

# AFFLUENT PODCASTING

A medium suited to all generations

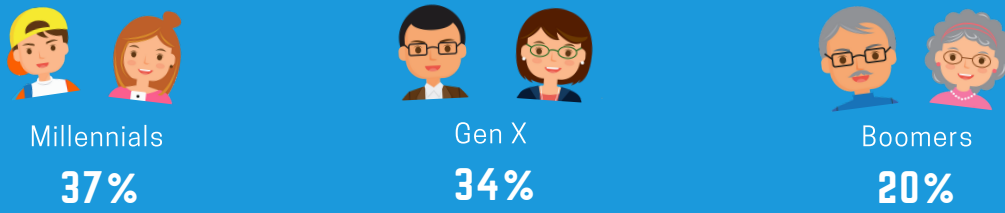


Whether it's self-producing a podcast on a cell phone with a friend in one's own apartment, or listening to a podcast while running errands, versatility, portability and accessibility are just a few key reasons for the proliferation of both podcast production and listening. In fact, podcasts are so popular that listening is proving to be cross-generational. This is a two-part infographic series, the other of which focuses on gender differences among the affluent audience.

Source: Ipsos Affluent Survey USA Q2 Barometer 2019

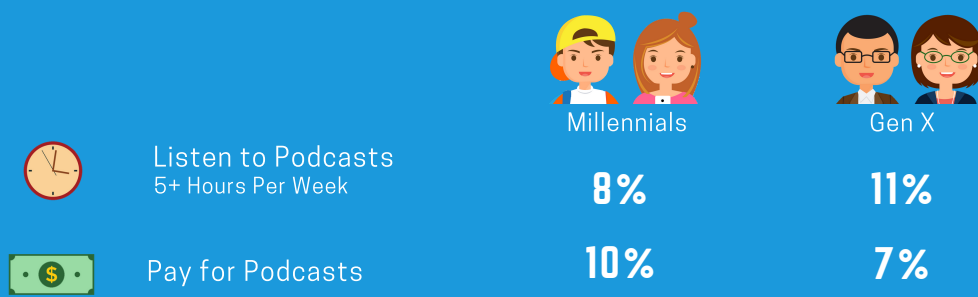
## BOTH YOUNGER AND MIDDLE GENERATIONS DRIVE PODCAST ENGAGEMENT

Across generations, Millennials are driving listening engagement. Over a third of Millennials listen to podcasts and Gen X comes in not far behind.



## MILLENNIALS COMMIT ON WALLET SHARE, WHILE GEN X COMMITS ON LISTENING TIME

While Gen X are slightly more vested in terms of listening hours, Millennials are more readily opening their wallets to podcasts - a contrast to our research on other mediums (such as video streaming) where Millennials consume more but are less willing to pay.



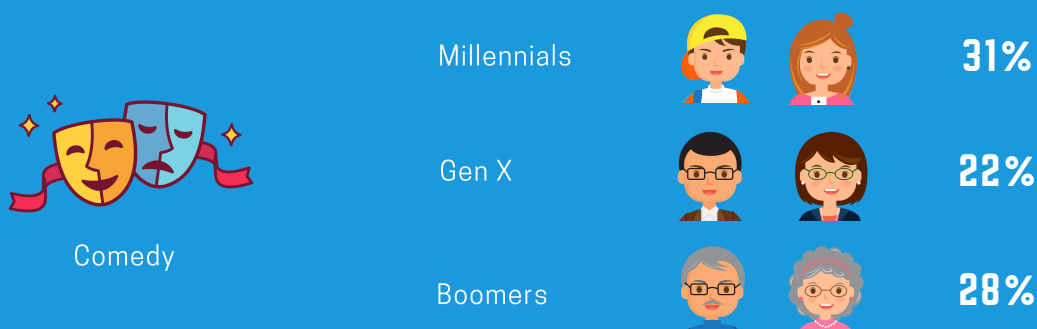
## BUT, WITHIN GEN X LIES A GENDER TWIST

Within Gen X, women are twice as likely as men to pay for podcasts, which contrasts with an overall finding that affluent men are more likely than women to pay for podcasts.



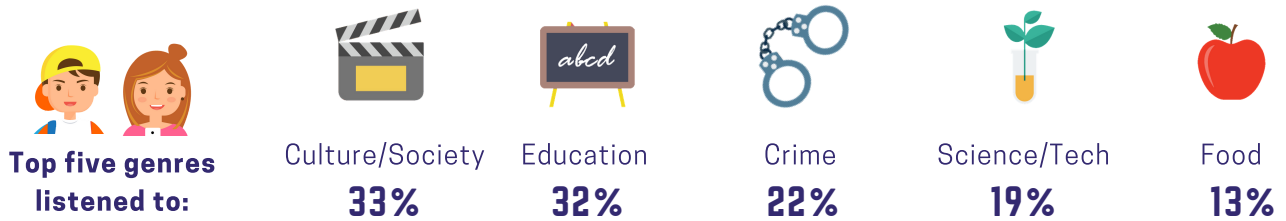
## A GENRE FOR ALL GENERATIONS

Comic relief is a genre for all generations, ranking within the top three for each demographic. Comedy is the second highest mention for Millennials and Boomers and ranks third - equal to news - for Gen X.

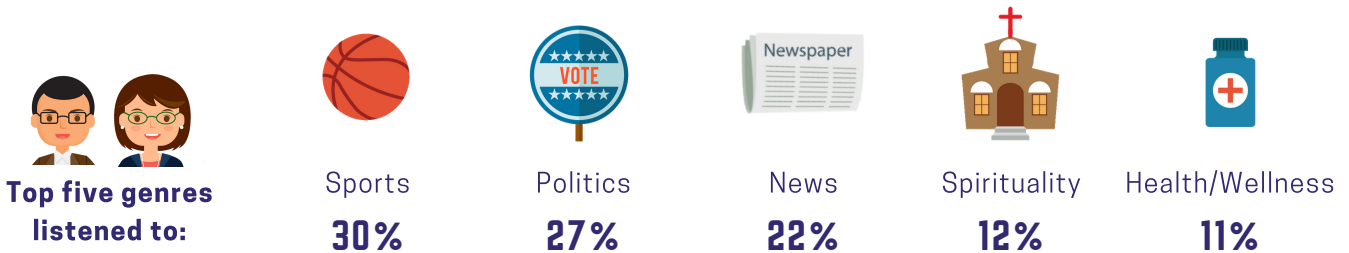


## LISTENING IS DIVERSE - FROM THE TANGIBLE TO THE METAPHYSICAL

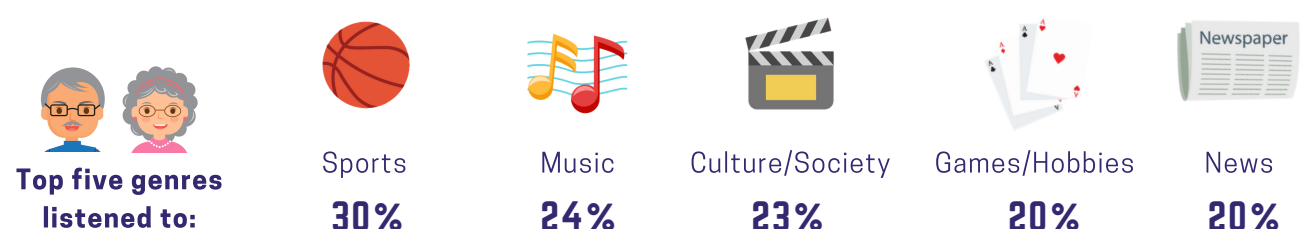
**Millennials** are the most eclectic listeners, tuning into a wide range of non-fiction content including culture/society, crime, science/technology, and even food



**Gen X** are also keeping it non-fictional, but in different ways - favoring politics, news, science and technology, health/wellness and even spirituality



When it comes to **Boomers**, more of them show an affinity to podcasts focused on music, games and hobbies compared to their generational counterparts



To learn more about affluent podcasting behaviors and preferences, contact us at [IpsosAffluentIntelligence@ipsos.com](mailto:IpsosAffluentIntelligence@ipsos.com).