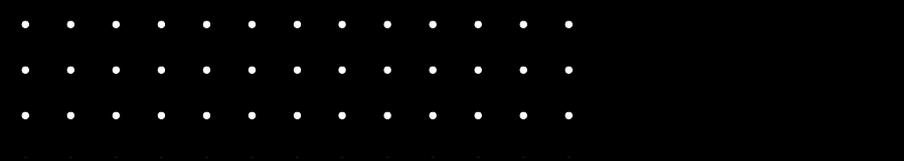




WHISTLE WISE

EAR TO THE GROUND

The active state of podcast listening primes
Gen Z and Millennials for brand love, if done right.



Whistle conducted a research study among Gen Z and Millennials in Fall 2020 to decode their relationships to podcasts.

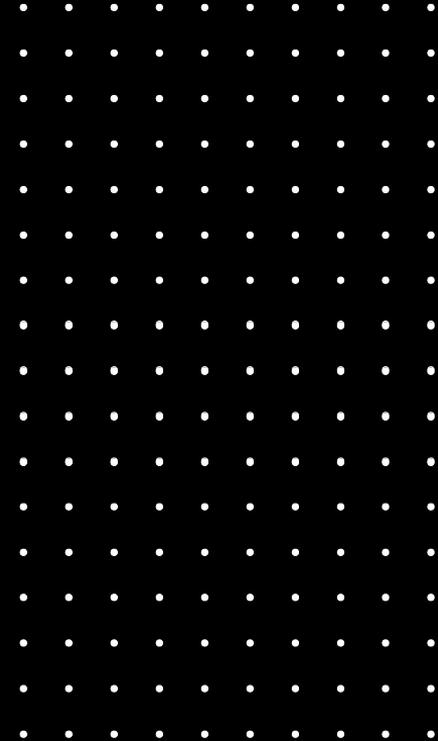
KEY TAKEAWAY

Podcast listening is an active, engaged and leaned-in experience. And, because this generation is actively listening, they are attuned and ready to receive a brand message.

READ ON TO LEARN MORE.

5 FINDINGS WORTH SHARING

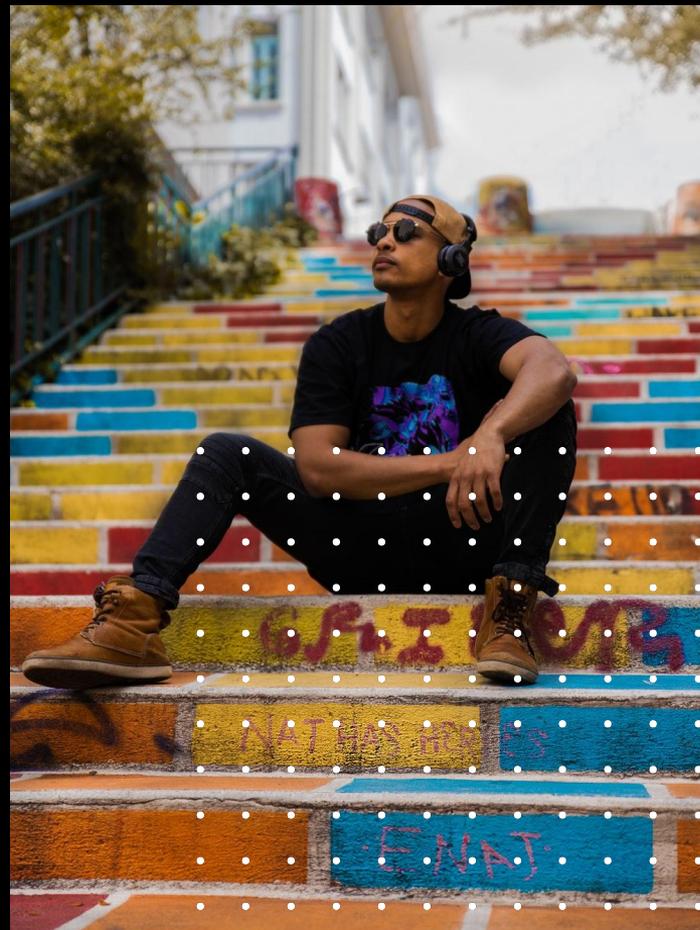
- 1) Listeners tend to be affluent, male sports fans
- 2) Podcasts are replacing TV as a way to enhance other activities
- 3) People prefer to learn with podcasts over books
- 4) Hosts need to be funny and relatable
- 5) Gen Z prefers shorter duration, unscripted, and off-the-cuff formats



The Young Podcast Listener

13-34 year old podcast users are...

- 81% more likely to be a passionate **sports fan**
- 43% more likely to have a **HHI of 75K+**
- 36% more likely to be **male** than female
- 26% more likely to have a **bachelor or advanced degree**
- 18% more likely to be **Millennial** than Gen Z



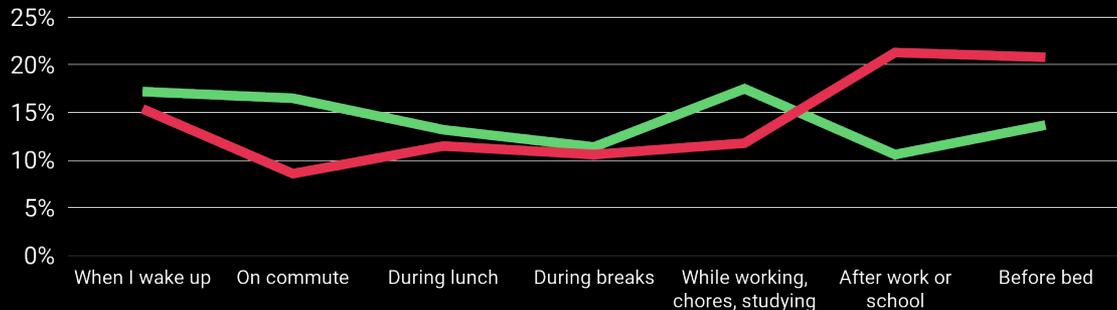
Pods: Active entertainment to enhance other activities

74% of 13-34 year olds agree "putting on a podcast while doing other things keeps me entertained."

As a source of entertainment, podcasts are most likely to replace television while commuting and while working, doing chores, or studying. **When it's time to wind-down, podcast usage winds down, too.**

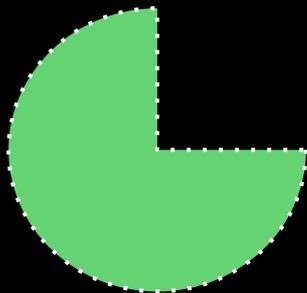
What % of your daily time spent listening to podcasts and watching TV is during each

— Podcasts — TV



Beyond entertainment, podcasts are also sought out as **educational** tools...

75% of pod users have listened with the goal of learning something new.



...and, preferred over books.

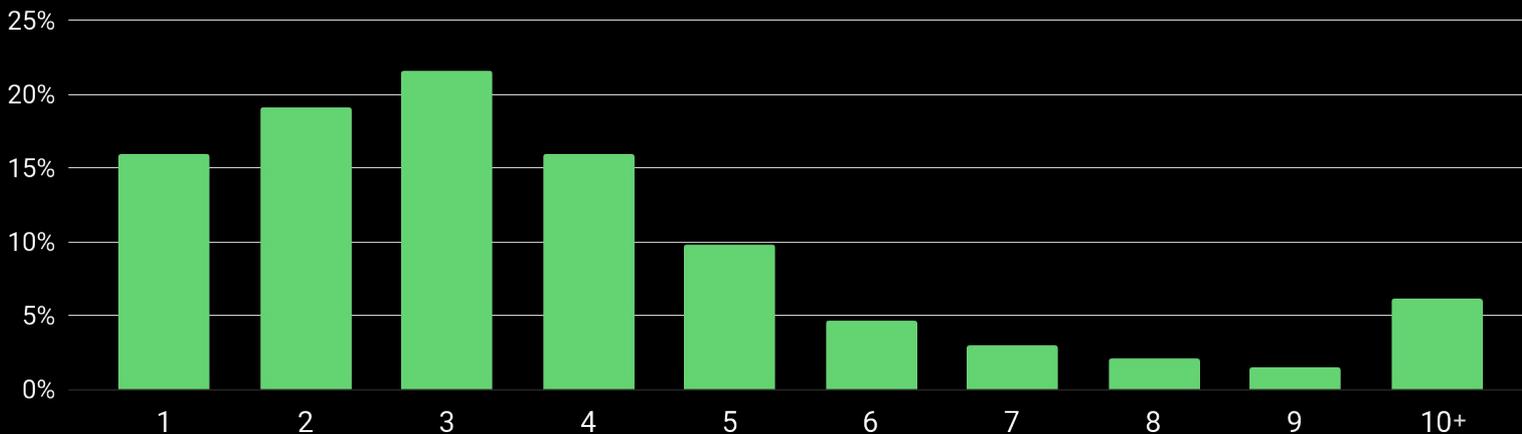
When you feel like learning something, which of the following mediums do you prefer?



Audio is personal. Gen Z curates a niche library of favorite pods that are comfortable and reliable.

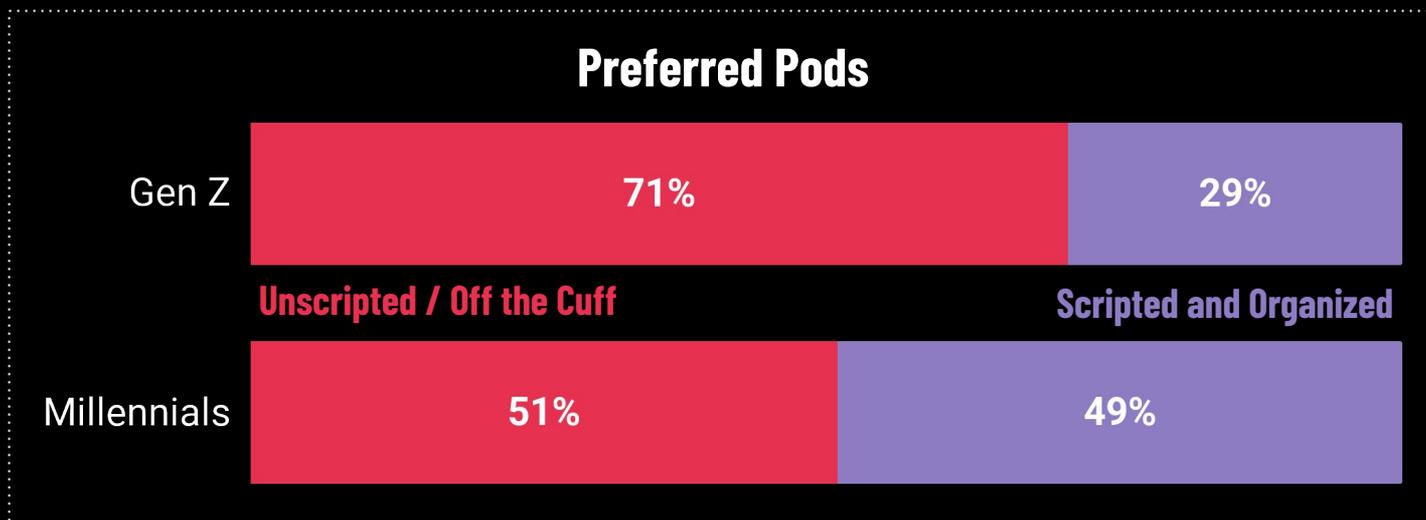
83% of pod listeners say their favorite podcasters **feel like their friends**. Like with friends, most people keep a tight group of 'pod friends', with over 4 in 5 pod users having listened to 5 or fewer pods in the last month

How many different podcasts have you listened to in the last month?



Active listening calls for formats that keep listeners on their toes: **unscripted is key** when facilitating a **authentic, friend-like connection.**

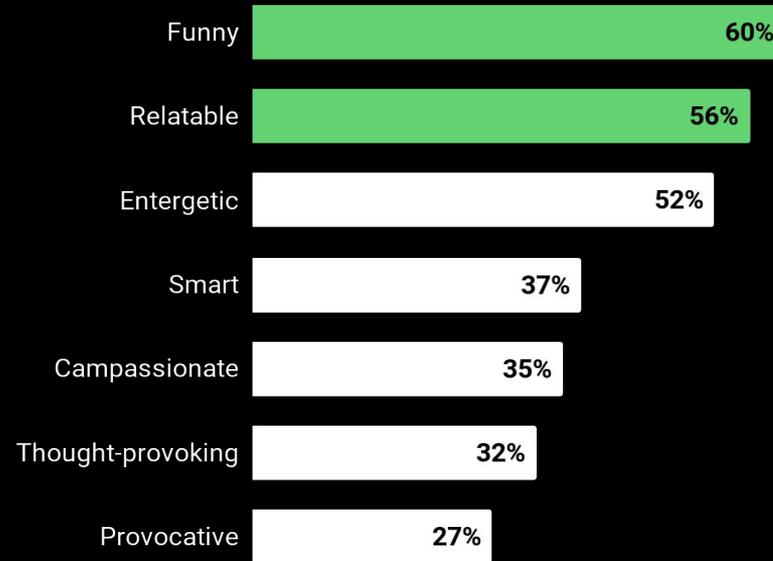
A clear preference for mixing up formats, guests, or topics.



Hosts that are funny and relatable keep them engaged

Hosts don't need to be thought-provoking or provocative to drive repeat listening with Gen Z, but they do need to be **funny** and **relatable**.

Characteristics of a podcast host leading to regular listening... (% top three rank)



And, shorter podcasts maximize their attention span

Active engagement can only be sustained for so long, therefore, shorter podcasts are the perfect length.

Question - On a scale from 0 to 180 minutes, what is your ideal podcast length?

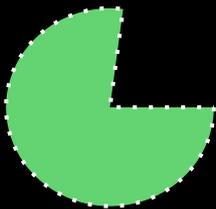


24% Shorter: Gen Z's Preferred Podcast Length vs. Millennials

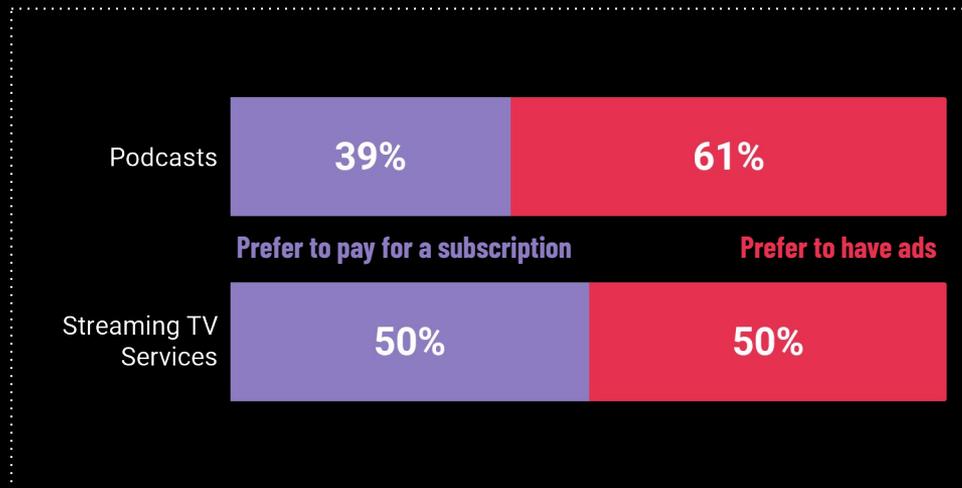
IN CONCLUSION

Podcasts are a useful medium for advertisers to reach engaged audiences.

77% have considered making a purchase because of an ad that they heard in a podcast.



A medium wherein advertising is already accepted as part of the listening experience.





Podcast Network

Want to advertise on a podcast?
 Consider us. Team Whistle
 created the first Gen Z +
 Millennial Podcast Network
 Dedicated To Helping Young
 Listeners Feel Heard.

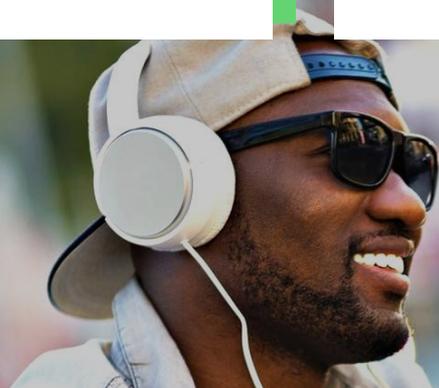


Study Methodology

This report was generated through an online **quantitative** survey fielded in September, 2020, among young men and women in the U.S using **Qualtrics**

Whistle interviewed a **nationally representative** sample (based on age, gender, ethnicity, and region) of 460 13- to 34-year olds

Gen Z is defined as 13-24 years old in this study, while **Millennials** are defined as 25-34 years old





**Relatable and
Positive
Entertainment.**

Thank you