MORNING CONSULT

National Tracking Poll #2210197
October 29-31, 2022

Crosstabulation Results

Table Index

Crosstabulation Results by Respondent Demographics

Table MCSP1: *How often did you listen to podcasts in the past month?*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	6% (127)	6% (121)	11% (246)	5% (114)	17% (374)	9% (189)	47% (1030)	2202
Gender: Male	7% (76)	7% (76)	14% (148)	6% (61)	17% (176)	8% (83)	42% (444)	1064
Gender: Female	4% (51)	4% (45)	9% (98)	5% (53)	17% (198)	9% (106)	52% (586)	1138
Age: 18-34	9% (56)	7% (44)	17% (110)	5% (34)	20% (127)	7% (43)	35% (226)	640
Age: 35-44	9% (33)	10% (38)	15% (54)	6% (23)	15% (56)	10% (35)	34% (125)	364
Age: 45-64	5% (32)	4% (28)	8% (59)	6% (41)	18% (126)	8% (60)	51% (365)	711
Age: 65+	1% (6)	2% (12)	5% (23)	3% (16)	13% (66)	10% (51)	65% (314)	487
GenZers: 1997-2012	6% (14)	6% (15)	14% (33)	3% (6)	25% (59)	5% (13)	41% (98)	238
Millennials: 1981-1996	10% (68)	8% (52)	18% (114)	6% (41)	16% (106)	8% (54)	33% (215)	650
GenXers: 1965-1980	6% (29)	7% (37)	12% (59)	7% (34)	16% (81)	8% (43)	44% (226)	509
Baby Boomers: 1946-1964	2% (16)	2% (16)	5% (38)	4% (33)	16% (118)	10% (77)	60% (442)	740
PID: Dem (no lean)	7% (62)	8% (68)	12% (103)	6% (54)	16% (141)	8% (73)	42% (368)	869
PID: Ind (no lean)	4% (31)	3% (22)	11% (80)	5% (35)	19% (131)	9% (61)	49% (341)	702
PID: Rep (no lean)	5% (34)	5% (31)	10% (63)	4% (25)	16% (101)	9% (56)	51% (321)	631
PID/Gender: Dem Men	9% (38)	10% (43)	15% (63)	8% (32)	15% (62)	8% (32)	35% (148)	418
PID/Gender: Dem Women	5% (24)	6% (25)	9% (40)	5% (22)	18% (79)	9% (40)	49% (220)	450
PID/Gender: Ind Men	5% (15)	5% (14)	14% (45)	4% (13)	18% (55)	7% (21)	47% (148)	311
PID/Gender: Ind Women	4% (17)	2% (8)	9% (35)	6% (22)	19% (76)	10% (40)	50% (194)	391
PID/Gender: Rep Men	7% (23)	6% (19)	12% (40)	5% (16)	17% (58)	9% (30)	44% (149)	334
PID/Gender: Rep Women	4% (11)	4% (12)	8% (23)	3% (10)	14% (43)	9% (26)	58% (173)	297
Ideo: Liberal (1-3)	7% (49)	9% (56)	12% (79)	8% (50)	17% (112)	9% (58)	39% (254)	660
Ideo: Moderate (4)	4% (29)	5% (36)	12% (78)	4% (24)	17% (110)	9% (62)	49% (320)	658
Ideo: Conservative (5-7)	6% (40)	4% (25)	11% (71)	5% (32)	18% (123)	8% (54)	48% (321)	667
Educ: < College	5% (69)	4% (61)	10% (143)	3% (49)	17% (237)	10% (138)	51% (736)	1432
Educ: Bachelors degree	7% (34)	8% (39)	12% (60)	10% (48)	19% (91)	6% (31)	38% (187)	489
Educ: Post-grad	8% (24)	8% (22)	15% (43)	6% (18)	16% (46)	7% (21)	38% (108)	281
Income: Under 50k	5% (56)	4% (52)	9% (105)	4% (53)	17% (201)	9% (106)	52% (622)	1195
Income: 50k-100k	5% (32)	6% (43)	12% (81)	5% (34)	19% (127)	9% (57)	44% (295)	670
Income: 100k+	11% (38)	8% (26)	18% (60)	8% (27)	14% (46)	8% (26)	34% (113)	337

Table MCSP1: *How often did you listen to podcasts in the past month?*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	6% (127)	6% (121)	11% (246)	5% (114)	17% (374)	9% (189)	47% (1030)	2202
Ethnicity: White	5% (92)	5% (94)	11% (180)	5% (92)	16% (269)	9% (147)	49% (831)	1705
Ethnicity: Hispanic	5% (20)	10% (36)	15% (55)	5% (20)	20% (74)	7% (27)	37% (139)	372
Ethnicity: Black	9% (25)	7% (19)	15% (43)	4% (10)	20% (56)	6% (16)	40% (112)	281
Ethnicity: Other	5% (10)	4% (9)	11% (23)	6% (12)	22% (48)	12% (26)	40% (87)	216
All Christian	6% (62)	6% (60)	10% (104)	6% (62)	16% (165)	7% (71)	48% (484)	1007
All Non-Christian	9% (11)	11% (13)	14% (17)	6% (7)	15% (18)	9% (11)	35% (43)	121
Atheist	11% (10)	2% (2)	13% (12)	9% (8)	10% (9)	7% (7)	49% (45)	91
Agnostic/Nothing in particular	5% (31)	4% (25)	11% (67)	3% (21)	18% (109)	9% (55)	49% (298)	604
Something Else	3% (13)	6% (22)	12% (46)	4% (16)	19% (73)	12% (46)	43% (161)	378
Religious Non-Protestant/Catholic	8% (12)	9% (14)	13% (20)	7% (11)	17% (26)	9% (13)	36% (55)	151
Evangelical	6% (34)	6% (35)	12% (65)	6% (31)	16% (87)	9% (48)	46% (251)	551
Non-Evangelical	5% (37)	6% (45)	10% (81)	5% (42)	18% (142)	8% (66)	47% (371)	785
Community: Urban	8% (53)	7% (47)	16% (107)	6% (42)	16% (107)	5% (37)	42% (284)	677
Community: Suburban	5% (52)	5% (51)	8% (80)	5% (47)	18% (177)	10% (97)	47% (455)	960
Community: Rural	4% (22)	4% (24)	10% (59)	5% (26)	16% (89)	10% (55)	51% (291)	566
Employ: Private Sector	10% (73)	10% (68)	16% (113)	8% (54)	18% (124)	6% (42)	33% (231)	704
Employ: Government	6% (7)	7% (9)	18% (21)	5% (6)	20% (23)	11% (13)	33% (39)	117
Employ: Self-Employed	7% (12)	8% (14)	15% (27)	7% (13)	19% (36)	9% (16)	36% (66)	183
Employ: Homemaker	3% (5)	4% (7)	11% (19)	5% (9)	16% (29)	12% (21)	49% (86)	176
Employ: Student	7% (5)	2% (2)	7% (5)	4% (3)	22% (14)	9% (6)	48% (31)	65
Employ: Retired	2% (10)	2% (12)	5% (30)	3% (15)	14% (81)	10% (57)	64% (368)	574
Employ: Unemployed	2% (6)	3% (7)	9% (23)	3% (9)	19% (48)	10% (25)	54% (137)	254
Employ: Other	6% (8)	2% (3)	7% (9)	5% (7)	15% (20)	8% (11)	56% (72)	129
Military HH: Yes	4% (14)	3% (10)	12% (36)	6% (20)	17% (52)	6% (19)	52% (162)	313
Military HH: No	6% (113)	6% (111)	11% (210)	5% (95)	17% (321)	9% (170)	46% (869)	1889
RD/WT: Right Direction	8% (56)	9% (60)	14% (95)	6% (43)	16% (108)	8% (57)	40% (276)	695
RD/WT: Wrong Track	5% (71)	4% (62)	10% (151)	5% (71)	18% (266)	9% (132)	50% (754)	1507
Biden Job Approve	7% (68)	7% (72)	12% (119)	7% (66)	17% (165)	9% (84)	41% (393)	967
Biden Job Disapprove	5% (54)	4% (46)	11% (117)	4% (42)	17% (186)	9% (101)	50% (556)	1101

Table MCSP1: *How often did you listen to podcasts in the past month?*

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Adults	6% (127)	6% (121)	11% (246)	5% (114)	17% (374)	9% (189)	47% (1030)	2202
Biden Job Strongly Approve	11% (43)	9% (38)	11% (45)	7% (29)	15% (63)	10% (41)	36% (147)	405
Biden Job Somewhat Approve	4% (25)	6% (35)	13% (74)	7% (37)	18% (102)	8% (44)	44% (246)	562
Biden Job Somewhat Disapprove	5% (15)	6% (18)	12% (39)	4% (12)	17% (55)	11% (34)	45% (143)	316
Biden Job Strongly Disapprove	5% (38)	4% (28)	10% (78)	4% (30)	17% (131)	9% (67)	53% (413)	785
Favorable of Biden	6% (64)	7% (65)	12% (116)	6% (61)	17% (174)	9% (87)	43% (430)	998
Unfavorable of Biden	5% (55)	5% (51)	11% (121)	4% (47)	17% (185)	8% (92)	49% (535)	1086
Very Favorable of Biden	8% (37)	8% (36)	10% (47)	6% (26)	18% (79)	10% (44)	40% (177)	446
Somewhat Favorable of Biden	5% (27)	5% (29)	13% (69)	6% (34)	17% (95)	8% (43)	46% (253)	552
Somewhat Unfavorable of Biden	6% (15)	9% (23)	14% (37)	5% (14)	18% (48)	7% (19)	42% (115)	271
Very Unfavorable of Biden	5% (40)	3% (28)	10% (84)	4% (33)	17% (138)	9% (73)	52% (420)	815
#1 Issue: Economy	5% (46)	5% (43)	13% (113)	6% (49)	17% (147)	8% (72)	45% (386)	857
#1 Issue: Security	7% (18)	8% (20)	11% (26)	6% (14)	17% (41)	9% (21)	42% (101)	240
#1 Issue: Health Care	6% (9)	9% (14)	10% (15)	7% (11)	8% (13)	7% (10)	52% (77)	150
#1 Issue: Medicare / Social Security	2% (6)	2% (5)	2% (6)	2% (5)	13% (32)	9% (22)	69% (171)	247
#1 Issue: Women's Issues	5% (19)	5% (20)	12% (45)	6% (20)	22% (79)	9% (31)	41% (149)	363
#1 Issue: Education	14% (8)	9% (5)	13% (8)	3% (2)	13% (7)	11% (7)	38% (22)	59
#1 Issue: Energy	9% (15)	6% (10)	16% (27)	6% (10)	20% (32)	10% (16)	33% (54)	164
#1 Issue: Other	4% (5)	4% (4)	5% (6)	4% (4)	18% (22)	8% (10)	57% (70)	123
2020 Vote: Joe Biden	7% (66)	7% (67)	12% (120)	7% (67)	17% (168)	9% (90)	40% (391)	969
2020 Vote: Donald Trump	6% (40)	5% (35)	10% (73)	4% (28)	18% (125)	9% (63)	48% (341)	705
2020 Vote: Other	6% (5)	1% (1)	15% (11)	4% (3)	18% (13)	5% (4)	50% (36)	72
2020 Vote: Didn't Vote	4% (17)	4% (18)	9% (42)	4% (17)	15% (67)	7% (33)	57% (262)	456
2018 House Vote: Democrat	7% (57)	7% (59)	12% (97)	7% (58)	18% (140)	9% (69)	39% (309)	789
2018 House Vote: Republican	6% (34)	5% (33)	10% (62)	5% (28)	18% (109)	7% (45)	49% (302)	613
2018 House Vote: Someone else	4% (2)	3% (1)	17% (9)	3% (2)	20% (10)	13% (7)	40% (20)	50
2016 Vote: Hillary Clinton	7% (53)	7% (50)	12% (84)	8% (58)	17% (120)	9% (64)	41% (293)	721
2016 Vote: Donald Trump	5% (33)	6% (37)	11% (71)	4% (27)	18% (119)	8% (53)	49% (323)	662
2016 Vote: Other	7% (6)	— (0)	14% (12)	5% (4)	14% (12)	7% (6)	52% (43)	83
2016 Vote: Didn't Vote	5% (33)	5% (33)	11% (78)	3% (23)	17% (123)	9% (67)	51% (370)	727
Voted in 2014: Yes	6% (80)	7% (82)	10% (130)	6% (78)	17% (216)	9% (112)	45% (564)	1262
Voted in 2014: No	5% (47)	4% (39)	12% (116)	4% (36)	17% (158)	8% (77)	50% (467)	940

Table MCSP1: *How often did you listen to podcasts in the past month?*

Demographic	Multiple times a day	Once daily	A few times per week	Once per week	A few times	Once	Never	Total N
Adults	6% (127)	6% (121)	11% (246)	5% (114)	17% (374)	9% (189)	47%(1030)	2202
4-Region: Northeast	6% (22)	7% (27)	8% (31)	6% (22)	17% (66)	8% (32)	47% (181)	381
4-Region: Midwest	4% (20)	5% (23)	12% (56)	5% (22)	16% (72)	10% (45)	48% (216)	455
4-Region: South	6% (50)	6% (53)	12% (99)	4% (38)	17% (145)	8% (71)	46% (387)	841
4-Region: West	7% (35)	4% (19)	11% (60)	6% (33)	17% (91)	8% (41)	47% (246)	525
Listened to Podcasts in the Last Month	11% (127)	10% (121)	21% (246)	10% (114)	32% (374)	16% (189)	— (0)	1172
Sports Fan	7% (102)	7% (99)	13% (197)	6% (90)	18% (272)	9% (127)	40% (593)	1480

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_1: *How interested are you in the following types of podcasts?*
Politics

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	26%	(302)	33%	(391)	17%	(195)	18%	(215)	6%	(69)	1172
Gender: Male	32%	(200)	36%	(221)	16%	(97)	13%	(80)	3%	(22)	620
Gender: Female	18%	(102)	31%	(169)	18%	(98)	24%	(135)	9%	(48)	552
Age: 18-34	21%	(87)	27%	(113)	19%	(79)	22%	(91)	11%	(44)	414
Age: 35-44	24%	(56)	36%	(86)	15%	(35)	21%	(50)	5%	(11)	239
Age: 45-64	30%	(102)	35%	(123)	17%	(58)	15%	(53)	3%	(10)	346
Age: 65+	33%	(57)	39%	(68)	13%	(23)	12%	(20)	3%	(5)	173
GenZers: 1997-2012	19%	(26)	20%	(29)	19%	(27)	23%	(33)	18%	(26)	140
Millennials: 1981-1996	23%	(101)	35%	(151)	16%	(70)	20%	(88)	6%	(25)	436
GenXers: 1965-1980	26%	(75)	33%	(92)	20%	(56)	19%	(54)	2%	(7)	283
Baby Boomers: 1946-1964	31%	(92)	39%	(115)	13%	(40)	13%	(40)	4%	(11)	298
PID: Dem (no lean)	29%	(146)	38%	(189)	15%	(75)	13%	(66)	5%	(23)	501
PID: Ind (no lean)	16%	(57)	28%	(102)	17%	(62)	30%	(107)	9%	(33)	361
PID: Rep (no lean)	32%	(99)	32%	(99)	18%	(57)	13%	(41)	4%	(13)	310
PID/Gender: Dem Men	35%	(96)	39%	(107)	12%	(32)	11%	(31)	2%	(5)	271
PID/Gender: Dem Women	22%	(51)	36%	(83)	19%	(43)	16%	(36)	8%	(18)	230
PID/Gender: Ind Men	23%	(38)	31%	(51)	21%	(34)	18%	(30)	7%	(11)	164
PID/Gender: Ind Women	10%	(19)	26%	(51)	15%	(29)	39%	(77)	11%	(22)	197
PID/Gender: Rep Men	36%	(67)	34%	(63)	17%	(31)	10%	(19)	3%	(5)	186
PID/Gender: Rep Women	26%	(32)	29%	(36)	21%	(26)	18%	(22)	6%	(8)	124
Ideo: Liberal (1-3)	33%	(135)	35%	(141)	15%	(62)	13%	(51)	4%	(17)	406
Ideo: Moderate (4)	14%	(47)	38%	(128)	23%	(78)	20%	(68)	5%	(17)	339
Ideo: Conservative (5-7)	34%	(117)	34%	(116)	14%	(47)	15%	(52)	4%	(13)	346
Educ: < College	22%	(153)	32%	(220)	16%	(112)	23%	(162)	7%	(49)	696
Educ: Bachelors degree	28%	(85)	36%	(110)	20%	(60)	11%	(33)	5%	(14)	302
Educ: Post-grad	37%	(64)	35%	(61)	13%	(23)	11%	(19)	4%	(6)	174
Income: Under 50k	22%	(128)	34%	(195)	15%	(87)	21%	(121)	7%	(42)	573
Income: 50k-100k	24%	(89)	33%	(125)	21%	(77)	16%	(60)	6%	(24)	375
Income: 100k+	38%	(85)	31%	(70)	14%	(30)	15%	(34)	2%	(4)	224
Ethnicity: White	28%	(242)	32%	(282)	17%	(145)	18%	(159)	5%	(45)	874
Ethnicity: Hispanic	29%	(69)	28%	(66)	16%	(37)	20%	(47)	6%	(14)	234

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Table MCSP2_1: *How interested are you in the following types of podcasts?*
Politics

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	26%	(302)	33%	(391)	17%	(195)	18%	(215)	6%	(69)	1172
Ethnicity: Black	19%	(33)	42%	(72)	16%	(27)	13%	(22)	9%	(16)	169
Ethnicity: Other	21%	(27)	28%	(37)	17%	(22)	26%	(34)	6%	(8)	129
All Christian	30%	(156)	37%	(192)	18%	(93)	13%	(67)	3%	(14)	523
All Non-Christian	46%	(36)	26%	(20)	14%	(11)	9%	(7)	5%	(4)	78
Agnostic/Nothing in particular	18%	(55)	34%	(105)	16%	(48)	22%	(67)	10%	(31)	306
Something Else	19%	(42)	28%	(61)	17%	(36)	28%	(60)	8%	(18)	217
Religious Non-Protestant/Catholic	43%	(41)	27%	(26)	17%	(16)	9%	(9)	4%	(4)	96
Evangelical	28%	(85)	34%	(101)	18%	(55)	15%	(46)	4%	(13)	300
Non-Evangelical	25%	(104)	35%	(144)	17%	(68)	19%	(78)	5%	(19)	413
Community: Urban	30%	(116)	39%	(153)	15%	(59)	9%	(36)	7%	(28)	392
Community: Suburban	25%	(125)	31%	(156)	17%	(84)	22%	(113)	5%	(26)	504
Community: Rural	22%	(62)	30%	(82)	19%	(51)	24%	(66)	5%	(15)	275
Employ: Private Sector	31%	(145)	33%	(157)	20%	(93)	13%	(63)	3%	(15)	473
Employ: Government	17%	(13)	28%	(22)	14%	(10)	30%	(23)	12%	(9)	78
Employ: Self-Employed	30%	(35)	29%	(34)	12%	(14)	24%	(28)	5%	(6)	117
Employ: Homemaker	18%	(16)	30%	(27)	18%	(16)	25%	(23)	9%	(8)	90
Employ: Retired	28%	(58)	43%	(89)	12%	(25)	14%	(29)	2%	(5)	206
Employ: Unemployed	18%	(21)	28%	(33)	16%	(18)	27%	(32)	11%	(12)	117
Employ: Other	12%	(7)	37%	(21)	14%	(8)	21%	(12)	15%	(9)	57
Military HH: Yes	28%	(42)	34%	(52)	24%	(36)	10%	(15)	5%	(8)	152
Military HH: No	26%	(260)	33%	(339)	16%	(159)	20%	(200)	6%	(62)	1020
RD/WT: Right Direction	30%	(127)	39%	(162)	15%	(64)	11%	(45)	5%	(21)	419
RD/WT: Wrong Track	23%	(175)	30%	(229)	17%	(131)	23%	(170)	6%	(48)	753
Biden Job Approve	29%	(169)	38%	(219)	15%	(87)	14%	(78)	4%	(22)	574
Biden Job Disapprove	24%	(130)	31%	(171)	18%	(97)	22%	(118)	5%	(29)	545
Biden Job Strongly Approve	42%	(109)	36%	(92)	11%	(28)	8%	(22)	3%	(7)	258
Biden Job Somewhat Approve	19%	(59)	40%	(127)	19%	(59)	18%	(56)	5%	(14)	316
Biden Job Somewhat Disapprove	13%	(22)	30%	(53)	26%	(45)	24%	(41)	7%	(13)	173
Biden Job Strongly Disapprove	29%	(108)	32%	(118)	14%	(53)	21%	(77)	4%	(16)	373

Continued on next page

Table MCSP2_1: *How interested are you in the following types of podcasts?*

Politics

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	26%	(302)	33%	(391)	17%	(195)	18%	(215)	6%	(69)	1172
Favorable of Biden	28%	(159)	39%	(221)	14%	(79)	15%	(84)	4%	(25)	568
Unfavorable of Biden	25%	(139)	30%	(166)	19%	(106)	20%	(111)	5%	(29)	551
Very Favorable of Biden	37%	(100)	40%	(107)	10%	(26)	11%	(28)	3%	(7)	269
Somewhat Favorable of Biden	20%	(59)	38%	(114)	18%	(52)	19%	(55)	6%	(18)	299
Somewhat Unfavorable of Biden	19%	(29)	27%	(43)	29%	(45)	18%	(27)	7%	(11)	156
Very Unfavorable of Biden	28%	(110)	31%	(124)	15%	(60)	21%	(84)	5%	(18)	395
#1 Issue: Economy	24%	(111)	33%	(157)	19%	(90)	19%	(88)	5%	(25)	471
#1 Issue: Security	34%	(47)	32%	(45)	19%	(26)	14%	(19)	1%	(2)	139
#1 Issue: Health Care	32%	(23)	32%	(23)	16%	(12)	14%	(10)	5%	(4)	72
#1 Issue: Medicare / Social Security	21%	(16)	50%	(38)	11%	(8)	14%	(11)	4%	(3)	76
#1 Issue: Women's Issues	22%	(48)	25%	(52)	12%	(26)	28%	(60)	13%	(28)	214
#1 Issue: Energy	25%	(27)	37%	(41)	19%	(20)	18%	(19)	2%	(2)	110
#1 Issue: Other	42%	(22)	38%	(20)	10%	(5)	7%	(3)	3%	(2)	53
2020 Vote: Joe Biden	28%	(162)	37%	(213)	16%	(94)	14%	(82)	5%	(28)	578
2020 Vote: Donald Trump	30%	(108)	34%	(124)	17%	(63)	16%	(59)	3%	(10)	364
2020 Vote: Didn't Vote	12%	(24)	23%	(45)	14%	(27)	35%	(68)	16%	(30)	194
2018 House Vote: Democrat	30%	(142)	38%	(182)	15%	(71)	13%	(60)	5%	(25)	480
2018 House Vote: Republican	33%	(102)	35%	(107)	17%	(54)	14%	(44)	1%	(4)	311
2016 Vote: Hillary Clinton	31%	(134)	38%	(163)	13%	(57)	14%	(60)	3%	(15)	429
2016 Vote: Donald Trump	29%	(100)	37%	(124)	17%	(59)	13%	(46)	3%	(10)	339
2016 Vote: Didn't Vote	16%	(56)	26%	(94)	18%	(63)	29%	(103)	12%	(41)	358
Voted in 2014: Yes	32%	(225)	35%	(244)	16%	(111)	14%	(96)	3%	(23)	699
Voted in 2014: No	16%	(77)	31%	(147)	18%	(84)	25%	(119)	10%	(46)	473
4-Region: Northeast	23%	(47)	40%	(80)	18%	(37)	12%	(25)	6%	(11)	200
4-Region: Midwest	24%	(57)	36%	(86)	14%	(33)	22%	(53)	4%	(10)	238
4-Region: South	23%	(103)	33%	(151)	19%	(84)	20%	(89)	6%	(27)	454
4-Region: West	34%	(95)	27%	(74)	15%	(41)	17%	(47)	8%	(21)	279
Listened to Podcasts in the Last Month	26%	(302)	33%	(391)	17%	(195)	18%	(215)	6%	(69)	1172
Sports Fan	29%	(259)	37%	(330)	17%	(147)	12%	(104)	5%	(48)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_2: *How interested are you in the following types of podcasts?*

Sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	31%	(361)	24%	(283)	14%	(167)	27%	(316)	4%	(44)	1172
Gender: Male	43%	(267)	27%	(165)	11%	(69)	18%	(111)	1%	(9)	620
Gender: Female	17%	(95)	21%	(119)	18%	(98)	37%	(205)	6%	(35)	552
Age: 18-34	28%	(117)	26%	(108)	14%	(58)	26%	(108)	5%	(22)	414
Age: 35-44	36%	(85)	26%	(62)	10%	(23)	25%	(59)	4%	(9)	239
Age: 45-64	34%	(119)	22%	(77)	16%	(56)	25%	(85)	3%	(10)	346
Age: 65+	23%	(39)	21%	(36)	18%	(31)	37%	(63)	2%	(3)	173
GenZers: 1997-2012	24%	(34)	20%	(29)	14%	(20)	32%	(45)	9%	(13)	140
Millennials: 1981-1996	34%	(146)	29%	(124)	12%	(52)	22%	(98)	4%	(15)	436
GenXers: 1965-1980	35%	(100)	23%	(64)	14%	(39)	25%	(72)	3%	(9)	283
Baby Boomers: 1946-1964	26%	(79)	19%	(58)	18%	(54)	34%	(100)	2%	(7)	298
PID: Dem (no lean)	36%	(182)	24%	(118)	15%	(77)	23%	(113)	2%	(11)	501
PID: Ind (no lean)	20%	(71)	24%	(88)	13%	(48)	36%	(130)	7%	(25)	361
PID: Rep (no lean)	35%	(108)	25%	(77)	14%	(43)	24%	(73)	3%	(8)	310
PID/Gender: Dem Men	51%	(139)	24%	(66)	11%	(30)	13%	(34)	—	(1)	271
PID/Gender: Dem Women	19%	(43)	23%	(52)	20%	(47)	34%	(79)	4%	(10)	230
PID/Gender: Ind Men	26%	(43)	29%	(48)	15%	(25)	26%	(43)	3%	(5)	164
PID/Gender: Ind Women	14%	(28)	20%	(40)	12%	(23)	44%	(87)	10%	(20)	197
PID/Gender: Rep Men	46%	(84)	27%	(51)	8%	(14)	18%	(34)	1%	(2)	186
PID/Gender: Rep Women	19%	(24)	21%	(26)	23%	(29)	32%	(39)	5%	(6)	124
Ideo: Liberal (1-3)	36%	(144)	22%	(89)	13%	(52)	26%	(104)	4%	(16)	406
Ideo: Moderate (4)	27%	(93)	27%	(90)	18%	(62)	26%	(87)	2%	(7)	339
Ideo: Conservative (5-7)	34%	(117)	25%	(87)	12%	(40)	27%	(94)	2%	(8)	346
Educ: < College	27%	(187)	23%	(161)	15%	(107)	31%	(212)	4%	(28)	696
Educ: Bachelors degree	34%	(104)	27%	(82)	14%	(44)	21%	(62)	3%	(10)	302
Educ: Post-grad	41%	(70)	23%	(40)	10%	(17)	24%	(41)	3%	(5)	174
Income: Under 50k	24%	(137)	26%	(149)	14%	(83)	32%	(182)	4%	(22)	573
Income: 50k-100k	32%	(119)	23%	(85)	16%	(60)	24%	(92)	5%	(19)	375
Income: 100k+	47%	(105)	22%	(50)	11%	(25)	19%	(42)	1%	(2)	224
Ethnicity: White	29%	(251)	24%	(210)	15%	(128)	29%	(249)	4%	(35)	874
Ethnicity: Hispanic	35%	(82)	27%	(62)	8%	(19)	27%	(62)	4%	(9)	234

Table MCSP2_2: *How interested are you in the following types of podcasts?*
Sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	31%	(361)	24%	(283)	14%	(167)	27%	(316)	4%	(44)	1172
Ethnicity: Black	40%	(68)	28%	(47)	15%	(25)	15%	(25)	2%	(4)	169
Ethnicity: Other	32%	(41)	20%	(26)	11%	(14)	32%	(42)	4%	(5)	129
All Christian	36%	(191)	27%	(141)	13%	(66)	21%	(111)	3%	(14)	523
All Non-Christian	42%	(33)	17%	(13)	19%	(15)	18%	(14)	3%	(2)	78
Agnostic/Nothing in particular	26%	(78)	21%	(64)	15%	(46)	32%	(97)	7%	(21)	306
Something Else	24%	(52)	28%	(60)	14%	(31)	32%	(69)	2%	(5)	217
Religious Non-Protestant/Catholic	39%	(37)	21%	(20)	18%	(18)	20%	(19)	3%	(2)	96
Evangelical	32%	(97)	28%	(85)	15%	(46)	22%	(65)	3%	(8)	300
Non-Evangelical	33%	(137)	26%	(108)	12%	(48)	27%	(110)	3%	(11)	413
Community: Urban	40%	(156)	26%	(101)	12%	(48)	19%	(73)	4%	(14)	392
Community: Suburban	29%	(145)	23%	(116)	17%	(85)	28%	(142)	3%	(17)	504
Community: Rural	22%	(61)	24%	(66)	12%	(34)	37%	(101)	5%	(13)	275
Employ: Private Sector	41%	(193)	27%	(128)	12%	(58)	18%	(83)	2%	(11)	473
Employ: Government	32%	(25)	22%	(17)	9%	(7)	33%	(26)	4%	(3)	78
Employ: Self-Employed	27%	(32)	24%	(28)	13%	(16)	33%	(39)	3%	(3)	117
Employ: Homemaker	12%	(11)	26%	(23)	20%	(18)	36%	(32)	7%	(6)	90
Employ: Retired	23%	(48)	23%	(47)	18%	(38)	33%	(68)	2%	(4)	206
Employ: Unemployed	22%	(26)	21%	(25)	12%	(14)	38%	(45)	6%	(7)	117
Employ: Other	31%	(18)	18%	(10)	12%	(7)	26%	(15)	14%	(8)	57
Military HH: Yes	26%	(39)	30%	(46)	15%	(22)	27%	(41)	2%	(3)	152
Military HH: No	32%	(322)	23%	(238)	14%	(145)	27%	(275)	4%	(41)	1020
RD/WT: Right Direction	41%	(174)	26%	(110)	11%	(47)	18%	(76)	3%	(12)	419
RD/WT: Wrong Track	25%	(188)	23%	(173)	16%	(120)	32%	(240)	4%	(32)	753
Biden Job Approve	36%	(204)	24%	(140)	14%	(79)	24%	(135)	3%	(17)	574
Biden Job Disapprove	28%	(150)	25%	(134)	15%	(82)	30%	(162)	3%	(17)	545
Biden Job Strongly Approve	42%	(108)	25%	(64)	13%	(33)	19%	(48)	2%	(6)	258
Biden Job Somewhat Approve	30%	(96)	24%	(76)	15%	(46)	27%	(87)	4%	(11)	316
Biden Job Somewhat Disapprove	29%	(49)	23%	(40)	17%	(29)	29%	(50)	3%	(4)	173
Biden Job Strongly Disapprove	27%	(101)	25%	(94)	14%	(54)	30%	(112)	3%	(12)	373

Table MCSP2_2: *How interested are you in the following types of podcasts?*
Sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	31%	(361)	24%	(283)	14%	(167)	27%	(316)	4%	(44)	1172
Favorable of Biden	35%	(199)	24%	(134)	13%	(74)	25%	(145)	3%	(15)	568
Unfavorable of Biden	28%	(152)	25%	(138)	16%	(87)	28%	(154)	4%	(20)	551
Very Favorable of Biden	42%	(113)	21%	(57)	12%	(32)	22%	(60)	3%	(7)	269
Somewhat Favorable of Biden	29%	(86)	26%	(77)	14%	(42)	28%	(85)	3%	(8)	299
Somewhat Unfavorable of Biden	27%	(42)	26%	(41)	17%	(27)	25%	(40)	4%	(6)	156
Very Unfavorable of Biden	28%	(110)	25%	(98)	15%	(60)	29%	(114)	3%	(14)	395
#1 Issue: Economy	37%	(172)	26%	(121)	14%	(66)	21%	(98)	3%	(13)	471
#1 Issue: Security	32%	(45)	22%	(31)	16%	(22)	27%	(38)	3%	(4)	139
#1 Issue: Health Care	35%	(26)	28%	(20)	8%	(6)	25%	(18)	4%	(3)	72
#1 Issue: Medicare / Social Security	27%	(21)	27%	(21)	18%	(14)	25%	(19)	3%	(2)	76
#1 Issue: Women's Issues	21%	(44)	16%	(35)	13%	(27)	43%	(91)	8%	(16)	214
#1 Issue: Energy	31%	(34)	31%	(35)	17%	(19)	20%	(22)	1%	(1)	110
#1 Issue: Other	20%	(11)	19%	(10)	16%	(8)	40%	(21)	5%	(3)	53
2020 Vote: Joe Biden	35%	(205)	25%	(144)	12%	(72)	24%	(139)	3%	(19)	578
2020 Vote: Donald Trump	31%	(114)	26%	(95)	14%	(51)	26%	(96)	2%	(8)	364
2020 Vote: Didn't Vote	21%	(41)	19%	(37)	19%	(36)	33%	(63)	9%	(17)	194
2018 House Vote: Democrat	38%	(183)	22%	(106)	14%	(69)	22%	(105)	3%	(16)	480
2018 House Vote: Republican	33%	(103)	27%	(84)	12%	(38)	26%	(81)	2%	(5)	311
2016 Vote: Hillary Clinton	38%	(165)	23%	(98)	12%	(54)	24%	(101)	3%	(11)	429
2016 Vote: Donald Trump	32%	(108)	28%	(95)	15%	(50)	23%	(77)	3%	(9)	339
2016 Vote: Didn't Vote	22%	(79)	22%	(79)	15%	(54)	34%	(122)	7%	(24)	358
Voted in 2014: Yes	35%	(244)	25%	(177)	13%	(94)	24%	(166)	2%	(17)	699
Voted in 2014: No	25%	(117)	22%	(106)	15%	(73)	32%	(150)	6%	(27)	473
4-Region: Northeast	33%	(66)	26%	(53)	17%	(34)	20%	(41)	3%	(7)	200
4-Region: Midwest	29%	(69)	19%	(46)	15%	(35)	33%	(79)	4%	(9)	238
4-Region: South	29%	(134)	27%	(125)	12%	(56)	28%	(126)	3%	(14)	454
4-Region: West	33%	(92)	22%	(61)	15%	(42)	25%	(70)	5%	(14)	279
Listened to Podcasts in the Last Month	31%	(361)	24%	(283)	14%	(167)	27%	(316)	4%	(44)	1172
Sports Fan	40%	(356)	32%	(282)	14%	(127)	10%	(93)	3%	(30)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_3: *How interested are you in the following types of podcasts?*

Pop culture

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(219)	33%	(390)	23%	(266)	20%	(236)	5%	(61)	1172
Gender: Male	19%	(118)	33%	(204)	24%	(146)	22%	(133)	3%	(18)	620
Gender: Female	18%	(101)	34%	(187)	22%	(120)	18%	(102)	8%	(43)	552
Age: 18-34	26%	(107)	38%	(158)	18%	(74)	11%	(47)	7%	(29)	414
Age: 35-44	25%	(59)	34%	(81)	15%	(37)	20%	(47)	6%	(15)	239
Age: 45-64	13%	(46)	33%	(115)	27%	(95)	23%	(78)	3%	(12)	346
Age: 65+	4%	(6)	21%	(37)	35%	(61)	37%	(64)	3%	(6)	173
GenZers: 1997-2012	19%	(27)	30%	(42)	23%	(33)	17%	(24)	10%	(14)	140
Millennials: 1981-1996	28%	(124)	40%	(173)	14%	(62)	12%	(53)	5%	(24)	436
GenXers: 1965-1980	18%	(51)	34%	(96)	25%	(70)	19%	(53)	4%	(12)	283
Baby Boomers: 1946-1964	5%	(15)	25%	(73)	33%	(98)	34%	(101)	4%	(11)	298
PID: Dem (no lean)	24%	(121)	36%	(182)	19%	(97)	15%	(76)	5%	(25)	501
PID: Ind (no lean)	14%	(52)	32%	(116)	24%	(86)	23%	(84)	6%	(22)	361
PID: Rep (no lean)	15%	(46)	30%	(92)	27%	(83)	24%	(76)	4%	(14)	310
PID/Gender: Dem Men	27%	(73)	37%	(99)	19%	(51)	14%	(39)	3%	(9)	271
PID/Gender: Dem Women	21%	(48)	36%	(83)	20%	(46)	16%	(37)	7%	(16)	230
PID/Gender: Ind Men	13%	(21)	32%	(52)	26%	(43)	27%	(44)	2%	(4)	164
PID/Gender: Ind Women	16%	(31)	32%	(64)	22%	(43)	20%	(40)	9%	(18)	197
PID/Gender: Rep Men	13%	(25)	28%	(53)	28%	(52)	27%	(51)	3%	(6)	186
PID/Gender: Rep Women	17%	(21)	31%	(39)	25%	(31)	20%	(25)	7%	(8)	124
Ideo: Liberal (1-3)	25%	(103)	36%	(147)	20%	(80)	16%	(65)	3%	(10)	406
Ideo: Moderate (4)	12%	(41)	37%	(125)	26%	(88)	20%	(67)	5%	(17)	339
Ideo: Conservative (5-7)	17%	(59)	25%	(87)	25%	(86)	29%	(99)	4%	(15)	346
Educ: < College	19%	(130)	32%	(224)	21%	(145)	22%	(154)	6%	(43)	696
Educ: Bachelors degree	19%	(56)	36%	(110)	26%	(79)	16%	(48)	3%	(9)	302
Educ: Post-grad	19%	(32)	33%	(57)	24%	(41)	20%	(34)	5%	(9)	174
Income: Under 50k	18%	(100)	32%	(181)	22%	(126)	22%	(126)	7%	(39)	573
Income: 50k-100k	18%	(67)	34%	(128)	24%	(91)	19%	(73)	4%	(16)	375
Income: 100k+	23%	(51)	36%	(81)	22%	(48)	16%	(36)	3%	(6)	224
Ethnicity: White	18%	(155)	32%	(284)	23%	(204)	22%	(188)	5%	(42)	874
Ethnicity: Hispanic	29%	(67)	33%	(77)	16%	(38)	18%	(42)	4%	(10)	234

Table MCSP2_3: *How interested are you in the following types of podcasts?*
Pop culture

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(219)	33%	(390)	23%	(266)	20%	(236)	5%	(61)	1172
Ethnicity: Black	21%	(35)	38%	(64)	21%	(36)	13%	(21)	7%	(13)	169
Ethnicity: Other	22%	(28)	33%	(43)	20%	(26)	21%	(26)	5%	(6)	129
All Christian	21%	(108)	34%	(177)	23%	(118)	21%	(107)	2%	(13)	523
All Non-Christian	24%	(19)	38%	(30)	20%	(16)	14%	(11)	5%	(4)	78
Agnostic/Nothing in particular	16%	(50)	34%	(106)	23%	(69)	17%	(53)	9%	(29)	306
Something Else	17%	(36)	30%	(65)	22%	(47)	25%	(55)	6%	(14)	217
Religious Non-Protestant/Catholic	24%	(23)	36%	(34)	23%	(22)	13%	(12)	5%	(4)	96
Evangelical	20%	(59)	29%	(87)	24%	(73)	23%	(68)	4%	(13)	300
Non-Evangelical	19%	(79)	36%	(147)	21%	(85)	22%	(91)	3%	(11)	413
Community: Urban	25%	(97)	38%	(150)	19%	(75)	13%	(50)	5%	(21)	392
Community: Suburban	17%	(83)	31%	(156)	25%	(124)	23%	(116)	5%	(25)	504
Community: Rural	14%	(38)	31%	(84)	24%	(67)	25%	(70)	6%	(16)	275
Employ: Private Sector	21%	(100)	40%	(189)	20%	(96)	15%	(72)	3%	(15)	473
Employ: Government	18%	(14)	34%	(27)	21%	(16)	16%	(13)	10%	(8)	78
Employ: Self-Employed	27%	(32)	28%	(33)	16%	(19)	21%	(25)	7%	(8)	117
Employ: Homemaker	21%	(19)	36%	(33)	18%	(16)	21%	(19)	4%	(4)	90
Employ: Retired	4%	(8)	24%	(50)	38%	(77)	31%	(63)	3%	(7)	206
Employ: Unemployed	21%	(24)	22%	(26)	20%	(24)	28%	(33)	8%	(10)	117
Employ: Other	21%	(12)	45%	(26)	8%	(5)	12%	(7)	14%	(8)	57
Military HH: Yes	18%	(28)	19%	(29)	31%	(48)	29%	(44)	2%	(2)	152
Military HH: No	19%	(191)	35%	(361)	21%	(218)	19%	(191)	6%	(59)	1020
RD/WT: Right Direction	27%	(111)	40%	(167)	16%	(68)	13%	(56)	4%	(16)	419
RD/WT: Wrong Track	14%	(108)	30%	(223)	26%	(198)	24%	(179)	6%	(45)	753
Biden Job Approve	23%	(131)	36%	(206)	21%	(119)	16%	(94)	4%	(24)	574
Biden Job Disapprove	15%	(81)	31%	(170)	25%	(138)	24%	(131)	4%	(24)	545
Biden Job Strongly Approve	31%	(79)	34%	(87)	16%	(42)	15%	(39)	4%	(10)	258
Biden Job Somewhat Approve	16%	(52)	37%	(118)	24%	(77)	17%	(55)	4%	(14)	316
Biden Job Somewhat Disapprove	15%	(25)	43%	(75)	24%	(42)	13%	(23)	4%	(8)	173
Biden Job Strongly Disapprove	15%	(56)	26%	(96)	26%	(96)	29%	(108)	5%	(17)	373

Table MCSP2_3: *How interested are you in the following types of podcasts?*
Pop culture

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(219)	33%	(390)	23%	(266)	20%	(236)	5%	(61)	1172
Favorable of Biden	22%	(126)	37%	(210)	20%	(115)	17%	(95)	4%	(22)	568
Unfavorable of Biden	15%	(85)	30%	(165)	25%	(139)	24%	(134)	5%	(28)	551
Very Favorable of Biden	30%	(80)	35%	(95)	19%	(52)	13%	(36)	2%	(6)	269
Somewhat Favorable of Biden	16%	(47)	38%	(115)	21%	(63)	20%	(59)	5%	(16)	299
Somewhat Unfavorable of Biden	15%	(24)	38%	(60)	26%	(40)	15%	(23)	6%	(9)	156
Very Unfavorable of Biden	16%	(61)	27%	(105)	25%	(99)	28%	(111)	5%	(19)	395
#1 Issue: Economy	17%	(80)	35%	(163)	22%	(106)	22%	(102)	4%	(20)	471
#1 Issue: Security	15%	(21)	29%	(41)	27%	(38)	23%	(32)	5%	(7)	139
#1 Issue: Health Care	20%	(14)	44%	(32)	17%	(13)	12%	(9)	7%	(5)	72
#1 Issue: Medicare / Social Security	15%	(12)	23%	(18)	30%	(23)	25%	(19)	6%	(4)	76
#1 Issue: Women's Issues	23%	(48)	30%	(64)	19%	(40)	20%	(43)	8%	(18)	214
#1 Issue: Energy	24%	(26)	34%	(38)	23%	(26)	15%	(17)	3%	(4)	110
#1 Issue: Other	9%	(5)	29%	(15)	35%	(19)	23%	(12)	4%	(2)	53
2020 Vote: Joe Biden	21%	(123)	37%	(213)	22%	(128)	16%	(92)	4%	(22)	578
2020 Vote: Donald Trump	15%	(55)	28%	(101)	26%	(94)	27%	(99)	4%	(14)	364
2020 Vote: Didn't Vote	20%	(39)	32%	(63)	18%	(35)	17%	(34)	12%	(24)	194
2018 House Vote: Democrat	22%	(103)	37%	(175)	22%	(106)	16%	(75)	4%	(20)	480
2018 House Vote: Republican	15%	(48)	29%	(90)	26%	(80)	27%	(84)	3%	(9)	311
2016 Vote: Hillary Clinton	23%	(97)	38%	(162)	21%	(91)	15%	(66)	3%	(13)	429
2016 Vote: Donald Trump	13%	(44)	31%	(104)	27%	(92)	26%	(88)	3%	(11)	339
2016 Vote: Didn't Vote	21%	(74)	32%	(114)	19%	(67)	19%	(69)	9%	(33)	358
Voted in 2014: Yes	18%	(126)	34%	(237)	24%	(167)	21%	(145)	3%	(23)	699
Voted in 2014: No	20%	(93)	32%	(153)	21%	(99)	19%	(91)	8%	(38)	473
4-Region: Northeast	26%	(52)	35%	(70)	20%	(41)	15%	(29)	4%	(8)	200
4-Region: Midwest	14%	(34)	27%	(64)	26%	(63)	25%	(60)	7%	(18)	238
4-Region: South	16%	(74)	34%	(156)	22%	(101)	22%	(98)	6%	(25)	454
4-Region: West	21%	(58)	36%	(100)	22%	(61)	18%	(49)	4%	(10)	279
Listened to Podcasts in the Last Month	19%	(219)	33%	(390)	23%	(266)	20%	(236)	5%	(61)	1172
Sports Fan	21%	(185)	35%	(308)	23%	(200)	17%	(147)	5%	(47)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_4: *How interested are you in the following types of podcasts?*

Game show

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(189)	24%	(279)	24%	(280)	30%	(357)	6%	(66)	1172
Gender: Male	18%	(109)	26%	(160)	22%	(137)	30%	(188)	4%	(25)	620
Gender: Female	15%	(80)	22%	(119)	26%	(142)	31%	(169)	7%	(41)	552
Age: 18-34	21%	(89)	25%	(102)	24%	(99)	23%	(94)	7%	(31)	414
Age: 35-44	21%	(50)	30%	(72)	18%	(43)	25%	(60)	6%	(14)	239
Age: 45-64	13%	(45)	21%	(74)	26%	(89)	36%	(124)	4%	(14)	346
Age: 65+	4%	(6)	18%	(30)	28%	(49)	46%	(80)	4%	(7)	173
GenZers: 1997-2012	14%	(19)	22%	(31)	29%	(41)	26%	(36)	9%	(12)	140
Millennials: 1981-1996	24%	(106)	27%	(116)	21%	(89)	22%	(97)	6%	(28)	436
GenXers: 1965-1980	16%	(44)	24%	(68)	24%	(68)	32%	(89)	5%	(14)	283
Baby Boomers: 1946-1964	7%	(21)	20%	(60)	26%	(79)	43%	(127)	4%	(12)	298
PID: Dem (no lean)	21%	(107)	24%	(123)	24%	(120)	25%	(127)	5%	(24)	501
PID: Ind (no lean)	11%	(38)	23%	(81)	24%	(85)	36%	(130)	7%	(27)	361
PID: Rep (no lean)	14%	(44)	24%	(75)	24%	(74)	32%	(100)	5%	(16)	310
PID/Gender: Dem Men	27%	(73)	26%	(71)	21%	(56)	22%	(61)	3%	(9)	271
PID/Gender: Dem Women	15%	(33)	22%	(51)	28%	(64)	29%	(67)	6%	(15)	230
PID/Gender: Ind Men	8%	(13)	24%	(39)	25%	(40)	38%	(63)	5%	(9)	164
PID/Gender: Ind Women	13%	(25)	21%	(42)	23%	(45)	34%	(67)	9%	(18)	197
PID/Gender: Rep Men	12%	(23)	26%	(49)	22%	(40)	35%	(65)	4%	(8)	186
PID/Gender: Rep Women	17%	(22)	21%	(26)	27%	(34)	28%	(35)	6%	(8)	124
Ideo: Liberal (1-3)	22%	(88)	22%	(89)	22%	(91)	30%	(122)	4%	(16)	406
Ideo: Moderate (4)	12%	(41)	26%	(87)	29%	(97)	28%	(93)	6%	(20)	339
Ideo: Conservative (5-7)	14%	(47)	25%	(85)	21%	(72)	36%	(124)	5%	(18)	346
Educ: < College	16%	(110)	24%	(170)	23%	(163)	30%	(209)	6%	(44)	696
Educ: Bachelors degree	14%	(42)	24%	(73)	23%	(71)	34%	(103)	4%	(13)	302
Educ: Post-grad	22%	(38)	21%	(36)	26%	(46)	26%	(45)	5%	(9)	174
Income: Under 50k	15%	(88)	26%	(146)	22%	(127)	30%	(173)	7%	(38)	573
Income: 50k-100k	15%	(57)	20%	(75)	25%	(92)	34%	(128)	6%	(23)	375
Income: 100k+	20%	(44)	26%	(58)	27%	(60)	25%	(56)	2%	(6)	224
Ethnicity: White	15%	(128)	24%	(208)	24%	(209)	32%	(280)	6%	(49)	874
Ethnicity: Hispanic	22%	(51)	23%	(55)	22%	(52)	28%	(66)	4%	(9)	234

Table MCSP2_4: *How interested are you in the following types of podcasts?*
Game show

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(189)	24%	(279)	24%	(280)	30%	(357)	6%	(66)	1172
Ethnicity: Black	26%	(44)	28%	(48)	19%	(32)	21%	(35)	6%	(10)	169
Ethnicity: Other	13%	(17)	18%	(23)	30%	(39)	33%	(42)	6%	(8)	129
All Christian	18%	(96)	26%	(134)	25%	(129)	28%	(148)	3%	(17)	523
All Non-Christian	28%	(22)	22%	(17)	16%	(12)	29%	(23)	6%	(5)	78
Agnostic/Nothing in particular	11%	(33)	20%	(62)	28%	(86)	34%	(104)	7%	(22)	306
Something Else	17%	(36)	27%	(59)	20%	(44)	27%	(59)	9%	(20)	217
Religious Non-Protestant/Catholic	24%	(23)	22%	(21)	17%	(16)	31%	(30)	5%	(5)	96
Evangelical	20%	(61)	26%	(77)	24%	(72)	23%	(70)	6%	(18)	300
Non-Evangelical	16%	(65)	26%	(109)	23%	(95)	31%	(128)	4%	(16)	413
Community: Urban	26%	(101)	26%	(103)	19%	(73)	24%	(92)	6%	(22)	392
Community: Suburban	10%	(50)	22%	(113)	28%	(141)	35%	(176)	5%	(24)	504
Community: Rural	14%	(38)	23%	(63)	24%	(65)	32%	(89)	7%	(19)	275
Employ: Private Sector	20%	(96)	26%	(123)	23%	(107)	27%	(128)	4%	(19)	473
Employ: Government	12%	(9)	31%	(24)	27%	(21)	24%	(19)	5%	(4)	78
Employ: Self-Employed	22%	(26)	22%	(25)	17%	(21)	30%	(35)	8%	(10)	117
Employ: Homemaker	6%	(6)	20%	(18)	34%	(30)	32%	(29)	9%	(8)	90
Employ: Retired	7%	(14)	22%	(46)	26%	(53)	42%	(86)	4%	(7)	206
Employ: Unemployed	22%	(25)	18%	(21)	19%	(22)	32%	(38)	9%	(11)	117
Employ: Other	17%	(10)	27%	(16)	21%	(12)	24%	(14)	10%	(6)	57
Military HH: Yes	19%	(29)	21%	(33)	21%	(32)	34%	(51)	5%	(8)	152
Military HH: No	16%	(161)	24%	(247)	24%	(248)	30%	(306)	6%	(58)	1020
RD/WT: Right Direction	26%	(107)	27%	(113)	20%	(83)	22%	(92)	6%	(25)	419
RD/WT: Wrong Track	11%	(82)	22%	(167)	26%	(197)	35%	(266)	5%	(41)	753
Biden Job Approve	22%	(124)	23%	(131)	24%	(138)	27%	(153)	5%	(28)	574
Biden Job Disapprove	11%	(60)	25%	(135)	24%	(132)	35%	(191)	5%	(27)	545
Biden Job Strongly Approve	31%	(81)	20%	(50)	21%	(53)	25%	(64)	4%	(9)	258
Biden Job Somewhat Approve	14%	(43)	26%	(81)	27%	(85)	28%	(89)	6%	(19)	316
Biden Job Somewhat Disapprove	9%	(15)	25%	(43)	29%	(50)	33%	(56)	5%	(9)	173
Biden Job Strongly Disapprove	12%	(45)	25%	(92)	22%	(82)	36%	(135)	5%	(18)	373

Table MCSP2_4: *How interested are you in the following types of podcasts?*
Game show

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(189)	24%	(279)	24%	(280)	30%	(357)	6%	(66)	1172
Favorable of Biden	21%	(121)	23%	(128)	23%	(132)	28%	(156)	5%	(30)	568
Unfavorable of Biden	12%	(64)	25%	(135)	24%	(133)	35%	(192)	5%	(27)	551
Very Favorable of Biden	29%	(78)	20%	(54)	21%	(57)	26%	(71)	3%	(9)	269
Somewhat Favorable of Biden	15%	(43)	25%	(74)	25%	(75)	29%	(85)	7%	(21)	299
Somewhat Unfavorable of Biden	11%	(16)	23%	(36)	30%	(47)	32%	(50)	4%	(6)	156
Very Unfavorable of Biden	12%	(47)	25%	(99)	22%	(86)	36%	(142)	5%	(21)	395
#1 Issue: Economy	14%	(66)	25%	(118)	25%	(116)	32%	(152)	4%	(20)	471
#1 Issue: Security	22%	(30)	24%	(34)	18%	(26)	30%	(42)	5%	(8)	139
#1 Issue: Health Care	24%	(17)	32%	(23)	18%	(13)	22%	(16)	4%	(3)	72
#1 Issue: Medicare / Social Security	10%	(8)	28%	(22)	24%	(18)	34%	(26)	4%	(3)	76
#1 Issue: Women's Issues	17%	(36)	16%	(35)	24%	(51)	32%	(68)	11%	(24)	214
#1 Issue: Energy	16%	(17)	27%	(30)	27%	(30)	27%	(29)	3%	(4)	110
#1 Issue: Other	5%	(2)	15%	(8)	29%	(15)	41%	(21)	11%	(6)	53
2020 Vote: Joe Biden	18%	(107)	23%	(133)	25%	(145)	28%	(162)	6%	(32)	578
2020 Vote: Donald Trump	14%	(52)	24%	(86)	24%	(88)	34%	(122)	4%	(16)	364
2020 Vote: Didn't Vote	15%	(29)	28%	(54)	19%	(36)	30%	(58)	9%	(18)	194
2018 House Vote: Democrat	20%	(97)	22%	(106)	23%	(111)	30%	(143)	5%	(24)	480
2018 House Vote: Republican	14%	(43)	24%	(74)	24%	(75)	35%	(109)	3%	(11)	311
2016 Vote: Hillary Clinton	20%	(86)	22%	(96)	25%	(106)	28%	(121)	5%	(20)	429
2016 Vote: Donald Trump	13%	(43)	26%	(89)	22%	(76)	35%	(119)	4%	(12)	339
2016 Vote: Didn't Vote	16%	(56)	25%	(88)	23%	(81)	28%	(102)	9%	(31)	358
Voted in 2014: Yes	17%	(120)	22%	(155)	24%	(170)	33%	(228)	4%	(27)	699
Voted in 2014: No	15%	(70)	26%	(124)	23%	(110)	27%	(130)	8%	(40)	473
4-Region: Northeast	20%	(40)	19%	(38)	25%	(49)	29%	(59)	7%	(14)	200
4-Region: Midwest	12%	(28)	21%	(50)	27%	(64)	36%	(85)	5%	(11)	238
4-Region: South	18%	(82)	27%	(122)	20%	(91)	30%	(134)	6%	(26)	454
4-Region: West	14%	(40)	25%	(69)	27%	(76)	28%	(79)	6%	(16)	279
Listened to Podcasts in the Last Month	16%	(189)	24%	(279)	24%	(280)	30%	(357)	6%	(66)	1172
Sports Fan	18%	(163)	27%	(241)	23%	(201)	26%	(232)	6%	(49)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_5: *How interested are you in the following types of podcasts?*

Scripted drama

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(188)	30%	(353)	25%	(294)	24%	(277)	5%	(59)	1172
Gender: Male	16%	(97)	29%	(181)	26%	(159)	26%	(160)	4%	(24)	620
Gender: Female	17%	(91)	31%	(172)	24%	(135)	21%	(118)	6%	(35)	552
Age: 18-34	20%	(81)	25%	(102)	28%	(116)	21%	(86)	7%	(29)	414
Age: 35-44	17%	(42)	38%	(90)	21%	(50)	20%	(48)	4%	(10)	239
Age: 45-64	15%	(51)	35%	(120)	22%	(77)	24%	(84)	4%	(13)	346
Age: 65+	8%	(15)	23%	(41)	30%	(51)	34%	(59)	4%	(7)	173
GenZers: 1997-2012	13%	(18)	16%	(22)	34%	(47)	28%	(39)	9%	(13)	140
Millennials: 1981-1996	21%	(93)	32%	(141)	23%	(102)	18%	(78)	5%	(22)	436
GenXers: 1965-1980	16%	(45)	37%	(106)	22%	(61)	22%	(61)	3%	(10)	283
Baby Boomers: 1946-1964	10%	(31)	27%	(81)	25%	(75)	33%	(97)	5%	(14)	298
PID: Dem (no lean)	21%	(108)	35%	(175)	23%	(113)	17%	(85)	4%	(20)	501
PID: Ind (no lean)	11%	(40)	27%	(99)	26%	(94)	28%	(99)	8%	(29)	361
PID: Rep (no lean)	13%	(41)	26%	(79)	28%	(87)	30%	(93)	3%	(10)	310
PID/Gender: Dem Men	24%	(64)	34%	(91)	21%	(57)	19%	(51)	3%	(8)	271
PID/Gender: Dem Women	19%	(43)	36%	(84)	25%	(57)	15%	(34)	5%	(12)	230
PID/Gender: Ind Men	8%	(13)	28%	(45)	30%	(48)	28%	(46)	7%	(12)	164
PID/Gender: Ind Women	14%	(27)	27%	(54)	23%	(45)	27%	(54)	9%	(18)	197
PID/Gender: Rep Men	10%	(19)	24%	(44)	29%	(54)	34%	(64)	2%	(4)	186
PID/Gender: Rep Women	17%	(21)	28%	(35)	27%	(33)	24%	(30)	4%	(5)	124
Ideo: Liberal (1-3)	21%	(87)	35%	(142)	23%	(95)	17%	(69)	3%	(12)	406
Ideo: Moderate (4)	13%	(45)	28%	(96)	28%	(95)	24%	(81)	6%	(22)	339
Ideo: Conservative (5-7)	15%	(51)	26%	(91)	24%	(83)	32%	(109)	3%	(11)	346
Educ: < College	14%	(99)	30%	(205)	24%	(166)	27%	(188)	5%	(38)	696
Educ: Bachelors degree	18%	(55)	30%	(90)	27%	(83)	20%	(61)	4%	(13)	302
Educ: Post-grad	20%	(34)	33%	(57)	26%	(45)	16%	(28)	5%	(9)	174
Income: Under 50k	14%	(80)	29%	(165)	26%	(146)	25%	(144)	7%	(38)	573
Income: 50k-100k	16%	(62)	30%	(111)	24%	(90)	25%	(95)	5%	(17)	375
Income: 100k+	21%	(47)	34%	(77)	26%	(59)	17%	(38)	2%	(4)	224
Ethnicity: White	16%	(140)	30%	(263)	25%	(223)	24%	(207)	5%	(41)	874
Ethnicity: Hispanic	21%	(49)	25%	(57)	28%	(66)	23%	(54)	3%	(7)	234

Table MCSP2_5: *How interested are you in the following types of podcasts?*
Scripted drama

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(188)	30%	(353)	25%	(294)	24%	(277)	5%	(59)	1172
Ethnicity: Black	20%	(35)	35%	(59)	22%	(37)	16%	(27)	7%	(12)	169
Ethnicity: Other	11%	(14)	24%	(31)	27%	(34)	34%	(43)	5%	(6)	129
All Christian	17%	(87)	32%	(167)	25%	(131)	23%	(121)	3%	(17)	523
All Non-Christian	22%	(17)	35%	(28)	17%	(13)	23%	(18)	3%	(2)	78
Agnostic/Nothing in particular	14%	(44)	26%	(81)	29%	(88)	22%	(68)	8%	(25)	306
Something Else	17%	(37)	28%	(61)	23%	(50)	26%	(55)	6%	(13)	217
Religious Non-Protestant/Catholic	19%	(18)	34%	(33)	21%	(20)	22%	(22)	4%	(4)	96
Evangelical	19%	(56)	29%	(87)	27%	(82)	22%	(65)	3%	(10)	300
Non-Evangelical	16%	(66)	32%	(134)	22%	(91)	25%	(105)	4%	(18)	413
Community: Urban	24%	(93)	31%	(122)	23%	(91)	18%	(71)	4%	(15)	392
Community: Suburban	13%	(66)	30%	(149)	27%	(136)	25%	(127)	5%	(25)	504
Community: Rural	10%	(29)	30%	(82)	24%	(67)	29%	(79)	7%	(19)	275
Employ: Private Sector	22%	(104)	30%	(142)	26%	(124)	19%	(90)	3%	(13)	473
Employ: Government	9%	(7)	26%	(20)	29%	(23)	29%	(23)	7%	(5)	78
Employ: Self-Employed	16%	(18)	38%	(44)	16%	(19)	23%	(27)	8%	(9)	117
Employ: Homemaker	10%	(9)	28%	(25)	28%	(25)	29%	(26)	6%	(5)	90
Employ: Retired	6%	(13)	30%	(62)	31%	(64)	29%	(60)	4%	(8)	206
Employ: Unemployed	21%	(24)	22%	(26)	17%	(20)	30%	(35)	11%	(12)	117
Employ: Other	11%	(6)	39%	(22)	21%	(12)	17%	(10)	11%	(6)	57
Military HH: Yes	14%	(21)	28%	(43)	27%	(41)	28%	(42)	3%	(5)	152
Military HH: No	16%	(168)	30%	(310)	25%	(253)	23%	(235)	5%	(54)	1020
RD/WT: Right Direction	23%	(95)	33%	(138)	23%	(98)	17%	(70)	4%	(17)	419
RD/WT: Wrong Track	12%	(93)	28%	(214)	26%	(197)	27%	(207)	6%	(42)	753
Biden Job Approve	20%	(113)	34%	(197)	24%	(138)	19%	(107)	3%	(19)	574
Biden Job Disapprove	13%	(72)	27%	(147)	27%	(145)	29%	(157)	5%	(25)	545
Biden Job Strongly Approve	28%	(73)	32%	(82)	21%	(54)	17%	(43)	3%	(7)	258
Biden Job Somewhat Approve	13%	(40)	37%	(116)	26%	(83)	20%	(64)	4%	(12)	316
Biden Job Somewhat Disapprove	11%	(19)	34%	(59)	29%	(50)	23%	(39)	3%	(5)	173
Biden Job Strongly Disapprove	14%	(52)	24%	(88)	25%	(94)	32%	(119)	5%	(20)	373

Table MCSP2_5: *How interested are you in the following types of podcasts?*
Scripted drama

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(188)	30%	(353)	25%	(294)	24%	(277)	5%	(59)	1172
Favorable of Biden	20%	(112)	34%	(194)	23%	(129)	20%	(111)	4%	(21)	568
Unfavorable of Biden	13%	(72)	27%	(148)	27%	(151)	28%	(156)	5%	(25)	551
Very Favorable of Biden	26%	(70)	33%	(90)	22%	(58)	16%	(44)	2%	(7)	269
Somewhat Favorable of Biden	14%	(42)	35%	(104)	24%	(71)	23%	(67)	5%	(15)	299
Somewhat Unfavorable of Biden	11%	(18)	35%	(55)	31%	(48)	18%	(29)	5%	(7)	156
Very Unfavorable of Biden	14%	(54)	24%	(93)	26%	(103)	32%	(127)	5%	(18)	395
#1 Issue: Economy	16%	(75)	28%	(134)	26%	(121)	26%	(123)	4%	(18)	471
#1 Issue: Security	17%	(24)	31%	(43)	20%	(29)	28%	(40)	3%	(4)	139
#1 Issue: Health Care	22%	(16)	43%	(31)	21%	(15)	10%	(7)	5%	(3)	72
#1 Issue: Medicare / Social Security	9%	(7)	28%	(21)	28%	(22)	27%	(20)	8%	(6)	76
#1 Issue: Women's Issues	17%	(37)	29%	(62)	22%	(47)	23%	(49)	9%	(19)	214
#1 Issue: Energy	11%	(12)	34%	(38)	35%	(38)	15%	(17)	4%	(5)	110
#1 Issue: Other	13%	(7)	25%	(13)	31%	(16)	27%	(14)	4%	(2)	53
2020 Vote: Joe Biden	20%	(116)	34%	(199)	24%	(140)	18%	(103)	4%	(20)	578
2020 Vote: Donald Trump	14%	(51)	28%	(100)	25%	(91)	30%	(108)	4%	(14)	364
2020 Vote: Didn't Vote	10%	(19)	24%	(47)	24%	(47)	29%	(56)	13%	(25)	194
2018 House Vote: Democrat	22%	(107)	34%	(162)	23%	(109)	17%	(84)	4%	(19)	480
2018 House Vote: Republican	12%	(37)	28%	(88)	26%	(82)	31%	(95)	3%	(8)	311
2016 Vote: Hillary Clinton	22%	(96)	35%	(151)	23%	(98)	16%	(70)	3%	(14)	429
2016 Vote: Donald Trump	13%	(43)	30%	(102)	25%	(85)	28%	(97)	4%	(12)	339
2016 Vote: Didn't Vote	12%	(42)	25%	(91)	27%	(95)	28%	(99)	9%	(30)	358
Voted in 2014: Yes	18%	(125)	31%	(215)	25%	(173)	23%	(160)	3%	(24)	699
Voted in 2014: No	13%	(63)	29%	(138)	26%	(121)	25%	(117)	7%	(35)	473
4-Region: Northeast	25%	(51)	30%	(61)	22%	(44)	20%	(40)	3%	(5)	200
4-Region: Midwest	14%	(34)	24%	(57)	27%	(64)	30%	(72)	5%	(11)	238
4-Region: South	14%	(63)	31%	(141)	23%	(103)	26%	(118)	7%	(30)	454
4-Region: West	15%	(41)	34%	(95)	30%	(83)	17%	(47)	4%	(13)	279
Listened to Podcasts in the Last Month	16%	(188)	30%	(353)	25%	(294)	24%	(277)	5%	(59)	1172
Sports Fan	19%	(168)	31%	(276)	25%	(220)	21%	(182)	5%	(41)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_6: *How interested are you in the following types of podcasts?*
Scripted comedy

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(236)	36%	(426)	20%	(232)	18%	(212)	6%	(67)	1172
Gender: Male	22%	(136)	38%	(234)	20%	(126)	16%	(102)	4%	(22)	620
Gender: Female	18%	(100)	35%	(192)	19%	(106)	20%	(110)	8%	(44)	552
Age: 18-34	25%	(106)	34%	(139)	20%	(81)	13%	(54)	8%	(34)	414
Age: 35-44	23%	(55)	42%	(99)	16%	(39)	15%	(36)	4%	(10)	239
Age: 45-64	18%	(63)	40%	(137)	18%	(61)	20%	(70)	4%	(15)	346
Age: 65+	7%	(13)	29%	(50)	30%	(51)	30%	(51)	4%	(8)	173
GenZers: 1997-2012	25%	(34)	28%	(39)	20%	(28)	16%	(22)	12%	(16)	140
Millennials: 1981-1996	25%	(109)	39%	(168)	18%	(78)	12%	(54)	6%	(26)	436
GenXers: 1965-1980	21%	(59)	40%	(113)	18%	(51)	18%	(52)	3%	(8)	283
Baby Boomers: 1946-1964	11%	(31)	33%	(98)	24%	(71)	27%	(80)	6%	(17)	298
PID: Dem (no lean)	22%	(112)	40%	(201)	19%	(94)	12%	(63)	6%	(31)	501
PID: Ind (no lean)	19%	(70)	32%	(114)	19%	(68)	24%	(87)	6%	(22)	361
PID: Rep (no lean)	17%	(54)	36%	(110)	23%	(70)	20%	(62)	4%	(13)	310
PID/Gender: Dem Men	26%	(71)	41%	(111)	18%	(50)	12%	(32)	3%	(7)	271
PID/Gender: Dem Women	18%	(41)	39%	(91)	19%	(44)	13%	(30)	11%	(24)	230
PID/Gender: Ind Men	20%	(33)	33%	(54)	20%	(32)	21%	(35)	6%	(10)	164
PID/Gender: Ind Women	19%	(38)	30%	(60)	18%	(36)	27%	(52)	6%	(12)	197
PID/Gender: Rep Men	18%	(33)	37%	(69)	24%	(44)	19%	(35)	3%	(5)	186
PID/Gender: Rep Women	17%	(21)	33%	(41)	21%	(26)	22%	(28)	6%	(8)	124
Ideo: Liberal (1-3)	24%	(98)	40%	(163)	16%	(66)	15%	(62)	4%	(16)	406
Ideo: Moderate (4)	18%	(59)	37%	(124)	21%	(70)	19%	(64)	6%	(22)	339
Ideo: Conservative (5-7)	18%	(62)	33%	(113)	22%	(77)	23%	(78)	5%	(16)	346
Educ: < College	21%	(143)	36%	(251)	18%	(123)	19%	(133)	7%	(46)	696
Educ: Bachelors degree	16%	(50)	40%	(120)	23%	(69)	17%	(51)	4%	(12)	302
Educ: Post-grad	25%	(43)	31%	(54)	23%	(40)	16%	(28)	4%	(8)	174
Income: Under 50k	20%	(115)	35%	(200)	18%	(105)	19%	(111)	7%	(42)	573
Income: 50k-100k	17%	(63)	37%	(140)	21%	(81)	19%	(72)	5%	(20)	375
Income: 100k+	26%	(58)	38%	(86)	21%	(46)	13%	(29)	2%	(5)	224
Ethnicity: White	20%	(171)	37%	(324)	20%	(174)	19%	(165)	4%	(39)	874
Ethnicity: Hispanic	26%	(61)	35%	(82)	13%	(31)	20%	(46)	6%	(13)	234

Table MCSP2_6: *How interested are you in the following types of podcasts?*
Scripted comedy

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(236)	36%	(426)	20%	(232)	18%	(212)	6%	(67)	1172
Ethnicity: Black	23%	(39)	37%	(62)	21%	(35)	9%	(16)	10%	(17)	169
Ethnicity: Other	19%	(25)	31%	(40)	17%	(22)	24%	(31)	8%	(10)	129
All Christian	20%	(107)	38%	(199)	20%	(103)	18%	(97)	3%	(17)	523
All Non-Christian	27%	(21)	33%	(26)	22%	(17)	15%	(12)	3%	(3)	78
Agnostic/Nothing in particular	18%	(55)	37%	(114)	20%	(62)	16%	(48)	9%	(28)	306
Something Else	20%	(43)	31%	(67)	21%	(45)	21%	(46)	8%	(17)	217
Religious Non-Protestant/Catholic	25%	(24)	32%	(31)	24%	(23)	16%	(15)	3%	(3)	96
Evangelical	22%	(66)	35%	(106)	20%	(60)	18%	(54)	5%	(14)	300
Non-Evangelical	19%	(79)	37%	(152)	20%	(81)	20%	(83)	4%	(17)	413
Community: Urban	24%	(95)	41%	(163)	16%	(65)	14%	(53)	4%	(17)	392
Community: Suburban	20%	(100)	33%	(167)	22%	(110)	20%	(100)	5%	(27)	504
Community: Rural	15%	(41)	35%	(96)	21%	(57)	21%	(59)	8%	(22)	275
Employ: Private Sector	23%	(109)	41%	(192)	18%	(85)	15%	(71)	3%	(15)	473
Employ: Government	23%	(18)	27%	(21)	20%	(16)	16%	(12)	14%	(11)	78
Employ: Self-Employed	32%	(37)	30%	(35)	15%	(18)	14%	(17)	9%	(11)	117
Employ: Homemaker	13%	(12)	36%	(33)	16%	(15)	31%	(28)	4%	(4)	90
Employ: Retired	9%	(18)	32%	(66)	31%	(63)	24%	(49)	5%	(10)	206
Employ: Unemployed	21%	(24)	35%	(41)	18%	(21)	18%	(21)	9%	(11)	117
Employ: Other	19%	(11)	47%	(27)	12%	(7)	11%	(7)	11%	(6)	57
Military HH: Yes	20%	(30)	32%	(48)	28%	(42)	18%	(28)	3%	(4)	152
Military HH: No	20%	(206)	37%	(378)	19%	(190)	18%	(184)	6%	(63)	1020
RD/WT: Right Direction	27%	(111)	41%	(173)	14%	(60)	13%	(54)	5%	(21)	419
RD/WT: Wrong Track	17%	(125)	34%	(253)	23%	(172)	21%	(158)	6%	(45)	753
Biden Job Approve	22%	(127)	42%	(240)	16%	(93)	15%	(87)	5%	(27)	574
Biden Job Disapprove	19%	(103)	32%	(176)	23%	(123)	21%	(115)	5%	(28)	545
Biden Job Strongly Approve	27%	(71)	42%	(108)	14%	(37)	13%	(33)	4%	(10)	258
Biden Job Somewhat Approve	18%	(57)	42%	(132)	18%	(56)	17%	(54)	5%	(17)	316
Biden Job Somewhat Disapprove	20%	(34)	33%	(57)	29%	(50)	15%	(26)	3%	(5)	173
Biden Job Strongly Disapprove	18%	(69)	32%	(119)	20%	(73)	24%	(88)	6%	(23)	373

Table MCSP2_6: *How interested are you in the following types of podcasts?*
Scripted comedy

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(236)	36%	(426)	20%	(232)	18%	(212)	6%	(67)	1172
Favorable of Biden	22%	(125)	42%	(239)	16%	(89)	15%	(87)	5%	(28)	568
Unfavorable of Biden	19%	(105)	32%	(177)	23%	(127)	21%	(116)	5%	(27)	551
Very Favorable of Biden	24%	(65)	46%	(124)	14%	(37)	13%	(36)	2%	(6)	269
Somewhat Favorable of Biden	20%	(60)	38%	(115)	17%	(52)	17%	(51)	7%	(21)	299
Somewhat Unfavorable of Biden	23%	(37)	33%	(52)	28%	(44)	12%	(19)	3%	(5)	156
Very Unfavorable of Biden	17%	(68)	31%	(124)	21%	(84)	24%	(97)	6%	(22)	395
#1 Issue: Economy	21%	(99)	35%	(163)	20%	(96)	20%	(94)	4%	(19)	471
#1 Issue: Security	19%	(26)	34%	(47)	23%	(32)	21%	(30)	3%	(4)	139
#1 Issue: Health Care	39%	(28)	35%	(25)	11%	(8)	10%	(7)	5%	(3)	72
#1 Issue: Medicare / Social Security	8%	(6)	45%	(34)	21%	(16)	17%	(13)	9%	(7)	76
#1 Issue: Women's Issues	17%	(36)	34%	(73)	18%	(37)	20%	(43)	11%	(24)	214
#1 Issue: Energy	20%	(22)	46%	(51)	19%	(21)	11%	(12)	4%	(4)	110
#1 Issue: Other	8%	(4)	35%	(19)	32%	(17)	18%	(10)	7%	(3)	53
2020 Vote: Joe Biden	21%	(120)	40%	(230)	20%	(114)	14%	(83)	5%	(31)	578
2020 Vote: Donald Trump	19%	(67)	34%	(122)	20%	(72)	23%	(85)	5%	(17)	364
2020 Vote: Didn't Vote	24%	(46)	32%	(62)	19%	(37)	16%	(32)	9%	(18)	194
2018 House Vote: Democrat	21%	(102)	39%	(189)	19%	(93)	15%	(70)	6%	(27)	480
2018 House Vote: Republican	19%	(59)	36%	(112)	20%	(61)	22%	(69)	3%	(10)	311
2016 Vote: Hillary Clinton	24%	(102)	39%	(167)	20%	(86)	13%	(55)	4%	(18)	429
2016 Vote: Donald Trump	16%	(54)	38%	(128)	19%	(64)	23%	(79)	4%	(14)	339
2016 Vote: Didn't Vote	20%	(73)	34%	(120)	19%	(68)	18%	(65)	9%	(31)	358
Voted in 2014: Yes	19%	(133)	38%	(267)	20%	(141)	18%	(126)	5%	(32)	699
Voted in 2014: No	22%	(103)	34%	(159)	19%	(91)	18%	(86)	7%	(35)	473
4-Region: Northeast	24%	(48)	47%	(94)	13%	(27)	13%	(26)	3%	(6)	200
4-Region: Midwest	17%	(42)	30%	(73)	25%	(59)	22%	(53)	5%	(12)	238
4-Region: South	19%	(84)	34%	(156)	19%	(87)	21%	(94)	7%	(33)	454
4-Region: West	22%	(62)	37%	(103)	21%	(59)	14%	(39)	6%	(16)	279
Listened to Podcasts in the Last Month	20%	(236)	36%	(426)	20%	(232)	18%	(212)	6%	(67)	1172
Sports Fan	23%	(201)	38%	(333)	20%	(174)	15%	(134)	5%	(45)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_7: *How interested are you in the following types of podcasts?*

Comedy

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	35%	(405)	39%	(455)	13%	(152)	10%	(122)	3%	(37)	1172
Gender: Male	38%	(234)	39%	(240)	12%	(74)	9%	(53)	3%	(18)	620
Gender: Female	31%	(171)	39%	(215)	14%	(78)	13%	(69)	3%	(19)	552
Age: 18-34	43%	(178)	35%	(143)	10%	(40)	9%	(35)	4%	(17)	414
Age: 35-44	34%	(81)	46%	(111)	11%	(27)	6%	(15)	2%	(6)	239
Age: 45-64	33%	(116)	41%	(141)	10%	(35)	12%	(41)	4%	(12)	346
Age: 65+	18%	(30)	35%	(60)	29%	(50)	18%	(31)	1%	(2)	173
GenZers: 1997-2012	37%	(52)	34%	(48)	11%	(15)	11%	(15)	7%	(10)	140
Millennials: 1981-1996	41%	(180)	40%	(174)	10%	(42)	7%	(28)	3%	(12)	436
GenXers: 1965-1980	40%	(113)	41%	(115)	9%	(27)	7%	(21)	2%	(7)	283
Baby Boomers: 1946-1964	19%	(56)	38%	(114)	21%	(63)	19%	(56)	3%	(9)	298
PID: Dem (no lean)	39%	(193)	39%	(196)	11%	(57)	8%	(40)	3%	(14)	501
PID: Ind (no lean)	31%	(111)	38%	(138)	13%	(49)	15%	(53)	3%	(12)	361
PID: Rep (no lean)	33%	(101)	39%	(121)	15%	(47)	10%	(30)	4%	(11)	310
PID/Gender: Dem Men	44%	(120)	36%	(97)	10%	(28)	8%	(20)	2%	(5)	271
PID/Gender: Dem Women	32%	(74)	43%	(99)	13%	(29)	9%	(20)	4%	(9)	230
PID/Gender: Ind Men	32%	(52)	40%	(65)	12%	(20)	12%	(20)	3%	(5)	164
PID/Gender: Ind Women	30%	(58)	37%	(72)	14%	(28)	16%	(33)	3%	(6)	197
PID/Gender: Rep Men	33%	(62)	42%	(78)	14%	(25)	7%	(13)	4%	(8)	186
PID/Gender: Rep Women	31%	(39)	35%	(43)	17%	(21)	14%	(17)	3%	(4)	124
Ideo: Liberal (1-3)	41%	(165)	38%	(154)	11%	(45)	8%	(31)	3%	(11)	406
Ideo: Moderate (4)	34%	(116)	40%	(134)	14%	(48)	10%	(33)	2%	(8)	339
Ideo: Conservative (5-7)	28%	(98)	39%	(134)	16%	(54)	15%	(51)	2%	(9)	346
Educ: < College	36%	(253)	38%	(263)	10%	(72)	12%	(81)	4%	(27)	696
Educ: Bachelors degree	33%	(99)	42%	(127)	16%	(49)	7%	(23)	2%	(5)	302
Educ: Post-grad	31%	(53)	37%	(65)	18%	(31)	11%	(19)	3%	(6)	174
Income: Under 50k	34%	(196)	39%	(223)	11%	(66)	11%	(65)	4%	(24)	573
Income: 50k-100k	34%	(127)	39%	(145)	14%	(53)	10%	(37)	3%	(12)	375
Income: 100k+	36%	(82)	39%	(88)	15%	(33)	9%	(21)	—	(1)	224
Ethnicity: White	33%	(285)	39%	(338)	14%	(125)	11%	(97)	3%	(29)	874
Ethnicity: Hispanic	43%	(101)	34%	(80)	12%	(28)	9%	(20)	2%	(5)	234

Table MCSP2_7: *How interested are you in the following types of podcasts?*
Comedy

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	35%	(405)	39%	(455)	13%	(152)	10%	(122)	3%	(37)	1172
Ethnicity: Black	40%	(68)	44%	(74)	7%	(11)	6%	(11)	3%	(5)	169
Ethnicity: Other	40%	(52)	34%	(43)	12%	(16)	12%	(15)	2%	(3)	129
All Christian	36%	(190)	37%	(192)	14%	(75)	10%	(55)	2%	(11)	523
All Non-Christian	36%	(28)	35%	(27)	18%	(14)	8%	(6)	3%	(2)	78
Agnostic/Nothing in particular	31%	(96)	43%	(132)	12%	(36)	9%	(27)	5%	(16)	306
Something Else	36%	(78)	36%	(79)	11%	(23)	14%	(30)	3%	(7)	217
Religious Non-Protestant/Catholic	38%	(36)	35%	(33)	17%	(17)	7%	(7)	3%	(3)	96
Evangelical	33%	(99)	39%	(118)	15%	(45)	10%	(29)	3%	(9)	300
Non-Evangelical	38%	(159)	35%	(144)	12%	(50)	13%	(54)	2%	(6)	413
Community: Urban	40%	(157)	39%	(153)	11%	(44)	8%	(32)	2%	(7)	392
Community: Suburban	34%	(173)	38%	(191)	14%	(70)	10%	(51)	4%	(18)	504
Community: Rural	27%	(75)	41%	(112)	14%	(37)	14%	(39)	4%	(12)	275
Employ: Private Sector	40%	(190)	38%	(182)	12%	(59)	7%	(31)	2%	(10)	473
Employ: Government	33%	(25)	46%	(36)	10%	(7)	8%	(6)	4%	(3)	78
Employ: Self-Employed	47%	(55)	31%	(37)	8%	(9)	11%	(13)	3%	(3)	117
Employ: Homemaker	19%	(17)	47%	(43)	12%	(11)	19%	(17)	2%	(2)	90
Employ: Retired	20%	(40)	38%	(79)	24%	(49)	16%	(33)	2%	(4)	206
Employ: Unemployed	32%	(37)	44%	(52)	8%	(9)	10%	(12)	6%	(8)	117
Employ: Other	43%	(25)	34%	(19)	5%	(3)	9%	(5)	9%	(5)	57
Military HH: Yes	28%	(42)	40%	(61)	18%	(27)	13%	(19)	2%	(2)	152
Military HH: No	36%	(363)	39%	(394)	12%	(125)	10%	(103)	3%	(34)	1020
RD/WT: Right Direction	40%	(167)	40%	(169)	11%	(44)	8%	(32)	2%	(7)	419
RD/WT: Wrong Track	32%	(238)	38%	(286)	14%	(108)	12%	(91)	4%	(30)	753
Biden Job Approve	36%	(209)	41%	(235)	12%	(66)	9%	(51)	2%	(13)	574
Biden Job Disapprove	33%	(180)	37%	(200)	15%	(81)	12%	(66)	3%	(18)	545
Biden Job Strongly Approve	42%	(109)	38%	(97)	10%	(25)	8%	(21)	2%	(5)	258
Biden Job Somewhat Approve	32%	(100)	44%	(138)	13%	(41)	9%	(30)	3%	(8)	316
Biden Job Somewhat Disapprove	36%	(63)	39%	(67)	15%	(25)	8%	(14)	2%	(4)	173
Biden Job Strongly Disapprove	31%	(117)	36%	(134)	15%	(56)	14%	(51)	4%	(14)	373

Table MCSP2_7: *How interested are you in the following types of podcasts?*
Comedy

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	35%	(405)	39%	(455)	13%	(152)	10%	(122)	3%	(37)	1172
Favorable of Biden	37%	(213)	41%	(231)	11%	(62)	9%	(48)	2%	(13)	568
Unfavorable of Biden	32%	(178)	38%	(208)	15%	(80)	13%	(69)	3%	(16)	551
Very Favorable of Biden	43%	(115)	36%	(98)	12%	(33)	8%	(21)	1%	(2)	269
Somewhat Favorable of Biden	33%	(97)	45%	(133)	10%	(29)	9%	(28)	4%	(12)	299
Somewhat Unfavorable of Biden	40%	(62)	37%	(58)	14%	(22)	8%	(12)	1%	(2)	156
Very Unfavorable of Biden	29%	(116)	38%	(150)	15%	(58)	14%	(57)	3%	(13)	395
#1 Issue: Economy	36%	(168)	37%	(176)	14%	(66)	11%	(51)	2%	(10)	471
#1 Issue: Security	29%	(40)	39%	(54)	13%	(18)	16%	(22)	3%	(5)	139
#1 Issue: Health Care	39%	(28)	38%	(28)	10%	(7)	8%	(6)	5%	(3)	72
#1 Issue: Medicare / Social Security	28%	(21)	45%	(34)	11%	(9)	11%	(8)	5%	(4)	76
#1 Issue: Women's Issues	36%	(76)	41%	(88)	11%	(23)	8%	(17)	5%	(10)	214
#1 Issue: Energy	42%	(46)	37%	(41)	9%	(10)	10%	(11)	2%	(3)	110
#1 Issue: Other	18%	(10)	41%	(21)	26%	(14)	10%	(6)	4%	(2)	53
2020 Vote: Joe Biden	36%	(210)	40%	(231)	12%	(70)	9%	(53)	2%	(13)	578
2020 Vote: Donald Trump	31%	(113)	39%	(141)	14%	(50)	14%	(52)	2%	(9)	364
2020 Vote: Didn't Vote	38%	(73)	34%	(66)	13%	(24)	8%	(15)	8%	(15)	194
2018 House Vote: Democrat	40%	(191)	37%	(178)	12%	(57)	9%	(42)	2%	(11)	480
2018 House Vote: Republican	31%	(95)	40%	(123)	15%	(46)	13%	(41)	2%	(6)	311
2016 Vote: Hillary Clinton	39%	(166)	39%	(167)	12%	(51)	8%	(36)	2%	(8)	429
2016 Vote: Donald Trump	27%	(93)	42%	(142)	14%	(48)	14%	(47)	3%	(10)	339
2016 Vote: Didn't Vote	37%	(132)	36%	(128)	12%	(43)	10%	(35)	5%	(20)	358
Voted in 2014: Yes	33%	(231)	40%	(279)	14%	(98)	11%	(74)	2%	(16)	699
Voted in 2014: No	37%	(174)	37%	(176)	11%	(54)	10%	(49)	4%	(21)	473
4-Region: Northeast	38%	(77)	39%	(79)	11%	(22)	9%	(18)	2%	(5)	200
4-Region: Midwest	31%	(73)	35%	(84)	18%	(42)	14%	(34)	2%	(6)	238
4-Region: South	34%	(152)	38%	(175)	12%	(56)	12%	(54)	4%	(18)	454
4-Region: West	37%	(103)	42%	(118)	12%	(32)	6%	(17)	3%	(9)	279
Listened to Podcasts in the Last Month	35%	(405)	39%	(455)	13%	(152)	10%	(122)	3%	(37)	1172
Sports Fan	38%	(333)	38%	(338)	13%	(112)	8%	(73)	3%	(30)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_8: *How interested are you in the following types of podcasts?*

True crime

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	35%	(407)	31%	(358)	16%	(191)	14%	(167)	4%	(49)	1172
Gender: Male	30%	(188)	30%	(187)	21%	(127)	15%	(94)	4%	(23)	620
Gender: Female	40%	(219)	31%	(170)	12%	(64)	13%	(73)	5%	(25)	552
Age: 18-34	41%	(170)	27%	(110)	20%	(81)	8%	(33)	5%	(20)	414
Age: 35-44	38%	(91)	30%	(72)	13%	(31)	15%	(36)	4%	(9)	239
Age: 45-64	35%	(121)	33%	(114)	14%	(49)	15%	(52)	3%	(9)	346
Age: 65+	14%	(24)	36%	(62)	18%	(30)	27%	(46)	6%	(10)	173
GenZers: 1997-2012	34%	(47)	25%	(36)	18%	(25)	15%	(21)	8%	(12)	140
Millennials: 1981-1996	42%	(182)	29%	(127)	18%	(77)	8%	(35)	3%	(14)	436
GenXers: 1965-1980	40%	(112)	33%	(93)	13%	(37)	12%	(33)	3%	(8)	283
Baby Boomers: 1946-1964	22%	(64)	32%	(95)	17%	(50)	25%	(73)	5%	(15)	298
PID: Dem (no lean)	39%	(197)	31%	(157)	16%	(78)	11%	(54)	3%	(15)	501
PID: Ind (no lean)	28%	(102)	33%	(120)	16%	(59)	17%	(60)	6%	(20)	361
PID: Rep (no lean)	35%	(108)	26%	(81)	17%	(54)	17%	(53)	5%	(14)	310
PID/Gender: Dem Men	38%	(103)	32%	(86)	18%	(48)	10%	(27)	2%	(6)	271
PID/Gender: Dem Women	41%	(93)	31%	(70)	13%	(30)	12%	(27)	4%	(9)	230
PID/Gender: Ind Men	21%	(34)	30%	(49)	26%	(43)	18%	(29)	6%	(9)	164
PID/Gender: Ind Women	35%	(69)	36%	(71)	8%	(16)	15%	(30)	6%	(11)	197
PID/Gender: Rep Men	27%	(51)	28%	(52)	19%	(36)	20%	(38)	5%	(9)	186
PID/Gender: Rep Women	46%	(57)	23%	(29)	14%	(18)	12%	(15)	4%	(5)	124
Ideo: Liberal (1-3)	38%	(155)	31%	(127)	14%	(58)	14%	(55)	3%	(11)	406
Ideo: Moderate (4)	34%	(114)	29%	(97)	22%	(73)	13%	(43)	3%	(11)	339
Ideo: Conservative (5-7)	29%	(100)	31%	(106)	16%	(57)	19%	(67)	5%	(16)	346
Educ: < College	36%	(250)	31%	(213)	15%	(105)	14%	(98)	4%	(30)	696
Educ: Bachelors degree	35%	(106)	30%	(90)	17%	(52)	15%	(44)	3%	(10)	302
Educ: Post-grad	29%	(51)	31%	(55)	20%	(34)	14%	(25)	5%	(9)	174
Income: Under 50k	35%	(198)	31%	(176)	14%	(78)	16%	(93)	5%	(28)	573
Income: 50k-100k	35%	(130)	32%	(119)	17%	(62)	14%	(51)	3%	(12)	375
Income: 100k+	35%	(78)	28%	(63)	23%	(51)	10%	(23)	4%	(9)	224
Ethnicity: White	34%	(294)	30%	(258)	17%	(151)	15%	(133)	4%	(37)	874
Ethnicity: Hispanic	41%	(95)	24%	(56)	20%	(48)	12%	(28)	3%	(7)	234

Table MCSP2_8: *How interested are you in the following types of podcasts?*
True crime

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	35%	(407)	31%	(358)	16%	(191)	14%	(167)	4%	(49)	1172
Ethnicity: Black	39%	(67)	35%	(59)	12%	(20)	10%	(16)	4%	(7)	169
Ethnicity: Other	36%	(47)	31%	(40)	16%	(20)	14%	(18)	3%	(4)	129
All Christian	36%	(190)	28%	(148)	18%	(96)	15%	(77)	2%	(12)	523
All Non-Christian	36%	(28)	36%	(28)	10%	(8)	13%	(10)	6%	(4)	78
Agnostic/Nothing in particular	34%	(103)	32%	(99)	14%	(42)	13%	(40)	7%	(22)	306
Something Else	34%	(74)	30%	(65)	18%	(39)	14%	(31)	4%	(9)	217
Religious Non-Protestant/Catholic	34%	(33)	37%	(35)	13%	(12)	12%	(11)	5%	(4)	96
Evangelical	40%	(121)	28%	(83)	16%	(48)	13%	(40)	2%	(7)	300
Non-Evangelical	32%	(133)	30%	(122)	19%	(80)	16%	(66)	3%	(12)	413
Community: Urban	41%	(161)	30%	(119)	15%	(59)	11%	(43)	3%	(10)	392
Community: Suburban	28%	(141)	32%	(162)	19%	(98)	16%	(79)	5%	(25)	504
Community: Rural	38%	(106)	28%	(77)	12%	(34)	16%	(45)	5%	(14)	275
Employ: Private Sector	39%	(185)	32%	(150)	17%	(81)	10%	(45)	3%	(12)	473
Employ: Government	37%	(29)	23%	(18)	18%	(14)	16%	(12)	5%	(4)	78
Employ: Self-Employed	34%	(40)	30%	(35)	16%	(19)	13%	(16)	7%	(8)	117
Employ: Homemaker	49%	(44)	25%	(23)	8%	(8)	15%	(14)	2%	(2)	90
Employ: Retired	18%	(36)	35%	(72)	20%	(41)	24%	(49)	4%	(7)	206
Employ: Unemployed	31%	(36)	30%	(35)	14%	(17)	18%	(21)	7%	(8)	117
Employ: Other	41%	(23)	29%	(16)	7%	(4)	15%	(8)	9%	(5)	57
Military HH: Yes	34%	(51)	30%	(46)	18%	(27)	16%	(24)	2%	(3)	152
Military HH: No	35%	(356)	31%	(312)	16%	(164)	14%	(143)	4%	(46)	1020
RD/WT: Right Direction	37%	(155)	35%	(147)	13%	(54)	12%	(50)	3%	(13)	419
RD/WT: Wrong Track	33%	(252)	28%	(211)	18%	(137)	15%	(116)	5%	(36)	753
Biden Job Approve	37%	(211)	31%	(177)	16%	(92)	13%	(75)	4%	(20)	574
Biden Job Disapprove	34%	(184)	29%	(156)	18%	(98)	16%	(87)	4%	(21)	545
Biden Job Strongly Approve	41%	(105)	29%	(76)	12%	(31)	15%	(39)	3%	(7)	258
Biden Job Somewhat Approve	33%	(105)	32%	(102)	19%	(61)	11%	(36)	4%	(13)	316
Biden Job Somewhat Disapprove	33%	(56)	28%	(49)	24%	(41)	12%	(21)	3%	(6)	173
Biden Job Strongly Disapprove	34%	(127)	29%	(107)	15%	(57)	18%	(66)	4%	(15)	373

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Table MCSP2_8: *How interested are you in the following types of podcasts?*
True crime

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	35%	(407)	31%	(358)	16%	(191)	14%	(167)	4%	(49)	1172
Favorable of Biden	38%	(217)	31%	(177)	15%	(84)	13%	(74)	3%	(16)	568
Unfavorable of Biden	33%	(180)	28%	(157)	18%	(102)	16%	(88)	4%	(25)	551
Very Favorable of Biden	40%	(109)	29%	(78)	15%	(40)	14%	(37)	2%	(5)	269
Somewhat Favorable of Biden	36%	(108)	33%	(98)	15%	(44)	13%	(38)	4%	(11)	299
Somewhat Unfavorable of Biden	34%	(53)	27%	(43)	25%	(39)	9%	(13)	5%	(8)	156
Very Unfavorable of Biden	32%	(127)	29%	(114)	16%	(62)	19%	(74)	4%	(17)	395
#1 Issue: Economy	35%	(164)	29%	(138)	18%	(84)	14%	(65)	4%	(21)	471
#1 Issue: Security	31%	(43)	31%	(43)	16%	(22)	18%	(26)	4%	(5)	139
#1 Issue: Health Care	43%	(31)	21%	(16)	15%	(10)	15%	(11)	6%	(4)	72
#1 Issue: Medicare / Social Security	26%	(20)	41%	(31)	11%	(8)	17%	(13)	5%	(3)	76
#1 Issue: Women's Issues	38%	(82)	33%	(71)	13%	(27)	11%	(24)	4%	(10)	214
#1 Issue: Energy	36%	(39)	28%	(30)	22%	(24)	12%	(13)	2%	(2)	110
#1 Issue: Other	25%	(13)	32%	(17)	16%	(8)	20%	(11)	7%	(4)	53
2020 Vote: Joe Biden	37%	(213)	30%	(174)	17%	(96)	13%	(75)	3%	(20)	578
2020 Vote: Donald Trump	34%	(123)	30%	(111)	14%	(51)	18%	(64)	4%	(16)	364
2020 Vote: Didn't Vote	31%	(60)	32%	(63)	19%	(37)	12%	(23)	6%	(12)	194
2018 House Vote: Democrat	37%	(179)	31%	(150)	15%	(73)	13%	(63)	3%	(15)	480
2018 House Vote: Republican	33%	(101)	30%	(93)	17%	(52)	17%	(53)	4%	(13)	311
2016 Vote: Hillary Clinton	38%	(165)	30%	(130)	15%	(65)	13%	(57)	3%	(11)	429
2016 Vote: Donald Trump	32%	(110)	32%	(109)	15%	(52)	16%	(54)	4%	(13)	339
2016 Vote: Didn't Vote	33%	(116)	29%	(105)	17%	(63)	14%	(52)	6%	(22)	358
Voted in 2014: Yes	34%	(240)	31%	(217)	16%	(114)	15%	(107)	3%	(21)	699
Voted in 2014: No	35%	(167)	30%	(141)	16%	(78)	13%	(60)	6%	(28)	473
4-Region: Northeast	34%	(68)	33%	(66)	17%	(33)	13%	(26)	4%	(7)	200
4-Region: Midwest	33%	(79)	31%	(73)	17%	(41)	15%	(35)	4%	(10)	238
4-Region: South	34%	(156)	30%	(135)	13%	(61)	18%	(81)	5%	(21)	454
4-Region: West	37%	(104)	30%	(83)	20%	(56)	9%	(25)	4%	(10)	279
Listened to Podcasts in the Last Month	35%	(407)	31%	(358)	16%	(191)	14%	(167)	4%	(49)	1172
Sports Fan	36%	(322)	33%	(289)	16%	(140)	11%	(99)	4%	(37)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_9: *How interested are you in the following types of podcasts?*
Investigative journalism

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(276)	37%	(439)	18%	(209)	15%	(179)	6%	(68)	1172
Gender: Male	26%	(164)	38%	(236)	18%	(112)	13%	(78)	5%	(30)	620
Gender: Female	20%	(112)	37%	(203)	18%	(97)	18%	(102)	7%	(38)	552
Age: 18-34	22%	(89)	33%	(136)	23%	(95)	15%	(61)	8%	(33)	414
Age: 35-44	27%	(64)	37%	(89)	14%	(33)	16%	(38)	6%	(15)	239
Age: 45-64	25%	(88)	42%	(145)	15%	(51)	14%	(50)	4%	(12)	346
Age: 65+	20%	(35)	40%	(69)	18%	(31)	17%	(30)	4%	(7)	173
GenZers: 1997-2012	20%	(28)	26%	(37)	23%	(32)	19%	(26)	13%	(18)	140
Millennials: 1981-1996	24%	(104)	38%	(167)	20%	(85)	13%	(57)	5%	(23)	436
GenXers: 1965-1980	28%	(79)	38%	(107)	15%	(43)	15%	(41)	5%	(13)	283
Baby Boomers: 1946-1964	22%	(65)	39%	(117)	16%	(48)	18%	(52)	5%	(15)	298
PID: Dem (no lean)	29%	(146)	41%	(204)	16%	(78)	11%	(55)	4%	(19)	501
PID: Ind (no lean)	20%	(71)	33%	(120)	19%	(69)	18%	(64)	10%	(37)	361
PID: Rep (no lean)	19%	(60)	37%	(115)	20%	(62)	20%	(61)	4%	(12)	310
PID/Gender: Dem Men	33%	(90)	41%	(110)	14%	(37)	9%	(25)	3%	(8)	271
PID/Gender: Dem Women	24%	(55)	41%	(94)	18%	(41)	13%	(29)	5%	(11)	230
PID/Gender: Ind Men	23%	(37)	33%	(54)	23%	(37)	12%	(20)	9%	(15)	164
PID/Gender: Ind Women	17%	(34)	34%	(67)	16%	(32)	22%	(43)	11%	(21)	197
PID/Gender: Rep Men	20%	(37)	39%	(72)	20%	(38)	17%	(32)	3%	(6)	186
PID/Gender: Rep Women	18%	(23)	34%	(42)	20%	(25)	23%	(29)	5%	(6)	124
Ideo: Liberal (1-3)	31%	(126)	40%	(163)	12%	(47)	13%	(54)	4%	(15)	406
Ideo: Moderate (4)	19%	(64)	39%	(131)	23%	(76)	13%	(44)	7%	(23)	339
Ideo: Conservative (5-7)	21%	(73)	37%	(128)	19%	(67)	19%	(67)	3%	(11)	346
Educ: < College	19%	(132)	36%	(247)	20%	(142)	18%	(126)	7%	(48)	696
Educ: Bachelors degree	29%	(86)	40%	(122)	16%	(47)	11%	(33)	5%	(14)	302
Educ: Post-grad	33%	(58)	40%	(70)	12%	(20)	11%	(20)	4%	(6)	174
Income: Under 50k	19%	(108)	37%	(213)	19%	(111)	18%	(104)	6%	(37)	573
Income: 50k-100k	24%	(91)	39%	(145)	16%	(61)	14%	(54)	7%	(24)	375
Income: 100k+	35%	(78)	36%	(80)	17%	(37)	10%	(22)	3%	(7)	224
Ethnicity: White	23%	(203)	38%	(333)	17%	(148)	16%	(141)	6%	(49)	874
Ethnicity: Hispanic	24%	(56)	33%	(78)	20%	(46)	18%	(42)	5%	(12)	234

Continued on next page

Table MCSP2_9: *How interested are you in the following types of podcasts?*
Investigative journalism

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(276)	37%	(439)	18%	(209)	15%	(179)	6%	(68)	1172
Ethnicity: Black	28%	(47)	38%	(65)	16%	(27)	11%	(19)	7%	(11)	169
Ethnicity: Other	21%	(27)	32%	(41)	27%	(34)	15%	(19)	6%	(7)	129
All Christian	23%	(121)	41%	(215)	18%	(95)	15%	(77)	3%	(16)	523
All Non-Christian	40%	(32)	33%	(26)	9%	(7)	15%	(12)	3%	(2)	78
Agnostic/Nothing in particular	22%	(67)	36%	(109)	17%	(53)	14%	(42)	12%	(36)	306
Something Else	20%	(43)	35%	(75)	20%	(44)	20%	(43)	6%	(12)	217
Religious Non-Protestant/Catholic	35%	(34)	32%	(31)	15%	(15)	14%	(14)	3%	(3)	96
Evangelical	25%	(76)	38%	(115)	15%	(46)	17%	(52)	4%	(12)	300
Non-Evangelical	19%	(80)	41%	(167)	20%	(83)	16%	(66)	4%	(16)	413
Community: Urban	33%	(128)	37%	(144)	16%	(61)	10%	(39)	5%	(20)	392
Community: Suburban	21%	(105)	39%	(194)	17%	(87)	17%	(85)	6%	(33)	504
Community: Rural	16%	(43)	36%	(100)	22%	(61)	20%	(55)	6%	(16)	275
Employ: Private Sector	28%	(133)	39%	(184)	19%	(91)	11%	(50)	3%	(15)	473
Employ: Government	22%	(17)	34%	(26)	15%	(12)	17%	(13)	12%	(9)	78
Employ: Self-Employed	32%	(37)	34%	(40)	15%	(17)	13%	(15)	7%	(8)	117
Employ: Homemaker	24%	(22)	29%	(26)	14%	(12)	26%	(24)	7%	(7)	90
Employ: Retired	17%	(35)	45%	(94)	17%	(36)	16%	(33)	4%	(9)	206
Employ: Unemployed	15%	(18)	37%	(44)	18%	(21)	19%	(22)	10%	(12)	117
Employ: Other	13%	(7)	36%	(20)	17%	(10)	22%	(13)	12%	(7)	57
Military HH: Yes	25%	(38)	44%	(67)	15%	(23)	13%	(20)	4%	(5)	152
Military HH: No	23%	(239)	37%	(372)	18%	(186)	16%	(160)	6%	(63)	1020
RD/WT: Right Direction	30%	(124)	38%	(160)	16%	(68)	12%	(50)	4%	(17)	419
RD/WT: Wrong Track	20%	(152)	37%	(278)	19%	(141)	17%	(130)	7%	(51)	753
Biden Job Approve	29%	(165)	39%	(225)	16%	(93)	12%	(70)	4%	(21)	574
Biden Job Disapprove	20%	(108)	37%	(201)	20%	(108)	18%	(99)	5%	(29)	545
Biden Job Strongly Approve	38%	(97)	36%	(93)	12%	(32)	13%	(32)	2%	(4)	258
Biden Job Somewhat Approve	22%	(68)	42%	(132)	19%	(61)	12%	(38)	5%	(17)	316
Biden Job Somewhat Disapprove	21%	(36)	37%	(64)	22%	(38)	15%	(26)	5%	(9)	173
Biden Job Strongly Disapprove	20%	(73)	37%	(137)	19%	(71)	20%	(73)	5%	(20)	373

Table MCSP2_9: *How interested are you in the following types of podcasts?*
Investigative journalism

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(276)	37%	(439)	18%	(209)	15%	(179)	6%	(68)	1172
Favorable of Biden	30%	(169)	39%	(220)	15%	(84)	13%	(73)	4%	(21)	568
Unfavorable of Biden	19%	(103)	37%	(206)	21%	(115)	17%	(96)	6%	(30)	551
Very Favorable of Biden	32%	(86)	36%	(97)	17%	(45)	13%	(36)	2%	(5)	269
Somewhat Favorable of Biden	28%	(83)	41%	(124)	13%	(39)	12%	(37)	5%	(16)	299
Somewhat Unfavorable of Biden	19%	(29)	44%	(69)	23%	(37)	8%	(13)	6%	(9)	156
Very Unfavorable of Biden	19%	(74)	35%	(138)	20%	(79)	21%	(83)	5%	(22)	395
#1 Issue: Economy	22%	(102)	39%	(186)	17%	(78)	17%	(80)	5%	(24)	471
#1 Issue: Security	23%	(32)	34%	(47)	23%	(31)	17%	(24)	4%	(5)	139
#1 Issue: Health Care	37%	(27)	36%	(26)	13%	(10)	9%	(7)	4%	(3)	72
#1 Issue: Medicare / Social Security	15%	(12)	39%	(30)	23%	(17)	17%	(13)	6%	(4)	76
#1 Issue: Women's Issues	21%	(45)	36%	(77)	17%	(36)	16%	(33)	11%	(23)	214
#1 Issue: Energy	27%	(30)	33%	(37)	23%	(26)	12%	(13)	4%	(4)	110
#1 Issue: Other	34%	(18)	46%	(24)	10%	(5)	4%	(2)	6%	(3)	53
2020 Vote: Joe Biden	29%	(167)	41%	(237)	14%	(81)	12%	(68)	4%	(25)	578
2020 Vote: Donald Trump	22%	(79)	37%	(135)	19%	(68)	18%	(67)	4%	(15)	364
2020 Vote: Didn't Vote	12%	(24)	28%	(54)	28%	(54)	18%	(35)	14%	(27)	194
2018 House Vote: Democrat	31%	(147)	39%	(189)	15%	(71)	11%	(55)	4%	(19)	480
2018 House Vote: Republican	23%	(71)	38%	(118)	18%	(55)	19%	(58)	3%	(9)	311
2016 Vote: Hillary Clinton	33%	(142)	39%	(166)	15%	(64)	10%	(44)	3%	(14)	429
2016 Vote: Donald Trump	21%	(72)	39%	(134)	18%	(61)	18%	(60)	4%	(12)	339
2016 Vote: Didn't Vote	15%	(55)	32%	(116)	21%	(76)	20%	(72)	11%	(39)	358
Voted in 2014: Yes	27%	(191)	40%	(281)	16%	(110)	13%	(92)	3%	(24)	699
Voted in 2014: No	18%	(85)	33%	(158)	21%	(99)	18%	(87)	9%	(44)	473
4-Region: Northeast	23%	(46)	43%	(85)	18%	(36)	12%	(25)	4%	(8)	200
4-Region: Midwest	19%	(45)	38%	(91)	17%	(40)	21%	(50)	5%	(13)	238
4-Region: South	24%	(108)	36%	(164)	17%	(76)	17%	(77)	6%	(29)	454
4-Region: West	28%	(78)	35%	(98)	20%	(56)	10%	(28)	6%	(18)	279
Listened to Podcasts in the Last Month	24%	(276)	37%	(439)	18%	(209)	15%	(179)	6%	(68)	1172
Sports Fan	27%	(239)	39%	(345)	17%	(147)	12%	(110)	5%	(46)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_10: *How interested are you in the following types of podcasts?*
Self-help / productivity

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(245)	41%	(476)	18%	(207)	16%	(186)	5%	(57)	1172
Gender: Male	22%	(135)	39%	(242)	19%	(116)	16%	(101)	4%	(26)	620
Gender: Female	20%	(110)	42%	(234)	17%	(91)	15%	(85)	6%	(31)	552
Age: 18-34	24%	(97)	37%	(154)	20%	(83)	14%	(56)	6%	(24)	414
Age: 35-44	25%	(59)	47%	(112)	9%	(22)	13%	(31)	6%	(14)	239
Age: 45-64	20%	(71)	43%	(150)	18%	(62)	14%	(50)	4%	(13)	346
Age: 65+	10%	(18)	35%	(60)	23%	(40)	28%	(49)	3%	(5)	173
GenZers: 1997-2012	23%	(32)	31%	(43)	21%	(30)	17%	(24)	8%	(11)	140
Millennials: 1981-1996	25%	(108)	44%	(190)	16%	(68)	11%	(48)	5%	(22)	436
GenXers: 1965-1980	21%	(60)	44%	(125)	15%	(42)	15%	(42)	5%	(13)	283
Baby Boomers: 1946-1964	14%	(42)	39%	(115)	21%	(64)	22%	(66)	4%	(11)	298
PID: Dem (no lean)	24%	(121)	41%	(205)	18%	(92)	13%	(66)	4%	(18)	501
PID: Ind (no lean)	15%	(55)	41%	(149)	17%	(61)	19%	(67)	8%	(29)	361
PID: Rep (no lean)	22%	(70)	40%	(123)	18%	(55)	17%	(53)	3%	(10)	310
PID/Gender: Dem Men	27%	(72)	38%	(103)	18%	(50)	14%	(38)	3%	(8)	271
PID/Gender: Dem Women	21%	(49)	44%	(101)	18%	(42)	12%	(28)	4%	(10)	230
PID/Gender: Ind Men	13%	(21)	42%	(69)	18%	(30)	19%	(31)	8%	(13)	164
PID/Gender: Ind Women	17%	(34)	41%	(80)	16%	(31)	18%	(36)	8%	(16)	197
PID/Gender: Rep Men	23%	(42)	38%	(70)	19%	(36)	18%	(33)	2%	(4)	186
PID/Gender: Rep Women	22%	(27)	42%	(53)	15%	(19)	16%	(20)	5%	(6)	124
Ideo: Liberal (1-3)	23%	(93)	39%	(160)	18%	(71)	17%	(68)	4%	(14)	406
Ideo: Moderate (4)	16%	(53)	47%	(159)	20%	(67)	13%	(45)	4%	(15)	339
Ideo: Conservative (5-7)	24%	(82)	38%	(133)	16%	(55)	18%	(61)	4%	(14)	346
Educ: < College	21%	(148)	39%	(273)	17%	(119)	17%	(116)	6%	(40)	696
Educ: Bachelors degree	19%	(57)	44%	(134)	18%	(54)	15%	(47)	3%	(10)	302
Educ: Post-grad	24%	(41)	40%	(69)	19%	(34)	14%	(23)	4%	(7)	174
Income: Under 50k	21%	(120)	38%	(217)	17%	(98)	17%	(100)	7%	(38)	573
Income: 50k-100k	20%	(75)	42%	(159)	20%	(75)	14%	(54)	3%	(13)	375
Income: 100k+	22%	(50)	45%	(101)	15%	(34)	14%	(32)	3%	(6)	224
Ethnicity: White	21%	(180)	40%	(346)	18%	(157)	17%	(147)	5%	(43)	874
Ethnicity: Hispanic	24%	(57)	43%	(100)	13%	(31)	17%	(40)	2%	(5)	234

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Table MCSP2_10: *How interested are you in the following types of podcasts?*
Self-help / productivity

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(245)	41%	(476)	18%	(207)	16%	(186)	5%	(57)	1172
Ethnicity: Black	23%	(38)	45%	(76)	18%	(31)	9%	(16)	5%	(9)	169
Ethnicity: Other	21%	(27)	42%	(54)	15%	(19)	18%	(23)	4%	(5)	129
All Christian	22%	(115)	44%	(233)	16%	(86)	14%	(75)	3%	(14)	523
All Non-Christian	27%	(21)	36%	(28)	19%	(15)	13%	(11)	4%	(4)	78
Agnostic/Nothing in particular	18%	(55)	43%	(133)	15%	(45)	15%	(45)	9%	(28)	306
Something Else	23%	(51)	32%	(69)	21%	(45)	20%	(44)	4%	(8)	217
Religious Non-Protestant/Catholic	25%	(24)	39%	(37)	19%	(19)	13%	(12)	4%	(4)	96
Evangelical	28%	(84)	41%	(122)	18%	(54)	11%	(33)	2%	(7)	300
Non-Evangelical	18%	(76)	40%	(167)	17%	(72)	20%	(83)	4%	(14)	413
Community: Urban	28%	(108)	39%	(154)	18%	(71)	12%	(46)	4%	(14)	392
Community: Suburban	18%	(89)	41%	(209)	18%	(92)	18%	(92)	5%	(23)	504
Community: Rural	17%	(48)	42%	(114)	16%	(44)	18%	(49)	7%	(20)	275
Employ: Private Sector	23%	(108)	46%	(218)	17%	(78)	12%	(56)	2%	(12)	473
Employ: Government	25%	(19)	44%	(34)	14%	(11)	10%	(7)	7%	(5)	78
Employ: Self-Employed	34%	(39)	33%	(39)	10%	(11)	17%	(19)	7%	(8)	117
Employ: Homemaker	23%	(21)	41%	(37)	14%	(13)	16%	(14)	5%	(5)	90
Employ: Retired	12%	(24)	38%	(78)	23%	(46)	24%	(49)	4%	(8)	206
Employ: Unemployed	15%	(18)	32%	(37)	22%	(25)	23%	(27)	9%	(10)	117
Employ: Other	18%	(10)	42%	(24)	15%	(9)	11%	(6)	15%	(9)	57
Military HH: Yes	21%	(32)	34%	(52)	25%	(38)	15%	(22)	4%	(7)	152
Military HH: No	21%	(213)	42%	(424)	17%	(169)	16%	(164)	5%	(50)	1020
RD/WT: Right Direction	25%	(103)	40%	(168)	16%	(68)	15%	(64)	4%	(16)	419
RD/WT: Wrong Track	19%	(142)	41%	(308)	19%	(139)	16%	(122)	5%	(41)	753
Biden Job Approve	22%	(127)	40%	(233)	19%	(111)	14%	(82)	4%	(23)	574
Biden Job Disapprove	20%	(110)	42%	(229)	16%	(89)	17%	(95)	4%	(22)	545
Biden Job Strongly Approve	31%	(79)	37%	(95)	15%	(37)	16%	(40)	2%	(6)	258
Biden Job Somewhat Approve	15%	(47)	43%	(137)	23%	(73)	13%	(41)	5%	(17)	316
Biden Job Somewhat Disapprove	18%	(31)	47%	(81)	19%	(33)	13%	(23)	2%	(4)	173
Biden Job Strongly Disapprove	21%	(79)	40%	(148)	15%	(56)	19%	(72)	5%	(18)	373

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Table MCSP2_10: *How interested are you in the following types of podcasts?*
Self-help / productivity

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	21%	(245)	41%	(476)	18%	(207)	16%	(186)	5%	(57)	1172
Favorable of Biden	22%	(127)	42%	(237)	17%	(97)	15%	(83)	4%	(24)	568
Unfavorable of Biden	19%	(107)	41%	(225)	18%	(100)	18%	(98)	4%	(22)	551
Very Favorable of Biden	26%	(69)	43%	(116)	16%	(42)	14%	(36)	2%	(6)	269
Somewhat Favorable of Biden	19%	(58)	41%	(122)	18%	(54)	16%	(46)	6%	(18)	299
Somewhat Unfavorable of Biden	16%	(25)	44%	(69)	24%	(37)	14%	(22)	2%	(3)	156
Very Unfavorable of Biden	21%	(82)	40%	(156)	16%	(62)	19%	(76)	5%	(19)	395
#1 Issue: Economy	19%	(91)	45%	(213)	15%	(70)	17%	(80)	4%	(18)	471
#1 Issue: Security	30%	(42)	29%	(41)	18%	(25)	19%	(26)	3%	(5)	139
#1 Issue: Health Care	16%	(11)	51%	(37)	18%	(13)	9%	(7)	5%	(4)	72
#1 Issue: Medicare / Social Security	21%	(16)	30%	(23)	23%	(18)	22%	(16)	4%	(3)	76
#1 Issue: Women's Issues	22%	(47)	34%	(72)	20%	(43)	16%	(35)	8%	(18)	214
#1 Issue: Energy	18%	(20)	48%	(53)	19%	(21)	10%	(11)	4%	(5)	110
#1 Issue: Other	13%	(7)	43%	(23)	21%	(11)	16%	(8)	7%	(4)	53
2020 Vote: Joe Biden	21%	(120)	42%	(244)	20%	(115)	14%	(79)	3%	(20)	578
2020 Vote: Donald Trump	23%	(83)	40%	(147)	15%	(56)	17%	(63)	4%	(14)	364
2020 Vote: Didn't Vote	19%	(37)	34%	(67)	16%	(30)	19%	(38)	12%	(23)	194
2018 House Vote: Democrat	22%	(104)	43%	(206)	19%	(91)	13%	(62)	4%	(17)	480
2018 House Vote: Republican	19%	(60)	45%	(140)	15%	(47)	18%	(55)	3%	(8)	311
2016 Vote: Hillary Clinton	22%	(95)	42%	(180)	19%	(81)	14%	(61)	3%	(11)	429
2016 Vote: Donald Trump	20%	(69)	44%	(148)	14%	(49)	18%	(60)	4%	(13)	339
2016 Vote: Didn't Vote	22%	(77)	35%	(127)	18%	(65)	17%	(61)	8%	(28)	358
Voted in 2014: Yes	19%	(135)	44%	(308)	18%	(122)	16%	(111)	3%	(23)	699
Voted in 2014: No	23%	(110)	36%	(169)	18%	(85)	16%	(76)	7%	(34)	473
4-Region: Northeast	22%	(44)	46%	(93)	14%	(28)	14%	(28)	3%	(7)	200
4-Region: Midwest	20%	(48)	39%	(92)	19%	(46)	18%	(43)	4%	(10)	238
4-Region: South	22%	(99)	37%	(170)	18%	(84)	17%	(78)	5%	(23)	454
4-Region: West	20%	(55)	44%	(122)	17%	(49)	13%	(36)	6%	(18)	279
Listened to Podcasts in the Last Month	21%	(245)	41%	(476)	18%	(207)	16%	(186)	5%	(57)	1172
Sports Fan	22%	(198)	42%	(377)	17%	(150)	13%	(119)	5%	(44)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_11: *How interested are you in the following types of podcasts?*

Religion / faith

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(252)	27%	(320)	15%	(179)	31%	(359)	5%	(62)	1172
Gender: Male	23%	(140)	26%	(163)	18%	(110)	29%	(182)	4%	(25)	620
Gender: Female	20%	(112)	28%	(156)	12%	(69)	32%	(177)	7%	(37)	552
Age: 18-34	19%	(77)	26%	(108)	15%	(61)	32%	(133)	8%	(35)	414
Age: 35-44	23%	(56)	30%	(73)	14%	(33)	28%	(67)	5%	(11)	239
Age: 45-64	26%	(89)	28%	(95)	16%	(55)	27%	(93)	4%	(13)	346
Age: 65+	18%	(30)	25%	(44)	17%	(29)	38%	(66)	2%	(3)	173
GenZers: 1997-2012	16%	(22)	26%	(36)	16%	(23)	33%	(46)	9%	(13)	140
Millennials: 1981-1996	22%	(95)	28%	(123)	13%	(58)	30%	(130)	7%	(30)	436
GenXers: 1965-1980	26%	(73)	26%	(74)	17%	(48)	27%	(76)	4%	(12)	283
Baby Boomers: 1946-1964	20%	(59)	29%	(87)	16%	(47)	33%	(97)	2%	(7)	298
PID: Dem (no lean)	23%	(113)	23%	(114)	16%	(82)	33%	(167)	5%	(25)	501
PID: Ind (no lean)	14%	(50)	27%	(96)	14%	(49)	38%	(136)	8%	(29)	361
PID: Rep (no lean)	29%	(89)	35%	(109)	15%	(47)	18%	(57)	3%	(8)	310
PID/Gender: Dem Men	28%	(76)	22%	(60)	20%	(53)	27%	(72)	4%	(10)	271
PID/Gender: Dem Women	16%	(38)	24%	(54)	12%	(29)	41%	(94)	7%	(16)	230
PID/Gender: Ind Men	10%	(16)	26%	(42)	17%	(28)	41%	(68)	6%	(10)	164
PID/Gender: Ind Women	17%	(33)	27%	(54)	11%	(22)	35%	(68)	10%	(19)	197
PID/Gender: Rep Men	26%	(48)	33%	(61)	16%	(29)	23%	(42)	3%	(6)	186
PID/Gender: Rep Women	33%	(41)	39%	(48)	15%	(18)	12%	(15)	2%	(2)	124
Ideo: Liberal (1-3)	19%	(76)	21%	(85)	13%	(51)	44%	(176)	4%	(17)	406
Ideo: Moderate (4)	17%	(57)	30%	(102)	20%	(67)	28%	(95)	5%	(17)	339
Ideo: Conservative (5-7)	32%	(111)	33%	(115)	14%	(50)	17%	(59)	3%	(12)	346
Educ: < College	23%	(159)	26%	(178)	14%	(97)	31%	(217)	6%	(45)	696
Educ: Bachelors degree	17%	(53)	28%	(84)	17%	(52)	33%	(101)	4%	(12)	302
Educ: Post-grad	23%	(40)	33%	(57)	17%	(29)	24%	(42)	3%	(5)	174
Income: Under 50k	23%	(131)	28%	(158)	13%	(77)	31%	(179)	5%	(28)	573
Income: 50k-100k	17%	(62)	27%	(99)	17%	(63)	33%	(123)	7%	(28)	375
Income: 100k+	26%	(59)	28%	(62)	17%	(39)	26%	(58)	3%	(6)	224
Ethnicity: White	21%	(180)	27%	(236)	16%	(137)	32%	(282)	4%	(39)	874
Ethnicity: Hispanic	23%	(55)	29%	(68)	11%	(27)	31%	(72)	5%	(12)	234

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Table MCSP2_11: *How interested are you in the following types of podcasts?*
Religion / faith

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(252)	27%	(320)	15%	(179)	31%	(359)	5%	(62)	1172
Ethnicity: Black	31%	(53)	30%	(50)	14%	(24)	14%	(23)	11%	(19)	169
Ethnicity: Other	15%	(20)	26%	(33)	13%	(17)	42%	(54)	4%	(5)	129
All Christian	26%	(137)	36%	(188)	17%	(89)	18%	(96)	2%	(13)	523
All Non-Christian	25%	(20)	26%	(20)	12%	(9)	35%	(28)	2%	(2)	78
Agnostic/Nothing in particular	7%	(22)	16%	(49)	16%	(48)	51%	(156)	10%	(31)	306
Something Else	33%	(71)	27%	(58)	14%	(31)	20%	(43)	6%	(14)	217
Religious Non-Protestant/Catholic	29%	(28)	29%	(28)	9%	(9)	30%	(29)	2%	(2)	96
Evangelical	39%	(118)	40%	(119)	9%	(27)	9%	(27)	3%	(8)	300
Non-Evangelical	19%	(77)	28%	(117)	23%	(93)	26%	(107)	5%	(19)	413
Community: Urban	25%	(96)	33%	(128)	13%	(50)	26%	(103)	4%	(16)	392
Community: Suburban	18%	(90)	25%	(127)	16%	(80)	35%	(178)	6%	(29)	504
Community: Rural	24%	(66)	24%	(65)	18%	(49)	28%	(78)	6%	(18)	275
Employ: Private Sector	22%	(105)	29%	(137)	17%	(83)	29%	(135)	3%	(13)	473
Employ: Government	23%	(18)	39%	(30)	12%	(9)	19%	(15)	7%	(6)	78
Employ: Self-Employed	25%	(29)	20%	(23)	14%	(16)	33%	(39)	9%	(11)	117
Employ: Homemaker	24%	(21)	28%	(26)	10%	(9)	31%	(28)	6%	(6)	90
Employ: Retired	15%	(31)	29%	(61)	18%	(38)	35%	(73)	2%	(4)	206
Employ: Unemployed	23%	(27)	26%	(30)	13%	(15)	30%	(35)	8%	(10)	117
Employ: Other	23%	(13)	14%	(8)	11%	(6)	32%	(18)	20%	(12)	57
Military HH: Yes	22%	(34)	33%	(50)	15%	(23)	26%	(39)	4%	(6)	152
Military HH: No	21%	(218)	26%	(270)	15%	(156)	31%	(320)	6%	(56)	1020
RD/WT: Right Direction	24%	(100)	30%	(127)	13%	(53)	30%	(125)	3%	(13)	419
RD/WT: Wrong Track	20%	(152)	26%	(193)	17%	(126)	31%	(234)	6%	(49)	753
Biden Job Approve	21%	(121)	27%	(154)	13%	(77)	35%	(198)	4%	(24)	574
Biden Job Disapprove	23%	(125)	28%	(155)	17%	(94)	27%	(148)	4%	(23)	545
Biden Job Strongly Approve	31%	(79)	25%	(65)	9%	(24)	32%	(83)	2%	(6)	258
Biden Job Somewhat Approve	13%	(41)	28%	(89)	17%	(53)	36%	(115)	6%	(18)	316
Biden Job Somewhat Disapprove	17%	(29)	26%	(45)	20%	(35)	32%	(56)	4%	(7)	173
Biden Job Strongly Disapprove	26%	(96)	29%	(109)	16%	(60)	25%	(92)	4%	(16)	373

Table MCSP2_11: *How interested are you in the following types of podcasts?*
Religion / faith

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(252)	27%	(320)	15%	(179)	31%	(359)	5%	(62)	1172
Favorable of Biden	21%	(119)	26%	(145)	13%	(75)	35%	(200)	5%	(29)	568
Unfavorable of Biden	23%	(125)	30%	(163)	17%	(94)	27%	(150)	4%	(20)	551
Very Favorable of Biden	26%	(69)	24%	(65)	10%	(26)	36%	(96)	5%	(12)	269
Somewhat Favorable of Biden	17%	(50)	27%	(79)	16%	(49)	35%	(104)	5%	(16)	299
Somewhat Unfavorable of Biden	18%	(28)	32%	(49)	19%	(29)	29%	(45)	3%	(4)	156
Very Unfavorable of Biden	24%	(97)	29%	(114)	16%	(65)	26%	(105)	4%	(15)	395
#1 Issue: Economy	21%	(99)	29%	(137)	20%	(92)	27%	(125)	4%	(18)	471
#1 Issue: Security	32%	(44)	32%	(44)	13%	(19)	18%	(25)	5%	(8)	139
#1 Issue: Health Care	27%	(19)	30%	(22)	13%	(9)	28%	(21)	2%	(1)	72
#1 Issue: Medicare / Social Security	25%	(19)	21%	(16)	13%	(10)	38%	(29)	3%	(3)	76
#1 Issue: Women's Issues	16%	(34)	17%	(37)	8%	(16)	48%	(102)	12%	(25)	214
#1 Issue: Energy	16%	(18)	35%	(38)	18%	(20)	28%	(30)	3%	(3)	110
#1 Issue: Other	19%	(10)	25%	(13)	18%	(9)	35%	(18)	3%	(2)	53
2020 Vote: Joe Biden	20%	(115)	22%	(127)	16%	(94)	37%	(213)	5%	(29)	578
2020 Vote: Donald Trump	27%	(98)	35%	(126)	14%	(51)	22%	(81)	2%	(8)	364
2020 Vote: Didn't Vote	17%	(34)	27%	(53)	15%	(29)	28%	(55)	12%	(24)	194
2018 House Vote: Democrat	22%	(106)	23%	(111)	14%	(68)	35%	(168)	6%	(28)	480
2018 House Vote: Republican	26%	(81)	35%	(108)	15%	(48)	22%	(68)	2%	(6)	311
2016 Vote: Hillary Clinton	23%	(97)	21%	(89)	15%	(66)	37%	(159)	4%	(17)	429
2016 Vote: Donald Trump	23%	(79)	38%	(130)	12%	(42)	23%	(79)	3%	(9)	339
2016 Vote: Didn't Vote	19%	(66)	24%	(85)	17%	(61)	31%	(110)	10%	(35)	358
Voted in 2014: Yes	23%	(162)	29%	(202)	15%	(102)	31%	(214)	3%	(19)	699
Voted in 2014: No	19%	(90)	25%	(117)	16%	(77)	31%	(145)	9%	(44)	473
4-Region: Northeast	20%	(40)	24%	(47)	21%	(42)	30%	(61)	6%	(11)	200
4-Region: Midwest	20%	(48)	28%	(66)	15%	(36)	33%	(79)	4%	(9)	238
4-Region: South	23%	(102)	32%	(146)	15%	(66)	25%	(116)	5%	(24)	454
4-Region: West	22%	(62)	22%	(60)	12%	(35)	37%	(103)	7%	(19)	279
Listened to Podcasts in the Last Month	22%	(252)	27%	(320)	15%	(179)	31%	(359)	5%	(62)	1172
Sports Fan	23%	(202)	29%	(258)	17%	(148)	26%	(228)	6%	(50)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_12: *How interested are you in the following types of podcasts?*

Finances

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(258)	34%	(396)	20%	(232)	19%	(224)	5%	(62)	1172
Gender: Male	28%	(176)	35%	(218)	18%	(111)	15%	(94)	3%	(21)	620
Gender: Female	15%	(82)	32%	(178)	22%	(121)	24%	(130)	7%	(41)	552
Age: 18-34	20%	(81)	33%	(135)	20%	(81)	20%	(83)	8%	(34)	414
Age: 35-44	28%	(68)	33%	(78)	13%	(31)	20%	(48)	5%	(13)	239
Age: 45-64	24%	(84)	36%	(125)	20%	(71)	16%	(56)	3%	(10)	346
Age: 65+	15%	(25)	33%	(58)	28%	(49)	21%	(37)	2%	(4)	173
GenZers: 1997-2012	11%	(16)	30%	(42)	22%	(31)	23%	(32)	14%	(19)	140
Millennials: 1981-1996	26%	(114)	35%	(152)	17%	(72)	17%	(75)	5%	(22)	436
GenXers: 1965-1980	26%	(75)	32%	(91)	19%	(53)	18%	(52)	4%	(12)	283
Baby Boomers: 1946-1964	17%	(50)	35%	(104)	25%	(74)	21%	(62)	3%	(9)	298
PID: Dem (no lean)	25%	(127)	34%	(169)	22%	(109)	16%	(80)	3%	(16)	501
PID: Ind (no lean)	16%	(58)	31%	(112)	19%	(68)	26%	(93)	8%	(29)	361
PID: Rep (no lean)	23%	(73)	37%	(115)	18%	(55)	16%	(50)	5%	(16)	310
PID/Gender: Dem Men	32%	(88)	34%	(93)	19%	(51)	13%	(36)	1%	(3)	271
PID/Gender: Dem Women	17%	(39)	33%	(76)	25%	(58)	19%	(44)	6%	(13)	230
PID/Gender: Ind Men	23%	(37)	32%	(52)	18%	(30)	22%	(36)	5%	(8)	164
PID/Gender: Ind Women	11%	(21)	30%	(60)	19%	(38)	29%	(57)	11%	(21)	197
PID/Gender: Rep Men	28%	(51)	39%	(73)	16%	(30)	12%	(22)	5%	(9)	186
PID/Gender: Rep Women	17%	(21)	34%	(42)	20%	(25)	23%	(29)	6%	(7)	124
Ideo: Liberal (1-3)	23%	(94)	34%	(136)	19%	(76)	20%	(82)	4%	(18)	406
Ideo: Moderate (4)	22%	(73)	33%	(113)	23%	(77)	18%	(60)	4%	(15)	339
Ideo: Conservative (5-7)	25%	(86)	37%	(128)	17%	(58)	18%	(61)	4%	(13)	346
Educ: < College	18%	(125)	33%	(227)	20%	(138)	24%	(166)	6%	(39)	696
Educ: Bachelors degree	27%	(81)	36%	(109)	20%	(62)	12%	(35)	5%	(15)	302
Educ: Post-grad	30%	(52)	34%	(60)	18%	(31)	13%	(23)	4%	(7)	174
Income: Under 50k	17%	(99)	32%	(184)	20%	(115)	24%	(136)	7%	(39)	573
Income: 50k-100k	20%	(73)	38%	(142)	20%	(74)	17%	(65)	6%	(21)	375
Income: 100k+	38%	(86)	31%	(70)	19%	(43)	10%	(23)	1%	(2)	224
Ethnicity: White	21%	(180)	34%	(294)	20%	(174)	21%	(180)	5%	(46)	874
Ethnicity: Hispanic	28%	(64)	32%	(76)	15%	(36)	19%	(45)	5%	(12)	234

Table MCSP2_12: *How interested are you in the following types of podcasts?*
Finances

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(258)	34%	(396)	20%	(232)	19%	(224)	5%	(62)	1172
Ethnicity: Black	36%	(60)	32%	(54)	15%	(26)	11%	(19)	6%	(10)	169
Ethnicity: Other	14%	(18)	38%	(48)	25%	(32)	19%	(25)	5%	(6)	129
All Christian	25%	(129)	38%	(200)	20%	(102)	15%	(79)	3%	(14)	523
All Non-Christian	31%	(24)	36%	(28)	11%	(9)	17%	(13)	6%	(5)	78
Agnostic/Nothing in particular	19%	(57)	28%	(86)	24%	(74)	21%	(63)	9%	(27)	306
Something Else	20%	(43)	31%	(68)	16%	(36)	25%	(55)	7%	(16)	217
Religious Non-Protestant/Catholic	30%	(28)	38%	(36)	12%	(12)	15%	(15)	5%	(5)	96
Evangelical	26%	(77)	35%	(106)	19%	(58)	17%	(50)	3%	(9)	300
Non-Evangelical	21%	(85)	36%	(149)	19%	(77)	20%	(82)	5%	(20)	413
Community: Urban	29%	(116)	36%	(143)	17%	(67)	12%	(46)	5%	(21)	392
Community: Suburban	19%	(97)	34%	(170)	22%	(109)	20%	(103)	5%	(25)	504
Community: Rural	17%	(46)	30%	(83)	20%	(55)	27%	(75)	6%	(16)	275
Employ: Private Sector	28%	(134)	36%	(170)	18%	(87)	14%	(68)	3%	(14)	473
Employ: Government	20%	(15)	36%	(28)	28%	(22)	14%	(11)	3%	(2)	78
Employ: Self-Employed	31%	(37)	32%	(38)	11%	(12)	21%	(25)	5%	(6)	117
Employ: Homemaker	7%	(6)	33%	(30)	19%	(17)	29%	(27)	11%	(10)	90
Employ: Retired	13%	(26)	38%	(78)	27%	(55)	19%	(39)	4%	(8)	206
Employ: Unemployed	19%	(22)	24%	(28)	19%	(22)	27%	(31)	12%	(14)	117
Employ: Other	23%	(13)	30%	(17)	13%	(7)	20%	(12)	14%	(8)	57
Military HH: Yes	24%	(36)	29%	(44)	23%	(35)	21%	(32)	3%	(5)	152
Military HH: No	22%	(222)	35%	(352)	19%	(197)	19%	(192)	6%	(57)	1020
RD/WT: Right Direction	30%	(125)	34%	(144)	17%	(73)	15%	(62)	4%	(15)	419
RD/WT: Wrong Track	18%	(133)	33%	(252)	21%	(159)	21%	(162)	6%	(47)	753
Biden Job Approve	27%	(154)	33%	(187)	20%	(115)	17%	(100)	3%	(19)	574
Biden Job Disapprove	18%	(99)	36%	(195)	20%	(111)	21%	(114)	5%	(27)	545
Biden Job Strongly Approve	36%	(92)	26%	(67)	19%	(49)	18%	(46)	1%	(4)	258
Biden Job Somewhat Approve	19%	(62)	38%	(121)	21%	(65)	17%	(53)	5%	(15)	316
Biden Job Somewhat Disapprove	15%	(26)	40%	(69)	21%	(37)	20%	(35)	4%	(7)	173
Biden Job Strongly Disapprove	20%	(73)	34%	(126)	20%	(74)	21%	(79)	5%	(20)	373

Table MCSP2_12: *How interested are you in the following types of podcasts?*

Finances

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	22%	(258)	34%	(396)	20%	(232)	19%	(224)	5%	(62)	1172
Favorable of Biden	26%	(147)	34%	(194)	19%	(106)	18%	(103)	3%	(17)	568
Unfavorable of Biden	19%	(103)	34%	(189)	21%	(116)	20%	(112)	5%	(30)	551
Very Favorable of Biden	33%	(88)	27%	(74)	21%	(55)	17%	(46)	2%	(5)	269
Somewhat Favorable of Biden	20%	(58)	40%	(121)	17%	(51)	19%	(56)	4%	(12)	299
Somewhat Unfavorable of Biden	17%	(26)	38%	(60)	22%	(35)	17%	(27)	5%	(8)	156
Very Unfavorable of Biden	20%	(77)	33%	(129)	21%	(81)	22%	(86)	5%	(22)	395
#1 Issue: Economy	23%	(108)	36%	(170)	19%	(91)	17%	(81)	4%	(20)	471
#1 Issue: Security	25%	(34)	42%	(58)	19%	(27)	11%	(16)	3%	(4)	139
#1 Issue: Health Care	28%	(20)	37%	(27)	14%	(10)	13%	(9)	8%	(6)	72
#1 Issue: Medicare / Social Security	25%	(19)	23%	(17)	26%	(20)	22%	(17)	4%	(3)	76
#1 Issue: Women's Issues	16%	(33)	25%	(54)	18%	(38)	31%	(67)	10%	(22)	214
#1 Issue: Energy	25%	(27)	36%	(40)	21%	(23)	16%	(18)	2%	(2)	110
#1 Issue: Other	16%	(9)	36%	(19)	29%	(15)	15%	(8)	4%	(2)	53
2020 Vote: Joe Biden	24%	(141)	34%	(198)	21%	(120)	17%	(100)	3%	(20)	578
2020 Vote: Donald Trump	24%	(87)	36%	(131)	18%	(66)	19%	(68)	4%	(13)	364
2020 Vote: Didn't Vote	14%	(28)	27%	(53)	21%	(41)	23%	(44)	15%	(28)	194
2018 House Vote: Democrat	27%	(129)	33%	(158)	20%	(94)	17%	(83)	3%	(15)	480
2018 House Vote: Republican	24%	(73)	40%	(125)	17%	(54)	15%	(48)	4%	(11)	311
2016 Vote: Hillary Clinton	28%	(119)	32%	(138)	20%	(85)	17%	(74)	3%	(12)	429
2016 Vote: Donald Trump	24%	(80)	38%	(130)	18%	(62)	16%	(54)	4%	(12)	339
2016 Vote: Didn't Vote	16%	(56)	30%	(106)	20%	(73)	24%	(86)	10%	(36)	358
Voted in 2014: Yes	25%	(175)	35%	(247)	20%	(143)	16%	(113)	3%	(21)	699
Voted in 2014: No	18%	(83)	32%	(150)	19%	(89)	23%	(111)	9%	(41)	473
4-Region: Northeast	27%	(53)	35%	(70)	18%	(36)	16%	(32)	4%	(9)	200
4-Region: Midwest	20%	(47)	31%	(73)	23%	(54)	23%	(55)	4%	(9)	238
4-Region: South	21%	(95)	34%	(154)	18%	(82)	21%	(94)	7%	(30)	454
4-Region: West	23%	(63)	35%	(99)	22%	(60)	15%	(43)	5%	(14)	279
Listened to Podcasts in the Last Month	22%	(258)	34%	(396)	20%	(232)	19%	(224)	5%	(62)	1172
Sports Fan	26%	(230)	37%	(327)	19%	(171)	13%	(118)	5%	(42)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_13: *How interested are you in the following types of podcasts?*
Health / Fitness

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(277)	36%	(420)	18%	(215)	18%	(210)	4%	(50)	1172
Gender: Male	26%	(164)	33%	(206)	18%	(114)	19%	(120)	3%	(16)	620
Gender: Female	20%	(113)	39%	(213)	18%	(101)	16%	(90)	6%	(34)	552
Age: 18-34	24%	(100)	35%	(144)	17%	(70)	18%	(74)	6%	(26)	414
Age: 35-44	30%	(71)	34%	(82)	16%	(37)	15%	(37)	5%	(12)	239
Age: 45-64	23%	(79)	36%	(125)	19%	(65)	19%	(66)	3%	(11)	346
Age: 65+	15%	(26)	40%	(69)	25%	(42)	19%	(33)	1%	(2)	173
GenZers: 1997-2012	21%	(29)	34%	(47)	13%	(19)	23%	(32)	10%	(14)	140
Millennials: 1981-1996	28%	(123)	36%	(157)	17%	(72)	15%	(64)	4%	(19)	436
GenXers: 1965-1980	23%	(66)	33%	(94)	22%	(63)	18%	(50)	3%	(9)	283
Baby Boomers: 1946-1964	19%	(56)	39%	(115)	19%	(58)	21%	(61)	3%	(9)	298
PID: Dem (no lean)	29%	(144)	36%	(183)	17%	(86)	15%	(74)	3%	(14)	501
PID: Ind (no lean)	17%	(60)	35%	(127)	20%	(71)	21%	(75)	8%	(28)	361
PID: Rep (no lean)	24%	(73)	35%	(110)	18%	(57)	20%	(61)	3%	(9)	310
PID/Gender: Dem Men	34%	(93)	33%	(89)	16%	(44)	16%	(43)	1%	(2)	271
PID/Gender: Dem Women	22%	(51)	41%	(94)	18%	(42)	14%	(31)	5%	(12)	230
PID/Gender: Ind Men	17%	(27)	31%	(51)	25%	(40)	22%	(35)	6%	(10)	164
PID/Gender: Ind Women	17%	(33)	39%	(76)	16%	(31)	20%	(40)	9%	(18)	197
PID/Gender: Rep Men	23%	(44)	36%	(67)	16%	(30)	22%	(41)	2%	(4)	186
PID/Gender: Rep Women	24%	(30)	35%	(43)	22%	(27)	16%	(20)	4%	(5)	124
Ideo: Liberal (1-3)	26%	(104)	34%	(140)	19%	(77)	18%	(72)	3%	(13)	406
Ideo: Moderate (4)	20%	(69)	40%	(135)	18%	(62)	18%	(60)	4%	(13)	339
Ideo: Conservative (5-7)	26%	(90)	35%	(120)	18%	(62)	18%	(64)	3%	(10)	346
Educ: < College	21%	(143)	35%	(241)	18%	(124)	21%	(149)	6%	(38)	696
Educ: Bachelors degree	26%	(78)	41%	(123)	19%	(56)	12%	(37)	3%	(8)	302
Educ: Post-grad	33%	(57)	32%	(56)	20%	(34)	13%	(23)	2%	(4)	174
Income: Under 50k	22%	(126)	34%	(196)	19%	(108)	19%	(111)	6%	(32)	573
Income: 50k-100k	19%	(72)	39%	(147)	21%	(79)	16%	(61)	4%	(16)	375
Income: 100k+	35%	(79)	34%	(77)	13%	(28)	17%	(37)	1%	(3)	224
Ethnicity: White	22%	(191)	34%	(294)	20%	(177)	20%	(175)	4%	(37)	874
Ethnicity: Hispanic	28%	(64)	41%	(95)	9%	(21)	20%	(48)	2%	(5)	234

Continued on next page

Table MCSP2_13: *How interested are you in the following types of podcasts?*
Health / Fitness

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(277)	36%	(420)	18%	(215)	18%	(210)	4%	(50)	1172
Ethnicity: Black	34%	(58)	38%	(64)	15%	(26)	7%	(12)	6%	(9)	169
Ethnicity: Other	22%	(28)	48%	(61)	9%	(12)	18%	(23)	3%	(4)	129
All Christian	27%	(140)	36%	(187)	18%	(92)	17%	(91)	3%	(14)	523
All Non-Christian	37%	(29)	35%	(28)	14%	(11)	9%	(7)	4%	(3)	78
Agnostic/Nothing in particular	17%	(52)	41%	(125)	18%	(55)	17%	(53)	7%	(22)	306
Something Else	24%	(52)	31%	(68)	21%	(45)	19%	(42)	5%	(11)	217
Religious Non-Protestant/Catholic	37%	(35)	35%	(34)	16%	(16)	9%	(8)	3%	(3)	96
Evangelical	26%	(78)	38%	(113)	20%	(60)	14%	(41)	3%	(8)	300
Non-Evangelical	25%	(105)	32%	(132)	17%	(71)	22%	(90)	4%	(15)	413
Community: Urban	28%	(111)	35%	(139)	17%	(68)	15%	(59)	4%	(17)	392
Community: Suburban	21%	(108)	38%	(189)	18%	(91)	20%	(99)	4%	(18)	504
Community: Rural	21%	(59)	33%	(91)	21%	(57)	19%	(53)	6%	(16)	275
Employ: Private Sector	29%	(136)	37%	(173)	18%	(83)	14%	(67)	3%	(14)	473
Employ: Government	28%	(22)	42%	(33)	17%	(13)	11%	(8)	3%	(2)	78
Employ: Self-Employed	28%	(33)	26%	(30)	14%	(16)	27%	(31)	5%	(6)	117
Employ: Homemaker	15%	(14)	44%	(40)	19%	(17)	17%	(15)	5%	(4)	90
Employ: Retired	13%	(27)	42%	(86)	23%	(47)	20%	(42)	2%	(4)	206
Employ: Unemployed	25%	(29)	26%	(31)	19%	(22)	21%	(25)	9%	(11)	117
Employ: Other	15%	(8)	36%	(21)	15%	(8)	18%	(11)	16%	(9)	57
Military HH: Yes	22%	(33)	34%	(52)	20%	(30)	20%	(30)	4%	(6)	152
Military HH: No	24%	(244)	36%	(368)	18%	(184)	18%	(180)	4%	(44)	1020
RD/WT: Right Direction	32%	(136)	36%	(151)	17%	(70)	12%	(48)	3%	(14)	419
RD/WT: Wrong Track	19%	(141)	36%	(269)	19%	(145)	21%	(162)	5%	(36)	753
Biden Job Approve	30%	(173)	35%	(201)	17%	(99)	15%	(84)	3%	(18)	574
Biden Job Disapprove	18%	(99)	36%	(199)	20%	(109)	21%	(117)	4%	(22)	545
Biden Job Strongly Approve	36%	(94)	31%	(81)	14%	(36)	16%	(40)	3%	(7)	258
Biden Job Somewhat Approve	25%	(79)	38%	(120)	20%	(63)	14%	(43)	3%	(10)	316
Biden Job Somewhat Disapprove	13%	(23)	43%	(74)	19%	(34)	20%	(35)	4%	(7)	173
Biden Job Strongly Disapprove	20%	(76)	33%	(125)	20%	(76)	22%	(82)	4%	(14)	373

Table MCSP2_13: *How interested are you in the following types of podcasts?*
Health / Fitness

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(277)	36%	(420)	18%	(215)	18%	(210)	4%	(50)	1172
Favorable of Biden	29%	(166)	36%	(206)	17%	(99)	14%	(79)	3%	(18)	568
Unfavorable of Biden	19%	(102)	36%	(199)	19%	(107)	22%	(121)	4%	(22)	551
Very Favorable of Biden	33%	(89)	36%	(98)	15%	(39)	13%	(35)	3%	(7)	269
Somewhat Favorable of Biden	25%	(76)	36%	(108)	20%	(59)	15%	(45)	3%	(10)	299
Somewhat Unfavorable of Biden	15%	(24)	42%	(65)	20%	(31)	18%	(29)	4%	(7)	156
Very Unfavorable of Biden	20%	(79)	34%	(134)	19%	(75)	23%	(92)	4%	(15)	395
#1 Issue: Economy	25%	(118)	36%	(172)	17%	(79)	18%	(84)	4%	(18)	471
#1 Issue: Security	28%	(38)	29%	(41)	22%	(31)	19%	(26)	3%	(4)	139
#1 Issue: Health Care	37%	(27)	29%	(21)	15%	(11)	13%	(10)	5%	(3)	72
#1 Issue: Medicare / Social Security	20%	(15)	38%	(29)	21%	(16)	17%	(13)	4%	(3)	76
#1 Issue: Women's Issues	17%	(36)	38%	(82)	17%	(37)	19%	(42)	8%	(17)	214
#1 Issue: Energy	21%	(23)	33%	(37)	22%	(24)	21%	(23)	3%	(3)	110
#1 Issue: Other	15%	(8)	46%	(24)	17%	(9)	17%	(9)	5%	(3)	53
2020 Vote: Joe Biden	26%	(152)	38%	(218)	19%	(107)	15%	(84)	3%	(16)	578
2020 Vote: Donald Trump	23%	(83)	36%	(132)	17%	(63)	21%	(76)	3%	(10)	364
2020 Vote: Didn't Vote	20%	(38)	28%	(55)	19%	(36)	22%	(42)	12%	(23)	194
2018 House Vote: Democrat	28%	(134)	37%	(176)	19%	(92)	13%	(65)	3%	(14)	480
2018 House Vote: Republican	22%	(69)	37%	(115)	18%	(56)	20%	(64)	2%	(7)	311
2016 Vote: Hillary Clinton	29%	(126)	37%	(160)	19%	(83)	12%	(52)	2%	(7)	429
2016 Vote: Donald Trump	23%	(77)	36%	(123)	16%	(54)	22%	(73)	3%	(11)	339
2016 Vote: Didn't Vote	19%	(69)	33%	(117)	18%	(63)	22%	(77)	9%	(32)	358
Voted in 2014: Yes	25%	(173)	38%	(269)	18%	(126)	16%	(115)	2%	(16)	699
Voted in 2014: No	22%	(104)	32%	(151)	19%	(89)	20%	(95)	7%	(34)	473
4-Region: Northeast	26%	(53)	35%	(71)	15%	(31)	19%	(38)	4%	(8)	200
4-Region: Midwest	21%	(51)	34%	(81)	23%	(55)	18%	(44)	3%	(7)	238
4-Region: South	24%	(107)	36%	(164)	17%	(78)	19%	(86)	4%	(19)	454
4-Region: West	24%	(67)	37%	(103)	18%	(51)	15%	(42)	6%	(16)	279
Listened to Podcasts in the Last Month	24%	(277)	36%	(420)	18%	(215)	18%	(210)	4%	(50)	1172
Sports Fan	27%	(244)	36%	(323)	17%	(152)	15%	(134)	4%	(33)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_14: *How interested are you in the following types of podcasts?*

News

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	33%	(391)	39%	(456)	12%	(142)	12%	(136)	4%	(47)	1172
Gender: Male	40%	(251)	40%	(247)	8%	(52)	9%	(55)	2%	(14)	620
Gender: Female	25%	(141)	38%	(209)	16%	(89)	15%	(80)	6%	(33)	552
Age: 18-34	28%	(115)	34%	(139)	17%	(71)	15%	(62)	7%	(28)	414
Age: 35-44	33%	(78)	40%	(96)	9%	(21)	14%	(34)	4%	(10)	239
Age: 45-64	39%	(136)	41%	(143)	9%	(32)	9%	(30)	1%	(4)	346
Age: 65+	36%	(63)	45%	(78)	10%	(18)	6%	(10)	3%	(5)	173
GenZers: 1997-2012	23%	(32)	26%	(37)	23%	(32)	18%	(25)	10%	(15)	140
Millennials: 1981-1996	32%	(137)	39%	(171)	12%	(52)	13%	(55)	5%	(20)	436
GenXers: 1965-1980	35%	(98)	40%	(114)	11%	(30)	12%	(35)	2%	(5)	283
Baby Boomers: 1946-1964	40%	(119)	42%	(124)	9%	(28)	7%	(20)	3%	(7)	298
PID: Dem (no lean)	36%	(181)	41%	(206)	11%	(56)	8%	(40)	4%	(18)	501
PID: Ind (no lean)	25%	(90)	37%	(132)	13%	(48)	19%	(69)	6%	(22)	361
PID: Rep (no lean)	39%	(121)	38%	(117)	12%	(38)	9%	(27)	2%	(7)	310
PID/Gender: Dem Men	43%	(117)	40%	(109)	9%	(25)	5%	(14)	2%	(5)	271
PID/Gender: Dem Women	28%	(64)	42%	(97)	14%	(31)	11%	(26)	5%	(13)	230
PID/Gender: Ind Men	33%	(54)	37%	(60)	10%	(17)	16%	(26)	4%	(7)	164
PID/Gender: Ind Women	18%	(36)	36%	(72)	16%	(32)	22%	(43)	8%	(15)	197
PID/Gender: Rep Men	43%	(79)	42%	(78)	6%	(11)	8%	(16)	1%	(2)	186
PID/Gender: Rep Women	33%	(41)	32%	(40)	21%	(27)	9%	(12)	4%	(5)	124
Ideo: Liberal (1-3)	38%	(152)	38%	(156)	9%	(38)	12%	(48)	3%	(11)	406
Ideo: Moderate (4)	27%	(92)	40%	(135)	16%	(54)	13%	(43)	4%	(15)	339
Ideo: Conservative (5-7)	38%	(133)	42%	(144)	10%	(35)	8%	(28)	2%	(7)	346
Educ: < College	31%	(216)	38%	(261)	13%	(88)	14%	(99)	4%	(31)	696
Educ: Bachelors degree	38%	(114)	39%	(119)	11%	(34)	8%	(25)	3%	(10)	302
Educ: Post-grad	35%	(61)	44%	(76)	11%	(19)	7%	(12)	3%	(6)	174
Income: Under 50k	34%	(197)	37%	(212)	12%	(69)	12%	(66)	5%	(29)	573
Income: 50k-100k	28%	(107)	41%	(155)	14%	(52)	12%	(45)	4%	(16)	375
Income: 100k+	39%	(88)	40%	(89)	9%	(20)	11%	(24)	1%	(3)	224
Ethnicity: White	34%	(296)	39%	(337)	12%	(103)	12%	(104)	4%	(34)	874
Ethnicity: Hispanic	36%	(83)	36%	(85)	11%	(27)	14%	(33)	2%	(5)	234

Table MCSP2_14: *How interested are you in the following types of podcasts?*

News

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	33%	(391)	39%	(456)	12%	(142)	12%	(136)	4%	(47)	1172
Ethnicity: Black	37%	(63)	39%	(67)	10%	(18)	9%	(14)	4%	(8)	169
Ethnicity: Other	25%	(32)	41%	(52)	17%	(21)	14%	(18)	4%	(5)	129
All Christian	41%	(214)	40%	(209)	10%	(54)	8%	(40)	1%	(7)	523
All Non-Christian	44%	(35)	35%	(27)	9%	(7)	10%	(8)	3%	(2)	78
Agnostic/Nothing in particular	24%	(73)	41%	(125)	16%	(48)	12%	(35)	8%	(25)	306
Something Else	27%	(58)	36%	(77)	10%	(22)	22%	(47)	6%	(12)	217
Religious Non-Protestant/Catholic	41%	(40)	38%	(36)	9%	(9)	9%	(9)	2%	(2)	96
Evangelical	39%	(118)	37%	(111)	10%	(31)	10%	(30)	3%	(10)	300
Non-Evangelical	35%	(144)	39%	(163)	10%	(41)	14%	(56)	2%	(9)	413
Community: Urban	40%	(155)	37%	(145)	11%	(44)	8%	(32)	4%	(17)	392
Community: Suburban	31%	(156)	40%	(202)	12%	(61)	14%	(69)	3%	(16)	504
Community: Rural	29%	(80)	40%	(110)	13%	(36)	12%	(34)	5%	(14)	275
Employ: Private Sector	38%	(179)	39%	(183)	11%	(52)	10%	(48)	2%	(11)	473
Employ: Government	24%	(18)	41%	(32)	18%	(14)	11%	(8)	7%	(5)	78
Employ: Self-Employed	31%	(37)	41%	(48)	12%	(14)	12%	(14)	4%	(5)	117
Employ: Homemaker	26%	(23)	38%	(34)	14%	(13)	19%	(17)	4%	(3)	90
Employ: Retired	34%	(70)	46%	(95)	9%	(19)	8%	(15)	3%	(6)	206
Employ: Unemployed	34%	(39)	29%	(34)	14%	(17)	16%	(19)	7%	(8)	117
Employ: Other	27%	(15)	35%	(20)	14%	(8)	9%	(5)	14%	(8)	57
Military HH: Yes	37%	(56)	37%	(57)	13%	(19)	10%	(15)	3%	(5)	152
Military HH: No	33%	(335)	39%	(399)	12%	(122)	12%	(120)	4%	(42)	1020
RD/WT: Right Direction	41%	(172)	38%	(161)	9%	(39)	7%	(31)	4%	(16)	419
RD/WT: Wrong Track	29%	(220)	39%	(295)	14%	(102)	14%	(104)	4%	(31)	753
Biden Job Approve	39%	(224)	39%	(224)	10%	(56)	9%	(50)	3%	(20)	574
Biden Job Disapprove	29%	(158)	41%	(222)	14%	(76)	14%	(74)	3%	(14)	545
Biden Job Strongly Approve	49%	(127)	36%	(93)	7%	(18)	6%	(15)	2%	(6)	258
Biden Job Somewhat Approve	31%	(98)	42%	(131)	12%	(38)	11%	(36)	4%	(13)	316
Biden Job Somewhat Disapprove	20%	(34)	48%	(84)	13%	(23)	16%	(27)	3%	(5)	173
Biden Job Strongly Disapprove	33%	(125)	37%	(139)	14%	(53)	13%	(47)	2%	(9)	373

Table MCSP2_14: *How interested are you in the following types of podcasts?*
News

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	33%	(391)	39%	(456)	12%	(142)	12%	(136)	4%	(47)	1172
Favorable of Biden	38%	(217)	41%	(230)	9%	(53)	9%	(51)	3%	(16)	568
Unfavorable of Biden	30%	(165)	39%	(218)	14%	(78)	13%	(72)	3%	(18)	551
Very Favorable of Biden	45%	(121)	39%	(106)	8%	(22)	6%	(17)	1%	(4)	269
Somewhat Favorable of Biden	32%	(96)	42%	(124)	11%	(32)	12%	(35)	4%	(12)	299
Somewhat Unfavorable of Biden	21%	(32)	45%	(71)	14%	(22)	14%	(22)	5%	(8)	156
Very Unfavorable of Biden	34%	(133)	37%	(147)	14%	(55)	13%	(50)	3%	(10)	395
#1 Issue: Economy	32%	(151)	41%	(194)	12%	(56)	12%	(55)	3%	(15)	471
#1 Issue: Security	39%	(54)	42%	(58)	10%	(13)	8%	(11)	2%	(3)	139
#1 Issue: Health Care	39%	(28)	30%	(22)	17%	(12)	9%	(6)	5%	(3)	72
#1 Issue: Medicare / Social Security	33%	(25)	47%	(36)	5%	(4)	8%	(6)	7%	(5)	76
#1 Issue: Women's Issues	27%	(57)	32%	(68)	16%	(34)	17%	(37)	8%	(18)	214
#1 Issue: Energy	43%	(48)	35%	(39)	11%	(12)	10%	(11)	1%	(1)	110
#1 Issue: Other	42%	(22)	40%	(21)	11%	(6)	3%	(2)	3%	(2)	53
2020 Vote: Joe Biden	34%	(197)	43%	(248)	10%	(61)	9%	(53)	3%	(19)	578
2020 Vote: Donald Trump	39%	(141)	38%	(139)	12%	(44)	9%	(34)	2%	(7)	364
2020 Vote: Didn't Vote	22%	(43)	29%	(57)	15%	(30)	23%	(44)	10%	(20)	194
2018 House Vote: Democrat	36%	(173)	42%	(201)	10%	(48)	9%	(42)	4%	(17)	480
2018 House Vote: Republican	41%	(127)	40%	(126)	10%	(31)	7%	(23)	1%	(4)	311
2016 Vote: Hillary Clinton	38%	(164)	41%	(176)	10%	(42)	8%	(32)	3%	(14)	429
2016 Vote: Donald Trump	39%	(132)	40%	(135)	10%	(34)	9%	(31)	2%	(7)	339
2016 Vote: Didn't Vote	24%	(85)	36%	(127)	16%	(56)	18%	(63)	7%	(26)	358
Voted in 2014: Yes	37%	(261)	42%	(292)	10%	(72)	8%	(56)	2%	(17)	699
Voted in 2014: No	27%	(130)	35%	(164)	15%	(70)	17%	(80)	6%	(30)	473
4-Region: Northeast	33%	(67)	44%	(89)	13%	(26)	7%	(15)	2%	(4)	200
4-Region: Midwest	33%	(79)	35%	(83)	13%	(31)	15%	(35)	5%	(11)	238
4-Region: South	34%	(153)	40%	(182)	10%	(44)	13%	(60)	3%	(15)	454
4-Region: West	33%	(93)	37%	(103)	14%	(40)	9%	(26)	6%	(17)	279
Listened to Podcasts in the Last Month	33%	(391)	39%	(456)	12%	(142)	12%	(136)	4%	(47)	1172
Sports Fan	37%	(332)	41%	(360)	10%	(93)	8%	(69)	4%	(33)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_15: *How interested are you in the following types of podcasts?*
Long-form scripted fiction podcasts that tell a story over multiple episodes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(219)	30%	(354)	23%	(264)	22%	(254)	7%	(81)	1172
Gender: Male	17%	(107)	27%	(169)	25%	(157)	24%	(150)	6%	(37)	620
Gender: Female	20%	(112)	34%	(185)	19%	(107)	19%	(104)	8%	(44)	552
Age: 18-34	25%	(105)	33%	(135)	21%	(88)	13%	(53)	8%	(33)	414
Age: 35-44	23%	(55)	34%	(81)	15%	(35)	20%	(49)	8%	(19)	239
Age: 45-64	13%	(45)	30%	(103)	27%	(94)	26%	(89)	4%	(15)	346
Age: 65+	8%	(14)	20%	(34)	28%	(48)	37%	(63)	8%	(14)	173
GenZers: 1997-2012	23%	(31)	26%	(36)	24%	(34)	16%	(23)	11%	(16)	140
Millennials: 1981-1996	26%	(113)	37%	(160)	17%	(73)	14%	(61)	6%	(28)	436
GenXers: 1965-1980	15%	(41)	31%	(87)	27%	(75)	22%	(62)	6%	(18)	283
Baby Boomers: 1946-1964	11%	(32)	23%	(68)	27%	(80)	34%	(100)	6%	(17)	298
PID: Dem (no lean)	23%	(115)	33%	(164)	22%	(112)	17%	(85)	5%	(25)	501
PID: Ind (no lean)	15%	(53)	28%	(101)	23%	(84)	23%	(85)	10%	(38)	361
PID: Rep (no lean)	16%	(51)	29%	(89)	22%	(68)	27%	(84)	6%	(18)	310
PID/Gender: Dem Men	23%	(63)	30%	(80)	25%	(68)	17%	(47)	5%	(13)	271
PID/Gender: Dem Women	23%	(52)	36%	(84)	19%	(44)	16%	(38)	5%	(12)	230
PID/Gender: Ind Men	12%	(19)	26%	(43)	27%	(44)	27%	(44)	9%	(14)	164
PID/Gender: Ind Women	17%	(34)	30%	(59)	20%	(40)	21%	(41)	12%	(23)	197
PID/Gender: Rep Men	14%	(25)	25%	(46)	25%	(46)	32%	(59)	5%	(10)	186
PID/Gender: Rep Women	20%	(25)	34%	(42)	18%	(23)	21%	(26)	6%	(8)	124
Ideo: Liberal (1-3)	23%	(94)	33%	(135)	19%	(77)	21%	(84)	4%	(15)	406
Ideo: Moderate (4)	16%	(53)	35%	(119)	24%	(80)	18%	(61)	7%	(25)	339
Ideo: Conservative (5-7)	17%	(57)	24%	(85)	25%	(85)	28%	(97)	6%	(22)	346
Educ: < College	19%	(131)	29%	(200)	23%	(160)	21%	(150)	8%	(55)	696
Educ: Bachelors degree	18%	(55)	32%	(96)	22%	(67)	23%	(71)	4%	(12)	302
Educ: Post-grad	19%	(33)	33%	(57)	21%	(37)	19%	(33)	8%	(13)	174
Income: Under 50k	17%	(97)	26%	(147)	25%	(142)	23%	(133)	9%	(54)	573
Income: 50k-100k	18%	(67)	37%	(140)	20%	(75)	19%	(70)	6%	(23)	375
Income: 100k+	24%	(54)	30%	(67)	21%	(48)	22%	(50)	2%	(4)	224
Ethnicity: White	18%	(159)	30%	(260)	23%	(201)	23%	(199)	6%	(55)	874
Ethnicity: Hispanic	28%	(65)	26%	(61)	21%	(50)	21%	(48)	4%	(9)	234

Table MCSP2_15: *How interested are you in the following types of podcasts?*
Long-form scripted fiction podcasts that tell a story over multiple episodes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(219)	30%	(354)	23%	(264)	22%	(254)	7%	(81)	1172
Ethnicity: Black	23%	(40)	33%	(55)	19%	(33)	15%	(26)	9%	(16)	169
Ethnicity: Other	15%	(20)	31%	(39)	24%	(30)	23%	(30)	7%	(10)	129
All Christian	17%	(91)	31%	(163)	24%	(127)	23%	(118)	5%	(24)	523
All Non-Christian	18%	(14)	40%	(31)	15%	(12)	21%	(17)	5%	(4)	78
Agnostic/Nothing in particular	21%	(66)	26%	(80)	22%	(66)	20%	(61)	11%	(34)	306
Something Else	17%	(37)	30%	(65)	23%	(51)	22%	(47)	8%	(17)	217
Religious Non-Protestant/Catholic	15%	(14)	44%	(42)	15%	(15)	21%	(20)	6%	(6)	96
Evangelical	21%	(63)	30%	(91)	24%	(73)	19%	(58)	5%	(15)	300
Non-Evangelical	15%	(62)	31%	(126)	24%	(100)	24%	(101)	6%	(23)	413
Community: Urban	23%	(89)	35%	(139)	17%	(65)	19%	(73)	7%	(26)	392
Community: Suburban	14%	(69)	29%	(145)	27%	(137)	23%	(118)	7%	(35)	504
Community: Rural	22%	(62)	26%	(70)	22%	(62)	23%	(62)	7%	(19)	275
Employ: Private Sector	22%	(103)	36%	(169)	20%	(93)	19%	(91)	4%	(17)	473
Employ: Government	20%	(15)	27%	(21)	20%	(15)	24%	(18)	10%	(8)	78
Employ: Self-Employed	23%	(27)	26%	(30)	21%	(24)	20%	(23)	11%	(13)	117
Employ: Homemaker	20%	(18)	31%	(28)	22%	(20)	18%	(16)	8%	(8)	90
Employ: Retired	8%	(17)	24%	(50)	31%	(63)	30%	(62)	7%	(13)	206
Employ: Unemployed	16%	(19)	25%	(29)	20%	(23)	26%	(31)	13%	(15)	117
Employ: Other	27%	(15)	25%	(15)	24%	(14)	12%	(7)	12%	(7)	57
Military HH: Yes	22%	(34)	25%	(38)	20%	(30)	28%	(42)	6%	(9)	152
Military HH: No	18%	(185)	31%	(316)	23%	(234)	21%	(212)	7%	(72)	1020
RD/WT: Right Direction	26%	(108)	32%	(133)	20%	(86)	18%	(75)	4%	(18)	419
RD/WT: Wrong Track	15%	(111)	29%	(222)	24%	(179)	24%	(179)	8%	(63)	753
Biden Job Approve	22%	(126)	32%	(183)	22%	(127)	19%	(111)	5%	(27)	574
Biden Job Disapprove	16%	(87)	30%	(163)	23%	(127)	24%	(129)	7%	(40)	545
Biden Job Strongly Approve	29%	(74)	32%	(81)	18%	(46)	19%	(49)	3%	(8)	258
Biden Job Somewhat Approve	16%	(52)	32%	(102)	26%	(82)	20%	(62)	6%	(19)	316
Biden Job Somewhat Disapprove	16%	(27)	34%	(58)	24%	(41)	18%	(31)	9%	(16)	173
Biden Job Strongly Disapprove	16%	(60)	28%	(105)	23%	(85)	26%	(98)	7%	(24)	373

Table MCSP2_15: *How interested are you in the following types of podcasts?*
Long-form scripted fiction podcasts that tell a story over multiple episodes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	19%	(219)	30%	(354)	23%	(264)	22%	(254)	7%	(81)	1172
Favorable of Biden	22%	(126)	32%	(180)	21%	(122)	19%	(108)	5%	(31)	568
Unfavorable of Biden	16%	(86)	29%	(162)	24%	(132)	25%	(137)	6%	(35)	551
Very Favorable of Biden	28%	(76)	31%	(83)	19%	(51)	18%	(50)	4%	(10)	269
Somewhat Favorable of Biden	17%	(49)	33%	(98)	24%	(71)	20%	(59)	7%	(22)	299
Somewhat Unfavorable of Biden	14%	(22)	33%	(52)	28%	(44)	18%	(28)	7%	(10)	156
Very Unfavorable of Biden	16%	(63)	28%	(110)	22%	(88)	28%	(109)	6%	(25)	395
#1 Issue: Economy	18%	(84)	28%	(131)	25%	(120)	24%	(111)	5%	(25)	471
#1 Issue: Security	9%	(13)	31%	(43)	23%	(33)	30%	(42)	6%	(9)	139
#1 Issue: Health Care	28%	(20)	30%	(22)	20%	(14)	13%	(9)	9%	(7)	72
#1 Issue: Medicare / Social Security	10%	(7)	27%	(20)	28%	(21)	28%	(21)	7%	(6)	76
#1 Issue: Women's Issues	26%	(55)	30%	(65)	16%	(33)	20%	(43)	8%	(18)	214
#1 Issue: Energy	16%	(18)	39%	(43)	23%	(25)	13%	(14)	8%	(9)	110
#1 Issue: Other	15%	(8)	29%	(15)	26%	(14)	23%	(12)	7%	(4)	53
2020 Vote: Joe Biden	22%	(125)	33%	(193)	22%	(125)	19%	(108)	5%	(27)	578
2020 Vote: Donald Trump	17%	(64)	29%	(105)	22%	(80)	26%	(94)	6%	(21)	364
2020 Vote: Didn't Vote	12%	(23)	23%	(44)	27%	(53)	22%	(42)	17%	(32)	194
2018 House Vote: Democrat	23%	(110)	33%	(159)	22%	(106)	18%	(85)	4%	(20)	480
2018 House Vote: Republican	15%	(45)	29%	(91)	23%	(73)	28%	(88)	5%	(15)	311
2016 Vote: Hillary Clinton	25%	(106)	32%	(139)	21%	(91)	18%	(75)	4%	(17)	429
2016 Vote: Donald Trump	14%	(49)	30%	(103)	23%	(77)	27%	(93)	5%	(17)	339
2016 Vote: Didn't Vote	17%	(62)	26%	(93)	24%	(86)	21%	(74)	12%	(43)	358
Voted in 2014: Yes	19%	(132)	32%	(224)	22%	(153)	23%	(159)	4%	(31)	699
Voted in 2014: No	18%	(87)	28%	(130)	23%	(111)	20%	(95)	11%	(50)	473
4-Region: Northeast	19%	(37)	33%	(65)	22%	(44)	20%	(39)	7%	(15)	200
4-Region: Midwest	17%	(40)	30%	(71)	22%	(52)	24%	(58)	8%	(19)	238
4-Region: South	18%	(83)	32%	(146)	20%	(89)	24%	(108)	6%	(28)	454
4-Region: West	21%	(59)	26%	(72)	29%	(79)	18%	(49)	7%	(19)	279
Listened to Podcasts in the Last Month	19%	(219)	30%	(354)	23%	(264)	22%	(254)	7%	(81)	1172
Sports Fan	20%	(174)	31%	(279)	22%	(195)	21%	(182)	6%	(57)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP2_16: *How interested are you in the following types of podcasts?*
A branded podcast created by your favorite company

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(191)	34%	(398)	21%	(249)	20%	(231)	9%	(102)	1172
Gender: Male	16%	(102)	34%	(210)	22%	(135)	21%	(129)	7%	(44)	620
Gender: Female	16%	(90)	34%	(188)	21%	(113)	19%	(103)	11%	(58)	552
Age: 18-34	22%	(90)	36%	(147)	17%	(72)	16%	(65)	9%	(39)	414
Age: 35-44	18%	(43)	41%	(97)	16%	(39)	17%	(40)	8%	(19)	239
Age: 45-64	14%	(50)	30%	(104)	26%	(90)	22%	(75)	8%	(27)	346
Age: 65+	5%	(9)	29%	(50)	28%	(48)	29%	(50)	10%	(17)	173
GenZers: 1997-2012	19%	(26)	29%	(40)	20%	(28)	18%	(25)	15%	(21)	140
Millennials: 1981-1996	21%	(93)	41%	(177)	16%	(71)	15%	(65)	7%	(31)	436
GenXers: 1965-1980	15%	(43)	34%	(95)	25%	(71)	20%	(56)	6%	(18)	283
Baby Boomers: 1946-1964	10%	(29)	28%	(83)	25%	(74)	27%	(81)	10%	(30)	298
PID: Dem (no lean)	18%	(92)	39%	(194)	21%	(105)	15%	(74)	7%	(36)	501
PID: Ind (no lean)	13%	(48)	28%	(102)	22%	(78)	26%	(95)	11%	(38)	361
PID: Rep (no lean)	17%	(51)	33%	(102)	21%	(66)	20%	(62)	9%	(28)	310
PID/Gender: Dem Men	18%	(48)	40%	(109)	23%	(62)	15%	(40)	5%	(12)	271
PID/Gender: Dem Women	19%	(44)	37%	(86)	18%	(42)	15%	(34)	10%	(24)	230
PID/Gender: Ind Men	14%	(22)	27%	(45)	20%	(33)	29%	(47)	10%	(17)	164
PID/Gender: Ind Women	13%	(26)	29%	(57)	23%	(45)	24%	(48)	11%	(21)	197
PID/Gender: Rep Men	17%	(32)	31%	(57)	22%	(40)	23%	(42)	8%	(15)	186
PID/Gender: Rep Women	16%	(20)	36%	(45)	21%	(26)	16%	(20)	10%	(13)	124
Ideo: Liberal (1-3)	18%	(71)	36%	(146)	19%	(76)	22%	(88)	6%	(24)	406
Ideo: Moderate (4)	14%	(49)	37%	(125)	24%	(82)	15%	(51)	9%	(31)	339
Ideo: Conservative (5-7)	17%	(58)	31%	(109)	22%	(76)	21%	(73)	9%	(30)	346
Educ: < College	16%	(110)	33%	(230)	22%	(150)	20%	(141)	9%	(65)	696
Educ: Bachelors degree	18%	(53)	33%	(100)	20%	(61)	21%	(62)	8%	(25)	302
Educ: Post-grad	17%	(29)	39%	(68)	21%	(37)	16%	(28)	7%	(12)	174
Income: Under 50k	17%	(97)	31%	(177)	23%	(133)	20%	(114)	9%	(52)	573
Income: 50k-100k	14%	(53)	37%	(139)	17%	(63)	21%	(80)	11%	(40)	375
Income: 100k+	18%	(41)	37%	(82)	24%	(53)	17%	(38)	4%	(10)	224
Ethnicity: White	15%	(130)	33%	(291)	22%	(194)	21%	(185)	8%	(74)	874
Ethnicity: Hispanic	27%	(64)	31%	(72)	13%	(31)	22%	(52)	6%	(15)	234

Table MCSP2_16: *How interested are you in the following types of podcasts?*
A branded podcast created by your favorite company

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(191)	34%	(398)	21%	(249)	20%	(231)	9%	(102)	1172
Ethnicity: Black	21%	(35)	37%	(63)	17%	(30)	14%	(23)	11%	(18)	169
Ethnicity: Other	21%	(27)	34%	(44)	19%	(25)	18%	(23)	8%	(10)	129
All Christian	17%	(88)	36%	(190)	22%	(117)	18%	(94)	6%	(34)	523
All Non-Christian	25%	(20)	39%	(30)	15%	(11)	12%	(10)	9%	(7)	78
Agnostic/Nothing in particular	15%	(45)	32%	(99)	19%	(58)	22%	(67)	12%	(37)	306
Something Else	16%	(34)	33%	(71)	22%	(48)	19%	(42)	10%	(21)	217
Religious Non-Protestant/Catholic	24%	(23)	39%	(38)	15%	(14)	13%	(13)	8%	(8)	96
Evangelical	22%	(65)	36%	(109)	23%	(68)	14%	(41)	6%	(17)	300
Non-Evangelical	13%	(52)	34%	(140)	23%	(94)	22%	(91)	9%	(36)	413
Community: Urban	19%	(73)	41%	(161)	17%	(67)	16%	(61)	8%	(30)	392
Community: Suburban	16%	(80)	31%	(155)	22%	(109)	22%	(113)	9%	(48)	504
Community: Rural	14%	(38)	30%	(82)	27%	(73)	21%	(57)	9%	(25)	275
Employ: Private Sector	20%	(92)	40%	(190)	19%	(90)	16%	(75)	5%	(24)	473
Employ: Government	16%	(12)	34%	(27)	24%	(18)	14%	(11)	12%	(10)	78
Employ: Self-Employed	25%	(30)	28%	(33)	12%	(14)	25%	(29)	9%	(11)	117
Employ: Homemaker	10%	(9)	40%	(36)	18%	(16)	23%	(20)	10%	(9)	90
Employ: Retired	6%	(13)	27%	(56)	28%	(58)	28%	(57)	11%	(22)	206
Employ: Unemployed	13%	(15)	30%	(36)	24%	(28)	19%	(22)	14%	(16)	117
Employ: Other	25%	(14)	18%	(10)	23%	(13)	19%	(11)	15%	(9)	57
Military HH: Yes	15%	(23)	38%	(57)	16%	(24)	24%	(37)	7%	(11)	152
Military HH: No	17%	(169)	33%	(341)	22%	(225)	19%	(194)	9%	(91)	1020
RD/WT: Right Direction	23%	(94)	39%	(165)	17%	(72)	14%	(58)	7%	(29)	419
RD/WT: Wrong Track	13%	(97)	31%	(233)	24%	(177)	23%	(173)	10%	(73)	753
Biden Job Approve	20%	(115)	37%	(214)	19%	(110)	17%	(99)	6%	(37)	574
Biden Job Disapprove	13%	(71)	33%	(177)	23%	(123)	22%	(122)	9%	(51)	545
Biden Job Strongly Approve	26%	(67)	38%	(97)	16%	(42)	15%	(38)	5%	(14)	258
Biden Job Somewhat Approve	15%	(48)	37%	(116)	22%	(68)	19%	(61)	7%	(23)	316
Biden Job Somewhat Disapprove	12%	(21)	39%	(68)	23%	(40)	17%	(29)	9%	(15)	173
Biden Job Strongly Disapprove	14%	(51)	29%	(109)	22%	(83)	25%	(93)	10%	(36)	373

Continued on next page

Table MCSP2_16: *How interested are you in the following types of podcasts?*
A branded podcast created by your favorite company

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(191)	34%	(398)	21%	(249)	20%	(231)	9%	(102)	1172
Favorable of Biden	19%	(110)	39%	(219)	18%	(104)	17%	(96)	7%	(39)	568
Unfavorable of Biden	14%	(76)	31%	(168)	24%	(131)	23%	(129)	9%	(47)	551
Very Favorable of Biden	28%	(74)	40%	(108)	14%	(37)	15%	(40)	4%	(9)	269
Somewhat Favorable of Biden	12%	(36)	37%	(111)	22%	(67)	19%	(56)	10%	(29)	299
Somewhat Unfavorable of Biden	14%	(22)	32%	(50)	25%	(39)	22%	(34)	7%	(11)	156
Very Unfavorable of Biden	13%	(53)	30%	(118)	23%	(92)	24%	(96)	9%	(36)	395
#1 Issue: Economy	14%	(68)	36%	(171)	22%	(103)	21%	(100)	6%	(30)	471
#1 Issue: Security	19%	(26)	32%	(45)	20%	(28)	21%	(29)	8%	(11)	139
#1 Issue: Health Care	21%	(15)	34%	(24)	22%	(16)	14%	(10)	10%	(7)	72
#1 Issue: Medicare / Social Security	11%	(8)	26%	(20)	25%	(19)	26%	(20)	12%	(9)	76
#1 Issue: Women's Issues	18%	(39)	31%	(66)	20%	(43)	18%	(39)	13%	(27)	214
#1 Issue: Energy	16%	(18)	35%	(38)	24%	(27)	18%	(20)	6%	(7)	110
#1 Issue: Other	16%	(9)	34%	(18)	19%	(10)	20%	(11)	12%	(6)	53
2020 Vote: Joe Biden	18%	(106)	37%	(217)	21%	(124)	17%	(96)	6%	(35)	578
2020 Vote: Donald Trump	15%	(54)	32%	(118)	22%	(78)	23%	(84)	8%	(30)	364
2020 Vote: Didn't Vote	13%	(25)	27%	(53)	20%	(40)	20%	(40)	19%	(37)	194
2018 House Vote: Democrat	20%	(95)	37%	(178)	20%	(96)	16%	(76)	7%	(35)	480
2018 House Vote: Republican	17%	(52)	33%	(102)	21%	(64)	23%	(72)	7%	(21)	311
2016 Vote: Hillary Clinton	20%	(87)	38%	(161)	19%	(81)	17%	(72)	6%	(28)	429
2016 Vote: Donald Trump	14%	(47)	34%	(116)	21%	(72)	23%	(77)	8%	(28)	339
2016 Vote: Didn't Vote	15%	(53)	30%	(108)	22%	(79)	21%	(75)	12%	(43)	358
Voted in 2014: Yes	17%	(119)	35%	(245)	21%	(148)	19%	(136)	7%	(51)	699
Voted in 2014: No	15%	(72)	32%	(153)	21%	(101)	20%	(95)	11%	(51)	473
4-Region: Northeast	13%	(25)	38%	(76)	21%	(43)	18%	(35)	10%	(21)	200
4-Region: Midwest	13%	(30)	32%	(76)	25%	(60)	22%	(54)	8%	(19)	238
4-Region: South	18%	(82)	34%	(153)	19%	(86)	21%	(94)	9%	(39)	454
4-Region: West	19%	(54)	33%	(93)	22%	(60)	17%	(48)	8%	(24)	279
Listened to Podcasts in the Last Month	16%	(191)	34%	(398)	21%	(249)	20%	(231)	9%	(102)	1172
Sports Fan	18%	(162)	37%	(328)	20%	(182)	16%	(146)	8%	(69)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP3: *Generally speaking, where do you most often listen to podcasts?*

Demographic	At home		Commuting to work in a personal vehicle		Commuting to work on public trans-portation		While exercising		While walking to destinations alone		Other, please specify:		Total N
Adults	65%	(765)	14%	(162)	5%	(53)	9%	(100)	4%	(50)	4%	(41)	1172
Gender: Male	68%	(422)	13%	(79)	5%	(31)	8%	(50)	3%	(20)	3%	(17)	620
Gender: Female	62%	(342)	15%	(83)	4%	(22)	9%	(50)	5%	(30)	4%	(24)	552
Age: 18-34	58%	(239)	17%	(69)	6%	(26)	11%	(46)	5%	(22)	3%	(13)	414
Age: 35-44	57%	(137)	19%	(44)	6%	(14)	9%	(21)	6%	(14)	4%	(9)	239
Age: 45-64	71%	(247)	11%	(38)	4%	(14)	7%	(25)	3%	(10)	4%	(13)	346
Age: 65+	82%	(143)	6%	(11)	—	(0)	5%	(9)	2%	(4)	4%	(6)	173
GenZers: 1997-2012	55%	(78)	14%	(19)	5%	(7)	16%	(22)	7%	(10)	4%	(5)	140
Millennials: 1981-1996	57%	(248)	19%	(84)	6%	(28)	9%	(41)	5%	(22)	3%	(14)	436
GenXers: 1965-1980	68%	(192)	13%	(36)	6%	(16)	8%	(23)	2%	(7)	3%	(9)	283
Baby Boomers: 1946-1964	78%	(233)	8%	(24)	1%	(3)	5%	(15)	4%	(10)	4%	(12)	298
PID: Dem (no lean)	64%	(318)	14%	(72)	6%	(29)	10%	(51)	3%	(17)	3%	(14)	501
PID: Ind (no lean)	69%	(249)	11%	(38)	4%	(14)	6%	(22)	6%	(21)	5%	(17)	361
PID: Rep (no lean)	64%	(198)	17%	(52)	3%	(10)	9%	(27)	4%	(12)	3%	(11)	310
PID/Gender: Dem Men	69%	(186)	13%	(34)	5%	(14)	9%	(24)	3%	(7)	2%	(4)	271
PID/Gender: Dem Women	57%	(132)	16%	(37)	6%	(15)	12%	(27)	4%	(9)	4%	(10)	230
PID/Gender: Ind Men	74%	(121)	9%	(14)	6%	(10)	4%	(7)	3%	(5)	4%	(6)	164
PID/Gender: Ind Women	65%	(128)	12%	(24)	2%	(4)	7%	(15)	8%	(16)	5%	(10)	197
PID/Gender: Rep Men	62%	(115)	17%	(31)	4%	(7)	10%	(19)	4%	(8)	3%	(6)	186
PID/Gender: Rep Women	66%	(82)	17%	(22)	2%	(3)	7%	(9)	3%	(4)	3%	(4)	124
Ideo: Liberal (1-3)	60%	(245)	15%	(62)	4%	(17)	11%	(45)	5%	(20)	4%	(16)	406
Ideo: Moderate (4)	67%	(228)	12%	(41)	8%	(26)	7%	(22)	3%	(10)	4%	(12)	339
Ideo: Conservative (5-7)	66%	(228)	17%	(57)	3%	(10)	8%	(27)	4%	(13)	3%	(11)	346
Educ: < College	72%	(499)	11%	(76)	4%	(26)	6%	(45)	4%	(27)	3%	(23)	696
Educ: Bachelors degree	55%	(166)	19%	(57)	5%	(16)	11%	(32)	5%	(15)	5%	(16)	302
Educ: Post-grad	57%	(99)	17%	(30)	7%	(11)	13%	(23)	4%	(7)	2%	(3)	174
Income: Under 50k	73%	(419)	10%	(55)	5%	(26)	6%	(34)	4%	(24)	3%	(15)	573
Income: 50k-100k	61%	(228)	17%	(65)	4%	(13)	10%	(38)	5%	(18)	3%	(13)	375
Income: 100k+	53%	(118)	19%	(42)	6%	(14)	13%	(29)	3%	(8)	6%	(13)	224
Ethnicity: White	66%	(576)	13%	(117)	4%	(33)	9%	(77)	4%	(38)	4%	(33)	874

Table MCSP3: *Generally speaking, where do you most often listen to podcasts?*

Demographic	At home		Commuting to work in a personal vehicle		Commuting to work on public trans-portation		While exercising		While walking to destinations alone		Other, please specify:		Total N
Adults	65%	(765)	14%	(162)	5%	(53)	9%	(100)	4%	(50)	4%	(41)	1172
Ethnicity: Hispanic	64%	(150)	11%	(26)	6%	(15)	10%	(24)	6%	(15)	2%	(4)	234
Ethnicity: Black	65%	(110)	19%	(32)	8%	(14)	3%	(5)	3%	(4)	2%	(4)	169
Ethnicity: Other	61%	(79)	10%	(13)	5%	(7)	14%	(18)	5%	(7)	4%	(5)	129
All Christian	65%	(339)	15%	(80)	3%	(18)	9%	(48)	4%	(20)	3%	(18)	523
All Non-Christian	61%	(48)	8%	(7)	8%	(7)	12%	(9)	8%	(6)	2%	(2)	78
Agnostic/Nothing in particular	63%	(192)	12%	(37)	6%	(18)	10%	(30)	6%	(19)	4%	(11)	306
Something Else	74%	(161)	14%	(30)	4%	(8)	4%	(9)	2%	(4)	2%	(5)	217
Religious Non-Protestant/Catholic	64%	(62)	8%	(8)	7%	(7)	12%	(12)	6%	(6)	2%	(2)	96
Evangelical	67%	(202)	16%	(48)	3%	(9)	9%	(27)	4%	(11)	1%	(3)	300
Non-Evangelical	68%	(280)	14%	(58)	4%	(15)	7%	(28)	3%	(12)	5%	(20)	413
Community: Urban	62%	(242)	14%	(53)	8%	(30)	9%	(35)	5%	(19)	3%	(13)	392
Community: Suburban	64%	(324)	15%	(77)	4%	(19)	9%	(45)	4%	(21)	4%	(19)	504
Community: Rural	72%	(199)	12%	(32)	1%	(4)	7%	(20)	4%	(10)	3%	(10)	275
Employ: Private Sector	56%	(264)	17%	(82)	8%	(40)	11%	(52)	4%	(19)	3%	(14)	473
Employ: Government	27%	(21)	34%	(27)	13%	(10)	16%	(12)	2%	(2)	8%	(6)	78
Employ: Self-Employed	70%	(82)	16%	(19)	1%	(1)	6%	(7)	6%	(7)	1%	(1)	117
Employ: Homemaker	74%	(67)	10%	(9)	—	(0)	7%	(6)	5%	(4)	5%	(4)	90
Employ: Retired	83%	(170)	3%	(6)	1%	(1)	5%	(10)	4%	(9)	4%	(9)	206
Employ: Unemployed	87%	(102)	4%	(4)	1%	(1)	3%	(4)	4%	(4)	1%	(2)	117
Employ: Other	72%	(41)	15%	(8)	—	(0)	1%	(1)	4%	(2)	8%	(5)	57
Military HH: Yes	79%	(120)	9%	(14)	1%	(2)	5%	(8)	2%	(4)	3%	(4)	152
Military HH: No	63%	(645)	15%	(148)	5%	(51)	9%	(92)	5%	(46)	4%	(37)	1020
RD/WT: Right Direction	58%	(242)	14%	(58)	8%	(33)	13%	(54)	4%	(17)	3%	(15)	419
RD/WT: Wrong Track	69%	(522)	14%	(105)	3%	(20)	6%	(46)	4%	(33)	4%	(27)	753
Biden Job Approve	63%	(362)	13%	(75)	6%	(35)	11%	(60)	4%	(23)	3%	(18)	574
Biden Job Disapprove	68%	(369)	15%	(79)	3%	(16)	7%	(37)	4%	(23)	4%	(21)	545

Table MCSP3: *Generally speaking, where do you most often listen to podcasts?*

Demographic	At home		Commuting to work in a personal vehicle		Commuting to work on public trans- portation		While exercising		While walking to destinations alone		Other, please specify:		Total N
Adults	65%	(765)	14%	(162)	5%	(53)	9%	(100)	4%	(50)	4%	(41)	1172
Biden Job Strongly Approve	64%	(165)	13%	(33)	6%	(15)	12%	(32)	2%	(6)	3%	(7)	258
Biden Job Somewhat Approve	62%	(197)	13%	(42)	6%	(20)	9%	(29)	5%	(17)	3%	(11)	316
Biden Job Somewhat Disapprove	63%	(108)	15%	(26)	4%	(7)	9%	(15)	5%	(8)	5%	(8)	173
Biden Job Strongly Disapprove	70%	(261)	14%	(54)	2%	(8)	6%	(22)	4%	(15)	3%	(13)	373
Favorable of Biden	64%	(364)	14%	(77)	6%	(32)	9%	(52)	4%	(23)	3%	(19)	568
Unfavorable of Biden	66%	(364)	14%	(78)	3%	(18)	8%	(45)	4%	(25)	4%	(22)	551
Very Favorable of Biden	66%	(176)	13%	(34)	6%	(15)	10%	(28)	3%	(8)	3%	(8)	269
Somewhat Favorable of Biden	63%	(188)	15%	(44)	6%	(17)	8%	(24)	5%	(15)	4%	(11)	299
Somewhat Unfavorable of Biden	59%	(92)	14%	(22)	6%	(9)	13%	(21)	4%	(6)	4%	(6)	156
Very Unfavorable of Biden	69%	(272)	14%	(56)	2%	(8)	6%	(24)	5%	(19)	4%	(16)	395
#1 Issue: Economy	64%	(303)	16%	(75)	5%	(22)	8%	(36)	3%	(16)	4%	(20)	471
#1 Issue: Security	73%	(102)	12%	(16)	3%	(4)	9%	(13)	3%	(4)	—	(1)	139
#1 Issue: Health Care	55%	(40)	12%	(9)	5%	(3)	18%	(13)	9%	(7)	1%	(1)	72
#1 Issue: Medicare / Social Security	83%	(63)	7%	(6)	2%	(1)	—	(0)	1%	(1)	8%	(6)	76
#1 Issue: Women's Issues	61%	(131)	15%	(33)	7%	(14)	8%	(18)	4%	(10)	4%	(8)	214
#1 Issue: Energy	61%	(67)	11%	(12)	5%	(6)	12%	(14)	8%	(9)	2%	(2)	110
#1 Issue: Other	82%	(43)	6%	(3)	—	(0)	4%	(2)	3%	(1)	6%	(3)	53
2020 Vote: Joe Biden	61%	(351)	15%	(85)	5%	(31)	11%	(65)	4%	(22)	4%	(23)	578
2020 Vote: Donald Trump	68%	(248)	15%	(55)	3%	(9)	6%	(24)	4%	(15)	4%	(13)	364
2020 Vote: Didn't Vote	70%	(135)	10%	(19)	7%	(13)	5%	(11)	6%	(11)	3%	(6)	194
2018 House Vote: Democrat	62%	(298)	15%	(74)	6%	(29)	8%	(40)	3%	(17)	5%	(22)	480
2018 House Vote: Republican	65%	(202)	15%	(47)	2%	(7)	10%	(31)	5%	(15)	3%	(10)	311
2016 Vote: Hillary Clinton	63%	(269)	15%	(64)	5%	(22)	9%	(38)	3%	(15)	5%	(20)	429
2016 Vote: Donald Trump	69%	(235)	14%	(48)	2%	(8)	7%	(24)	5%	(16)	2%	(8)	339
2016 Vote: Didn't Vote	65%	(233)	12%	(42)	6%	(21)	10%	(35)	4%	(15)	3%	(12)	358
Voted in 2014: Yes	65%	(452)	15%	(105)	4%	(30)	8%	(59)	4%	(25)	4%	(27)	699
Voted in 2014: No	66%	(312)	12%	(57)	5%	(23)	9%	(42)	5%	(24)	3%	(14)	473

Continued on next page

Table MCSP3: *Generally speaking, where do you most often listen to podcasts?*

Demographic	At home	Commuting to work in a personal vehicle	Commuting to work on public trans-portation	While exercising	While walking to destinations alone	Other, please specify:	Total N
Adults	65% (765)	14% (162)	5% (53)	9% (100)	4% (50)	4% (41)	1172
4-Region: Northeast	61% (122)	14% (27)	8% (16)	11% (21)	5% (10)	2% (4)	200
4-Region: Midwest	63% (151)	14% (34)	6% (14)	7% (16)	5% (13)	5% (11)	238
4-Region: South	67% (305)	15% (68)	3% (15)	7% (34)	3% (15)	4% (17)	454
4-Region: West	67% (187)	12% (34)	3% (8)	11% (30)	4% (12)	3% (9)	279
Listened to Podcasts in the Last Month	65% (765)	14% (162)	5% (53)	9% (100)	4% (50)	4% (41)	1172
Sports Fan	65% (575)	15% (129)	5% (42)	10% (84)	3% (29)	3% (28)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP4: *What is your preferred platform for listening to podcasts?*

Demographic	Spotify	Apple Podcasts	iHeartRadio	SiriusXM	Pandora	Stitcher	Amazon Music	YouTube	Other, please specify	None of the above	Total N
Adults	24% (279)	12% (141)	6% (69)	4% (48)	7% (80)	1% (14)	6% (66)	33% (383)	4% (45)	4% (47)	1172
Gender: Male	24% (149)	10% (65)	6% (38)	5% (30)	7% (41)	1% (4)	6% (39)	33% (207)	3% (21)	4% (26)	620
Gender: Female	23% (130)	14% (76)	6% (32)	3% (18)	7% (39)	2% (9)	5% (27)	32% (176)	4% (25)	4% (21)	552
Age: 18-34	33% (137)	8% (33)	5% (21)	2% (8)	7% (28)	2% (7)	5% (21)	32% (135)	4% (18)	2% (7)	414
Age: 35-44	22% (52)	20% (47)	4% (9)	4% (9)	9% (21)	1% (3)	5% (13)	30% (72)	2% (6)	3% (7)	239
Age: 45-64	22% (75)	11% (39)	7% (26)	5% (19)	7% (23)	1% (2)	6% (22)	34% (116)	4% (13)	3% (10)	346
Age: 65+	8% (14)	13% (22)	8% (14)	7% (13)	5% (8)	1% (1)	7% (11)	35% (60)	4% (8)	13% (23)	173
GenZers: 1997-2012	40% (56)	6% (9)	6% (8)	— (0)	4% (6)	3% (5)	6% (8)	32% (44)	1% (2)	1% (2)	140
Millennials: 1981-1996	27% (117)	12% (50)	5% (20)	3% (12)	9% (38)	1% (4)	5% (22)	32% (142)	5% (20)	2% (11)	436
GenXers: 1965-1980	23% (66)	16% (44)	7% (19)	5% (13)	6% (17)	1% (4)	6% (16)	32% (90)	3% (8)	2% (7)	283
Baby Boomers: 1946-1964	13% (39)	12% (35)	7% (21)	7% (22)	6% (19)	— (1)	6% (18)	34% (101)	5% (15)	9% (26)	298
PID: Dem (no lean)	27% (136)	14% (72)	5% (24)	3% (15)	7% (36)	1% (5)	6% (28)	32% (162)	3% (14)	2% (11)	501
PID: Ind (no lean)	18% (65)	12% (45)	6% (23)	3% (12)	7% (24)	2% (8)	5% (19)	33% (120)	6% (23)	6% (23)	361
PID: Rep (no lean)	25% (78)	8% (25)	7% (23)	7% (21)	7% (20)	— (1)	6% (20)	33% (101)	3% (8)	4% (14)	310
PID/Gender: Dem Men	28% (76)	12% (31)	5% (14)	3% (9)	8% (21)	1% (3)	7% (18)	31% (85)	2% (4)	3% (8)	271
PID/Gender: Dem Women	26% (59)	17% (40)	4% (10)	3% (6)	6% (15)	1% (2)	4% (10)	33% (77)	4% (10)	1% (2)	230
PID/Gender: Ind Men	16% (27)	13% (22)	6% (9)	4% (7)	4% (7)	— (0)	5% (8)	39% (64)	7% (11)	6% (10)	164
PID/Gender: Ind Women	20% (39)	12% (23)	7% (14)	3% (6)	8% (17)	4% (8)	6% (11)	29% (56)	6% (12)	6% (12)	197
PID/Gender: Rep Men	25% (46)	6% (12)	8% (15)	8% (14)	7% (13)	— (1)	7% (14)	31% (58)	3% (5)	4% (8)	186
PID/Gender: Rep Women	26% (32)	10% (13)	7% (8)	5% (6)	6% (7)	— (0)	5% (6)	34% (43)	3% (3)	5% (6)	124
Ideo: Liberal (1-3)	26% (107)	17% (68)	3% (12)	3% (14)	7% (27)	1% (5)	6% (25)	29% (119)	4% (15)	3% (12)	406
Ideo: Moderate (4)	25% (84)	12% (40)	8% (27)	4% (15)	6% (20)	2% (7)	7% (25)	29% (99)	3% (10)	3% (12)	339
Ideo: Conservative (5-7)	21% (72)	8% (26)	8% (27)	6% (19)	6% (21)	— (1)	5% (16)	37% (127)	5% (18)	5% (18)	346
Educ: < College	23% (158)	9% (65)	6% (39)	3% (20)	7% (48)	1% (9)	6% (42)	38% (262)	3% (20)	5% (34)	696
Educ: Bachelors degree	27% (82)	14% (42)	7% (20)	7% (22)	5% (16)	1% (3)	4% (11)	26% (80)	6% (17)	3% (9)	302
Educ: Post-grad	22% (39)	20% (34)	6% (11)	3% (6)	9% (16)	1% (2)	8% (13)	24% (42)	5% (8)	2% (4)	174
Income: Under 50k	21% (122)	7% (42)	6% (34)	3% (15)	8% (45)	1% (8)	6% (33)	40% (228)	3% (18)	5% (28)	573
Income: 50k-100k	28% (104)	16% (59)	5% (17)	5% (20)	6% (21)	1% (5)	6% (21)	28% (106)	4% (13)	2% (9)	375
Income: 100k+	24% (53)	18% (40)	8% (18)	6% (13)	6% (14)	— (1)	5% (12)	22% (49)	6% (13)	5% (10)	224
Ethnicity: White	24% (212)	12% (106)	6% (49)	5% (40)	7% (61)	1% (9)	6% (54)	31% (266)	4% (36)	5% (40)	874
Ethnicity: Hispanic	27% (62)	11% (25)	4% (9)	2% (4)	8% (19)	2% (5)	7% (17)	37% (87)	1% (2)	2% (4)	234
Ethnicity: Black	20% (33)	10% (18)	8% (13)	4% (6)	8% (14)	1% (2)	2% (3)	44% (74)	3% (4)	2% (3)	169
Ethnicity: Other	26% (34)	14% (17)	6% (8)	1% (1)	4% (5)	2% (2)	7% (9)	33% (42)	3% (4)	3% (4)	129
All Christian	22% (116)	12% (63)	7% (38)	6% (31)	7% (37)	1% (5)	6% (31)	31% (161)	4% (22)	4% (21)	523
All Non-Christian	20% (16)	15% (12)	5% (4)	9% (7)	11% (8)	2% (2)	7% (6)	28% (22)	1% (1)	2% (1)	78
Agnostic/Nothing in particular	29% (90)	14% (42)	5% (15)	2% (6)	5% (15)	1% (4)	4% (12)	32% (99)	3% (10)	4% (13)	306
Something Else	23% (50)	8% (17)	5% (12)	2% (4)	8% (16)	1% (1)	7% (14)	40% (87)	4% (8)	3% (7)	217
Religious Non-Protestant/Catholic	19% (19)	13% (12)	5% (5)	8% (7)	10% (10)	2% (2)	8% (8)	31% (29)	3% (2)	2% (2)	96
Evangelical	21% (62)	8% (23)	7% (21)	4% (11)	9% (27)	— (1)	7% (22)	39% (118)	3% (10)	1% (4)	300
Non-Evangelical	23% (96)	13% (55)	6% (26)	6% (23)	6% (24)	1% (5)	5% (22)	29% (121)	5% (19)	5% (22)	413
Community: Urban	26% (102)	12% (46)	5% (20)	3% (12)	8% (31)	1% (3)	8% (33)	32% (124)	3% (11)	3% (10)	392
Community: Suburban	26% (133)	14% (71)	6% (33)	5% (25)	5% (25)	1% (3)	4% (21)	31% (156)	4% (21)	3% (16)	504
Community: Rural	16% (43)	9% (24)	6% (17)	4% (11)	8% (23)	3% (7)	5% (13)	38% (103)	5% (13)	8% (21)	275

Table MCSP4: *What is your preferred platform for listening to podcasts?*

Demographic	Spotify	Apple Podcasts	iHeartRadio	SiriusXM	Pandora	Stitcher	Amazon Music	YouTube	Other, please specify	None of the above	Total N
Adults	24% (279)	12% (141)	6% (69)	4% (48)	7% (80)	1% (14)	6% (66)	33% (383)	4% (45)	4% (47)	1172
Employ: Private Sector	30% (140)	14% (64)	6% (29)	4% (18)	8% (39)	1% (6)	5% (25)	28% (130)	3% (15)	1% (7)	473
Employ: Government	24% (19)	16% (12)	— (0)	5% (4)	8% (6)	— (0)	4% (3)	37% (29)	3% (2)	3% (2)	78
Employ: Self-Employed	12% (14)	11% (13)	5% (6)	2% (2)	5% (6)	2% (2)	5% (6)	49% (58)	5% (6)	4% (5)	117
Employ: Homemaker	18% (17)	13% (12)	10% (9)	3% (3)	10% (9)	3% (2)	3% (2)	28% (25)	8% (7)	4% (4)	90
Employ: Retired	14% (29)	10% (21)	7% (14)	7% (14)	5% (11)	1% (2)	7% (15)	35% (73)	3% (6)	10% (21)	206
Employ: Unemployed	28% (33)	8% (10)	7% (8)	4% (5)	6% (7)	1% (1)	6% (8)	30% (35)	6% (7)	4% (4)	117
Employ: Other	18% (10)	6% (3)	5% (3)	5% (3)	2% (1)	1% (1)	4% (2)	49% (28)	3% (2)	6% (3)	57
Military HH: Yes	18% (27)	9% (13)	11% (17)	1% (2)	9% (14)	2% (2)	7% (11)	34% (51)	6% (9)	4% (6)	152
Military HH: No	25% (252)	12% (127)	5% (52)	5% (46)	6% (66)	1% (11)	5% (56)	33% (332)	4% (36)	4% (42)	1020
RD/WT: Right Direction	27% (112)	14% (57)	4% (16)	3% (14)	9% (39)	— (1)	7% (28)	30% (124)	3% (12)	4% (16)	419
RD/WT: Wrong Track	22% (167)	11% (83)	7% (53)	4% (33)	5% (41)	2% (13)	5% (38)	34% (259)	4% (33)	4% (31)	753
Biden Job Approve	26% (149)	15% (85)	5% (30)	4% (21)	7% (38)	1% (7)	6% (35)	30% (171)	3% (18)	3% (20)	574
Biden Job Disapprove	22% (120)	8% (45)	7% (38)	5% (26)	6% (34)	1% (7)	6% (31)	35% (193)	5% (27)	5% (25)	545
Biden Job Strongly Approve	24% (63)	15% (39)	3% (8)	3% (7)	10% (26)	— (1)	8% (21)	29% (74)	3% (8)	4% (11)	258
Biden Job Somewhat Approve	27% (86)	15% (46)	7% (22)	5% (15)	4% (13)	2% (6)	4% (14)	31% (97)	3% (10)	3% (9)	316
Biden Job Somewhat Disapprove	23% (40)	7% (12)	8% (15)	4% (6)	5% (8)	2% (4)	8% (13)	37% (63)	5% (8)	2% (3)	173
Biden Job Strongly Disapprove	22% (80)	9% (33)	6% (24)	5% (20)	7% (25)	1% (3)	5% (17)	35% (129)	5% (18)	6% (22)	373
Favorable of Biden	26% (148)	16% (90)	4% (25)	4% (20)	6% (36)	2% (9)	5% (30)	31% (175)	3% (16)	3% (18)	568
Unfavorable of Biden	21% (118)	8% (46)	8% (41)	5% (27)	6% (35)	1% (4)	6% (36)	34% (190)	5% (29)	5% (25)	551
Very Favorable of Biden	25% (67)	14% (39)	4% (11)	3% (9)	8% (21)	— (1)	7% (18)	32% (86)	3% (9)	3% (7)	269
Somewhat Favorable of Biden	27% (81)	17% (51)	5% (14)	4% (11)	5% (15)	3% (8)	4% (12)	30% (89)	2% (6)	4% (12)	299
Somewhat Unfavorable of Biden	22% (34)	9% (15)	9% (14)	5% (8)	4% (6)	1% (1)	8% (13)	34% (53)	7% (10)	2% (3)	156
Very Unfavorable of Biden	21% (84)	8% (32)	7% (28)	5% (20)	7% (29)	1% (3)	6% (22)	35% (137)	5% (18)	5% (22)	395
#1 Issue: Economy	22% (103)	11% (53)	7% (35)	3% (16)	7% (35)	2% (10)	6% (30)	34% (161)	3% (15)	3% (13)	471
#1 Issue: Security	16% (22)	13% (18)	6% (8)	6% (9)	9% (13)	— (0)	6% (8)	33% (46)	5% (7)	6% (8)	139
#1 Issue: Health Care	32% (23)	9% (7)	2% (1)	3% (2)	8% (6)	— (0)	6% (4)	30% (21)	4% (3)	6% (4)	72
#1 Issue: Medicare / Social Security	13% (10)	4% (3)	11% (8)	2% (2)	6% (5)	— (0)	5% (4)	43% (33)	1% (1)	15% (11)	76
#1 Issue: Women's Issues	32% (69)	22% (46)	3% (6)	4% (9)	5% (11)	1% (3)	2% (4)	25% (54)	3% (7)	3% (6)	214
#1 Issue: Energy	33% (36)	7% (8)	4% (4)	3% (3)	3% (3)	— (0)	12% (13)	32% (35)	4% (5)	2% (3)	110
#1 Issue: Other	22% (12)	8% (4)	5% (3)	10% (5)	9% (5)	2% (1)	1% (1)	30% (16)	10% (5)	3% (2)	53
2020 Vote: Joe Biden	27% (154)	16% (90)	6% (33)	4% (25)	7% (38)	2% (9)	6% (36)	26% (152)	4% (21)	3% (20)	578
2020 Vote: Donald Trump	21% (76)	8% (28)	7% (25)	6% (21)	7% (27)	— (1)	6% (23)	36% (129)	4% (16)	5% (18)	364
2020 Vote: Didn't Vote	21% (41)	9% (18)	5% (9)	— (0)	7% (13)	2% (4)	4% (8)	42% (82)	4% (9)	5% (9)	194
2018 House Vote: Democrat	25% (121)	16% (78)	5% (24)	4% (20)	7% (36)	1% (6)	5% (23)	29% (137)	4% (18)	4% (19)	480
2018 House Vote: Republican	21% (67)	10% (31)	7% (23)	7% (23)	5% (17)	— (1)	6% (19)	33% (102)	5% (17)	4% (13)	311
2016 Vote: Hillary Clinton	24% (104)	16% (67)	6% (24)	5% (20)	8% (33)	1% (5)	5% (22)	27% (116)	4% (16)	5% (21)	429
2016 Vote: Donald Trump	23% (78)	9% (30)	6% (22)	6% (22)	8% (28)	— (1)	7% (24)	32% (109)	3% (12)	4% (14)	339
2016 Vote: Didn't Vote	25% (89)	10% (34)	6% (20)	1% (5)	5% (18)	2% (7)	5% (19)	40% (142)	4% (13)	3% (10)	358
Voted in 2014: Yes	23% (163)	14% (101)	6% (42)	6% (40)	8% (53)	1% (6)	6% (40)	28% (194)	4% (28)	5% (34)	699
Voted in 2014: No	24% (116)	8% (40)	6% (28)	2% (8)	6% (27)	2% (8)	6% (27)	40% (189)	4% (17)	3% (13)	473
4-Region: Northeast	27% (54)	14% (29)	5% (10)	5% (11)	7% (15)	2% (3)	8% (16)	26% (53)	1% (2)	4% (7)	200
4-Region: Midwest	21% (49)	11% (26)	5% (13)	5% (12)	6% (14)	1% (2)	7% (16)	36% (85)	3% (7)	6% (14)	238
4-Region: South	22% (100)	11% (52)	7% (34)	4% (18)	8% (35)	1% (5)	4% (19)	35% (159)	5% (21)	3% (12)	454
4-Region: West	27% (76)	12% (34)	4% (12)	2% (7)	6% (16)	1% (3)	6% (16)	31% (86)	5% (14)	5% (14)	279
Listened to Podcasts in the Last Month	24% (279)	12% (141)	6% (69)	4% (48)	7% (80)	1% (14)	6% (66)	33% (383)	4% (45)	4% (47)	1172
Sports Fan	24% (213)	12% (107)	7% (61)	5% (42)	7% (59)	1% (9)	6% (52)	32% (283)	3% (27)	4% (35)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP5_1NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Recommendations from friends or family

Demographic	Selected		Not Selected		Total N
Adults	38%	(444)	62%	(727)	1172
Gender: Male	38%	(233)	62%	(387)	620
Gender: Female	38%	(212)	62%	(340)	552
Age: 18-34	31%	(129)	69%	(285)	414
Age: 35-44	41%	(98)	59%	(141)	239
Age: 45-64	39%	(135)	61%	(211)	346
Age: 65+	48%	(83)	52%	(90)	173
GenZers: 1997-2012	30%	(42)	70%	(98)	140
Millennials: 1981-1996	37%	(159)	63%	(276)	436
GenXers: 1965-1980	35%	(99)	65%	(184)	283
Baby Boomers: 1946-1964	46%	(138)	54%	(160)	298
PID: Dem (no lean)	42%	(210)	58%	(291)	501
PID: Ind (no lean)	31%	(110)	69%	(251)	361
PID: Rep (no lean)	40%	(125)	60%	(185)	310
PID/Gender: Dem Men	38%	(102)	62%	(169)	271
PID/Gender: Dem Women	47%	(108)	53%	(123)	230
PID/Gender: Ind Men	34%	(56)	66%	(108)	164
PID/Gender: Ind Women	28%	(54)	72%	(143)	197
PID/Gender: Rep Men	40%	(74)	60%	(111)	186
PID/Gender: Rep Women	40%	(50)	60%	(74)	124
Ideo: Liberal (1-3)	40%	(162)	60%	(244)	406
Ideo: Moderate (4)	37%	(124)	63%	(215)	339
Ideo: Conservative (5-7)	41%	(141)	59%	(205)	346
Educ: < College	35%	(246)	65%	(450)	696
Educ: Bachelors degree	41%	(124)	59%	(178)	302
Educ: Post-grad	43%	(75)	57%	(99)	174
Income: Under 50k	34%	(193)	66%	(380)	573
Income: 50k-100k	39%	(144)	61%	(230)	375
Income: 100k+	48%	(107)	52%	(117)	224
Ethnicity: White	41%	(357)	59%	(517)	874
Ethnicity: Hispanic	34%	(79)	66%	(154)	234
Ethnicity: Black	26%	(44)	74%	(125)	169

Table MCSP5_1NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Recommendations from friends or family

Demographic	Selected		Not Selected		Total N
Adults	38%	(444)	62%	(727)	1172
Ethnicity: Other	34%	(43)	66%	(85)	129
All Christian	43%	(226)	57%	(297)	523
All Non-Christian	39%	(31)	61%	(48)	78
Agnostic/Nothing in particular	35%	(108)	65%	(199)	306
Something Else	31%	(67)	69%	(150)	217
Religious Non-Protestant/Catholic	41%	(40)	59%	(57)	96
Evangelical	37%	(110)	63%	(190)	300
Non-Evangelical	42%	(172)	58%	(242)	413
Community: Urban	36%	(140)	64%	(252)	392
Community: Suburban	42%	(210)	58%	(295)	504
Community: Rural	34%	(94)	66%	(180)	275
Employ: Private Sector	41%	(195)	59%	(278)	473
Employ: Government	36%	(28)	64%	(49)	78
Employ: Self-Employed	33%	(38)	67%	(79)	117
Employ: Homemaker	27%	(24)	73%	(66)	90
Employ: Retired	49%	(101)	51%	(105)	206
Employ: Unemployed	32%	(37)	68%	(80)	117
Employ: Other	27%	(16)	73%	(42)	57
Military HH: Yes	39%	(59)	61%	(93)	152
Military HH: No	38%	(386)	62%	(634)	1020
RD/WT: Right Direction	39%	(165)	61%	(254)	419
RD/WT: Wrong Track	37%	(279)	63%	(473)	753
Biden Job Approve	39%	(226)	61%	(349)	574
Biden Job Disapprove	38%	(207)	62%	(339)	545
Biden Job Strongly Approve	43%	(112)	57%	(146)	258
Biden Job Somewhat Approve	36%	(114)	64%	(203)	316
Biden Job Somewhat Disapprove	39%	(68)	61%	(105)	173
Biden Job Strongly Disapprove	37%	(139)	63%	(234)	373
Favorable of Biden	38%	(218)	62%	(349)	568
Unfavorable of Biden	38%	(210)	62%	(342)	551

Table MCSP5_1NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Recommendations from friends or family

Demographic	Selected		Not Selected		Total N
Adults	38%	(444)	62%	(727)	1172
Very Favorable of Biden	42%	(112)	58%	(157)	269
Somewhat Favorable of Biden	35%	(106)	65%	(193)	299
Somewhat Unfavorable of Biden	41%	(63)	59%	(93)	156
Very Unfavorable of Biden	37%	(147)	63%	(249)	395
#1 Issue: Economy	39%	(183)	61%	(288)	471
#1 Issue: Security	38%	(53)	62%	(87)	139
#1 Issue: Health Care	45%	(33)	55%	(40)	72
#1 Issue: Medicare / Social Security	47%	(36)	53%	(40)	76
#1 Issue: Women's Issues	31%	(67)	69%	(147)	214
#1 Issue: Energy	40%	(44)	60%	(66)	110
#1 Issue: Other	43%	(23)	57%	(30)	53
2020 Vote: Joe Biden	41%	(235)	59%	(343)	578
2020 Vote: Donald Trump	38%	(138)	62%	(226)	364
2020 Vote: Didn't Vote	30%	(58)	70%	(136)	194
2018 House Vote: Democrat	39%	(188)	61%	(293)	480
2018 House Vote: Republican	43%	(132)	57%	(179)	311
2016 Vote: Hillary Clinton	41%	(174)	59%	(254)	429
2016 Vote: Donald Trump	41%	(139)	59%	(200)	339
2016 Vote: Didn't Vote	31%	(109)	69%	(248)	358
Voted in 2014: Yes	42%	(291)	58%	(407)	699
Voted in 2014: No	32%	(153)	68%	(320)	473
4-Region: Northeast	39%	(79)	61%	(121)	200
4-Region: Midwest	39%	(93)	61%	(145)	238
4-Region: South	36%	(163)	64%	(292)	454
4-Region: West	39%	(110)	61%	(169)	279
Listened to Podcasts in the Last Month	38%	(444)	62%	(727)	1172
Sports Fan	41%	(361)	59%	(526)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP5_2NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Recommendations from coworkers

Demographic	Selected		Not Selected		Total N
Adults	10%	(122)	90%	(1050)	1172
Gender: Male	11%	(66)	89%	(554)	620
Gender: Female	10%	(55)	90%	(497)	552
Age: 18-34	15%	(64)	85%	(350)	414
Age: 35-44	13%	(31)	87%	(208)	239
Age: 45-64	7%	(24)	93%	(322)	346
Age: 65+	1%	(3)	99%	(170)	173
GenZers: 1997-2012	15%	(21)	85%	(119)	140
Millennials: 1981-1996	16%	(68)	84%	(367)	436
GenXers: 1965-1980	8%	(23)	92%	(259)	283
Baby Boomers: 1946-1964	3%	(9)	97%	(289)	298
PID: Dem (no lean)	13%	(63)	87%	(438)	501
PID: Ind (no lean)	8%	(31)	92%	(330)	361
PID: Rep (no lean)	9%	(28)	91%	(282)	310
PID/Gender: Dem Men	13%	(37)	87%	(234)	271
PID/Gender: Dem Women	12%	(27)	88%	(204)	230
PID/Gender: Ind Men	5%	(8)	95%	(156)	164
PID/Gender: Ind Women	12%	(23)	88%	(174)	197
PID/Gender: Rep Men	12%	(22)	88%	(163)	186
PID/Gender: Rep Women	5%	(6)	95%	(119)	124
Ideo: Liberal (1-3)	12%	(50)	88%	(355)	406
Ideo: Moderate (4)	11%	(38)	89%	(300)	339
Ideo: Conservative (5-7)	7%	(24)	93%	(322)	346
Educ: < College	10%	(68)	90%	(628)	696
Educ: Bachelors degree	12%	(36)	88%	(266)	302
Educ: Post-grad	10%	(18)	90%	(156)	174
Income: Under 50k	8%	(46)	92%	(527)	573
Income: 50k-100k	12%	(45)	88%	(329)	375
Income: 100k+	13%	(30)	87%	(194)	224
Ethnicity: White	10%	(90)	90%	(784)	874
Ethnicity: Hispanic	16%	(38)	84%	(196)	234
Ethnicity: Black	12%	(20)	88%	(150)	169

Table MCSP5_2NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Recommendations from coworkers

Demographic	Selected		Not Selected		Total N
Adults	10%	(122)	90%	(1050)	1172
Ethnicity: Other	9%	(12)	91%	(117)	129
All Christian	11%	(60)	89%	(463)	523
All Non-Christian	10%	(8)	90%	(71)	78
Agnostic/Nothing in particular	11%	(34)	89%	(272)	306
Something Else	6%	(13)	94%	(204)	217
Religious Non-Protestant/Catholic	8%	(8)	92%	(89)	96
Evangelical	12%	(37)	88%	(263)	300
Non-Evangelical	8%	(34)	92%	(379)	413
Community: Urban	14%	(56)	86%	(336)	392
Community: Suburban	7%	(35)	93%	(469)	504
Community: Rural	11%	(30)	89%	(245)	275
Employ: Private Sector	16%	(73)	84%	(399)	473
Employ: Government	22%	(17)	78%	(60)	78
Employ: Self-Employed	12%	(14)	88%	(104)	117
Employ: Homemaker	4%	(3)	96%	(87)	90
Employ: Retired	1%	(2)	99%	(203)	206
Employ: Unemployed	3%	(3)	97%	(114)	117
Employ: Other	9%	(5)	91%	(52)	57
Military HH: Yes	11%	(16)	89%	(135)	152
Military HH: No	10%	(105)	90%	(915)	1020
RD/WT: Right Direction	15%	(62)	85%	(357)	419
RD/WT: Wrong Track	8%	(60)	92%	(693)	753
Biden Job Approve	12%	(70)	88%	(504)	574
Biden Job Disapprove	9%	(49)	91%	(497)	545
Biden Job Strongly Approve	17%	(43)	83%	(215)	258
Biden Job Somewhat Approve	8%	(27)	92%	(290)	316
Biden Job Somewhat Disapprove	11%	(20)	89%	(153)	173
Biden Job Strongly Disapprove	8%	(29)	92%	(344)	373
Favorable of Biden	12%	(70)	88%	(498)	568
Unfavorable of Biden	9%	(50)	91%	(502)	551

Table MCSP5_2NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Recommendations from coworkers

Demographic	Selected		Not Selected		Total N
Adults	10%	(122)	90%	(1050)	1172
Very Favorable of Biden	14%	(38)	86%	(231)	269
Somewhat Favorable of Biden	11%	(32)	89%	(267)	299
Somewhat Unfavorable of Biden	11%	(18)	89%	(138)	156
Very Unfavorable of Biden	8%	(32)	92%	(363)	395
#1 Issue: Economy	11%	(50)	89%	(421)	471
#1 Issue: Security	10%	(13)	90%	(126)	139
#1 Issue: Health Care	19%	(14)	81%	(59)	72
#1 Issue: Medicare / Social Security	3%	(3)	97%	(73)	76
#1 Issue: Women's Issues	11%	(24)	89%	(190)	214
#1 Issue: Energy	7%	(8)	93%	(102)	110
#1 Issue: Other	7%	(4)	93%	(49)	53
2020 Vote: Joe Biden	12%	(71)	88%	(507)	578
2020 Vote: Donald Trump	11%	(39)	89%	(325)	364
2020 Vote: Didn't Vote	6%	(11)	94%	(183)	194
2018 House Vote: Democrat	13%	(63)	87%	(417)	480
2018 House Vote: Republican	9%	(27)	91%	(285)	311
2016 Vote: Hillary Clinton	11%	(47)	89%	(381)	429
2016 Vote: Donald Trump	11%	(38)	89%	(301)	339
2016 Vote: Didn't Vote	10%	(34)	90%	(323)	358
Voted in 2014: Yes	11%	(76)	89%	(623)	699
Voted in 2014: No	10%	(45)	90%	(428)	473
4-Region: Northeast	14%	(28)	86%	(173)	200
4-Region: Midwest	11%	(27)	89%	(211)	238
4-Region: South	9%	(42)	91%	(412)	454
4-Region: West	9%	(25)	91%	(254)	279
Listened to Podcasts in the Last Month	10%	(122)	90%	(1050)	1172
Sports Fan	11%	(102)	89%	(785)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP5_3NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*

Social media

Demographic	Selected		Not Selected		Total N
Adults	45%	(526)	55%	(646)	1172
Gender: Male	43%	(267)	57%	(353)	620
Gender: Female	47%	(258)	53%	(294)	552
Age: 18-34	56%	(234)	44%	(180)	414
Age: 35-44	51%	(123)	49%	(116)	239
Age: 45-64	36%	(124)	64%	(222)	346
Age: 65+	26%	(45)	74%	(128)	173
GenZers: 1997-2012	52%	(73)	48%	(67)	140
Millennials: 1981-1996	56%	(244)	44%	(192)	436
GenXers: 1965-1980	43%	(120)	57%	(163)	283
Baby Boomers: 1946-1964	28%	(84)	72%	(213)	298
PID: Dem (no lean)	51%	(255)	49%	(246)	501
PID: Ind (no lean)	39%	(141)	61%	(220)	361
PID: Rep (no lean)	42%	(130)	58%	(180)	310
PID/Gender: Dem Men	53%	(142)	47%	(128)	271
PID/Gender: Dem Women	49%	(112)	51%	(118)	230
PID/Gender: Ind Men	30%	(50)	70%	(114)	164
PID/Gender: Ind Women	46%	(91)	54%	(106)	197
PID/Gender: Rep Men	41%	(75)	59%	(110)	186
PID/Gender: Rep Women	44%	(55)	56%	(69)	124
Ideo: Liberal (1-3)	48%	(194)	52%	(211)	406
Ideo: Moderate (4)	43%	(146)	57%	(192)	339
Ideo: Conservative (5-7)	40%	(139)	60%	(207)	346
Educ: < College	47%	(326)	53%	(370)	696
Educ: Bachelors degree	41%	(122)	59%	(180)	302
Educ: Post-grad	44%	(77)	56%	(97)	174
Income: Under 50k	47%	(271)	53%	(302)	573
Income: 50k-100k	44%	(164)	56%	(211)	375
Income: 100k+	40%	(90)	60%	(134)	224
Ethnicity: White	42%	(364)	58%	(509)	874
Ethnicity: Hispanic	47%	(111)	53%	(123)	234
Ethnicity: Black	58%	(98)	42%	(71)	169

Table MCSP5_3NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Social media

Demographic	Selected		Not Selected		Total N
Adults	45%	(526)	55%	(646)	1172
Ethnicity: Other	49%	(63)	51%	(66)	129
All Christian	42%	(221)	58%	(303)	523
All Non-Christian	50%	(39)	50%	(39)	78
Agnostic/Nothing in particular	47%	(144)	53%	(163)	306
Something Else	47%	(101)	53%	(115)	217
Religious Non-Protestant/Catholic	50%	(48)	50%	(48)	96
Evangelical	47%	(140)	53%	(160)	300
Non-Evangelical	41%	(170)	59%	(244)	413
Community: Urban	48%	(190)	52%	(203)	392
Community: Suburban	42%	(213)	58%	(291)	504
Community: Rural	45%	(123)	55%	(152)	275
Employ: Private Sector	45%	(211)	55%	(262)	473
Employ: Government	46%	(36)	54%	(42)	78
Employ: Self-Employed	49%	(58)	51%	(60)	117
Employ: Homemaker	49%	(45)	51%	(46)	90
Employ: Retired	27%	(56)	73%	(150)	206
Employ: Unemployed	50%	(58)	50%	(59)	117
Employ: Other	70%	(40)	30%	(17)	57
Military HH: Yes	42%	(64)	58%	(88)	152
Military HH: No	45%	(462)	55%	(558)	1020
RD/WT: Right Direction	51%	(213)	49%	(206)	419
RD/WT: Wrong Track	42%	(313)	58%	(440)	753
Biden Job Approve	47%	(270)	53%	(304)	574
Biden Job Disapprove	41%	(225)	59%	(320)	545
Biden Job Strongly Approve	46%	(117)	54%	(140)	258
Biden Job Somewhat Approve	48%	(153)	52%	(164)	316
Biden Job Somewhat Disapprove	47%	(81)	53%	(92)	173
Biden Job Strongly Disapprove	39%	(145)	61%	(228)	373
Favorable of Biden	49%	(281)	51%	(287)	568
Unfavorable of Biden	40%	(221)	60%	(331)	551

Table MCSP5_3NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Social media

Demographic	Selected		Not Selected		Total N
Adults	45%	(526)	55%	(646)	1172
Very Favorable of Biden	46%	(123)	54%	(146)	269
Somewhat Favorable of Biden	53%	(158)	47%	(141)	299
Somewhat Unfavorable of Biden	37%	(58)	63%	(98)	156
Very Unfavorable of Biden	41%	(163)	59%	(233)	395
#1 Issue: Economy	43%	(201)	57%	(270)	471
#1 Issue: Security	46%	(63)	54%	(76)	139
#1 Issue: Health Care	55%	(40)	45%	(33)	72
#1 Issue: Medicare / Social Security	40%	(30)	60%	(46)	76
#1 Issue: Women's Issues	51%	(108)	49%	(105)	214
#1 Issue: Energy	46%	(51)	54%	(59)	110
#1 Issue: Other	22%	(12)	78%	(41)	53
2020 Vote: Joe Biden	46%	(268)	54%	(311)	578
2020 Vote: Donald Trump	42%	(155)	58%	(209)	364
2020 Vote: Didn't Vote	43%	(84)	57%	(110)	194
2018 House Vote: Democrat	46%	(223)	54%	(258)	480
2018 House Vote: Republican	40%	(125)	60%	(187)	311
2016 Vote: Hillary Clinton	46%	(198)	54%	(231)	429
2016 Vote: Donald Trump	39%	(131)	61%	(208)	339
2016 Vote: Didn't Vote	50%	(179)	50%	(179)	358
Voted in 2014: Yes	41%	(284)	59%	(414)	699
Voted in 2014: No	51%	(241)	49%	(232)	473
4-Region: Northeast	44%	(88)	56%	(112)	200
4-Region: Midwest	36%	(86)	64%	(152)	238
4-Region: South	50%	(228)	50%	(227)	454
4-Region: West	44%	(123)	56%	(155)	279
Listened to Podcasts in the Last Month	45%	(526)	55%	(646)	1172
Sports Fan	45%	(398)	55%	(489)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP5_4NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Recommendations from the platform you use to listen to podcasts

Demographic	Selected		Not Selected		Total N
Adults	34%	(404)	66%	(768)	1172
Gender: Male	40%	(246)	60%	(374)	620
Gender: Female	29%	(157)	71%	(394)	552
Age: 18-34	30%	(124)	70%	(290)	414
Age: 35-44	42%	(100)	58%	(139)	239
Age: 45-64	37%	(127)	63%	(219)	346
Age: 65+	30%	(53)	70%	(120)	173
GenZers: 1997-2012	30%	(42)	70%	(98)	140
Millennials: 1981-1996	35%	(152)	65%	(284)	436
GenXers: 1965-1980	36%	(102)	64%	(181)	283
Baby Boomers: 1946-1964	34%	(100)	66%	(198)	298
PID: Dem (no lean)	38%	(189)	62%	(312)	501
PID: Ind (no lean)	33%	(120)	67%	(241)	361
PID: Rep (no lean)	31%	(95)	69%	(215)	310
PID/Gender: Dem Men	46%	(124)	54%	(147)	271
PID/Gender: Dem Women	28%	(65)	72%	(165)	230
PID/Gender: Ind Men	40%	(65)	60%	(99)	164
PID/Gender: Ind Women	28%	(55)	72%	(143)	197
PID/Gender: Rep Men	31%	(57)	69%	(128)	186
PID/Gender: Rep Women	30%	(38)	70%	(87)	124
Ideo: Liberal (1-3)	38%	(153)	62%	(253)	406
Ideo: Moderate (4)	31%	(104)	69%	(234)	339
Ideo: Conservative (5-7)	35%	(120)	65%	(226)	346
Educ: < College	28%	(192)	72%	(504)	696
Educ: Bachelors degree	44%	(132)	56%	(170)	302
Educ: Post-grad	46%	(79)	54%	(94)	174
Income: Under 50k	30%	(171)	70%	(402)	573
Income: 50k-100k	36%	(134)	64%	(241)	375
Income: 100k+	44%	(99)	56%	(125)	224
Ethnicity: White	35%	(304)	65%	(570)	874
Ethnicity: Hispanic	34%	(80)	66%	(154)	234
Ethnicity: Black	33%	(56)	67%	(113)	169

Table MCSP5_4NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Recommendations from the platform you use to listen to podcasts

Demographic	Selected		Not Selected		Total N
Adults	34%	(404)	66%	(768)	1172
Ethnicity: Other	34%	(44)	66%	(85)	129
All Christian	37%	(193)	63%	(330)	523
All Non-Christian	40%	(31)	60%	(47)	78
Agnostic/Nothing in particular	29%	(89)	71%	(218)	306
Something Else	34%	(74)	66%	(143)	217
Religious Non-Protestant/Catholic	36%	(35)	64%	(61)	96
Evangelical	40%	(121)	60%	(179)	300
Non-Evangelical	33%	(137)	67%	(277)	413
Community: Urban	40%	(158)	60%	(234)	392
Community: Suburban	31%	(156)	69%	(349)	504
Community: Rural	33%	(90)	67%	(185)	275
Employ: Private Sector	42%	(199)	58%	(274)	473
Employ: Government	40%	(31)	60%	(46)	78
Employ: Self-Employed	32%	(37)	68%	(80)	117
Employ: Homemaker	27%	(24)	73%	(66)	90
Employ: Retired	30%	(63)	70%	(143)	206
Employ: Unemployed	29%	(34)	71%	(83)	117
Employ: Other	20%	(12)	80%	(46)	57
Military HH: Yes	36%	(55)	64%	(97)	152
Military HH: No	34%	(349)	66%	(671)	1020
RD/WT: Right Direction	36%	(149)	64%	(270)	419
RD/WT: Wrong Track	34%	(255)	66%	(498)	753
Biden Job Approve	37%	(215)	63%	(359)	574
Biden Job Disapprove	32%	(174)	68%	(371)	545
Biden Job Strongly Approve	41%	(107)	59%	(151)	258
Biden Job Somewhat Approve	34%	(109)	66%	(208)	316
Biden Job Somewhat Disapprove	30%	(52)	70%	(121)	173
Biden Job Strongly Disapprove	33%	(122)	67%	(250)	373
Favorable of Biden	37%	(210)	63%	(358)	568
Unfavorable of Biden	32%	(178)	68%	(373)	551

Table MCSP5_4NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Recommendations from the platform you use to listen to podcasts

Demographic	Selected		Not Selected		Total N
Adults	34%	(404)	66%	(768)	1172
Very Favorable of Biden	39%	(106)	61%	(163)	269
Somewhat Favorable of Biden	35%	(104)	65%	(195)	299
Somewhat Unfavorable of Biden	34%	(53)	66%	(103)	156
Very Unfavorable of Biden	32%	(125)	68%	(270)	395
#1 Issue: Economy	35%	(165)	65%	(306)	471
#1 Issue: Security	35%	(49)	65%	(90)	139
#1 Issue: Health Care	44%	(32)	56%	(41)	72
#1 Issue: Medicare / Social Security	20%	(15)	80%	(61)	76
#1 Issue: Women's Issues	27%	(58)	73%	(155)	214
#1 Issue: Energy	47%	(52)	53%	(58)	110
#1 Issue: Other	47%	(25)	53%	(28)	53
2020 Vote: Joe Biden	39%	(225)	61%	(353)	578
2020 Vote: Donald Trump	31%	(114)	69%	(250)	364
2020 Vote: Didn't Vote	27%	(53)	73%	(142)	194
2018 House Vote: Democrat	40%	(190)	60%	(290)	480
2018 House Vote: Republican	33%	(104)	67%	(207)	311
2016 Vote: Hillary Clinton	41%	(175)	59%	(253)	429
2016 Vote: Donald Trump	35%	(119)	65%	(220)	339
2016 Vote: Didn't Vote	25%	(91)	75%	(266)	358
Voted in 2014: Yes	38%	(268)	62%	(431)	699
Voted in 2014: No	29%	(136)	71%	(337)	473
4-Region: Northeast	35%	(70)	65%	(130)	200
4-Region: Midwest	34%	(80)	66%	(158)	238
4-Region: South	33%	(151)	67%	(303)	454
4-Region: West	37%	(102)	63%	(177)	279
Listened to Podcasts in the Last Month	34%	(404)	66%	(768)	1172
Sports Fan	36%	(318)	64%	(569)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP5_5NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	5%	(60)	95%	(1112)	1172
Gender: Male	5%	(30)	95%	(590)	620
Gender: Female	5%	(30)	95%	(522)	552
Age: 18-34	4%	(15)	96%	(399)	414
Age: 35-44	2%	(6)	98%	(233)	239
Age: 45-64	7%	(25)	93%	(321)	346
Age: 65+	8%	(14)	92%	(159)	173
GenZers: 1997-2012	1%	(1)	99%	(139)	140
Millennials: 1981-1996	4%	(17)	96%	(419)	436
GenXers: 1965-1980	7%	(19)	93%	(264)	283
Baby Boomers: 1946-1964	8%	(24)	92%	(274)	298
PID: Dem (no lean)	3%	(16)	97%	(485)	501
PID: Ind (no lean)	8%	(29)	92%	(332)	361
PID: Rep (no lean)	5%	(15)	95%	(295)	310
PID/Gender: Dem Men	2%	(4)	98%	(267)	271
PID/Gender: Dem Women	5%	(12)	95%	(218)	230
PID/Gender: Ind Men	11%	(18)	89%	(146)	164
PID/Gender: Ind Women	6%	(12)	94%	(186)	197
PID/Gender: Rep Men	4%	(8)	96%	(177)	186
PID/Gender: Rep Women	5%	(6)	95%	(118)	124
Ideo: Liberal (1-3)	5%	(19)	95%	(386)	406
Ideo: Moderate (4)	6%	(20)	94%	(319)	339
Ideo: Conservative (5-7)	5%	(16)	95%	(330)	346
Educ: < College	6%	(43)	94%	(653)	696
Educ: Bachelors degree	4%	(11)	96%	(291)	302
Educ: Post-grad	3%	(6)	97%	(168)	174
Income: Under 50k	5%	(31)	95%	(542)	573
Income: 50k-100k	4%	(15)	96%	(359)	375
Income: 100k+	6%	(13)	94%	(211)	224
Ethnicity: White	6%	(50)	94%	(823)	874
Ethnicity: Hispanic	5%	(12)	95%	(221)	234
Ethnicity: Black	4%	(7)	96%	(163)	169

Table MCSP5_5NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	5%	(60)	95%	(1112)	1172
Ethnicity: Other	3%	(3)	97%	(126)	129
All Christian	3%	(18)	97%	(505)	523
All Non-Christian	4%	(3)	96%	(75)	78
Agnostic/Nothing in particular	6%	(20)	94%	(287)	306
Something Else	7%	(15)	93%	(202)	217
Religious Non-Protestant/Catholic	4%	(4)	96%	(92)	96
Evangelical	2%	(5)	98%	(294)	300
Non-Evangelical	6%	(26)	94%	(388)	413
Community: Urban	5%	(19)	95%	(374)	392
Community: Suburban	6%	(30)	94%	(475)	504
Community: Rural	4%	(12)	96%	(263)	275
Employ: Private Sector	2%	(10)	98%	(463)	473
Employ: Government	5%	(4)	95%	(74)	78
Employ: Self-Employed	10%	(12)	90%	(105)	117
Employ: Homemaker	9%	(8)	91%	(82)	90
Employ: Retired	9%	(18)	91%	(187)	206
Employ: Unemployed	4%	(4)	96%	(113)	117
Employ: Other	5%	(3)	95%	(55)	57
Military HH: Yes	4%	(7)	96%	(145)	152
Military HH: No	5%	(53)	95%	(966)	1020
RD/WT: Right Direction	4%	(15)	96%	(404)	419
RD/WT: Wrong Track	6%	(46)	94%	(707)	753
Biden Job Approve	5%	(26)	95%	(548)	574
Biden Job Disapprove	6%	(33)	94%	(512)	545
Biden Job Strongly Approve	3%	(9)	97%	(249)	258
Biden Job Somewhat Approve	5%	(17)	95%	(299)	316
Biden Job Somewhat Disapprove	6%	(10)	94%	(163)	173
Biden Job Strongly Disapprove	6%	(23)	94%	(350)	373
Favorable of Biden	5%	(26)	95%	(542)	568
Unfavorable of Biden	6%	(33)	94%	(518)	551

Table MCSP5_5NET: *Think about podcasts you are a fan of, how did you generally hear about them? Please select all that apply.*
Other, please specify:

Demographic	Selected		Not Selected		Total N
Adults	5%	(60)	95%	(1112)	1172
Very Favorable of Biden	3%	(9)	97%	(260)	269
Somewhat Favorable of Biden	6%	(17)	94%	(282)	299
Somewhat Unfavorable of Biden	7%	(10)	93%	(146)	156
Very Unfavorable of Biden	6%	(23)	94%	(372)	395
#1 Issue: Economy	5%	(24)	95%	(447)	471
#1 Issue: Security	4%	(6)	96%	(133)	139
#1 Issue: Health Care	2%	(1)	98%	(71)	72
#1 Issue: Medicare / Social Security	10%	(8)	90%	(68)	76
#1 Issue: Women's Issues	5%	(10)	95%	(203)	214
#1 Issue: Energy	4%	(4)	96%	(106)	110
#1 Issue: Other	12%	(6)	88%	(47)	53
2020 Vote: Joe Biden	4%	(22)	96%	(557)	578
2020 Vote: Donald Trump	5%	(17)	95%	(347)	364
2020 Vote: Didn't Vote	10%	(20)	90%	(174)	194
2018 House Vote: Democrat	4%	(19)	96%	(462)	480
2018 House Vote: Republican	5%	(15)	95%	(297)	311
2016 Vote: Hillary Clinton	4%	(18)	96%	(411)	429
2016 Vote: Donald Trump	6%	(19)	94%	(320)	339
2016 Vote: Didn't Vote	6%	(23)	94%	(335)	358
Voted in 2014: Yes	5%	(35)	95%	(664)	699
Voted in 2014: No	5%	(25)	95%	(448)	473
4-Region: Northeast	3%	(5)	97%	(195)	200
4-Region: Midwest	4%	(9)	96%	(230)	238
4-Region: South	5%	(24)	95%	(430)	454
4-Region: West	8%	(22)	92%	(257)	279
Listened to Podcasts in the Last Month	5%	(60)	95%	(1112)	1172
Sports Fan	4%	(33)	96%	(853)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP6: *Generally speaking, do you prefer listening to a podcast without video, or prefer listening to a podcast with video?*

Demographic	Strongly prefer listening without video		Somewhat prefer listening without video		Somewhat prefer listening with video		Strongly prefer listening with video		Don't know / No opinion		Total N
Adults	12%	(260)	14%	(317)	17%	(372)	16%	(344)	41%	(909)	2202
Gender: Male	12%	(128)	15%	(156)	20%	(208)	17%	(178)	37%	(393)	1064
Gender: Female	12%	(132)	14%	(161)	14%	(164)	15%	(165)	45%	(516)	1138
Age: 18-34	12%	(74)	17%	(108)	24%	(155)	19%	(122)	28%	(181)	640
Age: 35-44	17%	(61)	16%	(57)	17%	(62)	20%	(74)	30%	(110)	364
Age: 45-64	12%	(87)	15%	(108)	13%	(90)	14%	(100)	46%	(326)	711
Age: 65+	8%	(39)	9%	(44)	13%	(64)	10%	(48)	60%	(292)	487
GenZers: 1997-2012	12%	(29)	15%	(37)	22%	(52)	20%	(47)	31%	(74)	238
Millennials: 1981-1996	12%	(81)	17%	(113)	23%	(149)	20%	(128)	28%	(180)	650
GenXers: 1965-1980	15%	(78)	16%	(79)	13%	(67)	15%	(78)	41%	(207)	509
Baby Boomers: 1946-1964	9%	(66)	12%	(86)	14%	(102)	12%	(86)	54%	(400)	740
PID: Dem (no lean)	13%	(111)	16%	(143)	16%	(139)	16%	(140)	39%	(335)	869
PID: Ind (no lean)	12%	(85)	13%	(94)	17%	(123)	13%	(90)	44%	(310)	702
PID: Rep (no lean)	10%	(64)	13%	(80)	17%	(110)	18%	(113)	42%	(264)	631
PID/Gender: Dem Men	15%	(62)	15%	(62)	20%	(85)	17%	(73)	33%	(136)	418
PID/Gender: Dem Women	11%	(50)	18%	(80)	12%	(54)	15%	(68)	44%	(199)	450
PID/Gender: Ind Men	10%	(30)	13%	(41)	20%	(64)	14%	(44)	43%	(133)	311
PID/Gender: Ind Women	14%	(55)	14%	(54)	15%	(59)	12%	(46)	45%	(178)	391
PID/Gender: Rep Men	11%	(37)	16%	(53)	18%	(59)	18%	(62)	37%	(124)	334
PID/Gender: Rep Women	9%	(28)	9%	(27)	17%	(51)	17%	(52)	47%	(140)	297
Ideo: Liberal (1-3)	15%	(97)	16%	(109)	17%	(114)	16%	(105)	36%	(236)	660
Ideo: Moderate (4)	11%	(71)	16%	(102)	20%	(131)	13%	(83)	41%	(271)	658
Ideo: Conservative (5-7)	11%	(76)	14%	(91)	15%	(103)	17%	(116)	42%	(281)	667
Educ: < College	11%	(155)	11%	(163)	16%	(228)	17%	(249)	44%	(637)	1432
Educ: Bachelors degree	12%	(60)	20%	(97)	19%	(91)	13%	(63)	36%	(178)	489
Educ: Post-grad	16%	(45)	20%	(57)	19%	(53)	11%	(32)	34%	(95)	281
Income: Under 50k	10%	(121)	13%	(150)	16%	(187)	17%	(198)	45%	(539)	1195
Income: 50k-100k	14%	(95)	15%	(99)	17%	(113)	15%	(98)	40%	(265)	670
Income: 100k+	13%	(44)	20%	(68)	21%	(72)	14%	(48)	31%	(106)	337
Ethnicity: White	11%	(193)	14%	(247)	16%	(278)	15%	(252)	43%	(734)	1705
Ethnicity: Hispanic	13%	(47)	17%	(62)	24%	(88)	18%	(68)	29%	(108)	372

Continued on next page

Table MCSP6: *Generally speaking, do you prefer listening to a podcast without video, or prefer listening to a podcast with video?*

Demographic	Strongly prefer listening without video		Somewhat prefer listening without video		Somewhat prefer listening with video		Strongly prefer listening with video		Don't know / No opinion		Total N
Adults	12%	(260)	14%	(317)	17%	(372)	16%	(344)	41%	(909)	2202
Ethnicity: Black	14%	(40)	16%	(46)	14%	(39)	22%	(61)	34%	(96)	281
Ethnicity: Other	13%	(27)	11%	(25)	25%	(54)	14%	(31)	36%	(79)	216
All Christian	12%	(116)	16%	(156)	16%	(159)	14%	(143)	43%	(432)	1007
All Non-Christian	9%	(11)	19%	(24)	26%	(31)	16%	(19)	30%	(36)	121
Atheist	14%	(13)	24%	(22)	17%	(16)	14%	(12)	31%	(28)	91
Agnostic/Nothing in particular	13%	(79)	12%	(71)	16%	(97)	16%	(99)	43%	(259)	604
Something Else	11%	(42)	12%	(45)	18%	(69)	18%	(70)	40%	(153)	378
Religious Non-Protestant/Catholic	10%	(14)	21%	(31)	23%	(35)	17%	(26)	30%	(45)	151
Evangelical	11%	(62)	14%	(76)	18%	(98)	19%	(102)	39%	(213)	551
Non-Evangelical	12%	(92)	15%	(116)	16%	(123)	13%	(99)	45%	(354)	785
Community: Urban	12%	(82)	16%	(109)	17%	(114)	21%	(140)	34%	(231)	677
Community: Suburban	13%	(121)	15%	(146)	16%	(152)	13%	(129)	43%	(412)	960
Community: Rural	10%	(58)	11%	(62)	19%	(105)	13%	(75)	47%	(266)	566
Employ: Private Sector	15%	(108)	19%	(131)	22%	(152)	16%	(112)	28%	(200)	704
Employ: Government	13%	(15)	24%	(27)	14%	(16)	20%	(24)	29%	(34)	117
Employ: Self-Employed	14%	(25)	14%	(25)	19%	(35)	20%	(37)	33%	(61)	183
Employ: Homemaker	14%	(25)	12%	(21)	15%	(27)	19%	(34)	40%	(70)	176
Employ: Student	9%	(6)	20%	(13)	24%	(15)	26%	(17)	21%	(13)	65
Employ: Retired	9%	(49)	10%	(57)	13%	(76)	11%	(61)	58%	(332)	574
Employ: Unemployed	9%	(22)	11%	(27)	12%	(32)	15%	(39)	53%	(134)	254
Employ: Other	7%	(9)	13%	(17)	14%	(19)	15%	(20)	50%	(65)	129
Military HH: Yes	11%	(34)	12%	(37)	18%	(56)	13%	(40)	47%	(148)	313
Military HH: No	12%	(226)	15%	(281)	17%	(316)	16%	(304)	40%	(762)	1889
RD/WT: Right Direction	12%	(86)	18%	(123)	18%	(126)	16%	(114)	35%	(246)	695
RD/WT: Wrong Track	12%	(174)	13%	(194)	16%	(246)	15%	(229)	44%	(663)	1507
Biden Job Approve	14%	(132)	18%	(172)	17%	(163)	17%	(160)	35%	(340)	967
Biden Job Disapprove	11%	(124)	12%	(129)	17%	(192)	15%	(170)	44%	(487)	1101

Continued on next page

Table MCSP6: *Generally speaking, do you prefer listening to a podcast without video, or prefer listening to a podcast with video?*

Demographic	Strongly prefer listening without video		Somewhat prefer listening without video		Somewhat prefer listening with video		Strongly prefer listening with video		Don't know / No opinion		Total N
Adults	12%	(260)	14%	(317)	17%	(372)	16%	(344)	41%	(909)	2202
Biden Job Strongly Approve	16%	(66)	14%	(55)	15%	(60)	22%	(90)	33%	(133)	405
Biden Job Somewhat Approve	12%	(67)	21%	(117)	18%	(103)	12%	(69)	37%	(207)	562
Biden Job Somewhat Disapprove	13%	(43)	14%	(43)	19%	(61)	14%	(44)	39%	(125)	316
Biden Job Strongly Disapprove	10%	(81)	11%	(86)	17%	(130)	16%	(125)	46%	(362)	785
Favorable of Biden	14%	(139)	17%	(172)	16%	(156)	15%	(154)	38%	(378)	998
Unfavorable of Biden	10%	(111)	12%	(130)	19%	(203)	16%	(175)	43%	(468)	1086
Very Favorable of Biden	15%	(65)	15%	(66)	15%	(66)	20%	(89)	36%	(159)	446
Somewhat Favorable of Biden	13%	(73)	19%	(105)	16%	(90)	12%	(65)	40%	(219)	552
Somewhat Unfavorable of Biden	10%	(26)	16%	(42)	23%	(63)	17%	(45)	35%	(95)	271
Very Unfavorable of Biden	10%	(85)	11%	(88)	17%	(140)	16%	(130)	46%	(373)	815
#1 Issue: Economy	12%	(103)	15%	(131)	18%	(157)	17%	(145)	37%	(321)	857
#1 Issue: Security	9%	(22)	15%	(37)	17%	(41)	23%	(56)	35%	(84)	240
#1 Issue: Health Care	9%	(14)	11%	(17)	17%	(25)	15%	(23)	47%	(70)	150
#1 Issue: Medicare / Social Security	12%	(31)	5%	(12)	13%	(31)	10%	(24)	61%	(150)	247
#1 Issue: Women's Issues	14%	(50)	17%	(63)	14%	(50)	16%	(56)	39%	(143)	363
#1 Issue: Education	19%	(11)	17%	(10)	25%	(15)	6%	(3)	34%	(20)	59
#1 Issue: Energy	13%	(22)	19%	(32)	21%	(35)	15%	(24)	31%	(51)	164
#1 Issue: Other	6%	(7)	13%	(16)	14%	(18)	9%	(11)	57%	(70)	123
2020 Vote: Joe Biden	14%	(139)	17%	(167)	17%	(162)	15%	(143)	37%	(358)	969
2020 Vote: Donald Trump	11%	(75)	13%	(89)	18%	(124)	18%	(125)	41%	(292)	705
2020 Vote: Other	16%	(11)	9%	(6)	23%	(17)	13%	(9)	39%	(28)	72
2020 Vote: Didn't Vote	8%	(35)	12%	(55)	15%	(69)	15%	(67)	51%	(231)	456
2018 House Vote: Democrat	14%	(108)	17%	(131)	16%	(124)	14%	(114)	39%	(311)	789
2018 House Vote: Republican	12%	(71)	14%	(83)	17%	(107)	16%	(97)	42%	(256)	613
2018 House Vote: Someone else	13%	(6)	13%	(7)	19%	(10)	17%	(9)	37%	(18)	50
2016 Vote: Hillary Clinton	12%	(90)	17%	(126)	15%	(106)	15%	(107)	41%	(292)	721
2016 Vote: Donald Trump	11%	(72)	14%	(91)	18%	(117)	15%	(101)	43%	(282)	662
2016 Vote: Other	17%	(14)	14%	(11)	12%	(10)	13%	(11)	44%	(37)	83
2016 Vote: Didn't Vote	11%	(82)	12%	(87)	19%	(138)	17%	(123)	41%	(297)	727

Table MCSP6: *Generally speaking, do you prefer listening to a podcast without video, or prefer listening to a podcast with video?*

Demographic	Strongly prefer listening without video		Somewhat prefer listening without video		Somewhat prefer listening with video		Strongly prefer listening with video		Don't know / No opinion		Total N
Adults	12%	(260)	14%	(317)	17%	(372)	16%	(344)	41%	(909)	2202
Voted in 2014: Yes	13%	(162)	15%	(193)	15%	(193)	15%	(185)	42%	(529)	1262
Voted in 2014: No	10%	(99)	13%	(124)	19%	(179)	17%	(158)	40%	(380)	940
4-Region: Northeast	13%	(49)	17%	(63)	16%	(62)	14%	(53)	40%	(154)	381
4-Region: Midwest	14%	(62)	16%	(73)	16%	(72)	12%	(55)	42%	(193)	455
4-Region: South	11%	(89)	13%	(112)	18%	(150)	16%	(138)	42%	(352)	841
4-Region: West	12%	(61)	13%	(69)	17%	(87)	19%	(98)	40%	(210)	525
Listened to Podcasts in the Last Month	19%	(225)	22%	(264)	25%	(294)	21%	(249)	12%	(140)	1172
Sports Fan	13%	(198)	16%	(233)	18%	(267)	17%	(244)	36%	(538)	1480

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP7_1: *Would you say any of the following are a reason you prefer watching a podcast with video?*
Seeing facial expressions and reactions from the host and guests

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	51%	(368)	35%	(247)	14%	(100)	715
Gender: Male	50%	(194)	35%	(137)	14%	(55)	386
Gender: Female	53%	(174)	33%	(110)	14%	(45)	329
Age: 18-34	57%	(158)	28%	(78)	15%	(40)	277
Age: 35-44	50%	(68)	35%	(47)	15%	(21)	136
Age: 45-64	48%	(91)	43%	(82)	9%	(18)	191
Age: 65+	45%	(50)	36%	(40)	19%	(22)	111
GenZers: 1997-2012	57%	(57)	21%	(21)	21%	(21)	99
Millennials: 1981-1996	55%	(151)	33%	(92)	12%	(34)	277
GenXers: 1965-1980	47%	(68)	41%	(59)	12%	(17)	145
Baby Boomers: 1946-1964	48%	(90)	40%	(75)	12%	(23)	188
PID: Dem (no lean)	59%	(166)	34%	(95)	7%	(18)	280
PID: Ind (no lean)	45%	(97)	32%	(68)	23%	(48)	213
PID: Rep (no lean)	47%	(105)	38%	(84)	15%	(34)	223
PID/Gender: Dem Men	60%	(94)	35%	(55)	5%	(9)	158
PID/Gender: Dem Women	59%	(72)	33%	(40)	8%	(10)	122
PID/Gender: Ind Men	44%	(48)	31%	(33)	25%	(27)	108
PID/Gender: Ind Women	46%	(49)	33%	(35)	20%	(21)	105
PID/Gender: Rep Men	43%	(52)	41%	(49)	16%	(20)	121
PID/Gender: Rep Women	52%	(53)	34%	(35)	14%	(14)	102
Ideo: Liberal (1-3)	55%	(121)	34%	(74)	11%	(24)	219
Ideo: Moderate (4)	48%	(103)	38%	(82)	14%	(30)	214
Ideo: Conservative (5-7)	50%	(109)	35%	(77)	15%	(32)	219
Educ: < College	55%	(261)	30%	(144)	15%	(72)	477
Educ: Bachelors degree	47%	(73)	41%	(63)	12%	(18)	154
Educ: Post-grad	41%	(34)	47%	(40)	12%	(10)	84
Income: Under 50k	55%	(212)	30%	(117)	15%	(56)	385
Income: 50k-100k	47%	(99)	38%	(79)	15%	(32)	211
Income: 100k+	48%	(57)	42%	(51)	10%	(12)	119
Ethnicity: White	50%	(267)	36%	(193)	13%	(70)	530
Ethnicity: Hispanic	65%	(100)	22%	(35)	13%	(20)	155
Ethnicity: Black	55%	(55)	28%	(27)	17%	(17)	99

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Table MCSP7_1: *Would you say any of the following are a reason you prefer watching a podcast with video?*
Seeing facial expressions and reactions from the host and guests

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	51%	(368)	35%	(247)	14%	(100)	715
Ethnicity: Other	54%	(46)	31%	(26)	16%	(13)	86
All Christian	52%	(158)	38%	(115)	10%	(29)	302
All Non-Christian	46%	(23)	30%	(15)	24%	(12)	50
Agnostic/Nothing in particular	49%	(95)	35%	(68)	17%	(33)	196
Something Else	55%	(76)	29%	(40)	16%	(23)	139
Religious Non-Protestant/Catholic	46%	(28)	32%	(19)	22%	(13)	61
Evangelical	58%	(115)	30%	(60)	12%	(25)	200
Non-Evangelical	51%	(113)	39%	(86)	11%	(24)	223
Community: Urban	53%	(134)	32%	(81)	16%	(40)	254
Community: Suburban	52%	(145)	35%	(97)	14%	(38)	281
Community: Rural	50%	(89)	38%	(69)	12%	(22)	180
Employ: Private Sector	48%	(127)	42%	(111)	10%	(27)	265
Employ: Self-Employed	48%	(34)	28%	(20)	25%	(18)	72
Employ: Homemaker	53%	(32)	30%	(18)	17%	(11)	61
Employ: Retired	49%	(66)	34%	(46)	18%	(24)	136
Employ: Unemployed	63%	(44)	25%	(18)	12%	(9)	71
Military HH: Yes	56%	(54)	34%	(32)	10%	(10)	95
Military HH: No	51%	(314)	35%	(215)	15%	(91)	620
RD/WT: Right Direction	54%	(130)	33%	(80)	12%	(30)	240
RD/WT: Wrong Track	50%	(238)	35%	(167)	15%	(70)	475
Biden Job Approve	55%	(177)	36%	(115)	10%	(32)	323
Biden Job Disapprove	48%	(172)	35%	(128)	17%	(61)	361
Biden Job Strongly Approve	63%	(94)	30%	(44)	8%	(12)	151
Biden Job Somewhat Approve	48%	(82)	41%	(70)	12%	(20)	172
Biden Job Somewhat Disapprove	43%	(45)	32%	(34)	25%	(26)	106
Biden Job Strongly Disapprove	50%	(127)	37%	(94)	14%	(35)	256
Favorable of Biden	57%	(176)	33%	(103)	10%	(30)	309
Unfavorable of Biden	48%	(180)	36%	(134)	17%	(63)	378

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Table MCSP7_1: *Would you say any of the following are a reason you prefer watching a podcast with video?*
Seeing facial expressions and reactions from the host and guests

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	51%	(368)	35%	(247)	14%	(100)	715
Very Favorable of Biden	66%	(102)	29%	(44)	5%	(8)	155
Somewhat Favorable of Biden	48%	(74)	38%	(59)	14%	(21)	154
Somewhat Unfavorable of Biden	42%	(45)	36%	(39)	22%	(24)	108
Very Unfavorable of Biden	50%	(135)	35%	(96)	15%	(39)	270
#1 Issue: Economy	48%	(144)	38%	(115)	14%	(43)	302
#1 Issue: Security	52%	(51)	32%	(31)	16%	(16)	97
#1 Issue: Medicare / Social Security	46%	(25)	37%	(20)	17%	(9)	55
#1 Issue: Women's Issues	60%	(64)	29%	(30)	11%	(12)	106
#1 Issue: Energy	52%	(31)	36%	(21)	11%	(7)	59
2020 Vote: Joe Biden	56%	(169)	36%	(109)	9%	(26)	305
2020 Vote: Donald Trump	47%	(118)	37%	(92)	16%	(39)	249
2020 Vote: Didn't Vote	49%	(66)	28%	(38)	24%	(32)	136
2018 House Vote: Democrat	53%	(126)	39%	(94)	8%	(19)	238
2018 House Vote: Republican	48%	(98)	39%	(80)	13%	(26)	203
2016 Vote: Hillary Clinton	55%	(118)	37%	(78)	8%	(17)	213
2016 Vote: Donald Trump	44%	(97)	44%	(95)	12%	(26)	218
2016 Vote: Didn't Vote	53%	(138)	26%	(67)	22%	(56)	261
Voted in 2014: Yes	49%	(186)	41%	(155)	10%	(37)	378
Voted in 2014: No	54%	(181)	27%	(92)	19%	(63)	337
4-Region: Northeast	51%	(58)	31%	(36)	19%	(21)	115
4-Region: Midwest	52%	(66)	40%	(50)	9%	(11)	127
4-Region: South	48%	(137)	39%	(112)	13%	(39)	288
4-Region: West	58%	(107)	27%	(49)	16%	(29)	185
Listened to Podcasts in the Last Month	51%	(276)	37%	(201)	12%	(66)	543
Sports Fan	52%	(266)	35%	(181)	13%	(64)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP7_2: *Would you say any of the following are a reason you prefer watching a podcast with video?*
Video helps me to better focus on the podcast

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(360)	37%	(265)	13%	(90)	715
Gender: Male	51%	(196)	39%	(151)	10%	(39)	386
Gender: Female	50%	(164)	35%	(114)	16%	(51)	329
Age: 18-34	49%	(136)	38%	(106)	13%	(35)	277
Age: 35-44	55%	(75)	29%	(40)	16%	(21)	136
Age: 45-64	49%	(94)	41%	(79)	9%	(18)	191
Age: 65+	50%	(56)	36%	(40)	14%	(16)	111
GenZers: 1997-2012	47%	(47)	33%	(33)	19%	(19)	99
Millennials: 1981-1996	52%	(145)	36%	(101)	11%	(32)	277
GenXers: 1965-1980	45%	(65)	44%	(64)	11%	(15)	145
Baby Boomers: 1946-1964	53%	(100)	35%	(67)	11%	(21)	188
PID: Dem (no lean)	55%	(153)	35%	(97)	10%	(29)	280
PID: Ind (no lean)	46%	(99)	38%	(80)	16%	(33)	213
PID: Rep (no lean)	48%	(108)	39%	(87)	12%	(28)	223
PID/Gender: Dem Men	60%	(94)	34%	(53)	7%	(10)	158
PID/Gender: Dem Women	49%	(59)	36%	(44)	15%	(19)	122
PID/Gender: Ind Men	45%	(48)	43%	(46)	12%	(13)	108
PID/Gender: Ind Women	48%	(51)	33%	(34)	19%	(20)	105
PID/Gender: Rep Men	45%	(54)	43%	(52)	13%	(15)	121
PID/Gender: Rep Women	53%	(54)	35%	(36)	12%	(12)	102
Ideo: Liberal (1-3)	50%	(110)	38%	(83)	12%	(26)	219
Ideo: Moderate (4)	48%	(103)	36%	(77)	16%	(34)	214
Ideo: Conservative (5-7)	53%	(115)	40%	(87)	8%	(17)	219
Educ: < College	49%	(236)	38%	(181)	13%	(60)	477
Educ: Bachelors degree	53%	(81)	36%	(56)	11%	(17)	154
Educ: Post-grad	51%	(43)	34%	(29)	15%	(13)	84
Income: Under 50k	51%	(195)	37%	(142)	13%	(48)	385
Income: 50k-100k	49%	(103)	37%	(78)	14%	(29)	211
Income: 100k+	52%	(62)	38%	(45)	10%	(12)	119
Ethnicity: White	51%	(272)	37%	(196)	12%	(62)	530
Ethnicity: Hispanic	68%	(106)	25%	(39)	7%	(11)	155
Ethnicity: Black	41%	(41)	43%	(43)	16%	(16)	99

Table MCSP7_2: *Would you say any of the following are a reason you prefer watching a podcast with video?*
Video helps me to better focus on the podcast

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(360)	37%	(265)	13%	(90)	715
Ethnicity: Other	55%	(47)	31%	(26)	14%	(12)	86
All Christian	56%	(170)	35%	(107)	9%	(26)	302
All Non-Christian	45%	(23)	32%	(16)	23%	(12)	50
Agnostic/Nothing in particular	39%	(77)	42%	(83)	19%	(36)	196
Something Else	56%	(77)	35%	(49)	9%	(13)	139
Religious Non-Protestant/Catholic	46%	(28)	33%	(20)	20%	(12)	61
Evangelical	60%	(120)	32%	(64)	8%	(16)	200
Non-Evangelical	52%	(115)	38%	(86)	10%	(22)	223
Community: Urban	51%	(129)	35%	(89)	14%	(37)	254
Community: Suburban	47%	(133)	39%	(110)	13%	(38)	281
Community: Rural	55%	(99)	36%	(66)	9%	(15)	180
Employ: Private Sector	50%	(131)	42%	(110)	9%	(24)	265
Employ: Self-Employed	40%	(29)	41%	(30)	19%	(14)	72
Employ: Homemaker	60%	(36)	22%	(14)	18%	(11)	61
Employ: Retired	55%	(75)	32%	(44)	13%	(18)	136
Employ: Unemployed	53%	(37)	36%	(25)	12%	(8)	71
Military HH: Yes	60%	(57)	33%	(31)	8%	(7)	95
Military HH: No	49%	(304)	38%	(234)	13%	(83)	620
RD/WT: Right Direction	49%	(117)	38%	(90)	14%	(33)	240
RD/WT: Wrong Track	51%	(244)	37%	(174)	12%	(57)	475
Biden Job Approve	52%	(168)	37%	(121)	10%	(34)	323
Biden Job Disapprove	49%	(178)	38%	(136)	13%	(48)	361
Biden Job Strongly Approve	60%	(90)	31%	(46)	10%	(15)	151
Biden Job Somewhat Approve	46%	(79)	43%	(74)	11%	(19)	172
Biden Job Somewhat Disapprove	43%	(45)	38%	(40)	19%	(20)	106
Biden Job Strongly Disapprove	52%	(133)	37%	(96)	11%	(27)	256
Favorable of Biden	54%	(168)	36%	(110)	10%	(31)	309
Unfavorable of Biden	48%	(182)	38%	(144)	14%	(51)	378

Table MCSP7_2: *Would you say any of the following are a reason you prefer watching a podcast with video?*
Video helps me to better focus on the podcast

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	50%	(360)	37%	(265)	13%	(90)	715
Very Favorable of Biden	59%	(91)	33%	(51)	8%	(12)	155
Somewhat Favorable of Biden	50%	(77)	38%	(59)	12%	(19)	154
Somewhat Unfavorable of Biden	41%	(44)	40%	(43)	19%	(20)	108
Very Unfavorable of Biden	51%	(138)	37%	(101)	12%	(31)	270
#1 Issue: Economy	49%	(147)	40%	(121)	11%	(35)	302
#1 Issue: Security	58%	(56)	29%	(28)	13%	(13)	97
#1 Issue: Medicare / Social Security	54%	(30)	34%	(19)	11%	(6)	55
#1 Issue: Women's Issues	52%	(55)	33%	(35)	15%	(16)	106
#1 Issue: Energy	49%	(29)	46%	(27)	5%	(3)	59
2020 Vote: Joe Biden	51%	(154)	39%	(118)	11%	(33)	305
2020 Vote: Donald Trump	48%	(120)	38%	(96)	13%	(33)	249
2020 Vote: Didn't Vote	53%	(72)	31%	(42)	16%	(22)	136
2018 House Vote: Democrat	52%	(124)	39%	(93)	9%	(21)	238
2018 House Vote: Republican	52%	(106)	37%	(75)	11%	(22)	203
2016 Vote: Hillary Clinton	54%	(114)	37%	(79)	9%	(19)	213
2016 Vote: Donald Trump	48%	(104)	42%	(91)	11%	(23)	218
2016 Vote: Didn't Vote	48%	(127)	35%	(91)	17%	(44)	261
Voted in 2014: Yes	53%	(202)	36%	(137)	10%	(40)	378
Voted in 2014: No	47%	(158)	38%	(128)	15%	(50)	337
4-Region: Northeast	46%	(53)	39%	(44)	15%	(18)	115
4-Region: Midwest	54%	(69)	35%	(45)	11%	(14)	127
4-Region: South	47%	(135)	40%	(114)	13%	(38)	288
4-Region: West	56%	(104)	33%	(62)	11%	(20)	185
Listened to Podcasts in the Last Month	52%	(280)	39%	(211)	10%	(52)	543
Sports Fan	52%	(264)	38%	(195)	10%	(52)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP7_3: *Would you say any of the following are a reason you prefer watching a podcast with video?*

To have closed captioning/subtitles

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	25%	(181)	35%	(251)	40%	(284)	715
Gender: Male	27%	(105)	31%	(121)	41%	(160)	386
Gender: Female	23%	(75)	39%	(130)	38%	(124)	329
Age: 18-34	32%	(88)	38%	(105)	30%	(84)	277
Age: 35-44	25%	(34)	33%	(45)	42%	(57)	136
Age: 45-64	22%	(43)	33%	(63)	44%	(85)	191
Age: 65+	15%	(16)	33%	(37)	52%	(58)	111
GenZers: 1997-2012	35%	(35)	38%	(38)	27%	(27)	99
Millennials: 1981-1996	29%	(82)	37%	(102)	34%	(93)	277
GenXers: 1965-1980	21%	(31)	32%	(47)	46%	(67)	145
Baby Boomers: 1946-1964	17%	(31)	34%	(63)	50%	(93)	188
PID: Dem (no lean)	31%	(87)	34%	(94)	35%	(98)	280
PID: Ind (no lean)	22%	(46)	36%	(76)	43%	(90)	213
PID: Rep (no lean)	21%	(47)	36%	(81)	43%	(95)	223
PID/Gender: Dem Men	34%	(54)	28%	(44)	38%	(60)	158
PID/Gender: Dem Women	28%	(34)	41%	(50)	32%	(39)	122
PID/Gender: Ind Men	22%	(24)	32%	(34)	46%	(49)	108
PID/Gender: Ind Women	21%	(22)	40%	(42)	39%	(41)	105
PID/Gender: Rep Men	23%	(27)	35%	(43)	42%	(51)	121
PID/Gender: Rep Women	19%	(20)	37%	(38)	43%	(44)	102
Ideo: Liberal (1-3)	29%	(64)	36%	(79)	34%	(75)	219
Ideo: Moderate (4)	26%	(55)	36%	(77)	38%	(82)	214
Ideo: Conservative (5-7)	22%	(47)	31%	(69)	47%	(103)	219
Educ: < College	25%	(118)	34%	(163)	41%	(196)	477
Educ: Bachelors degree	24%	(38)	37%	(57)	39%	(60)	154
Educ: Post-grad	30%	(25)	36%	(31)	34%	(29)	84
Income: Under 50k	24%	(94)	34%	(132)	41%	(159)	385
Income: 50k-100k	21%	(44)	39%	(82)	40%	(85)	211
Income: 100k+	36%	(43)	31%	(37)	33%	(40)	119
Ethnicity: White	25%	(134)	35%	(187)	39%	(209)	530
Ethnicity: Hispanic	40%	(62)	40%	(62)	20%	(31)	155
Ethnicity: Black	25%	(25)	28%	(28)	47%	(47)	99

Table MCSP7_3: *Would you say any of the following are a reason you prefer watching a podcast with video?*
To have closed captioning/subtitles

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	25%	(181)	35%	(251)	40%	(284)	715
Ethnicity: Other	26%	(22)	42%	(36)	33%	(28)	86
All Christian	31%	(92)	34%	(102)	36%	(108)	302
All Non-Christian	24%	(12)	35%	(18)	41%	(21)	50
Agnostic/Nothing in particular	16%	(32)	40%	(79)	43%	(85)	196
Something Else	26%	(36)	31%	(44)	43%	(59)	139
Religious Non-Protestant/Catholic	23%	(14)	37%	(22)	40%	(24)	61
Evangelical	27%	(55)	34%	(68)	39%	(77)	200
Non-Evangelical	31%	(68)	31%	(70)	38%	(85)	223
Community: Urban	30%	(76)	35%	(90)	35%	(89)	254
Community: Suburban	25%	(71)	32%	(89)	43%	(121)	281
Community: Rural	19%	(34)	40%	(72)	41%	(74)	180
Employ: Private Sector	25%	(65)	41%	(109)	34%	(91)	265
Employ: Self-Employed	21%	(15)	40%	(29)	39%	(28)	72
Employ: Homemaker	30%	(18)	33%	(20)	36%	(22)	61
Employ: Retired	19%	(26)	29%	(39)	52%	(71)	136
Employ: Unemployed	36%	(26)	28%	(19)	36%	(26)	71
Military HH: Yes	23%	(22)	36%	(34)	41%	(39)	95
Military HH: No	26%	(159)	35%	(217)	39%	(245)	620
RD/WT: Right Direction	33%	(78)	36%	(87)	31%	(75)	240
RD/WT: Wrong Track	22%	(103)	35%	(164)	44%	(209)	475
Biden Job Approve	30%	(97)	37%	(120)	33%	(106)	323
Biden Job Disapprove	21%	(77)	33%	(120)	45%	(164)	361
Biden Job Strongly Approve	42%	(63)	34%	(52)	24%	(36)	151
Biden Job Somewhat Approve	19%	(33)	40%	(68)	41%	(71)	172
Biden Job Somewhat Disapprove	21%	(23)	37%	(40)	41%	(43)	106
Biden Job Strongly Disapprove	21%	(55)	31%	(80)	47%	(121)	256
Favorable of Biden	29%	(91)	37%	(113)	34%	(105)	309
Unfavorable of Biden	22%	(84)	34%	(128)	44%	(166)	378

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Table MCSP7_3: *Would you say any of the following are a reason you prefer watching a podcast with video?*
To have closed captioning/subtitles

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	25%	(181)	35%	(251)	40%	(284)	715
Very Favorable of Biden	35%	(55)	38%	(59)	27%	(41)	155
Somewhat Favorable of Biden	23%	(36)	35%	(54)	41%	(64)	154
Somewhat Unfavorable of Biden	22%	(24)	37%	(40)	40%	(43)	108
Very Unfavorable of Biden	22%	(60)	32%	(88)	45%	(122)	270
#1 Issue: Economy	23%	(70)	32%	(97)	45%	(136)	302
#1 Issue: Security	23%	(23)	42%	(41)	35%	(34)	97
#1 Issue: Medicare / Social Security	24%	(13)	20%	(11)	57%	(31)	55
#1 Issue: Women's Issues	28%	(30)	41%	(43)	31%	(33)	106
#1 Issue: Energy	34%	(20)	43%	(25)	23%	(14)	59
2020 Vote: Joe Biden	28%	(86)	36%	(109)	36%	(110)	305
2020 Vote: Donald Trump	17%	(42)	36%	(89)	47%	(118)	249
2020 Vote: Didn't Vote	37%	(50)	28%	(38)	35%	(48)	136
2018 House Vote: Democrat	26%	(63)	37%	(87)	37%	(88)	238
2018 House Vote: Republican	16%	(33)	38%	(77)	46%	(93)	203
2016 Vote: Hillary Clinton	29%	(63)	36%	(76)	35%	(74)	213
2016 Vote: Donald Trump	17%	(38)	41%	(88)	42%	(92)	218
2016 Vote: Didn't Vote	28%	(74)	31%	(80)	41%	(107)	261
Voted in 2014: Yes	24%	(89)	38%	(142)	39%	(147)	378
Voted in 2014: No	27%	(91)	32%	(108)	41%	(137)	337
4-Region: Northeast	35%	(41)	25%	(29)	39%	(45)	115
4-Region: Midwest	14%	(18)	43%	(55)	43%	(54)	127
4-Region: South	23%	(67)	38%	(109)	39%	(112)	288
4-Region: West	30%	(55)	31%	(57)	39%	(72)	185
Listened to Podcasts in the Last Month	25%	(136)	38%	(207)	37%	(200)	543
Sports Fan	26%	(131)	35%	(181)	39%	(200)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP7_4: *Would you say any of the following are a reason you prefer watching a podcast with video?*
To see the podcast setup and equipment

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	16%	(115)	35%	(253)	49%	(347)	715
Gender: Male	20%	(76)	36%	(140)	44%	(171)	386
Gender: Female	12%	(39)	35%	(114)	54%	(176)	329
Age: 18-34	21%	(57)	38%	(106)	41%	(115)	277
Age: 35-44	22%	(31)	39%	(53)	39%	(53)	136
Age: 45-64	12%	(22)	36%	(69)	52%	(99)	191
Age: 65+	4%	(5)	23%	(25)	73%	(81)	111
GenZers: 1997-2012	16%	(16)	40%	(39)	44%	(43)	99
Millennials: 1981-1996	24%	(66)	37%	(102)	39%	(109)	277
GenXers: 1965-1980	13%	(19)	38%	(55)	49%	(70)	145
Baby Boomers: 1946-1964	7%	(14)	30%	(56)	63%	(118)	188
PID: Dem (no lean)	28%	(78)	39%	(108)	33%	(94)	280
PID: Ind (no lean)	7%	(14)	36%	(77)	57%	(121)	213
PID: Rep (no lean)	10%	(23)	30%	(68)	59%	(132)	223
PID/Gender: Dem Men	32%	(51)	39%	(62)	28%	(45)	158
PID/Gender: Dem Women	22%	(27)	38%	(46)	40%	(49)	122
PID/Gender: Ind Men	10%	(11)	35%	(38)	55%	(59)	108
PID/Gender: Ind Women	3%	(3)	38%	(39)	59%	(62)	105
PID/Gender: Rep Men	12%	(14)	33%	(40)	55%	(67)	121
PID/Gender: Rep Women	8%	(9)	28%	(28)	64%	(65)	102
Ideo: Liberal (1-3)	24%	(53)	37%	(81)	39%	(85)	219
Ideo: Moderate (4)	12%	(26)	40%	(85)	48%	(103)	214
Ideo: Conservative (5-7)	14%	(31)	29%	(64)	57%	(124)	219
Educ: < College	14%	(65)	36%	(171)	51%	(241)	477
Educ: Bachelors degree	21%	(33)	32%	(49)	47%	(73)	154
Educ: Post-grad	21%	(17)	40%	(34)	39%	(33)	84
Income: Under 50k	14%	(53)	36%	(140)	50%	(192)	385
Income: 50k-100k	14%	(30)	34%	(71)	52%	(109)	211
Income: 100k+	26%	(31)	35%	(42)	38%	(46)	119
Ethnicity: White	16%	(82)	33%	(175)	52%	(273)	530
Ethnicity: Hispanic	26%	(40)	40%	(62)	34%	(53)	155
Ethnicity: Black	26%	(26)	32%	(32)	42%	(42)	99

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Table MCSP7_4: *Would you say any of the following are a reason you prefer watching a podcast with video?*
To see the podcast setup and equipment

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	16%	(115)	35%	(253)	49%	(347)	715
Ethnicity: Other	8%	(7)	55%	(47)	37%	(32)	86
All Christian	19%	(58)	34%	(104)	46%	(141)	302
All Non-Christian	29%	(15)	38%	(19)	33%	(17)	50
Agnostic/Nothing in particular	10%	(19)	36%	(70)	54%	(106)	196
Something Else	14%	(19)	37%	(51)	49%	(69)	139
Religious Non-Protestant/Catholic	26%	(16)	40%	(24)	35%	(21)	61
Evangelical	19%	(38)	35%	(71)	46%	(91)	200
Non-Evangelical	17%	(37)	34%	(76)	49%	(110)	223
Community: Urban	23%	(58)	34%	(85)	44%	(111)	254
Community: Suburban	13%	(37)	33%	(94)	53%	(150)	281
Community: Rural	11%	(20)	41%	(74)	48%	(86)	180
Employ: Private Sector	20%	(54)	43%	(113)	37%	(98)	265
Employ: Self-Employed	12%	(9)	34%	(24)	54%	(39)	72
Employ: Homemaker	14%	(9)	35%	(21)	51%	(31)	61
Employ: Retired	9%	(12)	25%	(35)	66%	(90)	136
Employ: Unemployed	21%	(15)	37%	(26)	43%	(30)	71
Military HH: Yes	13%	(12)	36%	(35)	51%	(49)	95
Military HH: No	17%	(103)	35%	(219)	48%	(298)	620
RD/WT: Right Direction	30%	(71)	40%	(95)	31%	(73)	240
RD/WT: Wrong Track	9%	(44)	33%	(158)	58%	(274)	475
Biden Job Approve	26%	(83)	42%	(135)	33%	(106)	323
Biden Job Disapprove	9%	(31)	31%	(111)	61%	(219)	361
Biden Job Strongly Approve	40%	(61)	35%	(53)	25%	(37)	151
Biden Job Somewhat Approve	13%	(22)	48%	(82)	40%	(68)	172
Biden Job Somewhat Disapprove	4%	(4)	37%	(39)	59%	(62)	106
Biden Job Strongly Disapprove	11%	(27)	28%	(72)	61%	(156)	256
Favorable of Biden	24%	(74)	40%	(124)	36%	(111)	309
Unfavorable of Biden	10%	(38)	32%	(119)	58%	(220)	378

Table MCSP7_4: *Would you say any of the following are a reason you prefer watching a podcast with video?*
To see the podcast setup and equipment

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	16%	(115)	35%	(253)	49%	(347)	715
Very Favorable of Biden	34%	(53)	34%	(53)	32%	(49)	155
Somewhat Favorable of Biden	14%	(21)	46%	(71)	41%	(63)	154
Somewhat Unfavorable of Biden	9%	(10)	34%	(37)	57%	(61)	108
Very Unfavorable of Biden	11%	(29)	31%	(83)	59%	(159)	270
#1 Issue: Economy	14%	(41)	31%	(93)	55%	(167)	302
#1 Issue: Security	21%	(20)	38%	(37)	41%	(40)	97
#1 Issue: Medicare / Social Security	8%	(4)	30%	(16)	62%	(34)	55
#1 Issue: Women's Issues	20%	(21)	32%	(34)	48%	(52)	106
#1 Issue: Energy	19%	(11)	50%	(29)	31%	(18)	59
2020 Vote: Joe Biden	23%	(70)	37%	(112)	40%	(123)	305
2020 Vote: Donald Trump	9%	(23)	35%	(87)	56%	(138)	249
2020 Vote: Didn't Vote	15%	(21)	36%	(49)	49%	(67)	136
2018 House Vote: Democrat	22%	(53)	38%	(91)	40%	(94)	238
2018 House Vote: Republican	11%	(22)	31%	(64)	58%	(117)	203
2016 Vote: Hillary Clinton	24%	(51)	38%	(81)	38%	(81)	213
2016 Vote: Donald Trump	11%	(25)	35%	(76)	54%	(117)	218
2016 Vote: Didn't Vote	14%	(36)	35%	(91)	52%	(135)	261
Voted in 2014: Yes	18%	(68)	35%	(131)	47%	(179)	378
Voted in 2014: No	14%	(47)	36%	(122)	50%	(168)	337
4-Region: Northeast	22%	(26)	30%	(34)	48%	(55)	115
4-Region: Midwest	10%	(13)	36%	(46)	54%	(69)	127
4-Region: South	14%	(41)	40%	(115)	46%	(132)	288
4-Region: West	19%	(35)	32%	(59)	49%	(91)	185
Listened to Podcasts in the Last Month	18%	(95)	40%	(215)	43%	(233)	543
Sports Fan	20%	(100)	36%	(185)	44%	(227)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP7_5: *Would you say any of the following are a reason you prefer watching a podcast with video?*
To watch influential or celebrity guests

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	34%	(244)	38%	(272)	28%	(198)	715
Gender: Male	36%	(139)	38%	(146)	26%	(102)	386
Gender: Female	32%	(106)	38%	(126)	29%	(97)	329
Age: 18-34	38%	(104)	41%	(112)	22%	(61)	277
Age: 35-44	44%	(61)	33%	(46)	22%	(30)	136
Age: 45-64	28%	(54)	39%	(74)	33%	(63)	191
Age: 65+	24%	(26)	36%	(40)	40%	(45)	111
GenZers: 1997-2012	31%	(31)	41%	(40)	28%	(28)	99
Millennials: 1981-1996	43%	(119)	37%	(102)	20%	(56)	277
GenXers: 1965-1980	32%	(46)	40%	(57)	29%	(42)	145
Baby Boomers: 1946-1964	26%	(48)	38%	(71)	37%	(69)	188
PID: Dem (no lean)	45%	(124)	36%	(102)	19%	(54)	280
PID: Ind (no lean)	25%	(52)	42%	(90)	33%	(71)	213
PID: Rep (no lean)	30%	(68)	36%	(81)	33%	(74)	223
PID/Gender: Dem Men	50%	(79)	31%	(49)	19%	(30)	158
PID/Gender: Dem Women	38%	(46)	43%	(52)	19%	(24)	122
PID/Gender: Ind Men	23%	(25)	48%	(52)	29%	(31)	108
PID/Gender: Ind Women	26%	(27)	36%	(38)	38%	(40)	105
PID/Gender: Rep Men	29%	(35)	37%	(45)	34%	(41)	121
PID/Gender: Rep Women	32%	(33)	36%	(36)	32%	(33)	102
Ideo: Liberal (1-3)	43%	(95)	35%	(77)	22%	(48)	219
Ideo: Moderate (4)	30%	(64)	43%	(92)	27%	(58)	214
Ideo: Conservative (5-7)	29%	(64)	37%	(81)	34%	(74)	219
Educ: < College	33%	(159)	36%	(174)	30%	(144)	477
Educ: Bachelors degree	34%	(53)	42%	(65)	24%	(37)	154
Educ: Post-grad	39%	(33)	40%	(34)	21%	(18)	84
Income: Under 50k	32%	(122)	39%	(150)	29%	(112)	385
Income: 50k-100k	34%	(72)	40%	(83)	26%	(55)	211
Income: 100k+	42%	(50)	32%	(38)	26%	(31)	119
Ethnicity: White	35%	(184)	36%	(190)	30%	(156)	530
Ethnicity: Hispanic	43%	(68)	33%	(51)	24%	(37)	155
Ethnicity: Black	36%	(36)	46%	(46)	18%	(18)	99

Table MCSP7_5: *Would you say any of the following are a reason you prefer watching a podcast with video?*
To watch influential or celebrity guests

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	34%	(244)	38%	(272)	28%	(198)	715
Ethnicity: Other	29%	(25)	43%	(37)	28%	(24)	86
All Christian	40%	(120)	40%	(121)	20%	(61)	302
All Non-Christian	45%	(23)	25%	(13)	30%	(15)	50
Agnostic/Nothing in particular	26%	(51)	42%	(82)	32%	(62)	196
Something Else	29%	(41)	36%	(49)	35%	(49)	139
Religious Non-Protestant/Catholic	44%	(27)	31%	(19)	25%	(15)	61
Evangelical	38%	(75)	37%	(75)	25%	(50)	200
Non-Evangelical	36%	(81)	39%	(88)	25%	(55)	223
Community: Urban	38%	(97)	40%	(102)	22%	(55)	254
Community: Suburban	32%	(91)	38%	(107)	30%	(83)	281
Community: Rural	31%	(56)	35%	(64)	33%	(60)	180
Employ: Private Sector	37%	(98)	43%	(113)	20%	(54)	265
Employ: Self-Employed	36%	(26)	32%	(23)	32%	(23)	72
Employ: Homemaker	32%	(20)	30%	(18)	38%	(23)	61
Employ: Retired	26%	(36)	32%	(44)	41%	(57)	136
Employ: Unemployed	43%	(30)	33%	(23)	24%	(17)	71
Military HH: Yes	38%	(36)	35%	(34)	27%	(25)	95
Military HH: No	34%	(208)	38%	(239)	28%	(173)	620
RD/WT: Right Direction	42%	(102)	40%	(95)	18%	(43)	240
RD/WT: Wrong Track	30%	(143)	37%	(177)	33%	(155)	475
Biden Job Approve	39%	(126)	42%	(135)	19%	(62)	323
Biden Job Disapprove	30%	(108)	35%	(127)	35%	(126)	361
Biden Job Strongly Approve	52%	(78)	34%	(51)	14%	(22)	151
Biden Job Somewhat Approve	28%	(48)	49%	(85)	23%	(40)	172
Biden Job Somewhat Disapprove	26%	(27)	41%	(44)	33%	(35)	106
Biden Job Strongly Disapprove	32%	(81)	33%	(84)	36%	(91)	256
Favorable of Biden	41%	(126)	41%	(126)	19%	(58)	309
Unfavorable of Biden	29%	(108)	36%	(138)	35%	(132)	378

Table MCSP7_5: *Would you say any of the following are a reason you prefer watching a podcast with video?*
To watch influential or celebrity guests

Demographic	Major reason		Minor reason		Not a reason		Total N
Adults	34%	(244)	38%	(272)	28%	(198)	715
Very Favorable of Biden	52%	(80)	37%	(58)	11%	(17)	155
Somewhat Favorable of Biden	30%	(46)	44%	(68)	26%	(41)	154
Somewhat Unfavorable of Biden	25%	(27)	41%	(45)	33%	(36)	108
Very Unfavorable of Biden	30%	(80)	34%	(93)	36%	(97)	270
#1 Issue: Economy	34%	(104)	38%	(115)	28%	(83)	302
#1 Issue: Security	33%	(32)	34%	(34)	33%	(32)	97
#1 Issue: Medicare / Social Security	30%	(17)	37%	(20)	33%	(18)	55
#1 Issue: Women's Issues	40%	(43)	40%	(42)	20%	(22)	106
#1 Issue: Energy	35%	(21)	47%	(27)	18%	(11)	59
2020 Vote: Joe Biden	40%	(120)	39%	(118)	22%	(66)	305
2020 Vote: Donald Trump	29%	(73)	37%	(93)	33%	(83)	249
2020 Vote: Didn't Vote	32%	(44)	39%	(52)	29%	(39)	136
2018 House Vote: Democrat	39%	(94)	38%	(91)	22%	(53)	238
2018 House Vote: Republican	28%	(58)	40%	(82)	32%	(64)	203
2016 Vote: Hillary Clinton	38%	(81)	40%	(85)	22%	(48)	213
2016 Vote: Donald Trump	26%	(57)	42%	(91)	32%	(70)	218
2016 Vote: Didn't Vote	38%	(98)	35%	(91)	28%	(72)	261
Voted in 2014: Yes	36%	(135)	38%	(145)	26%	(99)	378
Voted in 2014: No	33%	(110)	38%	(127)	30%	(100)	337
4-Region: Northeast	46%	(53)	24%	(28)	30%	(35)	115
4-Region: Midwest	29%	(37)	41%	(52)	30%	(39)	127
4-Region: South	31%	(89)	43%	(123)	27%	(76)	288
4-Region: West	36%	(66)	38%	(70)	26%	(49)	185
Listened to Podcasts in the Last Month	35%	(190)	40%	(216)	25%	(137)	543
Sports Fan	38%	(196)	39%	(198)	23%	(117)	511

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP8: *How often do you fast forward through advertisements while listening to podcasts?*

Demographic	Always		Often		Sometimes		Never		Total N
Adults	20%	(239)	24%	(281)	38%	(446)	18%	(205)	1172
Gender: Male	21%	(130)	25%	(157)	36%	(225)	18%	(109)	620
Gender: Female	20%	(110)	23%	(124)	40%	(221)	18%	(97)	552
Age: 18-34	26%	(107)	26%	(107)	36%	(148)	13%	(52)	414
Age: 35-44	20%	(49)	21%	(50)	41%	(97)	18%	(42)	239
Age: 45-64	16%	(55)	22%	(75)	40%	(138)	23%	(78)	346
Age: 65+	16%	(28)	28%	(49)	37%	(63)	19%	(33)	173
GenZers: 1997-2012	29%	(41)	29%	(41)	29%	(41)	12%	(16)	140
Millennials: 1981-1996	23%	(98)	23%	(99)	41%	(177)	14%	(61)	436
GenXers: 1965-1980	19%	(53)	23%	(65)	38%	(107)	20%	(58)	283
Baby Boomers: 1946-1964	14%	(41)	25%	(75)	39%	(115)	22%	(66)	298
PID: Dem (no lean)	18%	(90)	26%	(131)	38%	(188)	18%	(92)	501
PID: Ind (no lean)	24%	(86)	23%	(82)	37%	(135)	16%	(57)	361
PID: Rep (no lean)	20%	(63)	22%	(68)	39%	(122)	18%	(57)	310
PID/Gender: Dem Men	18%	(48)	26%	(70)	41%	(112)	15%	(41)	271
PID/Gender: Dem Women	18%	(42)	27%	(61)	33%	(77)	22%	(51)	230
PID/Gender: Ind Men	26%	(43)	25%	(42)	30%	(48)	19%	(31)	164
PID/Gender: Ind Women	22%	(43)	21%	(41)	44%	(87)	13%	(27)	197
PID/Gender: Rep Men	21%	(38)	24%	(45)	35%	(65)	20%	(37)	186
PID/Gender: Rep Women	20%	(25)	18%	(23)	46%	(57)	16%	(20)	124
Ideo: Liberal (1-3)	22%	(89)	24%	(97)	35%	(142)	19%	(78)	406
Ideo: Moderate (4)	18%	(59)	25%	(84)	43%	(145)	15%	(50)	339
Ideo: Conservative (5-7)	20%	(68)	24%	(83)	37%	(129)	19%	(66)	346
Educ: < College	21%	(148)	22%	(154)	39%	(271)	18%	(123)	696
Educ: Bachelors degree	21%	(64)	25%	(74)	36%	(110)	18%	(54)	302
Educ: Post-grad	16%	(28)	30%	(53)	38%	(65)	16%	(28)	174
Income: Under 50k	21%	(122)	20%	(117)	40%	(227)	19%	(106)	573
Income: 50k-100k	20%	(73)	28%	(103)	37%	(138)	16%	(60)	375
Income: 100k+	19%	(44)	27%	(61)	36%	(80)	18%	(39)	224
Ethnicity: White	22%	(195)	23%	(203)	37%	(326)	17%	(149)	874
Ethnicity: Hispanic	26%	(62)	22%	(53)	39%	(91)	12%	(28)	234
Ethnicity: Black	14%	(23)	23%	(38)	41%	(70)	23%	(38)	169
Ethnicity: Other	16%	(21)	31%	(40)	39%	(50)	14%	(18)	129

Table MCSP8: *How often do you fast forward through advertisements while listening to podcasts?*

Demographic	Always		Often		Sometimes		Never		Total N
Adults	20%	(239)	24%	(281)	38%	(446)	18%	(205)	1172
All Christian	19%	(100)	22%	(114)	41%	(216)	18%	(93)	523
All Non-Christian	22%	(17)	27%	(21)	40%	(31)	12%	(9)	78
Agnostic/Nothing in particular	19%	(59)	29%	(89)	37%	(113)	15%	(46)	306
Something Else	24%	(53)	23%	(50)	33%	(71)	20%	(43)	217
Religious Non-Protestant/Catholic	21%	(20)	26%	(25)	40%	(39)	12%	(12)	96
Evangelical	21%	(64)	24%	(73)	37%	(111)	17%	(51)	300
Non-Evangelical	19%	(79)	21%	(85)	41%	(168)	20%	(81)	413
Community: Urban	21%	(84)	25%	(97)	39%	(151)	15%	(60)	392
Community: Suburban	20%	(99)	25%	(128)	36%	(184)	18%	(93)	504
Community: Rural	21%	(57)	20%	(55)	40%	(111)	19%	(52)	275
Employ: Private Sector	19%	(88)	24%	(116)	41%	(192)	16%	(77)	473
Employ: Government	16%	(13)	25%	(20)	42%	(33)	16%	(13)	78
Employ: Self-Employed	29%	(34)	23%	(26)	37%	(43)	12%	(14)	117
Employ: Homemaker	21%	(19)	15%	(13)	43%	(39)	22%	(20)	90
Employ: Retired	17%	(35)	26%	(54)	35%	(73)	21%	(44)	206
Employ: Unemployed	26%	(30)	20%	(24)	33%	(39)	21%	(24)	117
Employ: Other	16%	(9)	31%	(18)	32%	(18)	21%	(12)	57
Military HH: Yes	15%	(23)	27%	(41)	37%	(57)	21%	(32)	152
Military HH: No	21%	(217)	24%	(241)	38%	(389)	17%	(173)	1020
RD/WT: Right Direction	20%	(82)	24%	(102)	37%	(155)	19%	(80)	419
RD/WT: Wrong Track	21%	(157)	24%	(179)	39%	(291)	17%	(126)	753
Biden Job Approve	20%	(115)	23%	(133)	38%	(220)	19%	(106)	574
Biden Job Disapprove	20%	(110)	26%	(139)	38%	(205)	17%	(90)	545
Biden Job Strongly Approve	23%	(60)	23%	(59)	37%	(95)	17%	(44)	258
Biden Job Somewhat Approve	17%	(55)	23%	(74)	40%	(125)	20%	(62)	316
Biden Job Somewhat Disapprove	16%	(27)	31%	(53)	36%	(62)	17%	(30)	173
Biden Job Strongly Disapprove	22%	(83)	23%	(86)	38%	(143)	16%	(61)	373
Favorable of Biden	19%	(110)	22%	(127)	40%	(225)	18%	(104)	568
Unfavorable of Biden	22%	(120)	27%	(148)	35%	(194)	16%	(90)	551

Table MCSP8: *How often do you fast forward through advertisements while listening to podcasts?*

Demographic	Always		Often		Sometimes		Never		Total N
Adults	20%	(239)	24%	(281)	38%	(446)	18%	(205)	1172
Very Favorable of Biden	21%	(56)	22%	(58)	39%	(105)	19%	(50)	269
Somewhat Favorable of Biden	18%	(55)	23%	(69)	40%	(120)	18%	(54)	299
Somewhat Unfavorable of Biden	18%	(28)	36%	(57)	29%	(45)	17%	(26)	156
Very Unfavorable of Biden	23%	(92)	23%	(91)	38%	(148)	16%	(64)	395
#1 Issue: Economy	18%	(87)	22%	(102)	42%	(200)	18%	(83)	471
#1 Issue: Security	18%	(26)	26%	(37)	35%	(49)	20%	(28)	139
#1 Issue: Health Care	26%	(19)	34%	(25)	29%	(21)	11%	(8)	72
#1 Issue: Medicare / Social Security	12%	(9)	22%	(17)	36%	(28)	30%	(22)	76
#1 Issue: Women's Issues	30%	(63)	26%	(55)	30%	(65)	14%	(30)	214
#1 Issue: Energy	17%	(19)	18%	(20)	46%	(51)	19%	(20)	110
#1 Issue: Other	19%	(10)	30%	(16)	33%	(18)	17%	(9)	53
2020 Vote: Joe Biden	18%	(102)	26%	(151)	37%	(216)	19%	(109)	578
2020 Vote: Donald Trump	20%	(71)	23%	(85)	40%	(147)	17%	(61)	364
2020 Vote: Didn't Vote	27%	(53)	20%	(38)	36%	(70)	17%	(33)	194
2018 House Vote: Democrat	16%	(78)	25%	(121)	39%	(186)	20%	(95)	480
2018 House Vote: Republican	20%	(62)	26%	(82)	36%	(112)	17%	(54)	311
2016 Vote: Hillary Clinton	15%	(65)	25%	(105)	39%	(166)	22%	(93)	429
2016 Vote: Donald Trump	17%	(58)	24%	(82)	42%	(142)	17%	(57)	339
2016 Vote: Didn't Vote	29%	(103)	25%	(89)	33%	(120)	13%	(47)	358
Voted in 2014: Yes	17%	(117)	24%	(165)	40%	(280)	19%	(136)	699
Voted in 2014: No	26%	(122)	25%	(116)	35%	(165)	15%	(69)	473
4-Region: Northeast	20%	(40)	22%	(44)	39%	(78)	19%	(38)	200
4-Region: Midwest	22%	(52)	26%	(62)	33%	(78)	20%	(47)	238
4-Region: South	19%	(87)	23%	(105)	41%	(185)	17%	(78)	454
4-Region: West	22%	(61)	25%	(71)	38%	(105)	15%	(42)	279
Listened to Podcasts in the Last Month	20%	(239)	24%	(281)	38%	(446)	18%	(205)	1172
Sports Fan	20%	(178)	24%	(208)	39%	(347)	17%	(153)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP9: *Have you ever bought a product or service because of an advertisement you heard on a podcast?*

Demographic	Yes		No		Total N
Adults	33%	(385)	67%	(787)	1172
Gender: Male	33%	(208)	67%	(412)	620
Gender: Female	32%	(177)	68%	(375)	552
Age: 18-34	38%	(157)	62%	(257)	414
Age: 35-44	42%	(100)	58%	(139)	239
Age: 45-64	29%	(99)	71%	(247)	346
Age: 65+	17%	(29)	83%	(144)	173
GenZers: 1997-2012	28%	(39)	72%	(101)	140
Millennials: 1981-1996	42%	(183)	58%	(252)	436
GenXers: 1965-1980	33%	(94)	67%	(188)	283
Baby Boomers: 1946-1964	21%	(64)	79%	(234)	298
PID: Dem (no lean)	39%	(195)	61%	(306)	501
PID: Ind (no lean)	29%	(103)	71%	(258)	361
PID: Rep (no lean)	28%	(87)	72%	(223)	310
PID/Gender: Dem Men	45%	(122)	55%	(148)	271
PID/Gender: Dem Women	32%	(73)	68%	(158)	230
PID/Gender: Ind Men	26%	(42)	74%	(121)	164
PID/Gender: Ind Women	31%	(61)	69%	(137)	197
PID/Gender: Rep Men	23%	(43)	77%	(143)	186
PID/Gender: Rep Women	35%	(44)	65%	(80)	124
Ideo: Liberal (1-3)	35%	(143)	65%	(263)	406
Ideo: Moderate (4)	32%	(109)	68%	(229)	339
Ideo: Conservative (5-7)	33%	(113)	67%	(232)	346
Educ: < College	29%	(202)	71%	(494)	696
Educ: Bachelors degree	35%	(105)	65%	(198)	302
Educ: Post-grad	45%	(78)	55%	(95)	174
Income: Under 50k	30%	(169)	70%	(404)	573
Income: 50k-100k	32%	(121)	68%	(253)	375
Income: 100k+	42%	(94)	58%	(130)	224
Ethnicity: White	33%	(284)	67%	(589)	874
Ethnicity: Hispanic	38%	(88)	62%	(146)	234
Ethnicity: Black	36%	(62)	64%	(108)	169
Ethnicity: Other	30%	(39)	70%	(90)	129

Continued on next page

Table MCSP9: *Have you ever bought a product or service because of an advertisement you heard on a podcast?*

Demographic	Yes		No		Total N
Adults	33%	(385)	67%	(787)	1172
All Christian	36%	(190)	64%	(333)	523
All Non-Christian	42%	(33)	58%	(45)	78
Agnostic/Nothing in particular	28%	(85)	72%	(222)	306
Something Else	30%	(65)	70%	(152)	217
Religious Non-Protestant/Catholic	40%	(38)	60%	(58)	96
Evangelical	43%	(129)	57%	(171)	300
Non-Evangelical	28%	(117)	72%	(296)	413
Community: Urban	46%	(180)	54%	(213)	392
Community: Suburban	24%	(122)	76%	(382)	504
Community: Rural	30%	(83)	70%	(192)	275
Employ: Private Sector	42%	(197)	58%	(276)	473
Employ: Government	38%	(30)	62%	(48)	78
Employ: Self-Employed	33%	(38)	67%	(79)	117
Employ: Homemaker	36%	(32)	64%	(58)	90
Employ: Retired	18%	(37)	82%	(169)	206
Employ: Unemployed	22%	(26)	78%	(91)	117
Employ: Other	29%	(17)	71%	(41)	57
Military HH: Yes	33%	(50)	67%	(101)	152
Military HH: No	33%	(334)	67%	(686)	1020
RD/WT: Right Direction	47%	(196)	53%	(223)	419
RD/WT: Wrong Track	25%	(189)	75%	(564)	753
Biden Job Approve	40%	(232)	60%	(343)	574
Biden Job Disapprove	26%	(143)	74%	(403)	545
Biden Job Strongly Approve	48%	(123)	52%	(135)	258
Biden Job Somewhat Approve	34%	(108)	66%	(208)	316
Biden Job Somewhat Disapprove	24%	(41)	76%	(131)	173
Biden Job Strongly Disapprove	27%	(101)	73%	(271)	373
Favorable of Biden	39%	(219)	61%	(349)	568
Unfavorable of Biden	28%	(152)	72%	(399)	551

Table MCSP9: *Have you ever bought a product or service because of an advertisement you heard on a podcast?*

Demographic	Yes		No		Total N
Adults	33%	(385)	67%	(787)	1172
Very Favorable of Biden	43%	(115)	57%	(154)	269
Somewhat Favorable of Biden	35%	(104)	65%	(194)	299
Somewhat Unfavorable of Biden	26%	(40)	74%	(116)	156
Very Unfavorable of Biden	28%	(112)	72%	(283)	395
#1 Issue: Economy	33%	(156)	67%	(315)	471
#1 Issue: Security	40%	(56)	60%	(83)	139
#1 Issue: Health Care	54%	(39)	46%	(33)	72
#1 Issue: Medicare / Social Security	23%	(17)	77%	(59)	76
#1 Issue: Women's Issues	23%	(49)	77%	(165)	214
#1 Issue: Energy	39%	(43)	61%	(67)	110
#1 Issue: Other	24%	(13)	76%	(40)	53
2020 Vote: Joe Biden	37%	(213)	63%	(365)	578
2020 Vote: Donald Trump	30%	(108)	70%	(256)	364
2020 Vote: Didn't Vote	28%	(55)	72%	(140)	194
2018 House Vote: Democrat	39%	(187)	61%	(294)	480
2018 House Vote: Republican	33%	(102)	67%	(209)	311
2016 Vote: Hillary Clinton	38%	(165)	62%	(264)	429
2016 Vote: Donald Trump	33%	(110)	67%	(229)	339
2016 Vote: Didn't Vote	27%	(95)	73%	(263)	358
Voted in 2014: Yes	35%	(245)	65%	(454)	699
Voted in 2014: No	30%	(140)	70%	(333)	473
4-Region: Northeast	38%	(76)	62%	(125)	200
4-Region: Midwest	28%	(66)	72%	(173)	238
4-Region: South	33%	(149)	67%	(305)	454
4-Region: West	34%	(94)	66%	(184)	279
Listened to Podcasts in the Last Month	33%	(385)	67%	(787)	1172
Sports Fan	36%	(321)	64%	(566)	887

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP10: *Have you ever attended an in-person live podcast recording?*

Demographic	Yes		No		Total N
Adults	8%	(171)	92%	(2031)	2202
Gender: Male	10%	(109)	90%	(955)	1064
Gender: Female	5%	(62)	95%	(1076)	1138
Age: 18-34	13%	(85)	87%	(555)	640
Age: 35-44	13%	(48)	87%	(317)	364
Age: 45-64	4%	(30)	96%	(681)	711
Age: 65+	2%	(9)	98%	(478)	487
GenZers: 1997-2012	14%	(33)	86%	(205)	238
Millennials: 1981-1996	14%	(90)	86%	(560)	650
GenXers: 1965-1980	6%	(30)	94%	(479)	509
Baby Boomers: 1946-1964	2%	(18)	98%	(722)	740
PID: Dem (no lean)	10%	(90)	90%	(778)	869
PID: Ind (no lean)	7%	(47)	93%	(655)	702
PID: Rep (no lean)	5%	(33)	95%	(598)	631
PID/Gender: Dem Men	15%	(62)	85%	(356)	418
PID/Gender: Dem Women	6%	(28)	94%	(422)	450
PID/Gender: Ind Men	7%	(22)	93%	(290)	311
PID/Gender: Ind Women	7%	(26)	93%	(365)	391
PID/Gender: Rep Men	8%	(25)	92%	(309)	334
PID/Gender: Rep Women	3%	(8)	97%	(289)	297
Ideo: Liberal (1-3)	10%	(68)	90%	(592)	660
Ideo: Moderate (4)	8%	(51)	92%	(608)	658
Ideo: Conservative (5-7)	6%	(41)	94%	(626)	667
Educ: < College	5%	(71)	95%	(1361)	1432
Educ: Bachelors degree	10%	(48)	90%	(441)	489
Educ: Post-grad	19%	(52)	81%	(229)	281
Income: Under 50k	6%	(69)	94%	(1126)	1195
Income: 50k-100k	7%	(50)	93%	(620)	670
Income: 100k+	15%	(52)	85%	(285)	337
Ethnicity: White	8%	(134)	92%	(1571)	1705
Ethnicity: Hispanic	14%	(52)	86%	(321)	372
Ethnicity: Black	7%	(20)	93%	(261)	281
Ethnicity: Other	8%	(17)	92%	(200)	216

Table MCSP10: *Have you ever attended an in-person live podcast recording?*

Demographic	Yes		No		Total N
Adults	8%	(171)	92%	(2031)	2202
All Christian	9%	(89)	91%	(918)	1007
All Non-Christian	17%	(20)	83%	(101)	121
Atheist	4%	(3)	96%	(88)	91
Agnostic/Nothing in particular	6%	(38)	94%	(566)	604
Something Else	5%	(20)	95%	(359)	378
Religious Non-Protestant/Catholic	14%	(21)	86%	(130)	151
Evangelical	11%	(63)	89%	(488)	551
Non-Evangelical	5%	(43)	95%	(742)	785
Community: Urban	14%	(98)	86%	(579)	677
Community: Suburban	4%	(41)	96%	(919)	960
Community: Rural	6%	(32)	94%	(534)	566
Employ: Private Sector	13%	(94)	87%	(610)	704
Employ: Government	10%	(12)	90%	(104)	117
Employ: Self-Employed	11%	(21)	89%	(162)	183
Employ: Homemaker	3%	(5)	97%	(171)	176
Employ: Student	14%	(9)	86%	(56)	65
Employ: Retired	2%	(14)	98%	(560)	574
Employ: Unemployed	3%	(9)	97%	(245)	254
Employ: Other	6%	(7)	94%	(122)	129
Military HH: Yes	7%	(23)	93%	(290)	313
Military HH: No	8%	(148)	92%	(1741)	1889
RD/WT: Right Direction	14%	(98)	86%	(597)	695
RD/WT: Wrong Track	5%	(73)	95%	(1434)	1507
Biden Job Approve	11%	(104)	89%	(863)	967
Biden Job Disapprove	5%	(59)	95%	(1042)	1101
Biden Job Strongly Approve	17%	(69)	83%	(336)	405
Biden Job Somewhat Approve	6%	(35)	94%	(528)	562
Biden Job Somewhat Disapprove	7%	(21)	93%	(294)	316
Biden Job Strongly Disapprove	5%	(38)	95%	(747)	785
Favorable of Biden	10%	(96)	90%	(902)	998
Unfavorable of Biden	6%	(66)	94%	(1020)	1086

Table MCSP10: *Have you ever attended an in-person live podcast recording?*

Demographic	Yes		No		Total N
Adults	8%	(171)	92%	(2031)	2202
Very Favorable of Biden	13%	(56)	87%	(390)	446
Somewhat Favorable of Biden	7%	(40)	93%	(512)	552
Somewhat Unfavorable of Biden	8%	(21)	92%	(250)	271
Very Unfavorable of Biden	5%	(45)	95%	(771)	815
#1 Issue: Economy	7%	(60)	93%	(797)	857
#1 Issue: Security	12%	(29)	88%	(212)	240
#1 Issue: Health Care	16%	(25)	84%	(125)	150
#1 Issue: Medicare / Social Security	2%	(4)	98%	(243)	247
#1 Issue: Women's Issues	7%	(24)	93%	(339)	363
#1 Issue: Education	14%	(8)	86%	(51)	59
#1 Issue: Energy	10%	(16)	90%	(148)	164
#1 Issue: Other	4%	(5)	96%	(118)	123
2020 Vote: Joe Biden	10%	(101)	90%	(869)	969
2020 Vote: Donald Trump	5%	(36)	95%	(669)	705
2020 Vote: Other	4%	(3)	96%	(69)	72
2020 Vote: Didn't Vote	7%	(32)	93%	(425)	456
2018 House Vote: Democrat	11%	(84)	89%	(705)	789
2018 House Vote: Republican	5%	(32)	95%	(581)	613
2018 House Vote: Someone else	12%	(6)	88%	(44)	50
2016 Vote: Hillary Clinton	10%	(73)	90%	(648)	721
2016 Vote: Donald Trump	5%	(34)	95%	(628)	662
2016 Vote: Other	6%	(5)	94%	(78)	83
2016 Vote: Didn't Vote	7%	(53)	93%	(674)	727
Voted in 2014: Yes	8%	(104)	92%	(1159)	1262
Voted in 2014: No	7%	(67)	93%	(872)	940
4-Region: Northeast	9%	(35)	91%	(346)	381
4-Region: Midwest	6%	(28)	94%	(427)	455
4-Region: South	7%	(56)	93%	(785)	841
4-Region: West	10%	(52)	90%	(472)	525
Listened to Podcasts in the Last Month	13%	(153)	87%	(1019)	1172
Sports Fan	9%	(140)	91%	(1340)	1480

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSP11: *How much would you pay to attend a live podcast recording?*

Demographic	Less than $10		$10-$25		$26-$50		More than $50		I would not pay to attend a live podcast recording		Don't know / No opinion		Total N
Adults	8%	(167)	9%	(208)	8%	(168)	2%	(52)	62%	(1372)	11%	(236)	2202
Gender: Male	8%	(81)	11%	(113)	9%	(95)	2%	(26)	62%	(660)	8%	(89)	1064
Gender: Female	8%	(86)	8%	(95)	6%	(73)	2%	(26)	62%	(711)	13%	(147)	1138
Age: 18-34	8%	(54)	16%	(102)	16%	(100)	4%	(24)	45%	(285)	12%	(75)	640
Age: 35-44	9%	(33)	13%	(46)	11%	(40)	5%	(19)	48%	(176)	13%	(49)	364
Age: 45-64	7%	(53)	6%	(42)	3%	(23)	1%	(8)	71%	(507)	11%	(78)	711
Age: 65+	5%	(26)	4%	(18)	1%	(4)	—	(1)	83%	(403)	7%	(35)	487
GenZers: 1997-2012	8%	(20)	14%	(32)	13%	(32)	6%	(14)	46%	(110)	13%	(31)	238
Millennials: 1981-1996	9%	(59)	16%	(105)	14%	(93)	4%	(24)	45%	(296)	11%	(73)	650
GenXers: 1965-1980	8%	(41)	8%	(42)	6%	(31)	2%	(9)	62%	(317)	13%	(69)	509
Baby Boomers: 1946-1964	6%	(48)	3%	(26)	2%	(11)	1%	(5)	80%	(591)	8%	(59)	740
PID: Dem (no lean)	8%	(70)	13%	(110)	10%	(89)	4%	(31)	56%	(490)	9%	(79)	869
PID: Ind (no lean)	6%	(43)	7%	(49)	6%	(40)	2%	(14)	65%	(454)	14%	(101)	702
PID: Rep (no lean)	8%	(53)	8%	(49)	6%	(38)	1%	(7)	68%	(428)	9%	(56)	631
PID/Gender: Dem Men	7%	(31)	14%	(59)	13%	(55)	4%	(17)	54%	(224)	7%	(31)	418
PID/Gender: Dem Women	9%	(39)	11%	(51)	8%	(34)	3%	(13)	59%	(265)	11%	(48)	450
PID/Gender: Ind Men	6%	(17)	8%	(24)	6%	(17)	2%	(6)	68%	(211)	11%	(35)	311
PID/Gender: Ind Women	7%	(26)	6%	(25)	6%	(23)	2%	(8)	62%	(243)	17%	(66)	391
PID/Gender: Rep Men	10%	(32)	9%	(29)	7%	(22)	1%	(3)	67%	(224)	7%	(23)	334
PID/Gender: Rep Women	7%	(20)	6%	(19)	5%	(16)	1%	(4)	69%	(204)	11%	(33)	297
Ideo: Liberal (1-3)	7%	(44)	11%	(75)	11%	(71)	4%	(25)	57%	(378)	10%	(66)	660
Ideo: Moderate (4)	10%	(68)	11%	(73)	7%	(48)	2%	(15)	61%	(401)	8%	(54)	658
Ideo: Conservative (5-7)	7%	(46)	7%	(50)	6%	(38)	1%	(8)	69%	(462)	10%	(64)	667
Educ: < College	7%	(97)	9%	(122)	7%	(97)	2%	(26)	64%	(910)	13%	(180)	1432
Educ: Bachelors degree	9%	(43)	10%	(49)	8%	(39)	3%	(17)	63%	(307)	7%	(35)	489
Educ: Post-grad	10%	(27)	13%	(36)	11%	(32)	3%	(9)	55%	(155)	8%	(22)	281
Income: Under 50k	7%	(85)	9%	(102)	6%	(76)	1%	(18)	64%	(768)	12%	(147)	1195
Income: 50k-100k	8%	(57)	10%	(64)	8%	(54)	3%	(17)	61%	(412)	10%	(66)	670
Income: 100k+	7%	(25)	12%	(42)	11%	(38)	5%	(17)	57%	(192)	7%	(24)	337
Ethnicity: White	7%	(123)	9%	(147)	7%	(119)	2%	(33)	65%	(1100)	11%	(182)	1705

Table MCSP11: *How much would you pay to attend a live podcast recording?*

Demographic	Less than $10		$10-$25		$26-$50		More than $50		I would not pay to attend a live podcast recording		Don't know / No opinion		Total N
Adults	8%	(167)	9%	(208)	8%	(168)	2%	(52)	62%	(1372)	11%	(236)	2202
Ethnicity: Hispanic	9%	(34)	12%	(44)	17%	(63)	4%	(15)	46%	(170)	12%	(46)	372
Ethnicity: Black	10%	(29)	15%	(42)	8%	(22)	3%	(9)	52%	(147)	11%	(32)	281
Ethnicity: Other	7%	(15)	9%	(19)	12%	(26)	4%	(9)	58%	(125)	10%	(22)	216
All Christian	8%	(81)	8%	(82)	8%	(78)	3%	(28)	64%	(642)	10%	(96)	1007
All Non-Christian	13%	(15)	10%	(12)	14%	(17)	3%	(3)	55%	(67)	5%	(7)	121
Atheist	3%	(3)	15%	(14)	7%	(6)	—	(0)	66%	(61)	9%	(8)	91
Agnostic/Nothing in particular	7%	(42)	9%	(57)	8%	(48)	1%	(8)	61%	(368)	14%	(82)	604
Something Else	7%	(26)	12%	(44)	5%	(18)	3%	(13)	62%	(234)	12%	(44)	378
Religious Non-Protestant/Catholic	12%	(18)	10%	(16)	13%	(20)	2%	(3)	57%	(85)	6%	(9)	151
Evangelical	9%	(48)	8%	(46)	8%	(44)	4%	(23)	62%	(342)	9%	(48)	551
Non-Evangelical	7%	(55)	10%	(75)	6%	(48)	2%	(16)	64%	(505)	11%	(86)	785
Community: Urban	9%	(58)	12%	(82)	12%	(78)	5%	(32)	53%	(362)	10%	(65)	677
Community: Suburban	8%	(73)	9%	(85)	7%	(63)	1%	(12)	65%	(625)	10%	(101)	960
Community: Rural	6%	(36)	7%	(41)	5%	(26)	1%	(8)	68%	(384)	13%	(71)	566
Employ: Private Sector	7%	(52)	14%	(101)	14%	(98)	5%	(33)	51%	(359)	9%	(61)	704
Employ: Government	14%	(16)	9%	(10)	9%	(11)	—	(0)	54%	(63)	14%	(17)	117
Employ: Self-Employed	11%	(19)	10%	(19)	9%	(17)	3%	(5)	55%	(100)	13%	(23)	183
Employ: Homemaker	7%	(12)	11%	(19)	6%	(11)	1%	(2)	63%	(112)	12%	(22)	176
Employ: Student	13%	(8)	14%	(9)	9%	(6)	7%	(4)	50%	(33)	7%	(4)	65
Employ: Retired	5%	(32)	3%	(17)	2%	(10)	1%	(4)	81%	(466)	8%	(45)	574
Employ: Unemployed	6%	(16)	9%	(22)	4%	(11)	2%	(5)	64%	(161)	15%	(39)	254
Employ: Other	9%	(11)	8%	(10)	4%	(5)	—	(0)	60%	(77)	20%	(25)	129
Military HH: Yes	7%	(23)	8%	(26)	7%	(23)	1%	(5)	68%	(212)	8%	(25)	313
Military HH: No	8%	(143)	10%	(182)	8%	(145)	3%	(47)	61%	(1159)	11%	(212)	1889
RD/WT: Right Direction	8%	(57)	12%	(85)	11%	(79)	4%	(27)	55%	(385)	9%	(63)	695
RD/WT: Wrong Track	7%	(109)	8%	(123)	6%	(88)	2%	(25)	66%	(987)	12%	(174)	1507
Biden Job Approve	9%	(84)	13%	(130)	9%	(91)	3%	(33)	58%	(558)	7%	(72)	967
Biden Job Disapprove	7%	(75)	6%	(69)	6%	(71)	2%	(18)	68%	(744)	11%	(123)	1101

Table MCSP11: *How much would you pay to attend a live podcast recording?*

Demographic	Less than $10		$10-$25		$26-$50		More than $50		I would not pay to attend a live podcast recording		Don't know / No opinion		Total N
Adults	8%	(167)	9%	(208)	8%	(168)	2%	(52)	62%	(1372)	11%	(236)	2202
Biden Job Strongly Approve	9%	(36)	12%	(47)	13%	(53)	5%	(21)	55%	(221)	7%	(27)	405
Biden Job Somewhat Approve	9%	(49)	15%	(83)	7%	(39)	2%	(11)	60%	(336)	8%	(45)	562
Biden Job Somewhat Disapprove	7%	(21)	7%	(23)	10%	(30)	4%	(12)	62%	(196)	11%	(33)	316
Biden Job Strongly Disapprove	7%	(54)	6%	(47)	5%	(41)	1%	(6)	70%	(548)	11%	(90)	785
Favorable of Biden	8%	(79)	12%	(124)	9%	(86)	3%	(32)	59%	(589)	9%	(88)	998
Unfavorable of Biden	7%	(79)	7%	(78)	7%	(76)	2%	(19)	66%	(720)	11%	(114)	1086
Very Favorable of Biden	8%	(37)	12%	(54)	10%	(46)	5%	(20)	57%	(252)	8%	(37)	446
Somewhat Favorable of Biden	8%	(42)	13%	(70)	7%	(40)	2%	(12)	61%	(337)	9%	(51)	552
Somewhat Unfavorable of Biden	9%	(23)	12%	(31)	10%	(26)	3%	(7)	59%	(159)	9%	(23)	271
Very Unfavorable of Biden	7%	(56)	6%	(46)	6%	(50)	1%	(12)	69%	(560)	11%	(91)	815
#1 Issue: Economy	9%	(74)	8%	(71)	7%	(61)	2%	(19)	63%	(536)	11%	(96)	857
#1 Issue: Security	10%	(23)	9%	(22)	10%	(23)	2%	(6)	62%	(150)	7%	(16)	240
#1 Issue: Health Care	5%	(7)	6%	(9)	15%	(23)	6%	(9)	55%	(82)	13%	(20)	150
#1 Issue: Medicare / Social Security	4%	(11)	5%	(13)	1%	(1)	1%	(3)	81%	(201)	7%	(18)	247
#1 Issue: Women's Issues	9%	(32)	15%	(55)	10%	(36)	2%	(6)	52%	(188)	13%	(46)	363
#1 Issue: Education	9%	(5)	17%	(10)	9%	(5)	—	(0)	49%	(29)	16%	(9)	59
#1 Issue: Energy	7%	(12)	15%	(24)	10%	(16)	4%	(7)	53%	(86)	11%	(18)	164
#1 Issue: Other	1%	(1)	3%	(3)	2%	(2)	3%	(3)	81%	(100)	11%	(13)	123
2020 Vote: Joe Biden	8%	(74)	12%	(117)	11%	(103)	3%	(30)	58%	(561)	9%	(85)	969
2020 Vote: Donald Trump	8%	(56)	7%	(47)	6%	(41)	2%	(12)	67%	(475)	10%	(74)	705
2020 Vote: Other	11%	(8)	17%	(12)	—	(0)	1%	(1)	57%	(41)	14%	(10)	72
2020 Vote: Didn't Vote	6%	(28)	7%	(32)	5%	(23)	2%	(9)	65%	(295)	15%	(68)	456
2018 House Vote: Democrat	8%	(66)	11%	(88)	12%	(93)	3%	(24)	58%	(457)	8%	(62)	789
2018 House Vote: Republican	8%	(48)	7%	(41)	6%	(38)	2%	(10)	69%	(421)	9%	(55)	613
2018 House Vote: Someone else	9%	(4)	12%	(6)	4%	(2)	3%	(2)	53%	(26)	19%	(9)	50
2016 Vote: Hillary Clinton	7%	(50)	11%	(76)	11%	(76)	2%	(15)	62%	(449)	8%	(55)	721
2016 Vote: Donald Trump	8%	(55)	7%	(45)	6%	(38)	2%	(13)	67%	(447)	10%	(65)	662
2016 Vote: Other	9%	(7)	8%	(7)	4%	(3)	3%	(3)	67%	(56)	9%	(7)	83
2016 Vote: Didn't Vote	7%	(54)	11%	(77)	7%	(50)	3%	(20)	58%	(419)	15%	(107)	727

Table MCSP11: *How much would you pay to attend a live podcast recording?*

Demographic	Less than $10		$10-$25		$26-$50		More than $50		I would not pay to attend a live podcast recording		Don't know / No opinion		Total N
Adults	8%	(167)	9%	(208)	8%	(168)	2%	(52)	62%	(1372)	11%	(236)	2202
Voted in 2014: Yes	8%	(99)	9%	(110)	8%	(97)	2%	(29)	65%	(817)	9%	(111)	1262
Voted in 2014: No	7%	(68)	10%	(98)	8%	(71)	2%	(23)	59%	(555)	13%	(125)	940
4-Region: Northeast	5%	(20)	12%	(44)	7%	(26)	3%	(12)	63%	(239)	10%	(39)	381
4-Region: Midwest	11%	(52)	7%	(30)	6%	(28)	1%	(7)	64%	(290)	10%	(48)	455
4-Region: South	6%	(54)	10%	(88)	8%	(65)	2%	(18)	61%	(516)	12%	(99)	841
4-Region: West	8%	(40)	9%	(45)	9%	(48)	3%	(15)	62%	(326)	10%	(50)	525
Listened to Podcasts in the Last Month	12%	(135)	15%	(178)	14%	(158)	4%	(46)	46%	(540)	10%	(114)	1172
Sports Fan	9%	(127)	10%	(155)	10%	(144)	3%	(45)	58%	(858)	10%	(151)	1480

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSPdem1_1: *In general, what kind of fan do you consider yourself of the following?*
Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	53%	(1168)	42%	(933)	5%	(102)	2202
Gender: Male	52%	(556)	43%	(458)	5%	(49)	1064
Gender: Female	54%	(612)	42%	(474)	5%	(52)	1138
Age: 18-34	63%	(403)	33%	(214)	4%	(23)	640
Age: 35-44	60%	(218)	36%	(132)	4%	(14)	364
Age: 45-64	54%	(382)	41%	(293)	5%	(36)	711
Age: 65+	34%	(164)	60%	(294)	6%	(28)	487
GenZers: 1997-2012	61%	(146)	34%	(80)	5%	(12)	238
Millennials: 1981-1996	62%	(405)	35%	(225)	3%	(20)	650
GenXers: 1965-1980	57%	(288)	38%	(192)	6%	(29)	509
Baby Boomers: 1946-1964	41%	(307)	53%	(395)	5%	(38)	740
PID: Dem (no lean)	56%	(487)	40%	(346)	4%	(36)	869
PID: Ind (no lean)	53%	(373)	41%	(286)	6%	(44)	702
PID: Rep (no lean)	49%	(309)	48%	(301)	3%	(21)	631
PID/Gender: Dem Men	59%	(249)	37%	(154)	4%	(16)	418
PID/Gender: Dem Women	53%	(238)	43%	(192)	5%	(21)	450
PID/Gender: Ind Men	49%	(154)	44%	(137)	7%	(21)	311
PID/Gender: Ind Women	56%	(219)	38%	(149)	6%	(23)	391
PID/Gender: Rep Men	46%	(154)	50%	(167)	4%	(13)	334
PID/Gender: Rep Women	52%	(155)	45%	(134)	3%	(9)	297
Ideo: Liberal (1-3)	57%	(378)	40%	(261)	3%	(21)	660
Ideo: Moderate (4)	55%	(362)	41%	(269)	4%	(27)	658
Ideo: Conservative (5-7)	46%	(309)	49%	(328)	5%	(30)	667
Educ: < College	57%	(818)	39%	(552)	4%	(62)	1432
Educ: Bachelors degree	46%	(227)	49%	(239)	5%	(23)	489
Educ: Post-grad	44%	(124)	50%	(141)	6%	(17)	281
Income: Under 50k	56%	(674)	38%	(459)	5%	(62)	1195
Income: 50k-100k	50%	(334)	47%	(311)	4%	(24)	670
Income: 100k+	47%	(160)	48%	(162)	5%	(15)	337
Ethnicity: White	50%	(857)	45%	(766)	5%	(81)	1705
Ethnicity: Hispanic	61%	(226)	35%	(132)	4%	(15)	372
Ethnicity: Black	67%	(189)	28%	(79)	5%	(13)	281

Continued on next page

Table MCSPdem1_1: *In general, what kind of fan do you consider yourself of the following?*
Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	53%	(1168)	42%	(933)	5%	(102)	2202
Ethnicity: Other	56%	(122)	40%	(87)	3%	(7)	216
All Christian	51%	(513)	44%	(442)	5%	(52)	1007
All Non-Christian	49%	(60)	46%	(56)	5%	(6)	121
Atheist	45%	(41)	51%	(47)	4%	(4)	91
Agnostic/Nothing in particular	56%	(337)	40%	(244)	4%	(23)	604
Something Else	58%	(218)	38%	(144)	4%	(17)	378
Religious Non-Protestant/Catholic	50%	(76)	46%	(69)	4%	(6)	151
Evangelical	52%	(289)	42%	(229)	6%	(33)	551
Non-Evangelical	53%	(418)	43%	(334)	4%	(32)	785
Community: Urban	58%	(390)	37%	(250)	5%	(37)	677
Community: Suburban	51%	(485)	46%	(445)	3%	(29)	960
Community: Rural	52%	(293)	42%	(238)	6%	(36)	566
Employ: Private Sector	58%	(406)	38%	(271)	4%	(27)	704
Employ: Government	59%	(69)	35%	(41)	5%	(6)	117
Employ: Self-Employed	57%	(104)	40%	(74)	3%	(6)	183
Employ: Homemaker	62%	(110)	33%	(57)	5%	(9)	176
Employ: Student	63%	(41)	35%	(22)	2%	(1)	65
Employ: Retired	39%	(224)	55%	(315)	6%	(35)	574
Employ: Unemployed	55%	(139)	42%	(106)	4%	(10)	254
Employ: Other	58%	(75)	36%	(46)	6%	(8)	129
Military HH: Yes	50%	(157)	45%	(140)	5%	(16)	313
Military HH: No	54%	(1011)	42%	(792)	5%	(86)	1889
RD/WT: Right Direction	55%	(385)	40%	(277)	5%	(33)	695
RD/WT: Wrong Track	52%	(783)	43%	(655)	5%	(68)	1507
Biden Job Approve	56%	(540)	40%	(390)	4%	(37)	967
Biden Job Disapprove	51%	(565)	44%	(484)	5%	(52)	1101
Biden Job Strongly Approve	58%	(236)	37%	(150)	5%	(19)	405
Biden Job Somewhat Approve	54%	(305)	43%	(240)	3%	(18)	562
Biden Job Somewhat Disapprove	56%	(178)	38%	(121)	5%	(17)	316
Biden Job Strongly Disapprove	49%	(387)	46%	(363)	5%	(35)	785

Table MCSPdem1_1: *In general, what kind of fan do you consider yourself of the following?*
Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	53%	(1168)	42%	(933)	5%	(102)	2202
Favorable of Biden	57%	(565)	39%	(394)	4%	(39)	998
Unfavorable of Biden	50%	(548)	45%	(485)	5%	(53)	1086
Very Favorable of Biden	59%	(261)	37%	(164)	5%	(21)	446
Somewhat Favorable of Biden	55%	(304)	42%	(229)	3%	(18)	552
Somewhat Unfavorable of Biden	55%	(148)	42%	(113)	4%	(10)	271
Very Unfavorable of Biden	49%	(400)	46%	(372)	5%	(43)	815
#1 Issue: Economy	54%	(461)	42%	(360)	4%	(36)	857
#1 Issue: Security	49%	(117)	45%	(109)	6%	(15)	240
#1 Issue: Health Care	49%	(73)	46%	(69)	5%	(7)	150
#1 Issue: Medicare / Social Security	47%	(115)	48%	(118)	6%	(14)	247
#1 Issue: Women's Issues	59%	(215)	37%	(135)	4%	(13)	363
#1 Issue: Education	54%	(32)	37%	(22)	9%	(5)	59
#1 Issue: Energy	61%	(100)	36%	(60)	3%	(4)	164
#1 Issue: Other	46%	(56)	49%	(60)	6%	(7)	123
2020 Vote: Joe Biden	57%	(552)	39%	(379)	4%	(38)	969
2020 Vote: Donald Trump	50%	(350)	46%	(326)	4%	(29)	705
2020 Vote: Other	54%	(39)	33%	(24)	12%	(9)	72
2020 Vote: Didn't Vote	50%	(226)	45%	(204)	6%	(26)	456
2018 House Vote: Democrat	56%	(441)	39%	(308)	5%	(40)	789
2018 House Vote: Republican	47%	(290)	49%	(298)	4%	(25)	613
2018 House Vote: Someone else	64%	(32)	32%	(16)	4%	(2)	50
2016 Vote: Hillary Clinton	55%	(397)	40%	(288)	5%	(37)	721
2016 Vote: Donald Trump	47%	(314)	49%	(325)	4%	(23)	662
2016 Vote: Other	54%	(45)	38%	(32)	8%	(7)	83
2016 Vote: Didn't Vote	56%	(409)	39%	(284)	5%	(34)	727
Voted in 2014: Yes	51%	(648)	44%	(554)	5%	(60)	1262
Voted in 2014: No	55%	(520)	40%	(378)	4%	(42)	940
4-Region: Northeast	56%	(214)	40%	(152)	4%	(15)	381
4-Region: Midwest	54%	(245)	42%	(189)	5%	(21)	455
4-Region: South	53%	(446)	42%	(350)	5%	(45)	841
4-Region: West	50%	(262)	46%	(241)	4%	(21)	525

Table MCSPdem1_1: *In general, what kind of fan do you consider yourself of the following?*

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	53%	(1168)	42%	(933)	5%	(102)	2202
Listened to Podcasts in the Last Month	61%	(710)	36%	(427)	3%	(35)	1172
Sports Fan	58%	(851)	40%	(598)	2%	(31)	1480

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSPdem1_2: *In general, what kind of fan do you consider yourself of the following?*

Pop culture

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(292)	45%	(999)	41%	(911)	2202
Gender: Male	14%	(149)	43%	(453)	43%	(462)	1064
Gender: Female	13%	(143)	48%	(546)	39%	(450)	1138
Age: 18-34	20%	(130)	51%	(325)	29%	(184)	640
Age: 35-44	21%	(75)	50%	(181)	30%	(108)	364
Age: 45-64	10%	(71)	44%	(315)	46%	(325)	711
Age: 65+	3%	(16)	36%	(177)	60%	(294)	487
GenZers: 1997-2012	18%	(42)	55%	(130)	27%	(65)	238
Millennials: 1981-1996	21%	(138)	49%	(318)	30%	(194)	650
GenXers: 1965-1980	16%	(81)	46%	(232)	38%	(196)	509
Baby Boomers: 1946-1964	4%	(30)	40%	(299)	56%	(411)	740
PID: Dem (no lean)	17%	(147)	49%	(428)	34%	(294)	869
PID: Ind (no lean)	11%	(76)	45%	(317)	44%	(309)	702
PID: Rep (no lean)	11%	(69)	40%	(254)	49%	(308)	631
PID/Gender: Dem Men	20%	(85)	45%	(190)	34%	(144)	418
PID/Gender: Dem Women	14%	(63)	53%	(238)	33%	(150)	450
PID/Gender: Ind Men	9%	(27)	43%	(135)	48%	(150)	311
PID/Gender: Ind Women	13%	(49)	47%	(182)	41%	(160)	391
PID/Gender: Rep Men	11%	(38)	38%	(128)	50%	(168)	334
PID/Gender: Rep Women	10%	(31)	42%	(126)	47%	(140)	297
Ideo: Liberal (1-3)	18%	(120)	52%	(342)	30%	(198)	660
Ideo: Moderate (4)	11%	(72)	48%	(316)	41%	(271)	658
Ideo: Conservative (5-7)	10%	(68)	38%	(251)	52%	(348)	667
Educ: < College	13%	(179)	44%	(627)	44%	(626)	1432
Educ: Bachelors degree	15%	(72)	50%	(246)	35%	(171)	489
Educ: Post-grad	14%	(41)	45%	(127)	41%	(114)	281
Income: Under 50k	12%	(143)	44%	(525)	44%	(528)	1195
Income: 50k-100k	12%	(82)	48%	(322)	40%	(266)	670
Income: 100k+	20%	(66)	45%	(153)	35%	(118)	337
Ethnicity: White	12%	(210)	45%	(761)	43%	(733)	1705
Ethnicity: Hispanic	22%	(82)	48%	(180)	30%	(110)	372
Ethnicity: Black	18%	(50)	44%	(124)	38%	(107)	281

Table MCSPdem1_2: *In general, what kind of fan do you consider yourself of the following?*

Pop culture

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(292)	45%	(999)	41%	(911)	2202
Ethnicity: Other	15%	(32)	53%	(114)	33%	(71)	216
All Christian	13%	(130)	45%	(457)	42%	(420)	1007
All Non-Christian	22%	(27)	39%	(47)	39%	(47)	121
Atheist	11%	(10)	44%	(41)	44%	(41)	91
Agnostic/Nothing in particular	14%	(83)	47%	(282)	40%	(240)	604
Something Else	11%	(42)	46%	(172)	43%	(164)	378
Religious Non-Protestant/Catholic	19%	(29)	44%	(66)	37%	(56)	151
Evangelical	12%	(68)	40%	(218)	48%	(265)	551
Non-Evangelical	13%	(101)	49%	(384)	38%	(300)	785
Community: Urban	18%	(122)	46%	(313)	36%	(242)	677
Community: Suburban	13%	(122)	47%	(447)	41%	(390)	960
Community: Rural	8%	(47)	42%	(238)	50%	(280)	566
Employ: Private Sector	19%	(132)	49%	(347)	32%	(225)	704
Employ: Government	17%	(19)	56%	(65)	28%	(33)	117
Employ: Self-Employed	20%	(36)	40%	(74)	40%	(73)	183
Employ: Homemaker	10%	(18)	50%	(88)	40%	(71)	176
Employ: Student	18%	(11)	64%	(42)	18%	(12)	65
Employ: Retired	5%	(27)	38%	(215)	58%	(332)	574
Employ: Unemployed	11%	(28)	42%	(107)	47%	(119)	254
Employ: Other	16%	(20)	47%	(61)	37%	(48)	129
Military HH: Yes	12%	(38)	37%	(117)	51%	(158)	313
Military HH: No	13%	(254)	47%	(881)	40%	(753)	1889
RD/WT: Right Direction	19%	(134)	50%	(351)	30%	(211)	695
RD/WT: Wrong Track	10%	(158)	43%	(648)	47%	(701)	1507
Biden Job Approve	17%	(161)	51%	(495)	32%	(311)	967
Biden Job Disapprove	10%	(113)	40%	(443)	49%	(544)	1101
Biden Job Strongly Approve	22%	(88)	48%	(195)	30%	(122)	405
Biden Job Somewhat Approve	13%	(74)	53%	(300)	34%	(189)	562
Biden Job Somewhat Disapprove	13%	(42)	51%	(161)	36%	(113)	316
Biden Job Strongly Disapprove	9%	(72)	36%	(282)	55%	(432)	785

Table MCSPdem1_2: *In general, what kind of fan do you consider yourself of the following?*
Pop culture

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(292)	45%	(999)	41%	(911)	2202
Favorable of Biden	16%	(163)	51%	(504)	33%	(331)	998
Unfavorable of Biden	11%	(117)	41%	(441)	49%	(528)	1086
Very Favorable of Biden	20%	(90)	49%	(217)	31%	(138)	446
Somewhat Favorable of Biden	13%	(72)	52%	(286)	35%	(193)	552
Somewhat Unfavorable of Biden	12%	(32)	54%	(147)	34%	(92)	271
Very Unfavorable of Biden	10%	(84)	36%	(294)	54%	(437)	815
#1 Issue: Economy	12%	(105)	44%	(378)	44%	(374)	857
#1 Issue: Security	11%	(27)	38%	(92)	50%	(121)	240
#1 Issue: Health Care	21%	(31)	46%	(69)	34%	(50)	150
#1 Issue: Medicare / Social Security	7%	(16)	39%	(95)	55%	(136)	247
#1 Issue: Women's Issues	19%	(69)	51%	(184)	30%	(109)	363
#1 Issue: Education	17%	(10)	60%	(35)	23%	(14)	59
#1 Issue: Energy	15%	(24)	55%	(89)	30%	(50)	164
#1 Issue: Other	7%	(9)	46%	(57)	47%	(58)	123
2020 Vote: Joe Biden	17%	(162)	50%	(487)	33%	(320)	969
2020 Vote: Donald Trump	11%	(75)	38%	(268)	51%	(363)	705
2020 Vote: Other	5%	(4)	47%	(34)	47%	(34)	72
2020 Vote: Didn't Vote	11%	(51)	46%	(210)	43%	(195)	456
2018 House Vote: Democrat	18%	(144)	48%	(375)	34%	(270)	789
2018 House Vote: Republican	10%	(60)	41%	(252)	49%	(301)	613
2018 House Vote: Someone else	6%	(3)	49%	(25)	45%	(22)	50
2016 Vote: Hillary Clinton	18%	(128)	50%	(360)	32%	(233)	721
2016 Vote: Donald Trump	10%	(67)	38%	(255)	51%	(340)	662
2016 Vote: Other	7%	(6)	44%	(37)	48%	(40)	83
2016 Vote: Didn't Vote	12%	(91)	47%	(342)	41%	(295)	727
Voted in 2014: Yes	13%	(170)	44%	(556)	43%	(537)	1262
Voted in 2014: No	13%	(122)	47%	(443)	40%	(375)	940
4-Region: Northeast	16%	(60)	48%	(183)	36%	(138)	381
4-Region: Midwest	11%	(50)	46%	(209)	43%	(196)	455
4-Region: South	13%	(109)	43%	(364)	44%	(368)	841
4-Region: West	14%	(72)	46%	(243)	40%	(209)	525

Table MCSPdem1_2: *In general, what kind of fan do you consider yourself of the following?*

Pop culture

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(292)	45%	(999)	41%	(911)	2202
Listened to Podcasts in the Last Month	20%	(232)	52%	(610)	28%	(330)	1172
Sports Fan	16%	(241)	49%	(718)	35%	(521)	1480

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSPdem1_3: *In general, what kind of fan do you consider yourself of the following?*

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	50%	(1100)	43%	(941)	7%	(161)	2202
Gender: Male	55%	(584)	38%	(407)	7%	(72)	1064
Gender: Female	45%	(516)	47%	(533)	8%	(89)	1138
Age: 18-34	44%	(283)	44%	(284)	11%	(73)	640
Age: 35-44	49%	(178)	45%	(162)	6%	(23)	364
Age: 45-64	55%	(388)	40%	(288)	5%	(35)	711
Age: 65+	52%	(251)	42%	(207)	6%	(29)	487
GenZers: 1997-2012	33%	(78)	50%	(119)	18%	(42)	238
Millennials: 1981-1996	50%	(327)	42%	(273)	8%	(50)	650
GenXers: 1965-1980	51%	(260)	45%	(227)	4%	(21)	509
Baby Boomers: 1946-1964	54%	(396)	40%	(296)	6%	(47)	740
PID: Dem (no lean)	55%	(480)	39%	(343)	5%	(46)	869
PID: Ind (no lean)	43%	(301)	46%	(321)	11%	(80)	702
PID: Rep (no lean)	51%	(320)	44%	(277)	5%	(35)	631
PID/Gender: Dem Men	61%	(256)	34%	(144)	5%	(19)	418
PID/Gender: Dem Women	50%	(224)	44%	(199)	6%	(27)	450
PID/Gender: Ind Men	47%	(146)	42%	(130)	11%	(35)	311
PID/Gender: Ind Women	40%	(154)	49%	(191)	12%	(45)	391
PID/Gender: Rep Men	55%	(182)	40%	(133)	6%	(18)	334
PID/Gender: Rep Women	46%	(138)	48%	(143)	5%	(16)	297
Ideo: Liberal (1-3)	57%	(379)	36%	(240)	6%	(41)	660
Ideo: Moderate (4)	51%	(336)	43%	(285)	6%	(37)	658
Ideo: Conservative (5-7)	47%	(312)	48%	(317)	6%	(38)	667
Educ: < College	50%	(716)	42%	(600)	8%	(116)	1432
Educ: Bachelors degree	52%	(254)	44%	(216)	4%	(19)	489
Educ: Post-grad	46%	(130)	45%	(125)	9%	(26)	281
Income: Under 50k	50%	(603)	41%	(490)	9%	(102)	1195
Income: 50k-100k	48%	(320)	47%	(312)	6%	(37)	670
Income: 100k+	52%	(177)	41%	(138)	7%	(22)	337
Ethnicity: White	51%	(863)	43%	(725)	7%	(117)	1705
Ethnicity: Hispanic	45%	(167)	48%	(177)	8%	(29)	372
Ethnicity: Black	58%	(163)	33%	(92)	9%	(25)	281

Table MCSPdem1_3: *In general, what kind of fan do you consider yourself of the following?*

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	50%	(1100)	43%	(941)	7%	(161)	2202
Ethnicity: Other	34%	(74)	57%	(124)	8%	(18)	216
All Christian	54%	(545)	41%	(412)	5%	(50)	1007
All Non-Christian	62%	(75)	33%	(40)	4%	(5)	121
Atheist	39%	(36)	55%	(50)	7%	(6)	91
Agnostic/Nothing in particular	45%	(272)	44%	(267)	11%	(65)	604
Something Else	45%	(172)	45%	(171)	9%	(35)	378
Religious Non-Protestant/Catholic	57%	(86)	39%	(59)	4%	(6)	151
Evangelical	48%	(262)	45%	(249)	7%	(40)	551
Non-Evangelical	55%	(434)	40%	(310)	5%	(41)	785
Community: Urban	54%	(368)	38%	(255)	8%	(53)	677
Community: Suburban	51%	(491)	44%	(420)	5%	(49)	960
Community: Rural	43%	(241)	47%	(266)	10%	(59)	566
Employ: Private Sector	52%	(365)	42%	(297)	6%	(43)	704
Employ: Government	49%	(57)	42%	(49)	9%	(10)	117
Employ: Self-Employed	48%	(87)	42%	(76)	11%	(20)	183
Employ: Homemaker	43%	(76)	46%	(82)	10%	(18)	176
Employ: Student	38%	(25)	54%	(35)	7%	(5)	65
Employ: Retired	53%	(306)	41%	(234)	6%	(34)	574
Employ: Unemployed	44%	(111)	47%	(121)	9%	(22)	254
Employ: Other	56%	(73)	37%	(48)	7%	(9)	129
Military HH: Yes	50%	(156)	44%	(139)	6%	(18)	313
Military HH: No	50%	(944)	42%	(802)	8%	(143)	1889
RD/WT: Right Direction	57%	(396)	37%	(258)	6%	(40)	695
RD/WT: Wrong Track	47%	(704)	45%	(682)	8%	(121)	1507
Biden Job Approve	56%	(546)	39%	(375)	5%	(46)	967
Biden Job Disapprove	47%	(512)	45%	(501)	8%	(88)	1101
Biden Job Strongly Approve	65%	(265)	31%	(125)	4%	(15)	405
Biden Job Somewhat Approve	50%	(281)	44%	(250)	6%	(31)	562
Biden Job Somewhat Disapprove	46%	(145)	44%	(139)	10%	(31)	316
Biden Job Strongly Disapprove	47%	(367)	46%	(361)	7%	(57)	785

Table MCSPdem1_3: *In general, what kind of fan do you consider yourself of the following?*

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	50%	(1100)	43%	(941)	7%	(161)	2202
Favorable of Biden	55%	(551)	39%	(392)	6%	(55)	998
Unfavorable of Biden	47%	(510)	45%	(489)	8%	(87)	1086
Very Favorable of Biden	62%	(275)	34%	(153)	4%	(17)	446
Somewhat Favorable of Biden	50%	(276)	43%	(238)	7%	(38)	552
Somewhat Unfavorable of Biden	48%	(129)	43%	(116)	9%	(26)	271
Very Unfavorable of Biden	47%	(381)	46%	(372)	8%	(62)	815
#1 Issue: Economy	51%	(433)	43%	(367)	7%	(57)	857
#1 Issue: Security	49%	(119)	43%	(103)	8%	(19)	240
#1 Issue: Health Care	53%	(79)	42%	(63)	5%	(7)	150
#1 Issue: Medicare / Social Security	57%	(140)	36%	(89)	7%	(17)	247
#1 Issue: Women's Issues	50%	(180)	42%	(153)	8%	(30)	363
#1 Issue: Education	32%	(19)	52%	(30)	16%	(9)	59
#1 Issue: Energy	48%	(78)	44%	(73)	8%	(13)	164
#1 Issue: Other	42%	(52)	50%	(62)	8%	(9)	123
2020 Vote: Joe Biden	56%	(547)	38%	(366)	6%	(56)	969
2020 Vote: Donald Trump	49%	(348)	45%	(316)	6%	(41)	705
2020 Vote: Other	31%	(22)	47%	(34)	22%	(16)	72
2020 Vote: Didn't Vote	40%	(183)	49%	(225)	11%	(49)	456
2018 House Vote: Democrat	57%	(451)	38%	(300)	5%	(37)	789
2018 House Vote: Republican	51%	(310)	45%	(278)	4%	(25)	613
2018 House Vote: Someone else	28%	(14)	61%	(31)	11%	(6)	50
2016 Vote: Hillary Clinton	57%	(414)	38%	(272)	5%	(35)	721
2016 Vote: Donald Trump	51%	(335)	46%	(302)	4%	(26)	662
2016 Vote: Other	44%	(37)	43%	(36)	13%	(11)	83
2016 Vote: Didn't Vote	43%	(310)	45%	(327)	12%	(90)	727
Voted in 2014: Yes	53%	(670)	42%	(533)	5%	(58)	1262
Voted in 2014: No	46%	(430)	43%	(407)	11%	(103)	940
4-Region: Northeast	55%	(208)	40%	(153)	5%	(20)	381
4-Region: Midwest	50%	(229)	40%	(181)	10%	(45)	455
4-Region: South	49%	(411)	44%	(371)	7%	(60)	841
4-Region: West	48%	(252)	45%	(236)	7%	(36)	525

Continued on next page

Table MCSPdem1_3: *In general, what kind of fan do you consider yourself of the following?*

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	50%	(1100)	43%	(941)	7%	(161)	2202
Listened to Podcasts in the Last Month	53%	(619)	42%	(496)	5%	(56)	1172
Sports Fan	57%	(846)	39%	(579)	4%	(55)	1480

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSPdem1_4: *In general, what kind of fan do you consider yourself of the following?*

Podcasts

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(256)	36%	(792)	52%	(1154)	2202
Gender: Male	14%	(152)	37%	(398)	48%	(514)	1064
Gender: Female	9%	(104)	35%	(394)	56%	(640)	1138
Age: 18-34	18%	(113)	41%	(262)	41%	(265)	640
Age: 35-44	21%	(76)	39%	(142)	40%	(146)	364
Age: 45-64	6%	(46)	38%	(268)	56%	(397)	711
Age: 65+	4%	(21)	25%	(119)	71%	(346)	487
GenZers: 1997-2012	15%	(35)	39%	(93)	46%	(111)	238
Millennials: 1981-1996	20%	(130)	41%	(268)	39%	(253)	650
GenXers: 1965-1980	11%	(55)	39%	(199)	50%	(255)	509
Baby Boomers: 1946-1964	5%	(34)	30%	(223)	65%	(482)	740
PID: Dem (no lean)	15%	(127)	38%	(331)	47%	(410)	869
PID: Ind (no lean)	10%	(67)	35%	(244)	56%	(391)	702
PID: Rep (no lean)	10%	(62)	34%	(216)	56%	(353)	631
PID/Gender: Dem Men	20%	(86)	38%	(161)	41%	(172)	418
PID/Gender: Dem Women	9%	(41)	38%	(170)	53%	(238)	450
PID/Gender: Ind Men	10%	(31)	36%	(113)	54%	(167)	311
PID/Gender: Ind Women	9%	(36)	34%	(131)	57%	(224)	391
PID/Gender: Rep Men	10%	(35)	37%	(124)	52%	(175)	334
PID/Gender: Rep Women	9%	(27)	31%	(92)	60%	(178)	297
Ideo: Liberal (1-3)	15%	(101)	40%	(267)	44%	(291)	660
Ideo: Moderate (4)	11%	(70)	34%	(224)	55%	(365)	658
Ideo: Conservative (5-7)	10%	(69)	37%	(246)	53%	(353)	667
Educ: < College	10%	(139)	33%	(472)	57%	(820)	1432
Educ: Bachelors degree	15%	(75)	41%	(202)	44%	(213)	489
Educ: Post-grad	15%	(42)	42%	(118)	43%	(121)	281
Income: Under 50k	10%	(121)	31%	(373)	59%	(701)	1195
Income: 50k-100k	11%	(75)	41%	(272)	48%	(323)	670
Income: 100k+	18%	(60)	44%	(147)	39%	(130)	337
Ethnicity: White	11%	(188)	35%	(605)	53%	(911)	1705
Ethnicity: Hispanic	14%	(51)	43%	(160)	43%	(161)	372
Ethnicity: Black	15%	(43)	37%	(105)	47%	(132)	281

Table MCSPdem1_4: *In general, what kind of fan do you consider yourself of the following?*

Podcasts

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(256)	36%	(792)	52%	(1154)	2202
Ethnicity: Other	11%	(25)	38%	(81)	51%	(110)	216
All Christian	12%	(121)	36%	(360)	52%	(526)	1007
All Non-Christian	18%	(22)	38%	(46)	44%	(53)	121
Atheist	15%	(14)	33%	(30)	52%	(47)	91
Agnostic/Nothing in particular	10%	(58)	35%	(210)	56%	(336)	604
Something Else	11%	(41)	39%	(146)	51%	(191)	378
Religious Non-Protestant/Catholic	16%	(24)	42%	(63)	42%	(64)	151
Evangelical	12%	(66)	38%	(208)	50%	(277)	551
Non-Evangelical	11%	(87)	36%	(279)	53%	(418)	785
Community: Urban	16%	(106)	38%	(259)	46%	(311)	677
Community: Suburban	10%	(96)	36%	(349)	54%	(514)	960
Community: Rural	9%	(53)	33%	(184)	58%	(328)	566
Employ: Private Sector	20%	(142)	43%	(304)	37%	(258)	704
Employ: Government	16%	(19)	38%	(45)	46%	(53)	117
Employ: Self-Employed	11%	(20)	48%	(88)	41%	(75)	183
Employ: Homemaker	7%	(12)	37%	(66)	56%	(98)	176
Employ: Student	11%	(7)	38%	(25)	51%	(33)	65
Employ: Retired	4%	(25)	26%	(149)	70%	(401)	574
Employ: Unemployed	9%	(23)	30%	(76)	61%	(155)	254
Employ: Other	7%	(8)	31%	(40)	63%	(81)	129
Military HH: Yes	9%	(28)	33%	(105)	58%	(181)	313
Military HH: No	12%	(229)	36%	(687)	52%	(973)	1889
RD/WT: Right Direction	17%	(118)	37%	(254)	46%	(323)	695
RD/WT: Wrong Track	9%	(138)	36%	(538)	55%	(831)	1507
Biden Job Approve	15%	(141)	39%	(377)	46%	(449)	967
Biden Job Disapprove	10%	(108)	34%	(377)	56%	(615)	1101
Biden Job Strongly Approve	21%	(85)	38%	(153)	41%	(167)	405
Biden Job Somewhat Approve	10%	(56)	40%	(225)	50%	(282)	562
Biden Job Somewhat Disapprove	11%	(34)	37%	(118)	52%	(164)	316
Biden Job Strongly Disapprove	10%	(75)	33%	(259)	57%	(451)	785

Table MCSPdem1_4: *In general, what kind of fan do you consider yourself of the following?*
Podcasts

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(256)	36%	(792)	52%	(1154)	2202
Favorable of Biden	13%	(134)	39%	(384)	48%	(479)	998
Unfavorable of Biden	10%	(113)	35%	(375)	55%	(598)	1086
Very Favorable of Biden	16%	(73)	40%	(180)	43%	(192)	446
Somewhat Favorable of Biden	11%	(61)	37%	(205)	52%	(286)	552
Somewhat Unfavorable of Biden	12%	(32)	38%	(104)	50%	(135)	271
Very Unfavorable of Biden	10%	(81)	33%	(272)	57%	(463)	815
#1 Issue: Economy	11%	(95)	37%	(316)	52%	(445)	857
#1 Issue: Security	15%	(35)	38%	(92)	47%	(113)	240
#1 Issue: Health Care	14%	(21)	31%	(47)	55%	(82)	150
#1 Issue: Medicare / Social Security	6%	(14)	22%	(53)	73%	(179)	247
#1 Issue: Women's Issues	12%	(44)	43%	(155)	45%	(164)	363
#1 Issue: Education	24%	(14)	32%	(19)	44%	(26)	59
#1 Issue: Energy	13%	(22)	42%	(69)	44%	(73)	164
#1 Issue: Other	9%	(11)	33%	(40)	58%	(72)	123
2020 Vote: Joe Biden	14%	(134)	41%	(397)	45%	(438)	969
2020 Vote: Donald Trump	11%	(75)	36%	(255)	53%	(375)	705
2020 Vote: Other	12%	(9)	28%	(20)	59%	(43)	72
2020 Vote: Didn't Vote	8%	(38)	26%	(120)	65%	(298)	456
2018 House Vote: Democrat	15%	(122)	39%	(311)	45%	(356)	789
2018 House Vote: Republican	10%	(63)	36%	(223)	53%	(327)	613
2018 House Vote: Someone else	9%	(4)	34%	(17)	58%	(29)	50
2016 Vote: Hillary Clinton	14%	(102)	41%	(297)	45%	(323)	721
2016 Vote: Donald Trump	10%	(69)	35%	(233)	54%	(360)	662
2016 Vote: Other	14%	(11)	31%	(26)	55%	(46)	83
2016 Vote: Didn't Vote	10%	(71)	32%	(232)	58%	(424)	727
Voted in 2014: Yes	13%	(164)	37%	(471)	50%	(627)	1262
Voted in 2014: No	10%	(92)	34%	(320)	56%	(527)	940
4-Region: Northeast	12%	(46)	34%	(130)	54%	(205)	381
4-Region: Midwest	15%	(66)	34%	(155)	51%	(233)	455
4-Region: South	10%	(87)	36%	(304)	54%	(451)	841
4-Region: West	11%	(57)	39%	(202)	51%	(266)	525

Table MCSPdem1_4: *In general, what kind of fan do you consider yourself of the following?*

Podcasts

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	12%	(256)	36%	(792)	52%	(1154)	2202
Listened to Podcasts in the Last Month	21%	(251)	62%	(723)	17%	(198)	1172
Sports Fan	14%	(213)	40%	(589)	46%	(678)	1480

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCSPdem1_5: *In general, what kind of fan do you consider yourself of the following?*

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(728)	34%	(752)	33%	(722)	2202
Gender: Male	50%	(532)	30%	(318)	20%	(213)	1064
Gender: Female	17%	(196)	38%	(433)	45%	(509)	1138
Age: 18-34	30%	(190)	33%	(212)	37%	(238)	640
Age: 35-44	38%	(138)	35%	(127)	27%	(99)	364
Age: 45-64	36%	(258)	33%	(234)	31%	(219)	711
Age: 65+	29%	(143)	37%	(178)	34%	(166)	487
GenZers: 1997-2012	22%	(53)	32%	(75)	46%	(110)	238
Millennials: 1981-1996	36%	(235)	34%	(219)	30%	(196)	650
GenXers: 1965-1980	36%	(181)	33%	(169)	31%	(158)	509
Baby Boomers: 1946-1964	32%	(237)	35%	(262)	33%	(240)	740
PID: Dem (no lean)	36%	(315)	35%	(304)	29%	(250)	869
PID: Ind (no lean)	26%	(182)	33%	(232)	41%	(288)	702
PID: Rep (no lean)	37%	(231)	34%	(215)	29%	(184)	631
PID/Gender: Dem Men	55%	(230)	29%	(122)	16%	(67)	418
PID/Gender: Dem Women	19%	(85)	40%	(182)	41%	(183)	450
PID/Gender: Ind Men	40%	(123)	31%	(95)	30%	(93)	311
PID/Gender: Ind Women	15%	(59)	35%	(137)	50%	(195)	391
PID/Gender: Rep Men	53%	(179)	30%	(101)	16%	(54)	334
PID/Gender: Rep Women	18%	(53)	38%	(114)	44%	(130)	297
Ideo: Liberal (1-3)	34%	(222)	33%	(220)	33%	(218)	660
Ideo: Moderate (4)	36%	(237)	33%	(220)	31%	(202)	658
Ideo: Conservative (5-7)	37%	(247)	36%	(243)	27%	(178)	667
Educ: < College	27%	(391)	35%	(497)	38%	(544)	1432
Educ: Bachelors degree	44%	(216)	32%	(156)	24%	(117)	489
Educ: Post-grad	43%	(121)	35%	(99)	22%	(61)	281
Income: Under 50k	27%	(319)	34%	(403)	40%	(474)	1195
Income: 50k-100k	36%	(244)	37%	(250)	26%	(176)	670
Income: 100k+	49%	(166)	29%	(99)	21%	(72)	337
Ethnicity: White	32%	(548)	34%	(582)	34%	(575)	1705
Ethnicity: Hispanic	35%	(130)	33%	(123)	32%	(119)	372
Ethnicity: Black	42%	(117)	35%	(99)	23%	(65)	281

Table MCSPdem1_5: *In general, what kind of fan do you consider yourself of the following?*
Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(728)	34%	(752)	33%	(722)	2202
Ethnicity: Other	29%	(63)	33%	(71)	38%	(83)	216
All Christian	39%	(397)	36%	(364)	24%	(245)	1007
All Non-Christian	47%	(58)	32%	(39)	20%	(24)	121
Atheist	22%	(20)	23%	(21)	55%	(50)	91
Agnostic/Nothing in particular	24%	(145)	33%	(197)	44%	(263)	604
Something Else	29%	(109)	34%	(130)	37%	(139)	378
Religious Non-Protestant/Catholic	45%	(67)	33%	(49)	23%	(34)	151
Evangelical	34%	(189)	37%	(206)	28%	(156)	551
Non-Evangelical	38%	(299)	35%	(272)	27%	(214)	785
Community: Urban	38%	(257)	32%	(216)	30%	(203)	677
Community: Suburban	35%	(338)	34%	(323)	31%	(298)	960
Community: Rural	24%	(133)	37%	(212)	39%	(220)	566
Employ: Private Sector	44%	(312)	34%	(236)	22%	(156)	704
Employ: Government	35%	(41)	34%	(39)	31%	(36)	117
Employ: Self-Employed	38%	(69)	27%	(49)	36%	(66)	183
Employ: Homemaker	17%	(30)	37%	(66)	46%	(81)	176
Employ: Student	22%	(14)	37%	(24)	41%	(26)	65
Employ: Retired	29%	(166)	37%	(213)	34%	(195)	574
Employ: Unemployed	26%	(67)	31%	(79)	43%	(109)	254
Employ: Other	23%	(30)	35%	(45)	42%	(54)	129
Military HH: Yes	33%	(105)	40%	(125)	27%	(84)	313
Military HH: No	33%	(624)	33%	(627)	34%	(638)	1889
RD/WT: Right Direction	40%	(278)	33%	(228)	27%	(189)	695
RD/WT: Wrong Track	30%	(450)	35%	(524)	35%	(533)	1507
Biden Job Approve	37%	(361)	33%	(320)	30%	(286)	967
Biden Job Disapprove	31%	(347)	35%	(390)	33%	(365)	1101
Biden Job Strongly Approve	45%	(181)	32%	(129)	23%	(95)	405
Biden Job Somewhat Approve	32%	(180)	34%	(191)	34%	(191)	562
Biden Job Somewhat Disapprove	29%	(93)	35%	(112)	35%	(111)	316
Biden Job Strongly Disapprove	32%	(254)	35%	(278)	32%	(254)	785

Continued on next page

Table MCSPdem1_5: *In general, what kind of fan do you consider yourself of the following?*
Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(728)	34%	(752)	33%	(722)	2202
Favorable of Biden	36%	(357)	34%	(344)	30%	(297)	998
Unfavorable of Biden	32%	(348)	34%	(375)	33%	(364)	1086
Very Favorable of Biden	43%	(193)	33%	(146)	24%	(107)	446
Somewhat Favorable of Biden	30%	(164)	36%	(198)	34%	(190)	552
Somewhat Unfavorable of Biden	32%	(86)	32%	(86)	37%	(99)	271
Very Unfavorable of Biden	32%	(262)	35%	(289)	32%	(265)	815
#1 Issue: Economy	38%	(322)	34%	(291)	28%	(244)	857
#1 Issue: Security	36%	(87)	35%	(85)	28%	(68)	240
#1 Issue: Health Care	35%	(53)	26%	(40)	38%	(57)	150
#1 Issue: Medicare / Social Security	30%	(74)	32%	(79)	38%	(94)	247
#1 Issue: Women's Issues	25%	(89)	33%	(121)	42%	(153)	363
#1 Issue: Education	29%	(17)	42%	(24)	29%	(17)	59
#1 Issue: Energy	36%	(59)	40%	(65)	24%	(39)	164
#1 Issue: Other	21%	(26)	38%	(47)	40%	(50)	123
2020 Vote: Joe Biden	39%	(378)	34%	(328)	27%	(262)	969
2020 Vote: Donald Trump	36%	(252)	36%	(257)	28%	(197)	705
2020 Vote: Other	25%	(18)	38%	(27)	38%	(27)	72
2020 Vote: Didn't Vote	18%	(81)	31%	(139)	52%	(236)	456
2018 House Vote: Democrat	40%	(314)	35%	(273)	26%	(202)	789
2018 House Vote: Republican	39%	(242)	36%	(221)	25%	(151)	613
2018 House Vote: Someone else	19%	(10)	45%	(22)	36%	(18)	50
2016 Vote: Hillary Clinton	41%	(299)	33%	(240)	25%	(183)	721
2016 Vote: Donald Trump	37%	(246)	37%	(247)	26%	(169)	662
2016 Vote: Other	31%	(26)	40%	(33)	29%	(24)	83
2016 Vote: Didn't Vote	21%	(154)	31%	(228)	48%	(346)	727
Voted in 2014: Yes	40%	(499)	35%	(440)	26%	(323)	1262
Voted in 2014: No	24%	(229)	33%	(311)	42%	(399)	940
4-Region: Northeast	36%	(136)	34%	(129)	30%	(116)	381
4-Region: Midwest	34%	(154)	29%	(134)	37%	(167)	455
4-Region: South	30%	(250)	38%	(316)	33%	(275)	841
4-Region: West	36%	(188)	33%	(172)	31%	(164)	525

Table MCSPdem1_5: *In general, what kind of fan do you consider yourself of the following?*

Sports

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	33%	(728)	34%	(752)	33%	(722)	2202
Listened to Podcasts in the Last Month	40%	(467)	36%	(420)	24%	(285)	1172
Sports Fan	49%	(728)	51%	(752)	—	(0)	1480

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2202	100%
xdemGender	Gender: Male	1064	48%
	Gender: Female	1138	52%
	N	2202	
age	Age: 18-34	640	29%
	Age: 35-44	364	17%
	Age: 45-64	711	32%
	Age: 65+	487	22%
	N	2202	
demAgeGeneration	GenZers: 1997-2012	238	11%
	Millennials: 1981-1996	650	30%
	GenXers: 1965-1980	509	23%
	Baby Boomers: 1946-1964	740	34%
	N	2137	
xpid3	PID: Dem (no lean)	869	39%
	PID: Ind (no lean)	702	32%
	PID: Rep (no lean)	631	29%
	N	2202	
xpidGender	PID/Gender: Dem Men	418	19%
	PID/Gender: Dem Women	450	20%
	PID/Gender: Ind Men	311	14%
	PID/Gender: Ind Women	391	18%
	PID/Gender: Rep Men	334	15%
	PID/Gender: Rep Women	297	13%
	N	2202	
xdemIdeo3	Ideo: Liberal (1-3)	660	30%
	Ideo: Moderate (4)	658	30%
	Ideo: Conservative (5-7)	667	30%
	N	1985	
xeduc3	Educ: < College	1432	65%
	Educ: Bachelors degree	489	22%
	Educ: Post-grad	281	13%
	N	2202	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1195	54%
	Income: 50k-100k	670	30%
	Income: 100k+	337	15%
	N	2202	
xdemWhite	Ethnicity: White	1705	77%
xdemHispBin	Ethnicity: Hispanic	372	17%
demBlackBin	Ethnicity: Black	281	13%
demRaceOther	Ethnicity: Other	216	10%
xdemReligion	All Christian	1007	46%
	All Non-Christian	121	6%
	Atheist	91	4%
	Agnostic/Nothing in particular	604	27%
	Something Else	378	17%
	N	2202	
xdemReligOther	Religious Non-Protestant/Catholic	151	7%
xdemEvang	Evangelical	551	25%
	Non-Evangelical	785	36%
	N	1335	
xdemUsr	Community: Urban	677	31%
	Community: Suburban	960	44%
	Community: Rural	566	26%
	N	2202	
xdemEmploy	Employ: Private Sector	704	32%
	Employ: Government	117	5%
	Employ: Self-Employed	183	8%
	Employ: Homemaker	176	8%
	Employ: Student	65	3%
	Employ: Retired	574	26%
	Employ: Unemployed	254	12%
	Employ: Other	129	6%
	N	2202	
xdemMilHH1	Military HH: Yes	313	14%
	Military HH: No	1889	86%
	N	2202	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	695	32%
	RD/WT: Wrong Track	1507	68%
	N	2202	
xdemBidenApprove	Biden Job Approve	967	44%
	Biden Job Disapprove	1101	50%
	N	2068	
xdemBidenApprove2	Biden Job Strongly Approve	405	18%
	Biden Job Somewhat Approve	562	26%
	Biden Job Somewhat Disapprove	316	14%
	Biden Job Strongly Disapprove	785	36%
	N	2068	
xdemBidenFav	Favorable of Biden	998	45%
	Unfavorable of Biden	1086	49%
	N	2084	
xdemBidenFavFull	Very Favorable of Biden	446	20%
	Somewhat Favorable of Biden	552	25%
	Somewhat Unfavorable of Biden	271	12%
	Very Unfavorable of Biden	815	37%
	N	2084	
xnr3	#1 Issue: Economy	857	39%
	#1 Issue: Security	240	11%
	#1 Issue: Health Care	150	7%
	#1 Issue: Medicare / Social Security	247	11%
	#1 Issue: Women's Issues	363	16%
	#1 Issue: Education	59	3%
	#1 Issue: Energy	164	7%
	#1 Issue: Other	123	6%
	N	2202	
xsubVote20O	2020 Vote: Joe Biden	969	44%
	2020 Vote: Donald Trump	705	32%
	2020 Vote: Other	72	3%
	2020 Vote: Didn't Vote	456	21%
	N	2202	
xsubVote18O	2018 House Vote: Democrat	789	36%
	2018 House Vote: Republican	613	28%
	2018 House Vote: Someone else	50	2%
	N	1452	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	721	33%
	2016 Vote: Donald Trump	662	30%
	2016 Vote: Other	83	4%
	2016 Vote: Didn't Vote	727	33%
	N	2194	
xsubVote14O	Voted in 2014: Yes	1262	57%
	Voted in 2014: No	940	43%
	N	2202	
xreg4	4-Region: Northeast	381	17%
	4-Region: Midwest	455	21%
	4-Region: South	841	38%
	4-Region: West	525	24%
	N	2202	
MCSPxdem1	Listened to Podcasts in the Last Month	1172	53%
MCSPxdem2	Sports Fan	1480	67%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.