SheListens:
Insights on women podcast listeners
Podcasting Listening

TOTAL U.S. POPULATION 12+

% EVER LISTENED TO A PODCAST

Estimated
144 Million

2006: 11
2007: 13
2008: 18
2009: 22
2010: 23
2011: 25
2012: 29
2013: 27
2014: 30
2015: 33
2016: 36
2017: 40
2018: 44
2019: 51

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Monthly Podcast Listening:

29% Women have listened to a podcast in the last month

36% Men have listened to a podcast in the last month
Composition of Monthly Podcast Listeners:

- 46% Women
- 54% Men
Reasons for Not Listening to Podcasts:

There aren’t any podcasts that cover topics you are interested in

Women: 32%
Men: 40%

% saying "yes"
Reasons for Not Listening to Podcasts:

<table>
<thead>
<tr>
<th>Reason</th>
<th>Women (%)</th>
<th>Men (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t have a podcast app on your phone</td>
<td>45%</td>
<td>36%</td>
</tr>
<tr>
<td>Listening can use up a lot of your data plan</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Don’t really know how to find a podcast</td>
<td>41%</td>
<td>28%</td>
</tr>
<tr>
<td>Not sure how to listen to a podcast</td>
<td>38%</td>
<td>28%</td>
</tr>
<tr>
<td>You have to pay to subscribe</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>So many podcasts you don’t know where to start</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td>Don’t understand what a podcast is</td>
<td>23%</td>
<td>20%</td>
</tr>
</tbody>
</table>

% saying “yes”
Rookie Podcast Listeners vs. Veteran Podcast Listeners
**Veterans**

Have listened to podcasts for three years or more

- Men: 63%
- Women: 37%

**Rookies**

Have listened to podcasts for six months or less

- Men: 47%
- Women: 53%
Shows WITH female hosts, co-hosts or protagonists:

- BUT WHY
- STORY PIRATES
- Goodnight, Stories of the REBEL GIRLS
- Molly of Denali
- Podcast
- Highlights hangout
- Chompers
- WOW in the WORLD

Shows WITHOUT female hosts, co-hosts or protagonists:

- GRIMM: Grimmest
- WHAT IF World
**Women**

- Average number of podcasts listened to per week: **7.2**
- Average number of podcast subscriptions: **3.2**
- Average number of hours listening to podcasts in the last week: **7.3**

**Men**

- Average number of podcasts listened to per week: **6.8**
- Average number of podcast subscriptions: **3.4**
- Average number of hours listening to podcasts in the last week: **5.9**
Podcast Listening Habits:

72% of **women** downloaded and listened to their most recent podcast within 48 hours

83% of **men** downloaded and listened to their most recent podcast within 48 hours

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Podcast Listening Habits:

Women
listen to
76% of all podcasts they download

Men
listen to
77% of all podcasts they download
Podcast Listening Habits:

54% of women typically listen to the entire podcast episode.

52% of men typically listen to the entire podcast episode.
Podcast Listening Habits:

45% of **women** are listening **more** to podcasts than they did one year ago

39% of **men** are listening **more** to podcasts than they did one year ago
Why Listen to Podcasts: (Women)

- To be entertained: 70%
- To learn new things: 70%
- To stay up-to-date with the latest topics: 54%
- To feel inspired: 45%
- To relax: 41%
- To escape: 33%
- Companionship: 15%

9% “strongly agree” (5) or “agree” (4) on a 5-point scale
Do you ever listen to podcasts while not doing anything else, just listening?

65% Women 75% Men

% saying "yes"
Podcast Discovery:

Recommendations from friends and family

- Women: 25
- Men: 18

% discovering podcasts from source most often
Social Media:

Ever use social media:
- Women: 96
- Men: 87

Facebook:
- Women: 80
- Men: 58

Pinterest:
- Women: 59
- Men: 21

Instagram:
- Women: 57
- Men: 43
Podcast Discovery:

- Recommendations from friends and family: 25 (Women: 25, Men: 18)
- Social media posts: 19 (Women: 19, Men: 14)
- Searching the internet: 34 (Women: 18, Men: 34)

% discovering podcasts from source most often
Content Preferences:

Women
- Wellness/self-improvement
- Music
- Food
- News/Information
- Entertainment/Celebrity/Gossip
- True Crime
- Mystery/Thriller
- History
- Drama
- Travel

Men
- Sports
- Music
- Technology
- News/Information
- History
- Entertainment/Celebrity/Gossip
- Mystery/Thriller
- Science
- Games/Hobbies
- True Crime
Likelihood to consider brands advertised on podcasts

Women: 38%
saying "much more likely" or "somewhat more likely"

Men: 52%
saying "much more likely" or "somewhat more likely"
Takeaways:

1. All awareness and listening metrics have gone up, but there is still a gap between men and women.

2. But, heck yea, rookie listeners are more likely to be women!

3. Women are social creatures and rely on their personal and social networks as their main means for discovery.

4. Women have different content preferences and the top lists don’t yet reflect that difference.

5. Advertising is just as important as the actual content.
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