

The leading places where US adults listen to ad-supported audio

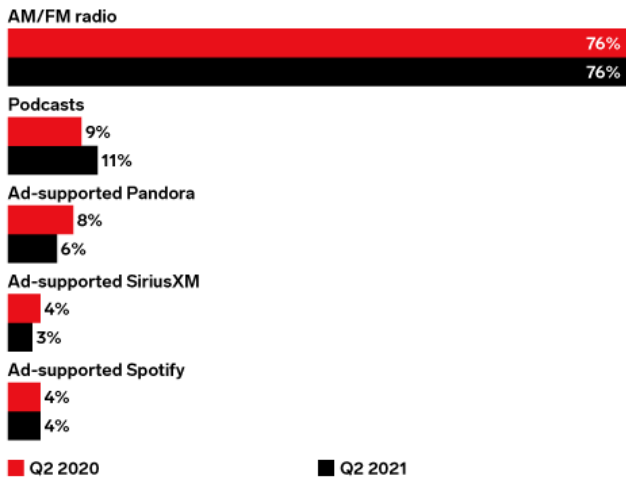
Article

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US adults spend significantly more time listening to terrestrial radio than to any other ad-supported audio format. In Q2 2021, **76%** of their time spent with ad-supported audio went to AM/FM radio, while just **11%** was devoted to podcasts, signaling that even as podcasts

attract more and more advertising dollars, they're far from being the leaders in ad-supported media.

**Share of Time Spent with Ad-Supported Audio
Among US Adults, by Format, Q2 2020 & Q2 2021**
% of total



Note: ages 18+; numbers may not add up to 100% due to rounding
Source: Edison Research, "Share of Ear Q2 2021" as cited by Westwood One, Aug 2021

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