

The Evolving Ear:

How New Consumers are Shaping
Podcasting's Next Chapter



Edison Research is a part of SSRS.

Three Major Indicators of Podcasting's Next Chapter

#1 Trends

#2 First-Years

#3 You



Weekly Time Spent With Podcasts

U.S. Population 13+

2015

170

million hours per week

2025

773

million hours per week

355% Increase

+603 million weekly hours of podcast listening



Source: Edison Research Share of Ear®



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First-Years

Podcast consumers who started listening to/watching podcasts **within the last year**

(20% of U.S. Weekly Podcast Consumers)

Longtimers

Podcast consumers who started listening to/watching podcasts **five years ago or more**

(25% of U.S. Weekly Podcast Consumers)

First-Years: Started listening to/ watching podcasts within the last year

Longtimers: Started listening to/ watching podcasts five years ago or more

35 is the median age
for **first-years**



43 is the median age
for **longtimers**

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The only service that measures podcast listening, not downloads

(Weekly Podcast Consumers: 40% of U.S. Population 13+)

The Evolving Ear

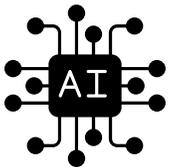
Three Takeaways



Changing Behaviors



Changing Demographics



AI
(artificial intelligence)

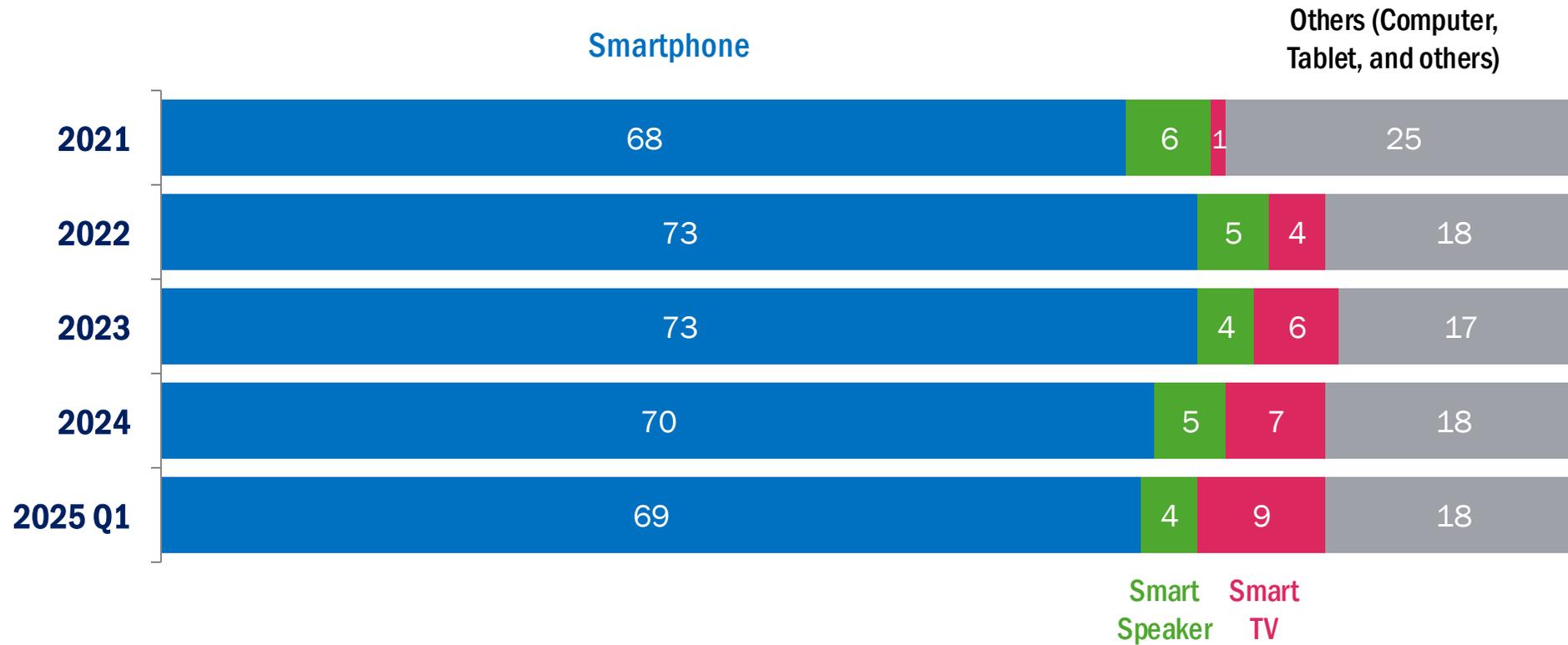
Podcast Listening:

Device used to listen to podcasts most often

U.S. Weekly Podcast Consumers

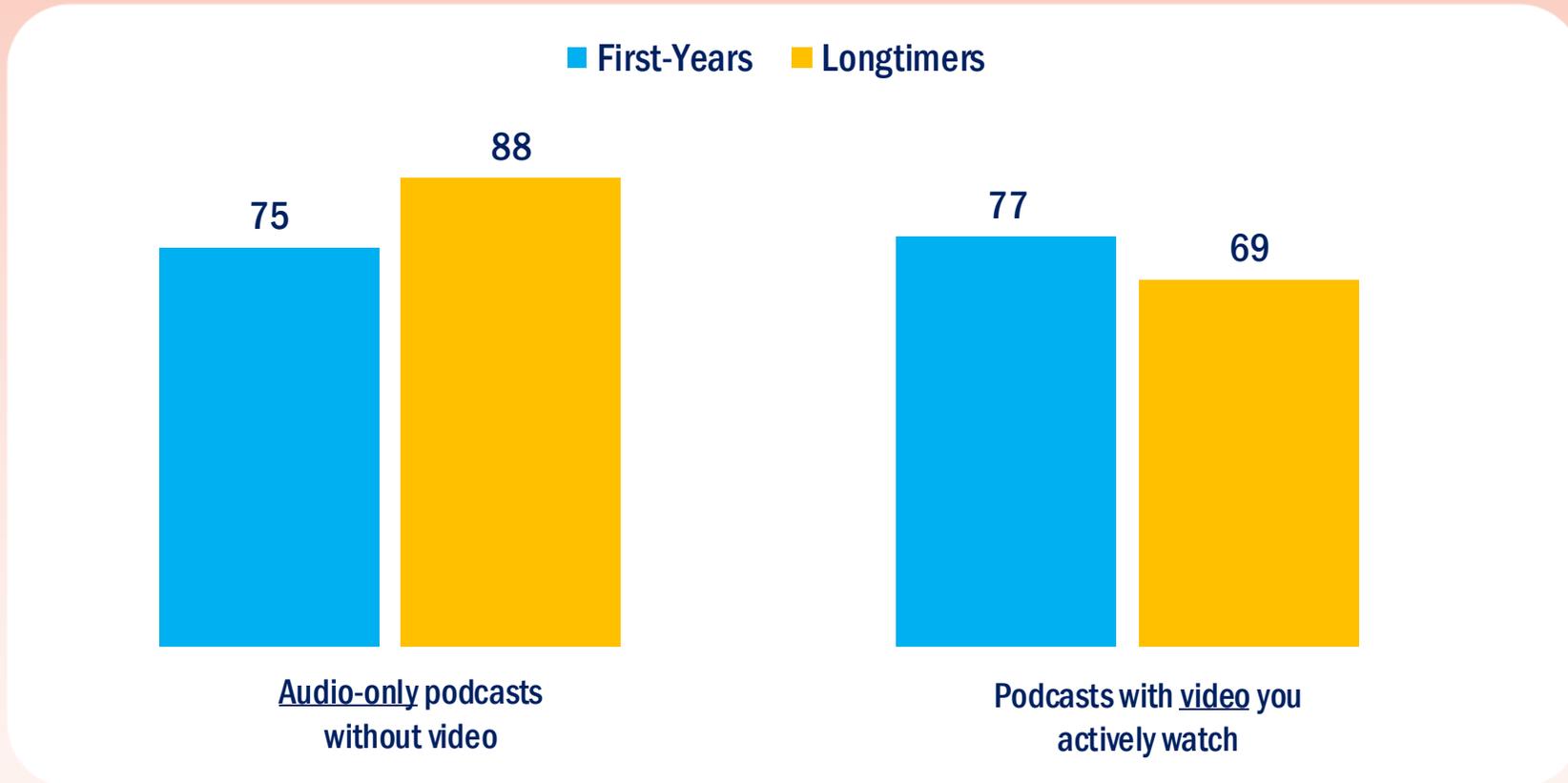
2019-2021: U.S. Age 18+

2022-2024: U.S. Age 13+



Do you ever listen to...?

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



Have you ever started listening to the audio-only version of a podcast after discovering its video version?

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

First-Years

72%

Longtimers

68%

% saying “yes”



First-Years: Started listening to/ watching podcasts within the last year | Longtimers: Started listening to/ watching podcasts five years ago or more

Service used most often to listen to podcasts

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



YouTube

32%



Spotify

25%



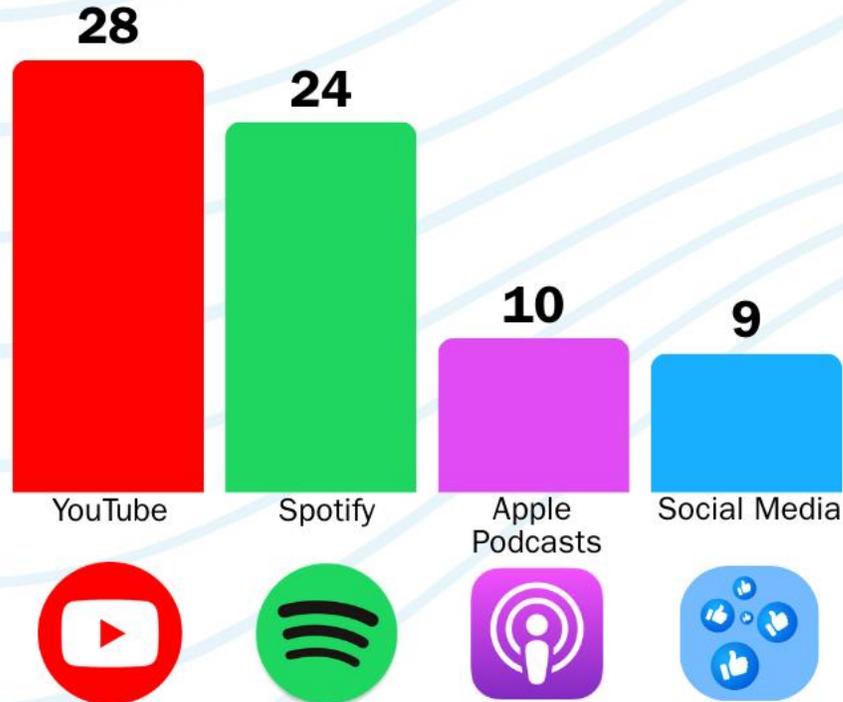
Apple Podcasts

15%

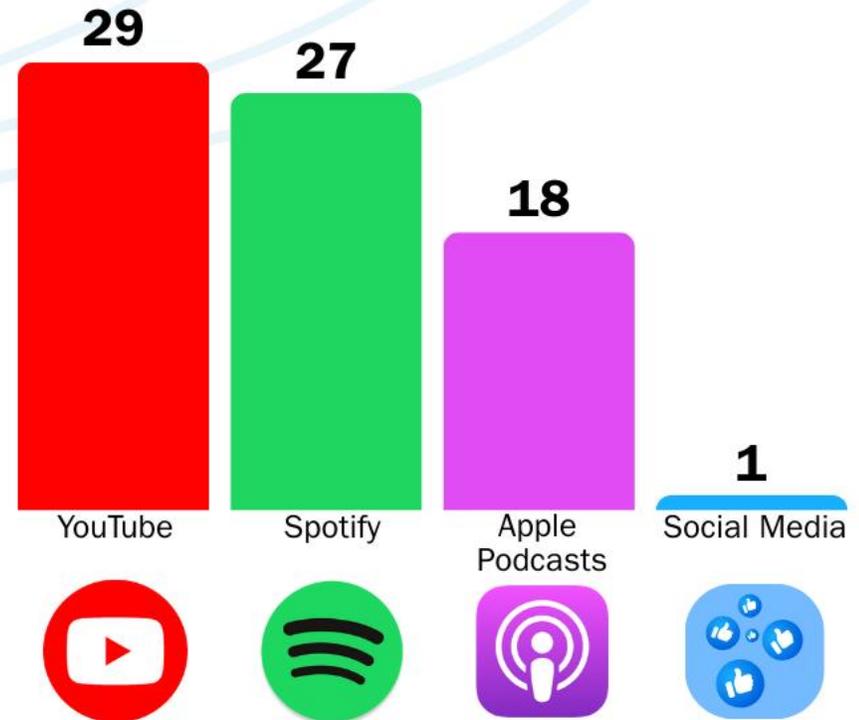
Top four services used most often to listen to podcasts

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

First-Years



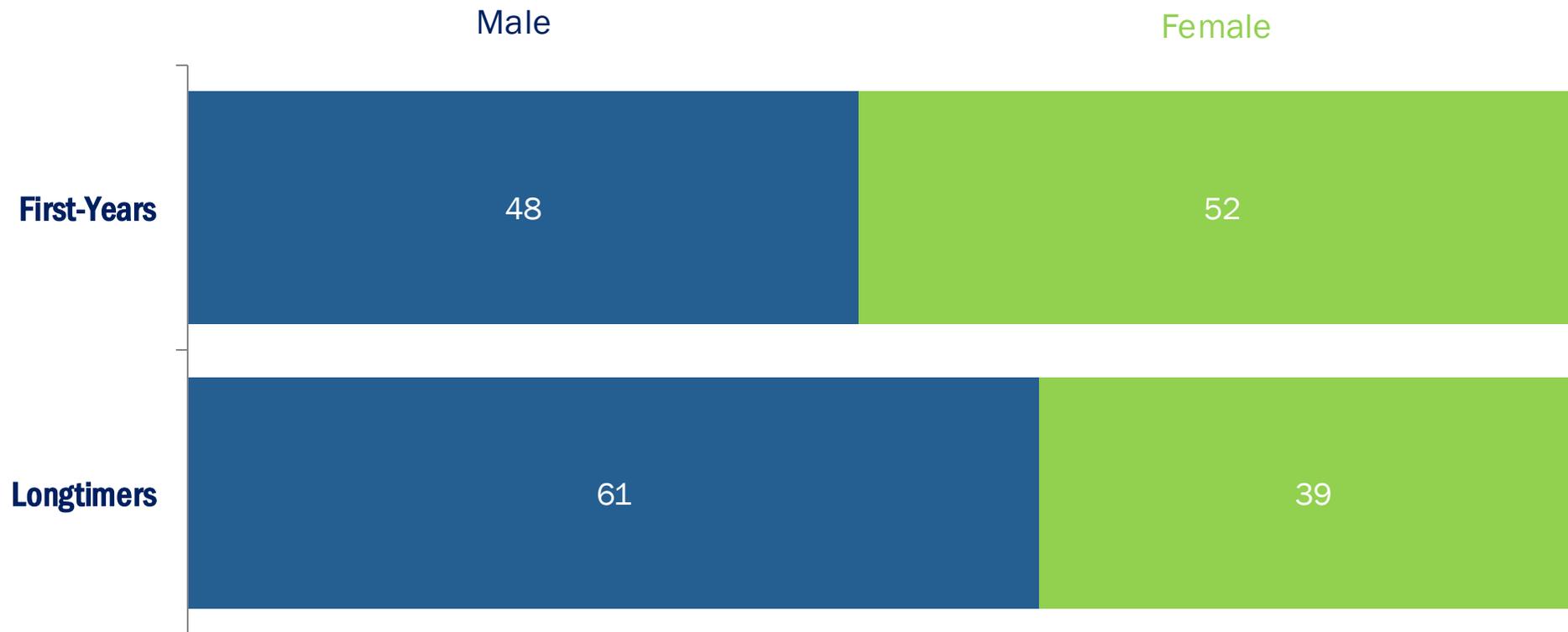
Longtimers



**Be prepared for the constant disruption of
podcast consumption**

Demographics: Gender

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



U.S. Weekly Podcast Audience Size (Rank)

Age 13+ | Q4 2025



PRESENTED BY YouTube TV

**Not Gonna Lie with
Kylie Kelce**

Rank #29



**The Mel Robbins
Podcast**

Rank #19



Rotten Mango

Rank #14



**New Heights with Jason
& Travis Kelce**

Rank #10

U.S. Weekly Podcast Audience Size (Rank)

Age 13+ | Q4 2025



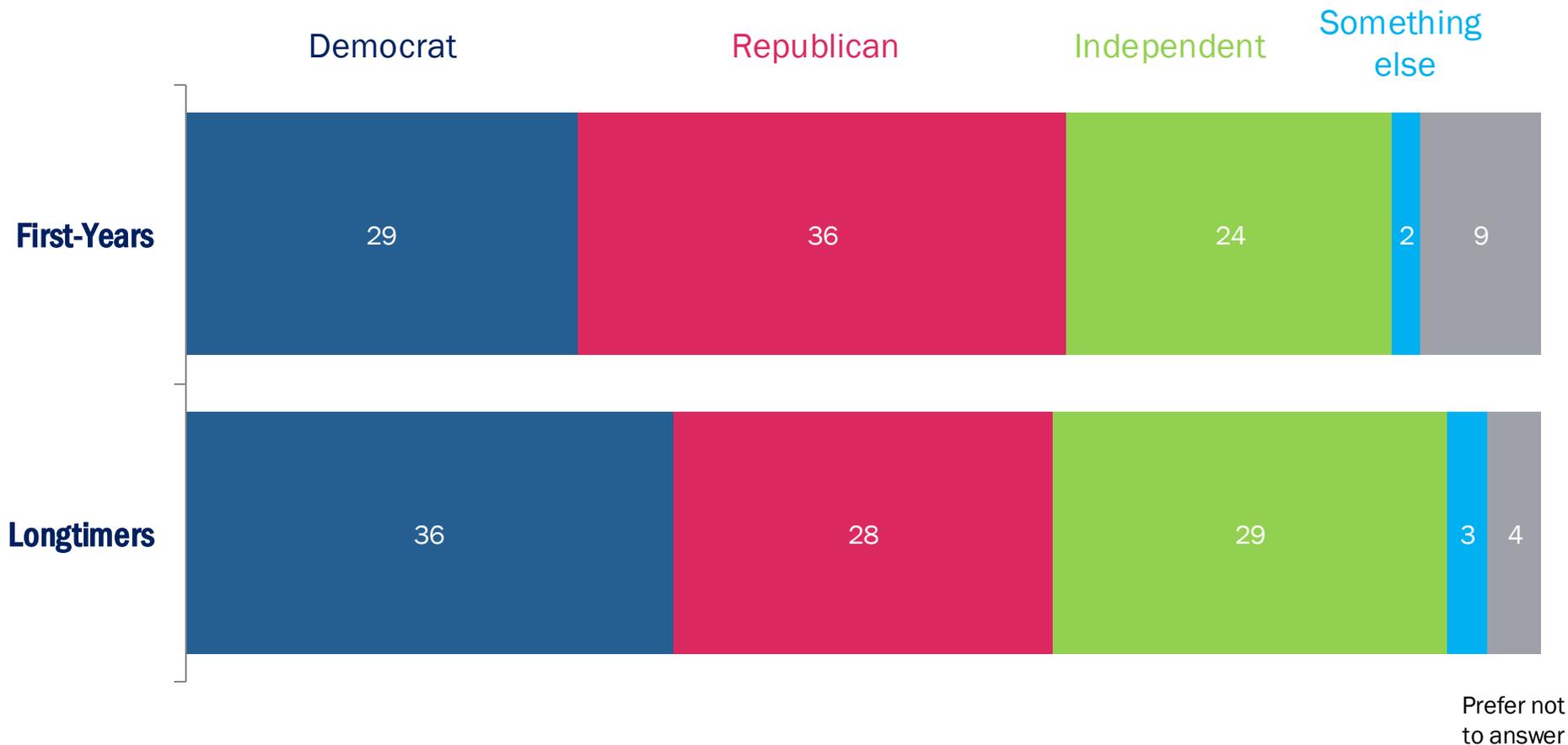
Rank #38

71% of audience are women

Q1 – Q3 2025

Demographics: Political Affiliation

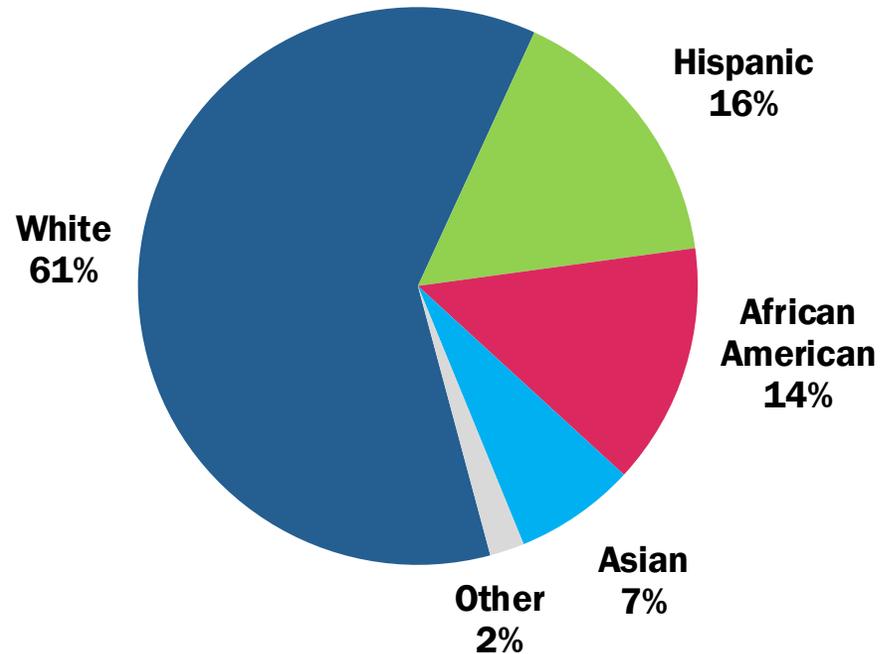
U.S. Weekly Podcast Consumers | Age 13+ | Q1 2025



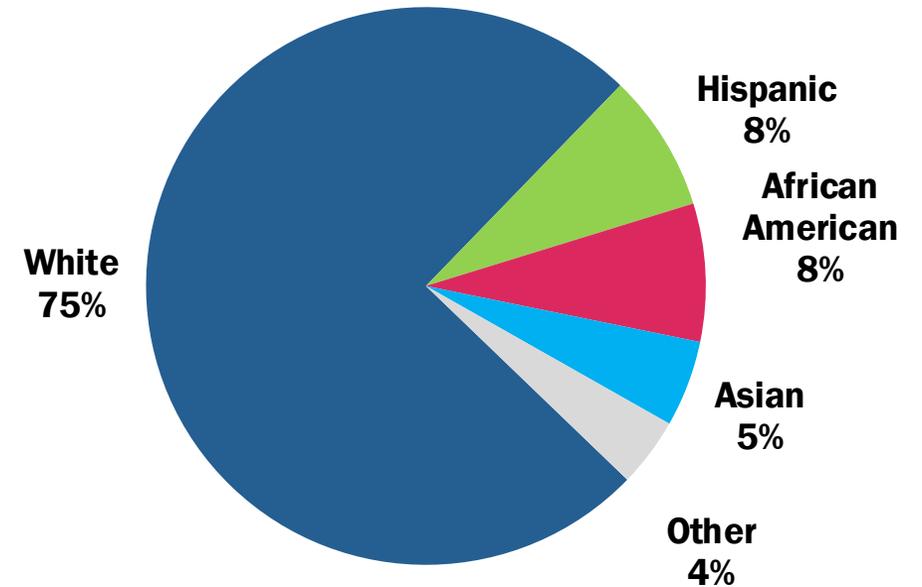
Demographics: Ethnicity

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

First-Years



Longtimers



Be prepared for a diversity of people and opinion

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

U.S. Weekly Consumers | Age 13+ | Q2 2025

First-Years

24%

Longtimers

20%

% saying “yes”



First-Years: Started listening to/ watching podcasts within the last year | **Longtimers:** Started listening to/ watching podcasts five years ago or more

Podcasts in the U.S. with the highest concentration of audience of First-Years and Longtimers



First-Years



38%



38%



38%



37%



36%



35%



34%



34%



33%



33%

Longtimers



73%



72%



70%



69%



68%



62%



62%



60%



59%



58%

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Be prepared for podcasting to be creator-led

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