

Audio streaming: 75% of Americans have listened last month; 70% listened last week

% listening to online audio: Total U.S. population 12+

	2018	2019	2020	2021	2022	2023
Last month	64%	67%	68%	68%	73%	75%
Last week	57%	60%	60%	62%	67%	70%
Conversion of monthly listeners to weekly listeners	89	90	88	91	92	93

U.S. podcast audience growth: 2017-2023

Edison Research, The Infinite Dial study: Total U.S. population 12+

	2017	2018	2019	2020	2021	2022	2023	Growth 2023 vs. 2017
Familiarity	60%	64%	70%	75%	78%	79%	83%	+38%
Ever listened	40%	44%	51%	55%	57%	62%	64%	+60%
Monthly listening	24%	26%	32%	37%	41%	38%	42%	+75%
Weekly listening	15%	17%	22%	24%	28%	26%	31%	+107%
Conversion of monthly listeners to weekly listeners	63%	65%	69%	65%	68%	68%	74%	+17%

2023 monthly podcast audience = 120 million persons 12+

2023 weekly podcast audience = 89 million persons 12+