Podcasts

A podcast is a series of on-demand audio files that focus on a certain topic or have an overall theme. They are free to listeners and can be downloaded online, via smartphones, computers or tablets. Thousands of podcasts are produced weekly and listeners can subscribe to their favorite podcasts to get notified when a new episode becomes available.

- 212 million (75%) P12+ are familiar with audio podcasts, while 155 million (55%) have ever listened to a podcast.¹
  - 74% of African Americans and 52% of Hispanics 12+ are familiar with podcasts.⁷
  - 37% of P12+ listened to podcasts in the last month – nearly double from 17% in 2015.¹
    - 24% listened in the last week.¹
  - 33% of African Americans and 24% of Hispanics listened in the last month.⁷
    - 17% of African Americans and 18% of Hispanics listened in the last week.⁷
- People 12+ spend an average of six hours and 39 minutes a week listening to podcasts.¹
  - One in four now listen to podcasts weekly, dominated by millennials at 43% and Gen Z at 37%.²
- Weekly podcast listeners tune in on their smartphones the most (80%), followed by desktop/laptop computers (35%).²
- In 2020, 55% of P12+ had ever listened to a podcast, an all-time high – increasing from 44% in 2018, 40% in 2017 and 36% in 2016.¹
- Podcast listeners listen to multiple podcasts each week - an average of six per week.¹
  - Listen to one podcast per week – 11%¹
  - Listen to two podcasts weekly – 21%¹
  - Listen to three podcasts weekly – 19%¹
  - Listen to four-five podcasts weekly – 19%¹
  - Listen to six-10 podcasts weekly – 18%¹
  - Listen to 11 or more podcasts weekly – 12%¹
- 32% of weekly podcast listeners 18+ said their source for discovering new podcasts was an ad heard on the radio.³
- Sources that U.S. Latino monthly listeners use to discover new podcasts:⁹
  - Social media posts – 67%⁹
  - Recommendations from friends/family – 63%⁹
  - Searching the internet – 62%⁹
  - Advertisements on other audio programs – 38%⁹
  - Recommendations on AM/FM radio – 36%⁹
- 44% of A18+ said the most popular location to listen to a sports-related podcast via AM/FM radio was at home, while 29% said in the car.⁴
- According to Edison Research, podcast listeners’ share of time spent listening to AM/FM radio was 24% in 2019.⁵
- Podcast listener demographics A18+:⁶
  - Average age – 39
  - Average HH Income – $96,500
  - Male – 57%
- Female – 43%
- White – 67%
- Hispanic – 15%
- Black – 9%
- Other (Asian, non-Hispanic, etc.) – 8%
- Use Radio Weekly – 90%
- Use Satellite Radio Weekly – 16%

- Of those adults 18+ who have listened to a podcast in the last 30 days:
  - 66% are homeowners
  - 63% work full-time jobs
  - 52% have received a bachelor’s or graduate degree
  - 51% are married
  - 44% have a HH size of three-four
  - 33% are a parent with a child living in the HH

- 49% of America’s 12-34-year-olds listened to podcasts in the last month.
  - 40% of adults 35-54 listened to podcasts last month, while only 22% of adults 55+ listened.

- 36% of U.S. Latinos have ever listened to a podcast that was mostly English while 24% have ever listened to a podcast that was mostly in Spanish.