Monthly Podcast Listening

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

Estimated
120 Million

THE INFINITE DIAL © 2023 EDISON RESEARCH
InfiniteDial
Hit Play, Boomer!

Podcasting’s Age 55+ Opportunity
Baby Boomers
Born 1946 - 1964
Baby Boomers

U.S. Population 12+

29%

Source: U.S. Census Bureau

U.S. Monthly Podcast Listeners 12+

19%

Source: Infinite Dial 2023
Boomers are The Least Likely to Listen to Podcasts Every Week

Source: Infinite Dial 2023 | Base: U.S. Population
% Listened to a podcast in the last week

- **Boomers**: 13%
- **Gen X**
- **Millennials**
- **Gen Z**
- **Gen Alpha**
Podcast Familiarity

Source: Infinite Dial 2023 | Base: U.S. Population

% Familiar with the term “podcasting”

Age 59+ | 68
Age 12-58 | 90
Boomer Facebook Usage vs Podcast Listening

Use Facebook Weekly: 49%
Listen to Podcast Weekly: 13%

Source: Infinite Dial 2023 | Base: U.S. Age 59+
Boomers Have the Tools to Listen to Podcasts

Source: Infinite Dial 2023 | Base: U.S. Age 59+

- Have access to Internet at home: 92%
- Own a smartphone: 91%
- Own a Smart TV: 70%
- Own a smart speaker: 25%
Baby Boomers
Born 1946 - 1964

The High Ceilings
Gen X

Born 1965 - 1980
Generation X are Your Reliable Listeners

Source: Infinite Dial 2023 | Base: U.S. Population
% Listened to a podcast in the week

- Boomers: 13%
- Gen X: 30%
- Millennials
- Gen Z
- Gen Alpha
Average Time Spent Listening to Podcasts Each Day Among Daily Podcast Listeners

Source: Edison Research Share of Ear Q3 2022-Q4 2022

- Boomers: 1 hr 43 mins
- Gen X: 2 hr 04 mins
- Millennials: 1 hr 48 mins
- Gen Z: 1 hr 20 mins
Podcasts Whose Audiences Have a High Percentage of *Gen X*

Source: Edison Podcast Metrics Q1 2020 – Q2 2023 | % of show's listeners who are age 43-58
Gen X

Born 1965 - 1980

The Reliables
Millennials

Born 1981 - 1996

Age 25-42
U.S. Population 12+

- Millennials: 29%

Source: U.S. Census Bureau

U.S. Monthly Podcast Listeners 12+

- Millennials: 40%

Source: Infinite Dial 2023
Millennials Boast The Highest Rate of Weekly Podcast Listening

Source: Infinite Dial 2023 | Base: U.S. Population
% Listened to a podcast in the last week

- Boomers: 13%
- Gen X: 30%
- Millennials: 50%
- Gen Z
- Gen Alpha
Ever Purchased a Product or Service as a Result of Hearing an Ad on a Podcast.

Source: Edison Podcast Metrics Q3 2022 - Q2 2023

% ever purchased a product or service

Millennial Weekly Podcast Listeners: 55%

Non-millennial Weekly Podcast Listeners: 40%
# Lifestyle Behaviors

**Source:** Edison Podcast Metrics Q3 2022 – Q2 2023

<table>
<thead>
<tr>
<th>Lifestyle Behavior</th>
<th>Millennial Weekly Podcast Listeners</th>
<th>Non-millennial Weekly Podcast Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own a pet</td>
<td>70%</td>
<td>66%</td>
</tr>
<tr>
<td>Are Monthly Online Sports Bettors (Base: 21+)</td>
<td>33%</td>
<td>25%</td>
</tr>
<tr>
<td>Are weekly retail shoppers</td>
<td>53%</td>
<td>44%</td>
</tr>
</tbody>
</table>
Podcasts Whose Audiences have a High Percentage of Millennials

Source: Edison Podcast Metrics Q1 2020 – Q2 2023 | % of show’s listeners who are age 25-43
Millennials
Born 1981 - 1996

The Here and Now
Gen Z
Born 1997 – 2011
Gen Z
19%

U.S. Population 12+

Gen Z
23%

U.S. Monthly Podcast Listeners 12+

Source: U.S. Census Bureau

Source: Infinite Dial 2023
Weekly Podcast Listeners

Source: Infinite Dial 2023 | Base: U.S. Population
% Listened to a podcast in the last week

- Boomers: 13%
- Gen X: 30%
- Millennials: 50%
- Gen Z: 30%
- Gen Alpha
Monthly Podcast Listeners

Source: Infinite Dial | U.S. Population

13-24 Years Olds in 2023 (Gen Z) are +12% more likely to be a monthly podcast listener compared to the average American 13+

13-24 Years Olds in 2011 (millennials) were +17% more likely to be a monthly podcast listener compared to the average American 13+
Gen Z are The Bridge to Future Generations

Source: Infinite Dial 2023 | Base: U.S. Population
% Listened to a podcast in the last week

- Boomers: 13%
- Gen X: 30%
- Millennials: 50%
- Gen Z: 30%
- Gen Alpha
Do you ever find out about podcasts from...?

Source: Gen Z Podcast Listener Report
% of Gen Z Monthly Podcast Listeners who currently ever use platform

<table>
<thead>
<tr>
<th>Platform</th>
<th>% saying yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>84</td>
</tr>
<tr>
<td>TikTok</td>
<td>80</td>
</tr>
<tr>
<td>Instagram</td>
<td>71</td>
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<tr>
<td>Facebook</td>
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<td>Twitter</td>
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<td>Tumblr</td>
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<td>Snapchat</td>
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<tr>
<td>Discord</td>
<td>35</td>
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<tr>
<td>Pinterest</td>
<td>27</td>
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<tr>
<td>LinkedIn</td>
<td>24</td>
</tr>
<tr>
<td>BeReal</td>
<td>16</td>
</tr>
</tbody>
</table>
Podcasts Whose Audiences have a High Percentage of Gen Z

Source: Edison Podcast Metrics Q1 2020 – Q2 2023 | % of show’s listeners who are age 18-24
Gen Z
Born 1997 – 2011

The bridge to the future
Generation Alpha

Born 2011 – Present

52 million people under 12
Weekly Podcast Listeners

Source: Infinite Dial 2023 | Base: U.S. Population
% Listened to a podcast in the week

- **Boomers**: 13%
- **Gen X**: 30%
- **Millennials**: 50%
- **Gen Z**: 30%
- **Gen Alpha***: 23%

*Source: Kids Podcast Listener Report*
Podcast Listeners’ Annual Household Income, $100k+

Source: Edison Podcast Metrics | Q3 2022 – Q2 2023
Base: Weekly Podcast Listeners
% With an annual household income over $100,000

- Boomers: 31
- Gen X: 34
- Millennials: 30
- Gen Z: 15
- Parents of Kid Podcast Listeners: 47

*Source: Kids Podcast Listener Report; % of parents of kid monthly podcast listeners aged 6-12
69% of parents of kid monthly podcast listeners age 6-12 say they listen with other people

Source: Kids Podcast Listener Report
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 and SXM Media
Generation Alpha

Born 2011 – Present

Your Future