



Kids and Podcasts

The MTM Junior releases a report on Canadian children and their podcast consumption

MTM JR. | July 27th, 2023

In the digital age, the popularity of podcasts has been increasing, captivating audiences of all ages. Unlike other forms of audio content, kid-focused podcasts offer longer episodes that delve deep into imaginative storytelling, educational discussions, and interactive content. With their insatiable curiosity and technological savvy, kids are showing interest into the world of podcasts, seeking both entertainment and knowledge.

This report provides an overview of podcasting among Canadian kids under 18.

Highlights from this report include:

- 1 in 7 Canadian kids listen to podcasts. Teenagers show greater interest in listening to podcasts than younger listeners.
- 3 in 5 children who listen to podcasts do so on a weekly basis. Listening frequency stays similar regardless of age. We see that teenagers skew a bit higher than 2 to 11 year old kids for monthly listenership.
- 7% of parents consume podcasts in a vehicle with their children. Parents are more likely to listen to podcasts while driving in a car with younger kids. People living in Manitoba and Saskatchewan are also more inclined to listen to podcasts while traveling with kids in the car.

ACCESS MTM PORTAL

Discover our new sign up page! Not yet registered for an MTM user account? Create your own enterprise [account here](#).

About the MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 200,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.