

**2022 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 118 DECEMBER 2022
FINAL TOPLINE
DECEMBER 5-11, 2022
N=5,132**

ASK ALL:

PODYEAR Have you listened to a podcast in the past 12 months?

Dec 5-11,

2022

49	Yes
51	No
<1	No answer

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODFREQ How often do you listen to podcasts? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1]**

Dec 5-11,

2022

20	Nearly every day
22	A few times a week
25	A few times a month
9	Once a month
25	Less often than once a month
<1	No answer

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODCOUNT How many different podcasts are you currently listening to?

Dec 5-11,

2022

23	None right now
18	One
26	Two
13	Three
19	Four or more
1	No answer

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODWHY How much is each of the following a reason why you listen to podcasts? **[RANDOMIZE ITEMS; F ALWAYS LAST]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To stay up to date about current events Dec 5-11, 2022	29	34	36	<1
b. For entertainment Dec 5-11, 2022	60	27	13	<1

PODWHY CONTINUED ...	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
c. To have something to listen to while doing something else Dec 5-11, 2022	52	29	18	<1
d. To hear other people's opinions Dec 5-11, 2022	30	41	28	1
e. For encouragement or inspiration Dec 5-11, 2022	27	32	41	<1
f. To learn Dec 5-11, 2022	55	33	11	<1

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODTOPIC Do you regularly listen to podcasts about each of the following topics? **[RANDOMIZE ITEMS; SPLIT ITEMS OVER TWO SCREENS]**

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. Politics and government Dec 5-11, 2022	41	59	<1
b. Entertainment, pop culture, and the arts Dec 5-11, 2022	46	53	1
c. Sports Dec 5-11, 2022	22	77	1
d. Health and fitness Dec 5-11, 2022	27	73	<1
e. History Dec 5-11, 2022	40	59	1
f. True crime Dec 5-11, 2022	34	66	1
g. Religion and spirituality Dec 5-11, 2022	30	69	1
h. Science and technology Dec 5-11, 2022	40	60	<1
i. Race and ethnicity Dec 5-11, 2022	15	84	1
j. Self-help and relationships Dec 5-11, 2022	32	67	1
k. Money and finance Dec 5-11, 2022	31	68	1
l. Comedy Dec 5-11, 2022	47	53	1

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODFRIENDS Do you listen to any of the same podcasts as your friends or family?

Dec 5-11,

2022

36	Yes
27	No
38	Not sure
-	No answer

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODREC1 Have you ever listened to a podcast because a friend or family member recommended it to you?

Dec 5-11,

2022

60	Yes
39	No
<1	No answer

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODREC2 Have you ever recommended a podcast to someone else?

Dec 5-11,

2022

67	Yes
32	No
<1	No answer

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:PODCONVO How often do you discuss something you heard on a podcast with others? [**RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS PODFREQ**]

Dec 5-11,

2022

5	Extremely often
19	Fairly often
44	Sometimes
24	Rarely
8	Never
<1	No answer

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODENG1 Have you ever done any of the following? **[RANDOMIZE ITEMS]**

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. Followed the social media account of a podcast or its host(s) Dec 5-11, 2022	52	48	<1
b. Paid for a subscription to a podcast (such as on Patreon) Dec 5-11, 2022	13	86	<1
c. Bought a podcast's merchandise Dec 5-11, 2022	12	88	<1
d. Joined an online discussion group or social media group dedicated to a specific podcast (such as on Discord) Dec 5-11, 2022	16	83	<1

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODENG2 Have you done any of the following activities because of a podcast that you listened to?
[RANDOMIZE ITEMS, KEEP D LAST]

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. Watched a movie, read a book, or listened to music Dec 5-11, 2022	60	39	<1
b. Made or tried a lifestyle change (such as a workout routine, a new diet, or journaling) Dec 5-11, 2022	36	63	<1
c. Bought something because it was promoted or talked about on a podcast Dec 5-11, 2022	28	72	<1
d. Donated to, volunteered for, or attended an event for a political candidate or cause Dec 5-11, 2022	13	87	<1

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODNEWS Does news ever get discussed on the podcasts you listen to?

Dec 5-11

2022

67	Yes
33	No
<1	No answer

ASK IF NEWS IS DISCUSSED ON PODCASTS (PODNEWS=1) [N=1,723]:

PODACC Generally, do you expect that the news you hear on the podcasts you listen to will be...
[RANDOMIZE]

Dec 5-11

2022

87	Mostly accurate
11	Mostly inaccurate
2	No answer

ASK IF NEWS IS DISCUSSED ON PODCASTS (PODNEWS=1) [N=1,723]:

PODTRUST Do you trust the news you get from podcasts... [RANDOMIZE 1 AND 2; KEEP 3 LAST]

Dec 5-11

2022

31	More than the news you get from other sources
15	Less than the news you get from other sources
55	About the same as the news you get from other sources
<1	No answer

ASK IF NEWS IS DISCUSSED ON PODCASTS (PODNEWS=1) [N=1,723]:

PODELSE How often would you say you hear news on podcasts that you wouldn't have heard elsewhere?
[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS
PODFREQ]

Dec 5-11

2022

8	Extremely often
22	Fairly often
43	Sometimes
23	Rarely
4	Never
<1	No answer

ASK IF NEWS IS DISCUSSED ON PODCASTS (PODNEWS=1) [N=1,723]:

PODNEWS2 How often do you listen to podcasts that PRIMARILY... [RANDOMIZE ITEMS; RANDOMLY
DISPLAY RESPONSE OPTIONS 1-6 OR 6-1 USING SAME ORDER AS PODFREQ]

	Nearly every <u>day</u>	A few times a <u>week</u>	A few times a <u>month</u>	Once a <u>month</u>	Less than once a <u>month</u>	<u>Never</u>	No <u>answer</u>
a. Summarize the major news stories of the day Dec 5-11, 2022	11	19	17	9	20	24	<1
b. Explain a topic or issue in the news in-depth Dec 5-11, 2022	10	19	23	11	23	14	<1
c. Feature a host(s) talking about their opinions about the news Dec 5-11, 2022	8	18	22	10	22	20	<1

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODORG As far as you know, are any of the podcasts you listen to connected to a news organization, like a newspaper or news website?

Dec 5-11

2022

20	Yes
59	No
21	Not sure
<1	No answer

ASK IF NEWS IS DISCUSSED ON PODCASTS (PODNEWS=1) [N=1,723]:

PODFINCORP How much, if at all, do you think that the news that you get from podcasts is influenced by corporations and financial interests? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS PODFREQ]**

Dec 5-11

2022

3	A great deal
9	Quite a bit
32	Some
24	A little
31	Not at all
1	No answer

ASK IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1) [N=2,530]:

PODCOMM How often do any of the podcasts you listen to include the host's or guest's opinions about government and politics? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS PODFREQ]**

Dec 5-11

2022

8	Extremely often
17	Fairly often
29	Sometimes
23	Rarely
22	Never
1	No answer

ASK IF HEARS OPINIONS ABOUT GOVT AND POLITCS ON PODCASTS (PODCOMM=1-4) [N=1,982]:

PODLINEUP In the podcasts you listen to, would you say the host's or guest's opinions about government and politics you hear mostly ... **[RANDOMIZE 1 AND 2; KEEP 3 LAST]**

Dec 5-11

2022

47	Line up with your own opinions
7	Do not line up with your own opinions
46	Are about an even mix
1	No answer

[ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE]**ASK ALL:**

PARTY In politics today, do you consider yourself a...

Dec 5-11

2022

28	Republican
28	Democrat
27	Independent
15	Something else
2	No answer

ASK IF INDEP/SOMETHING ELSE (PARTY=3, 4 OR REFUSED) [N=2,073]:

PARTYLN As of today do you lean more to...

BASED ON TOTAL [N=5,132]:

Dec 5-11

2022

17	The Republican Party
19	The Democratic Party
7	No answer