

## MARKETPLACE

## Raising Economic Intelligence

Marketplace raises the economic intelligence of the country through the unorthodox story, the casual conversation and the unexpected angle on the news.

In another year marked by historic news, Marketplace was hard at work reporting on the connection between global events and the economy. Some of the biggest stories the team covered include COVID, gun violence, abortion laws and inflation.

Marketplace saw its downloads rise as more people were tuning in for up-to-the-minute programming. Downloads for [Marketplace Minute](#) – three-times-a day briefings – hit a new high with a 164 percent increase year-over-year.

In addition, Marketplace released several notable reporting series, including [How We Survive](#), a climate tech podcast, as well as [The Score](#), from Marketplace Tech, about the data and algorithms behind credit scores, the inequalities they can help perpetuate and alternatives to the status quo.

Marketplace also continues to diversify its audience and released its third season of [Million Bazillion](#), a podcast about money for kids and their families. The new season saw its highest monthly download totals ever – up 24 percent from the previous season. The team also launched [Million Bazillion Academy](#), a free email newsletter course to help kids set savings goals, shop smart and have better conversations about money.



Federal Reserve Chair Jerome Powell, left, speaks with Marketplace host Kai Ryssdal in Washington D.C. (Nancy Farghalli, Marketplace)



The Audubon Society's Frank Ruiz shows Molly Wood the dried-up playa of the Salton Sea. Ruiz hopes a lithium boom could drive an economic – and ecological – recovery. (Caitlin Esch, Marketplace)



Bridget Bodnar and Ryan Perez, hosts of Million Bazillion. (Steven Byeon, Marketplace)