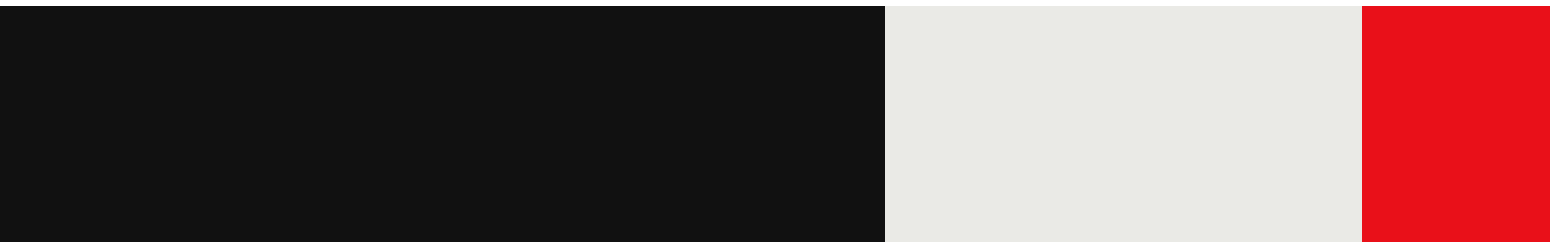



# Who's actually buying stuff from podcast ads?

Article



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Millennials are the age group most likely to buy products or services advertised on podcasts, according to a survey of US podcast listeners by Morning Consult. These ads are also more likely to drive purchases among listeners earning more than \$100,000 per year.

## US Podcasts Listeners Who Have Ever Purchased a Product/Service Because of a Podcast Ad, by Demographic, Oct 2022

% of respondents in each group

Gender	
Male	33%
Female	32%
Generation	
Gen Z (1997-2012)	28%
Millennials (1981-1996)	42%
Gen X (1965-1980)	33%
Baby boomers (1946-1964)	21%
Income	
Under \$50K	30%
\$50K-\$100K	32%
\$100K+	42%
Race/ethnicity	
Hispanic	38%
Black	36%
White	33%
Other	30%
<b>Total</b>	<b>33%</b>

Note: ages 18+

Source: Morning Consult, "National Tracking Poll #2210197," Jan 11, 2023

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**Beyond the chart:** By our estimates, millennials are the biggest cohort of US podcast listeners. But that varies depending on each podcast's focus. A podcast focused on life after retirement will have older listeners, for example.

Three in 10 people in the US will listen to podcasts weekly this year. Reach your key consumers by understanding what genres they're listening to and meet them on those podcasts.

### More like this:

- Podcast companies are turning to YouTube in an effort to build scale and boost discoverability'
- YouTube's ad business took a hit in H2 2022
- Spotify's sparse spending of \$100 million equity fund draws concern
- US adults spend a fifth of their daily digital media time with digital audio
- Yesterday's Chart of the Day: AI's helping hand

*Methodology: Data is from the January 2023 Morning Consult report titled "National Tracking Poll #2210197." 2,202 US adults ages 18+ were surveyed online during October 29-*

*31, 2022. The sample was nationally representative.*