

Part 1: Women & Podcasts

Women's Audio Report



SiriusXM
Media



Overview

The Growth Story

Female monthly podcast listenership has tripled in ten years

Audience Profile & Engagement

Women aren't just listening more – they're dedicating more time & showing greater engagement

Content Preferences & Motivations:

Women seek connection, knowledge & representation in podcasts

Emotional Connection & Shared Experiences

Podcasts create meaningful connections in women's personal and family lives

Beyond Listening: Engagement & Monetization

Female podcast consumers are highly responsive to calls-to-action

Market Leadership & Opportunity

Women-hosted shows are capturing significant market share

Methodology

Women's Audio Report

- 2,520 total online interviews
- US Women age 18+
 - Must have listened to audio in the last month
 - 1,143 listened to or watched a podcast in the last month
 - 2,119 listened to music in the last month
- Interviews conducted Q4 2024
- Data weighted to match age, ethnicity, and census region of the U.S. female population

The Infinite Dial

- The longest-running survey of digital media consumer behavior in America
 - January 2025 survey of 5,020 people aged 12 and older (telephone and online)

Share of Ear

- Audio listening diary survey measuring audio listening during a 24-hour period
 - N=1000 people in the US age 13 and older conducted quarterly since 2014

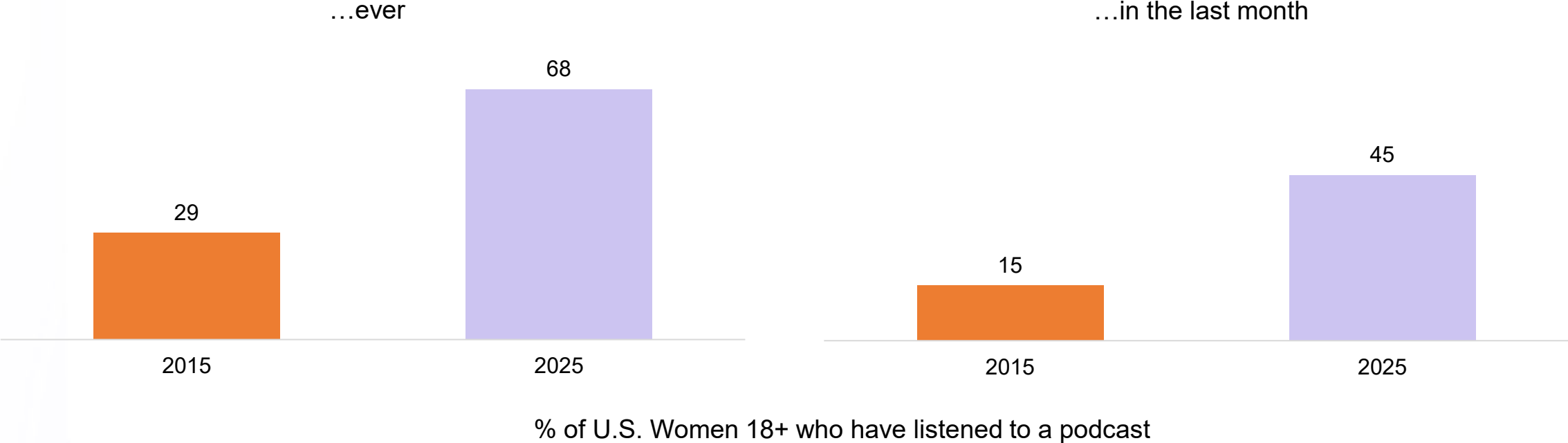
Edison Podcast Metrics

- The only podcast measurement service that measures listening, not downloads, across all networks, shows, and platforms
 - N=20,000 weekly podcast listeners ages 13 and older

The Growth Story

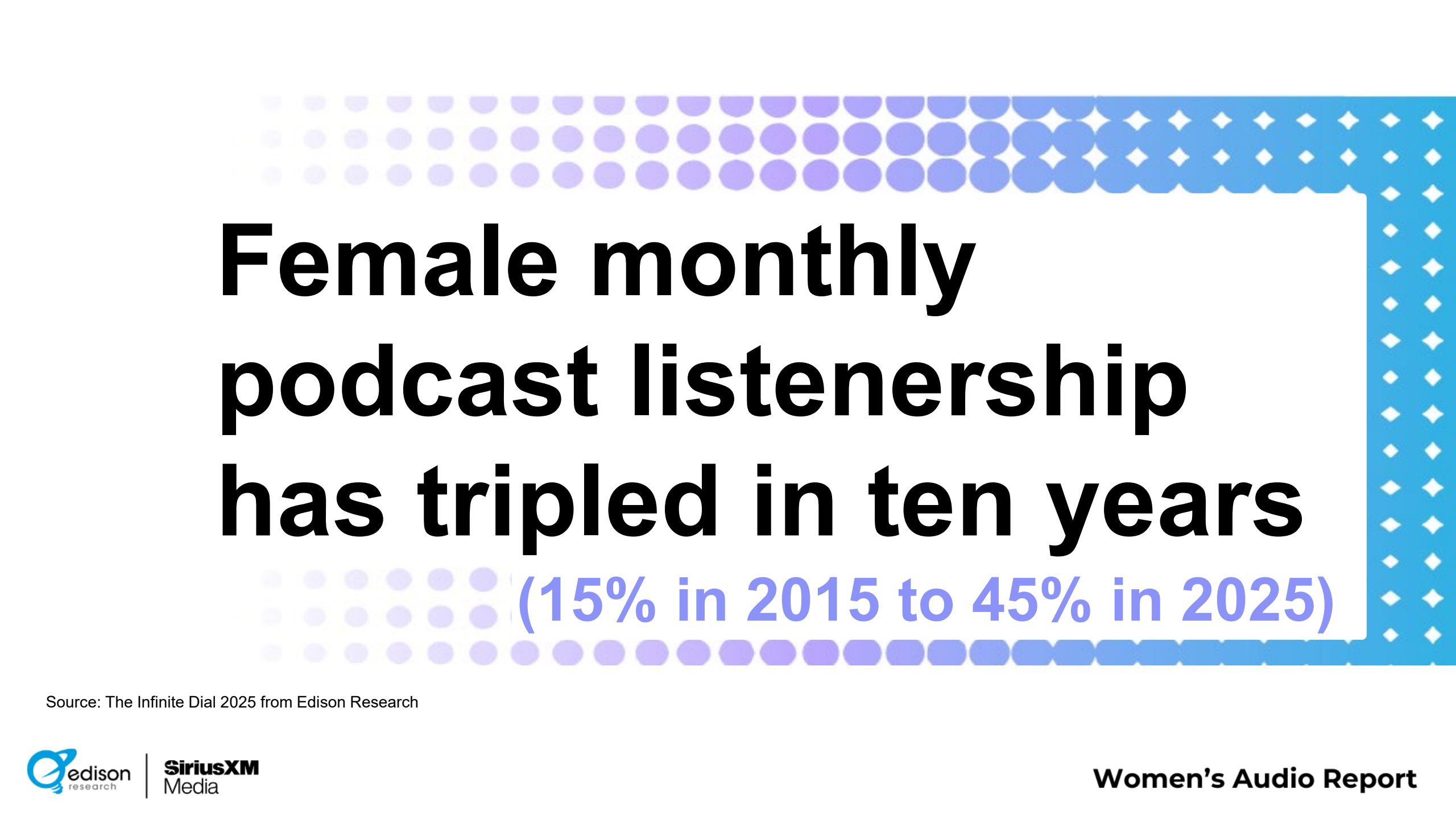
U.S. Women Podcast Listening

Base: U.S. Women Population 18+



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

Source: The Infinite Dial 2025 from Edison Research



Female monthly podcast listenership has tripled in ten years

(15% in 2015 to 45% in 2025)

Source: The Infinite Dial 2025 from Edison Research

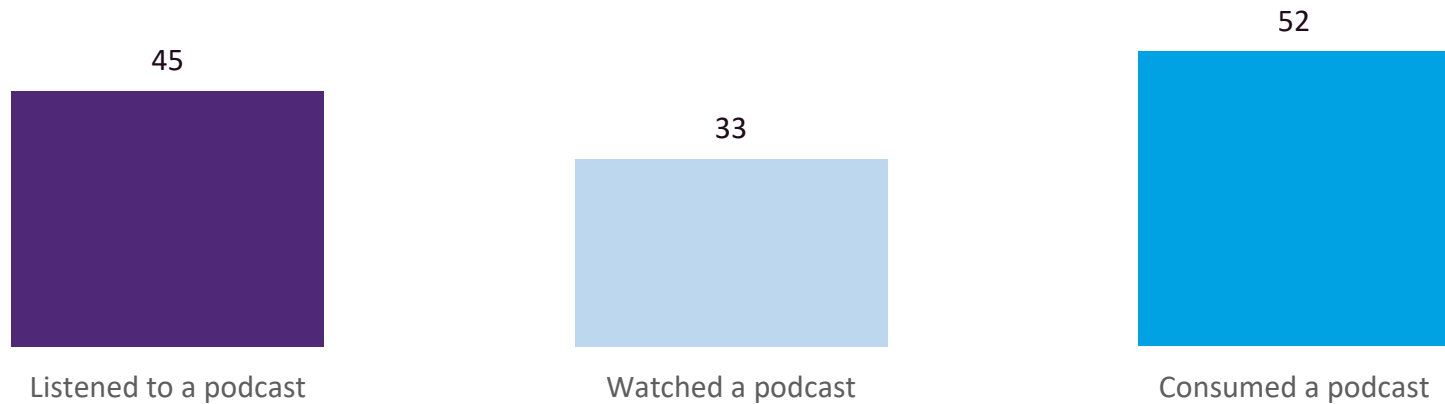


Estimated 60 Million U.S. Women Monthly Podcast Listeners 18+

Source: The Infinite Dial 2025 from Edison Research

Women Monthly Podcast Consumption

Base: U.S. Women Population 18+



% who listened to or watched a podcast in the last month

Source: The Infinite Dial 2025 from Edison Research

Audience Profile & Engagement

Who are Women Monthly Podcast Consumers?

Base: U.S. Women Monthly Podcast Consumers 18+



Are between age 18 and 34¹
U.S. Women 18+: 31%



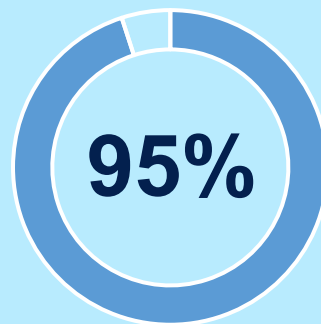
Have a household income of \$100K or more¹
U.S. Women 18+: 25%



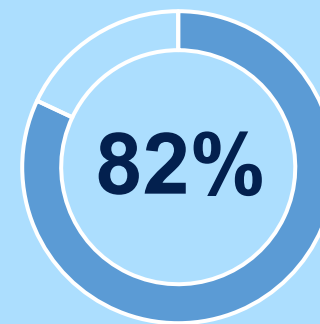
Have a college degree¹
U.S. Women 18+: 43%



Are a parent or guardian of a child under the age of 18¹
U.S. Women 18+: 24%



Worry about the economy

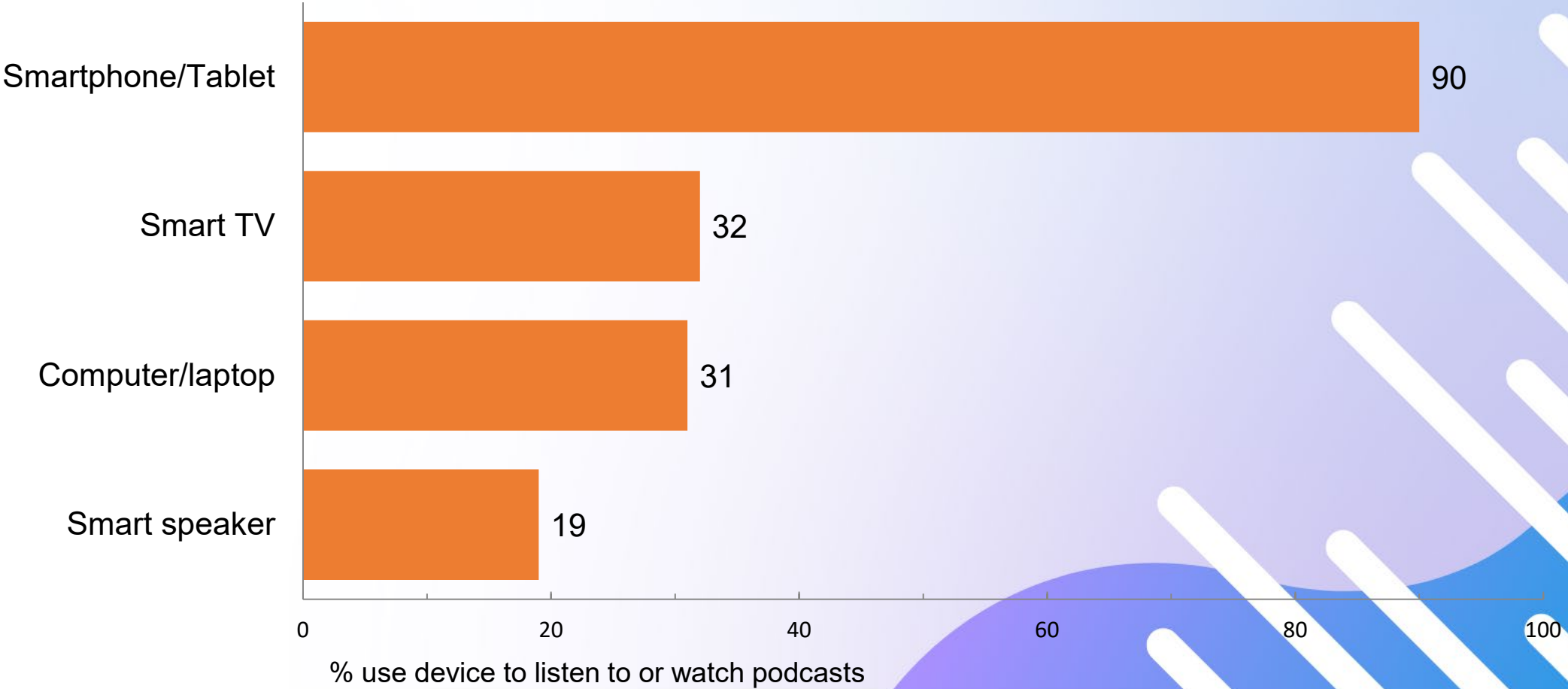


Worry about the future of women's rights

Sources: 1. The Infinite Dial 2025, 2. The Women's Audio Report 2025

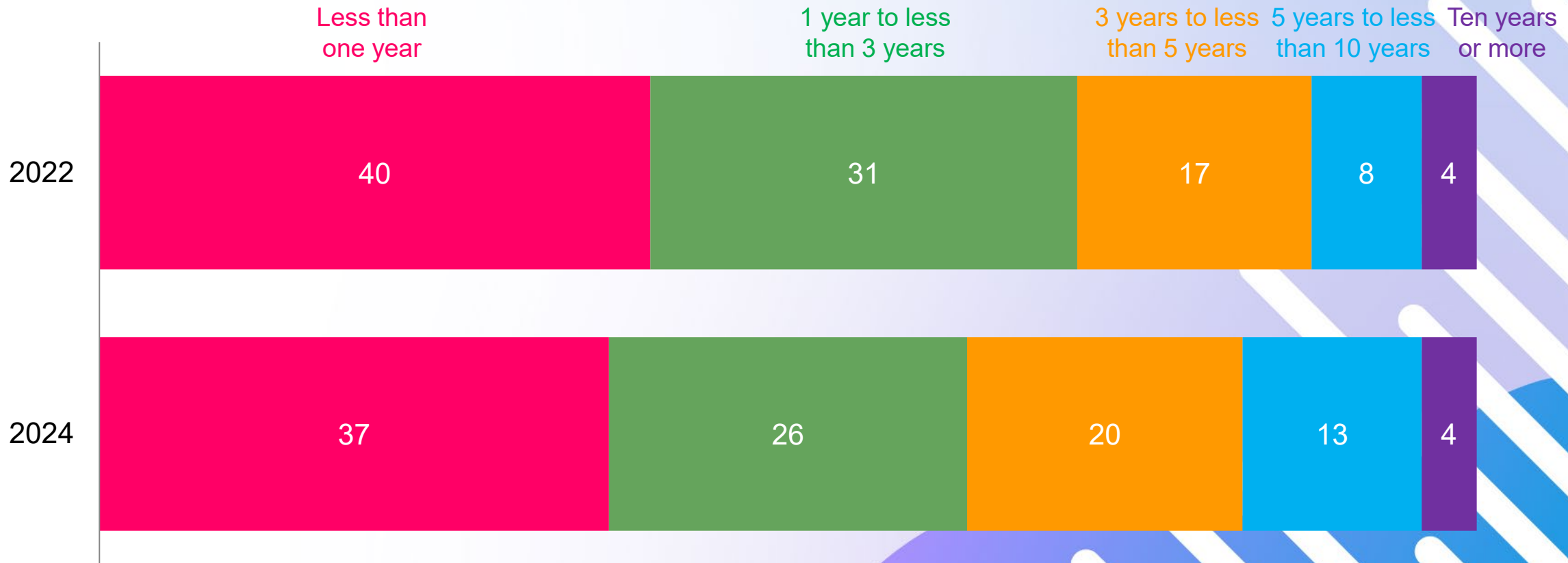
Devices used to listen to or watch podcasts:

Base: U.S. Women Monthly Podcast Consumers 18+



How long have you been listening to or watching podcasts?

Base: U.S. Women Monthly Podcast Consumers 18+



On average, U.S.
women age 18+ spend
20 minutes
consuming podcasts
in a typical day

On average, U.S. Women Podcast
consumers age 18+ spend
**1 hour
40 minutes**
consuming podcasts
in a typical day

Source: Share of Ear Q1 2025

Content Preferences & Motivations

79%

of U.S. Women Monthly Podcast Consumers
18+ say it is important that podcasts they
listen to/watch **have hosts they enjoy**

72%

of U.S. Women Monthly Podcast
Consumers 18+ say it is important that
podcasts they listen to/watch **are relatable**

Why Women Consume Podcasts:

Primary motivations:

Diving deeper
into topics

53%

of Women Monthly Podcast Consumers 18+ say **diving deeper into topics** is a main reason to consume podcasts

Learning

46%

of Women Monthly Podcast Consumers 18+ say **learning** is a main reason to consume podcasts

Entertainment

44%

of Women Monthly Podcast Consumers 18+ say **entertainment** is a main reason to consume podcasts

Why Women Listen to Podcasts:

Secondary motivations:

Unique
perspectives

35%

of Women Monthly Podcast Consumers 18+ say hearing **unique perspectives** is a main reason to consume podcasts

Stay entertained
during tasks

35%

of Women Monthly Podcast Consumers 18+ say **staying entertained during mundane tasks** is a main reason to consume podcasts

Why Women Listen to Podcasts:

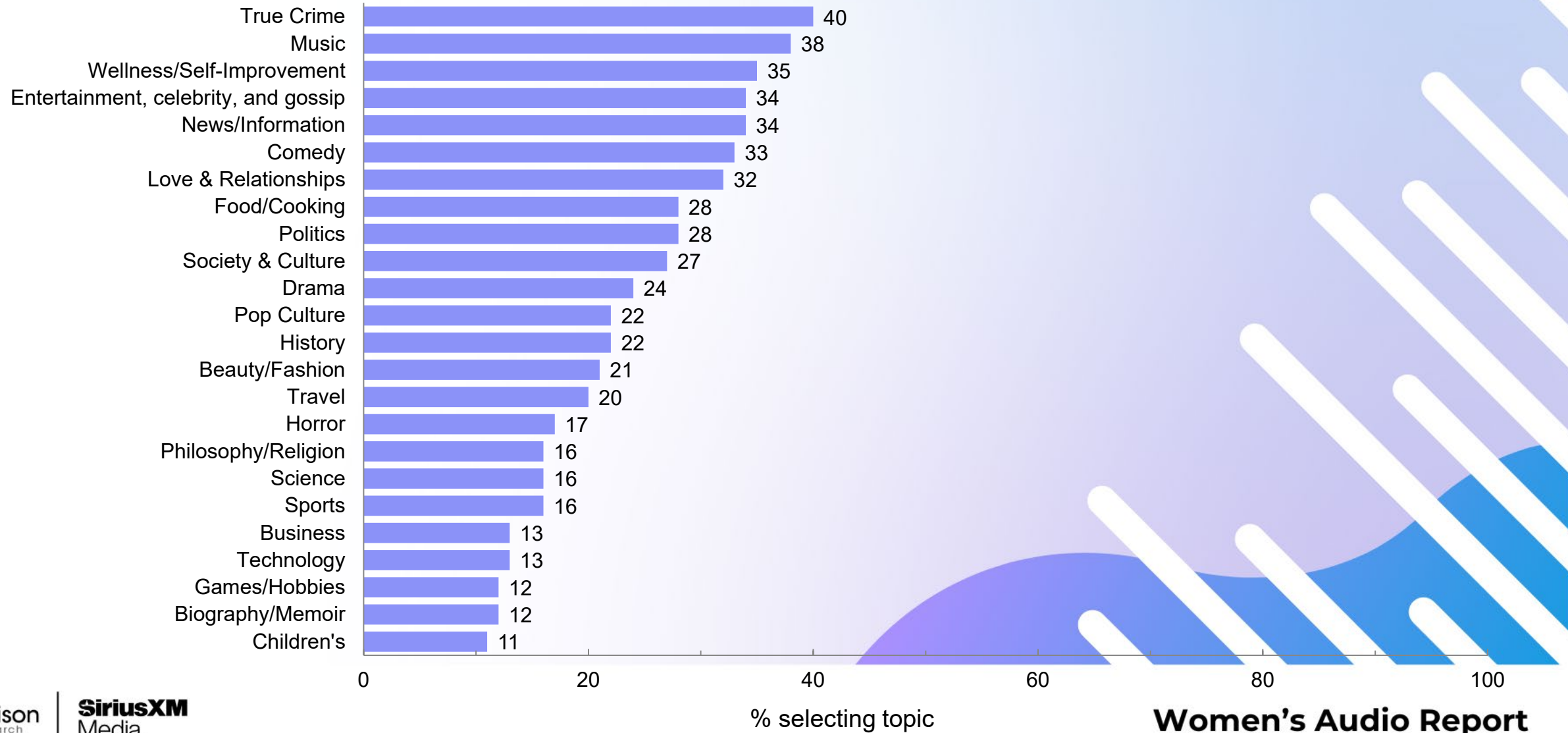
Inspiration

80%

of U.S. Women Monthly Podcast Consumers
18+ say **“to feel inspired”** is a reason
27% say it is a main reason

Podcasts topics ever listened or watched:

Base: U.S. Women Monthly Podcast Consumers 18+



Women Monthly Podcast consumers listen to/watch an average of **SIX of podcast genres**

Podcast Topic Listening: Top 5 Highest Indexing Topics by Demo

Base: U.S. Women Monthly Podcast Consumers 18+

Age 18-34:

Horror: 138 index
Love & Relationships: 137 index
Children's: 135 index
Beauty/Fashion: 131 index
Drama: 124 index

Age 35-54:

Technology: 116 index
Children's: 114 index
True Crime: 114 index
Pop Culture: 109 index
Horror: 105 index

Age 55+:

Biography/Memoir: 164 index
News/Info: 149 index
Philosophy/Religion: 148 index
Politics: 147 index
History: 135 index

Black:

Children's: 153 index
Beauty/Fashion: 148 index
Drama: 147 index
Love & Relationships: 144 index
Entertainment/Celeb/Gossip: 138 index

Hispanic:

Business: 127 index
Horror: 122 index
Children's: 122 index
Pop Culture: 120 index
Beauty/Fashion: 116 index

LGBTQ+:

Technology: 170 index
Horror: 166 index
True Crime: 134 index
Comedy: 130 index
Games/Hobbies: 130 index

Emotional Connection & Shared Experiences

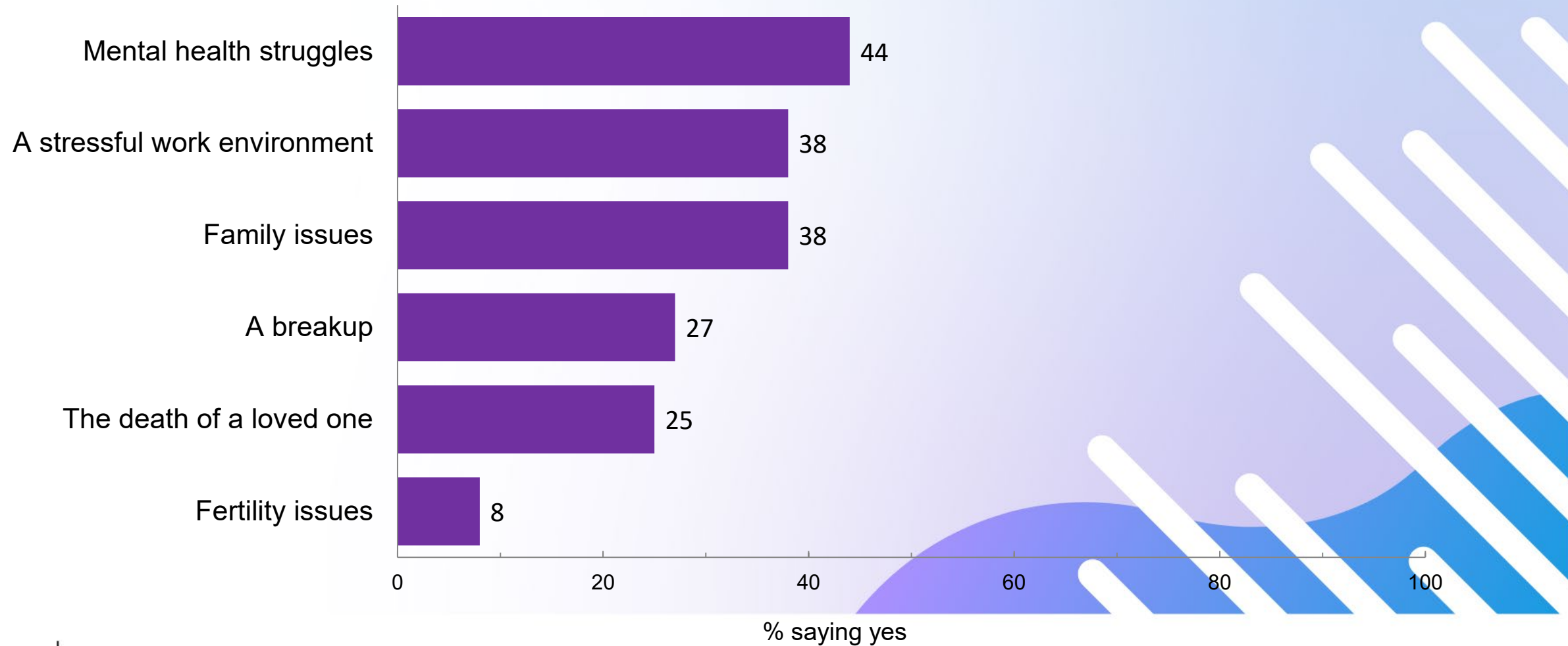


64%

of Women Monthly Podcast Consumers
18+ have turned to podcasts to **cope**
with or navigate life challenges

Have you ever turned to podcasts to cope with or better navigate...?

Base: U.S. Women Monthly Podcast Consumers 18+



63%

of Women Monthly Podcast Consumers 18+ say it is important that podcasts they listen to/watch **provide inspiration**

Inspire

Advice

67%

of Women Monthly Podcast Consumers 18+ say it is important that podcasts they listen to/watch **provide good tips or advice**



SiriusXM Media

56%

of Women Monthly Podcast Consumers 18+ say it is important that podcasts they listen to/watch **Help them escape**

Escape

Relax

60%

of Women Monthly Podcast Consumers 18+ say it is important that podcasts they listen to/watch **Help them relax**

Women's Audio Report

Women are interested in female stories and perspectives on...

Top three topics:

Among Women Monthly Podcast Consumers 18+ ...

Self-care

57%

say they would be interested in podcast if it primarily included female stories and perspectives on **self-care**

Mental Health

47%

say they would be interested in podcast if it primarily included female stories and perspectives on **mental health**

Friendships

40%

say they would be interested in podcast if it primarily included female stories and perspectives on **friendships**



43%

of Women Monthly Podcast Consumers 18+ agree podcasts **with female perspectives cover topics not found in other media**



35%

of Women Monthly Podcast Consumers specifically look for podcasts that focus on **women their own age**

34%

of Women Monthly Podcast Consumers **wish there were more** podcasts that focus on **female opinions and perspectives**

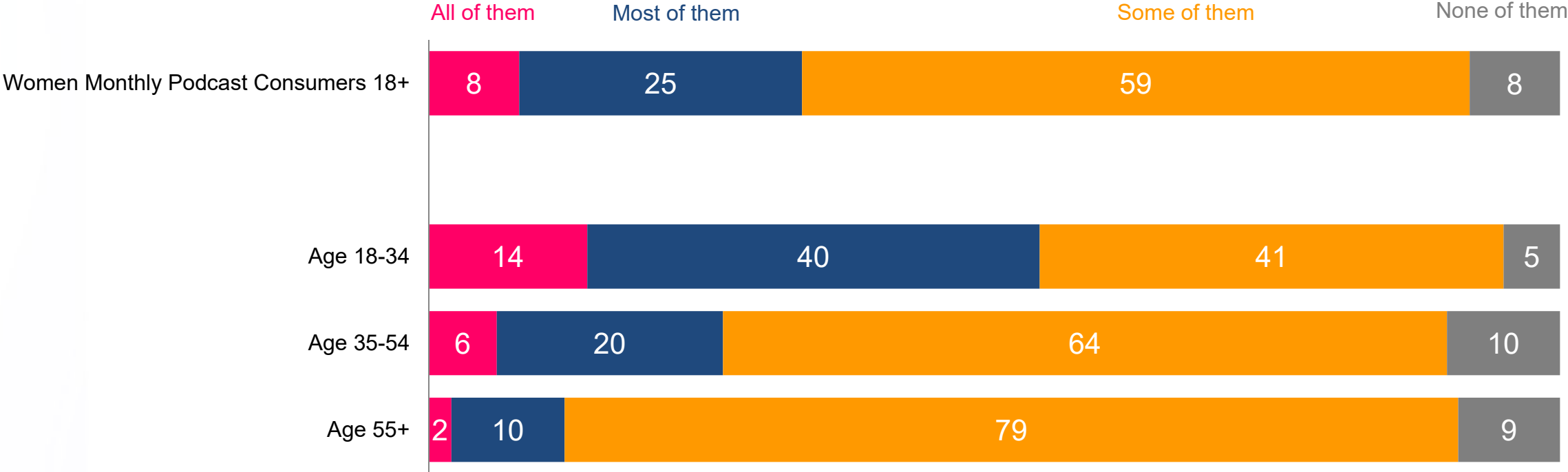


31%

of Women Monthly Podcast Consumers **seek out podcasts hosted or produced by women specifically**

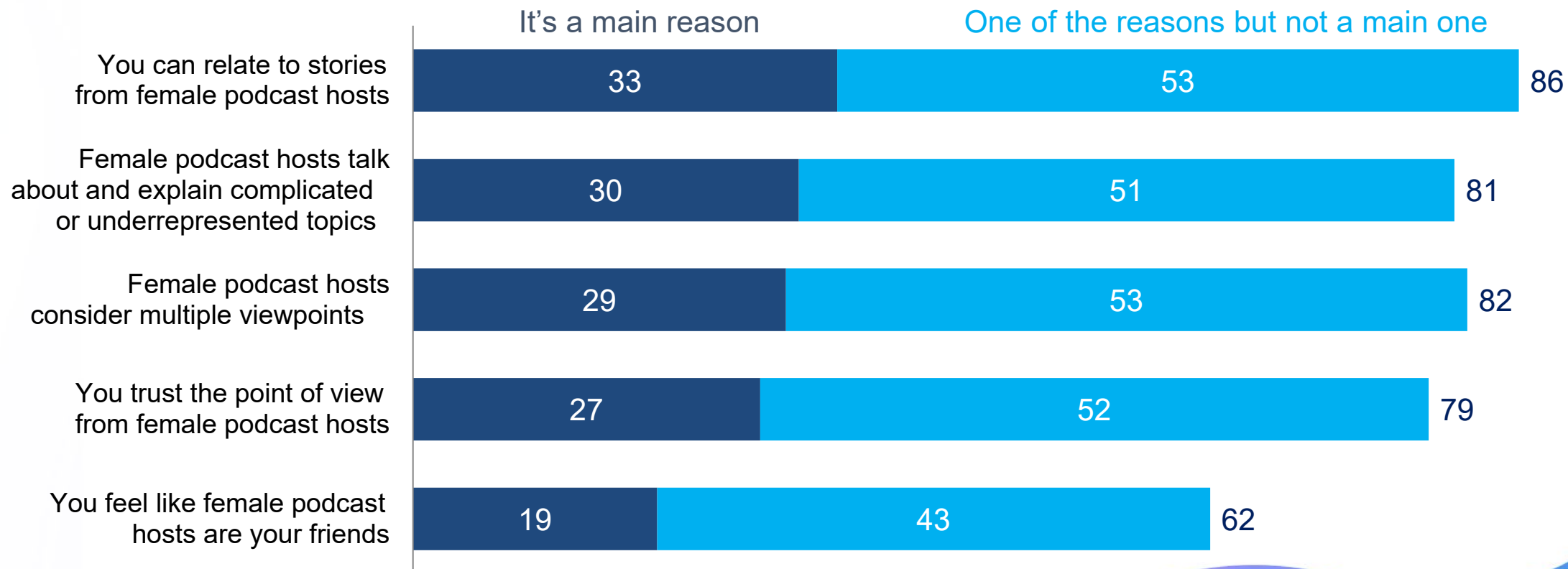
Of all the podcasts you regularly listen to, how many of them are hosted or produced by women?

Base: U.S. Women Monthly Podcast Consumers 18+

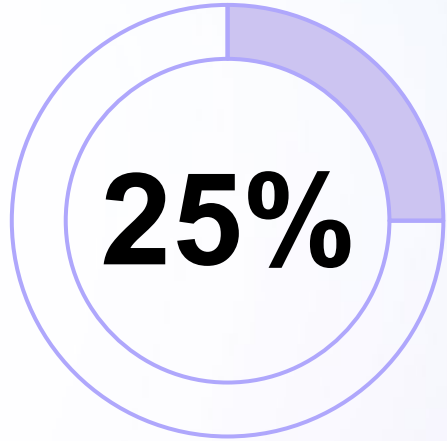


Reasons you enjoy listening to or watching female podcast hosts:

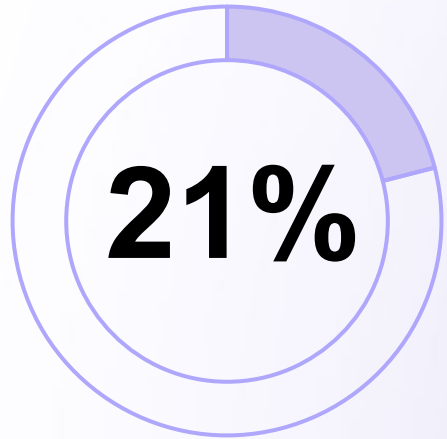
Base: U.S. Women Monthly Podcast Consumers 18+



Family experiences:



of Women Monthly Podcast consumers 18+ with children under the age of 18 **have children who listen to/watch podcasts**



of Women Monthly Podcast consumers 18+ with children under the age of 18 **listen to/watch podcasts with their children**

Family Podcast Consumption Motivations & Benefits

Top Benefits:

Among Women Monthly Podcast Consumers 18+ who listen/watch podcasts with their children:

Bonding

70%

say “to bond with my children”
is a reason to listen/watch
podcasts together

Sharing interests

63%

say “to share topics that I love
with my child(ren)” is a reason to
listen/watch podcasts together

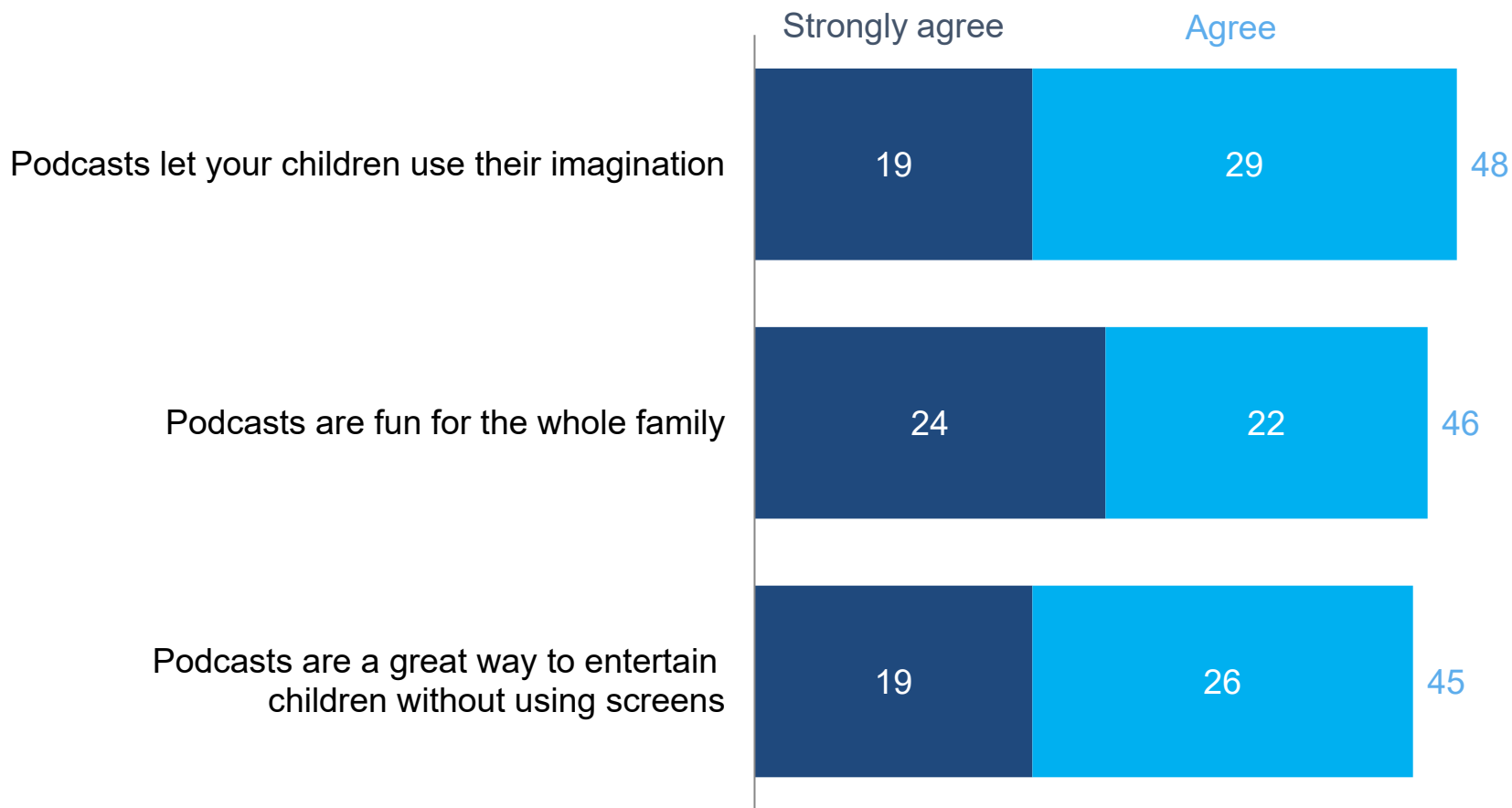
Education

56%

say “to expose your child(ren)
to educational content” is a reason
to listen/watch podcasts together

How much do you disagree or agree with the following statements?

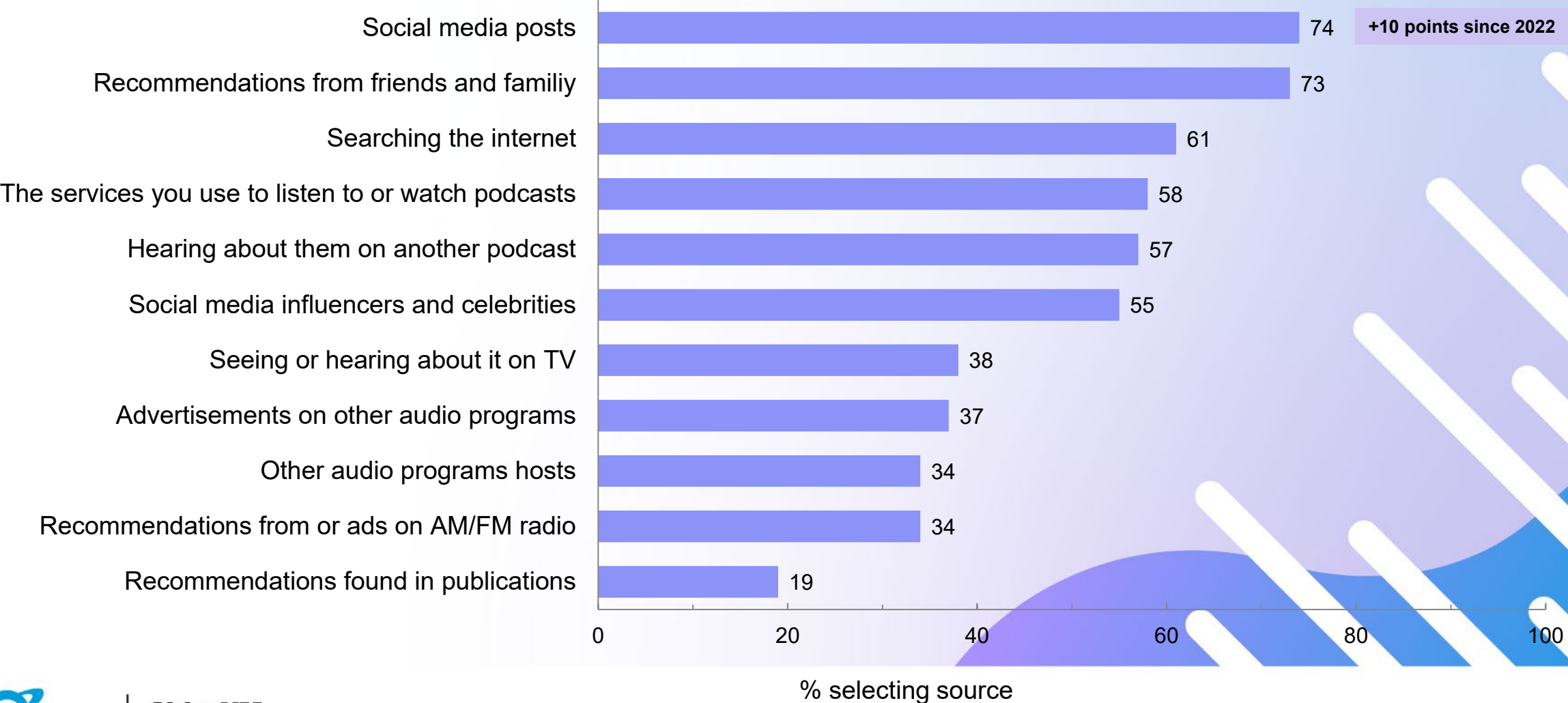
Base: U.S. Women Monthly Podcast Listeners 18+ who listen to or watch podcasts with their children under the age of 18



Beyond Listening: Engagement & Monetization

Sources used to find out about podcasts:

Base: U.S. Women Monthly Podcast Consumers 18+



Discovery source:

Top 3 Highest Indexing Sources by Demo

Base: U.S. Women Monthly Podcast Consumers 18+

Age 18-34:

Influencers/Celebrities: 127 index
Publications/best of year lists: 111 index
Social media; 109

Age 35-54:

Ads on other audio programs: 119 index
Publications/best of year lists: 117 index
AM/FM Radio stations: 110 index

Age 55+:

Other audio program hosts: 112 index
Seeing/hearing about it on TV: 110 index
AM/FM Radio stations: 106 index

Black:

Influencers/Celebrities: 128 index
Seeing/hearing about it on TV: 127 index
AM/FM Radio stations: 114 index

Hispanic:

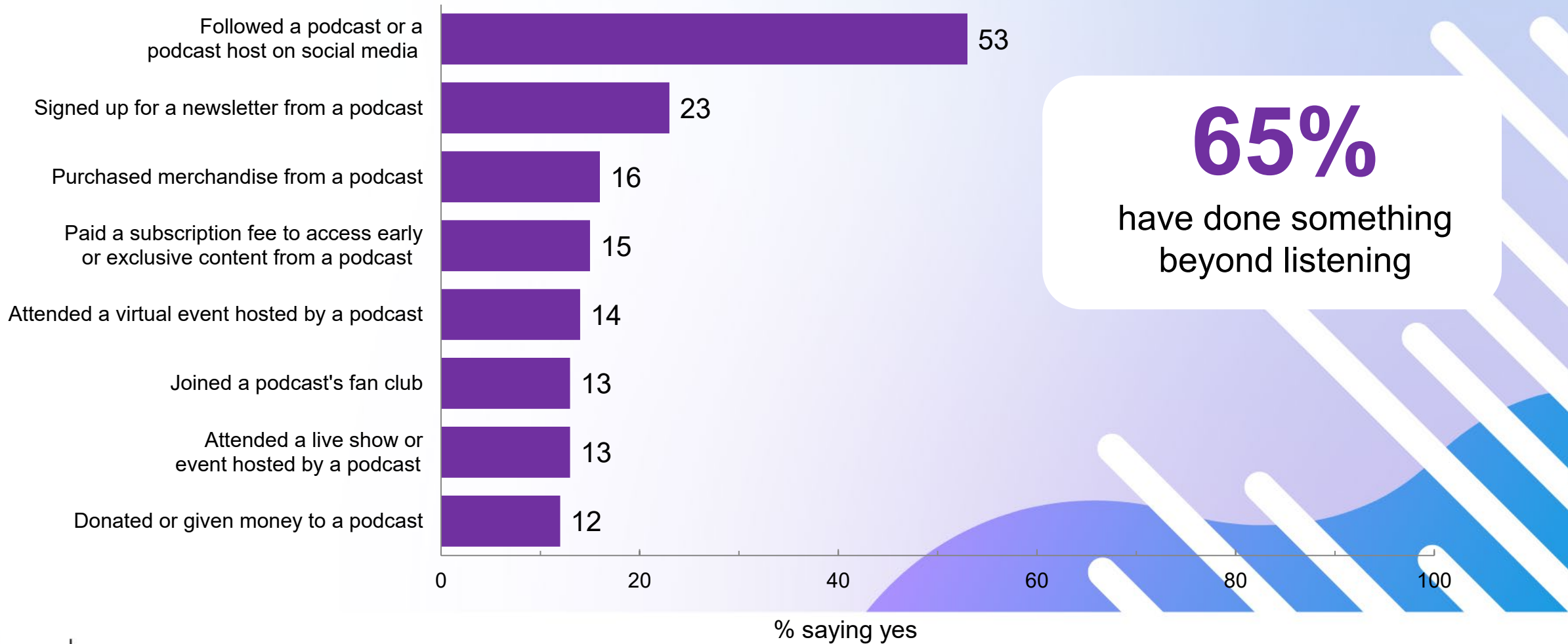
Publications/best of year lists: 132 index
Other audio program hosts: 122 index
AM/FM Radio stations: 117 index

LGBTQ+:

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Hearing from another podcast: 113 index
Ads on other audio programs: 113 index

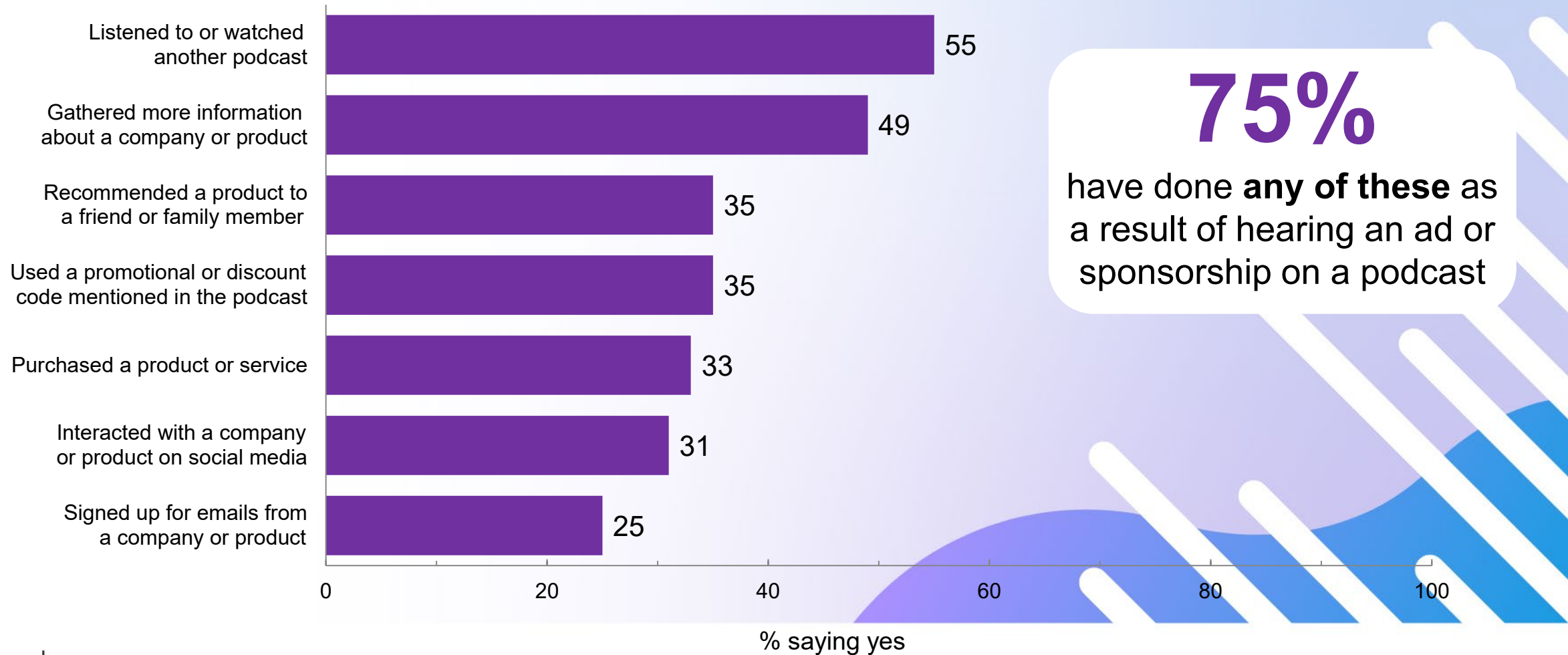
Have you ever...?

Base: U.S. Women Monthly Podcast Consumers 18+



As a result of hearing an advertisement or sponsorship on a podcast, have you ever...?

Base: U.S. Women Monthly Podcast Consumers 18+ who have heard ads/sponsorships on podcasts; 58%





75%

of Women Monthly Podcast Consumers
18+ who have heard ads/sponsorships on
podcasts have **acted as a result of
hearing an advertisement on a podcast**

Knowing that a brand advertises on podcasts hosted or produced by women makes women more likely to...

Consider

Purchase

Recommend

Spend

Among Women Monthly Podcast Consumers 18+ ...

45%

say knowing that a brand advertises on podcasts hosted or produced by women make them more likely to **consider a brand**

33%

say hosted or produced by women make them more likely to **purchase a brand**

33%

say knowing that a brand advertises on podcasts hosted or produced by women make them more likely to **recommend a brand**

22%

say knowing that a brand advertises on podcasts hosted or produced by women make them more likely to **spend more on a brand**

Does knowing a brand advertises on podcasts hosted or produced by women make you feel...?

Base: U.S. Women Monthly Podcast Consumers 18+



Market Leadership & Opportunity

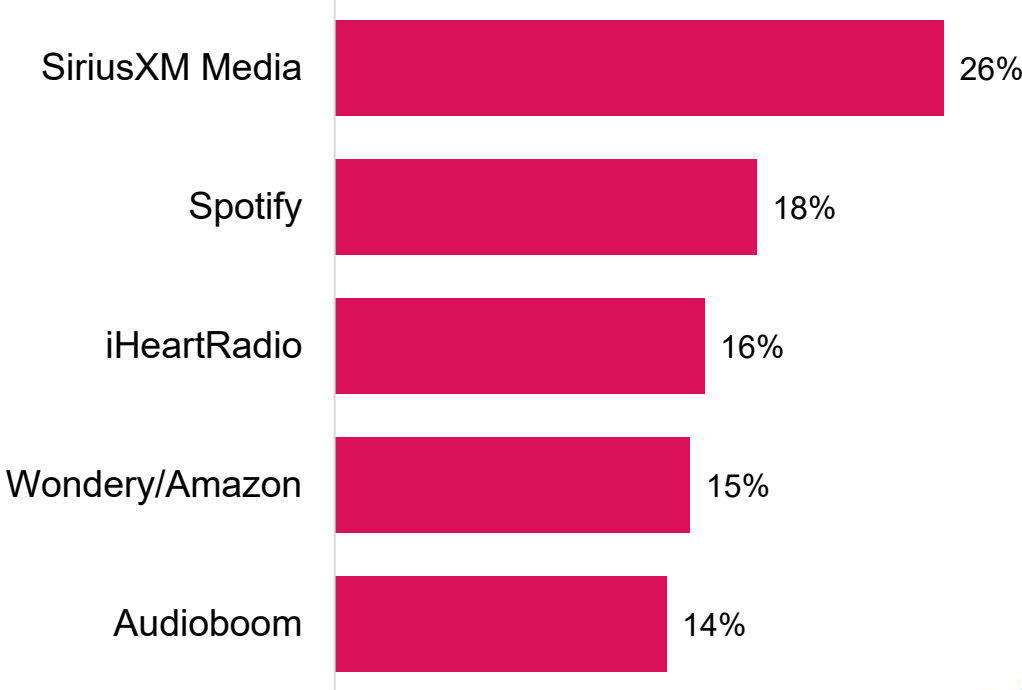
Top Podcast Networks for Reaching Women

44%

SiriusXM Media's reach advantage among Women 18+ podcast consumers vs. the #2 podcast network

Source: Edison Research, Q4 2024 Podcast Metrics

WEEKLY REACH OF FEMALE PODCAST CONSUMERS 18+



Top Podcast Shows for Reaching Women Listeners

48%

of the top 25 shows among Women are **hosted or co-hosted by Women** (vs. 40% of top shows among A18+)

Source: Edison Research, Q4 2024 Podcast Metrics

Women Weekly Reach Rank

Q4 2024

	Podcast	Producer
1	The Joe Rogan Experience	Joe Rogan
2	Crime Junkie	audiochuck
3	Call Her Daddy	Alex Cooper
4	Dateline NBC	NBC News
5	Morbid	Morbid Network Wonderly
6	The Daily	The New York Times
7	MrBallen Podcast: Strange, Dark & Mysterious Stories	Ballen Studios
8	Rotten Mango	Stephanie Soo
9	The Tucker Carlson Show	Tucker Carlson Network
10	This Past Weekend w/ Theo Von	Theo Von
11	New Heights with Jason & Travis Kelce	Wonderly
12	Cancelled with Tana Mongeau & Brooke Schofield	Cancelled & Audioboom Studios
13	Murder, Mystery & Makeup	Audioboom Studios
14	SmartLess	Jason Bateman, Sean Hayes, Will Arnett
15	Pod Save America	Crooked Media
16	Dumb Blonde	Dumb Blonde Productions
17	The Dan Bongino Show	Cumulus Podcast Network Dan Bongino
18	Stuff You Should Know	iHeartPodcasts
19	This American Life	This American Life
20	My Favorite Murder	Exactly Right Media
21	Dark History	Audioboom Studios
22	The Ben Shapiro Show	The Daily Wire
23	The Megyn Kelly Show	SiriusXM
24	Up First	NPR
25	The Ramsey Show	Ramsey Network

Denotes show with Female host/co-host

Key Takeaways

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