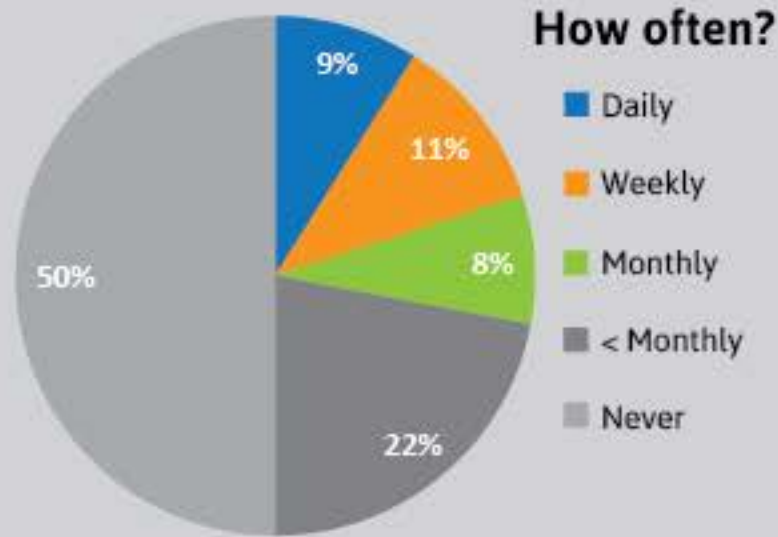


# WHO LISTENS TO PODCASTS



## HAVE LISTENED IN THE PAST WEEK

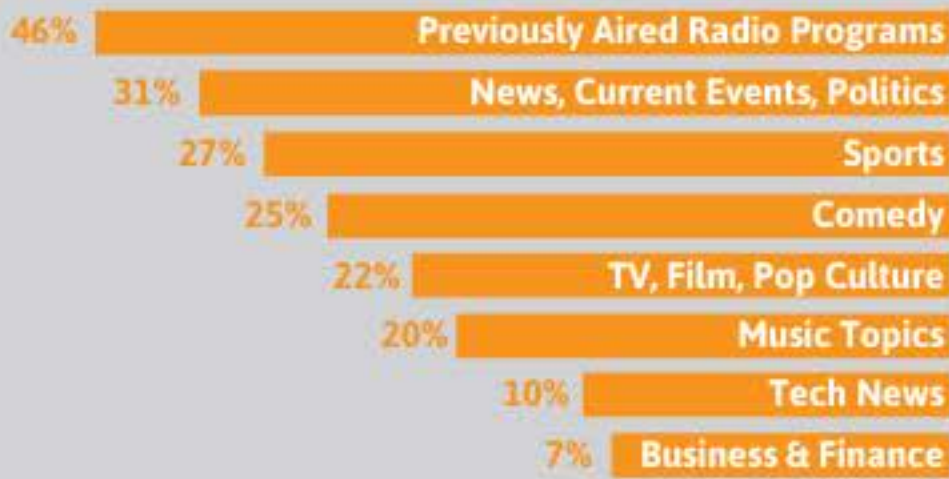


## PODCAST PREFERENCES

Multiple responses allowed



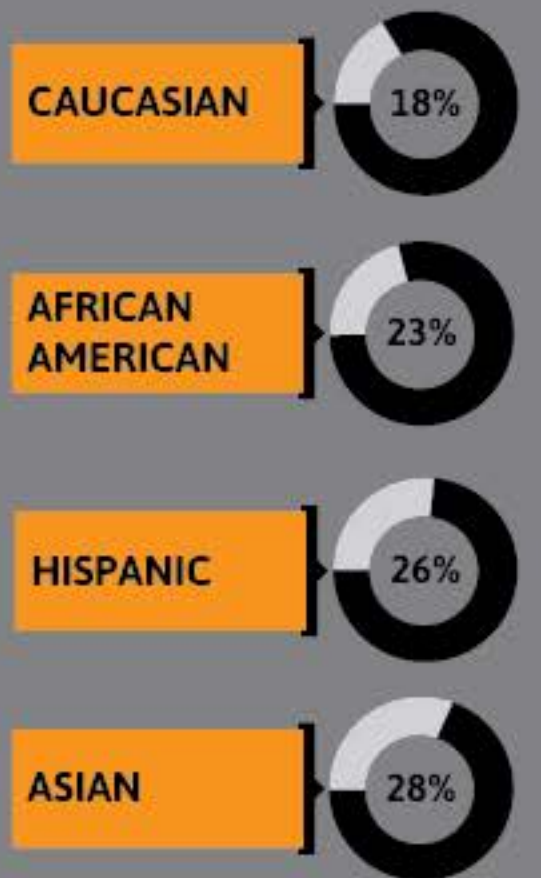
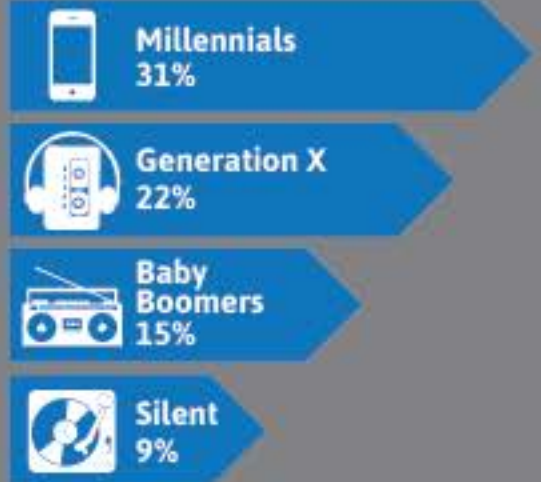
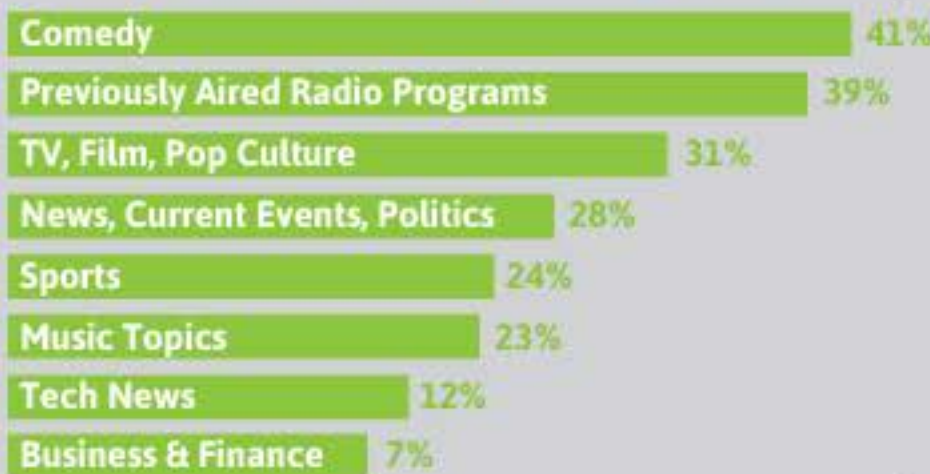
Baby Boomers



Gen X



Millennials



jācapps is the leading developer of mobile applications for audio content creators. The company has developed nearly 1,000 apps worldwide for companies that include Entercom, Greater Media, Bonneville, Scripps, Emmis, Hubbard, and a wide variety of podcasters, including PodcastOne, Public Radio International, and On Being.



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Source: Techsurvey12, a web survey conducted primarily among commercial radio station respondents, many of whom are members of station email databases. Overall, 245 stations across North America participated, generating 39,503 respondents. (Jan-Feb 2016)