



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

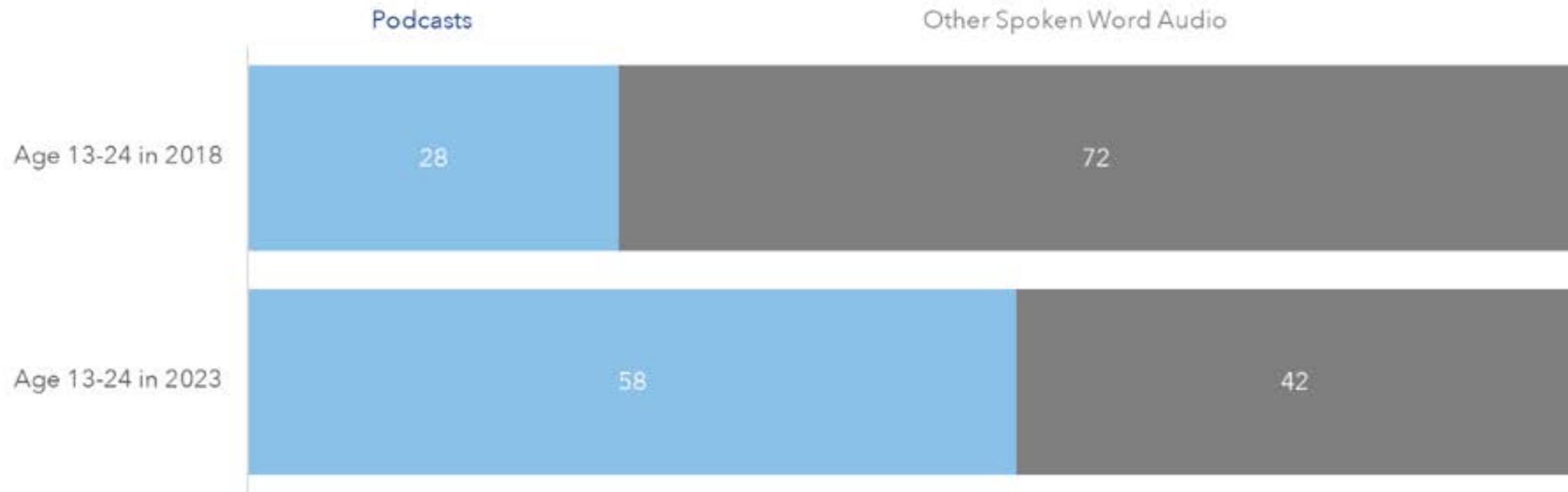
Methodology

- 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

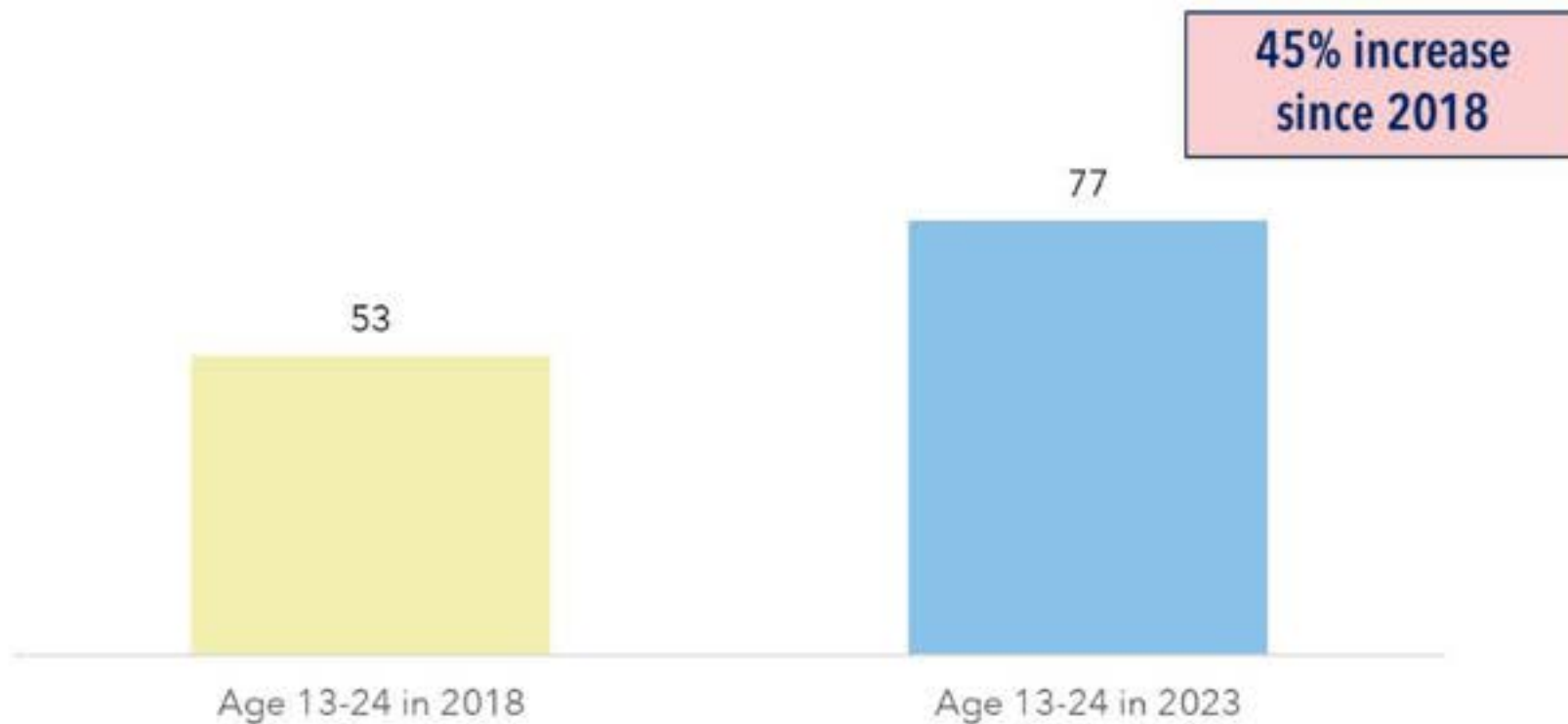
Base: U.S. age 13-24 Share of Spoken Word Audio Listening by Platform



Source: Share of Ear from Edison Research

Podcast Listening

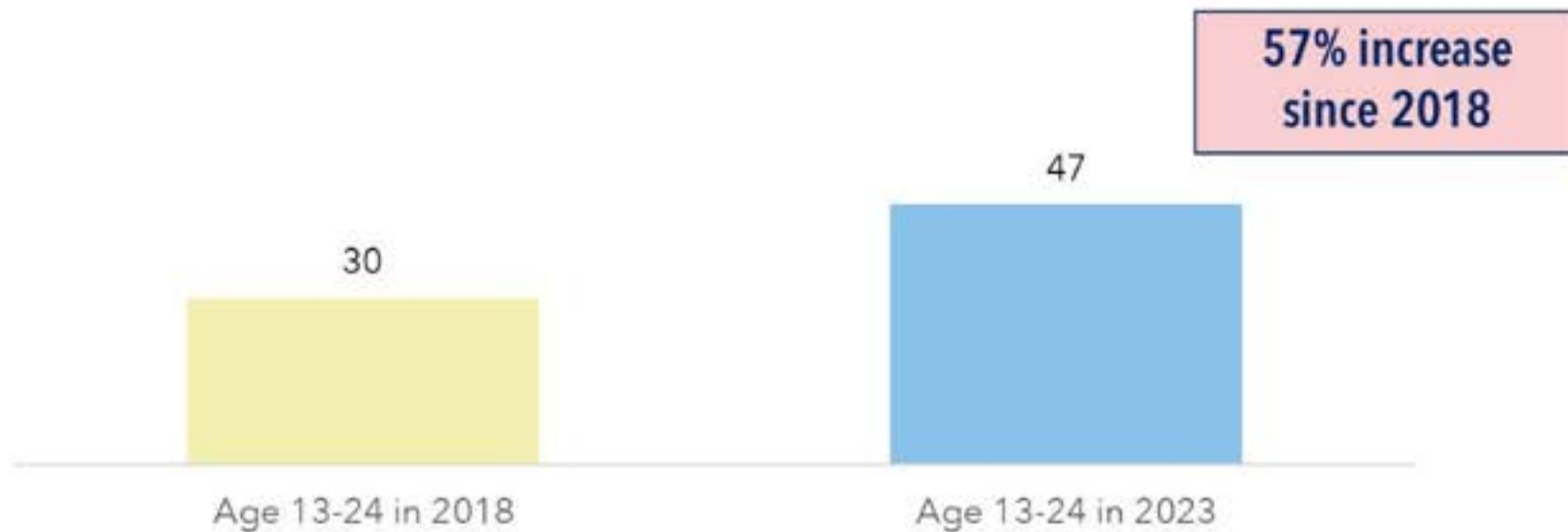
% of U.S. age 13-24 who have ever listened to a podcast



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



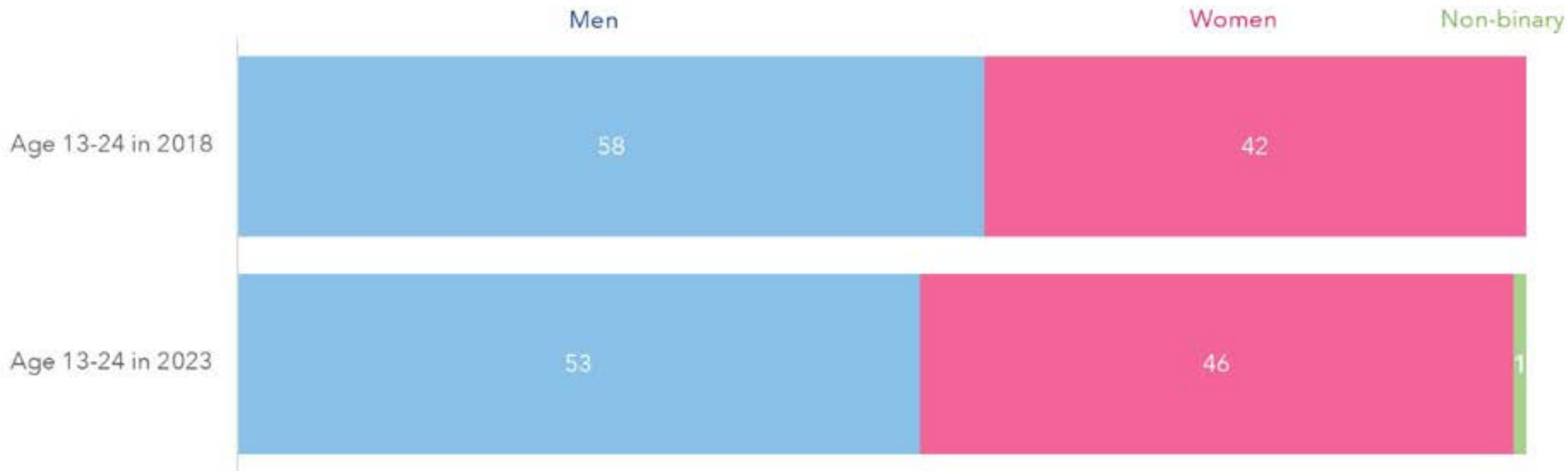
Source: Infinite Dial from Edison Research

47% of Gen Z are
monthly podcast listeners

Estimated 24 million Gen Z

Gender of Younger Monthly Podcast Listeners

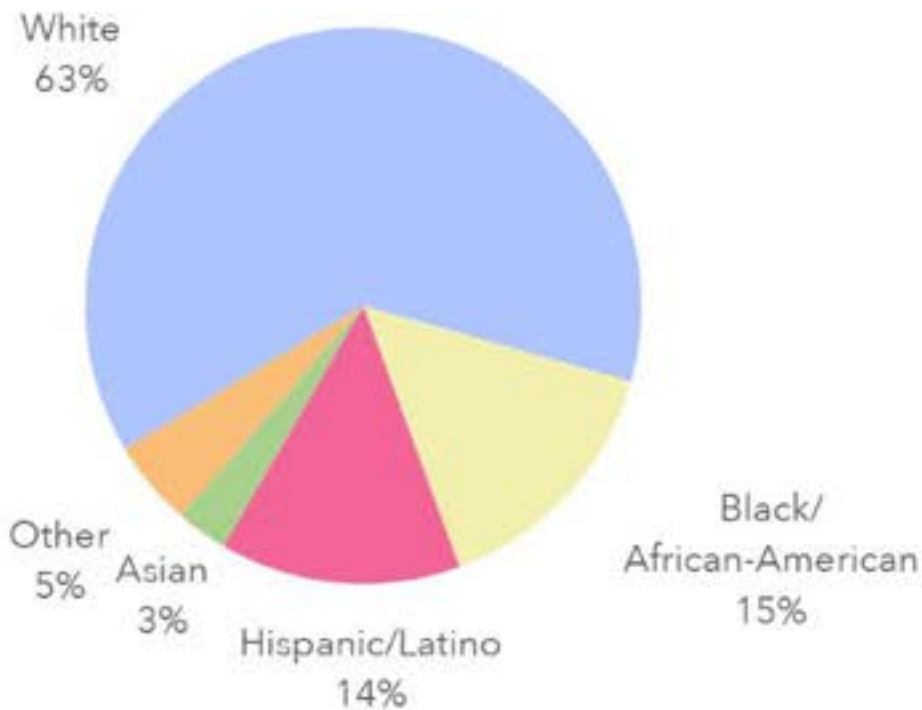
Base: U.S. Monthly Podcast Listeners 13-24



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

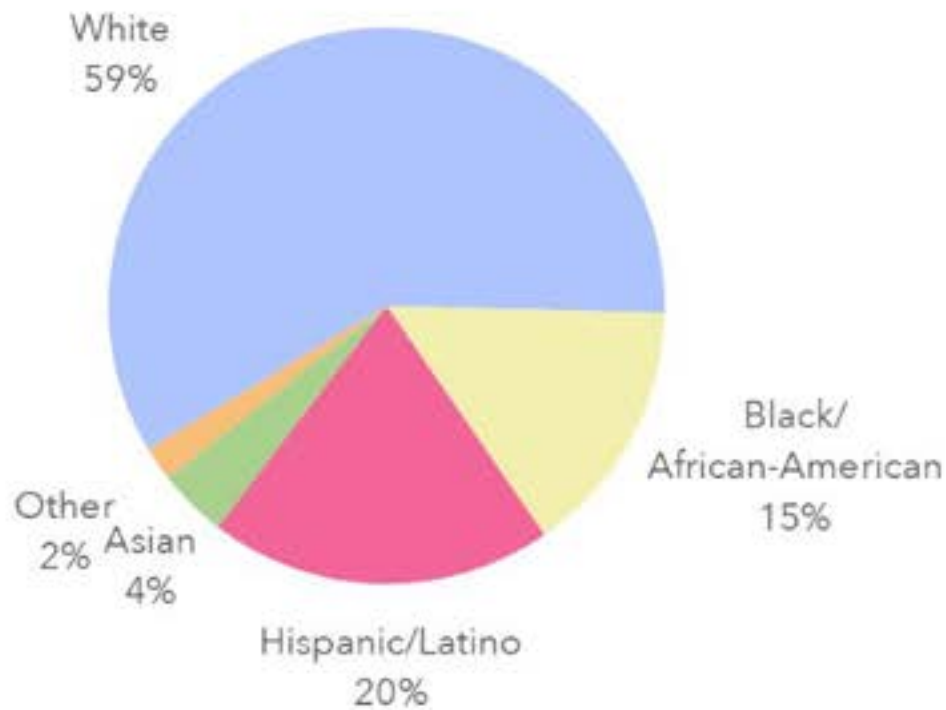
Ethnicity of Gen Z Monthly Podcast Listeners

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

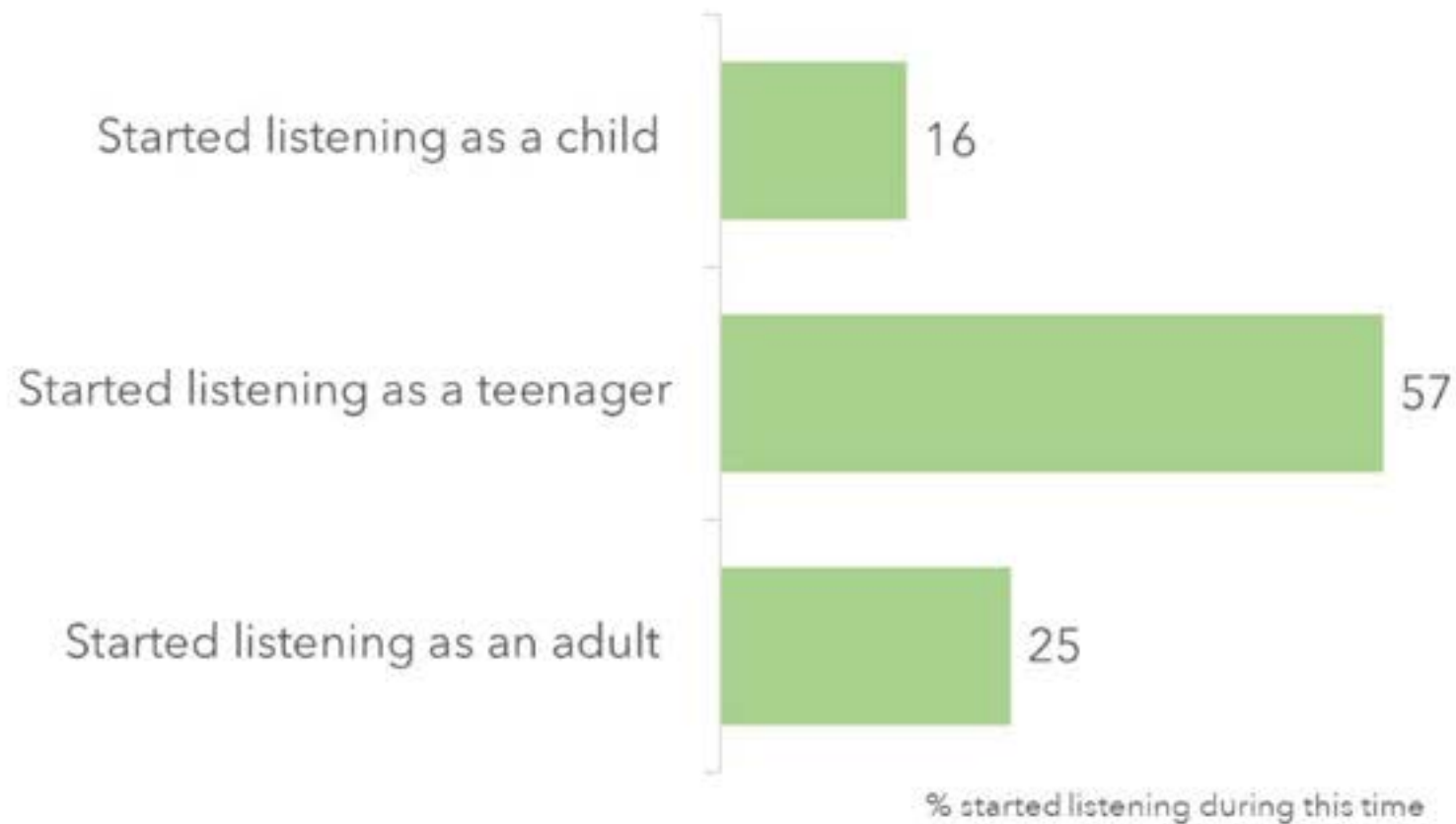
75%

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

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

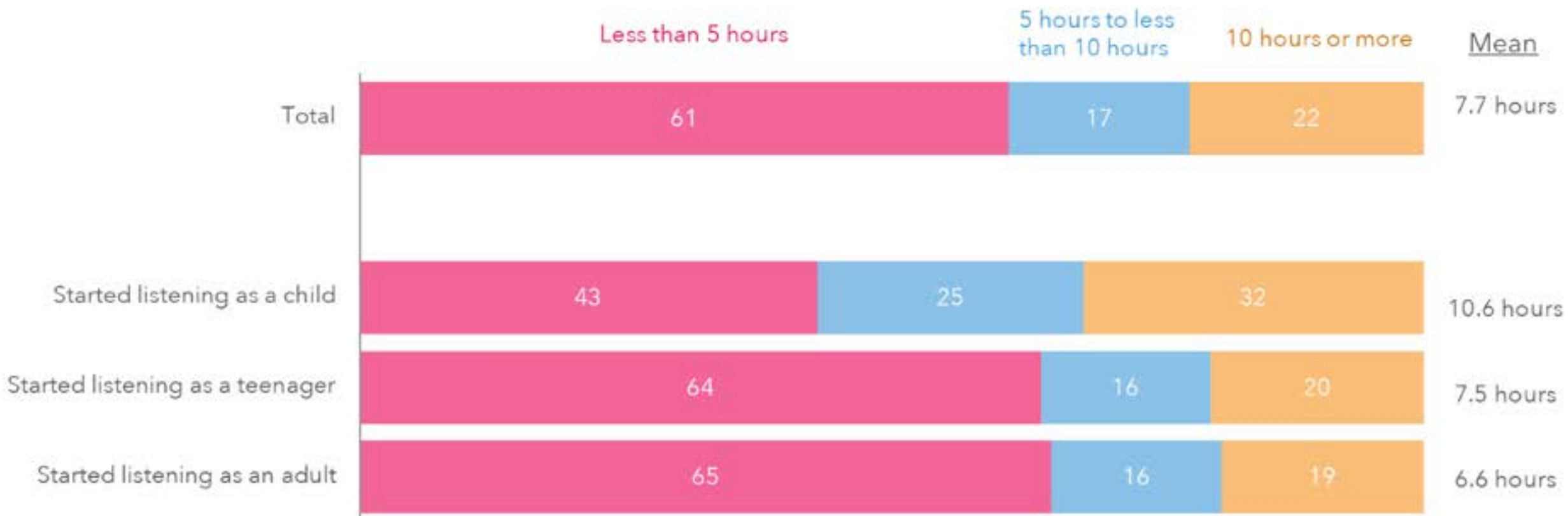
When did you first start listening to or watching podcasts?

Base: Gen Z Monthly Podcast Listeners Age 13-24



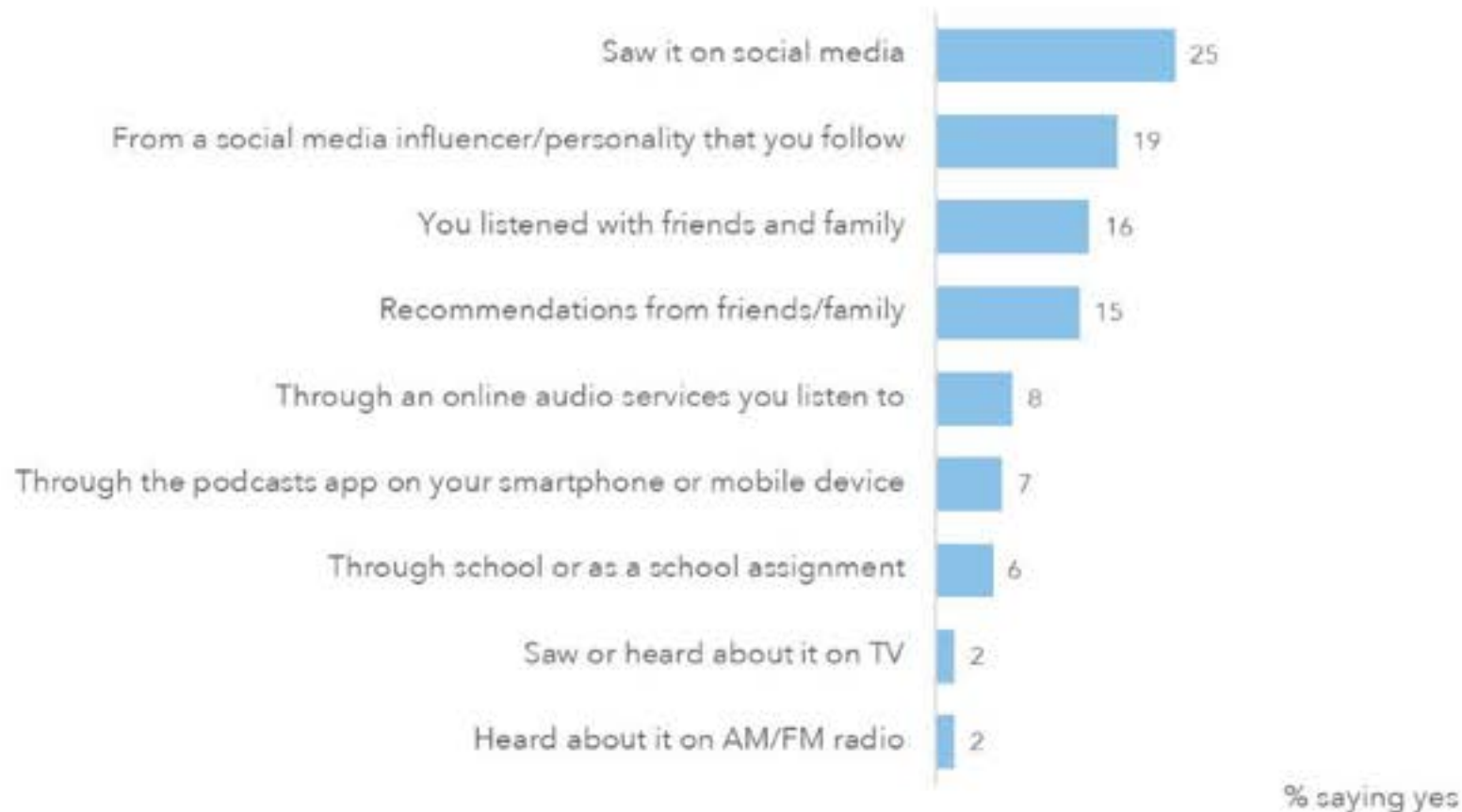
In a typical week, approximately how much time do you spend listening to or watching podcasts?

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?

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



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

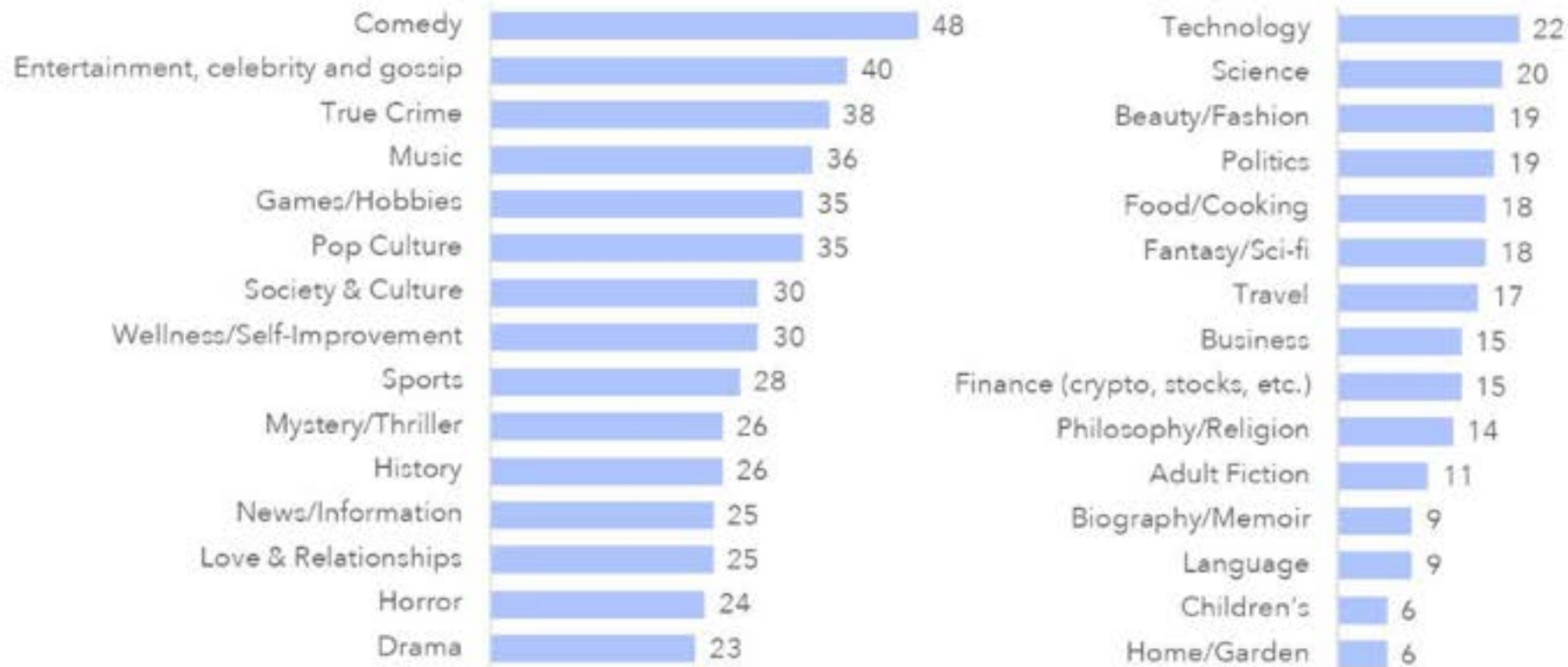
Those that often binge are listening to:

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

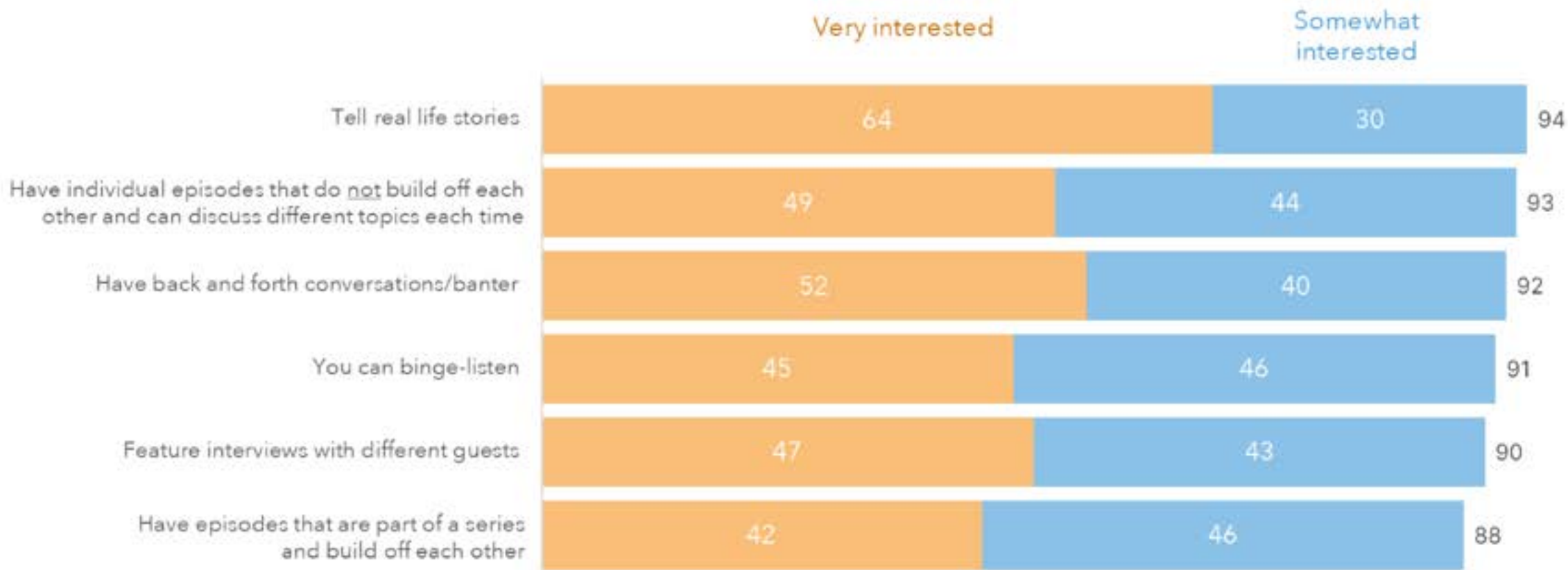
Gen Z monthly podcast listeners listen to an average of **6.8** podcast topics



% 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

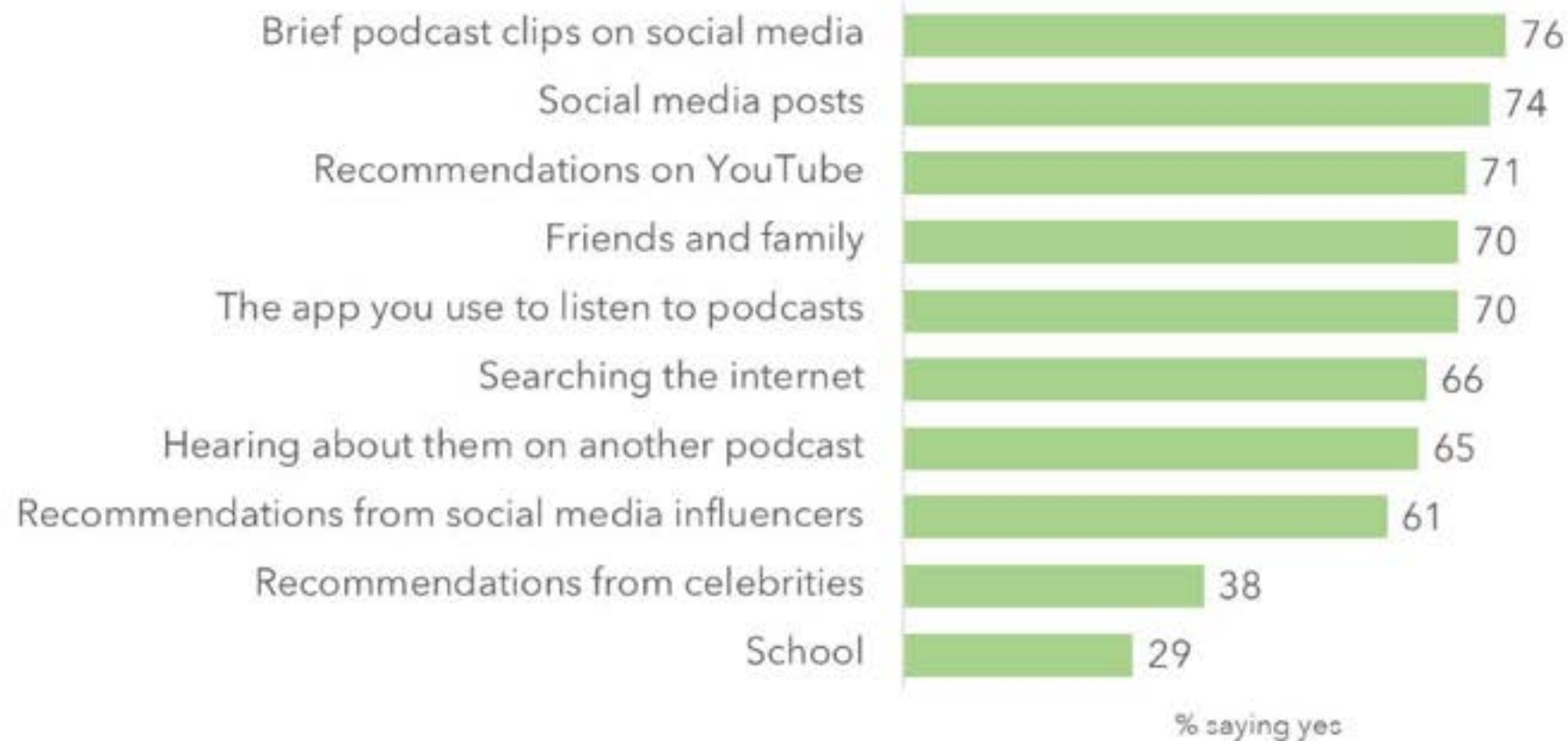
44%

consider themselves
content creators

11% identify as
podcast creators

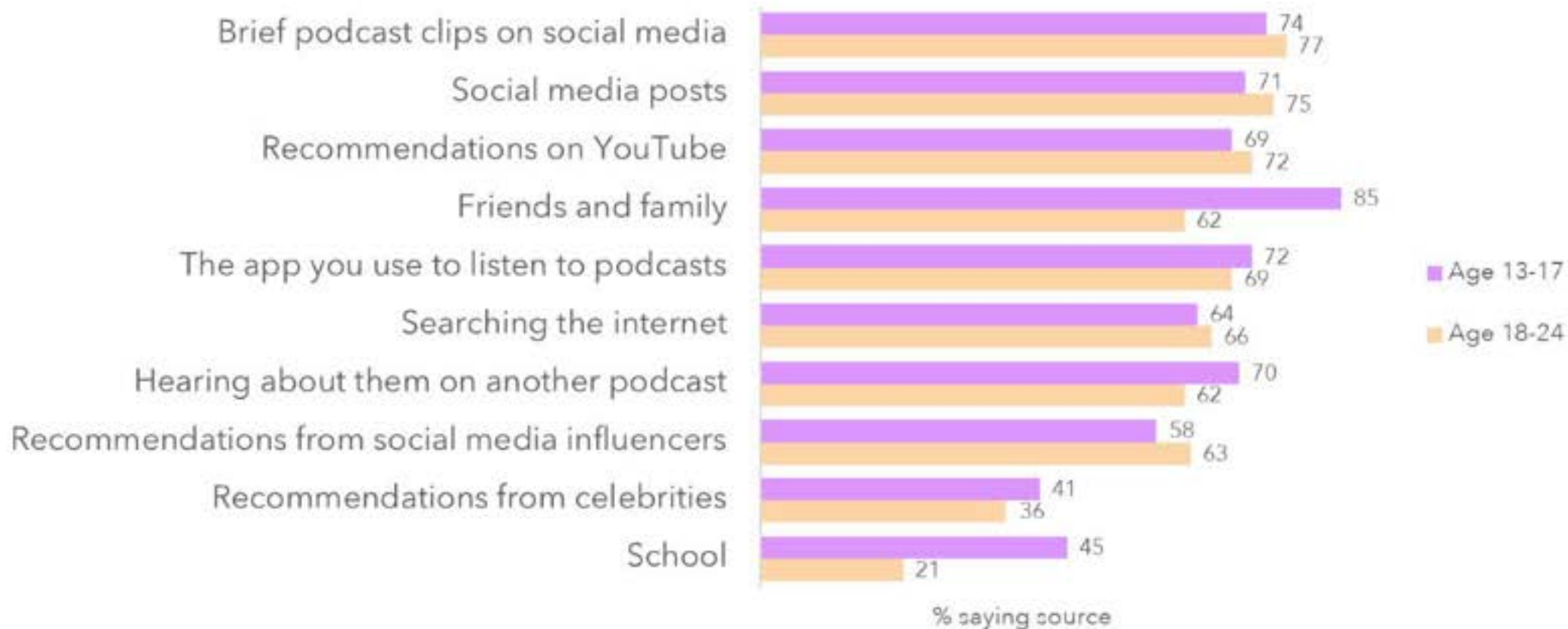
Sources used to discover podcasts

Base: Gen Z Monthly Podcast Listeners Age 13-24



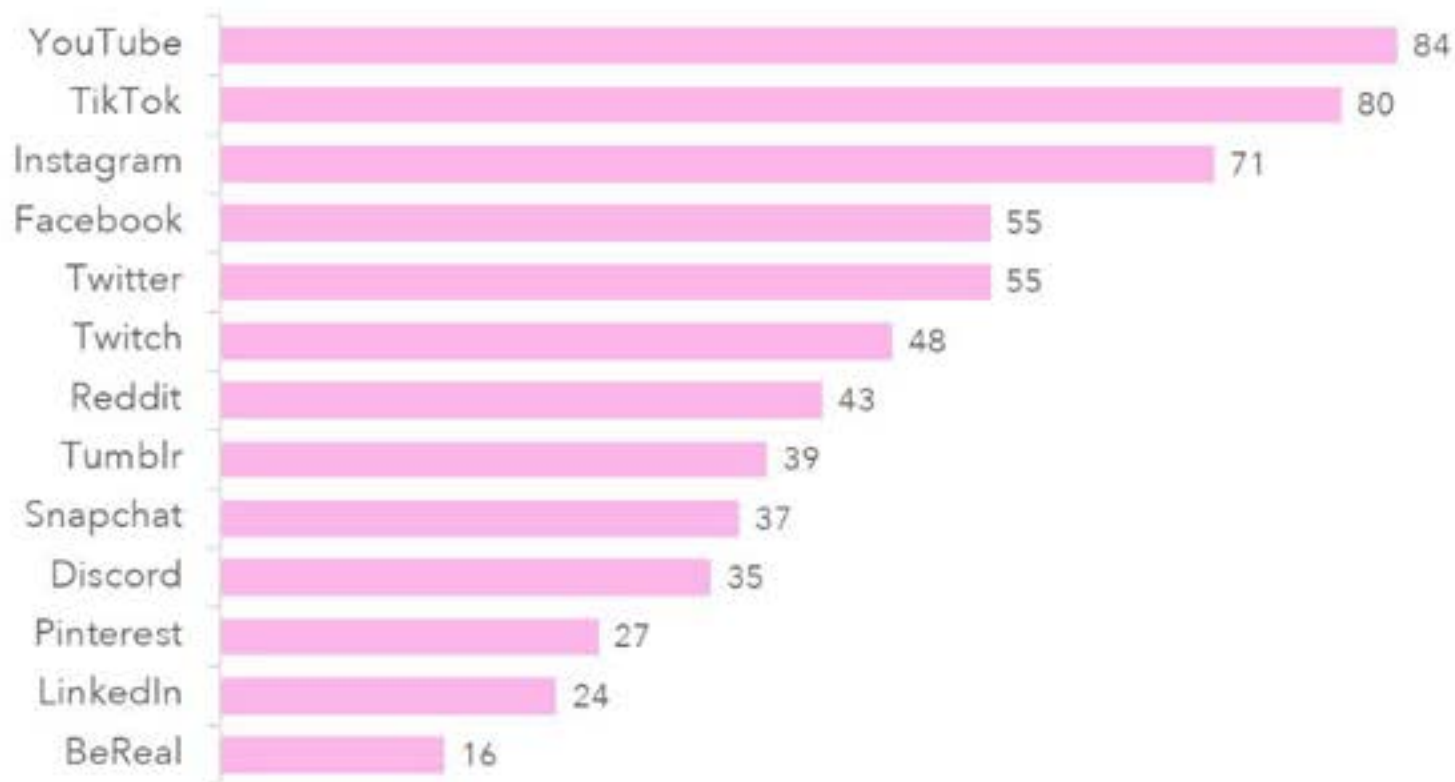
Sources used to discover podcasts

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



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%

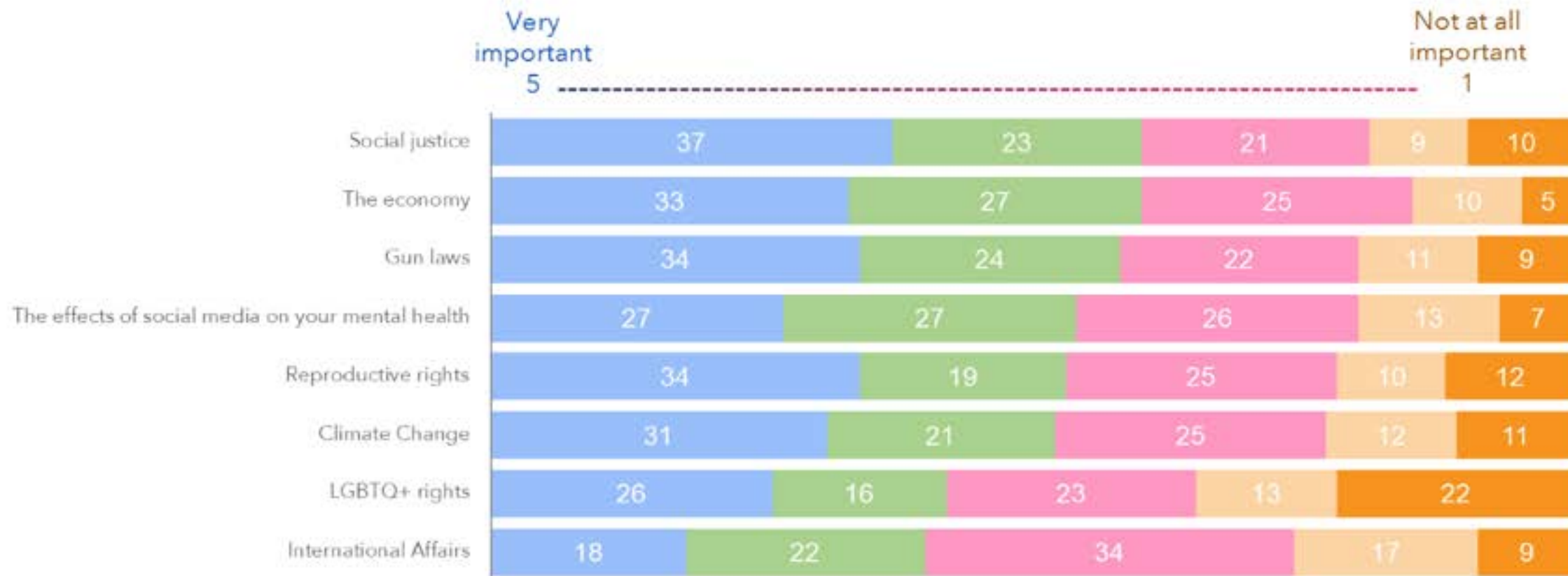
To **stay up-to-date**
with the latest topics

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





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%

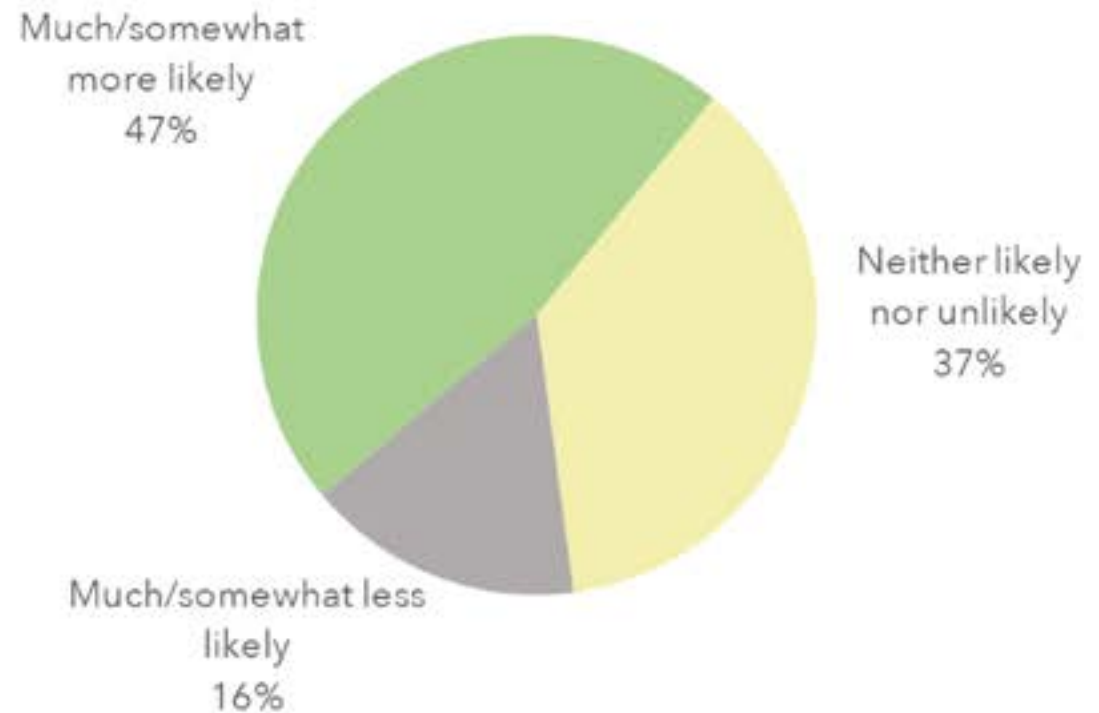
of Gen Z monthly podcast listeners often or occasionally find **pre-recorded advertisements** to be useful

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

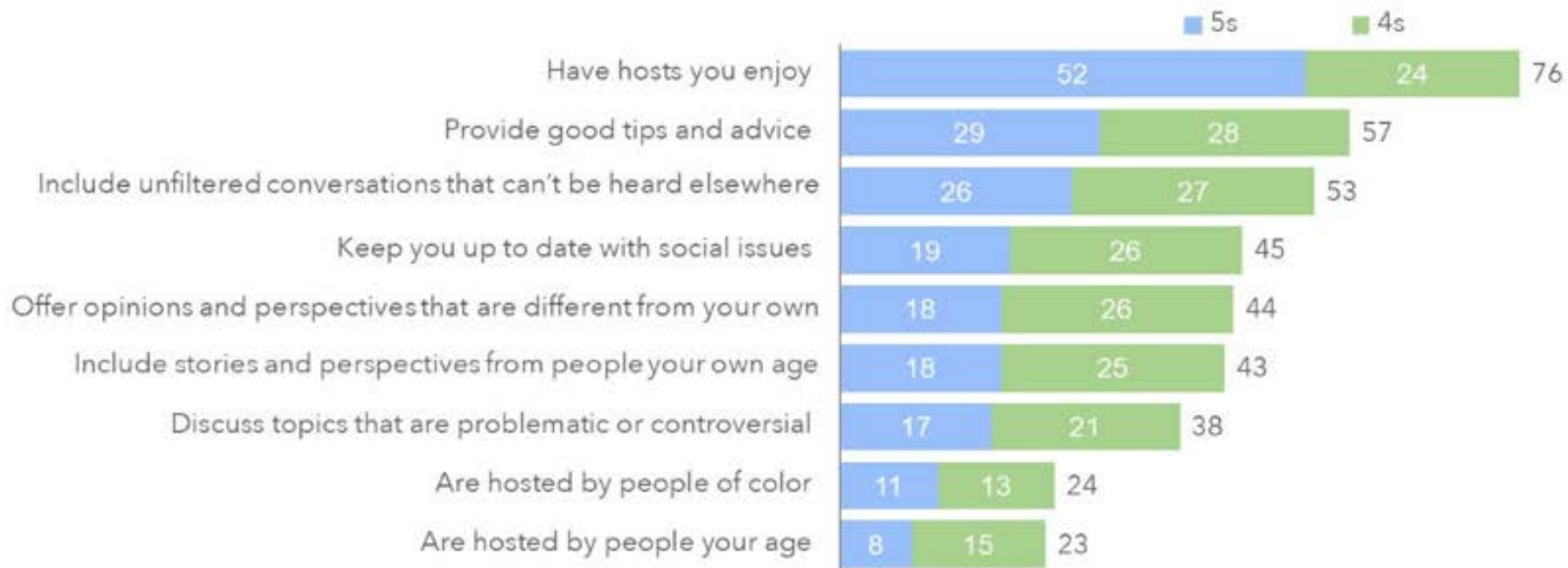
47%

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

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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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