

# YouGov RealTime Podcasts

US\_nat Sample: 8th - 10th June 2020



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

KYP\_Q1. How often, if at all, do you typically listen to podcasts?

Unweighted base	2645	1206	1439	738	804	1103	439	540	1066	600	1746	317	383	199	981
<b>Base: All US Adults</b>	2645	1288	1357	796	806	1042	471	566	995	623	1713	317	414	202	1066
A few times a day	6%	7%	6%	10%	8%	3%	6%	6%	6%	8%	6%	5%	6%	8%	4%
Once a day	6%	7%	5%	9%	5%	3%	7%	4%	4%	9%	5%	4%	7%	8%	5%
A few times a week	10%	11%	9%	15%	10%	6%	14%	8%	9%	9%	10%	10%	9%	13%	7%
Once a week	5%	7%	4%	10%	5%	3%	4%	3%	6%	7%	3%	7%	12%	6%	5%
A few times a month	7%	7%	7%	9%	5%	7%	6%	7%	8%	6%	7%	7%	6%	9%	5%
Once a month	3%	3%	3%	4%	4%	3%	2%	3%	3%	5%	4%	3%	2%	4%	3%
Less often than once a month	13%	12%	14%	14%	12%	13%	14%	15%	12%	11%	13%	12%	10%	15%	10%
Not applicable - I don't listen to podcasts	50%	47%	53%	31%	50%	64%	47%	54%	51%	46%	52%	52%	47%	36%	62%
Net: Once a day or more	12%	14%	10%	19%	13%	6%	13%	9%	10%	17%	12%	9%	13%	16%	9%
Net: Once a week or more	27%	31%	23%	43%	28%	14%	31%	21%	25%	32%	24%	26%	35%	35%	21%
Net: Once a month or more	37%	42%	33%	55%	38%	23%	39%	30%	37%	43%	35%	36%	43%	49%	28%

KYP\_Q2. Have you ever paid or donated money to access/listen to a podcast?

Unweighted base	1315	641	674	506	407	402	229	246	516	324	837	147	207	124	360
<b>Base: All US adult podcast users</b>	1327	686	640	549	401	376	249	254	487	337	828	152	217	129	407
Yes, I have	17%	21%	12%	20%	20%	8%	18%	10%	18%	18%	15%	22%	18%	17%	16%
No, I have not	78%	73%	83%	73%	73%	88%	76%	87%	76%	74%	82%	66%	70%	75%	73%
Don't know/can't recall	6%	6%	5%	7%	7%	3%	6%	3%	5%	8%	3%	11%	12%	8%	11%

KYP\_Q3a. And which of the following have you ever paid or donated money to in order to access/listen to a podcast? Please select all that apply.

Unweighted base	212	131	81	99	80	33	38	24	89	61	127	31	34	20	54
<b>Base: All US adult podcast users who have paid/donated to access/listen to a podcast</b>	221	144	77	108	81	32	44	26	89	62	127	34	39	22	67
Publisher (e.g., Slate, The Athletic, etc.)	22%	22%	22%	25%	25%	4%	21%	12%	30%	16%	20%	24%	38%	4%	27%
Podcast network/platform (e.g., Wondery, Luminary, Stitcher, Anchor, etc.)	35%	34%	36%	40%	36%	15%	42%	27%	39%	27%	29%	47%	40%	37%	30%
Directly to the podcaster/show (e.g., Patreon, through a show's website etc.)	59%	63%	54%	50%	65%	78%	67%	64%	51%	64%	69%	41%	46%	55%	60%
Other	3%	4%	1%	-	3%	12%	-	13%	-	5%	4%	3%	-	-	7%
Don't know	2%	2%	3%	3%	1%	-	3%	-	3%	-	1%	-	6%	4%	1%

KYP\_Q4. How likely, if at all, would you be to pay or donate money to access/listen to a podcast in the next 12 months (i.e. until early June 2021)?

Unweighted base	1034	476	558	377	301	356	177	215	402	240	688	100	151	95	271
<b>Base: All US adult podcast users who have never paid/donated to listen/access a podcast</b>	1030	500	530	403	294	333	190	220	371	248	679	101	153	96	297
Very likely	2%	3%	2%	3%	3%	1%	2%	0%	3%	2%	2%	3%	3%	1%	3%
Somewhat likely	17%	19%	16%	23%	17%	10%	23%	15%	16%	18%	14%	21%	23%	26%	18%
Not very likely	41%	41%	42%	40%	42%	44%	39%	46%	38%	45%	41%	36%	44%	44%	38%
Not at all likely	39%	37%	41%	34%	38%	45%	36%	38%	43%	35%	42%	40%	30%	28%	41%
Net: Top 2	20%	22%	18%	26%	20%	11%	25%	16%	19%	20%	24%	26%	24%	21%	21%
Net: Bottom 2	80%	78%	82%	74%	80%	89%	75%	84%	81%	80%	84%	76%	74%	73%	79%

KYP\_Q5. Which ONE of the following statements comes closest to your personal view about podcasts?

Unweighted base	1315	641	674	506	407	402	229	246	516	324	837	147	207	124	360
<b>Base: All US adult podcast users</b>	1327	686	640	549	401	376	249	254	487	337	828	152	217	129	407
All podcasts should be available for free and ad-supported	30%	31%	29%	34%	28%	26%	36%	31%	29%	27%	28%	31%	38%	34%	37%
All podcasts should cost money and be ad-free	7%	8%	6%	10%	9%	2%	11%	4%	8%	6%	6%	9%	12%	8%	10%
It's okay for there to be a mix of free ad-supported and paid ad-free podcasts	62%	60%	65%	56%	63%	72%	53%	65%	63%	66%	66%	60%	50%	58%	53%

# YouGov RealTime Podcasts

US\_nat Sample: 8th - 10th June 2020



Total	Education			Marital Status										
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say

KYP\_Q1. How often, if at all, do you typically listen to podcasts?

Unweighted base	2645	870	499	295	1233	50	157	97	1537	664	245	106	40	10	43
<b>Base: All US Adults</b>	2645	819	481	279	1197	55	160	97	1509	704	234	103	40	10	46
A few times a day	6%	6%	10%	11%	6%	4%	12%	6%	7%	7%	5%	2%	3%	-	6%
Once a day	6%	4%	7%	9%	6%	17%	4%	3%	6%	5%	4%	2%	8%	19%	6%
A few times a week	10%	10%	14%	14%	9%	13%	10%	19%	10%	11%	6%	7%	15%	-	12%
Once a week	5%	7%	4%	4%	6%	17%	4%	7%	6%	6%	2%	-	9%	-	3%
A few times a month	7%	8%	8%	9%	6%	4%	8%	10%	7%	8%	6%	7%	2%	10%	11%
Once a month	3%	3%	5%	4%	3%	2%	4%	4%	3%	4%	4%	2%	3%	-	2%
Less often than once a month	13%	14%	16%	15%	12%	14%	14%	14%	12%	14%	14%	9%	11%	44%	6%
Not applicable - I don't listen to podcasts	50%	48%	36%	32%	52%	29%	44%	36%	49%	45%	58%	71%	49%	27%	54%
Net: Once a day or more	12%	10%	17%	20%	12%	21%	16%	9%	13%	12%	9%	4%	11%	19%	12%
Net: Once a week or more	27%	26%	35%	39%	27%	51%	30%	35%	29%	29%	18%	11%	11%	19%	27%
Net: Once a month or more	37%	38%	48%	52%	37%	57%	42%	50%	39%	40%	27%	20%	40%	29%	40%

KYP\_Q2. Have you ever paid or donated money to access/listen to a podcast?

Unweighted base	1315	442	316	197	591	33	88	62	774	364	101	29	21	7	19
<b>Base: All US adult podcast users</b>	1327	425	306	189	577	39	90	62	767	384	97	30	20	7	21
Yes, I have	17%	14%	17%	23%	18%	34%	17%	11%	18%	17%	9%	4%	26%	-	14%
No, I have not	78%	81%	81%	75%	77%	56%	76%	83%	76%	78%	88%	93%	65%	66%	73%
Don't know/can't recall	6%	5%	3%	2%	5%	10%	6%	7%	6%	6%	3%	3%	9%	34%	13%

KYP\_Q3a. And which of the following have you ever paid or donated money to in order to access/listen to a podcast? Please select all that apply.

Unweighted base	212	60	53	45	103	11	16	7	137	57	9	1	5	-	3
<b>Base: All US adult podcast users who have paid/donated to access/listen to a podcast</b>	221	60	51	43	104	13	16	7	139	64	9	1	5	-	3
Publisher (e.g., Slate, The Athletic, etc.)	22%	22%	15%	24%	26%	48%	-	-	24%	19%	13%	-	38%	-	-
Podcast network/platform (e.g., Wondery, Luminary, Stitcher, Anchor, etc.)	35%	36%	32%	42%	34%	27%	42%	28%	34%	36%	22%	-	62%	-	40%
Directly to the podcaster/show (e.g., Patreon, through a show's website etc.)	59%	54%	67%	56%	62%	58%	63%	72%	62%	56%	63%	100%	-	-	72%
Other	3%	2%	-	2%	3%	9%	-	-	3%	2%	13%	-	-	-	-
Don't know	2%	4%	2%	-	1%	-	-	-	1%	3%	-	-	-	-	28%

KYP\_Q4. How likely, if at all, would you be to pay or donate money to access/listen to a podcast in the next 12 months (i.e. until early June 2021)?

Unweighted base	1034	361	254	148	459	19	67	51	596	289	89	27	14	5	14
<b>Base: All US adult podcast users who have never paid/donated to listen/access a podcast</b>	1030	344	247	142	443	22	69	51	585	298	86	28	13	5	15
Very likely	2%	2%	2%	2%	3%	-	-	4%	3%	2%	2%	-	10%	-	-
Somewhat likely	17%	17%	18%	16%	17%	40%	24%	13%	19%	16%	11%	28%	7%	-	26%
Not very likely	41%	44%	42%	41%	42%	20%	34%	49%	41%	42%	48%	34%	33%	80%	36%
Not at all likely	39%	37%	38%	41%	38%	40%	42%	34%	38%	40%	39%	38%	51%	20%	38%
Net: Top 2	20%	19%	20%	18%	20%	40%	24%	17%	21%	18%	13%	28%	17%	-	26%
Net: Bottom 2	80%	81%	80%	82%	80%	60%	76%	83%	79%	82%	87%	72%	83%	100%	74%

KYP\_Q5. Which ONE of the following statements comes closest to your personal view about podcasts?

Unweighted base	1315	442	316	197	591	33	88	62	774	364	101	29	21	7	19
<b>Base: All US adult podcast users</b>	1327	425	306	189	577	39	90	62	767	384	97	30	20	7	21
All podcasts should be available for free and ad-supported	30%	27%	26%	28%	31%	48%	29%	25%	31%	30%	31%	20%	20%	14%	44%
All podcasts should cost money and be ad-free	7%	6%	7%	5%	8%	9%	4%	3%	7%	8%	2%	14%	26%	22%	-
It's okay for there to be a mix of free ad-supported and paid ad-free podcasts	62%	66%	67%	67%	62%	44%	67%	72%	62%	62%	66%	66%	54%	64%	56%

# YouGov RealTime Podcasts

US\_nat Sample: 8th - 10th June 2020



Total	Parent or guardian of any children					Income				Facebook	Twitter	LinkedIn	Google+	MySpace
	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say					

KYP\_Q1. How often, if at all, do you typically listen to podcasts?

Unweighted base	2645	601	933	1419	1132	94	886	727	653	379	2086	1056	747	337	184
<b>Base: All US Adults</b>	2645	600	897	1380	1164	101	906	723	642	374	2080	1060	731	333	190
A few times a day	6%	10%	3%	6%	6%	8%	5%	5%	10%	5%	7%	10%	9%	8%	11%
Once a day	6%	7%	4%	6%	5%	7%	4%	7%	7%	3%	6%	7%	7%	4%	8%
A few times a week	10%	14%	7%	10%	10%	7%	10%	11%	11%	5%	11%	14%	14%	10%	12%
Once a week	5%	7%	4%	5%	5%	9%	5%	6%	6%	5%	5%	7%	6%	4%	12%
A few times a month	7%	7%	6%	6%	8%	8%	6%	6%	9%	6%	7%	9%	10%	6%	9%
Once a month	3%	2%	3%	2%	5%	2%	3%	3%	4%	4%	3%	3%	5%	4%	4%
Less often than once a month	13%	12%	12%	13%	14%	5%	11%	13%	15%	13%	13%	15%	16%	14%	9%
Not applicable - I don't listen to podcasts	50%	40%	60%	52%	46%	55%	55%	48%	38%	60%	48%	35%	34%	49%	35%
Net: Once a day or more	12%	17%	8%	12%	12%	14%	10%	12%	17%	7%	13%	16%	16%	12%	19%
Net: Once a week or more	27%	38%	19%	27%	27%	31%	25%	29%	34%	17%	28%	37%	36%	26%	43%
Net: Once a month or more	37%	47%	28%	35%	40%	41%	34%	39%	47%	27%	39%	49%	51%	37%	56%

KYP\_Q2. Have you ever paid or donated money to access/listen to a podcast?

Unweighted base	1315	357	367	670	602	43	398	369	399	149	1070	676	488	170	116
<b>Base: All US adult podcast users</b>	1327	358	356	658	623	46	409	374	396	148	1075	685	485	170	124
Yes, I have	17%	27%	13%	21%	13%	16%	16%	16%	21%	8%	16%	21%	17%	21%	25%
No, I have not	78%	68%	82%	75%	82%	57%	78%	78%	75%	81%	78%	75%	80%	72%	72%
Don't know/can't recall	6%	4%	5%	5%	5%	27%	6%	5%	4%	10%	6%	5%	3%	7%	3%

KYP\_Q3a. And which of the following have you ever paid or donated money to in order to access/listen to a podcast? Please select all that apply.

Unweighted base	212	95	44	130	74	8	62	55	83	12	169	133	80	34	28
<b>Base: All US adult podcast users who have paid/donated to access/listen to a podcast</b>	221	98	48	136	78	7	65	61	82	12	176	141	81	36	31
Publisher (e.g., Slate, The Athletic, etc.)	22%	26%	27%	28%	12%	33%	20%	29%	20%	11%	22%	26%	18%	27%	38%
Podcast network/platform (e.g., Wondery, Luminary, Stitcher, Anchor, etc.)	35%	49%	31%	42%	23%	20%	26%	39%	38%	35%	35%	33%	34%	39%	37%
Directly to the podcaster/show (e.g., Patreon, through a show's website etc.)	59%	50%	63%	53%	71%	54%	57%	50%	70%	47%	63%	61%	70%	62%	50%
Other	3%	-	6%	2%	3%	16%	7%	2%	-	8%	3%	2%	1%	3%	-
Don't know	2%	-	3%	1%	3%	12%	2%	5%	-	-	1%	1%	3%	-	4%

KYP\_Q4. How likely, if at all, would you be to pay or donate money to access/listen to a podcast in the next 12 months (i.e. until early June 2021)?

Unweighted base	1034	247	305	509	500	25	314	295	303	122	844	513	392	124	84
<b>Base: All US adult podcast users who have never paid/donated to listen/access a podcast</b>	1030	244	291	491	512	26	317	294	298	121	838	512	388	123	89
Very likely	2%	5%	1%	3%	1%	4%	3%	1%	3%	1%	3%	3%	2%	2%	2%
Somewhat likely	17%	23%	13%	17%	17%	21%	22%	16%	15%	12%	17%	18%	18%	12%	31%
Not very likely	41%	41%	42%	42%	41%	40%	38%	45%	44%	38%	43%	42%	43%	42%	35%
Not at all likely	39%	31%	44%	38%	40%	36%	37%	38%	37%	49%	38%	37%	36%	43%	32%
Net: Top 2	20%	28%	14%	20%	19%	24%	25%	17%	19%	13%	20%	20%	20%	15%	34%
Net: Bottom 2	80%	72%	86%	80%	81%	76%	75%	83%	81%	87%	80%	80%	80%	85%	66%

KYP\_Q5. Which ONE of the following statements comes closest to your personal view about podcasts?

Unweighted base	1315	357	367	670	602	43	398	369	399	149	1070	676	488	170	116
<b>Base: All US adult podcast users</b>	1327	358	356	658	623	46	409	374	396	148	1075	685	485	170	124
All podcasts should be available for free and ad-supported	30%	34%	31%	32%	27%	43%	35%	30%	27%	25%	30%	32%	25%	34%	40%
All podcasts should cost money and be ad-free	7%	14%	5%	10%	5%	12%	8%	7%	7%	8%	8%	7%	5%	6%	12%
It's okay for there to be a mix of free ad-supported and paid ad-free podcasts	62%	52%	65%	58%	68%	45%	57%	62%	66%	67%	62%	61%	70%	61%	48%

# YouGov RealTime Podcasts

US\_nat Sample: 8th - 10th June 2020



Total	Social networks membership												Not applicable I am not currently a member of any social	A few times a day	Once a day
	Pinterest	Tumblr	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know				

KYP\_Q1. How often, if at all, do you typically listen to podcasts?

Unweighted base	2645	798	219	997	553	254	55	16	57	20	78	13	263	167	139
<b>Base: All US Adults</b>	2645	774	228	1007	565	271	62	20	58	24	83	15	258	167	147
A few times a day	6%	8%	10%	9%	9%	15%	13%	-	13%	4%	6%	8%	2%	100%	-
Once a day	6%	5%	7%	7%	6%	5%	17%	20%	11%	21%	3%	11%	3%	-	100%
A few times a week	10%	10%	19%	15%	16%	19%	23%	32%	28%	33%	19%	-	4%	-	-
Once a week	5%	5%	8%	7%	6%	11%	22%	47%	13%	34%	9%	14%	1%	-	-
A few times a month	7%	9%	12%	9%	11%	10%	11%	-	13%	-	13%	6%	4%	-	-
Once a month	3%	4%	3%	4%	3%	5%	2%	-	3%	4%	3%	7%	3%	-	-
Less often than once a month	13%	15%	14%	14%	15%	18%	6%	-	5%	4%	18%	-	10%	-	-
Not applicable - I don't listen to podcasts	50%	44%	28%	37%	34%	17%	7%	-	14%	-	29%	55%	73%	-	-
Net: Once a day or more	12%	13%	17%	16%	15%	20%	30%	20%	24%	25%	9%	19%	6%	100%	100%
Net: Once a week or more	27%	28%	44%	37%	36%	50%	75%	100%	65%	92%	37%	33%	10%	100%	100%
Net: Once a month or more	37%	40%	58%	49%	50%	65%	87%	100%	81%	96%	53%	45%	17%	100%	100%

KYP\_Q2. Have you ever paid or donated money to access/listen to a podcast?

Unweighted base	1315	438	154	627	364	210	51	16	49	20	53	6	76	167	139
<b>Base: All US adult podcast users</b>	1327	431	165	638	371	225	58	20	50	24	59	7	71	167	147
Yes, I have	17%	15%	27%	20%	19%	22%	36%	59%	32%	55%	12%	-	11%	45%	28%
No, I have not	78%	82%	71%	75%	77%	74%	59%	37%	57%	41%	73%	83%	86%	52%	69%
Don't know/can't recall	6%	3%	2%	5%	4%	4%	5%	5%	12%	4%	15%	17%	3%	3%	3%

KYP\_Q3a. And which of the following have you ever paid or donated money to in order to access/listen to a podcast? Please select all that apply.

Unweighted base	212	63	43	119	66	45	20	10	16	11	7	-	9	73	36
<b>Base: All US adult podcast users who have paid/donated to access/listen to a podcast</b>	221	63	45	125	69	49	21	12	16	13	7	-	8	75	41
Publisher (e.g., Slate, The Athletic, etc.)	22%	26%	17%	26%	28%	25%	23%	54%	28%	38%	-	-	-	18%	26%
Podcast network/platform (e.g., Wondery, Luminary, Stitcher, Anchor, etc.)	35%	34%	45%	37%	46%	42%	55%	85%	36%	79%	35%	-	25%	32%	29%
Directly to the podcaster/show (e.g., Patreon, through a show's website etc.)	59%	56%	65%	60%	51%	61%	73%	7%	77%	22%	65%	-	75%	70%	59%
Other	3%	-	-	1%	-	-	-	-	-	-	-	-	11%	4%	2%
Don't know	2%	5%	-	2%	-	2%	-	-	-	-	-	-	-	1%	-

KYP\_Q4. How likely, if at all, would you be to pay or donate money to access/listen to a podcast in the next 12 months (i.e. until early June 2021)?

Unweighted base	1034	362	108	478	283	158	29	5	28	8	40	5	65	89	98
<b>Base: All US adult podcast users who have never paid/donated to listen/access a podcast</b>	1030	353	117	479	286	167	34	7	28	10	43	6	61	87	101
Very likely	2%	2%	6%	3%	2%	2%	14%	13%	-	-	2%	-	1%	5%	5%
Somewhat likely	17%	16%	18%	19%	21%	21%	39%	67%	31%	81%	19%	15%	14%	31%	18%
Not very likely	41%	44%	34%	42%	43%	45%	34%	-	47%	10%	43%	39%	32%	39%	40%
Not at all likely	39%	37%	43%	37%	34%	32%	13%	-	22%	9%	35%	45%	53%	25%	37%
Net: Top 2	20%	19%	24%	21%	23%	23%	53%	100%	31%	81%	22%	15%	36%	36%	24%
Net: Bottom 2	80%	81%	76%	79%	77%	77%	47%	-	69%	19%	78%	85%	85%	64%	76%

KYP\_Q5. Which ONE of the following statements comes closest to your personal view about podcasts?

Unweighted base	1315	438	154	627	364	210	51	16	49	20	53	6	76	167	139
<b>Base: All US adult podcast users</b>	1327	431	165	638	371	225	58	20	50	24	59	7	71	167	147
All podcasts should be available for free and ad-supported	30%	29%	31%	31%	32%	27%	39%	49%	38%	46%	28%	-	25%	35%	43%
All podcasts should cost money and be ad-free	7%	5%	8%	8%	8%	5%	19%	46%	7%	46%	8%	25%	3%	8%	12%
It's okay for there to be a mix of free ad-supported and paid ad-free podcasts	62%	66%	61%	61%	60%	68%	42%	5%	55%	8%	64%	75%	71%	57%	45%

# YouGov RealTime Podcasts

US\_nat Sample: 8th - 10th June 2020



Total	How often, if at all, do you typically listen to podcasts?									Have you ever paid or donated money to access/listen to a podcast?		
	A few times a week	Once a week	A few times a month	Once a month	Less often than once a month	Not applicable I don't listen to podcasts	Net: Once a day or more	Net: Once a week or more	Net: Once a month or more	Yes, I have	No, I have not	Don't know/can't recall

KYP\_Q1. How often, if at all, do you typically listen to podcasts?

Unweighted base	2645	258	132	183	89	347	1330	306	696	968	212	1034	69
<b>Base: All US Adults</b>	2645	260	142	182	89	339	1318	314	717	988	221	1030	76
A few times a day	6%	-	-	-	-	-	-	53%	23%	17%	34%	8%	7%
Once a day	6%	-	-	-	-	-	-	47%	20%	15%	19%	10%	6%
A few times a week	10%	100%	-	-	-	-	-	-	36%	26%	23%	19%	20%
Once a week	5%	-	100%	-	-	-	-	-	20%	14%	13%	9%	24%
A few times a month	7%	-	-	100%	-	-	-	-	-	18%	6%	15%	14%
Once a month	3%	-	-	-	100%	-	-	-	-	9%	1%	8%	9%
Less often than once a month	13%	-	-	-	-	100%	-	-	-	-	6%	30%	19%
Not applicable - I don't listen to podcasts	50%	-	-	-	-	-	100%	-	-	-	-	-	-
Net: Once a day or more	12%	-	-	-	-	-	-	100%	44%	32%	52%	18%	13%
Net: Once a week or more	27%	100%	100%	-	-	-	-	100%	100%	73%	88%	46%	57%
Net: Once a month or more	37%	100%	100%	100%	100%	-	-	100%	100%	100%	95%	70%	81%

KYP\_Q2. Have you ever paid or donated money to access/listen to a podcast?

Unweighted base	1315	258	132	183	89	347	-	306	696	968	212	1034	69
<b>Base: All US adult podcast users</b>	1327	260	142	182	89	339	-	314	717	988	221	1030	76
Yes, I have	17%	19%	20%	7%	2%	4%	-	37%	27%	21%	100%	-	-
No, I have not	78%	75%	67%	87%	90%	92%	-	60%	67%	73%	-	100%	-
Don't know/can't recall	6%	6%	13%	6%	8%	4%	-	3%	6%	6%	-	-	100%

KYP\_Q3a. And which of the following have you ever paid or donated money to in order to access/listen to a podcast? Please select all that apply.

Unweighted base	212	51	26	12	2	12	-	109	186	200	212	-	-
<b>Base: All US adult podcast users who have paid/donated to access/listen to a podcast</b>	221	50	29	12	2	12	-	116	195	209	221	-	-
Publisher (e.g., Slate, The Athletic, etc.)	22%	34%	25%	9%	-	-	-	21%	25%	23%	22%	-	-
Podcast network/platform (e.g., Wondery, Luminary, Stitcher, Anchor, etc.)	35%	43%	44%	37%	-	19%	-	31%	36%	36%	35%	-	-
Directly to the podcaster/show (e.g., Patreon, through a show's website etc.)	59%	51%	48%	54%	100%	54%	-	66%	60%	60%	59%	-	-
Other	3%	2%	-	-	-	9%	-	4%	3%	2%	3%	-	-
Don't know	2%	-	4%	-	-	17%	-	1%	1%	1%	2%	-	-

KYP\_Q4. How likely, if at all, would you be to pay or donate money to access/listen to a podcast in the next 12 months (i.e. until early June 2021)?

Unweighted base	1034	192	92	160	80	323	-	187	471	711	-	1034	-
<b>Base: All US adult podcast users who have never paid/donated to listen/access a podcast</b>	1030	195	96	159	79	313	-	188	479	717	-	1030	-
Very likely	2%	3%	8%	-	1%	-	-	5%	5%	3%	-	2%	-
Somewhat likely	17%	25%	33%	14%	13%	6%	-	24%	26%	22%	-	17%	-
Not very likely	41%	45%	36%	40%	45%	42%	-	40%	41%	41%	-	41%	-
Not at all likely	39%	27%	23%	47%	40%	52%	-	31%	28%	33%	-	39%	-
Net: Top 2	20%	28%	41%	14%	14%	6%	-	29%	31%	25%	-	20%	-
Net: Bottom 2	80%	72%	59%	86%	86%	94%	-	71%	69%	75%	-	80%	-

KYP\_Q5. Which ONE of the following statements comes closest to your personal view about podcasts?

Unweighted base	1315	258	132	183	89	347	-	306	696	968	212	1034	69
<b>Base: All US adult podcast users</b>	1327	260	142	182	89	339	-	314	717	988	221	1030	76
All podcasts should be available for free and ad-supported	30%	32%	35%	29%	27%	21%	-	39%	35%	33%	37%	29%	25%
All podcasts should cost money and be ad-free	7%	10%	16%	2%	7%	2%	-	10%	11%	9%	18%	5%	16%
It's okay for there to be a mix of free ad-supported and paid ad-free podcasts	62%	58%	49%	69%	66%	77%	-	51%	53%	57%	45%	66%	60%

**YouGov RealTime**  
Podcasts

US\_nat Sample: 8th - 10th June 2020



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

**KYP\_Q6. How much more or less have you been listening to podcasts since the start of the Coronavirus (COVID-19) outbreak (i.e., since March 2020) compared to before?**

Unweighted base	1315	641	674	506	407	402	229	246	516	324	837	147	207	124	360
<b>Base: All US adult podcast users</b>	1327	686	640	549	401	376	249	254	487	337	828	152	217	129	407
Much more	10%	11%	10%	13%	12%	5%	15%	3%	11%	12%	9%	13%	13%	11%	12%
Somewhat more	19%	20%	17%	23%	21%	10%	23%	19%	18%	17%	16%	20%	26%	22%	17%
About the same	55%	54%	55%	45%	54%	71%	48%	64%	55%	53%	61%	52%	42%	43%	50%
Somewhat less	8%	8%	8%	11%	7%	5%	9%	7%	8%	9%	7%	4%	12%	15%	10%
Much less	8%	7%	9%	8%	6%	10%	6%	7%	9%	9%	7%	10%	8%	9%	11%
Net: More	29%	31%	27%	36%	33%	15%	37%	23%	29%	29%	25%	33%	38%	33%	29%
Net: Less	16%	15%	18%	19%	13%	15%	15%	13%	17%	18%	14%	15%	20%	24%	21%

Cell Contents (Column Percentages)

**YouGov RealTime**  
Podcasts

US\_nat Sample: 8th - 10th June 2020



Total	Education			Marital Status										
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say

KYP\_Q6. How much more or less have you been listening to podcasts since the start of the Coronavirus (COVID-19) outbreak (i.e., since March 2020) compared to before?

Unweighted base	1315	442	316	197	591	33	88	62	774	364	101	29	21	7	19
<b>Base: All US adult podcast users</b>	1327	425	306	189	577	39	90	62	767	384	97	30	20	7	21
Much more	10%	8%	10%	11%	12%	18%	9%	4%	11%	11%	6%	-	6%	14%	9%
Somewhat more	19%	18%	22%	20%	19%	25%	14%	24%	19%	19%	14%	11%	41%	-	22%
About the same	55%	61%	53%	55%	55%	36%	66%	45%	55%	54%	64%	72%	33%	41%	28%
Somewhat less	8%	7%	8%	7%	7%	17%	8%	19%	8%	8%	4%	8%	-	34%	16%
Much less	8%	6%	7%	7%	7%	5%	3%	7%	7%	8%	12%	10%	19%	12%	25%
Net: More	29%	26%	32%	31%	30%	43%	23%	28%	30%	30%	20%	11%	48%	14%	31%
Net: Less	16%	13%	15%	15%	14%	22%	11%	27%	15%	16%	16%	17%	19%	46%	41%

Cell Contents (C)

# YouGov RealTime Podcasts

US\_nat Sample: 8th - 10th June 2020



Total	Parent or guardian of any children					Income				Facebook	Twitter	LinkedIn	Google+	MySpace
	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say					

KYP\_Q6. How much more or less have you been listening to podcasts since the start of the Coronavirus (COVID-19) outbreak (i.e., since March 2020) compared to before?

Unweighted base	1315	357	367	670	602	43	398	369	399	149	1070	676	488	170	116
<b>Base: All US adult podcast users</b>	1327	358	356	658	623	46	409	374	396	148	1075	685	485	170	124
Much more	10%	15%	10%	13%	7%	21%	12%	9%	11%	7%	11%	11%	10%	12%	17%
Somewhat more	19%	27%	15%	21%	16%	19%	19%	21%	20%	10%	19%	22%	17%	16%	18%
About the same	55%	44%	62%	53%	58%	28%	51%	57%	55%	60%	55%	52%	57%	52%	47%
Somewhat less	8%	8%	5%	6%	10%	15%	10%	6%	8%	9%	8%	8%	9%	7%	10%
Much less	8%	7%	7%	7%	8%	16%	8%	7%	7%	14%	8%	7%	7%	12%	8%
Net: More	29%	42%	26%	33%	24%	40%	31%	30%	31%	17%	30%	33%	27%	28%	34%
Net: Less	16%	15%	13%	13%	18%	32%	18%	13%	14%	23%	16%	15%	16%	20%	19%

Cell Contents (C)



**YouGov RealTime**  
**Podcasts**

US\_nat Sample: 8th - 10th June 2020



Total	Social networks membership												Not applicable I am not currently a member of any social	A few times a day	Once a day
	Pinterest	Tumblr	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know				

**KYP\_Q6. How much more or less have you been listening to podcasts since the start of the Coronavirus (COVID-19) outbreak (i.e., since March 2020) compared to before?**

Unweighted base	1315	438	154	627	364	210	51	16	49	20	53	6	76	167	139
<b>Base: All US adult podcast users</b>	1327	431	165	638	371	225	58	20	50	24	59	7	71	167	147
Much more	10%	12%	13%	12%	13%	11%	29%	15%	10%	25%	3%	-	7%	30%	20%
Somewhat more	19%	17%	14%	22%	21%	21%	29%	32%	27%	22%	13%	32%	5%	26%	27%
About the same	55%	54%	51%	51%	48%	50%	24%	35%	37%	36%	59%	13%	72%	33%	43%
Somewhat less	8%	10%	13%	8%	10%	12%	10%	9%	17%	5%	17%	18%	3%	9%	5%
Much less	8%	7%	8%	7%	8%	7%	7%	10%	9%	12%	7%	38%	14%	2%	4%
Net: More	29%	29%	27%	34%	34%	32%	58%	47%	37%	47%	16%	32%	11%	56%	48%
Net: Less	16%	18%	22%	15%	18%	18%	17%	18%	26%	17%	25%	55%	17%	11%	9%

Cell Contents (C)

**YouGov RealTime**  
Podcasts

US\_nat Sample: 8th - 10th June 2020



Total	How often, if at all, do you typically listen to podcasts?									Have you ever paid or donated money to access/listen to a podcast?		
	A few times a week	Once a week	A few times a month	Once a month	Less often than once a month	Not applicable I don't listen to podcasts	Net: Once a day or more	Net: Once a week or more	Net: Once a month or more	Yes, I have	No, I have not	Don't know/can't recall

KYP\_Q6. How much more or less have you been listening to podcasts since the start of the Coronavirus (COVID-19) outbreak (i.e., since March 2020) compared to before?

Unweighted base	1315	258	132	183	89	347	-	306	696	968	212	1034	69
<b>Base: All US adult podcast users</b>	1327	260	142	182	89	339	-	314	717	988	221	1030	76
Much more	10%	11%	11%	5%	3%	0%	-	25%	17%	14%	28%	7%	10%
Somewhat more	19%	28%	28%	15%	9%	5%	-	27%	27%	23%	28%	17%	19%
About the same	55%	51%	46%	61%	70%	70%	-	38%	44%	50%	35%	60%	42%
Somewhat less	8%	8%	9%	7%	11%	9%	-	7%	8%	8%	6%	8%	20%
Much less	8%	2%	5%	11%	8%	17%	-	3%	3%	5%	3%	9%	8%
Net: More	29%	39%	40%	20%	12%	5%	-	52%	45%	37%	56%	23%	29%
Net: Less	16%	10%	14%	19%	18%	25%	-	10%	11%	13%	9%	17%	28%

Cell Contents (C)