

W O M E N ' S  
PODCAST REPORT



# 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

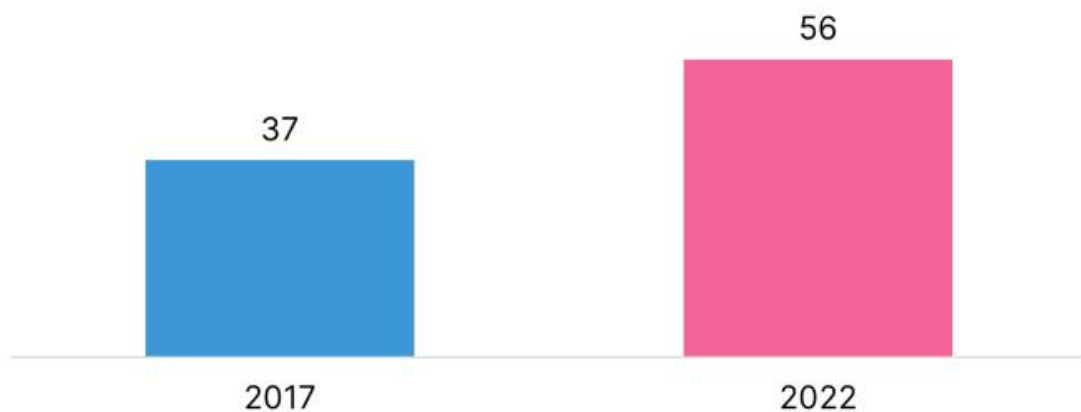
*\*Note: refers to those who self-identify as a Woman/Female*

# U.S. Podcast Reach

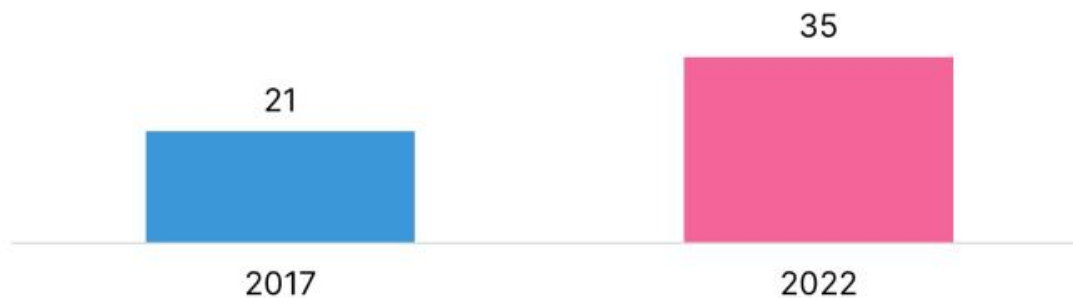
# Podcast Listening

% 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?



Are between  
age 18 and 34<sup>1</sup>  
*U.S. Women 18+: 29%*



Have a household  
income of  
\$100K or more<sup>1</sup>  
*U.S. Women 18+: 22%*



Have a  
college degree<sup>1</sup>  
*U.S. Women 18+: 50%*



Are a parent or  
guardian of a child  
under the age of 18<sup>1</sup>  
*U.S. Women 18+: 27%*



“Frequently”  
recommend  
podcasts to  
friends/family  
members<sup>2</sup>



Have ever or  
currently produce  
own podcast<sup>2</sup>  
*Age 18-24: 194 index*  
*Multicultural: 161 index*  
*Moms: 155 index*

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

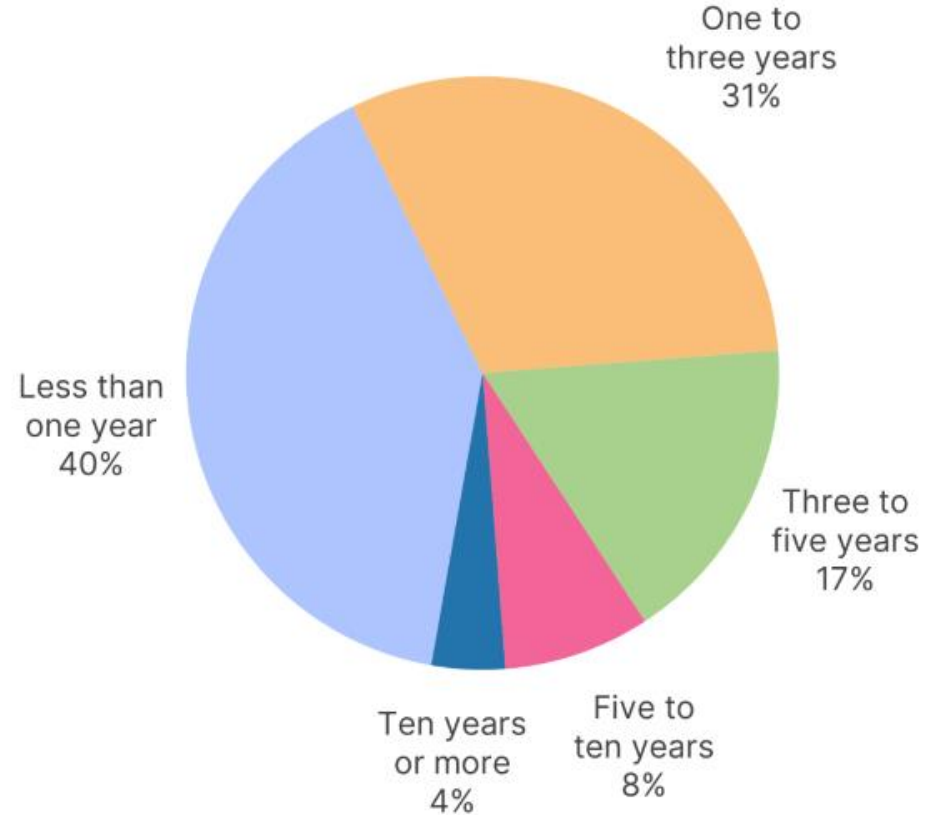


# How long have you been listening to podcasts?

Base: Women Monthly Podcast Listeners 18+

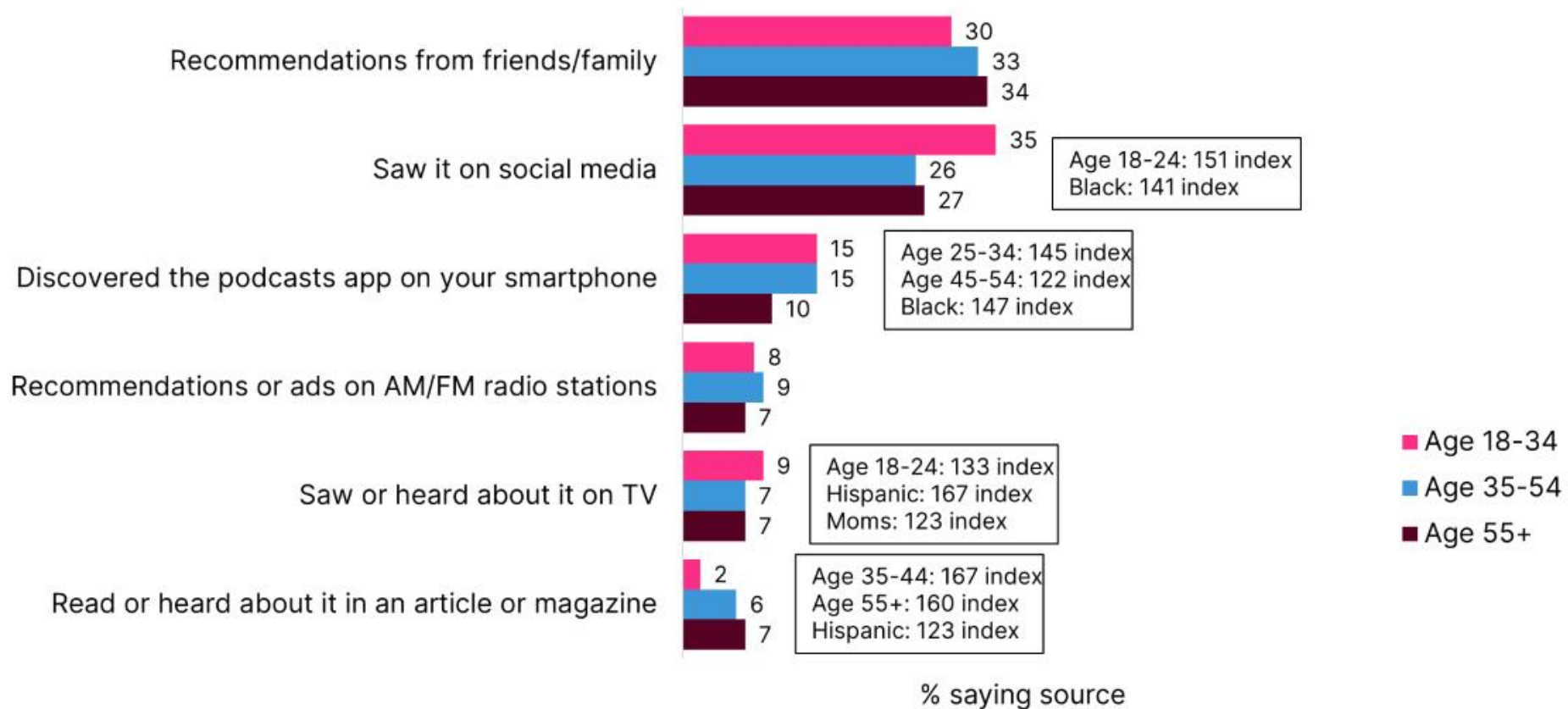
**71%**

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*



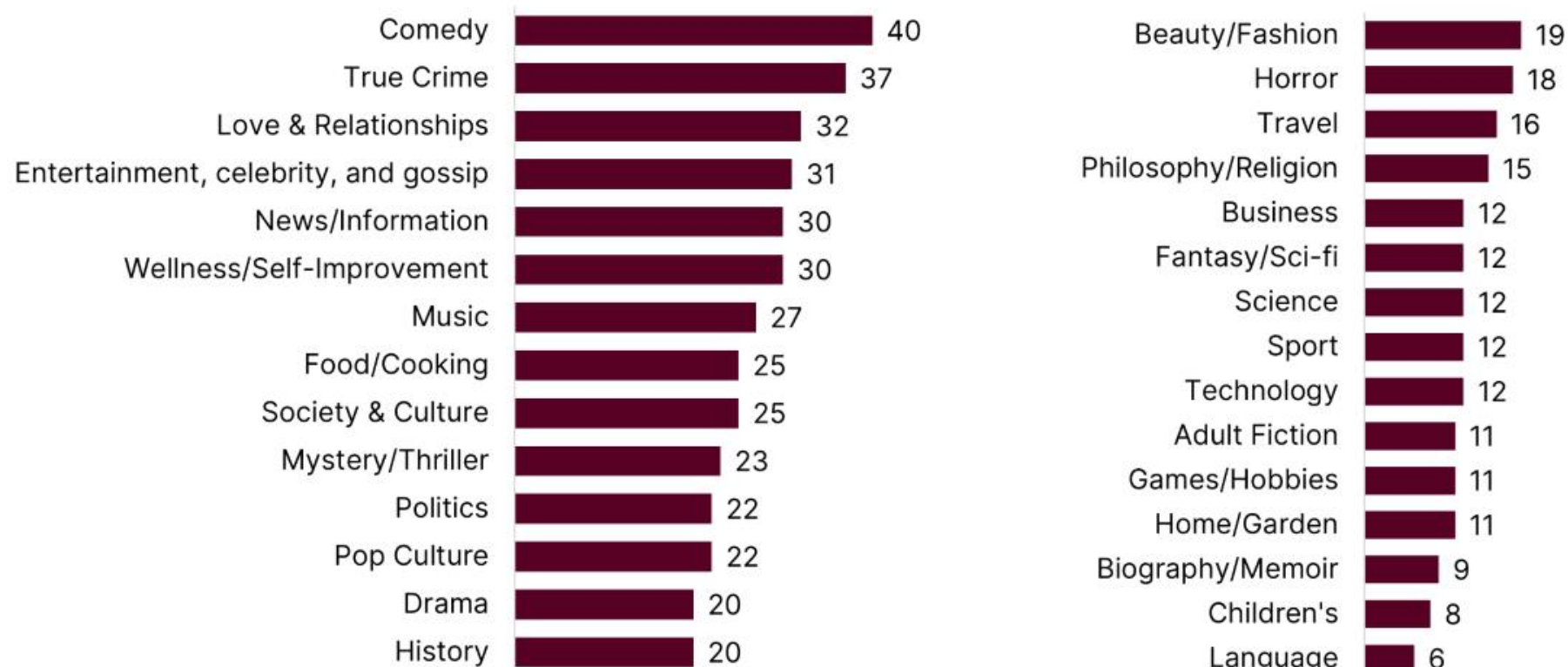
Listen via  
smartphone or  
tablet most often

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:

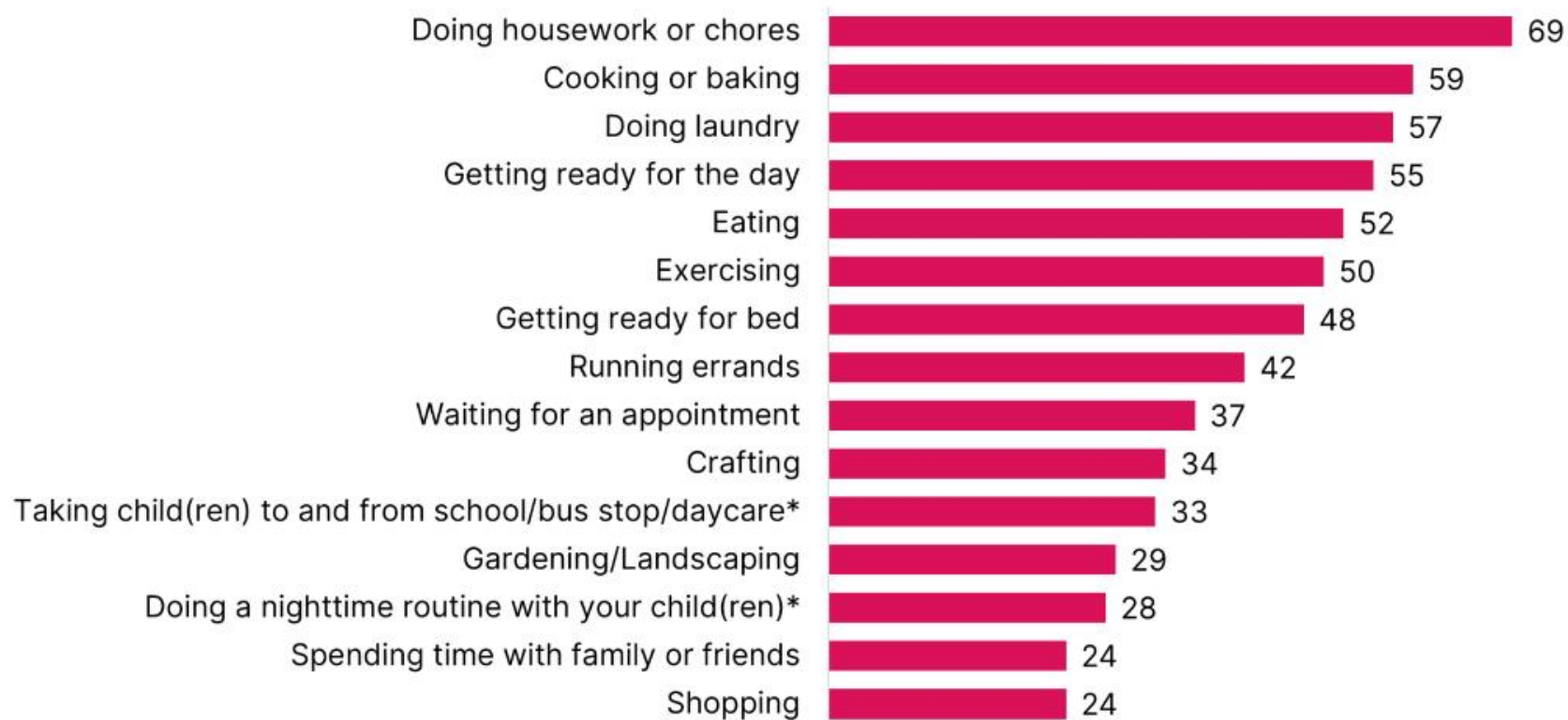
Children's: 213 index  
Language: 135 index  
Sports: 134 index  
Adult Fiction: 133 index  
Fantasy/Sci-Fi: 131 index

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%

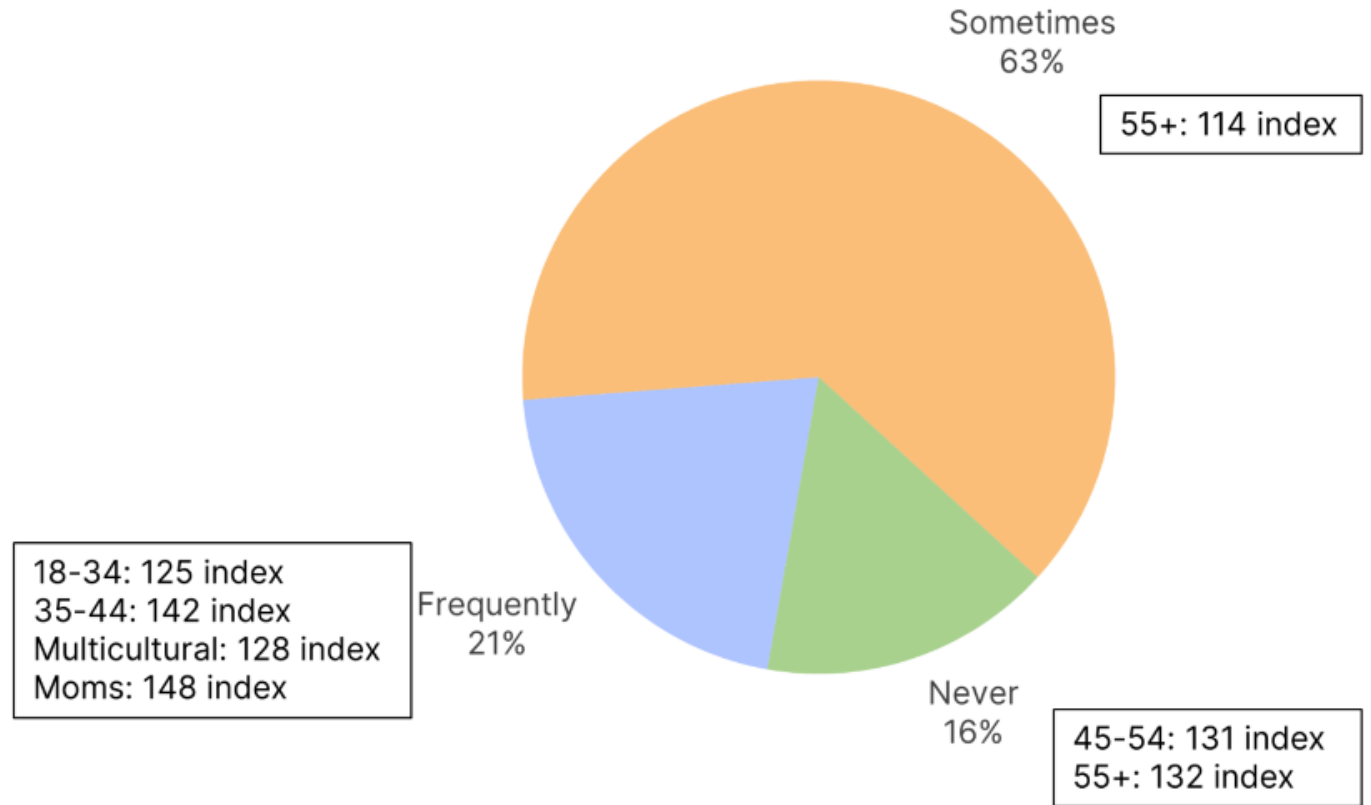
of Women Monthly Podcast Listeners  
find out about new podcasts  
by recommendations from  
friends/family, their #1  
discovery source

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

Base: Women Monthly Podcast Listeners 18+

**84%**

ever recommend  
podcasts to others



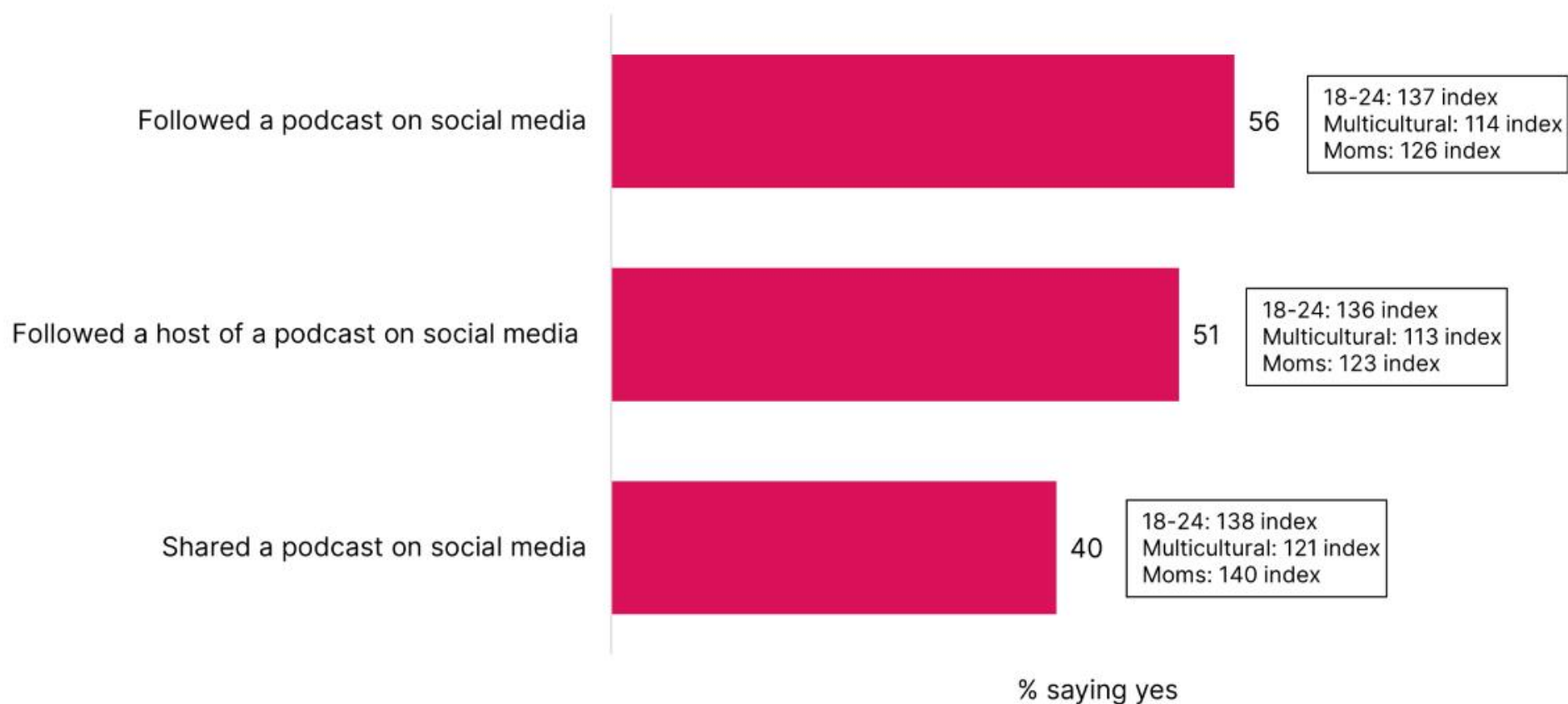
# Do you recommend podcasts to others because...?

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



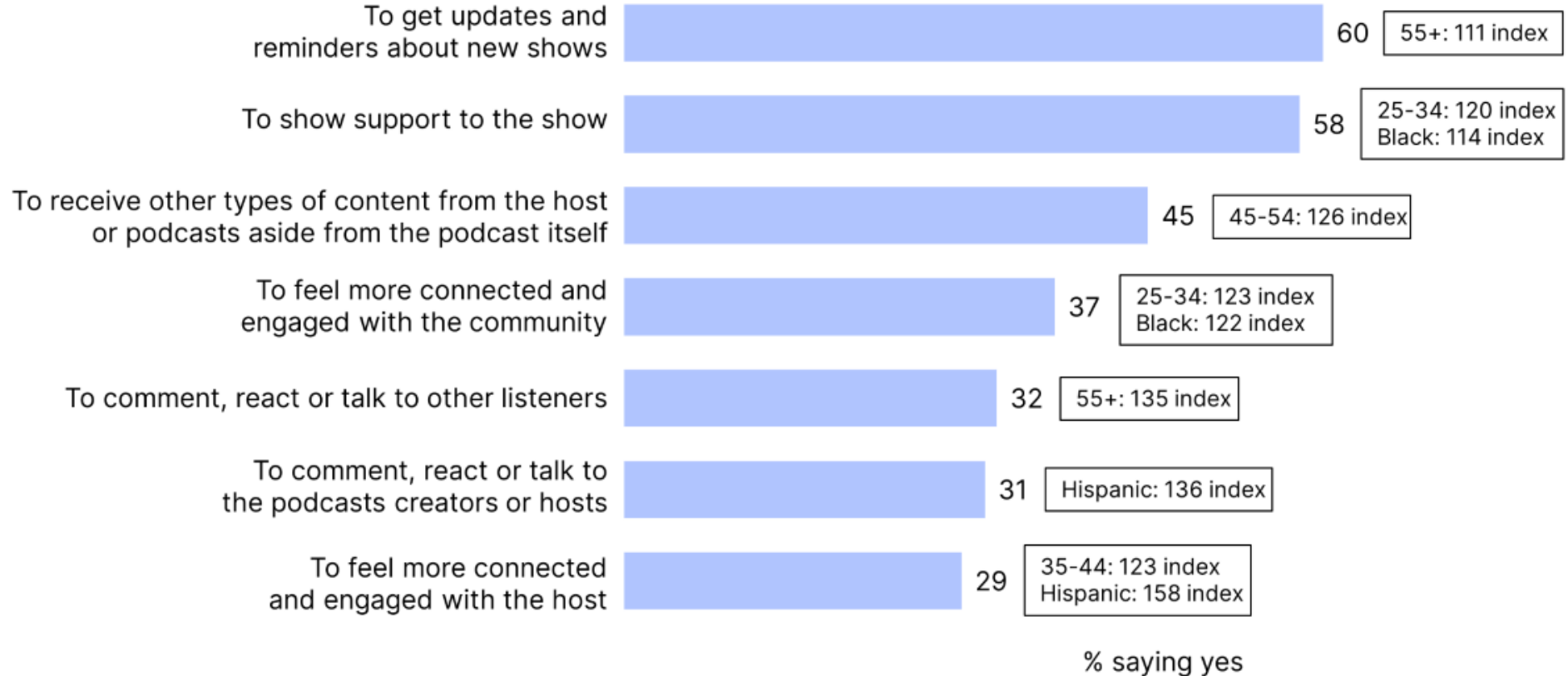
# Have you ever...?

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

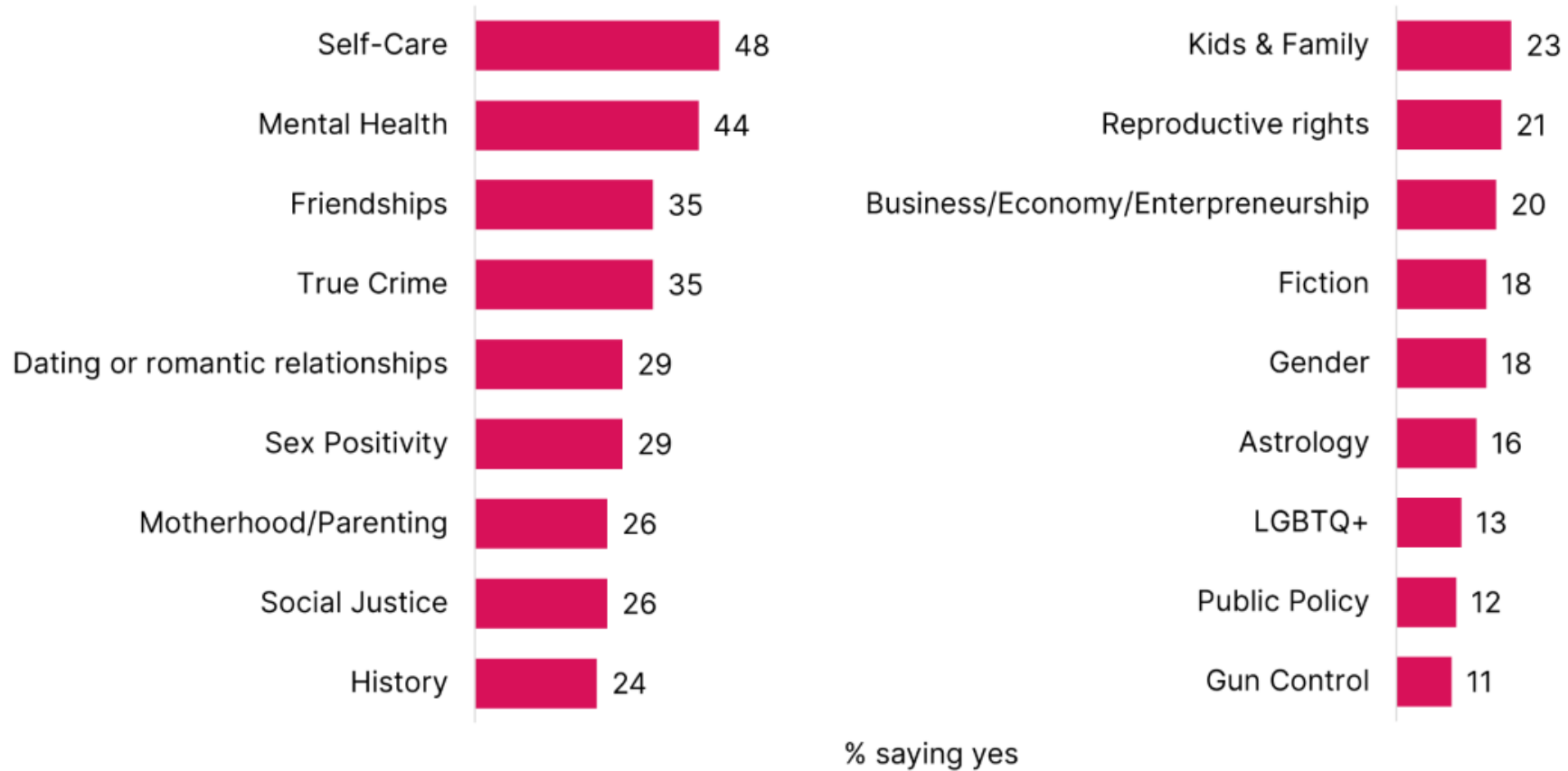
Discuss topics that are taboo  
or controversial:

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:

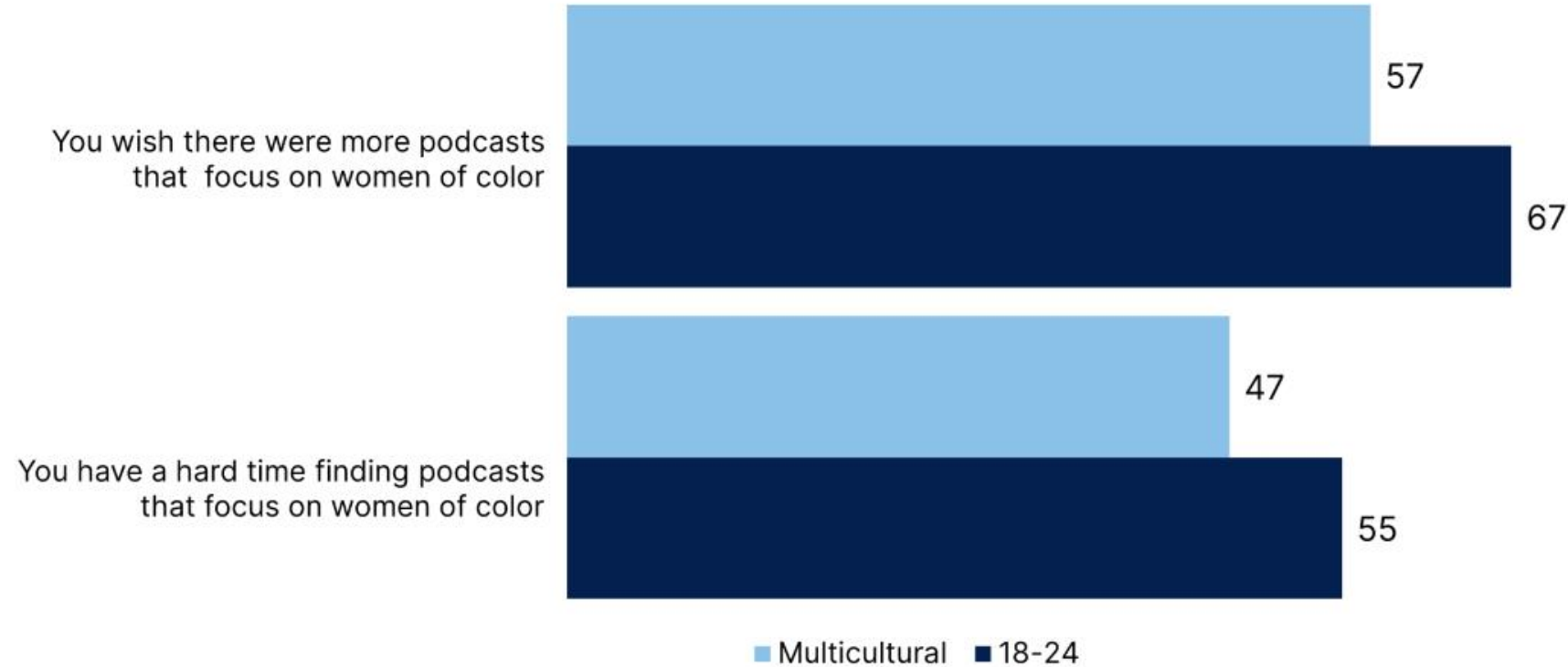
Gender: 148 index  
LGBTQ+: 140 index  
Reproductive Rights: 138 index  
Kids & Family: 121 index  
Dating & Relationships: 119 index

## 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+

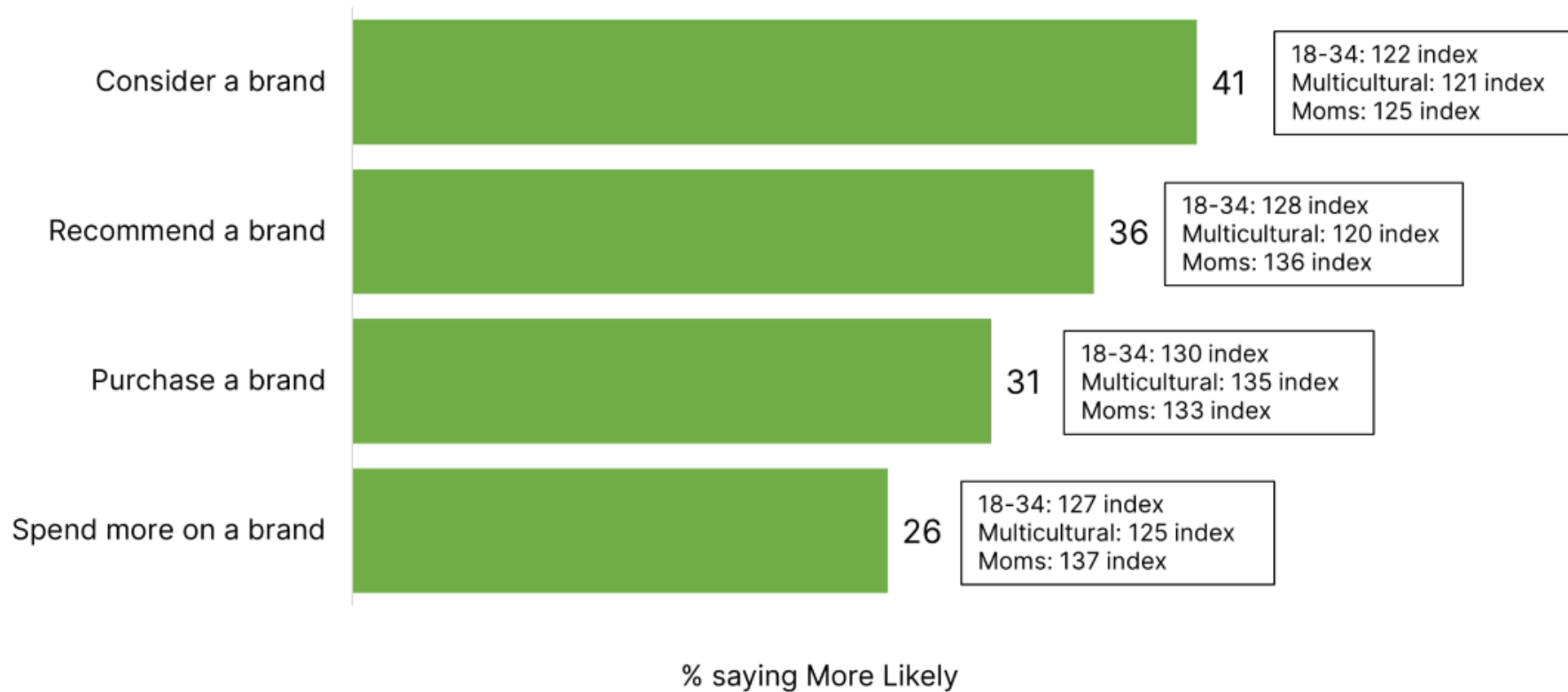


% saying Strongly Agree or Agree

# 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

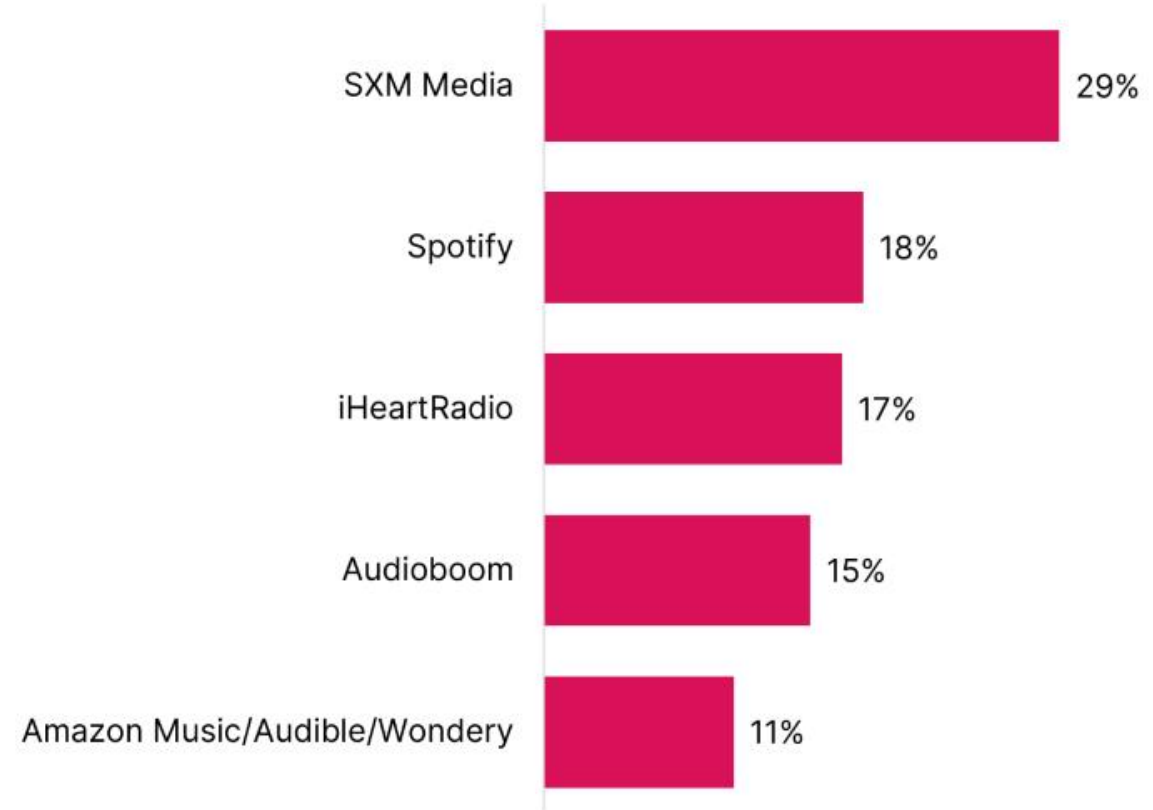


# Top Podcast Networks for Reaching Women Listeners

**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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