

Podcasts Growing Rapidly

5 Greenelines About Recent Podcast Research

(From Nielsen and Edison)

1. 32% of the U.S. population listens to podcasts every month. (51% have listened to podcasts.) 22% listen weekly.
2. 49% of listening is done in the home. 22% listen while driving.
3. 80% of listeners listen to an entire podcast or most of the episode.
4. Podcast listeners listen to an average of seven different shows per week.
5. 60% of podcast listeners agree that podcast ads made them aware of new products or services.

Would you like to begin a podcast show?

Do you currently have a show that you'd like to have on the Charisma Podcast Network? We are currently averaging 1.2 million downloads every month.

[Click here](#) to send an email to Nick Beecher. He will help you.