

EVOLVING PODCAST LANDSCAPE IN U.S. OVER THE COURSE OF 2022



+20%

Y-o-Y growth
in podcast
downloads

5.6

episodes
downloaded
per week on
average

1 in 4

monthly
podcast
listeners are
A25-34

21%

more likely to
have high HH
income
(USD100K+)

31%

more likely to
be college
graduate+

23%

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