Americans Listening to Podcasts at Work More Than Doubles from 2018

Podcasts have rapidly become one of the most popular mediums of choice for Americans seeking news, entertainment and knowledge. To learn more about this trend, EX-IQ conducted a survey of 1,000 U.S. podcast listeners which resulted in fascinating findings.

A third of Millennials listen to podcasts daily.

75% of Gen Z and 60% of Millennials have a paid streaming audio/music service.

Over a third (36%) of Americans listen to podcasts while at work.

68% agree or strongly agree that podcasts contribute to their intellectual growth.

75% would share podcasts more if they could share a particular audio or transcribed text snippet of a podcast.

2018: 12% of Americans listened to podcasts at work
2019: 25% of Americans listened to podcasts at work

EX-IQ NoteCast