

SOUNDS PROFITABLE

THE BUSINESS
OF
PODCASTING

U.S. 2025

The Podcast Landscape



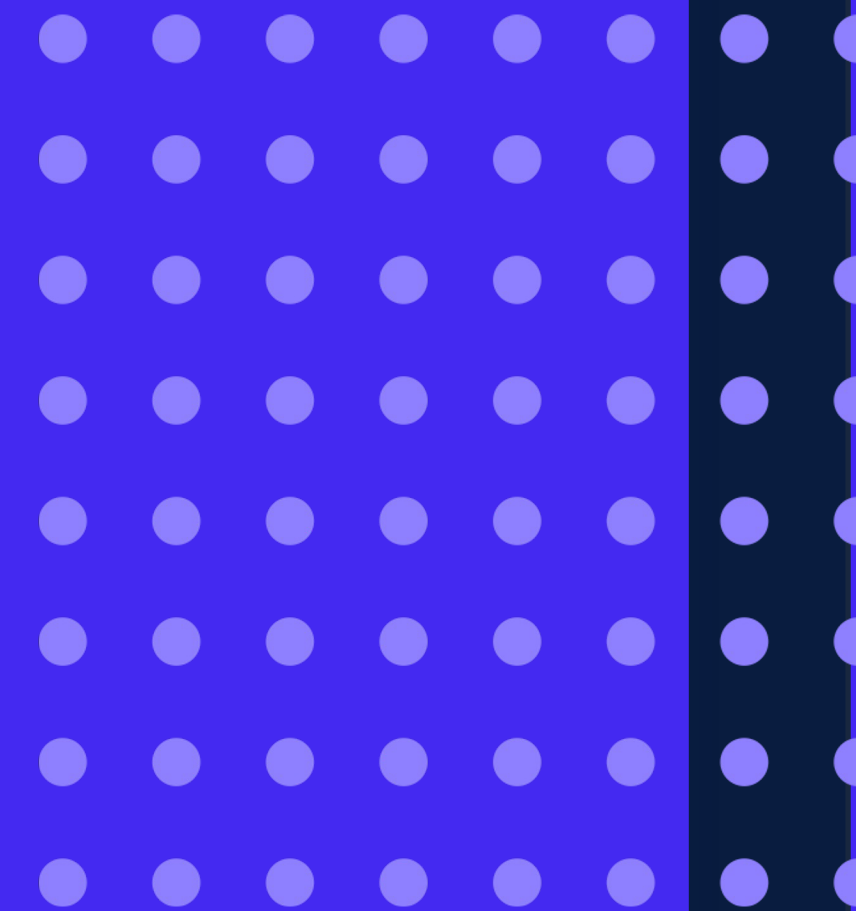
August 2025

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The Podcast Landscape

Part One: Core Podcast Metrics



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Methodology



In June 2025, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5034** Americans ages 18+ - the largest public study of podcasting in America



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 and 2024 studies



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

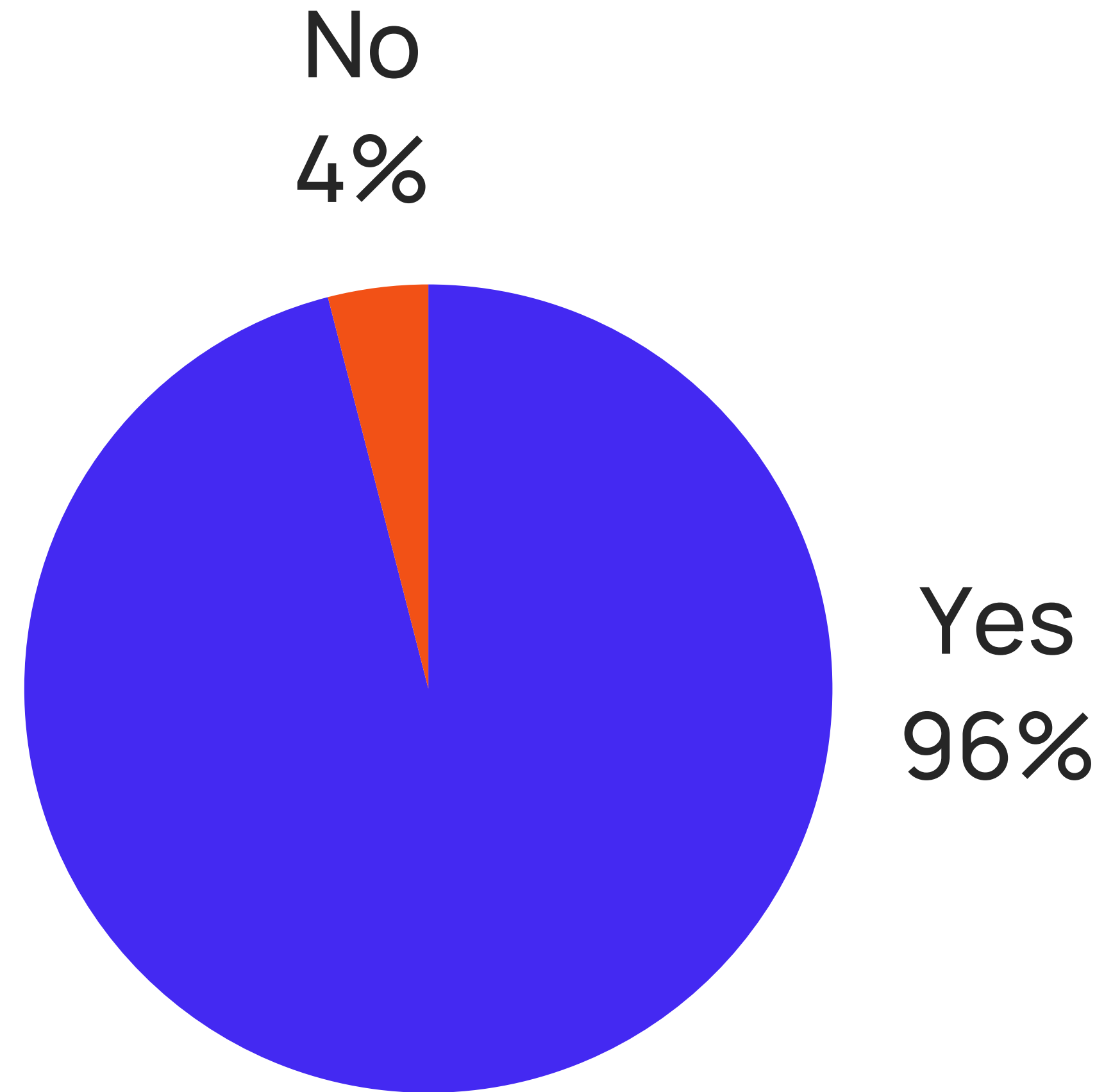


Topics also included churn, what leads to decreases in listening over time, and general perceptions of the medium and its creators

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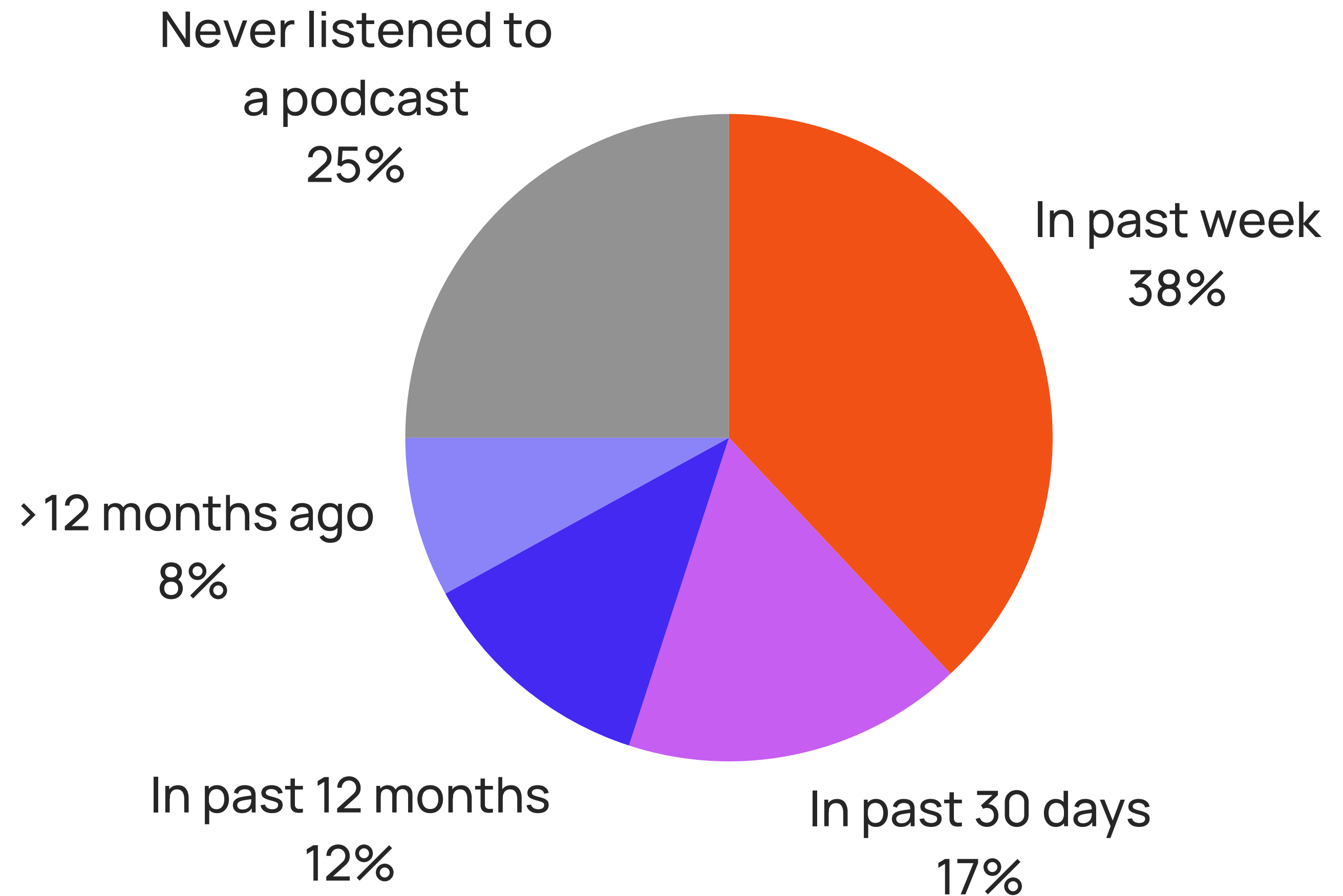
Are you familiar with the term, 'podcast'?



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



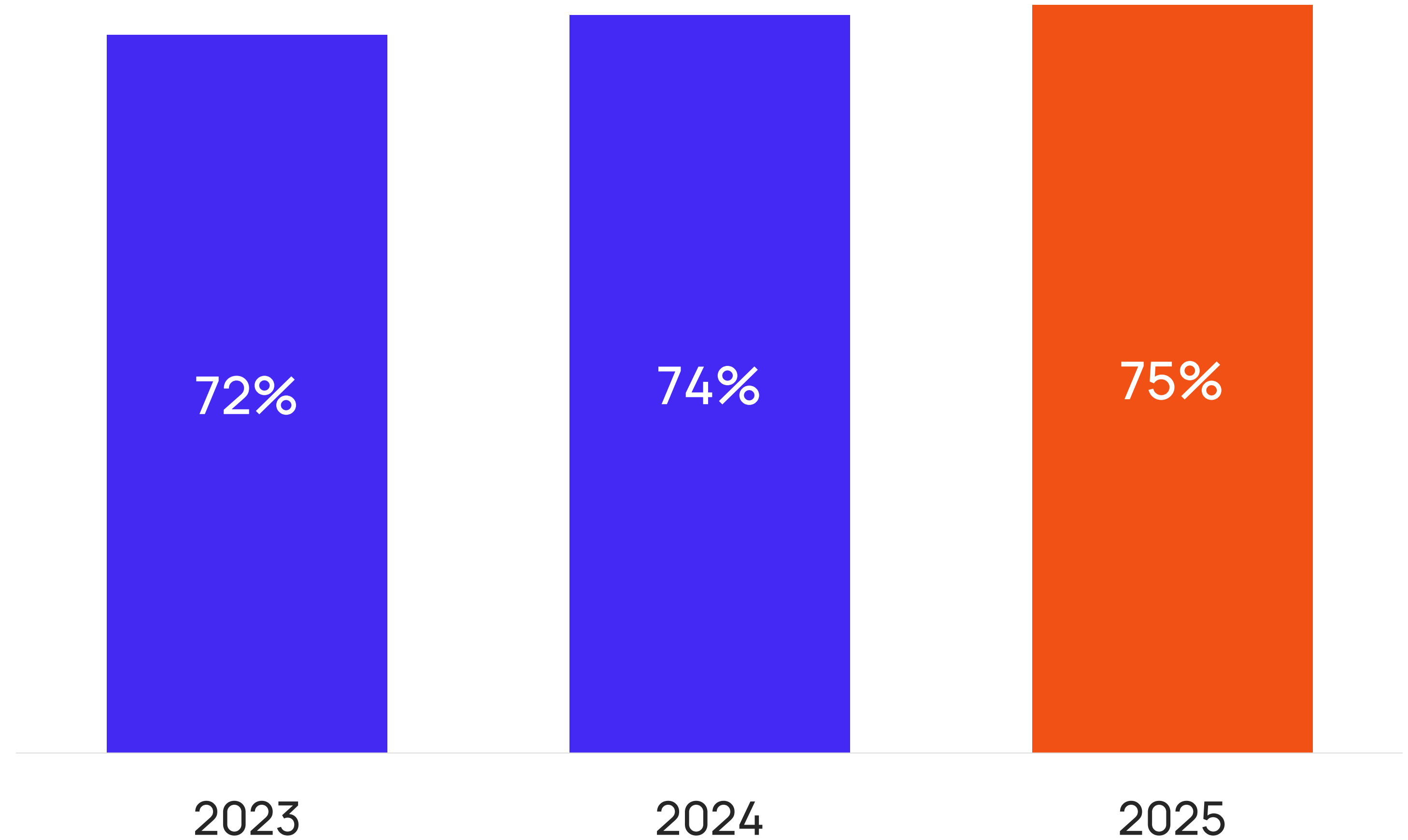
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Podcasting:

Audio/Video
Consumption (EVER)

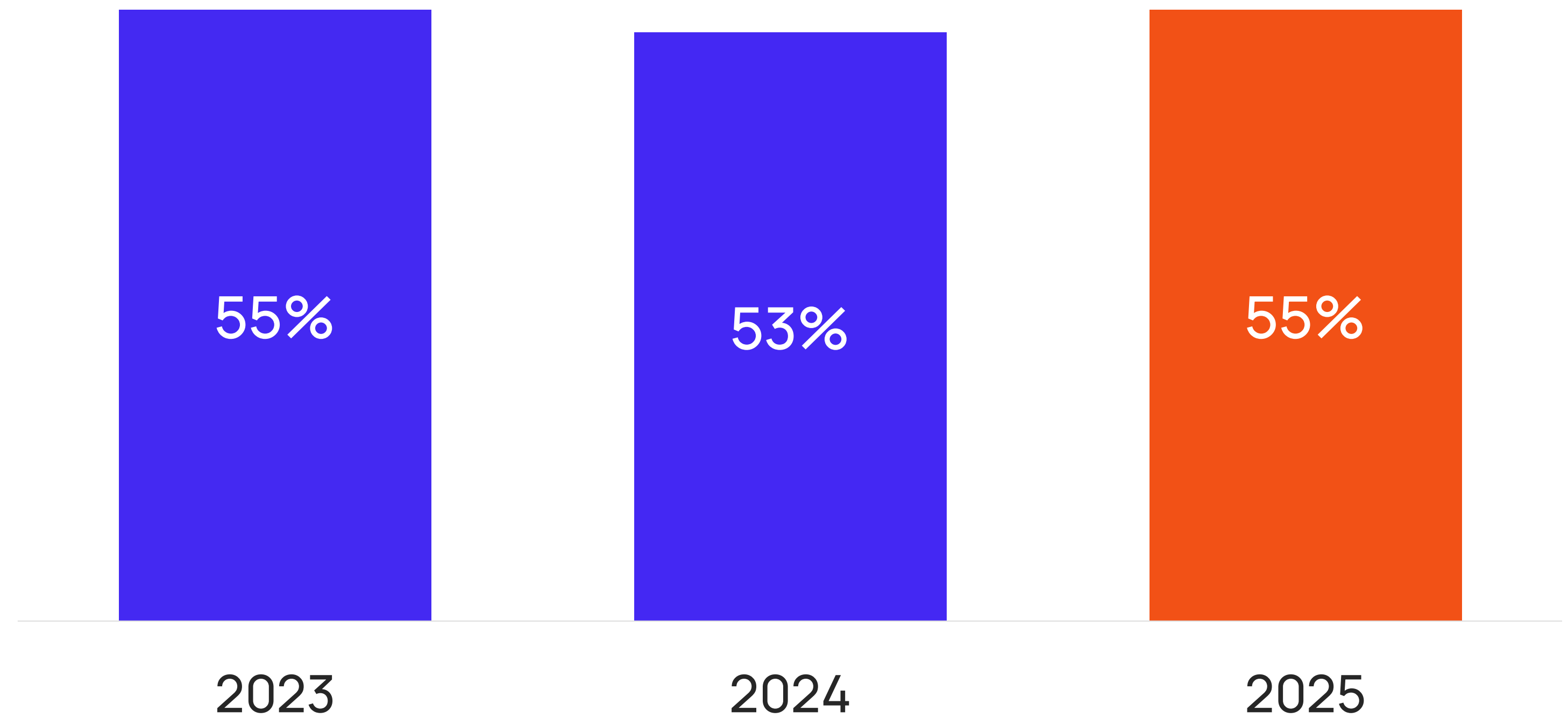
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Podcasting:

Audio/Video Consumption (MONTHLY)

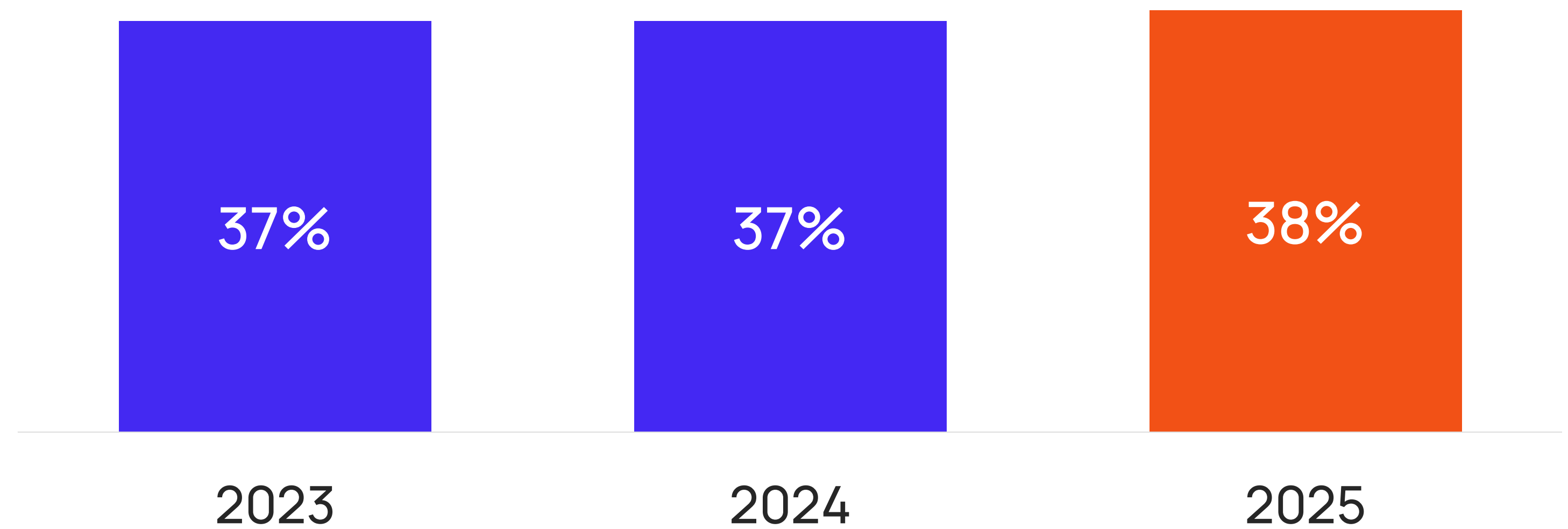
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Podcasting:

Audio/Video Consumption (WEEKLY)

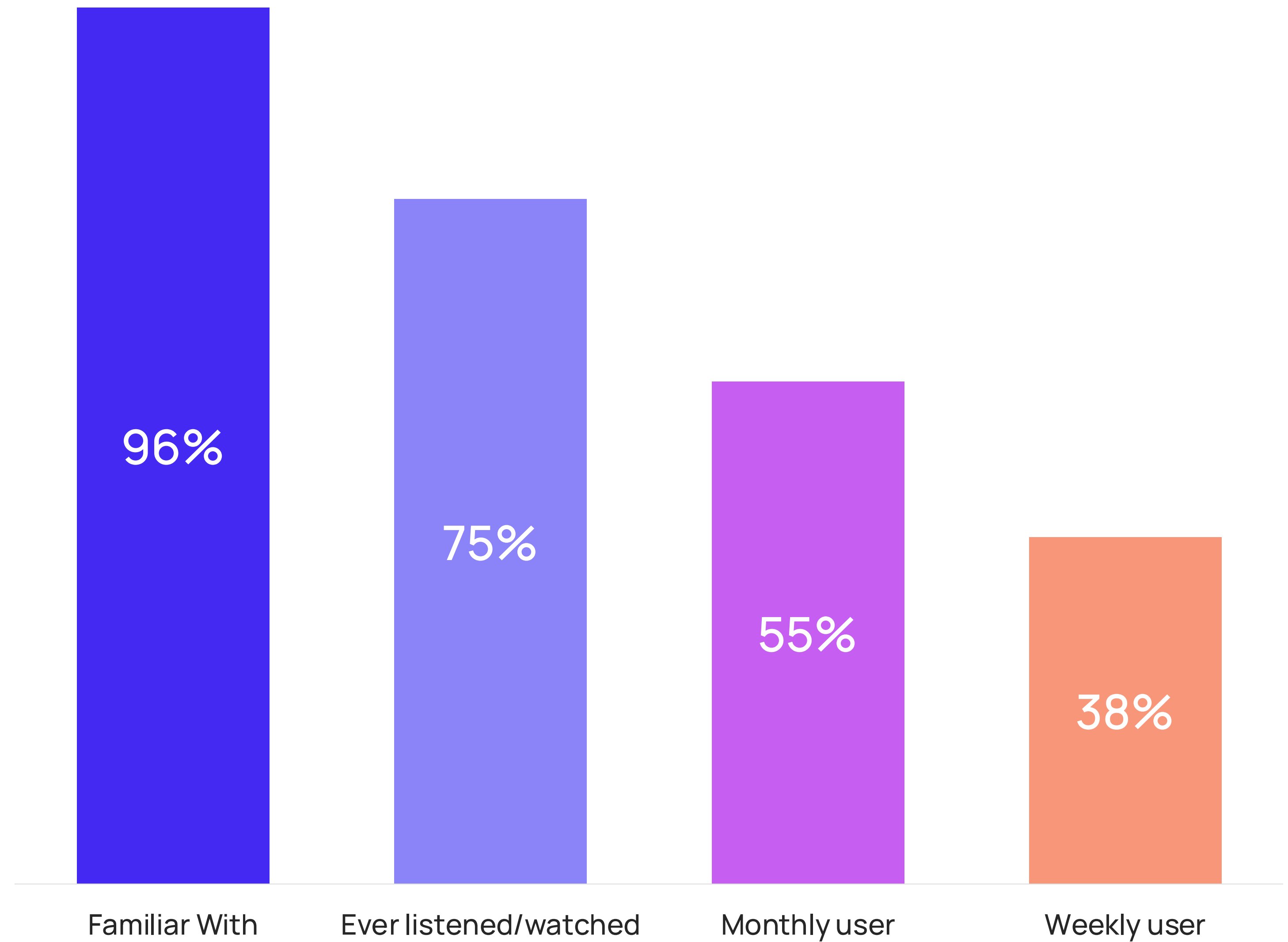
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Podcasting:

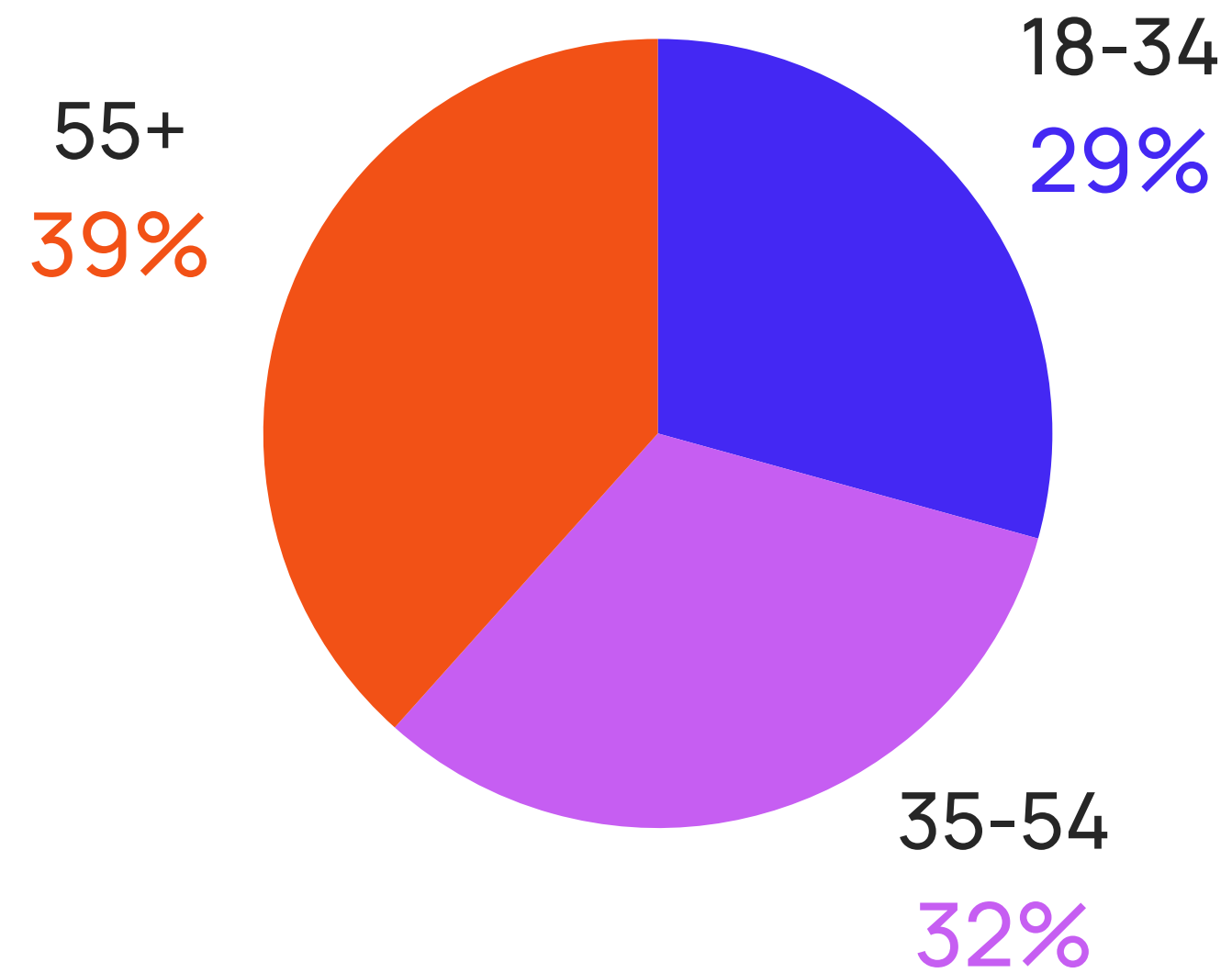
Awareness, Trial and Usage

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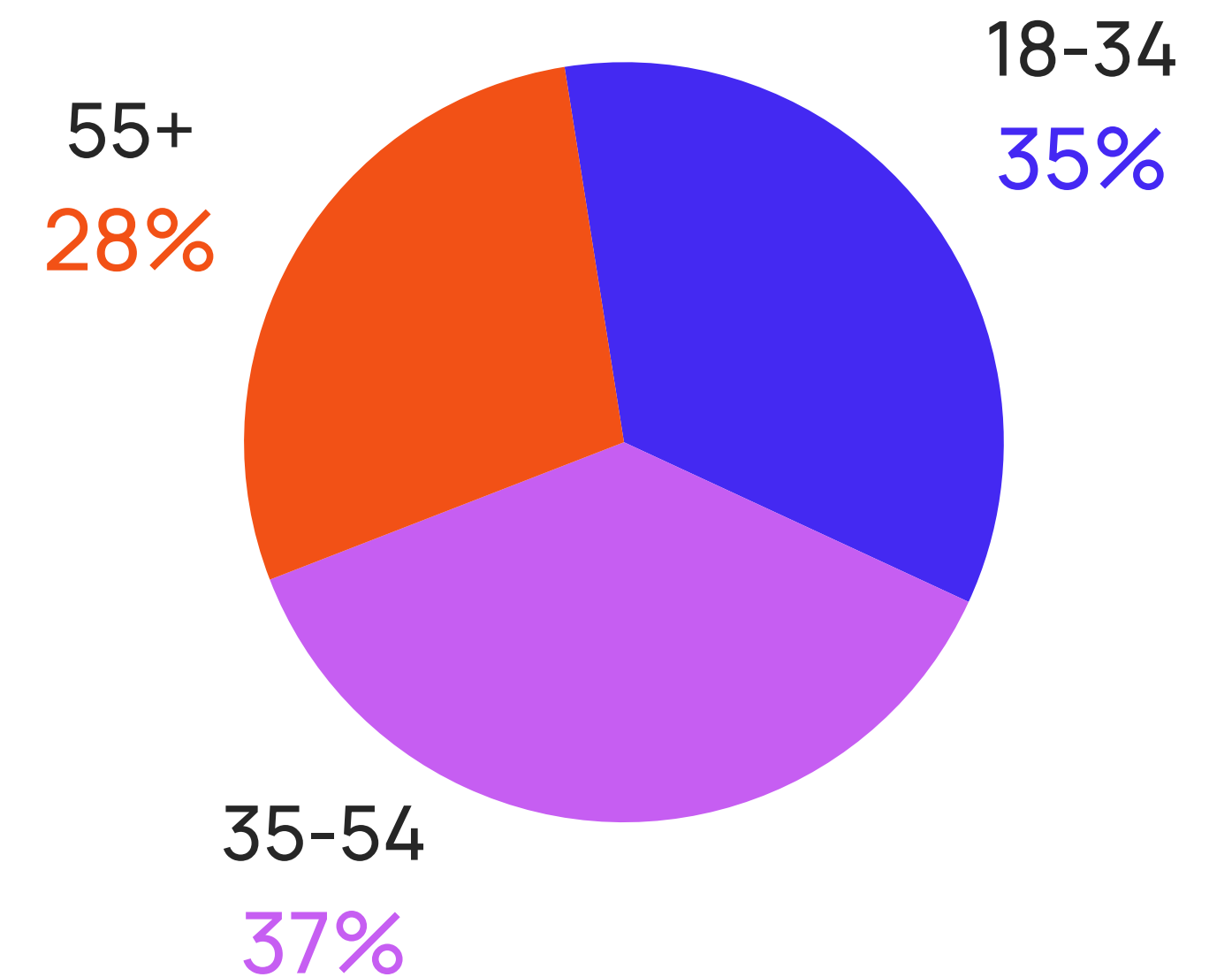


Age Profile: Past Month Listeners

US Population



Past Month
Podcast Listeners

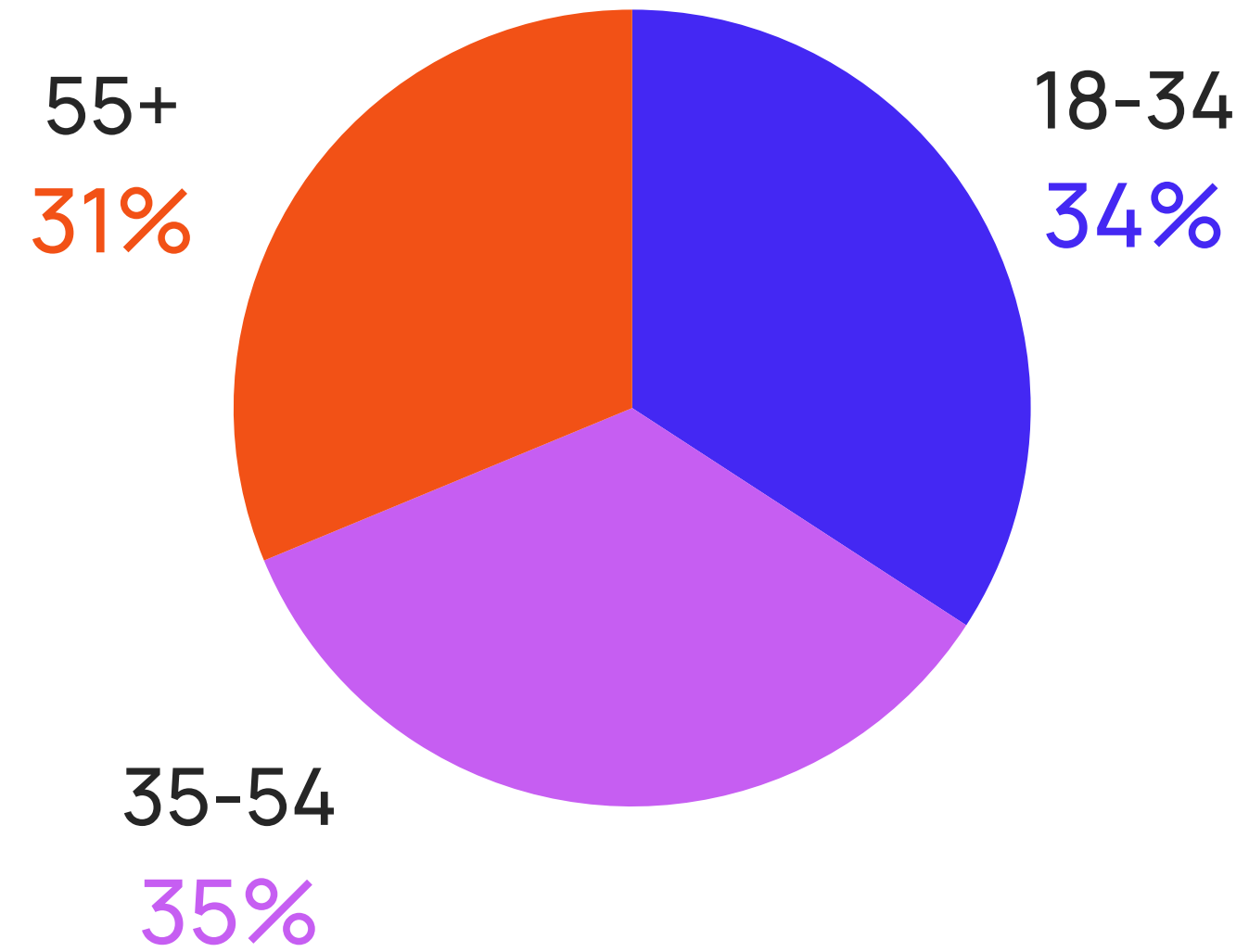


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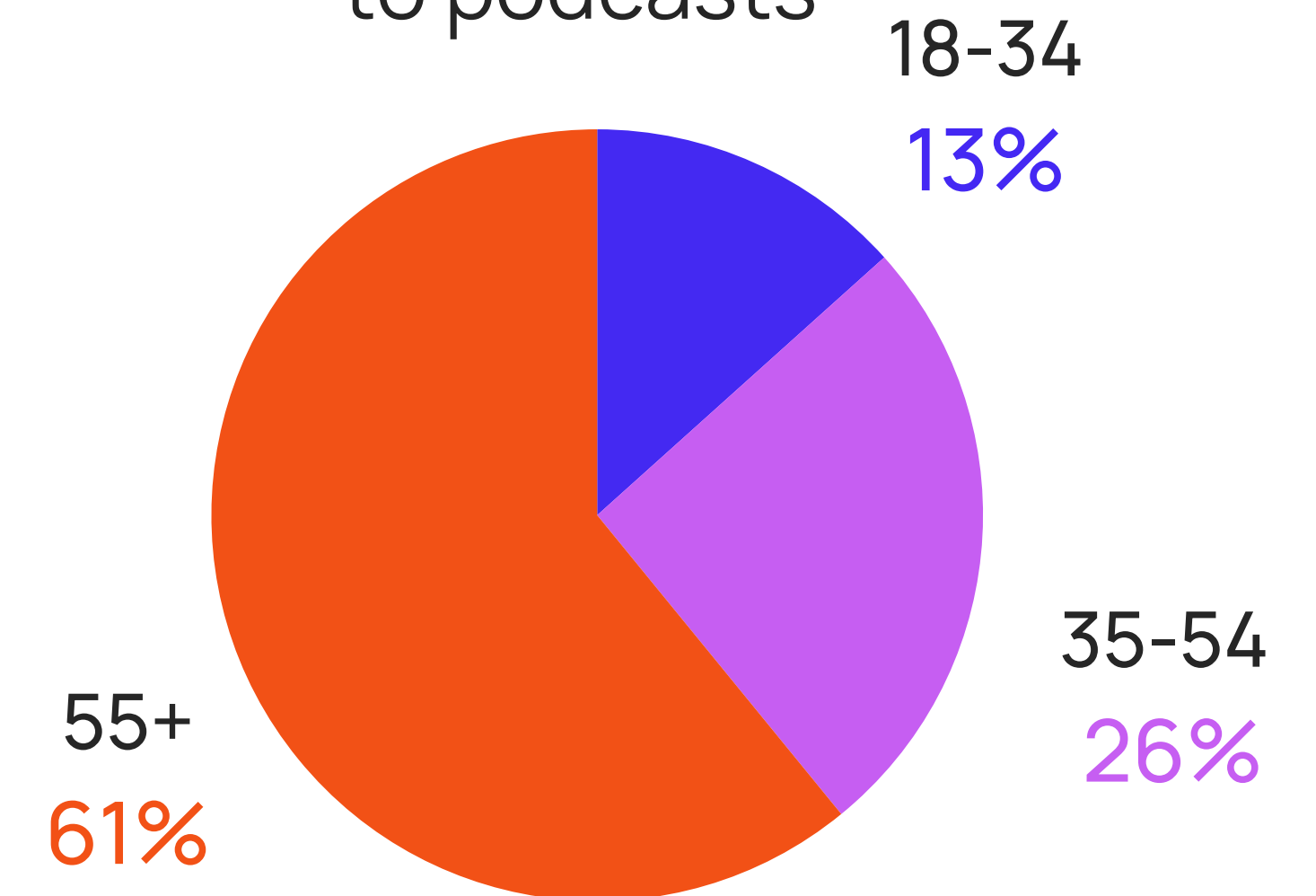


Age Profile: Ever vs. Never listened

Ever listened to podcasts



Never listened
to podcasts

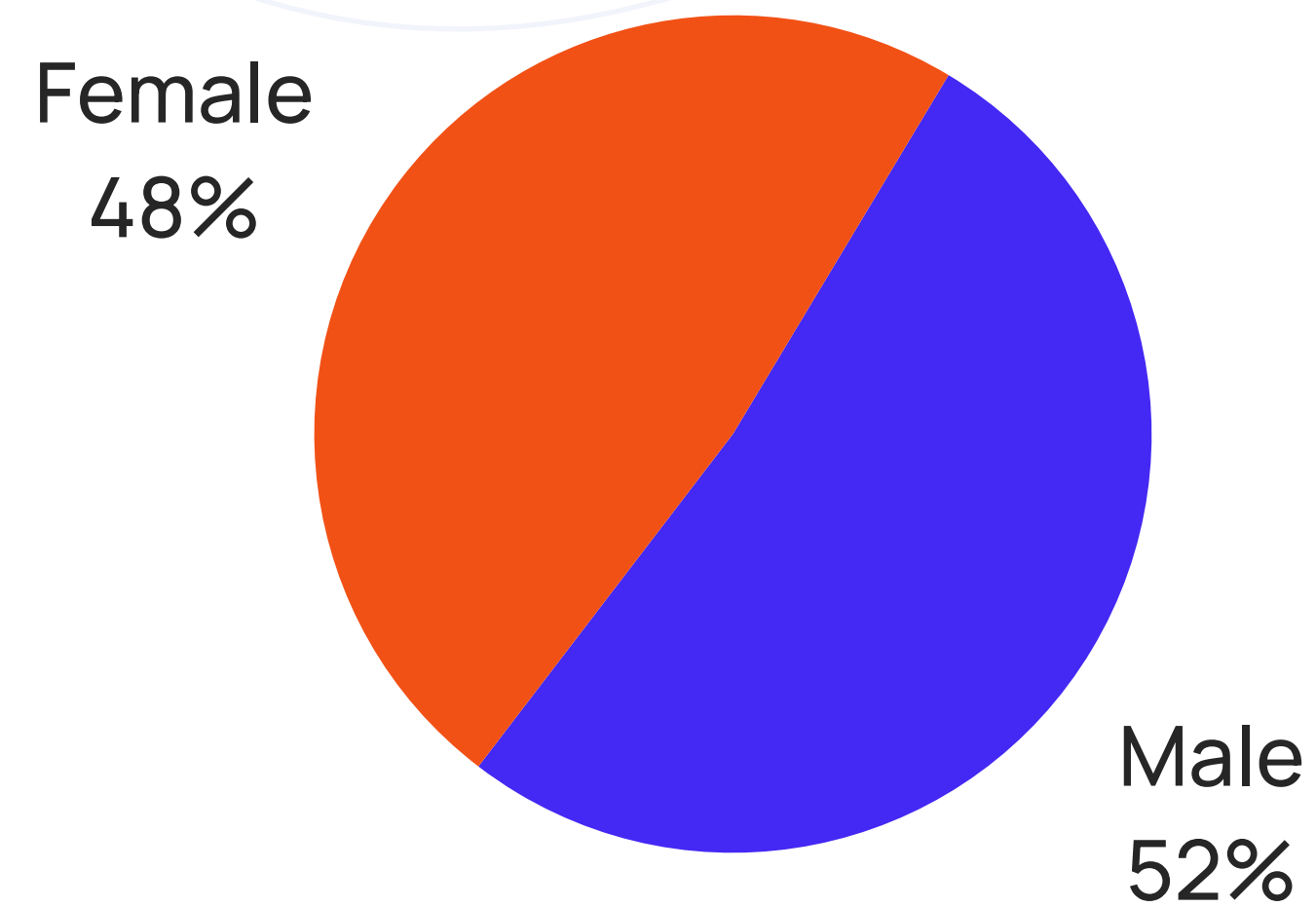


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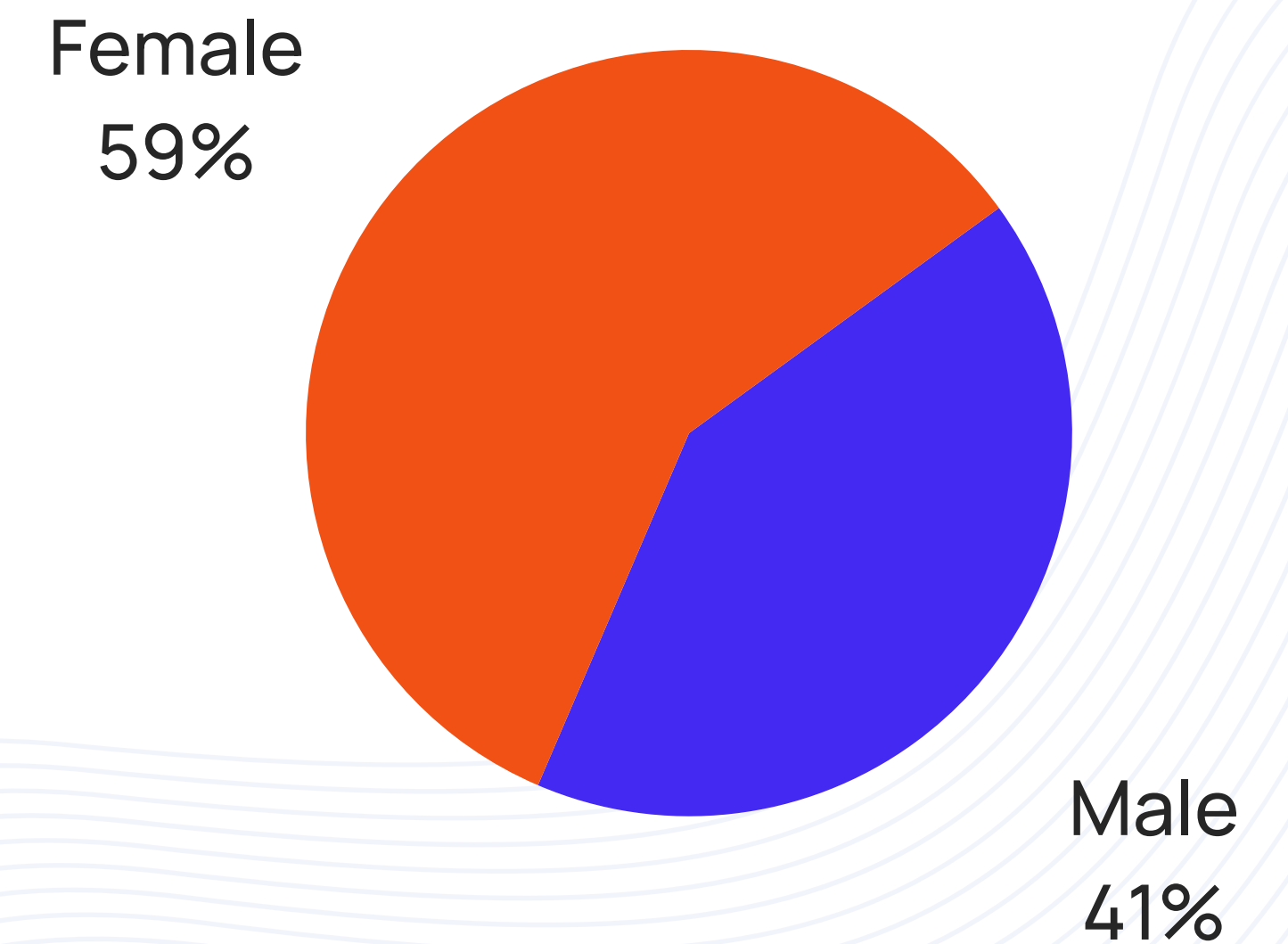


Gender Profile: Ever vs. Never listened

Ever listened to podcasts



Never listened
to podcasts

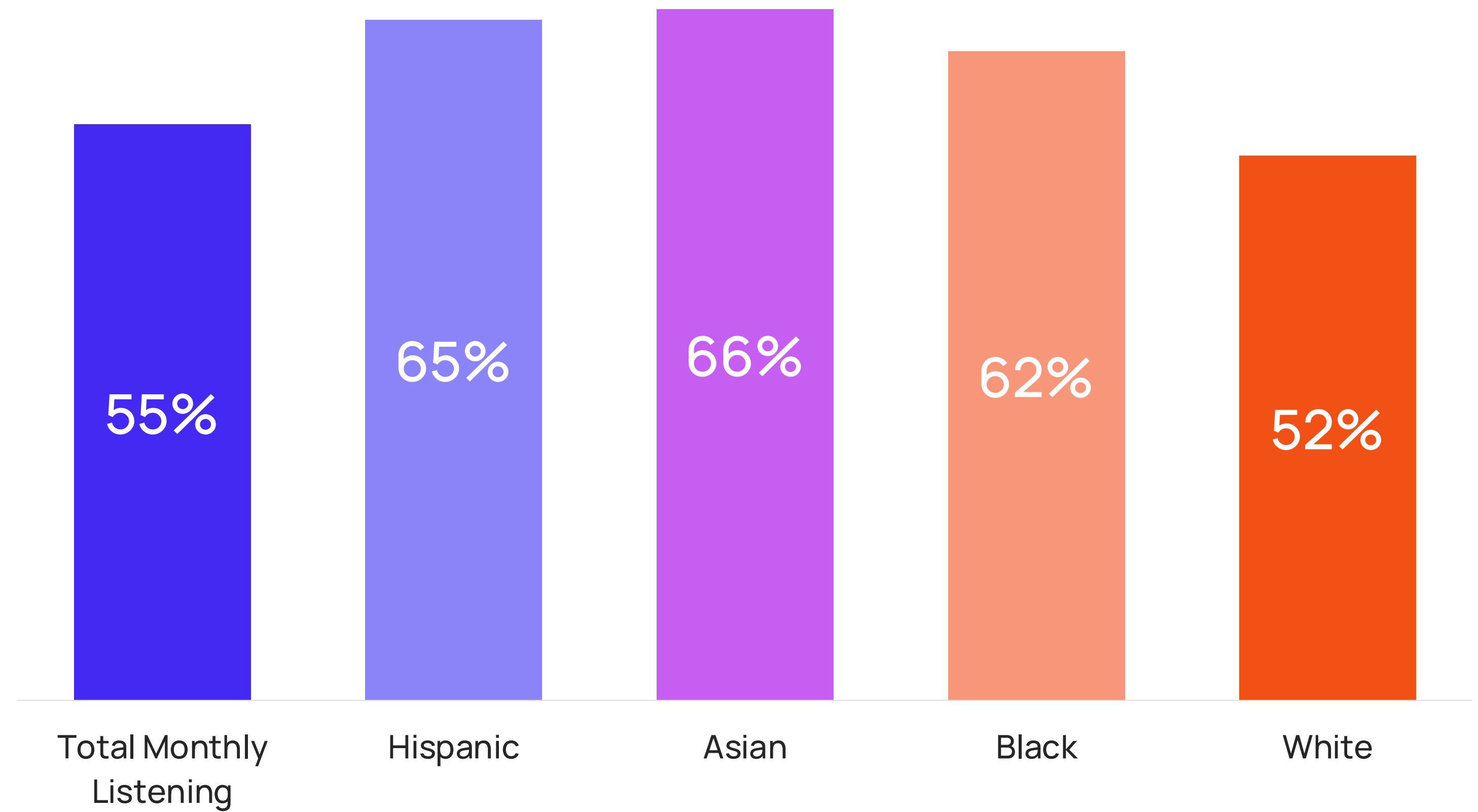


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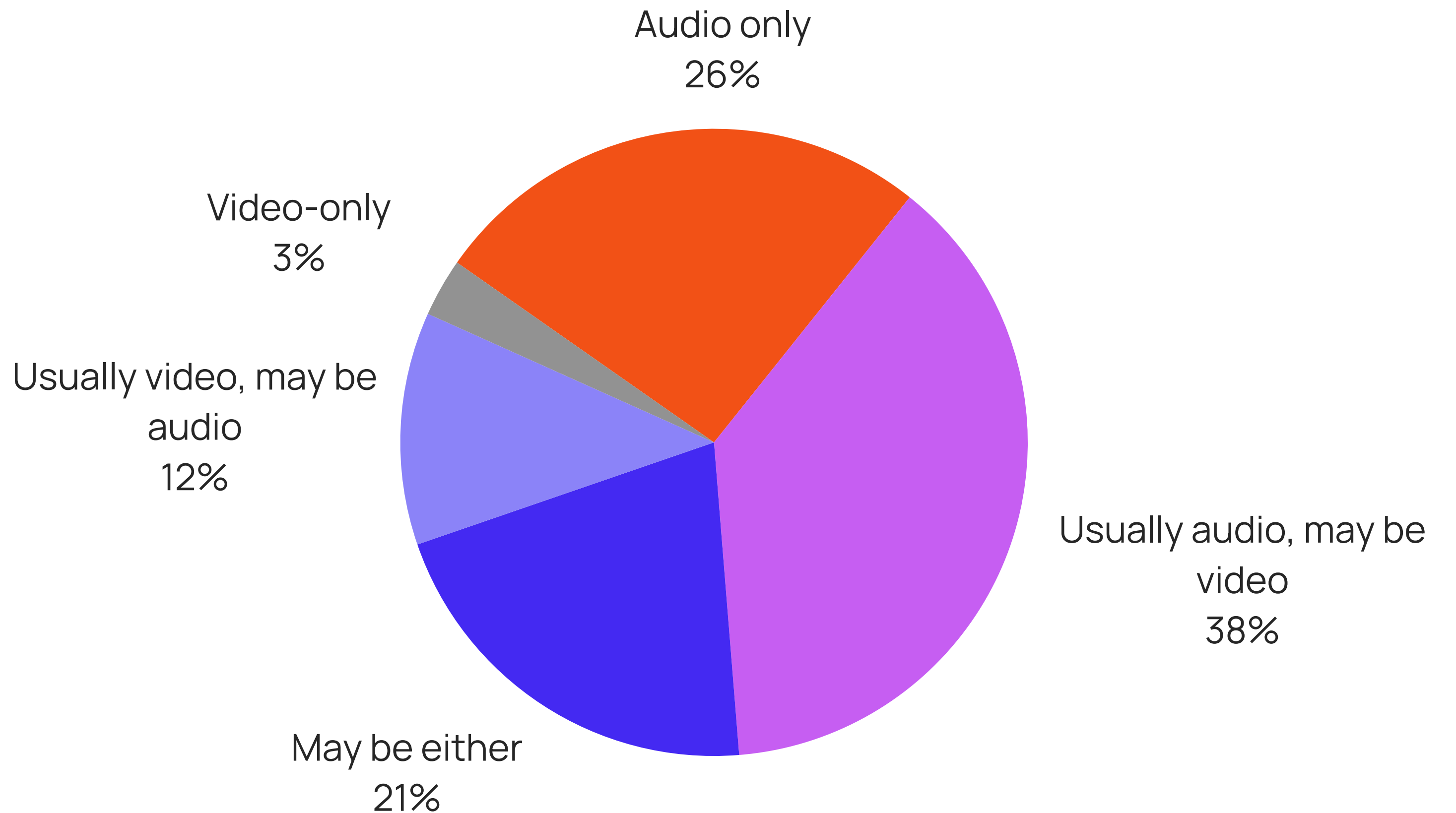
Podcasting: Monthly Listeners by Race/Ethnicity

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When you think of a podcast, do you expect it to be audio or video?

2024



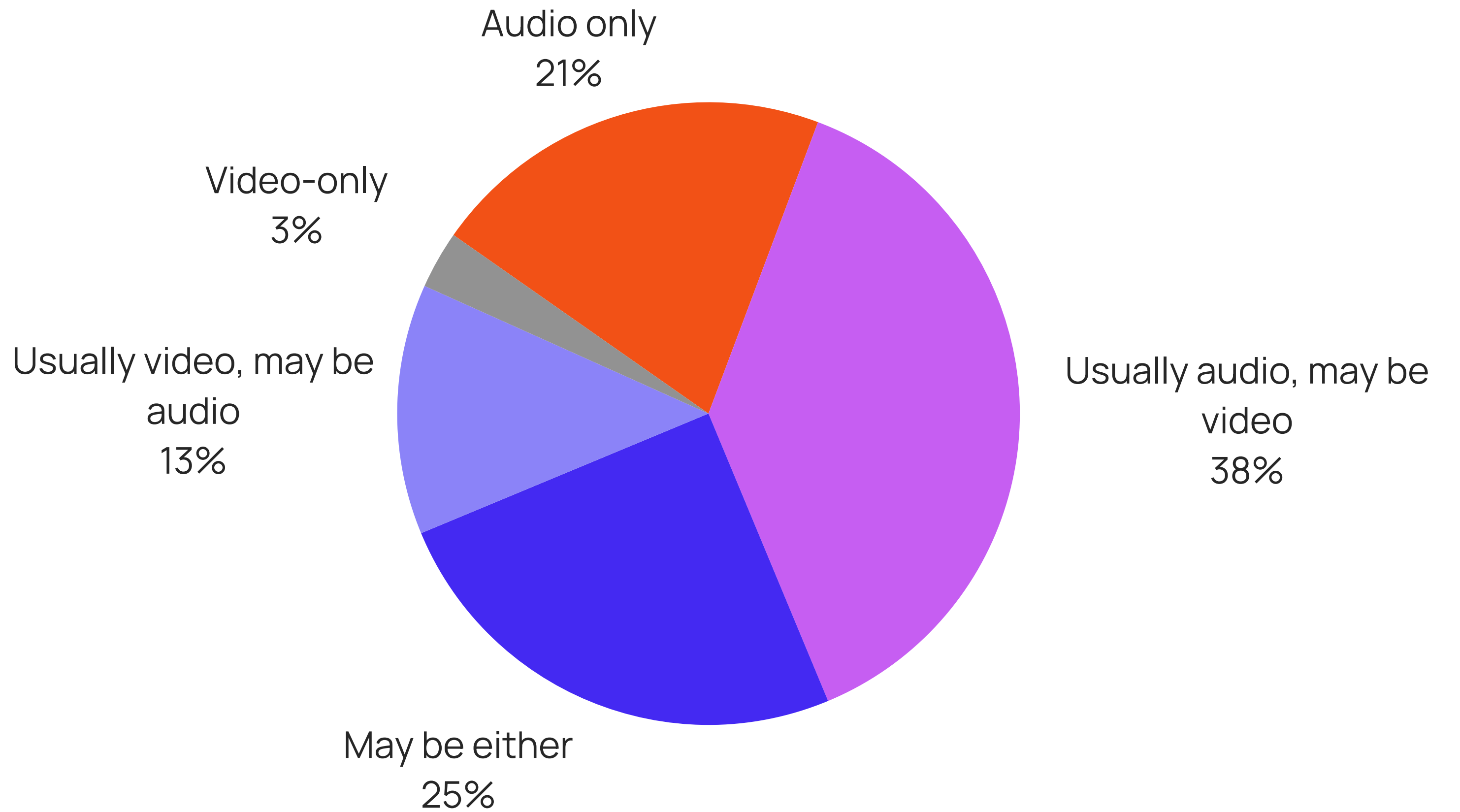
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Base: Familiar with the term 'podcast'

When you think of a podcast, do you expect it to be audio or video?

2025



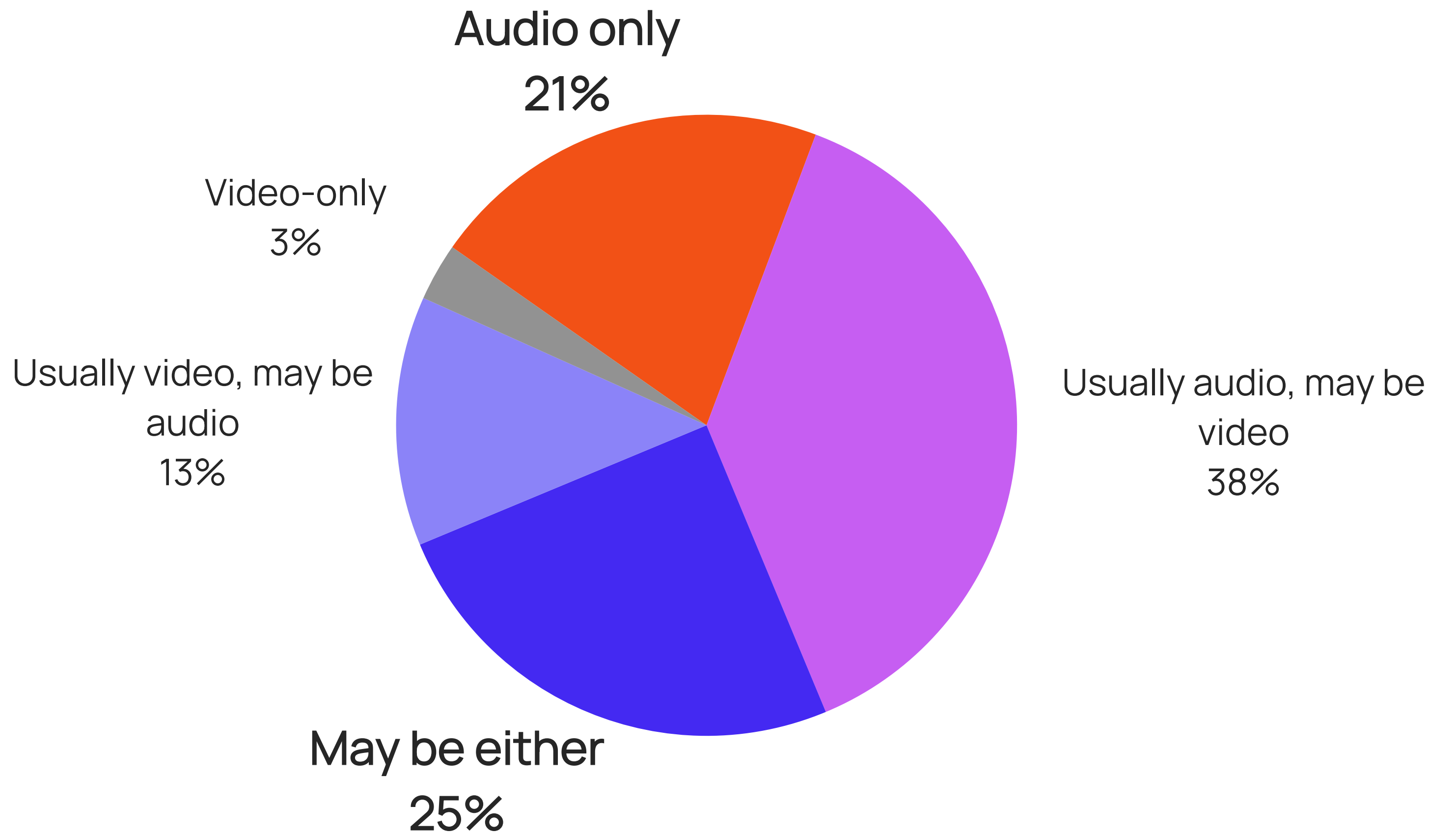
Base: Familiar with the term 'podcast'

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When you think of a podcast, do you expect it to be audio or video?

2025



Base: Familiar with the term 'podcast'

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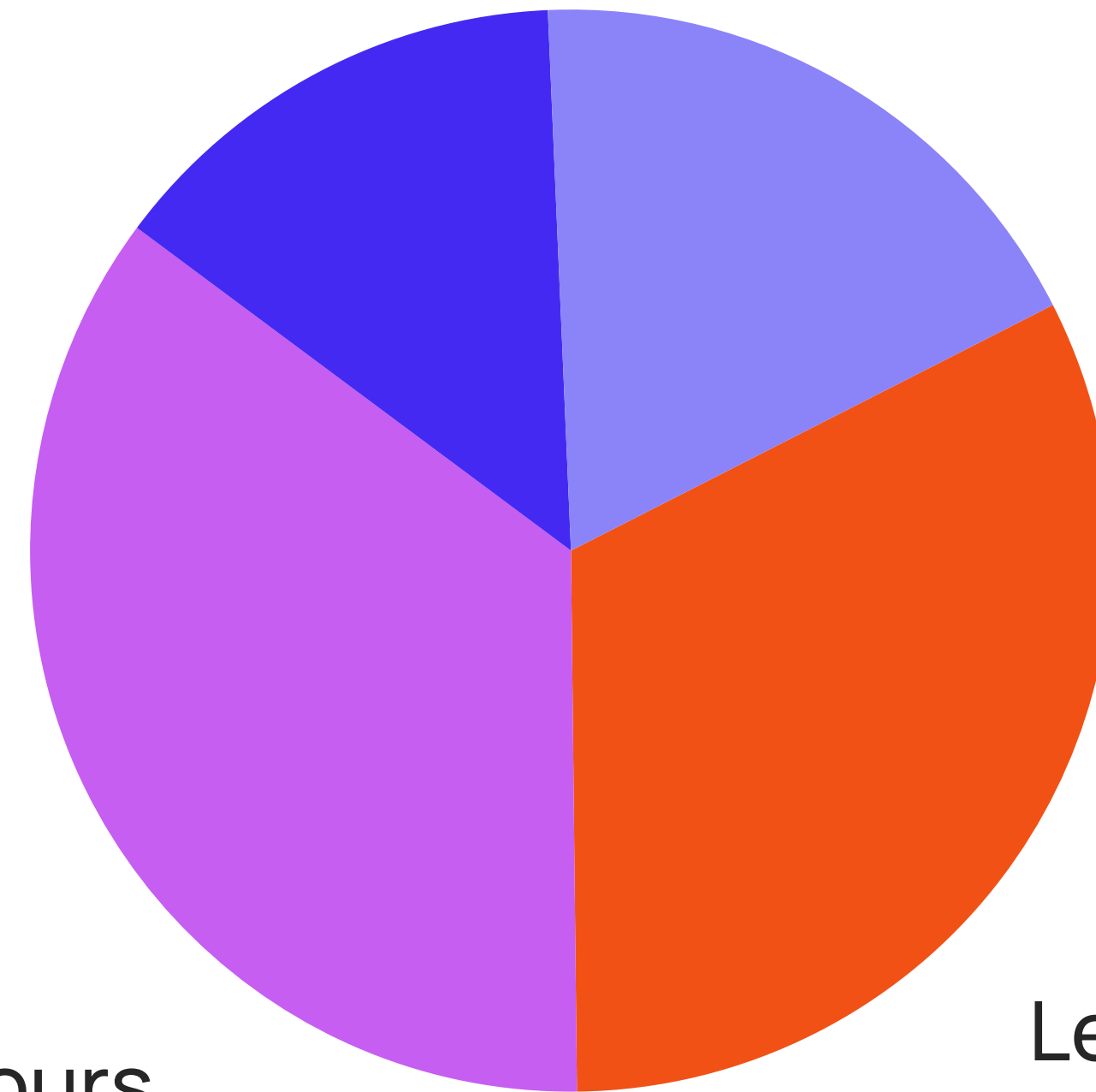
Thinking of the past week, how much time would you say you spent listening to podcasts?

Mean: 6.0 hours

2024

5 to less than 10 hours,
14%

More than 10 hours,
18%



2 to less than 5 hours,
35%

Less than 2 hours,
32%

Base: Listened to a podcast in the last week

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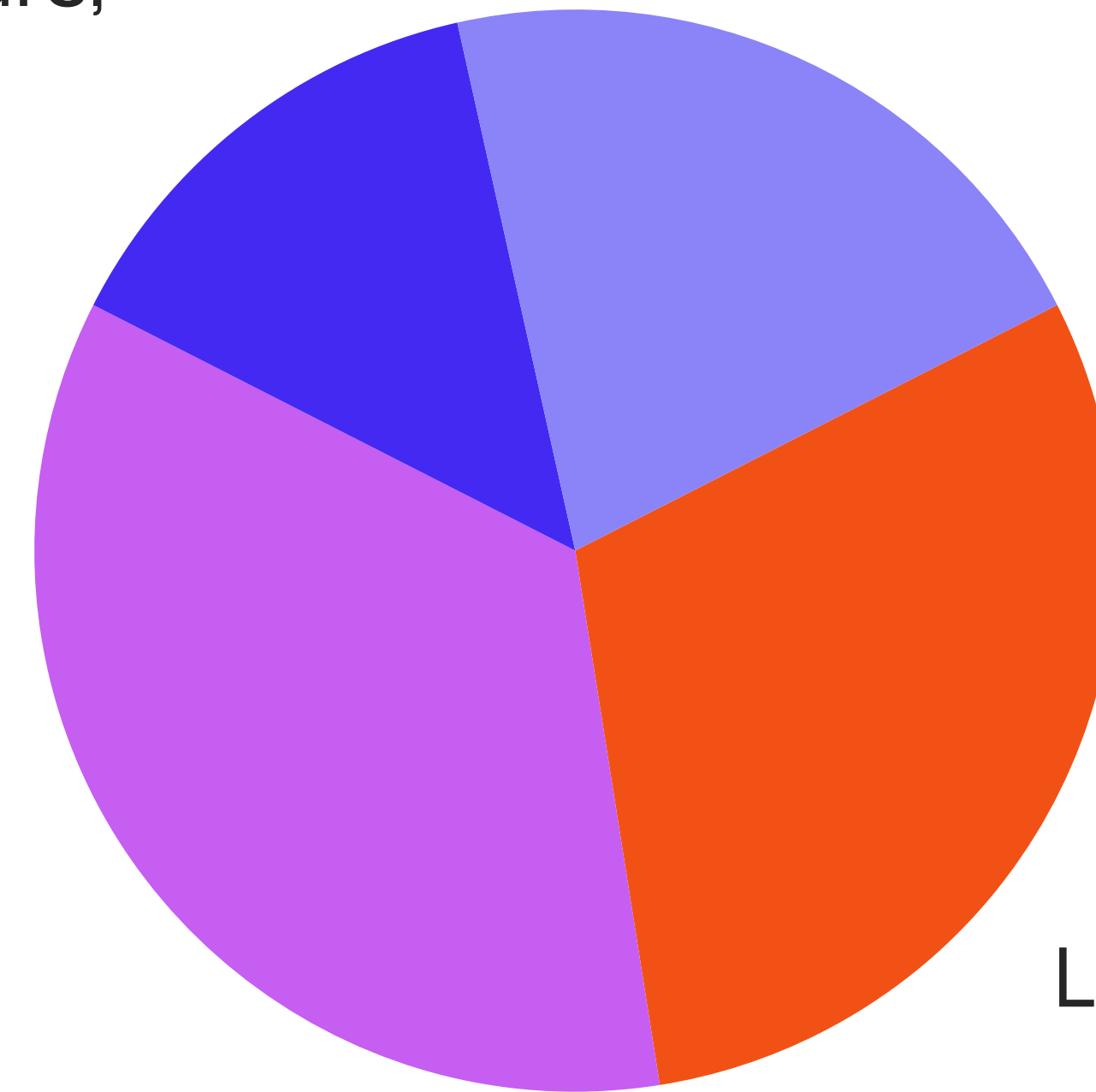
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Thinking of the past week, how much time would you say you spent listening to podcasts?

Mean: 6.3 hours

5 to less than 10 hours,
14%

More than 10 hours,
21%



Less than 2 hours,
30%

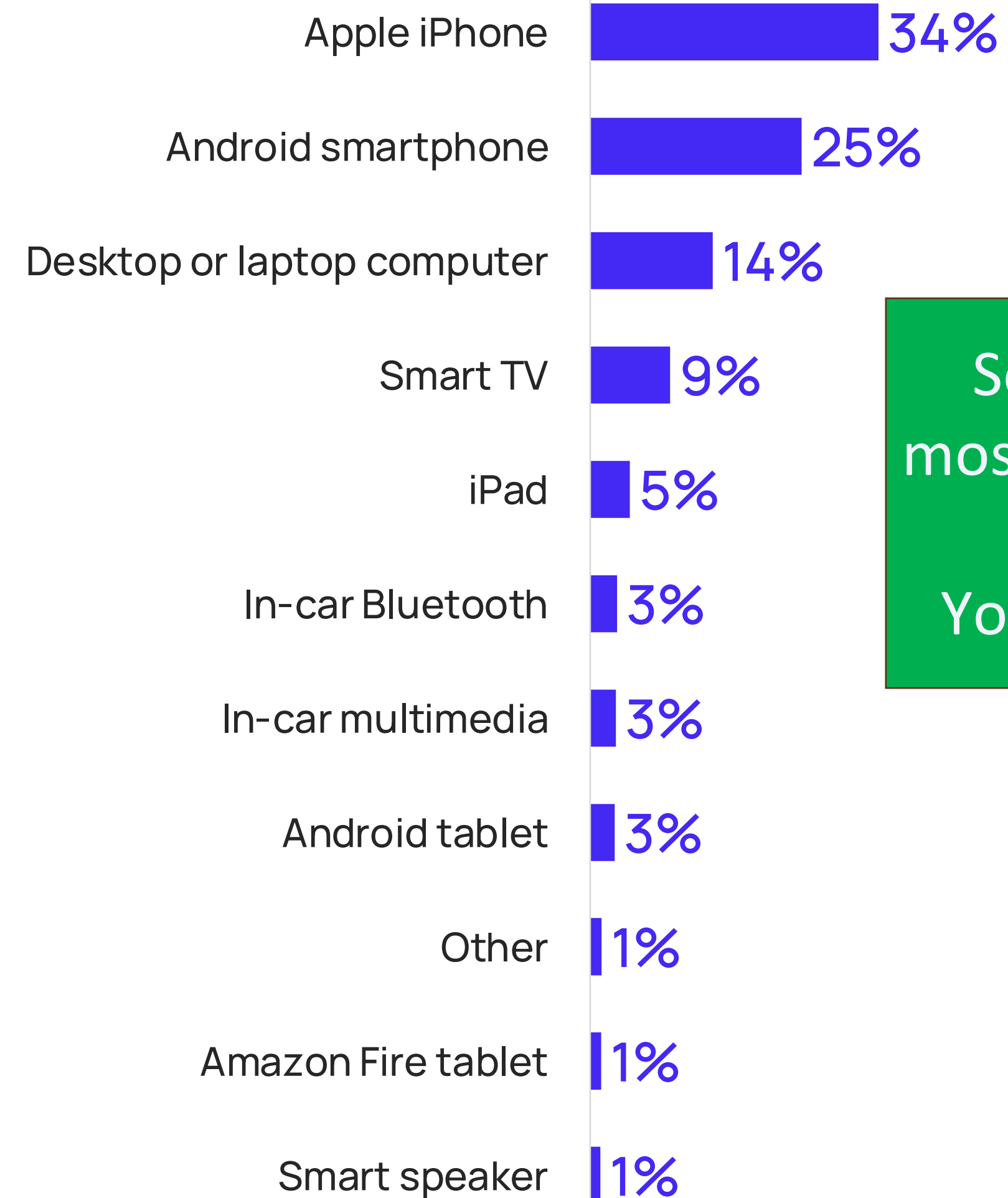
2 to less than 5 hours,
35%

Base: Listened to a podcast in the last week

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What device do you use most often to consume podcasts?



Service used
most on smart TV

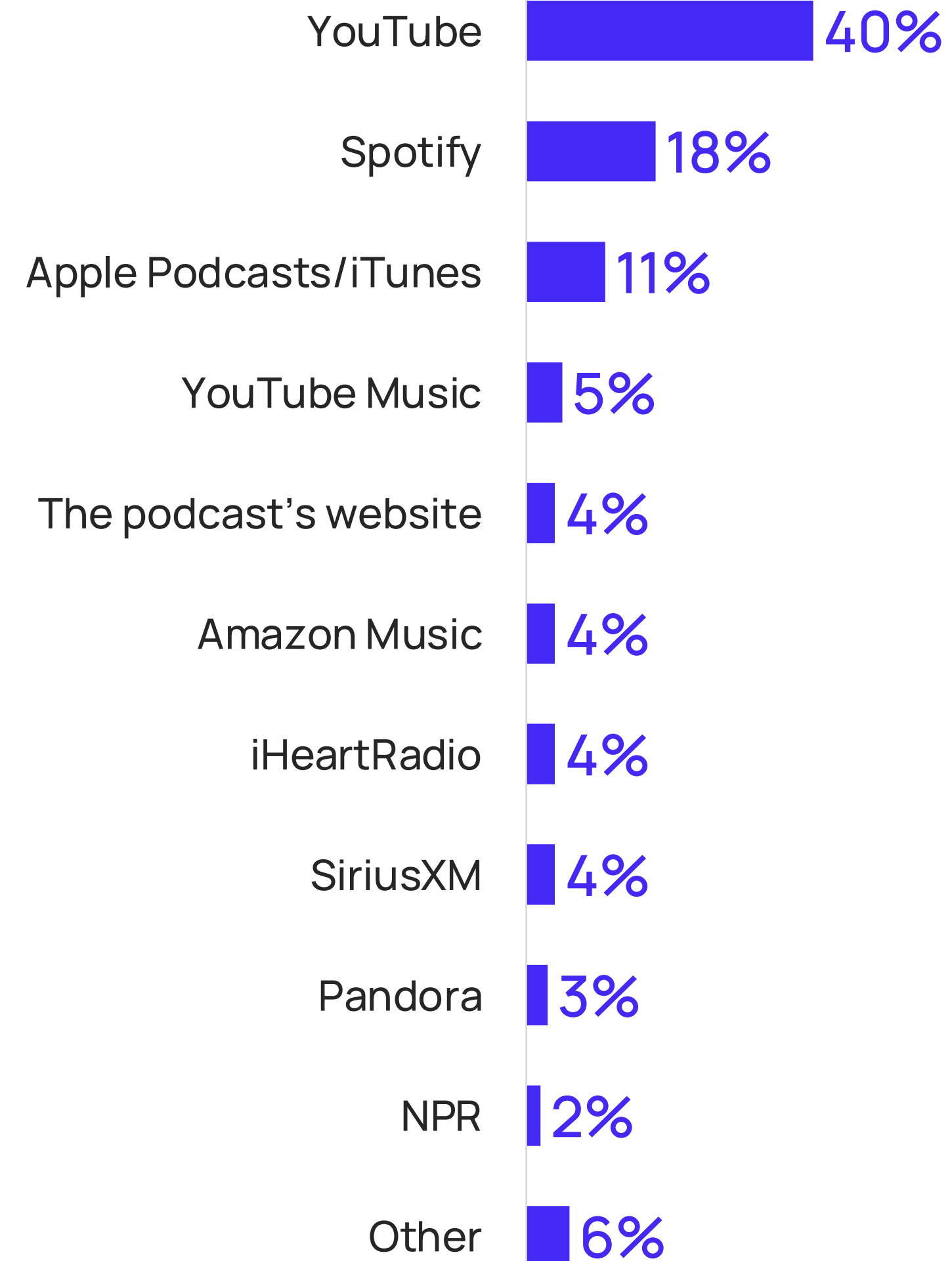
YouTube – 76%

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Base: Have listened to a podcast in the last month

What app/service do you use most often to consume podcasts?



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Base: Have listened to a podcast in the last month

What app/service do you use most often to consume podcasts?

2024

YouTube

39%

Spotify

20%

Apple Podcasts/iTunes

11%

2025

YouTube

40%

Spotify

18%

Apple Podcasts/iTunes

11%

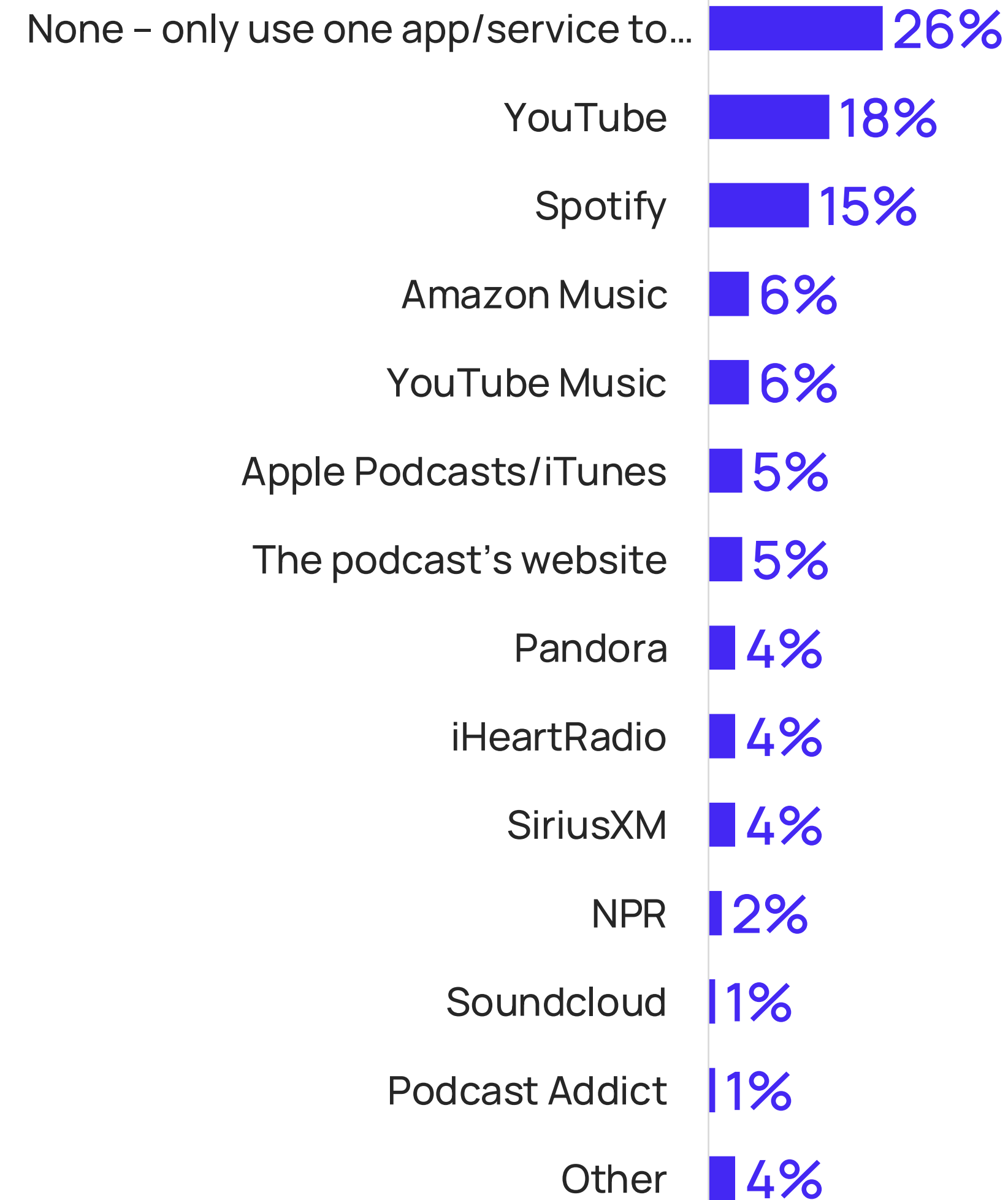
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Base: Have listened to a podcast in the last month

What app/service do you use **second** most often to consume podcasts?

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Base: Have listened to a podcast in the last month

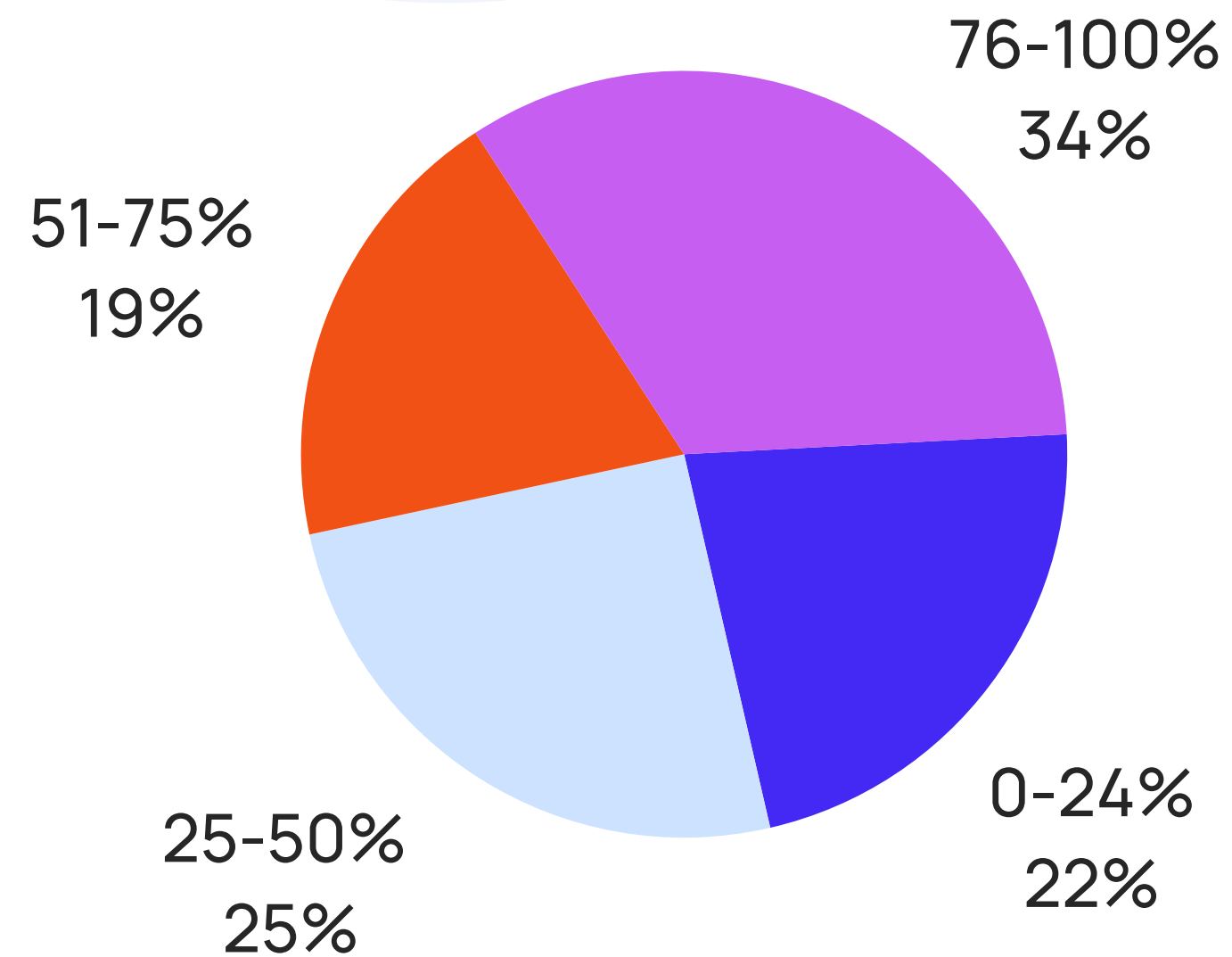
Percentage of podcasts consumed by watching video, per platform

Monthly Podcast Consumers

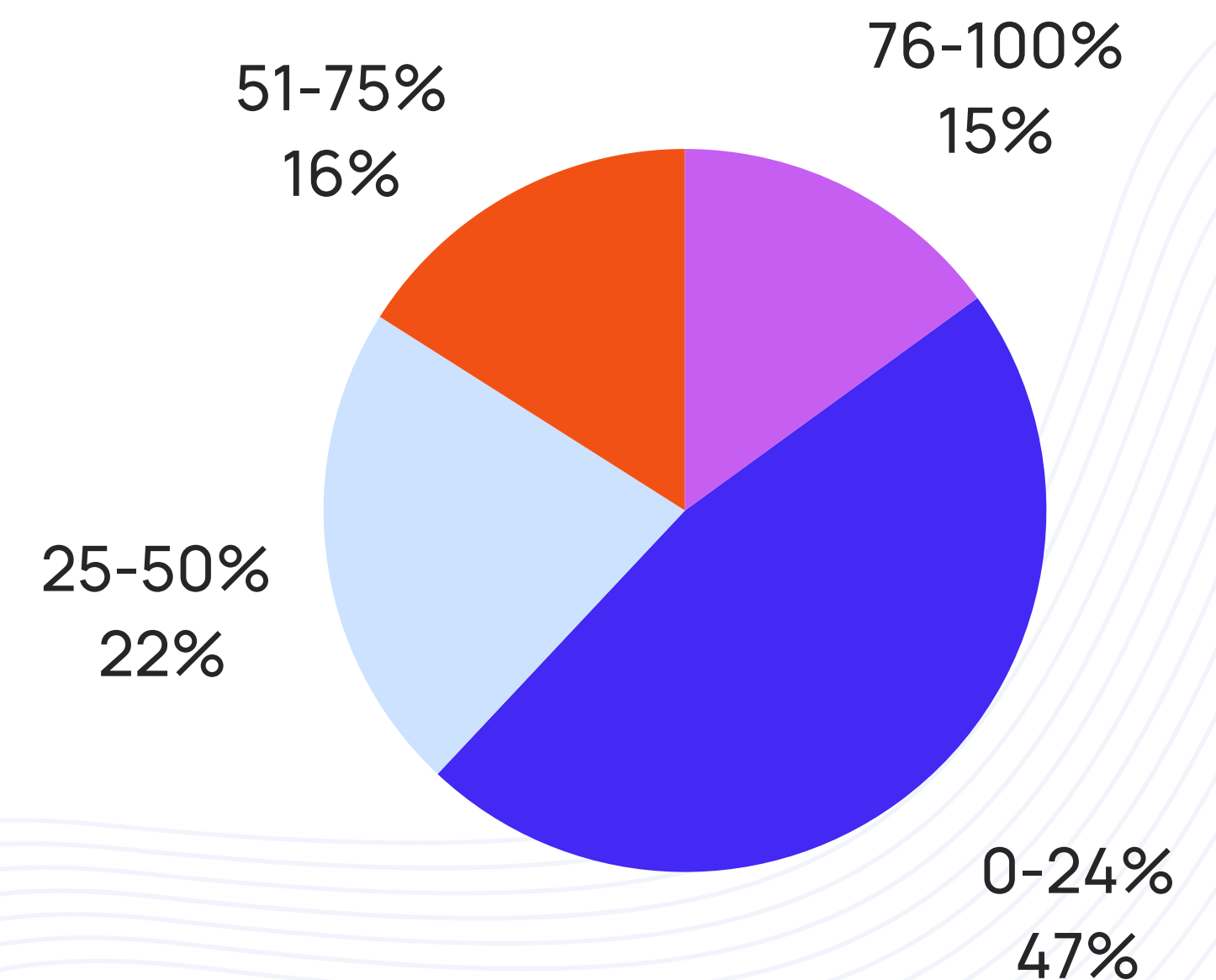
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YouTube

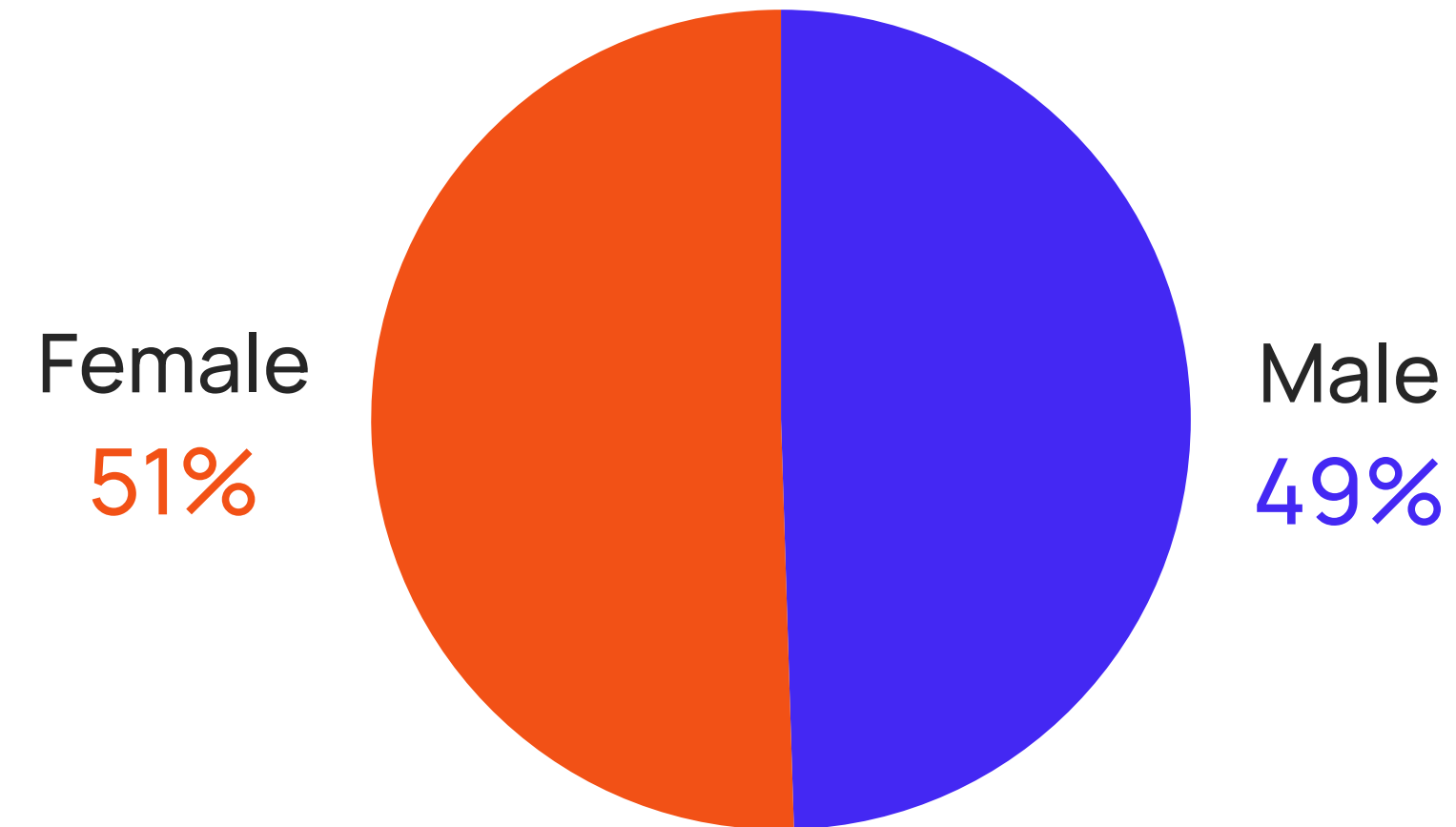


Spotify

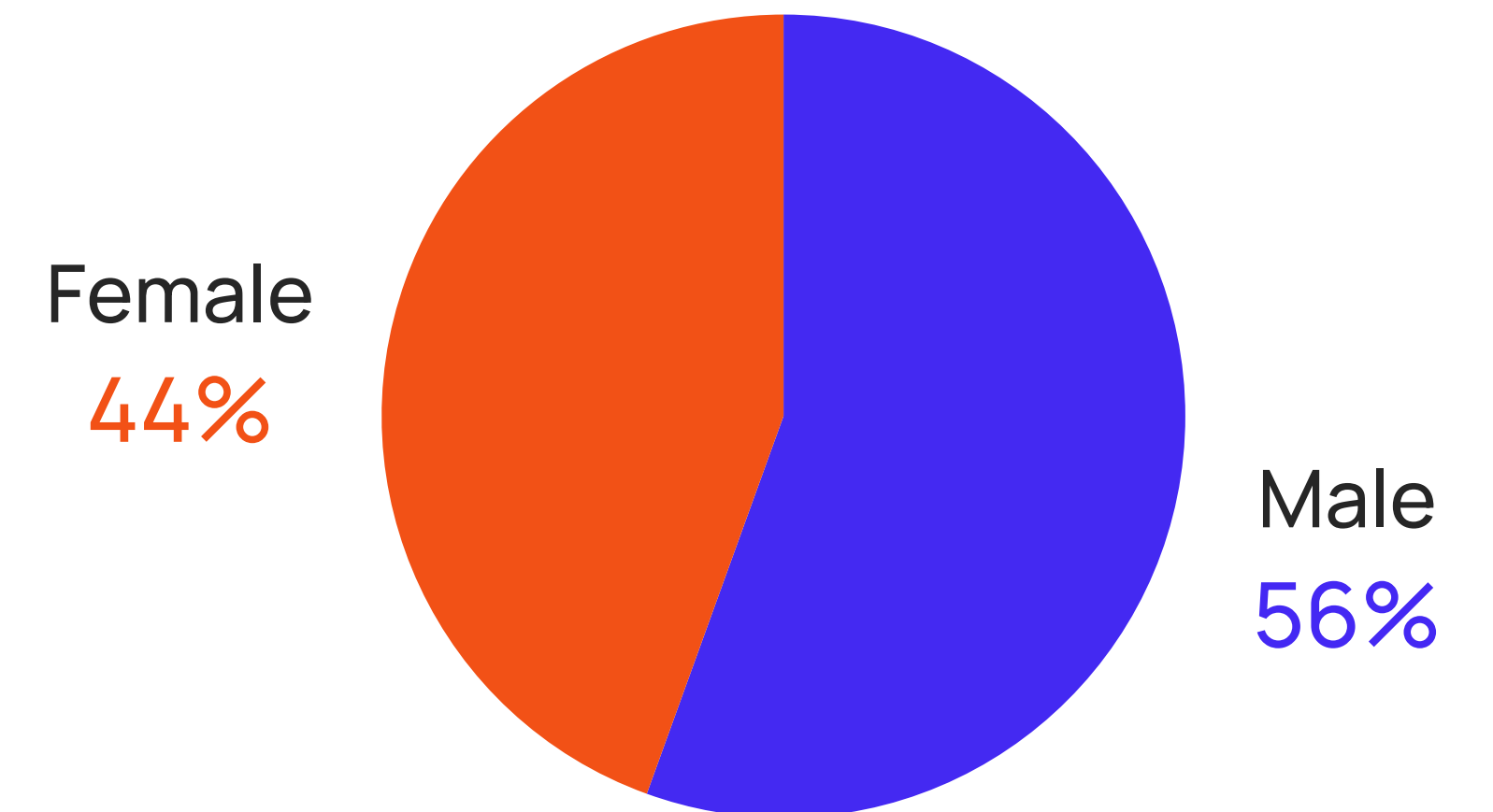


Gender Profile: Past Month Listeners

US Population



Past Month
Podcast Listeners



*No change from 2024

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

% “Very” or “Somewhat” important



2023

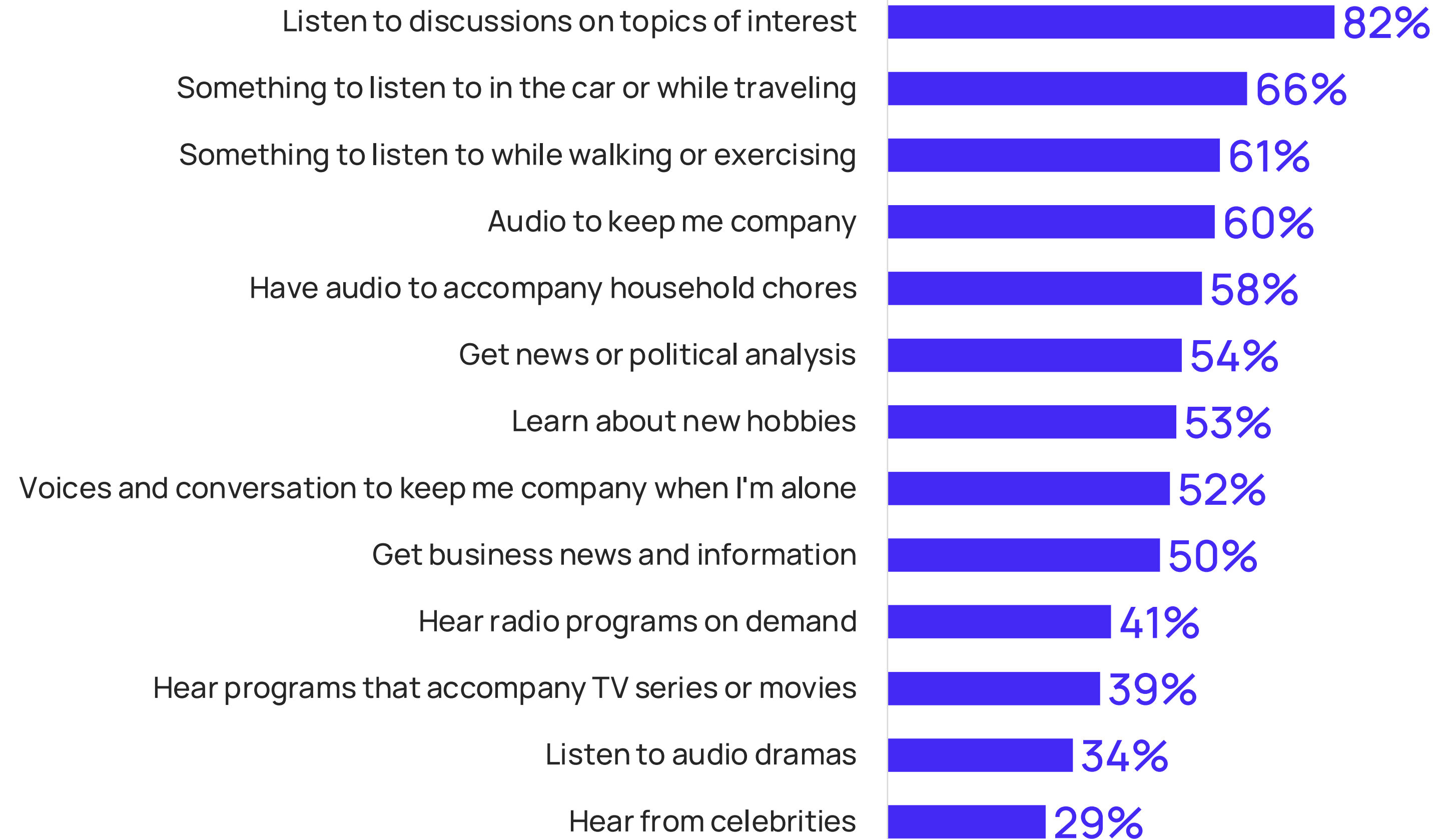
Base: ever listened to a podcast

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

% “Very” or “Somewhat” important



2024

Base: ever listened to a podcast

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

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 AMERICAN PUBLIC MEDIA®

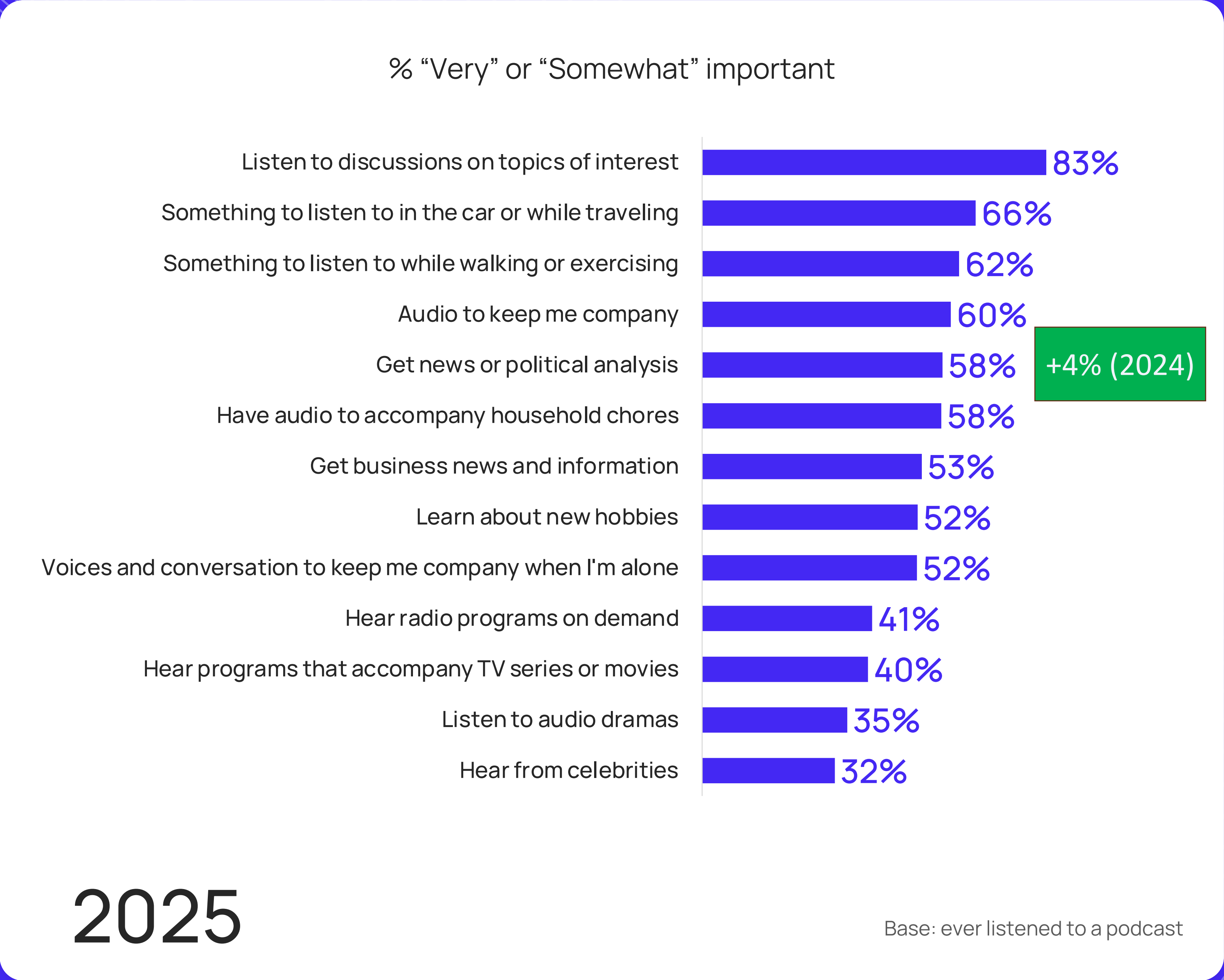




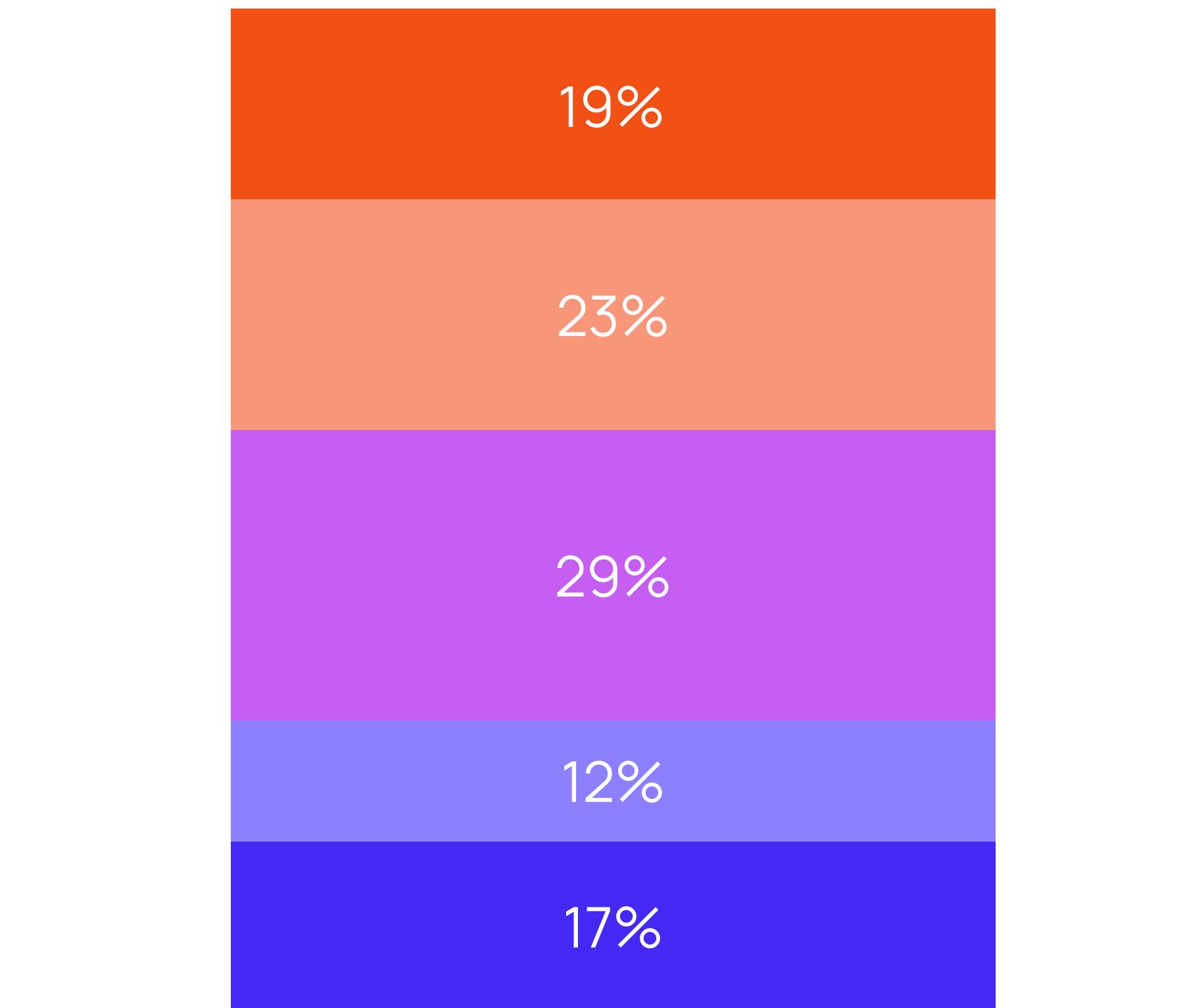








How long have you been listening to podcasts, in general?



- More than 5 years
- 3 - 5 years
- 1 - 2 years
- 6 to 11 months
- Past 6 mths

Base: Ever listened to a podcast

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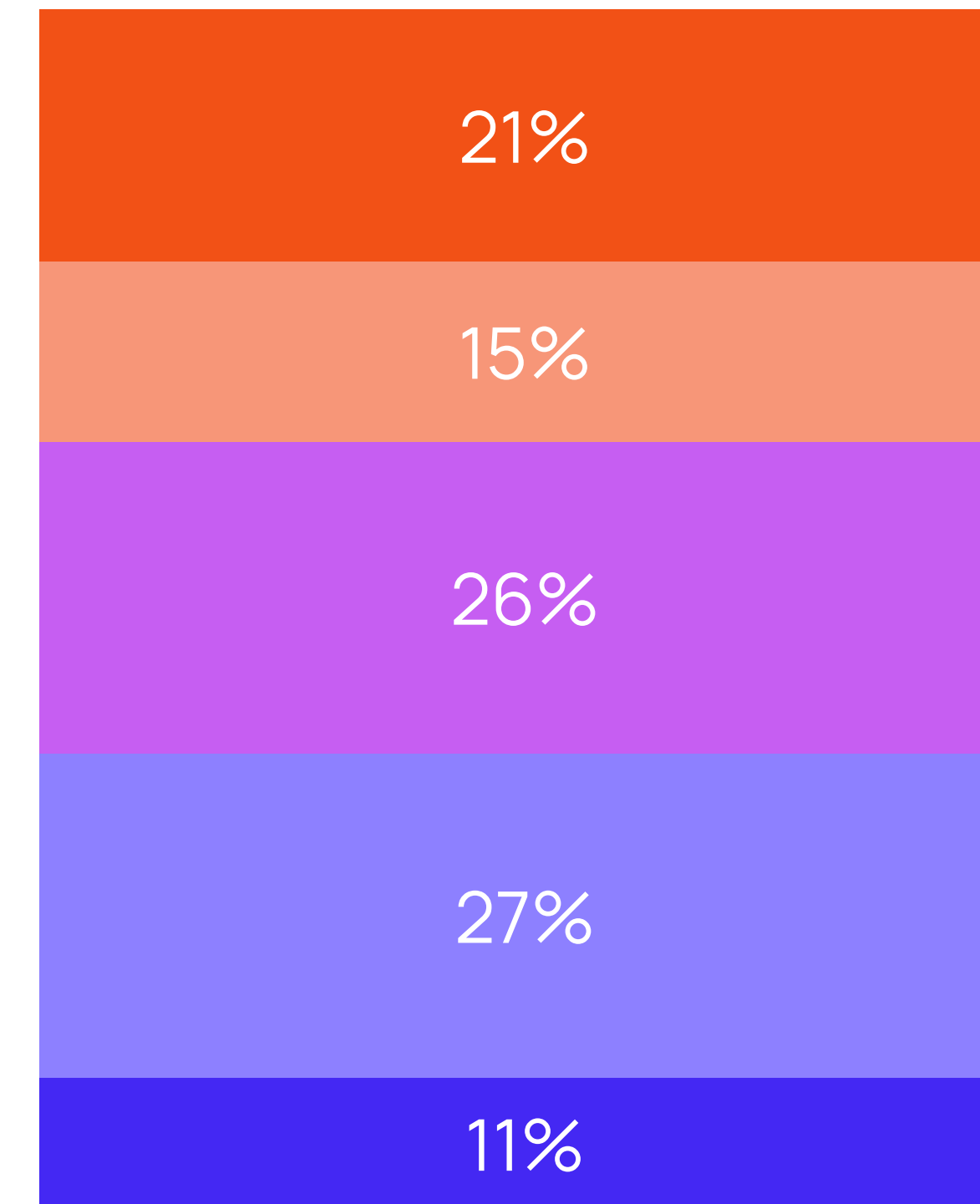
Thinking about the podcasts that you follow, how many different titles do you listen to regularly?

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Mean: 3.4

2023 – 3.2
2024 – 3.5

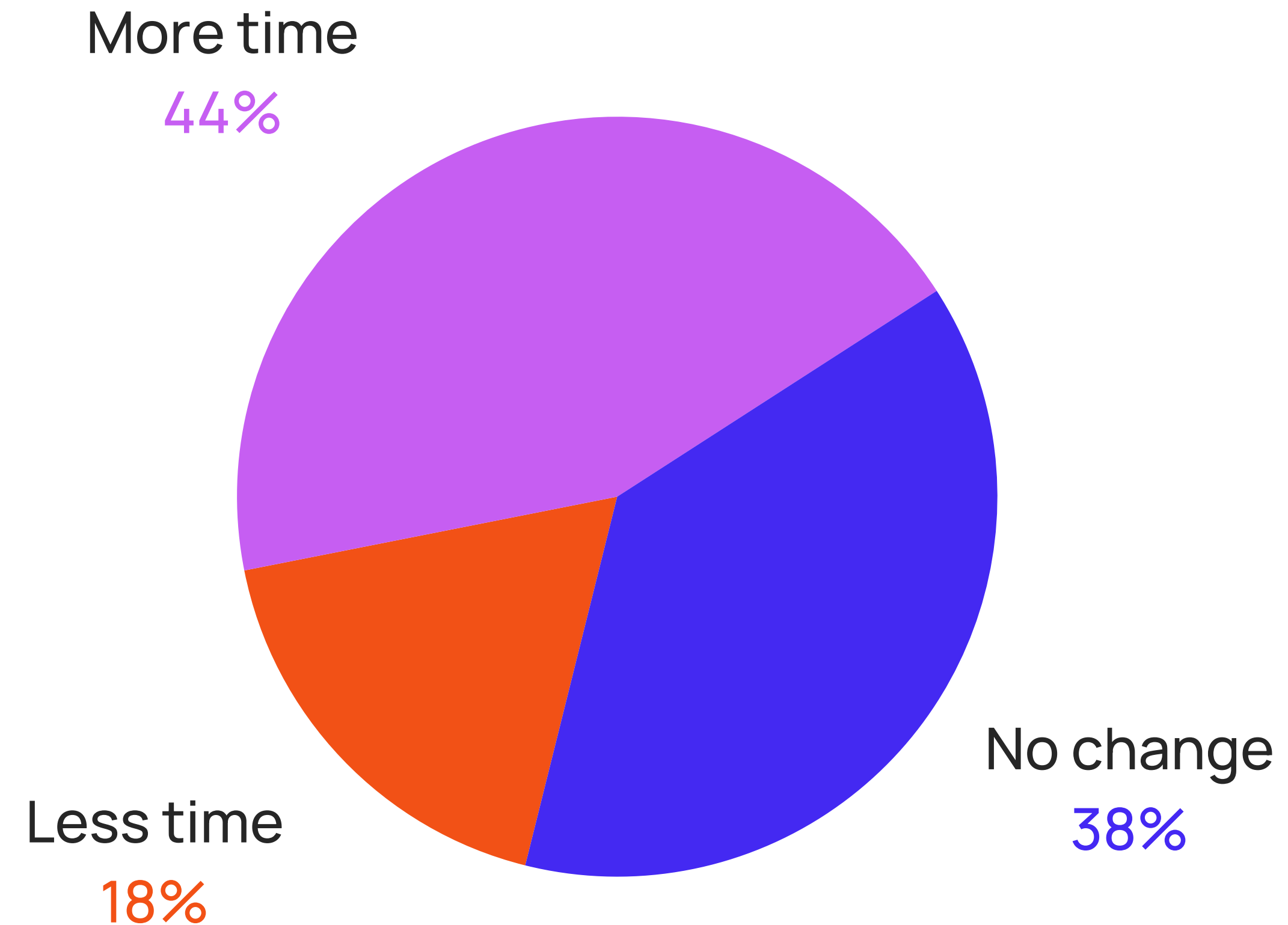


■ 5+ Titles ■ 4 Titles ■ 3 Titles ■ 2 Titles ■ 1 Title

Base: Listened to a podcast in the last month

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Thinking back to one year ago, do you spend more or less time listening to podcasts today than you did then?



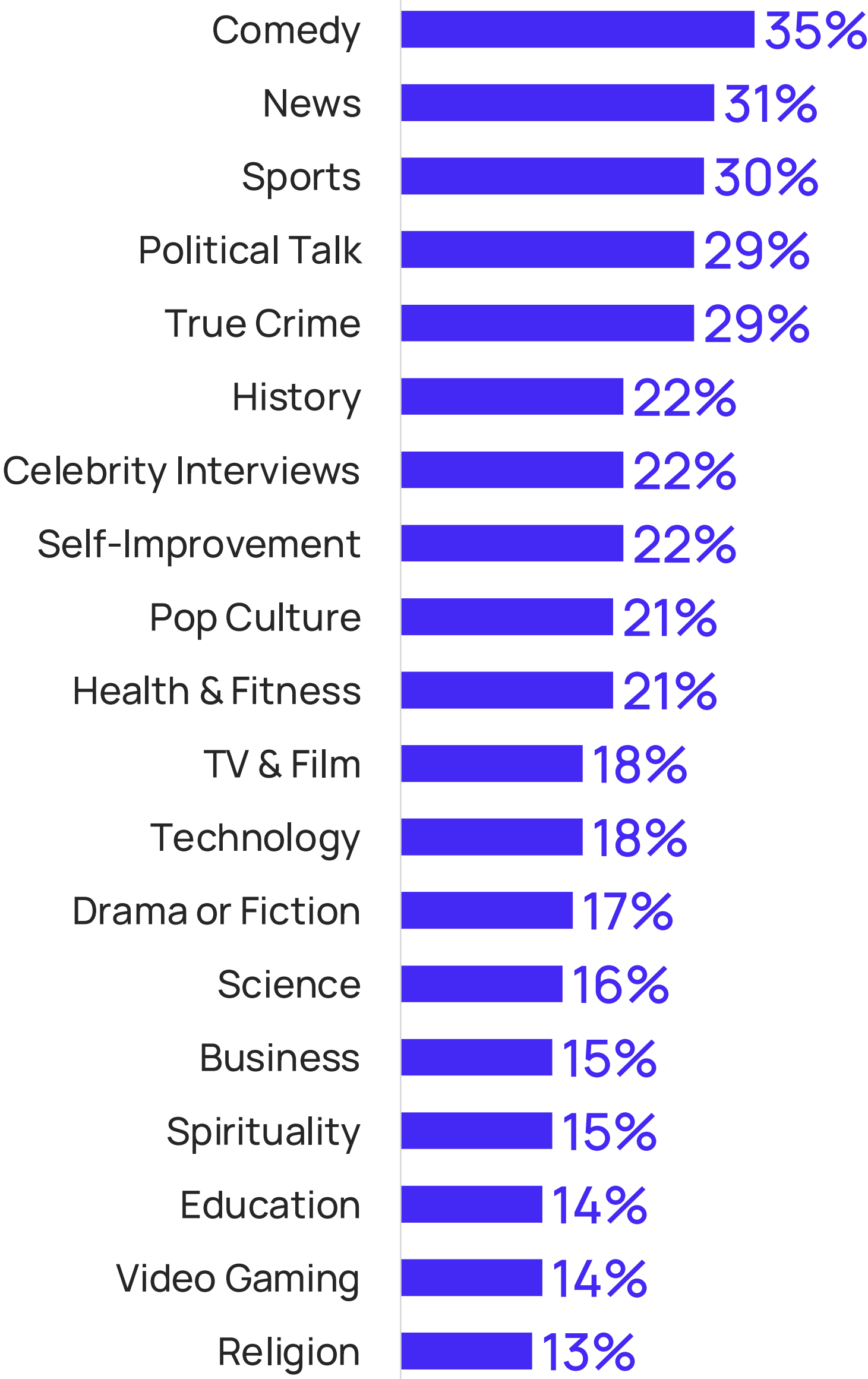
Base: Listened to a podcast in the last month

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

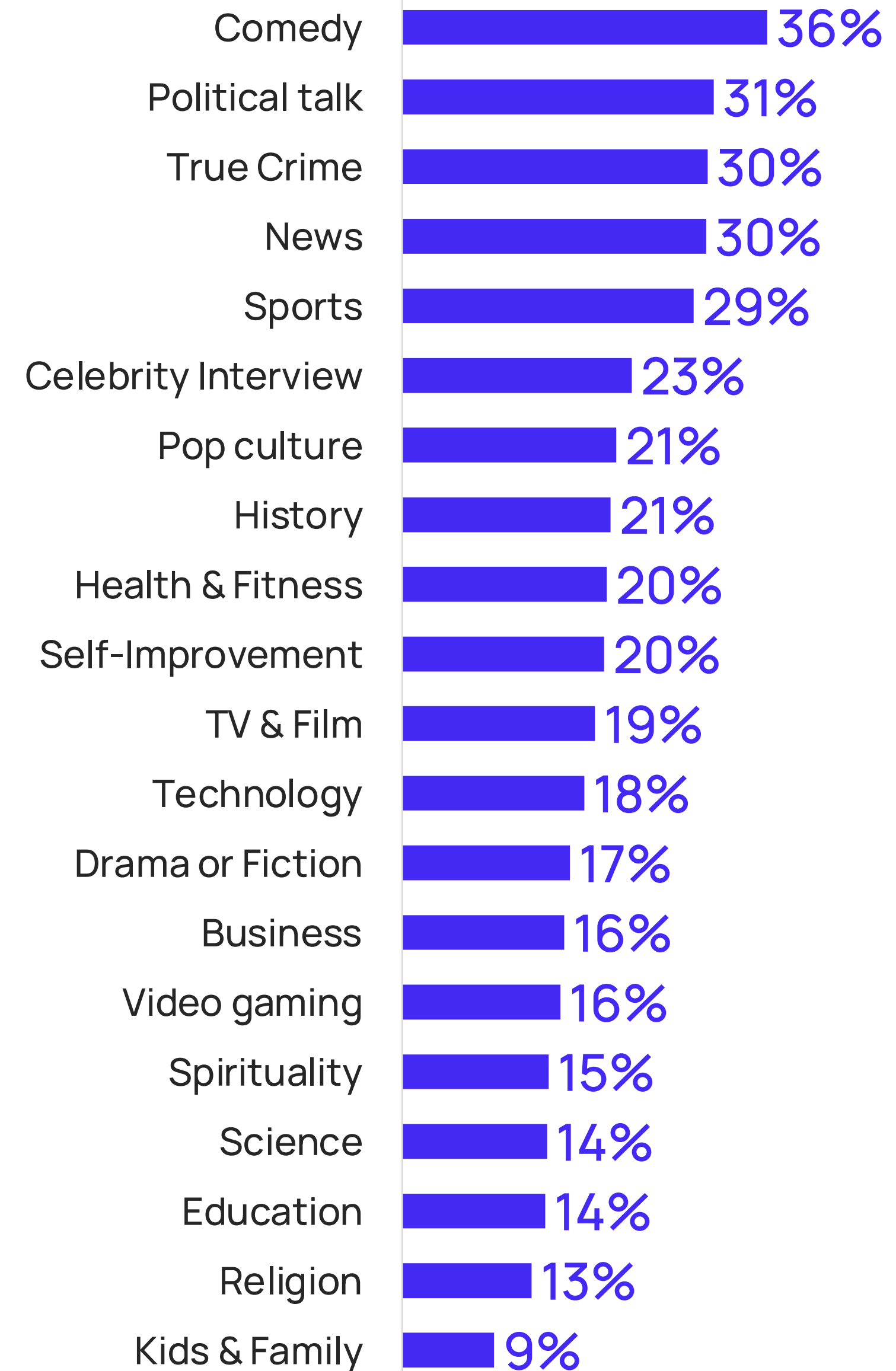
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Base: Have listened to a
podcast in the last month

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

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Base: Have listened to a podcast in the last month

2025

Top 20 'Favorite' Podcasts

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The Joe Rogan Experience



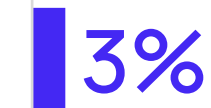
Crime Junkie



The Daily



Call Her Daddy



New Heights/Kelces



Smartless



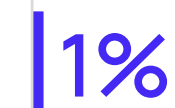
Dateline NBC



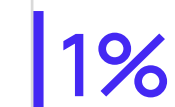
Stuff You Should Know



Mel Robbins



The Breakfast Club



Morbid



Mr. Ballen



Tucker Carlson



My Favorite Murder



Conan O'Brien



Rotten Mango



Sean Hannity



Dark History



Club Shay Shay



The Ramsey Show

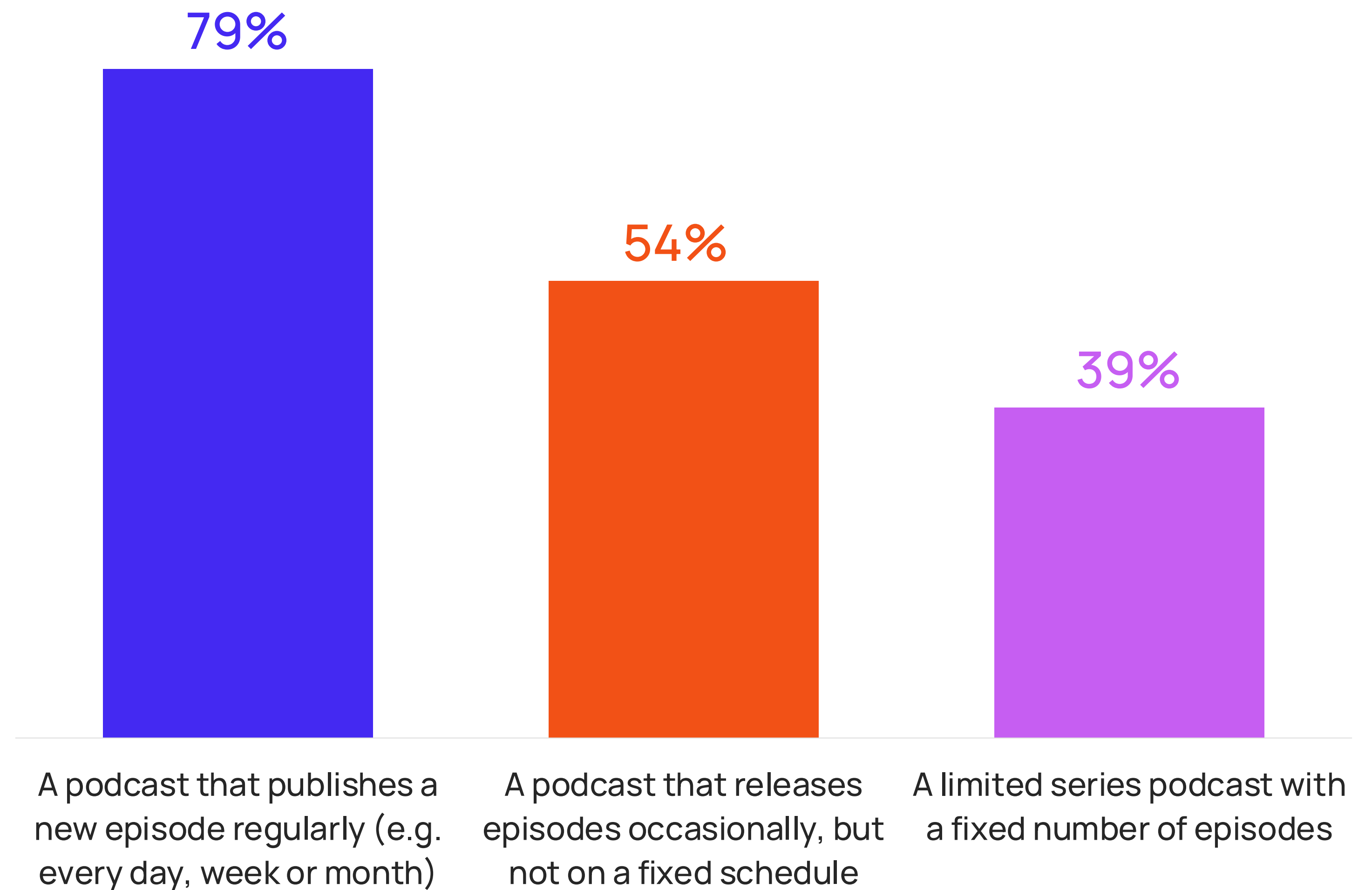


Base: Ever listened to a podcast.. NOTE: 'Favorite' does not reflect total audience

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

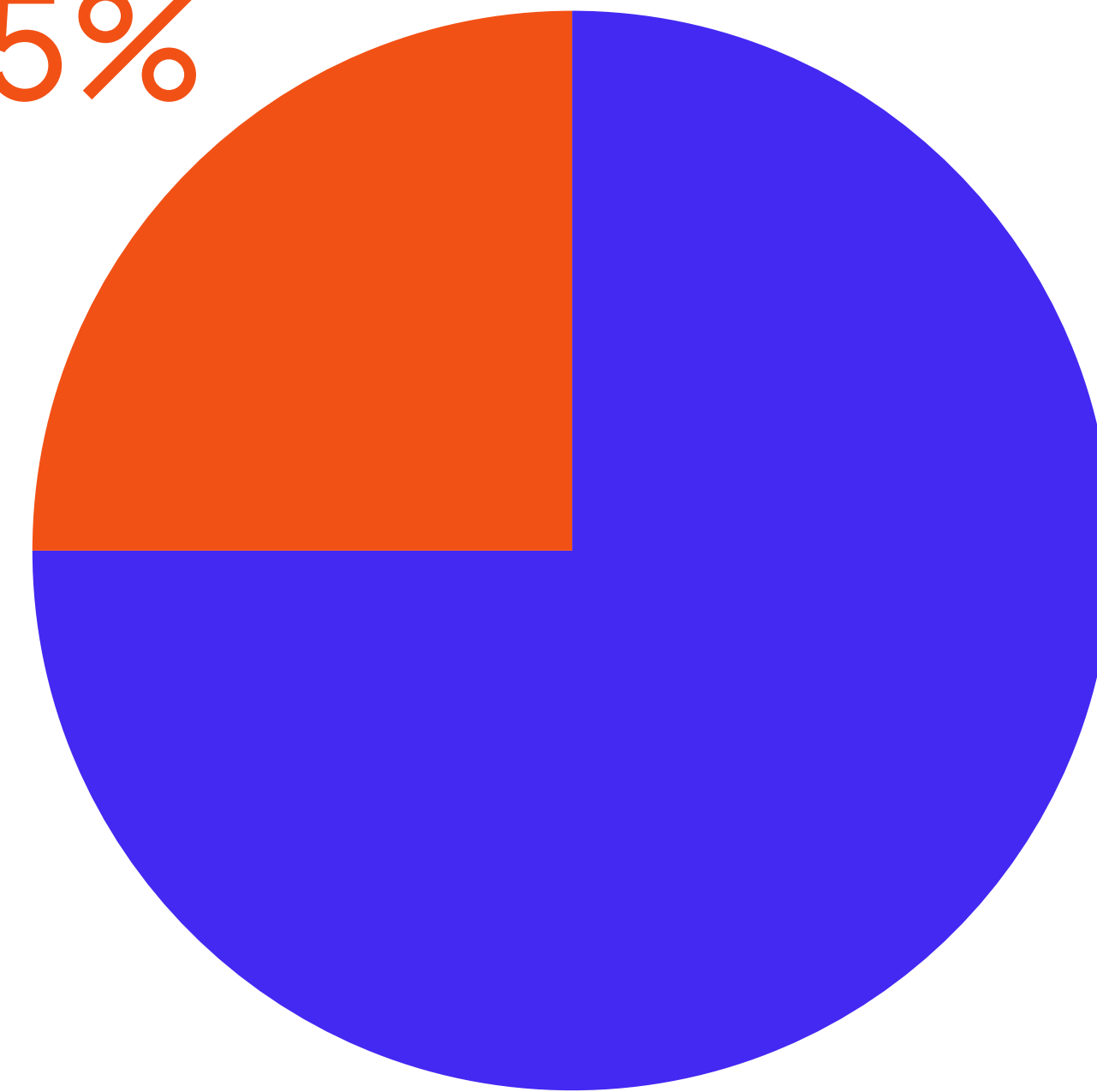
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Base: Listened to a podcast in the last year

When you finish a limited series, do you look for another podcast to listen to?

No
25%



Yes
75%

Base: Listened to a limited series podcast in the last year

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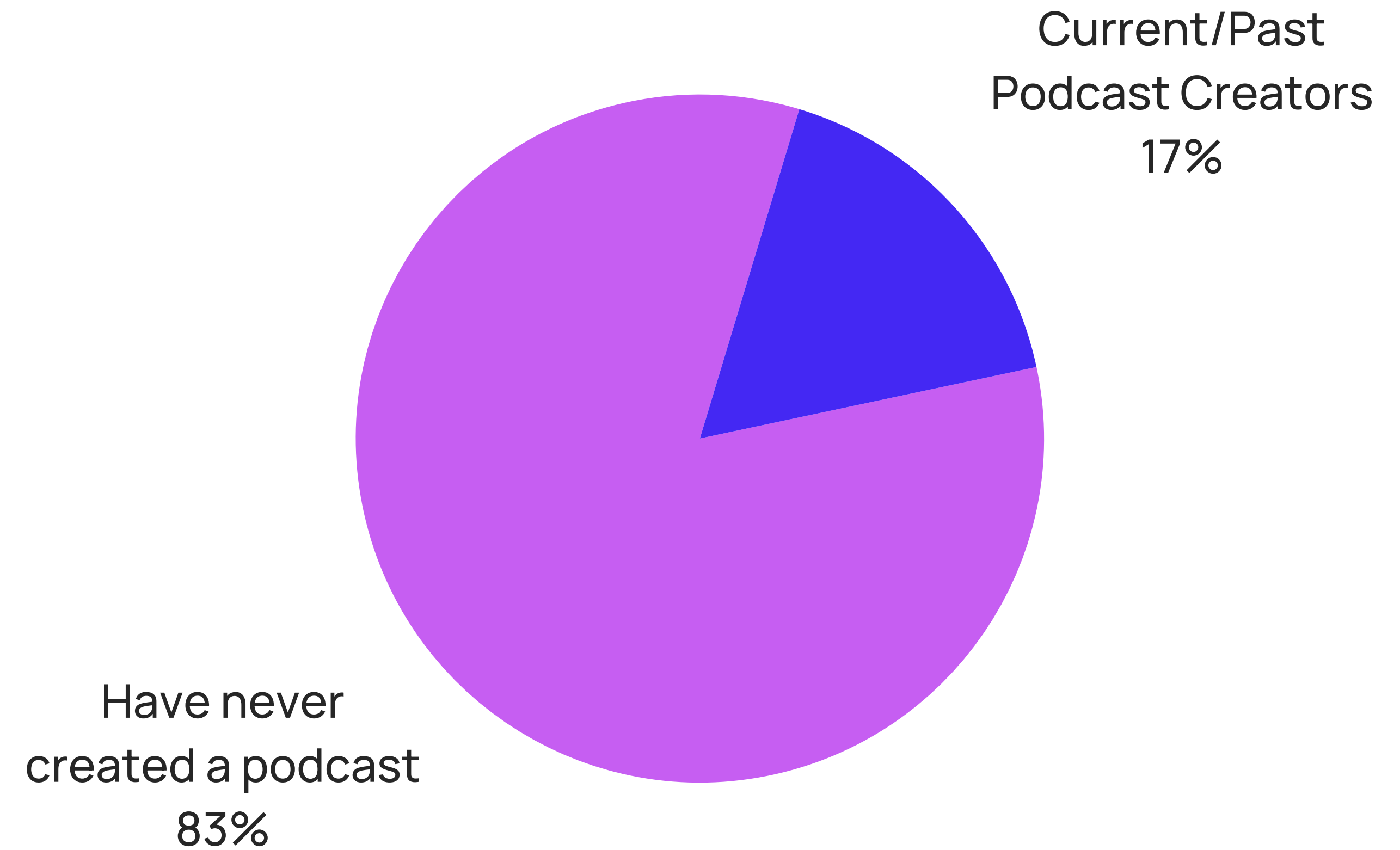
THE BUSINESS OF PODCASTING

Coming Next from The Podcast Landscape!

Part Two: Churn and Discovery
TV/Film Companion Podcasting
The Creators 2025



The Creators

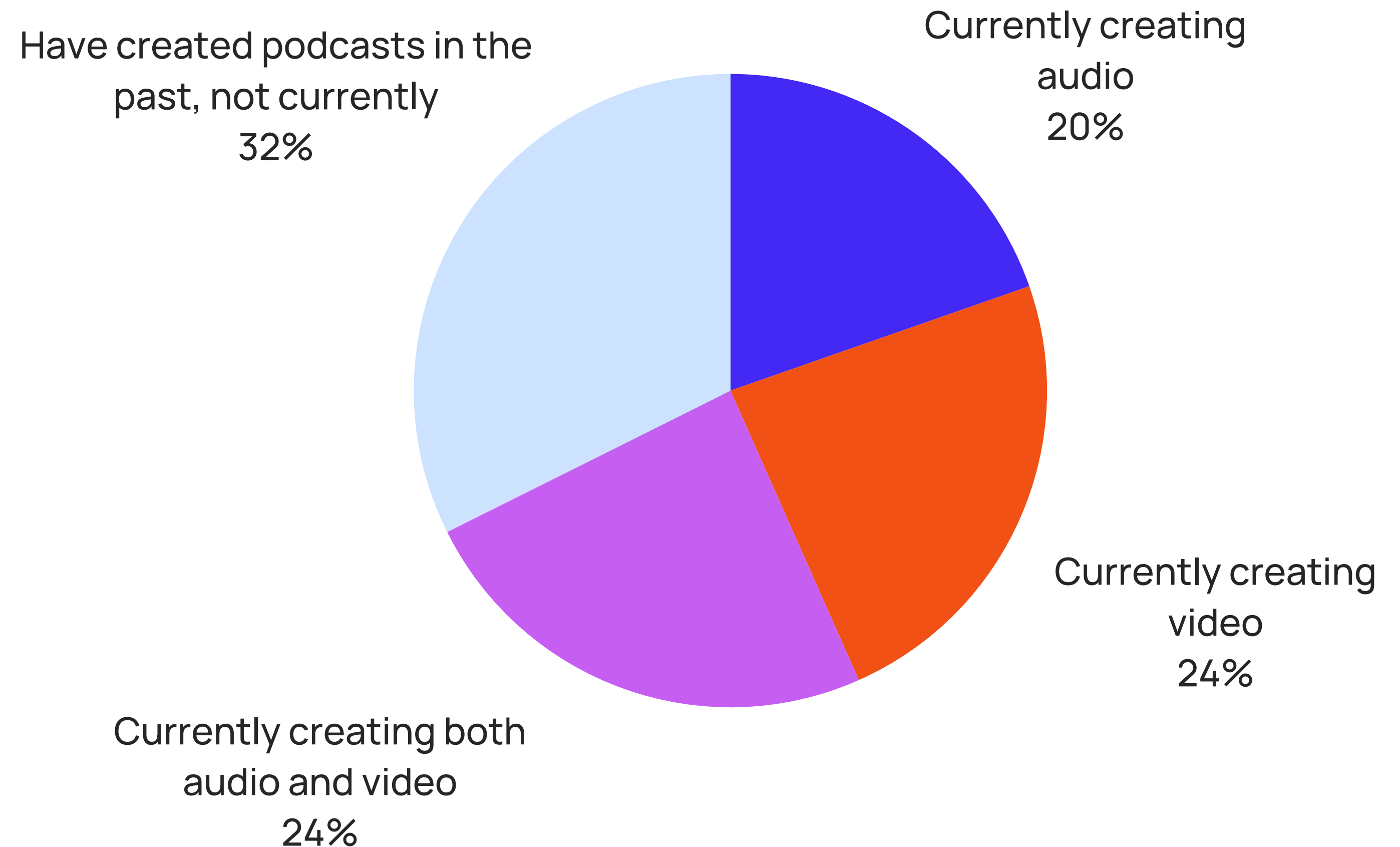


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Base: Have ever consumed a podcast

The Creators



Base; Have ever created a podcast

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The Podcast Landscape 2025

Highlights: Core Metrics

1

The podcast space is maturing – organic growth has slowed, necessitating a marketing push

2

The growth we have seen has primarily been driven by multicultural audiences, and video

3

There remains a clear growth opportunity among persons 55+, especially women

4

Increasingly, podcast consumers expect their shows to be available in audio AND video

5

YouTube continues to increase its share, especially on smart/connected TVs

6

However, YouTube is widely used as an audio platform – podcasts HAVE to work without video

7

The dominance of The Joe Rogan Experience is beginning to show signs of erosion

8

Among the many benefits of podcasting, hearing from celebrities ranks the lowest

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Thank you!

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