

KIDS PODCAST LISTENER REPORT



Sponsored by:



WONDERY

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



WONDERY



VIDEO

Podcast Trivia:

<https://www.youtube.com/watch?v=CM84ZaSi7kM>

**KIDS PODCAST
LISTENER REPORT**

63%

of kids age 6-12 are
aware of podcasts

46%

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

29%

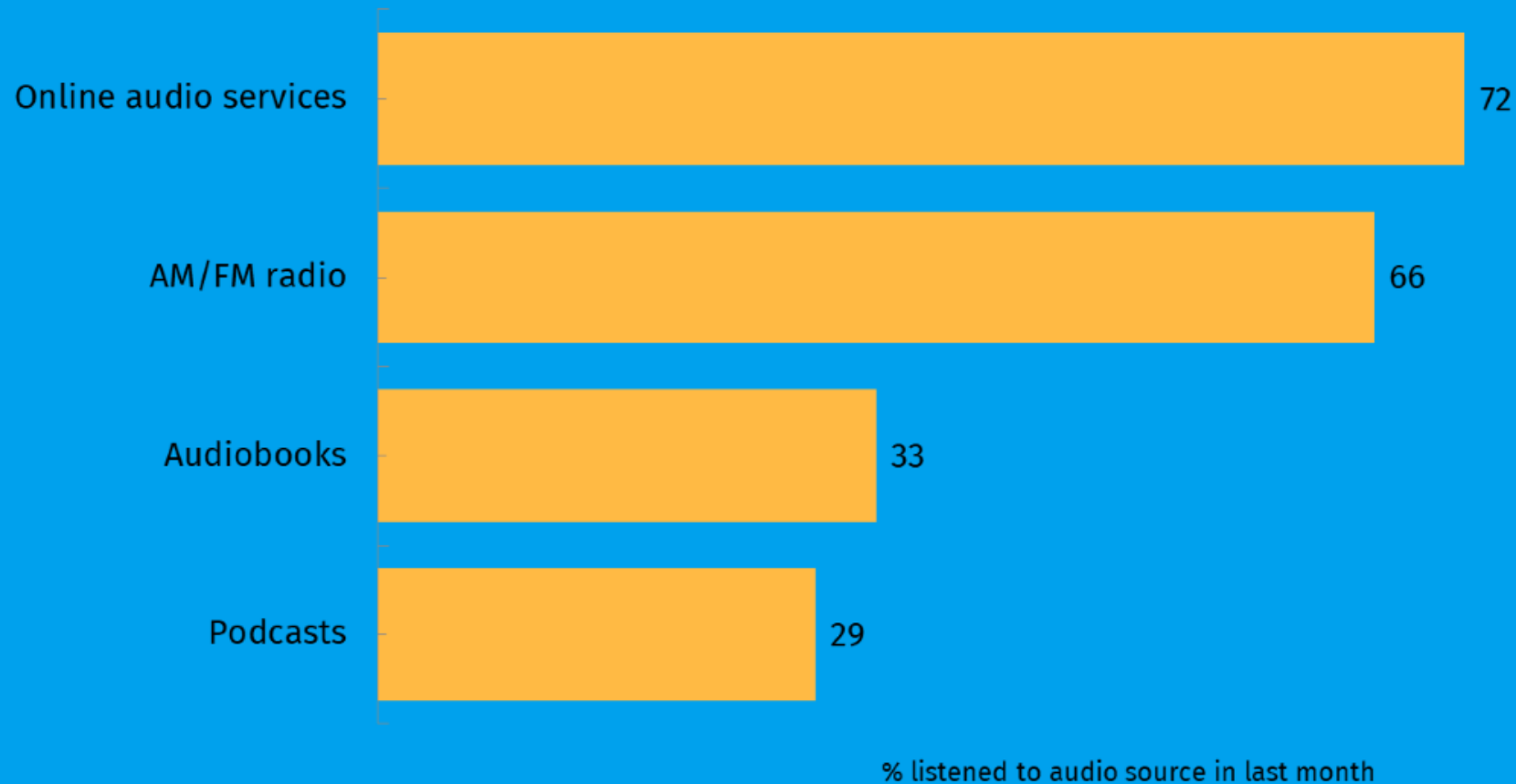
of kids age 6-12 listened to
a podcast in the
last month

23%

of kids age 6-12 listened to
a podcast in the last week

**KIDS PODCAST
LISTENER REPORT**

Audio that kids age 6-12 listened to in the last month:



Source: Survey with U.S. parents about their kids aged 6-12



**KIDS PODCAST
LISTENER REPORT**

29%

of all kids age 6-12 listened to
podcast in **the last month**

Among those with parents who are
monthly podcast listeners:

42%

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



WONDERY



Kids are engaged listeners



WONDERY



VIDEO

Favorite Podcast:

<https://www.youtube.com/watch?v=vEAmD70PvnY>

**KIDS PODCAST
LISTENER REPORT**

**24% of those age 13+
listen to podcasts every day**
Source: Edison Research's Share of Ear®

25%

of kid monthly podcast
listeners age 6-12 listen to
podcasts nearly every day

According to the parents of kid monthly podcast listeners

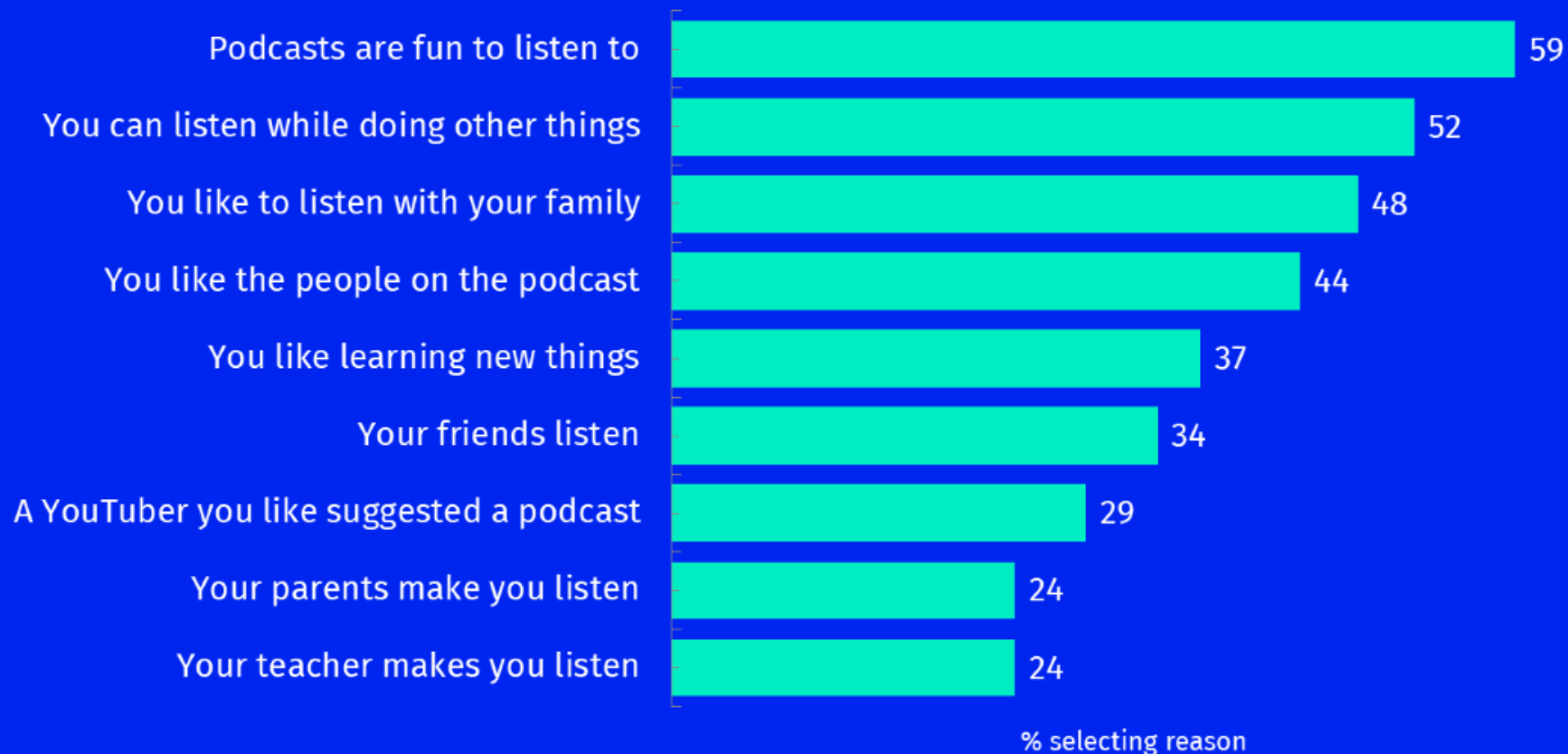


WONDERY



Why do you listen to podcasts? (Kids Survey)

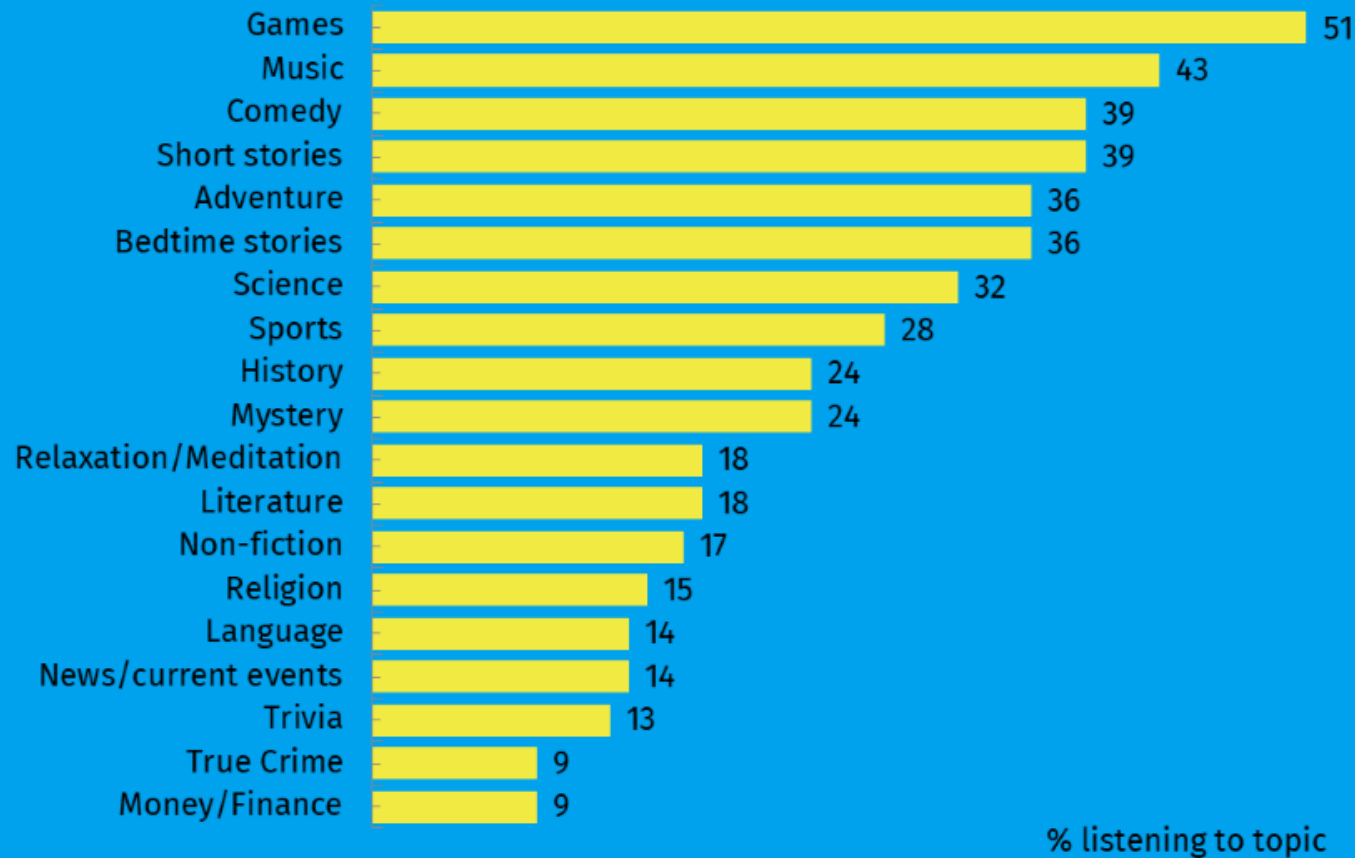
Base: Kids age 6-12 who listen to a podcast in the last month



**KIDS PODCAST
LISTENER REPORT**

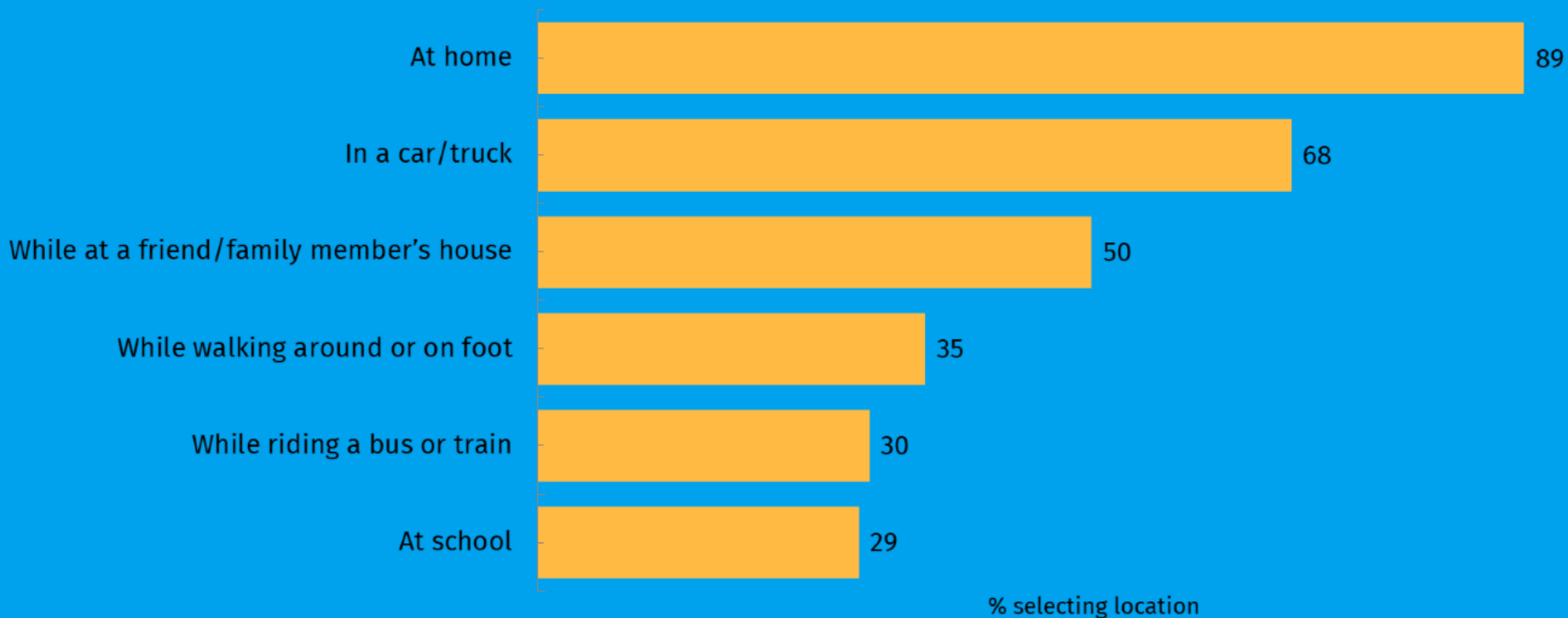
Topics kid monthly podcast listeners age 6-12 listen to on podcasts:

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



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



**KIDS PODCAST
LISTENER REPORT**

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

Kids Survey

94% of kids age 6-12
who listened to a podcast in
the last month say that they
learn new things from
podcasts

Kids Survey

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



WONDERY



**KIDS PODCAST
LISTENER REPORT**

69%

of parents of kid monthly podcast
listeners age 6-12 say they listen
with other people



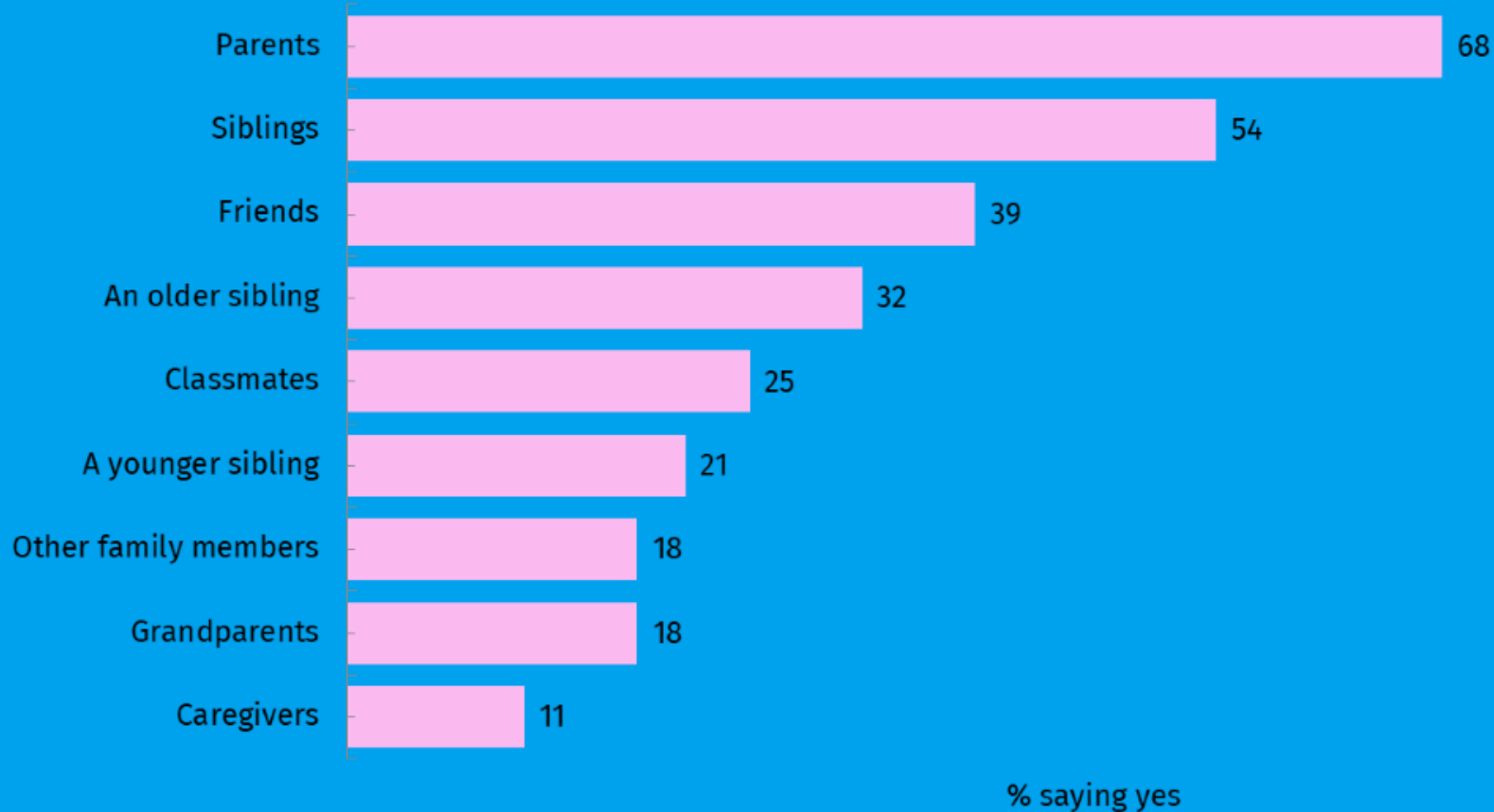
WONDERY



**KIDS PODCAST
LISTENER REPORT**

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



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

72%

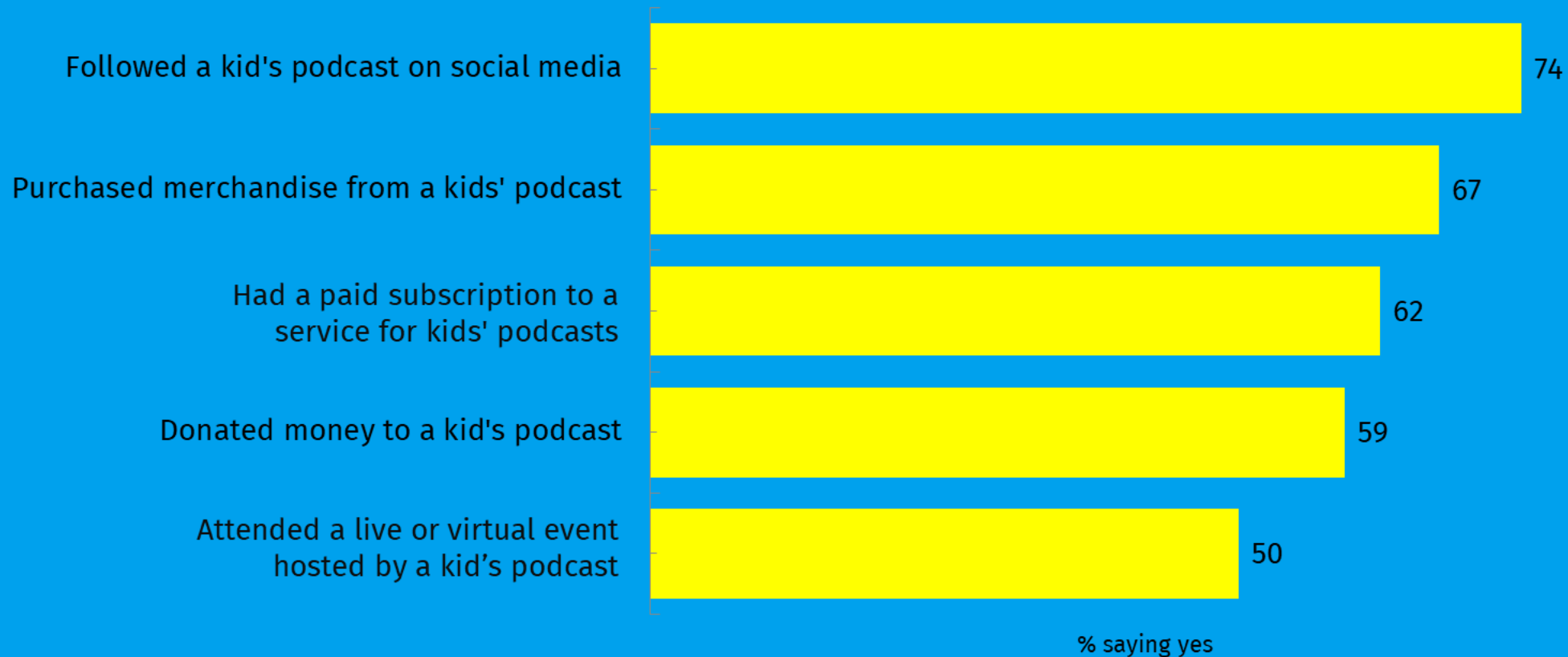
Say it is important
for kids' podcasts
to be able to be
enjoyed by the
whole family

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



Kids Survey

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



WONDERY



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 PODCAST
LISTENER REPORT**

**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



WONDERY



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



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**

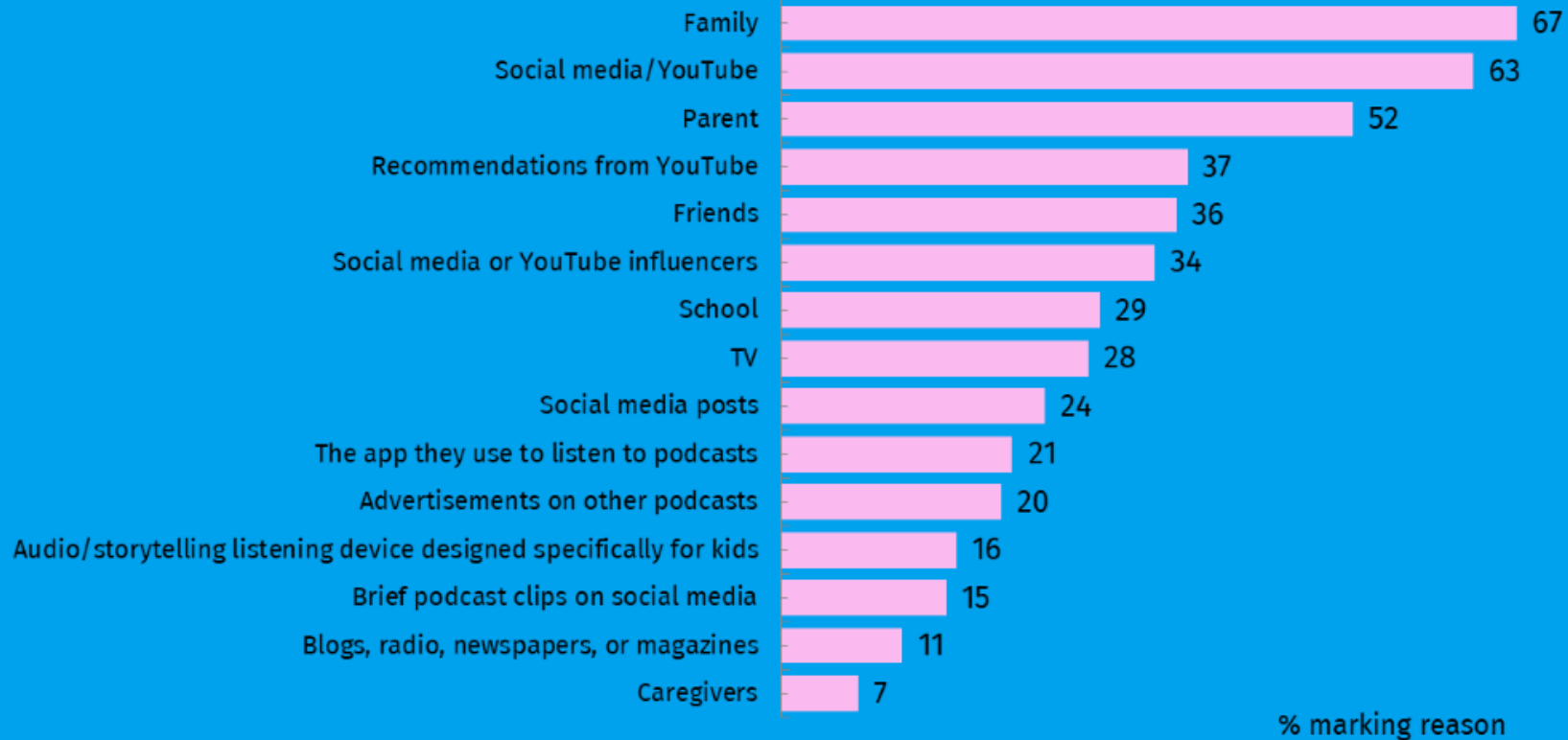
23%

Say their kids age 6-12
were introduced to
podcasts
through school

KIDS PODCAST LISTENER REPORT

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



WONDERY



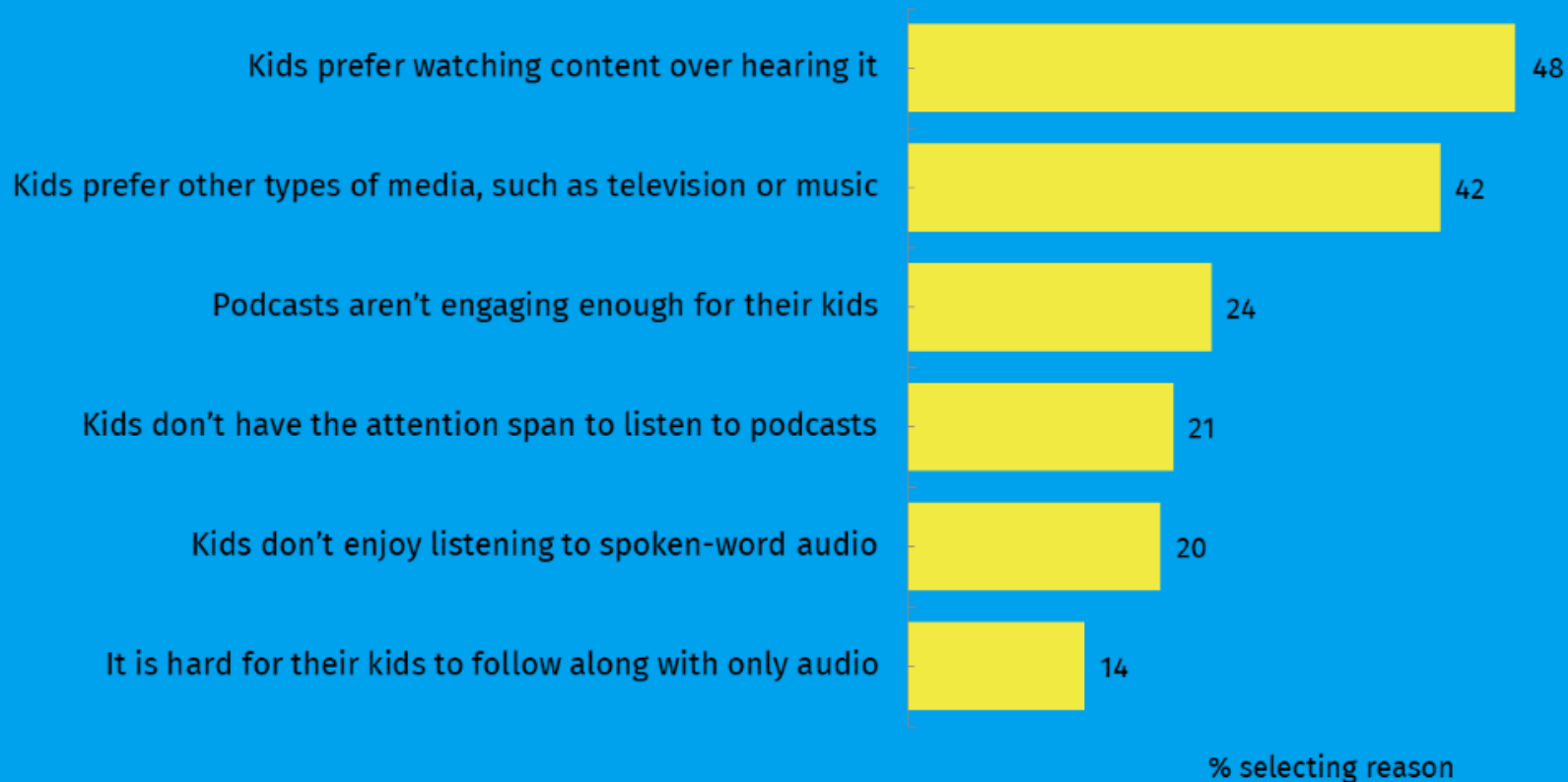
VIDEO

Discovering Podcasts:

<https://www.youtube.com/watch?v=zqJx4Nz5tS4>

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

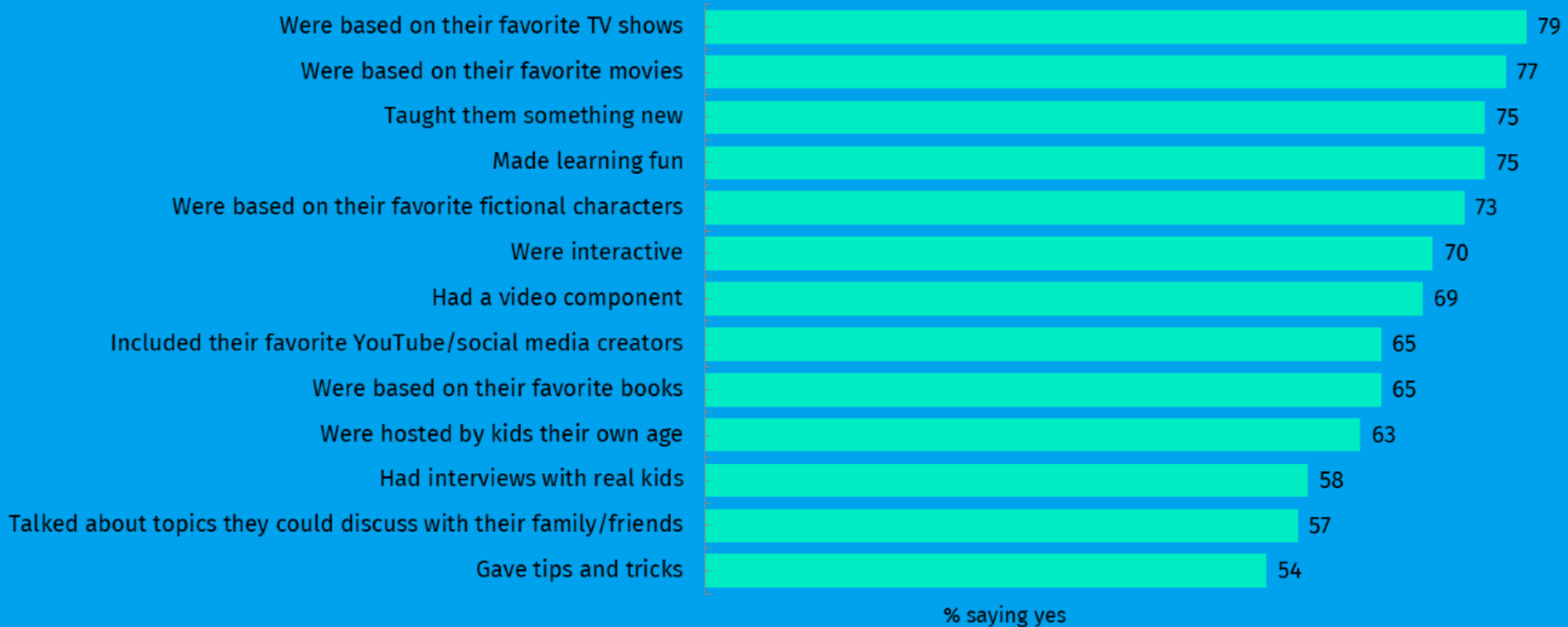
Base: Parents who have kids age 6-12 who are aware of podcasts but haven't listened in the last month



**KIDS PODCAST
LISTENER REPORT**

Do you think your child would be interested in listening to podcasts if podcasts...?

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:

#1	#2	#3	#4	#5
Games	Music	Adventure	Comedy	Short Stories

Kid Monthly Podcast Listeners currently listen to:

#1	#2	#3	#4	#5
Games	Music	Comedy	Short Stories	Adventure

**KIDS PODCAST
LISTENER REPORT**

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



WONDERY



VIDEO

Build a Podcast:

<https://www.youtube.com/watch?v=iuaCRzVIR8I>

Key Takeaway

**Podcasts already
have strong reach
among kids**

**Kids are engaged
listeners**

**Podcasts foster
family connections**

**Kids are your
future listeners**



How you know.SM