

FOR RELEASE APRIL 18, 2023

Podcasts as a Source of News and Information

About half of Americans have listened to a podcast in the past year, and most of those listeners come across news content

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RECOMMENDED CITATION

Pew Research Center, April, 2023, "Podcasts as a Source of News and Information"

How we did this

This study explores U.S. adults' views of and experiences with podcasts as a part of the news and information landscape.

To examine the ways Americans get news and information in a digital age, Pew Research Center surveyed 5,132 U.S. adults from Dec. 5 to 11, 2022. Everyone who completed the survey is a member of the Center's American Trends Panel (ATP), an online survey panel that is recruited through national, random sampling of residential addresses. This way nearly all U.S. adults have a chance of selection. The survey is weighted to be representative of the U.S. adult population by gender, race, ethnicity, partisan affiliation, education and other categories. [Read more about the ATP's methodology](#). Here are the questions used for this report, along with responses, and its [methodology](#).

Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder. This is the latest report in Pew Research Center's ongoing investigation of the state of news, information and journalism in the digital age, a research program funded by The Pew Charitable Trusts, with generous support from the John S. and James L. Knight Foundation.

Podcasts as a Source of News and Information

About half of Americans have listened to a podcast in the past year, and most of those listeners come across news content

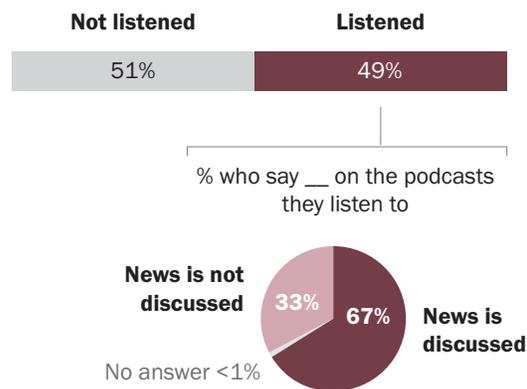
Following a steady [increase in podcast listening over the past decade](#), podcasts have become a big part of the normal routine – and news diet – of many Americans, especially younger adults.

Roughly half of U.S. adults say they have listened to a podcast in the past year, according to a new Pew Research Center survey, including one-in-five who report listening to podcasts at least a few times a week. Among adults under 30, about a third listen to podcasts with such frequency.

Today’s podcast landscape is a sprawling one, featuring topics from sports and religion to politics and entertainment, and it attracts large numbers of listeners who turn to podcasts for a variety of reasons.

Roughly half of Americans say they have listened to a podcast in the past year

% of U.S. adults who have ___ to a podcast in the past 12 months



Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

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Large shares of podcast listeners say that they turn to podcasts for entertainment, learning and diversion – i.e., having something to listen to while doing something else. Half of Americans or more who have listened to a podcast in the past 12 months say these are *major* reasons they listen to podcasts.

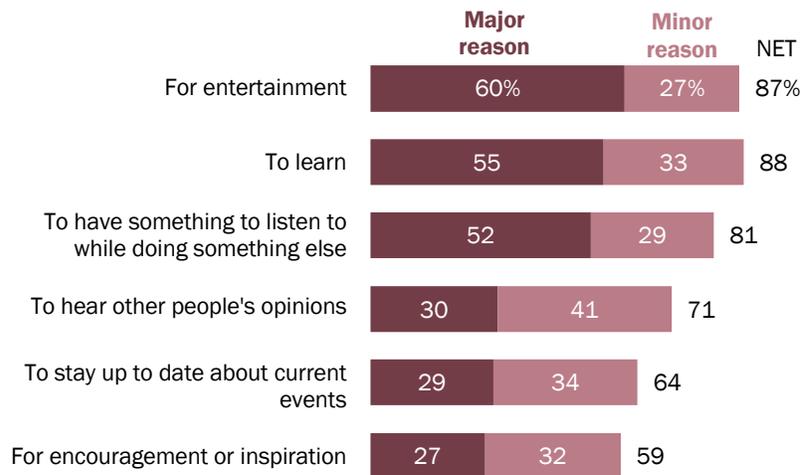
Fewer Americans turn to podcasts in search of news, though most listeners still say that news is at least a part of their experience with podcasts. Among U.S. podcast listeners – those who have listened to a podcast in the past 12 months – 29% say that staying up to

date about current events is a major reason they listen to podcasts. Two-thirds of podcast listeners say they have heard news discussed on the podcasts they listen to – amounting to a third of *all* U.S. adults. And among *those who hear news on podcasts*, the vast majority say they expect the news they hear there to be mostly accurate.

The survey shows, however, that most podcast listeners are not tuning into podcasts connected to news organizations. Just one-in-five listeners say the podcasts they listen to are connected to a news organization, while almost three times that amount (59%) say they are not (21% aren't sure).

Americans listen to podcasts to learn, for entertainment and to fill time while doing other things

% of U.S. podcast listeners who say each is a ____ they listen to podcasts



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

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Listeners turn to podcasts to hear about a wide range of specific topics. Nearly half of podcast listeners say they regularly listen to podcasts about comedy (47%) and entertainment, pop culture, and the arts (46%), while about four-in-ten (41%) turn to podcasts about politics and government. Other common topics include science and technology, history, and true crime (such as Serial, which [helped popularize podcasts](#) after its first season in 2014).

The rise of podcasts

Podcast listening in the U.S. has [increased steadily since 2013](#). In 2014, the [popular true-crime podcast Serial](#) was released, becoming the fastest podcast to reach 5 million downloads on iTunes.

Years later, this was followed by investments into podcasts by platforms like Spotify, which paid at least \$200 million for an [exclusive deal with The Joe Rogan Experience](#) in 2020.

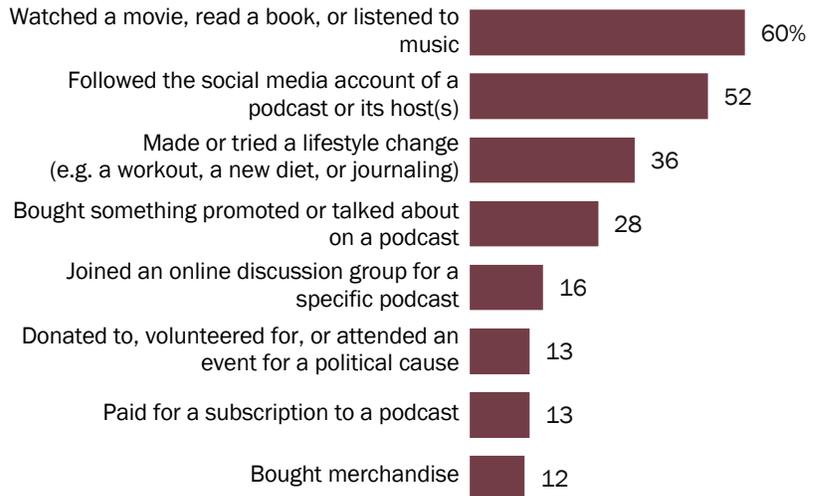
However, even as podcast audiences continue to grow, some podcast hosts have been accused of [spreading unsubstantiated false claims](#), and others have drawn [backlash for offensive content](#).

Many listeners also engage with podcasts in ways other than listening, such as watching a movie or reading a book because of a podcast, following a podcast or its hosts on social media, or purchasing a product that was advertised. About a third of listeners (36%) even say they've tried out a lifestyle change – such as a workout routine or journaling – because of a podcast they listened to.

Other types of engagement are less common, including joining online discussion groups, engaging with political causes, paying for a subscription or buying merchandise.

About a third of podcast listeners have tried a lifestyle change because of a podcast they listened to

% of U.S. podcast listeners who say they have ____ because of a podcast they listened to



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

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Nearly nine-in-ten of those who hear news on podcasts expect it to be accurate

When Americans do hear about news on the podcasts they listen to, they largely view it as accurate. Among those who hear news discussed on podcasts, a large majority (87%) say they expect it to be mostly accurate, compared with about one-in-ten who say they expect it to be mostly inaccurate.

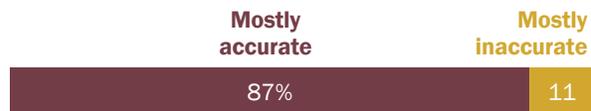
This is a much higher level of trust than people have in some other sources of news and information. For instance, in a slightly different question asked of Americans who get news from social media in 2020, [39% of social media news consumers](#) said they expect the news they see there to be largely accurate, while a majority (59%) said they expect the news there to be largely *inaccurate*.

Similarly, most people who get news from podcasts either say they trust that news *more* than the news they get from other sources (31%) or trust it about the same (55%). Fewer (15%) trust news from podcasts *less* than news from other sources.

Many podcast listeners also say that the news they get there includes information they wouldn't have heard about elsewhere. Nearly three-quarters of Americans who get news on podcasts (73%) say this happens at least sometimes, including three-in-ten who say they *often* hear unique news on podcasts.

Most listeners who get news on podcasts expect it to be mostly accurate

Among U.S. podcast listeners who hear news discussed on the podcasts they listen to, % who say they **expect the news to be ...**



Among U.S. podcast listeners who hear news discussed on the podcasts they listen to, % who say they **trust that news ...**



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months. Respondents who did not answer not shown.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

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Among all podcast listeners, just over half (54%) say they hear guest or host opinions about politics and government – including 25% who say they hear this type of content extremely or fairly often and 29% who hear it sometimes.

Many who listen to political opinions on podcasts say they largely agree with what they're hearing. Among those who hear political commentary, about half (47%) say these views mostly line up with their own, while just 7% say the opposite. Still, almost half (46%) say they are exposed to about an even mix of political views.

Just over half of listeners say the podcasts they listen to include political opinions at least sometimes

% of U.S. podcast listeners who say the podcasts they listen to include host or guest opinions about government and politics ...



Among podcast listeners who hear political opinions on podcasts, % who say the opinions mostly ...



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months. Respondents who did not answer not shown.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

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Republican podcast listeners more likely than Democrats to trust podcast news and say it offers unique content

There are no huge differences between Republicans and Democrats in the shares who listen to podcasts and hear news on them. Just under half of Republicans and those who lean Republican (46%) and just over half of Democrats and Democratic leaners (54%) say they have listened to a podcast in the past year, and roughly two-thirds of listeners in each party say they've heard news discussed on the podcasts they listen to.

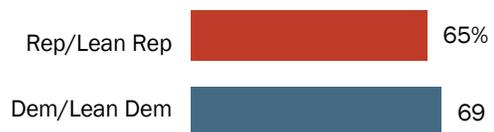
However, there are some notable differences between podcast listeners in the two major political parties when it comes to their *views* of the news they hear on podcasts: Republicans are more likely than Democrats to trust the news they hear on podcasts more than other sources and to report hearing news they wouldn't have gotten elsewhere.

No large differences between Republicans and Democrats in podcast listening, hearing news on podcasts

% of U.S. adults who have listened to a podcast in the past 12 months



% of U.S. podcast listeners who say news is discussed on the podcasts they listen to



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

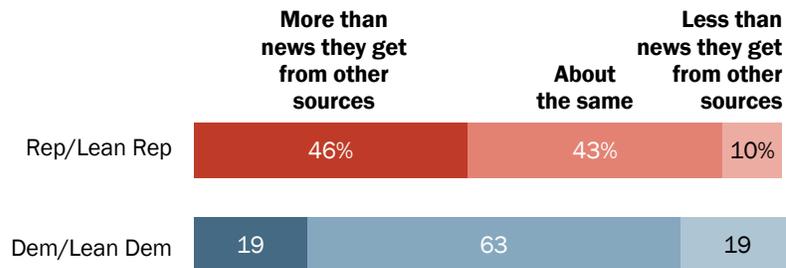
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Among those who get news on podcasts, nearly half of Republicans (46%) say they trust news on podcasts more than news they get from other sources, compared with about one-in-five Democrats who feel this way (19%). And nearly twice as many Republicans (40%) as Democrats (21%) also say they have often heard news on podcasts that they would not have heard elsewhere.

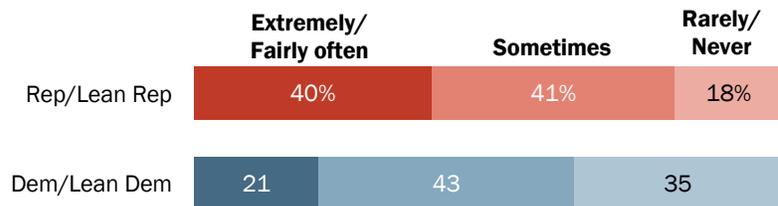
Among podcast listeners overall, Republicans are somewhat more likely than Democrats to say they often listen to podcasts that feature political opinions (31% vs. 21%) and somewhat *less* likely to say they listen to podcasts connected to news organizations (14% vs. 26%).

Republicans are much more likely than Democrats to trust the news they hear on podcasts more than other sources and to say that news is unique

Among U.S. podcast listeners who hear news discussed on the podcasts they listen to, % who say they **trust that news ...**



Among U.S. podcast listeners who hear news discussed on the podcasts they listen to, % who say they **hear news on podcasts they wouldn't have heard elsewhere**



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months. Respondents who did not answer not shown.
 Source: Survey of U.S. adults conducted Dec. 5-11, 2022.
 "Podcasts as a Source of News and Information"

Younger Americans more likely to listen to podcasts, and they turn to podcasts for different reasons than older listeners

As is the case with many other [digital habits](#), younger adults are more likely than older age groups to listen to podcasts – and by a wide margin. Two-thirds of Americans ages 18 to 29 have listened to a podcast in the past 12 months, compared with just under a third (28%) of those 65 and older.

Additionally, younger listeners tend to be more likely than older listeners to be listening to podcasts frequently. Among podcast listeners, roughly half (48%) of those in the youngest group say they listen at least a few times a week, versus about a quarter (27%) of those 65 and older. That means about a third of *all U.S. adults* under 30 (32%) report listening to podcasts at least a few times a week; the same is true of just 8% of those in the oldest group.

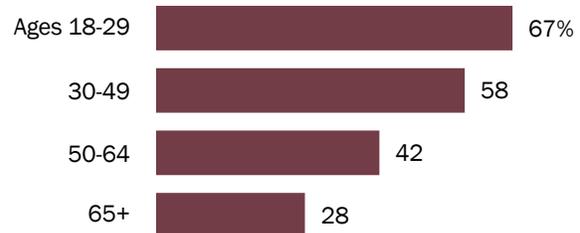
Younger and older podcast listeners are equally likely to say they hear news discussed on the podcasts they listen to. But because younger Americans are more likely to be listening to podcasts in the first place, *overall* they are more likely than older Americans to be exposed to news from podcasts.

The reasons that Americans turn to podcasts also differ by age. Most podcast listeners ages 18 to 29 say that entertainment (75%) or having something to listen to while doing something else (70%) are major reasons they listen to podcasts. A far smaller share of listeners 65 and older cite entertainment (30%) as a major reason they listen to podcasts, and even fewer (22%) listen to podcasts in the background while doing other things.

Meanwhile, the most common major reason podcast listeners 65 and older cite for listening to podcasts is learning (61%).

Two-thirds of adults ages 18 to 29 have listened to a podcast in the past year

% of U.S. adults in each age group who have listened to a podcast in the past 12 months



Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

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1. How Americans use and engage with podcasts

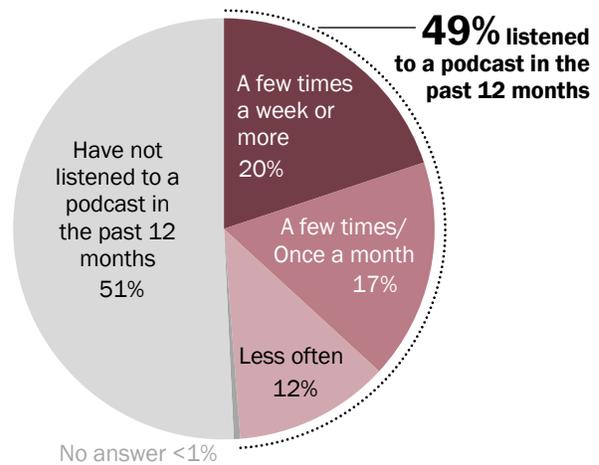
About half of adults in the United States (49%) say they have listened to a podcast in the past 12 months, according to the new survey. This finding follows previous Pew Research Center analyses showing that [podcast listening has steadily increased](#) throughout the past decade.

One-in-five podcast listeners – which is about 10% of all U.S. adults – are avid listeners, listening to podcasts nearly every day. Another 22% of podcast listeners listen a few times a week, while a quarter report listening a few times a month. Altogether, about two-thirds of podcast listeners (66%) – or about one-third of all adults (32%) – listen to podcasts at least a few times a month.

A majority of those who say they have listened to a podcast in the past year (58%) also said they are listening to two or more podcasts currently. This includes 19% who say they are listening to *four* or more podcasts. A similar percentage (18%) say they are currently listening to one podcast, and about a quarter (23%) say they are not listening to any podcasts right now.

Roughly half of Americans have listened to a podcast in the past year

% of U.S. adults who say they listen to podcasts ...



Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

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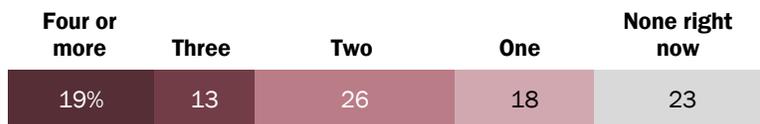
One-in-five podcast listeners listen to podcasts nearly every day

% of U.S. podcast listeners who say they listen to podcasts ...



About six-in-ten podcast listeners currently are listening to at least two podcasts

% of U.S. podcast listeners who are currently listening to ___ podcasts



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months. Respondents who did not answer not shown.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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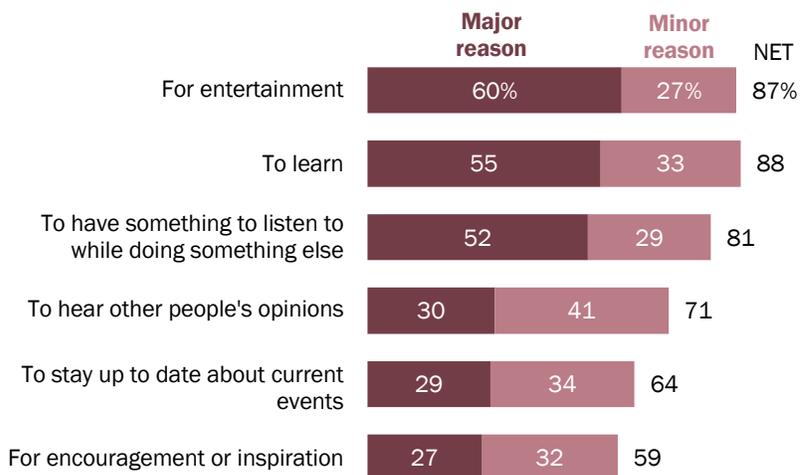
Podcast listeners most often turn to podcasts for entertainment, education and diversion

About nine-in-ten podcast listeners say learning (88%) and entertainment (87%) are reasons they listen to podcasts, including more than half who say these are major reasons they tune in (55% and 60%, respectively). Roughly eight-in-ten podcast listeners (81%) say that simply having something to listen to in the background while they do something else is a reason they listen, with about half (52%) saying it is a major reason.

Hearing others' opinions, keeping up with current events, and seeking encouragement or inspiration are less common reasons people listen to podcasts, but most listeners still say these are at least minor reasons they do so. For instance, nearly two-thirds of U.S. podcast listeners (64%) say staying up to date about current events is a reason they tune in, although far fewer (29%) describe this as a major reason.

Learning and entertainment are among top reasons Americans listen to podcasts

% of U.S. podcast listeners who say each is a ___ they listen to podcasts



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

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Podcast listeners hear about many different topics, with comedy and entertainment atop the list

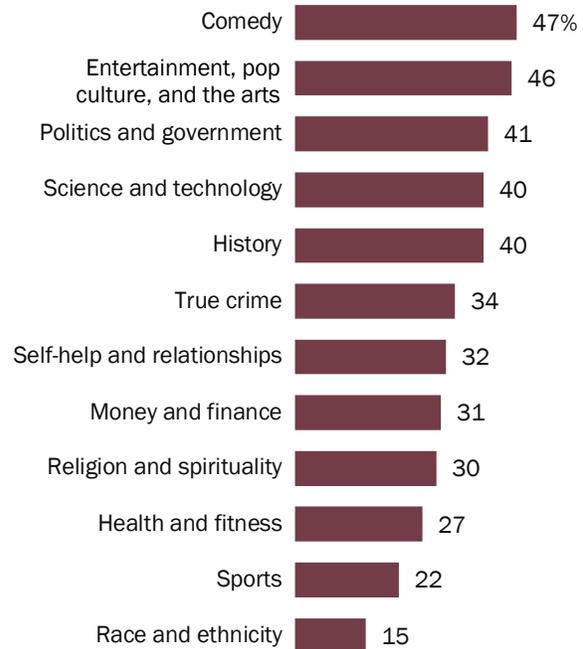
Podcast listeners report listening to podcasts on a wide variety of topics. The survey asked podcast listeners if they regularly listen to podcasts about 12 different subjects; 10 of these topics capture the attention of at least a quarter of podcast listeners, ranging from politics and comedy to finance and religion. And about half of podcast listeners (53%) say they regularly hear about four or more topics on the podcasts they listen to.

Nearly half of podcast listeners say they regularly listen to podcasts about comedy (47%) or entertainment, pop culture and the arts (46%). And about four-in-ten say they turn to podcasts about politics and government (41%), science and technology (40%) or history (40%).

About a third of podcast listeners listen to podcasts about true crime (34%), self-help and relationships (32%) or money and finance (31%), and three-in-ten tune in to hear about religion and spirituality. Roughly a quarter or fewer regularly listen to podcasts about health and fitness (27%), sports (22%) or race and ethnicity (15%).

Comedy and entertainment among most common podcast topics for listeners

% of U.S. podcast listeners who say they regularly listen to podcasts about ...



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

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Six-in-ten podcast listeners have watched a movie, read a book or listened to music because of a podcast they listened to

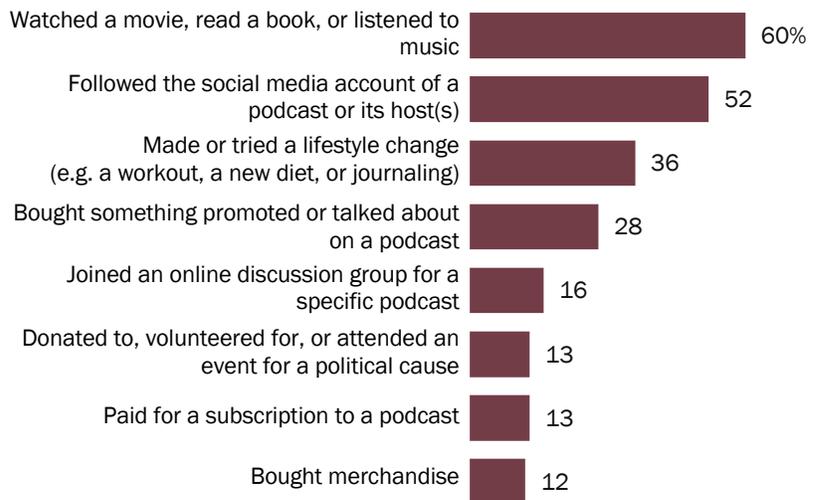
Many podcast listeners also say that they have engaged with the podcasts they listen to in other ways than merely listening – whether that is following a podcast’s recommendations, following a host on social media or buying something advertised on a podcast. Six-in-ten podcast listeners say they have watched a movie, read a book or listened to music because of a podcast they listened to. And about half of podcast listeners (52%) say they follow a podcast or its host on social media.

About a third of podcast listeners (36%) say they’ve tried out a change to their lifestyle because of a podcast, such as a workout routine, a diet or journaling. And 28% have bought something promoted or discussed on a podcast.

Other types of engagement – such as joining online discussion groups, engaging with political causes, paying for a subscription or buying merchandise – are less common, although at least one-in-ten podcast listeners say they have done each of these things because of a podcast they listened to.

About a third of podcast listeners have tried a lifestyle change because of a podcast they listened to

% of U.S. podcast listeners who say they have ____ because of a podcast they listened to



Note: “Podcast listeners” in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

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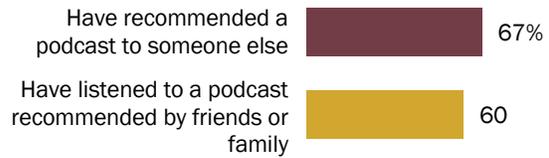
While the act of listening to podcasts may often be done alone, there are several ways that podcasts are a social experience. For example, most listeners say they recommend podcasts to someone else, discuss the content they hear with others, and apply things they hear in podcasts to other parts of their lives.

Not only do two-thirds of podcast listeners say they have recommended a podcast to someone else (67%), but six-in-ten have listened to a podcast that was recommended by a friend or family member, and about a third (36%) say they listen to at least one podcast that a friend or family member listens to.

Moreover, roughly two-thirds of podcast listeners (68%) say they discuss what they heard on a podcast with others at least sometimes, including 24% who do this often.

Many podcast listeners have recommended a podcast or been recommended one by friends or family

% of U.S. podcast listeners who say they ...



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.
 Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

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About a third of podcast listeners listen to at least one of the same podcasts as friends or family, and most discuss podcast content at least sometimes

% of U.S. podcast listeners who ...



% of U.S. podcast listeners who discuss something they heard on a podcast with others ...



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months. Respondents who did not answer not shown.
 Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

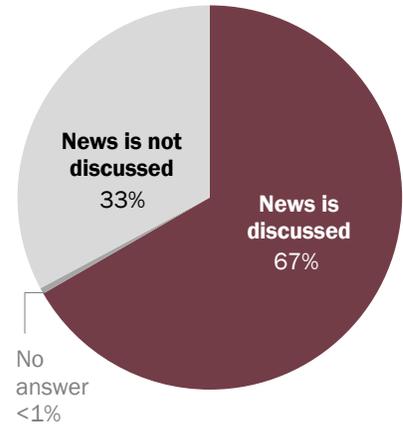
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2. Americans' experience with news on podcasts

Two-thirds of adults who have listened to a podcast in the past 12 months say they have ever heard news discussed on those podcasts. Put another way, a third of *all* U.S. adults have been exposed to at least some news through a podcast they listen to.

Most podcast listeners hear about news on the podcasts they listen to

% of U.S. podcast listeners who say
— on podcasts they listen to



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

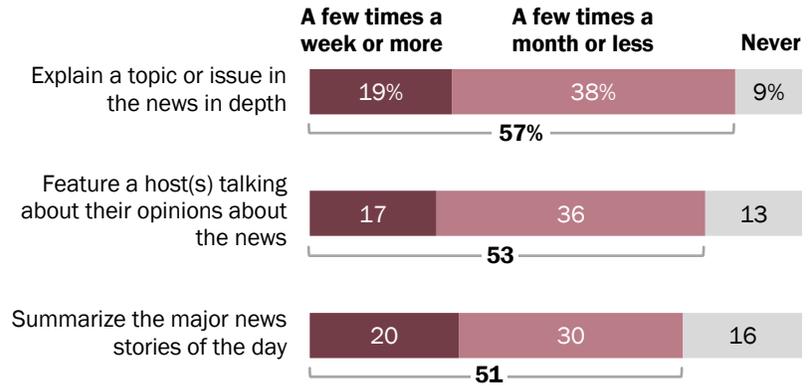
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Many podcast listeners hear news through one or more of three different types of news-related formats. About half or more of podcast listeners listen to a podcast that explains a topic in the news in depth (57%), features a host or hosts offering their opinions about issues in the news (53%), or summarizes the major news stories of the day (51%).

No matter the format, a relatively small percentage of podcast listeners (20%) say they listen to podcasts connected to a news organization, such as a newspaper or a news website. (About the same share, 21%, say they are not sure whether the podcasts they listen to are connected to a news organization.) The majority (59%) say that as far as they know, they don't listen to any podcasts connected to a news organization, suggesting that much of the news people are exposed to on podcasts could be coming from nontraditional sources.

Podcast listeners turn to different formats of news podcasts

% of U.S. podcast listeners who say they listen to podcasts that primarily ...



Note: The 33% of podcast listeners who say they do not hear news discussed on the podcasts they listen to were not asked these questions. "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months. Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

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One-in-five podcast listeners say they listen to a podcast connected to a news organization

% of U.S. podcast listeners who say any of the podcasts they listen to are connected to a news organization, such as a newspaper or news websites



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months. Respondents who did not answer not shown. Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

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When listeners hear news on a podcast, they generally offer a very positive assessment of the accuracy of that information. Almost nine-in-ten podcast listeners who hear news discussed on the podcasts they listen to (87%) say they expect that news to be mostly accurate, and most say they trust it about as much as the news they get from other sources (55%) or even more than the news they get from other sources (31%). A considerably smaller share (15%) say they trust the news they get from podcasts less than the news they get from other sources.

A large share of those who get news on podcasts also say they encounter news on that platform that they would not get from other news sources. In all, about three-quarters of listeners who hear news on podcasts say they hear this kind of unique news extremely or fairly often (30%) or sometimes (43%). Only about a quarter (27%) say they rarely or never get news on podcasts that they would not have heard about elsewhere in the media ecosystem.

Most Americans who have heard about news on a podcast expect it to be mostly accurate

Among U.S. podcast listeners who hear news discussed on the podcasts they listen to, % who say they **expect the news to be ...**



Among U.S. podcast listeners who hear news on podcasts, % who say they trust that news ...



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months. Respondents who did not answer not shown.

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Just over half of podcast listeners say they hear political opinions on the podcasts they listen to

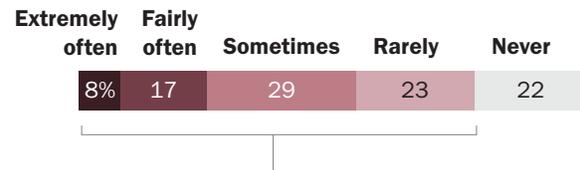
One style of podcast focuses on hosts’ opinions on current events – in some cases echoing the style of talk radio or cable TV news. Slightly more than half of podcast listeners say they hear hosts or guests presenting their opinions on government and politics.

Among all podcast listeners, 54% say they at least sometimes listen to podcasts that include hosts’ or guests’ political opinions, including a quarter of listeners who say they extremely or fairly often hear this type of content. An additional 23% say they rarely hear this type of commentary. The rest (22%) say they never hear political opinions on the podcasts they listen to.

Many who hear political opinions on podcasts say they largely agree with what they’re hearing. About half of podcast listeners who have heard opinions on government and politics say they line up with their own opinions (47%), compared with only 7% who indicate that those opinions don’t line up with their own. At the same time, 46% say they hear an even mix of opinions from the hosts, some of which match their opinions and some of which do not.

Just over half of listeners say the podcasts they listen to include political opinions at least sometimes

% of U.S. podcast listeners who say the podcasts they listen to include host or guest opinions about government and politics ...



Among podcast listeners who hear political opinions on podcasts, % who say the opinions mostly ...



Note: “Podcast listeners” in this report are those who have listened to a podcast in the past 12 months. Respondents who did not answer not shown.

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3. How Republicans and Democrats engage with podcasts

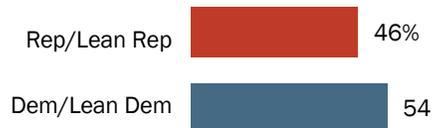
There are broad similarities between the two major political parties in the United States in terms of the share who are listening to podcasts. But once there, Republicans and Democrats often have quite different experiences.

Just under half of Republicans and independents who lean Republican (46%) say they have listened to a podcast in the past 12 months. The share of Democrats and Democratic leaners who listen is slightly higher (54%), but about the same portion of listeners in each party say they listen at least a few times a week (42% of Republican listeners and 41% of Democratic listeners). And Democratic and Republican listeners are also about equally likely to say they hear about news on the podcasts they listen to.

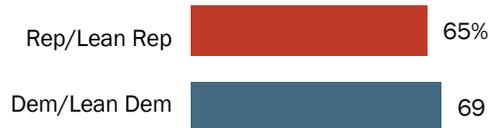
However, there are differences between Republicans and Democrats in some of their experiences with the news they hear. For example, Republicans who listen to podcasts are more likely to trust the news they hear on podcasts more than news they get from other sources, to report hearing things they wouldn't hear elsewhere, and to hear political opinions.

Little difference between parties in listening to podcasts or hearing news on them

% of U.S. adults who have listened to a podcast in the past 12 months



% of U.S. podcast listeners who say news is discussed on the podcasts they listen to



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Among those who hear news on the podcasts they listen to, majorities of both parties expect that news to be largely accurate (88% of Democrats and 87% of Republicans say this). However, nearly half of Republican listeners who hear news discussed say they trust the news they get on podcasts *more* than the news they get from other sources (46%, vs. 19% of Democrats). In addition, Republican listeners are less likely to say they listen to podcasts connected to a news organization (14%, vs. 26% of Democratic listeners).

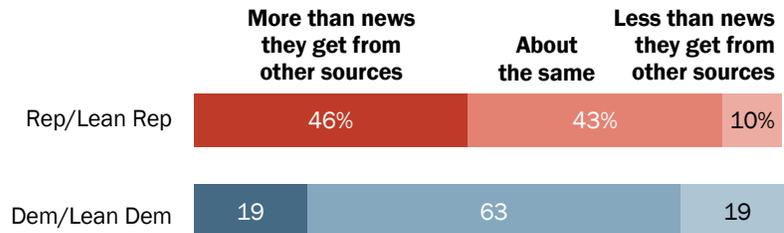
These sentiments may reflect a [general distrust of many traditional media sources among Republicans](#) overall.

And 40% of Republicans who hear news on podcasts say they extremely or fairly often hear news there that they wouldn't have heard elsewhere, while about half as many Democrats say this (21%).

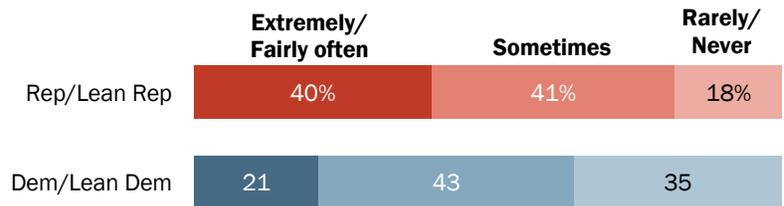
Among podcast listeners overall, Republicans who listen to podcasts are also somewhat more likely to be listening to content with political opinions. About three-in-ten podcast listeners who are Republicans (31%) say they listen to podcasts that include a host's or guest's opinions about government and politics, vs. 21% of Democratic listeners.

Republicans are much more likely than Democrats to trust the news they hear on podcasts more than other sources and to say that news is unique

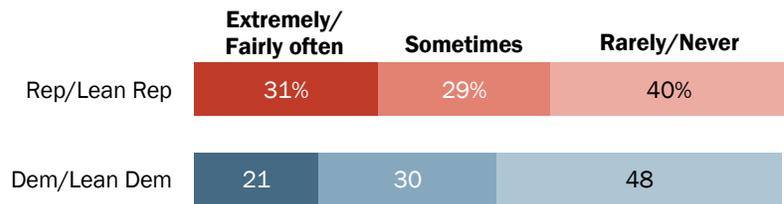
Among U.S. podcast listeners who hear news discussed on the podcasts they listen to, % who say they **trust that news ...**



Among U.S. podcast listeners who hear news discussed on the podcasts they listen to, % who say they **hear news on podcasts they wouldn't have heard elsewhere**



% of U.S. podcast listeners who say the podcasts they listen to **include host or guest opinions about government and politics ...**



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months. Respondents who did not answer not shown. Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

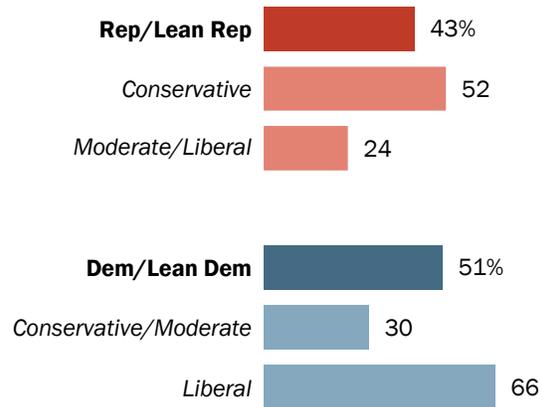
Within the parties, more ideological partisans are more likely to hear political opinions on podcasts. For example, among Republican podcast listeners, self-described conservatives are more likely than moderate or liberal Republicans to report listening to podcasts that feature political opinions (36% and 22%, respectively, say they hear this content extremely or fairly often), and the same is true of liberal Democrats when compared with moderate or conservative Democrats (24% vs. 17%).

Among those who hear political opinions on podcasts, Democrats are modestly more likely than Republicans (51% vs. 43%) to say that the opinions they hear line up with their own. This is especially common among liberal Democrats and conservative Republicans. Liberal Democrats (66%) are roughly twice as likely as conservative or moderate Democrats (30%) to say that the political opinions they hear on podcasts line up with their own. A similar pattern exists among Republicans:

Conservative Republicans (52%) also are roughly twice as likely as liberal or moderate Republicans (24%) to say the opinions they hear align with their own.

People at far ends of the political spectrum most likely to say that the political opinions they hear on podcasts mostly line up with their own views

Among U.S. podcast listeners who hear political opinions on podcasts, % who say these opinions mostly line up with their views



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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4. Podcast use among different age groups

Younger adults in the United States often use [digital devices and media at higher rates](#) than older adults, and they are much more inclined than their elders to engage with podcasts.

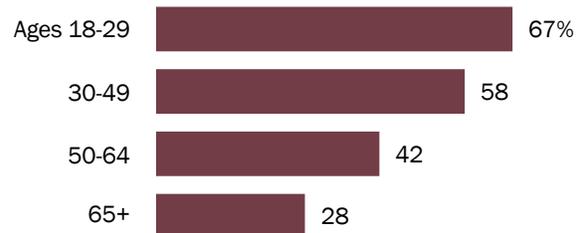
Two-thirds of adults under 30 say they have listened to a podcast in the past 12 months, as do almost six-in-ten respondents ages 30 to 49 (58%). Listening drops off substantially among older groups, to 42% among those ages 50 to 64 and 28% among Americans 65 and older.

Younger groups of U.S. adults (ages 18 to 29 and 30 to 49) also listen to podcasts more often than those ages 50 to 64 and 65 and older – with about half of all podcast listeners ages 18 to 29 (48%) and 45% of those 30 to 49 saying they listen at least a few times a week. That figure drops to 35% of those 50 to 64 and 27% of those 65 and older.

Younger adults also listen to more podcasts, on average. Nearly two-thirds of podcast listeners under age 50 (63%) say they are currently listening to two or more podcasts, compared with 54% of listeners 50 to 64 and 40% of those 65 and older.

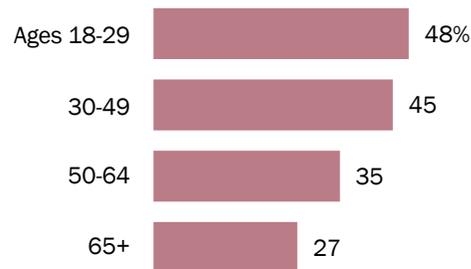
Two-thirds of adults 18 to 29 have listened to a podcast in the last year

% of U.S. adults in each age group who have listened to a podcast in the past 12 months



And about half of podcast listeners ages 18 to 29 listen to a podcast at least a few times a week

% of U.S. podcast listeners in each age group who listen to a podcast at least a few times a week



Source: Survey of U.S. adults conducted Dec. 5-11, 2022. "Podcasts as a Source of News and Information"

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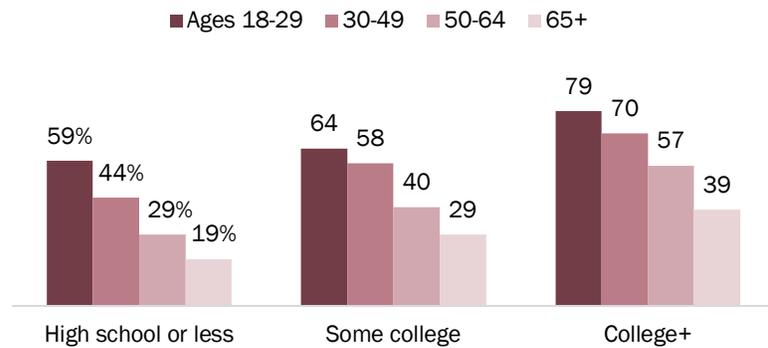
While Americans who have received more education are more likely to listen to podcasts, age differences persist across all education levels. For example, about eight-in-ten adults under 30 with a college degree (79%) have listened to a podcast in the past 12 months, followed by 70% of college graduates ages 30 to 49, 57% of those 50 to 64 and 39% of those 65 and older.

(Among all adults – regardless of age – 62% of those with a bachelor’s degree have listened to a podcast in the past year, compared with 49% of those with some college and 37% with a high school diploma or less.)

A similar pattern holds true for adults at other education levels, such as those who attended some college and those who finished with a high school diploma or less.

Younger adults are more likely to have listened to a podcast in the past year across all education levels

% of U.S. adults who have listened to a podcast in the past 12 months



Source: Survey of U.S. adults conducted Dec. 5-11, 2022.
“Podcasts as a Source of News and Information”

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Americans differ by age in why they listen to podcasts

The podcast experience is also profoundly different for younger and older adults. Younger listeners are more likely than their elders to say they listen for entertainment or to have something to listen to while doing something else, for example, while older listeners are more likely to say they turn to podcasts to stay up to date about current events.

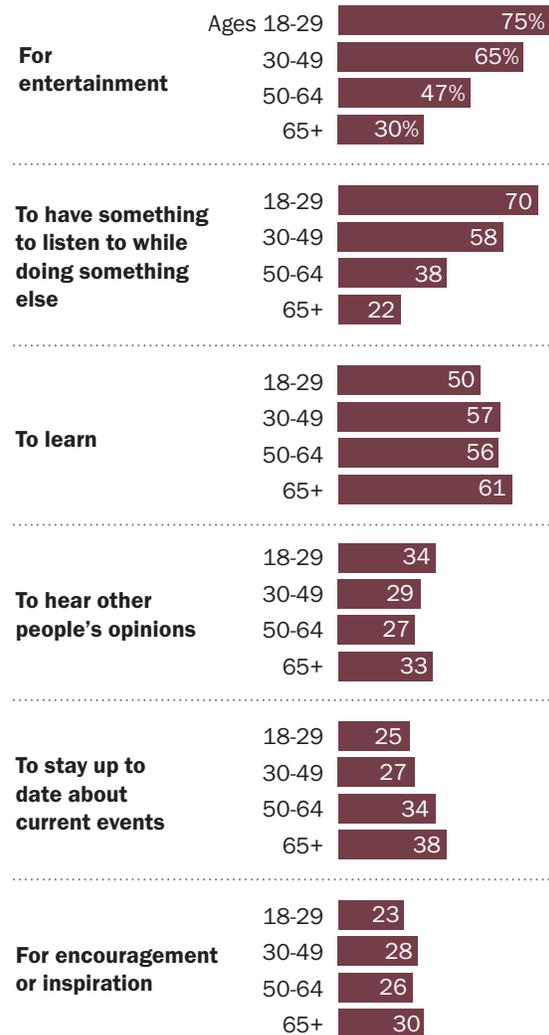
Three-quarters of podcast listeners ages 18 to 29 say entertainment is a major reason they listen to podcasts, compared with just 30% of those 65 and older. And 70% of those youngest podcast listeners say having something to listen to in the background is a major reason they listen to podcasts. This share falls steadily in older age groups, down to 22% among podcast listeners 65 and older.

At least half of podcast listeners across all age groups say learning is a major reason they listen to podcasts, but this is the most common reason cited by those 65 and older, at 61%. And older podcast listeners are more likely than those 18 to 29 and 30 to 49 to say staying up to date with current events is a major reason they listen to podcasts: About four-in-ten listeners 65 and older (38%) say this, compared with a quarter of those 18 to 29.

The topics preferred by each age group also differ, with younger listeners more likely to listen to podcasts about entertainment and older listeners turning more to podcasts about politics and government.

Learning is the most common major reason older podcast listeners cite for turning to podcasts

% of U.S. podcast listeners in each age group who say a major reason they listen to podcasts is ...



Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

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Younger listeners engage with and take recommendations from podcasts more than older listeners

Younger groups of podcast listeners also are more likely than their elders to engage with podcasts in different ways, such as by following the podcast or its host(s) on social media, or by trying something (like a movie or a lifestyle change) because of something they heard on a podcast.

For example, about four-in-ten podcast listeners ages 18 to 29 (40%) and 30 to 49 (41%) say they have made or tried a lifestyle change because of something they heard on a podcast, compared with 32% of those 50 to 64 and 22% of those 65 and older.

The gap between age groups is even wider when it comes to the share who follow the social media account of a podcast or host: A clear majority of podcast listeners in the two youngest age groups do this (65% of those ages 18 to 29 and 57% of those 30 to 49), compared with 42% of those ages 50 to 64 and 24% of those 65 and older. ([Younger adults are also more likely to use social media in general.](#))

Among podcast listeners, adults under 50 are more likely than their elders to report joining an online discussion group related to a podcast they listened to.

Younger podcast listeners also are more likely to say they have recommended a podcast to someone else. About seven-in-ten podcast listeners ages 18 to 49 (72%) say they have done this, compared with 59% of podcast listeners 50 and older.

Podcast listeners under 50 are more likely than older counterparts to follow podcast hosts on social media or try a lifestyle change because of a podcast

% of U.S. podcast listeners in each age group who say they have _____ because of a podcast they listened to

	Ages 18-29	30-49	50-64	65+
Watched a movie, read a book, or listened to music	64%	63%	57%	50%
Followed the social media account of a podcast or its host(s)	65	57	42	24
Made or tried a lifestyle change (e.g. a workout routine, a new diet, or journaling)	40	41	32	22
Bought something because it was promoted or talked about on a podcast	29	31	27	19
Joined an online discussion group or social media group dedicated to a specific podcast	22	18	13	5
Donated to, volunteered for, or attended an event for a political candidate or cause	11	14	14	11
Paid for a subscription to a podcast	19	14	10	6
Bought a podcast's merchandise	13	14	12	3

Note: "Podcast listeners" in this report are those who have listened to a podcast in the past 12 months.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Appendix: Detailed tables of demographic profiles and party identification of podcast listeners

Demographic profiles and party identification of podcast listeners

% of U.S. adults in each group who have listened to a podcast in the past 12 months

Total	49%
Men	51
Women	46
Ages 18-29	67
30-49	58
50-64	42
65+	28
White	47
Black	46
Hispanic	54
Asian*	52
High school or less	37
Some college	49
College+	62
Less than \$30K	44
\$30K-\$79,999	45
\$80K or more	59
Rep/Lean Rep	46
Dem/Lean Dem	54

*Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Demographic profiles and party identification of podcast listeners, by listening frequency

% of U.S. podcast listeners in each group that listen to podcasts ...

	Nearly every day	A few times a week	A few times a month	Once a month	Less often	No answer
Total	20%	22%	25%	9%	25%	<1%
Men	23	25	23	9	20	<1
Women	16	18	28	9	28	-
Ages 18-29	23	25	23	9	20	-
30-49	22	24	24	9	21	<1
50-64	17	17	28	8	29	-
65+	14	13	28	10	35	-
White	23	20	23	9	25	-
Black	15	25	30	10	21	-
Hispanic	17	21	28	9	25	-
High school or less	15	22	29	10	24	-
Some college	19	21	24	7	28	-
College+	24	22	23	10	22	<1
Less than \$30K	15	20	26	9	31	-
\$30K-\$79,999	20	22	25	9	24	-
\$80K or more	23	22	24	9	21	<1
Rep/Lean Rep	20	22	25	7	26	-
Dem/Lean Dem	20	21	25	11	23	<1

Note: White and Black adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Demographic profiles and party identification of podcast listeners, by number of podcasts currently listening to

% of U.S. podcast listeners in each group who are currently listening to _____ different podcasts

	None right now	One	Two	Three	Four or more	No answer
Total	23%	18%	26%	13%	19%	1%
Men	20	18	26	12	24	<1
Women	26	19	26	14	15	1
Ages 18-29	18	19	30	13	20	-
30-49	19	18	26	14	24	1
50-64	28	17	24	15	15	1
65+	39	19	20	9	11	1
White	24	18	23	13	21	1
Black	22	17	31	11	17	1
Hispanic	20	20	31	15	13	<1
High school or less	22	22	29	12	14	1
Some college	27	16	26	12	19	<1
College+	21	17	24	15	23	<1
Less than \$30K	28	18	28	11	15	1
\$30K-\$79,999	21	18	28	13	19	1
\$80K or more	21	18	24	14	22	<1
Rep/Lean Rep	25	18	26	13	19	<1
Dem/Lean Dem	22	18	26	14	19	1

Note: White and Black adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Demographic profiles and party identification of podcast listeners, by podcast topic

% of U.S. podcast listeners in each group who regularly listen to podcasts about ...

	Comedy	Entertainment, pop culture, and the arts	Politics and government	Science and technology	History	True crime
Total	47%	46%	41%	40%	40%	34%
Men	48	46	48	48	42	23
Women	44	46	34	31	37	44
Ages 18-29	59	61	33	39	36	41
30-49	51	46	37	42	41	35
50-64	36	37	49	40	41	33
65+	25	27	54	37	42	15
White	44	40	42	38	39	31
Black	57	65	45	39	40	36
Hispanic	53	56	35	43	45	43
High school or less	54	50	40	39	44	45
Some college	49	49	38	40	38	33
College+	40	41	43	40	38	27
Less than \$30K	56	57	39	43	50	46
\$30K-\$79,999	49	47	38	38	38	35
\$80K or more	41	40	45	42	37	27
Rep/Lean Rep	41	35	42	35	37	33
Dem/Lean Dem	50	55	41	45	42	35

Note: White and Black adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race. Only the six most-listened-to topics are shown here.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Demographic profiles and party identification of podcast listeners, by podcast topic, continued

% of U.S. podcast listeners in each group who regularly listen to podcasts about ...

	Self-help and relationships	Money and finance	Religion and spirituality	Health and fitness	Sports	Race and ethnicity
Total	32%	31%	30%	27%	22%	15%
Men	25	37	25	25	33	15
Women	40	26	36	29	11	15
Ages 18-29	38	32	25	24	24	19
30-49	32	33	29	29	23	16
50-64	32	32	35	28	22	14
65+	21	21	38	24	13	8
White	25	25	27	21	17	9
Black	57	51	43	44	40	43
Hispanic	40	41	34	34	28	19
High school or less	36	34	37	32	28	18
Some college	32	30	28	24	19	14
College+	30	30	27	25	19	15
Less than \$30K	43	32	37	36	21	23
\$30K-\$79,999	32	30	31	27	25	15
\$80K or more	27	33	26	24	20	13
Rep/Lean Rep	31	36	42	29	20	7
Dem/Lean Dem	34	28	21	25	23	22

Note: White and Black adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race. See previous table for other topics asked about.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Demographic profiles and party identification of podcast listeners that hear news discussed

% of U.S. podcast listeners in each group who say news ever gets discussed on the podcasts they listen to

Total	67%
Men	76
Women	58
Ages 18-29	65
30-49	69
50-64	68
65+	62
White	67
Black	76
Hispanic	64
High school or less	63
Some college	65
College+	70
Less than \$30K	65
\$30K-\$79,999	64
\$80K or more	71
Rep/Lean Rep	65
Dem/Lean Dem	69

Note: White and Black adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Demographic profiles and party identification of podcast listeners that listen to specific formats of news podcasts

% of U.S. podcast listeners in each demographic group who say they listen to podcasts that PRIMARILY ____ at least a few times a week or more

	Summarize the major news stories of the day	Explain a topic or issue in the news in-depth	Feature a host(s) talking about their opinions about the news
Total	20%	19%	17%
Men	25	25	23
Women	15	13	11
Ages 18-29	20	21	18
30-49	19	17	16
50-64	23	20	18
65+	20	20	18
White	20	20	17
Black	22	24	22
Hispanic	19	15	11
High school or less	26	23	21
Some college	17	17	15
College+	19	18	16
Less than \$30K	24	21	18
\$30K-\$79,999	18	18	16
\$80K or more	21	20	18
Rep/Lean Rep	22	22	23
Dem/Lean Dem	19	17	12

Note: White and Black adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Demographic profiles and party identification of podcast listeners that listen to a podcast connected to a news organization

% of U.S. podcast listeners who say, as far as they know, any of the podcasts they listen to are connected to a news organization, like a newspaper or news website

Total	20%
Men	23
Women	17
Ages 18-29	16
30-49	21
50-64	21
65+	24
White	21
Black	21
Hispanic	18
High school or less	15
Some college	16
College+	26
Less than \$30K	18
\$30K-\$79,999	15
\$80K or more	25
Rep/Lean Rep	14
Dem/Lean Dem	26

Note: White and Black adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Dec. 5-11, 2022.

"Podcasts as a Source of News and Information"

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Acknowledgments

Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder. This is the latest report in Pew Research Center’s ongoing investigation of the state of news, information and journalism in the digital age, a research program funded by The Pew Charitable Trusts, with generous support from the John S. and James L. Knight Foundation. This report is a collaborative effort based on the input and analysis of the Center’s journalism and media research team, communications, design, digital and editorial teams. Find related reports online at journalism.org.

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Methodology

The American Trends Panel survey methodology

Overview

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. Interviews are conducted in both English and Spanish. The panel is being managed by Ipsos.

Data in this report is drawn from the panel wave conducted from Dec. 5 to Dec. 11, 2022, and included [oversamples](#) of Hispanic men, non-Hispanic Black men and non-Hispanic Asian adults to provide more precise estimates of the opinions and experiences of these smaller demographic subgroups. These oversampled groups are weighted back to reflect their correct proportions in the population. A total of 5,132 panelists responded out of 5,758 who were sampled, for a response rate of 89%. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 4%. The break-

off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 5,132 respondents is plus or minus 1.7 percentage points.

Panel recruitment

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial survey that was conducted in both English and Spanish.

Two additional recruitments were conducted using the

same method in 2015 and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, of whom 9,942 (50%) agreed to participate.

American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/ cell RDD	9,809	5,338	1,504
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	881
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	434
Aug. 8 to Oct. 31, 2018	ABS	9,396	8,778	4,119
Aug. 19 to Nov. 30, 2019	ABS	5,900	4,720	1,476
June 1 to July 19, 2020; Feb. 10 to March 31, 2021	ABS	3,197	2,812	1,542
May 29 to July 7				
Sept. 16 to Nov. 1, 2021	ABS	1,329	1,162	790
May 24 to Sept. 29, 2022	ABS	3,354	2,869	1,703
	Total	42,894	30,283	12,449

Note: RDD is random-digit dial; ABS is address-based sampling. Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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In August 2018, the ATP switched from telephone to address-based recruitment. Invitations were sent to a stratified, random sample of households selected from the U.S. Postal Service's Delivery Sequence File. Sampled households receive mailings asking a randomly selected adult to complete a survey online. A question at the end of the survey asks if the respondent is willing to join the ATP. In 2020 and 2021 another stage was added to the recruitment. Households that did not respond to the online survey were sent a paper version of the questionnaire, \$5 and a postage-paid return envelope. A subset of the adults who returned the paper version of the survey were invited to join the ATP. This subset of adults received a follow-up mailing with a \$10 pre-incentive and invitation to join the ATP.

Across the five address-based recruitments, a total of 23,176 adults were invited to join the ATP, of whom 20,341 agreed to join the panel and completed an initial profile survey. In each household, one adult was selected and asked to go online to complete a survey, at the end of which they were invited to join the panel. Of the 30,283 individuals who have ever joined the ATP, 12,449 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The U.S. Postal Service's Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.¹ The American Trends Panel never uses breakout routers or chains that direct respondents to additional surveys.

Sample design

The overall target population for this survey was non-institutionalized persons ages 18 and older living in the U.S., including Alaska and Hawaii. It featured a stratified random sample from the ATP in which Hispanic men, non-Hispanic Black men and non-Hispanic Asian adults were selected with certainty. The remaining panelists were sampled at rates designed to ensure that the share of respondents in each stratum is proportional to its share of the U.S. adult population to the greatest extent possible. Respondent weights are adjusted to account for differential probabilities of selection as described in the Weighting section below.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with Ipsos. The web program was rigorously tested on both PC and mobile devices by the Ipsos project management team and Pew Research Center researchers. The Ipsos project management team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

¹ AAPOR Task Force on Address-based Sampling. 2016. "[AAPOR Report: Address-based Sampling.](#)"

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or a gift code to Amazon.com or could choose to decline the incentive. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data collection protocol

The data collection field period for this survey was Dec. 5 to Dec. 11, 2022. Postcard notifications were mailed to all ATP panelists with a known residential address on Dec. 5.

Invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on Dec. 5. The ATP panelists chosen for the initial soft launch were known responders who had completed previous ATP surveys within one day of receiving their invitation. All remaining English- and Spanish-speaking panelists were included in the full launch and were sent an invitation on Dec. 6, 2022.

All panelists with an email address received an email invitation and up to two email reminders if they did not respond to the survey. All ATP panelists that consented to SMS messages received an SMS invitation and up to two SMS reminders.

Invitation and reminder dates, ATP Wave 118

	Soft launch	Full launch
Initial invitation	December 5, 2022	December 6, 2022
First reminder	December 8, 2022	December 8, 2022
Final reminder	December 10, 2022	December 10, 2022

Data quality checks

To ensure high-quality data, the Center's researchers performed data quality checks to identify any respondents showing clear patterns of satisficing. This includes checking for very high rates of leaving questions blank, as well as always selecting the first or last answer presented. As a result of this checking, five ATP respondents were removed from the survey dataset prior to weighting and analysis.

Weighting

The ATP data is weighted in a multistep process that accounts for multiple stages of sampling and nonresponse that occur at different points in the survey process. First, each panelist begins with a base weight that reflects their probability of selection for their initial recruitment survey. These weights are then rescaled and adjusted to account for changes in the design of ATP recruitment surveys from year to year. Finally, the weights are calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed)	2021 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metro/Non-metro	2021 CPS March Supplement
Volunteerism	2022 American Trends Panel Annual Profile Survey/2019 CPS Volunteering & Civic Life Supplement
Voter registration	2018 CPS Voting and Registration Supplement
Party affiliation	2022 National Public Opinion Reference Survey (NPORS)
Frequency of internet use	
Religious affiliation	
<i>Additional weighting dimensions applied within Black adults</i>	
Age	2021 American Community Survey (ACS)
Gender	
Education	
Hispanic ethnicity	
Voter registration	2018 CPS Voting and Registration Supplement
Party affiliation	2022 National Public Opinion Reference Survey (NPORS)
Religious affiliation	

Note: Estimates from the ACS are based on non-institutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population. Volunteerism is estimated using a model to account for potential changes in volunteering behavior due to the coronavirus outbreak that began in February 2020.

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Sample sizes and margins of error, ATP Wave 118

Group	Unweighted sample size	Plus or minus ...
Total sample	5,132	1.7 percentage points
Rep/Lean Rep	2,294	2.4 percentage points
Dem/Lean Dem	2,625	2.4 percentage points
Podcast listeners	2,530	2.4 percentage points
Podcast news listeners	1,723	2.9 percentage points

Note: This survey includes oversamples of Hispanic men, non-Hispanic Black men, and non-Hispanic Asian adults. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. See the Sample design and Weighting sections above for details.

Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Open-ended question asked in the survey of U.S. adults

In the questionnaire, U.S. adults were asked in an open-ended question to write in the name of the podcast that they currently listen to most. If respondents answered with the names of more than one podcast, only the first one was coded. In total, 1,563 open-end responses were coded.

All podcasts that were named by more than 1% of open-end responses were included in the topline. All other podcasts named that did not reach this threshold were combined into one "other" category.

Dispositions and response rates

Final dispositions, ATP Wave 118

	AAPOR code	Total
Completed interview	1.1	5,132
Logged on to survey; broke off	2.12	55
Logged on to survey; did not complete any items	2.1121	37
Never logged on (implicit refusal)	2.11	529
Survey completed after close of the field period	2.27	0
Completed interview but was removed for data quality		5
Screened out		0
Total panelists in the survey		5,758
Completed interviews	I	5,132
Partial interviews	P	0
Refusals	R	626
Non-contact	NC	0
Other	O	0
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		5,758
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		89%

Cumulative response rate as of ATP Wave 118

	Total
Weighted response rate to recruitment surveys	12%
% of recruitment survey respondents who agreed to join the panel, among those invited	71%
% of those agreeing to join who were active panelists at start of Wave 118	49%
Response rate to Wave 118 survey	89%
Cumulative response rate	4%

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

ASK ALL:

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

Dec 5-11,

2022

49	Yes
51	No
<1	No answer

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

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

Dec 5-11,

2022

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

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

PODCOUNT How many different podcasts are you currently listening to?

Dec 5-11,

2022

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

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

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

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

PODWHY CONTINUED ...

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

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

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

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

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

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

Dec 5-11,

2022

36	Yes
27	No
38	Not sure
-	No answer

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

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

Dec 5-11,

2022

60	Yes
39	No
<1	No answer

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

PODREC2 Have you ever recommended a podcast to someone else?

Dec 5-11,

2022

67	Yes
32	No
<1	No answer

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

Dec 5-11,

2022

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

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

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

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

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

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

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

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

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

Dec 5-11

2022

67	Yes
33	No
<1	No answer

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

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

Dec 5-11

2022

87	Mostly accurate
11	Mostly inaccurate
2	No answer

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

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

Dec 5-11

2022

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

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

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

Dec 5-11

2022

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

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

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

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

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

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

Dec 5-11

2022

20	Yes
59	No
21	Not sure
<1	No answer

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

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

Dec 5-11

2022

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

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

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

Dec 5-11

2022

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

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

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

Dec 5-11

2022

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

[ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE]

ASK ALL:

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

Dec 5-11

2022

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

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

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

BASED ON TOTAL [N=5,132]:

Dec 5-11

2022

17	The Republican Party
19	The Democratic Party
7	No answer