

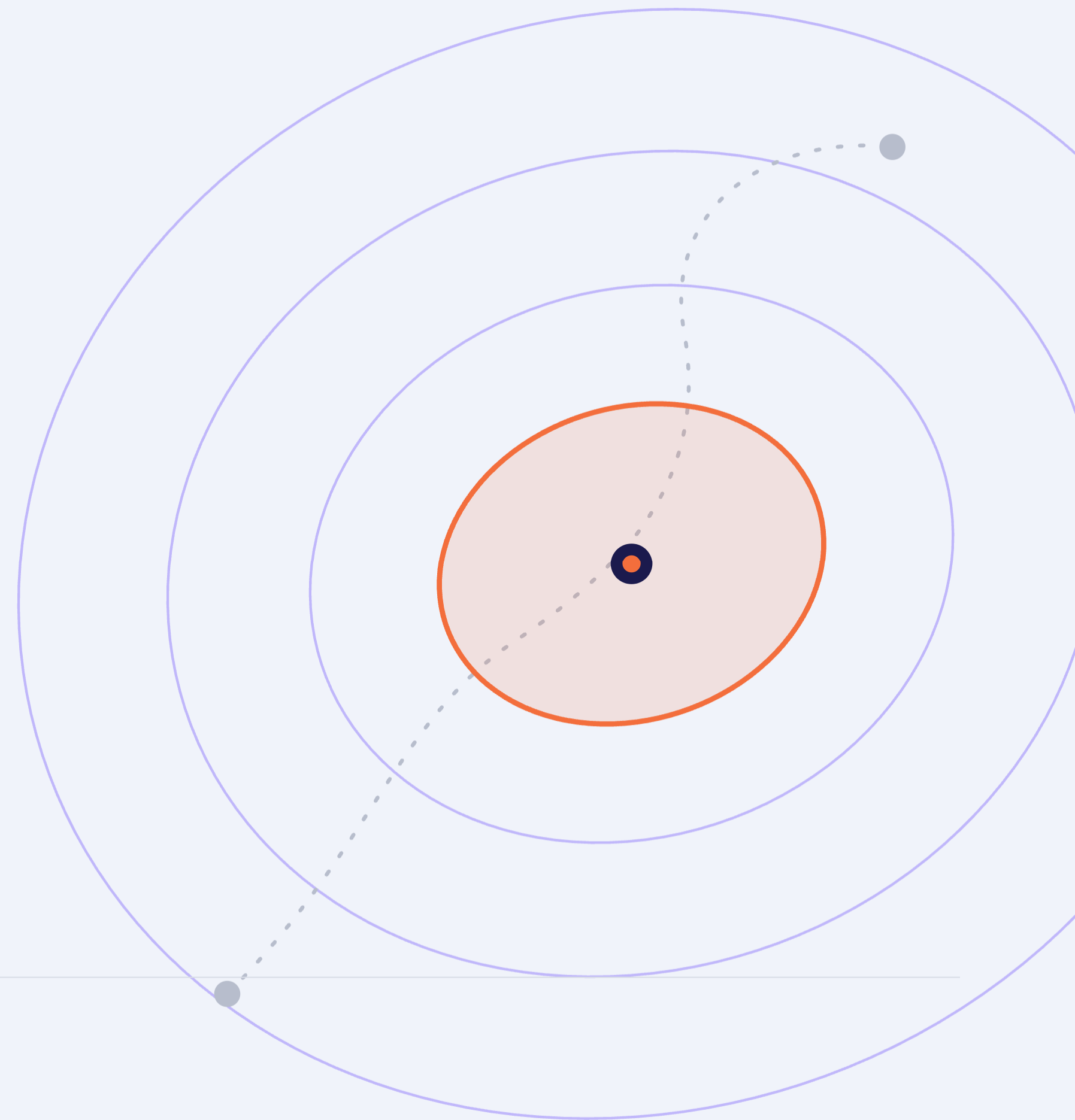
THE PODCAST ATLAS — SPECIAL REPORT

# THE SUPER SPENDERS

What the Podcast Atlas looks like drawn around the people who spend the most.

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JUNE 2026

# THE PODCAST ATLAS

A Map of the Creator Ecosystem



## METHODOLOGY

# About This Study

An independent study of how U.S. audiences use ad-supported creator and media platforms.

### 01

#### The sample

5,061 U.S. adults aged 18+ who used at least one ad-supported creator or media platform in the past 30 days.

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Data collected by Signal Hill Insights

### 02

#### How to read the data

Figures are reported as collected, without demographic weighting – read them as describing ad-supported-platform users, not the U.S. population. Multi-select questions may sum to more than 100%.

### 03

#### Definitions

“Primes” are each platform’s most engaged users. “Top-2-Box” combines the two most positive responses on a scale. Full question-level detail is available on request.

## DEFINITION

# How this segment is defined

Base: Podcast purchasers, n=990

## \$300+

### Super Spenders

Podcast consumers who made a podcast-ad-driven purchase in the last three months and report total spend of \$300 or more (Q31B). n=281, 28% of the 990 purchasers.

## < \$300

### Benchmark: Moderate Spenders

Purchasers who spent under \$300 (n=709). Both groups bought after a podcast ad, so differences describe what separates big spenders from other buyers, not buyers from non-buyers.

## All

### Context

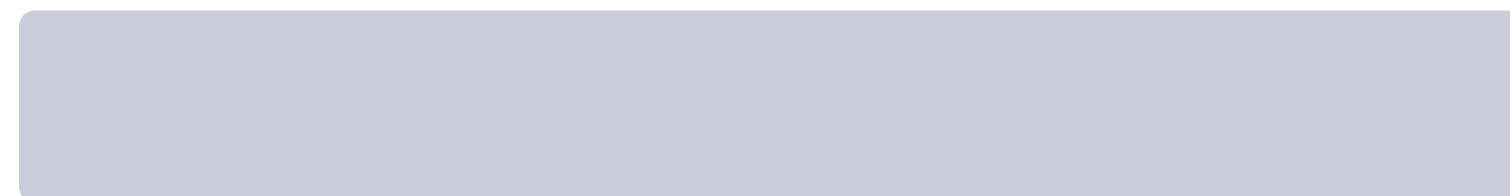
All podcast consumers (n=2,525) shown for context. Data is unweighted.

WHO THEY ARE

**281 of 990 podcast  
purchasers spent \$300  
or more**



Podcast consumers (past month)



**2,525**

Base

Made a podcast-ad-driven purchase, last 3 months



**990**

39% of podcast consumers

Super Spenders (\$300+)



**281**

28% of purchasers · 11% of podcast consumers

**Note** The published Atlas deck shows 29% because its rounded spend buckets (20+7+2) sum to 29; the unrounded figure is 28%.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

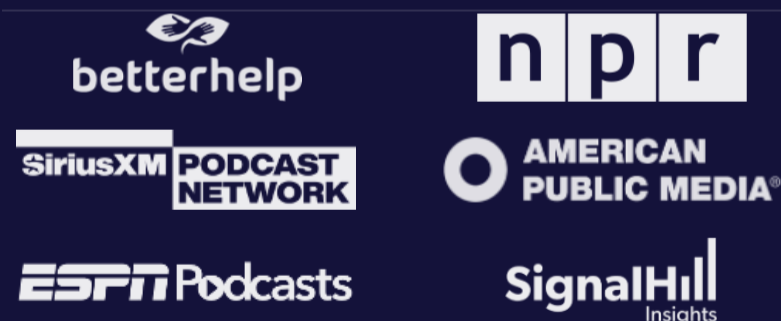
## WHO THEY ARE

The top 28% of purchasers account for roughly 62% of tracked spend

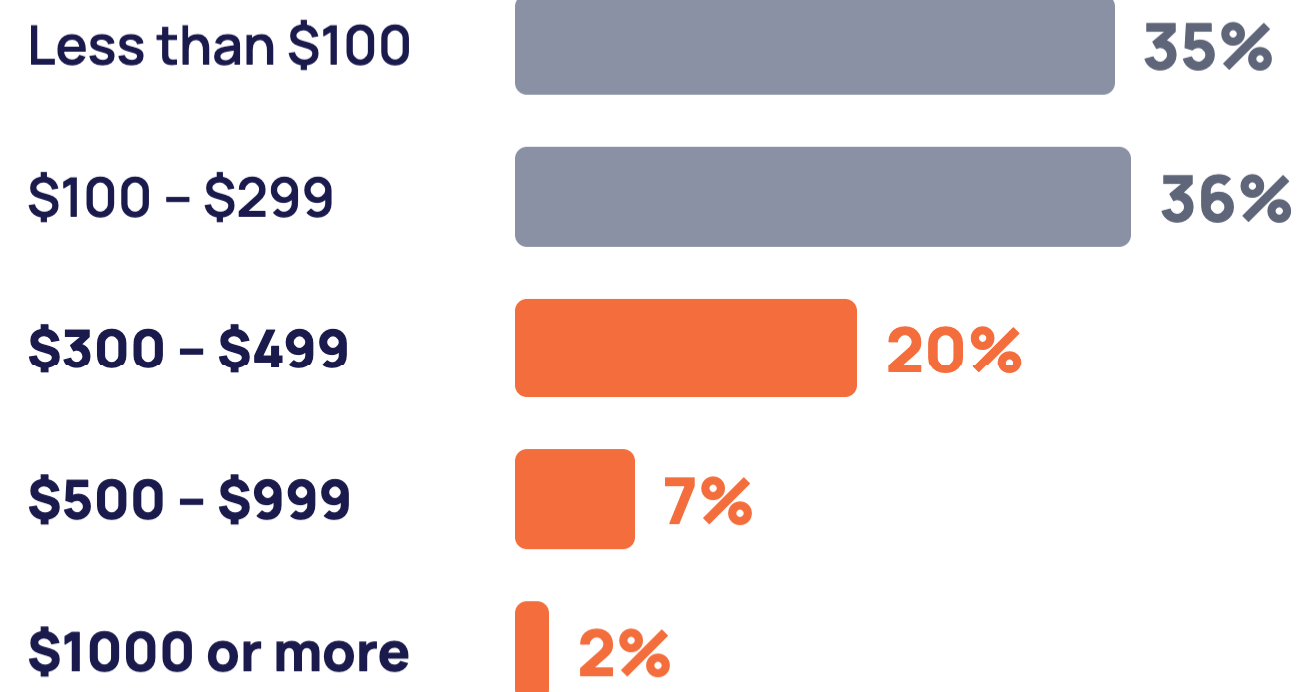
- \$300+ (Super Spenders)
- Under \$300 (Moderate Spenders)

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Total spent, last 3 months · % of podcast purchasers



**~62%**

of tracked podcast-driven spend – and likely more

comes from the 28% of purchasers who spent \$300+

Midpoint estimate; \$1000+ bucket valued at its \$1,000 floor, so the true share is likely higher.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

WHO THEY ARE

Super Spenders are younger, more male, more affluent, and more diverse

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|                             | <div>—</div> Super Spenders<br>n=281 | <div>—</div> Moderate Spenders<br>n=709 | <div>—</div> All podcast consumers<br>n=2,525 |
|-----------------------------|--------------------------------------|-----------------------------------------|-----------------------------------------------|
| Mean age (years)            | 39.4                                 | 43.5                                    | 45.7                                          |
| Aged 18–44                  | 67%                                  | 54%                                     | 49%                                           |
| Male                        | 60%                                  | 50%                                     | 50%                                           |
| Household income \$100k+    | 36%                                  | 22%                                     | 24%                                           |
| Bachelor’s degree or higher | 51%                                  | 43%                                     | 45%                                           |
| White                       | 64%                                  | 70%                                     | 74%                                           |
| Black or African American   | 26%                                  | 22%                                     | 18%                                           |
| Hispanic origin             | 30%                                  | 26%                                     | 20%                                           |

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

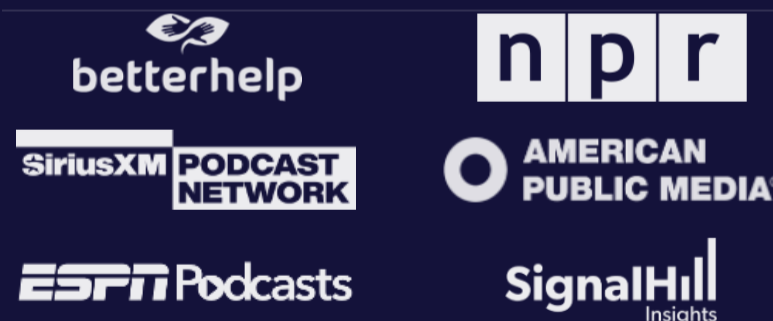
## HOW THEY CONSUME

### Attention and completion do not distinguish Super Spenders

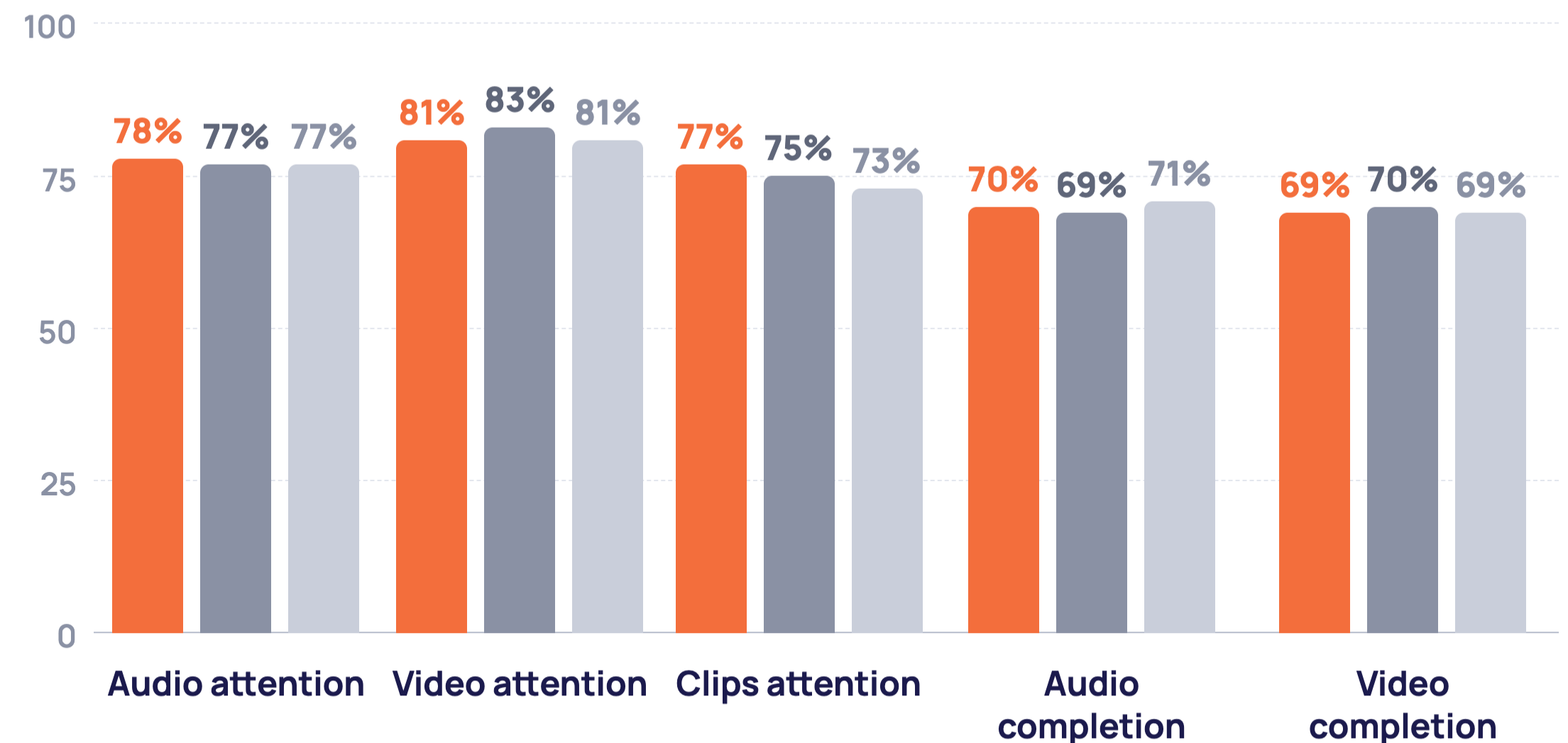
- Super Spenders
- Moderate Spenders
- All format consumers

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% full/near-full attention · % finish episodes (almost always + more than half)



**Note** The gaps are within a few points. High spend is not explained by paying more attention or finishing more episodes.

Clips attention base = clip viewers (SS n=271 / Mod n=669 / all clip viewers n=2,240). Y-axis starts at 0.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

## HOW THEY CONSUME

# They use more platforms and consume more genres

- Super Spenders
- Moderate Spenders
- All podcast consumers

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Mean count

Platforms used monthly

6.9

Super Spenders of 10

6.1

Moderate

5.6

All podcast consumers

Platforms used daily

5.4

Super Spenders

4.4

Moderate

3.9

All podcast consumers

Podcast genres consumed, last 30 days

6.8

Super Spenders of 20

5.5

Moderate

4.9

All podcast consumers

**Note** Every gap in this deck partly reflects this broader repertoire. Read the differences as a profile of who Super Spenders are, not as proof that any single behavior causes spending.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

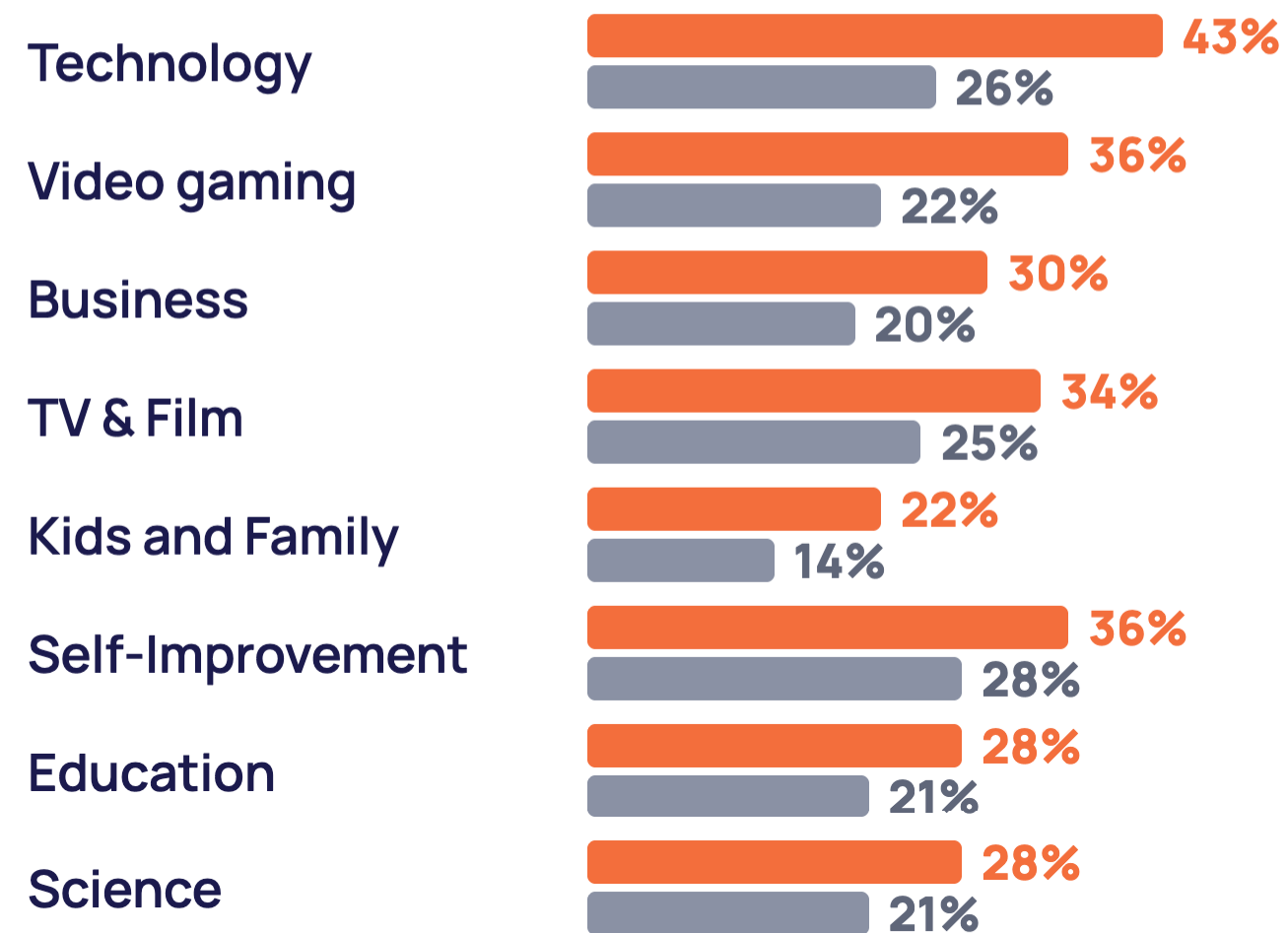
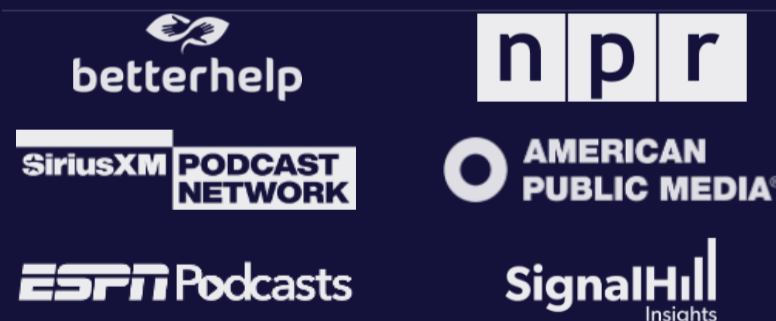
## HOW THEY CONSUME

# Genre gaps concentrate in technology, gaming, business, and kids & family

- Super Spenders
- Moderate Spenders

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## LITTLE DIFFERENCE



**Note** News and Comedy – the two biggest genres in the Atlas – show little difference. The gaps are in tech-, money-, and family-adjacent genres.

% consumed, last 30 days.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

## HOW THEY CONSUME

# Monthly reach gaps are largest on secondary platforms

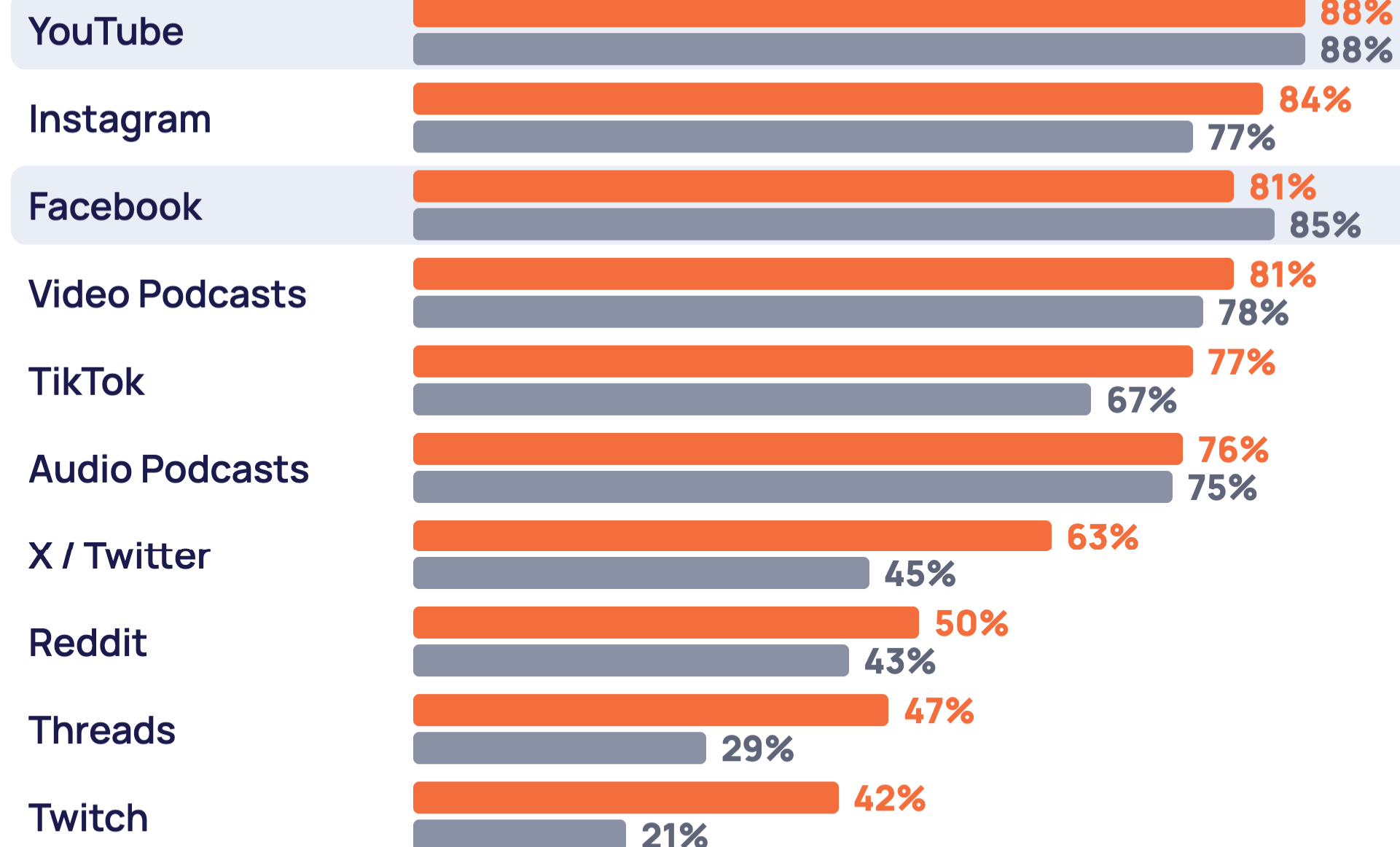
 Saturated platforms

 Super Spenders

 Moderate Spenders

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**Note** Audio and video podcast reach is essentially equal across the two purchaser groups – the footprint difference is social, led by TikTok, X/Twitter, Threads, and Twitch.

% used, past 30 days.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

## HOW THEY CONSUME

# Daily podcast use is higher among Super Spenders

- Super Spenders
- Moderate Spenders

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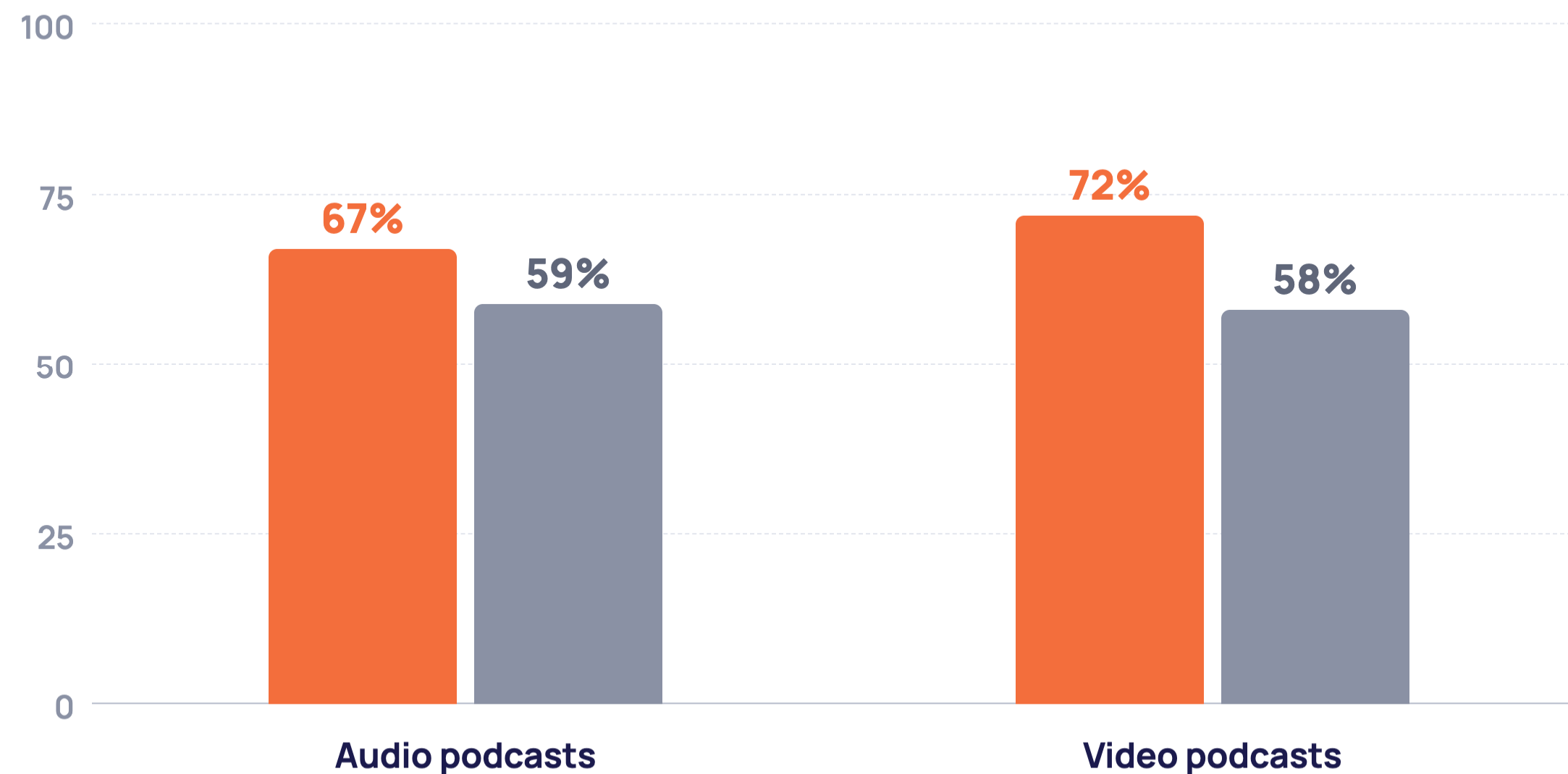
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% use daily or almost daily, of each platform's monthly users



Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

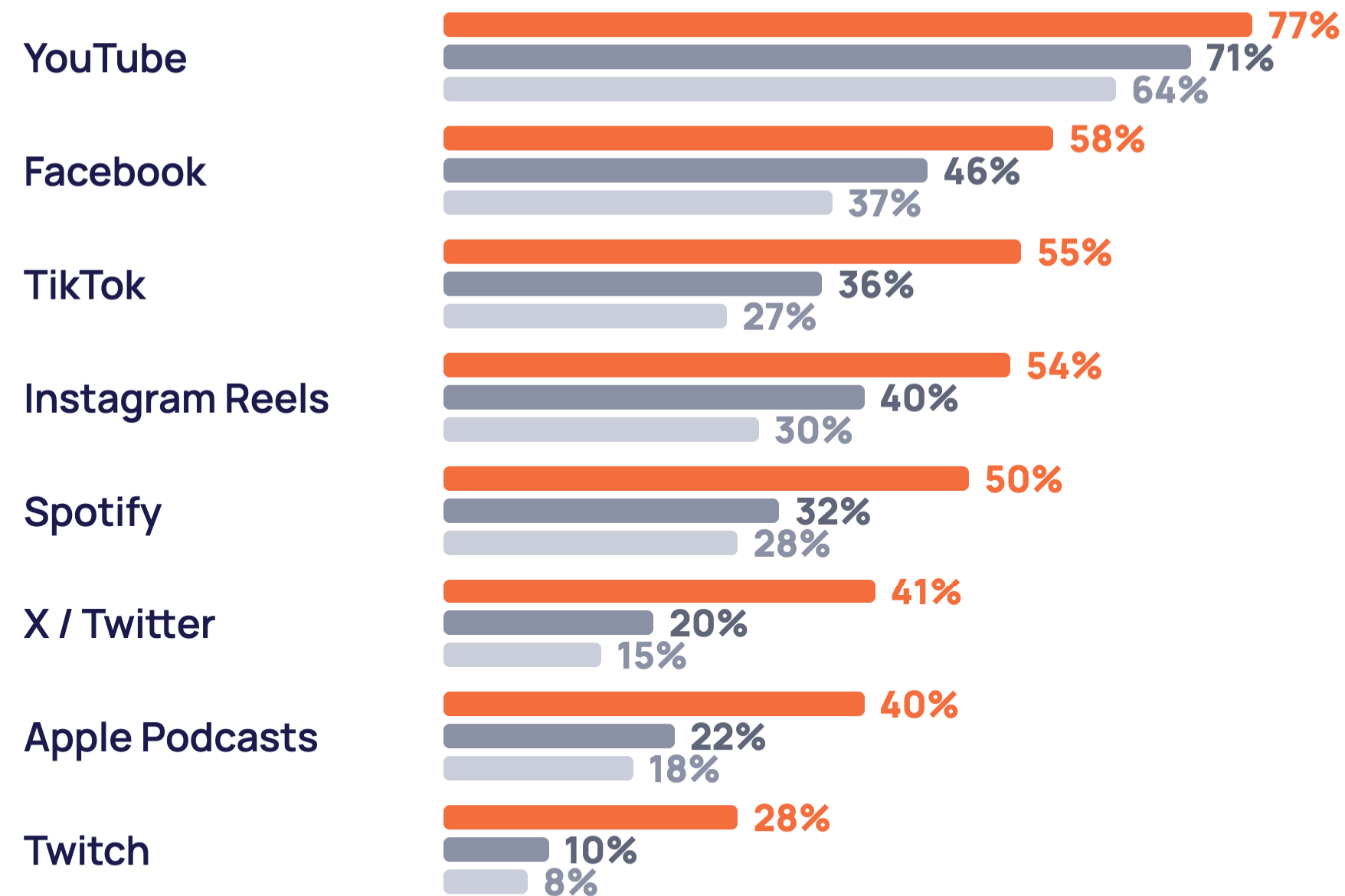
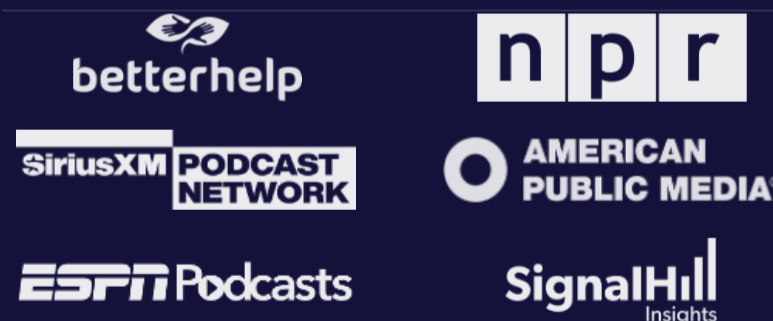
## HOW THEY CONSUME

# They consume podcast content on more platforms, more often

- Super Spenders
- Moderate Spenders
- All podcast consumers

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**Note** Every platform except YouTube shows a clear gap. The Super Spender pattern is additive — YouTube plus everything else, including the dedicated podcast apps (Spotify, Apple Podcasts).

% consume podcast content there, often/always.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

## HOW THEY CONSUME

# Clips convert Super Spenders at higher rates

- Super Spenders
- Moderate Spenders
- All clip viewers

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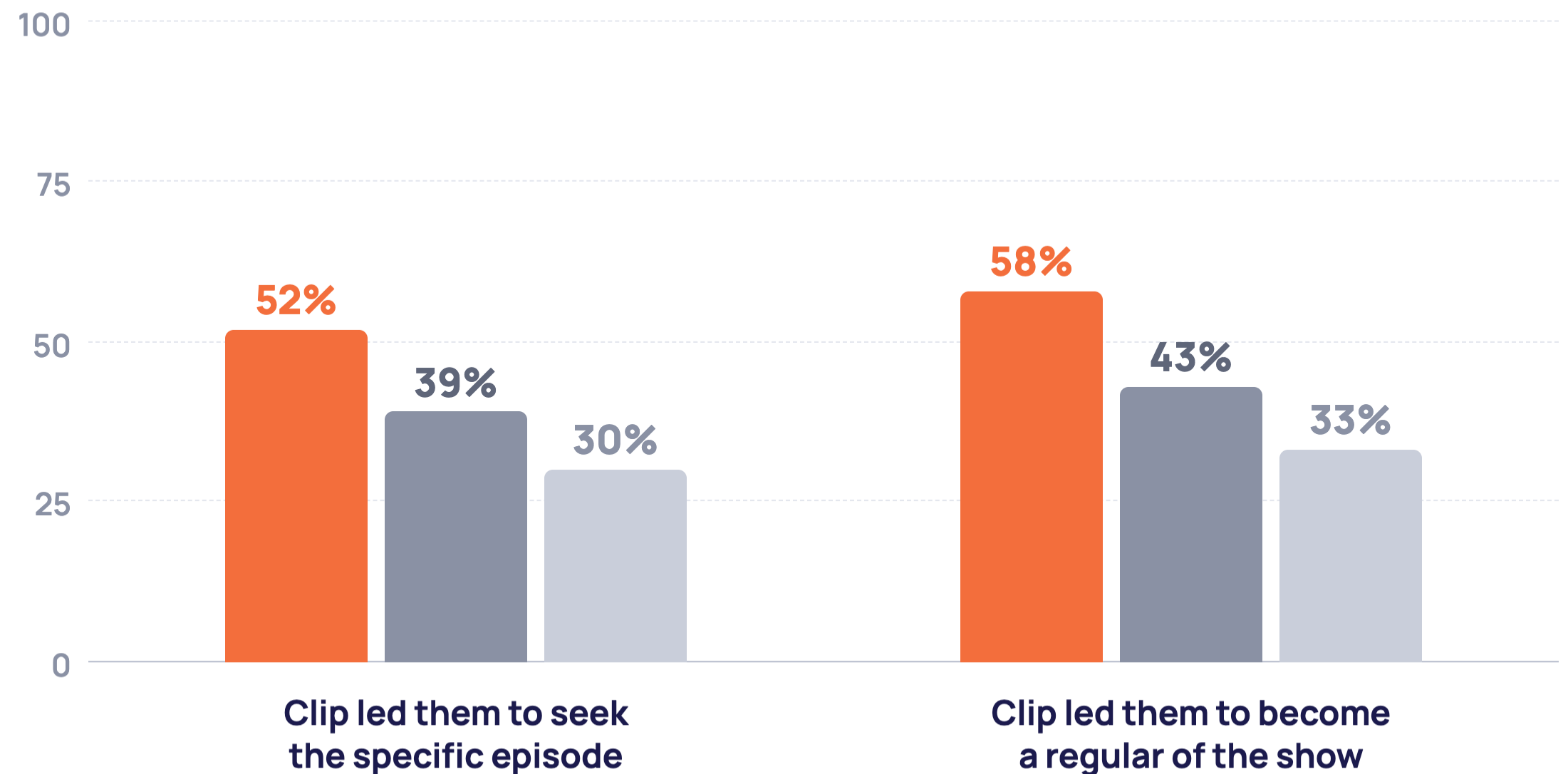
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Insights

% often/always after watching a clip



**Note** The Atlas reports ~33% often/always among all clip viewers. For Super Spenders it is 58%.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

NEWSLETTERS

Three-quarters of  
Super Spenders  
subscribe to podcast  
newsletters

- Multiple

One

Lapsed

Never

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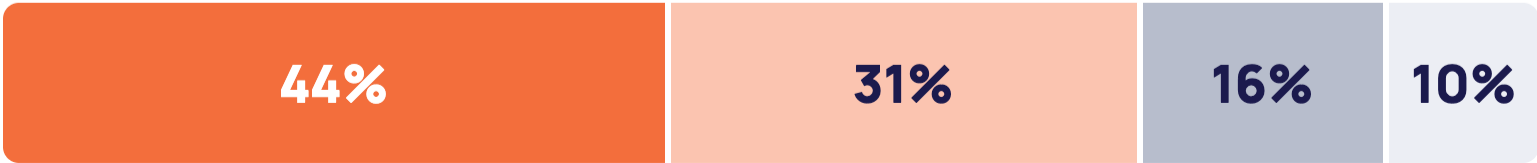
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75%

of Super Spenders subscribe to at least one podcast newsletter

Super Spenders



Moderate Spenders



All podcast consumers



**Note** Only 10% of Super Spenders have never subscribed, vs 42% of all podcast consumers.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

## NEWSLETTERS

**Among subscribers,  
newsletters drive episode  
consumption more often  
for Super Spenders**

- Super Spenders
- Moderate Spenders
- All subscribers

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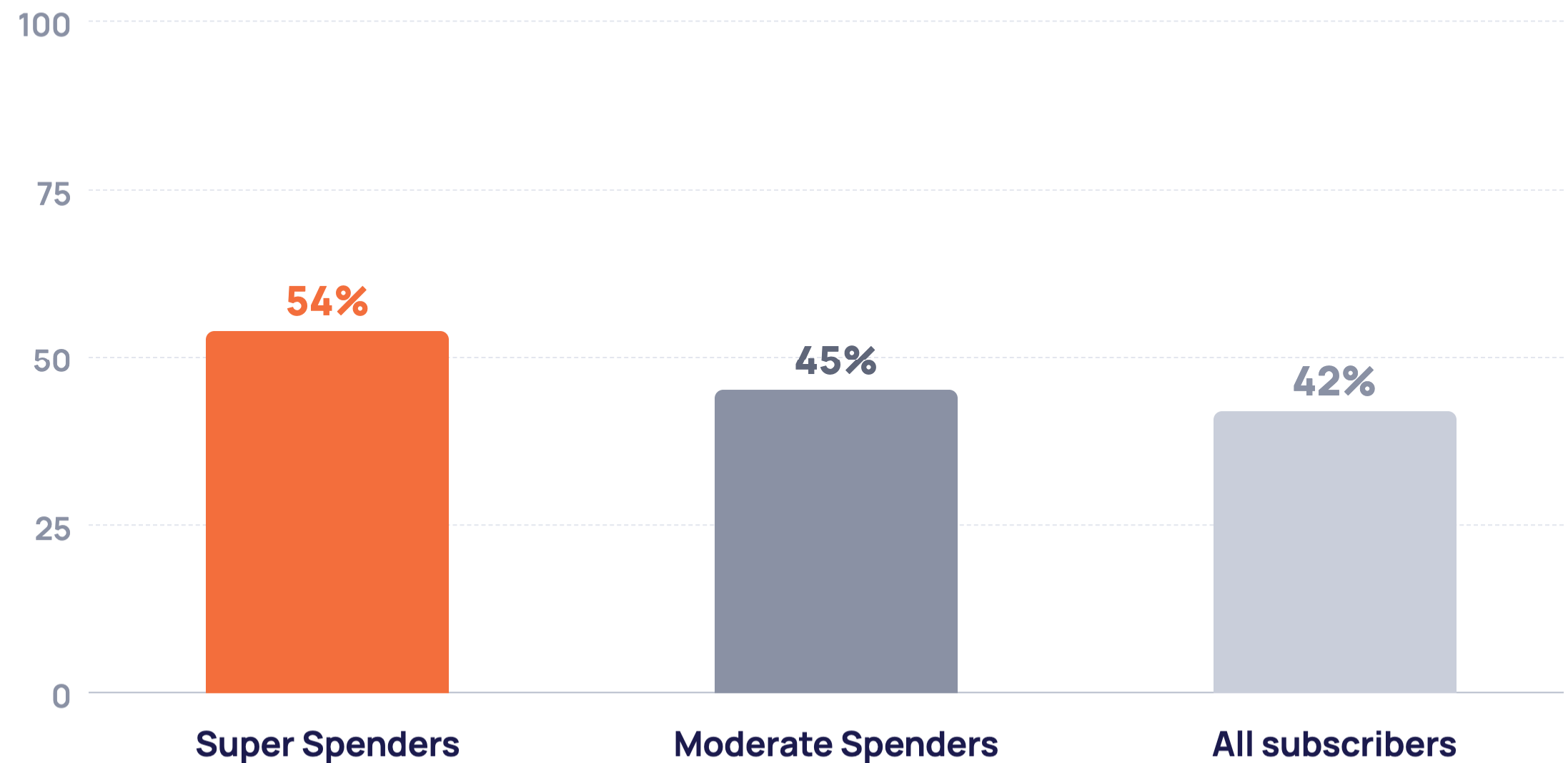
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% newsletter leads to an episode, often/always



Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

HOW THEY RESPOND

They remember more  
advertised brands

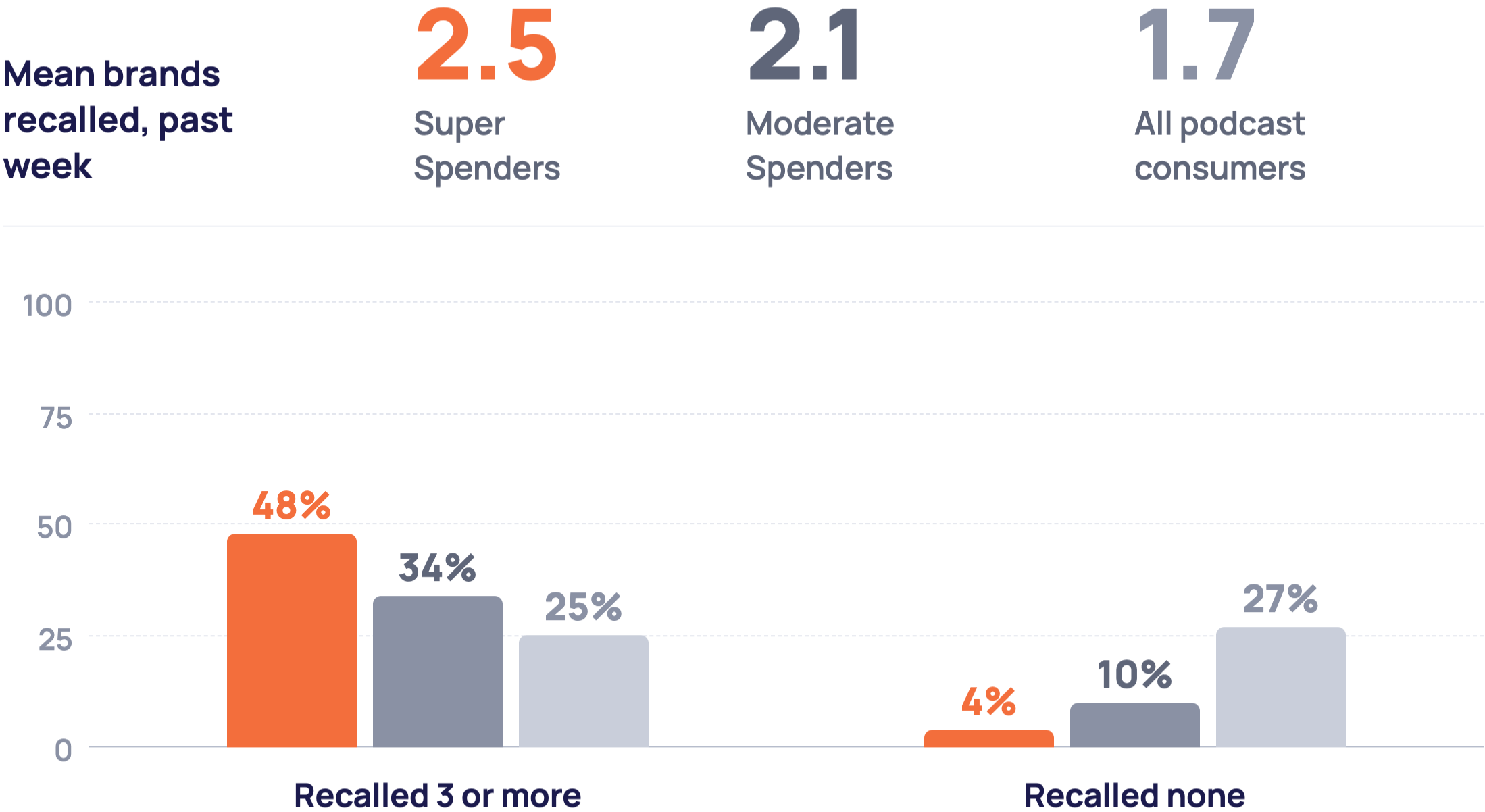
- Super Spenders
- Moderate Spenders
- All podcast consumers

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Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

## HOW THEY RESPOND

# They take more action after ads

- Super Spenders
- Moderate Spenders

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Visit the advertiser's website



Use the promo code or coupon code in the ad



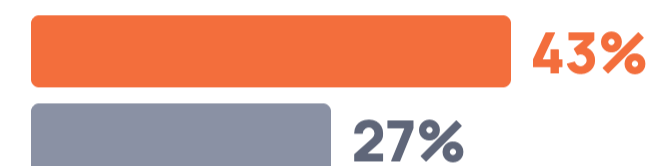
Purchase the advertised product



Tell someone about the ad



Tell someone about the product



% do this often/always after creator-platform ads.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

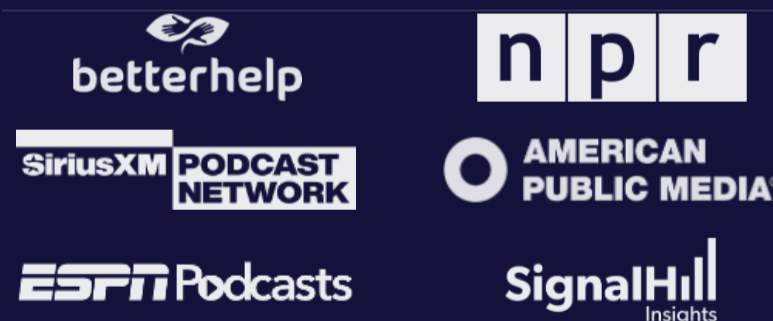
## HOW THEY RESPOND

# Host-read is still first for Super Spenders, but less dominant

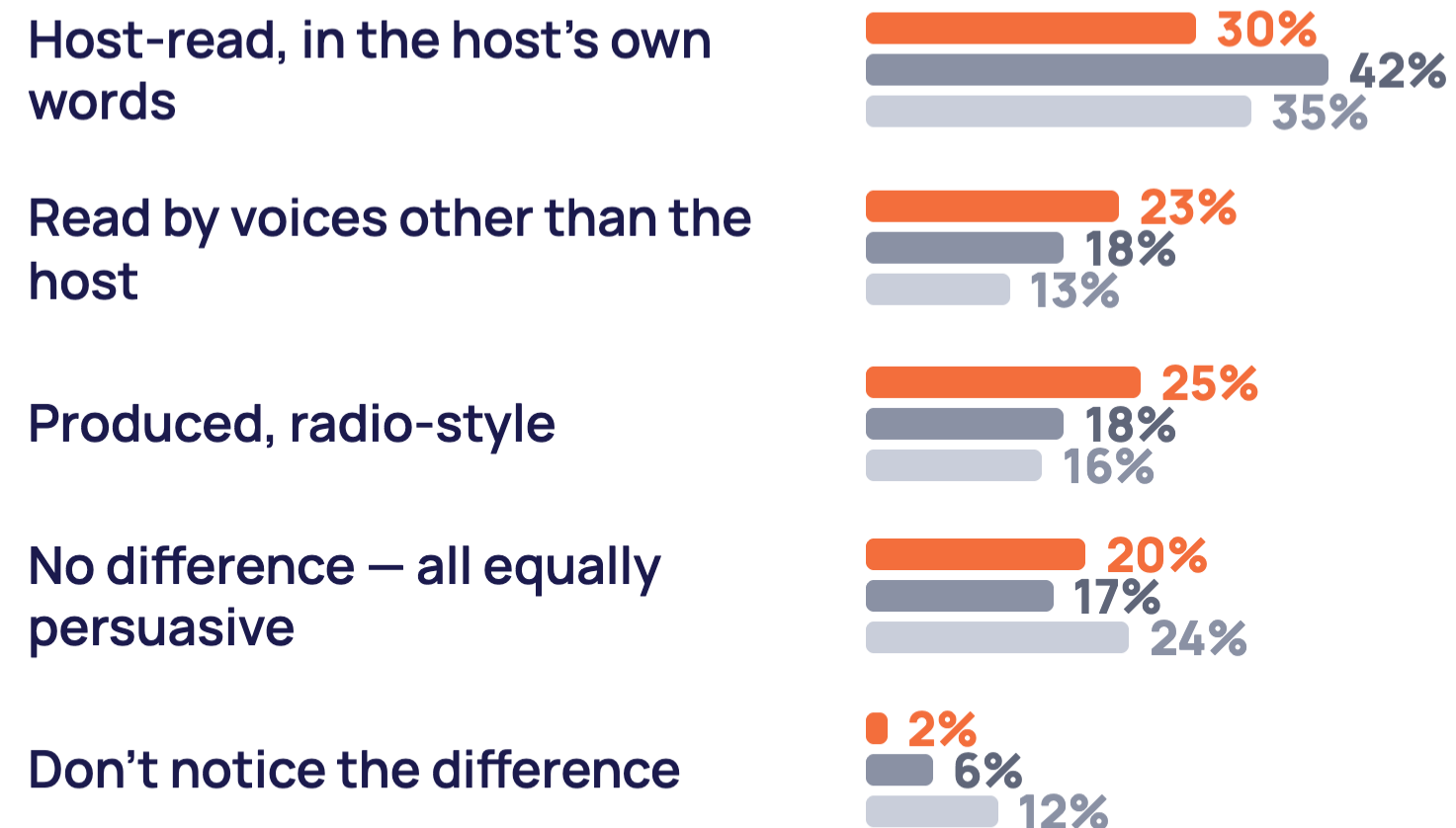
- Super Spenders
- Moderate Spenders
- All podcast consumers

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## Most persuasive podcast ad format



**Note** Super Spenders spread their preference across formats — host-read leads at 30% vs 42% among Moderate Spenders — but only 2% say they don't notice format differences, vs 12% of all podcast consumers.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

## HOW THEY RESPOND

**They buy through  
audio, video, and clips  
– not one channel**

- Super Spenders
- Moderate Spenders

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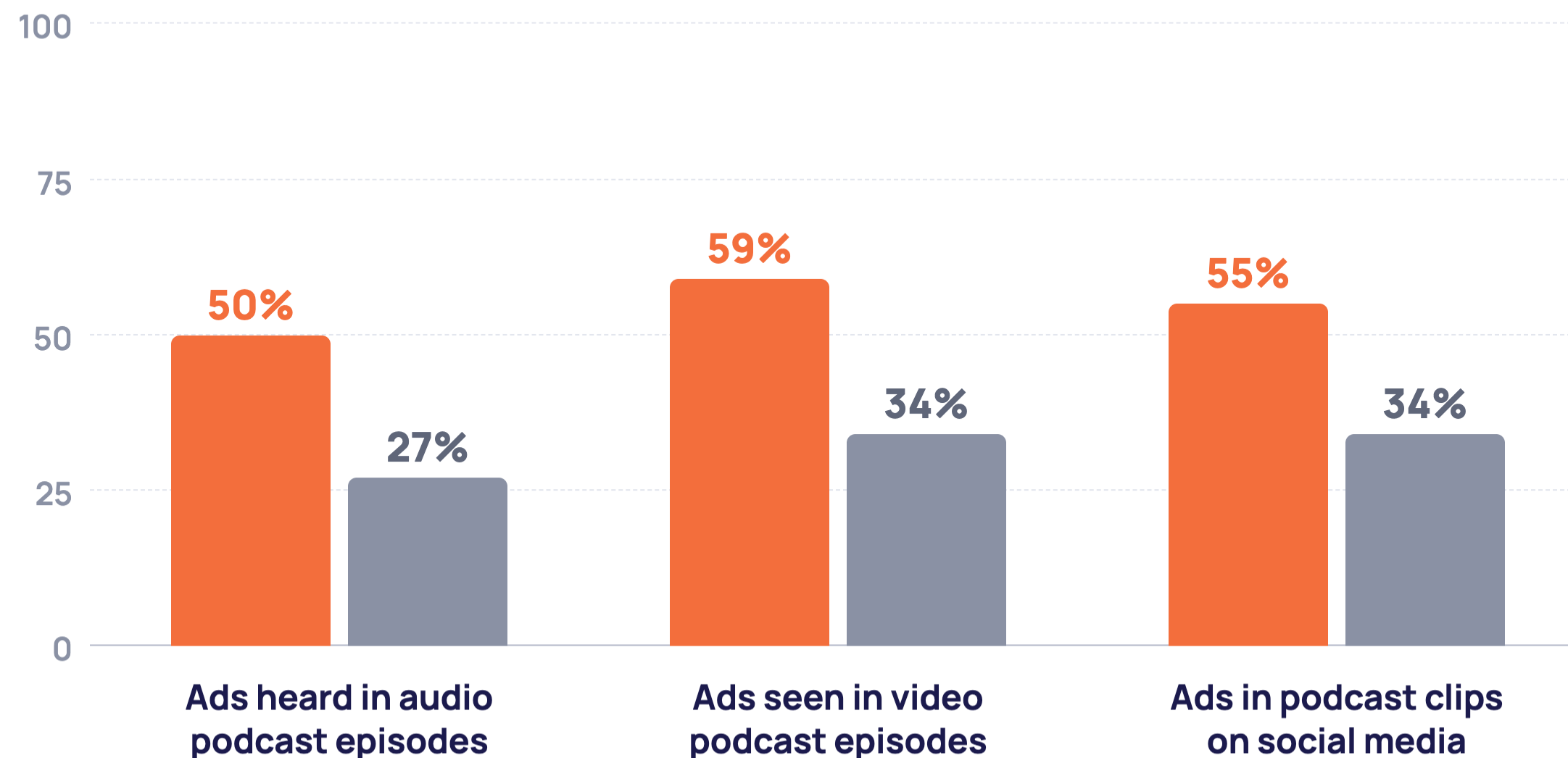
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% with 3+ purchases influenced by...



Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

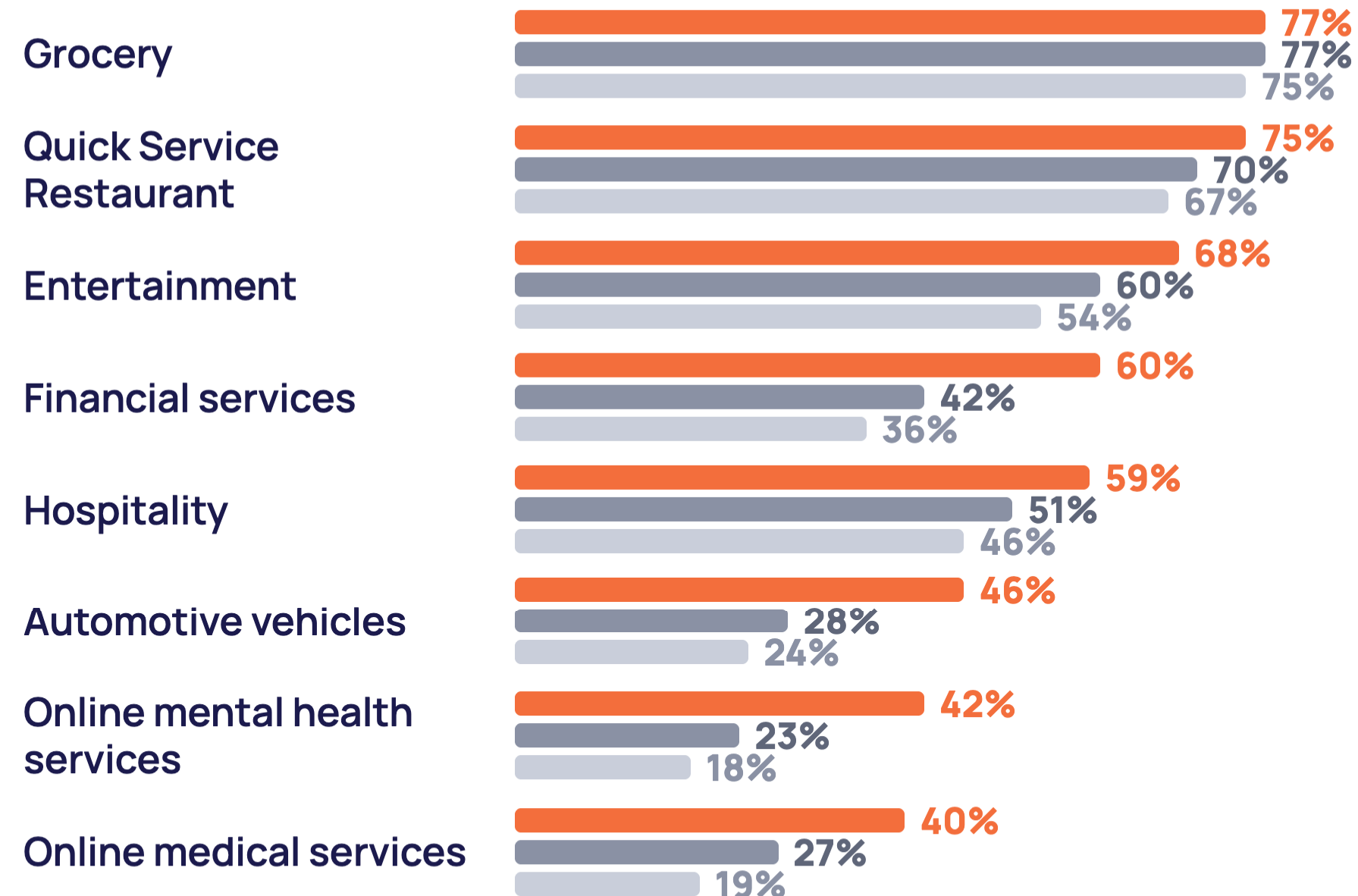
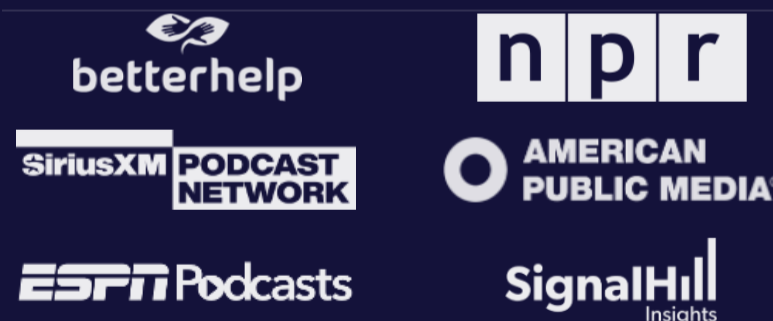
## HOW THEY RESPOND

# They are in-market for high-value categories

- Super Spenders
- Moderate Spenders
- All podcast consumers

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**Note** The largest gaps vs Moderate Spenders are in financial services (+18 pts), online mental health (+19), automotive (+18), and online medical (+13) – considered categories with high order values. Grocery and QSR are near-universal and show little difference.

% plan to purchase / change provider, next 3 months.

Source: The Podcast Atlas. Base: U.S. adults 18+ who use ≥1 ad-supported creator/media platform in the past 30 days; N=5,061, unweighted. Multi-select questions may sum to >100%.

## SUMMARY

# THE SUPER SPENDERS

The strategy: follow the creator across all five territories — add podcasts to social budgets, and social to podcast budgets.

- 01 Podcasting gets the credit — and the true footprint is bigger.**  
28% of podcast purchasers account for roughly 62% of tracked podcast-driven spend. That counts only buyers who credit a podcast ad. Others exposed to podcasts may credit social, clips, or newsletters for the same purchase — spend this study doesn't capture.
- 02 Higher spend goes with reach across the whole Atlas.**  
Super Spenders don't pay more attention or finish more episodes. They use more platforms (6.9 vs 6.1 monthly), more genres, more often — and credit purchases to audio, video, and clips alike.
- 03 The creator relationship travels beyond the episode.**  
75% subscribe to podcast newsletters (vs 38% of all podcast consumers), and 58% say clips often turn them into regulars of a show.
- 04 More cross-platform exposure, more response.**  
They recall more advertised brands (2.5 vs 1.7 for all podcast consumers) and act more: 44% often/always purchase after creator-platform ads, vs 20% of Moderate Spenders — and they are in-market for financial services, automotive, and online health.