

# Podcast Stats

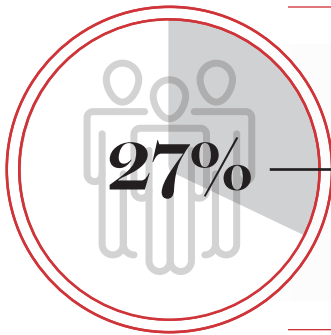
## 8 Facts About The Listener Landscape

**1**  
**75%** of the US population is familiar with the term “podcasting”  
 up from 70% of the population in 2019

SOURCE: INFINITE DIAL 2020

**2**  
 16 million people are “avid podcast fans”

SOURCE: NIELSEN Q1 2018



**3**  
**27%** of US podcast listeners have a 4-year college degree vs the 19% average for the US population

**4**  
**63% of podcast listeners are white**  
 vs 58% for US population

SOURCE: INFINITE DIAL 2020

**4**  
 Age of monthly podcast listeners vs US population:  
 12-34: 48% (vs 37%), 35-54: 32% (vs 40%), 55+: 20% (vs 23%)



**5**  
**Comedy is the most popular podcasting genre, followed by education and news**

**6**  
 Podcast listeners listen to an average of 7 different shows/week up from 5 in 2017

**7**  
 They are also much more active on every social media channel  
 94% are active on at least one vs 81% for the entire population

**8**  
**Podcast listeners are more likely to follow brands and companies on social media**  
 making a podcast presence a must-have for reaching your audience