

# Over 70% of US podcast listeners fast forward through ads

Article

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Close to **34%** of US monthly podcast listeners almost always skip ads in the shows they regularly tune in to, and about **17%** do so most of the time. In fact, more than **7 in 10** bypass

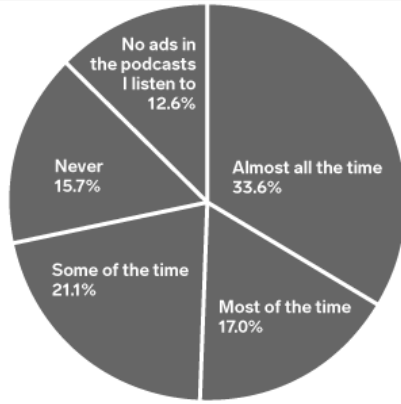
in-episode commercials—for toothbrush subscriptions, mail-order mattresses, and the like—at least some of the time.

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### How Often Do US Podcast Listeners Skip Ads in Podcasts They Regularly Listen to?

% of respondents, Feb 2021

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Note: ages 18+ who listen to podcasts/on-demand audio at least once a month  
Source: Jacobs Media, "Techsurvey 2021," May 6, 2021

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