

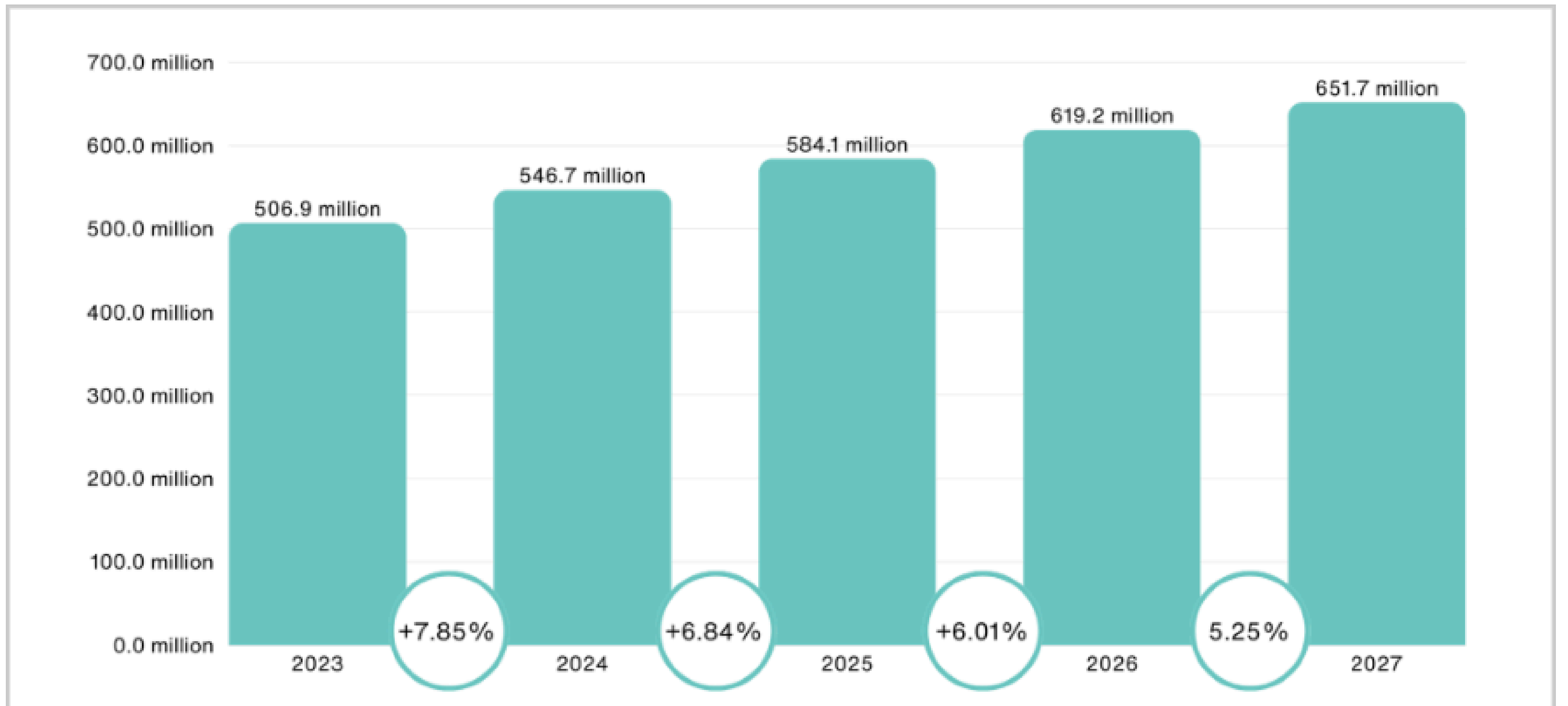


# The Rising Popularity of Podcasts Across Generations

Trends, Platforms, and Marketing  
Implications (2025)

Edition Research, Sounds Profitable, Demand Sage



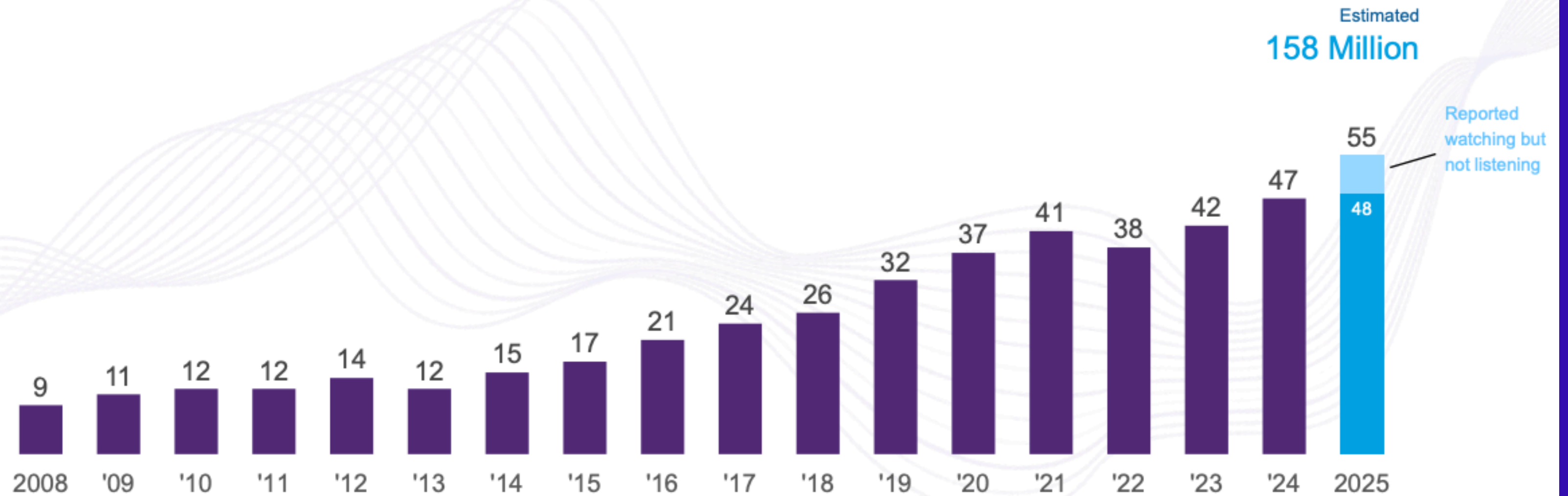


Number of Podcast Listeners Over The Years

# Monthly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH



Estimated  
**158 Million**

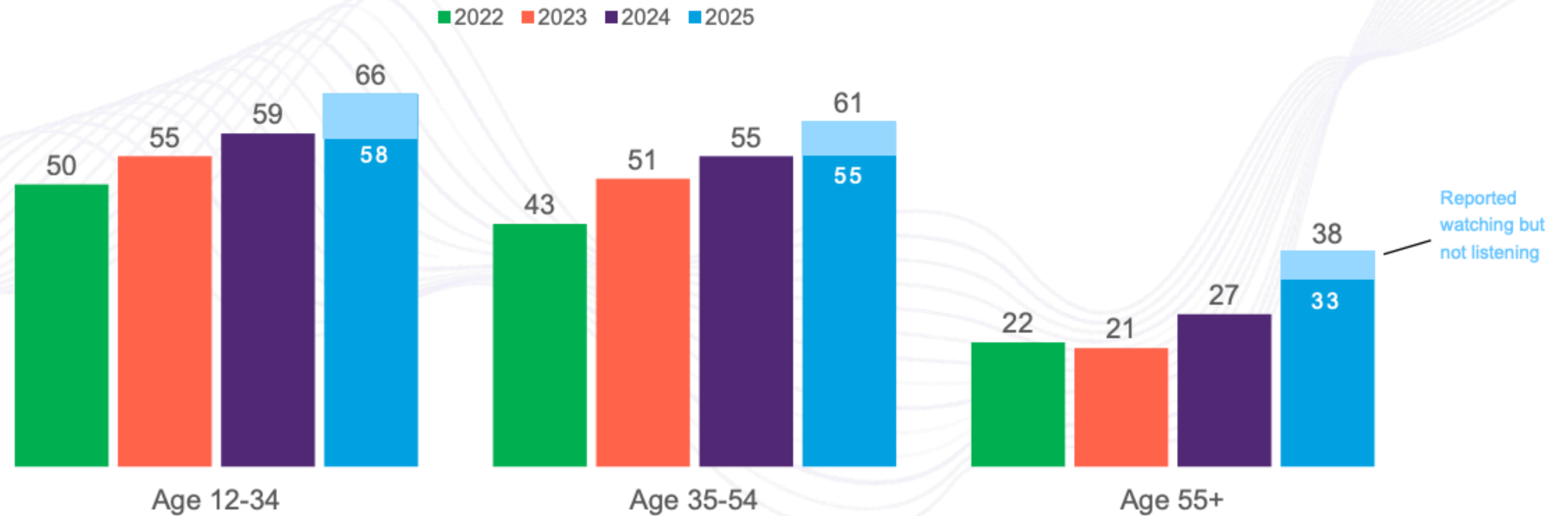
Reported  
watching but  
not listening

2025: Listened to and/or watched podcasts

# Monthly Podcast Consumption

TOTAL U.S. POPULATION 12+

% LISTENED TO OR WATCHED A PODCAST IN THE LAST MONTH



2025: Listened to and/or watched podcasts

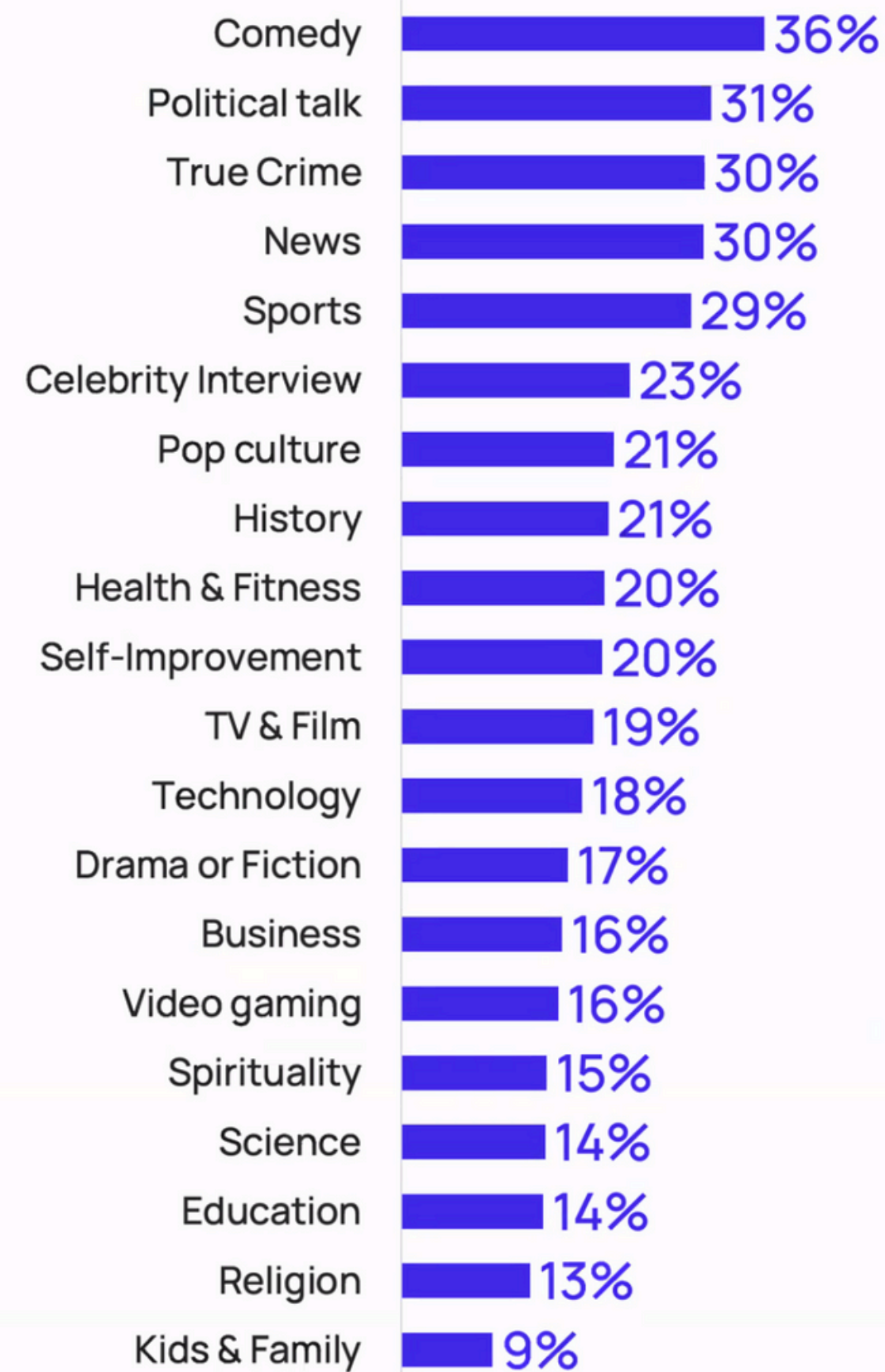




## SOUNDSPROFITABLE

Which of the following podcast genres have you consumed in the last 30 days?

Sponsored by



Base: Have consumed a podcast in the last month

2025

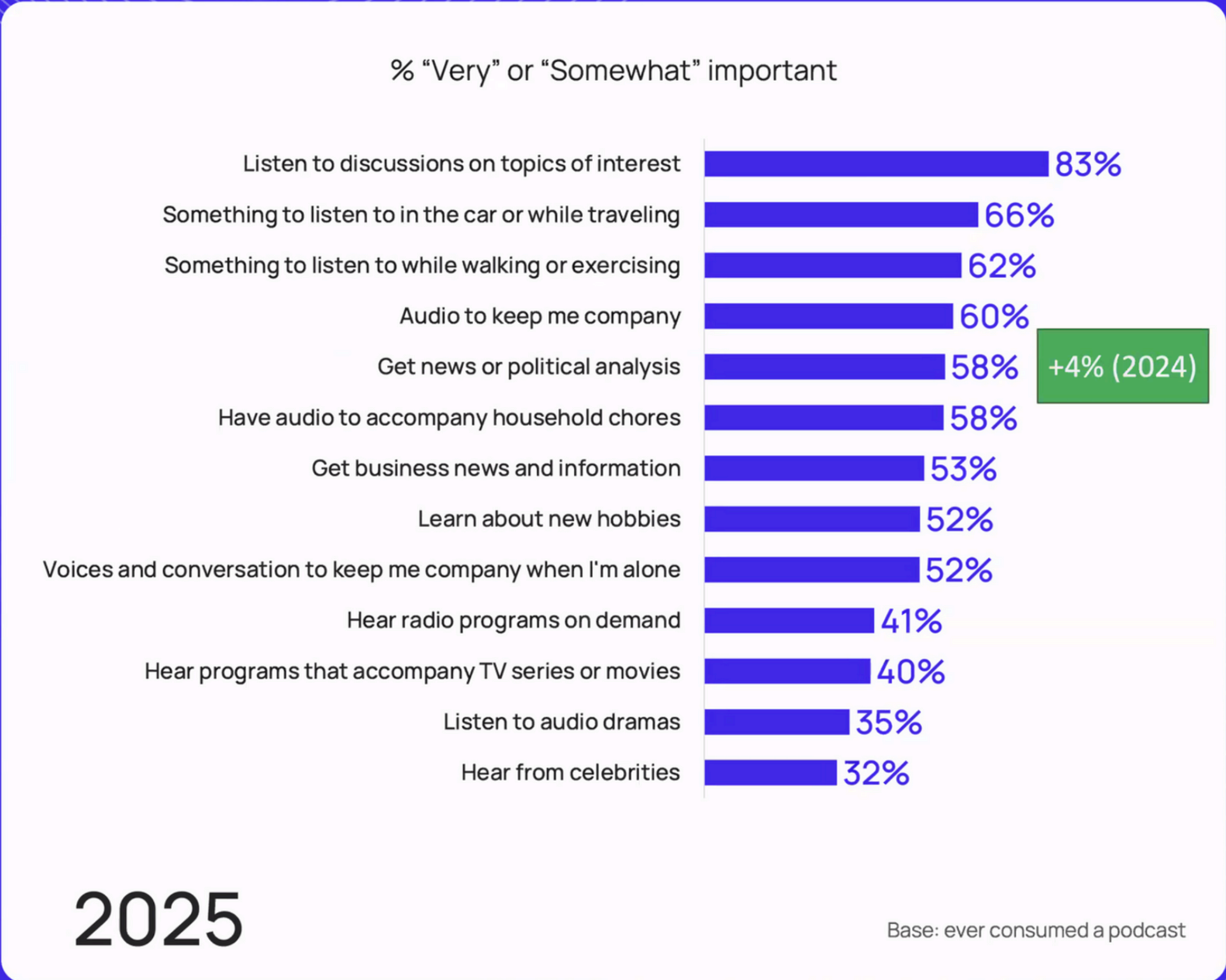


SOUNDSPROFITABLE

Looking at the following benefits associated with podcasts, how important is each benefit to you?

Sponsored by

AMERICAN PUBLIC MEDIA®





## Service used most often to listen to podcasts

% OF U.S. WEEKLY PODCAST LISTENERS 13+ USE EACH SERVICE MOST OFTEN FOR PODCASTS



YouTube  
**33%**



Spotify  
**26%**



Apple Podcasts  
**14%**

Source: Edison Podcast Metrics Q4 2024





# Where and How People Listen

- In-Car Listening: 48% (18–34), 40% (35–54), 13% (55+)
- CarPlay/Android Auto integration in 40% of vehicles boosts access
- Younger audiences (under 35) consume news via podcasts & creators
- Gen Z links audio (music + podcasts) to mood, joy, and coping = emotional drivers

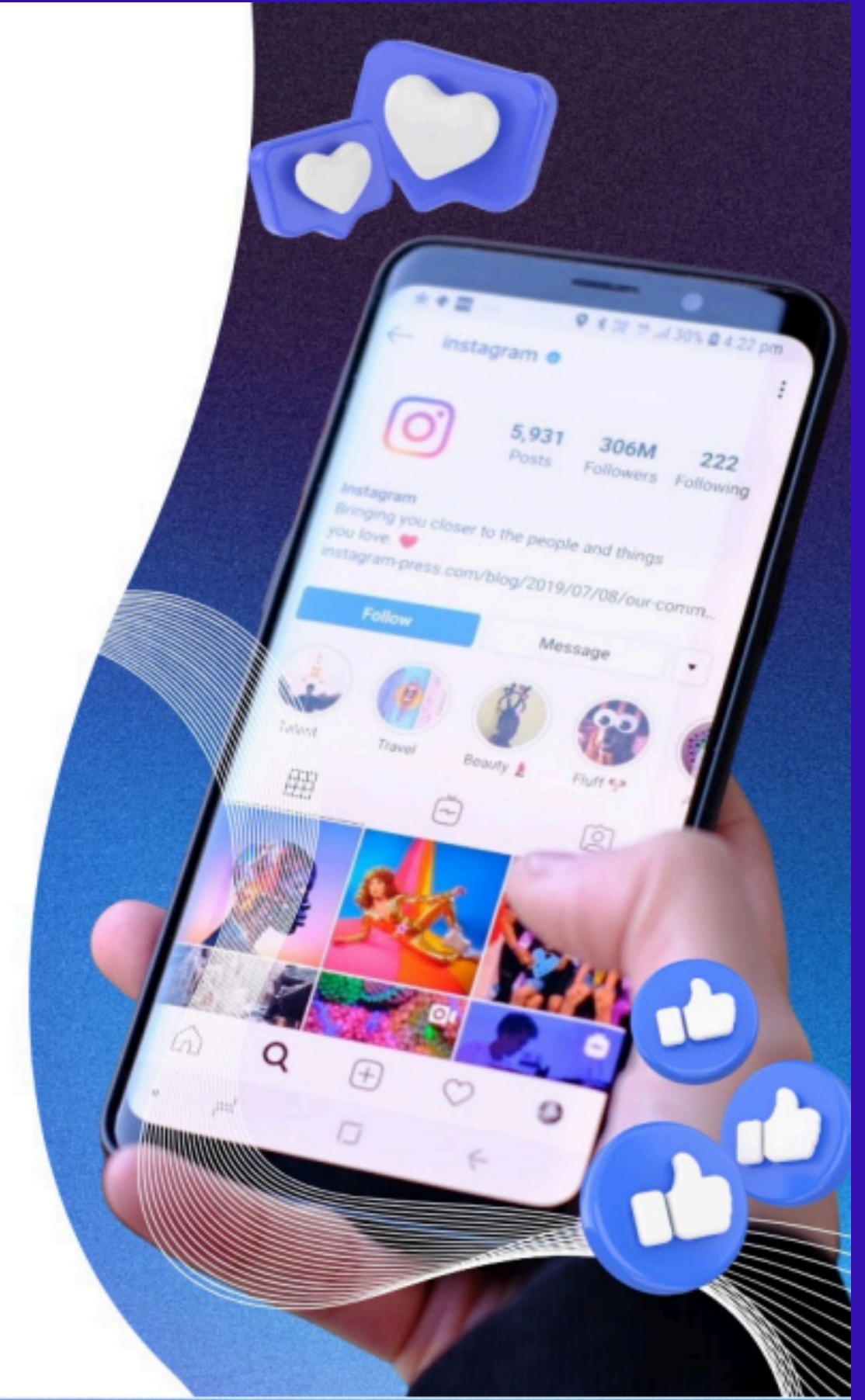
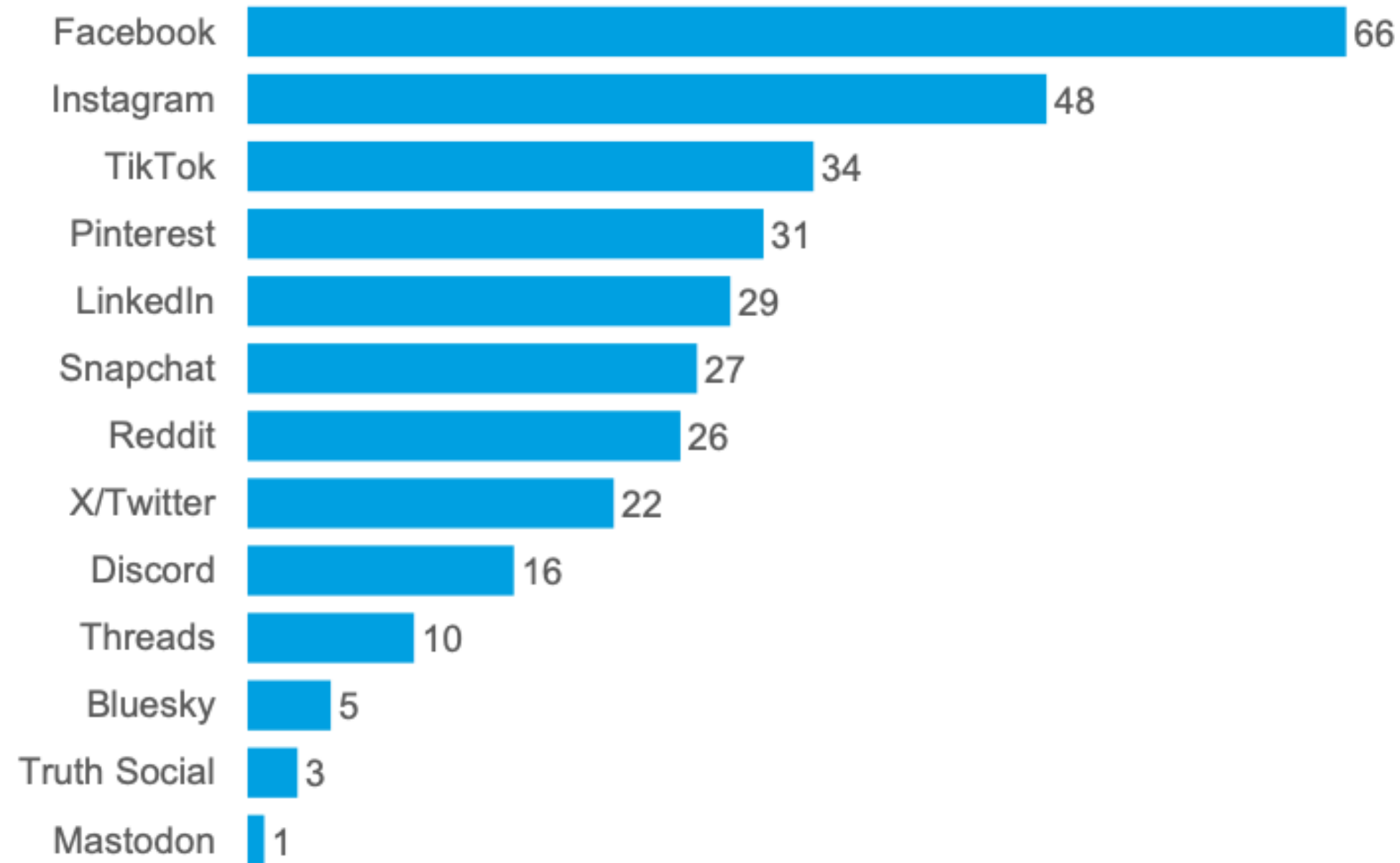




# Social Media Brand Usage

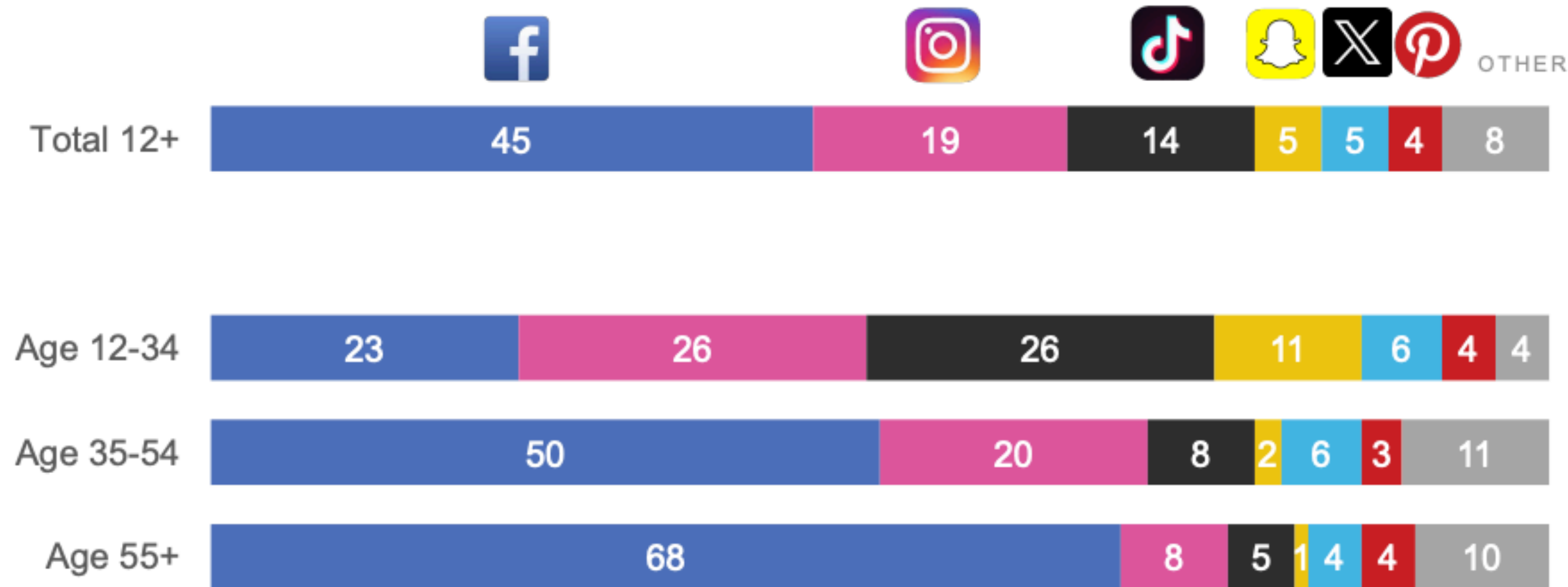
TOTAL U.S. POPULATION 12+

% CURRENTLY USE SOCIAL MEDIA BRAND



# Social Media Brand Used Most Often

BASE: U.S. 12+ SOCIAL MEDIA USERS

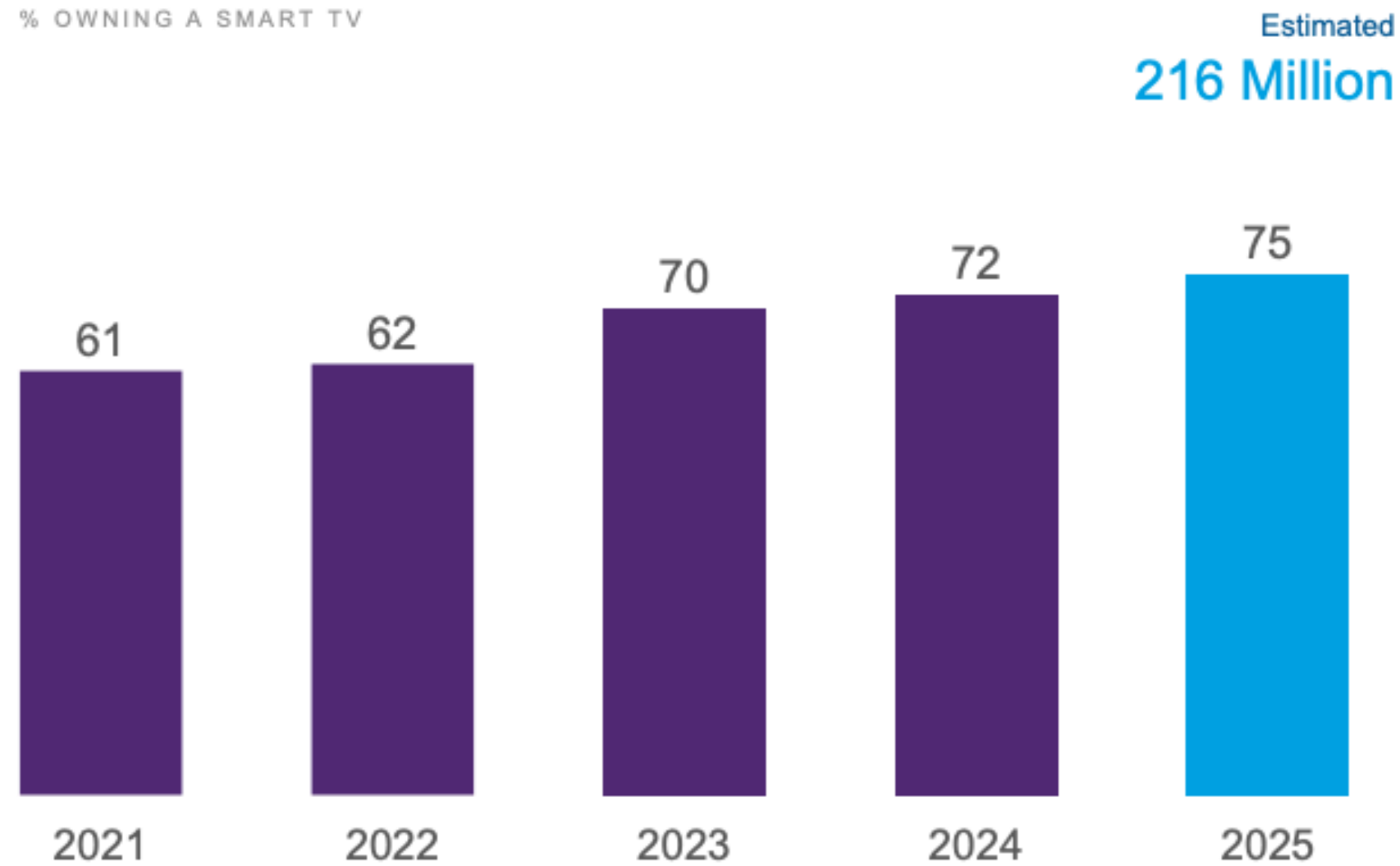




# Smart TV Ownership

TOTAL U.S. POPULATION 12+

% OWNING A SMART TV







# Implications for Marketers

- **Dual-format by default: Video + Audio, prioritize YouTube**
- **Segment by generation:**
  - **12–34: video-heavy, short clips, TikTok/IG for discovery**
  - **35–54: full episodes + highlights, LinkedIn + YouTube**
  - **55+: audio-first, email summaries, easy links**
- **Design for commute listening (drive-time playlists)**
- **Listeners Consider Podcast Hosts To Be 64% More Trustworthy Than Other Influencers**





**Thank you**