

AFFLUENT PODCAST LISTENING

It's different for men and women



With a majority of the affluent population tuning into some kind of listening activity each week – be it AM/FM radio (79%), streaming music (60%) downloading music (57%) or listening to podcasts (34%), it's the narrative nature of podcast listening in particular, that helps to explain the draw of storytelling. As such, we'll take a deeper look at the podcast listening experience and also, how it differs between men and women. This is a two-part infographic series, the other of which focuses on generational differences among the affluent audience.

Source: Ipsos Affluent Survey USA Q2 Barometer 2019

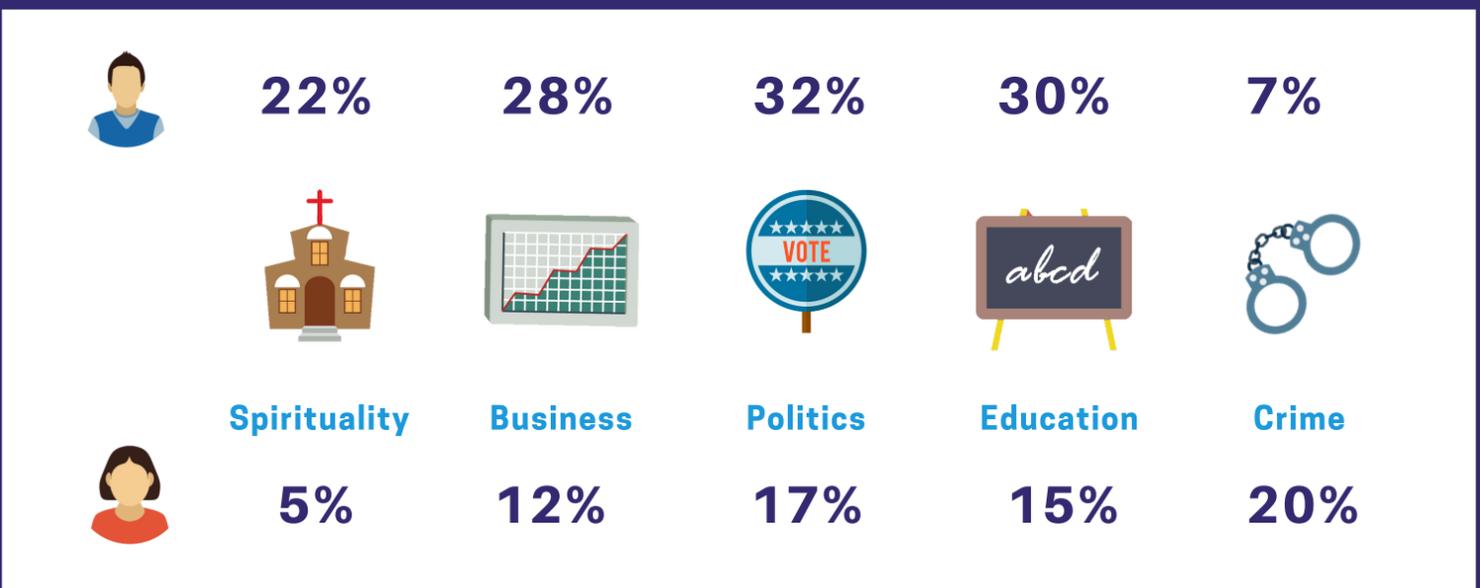
MEN AND WOMEN LISTEN DIFFERENTLY...

Although both men and women want comic relief - more so than any other genre - men are more eclectic in their listening choices. With exception to crime, women are keeping their listening light with a greater focus on entertainment and music - but also tuning into health/wellness and kids and family.

AVERAGE HOURS LISTENED PER WEEK



BIGGEST GENDER DIFFERENCES

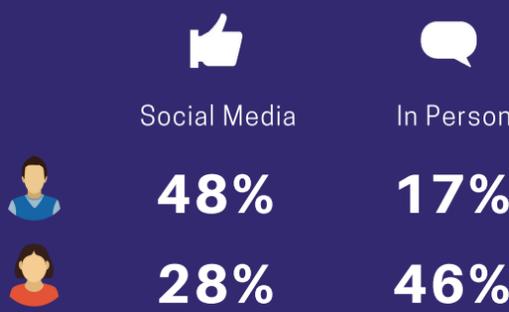


FRIENDS AND FAMILY HAVE A LOT TO SAY

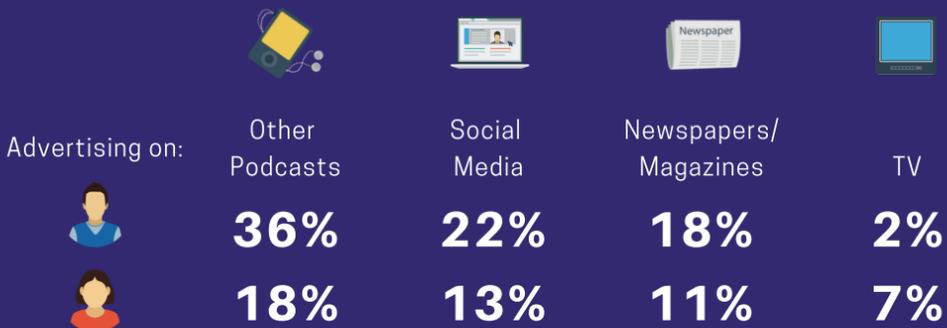
It's the main way affluent listeners find out about the podcasts they listen to.



While half of affluent men are getting the lowdown on what to listen to via social media, women are doing so in person.

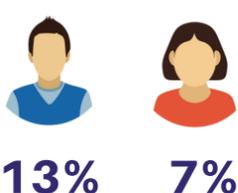


In addition, affluent men are also discovering new content via advertising more frequently than women.



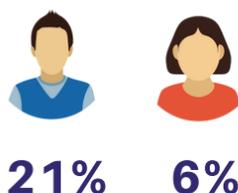
MEN ARE MORE DEVOTED...PODCAST LISTENERS

Affluent men are twice as likely to spend **five hours or more** listening per week.



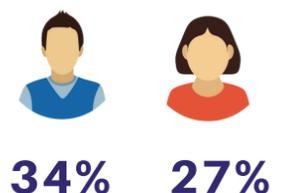
MEN ARE COMMITTED...TO PODCASTS

Affluent men are **three times more likely to pay** for podcasts.



AND THEY DO LISTEN...TO PODCASTS

Nearly a **third of Affluents listen** to podcasts. This is especially true of affluent men.



To learn more about affluent podcasting behaviors and preferences, contact us at IpsosAffluentIntelligence@ipsos.com.