Podcasting — The New Listening Standard

124+ MILLION Americans have listened to a podcast.³

A QUARTER of the U.S. population listens to podcasts monthly.³

Listeners average 7 PODCASTS PER WEEK.³

High-Listener Engagement With Podcasts Promotes Response

79% took action in response to a sponsorship announcement in an NPR® podcast.⁴

From light consumption of 1-2 podcasts weekly to heavy listening of 5+ podcasts weekly, podcast audiences RECALL AND HAVE INTEREST IN PODCAST ADS.

80% of heavy listeners and 75% of light listeners agree that the podcast ADS ARE RELATABLE to them.⁵

Sources:
1. StreamGuys
2. Nielsen, Scarborough, Sep 2017 - Feb 2018
3. The Infinite Dial © 2018 Edison Research and Triton Digital
4. NPR Podcast Listener Survey, February 2018
5. The Podcast Report – Audience Analytics, Bridge Ratings, 2017

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