

RELIGIOUS & SPIRITUAL PODCAST STATISTICS

SUMMARY

Prepared for Wednesday Night Bible Study

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OVERALL PODCAST LANDSCAPE (2025)

Global Statistics

- **Total podcasts globally:** Over 4.5 million shows indexed
- **Active podcasts:** Only 10-11% (450,000-500,000) actively releasing new episodes
- **Global listeners:** 584 million people worldwide
- **U.S. monthly podcast listeners:** 158 million (55% of Americans 12+)
- **U.S. weekly listeners:** 115 million (40% of Americans)

Industry Growth

- Global podcast industry valued at \$40 billion (2025)
- U.S. podcast advertising spend: \$2.56 billion
- Average listening time: 7 hours per week per listener

RELIGIOUS & SPIRITUAL CATEGORY

Category Ranking & Growth

- **Genre ranking:** 9th most popular category in the U.S.
- **Growth rate:** 49% increase from 2024 to 2025 (fastest-growing category)
- **Total episodes:** Over 71 million episodes on Apple Podcasts
- **Note:** Religion & Spirituality has the most episodes of any category on Apple Podcasts
- **Note:** Spotify has over 6 million podcast titles (August 2024) and has passed Apple as the leading platform for podcasts. They have 42.4 million US listeners expected by 2025. NO date on Religion & Spirituality category.

Demographics of Religious Podcast Listeners

- **Evangelical Protestants:** 28% are heavy users of religious technology/podcasts
- **Historically Black Protestant denominations:** 37% heavy users
- **Catholics and mainline Protestants:** 12% each
- **Gen Z engagement:** 64% interact with Christian media platforms
- **Millennial engagement:** 58% interact with Christian media platforms

Audience Characteristics

- More likely to be married with children
- Politically conservative
- Deeply spiritually committed
- Younger demographic (Gen Z and Millennials leading)

CONSERVATIVE CHRISTIAN PODCASTS

Evangelical Population Context

- **U.S. evangelical population:** 25-35% of adults (90-100 million people)
- **2015 Pew Research:** 25% of U.S. adults identified with evangelical denominations
- **Growth trend:** Absolute numbers rising even as percentage fluctuates

Theological Breakdown (Estimated)

IMPORTANT NOTE: Exact statistics for theological categories are not tracked by podcast platforms. The following represents available curated lists, not comprehensive counts:

- **Dispensational podcasts:** 50+ identified shows (curated list)
- **Independent Baptist podcasts:** 100+ identified shows (U.S.)
- **Baptist podcasts (general):** 100+ identified shows
- **Conservative Christian podcasts:** 50+ identified shows (curated list)

Popular Conservative/Baptist Podcast Examples

- The Briefing with Albert Mohler (Southern Baptist)
- Daily Radio Program with Charles Stanley (Baptist)
- Bible Baptist Church podcasts (KJV, dispensational)

- Lancaster Baptist Church (Dr. Paul Chappell)
- Various dispensational teaching ministries

KEY FINDINGS SUMMARY

What We Can Confirm:

1. Religion & Spirituality podcasting is experiencing explosive growth (49% increase)
2. The category ranks in the top 10 of all podcast genres
3. Evangelical and conservative Christians are heavy users
4. Younger generations (Gen Z, Millennials) are increasingly engaged
5. There are hundreds of conservative Christian, Baptist, and dispensational podcasts

What We Cannot Confirm:

1. **Exact total number** of podcasts in Religious & Spiritual category
2. **Precise breakdown** by theological position (conservative vs. progressive)
3. **Specific counts** for Baptist or dispensational subcategories

Reason: Podcast platforms and industry trackers categorize by broad genre (Religion & Spirituality) but do not track theological orientation or denominational affiliation systematically.

PRACTICAL IMPLICATIONS

For Ministry Leaders:

- Podcasting represents a significant and growing mission field
- Conservative, evangelical content is well-represented and finding audiences
- Younger demographics are more reachable through digital audio than traditional media
- Average listener dedication (7 hours/week) shows deep engagement potential

Current Trends:

- Video podcasting gaining traction (YouTube leading platform at 33%)
- Weekly consumption primarily Monday-Friday during commutes
- Mobile listening dominates (70% of weekly listeners)
- Faith-based content crossing into mainstream culture

SOURCES

- Teleprompter.com Podcast Statistics 2025
- National Religious Broadcasters (NRB) 2025 Report
- Metro Voice News Christian Podcasting Analysis
- Edison Research Q1 2024 Report
- Pew Research Center Religious Surveys
- Apple Podcasts and Spotify Platform Data
- Digital Web Solutions Podcast Industry Analysis

Conclusion: While exact enumeration of Religious & Spiritual podcasts and their theological breakdown is unavailable, the data clearly shows this is a thriving, rapidly growing sector with strong conservative Christian representation and increasing engagement among younger believers.