

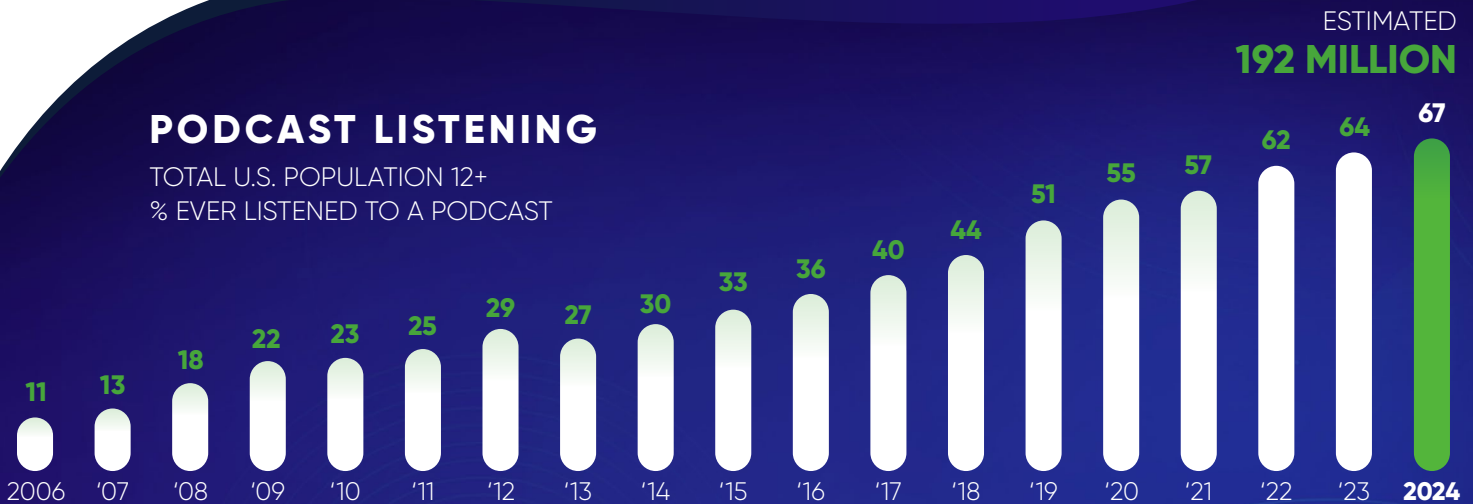


The Power of Podcasting in 2024

Regular consumption of podcasts is **growing steadily each year.**

PODCAST LISTENING

TOTAL U.S. POPULATION 12+
% EVER LISTENED TO A PODCAST



MONTHLY PODCAST LISTENERS

% LISTENED TO A PODCAST IN THE LAST MONTH

AGE 12-34
59%



AGE 35-54
55%



AGE 55+
27%



AVERAGE NUMBER OF PODCAST EPISODES LISTENED TO IN A WEEK

U.S. 12+ WEEKLY PODCAST LISTENERS

Total Weekly Podcast Listeners

8.3

Male Weekly Podcast Listeners

7.2

Female Weekly Podcast Listeners

9.5

Regular listeners are consuming **more episodes each week.**