**Women, Adults 55+ Are Potential Podcast Listeners**

A study by Sounds Profitable and Signal Hill Insights indicates that roughly 10% of US adults represent the most significant opportunity for podcasting growth, within that group 61% are women and 58% are over 55. The study shows Americans have an overwhelmingly positive view of podcasts, but many say they don't have time to listen, haven't found the right show or don't know how to access podcasts.

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[*https://www.insideradio.com/free/new-study-shows-which-americans-would-be-persuadable-to-podcast-listening/article\_2418631c-4870-11ee-99be-13509d988459.html*](https://www.insideradio.com/free/new-study-shows-which-americans-would-be-persuadable-to-podcast-listening/article_2418631c-4870-11ee-99be-13509d988459.html)

*Image credit:*

[*https://www.gameplan-a.com/wp-content/uploads/fly-images/12241/podcast\_listening\_woman\_earphones-1200x630-ct.jpg*](https://www.gameplan-a.com/wp-content/uploads/fly-images/12241/podcast_listening_woman_earphones-1200x630-ct.jpg)