



# Professor Sex *Audience Analytics*

## Social Media

Professor Sex has online engagement across numerous social media platforms with just over 39,000 followers across all platforms as of 8/26/2020.

- [Twitter.com/SexPositiveEd](https://twitter.com/SexPositiveEd) – 1900+ followers
- [Facebook.com/SexPositiveEd](https://facebook.com/SexPositiveEd) – 14,000+ followers
  - Facebook Sex Ed w/Professor Sex discussion group – 2,000+ members
- [Instagram.com/SexEducator](https://instagram.com/SexEducator) – 20,000+ followers

## ProfessorSex.com

The ProfessorSex.com website gets 1,500 - 2,000 unique visitors every month, with visitors from all around the world. Currently the Podcast page of our website gets the most visits per month, with the Blog getting the second highest number of visits. The vast majority of our web traffic comes from social media promotions. We have a current CRM mailing list of 226 contacts, but with our focus on engaging over social media, this has been largely unpromoted.

## Live Events

Professor Sex also has live (in-person) engagement in various formats including lectures, workshops, and one-on-one client coaching. Event attendance ranges from 10 - 200 people, and we participate in 3 - 8 live events (not including coaching sessions) per month\*.

\*The number of monthly live events have understandably gone down to practically zero since the beginning of the COVID-19 pandemic, but have very effectively been replaced by virtual events.

## Podcasts

From December 2019 to May 2020 Professor Sex hosted “Sex From A to Z” with co-host Rob Zeglin. Over the course of 9 full episodes and 4 mini episodes we got over 6500 audio downloads and over 6000 views on YouTube.

**Starting September 2020 Professor Sex will be launching a new podcast called “Sex Ed Speakeasy”. This will be a short form, scripted, educational podcast that seeks to examine and breakdown the stigma around sexual health, pleasure, and identity. For more about “Sex Ed Speakeasy,” visit [ProfessorSex.com/Podcast](https://ProfessorSex.com/Podcast).**

The “Sex From A to Z” audio feed is still being distributed over all major players such as iTunes, Spotify, iHeartRadio, Overcast, Stitcher, etc. We have 9 full episodes published, not including 3 mini-episode and our introduction.

- Each audio episode has gotten between 450-750 downloads each
- Our listenership spans 95 countries and we are most popular in the US, Australia, UK, Canada, Dominican Republic, and India.
- On both Apple Podcasts and Spotify over 80% of our listeners have subscribed to the podcast.



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- On Apple Podcasts we see that listeners that start the episode listen through over 50% of the episode (average episode length for the 9 full episodes is 1hr 22m).
- Spotify statistics show 73% of our listeners identify as female and 40% are in the 23-27 age group.

### YouTube

We also filmed the recording of “Sex From A to Z” which was produced separately and released on YouTube on the YouTube.com/ProfessorSex channel (764 subscribers). In addition to the podcast, we also host other content including educational videos and sex toy unboxing/reviews.

### Patreon

We recently launched our Patreon campaign. Patreon contributors will be able to access bonus content including extended podcast interviews, educational and entertaining videos, sex toy reviews, and more. We do not yet have analytic data for this platform. We will update this information monthly.