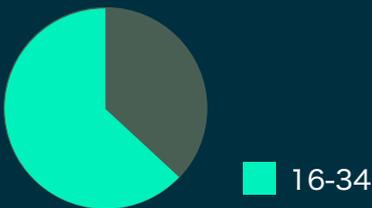


At Acast, we believe in using technology, data and metrics to elevate audio distribution, discovery and commercialization, for all.

An estimated **29%** of Americans have listened to a podcast in the last month.*

How old are today's podcast listeners?

Current podcast listeners tend to be younger than radio listeners, with **2/3rds** of new listeners aged **16-34**.***



How often do we listen?*

27% of podcast listeners listen once a week 

35% listen 2 to 4 times a week 

17% listen 5 times a week or more 

Why do we listen?

31% of podcast listeners say the reason they listen to podcasts is to learn something new. A quarter of those surveyed say they are listening to podcasts in the last 6 months.***

When do we listen?

Most podcast listening happens between **noon** and **10 p.m.** with the largest spike occurring between **4 p.m.** and **7 p.m.*****



How long do we listen?

On average, podcast fans spend more than **3½** hours per week listening to podcasts, typically split across two listening sessions. By comparison, other listening media, such as audiobooks and music, attract between **4 to 5** hours of weekly listen time vs. TV at an average of **12.3** hours.***



What do we listen to?

Comedy remains the most listened to podcast genre, followed by news & politics.***



How do we find a new podcast?

1 in 3 discover new shows through social media, followed by personal recommendations (**27%**)***



More than **3 out of 4** who listened to a podcast in the past 3 months have recommended a podcast to someone else, re-told a story or recommended a product, site or service they heard about on a podcast.***



* Past 1 month | *** Past 3 months