

# WONDERY

## GEN Z & PODCAST PUBLISHING BRANDS

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CMGT 587: Audience Analysis  
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# How can Wondery increase Gen Z listenership?

Gen Z  
podcast  
listening  
behavior

Gen Z  
content  
preferences

Gen Z  
perception  
of Wondery  
brand

# How can Wondery increase Gen Z listenership?

- Gen Z are less brand loyal than previous generations<sup>[1]</sup>
  - To what extent does this apply in the podcasting industry?
- They not only value quality, bargains, and convenience, but also social responsibility<sup>[2,3]</sup>
- Wondery acquired by Amazon Music in late 2020<sup>[4]</sup>

Gen Z  
perception  
of Wondery  
brand

1. [Thangavel et al.](#), 2022

2. Francis & Hoefel, 2018

3. Gomez et al., 2019

4. [Amazon Music Team](#), 2020

Management decision problem

Should Wondery be  
marketed to Gen Z as a  
different brand or not?

Marketing research problem

How effective is  
Wondery's brand at  
reaching & resonating  
with Gen Z?

# Research questions

## BRAND AWARENESS & LOYALTY IN PODCASTING

What podcasts and podcast publishing brands are Gen Z aware of, and what factors can explain Gen Z listening to multiple podcasts from the same podcast publisher?

RQ1

## BEYOND PODCASTING

What content are Gen Z consuming in other digital mediums, and to what extent are they comparable to podcasting?

RQ2

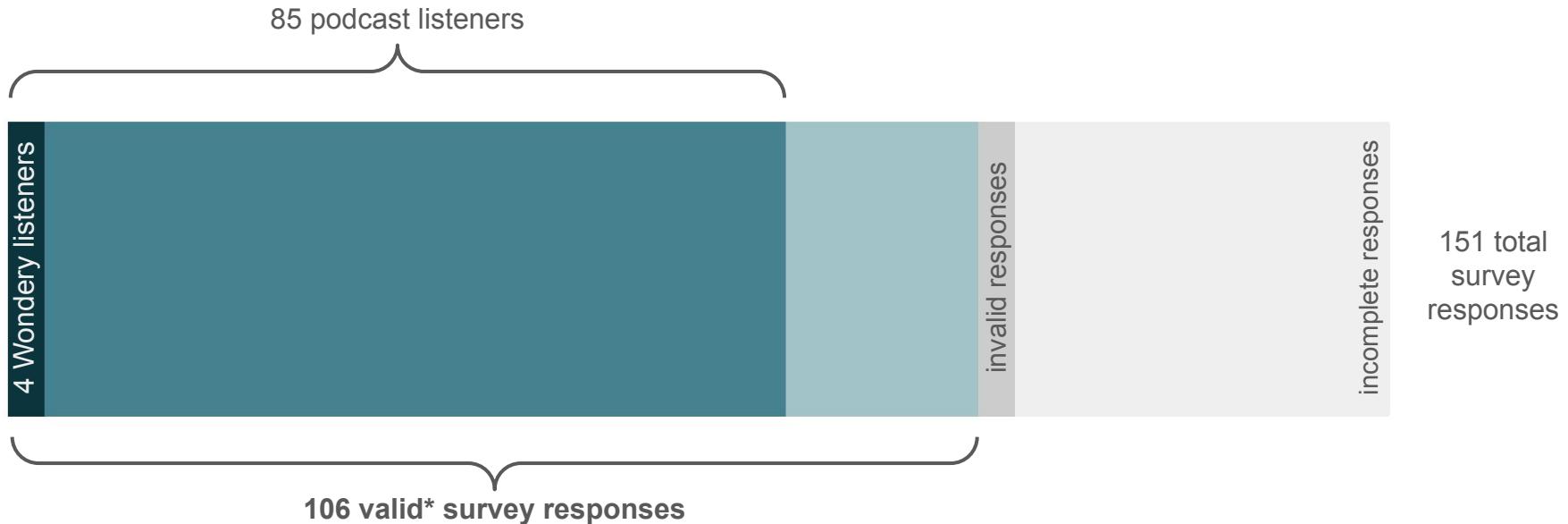
## GEN Z & WONDERY

What segments of Gen Z podcasts listeners can be distinguished, and how important is a premium podcasting experience to different segments?

RQ3

# Research design

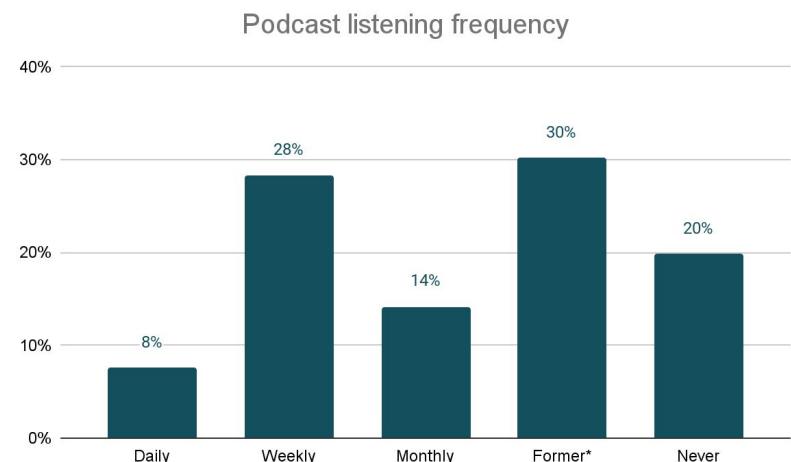
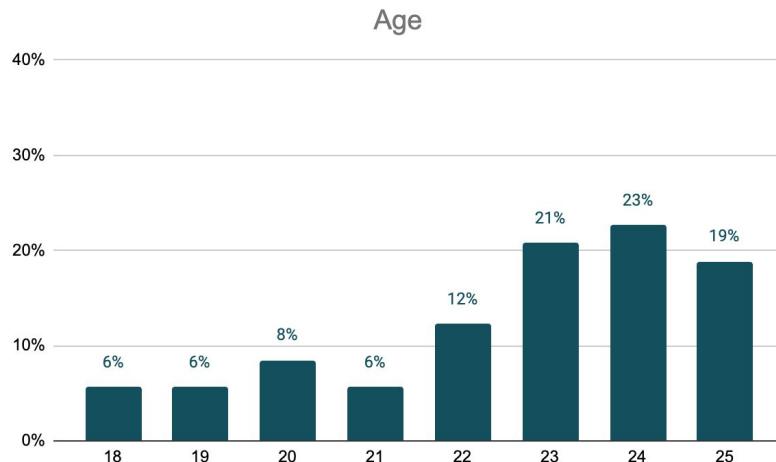
## Quantitative survey responses



\*Valid = completed survey responses by 18-25yos from unique IP addresses

# Research design

## Quantitative survey responses



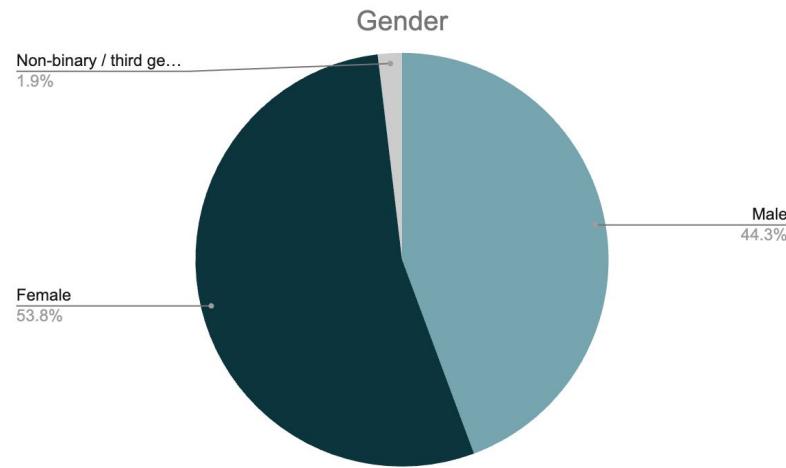
\*Former = “I used to listen to podcasts but haven’t listened to podcasts in months.”

“How old are you?” Short answer. - 106 survey responses

“How often do you listen to podcasts?” Select one. - 106 survey responses

# Research design

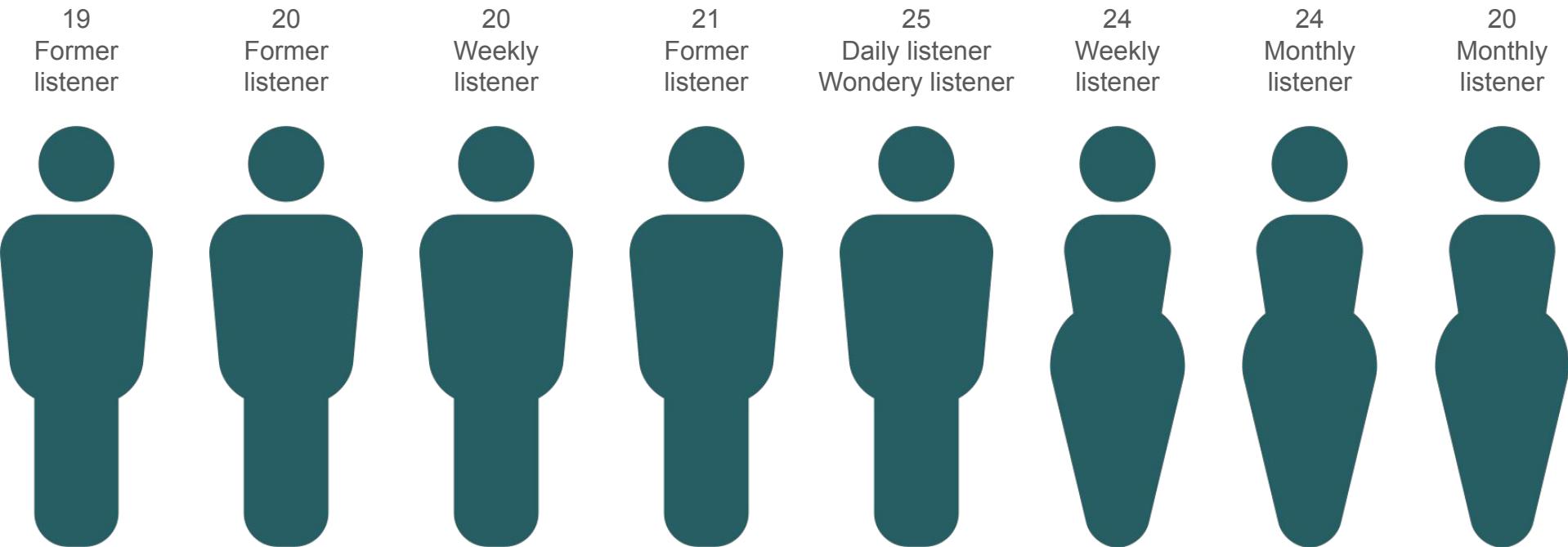
## Quantitative survey responses



“What is your gender?” Select one - 106 survey responses

# Research design

## Qualitative IDIs

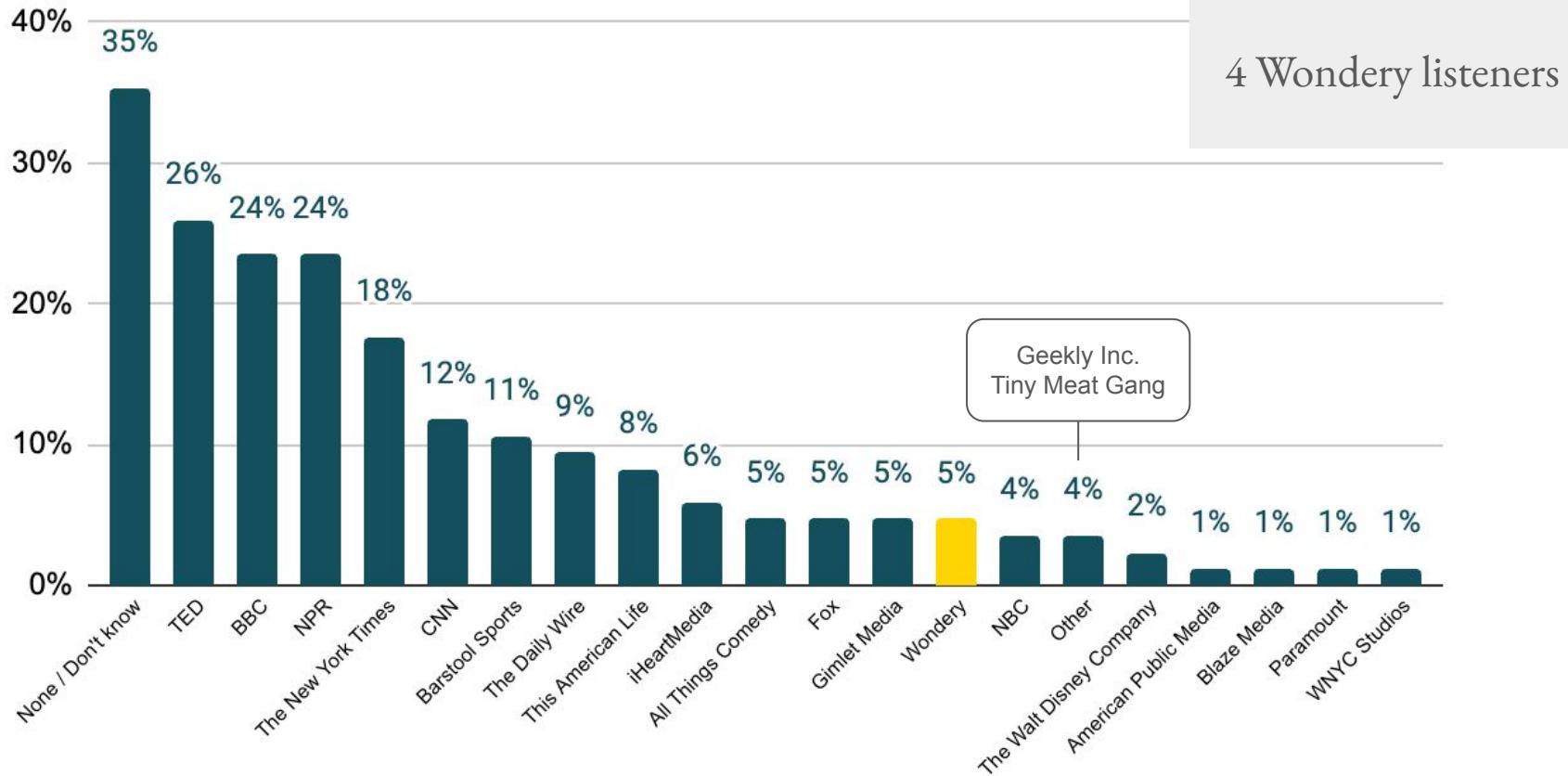


# Results & Recommendations

## Finding 1

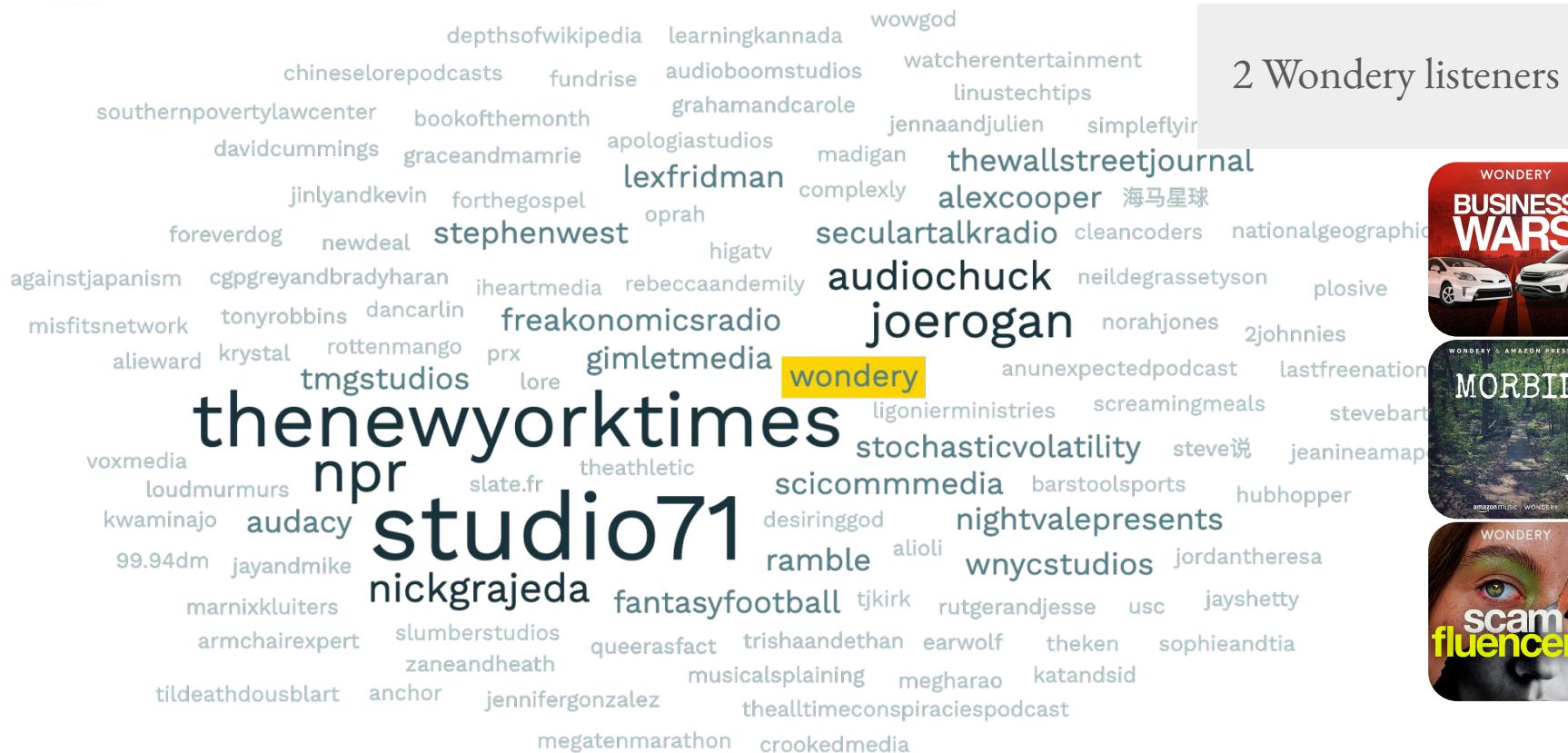
There are not that many Wondery listeners, but Wondery makes some impression on their listeners.

# Podcast publishers listened to (self-reported)



"Which of these media companies have you listened to podcasts from?" Select all that apply. - 85 survey responses

# Podcast publishers listened to (content analysis)

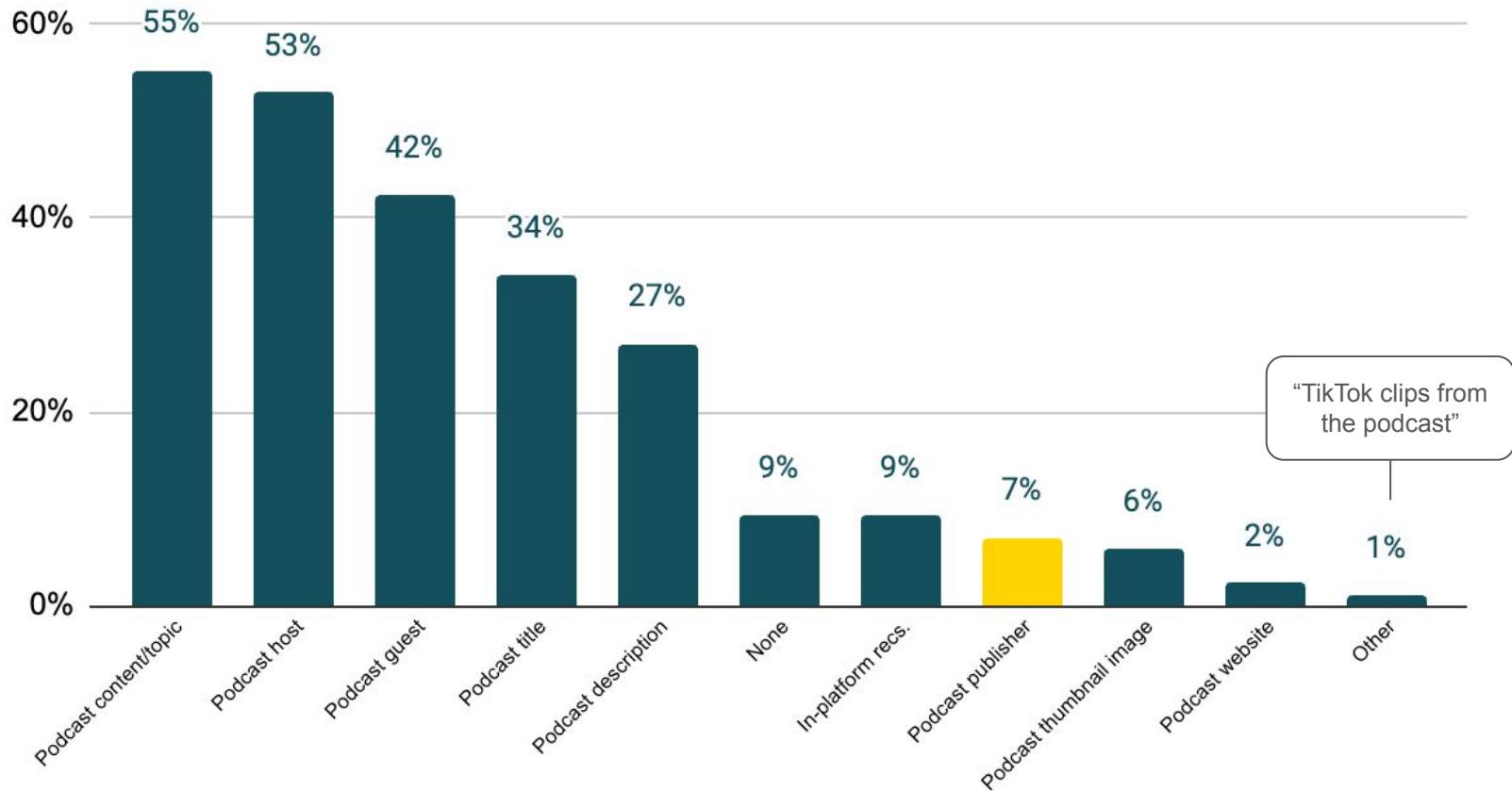


"What podcasts are you currently listening to or used to listen to?" Short answer. - 63 valid survey responses

## Finding 2

Podcast publishers are not common motivating factors for listeners, but podcast content and podcast hosts are.

# Podcast components as motivating factors



"Which of these podcast components motivate you to try a specific podcast?" Select all that apply. - 85 survey responses

## Podcasts listened to - invalid responses

“True crime”

“Jenna Marbles  
podcast”

“Finance”

“Jay Shetty mostly”

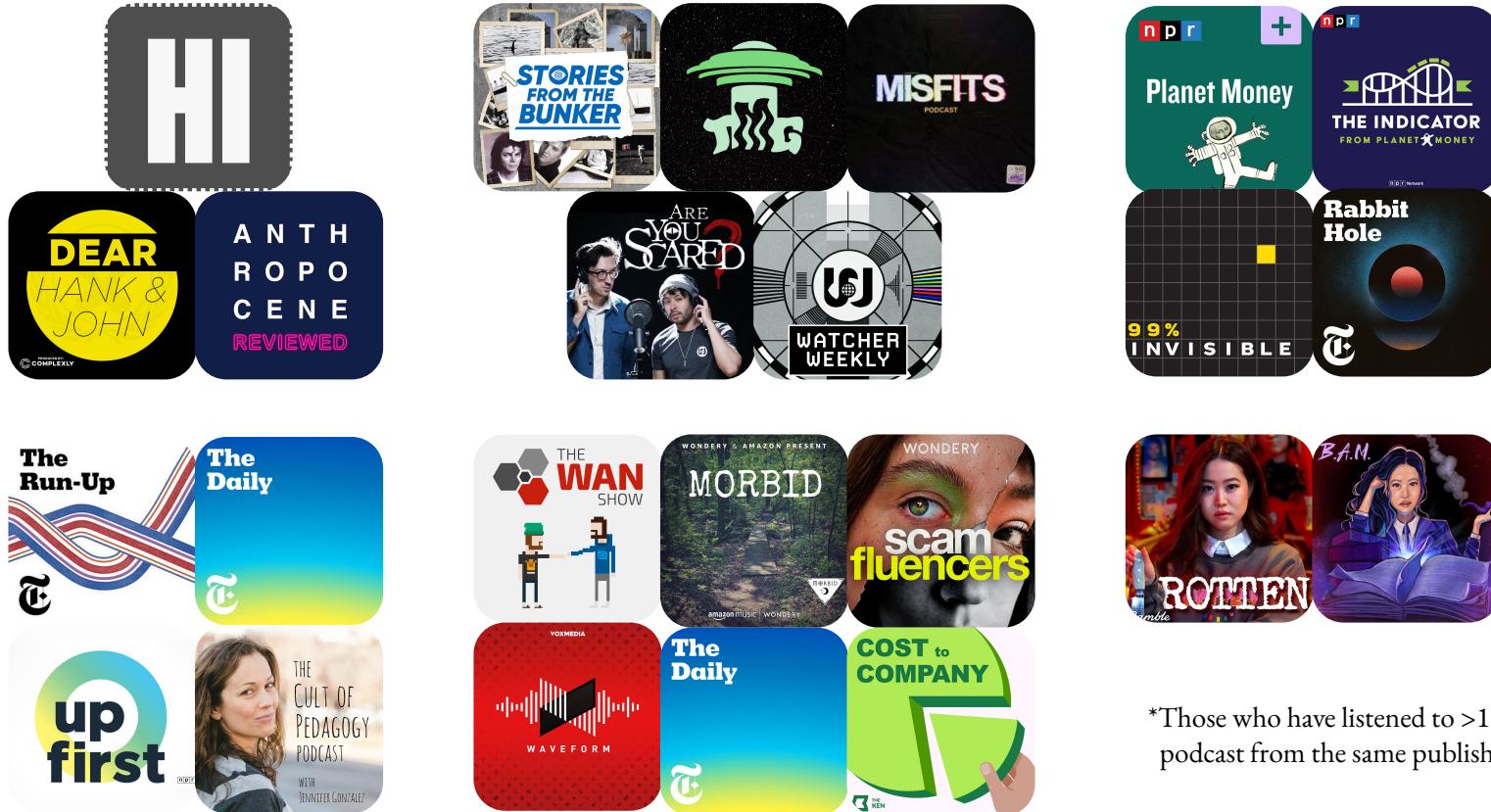
“Business, spirituality,  
true crime”

“Spirituality”

“Entertainment”

“Esports”

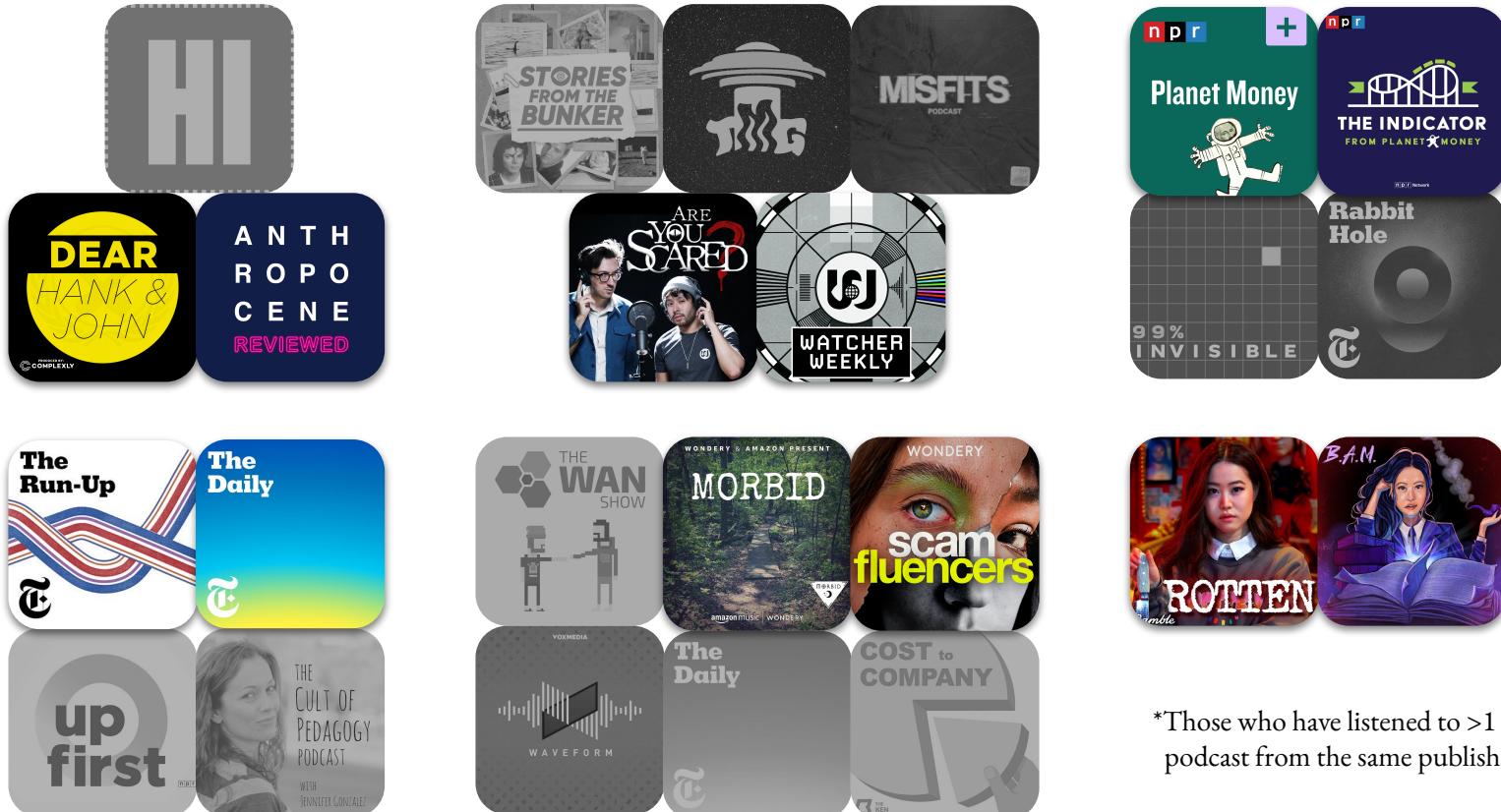
# Podcasts listened to - loyal listeners\*



\*Those who have listened to >1 podcast from the same publisher

“What podcasts are you currently listening to or used to listen to?” Short answer. - 63 valid survey responses

# Podcasts listened to - loyal listeners\*



\*Those who have listened to >1 podcast from the same publisher

“What podcasts are you currently listening to or used to listen to?” Short answer. - 63 valid survey responses

## Finding 3

Listeners' impressions of podcast publishers can vary based on the content/genres they listen to, and can also be influenced by rankings.



“I didn’t know that Wondery was a podcast publisher. The logo is just a word. Not like NPR. They have colors and shapes.”

“The Top Subscriber Channel is Wondery, wow. Now I might be more interested if I saw a Wondery podcast somewhere. They should have good quality.”



## Top Subscriber Channels

[See All](#)



1  
Wondery



2  
Dateline NBC



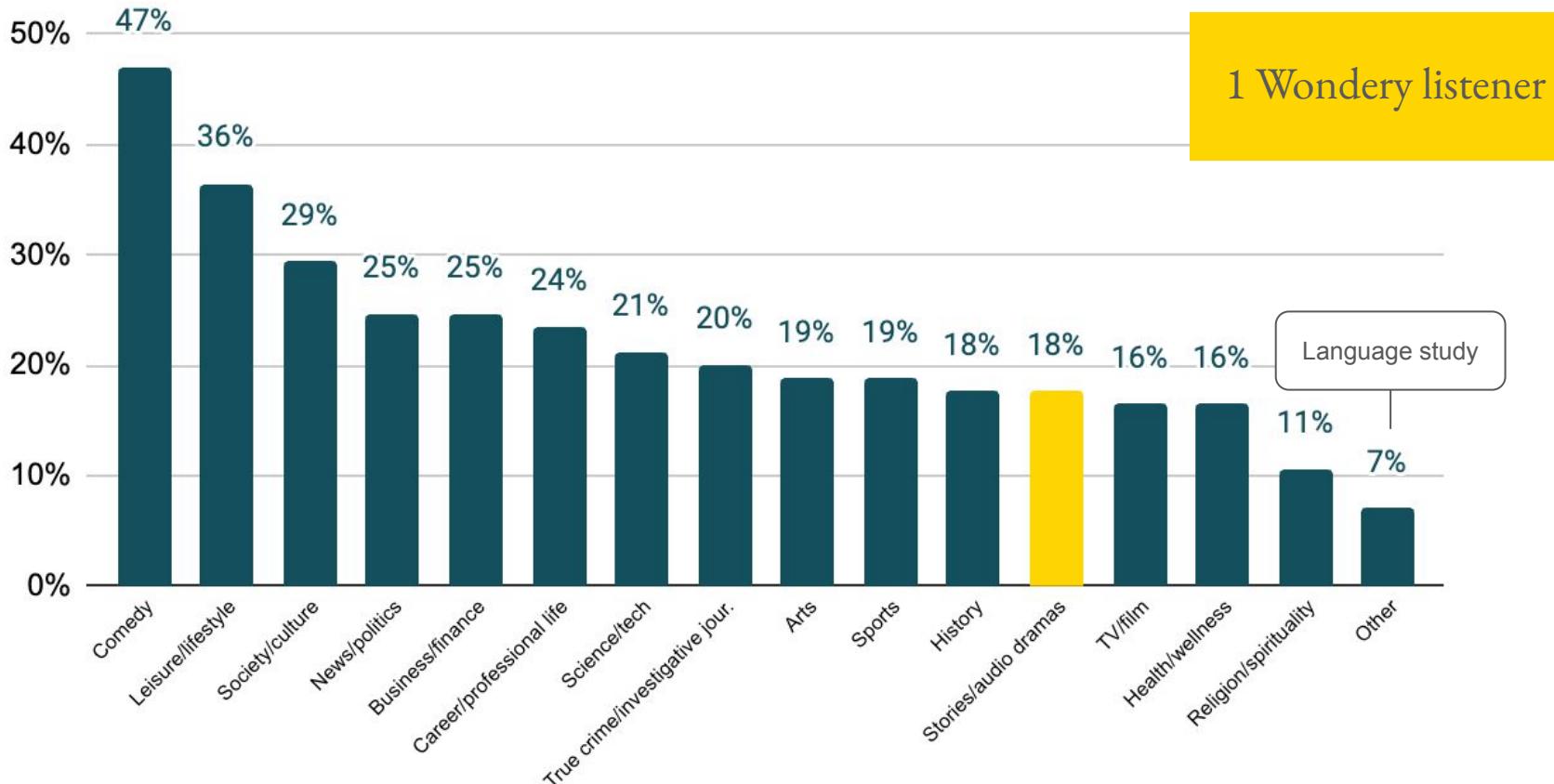
3  
S&S +PLUS...

“I don’t really know anything about Wondery except that I listen to a lot of their true crime.”

## Finding 4

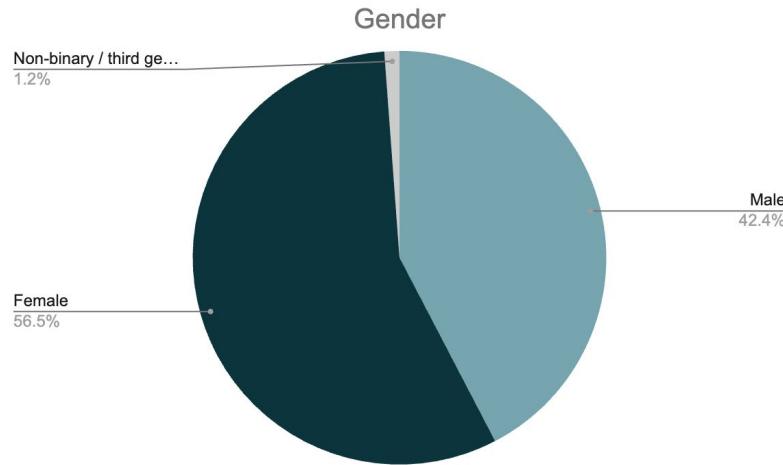
Story/audio drama listeners are mostly females who listen to podcasts for entertainment.

# Genres listened to

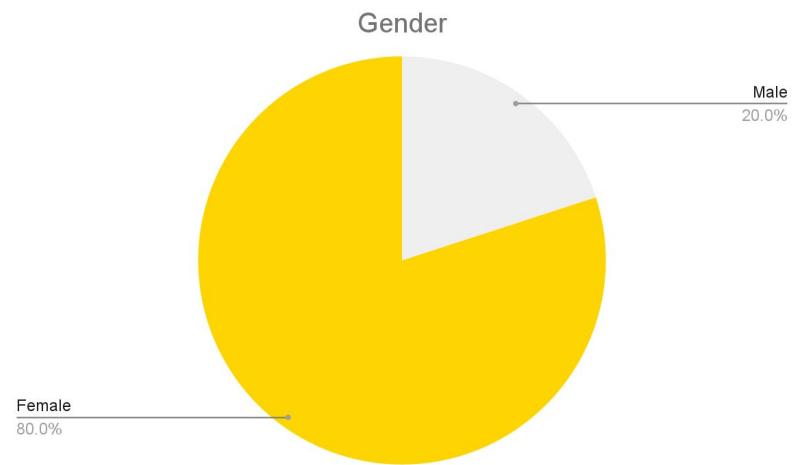


“What genre(s) of podcasts do you listen to or used to listen to?” Select all that apply. - 85 survey responses

## All listeners



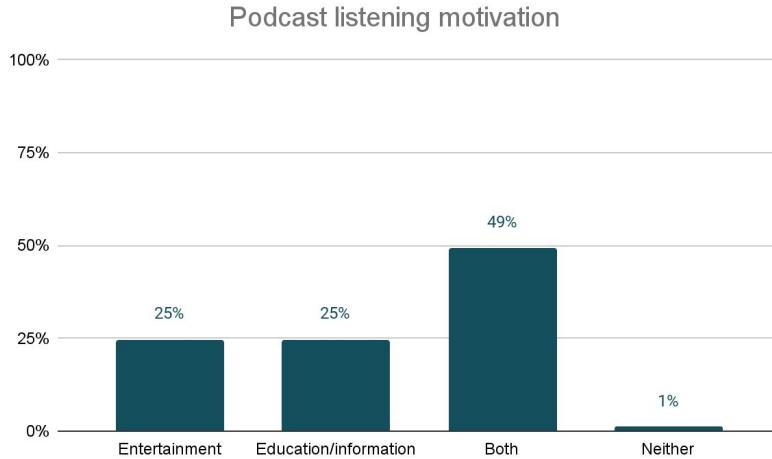
## Story/audio drama listeners



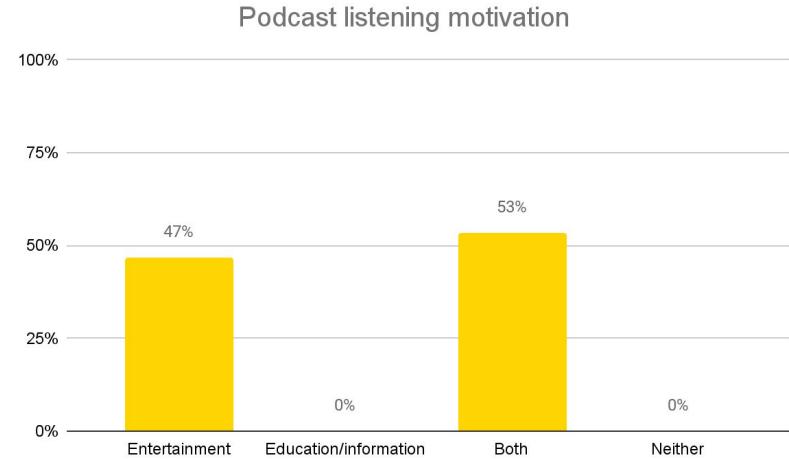
Podcast listening behavior differs by gender.<sup>[5]</sup>

—  
5. [Tobin & Guadagno](#), 2022

## All listeners



## Story/audio drama listeners



Entertainment and education are the two main categorizations for podcast listening motivation.<sup>[6,7]</sup>

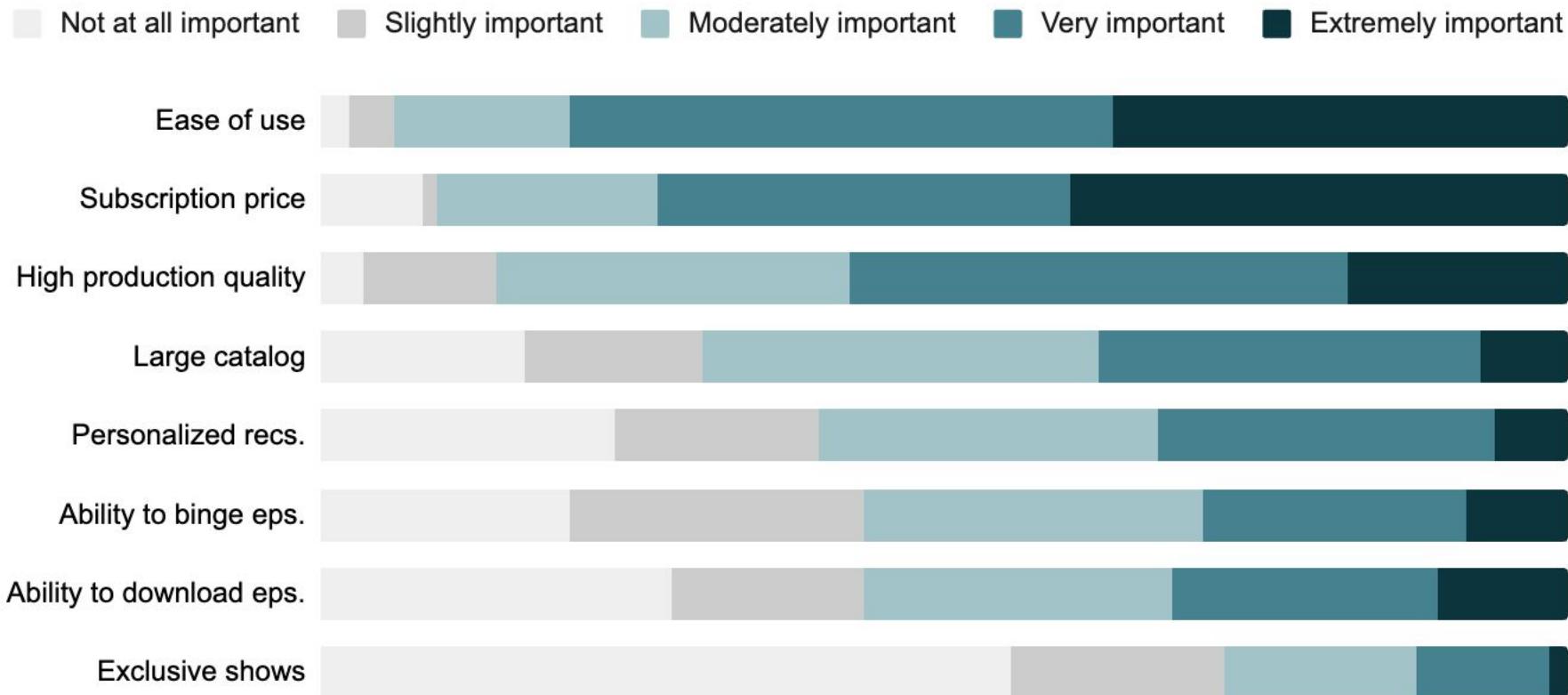
6. [Chan-Olmstead & Wang](#), 2020

7. [Craig et al.](#), 2021

## Finding 5

Listeners do not particularly desire (paying for) a premium podcasting experience.

## Importance of podcast platform features



"Please rank these podcast platform features in terms of importance to you." Likert scale. - 85 survey responses

# Importance of podcast platform features

Not at all important   Slightly important   Moderately important   Very important   Extremely important

Ease of use 2% 4% 14% 44% 36%

“I love Apple Podcasts! The UI and speed is just so good.”

“I’m already on Spotify [for music] so it’s easy to use [for podcasting].”

## Importance of podcast platform features

Not at all important   Slightly important   Moderately important   Very important   Extremely important



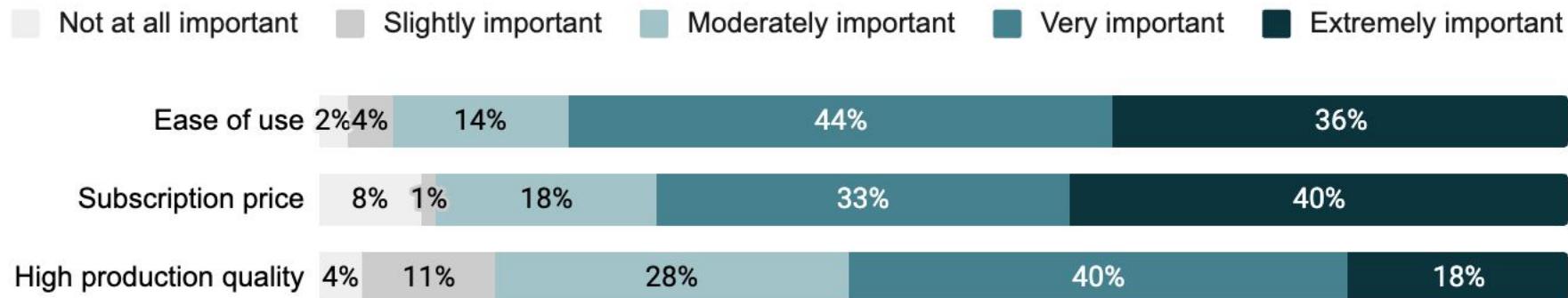
“Maybe. If there are too many ads.”

“Personally, I wouldn’t listen anymore. I already pay for Spotify. It feels wrong to pay more.”

“I don’t subscribe to anything. I’d rather give money directly to the creator.”

“There are so many other free options.”

# Importance of podcast platform features



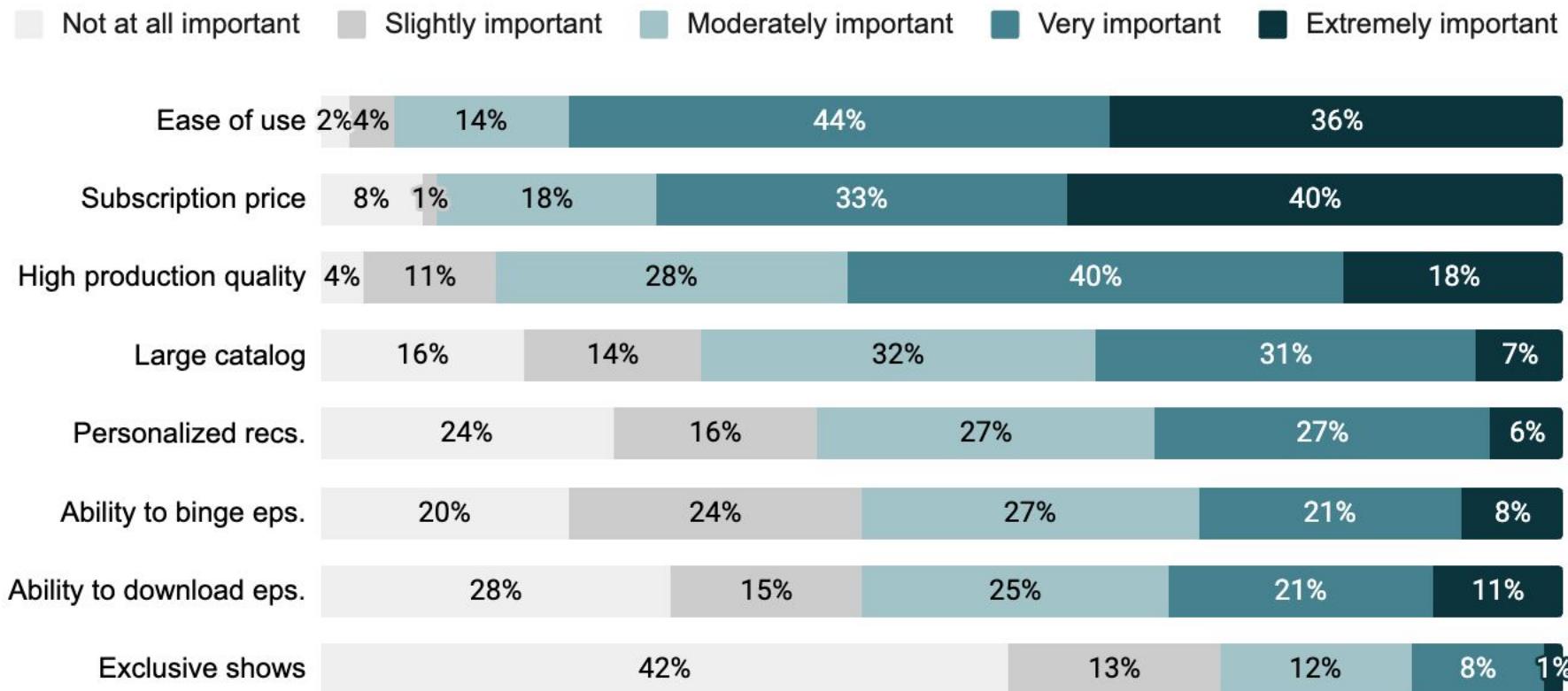
“Most podcasts probably have high enough production quality for me to not notice that they have good production quality, but I’ve never really considered myself an audiophile.”

“I don’t really think about the quality of a podcast. As long as the host is reputable.”

“I wouldn’t call Wondery immersive because it has ads every 15 minutes.”

“The [production] quality doesn’t matter if the content isn’t good.”

## Importance of podcast platform features



"Please rank these podcast platform features in terms of importance to you." Likert scale. - 85 survey responses

## Finding 6

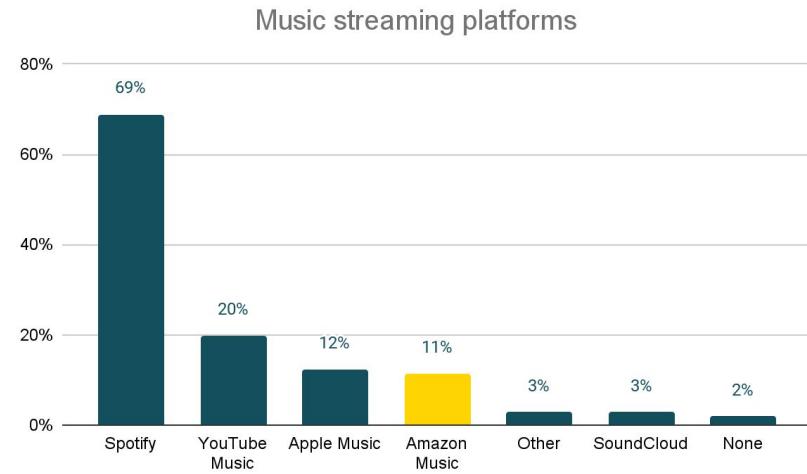
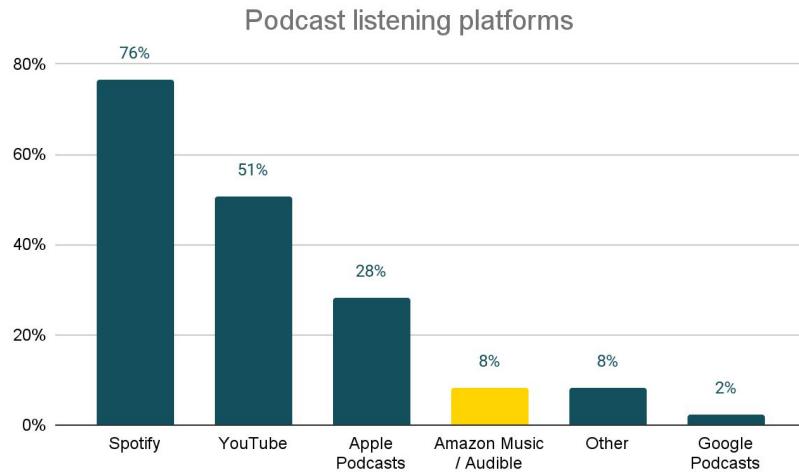
There is not a strong sentiment about Amazon. Even those who had a strong negative sentiment felt that Wondery was far enough removed.

“It feels like Amazon has lower quality stuff. Amazon feels spread out everywhere, so they’re not good at one thing. Netflix feels better than Amazon Prime Video. Spotify feels better than Amazon Music. Amazon specializes in selling things.”

Neutral.

Neutral.

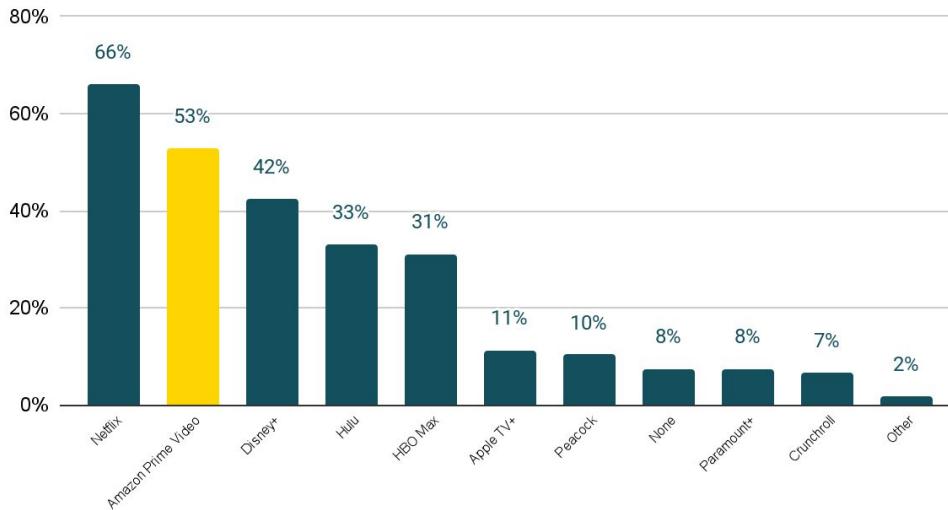
“It’s cheap and fast.  
Huge convenience,  
but there’s always a cost.”



“What platform(s) do you listen to or used to listen to podcasts on?” Select all that apply. - 85 sur.

“Which of the following music streaming services do you use?” Select all that apply. - 106 sur.

## Video streaming platforms



"Which of the following video on demand (VOD) services are you subscribed to?" - 106 survey responses

# Summary of findings

1. There are not that many Wondery listeners, but Wondery makes some impression on their listeners.
2. Podcast publishers are not common motivating factors for listeners, but podcast content and podcast hosts are.
3. Listeners' impressions of podcast publishers can vary based on the content/genres they listen to, and can also be influenced by rankings.
4. Story/audio drama listeners are mostly females who listen to podcasts for entertainment.
5. Listeners do not particularly desire (paying for) a premium podcasting experience.
6. There is not a strong sentiment about Amazon. Even those who had a strong negative sentiment felt that Wondery was far enough removed.

# Recommendations

- **Wondery should not be marketed to Gen Z listeners as a different brand.**
  - Gen Z listeners don't pay much attention to podcast publishers.
  - Wondery's association with Amazon is unlikely to harm their reputation/listenership.
- Wondery can keep the same branding and leverage their ranking.
  - It's difficult for prospective listeners to make judgments about quality, but easy to make judgments about rankings.
- Wondery can offer personalized recommendations based on content preferences.
  - A different brand is not necessary if appropriate recommendations are given.
  - Content preferences differ by gender.
- Wondery can focus on promoting/supporting their talent (podcast hosts).
  - Gen Z listeners pay more attention to podcast hosts.

# Thank you!

For more information,  
feel free to contact us  
and request our report.

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