**Studies Highlight Ad Potential Of Podcast Audiences**

Podcast listeners on average tend to be young, educated and upper-class, with more than half working in white-collar positions and earning more than $75,000 annually, studies from Cumulus Media, Edison Research and Nielsen suggest. The average age and spending power of podcast audiences makes them an appealing target for advertisers, says Cumulus Chief Insights Officer Pierre Bouvard.

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[*https://www.radioworld.com/news-and-business/programming-and-sales/podcast-listeners-by-the-numbers?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\_content=EDBB2398-CEC2-41A5-BB6B-175B1319111B&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.radioworld.com/news-and-business/programming-and-sales/podcast-listeners-by-the-numbers?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=EDBB2398-CEC2-41A5-BB6B-175B1319111B&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)

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[*https://image.freepik.com/vector-gratis/microfono-retro-aislado-elemento-diseno-radio-podcast-fondo-blanco\_345837-466.jpg*](https://image.freepik.com/vector-gratis/microfono-retro-aislado-elemento-diseno-radio-podcast-fondo-blanco_345837-466.jpg)