

Podcasting Handout from Gayle Trotter

State-based political podcasts tend to be run by media outlets – not lawmakers. [National politicians are bad at podcasting.](#)

[The Texas Senate](#) and [the Iowa legislature](#) are ahead of the pack.

Will you get your boss ahead of the pack?

Key data points

68 million people (**one in five Americans**) listen to podcasts monthly

Podcast listeners are young and highly educated – 44 percent of listeners are between 18 and 34, and 57 percent have a bachelor's or graduate degree

Podcasting is growing: 2013 to 2017, the number of people listening to podcasts doubled – and ad revenue went from \$69 million in 2015 to a projected \$220 million in 2017

Podcast listeners are dedicated listeners

32 percent of Americans in the 25-54 age range **listen at least monthly**

30 percent of Americans aged 12-24 listen to podcasts **at least monthly**

27 percent of men and 24 percent of women **listen monthly**

69 percent of listeners **do so on a mobile device**

Over 500,000 podcast shows exist

Podcast listeners **average seven shows per week**

80 percent of podcast listeners stay for most or all of each episode to which they listen

Political podcast sampling

George Bush delivered his first weekly radio address [as a podcast](#) during his second term

[NPR dominated U.S. and world podcast downloads](#) in August 2018. iHeartRadio and NYT were distant second and third, respectively.

Joe Rogan and Dave Ramsey rank as [2nd and 4th most downloaded shows via Apple podcasts](#), respectively

Former Obama staffers [launched “Pod Save America” in 2017](#). It has ranked as high as #1 on iTunes for downloads

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