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.

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

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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.
- Crime/investigation focused (e.g., Millennium) and Gen X (ages 40-55) are more likely to listen to Business, Finance, and News podcasts.
- Baby Boomers (ages 55-65) prefer to listen to News, Political, and Religion/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.

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

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