

The Podcast Consumer 2024



The Pitch

Podcasts have more listeners than ever

Listeners spend more time with podcasts than ever

Podcasts reach all generations

Podcast listeners are diverse and increasingly female

Podcasts listeners are a highly coveted audience for advertisers

Podcasts reach receptive audiences



Podcast have
more listeners
than ever

RECORD
HIGH

RECORD
HIGH

RECORD
HIGH

67%

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

47%

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

34%

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



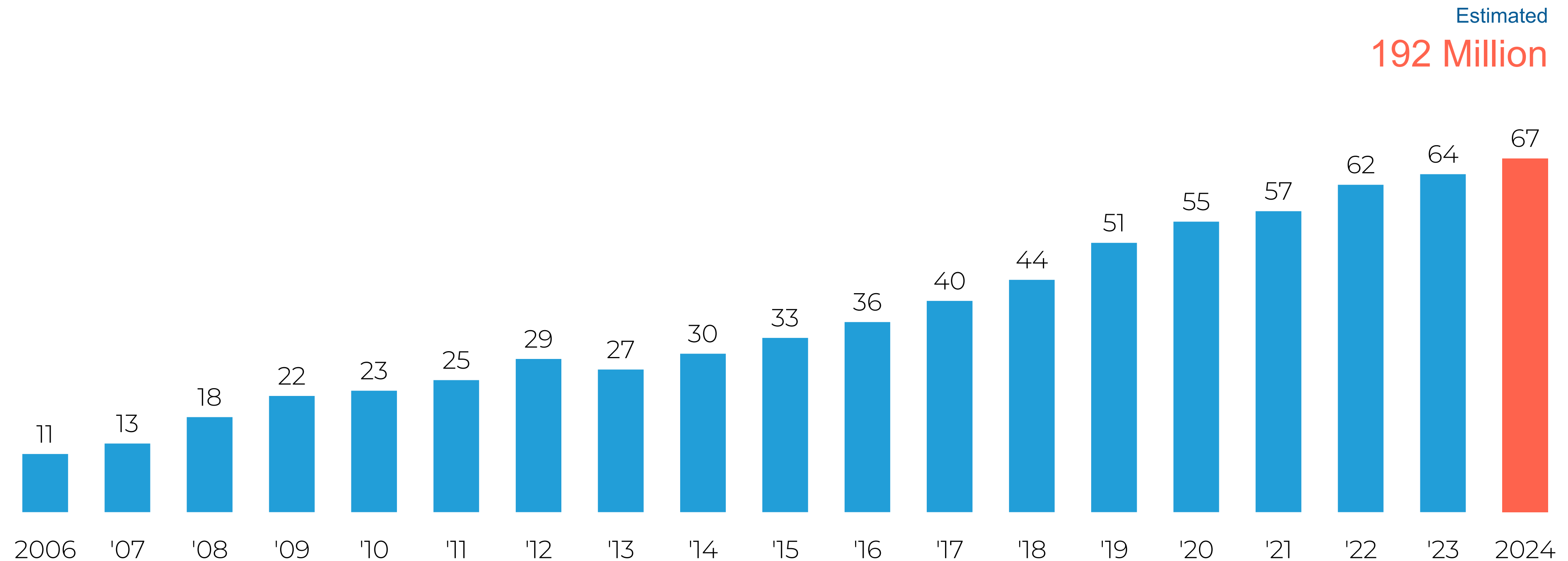
 THE INFINITE DIAL® 2024

Podcast Listening is UP



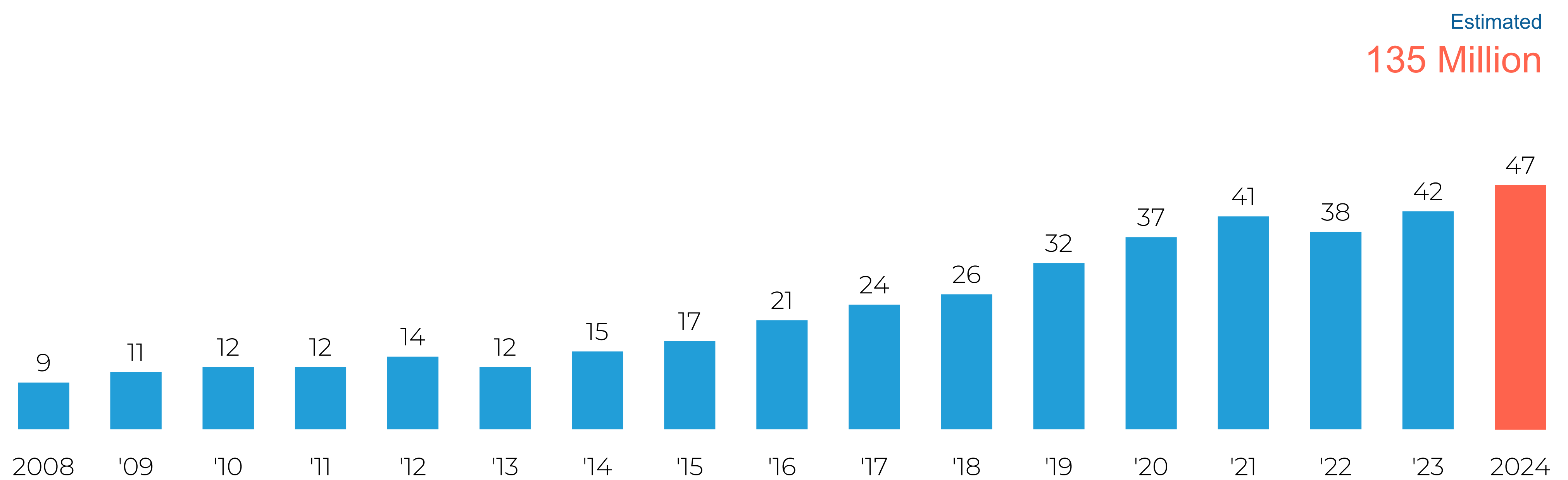
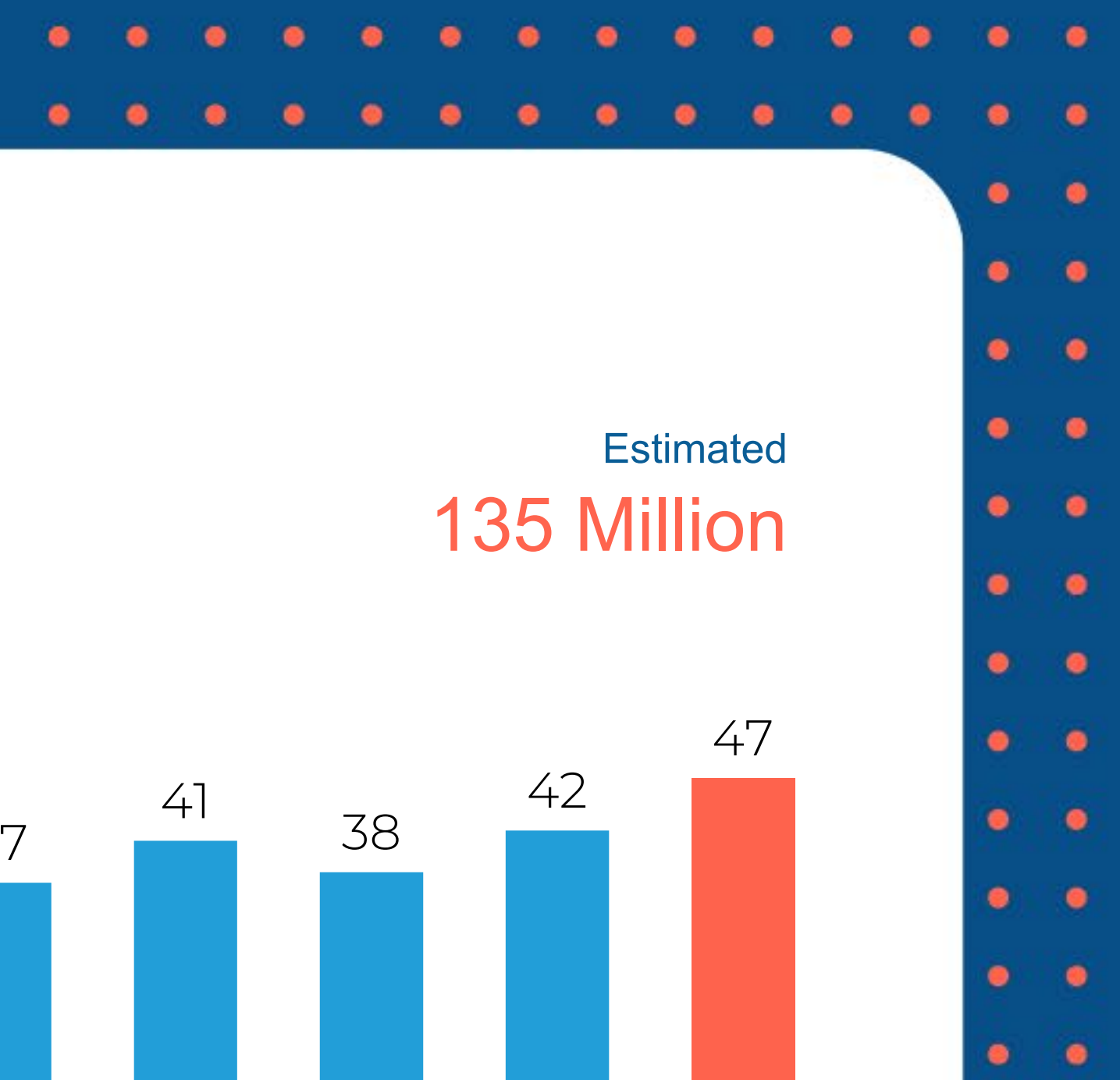
Podcasting Listening

U.S. POPULATION AGE 12+
% EVER LISTENED TO A PODCAST



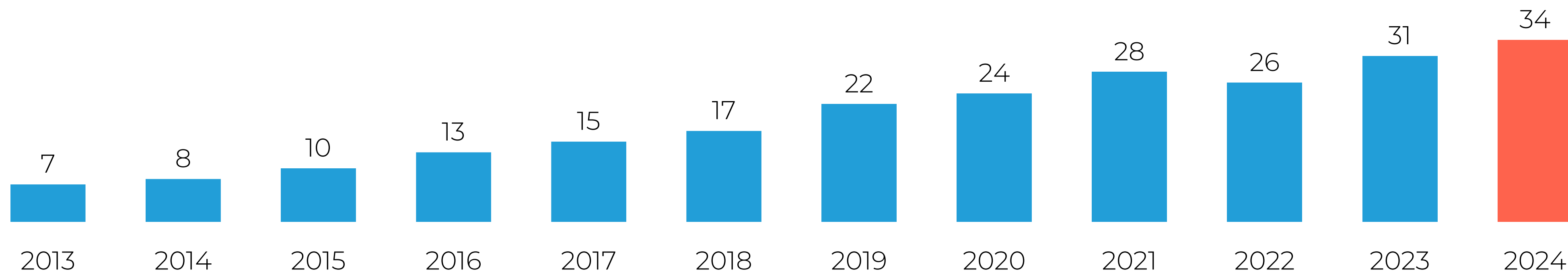
Monthly Podcasting Listening

TOTAL U.S. POPULATION AGE 12+
% LISTENED TO A PODCAST IN THE LAST MONTH



Weekly Podcasting Listening

TOTAL U.S. POPULATION AGE 12+
% LISTENED TO A PODCAST IN THE LAST WEEK



Estimated
98 Million

TOP 50 PODCASTS IN THE U.S.

SHOWS WITH THE LARGEST WEEKLY AUDIENCE

TITLE	PRODUCER
1 The Joe Rogan Experience	Joe Rogan
2 Crime Junkie	audiochuck
3 The Daily	The New York Times
4 New Heights with Jason and Travis Kelce	WSE Originals
5 Dateline NBC	NBC News
6 This American Life	This American Life
7 Call Her Daddy	Unwell
8 SmartLess	Wondery
9 Morbid	Wondery
10 Stuff You Should Know	iHeartPodcasts
11 Club Shay Shay	iHeartPodcasts and The Volume
12 This Past Weekend w/ Theo Von	Theo Von
13 The Ben Shapiro Show	The Daily Wire
14 Mr. Ballen Podcast	Ballen Studios and Wondery
15 Bad Friends	Andrew Santino and Bobby Lee
16 The Ramsey Show	Ramsey Network
17 Serial	Serial Productions

TITLE	PRODUCER
18 The Breakfast Club	The Black Effect Network
19 Up First	NPR
20 My Favorite Murder	Exactly Right
21 Huberman Lab	Scicomm Media
22 Office Ladies	Earwolf
23 Fresh Air	NPR/WHYY
24 The Tucker Carlson Podcast	Tucker Carlson Network
25 Conan O'Brien Needs a Friend	Team Coco
26 Rotten Mango	Stephanie Soo & Ramble
27 The Dan Bongino Show	Cumulus Podcast Network
28 The Pat McAfee Show	ESPN
29 The Joe Budden Podcast	The Joe Budden Network
30 Pod Save America	Crooked Media
31 2 Bears 1 Cave	YMH Studios
32 TED Talks Daily	TED Audio Collective
33 Armchair Expert with Dax Shepard	Armchair Umbrella
34 Wait Wait... Don't Tell Me!	NPR

TITLE	PRODUCER
35 Million Dollaz Worth of Game	Barstool Sports
36 Distractible	Distractible
37 Last Podcast on the Left	The Last Podcast Network
38 Drink Champs	Interval Presents
39 Your Mom's House	YMH Studios
40 The Basement Yard	Santagato Studios
41 Murder, Mystery & Makeup	Audioboom Studios
42 Pardon My Take	Barstool Sports
43 Planet Money	NPR
44 Cancelled with Tana Mongeau	Studio 71
45 Dumb Blonde	Dumb Blonde Productions
46 Nightcap	iHeartPodcasts and The Volume
47 Impulsive with Logan Paul	Logan Paul
48 The Broski Report with Brittany Broski	Brittany Broski and Audioboom Studios
49 Two Hot Takes	Morgan Absher
50 Radiolab	WNYC Studios

How The Study Was Conducted: Edison Podcast Metrics U.S. Q1 2024 Top Podcasts by reach is based upon 5,300 online interviews with weekly podcast consumers in the United States, ages 13 and older. Interviews were conducted continuously throughout the quarter in English and Spanish. Rankings are based on listening over the full period. All respondents reported listening to podcasts in the last week.

THE TOP NEW PODCASTS OF 2023

Podcasts released in 2023 with the largest weekly reach



Brain Leak
Wood Elf Media



Podcast P with Paul George
Wave Sports + Entertainment



That Chapter Podcast
That Chapter



The Broski Report with Brittany Broski
Brittany Broski & Audioboom Studios



The Unplanned Podcast
Matt & Abby | QCODE



Source: Edison Podcast Metrics Q1-Q4 2023 | U.S. Weekly Podcast Listeners 13+

Measured among U.S. listeners released in 2023 with the largest weekly reach not in rank order



Listeners spend
more time with
podcasts than ever

Since 2014, the average time spent
listening to podcasts has grown by

450%

Source: The Infinite Dial 2024

Share of Time Spent
Listening to Audio Sources
Q1 2024

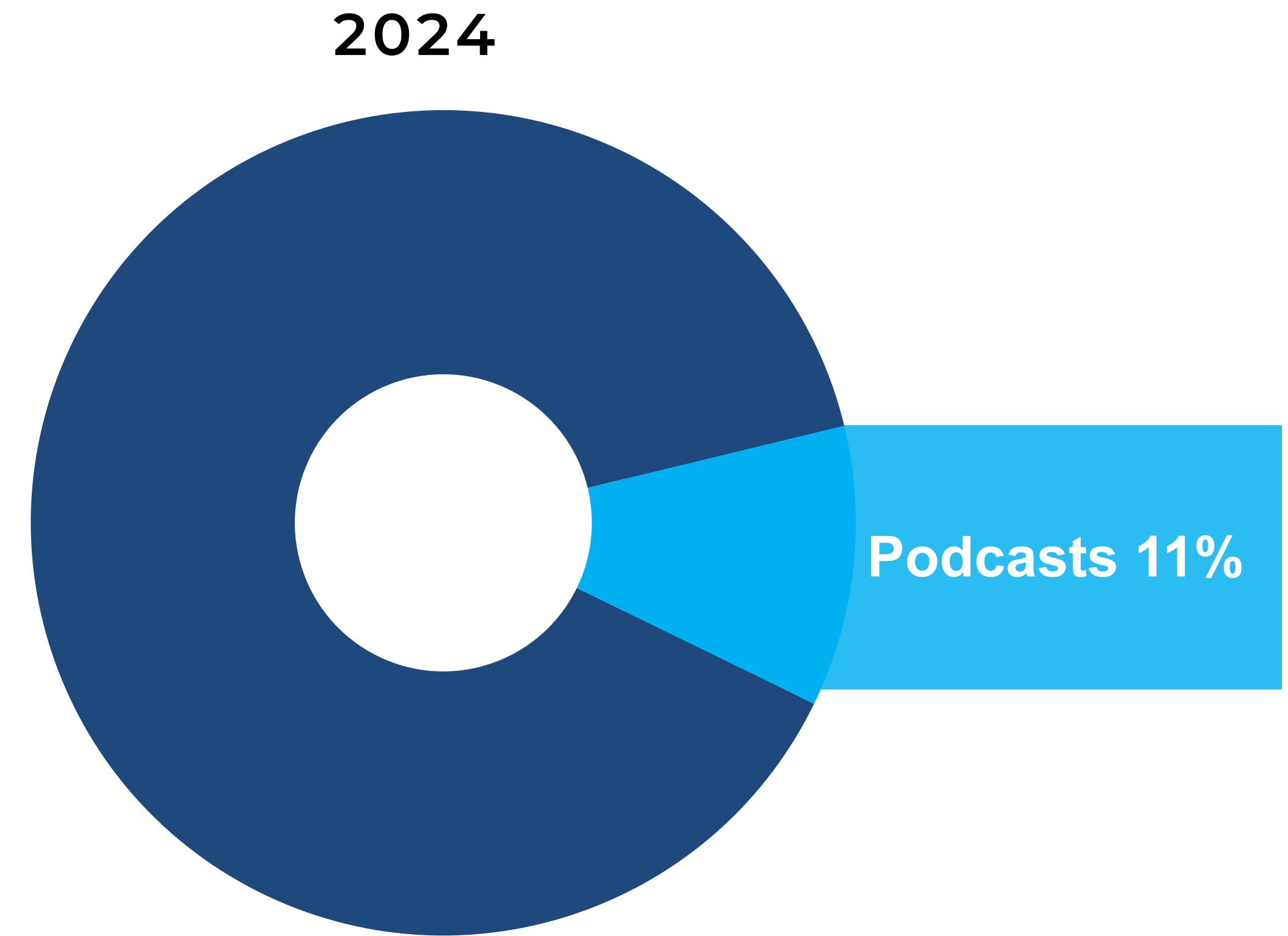
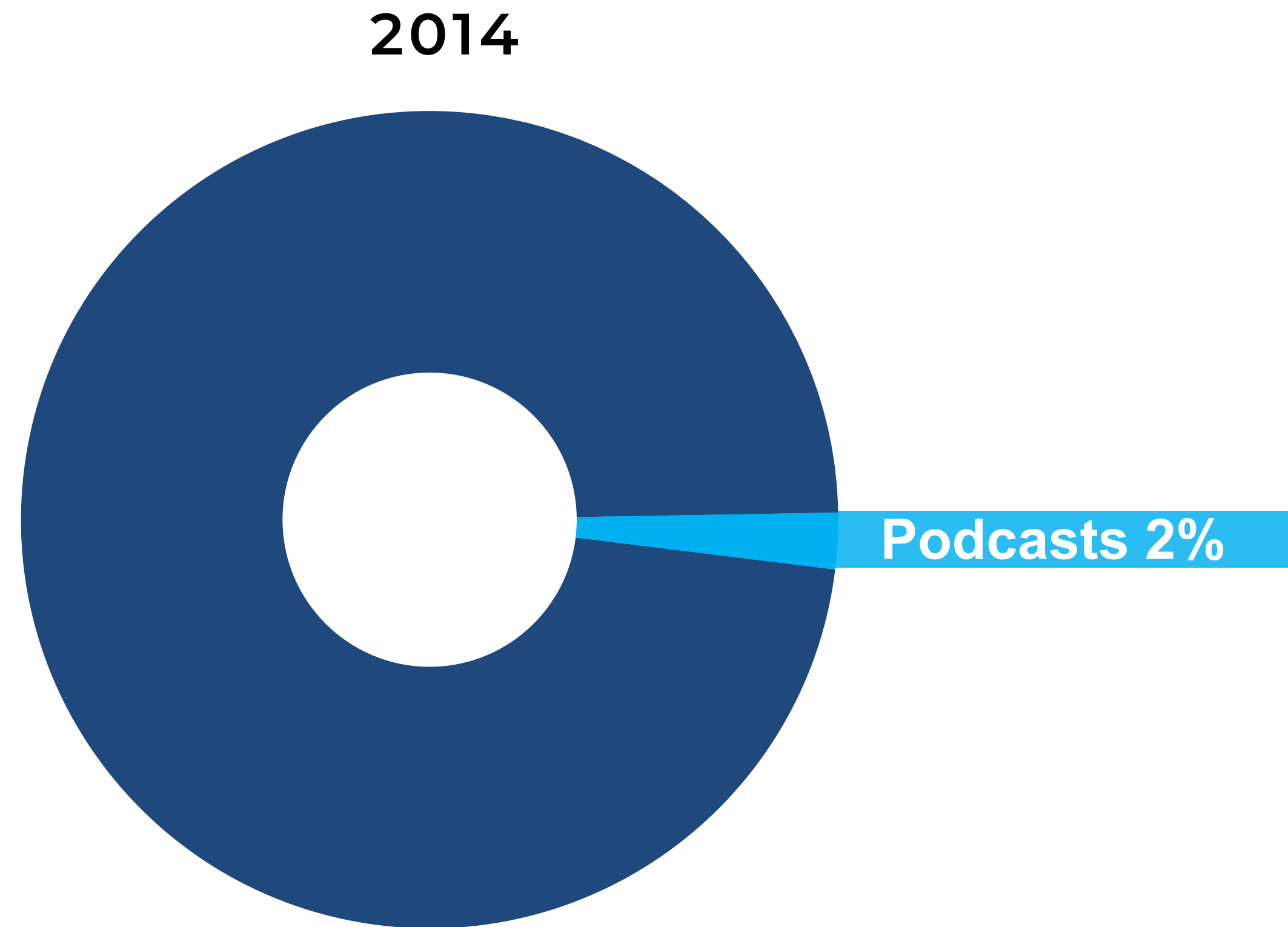


edison
share of ear



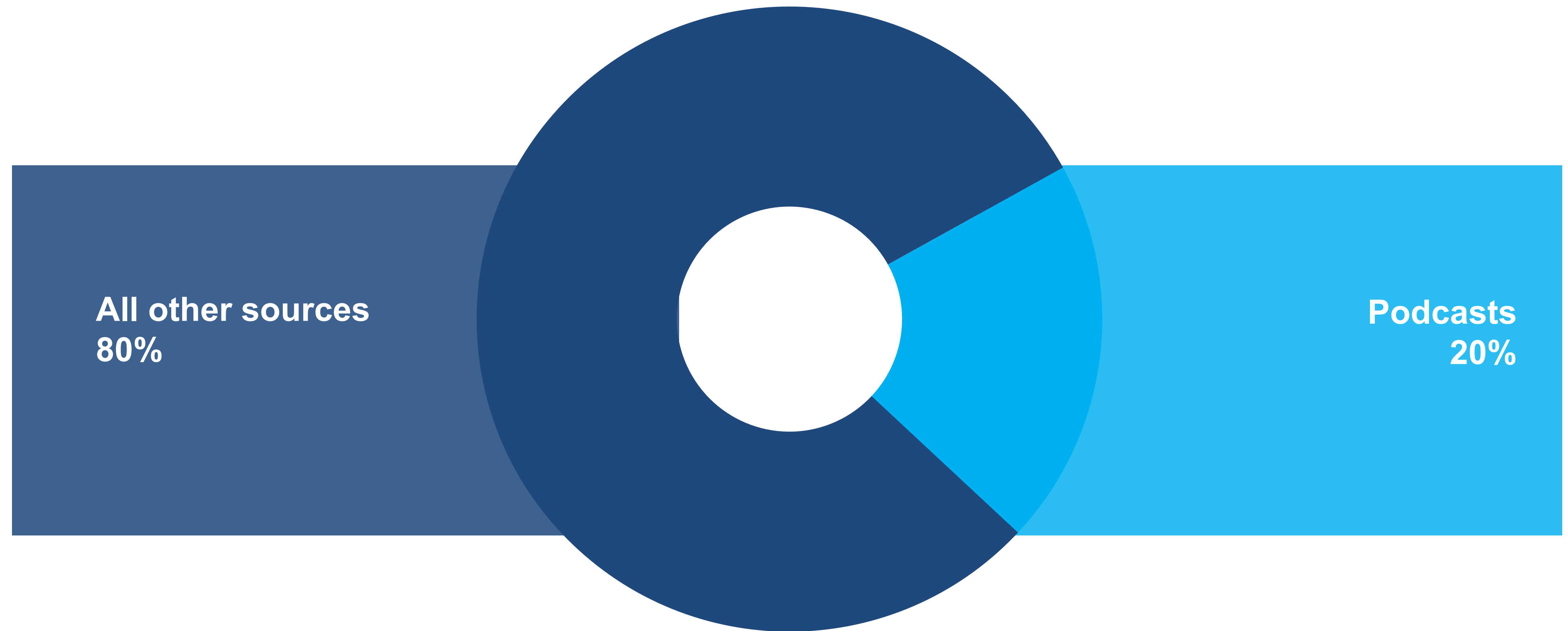
Share of Time Spent Listening to Audio Sources

U.S. Population 13+



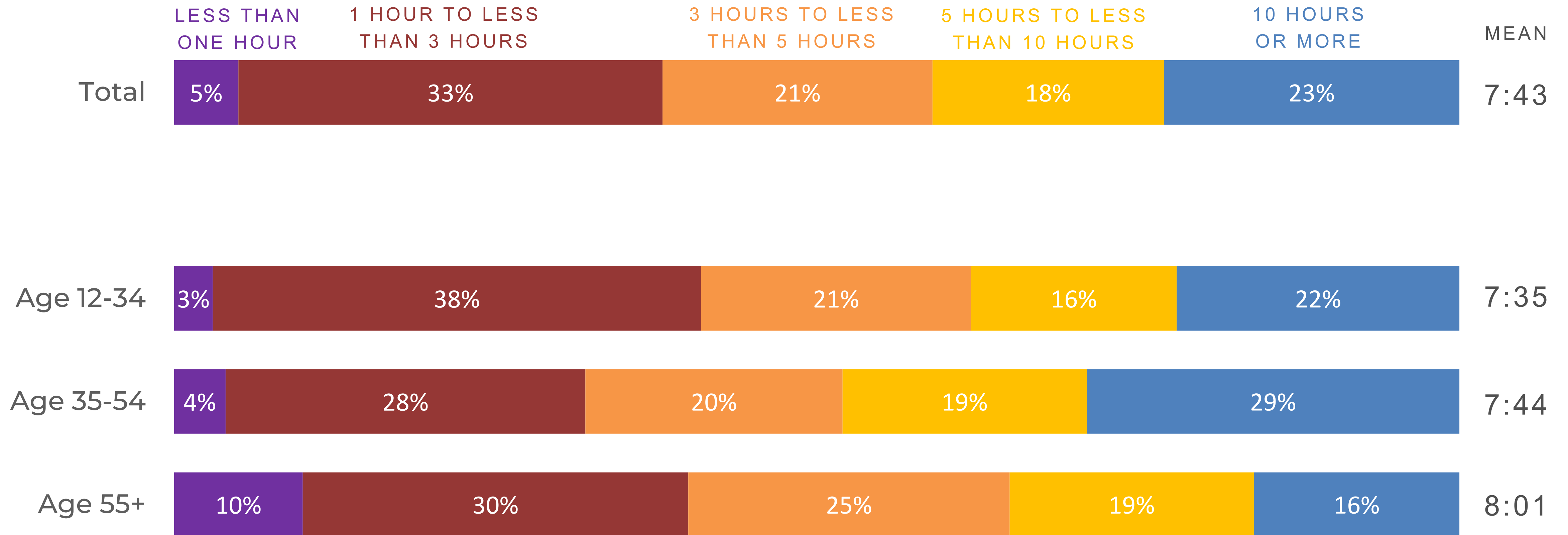
Share of Time Spent Listening to Ad-Supported Audio Sources

U.S. Population 13+



Average Time Weekly Podcast Listeners Spend Listening to Podcasts

BASE: LISTENED TO PODCAST IN LAST WEEK

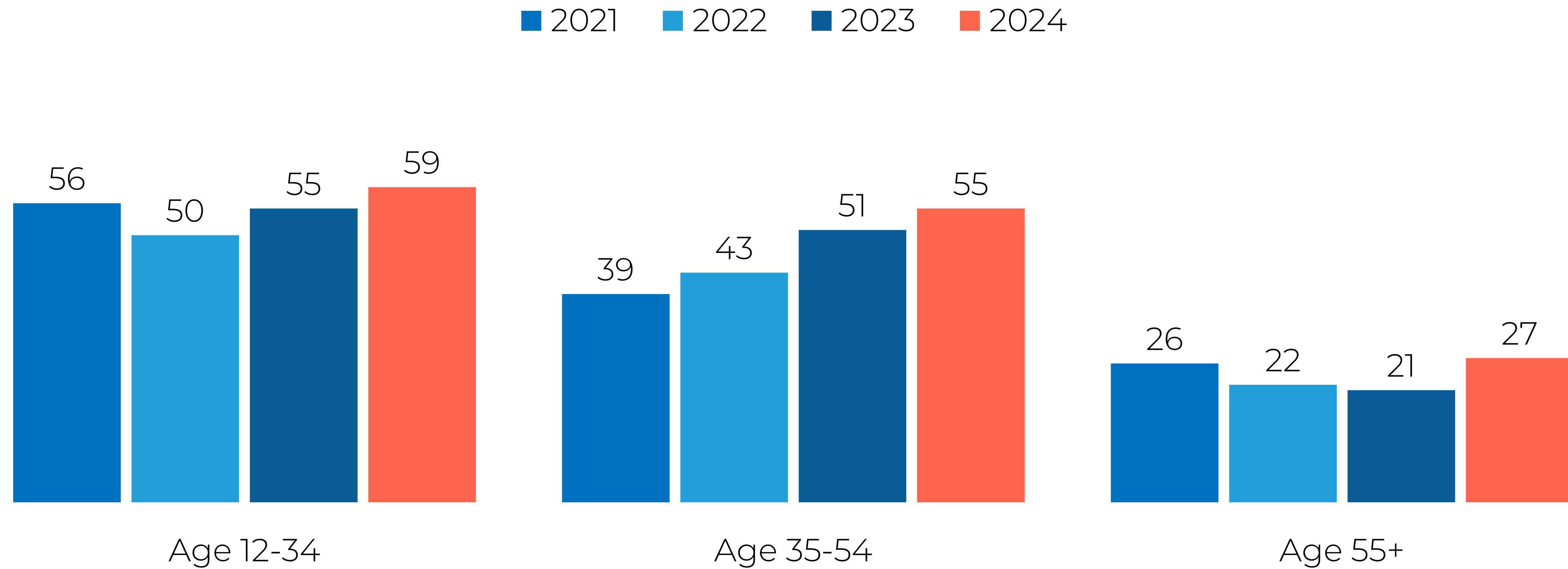


Podcasts Reach All Generations



Monthly Podcast Listening

TOTAL U.S. POPULATION AGE 12+
% LISTENED TO A PODCAST IN THE LAST MONTH





**Young
listeners
are loyal
listeners**

59%

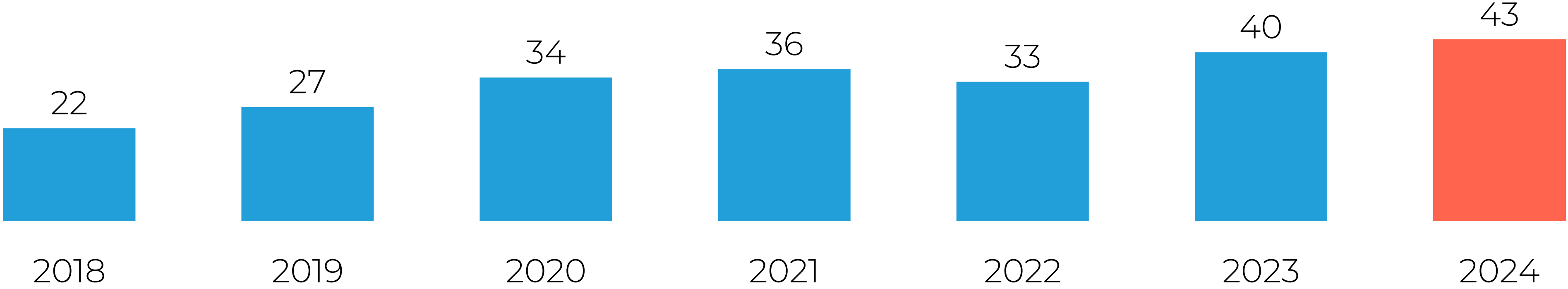
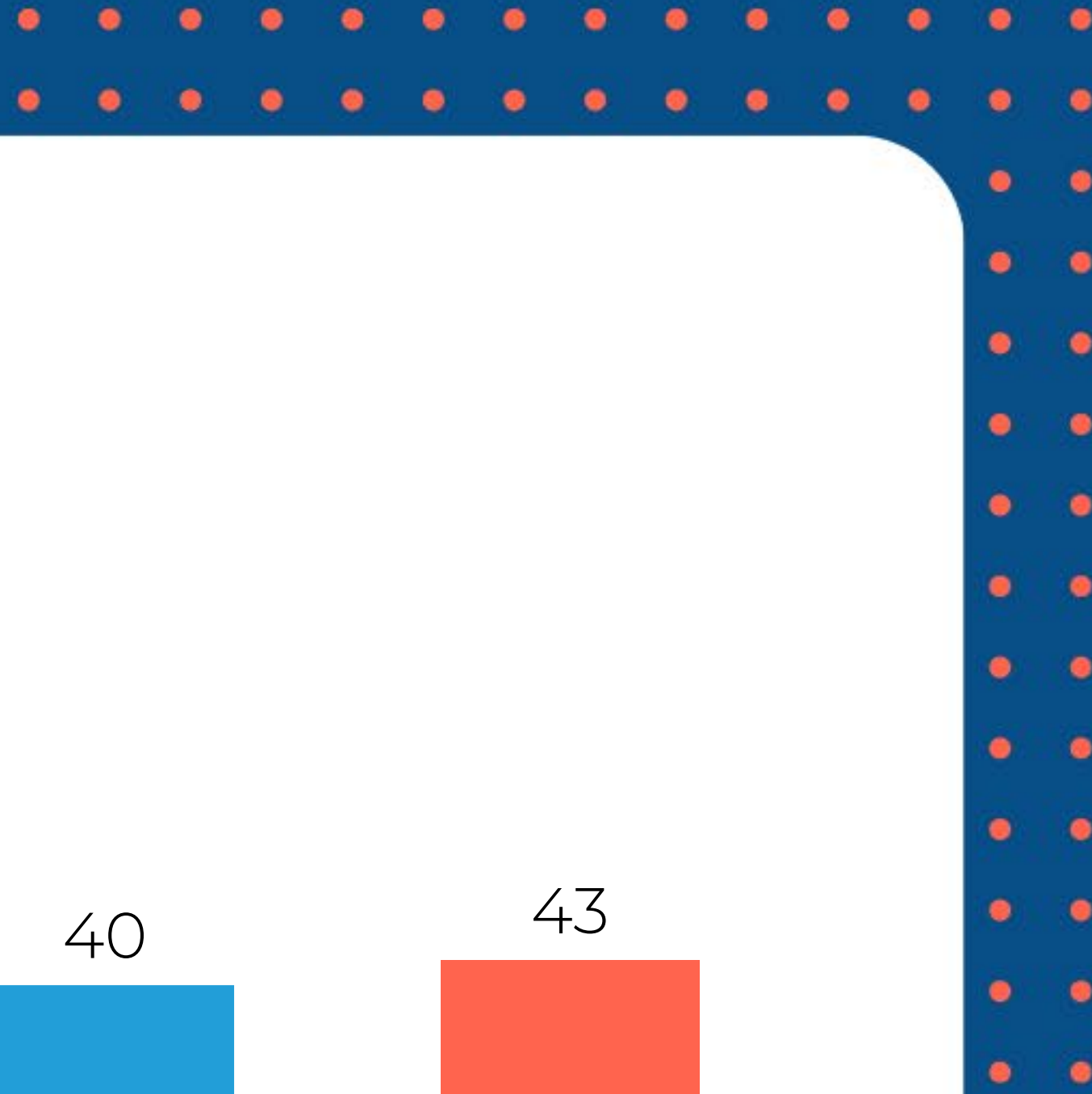
of those age 12-34 are
monthly podcast listeners

43%

of those age 12-34 are
weekly podcast listeners

Weekly Podcast Listening Among Age 12-34

U.S. POPULATION AGE 12-34
% LISTENED TO A PODCAST IN LAST WEEK



KIDS PODCAST LISTENER REPORT



Sponsored by:



WONDERY

**KIDS PODCAST
LISTENER REPORT**

63%

of kids age 6-12 are
aware of podcasts

46%

of kids age 6-12 have
ever listened to a podcast

29%

of kids age 6-12 listened to
a podcast in the
last month

23%

of kids age 6-12 listened to
a podcast in the last week



GEN Z
PODCAST LISTENER REPORT



sxm
MEDIA

**Gen Z monthly podcast listeners
who started listening as children
spend an average of**

3 hours more

**per week with podcasts than those
who started listening later in life**

Source: The Gen Z Podcast Listener Report 2023 from Edison Research ad SXM Media

Reasons for listening/watching to podcasts:

Base: Gen Z Monthly Podcast Listeners Age 13-24

84%

To **dig deeper into topics** you're interested in

74%

To hear **unique perspectives** on topics **not covered in other media**

66%

To **stay up-to-date** with the latest topics

61%

To keep you **up-to-date with social issues**



Podcasts reach key consumers

Source: The Infinite Dial 2024

55%

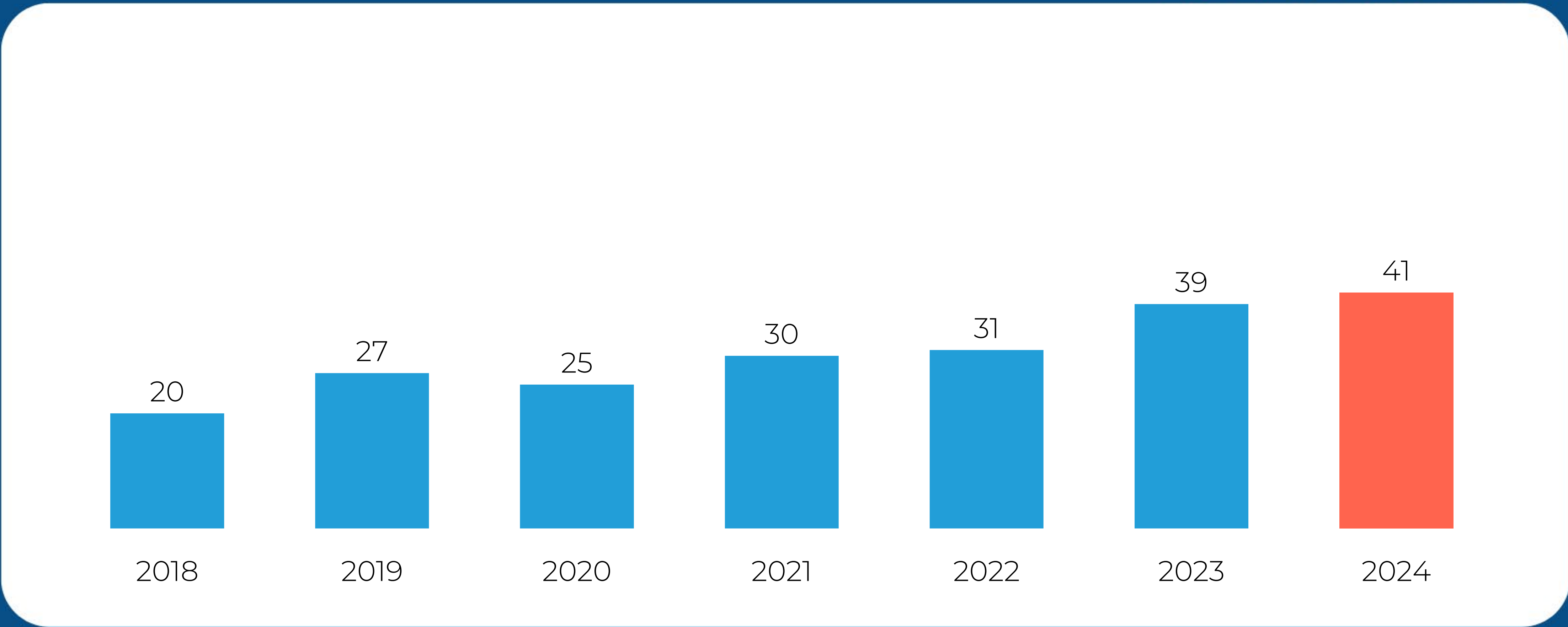
of those age 35-54 are
monthly podcast listeners

41%

of those age 35-54 are
weekly podcast listeners

Weekly Podcast Listening Among Age 35-54

U.S. POPULATION AGE 35-54
% LISTENED TO A PODCAST IN THE LAST WEEK





Older audiences are increasingly listening to podcasts

Source: The Infinite Dial 2024

27%

of those age 55+ are monthly podcast listeners

34%

of those age 55+ are weekly podcast listeners



Hit Play, Boomer!

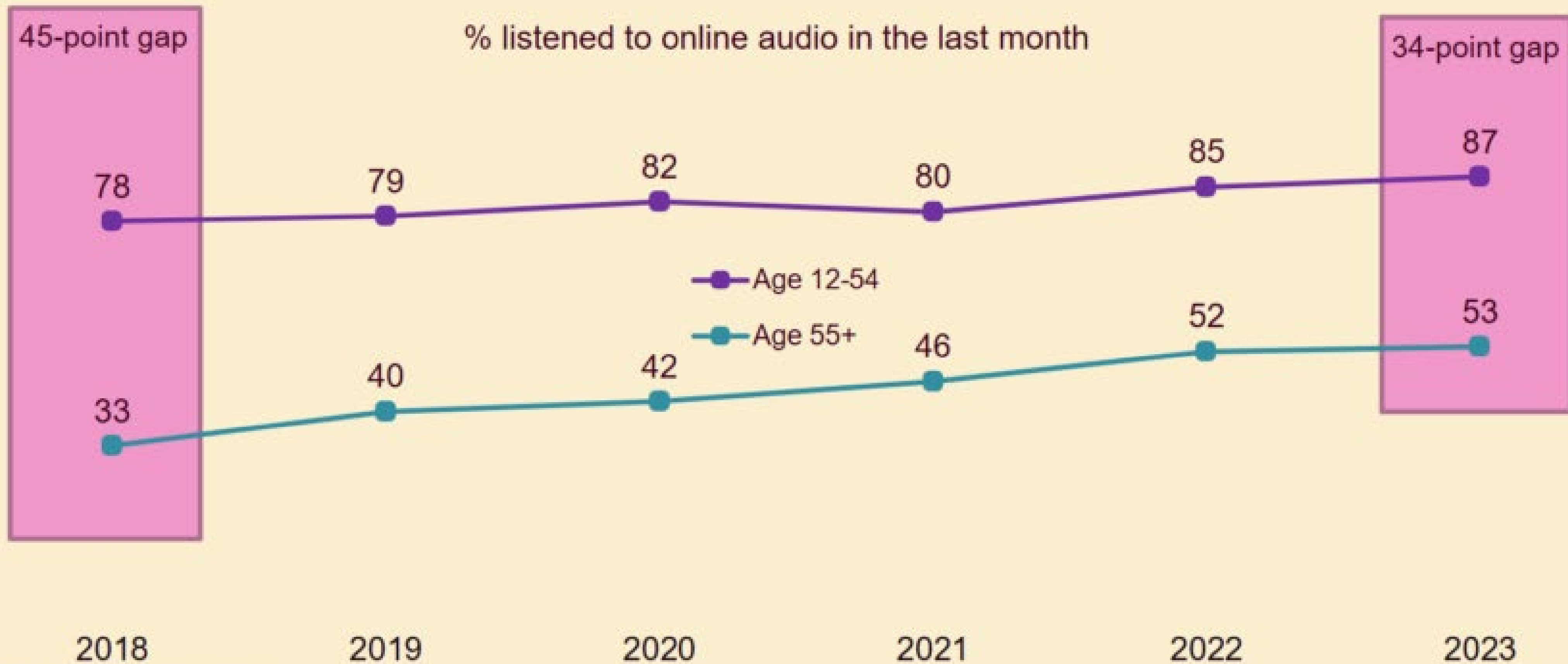


Podcasting's Age 55+ Opportunity



Hit Play,
Boomer!

Boomers are adopting online audio



Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the Internet



Source: The 2023 Infinite Dial from Edison Research; sponsored by Amazon Music, Wondery, and ART19



Podcast listeners are diverse and increasingly female





Podcasts reach a diverse audience

Source: The Infinite Dial 2024

48%

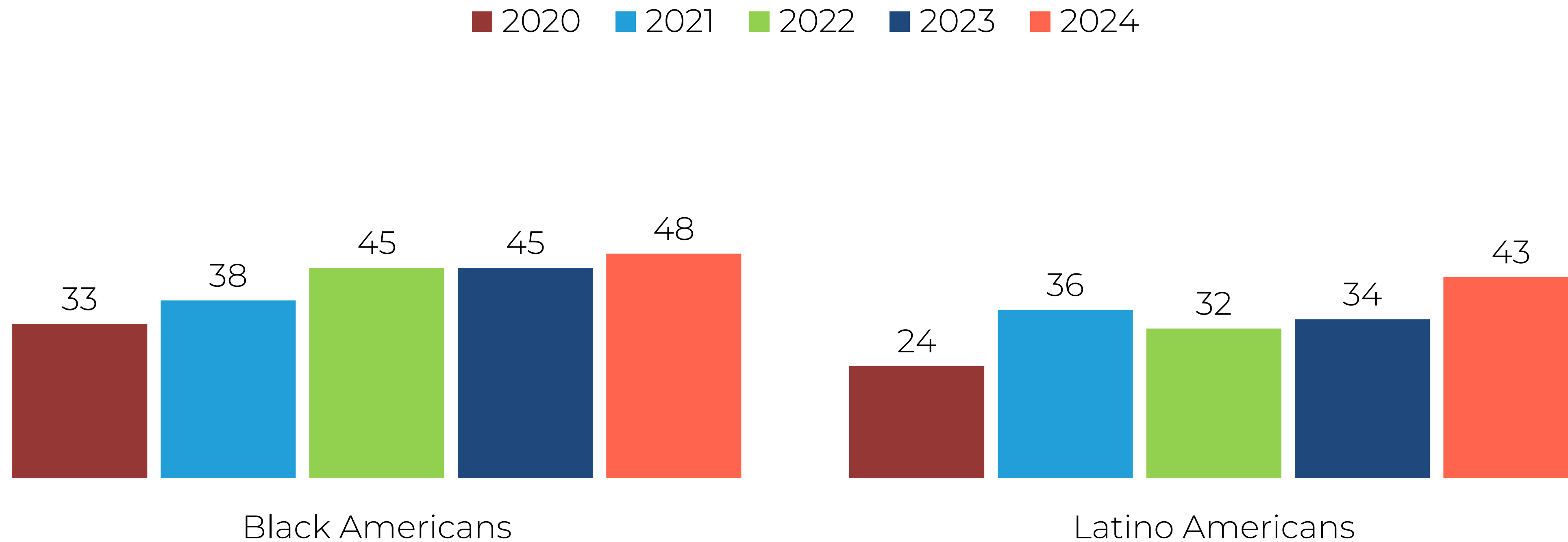
of Black Americans listen to podcasts each month

43%

of Latino Americans listen to podcast each month

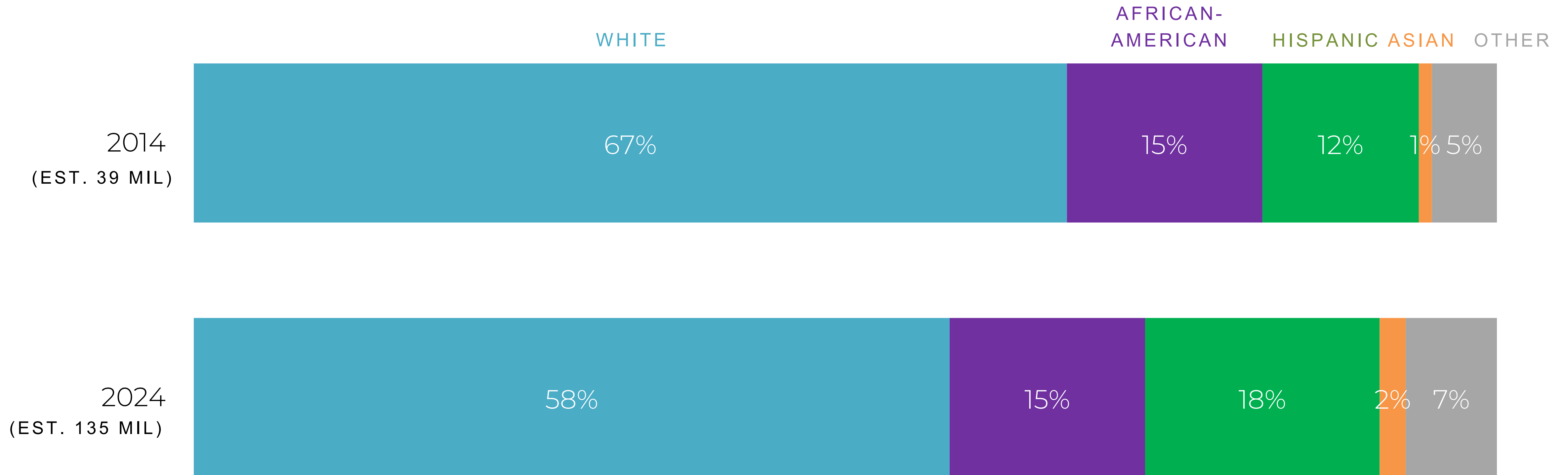
Monthly Podcast Listening

TOTAL U.S. POPULATION AGE 12+
% LISTENED TO A PODCAST IN THE LAST MONTH



Ethnicity of Monthly Podcast Listeners

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



Q1 | 2024

TOP 10 PODCASTS AMONG BLACK WEEKLY LISTENERS

IN THE U.S. AGE 13+



	TITLE	PRODUCER		TITLE	PRODUCER
1	The Joe Rogan Experience	<i>Joe Rogan</i>	6	Drink Champs	<i>Interval Presents</i>
2	Club Shay Shay	<i>iHeartPodcasts and The Volume</i>	7	The 85 South Show <small>with Karlous Miller, DC Young Fly and Chico Bean</small>	<i>The Black Effect Network and iHeartPodcasts</i>
3	The Breakfast Club	<i>The Black Effect Network</i>	8	Crime Junkie	<i>audiochuck</i>
4	Million Dollaz Worth of Game	<i>Barstool Sports</i>	9	Nightcap	<i>iHeartPodcasts and The Volume</i>
5	The Joe Budden Podcast	<i>The Joe Budden Network</i>	10	The Daily	<i>The New York Times</i>

How The Study Was Conducted: Edison Podcast Metrics U.S. Q1 2024 Top Podcasts by reach among Black listeners is based upon 617 online interviews with Black weekly podcast consumers in the United States, ages 13 and older. Interviews were conducted continuously throughout the quarter in English and Spanish. Ranking based on listening over the full period. All respondents reported listening to podcasts in the last week.

LATINO PODCAST LISTENER REPORT 2023



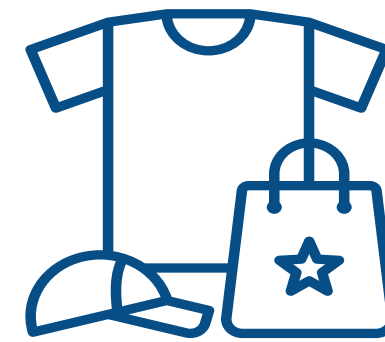
Ways Latino Weekly Podcast Listeners Have Interacted with Podcasts

“Have you ever... from a podcast?”

Base: U.S. Latino Weekly Podcast Listeners



35% signed up for a newsletter



31% purchased branded merchandise



21% donated or gave money



22% attended a virtual event



18% attended an in-person event





**The listening
gender gap
is closing**

Source: The Infinite Dial 2024

45%

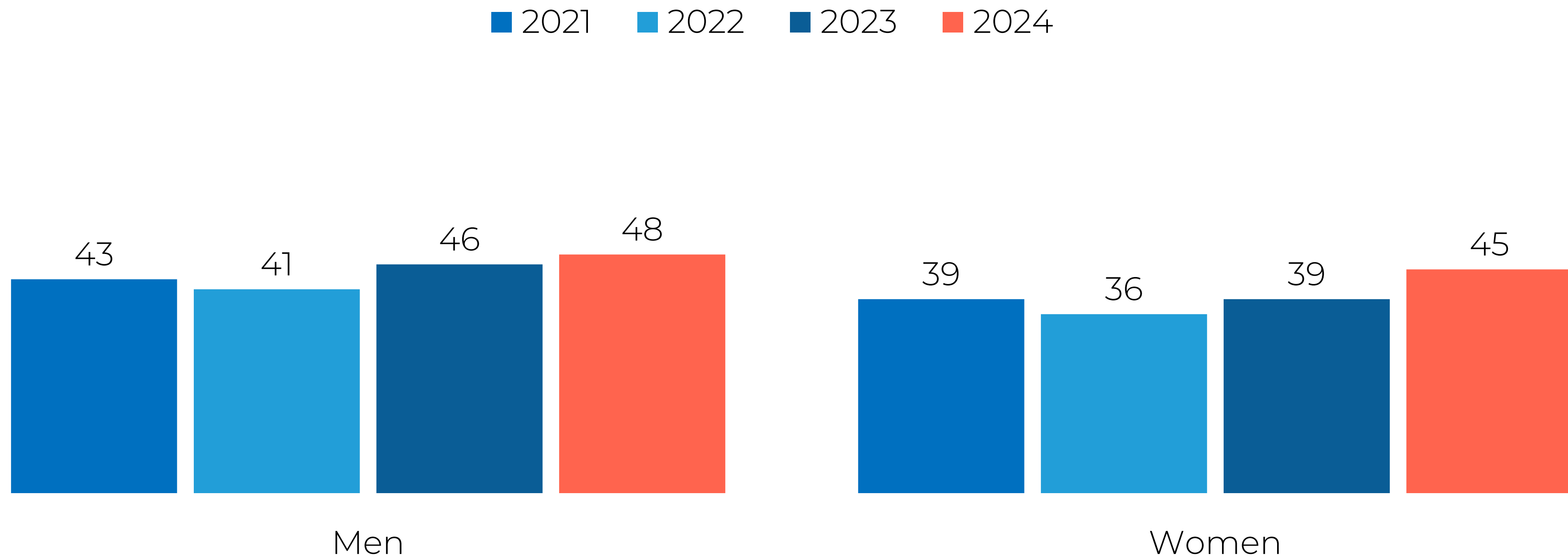
of U.S. Women are monthly
podcast listeners

32%

of U.S. Women are weekly
podcast listeners

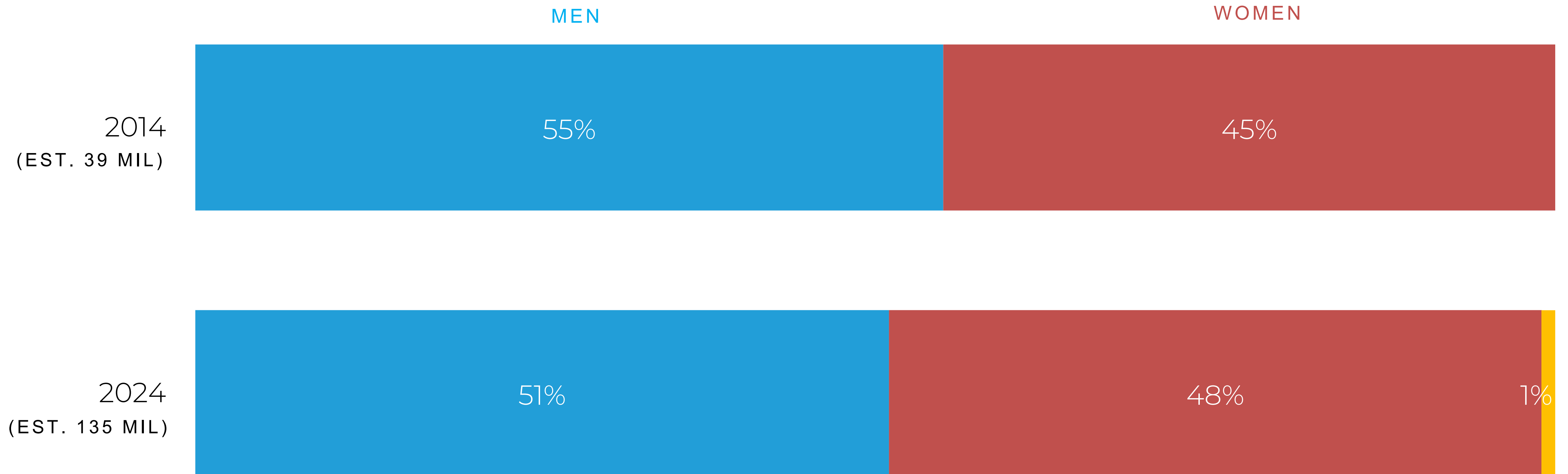
Monthly Podcast Listening

TOTAL U.S. POPULATION AGE 12+
% LISTENED TO A PODCAST IN THE LAST MONTH



Gender of Monthly Podcast Listeners

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

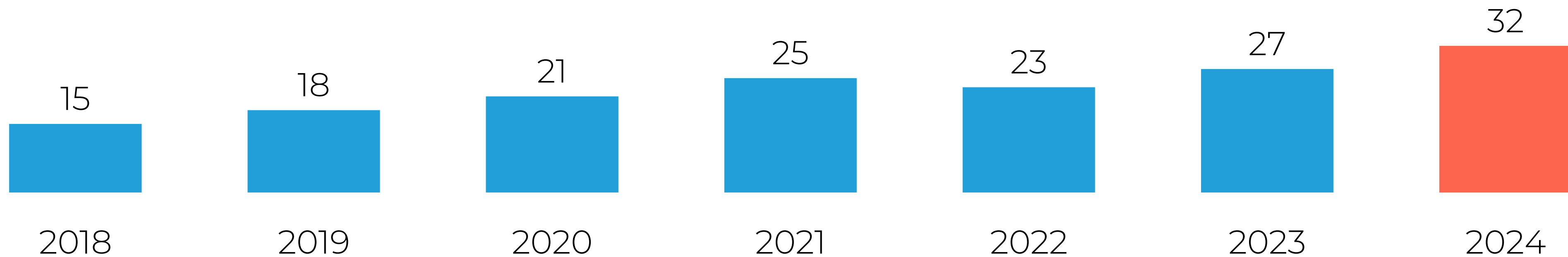


*NON-BINARY ADDED IN 2021; 2024: LESS THAN 1%



Weekly Podcast Listening Among Women

FEMALE U.S. POPULATION AGE 12+
% LISTENED TO A PODCAST IN THE LAST WEEK



Average number of podcast episodes listened to in a week

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

Total weekly
podcast listeners

8.3

Male weekly
podcast listeners

7.2

Female weekly
podcast listeners

9.5

Q1 | 2024

TOP 10 PODCASTS AMONG WOMEN WEEKLY LISTENERS

IN THE U.S. AGE 13+



	TITLE	PRODUCER		TITLE	PRODUCER
1	Crime Junkie	<i>audiochuck</i>	6	New Heights with Jason and Travis Kelce	<i>WSE Originals</i>
2	The Joe Rogan Experience	<i>Joe Rogan</i>	7	The Daily	<i>The New York Times</i>
3	Dateline NBC	<i>NBC News</i>	8	SmartLess	<i>Wondery</i>
4	Morbid	<i>Wondery</i>	9	This American Life	<i>This American Life</i>
5	Call Her Daddy	<i>Unwell</i>	10	Mr. Ballen Podcast	<i>Ballen Studios and Wondery</i>

How The Study Was Conducted: Edison Podcast Metrics U.S. Q1 2024 Top Podcasts by reach among women listeners is based upon 2,496 online interviews with women weekly podcast consumers in the United States, ages 13 and older. Interviews were conducted continuously throughout the quarter in English and Spanish. Ranking based on listening over the full period. All respondents reported listening to podcasts in the last week.



**Podcasts
listeners are a
highly coveted
audience for
advertisers**

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

More employed

More educated

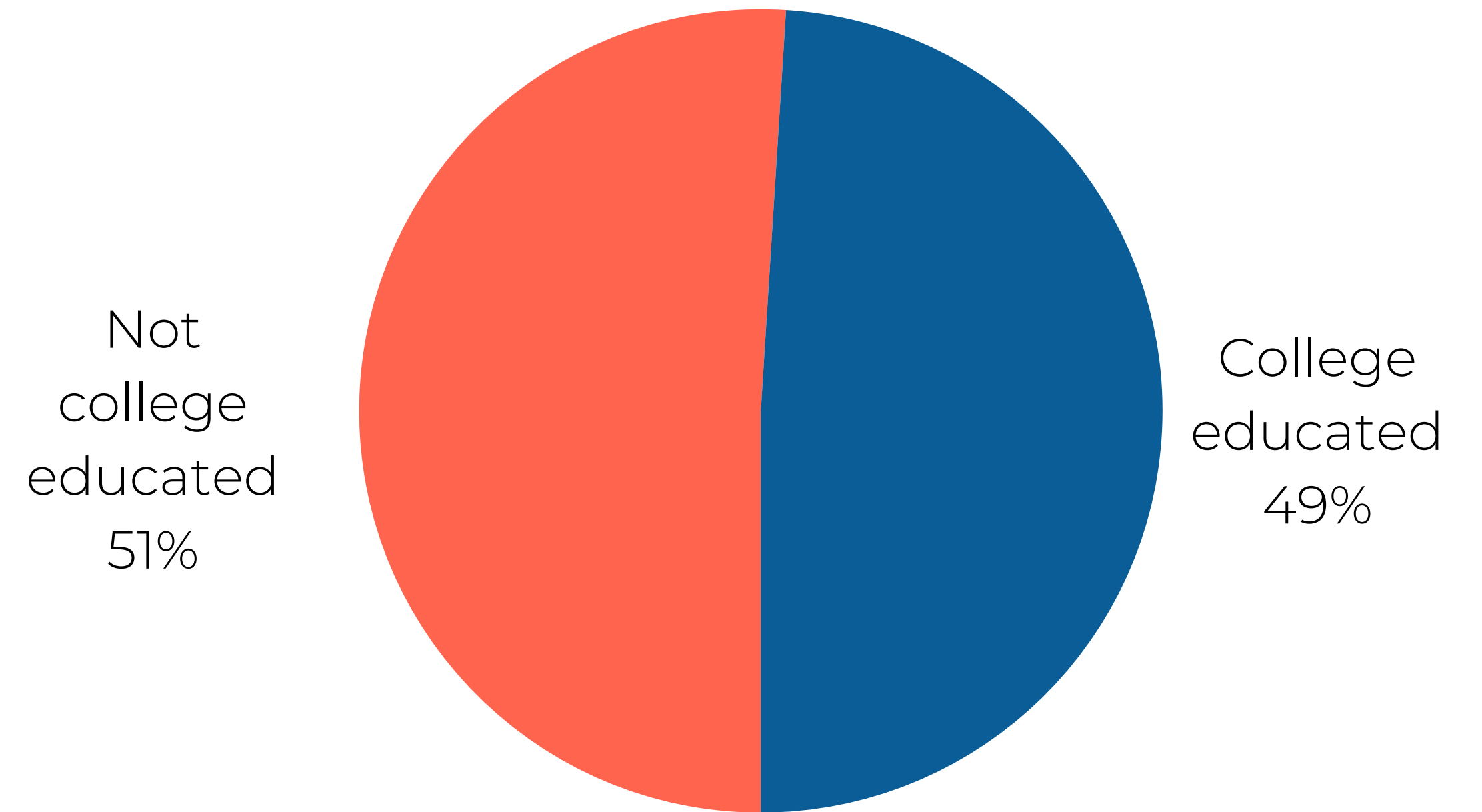
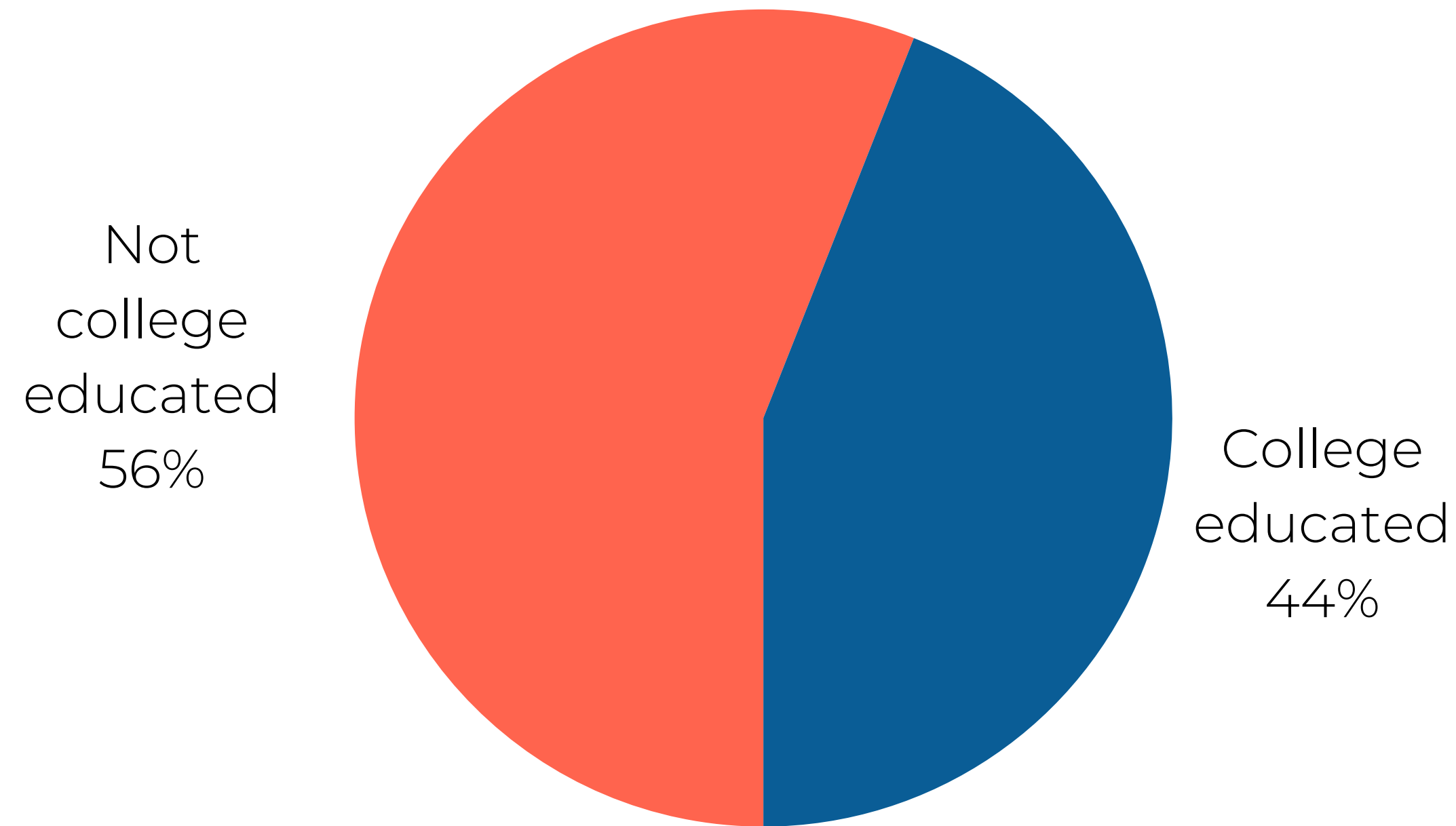
More affluent

Educational Attainment of Monthly Podcast Listeners

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

U.S. POPULATION 18+

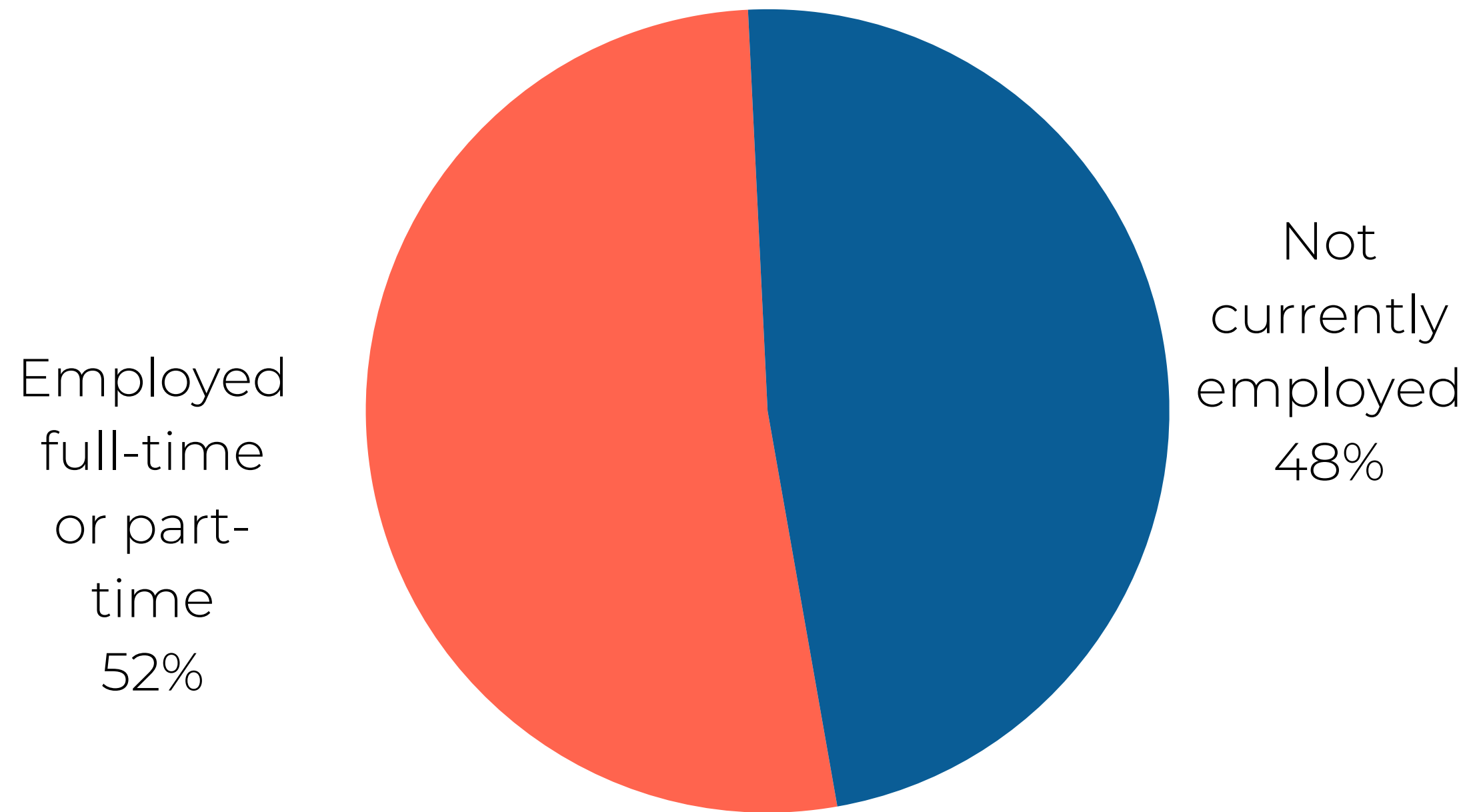
MONTHLY PODCAST CONSUMERS 18+



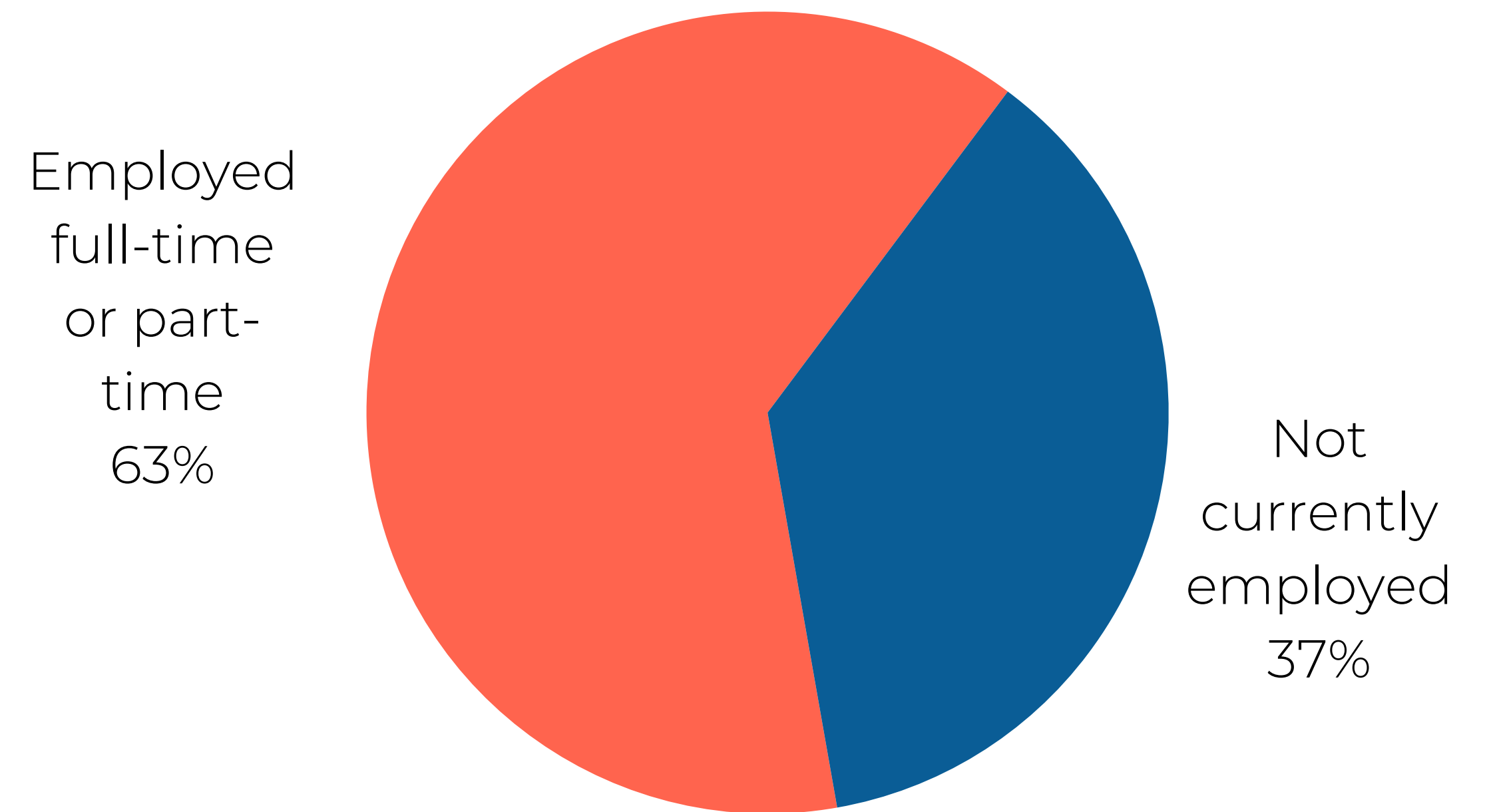
Employment Status of Monthly Podcast Listeners

BASE: U.S. AGE 18+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 18+



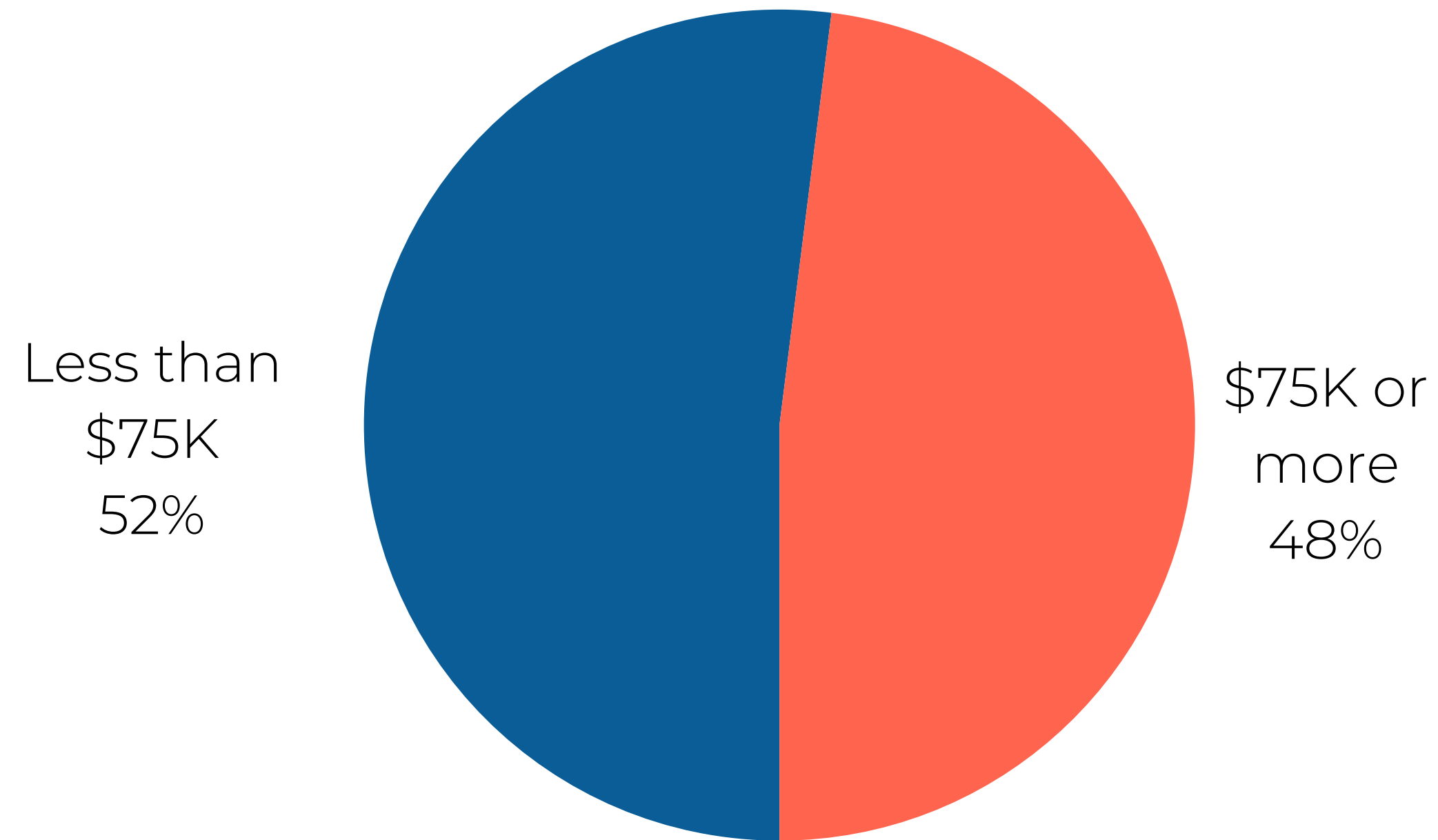
MONTHLY PODCAST CONSUMERS 18+



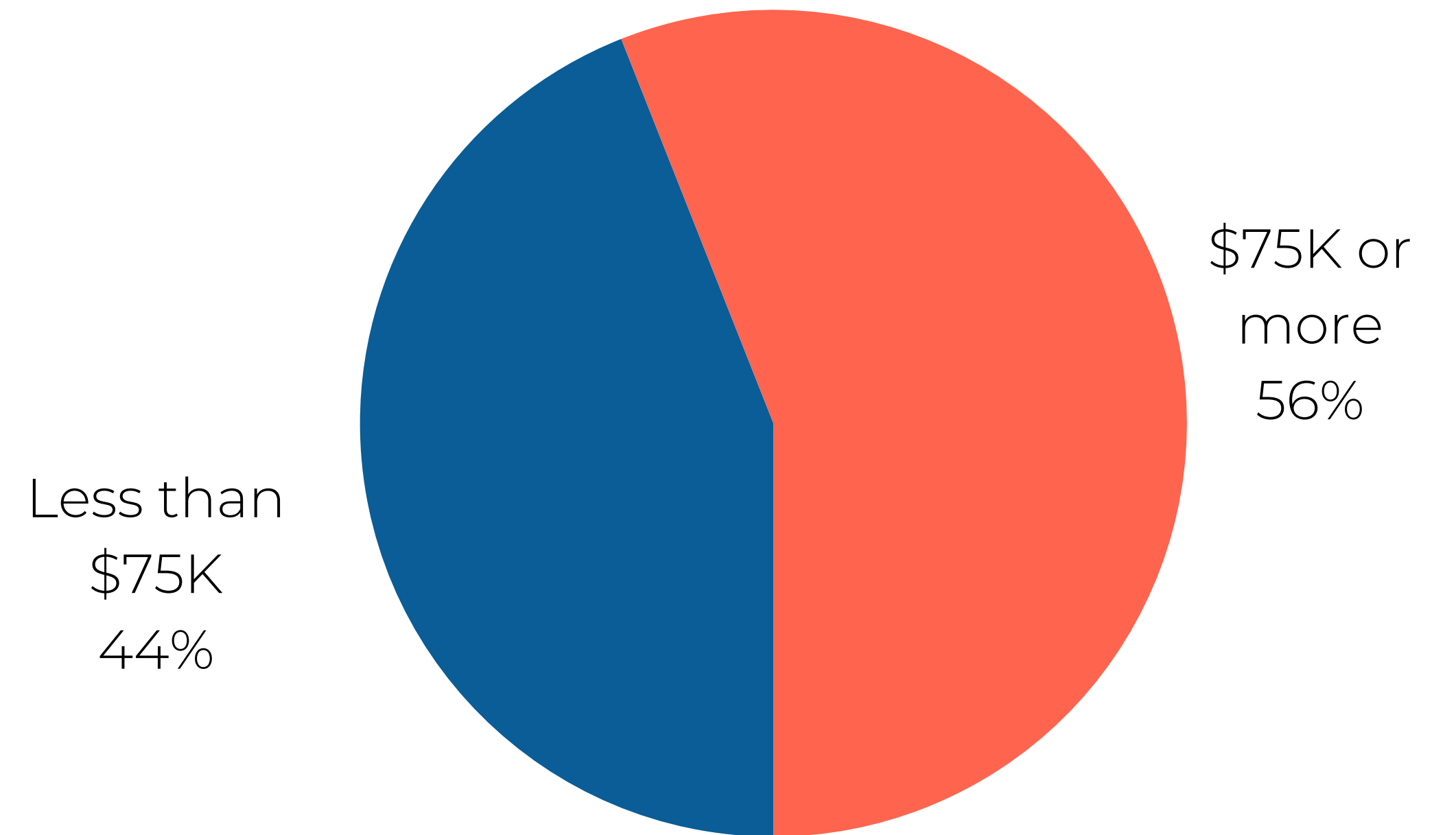
Household Income of Monthly Podcast Listeners

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

U.S. POPULATION 18+



MONTHLY PODCAST CONSUMERS 18+



PODCASTS THAT INDEX HIGHEST FOR HOUSEHOLD INCOME OVER \$100K

(AMONG PODCASTS MEETING MINIMUM TOTAL AUDIENCE THRESHOLD)

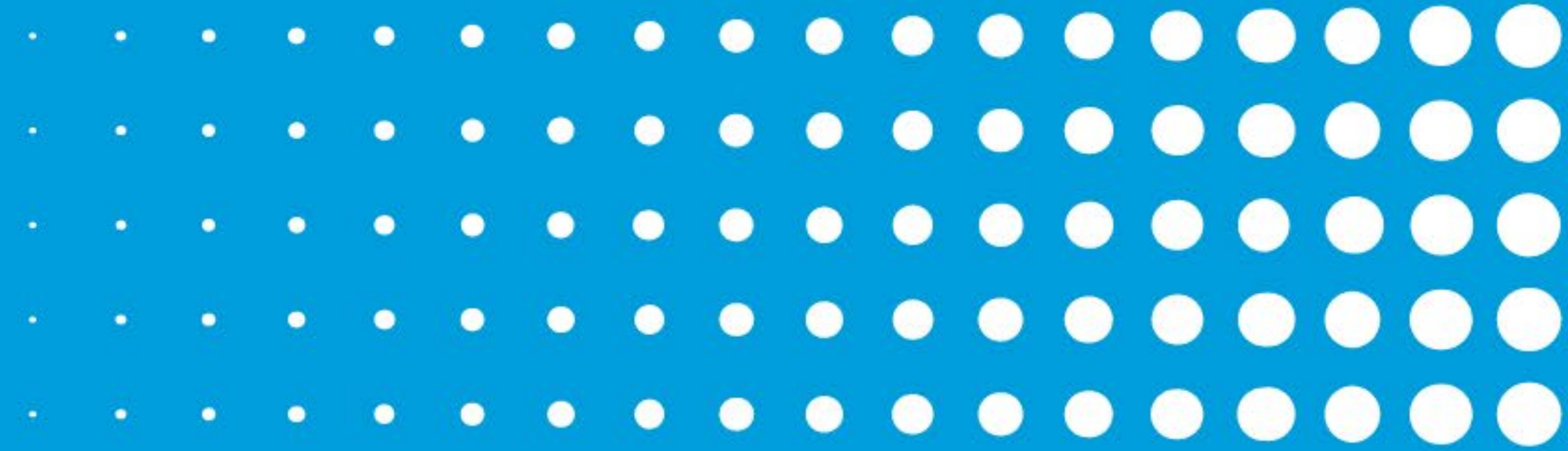


TITLE	PRODUCER	TITLE	PRODUCER
1 Whine Down with Jana Kramer and Michael Caussin <i>iHeartPodcasts</i>		6 Marketplace <i>Marketplace</i>	
2 The Journal. <i>The Wall Street Journal</i>		7 Mad Money w/ Jim Cramer <i>CNBC</i>	
3 Bachelor Happy Hour with Rachel & Ali Decoder <i>iHeartPodcasts</i>		8 How I Built This with Guy Raz <i>Wondery</i>	
4 The Indicator from Planet Money <i>NPR</i>		9 Political Gabfest <i>Slate</i>	
5 The Skinny Confidential Him & Her Podcast <i>Dear Media</i>		10 The New Yorker Radio Hour <i>The New Yorker</i>	

How The Study Was Conducted: Edison Podcast Metrics Q1 2020 - Q1 2024 Efficiency Ranker of U.S. Podcasts Shows by reach is based upon 55,814 online interviews with weekly podcast consumers in the United States, ages 18+. The Efficiency Ranker is based on historical data and displays only podcasts with a minimum of n=50 listeners over that span. Interviews were conducted in English and Spanish. Ranking is based on listening over the full period. All respondents reported listening to podcasts in the last week. Data weighted using The Infinite Dial from Edison Research, Audacy, Cumulus Media, and SiriusXM Media.

Note* 13-17 year olds were added to the survey in Q4 2022 and not yet included in the efficiency ranker

How much do sports fan spend on sports/team/athlete memorabilia or merchandise each year?



Sport fans who watch sports video programming spend an average of

\$185

on sports merchandise each year

Sport fans who listen to sports podcasts spend an average of

\$321

on sports merchandise each year

Among U.S. adult weekly podcast listeners:

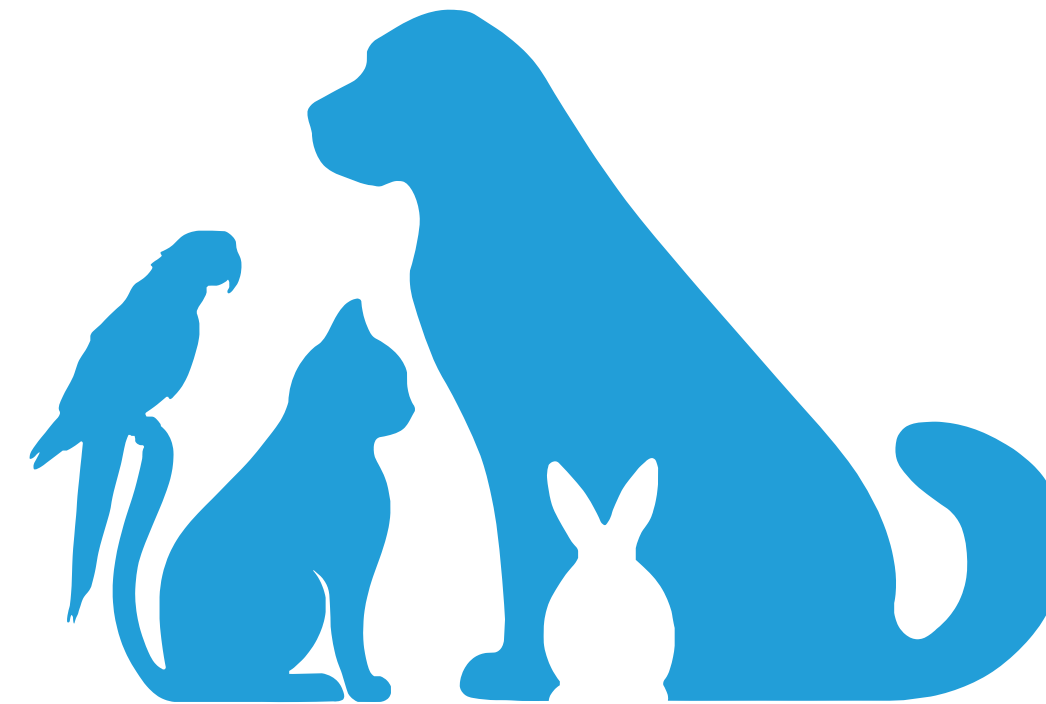
**16% own a
business**

Base: Employed Full or Part-time



56% own a home

**48% shop at big-
box retailers
each week**



**13% drink spiked
seltzer each
week**

Base: Age 21+

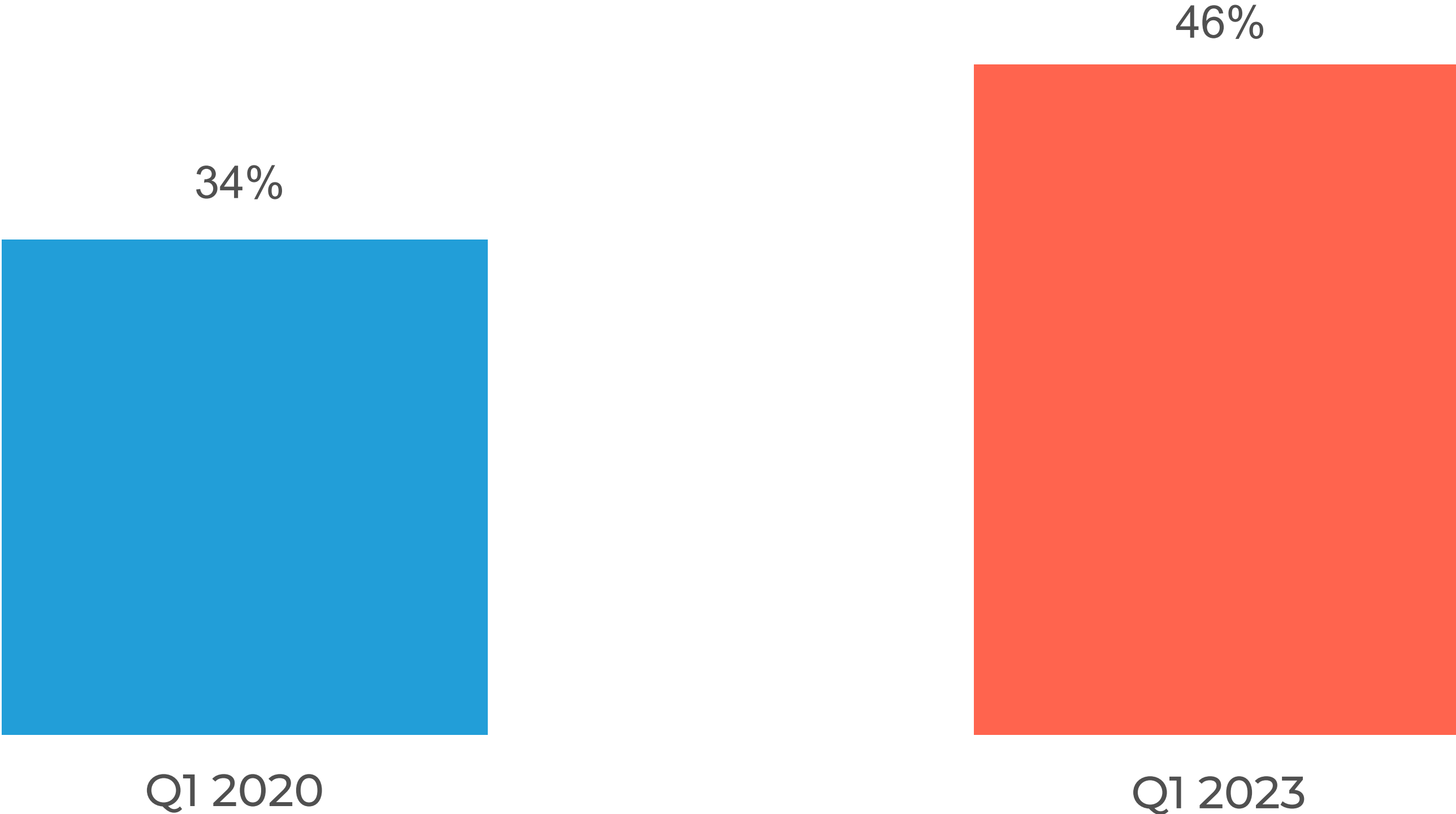


Listeners are receptive to podcast ads

46% of weekly podcast listeners have purchased a product or service as a result of hearing an ad on a podcast

As a result of hearing a sponsorship or ad on a podcast, what percent of listeners purchased a product?

U.S. WEEKLY PODCAST LISTENERS AGE 18+



% saying yes
Q3 2019 – Q1 2020 n= 6,066
Q2 2022 – Q1 2023 n= 10,237

Reach Among Weekly Podcast Listeners Age 13+



TOP 10 PODCASTS

**35% REACH
AMONG U.S. WEEKLY
PODCAST LISTENERS**

TOP 25 PODCASTS

**48% REACH
AMONG U.S. WEEKLY
PODCAST LISTENERS**

TOP 100 PODCASTS

**61% REACH
AMONG U.S. WEEKLY
PODCAST LISTENERS**

TOP 500 PODCASTS

**77% REACH
AMONG U.S. WEEKLY
PODCAST LISTENERS**

TOP 1000 PODCASTS

**82% REACH
AMONG U.S. WEEKLY
PODCAST LISTENERS**

TOP 1000+ PODCASTS

**100% REACH
AMONG U.S. WEEKLY
PODCAST LISTENERS**

PODCASTS #1 TO 10

PODCASTS #11 TO 25

PODCASTS #26 TO 100

PODCASTS #101 TO 500

PODCASTS #501 TO 1000

PODCASTS #1001 AND BEYOND

The Pitch

Podcasts have more listeners than ever

Listeners spend more time with podcasts than ever

Podcasts reach all generations

Podcast listeners are diverse and increasingly female

Podcasts listeners are a highly coveted audience for advertisers

Podcasts reach receptive audiences

Sources

About The Infinite Dial: [The Infinite Dial](#) is America's longest-running survey of digital media consumer behavior, tracked annually since 1998. The study provides important benchmark measures around usage and behavior around streaming audio, podcasting, radio, smart audio, social media, and more. Annual results and trending data from The Infinite Dial are relied upon by its audience of content producers, media companies, agencies, and the financial community.

About Edison Podcast Metrics U.S.: Each year, Edison Research interviews 20,000 weekly podcast listeners ages 13 and older about the shows they listen to. In addition to calculating the weekly reach of podcast networks and shows, Edison Podcast Metrics also tracks demographics, content preferences, and listening behaviors.

Edison Research has produced rankers of the Top Podcasts and Networks in the U.S. since 2019 and has measured the podcast space for over 15 years.

About Latino Podcast Listener Report: Online interviews were conducted with 2,637 U.S. Hispanic/Latino adults age 18+ in August 2023. The data was weighted to the age/sex/country of origin of U.S. Hispanic/Latino population and The Infinite Dial 2023 podcast listening statistics. The survey was offered in English and Spanish.

About The Kids Podcast Listener Report: Parent survey: In June 2023, Edison Research conducted a national online survey of 1,272 U.S. adults who are parents/guardians with at least one child ages 6-12. Parents were asked questions about the media usage and consumption of their kids ages 6-12. Data is weighted to reflect the sex, age, and ethnicity of U.S. parents of children ages 6-12. Respondents with a child ages 6-12 who listened to podcast in the last month were invited to administer a brief survey to their kids. Parent-administered child survey: 245 kids who listened to a podcast in the last month participated in a short online survey about their podcast listening. In-home interviews: Edison Research conducted in-home interviews in the New York tri-state area with families who have kids who listen to podcasts.

About The Gen Z Podcast Report from Edison Research and SXM Media: Gen Z respondents are considered to be individuals age 13 to 24. In April of 2023, 1,003 online interviews were conducted with Gen Z respondents in the U.S. Twelve in-depth remote video interviews were conducted, and two in-person interviews were conducted at the homes of participants. All survey participants reported listening to a podcast in the last month and the data was weighted to population statistics from the U.S. Census and The Infinite Dial 2023 from Edison Research, Amazon Music, Wondery, and ART19.

About Hit Play, Boomer! from Edison Research and NPR: *Hit Play, Boomer! Podcasting's Age 55+ Opportunity from NPR and Edison Research* includes data from Edison Research's Share of Ear dataset, a quarterly survey of Americans who keep a one-day diary of their audio usage. Share of Ear utilizes a nationally representative sample of those age 13+. "Boomers" are classified as those respondents in the Share of Ear dataset age 55 or older. The study also includes in-depth interviews which were conducted with a sample of Americans age 55 or older in Q1 of 2023. Half of the interviewees are podcast listeners and half have never listened to a podcast.

About Sports Audio Report: SiriusXM Media, GroupM and Edison Research recently conducted the first-ever Sports Audio Report to dive deep into sports fandom in the US and understand the role that audio content (across sports podcasts, satellite, and radio shows) plays in fans' engagement with sports and leagues. Through a massive online study of over 3,500 Americans ages 13 and older who self-identify as sports fans (a four or higher on a 10-point scale), we built a solid bench of insights with which to arm brands.



The Podcast Consumer 2024



About Edison Research

Edison Research conducts survey research and provides strategic information to a broad array of clients worldwide, having conducted research in 66 countries. Edison Research's The Infinite Dial® series has been the survey of record for digital audio, social media, podcasting, smart speakers, and other media-related technologies since 1998. The company's Share of Ear® survey is the only single-source measure of all audio in the U.S. Edison Research is the leading podcast research company in the world, producing the only survey-based data on podcast listening in the U.S, Edison Podcast Metrics, and has conducted research for many companies in the space. Since 2004, Edison Research has been the sole provider of election data, race projections and analysis to the National Election Pool (ABC News, CBS News, CNN, NBC News) for every presidential primary and general election.