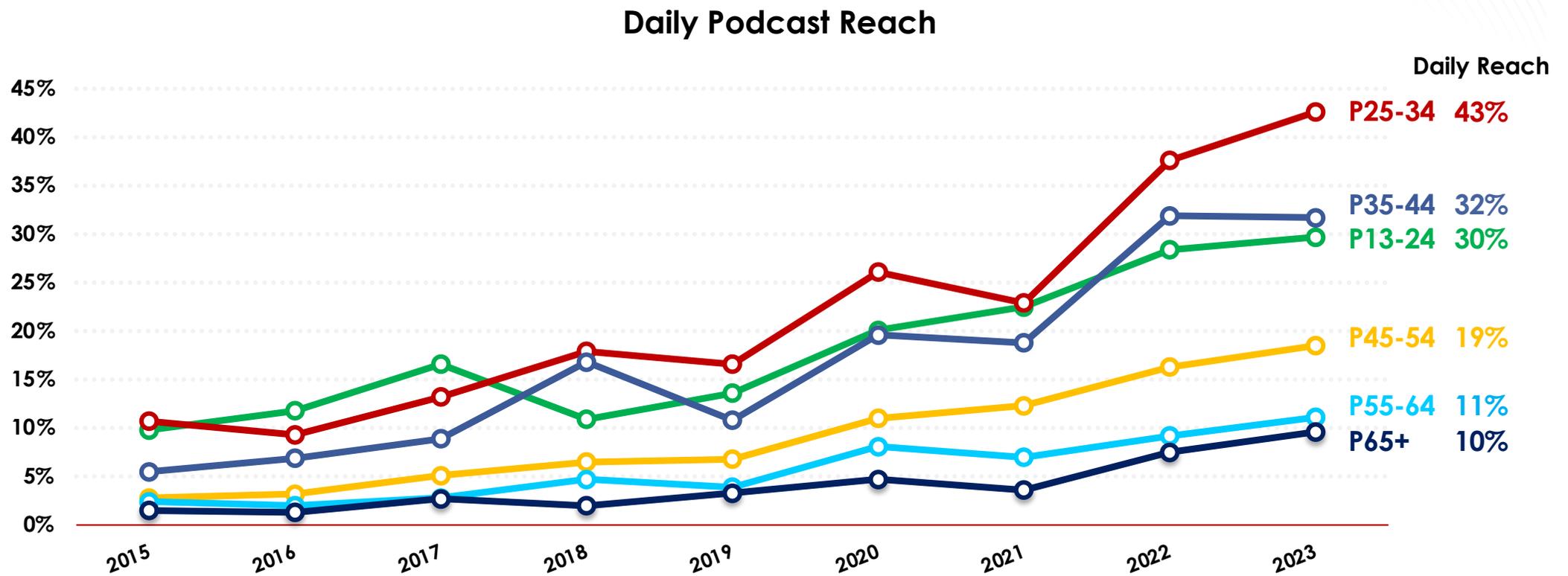




**iHeart**  
MEDIA

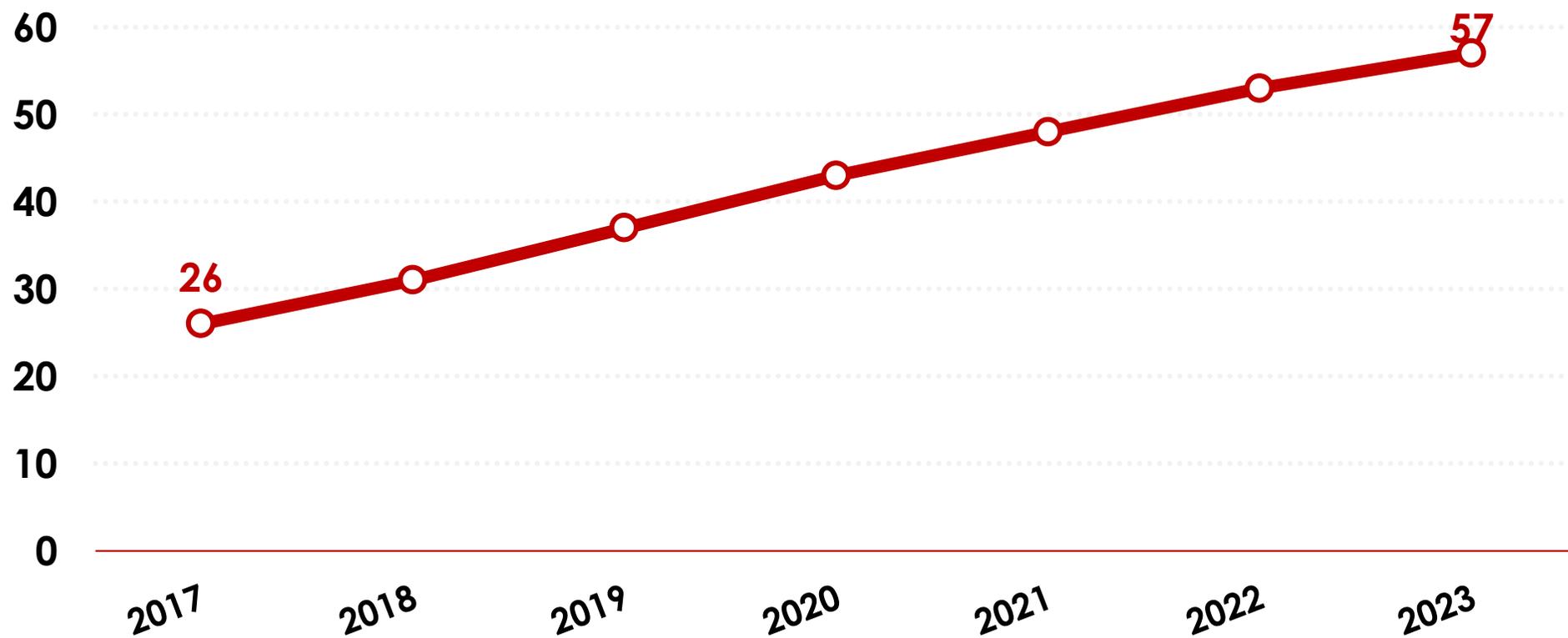
# State of Podcasting 2023

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



# Alongside Reach, Time Spent Listening To Podcasts Up 2X in the Past 5+years

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

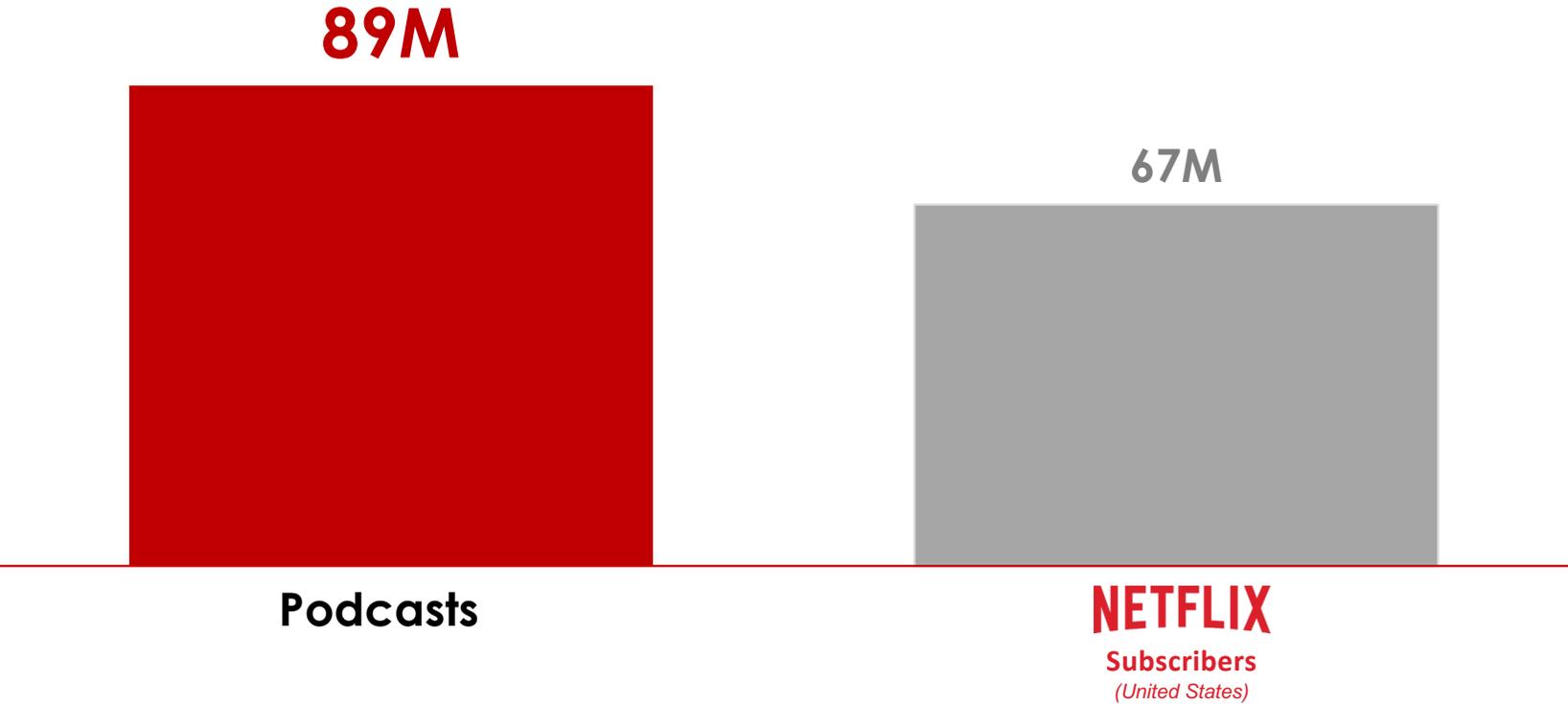


3 Source: eMarketer



# There Are Now More Weekly Podcast Listeners In The U.S. Than Netflix Subscribers

Weekly Reach



# Heavy Podcast Listeners Are The New Majority Now

Podcast Listening Frequency

Frequency	2019	2020	2021	2022
Light Listener	47%	49%	47%	37%
Medium Listener	18%	17%	17%	17%
Heavy Listener	20%	18%	19%	24%
Super Listener	15%	15%	17%	22%

**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

**61%**

Consider Podcast Listening Part Of Their Daily Routine



# In The Last 2 Years The Number Of Black And Hispanic Podcast Listeners Have Jumped Over 30%

Monthly Reach %

Black Podcast Listeners

+26%

43%

34%

2020

2022

Hispanic Podcast Listeners

+36%

34%

25%

2020

2022



Podcasts fuel  
curiosity and  
help us feel  
connected



## Top 3 reasons to listen

ENTERTAINED

DISCOVER  
SOMETHING NEW

BE IN THE KNOW

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**For Gen Z, it's about  
companionship**

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**For Millennials, it's about  
being productive**

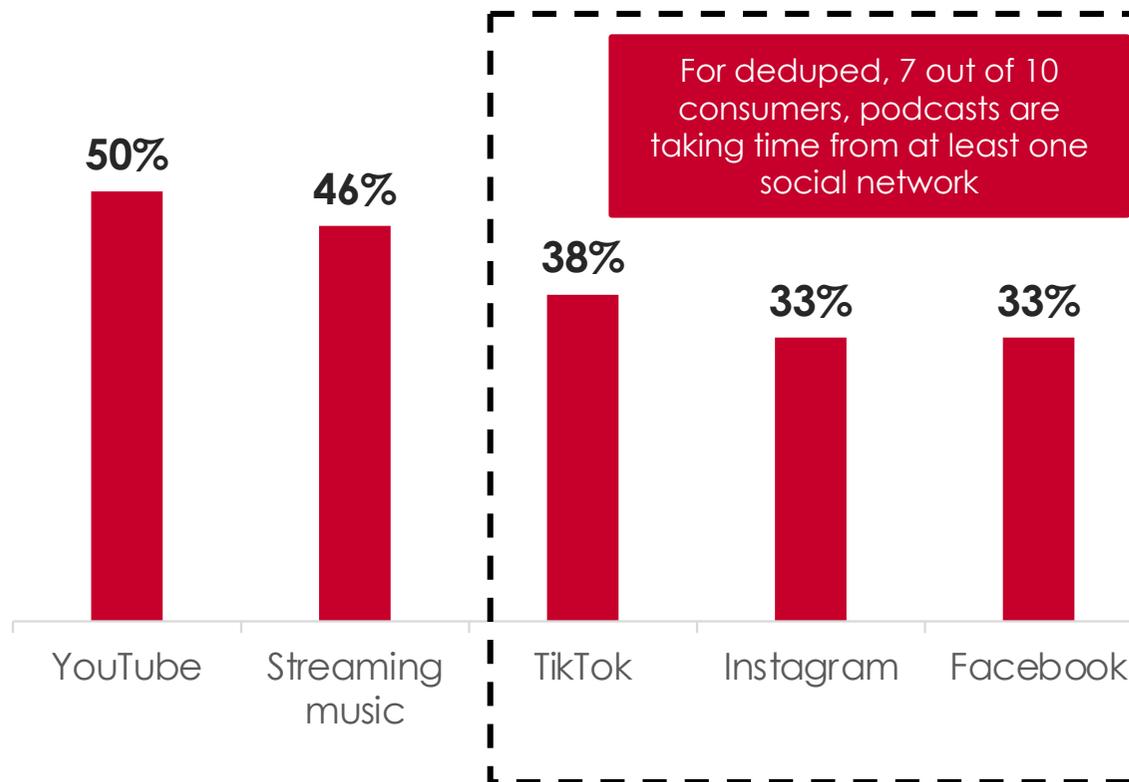
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Source: iHeartMedia Podcast listening Suzy Study 2022, <https://firstsiteguide.com/podcast-stats/>



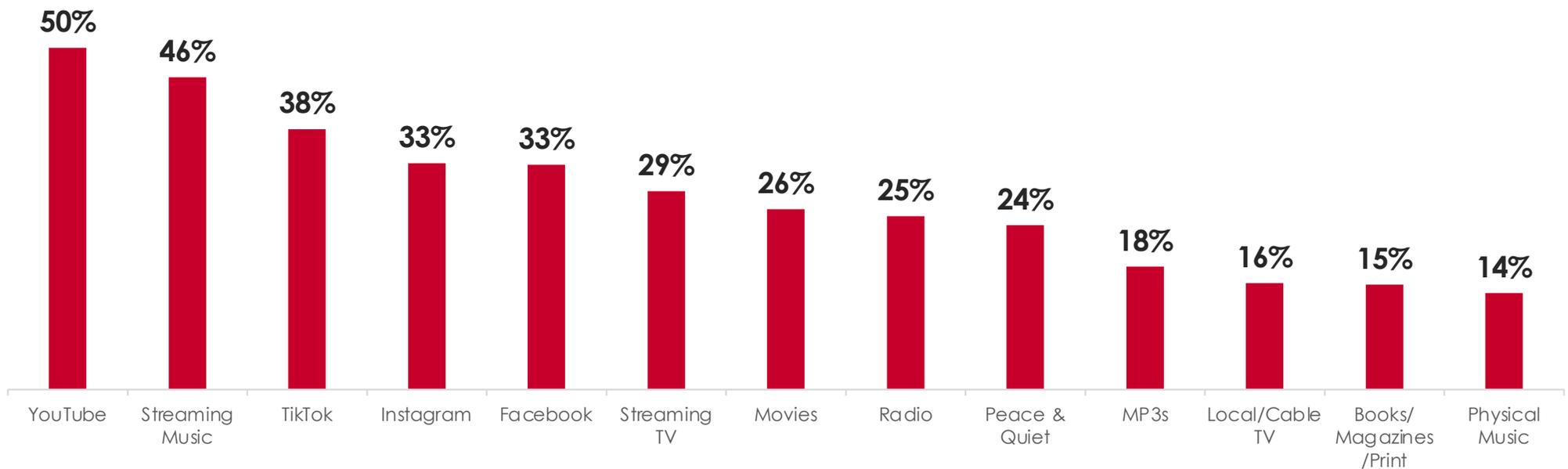
# Americans are making more time for podcasts mostly by reducing time with streaming video/music and social media

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

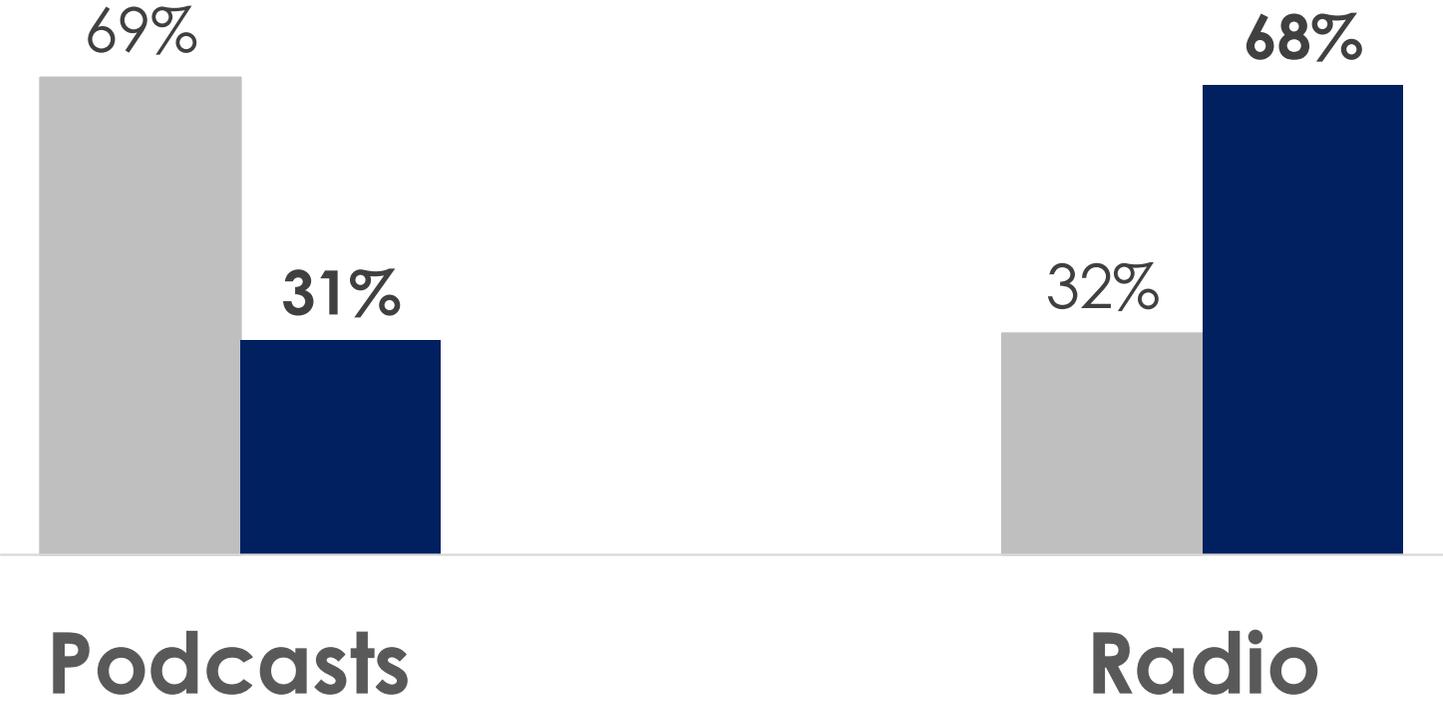


# Americans are making more time for podcasts mostly by reducing time with streaming video/music and social media

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



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



■ = In-home

■ = Out-of-home