Daily Podcast Reach Is Accelerating Across Every Age Group. Podcasts Hit An All-Time High In 2023

Daily Podcast Reach

- P25-34: 43%
- P35-44: 32%
- P13-24: 30%
- P45-54: 19%
- P55-64: 11%
- P65+: 10%

Source: Edison Share of Ear, P13+
Alongside Reach, Time Spent Listening To Podcasts Up 2X in the Past 5+ years

Daily Time Spent Listening To Podcasts Among Podcast Listeners
(minutes)

Source: eMarketer
There Are Now More Weekly Podcast Listeners In The U.S. Than Netflix Subscribers

Weekly Reach

Podcasts (Weekly): 89M
Netflix Subscribers (United States): 67M

Source: Podcasts: Edison Research/The infinite Dial 2023; Netflix: https://flixpatrol.com/streaming-service/netflix/subscribers/by-value/#list
Heavy Podcast Listeners Are The New Majority Now

Podcast Listening Frequency

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Listener</td>
<td>47%</td>
<td>49%</td>
<td>47%</td>
<td>37%</td>
</tr>
<tr>
<td>Medium Listener</td>
<td>18%</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Heavy Listener</td>
<td>20%</td>
<td>18%</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>Super Listener</td>
<td>15%</td>
<td>15%</td>
<td>17%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Light Listener: 1-3 times a month  
Medium Listener: 4-7 times a month  
Heavy Listener: 8+ times a month but not every day  
Super Listener: Every day

Source: Scarborough Podcast Study, 2019-2021 R2, 2022 R1; MRI Simmons
In the last 2 years, the number of Black and Hispanic podcast listeners has jumped over 30%.

**Monthly Reach %**

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black Podcast Listeners</strong></td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td><strong>Hispanic Podcast Listeners</strong></td>
<td>25%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: Edison; The Black Podcast Listener 2022, P18+; Latino Podcast Listener 2022, P18+
Podcasts fuel curiosity and help us feel connected

Top 3 reasons to listen

ENTERTAINED | DISCOVER SOMETHING NEW | BE IN THE KNOW

For Gen Z, it’s about companionship
Index 131

For Millennials, it’s about being productive
Index 127

Source: iHeartMedia Podcast Listening Study 2022; https://firstsiteguide.com/podcast-stats/
Americans are making more time for podcasts mostly by reducing time with streaming video/music and social media

Has your podcast listening taken the place of time you used to spend with any of the following? (Select all that apply)

- YouTube: 50%
- Streaming music: 46%
- TikTok: 38%
- Instagram: 33%
- Facebook: 33%

For deduped, 7 out of 10 consumers, podcasts are taking time from at least one social network

Source: Survey results collected via Critical Mass Media, April, 2023, n=500 respondents P12-54
Americans are making more time for podcasts mostly by reducing time with streaming video/music and social media.

Has your podcast listening taken the place of time you used to spend with any of the following? (Select all that apply.)

- YouTube: 50%
- TikTok: 46%
- Instagram: 38%
- Facebook: 33%
- Streaming TV: 33%
- Streaming Music: 29%
- Movies: 26%
- Radio: 25%
- Peace & Quiet: 24%
- MP3s: 18%
- Local/Cable TV: 16%
- Books/Magazines/Print: 15%
- Physical Music: 14%

Source: Survey results collected via Critical Mass Media, April, 2023, n=500 respondents P12-54
Source: Nielsen Audio & Edison Share of Ear

Majority of Radio Listening Happens Out-Of-Home and Majority of Podcast Listening at Home

- **Podcasts**:
  - In-home: 31%
  - Out-of-home: 69%

- **Radio**:
  - In-home: 32%
  - Out-of-home: 68%