



**GEN Z**  
PODCAST LISTENER REPORT



**sxm**  
**MEDIA**

# 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

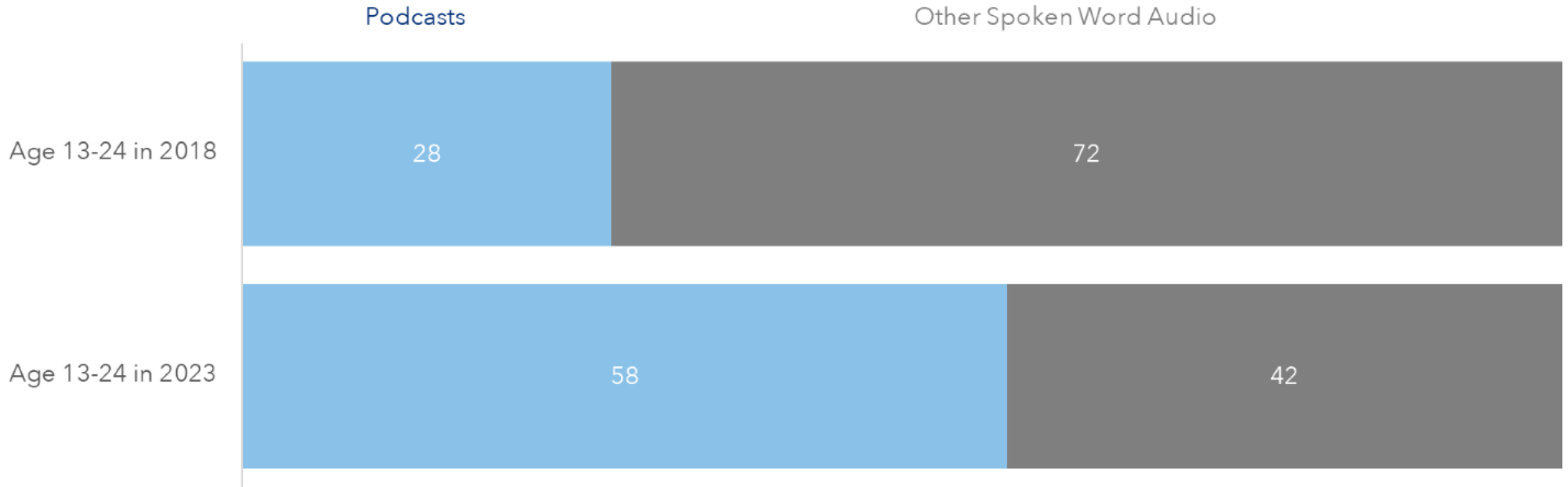
## Methodology

- 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

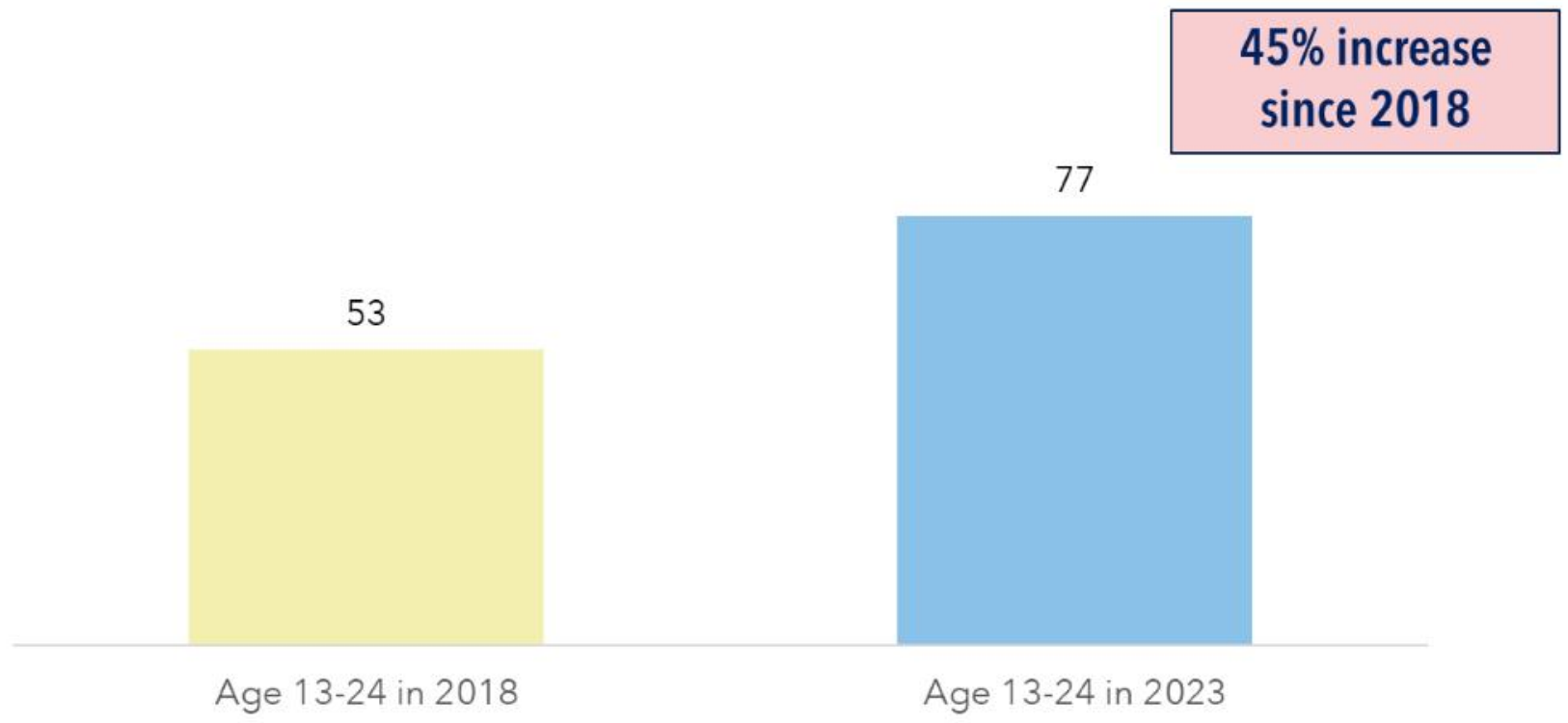
Base: U.S. age 13-24 Share of Spoken Word Audio Listening by Platform



Source: Share of Ear from Edison Research

# Podcast Listening

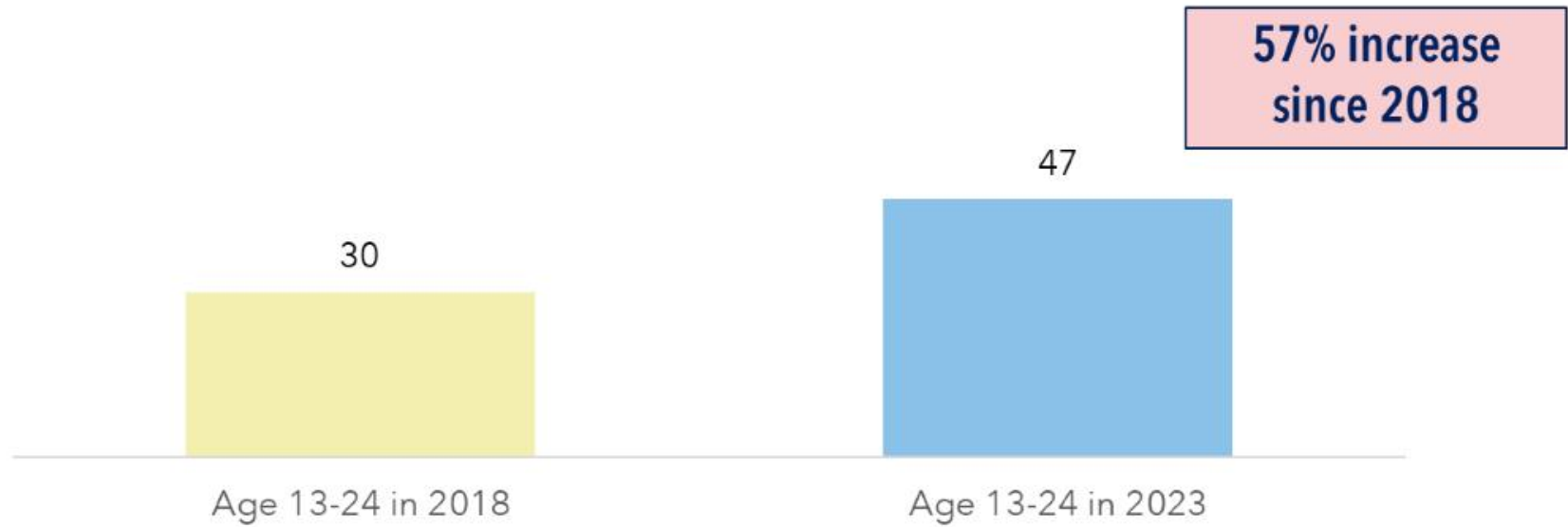
% of U.S. age 13-24 who have ever listened to a podcast



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

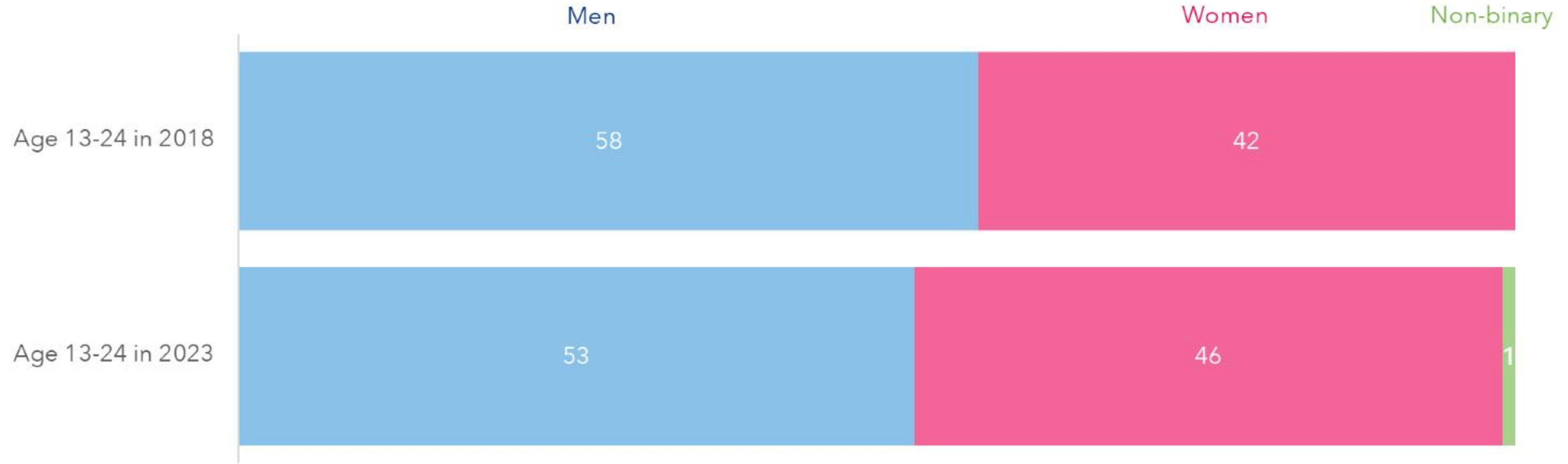
**47%** of Gen Z are  
**monthly podcast listeners**

**Estimated 24 million Gen Z**



# Gender of Younger Monthly Podcast Listeners

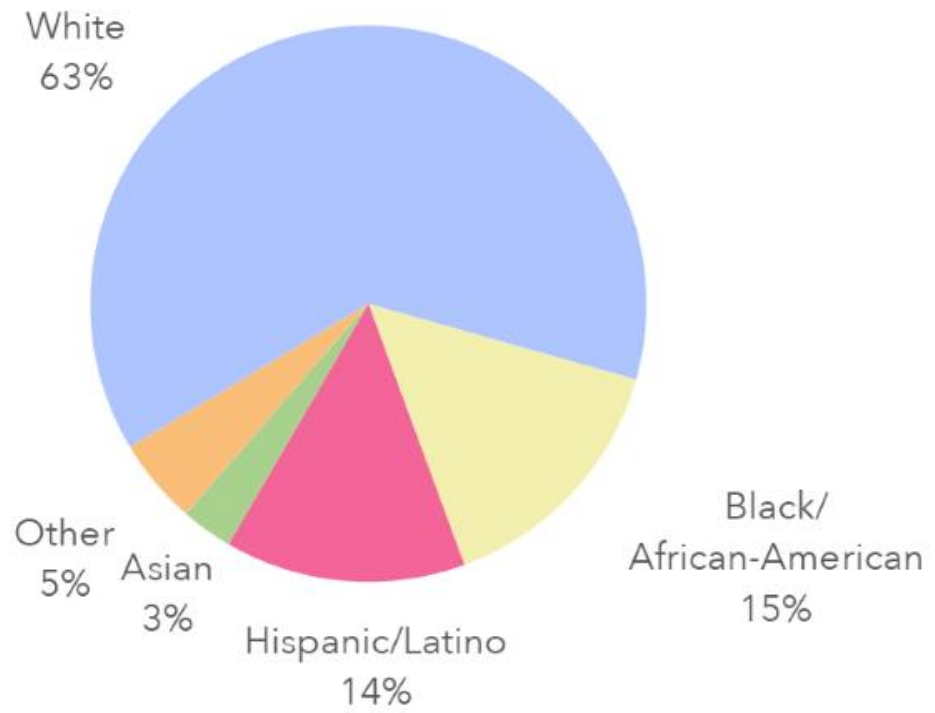
Base: U.S. Monthly Podcast Listeners 13-24



Source: Infinite Dial from Edison Research, Non-binary was not asked in 2018

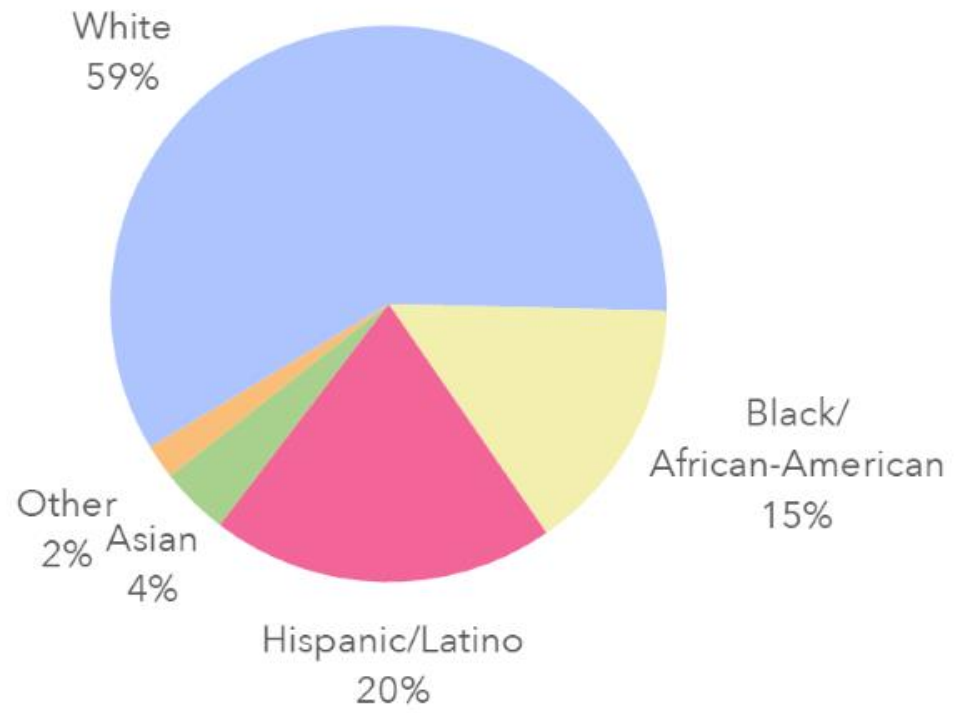
# Ethnicity of Gen Z Monthly Podcast Listeners

Total Monthly Podcast Listeners 13+



Source: Infinite Dial from Edison Research, 2023

Monthly Podcast Listeners 13-24



Source: Gen Z Podcast Listener Report

# Podcast Listening Behaviors

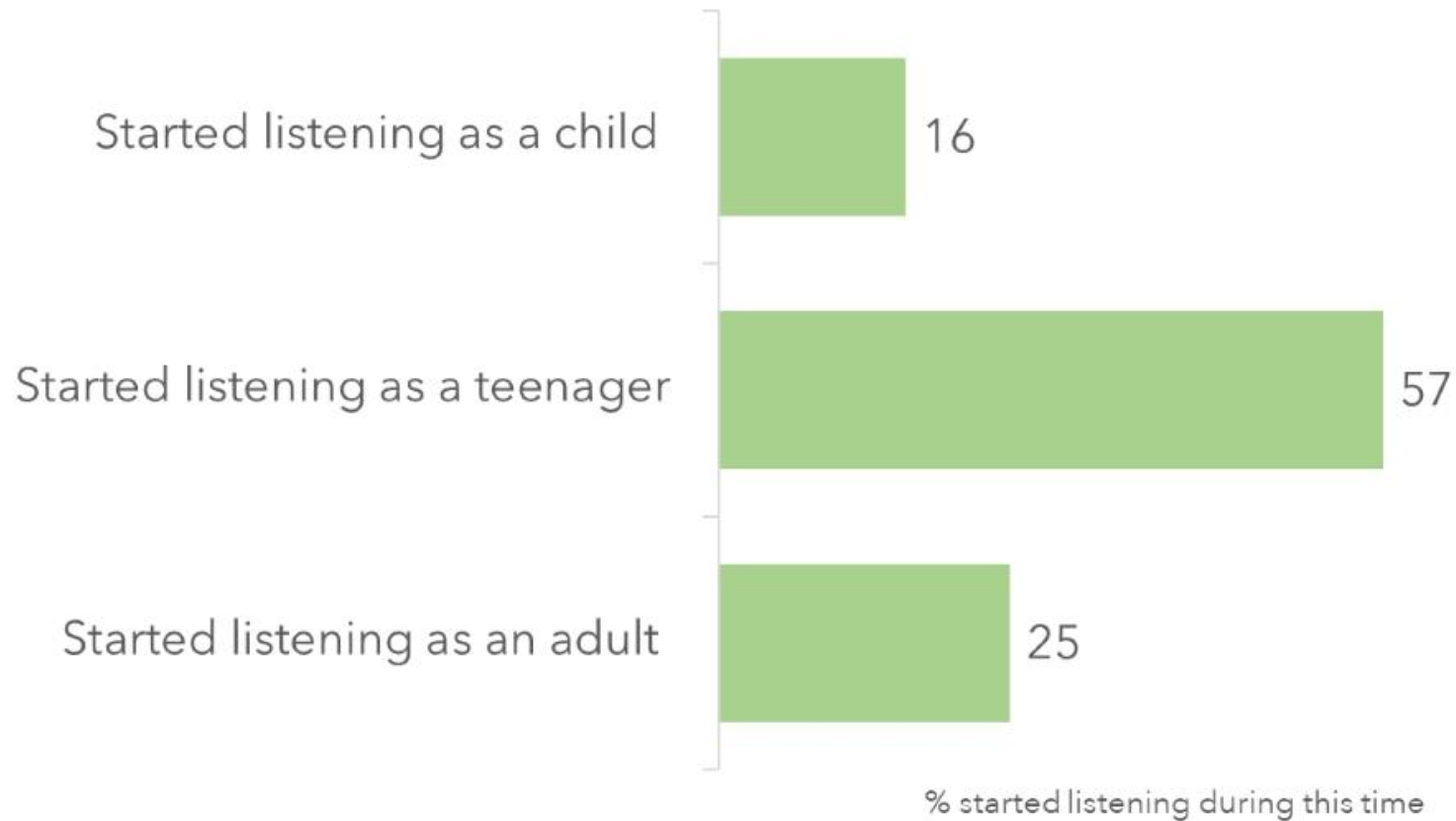
75%

of Gen Z Monthly Podcast Listeners  
have listened to a podcast  
in the last week

80% age 13-17  
73% age 18-24

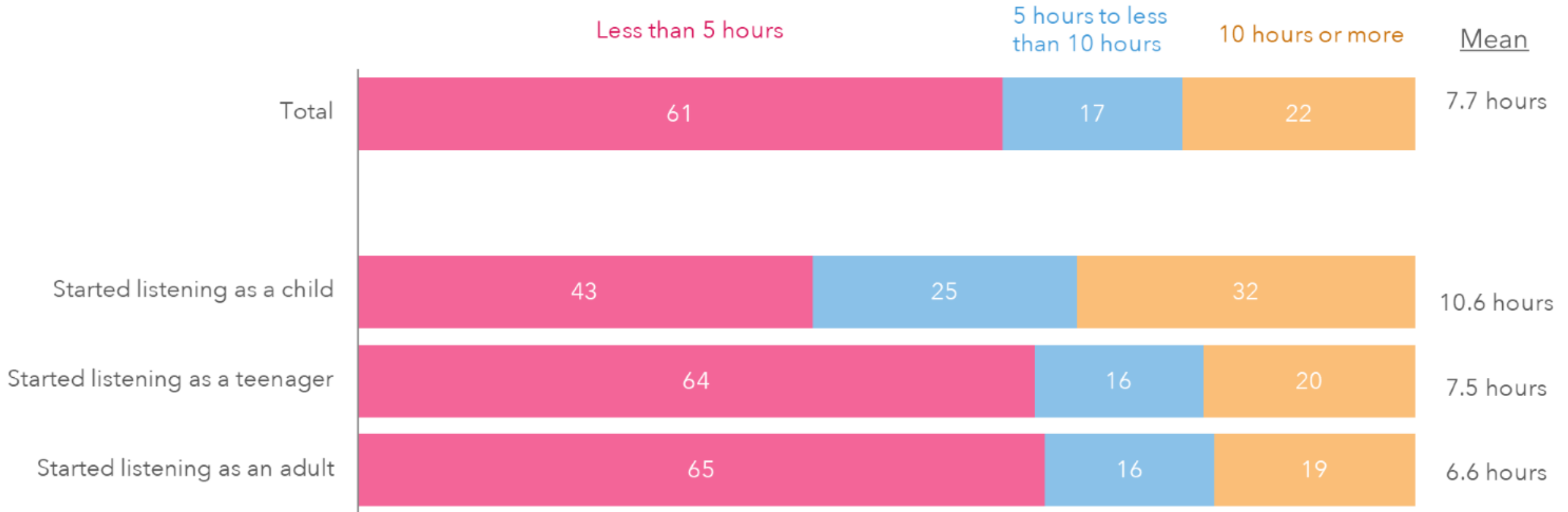
# When did you first start listening to or watching podcasts?

Base: Gen Z Monthly Podcast Listeners Age 13-24



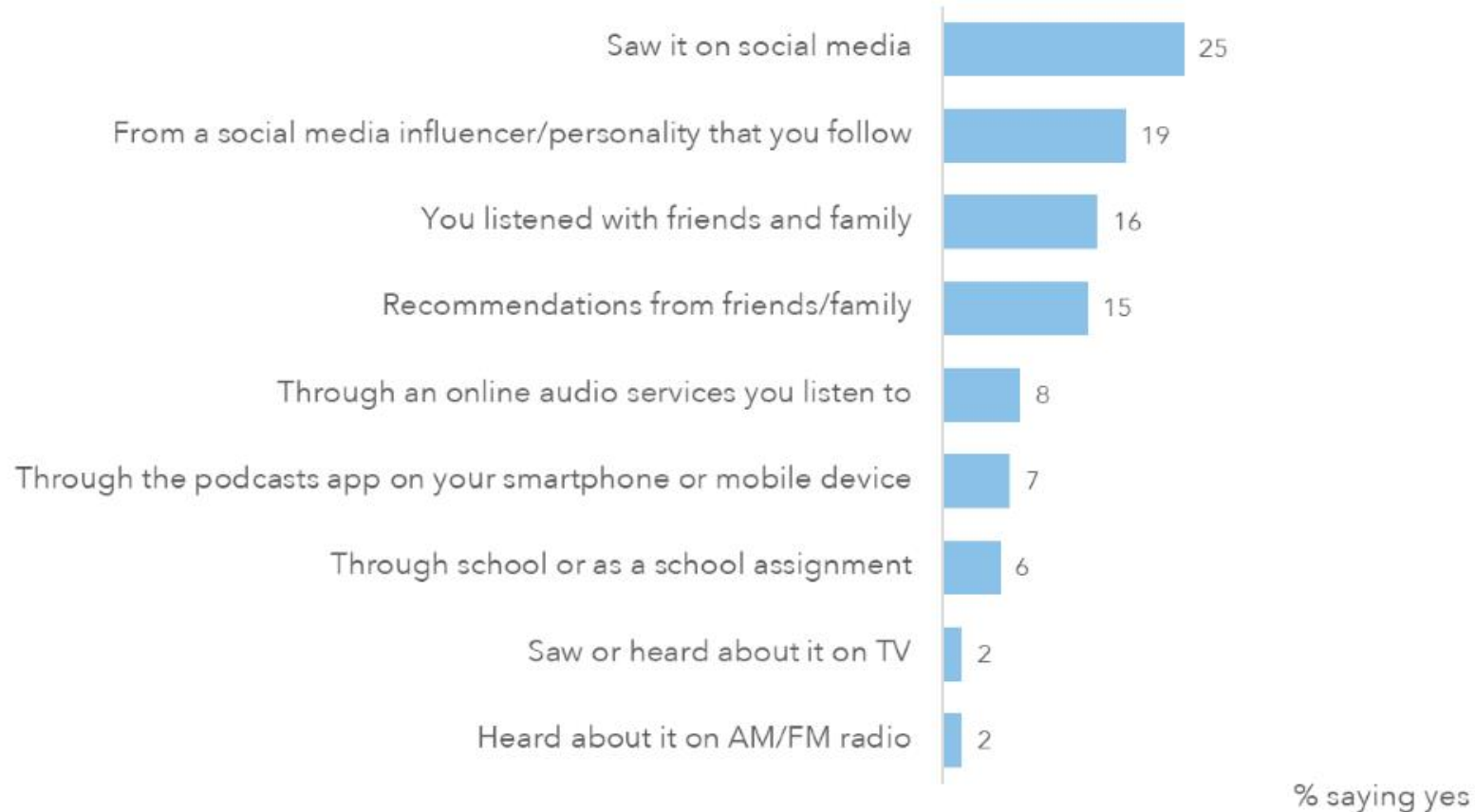
# In a typical week, approximately how much time do you spend listening to or watching podcasts?

Base: Gen Z Monthly Podcast Listeners Age 13-24



# How did you first discover podcasts?

Base: Gen Z Monthly Podcast Listeners Age 13-24



## Top three ways how Gen Z Monthly Podcast Listeners first discovered podcasts

### Started listening as a child

Listened with friends/family  
30%

Saw it on social media  
25%

From social media  
influencer/personality  
11%

### Started listening as a teenager

Saw it on social media  
24%

From social media  
influencer/personalities  
19%

Recommendations from  
family/friends  
18%

### Started listening as an adult

Saw it on social media  
26%

From social media  
influencer/personalities  
22%

Recommendations from  
family/friends  
14%



## How are Gen Z Listening to Podcasts?



Listen to podcasts nearly every day



Frequently listen with headphones



Listen to podcasts for more than 10 hours a week



Ever recommend podcasts to their friends or family



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



Ever consume podcasts  
with video that they  
actively watch while  
listening



Say video gives better  
understanding of context/tone  
through facial expressions &  
gestures\*



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

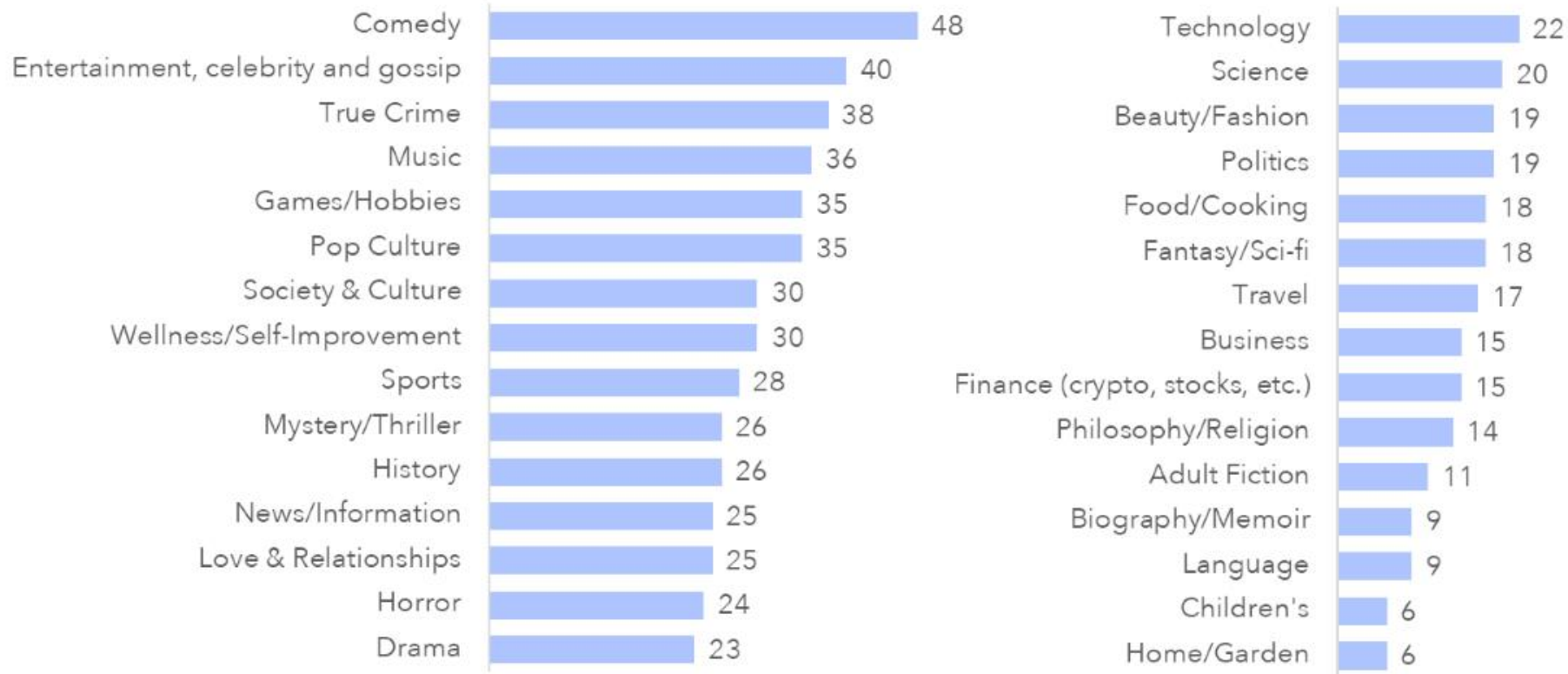
**Those that often binge are listening to:**

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

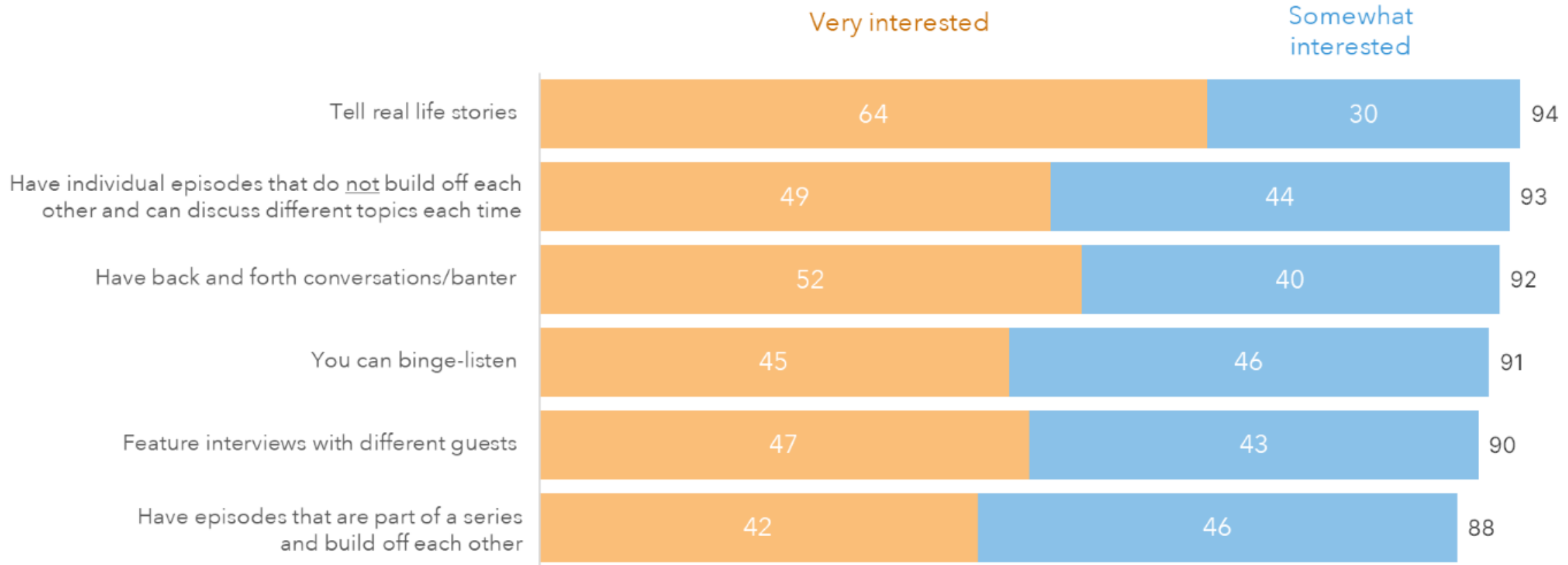
Gen Z monthly podcast listeners listen to an average of **6.8** podcast topics



% saying yes

# How interested are you in podcasts that...?

Base: Gen Z Monthly Podcast Listeners Age 13-24



# Social Media

## Social Media and Monthly Gen Z Podcast Listeners

99%

Of Gen Z monthly podcast have used one use social media service

84%

engage with podcasts through social media

24%

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

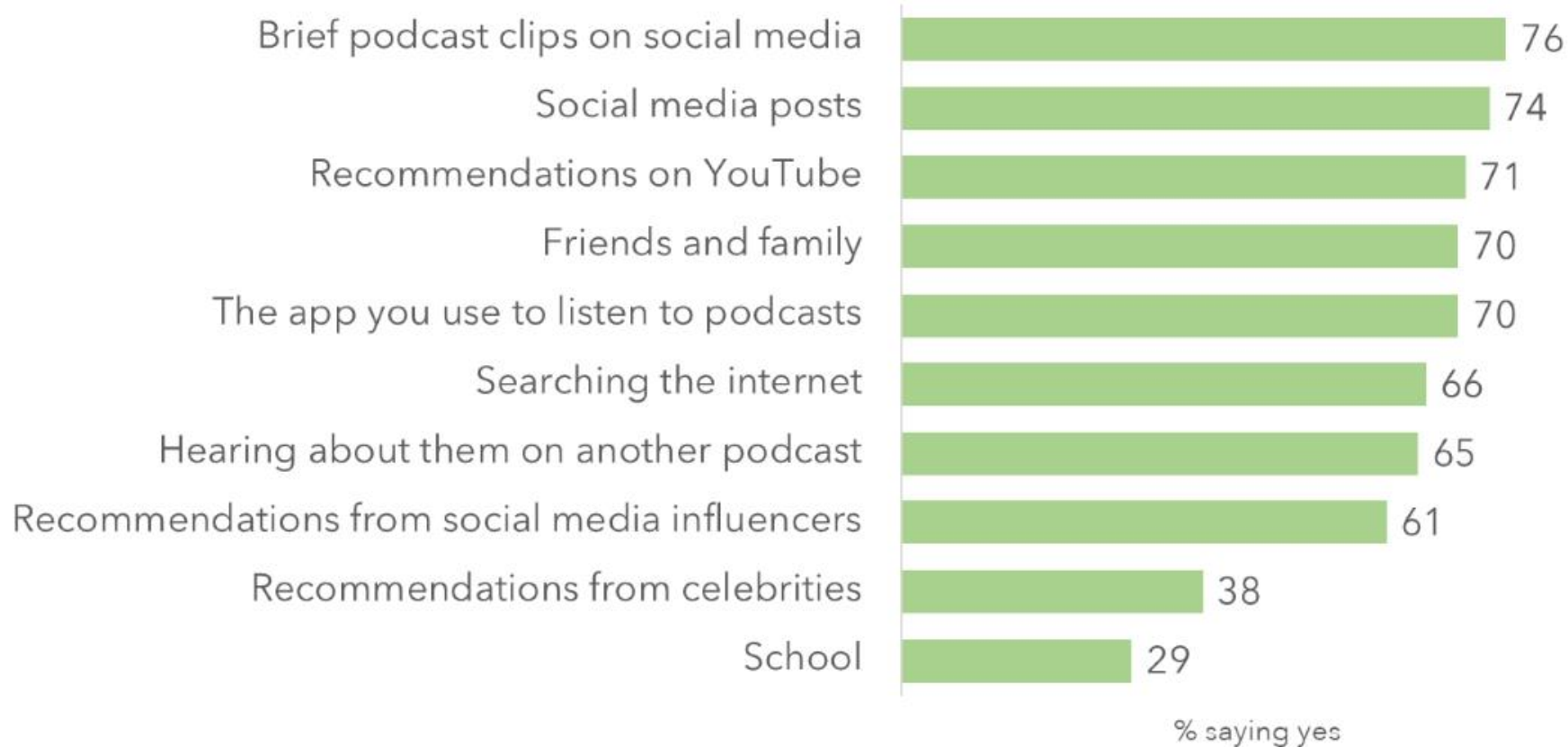
44%

consider themselves content creators

11% identify as podcast creators

# Sources used to discover podcasts

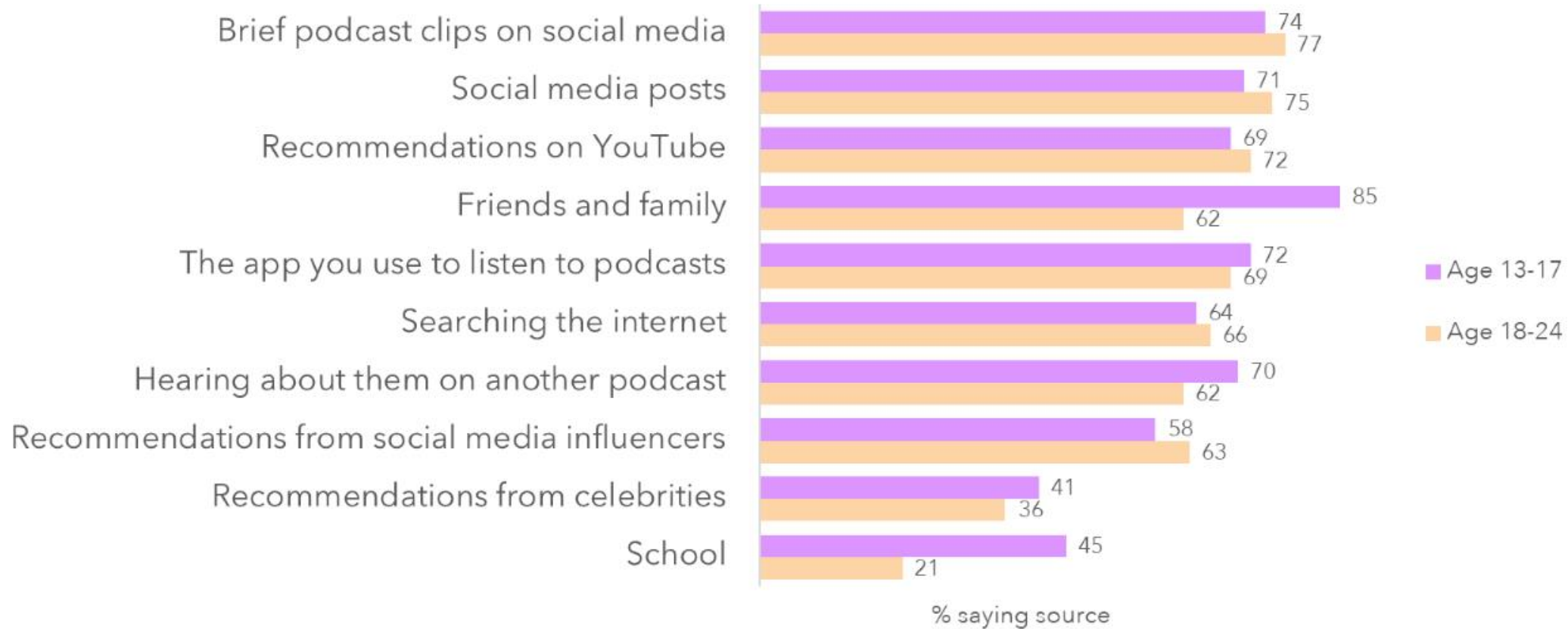
Base: Gen Z Monthly Podcast Listeners Age 13-24





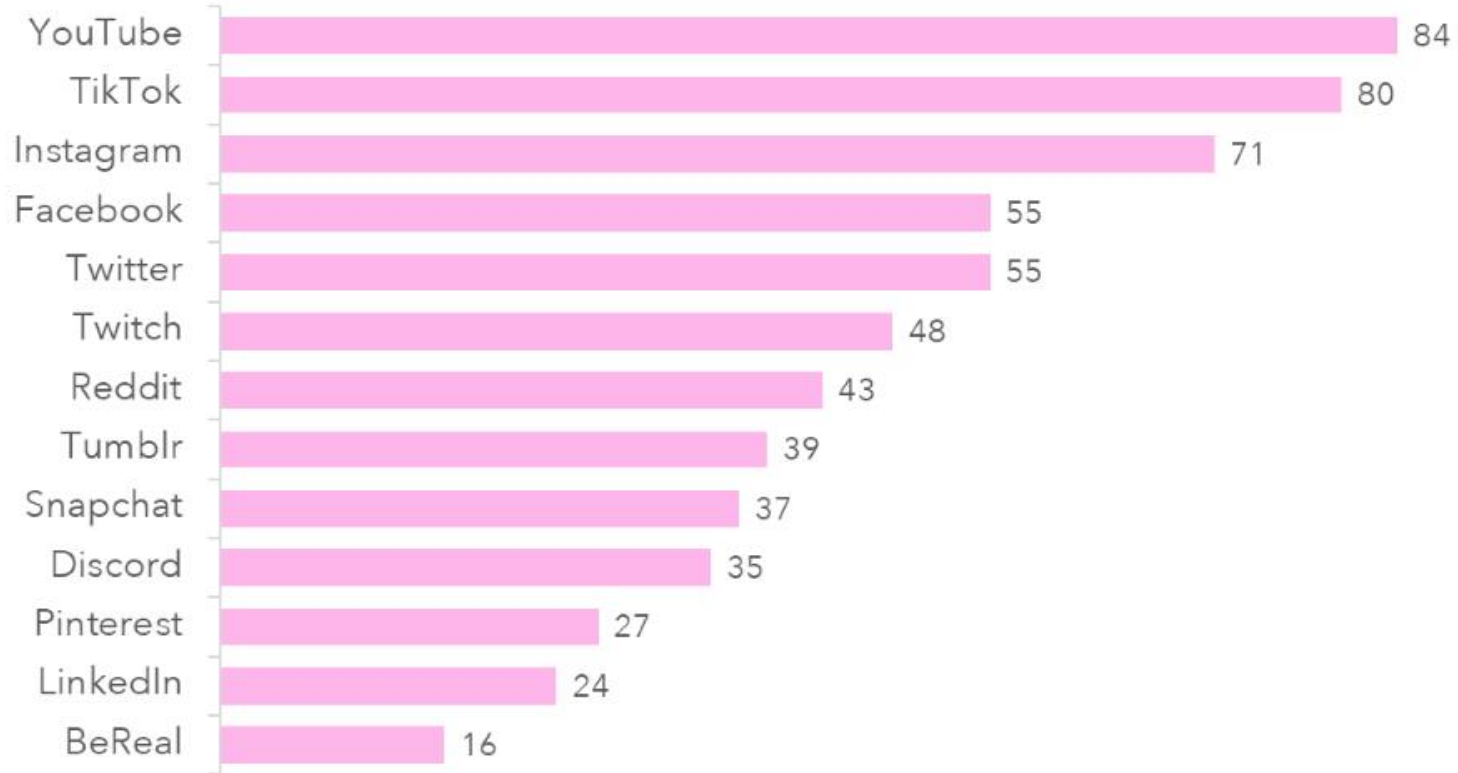
# Sources used to discover podcasts

Base: Gen Z Monthly Podcast Listeners Age 13-24



# Do you ever find out about podcasts from...?

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



% 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%

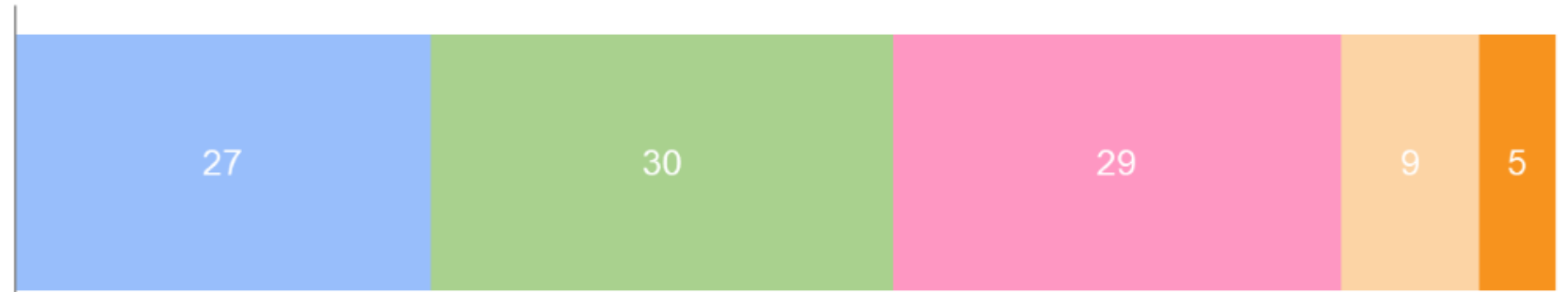
have listened to or watched the podcast somewhere else after seeing the clip on social media

# How much do you disagree or agree with each of the following statements...

Base: Gen Z Monthly Podcast Listeners Age 13-24

Strongly Agree 5      Strongly Disagree 1

You first hear about current events through social media



You trust the information you read on social media



# 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%

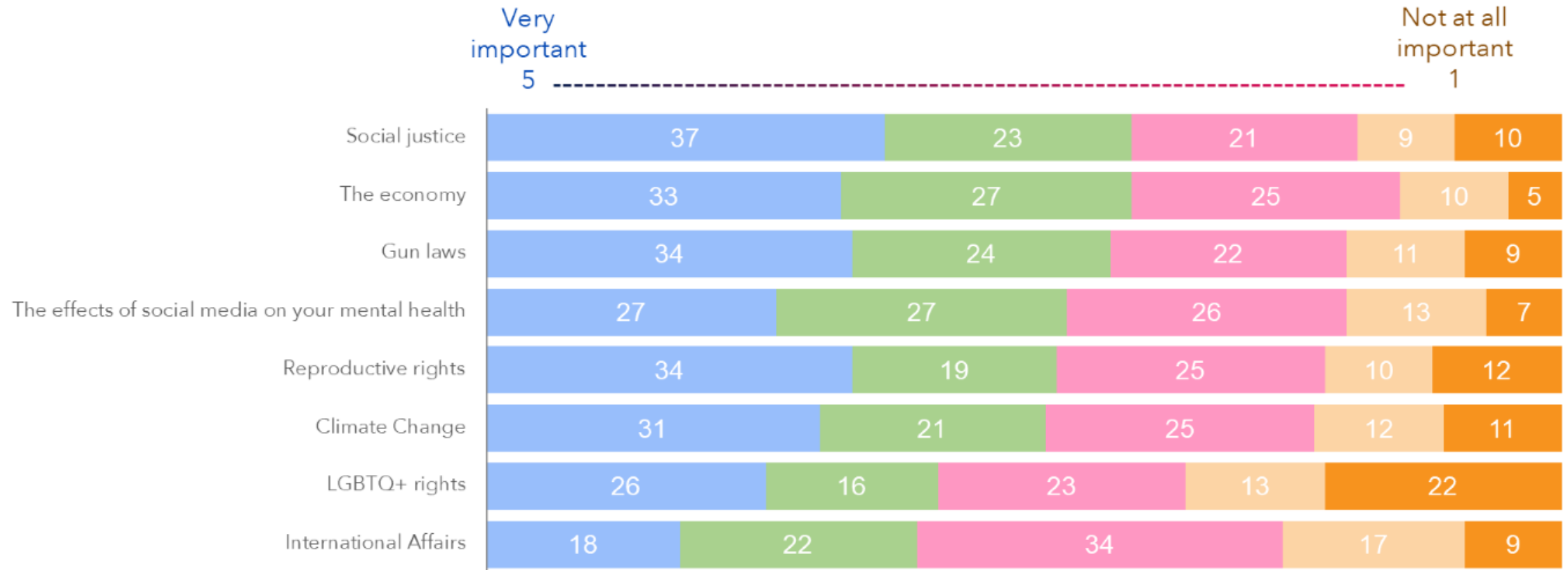
To **stay up-to-date**  
with the latest topics

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



A person is seen from behind, holding a rainbow flag high in the air. The flag is partially obscured by two large, semi-transparent rectangular boxes containing text. The background is a solid light blue color.

**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

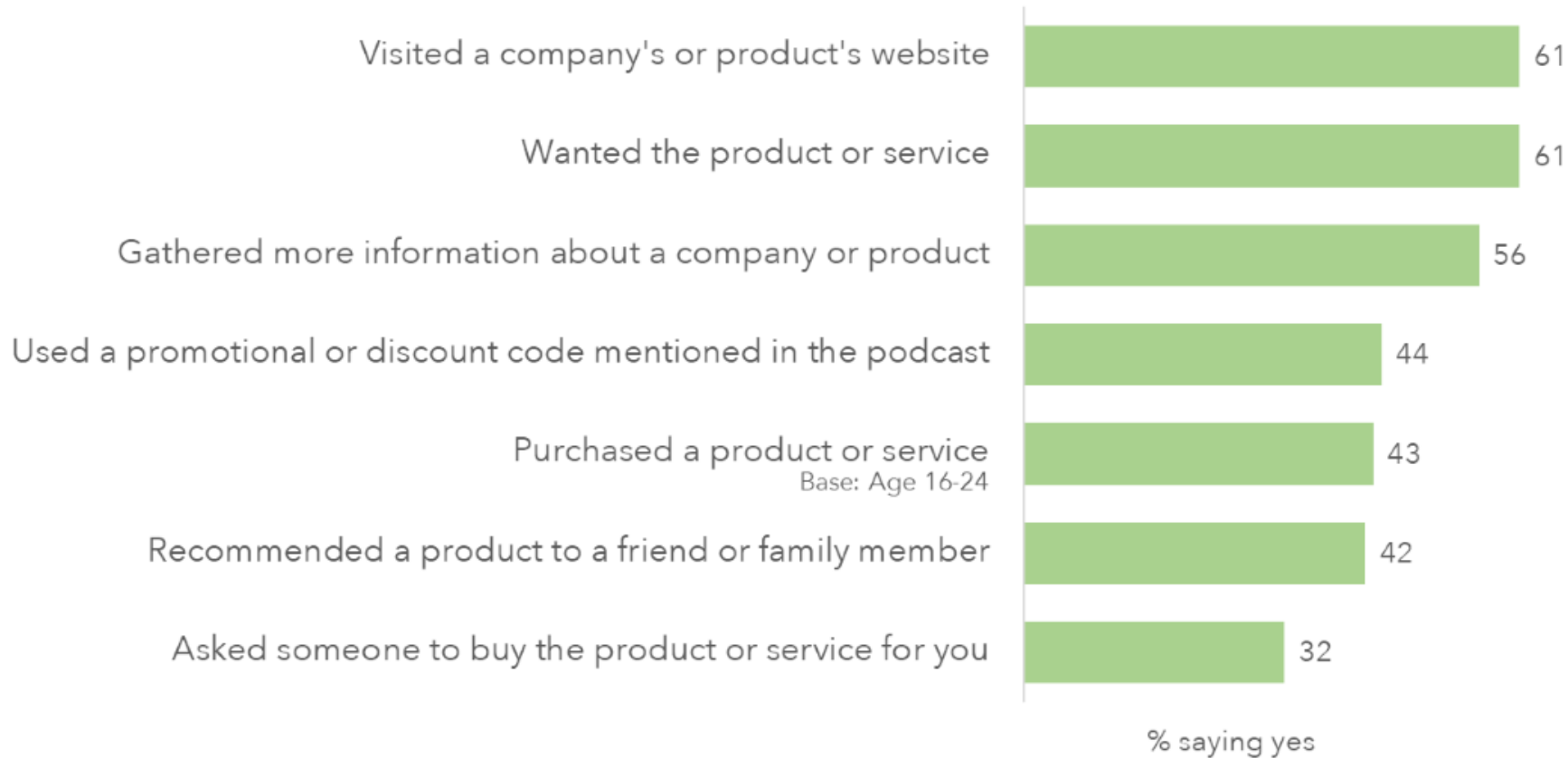


# 82%

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



**70%**

Purchased or wanted to purchase a product or service



84%

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%

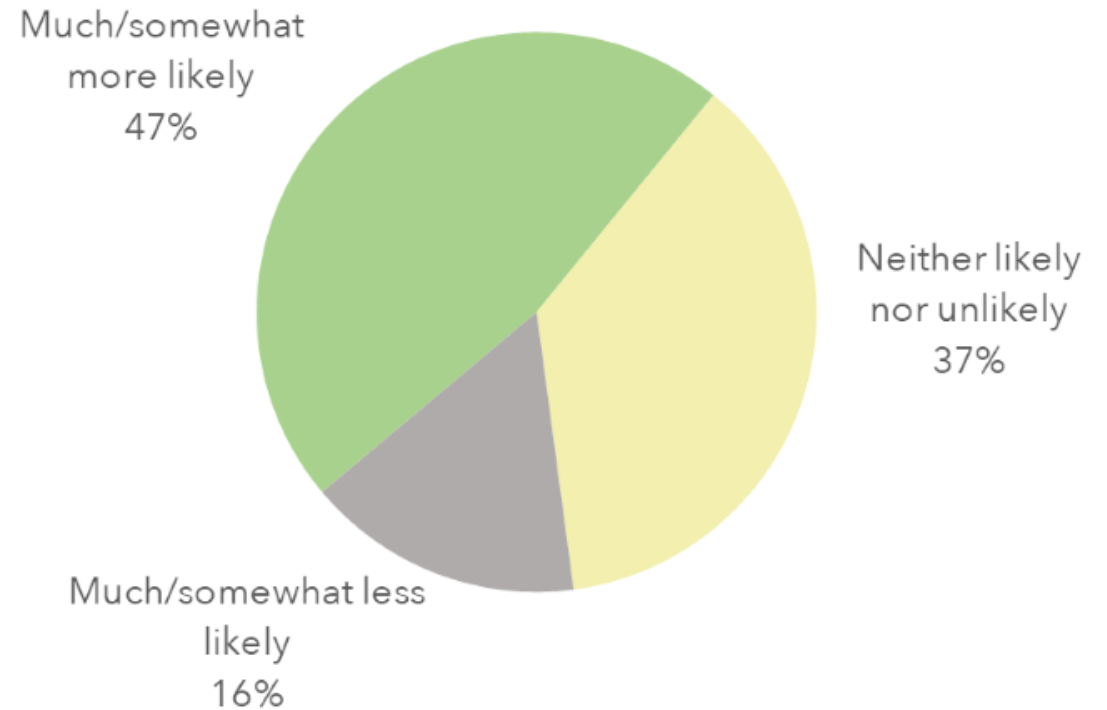
of Gen Z monthly podcast listeners often or occasionally find **pre-recorded advertisements** to be useful

# 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

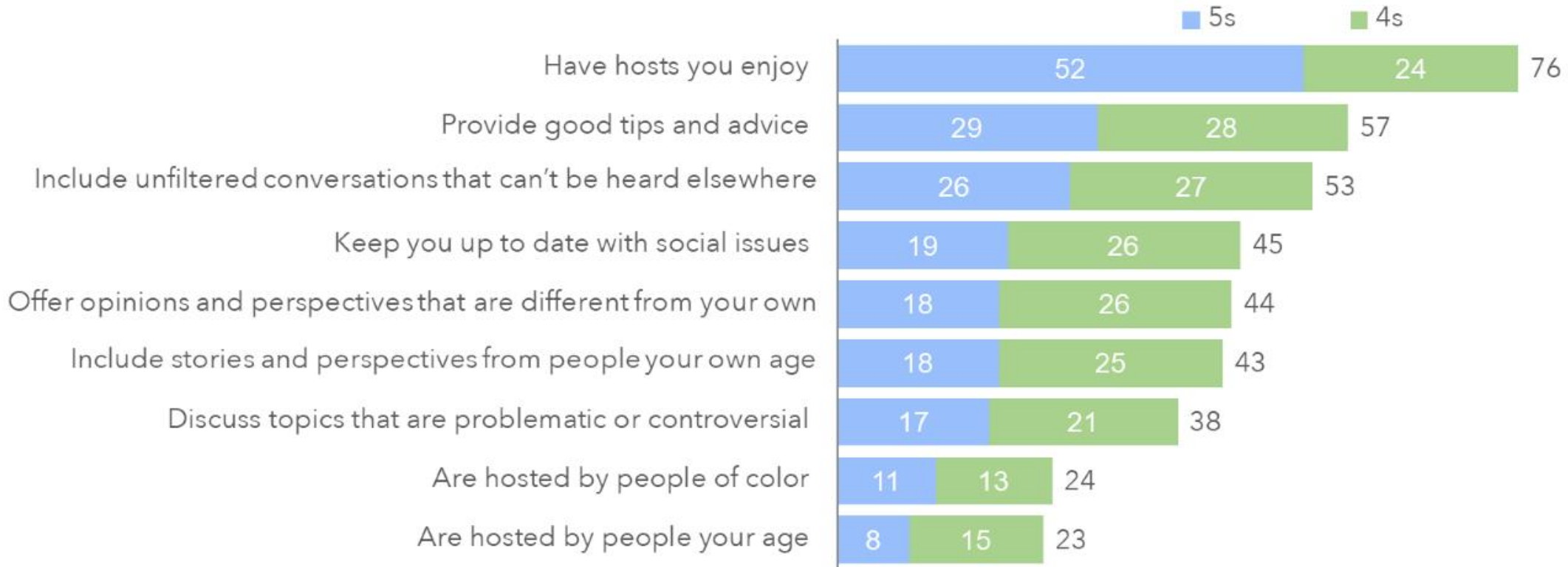
**47%**

are more likely to remember brands advertised on podcasts



# How important is it to you that the podcasts you listen to...?

Base: Gen Z Monthly Podcast Listeners Age 13-24





# 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**



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