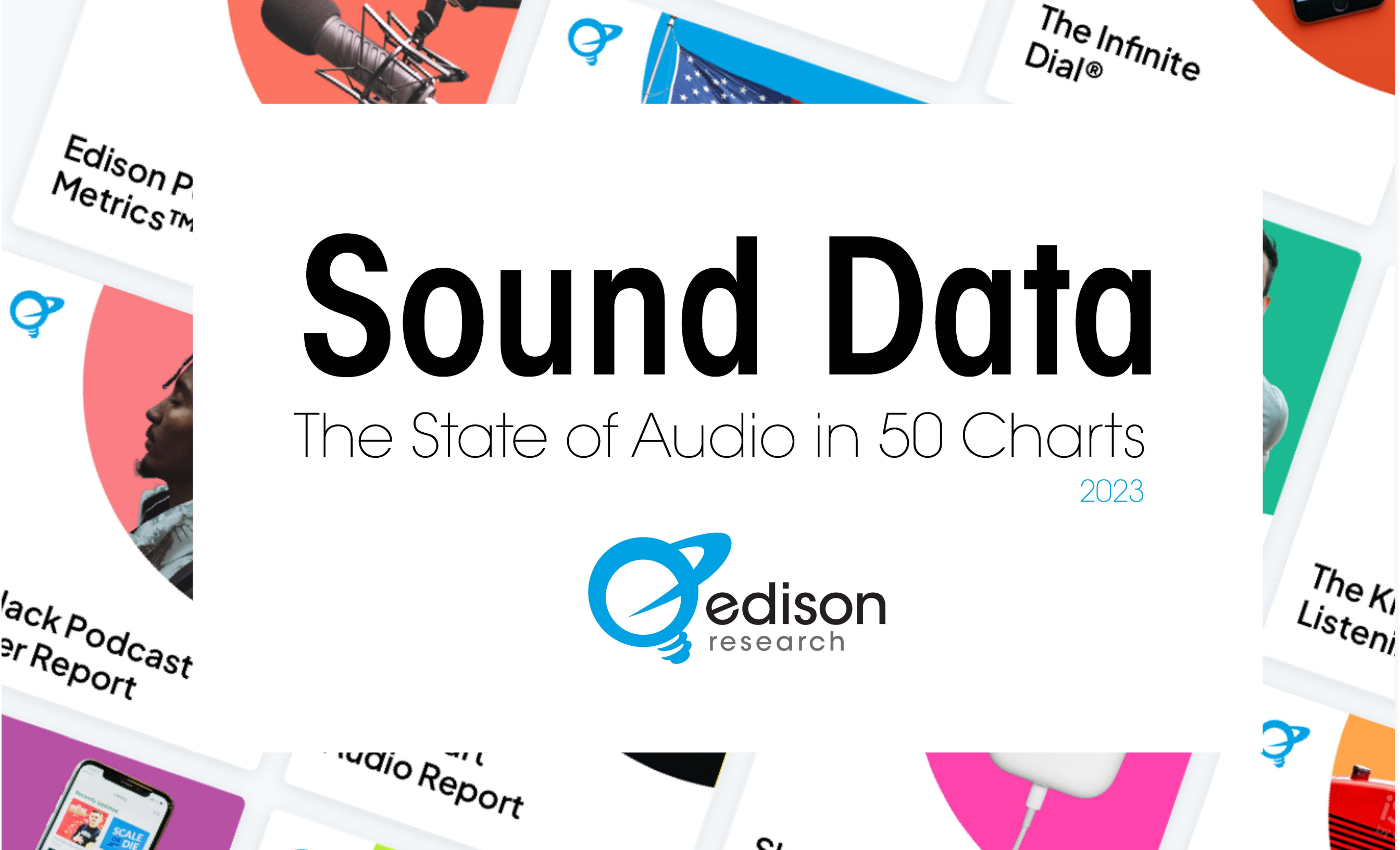


Sound Data

The State of Audio in 50 Charts
2023



Preface

As we approach 2024, think back 30 years, to 1994. Bill Clinton is in the White House and Nelson Mandela becomes President of South Africa. The Lion King and Forrest Gump are the top movies. And there was a little story involving... OJ Simpson.

If one wanted to listen to the top songs and artists of that year – Ace of Base, Boyz II Men, Stone Temple Pilots, Tim McGraw, or R.E.M – there really were essentially two choices. You could listen to the radio or you could pop a CD into the player. The iPod was far away in a distant future, and while the Internet existed by then, it was hardly a mass medium. AOL had fewer than one million subscribers and charged for use by the hour. All of today’s “smart” options – the phone, speaker, and TV, as well as the notion of radio being sent down from a satellite, were in the realm of a science-fiction future.

One other thing that happened in 1994 – Edison Research opened for business. And we have been privileged to be researching the audio space since that year.

What a time it has been. We have chronicled the birth and maturation of digital audio: streaming, podcasting, the use of YouTube as a ‘listening’ platform. We have watched as the radio medium has changed and adapted.

As we complete our 30th year in business, we are proud to present this compendium of data about the state of Audio today. Fifty data points that illuminate the current state of Audio. Some will surprise you, some will confirm your expectations. Many will involve looking at how audio is consumed through a lens you may have never considered before.

So, leaf through these pages at your leisure – and we promise you will understand Audio today far more clearly than you did before. Enjoy!

The Team at Edison Research

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Introduction

The information in this book is pulled entirely from primary research performed by Edison Research, with the help of a wonderful group of clients and sponsors who support our work. All of our projects are performed to a high standard of research rigor. Methodology statements for any of our studies are available by request. Many of the findings come from one of our three signature research studies:

- **Share of Ear®** This is a tracking study performed quarterly since 2014 which measures time spent listening to any form of audio. Through collection of detailed one-day audio usage diaries, Share of Ear catalogues what platform was being employed for every listening episode, what device was used, what kind of content was listened to, where the listener was while listening, and of course what time they were listening. In addition, many demographic and other supplemental questions are asked. The sample represents each day of the week equally, and is drawn to accurately represent the full population of the United States age 13 and older, including Spanish speaking Americans and those who are light internet users.
- **The Infinite Dial™** This landmark study of digital media consumption has been performed annually in the United States since 1998, in Australia since 2017, and also in Canada, New Zealand, South Africa, Germany, and the UK. In the United States, it is a telephone survey of the full population age 12 and older. In other countries a hybrid online and phone methodology has also been employed. The U.S. Infinite Dial in 2023 was generously sponsored by Amazon Music, Wondery, and Art19.
- **Edison Podcast Metrics** This unique survey of weekly podcast listeners has been ongoing since 2019. The U.S. based survey fields every day, collecting over 20,000 interviews over the course of a year. Edison Podcast Metrics is the only survey that measures the entire podcast listening space regardless of platform or network. All respondents have listened to at least one podcast in the week before their interview. Edison Podcast Metrics launched in the U.K. as well in 2023. In addition, you will see insights from our many thought-leadership projects on various aspects of audio, including the following:
 - The Women’s Podcast Report, sponsored by SXM Media
 - Infinite Dial Australia, sponsored by CRA, LiSTNR, and Triton Digital
 - The Black Podcast Listener Report, sponsored by SXM Media and Mindshare
 - The Kids Podcast Listener Report, sponsored by Kids Listen, American Public Media, Disney Podcasts, Tumble Media and Wondery
 - Hit Play Boomer! Podcasting’s Age 55+ Opportunity, sponsored by NPR
 - The Gen Z Podcast Listener Report sponsored by SMX Media
 - The Audio Publishers Association 2023 Consumer Study
 - The Latino Podcast Listener Report sponsored by LWC Studios, Latina to Latina podcast, Libsyn, Latino Media Network, and SXM Media

We express our endless appreciation to our generous clients and sponsors who support our work.

Major Audio Milestones

Americans Spend More Time with Audio on Mobile Devices than Radio Receivers

On-Demand Audio Passes Linear Audio

The Share of Ear Audio Dial

Americans Spend More Time with Audio on Mobile Devices than Radio Receivers

No one ever wrote about Video Killing the Mobile Device Star, and The Spirit of Mobile Devices is also out of the question. We daresay that Mobile Device Free Europe doesn't quite have the same ring to it. Songwriters like Beyoncé will surely continue to wax poetic about Radio, but the latest data shows that mobile devices have taken the lead when it comes to time spent consuming audio.

The devices we choose for listening are inextricably linked to the types of audio we consume, and America's listening has shifted to mobile phones, a trend that we have been observing for years. Our latest Infinite Dial study shows that over 90% of Americans age 12+ own a mobile phone, and as the availability of audio apps and podcast apps has increased, so has consumption on a mobile phone.

Edison Research's Share of Ear survey has been tracking audio consumption on various devices since 2014. The graph below shows the percent of all audio, not just radio content, that is consumed via mobile device versus via a traditional radio receiver. In 2014, around half (49%) of ALL audio content was consumed on a traditional radio receiver, compared with 18% that was consumed on a mobile phone. The years since showed steady growth for mobile devices as time spent with traditional radio receivers declined.

As of Q4 2021, radio receivers still had the slightest edge over mobile, with 33% of all audio being consumed on a radio and 32% on a mobile phone. With the latest release of Q3 2022 Share of Ear data, consumption of audio on a mobile device just passed radio receiver consumption, 33.3% to 33.1%.

Be sure to separate the content from the device when interpreting this data. This graph doesn't reference radio content, which can also be consumed via smart speakers, radio station apps (also on a mobile phone), SiriusXM receivers (also a form of radio content) or smart TVs. It references the hardware – actual radio receivers.

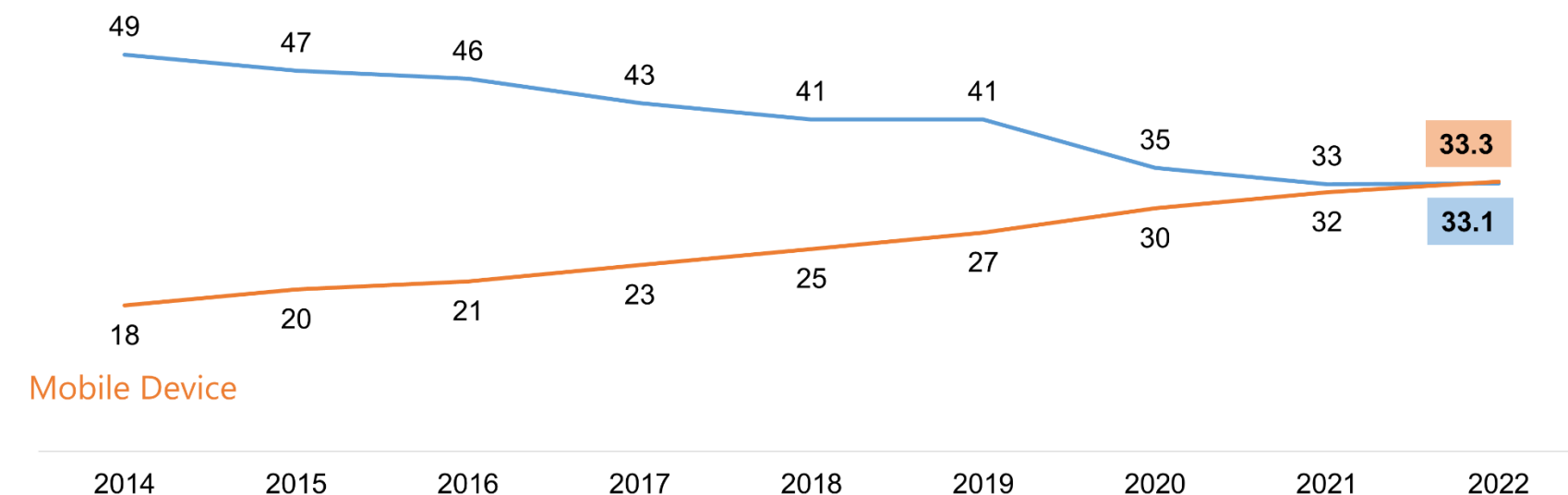
Mobile devices are multi-media devices, providing content from many sources. Radio receivers with their single-use functionality and near-impossibility to find outside of cars, just have not been able to compete.



Americans now spend more time with audio through a mobile device than a traditional radio receiver

Share of all audio listening that occurs on device

AM/FM Radio Receiver



Includes all audio sources
Edison Research Share of Ear © 2014-2022

Originally published October 19, 2022

On-Demand Audio Passes Linear Audio

Edison Research has been tracking all forms of “linear” audio (radio over the air, radio streams, Pandora’s free radio service, satellite radio, etc.) and comparing it to all forms of on-demand audio content (paid streaming, podcasts, owned music, etc.) in our Share of Ear service for nearly a decade.

As you can see in the nearby chart, our latest quarterly report is the moment when on-demand passed linear consumption for the first time. As of Q2, 2023, 50.3% of all daily audio time consumed by those in the U.S. age 13+ is on on-demand platforms and 49.7% is on linear platforms.

At the end of 2015, a scant seven and one-half years ago, the margin between linear listening and on-demand listening was 38 percentage points. But drop by drop, quarter by quarter and year by year, the margin was erased, and now on-demand leads.

The growth of podcast listening is part of the reason for this change. Podcasting has attuned hundreds of millions of listeners worldwide to the habit of choosing the right audio content at the right time and hitting play. The same goes for music – once people got used to the ability to choose a specific song or playlist, and of course skip songs – it became hard for many to go back to the ‘lean back’ experience of listening to radio or linear streams.

This is not a situation where on-demand will grow forever and someday linear will go to zero. Some people prefer linear listening, and even those who mostly prefer on-demand consume at least some linear content. But it is about as safe a bet as one can make that the trend lines in the corresponding graph will continue well out into the future.

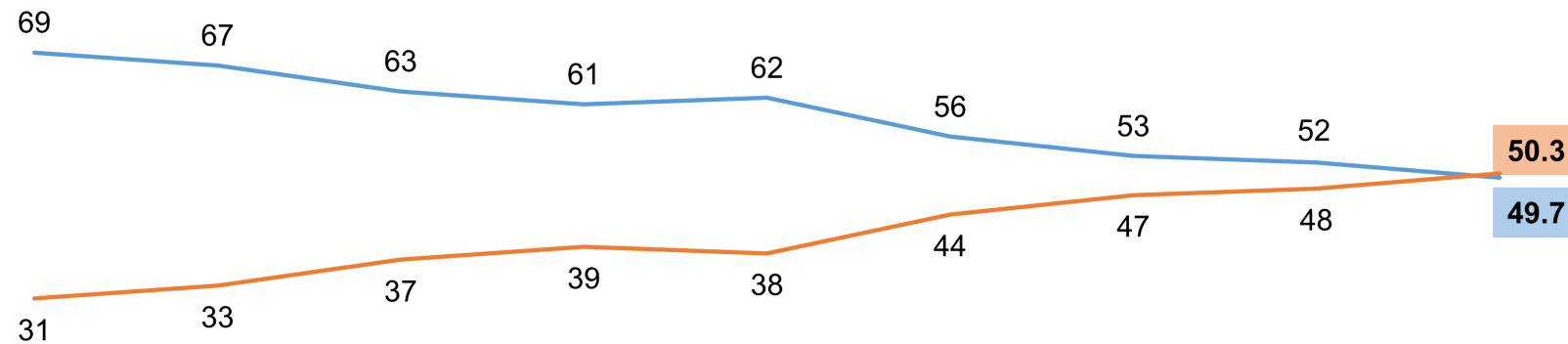


Americans are now spending more time with on-demand platforms than with linear

Share of all audio listening

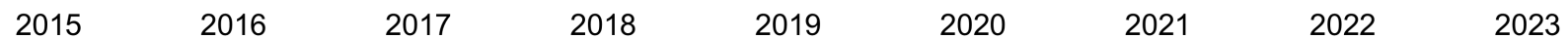
Linear platforms

(OTA radio, radio streams, radio services, etc.)



On-demand platforms

(Podcasts, owned music, paid streaming services, etc.)



Includes all audio sources
Edison Research Share of Ear ® 2015-2023

Originally published August 23, 2023

The Share of Ear Audio Dial

“Share of Ear,” the unique study of the full audio space from Edison Research, shows us what portion of all audio time is spent with different platforms. This graph shows our second quarter 2023 update.

Note that this analysis looks at all audio usage in all locations, among all Americans age 13 and older. The data is derived from a detailed one-day diary administered either online or via mail placement after a phone survey. The data has been continuously updated since 2014.

These are the changes since the first quarter of 2023:

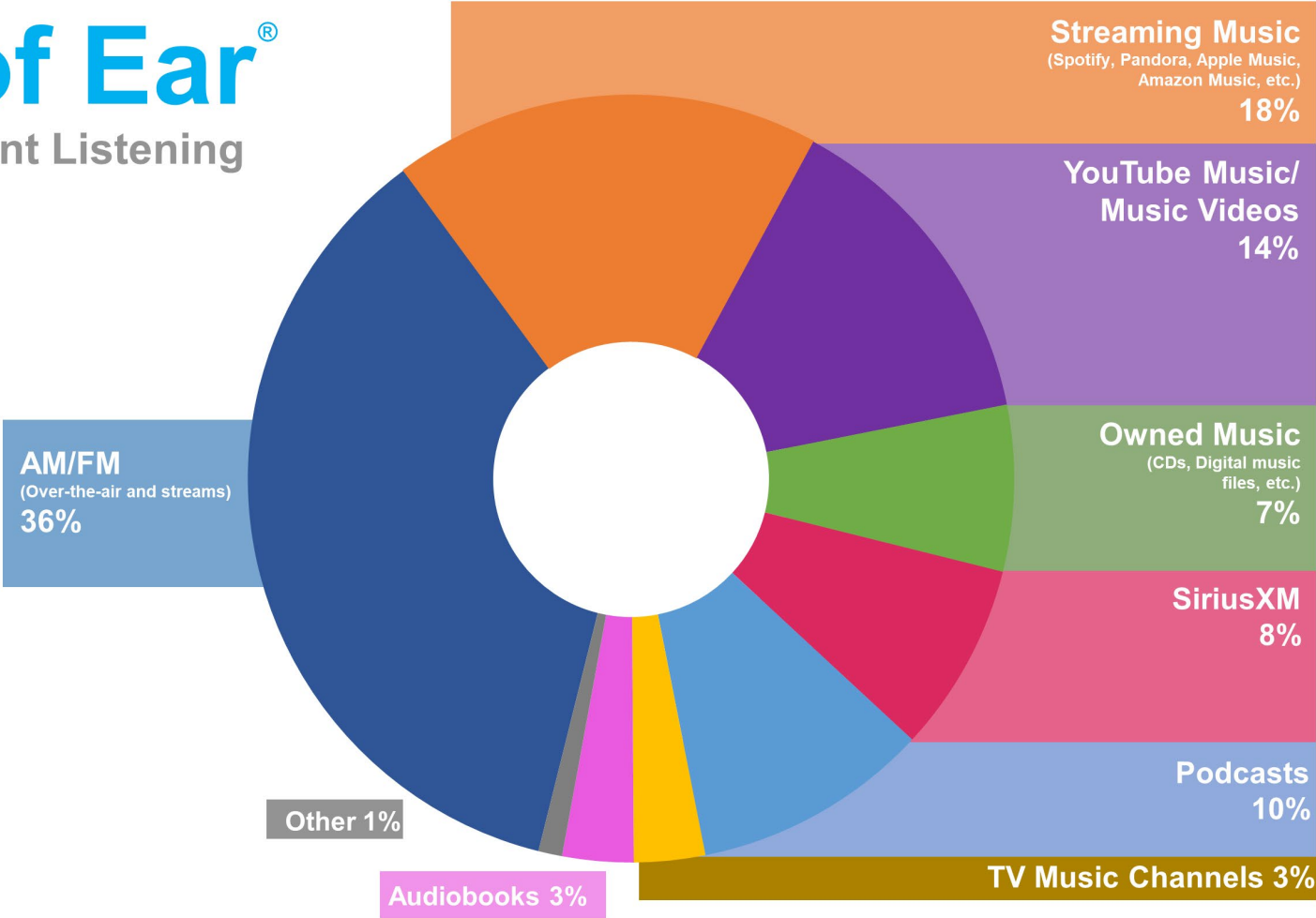
- AM/FM Radio (which combines over-the-air with listening to radio stations via their streams) is down one point
- Owned music (listening to CDs, vinyl, owned digital files, etc.) dropped two points
- Podcasts gained one point to another new all-time high of 10% of all listening
- Audiobooks gained one point

Other changes are accounted for by rounding.

Audio has changed dramatically over the last ten years, and we have captured the changes along the way. In 2014 when we started, just over half of Americans had a smartphone. Today well over 90% do. When we began, far more people had ‘radio sets’ in their homes or at their workplaces and of course no one had even heard of a smart speaker.

Share of Ear[®]

Share of Time Spent Listening
to Audio Sources
U.S. Population 13+



Source: Share of Ear[®] Q2 2023

How to read: Americans age 13+ spend 10% of their total daily audio time listening to podcasts

Originally published August 9, 2023

Audio Listening Technology

Mobile Devices or Radios? U.S. Consumption by Age

The Mobile Phone Keeps Chomping Audio Shares

Does Radio Hardware Matter?

How the Smartphone Drives Online Audio

Audio Listening Devices at Home

Radio on a Radio

Smart Speaker Owners Listen to Streaming Audio, and Listen Longer

Mobile Devices or Radios?

U.S. Consumption by Age

In 2022 a milestone was achieved: More audio is now consumed in the U.S. through mobile devices than through traditional radio receivers. Here we break down that data a bit and look at how different age groups consume audio through a mobile device versus a radio. While the shift is happening in all age groups, there are dramatic differences in scale.

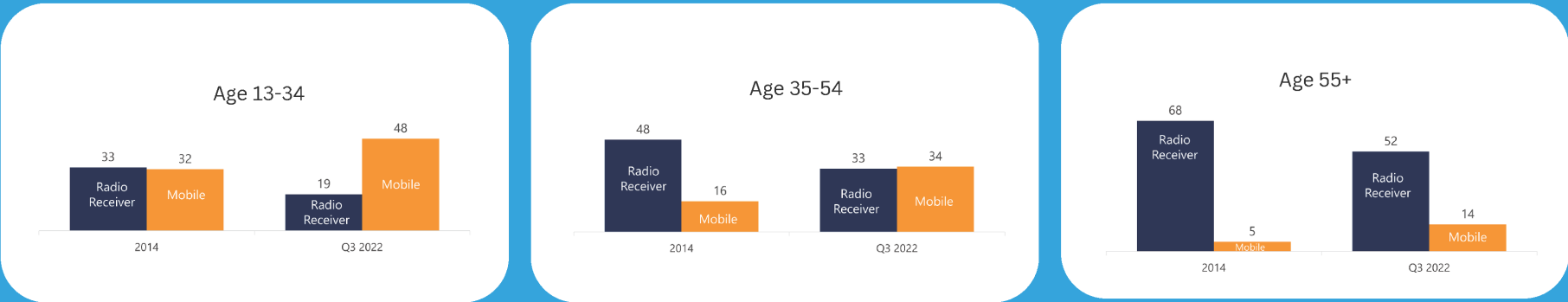
In 2014, seven years after the birth of the iPhone, mobile and radio were in a dead heat for time spent listening to all audio by those age 13-34. Today almost half of all audio consumed by 13-34s in the U.S. is done on a mobile device (48%), with 19% of the audio time going to a traditional radio receiver. Keep in mind that this includes all listening in all locations. The rest of the listening is split among devices such as computers, TVs, CD players, etc.

Among 35–54-year-olds, when we started Share of Ear in 2014, the share of time spent on a mobile device trailed the share on a traditional radio by 32-points – 48% to 16%. As of our most recent update, the mobile device has erased this entire deficit and now leads radio by one percentage point.

Traditional radio receivers still have a stronghold with those age 55+, as they consume a little over half of their time spent with all audio (52%) through a radio and 14% of that time through a mobile phone. This oldest group used to spend 68% of their audio time with traditional radio receivers in 2014 and 5% with mobile phones. Clearly their audio time is mostly with radios, but it's worth noting that their share of time with mobile devices has more than doubled.

Radio Receiver and Mobile Device Usage Trend

% of daily audio listening done on each device



Source: Edison Research Share of Ear ® Q3 2022

Share of Ear®



Originally published November 2, 2022

The Mobile Phone Keeps Chomping Audio Shares

In 2014, when Edison Research started Share of Ear, there was far more listening on a 'radio set' than there was on a mobile phone. Each year that gap significantly closed and in 2022, total listening to audio on a phone surpassed listening on a 'radio set' for the first time.

Looking inside the data, we can see that mobile listening had surpassed 'radio set' listening long ago in every location except the car, where listening on a radio far surpasses the listening that happens from connecting one's phone to the car system, or perhaps a teenager in the backseat with earbuds in.

And yet, when we look at the in-car environment, slowly but surely, listening on the phone is chipping away at listening to a 'radio.' (Listening to SiriusXM, another major player in the car, is not considered 'listening to a radio set' for this analysis.)

As of this writing, listening on a radio in the car exceeds phone-listening by 2½ : 1. But every time we update our data, the mobile device number inches forward a little more. The margin has shrunk from 62 percentage points in 2015 (radio set 71%, phone 9%) to 35 points today (radio set 58%, phone 23%). At the current pace, it will still be years before the mobile device is the leader in the car that it is at home, at work, and other places.

But like Pac-Man, every day the phone munches away a few more dots of listening. The battle for the future of audio consumption is the battle on the phone, at least until some other kind of device comes around to eat its own dots along the way.

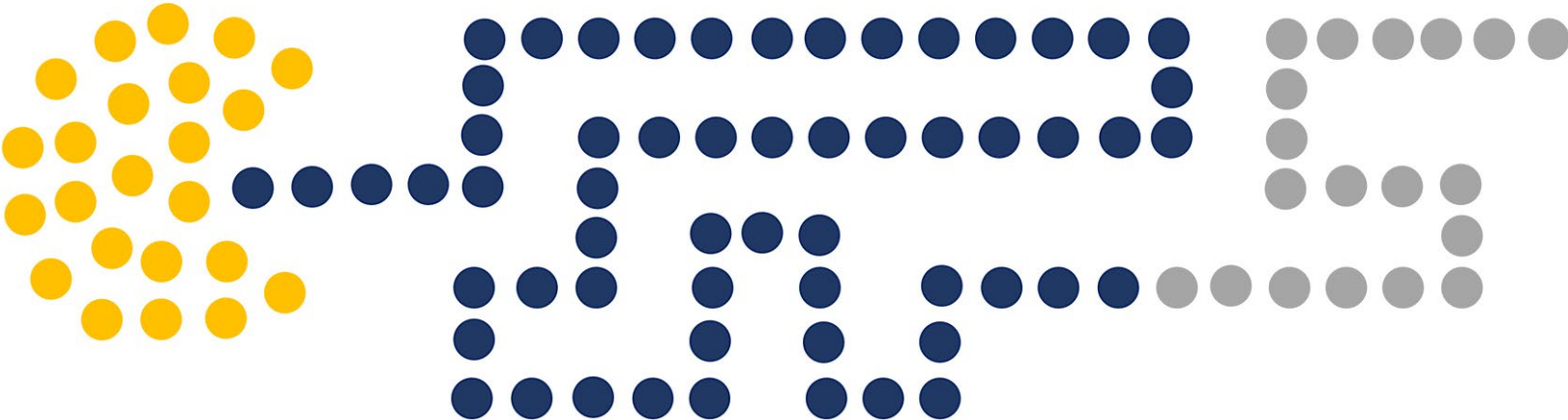
Share of time spent listening to device in car:

U.S. Population 13+

Mobile Device
(23% of listening in car)

AM/FM Radio
(58% of listening in car)

Other Audio Sources
(19% of listening in car)



Edison Research Share of Ear® Q2 2023

Share of Ear®

Originally published July 12, 2023

Does Radio Hardware Matter?

Far back in the history of the U.S. Census, they were tracking ownership of a radio in the home. In 1930, the question was first asked, and the bureau reported that 40% of American households had acquired a 'radio set' by this date. Ten years later, the 1940 Census reported that the number had swelled to about 83% of households.

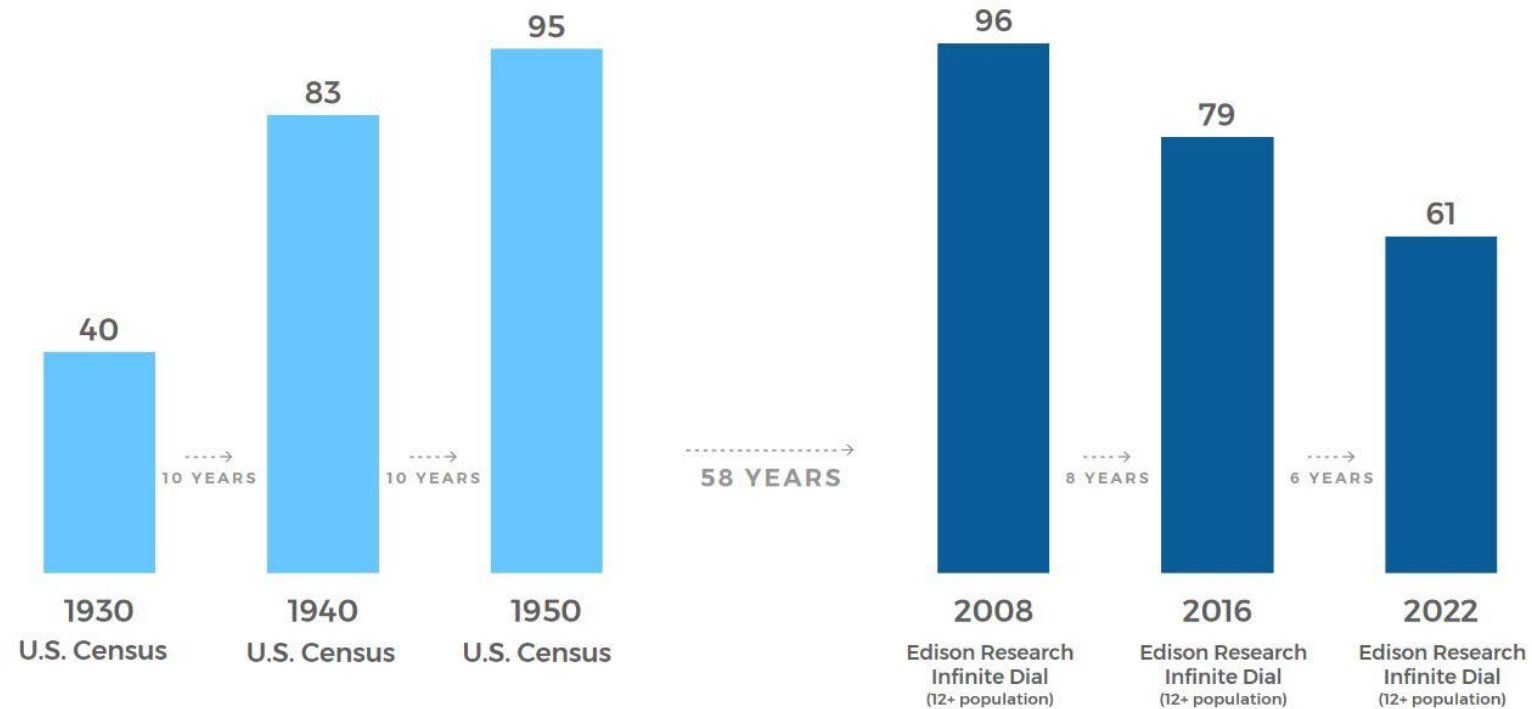
It's a little daunting to contemplate that these questions were once deemed important enough to be on the U.S. Census and now are being tracked, exclusively as far as we can tell, by Edison Research. Bear in mind this is asking about a radio 'in the home' and not including one in a car or elsewhere.

The census last asked the question in 1950, when 95% of homes had a radio. Incredibly, when we first asked this question in 2008, a full *fifty-eight* years later, we essentially found the same result - 96% of homes had a radio. Presumably that number was consistently in the mid-to-high 90s all that time.

And then, as the graph shows, the number started to drop. In 14 years' time the number moved to 61%. While it is dangerous to predict the future, it seems likely that within some relatively short interval of time radio household ownership will be back at the 1940 level.

U.S. Household Radio Set Ownership

% OWNING A RADIO SET IN HOUSEHOLD



THE INFINITE DIAL © 2022 EDISON RESEARCH

WONDERY

ART19
an amazon company

Originally published February 8, 2023

How the Smartphone Drives Online Audio

So much of the joy we take from collecting and reporting data in our Infinite Dial® series, sponsored by Amazon Music, Wondery, and ART19, comes from the ability to have tracked data over such a long period of time.

In the following graph, the blue line is the trend for “monthly online audio listening” – a roll-up of questions in the survey about listening to streams of radio stations or to ‘pureplay’ streamers like Pandora, Spotify, Amazon Music, Apple Music, and the like. Tracked alongside is the data on smartphone ownership since adding this question in 2009.

The graph shows the clear correlation between the adoption of the smartphone and the adoption of online audio. In the first decade of this century, online audio grew, but at a slow pace. From 2000-2010 monthly listening only increased by 22 percentage points, from 5% to 27%.

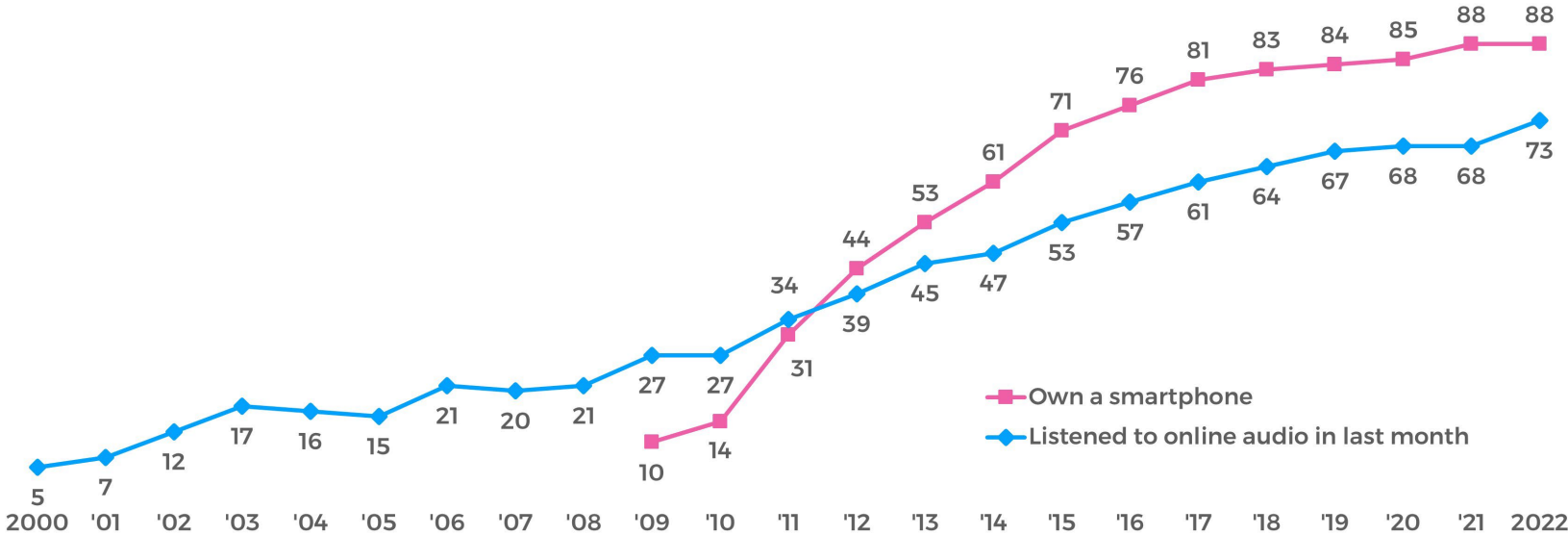
And then it is as if the smartphone came along and yanked the blue line on an upwards trajectory. As nearly all Americans age 12+ acquired smartphones, they also acquired the habit of listening to some form of online audio. From 2010-2020, another 41 percentage points were added. In the 2022 study, the number ran just below three-quarters of all Americans age 12 and older now listening at least monthly in this fashion.

Smartphone ownership vs. monthly online audio listening

TOTAL U.S. POPULATION 12+

THE INFINITE DIAL 2022

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR LISTENING TO STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET



WONDERY



The Infinite Dial © 2022 Edison Research

#InfiniteDial

Originally published February 8, 2023

Audio Listening Devices at Home

Edison's Share of Ear dataset allows us to see what types of audio devices Americans currently are using to consume audio at home.

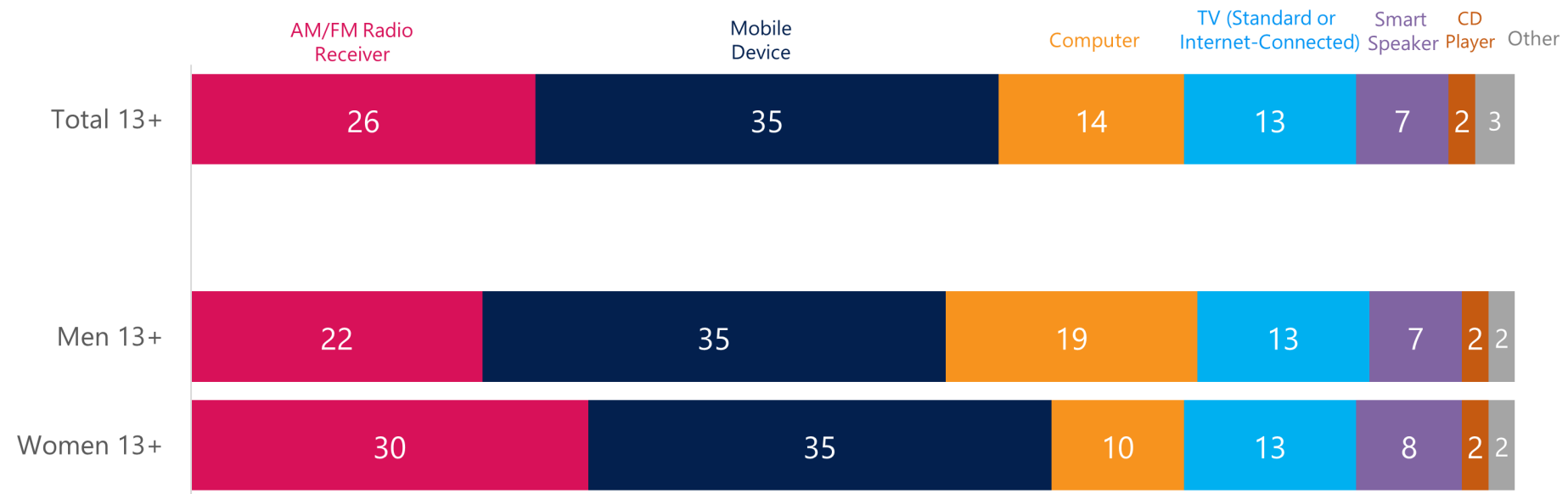
When consuming audio at home, those in the U.S. age 13+ spend over one-third of their daily audio time (35%) listening through a mobile phone. So “mobile” doesn’t have to mean traveling-around-town mobile. It can also mean around-the-house mobile. The next-closest device is AM/FM radio receivers (arguably the original form of mobile audio, at least in ‘transistor’ form), which account for 26% of daily at-home audio time.

Americans age 13+ spend 14% of their daily in-home audio time listening on a computer, 13% on some type of TV, and 7% on a smart speaker.

Mobile device usage for audio consumption at home is at the same level for women and men age 13+ (both 35%). Women and men have different at-home listening habits when it comes to radio receivers and computers, though. Women are much more likely than men to consume at-home audio on a radio receiver (30% v. 22%), and men are much more likely than women to consume audio at home on a computer (19% v. 10%).

Share of Ear[®]

Share of Time Spent Listening to Audio Devices **At Home**



Edison Research Share of Ear[®] Q4 2021; Q1-Q3 2022

Originally published January 4, 2023

Radio on a Radio

Until rather recently, the word “radio” could be used interchangeably to denote either the device — the ‘radio set’ — or the sounds emanating from that set. There was only one way to listen to radio and that was on a radio.

But of course with the advent of streaming, and in particular the widespread adoption of smartphones, ‘radio’ can be unhitched from the radio set. One can now listen to radio without the radio.

So it is worth our while to get a sense for just how devices come into play these days for radio listening.

Data from Share of Ear® shows that 86% of radio listening time among those age 13+ is now spent on a radio and 14% is on other devices. The graph nearby shows that the phone is by far the biggest source of radio listening that doesn’t occur on a traditional radio – more than half of radio streaming happens on a phone.

The chart also shows the same information among 18–49-year-olds. As you can see, this group now does 20% of its radio listening through the internet, and more than two-thirds of that listening time is on the phone. Computers, smart speakers, and internet-connected TVs account for the remaining shares of listening.

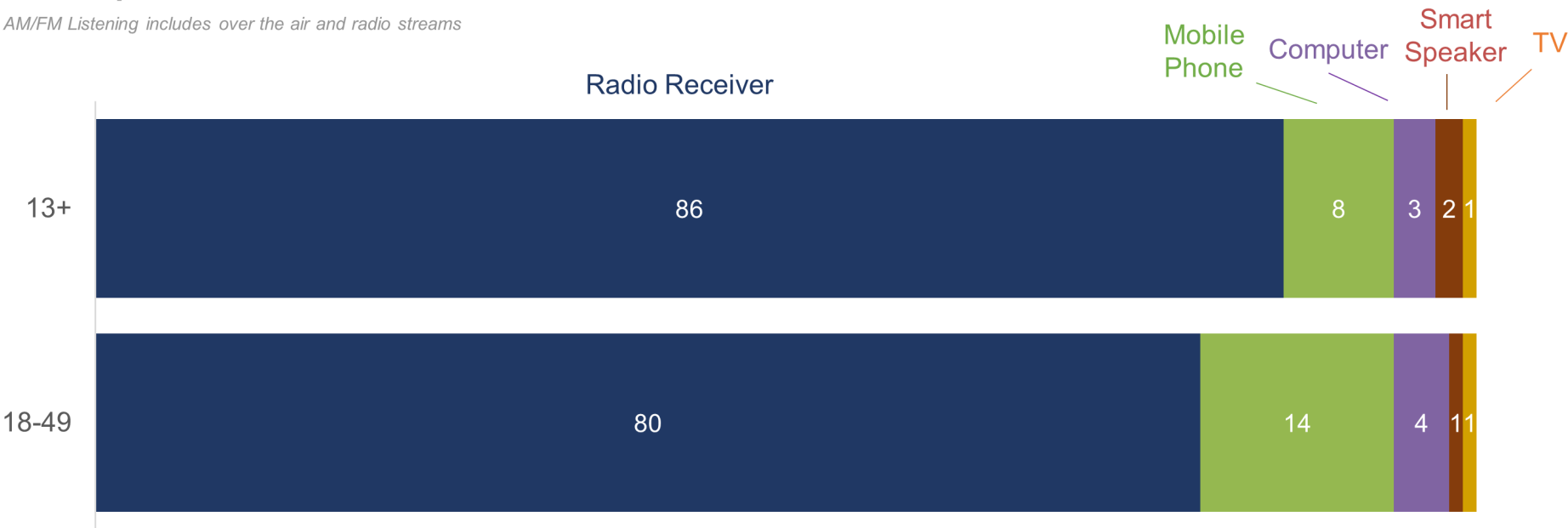
For total audio listening, the phone has surpassed the radio set, after decades with a radio set in the lead. While it is always risky to predict the future, it seems reasonably safe to bet that the phone will be the primary battle zone for consumers’ time spent listening going forward. As of today, only a relatively small portion of time spent listening to audio *on the smartphone* goes to ‘radio’. As radio charts a future that is less dependent on the single-function ‘radio set’, success on the phone, as well as other internet-enabled devices, is imperative.

Share of Ear[®]

AM/FM Listening Time by Device

U.S. Population 13+

AM/FM Listening includes over the air and radio streams



Edison Research Share of Ear[®] Q2 2022 – Q1 2023

Originally published May 24, 2023

Smart Speaker Owners Listen to Streaming Audio, and Listen Longer

“The evolution of audio is partially fueled by new audio technology” was one of five audio megatrends cited in the [Audio in Evolution](#) webinar presented by Edison Research and Amazon Ads. The webinar includes data from Edison’s Infinite Dial© reports and Share of Ear® studies, along with never-before-seen findings from a Q4 2022 survey of U.S. adults.

Smart speaker ownership has grown over 400% in the past six years, moving from a niche smart-home product to a mainstream household item found in many American households.

Smart speaker ownership is fueling audio evolution and growth by providing more reach, increasing time spent with streaming audio, and increasing tune-in frequency.

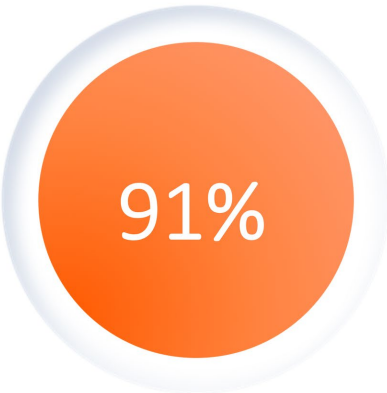
Smart speaker owners are more likely to be streaming audio listeners than non-smart speaker owners. 91% of all US adults who own a smart speaker reported they have listened to streaming audio in the past month, which exceeds non-smart speaker owners by 20%.

Smart speaker owners also spend more time with audio content overall. Smart speaker owners spend nearly 5 hours per day with audio content, which over-indexes non-smart speaker owners by +18%.

Additionally, smart speakers are adding more opportunities for streaming audio tune-in. Nearly two-thirds (63%) of smart speaker owners reported they are listening to streaming audio content more frequently since purchasing their smart speakers.

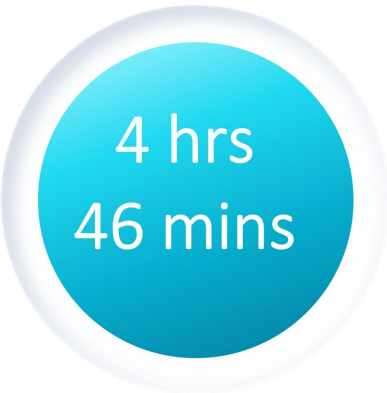
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Smart speaker owners are more likely to listen to streaming audio, for longer



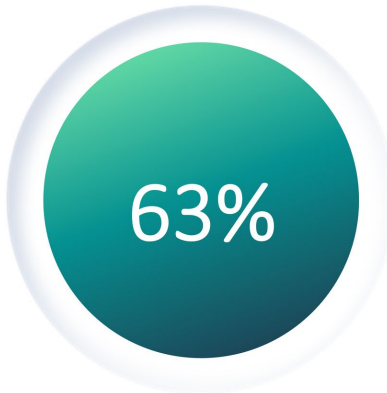
More reach

91% of smart speaker owners reported listening to streaming audio in the past month, +20% more likely than non smart speaker owners.¹



Greater time spent

Smart speaker owners reported listening to audio for 4 hours 46 minutes per day, +12% longer than non-smart speaker owners.²



Listening more frequently

63% of smart speaker owners reported they are listening to audio content more frequently since obtaining their smart speaker.¹



In-Car Listening Technology

Linear Audio Rules in Car
Radios Dominate the In-Car Audio Experience, Even Among Gen Z Listeners
Newer Model Cars = More Listening to SiriusXM
Podcasting's In-Car Opportunity

Linear Audio Rules in Car

One of the biggest trends we have noted over the last decade in audio is the rise of on-demand audio options such as podcasts and paid music streaming. The portion of all daily audio time Americans spend with linear audio is now slightly exceeded by the time spent with on-demand audio.

But what about listening in various locations?

In the corresponding chart, you can see that for listening in locations except for in-car, the majority of daily audio time is spent with on-demand platforms (60%) compared with 40% to linear platforms. This would include listening at home, at work, and other places such as taking walks, or when at the grocery store or gym. There is a very different proportion of linear to on-demand listening in the car, however.

In the car, 76% of the time spent with audio by Americans age 13+ is with linear platforms, which include AM/FM radio, radio streams, SiriusXM Radio, and other radio services. On-demand platforms, such as paid streaming services, podcasts, or owned music such as CDs, garner 24% of the total in-car listening time. Clearly, a very different picture than what is seen in other listening locations.

What is it about the car that makes the linear audio experience that much more appealing? Listening to on-demand audio means more time navigating phone menus and making choices, when the road demands one's attention. Linear audio is, for many people, just easier in-car. The hardware is simple and making an audio choice requires fewer decisions. AM/FM and SiriusXM offer listening experiences where there is no pausing or rewinding, and the content choices are made by program directors – all positives in a linear environment. As for AM/FM, there may be the added element in some cases of actual, live people, speaking to listeners in real time, which could provide companionship while driving.

As in-car audio systems make on-demand listening more streamlined and accessible, we are likely to continue to see on-demand listening grow in cars. For now, though, linear audio takes the lion's share of audio time among those age 13+ in the car.

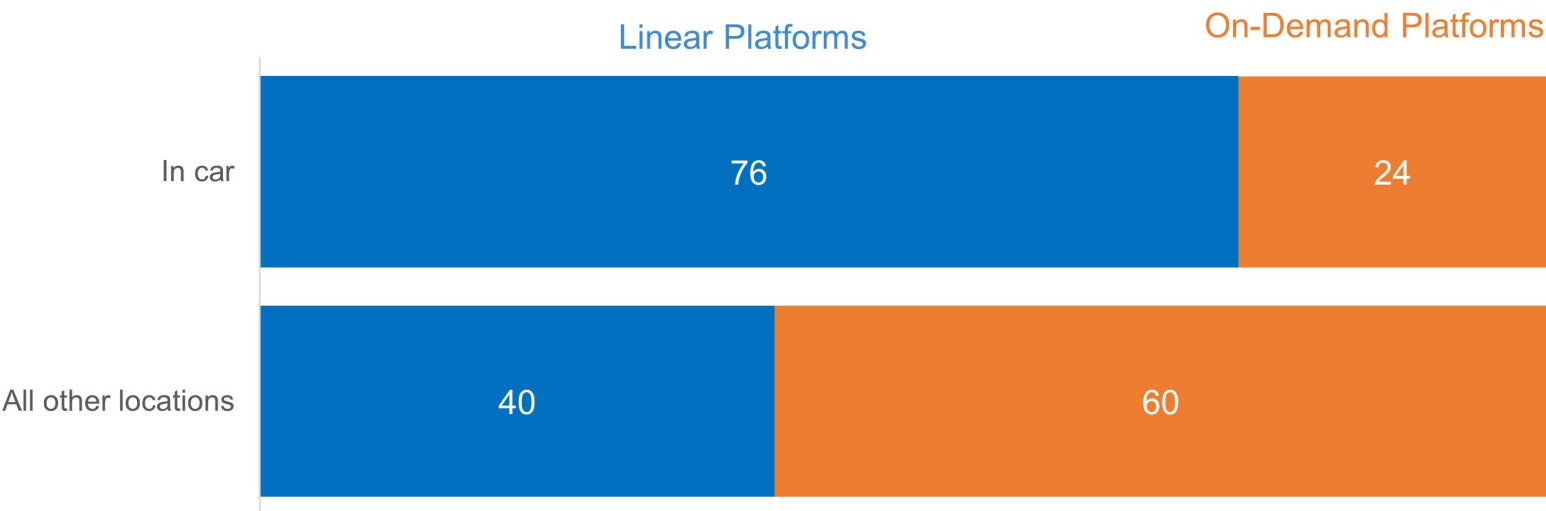
Share of Ear[®]

Share of all audio listening

U.S. Population 13+

Linear platforms include: OTA radio, radio streams, radio services, etc.

On-demand platforms include: podcasts, owned music, paid streaming services, etc.



How to read: Of all daily listening to audio in locations besides the car, 40% of that time is spent on linear platforms

Edison Research Share of Ear[®] Q3 2022 – Q2 2023

Originally published September 13, 2023

Radios Dominate the In-Car Audio Experience, Even Among Gen Z Listeners

Edison Research's Share of Ear data allows us to see how much time Americans typically spend with each audio device when they are listening in-car. This chart shows that among those 13+ who listen in-car, the majority of time (58%) is spent listening through a traditional AM/FM radio receiver. Twenty-one percent of the time is spent with mobile, 16% with a satellite receiver, and 4% with a CD player.

Gen Z listeners (age 13-24) spend around twice the average time listening through a mobile device in-car: 43% compared with 21% for those age 13+. But the traditional AM/FM radio receiver narrowly takes the top spot for in-car listening device for Gen Z at 48%. This might come as a surprise for everyone who knows that Gen Z listeners prefer mobile phones for audio listening overall, and they do, but the in-car environment is different, and young listeners spend almost half of their in-car listening time with an AM/FM radio receiver.

Listeners age 25-54 spend over half their in-car listening time with a traditional AM/FM radio receiver (55%), 26% with a mobile device, and 14% with satellite. If we group AM/FM and satellite together as "radio," then those age 25-54 spend 69% of their in-car listening time with radio receivers.

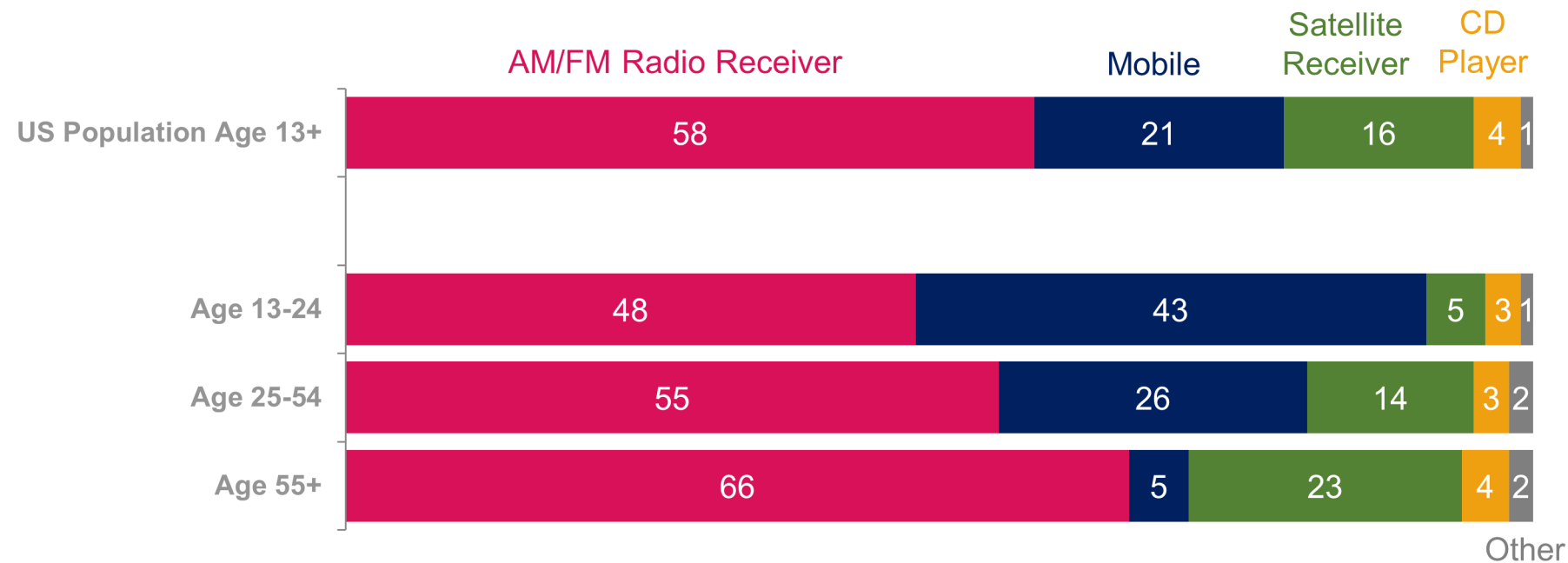
Satellite posts its best numbers with those age 55+, who spend 23% of their in-car listening with a satellite receiver. When combined with traditional AM/FM radio (66%), those age 55+ spend 89% of their in-car listening time with a radio receiver. This group spends five percent of their in-car audio time with a mobile device.

For all demos, CD players are hanging on in the low single digits for time spent listening in-car.

Keep in mind that one shouldn't assume that the driver is making the audio choices in-car for everyone, since it is plausible that a parent could be in the front seat, for example, while a child is listening on their mobile phone through earbuds. One also can't assume that only one thing can be listened to in the car at one time. Regardless, though, what we see here is that radios dominate the in-car listening experience overall.

Share of Ear[®] In the Car

Share of Time Spent Listening by Device



Edison Research Share of Ear[®] Q4 2021; Q1, Q2, Q3 2022

Originally published November 22, 2022

Newer Model Cars = More Listening to SiriusXM

When it comes to audio content and audio listening devices, we could have a chicken-and-egg discussion – do you seek out a device to play the type of audio that you want to hear, or do you go to the most convenient device and choose from available audio? Whichever way those arguments shake out, we can show you that Share of Ear® confirms a link between newer car models and time spent with satellite radio.

The graphic nearby shows the percent of daily in-car audio consumption to SiriusXM by those who primarily drive or ride in older model year cars, versus newer model year cars.

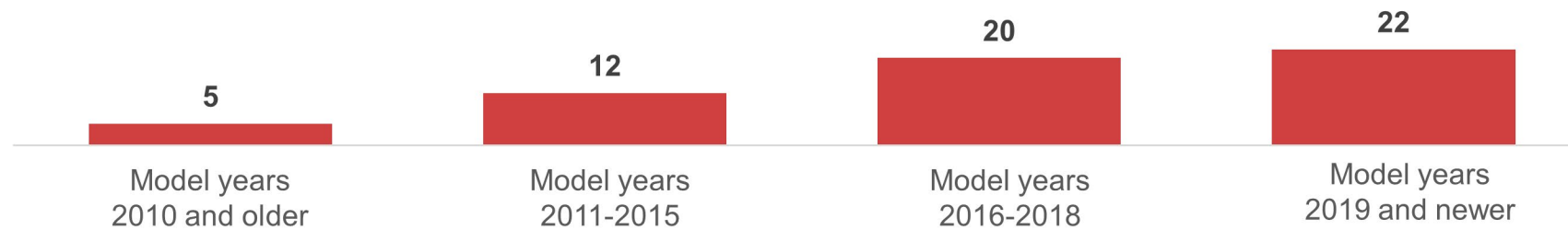
For those who primarily drive or ride in model year cars 2010 and older, 5% of their daily in-car listening time is with SiriusXM. For those who drive or ride in model year cars 2019 and newer, the listening to SiriusXM is over four times that much – 22%. The data in between, for model years 2011-2018, follows the pattern of newer models = more listening.

Newer autos have more modern in-dash systems equipped with satellite receivers, and many new car acquisitions in the U.S. come with a complimentary trial of SiriusXM, so it stands to reason that SiriusXM sees bigger shares in newer vehicles. Linear audio dominates in the car, and it looks like SiriusXM is taking advantage of the linear-positive in-car audio environment.

Share of Ear[®]

Percent of In-Car Total Audio Listening Time
to **SiriusXM** by car model year

U.S. Population 13+



Model year of the primary car or truck the listener spends most of the time driving or riding in as a passenger

Edison Research Share of Ear[®] Q3 2022 – Q2 2023

Originally published September 20, 2023

Podcasting's In-Car Opportunity

Since we began tracking the entire world of audio with our Share of Ear® survey in 2014, we have chronicled the rise of all forms of digital audio, with podcasting as one of the clear gainers over these years.

Our respondents don't just tell us what they listen to, but also *where* they listen (among many other things). Here we take a look at podcasting's share of all listening by location and something quite interesting emerges:

This chart shows podcasting's Share of All Audio Listening by location. You can see that of all the audio time spent at work by those age 13+, 14% is with podcasts, of all the audio time spent at home, 12% is with podcasts, and of all the audio time spent at other places (like the gym, the grocery store, etc.) 11% is with podcasts.

Listening to podcasting is more than 10% of all listening time in every location except for in-car, which is 5%.

What is potentially surprising here is that there is lots of evidence that speech-based AM/FM Radio does much *better* in the car than in other locations. Sports-talk radio, in particular, has often had the highest portion of listening in cars as compared to any other radio format.

It could certainly be the case that the speech-content crowd finds what it wants from AM/FM or SiriusXM while driving, and thus isn't motivated to listen to a podcast. It could also be something about driving itself – most drives are for short distances, for instance – that keeps people from plugging their phones into the car.

The car seems to be an ideal environment for podcasting listening. As such, this location seems one of podcasting's biggest pathways to growth.

Share of Ear[®]

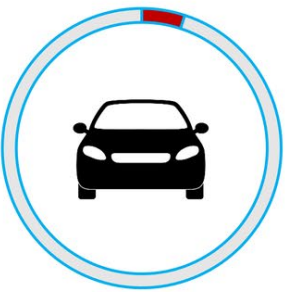
Share of Daily Time Spent Listening To Podcasts in Each Location
U.S. Population 13+



At Work
14%



At Home
12%



In Car
5%



Other Place
11%



How to read: Of all daily audio time at work among those age 13+, 14% of it is spent with podcasts
Source: Edison Research Share of Ear Q3 2022-Q2 2023

Originally published July 26, 2023

AM/FM Radio and Radio Streams

AM/FM Over the Air vs. Streaming

Time Spent with Radio Exceeds that Spent with Streaming Music

AM/FM Radio Listening Age 18+ is Vastly Larger than Ad-Supported Streaming Music

AM/FM Listening is Not Only In-Car Listening

AM/FM: OTA, Streaming, and Both

AM/FM Over the Air vs. Streaming

This chart shows annual data from the inception of Share of Ear in 2014. The comparison only is concerning listening to AM/FM radio content – comparing listening on a ‘radio set’ to that done on any streaming device – phone, smart speaker, etc. In 2014, five percent of the total AM/FM listening among those in the U.S. 13+ was to the station streams, with 95% being over the air.

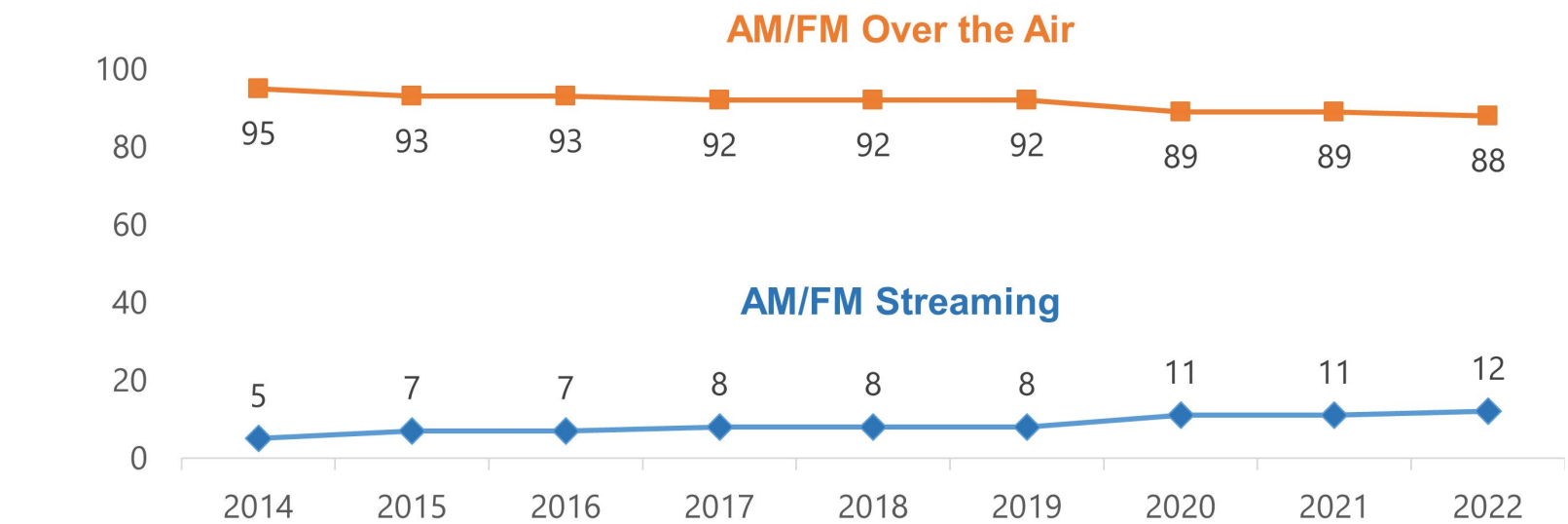
There was almost no change in share of time with streaming compared with over-the-air listening from 2015 to 2019. In that four-year span, streaming increased by one percentage point. But in one year between 2019 and 2020, the percent of AM/FM listening time spent with station streams increased from 8% to 11%, and is now at 12%.

It’s probable that time at home and away from our cars due to quarantine restrictions caused a bump in the percent of total AM/FM audio time spent with streams. It’s also worth noting that as overall time with over-the-air AM/FM decreases, the time with station streams makes up a bigger portion of the total.

We are finally firmly in double digits with the percent of AM/FM consumption done to radio station streams on an overall basis, but probably still lower than one would expect given digital audio devices. We will continue watching Share of Ear trends to see how AM/FM listening tracks with over-the-air versus streams.

Share of Ear[®]

Portion of AM/FM Radio Listening Over the Air vs. Streaming, A13+



AM/FM Radio Streams includes the radio station website and mobile apps. Does not include internet-only audio.

Edison Research Share of Ear © Q4 2021; Q1 - Q3 2022

Originally published November 30, 2022

Time Spent with Radio Exceeds That Spent with Streaming Music

You might have read the headline and thought, nope — no way do listeners spend more time with radio than streaming music. But in fact they do: Listeners age 18+ spend more than twice the amount of their daily audio time with AM/FM radio compared to streaming music.

Using Edison Research's Share of Ear® dataset, we compare the share of daily audio time spent with AM/FM Radio listening (including over-the-air and streams) with non-AM/FM streaming music (including Spotify, Pandora, Amazon Music, Apple music, etc.). With adults in the U.S. clocking 71% of their time listening to AM/FM Radio, that's more than double the time spent with Streaming Music (29%).

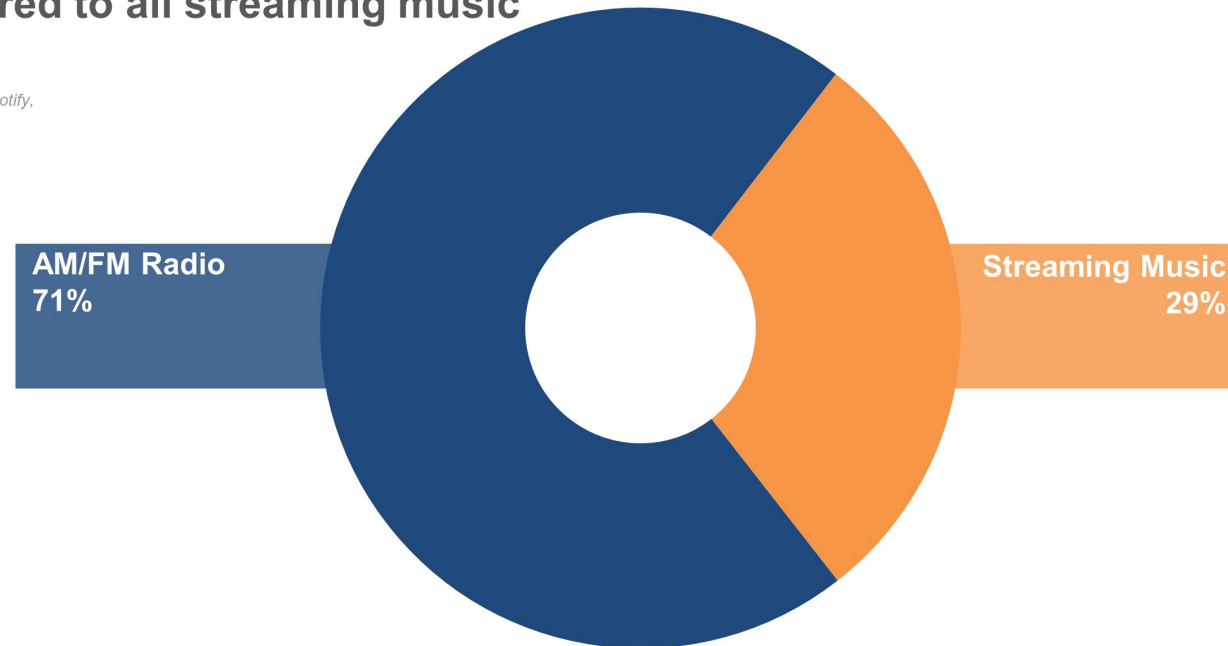
This chart shows AM/FM Radio (including station streams) versus *ad-supported* streaming music services.

Share of Ear[®]

**More than twice the amount of time is spent with
AM/FM Radio compared to all streaming music**

U.S. Population 18+

AM/FM Radio includes over the air and radio streams
Streaming Audio includes pure plays such as Pandora, Spotify,
and others; both ad-supported and subscription



Edison Research Share of Ear[®] Q1 - Q4 2022

Originally published March 15, 2023

AM/FM Radio Listening Age 18+ is Vastly Larger than Ad-Supported Streaming Music

The nearby graph shows AM/FM Radio (including station streams) versus ad-supported streaming music services.

More than five times the amount of daily audio consumption among U.S. adults is spent with AM/FM radio, including radio station streams, (85%) than with ad-supported streaming music (15%).

Much of the time spent listening to streaming sources isn't ad-supported; but this point illustrates a strength of traditional AM/FM radio as it pertains to whom advertisers can reach.

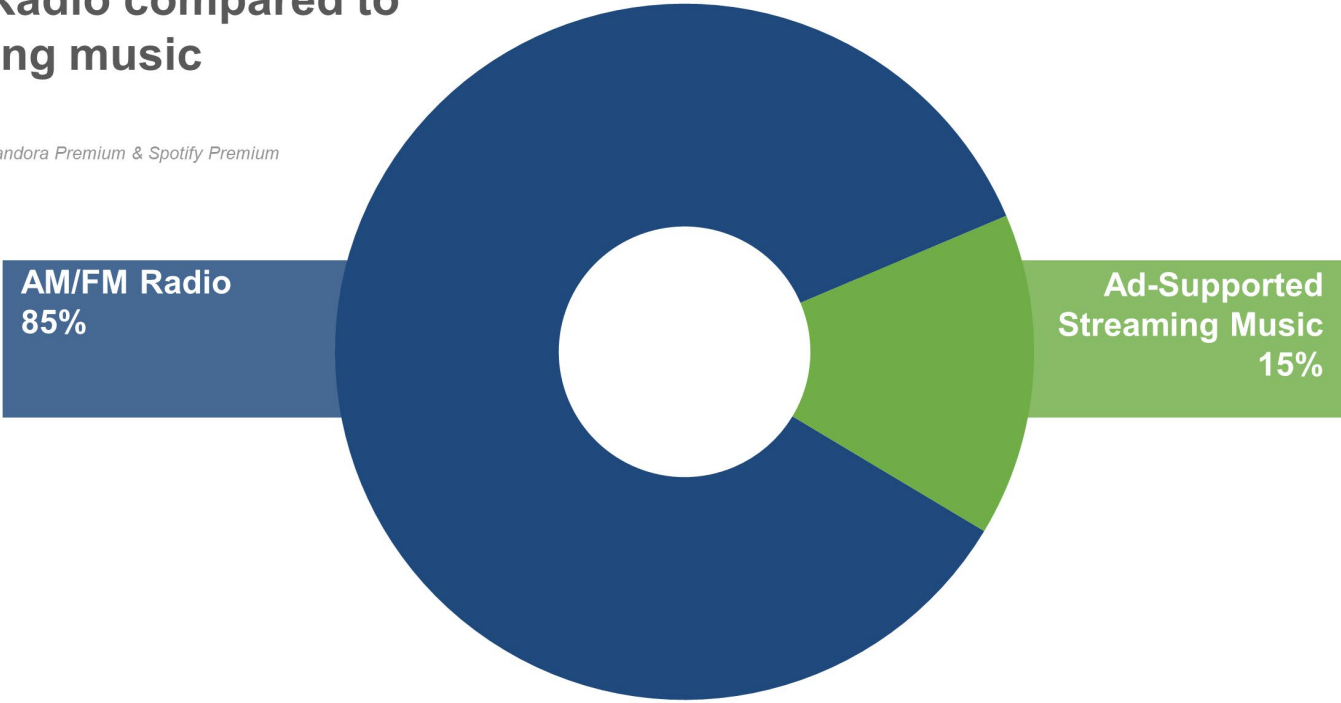
Share of Ear[®]

More than five times the amount of time is spent with AM/FM Radio compared to ad-supported streaming music

U.S. Population 18+

AM/FM Radio includes over the air and radio streams

Ad-Supported streaming Audio excludes pure plays from Pandora Premium & Spotify Premium



Edison Research Share of Ear[®] Q1 - Q4 2022

Originally published March 15, 2023

AM/FM Listening is Not Only In-Car Listening

Often the radio industry will turn to in-car listening stories to show the strength of the medium, and for good reason, since radio dominates the in-car audio experience. This chart uses Share of Ear data and compares two in-car audio sources: AM/FM radio (including station streams) and streaming music. When comparing the time spent listening between those two audio sources in-car, you can see that among those age 18+, 88% of their in-car audio time is spent with AM/FM radio (including broadcast and station streams), and 12% is spent with all other music streaming.

The chart also shows listening in other locations besides the car. Even outside the car, nearly twice the amount of time in the U.S. is spent with AM/FM radio among those 18+ compared to all other streaming music. This might be a new way to think about radio consumption and how it stacks up against streaming in other locations besides the car.

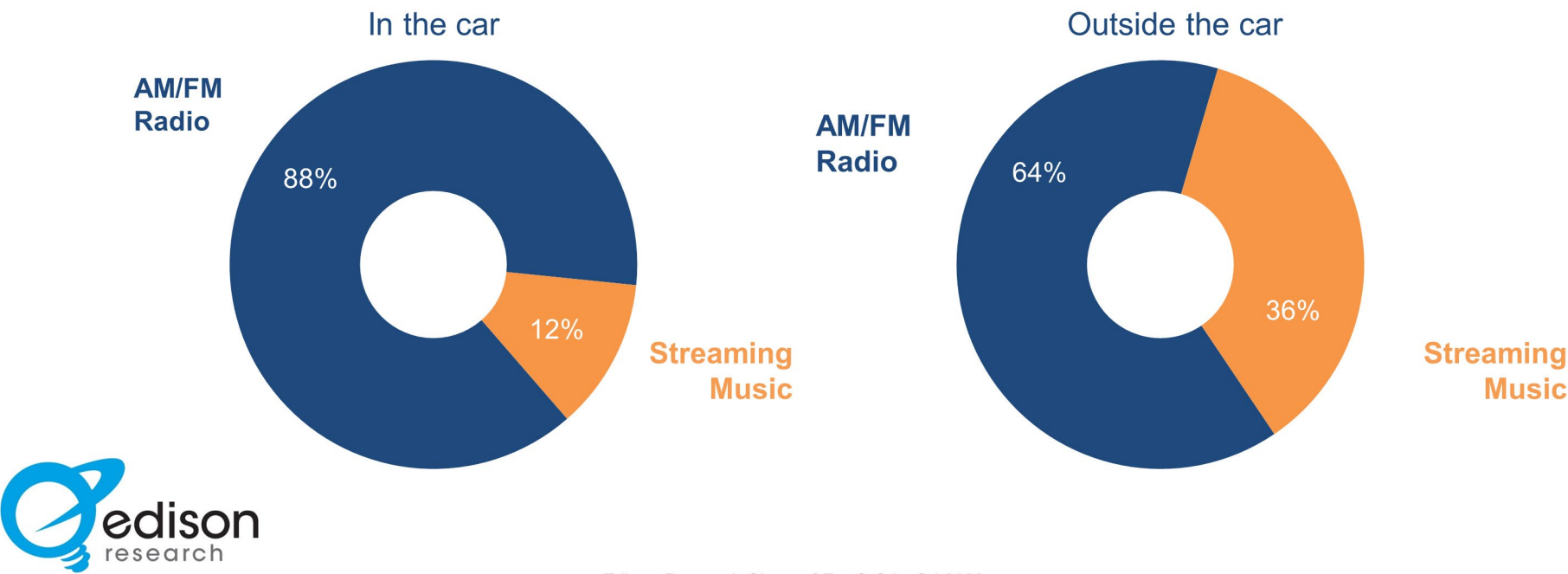
Share of Ear[®]

Nearly two times the amount of time is spent with AM/FM radio compared to all streaming music outside the vehicle

U.S. Population 18+

AM/FM Radio includes over the air and radio streams

Streaming Music includes pure plays such as Pandora, Spotify, and others; both ad-supported and subscription



Edison Research Share of Ear[®] Q1 - Q4 2022

Originally published March 22, 2023

AM/FM: OTA, Streaming, and Both

The biggest transformations we have seen in audio consumption over time relate to the rise of the smartphone and the reallocation of listening time from other devices to the mobile phone.

Despite those changes, listening to AM/FM remains a powerful force in total audio listening, particularly with regard to reach. Bearing in mind that Share of Ear respondents are keeping a one-day audio diary, fully 63% of respondents (among the total sample, Americans age 13 and older) are reached by AM/FM radio content every single day. That is really a huge total – in a typical day, way more than half of everyone age 13+ in the U.S. listens to AM/FM radio.

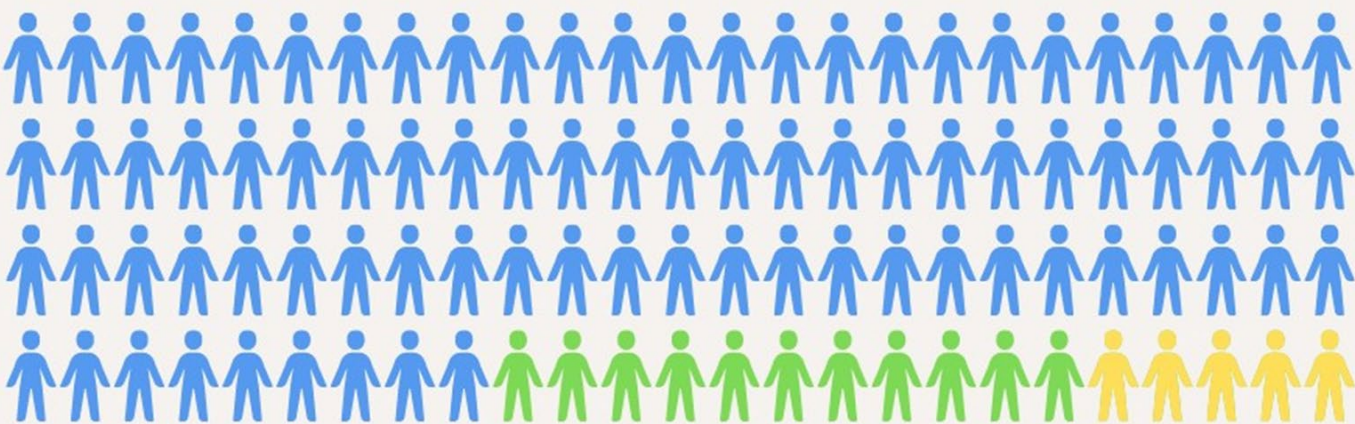
Here we look inside that number – at those people who listen to radio in a typical day. We wanted to see how they are listening. Is it on a ‘radio set’, meaning ‘over-the-air’? Or are they listening to the streams of AM/FM stations on a digital device (phone, computer, smart speaker, internet-enabled television, video game console, etc).

As this chart shows, 84% of daily radio listeners report listening exclusively over-the-air, and 5% of radio listeners reported listening only to streams. A sizeable portion – 11% of respondents (or about 7% of all Americans age 13 and older) recorded both.

As all audio consumption has evolved over the decade of Share of Ear, so is radio listening evolving. About one-in-six daily radio listeners record at least some radio listening on a digital device.

Share of Ear[®]

Percentage of Listeners to AM/FM Audio Sources
Daily Radio Listeners in U.S. Age 13+ (63% of total 13+ population)



84%

Listen to AM/FM only over-the-air

11%

Listen to AM/FM both over-the-air and via streaming

5%

Listen to AM/FM only via streaming

How to Read:
Of daily AM/FM radio listeners in the U.S. age 13+, 84% listen to AM/FM only over-the-air
Edison Research Share of Ear[®] Q3 2022 – Q2 2023



Originally published August 16, 2023

Podcast Listening

The Steady Climb of Podcasting's Reach in the U.S.

The Top 10 Podcasts Among Women in the U.S.

The Power of Women in Podcasting

Top Podcast Genres in the U.S.

Listening Makes for Better Watching – the Top Sports Podcasts Revealed

43% of the Black Population in the U.S. are Monthly Podcast Listeners

Latino Listeners Support Podcasts

True Crime Delivers Hits

Top 25 Podcasts in the UK from Edison Podcast Metrics

Top 50 Podcasts in the U.S. from Edison Podcast Metrics

The Steady Climb of Podcasting's Reach in the U.S.

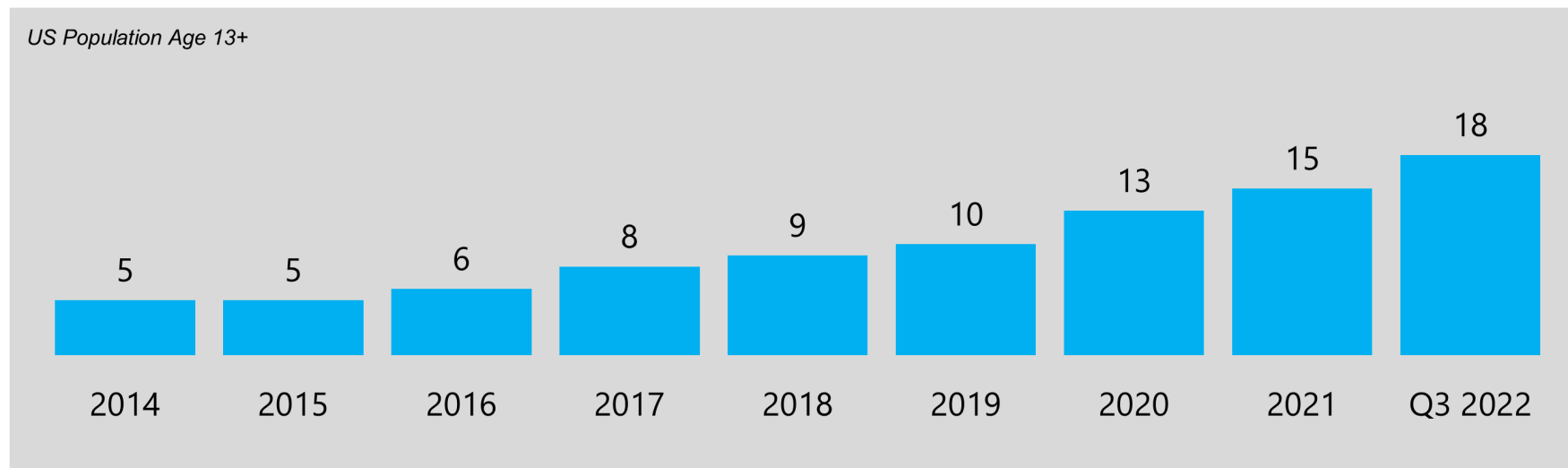
Share of Ear data from Edison Research has shown a consistent uptick in the reach of podcasts among Americans 13+.

In 2014, the first year of the Share of Ear survey, podcasts reached 5% of those in the U.S. age 13+. As of Q3 2022, podcasts now reach 18% of those age 13+ in the U.S. — a 20% increase in the past year (Q3 2021), and over three times the reach of 2014. The years in between show a steady growth in reach. There have been some fluctuations in podcast reach from quarter to quarter, as we saw the beginning and end of quarantine restrictions, but this graph that shows the climb of podcast reach should be encouraging for the podcast community.

Podcasts account for 24% of all spoken word audio consumption among those age 13+ according to the latest Share of Ear data, and we know that time spent with podcasts has grown. But this graph isn't about time spent with podcasts, it shows that more people are listening to podcasts, which means content creators have the opportunity to grow time spent listening with those people.

Podcasting Daily Reach:

% of Americans 13+ who listen to a podcast each day



Share of Ear[®]

Originally published November 10, 2022

The Top 10 Podcasts Among Women in the U.S.

In order to get your attention to this information we could follow the sometimes amusing, often disturbing, trend of gender reveals gone awry. We could feature our Top 10 Podcasts among U.S. Women with a pink smoke bomb or a confetti cannon.

But the last thing we want to do by talking about which podcasts reach the most women is to reinforce gender stereotypes. Rather, we would like to share the following Top 10 list.

The rankings are from Edison Podcast Metrics, which measures podcast listening (not downloads) and is the only comprehensive measure of podcast listening in the U.S. Based on data from Q4 2022-Q1 2023, Crime Junkie with host Ashley Flowers is the podcast that reaches the most women age 13+ in the U.S. Yes, The Joe Rogan Experience ranks #2 among women, which some readers may find surprising, but the massive total reach of the show is self-evident. Rounding out the top three is Morbid, hosted by Alaina Urquhart and Ash Kelley, so two of the top three podcasts among women are indeed true crime (actually Morbid is classified as comedy, so true crime/comedy in practice), and those two podcasts have hosts who are women. Incidentally, all of the top three podcasts also show up on the men's ranker (at #5, #1, and #9 respectively).

We know from the Women's Podcast Report from Edison Research and SXM Media that 90% of women monthly podcast listeners listen to at least one podcast hosted or produced by a woman. Forty-eight percent of women monthly podcast listeners would feel more favorable about a brand if they knew it advertised on a podcast hosted by women.

Forty-eight percent of women monthly podcast listeners in the U.S. are age 12-34, 34% are age 35-54, and 18% are age 55+. Almost half of them are age 34 or younger! This is a group that is cementing their listening habits and can grow with the podcast medium, and group whose value is worth recognizing.

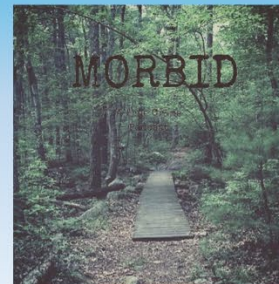
Top 10 Podcasts Based on U.S. Reach Among Women Age 13+



1



2



3



4



5



6



7



8



9



10

edison
podcast metrics



Source: Edison Podcast Metrics Q4 2022 – Q1 2023

Originally published July 19, 2023

The Power of Women in Podcasting

Women podcast listeners are a growing, valuable audience. As shown in the Women’s Podcast Report sponsored by SXM Media, women are closing the gender gap in terms of monthly podcast listening. Women podcast listeners are highly educated, more affluent, and younger than total U.S. Women.

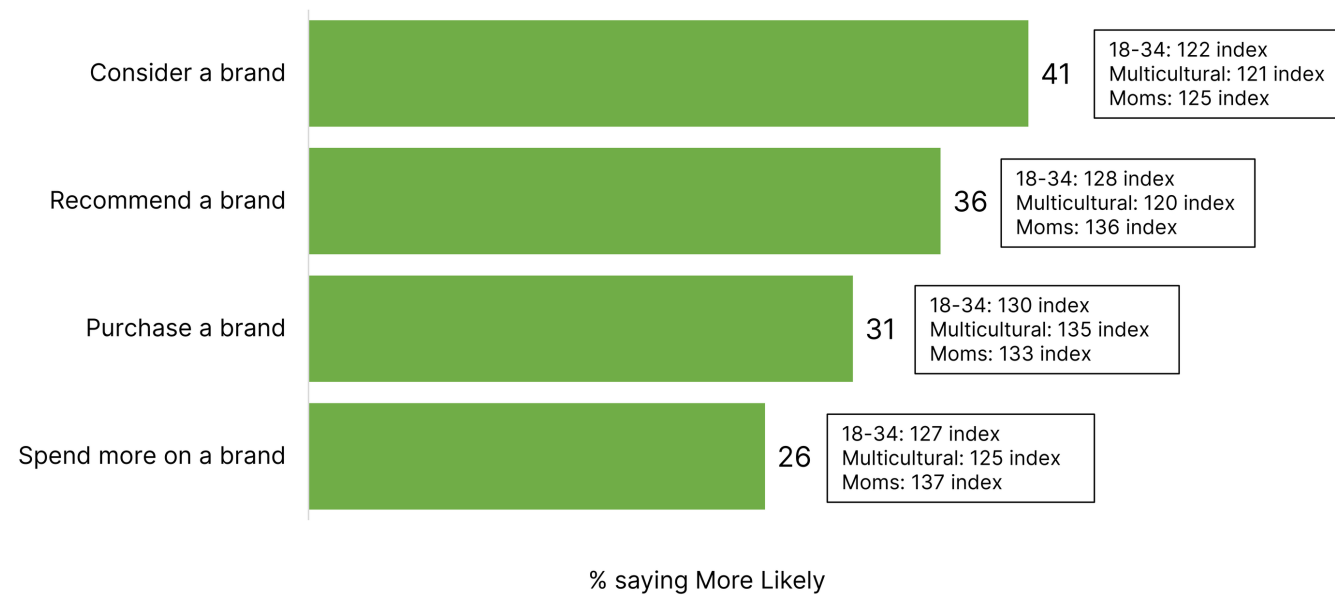
Women are influential and engaged listeners. Women podcast listeners are active promoters of the podcasts they love, sharing them regularly with friends and family. They are engaged with their favorite podcast shows, hosts, and fellow listeners on social media.

Women have an appetite for more female voices and perspectives. Over half of women podcast listeners say they would listen to more podcasts if there were more that focused on female stories & perspectives or were hosted by women. There is a strong opportunity to develop and amplify diverse voices (57% of multicultural women podcast listeners, and 67% of Gen Z women podcast listeners wish there were more podcasts that focus on women of color).

Ads on women-hosted podcasts deliver. Women podcast listeners are more likely to consider, recommend, and purchase brands that advertise on women-hosted podcasts, as this chart displays.

Compared to brands you hear advertised on other podcasts, does knowing brands advertise on podcasts hosted or produced by women make you more or less likely to...

Base: Women Monthly Podcast Listeners 18+



Top Podcast Genres in the U.S.

Comedy is the podcast genre listened to by the most people in the U.S. Since we started measuring podcasts with Edison Podcast Metrics, Comedy has consistently performed strongest in terms of reach.

Society & Culture podcasts take the #2 slot, with News in third. Of course there are shows with significant audiences in all these categories.

This ranker measures reach as a percentage of the weekly podcasting audience drawn from a sample of more than 20,000 weekly podcast listeners. Edison Podcast Metrics is the only podcast measurement service that measures the relative audience size and demographics of all podcasts and podcast networks

U.S. Top Podcast Genres, By Reach

Weekly Podcast Listeners Q4 2021 - Q3 2022

1	Comedy
2	Society & Culture
3	News
4	True Crime
5	Sports
6	Business
7	Arts
8	History
9	Religion & Spirituality
10	Education
11	Health & Fitness
12	TV & Film
13	Music
14	Science
15	Technology
16	Fiction
17	Leisure
18	Kids & Family
19	Government



How The Study Was Conducted: The Edison Podcast Metrics Q4 2021 - Q3 2022 Top Podcast Genres, By Reach is based upon 11,675 online interviews with weekly podcast consumers in the United States, ages 18 and older. Interviews were conducted in English and Spanish from 10/1/2021 - 9/30/2022. Genres are based on the information podcast shows report to the Apple API. All respondents reported listening to podcasts in the last week. Data weighted using The Infinite Dial from Edison Research, Wondery and ART19.

Originally published January 11, 2023

Listening Makes for Better Watching – the Top Sports Podcasts Revealed

When it comes to sports, historically we mostly think of TV, radio, magazines and online publications bringing us the action and commentary. But now a younger medium has allowed fans to stay closer to their favorite sports and teams than ever before: podcasts.

The inexpensive entry point for podcasting means anyone can create their own. The NFL's Kelce brothers started a podcast at the beginning of the 2022 NFL season, allowing us to come along on an incredible ride that would eventually lead to both of them meeting on the big stage. And then late in 2023 rumors of a relationship between Travis Kelce and Taylor Swift sent that show into a new orbit. Sports podcasts like theirs, and the ability to listen whenever and wherever, bring millions of fans endless analysis and perspectives. But, just like in sports, there can only be one winner that draws in the largest audience.

We can tap into Edison Podcast Metrics to identify the most popular sports shows. Edison Podcast Metrics is the only dataset that covers the entire podcasting space, not just networks who opt-in to any particular download counting service. So here are the top podcasts in the beloved sports genre:

Standing in third place is *The Pat McAfee Show 2.0*, while second place goes to Barstool Sport's *Pardon My Take*. At the top of the podium is The Ringer's *Bill Simmons Podcast* – having earned the highest number of U.S. podcast listeners in the third and fourth quarters of 2022.

All three shows cover the hottest stories in sports, occasionally interviewing players and coaches. They publish episodes frequently so listeners can tune in routinely. And they also encompass many sports, leading to year-round interest.

U.S. Top Sports Podcast Q3 2022 - Q4 2022

Base: Weekly Podcast Listeners Age 13+

n= 10,597



#1

The Bill Simmons Podcast
Spotify



#2

Pardon My Take
Barstool Sports



#3

The Pat McAfee Show 2.0
Pat McAfee Inc.

edison
podcast metrics

Originally published February 15, 2023

43% of the Black Population in the U.S. are Monthly Podcast Listeners

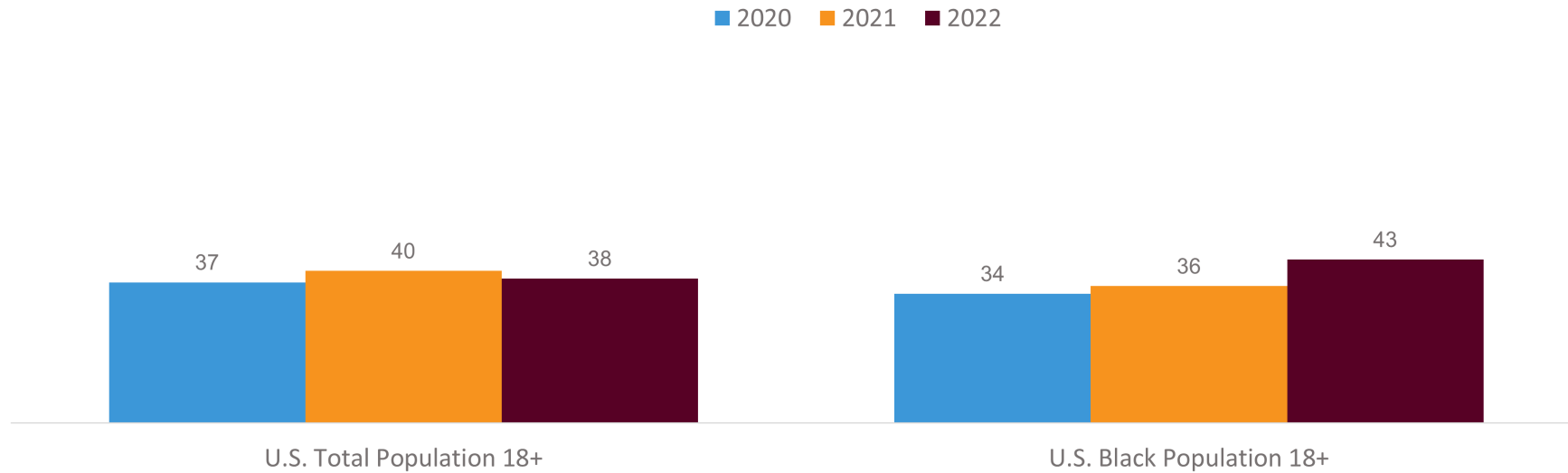
One of the keys to success for content creators and producers in the podcasting industry is understanding the podcast listening audience. To that end, we are proud to share some data from the Black Podcast Listener Report 2.0 from Edison Research with SXM Media and Mindshare USA:

43% of the Black 18+ population in the U.S. are monthly podcast listeners. That number is five points higher than the number of the overall 18+ population who report monthly podcast listening, 38%. It's also up from 36% of the Black U.S. population 18+ who said they listened to a podcast in the last month in 2021.

The percentage of the 18+ Black population who are monthly podcast listeners has increased nine points from 2020 to 2022, outpacing the growth among the total U.S. population.



Listened to a podcast in the last month: % saying yes



Source: The Infinite Dial 2022 from Edison Research, Wondery, and ART19



Originally published February 25, 2023

Latino Listeners Support Podcasts

The Latino Podcast Listener Report 2023 was conducted thanks to the generous sponsorship of LWC Studios, Latina to Latina podcast, Libsyn, Latino Media Network, and SXM Media.

The study included many interviews with Latino podcast listeners around the country, and if you have a chance google the study and watch these videos, you will see that these respondents feel an intense connection to their favorite shows' hosts. So much so that they have donated directly to at least one show.

When asked why, one respondent named Vanessa spoke about wanting to help people and make a difference. Magdalene recognizes that the podcasters have a bigger platform than she does, so she contributes because they can speak on certain issues on her behalf. Jan feels like it's worth it to keep certain shows on the air. Fatima appreciates that her favorite show from Mexico was visiting her town in the U.S. Hope donated, received merchandise, and got access to completely unfiltered, unedited episodes of her favorite podcast. "When they started having the Zoom sessions – with them – that's what kind of sold me on it." Hope speaks of being able to connect as much as possible, "It was like a private party."

Listeners connect with podcasts in different ways, and podcast fans will step up with monetary support if they are motivated to do so.

This chart shows how Latino weekly podcast listeners choose to engage with podcasts. The significant percentages illustrate that their relationship with podcasts goes beyond listening to episodes and suggests a strong connection to shows and hosts.



Ways Latino Weekly Podcast Listeners Have Interacted with Podcasts

“Have you ever... from a podcast?”

35%

Signed up for a newsletter

31%

Purchased branded merchandise

22%

Attended a virtual event

21%

Donated or given money

18%

Attended an in-person event

Base: U.S. Latino Weekly Podcast Listeners



Originally published February 25, 2023

True Crime Delivers Hits

Ever since “Serial” recounted the story of the murder of Hae Min Lee and had the first podcast considered a mainstream ‘hit’, the True Crime category has been closely associated with podcasting.

Edison Podcast Metrics data helps show just how successful True Crime is generally.

Baseball batting averages are calculated by dividing the number of hits into the number of at bats; this podcast genre “batting average” is calculated by looking at the number of times a genre appears in the top 200 (its hits) divided by the number of times a genre appeared in the top 20,000 (its at-bats).

Podcast averages are ‘low’ compared to baseball, and this is because there are so many more podcasts. In other words, if we look at the top one percent of shows, an equal distribution would mean that 1% of the titles in that category should be in the top 200. So, we can think of a podcast batting average of 1% as being equivalent to your typical major league batter – say a .250 hitter. As we go above 1%, we are looking at the podcast genres with the highest batting averages.

As such, a clear story emerges.

While it doesn’t have the most shows in the top 200, True Crime scores an easy win for the batting title. Fully 3.8% of all the shows coded to True Crime (among the top 20,000 shows in our code list) make the top 200.

Comedy has more shows in the top 200, but way more shows overall, so it checks in at second place with a 2.7% average.

And the third best batting average is for News with 2.0%. The other genres with an above-par average are Science and History.

This is not to say that the only path to the top is to be in these categories. Note that the grab-bag category of “Society & Culture” has 20 shows in the top 200. It is just that there are so many shows in this category in the top 20,000 that its average is below 1%.

Note further that every category has at least a few shows in the top 200. But if one is looking at these ‘batting averages’, True Crime is the genre that yields the highest chance for a ‘hit’.

"Batting Average" of Podcast Genres in the U.S.

Genres Most Likely To Place A Show In The Top 200
Source: Edison Podcast Metrics, Q3 - Q4 2022

Genre	Number of shows in the Top 200	Batting Average
True Crime	27	3.8%
Comedy	46	2.7%
News	31	2.0%
Science	6	1.7%
History	5	1.3%
Fiction	3	0.9%
Technology	3	0.9%
Business	10	0.9%
Society & Culture	20	0.9%
Music	5	0.8%
Sports	14	0.7%
Health & Fitness	5	0.5%
Arts	4	0.4%
Religion & Spirituality	4	0.3%
Leisure	2	0.3%
TV & Film	3	0.2%
Education	2	0.2%



Batting average is the number of shows in each genre that make the top 200 divided by the number of shows in that genre that make the top 20,000.

Originally published April 5, 2023

Top 25 Podcasts in the UK from Edison Podcast Metrics

This chart ranks the 25 biggest podcasts based on total weekly audience reach as measured by Edison Podcast Metrics UK. This Q2 2023 ranker is derived from data collected continuously during the second quarter of 2023, from 2,273 weekly podcast consumers ages 15 and older in the UK.

The top three podcasts in the UK based on total weekly audience reach among weekly podcast listeners age 15+ are The Joe Rogan Experience, The Diary Of A CEO with Steven Bartlett, and Off Menu with Ed Gamble and James Acaster.



Top 50 Podcasts in the U.S. from Edison Podcast Metrics

People love rankers. We love lists of things in descending (or ascending) order that allow us to judge the particular items on some sort of qualitative or quantitative measure. Some rankers, like The 25 Best Beaches in the U.S.A are based on subjective qualities. Others are created purely for entertainment, a market that BuzzFeed cornered nicely. And the most controversial rankers are a mix of data and subjective measures, with the college football ranking system being the best (or worst) example.

The point being, readers must understand what is being measured to understand what the ranker is saying.

The Edison Podcast Metrics ranker is based on survey research, meaning Edison Research surveys listeners and asks them to report, via an online listening diary, what podcasts they consume, along with other data as well. There is no list of shows or networks for the respondents to choose from; the respondents simply record what they are listening to. The data for the ranker here was collected during every day in the months of April, May and June of 2023. The data was collected from 5,352 weekly podcast listeners in the U.S. age 13+. Unlike download counts, which require companies to opt-in for measurement and don't necessarily connect to actual listening, Edison Podcast Metrics is a complete ranker of weekly reach for the whole podcasting universe.

Here are the top shows based on the average number of weekly podcast listeners age 13+ in the U.S. that listen to the show.

Q2 | 2023

TOP 50 PODCASTS IN THE U.S.

SHOWS WITH THE LARGEST WEEKLY AUDIENCE



TITLE	PRODUCER	TITLE	PRODUCER	TITLE	PRODUCER
1 The Joe Rogan Experience	Joe Rogan	18 Planet Money	NPR	35 Armchair Expert with Dax Shepard	Armchair Umbrella
2 Crime Junkie	audiochuck	19 Pod Save America	Crooked Media	36 TED Talks Daily	TED Talks
3 The Daily	The New York Times	20 My Favorite Murder	Exactly Right	37 WTF with marc Maron Podcast	Marc Maron
4 This American Life	This American Life	21 The Dan Bongino Show	Cumulus Podcast Network	38 Fresh Air	NPR/WHYY
5 Call Her Daddy	Alex Cooper	22 The Ramsey Show	The Ramsey Network	39 Last Podcast On The Left	Last Podcast Network
6 Dateline NBC	NBC News	23 MrBallen Podcast	MrBallen	40 Lex Fridman Podcast	Lex Fridman
7 Stuff You Should Know	iHeartPodcasts	24 Up First	NPR	41 Pardon My Take	Barstool Sports
8 The Ben Shapiro Show	The Daily Wire	25 Your Mom's House	YMH Studios	42 The Matt Walsh Show	The Daily Wire
9 Office Ladies	Earwolf	26 Dark History	Audioboom Studios	43 The Joe Budden Podcast	The Joe Budden Network
10 Smartless	Wondery	27 Drink Champs	Black Effect	44 Radiolab	WNYC Studios
11 2 Bears 1 Cave	YMH Studios	28 Million Dollaz Worth of Game	Black Effect	45 Huberman Lab	Scicomm Media
12 Morbid: A True Crime Podcast	Wondery	29 Distractible	Wood Elf Media	46 Murder, Mystery & Makeup	Audioboom Studios
13 Serial	Serial Productions	30 The Bill Simmons Podcast	The Ringer	47 The Jordan B. Peterson Podcast	The Daily Wire
14 Impulsive with Logan Paul	Kast Media	31 H3 Podcast	h3h3 productions	48 The Deck	audiochuck
15 This Past Weekend w/Theo Von	Kast Media	32 Wait Wait...Don't Tell Me!	NPR/WBEZ	49 Anything Goes with Emma Chamberlain	Emma Chamberlain
16 The Breakfast Club	Black Effect	33 Full Send Podcast	Shots Podcast Network	50 Criminal	Vox Media Podcast Network
17 Conan O'Brien Needs a Friend	Team Coco	34 Bad Friends	Andrew Santino and Bobby Lee		

How The Study Was Conducted: Edison Podcast Metrics Q2 2023 Top Podcasts by reach is based upon 5,352 online interviews with weekly podcast consumers in the United States, ages 13 and older. Interviews were conducted in English and Spanish from 04/05/2023 - 06/29/2023. Ranking 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, Wondery, and ART19.

*All Serial Productions podcasts appear in the Serial feed. Respondents who mention Serial are coded under Serial. Those who specifically mention a Serial Productions podcast are coded under that podcast (e.g. The Coldest Case in Laramie).

Originally published August 2, 2023

Audio Across Generations

The Changing Media Habits of Gen Z

Gen Z and In-Car Radio Listening

Boomer Podcast Potential

Post-Pandemic, More Kids are Listening to Audiobooks

Building a Relationship from Childhood

Drilling Down to the Core

Opportunity Zones

Kids Today, Listeners Tomorrow

Online Radio Shows Significant Growth in Australia

The Changing Media Habits of Gen Z

Almost a decade ago, Edison Research released a study called “Meet the Millennials” at the Country Radio Seminar. In that presentation, we outlined and explained the unique habits and interests of the young generation of that moment. But time marches on, and now we are studying today’s young generation: Gen Z. And Gen Z, or the Zoomers have been remarkably different.

In the Millennial study, we observed people who were raised on analog shift to digital. Today, Gen Zs are beyond digital natives. In the nearby graph from Share of Ear, we see just how much of their audio listening is spent with digital platforms.

While AM/FM Radio garners nearly one-fifth of Gen Z listening time, mostly in the car, more than three-fifths goes to digital platforms such as streaming music (from Spotify, Apple Music, Amazon Music, Pandora, etc.) YouTube only for music, and podcasts. The remaining fifth goes to a smattering of other platforms such as SiriusXM, TV music services such as music choice, and owned music.

Share of Ear[®]

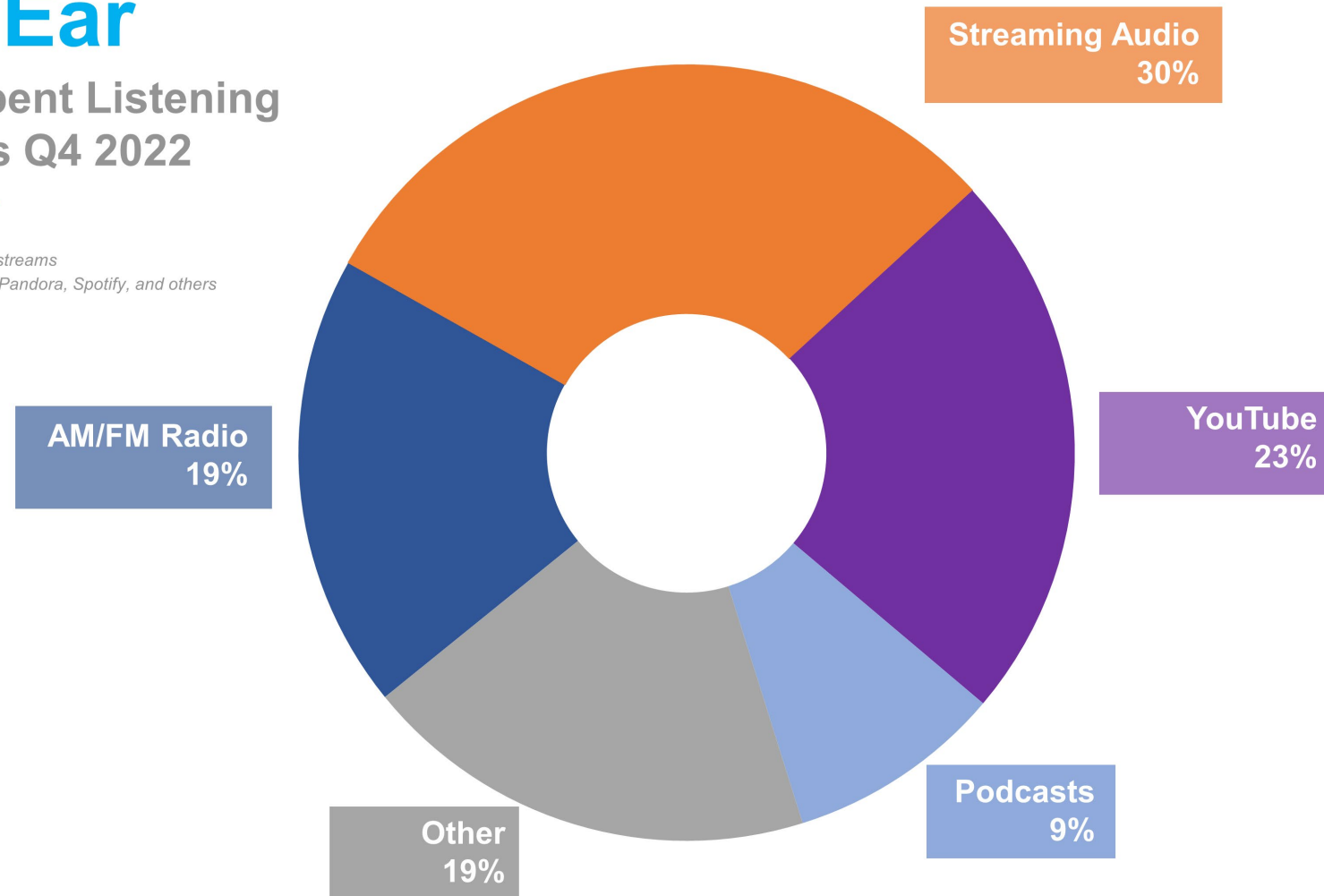
Share of Time Spent Listening to Audio Sources Q4 2022

U.S. Population 13-24

YouTube for music and music videos only

AM/FM Radio includes over the air and radio streams

Streaming Audio includes pure plays such as Pandora, Spotify, and others



Originally published January 18, 2023

Gen Z and In-Car Radio Listening

When Gen Z listens to audio, they are usually on their phones. In locations outside the car, far more than half of all listening is done on a mobile device.

But in the car, it's a different story. Today's 13-24 year olds spend as much time listening to radio as they spend on their phones in their cars. In a survey Edison performed for the National Association of Broadcasters' Convention, we investigated what makes young people listen to radio in the car.

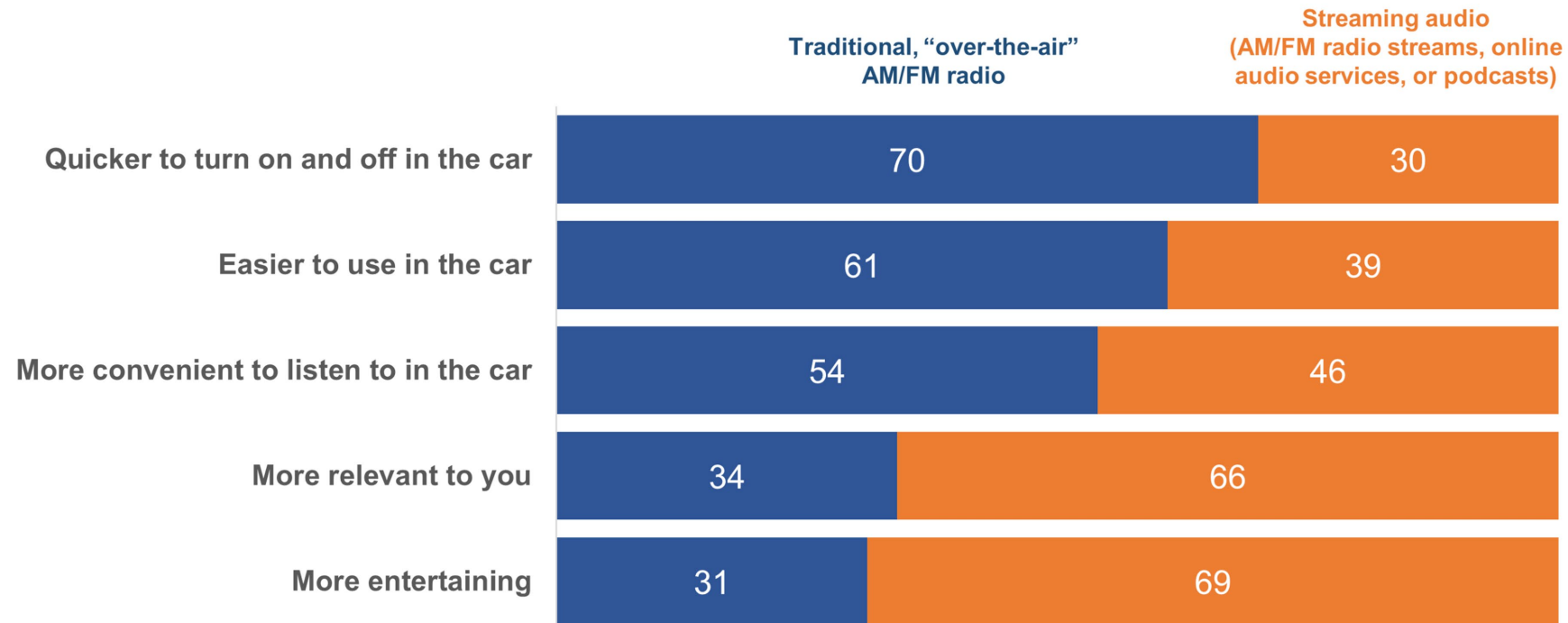
The biggest number of Gen Z radio listeners said they listen because it is free (85%). That was followed by being easier to listen to in the car than other types of audio (69%), and because it's part of their daily routine (68%). Around half said it was because they wanted to hear specific programs and personalities, and local news and information.

Additionally, we asked those who listen at least sometimes to both radio and streaming in their car about which one is better across certain parameters. As this chart shows, Gen Z listeners were more likely to say AM/FM radio was "quicker to turn on and off in the car," "easier to use in the car," and "more convenient to use the car" than streaming audio.

These advantages could erode as listening to digital sources in cars becomes more user-friendly. For radio listeners of all ages, the best thing for radio is an in-car interface that makes both broadcast and digital audio easily accessible.



Between traditional AM/FM radio and streaming audio, which one is...? (Age 13-24)



Source: Edison Research Survey 2023; N=1,168 online interviews of persons age 13+

Base: Age 13-24 and listen to both AM/FM radio and online audio in a car; 66%

Originally published April 26, 2023

Boomer Podcast Potential

For podcasting to continue to grow and be accepted as a fully mainstream medium, it needs to be used by a large majority of the population. It's hard to get to 50% monthly usage overall when any large group is holding that total down with lower numbers.

In 2023 Edison Research and NPR presented a new report entitled "Hit Play, Boomer! Podcasting's Age 55+ Opportunity." What our investigations show is that while Boomers are increasingly adopting online audio on some level, podcast listening among this U.S. audience has not been growing.

This chart looks at the development of podcasting among those 55 and older over the last six waves of The Infinite Dial.

As is clear, after what may have been a pandemic-driven boost in 2021's numbers, monthly listening has gone down in each of our last two estimates.

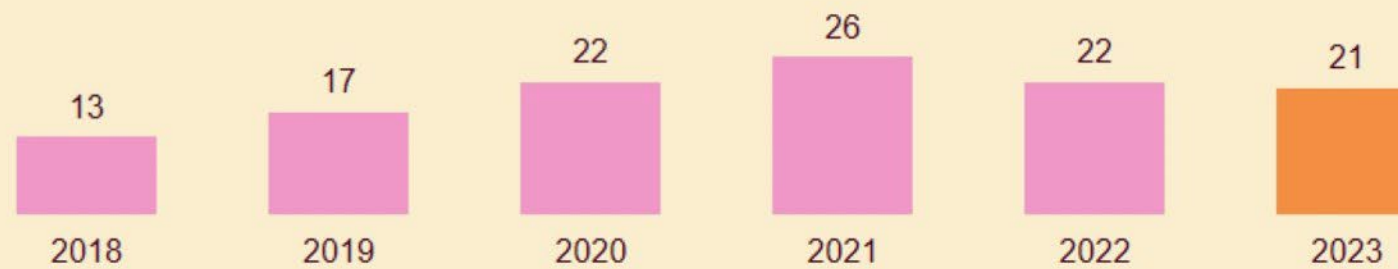
More than half of older Americans are regularly using online audio, but far fewer are regularly listening to podcasts. If the level of monthly podcast listening among those age 55 and older could be brought to the level of their streaming usage, it would mean an additional 30 million or so podcast listeners to the total monthly podcast listening ranks.

Boomers not only represent an attractive potential podcast listening audience but are also needed to help the medium grow and compete with other audio sources. Robust marketing as well as additional research is needed to help further connect Boomers with podcasts.

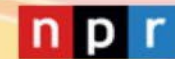


Monthly Podcast Listening among U.S. 55+ Population

% listened to a podcast in the last month



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



Originally published April 19, 2023

Post-Pandemic, More Kids are Listening to Audiobooks

The Audio Publishers Association (APA) 2023 Consumer Study, conducted by Edison Research, is the latest iteration of a long-running series.

One category of audiobook listener we looked into this year is kids. Audiobook habits that were cultivated with children during the quarantine restrictions of the pandemic have stuck around.

Fifty-six percent of audiobook listeners with children under 18 say their kids also listen to audiobooks. Prior to the pandemic, 35% of audiobook listeners with children under 18 said the same thing – a 60% increase.

Post-Pandemic, More U.S. Kids Listen to Audiobooks



Percent of audiobook listeners who say their kids listen to audiobooks:

2020:

35%

2023:

56%

Base: Audiobook listeners age 18+ in the U.S.
who have children under the age of 18
Source: Audio Publishers Association's 2023 Consumer Survey

Originally published June 14, 2023

Building a Relationship from Childhood

In 2023 Edison Research presented the Gen Z Podcast Listener Report with SXM Media. Per Infinite Dial®, over 24 million Gen Z Americans listen to podcasts on a monthly basis.

Among many fascinating findings to emerge from the study, one in particular stands out: How much time those who started listening as children spend with podcasts. Gen Zs who started listening as children spend considerably more time on average with podcasts each week (10.6 hours) than the average Gen Z listener (7.7 hours).

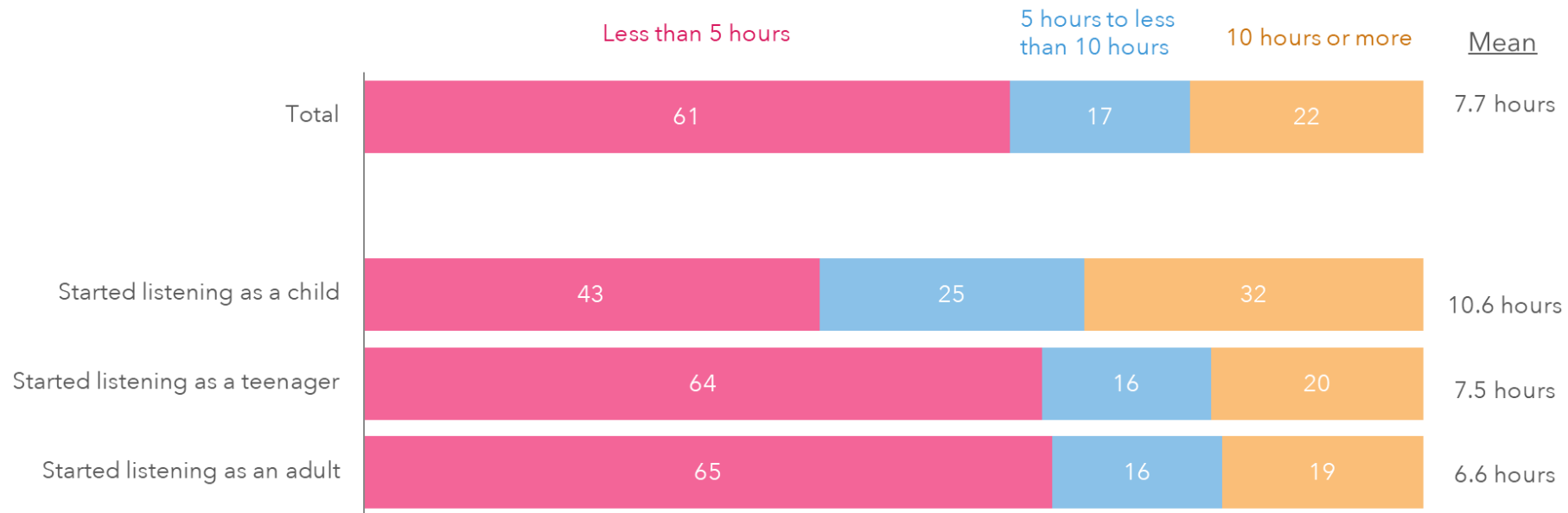
A generation that has the freedom to choose multiple channels of entertainment has dedicated a good portion of their time listening to podcasts. Starting children with podcasts at an early age will potentially create lifetime fans, and that's a key to keeping the podcasting industry growing.

This idea that those who begin listening early in life become more dedicated listeners is something we plan to explore in upcoming research.



In a typical week, approximately how much time do you spend listening to or watching podcasts?

Base: Gen Z Monthly Podcast Listeners Age 13-24



Originally published June 20, 2023

Drilling Down to the Core

One particular aspect of media research is finding the “Core Audience”, which the Cambridge Dictionary defines in its decidedly British way as:

“The type of people who are most likely to buy a particular product, watch a particular TV programme, etc.”

We can use Share of Ear to determine the ‘core audience’ for different audio platforms. This table illustrates the age/sex demographic group that gives the highest portion of their total audio time to each of these platforms (the ‘Core Audience’ to that platform), and the percent of all their audio time given to that platform.

Core Audiences by Platform

What age/sex demographic gives the *highest* portion of their total audio time to each of these platforms?

**AM/FM Core Audience:
Men 55-64**



of all audio time among **Men 55-64** is with AM/FM Radio

**Streaming Music Core Audience:
Women 13-17**



of all audio time among **Women 13-17** is with Streaming Music

(Spotify, Pandora, Apple Music, Amazon Music, etc.)

**Music Videos on YouTube Core Audience:
Women 18-24**



of all audio time among **Women 18-24** is with Music Videos on YouTube

**Podcast Core Audience:
Men 25-34**



of all audio time among **Men 25-34** is with Podcasts

**SiriusXM Core Audience:
Men 65+**



of all audio time among **Men 65+** is with SiriusXM

**Audiobook Core Audience:
Women 18-24**



of all audio time among **Women 18-24** is with Audiobooks

Share of Ear[®]
Edison Research Share of Ear © Q2 2022 – Q1 2023



Originally published June 28, 2023

Opportunity Zones

Media researchers work hard to identify ‘core audiences’ -- the groups that represent their best customers. Of course, while understanding the core has immense marketing value, knowing where your audience lags is useful as well.

This chart shows the lowest values for each audience. In other words, here we have the age/sex demographic group that gives the least amount of its time to different audio platforms.

You might note that most of these are at the extremes - either young people choosing not to use legacy options in significant numbers, or older people not catching up to more modern alternatives.

As such, the one thing that stands out a bit is 45-54 year old Men spend so little time with audiobooks. There are so many authors who make their living off this ‘dad book’ demographic within print media – think of James Patterson, John Le Carré, Malcolm Gladwell, Walter Isaacson and Michael Lewis among so many others. The audiobook industry might want to investigate further why this group chooses to engage with print media instead of adopting audio versions of their favorite titles.

Lowest Audiences by Platform

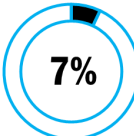
What age/sex demographic gives the *lowest* portion of their total audio time to each of these platforms?

**AM/FM Lowest Audience:
Men 18-24**



of all audio time among **Men 18-24** is with AM/FM Radio

**Streaming Music Lowest Audience:
Women 55-64**



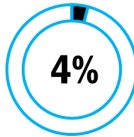
of all audio time among **Women 55-64** is with Streaming Music
(Spotify, Pandora, Apple Music, Amazon Music, etc.)

**Music Videos on YouTube
Lowest Audience: Women 65+**



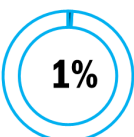
of all audio time among **Women 65+** is with Music Videos on YouTube

**Podcast Lowest Audience:
Men 55-64**



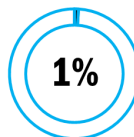
of all audio time among **Men 55-64** is with Podcasts

**SiriusXM Lowest Audience:
Women 18-24**



of all audio time among **Women 18-24** is with SiriusXM

**Audiobook Lowest Audience:
Men 45-54**



of all audio time among **Men 45-54** is with Audiobooks

Kids Today, Listeners Tomorrow

Podcast listening is at an all-time high. Today, 42% of Americans age 12+ listen to the medium every month, according to The Infinite Dial®. However, there are still generations of Americans for which podcasting is overlooking. Each generation of Americans, from Boomers to Kids, is crucial to the growth of podcasting. But the most important generation to appeal to might just be today's kids.

Of the five age cohorts shown in this chart, the highest reach of weekly podcast listening occurs among U.S. Millennials (currently age 25-42). Half listen to the medium every week. Listening rates diminish as we go down (and up) in age.

Looking at the younger generations (the bottom two bars in the graph), thirty percent of Gen Z (age 13-24) and 23% of Generation Alpha (kids 6-12) are weekly podcast listeners.

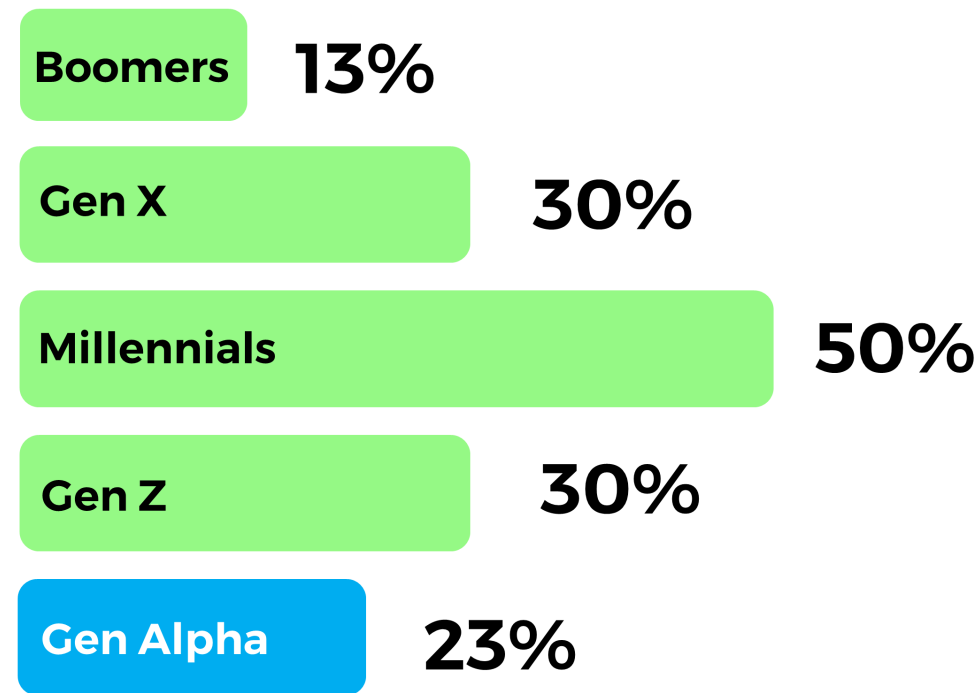
It's impossible to know if Gen-Z and Generation Alpha, two generations inundated with hundreds of competing digital platforms, will adopt podcasts as much as Millennials by the time they mature to the same age (25-42). But we do know the medium can significantly influence its destiny.

According to the Gen-Z Podcast Listener Report from Edison Research and SXM Media, 13-24-year-olds who started listening as children spend an average of three hours more per week with podcasts than those who started listening later in life. As with many behaviors, starting young is a pathway to developing an affinity for podcast listening.

Weekly Podcast Listeners

Base: U.S. Population

% Listened to a podcast in the last week



Sources: Infinite Dial® 2023 and Kids Podcast Listener Report

Originally published August 30, 2023

Online Radio Shows Significant Growth in Australia

The Infinite Dial Australia report, commissioned by major sponsor Commercial Radio & Audio, as well as LiSTNR and Triton Digital. Infinite Dial Australia debuted in 2017 and has demonstrated the resiliency of the audio industry in Australia, year after year.

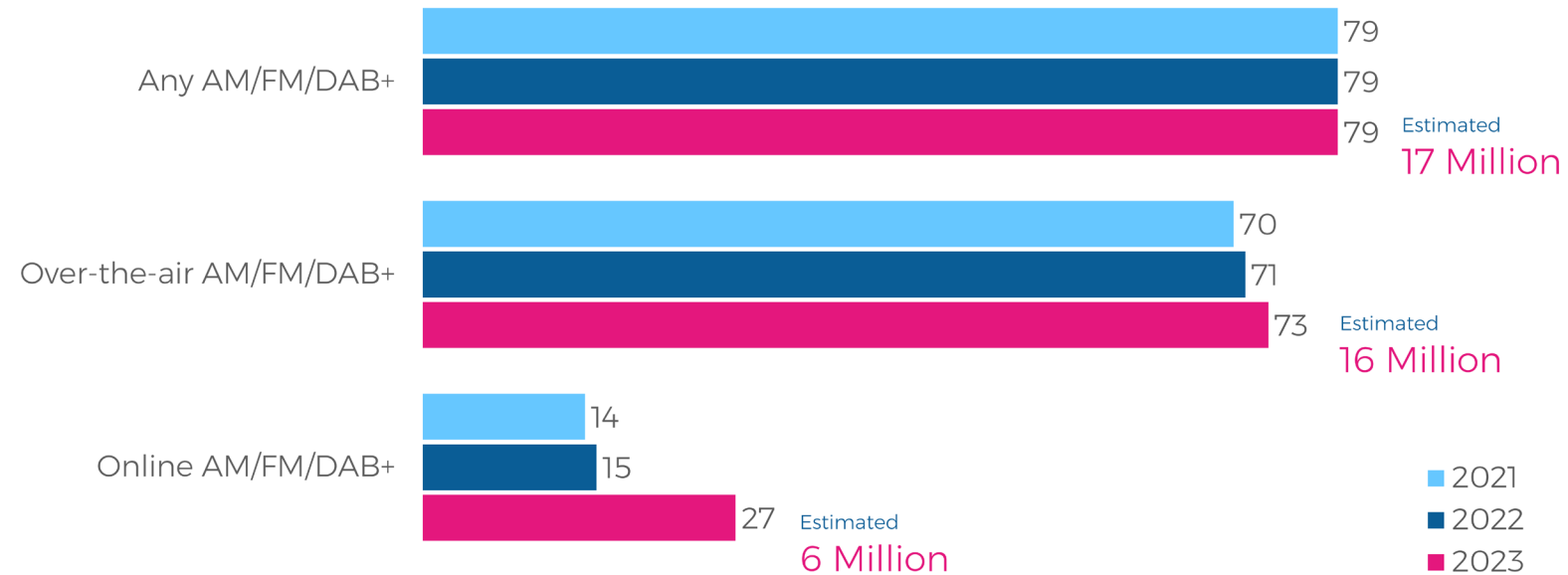
As of today, 79% of the Australian 12+ population listens to AM/FM/DAB+ radio on a weekly basis. This percentage has remained strong and stable, despite COVID disruptions in-between. AM/FM radio, along with DAB+ digital radio, reaches approximately 17 million Australians weekly, but what's most impressive is how widely popular radio remains across all age groups. Younger Australians are nearly as likely to be weekly radio listeners as older Australians, with 76% of Australians age 12-34 listening to radio in the last week, compared to 81% of those age 55 and older.

While “over-the-air” broadcast radio remains the primary platform for AM/FM/DAB+ radio content, we are starting to see significant growth in the number of Australians consuming radio online. Our study shows 27% of Australia's 12+ population streamed AM/FM/DAB+ radio stations online in the week before we contacted them, which is nearly double the 15% measured in 2022. A notable percentage of Australians are consuming radio programming across multiple platforms.

Listening to AM/FM/DAB+ Radio in the Last Week

TOTAL AUSTRALIAN POPULATION 12+

% LISTENING TO AM/FM/DAB+ RADIO STATIONS THROUGH SOURCE



20
23



#InfiniteDial

THE INFINITE DIAL © 2023 EDISON RESEARCH

Originally published August 30, 2023

Music and Spoken Word Audio

The Rapid Change of Talk
Young People Want to Laugh
Weekends are for Music Listening
Audio on Visual Platforms & Devices
Podcasting is Taking Over Spoken Word Audio

The Rapid Change of Talk

When respondents tell us about all of their audio consumption in our Share of Ear studies, they tell us what they were listening to in four broad categories: Music, News, Sports (Sports Talk or Play-by-Play) and Personalities/Talk Shows.

We have witnessed extraordinary change in the “Personalities/Talk Shows” category since we began Share of Ear back in 2014. As the nearby graph shows, back then the “Personalities/Talk Shows” was dominated by AM/FM Radio.

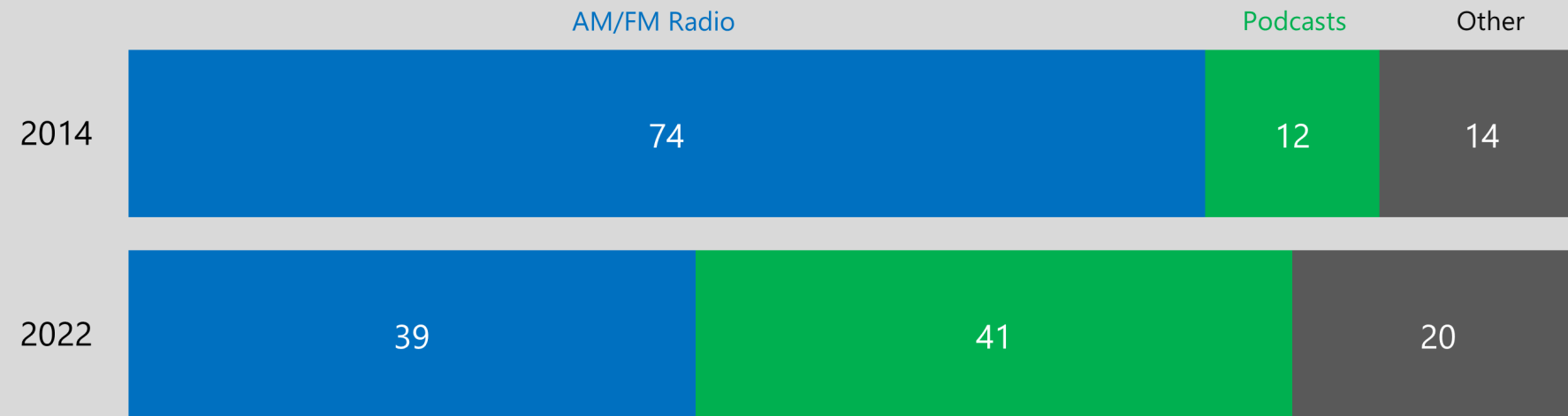
The numbers in our most recent update for the second quarter of 2022 show a startlingly different picture: Podcasts have surpassed Radio for this kind of listening. In a relatively brief period of time, listening to this category has been transformed.

If we look inside the numbers, the story is more stark. Among 13-34 year-olds, the numbers are: AM/FM Radio 13%, Podcasts 60%. While among those age 55 and older: AM/FM Radio 68%, Podcasts 21%.

With nearly nine full years of data in the books, Share of Ear acts as a real-time monitor of the incredibly dynamic audio space. Right before our eyes, or rather our ears, the notion of what was once “Talk Radio” has changed drastically.

Share of Time Spent Listening to Personality/Talk Audio by Platform

US Population Age 13+



Originally published October 12, 2022

Young People Want to Laugh

The audio industry’s fascination with the spoken word sector is easy to understand given the 24-hour news cycle, an endless supply of content, and the rise of podcasts. The Spoken Word Audio Report from NPR and Edison Research study provides insight into just how much spoken word has grown in the U.S., and particularly how younger demographics consume spoken word.

Using Edison Podcast Metrics, we are able to look at the podcast consumption among weekly podcast listeners in the U.S. In this chart, you can see percentage of 18-24-year-old weekly podcast listeners who have listened to podcasts of a certain genre in the last week. The column on the right shows the same data for weekly podcast listeners age 25+.

Comedy is number one for both groups, but has a dramatic lead among those age 18-24. Sixty-two percent of weekly podcast listeners age 18-24 reported listening to a Comedy podcast in the last week, with Society & Culture finishing a distant second at 24%. True Crime charts in third place at 20% followed by News at 13%, and a tie between Sports and Education, both at 9%.

For those age 25+, the top two genres are much closer in reach with 39% listening to a Comedy podcast in the last week, followed by 31% listening to News podcast in the last week. Society & Culture ranks third at 27%, True Crime in fourth place at 19%, and a tie between Sports and Business, both at 11%.

Most of the genres on these two lists are the same, however not all #1 ranks are created equal, and comedy far outpaces the next closest genre as the favorite among those age 18-24. News gets a more prominent place among the older group, and Business replaces Education for the older group as well.

% who listened to [Podcast Genre] in the Last Week

Weekly podcast listeners, Age 18-24

Genre	%
Comedy	62%
Society & Culture	24%
True Crime	20%
News	13%
Sports	9%
Education	9%

Weekly podcast listeners, Age 25+

Genre	%
Comedy	39%
News	31%
Society & Culture	27%
True Crime	19%
Sports	11%
Business	11%

Source: Edison Podcast Metrics from Edison Research



#SpokenWordAudio



Originally published October 26, 2022

Weekends are for Music Listening

Spoken word audio is getting plenty of press time lately, as well it should, but the Edison Research Share of Ear study reminds us that nearly three-quarters of daily audio time among those age 13+ in the U.S. is spent with music. For most people most of the time, music is their audio choice.

Weekdays and weekends might blur together for some, since remote working has changed life for many commuters, and the overall population is mobile, but there are still clear differences in weekdays and weekends when it comes to music listening.

This chart compares the average number of minutes per hour devoted to *music* listening on weekdays (shown in blue) to weekends (shown in yellow). On weekday mornings from 6am-7am, listeners average around 11 minutes of music listening. Bear in mind, this is among *all Americans age 13 and over*, including those who aren't listening to anything. Plenty of people are not even be awake in this hour. The graph shows similar amounts of listening through the morning with a few fluctuations, then a little dip from noon-1p. Music listening peaks in the 3pm-4pm hour on weekdays.

Anecdotally, think of your own average 3pm hour during the week. Office workers may be taking a break from a day of meetings. Parents may be enjoying some peace, or starting after-school carpool chores. Often, the 3pm hour is referred to as a lull. Maybe some listeners need music to go with their afternoon pick-me-up coffee. Weekends tell a different story. Listening gets a bit of a later start, as expected, but increases steadily through the morning. Music listening peaks in the 10am-11am hour on weekends. A decidedly different shape is seen when we looking at the yellow verse the blue parts of this graph.

Again, picture your typical weekend morning. Whether it be cleaning, errands, relaxing, or activities, Americans listen to the most music in the 10am hour on the weekends. The second peak is in the 2pm-3pm hour, when 14 minutes of music audio is consumed. Looking at both the yellow and blue parts of this graph, it's easy to see that once the hourly weekend listening surpasses weekday levels, it stays that way until well into the evening. From 9am to 11pm, music listening on weekend days outstrips music listening on weekdays.

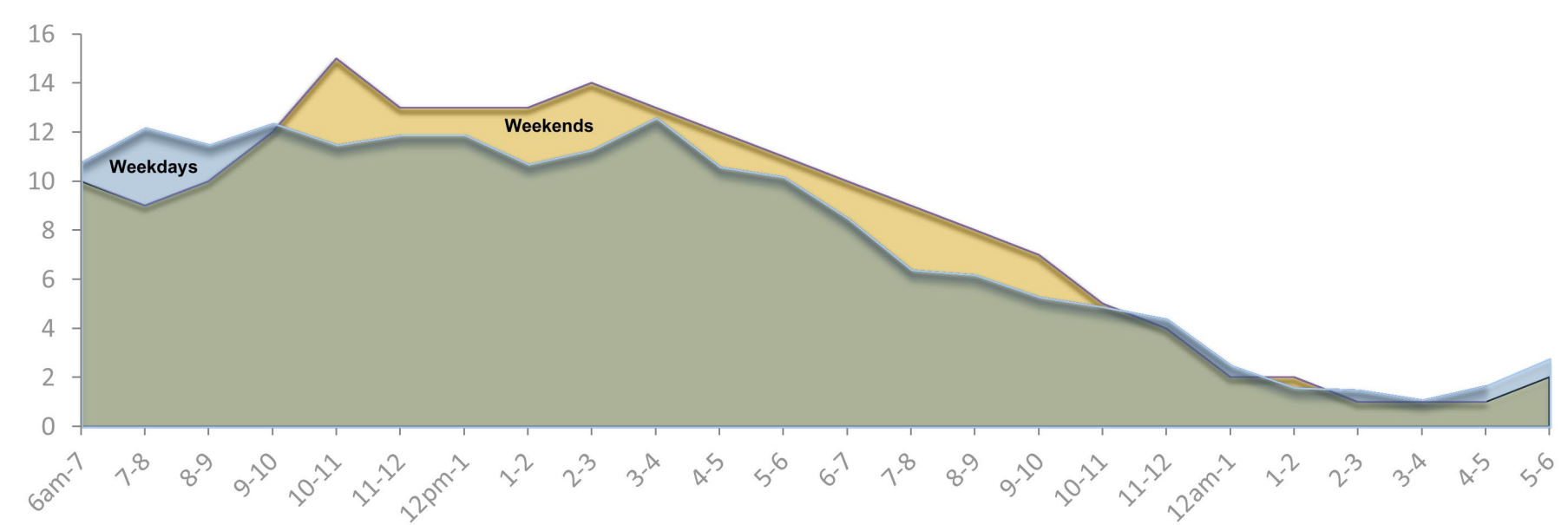
The places where weekday and weekend music listening differ most? During 7am-8am, weekdays are the farthest ahead of weekends. During 10am-11am, weekends most definitely have the edge with the biggest lead over weekdays.

The weekday peak of 3pm-4pm isn't quite enough to match weekends during the same hour, supporting the idea that weekends are made for music.

Share of Ear[®]

Average Music Listening by Hour: Weekdays vs Weekends

Minutes



Edison Research Share of Ear[®] Q4 2021; Q1-Q3 2022

Originally published November 16, 2022

Audio on Visual Platforms & Devices

Many people listen to the audio content on YouTube, regardless of the level of video engagement. We have seen YouTube transform from a video-only service to a video-first platform which consistently delivers audio content as music and music videos. Listening to “music and music videos on YouTube” has always been counted as an audio source in Share of Ear, our syndicated service that measures all types of audio consumption.

According to Share of Ear data, listening to music and music videos on YouTube makes up 14% of all daily audio consumption by those age 13+ in the U.S. This does not include listening to YouTube’s streaming service, YouTube Music, which is measured separately in Share of Ear. It also does not include podcasts, which can be consumed on YouTube and often spark listening/watching conversations.

We have seen the television evolve from a video-only “watching” device to an internet-connected, multi-media device that delivers audio content as well. Share of Ear shows that an increasing amount of audio is being consumed through internet-connected TVs.

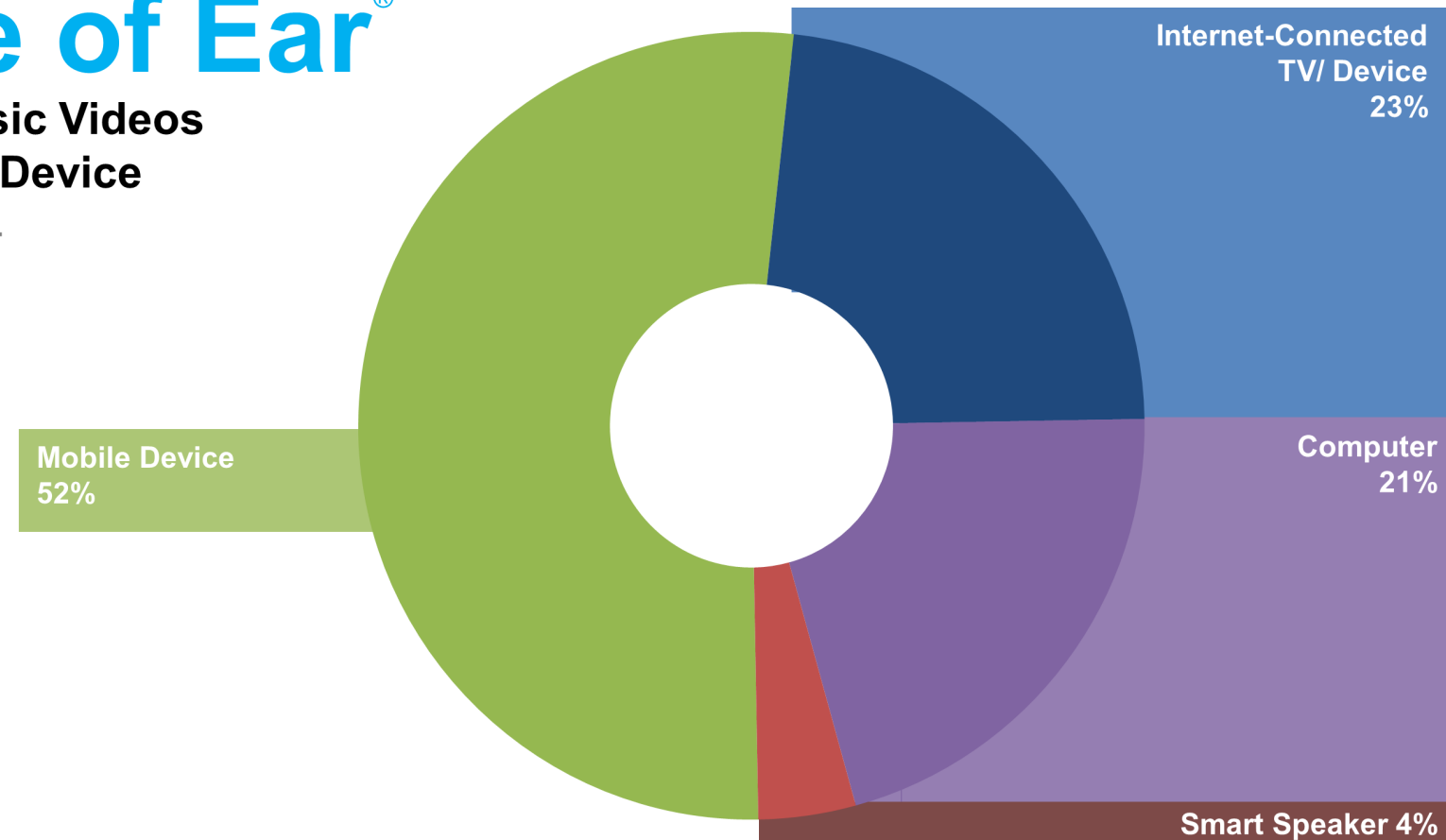
When Americans consume music and music videos on YouTube, 23% of that listening is done on an internet-connected TV or TV device.

The majority of listening to YouTube music and music videos happens on a mobile device, but it’s important to acknowledge televisions as audio devices. Televisions can take prominent places in our homes and can now provide on-demand or linear audio experiences, even through video-first platforms such as YouTube.

Share of Ear[®]

YouTube Music Videos Listening by Device

U.S. Population 13+



Edison Research Share of Ear[®] Q2 2022-Q1 2023

Originally published May 10, 2023

Podcasting is Taking Over Spoken Word Audio

Our Share of Ear data allows us to isolate music listening from “spoken-word” listening (such as news, talk, personalities, sports play-by-play and sports talk, and audiobooks).

Over the nine year interval since we started Share of Ear we have documented a massive change in how consumers spend their spoken-word listening time.

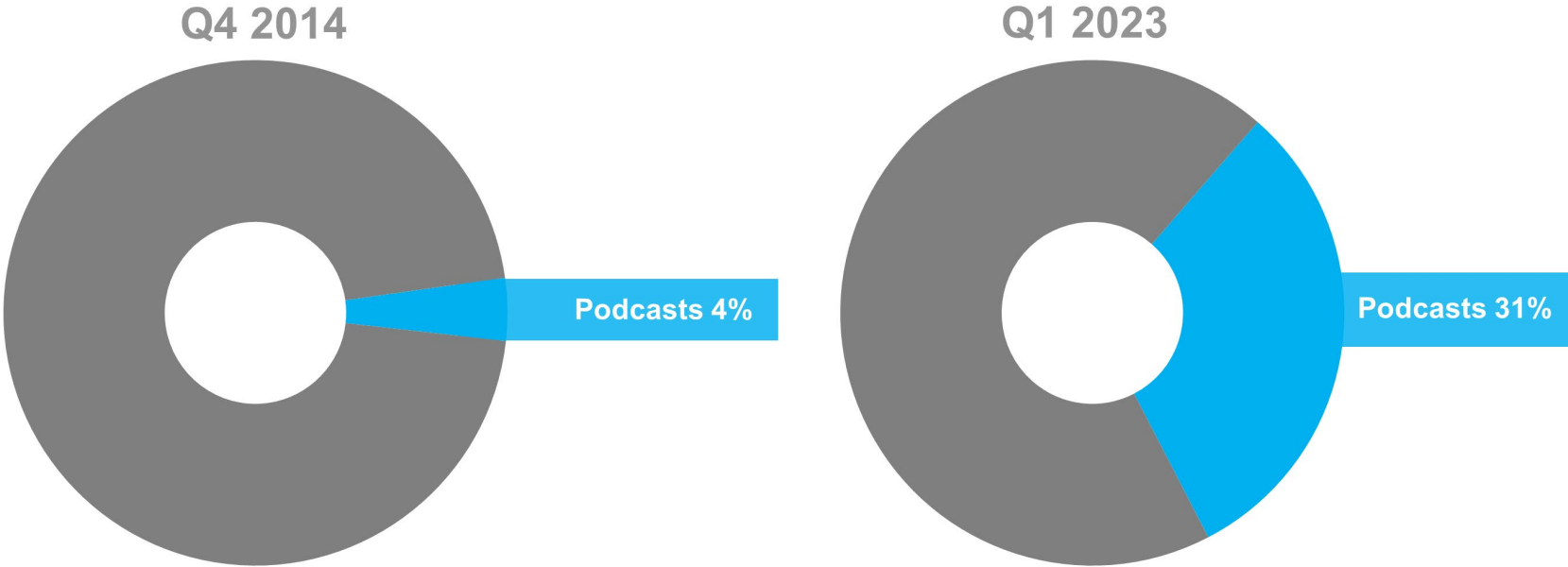
When we started in 2014, only one in every 25 hours of spoken-word audio time went to podcasts. Now, that ratio is better than one-in-three hours. As of our most recent update, fully 36% of all spoken-word audio time is spent on podcasts.

While we hesitate to predict the future, it seems almost inevitable that podcasting will, within a not-to-distant future, become the primary source of spoken-word audio consumption (as it currently only trails AM/FM radio by eight percentage points).

Share of Ear® shows that as of 2023, the time Americans spend listening to podcasts has grown to a record-high: ten percent of all the time that the U.S. population spends with audio is now spent listening to podcasts. Podcasting has now hit ‘double digits’ – whereas when we started Share of Ear it sat at a lowly 2% of all listening.

Share of Ear[®]

Daily Time Spent Listening to **Spoken Word Audio**
U.S. Population 13+



Edison Research Share of Ear[®] Q2 2022 - Q1 2023

Originally published May 3, 2023

Advertising and Audio

Efficiency Planning in Podcasts

The Most Efficient Podcasts for Advertisers by Region in the U.S.

Your Purchase, Delivered by Podcasting

Podcasting's Luxury Brands

How to Reach the Majority of Podcast Listeners in the U.S.

Making Your Sale on the Long Tail

AM/FM is the #1 Ad-Supported Audio Source for All Ages

Efficiency Planning in Podcasts

Using the data from Edison Podcast Metrics, not only can advertisers understand which are the biggest podcasts in America, one can now understand which of the biggest podcasts are the *most efficient* to buy against your target.

The “Efficiency Ranker,” allows podcast advertising buyers and sellers to apply target demographics and see which shows deliver that demographic with the least “waste” – that is, not having listeners who are *not* in the target demographic.

The nearby graphic identifies the shows in our dataset that are the most efficient for women and the most efficient for men.

Most Efficient Show for Delivering Women Listeners: Coffee Convos

A weekly show from [PodcastOne](#), here is the description for Coffee Convo on the Apple Podcasts page:

Coffee Convo is hosted by Kail Lowry of MTV’s Teen Mom and Lindsie Chrisley of USA Network’s Chrisley Knows Best. These two reality stars come from totally different worlds, but have become close through their shared experiences as mothers, reality stars, and women. They share who they really are and talk about the issues they face every day. They don’t always agree, but they love to have lively discussions about motherhood, friendship, television, family, and life in the public eye. Coffee Convo will feature all the latest in their busy lives, recommendations for other moms, and rants about trying to balance it all.

The next most efficient podcasts for targeting women: “Anything Goes with Emma Chamberlain” and “And That’s Why We Drink.”

Most Efficient Show for Delivering Men Listeners: Jim Cornette Experience

A weekly show from [Kast Media](#), here is the description for Jim Cornette Experience on the Apple Podcasts page:

Jim Cornette hits you with his blunt and uncensored take on professional wrestling, entertainment, politics and more!

The next most efficient podcasts for targeting men: “Talk is Jericho” and “Pardon the Interruption”

Make sure you understand what this is saying. These are not the biggest shows among men and women (those would be *The Joe Rogan Experience* and *Crime Junkie* respectively). These are the shows that deliver women or men most efficiently or most purely. **In both cases over *ninety percent* of the audience is in this simple target of women/men.** Edison Podcast Metrics data allows you to apply your target (as an example, ‘women 25-54 with children under six years old’) and see which shows get you the most ‘bang for your buck.’

Regardless of total number of listeners, which podcasts have the highest concentrations of certain listeners?



Source: Edison Podcast Metrics Efficiency Ranker 2022, based on percentage of total listeners in target demo

Originally published October 6, 2022

The Most Efficient Podcasts for Advertisers by Region in the U.S.

Two things data nerds love are rankings and maps. This analysis puts them together in one to look at podcasting.

The Efficiency Ranker from Edison Podcast Metrics provides data to help advertising buyers and sellers understand which of the biggest podcasts are the most efficient to buy against advertising targets. These aren't necessarily the podcasts with the most listeners, they are the shows that deliver target demographics with the least "waste," or listeners who are not in the target demographic.

Today we look at the four regions in the U.S.: South, Midwest, West, and Northeast and which one podcast most efficiently delivers listeners age 18+ in each region.

These shows all enjoy high-profile hosts and robust social media followings but are wildly different when it comes to content.

Midwest: [The Pat McAfee Show 2.0](#), a sports-centered podcast (not to be confused with The Pat McAfee Show) with multi-hyphenate commentator, comedian, former NFL player, and athlete Pat McAfee, is the most efficient show to reach podcast listeners 18+ in the Midwest region. McAfee's football career was entirely spent with the Midwest's own Indianapolis Colts, and he continues to operate from Indiana. Midwesterners make up half the listeners to this show, whereas the population of the Midwest is 21% of the total U.S. population.

West: [The Ezra Klein Show](#), a conversation show from the New York Times with journalist/analyst Ezra Klein, is the most efficient show for podcast listeners 18+ in the West region. Despite representing the ultimate East Coast establishment newspaper, Klein is based in the Bay Area and brings that sensibility to his shows. Western states residents comprise half the listeners to this show.

Northeast: [You Must Remember This](#), a storytelling podcast written, produced and narrated by Karina Longworth, is the most efficient podcast in reaching age 18+ podcast listeners in the Northeast. The show is "dedicated to exploring the secret and/or forgotten histories of Hollywood's first century." This is the only one of the four regions where the most efficient show is not based in the region it emanates from.

South: [The 85 South Show](#), a comedy podcast featuring hosts DC Young Fly, Karlous Miller, Clayton English, and Chico Bean, is the most efficient podcast in reaching age 18+ podcast listeners in the South. For those unfamiliar, driving Interstate 85 south takes you from Virginia through the Carolinas and Georgia to Alabama. Produced by 85 South Media, the show features interviews and improv. More than two-thirds of the listeners to this show are in the states the census designates as "South".

Most Efficient Podcasts by Region



Originally published January 25, 2023

Your Purchase, Delivered by Podcasting

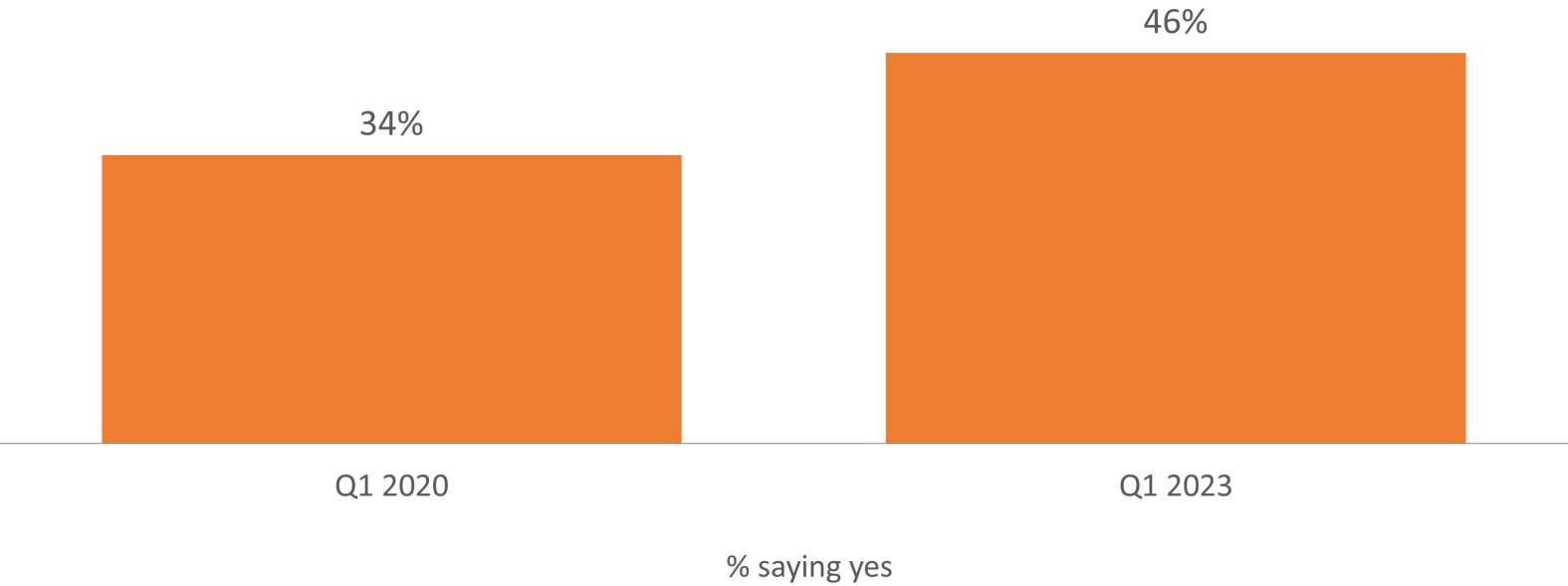
Podcasts have evolved into a mainstream medium whose hit shows have the jaw-dropping ability to reach millions of podcast listeners. Popular shows are healthy for a creator-first ecosystem because they can attract new listeners as well as new advertisers seeking to reach the masses. But it is podcasting's historical ability to intimately reach niche audiences and effectively deliver advertising results that can get brands to stay.

The digital medium's performance record in ad efficiency is demonstrated no better than by the increasing number of consumers who buy products when they hear about them on podcasts.

According to, Edison Podcast Metrics, the only comprehensive measurement of podcast listening, just under half (46%) of U.S. weekly podcast listeners say they have ever purchased a product or service as a result of hearing a podcast advertisement — a measurement that has rapidly increased from 34% in 2020 when the study began.

As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever purchased a product?

U.S. Weekly Podcast Listeners 18+



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



Originally published June 7, 2023

Podcasting's Luxury Brands

Edison Podcast Metrics is the only service that measures the entire podcasting market. Unlike opt-in services for download counting, each and every podcast that one might listen to in the United States is measured.

As such, we are able to tell publishers, advertisers, and other interested parties what the biggest shows are.

In addition, we can look at our sample of over 40,000 interviews with podcast listeners and profile the audiences of the biggest shows with a precision and completeness that no other service can match.

One way we can look at the list of shows is which ones have the highest *concentration*, or index, of different audience groups. These shows aren't necessarily the biggest shows among a target audience group – they are the most efficient.

This chart shows the most efficient at delivering high-income listeners; each of them have well over half of their listeners in households with more than \$100,000 annual income.

As one can quickly see, sorting the data by people who make a lot of money finds a lot of shows about money and business. Also, there are several shows from creators who are affiliated with other platforms that are known to deliver high-income groups, for instance *The New York Times*.

Podcasting has a story to tell to pretty much any advertiser, but in this case the Rolex and Maserati folks should be taking notice.

Podcasts that Index Highest for Household Income Over \$100k

(Among podcasts meeting minimum total audience threshold)

	Title	Producer
1	The Journal.	The Wall Street Journal
2	Mad Money w/Jim Cramer	CNBC
3	Nice White Parents	Serial
4	Decoder Ring	Slate
5	Marketplace	Marketplace
6	1619	The New York Times
7	The Indicator from Planet Money	NPR
8	How I Built This with Guy Raz	Wondery
9	Political Gabfest	Slate
10	The Viall Files	Nick Viall



How The Study Was Conducted: Edison Podcast Metrics Q1 2020-Q2 2023 Efficiency Ranker of U.S. Podcast Shows by reach is based upon 41,180 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 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, Wondery, and ART19.

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

Originally published September 25, 2023

How to Reach the Majority of Podcast Listeners in the U.S.

When advertisers look at the podcasting space, they are met with the reality of a world filled with hundreds of thousands of shows, many of which have valuable, loyal audiences. All across the spectrum there are effective podcasts targeting niche audiences that can really pay off for the right advertiser. If, for instance, one is selling small-batch, high-end whiskey, one can advertise on shows for people who are interested in such.

At the other end of the spectrum, one finds mass advertisers who are looking for reach – trying to get their ad to be consumed by as many people as possible within their target. Think about consumer packaged goods, quick-serve restaurants, and the big car companies.

Since we began collecting data for Edison Podcast Metrics, we have seen that a relatively small number of ‘big hit’ shows deliver significant reach against the base of weekly podcast listeners. We can also look at the combined reach of shows by adding the number of listeners between shows and then deducting the listeners to *both* shows.

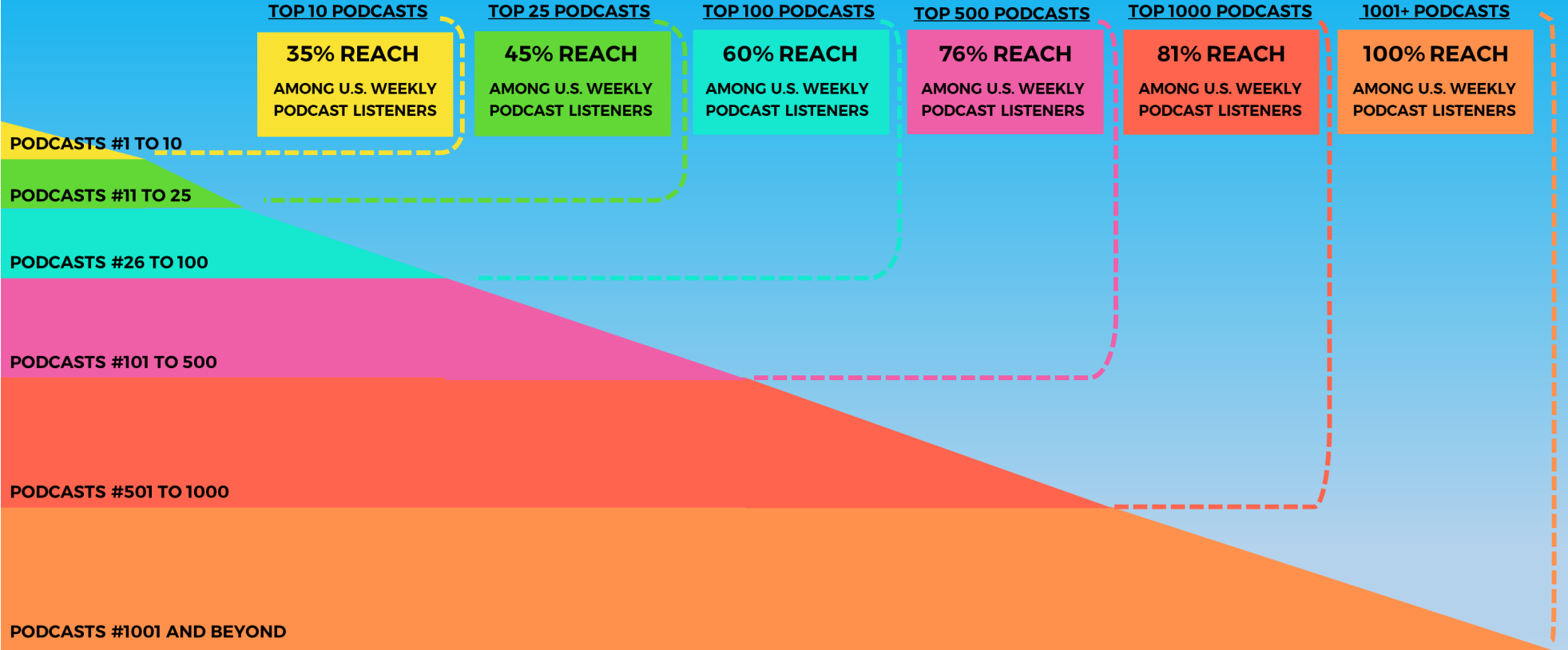
So, if we start with the biggest show on our list, then add the second biggest show, and so on, how many shows would an advertiser need to buy in order to achieve a reach of half of all weekly podcast listeners? The answer is 44.

The nearby graphic shows how audience is accumulated as more and more shows are added from the top on down. The Top 10 podcasts (the biggest of hits) combine to reach 35% of all weekly podcast listeners in the U.S. age 13+. As you continue to build reach cumulatively, you can see that the Top 25 podcasts reach 45% of weekly podcast listeners. With only the 25 biggest shows, nearly half of all weekly podcast listeners are accessible.

The audience builds from there, but one has to buy more and more shows to achieve incremental reach. The Top 100 shows reach 60% of the weekly podcast listeners and the Top 500 podcasts yield a reach of 76%. Buying all of the next 500 shows will only obtain another five percentage points of reach, as the Top 1000 podcasts combine to reach 81%

.
The remaining 19% of weekly podcast listeners are reached exclusively by smaller shows that rank 1001 or higher, the shows on podcasting’s ‘long tail.’ Note that 19% = 17 million listeners that the top 1,000 podcasts do NOT reach.

Reach Among Weekly Podcast Listeners Age 13+



SOURCE: EDISON PODCAST METRICS Q4 2022 – Q1 2023



Originally published May 31, 2023

Making Your Sale on the Long Tail

The longer an ad-supported medium exists, naturally the more people will say it has helped connect them with a product. We can see this phenomenon clearly in the podcasting space. But the aptitude for delivering such purchases isn't only reserved for big shows.

By advertising on podcasting's long tail, brands can harness the power to expose their product to audiences who have as much affinity as the big-show audiences for choosing to purchase a brand they hear on podcasts.

Fully 44% of the U.S. podcast audience who do not listen to any shows within the top 1,000 have ever purchased a product as a result of hearing it on the medium, similar to the rate (47%) of U.S. podcast listeners to shows in the top 1,000 who say the same.

It's crucial for advertisers to note 19% of the U.S. weekly podcast audience, which translates to 17 million listeners, does not listen to any show in the top 1,000. Podcasting's advertising effectiveness for said listeners can be unlocked exclusively through the gateway of smaller shows, shows that tend to be more flexible financially and creatively when working with marketers as well as more precise when reaching specific demographics and targets.

19% of U.S. podcast listeners, or 17 million people, exclusively listen to podcasts beyond the top 1,000

44% of U.S. podcast listeners who do not currently listen to any podcasts in the top 1,000 report having ever purchased a product or service as a result of hearing an advertisement on a podcast. (47% among listeners to one or more podcasts in the top 1,000)

How this study was conducted: Edison Podcast Metrics Q4 2022- Q1 2023 top podcast shows by reach is based upon 10,797 online interviews with weekly podcast consumers in the United States, ages 13 and older. Interviews were conducted in English and Spanish from 10/07/2022 - 03/28/2023. Rankings 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, Wondery and Art19



Q4 2022 - Q1 2023
n= 10,237

edison
podcast metrics

Originally published June 7, 2023

AM/FM Radio is the #1 Ad-Supported Audio Source for All Ages

AM/FM radio can be misunderstood when compared to the abundance of press about digital audio. While digital audio in all its forms remains ascendant, AM/FM remains as a very significant part of the audio spectrum, especially when one isolates the ad-supported parts of audio.

In fact, AM/FM radio is the #1 ad-supported audio source among the US population age 13 and older. Listeners spend 59% of their daily, ad-supported audio time with AM/FM radio, more time than with all other ad-supported audio sources combined, including YouTube, podcasts, and ad-supported streaming services.

AM/FM radio is the top ad-supported audio source for all ages in the U.S., including Gen Z (age 13-24) who spend 33% of their daily ad-supported audio time with AM/FM radio, more than for any other ad-supported platform. However as one can clearly see from the nearby graph, there is a big difference by age groups.

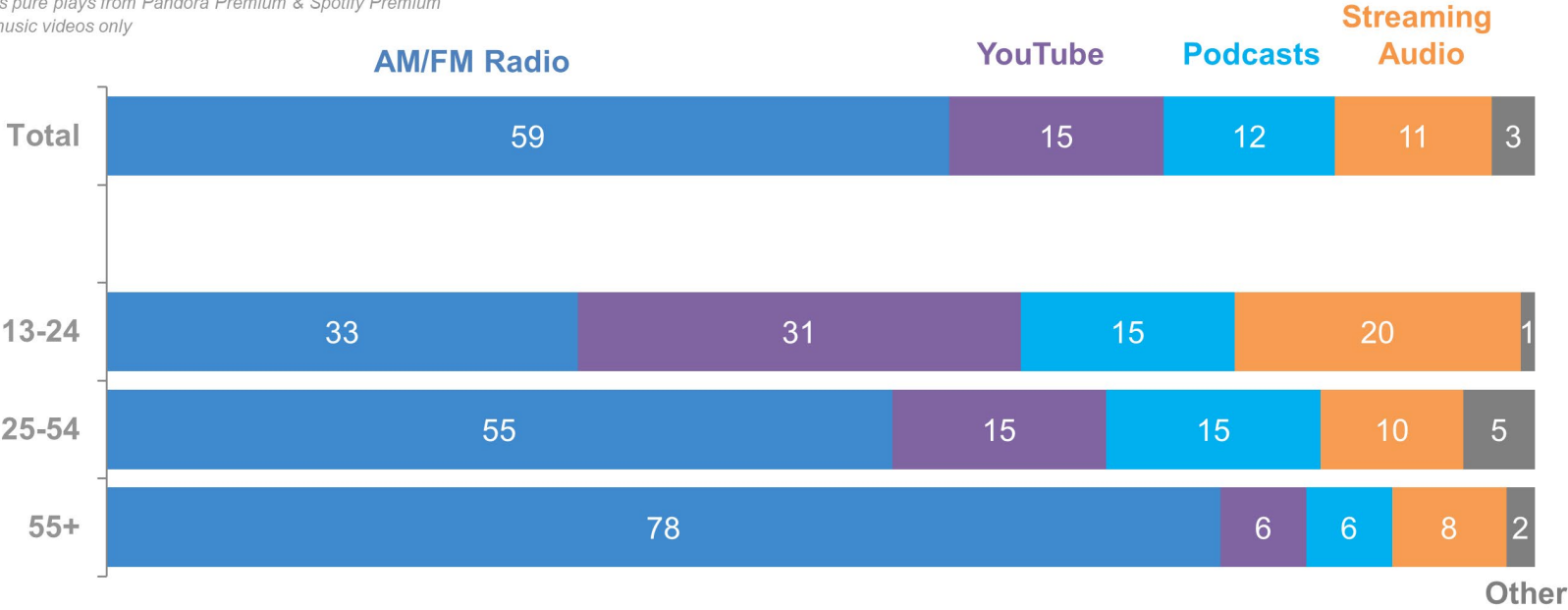
When considering only ad-supported audio, the next closest platform for Gen Z is YouTube, which is where they spend 31% of their daily audio time. Streaming services represent 20% of their total ad-supported audio time, and podcasts account for 15%.

Beyond Gen Z, AM/FM radio remains the number one source of ad-supported audio for all other ages. Americans age 25-54 spend over half of their daily ad-supported audio time (55%) with AM/FM radio (including over-the-air and streams), and Americans age 55+ spend the overwhelming majority of their ad-supported audio time (78%) with AM/FM radio.

Share of Ear[®]

Share of Time Spent Listening to Ad-Supported Audio by Age

AM/FM Radio includes over the air and radio streams
Streaming Audio excludes pure plays from Pandora Premium & Spotify Premium
YouTube for music and music videos only



Edison Research Share of Ear[®] Q1 - Q4 2022

Originally published March 7, 2023

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