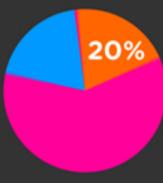


In our inaugural survey, we asked 400 parents to tell us about their kids' listening habits. Here's what we found out.





of kids listen to a single podcast episode more than once.



of those kids listen to a single podcast episode more than ten times.

KIDS LISTEN... AND THEN DO.

After listening to a podcast, kids:



58% quote or re-enact part of the episode. 56%

tell others what they learned from the podcast. 54%

ask to listen to the episode again.

52%

request more information about what learned.

KIDS LISTEN... FREQUENTLY.

of kids listen to at least one podcast each week.

of kids listen to a podcast every day.