

WOMEN'S PODCAST REPORT



sxm
MEDIA

The Women's Podcast Report 2022

Report Overview

U.S. Podcast Reach:

Women are closing the gender listening gap

Listener profiles:

Women podcast listeners are highly educated, more affluent, and younger

Listening behaviors:

Women listen to a variety of topics that provide entertainment for mundane everyday tasks

Sharing and influencing:

Women are active podcast promoters & social engagers

Female perspectives:

Women's voices and perspectives are valuable, and drive results for brands

How to reach women:

Ads on women-hosted podcasts deliver

The Women's Podcast Report 2022

Methodology

- 1,567 online interviews of Women* ages 18+ in the U.S.
 - 553 women who are monthly podcast listeners
 - 338 women who listen to podcasts less than monthly
 - 678 women who do not listen to podcasts
- Conducted in August 2022
- Data weighted to match age/sex/census region of U.S. Women's population and Infinite Dial 2022 podcast listening statistics

**Note: refers to those who self-identify as a Woman/Female*

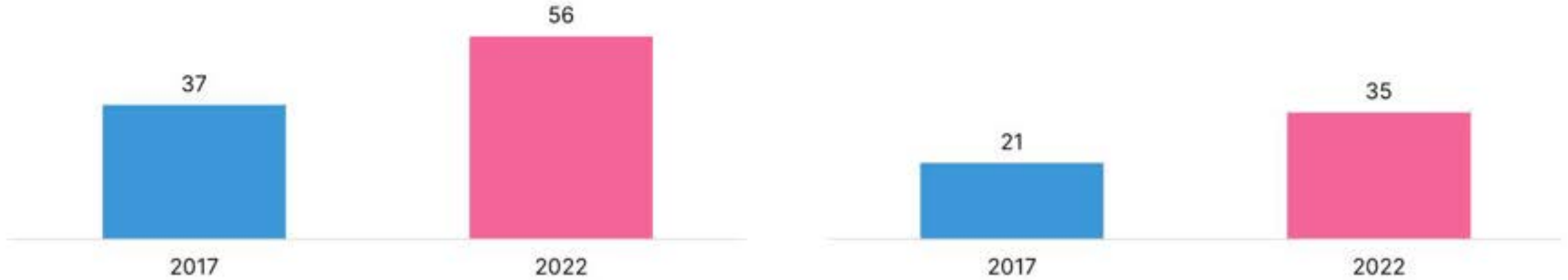
U.S. Podcast Reach

Podcast Listening

% of U.S. women 18+ who have listened to a podcast...

...ever

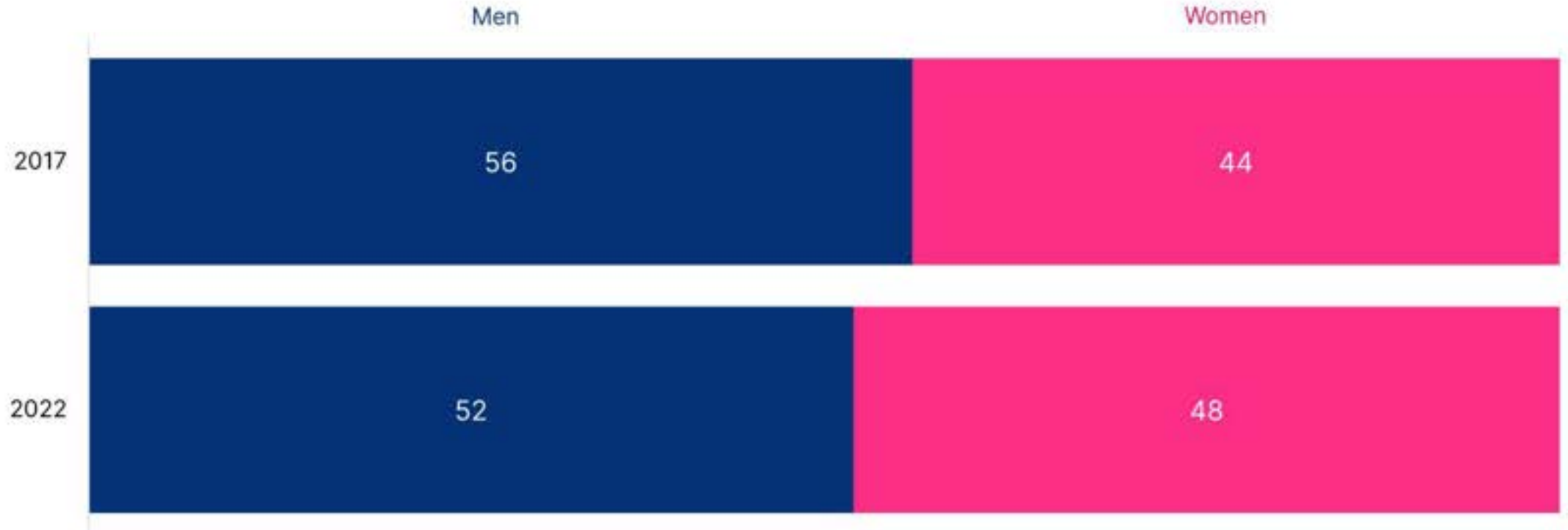
...in the last month



Source: Infinite Dial from Edison Research

Gender Composition of U.S. Monthly Podcast Listeners

Base: U.S. Monthly Podcast Listeners 18+



Source: Infinite Dial from Edison Research

Women Monthly Podcast Listeners

**35% of Women Age 18+
Estimated 47 million Women**

Who are Women Monthly Podcast Listeners?

43%

Are between
age 18 and 34¹

U.S. Women 18+: 29%

30%

Have a household
income of
\$100K or more¹

U.S. Women 18+: 22%

61%

Have a
college degree¹

U.S. Women 18+: 50%

36%

Are a parent or
guardian of a child
under the age of 18¹

U.S. Women 18+: 27%

21%

"Frequently"
recommend
podcasts to
friends/family
members²

11%

Have ever or
currently produce
own podcast²

Age 18-24: 194 index
Multicultural: 161 index
Moms: 155 index

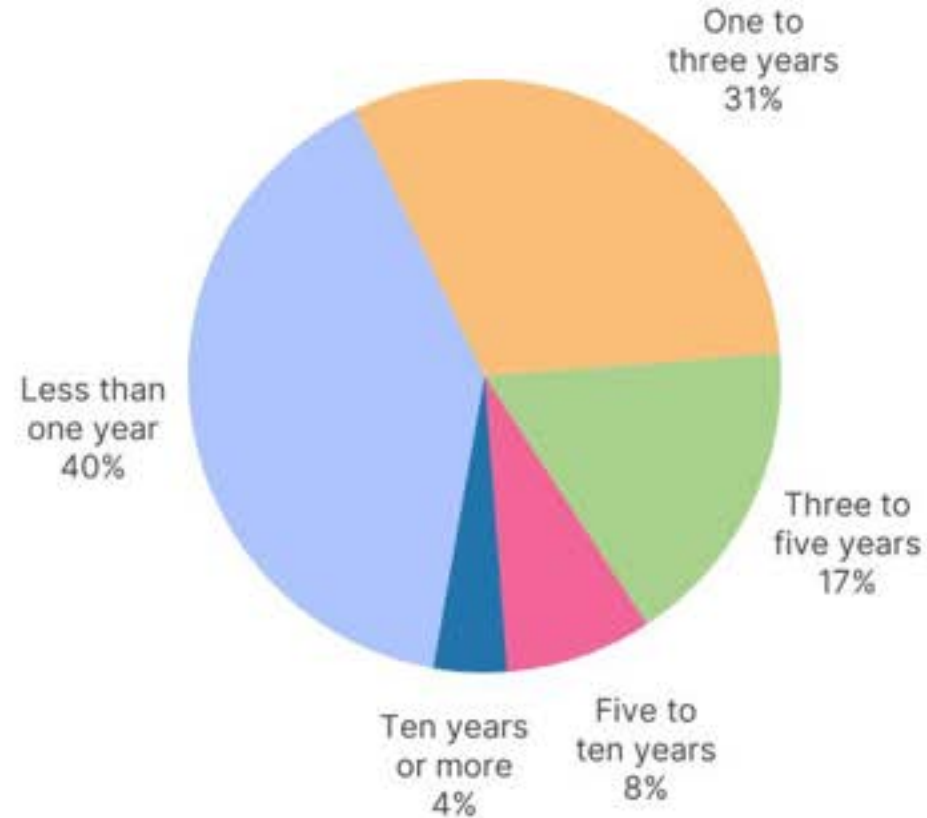
Sources: 1. The Infinite Dial 2022, 2. The Women's Podcast Report 2022

How long have you been listening to podcasts?

Base: Women Monthly Podcast Listeners 18+

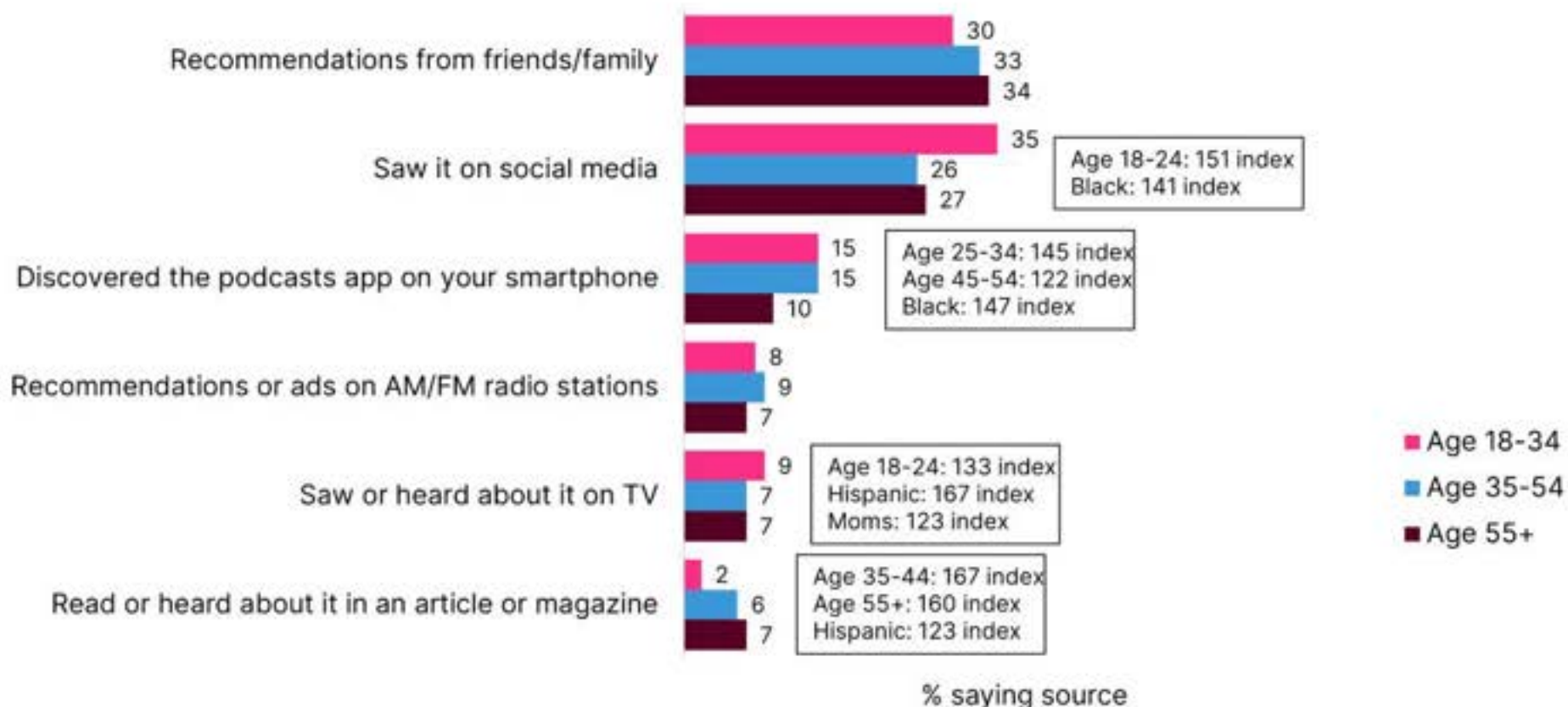
71%

of women monthly podcast listeners started listening to podcasts within the last 3 years



How did you first discover podcasts?

Base: Women Monthly Podcast Listeners 18+



How Are Women Listening To Podcasts?



Listen to a podcast
with any video

Multicultural: 116 index



Frequently listen
with headphones

*(Another 41% do so
occasionally)*

*Age 18-34: 127 index
Multicultural: 113 index
Moms: 113 index*



Ever listen to
podcasts in a car
or truck

*Age 25-34: 115 index
Age 35-54: 143 index
Moms: 121 index*



Listen to podcasts
at home most often

Age 55+: 127 index



Listen via
smartphone or
tablet most often

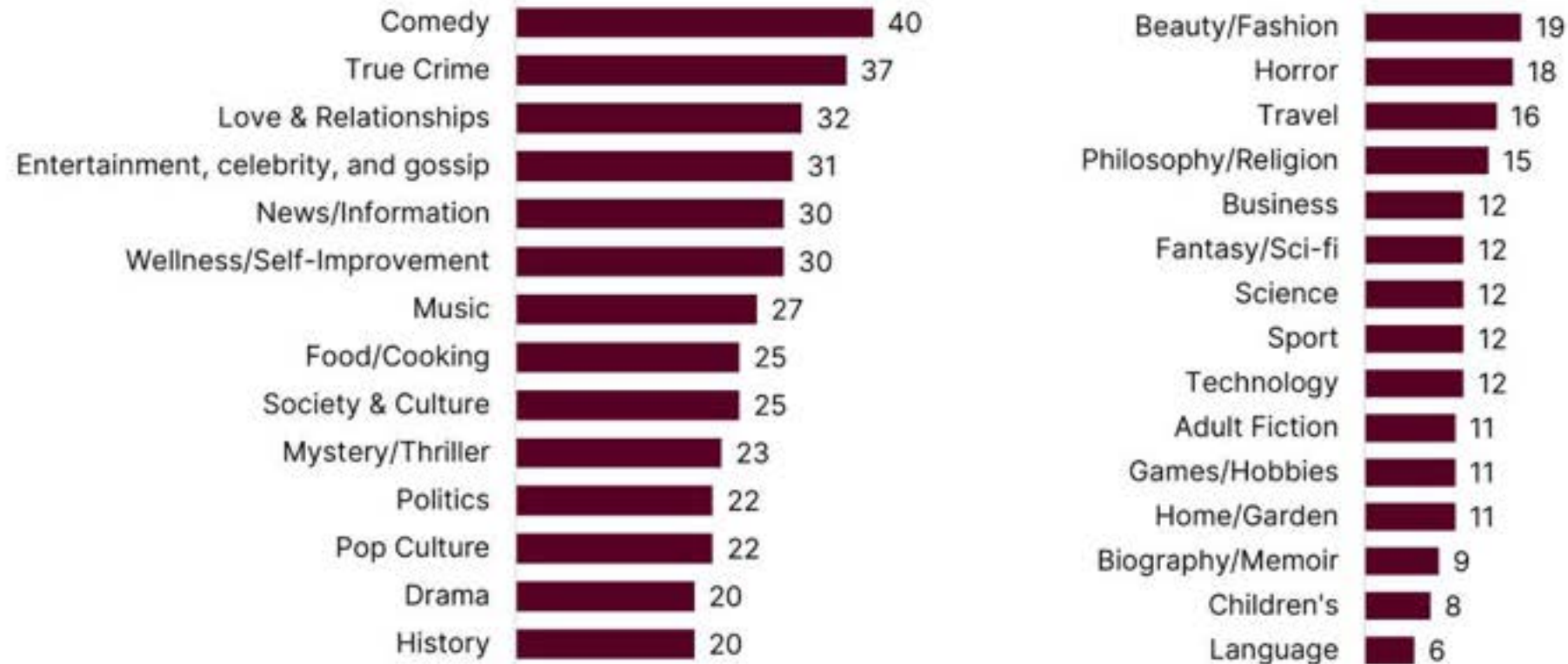
5.7

Average number
of podcast
topics listened to

*Age 25-34: 6.9 topics
Hispanic: 6.8 topics
Moms: 6.5 topics*

Do you ever listen to podcasts about...?

Base: Women Monthly Podcast Listeners 18+



% saying yes

Podcast Topic Listening: Top 5 Highest Indexing Topics by Demo

Base: Women Monthly Podcast Listeners 18+

Age 18-24:

Language: 165 index
Horror: 154 index
Drama: 153 index
Celebrity/Gossip/Entertainment: 134 index
Beauty/Fashion: 132 index

Age 25-34:

Games/Hobbies: 173 index
Pop Culture: 167 index
Horror: 148 index
True Crime: 145 index
Beauty/Fashion: 145 index

Age 35-54:

Children's: 192 index
Science: 152 index
Mystery/Thriller: 152 index
Fantasy/Sci-Fi: 149 index
Biography: 141 index

Black:

Love & Relationships: 156 index
Wellness/Self-Improvement: 136 index
Drama: 136 index
Adult Fiction: 136 index
Celebrity/Gossip/Entertainment: 134 index

Hispanic:

Fantasy/Sci-Fi: 185 index
Children's: 175 index
Horror: 157 index
Language: 155 index
Drama: 152 index

Moms:

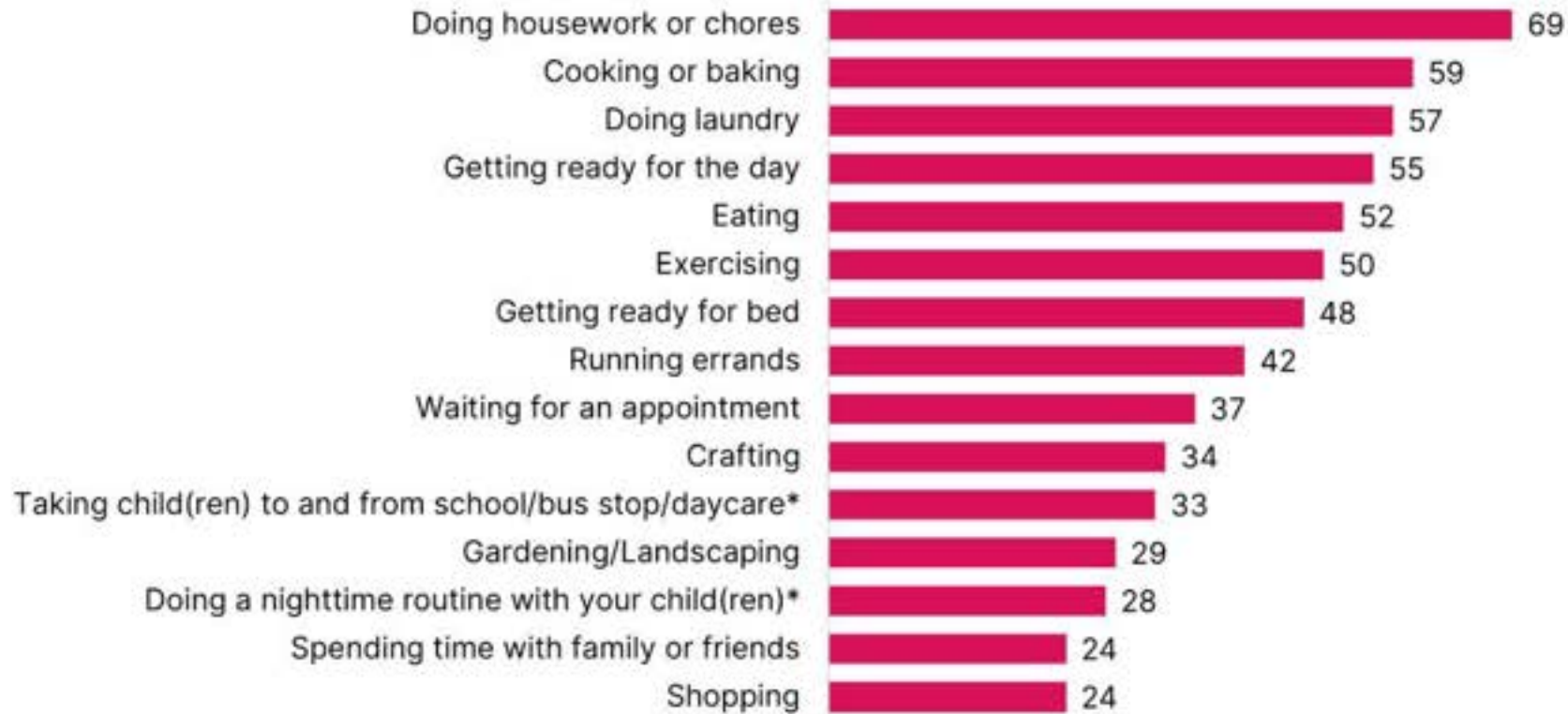
Children's: 213 index
Language: 135 index
Sports: 134 index
Adult Fiction: 133 index
Fantasy/Sci-Fi: 131 index

3 in 4

Women Monthly
Podcast Listeners say
they listen to podcasts
to **stay entertained
while doing mundane
tasks**. Podcasts power
everyday activities
like...

Do you currently ever listen to podcasts while...?

Base: Women Monthly Podcast Listeners 18+



* Base: Parent of child under 18

% saying activity

Sharing & Promoting



73%

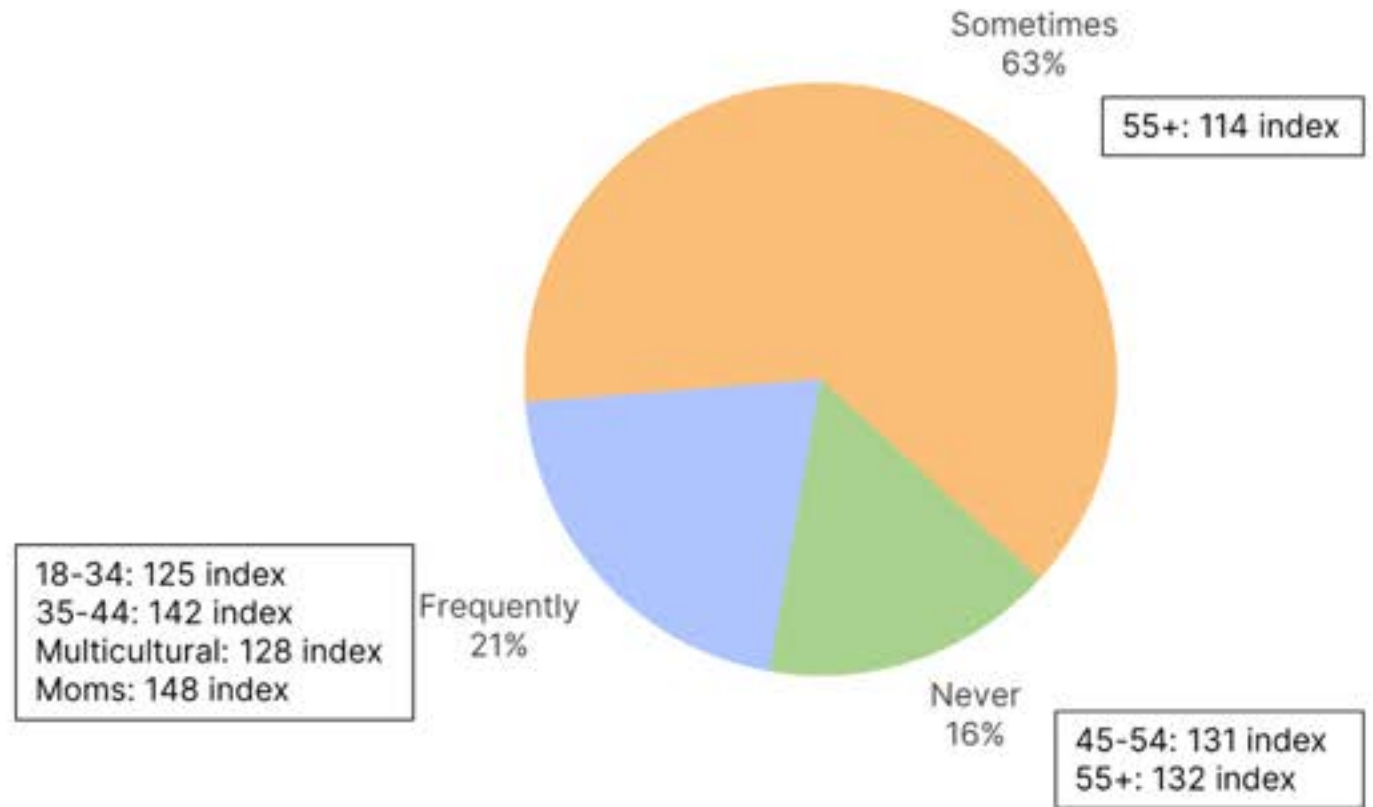
of Women Monthly Podcast Listeners
find out about new podcasts
by recommendations from
friends/family, their #1
discovery source

How often do you recommend podcasts to friends or family members?

Base: Women Monthly Podcast Listeners 18+

84%

ever recommend
podcasts to others



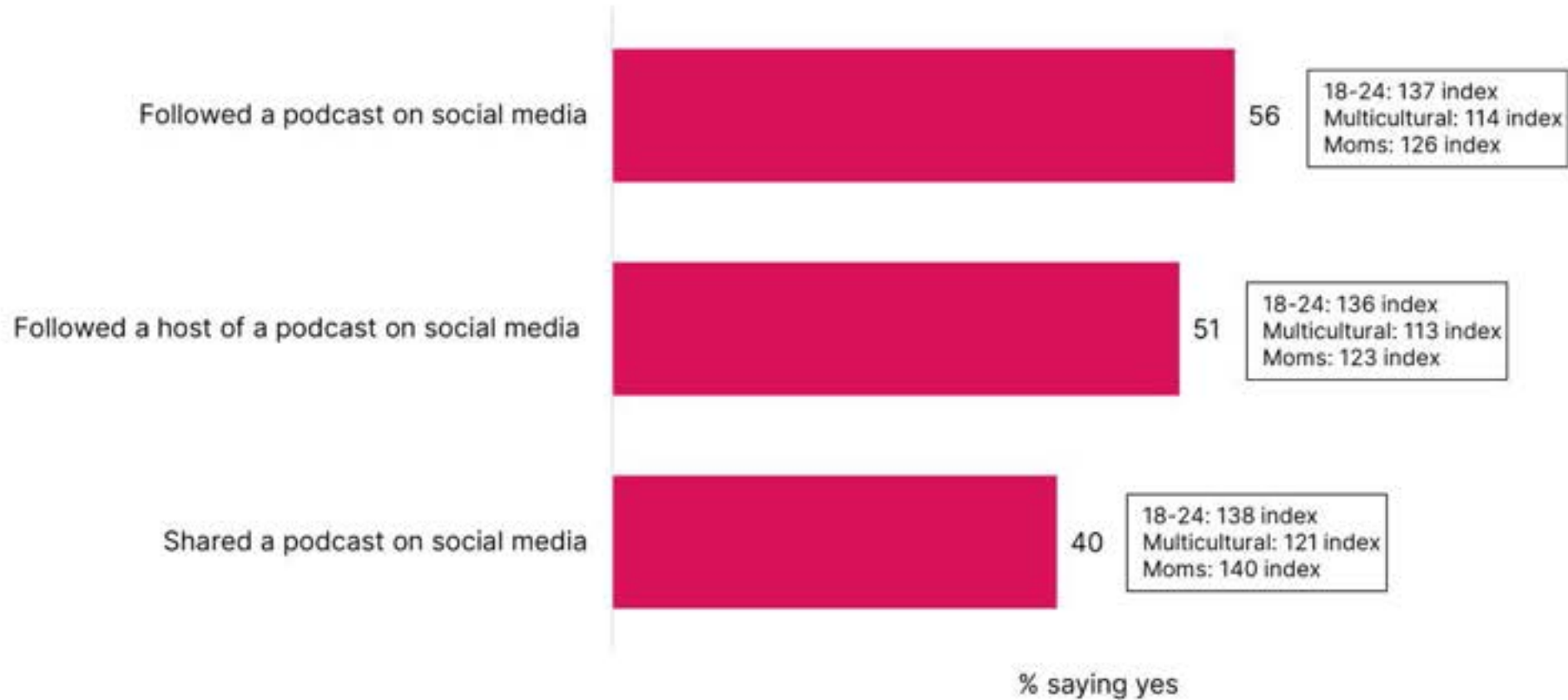
Do you recommend podcasts to others because...?

Base: Women Monthly Podcast Listeners 18+ who "sometimes" or "frequently" recommend podcasts to family/friends



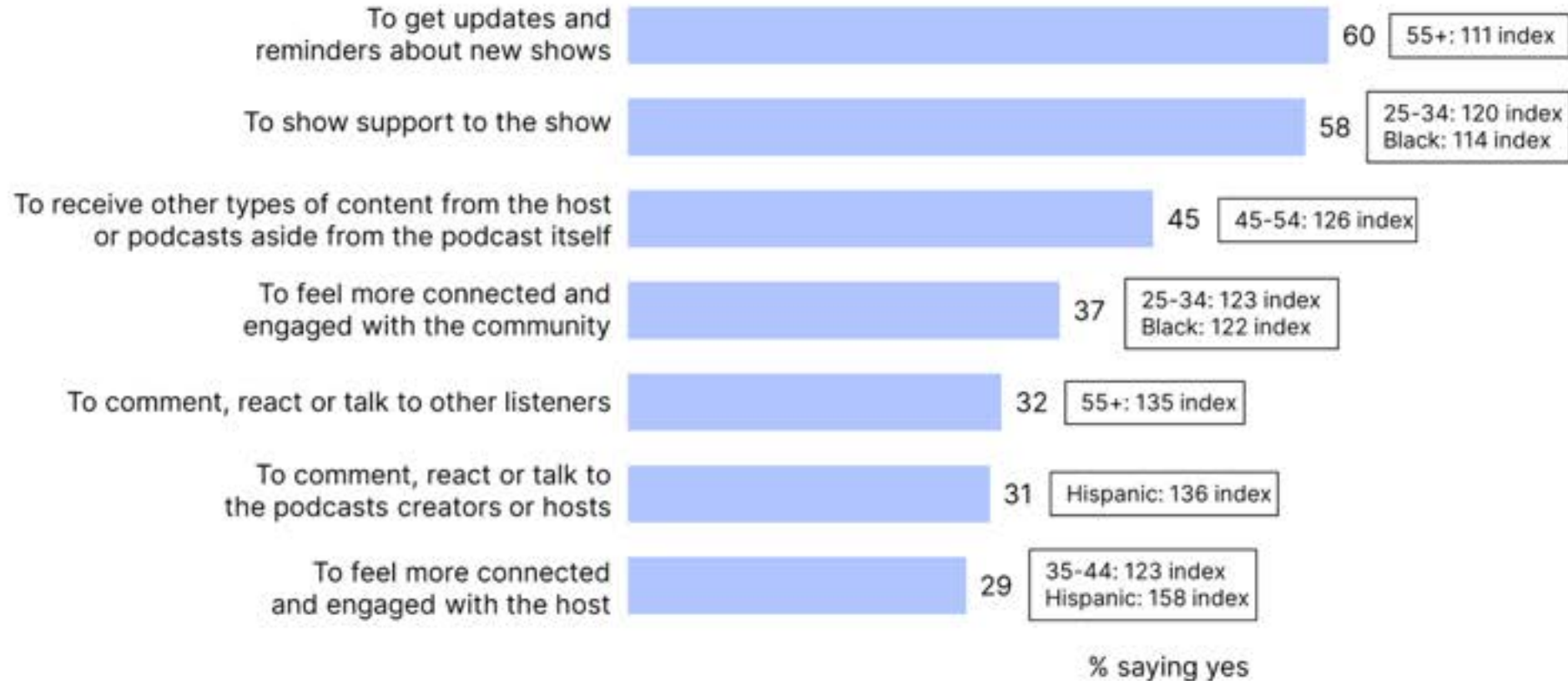
Have you ever...?

Base: Women Monthly Podcast Listeners 18+



Reasons for following hosts/podcasts on social media

Base: Women Monthly Podcast Listeners 18+ who follow a podcast or podcast host on social media



Female Perspectives

90%

of Women Monthly
Podcast Listeners listen
to at least one podcast
hosted or produced by a
woman



Would you listen to more podcasts if...?

Base: Women Monthly Podcast Listeners 18+

There were more podcasts that
included female stories and
perspectives:

55%

18-34: 126 index
Multicultural: 112 index
Moms: 116 index

There were more podcasts
hosted by women:

52%

18-34: 129 index
Multicultural: 115 index
Moms: 115 index

How important is it that you listen to podcasts that...?

Base: Women Monthly Podcast Listeners 18+

Include unfiltered conversations that
can't be heard elsewhere:

55%

35-44: 125 index
Moms: 113 index

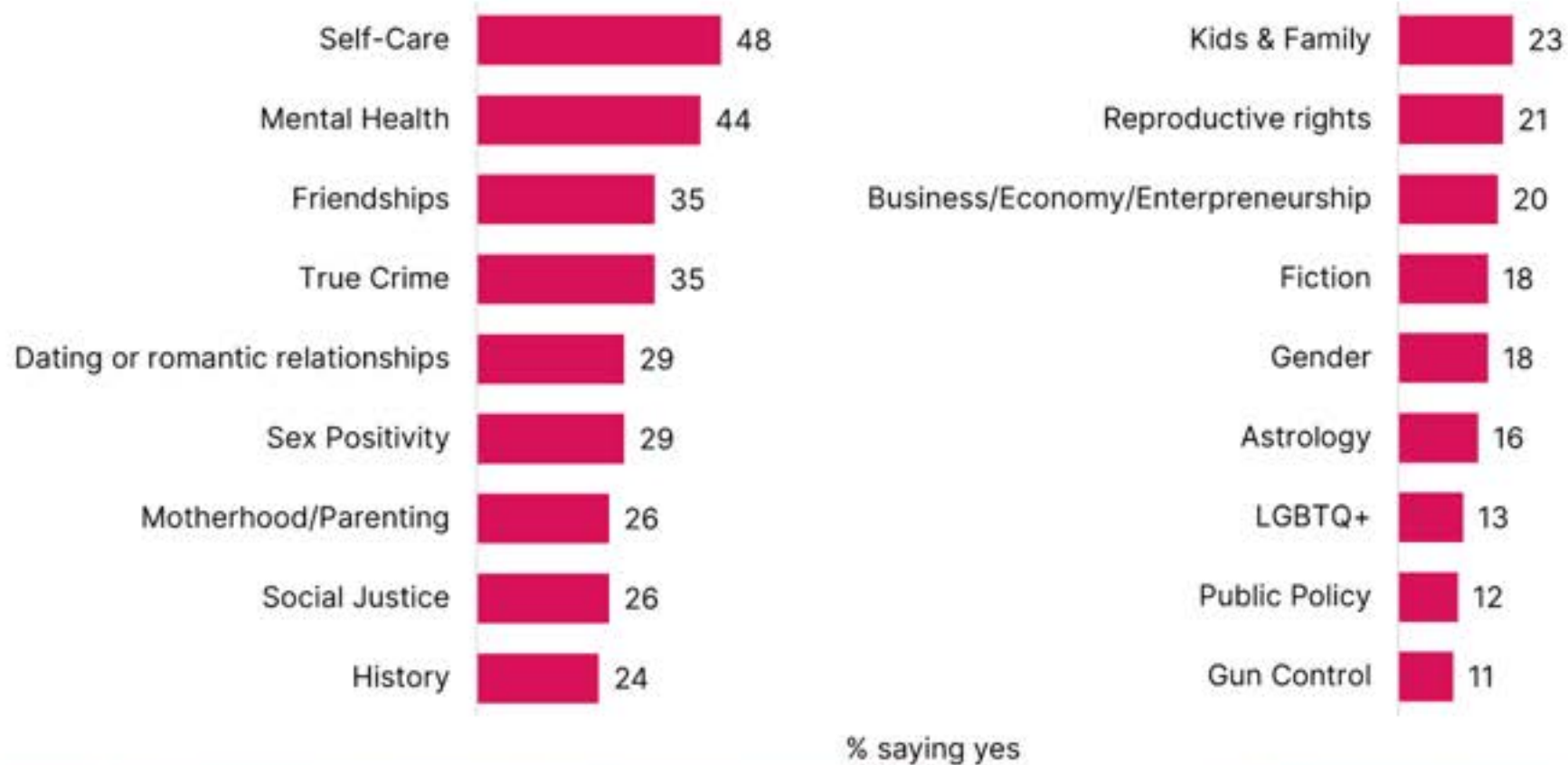
Discuss topics that are taboo
or controversial:

40%

25-34: 117 index
35-44: 130 index
Multicultural: 122 index
Moms: 131 index

Would you be interested in listening to a podcast if it primarily included female stories and perspectives on...?

Base: Women Monthly Podcast Listeners 18+



Interest in Podcasts with Female Stories/Perspectives: Top 5 Highest Indexing Topics by Demo

Base: Women Monthly Podcast Listeners 18+

Age 18-24:

LGBTQ+: 185 index
Gender: 172 index
Sex Positivity: 165 index
Reproductive Rights: 145 index
Dating/Relationships: 143 index

Age 25-34:

LGBTQ+: 169 index
Gender: 165 index
Astrology: 145 index
Motherhood: 139 index
Reproductive Rights: 135 index

Age 35-54:

Motherhood: 119 index
Kids & Family: 119 index
Business/Economy: 112 index
Fiction: 106 index
Dating/Relationships: 103 index

Black:

Social Justice: 148 index
Public Policy: 135 index
Gender: 135 index
Business/Economy: 134 index
Self-Care: 126 index

Hispanic:

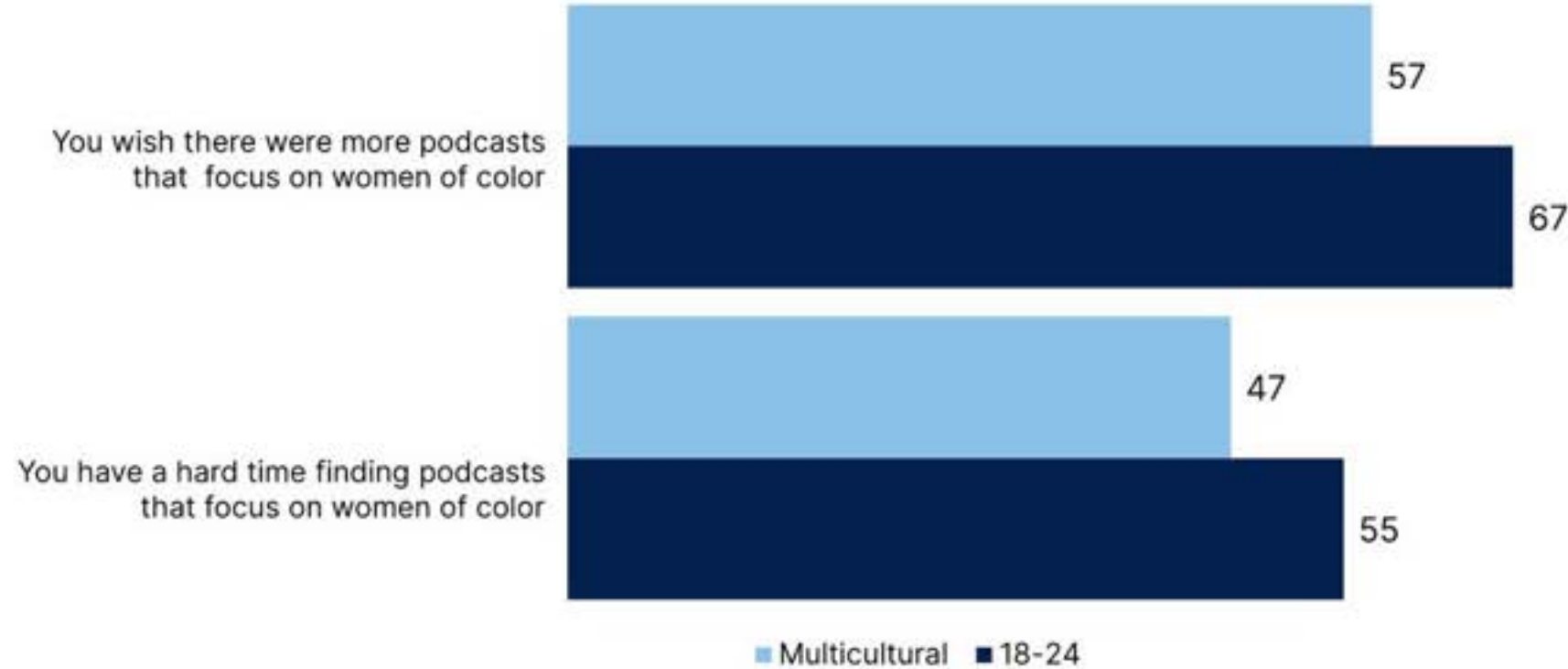
Gender: 148 index
LGBTQ+: 140 index
Reproductive Rights: 138 index
Kids & Family: 121 index
Dating & Relationships: 119 index

Moms:

Kids & Family: 171 index
Motherhood: 163 index
Dating/Relationships: 118 index
Fiction: 115 index
Reproductive Rights: 114 index

How much do you agree with the following statements?

Base: Women Monthly Podcast Listeners 18+

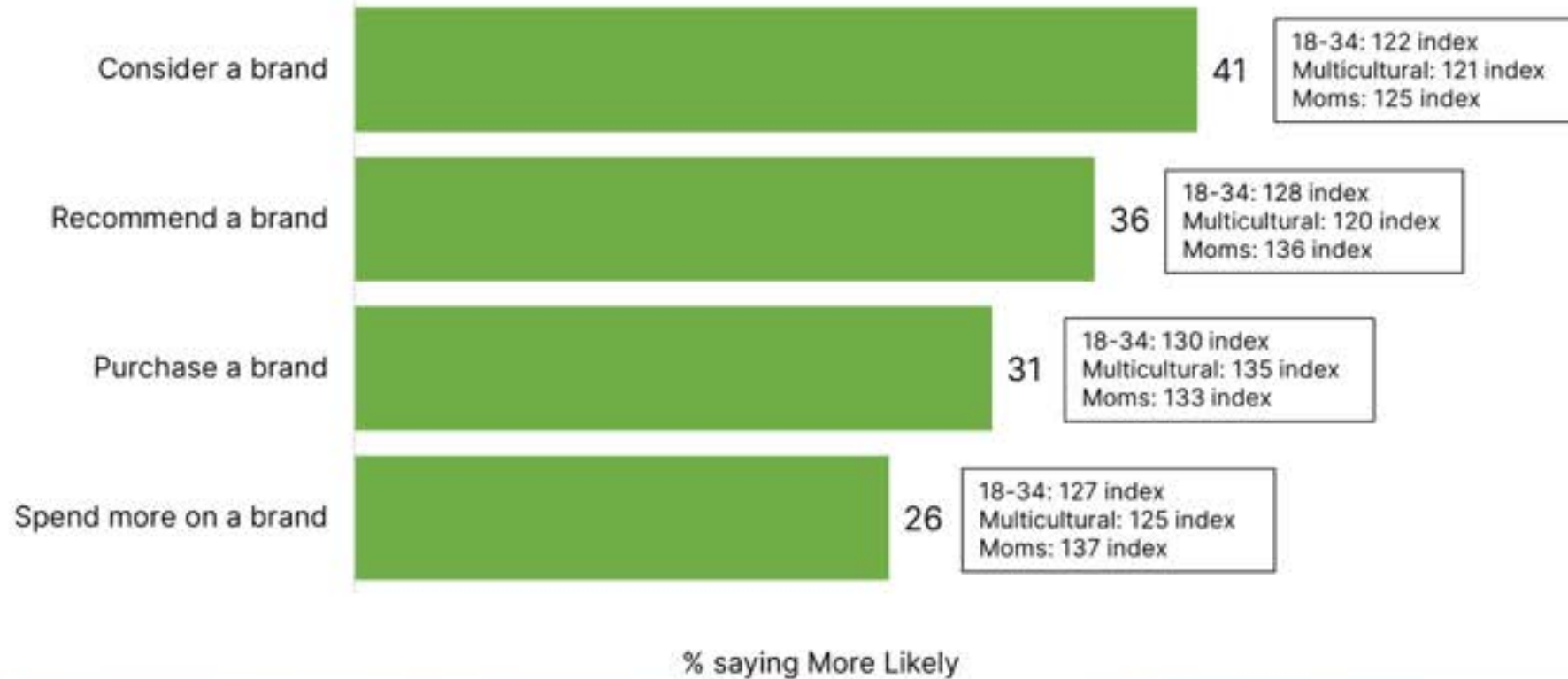


% saying Strongly Agree or Agree

Reaching Women Listeners

Compared to brands you hear advertised on other podcasts, do knowing brands advertise on podcasts hosted or produced by women make you more or less likely to...

Base: Women Monthly Podcast Listeners 18+



48%

of Women monthly podcast listeners would feel more favorable about a brand if they knew it advertises on podcasts hosted or produced by women

18-34: 129 index
Multicultural: 117 index
Moms: 118 index

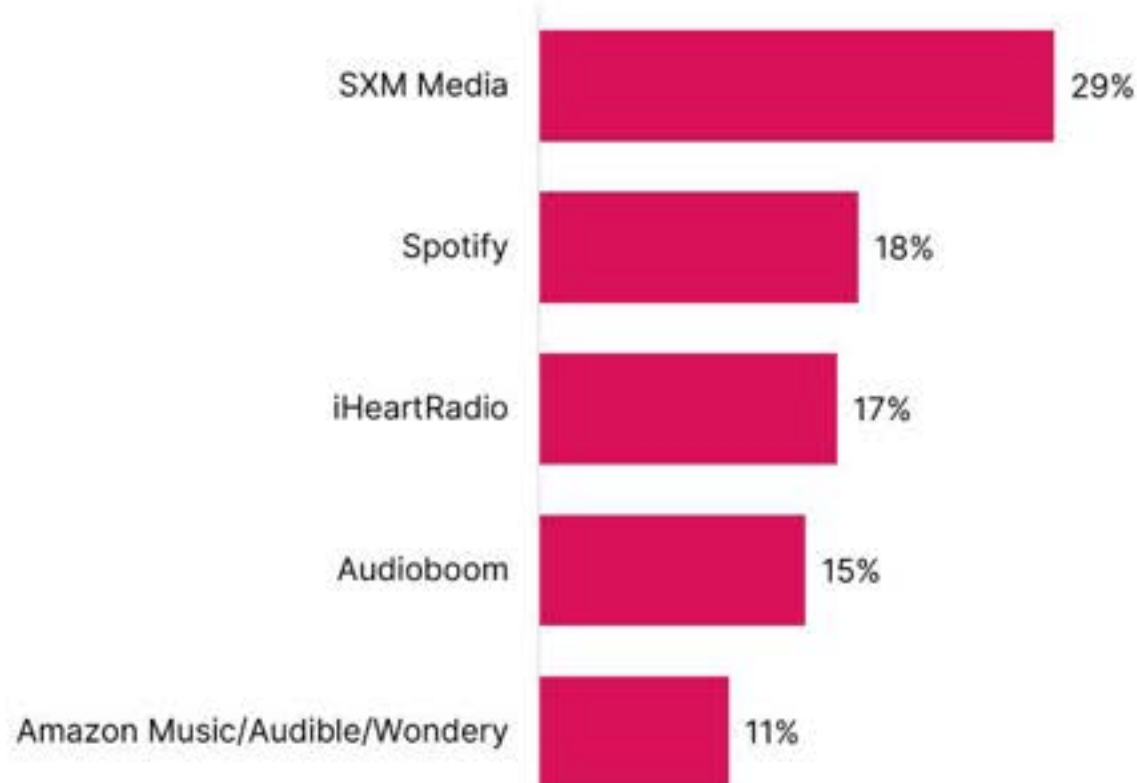


Top Podcast Networks for Reaching Women Listeners

63%

SXM Media's reach advantage among Women podcast listeners vs. the #2 podcast network

REACH OF FEMALE PODCAST LISTENERS 18+



Source: Edison Research, Q3 2022 Podcast Metrics. SXM Media reach includes Stitcher, NBC and Audiochuck Networks.

Top Podcast Shows for Reaching Women Listeners

56%

Of the top 25 shows among Women are **hosted or co-hosted by Women** (vs. 48% of top shows among A18+)

Denotes show with Female host/co-host

Women Weekly Reach Rank

Q4 2021 – Q3 2022

	Podcast	Producer
1	Crime Junkie	Audiochuck
2	The Joe Rogan Experience	Spotify
3	The Daily	The New York Times
4	Morbid: A True Crime Podcast	Wondery
5	My Favorite Murder	Exactly Right
6	Dateline	NBC
7	This American Life	This American Life
8	Call Her Daddy	Alex Cooper
9	Office Ladies	Earwolf
10	Stuff You Should Know	iHeartRadio
11	The Ben Shapiro Show	The Daily Wire
12	Smartless	Wondery
13	Dark History	Audioboom Studios
14	The Dan Bongino Show	Cumulus Podcast Network
15	Serial	Serial Productions
16	Wait Wait...Don't Tell Me!	NPR/WBEZ
17	H3 Podcast	H3h3productions
18	Armchair Expert with Dax Shepard	Armchair Umbrella
19	Mile Higher Podcast	Mile Higher Media
20	Up First	NPR
21	Conan O'Brien Needs a Friend	Team Coco
22	NPR News Now	NPR
23	Criminal	Vox Media Podcast Network
24	Pod Save America	Crooked Media
25	Fresh Air	NPR

Source: Edison Research, Q3 2022 Podcast Metrics.

A Growing, Valuable Audience

Women are closing the gender gap in terms of monthly podcast listening. Women podcast listeners are highly educated, more affluent, and younger than total U.S. Women.

Influential & Engaged Listeners

Women podcast listeners are active promoters of the podcasts they love, sharing them regularly with friends and family. They are engaged with their favorite podcast shows, hosts, and fellow listeners on social media.

Appetite for More Female Voices & Perspectives

Over half of women podcast listeners say they would listen to more podcasts if there were more that focused on female stories & perspectives or were hosted by women. There is a strong opportunity to develop and amplify more podcasts hosted by women of color.

Ads on Women-Hosted Podcasts Deliver

Women podcast listeners are more likely to consider, recommend, and purchase brands that advertise on women-hosted podcasts. Brands can drive strong results and affinities by supporting and investing in female creators.

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