

Podcast Study

Audible insights on a growing audience

Over 70 million Americans listened to a podcast in the past 30 days, and even over the past week, the draw is still strong with 60 million Americans.* Podcasts are popular, and their popularity is only growing as the format expands.

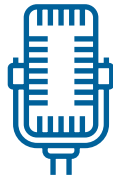
The MRI-Simmons Podcast Study offers insights on podcasting, including a dive into the world of podcast listeners. Deeper analysis of engagement and behaviors, as well as motivational drivers, are compiled alongside the extensive set of MRI-Simmons USA Study data.



Measurements include



- Devices and platforms used to listen
- Topics of podcasts
- Individual podcast programs



- Frequency, time spent, and time of day
- Where and how often listened to podcasts



- Attitudes about podcasts and podcasting
- Ads on podcasts

To learn more, contact us at +1 866 256 4468 or info.ms@mrisimmons.com

*Source: 2020 Podcast Study