



## 1 IN 10 CANADIAN KIDS LISTENING TO PODCASTS DOES SO NEARLY EVERY DAY, MTM SAYS

Source: CARTT

Date: 08/04/2022

OTTAWA – CBC’s Media Technology Monitor (MTM) today released a new report that shows one in 10 Canadian kids who listen to podcasts does so either every day or almost every day.

The new report from MTM Jr. “provides an overview of podcasting among kids under 18 in the Canadian market,” a press release explains.

The report shows one in eight kids listen to podcasts. Of those listening, 68% are doing so at least once per week with boys being more likely to listen on a weekly basis than girls.

MTM also highlights that they found “Podcast penetration amongst kids has remained steady over four years” and that “Podcast listeners are 50% more likely to listen to radio and streaming music services than are those who don’t listen to podcasts.”