

# KIDS PODCAST LISTENER REPORT



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# 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

# 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



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**63%**

of kids age 6-12 are  
aware of podcasts

**46%**

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

**29%**

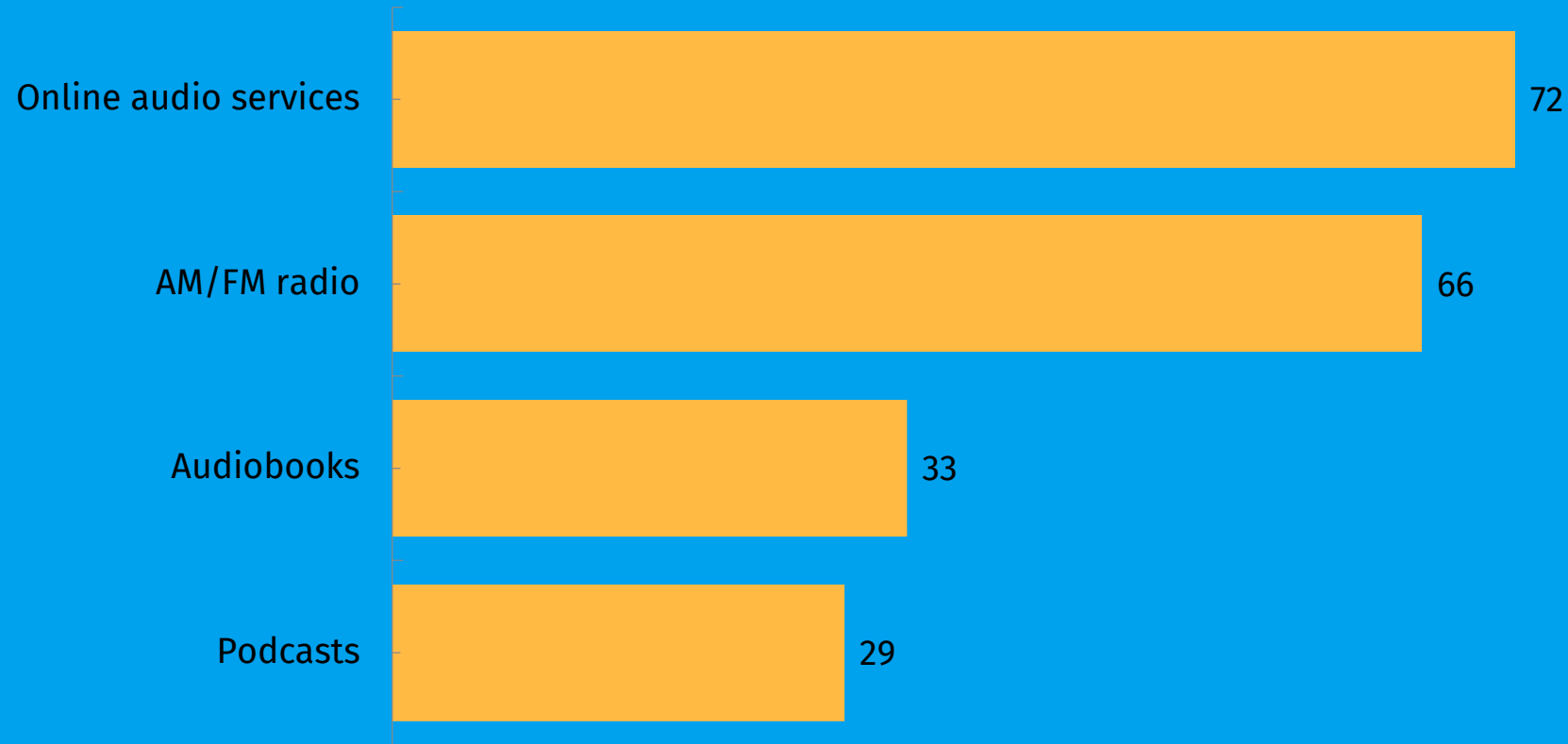
of kids age 6-12 listened to  
a podcast in the  
last month

**23%**

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

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



% listened to audio source in last month

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



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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**

# Kids are engaged listeners



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**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



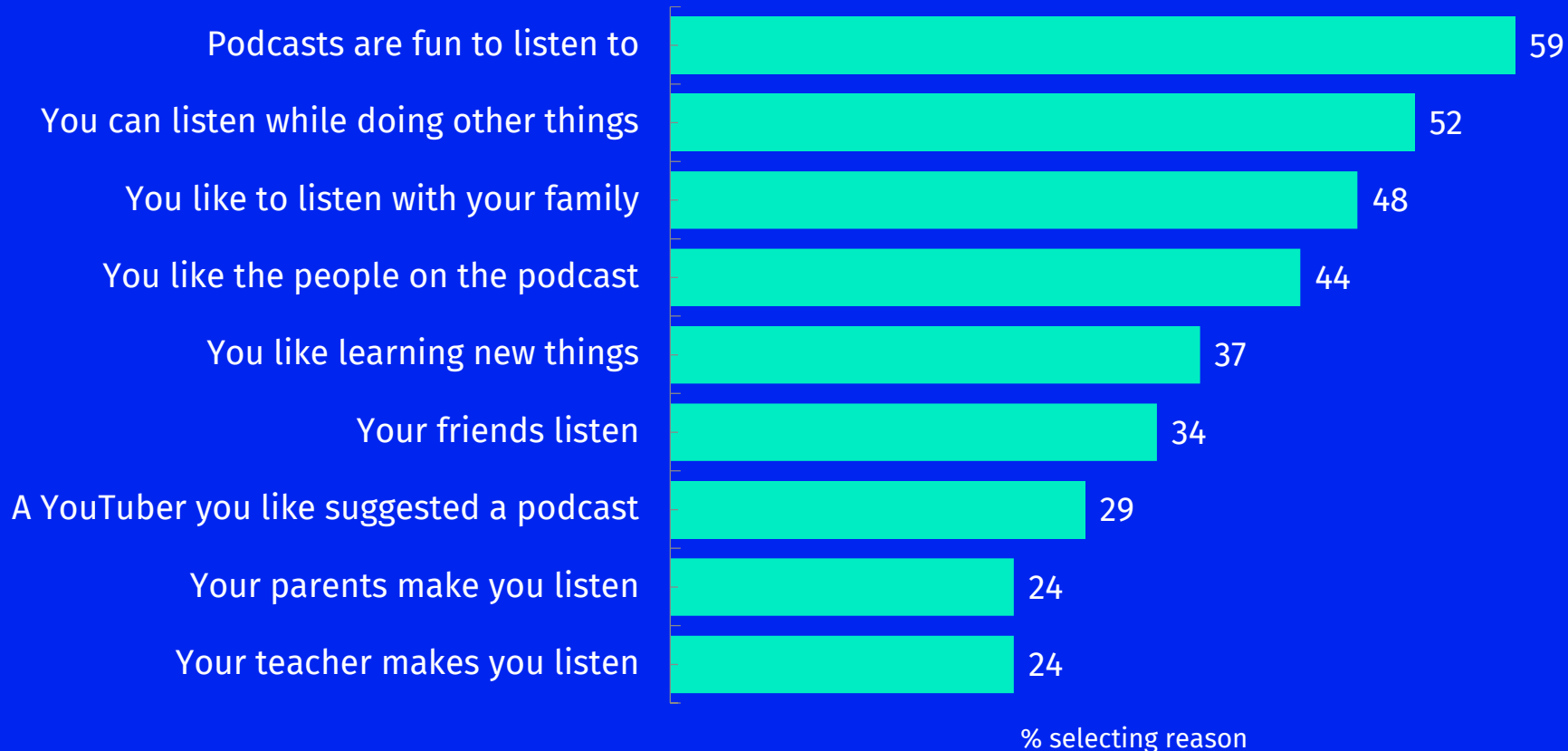
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# Why do you listen to podcasts? (Kids Survey)

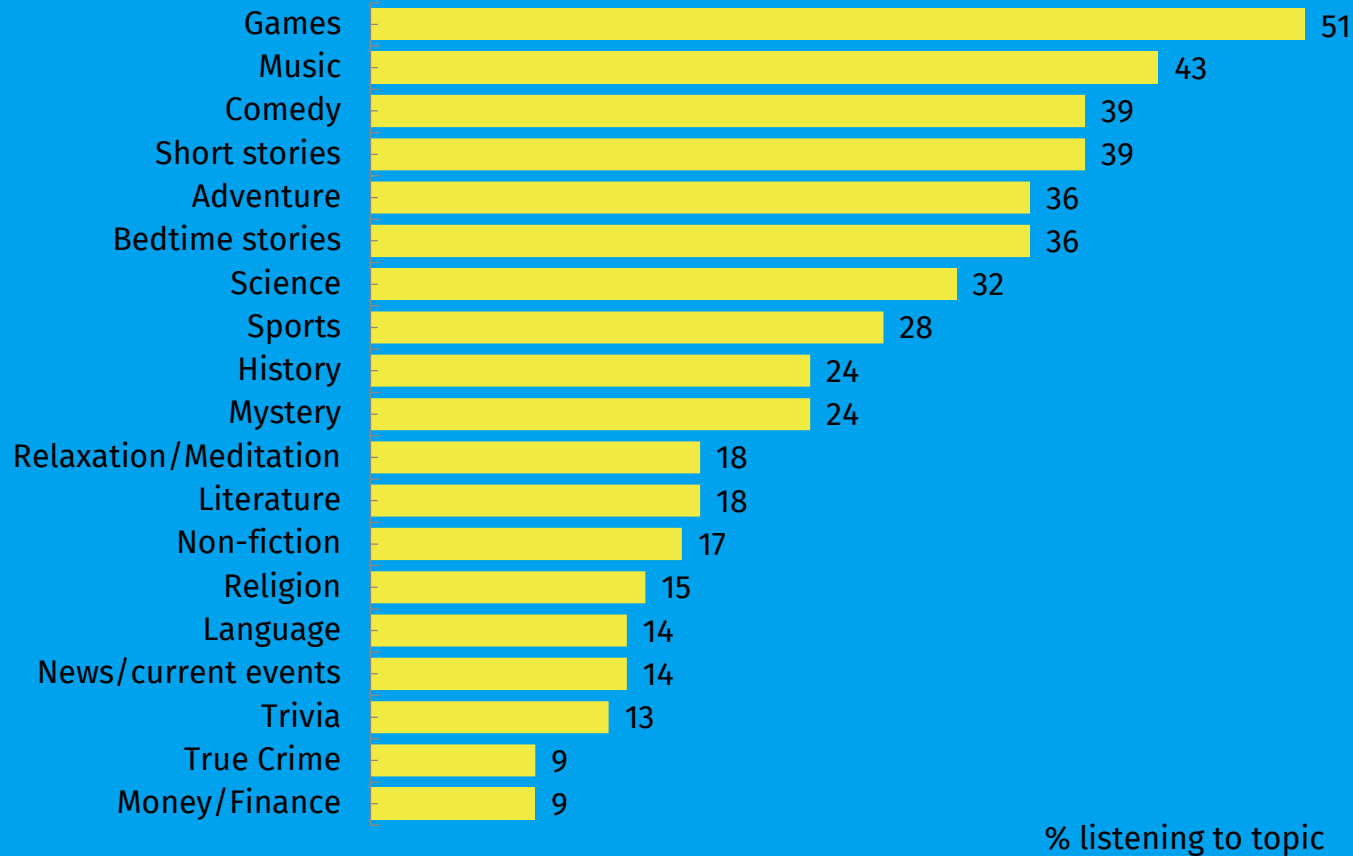
Base: Kids age 6-12 who listen to a podcast in the last month



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

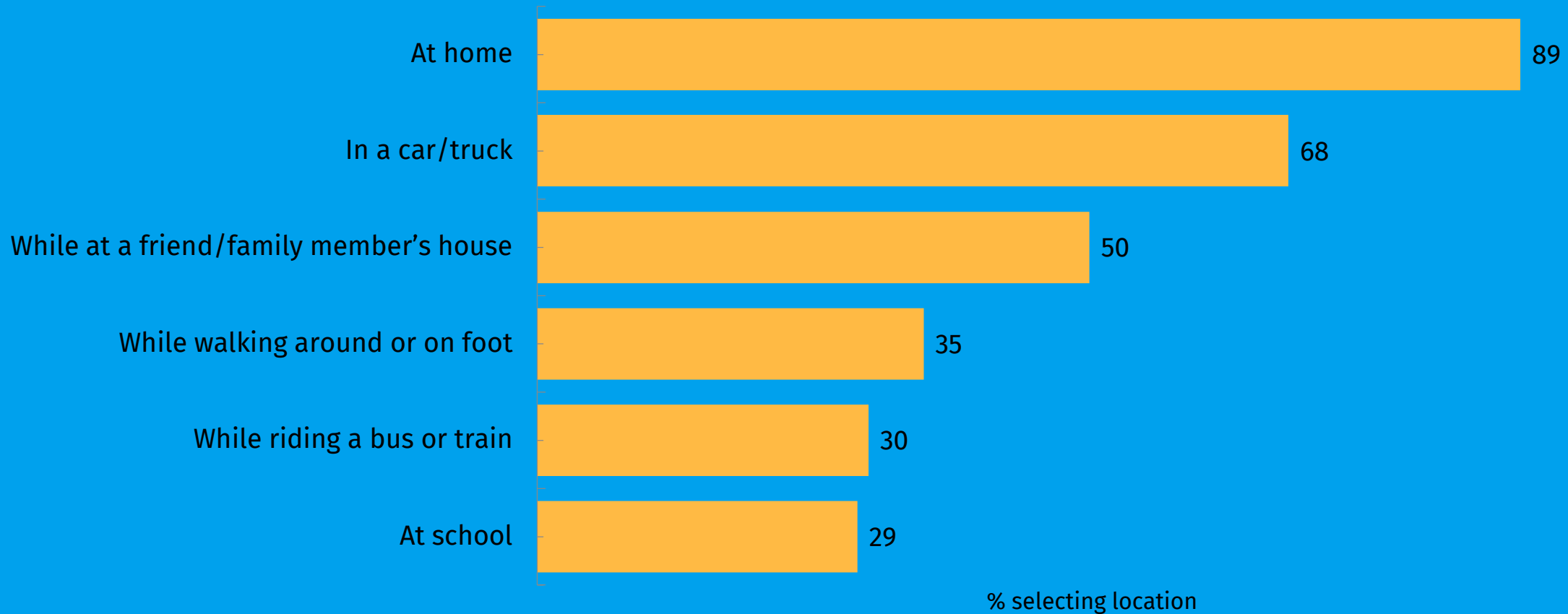
Base: Parents who have kids age 6-12 who listened to a podcast in the last month



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# 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



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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



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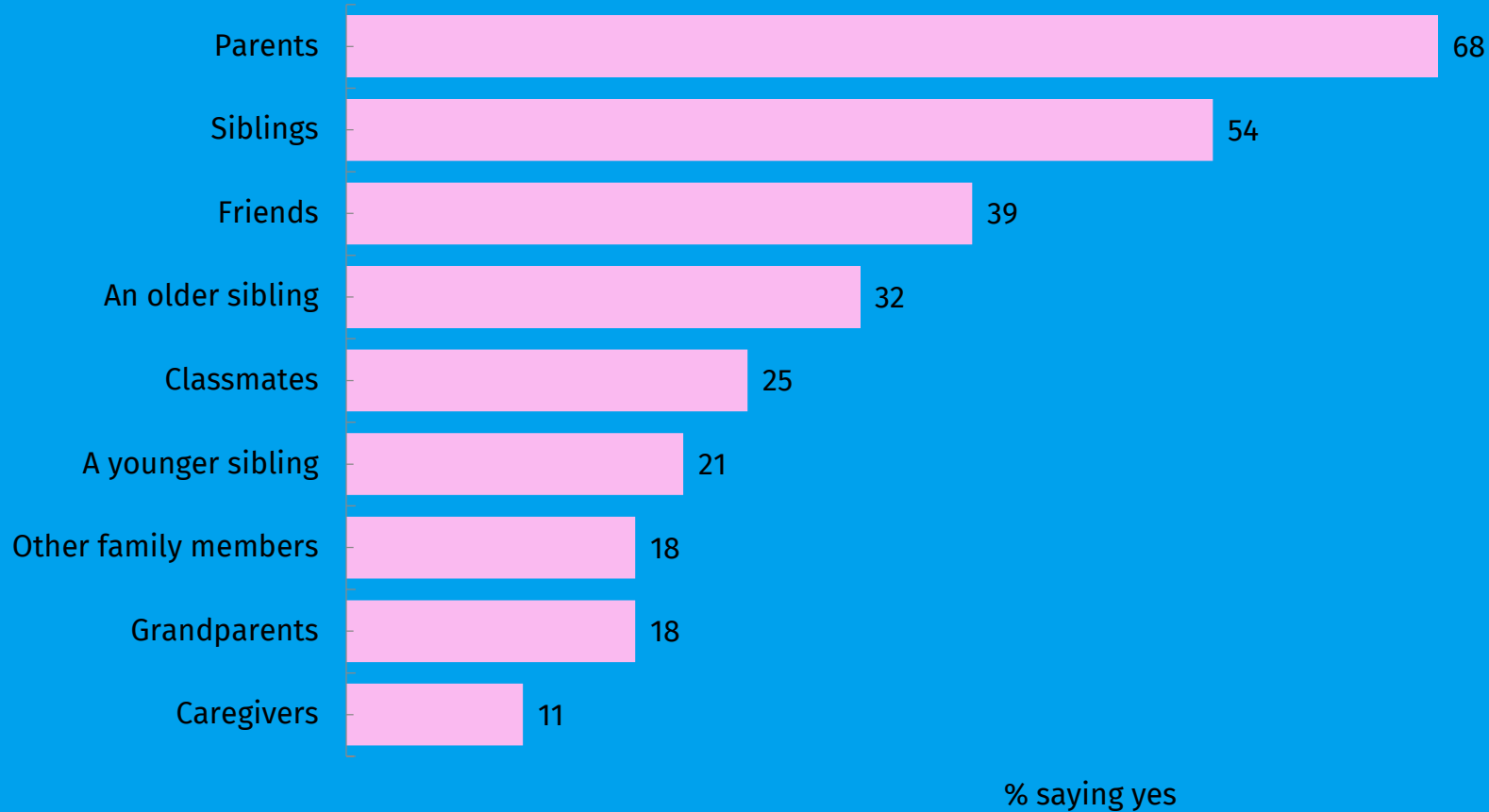
69%

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

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# 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

**86%** 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**



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**Accessibility**

**Discovery**

**Engagement**



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# 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



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**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



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# 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**

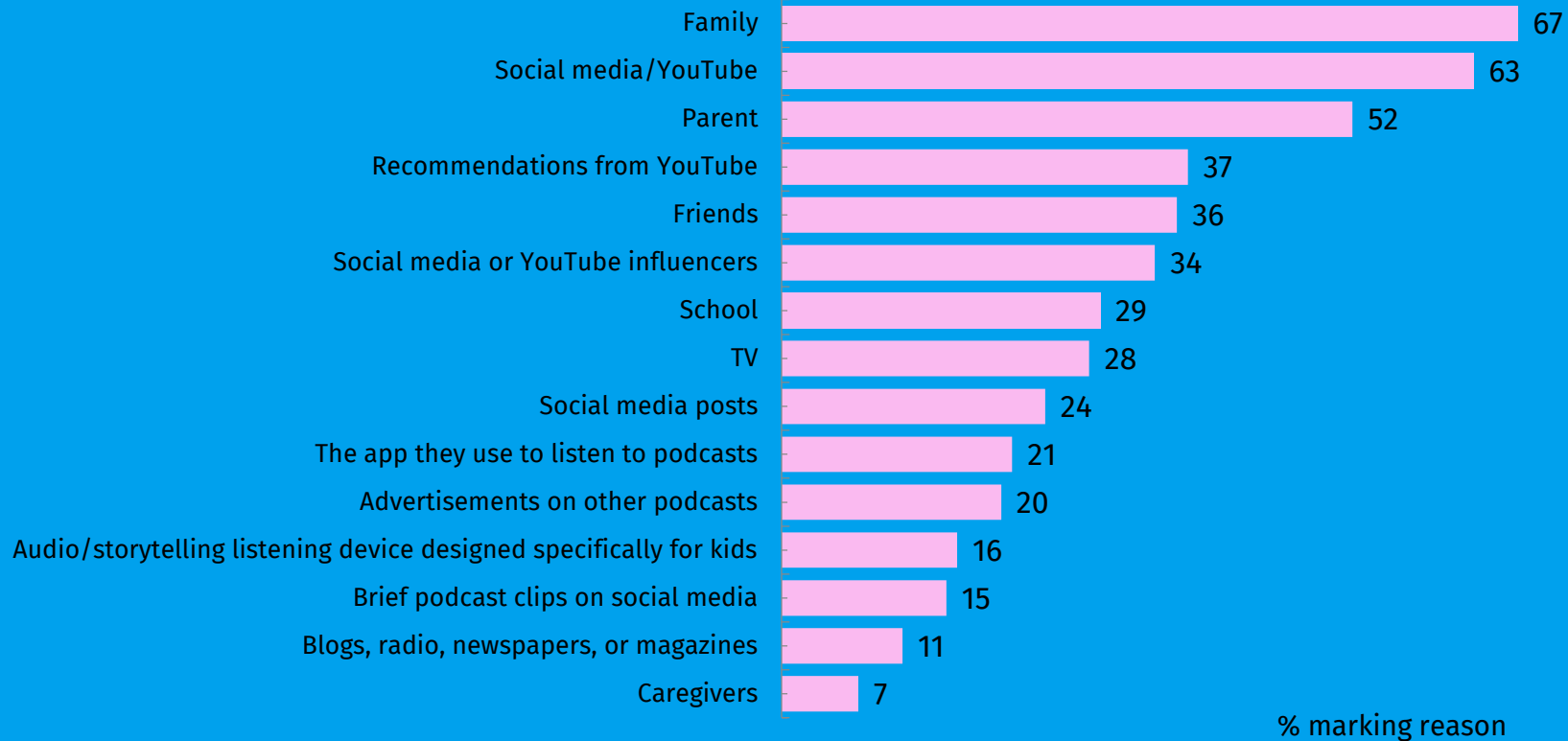
**23%**

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

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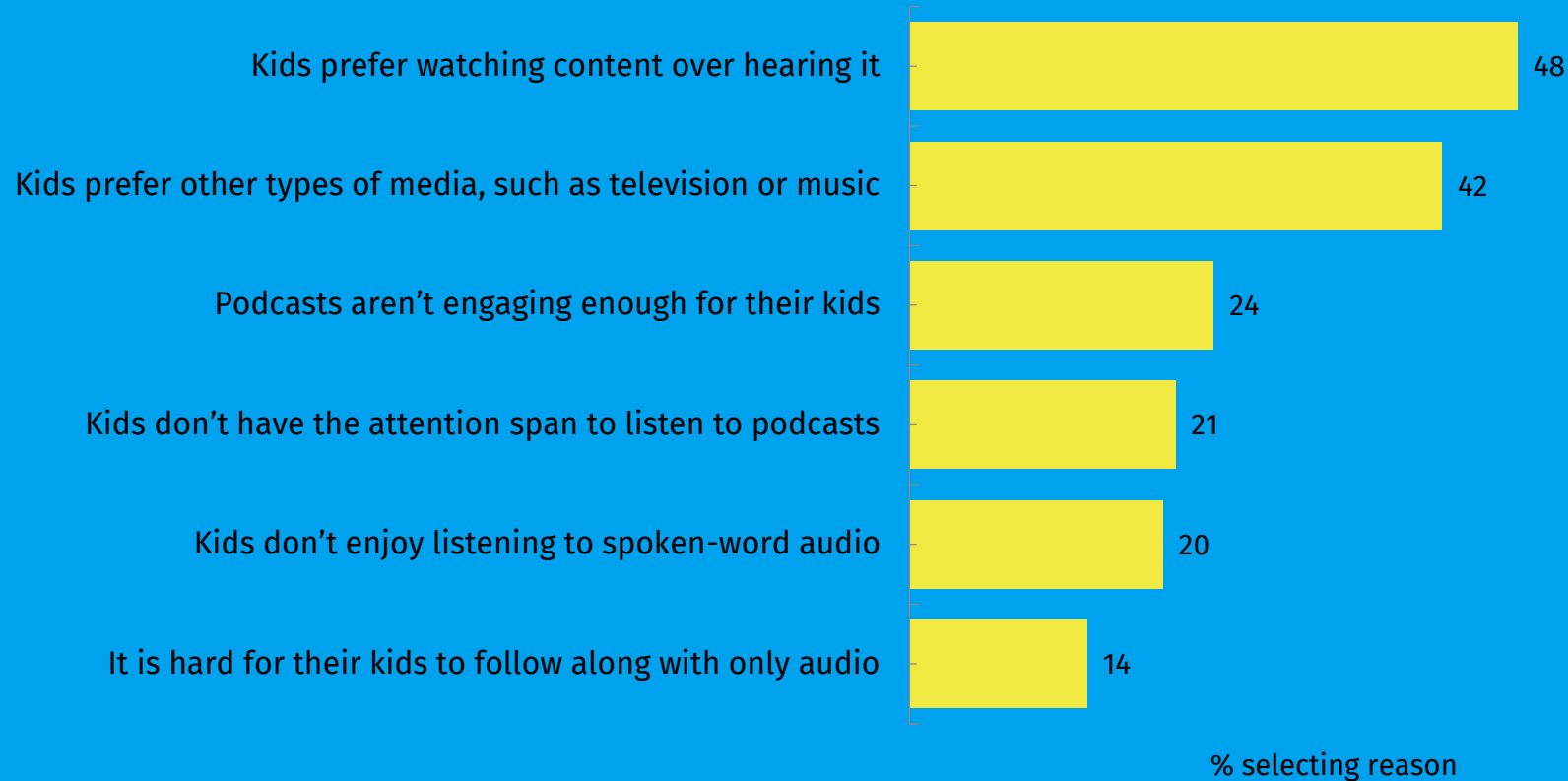
# Ways kid monthly podcast listeners age 6-12 ever find out about podcasts:

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



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

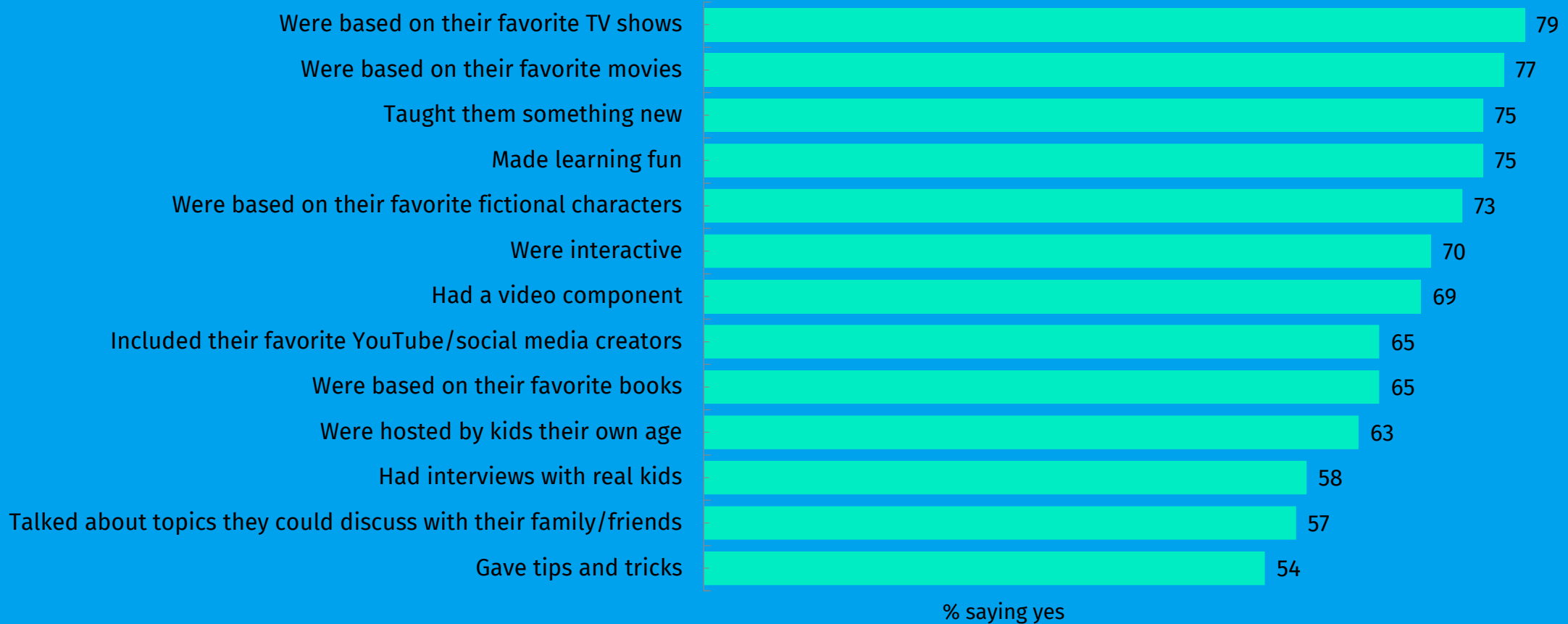
Base: Parents who have kids age 6-12 who are aware of podcasts but haven't listened in the last month



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# 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                   |
|--------------|--------------|------------------|---------------|----------------------|
| <b>Games</b> | <b>Music</b> | <b>Adventure</b> | <b>Comedy</b> | <b>Short Stories</b> |

Kid Monthly Podcast Listeners currently listen to:

| #1           | #2           | #3            | #4                   | #5               |
|--------------|--------------|---------------|----------------------|------------------|
| <b>Games</b> | <b>Music</b> | <b>Comedy</b> | <b>Short Stories</b> | <b>Adventure</b> |



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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



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# 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.<sup>SM</sup>