



2025

U.S. PODCAST REPORT



A YEAR IN REVIEW

Podcast Listening **andscape** & Trends

The Podcast Revolution in the U.S.



Podcasting continues to reach new heights, engaging audiences across every demographic including new listeners. Triton Digital's 2025 U.S. Podcast Report delivers key insights on listening trends, devices, platforms, genres, and top programs, complementing our monthly **Rankers**.



Powered by **IAB Tech Lab-certified Podcast Metrics**, data from leading hosting platforms, and Demos+ surveys of 12,000 monthly listeners, this report highlights top downloads, standout new podcast launches,

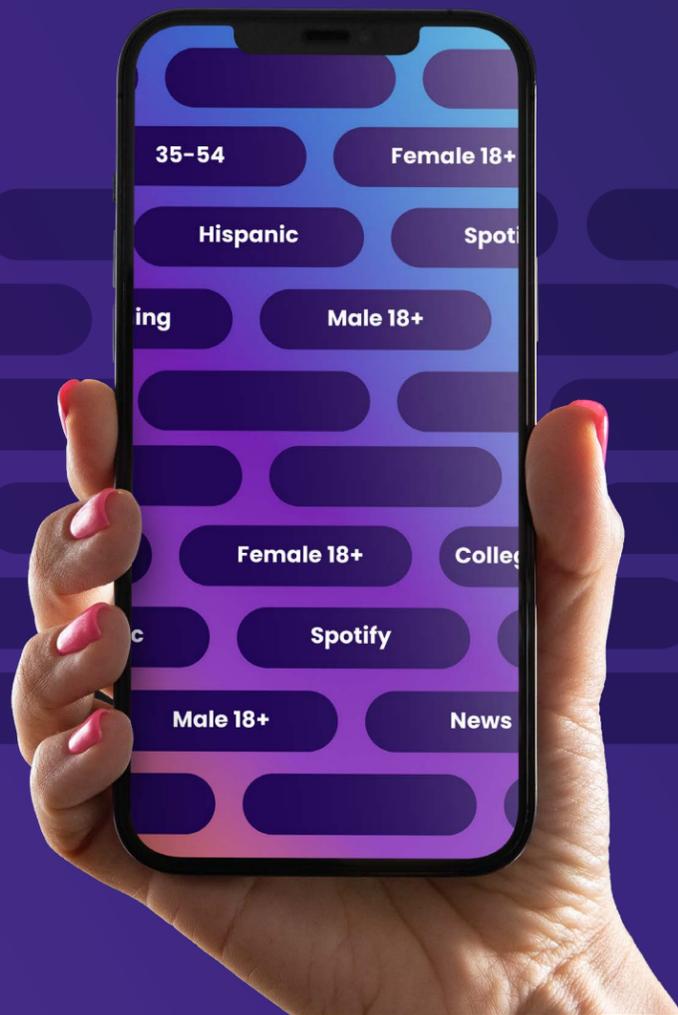
and audience demographics. Looking to 2026, Triton Digital will expand these tools to provide deeper insights, drive industry collaboration, and help partners grow their podcast audiences.

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PODCAST LISTENING LANDSCAPE



Inside U.S. Podcast Downloads and **Listener Trends**

2025 Podcast Reach: Monthly U.S. Audience

Percentage of U.S. population that **listened** or **watched** podcasts within the past month.

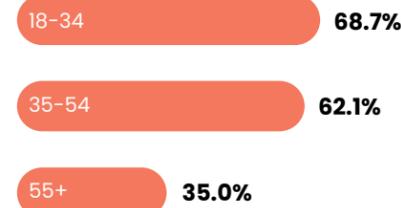
Monthly Reach



53.6%



Age



Race/Ethnicity



Gender



Podcasting now reaches more than half of the overall U.S. population.

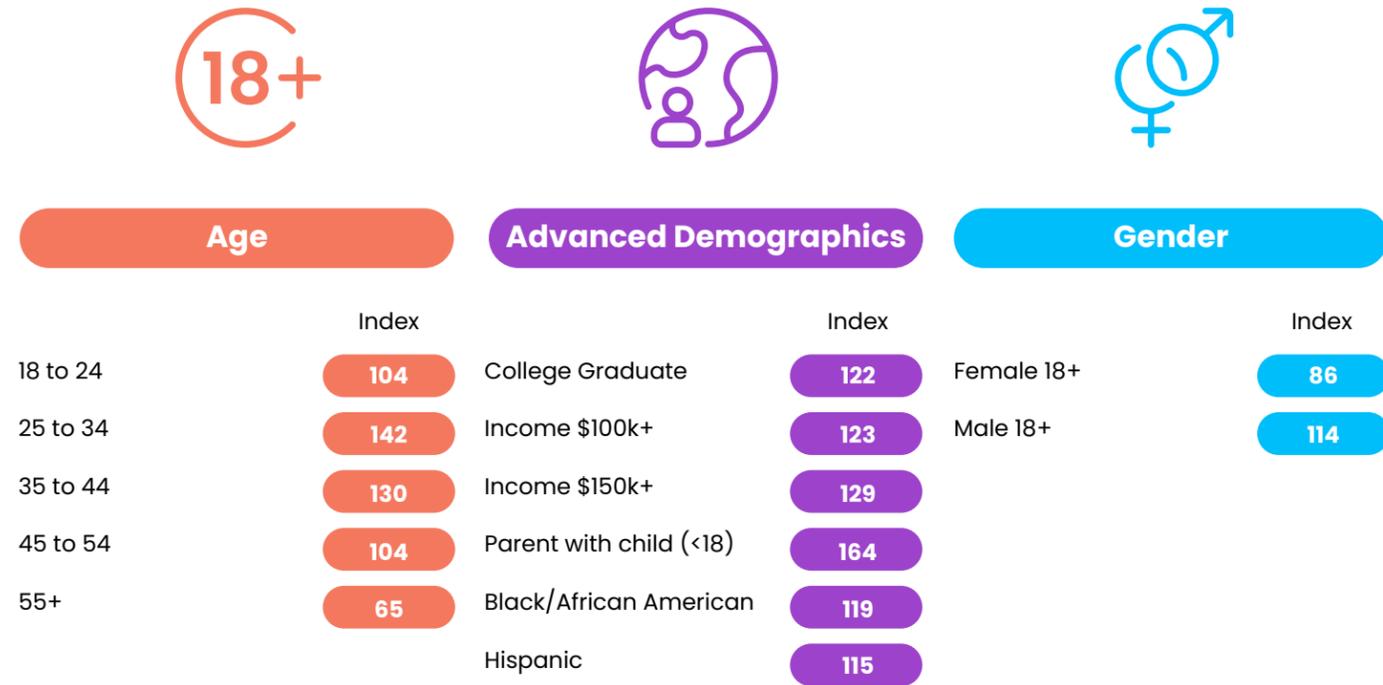
Source: Triton Podcast Metrics Demos+ general population survey data Q2'25.

Note: There was a change to the podcast listening survey question to acknowledge that a podcast can be consumed in either an audio or video format.

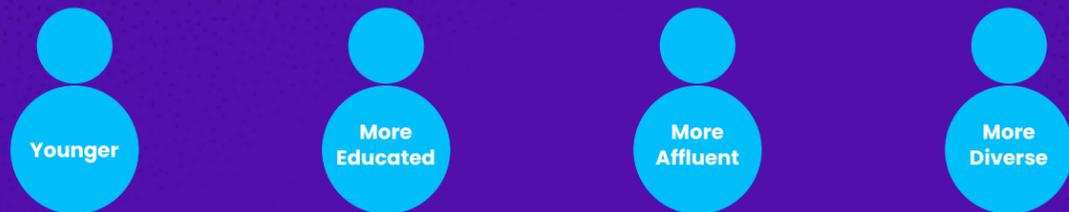


How Do Podcast Consumers Compare Versus the Overall U.S. Population?

They represent a **prime opportunity** for advertisers.



Podcast Listeners Are:



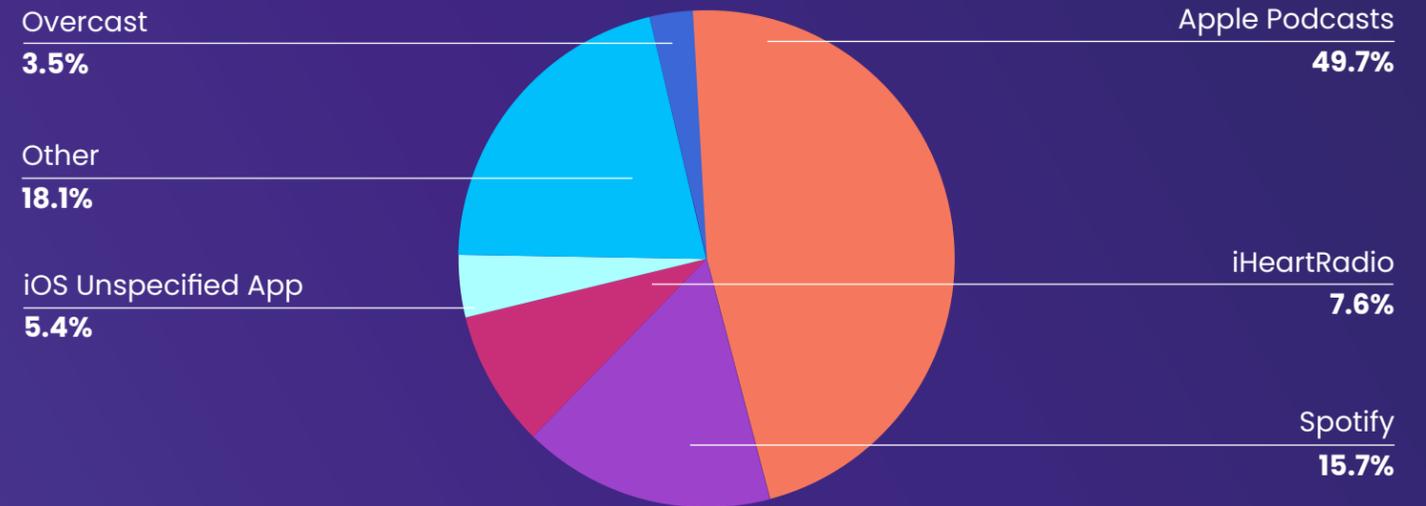
Source: Triton Podcast Metrics Demos+ survey data Q4'24 – Q3'25. Sample of 12,000+ monthly U.S. podcast listeners, aged 18+, indexed to U.S. general population.

Podcast Downloads by App: **Who's Leading in RSS Consumption**

Listening patterns show **Apple** and **Spotify** firmly holding the top spots.



Players/Apps Ranked by New Episode RSS Downloads



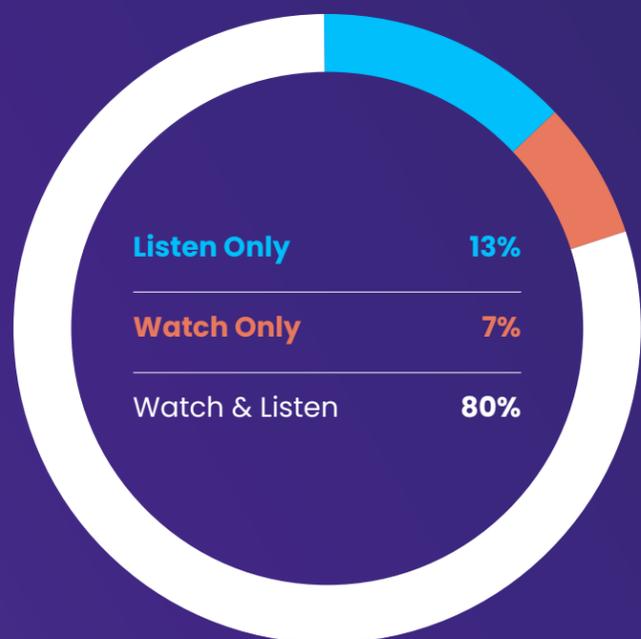
New Episode: Episode downloaded in the same month it was published.
 iOS unspecified App is displayed separately as their downloads do not all necessarily belong to Apple Podcasts. These downloads also include alternative podcast players used on iOS devices.
 Analysis is based on the downloads of networks measured in the U.S. by Triton Podcast Metrics from January – December 2025.



Podcasting Extends Beyond Audio, Consumers Are **Watching** too

Listening is the predominant method to consume podcasting, but consumers are leaning into video, expanding how and where they engage with shows. Most consumers are both **listening and watching**.

% Monthly Podcast Audience (18+)



Source: Triton Podcast Metrics Demos+ survey data Q2'25 – Q3'25. Sample of 6,000+ monthly U.S. podcast listeners, aged 18+.

How Do Podcast Consumers Differ by Method of Consumption?

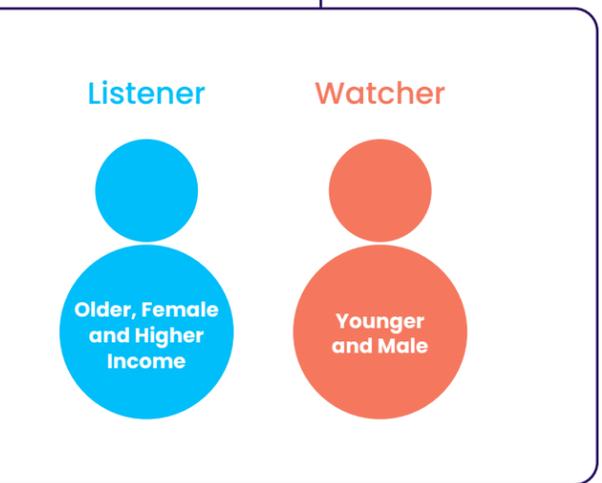
Listen Only (represents 13% of monthly podcast audience)

Watch Only (represents 7% of monthly podcast audience)

	Age 18-34	Age 35-54	Age 55+	Female 18+	Male 18+
Listen Only	27%	37%	36%	54%	45%
Watch Only	35%	29%	35%	45%	54%

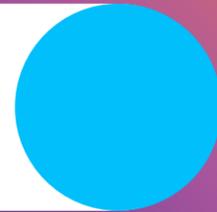
	\$0k-\$50k	\$50k-\$100k	\$100k+
Listen Only	31%	33%	35%
Watch Only	46%	33%	21%

Exclusive **watching** skews younger and male, while exclusive **listening** skews older, more female, and higher income.



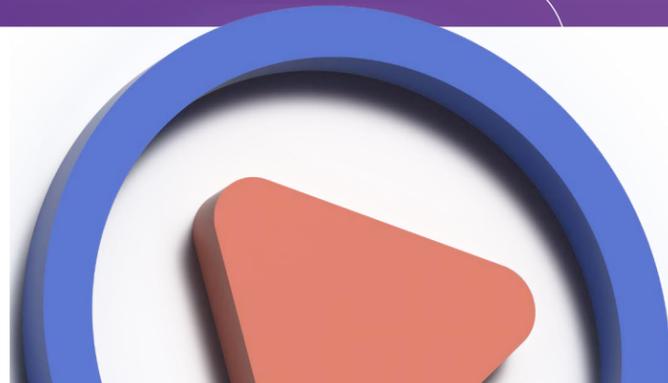
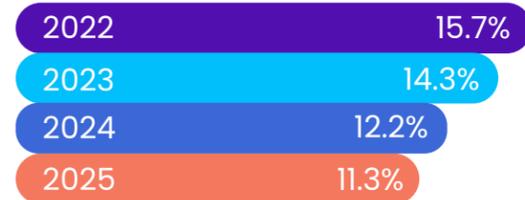
Source: Triton Podcast Metrics Demos+ survey data Q2'25 – Q3'25. Sample of 6,000+ monthly U.S. podcast listeners, aged 18+.

Which Platform Do You Use Most Often to Consume Podcasts?



YouTube continues to be the preferred platform for the most consumers.

Apple Podcasts



Spotify



YouTube



Source: Triton Podcast Metrics Demos+ survey data Q4'24 - Q3'25. Sample of 12,000 monthly podcast listeners, aged 18+.

How Do Podcast Consumers Differ Across Platforms?

Platform	Age 18-34	Age 35-54	Age 55+	Female 18+	Male 18+
Apple Podcasts	36%	42%	22%	46%	53%
Spotify	49%	39%	12%	44%	55%
YouTube	36%	37%	27%	41%	59%

Platform	\$0k-\$50k	\$50k-\$100k	\$100k+
Apple Podcasts	23%	35%	42%
Spotify	31%	37%	32%
YouTube	48%	32%	20%

Spotify attracts a younger audience, YouTube skews more male, and Apple Podcasts reaches higher income users.

Source: Triton Podcast Metrics Demos+ survey data Q4'24 - Q3'25. Sample of 12,000+ monthly U.S. podcast listeners, aged 18+.



Comparing Listening Tenure Across Platforms

A higher proportion of the YouTube listeners are **new listeners**, while a higher proportion of Apple Podcasts listeners are **more tenured**.

Apple Podcasts



Spotify



YouTube



Source: Triton Podcast Metrics Demos+ survey data Q4'24 – Q3'25. Sample of 12,000+ monthly U.S. podcast listeners, aged 18+.

How Do New Versus Tenured Podcast Consumers Compare?

The gender gap continues to close with **new listeners**.

Listening Tenure	Female 18+	Male 18+
Past Year	47%	52%
2-5 Years	44%	56%
5+ Years	34%	65%

New listeners are younger, aged 18-34, while Long-term **listeners** are most prominent in the 35-54 age group.

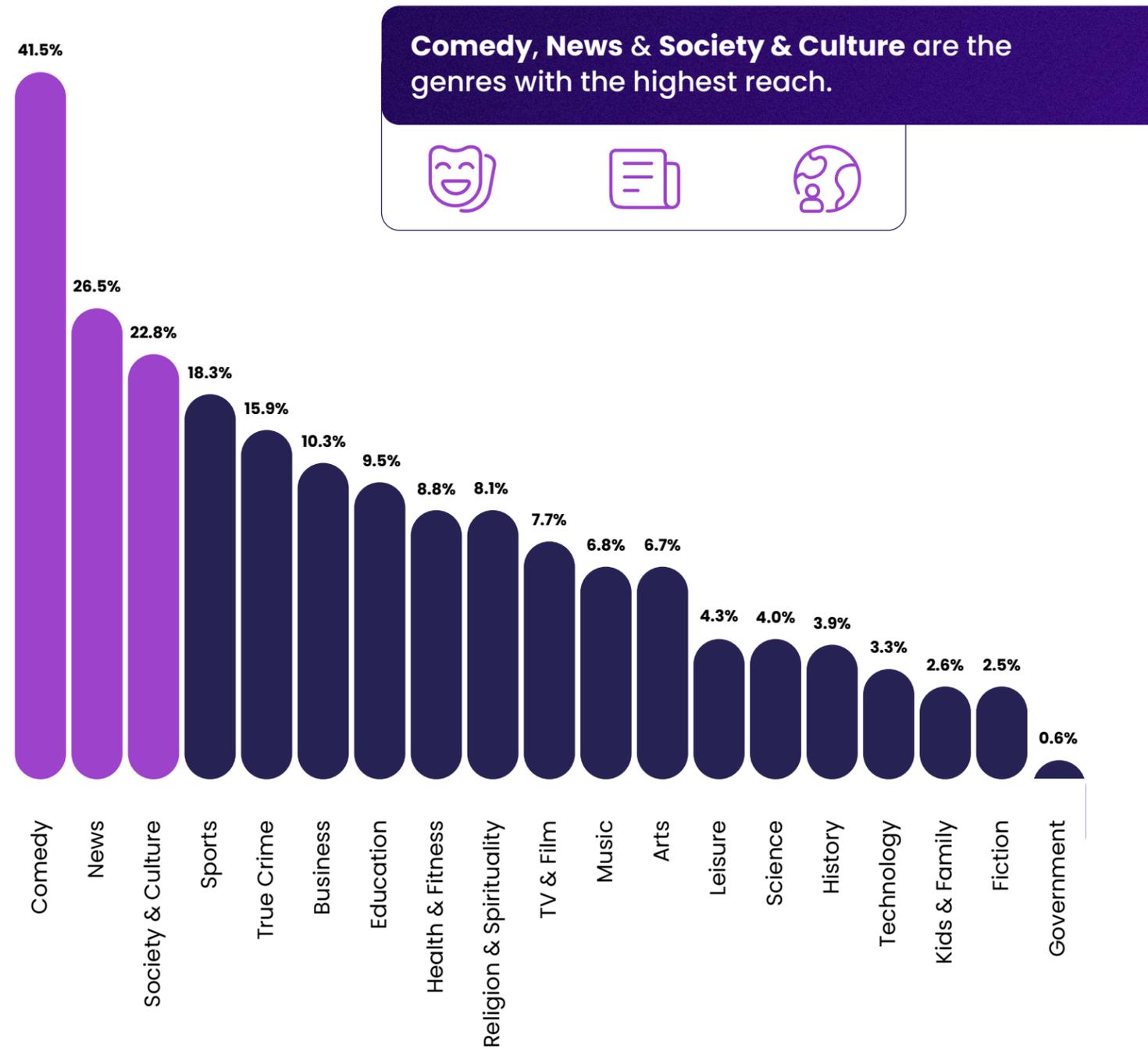
Listening Tenure	18-34	35-54	55+
Past Year	41%	35%	24%
2-5 Years	35%	39%	26%
5+ Years	30%	45%	25%

Source: Triton Podcast Metrics Demos+ survey data Q4'24 – Q3'25. Sample of 12,000+ monthly U.S. podcast listeners, aged 18+.



Podcast Reach by Genre

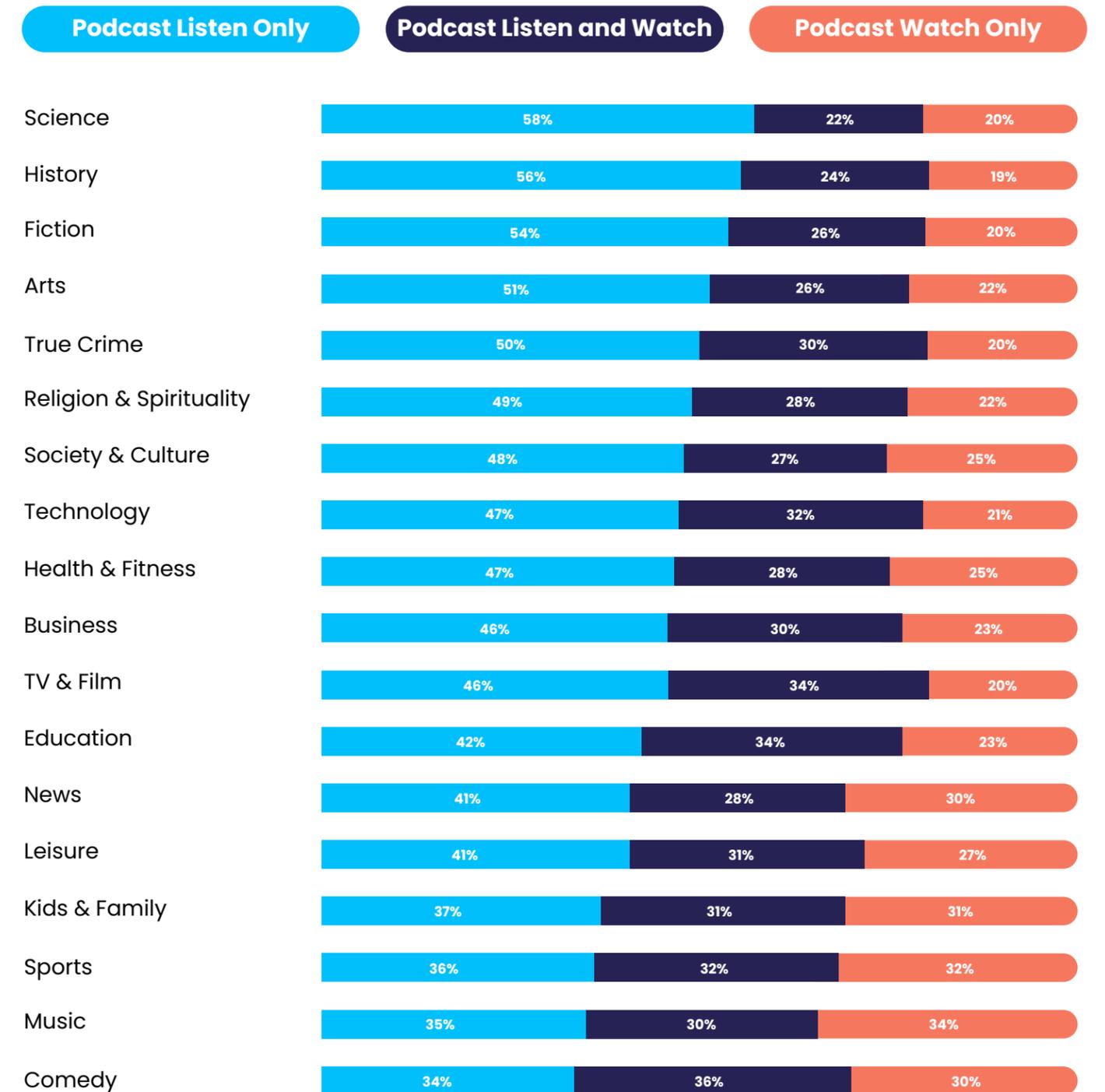
Percentage of U.S. population that **consumed** podcasts within the past month.



Source: Triton Podcast Metrics Demos+ survey data Q4'24 – Q3'25. Genres as reported by Apple.

Genre-Specific Insights Highlight Audience Opportunities Across Formats

People often **listen** to Science, History and Fiction, while they often **watch** Music and Sports—Comedy bridges both behaviors.



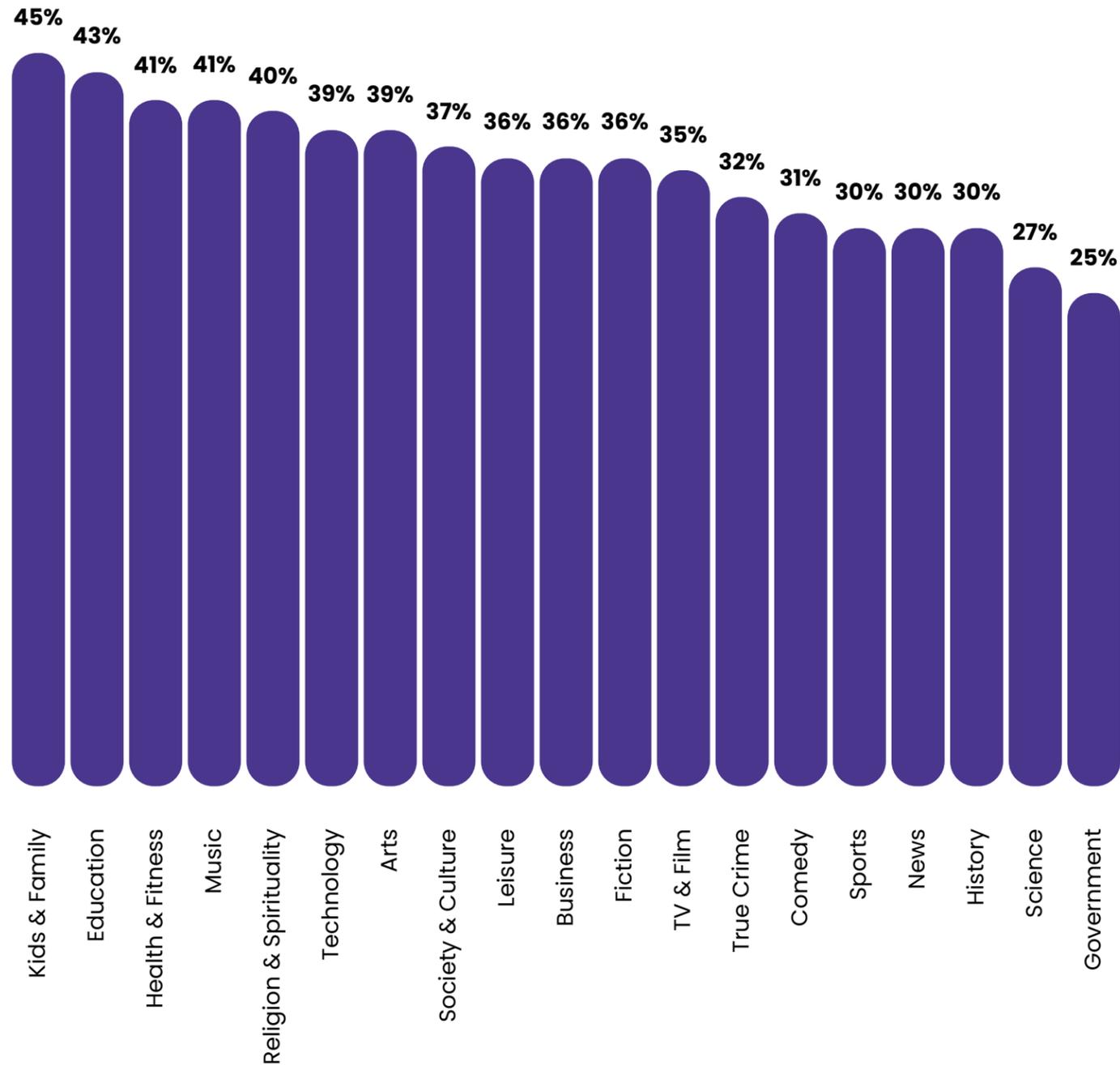
Source: Triton Podcast Metrics Demos+ survey data Q2'25 – Q3'25. Sample of 6,000+ monthly U.S. podcast listeners, aged 18+.



More Niche Genres Are Helping Attract New Listeners

Tenure Past Year

How to read: 45% of Kids & Family consumers were new to podcasts in the past year.



Source: Triton Podcast Metrics Demos+ survey data Q4'24 – Q3'25. Sample of 12,000+ monthly U.S. podcast listeners, aged 18+.

The Influx of New Listeners Is Driving the Emergence of New Advertising Brand Categories

Switch Wireless Provider

New Listeners (Past Year)	2-5 Years	5+ Years
22%	18%	15%

Online Shopping

New Listeners (Past Year)	2-5 Years	5+ Years
49%	41%	38%

Movie Theaters

New Listeners (Past Year)	2-5 Years	5+ Years
39%	30%	30%

Quick Serve Restaurants

New Listeners (Past Year)	2-5 Years	5+ Years
69%	63%	60%

Source: Triton Podcast Metrics Demos+ survey data Q4'24 – Q3'25. Sample of 12,000+ monthly U.S. podcast listeners, aged 18+.



New Podcast Audiences Exhibit Strong Buying Intent and Lifestyle Influence

Fast Fashion Clothing Stores

New Listeners (Past Year)	2-5 Years	5+ Years
29%	27%	24%

Luxury Boutiques

New Listeners (Past Year)	2-5 Years	5+ Years
15%	11%	10%

Life Insurance

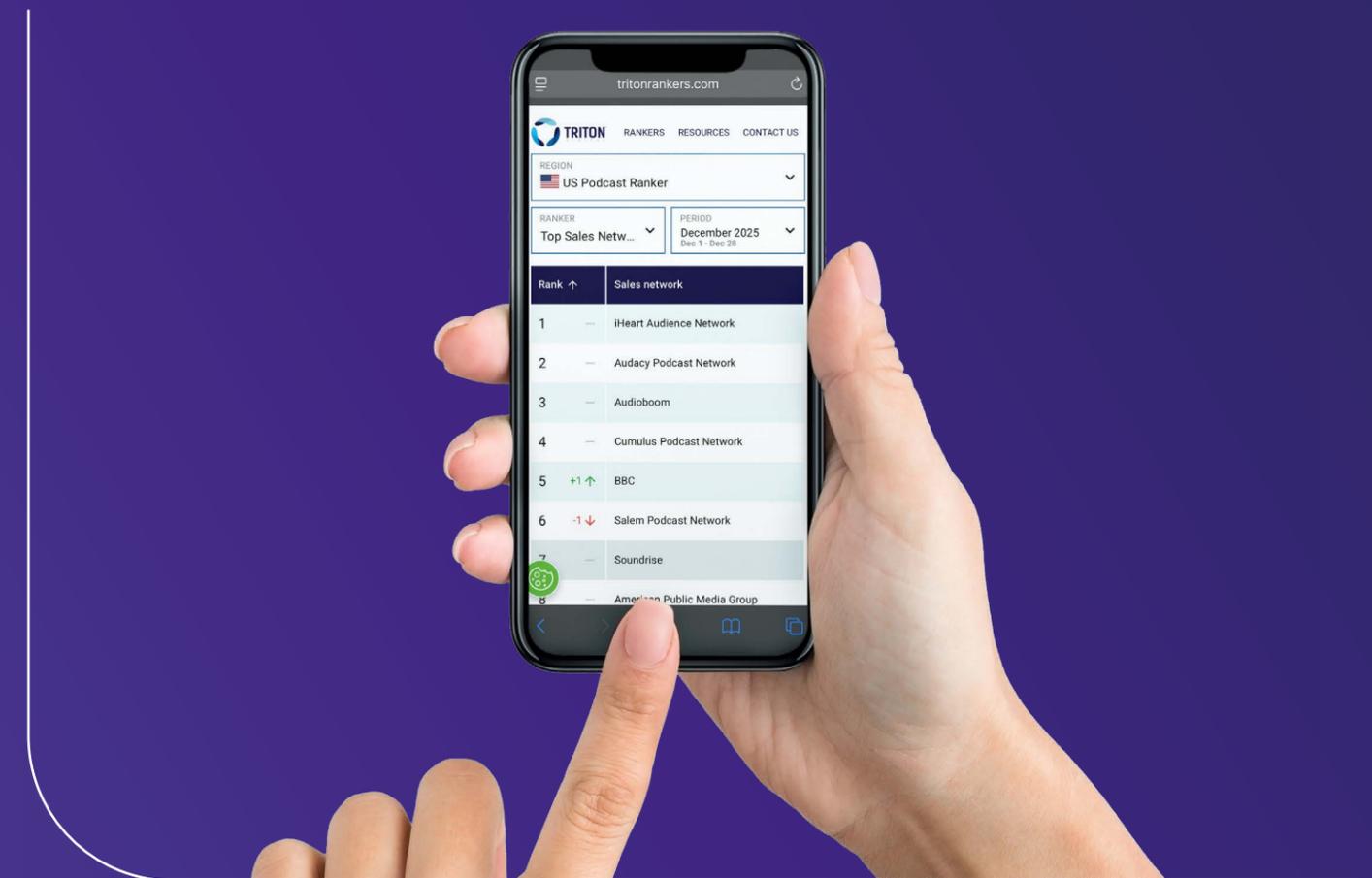
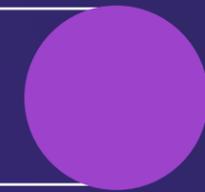
New Listeners (Past Year)	2-5 Years	5+ Years
15%	10%	10%

Weight Loss Products/Supplements

New Listeners (Past Year)	2-5 Years	5+ Years
21%	15%	13%

Source: Triton Podcast Metrics Demos+ survey data Q4'24 – Q3'25. Sample of 12,000+ monthly U.S. podcast listeners, aged 18+.

U.S. PODCAST RANKER



Insights into the Top Sales Networks and Podcasts

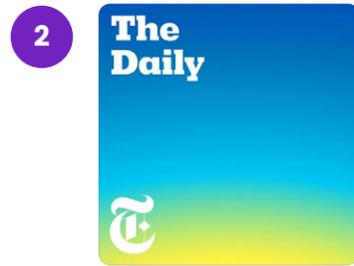


Top 20 Podcasts by Survey



1

The Joe Rogan Experience



2

The Daily



3

Crime Junkie



13

TED Talks Daily



14

Bad Friends



15

Rotten Mango



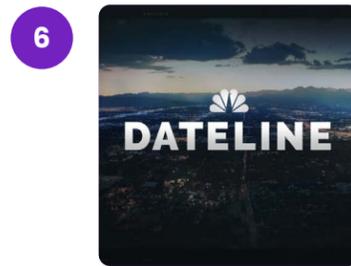
4

Call Her Daddy



5

SmartLess



6

Dateline NBC



16

NPR News Now



17

Club Shay Shay



18

The Charlie Kirk Show



7

This Past Weekend w/
Theo Von



8

New Heights with Jason &
Travis Kelce



9

Stuff You Should Know



19

Pod Save America



20

The Mel Robbins Podcast



10

This American Life



11

The Breakfast Club



12

Conan O'Brien Needs A Friend

Includes **watching** and **listening** of all podcasts.

Source: Triton Podcast Metrics Demos+ survey data Q2'25 – Q3'25.

Source: Triton Podcast Metrics Demos+ survey data Q2'25 – Q3'25.



2025 Top Sales Networks in the U.S.

Rank	Sales Network	Average Weekly Downloads
1	 iHeart Media	69.0M
2	 npr	27.2M
3	 Audacy	14.8M
4	 Audioboom	12.1M
5	 CUMULUS PODCAST NETWORK	5.6M
6	 Paramount	3.7M
7	 SALEM MEDIA	2.9M
8	 BBC	2.5M
9	 SOUNDRISE	2.3M
10	 AMERICAN PUBLIC MEDIA GROUP™	1.9M

Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2025.
Note: BBC's totals are based on 9 months of reporting (from April 2025), NPR's on 10 months (January – October 2025), and Paramount's on 7 months (January – July 2025).

2025 Top 10 New Podcast Launches

Rank	Program	Sales Network	Genre
1	 Bulwark Takes	Audioboom	News
2	 The Latest with Loren LoRosa	iHeart Audience Network	Society & Culture
3	 Crime House Daily	Audacy Podcast Network	True Crime
4	 The Severance Podcast with Ben Stiller & Adam Scott	Audacy Podcast Network	TV & Film
5	 The Devil You Know with Sarah Marshall	CBC/Radio-Canada	True Crime
6	 Sharp or Square	iHeart Audience Network	Sports
7	 Fifteen: Inside the Daniel Marsh Murders	Audacy Podcast Network	True Crime
8	 Wisecrack	iHeart Audience Network	True Crime
9	 This is Gavin Newsom	iHeart Audience Network	News
10	 Teen Beat	iHeart Audience Network	TV & Film

Source: Ranked by average weekly downloads from the month of ranker debut through the end of the year. Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2025.



- | | | | | | | |
|--|--|--|---|---|--|--|
| <p>1</p>  <p>NPR News Now
NPR</p> | <p>2</p>  <p>Up First from NPR
NPR</p> | <p>3</p>  <p>Stuff You Should Know
iHeart Audience Network</p> | <p>13</p>  <p>Global News Podcast
BBC</p> | <p>14</p>  <p>This American Life</p> | <p>15</p>  <p>The Clay Travis and Buck Sexton Show
iHeart Audience Network</p> | |
| <p>4</p>  <p>The Charlie Kirk Show
Salem Podcast Network</p> | <p>5</p>  <p>48 Hours
Audacy Podcast Network</p> | <p>6</p>  <p>Shawn Ryan Show
Cumulus Podcast Network</p> | <p>16</p>  <p>Consider This from NPR
NPR</p> | <p>17</p>  <p>Wait Wait... Don't Tell Me!
NPR</p> | <p>18</p>  <p>The Bulwark Podcast
Audioboom</p> | |
| <p>7</p>  <p>VINCE
Cumulus Podcast Network</p> | <p>8</p>  <p>Fresh Air
NPR</p> | <p>9</p>  <p>My Favorite Murder with Karen Kilgariff and Georgia Hardstark
iHeart Audience Network</p> | <p>19</p>  <p>The Indicator from Planet Money
NPR</p> | <p>20</p>  <p>Planet Money
NPR</p> | | |
| <p>10</p>  <p>On Purpose with Jay Shetty
iHeart Audience Network</p> | <p>11</p>  <p>The Breakfast Club
iHeart Audience Network</p> | <p>12</p>  <p>The NPR Politics Podcast
NPR</p> |  <p>9 out of the Top 20 podcasts are News Podcasts</p> | | | |

Based on the Triton U.S. Podcast Ranker Average Weekly Downloads from January – December 2025. Includes Triton measured opted in ranker participants.

Top 3 Highest-Indexing Shows by Audience

Amongst the Top 300 most downloaded Triton measured podcasts in the U.S. Podcast Ranker

Male



Jim Cornette Experience
Arcadian Vanguard



The Herd with Colin Cowherd
iHeart Audience Network



What's Wright? with Nick Wright
iHeart Audience Network

Female



I Do, Part 2
iHeart Audience Network



Murder, Mystery & Makeup
Audioboom



The Ben and Ashley I Almost Famous Podcast
iHeart Audience Network

Republican



The Charlie Kirk Show
Salem Podcast Network



The Dinesh D'Souza Podcast
Salem Podcast Network



The MeatEater Podcast
iHeart Audience Network

Democrat



Fast Politics with Molly Jong-Fast
iHeart Audience Network



The Bulwark Podcast
Audioboom



The Next Level
Audioboom

Age 18 - 34



Cancelled with Tana Mongeau & Brooke Schofield
Audioboom



The Broski Report with Brittany Broski
Audioboom



Zane and Heath: Unfiltered
Audioboom

YouTube Daily User



Smosh Mouth
Audioboom



Smosh Reads Reddit Stories
Audioboom



You're Dead to Me
BBC

Top 3 Highest-Indexing Shows by Purchase Intent

Amongst the Top 300 most downloaded Triton measured podcasts in the U.S. Podcast Ranker

Purchase New Car/Truck



Club 520 Podcast
iHeart Audience Network



Holmberg's Morning Sickness - Arizona
Gamut Podcast Network



The 85 South Show with Karlous Miller, DC Young Fly and Chico Bean
iHeart Audience Network

Travel for Leisure



Make Me Smart
American Public Media Group



Marketplace Morning Report
American Public Media Group



Odd Lots
iHeart Audience Network

Switch Wireless Provider



But Why: A Podcast for Curious Kids
Soundrise



In The Dark
Soundrise



Petros And Money
iHeart Audience Network

Home/Auto Insurance



But Why: A Podcast for Curious Kids
Soundrise



Marketplace
American Public Media Group



Mojo In The Morning
iHeart Audience Network

Online Shopper



Brains On! Science podcast for kids
Lemonada Media



Holmberg's Morning Sickness - Arizona
Gamut Podcast Network



The Nateland Podcast
Audioboom

In Person Shopper



Armstrong & Getty On Demand
iHeart Audience Network



Brooke and Jeffrey
iHeart Audience Network



The Bobby Bones Show
iHeart Audience Network

Sounder is an **AI-powered audio intelligence platform** that turns spoken content into **actionable insights, brand-safe signals, and precise targeting.**

By transforming podcasts into structured, searchable data, it powers smarter discovery, maximizes monetization, and drives more effective advertising.

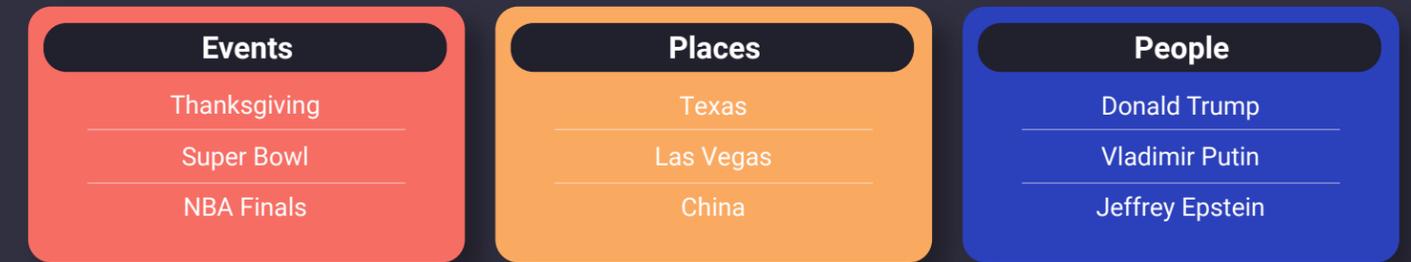
Episode-level Insights That Go Beyond Traditional Genre Categories

Average Content Duration by Genre

Content duration is not one-size-fits-all across genres

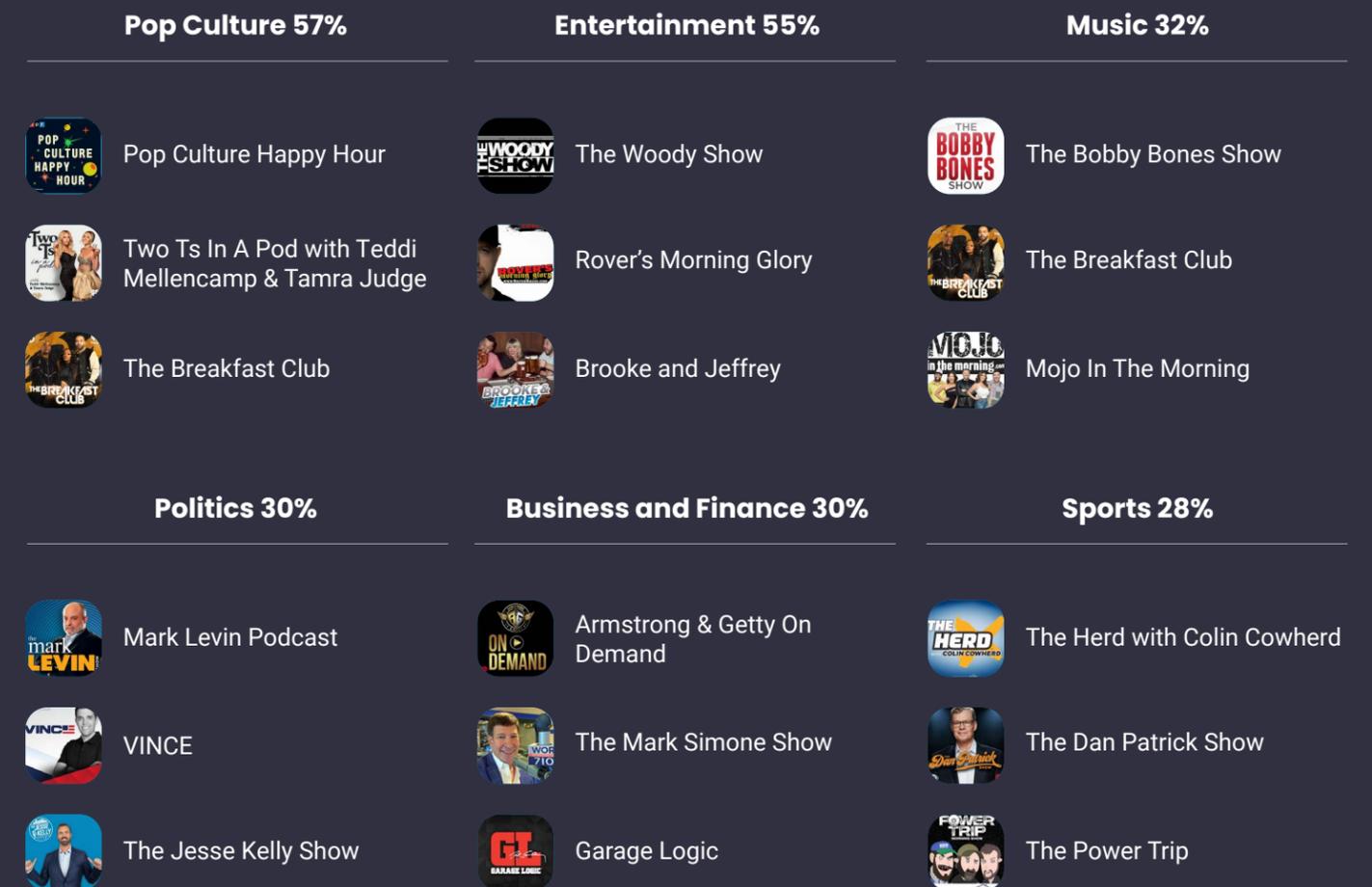
Society & Culture	65 minutes	Sports	54 minutes	Health & Fitness	49 minutes
True Crime	42 minutes	Comedy	42 minutes	Government	40 minutes
Arts	37 minutes	News	37 minutes	TV & Film	37 minutes
Science	30 minutes	Religion & Spirituality	26 minutes	Leisure	21 minutes

What Was Being Talked About in Podcasting in the Past Year?



Key Themes Across All Episodes

Based on episode-level content, rather than creator-defined genres



Key Takeaways

1

Podcasting Reaches New Heights

Podcasting now reaches **more than half** of the U.S. population, with **53.6%** tuning in.

3

Podcast Consumption

While more people listen than watch podcasts, the majority are doing both with **80% both listening and watching.**

5

Podcast Evolution

As the podcast audience grows and diversifies, new **listeners** are more likely to have certain purchase intents, creating additional advertising opportunity for brand verticals such as **wireless providers, online retailers, quick-service restaurants** and more.

2

Top Performers of 2025

iHeart Audience Network led in downloads.

NPR News Now was the most popular podcast.

Bulwark Takes topped new podcast launches.

4

Genre Preference Differences

There are distinct genre preferences among those who **listen exclusively** vs. those who **watch exclusively.**

Top genres for listening include science, history, fiction, arts, and true crime, while **Top genres for exclusive watching** include music, sports, kids & family, comedy, and news.

ABOUT US

Triton Digital® is the global leader in digital audio, podcasting, and broadcast radio technology. Trusted in over **80 countries**, we help broadcasters, podcasters, and streaming services grow audiences, maximize revenue, and streamline operations.

Our industry-leading tools, **Webcast Metrics®** for streaming measurement and **Podcast Metrics**, one of the first IAB-certified podcast services set the standard for data-driven success in online audio.

Discover more and explore our Podcast and Streaming Rankers.

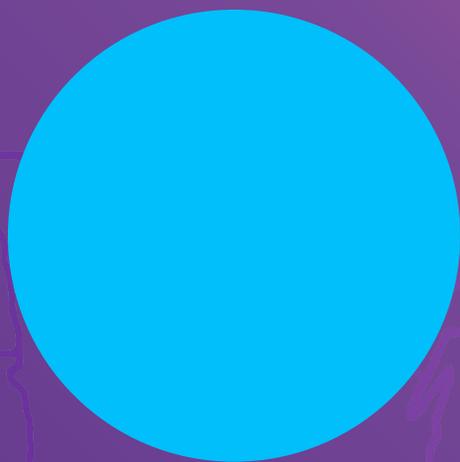
Publishers and **sales networks** can participate in our Podcast Standards program. Contact solutions@tritondigital.com

Subscribe for the latest podcast and streaming Rankers.



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www.TritonRankers.com

