

Closing the Listening Gender Gap





WHO IS LISTENING?
WHO IS NOT LISTENING?



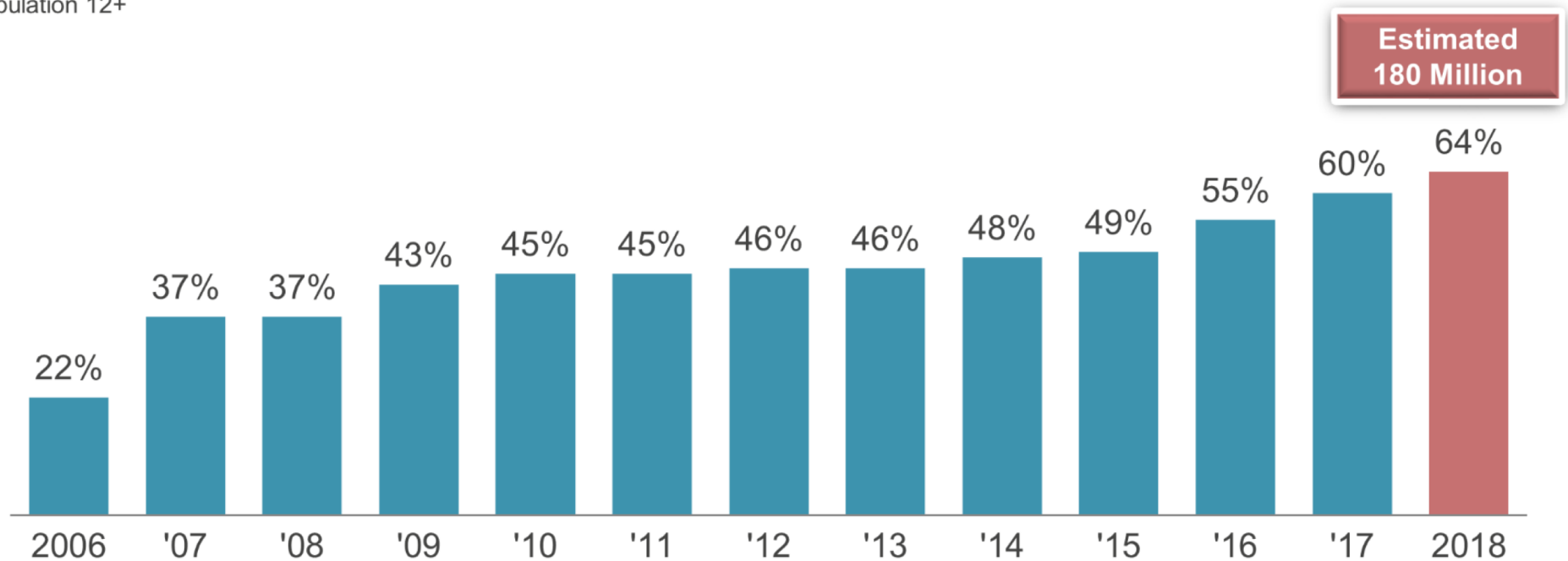
THE PODCAST CONSUMER 2018





Awareness of the Term “Podcasting”

Total Population 12+

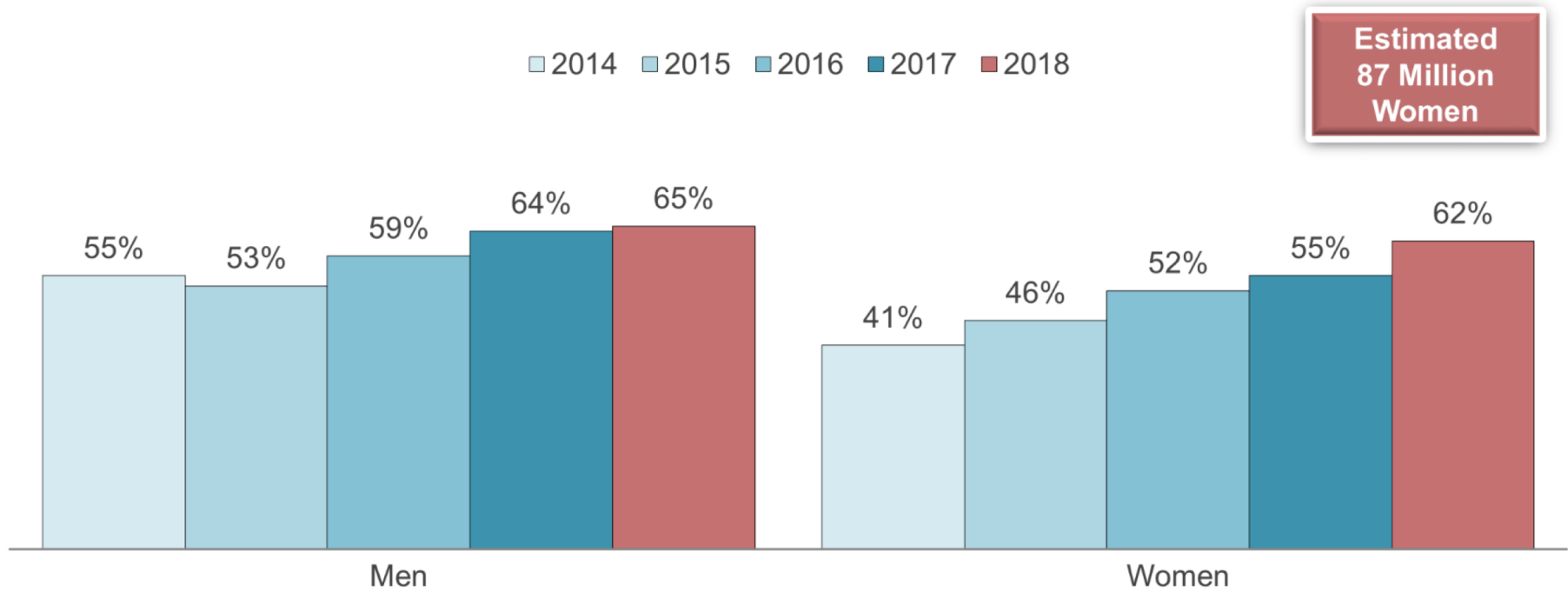


% familiar with the term podcasting

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Awareness of the Term “Podcasting”

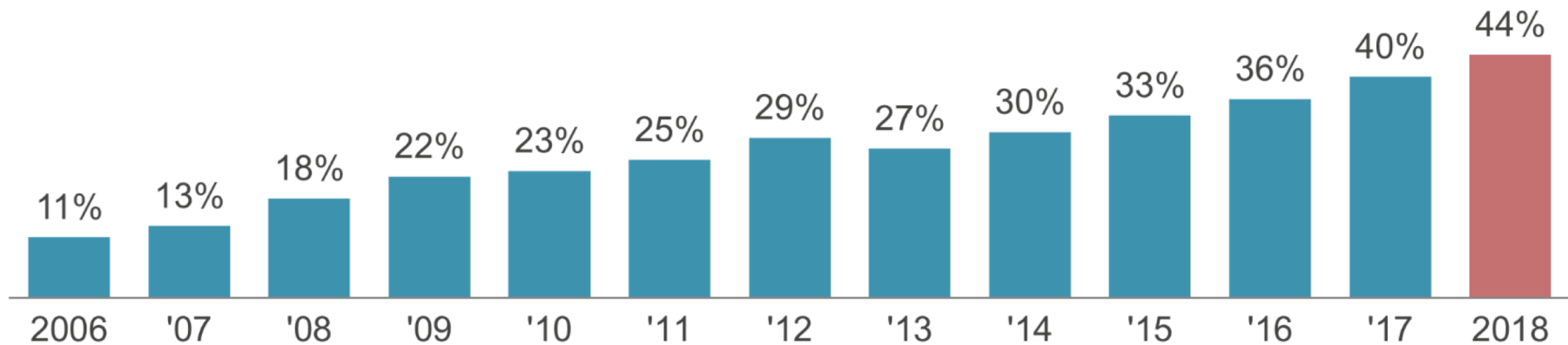




Ever Listened to Podcasts

Total Population 12+

Estimated
124 Million

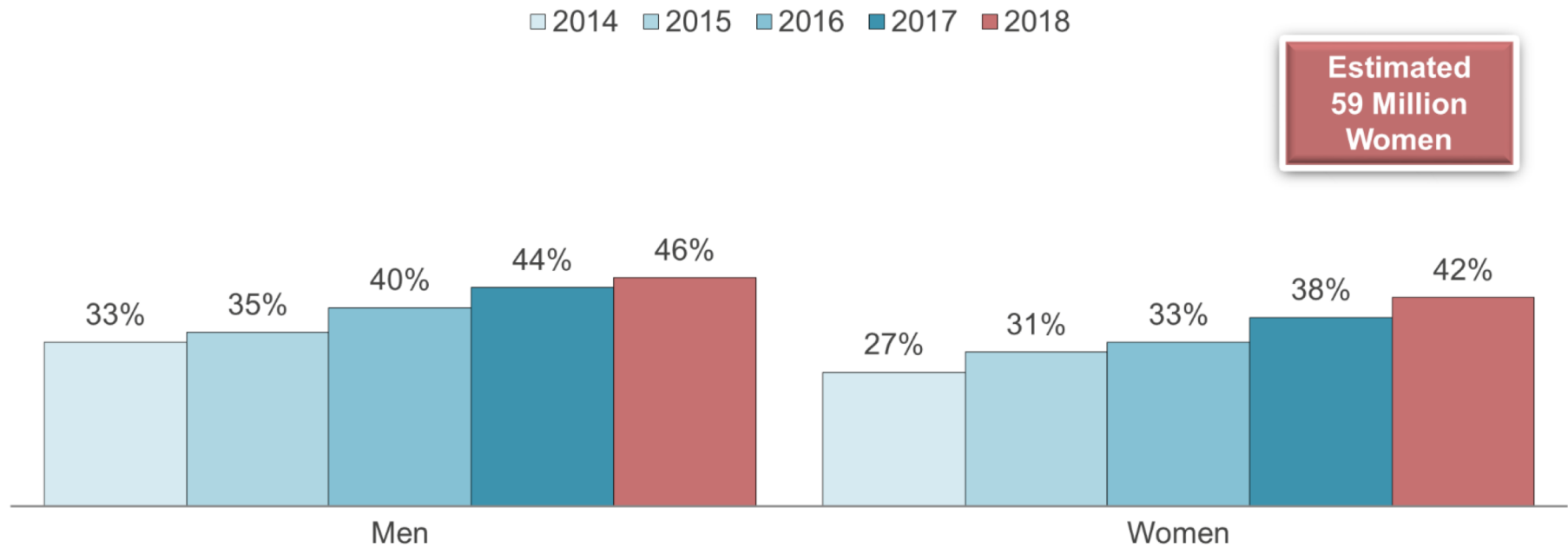


% ever listened to a podcast

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Ever Listened to Podcasts

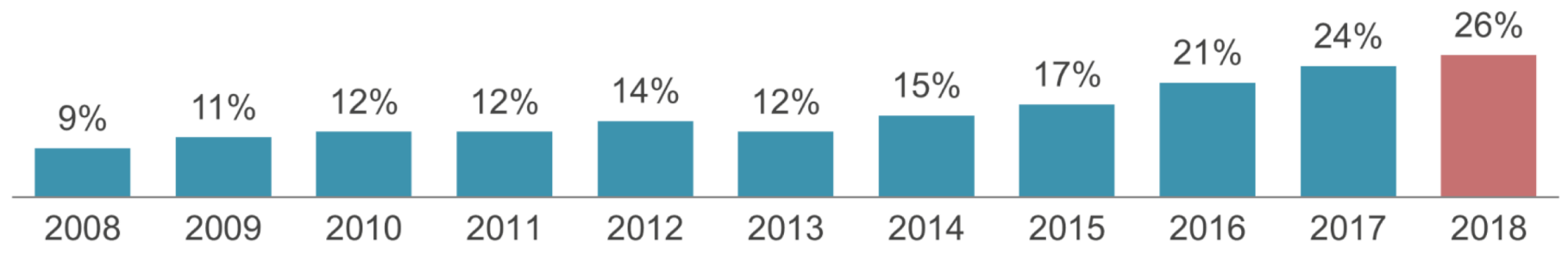




Monthly Podcast Listening

Total Population 12+

Estimated
73 Million



% listening to a podcast in last month

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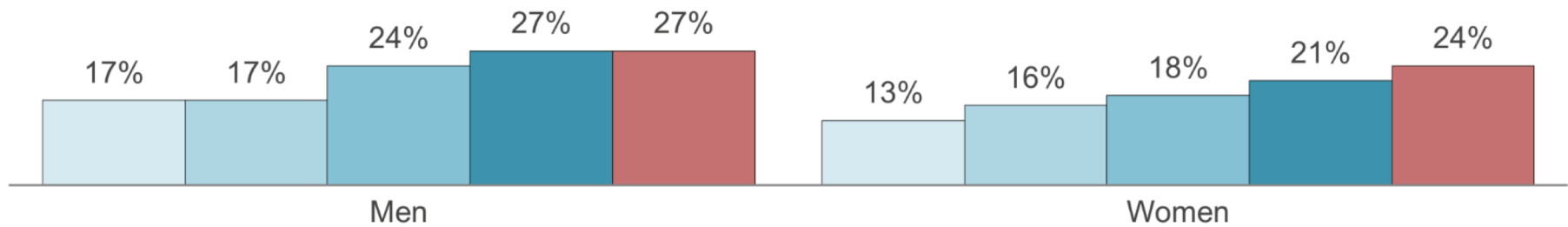




Monthly Podcast Listening

2014 2015 2016 2017 2018

Estimated
34 Million
Women



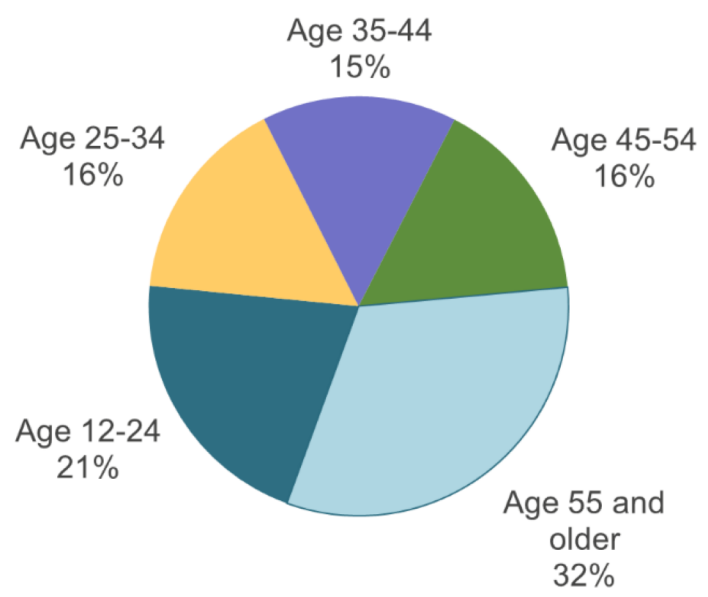
% listening to a podcast in last month

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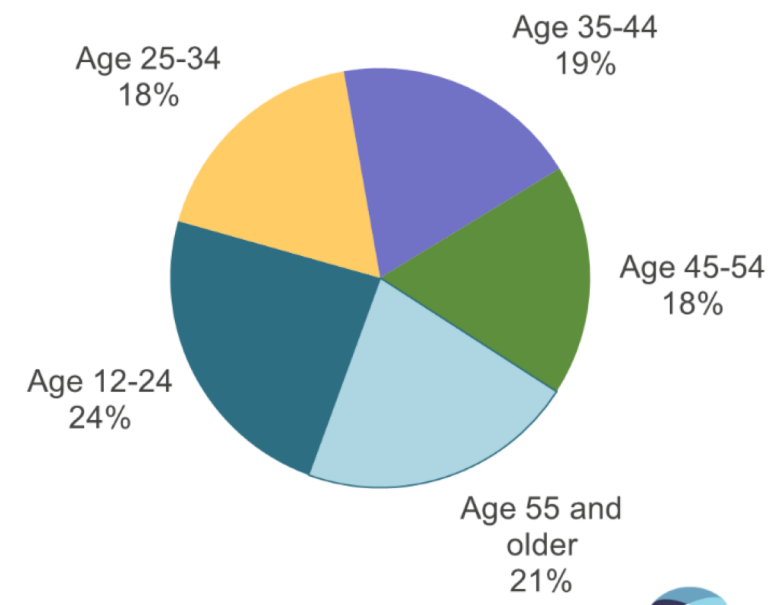


Women Podcast Listeners are Young

U.S. Population 12+

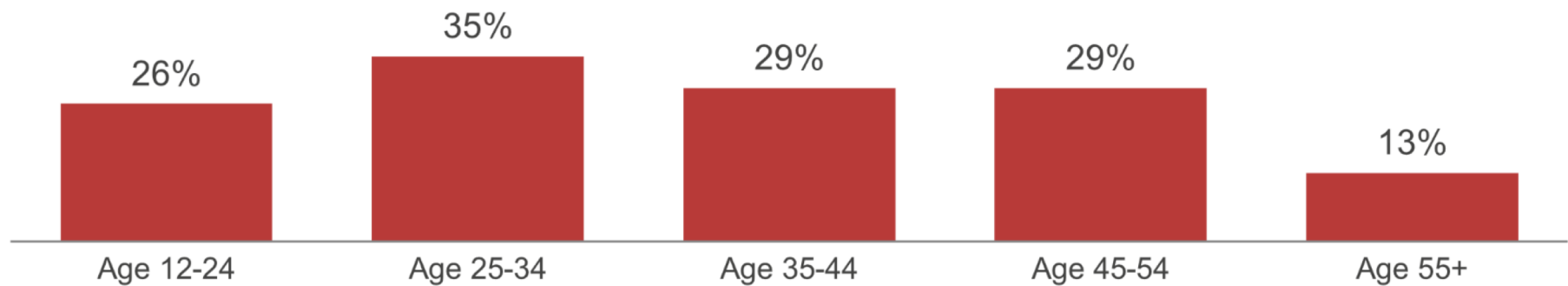


Monthly Podcast Consumers, Women 12+





Monthly Podcast Listening: Women



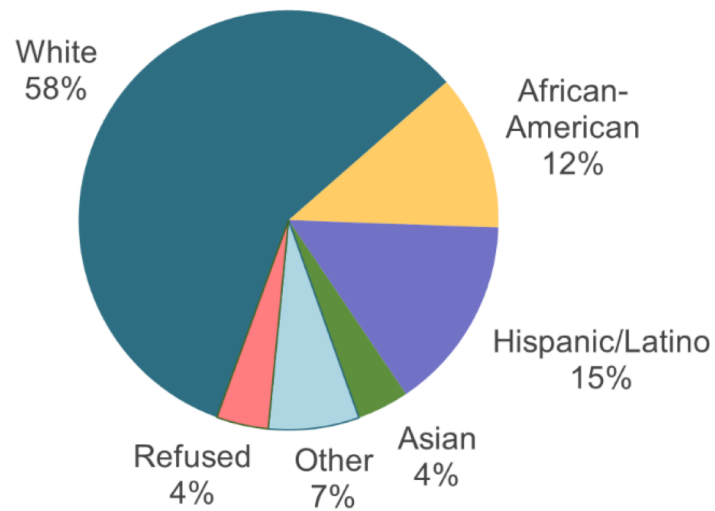
% listening to a podcast in last month

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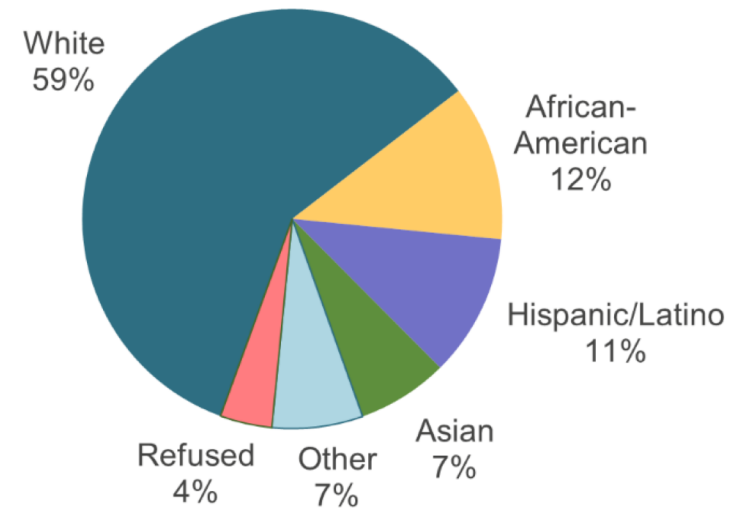


Listener Composition by Race/Ethnicity

U.S. Population 12+

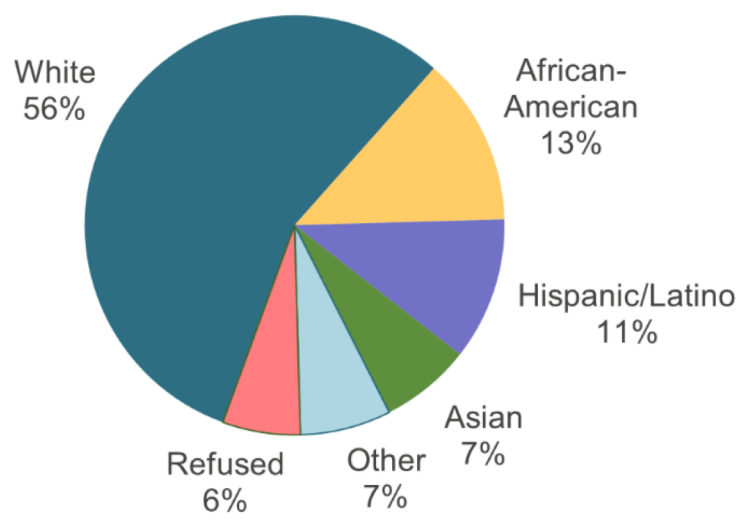


Monthly Podcast Consumers

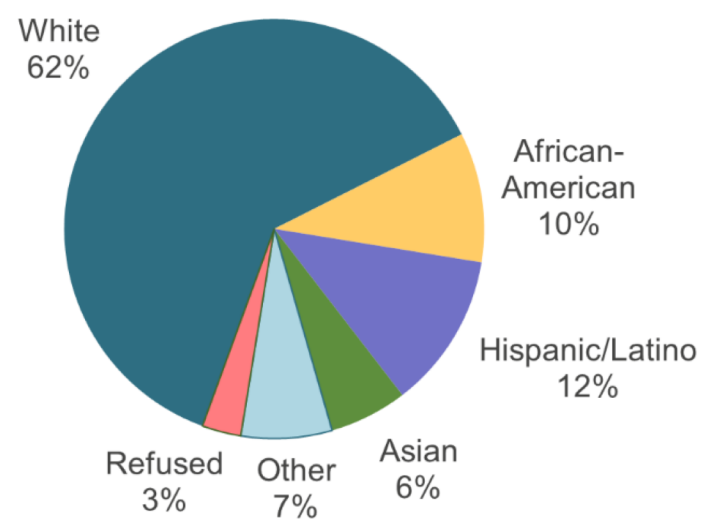


Listener Composition by Race/Ethnicity

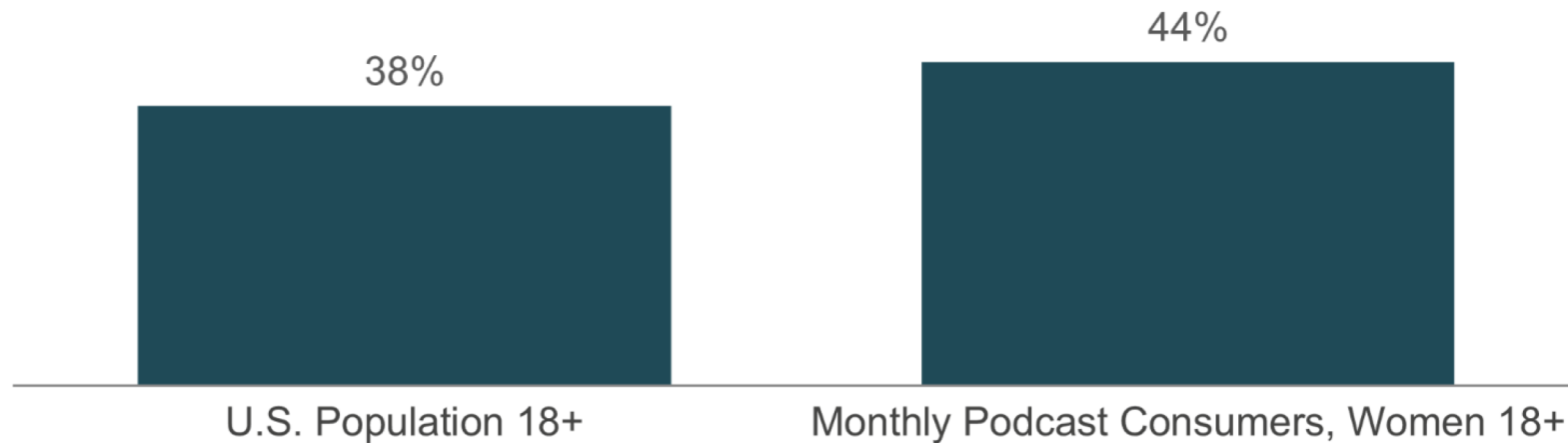
Monthly Podcast Consumers, Men 12+



Monthly Podcast Consumers, Women 12+



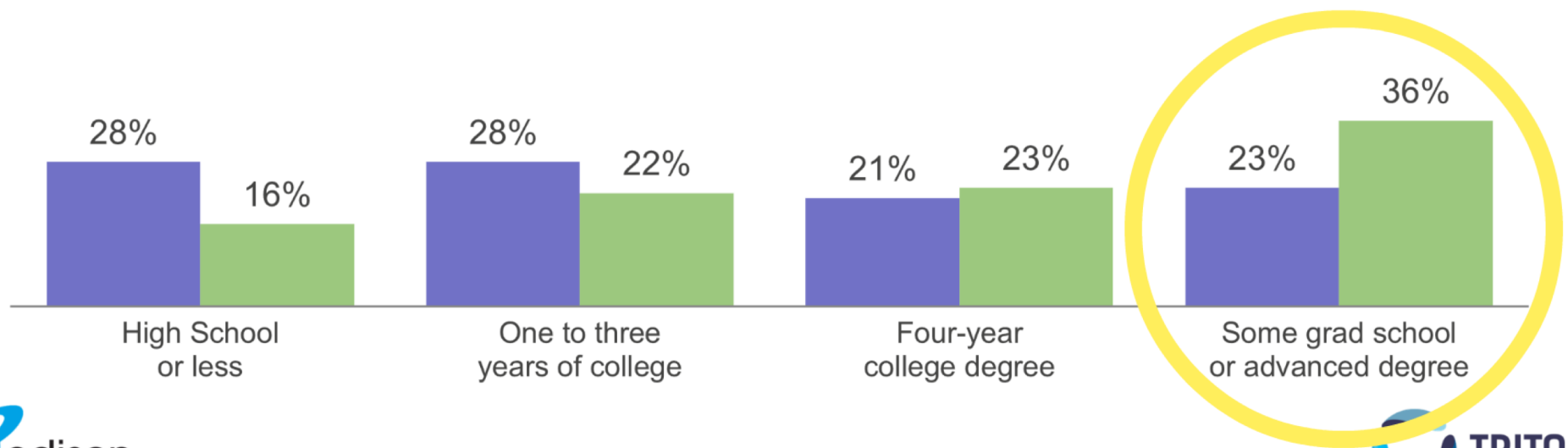
Annual Household Income of \$75K+:



Educational Attainment:

■ U.S. Population 18+

■ Monthly Podcast Consumers, Women 18+

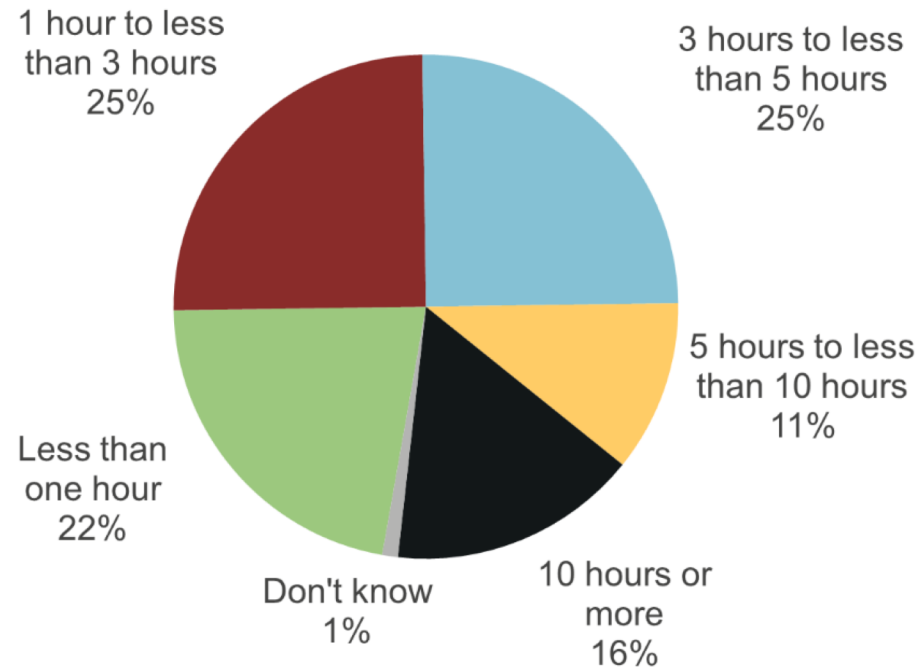




Average Time “Women Weekly Podcast Listeners” Spend Listening to Podcasts

Weekly Podcast Consumers, Women 12+

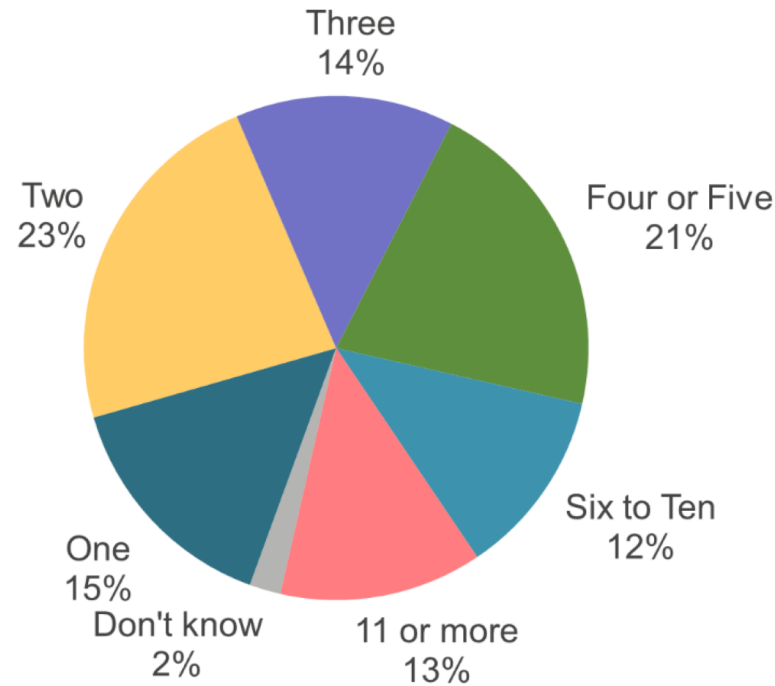
Mean: 5 hours 37 minutes






Number of Podcasts Women Listened to in Last Week

Weekly Podcast Consumers, Women 12+



Average of seven
podcasts listened
per week





WHO IS NOT
LISTENING?



31%

**"Don't really understand
what a podcast is"**

38%

**"Not sure how to listen
to a podcast"**

66%

Say there are so many podcasts they
"don't know where to start"



Base: Women who are familiar with podcasts but do not listen

75%

Think they

**"Don't have a
podcast app"**

on their phone

68%

Say listening to podcasts can
use up a lot of their phone's
phone's **data plan**



Base: Women who are familiar with podcasts but do not listen

61%

Would listen if there were
**topics they were
interested in**

65% Say

**"podcasts just
aren't for me"**



Base: Women are who familiar with podcasts but do not listen

Next Steps

Explain the content, not the tech

Get to know your listeners

Invite your listeners into your club

