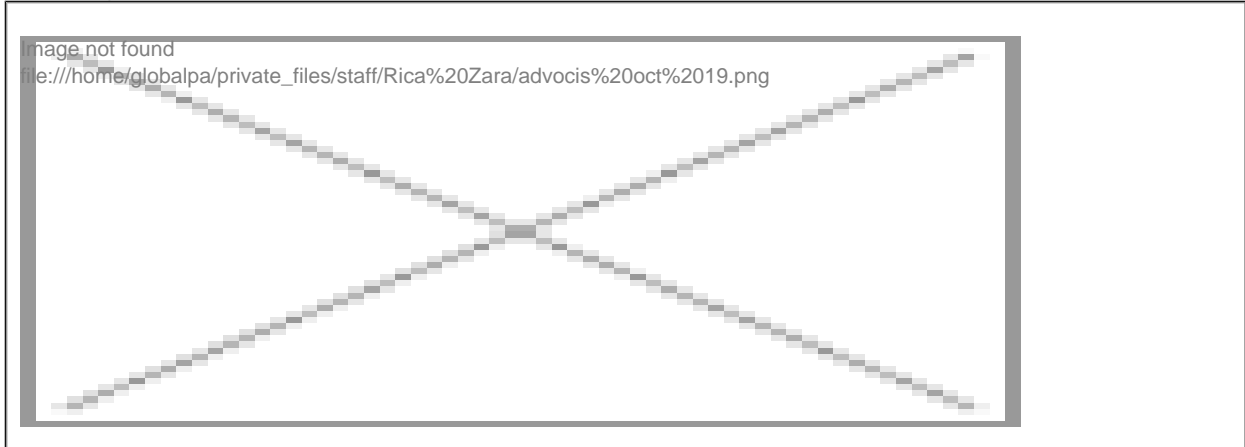




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Submitted by Rica Zara on October 19, 2021 - 10:06am



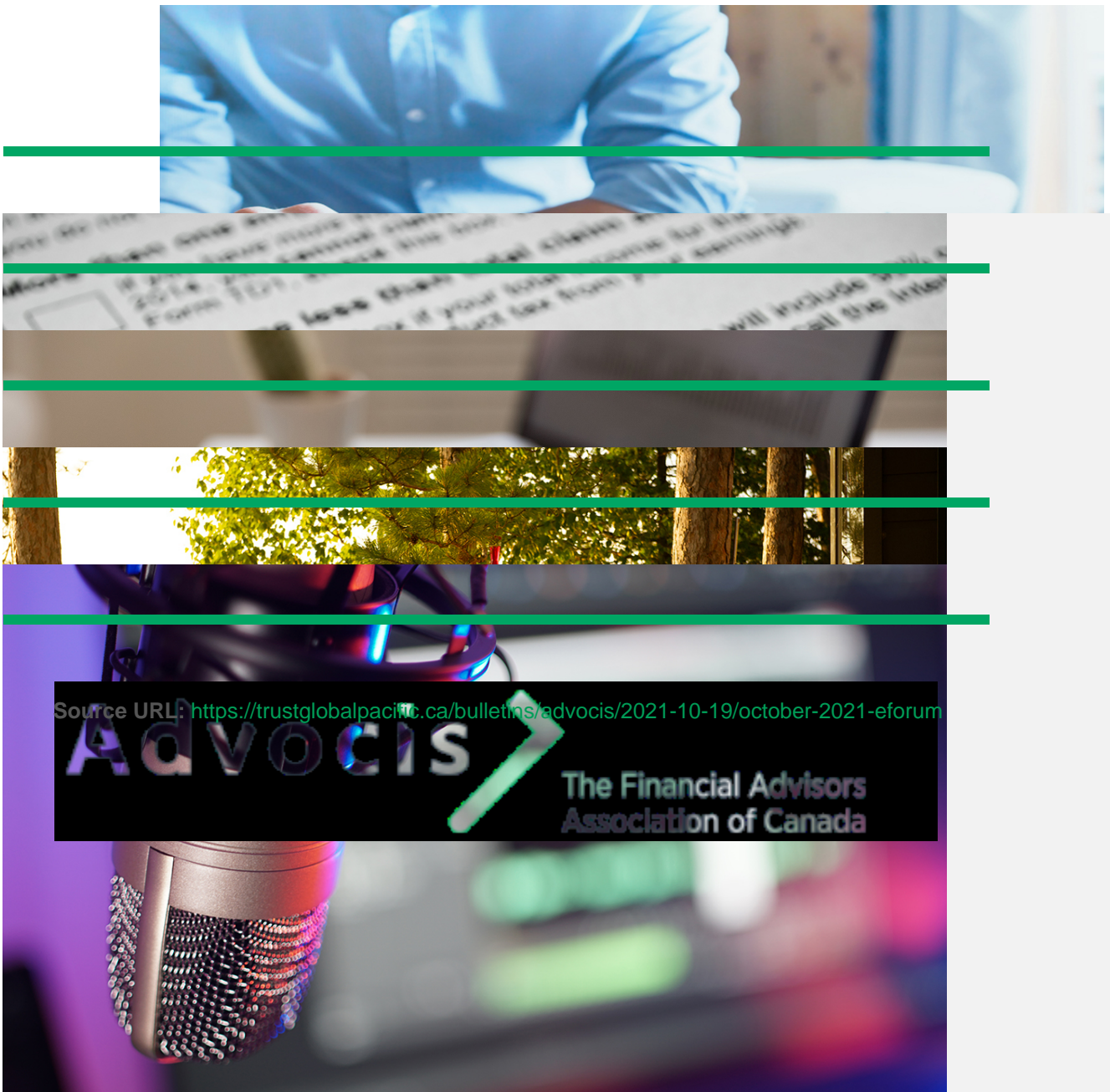
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## The Power of Podcasts

By Erin Bury

October 19, 2021

Podcasts have become a mainstream medium with millions of listeners. According to a 2020 report from Edison Research, 25% of adults in Canada are weekly podcast listeners, and overall, 15 million Canadians listen to podcasts. These listeners are largely affluent, educated Millennials who now account for the majority of our workforce and have the most purchasing power.

Podcasts fit in really well into our busy lives. We can be driving to work and listening to a podcast, but we can't be watching a Netflix show. We can be washing our dishes and listening to a podcast, but we can't be reading an article, says Fatima Zaidi, the founder of podcasting agency and technology platform Quill. [...] [Read more](#)