

How much of US population listens to digital audio?

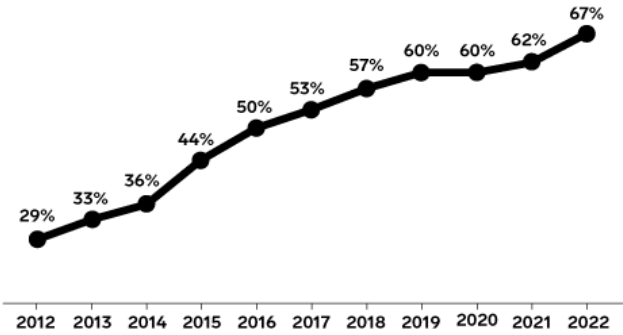
Article

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About **two-thirds** of the US population ages 12 and older listens to digital audio at least once per week, up **5 percentage points** from 2021. Over the past decade, that share has grown by **38 percentage points**, making the weekly listenership now **192 million** strong.

Beyond the chart: Among these listeners, **Spotify** is the digital audio platform of choice, with **31%** using the service in the week prior to being surveyed. **YouTube Music** follows in second, with **20%**, while **Pandora** trails in third place, with **13%**. That’s a radically different picture from 2013, when the US had **86 million** weekly digital audio listeners, Pandora was their top platform by a wide margin, and Spotify attracted a single-digit share of that base.

US Weekly Digital Audio Listener Penetration, 2012-2022
% of population



Note: ages 12+; via any device; estimated weekly US audio listeners in 2022=192 million; includes listening to AM/FM radio stations digitally and streamed audio content available only on the internet; data prior to 2014 conducted in conjunction with Nielsen Audio/Arbitron
Source: Edison Research and Triton Digital, "The Infinite Dial 2022," March 23, 2022

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