

# PODCASTS: INDIVIDUALIZED ENTERTAINMENT FOR EVERY GENERATION



Podcasts can be an effective way to reach and connect with consumers, whether through extending content to this media or finding brand placement opportunities within podcasts. These generational differences can help guide brands on which platforms and podcast genres are best fit to attract audiences of interest.



Nearly **6 in 10** consumers ages 13-65 have listened to podcasts, with the greatest consumption among Gen Z (ages 13-24) and Millennials (ages 25-39) who are more likely to listen at least once a week.

## WHAT IS BEING LISTENED TO?

The top reason for listening to podcasts is to be entertained, with Comedy podcasts among the top genres listened to. Preferences for other genres vary by generation, including:

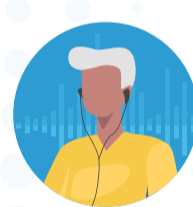
- Pop Culture podcasts are popular among **Gen Z**
- Career/Investment focused **Millennials** and **Gen X** (ages 40-55) are more likely to listen to Business, Finance, and News podcasts
- **Baby Boomers** (ages 56-65) prefer to listen to News, Political, and Religious/Faith podcasts
- True Crime podcasts are particularly popular among females ages **18-39**
- Sports podcasts consistently span all generations with about **1 in 4** listening



Aside from entertainment purposes, motivations for listening to podcasts vary by generation and gender:



**Gen Z and Millennials** listen because it's a free source of entertainment, to get a laugh, and learn new things



**Gen X and Baby Boomers** listen to learn new things and to learn more about their interests



**Gen X females** are more likely to listen to podcasts as a way to get inspired, get motivated, and improve wellbeing



**Males ages 40 to 65** are more likely to listen to stay informed about current events



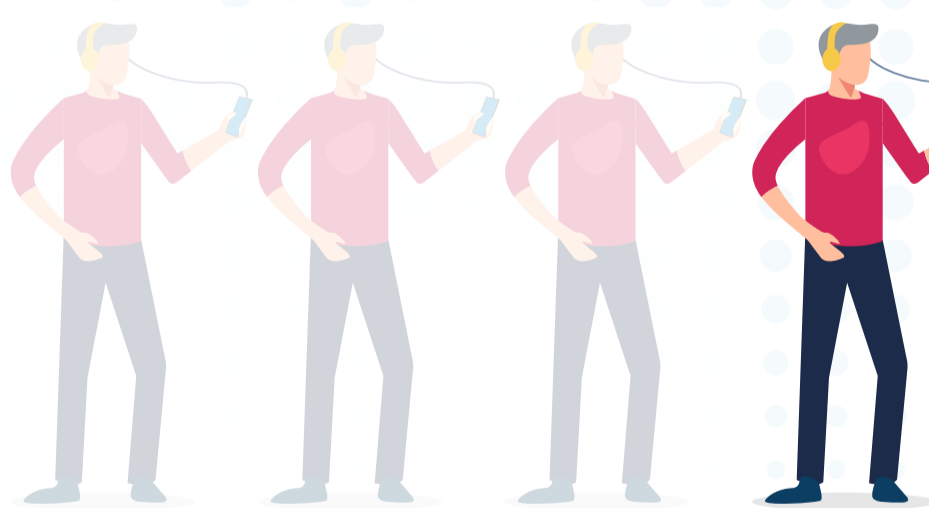
Podcasts are replacing other in-home entertainment activities with the majority listening while at home



- Millennials are also likely to listen while driving/commuting, exercising, and working

Podcast listeners use a variety of apps/platforms to access content

- Spotify is most popular by a wide margin, especially among Gen Z
- Apple Podcasts is the next most popular



**1 in 4** Baby Boomer listeners access podcasts through a web browser or website – double that of Gen Z

Across generations, word of mouth is most influential in discovering new podcasts to listen to

- **Gen Z** also frequently turns to social media for recommendations
- About **1 in 4** podcast listeners follow a content producer from another source (e.g., TV star) onto a podcast
- **1 in 5** Millennial and Gen Z podcast listeners look to trusted brands for recommendations



Across generations, Millennials are more often influenced by advertisements within a podcast, with nearly **40%** purchasing a product or service advertised

For more information about KS&R or this study, please contact Mike Bard, Vice President/Principal Entercom Team ([mbard@ksrinc.com](mailto:mbard@ksrinc.com)) or Jen Longo, Entercom Team Project Manager ([jlongo@ksrinc.com](mailto:jlongo@ksrinc.com))

Findings from KS&R's Entercom Landscape Trends Tracking Research. 3,000 online surveys were collected among consumers ages 13-65.