
MARKET FACTS!

MARKET FACT #258

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50%

of Americans revealed they listened to a PODCAST in the year of 2022.

And among adults under 30, about A THIRD listen to podcasts at least a few times a week.

DATE: February 20, 2024

COMMENT: Here's more: "Comedy, entertainment, and politics are at the top of the list of topics that podcast listeners say they regularly listen....Most podcast listeners say they hear news discussed on podcasts – however, **just one-in-five listeners say they listen to a podcast that's connected to a news organization.**" – SOURCE: [Pew Research Center](#).

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