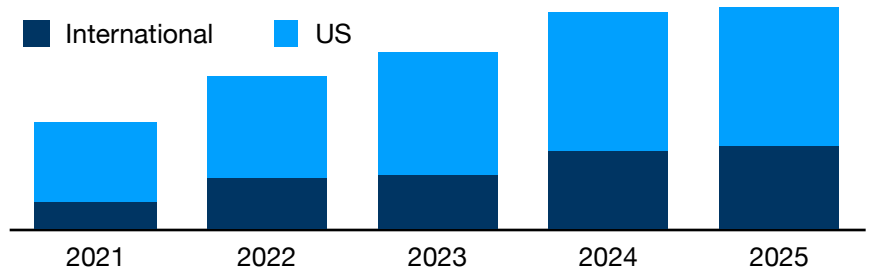


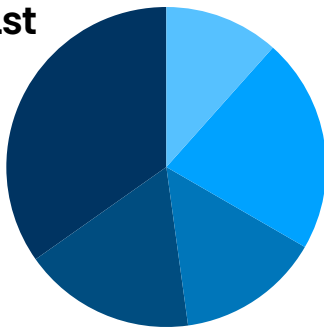
**150 Episodes**  
**200,000 Downloads**  
**A global audience that's grown every year.**



#### LISTENER PROFILE

**Heavy podcast consumers**

**52%**  
follow six or more podcasts regularly.



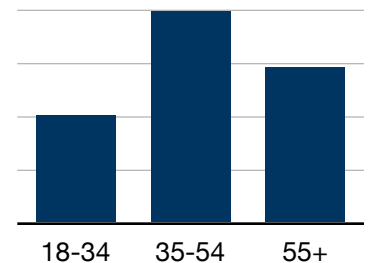
**71%**  
are AOC members.

**68%**  
are white.

**74%**  
heard about the show through AOC.

**78%**  
are male.

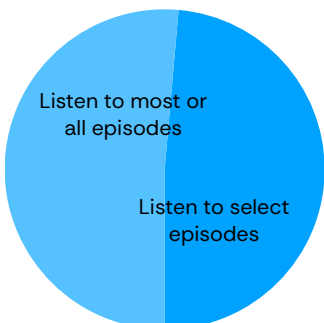
**A show for all ages**



A majority of listeners are civilians, with about 35% active military or veterans. More than 90% of listeners have been listening at least a year; 28% have been listening for more than three years.

#### LISTENER BEHAVIOR

**Over half are fully engaged.**



**68%**  
listen to new episodes within a week.

**44%**  
listen to new episodes within 48 hours.

#### LISTENER SENTIMENT

**10%**  
specifically say a *podcast* has more value than other forms of content.

**97%**  
describe the show positively.

**74%**  
have told a friend or colleague about the show.



Among those who didn't name *From the Crows' Nest* as their favorite podcast, half chose another defense-focused show. The other half had wide-ranging favorites, from history to comedy.