**26% of Americans Listened to a Podcast in Past Month**

Forty-four percent of Americans ages 12 or older have tuned in to a podcast this year, and 26% have listened to a podcast in the past month, per Edison Research and Triton Digital. The Interactive Advertising Bureau projects that ad revenue from podcasts will double by the end of the decade.

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[***https://www.mediapost.com/publications/article/322516/podcast-listening-continues-to-rise.html***](https://www.mediapost.com/publications/article/322516/podcast-listening-continues-to-rise.html)

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[***https://www.allbusiness.com/asset/2017/06/listening-to-podcast.jpg***](https://www.allbusiness.com/asset/2017/06/listening-to-podcast.jpg)