



## Monthly Podcast Listenership Among U.S. Latinos Up 72% From 2020

*The Latino Podcast Listener Report 2024*

*released by Edison Research, LWC Studios, Latino Media Network, Libsyn, SiriusXM Podcast Network, and Uforia Podcasts*

FOR IMMEDIATE RELEASE

**Somerville, N.J. December 17, 2024** — Edison Research with support from [LWC Studios](#), [Latino Media Network](#), [Libsyn](#), [SiriusXM Podcast Network](#), and [Uforia Podcasts](#) unveiled the fifth-year anniversary of the *Latino Podcast Listener Report 2024* in a webinar hosted by Gabriel Soto, Senior Director of Research at Edison Research, Elsie Escobar, Director of Community and Content at Libsyn, and Briana Mendez, Senior Sales Marketing Manager at SiriusXM Media.

The webinar offered up to five years of trending data and new findings about Latino podcast listeners as well as video interviews of podcast creators discussing how they've utilized the studies throughout the years. According to the study, 43% of U.S. Latinos age 18+ are monthly podcast listeners, a 72% increase since 2020 (25%).

### Key findings include:

- **Female listenership is up:** Women now account for half of the U.S. Monthly Latino Listening population, making the composition of Latino podcast listeners 50% women and 50% men for the first time.
- **Social media is a dominant source for podcast discovery:** 47% of U.S. Latino monthly podcast listeners age 18+ first discovered podcasting by seeing it on social media, compared with 30% in 2020.
- **YouTube gains share as the service used most often to listen to podcasts:** 40% of U.S. Latino monthly podcast listeners age 18+ say they use YouTube the most to listen to podcasts – a 12-point increase from 2020. Thirty percent search on YouTube most often to find out about podcasts.
- **Latino podcast listeners' preference for video podcasts is up:** Since 2021, U.S. Latino monthly podcast listeners age 18+ have increased their consumption of video that they actively watch while listening by 23% (2021: 70% vs. 2024: 86%), surpassing audio only podcasts at 72%.
- **Gen Z and Millennial U.S. Latino listeners are more likely to listen or watch podcasts with other people:** 43% of U.S. monthly Latino podcast listeners age 18+ have listened to or watched podcasts with others. Listeners aged 18–24 are 47% likely to share their podcast listening experience with others, those aged 25–34 are



46%, and those aged 35–44 are the most likely to listen to or watch podcasts with others at nearly half (49%).

- **Latinos are spending most of their days with podcasts for entertainment:** 78% of U.S. monthly Latino podcast listeners age 18+ “strongly agree” or “somewhat agree” that they listen to podcasts when they want to be entertained – an 8-point increase since 2020.

“Latinos have been trailblazers in podcasting, driving trends from leading the early adoption of YouTube to fueling the rise of video podcast consumption,” said Elsie Escobar, Director of Community and Content at Libsyn. Beyond educational content, Latino listeners are embracing a broader range of podcasts, from entertainment to inspirational stories. This growing diversity creates exciting opportunities for advertisers to connect with a vibrant audience and align brand messaging with their lifestyle interests and values,”

Soto says, “The number of Latinos consuming video podcasts has surpassed the number of those listening to audio-only shows. If the young Latino demographic is any indication of how listening will take shape among the rest of the podcast audience, podcasters will have another reason to consider video as part of their content.”

[Click here to download the report.](#)

### **About the study**

The *Latino Podcast Listener Report 2024* was based off an online study of 2,502 U.S. Hispanic/Latino adults age 18+. Data was weighted to the U.S. Census and Infinite Dial 2024. This report was trended with the *Latino Podcast Listener Report 2020, 2021, 2022, and 2023* editions.

### **About Edison Research**

Edison Research conducts survey research and provides strategic information to a broad array of clients worldwide, having conducted research in 66 countries. Edison Research’s [The Infinite Dial®](#) series has been the survey of record for digital audio, social media, podcasting, smart speakers, and other media-related technologies since 1998. The company’s [Share of Ear®](#) survey is the only single-source measure of all audio in the U.S. Edison Research is the leading podcast research company in the world, producing the only survey-based data on podcast listening in the U.S., [Edison Podcast Metrics](#), and has conducted research for many companies in the space. Since 2004, Edison Research has been the sole provider of election data, race projections and analysis to the National Election Pool (ABC News, CBS News, CNN, NBC News).

### **About LWC Studios**



**LWC Studios** is a Peabody-nominated digital media company focused on elevating the work of people from the margins, and reaching untapped global-majority audiences with audio and film programming that has a social-justice vein and is rooted in the experiences and actualities of life in the US today.

### **About Latino Media Network**

At Latino Media Network (LMN), our vision is to embrace and celebrate Latino cultural pride by amplifying our community's language, leaders, stories, concerns, and possibilities. We believe in the power of our collective voice to redefine our place in the world and foster community cohesion, paving the way for a brighter future in the U.S. and beyond. With a presence in 9 markets across the U.S.—8 of which are among the top 10 Hispanic markets—LMN owns and operates radio stations in Dallas, Chicago, Fresno, Houston, Las Vegas, Los Angeles, McAllen, Miami, and San Antonio. Our offerings go beyond radio, including digital and social media extensions tailored to Latinos nationwide. We take pride in our grassroots events, in-language sports play-by-play broadcasts, and community-focused initiatives, all designed to superserve the Latino communities in our vibrant radio markets. For more information visit [www.latinomedianetwork.com](http://www.latinomedianetwork.com).

### **About Liberated Syndication**

Celebrating our 20th year in podcasting, Liberated Syndication Inc. (“Libsyn”) is the leading podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio and video content. The Company hosts more than 70,000 shows and delivers over 2.5 billion downloads annually to listeners globally. [Libsyn Ads](#) offers industry-leading podcast advertising solutions, serving as a comprehensive ad buying and management offering for creators, advertisers, and agencies to initiate and manage highly targeted campaigns across thousands of shows. Visit [libsyn.com](http://libsyn.com) or [investor.libsyn.com](http://investor.libsyn.com) for more information on the Company and the platforms that it powers.

### **About SiriusXM Media**

SiriusXM Media brings advertisers closer to the stories and music that listeners love, creating deep connections between fans and brands. The gateway for marketers to the largest digital audio advertising ecosystem in North America, SiriusXM Media includes extensive Streaming and Podcast Networks featuring exclusive access to music, talk and podcast advertising across SiriusXM, Pandora, SoundCloud, audiochuck, Crooked Media, NBCUniversal, and much more. As the longtime leaders in audio advertising, only SiriusXM Media delivers audiences tailored brand experiences courtesy of sonic creative agency Studio Resonate, while making it easy for every marketer to produce, plan, buy, and measure across its entire audio universe, with innovative ad tech solutions powered by AdsWizz. For more information, please go to: <https://www.siriusxmmedia.com/>.

### **About Uforia Podcasts**

Uforia Podcast, TelevisaUnivision's Podcast Unit, with an impressive catalog boasting more than 50 hours of original content per week, has solidified its position as the #1



Spanish-language podcast network in the U.S. In 2024 alone, Uforia recorded an astounding 45+ million downloads, with an impressive 80% listen-through rate across its diverse range of shows.

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