



The Podcast Consumer 2026



The Podcast Consumer



Reach



Share



Content



Audience
Insights



Trust &
Loyalty

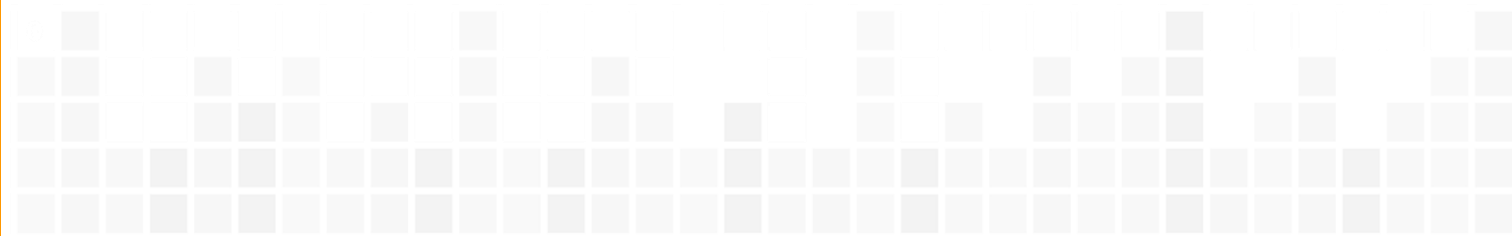


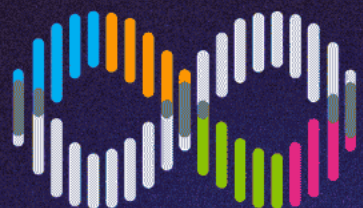
Influence





Reach





THE INFINITE DIAL[®] 2026

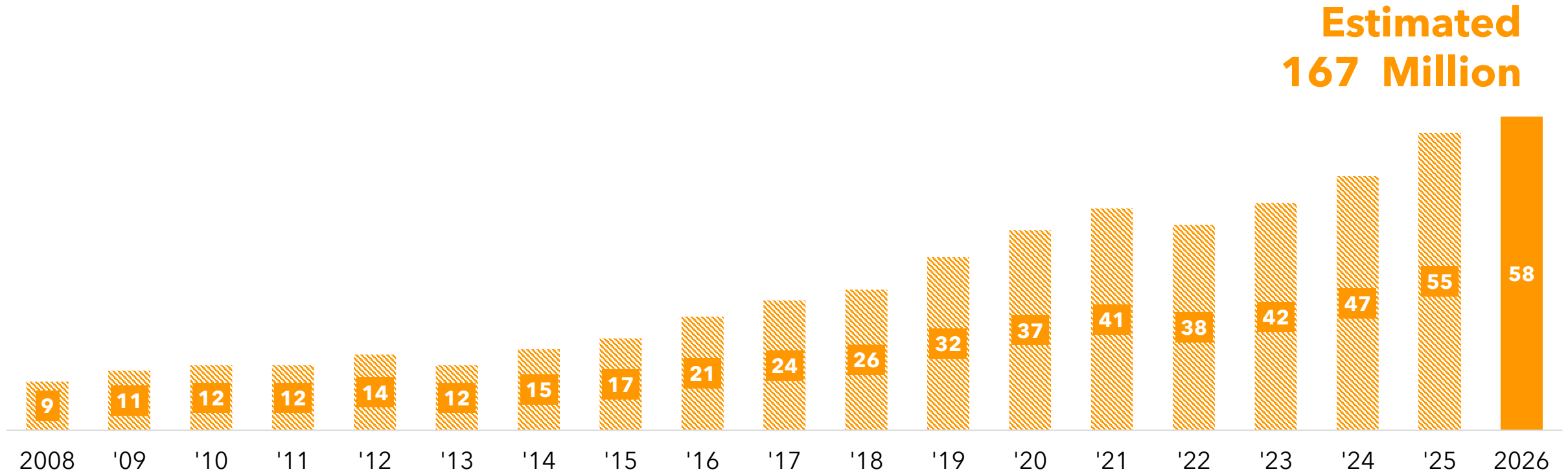
edison
research at ssrs

SiriusXM
Media

Monthly Podcast Consumption



% Listened to or Watched a Podcast in the Last Month
Total U.S. Population 12+



**Estimated
167 Million**

2008-2024: Listened to podcasts
2025 and beyond: Listened to or watched podcasts



58%

of Americans are monthly podcast consumers

an all-time high

Podcast Consumption at Record High

80%

of the U.S. 12+ population has ever **consumed a podcast**

58%

of the U.S. 12+ population has consumed a podcast **in the last month**

45%

of the U.S. 12+ population consumed a podcast **in the last week**

Source:



THE INFINITE DIAL® 2026

Reach in the the Millions

230
million

In 2026, an **Estimated 230 Million** Americans 12+ have **Ever Consumed a Podcast** (Up from 210 Million in 2025)

167
million

In 2026, there are an **Estimated 167 Million Monthly Podcast Consumers** 12+ in the U.S. (Up from 158 Million in 2025)

130
million

In 2026, there are an **Estimated 130 Million Weekly Podcast Consumers** 12+ in the U.S. (Up from 115 Million in 2025)

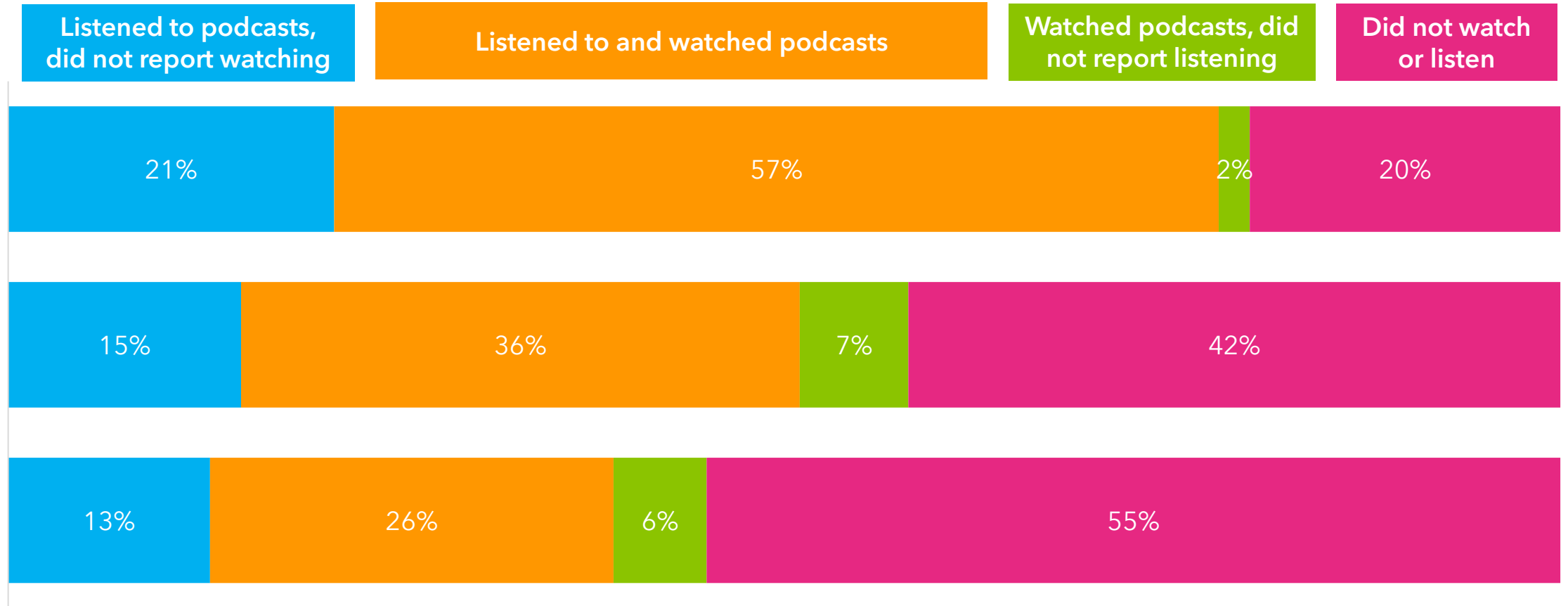
Source:



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Podcast Consumption Overview

Total U.S. Population 12+

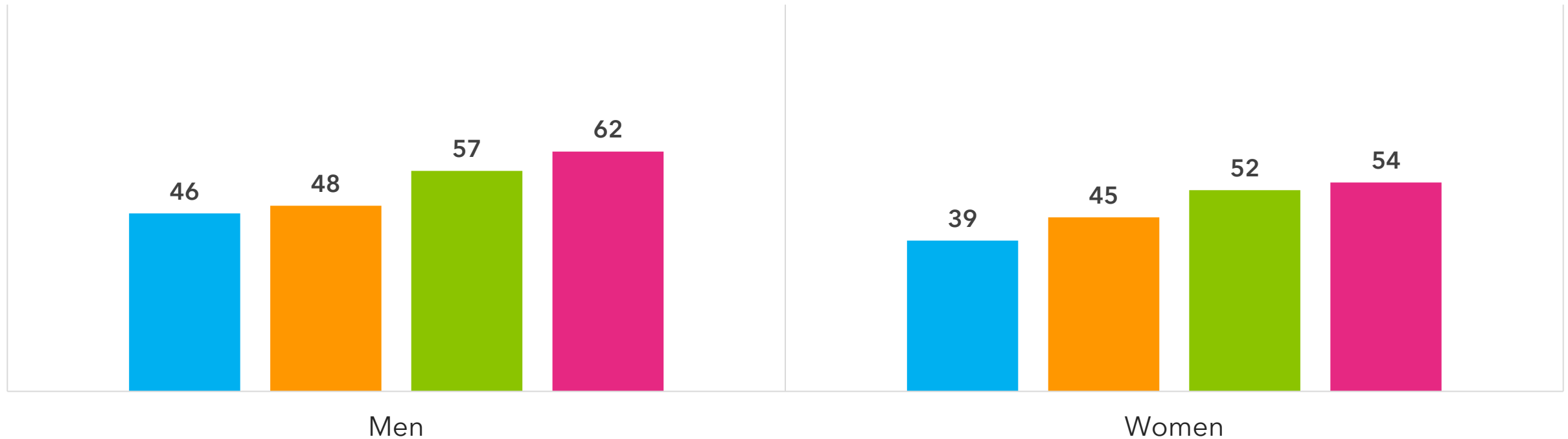


Monthly Podcast Consumption



% Listened to or Watched a Podcast in the Last Month
Total U.S. Population 12+

■ 2023 ■ 2024 ■ 2025 ■ 2026



2023-2024: Listened to podcasts

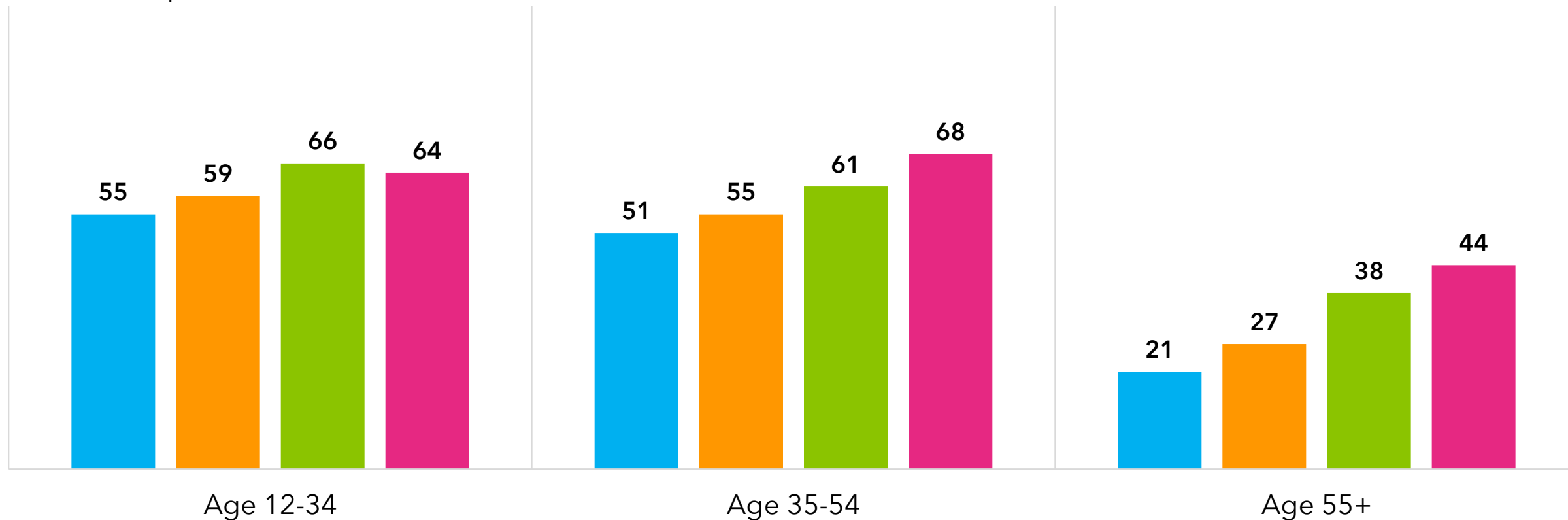
2025 and beyond: Listened to or watched podcasts

Monthly Podcast Consumption

% Listened to or Watched a Podcast in the Past Month

Total U.S. Population 12+

■ 2023 ■ 2024 ■ 2025 ■ 2026



2023-2024: Listened to podcasts

2025 and beyond: Listened to or watched podcasts

Podcasts have Broad Generational Appeal

64%

of Age 12-34

are monthly podcast consumers

68%

of Age 35-54

are monthly podcast consumers

44%

of Age 55+

are monthly podcast consumers

Source:



THE INFINITE DIAL® 2026

Podcasts Reach a Diverse Audience

63%

of Black Americans
are monthly podcast consumers

60%

of Latino Americans
are monthly podcast consumers

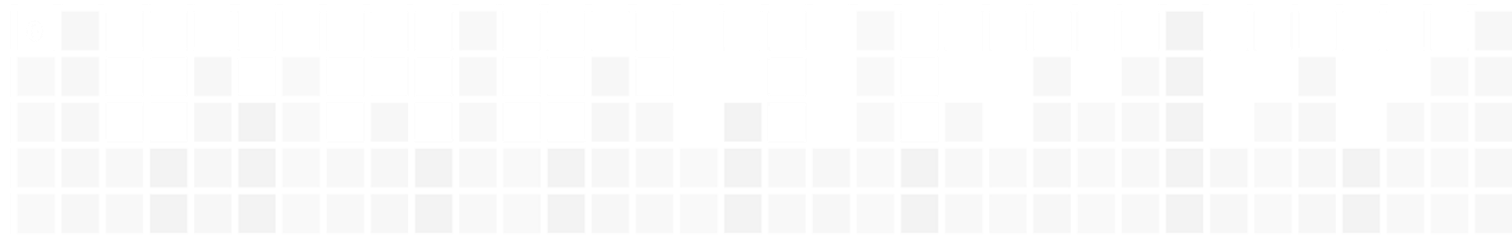
Source:



THE INFINITE DIAL® 2026



Share



edison
share of ear[®]



Daily Time Spent with Audio Sources

Daily Total Listening Minutes Among

**U.S. Total Population
Age 13+**



3 hrs 57 mins

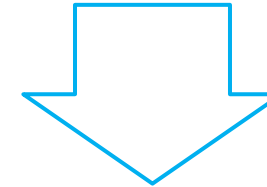
Daily Time Spent with Audio Sources

Daily Total Listening Minutes Among
**U.S. Total Population
Age 13+**



3 hrs 57 mins

Daily Total Listening Minutes Among
**U.S. Daily Podcast Consumers
Age 13+**



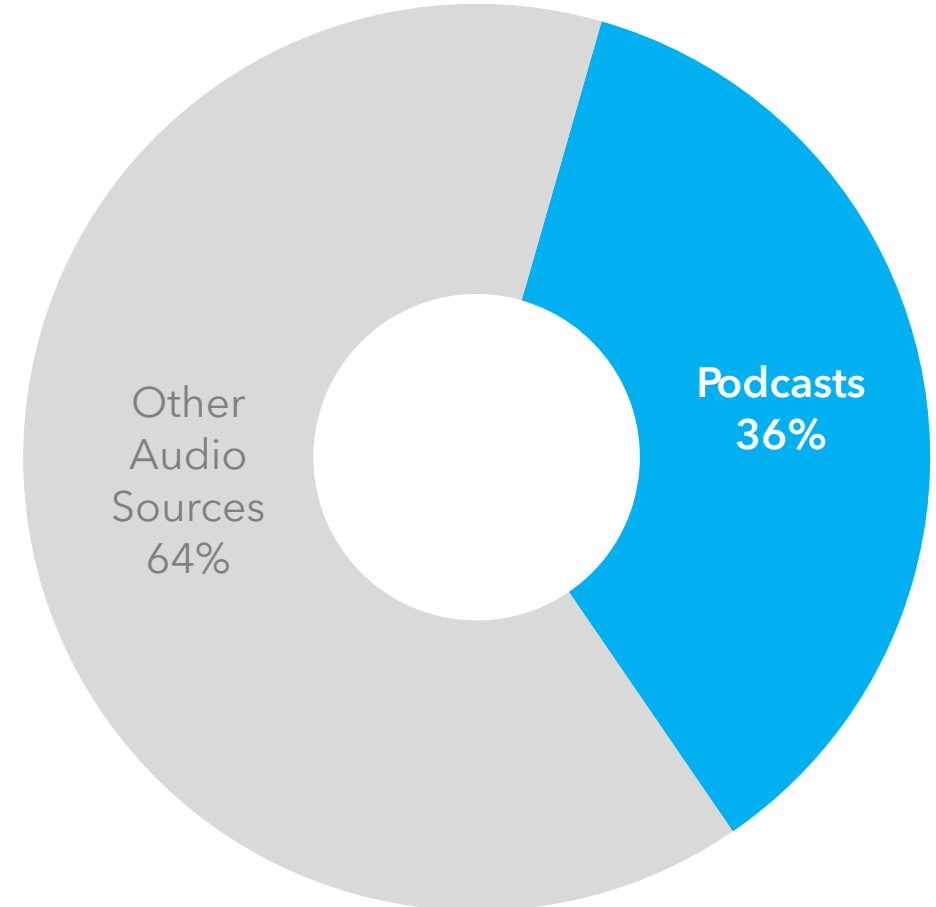
5 hrs 11 mins

Share of Daily Time Spent Listening to Podcasts Versus All Other Audio Sources

All Listeners 13+

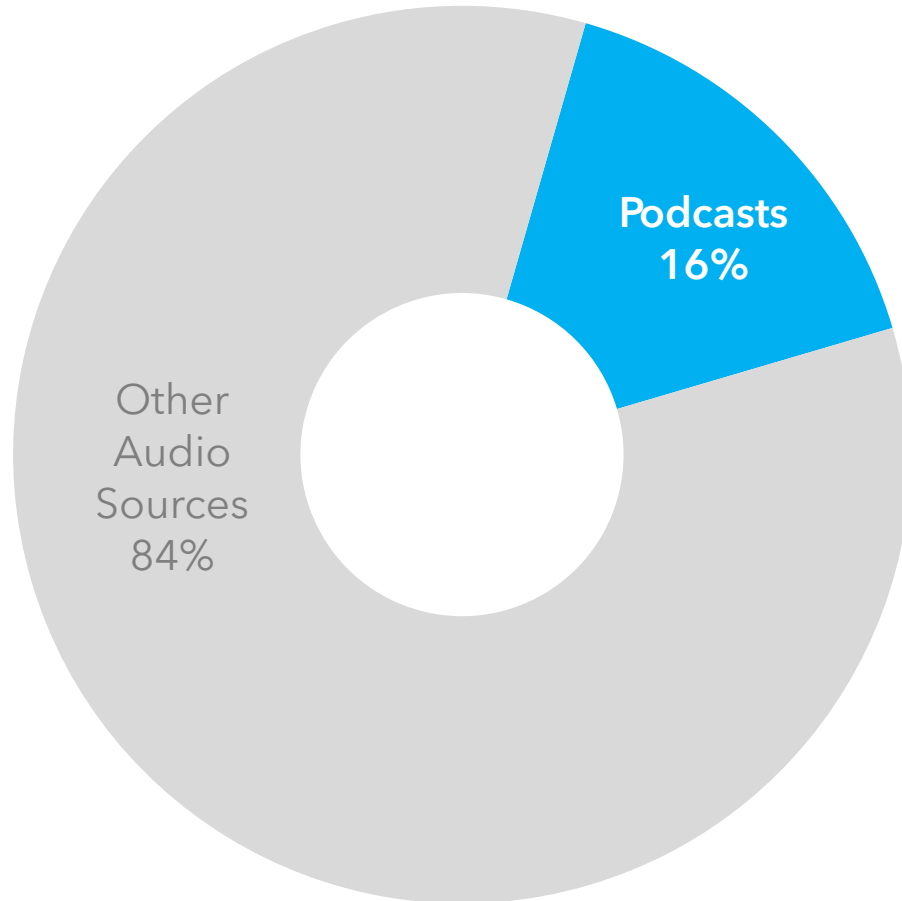


Daily Podcast Listeners 13+

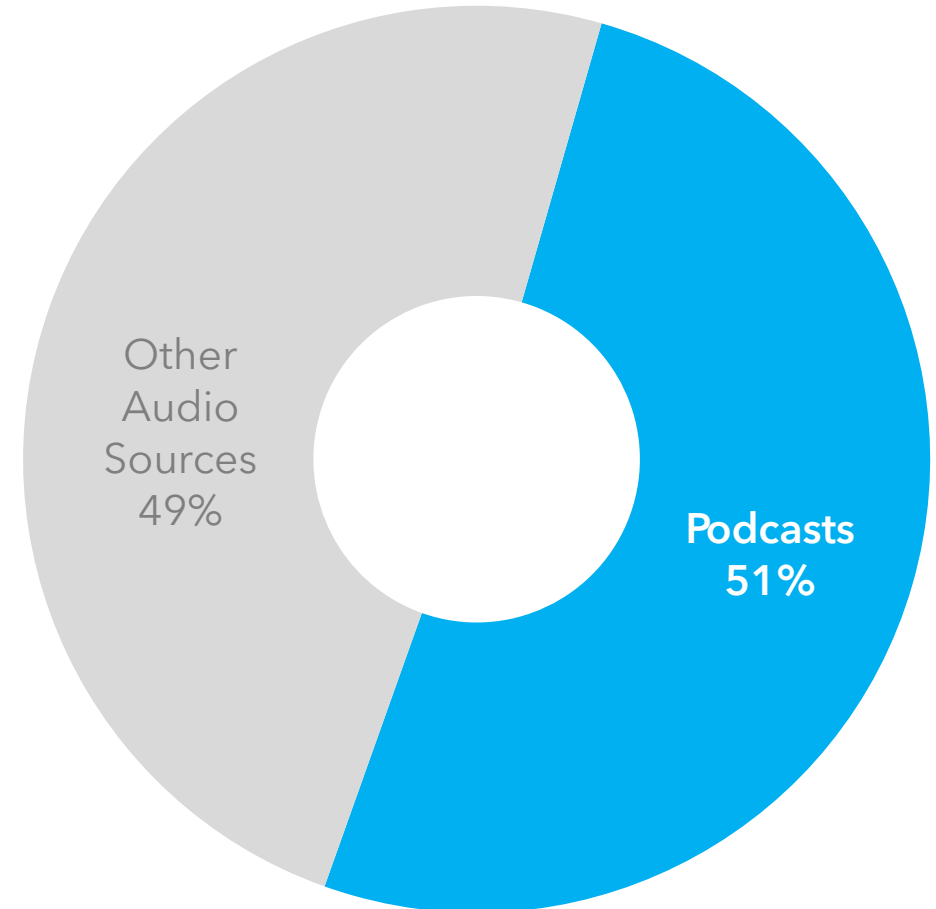


Share of Daily Time Spent Listening to Ad-Supported Audio Sources

All Listeners 13+

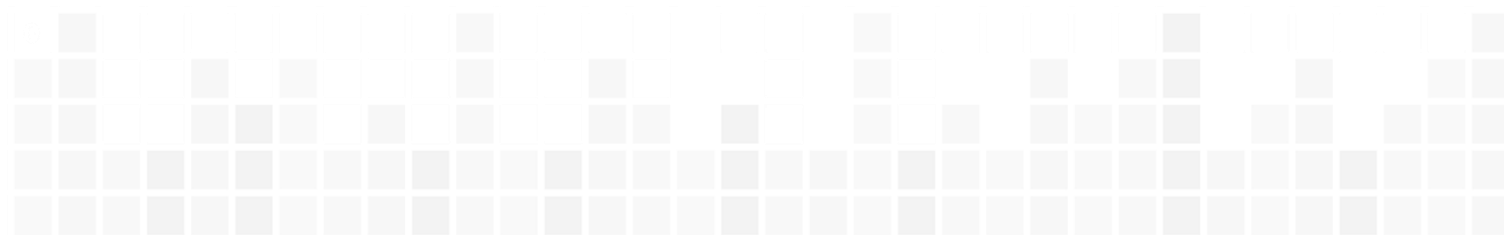


Daily Podcast Listeners 13+





Content



The Podcast Consumer **2026**

edison
research at **ssrs**

edison
podcast metrics U.S.TM



Q1 2026: Top 10 Podcasts in the U.S.

Shows with the Largest Weekly Audience



1



2



3



4



5



6



7



8



9



10

Q1 2026: Top 10 Podcasts in the U.S. Among LGBTQ Audience

Shows with the Largest Weekly Audience



1



2



3



4



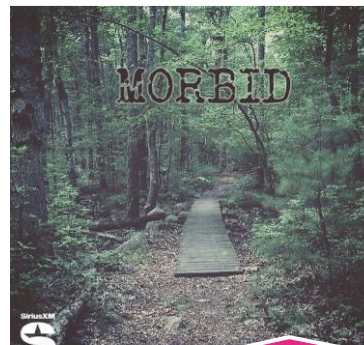
5



6



7



8



9



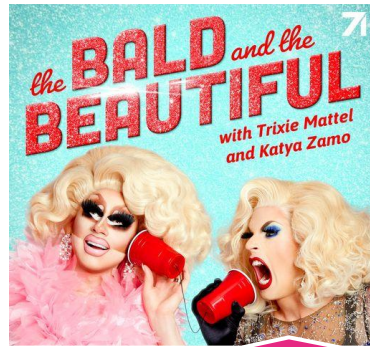
10

Podcasts in the U.S. with the Highest Percentage of LGBTQ Audience

% of Weekly Consumers of Each Show who Identify as LGBTQ



65%



64%



64%



64%



60%



57%



55%



52%

Source: Edison Podcast Metrics 2026 | U.S. Weekly Podcast Consumers 13+ Among Podcasts Meeting Minimum Total Audience Threshold



Top Podcast Topics Listened to

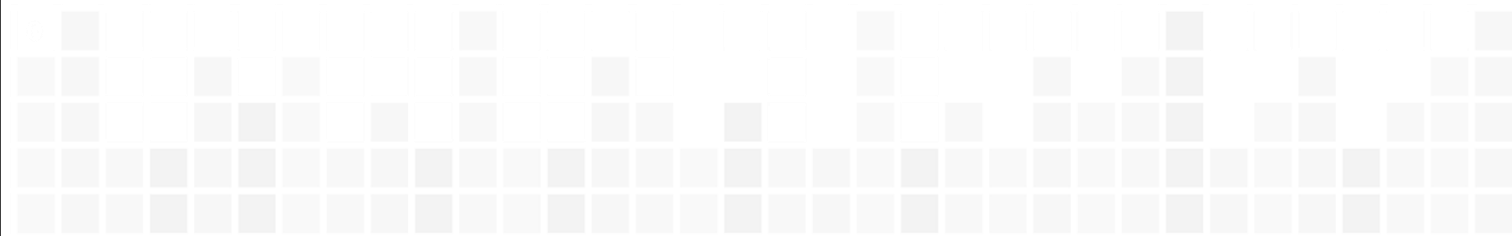
Source: Edison Podcast Metrics Q1 2026
U.S. Weekly Podcast Consumers 13+

Percent Selecting Topic





Audience Insights

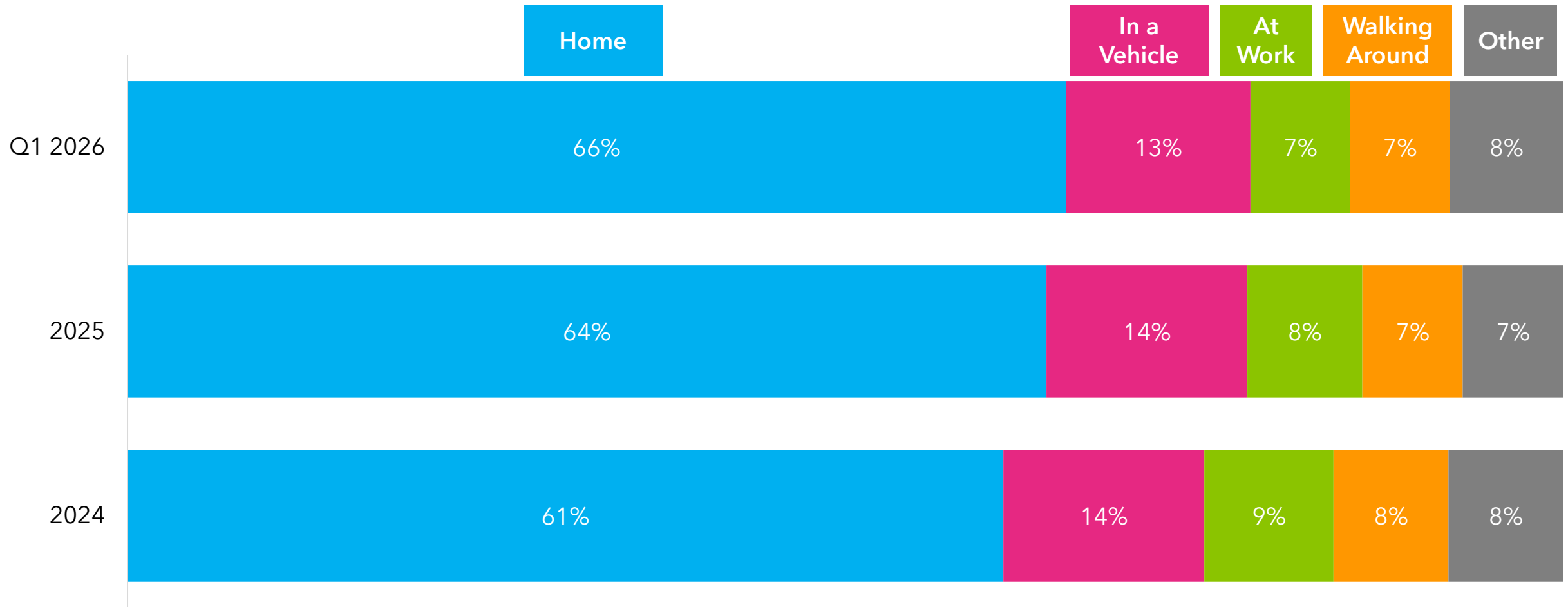


The Podcast Consumer **2026**

edison
research at **ssrs**

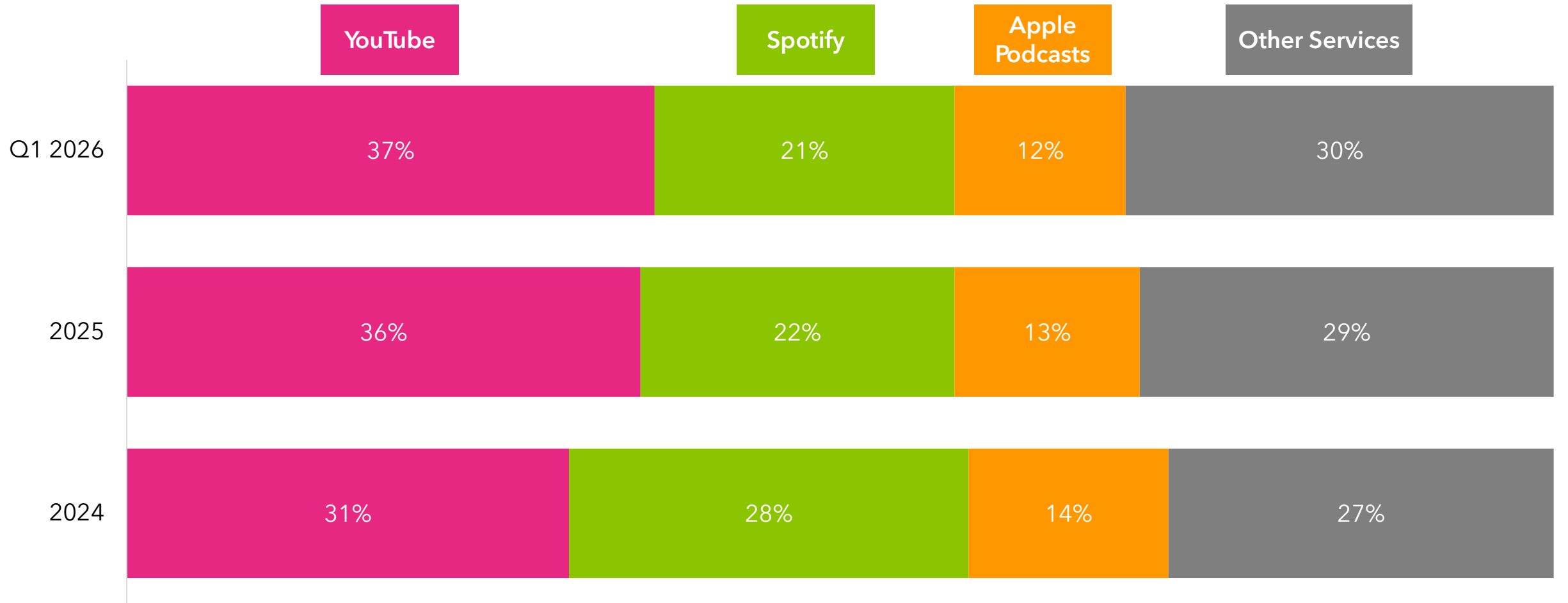
Where do you listen to podcasts most often?

U.S. Weekly Podcast Consumers | Age 13+



Service Used Most Often to Consume Podcasts

U.S. Weekly Podcast Consumers | Age 13+





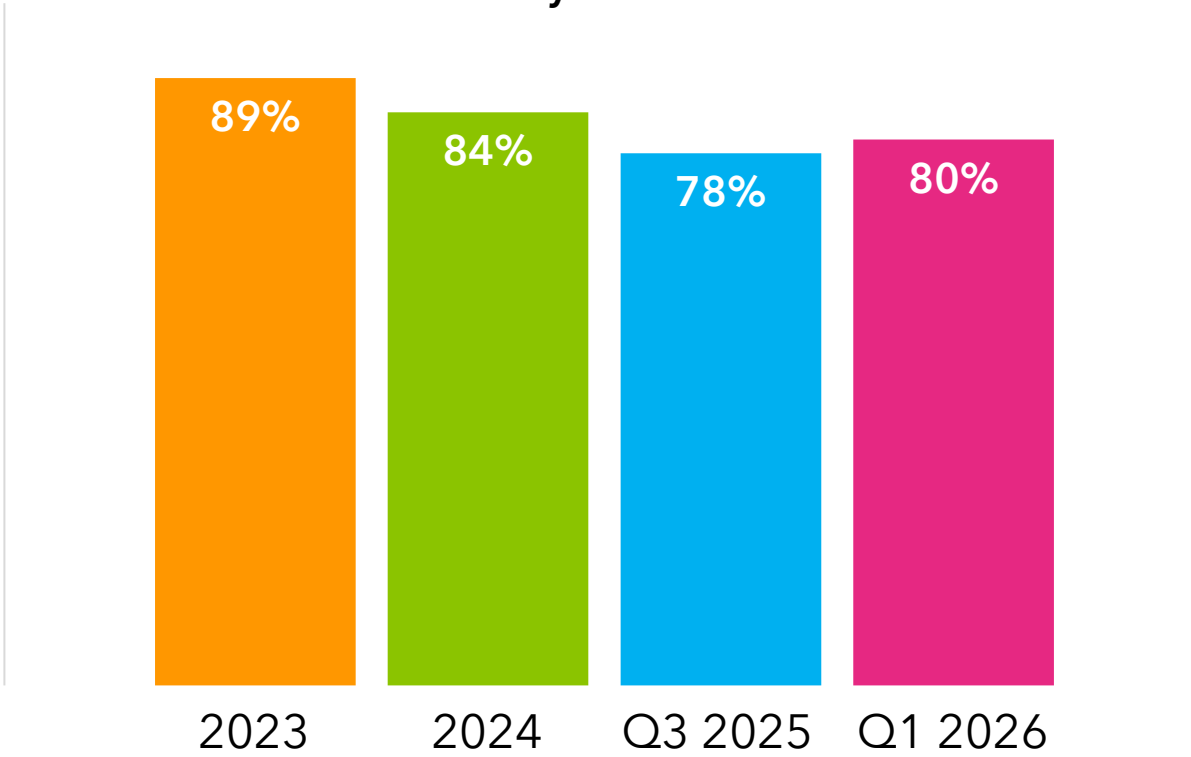
For the first time, video consumption outpaces audio consumption in Edison Podcast Metrics (Q3 2025)

Audio/Video Podcast Audience

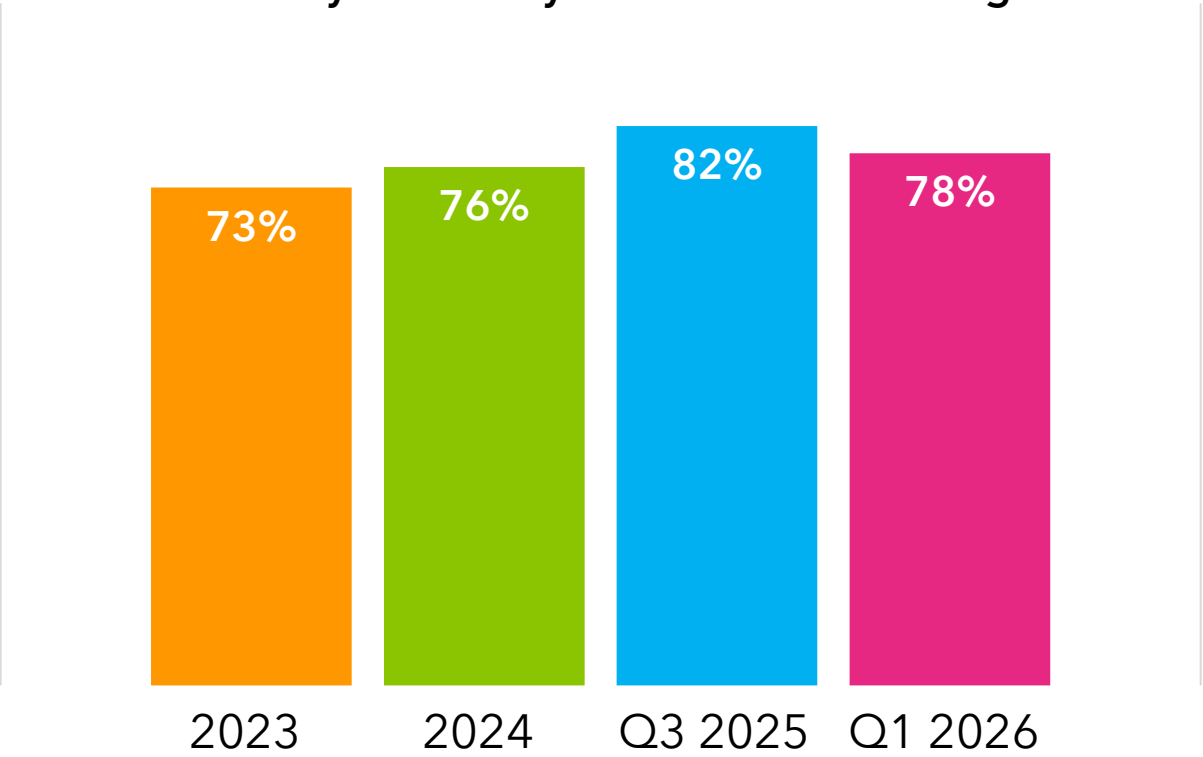
US Weekly Podcast Consumers | Age 13+

Question: "Do you ever listen or watch podcasts that have...?"

Audio Only Without Video



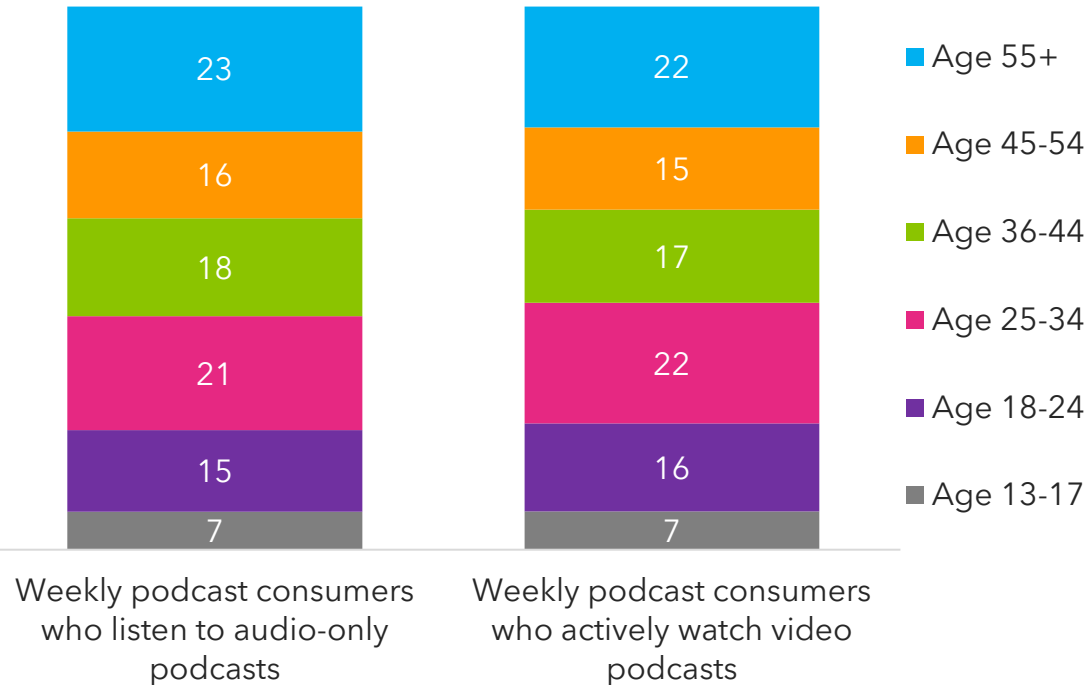
Video you Actively Watch While Listening



Podcast Audience Composition

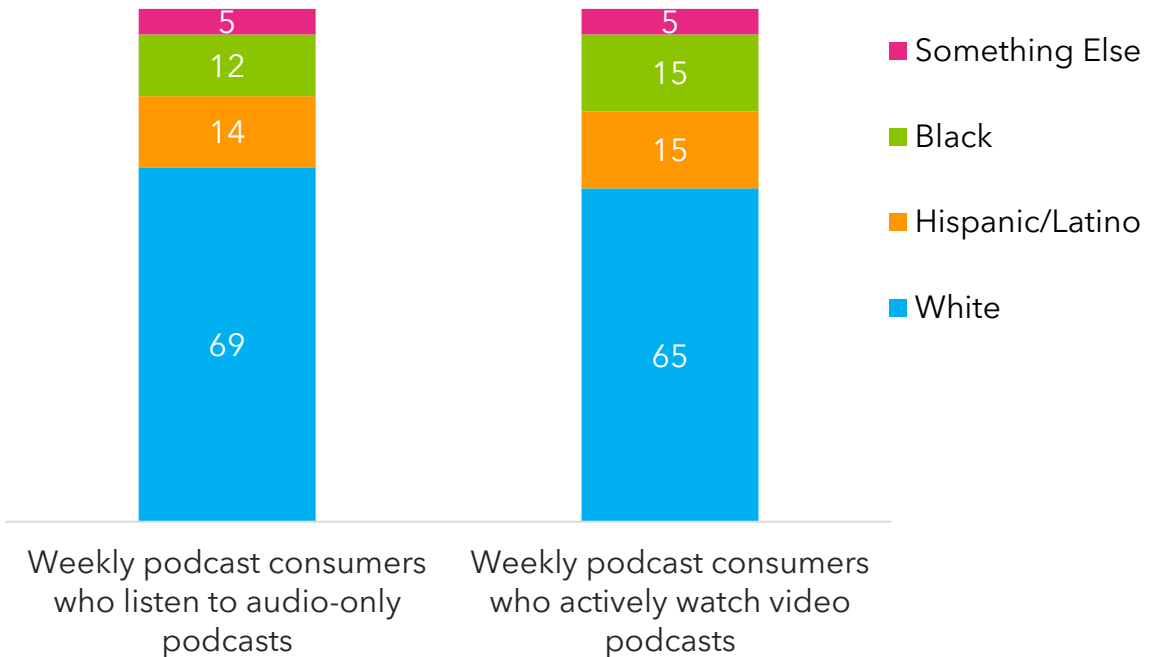
US Weekly Podcast Consumers | Age 13+

Age Composition



Race/Ethnic Composition

Which of the following best describes you...



Source: Edison Podcast Metrics Q2 '25 - Q1 '26

sports poll

by ssrs

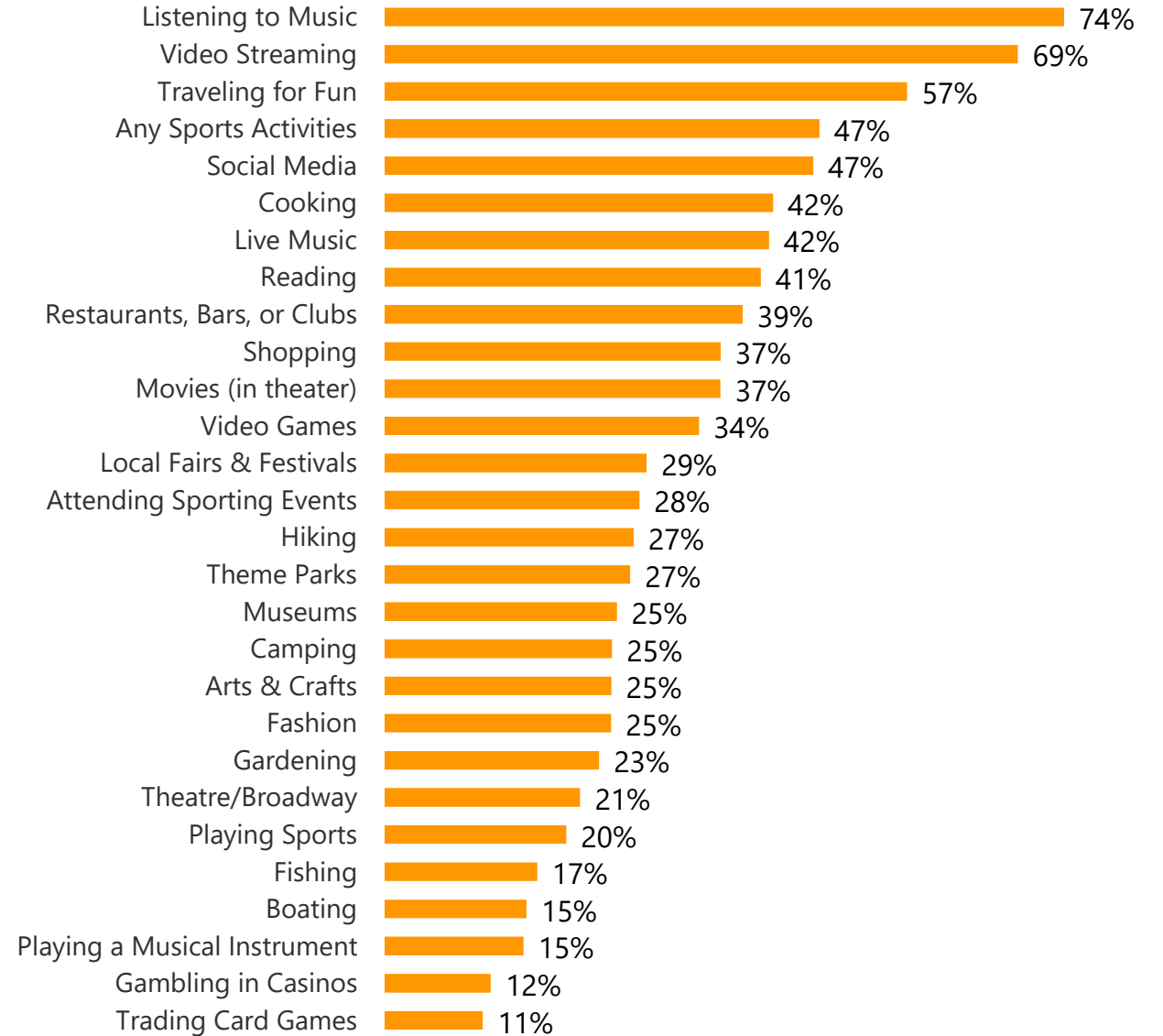




Avid Podcast Fans' Top Free Time Interests

Percent of avid podcast fans who are very interested in...

Sports Poll (Avid podcast fans 12+, Nov 2025-Apr 2026)
Avid fan = "very interested" in podcasts



Podcast Consumers & World Cup

55%

of podcast fans
are **interested** in
the World Cup

(vs. 47% of
the U.S. pop)

22%

of **avid** podcast
fans are **very
interested** in the
World Cup

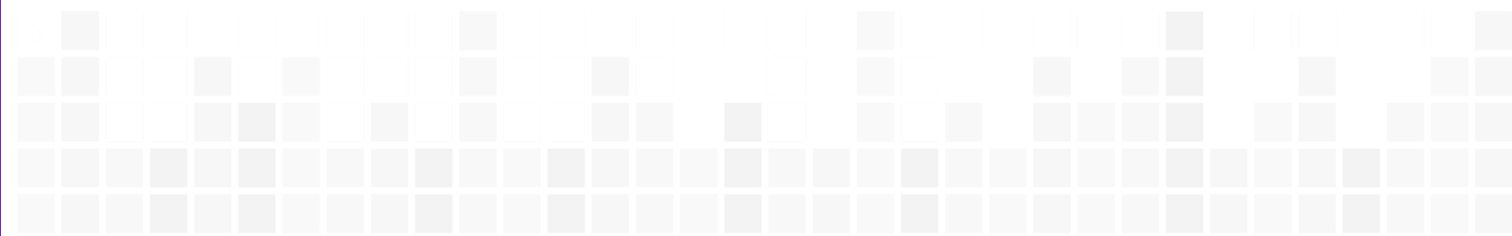
(vs. 15% of
the U.S. pop)

Sports Poll (Avid podcast fans 12+, Nov 2025-Apr 2026)
Avid fan = "very interested" in podcasts





Trust & Loyalty



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research at ssrs

Podcast Consumers are Loyal Fans

21%

of weekly podcast consumers 13+
gave money to support a podcast in the last 12 months

47%

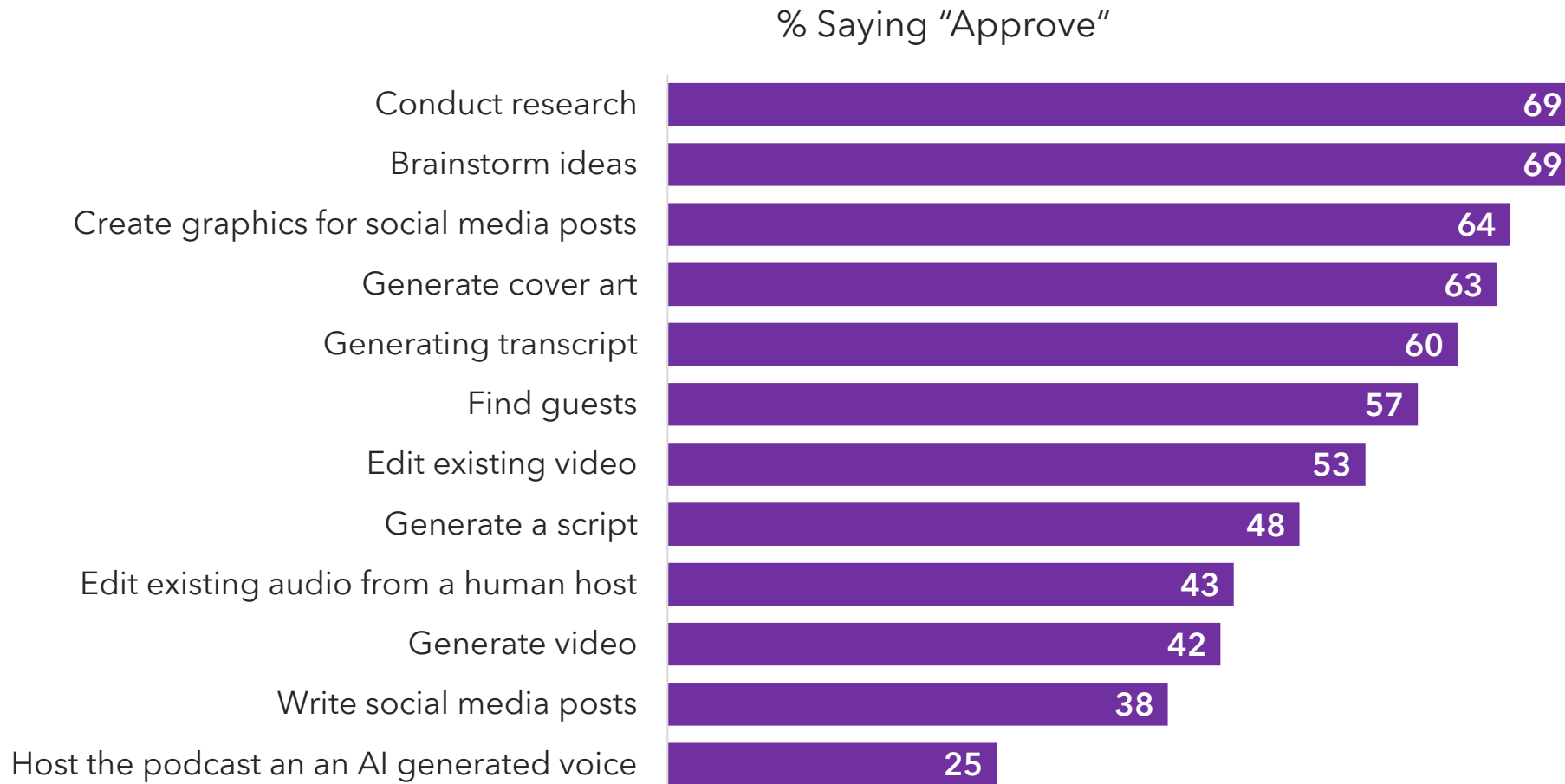
of weekly podcast consumers who gave money in the last 12 months
did so to support a podcast host or other individual

36%

of weekly podcast consumers who gave money in the last 12 months
did so to become a member for exclusivity

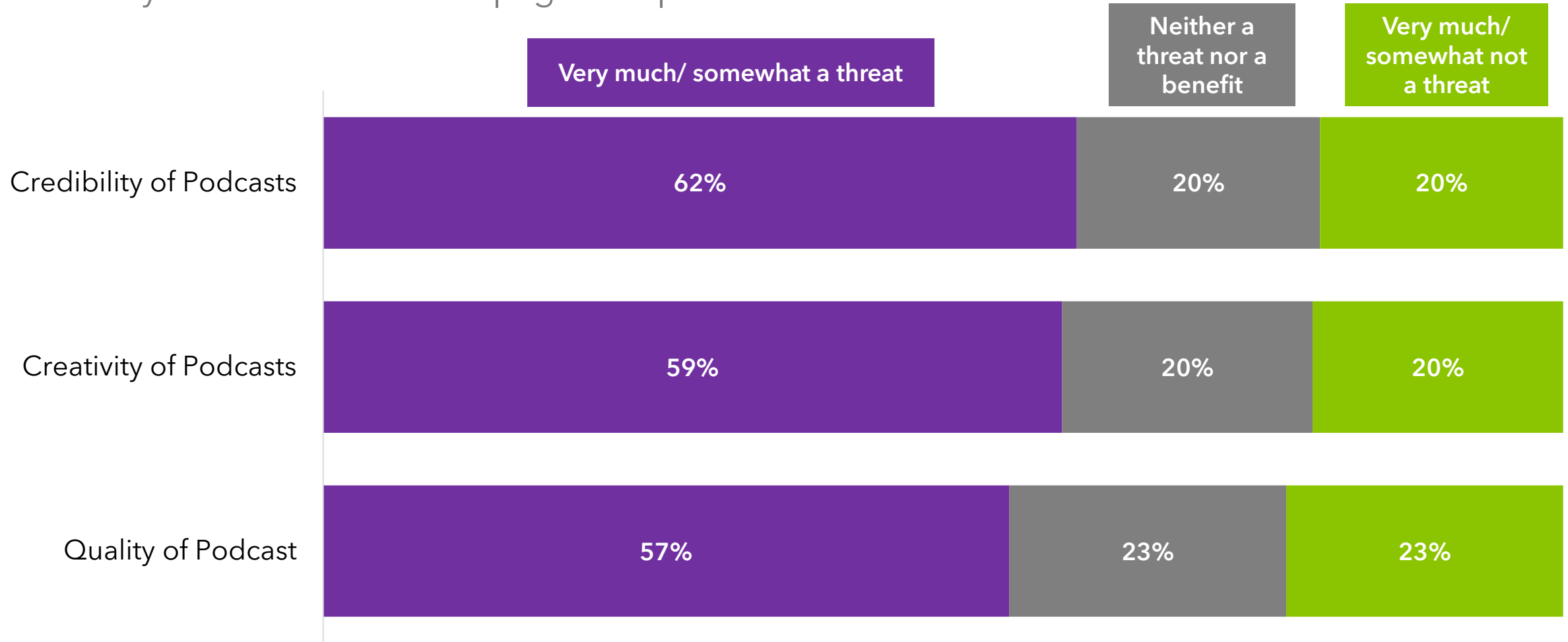
Do you approve or disapprove of podcasts using generative AI to complete the following steps of the podcast creation process?

U.S. Weekly Podcast Consumers | Age 13+ | Q1 2026



How much of a threat, if at all, do you think AI is to the...?

U.S. Weekly Podcast Consumers | Age 13+ | Q1 2026

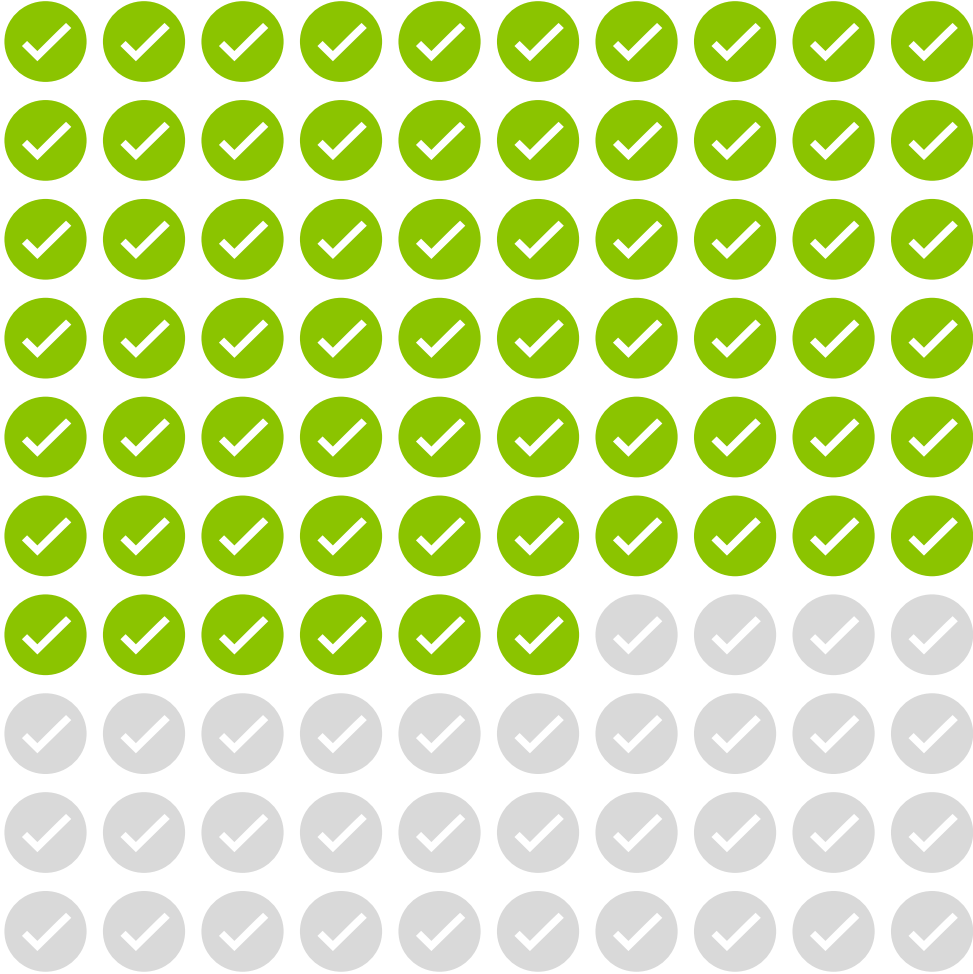




Influence



Podcast Consumers have High Ad Receptivity



76%
of weekly podcast
consumers 13+
have acted*
as a result of
hearing an ad
on a podcast

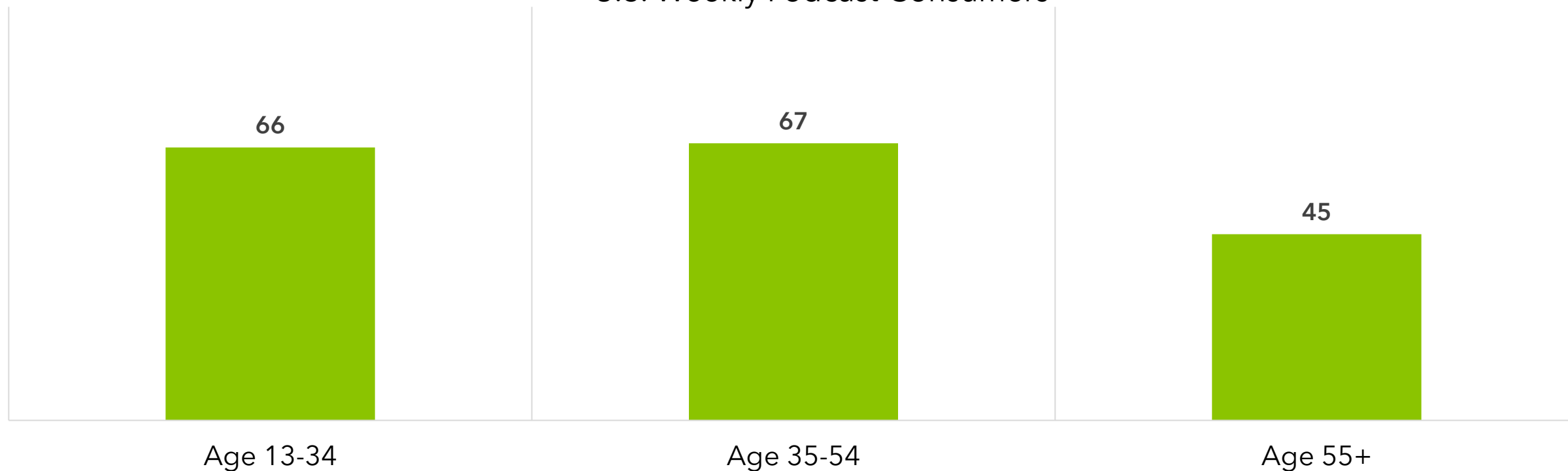
*Actions Include: Visited a company/product website, recommended a product, gathered more information, purchased a product or service, used a promo code mentioned



As a result of hearing a sponsorship or advertisement on a podcast...

% Visited a Company/Product Website

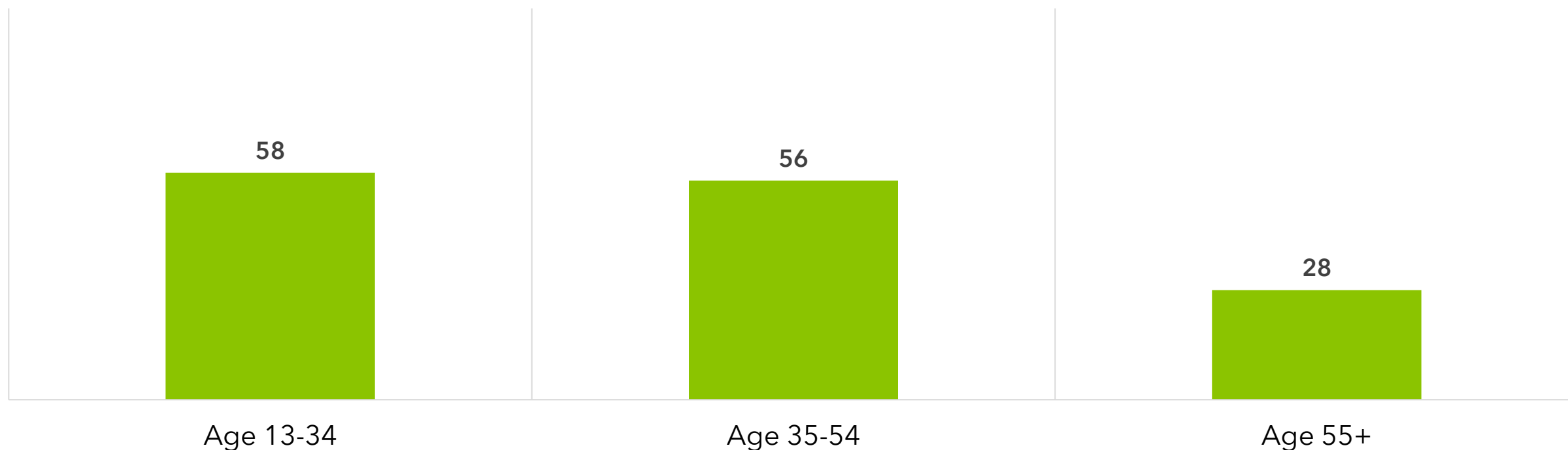
U.S. Weekly Podcast Consumers



As a result of hearing a sponsorship or advertisement on a podcast...

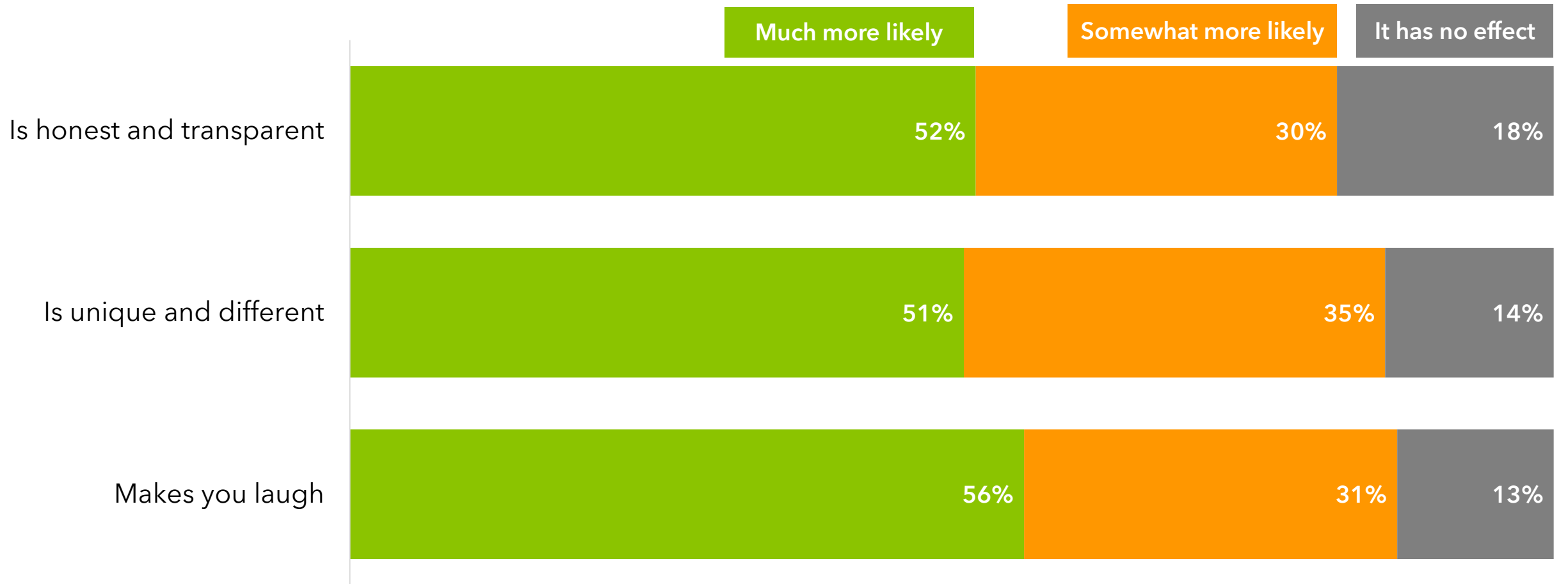
% Recommended Product

U.S. Weekly Podcast Consumers Age 13+



How likely are you to pay attention to a podcast advertisement if it...

U.S. Weekly Podcast Consumers | Age 13+

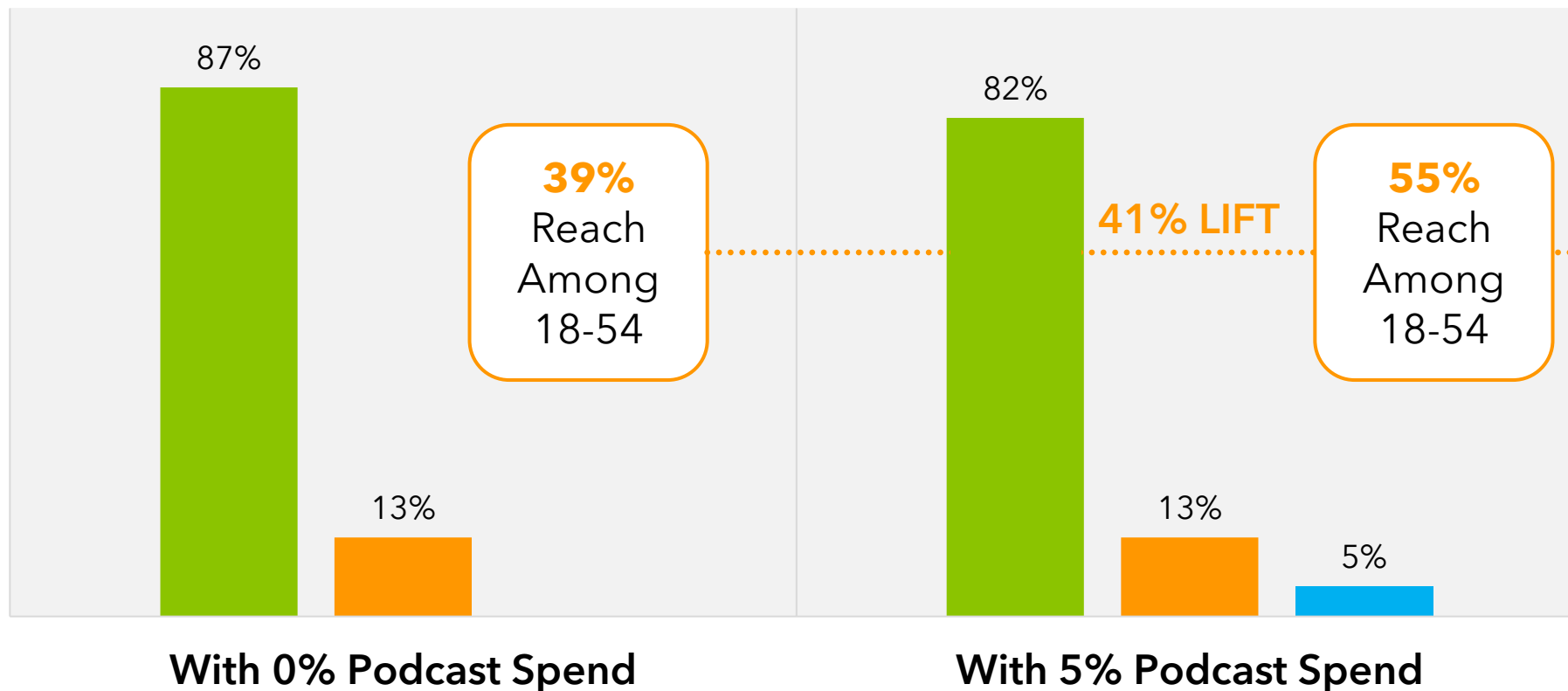


Source: Edison Podcast Metrics Q2 '25 - Q1 '26

Reallocating Ad Dollars to Podcasting can Deliver 41% Growth in Reach

\$42 Million Media Plan

■ Broadcast TV ■ Cable ■ Podcasts



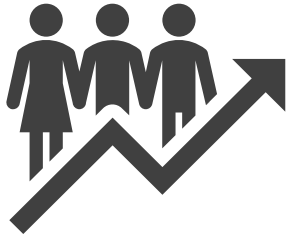
+
26 Million
Additional People Reached
with **NO** Increase in Budget

Source: Real-life example from a major pharmaceutical advertiser using Nielsen Media Impact with Podcast Fusion Powered by Edison Podcast Metrics; Adults 18-54

Why Podcasts Deserve Brands' Budgets



Massive Reach



167M monthly consumers; record highs across reach, monthly, and weekly listening

Active, Paying Fans



21% of weekly listeners voluntarily pay to support podcasts

High Engagement



Podcast consumers spend over 5 hours a day with audio

Proven Ad Impact



76% take action; 41% lift in reach with reallocation

Generational Breadth



Generational Breadth 44-68% monthly consumption across every age group

Authenticity



Audience threatened by AI embrace host authenticity

The Podcast Consumer



Reach



Share



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