

U.S. podcast audience growth: 2017-2021

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

	2017	2018	2019	2020	2021	Growth 2021 vs. 2020
Familiarity	60%	64%	70%	75%	78%	+4%
Ever listened	40%	44%	51%	55%	57%	+4%
Monthly listening	24%	26%	32%	37%	41%	+11%
Weekly listening	15%	17%	22%	24%	28%	+17%
Conversion of monthly listeners to weekly listeners	63%	65%	69%	65%	68%	+5%

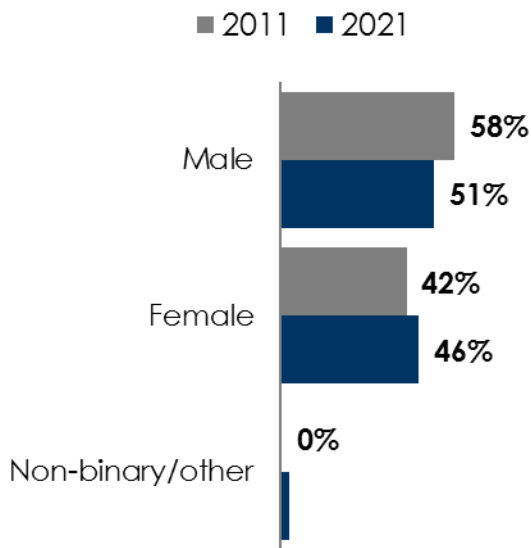
Monthly podcast audience = 116 million persons 12+

Weekly podcast audience = 80 million persons 12+

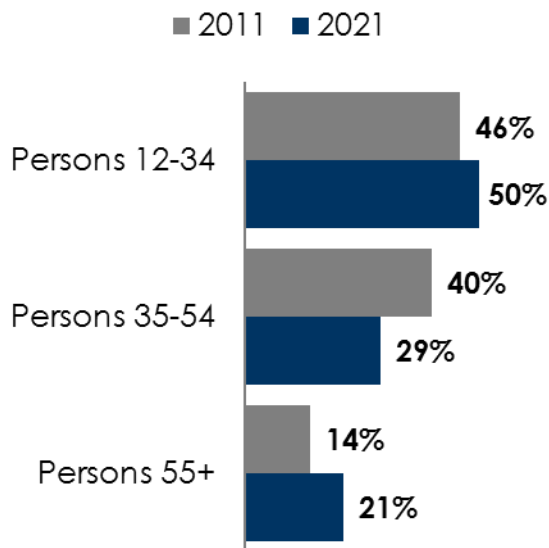
U.S. monthly podcast audience profile: 2011-2021

Audience composition of monthly podcast audience

Gender: Skews female



Age: Profile expands both older and younger



Ethnicity: More diverse

