

THE CANADIAN PODCAST AUDIENCE IN 2023

3.6

Average podcasts per week

5.9h

Avg. weekly hours among weekly listener

8.2

Average episodes per week

+20%

Growth in monthly podcast listeners

A18+
(2023 vs 2021)

18%

Of podcast downloads goes to "True Crime" genre
(#1 in market share)

Monthly podcast listeners indexed to Canadians A18+

170

Aged 18-34

118

HH Income of 100K+

135

University Grad. or above

104

Male