

May 2026

# THE SPORTS PODCAST AUDIENCE.

A high-value advertising audience hiding inside the genre — sourced from the Advertising Advertising Landscape 2025 study.

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# THE ADVERTISING LANDSCAPE 2025

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# METHODOLOGY

In Jan/Feb 2025, Sounds Profitable partnered with **Signal Hill Hill Insights** to field an online study of **5,005 Americans ages 18+ 18+** — the largest public study of podcasting and advertising in America.

The sample was **weighted to the most recent census data** to be representative of the US population, using a single source matching The Podcast Landscape.

Respondents had to consume at least one type of ad-supported media to qualify. **All media users were stipulated to be users of the ad-supported version** of each media channel.

Results were analyzed by the total sample, and also by the **monthly audience for Sports podcasts (n=493)** .

## Who is the sports podcast listener, compared with the average podcast listener?

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### SPORTS VS ALL PODCAST LISTENERS

Skewed male, slightly younger, higher income and higher education.

#### GENDER

76%

+21 pts

Male

vs 55% of all podcast listeners

#### INCOME

34%

+5 pts

\$100K+ household

vs 29% — under-indexed below \$25K

#### AGE

45%

+4 pts

Age 26–40

vs 41% of all podcast listeners

#### EDUCATION

19%

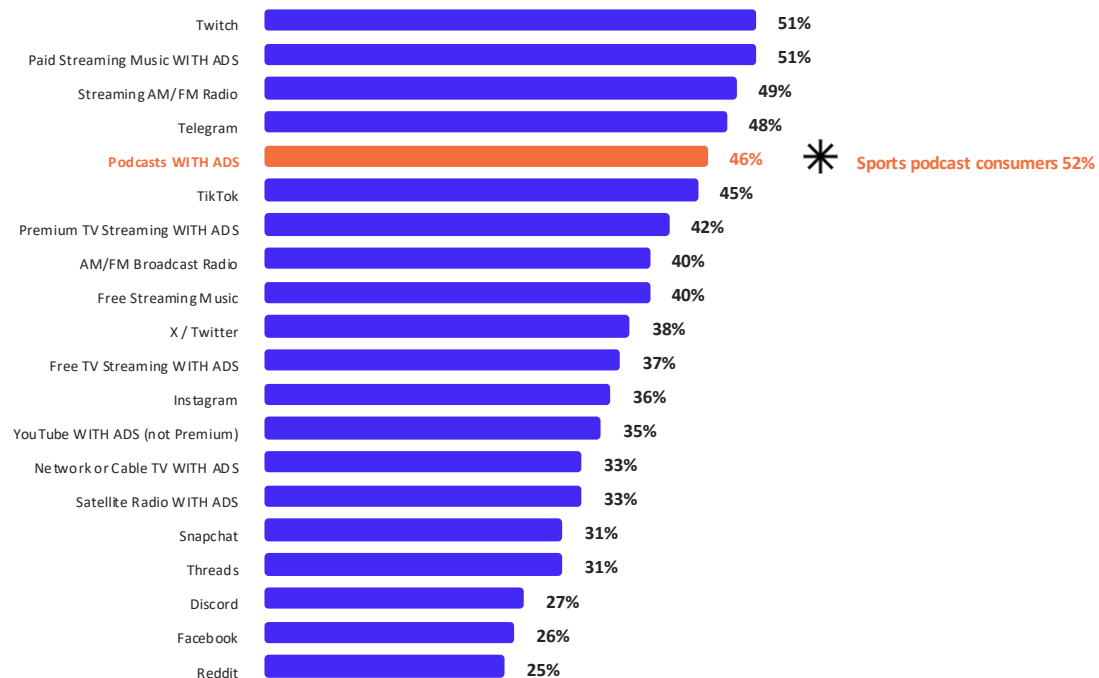
+4 pts

Post-graduate degree

vs 15% of all podcast listeners

AUDIENCES TRUST PODCASTING CONTENT

Trust in moderation & quality, ranked across 20 ad-supported media.



Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily." Source: Sounds Profitable - Advertising Landscape 2025.

Q · CONTENT TRUST

"I trust the content moderation and/or quality control on [MEDIA]."

% Agree — PRIME users of each media (named in their top four ad-supported choices, used daily or near-daily).

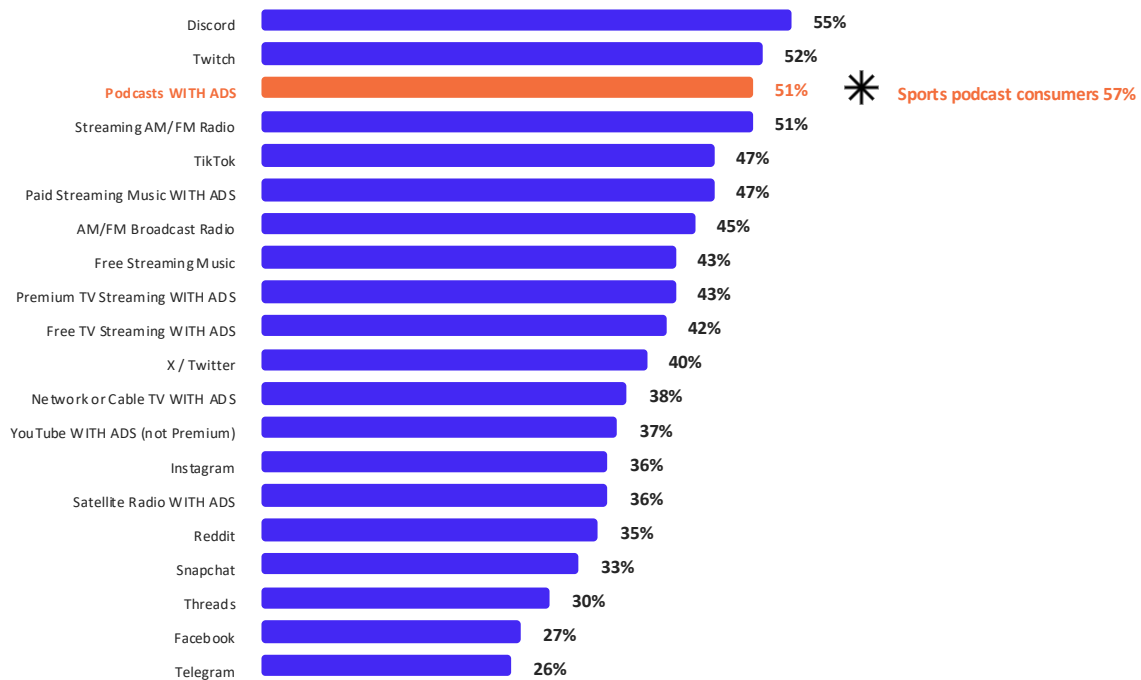
Sports podcast consumers trust podcasting **six points higher** than the average prime podcast user — ahead of every screen-based platform we measured.

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AUDIENCES TRUST PODCASTING CONTENT

"Factual & accurate," ranked across 20 ad-supported media.



Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily." Source: Sounds Profitable - Advertising Landscape 2025.

Q · FACTUAL & ACCURATE

"The content on [MEDIA] is generally factual and accurate."

% Agree — PRIME users of each media (named in their top four ad-supported choices, used daily or near-daily).

Sports podcast consumers rate podcast content as factual at **57%** — six points above the broader prime podcast audience.

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SECTION 02

# HOW THEY ENGAGE WITH ADVERTISING.

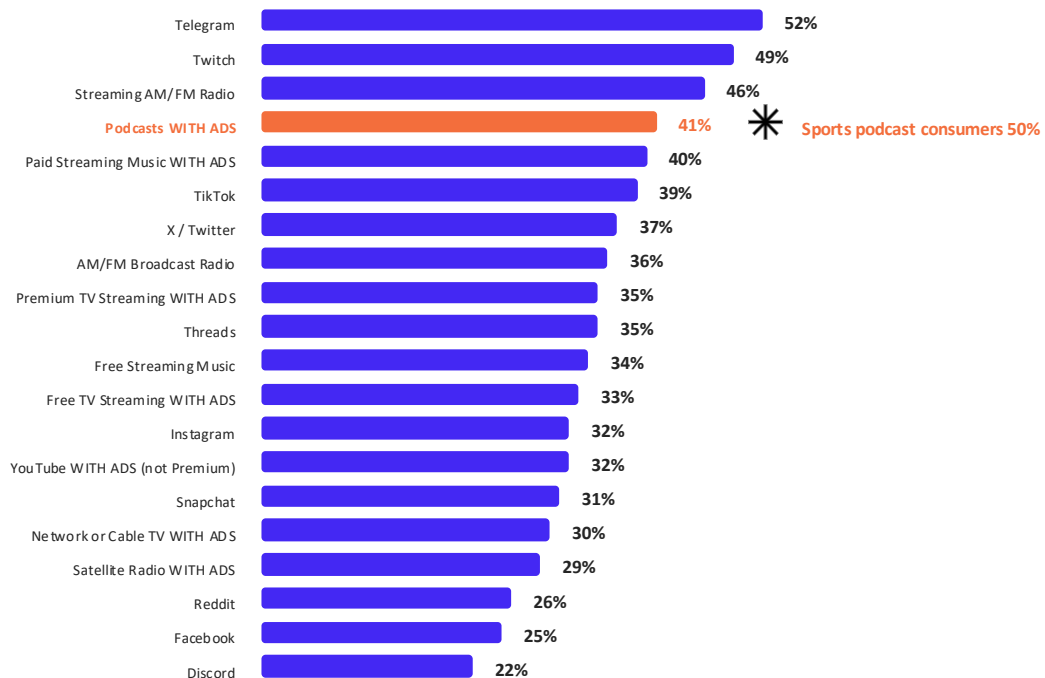
Sports listeners rate podcast advertising more positively across every dimension we measure —  
and act on it more, too.

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PODCASTING PERCEIVED AS SAFE FROM FALSE CLAIMS

Effectively prevents misleading or false advertising, ranked across 20 ad-supported media.



Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily." Source: Sounds Profitable - Advertising Landscape 2025.

Q · SAFE FROM FALSE CLAIMS

"[MEDIA] effectively prevents misleading or false advertising."

% Agree — PRIME users of each media (named in their top four ad-supported choices, used daily or near-daily).

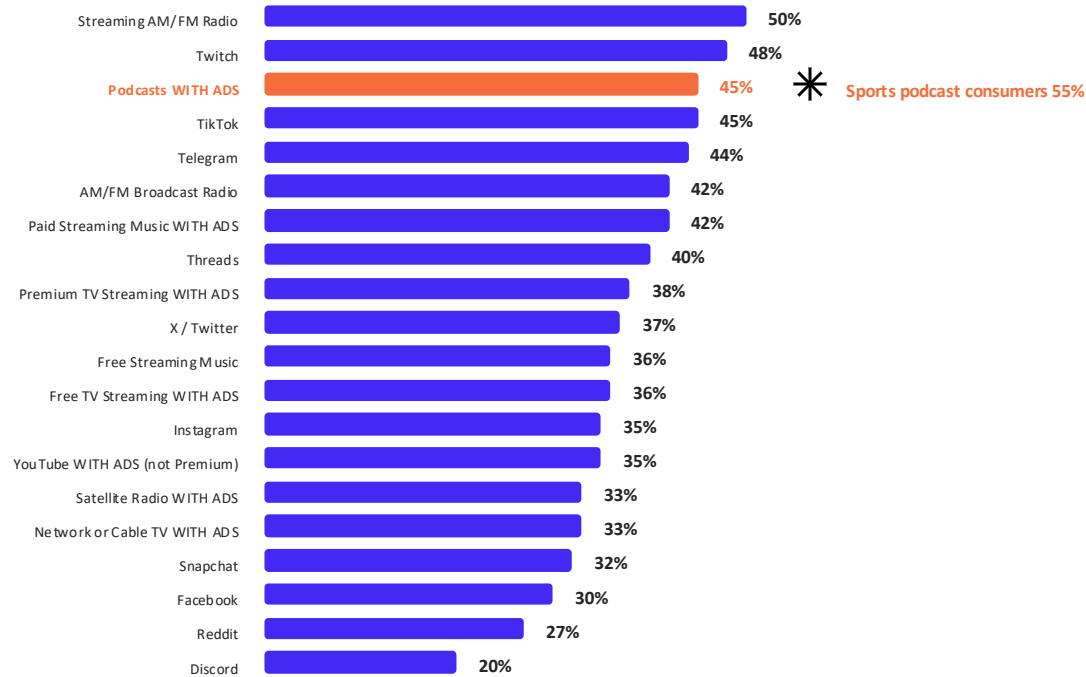
Sports podcast consumers credit podcasting at 50% — nine points above the broader prime podcast audience.

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AUTHENTICITY OF MESSAGING

"Feels authentic and natural," ranked across 20 ad-supported media.



Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily." Source: Sounds Profitable - Advertising Landscape 2025.

Q · AUTHENTICITY OF MESSAGING

"The advertising on [MEDIA] feels authentic and natural."

% Agree — PRIME users of each media (named in their top four ad-supported choices, used daily or near-daily).

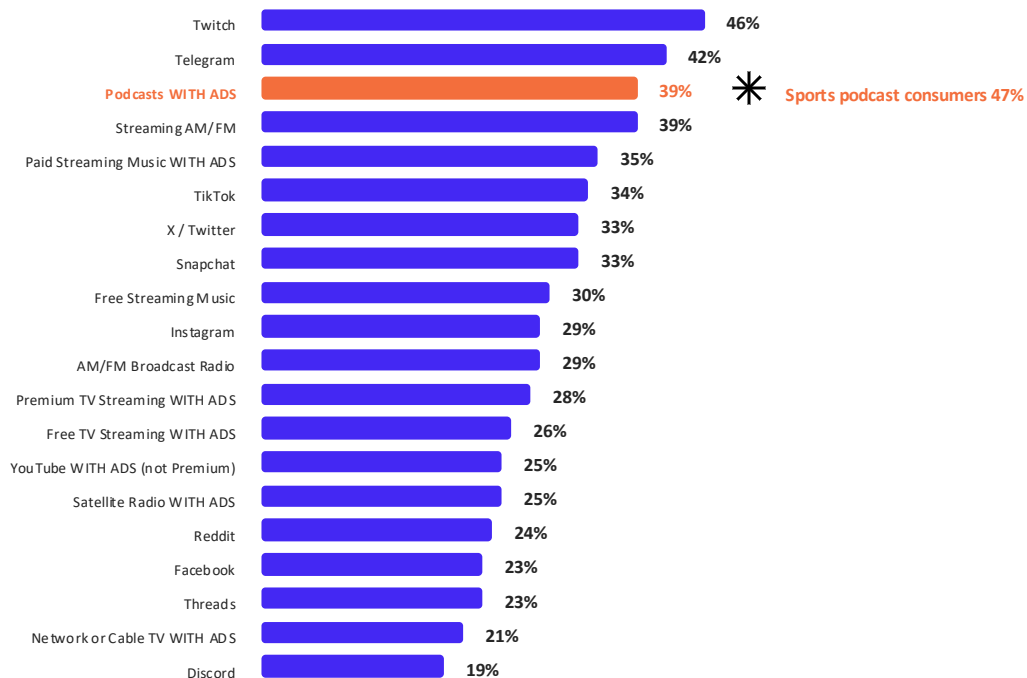
Sports podcast consumers credit podcast ads as authentic at 55% — ten points above the broader prime podcast audience.

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CONSUMERS TRUST THE VOICES OF PODCASTING

"Trust the people delivering the advertising," ranked across 20 ad-supported media.



Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily." Source: Sounds Profitable - Advertising Landscape 2025.

Q · TRUST THE VOICES

"I trust the people delivering the advertising messages on [MEDIA]."

% Agree — PRIME users of each media (named in their top four ad-supported choices, used daily or near-daily).

Sports podcast consumers trust the messengers at 47% — eight points above the broader prime podcast audience.

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BRAND DISCOVERY AND PLATFORM TRUST

# Half of sports listeners discover new brands through podcast ads.



Source: Sounds Profitable · Advertising Landscape 2025 · Brand impact + content-trust battery. Sports n=493 / All n=1,442. Population-weighted.

BRAND IMPACT AND CONTENT TRUST

## Where the audience finds new brands — and who they trust to surface them.

Half of sports podcast consumers discover new brands through podcast ads. Half trust the algorithms that bring those podcasts to them.

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Q20 · TOP 2 BOX, % AGREE

## How do you feel about the advertising you hear on the podcasts you listen to?

**+16 pts**

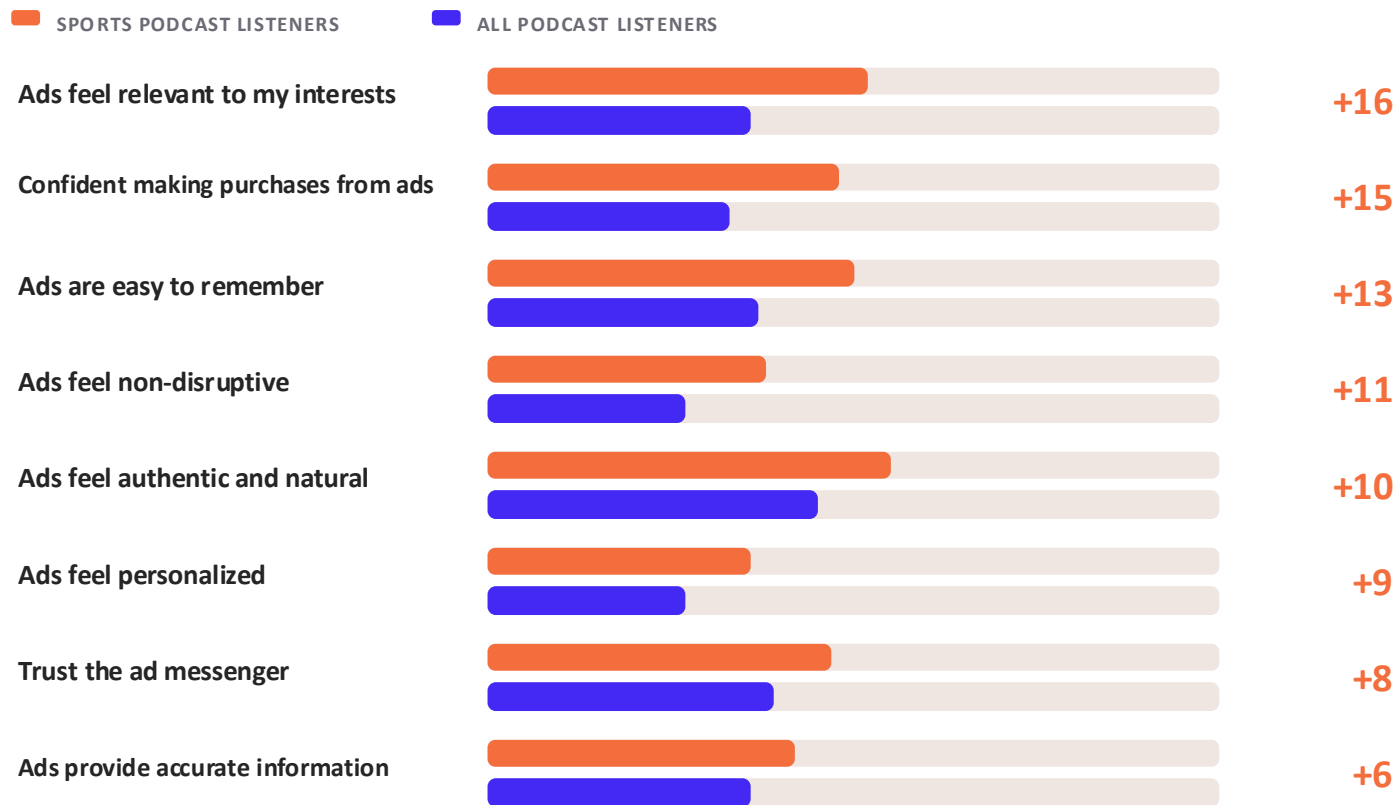
on relevance — the largest single attitude gap in the entire study.

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AD ATTITUDES — % AGREE / STRONGLY AGREE

## Sports listeners outperform on every attribute we measured.



Source: Sounds Profitable · Advertising Landscape 2025 · Q20, Top 2 Box on 5-pt scale. Asked of Podcast Primes (used podcast ads in past month). Sports n=493 / All n=1,442.

SECTION 03

# PURCHASE AND BRAND IMPACT.

From purchase volume to satisfaction to brand discovery: the conversion side of the funnel.

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Q23 · AMONG PODCAST PURCHASERS

## Did the products you bought through podcast ads meet your expectations?

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### PURCHASE OUTCOMES

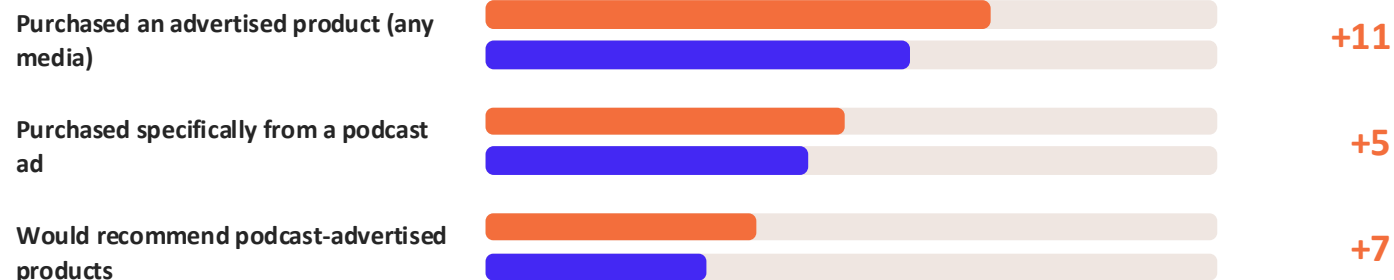
## A satisfaction premium that protects everything downstream of the click.

### LARGEST GAP IN THE STUDY

# 54%

## Products met expectations.

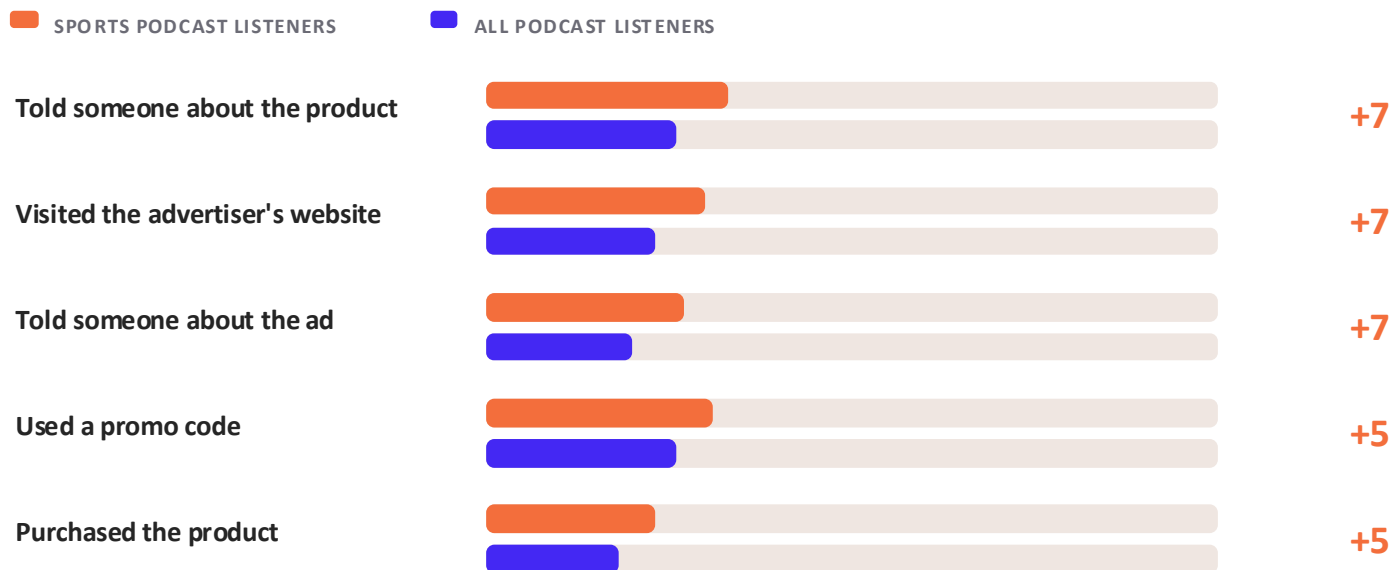
+17 PTS VS 37% ALL LISTENERS



Source: Sounds Profitable · Advertising Landscape 2025 · Q23 (purchase effectiveness, asked of podcast purchasers) and prior questions. Sports n=493 / All n=1,442. Population-weighted.

ACTION BEHAVIORS AFTER A PODCAST AD

# From talk to transaction — every action lifts.



Source: Sounds Profitable · Advertising Landscape 2025 · Q19, asked of all respondents. Sports n=493 / All n=1,442. Population-weighted.

Q19 · BEHAVIORS AFTER HEARING AN AD

## After hearing a podcast ad, what — if anything — did you actually do?

Sports listeners are more likely to take action on every behavior we measured, from word-of-mouth to purchase.

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## How sports listeners describe themselves as shoppers and influencers.

They self-identify as opinion leaders, brand-loyal, and explicitly receptive to advertising.

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### PSYCHOGRAPHIC STRENGTHS

## Opinion leaders, brand-first shoppers, and explicitly ad-receptive.

**61%** +11

Peers look to them for advice

OPINION LEADERS · VS 50%

**61%** +8

Advertising helps purchase decisions

AD-RECEPTIVE · VS 53%

**56%** +9

Place brand ahead of price

BRAND-LOYAL · VS 47%

**51%** +8

Early adopters of new products

INNOVATORS · VS 43%

Source: Sounds Profitable · Advertising Landscape 2025 · Q33 psychographics, asked of all respondents. Sports n=493 / All n=1,442. Population-weighted.



THE TAKEAWAY

# A high-value advertising audience that outperforms the podcast norm on receptivity, conversion, and brand trust.

FOR BUYERS

## The math works on both sides of the click.

Higher recall, higher conversion, and a +17-point lift in product satisfaction protect return rates and CAC payback. Sports inventory is rare audio inventory where the audience opts in, listens through, and acts.

FOR PUBLISHERS

## A premium-pricing case backed by behavior, not just demos.

Six-in-ten listeners are opinion leaders. Half discover new brands inside your shows. That justifies integrated sponsorships and category exclusivity — not just spot rates.

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# HEARTY THANKS TO

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**LOCKED ON**  
YOUR TEAM. EVERY DAY.  
★ ★ ★ ★ ★

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