The Gen Z Podcast Report 2023
Report Overview

Growth of Podcasts:
Almost half of U.S. Gen Z have listened to a podcast in the last month

Listening Behaviors:
Gen Z are incredibly engaged with podcasts and are often binge-listening

Social Media & Discovery:
Social media platforms are a gateway to podcasts for many Gen Z listeners

Current Events & Social Issues:
Gen Z turn to podcasts to stay up to date and dive deeper into issues

Mental Health & Wellness:
Mental health is top of mind for Gen Z, and podcasts provide an outlet

Influence of Podcast Ads:
Gen Z take action and engage with brands after hearing podcast ads
The Gen Z Podcast Report 2023
Methodology

• 1,003 online interviews of U.S. Gen Z respondents aged 13-24
  • n=354 monthly podcast listeners aged 13-17
  • n=649 monthly podcast listeners aged 18-24
• All respondents reported listening to a podcast in the last month
• Qualitative interviews of Gen Z podcast listeners
  • 12 in-depth interviews via Zoom
  • Two in-person interviews
• All interviews conducted in April 2023
• Data weighted to match age/sex/census region of U.S. Gen Z population and Infinite Dial 2023 podcast listening statistics
Growth of Podcasts
Share of Spoken Word Audio by Platform

Base: U.S. age 13-24 Share of Spoken Word Audio Listening by Platform

<table>
<thead>
<tr>
<th></th>
<th>Podcasts</th>
<th>Other Spoken Word Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 13-24 in 2018</td>
<td>28</td>
<td>72</td>
</tr>
<tr>
<td>Age 13-24 in 2023</td>
<td>58</td>
<td>42</td>
</tr>
</tbody>
</table>

Source: Share of Ear from Edison Research
Podcast Listening

% of U.S. age 13-24 who have ever listened to a podcast

- Age 13-24 in 2018: 53%
- Age 13-24 in 2023: 77%

45% increase since 2018

Source: Infinite Dial from Edison Research
Monthly Podcast Listening

% of U.S. age 13-24 who have listened to a podcast in the last month

Source: Infinite Dial from Edison Research
47% of Gen Z are monthly podcast listeners

Estimated 24 million Gen Z
Gender of Younger Monthly Podcast Listeners

Base: U.S. Monthly Podcast Listeners 13-24

Age 13-24 in 2018

- Men: 58
- Women: 42
- Non-binary: 1

Age 13-24 in 2023

- Men: 53
- Women: 46
- Non-binary: 1

Source: Infinite Dial from Edison Research, Non-binary was not asked in 2018
Ethnicity of Gen Z Monthly Podcast Listeners

Total Monthly Podcast Listeners 13+
- White: 63%
- Hispanic/Latino: 14%
- Other: 5%
- Asian: 3%
- Black/African-American: 15%

Monthly Podcast Listeners 13-24
- White: 59%
- Hispanic/Latino: 20%
- Other: 2%
- Asian: 4%
- Black/African-American: 15%

Source: Infinite Dial from Edison Research, 2023
Source: Gen Z Podcast Listener Report
Podcast Listening Behaviors
75% of Gen Z Monthly Podcast Listeners have listened to a podcast in the last week

80% age 13-17
73% age 18-24
When did you **first** start listening to or watching podcasts?

Base: Gen Z Monthly Podcast Listeners Age 13-24

- Started listening as a child: 16%
- Started listening as a teenager: 57%
- Started listening as an adult: 25%

% started listening during this time
In a typical week, approximately how much time do you spend listening to or watching podcasts?

Base: Gen Z Monthly Podcast Listeners Age 13-24

- **Total**:
  - Less than 5 hours: 61
  - 5 hours to less than 10 hours: 17
  - 10 hours or more: 22
  - Mean: 7.7 hours

- **Started listening as a child**:
  - Less than 5 hours: 43
  - 5 hours to less than 10 hours: 25
  - 10 hours or more: 32
  - Mean: 10.6 hours

- **Started listening as a teenager**:
  - Less than 5 hours: 64
  - 5 hours to less than 10 hours: 16
  - 10 hours or more: 20
  - Mean: 7.5 hours

- **Started listening as an adult**:
  - Less than 5 hours: 65
  - 5 hours to less than 10 hours: 16
  - 10 hours or more: 19
  - Mean: 6.6 hours
<table>
<thead>
<tr>
<th>Way of Discovery</th>
<th>% Saying Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saw it on social media</td>
<td>25</td>
</tr>
<tr>
<td>From a social media influencer/personality that you follow</td>
<td>19</td>
</tr>
<tr>
<td>You listened with friends and family</td>
<td>16</td>
</tr>
<tr>
<td>Recommendations from friends/family</td>
<td>15</td>
</tr>
<tr>
<td>Through an online audio services you listen to</td>
<td>8</td>
</tr>
<tr>
<td>Through the podcasts app on your smartphone or mobile device</td>
<td>7</td>
</tr>
<tr>
<td>Through school or as a school assignment</td>
<td>6</td>
</tr>
<tr>
<td>Saw or heard about it on TV</td>
<td>2</td>
</tr>
<tr>
<td>Heard about it on AM/FM radio</td>
<td>2</td>
</tr>
</tbody>
</table>
## Top three ways how Gen Z Monthly Podcast Listeners first discovered podcasts

<table>
<thead>
<tr>
<th>Started listening as a <strong>child</strong></th>
<th>Started listening as a <strong>teenager</strong></th>
<th>Started listening as an <strong>adult</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Listened with friends/family</td>
<td>Saw it on social media</td>
<td>Saw it on social media</td>
</tr>
<tr>
<td>30%</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Saw it on social media</td>
<td>From social media influencer/personalities</td>
<td>From social media influencer/personalities</td>
</tr>
<tr>
<td>25%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>From social media influencer/personality</td>
<td>Recommendations from family/friends</td>
<td>Recommendations from family/friends</td>
</tr>
<tr>
<td>11%</td>
<td>18%</td>
<td>14%</td>
</tr>
</tbody>
</table>
How are Gen Z Listening to Podcasts?

- **28%** Listen to podcasts nearly every day
- **68%** Frequently listen with headphones
- **21%** Listen to podcasts for more than 10 hours a week
- **83%** Ever recommend podcasts to their friends or family
- **69%** Listen to podcasts while walking around or on foot
- **6.8** Average number of podcast topics listened to
84% of Gen Z monthly podcast listeners ever listen to or watch podcasts with a **video component**

- **71%** ever consume podcasts with video that they actively watch while listening
- **49%** say video gives better understanding of context/tone through facial expressions & gestures*
- **45%** feel more connected to the podcaster(s)* through video podcasts

*Among those who actively watch podcast videos while listening
78% of Gen Z monthly podcast listeners often binge podcasts.

Of those who started listening to podcasts as a child often binge listen.

Those that often binge are listening to:

- Comedy: 50%
- Entertainment, celebrity, and gossip: 45%
- True Crime: 44%
Do you ever listen to podcasts about...?

Base: Gen Z Monthly Podcast Listeners Age 13-24

<table>
<thead>
<tr>
<th>Topic</th>
<th>% Saying Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy</td>
<td>48</td>
</tr>
<tr>
<td>Entertainment, celebrity and gossip</td>
<td>40</td>
</tr>
<tr>
<td>True Crime</td>
<td>38</td>
</tr>
<tr>
<td>Music</td>
<td>36</td>
</tr>
<tr>
<td>Games/Hobbies</td>
<td>35</td>
</tr>
<tr>
<td>Pop Culture</td>
<td>35</td>
</tr>
<tr>
<td>Society &amp; Culture</td>
<td>30</td>
</tr>
<tr>
<td>Wellness/Self-Improvement</td>
<td>30</td>
</tr>
<tr>
<td>Sports</td>
<td>28</td>
</tr>
<tr>
<td>Mystery/Thriller</td>
<td>26</td>
</tr>
<tr>
<td>History</td>
<td>26</td>
</tr>
<tr>
<td>News/Information</td>
<td>25</td>
</tr>
<tr>
<td>Love &amp; Relationships</td>
<td>25</td>
</tr>
<tr>
<td>Horror</td>
<td>24</td>
</tr>
<tr>
<td>Drama</td>
<td>23</td>
</tr>
<tr>
<td>Technology</td>
<td>22</td>
</tr>
<tr>
<td>Science</td>
<td>20</td>
</tr>
<tr>
<td>Beauty/Fashion</td>
<td>19</td>
</tr>
<tr>
<td>Politics</td>
<td>19</td>
</tr>
<tr>
<td>Food/Cooking</td>
<td>18</td>
</tr>
<tr>
<td>Fantasy/Sci-fi</td>
<td>18</td>
</tr>
<tr>
<td>Travel</td>
<td>17</td>
</tr>
<tr>
<td>Business</td>
<td>15</td>
</tr>
<tr>
<td>Finance (crypto, stocks, etc.)</td>
<td>15</td>
</tr>
<tr>
<td>Philosophy/Religion</td>
<td>14</td>
</tr>
<tr>
<td>Adult Fiction</td>
<td>11</td>
</tr>
<tr>
<td>Biography/Memoir</td>
<td>9</td>
</tr>
<tr>
<td>Language</td>
<td>9</td>
</tr>
<tr>
<td>Children's</td>
<td>6</td>
</tr>
<tr>
<td>Home/Garden</td>
<td>6</td>
</tr>
</tbody>
</table>

Gen Z monthly podcast listeners listen to an average of 6.8 podcast topics.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Very interested</th>
<th>Somewhat interested</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tell real life stories</td>
<td>64</td>
<td>30</td>
<td>94</td>
</tr>
<tr>
<td>Have individual episodes that do <strong>not</strong> build off each other and can discuss different topics each time</td>
<td>49</td>
<td>44</td>
<td>93</td>
</tr>
<tr>
<td>Have back and forth conversations/banter</td>
<td>52</td>
<td>40</td>
<td>92</td>
</tr>
<tr>
<td>You can binge-listen</td>
<td>45</td>
<td>46</td>
<td>91</td>
</tr>
<tr>
<td>Feature interviews with different guests</td>
<td>47</td>
<td>43</td>
<td>90</td>
</tr>
<tr>
<td>Have episodes that are part of a series and build off each other</td>
<td>42</td>
<td>46</td>
<td>88</td>
</tr>
</tbody>
</table>
Social Media
Social Media and Monthly Gen Z Podcast Listeners

99% of Gen Z monthly podcast listeners have used one service to engage with podcasts through social media.

84% choose to listen to their very first podcast because it was hosted by someone they liked.

24% consider themselves content creators.

44% identify as podcast creators.
Sources used to discover podcasts

Base: Gen Z Monthly Podcast Listeners Age 13-24

- Brief podcast clips on social media: 76%
- Social media posts: 74%
- Recommendations on YouTube: 71%
- Friends and family: 70%
- The app you use to listen to podcasts: 70%
- Searching the internet: 66%
- Hearing about them on another podcast: 65%
- Recommendations from social media influencers: 61%
- Recommendations from celebrities: 38%
- School: 29%

% saying yes
Sources used to discover podcasts

Base: Gen Z Monthly Podcast Listeners Age 13-24

- Brief podcast clips on social media: 74% (13-17), 77% (18-24)
- Social media posts: 71% (13-17), 75% (18-24)
- Recommendations on YouTube: 69% (13-17), 72% (18-24)
- Friends and family: 62% (13-17), 85% (18-24)
- The app you use to listen to podcasts: 64% (13-17), 69% (18-24)
- Searching the internet: 64% (13-17), 66% (18-24)
- Hearing about them on another podcast: 62% (13-17), 70% (18-24)
- Recommendations from social media influencers: 58% (13-17), 63% (18-24)
- Recommendations from celebrities: 41% (13-17), 36% (18-24)
- School: 21% (13-17), 45% (18-24)

% saying source
Do you ever find out about podcasts from…?

Base: Gen Z Monthly Podcast Listeners Age 13-24 who currently ever use platform

- YouTube: 84%
- TikTok: 80%
- Instagram: 71%
- Facebook: 55%
- Twitter: 55%
- Twitch: 48%
- Reddit: 43%
- Tumblr: 39%
- Snapchat: 37%
- Discord: 35%
- Pinterest: 27%
- LinkedIn: 24%
- BeReal: 16%

% saying yes
89% of Gen Z Monthly Podcast Listeners have ever watched a brief podcast clip on a social media platform such as TikTok, Instagram, Twitter, etc.

Among those who watched a brief podcast clip:

73% have listened to or watched the podcast somewhere else after seeing the clip on social media.
How much do you disagree or agree with each of the following statements...

Base: Gen Z Monthly Podcast Listeners Age 13-24

You first hear about current events through social media:
- Strongly Agree: 5
- Agree: 30
- Neutral: 27
- Disagree: 9
- Strongly Disagree: 1

You trust the information you read on social media:
- Strongly Agree: 5
- Agree: 38
- Neutral: 11
- Disagree: 28
- Strongly Disagree: 17
Current Events & Social Issues
Reasons for listening/watching to podcasts:

Base: Gen Z Monthly Podcast Listeners Age 13-24

84%
To *dig deeper into topics* you’re interested in

74%
To hear *unique perspectives* on topics *not covered in other media*

66%
To *stay up-to-date* with the latest topics

61%
To keep you *up-to-date with social issues*
### How important are the following topics to you?

Base: Gen Z Monthly Podcast Listeners Age 13-24

<table>
<thead>
<tr>
<th>Topic</th>
<th>Very important</th>
<th>Not at all important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social justice</td>
<td>37</td>
<td>23</td>
</tr>
<tr>
<td>The economy</td>
<td>33</td>
<td>27</td>
</tr>
<tr>
<td>Gun laws</td>
<td>34</td>
<td>24</td>
</tr>
<tr>
<td>The effects of social media on your mental health</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Reproductive rights</td>
<td>34</td>
<td>19</td>
</tr>
<tr>
<td>Climate Change</td>
<td>31</td>
<td>21</td>
</tr>
<tr>
<td>LGBTQ+ rights</td>
<td>26</td>
<td>16</td>
</tr>
<tr>
<td>International Affairs</td>
<td>18</td>
<td>22</td>
</tr>
</tbody>
</table>
17% of Gen Z Monthly Podcast Listeners Identify as gay, lesbian, bisexual or transgender

58% of Gen Z Monthly Podcast Listeners have friends or family members who are gay, lesbian, bisexual or transgender
Mental Health & Wellness
1 in 3 Gen Z Monthly Podcast Listeners think that being on social media has had a negative impact on their emotional well-being.
You listen to or watch podcasts…?

Base: Gen Z Monthly Podcast Listeners Age 13-24

83% To relax

65% To escape

56% To help you understand how you’re feeling about something
82% of Gen Z Monthly Podcast Listeners say they ever listen to podcasts while doing nothing else, just listening.
30% of Gen Z Monthly Podcast Listeners listen to Wellness & Self-Improvement podcasts

Female Gen Z: 127 index
LGBTQ+ Gen Z: 113 index
Influence of Podcast Ads
82% of Gen Z Monthly Podcast Listeners have taken any action as a result of hearing a podcast advertisement.
As a result of hearing an advertisement or commercial on a podcast you regularly listen to, have you ever...

Base: Gen Z Monthly Podcast Listeners Age 13-24

- Visited a company’s or product’s website: 61%
- Wanted the product or service: 61%
- Gathered more information about a company or product: 56%
- Used a promotional or discount code mentioned in the podcast: 44%
- Purchased a product or service: 43%
- Recommended a product to a friend or family member: 42%
- Asked someone to buy the product or service for you: 32%

70%
Purchased or wanted to purchase a product or service
84% of Gen Z monthly podcast listeners often or occasionally find 
products/services that are discussed by the host to be useful.

80% often or occasionally find sponsorship messages (‘this program is brought to you by...’) to be useful.

76% often or occasionally find pre-recorded advertisements to be useful.
How likely are you to remember brands advertised on podcasts compared to advertisements you hear elsewhere?

Base: Gen Z Monthly Podcast Listeners Age 13-24

47% are more likely to remember brands advertised on podcasts.

- Much/somewhat more likely: 47%
- Neither likely nor unlikely: 37%
- Much/somewhat less likely: 16%
How important is it to you that the podcasts you listen to...?

Base: Gen Z Monthly Podcast Listeners Age 13-24

- Have hosts you enjoy: 52% (5s) 24% (4s)
- Provide good tips and advice: 29% (5s) 28% (4s)
- Include unfiltered conversations that can’t be heard elsewhere: 26% (5s) 27% (4s)
- Keep you up to date with social issues: 19% (5s) 26% (4s)
- Offer opinions and perspectives that are different from your own: 18% (5s) 26% (4s)
- Include stories and perspectives from people your own age: 18% (5s) 25% (4s)
- Discuss topics that are problematic or controversial: 17% (5s) 21% (4s)
- Are hosted by people of color: 11% (5s) 13% (4s) 24% (3s)
- Are hosted by people your age: 8% (5s) 15% (4s) 23% (3s)
The Gen Z Podcast Report 2023
Key Takeaways for Marketers

- Podcasts are growing, and a great way to reach Gen Z at scale
- Podcasts play a variety of roles for Gen Z – many ways to connect
- Embrace the perceived ‘risk’ and show up authentically
- Gen Z take action after hearing ads in podcasts
The Gen Z Podcast Report 2023
Key Takeaways for Creators/Publishers

- Hosts are important, but an interesting topic or format can draw Gen Z in
- Offer utility – many Gen Zers are turning to podcasts for tips & advice
- Sharing clips and promoting shows on social media is a must for Gen Z discovery
- Opportunity to cultivate devoted, long-term fans with younger listeners