



Kids Listen Inaugural Survey

THE FIRST SURVEY OF CHILDREN'S PODCAST LISTENING HABITS

WWW.KIDSLISTEN.ORG

Executive Summary

The Kids Listen Inaugural Survey is the first-ever study of children's podcast listening habits. Kids are eager consumers of media, and their behaviors have been well studied and understood when it comes to visual mediums. But audio is an exception to this rule. High-quality audio programming – from radio to podcasts - has traditionally been targeted at adult audiences. Major polls such as Edison Research's Infinite Dial have not collected listener data on people under the age of 12. These initial insights are an effort to fill that gap.

The Kids Listen Inaugural Survey reveals that kids do listen. We found that kids and their families are enthusiastic about high-quality audio content, and that they are eager for more.

Here are a few highlights:

- **Repeat listeners:** 80% of kids listen to a podcast more than once. Nearly 20% listen to an episode 10 or more times.
- **Attention spans:** Kids prefer a longer podcast format. Popular lengths are 15-20 minutes, and over 30 minutes at a time.
- **Location, location:** Kids are most likely to listen at home (73%), but they also listen in the car on a roadtrip (68%) and during daily travel (58%).
- **Listen, then do:** 74% of respondents reported that their children initiate discussion based on the podcast after listening. Kids are also likely to quote or re-enact part of the episode, tell others what they've learned, ask to listen again, get more information, or request to do an activity inspired by the podcast.
- **Listening as a group activity:** 53% of respondents reported that their kids listen to podcasts with others, whether it's family, friends or in school.
- **Go screen-free:** 70% of respondents said they sought out podcasts for kids as an engaging alternative to screen time.
- **Families want more:** Respondents were interested in more podcasts on stories, science, history, art, music, and comedy.

Conclusion:

Our survey results counter assumptions about kids' short attention spans and dependence on screens for engagement. Kids are deep and thoughtful listeners. The go-anywhere, play-anytime nature of podcasts fits into their media consumption patterns. Children might be even better listeners than adults. Understanding how kids listen is the first step to serving them with high quality audio content.

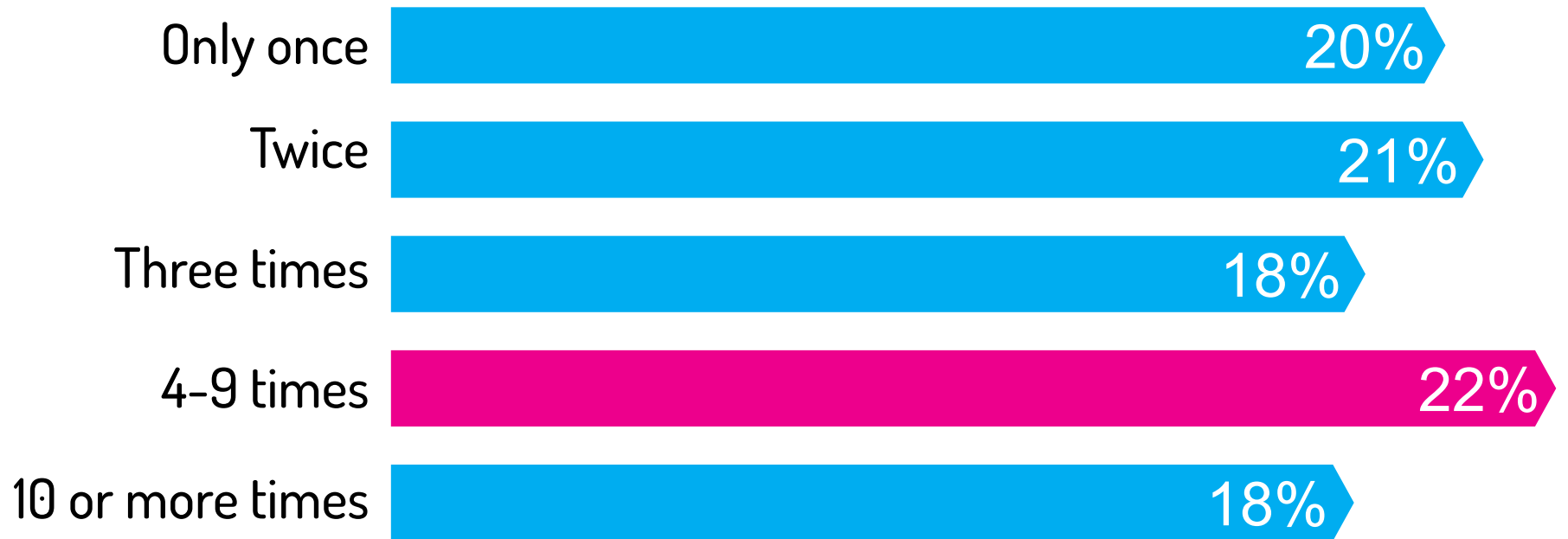
About the Findings

Kids Listen surveyed the listeners of its seven founding podcasts – **Brains On!**, **Book Club for Kids**, **Ear Snacks**, **Tumble**, **The Show About Science**, **Story Pirates**, and **Sparkle Stories**. We received 436 responses. The survey was distributed via social media and mentioned on podcast episodes in June 2016. Results were analyzed by David Edison, a student in business analytics at the University of Southern California. Respondents could provide more than one answer for certain multiple choice questions. This is the first of a series of Kids Listen listener surveys, intended to shed light on growing listenership.

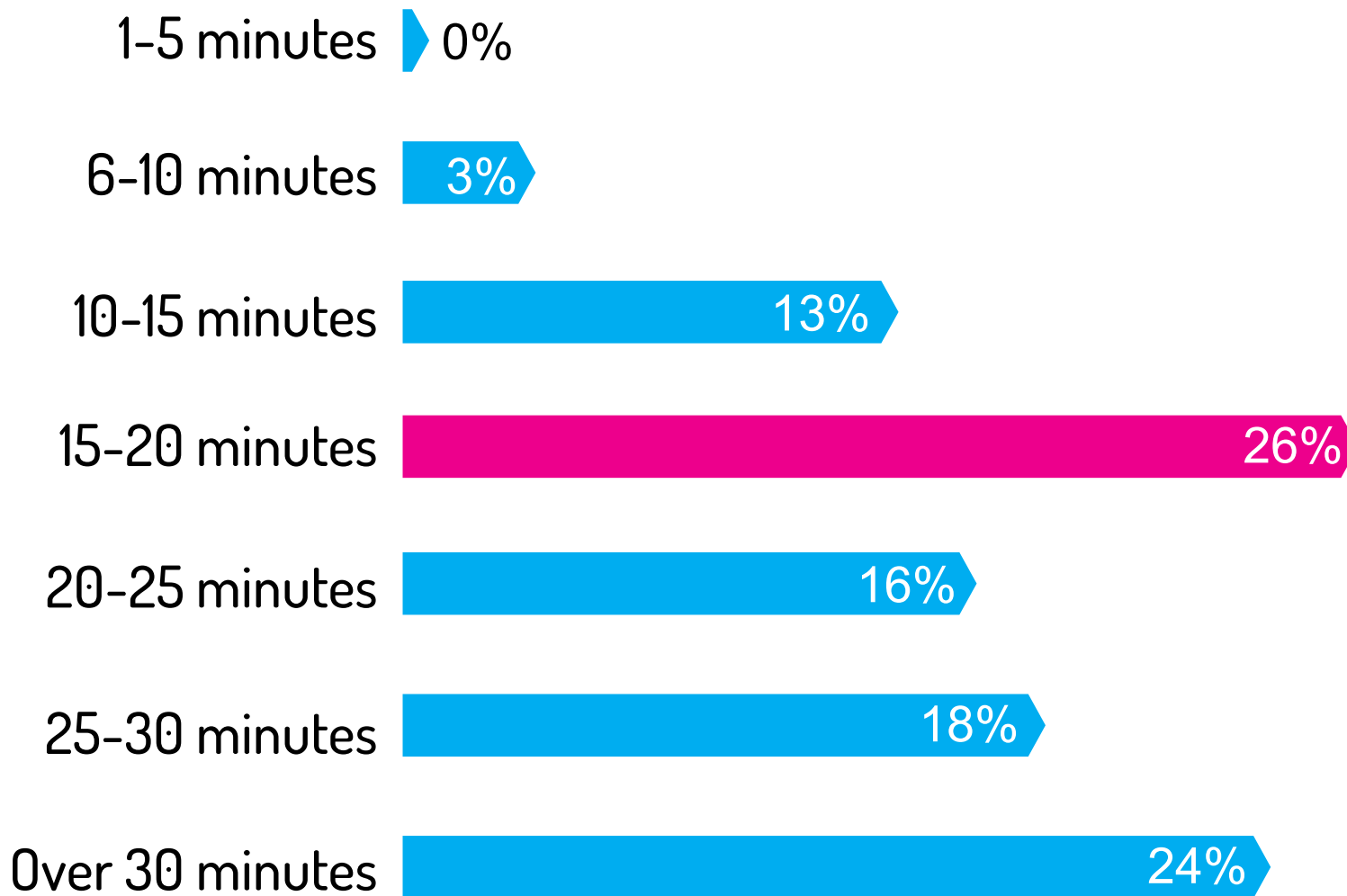
If you are a data researcher interested in collaborating on future projects, please contact us at info@kidslisten.org.

How many times does your child listen to one podcast episode?

01



How many minutes of a podcast does your child listen to in one sitting?

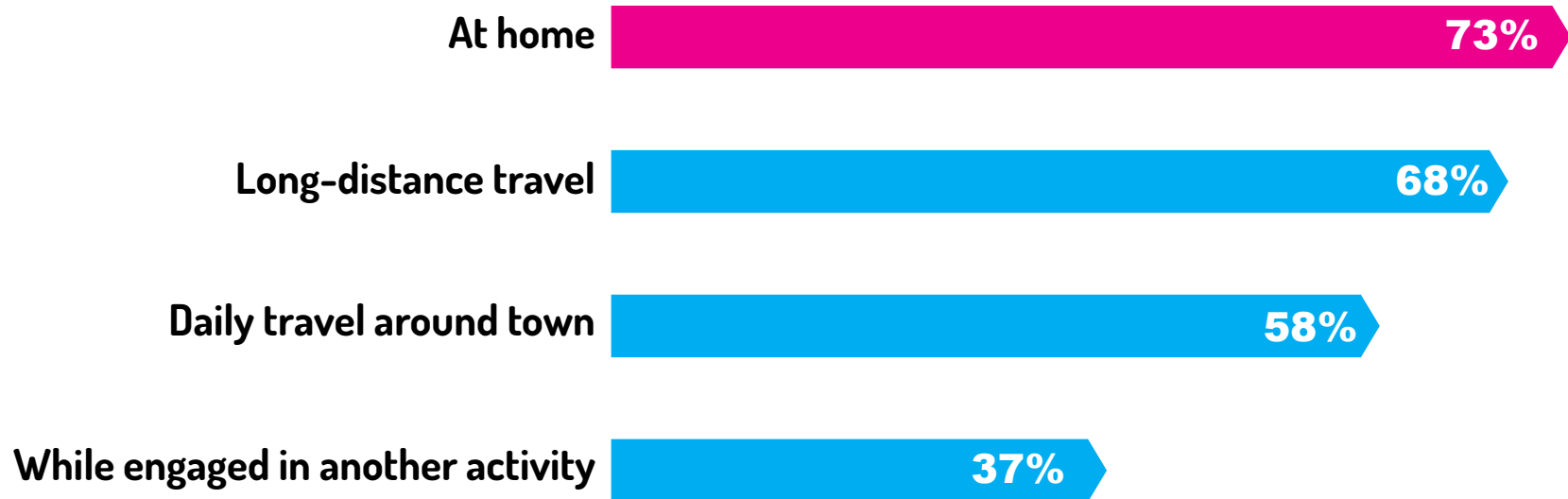


After listening, what does your child do?

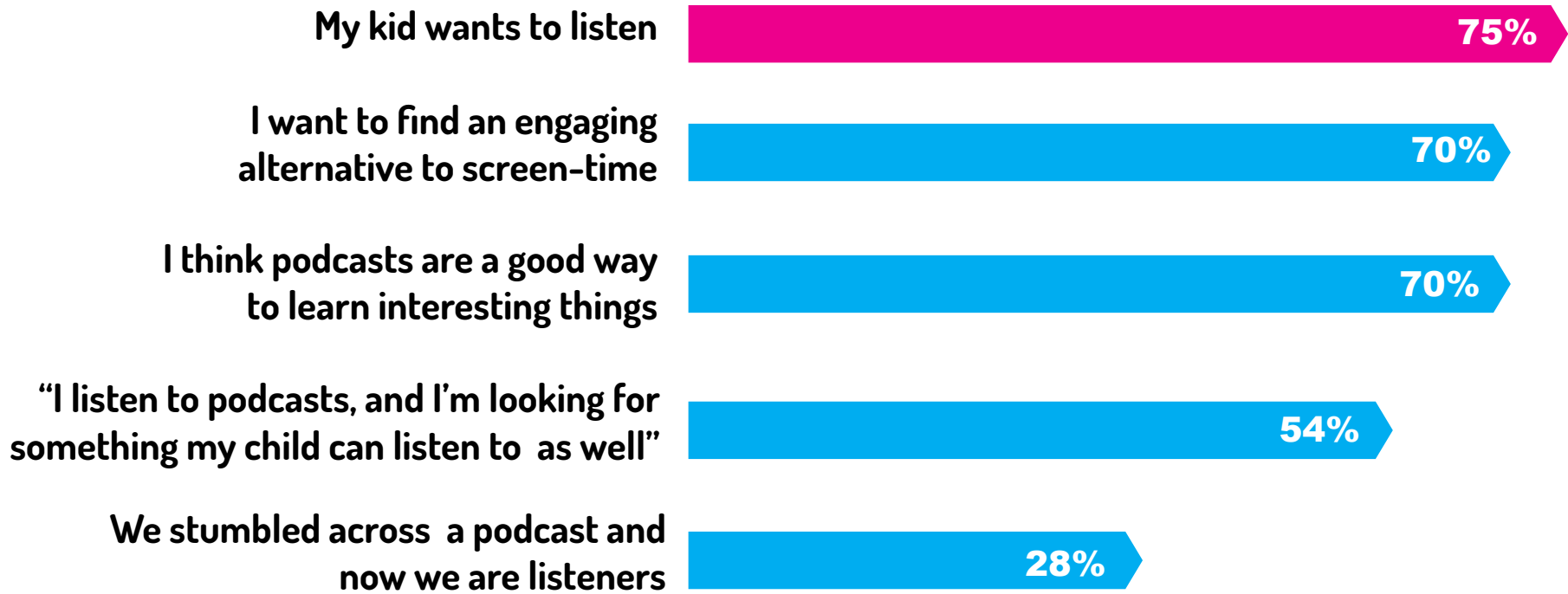
03



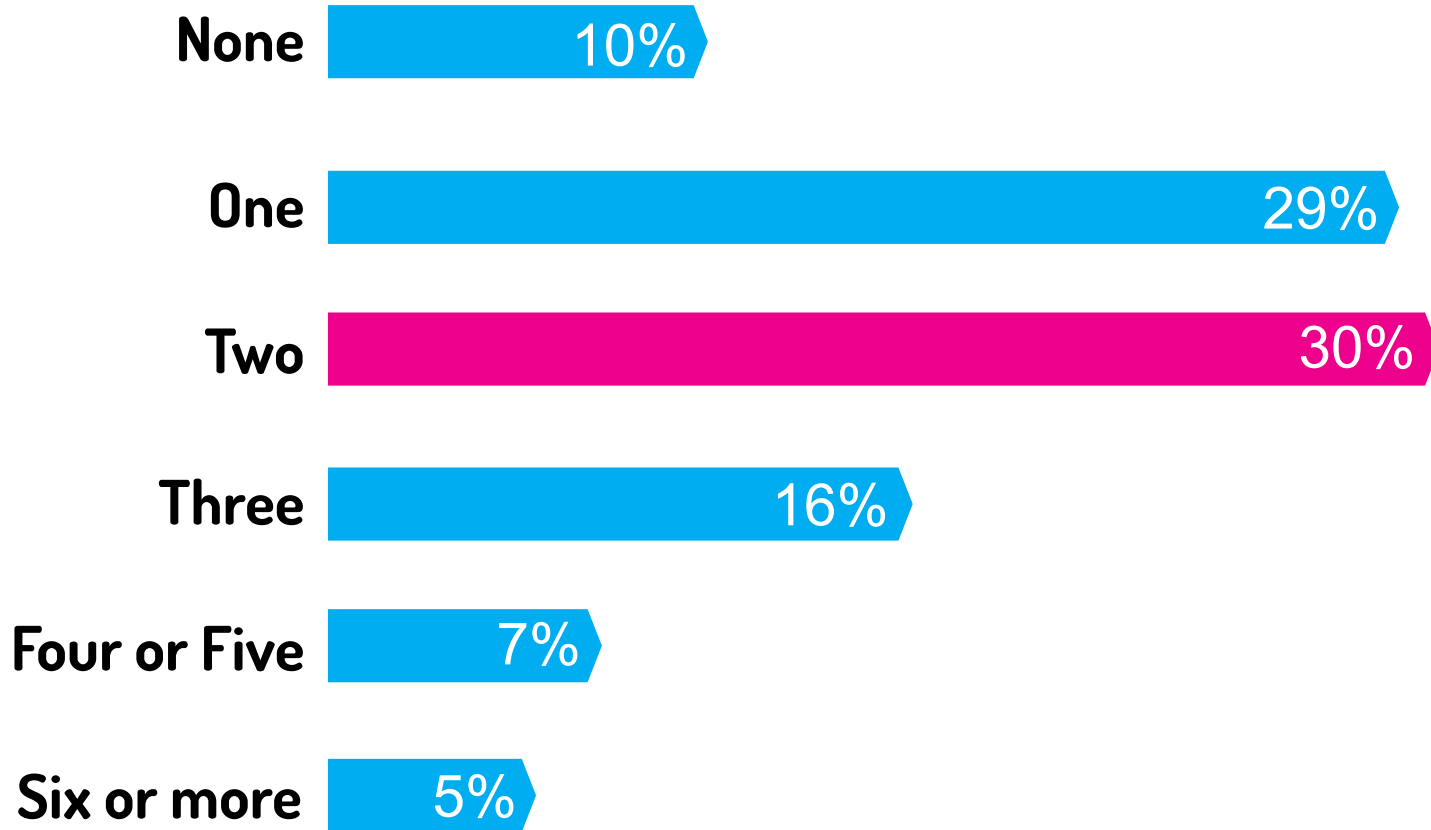
Where does your child listen to podcasts?



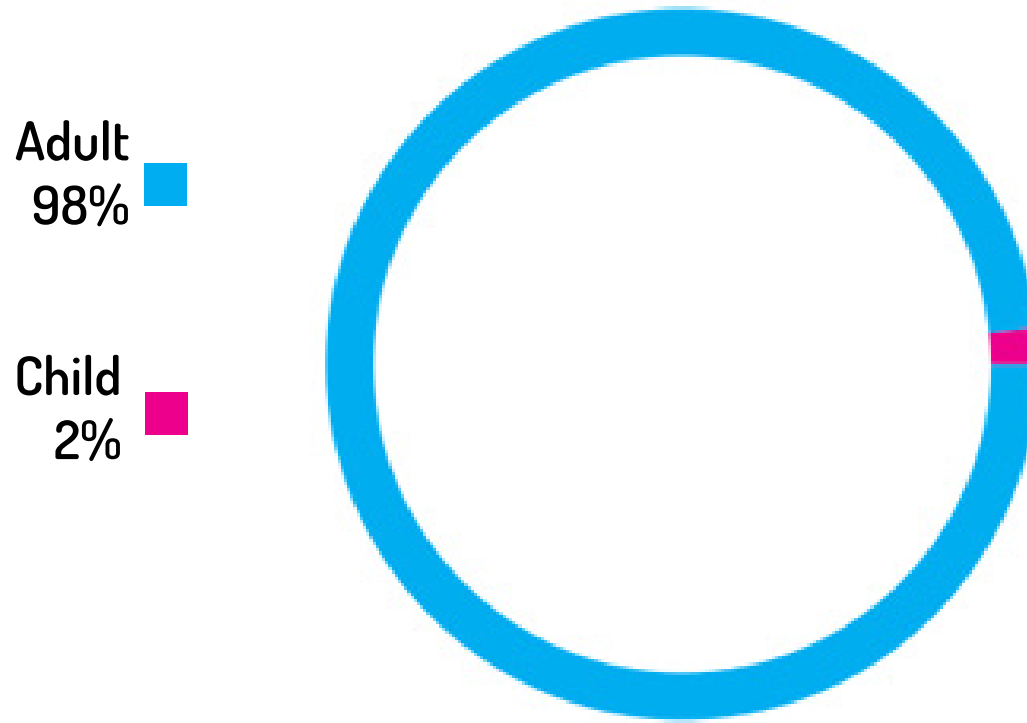
Why does your family listen to podcasts for kids?



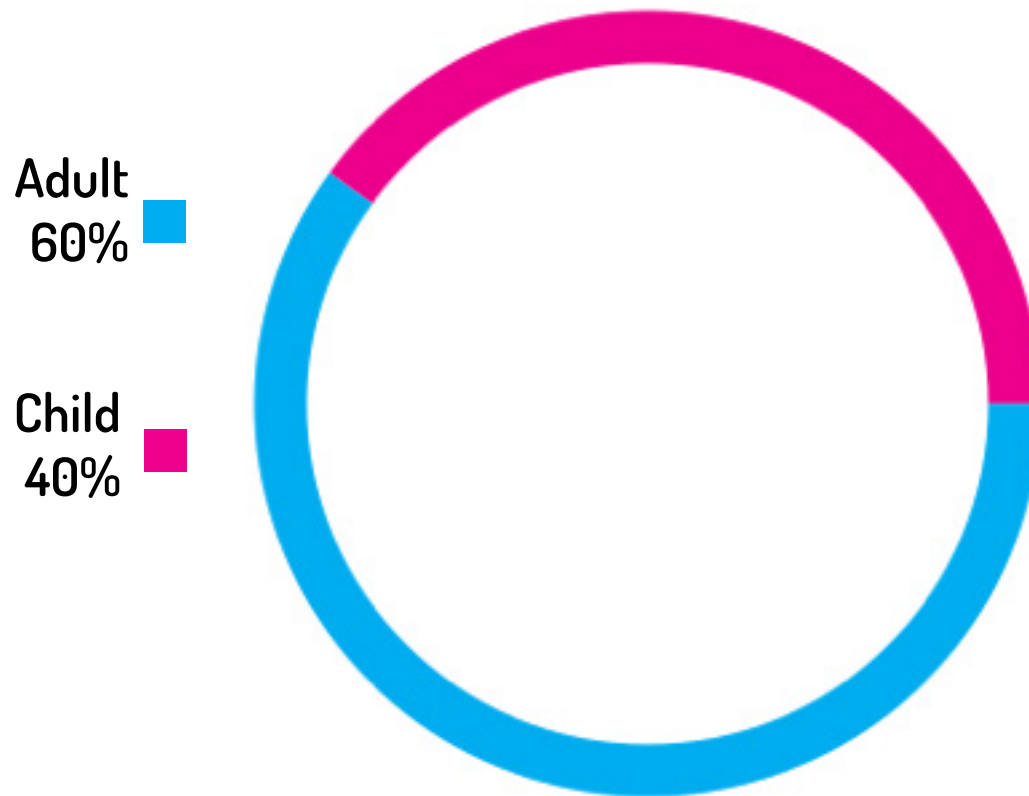
How many different podcasts does your child listen to in a week?



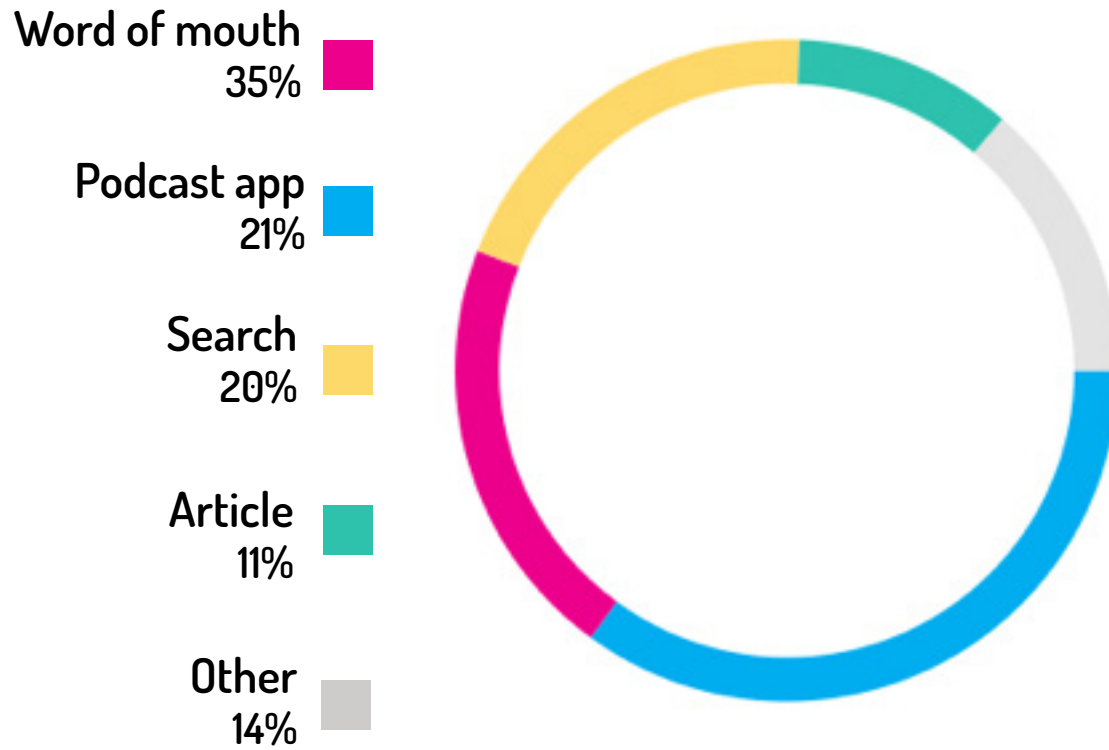
Who found the podcast that your family listens to?



Who decides to play a podcast?

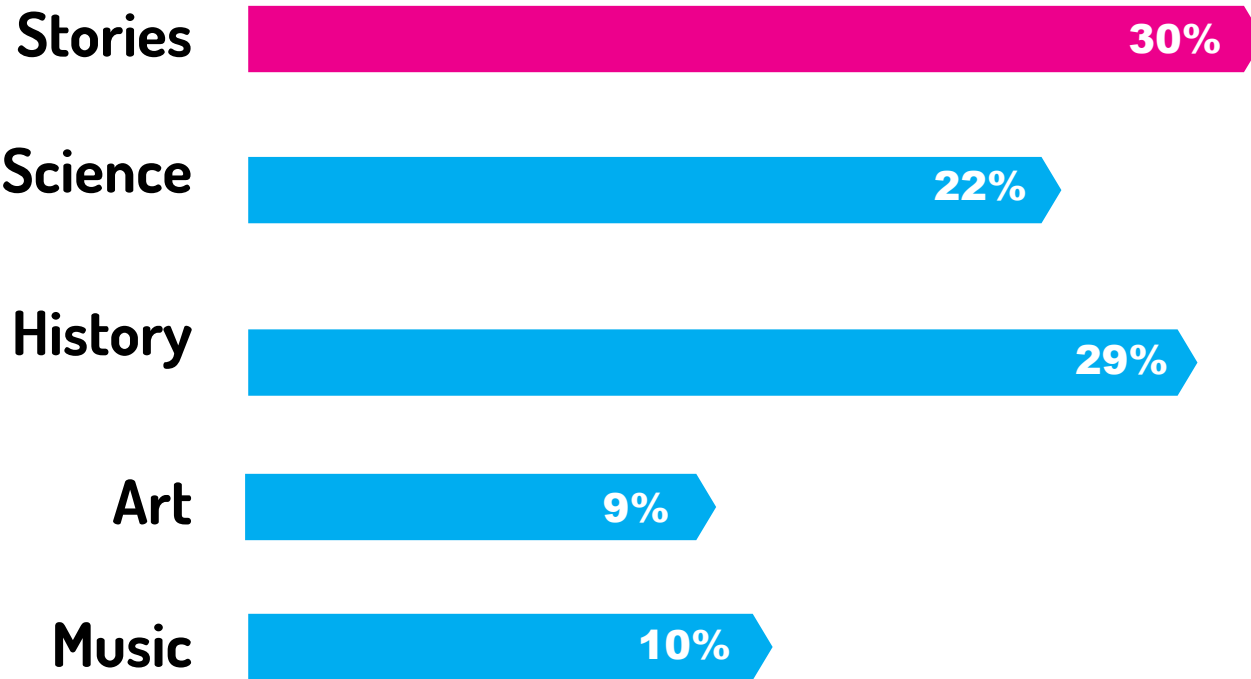


How did you find the podcasts that you listen to?

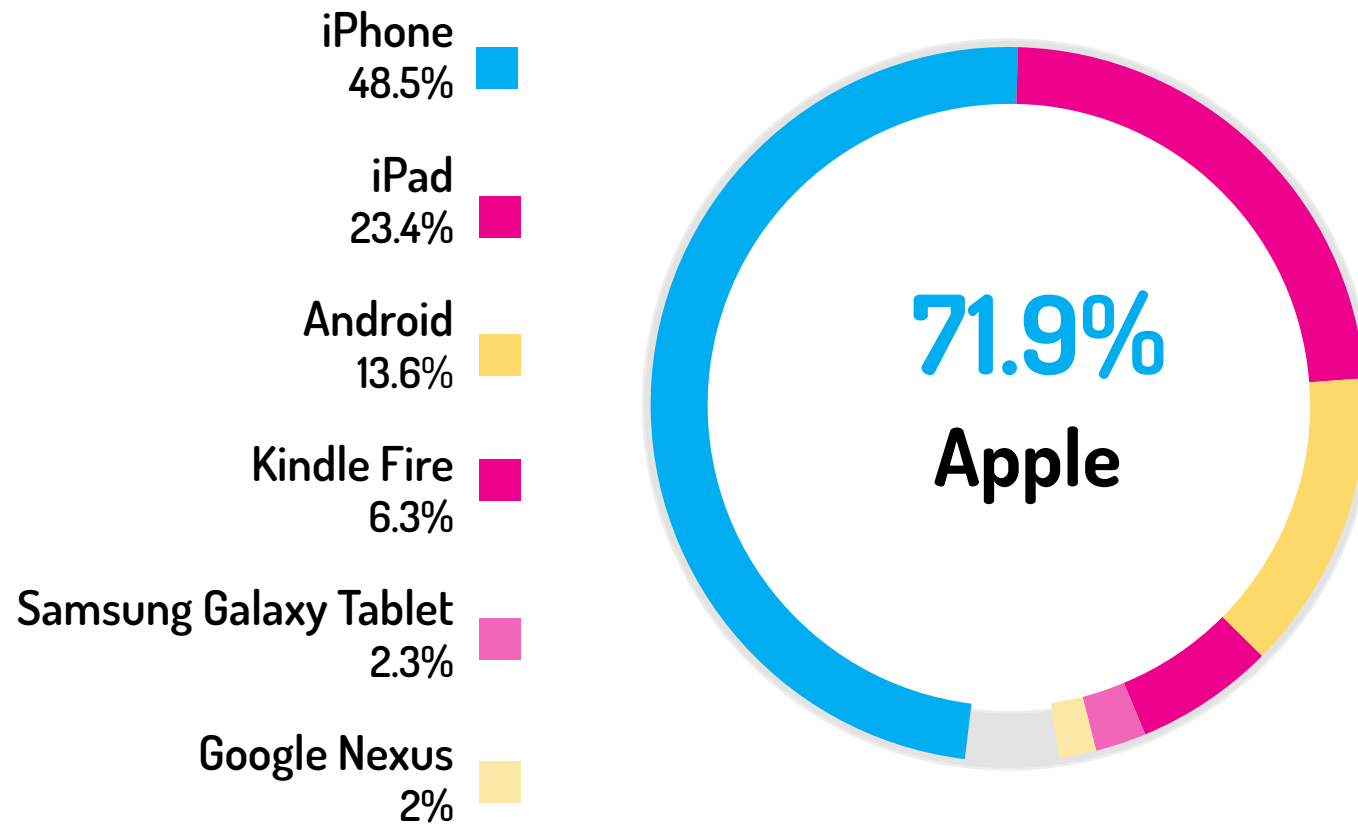


What kind of podcasts for kids are you looking for?

10

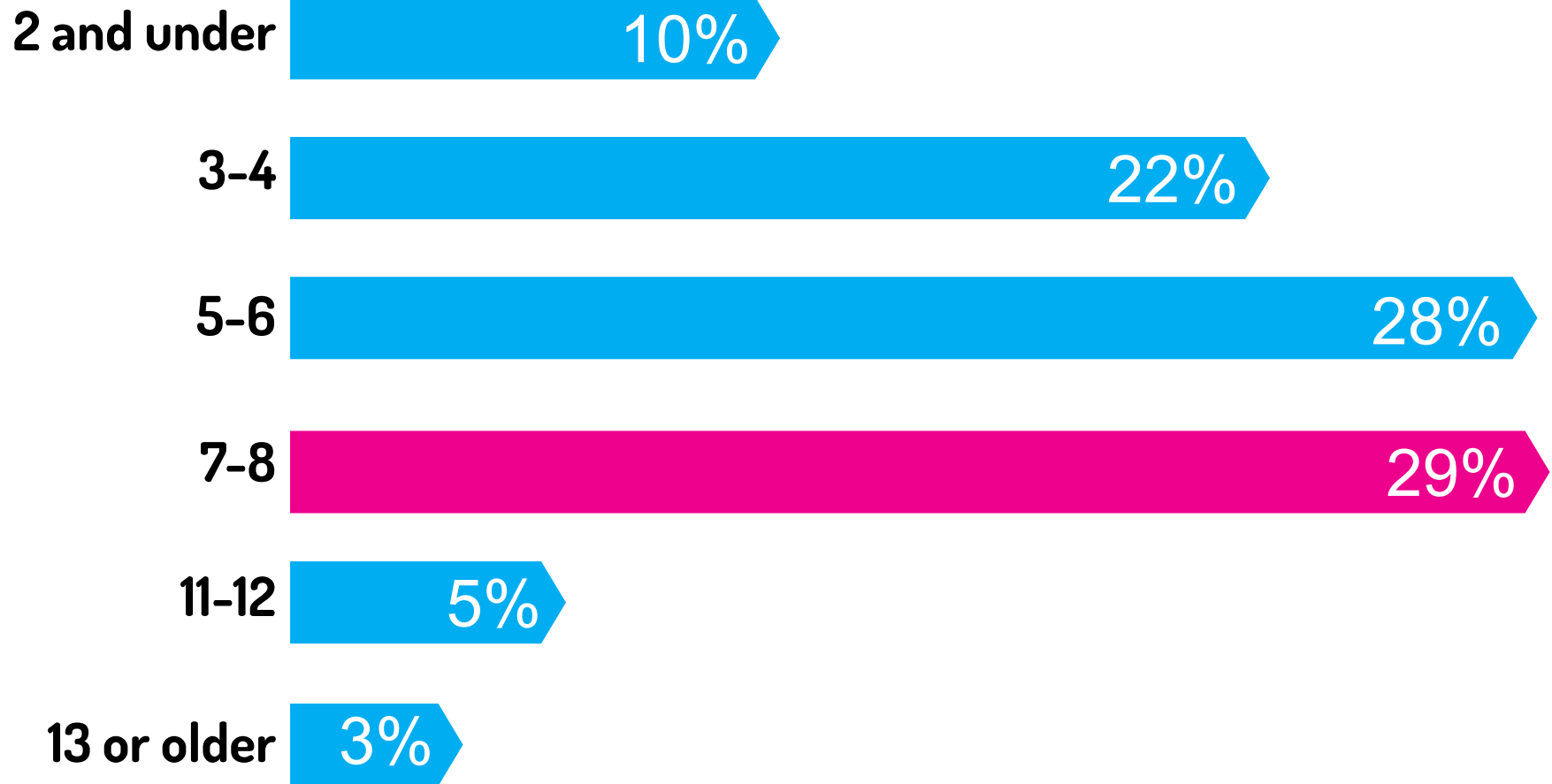


Which device is used to listen to podcasts?

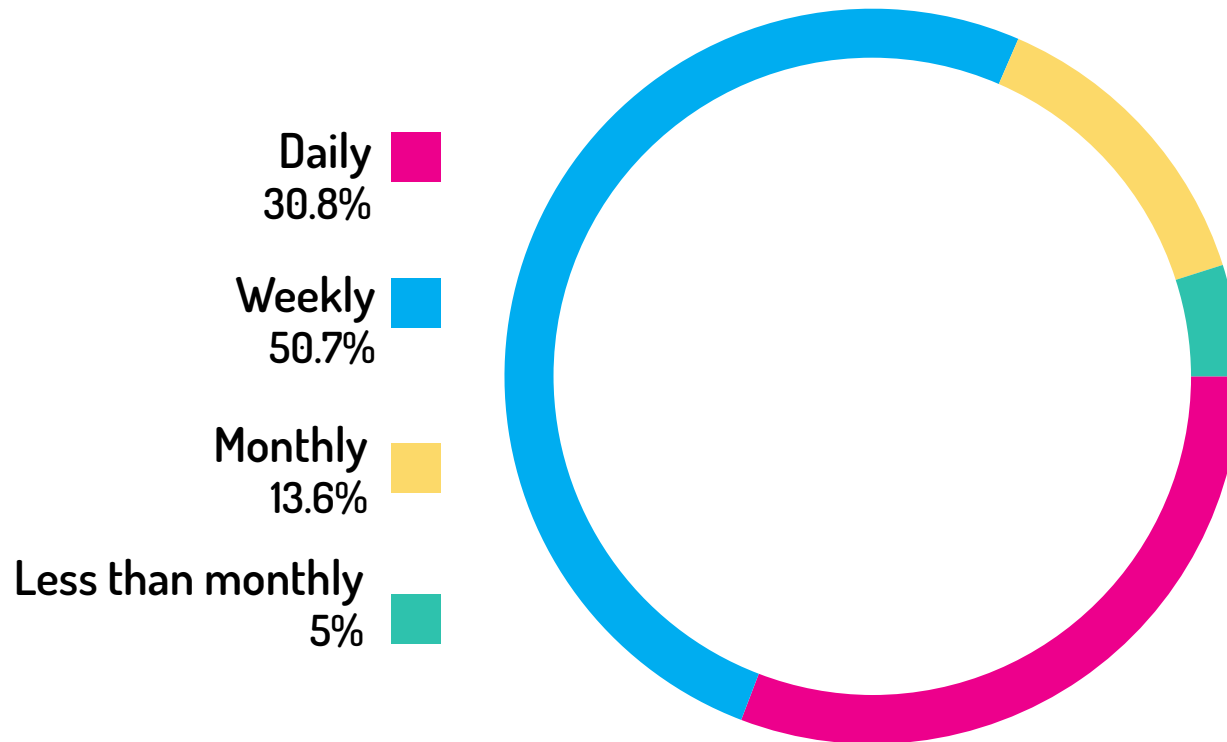


How old are your children who listen?

12

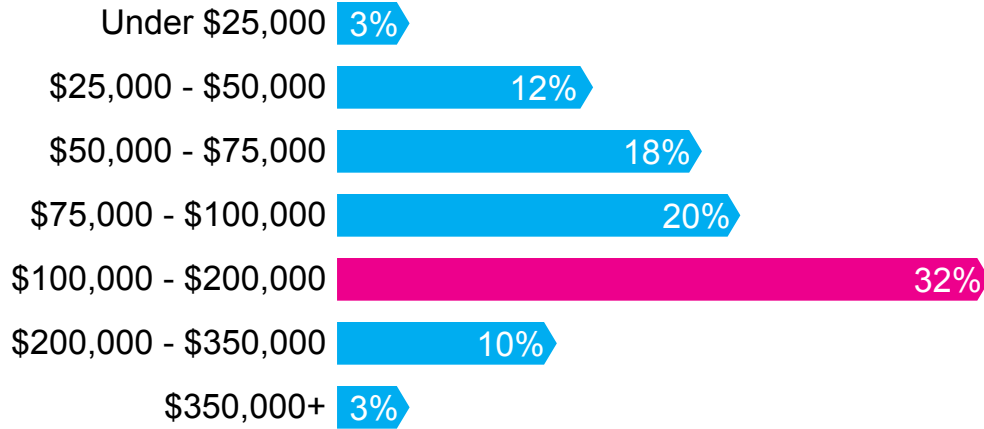


How frequently are children listening to podcasts?

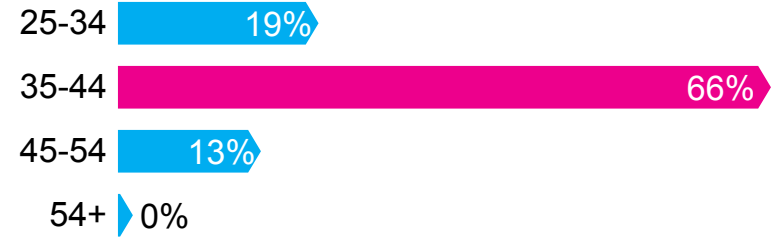


Demographics

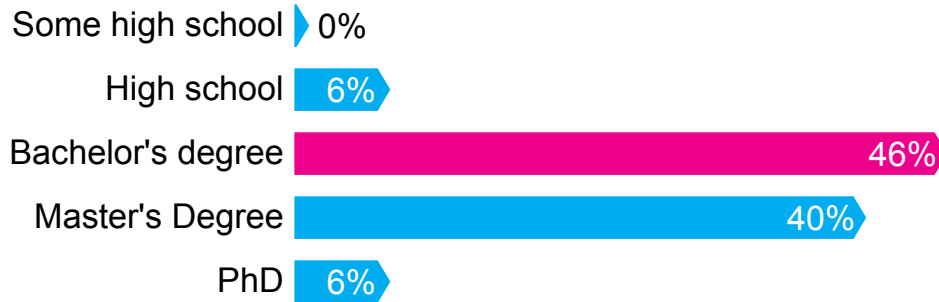
Income



Age



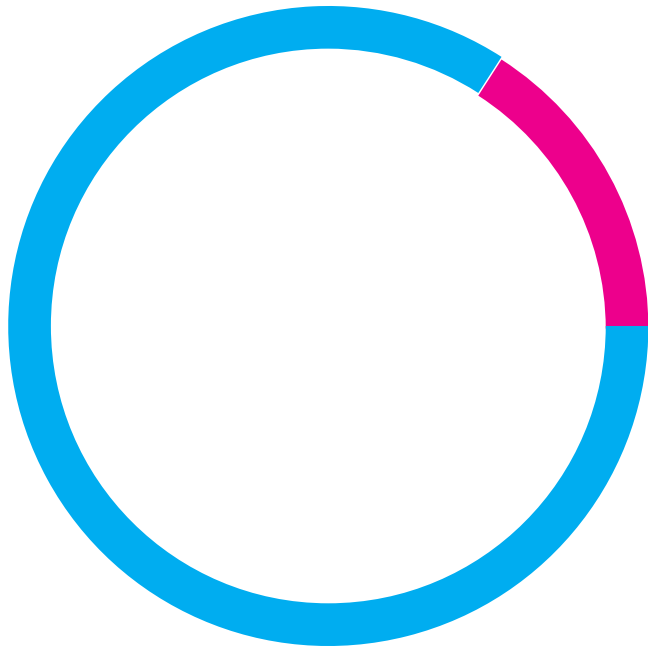
Education



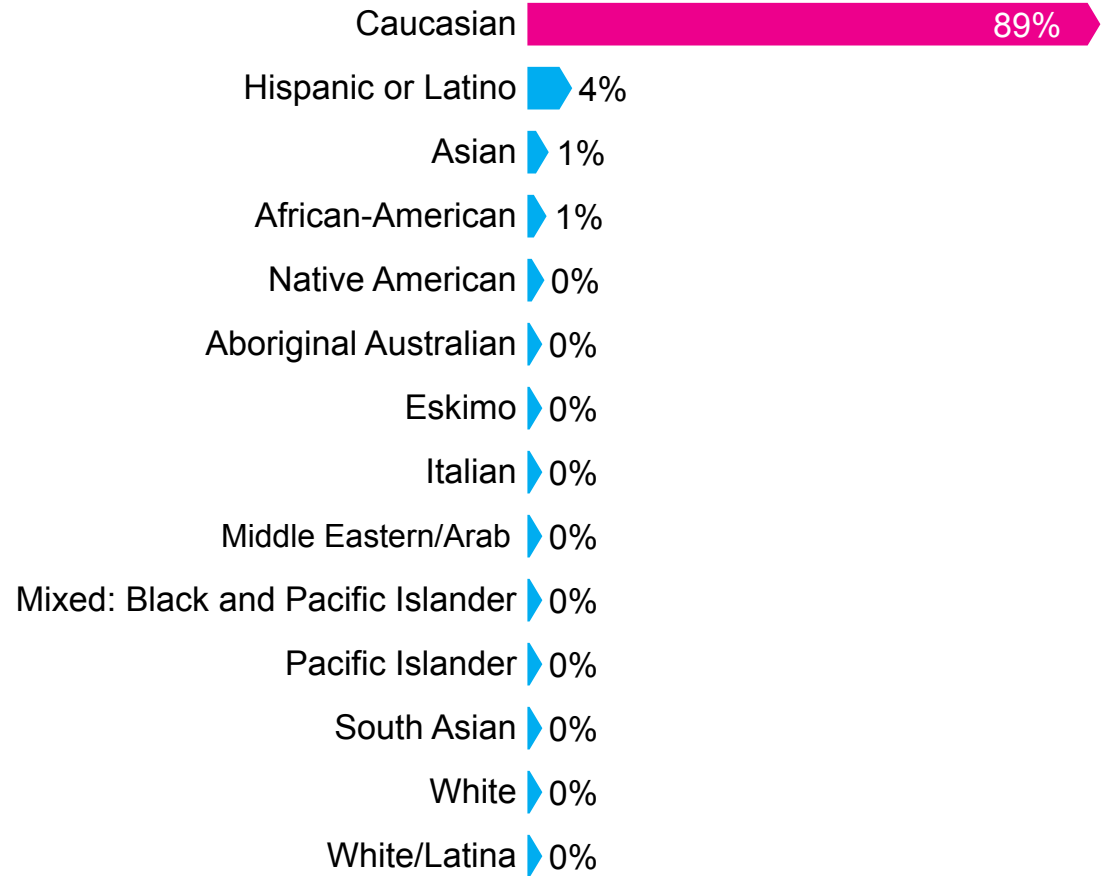
Demographics

Gender

Female 84.1% ■ Male 15.9% ■



Ethnicity



Survey respondents share their thoughts about podcasts for kids:

“ I love podcasts from NPR (Radiolab, This American Life) and often want to share with my kids, but the content is often not appropriate. So I'd like to find really engaging, age-appropriate content for my kids. ”

“ My kids love podcasts and request to listen all the time. I have a hard time finding new podcasts that appeal to all three of my kids and myself. ”

“ My 8-year-old likes to listen to podcasts before he goes to sleep. He remembers a lot of information from them and gets really excited about the topics. Sometimes I let him listen to adult podcasts (99pi, Radiolab), but Tumble and Brains On are perfect for him. I wish there were more podcasts for him. ”

“ Podcasts are hard to discover by a kid. I'm looking forward to AI speakers like Amazon Echo to help them find. ”

“ Attempting to switch our family over from screen time to podcasts I was apprehensive at first as to whether my five year old son would be engaged enough to follow the story and enjoy the experience, but I have been pleasantly surprised and though I generally have to 'suggest' a podcast in lieu of screen time, he frequently asks to listen as well. I love the idea that more abstract ideas and concepts, and especially emotionally charged & relevant ones, can be conveyed to a younger audience through stories. ”

“ My children listen when they put their laundry away (they look forward to it!), in the car on long trips and short (we alternate w audiobooks) and if there is something specific to learn (i.e. science). ”

“ This is such a wonderful alternative to screen time. So much more engaging and I love that my child can listen while coloring or doing other activities. ”

For more information about this survey, or to schedule an interview with a
Kids Listen board member, contact us at: info@kidslisten.org.

Kids Listen Board:

Lindsay Patterson, co-chair, Tumble

Jonathan Messinger, co-chair, The Alien Adventures of Finn Caspian

Polly Hall, Ear Snacks

Andrew Barkan, Ear Snacks

Sanden Totten, Brains On

Kitty Felde, Book Club for Kids

David Sewell-McCann, Sparkle Stories

Stefan Shepherd, Zooglobber