



2025

**Top Ten  
Findings**

*Edison Research is part of SSRS*



#10

# Video is redefining the podcast landscape

Sources: The Infinite Dial; *What is a Podcast?*

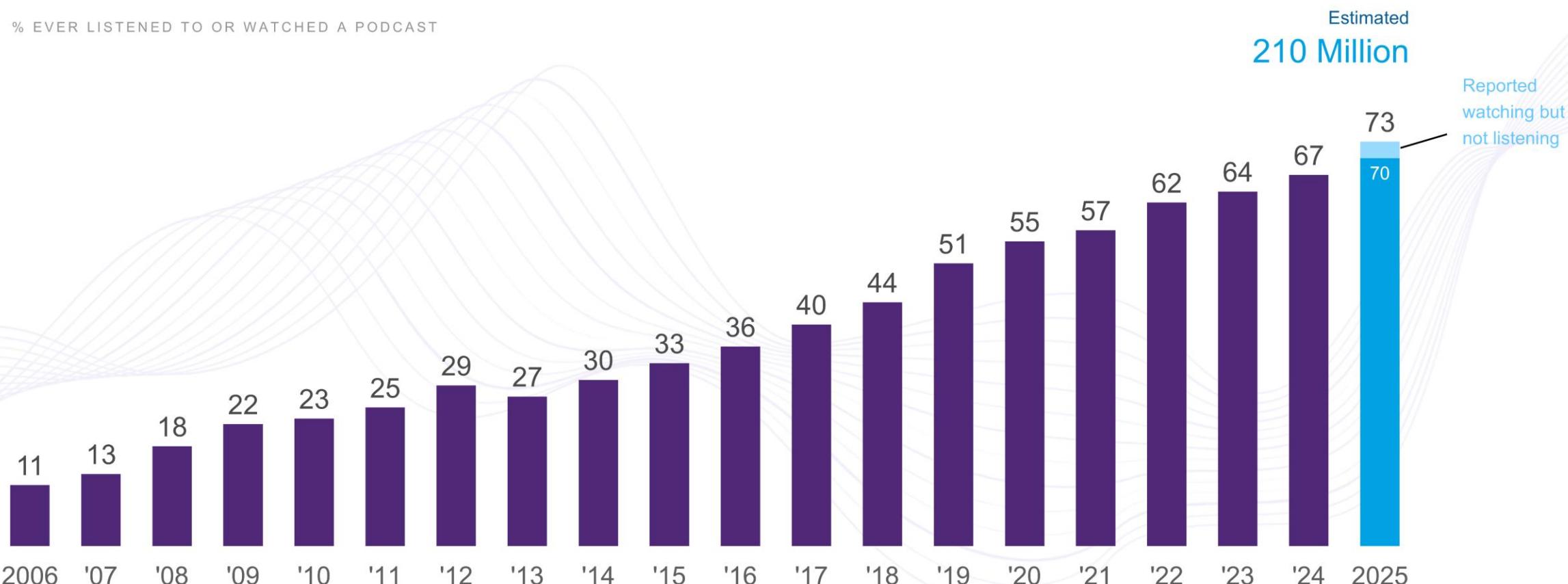


Top 10 Findings of 2025

# Ever Consumed a Podcast

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO OR WATCHED A PODCAST



2025: Listened to and/or watched podcasts

# What is a Podcast?

Preserving its Essence, Structuring for Expansion

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52%

of Americans 12+ consider  
YouTube-only discussion  
videos to be podcasts

Source: *What is a Podcast?* from Oxford Road and Edison Research



#9

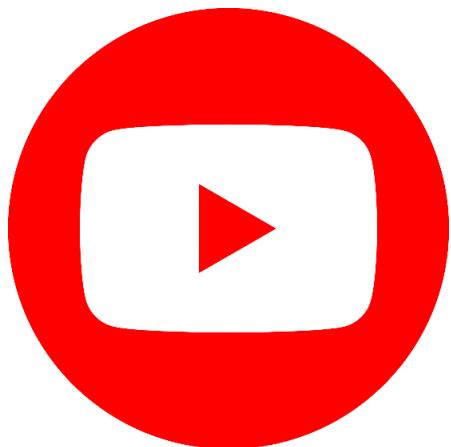
**YouTube is the top platform  
for podcast consumption  
and discovery for Gen Z**

Sources: The Gen Z Podcast Report with SiriusXM Media; Edison Podcast Metrics



# Service used most often to listen to podcasts

U.S. Weekly Podcast Consumers | Age 13+ | Q1 2025



YouTube

**32%**



Spotify

**25%**

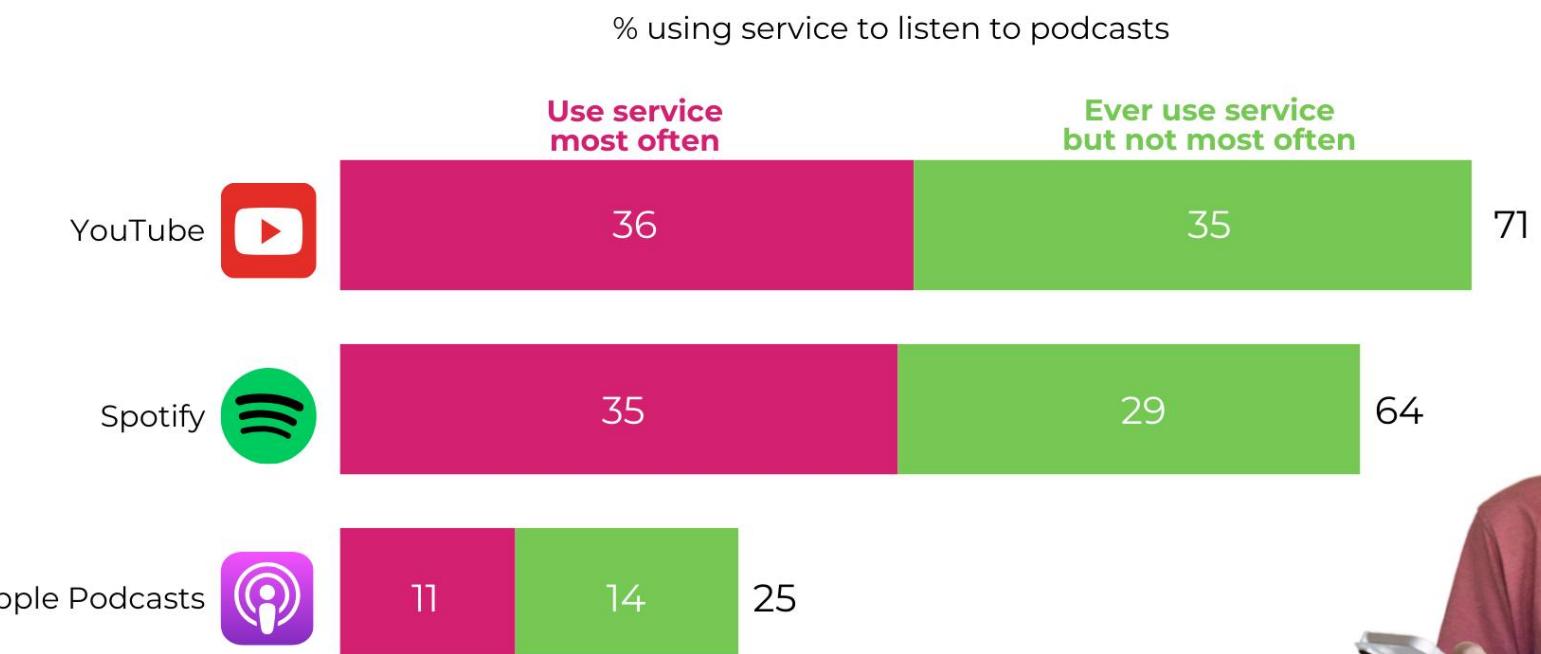


Apple Podcasts

**15%**

# Services Gen Z Uses to Listen to Podcasts

Base: Weekly podcast listeners age 13-29

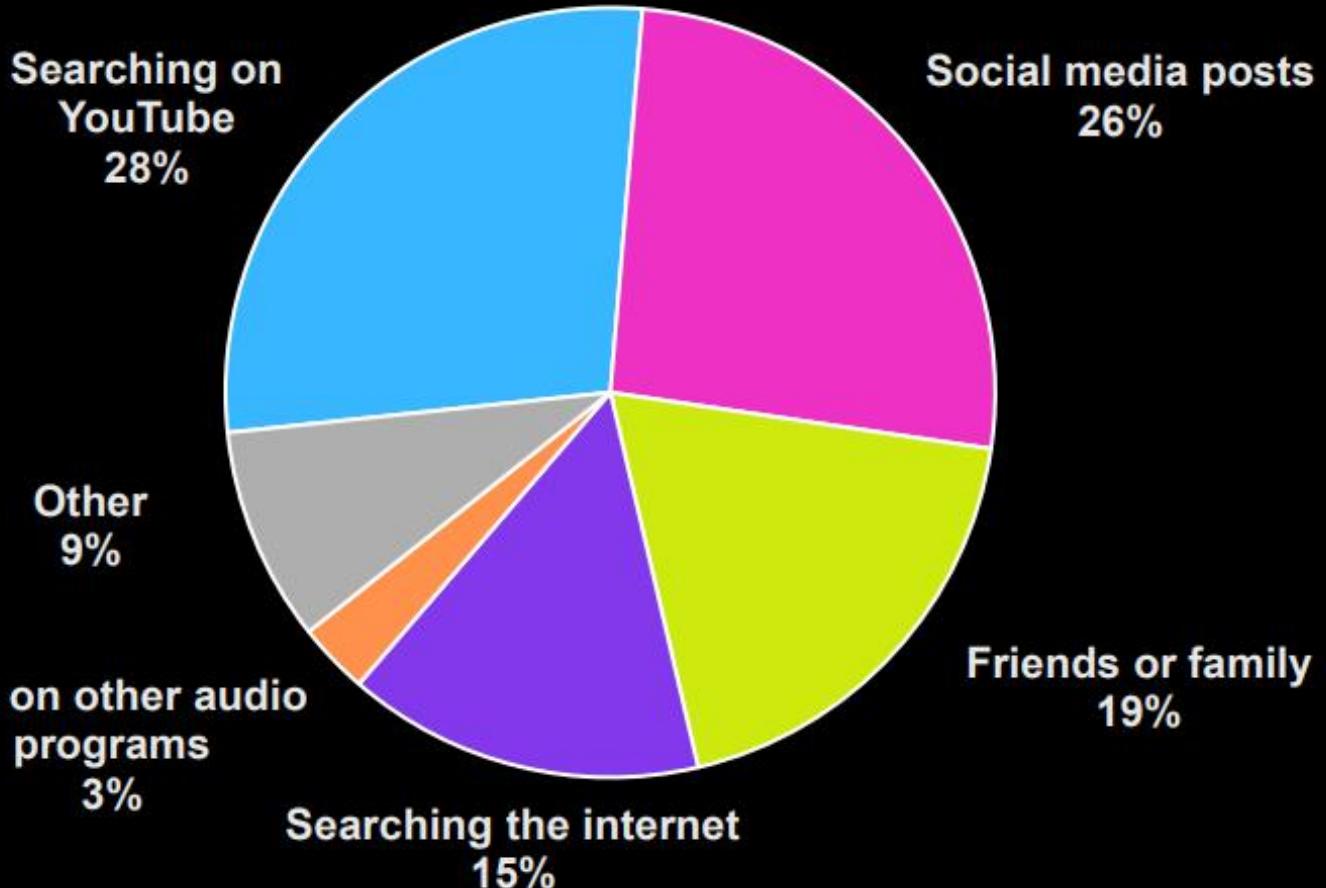


**How The Study Was Conducted:** Edison Podcast Metrics are based upon online surveys of weekly podcast consumers in the United States. Q4 2024 data are of 5,163 weekly podcast listeners 13+ and 1,568 aged 13-29. Interviews were conducted continuously throughout the quarter in English and Spanish. Data weighted using The Infinite Dial from Edison Research.

# How Gen Z Discovers Podcasts Most Often

U.S. Population 13-24

Base: Listened to/watched podcasts in the last month



Source: Edison Research Gen Z Audio Study Q4 2024



#8

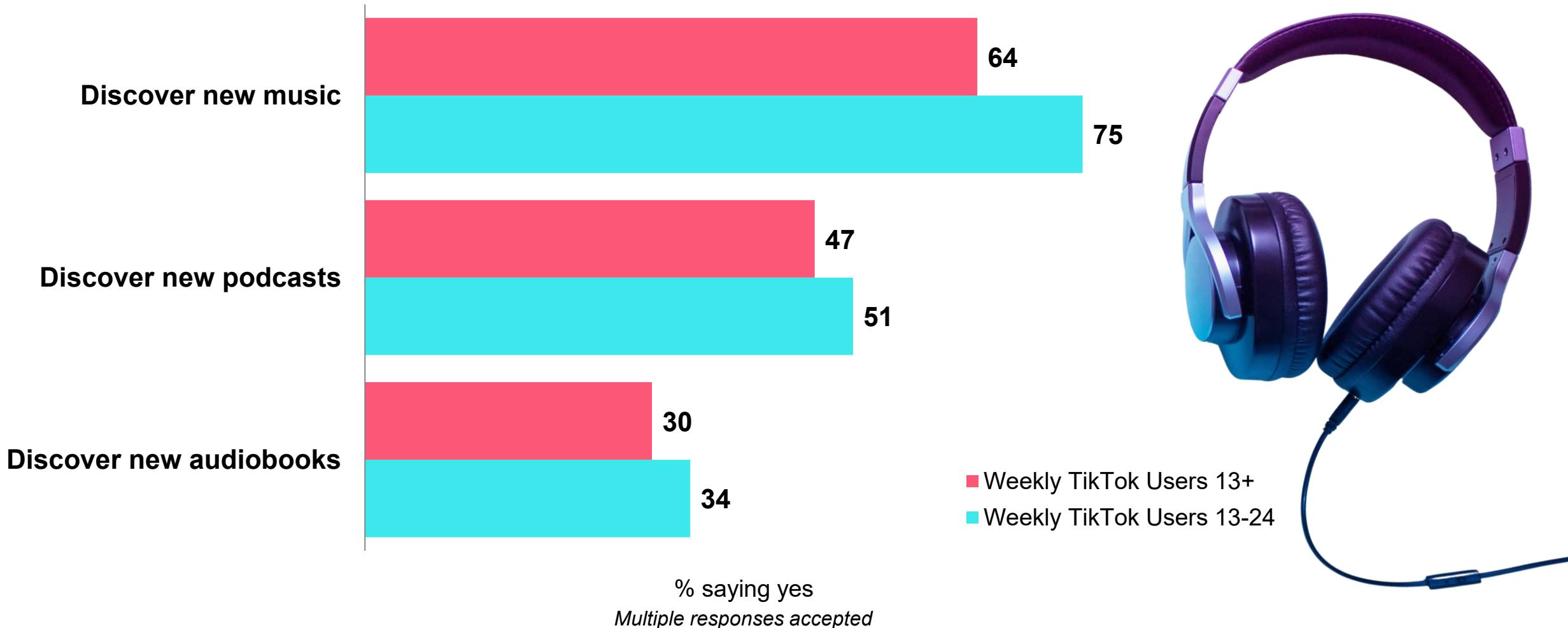
**TikTok is a platform for discovery for music, podcasts, and audiobooks**

Source: The Infinite Scroll: A TikTok Report from Edison Research





# Do you use TikTok with the intention to...?





#7

# Podcast Fandom Goes Beyond Listening

Sources: The Fandom Phenomenon from Wondery and Dentsu





# *The Fandom Phenomenon*

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



## Pods to Products and Experiences

*We love Wow in the World. There are books, there's a podcast, there's a YouTube channel. And we've been able to take [our son] to see [the host] a few times. So, for us, there's a Wow in the World for every kind of free time we have.*

Helen



# 43%

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

## Community

Finding a sense of community is the primary driver for these fans. They are looking for like-minded people to engage with.

*If you wanna do something, it's good to hang out with other people who do it. It's a lot easier to stay focused if you're around like-minded people.*

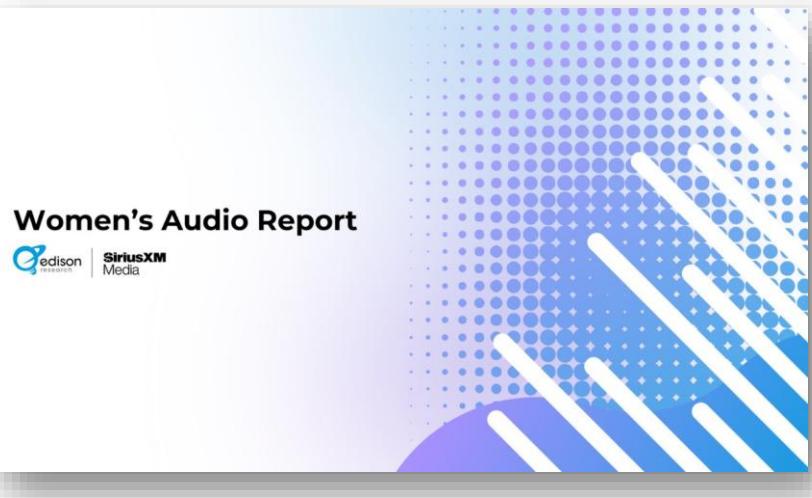
David

### *The Reason for Fandom*

**62%**

are fans because podcasts help them feel like they're part of something bigger than themselves.





#6

# Women's Voices Matter in Podcasts and Music

Sources: Women's Audio Report; Edison Podcast Metrics



# Top Podcast Shows for Reaching Women Listeners

48%

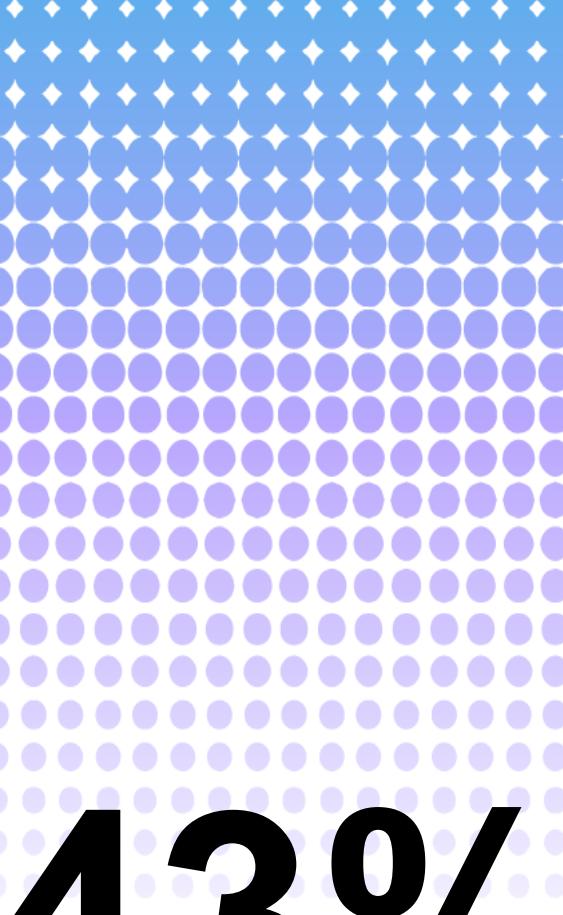
of the top 25 shows among Women are **hosted or co-hosted by Women** (vs. 40% of top shows among A18+)

Source: Edison Podcast Metrics Q4 2024

## Women Weekly Reach Rank Q4 2024

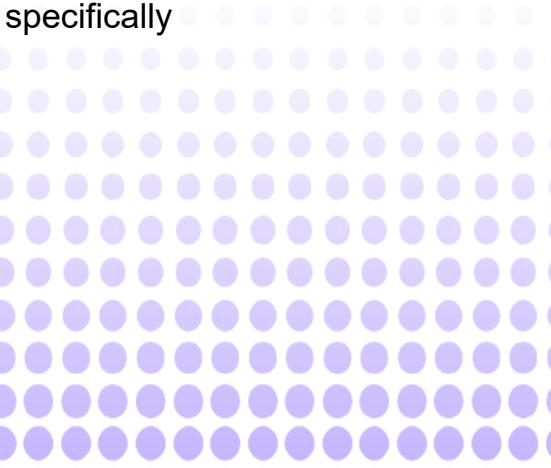
Podcast	Producer
1 The Joe Rogan Experience	Joe Rogan
2 Crime Junkie	audiochuck
3 Call Her Daddy	Alex Cooper
4 Dateline NBC	NBC News
5 Morbid	Morbid Network   Wondery
6 The Daily	The New York Times
7 MrBallen Podcast: Strange, Dark & Mysterious Stories	Ballen Studios
8 Rotten Mango	Stephanie Soo
9 The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

Denotes show with Female host/co-host



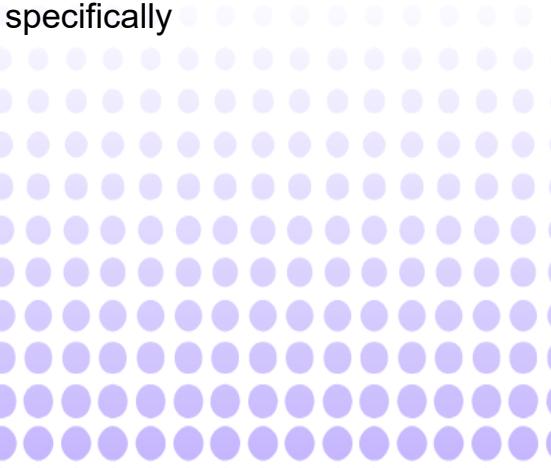
# 43%

of Women Monthly Podcast  
Consumers 18+ **agree** podcasts  
**with female perspectives** cover  
**topics not found in other media**



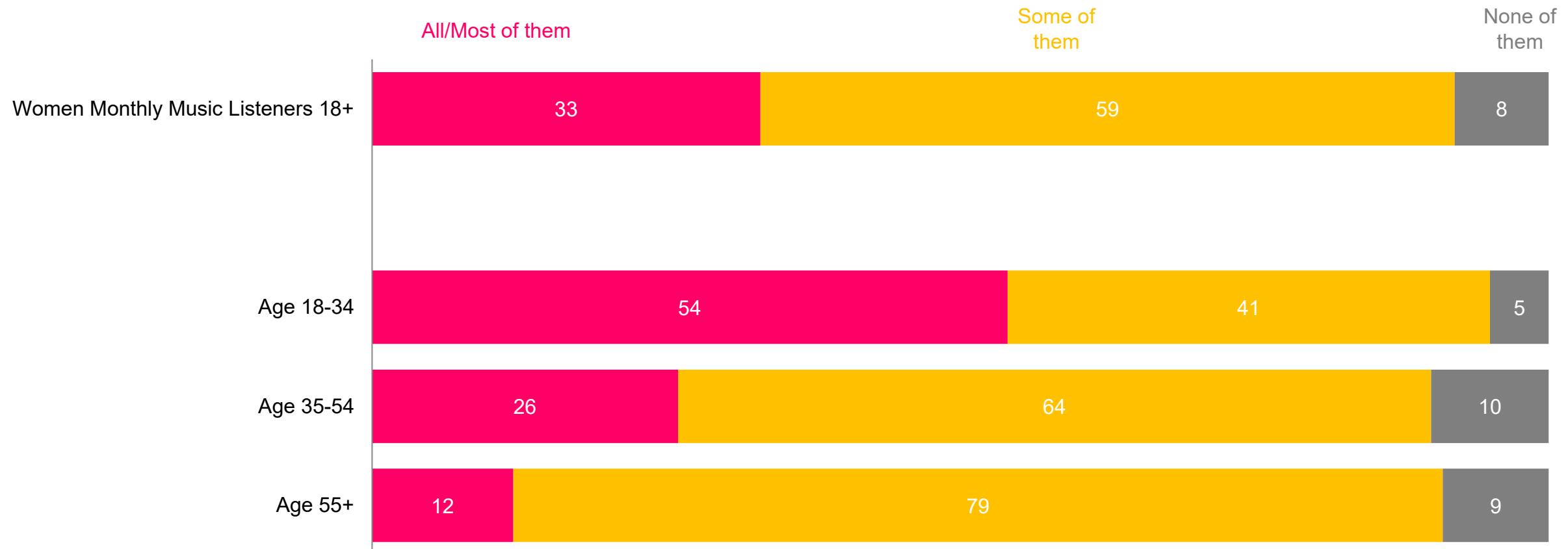
# 31%

of Women Monthly Podcast  
Consumers 18+ **seek out podcasts**  
**hosted or produced by women**  
specifically



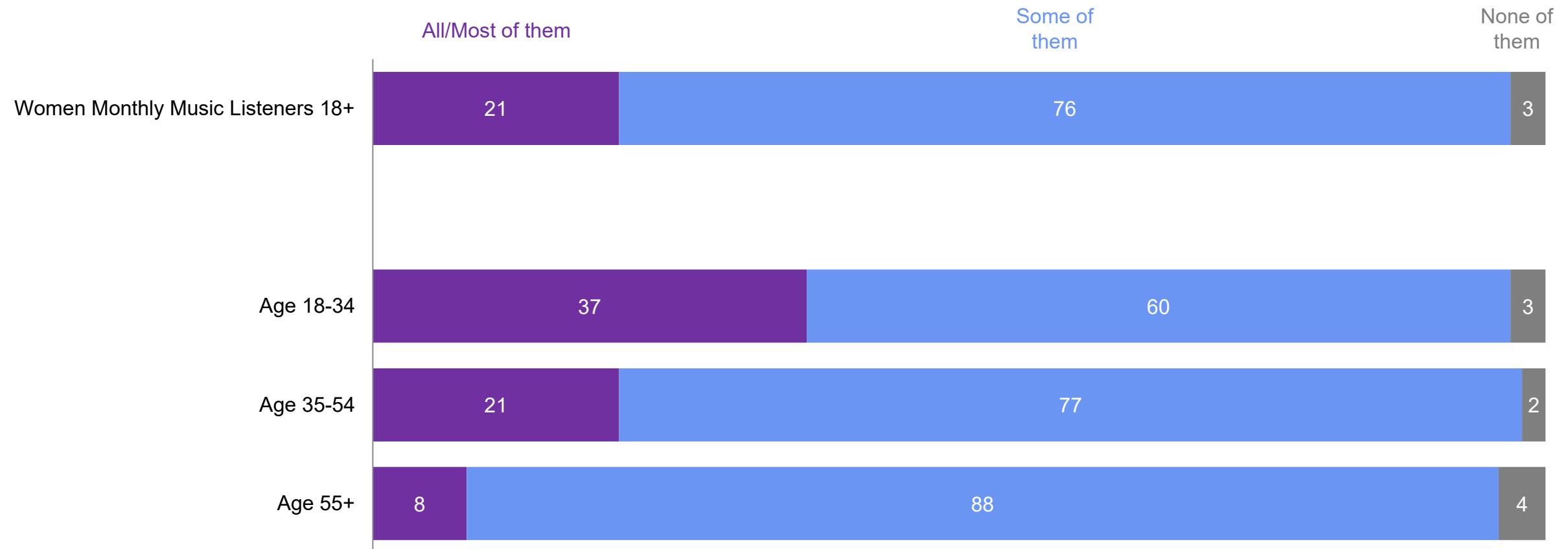
# Of all the podcasts you regularly listen to, how many of them hosted or produced by women?

Base: Women Monthly Podcast Consumers 18+



# Of all the musical artists you regularly listen to, how many of them are female?

Base: Women Monthly Music Listeners 18+





edison  
share of ear

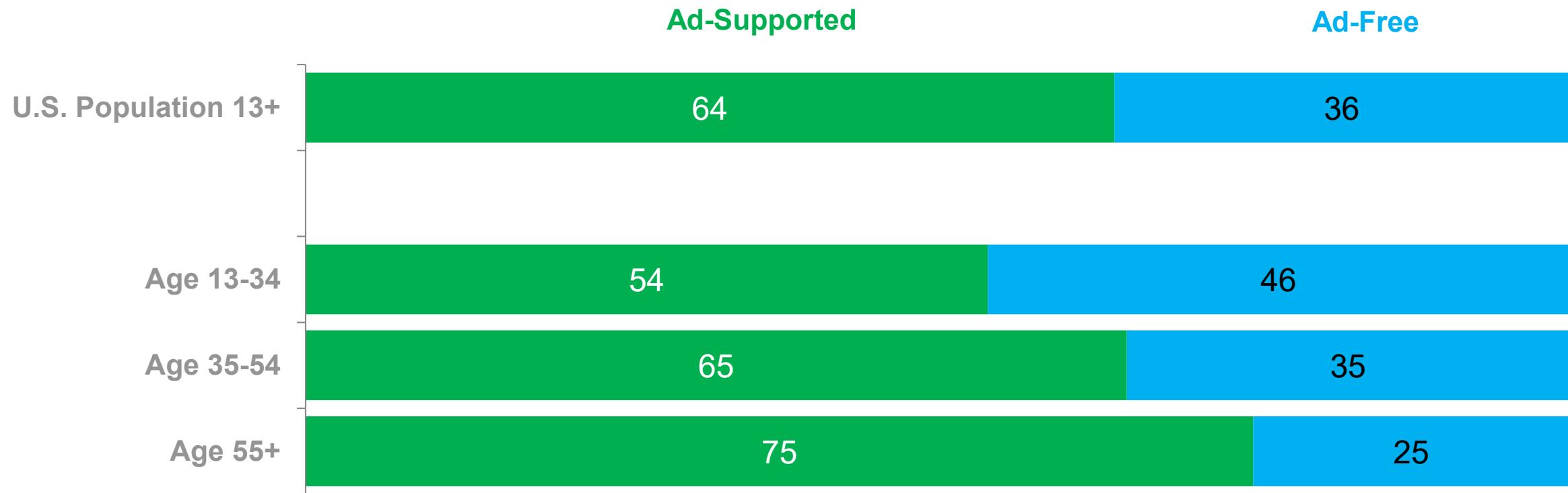
#5a

Majority of All Daily  
Listening Time is Spent  
with Ad-supported Audio

Sources: Share of Ear from Edison Research



# Share of Time Spent Listening to Ad-Supported or Ad-Free Audio Sources



How to read: Among the U.S. Population age 13+, 64% of the daily time spent listening to audio is with ad-supported sources

Ad-supported sources include AM/FM radio and radio streams, music on YouTube with ads, SiriusXM talk channels, free versions of streaming audio sources, and podcasts



**edison**  
share of ear

**#5b**

# Time Spent with **Streaming** **Music Shifts from Free to Paid**

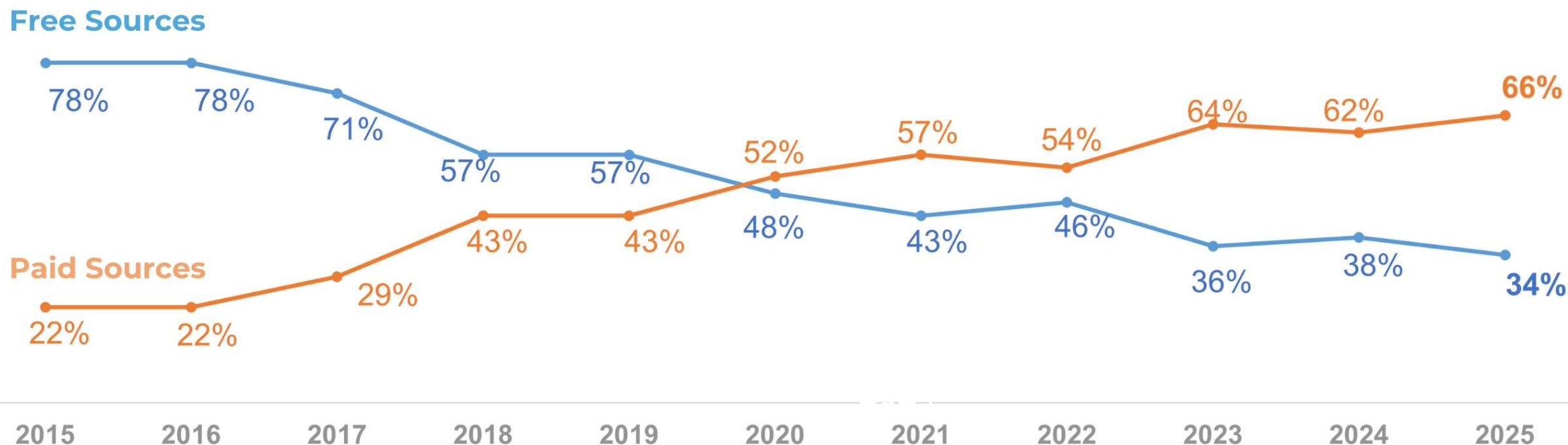
Sources: Share of Ear from Edison Research



# Listening Time Shifts from Free to Paid Streaming Music Platforms

## Share of Daily Time Spent with Streaming Music

U.S. Population 13+





#4

# In-Car Audio Shifts to Digital

Sources: The Infinite Dial



Top 10 Findings of 2025

# Digital Revolution in The Car



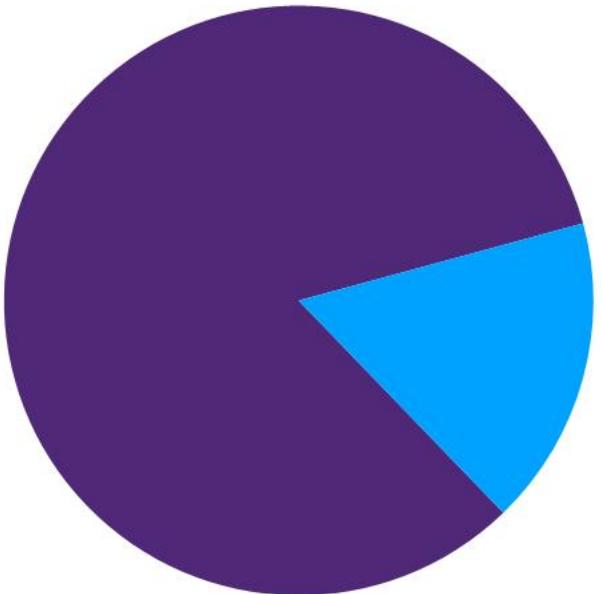
40%

of vehicles now have  
phone integration

*(Up from 26% in 2023)*

# If they have it, they use it

Have Apple  
CarPlay/Android  
Auto and use it  
83%



Have Apple  
CarPlay/Android  
Auto; do not use it  
17%

BASE: U.S. 18+ WHO HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; 88%



# Share of In-Car Time Spent Listening to Audio Platforms

U.S. Population 13+

Neither Apple CarPlay nor  
Android Auto in primary vehicle



Apple CarPlay or Android  
Auto in primary vehicle



How to read: Among the U.S. Population age 13+ with Apple CarPlay or Android Auto in their primary vehicle, 47% of the daily time spent listening to audio in-car is spent with AM/FM Radio



#3

# Shifting Ad Budget to Podcasts Can Increase Reach

Sources: Nielsen Podcast Fusion powered by Edison Research



# Shifting Money to Podcasts Increases Reach for No Additional Budget

1 Month Campaign | \$5,000,000 Budget:

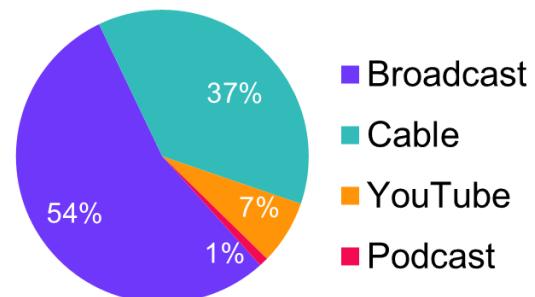
Reach Among Adults 18-44,  
with 1% Podcast Spend:

60%

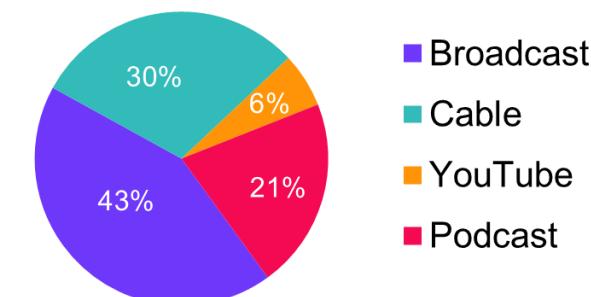
Reach Among Adults 18-44, with,  
with 21% Podcast Spend:

76%  
(+27% Lift)

\$5M Media Plan with 1% Podcast Spend:



\$5M Media Plan with 21% Podcast Spend:



Source: Nielsen Media Impact with Podcast Fusion powered by Edison Podcast Metrics; Adults 18-44  
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Nielsen

edison  
podcast metrics



#2

# Smart Speaker Adoption Varies by Country

Sources: The Infinite Dial: Australia, New Zealand, UK, U.S.



Top 10 Findings of 2025

# THE INFINITE DIAL® 2025

edison

research

Audacy

CUMULUS  
MEDIA

SiriusXM  
Media

THE INFINITE DIAL® 2025

# THE INFINITE DIAL® NZ 2025

edison  
research

trb

mediaworks.

NZME.

RBA

THE INFINITE DIAL® NZ 2025

# THE INFINITE DIAL® 2025

edison

Commercial  
Radio &  
Audio

LiSTNR

9:9 Nine

ACE RADIO

NOVA  
ENTERTAINMENT

arn



# THE INFINITE DIAL® UK 2025

edison  
research

AdsWizz

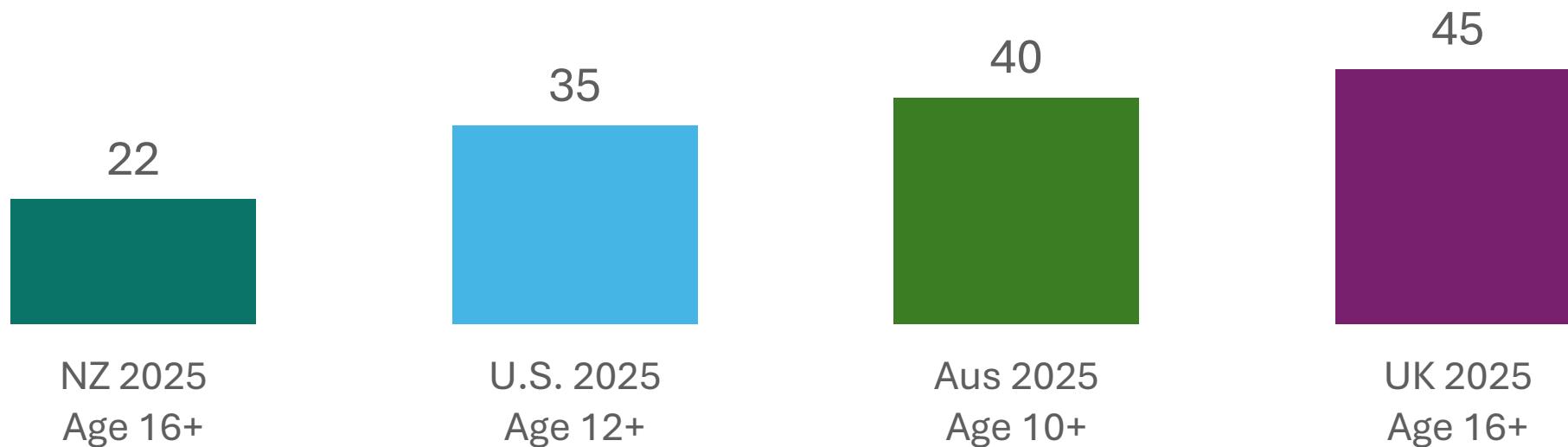
SiriusXM  
Media

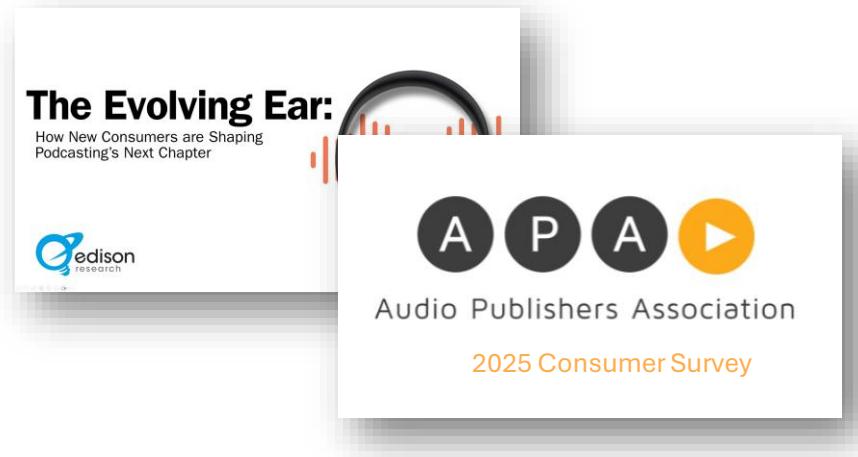
THE INFINITE DIAL® UK 2025

# Smart Speaker Ownership

TOTAL POPULATIONS

% OWNING A SMART SPEAKER





#1

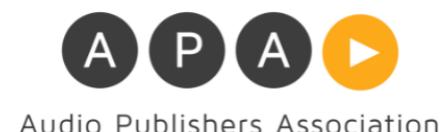
# Consumption of AI-narrated audio is increasing

Sources: The Evolving Ear from Edison Research; The Audio Publishers Association 2025 Consumer Survey



# % willing to try AI-Narrated Audiobooks

U.S. audiobook listeners | Age 18+ | June 2025



Audio Publishers Association



Source: The Audio Publishers Association 2025 Consumer Survey

# Have you ever listened to a podcast that was narrated by an artificially generated (AI) voice?

U.S. Weekly Consumers of audio-only and video podcasts | Age 13+ | Q2 2025

22%

answered “yes”



# BONUS FINDING



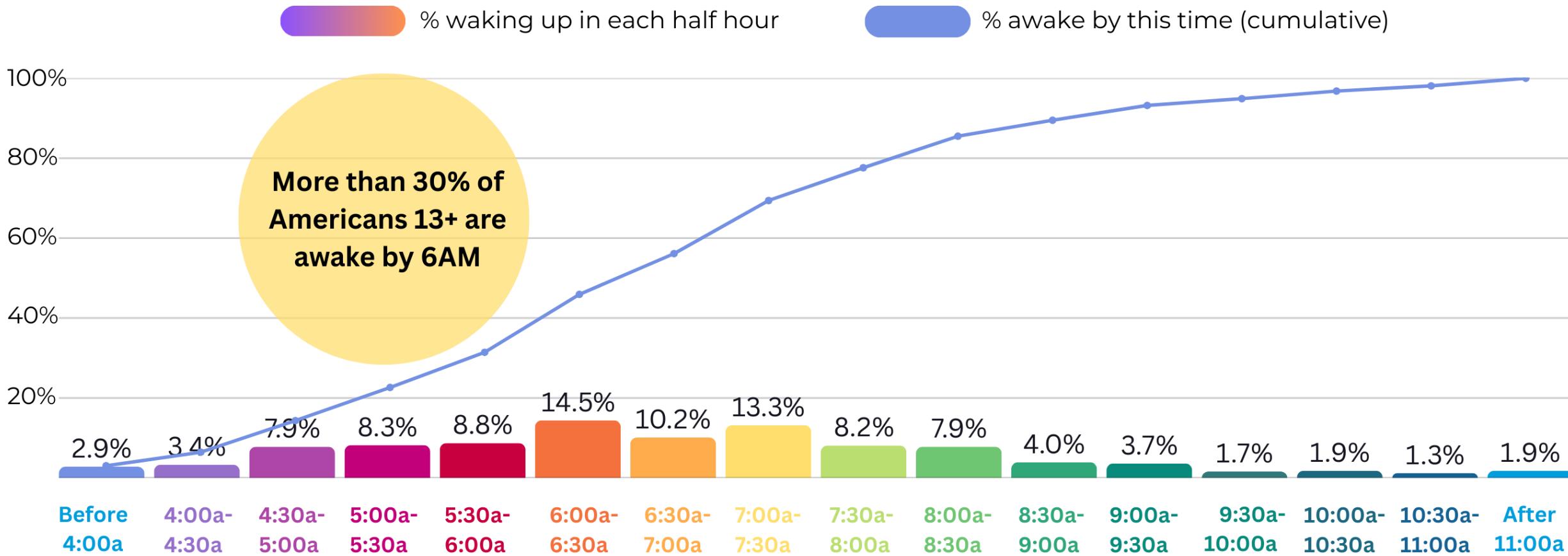
**More than 30% of  
Americans are  
awake by 6:00am**

Source: Edison Research National Survey published in Edison's Weekly Insights



# What Time Do Americans Wake Up on Weekdays?

U.S. Population Age 13+



**How to read: 31% of Americans 13+ are awake by 6am on weekdays; 14.5% of Americans wake up between 6am and 6:30am on weekdays**

Source: Edison Research National Survey, N=1823, Conducted Q1 2025



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2025

**Top Ten  
Findings**

*Edison Research is part of SSRS*