



How to Engage Gen Z with Audio

July 2021

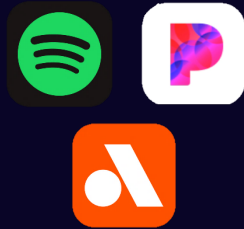


Audacy conducted a study with Relative Insight, a technology and analytics firm, to dive into Gen Z's audio consumption and discovery through online text analysis



4.2M words
164K messages

Understand the different interactions that users have with different listening mediums.



723K words
19K reviews

Understand the blockers as well as the positives of many different radio and streaming services.



266K words
5K reviews

Understand how different podcasts are viewed by both genz and millennials.



33K words
16K reviews

Understand how GenZ and Millennials talk about the different Audacy radio stations, their likes & dislikes.

Through comparison, Relative Insight's technology helps insights and research professionals, and marketers and brand specialists discover more value out of the language data they've already got – from primary research, insights tools and online web copy

How content and medium sentiment is measured

Relative difference: Content is grouped according to type (e.g., vinyl, radio, or Audacy) and compared against other mentions of audio sources.

The highlights in the report are the dominant themes and topics of conversation.

Example:

Vinyl is more likely to be associated with memories of family

When compared to...

All other audio sources combined (Radio, streaming, podcasts -- Audacy, Spotify, Pandora, etc.)



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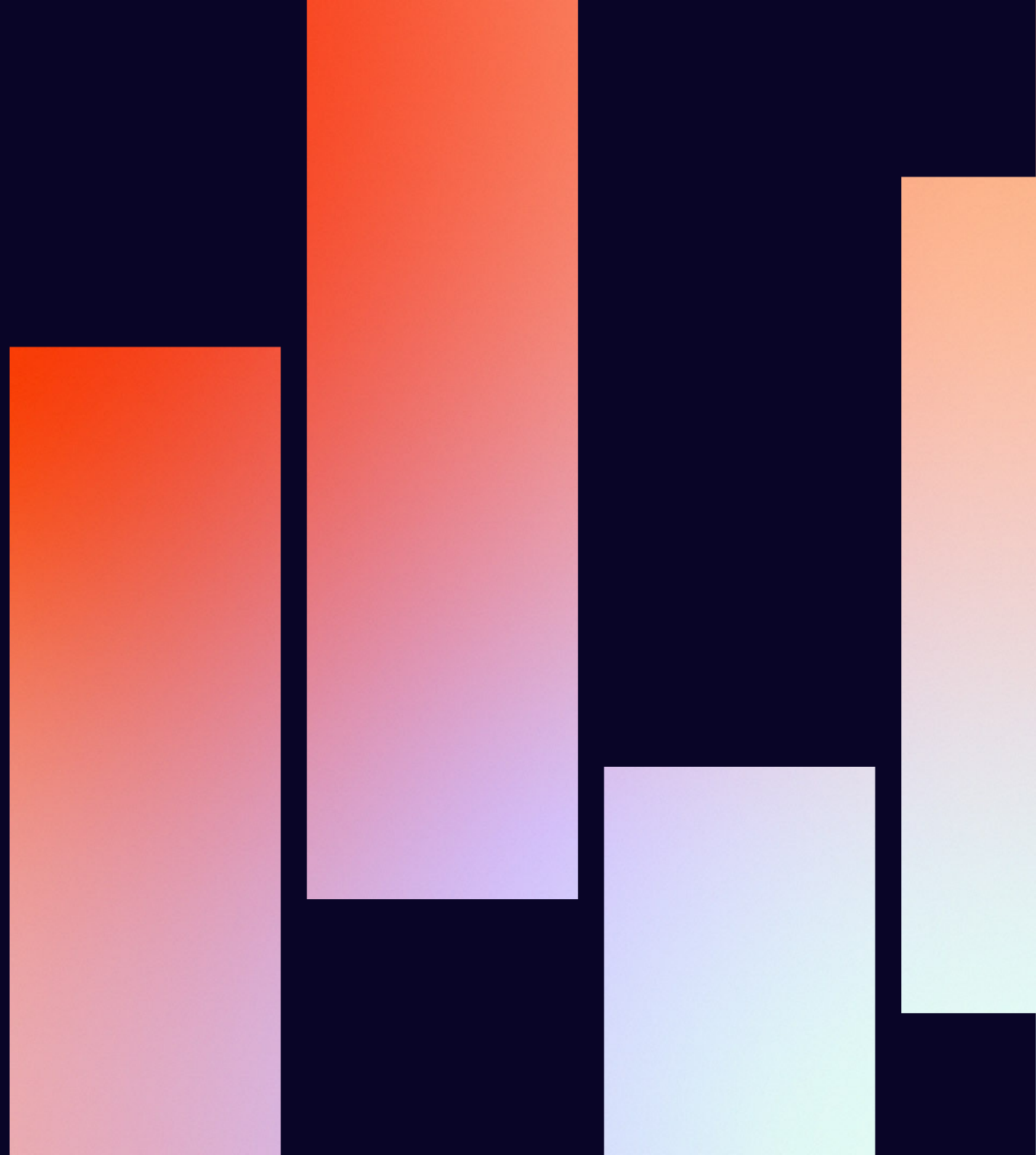
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Section #1

How Gen Z Consumes Audio





Vinyl is all about personal heritage – building a collection, creating memories, and connecting with family across decades



Vinyl is making a comeback

Vinyl creates a more personal connection and is seen as a collectible item

Gen Z is more likely...

To associate vinyl with memories of their family

To be building a collection of records

To prominently display their collection in their home

To mention their favorite records





Radio helps people find a local comfort zone where they can connect and create a personal and emotional bond with their community



Radio is all about comfort

Radio is synonymous with comfort – the continuing shift to digital radio allows listeners to bring their comfort zone wherever they're going

Gen Z is more likely...

To associate radio with local stations and community

To discuss the variety of content available on the radio

To discuss radio users as “listeners”

To say they are streaming radio and listening over the internet





Audacy listeners are attached to the variety and shows that are available across their local stations



Audacy has a loyal, dedicated audience

Audacy's unique and diverse offerings allow audiences to deeply bond and connect with hosts and shows

Gen Z is more likely...

To discuss the different local stations available



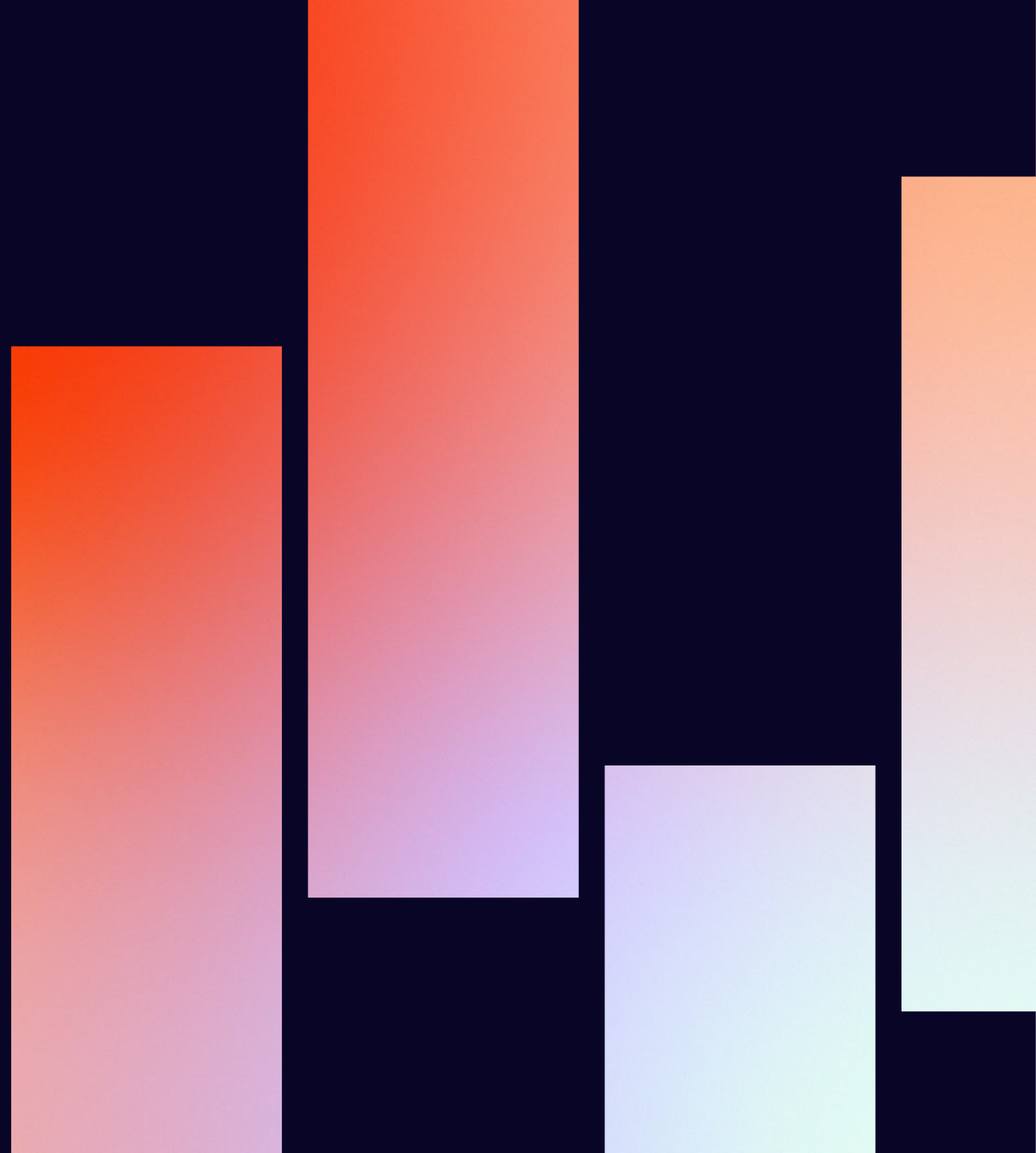
To associate Audacy stations with the shows that are available





Section #2

What does Gen Z Want to Hear?



WHAT DOES GEN Z WANT TO HEAR

Gen Z prefer female-led content that takes on a friendly, conversational approach

Gen Z listeners...



Have a connection with the host and say that they could be friends



Discuss the conversational interview skills of the hosts and view them as role models



Say the podcast makes them feel like they're hanging out with friends



Describe the podcast as 'listening to friends chatting'



WHAT DOES GEN Z WANT TO HEAR

Gen Z want their content to be purposeful and improve their lives

Gen Z listeners ...



Say this podcast has had a tangible impact on their lives



Find the content is relevant to the wider world



Look forward to next episode, hoping the series never ends

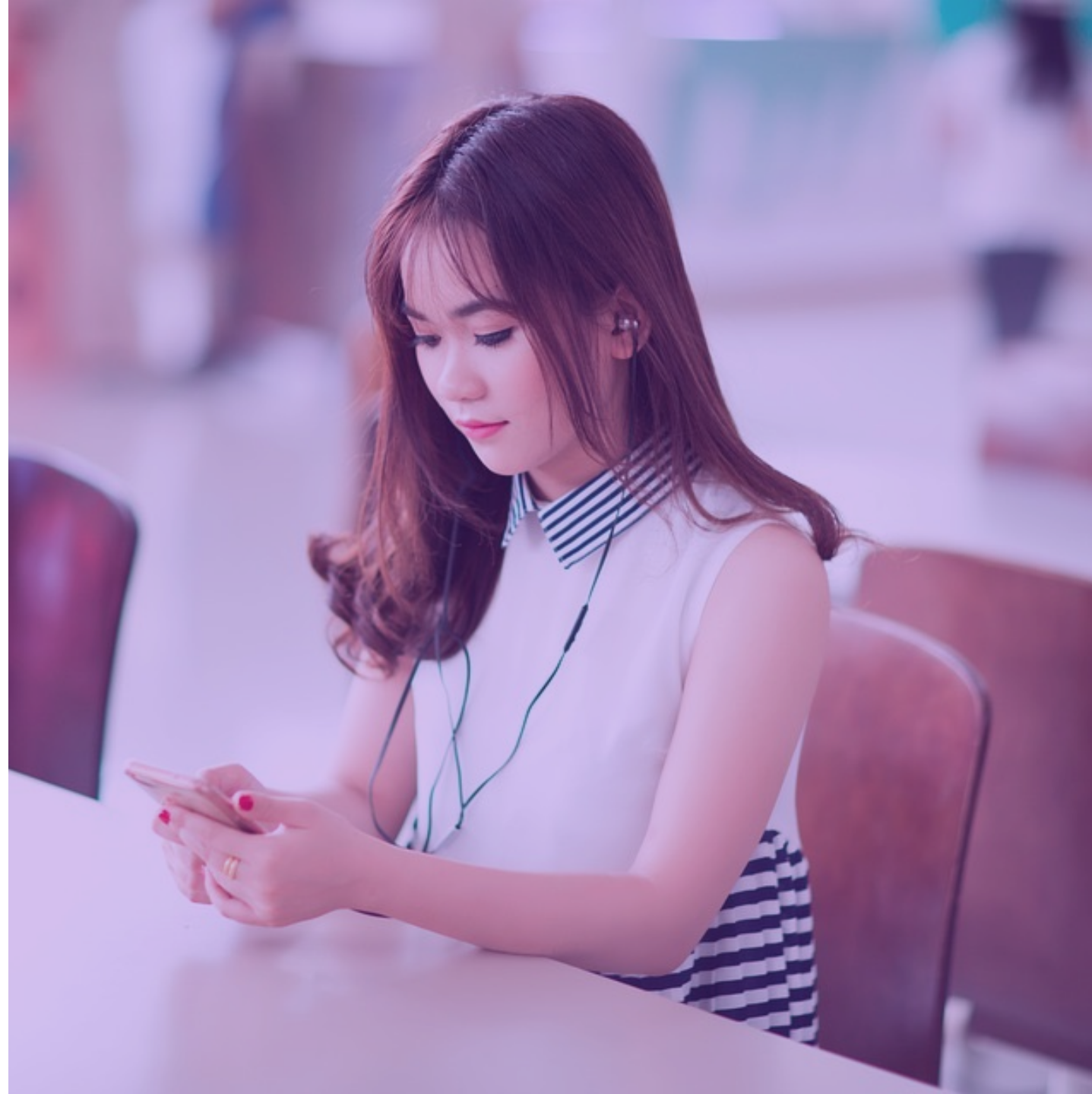


Feel that the podcast has had a positive impact on their lives



Source: Gen Z Audio Discovery Study, Relative Insight, July 2021

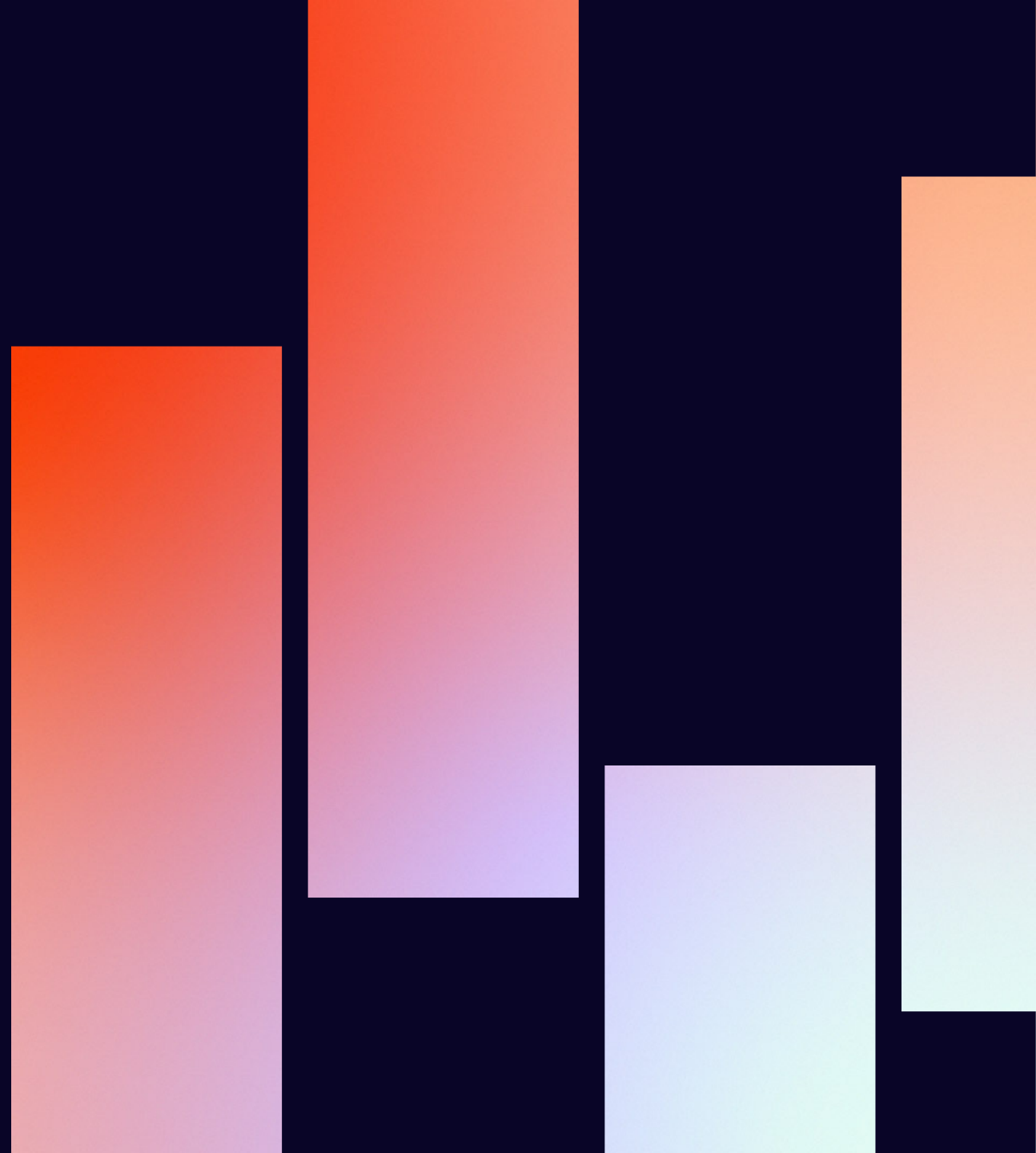
On-target ads are paramount to keeping Gen Z engaged. As they age and have less free time, they become less tolerant of frequent and irrelevant ads





Section #3

How are Gen Z and Millennials Different?



Gen Z are more committed listeners than millennials, seeking impactful and emotional content

Gen Z are more likely than Millennials...

Commitment

To state that they are regular listeners and that they were a fan from early on.

Impact

To want a podcast that they can use to better their lives either now or in the future.

Friendship

To want a podcast that feels like hanging out with friends.

Female-led

To prefer a female led podcast, whereas 'guys' is used to refer to multiple hosts.

Listening location

To mention where they are listening showing more variety in their listening needs.

Emotional

To mention how the podcast made them feel.

Listening for me

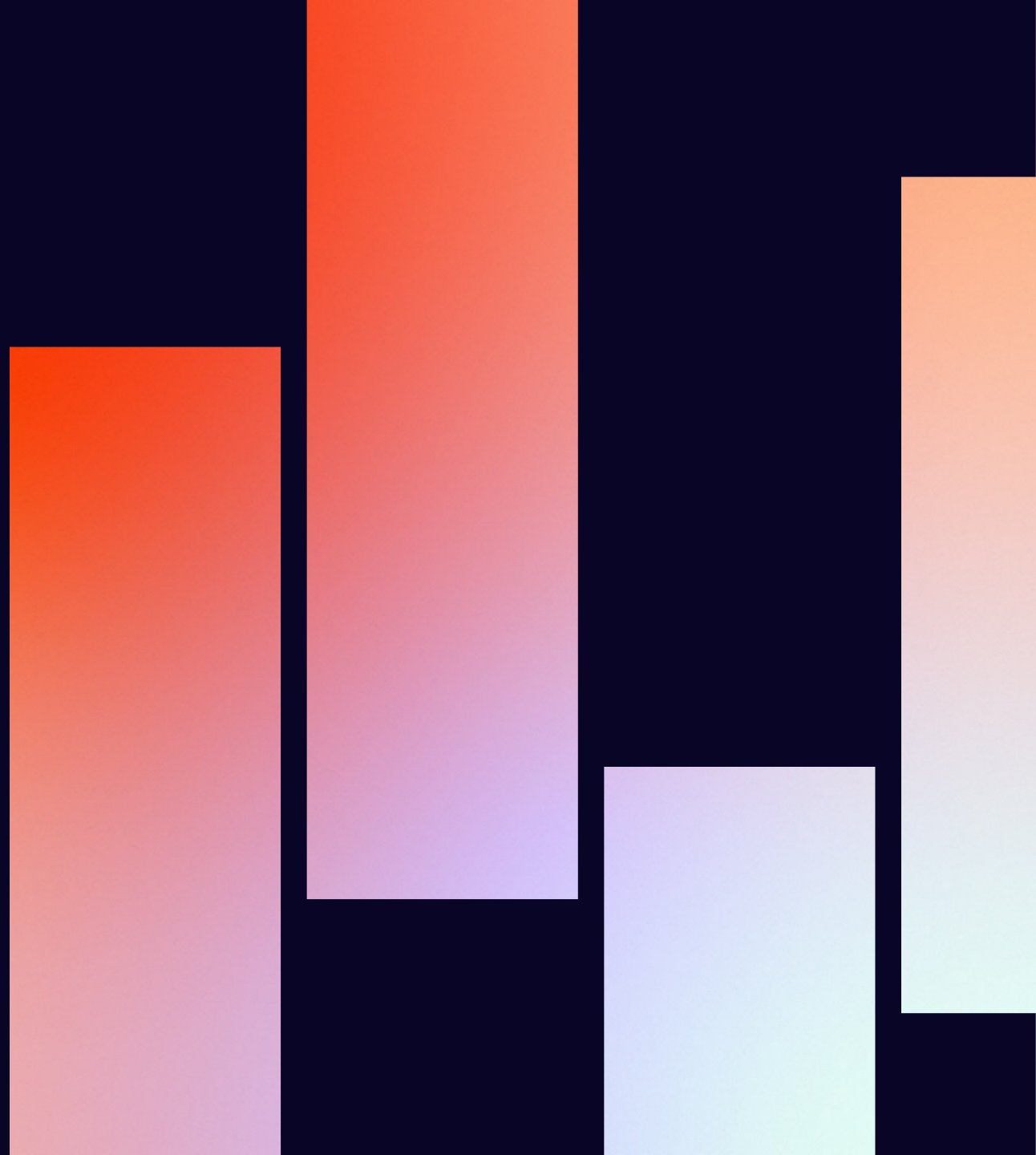
To mention "I" and "me" showing the individual nature of podcast listening and self reflection.





Section #4

How to Engage Gen Z



1.

Deliver purposeful and impactful content

2.

Keep it short and digestible

3.

Be sure that your data and research are accurate and credible

4.

Be on-target with messaging

5.

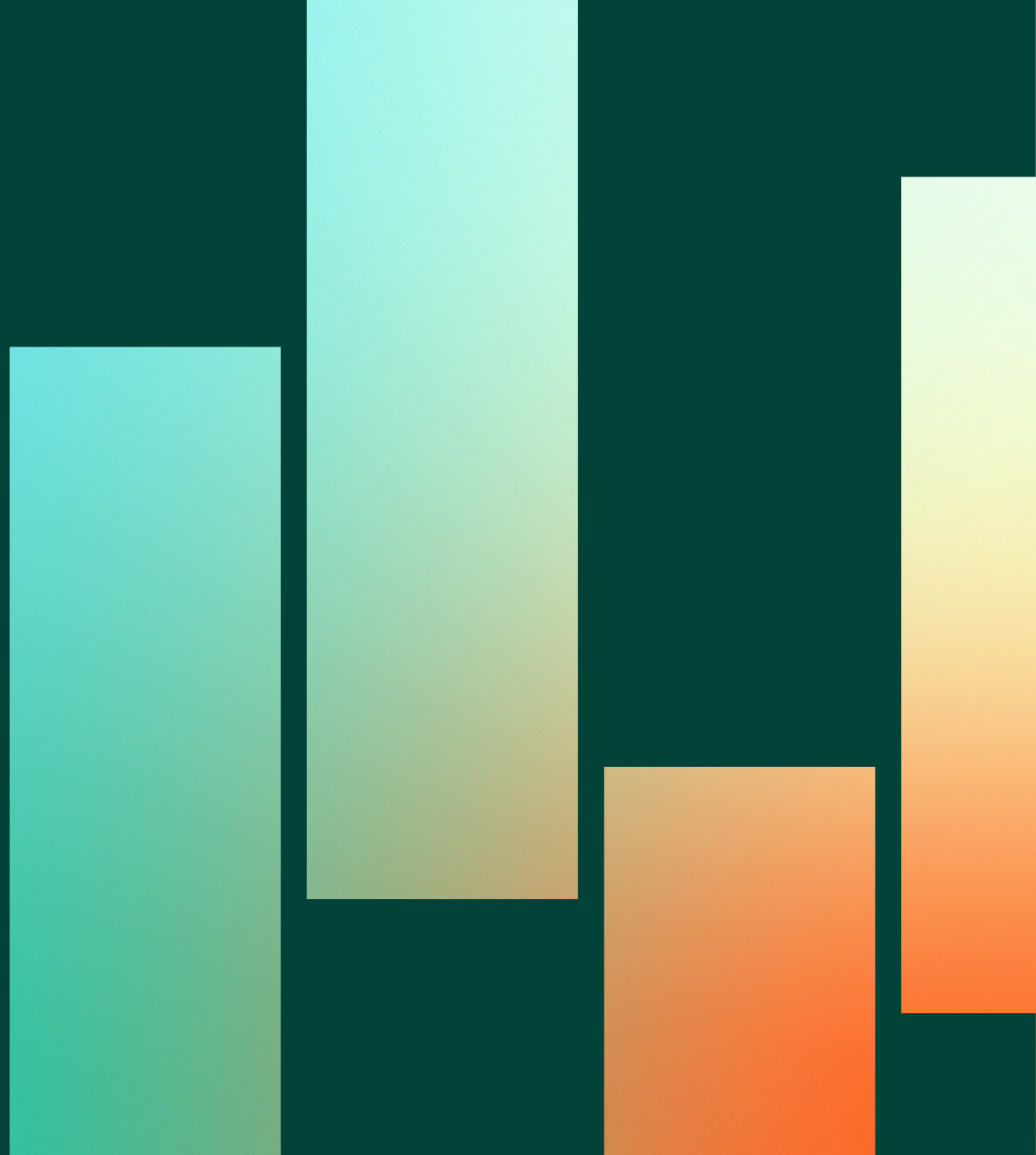
Keep it conversational and pair up with like-minded hosts to create connections





Appendix:

How do Audacy Podcasts resonate with Gen Z?



Feedback on Audacy podcast content

Listeners like content that is...



Interesting

- ✓ Up & Vanished, You Must Remember this



Easy to follow

- ✓ Side Hustle School, Happier with Gretchen Rubin



Inspirational

- ✓ Straight up with Trent Shelton, The Rachel Hollis Podcast, Yoga girl Conversations from The Heart



Relevant & Relatable

- ✓ The Goop Podcast, Happier with Gretchen Rubin, Anything Goes with Emma Chamberlain, Yoga Girl Conversations from The Heart



Has good variety

- ✓ You Can Sit With Us

Feedback on Audacy podcast hosts

Listeners like hosts who are...



Respectful

✓ Comments by Celebs



Like a friend

✓ Anything Goes with Emma
Chamberlain, Comments by Celebs,
You Can Sit with Us



Lively & bring content to life

✓ Pretty Basic



Lighthearted

✓ Ear Biscuits

