**Who’s Actually Buying Stuff From Podcast Ads?**

Millennials are the age group most likely to buy products or services advertised on podcasts, according to a survey of US podcast listeners by Morning Consult. These ads are also more likely to drive purchases among listeners earning more than $100,000 per year.

***Insider Intelligence 4.12.23***

[*https://www.insiderintelligence.com/content/who-actually-buying-stuff-podcast-ads?utm\_source=Newsletter&utm\_medium=Email&utm\_campaign=COTD%204.13.2023&utm\_id=COTD%204.13.2023&utm\_term=eMarketer%20Daily&utm\_content=COTD%204.13.2023*](https://www.insiderintelligence.com/content/who-actually-buying-stuff-podcast-ads?utm_source=Newsletter&utm_medium=Email&utm_campaign=COTD%204.13.2023&utm_id=COTD%204.13.2023&utm_term=eMarketer%20Daily&utm_content=COTD%204.13.2023)

*Image credit:*

[*https://static.horizontimes.com/wp-content/uploads/2020/03/29144933/Listen-To-Podcasts-20200329144933-20200329144933.jpg*](https://static.horizontimes.com/wp-content/uploads/2020/03/29144933/Listen-To-Podcasts-20200329144933-20200329144933.jpg)