



# SheListens:

Insights on women  
podcast listeners



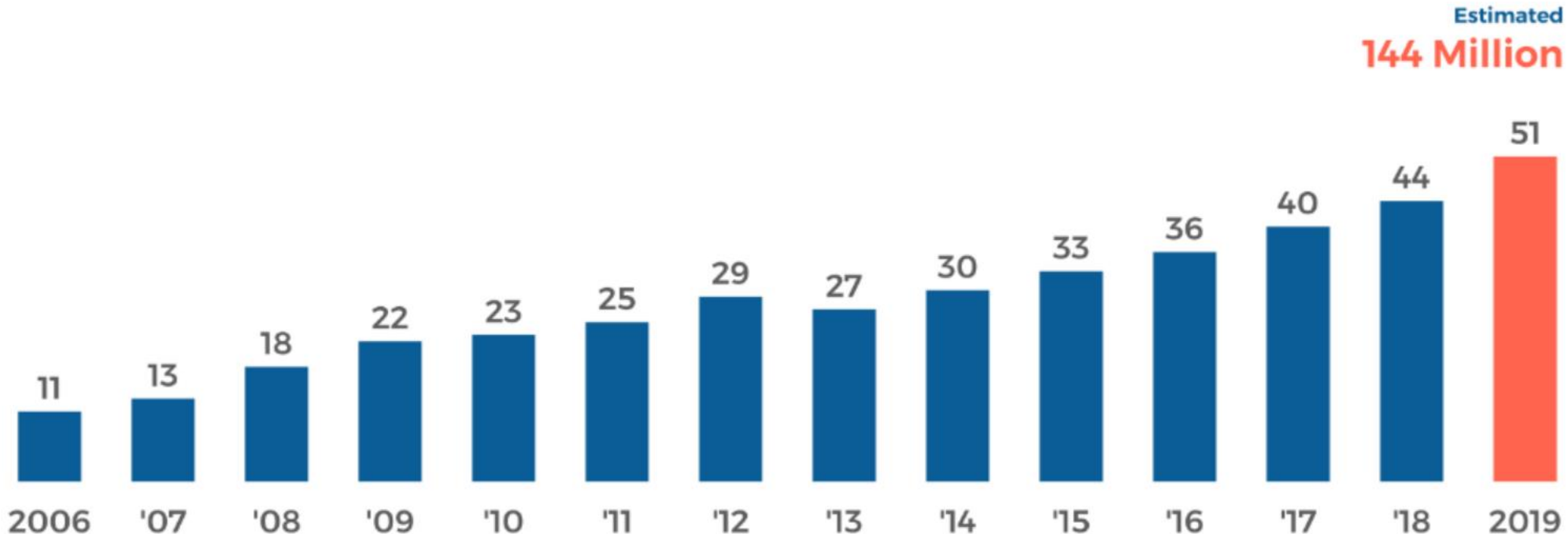


THE INFINITE DIAL<sup>®</sup>

# Podcasting Listening

TOTAL U.S. POPULATION 12+

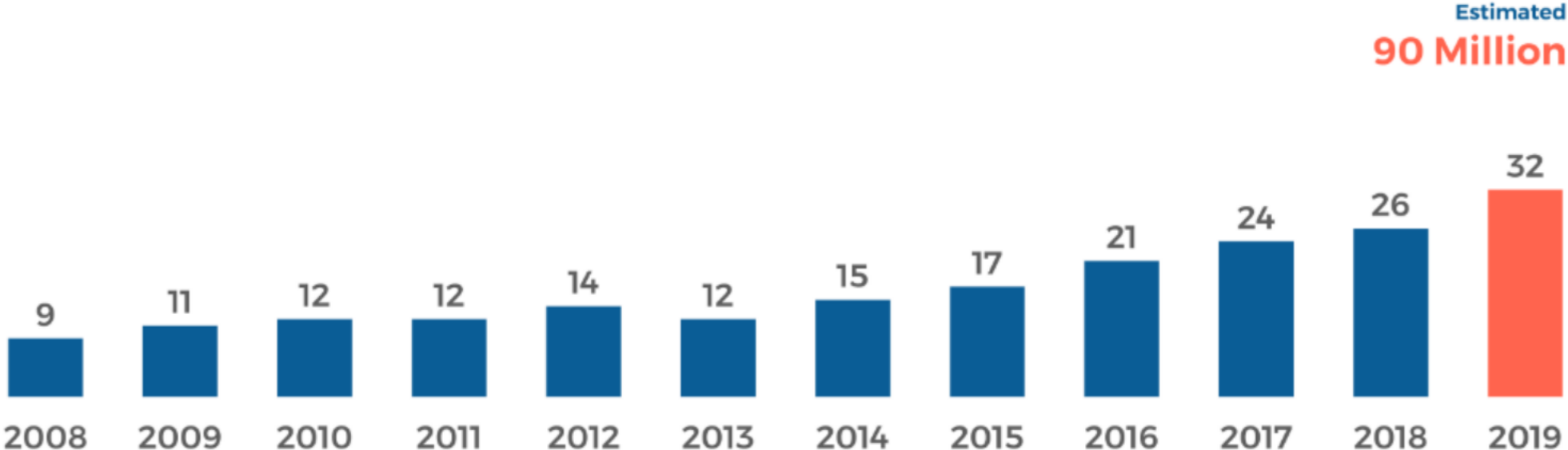
% EVER LISTENED TO A PODCAST



#InfiniteDial

# Monthly Podcast Listening

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



#InfiniteDial

# Monthly Podcast Listening:

**29%**

**Women**

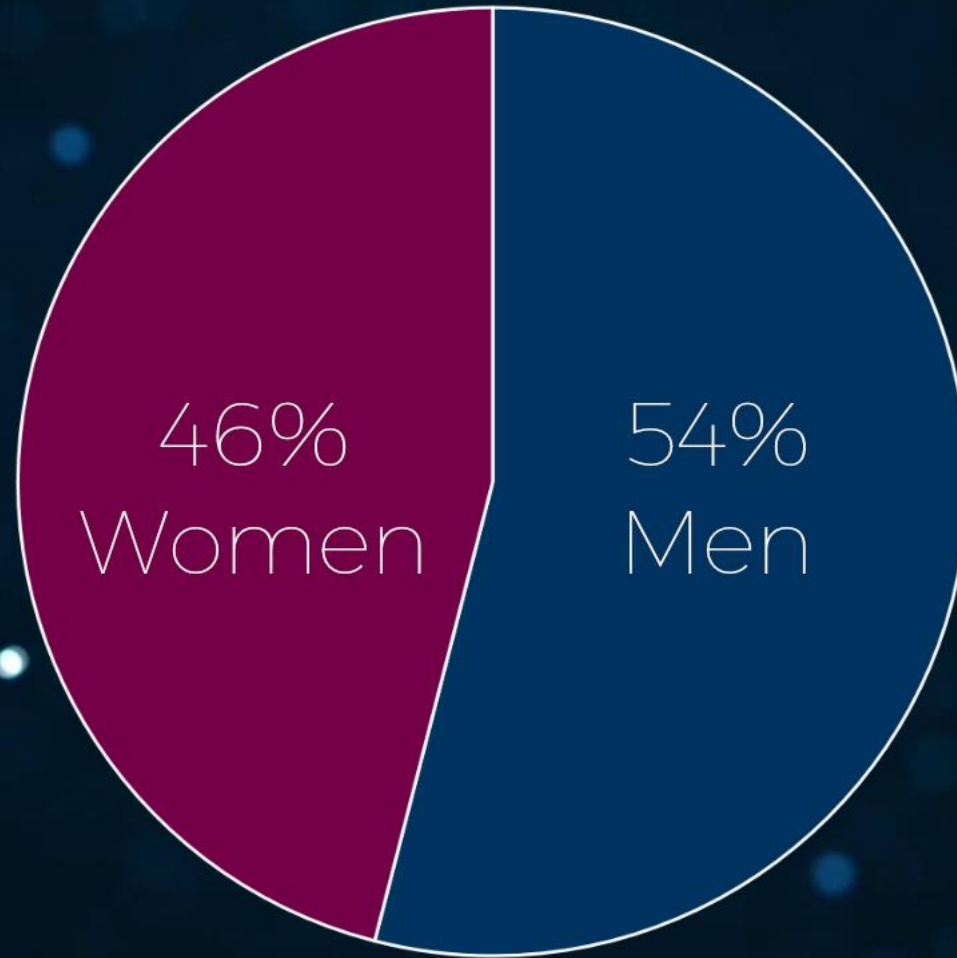
have listened to a  
podcast in the last month

**36%**

**Men**

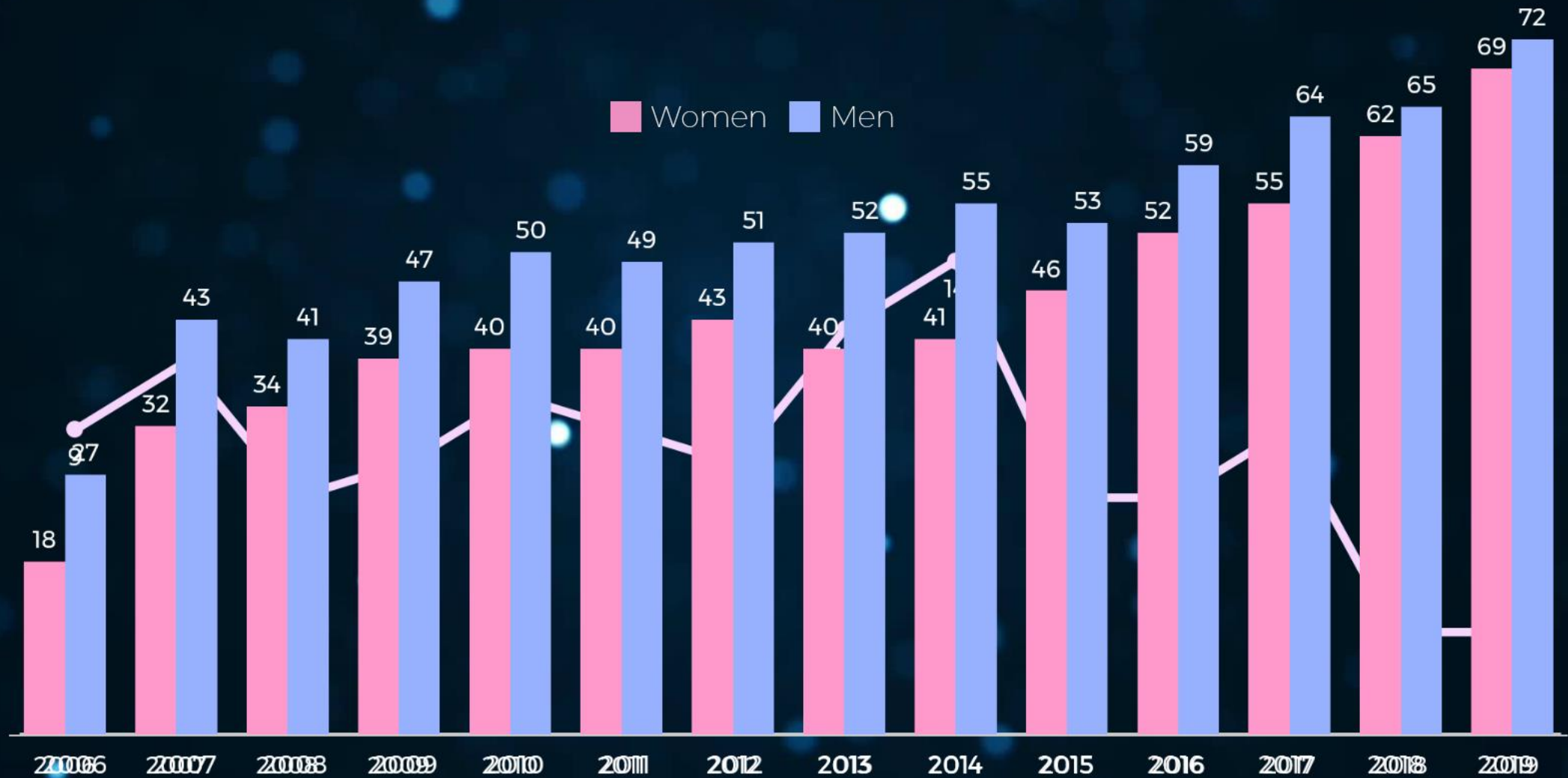
have listened to a  
podcast in the last month

## Composition of Monthly Podcast Listeners:





# Podcast Familiarity:





# Non-Listeners





## Reasons for Not Listening to Podcasts:

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

**Women**

32%

**Men**

40%

# Reasons for Not Listening to Podcasts:

**Women**      **Men**

Don't have a podcast app on your phone

45%

36%

Listening can use up a lot of your data plan

41%

41%

Don't really know how to find a podcast

41%

28%

Not sure how to listen to a podcast

38%

28%

You have to pay to subscribe

38%

38%

So many podcasts you don't know where to start

36%

27%

Don't understand what a podcast is

23%

20%



% saying "yes"



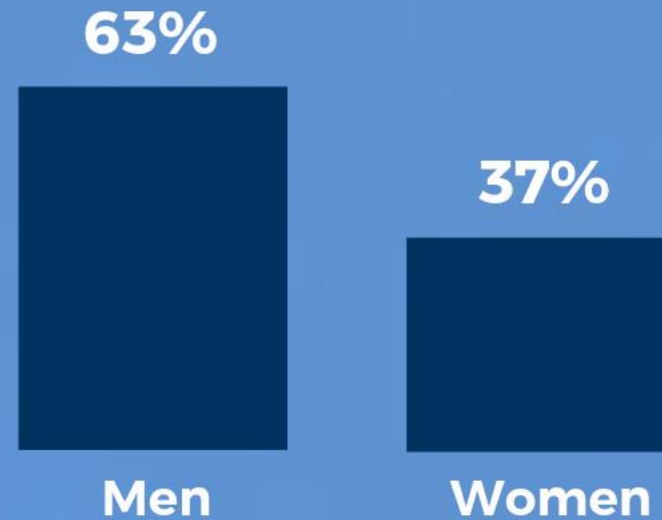
# Rookie Podcast Listeners vs. Veteran Podcast Listeners





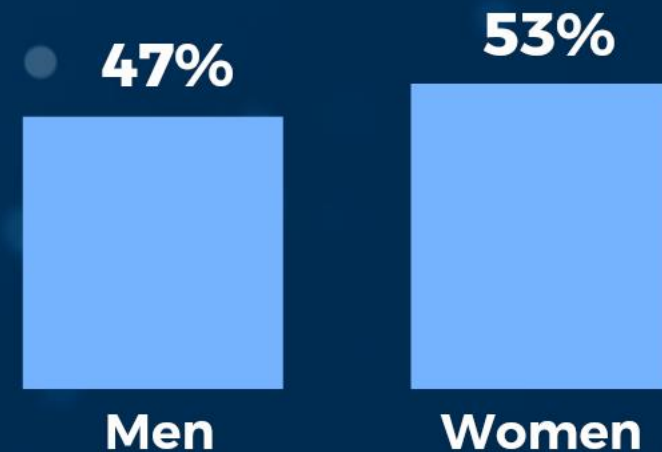
# VETERANS

Have listened to podcasts  
for three years or more



# ROOKIES

Have listened to podcasts  
for six months or less



## Shows WITH female hosts, co-hosts or protagonists:



## Shows WITHOUT female hosts, co-hosts or protagonists:





# Women

**7.2**

Average number of podcasts listened to per week

**3.2**

Average number of podcast subscriptions

**7.3**

Average number of hours listening to podcasts in the last week

# Men

**6.8**

Average number of podcasts listened to per week

**3.4**

Average number of podcast subscriptions

**5.9**

Average number of hours listening to podcasts in the last week

## 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

# 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%

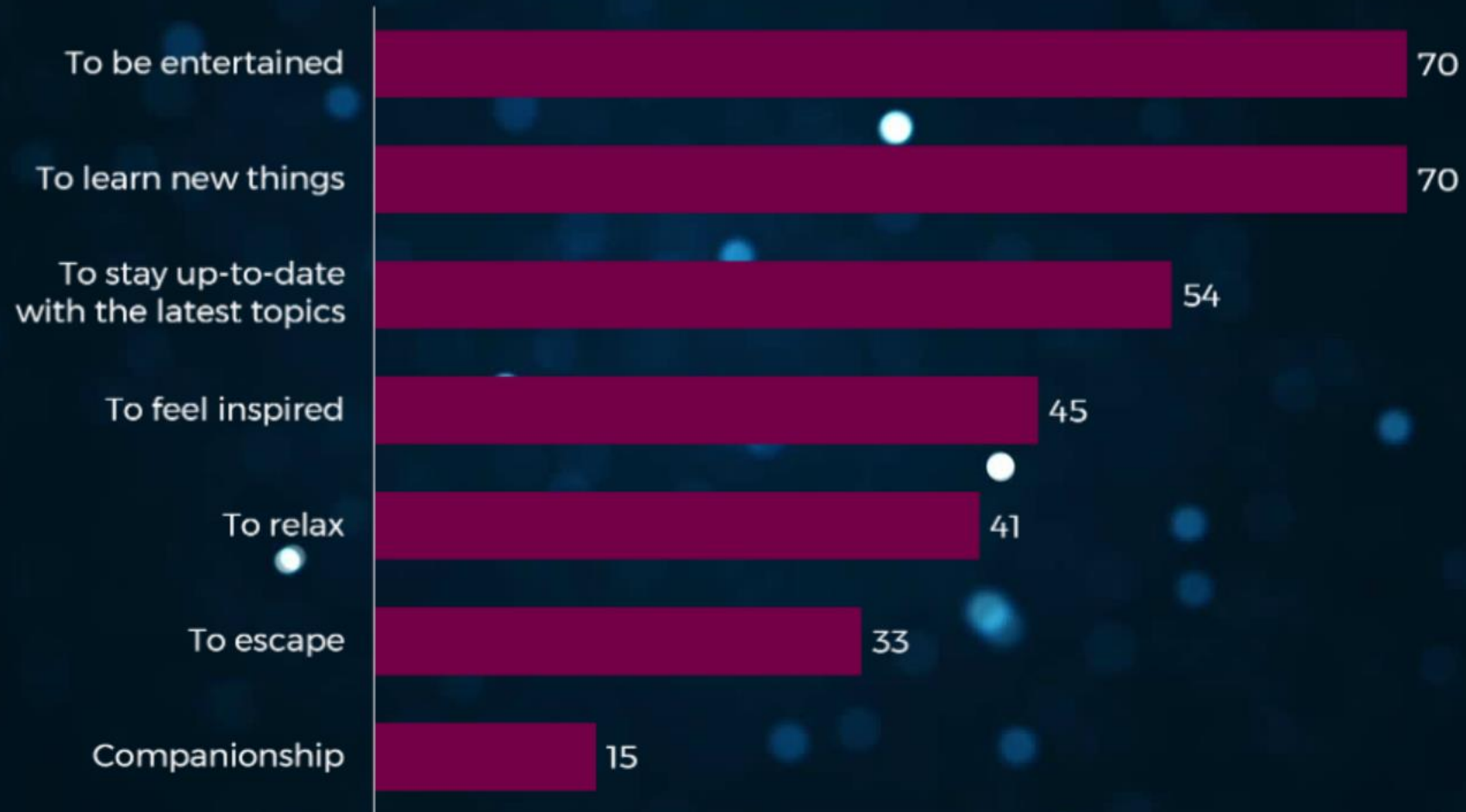
of **women** are listening more to podcasts than they did one year ago

39%

of **men** are listening more to podcasts than they did one year ago



# Why Listen to Podcasts: (Women)





**Do you ever listen to  
podcasts while not  
doing anything else,  
just listening?**

**65%**

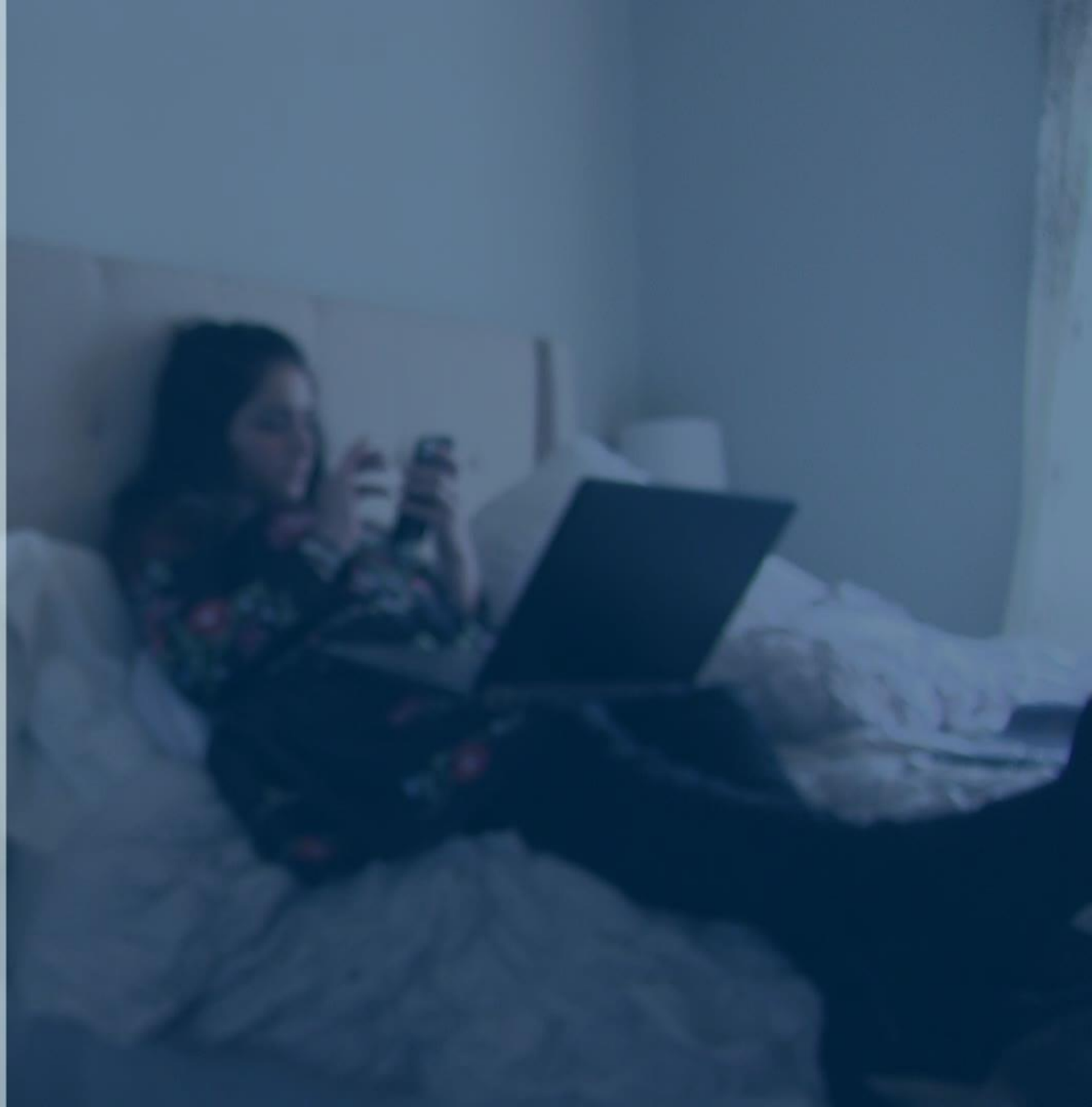
Women

**75%**

Men

**% saying "yes"**

# Discovery

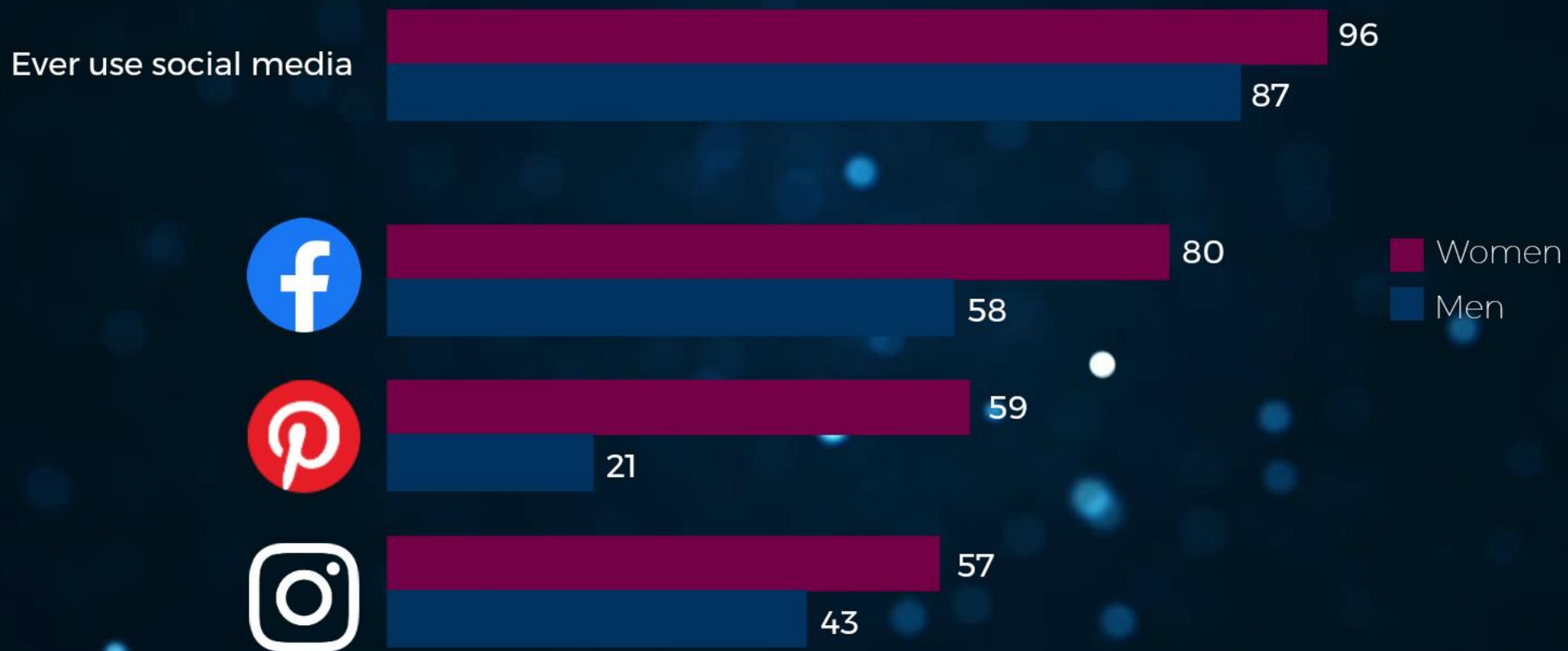


# Podcast Discovery:



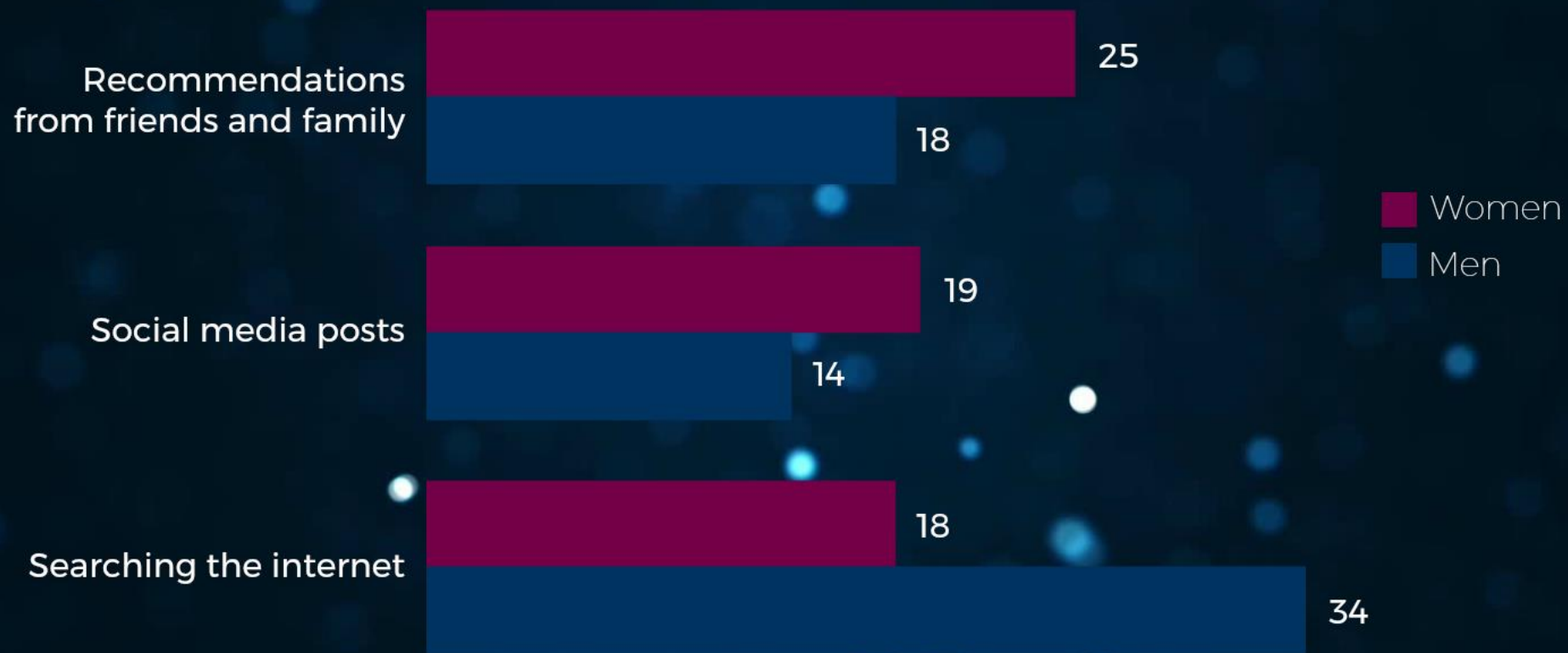
% discovering podcasts from source most often

# Social Media:





# Podcast Discovery:



% 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

# Advertising





# Likelihood to consider brands advertised on podcasts

**38%**

**Women**

saying "much more likely" or  
"somewhat more likely"

**52%**

**Men**

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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