### Study Methodology

#### National parent survey
- In June 2023, Edison Research conducted a national online survey of 1,272 U.S. adults.
- All respondents are parents/guardians who have at least one child age 6-12.
- Parents were asked questions about the media usage and consumption of their kids age 6-12.
- Data weighted to reflect the sex, age, and ethnicity of U.S. parents of kids age 6-12.

#### Kid Podcast Listener Survey (Parent-administered)
- If a parent in the national study had a kid age 6-12 who listened to podcast in the last month, their kid was invited to participate in an additional parent-administered survey.
- 245 kids who listened to a podcast in the last month participated in a short online survey about their podcast listening.

#### In-home family interviews
- Edison Research conducted in-home interviews in the New York tri-state area with families who have kids who listen to podcasts.
- Interviews were conducted with parents and kids together to collect perspectives from both sides.
VIDEO

Intro:
https://www.youtube.com/watch?v=azERRbOnob8
Study Overview

Podcasts already have strong reach among kids

Kids are engaged listeners

Podcasts foster family connections

Kids are your future listeners
Podcasts already have strong reach among kids
VIDEO

Podcast Trivia:
https://www.youtube.com/watch?v=CM84ZaSi7kM
63% of kids age 6-12 are aware of podcasts

46% of kids age 6-12 have ever listened to a podcast

29% of kids age 6-12 listened to a podcast in the last month

23% of kids age 6-12 listened to a podcast in the last week
Audio that kids age 6-12 listened to in the last month:

- Online audio services: 72%
- AM/FM radio: 66%
- Audiobooks: 33%
- Podcasts: 29%

Source: Survey with U.S. parents about their kids aged 6-12
29% of all kids age 6-12 listened to podcast in the last month

42% of kids age 6-12 listened to podcast in the last month

Among those with parents who are monthly podcast listeners:
Kids are engaged listeners
VIDEO

Favorite Podcast:
https://www.youtube.com/watch?v=vEAmD70PvnY
25% of kid monthly podcast listeners age 6-12 listen to podcasts nearly every day.

According to the parents of kid monthly podcast listeners.

Source: Edison Research's Share of Ear®
Why do you listen to podcasts?
(Kids Survey)

Base: Kids age 6-12 who listen to a podcast in the last month

- Podcasts are fun to listen to: 59%
- You can listen while doing other things: 52%
- You like to listen with your family: 48%
- You like the people on the podcast: 44%
- You like learning new things: 37%
- Your friends listen: 34%
- A YouTuber you like suggested a podcast: 29%
- Your parents make you listen: 24%
- Your teacher makes you listen: 24%

% selecting reason
Topics kid monthly podcast listeners age 6-12 listen to on podcasts:

Base: Parents who have kids age 6-12 who listened to a podcast in the last month

<table>
<thead>
<tr>
<th>Topic</th>
<th>% Listening to Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>51</td>
</tr>
<tr>
<td>Music</td>
<td>43</td>
</tr>
<tr>
<td>Comedy</td>
<td>39</td>
</tr>
<tr>
<td>Short stories</td>
<td>39</td>
</tr>
<tr>
<td>Adventure</td>
<td>36</td>
</tr>
<tr>
<td>Bedtime stories</td>
<td>36</td>
</tr>
<tr>
<td>Science</td>
<td>32</td>
</tr>
<tr>
<td>Sports</td>
<td>28</td>
</tr>
<tr>
<td>History</td>
<td>24</td>
</tr>
<tr>
<td>Mystery</td>
<td>24</td>
</tr>
<tr>
<td>Relaxation/Meditation</td>
<td>18</td>
</tr>
<tr>
<td>Literature</td>
<td>18</td>
</tr>
<tr>
<td>Non-fiction</td>
<td>17</td>
</tr>
<tr>
<td>Religion</td>
<td>15</td>
</tr>
<tr>
<td>Language</td>
<td>14</td>
</tr>
<tr>
<td>News/current events</td>
<td>14</td>
</tr>
<tr>
<td>Trivia</td>
<td>13</td>
</tr>
<tr>
<td>True Crime</td>
<td>9</td>
</tr>
<tr>
<td>Money/Finance</td>
<td>9</td>
</tr>
</tbody>
</table>
Places where kid monthly podcast listeners age 6-12 listen to podcasts:

Base: Parents who have kids age 6-12 who listened to a podcast in the last month

- At home: 89%
- In a car/truck: 68%
- While at a friend/family member's house: 50%
- While walking around or on foot: 35%
- While riding a bus or train: 30%
- At school: 29%
Among parents with kid monthly podcast listeners age 6-12:

73% agree that podcasts make family car rides more fun.
Among parents with kid monthly podcast listeners age 6-12:

72%

Agree that their kids are excited to listen to podcasts
94% of kids age 6-12 who listened to a podcast in the last month say that they learn new things from podcasts.
87% of kids age 6-12 who listened to a podcast in the last month have ever shared something you learned from a podcast with other people.
Podcasts foster family connections
69% of parents of kid monthly podcast listeners age 6-12 say they listen with other people.
Kid monthly podcast listeners age 6-12 listen to podcasts with:

Base: Parents who have kids age 6-12 who listened to a podcast in the last month

- Parents: 68%
- Siblings: 54%
- Friends: 39%
- An older sibling: 32%
- Classmates: 25%
- A younger sibling: 21%
- Other family members: 18%
- Grandparents: 18%
- Caregivers: 11%

% saying yes
Among parents with kid monthly podcast listeners age 6-12:

72% Say it is important for kids’ podcasts to be able to be enjoyed by the whole family

71% Say it is important for kids’ podcasts to give parents and kids topics to discuss together
Ways parents engage with kid podcasts:

Base: Parents who have kids age 6-12 who listened to a podcast in the last month

- Followed a kid's podcast on social media: 74%
- Purchased merchandise from a kids' podcast: 67%
- Had a paid subscription to a service for kids' podcasts: 62%
- Donated money to a kid's podcast: 59%
- Attended a live or virtual event hosted by a kid’s podcast: 50%

% saying yes
94% of kids age 6-12 who listened to a podcast in the last month say that they enjoy listening to podcasts with their family.
Kids are your future listeners
Accessibility

Discovery

Engagement
Reasons why kids age 6-12 don’t currently listen to podcasts:

Base: Parents who have kids age 6-12 who are aware of podcasts but haven’t listened in the last month

- Kids do not have time to listen: 9%
- Kids don’t know how to play podcasts: 6%
- It is difficult to find a time or place where they can all listen together: 6%
- Kids don’t have access to a device that plays podcasts: 5%
Among parents of kids age 6-12 who haven’t listened to a podcast in the last month:

60% Say their kids might be interested in podcasts if they easily fit into their kids’ daily routines
Reasons why kids age 6-12 don’t currently listen to podcasts:

Base: Parents who have kids age 6-12 who are aware of podcasts but haven’t listened in the last month

- Kids haven’t found a podcast they enjoy listening to: 20
- There aren’t enough kids podcasts available: 18
- Parents find it difficult to discover podcasts for their kids: 16
- Parents aren’t aware of any age-appropriate podcasts for their kids: 16
- It’s difficult to find a podcast that the family can enjoy together: 13

% selecting reason
Among parents with kid monthly podcast listeners age 6-12:

- 80% say their kids age 6-12 were introduced to podcasts through parents.
- 24% say their kids age 6-12 were introduced to podcasts through YouTube or social media.
- 23% say their kids age 6-12 were introduced to podcasts through school.
Ways kid monthly podcast listeners age 6-12 ever find out about podcasts:

Base: Parents who have kids age 6-12 who listened to a podcast in the last month

- Family: 67%
- Social media/YouTube: 63%
- Parent: 52%
- Recommendations from YouTube: 37%
- Friends: 36%
- Social media or YouTube influencers: 34%
- School: 29%
- TV: 28%
- Social media posts: 24%
- The app they use to listen to podcasts: 21%
- Advertisements on other podcasts: 20%
- Audio/storytelling listening device designed specifically for kids: 16%
- Brief podcast clips on social media: 15%
- Blogs, radio, newspapers, or magazines: 11%
- Caregivers: 7%

% marking reason
VIDEO

Discovering Podcasts:
https://www.youtube.com/watch?v=zqJx4Nz5tS4
Reasons why kids age 6-12 don’t currently listen to podcasts:

Base: Parents who have kids age 6-12 who are aware of podcasts but haven’t listened in the last month

- Kids prefer watching content over hearing it: 48%
- Kids prefer other types of media, such as television or music: 42%
- Podcasts aren’t engaging enough for their kids: 24%
- Kids don’t have the attention span to listen to podcasts: 21%
- Kids don’t enjoy listening to spoken-word audio: 20%
- It is hard for their kids to follow along with only audio: 14%

% selecting reason
<table>
<thead>
<tr>
<th>Feature</th>
<th>Percent Saying Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Were based on their favorite TV shows</td>
<td>79</td>
</tr>
<tr>
<td>Were based on their favorite movies</td>
<td>77</td>
</tr>
<tr>
<td>Taught them something new</td>
<td>75</td>
</tr>
<tr>
<td>Made learning fun</td>
<td>75</td>
</tr>
<tr>
<td>Were based on their favorite fictional characters</td>
<td>73</td>
</tr>
<tr>
<td>Were interactive</td>
<td>70</td>
</tr>
<tr>
<td>Had a video component</td>
<td>69</td>
</tr>
<tr>
<td>Included their favorite YouTube/social media creators</td>
<td>65</td>
</tr>
<tr>
<td>Were based on their favorite books</td>
<td>65</td>
</tr>
<tr>
<td>Were hosted by kids their own age</td>
<td>63</td>
</tr>
<tr>
<td>Had interviews with real kids</td>
<td>58</td>
</tr>
<tr>
<td>Talked about topics they could discuss with their family/friends</td>
<td>57</td>
</tr>
<tr>
<td>Gave tips and tricks</td>
<td>54</td>
</tr>
</tbody>
</table>

Base: Parents who have kids age 6-12 who have not listened to a podcast in the last month
### Top Five Podcast Genres among Kids Age 6-12

#### Kids who are non-listeners would be interested in:

<table>
<thead>
<tr>
<th>#1</th>
<th>#2</th>
<th>#3</th>
<th>#4</th>
<th>#5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>Music</td>
<td>Adventure</td>
<td>Comedy</td>
<td>Short Stories</td>
</tr>
</tbody>
</table>

#### Kid Monthly Podcast Listeners currently listen to:

<table>
<thead>
<tr>
<th>#1</th>
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Gen Z monthly podcast listeners who started listening as children spend an average of 3 hours more per week with podcasts than those who started listening later in life.

Source: The Gen Z Podcast Listener Report 2023 from Edison Research and SXM Media
VIDEO
Build a Podcast:
https://www.youtube.com/watch?v=iuaCRzVlR8I
Key Takeaway

Podcasts already have strong reach among kids

Kids are engaged listeners

Podcasts foster family connections

Kids are your future listeners