

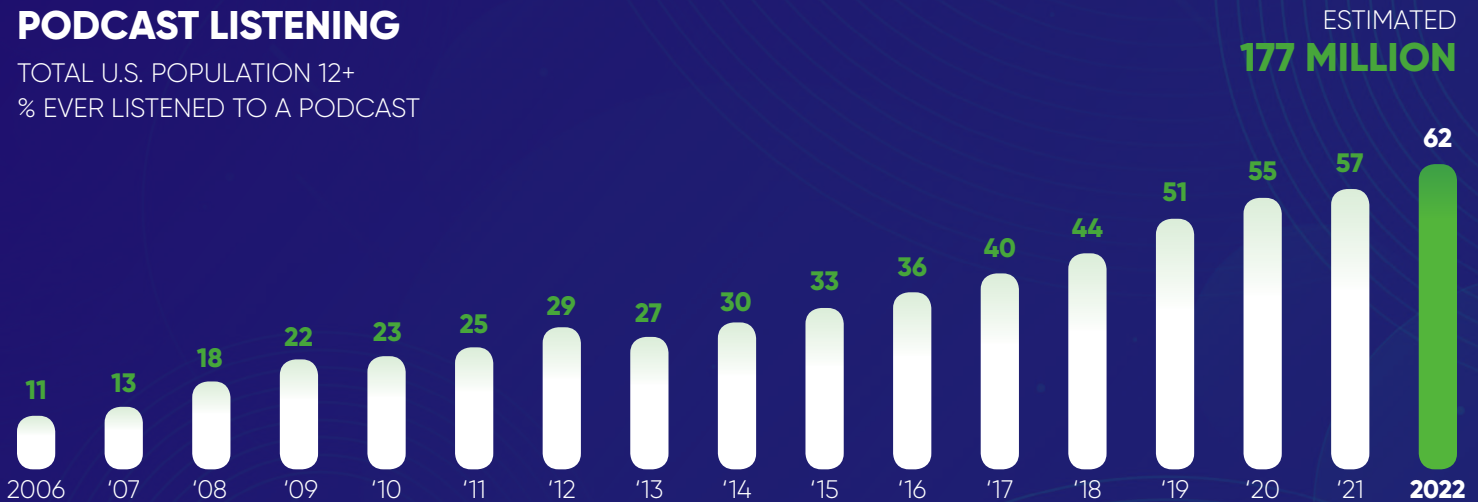


The Power of Podcasting in 2022

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

PODCAST LISTENING

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



AGE OF MONTHLY PODCAST LISTENERS

BASE: U.S. AGE 12+
PODCAST LISTENERS

53% of podcast listeners are **over the age of 35**, making them the **primary healthcare decisionmakers.**

