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

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

Source: The Infinite Dial 2024
Podcast Listening is UP
Podcasting Listening

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

Estimated
192 Million

2006 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17 '18 '19 '20 '21 '22 '23 2024
Monthly Podcasting Listening

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

Estimated 135 Million
Weekly Podcasting Listening

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


7 8 10 13 15 17 22 24 28 26 31 34

Estimated
98 Million

THE INFINITE DIAL'2024
# Top 50 Podcasts in the U.S.

**Shows with the largest weekly audience**

<table>
<thead>
<tr>
<th>Title</th>
<th>Producer</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Joe Rogan Experience</td>
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<td>Wondery</td>
</tr>
<tr>
<td>Morbid</td>
<td>Wondery</td>
</tr>
<tr>
<td>Stuff You Should Know</td>
<td>iHeartPodcasts</td>
</tr>
<tr>
<td>Club Shay Shay</td>
<td>iHeartPodcasts and The Volume</td>
</tr>
<tr>
<td>This Past Weekend w/ Theo Von</td>
<td>Theo Von</td>
</tr>
<tr>
<td>The Ben Shapiro Show</td>
<td>The Daily Wire</td>
</tr>
<tr>
<td>Mr. Ballen Podcast</td>
<td>Ballen Studios and Wondery</td>
</tr>
<tr>
<td>Bad Friends</td>
<td>Andrew Santino and Bobby Lee</td>
</tr>
<tr>
<td>The Ramsey Show</td>
<td>Ramsey Network</td>
</tr>
<tr>
<td>Serial</td>
<td>Serial Productions</td>
</tr>
<tr>
<td>The Breakfast Club</td>
<td>The Black Effect Network</td>
</tr>
<tr>
<td>Up First</td>
<td>NPR</td>
</tr>
<tr>
<td>My Favorite Murder</td>
<td>Exactly Right</td>
</tr>
<tr>
<td>Huberman Lab</td>
<td>Scollo Media</td>
</tr>
<tr>
<td>Office Ladies</td>
<td>Earwolf</td>
</tr>
<tr>
<td>Fresh Air</td>
<td>NPR/WHYY</td>
</tr>
<tr>
<td>The Tucker Carlson Podcast</td>
<td>Tucker Carlson Network</td>
</tr>
<tr>
<td>Conan O’Brien Needs a Friend</td>
<td>Team Coca</td>
</tr>
<tr>
<td>Rotten Mango</td>
<td>Stephanie Soo &amp; Ramble</td>
</tr>
<tr>
<td>The Dan Bongino Show</td>
<td>Cumulus Podcast Network</td>
</tr>
<tr>
<td>The Pat McAfee Show</td>
<td>ESPN</td>
</tr>
<tr>
<td>The Joe Budden Podcast</td>
<td>The Joe Budden Network</td>
</tr>
<tr>
<td>Pod Save America</td>
<td>Crooked Media</td>
</tr>
<tr>
<td>2 Bears 1 Cave</td>
<td>YMH Studios</td>
</tr>
<tr>
<td>TED Talks Daily</td>
<td>TED Audio Collective</td>
</tr>
<tr>
<td>Armchair Expert with Dax Shepard</td>
<td>Armchair Umbrella</td>
</tr>
<tr>
<td>Wait Wait... Don’t Tell Me!</td>
<td>NPR</td>
</tr>
<tr>
<td>Million Dollar Worth of Game</td>
<td>Barstool Sports</td>
</tr>
<tr>
<td>Distrectible</td>
<td>Distrectible</td>
</tr>
<tr>
<td>Last Podcast on the Left</td>
<td>The Last Podcast Network</td>
</tr>
<tr>
<td>Drink Champs</td>
<td>Interval Presents</td>
</tr>
<tr>
<td>Your Mom’s House</td>
<td>YMH Studios</td>
</tr>
<tr>
<td>The Basement Yard</td>
<td>SantiagoStudios</td>
</tr>
<tr>
<td>Murder, Mystery &amp; Makeup</td>
<td>Audibleboom Studios</td>
</tr>
<tr>
<td>Pardon My Take</td>
<td>Barstool Sports</td>
</tr>
<tr>
<td>Planet Money</td>
<td>NPR</td>
</tr>
<tr>
<td>Cancelled with Tana Mongeau</td>
<td>Studio 77</td>
</tr>
<tr>
<td>Dumb Blonde</td>
<td>Dumb Blonde Productions</td>
</tr>
<tr>
<td>Nightcap</td>
<td>iHeartPodcasts and The Volume</td>
</tr>
<tr>
<td>Impulsive with Logan Paul</td>
<td>Logan Paul</td>
</tr>
<tr>
<td>The Broski Report with Brittany Broski</td>
<td>Brittany Broski and Audibleboom Studios</td>
</tr>
<tr>
<td>Two Hot Takes</td>
<td>Morgan Absher</td>
</tr>
<tr>
<td>Radiolab</td>
<td>WNYC Studios</td>
</tr>
</tbody>
</table>

*How The Study Was Conducted: Edison Podcast Metrics U.S. Q1 2024 Top Podcasts by reach is based on 5,500 online interviews with weekly podcast consumers in the United States, age 18 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

U.S. Population 13+

2014

2024

Podcasts 2%

Podcasts 11%
Share of Time Spent Listening to Ad-Supported Audio Sources
U.S. Population 13+

All other sources 80%
Podcasts 20%
Average Time Weekly Podcast Listeners Spend Listening to Podcasts

BASE: LISTENED TO PODCAST IN LAST WEEK

<table>
<thead>
<tr>
<th>Time Spent Listening</th>
<th>Age 12-34</th>
<th>Age 35-54</th>
<th>Age 55+</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one hour</td>
<td>3%</td>
<td>4%</td>
<td>10%</td>
<td>7:43</td>
</tr>
<tr>
<td>1 hour to less than 3 hours</td>
<td>38%</td>
<td>28%</td>
<td>30%</td>
<td>7:35</td>
</tr>
<tr>
<td>3 hours to less than 5 hours</td>
<td>21%</td>
<td>20%</td>
<td>25%</td>
<td>7:44</td>
</tr>
<tr>
<td>5 hours to less than 10 hours</td>
<td>16%</td>
<td>19%</td>
<td>19%</td>
<td>8:01</td>
</tr>
<tr>
<td>10 hours or more</td>
<td>22%</td>
<td>29%</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>
Podcasts Reach All Generations
Monthly Podcast Listening

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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 12-34</td>
<td>56</td>
<td>50</td>
<td>55</td>
<td>59</td>
</tr>
<tr>
<td>Age 35-54</td>
<td>39</td>
<td>43</td>
<td>51</td>
<td>55</td>
</tr>
<tr>
<td>Age 55+</td>
<td>26</td>
<td>22</td>
<td>21</td>
<td>27</td>
</tr>
</tbody>
</table>

THE INFINITE DIAL'2024
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

Source: The Infinite Dial 2024
Weekly Podcast Listening Among Age 12-34

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

- 2018: 22%
- 2019: 27%
- 2020: 34%
- 2021: 36%
- 2022: 33%
- 2023: 40%
- 2024: 43%

(The Infinite Dial 2024)

Brands: Edison Research, Audacy, Cumulus Media, SiriusXM Media, The Infinite Dial 2024
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 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:

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

55% of those age 35-54 are monthly podcast listeners

41% of those age 35-54 are weekly podcast listeners

Source: The Infinite Dial 2024
Weekly Podcast Listening Among Age 35-54

U.S. Population Age 35-54
% Listened To A Podcast In The Last Week

- 2018: 20%
- 2019: 27%
- 2020: 25%
- 2021: 30%
- 2022: 31%
- 2023: 39%
- 2024: 41%
Older audiences are increasingly listening to podcasts.

27% of those age 55+ are monthly podcast listeners.

34% of those age 55+ are weekly podcast listeners.

Source: The Infinite Dial 2024
Hit Play, Boomer!
Podcasting's Age 55+ Opportunity
Hit Play, Boomer!

Boomers are adopting online audio

% listened to online audio in the last month

- **Age 12-54**
  - 2018: 78
  - 2019: 79
  - 2020: 82
  - 2021: 80
  - 2022: 85
  - 2023: 87

- **Age 55+**
  - 2018: 33
  - 2019: 40
  - 2020: 42
  - 2021: 46
  - 2022: 52
  - 2023: 53

45-point gap (2018-2023) for Age 12-54

34-point gap (2018-2023) for Age 55+

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

Online Audio = Listening to AM/FM radio stations online and/or listening to streamed audio content available only on the internet
Weekly Podcast Listening Among Age 55+

U.S. POPULATION AGE 55+
% LISTENED TO A PODCAST IN THE LAST WEEK

2018: 17
2018: 22
2020: 24
2021: 28
2022: 26
2023: 31
2024: 34
Podcast listeners are diverse and increasingly female
Podcasts reach a diverse audience

48% of Black Americans listen to podcasts each month

43% of Latino Americans listen to podcasts each month

Source: The Infinite Dial 2024
Monthly Podcast Listening

TOTAL U.S. POPULATION AGE 12+
% Listened to a Podcast in the Last Month

2020 2021 2022 2023 2024

Black Americans
33 38 45 45 48

Latino Americans
24 36 32 34 43
Ethnicity of Monthly Podcast Listeners

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

2014
(EST. 39 MIL)

WHITE: 67%
AFRICAN-AMERICAN: 15%
HISPANIC: 12%
ASIAN: 1%
OTHER: 5%

2024
(EST. 135 MIL)

WHITE: 58%
AFRICAN-AMERICAN: 15%
HISPANIC: 18%
ASIAN: 2%
OTHER: 7%
### Top 10 Podcasts Among Black Weekly Listeners

**In the U.S. Age 13+**

<table>
<thead>
<tr>
<th>Title</th>
<th>Producer</th>
</tr>
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<tbody>
<tr>
<td><strong>1. The Joe Rogan Experience</strong></td>
<td>Joe Rogan</td>
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<td><strong>2. Club Shay Shay</strong></td>
<td>iHeartPodcasts and The Volume</td>
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<td><strong>3. The Breakfast Club</strong></td>
<td>The Black Effect Network</td>
</tr>
<tr>
<td><strong>4. Million Dollaz Worth of Game</strong></td>
<td>Barstool Sports</td>
</tr>
<tr>
<td><strong>5. The Joe Budden Podcast</strong></td>
<td>The Joe Budden Network</td>
</tr>
<tr>
<td><strong>6. Drink Champs</strong></td>
<td>Interval Presents</td>
</tr>
<tr>
<td><strong>7. The 85 South Show</strong></td>
<td>The Black Effect Network and iHeartPodcasts</td>
</tr>
<tr>
<td><strong>8. Crime Junkie</strong></td>
<td>audiochuck</td>
</tr>
<tr>
<td><strong>9. Nightcap</strong></td>
<td>iHeartPodcasts and The Volume</td>
</tr>
<tr>
<td><strong>10. The Daily</strong></td>
<td>The New York Times</td>
</tr>
</tbody>
</table>

**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.
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

45% of U.S. Women are monthly podcast listeners

32% of U.S. Women are weekly podcast listeners

Source: The Infinite Dial 2024
### Monthly Podcast Listening

**Total U.S. Population Age 12+**

% Listened to a Podcast in the Last Month

<table>
<thead>
<tr>
<th>Year</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>43</td>
<td>39</td>
</tr>
<tr>
<td>2022</td>
<td>41</td>
<td>36</td>
</tr>
<tr>
<td>2023</td>
<td>46</td>
<td>39</td>
</tr>
<tr>
<td>2024</td>
<td>48</td>
<td>45</td>
</tr>
</tbody>
</table>
Gender of Monthly Podcast Listeners

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 (EST. 39 MIL)</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>2024 (EST. 135 MIL)</td>
<td>51%</td>
<td>48%</td>
</tr>
</tbody>
</table>

*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

- 2018: 15%
- 2019: 18%
- 2020: 21%
- 2021: 25%
- 2022: 23%
- 2023: 27%
- 2024: 32%
### Average number of podcast episodes listened to in a week

**Base:** U.S. Age 12+ and listened to podcast in last month

<table>
<thead>
<tr>
<th></th>
<th>Total weekly podcast listeners</th>
<th>Male weekly podcast listeners</th>
<th>Female weekly podcast listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>8.3</strong></td>
<td><strong>7.2</strong></td>
<td><strong>9.5</strong></td>
<td></td>
</tr>
</tbody>
</table>
# Top 10 Podcasts Among Women Weekly Listeners in the U.S. Age 13+

<table>
<thead>
<tr>
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<tr>
<td>Crime Junkie</td>
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<td>Mr. Ballen Podcast</td>
<td>Ballen Studios and Wondery</td>
</tr>
</tbody>
</table>

**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

Source: The Infinite Dial 2024
Educational Attainment of Monthly Podcast Listeners

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

U.S. POPULATION 18+

Not college educated: 56%
College educated: 44%

MONTHLY PODCAST CONSUMERS 18+

Not college educated: 51%
College educated: 49%
Employment Status of Monthly Podcast Listeners

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

**U.S. POPULATION 18+**

- Employed full-time or part-time: 52%
- Not currently employed: 48%

**MONTHLY PODCAST CONSUMERS 18+**

- Employed full-time or part-time: 63%
- Not currently employed: 37%
Household Income of Monthly Podcast Listeners

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

U.S. POPULATION 18+
- Less than $75K: 52%
- $75K or more: 48%

MONTHLY PODCAST CONSUMERS 18+
- Less than $75K: 44%
- $75K or more: 56%
# Podcasts That Index Highest for Household Income Over $100k

(Among Podcasts Meeting Minimum Total Audience Threshold)

<table>
<thead>
<tr>
<th>Title</th>
<th>Producer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whine Down with Jana Kramer and Michael Caussin</td>
<td>iHeartPodcasts</td>
</tr>
<tr>
<td>The Journal.</td>
<td>The Wall Street Journal</td>
</tr>
<tr>
<td>Bachelor Happy Hour with Rachel &amp; Ali Decoder</td>
<td>iHeartPodcasts</td>
</tr>
<tr>
<td>The Indicator from Planet Money</td>
<td>NPR</td>
</tr>
<tr>
<td>The Skinny Confidential Him &amp; Her Podcast</td>
<td>Dear Media</td>
</tr>
<tr>
<td>Marketplace</td>
<td>Marketplace</td>
</tr>
<tr>
<td>Mad Money w/ Jim Cramer</td>
<td>CNBC</td>
</tr>
<tr>
<td>How I Built This with Guy Raz</td>
<td>Wondery</td>
</tr>
<tr>
<td>Political Gabfest</td>
<td>Slate</td>
</tr>
<tr>
<td>The New Yorker Radio Hour</td>
<td>The New Yorker</td>
</tr>
</tbody>
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*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 m: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 Q6 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

Source: Edison Podcast Metrics
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+

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td>46%</td>
<td></td>
</tr>
</tbody>
</table>

% saying yes

- Q3 2019 – Q1 2020 n= 6,066
- Q2 2022 – Q1 2023 n= 10,237
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

edison research
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.