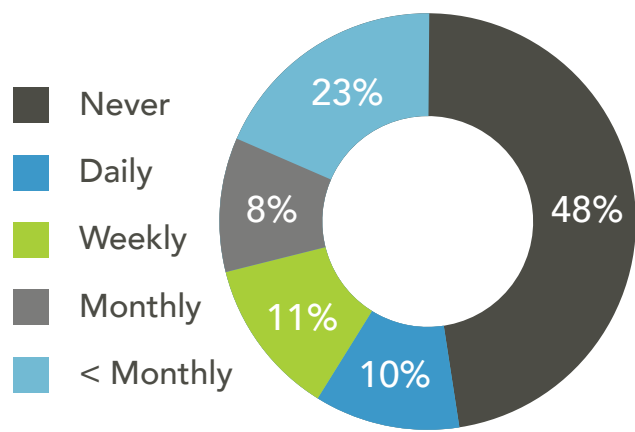
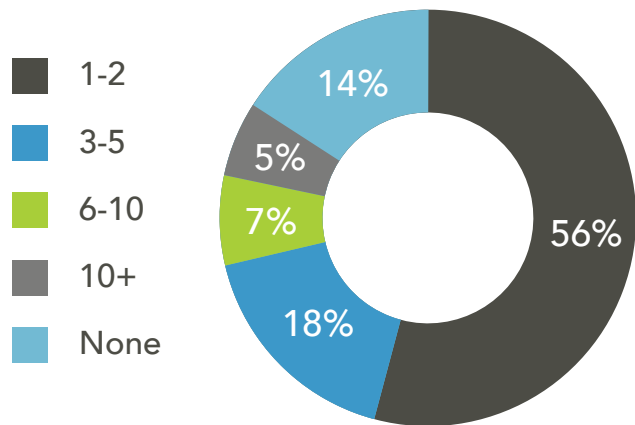


PODCAST LISTENING IN 2017

How Often?

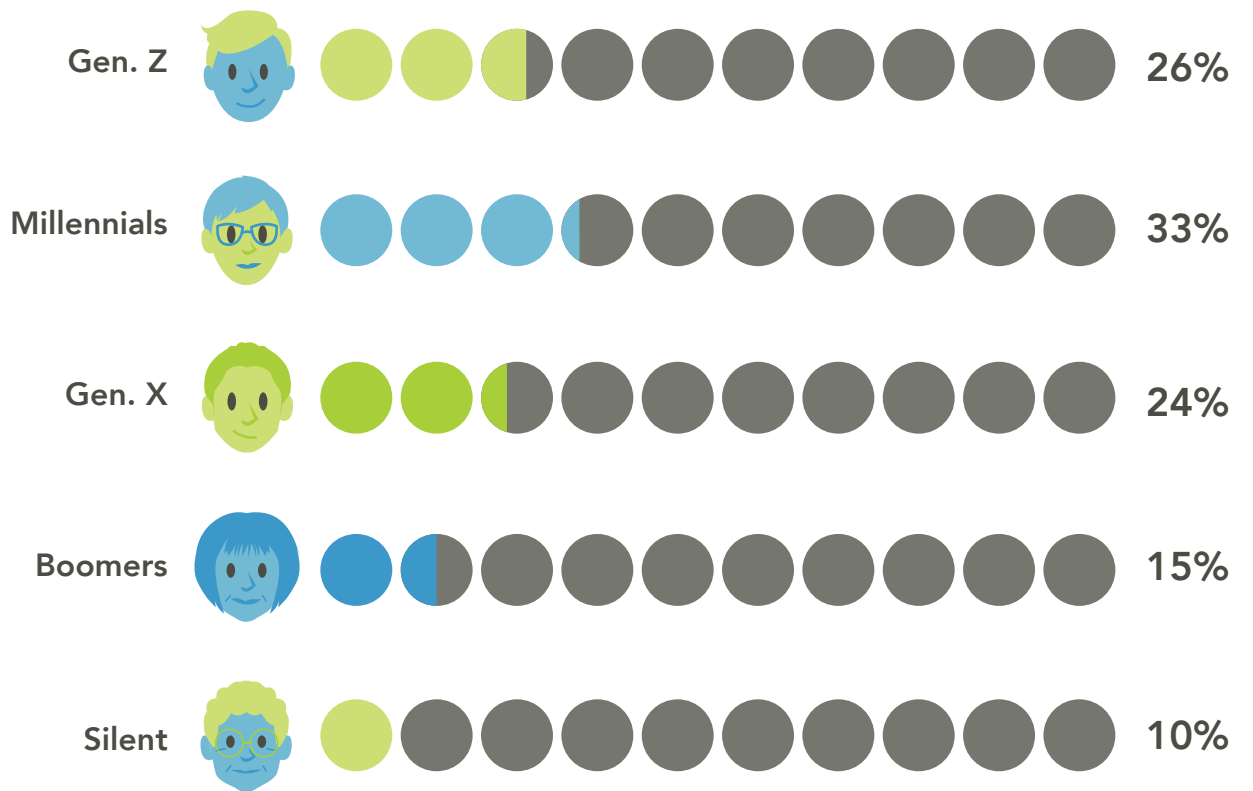


How Many Per Week?

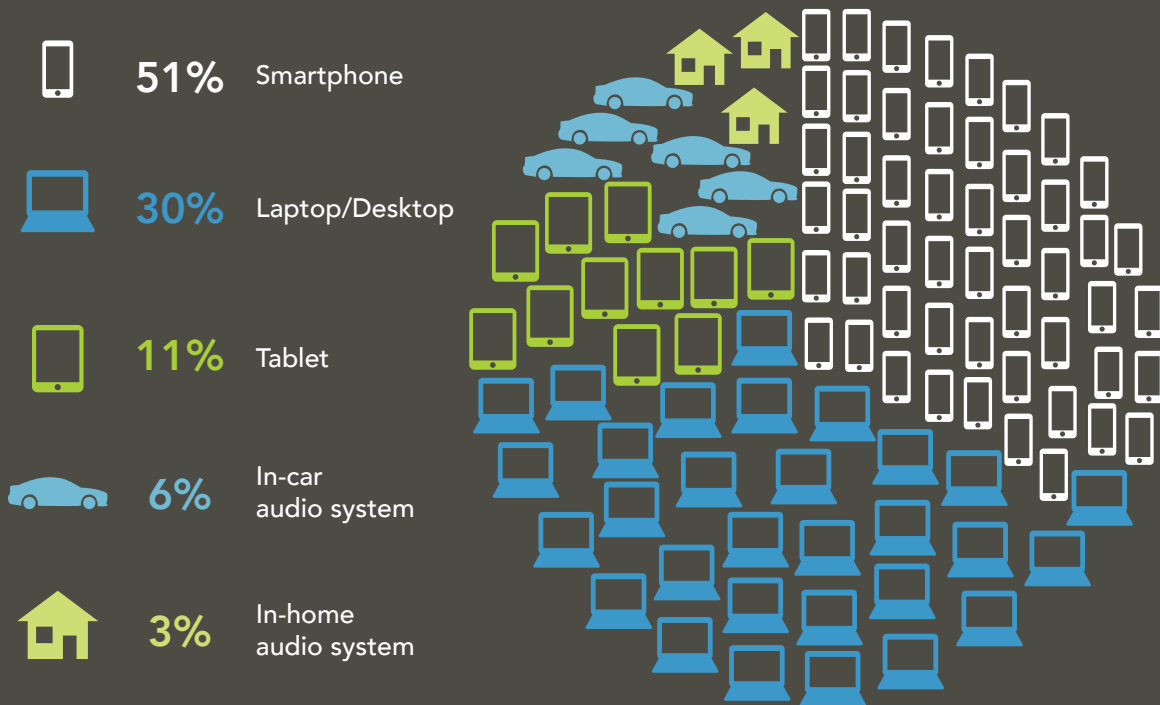


Who Listens Weekly or More?

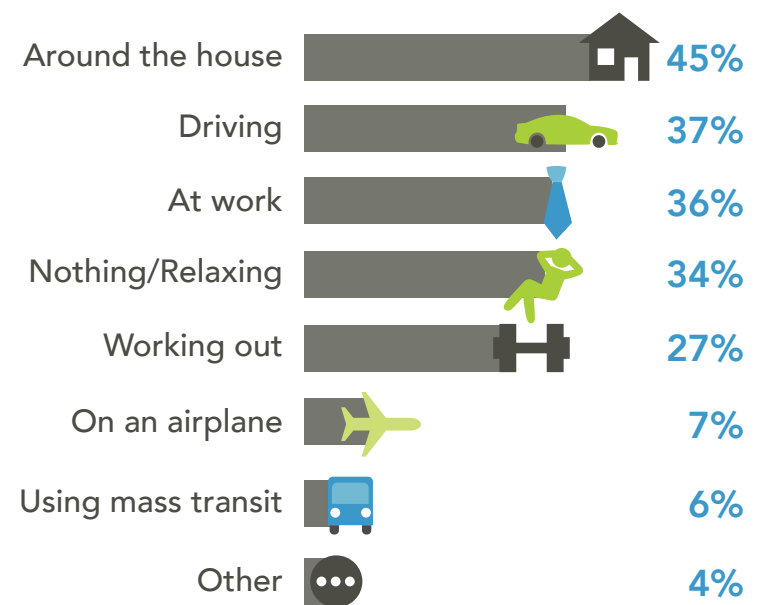
♂ 23% ♀ 19%



What Do People Prefer to Listen With?*

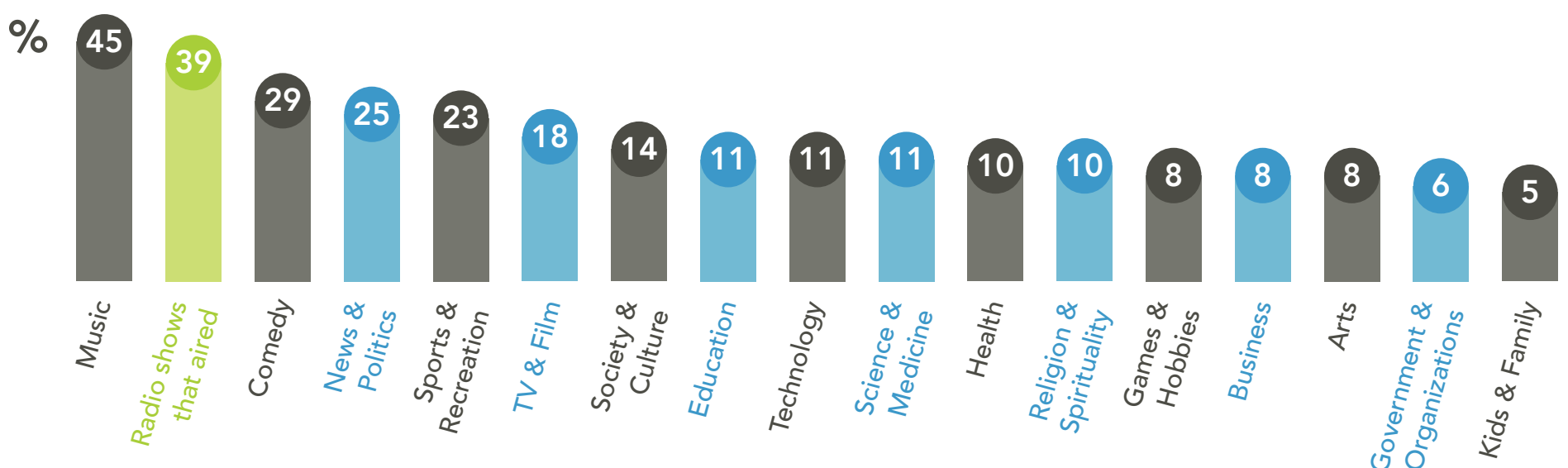


What People Do While Listening to Podcasts*



Preferred Podcast Categories*

*Among people who listen monthly or more



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Source: Techsurvey13, a web survey conducted primarily among commercial radio station respondents, many of whom are members of station email databases. Overall, 321 radio stations across the US and Canada participated, generating 51,760 respondents. (Jan-Feb 2017)