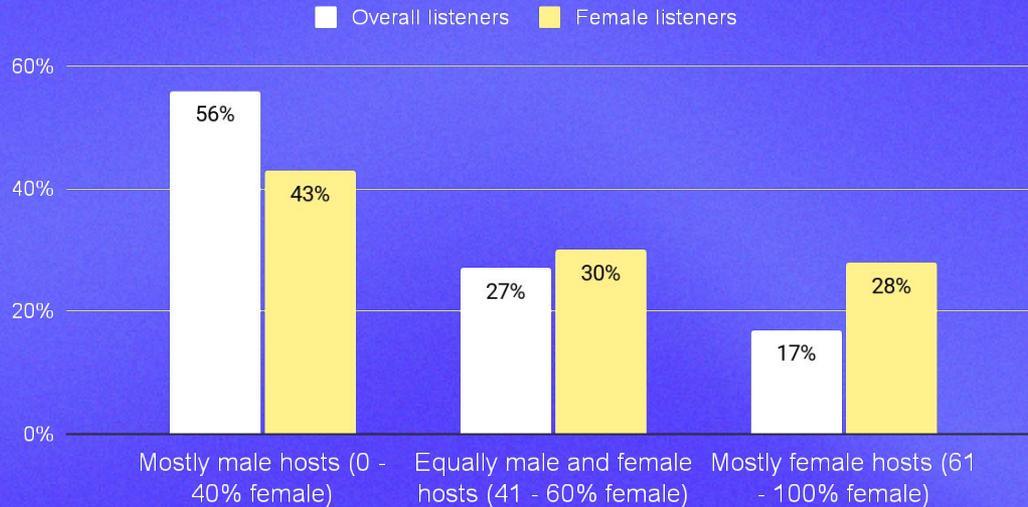


Acast

In Europe, the majority of listeners, including female listeners, are primarily listening to male podcast hosts

When you think about the podcasts you consume most often, what percentage of hosts are female?



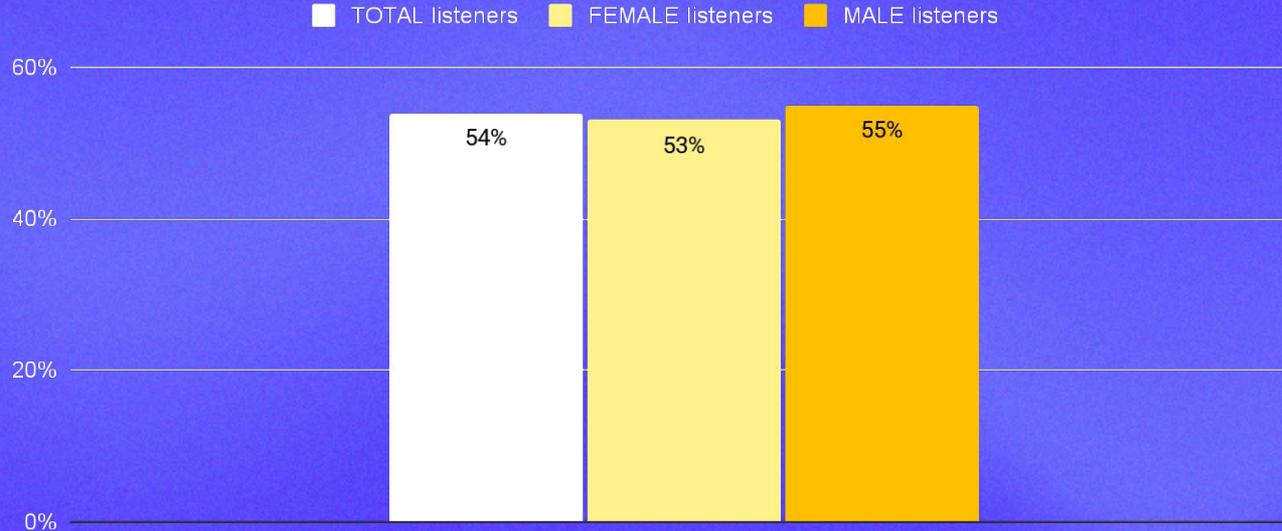
More representation of female hosts at an industry level is needed in order to close the podcast gender gap

40%

Of European podcast listeners say the podcast industry does not do a good job representing women as hosts

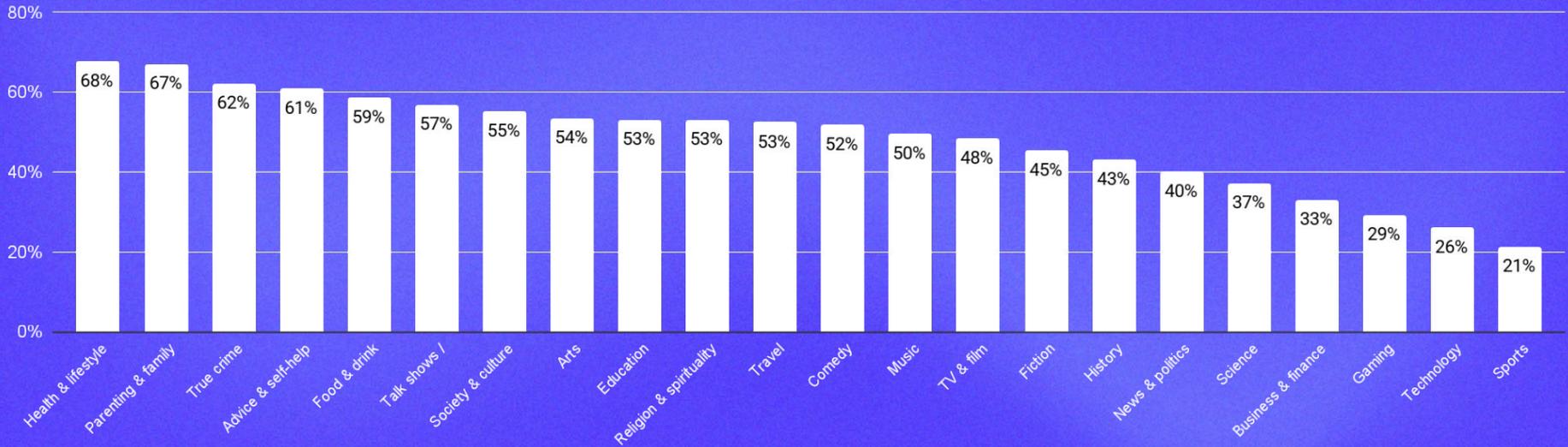
Certain male skewing genres are associated more with male hosts by both male and female podcast listeners in Europe

I associate certain podcast genres (e.g., news, business, sports) more with male hosts...



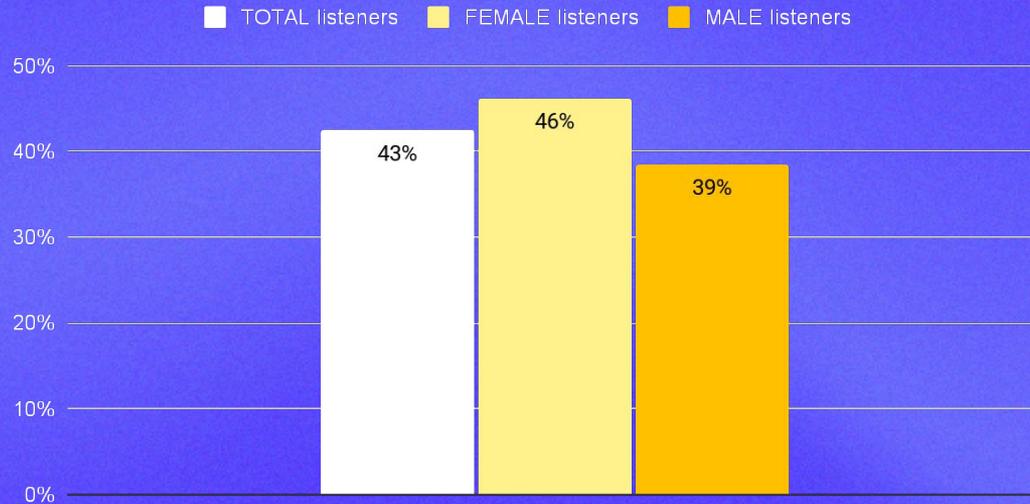
Health and family podcasts skew very female in Europe, while sports and tech podcasts skew very male

Percentage of listeners that are female...



Female listeners are more likely than male listeners to feel personally connected to podcast hosts that share their gender

I am more likely to feel personally connected to a podcast when the host shares my gender...



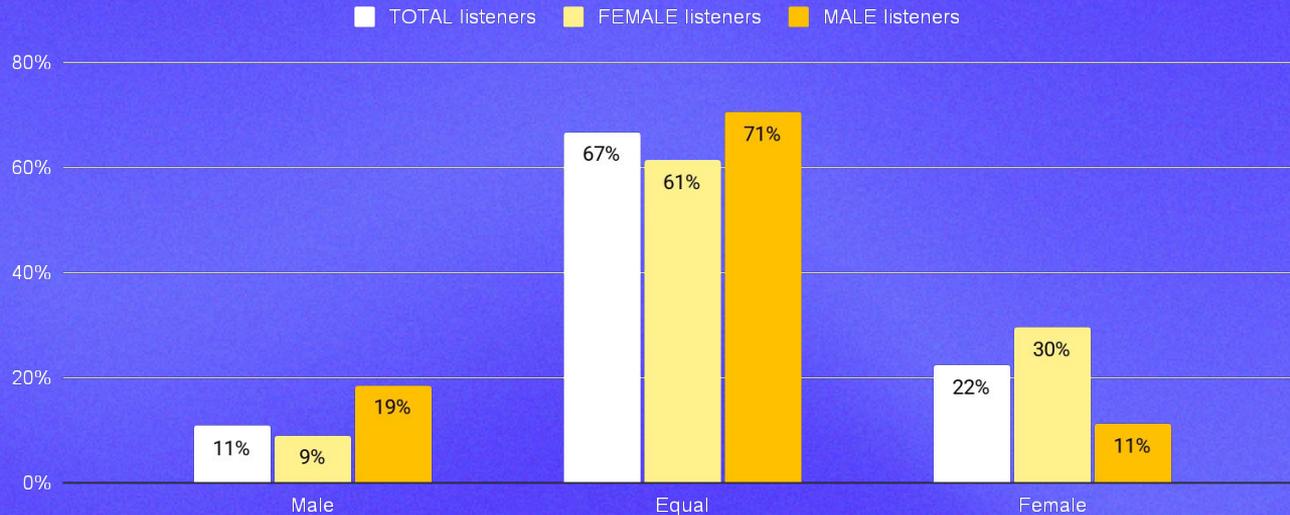
Listeners value the different perspectives that female podcast hosts bring to the medium

63%

Of European podcast listeners say female podcast hosts bring different perspectives that they value

Despite the gap, female podcast hosts are more trusted than male podcast hosts by listeners in Europe

Who do you trust more, male or female podcast hosts?



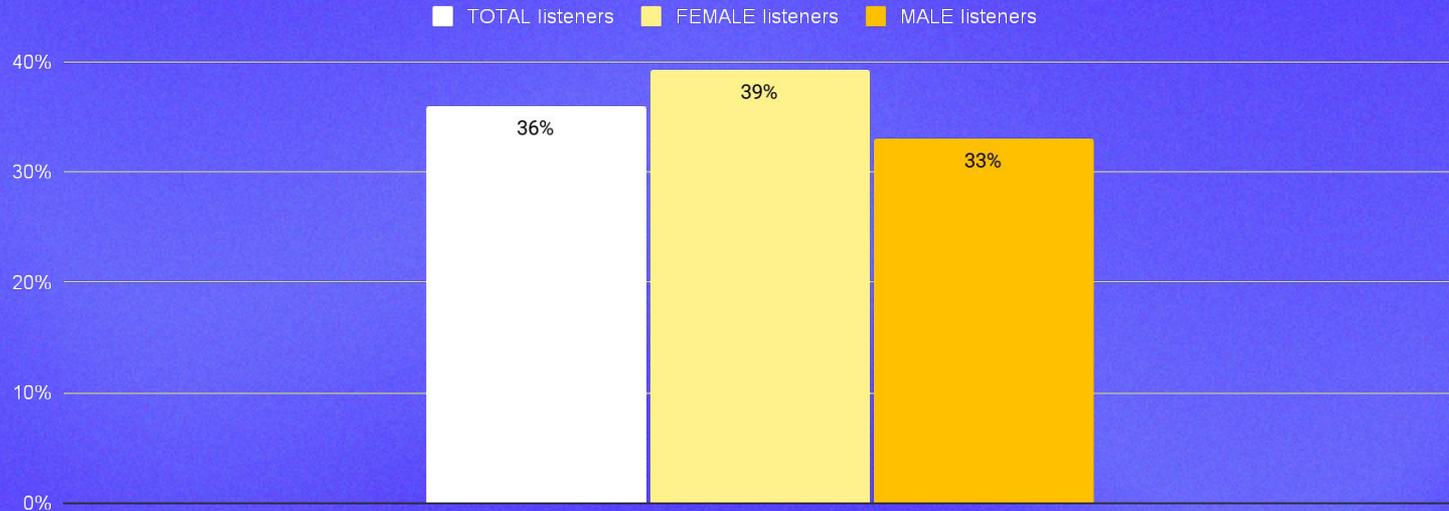
Trust of female hosts translates to more convincing product endorsements on podcasts by female hosts

23%

Of European podcast listeners say female hosts give more convincing product endorsements, up from 10% for male hosts. 67% say equal.

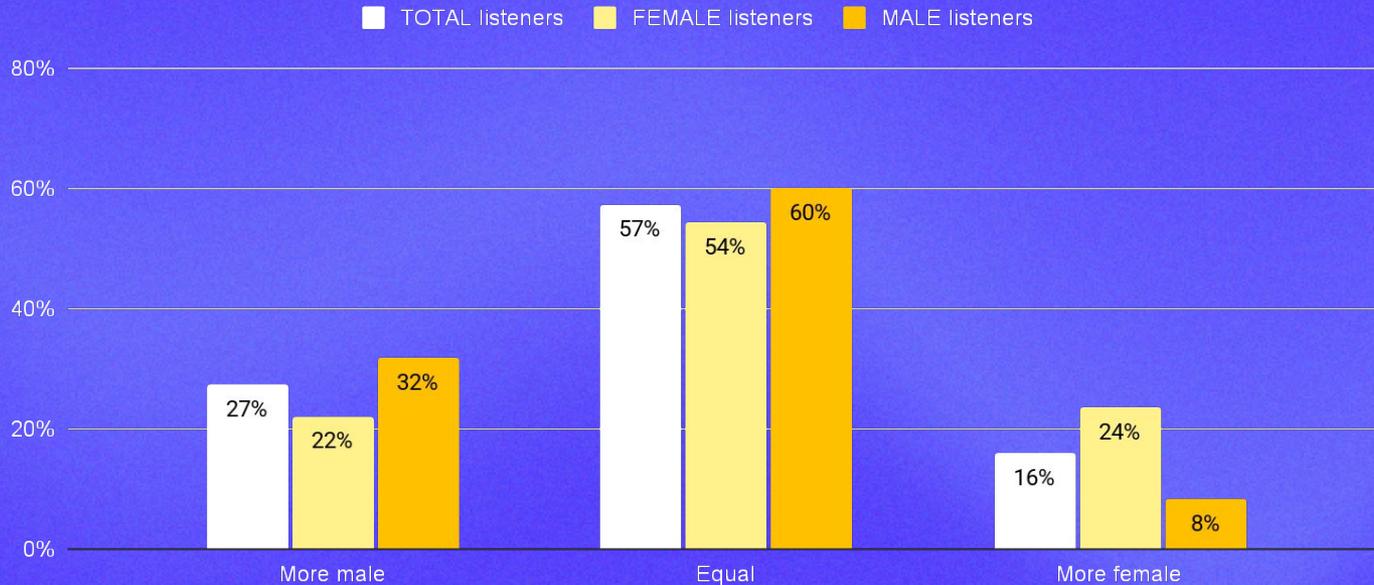
1/3 of male listeners and 2/5 female listeners actively seek out podcasts hosted by women

I actively seek out podcasts hosted by women...



Podcast listening/consumption platforms are recommending more male than female creators, according to podcast listeners in Europe

Have you noticed podcast platforms recommending more male-hosted or female-hosted shows to you?



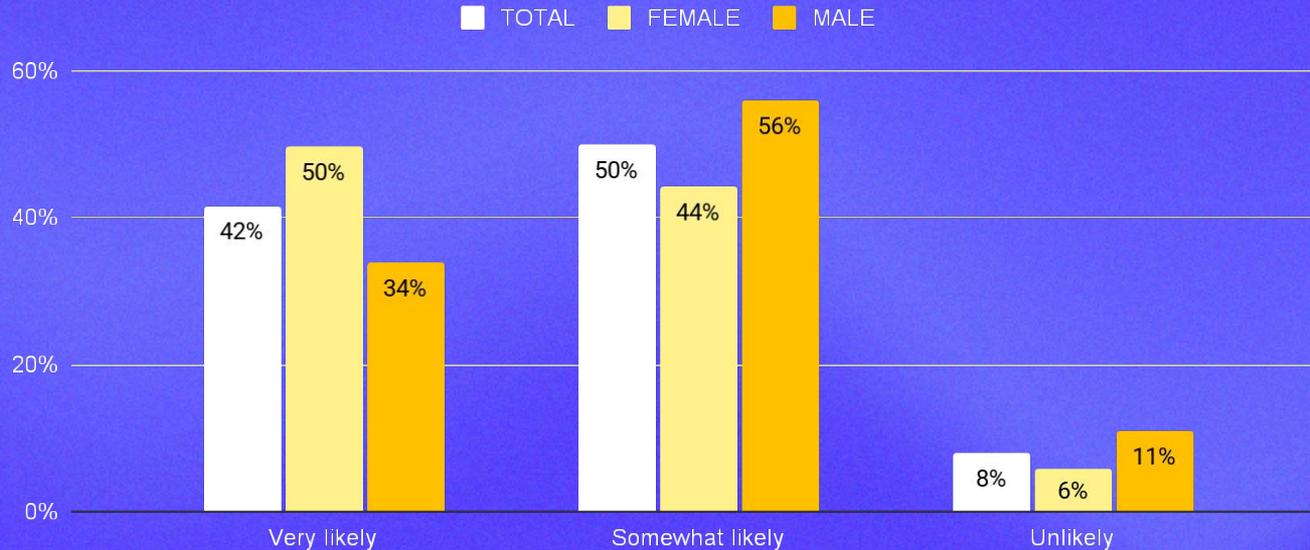
Podcast listening/consumption platforms can highlight female creators to help bridge the gap between male and female creators

33%

Of European podcast listeners say they are not exposed to enough female-hosted podcasts on the platforms they use

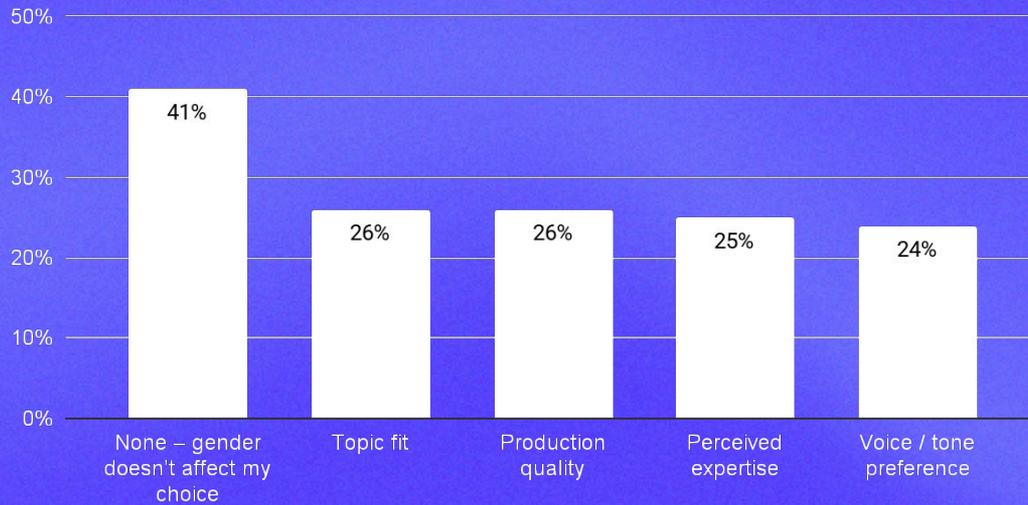
Podcast platforms can highlight female creators to help bridge the gap between male and female creators

If a podcast platform highlighted more female-hosted shows in your favorite genres, how likely would you be to try them?



No clear reason leads the way for why listeners are less likely to consume female-hosted podcasts

Which, if any, of the following might make you less likely to listen to a podcast hosted by a woman?



Podcast listeners think that more female hosts will improve the podcast industry

77%

Of European podcast listeners say increasing the number of women podcast hosts would improve the podcast industry overall