



The Power of Podcasting in 2020

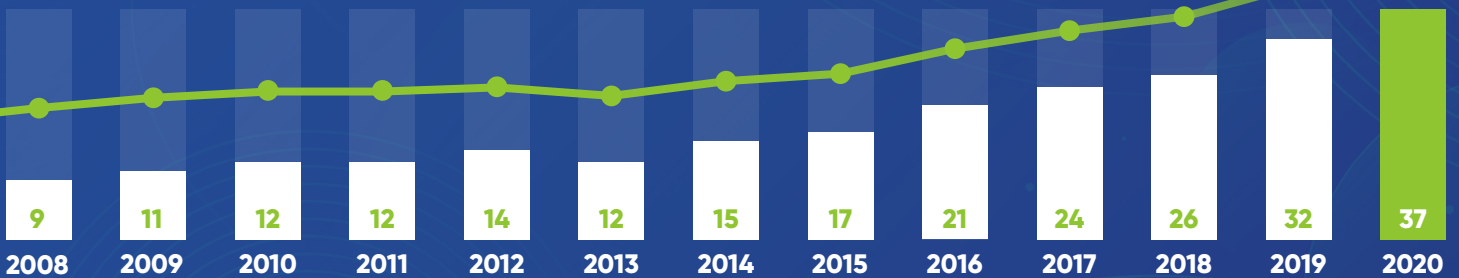
Regular consumption of podcasts is **growing steadily each year**. **One third of Americans listen to podcasts monthly.**

MONTHLY PODCAST LISTENING

TOTAL U.S. POPULATION 12+

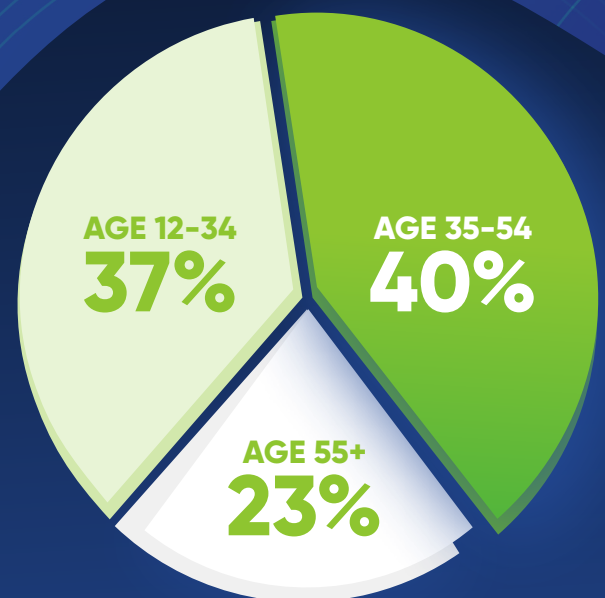
% LISTENED TO A PODCAST LAST MONTH

ESTIMATED
104 MILLION



AGE OF MONTHLY PODCAST LISTENERS

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



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

