



# The Podcast Consumer 2026



# The Podcast Consumer



Reach



Share



Content



Audience  
Insights



Trust &  
Loyalty

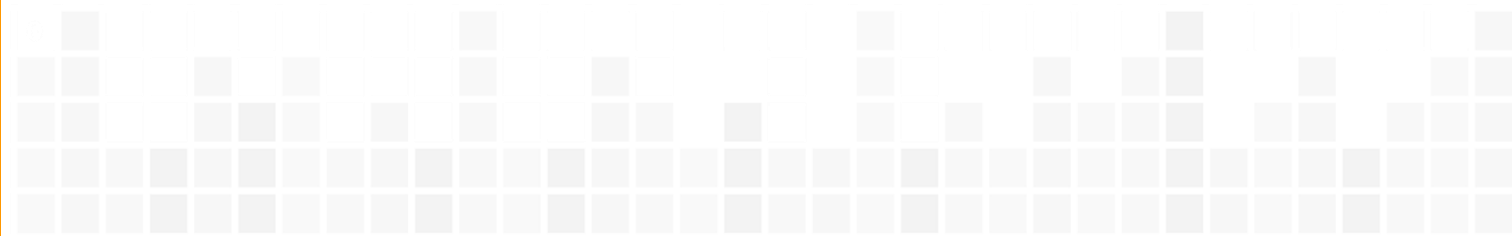


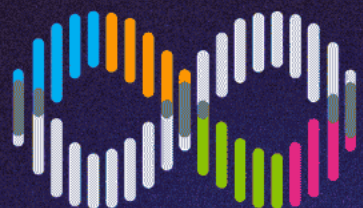
Influence





# Reach





# THE INFINITE DIAL<sup>®</sup> 2026

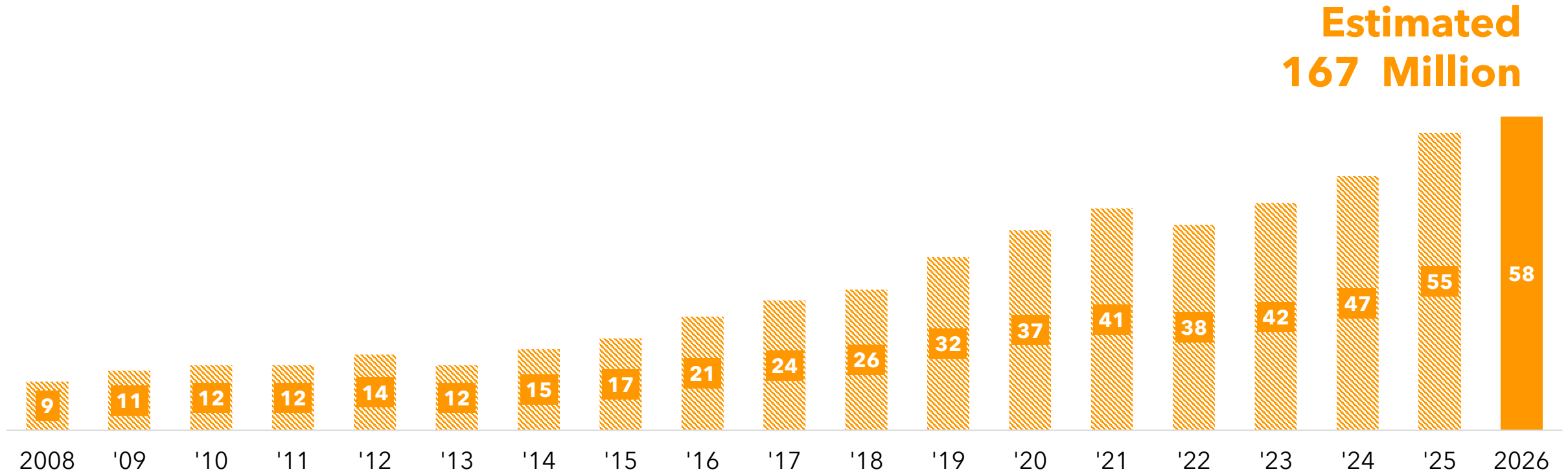
edison  
research at ssrs

SiriusXM  
Media

# Monthly Podcast Consumption



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



**Estimated  
167 Million**

2006-2024: 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 210 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)

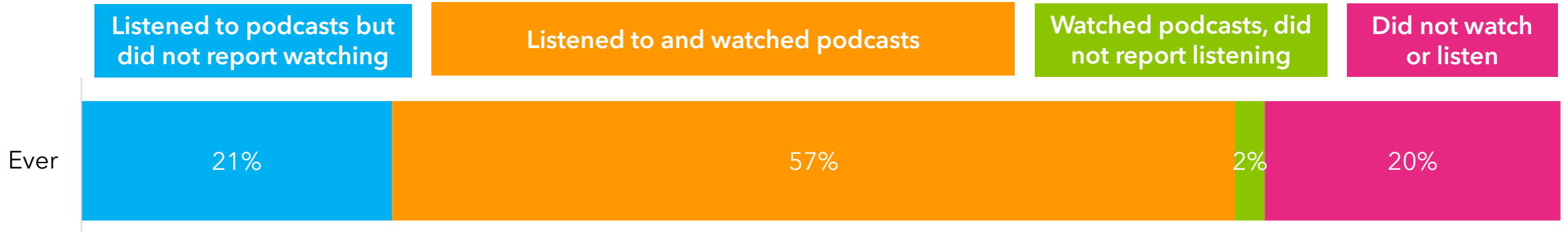
Source:



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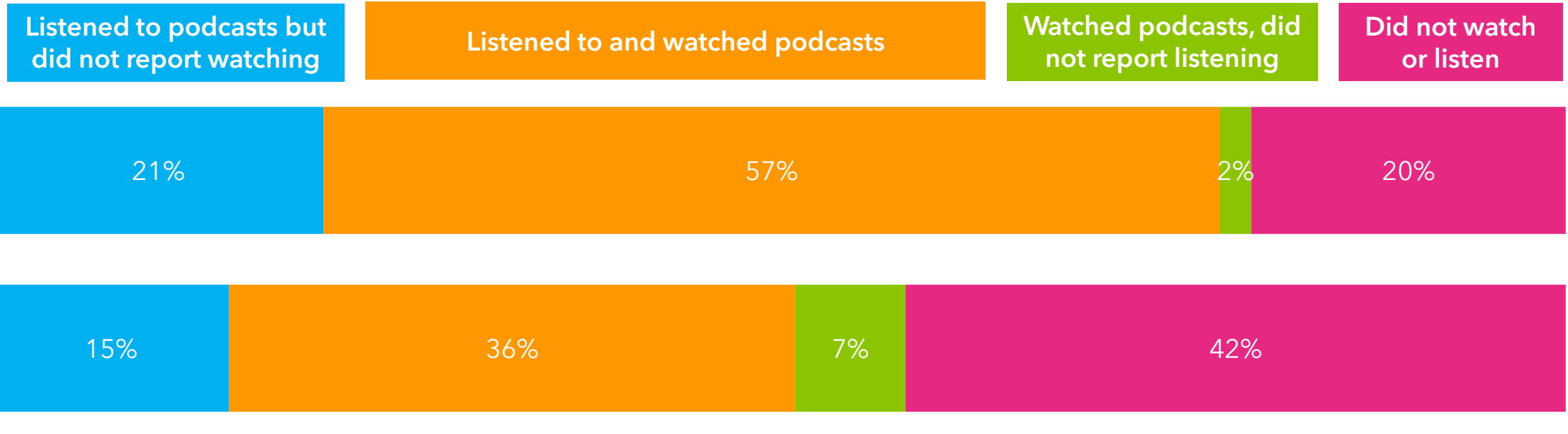
# Podcast Consumption Overview

Total U.S. Population 12+



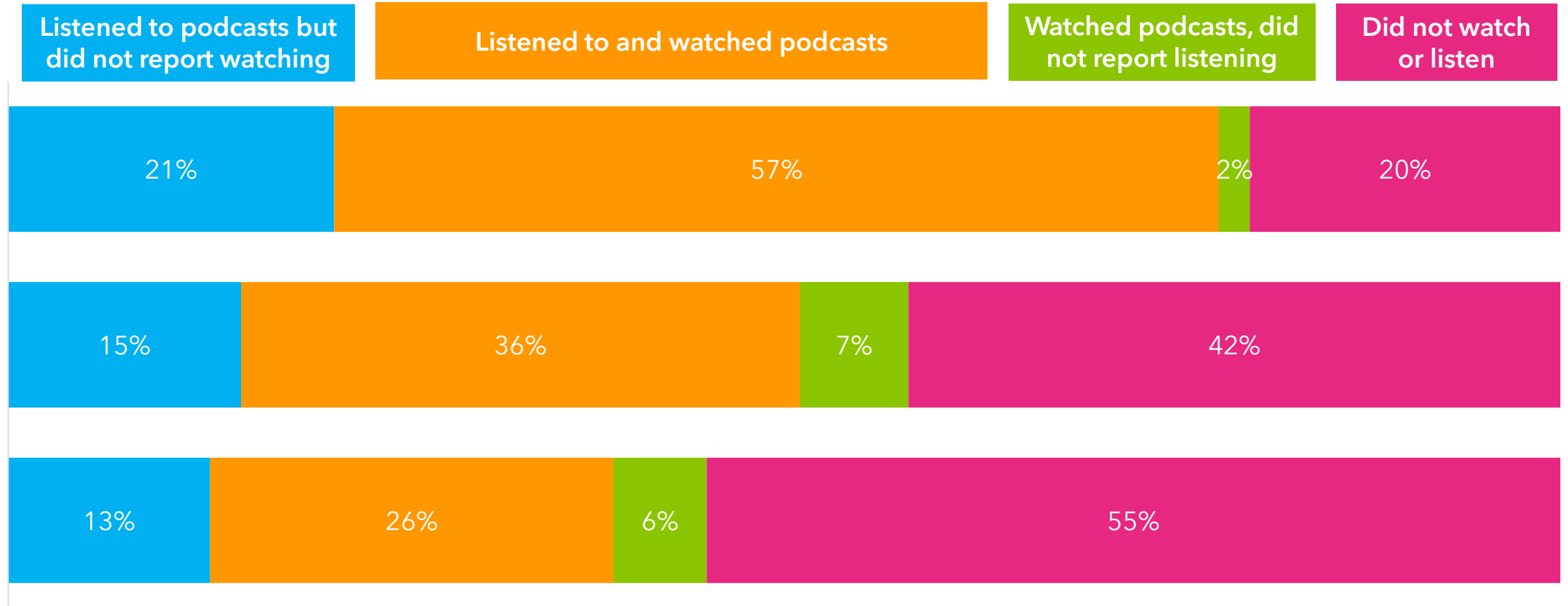
# Podcast Consumption Overview

Total U.S. Population 12+



# Podcast Consumption Overview

Total U.S. Population 12+

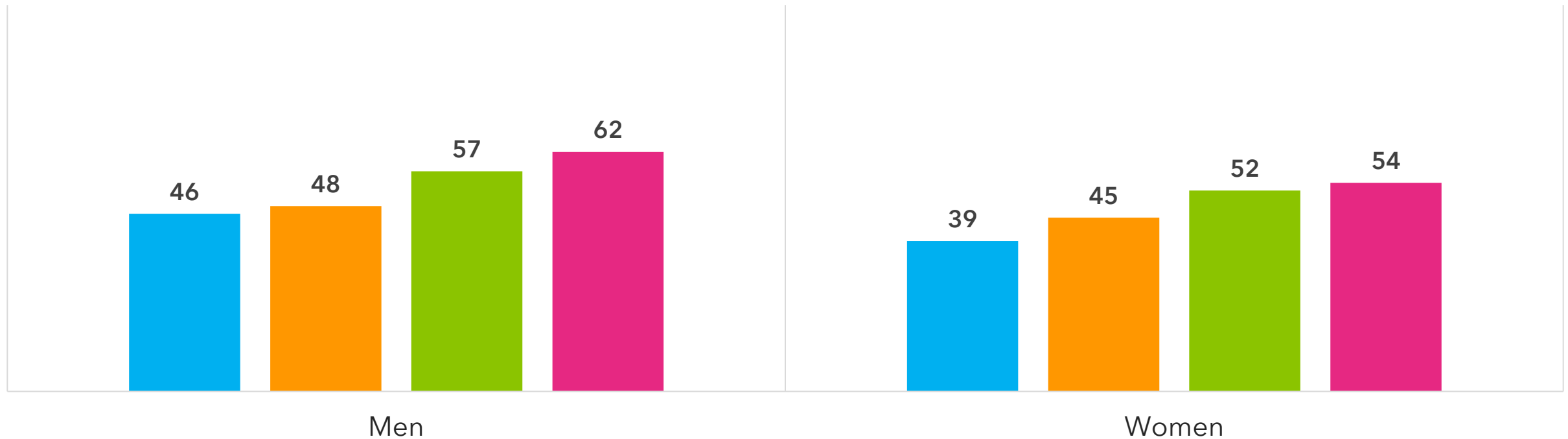


# Monthly Podcast Consumption



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

■ 2023 ■ 2024 ■ 2025 ■ 2026



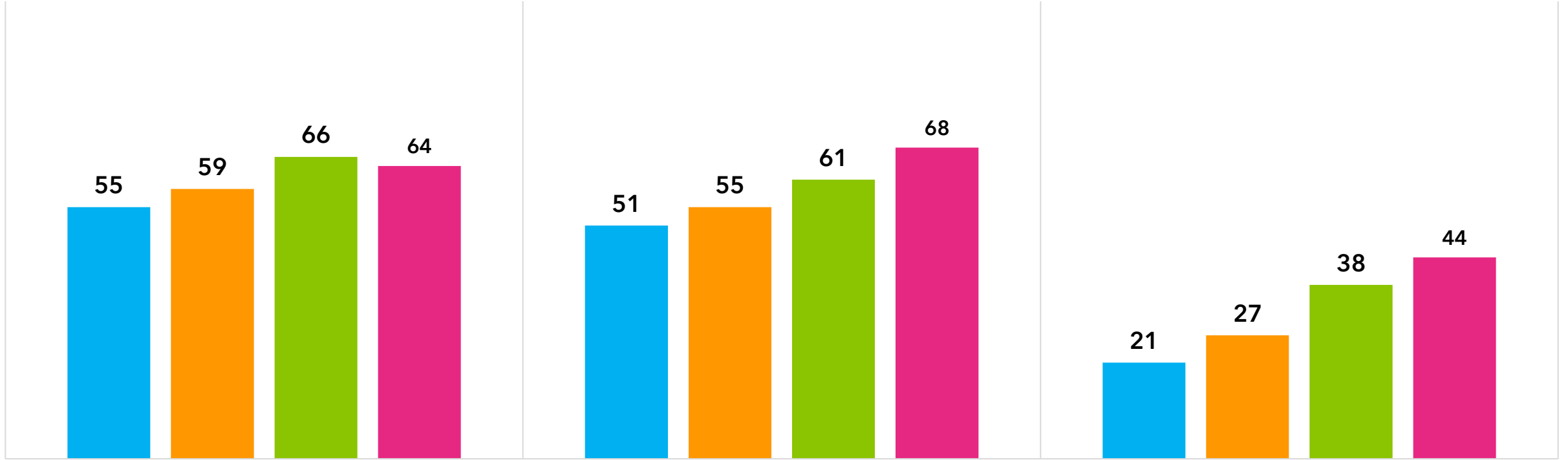
2006-2024: Listened to podcasts  
2025 and beyond: Listened to or watched podcasts

# Monthly Podcast Consumption

% Listened to or Watched a Podcast in the Past Month

Total U.S. Population 12+

■ 2023 ■ 2024 ■ 2025 ■ 2026



Age 12-34

Age 35-54

Age 55+

*2025 includes both listening to and watching 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

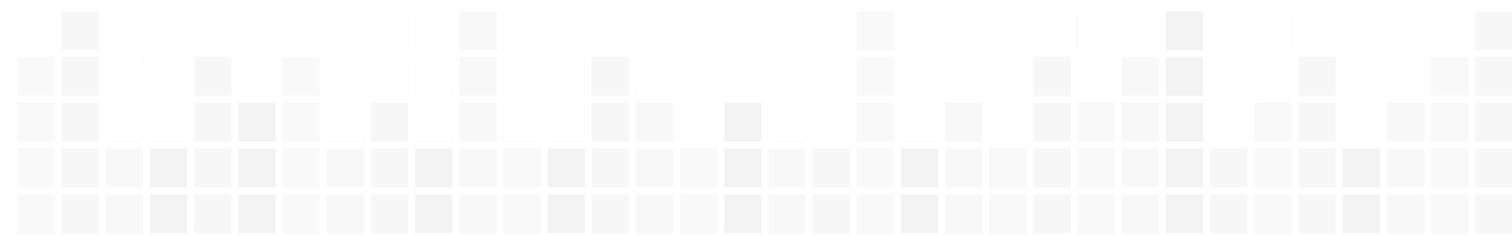
Source:



THE INFINITE DIAL® 2026



# Share



edison  
share of ear<sup>®</sup>



# Daily Time Spent with Audio Sources

Daily Total Listening Minutes Among

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



**3 hrs 57 mins**

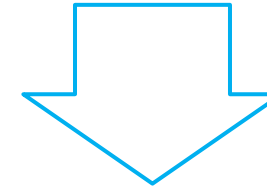
# Daily Time Spent with Audio Sources

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+**



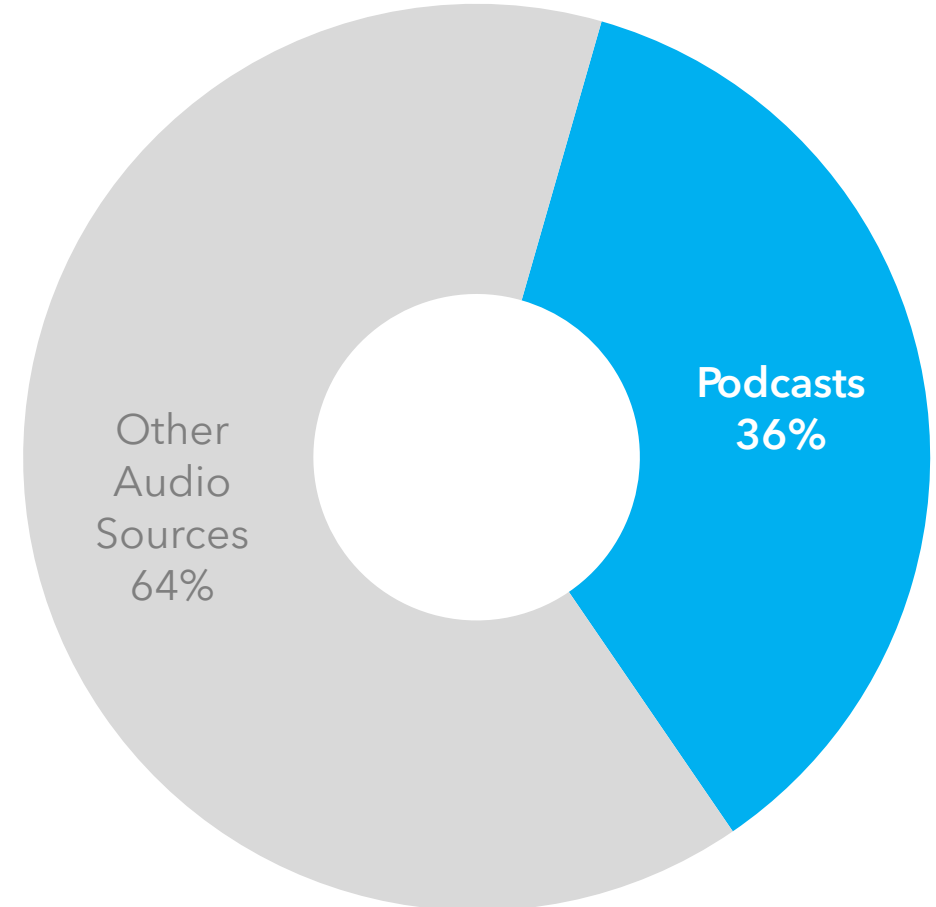
**5 hrs 11 mins**

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

All Listeners 13+

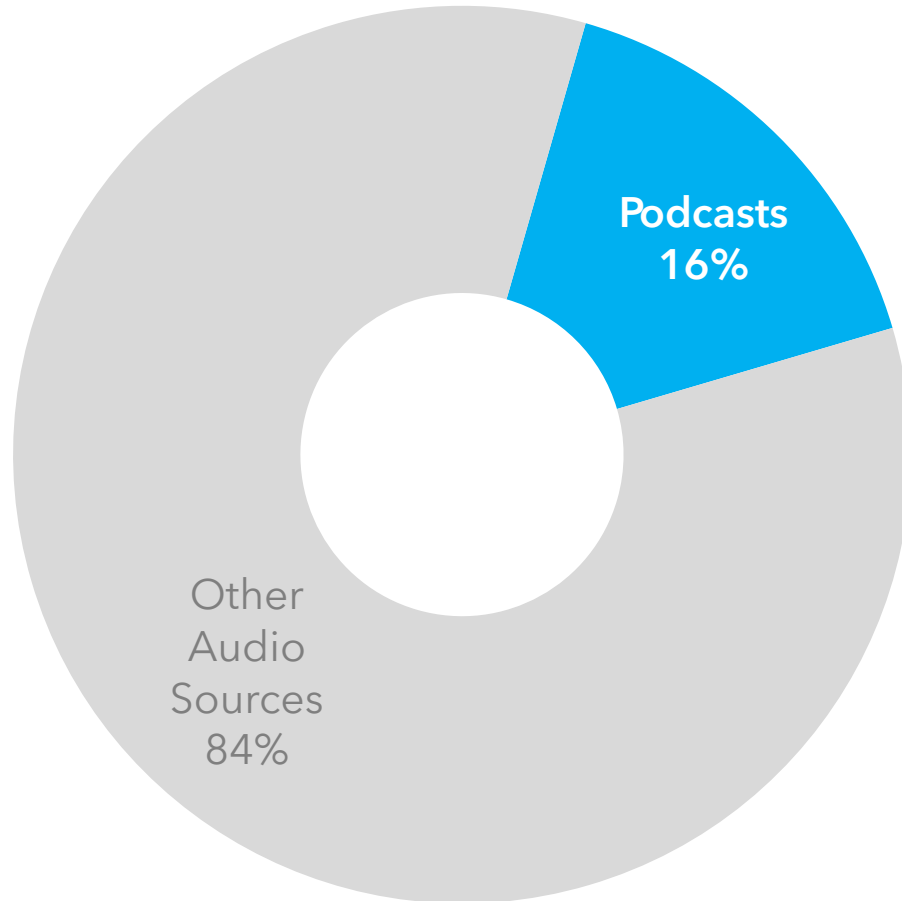


Daily Podcast Listeners 13+

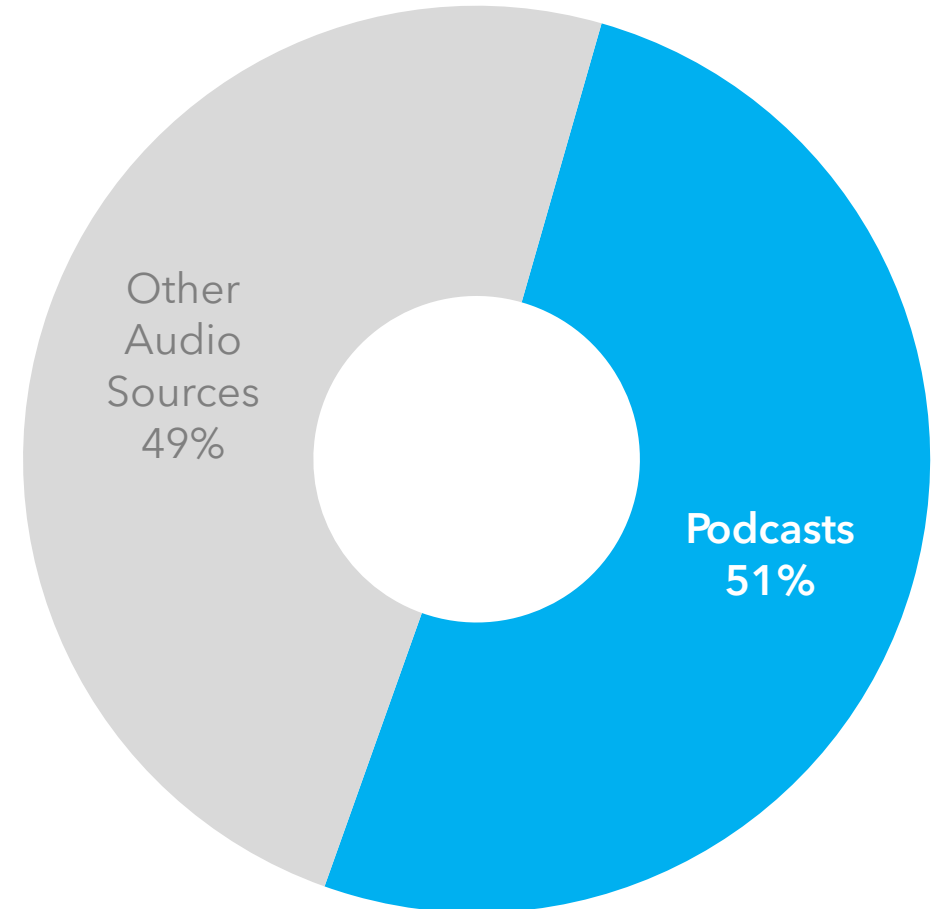


# Share of Daily Time Spent Listening to Ad-Supported Audio Sources

All Listeners 13+

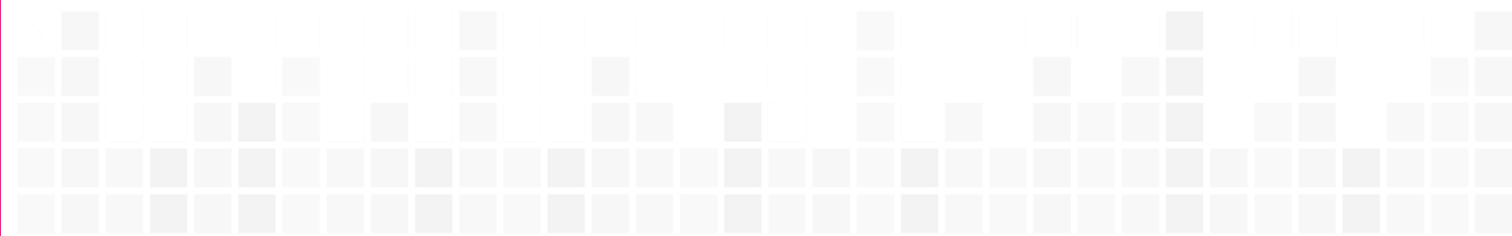


Daily Podcast Listeners 13+





# Content



The Podcast Consumer **2026**

**edison**  
research at **ssrs**

edison  
podcast metrics U.S.<sup>TM</sup>



# 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



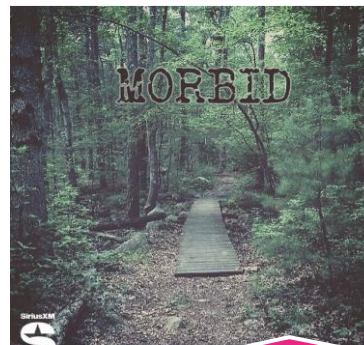
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6



7



8



9



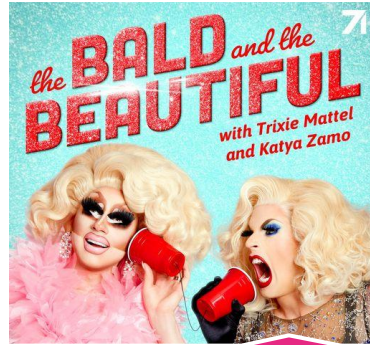
10

# 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

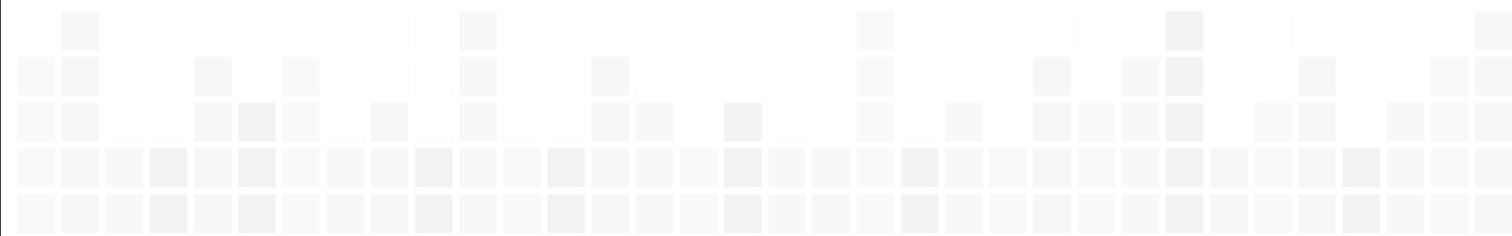
Source: Edison Podcast Metrics Q1 2026  
U.S. Weekly Podcast Consumers 13+

Percent Selecting Topic





# Audience Insights

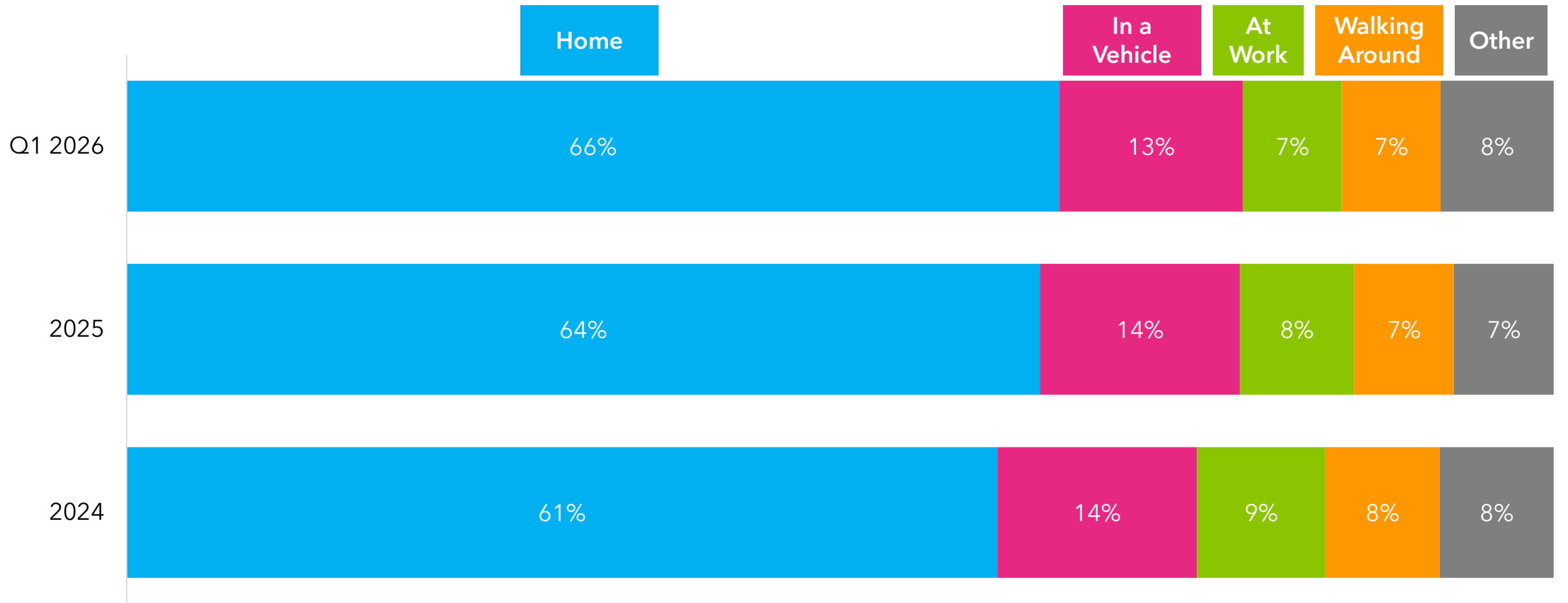


The Podcast Consumer **2026**

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research at **ssrs**

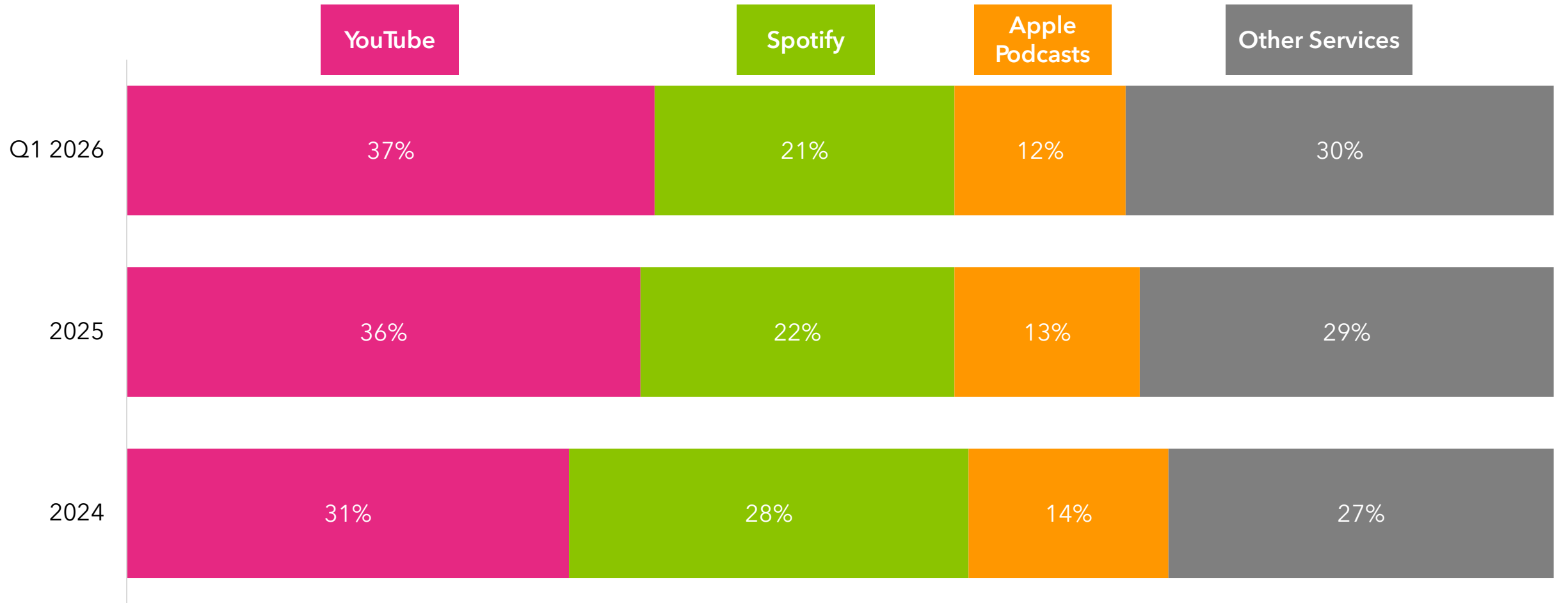
# Where do you listen to podcasts most often?

U.S. Weekly Podcast Consumers | Age 13+



# Service Used Most Often to Consume Podcasts

U.S. Weekly Podcast Consumers | Age 13+





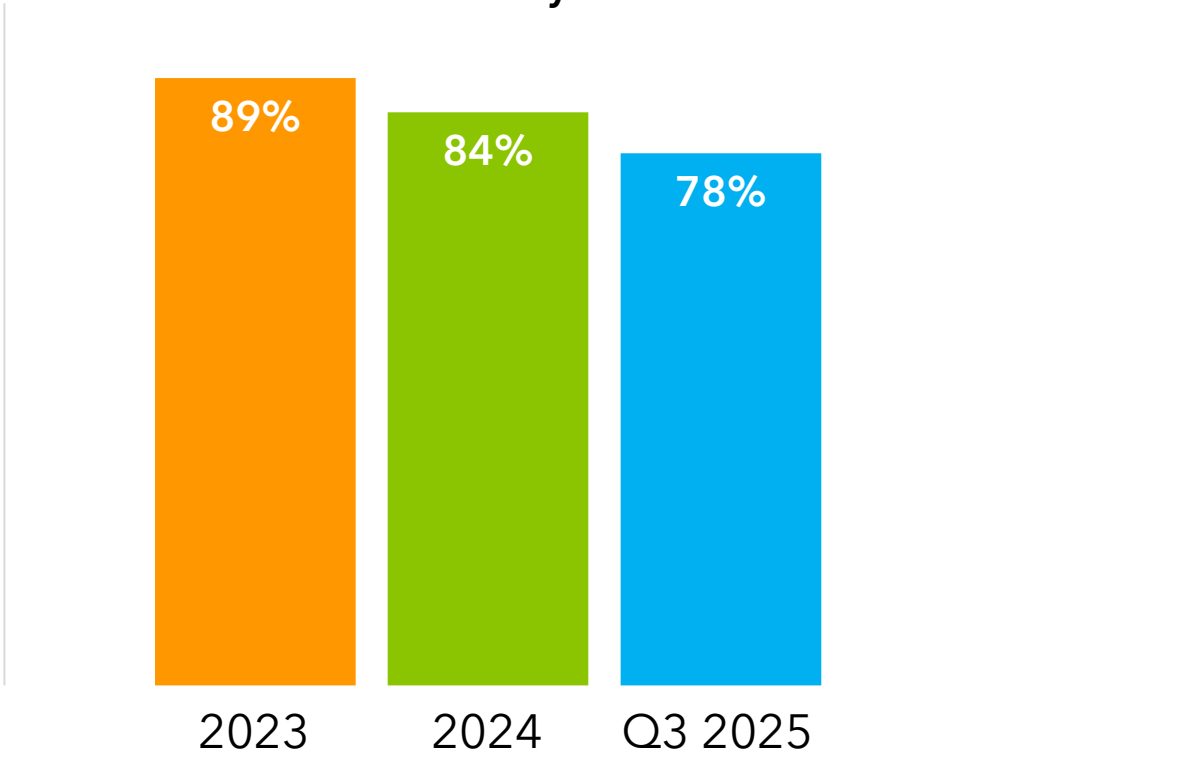
# For the first time, video consumption outpaces audio consumption in Edison Podcast Metrics (Q3 2025)

# Audio/Video Podcast Audience

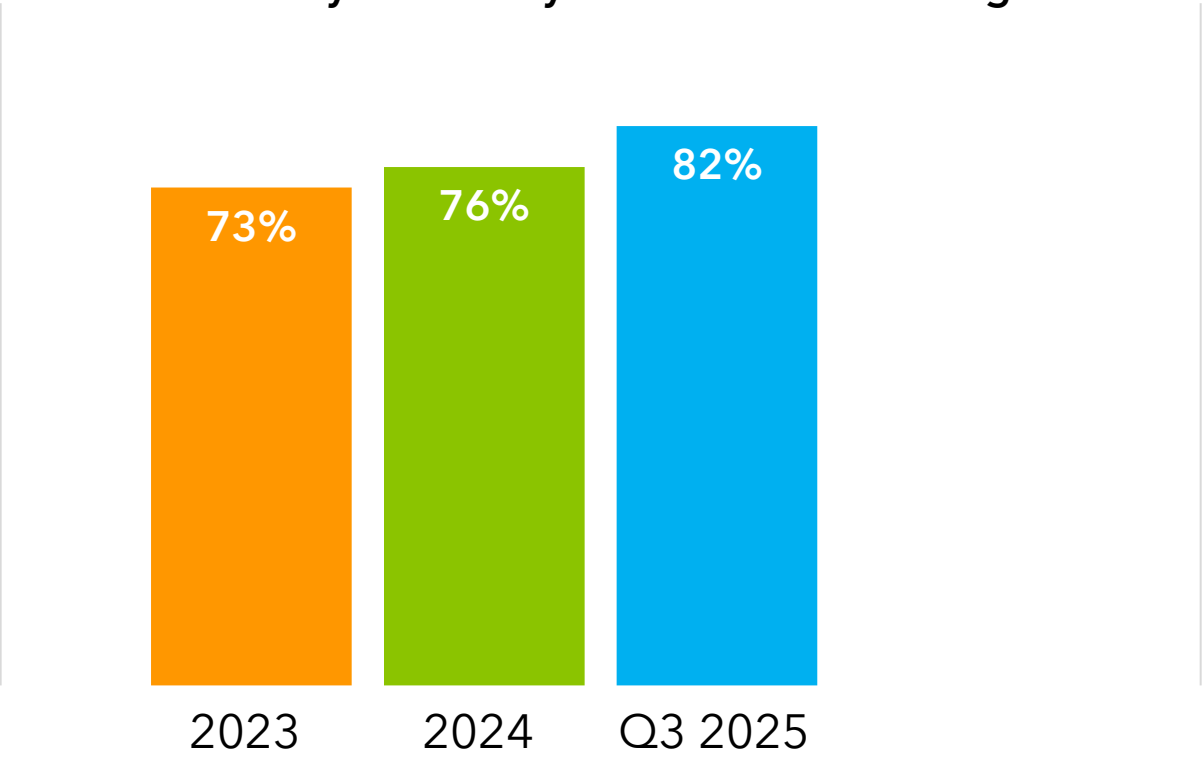
US Weekly Podcast Consumers | Age 13+

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

### Audio Only Without Video



### Video you Actively Watch While Listening

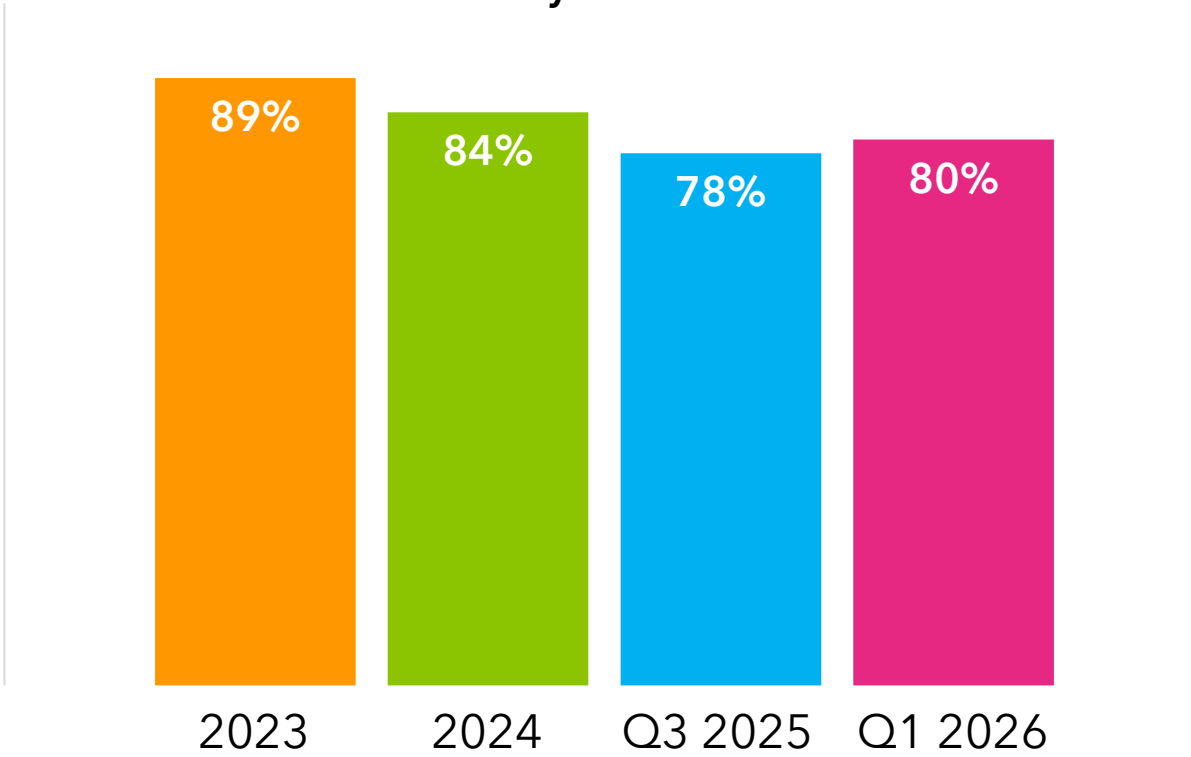


# Audio/Video Podcast Audience

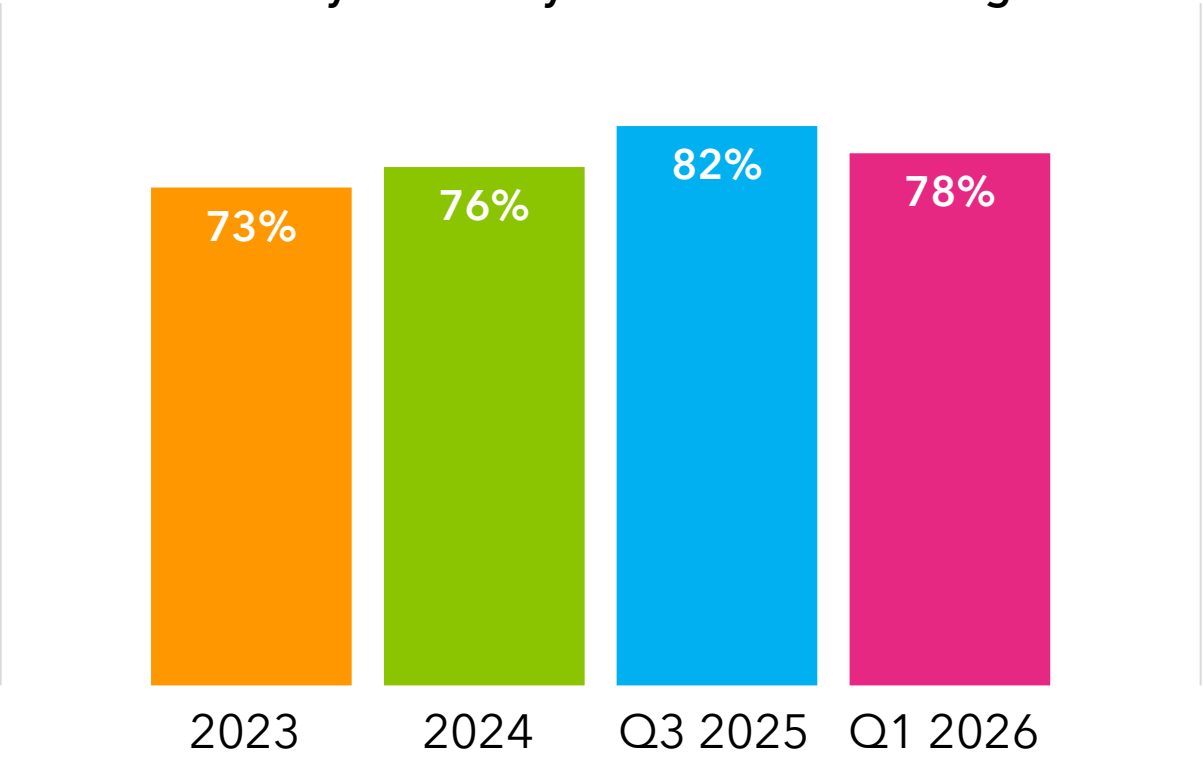
US Weekly Podcast Consumers | Age 13+

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

### Audio Only Without Video

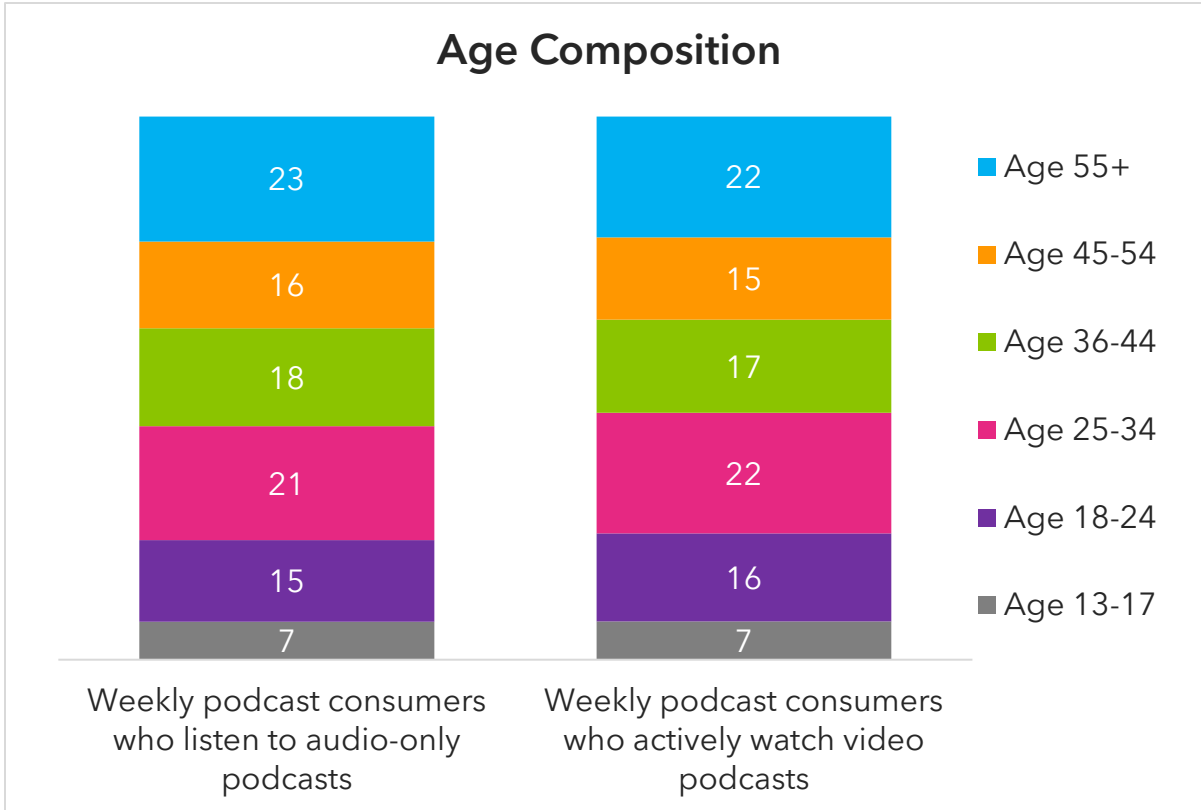


### Video you Actively Watch While Listening



# Podcast Audience Composition

US Weekly Podcast Consumers | Age 13+

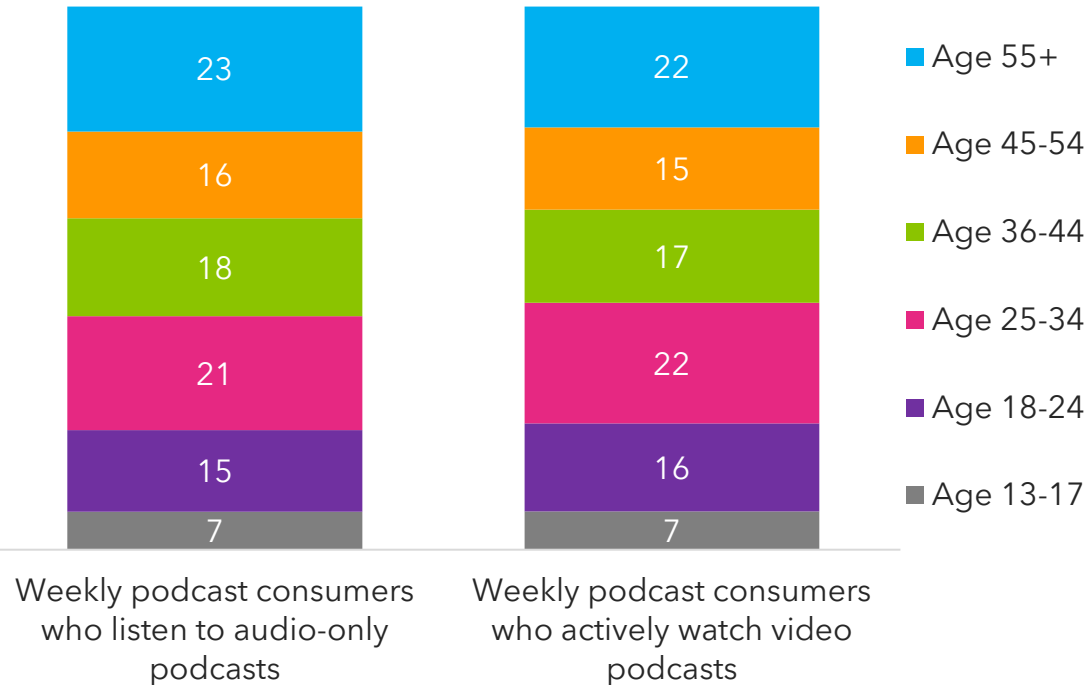


Source: Edison Podcast Metrics Q2 '25 - Q1 '26

# Podcast Audience Composition

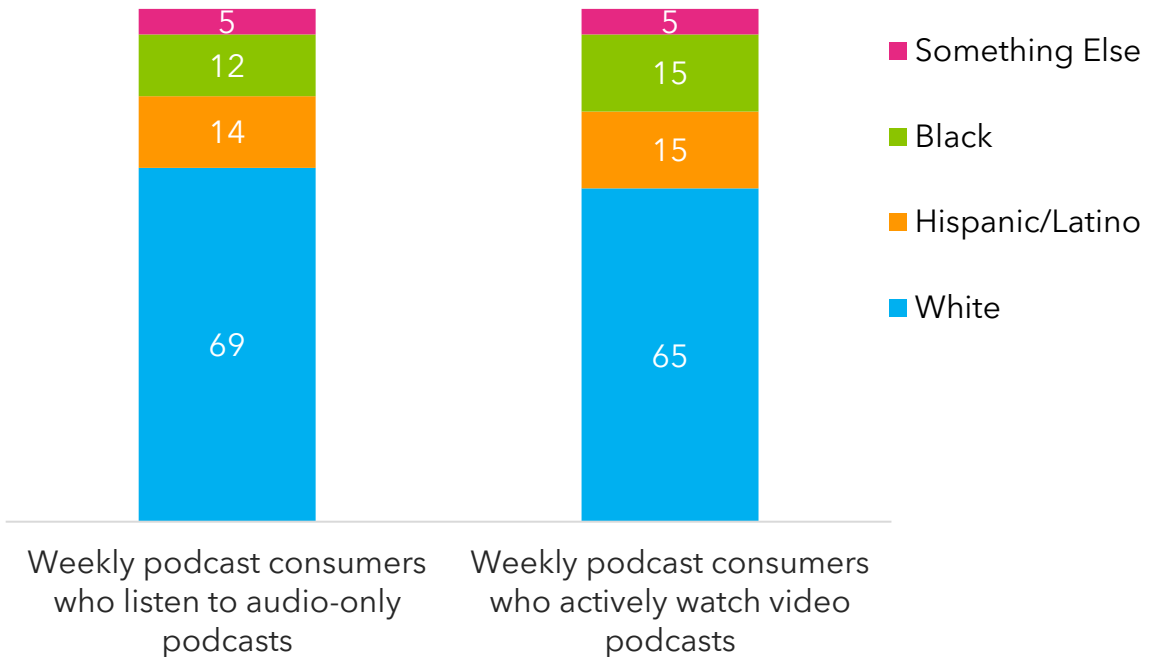
US Weekly Podcast Consumers | Age 13+

## Age Composition



## Race/Ethnic Composition

Which of the following best describes you...



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

# sports poll

by **ssrs**

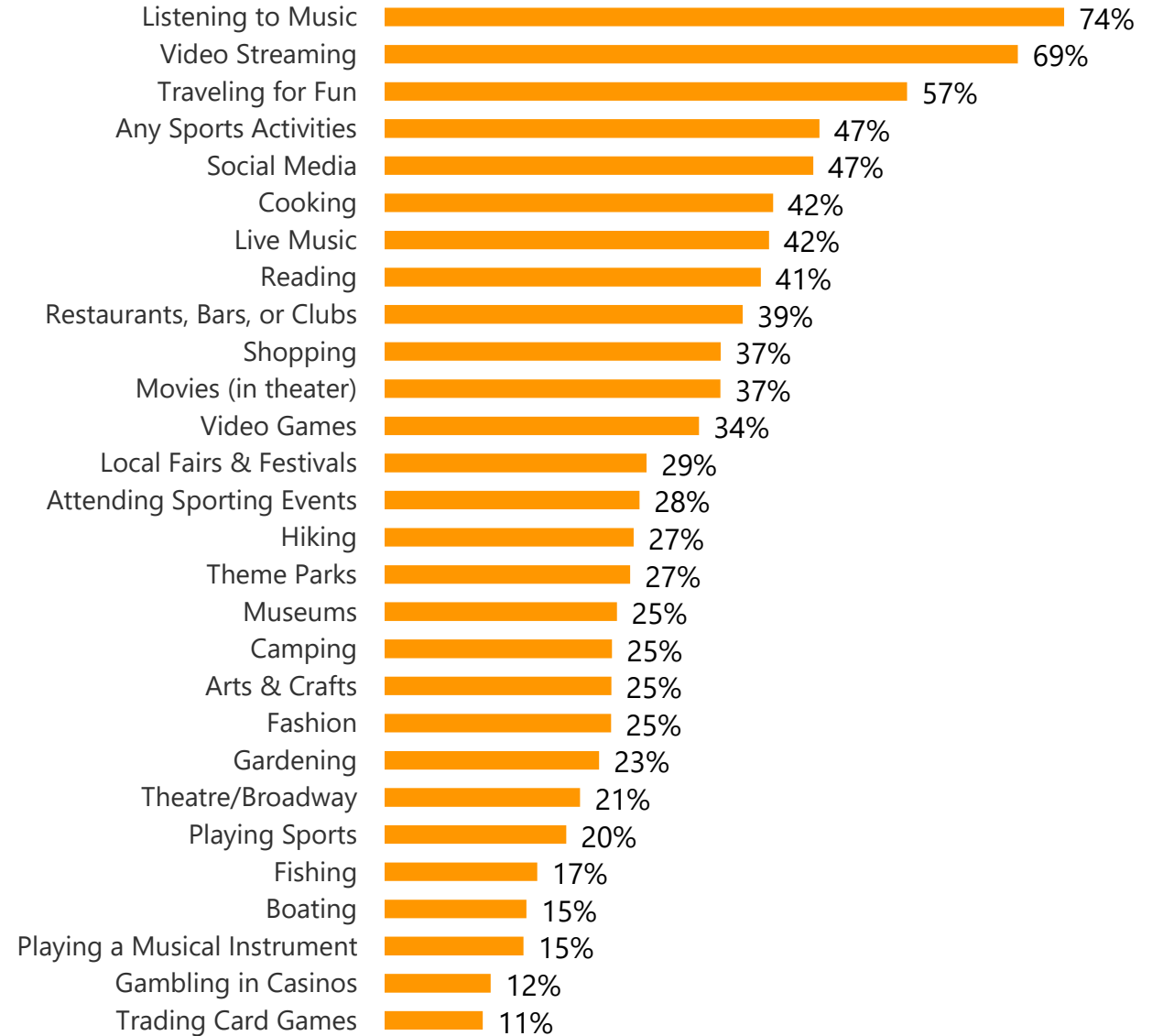




# Avid Podcast Fans' Top Free Time Interests

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

Sports Poll (Avid podcast fans 12+, Nov 2025-Apr 2026)



# Podcast Consumers & World Cup

55%

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

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

22%

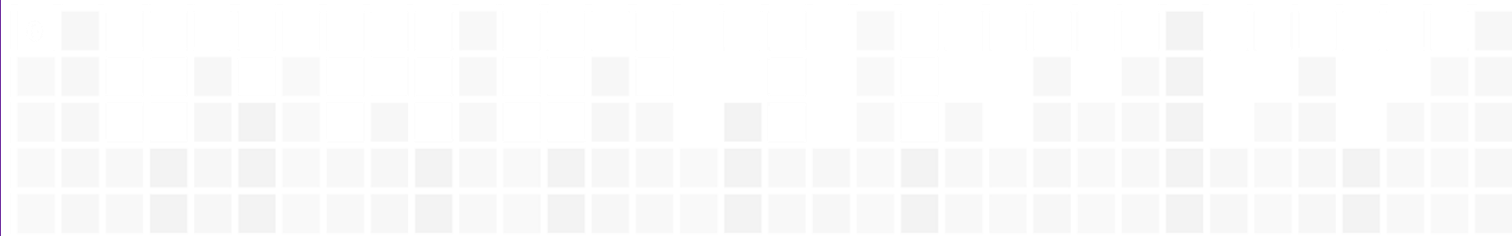
of **avid** podcast  
fans are **very  
interested** in the  
World Cup

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





# Trust & Loyalty



The Podcast Consumer 2026

edison  
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 that gave money in the last 12 months  
**did so to support a podcast host or other individual**

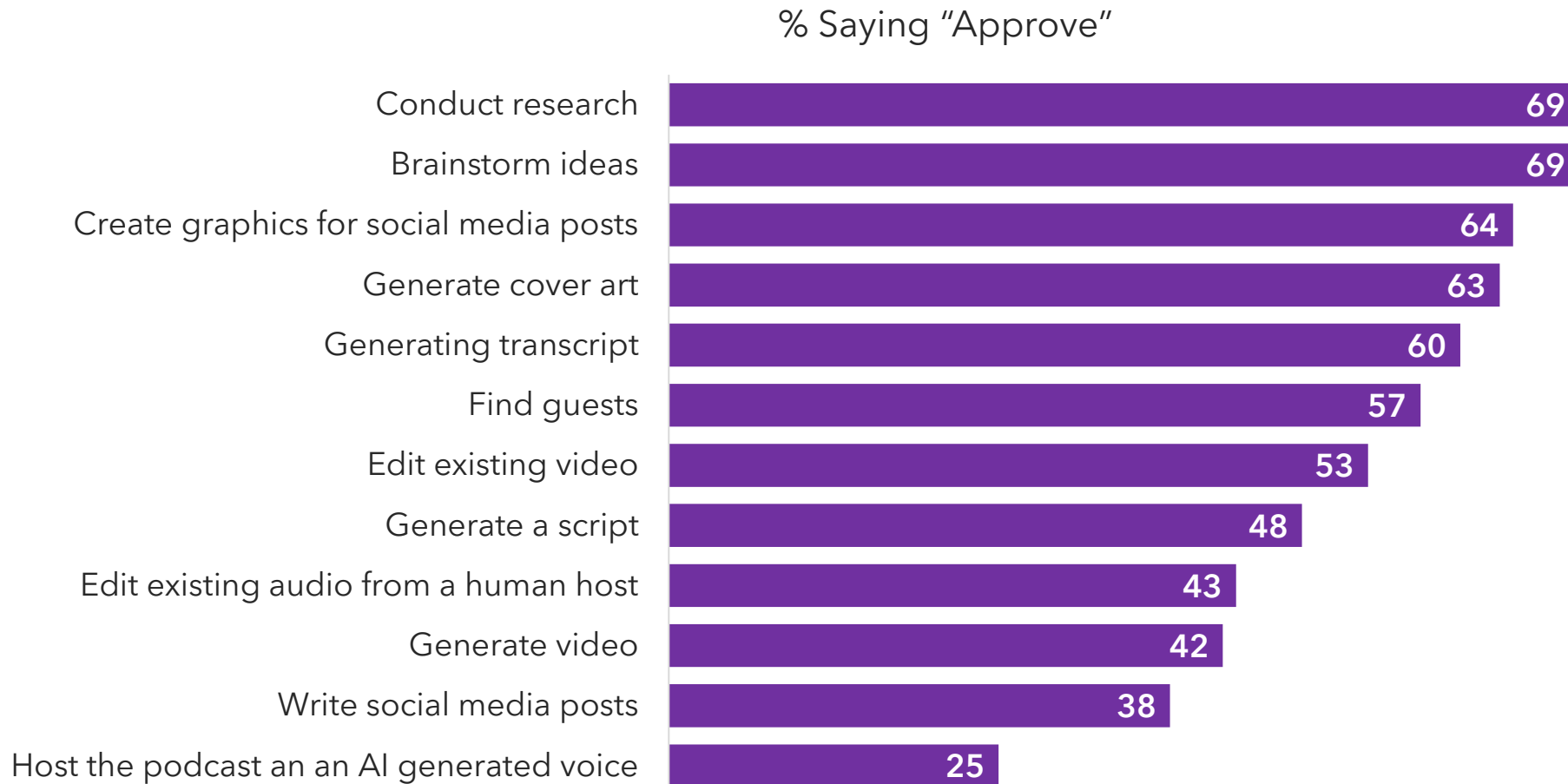
36%

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



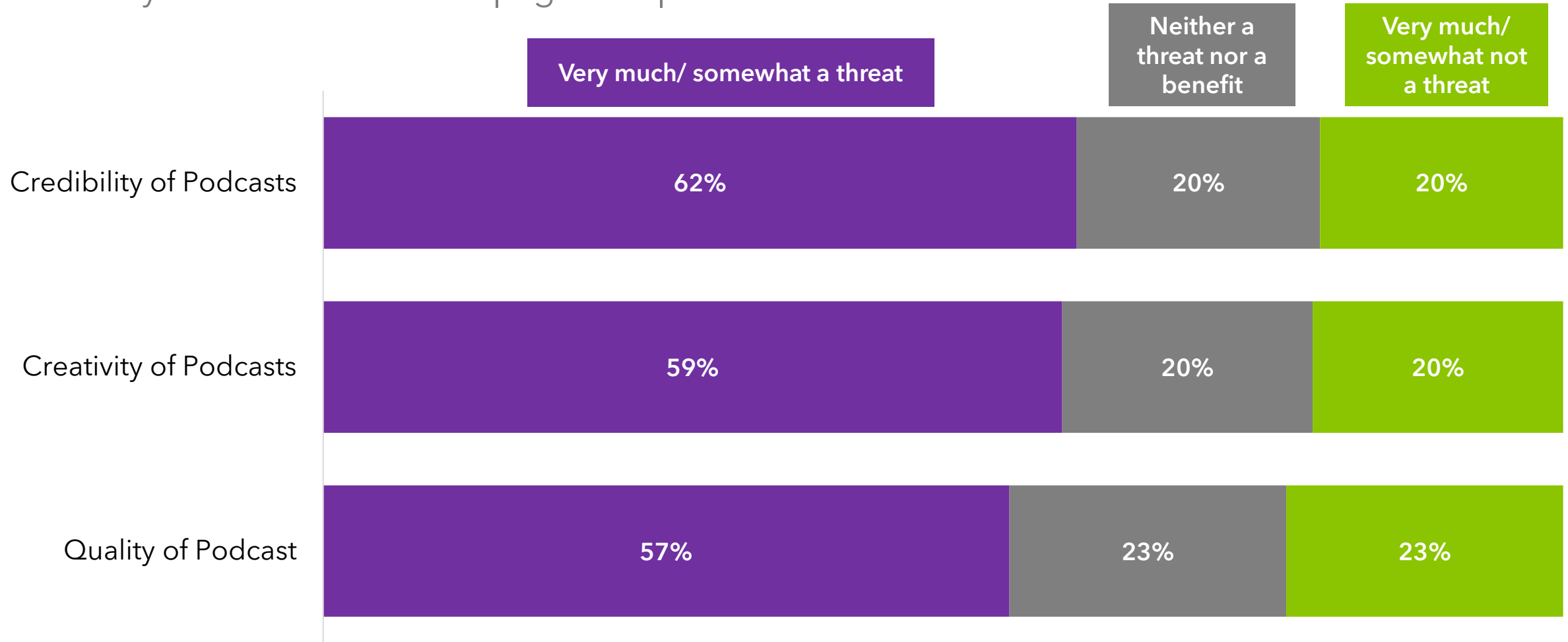
# Do you approve or disapprove of podcasts using generative AI to complete the following steps of the podcast creation process?

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



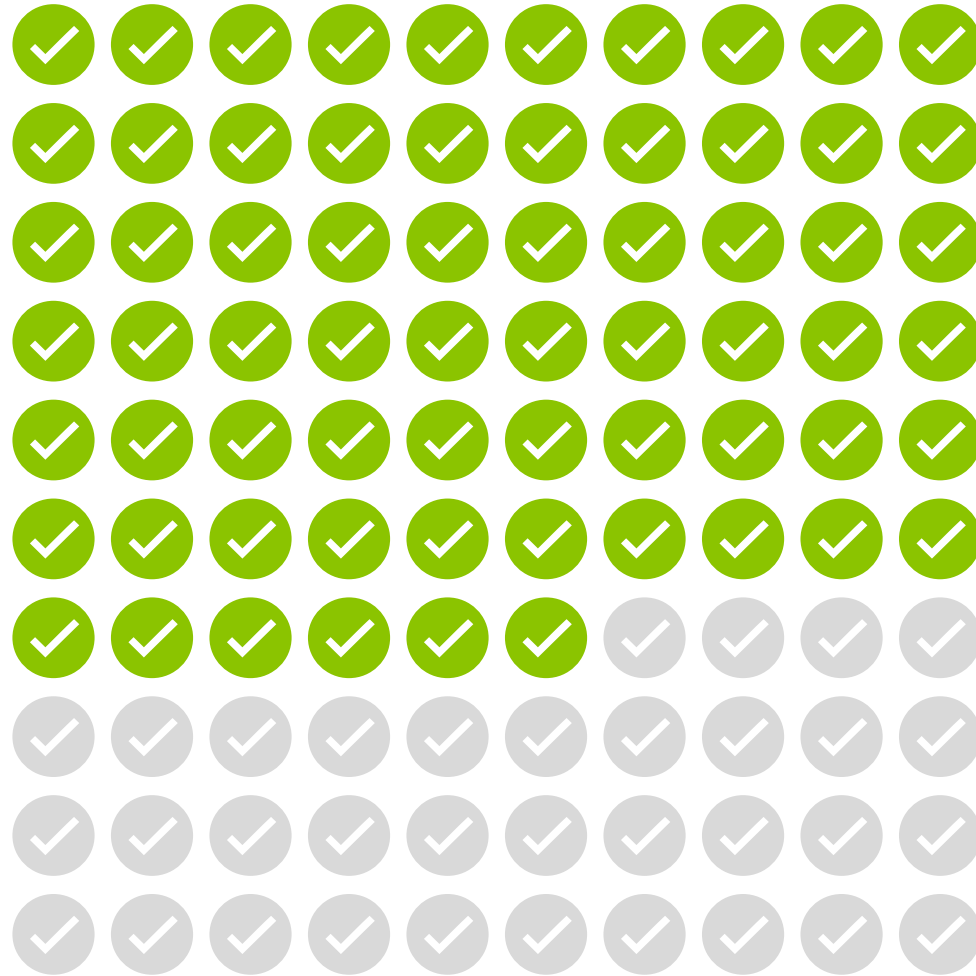


# Influence



The Podcast Consumer 2026

# Podcast Consumers have High Ad Receptivity



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

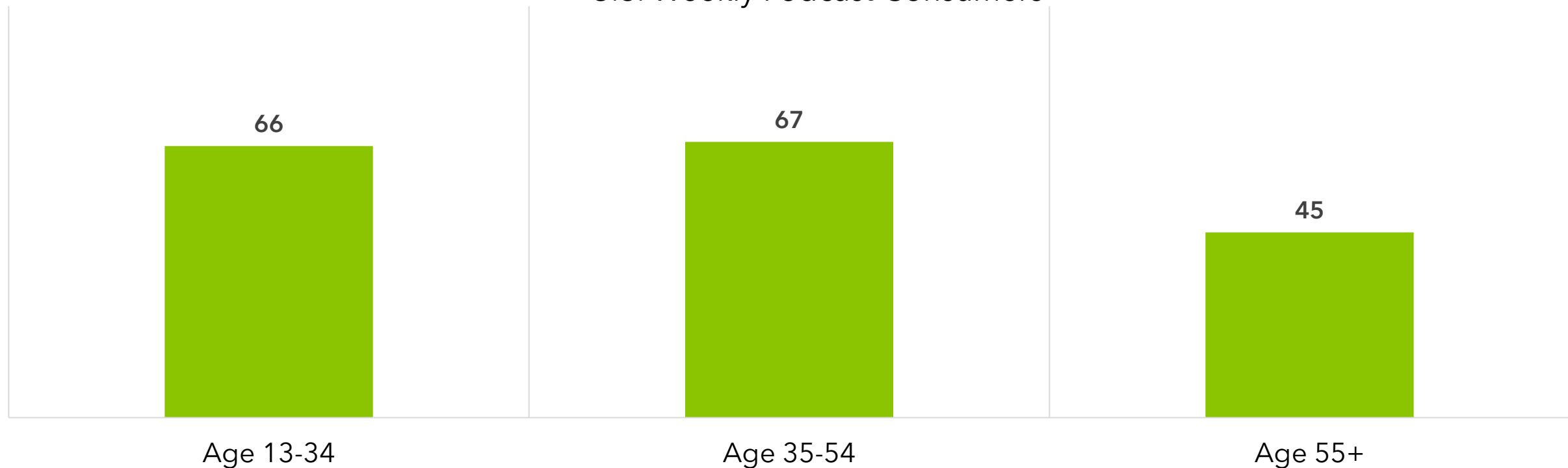
\*Actions Include: Visited a company/product website, recommended a product, gathered more information, purchased a product or service, used a promo code mentioned



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

## % Visited a Company/Product Website

U.S. Weekly Podcast Consumers



Age 13-34

Age 35-54

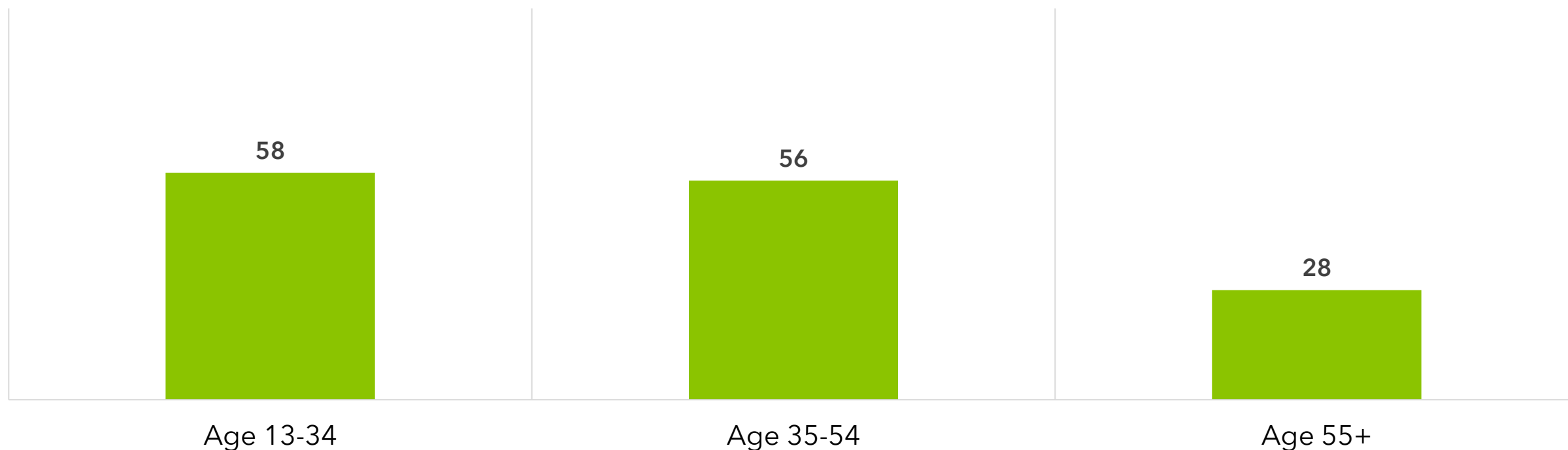
Age 55+



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

## % Recommended Product

U.S. Weekly Podcast Consumers Age 13+



Age 13-34

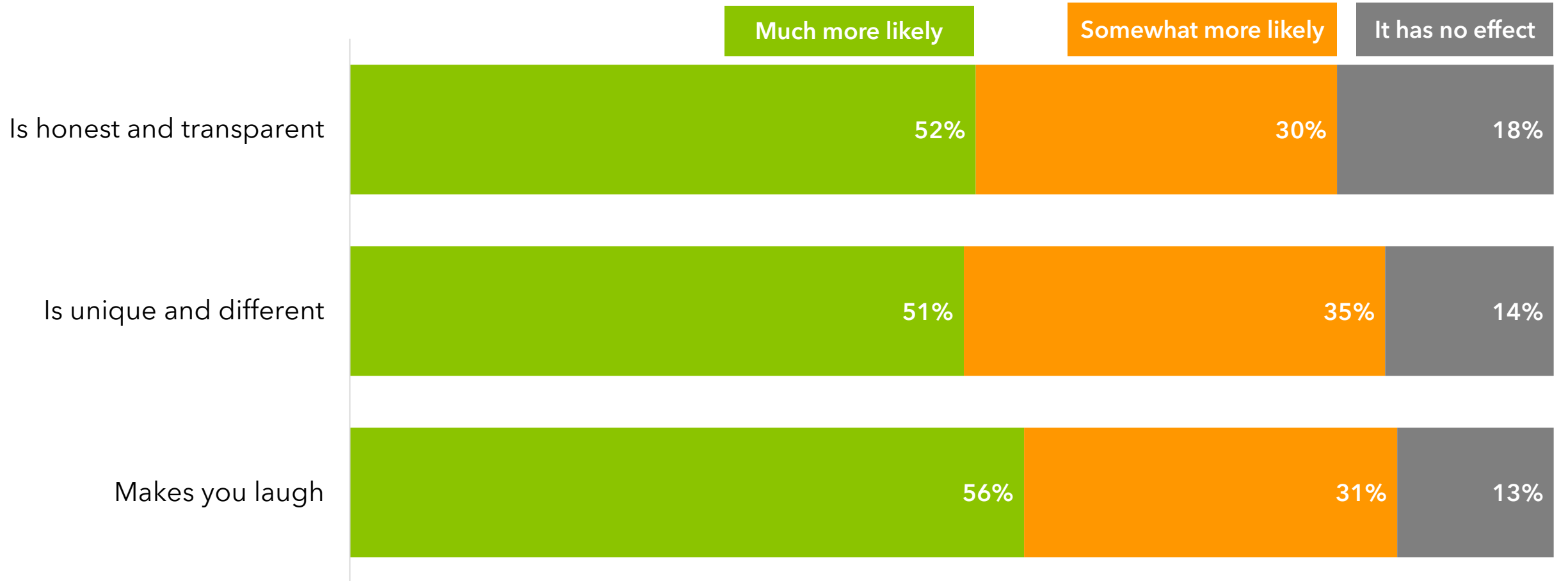
Age 35-54

Age 55+



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

U.S. Weekly Podcast Consumers | Age 13+

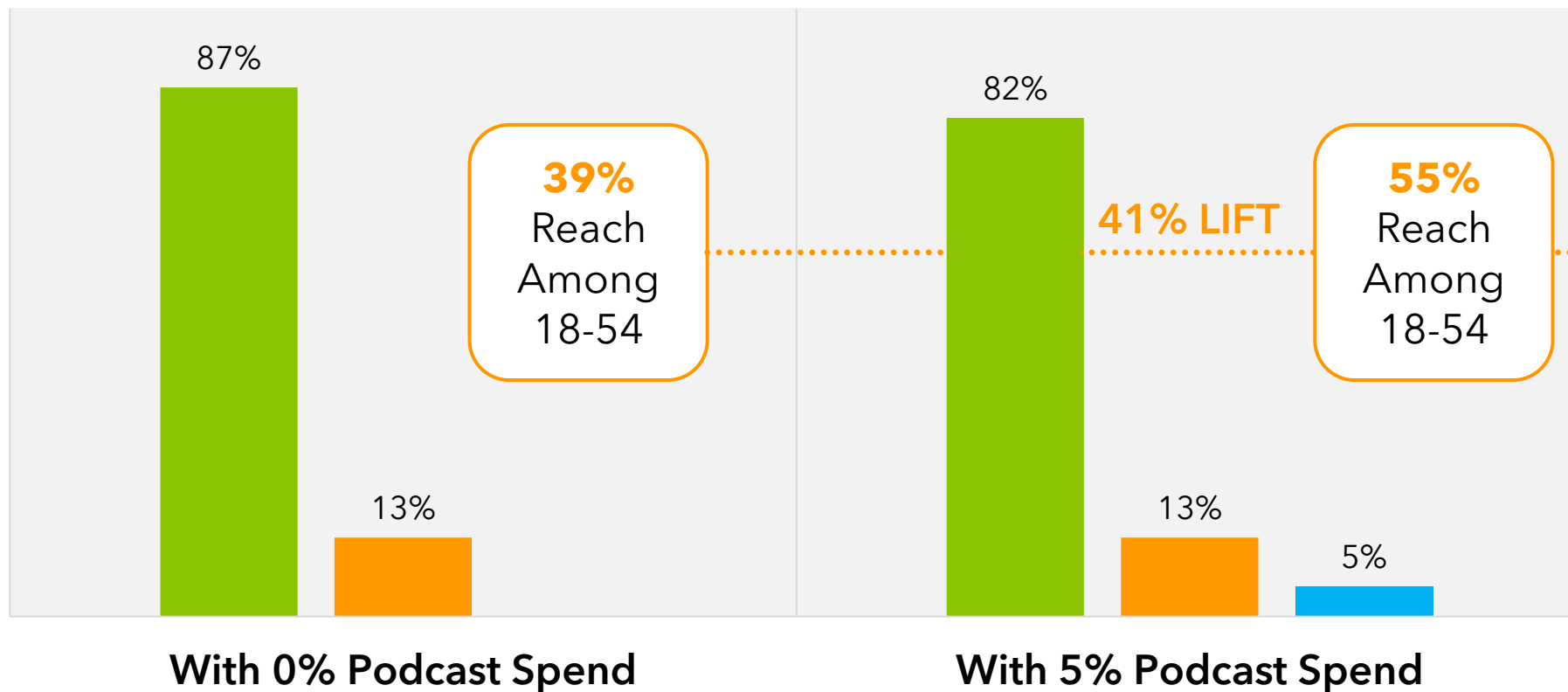


Source: Edison Podcast Metrics Q2 '25 - Q1 '26

# 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



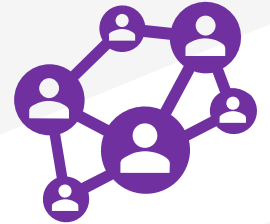
76% take action; 41% lift in reach with reallocation

## Generational Breadth



Generational Breadth 64-68% monthly consumption across every age group

## Authenticity



Audience threatened by AI embrace host authenticity

# The Podcast Consumer



Reach



Share



Content



Audience  
Insights



Trust &  
Loyalty



Influence





# The Podcast Consumer 2026

