



The Podcast Consumer 2025

The Podcast Consumer

Podcasts have achieved mainstream dominance

Podcasts reach every valuable audience segment

Video is redefining the podcast landscape

Podcast advertising delivers ROI and trust

Forward-looking trends suggest continued growth

Podcasts offer a competitive advantage

Podcasts have achieved mainstream dominance



The Podcast Consumer 2025



Podcasting
achieves new
heights:

55%

of Americans now
monthly consumers

Podcast consumption at record high

Source: Infinite Dial 2025



The Podcast Consumer 2025

RECORD HIGH

73%

of the U.S. 12+ population has ever **consumed a podcast**

RECORD HIGH

55%

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

RECORD HIGH

40%

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

Podcast listening has experienced explosive growth

Source: Edison Research Share of Ear®

Since 2015, the weekly time spent
with podcasts has grown by

355%

Weekly Time Spent With Podcasts

U.S. Population 13+

2015

170

million hours per week

2025

773

million hours per week

355% Increase

+603 million weekly hours of podcast listening



Source: Edison Research Share of Ear®



Podcasts have historical momentum

Source: Infinite Dial 2025



The Podcast Consumer 2025

RECORD
HIGH

In 2025, an estimated
210 Million

Americans 12+ have ever consumed a podcast
(up from 89 million in 2015)

RECORD
HIGH

In 2025, there are an estimated
158 Million

Monthly Podcast Consumers 12+ in the U.S.
(up from 46 million in 2015)

RECORD
HIGH

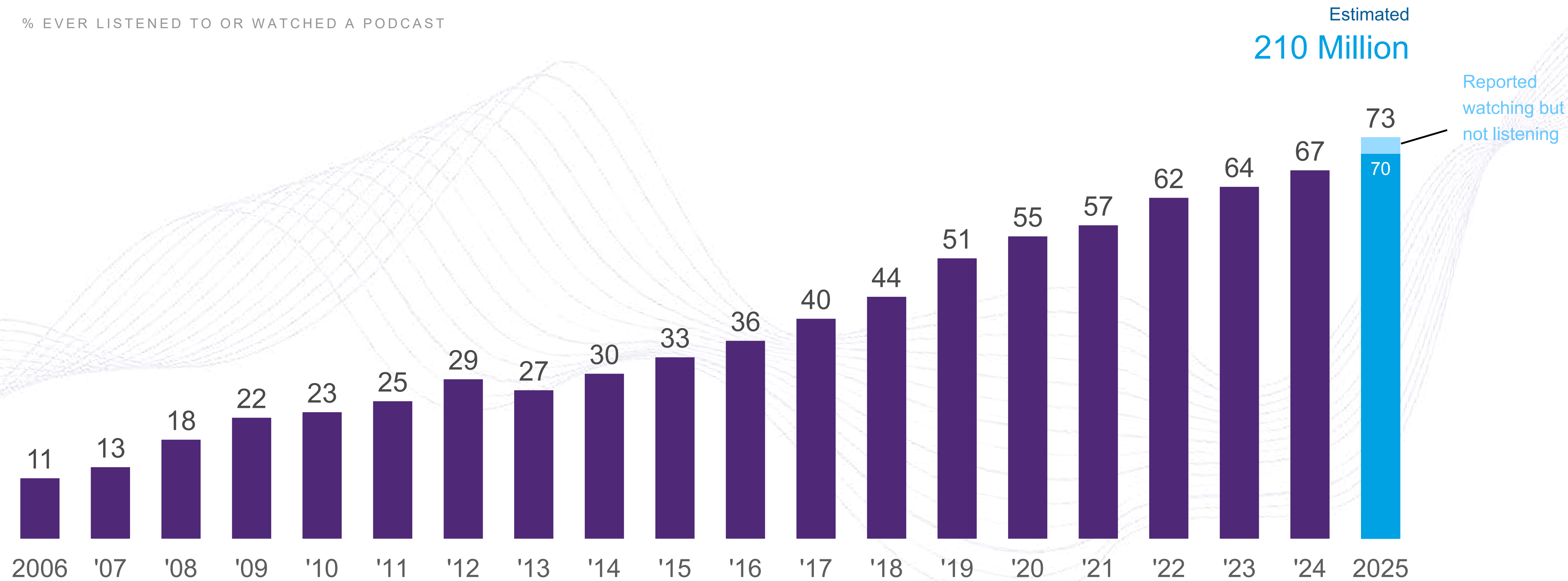
In 2025, there are an estimated
115 Million

Weekly Podcast Consumers 12+ in the U.S.
(up from 27 million in 2015)

Ever Consumed a Podcast

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO OR WATCHED A PODCAST



2025: Listened to and/or watched podcasts

Podcasts reach every valuable audience segment



The Podcast Consumer 2025

Podcast have broad generational appeal

Source: Infinite Dial 2025



The Podcast Consumer 2025

RECORD
HIGH

66%

of **age 12-34** are monthly
podcast consumers

RECORD
HIGH

61%

of **age 35-54** are monthly
podcast consumers

RECORD
HIGH

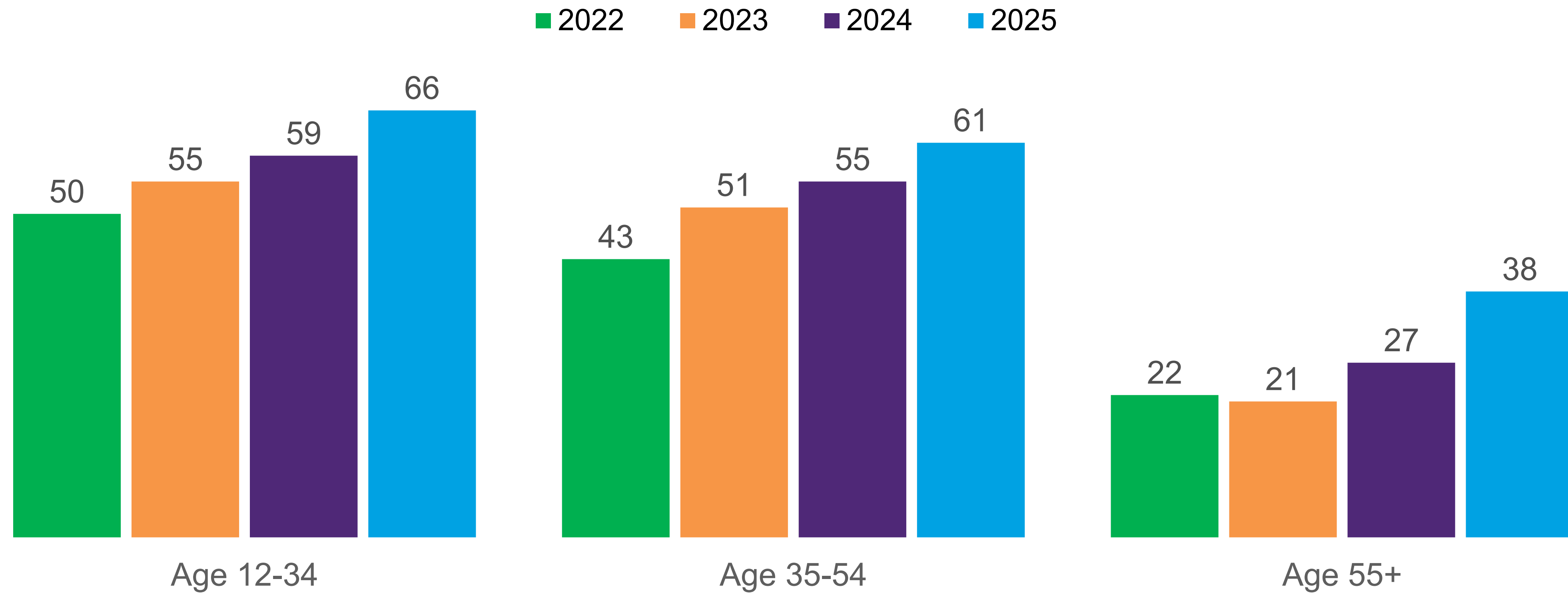
38%

of **age 55+** are monthly
podcast consumers

Monthly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST WEEK



**2025 includes both listening to and watching podcasts*

Podcasts reach a diverse audience

Source: Infinite Dial 2025

RECORD
HIGH

58%

of **Black Americans** are monthly podcast consumers

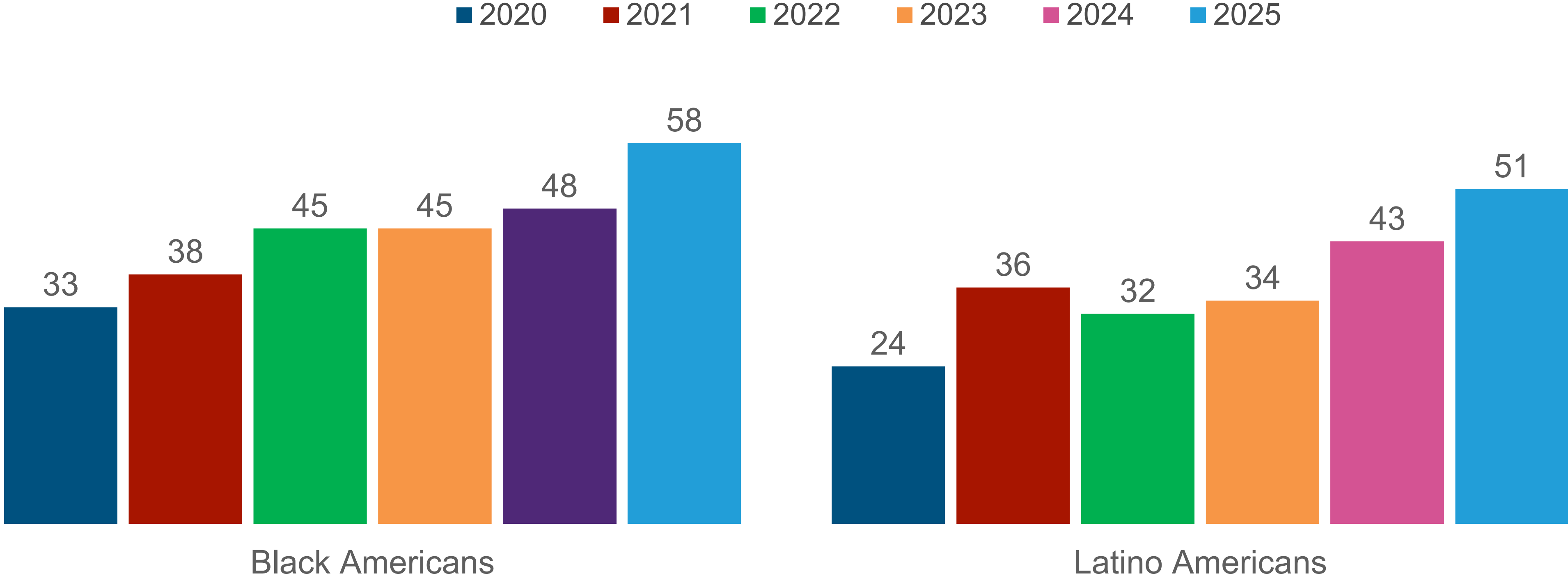
RECORD
HIGH

51%

of **Latino Americans** are monthly podcast consumers

Monthly Podcast Consumption

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



*2025 includes both listening to and watching podcasts

Podcasts boast a high-value consumer profile

Source: Infinite Dial 2025



The Podcast Consumer 2025

Monthly podcast consumers **skew higher-income**, with 47% earning \$75K+ compared to 43% of the general U.S. population

Monthly podcast consumers are **more educated**, with 51% having college degrees compared to 46% of the general U.S. population

Weekly podcast consumers show high rates of **business ownership (18%)** and **homeownership (56%)**

Video is redefining the podcast landscape



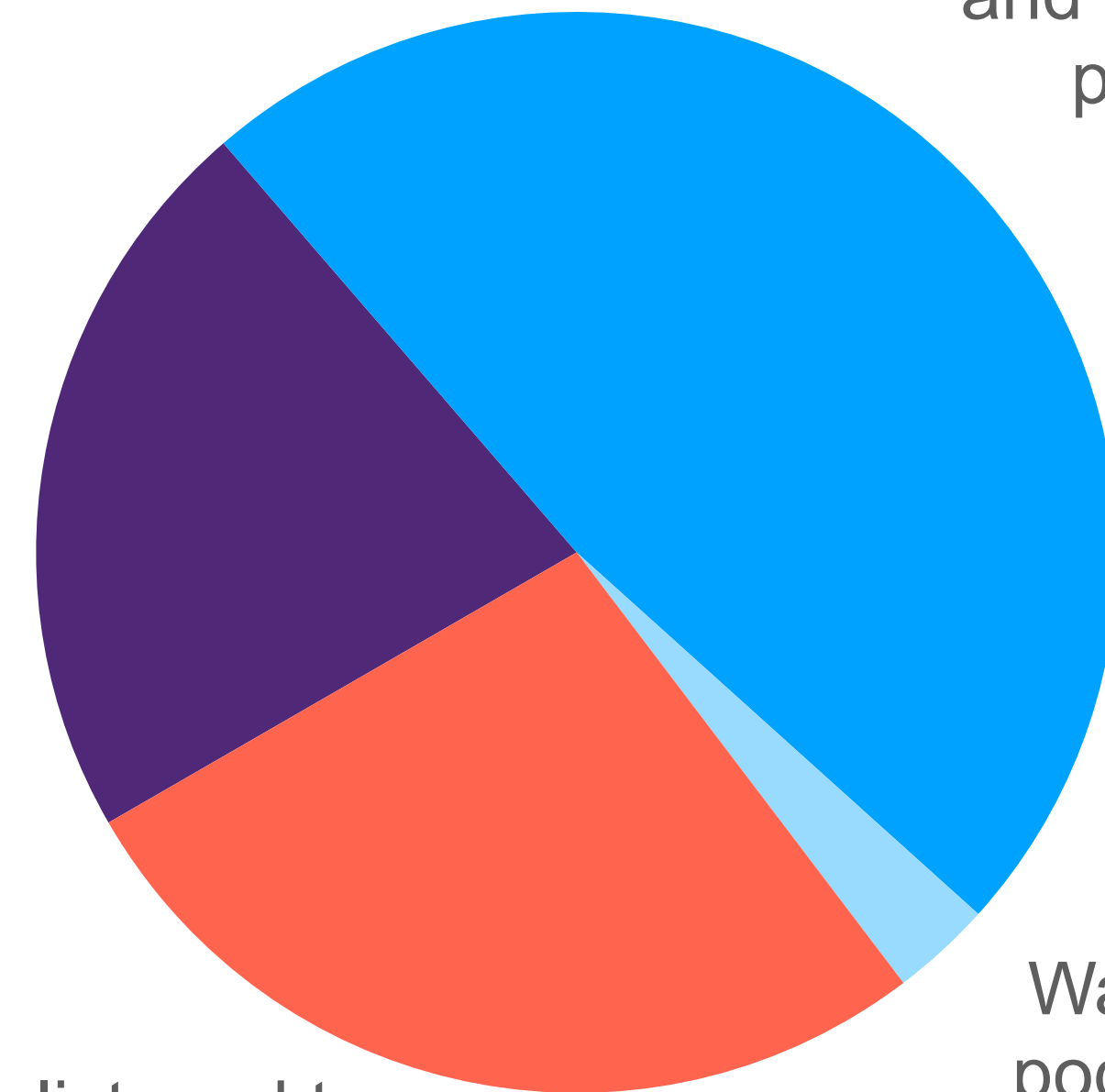
The Podcast Consumer 2025

Podcast Consumption Overview

TOTAL U.S. POPULATION 12+



Listened to a podcast but never watched
22%



Listened to and watched a podcast
48%

Neither listened to nor watched a podcast
27%

Watched a podcast but never listened
3%

Video podcast adoption is significant

Source: Infinite Dial 2025



The Podcast Consumer 2025

51%

of the U.S. 12+ population has ever **consumed a video podcast**

37%

of the U.S. 12+ population are **monthly video podcast consumers**

26%

of the U.S. 12+ population are **weekly video podcast consumers**

Video podcast viewers
are more likely to...

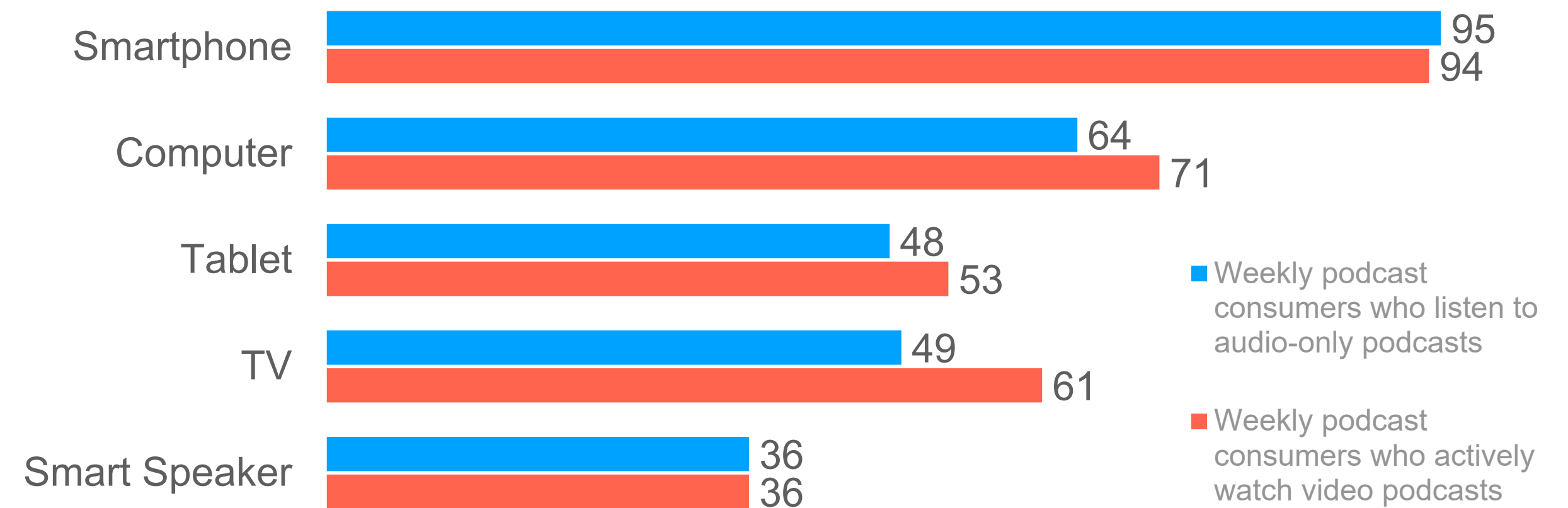
Use more
platforms

Source: Edison Podcast Metrics Q2 '24 - Q1 '25

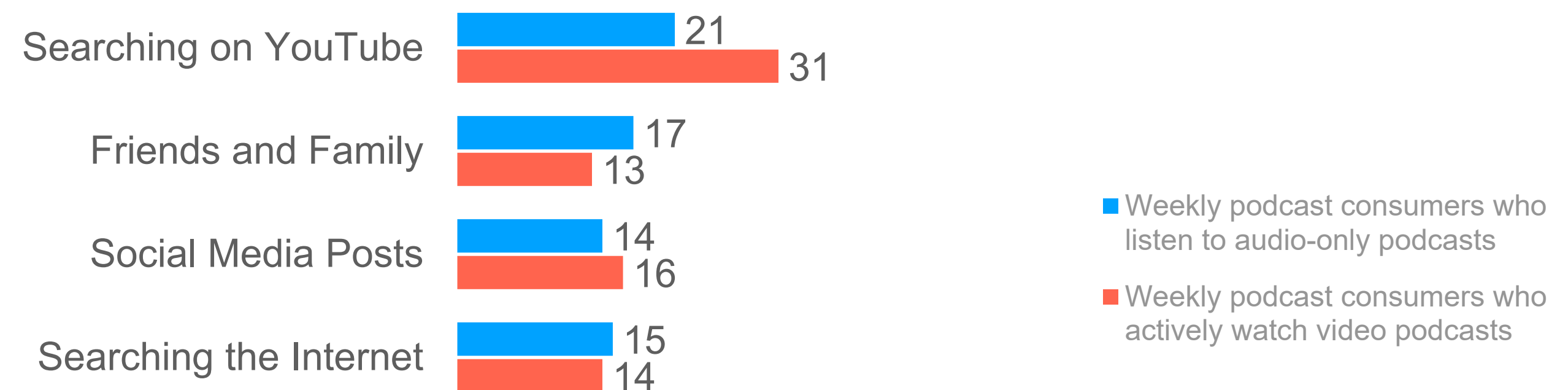


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Percent who ever listen to podcasts on...



Percent who discover podcast most often through...



Video podcast viewers
are more likely to be...

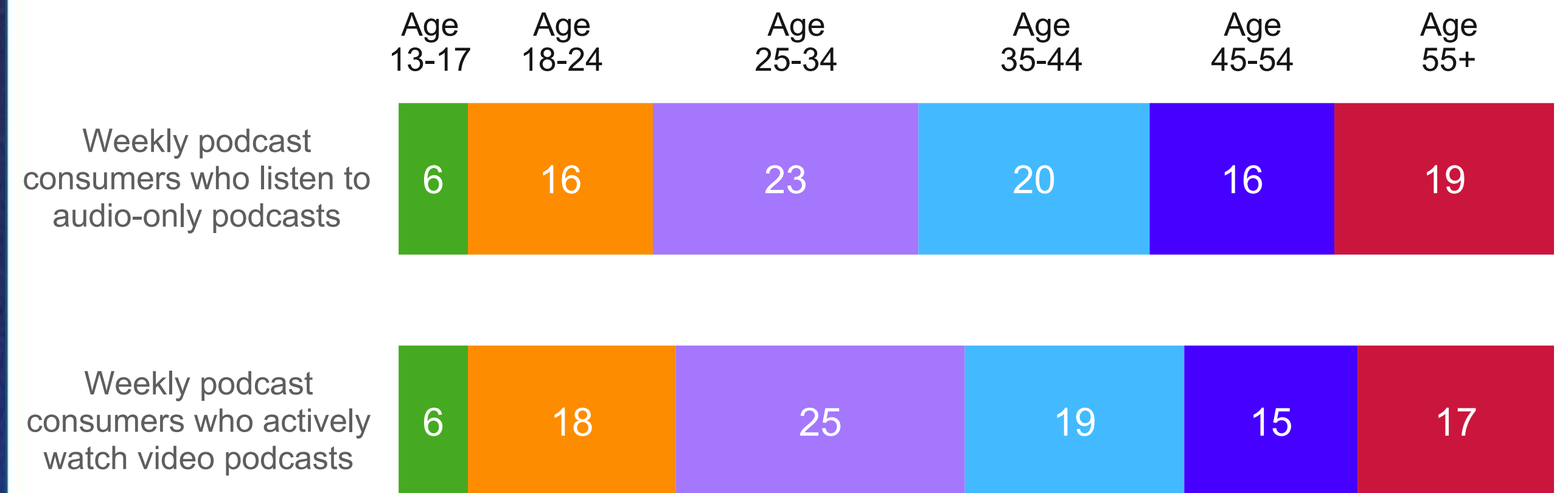
Younger &
more diverse

Source: Edison Podcast Metrics Q2 '24 - Q1 '25



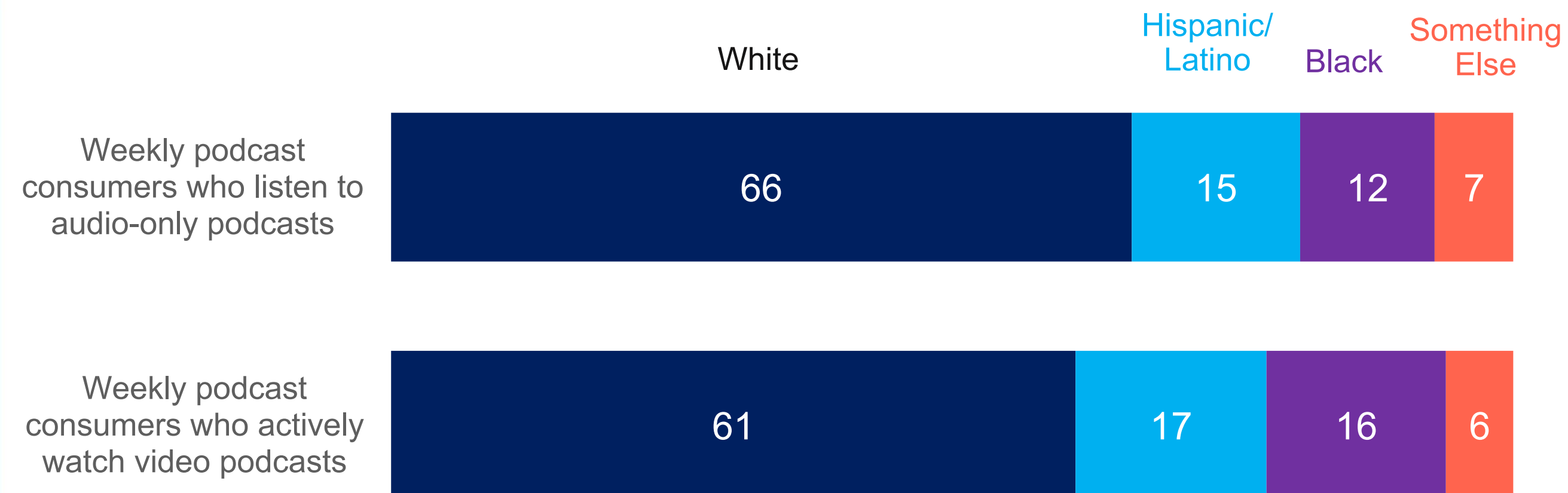
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Age composition



Race/Ethnic composition

Which of the following best describes you...





The Gen Z Audio Report



How Gen Z Discovers Podcasts Most Often

U.S. Population 13-24

Base: Listened to/watched podcasts in the last month



Searching on YouTube
28%

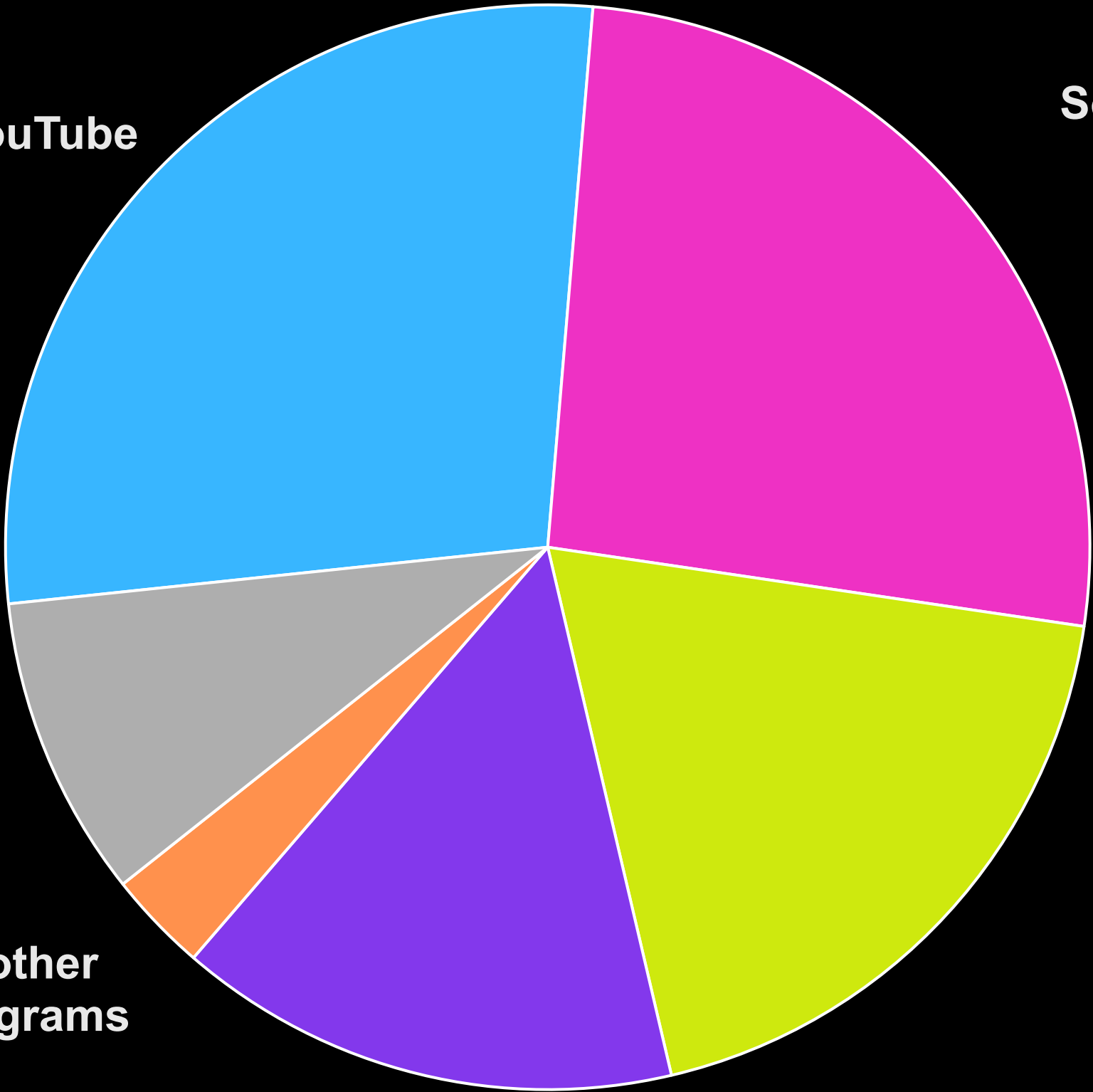
Social media posts
26%

Other
9%

Ads on other
audio programs
3%

Friends or family
19%

Searching the internet
15%



Source: Edison Research Gen Z Audio Study Q4 2024

Podcasts Drive Gen Z Action

Base: Listened to/watched podcasts in the last month

43%

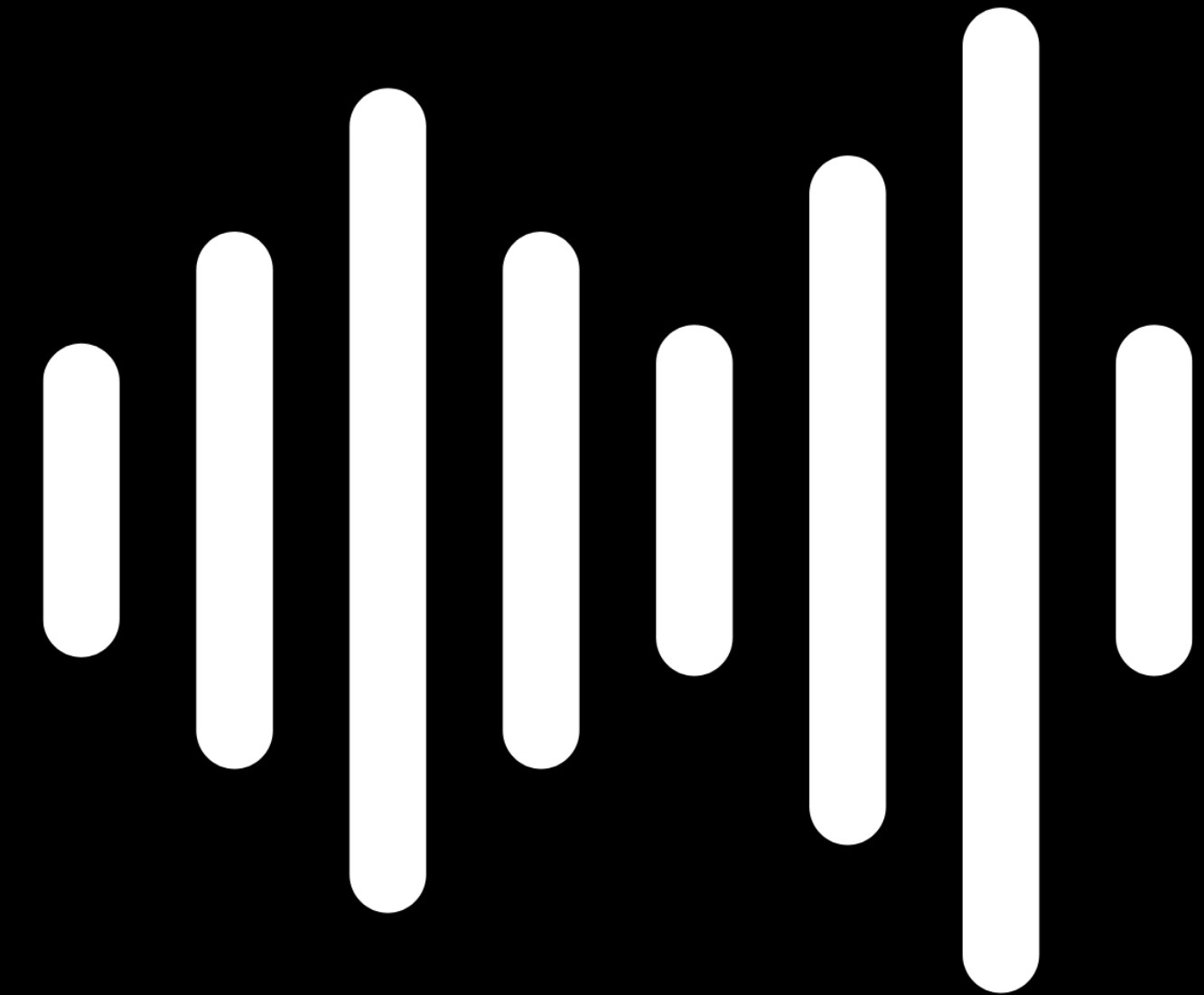
have discovered new brands or products while listening to podcasts

41%

pay attention to brands that sponsor or collaborate with their favorite podcast show or host

% saying “strongly” or “somewhat” agree

Source: Edison Research Gen Z Audio Study Q4 2024



Podcast advertising delivers ROI and Trust



The Podcast Consumer 2025

Podcast consumers have high ad receptivity

Source: Edison Podcast Metrics Q2 '24- Q1 '25



88%

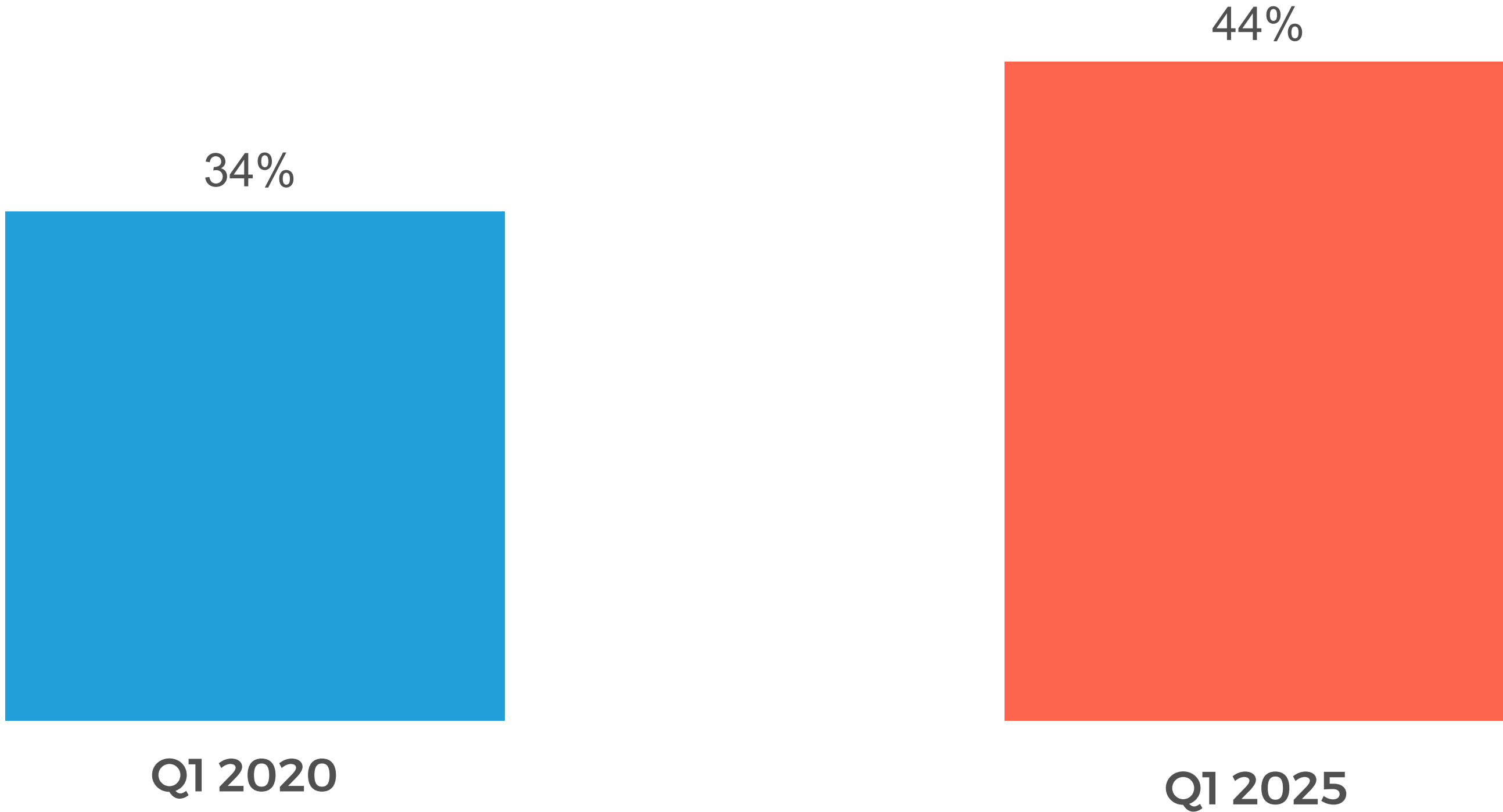
of weekly podcast consumers 13+ agree that hearing ads is a fair price to pay for free content

68%

of weekly podcast consumers 13+ don't mind hearing ads on podcasts

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 13+



% saying they purchased a product after hearing a sponsorship or ad on a podcast

The logo for Wonderly, featuring three white vertical bars of increasing height to the left of the word "WONDERLY" in a bold, white, sans-serif font.

WONDERLY

The main title of the report, "The Fandom Phenomenon", written in a large, white, italicized serif font. The background of the entire graphic is a dark teal color with abstract, wavy blue and pink lines that create a sense of movement and energy.

The Fandom Phenomenon

*Insights on the power of podcast fandom
and its impact on consumers, creators and
advertisers*



83%

of monthly podcast consumers are podcast fans

Source: The Fandom Phenomenon from Wondery and Edison Research

Monthly podcast listeners who identify as podcast fans of a specific show, host(s), or podcasts in general.

Podcast fans rank 5+ on a self-reported 10-point scale. 83% of survey respondents fall into this category.



The Podcast Consumer 2025

9 hrs 24 mins

is the average time fans spend listening to podcasts every week, compared to 5 hours 33 minutes for casual listeners

54%

of fans agree or strongly agree that podcasts are part of their daily routine, compared to 11% of casual listeners

43%

of podcast fans have engaged with podcasts through other forms of media such as TV, books, games, events, and more

Podcasts elicit trust and influence

Source: The Fandom Phenomenon from Wondery and Edison Research



The Podcast Consumer 2025

55%

of podcast fans agree they are
more likely to consider products
if the host recommends

65%

of podcast fans **feel grateful**
to brands that support
their favorite podcasts

57%

of podcast fans **pay attention**
to brands that support
their favorite podcasts

Part 1: Women & Podcasts

Women's Audio Report



SiriusXM
Media



75%

of Women Monthly Podcast Consumers
18+ who have heard ads/sponsorships on
podcasts have **acted as a result of
hearing an advertisement on a podcast**

Forward-looking trends suggest continued podcast growth



The Podcast Consumer 2025

Women are driving podcast growth

Source: The Women's Audio Report 2025



The Podcast Consumer 2025

Female monthly
listening has
tripled in ten years

(16% in 2015 to 45% 2025)

Top Podcast Shows for Reaching Women Listeners

48%

of the top 25 shows among Women are **hosted or co-hosted by Women** (vs. 40% of top shows among A18+)

Source: Edison Research, Q4 2024 Podcast Metrics

Women Weekly Reach Rank Q4 2024

	Podcast	Producer
1	The Joe Rogan Experience	Joe Rogan
2	Crime Junkie	audiochuck
3	Call Her Daddy	Alex Cooper
4	Dateline NBC	NBC News
5	Morbid	Morbid Network Wondery
6	The Daily	The New York Times
7	MrBallen Podcast: Strange, Dark & Mysterious Stories	Ballen Studios
8	Rotten Mango	Stephanie Soo
9	The Tucker Carlson Show	Tucker Carlson Network
10	This Past Weekend w/ Theo Von	Theo Von
11	New Heights with Jason & Travis Kelce	Wondery
12	Cancelled with Tana Mongeau & Brooke Schofield	Cancelled & Audioboom Studios
13	Murder, Mystery & Makeup	Audioboom Studios
14	SmartLess	Jason Bateman, Sean Hayes, Will Arnett
15	Pod Save America	Crooked Media
16	Dumb Blonde	Dumb Blonde Productions
17	The Dan Bongino Show	Cumulus Podcast Network Dan Bongino
18	Stuff You Should Know	iHeartPodcasts
19	This American Life	This American Life
20	My Favorite Murder	Exactly Right Media
21	Dark History	Audioboom Studios
22	The Ben Shapiro Show	The Daily Wire
23	The Megyn Kelly Show	SiriusXM
24	Up First	NPR
25	The Ramsey Show	Ramsey Network

Denotes show with Female host/co-host

**Technology
integration is
changing the
podcast landscape**

Source: Infinite Dial 2025



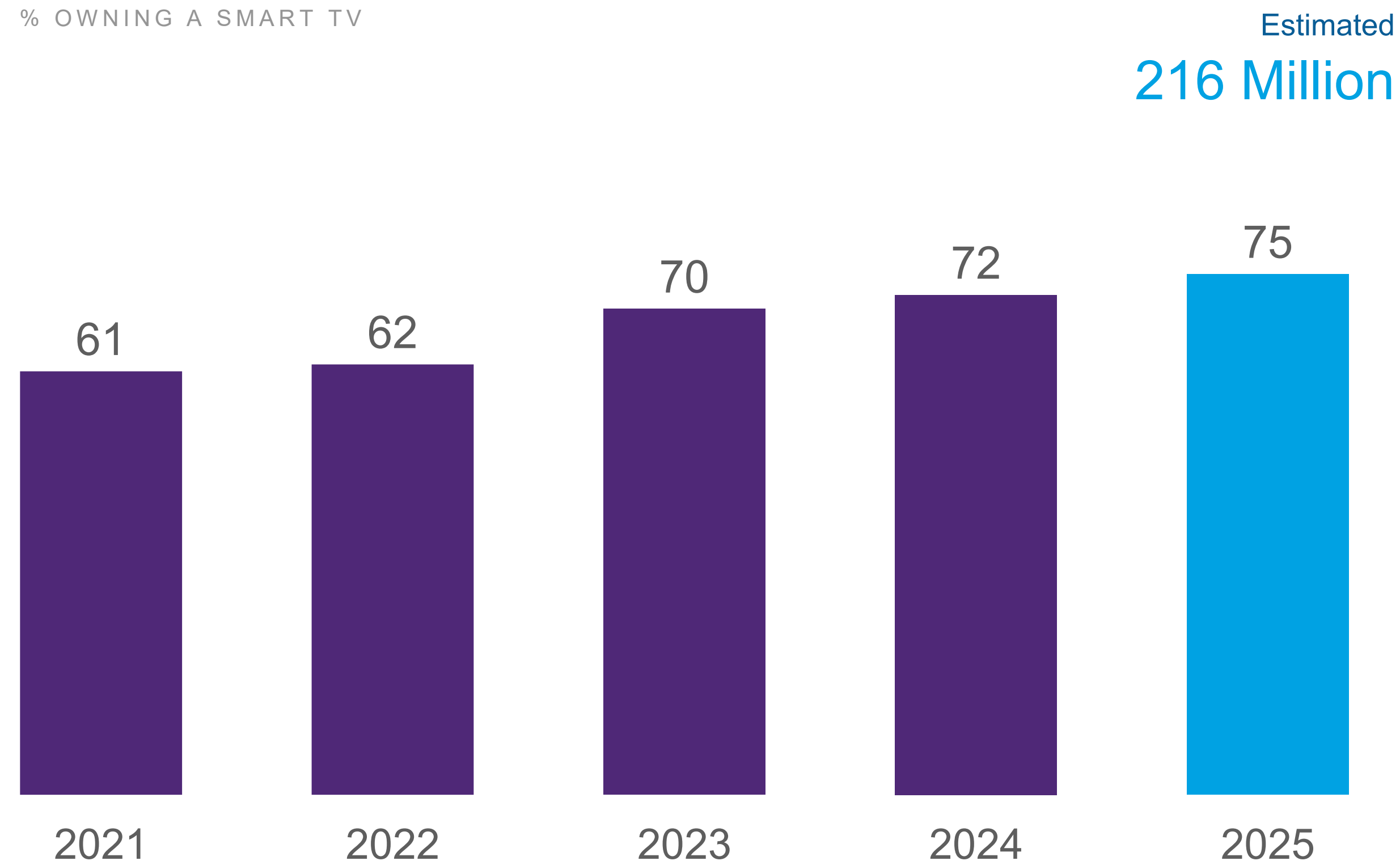
The Podcast Consumer 2025

75%
**of the U.S. Population
age 12+ have a Smart
TV in their home**

Smart TV Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMART TV



When Podcast Consumers listen to audio on an Internet-Connected TV, how much time is spent listening to each audio source?

U.S. Podcast Consumers Age 13+



Ever Listen to Podcasts in Primary Car:

BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR IN THE LAST MONTH

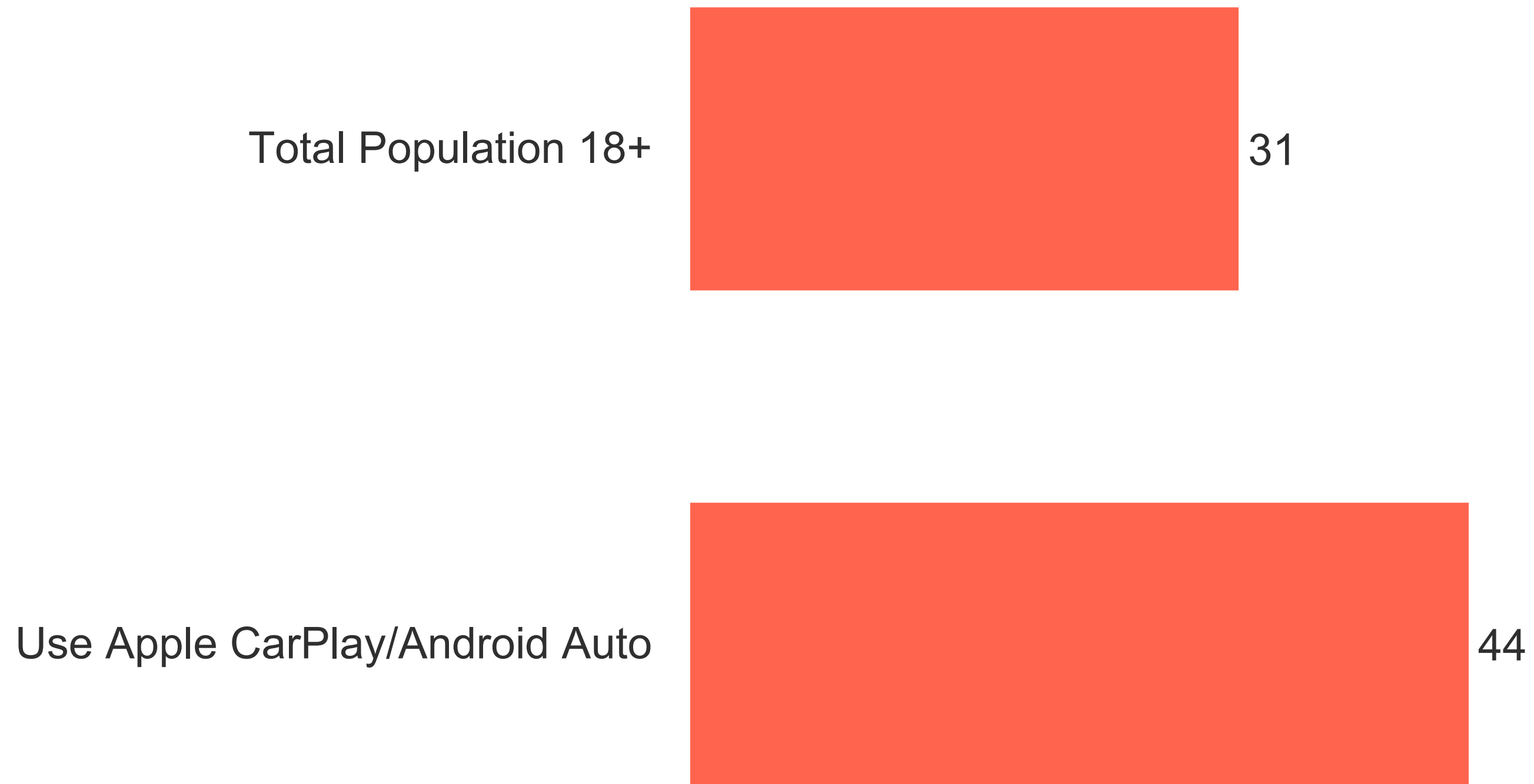
% CURRENTLY USE PODCASTS IN PRIMARY CAR



Ever Listen to Podcasts in Primary Car:

BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR IN THE LAST MONTH

% CURRENTLY USE PODCASTS IN PRIMARY CAR



Podcasts offer a competitive advantage



The Podcast Consumer 2025

Why Podcasts Deserve Brands' Budgets:

- **Massive, Growing Reach: 158M monthly consumers; 355% growth in weekly listening in ten years**
- **Premium Demographics: Higher income, education, and purchasing power**
- **High Engagement: Not background media - active, attentive consumption**
- **Ad Effectiveness: 44% purchase rate with high brand trust and loyalty**
- **Video Expansion: Format reaching younger, more diverse audiences**
- **Platform Agnostic: Available across all major platforms and devices**

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