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Kids And Podcasts

The MTM JR releases a report on Canadian children aged 2-17 and their podcast consumption. Podcasts are a key part of the digital audio experience in Canada and give opportunities for longer-form content on a variety of subjects. We know that adults are embracing the medium, but are kids also listening to podcasts?

Some top findings from this report include:

- Podcasts are not as popular as streaming music services or audio content on YouTube with about 11% of 2-17 year olds listening to podcast content. Teens and anglophones are more likely to listen to podcasts.
- Kids who listen to podcasts tend to do so frequently. Three-quarters of kids who listen to podcasts do so at least once a week and nearly a quarter listen to podcasts daily. Younger podcast listeners (aged 2-11) are more likely to listen to podcasts on a daily basis than are teens.
- Music podcasts represent the most popular genre among kids, followed by family podcasts and comedy. The family genre is most popular among kids aged 2-11, while teens are more likely to listen to podcasts about music and comedy.

About the MTM JR.

MTM Junior is the first annual youth media study in Canada and is a division of the Media Technology Monitor. Based on an online panel, the MTM JR. has spoken with over 1,701 households split equally among Anglophones and Francophones. Of the 1,701 households surveyed, data for 2,494 children was collected. For more information on the MTM JR. please visit our Portal at www.mtmjunior.ca/ or call: 1-855-898-4999.