

Your College Bound Kid 2025 Listener Survey

Methodology: This survey was shared with the YCBK listeners via the podcast. Respondents accessed the survey via a link on the YCBK website or a link in the monthly YCBK Plus Newsletter email. The survey was conducted in English on a Google Form and was accessible on both mobile phones and computers. The official field period was 08/03/25 through 09/30/25, although responses continued to be collected through 11/04/25, with 4.4% of responses arriving after the official field period. There were 512 responses logged, although every participant did not complete every question.

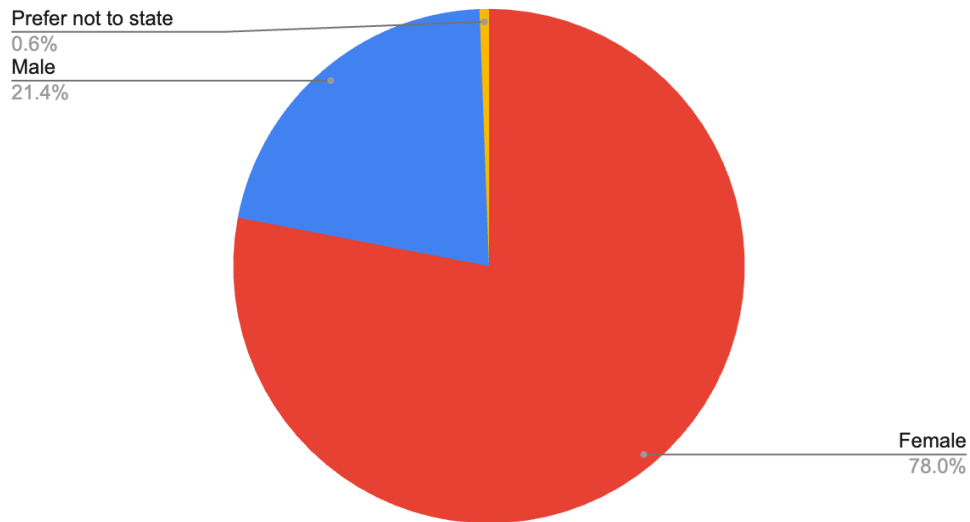
Survey conducted by: Sarah Sled, Sled Academics
Methodological questions, contact: sarah@sledacademics.com

For questions about Your College Bound Kid, contact Mark Stucker: mark@schoolmatch4u.com

DEMOGRAPHICS

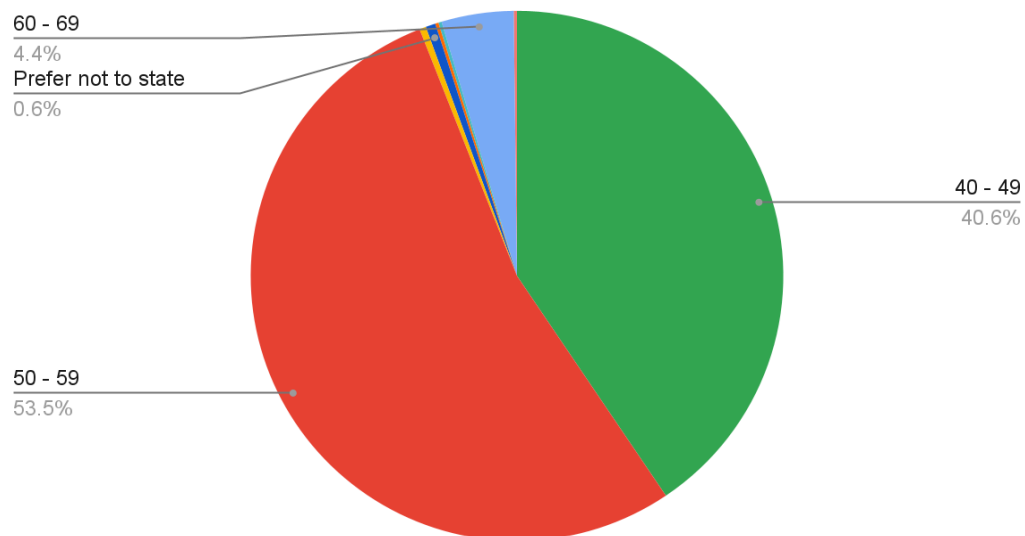
Overview: The average listener is a 50 year old, white, female parent of a public school high school student who gets Straight As. Mom has an advanced degree, lives in the US, and has a family income of \$250,000.

What is your gender?



Finding: The YCBK listener audience is predominately female (78%)
N = 507

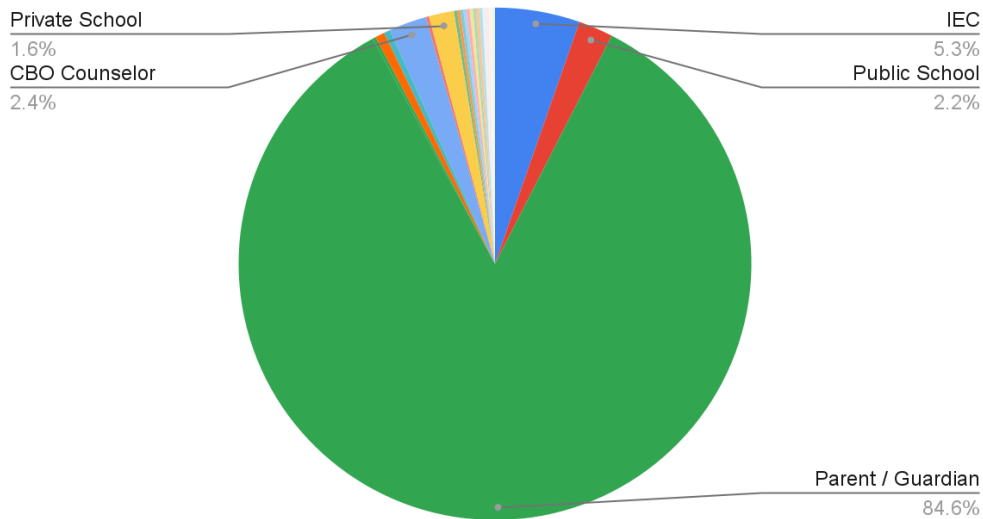
What is your age?



Finding: 94.1% of listeners are between the ages of 40-59, which aligns with our primary listener role of parents of high school students.

N = 505

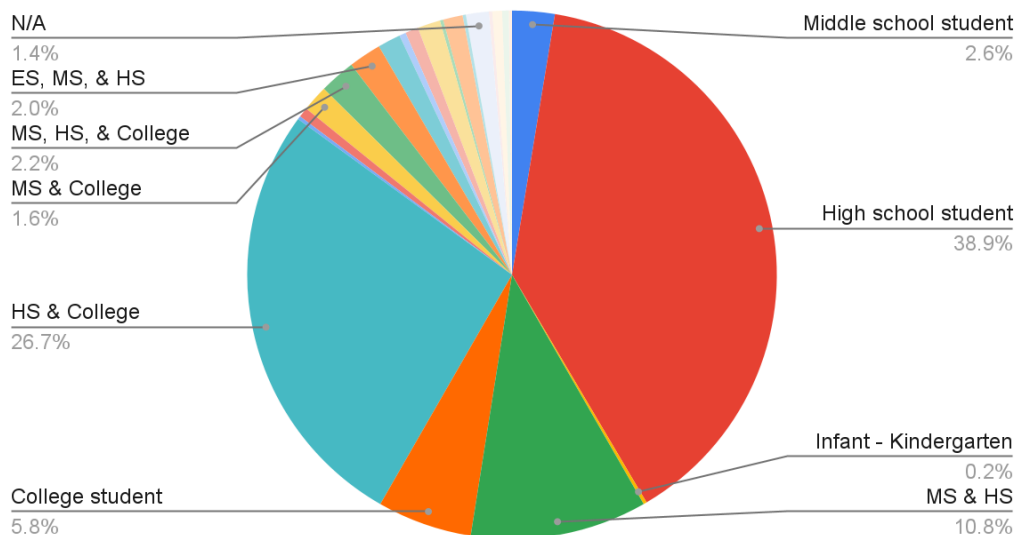
What is your primary role as a listener?



Finding: The vast majority of listeners (84.6%) are parents, and 11.5% are college counselors.

N = 507

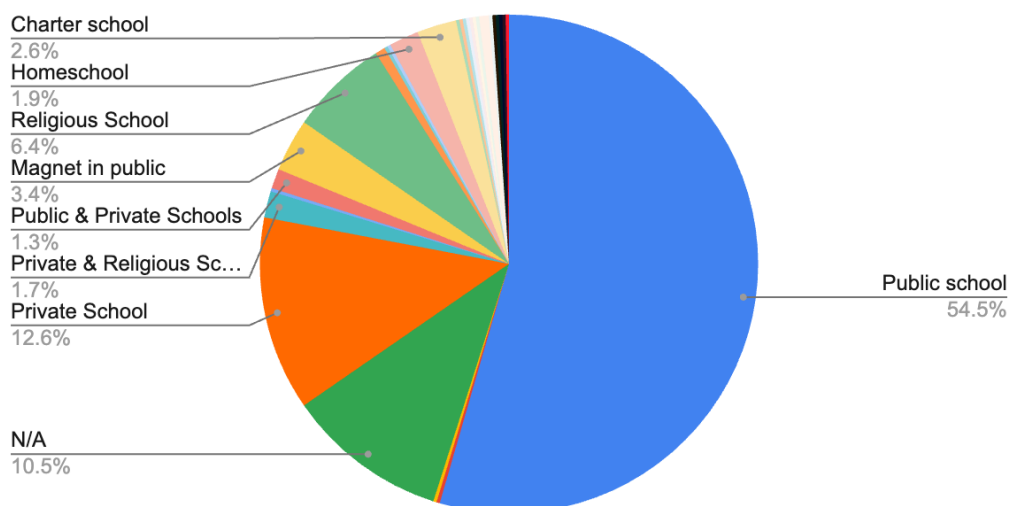
Listeners' Children / Student Ages



Finding: The majority of listeners have children (as parents) or students (as counselors) who are in high school, but many have children in another age range as well, most often middle school or college.

N = 503

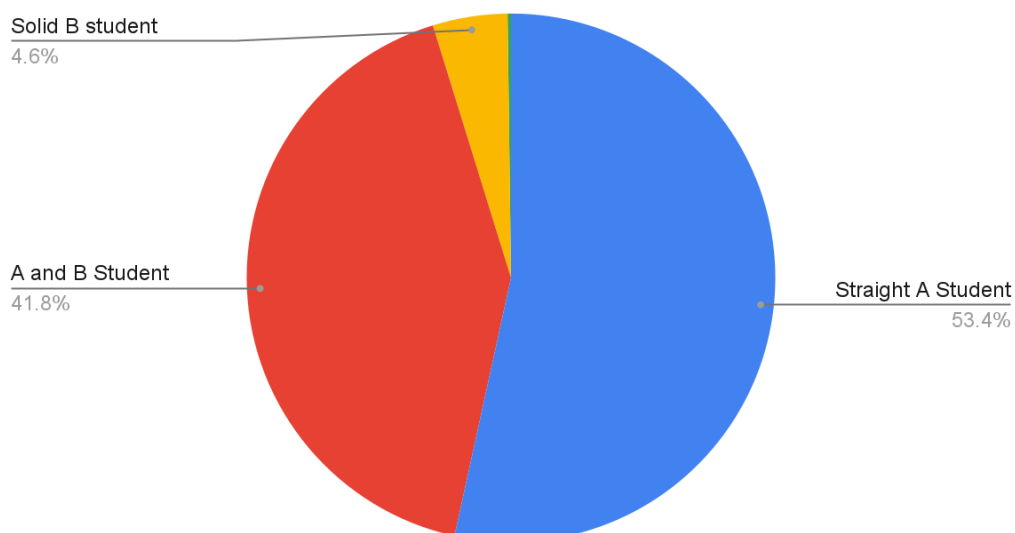
If you have a student in HS, what type of school do they attend?



Finding: 65.7% of YCBK listener's students are enrolled in public schools (including magnet and charter schools), and 28.3% are enrolled in various types of private schools. This includes people who selected multiple categories to represent students at different schools.

N = 476

Listeners' Students' Grades

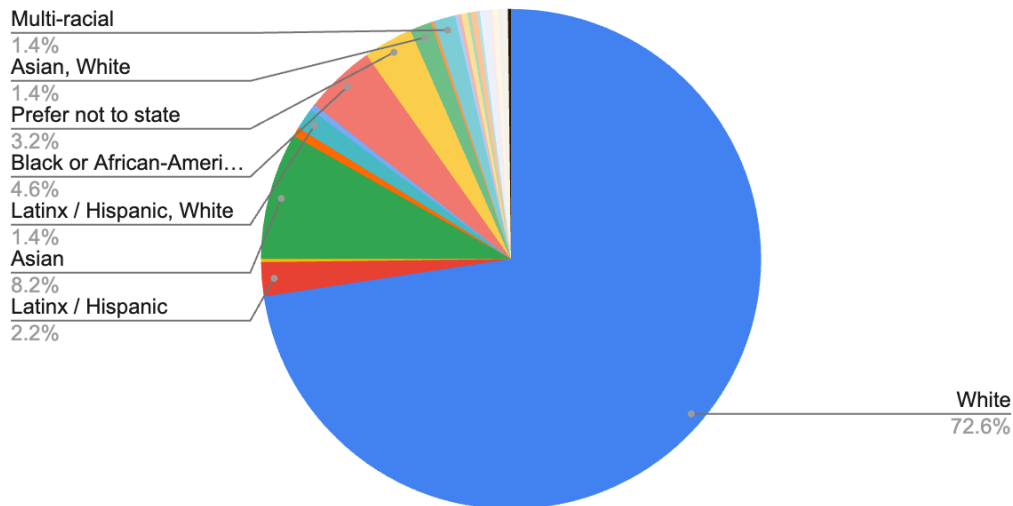


Finding: The students who listeners support are high achieving, with either straight As or As and Bs. The full question text reads: *"If you are a student or a parent, which of the following best describes the grades of you / your oldest college-bound kid? If you are a college counselor,*

please select the category that describes your typical student. This information helps us target some of our topics to the academic performance of our listeners."

N = 487

Which of the following categories best describes how you self-identify? Select all that apply.

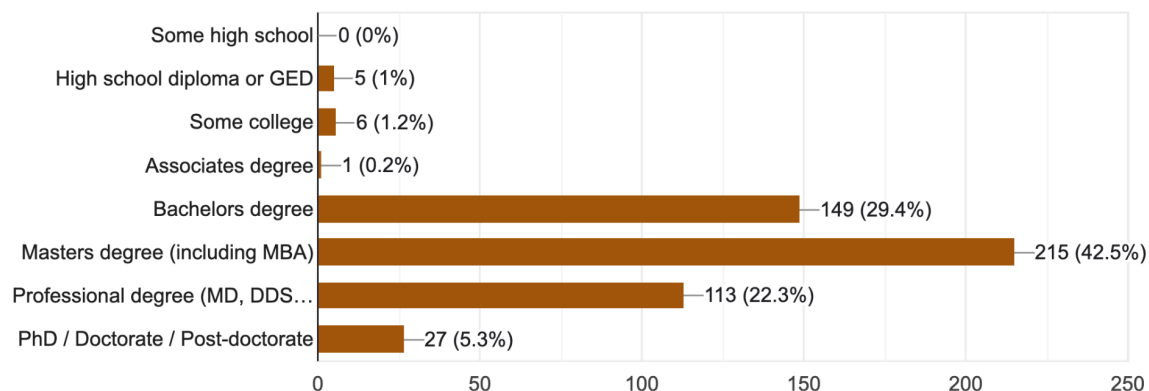


Finding: Listeners are predominately White (72.6%)

N = 503

What is the highest level of education you have completed?

506 responses

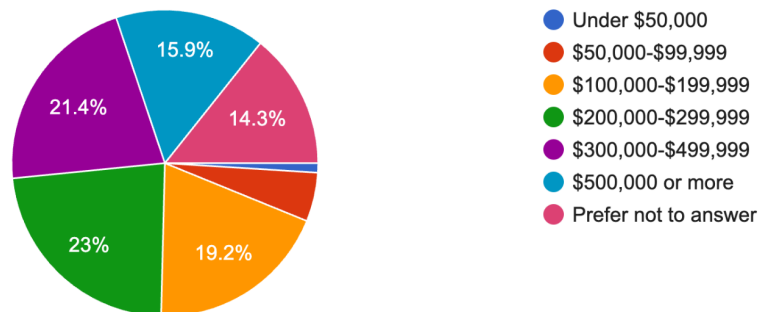


Finding: The YCBK audience has a significant amount of education compared to the general population, with 70.1% holding an advanced degree.

N = 506

What is your approximate annual household income?

504 responses

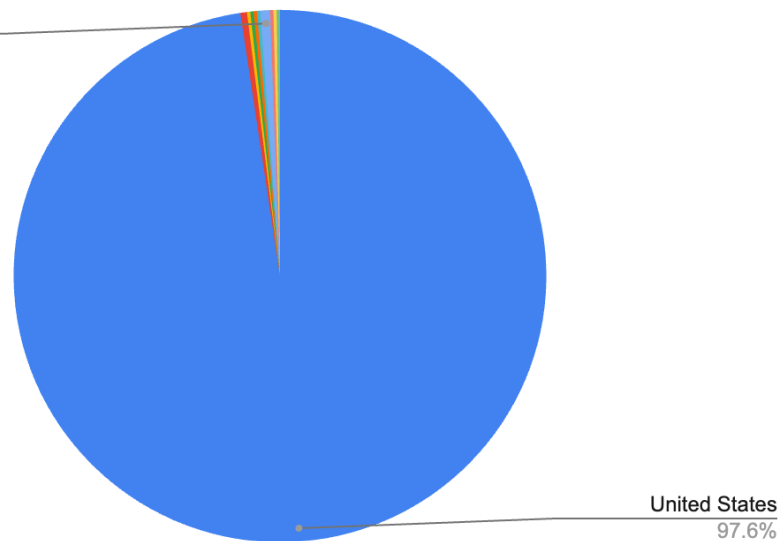


Finding: The listener population has a higher income than the average American, but is fairly equally spread in the income categories over \$100K. 1% of listeners have income below \$50K, and 5.2% have income between \$50-99K.

N = 504

What country do you live in?

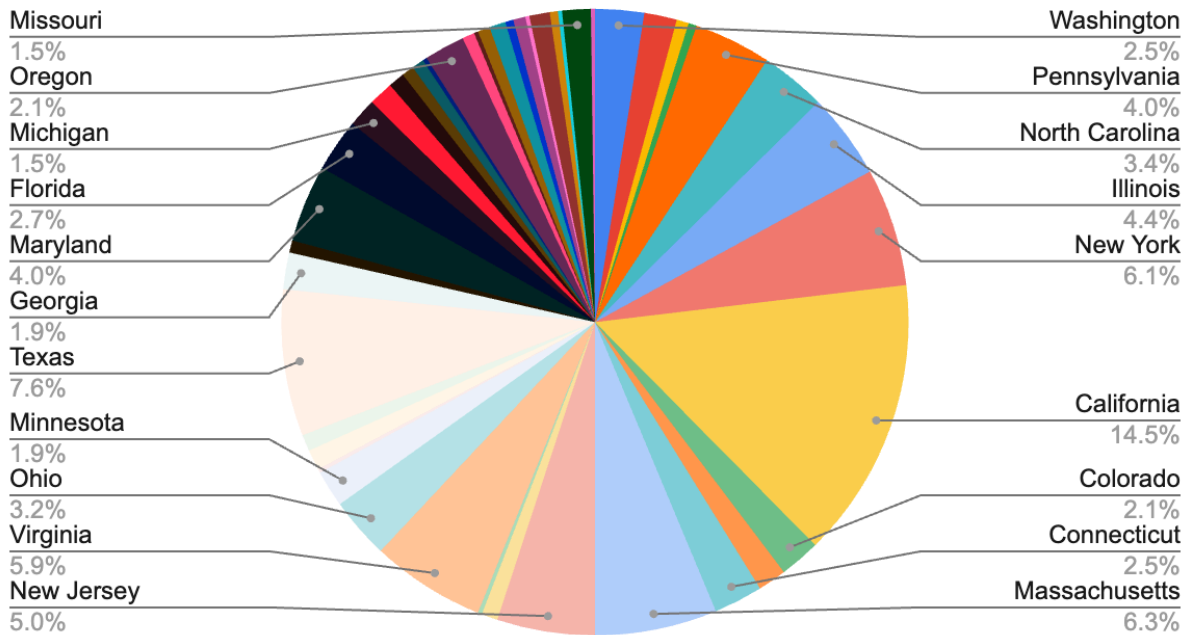
United Kingdom
0.6%



Finding: Almost all listeners who responded to the survey live in the United States, with other responses coming from the UK, France, China, Canada, India, Kazakhstan, Paraguay, Zimbabwe, and the Dominican Republic.

N = 506

If you live in the USA, what state or territory do you live in?

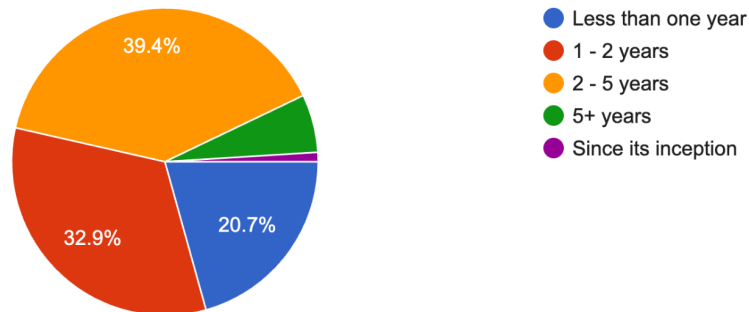


Finding: Listeners come from across the US, largely aligned with general population numbers.
N = 476

HOW DO PEOPLE LISTEN

How long have you been listening to YCBK?

508 responses

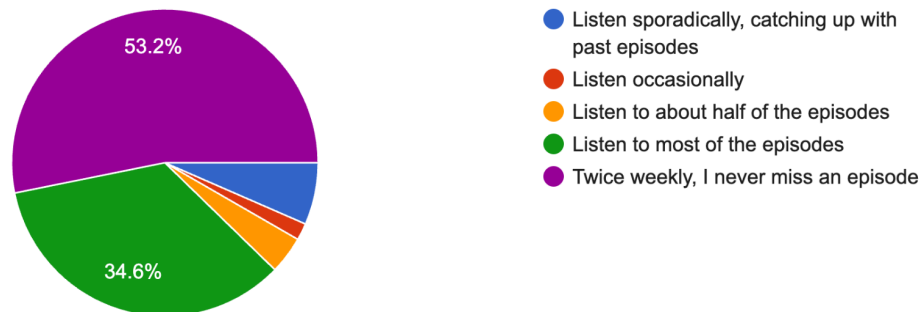


Finding: Listeners are fairly evenly split across listening history, with 53.6% having listened for 2 years or less, and 46.4% at more than 2 years.

N = 508

How often do you listen to the "Your College-Bound Kid" podcast?

506 responses



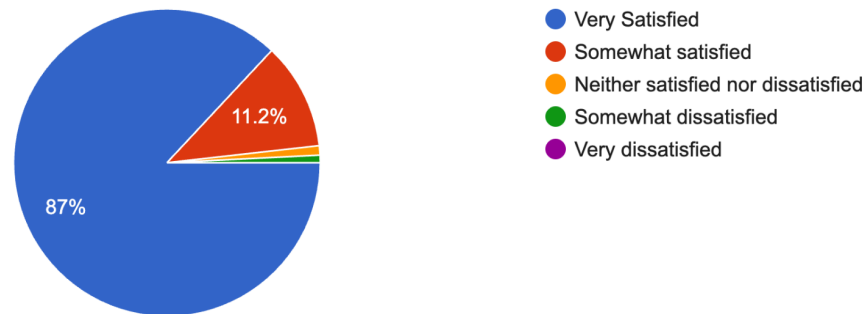
Finding: Listeners of YCBK are committed, with 87.8% listening to all or most episodes.

N = 506

CONTENT

How satisfied are you with the Your College Bound Kid podcast?

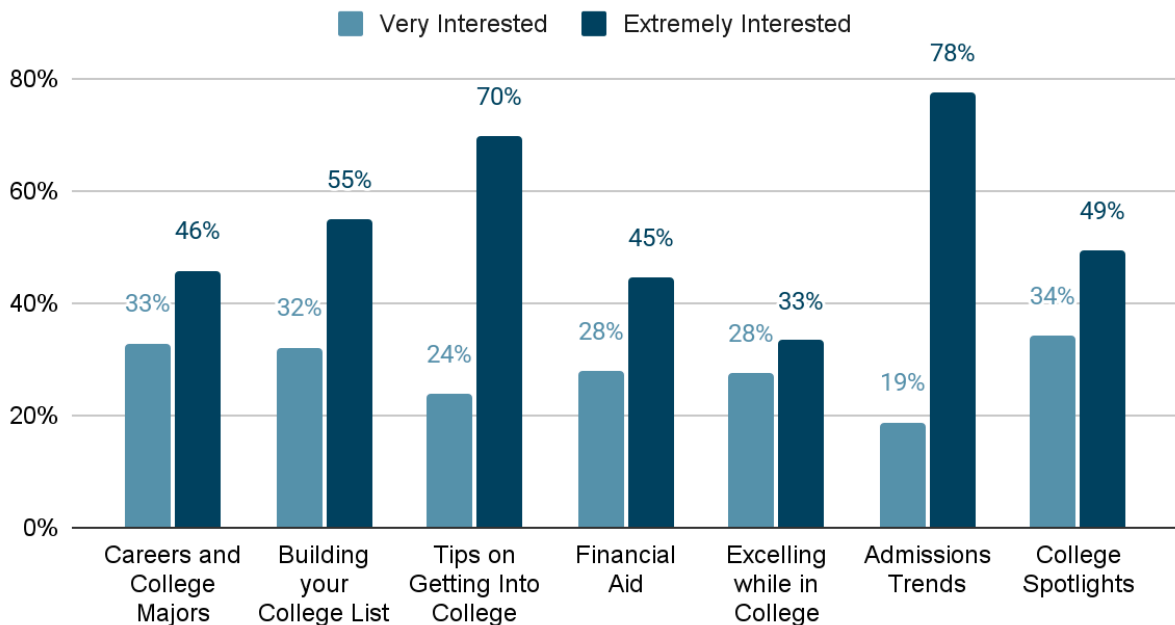
507 responses



Finding: YCBK listeners are overwhelmingly happy with the podcast with 98.2% stating they are very or somewhat satisfied.

N = 507

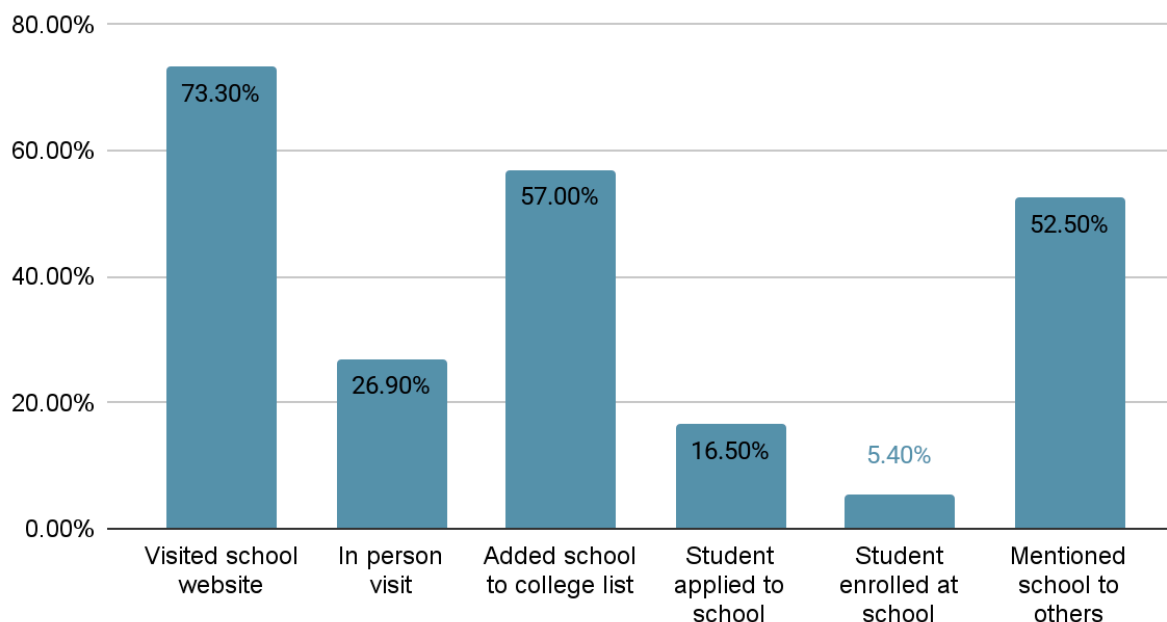
Listener Interest by Topic



Finding: Listeners enjoy a variety of topics, but are most interested in admissions trends (97%) and tips on getting into college (94%), with the least interest in excelling while in college (60.3% very or extremely interested).

N = 506

Actions taken based on a YCBK interview with school leader



Finding: Interviews with school leaders on YCBK lead to significant action from listeners. Speaking on YCBK leads to students and parents learning more about the school, mentioning it to other people, and adding it to their consideration list.

N = 484

LISTENER QUOTES

Interviews with school leaders, whether in college spotlights or otherwise, are some of the most popular content. Here is a sampling of quotes from listeners about the value of these segments:

“The recent Elon interview was a terrific spotlight. Greg was super transparent and informative, we gained insight into admissions strategy, his goals and concerns, learned about new programs and opportunities - it was an excellent one.”

“I found the Kettering spotlight to be the best, by far. Neither of my kids would be a good fit for the school, but I constantly talk about how unique it is and how great of a fit it would be for a STEM-focused student...especially with parents who are results/career-focused.”

"I gained respect for Cal Tech for being so clear and specific about what they want... I just really appreciated how easy it was to understand the school after hearing from that guest. More admission officers should be so clear (e.g. about students who want to pursue XX should not apply here because we don't really do that)"

"St Olaf College; We might not have found the school without having heard about it first on the podcast. We visited and really liked it, and our oldest son ended up attending there."

"Hope College in Michigan. I was aware of it as it is the alma mater of an acquaintance, but knew nothing about it. I loved everything I heard about it in that interview and I think it may be a really good fit for my HS sophomore. I would NEVER have considered it without the interview/spotlight."

"Swarthmore College. I'm not nearly as knowledgeable about SLACs but my third child is likely to apply to and hopefully attend SLAC. This spotlight helped me understand some of the specific pros and cons of SLACs in general but Swarthmore in particular. Especially helpful were the information on the school's Quaker roots and how that still impacts their culture and the opportunities available with their consortiums. Yesterday, my HS junior and I attended the Six Colleges presentation in Chicago. She loved all that she heard but spent time talking with both the Swarthmore and Carleton reps. I'm not sure we would have attended if not for the information gleaned from YCBK."

"The Franke Honors college interviews were really helpful. After listening, we visited and did tours of U of A and of Franke. My daughter has done 12 (!) campus tours, and even though it was 111 degrees, we all agreed U of A and Franke was the best tour."

"My ScholarMatch student ended up at Conn College because of my recommendation to look at the school based off of Andy Strickler and Mark's amazing discussions and spotlight (I knew it would be perfect for him but he had to come to that conclusion by himself and he did during admitted BIPOC student experience)."

ADDITIONAL EXTERNAL DATA POINTS

- According to podcasterbiz, the average podcast gets 141 downloads in the first 30 days, Your College-Bound Kid consistently gets more than 30X that number of downloads in the first 30 days.
- This puts YCBK in the top 5-10% of all podcasts, in terms of downloads, and it is in the top 2% of downloads for education podcasts.
- According to Apple, Your College-Bound Kid gets more downloads than any college admissions podcasts in the "Education for Kids" category.
- Your College-Bound Kid has more reviews than any other college admissions podcast.