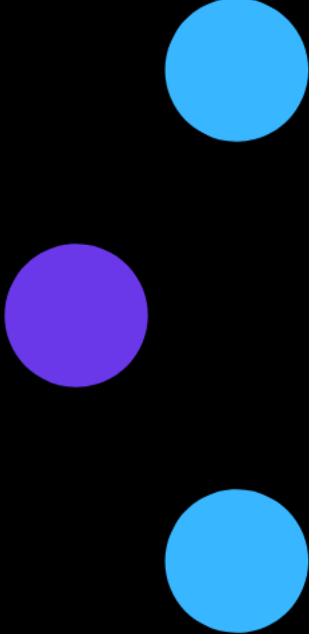




The Gen Z Audio Report



The Gen Z Audio Report

Survey Methodology



2,010 total online surveys with Gen Z respondents (age 13-24)

851 surveys with respondents age 13-17

1,159 surveys with respondents age 18-24

Surveys conducted in Q4 2024

Data weighted to match the U.S. population

Additional Research Sources



The Infinite Dial

The longest-running survey of digital media consumer behavior in America
January 2025 survey of 5,020 people age 12 and older (telephone and online)

Share of Ear

Audio listening diary survey measuring audio listening during a 24-hour period
N=1,000 people in the U.S. age 13 and older conducted quarterly since 2014

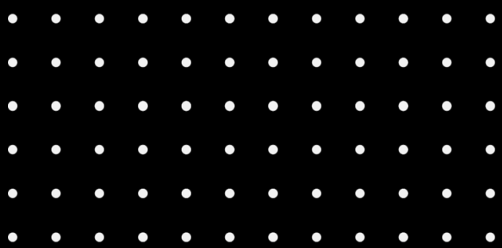
Edison Podcast Metrics

The only podcast measurement service that measures listening, not downloads, across all networks, shows and platforms.

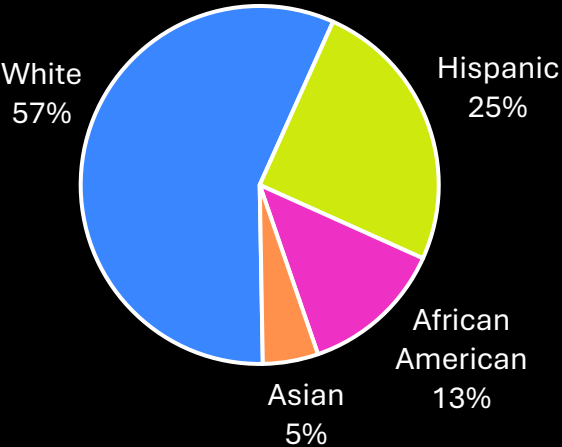
N= 20,000 weekly podcast listeners age 13 and older

Who Are Gen Z?

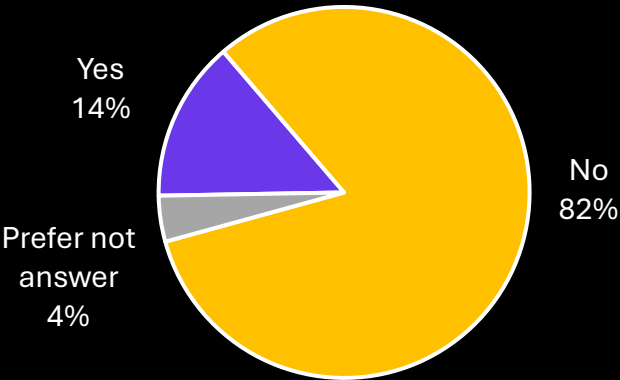
U.S. Population Age 13-24



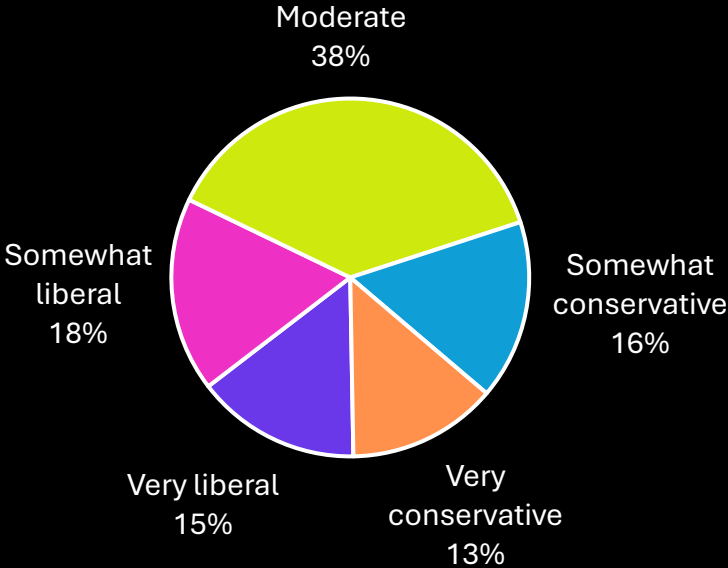
Ethnicity



Identify as gay, lesbian, bisexual, or transgender



Political Ideology



Base: Gave a response

Source: Edison Research Gen Z Audio Study Q4 2024

Gen Z Media Habits

U.S. Population Age 13-24

89%

own a smartphone

37%

own a smart speaker

31%

own a smart watch

91%

currently ever use any social media site/service

63%

listened to or watched a podcast in the last month

59%

have ever listened to an audiobook

48%

have listened to AM/FM radio or SiriusXM in the last week

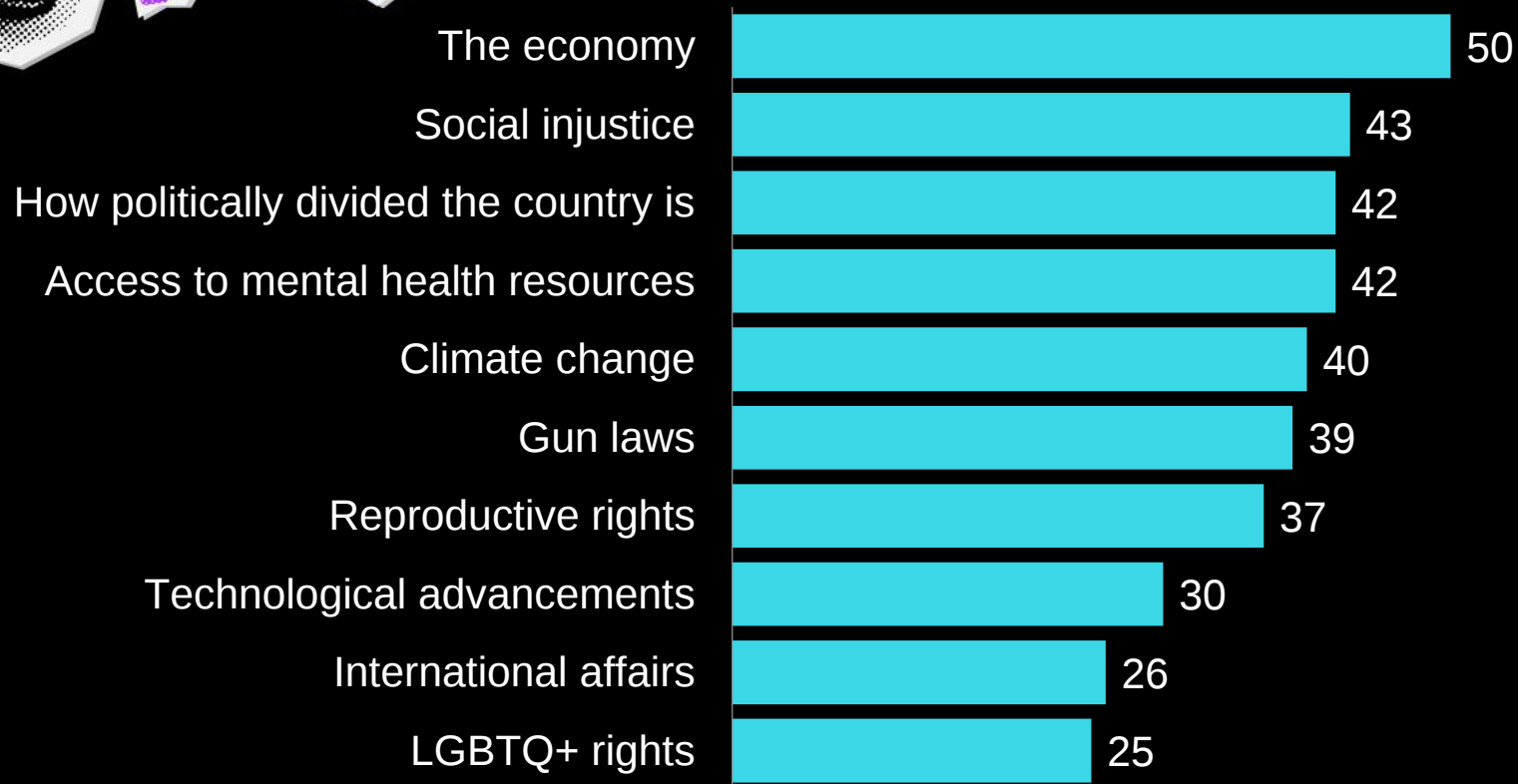


Source: Infinite Dial 2025 from Edison Research



What Concerns Gen Z “a lot”?

U.S. Population Age 13-24



Question: How concerned are you about...?

Source: Edison Research Gen Z Audio Study Q4 2024

How Are Gen Z Navigating Life?

U.S. Population Age 13-24

86%

Boost their mood by listening to music or consuming podcasts

75%

Actively choosing to work on their personal growth

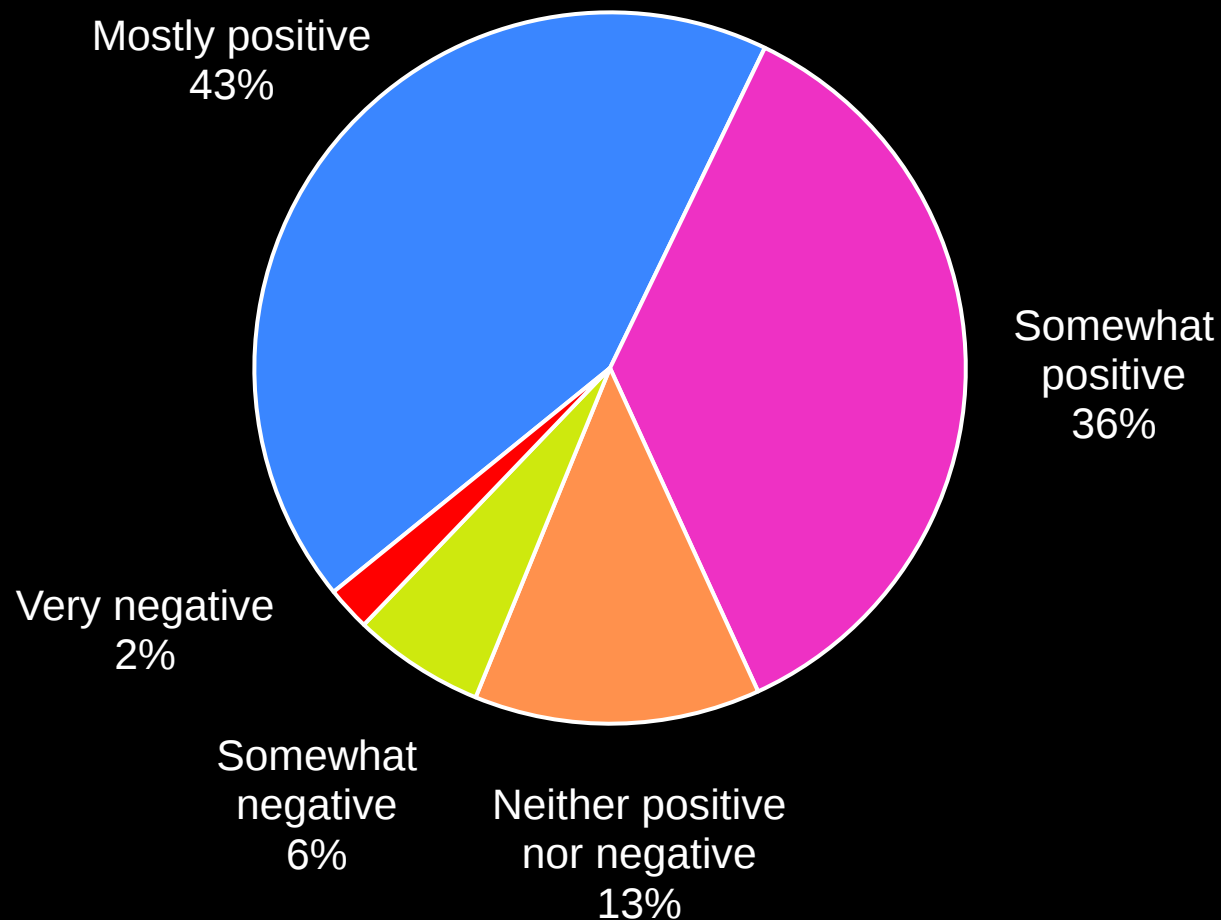
43%

By relying often on technology to stay informed about current events and the news

Source: Edison Research Gen Z Audio Study Q4 2024

Gen Z's Outlook on the Future

U.S. Population Age 13-24



Question: When you think about the future, is your outlook...?

Source: Edison Research Gen Z Audio Study Q4 2024

79%

have a positive
outlook on the
future



Question: When you think about the future, is your outlook...?
Source: Edison Research Gen Z Audio Study Q4 2024

What's Important to Gen Z?

U.S. Population Age 13-24

% saying "very" or "somewhat" important

Health & Wellness

79% Managing their mental health

76% Managing their physical health

Personal Development

76% Having an education

75% Working on their personal growth

61% Expressing themselves creatively

Social Connection

75% Spending time with family

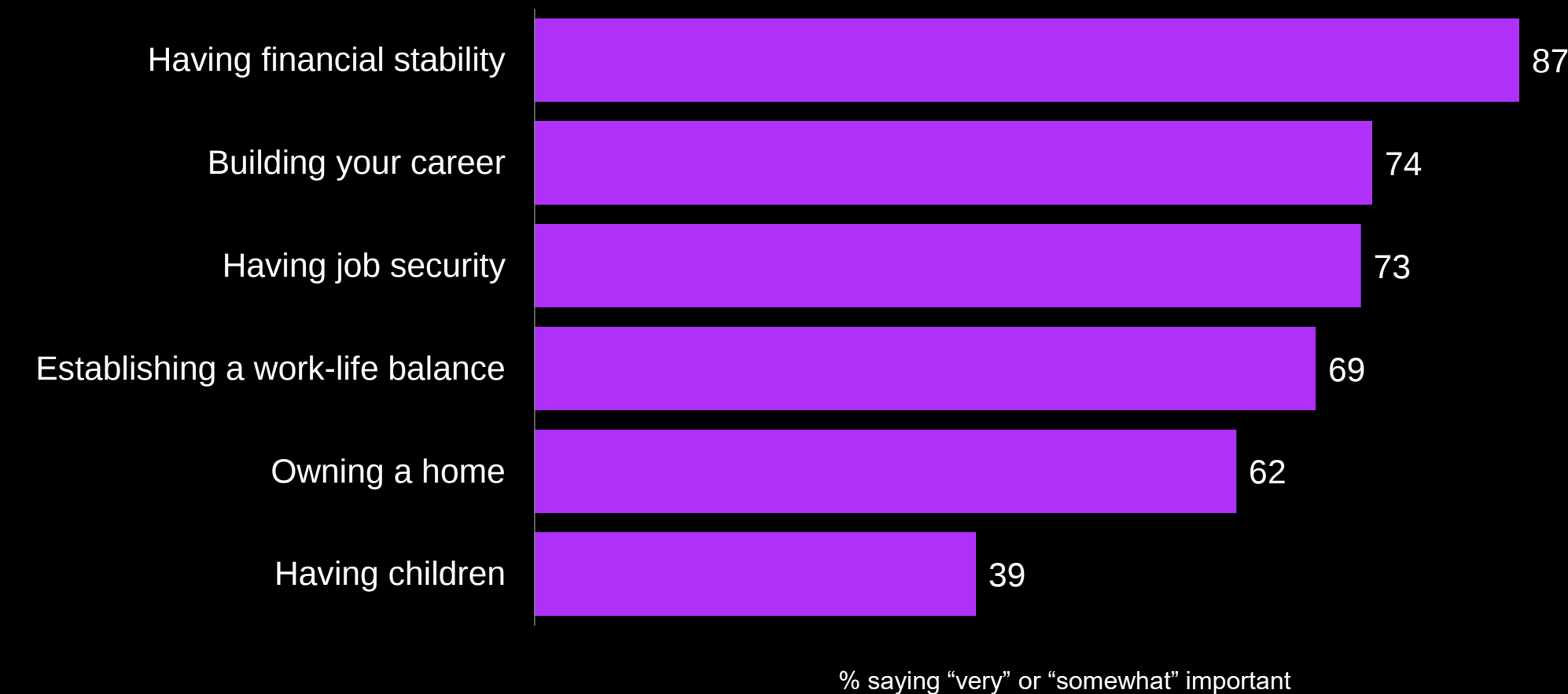
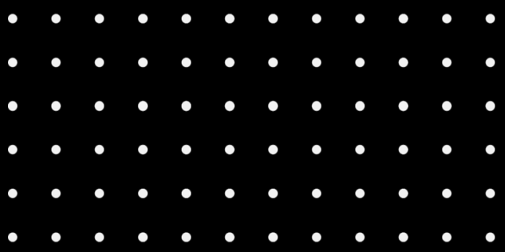
72% Maintaining friendships

43% Having romantic relationships

Question: Thinking about your life right now. How important is...?
Source: Edison Research Gen Z Audio Study Q4 2024

What's Important to Gen Z Age 18-24?

U.S. Population Age 18-24



Question: Thinking about your life right now. How important is...?
Source: Edison Research Gen Z Audio Study Q4 2024



Gen Z
spends an average of

4 hours **10** minutes

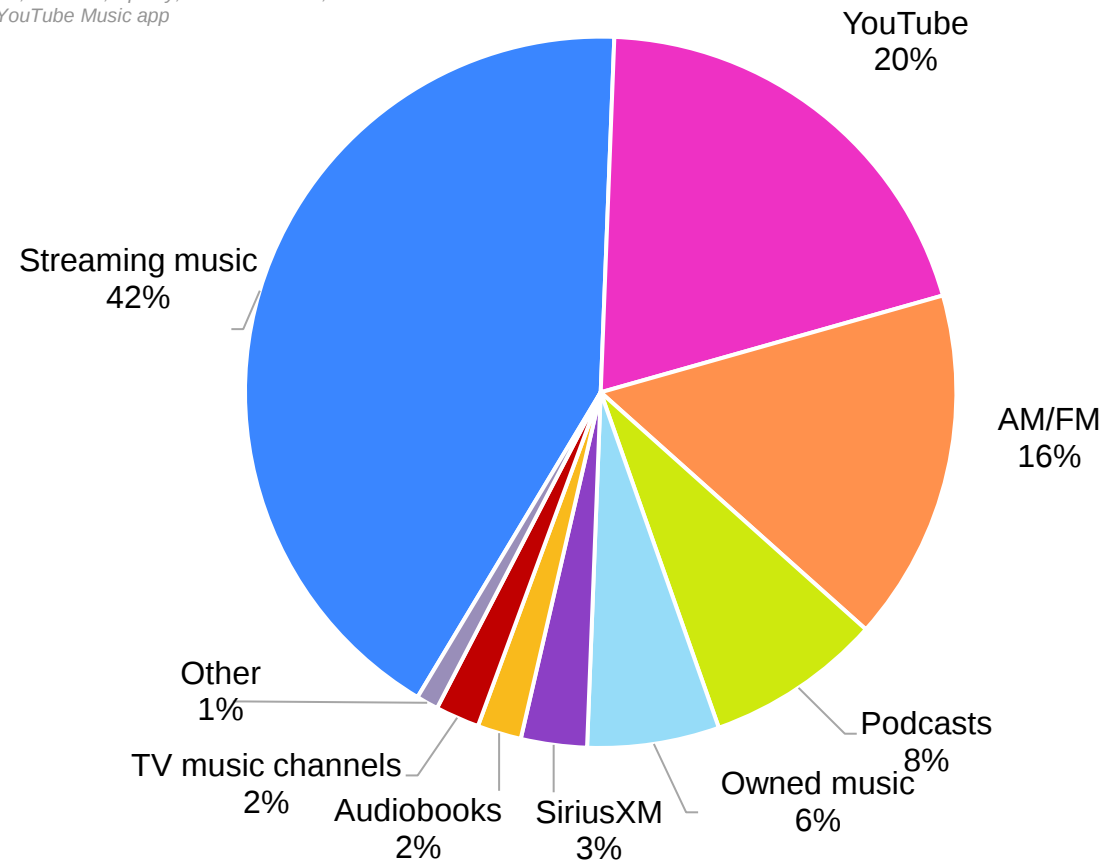
listening to **audio** in a typical day

Source: Edison Research Share of Ear © Q2 2025

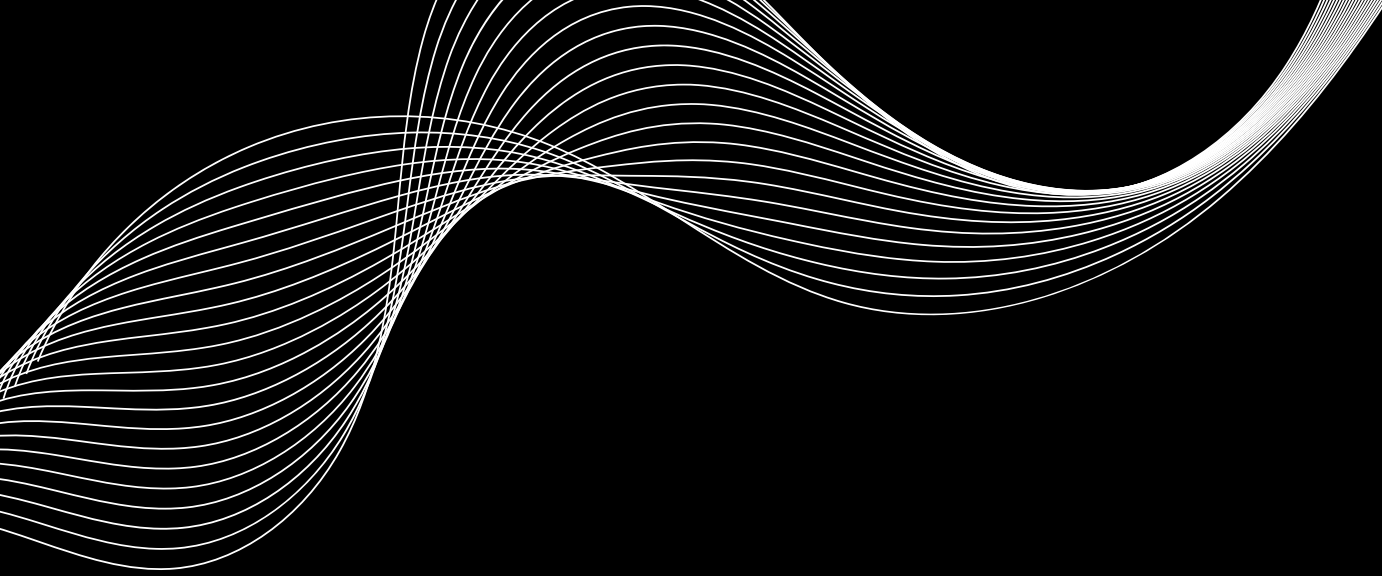
Share of Time Spent Listening to Audio Sources

U.S. Population Age 13-24

*AM/FM Radio includes over the air and radio streams
Streaming Music includes services such as Amazon Music, Apple Music, Pandora, Spotify, YouTube Music, and others
YouTube is for music and music videos only; does not include use of YouTube Music app*



Source: Edison Research Share of Ear ® Q3 2024 – Q2 2025



Audio is Joy

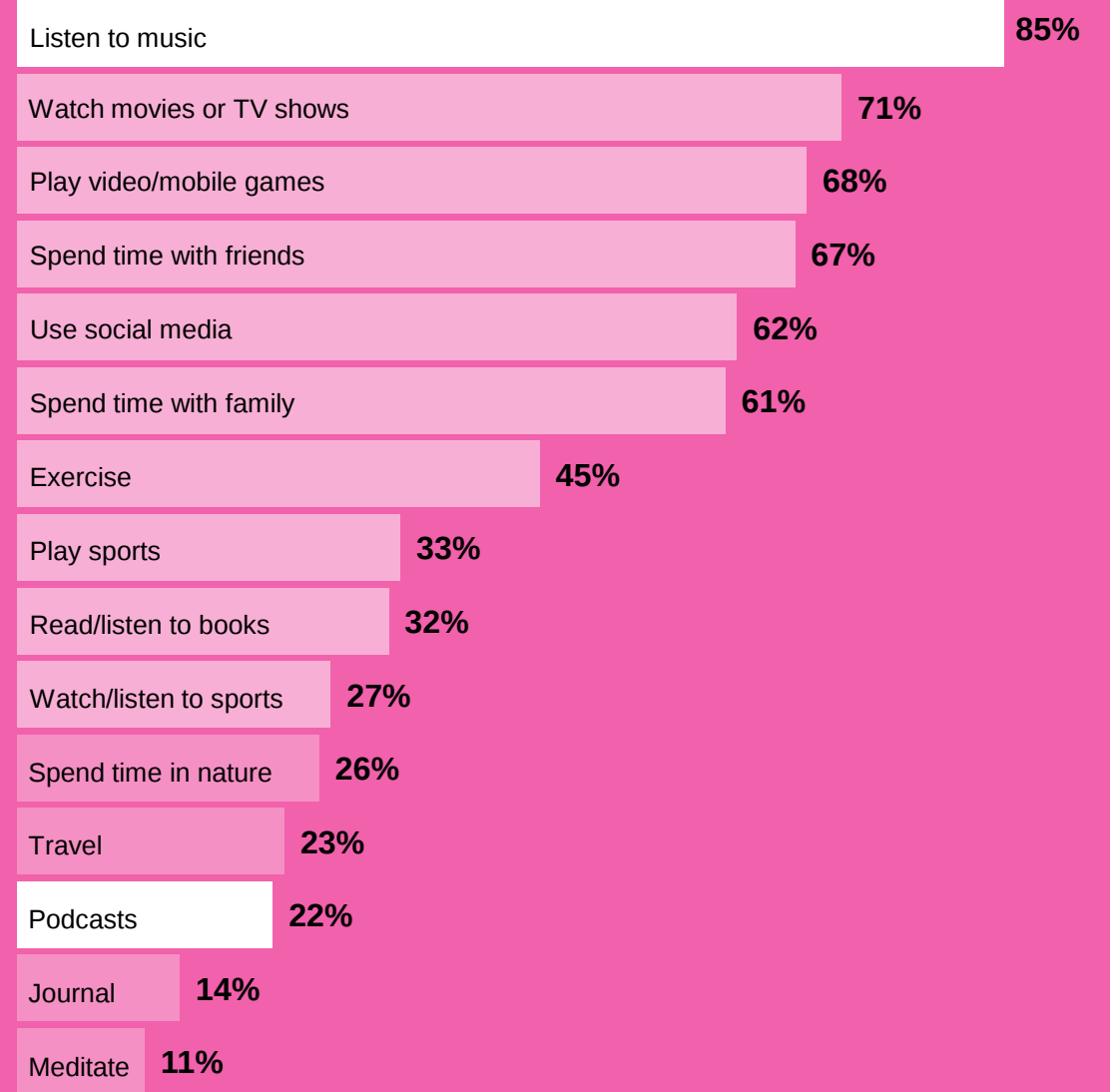


Audio is their #1 mood enhancer

Question: Which of the following activities do you do to help boost your mood? Mark all that apply.

86%

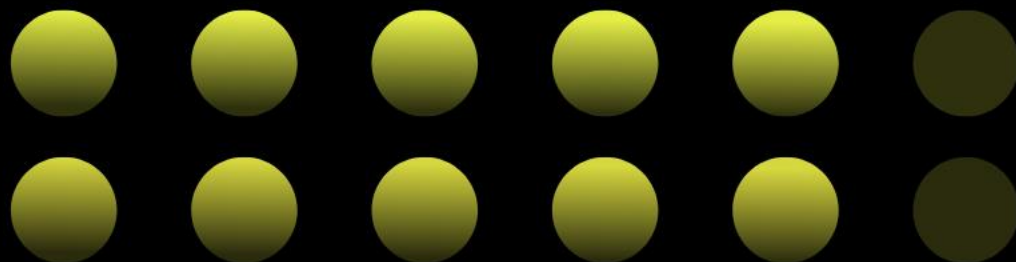
of Gen Z listen to music or consume a podcast to help boost their mood.



Audio Lifts Spirits and Sparks Creativity for Gen Z

U.S. Population Age 13-24

Base: Listened to audio in the last year

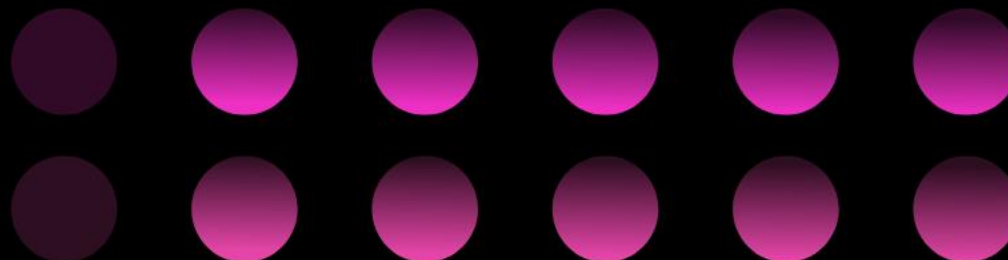


69%

agree that audio has brought
joy to their lives

57%

agree that audio inspires them



Source: Edison Research Gen Z Audio Study Q4 2024

Audio Brightens the Day for Gen Z

U.S. Population Age 13-24

Base: Listened to audio in the last year

64%

agree that audio has a
*special way of bringing
happiness into their day*

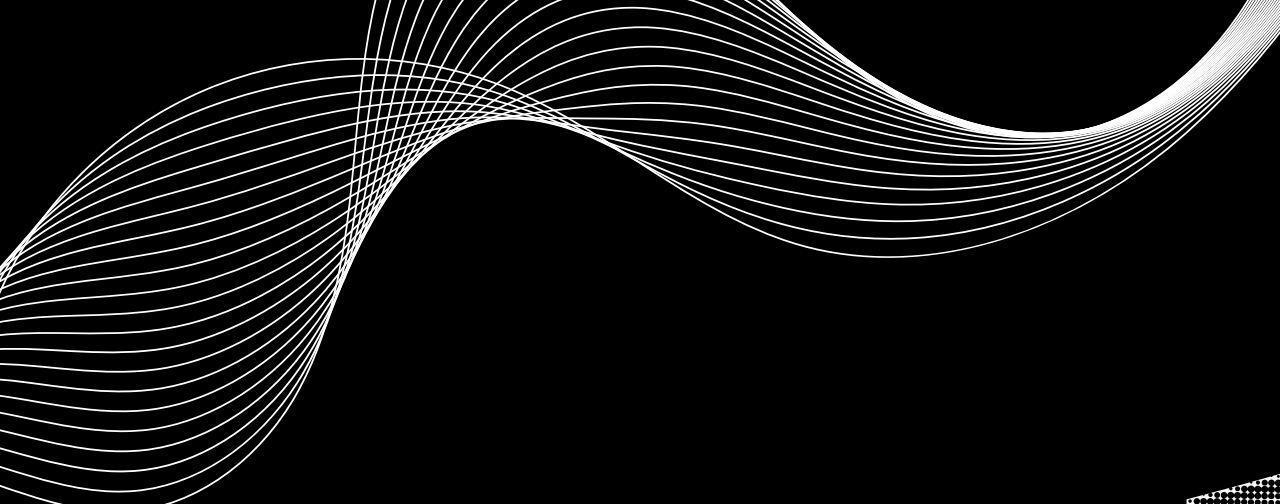


Source: Edison Research Gen Z Audio Study Q4 2024



SiriusXM
Media

The Gen Z Audio Report

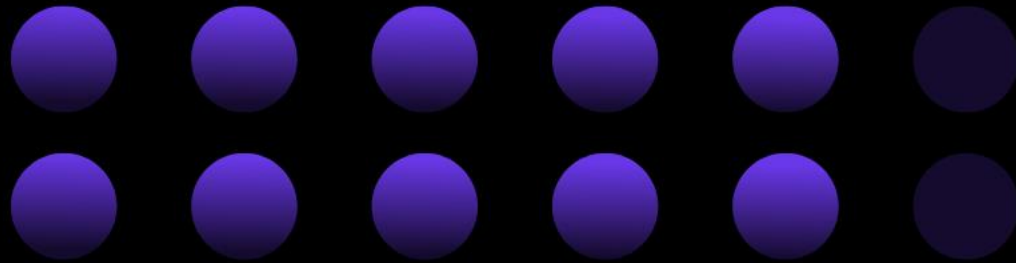


Audio is Connection

Audio Helps Gen Z Feel Connected

U.S. Population Age 13-24

Base: Listened to audio in the last year

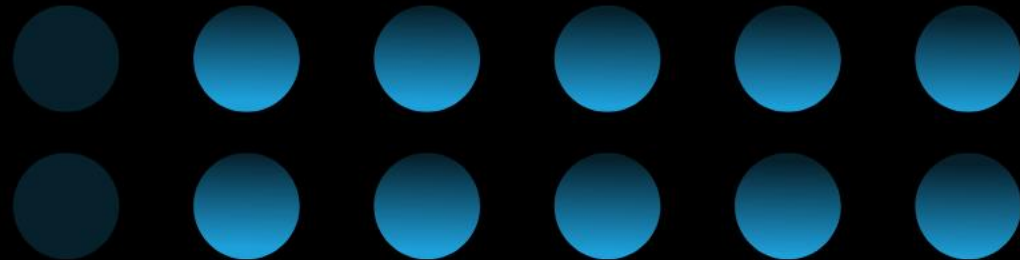


41%

agree that audio has provided
them with companionship

38%

agree that audio has given
them a sense of community



Source: Edison Research Gen Z Audio Study Q4 2024

Audio as a Bridge

U.S. Population Age 13-24

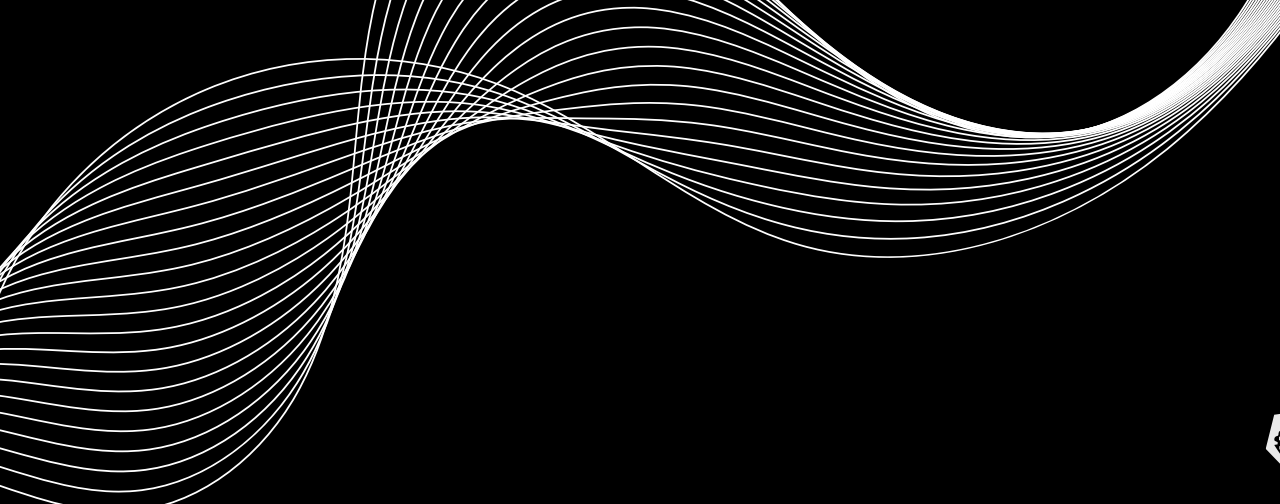
Base: Listened to audio in the last year

43%

agree that audio has *helped*
them connect with others



Source: Edison Research Gen Z Audio Study Q4 2024



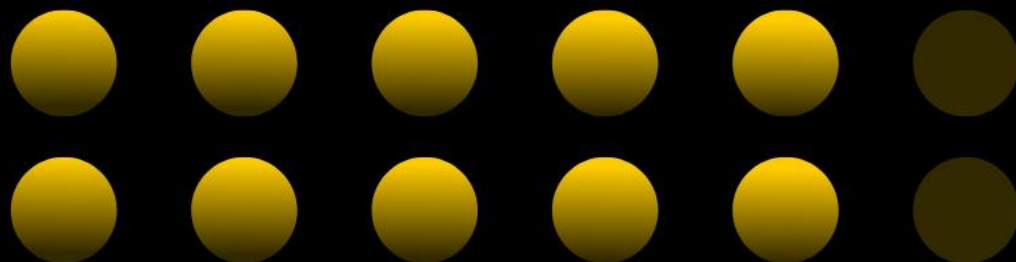
Audio is Therapy



Audio Helps Gen Z Tune Out the World

U.S. Population Age 13-24

Base: Listened to audio in the last year

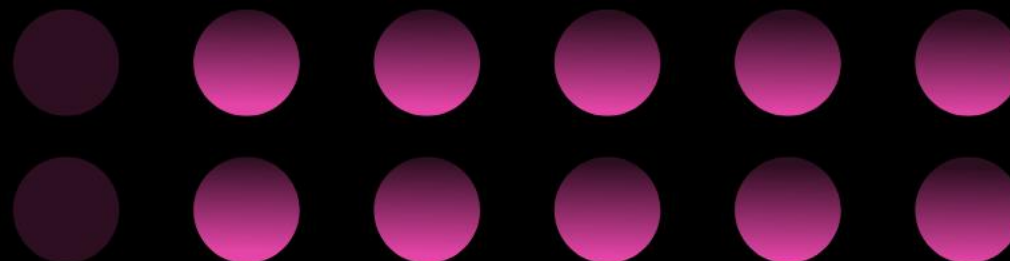


67%

agree that audio has provided them
a way to escape from daily life

63%

agree that audio has helped
them cope during difficult times



Source: Edison Research Gen Z Audio Study Q4 2024

Audio Helps Gen Z Find Mental Balance

U.S. Population Age 13-24

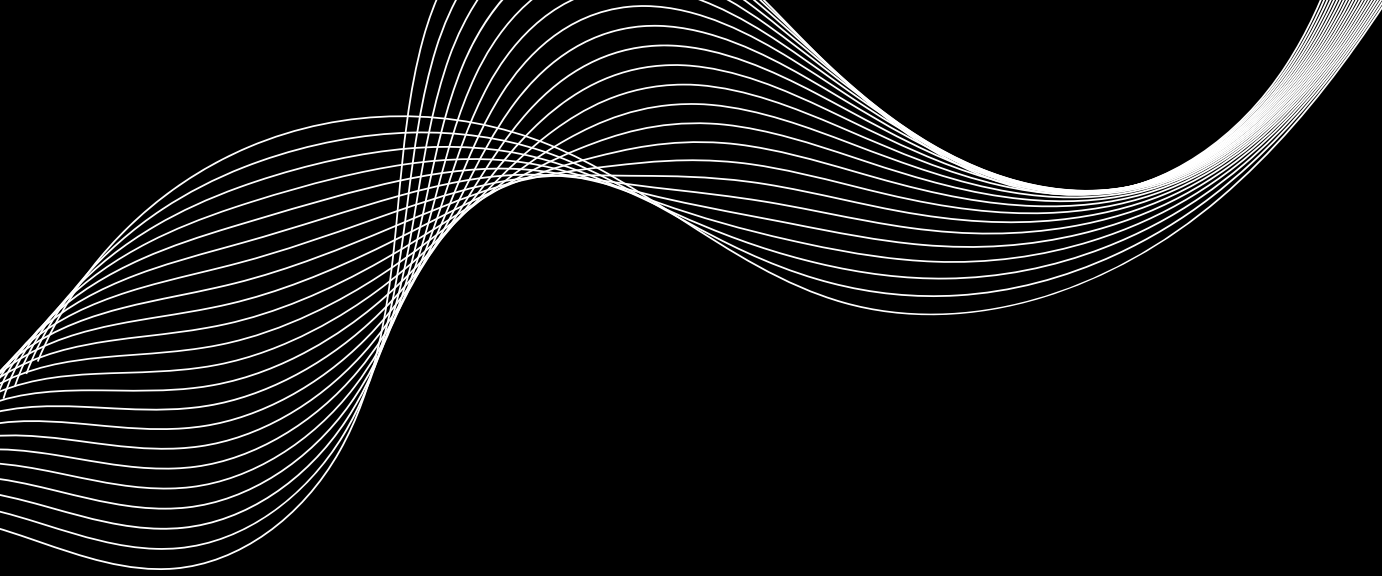
Base: Listened to audio in the last year

61%

agree that audio has
*helped them with their
mental health*



Source: Edison Research Gen Z Audio Study Q4 2024



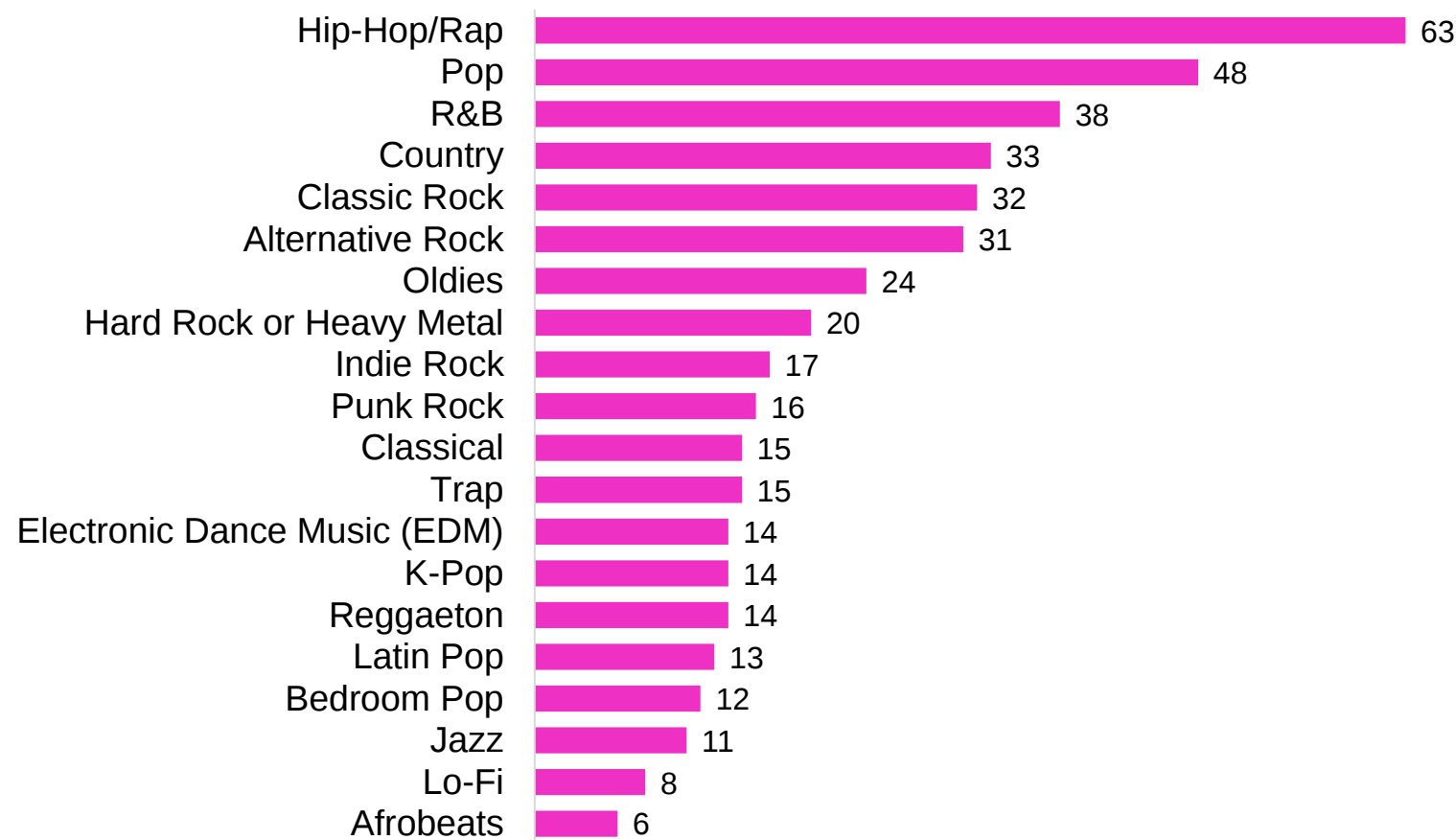
Music



Which Music Genres Are Gen Z Listening To?

U.S. Population Age 13-24

Base: Listened to music in the last month (97%)



% selecting genre

Source: Edison Research Gen Z Audio Study Q4 2024



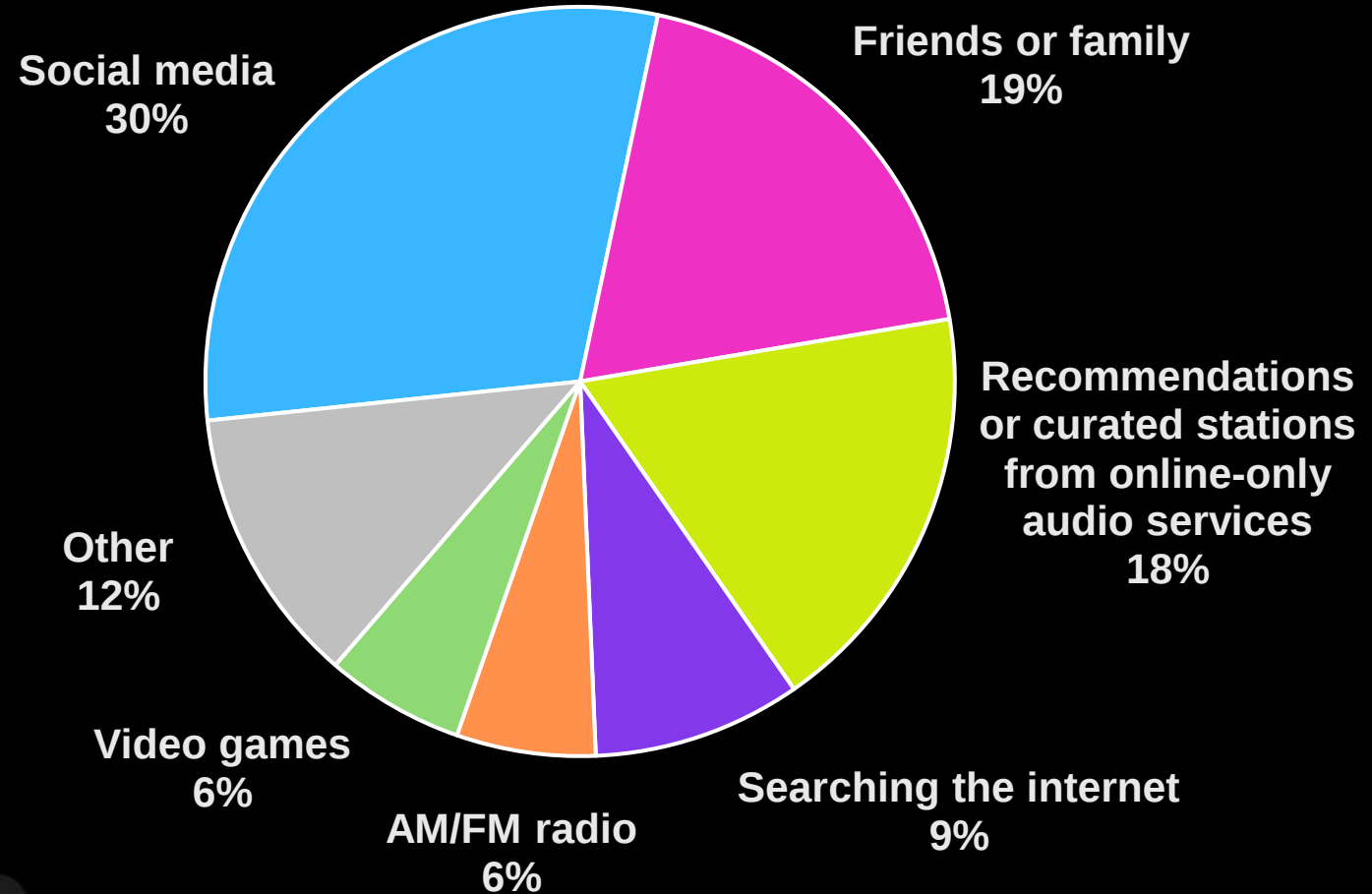
The Gen Z Audio Report

How Gen Z Discovers Music Most Often

U.S. Population 13-24



Source: Edison Research Gen Z Audio Study Q4 2024



Older Gen Z find music most often through social media, while younger Gen Z rely more on friends and family



Question: How do you discover music most often?

% using source most often	Age 13-17	Age 18-24
Social media	20%	37%
Recommendations or curated stations from online-only audio services	19%	17%
Friends or family	27%	13%
Searching the internet	8%	10%
AM/FM radio	10%	4%
TV shows/movies	3%	4%
Video games	3%	7%

Base: Listened to music in the last month



Source: Edison Research Gen Z Audio Study Q4 2024

Gen Z's greatest flex

Gen Z on SoundCloud isn't just listening—they're discovering, sharing, and shaping the next wave of music culture through real-time engagement and community-first behavior.

They don't just fuel the it factor in now-big names like Billie Eilish, Peggy Gou, and Bad Bunny, they actively discover and recommend them in their communities, driving what's next in music culture.

52%

of SoundCloud users are Gen Z¹

71%

Under 35¹

67%

of total plays on SoundCloud in 2024
were by Gen-Z²

57%

of track uploads in 2024 were by
Gen-Z²



Music Shapes Gen Z's Identity

U.S. Population Age 13-24

Base: Listened to music in the last month

60% say music allows them to connect with your emotions

54% say music helps them express their own individuality and style

21% say music helps them connect with their cultural background

Source: Edison Research Gen Z Audio Study Q4 2024



Gen Z's music is nostalgic & keeps it personal

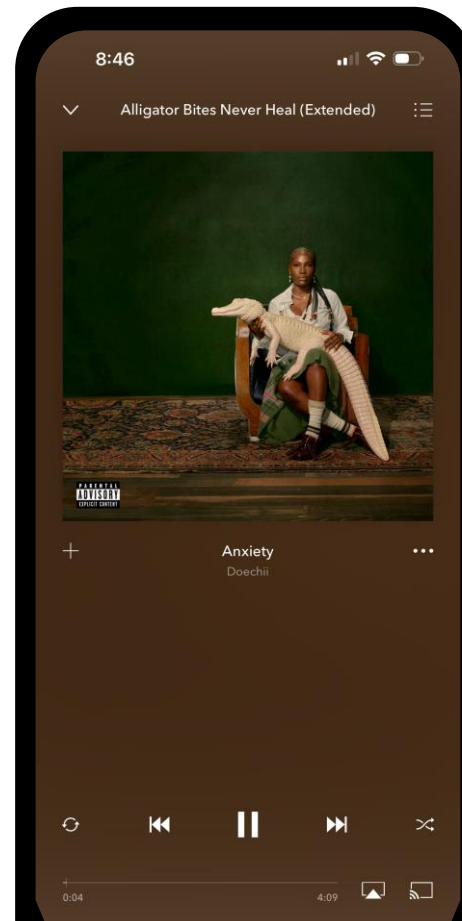


1 in 2

have recommended their favorite musical artist/group to family/friends in the last five years

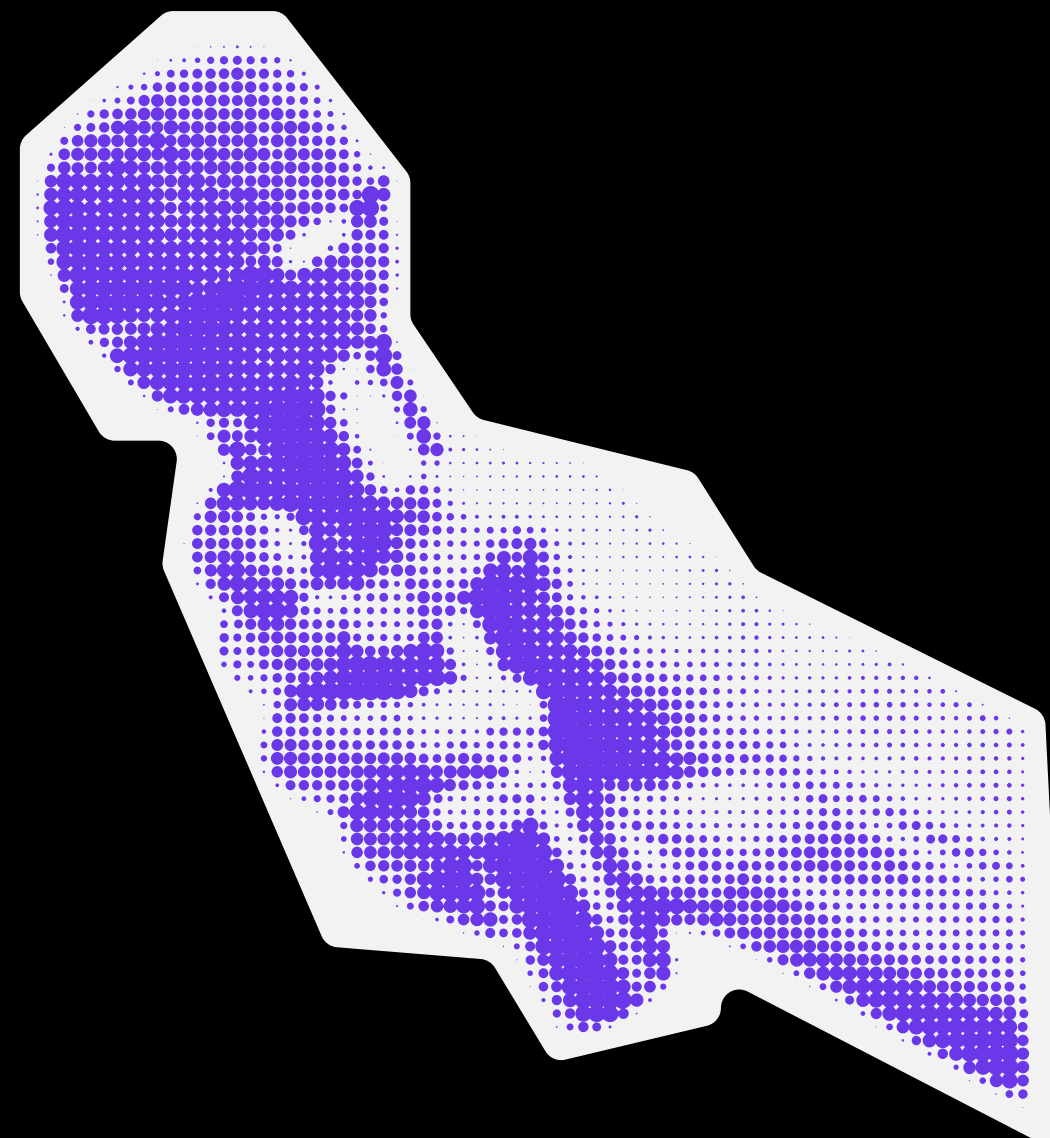
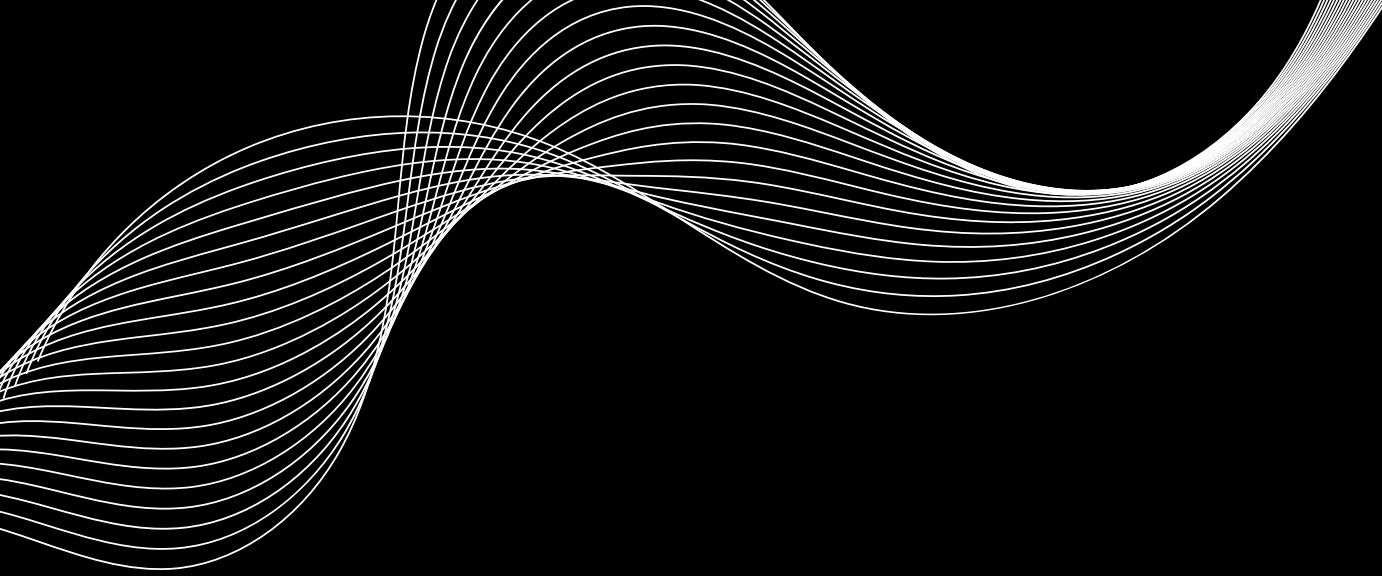
Time Traveling

With the virality of music from the early 2000s, Gen Z's playlist is packed with nostalgia.

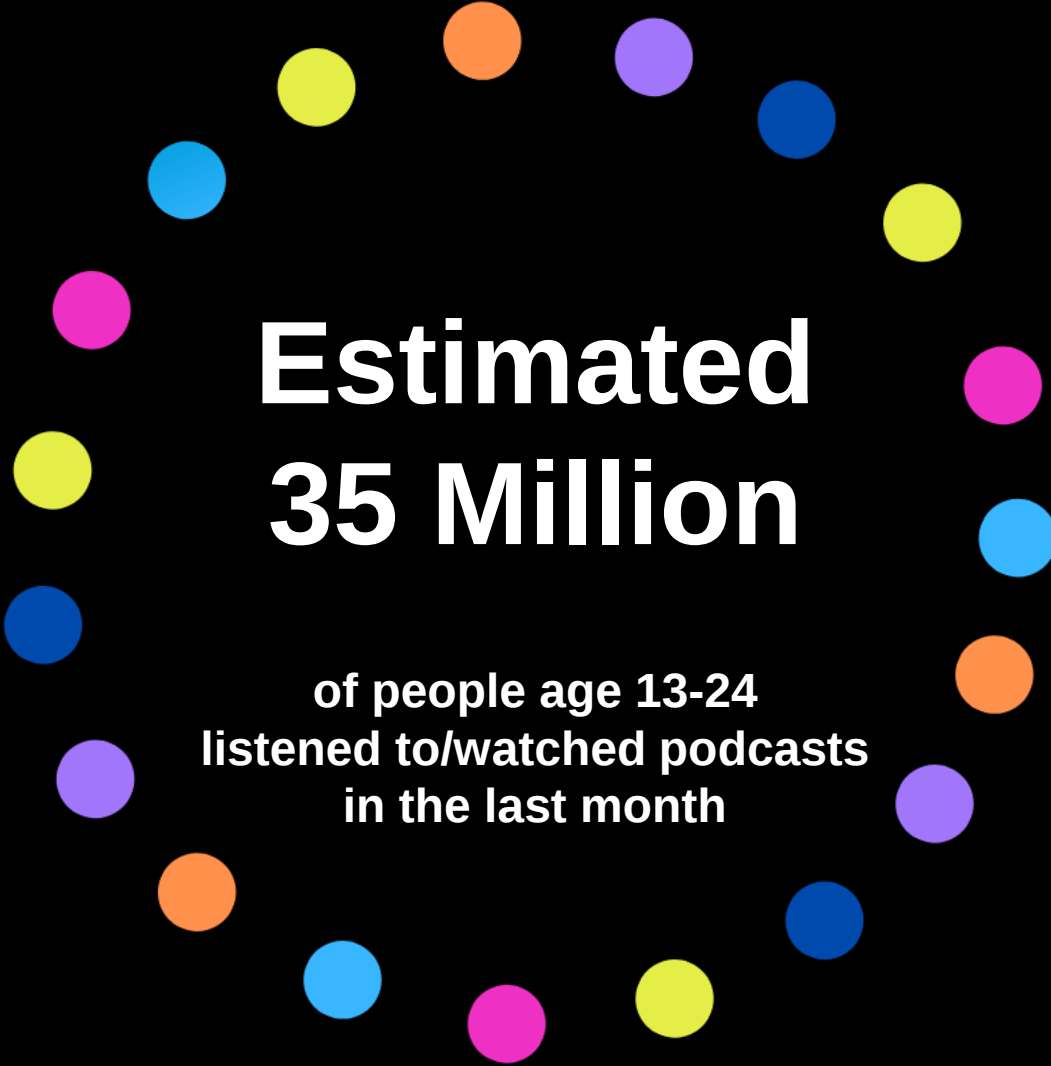


Doechii

26-year-old, Doechii, has been combining classic sounds of 90s boom-bap rap with her own unique style and flow to dominate the rap industry and redefine hip hop culture.



Podcasting



Estimated 35 Million

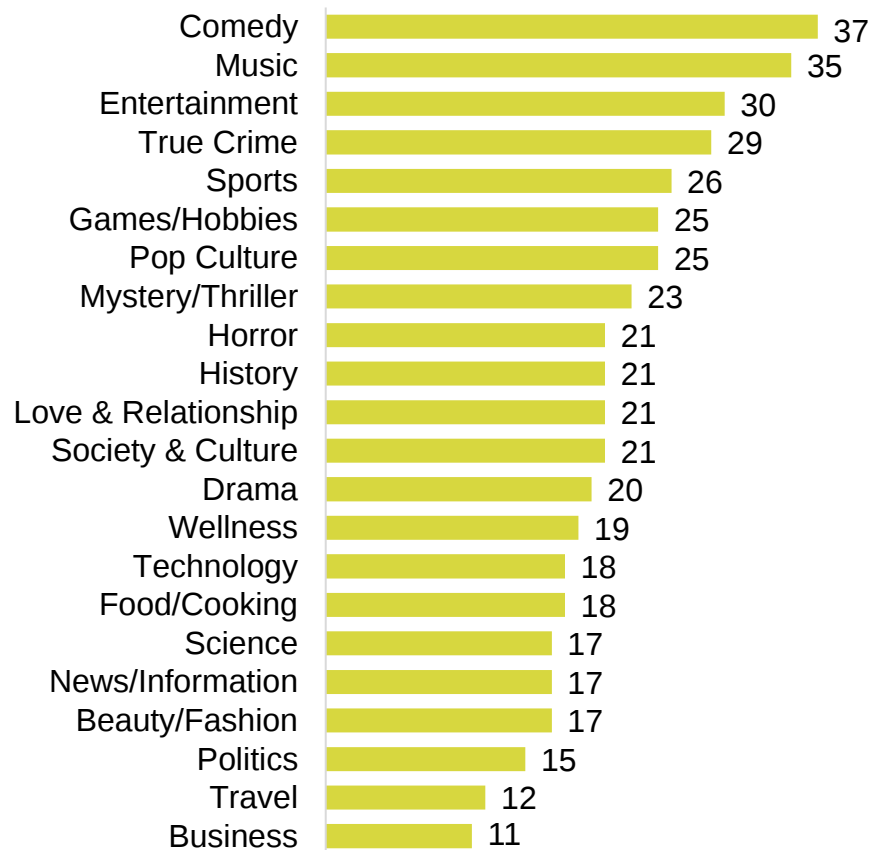
of people age 13-24
listened to/watched podcasts
in the last month

Source: Infinite Dial 2025 from Edison Research

Gen Z Podcast Topics

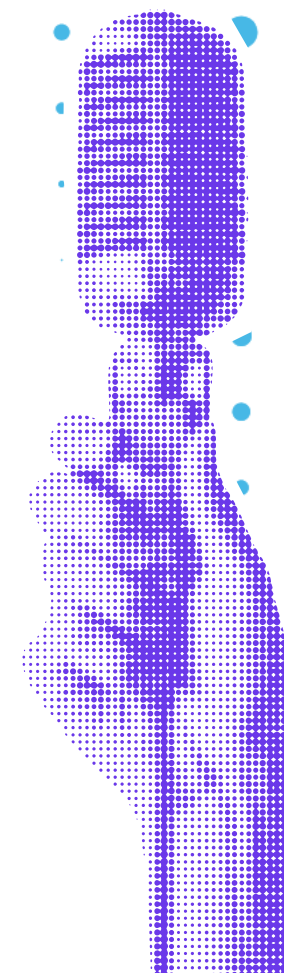
U.S. Population Age 13-24

Base: Listened to/watched podcasts in the last month



Source: Edison Research Gen Z Audio Study Q4 2024

% listened to/watched topic on podcasts



Top Podcast Topics By Ages

U.S. Population Age 13-24

Base: Listened to/watched podcasts in the last month

Ages 13-17

41% Music

36% Comedy

28% Sports

26% Entertainment (tied)
Pop Culture (tied)

Ages 18-24

38% Comedy

33% True Crime

32% Entertainment (tied)
Music (tied)

25% Games/Hobbies

Source: Edison Research Gen Z Audio Study Q4 2024



Top Ten Podcasts Among Gen Z Weekly Podcast Listeners

#1



#2



#3



#4



#5



#6



#7



#8



#9



#10

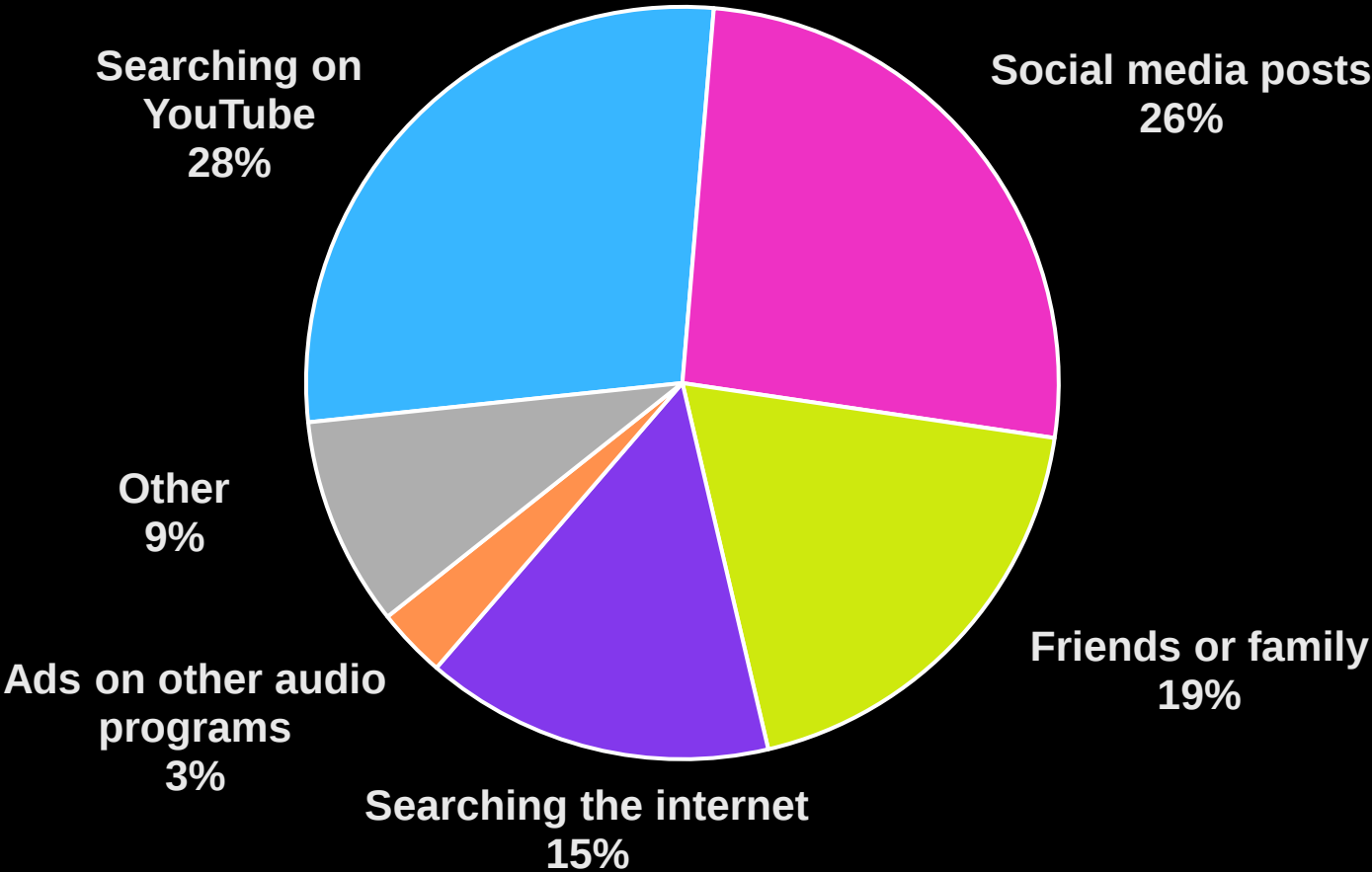


Source: Edison Podcast Metrics, Q3 2024 – Q2 2025, Gen Z 13-24

How Gen Z Discovers Podcasts Most Often

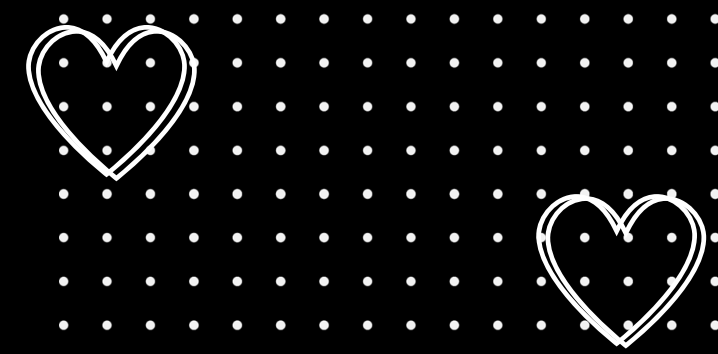
U.S. Population 13-24

Base: Listened to/watched podcasts in the last month



Source: Edison Research Gen Z Audio Study Q4 2024

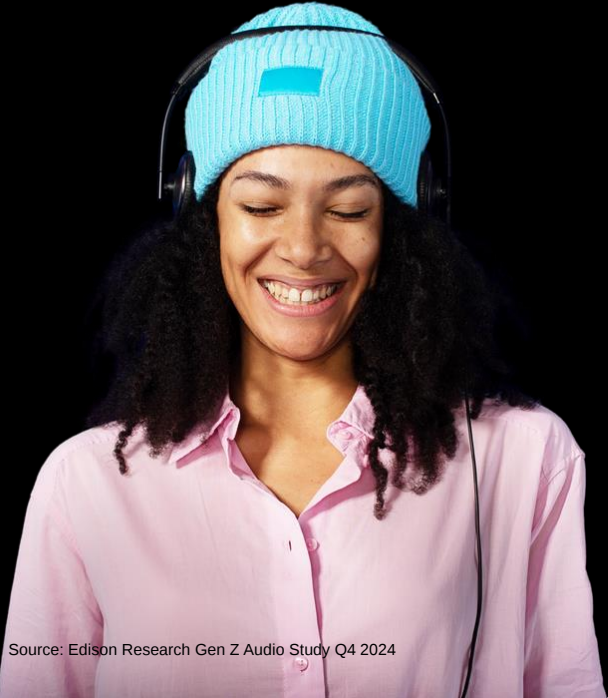
Older Gen Z find podcasts most often through YouTube, while younger Gen Z still rely on friends and family



Question: How do you discover podcasts most often?

% using source most often	Age 13-17	Age 18-24
Searching on YouTube	25%	32%
Social media posts	23%	27%
Friends or family	27%	14%
Searching the internet	14%	16%
Advertisements on other audio programs	2%	3%
Other	7%	7%

Base: Listened to/watched podcasts in the last month



Source: Edison Research Gen Z Audio Study Q4 2024

Podcasts Foster Fun and Connection for Gen Z

U.S. Population Age 13-24

Base: Listened to/watched podcasts in the last month

64% agree that podcasts keep them entertained and engaged with topics they're interested in

45% agree that podcasts help them focus on positivity and personal growth

39% agree that podcasts provide them with a sense of community



Source: Edison Research Gen Z Audio Study Q4 2024



Podcast hosts connect with Gen Z everywhere

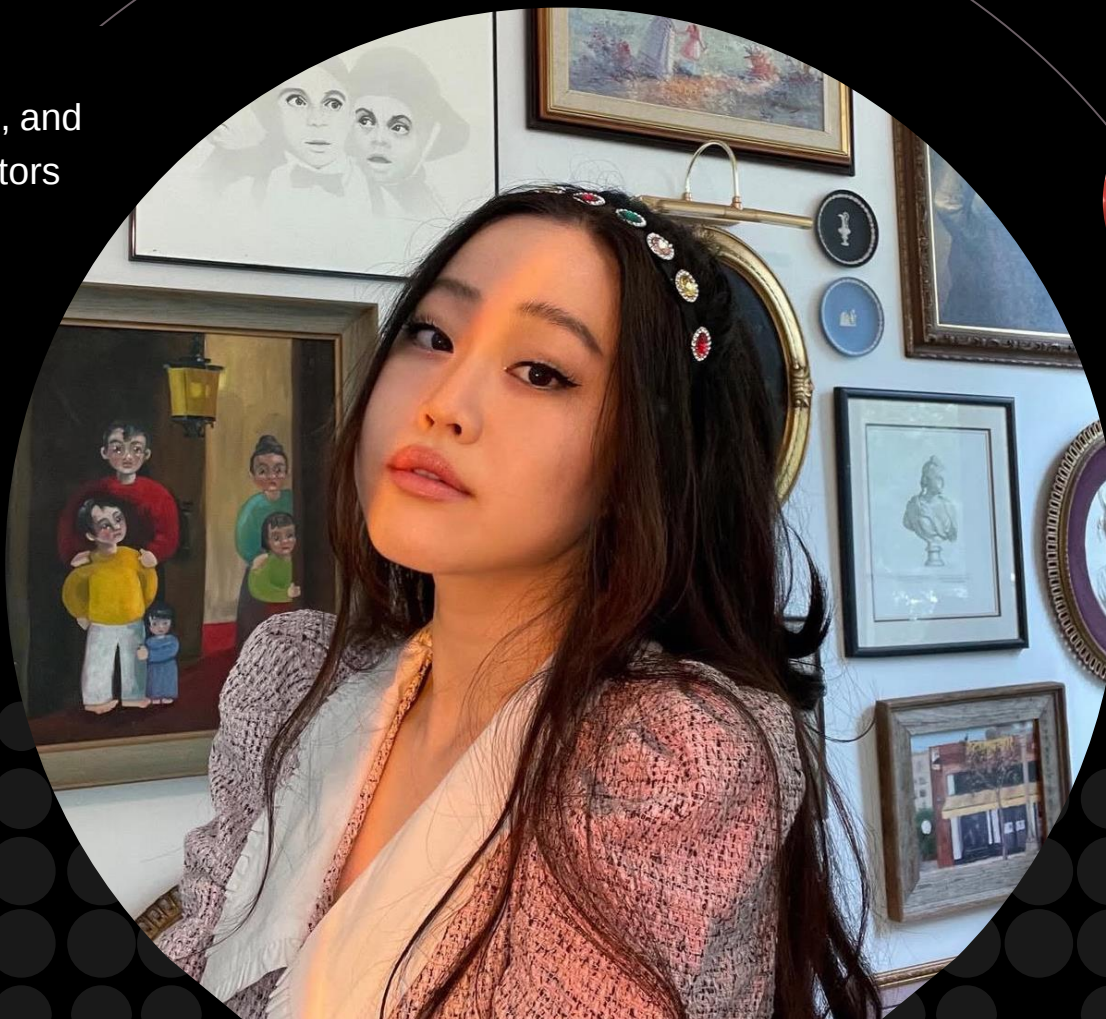
Voices like Stephanie Soo are building community across every media, platform, and app. SiriusXM Media is everywhere creators and listeners are, and so can your ads.

40%

of teens say that they have followed their favorite podcast creator on social media

1 in 4

have subscribed/followed to the show to know when new episodes are released



Podcast

Rotten Mango
3.7M Monthly Downloads



Video

Rotten Mango
5M YouTube Subscribers



Social

Stephanie Soo
8M Social Media Followers

Podcasts Drive Gen Z Action

Base: Listened to/watched podcasts in the last month

43%

have discovered new brands or products while listening to podcasts

41%

pay attention to brands that sponsor or collaborate with their favorite podcast show or host

37%

prefer brands that share the same values as podcast shows or hosts they like

36%

are more likely to purchase a product if it's promoted by a podcast show or host they like

% saying "strongly" or "somewhat" agree

Source: Edison Research Gen Z Audio Study Q4 2024

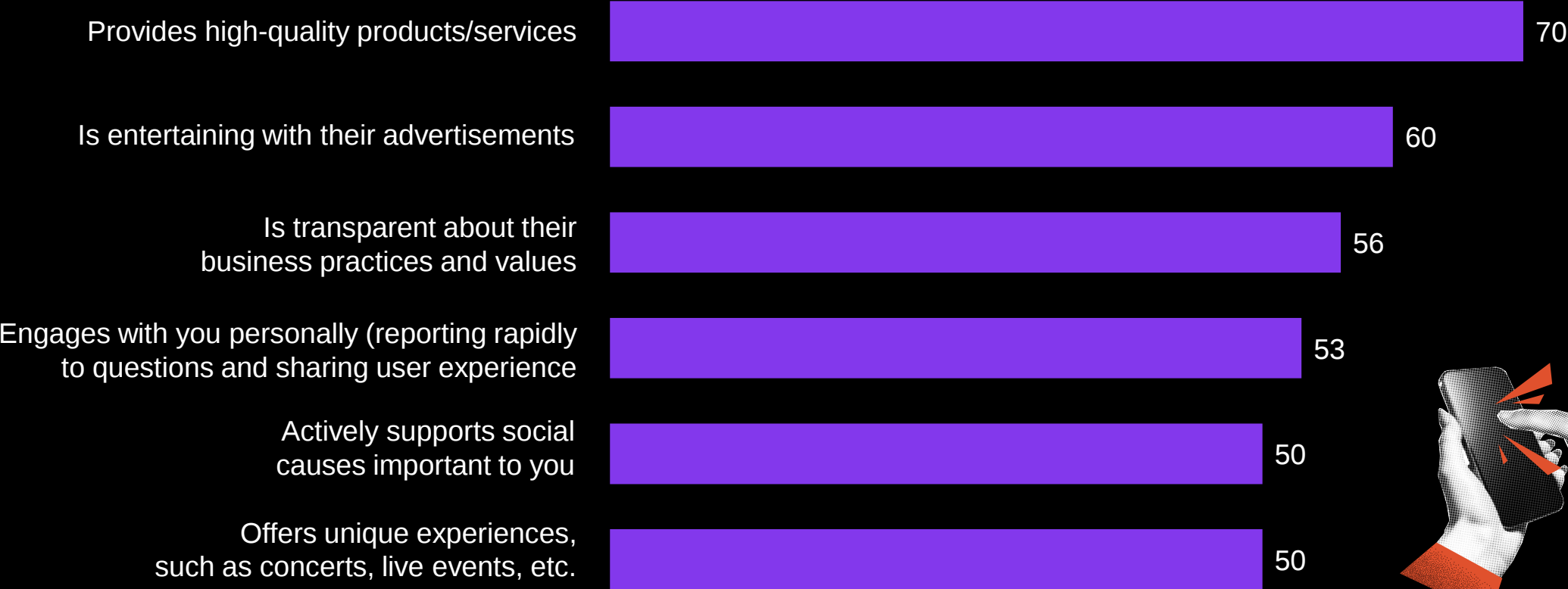


Advertising



How important is it to you that a brand...?

U.S. Population Age 13-24



Source: Edison Research Gen Z Audio Study Q4 2024

% saying "very" or "somewhat" important

Gen Z are much more likely to pay attention to an advertisement if it...?

U.S. Population Age 13-24



Source: Edison Research Gen Z Audio Study Q4 2024

% saying much more likely

Dear Brands, Gen Z Thinks it's Cringe When Brands...

U.S. Population Age 13-24

Question: What is considered cringe or embarrassing for a brand to do?

“Try to hop on a trend, it’s always either too late or feels inauthentic.”

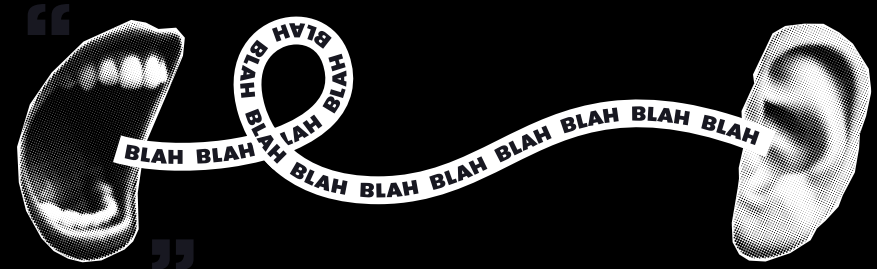
“Get on the bandwagon with something just because it’s popular not because they believe in it.”

“Be diverse for promotion purposes instead of actually believing in diversity.”

“Try to hard to relate to a group they are not a part of.”

“[Don’t] stick to their own image, like constantly changing their ideas and values and overall image based on trends.”

Source: Edison Research Gen Z Audio Study Q4 2024



Key Takeaways

U.S. Population Age 13-24

1

63% of Gen Z have listened to/watched a podcast in the last month—an estimated 35 million Americans

2

79% of Gen Z have a positive outlook on the future despite chaotic world events and a constant news cycle

3

86% of Gen Z listen to music or consuming podcasts to help boost their mood

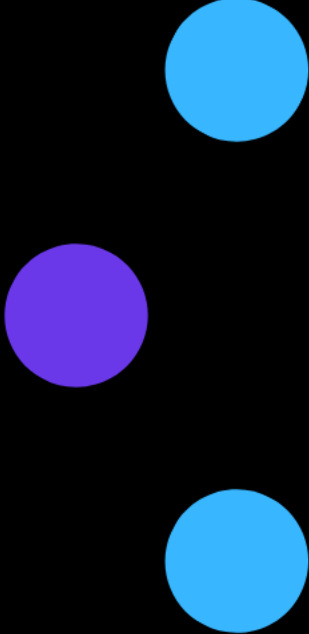
4

37% of older Gen Z (18-24) discover music most often through social media while 27% of younger Gen Z (13-17) rely more on friends and family to discover music

5

42% of Gen Z say that they are much more likely to pay attention to an advertisement if it is honest and transparent. Brands not taking this approach risk being ‘cringy’ among this group

Source: Edison Research Gen Z Audio Study Q4 2024



The Gen Z Audio Report

