

Survey Results

- Respondents on a weekly basis:
 - Follow on average 3 podcasts
 - Listen on average to 5 episodes
 - > 50% listen to at least 1 hour of podcasts
 - > 50% listen to casts at least 30 minutes long
- Consistent failure to finish listening trend
 - 50% quit at least half of the time
 - 78% quit some of the time

