

Media Habits of Gen Z



Generation Z (Ages 12-24)

How do they see themselves?

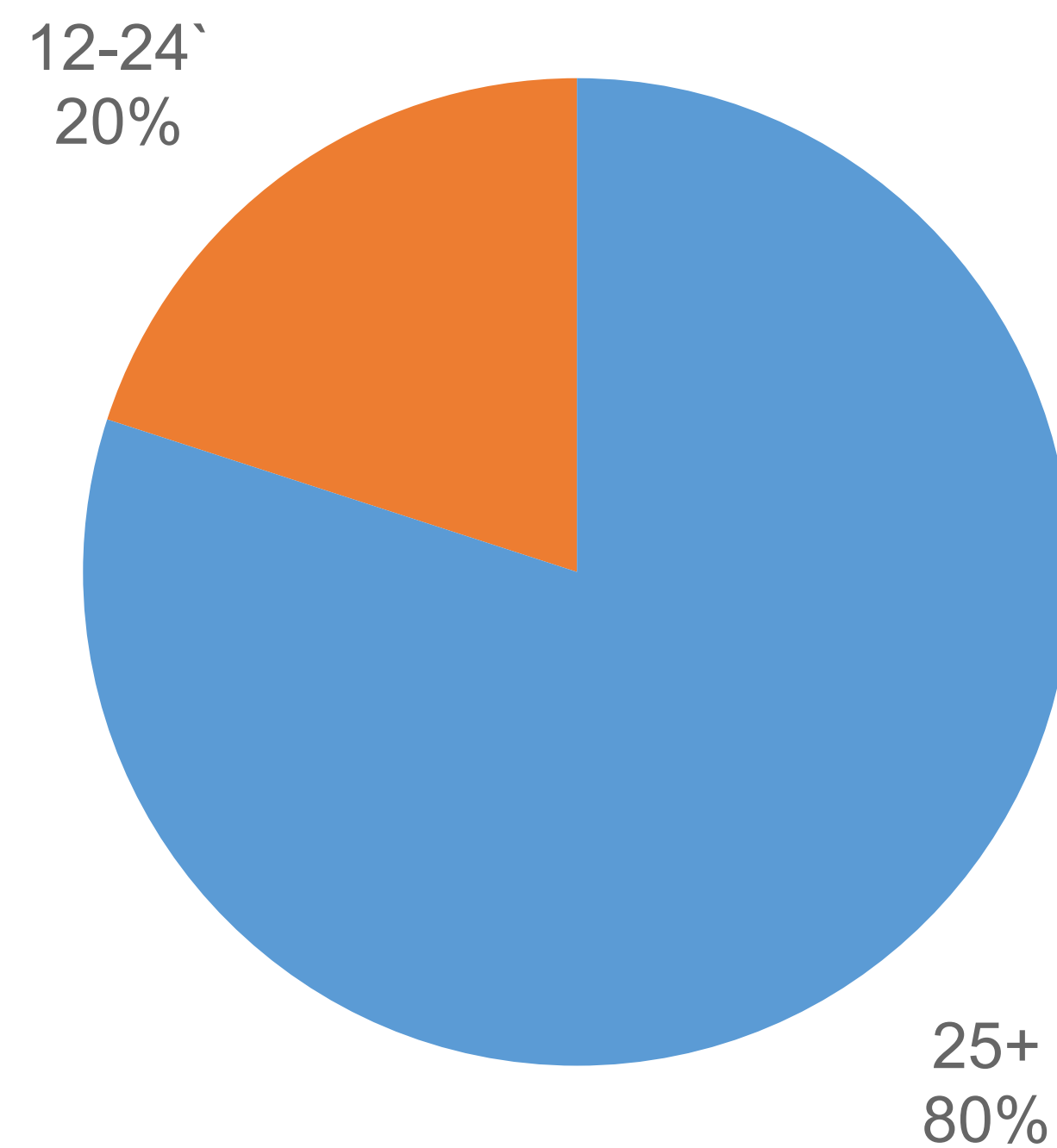
How do they consume media?

What do they share with peers?

Age composition of U.S. population older than 12

SOURCE: U.S. CENSUS BUREAU

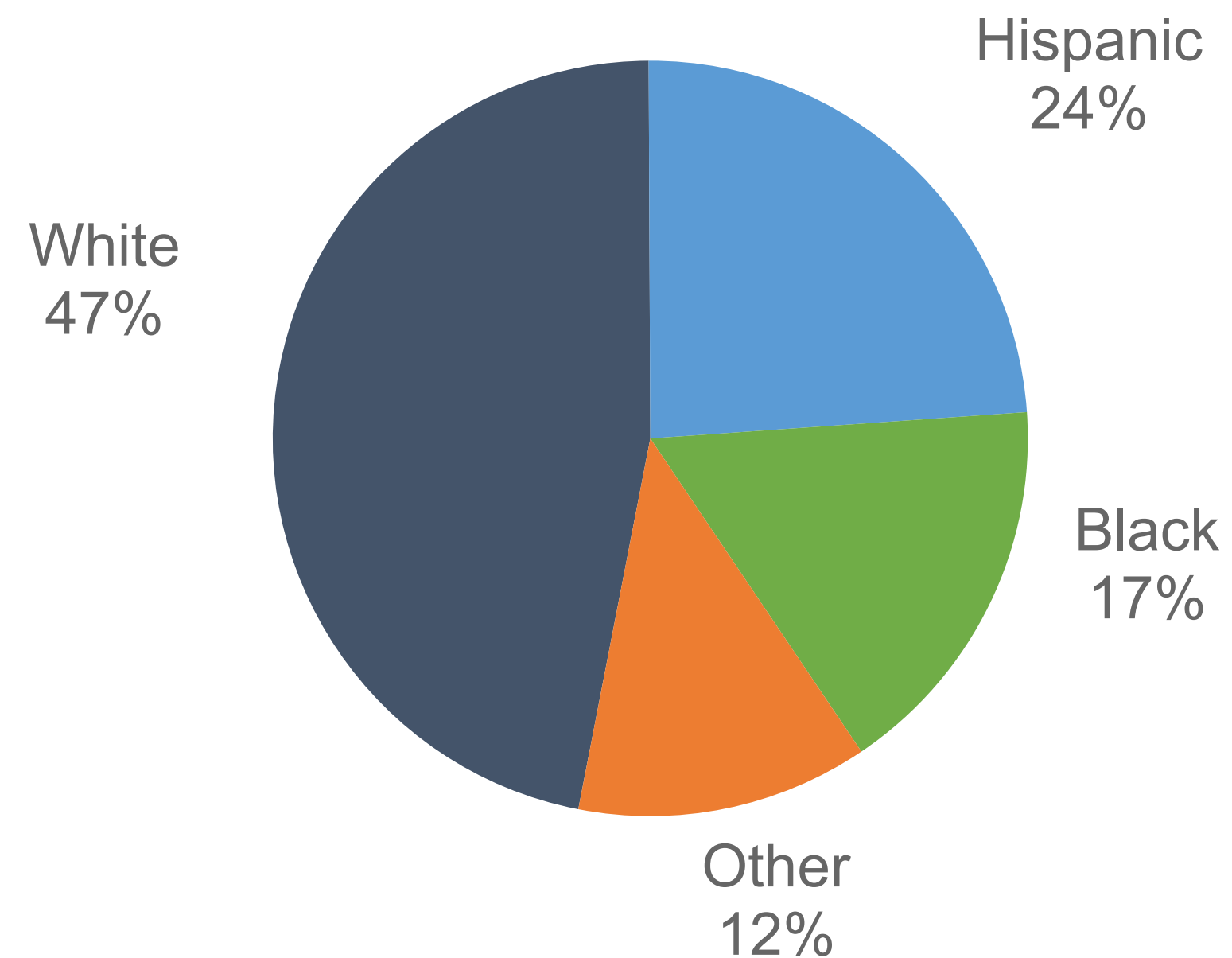
**ESTIMATED:
58 MILLION**



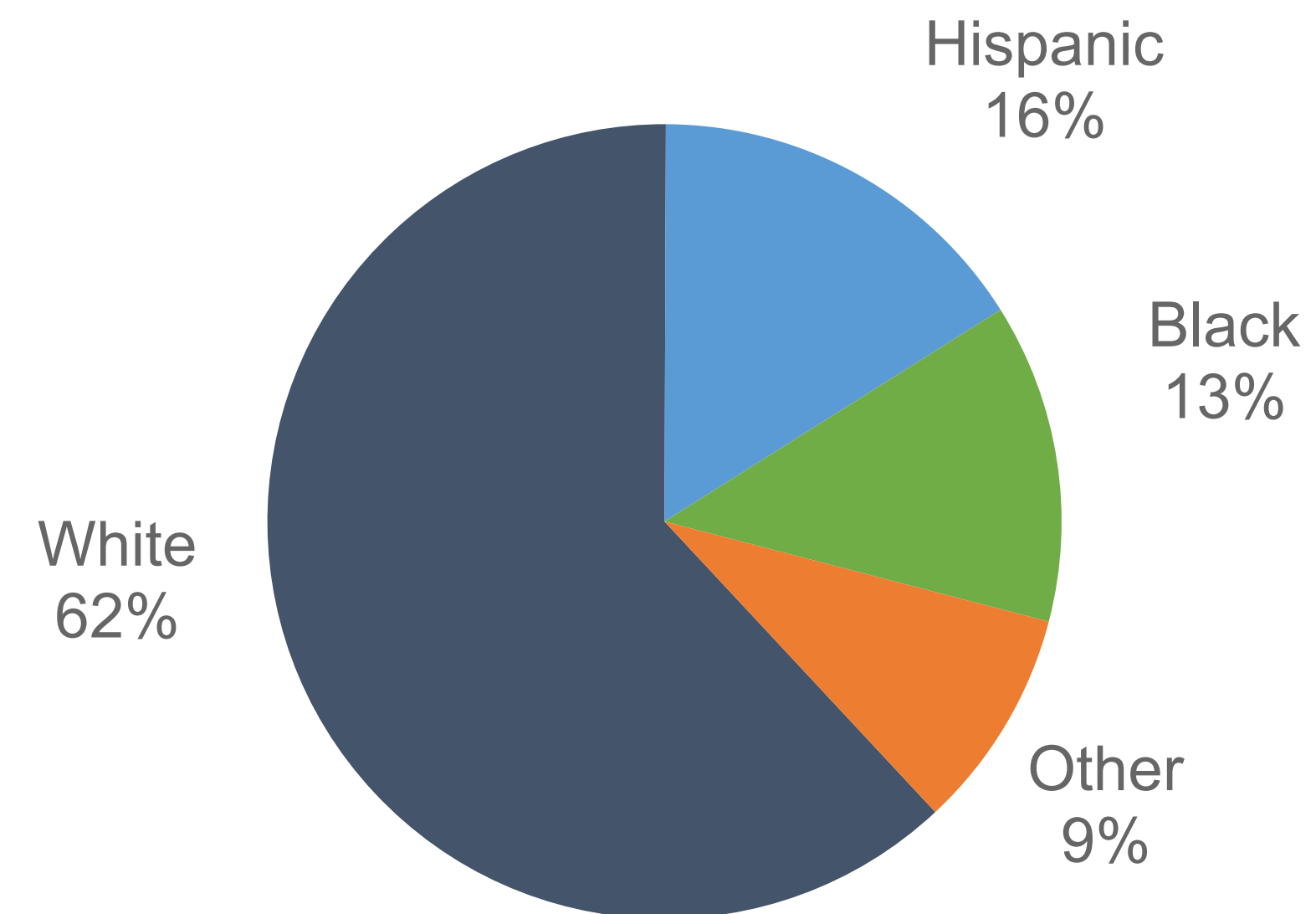
Ethnic composition

SOURCE: AMERICAN COMMUNITY SURVEY

AGE 12-24



AGE 25+





PUBLIC RADIO
Content Conference
2 0 2 2

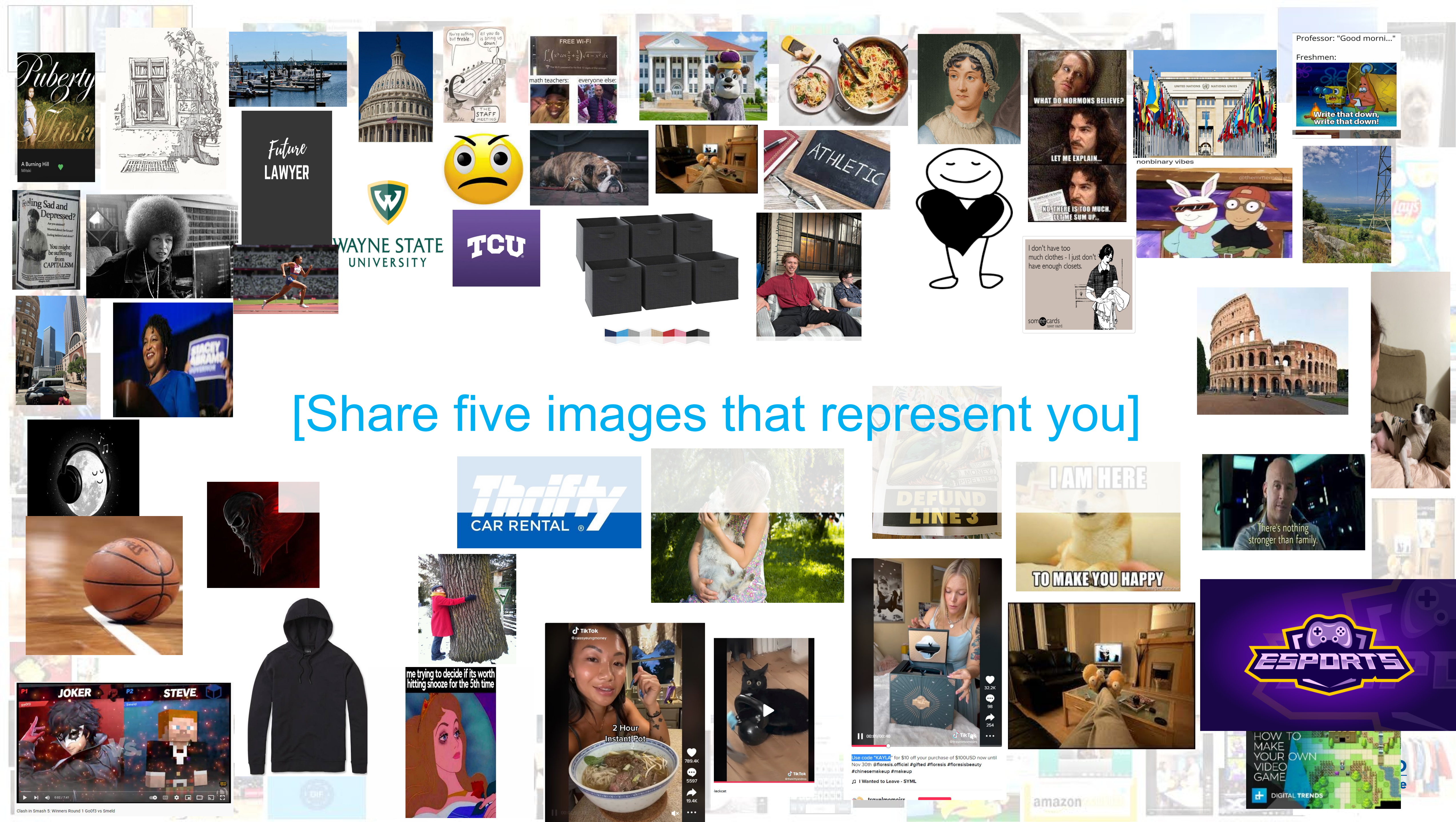
edison
podcast metrics

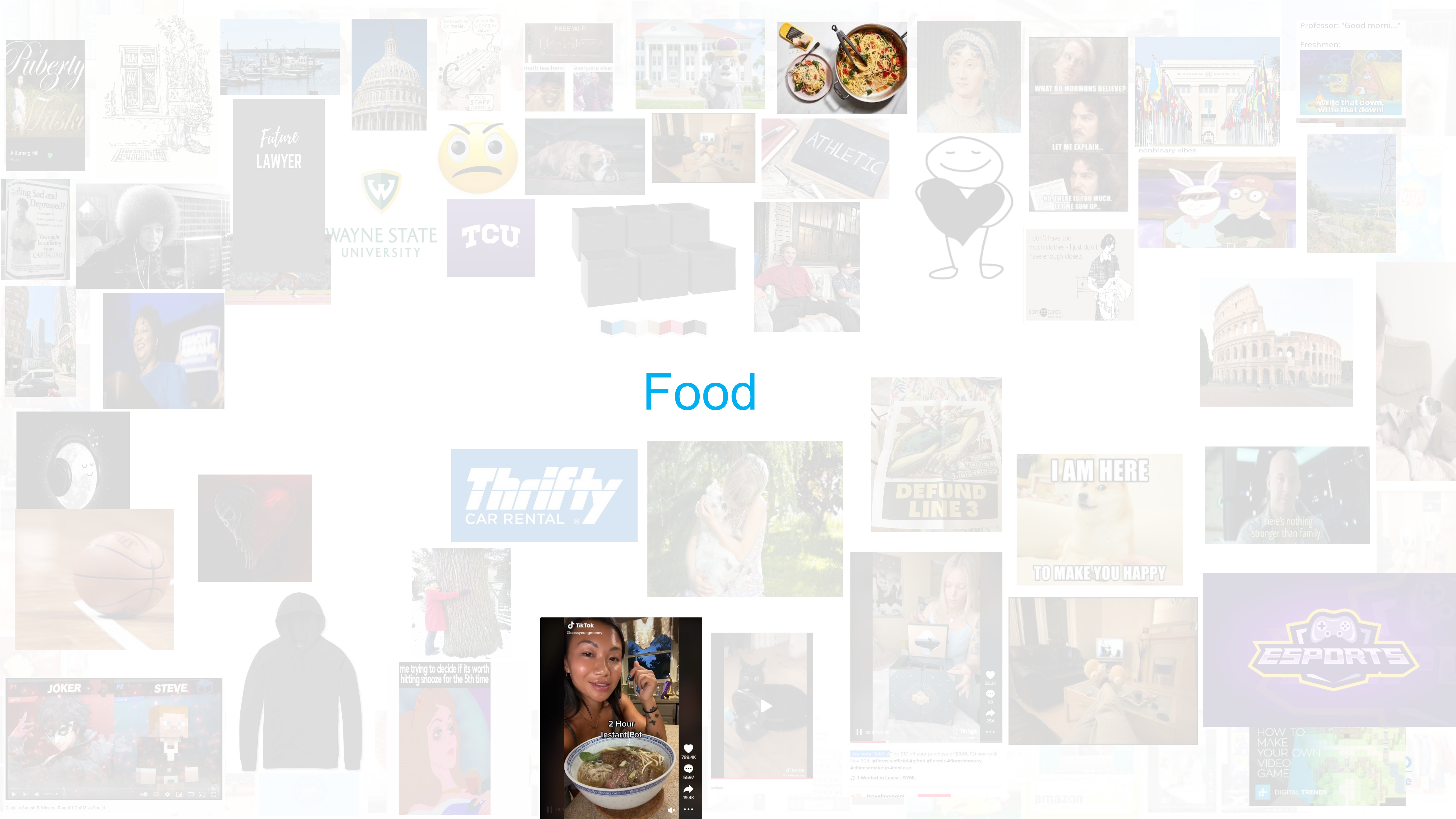
Share of Ear[®]

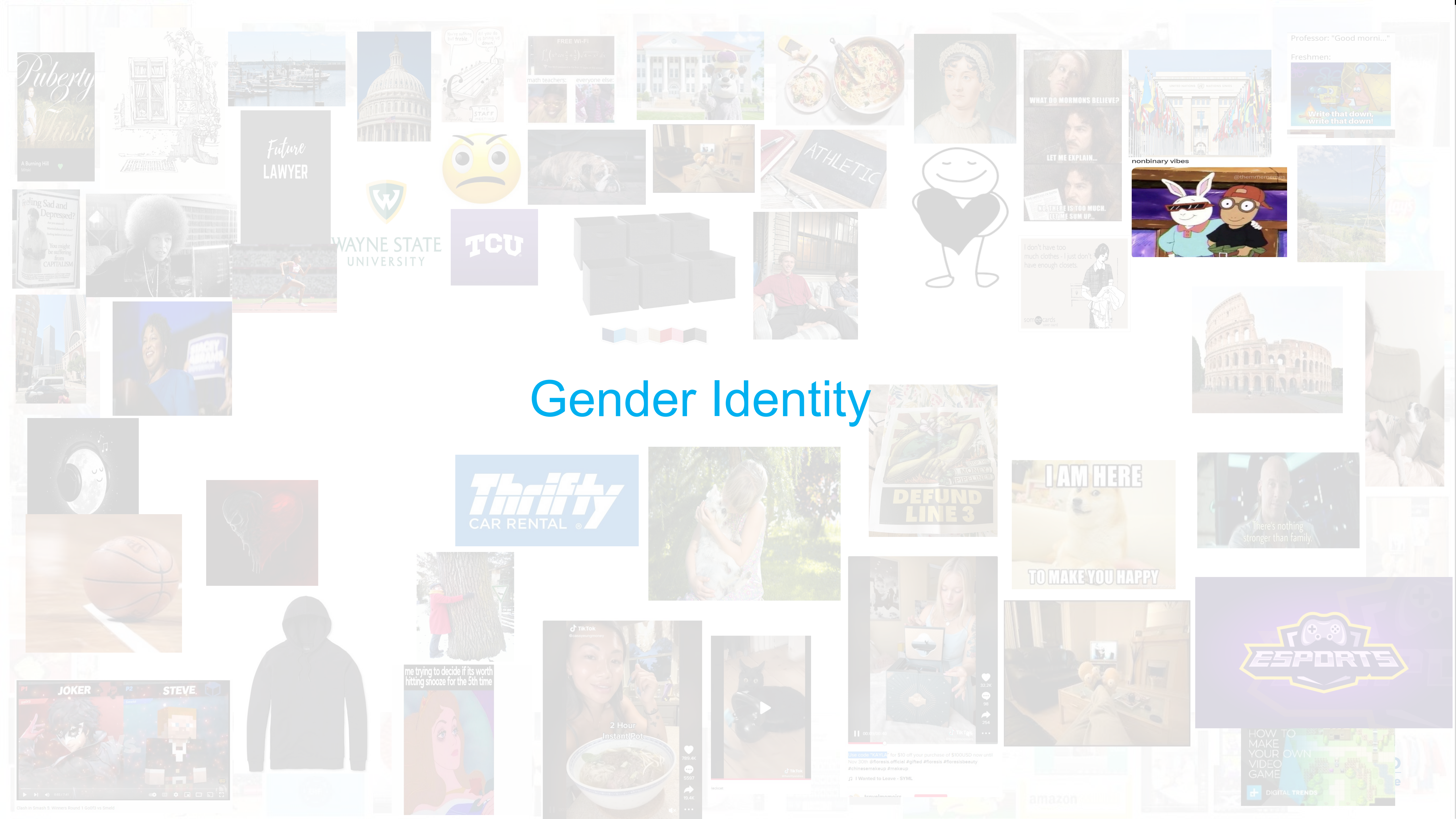


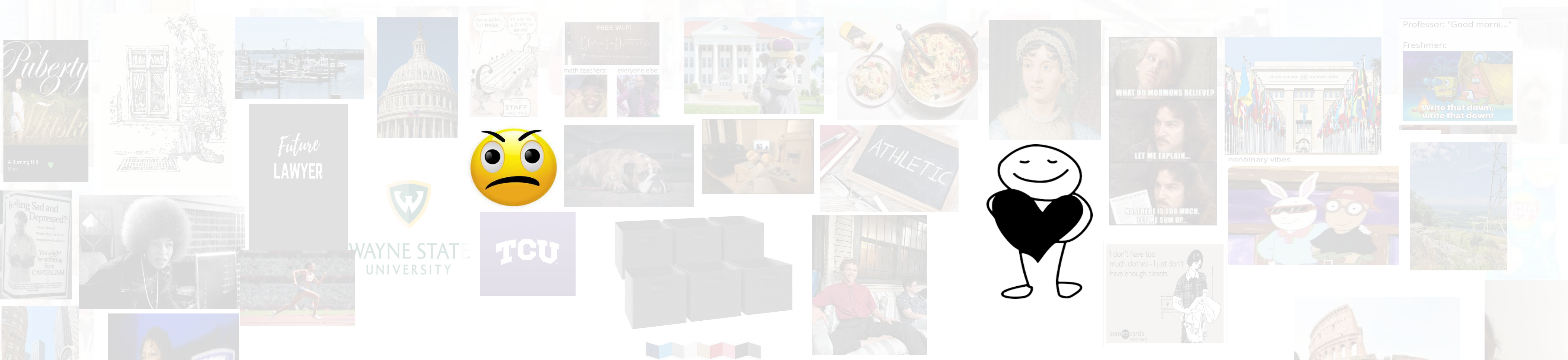
PUBLIC RADIO
Content Conference
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Who are Gen Z, according to Gen Z?

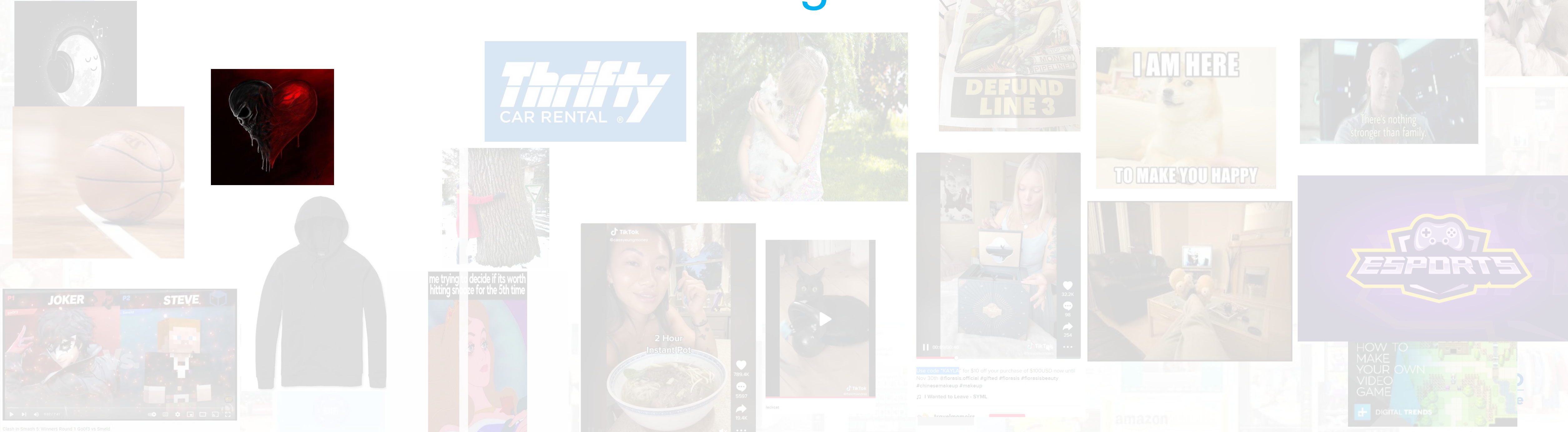


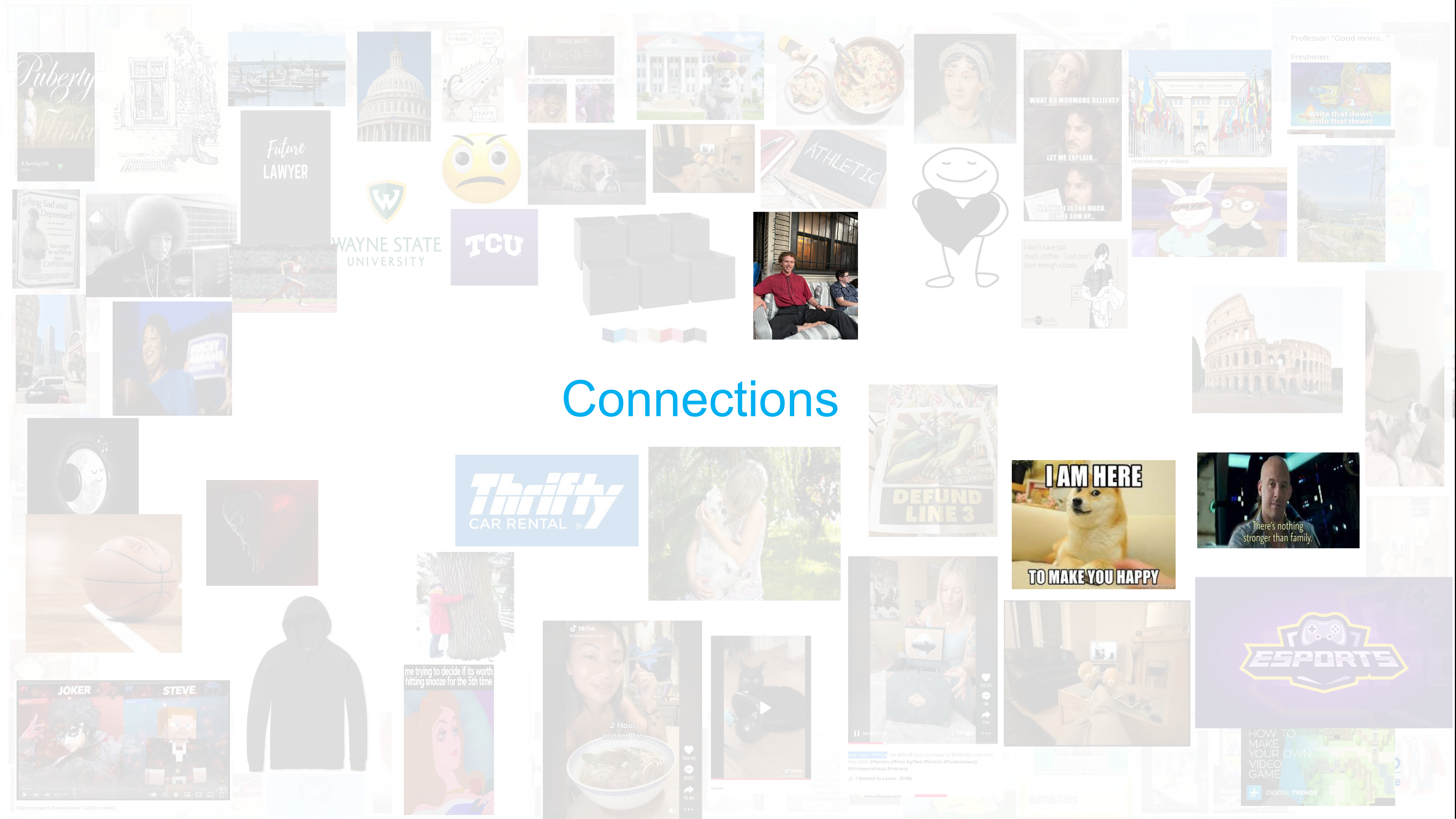


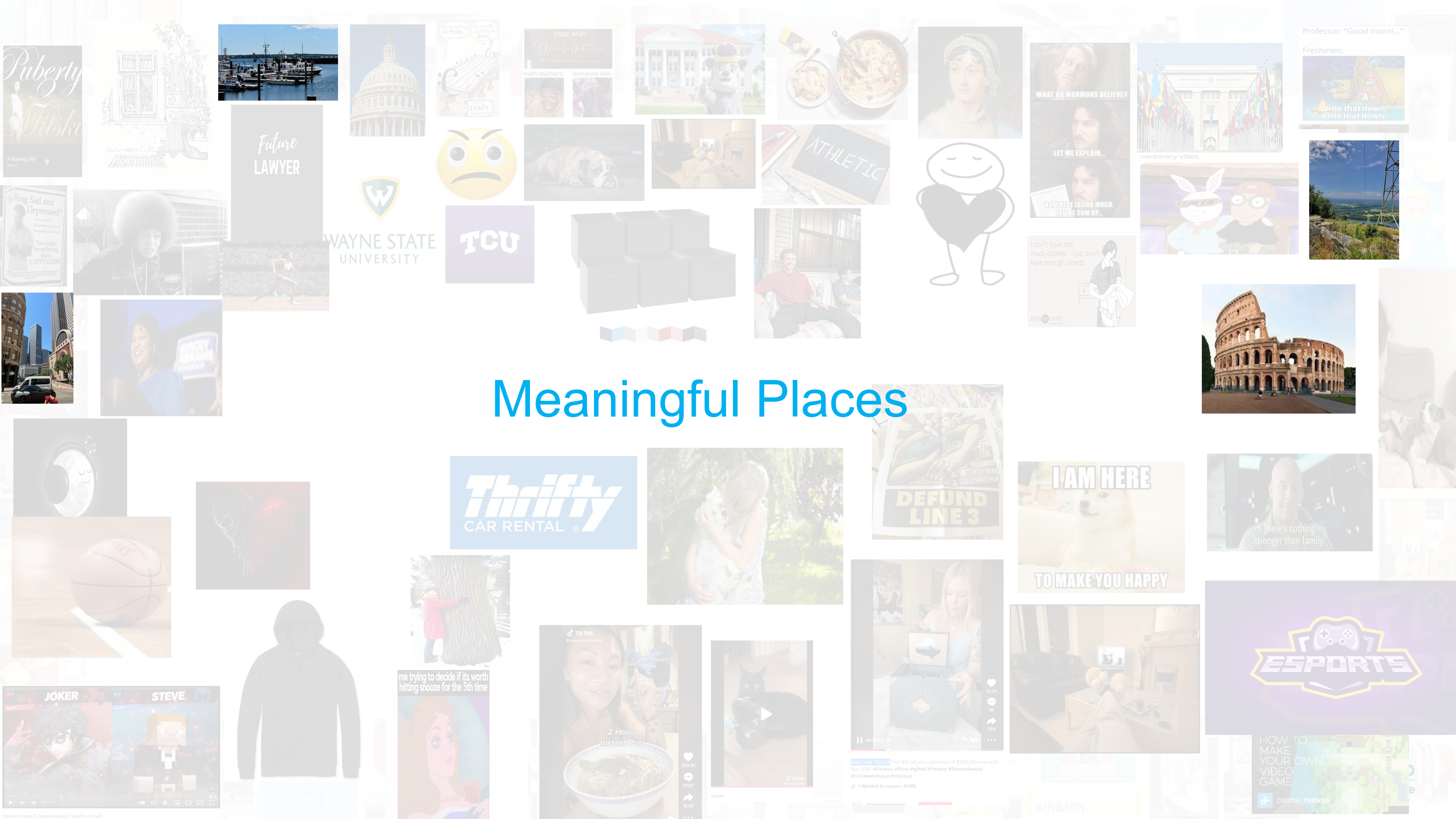




Feelings









How do Gen Z consume media?

Currently Ever Watch Live Streamed Video Games

TOTAL U.S. POPULATION 12+
% SAYING YES

“Do you currently ever watch live, streamed video games on services such as Twitch, YouTube Live, Facebook Live, or Mixer?”

32



Age 12-24

13



Age 25+



Audiobook Listening

TOTAL U.S. POPULATION 12+
% EVER LISTENED TO AN AUDIOBOOK

52



Age 12-24

43



Age 25+



WONDERY

ART19
an amazon company

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% WHO CURRENTLY USE STREAMING VIDEO
(e.g., Netflix, Hulu, Disney)



SOURCE: EDISON RESEARCH ONLINE GENERAL POPULATION SURVEY, ONLINE U.S. POPULATION 18+

Smartphone Ownership

TOTAL U.S. POPULATION 12+
% OWNING A SMARTPHONE

93



Age 12-24

87

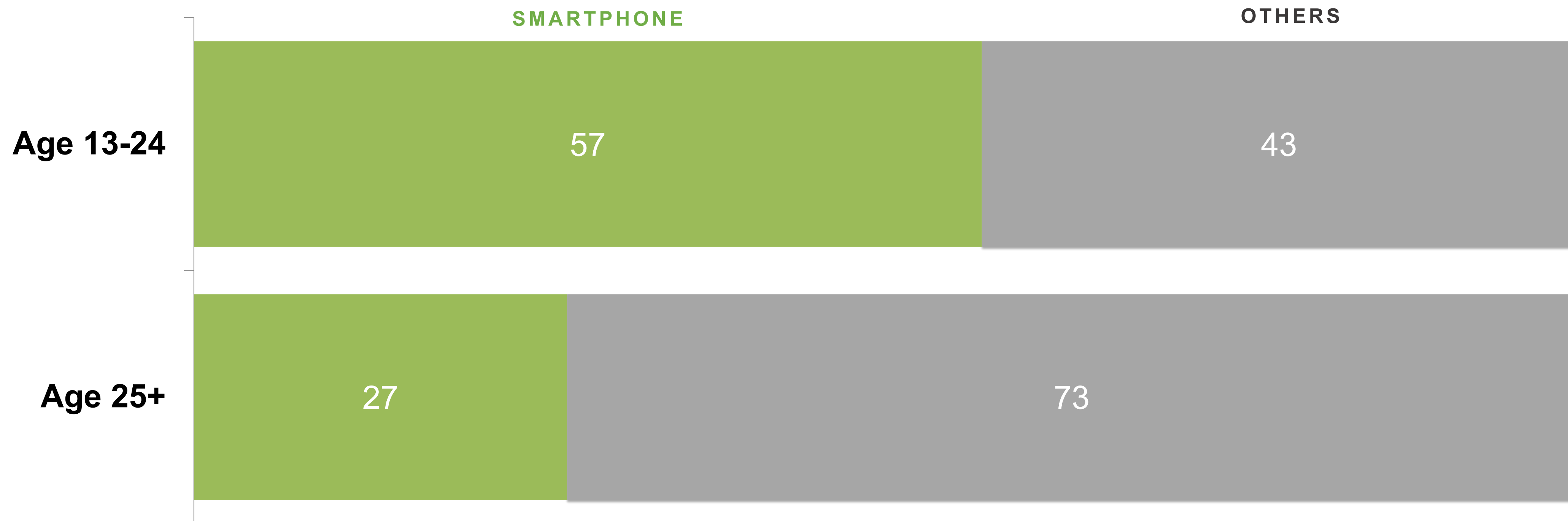


Age 25+



Share of Ear[®]

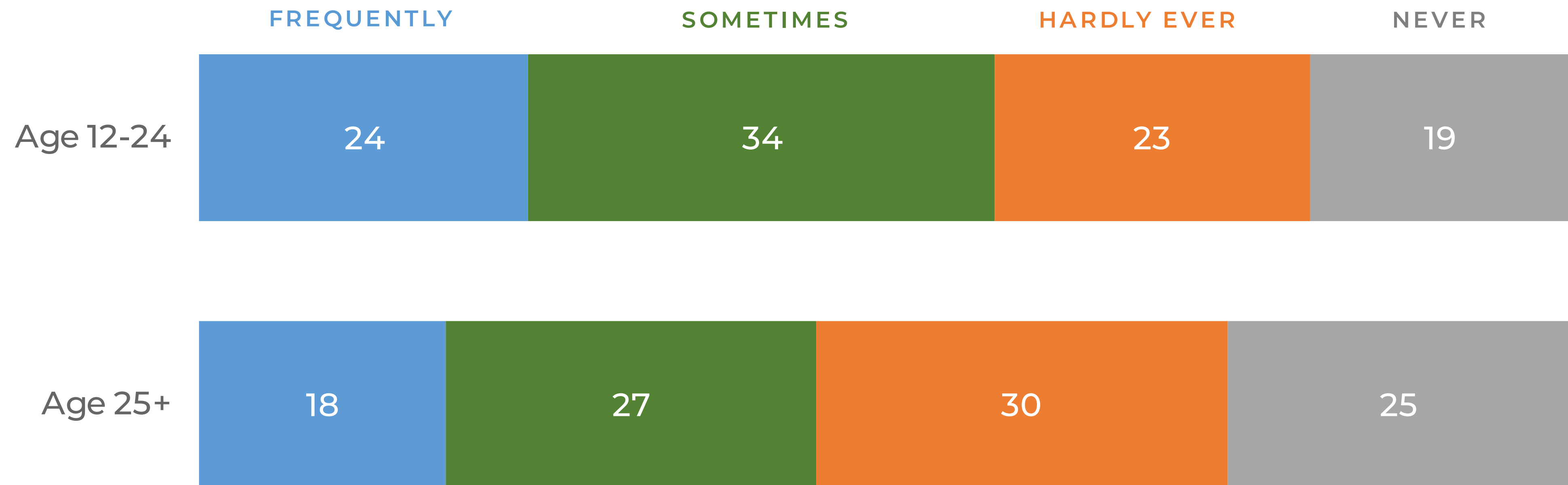
Share of Time Spent Listening to Audio by Device



EDISON RESEARCH SHARE OF EAR © Q2 2-22

Frequency of Listening to Audio with Other People

BASE: U.S. POPULATION 12+ WHO GAVE A RESPONSE



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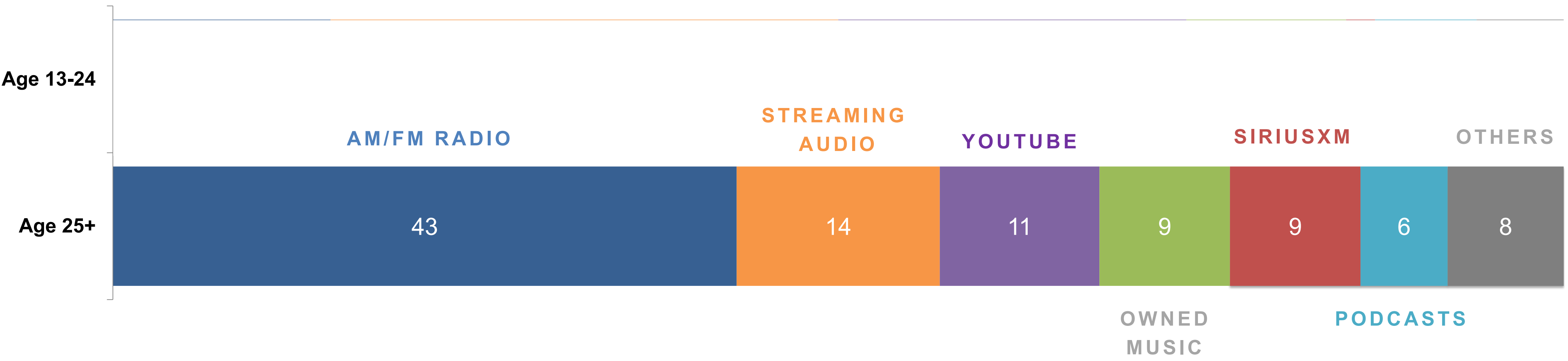
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Share of Ear[®]

Share of time spent listening to audio sources

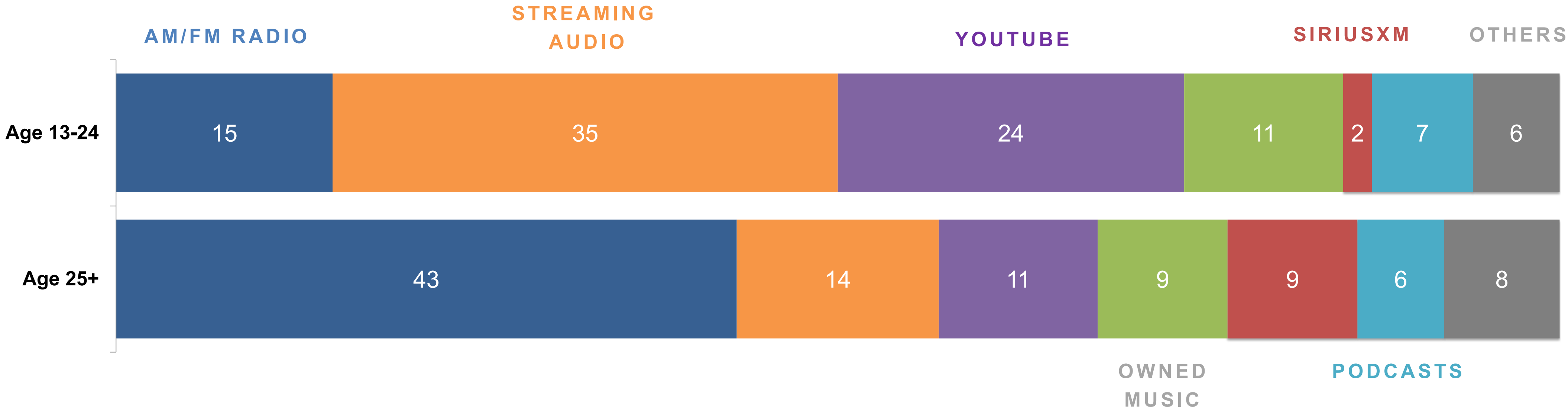


AM/FM RADIO INCLUDES OVER THE AIR AND RADIO STREAMS
YOUTUBE FOR MUSIC AND MUSIC VIDEOS ONLY
STREAMING AUDIO INCLUDES PURE PLAYS SUCH AS PANDORA, SPOTIFY, AND OTHERS
OTHERS INCLUDE TV MUSIC CHANNELS, AUDIOBOOKS, AND OTHER AUDIO SOURCES

EDISON RESEARCH SHARE OF EAR © Q1-Q4 2021

Share of Ear[®]

Share of time spent listening to audio sources



AM/FM RADIO INCLUDES OVER THE AIR AND RADIO STREAMS

YOUTUBE FOR MUSIC AND MUSIC VIDEOS ONLY

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EDISON RESEARCH SHARE OF EAR © Q2 2022

Monthly Online Audio Listening

TOTAL U.S. POPULATION 12+

% LISTENED TO ONLINE AUDIO IN LAST MONTH

ONLINE AUDIO = LISTENING TO AM/FM RADIO STATIONS ONLINE AND/OR LISTENING TO
STREAMED AUDIO CONTENT AVAILABLE ONLY ON THE INTERNET

88



Age 12-24

70

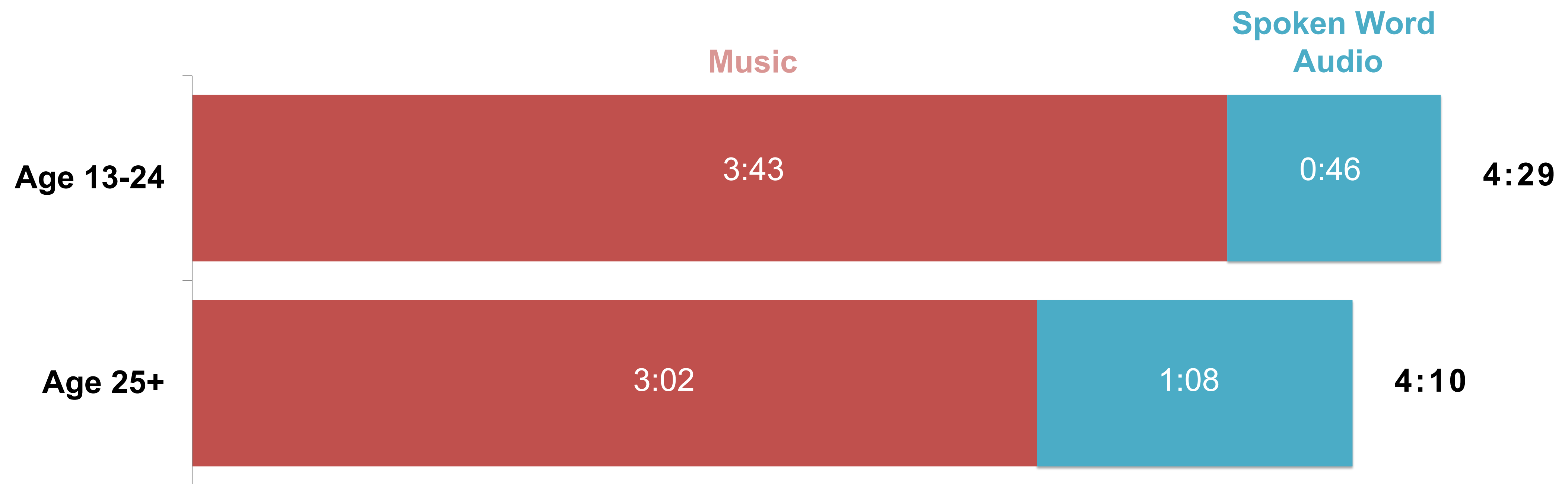


Age 25+



Share of Ear[®]

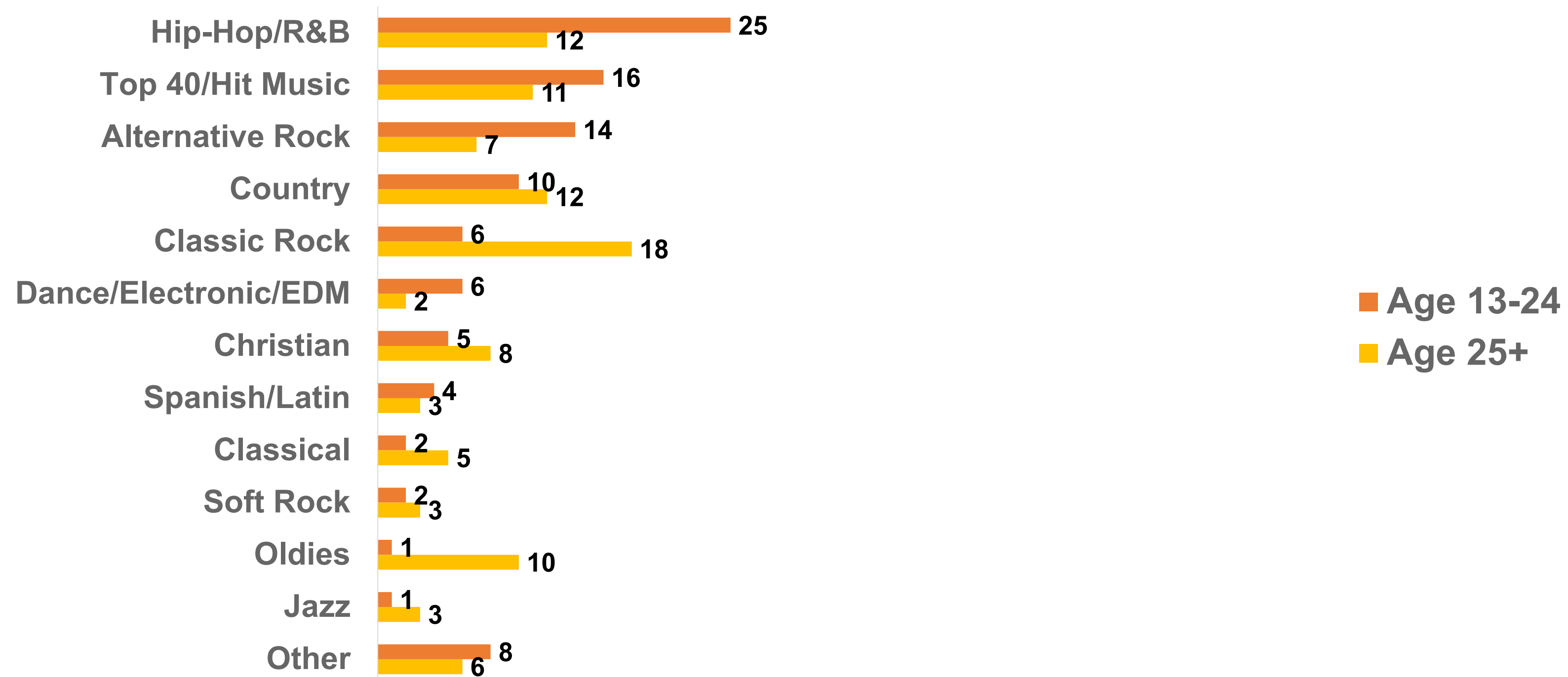
Audio Listening by Content Type (HH:MM)



EDISON RESEARCH SHARE OF EAR © Q2 2021

Share of Ear[®]

Music genre listened to most overall



% indicating music genre

EDISON RESEARCH SHARE OF EAR © 2020 Q2-Q4; 2021 Q1

Listening to AM/FM Radio in the Last Week

TOTAL U.S. POPULATION 12+
% LISTENED TO AM/FM RADIO IN THE LAST WEEK
AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE

37



Age 12-24

60



Age 25+



Online Audio Listening in Car Through a Cell Phone

TOTAL U.S. POPULATION 12+
% EVER LISTENED TO ONLINE AUDIO IN A CAR THROUGH A CELL PHONE

67



Age 12-24

44



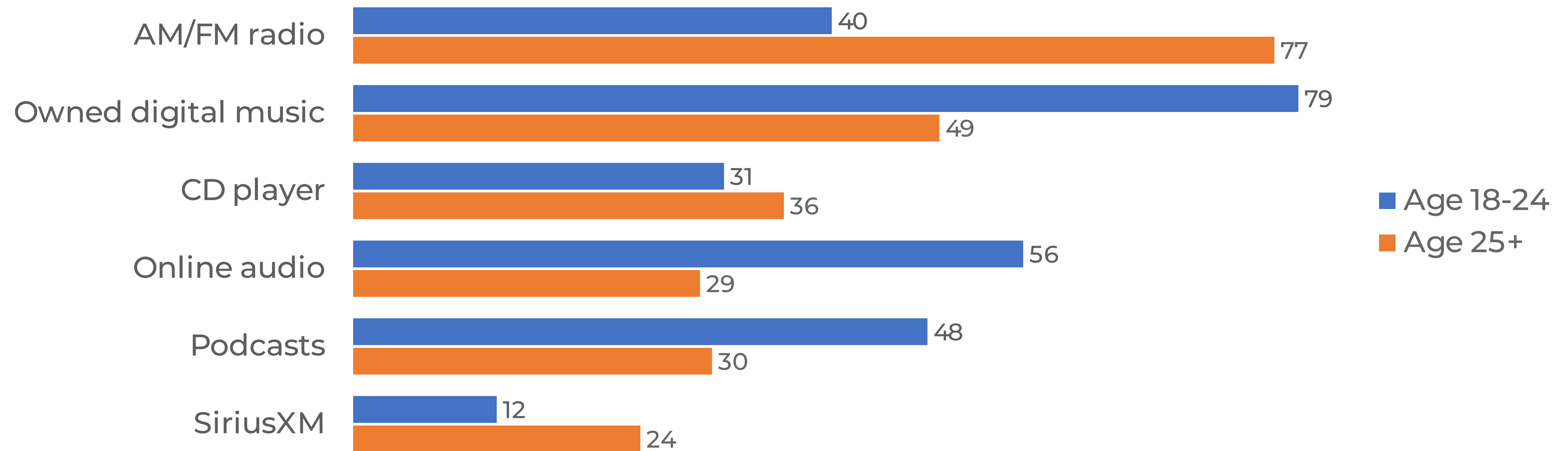
Age 25+



Audio Sources Currently Ever Used in Car

BASE: HAS DRIVEN/RIDDEN IN CAR IN LAST MONTH; (A18-24: 80%; A25+:84%)

% USING AUDIO SOURCE IN CAR



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Monthly Podcast Listening

TOTAL U.S. POPULATION 12+
% LISTENED TO A PODCAST IN THE LAST MONTH

48



Age 12-24

36

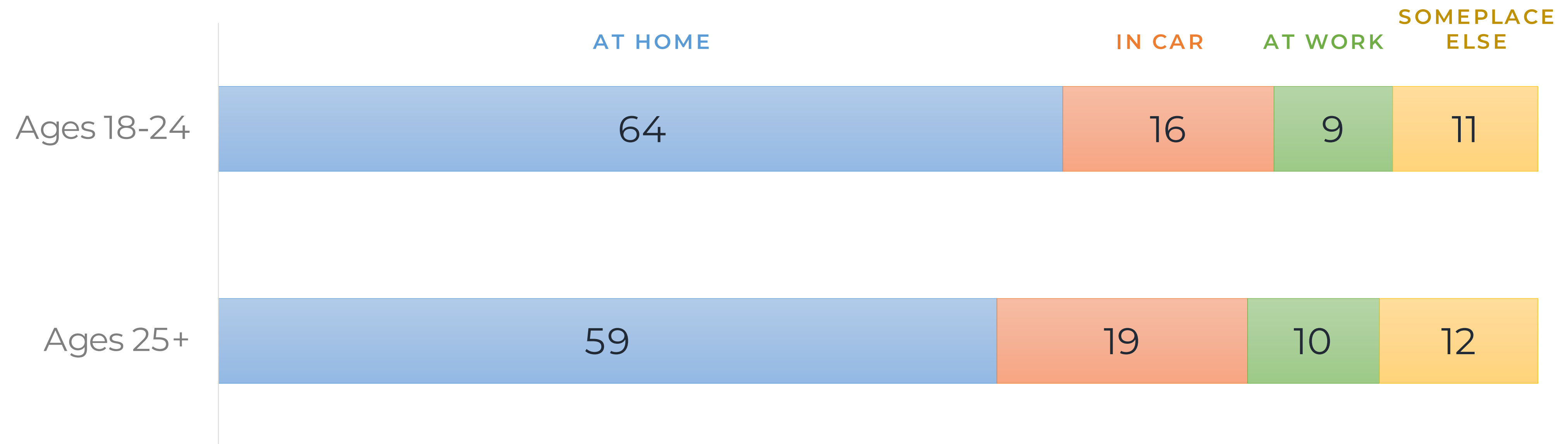


Age 25+



Location Where Podcasts Are Listened to Most Often

WEEKLY PODCAST LISTENERS
% WHO LISTEN IN EACH LOCATION



edison
podcast metrics



Efficiency Ranker

Q1 2020 - Q1 2022

Weekly Podcast Listeners

Age 18-24

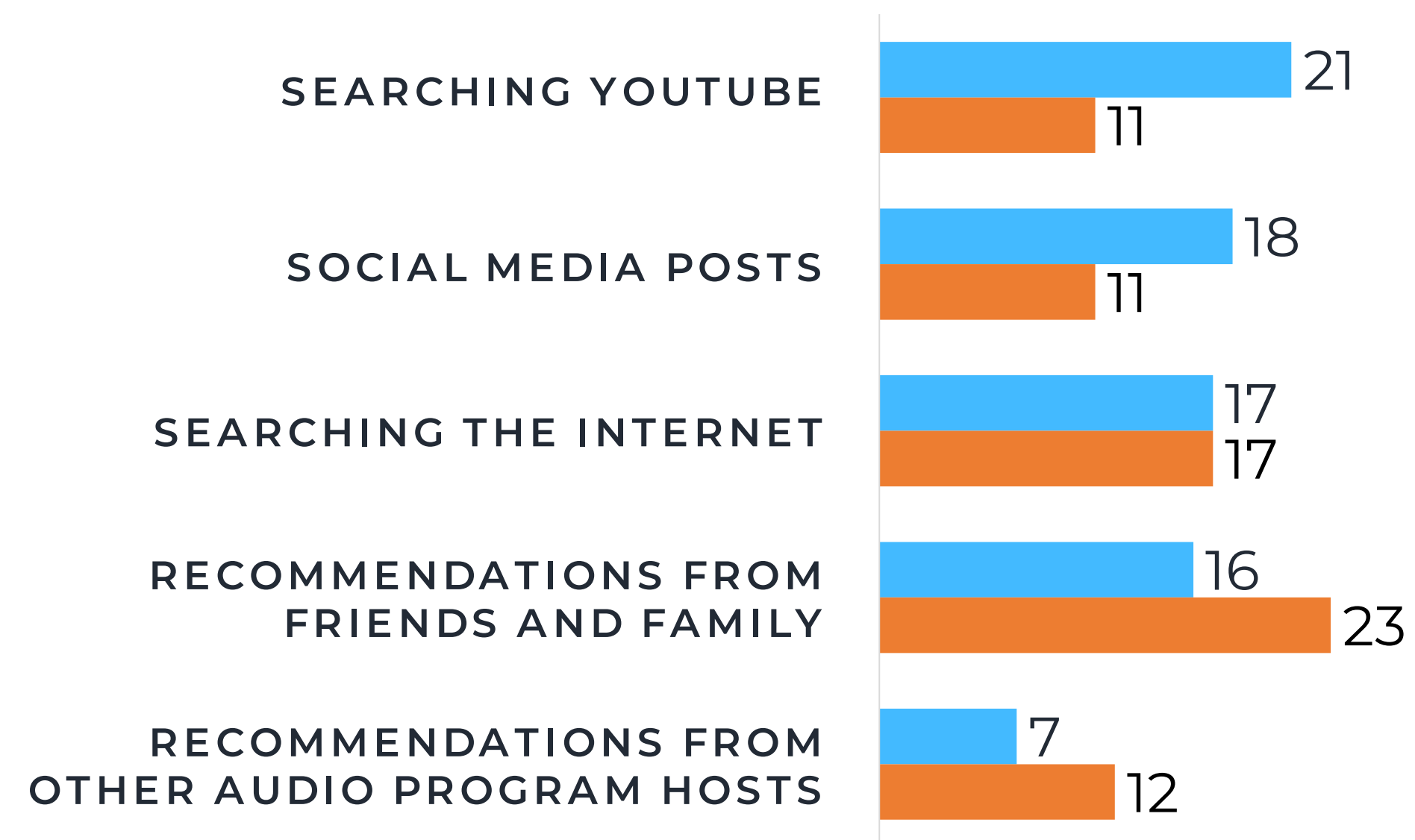
Rank Efficiency Podcast

1	88%	Anything Goes with Emma Chamberlain
2	81%	The Tiny Meat Gang Podcast
3	79%	Zane and Heath: Unfiltered
4	75%	Impulsive with Logan Paul
5	72%	Views with David Dobrik and Jason Nash
6	71%	The Misfits Podcast
7	70%	Rotten Mango
8	69%	H3 Podcast
9	55%	Ear Biscuits
10	54%	Call Her Daddy

Efficiency: % of show's audience that fits the selected demographic criteria

How Do You Discover Podcasts Most Often?

U.S. WEEKLY PODCAST LISTENERS
% SAYING METHOD



■ Ages 18-24
■ Ages 25+



Social Media Usage

TOTAL U.S. POPULATION 12+
% USING ANY SOCIAL MEDIA

93



Age 12-24

80

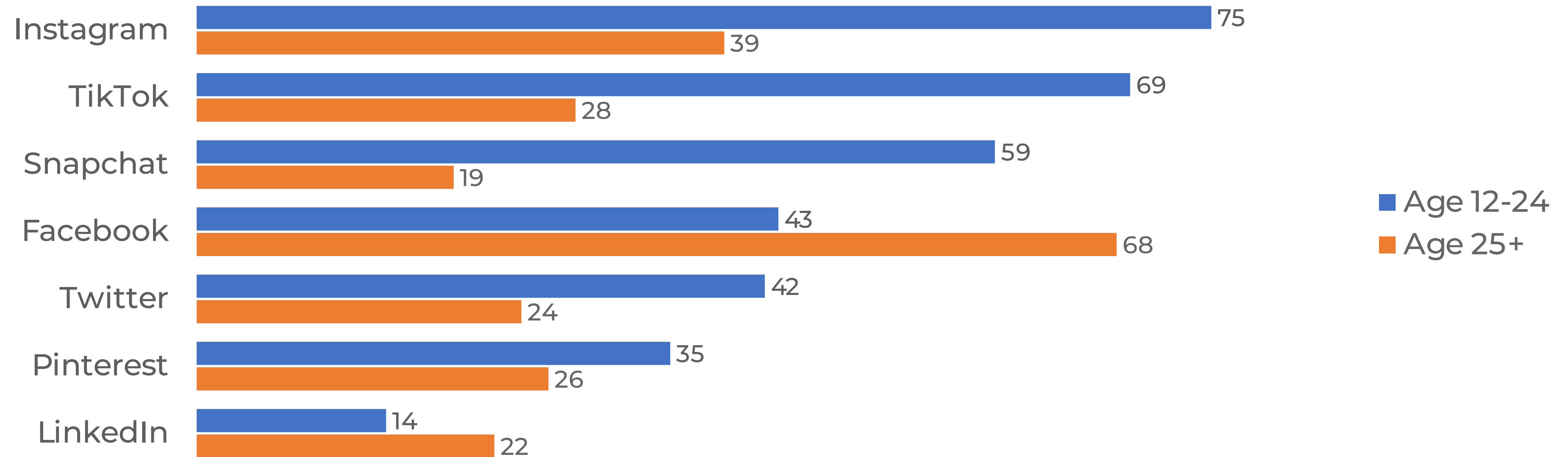


Age 25+



Social Media Brand Usage

TOTAL U.S. POPULATION 12+
% USING SOCIAL MEDIA BRAND



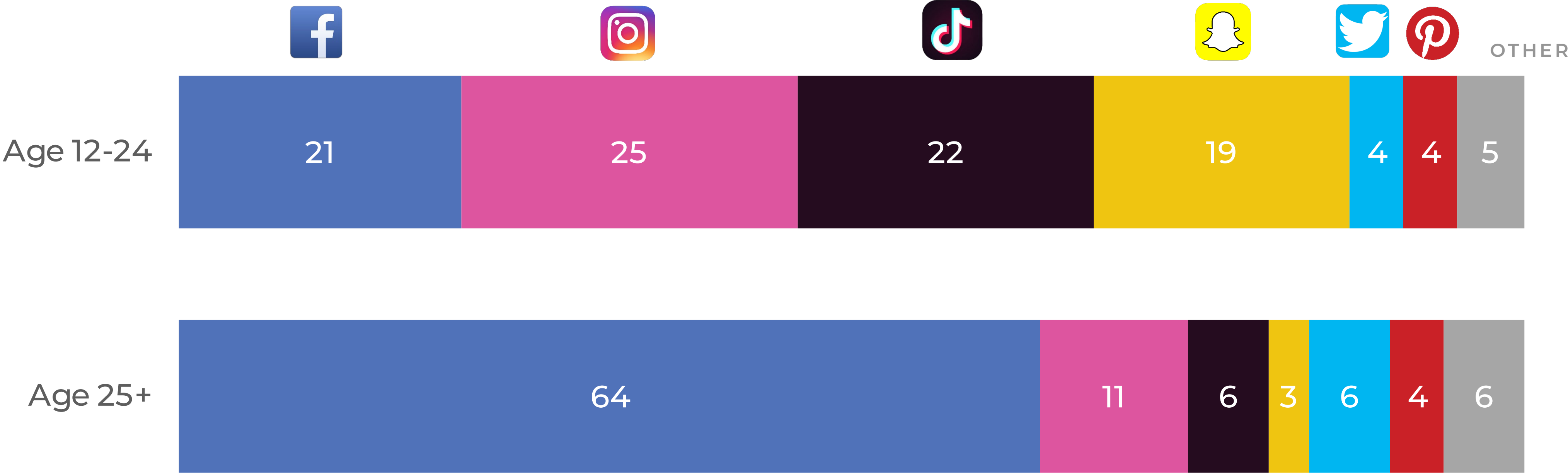
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Social Media Brand Used Most Often

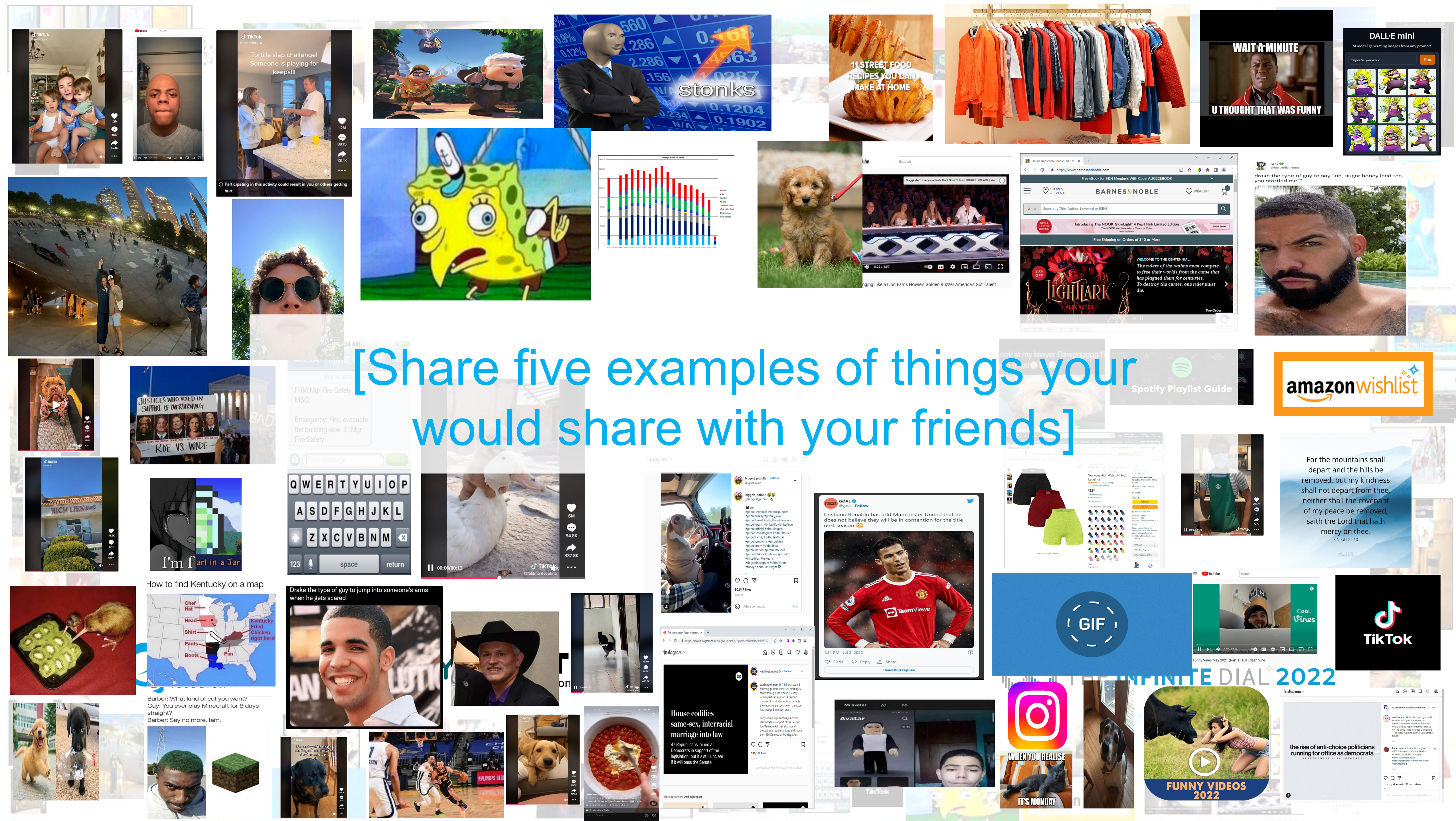
BASE: U.S. 12+ SOCIAL MEDIA USERS

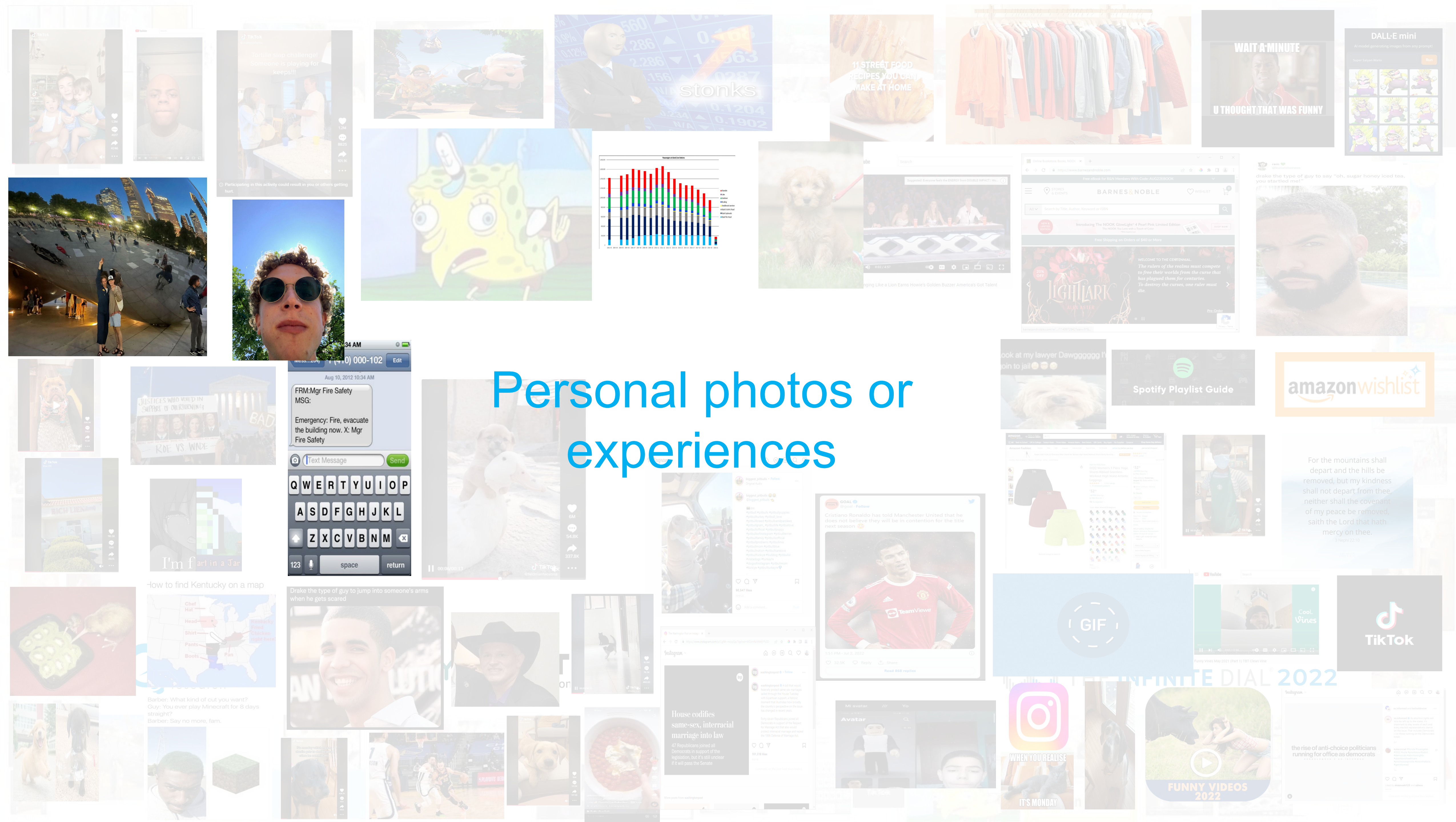


WONDERY

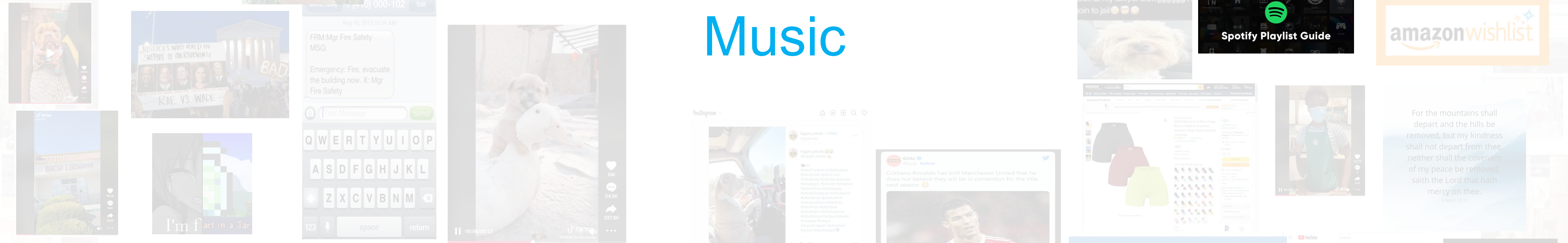
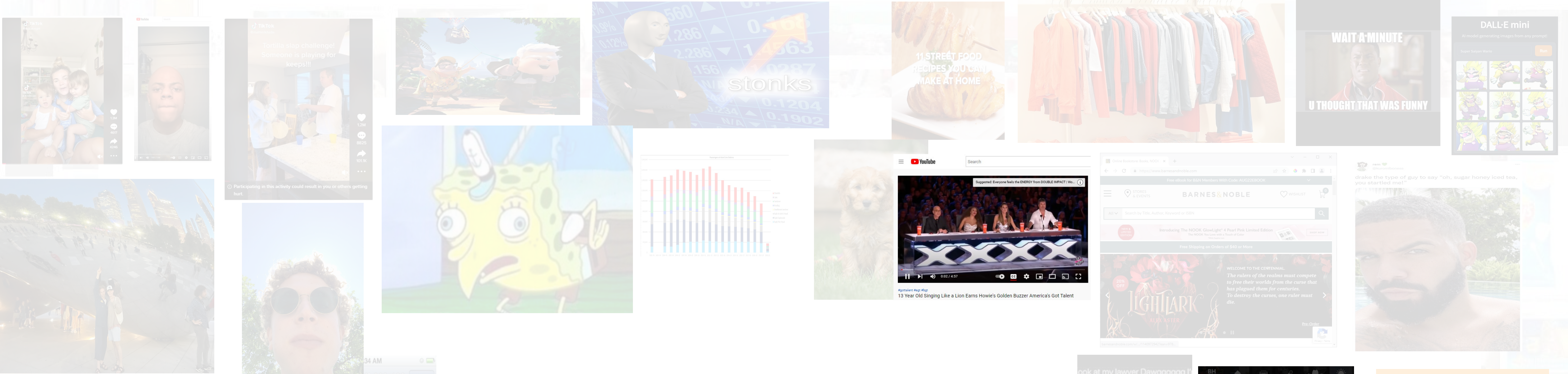


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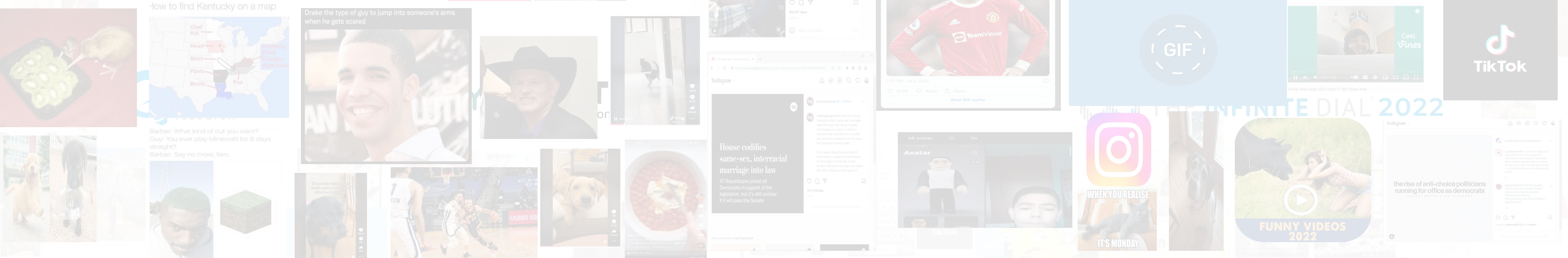




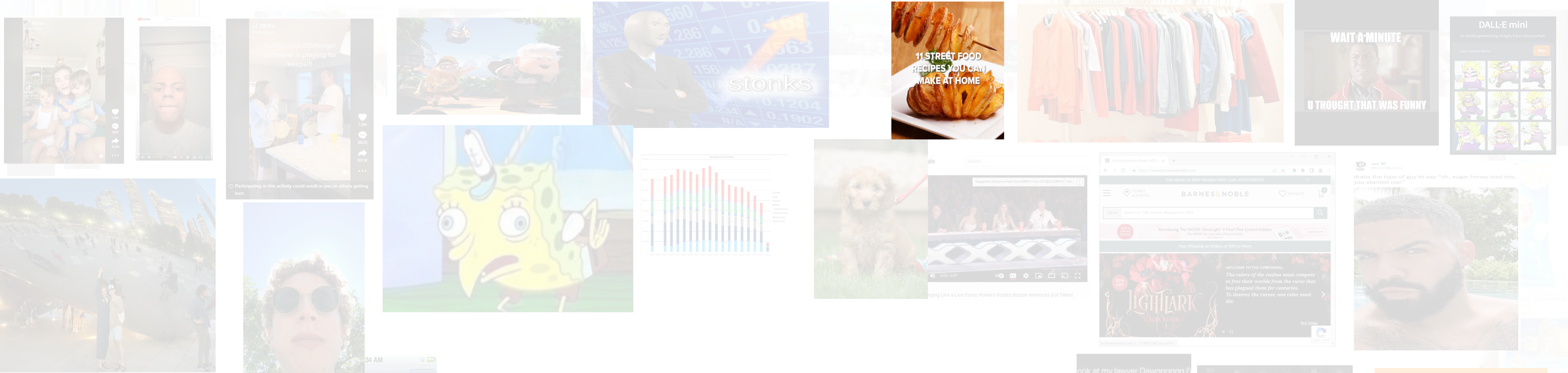




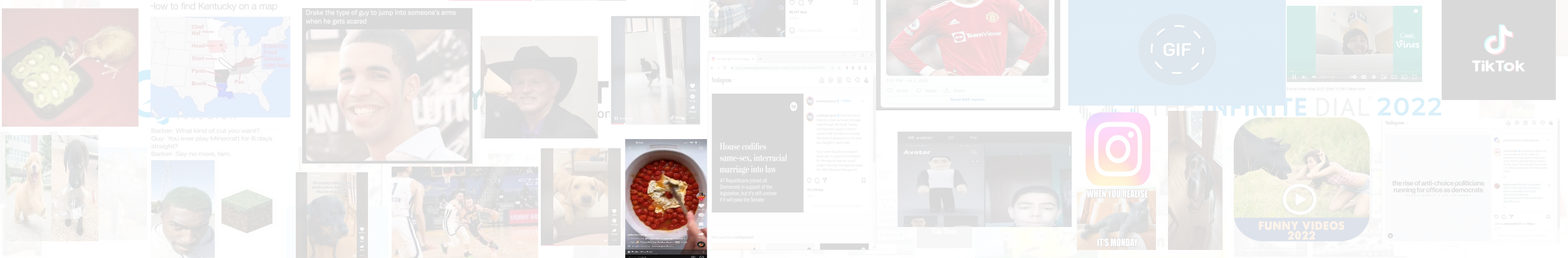
Music



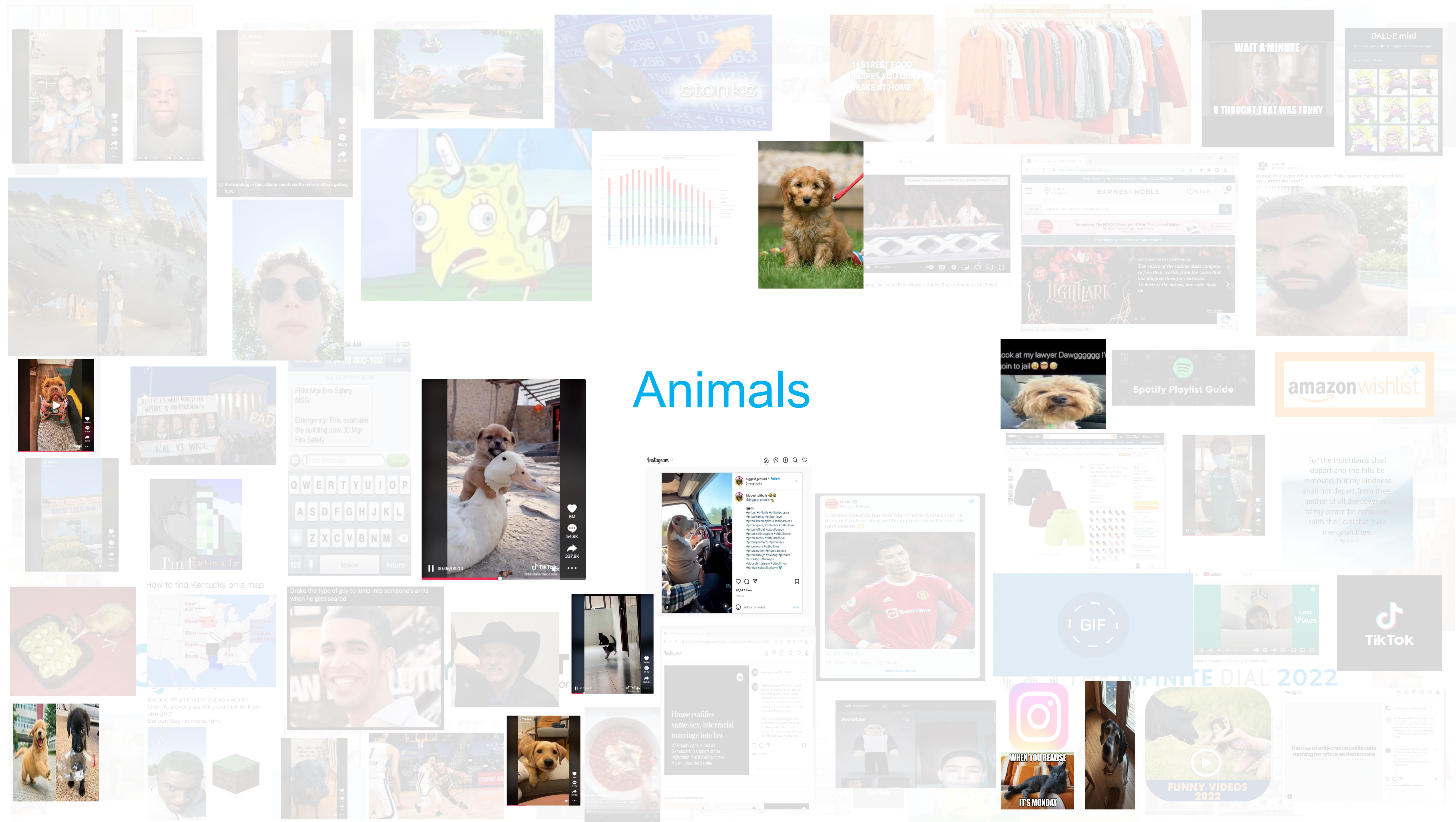


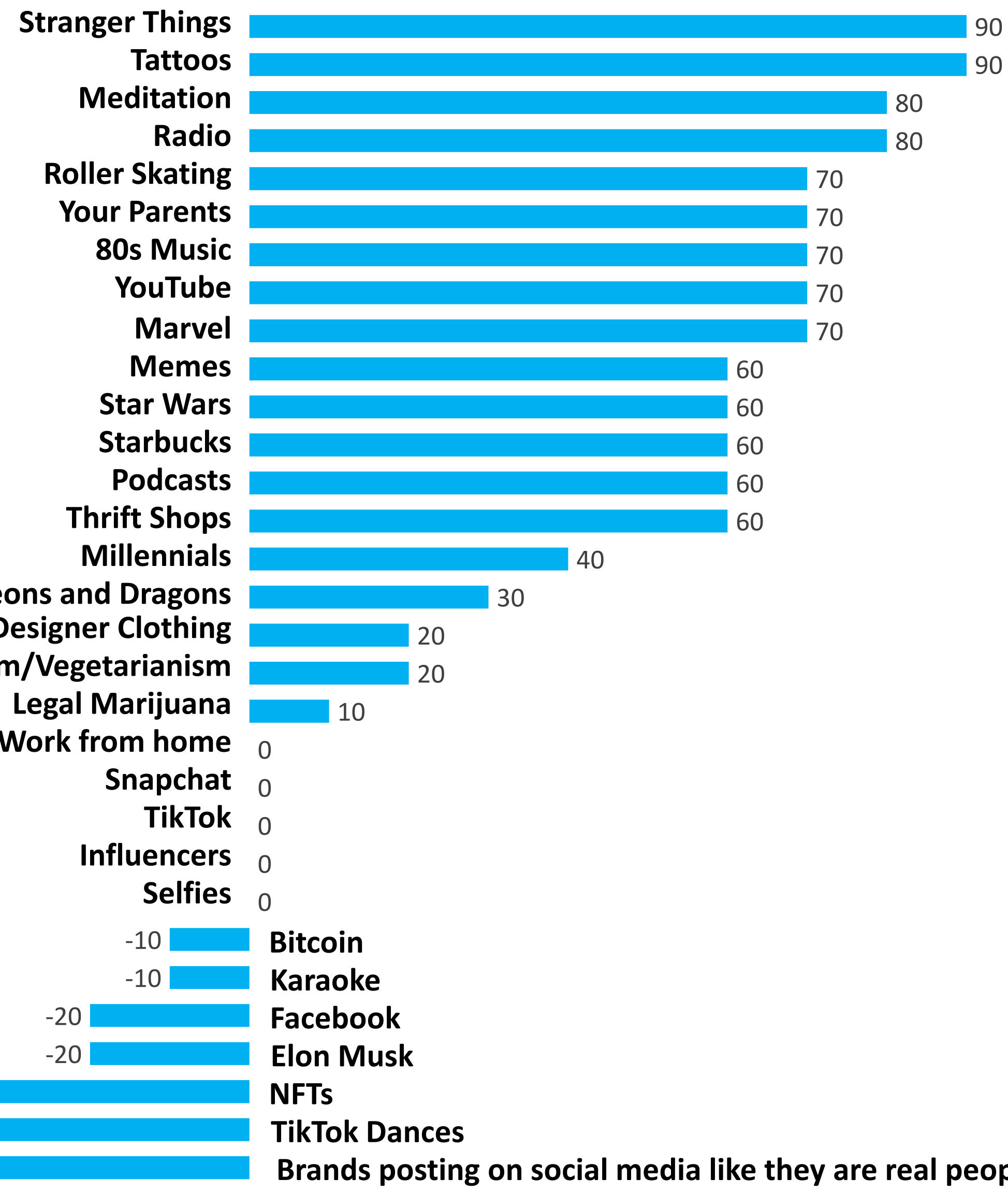


Recipes



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COOL

CRINGE

Generation Z

How do they see themselves?

How do they consume media?

What do they share with others?



Generation Z

They are diverse and open minded

They consume media digitally

(Unless influenced by older generations or environment)

They have a lot on their minds

What can Public Radio do for Gen Z?

Provide context around the important issues and events in their lives – even if that means finding them outside of the public radio sphere

Find the right “meme” that expresses the feeling

Be one of the places they can go to relax

Consider music as a gateway

Be one of the things they can share with friends and family

Try not to be cringe – be authentic

