

Generation Z (Ages 12-24)

How do they see themselves?

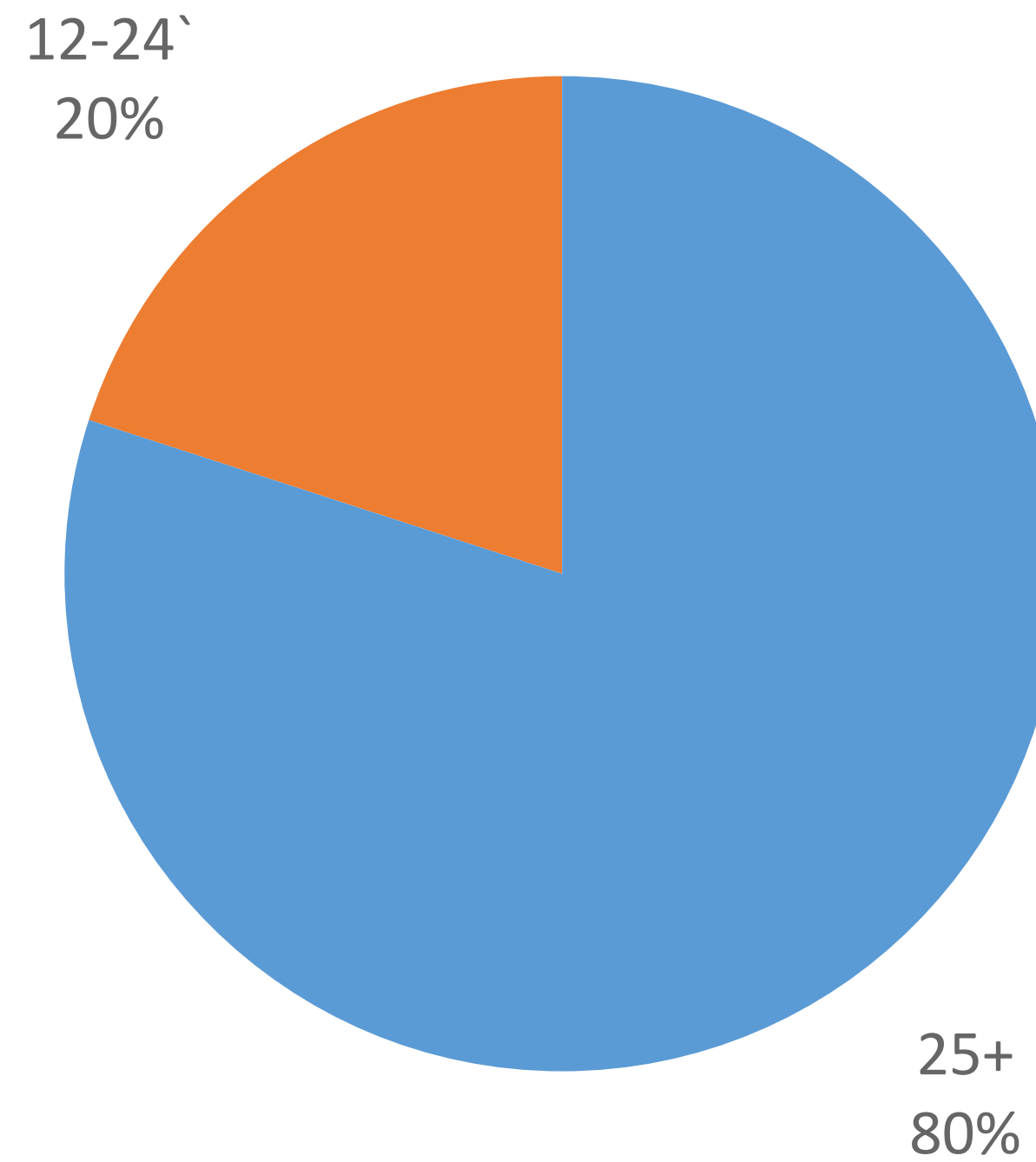
How do they consume media?

What do they share with peers?

Age composition of U.S. population older than 12

SOURCE: U.S. CENSUS BUREAU

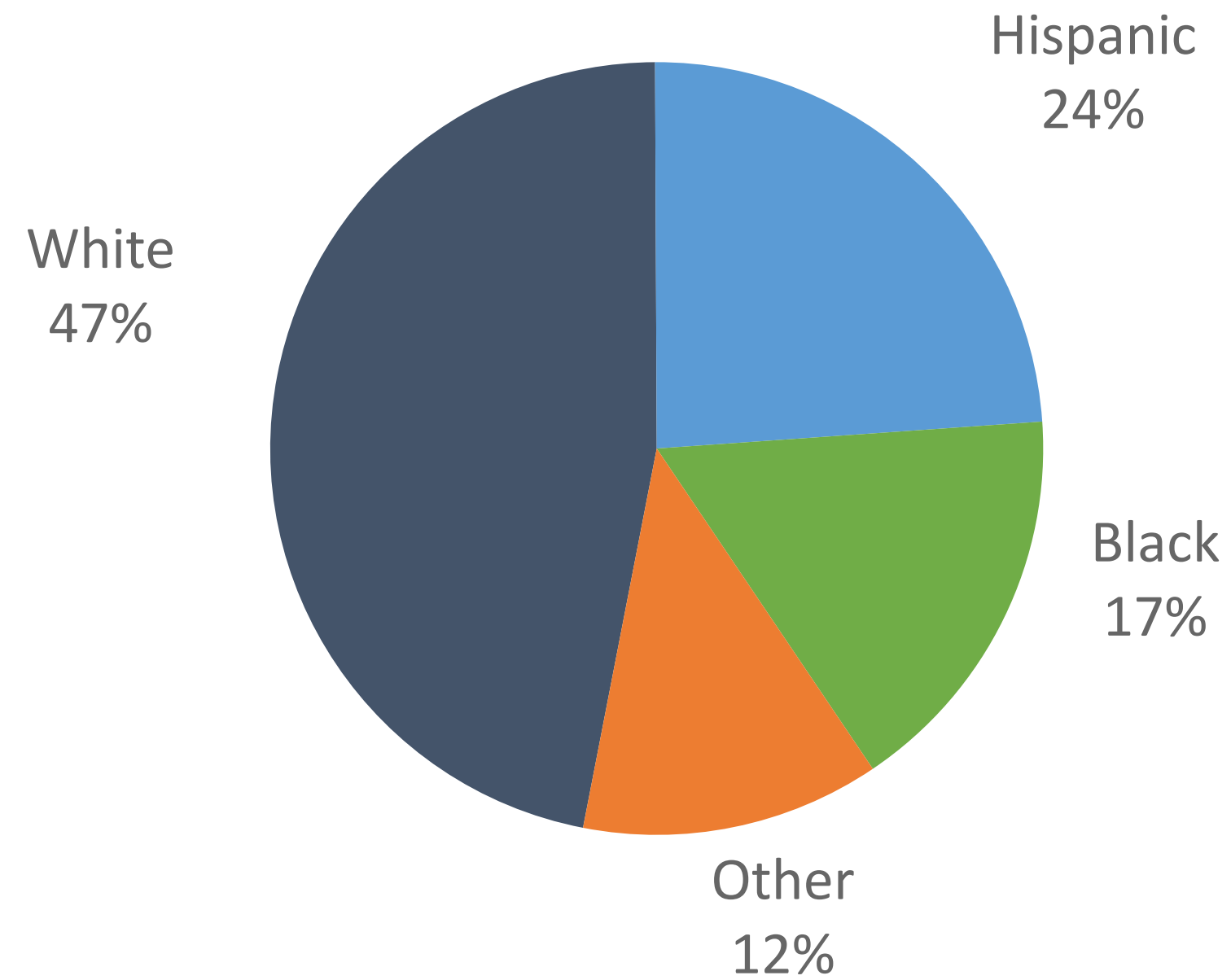
ESTIMATED:
58 MILLION



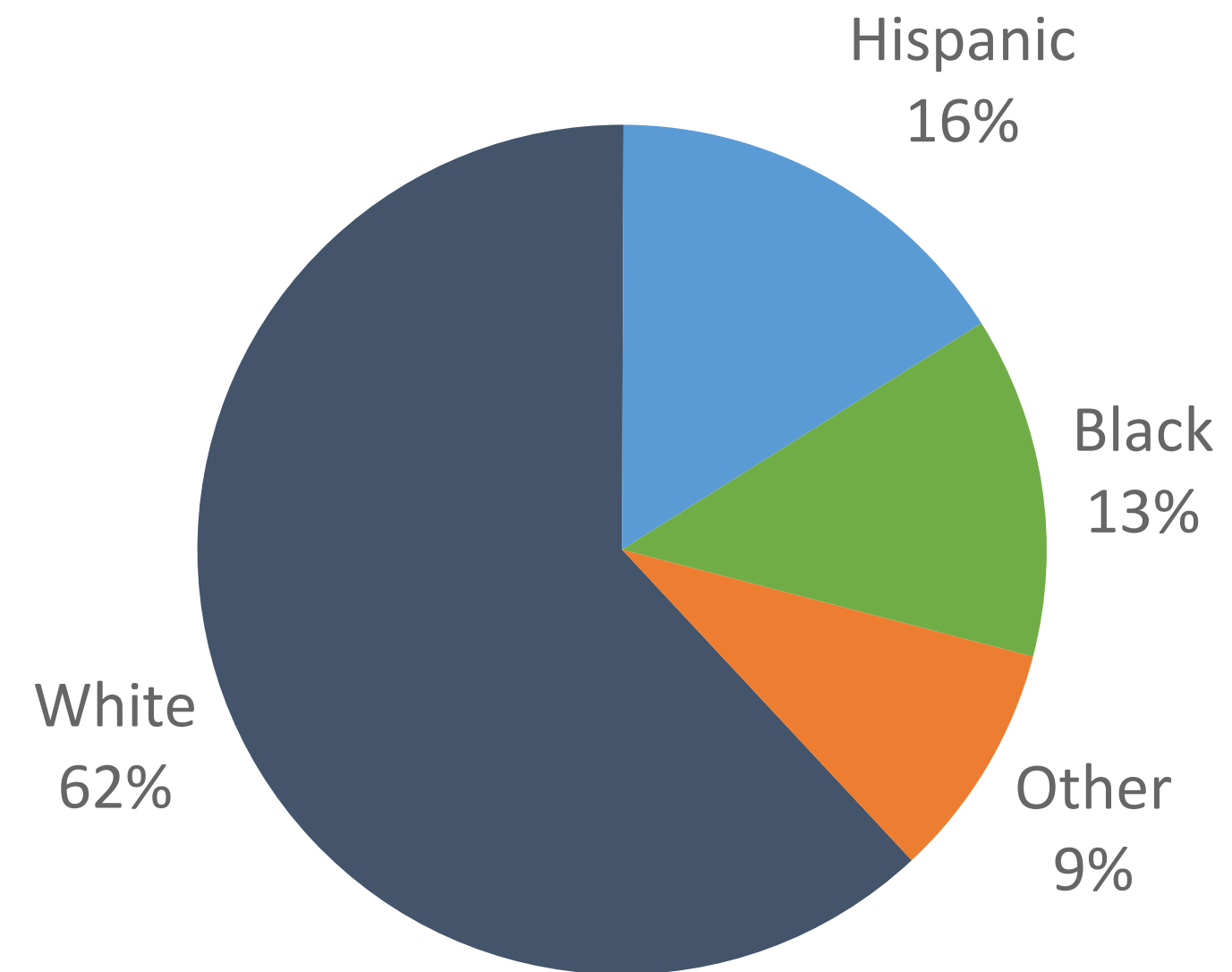
Ethnic composition

SOURCE: AMERICAN COMMUNITY SURVEY

AGE 12-24



AGE 25+





Share of Ear[®]

edison
podcast metrics

PUBLIC RADIO
Content Conference
2022

Who are Gen Z, according to Gen Z?

What represents Gen Z?

Music/Art/Culture

Food

Politics/Beliefs

Rest

Gender Identity

Character Traits

Feelings

Clothing/Brands

Connections

Aspirations

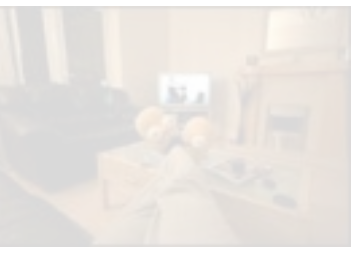
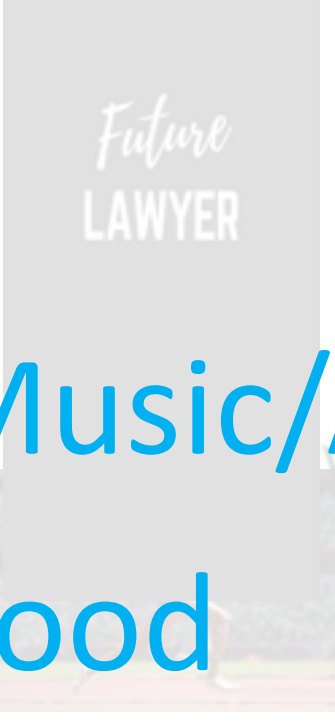
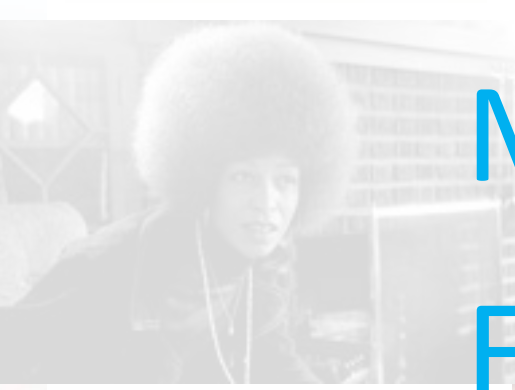
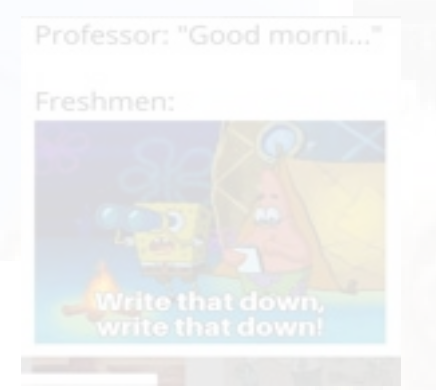
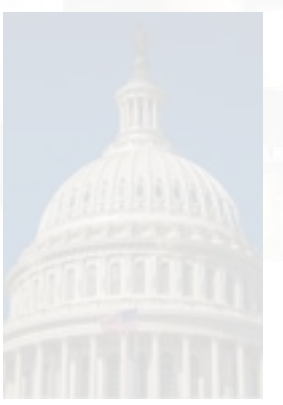
Meaningful Places

Animals

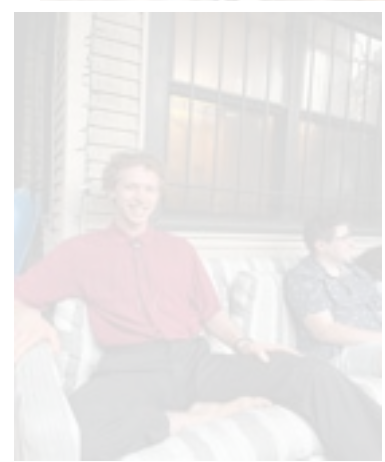
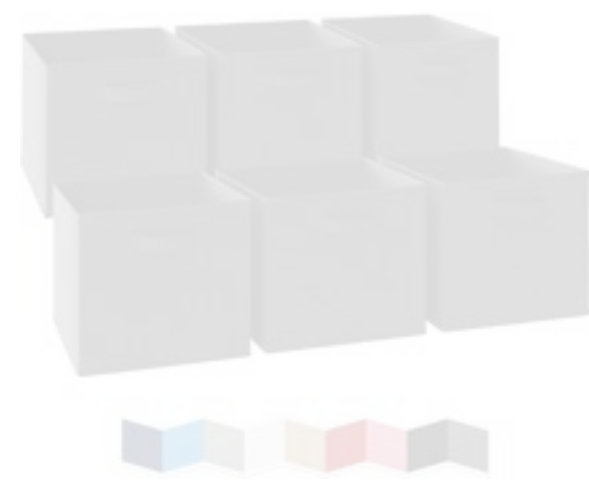
Sports/Fitness

Education

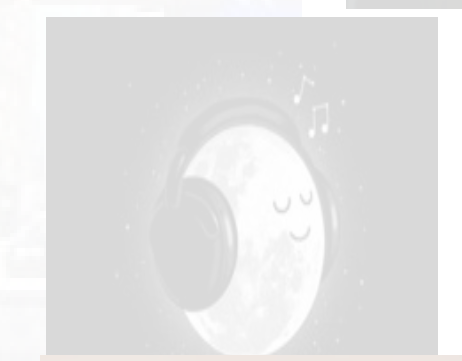
Video Games



Politics/Beliefs



Meaningful Places



Gender Identity

Character Traits

Feelings

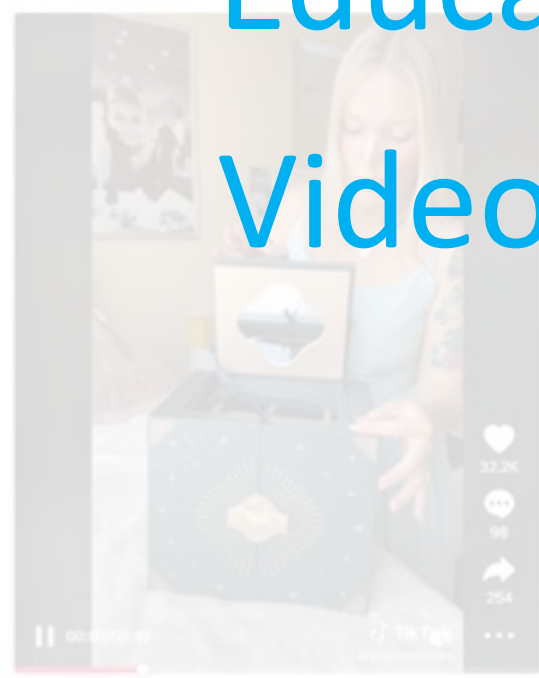
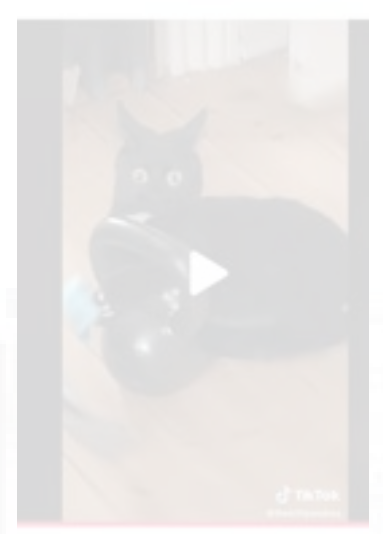
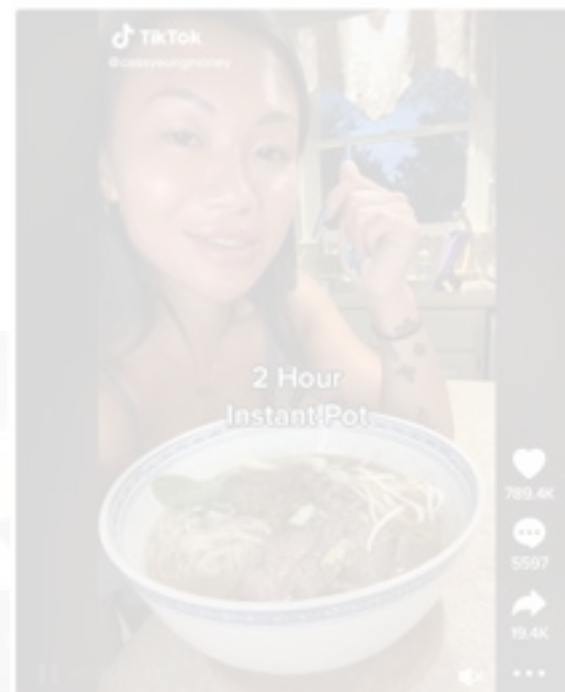
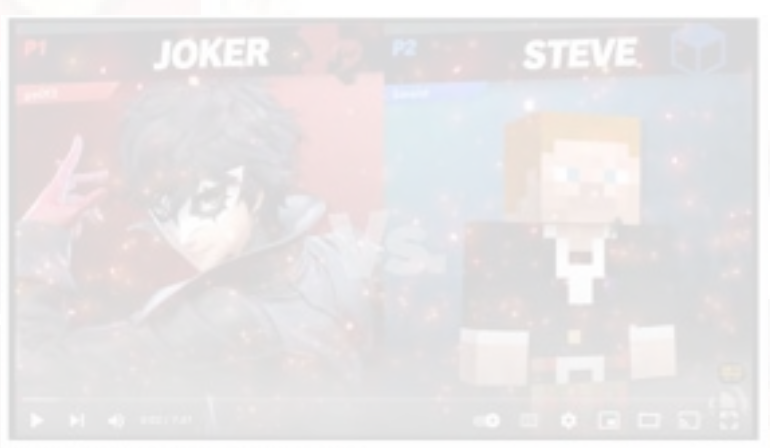
Clothing/Brands



Sports/Fitness

Education

Video Games



How do Gen Z consume media?

Currently Ever Watch Live Streamed Video Games

TOTAL U.S. POPULATION 12+
% SAYING YES

“Do you currently ever watch live, streamed video games on services such as Twitch, YouTube Live, Facebook Live, or Mixer?”



Audiobook Listening

TOTAL U.S. POPULATION 12+
% EVER LISTENED TO AN AUDIOBOOK

52



Age 12-24

43



Age 25+



% WHO CURRENTLY USE STREAMING VIDEO (e.g., Netflix, Hulu, Disney)



SOURCE: EDISON RESEARCH ONLINE GENERAL POPULATION SURVEY, ONLINE U.S. POPULATION 18+

Smartphone Ownership

TOTAL U.S. POPULATION 12+
% OWNING A SMARTPHONE

93



Age 12-24

87

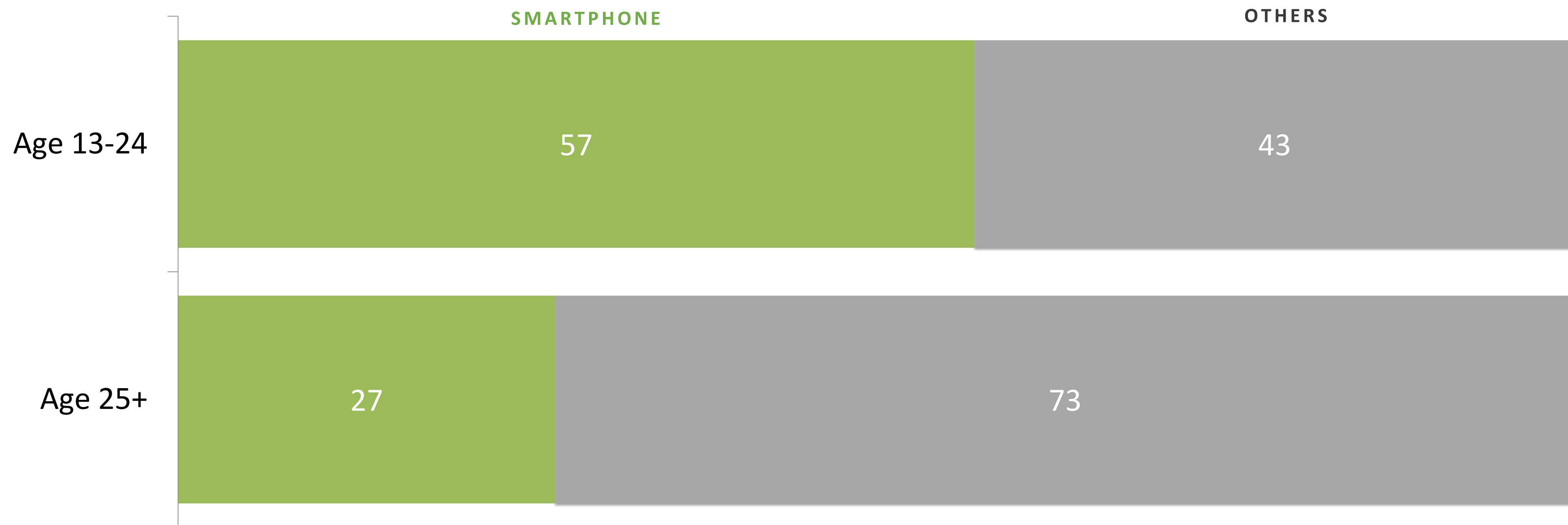


Age 25+



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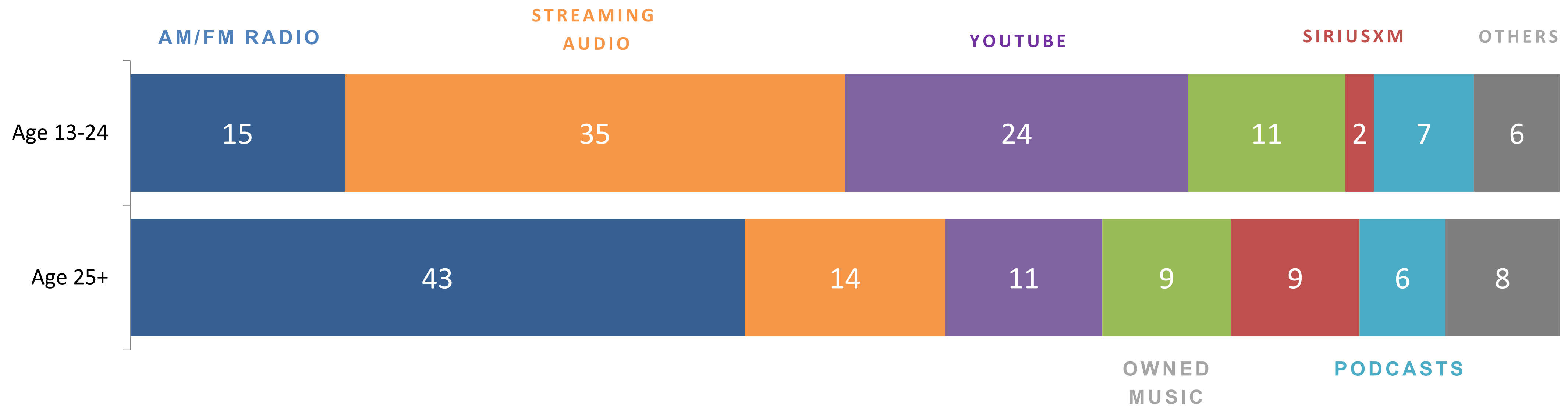
Share of Time Spent Listening to Audio by Device



EDISON RESEARCH SHARE OF EAR © Q2 2022

Share of Ear[®]

Share of time spent listening to audio sources



AM/FM RADIO INCLUDES OVER THE AIR AND RADIO STREAMS

YOUTUBE FOR MUSIC AND MUSIC VIDEOS ONLY

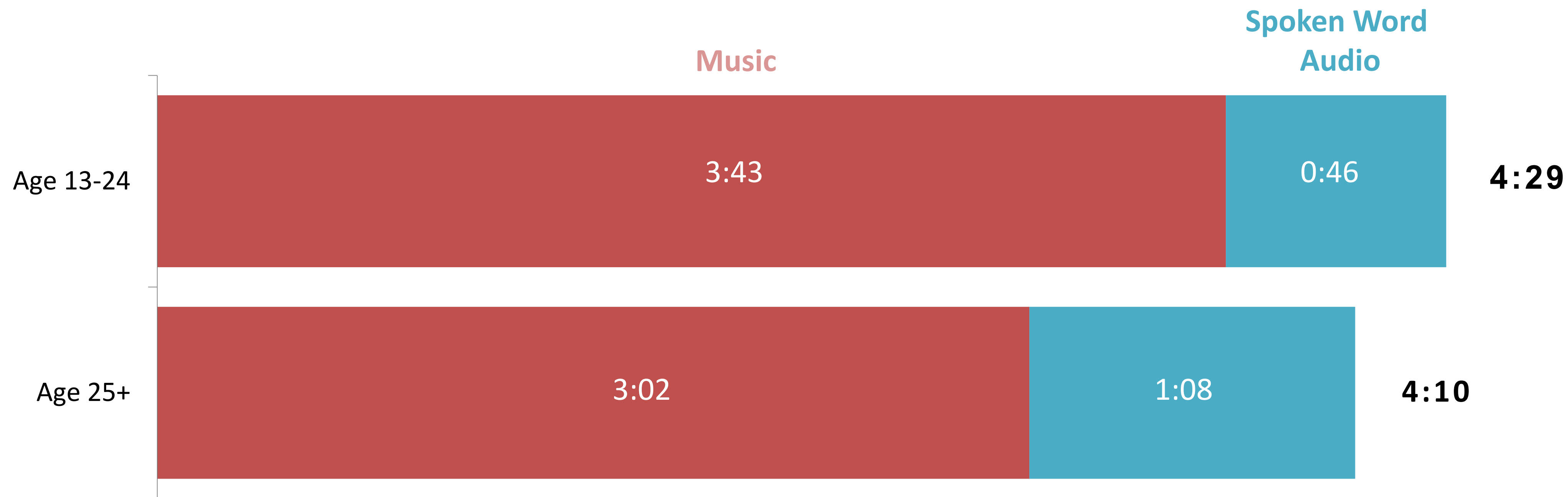
STREAMING AUDIO INCLUDES PURE PLAYS SUCH AS PANDORA, SPOTIFY, AND OTHERS

OTHERS INCLUDE TV MUSIC CHANNELS, AUDIOBOOKS, AND OTHER AUDIO SOURCES

EDISON RESEARCH SHARE OF EAR © Q2 2022

Share of Ear[®]

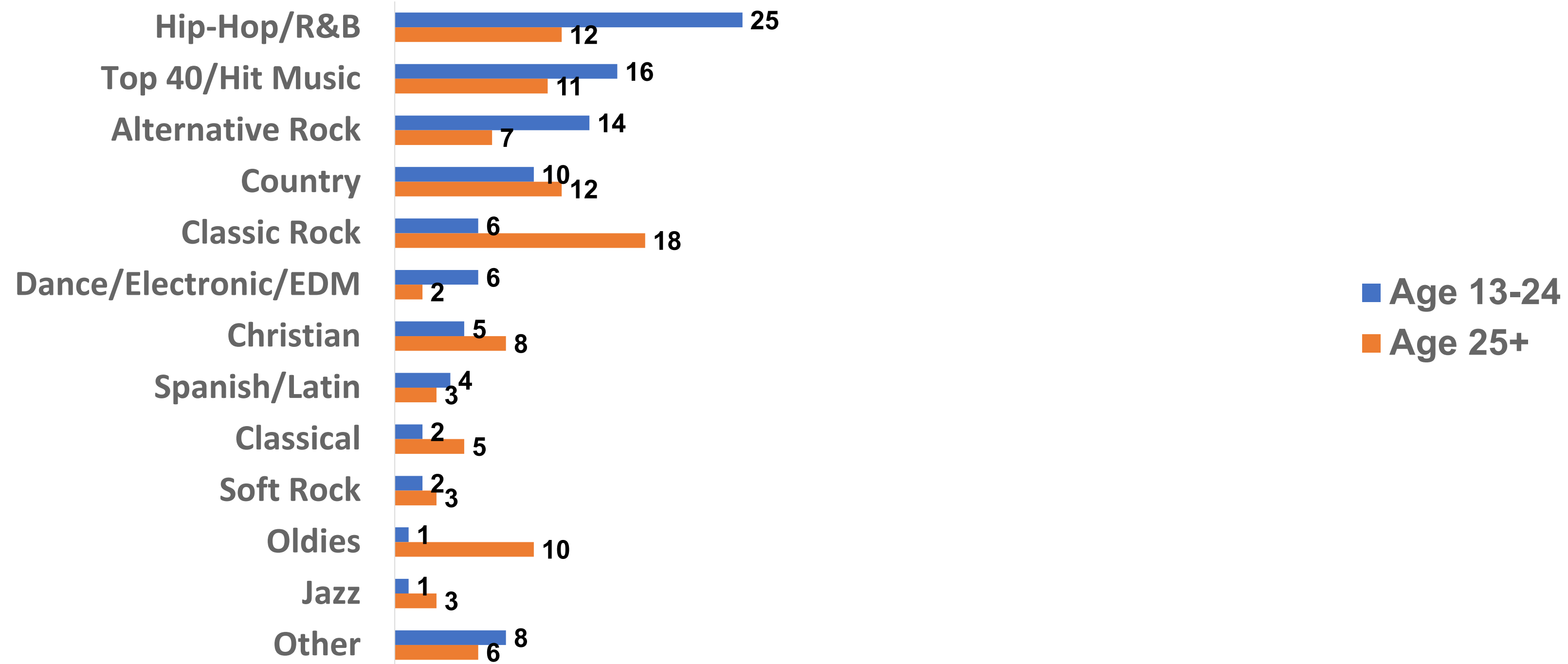
Audio Listening by Content Type (HH:MM)



EDISON RESEARCH SHARE OF EAR © Q2 2021

Share of Ear[®]

Music genre listened to most overall



% indicating music genre

EDISON RESEARCH SHARE OF EAR © Q2 2022

Listening to AM/FM Radio in the Last Week

TOTAL U.S. POPULATION 12+

% LISTENED TO AM/FM RADIO IN THE LAST WEEK

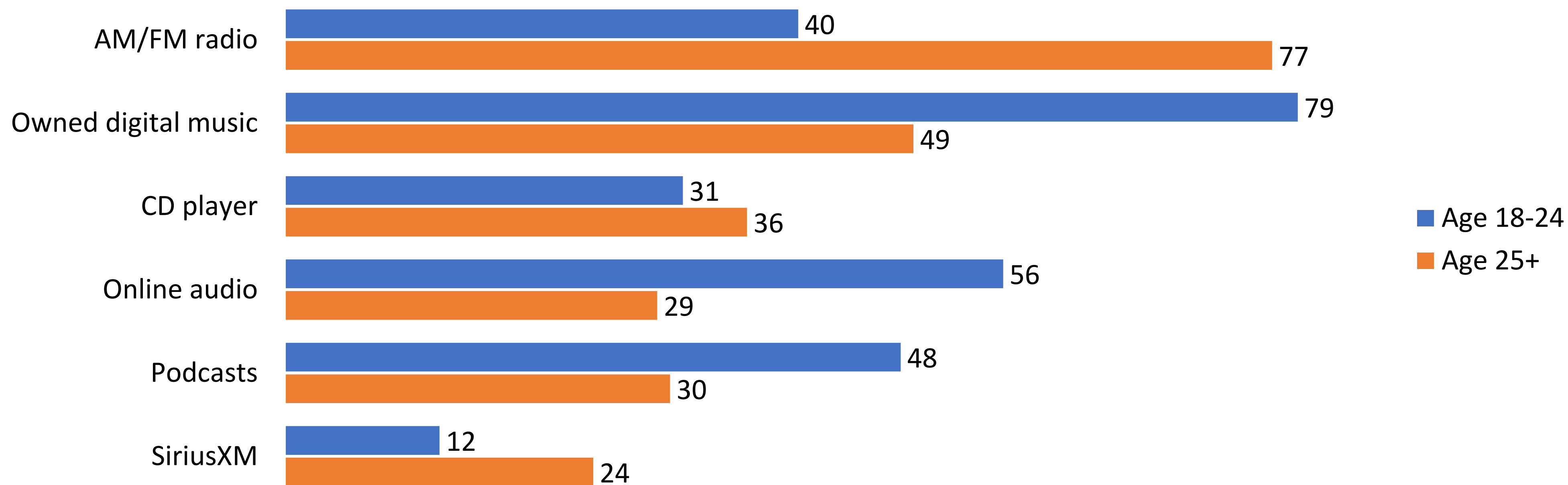
AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE



Audio Sources Currently Ever Used in Car

BASE: HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; (A18-24: 80%; A25+:84%)

% USING AUDIO SOURCE IN CAR



Monthly Podcast Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO A PODCAST IN THE LAST MONTH

48



Age 12-24

36

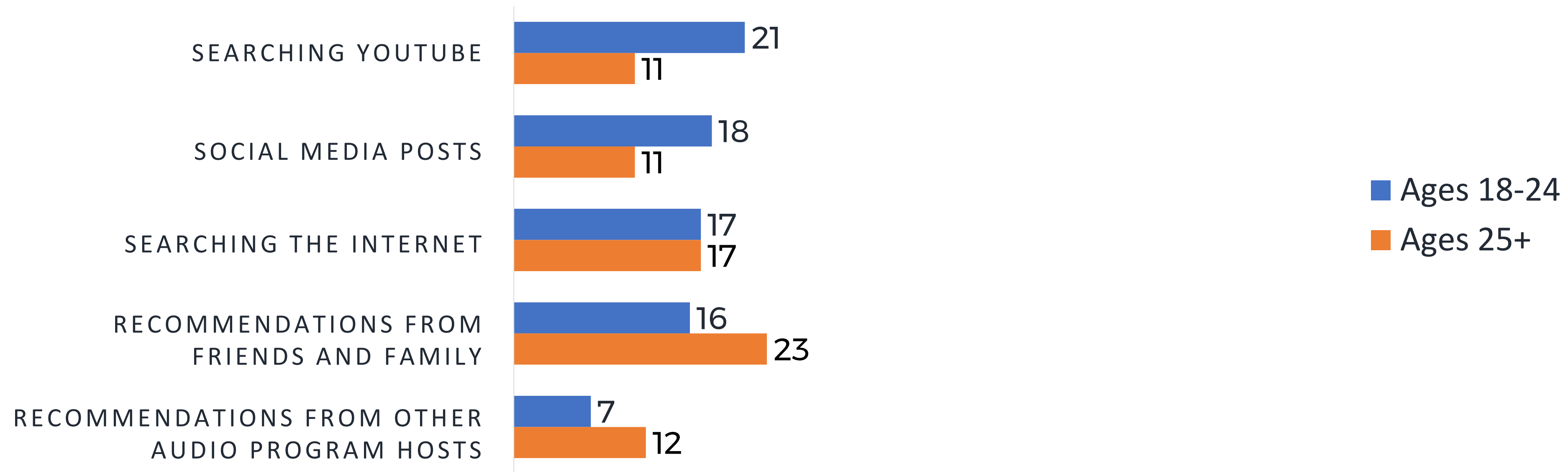


Age 25+



How Do You Discover Podcasts Most Often?

U.S. WEEKLY PODCAST LISTENERS
% SAYING METHOD



Social Media Usage

TOTAL U.S. POPULATION 12+
% USING ANY SOCIAL MEDIA

93



Age 12-24

80

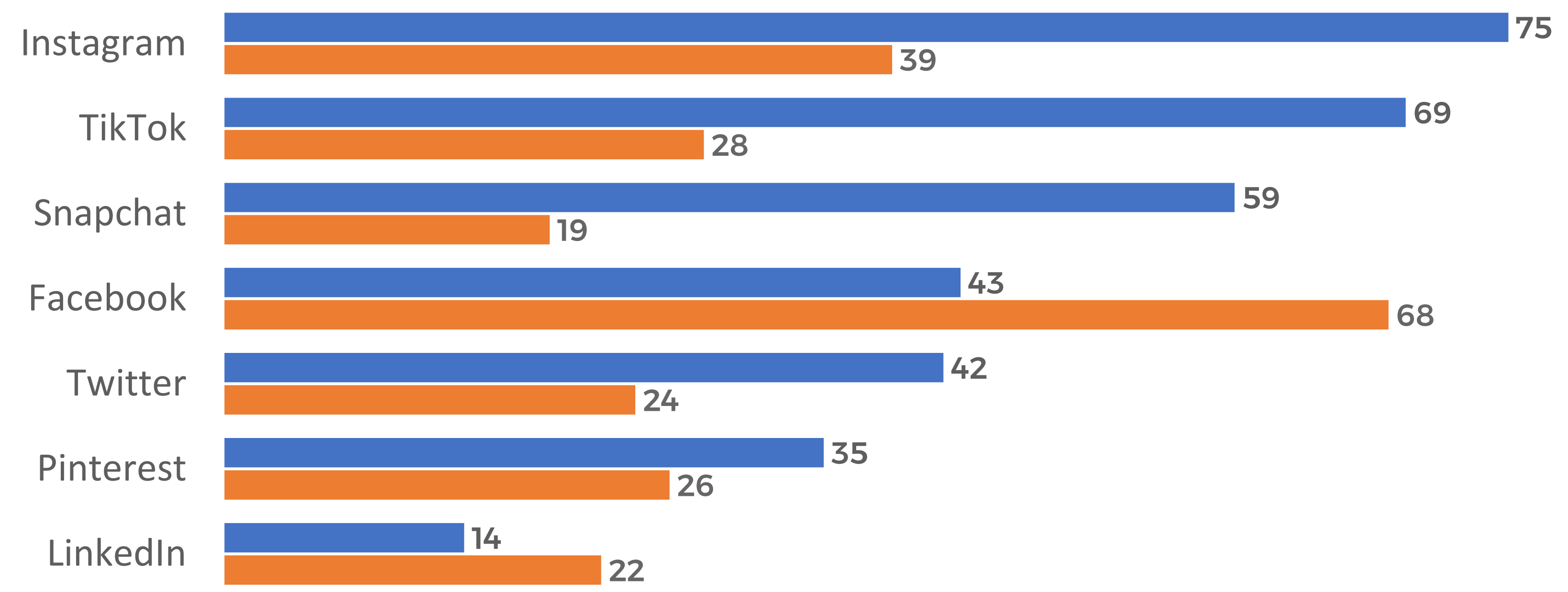


Age 25+



Social Media Brand Usage

TOTAL U.S. POPULATION 12+
% USING SOCIAL MEDIA BRAND

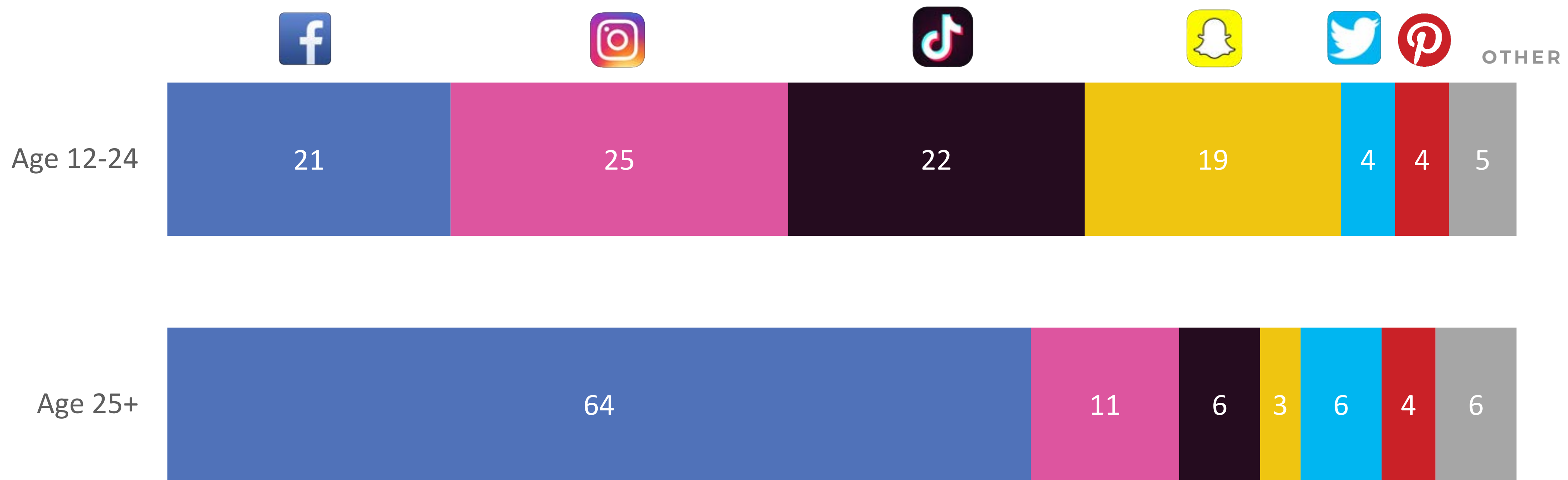


■ Age 12-24
■ Age 25+



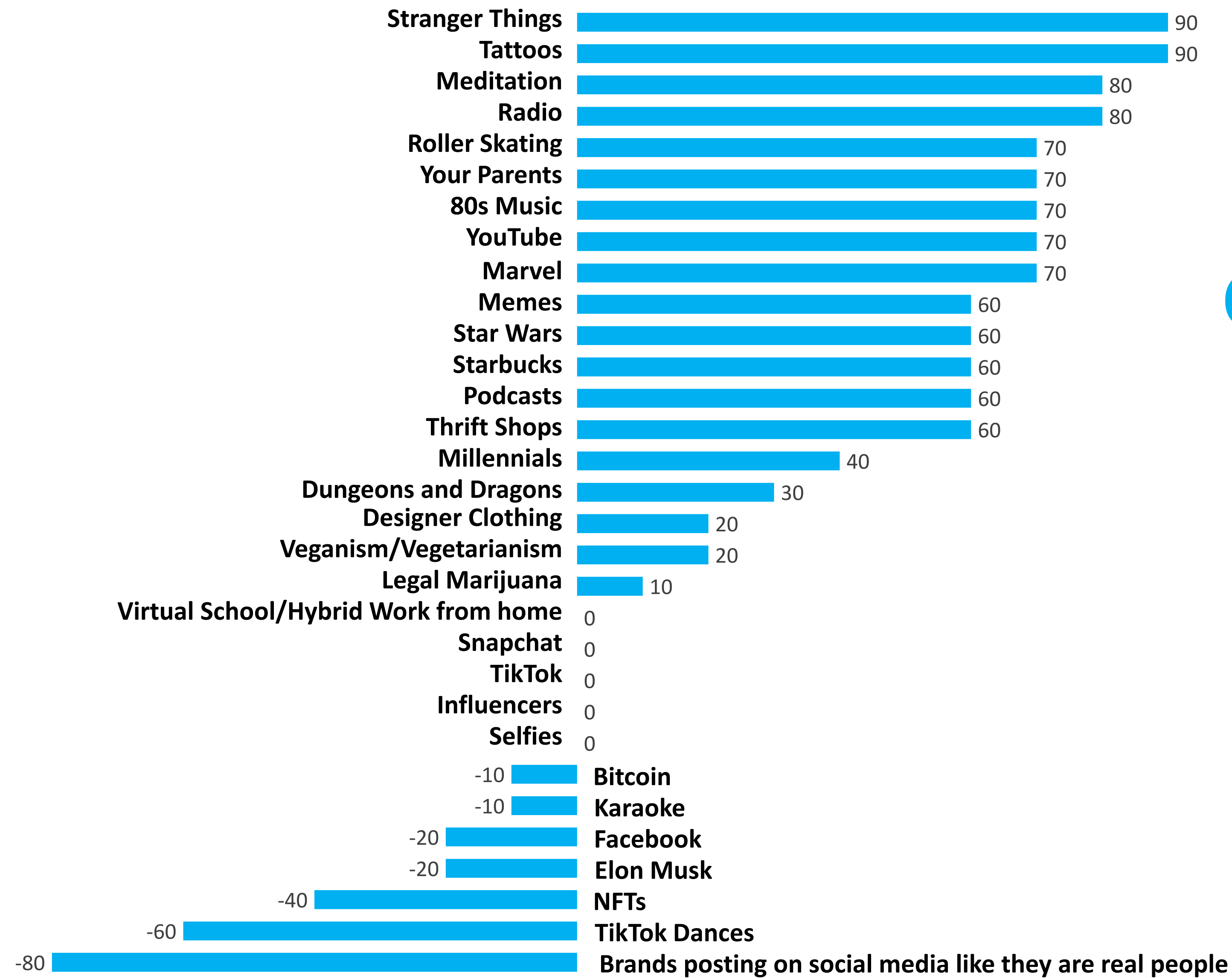
Social Media Brand Used Most Often

BASE: U.S. 12+ SOCIAL MEDIA USERS



CRINGE

COOL





Generation Z

How do they see themselves?

How do they consume media?

What do they share with others?



Generation Z

They are diverse and open minded

They consume media digitally

(Unless influenced by older generations or environment)

They have a lot on their minds



What can you do for Gen Z?

Provide context around the important issues and events in their lives

Find the right “meme” that expresses the feeling

Be one of the places they can go to relax

Consider music as a gateway

Try not to be cringe – be authentic