



# Podcast Listeners Are Big Earners (and Big Spenders)



## Podcast listeners vs. General population

Podcast listeners\* earn **28%** more on average than the general population

**£28,100** vs **£21,900**

Part of the reason is because podcast listeners are more likely to have advanced degrees

 **20%** vs **12%**  
*Masters' degree or higher*

Podcast listeners spend much more on monthly entertainment

**£475** vs **£290**

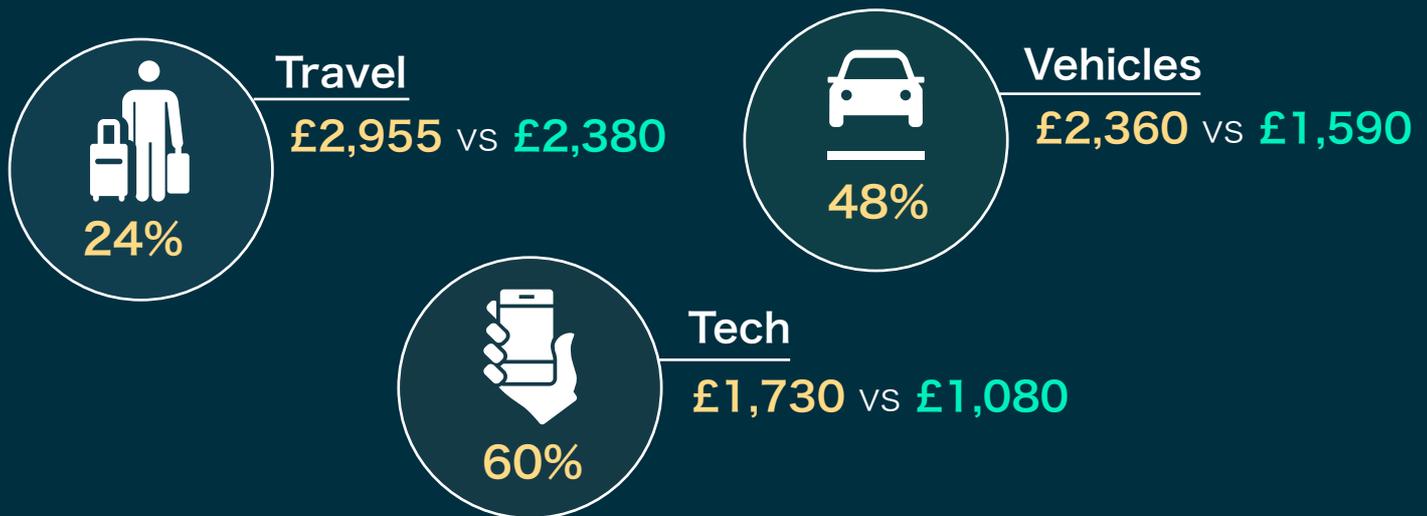
Especially sports tickets and music tickets

**£75** vs **£40**



**£90** vs **£50**

Podcast listeners also have much higher annual expenditures in popular consumer categories



## Key Takeaways

- 1) Podcast listeners make **bigger** and/or **more frequent** purchases.
- 2) They're a **perfect audience** for brands that offer **premium goods** and **VIP experiences**.
- 3) For companies in industries like **tech, travel, transport** and **entertainment**, podcast ads are a great way to reach a well-defined group of **savvy, affluent consumers**.

\*Survey demographics: 1,335 male and female online UK residents were surveyed between December 18 and 26, 2017. Podcast listeners are defined as anyone who has listened to a podcast in the past month. Data was weighted to ensure online national representative proportions, using age, gender and region. For more information, visit [Acast.com](http://Acast.com).