

AMERICAN PODCAST HABITS

Weekly Listening

Monthly Listening

44% of Americans have listened to a podcast. That's the equivalent to the population of all these countries.



SOURCES:
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<http://www.pewinternet.org/2008/08/28/podcast-downloading-2008/>
<https://www.apple.com/newsroom/2017/12/apple-reveals-2017-most-popular-apps-music-and-more/>
<http://www.edisonresearch.com/wp-content/uploads/2017/04/Podcast-Consumer-2017.pdf>

HOW AMERICANS LISTEN

Where they listen

How they listen

Who's Listening

