



The Power of Podcasting in 2021

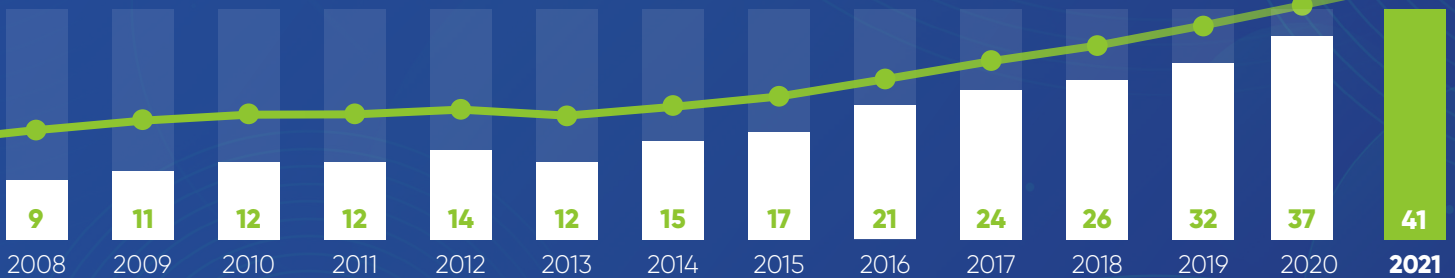
Regular consumption of podcasts is **growing steadily each year.**

MONTHLY PODCAST LISTENING

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST LAST MONTH

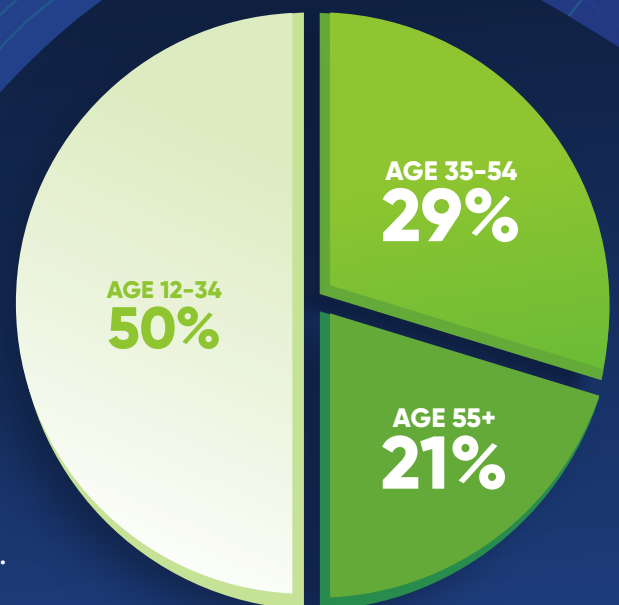
ESTIMATED
116 MILLION



AGE OF MONTHLY PODCAST LISTENERS

BASE: U.S. AGE 12+ AND LISTENED TO PODCAST LAST MONTH

Half of monthly podcast listeners are **over the age of 35**, making them the **primary healthcare decisionmakers.**



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