

SOUNDS PROFITABLE

THE BUSINESS OF PODCASTING

U.S. 2024

The Podcast Landscape

WONDERY

betterhelp

npr

ESPN Podcasts

libsyn
Liberated Syndication

AMERICAN PUBLIC MEDIA

Paramount

sxm
MEDIA

SignalHill
Insights

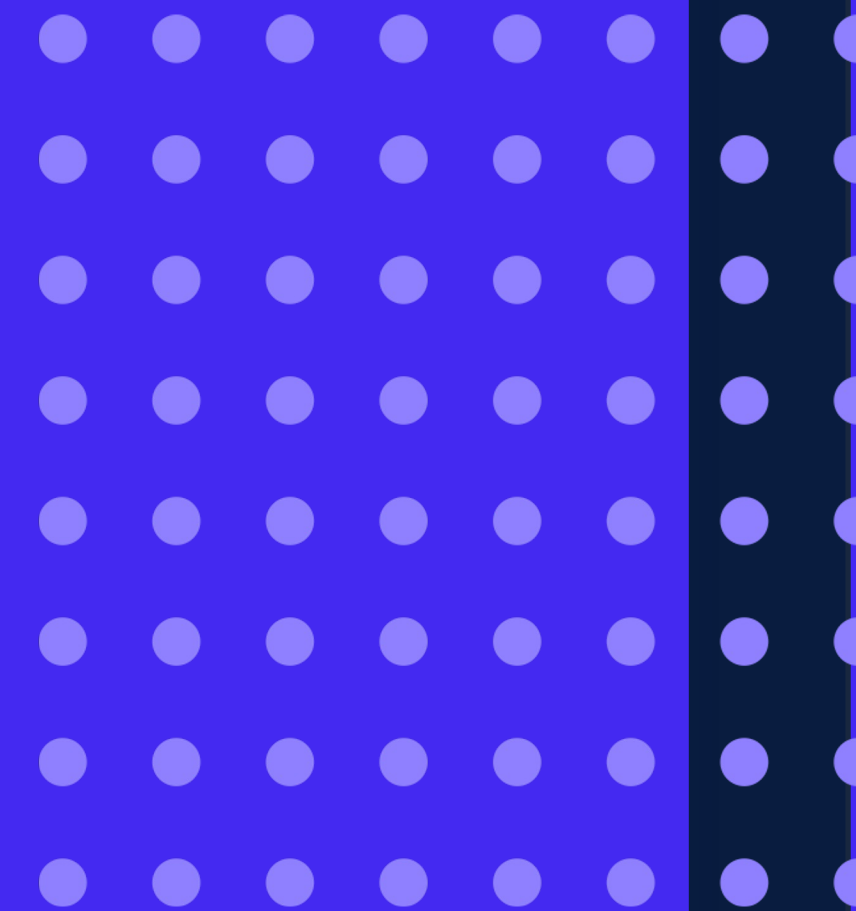


February 2025

SOUNDS
THE BUSINESS
OF
PODCASTING
PROFITABLE



The **News** Podcast Consumer



Sponsored by



Methodology



In June 2024, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5071** Americans ages 18+ - the largest public study of podcasting in America. Of those, 793 had consumed a **News** podcast in the last month.



The sample was weighted to the most recent census data to be representative of the US population, using a single source, conducted identically to the 2023 study



Respondents were asked a variety of questions about podcasting, including whether they listen, how often, and why they do or do not listen to podcasts

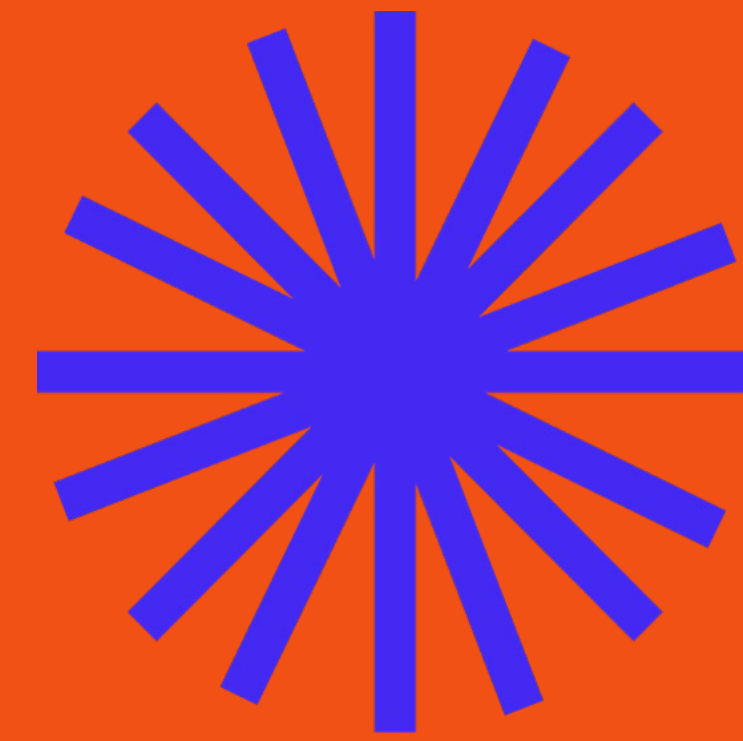


Topics also included churn, what leads to decreases in listening over time, and general perceptions of the medium and its creators

31% of the podcast audience consumed a news podcast in the last month

The News Podcast Consumer

Audience Profile

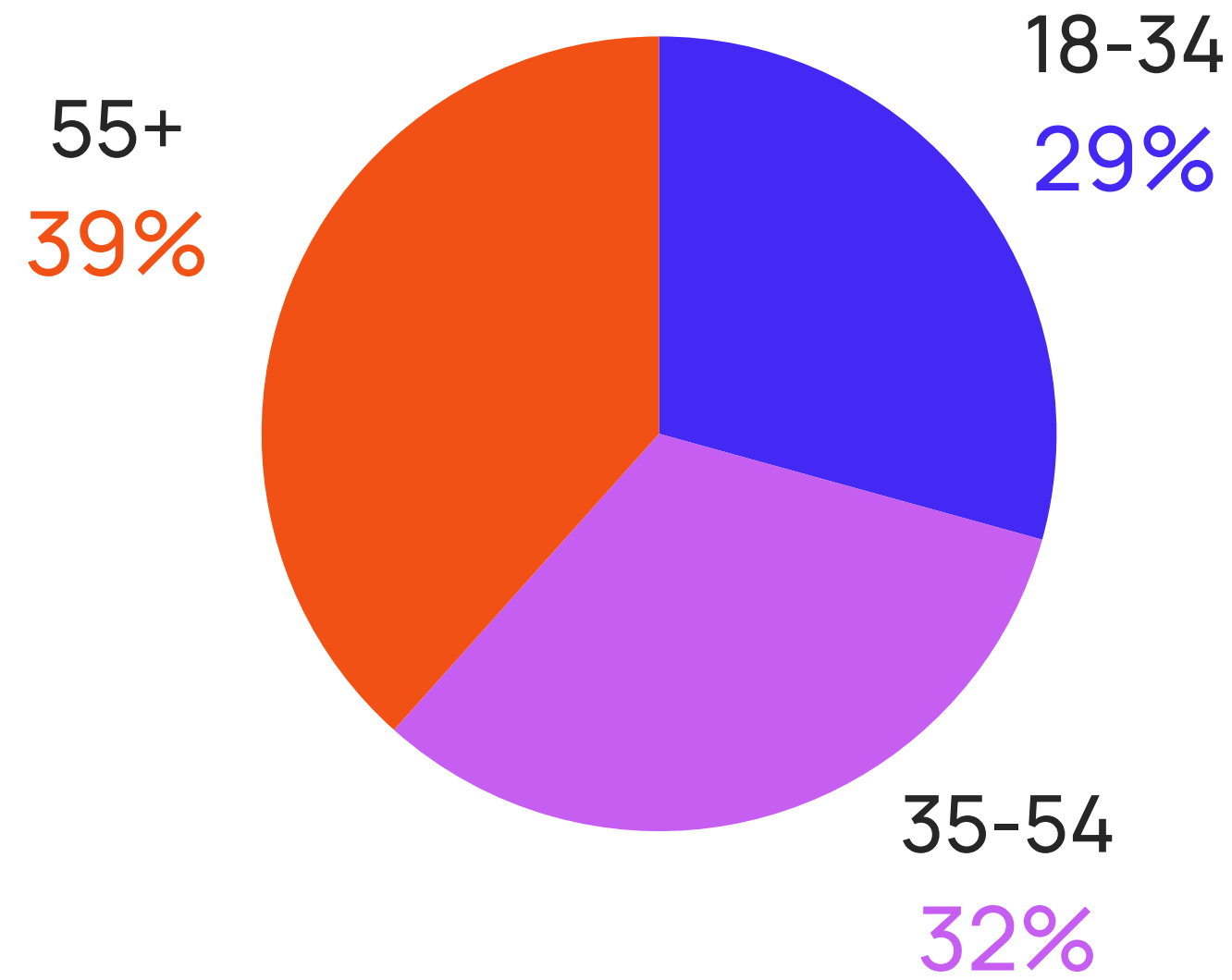


Age Profile:
News podcast
listeners are similar
to US average

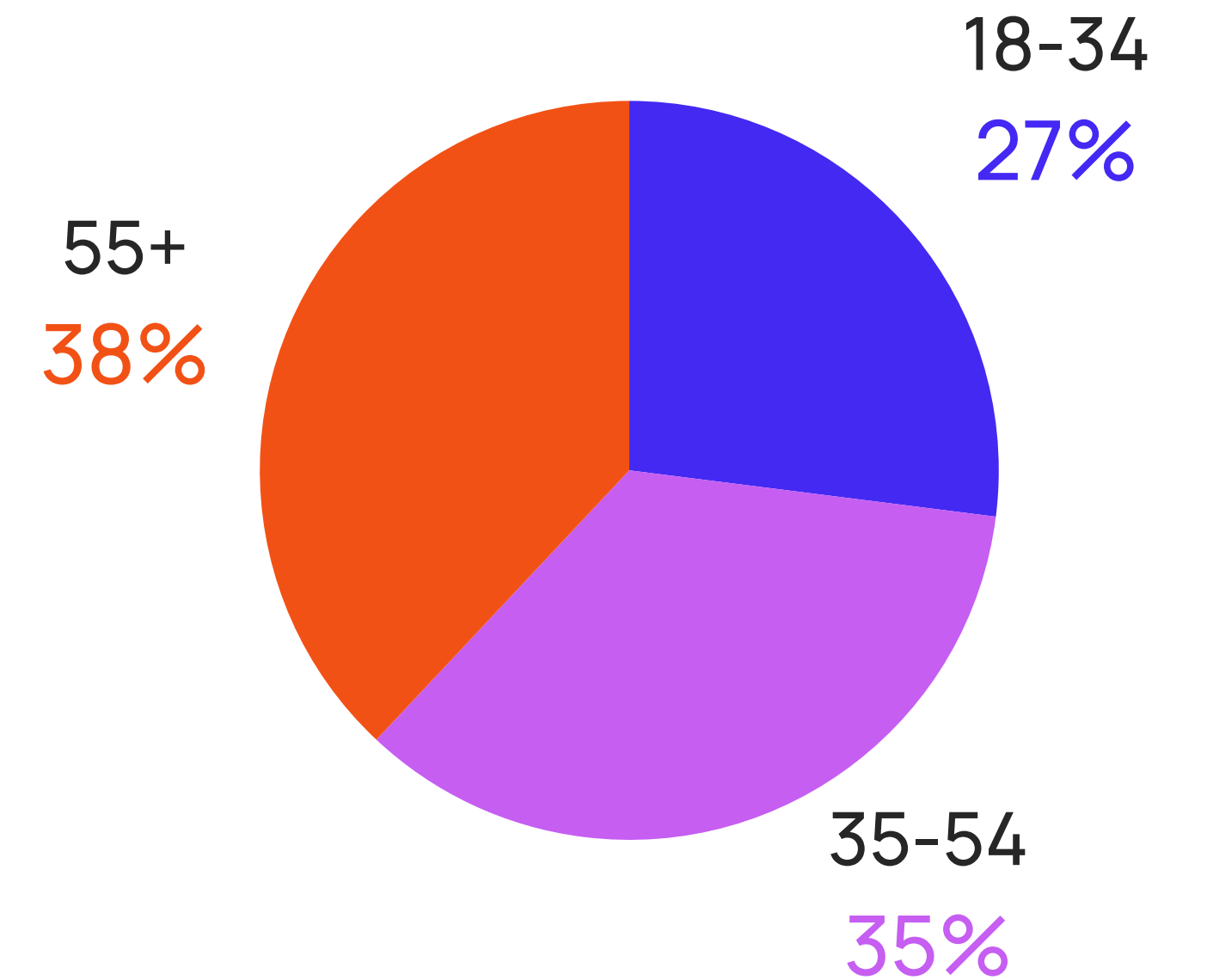
Sponsored by



US Population



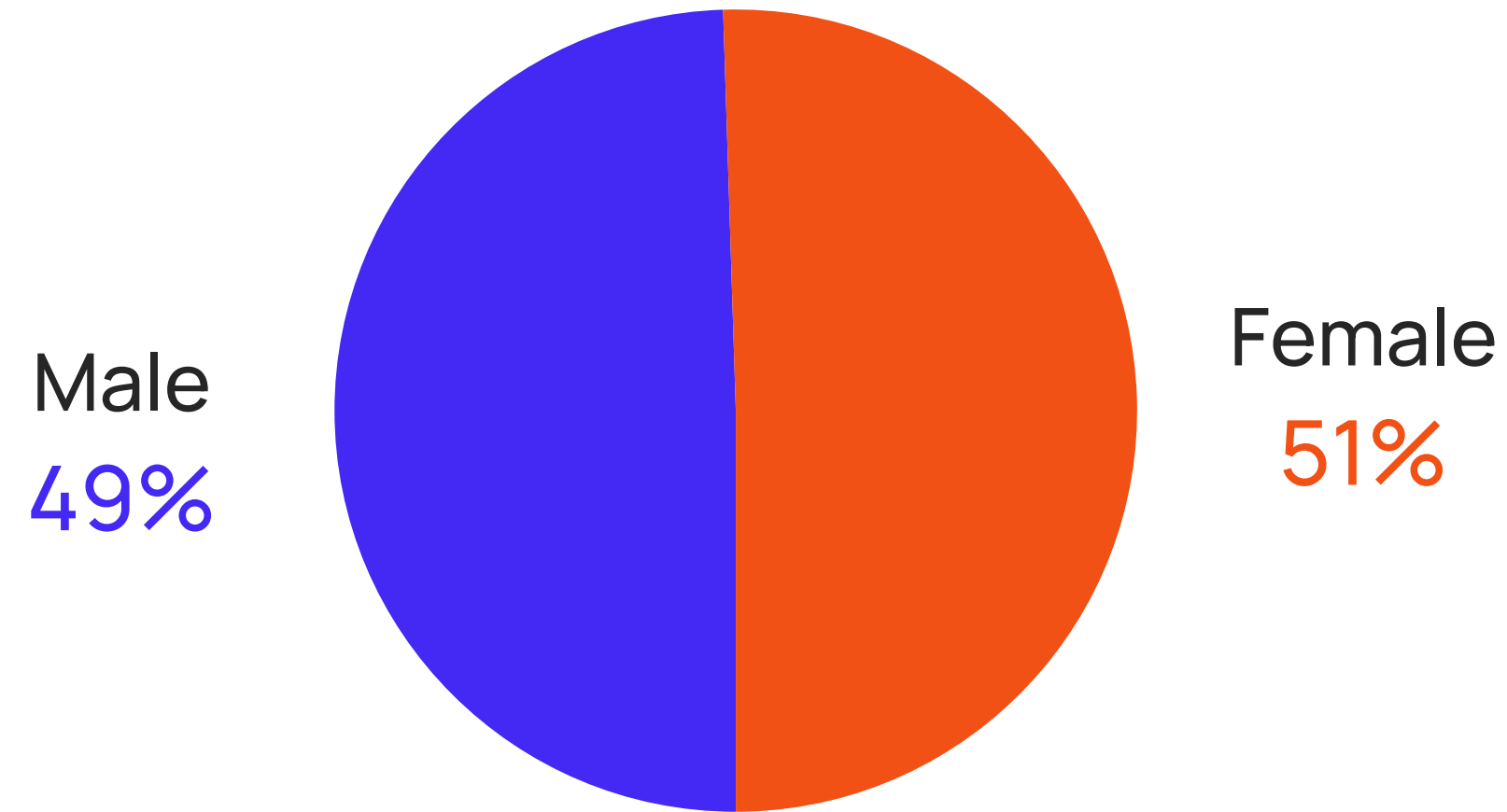
News Podcast Consumers



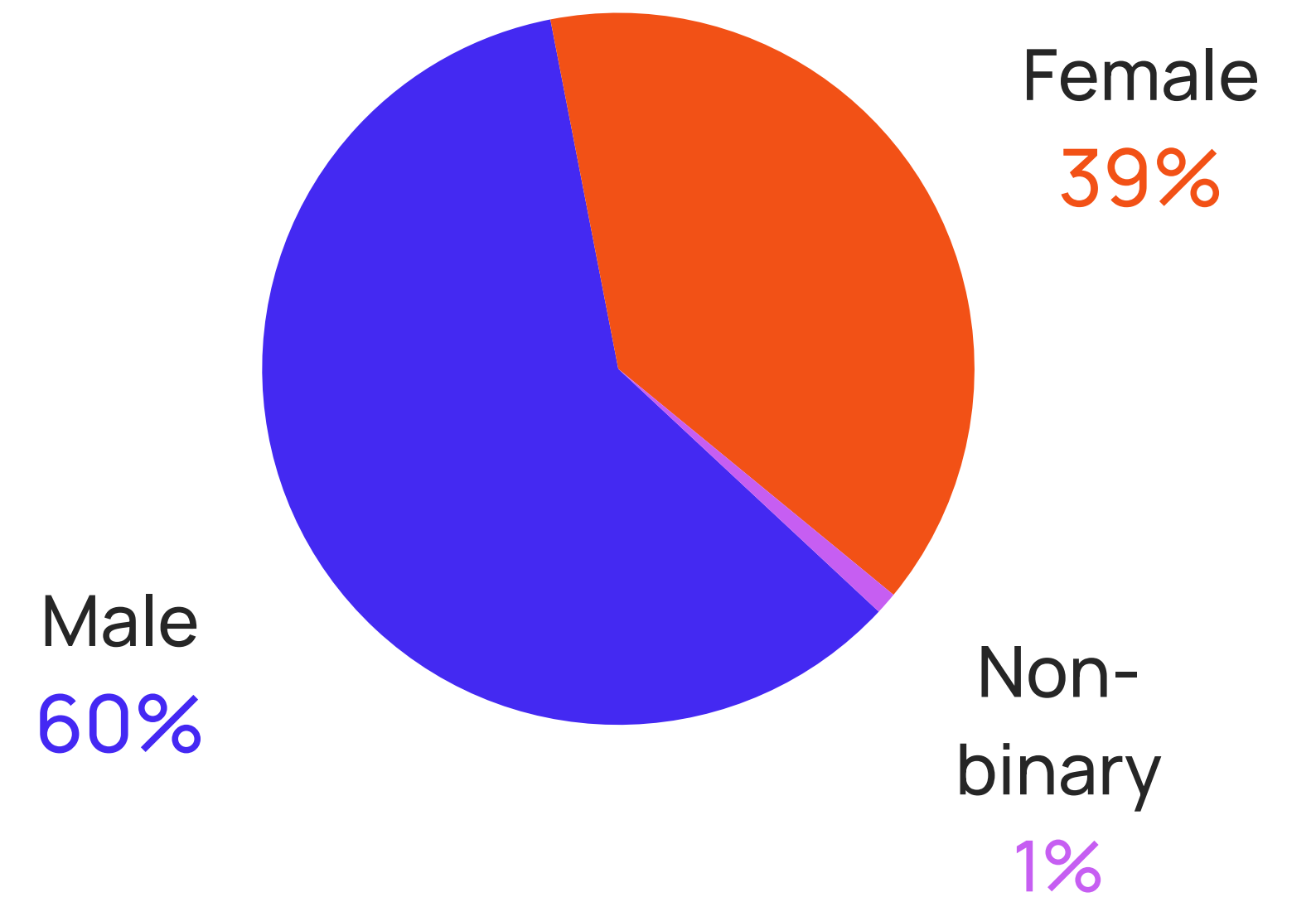
Base: Past Month Podcast Listeners

Gender Profile: More likely to be male

US Population



News Podcast Consumers



Base: Past Month Podcast Listeners

Sponsored by



Race/Ethnicity Profile:

News attracts a multi-cultural audience

News Podcast Consumers

Race/Ethnicity	Total Population	Monthly News Consumers
White	76%	74%
Black/African American	14%	16%
Hispanic/Latino	17%	22%
Asian American	5%	5%

Sponsored by



Base: Past Month Podcast Listeners

Educational Attainment:
More likely to have at least some college education

News Podcast Consumers

Education Level	Total Population	Monthly News Consumers
High School or below	39%	28%
At least some college	61%	72%↑
Some college/two-year Degree	26%	29%
Four-year degree or higher	35%	43%↑
Post Graduate Degree	12%	16%↑

Sponsored by



Base: Past Month Podcast Listeners

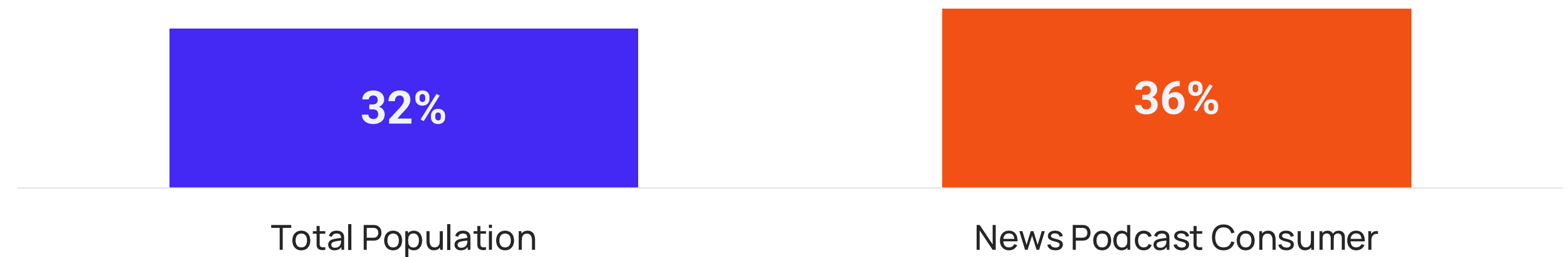
SOUNDSPROFITABLE

Household Income:
Higher income

Total Population
\$69,250 per year

News Podcast Consumers
\$73,000 per year

HHI Greater than 75K



Base: Past Month Podcast Listeners

Sponsored by



News Podcast Consumers are Decision Makers

Sponsored by



	News Podcast Consumers	Index (Average =100)	Non-News Podcast Consumers	Index (Average=100)
Top Management	7%	124	5%	93
Involved in Business Purchases of \$10K+	2%	121	1%	94
Employed full-time	62%	105	58%	98

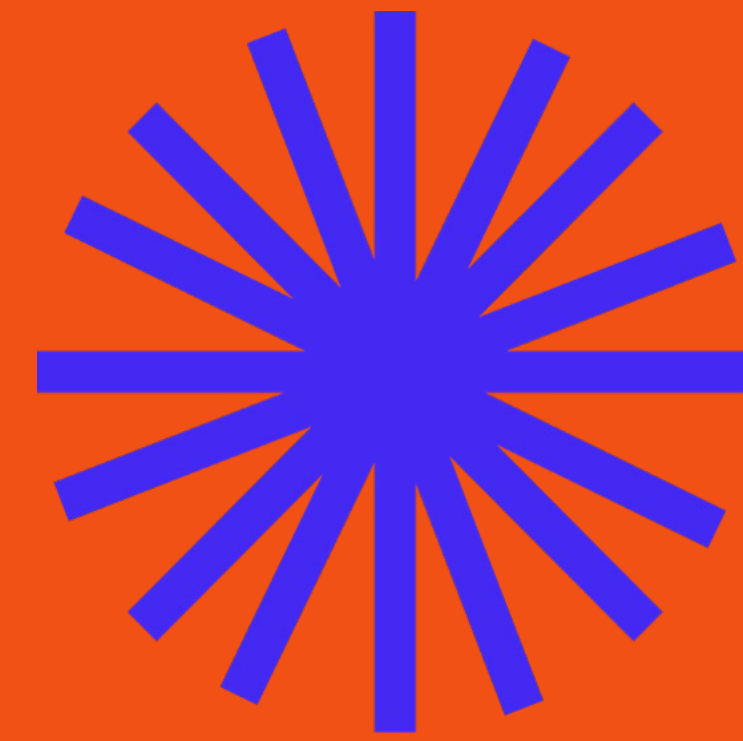


News podcast listeners are...

- ✓ Affluent and well-educated
- ✓ More likely to be male
- ✓ Similar to the US average in age distribution
- ✓ Diverse
- ✓ Business Decision Makers

The News Podcast Consumer

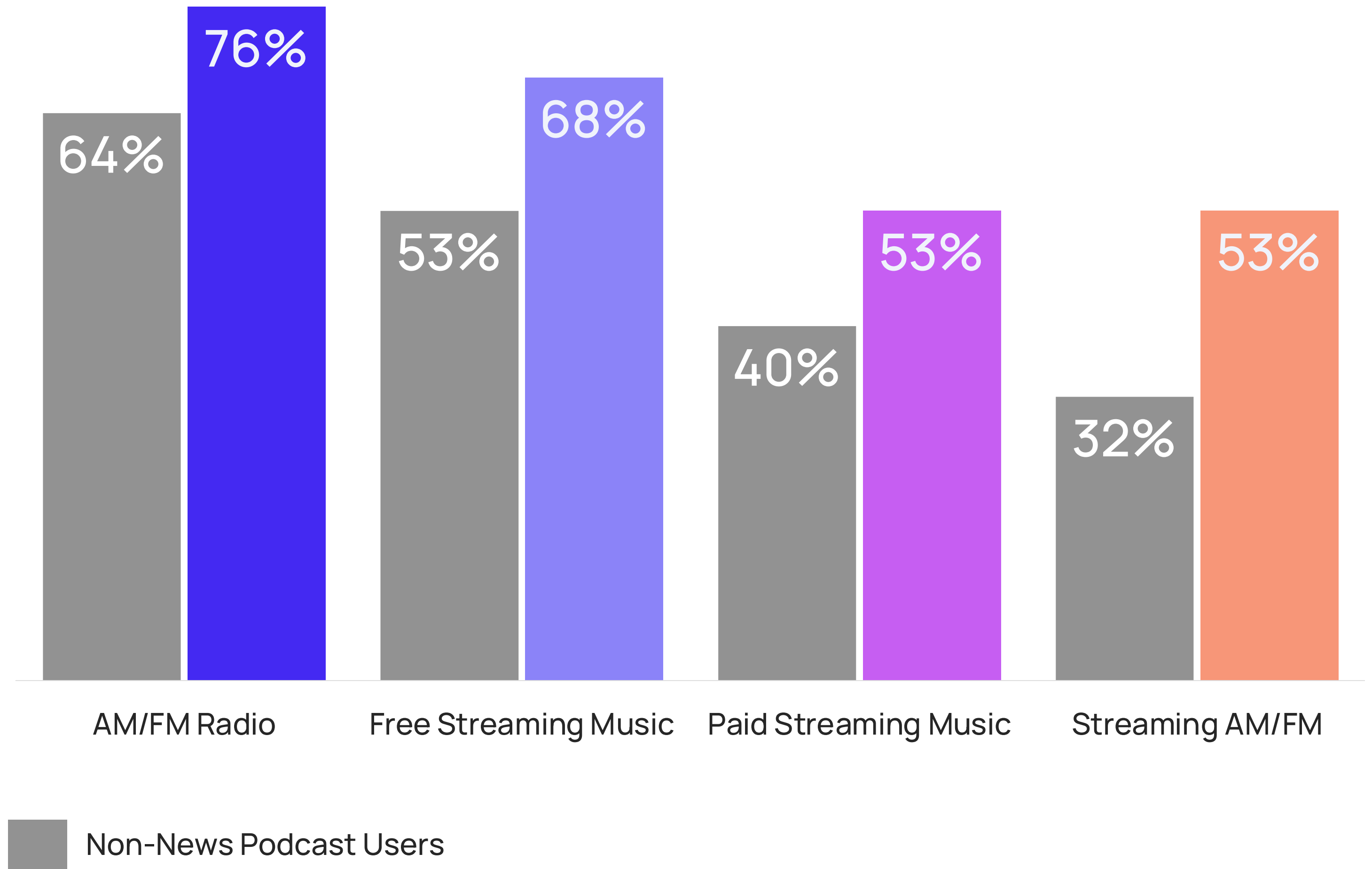
Other Media Consumption



Top Four Other
Audio Platforms
(monthly usage):

News Consumers

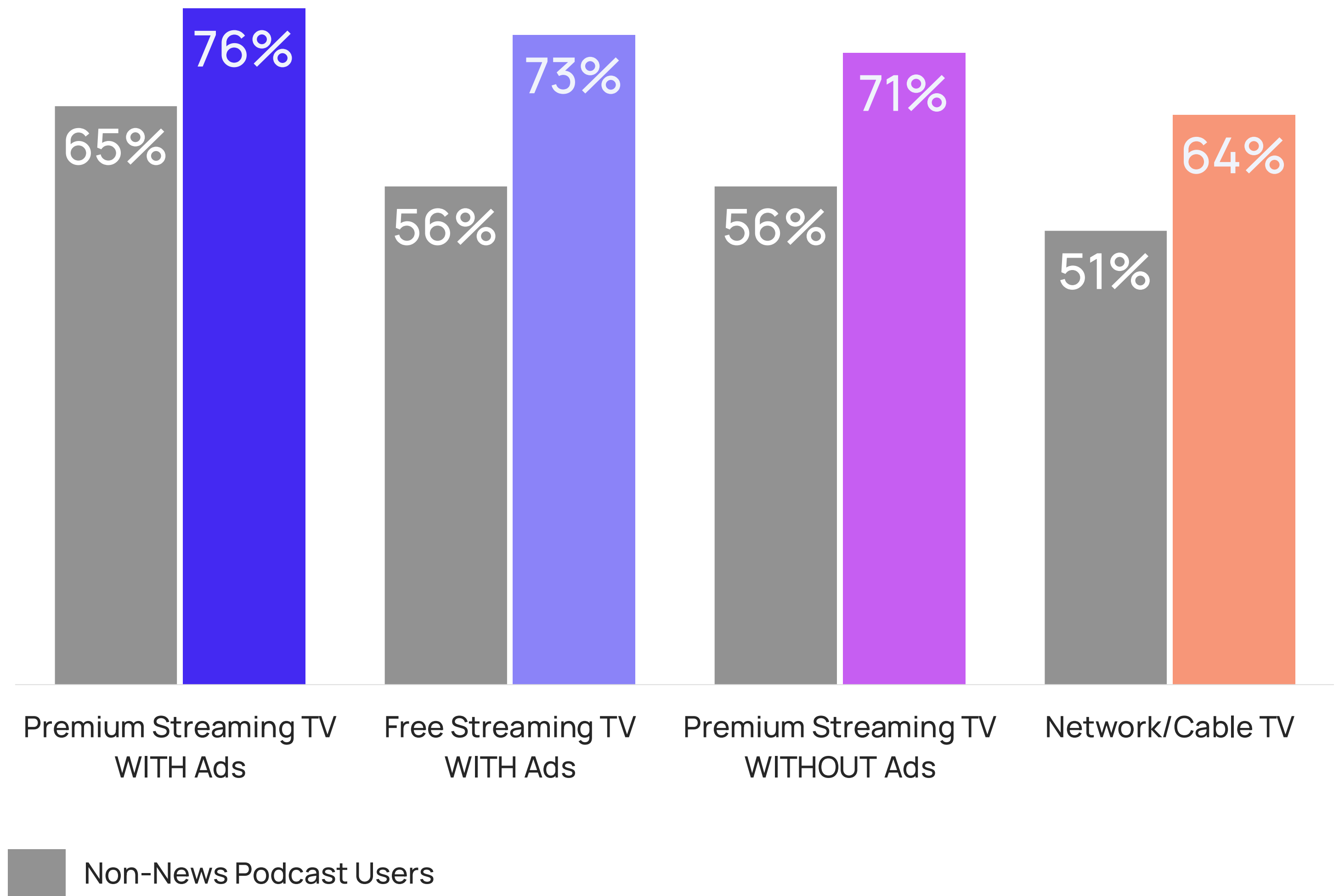
Sponsored by



Top Four TV
Platforms
(monthly usage):

News Consumers

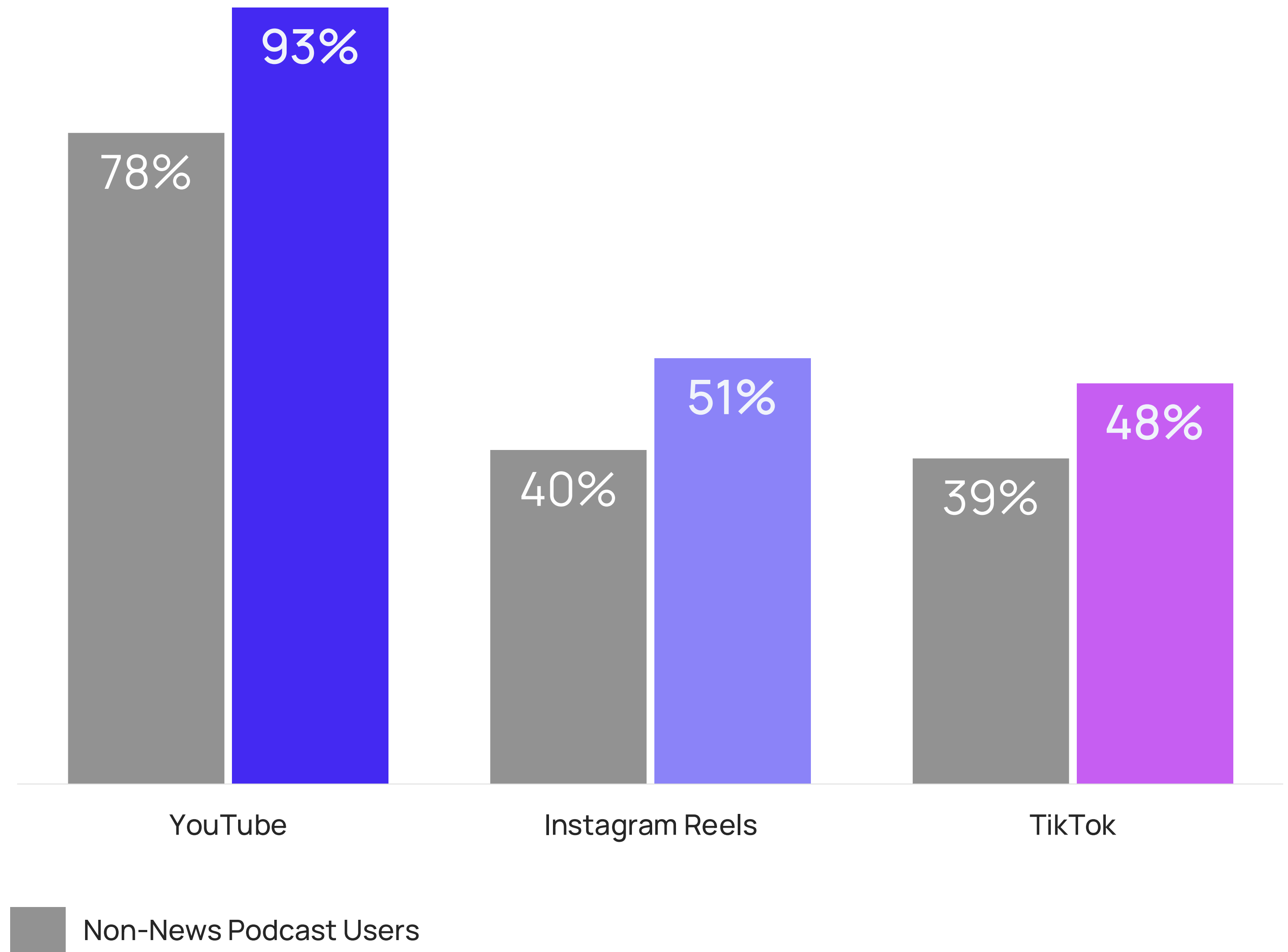
Sponsored by



Online Video
Platforms (monthly
usage):

News Consumers

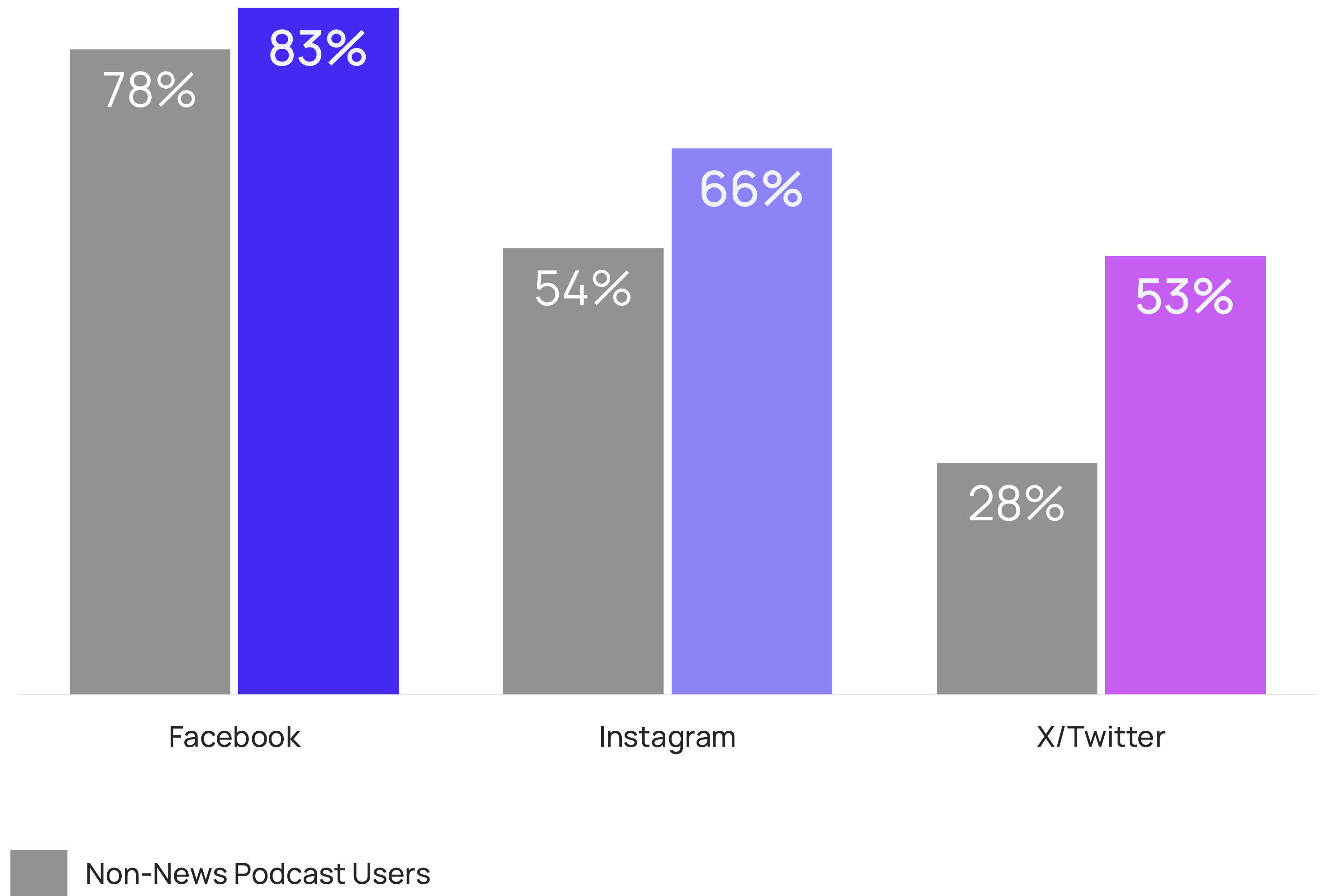
Sponsored by



Top Social Media Platforms (monthly usage):

News Consumers

Sponsored by



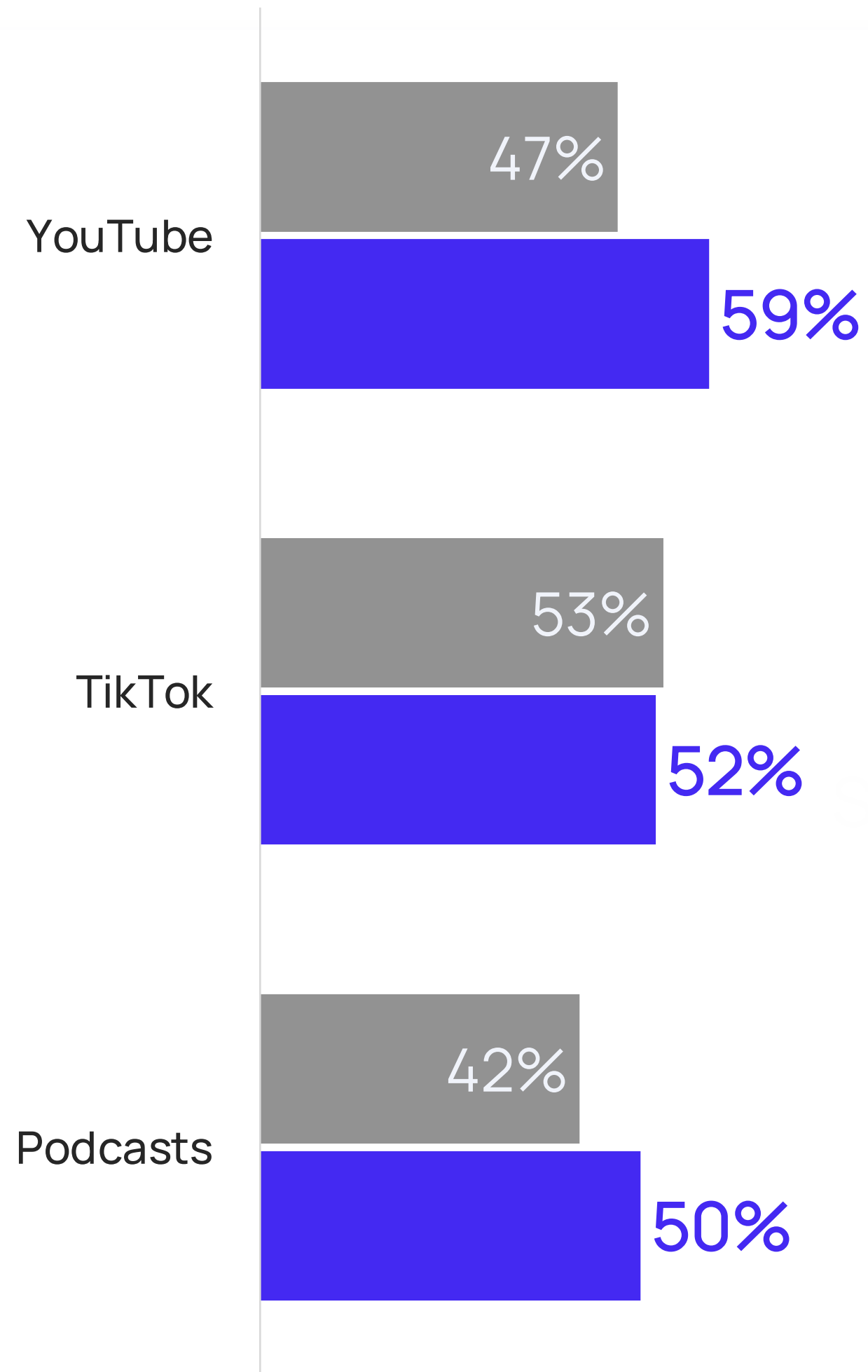
Usage Trends – Last 12 Months

News Consumers

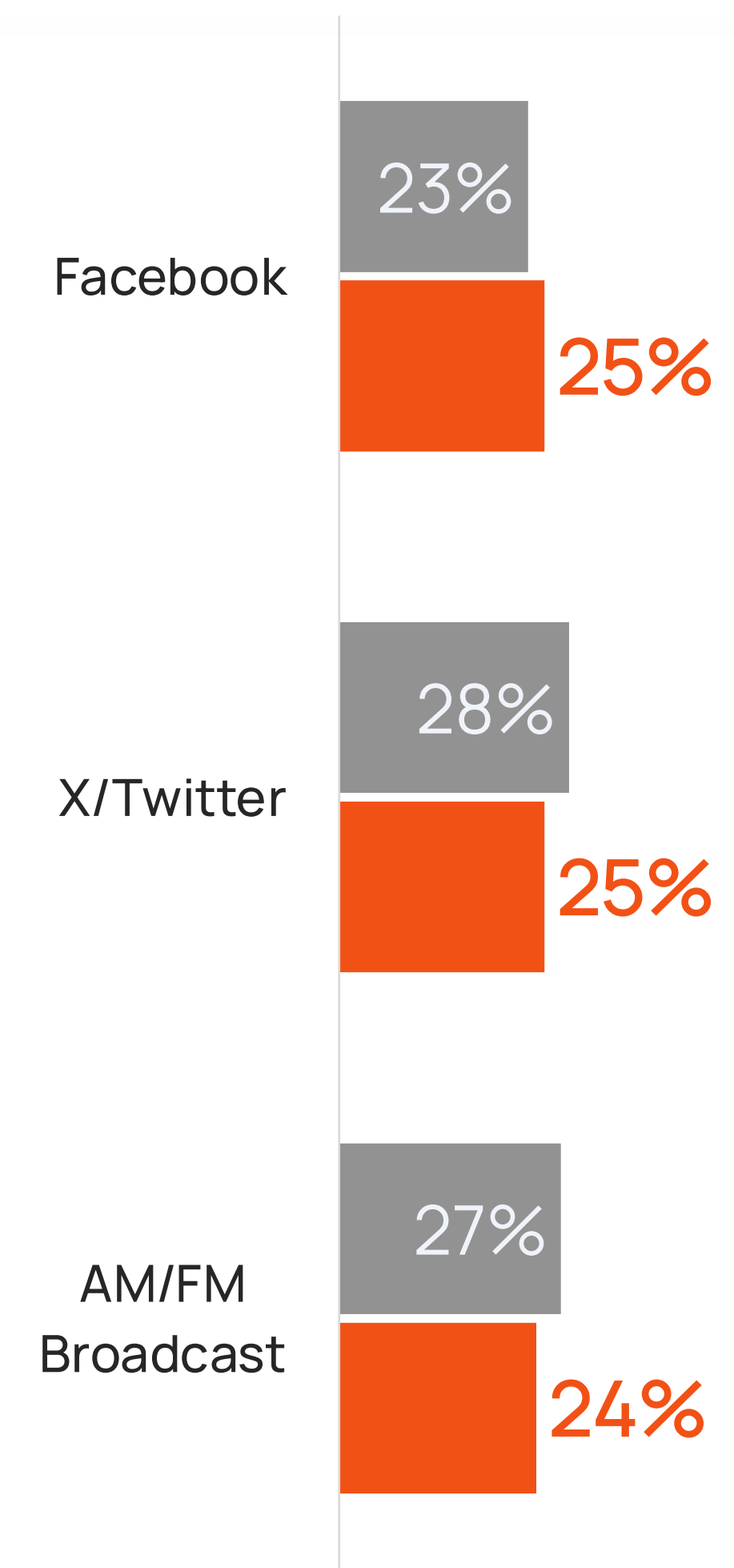
Sponsored by



Spending MORE Time With



Spending LESS Time With



■ Non-News Podcast Users

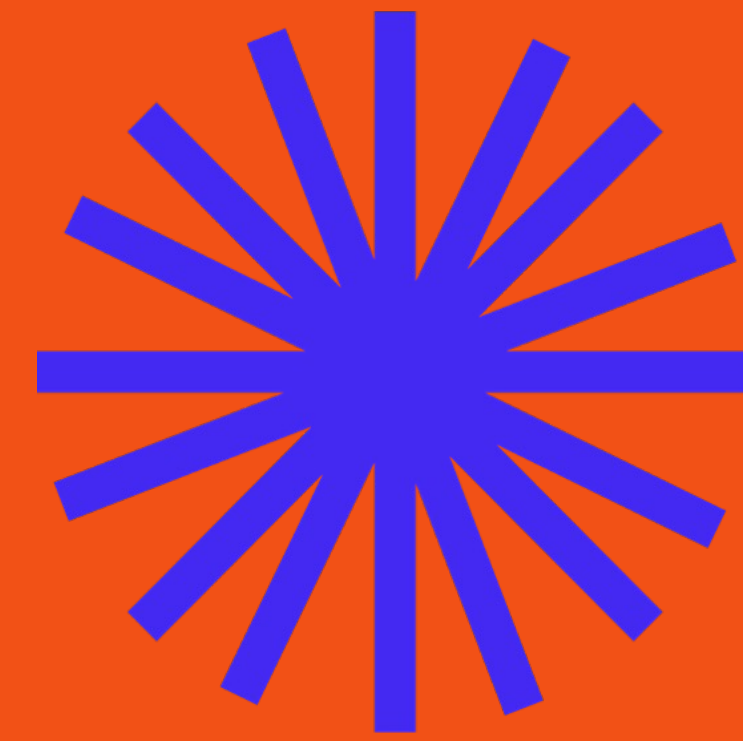


News podcast listeners...

- ✓ Media consumption is dominated by video streaming services and YouTube
 - ✓ 93% use YouTube and 59% are spending more time with it, both higher than non-news podcast users.
- ✓ AM/FM radio is a regular part of their media use (76% use monthly) but use is declining – 24% say they are spending less time

The News Podcast Consumer

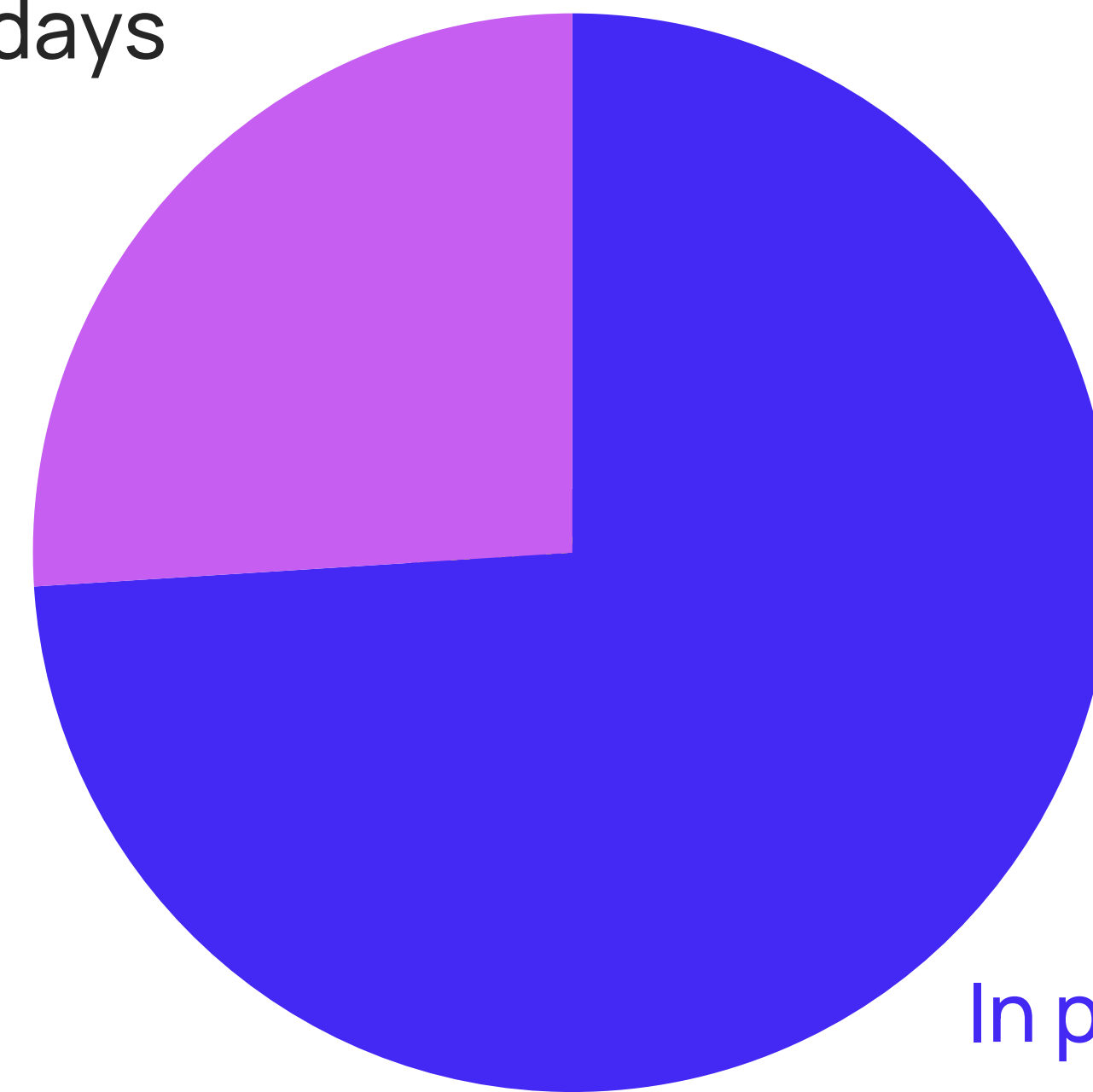
Podcast Consumption



When was the last time, if ever, you consumed a podcast, either audio or video?

News Podcast Consumers

In past 30 days
26%



In past week
74%

Weekly Consumption – 7 Hours/Week
(Other podcast users - 6 hours/week)

Sponsored by



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

News Consumers

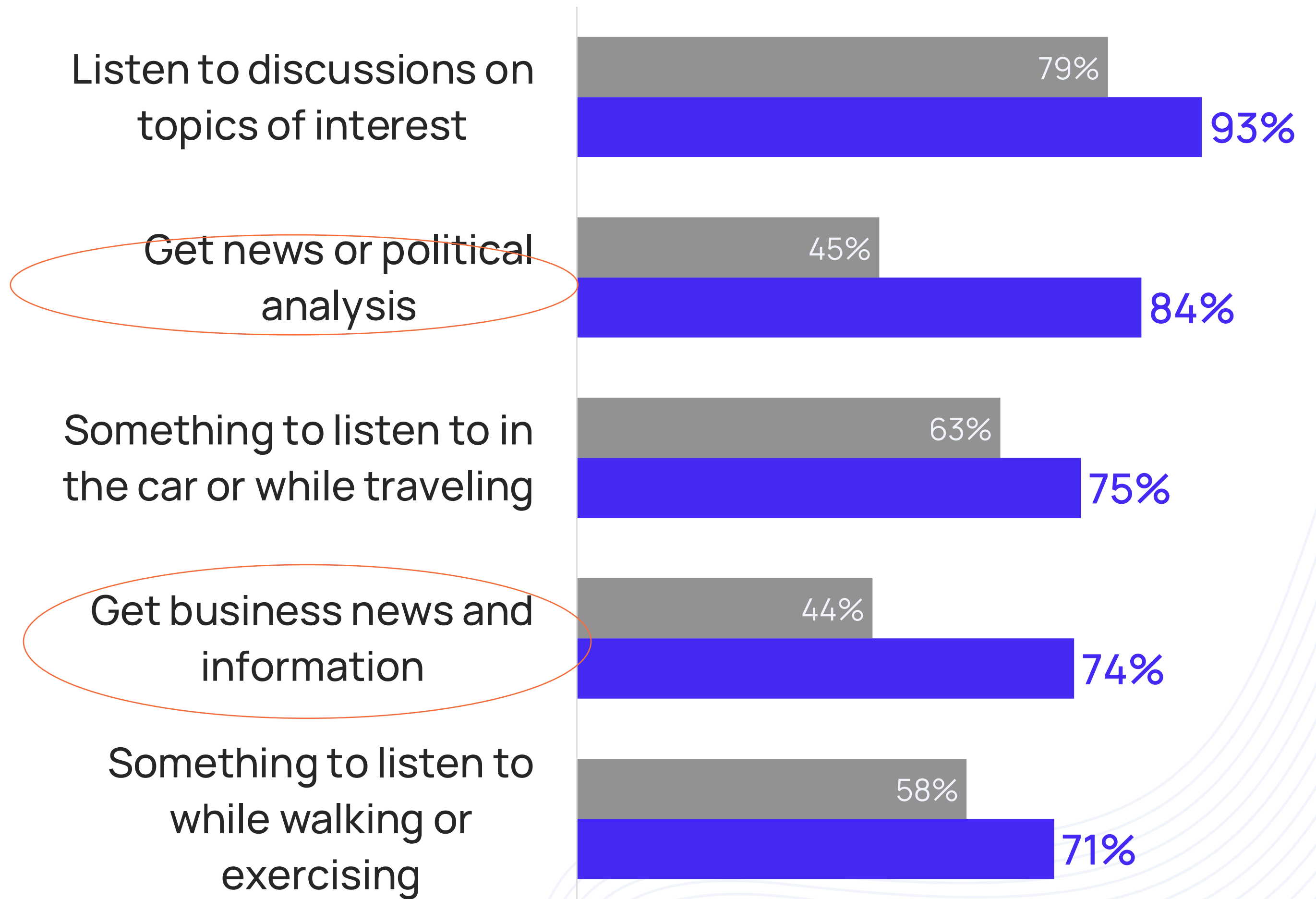
Sponsored by



Top 5 Benefits

Weekly News Podcast Users

Non-News Podcast Users



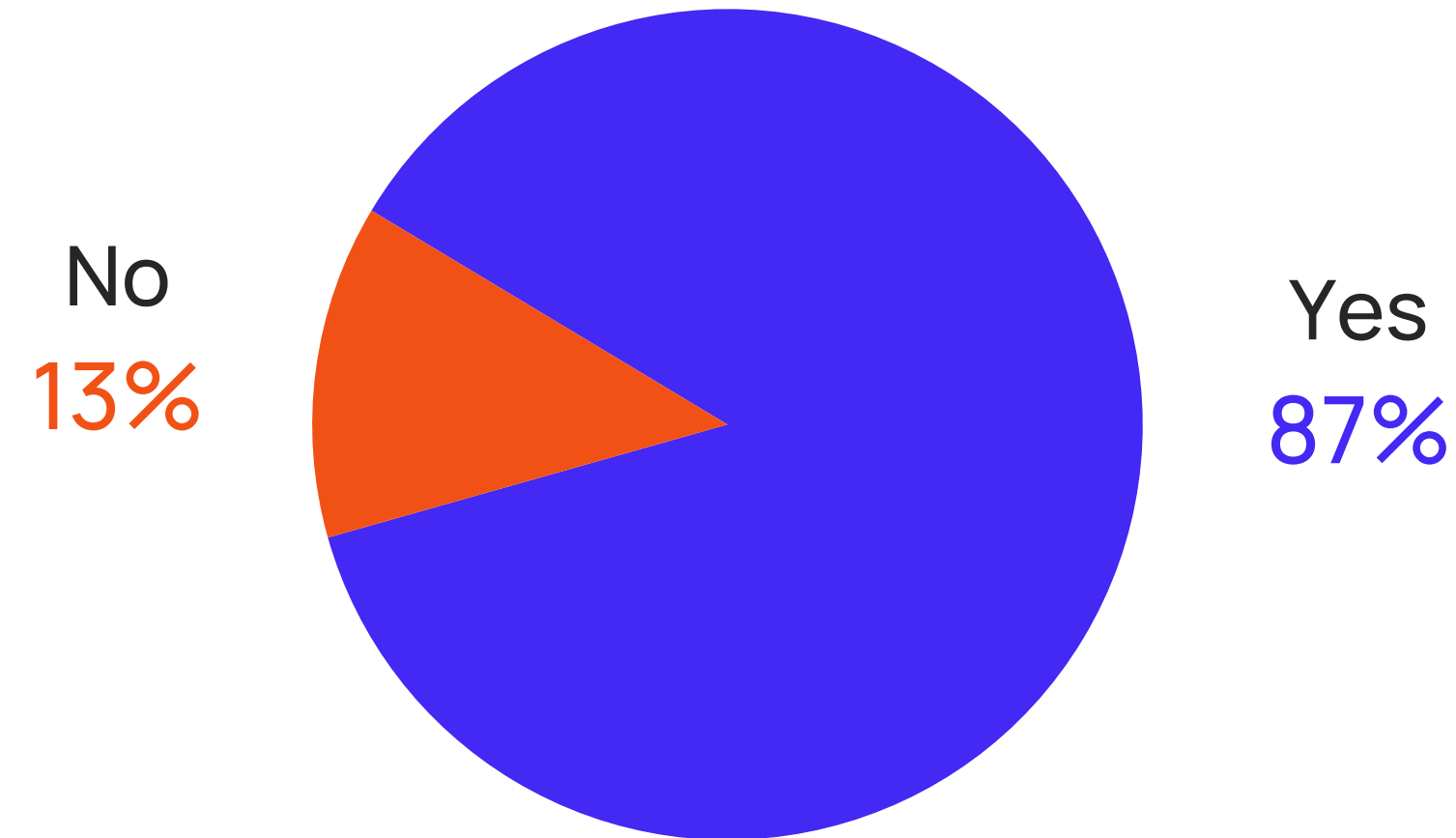
Video Podcast Consumption

News Consumers

Sponsored by

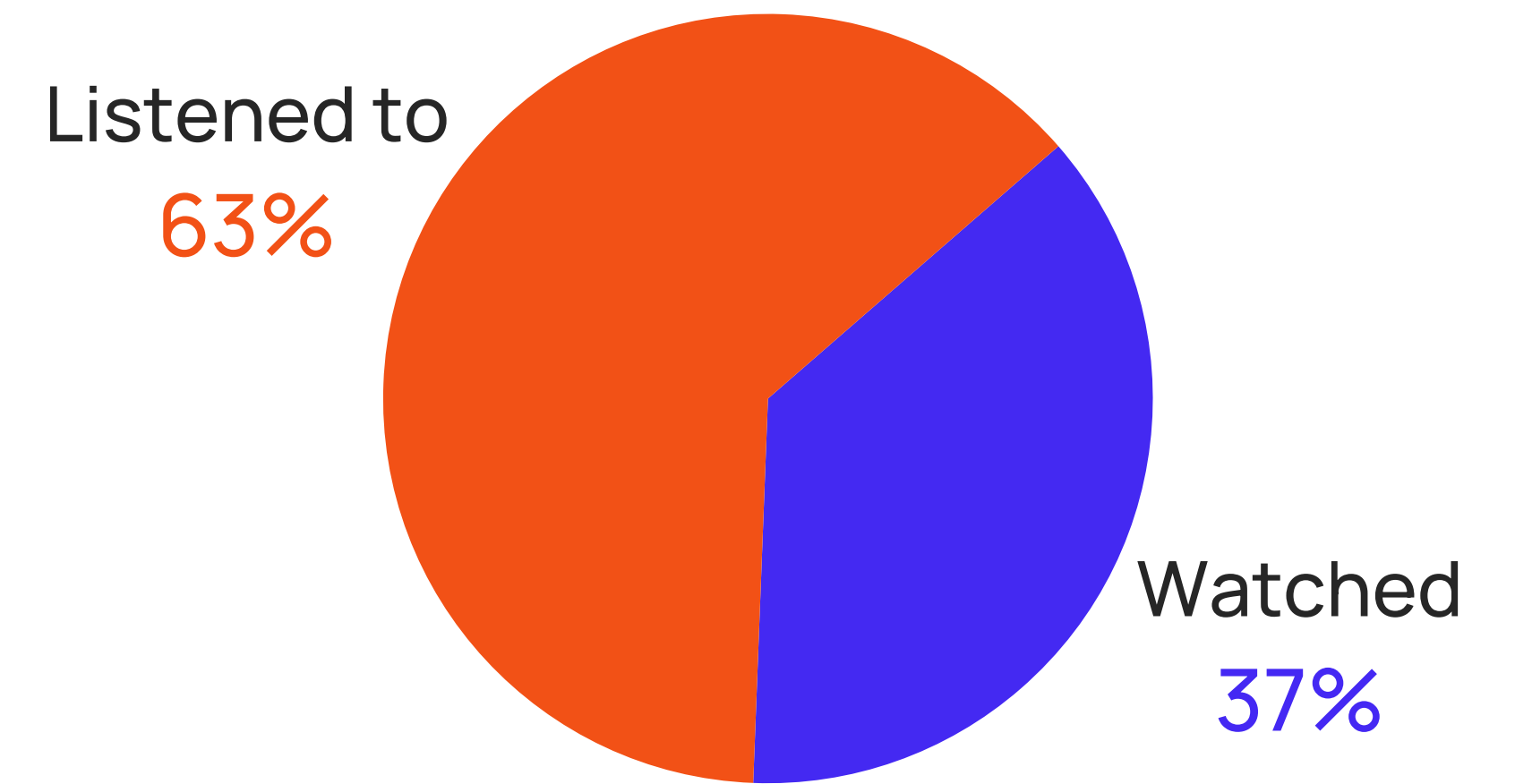


Consume Video Podcasts



(Non-news consumers – 81%)

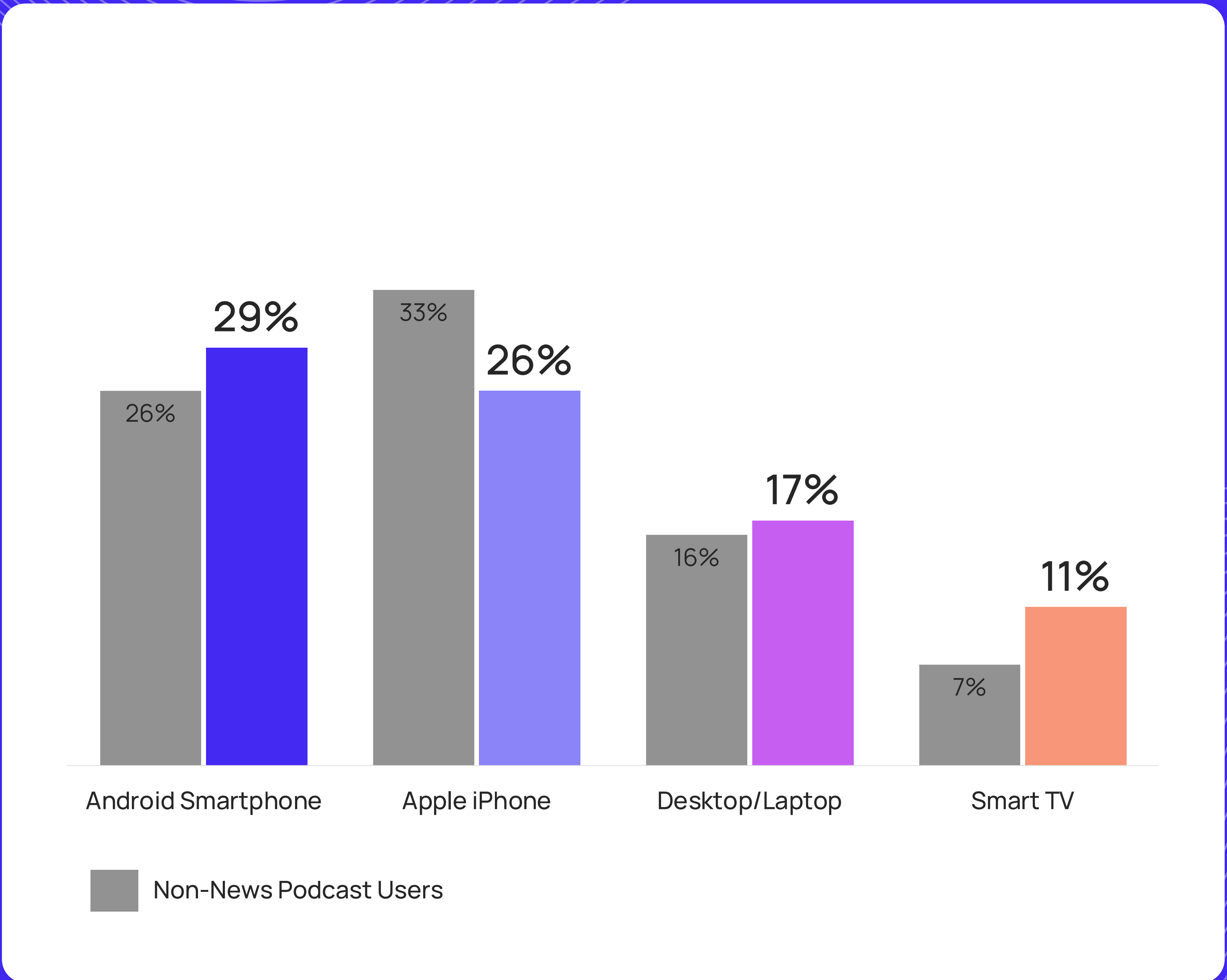
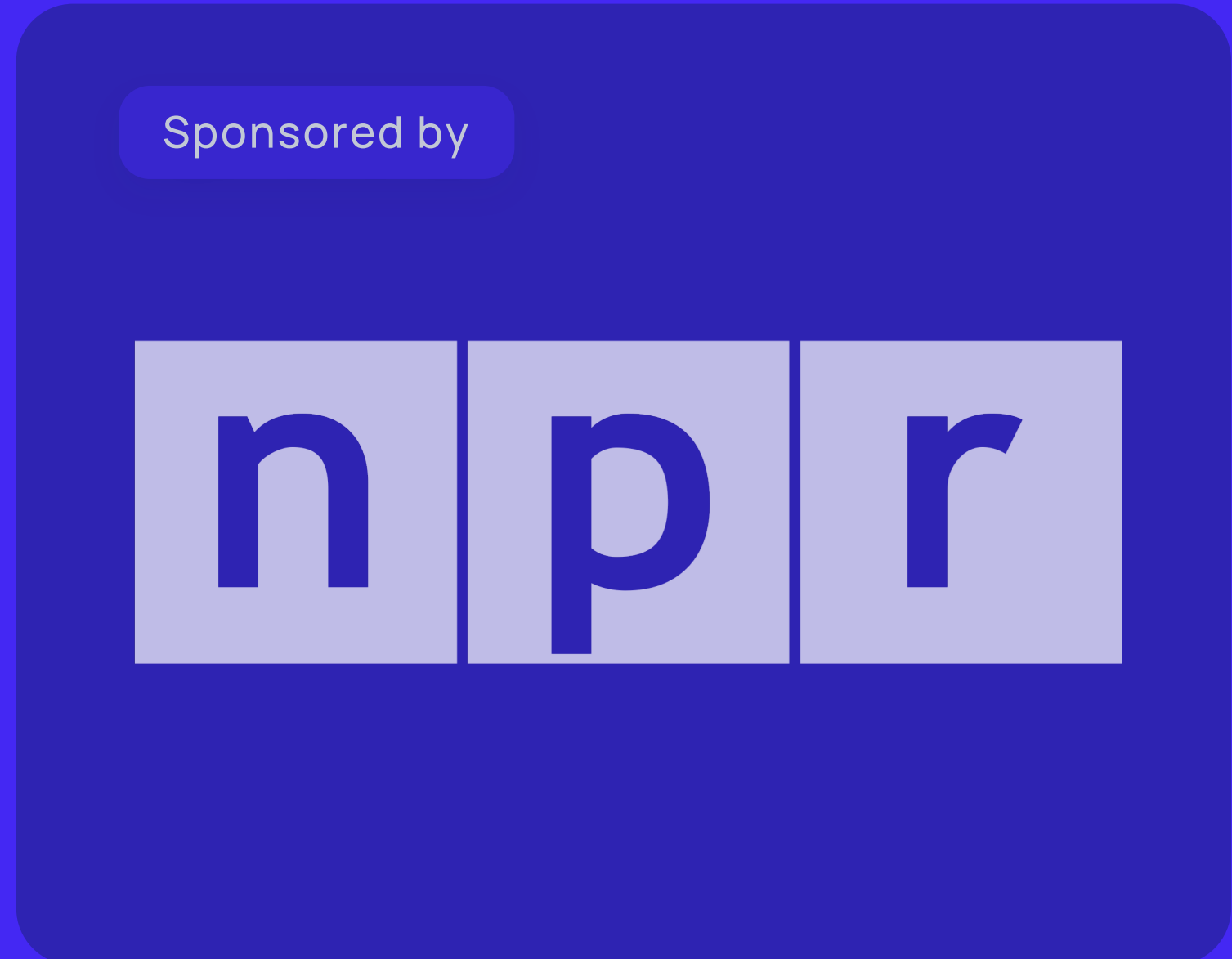
Consumption Ratio (among video consumers)



(Non-news consumers – 35%)

Device Used Most Often for Podcast Consumption

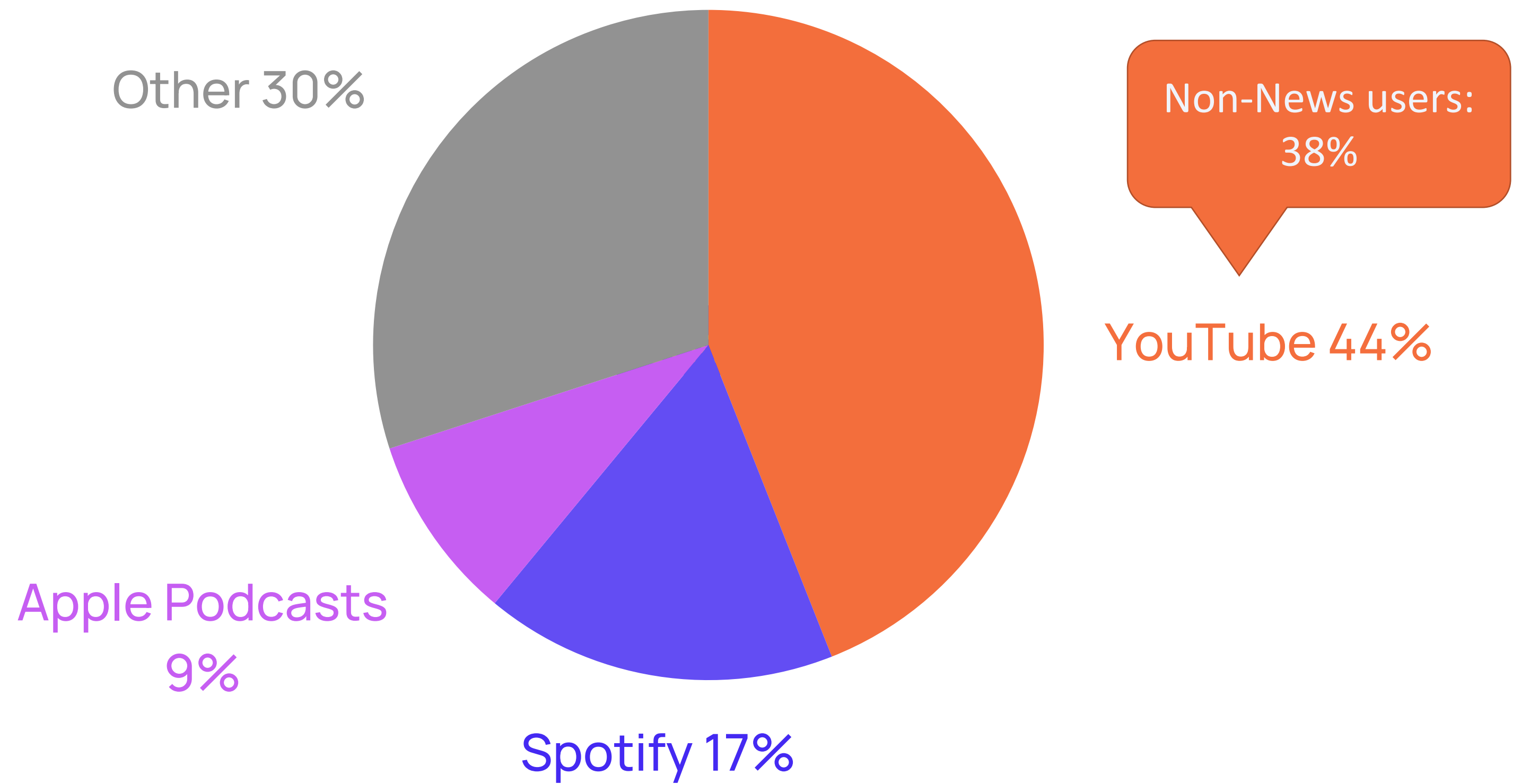
News Consumers



Top Services for Podcast Consumption

News Consumers

Used "Most Often"



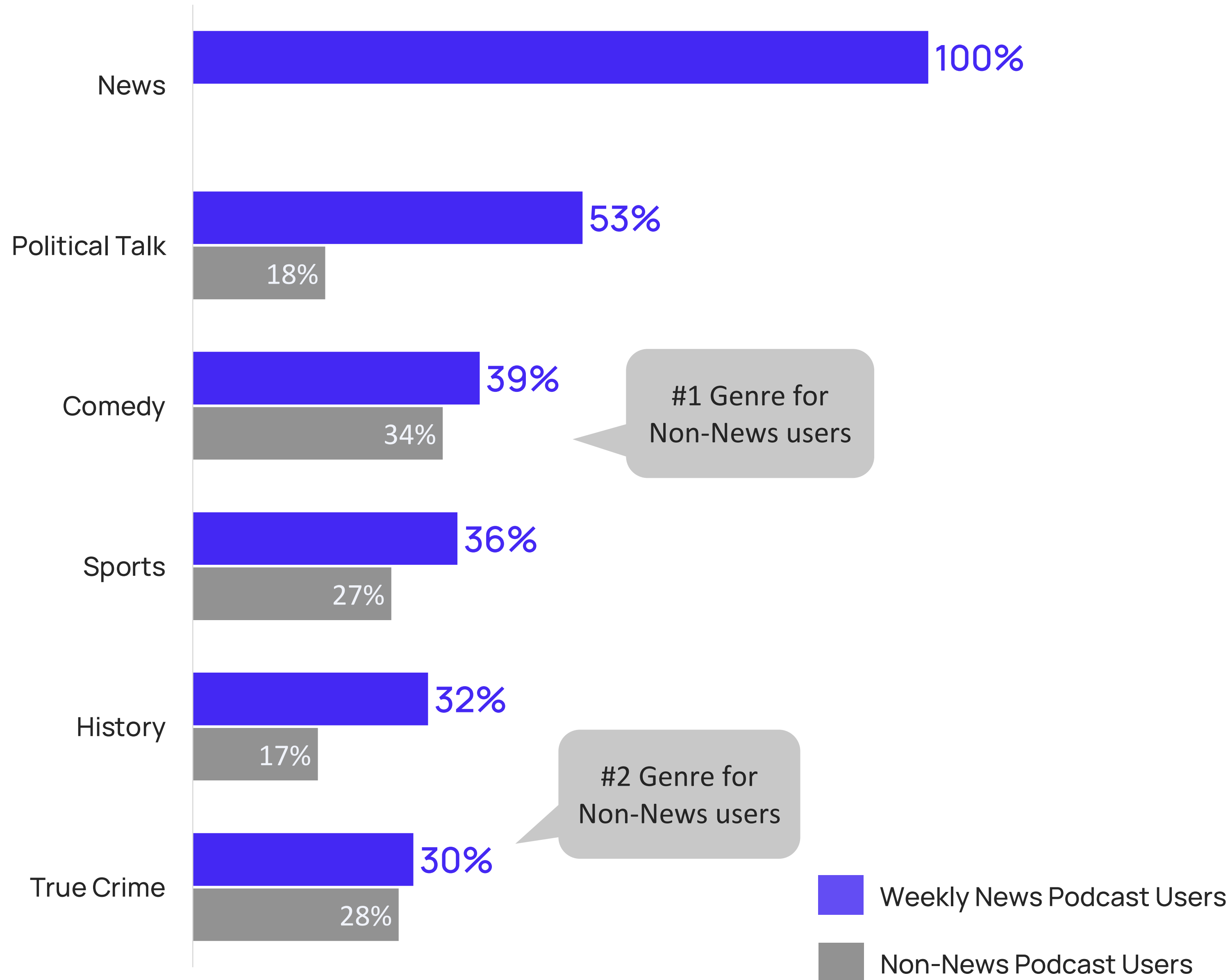
Sponsored by



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

News Consumers

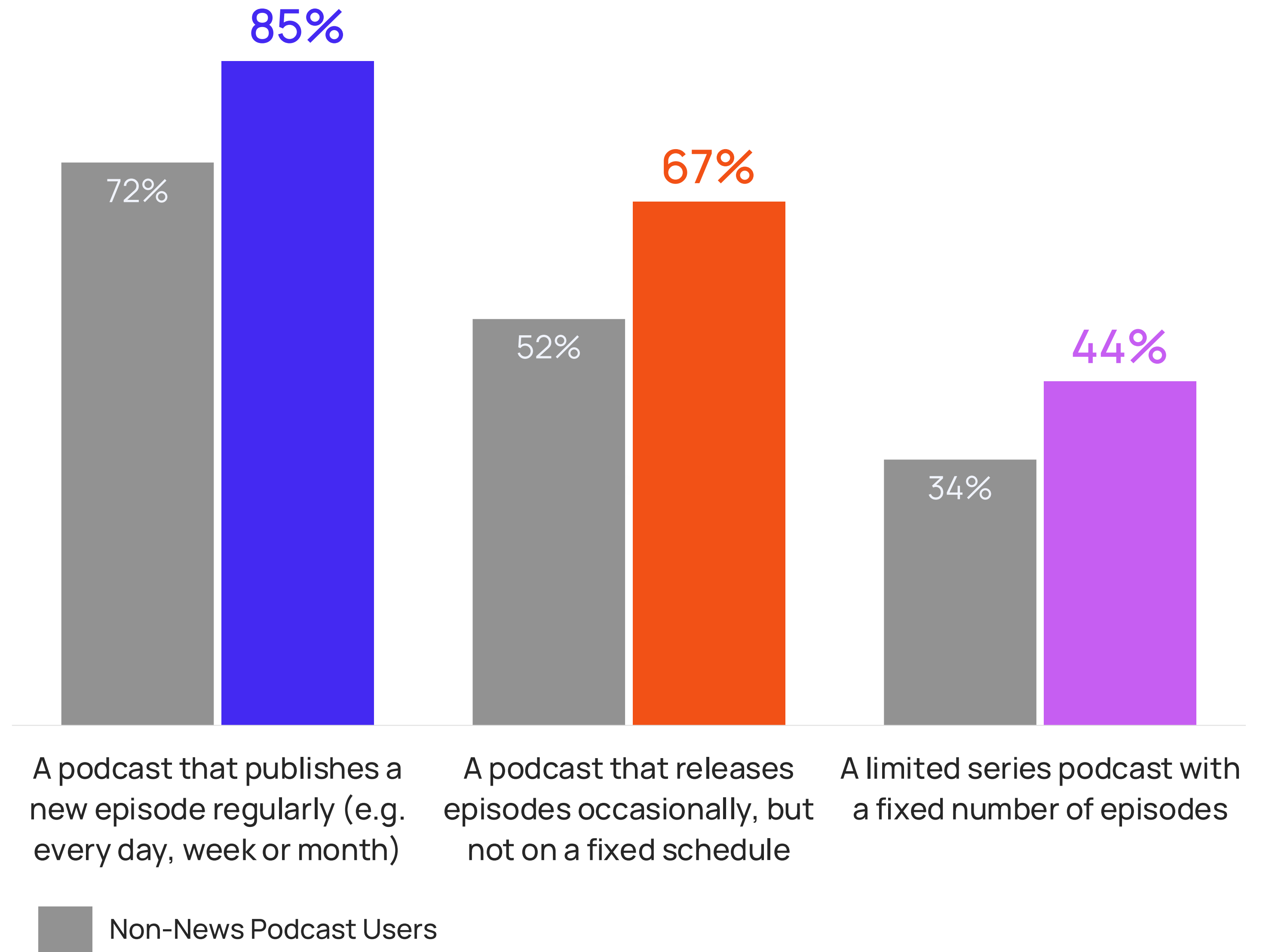
Sponsored by



Do you currently listen to any of the following podcast types?

News Consumers

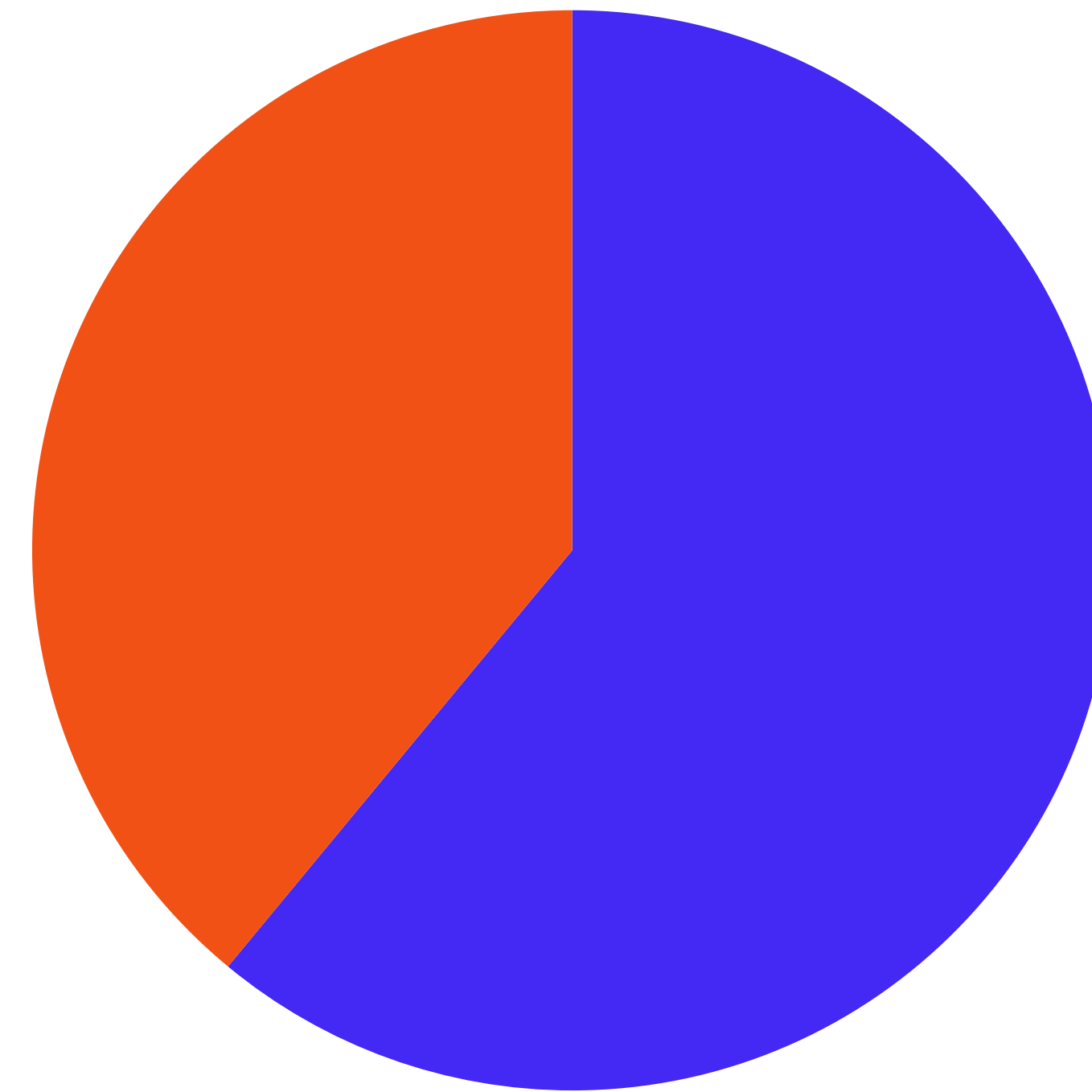
Sponsored by



Brand Perceptions:
Likelihood to consume
a podcast about a
favorite brand or
product

News Consumers

Sponsored by



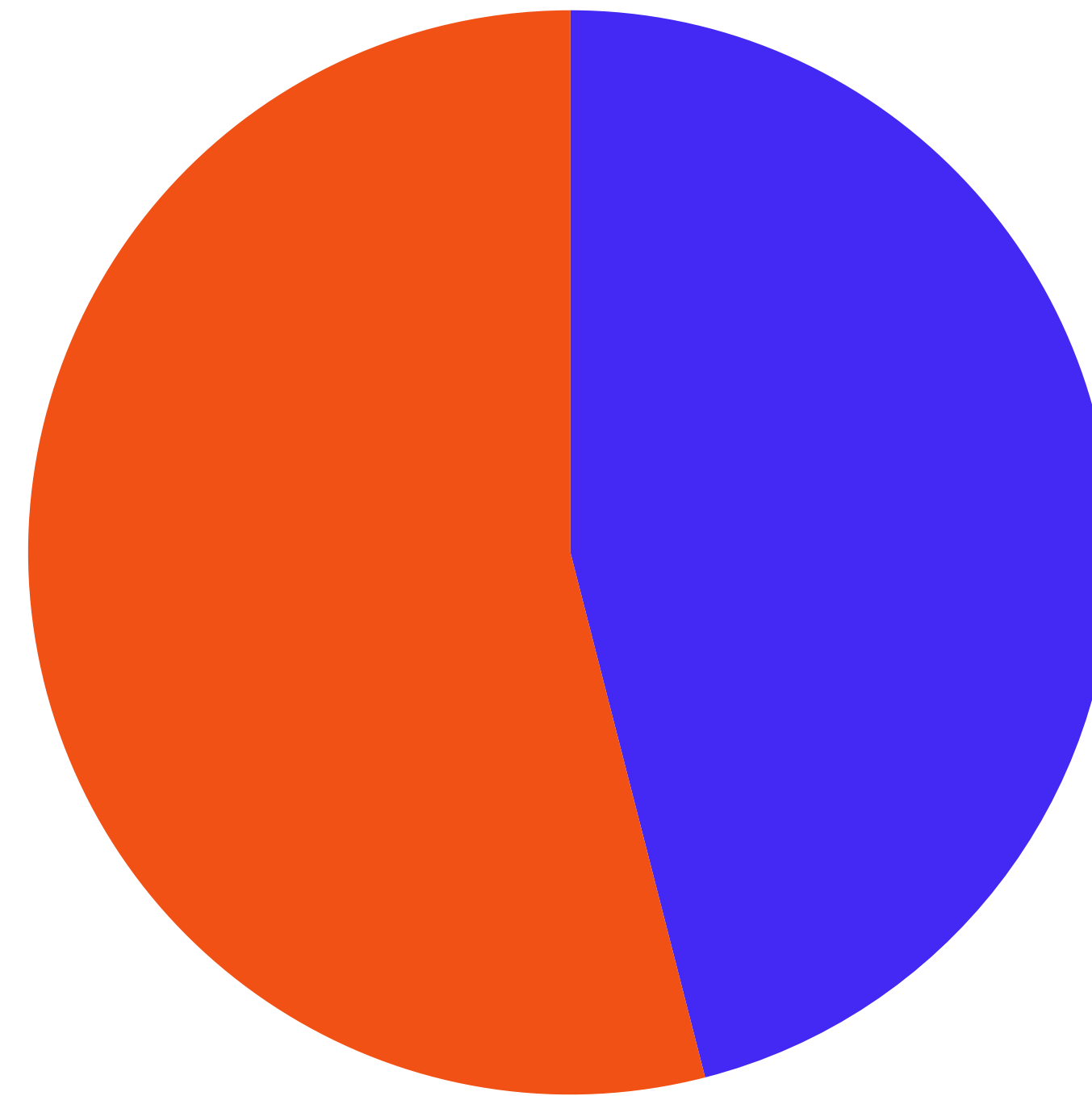
Likely
61%

(Non-news podcast consumers: 39%)

Brand Perceptions:
Does a company's
involvement make you
more/less likely to try a
new podcast?

News Consumers

Sponsored by



More Likely
46%

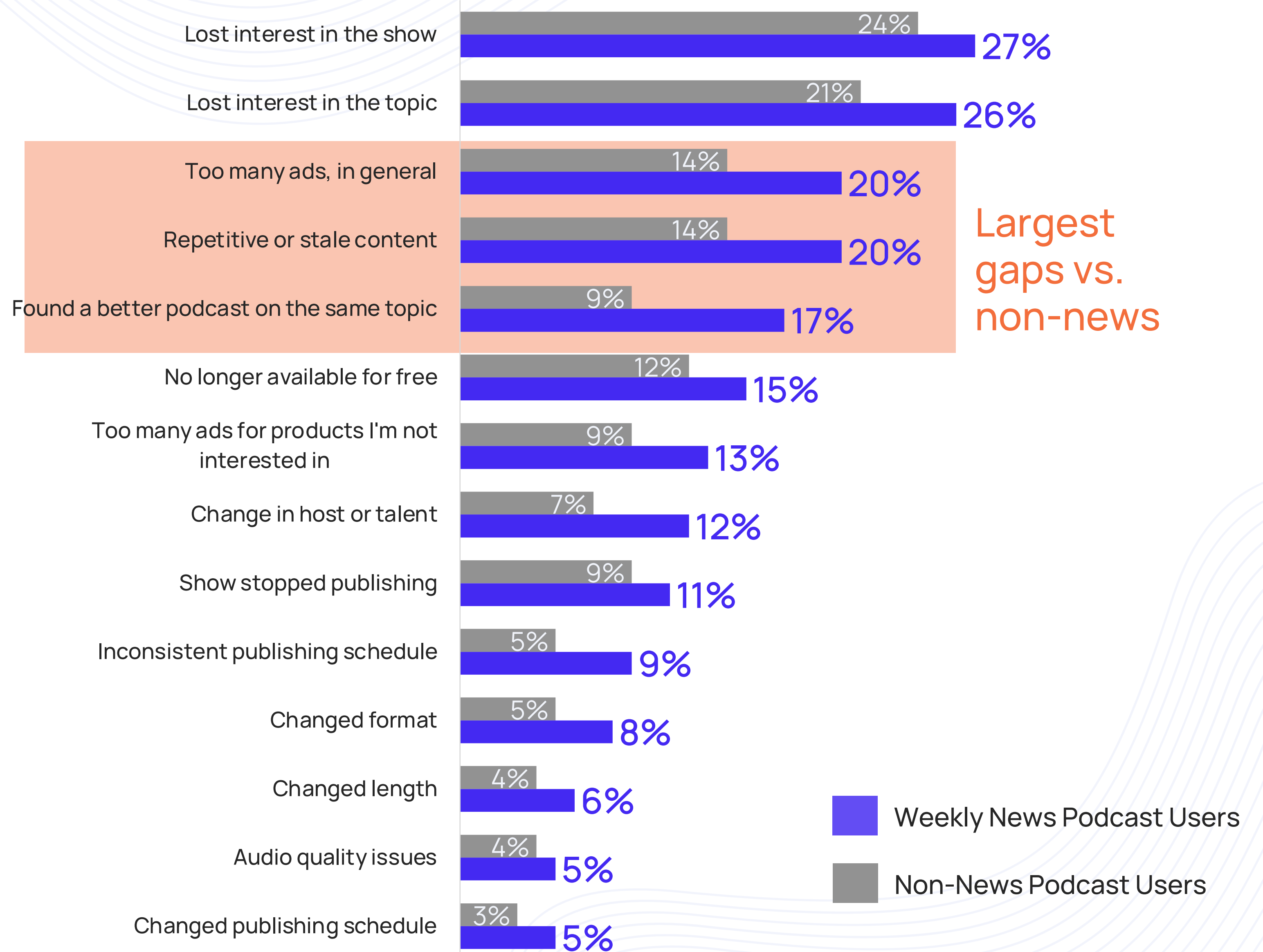
(Non-news podcast consumers: 34%)

SOUNDS PROFITABLE

Think of a podcast that used to be part of your regular routine, but you stopped watching or listening. Why did you stop?

News Consumers

Sponsored by



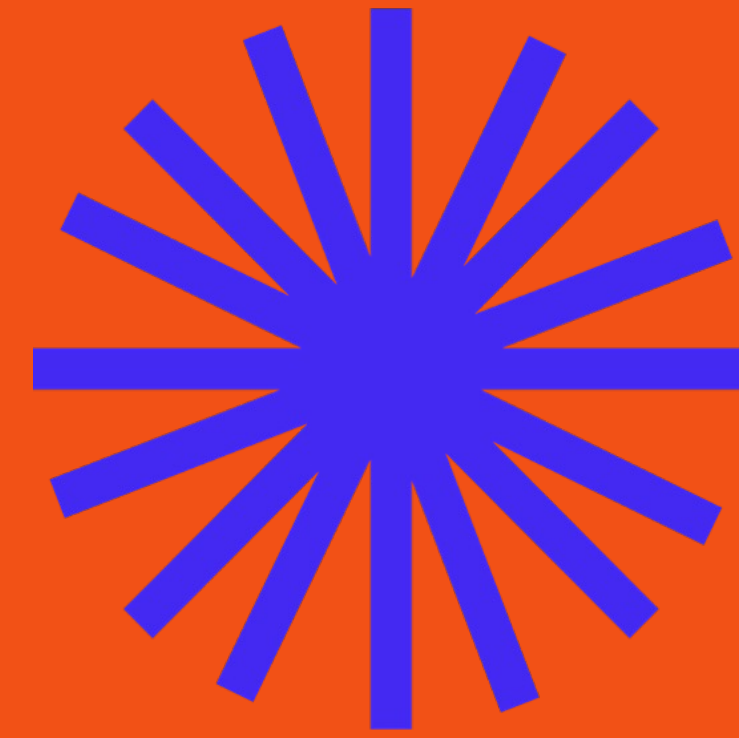


News podcast listeners...

- ✓ Frequent podcast users – most listen weekly, averaging an hour more listening per week than the average podcast user
- ✓ Use both audio and video but YouTube plays a big role – 44% use it most often for podcasts
- ✓ Use a wide range of genres, some news related (politics talk) and some less related (comedy, sports)
- ✓ Open to consuming a variety of types of podcasts – regular releases but also limited series or occasional releases and podcasts from brands
- ✓ More likely to drop a podcast due to excessive ads, repetitive content, or when they find a better podcast on the same topic.

The Podcast Landscape

Discovery



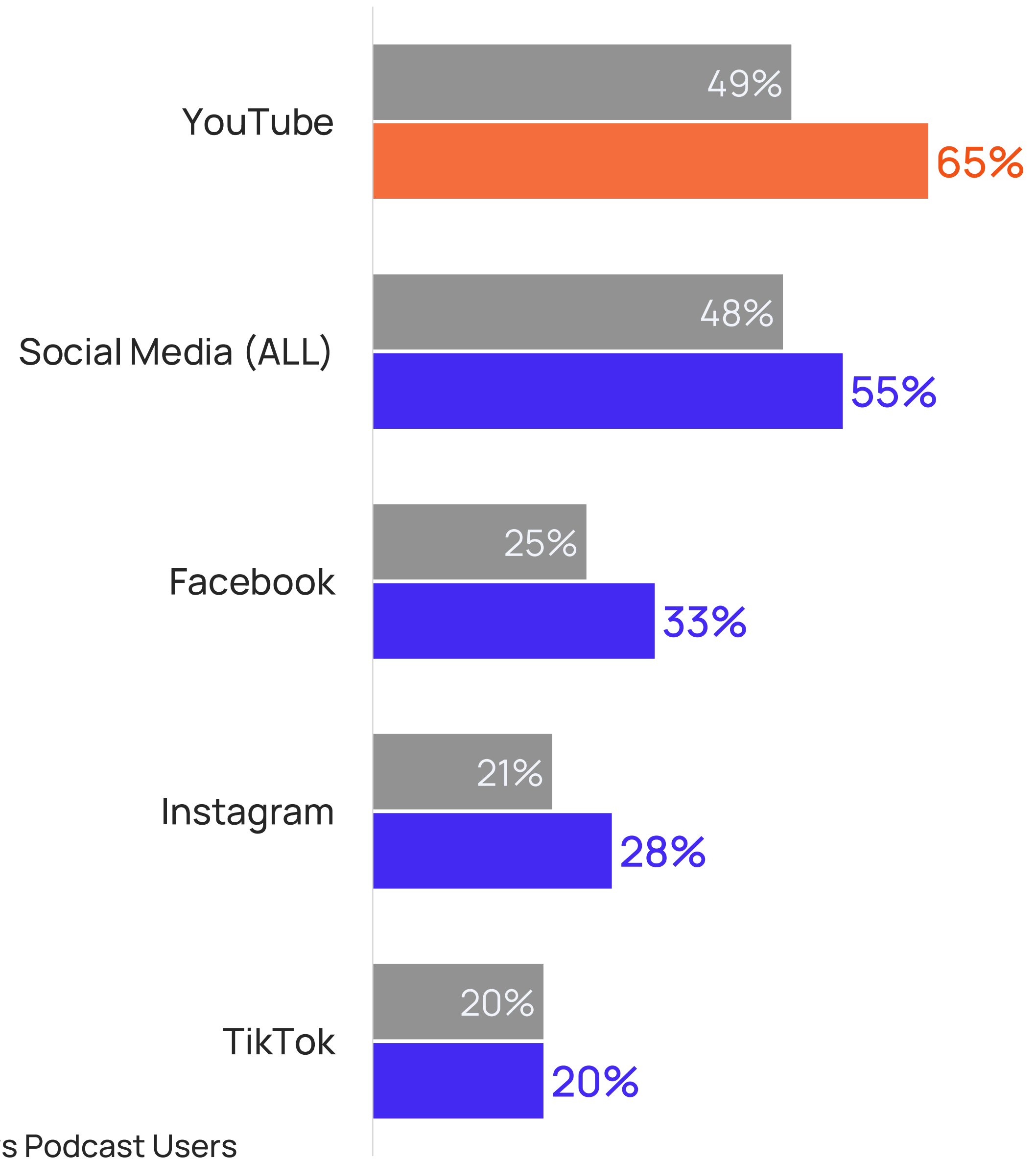
Aside from personal recommendations, which of the following are ways you find your podcasts?

News Consumers

Sponsored by



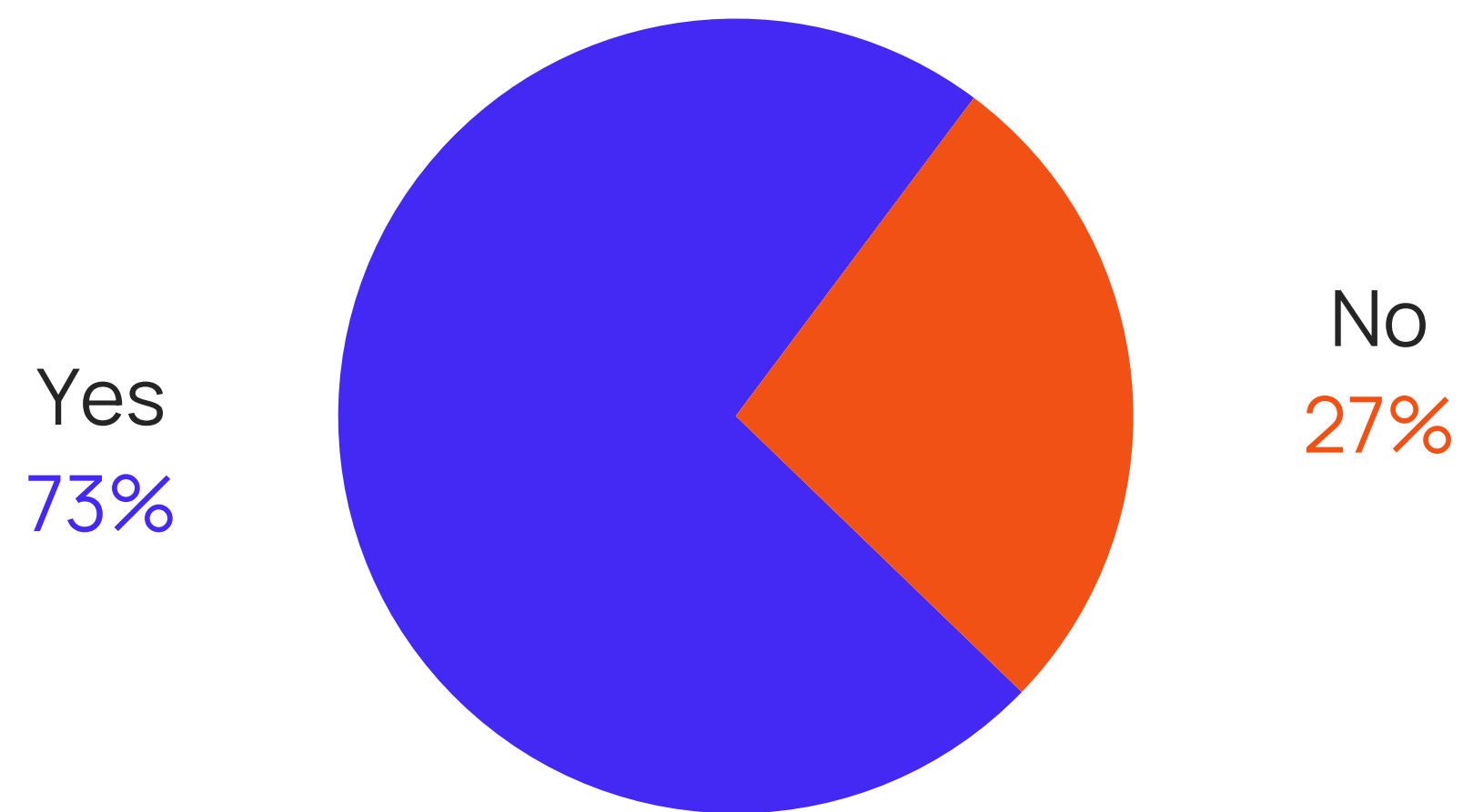
■ Non-News Podcast Users



Do people in your social circle ever recommend podcasts to you? (News Consumers)

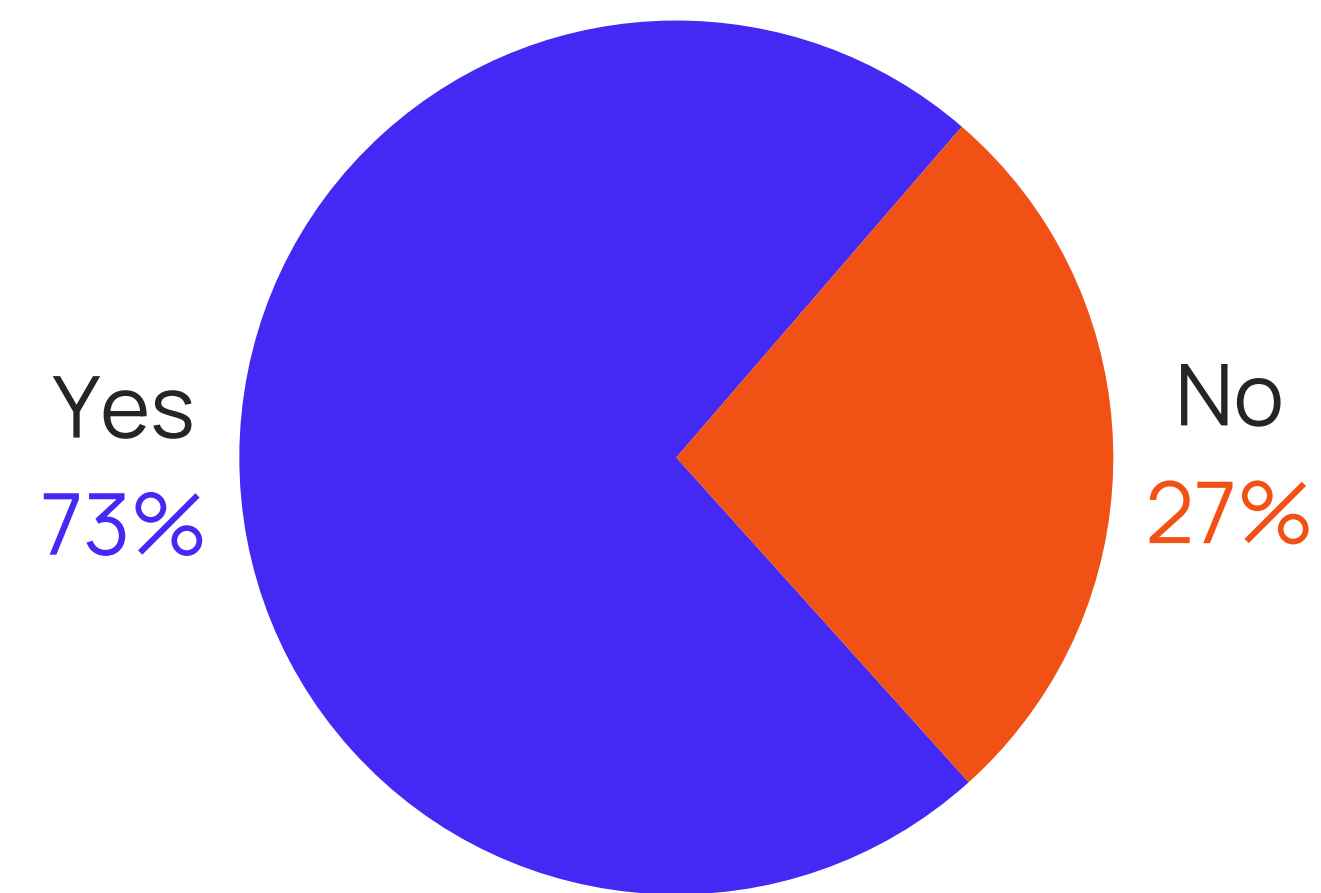
Do you ever recommend podcasts to people in your social circle? (News Consumers)

Among those who say people in social circle listen to podcasts



Non-news podcast users: 51% yes

Among those who ever listened to podcasts

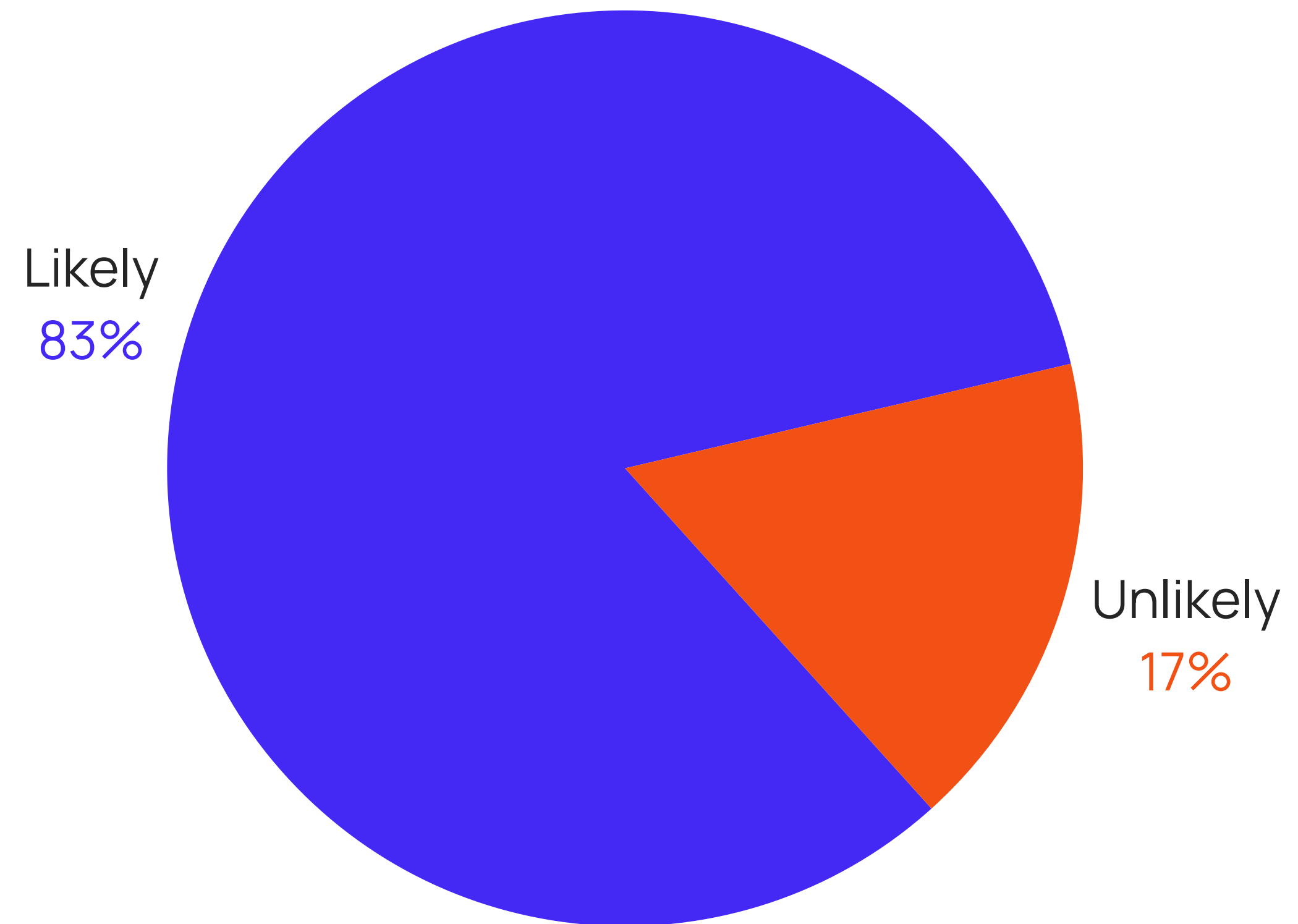


Non-news podcast users: 49% yes

SOUNDSPROFITABLE

How likely are you to listen to a podcast recommended by someone in your social circle?

Sponsored by

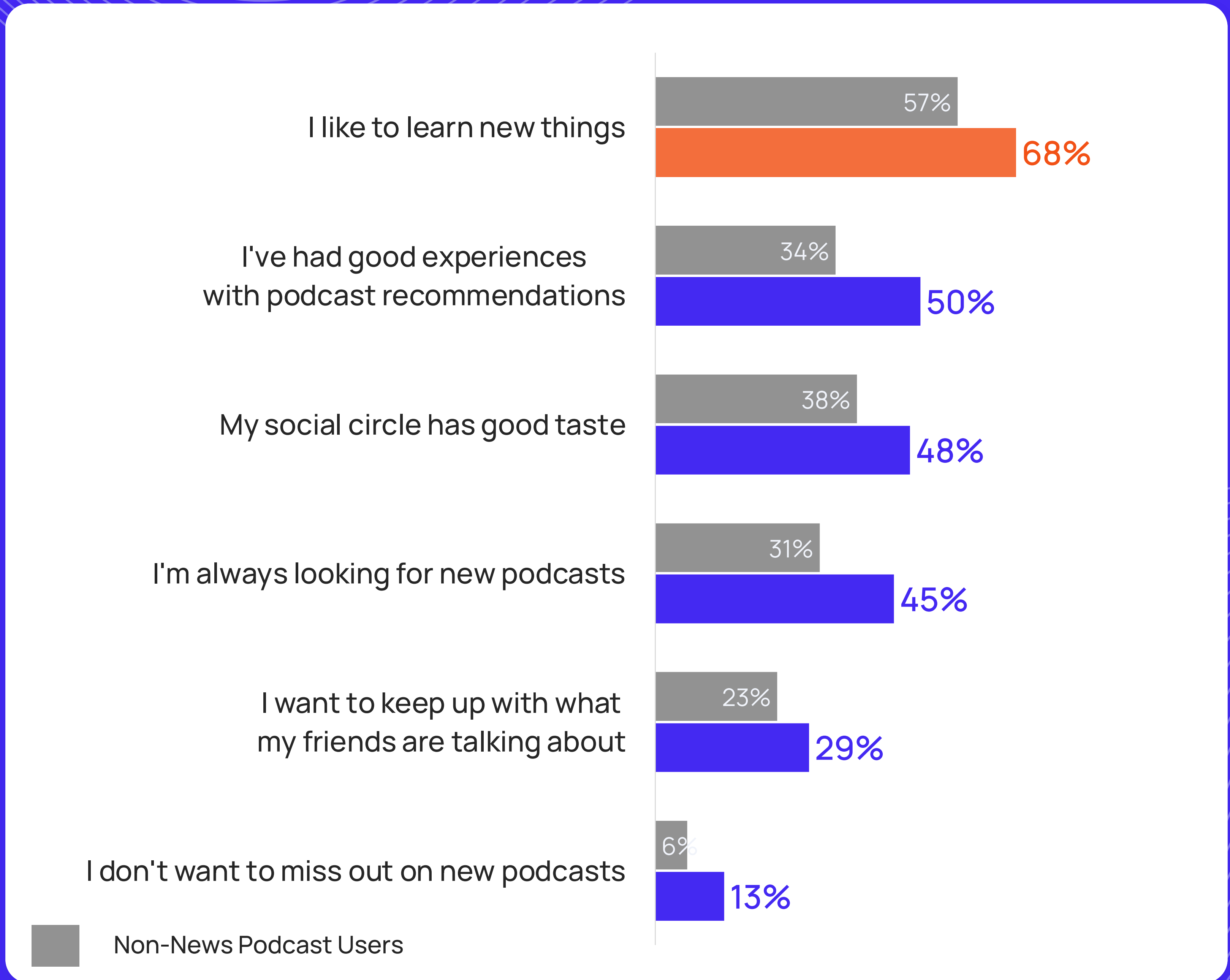


Non-news podcast users: 53% Likely

Why would you check out a podcast recommended by someone in your social circle?

News Consumers

Sponsored by

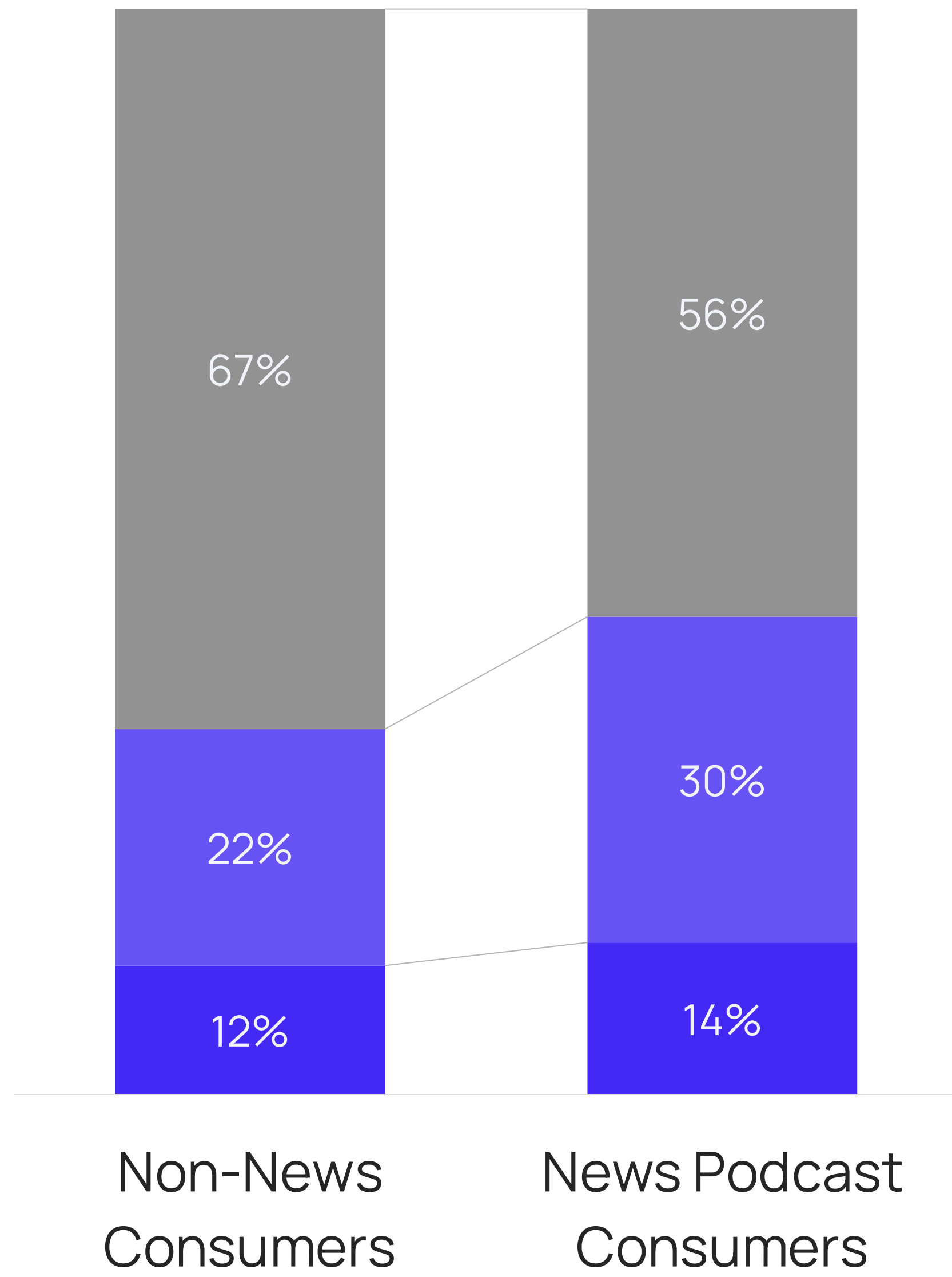


How often do you listen to podcasts with other people (co-listening)?

Sponsored by



- Rarely/Never
- Occasionally
- Always/Most of the time

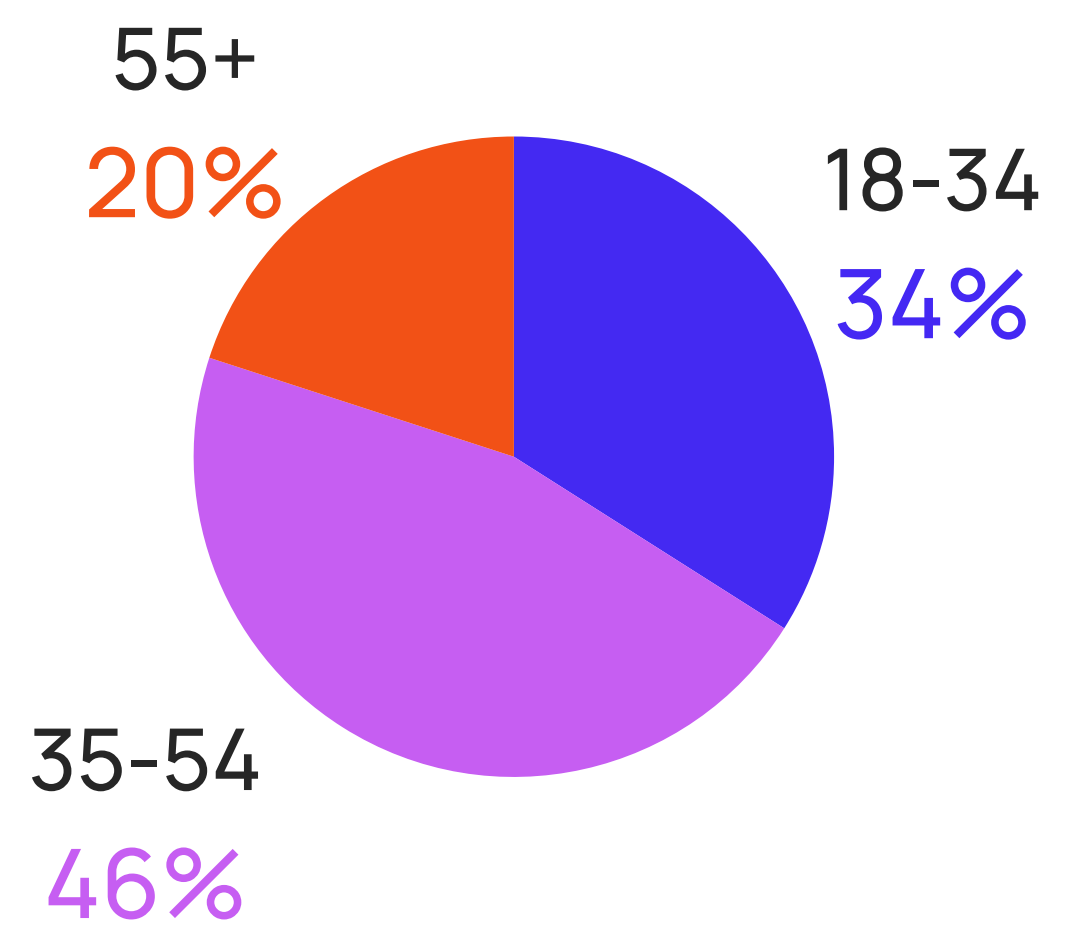


Co-Listeners among News Podcast Consumers

Sponsored by

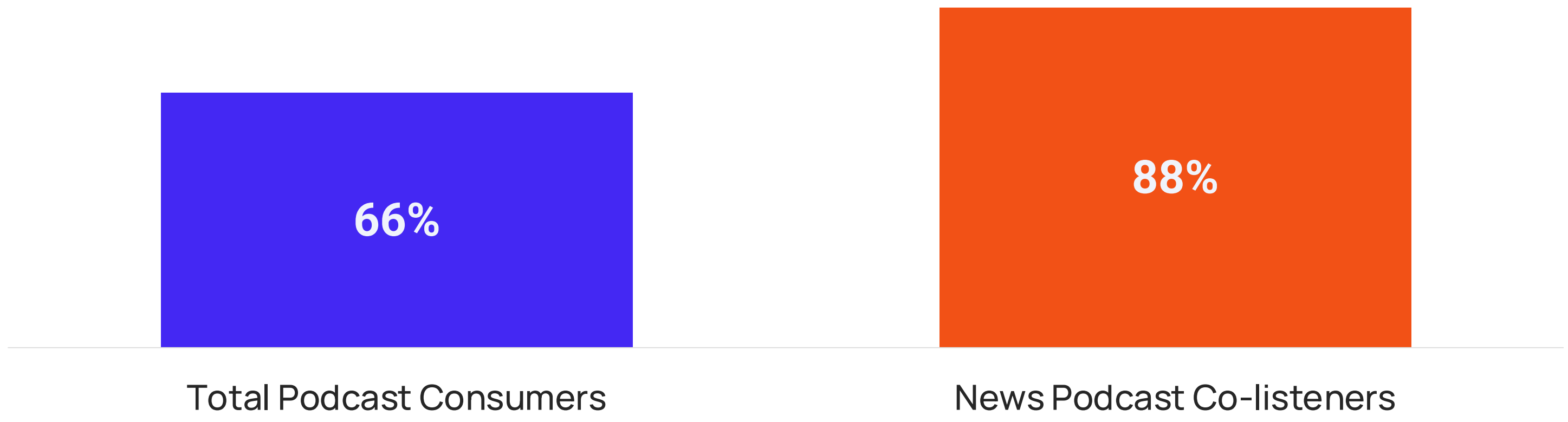


Co-listeners are younger:



...and highly likely to be commuters

Percent saying “something to listen to in the car or while traveling” is a “very” or “somewhat important” benefit of podcasting



Base: News podcast consumers who “always” or “sometimes” listen to podcasts with other people



News podcast listeners...

- ✓ YouTube is the top way they find new podcasts
- ✓ But they also rely more on word-of-mouth for discovery than other podcast users
- ✓ Podcasts appear to be a more significant part of their social life:
 - ✓ They are far more likely to say people in their social circle recommend podcasts and that they recommend podcasts to others.
 - ✓ They are also more likely to listen to podcasts with others

News podcast consumers

Demographics US 18+ compared to news podcast consumers 18+

		News Audience	US
Age	18-34	27%	29%
	35-54	35%	32%
	55+	38%	39%
Gender	Male	60%	49%
	Female	39%	51%
	1% non-binary		
Education (highest attained)	High school or below	28%	39%
	Some college/ Associates	29%	26%
	Four-year degree or higher	43%	35%
	Post grad degree (part of the above)	16%	12%

		News Audience	US
Ethnicity	Hispanic/Latino	22%	17%
	Language Proficiency		
	Most proficient in English	19%	29%
	Equal proficiency	53%	42%
	Most proficient in Spanish	29%	29%
Household income	White	74%	76%
	Black	16%	14%
	Asian	5%	5%
	\$73,000	\$69,250	
75K +	36%	32%	

Media usage

		News Audience	US
Top 4 Audio	AM/FM Broadcast	76%	66%
	Free Streaming Music	68%	55%
	Paid Streaming Music	53%	42%
	Streaming AM/FM	53%	35%
Top 4 TV	Premium Streaming TV WITH ads	76%	67%
	Free Streaming TV WITH ads	73%	58%
	Premium Streaming TV WITHOUT ads	71%	59%
	Network/Cable TV	64%	53%
Online Video	YouTube/Online Video	93%	80%
	Instagram Reels	51%	42%
	TikTok	48%	40%
Top Social Platforms	Facebook	83%	79%
	Instagram	66%	56%
	X/Twitter	53%	32%
Spending MORE time with over the last year	YouTube	59%	-
	TikTok	52%	-
	Podcasts	50%	-
Spending LESS time with over the last year	Facebook	25%	-
	X/Twitter	25%	-
	AM/FM Broadcast	24%	-

Podcast consumption

News podcast listeners

- 74% Weekly
- 26% Monthly
- 7 hrs/week (Average for all podcast consumers is 6 hrs)
- 87% Video podcast consumers (37% consumed via video)

Device used most often to consume podcasts:

- 29% Android iPhone
- 26% Apple iPhone
- 17% Desktop/Laptop
- 11% Smart TV

Top service/app for consuming podcasts MOST OFTEN:

- 44% YouTube
- 17% Spotify
- 9% Apple Podcasts

How often do you listen to podcasts with other people (co-listening)?

- 14% Always/Most of the time (non-news listeners: 12%)
- 56% Rarely/Never (non-news listeners: 67%)

Consumption of:

- 85% Regular ongoing podcast (Non-news listeners: 72%)
- 67% Ongoing podcast that doesn't release regularly (Non-news listeners: 56%)
- 44% Limited series (fixed number of episodes) (Non-news listeners: 34%)

Top activities engaged in while listening to spoken word:

- 50% Exercising
- 46% Inside housework or cooking
- 41% Commuting or traveling

Top other podcast genres consumed



Podcast discovery

	News Audience	US
Have podcasts recommended to them by people in their social circle:	73%	51%
Recommend podcasts to others:	73%	49%

How likely are you to check out a podcast recommended to you by someone in your social circle?



Why? I like to learn new things. (68%)

Other top ways of learning about news podcasts:



Brands and sponsors

Does a company's involvement with a podcast make you more or less likely to try it?

46% More likely
Non-news listeners: 34%

Likelihood to consume a podcast about a favorite brand or product:

61% Likely
28% very likely

Outlook

News podcasts thrive through a mix of daily briefings and in-depth analysis, creating a rich and engaging environment for both the audience AND for advertisers.



SOUNDS
PROFITABLE

THE
BUSINESS
OF
PODCASTING



Thank you!

n p r

