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

**KIDS LISTEN... AGAIN AND AGAIN.**

- 80% of kids listen to a single podcast episode more than once.
- 20% of those kids listen to a single podcast episode more than ten times.

**KIDS LISTEN... AND THEN DO.**

After listening to a podcast, kids:

- 75% start discussions related to what they just heard.
- 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 they’ve learned.

**KIDS LISTEN... FREQUENTLY.**

- 1/2 of kids listen to at least one podcast each week.
- 1/3 of kids listen to a podcast every day.

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