

 THE INFINITE DIAL® 2023

# The Podcast Consumer 2023

An Infinite Dial Report



WONDERY



THE INFINITE DIAL © 2023 EDISON RESEARCH

# The Pitch:

Podcasts are  
mainstream

Podcasts have more  
listeners than ever,  
spending more time  
than ever before

Podcasts have  
incredible reach  
among young people  
and other key demos

Podcasts reach an  
affluent, employed, and  
educated audience

Listeners  
are receptive  
to podcast ads

Podcast ads reach  
consumers who align  
with your brand

Podcasts are  
mainstream

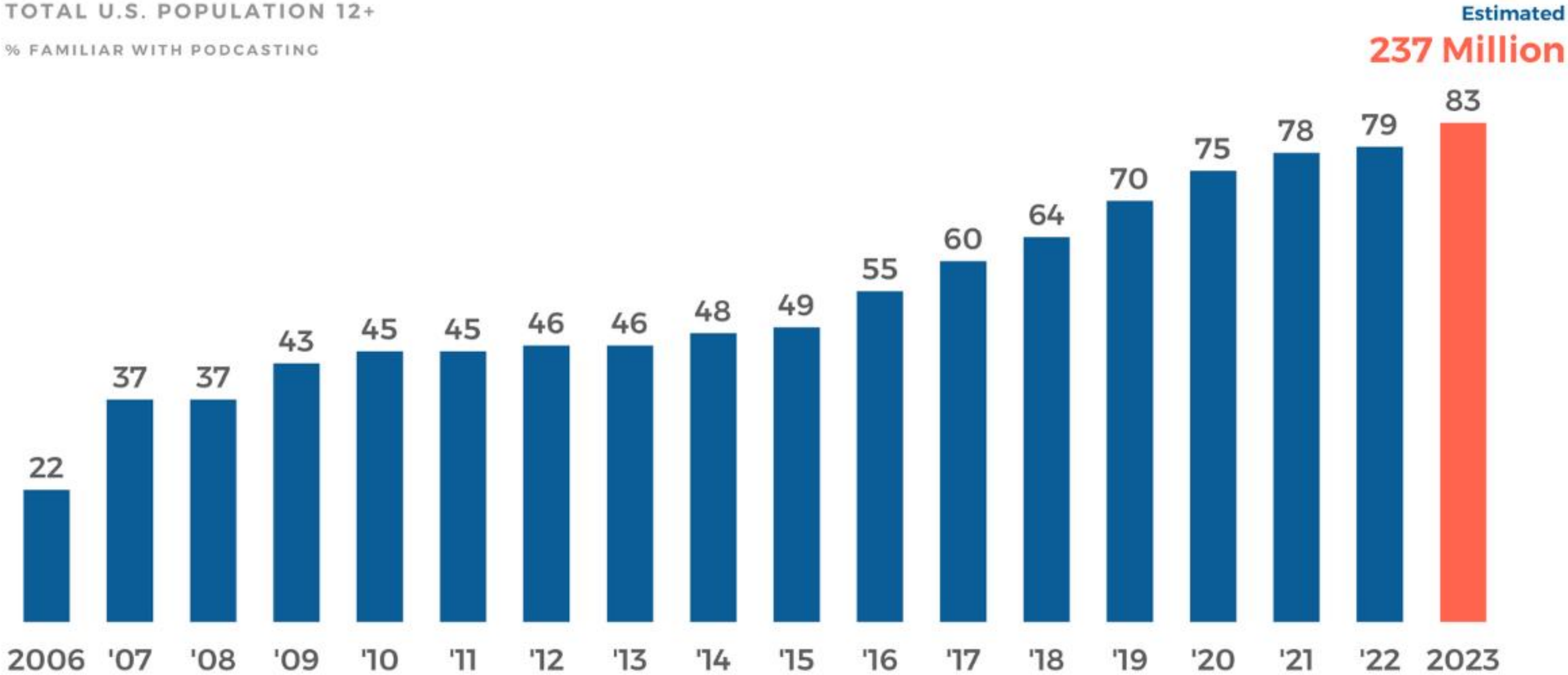
83%

of the U.S. 12+ population is  
familiar with the term podcasting



# Podcasting Familiarity

TOTAL U.S. POPULATION 12+  
% FAMILIAR WITH PODCASTING



# More people than ever are listening to podcasts

RECORD HIGH

# 64%

of the U.S. 12+ population have **listened to a podcast**

RECORD HIGH

# 42%

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

RECORD HIGH

# 31%

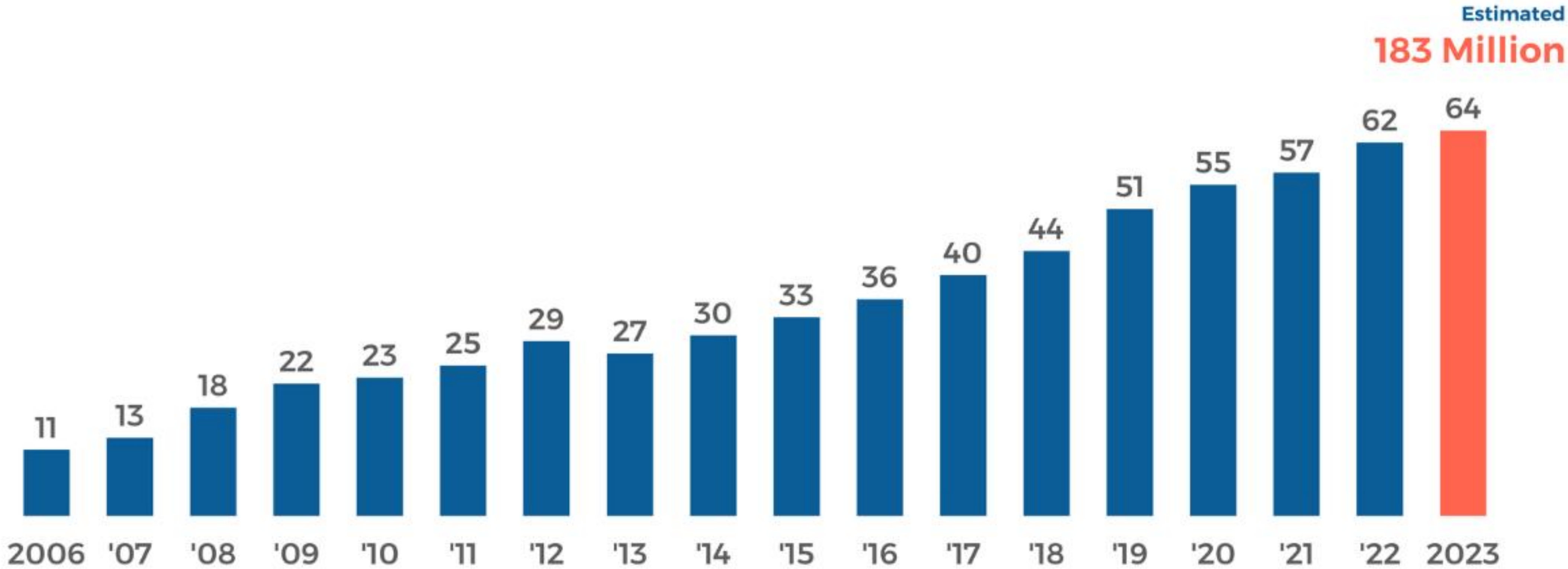
of the U.S. 12+ population has listened to a podcast **in the last week**



# Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST

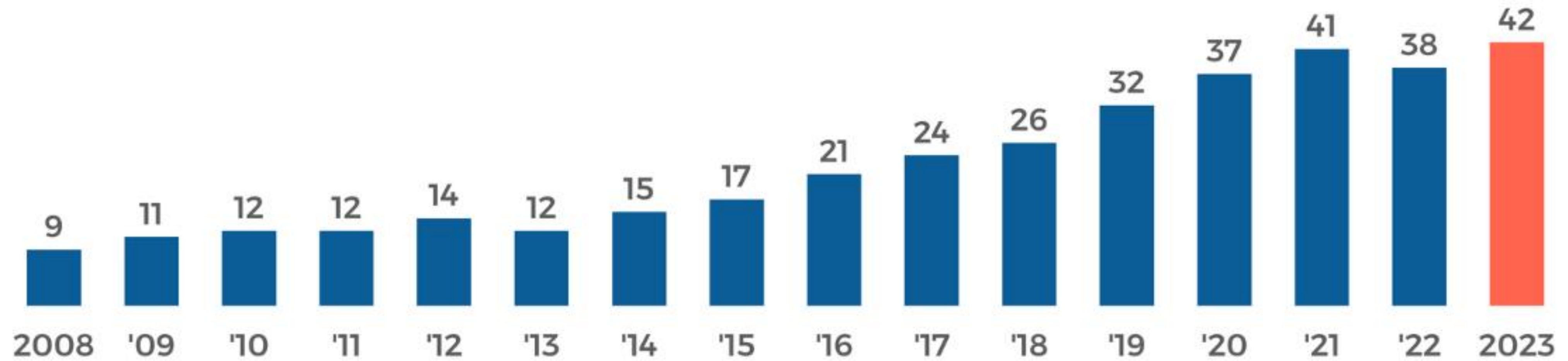


# Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST MONTH

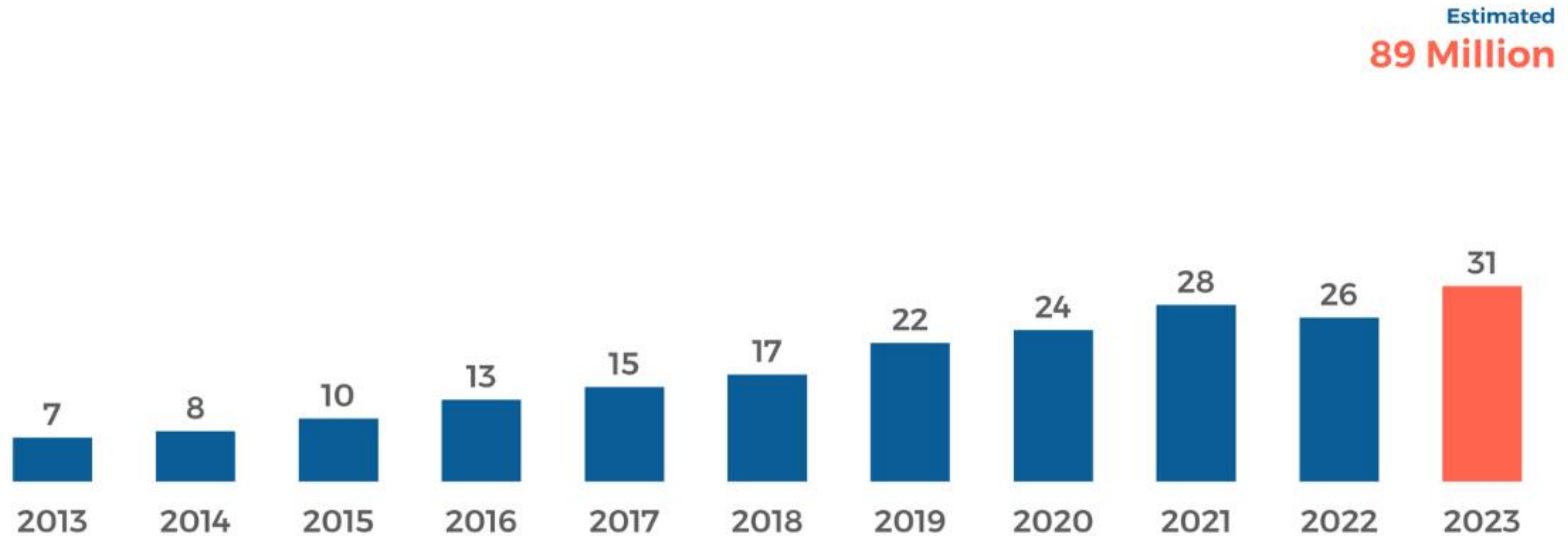
Estimated  
**120 Million**



# Weekly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN LAST WEEK





Podcasts have  
incredible reach  
among young  
people

55%

of those age 12-34 are  
monthly podcast listeners

40%

of those age 12-34 are  
weekly podcast listeners



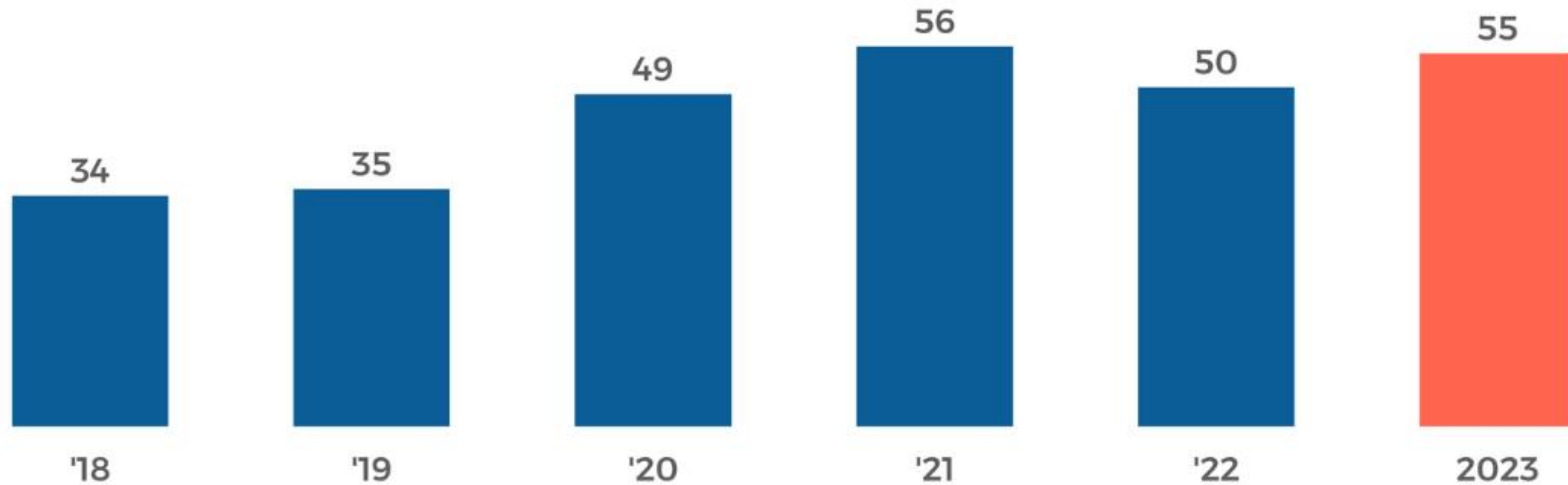
WONDERY



# Monthly Podcast Listening Among Age 12-34

U.S. POPULATION AGE 12-34

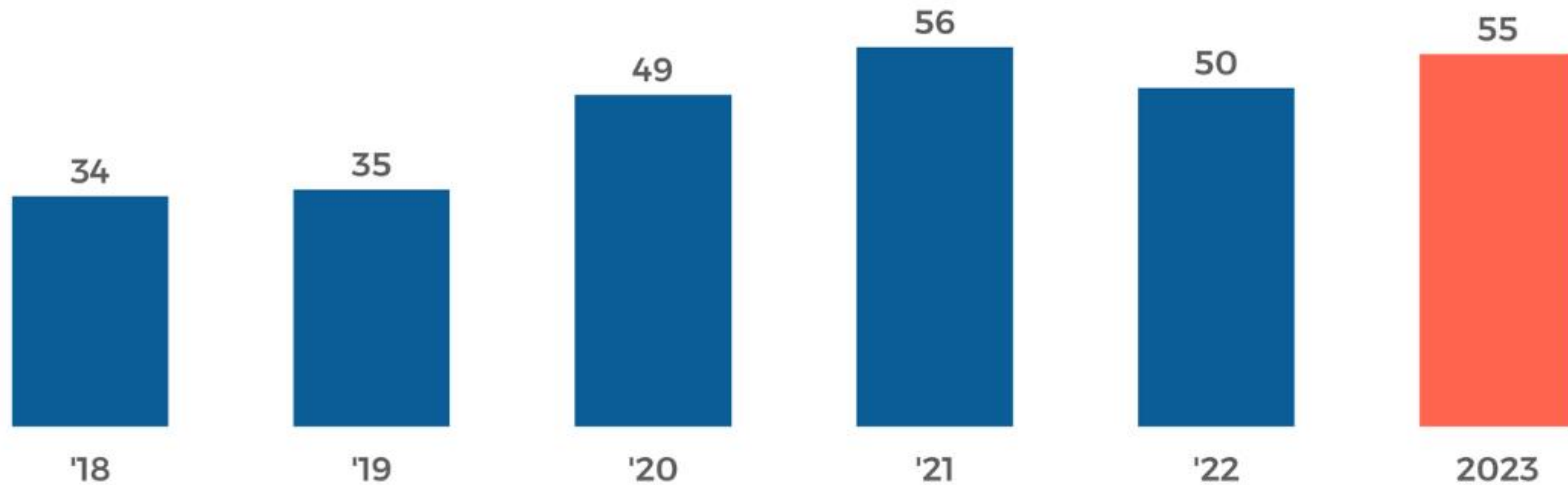
% LISTENED TO A PODCAST IN LAST MONTH



# Monthly Podcast Listening Among Age 12-34

U.S. POPULATION AGE 12-34

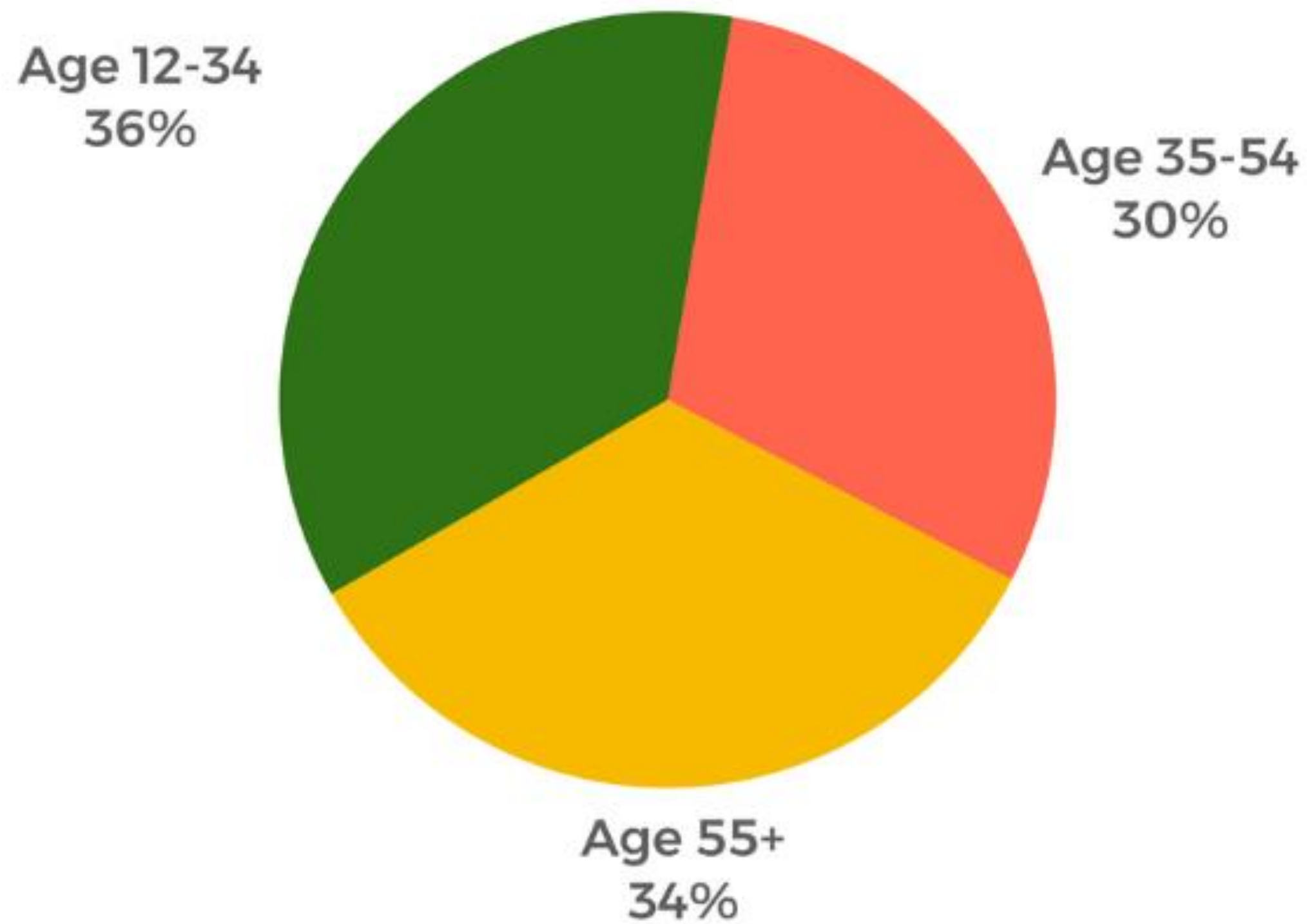
% LISTENED TO A PODCAST IN LAST MONTH



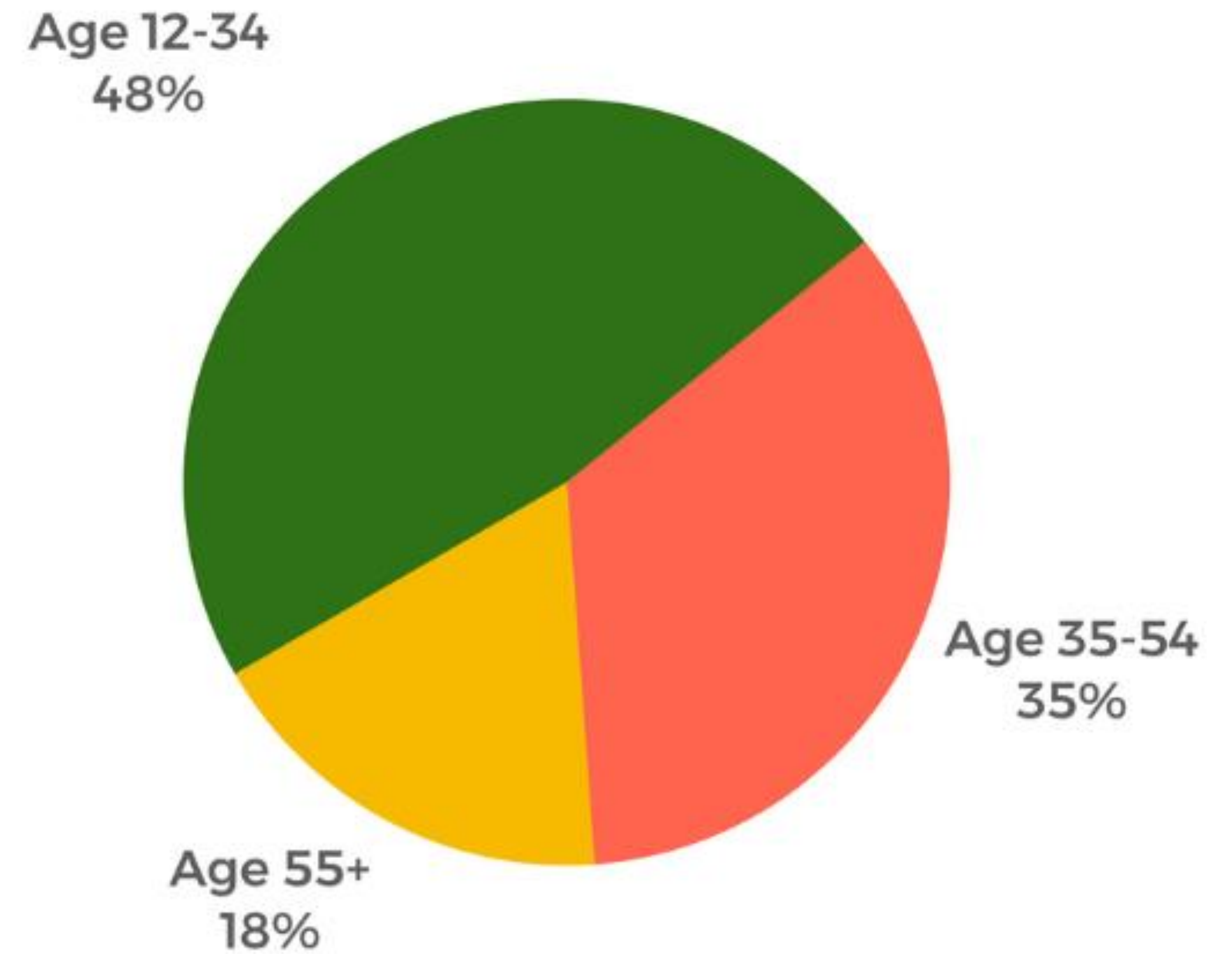
# Age of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+



MONTHLY PODCAST CONSUMERS 12+



# Podcasts reach key consumers

51%

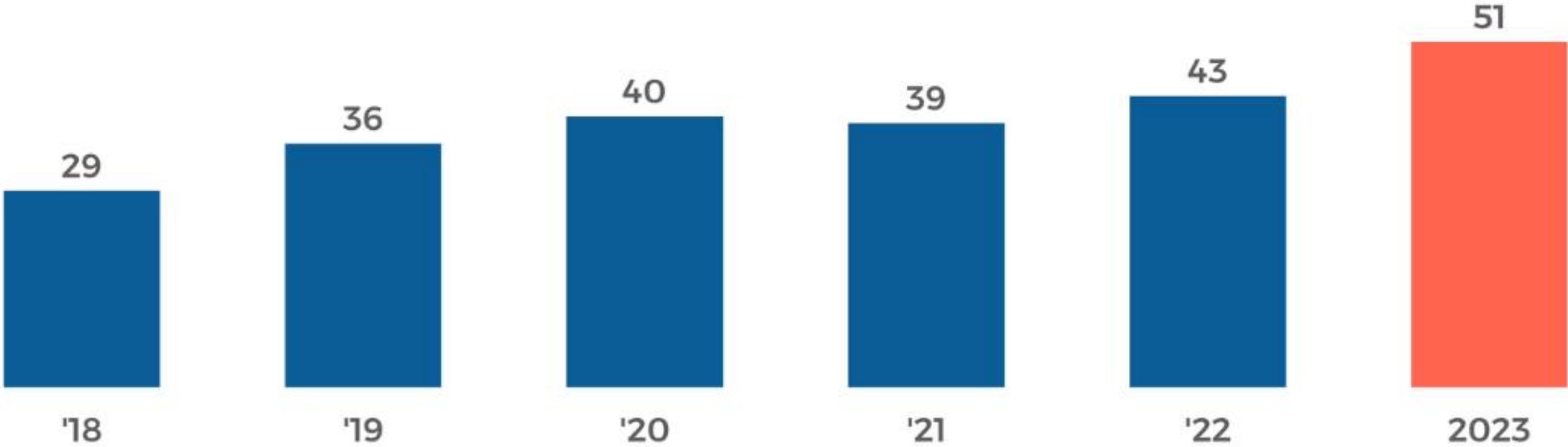
of those age 35-54 are  
monthly podcast listeners

39%

of those age 35-54 are  
weekly podcast listeners

# Monthly Podcast Listening Among Age 35-54

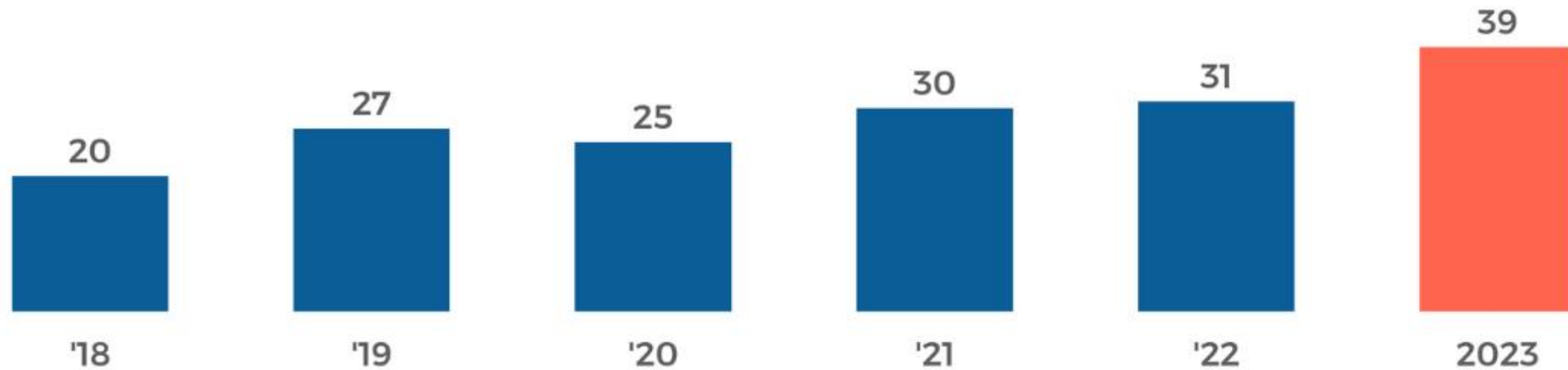
U.S. POPULATION AGE 35-54  
% LISTENED TO A PODCAST IN LAST MONTH



# Weekly Podcast Listening Among Age 35-54

U.S. POPULATION AGE 35-54

% LISTENED TO A PODCAST IN LAST WEEK



# Podcasts reach a diverse audience

45%

of Black Americans listen to podcasts each month

34%

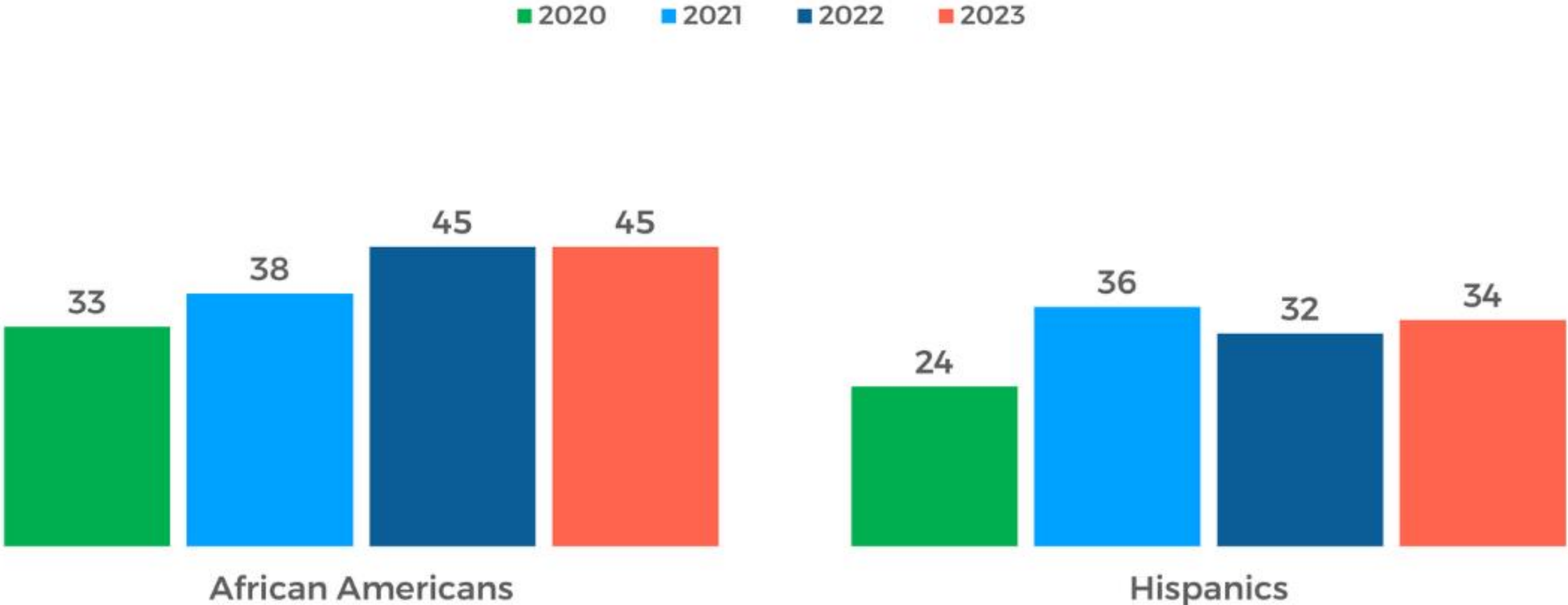
of Hispanic Americans listen to podcast each month



# Monthly Podcast Listening

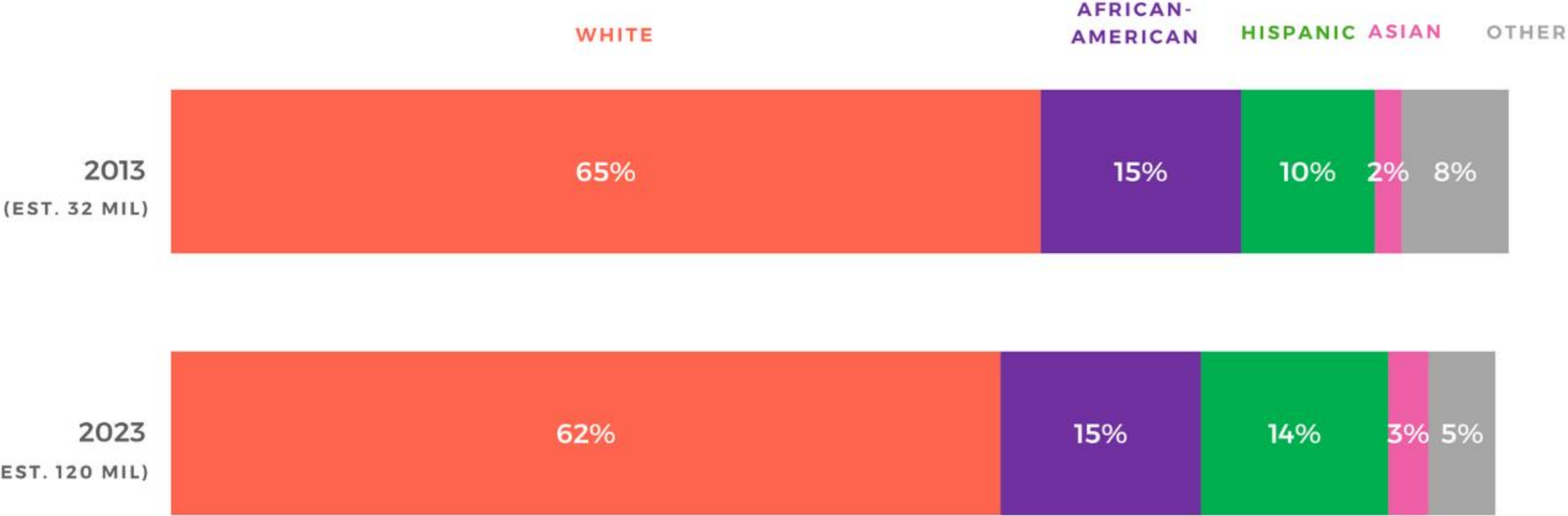
U.S. POPULATION

% LISTENED TO A PODCAST IN LAST MONTH



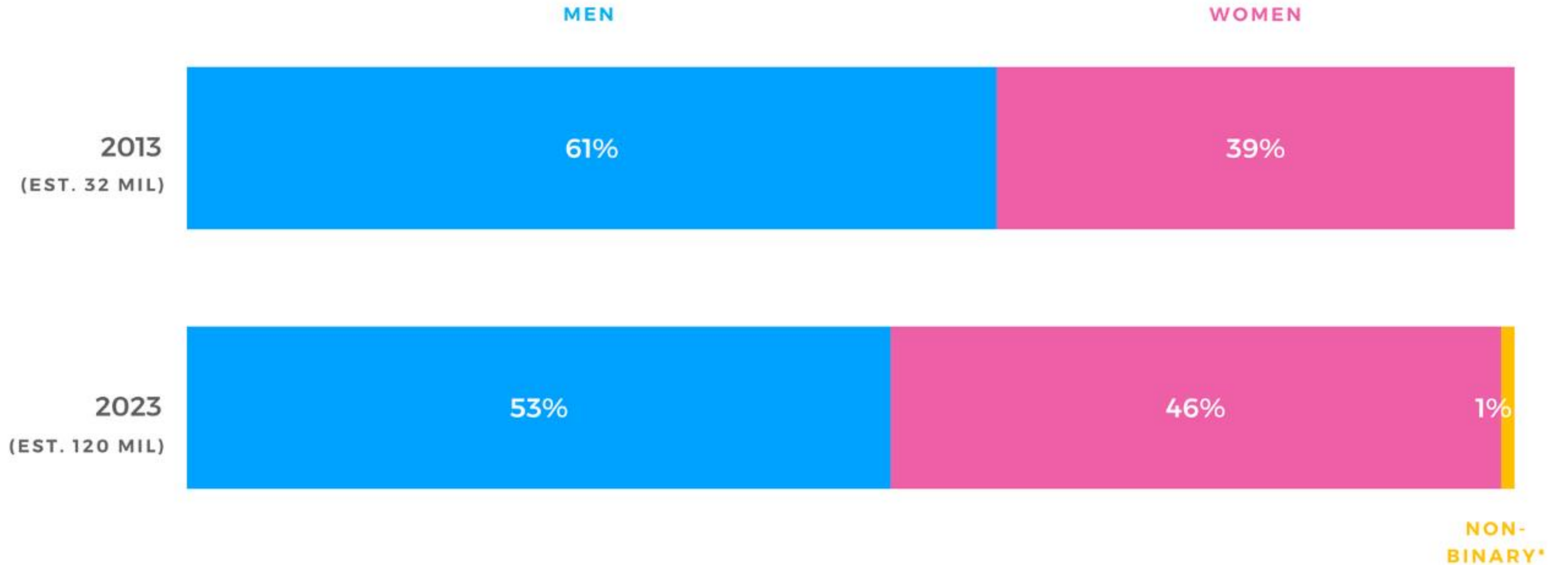
# Ethnicity of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



# Gender of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



\*NON-BINARY ADDED IN 2021

A hand holding a smartphone with a blue overlay. The text is white and bold.

# Podcasts listeners are an advertiser's dream

Compared to the U.S. Population,  
monthly podcast listeners are...

**More affluent**

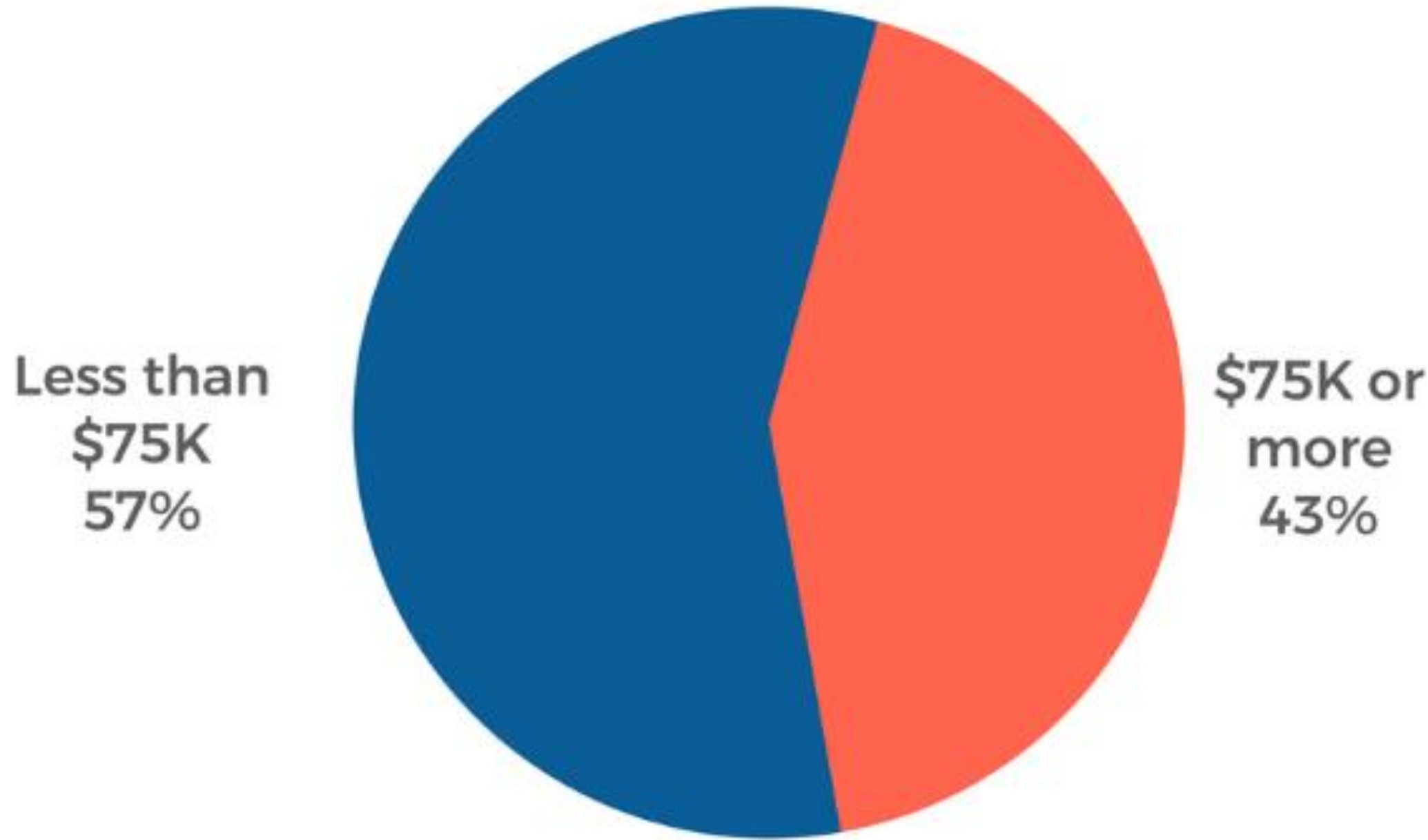
**More employed**

**More educated**

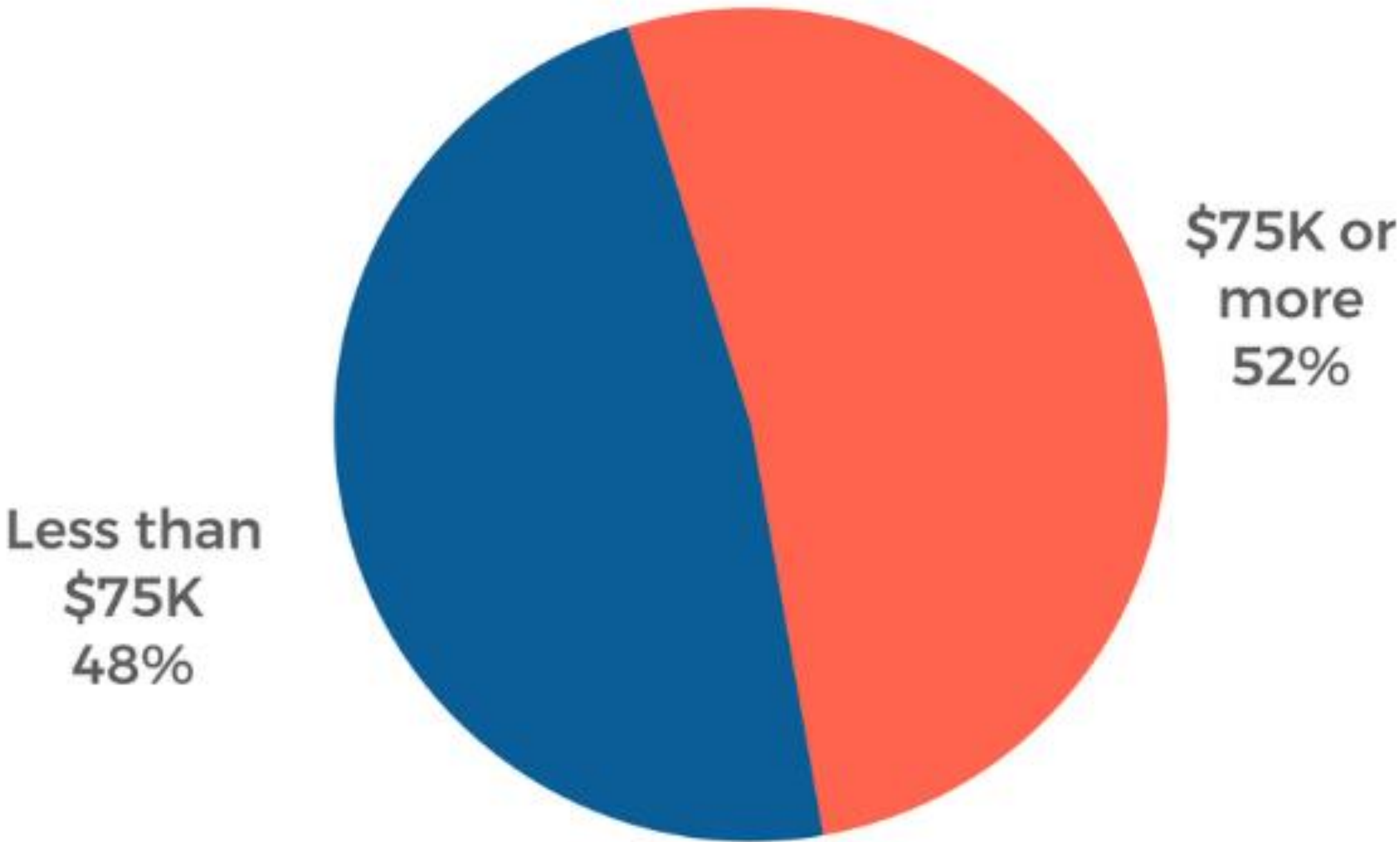
# Household Income of Monthly Podcast Listeners

BASE: U.S. AGE 18+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

U.S. POPULATION 18+



MONTHLY PODCAST CONSUMERS 18+

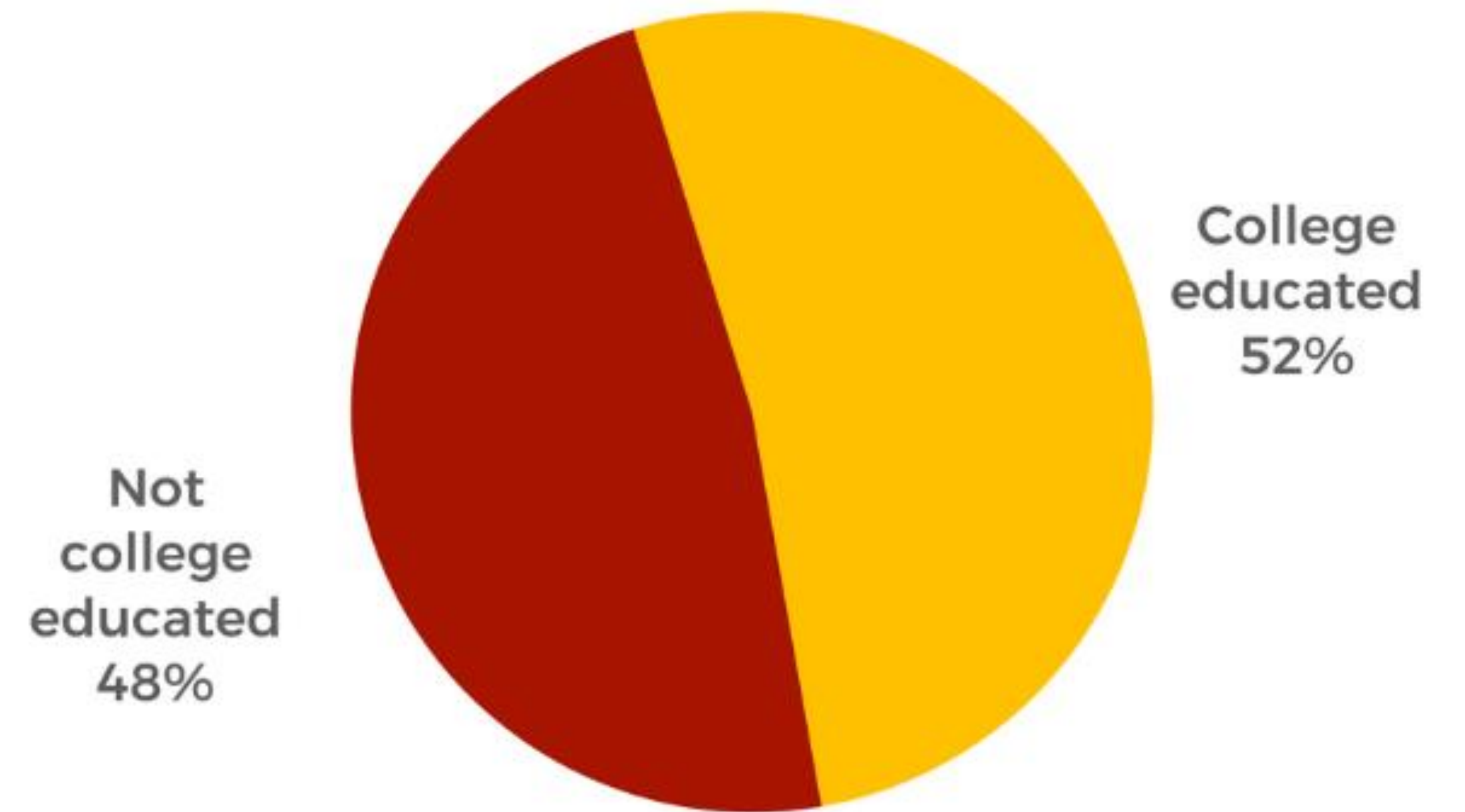
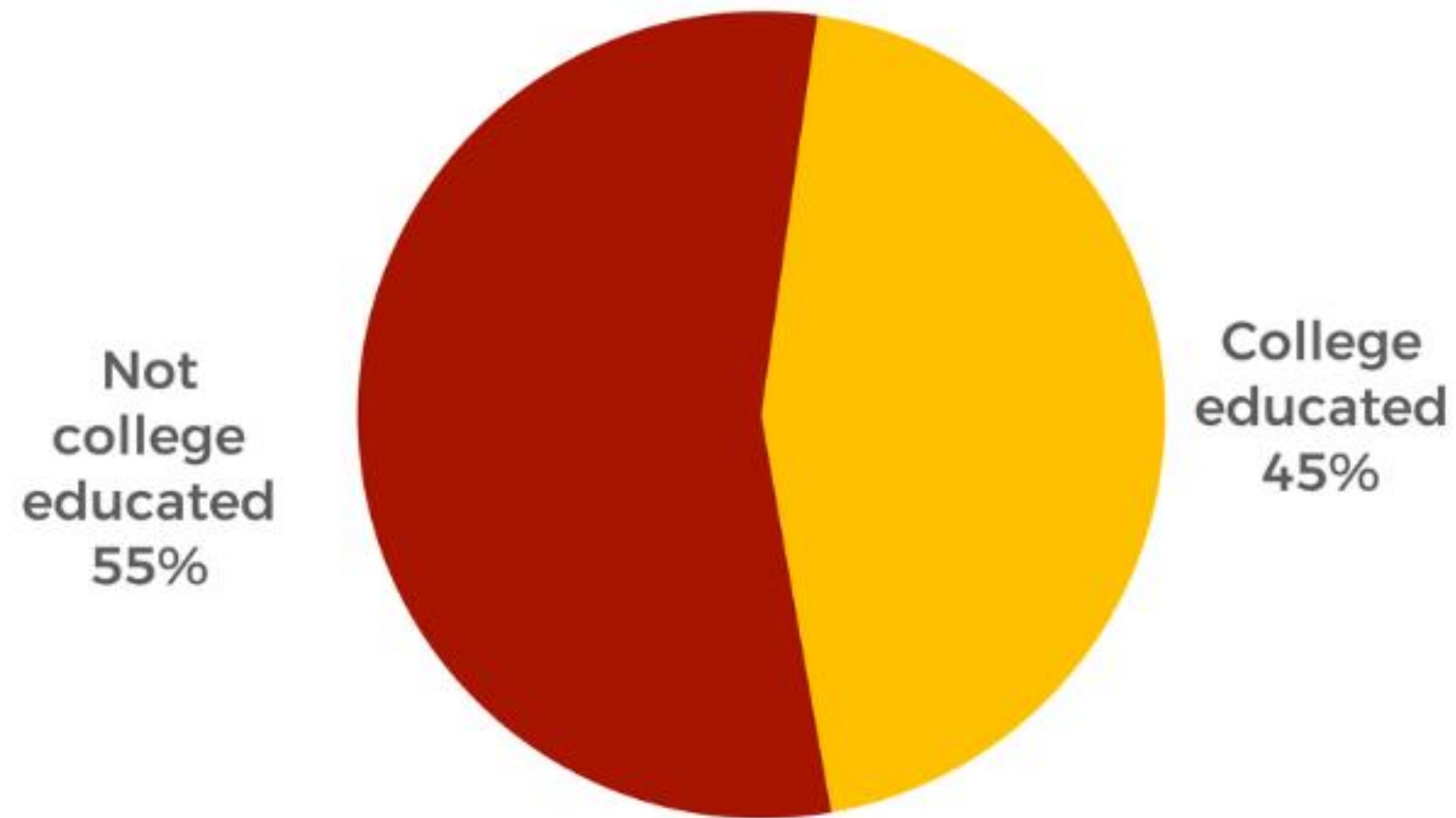


# Educational Attainment of Monthly Podcast Listeners

BASE: U.S. AGE 18+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

U.S. POPULATION 12+

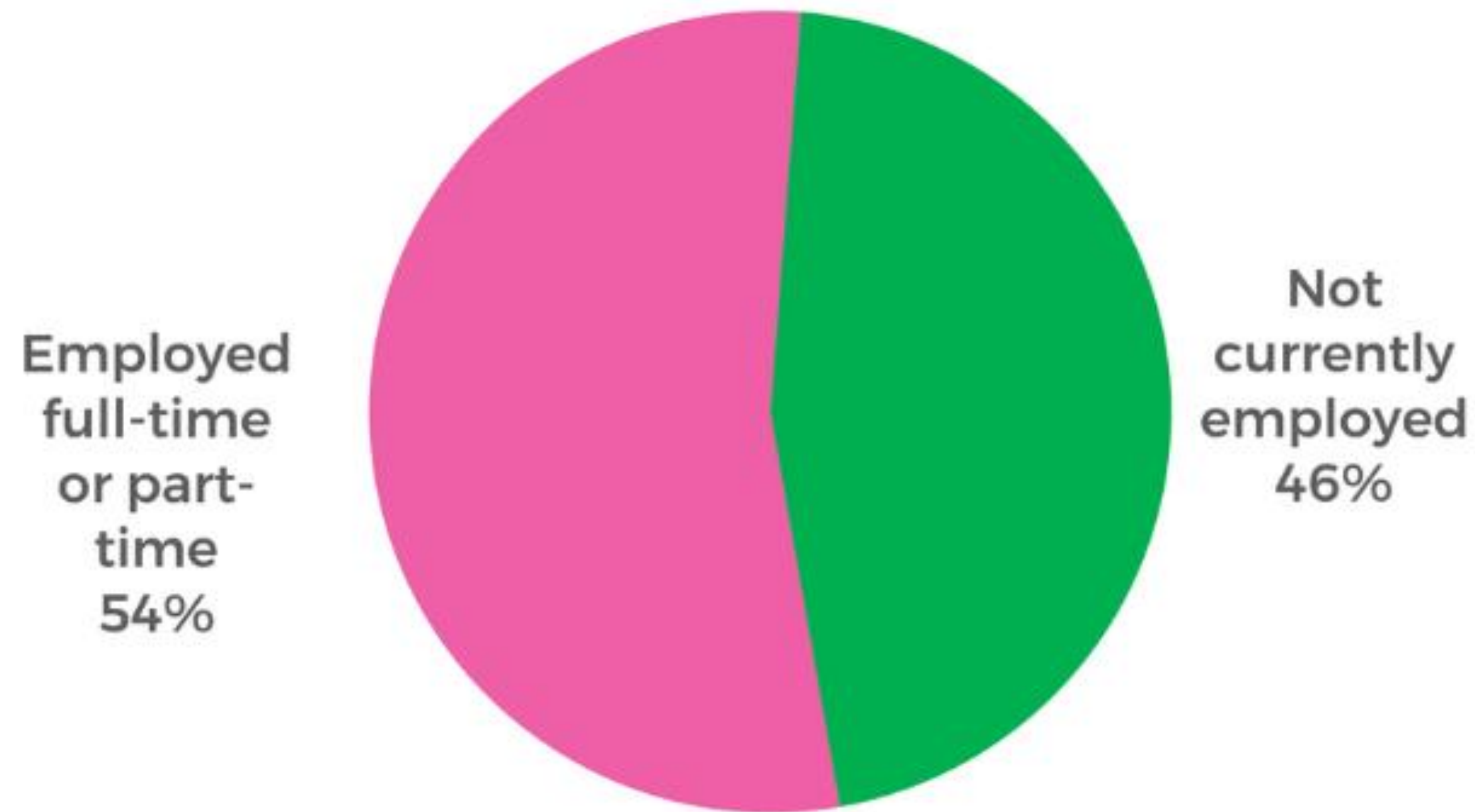
MONTHLY PODCAST CONSUMERS 12+



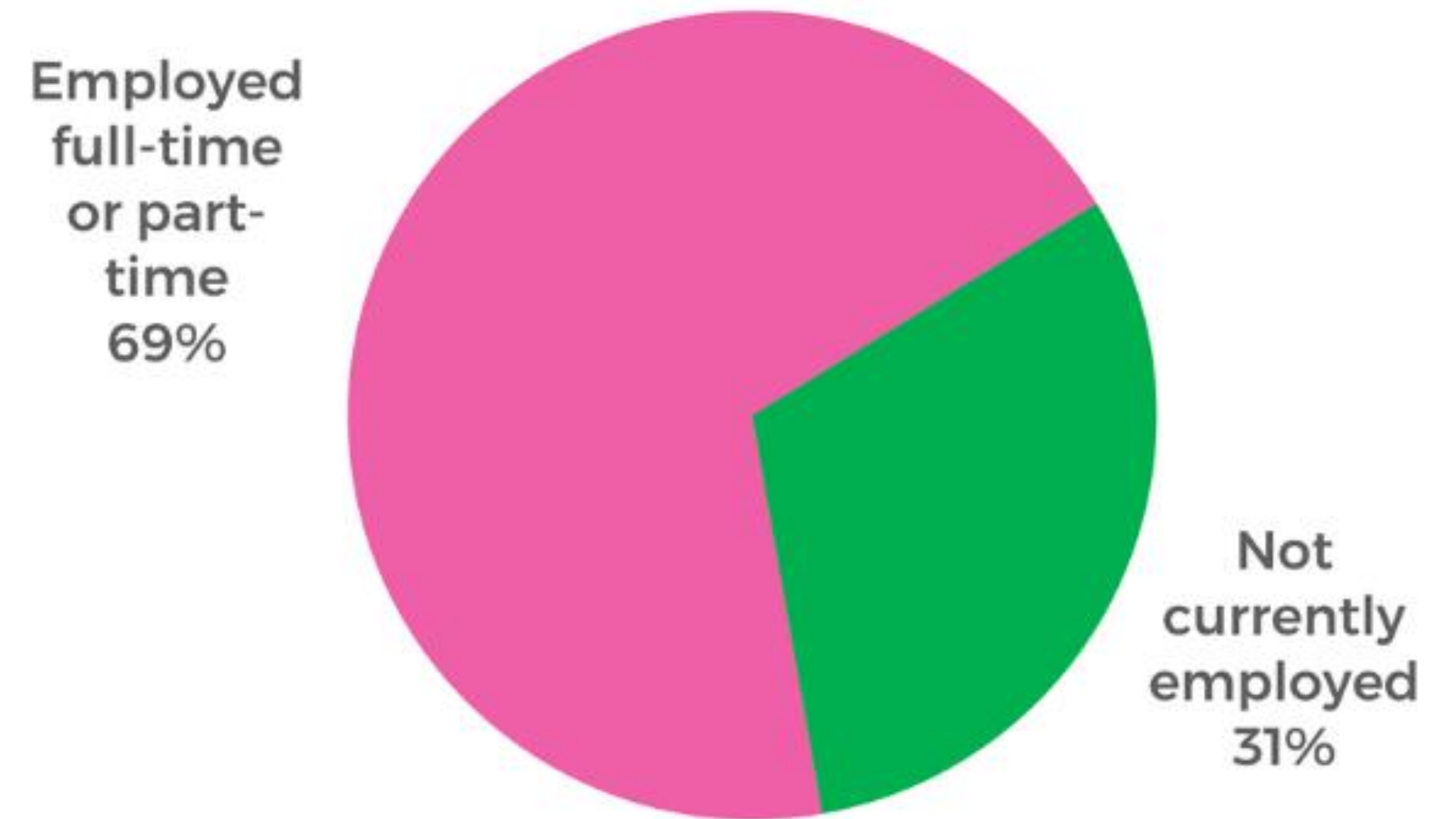
# Employment Status of Monthly Podcast Listeners

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH

U.S. POPULATION 12+



MONTHLY PODCAST CONSUMERS 12+



Podcast listeners  
are spending  
more time  
listening than  
ever before

Since 2015, the average time weekly  
podcast listeners spend with podcasts has

**DOUBLED**





# Average Time Weekly Podcast Listeners Spend Listening to Podcasts

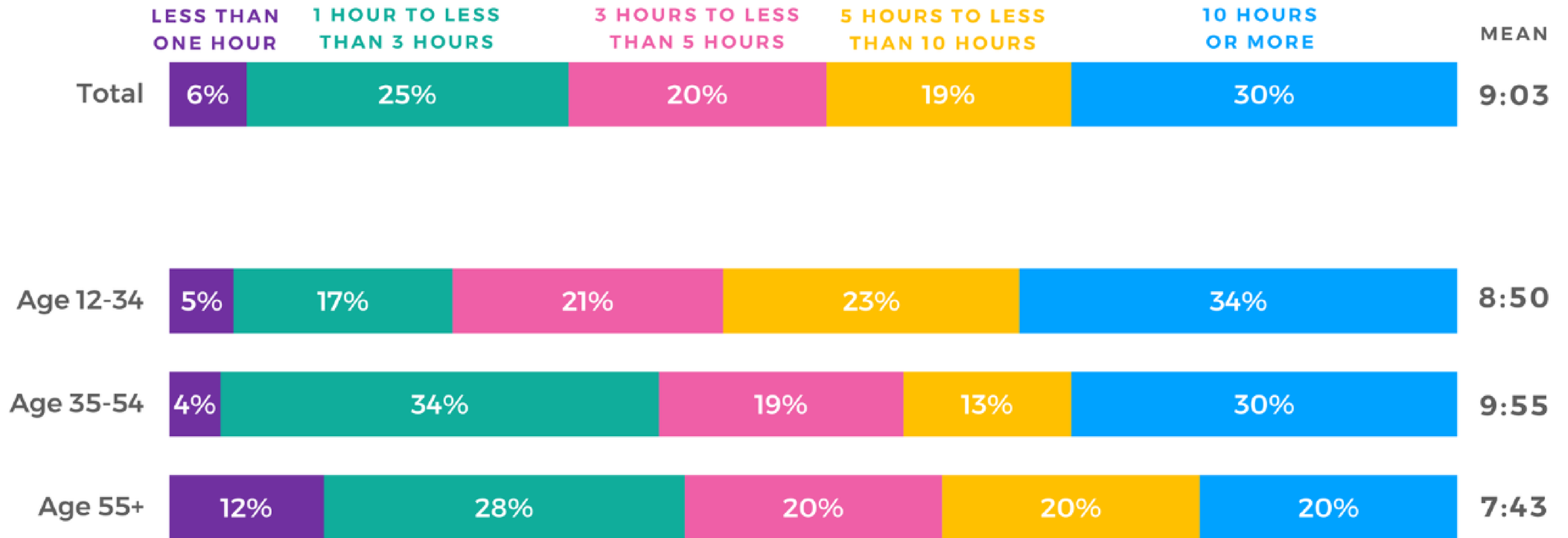
BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK

HOURS:MINUTES IN LAST WEEK



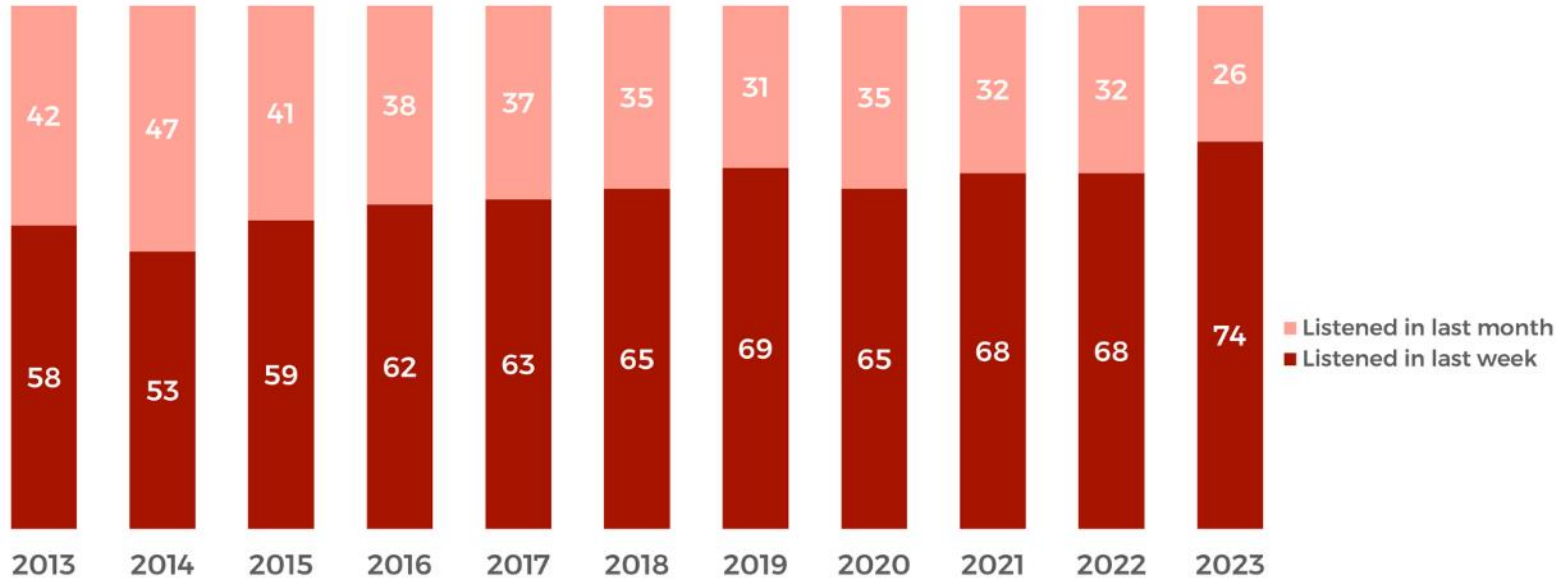
# Average Time Weekly Podcast Listeners Spend Listening to Podcasts

BASE: LISTENED TO PODCAST IN LAST WEEK



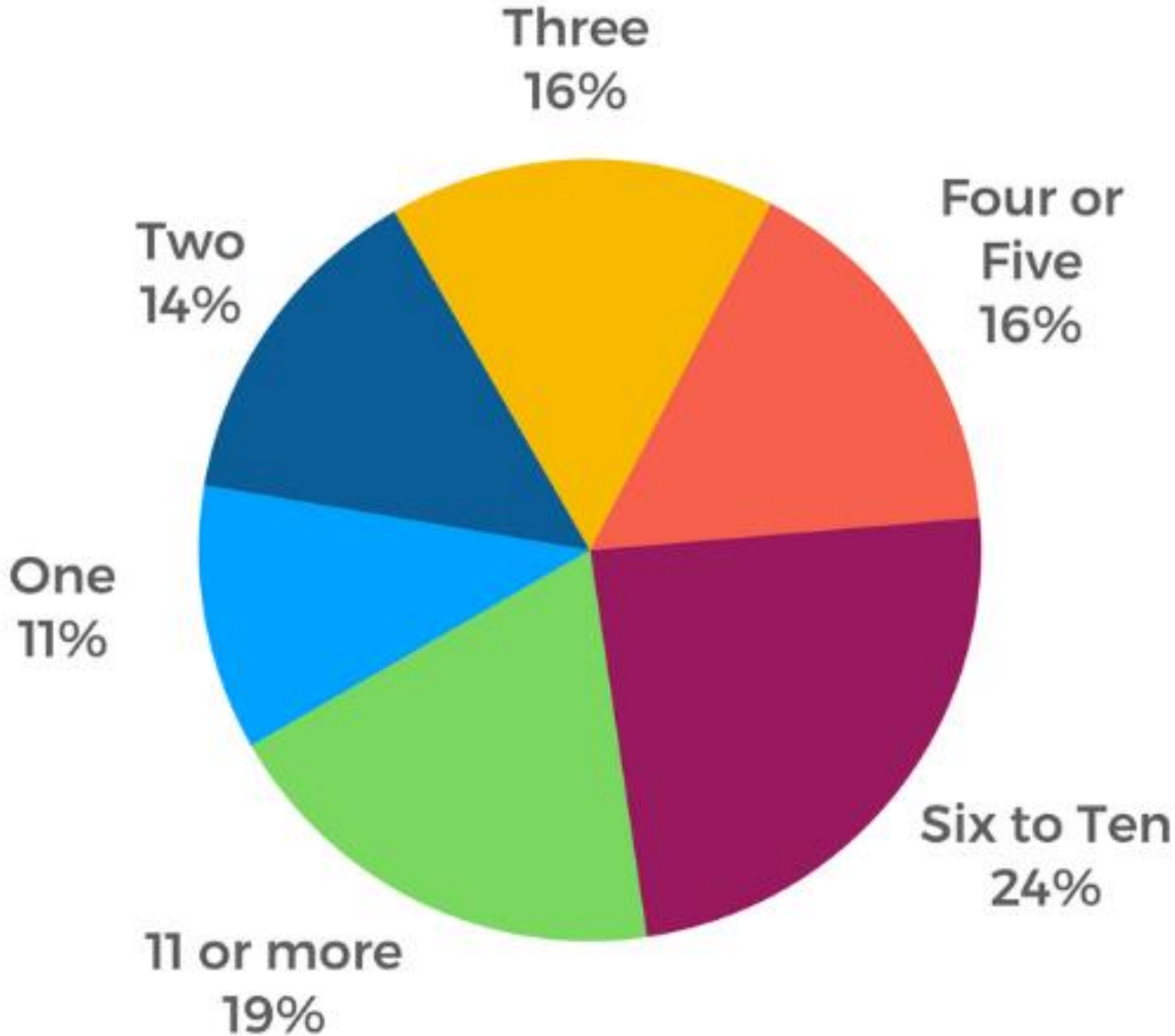
# What Percent of Monthly Podcast Listeners are Weekly Listeners?

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST MONTH



# Number of Podcast Episodes Listened to in Last Week

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST IN LAST WEEK



U.S. weekly podcast listeners average  
**Nine podcasts**  
in the last week

Listeners  
are receptive  
to podcast ads

46%

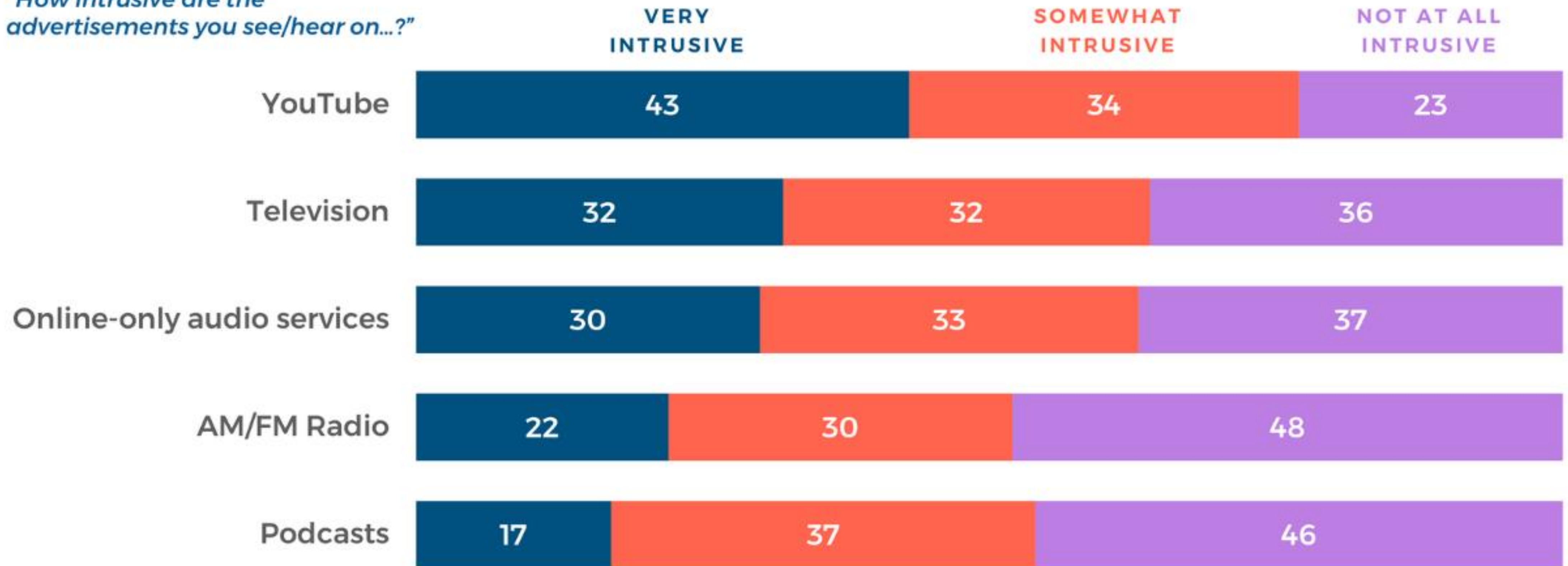
of monthly podcast listeners say that  
ads on podcasts are not intrusive at all



# Intrusiveness of Advertisements

BASE: U.S. AGE 12+ MONTHLY PODCAST LISTENERS WHO GAVE A RESPONSE

*"How intrusive are the advertisements you see/hear on...?"*



Podcast ads reach consumers with interests that align with your brand

Match with potential customers by genre and lifestyle metrics



# Top Podcast Genres by Reach

Base: U.S. Age 13+ weekly podcast listeners, Q3 2022- Q4 2022

Rank	Genre
1	Comedy
2	Society & Culture
3	News
4	True Crime
5	Sports
6	Business
7	Health & Fitness
8	Religion & Spirituality
9	Education
10	TV & Film

Rank	Genre
11	History
12	Arts
13	Music
14	Science
15	Leisure
16	Technology
17	Fiction
18	Kids & Family
19	Government



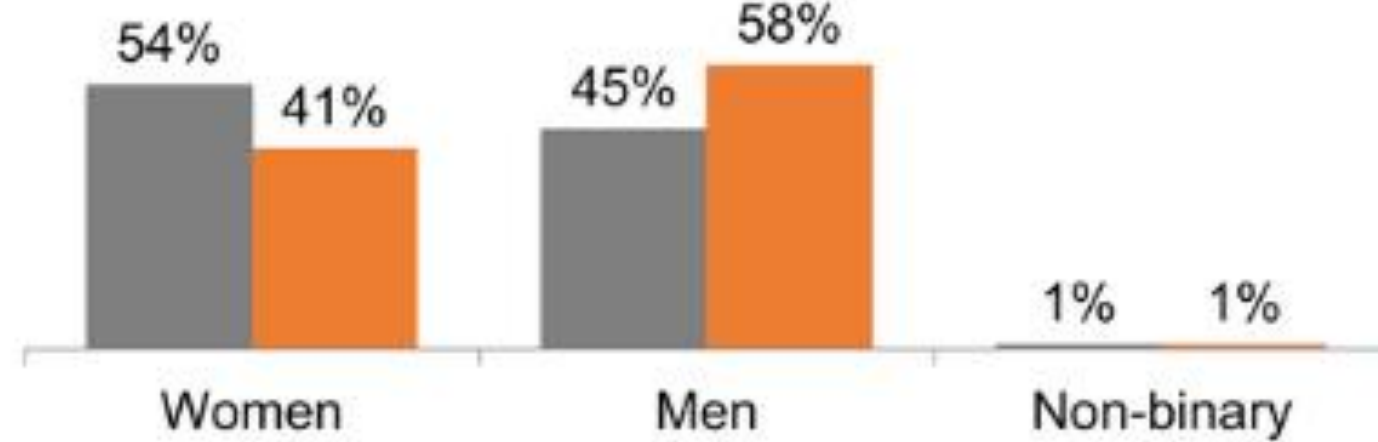
# Weekly Comedy Podcast Listeners

Demographic Summary

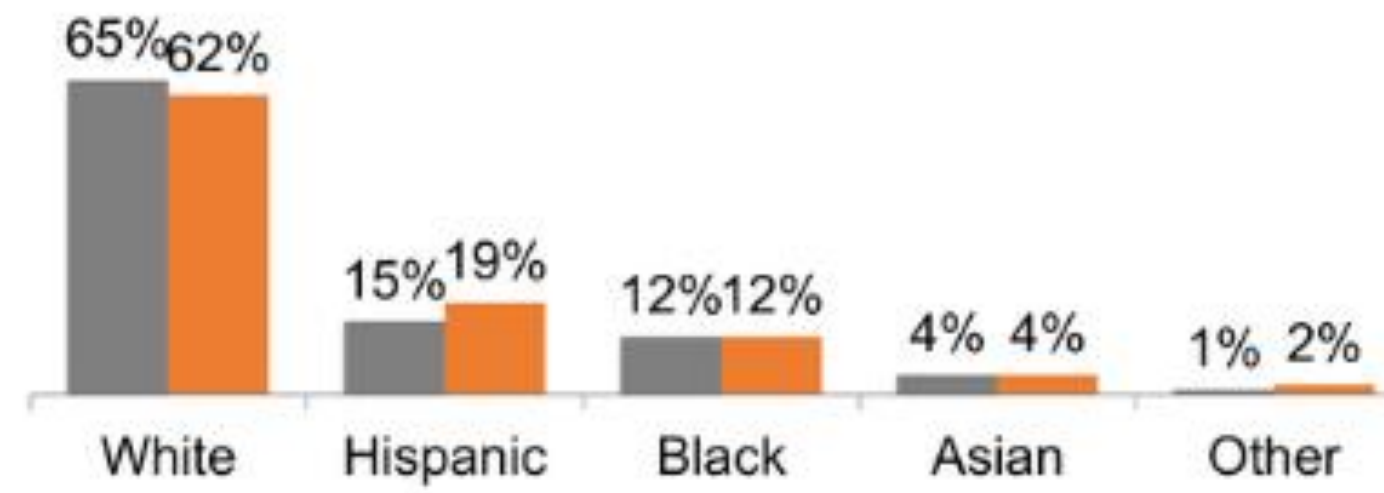


■ U.S. Weekly Podcast Listeners    ■ Weekly Comedy Podcast Listeners

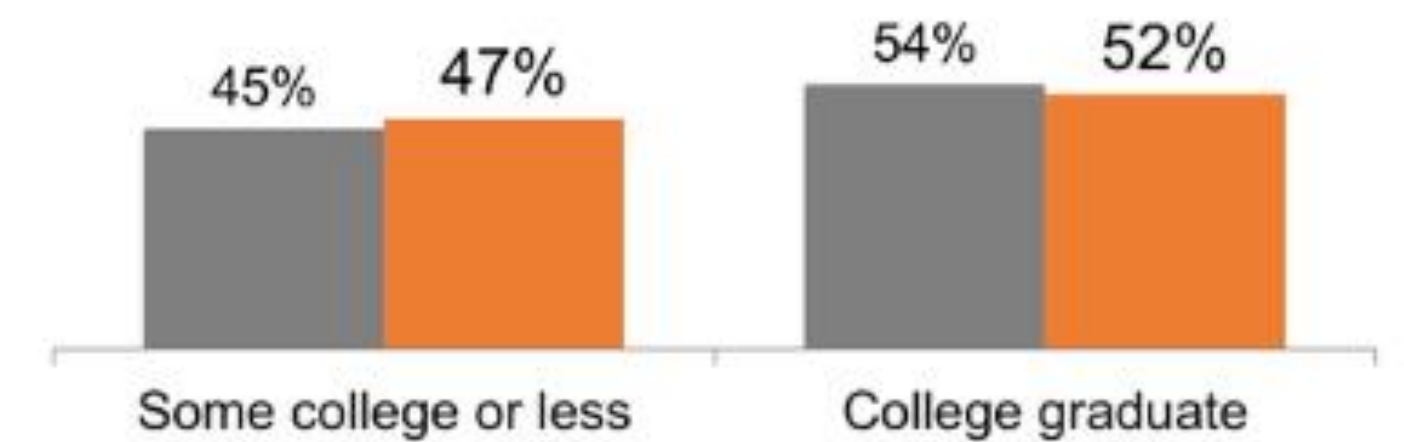
### Gender



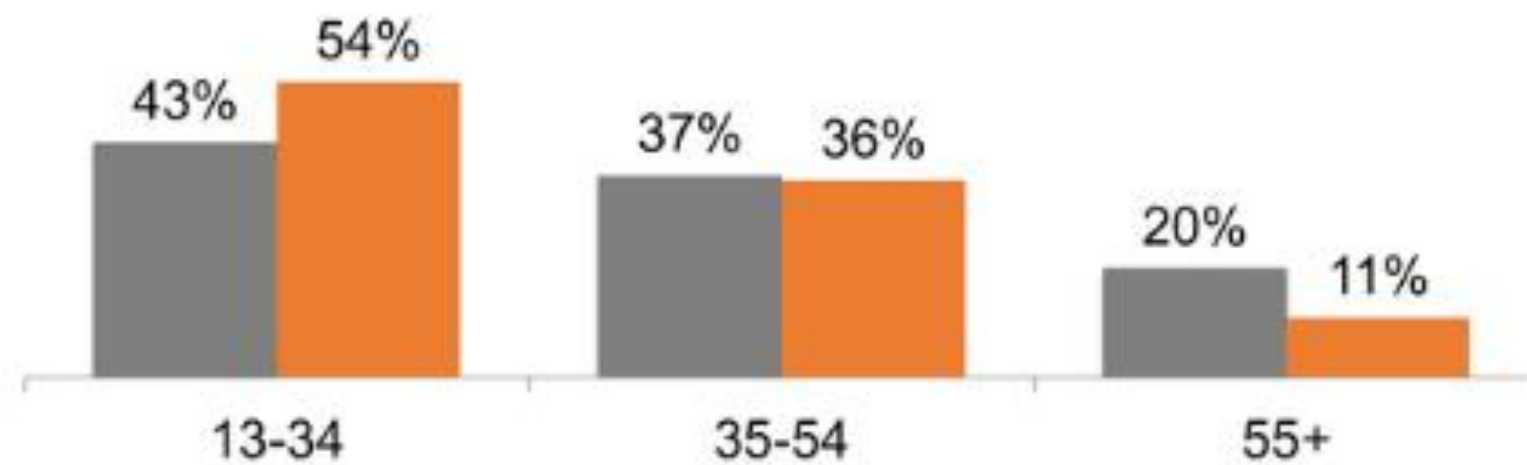
### Ethnicity



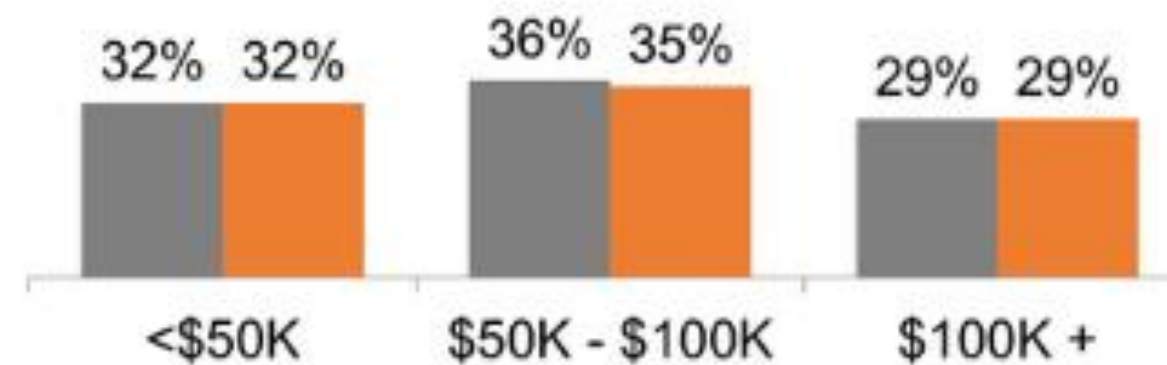
### Education



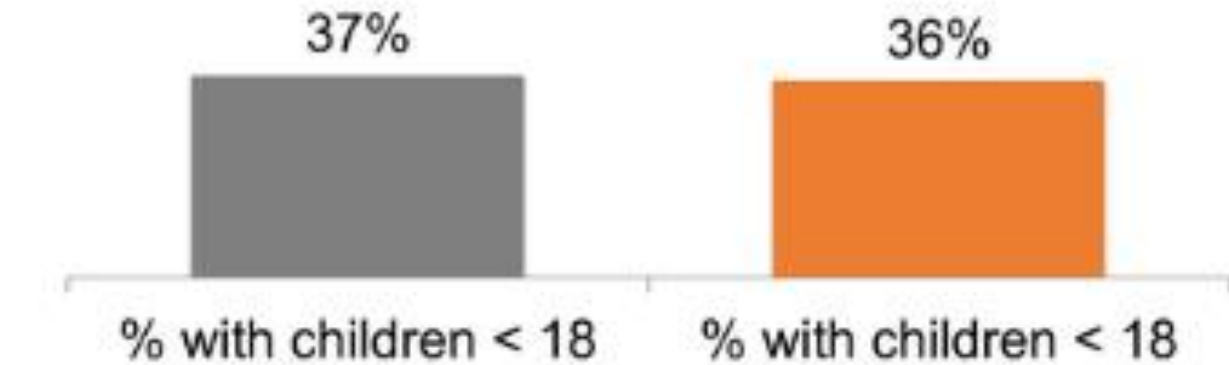
### Age



### Annual Household Income



### Children Under 18 at Home



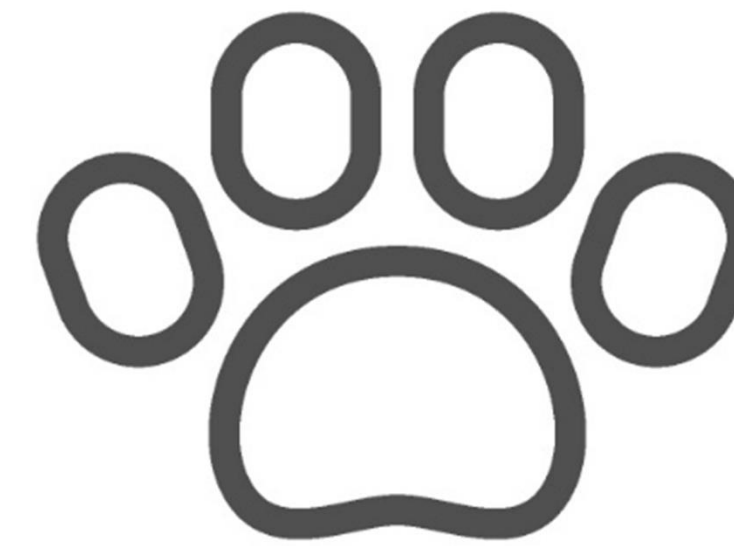
# Compared to the U.S. 18+ Population, weekly podcast listeners are...

47% more likely  
to have a 401k

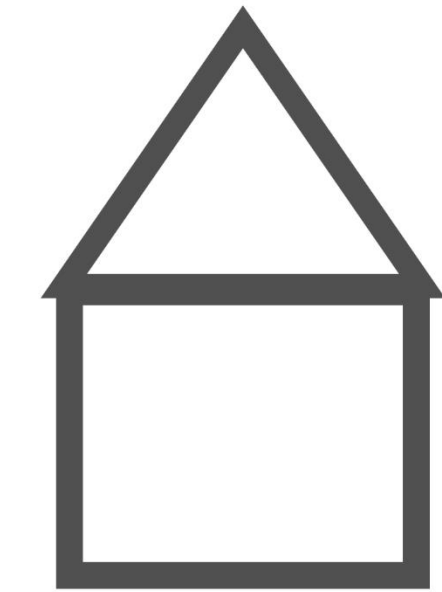


28% more likely to be  
saving for retirement

19% more likely  
to own a pet



12% more likely  
to own a home



# Takeaways

# The Pitch:

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mainstream

Podcasts have more  
listeners than ever,  
spending more time  
than ever before

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