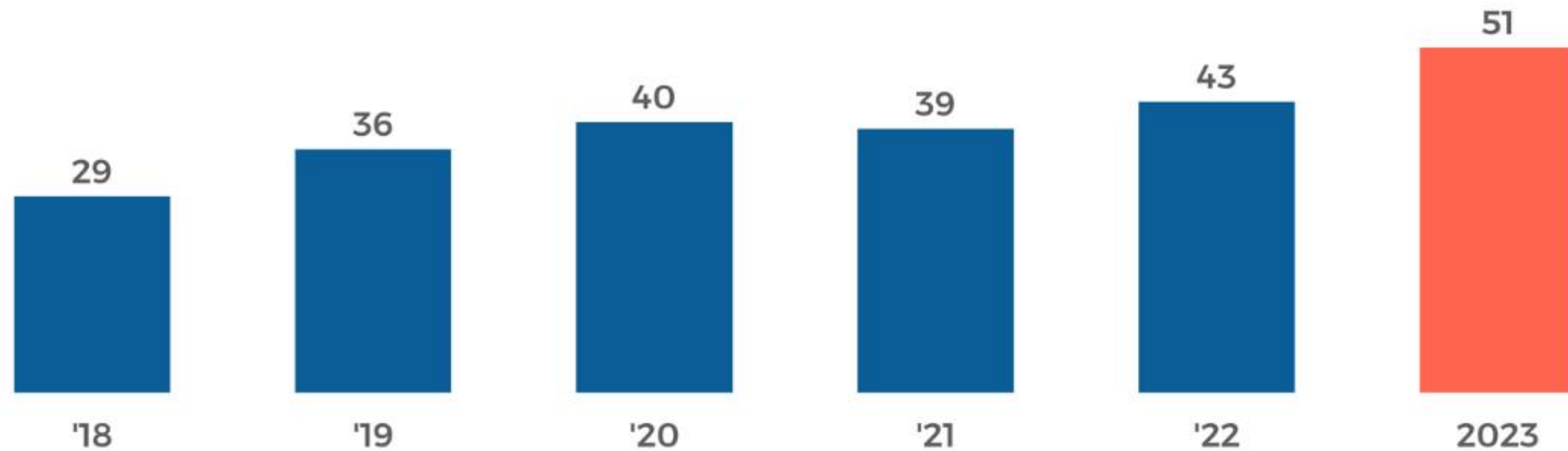
39%

of those age 35-54 are
weekly podcast listeners

Monthly Podcast Listening Among Age 35-54

U.S. POPULATION AGE 35-54

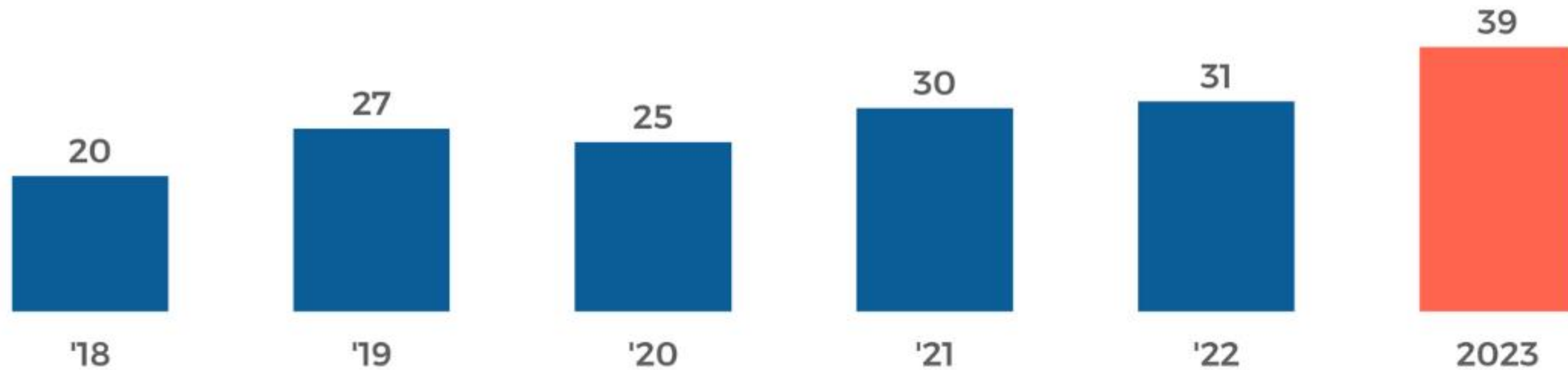
% LISTENED TO A PODCAST IN LAST MONTH



Weekly Podcast Listening Among Age 35-54

U.S. POPULATION AGE 35-54

% LISTENED TO A PODCAST IN LAST WEEK



Podcasts reach a diverse audience

45%

of Black Americans listen to podcasts each month

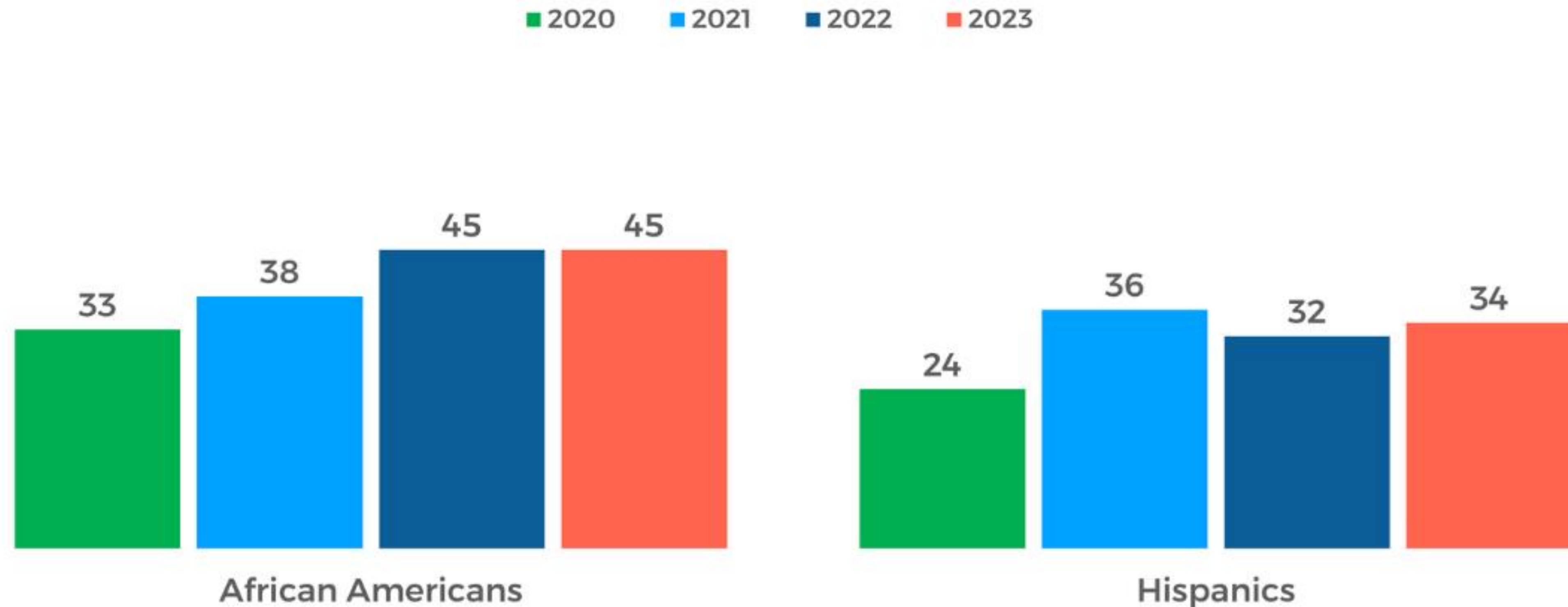
34%

of Hispanic Americans listen to podcast each month

Monthly Podcast Listening

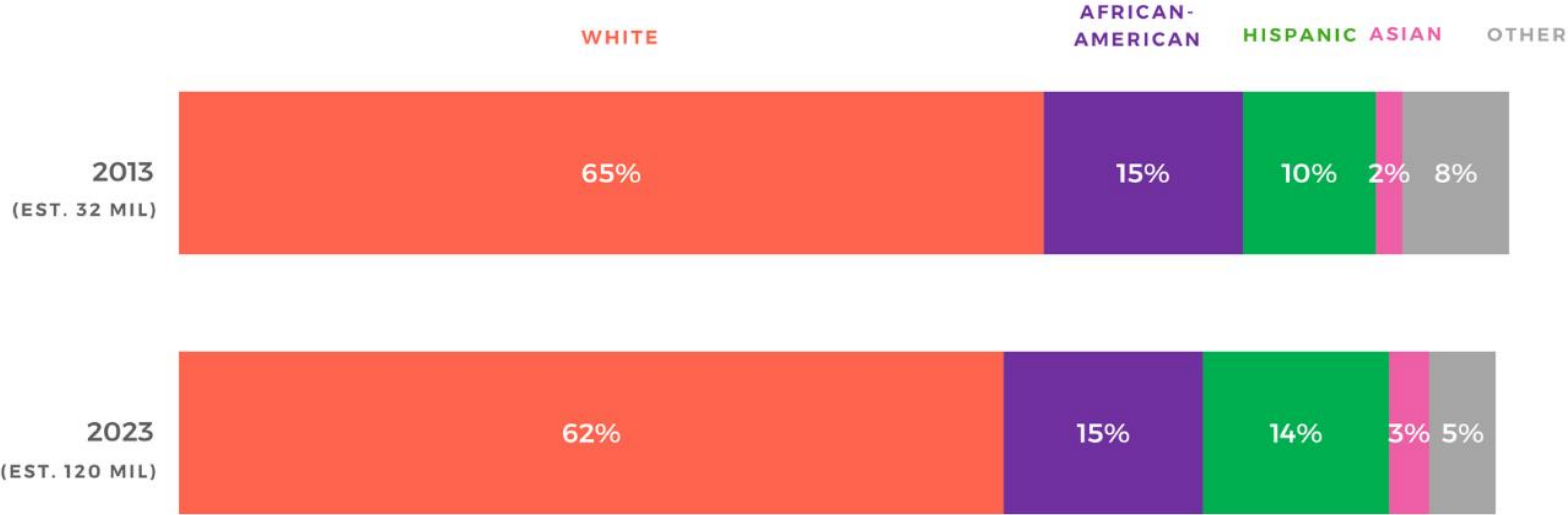
U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH



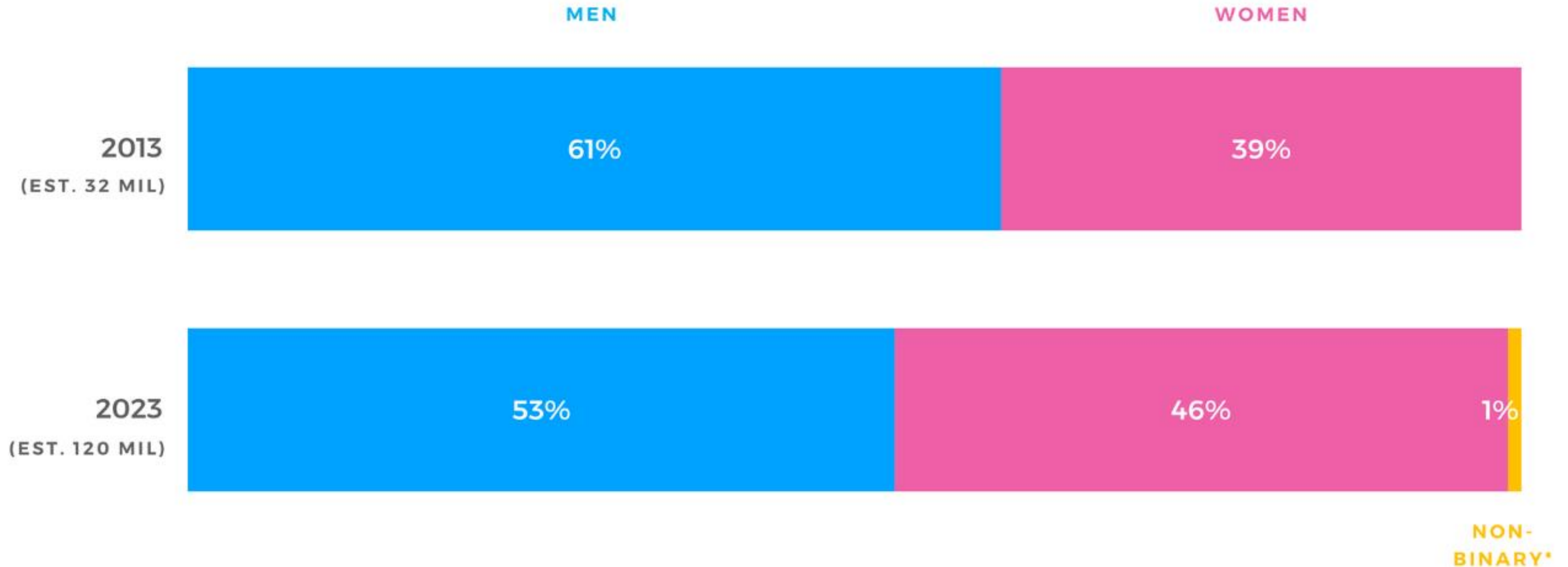
Ethnicity of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



Gender of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



*NON-BINARY ADDED IN 2021



Podcasts listeners are an advertiser's dream

Compared to the U.S. Population,
monthly podcast listeners are...

More affluent

More employed

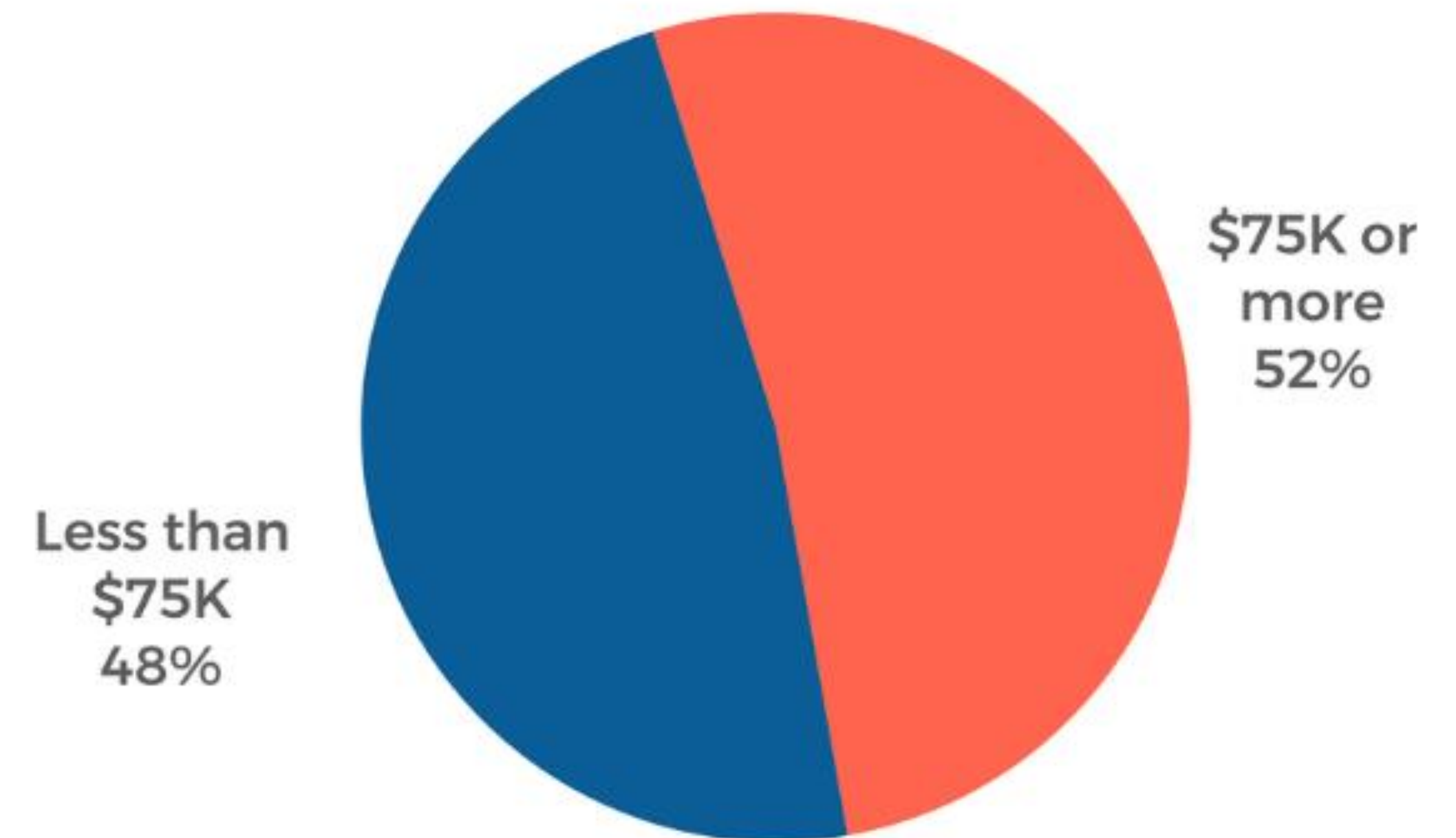
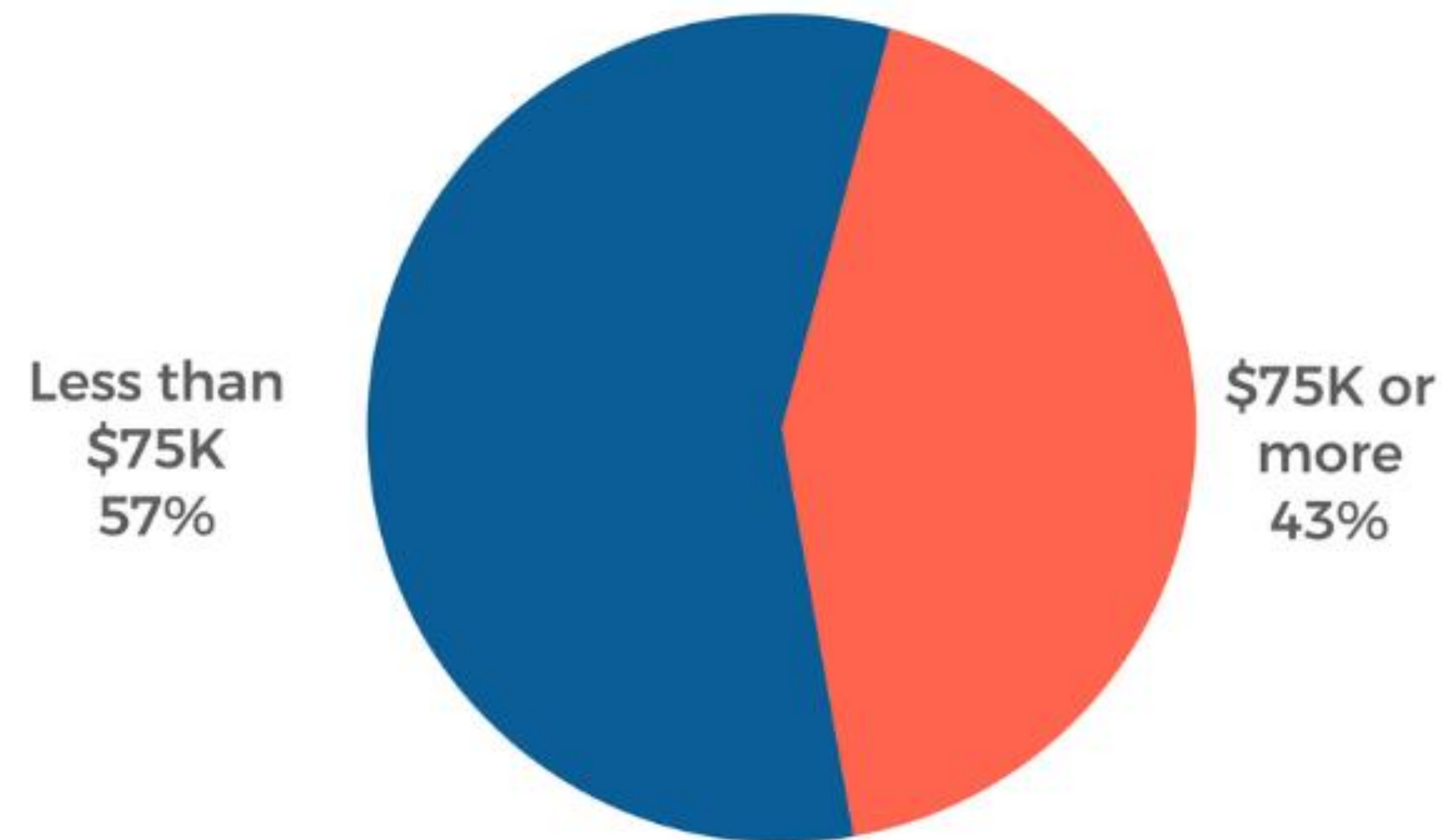
More educated

Household Income of Monthly Podcast Listeners

BASE: U.S. AGE 18+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

U.S. POPULATION 18+

MONTHLY PODCAST CONSUMERS 18+

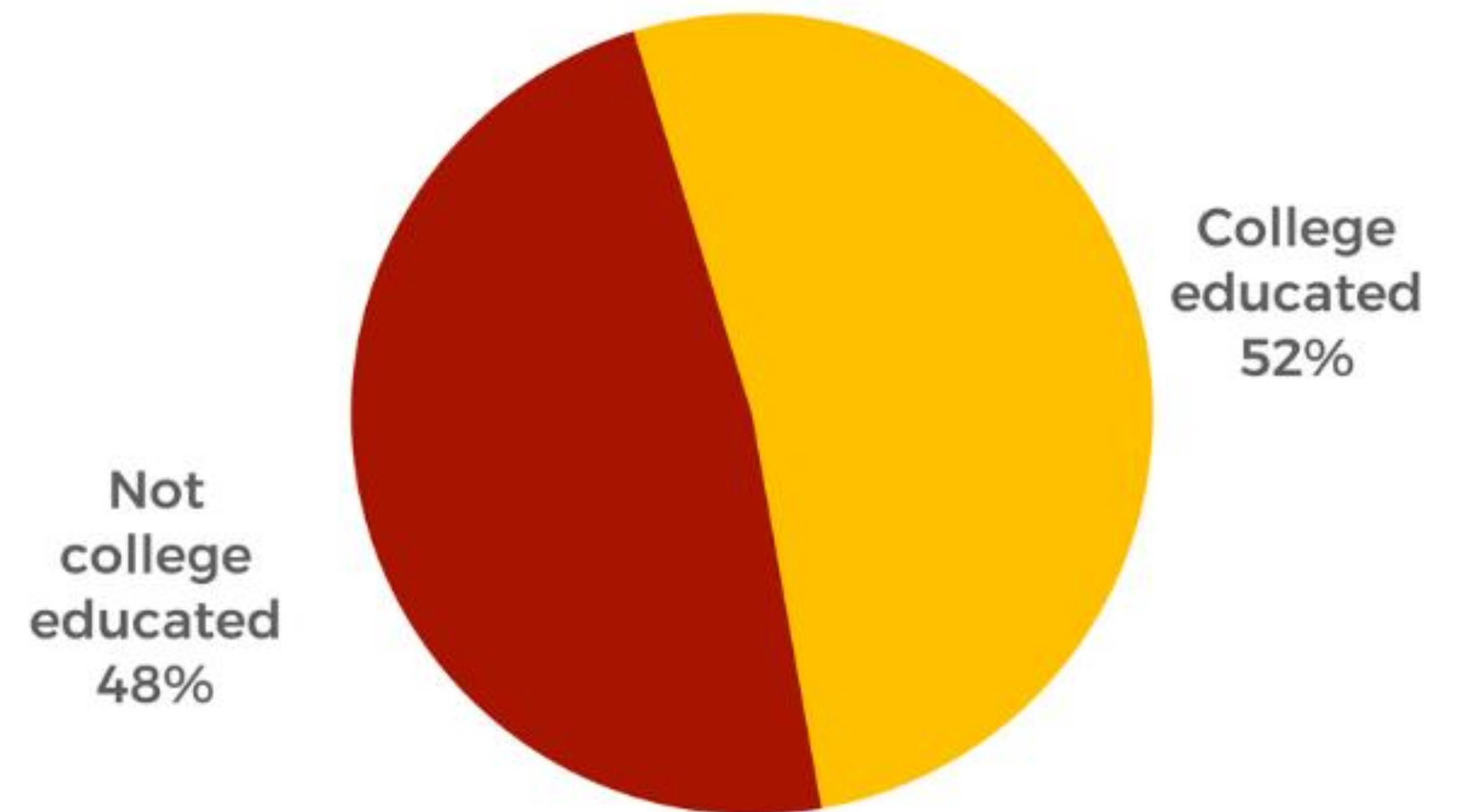
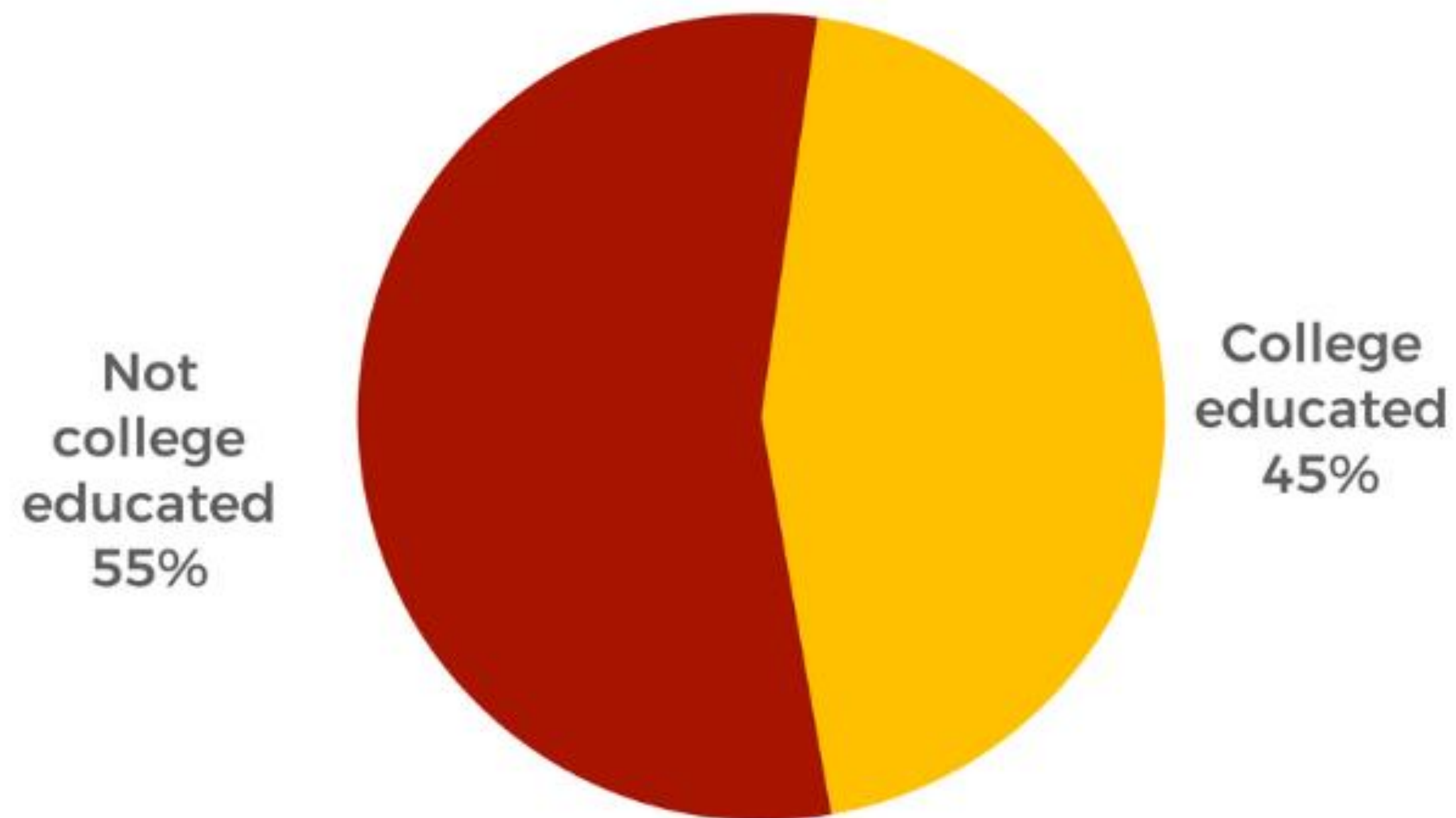


Educational Attainment of Monthly Podcast Listeners

BASE: U.S. AGE 18+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

U.S. POPULATION 12+

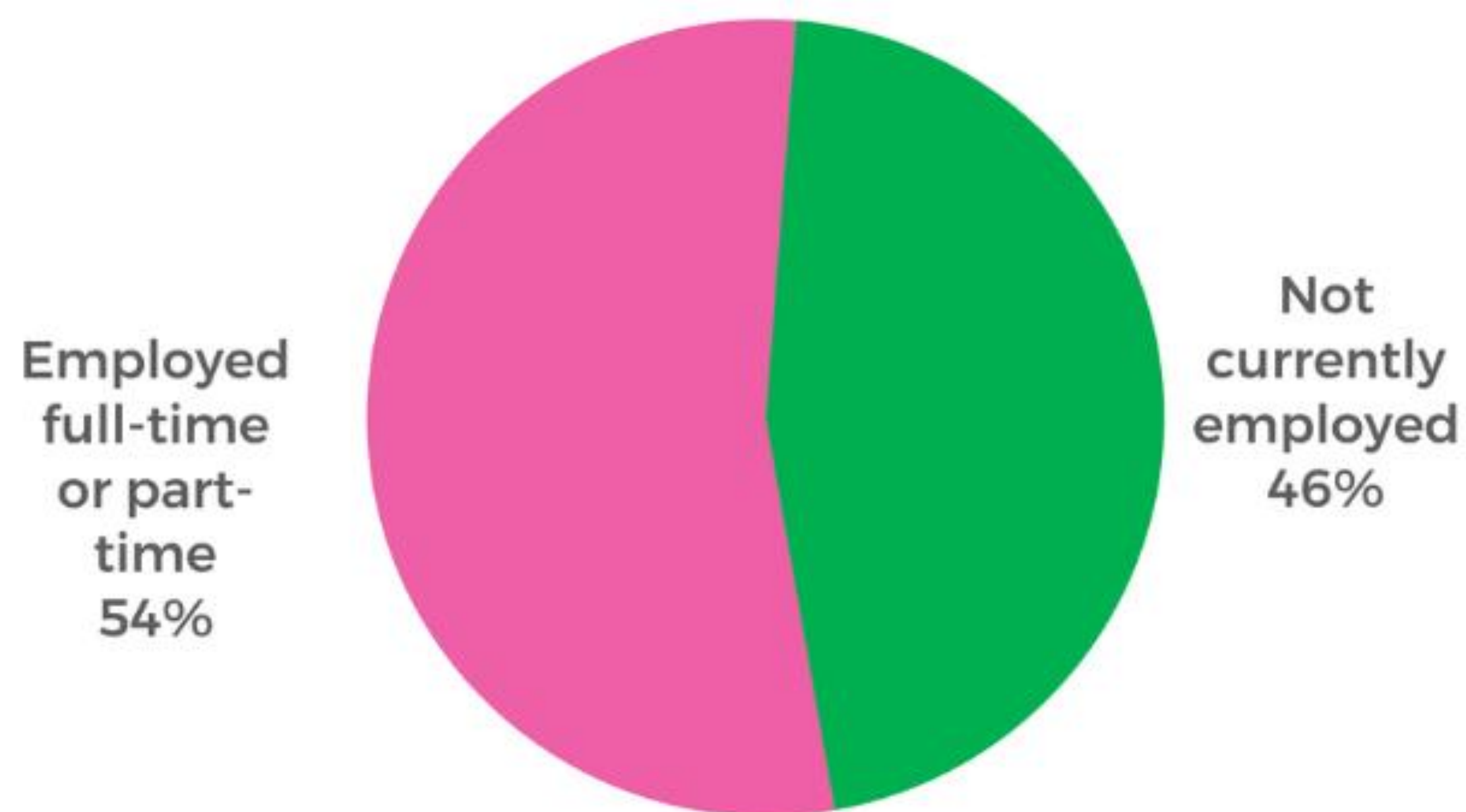
MONTHLY PODCAST CONSUMERS 12+



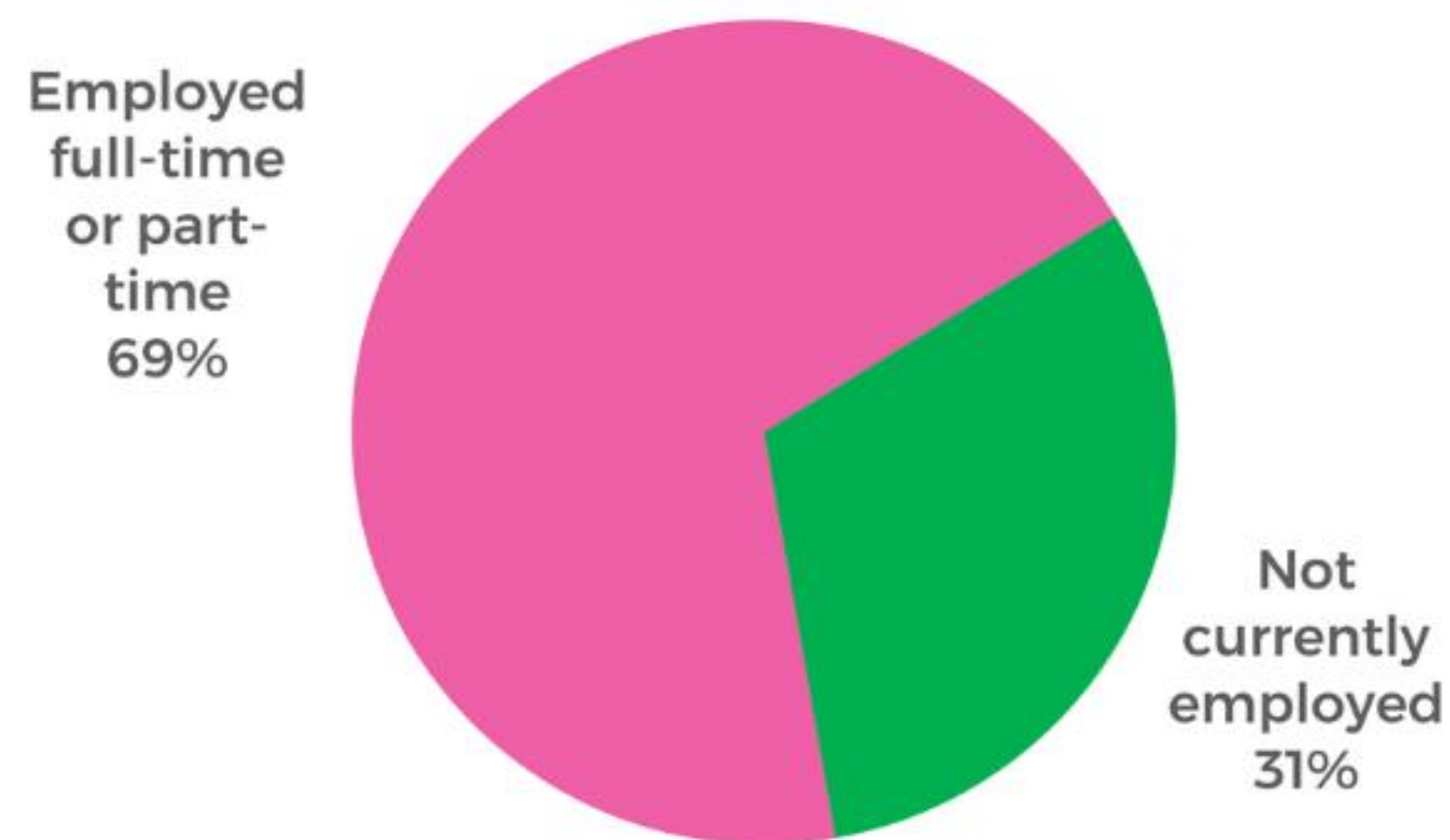
Employment Status of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+



MONTHLY PODCAST CONSUMERS 12+



Podcast listeners
are spending
more time
listening than
ever before

Since 2015, the average time weekly
podcast listeners spend with podcasts has

DOUBLED

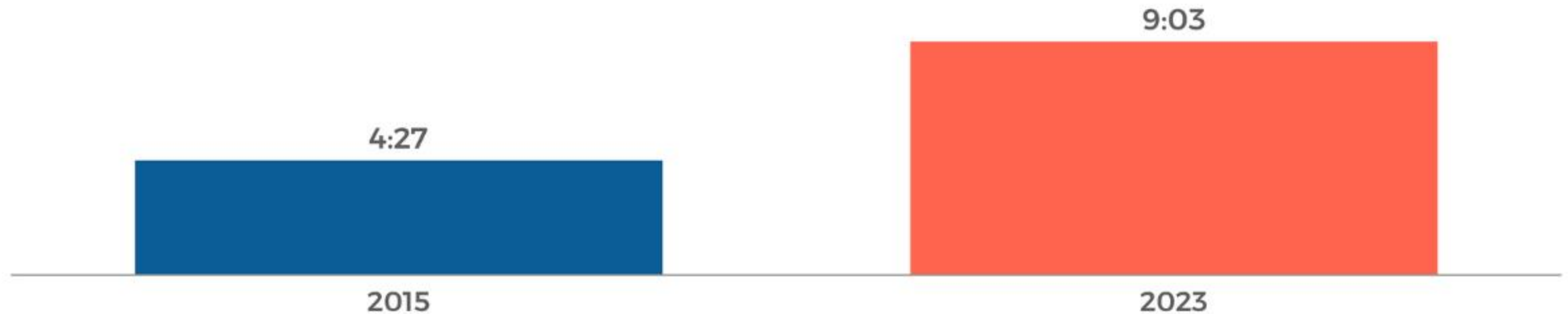


Average Time Weekly Podcast Listeners Spend Listening to Podcasts

THE INFINITE DIAL® 2023

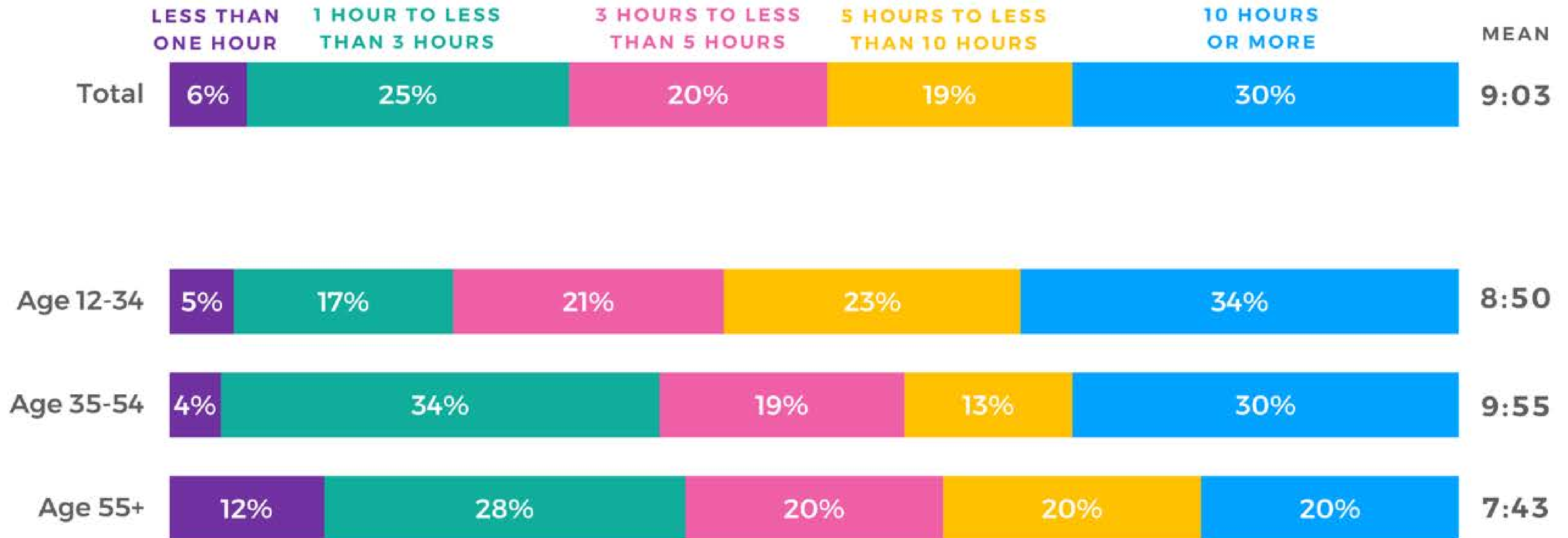
BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK

HOURS:MINUTES IN LAST WEEK



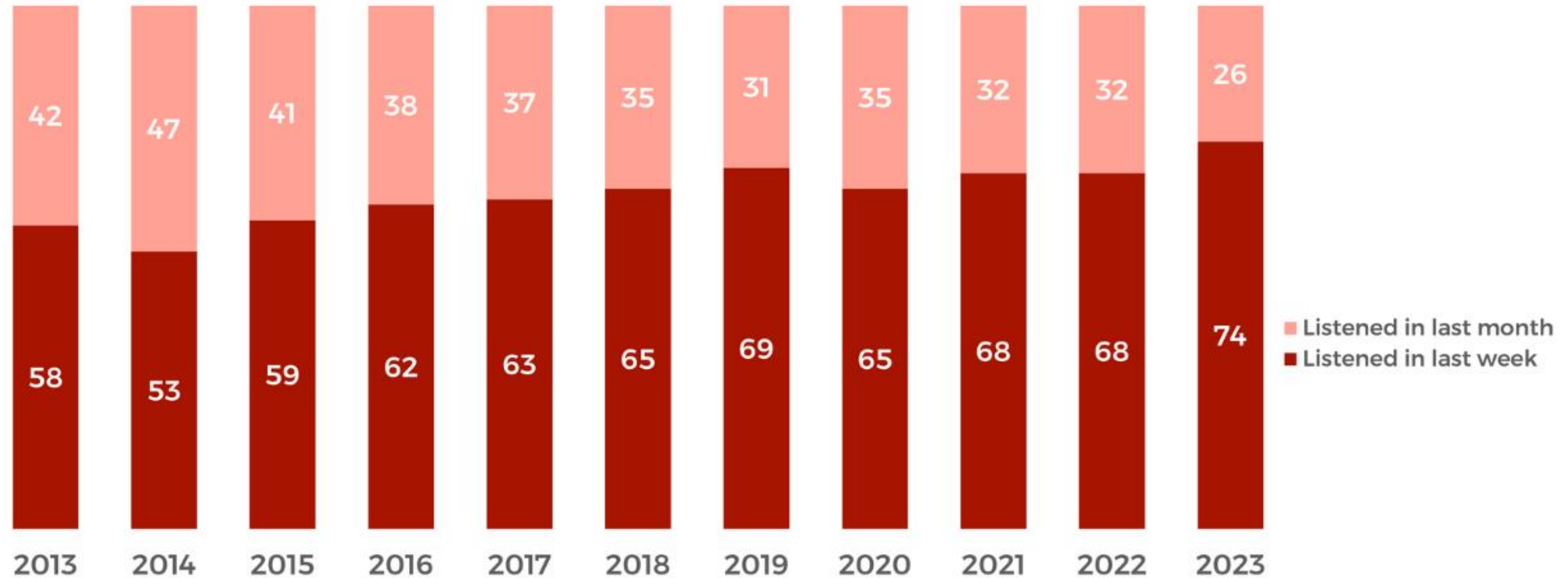
Average Time Weekly Podcast Listeners Spend Listening to Podcasts

BASE: LISTENED TO PODCAST IN LAST WEEK



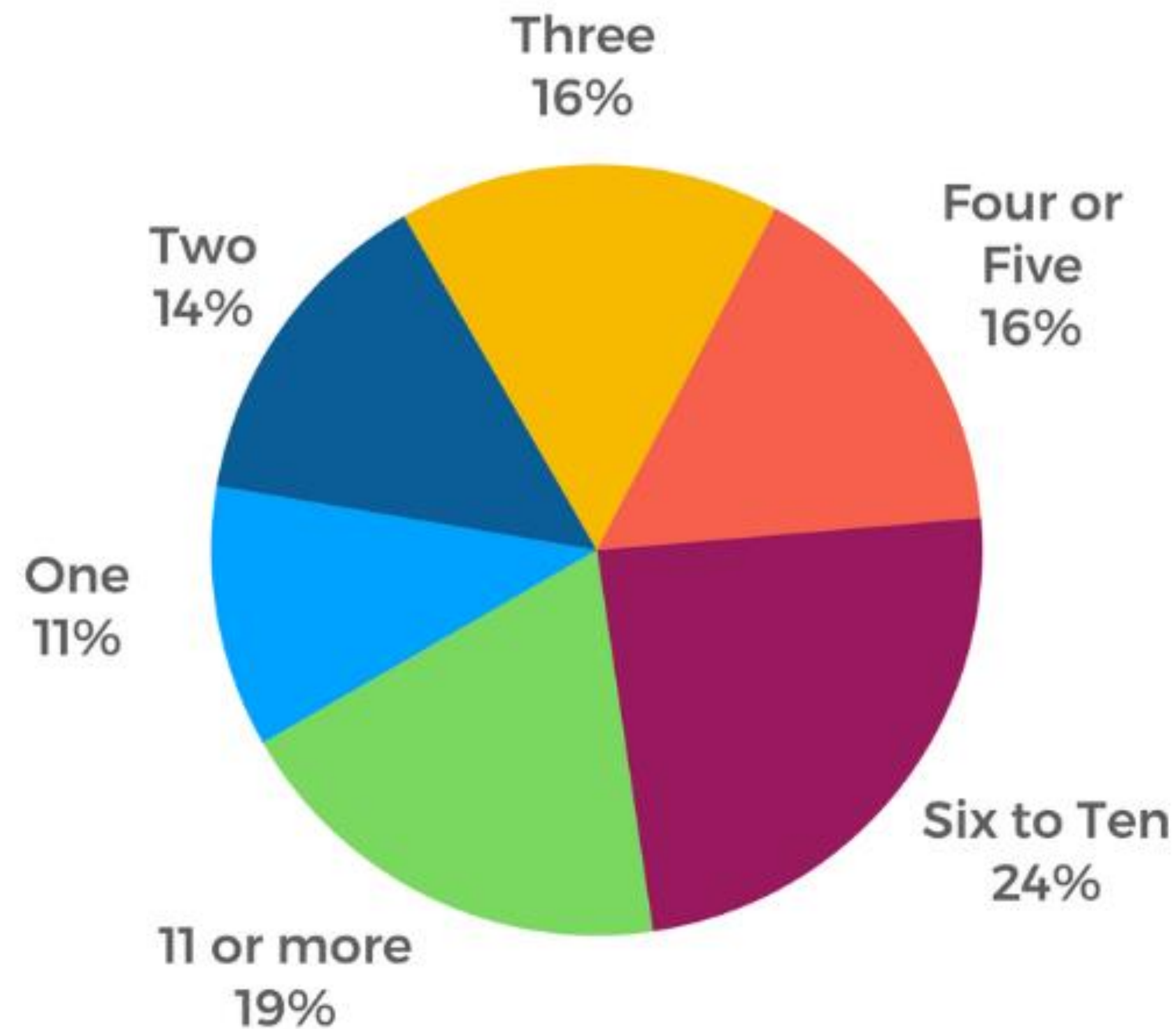
What Percent of Monthly Podcast Listeners are Weekly Listeners?

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



Number of Podcast Episodes Listened to in Last Week

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK



U.S. weekly podcast listeners average
Nine podcasts
in the last week

Listeners
are receptive
to podcast ads

46%

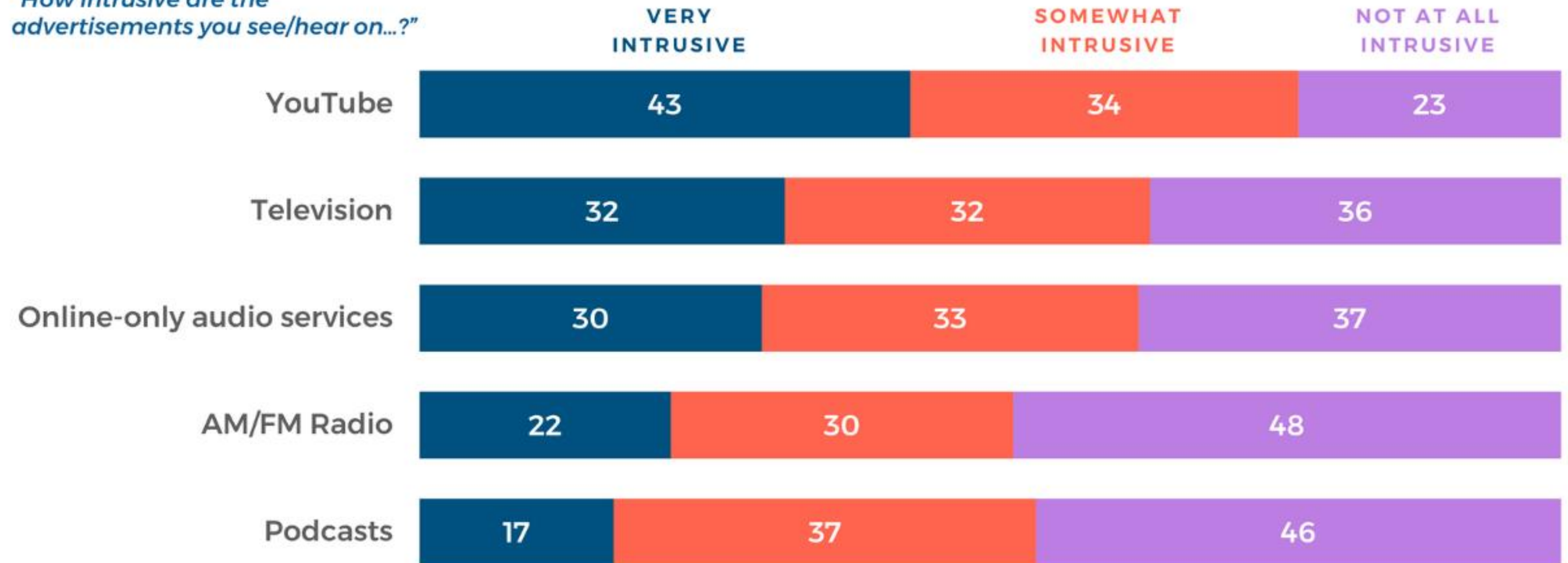
of monthly podcast listeners say that
ads on podcasts are not intrusive at all



Intrusiveness of Advertisements

BASE: U.S. AGE 12+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

"How intrusive are the advertisements you see/hear on...?"



Podcast ads reach
consumers with
interests that align
with your brand

Match with potential
customers by genre
and lifestyle metrics



Top Podcast Genres by Reach

Base: U.S. Age 13+ weekly podcast listeners, Q3 2022- Q4 2022

Rank	Genre
1	Comedy
2	Society & Culture
3	News
4	True Crime
5	Sports
6	Business
7	Health & Fitness
8	Religion & Spirituality
9	Education
10	TV & Film

Rank	Genre
11	History
12	Arts
13	Music
14	Science
15	Leisure
16	Technology
17	Fiction
18	Kids & Family
19	Government

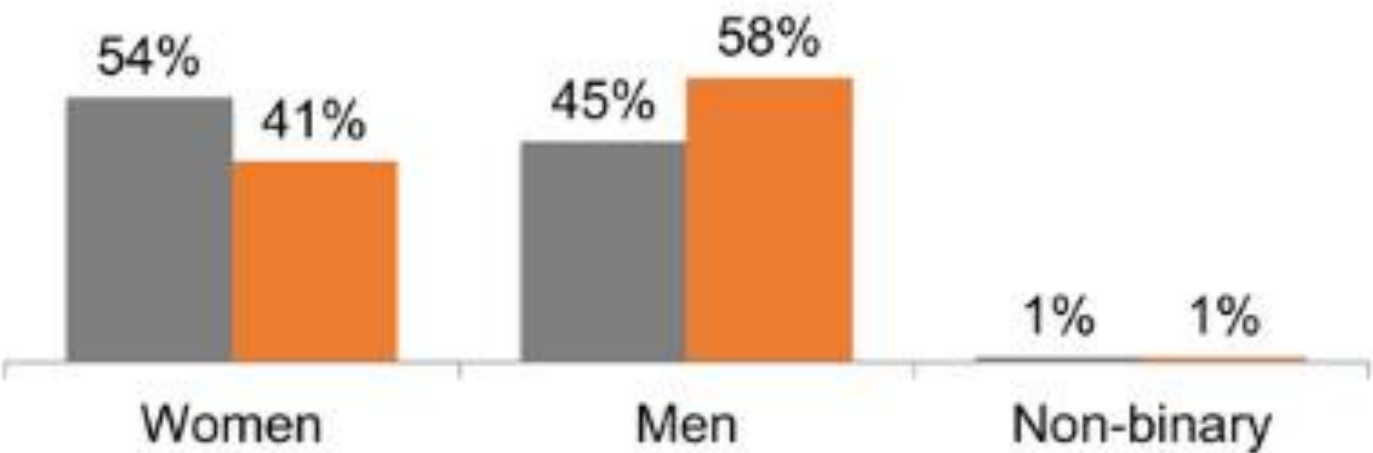
Weekly Comedy Podcast Listeners

Demographic Summary

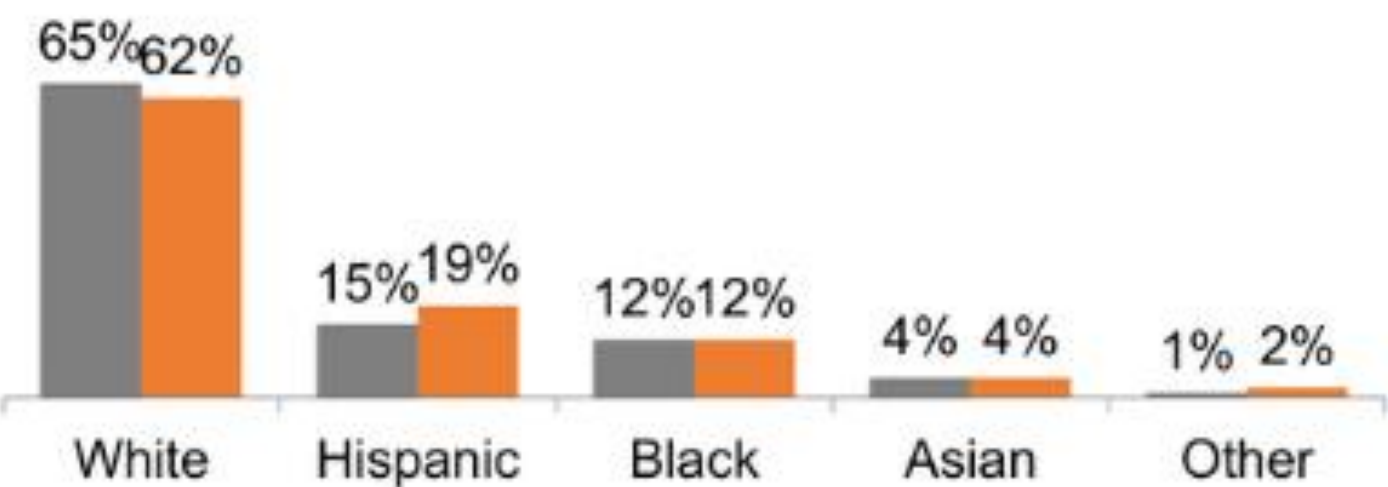


■ U.S. Weekly Podcast Listeners ■ Weekly Comedy Podcast Listeners

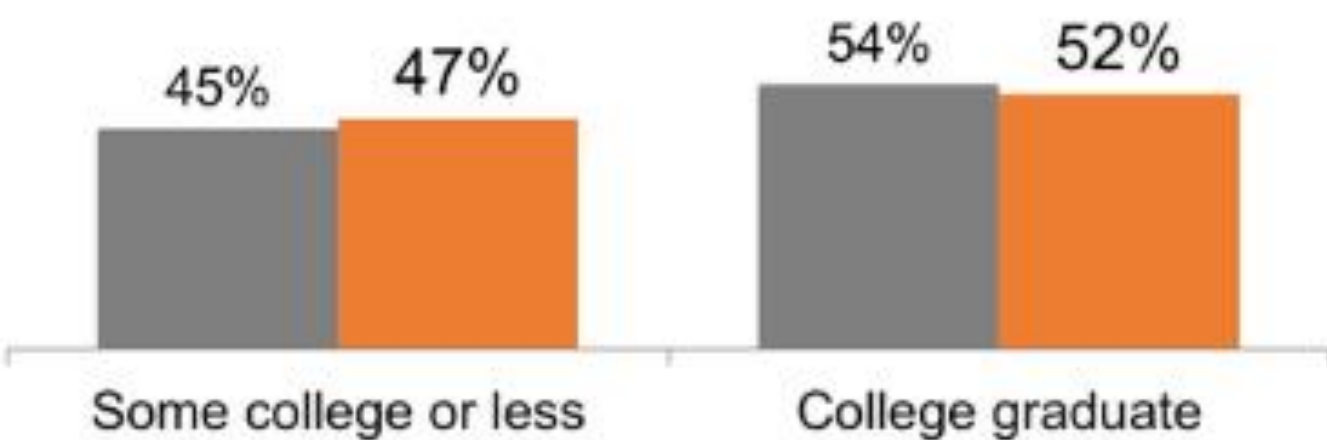
Gender



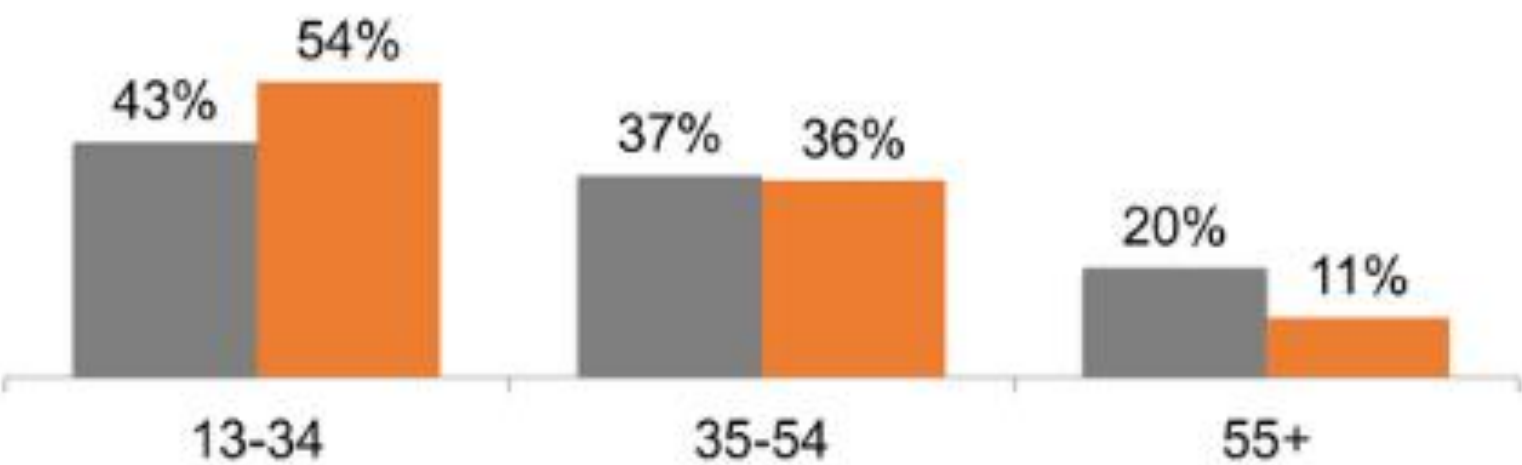
Ethnicity



Education



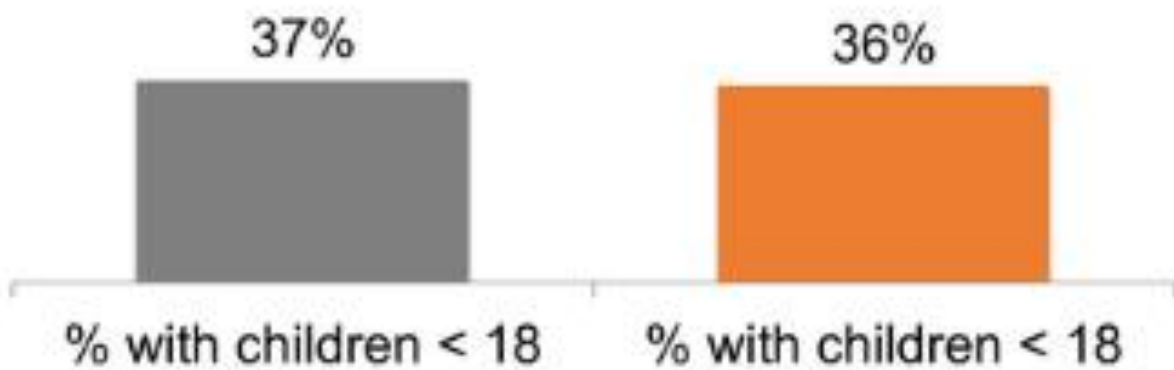
Age



Annual Household Income



Children Under 18 at Home



Compared to the U.S. 18+ Population, weekly podcast listeners are...

47% more likely
to have a 401k



28% more likely to be
saving for retirement

19% more likely
to own a pet



12% more likely
to own a home

Takeaways

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spending more time
than ever before

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