



## One in seven Canadian kids listening to podcasts, says new MTM Junior report

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One in seven Canadian kids are listening to podcasts, according to a new MTM Junior report.

Diving into the podcast consumption habits of kids under age 18, the report finds that teens show a greater interest in podcasts than younger listeners.

Three in five children who listen to podcasts do so weekly. MTM Junior found that listening frequency remains similar regardless of age, with teens skewing slightly higher than those ages two through 11, when it comes to monthly listening.

The report says seven per cent of parents are consuming podcasts while driving with their children, with those in Manitoba and Saskatchewan more inclined to listen in-car while traveling with kids.