

Age
6-12

Age
13-24

Age
25-42

Age
43-54

Age
59+



Boomers

Gen X

Millennials

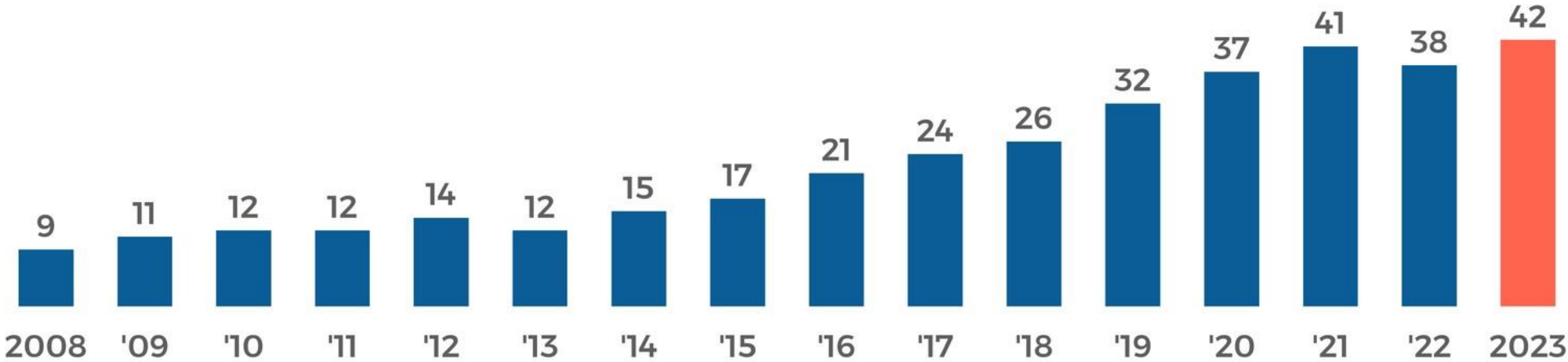
Gen Z

Gen Alpha

Monthly Podcast Listening

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

Estimated
120 Million





THE INFINITE DIAL

WONDERY



ART19
an amazon company

edison
podcast metrics

Share of Ear[®]

Boomers

Gen X

Millennials

Gen Z

Gen Alpha



Hit Play, Boomer!



Podcasting's Age 55+ Opportunity



Age
6-12

Age
13-24

Age
25-42

Age
43-58

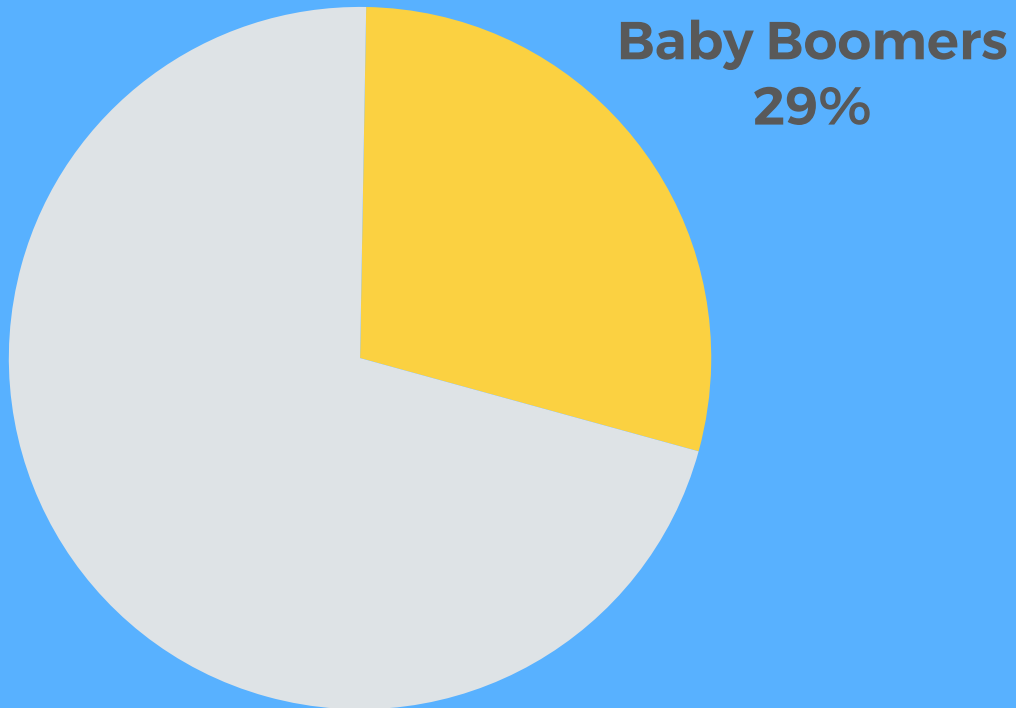
59+

Baby Boomers

Born 1946 - 1964

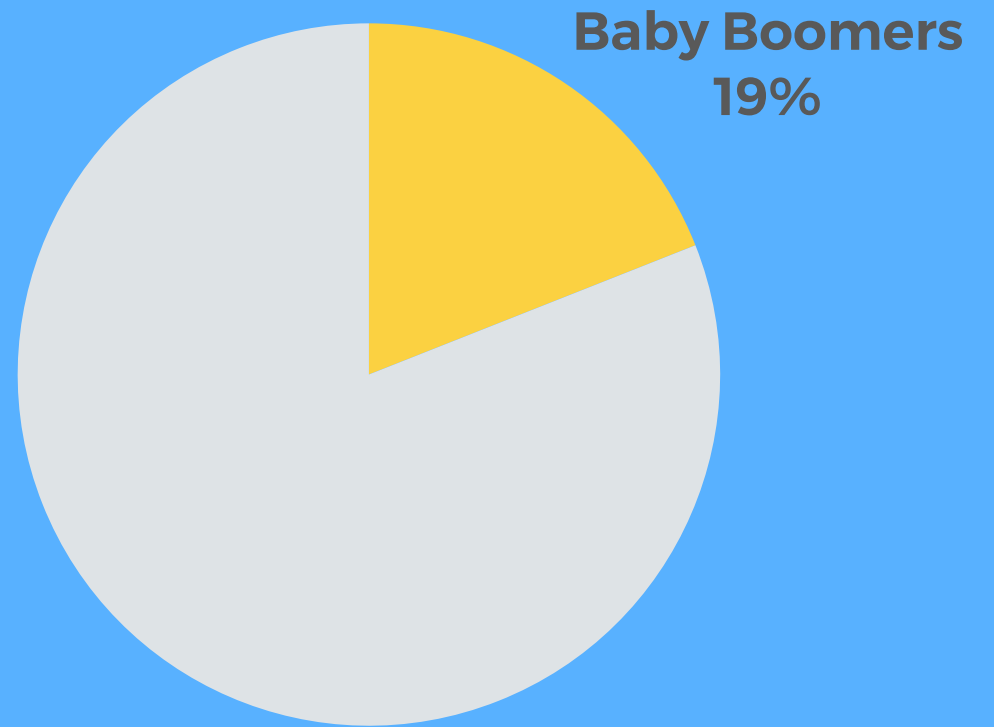
Age
59+

U.S. Population 12+



Source: U.S. Census Bureau

U.S. Monthly Podcast Listeners 12+



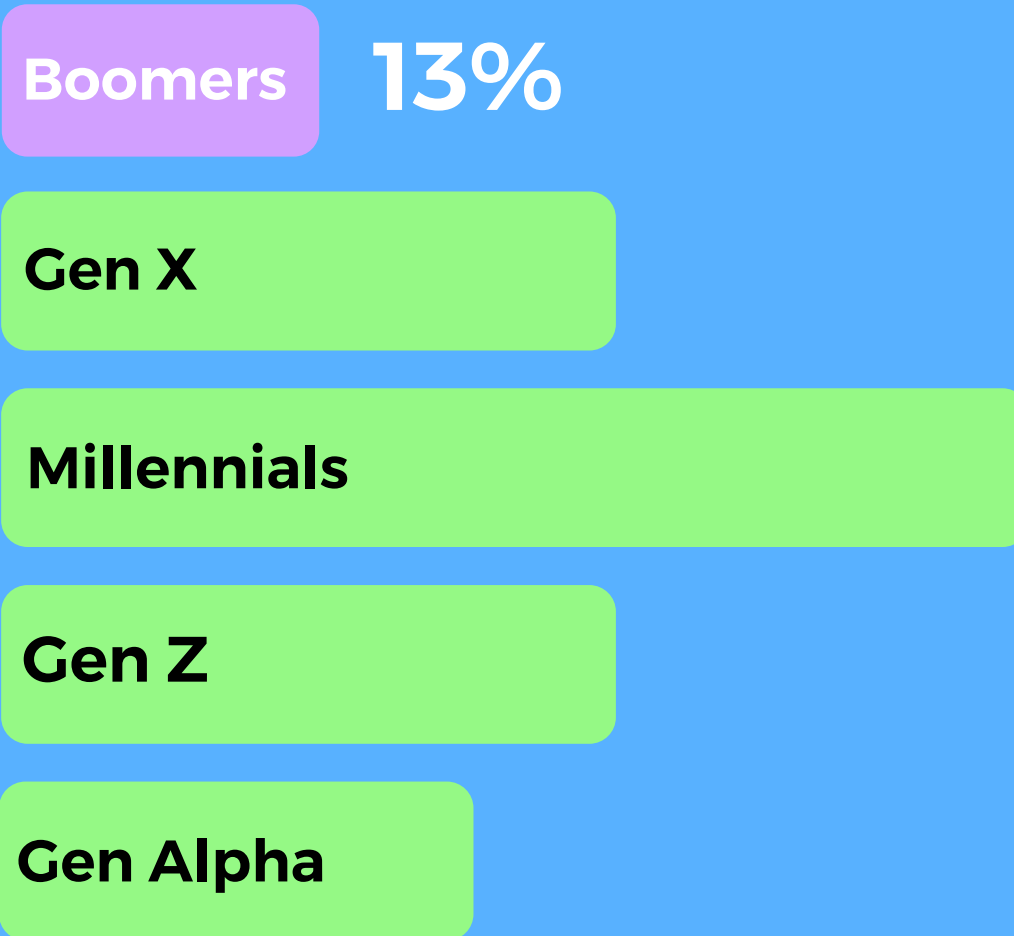
Source: Infinite Dial 2023



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

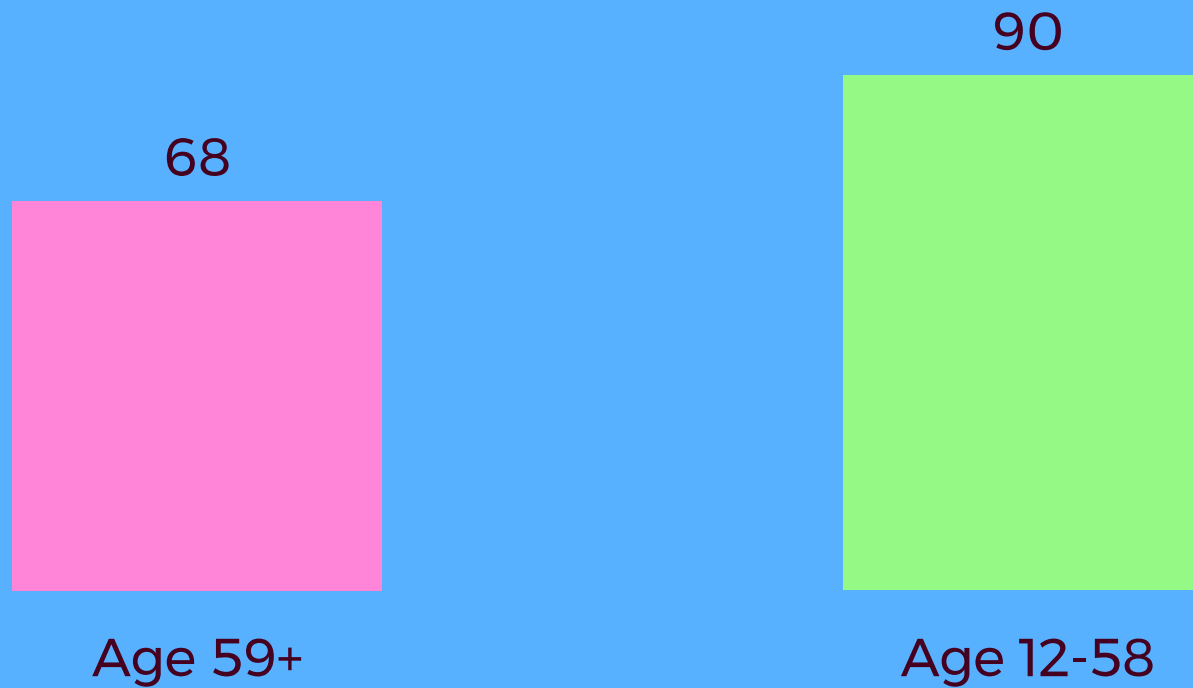




Podcast Familiarity

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

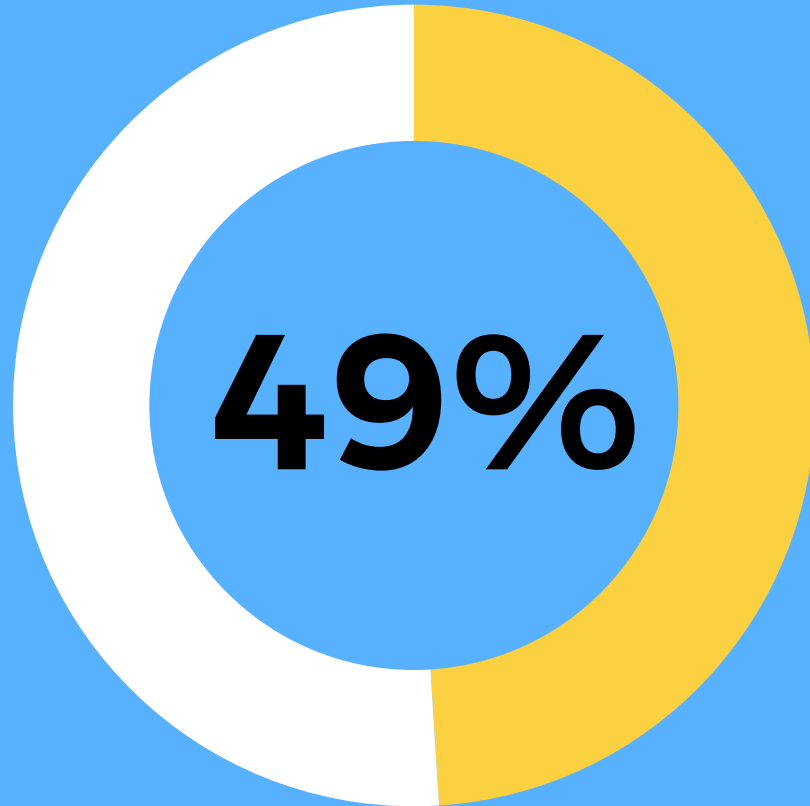
% Familiar with the term "podcasting"



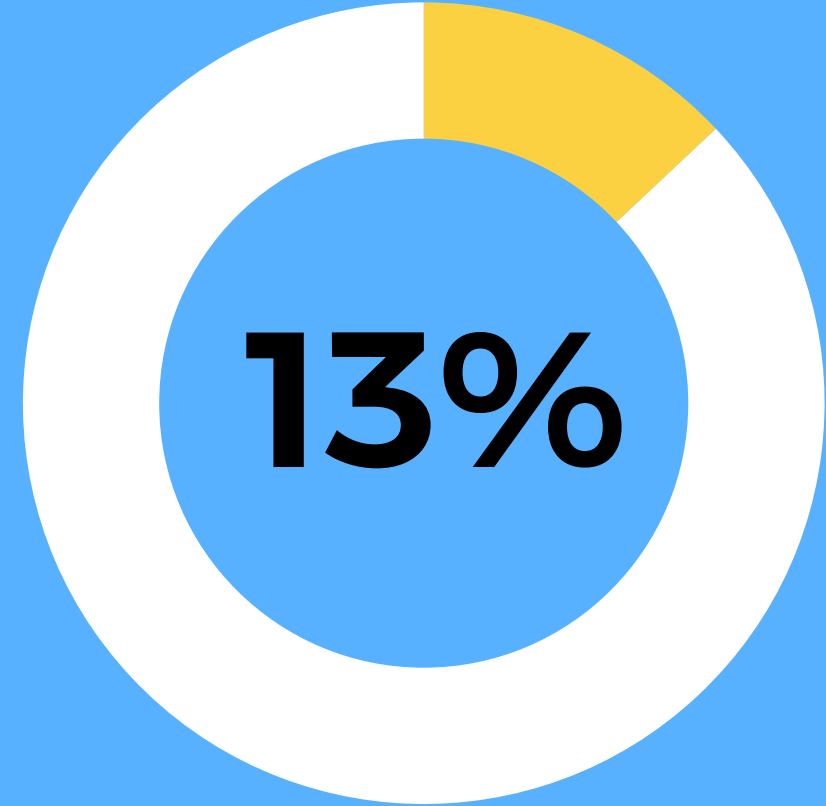


Boomer Facebook Usage vs Podcast Listening

Use Facebook Weekly



Listen to Podcast Weekly



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%

Age
6-12

Age
13-24

Age
25-42

Age
43-58

59+

Baby Boomers

Born 1946 - 1964

The High Ceilings

Age
59+

Age
6-12

Age
13-24

Age
25-42

43-58

Gen X

Born 1965 - 1980

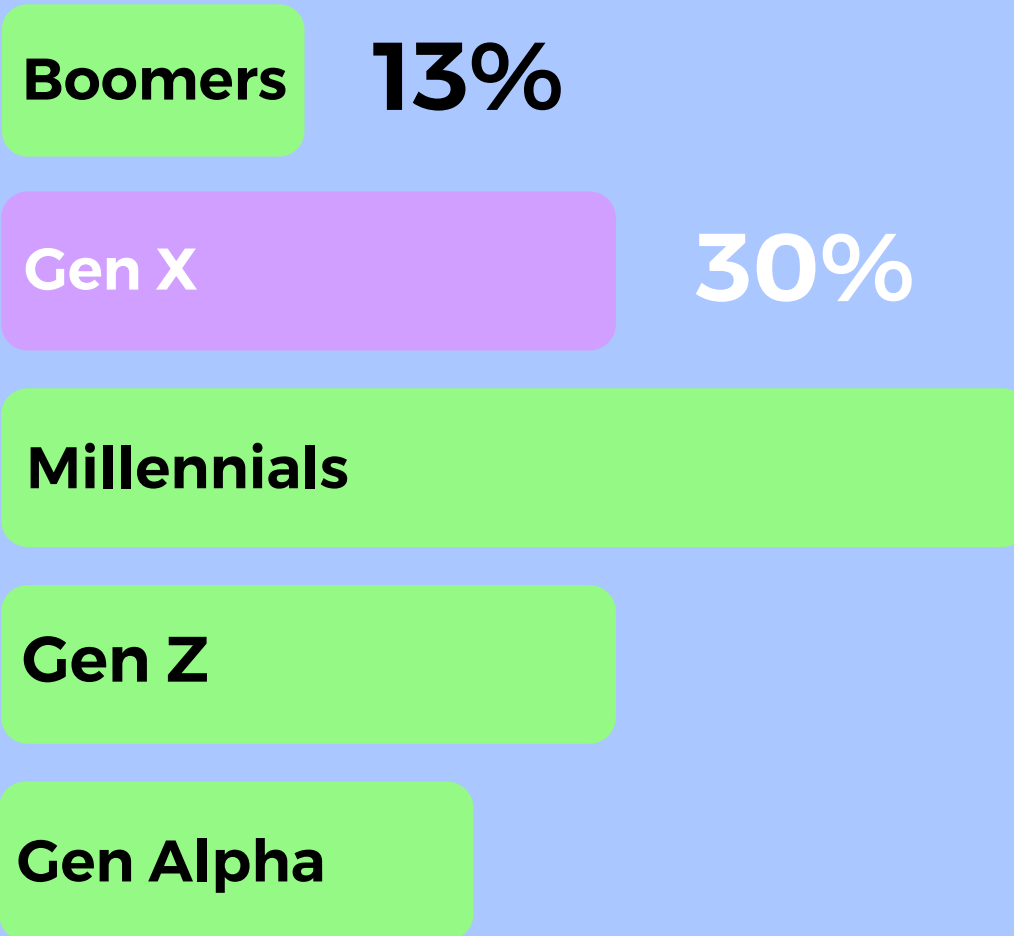
Age
43-58

Age
59+



Generation X are Your Reliable Listeners

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





Average Time Spent Listening to Podcasts Each Day Among Daily Podcast Listeners

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

Boomers

Gen X

Millennials

Gen Z

hrs
mins



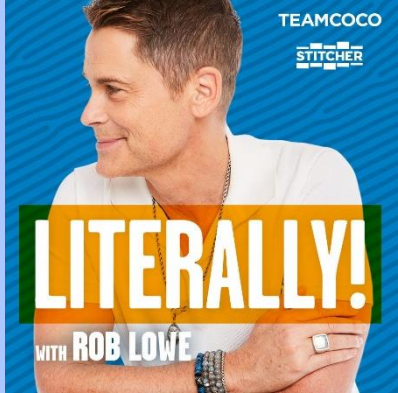
edison

podcast metrics



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



54%



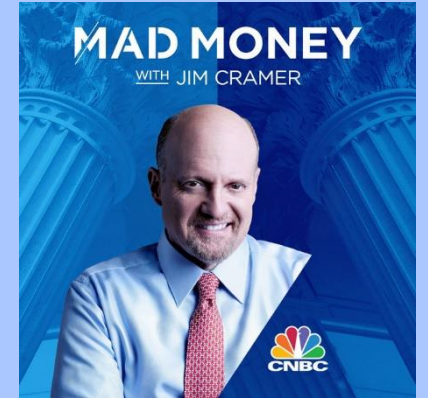
54%



53%



53%



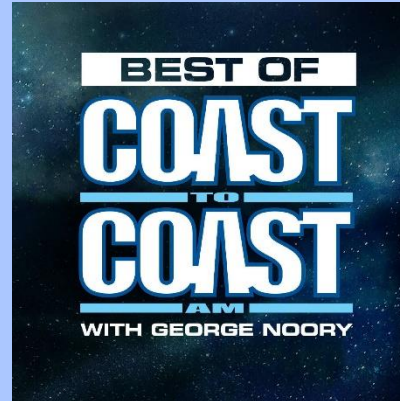
51%



49%



49%



48%



46%



46%

Age
6-12

Age
13-24

Age
25-42

43-58

Gen X

Born 1965 - 1980

The Reliables

Age
43-58

Age
59+

Age
6-12

Age
13-24

25-42

Millennials

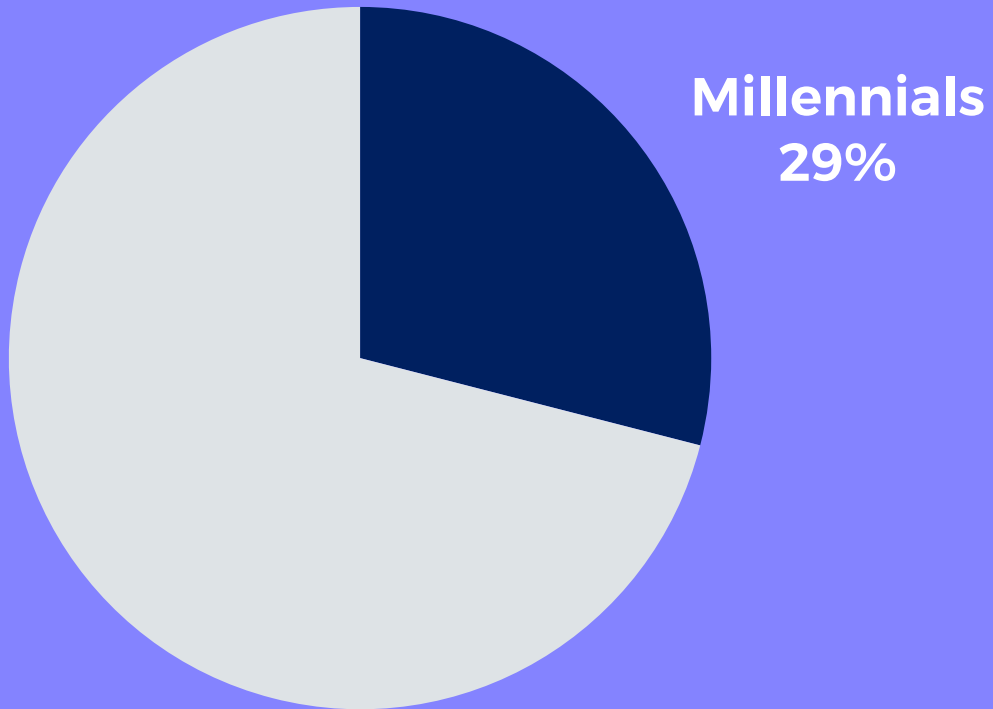
Born 1981 - 1996

Age
25-42

Age
43-58

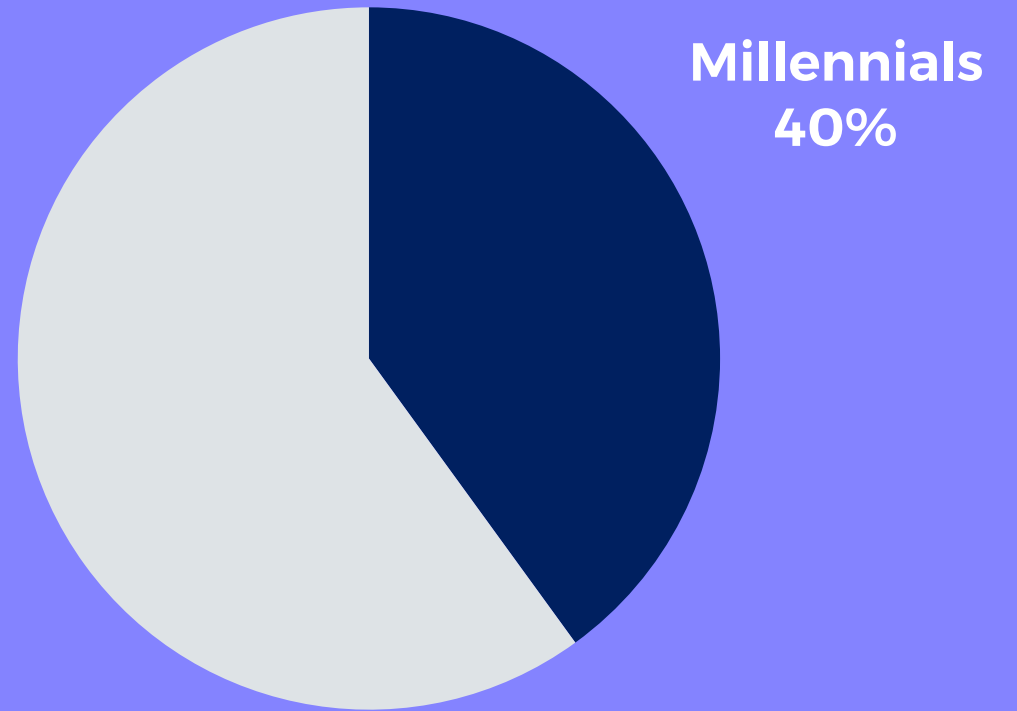
Age
59+

U.S. Population 12+



Source: U.S. Census Bureau

U.S. Monthly Podcast Listeners 12+

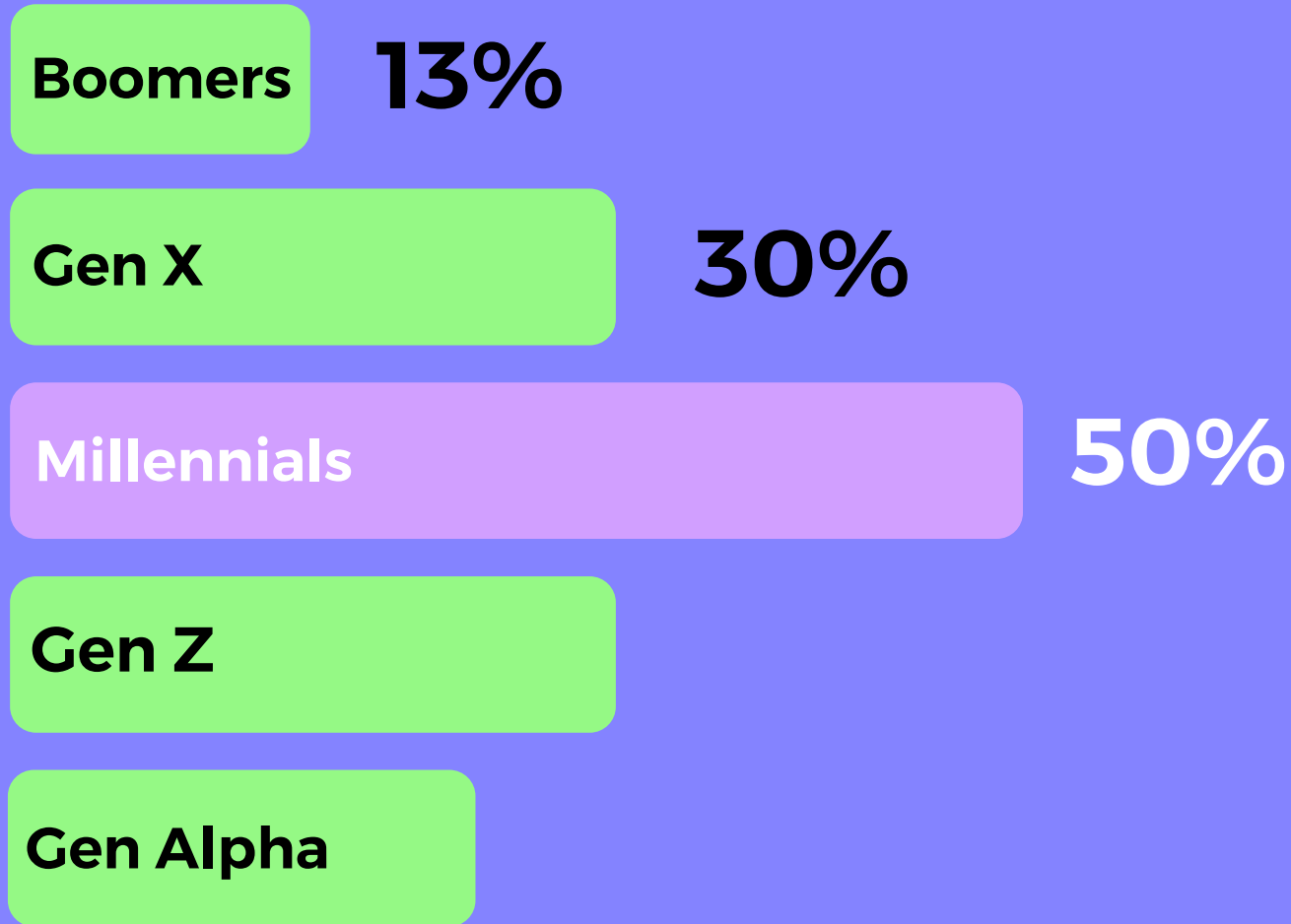


Source: Infinite Dial 2023



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





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 Podcasts
Listeners

40%



Lifestyle Behaviors

Source: Edison Podcast Metrics Q3 2022 - Q2 2023

Millennial Weekly Podcast Listeners

Non-millennial Weekly Podcast Listeners

Own a pet

70%

66%

Are Monthly Online
Sports Bettors
(Base: 21+)

33%

25%

Are weekly
retail shoppers

53%

44%



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



77%



77%



74%



72%



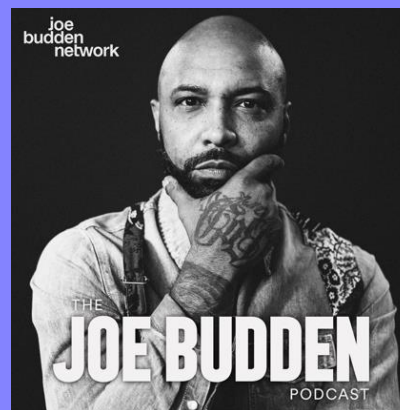
72%



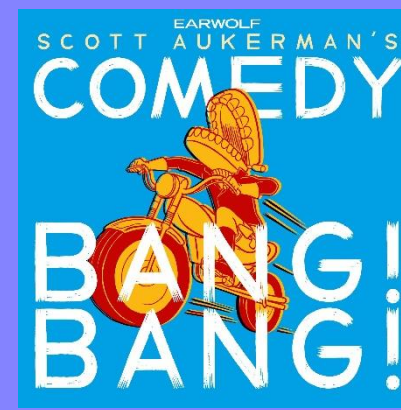
72%



72%



71%



70%



69%

Age
6-12

Age
13-24

25-42

Millennials

Born 1981 - 1996

Age
25-42

Age
43-58

Age
59+

The Here and Now

Age
6-12

13-24

Gen Z

Born 1997 - 2011

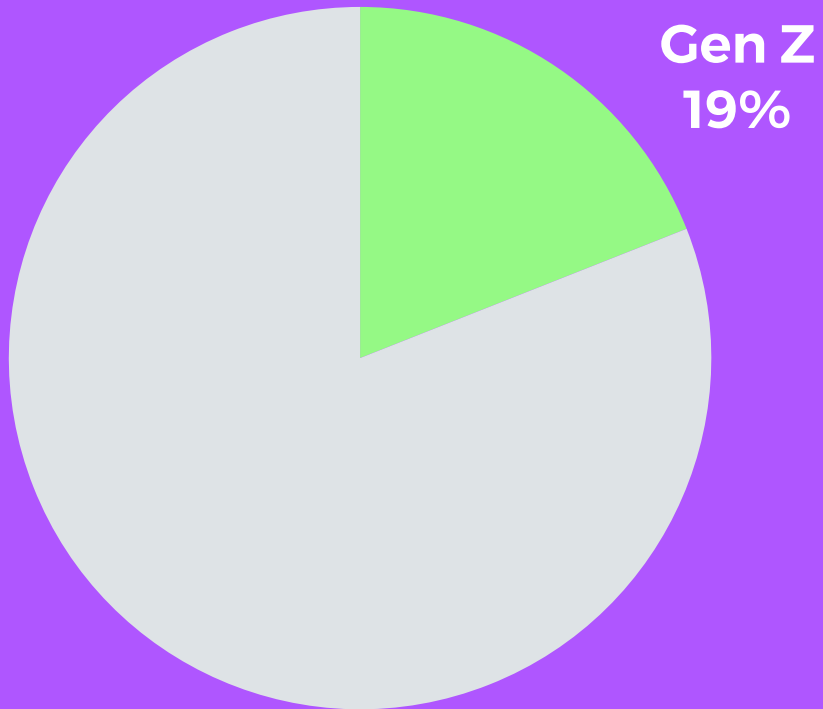
Age
13-24

Age
25-42

Age
43-58

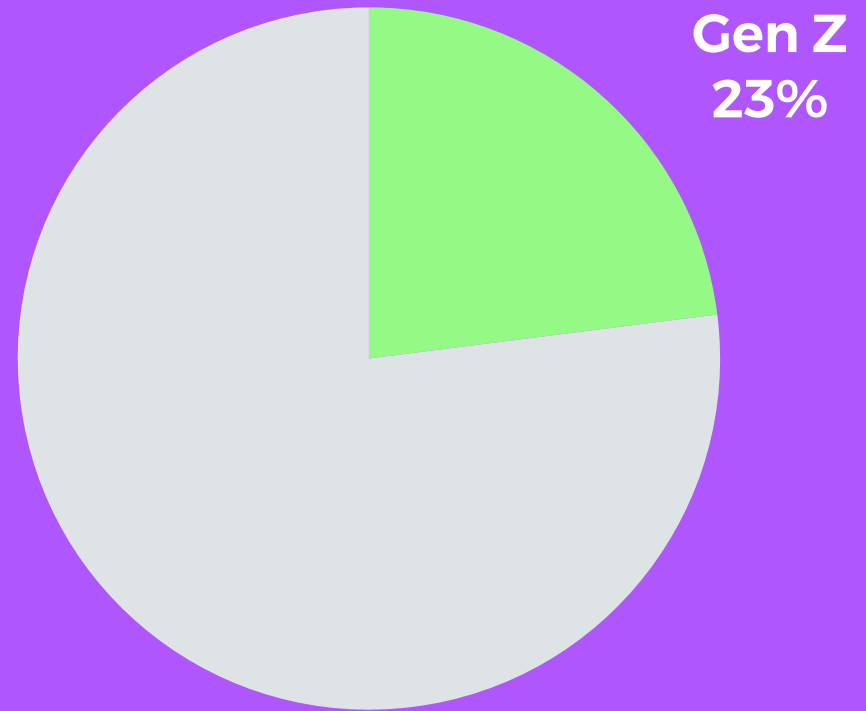
Age
59+

U.S. Population 12+



Source: U.S. Census Bureau

U.S. Monthly Podcast Listeners 12+

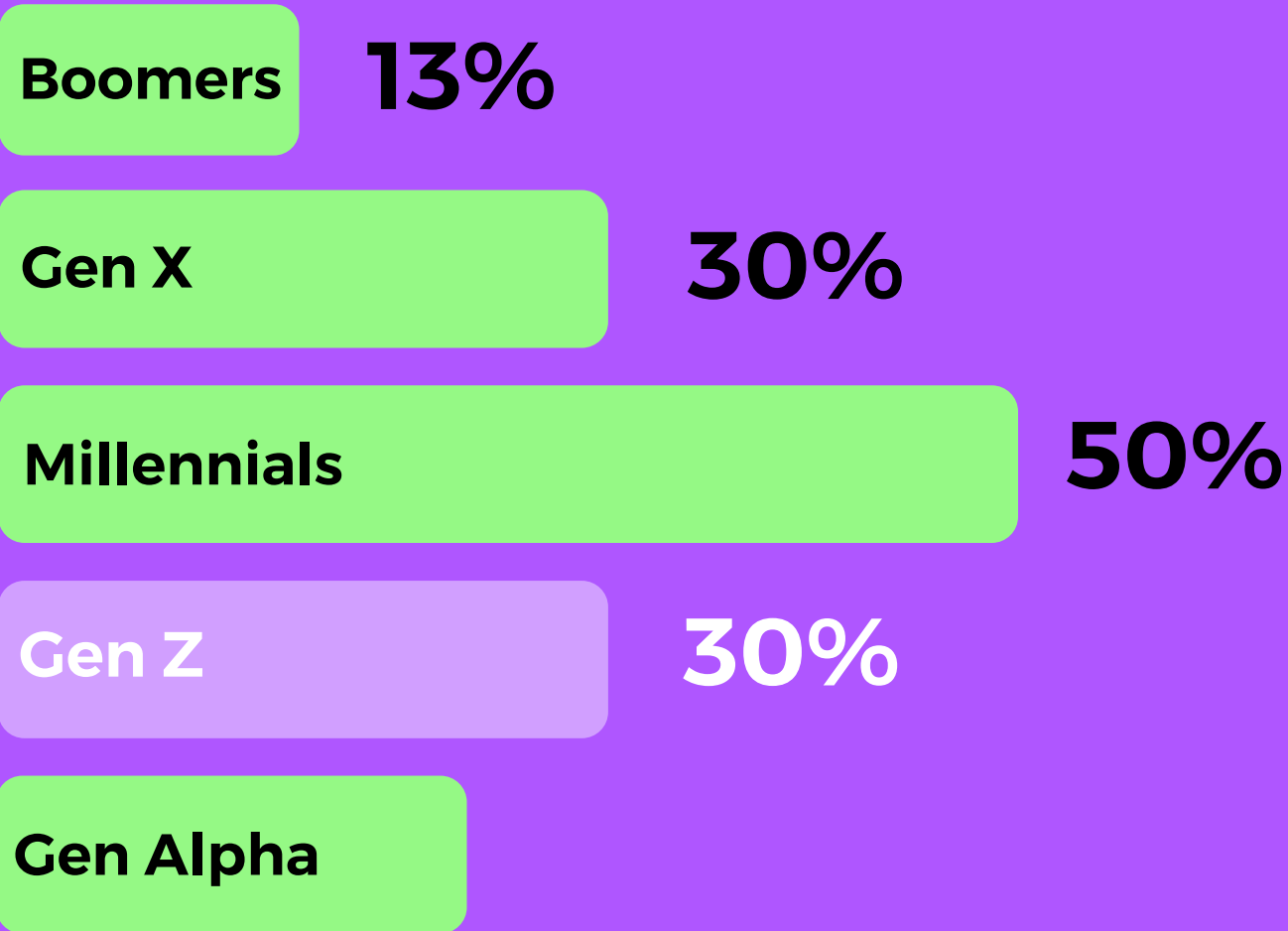


Source: Infinite Dial 2023



Weekly Podcast Listeners

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





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**

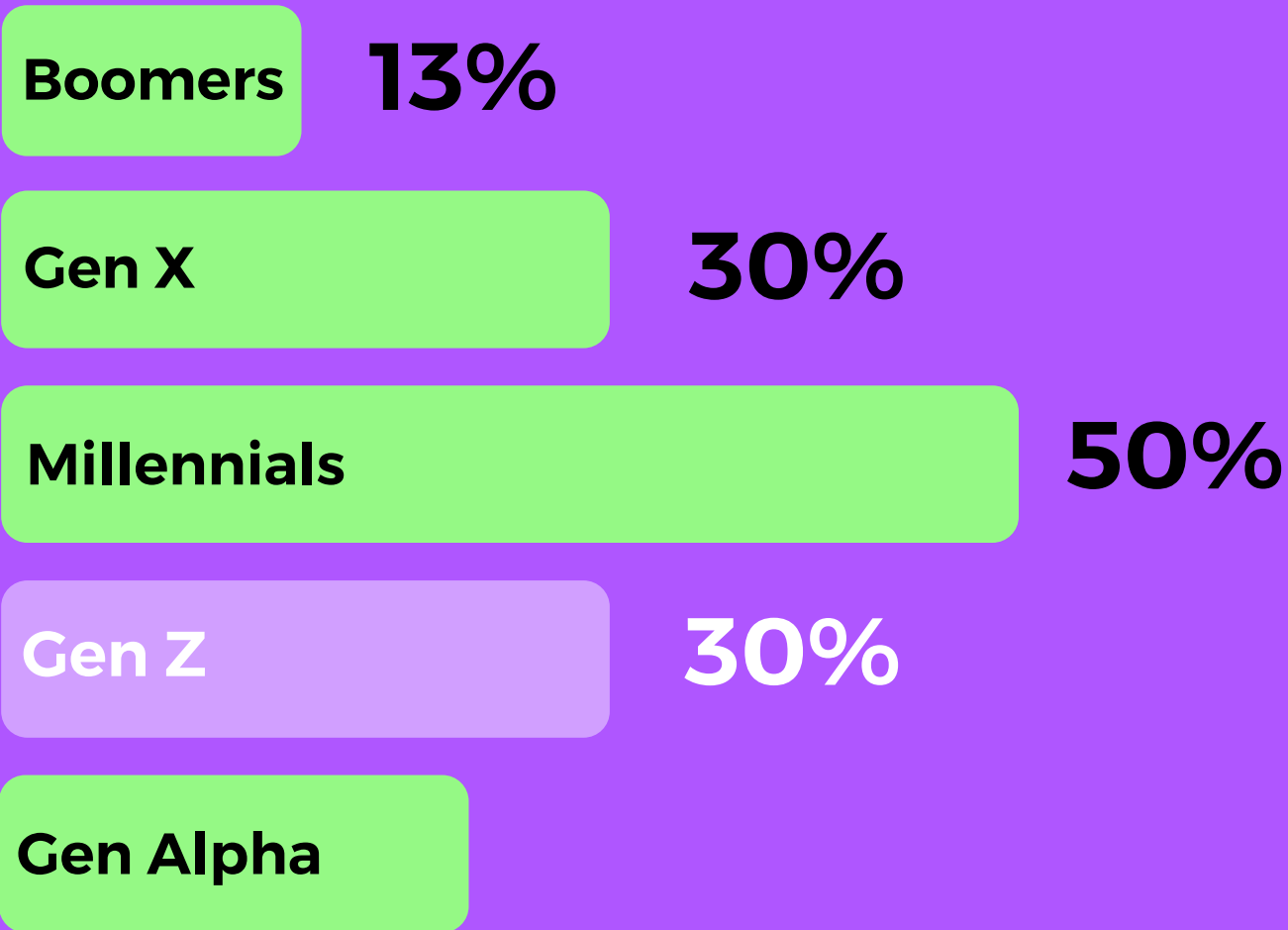
+17%

**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





GEN Z
PODCAST LISTENER REPORT

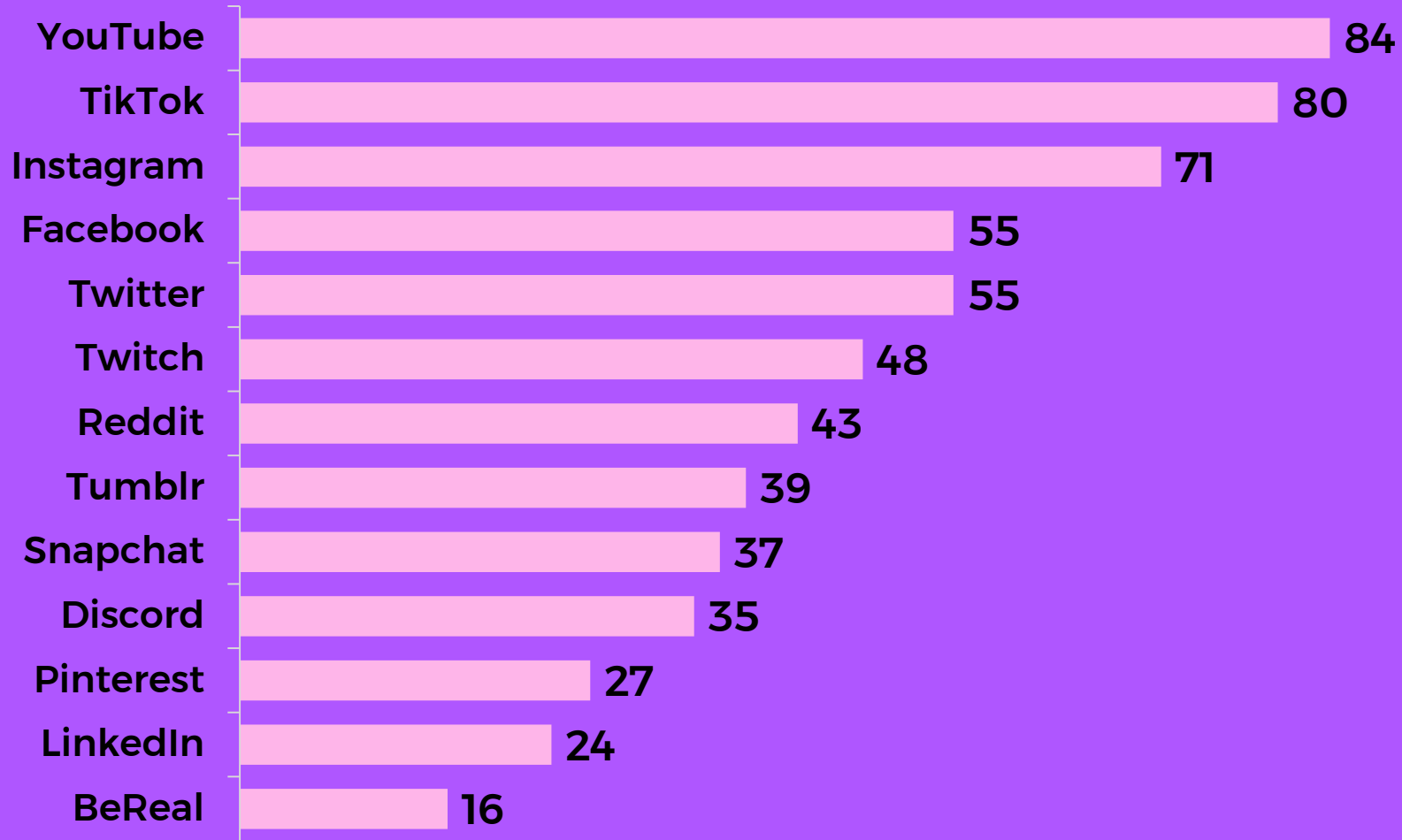




Do you ever find out about podcasts from...?

Source: Gen Z Podcast Listener Report

% of Gen Z Monthly Podcast Listeners who currently ever use platform



% saying yes

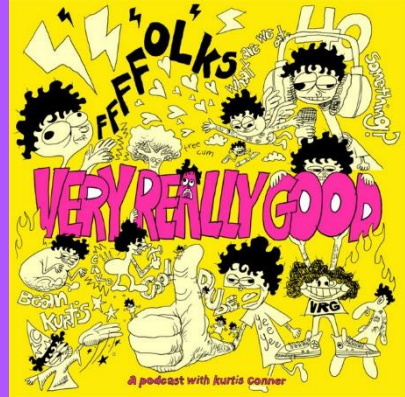


Podcasts Whose Audiences have a High Percentage of Gen Z

Source: Edison Podcast Metrics Q1 2020 - Q2 2023 | % of show's listeners who are age 18-24



93%



85%



82%



78%



73%



68%



67%



67%



66%



66%

Age
6-12

13-24

Gen Z

Born 1997 - 2011

*The bridge to
the future*

Age
13-24

Age
25-42

Age
43-58

Age
59+

6-12

Generation Alpha

Born 2011 - Present

52 million people under 12

Age
6-12

Age
13-24

Age
25-42

Age
43-58

Age
59+

KIDS PODCAST LISTENER REPORT



Sponsored by:

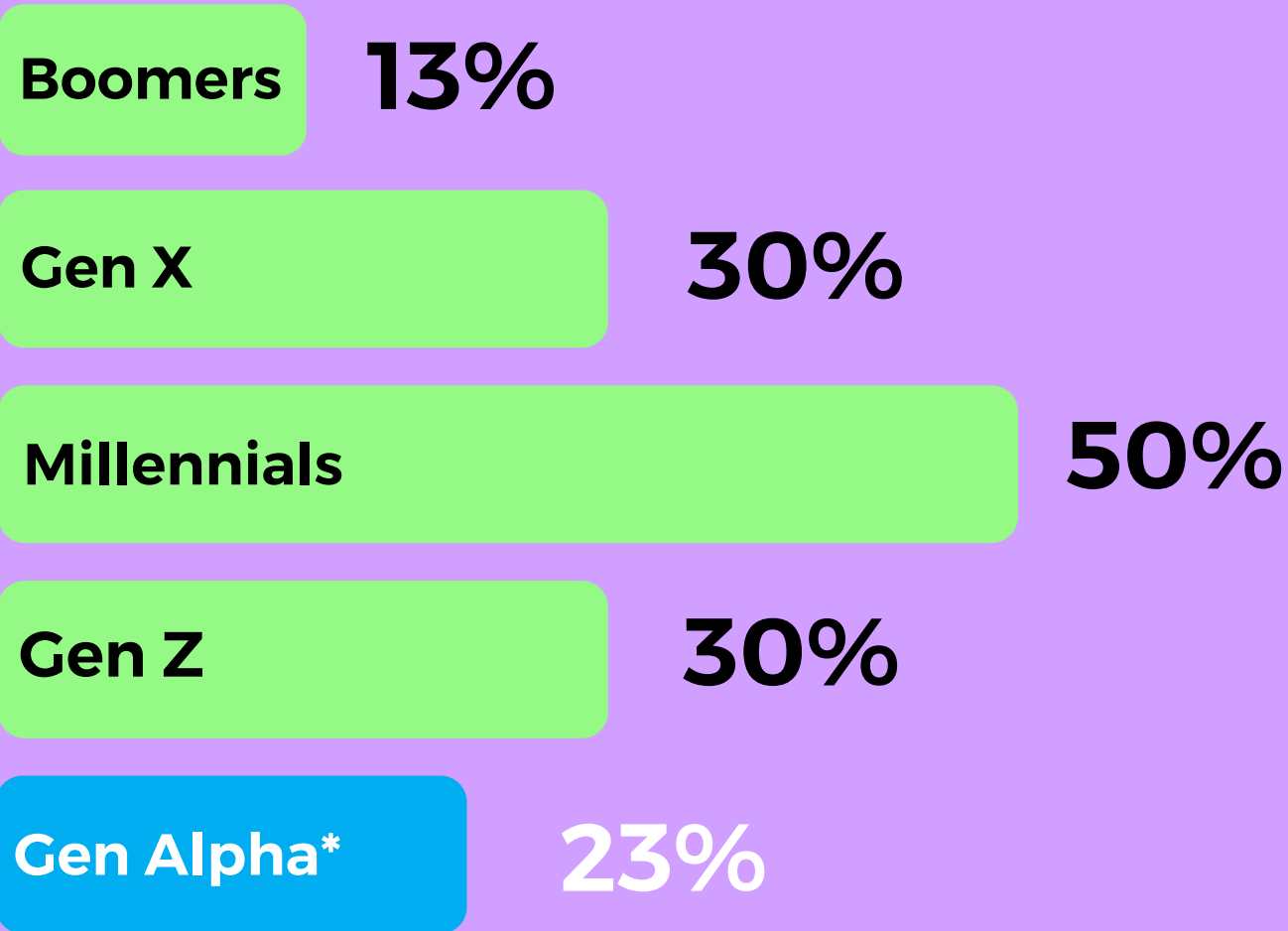


WONDERY



Weekly Podcast Listeners

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



*Source: Kids Podcast Listener Report

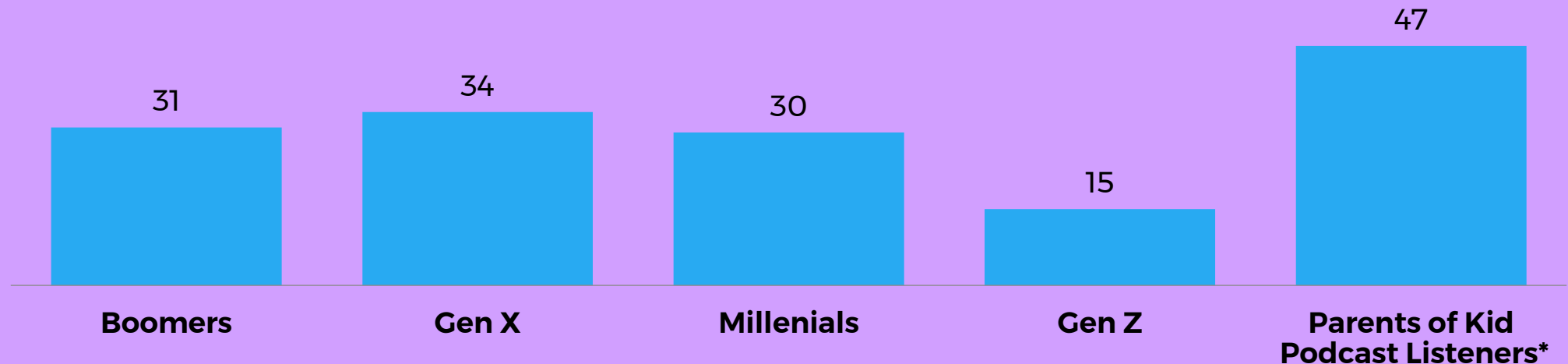


Podcast Listeners' Annual Household Income, \$100k+

Source: Edison Podcast Metrics | Q3 2022 - Q2 2023

Base: Weekly Podcast Listeners

% With an annual household income over \$100,000



*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

**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



WONDERY



6-12

Generation Alpha

Born 2011 - Present

Your Future

Age
6-12

Age
13-24

Age
25-42

Age
43-58

Age
59+

Age
6-12

Age
13-24

Age
25-42

Age
43-54

Age
59+

