

**List of Tables**

|                                                                          |    |
|--------------------------------------------------------------------------|----|
| Q1. What type of podcast, if any, do you listen to most often? .....     | 2  |
| Q2. How do you prefer to listen to podcasts? .....                       | 4  |
| Q3. What’s your favorite news and politics podcast? .....                | 5  |
| Q4. What’s your favorite true crime podcast? .....                       | 9  |
| Q5. What’s your favorite celebrity and entertainment news podcast? ..... | 13 |
| Q6. What’s your favorite sports podcast? .....                           | 16 |
| Q7. What’s your favorite comedy podcast? .....                           | 20 |
| Q8. What’s your favorite health and wellness podcast? .....              | 24 |
| Survey Methodology .....                                                 | 26 |
| About College Pulse .....                                                | 27 |

Favorite Podcasts poll
November 2019 - 1501 US college students



Q1. What type of podcast, if any, do you listen to most often?

|                                  |        | Gender |       |            | Sexual Orientation |          | Political Leaning |             |            |
|----------------------------------|--------|--------|-------|------------|--------------------|----------|-------------------|-------------|------------|
|                                  | Total  | Female | Male  | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| I don't listen to podcasts       | 35%    | 41%    | 28%   | 15%        | 28%                | 37%      | 31%               | 35%         | 44%        |
| Comedy                           | 21%    | 18%    | 24%   | 18%        | 20%                | 21%      | 23%               | 21%         | 11%        |
| Other                            | 14%    | 14%    | 14%   | 34%        | 20%                | 12%      | 14%               | 16%         | 8%         |
| True crime                       | 11%    | 14%    | 6%    | 21%        | 16%                | 9%       | 14%               | 9%          | 8%         |
| News and politics                | 11%    | 6%     | 16%   | 12%        | 11%                | 10%      | 10%               | 9%          | 17%        |
| Sports                           | 4%     | 1%     | 8%    | 0%         | 1%                 | 5%       | 2%                | 4%          | 9%         |
| Health and wellness              | 3%     | 4%     | 1%    | 0%         | 3%                 | 3%       | 2%                | 4%          | 1%         |
| Celebrity and entertainment news | 3%     | 2%     | 3%    | 0%         | 1%                 | 3%       | 4%                | 2%          | 1%         |
| Refused                          | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Total                            | 102%   | 100%   | 100%  | 100%       | 100%               | 100%     | 100%              | 100%        | 99%        |
| (Unweighted N)                   | (1492) | (677)  | (770) | (76)       | (394)              | (1097)   | (498)             | (774)       | (218)      |

Favorite Podcasts poll
November 2019 - 1501 US college students



|                                  |        | Race   |       |                           |                 |                 |                   |       |
|----------------------------------|--------|--------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                                  | Total  | White  | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| I don't listen to podcasts       | 35%    | 34%    | 31%   | 36%                       | 38%             | 45%             | 33%               | 0%    |
| Comedy                           | 21%    | 18%    | 17%   | 28%                       | 27%             | 14%             | 8%                | 0%    |
| Other                            | 14%    | 15%    | 18%   | 9%                        | 12%             | 3%              | 22%               | 0%    |
| True crime                       | 11%    | 12%    | 7%    | 6%                        | 10%             | 0%              | 19%               | 0%    |
| News and politics                | 11%    | 12%    | 12%   | 5%                        | 11%             | 8%              | 10%               | 0%    |
| Sports                           | 4%     | 5%     | 6%    | 5%                        | 0%              | 8%              | 3%                | 0%    |
| Health and wellness              | 3%     | 2%     | 4%    | 5%                        | 2%              | 16%             | 2%                | 0%    |
| Celebrity and entertainment news | 3%     | 2%     | 6%    | 6%                        | 0%              | 8%              | 2%                | 0%    |
| Refused                          | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Total                            | 102%   | 100%   | 101%  | 100%                      | 100%            | 102%            | 99%               | 0%    |
| (Unweighted N)                   | (1492) | (1048) | (133) | (78)                      | (114)           | (11)            | (84)              | (23)  |

Q2. How do you prefer to listen to podcasts?

|                                    |        | Gender |       |            | Sexual Orientation |          | Political Leaning |             |            |
|------------------------------------|--------|--------|-------|------------|--------------------|----------|-------------------|-------------|------------|
|                                    | Total  | Female | Male  | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| As they come out                   | 15%    | 10%    | 21%   | 26%        | 14%                | 15%      | 15%               | 14%         | 15%        |
| Let them accumulate and binge them | 14%    | 13%    | 14%   | 21%        | 17%                | 13%      | 16%               | 13%         | 10%        |
| It depends on the podcast          | 31%    | 30%    | 32%   | 34%        | 37%                | 30%      | 33%               | 31%         | 26%        |
| I don't listen to podcasts         | 40%    | 46%    | 33%   | 19%        | 32%                | 43%      | 36%               | 41%         | 48%        |
| Refused                            | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Total                              | 100%   | 99%    | 100%  | 100%       | 100%               | 101%     | 100%              | 99%         | 99%        |
| (Unweighted N)                     | (1490) | (676)  | (769) | (76)       | (393)              | (1096)   | (498)             | (771)       | (219)      |

|                                    |        | Race   |       |                           |                 |                 |                   |       |
|------------------------------------|--------|--------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                                    | Total  | White  | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| As they come out                   | 15%    | 15%    | 13%   | 15%                       | 14%             | 0%              | 14%               | 0%    |
| Let them accumulate and binge them | 14%    | 14%    | 14%   | 13%                       | 15%             | 21%             | 10%               | 0%    |
| It depends on the podcast          | 31%    | 31%    | 32%   | 30%                       | 31%             | 34%             | 42%               | 0%    |
| I don't listen to podcasts         | 40%    | 40%    | 41%   | 42%                       | 40%             | 45%             | 34%               | 0%    |
| Refused                            | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Total                              | 100%   | 100%   | 100%  | 100%                      | 100%            | 100%            | 100%              | 0%    |
| (Unweighted N)                     | (1490) | (1049) | (133) | (75)                      | (114)           | (11)            | (84)              | (23)  |

**Favorite Podcasts poll**  
 November 2019 - 1501 US college students



Q3. What’s your favorite news and politics podcast?

|                               |       | Gender |      |            | Sexual Orientation |          | Political Leaning |             |            |
|-------------------------------|-------|--------|------|------------|--------------------|----------|-------------------|-------------|------------|
|                               | Total | Female | Male | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| None                          | 66%   | 75%    | 55%  | 68%        | 69%                | 66%      | 68%               | 66%         | 60%        |
| Other                         | 11%   | 8%     | 16%  | 9%         | 10%                | 12%      | 10%               | 13%         | 11%        |
| The Ben Shapiro Show          | 5%    | 2%     | 9%   | 1%         | 2%                 | 7%       | 1%                | 5%          | 20%        |
| NPR’s Up First                | 3%    | 3%     | 3%   | 1%         | 4%                 | 2%       | 2%                | 3%          | 2%         |
| The New York Times’ The Daily | 2%    | 2%     | 3%   | 2%         | 4%                 | 2%       | 4%                | 2%          | 1%         |
| NPR Politics Podcast          | 2%    | 2%     | 2%   | 3%         | 2%                 | 2%       | 2%                | 2%          | 0%         |
| This American Life            | 2%    | 2%     | 2%   | 7%         | 3%                 | 2%       | 3%                | 2%          | 0%         |
| BBC Global News               | 1%    | 1%     | 1%   | 3%         | 1%                 | 1%       | 1%                | 2%          | 0%         |
| Pod Save America              | 1%    | 1%     | 1%   | 0%         | 1%                 | 1%       | 2%                | 1%          | 0%         |
| PBS NewsHour                  | 1%    | 1%     | 1%   | 4%         | 1%                 | 1%       | 1%                | 1%          | 1%         |
| Axios’ Pro Rata               | 1%    | 0%     | 1%   | 0%         | 0%                 | 1%       | 1%                | 0%          | 1%         |
| Chapo Trap House              | 1%    | 0%     | 1%   | 2%         | 0%                 | 1%       | 1%                | 0%          | 0%         |
| Slate’s The Gist              | 0%    | 0%     | 1%   | 0%         | 0%                 | 1%       | 0%                | 1%          | 0%         |
| The Rachel Maddow Show        | 0%    | 1%     | 0%   | 0%         | 1%                 | 0%       | 1%                | 0%          | 0%         |
| Slate’s Political Gabfest     | 0%    | 0%     | 1%   | 0%         | 0%                 | 0%       | 1%                | 0%          | 0%         |
| Vox’s The Weeds               | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 1%         |
| New Yorker: Politics and More | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| The Guardian’s Today in Focus | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 1%          | 0%         |
| Vox’s Today Explained         | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 1%         |
| The Globalist                 | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |

|                       |        | Gender |       |            | Sexual Orientation |          | Political Leaning |             |            |
|-----------------------|--------|--------|-------|------------|--------------------|----------|-------------------|-------------|------------|
|                       | Total  | Female | Male  | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| Left, Right, & Center | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 1%         |
| Unfilter              | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| What A Day            | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Refused               | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Total                 | 96%    | 98%    | 97%   | 100%       | 98%                | 99%      | 98%               | 99%         | 99%        |
| (Unweighted N)        | (1496) | (678)  | (772) | (77)       | (395)              | (1100)   | (499)             | (774)       | (220)      |

**Favorite Podcasts poll**  
November 2019 - 1501 US college students



|                               |       | Race  |       |                           |                 |                 |                   |       |
|-------------------------------|-------|-------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                               | Total | White | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| None                          | 66%   | 66%   | 64%   | 67%                       | 67%             | 89%             | 65%               | 0%    |
| Other                         | 11%   | 10%   | 10%   | 15%                       | 15%             | 8%              | 13%               | 0%    |
| The Ben Shapiro Show          | 5%    | 8%    | 1%    | 0%                        | 3%              | 3%              | 2%                | 0%    |
| NPR's Up First                | 3%    | 3%    | 3%    | 3%                        | 1%              | 0%              | 3%                | 0%    |
| The New York Times' The Daily | 2%    | 2%    | 6%    | 3%                        | 3%              | 0%              | 2%                | 0%    |
| NPR Politics Podcast          | 2%    | 3%    | 2%    | 1%                        | 1%              | 0%              | 2%                | 0%    |
| This American Life            | 2%    | 2%    | 2%    | 1%                        | 2%              | 0%              | 8%                | 0%    |
| BBC Global News               | 1%    | 1%    | 2%    | 4%                        | 0%              | 0%              | 0%                | 0%    |
| Pod Save America              | 1%    | 2%    | 1%    | 1%                        | 1%              | 0%              | 1%                | 0%    |
| PBS NewsHour                  | 1%    | 1%    | 1%    | 0%                        | 3%              | 0%              | 1%                | 0%    |
| Axios' Pro Rata               | 1%    | 1%    | 1%    | 2%                        | 0%              | 0%              | 0%                | 0%    |
| Chapo Trap House              | 1%    | 1%    | 1%    | 1%                        | 1%              | 0%              | 1%                | 0%    |
| Slate's The Gist              | 0%    | 0%    | 1%    | 2%                        | 0%              | 0%              | 0%                | 0%    |
| The Rachel Maddow Show        | 0%    | 1%    | 0%    | 0%                        | 1%              | 0%              | 1%                | 0%    |
| Slate's Political Gabfest     | 0%    | 0%    | 1%    | 0%                        | 1%              | 0%              | 0%                | 0%    |
| Vox's The Weeds               | 0%    | 0%    | 0%    | 0%                        | 1%              | 0%              | 1%                | 0%    |
| New Yorker: Politics and More | 0%    | 0%    | 2%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| The Guardian's Today in Focus | 0%    | 0%    | 0%    | 0%                        | 2%              | 0%              | 0%                | 0%    |
| Vox's Today Explained         | 0%    | 0%    | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| The Globalist                 | 0%    | 0%    | 1%    | 0%                        | 0%              | 0%              | 1%                | 0%    |
| Left, Right, & Center         | 0%    | 0%    | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |

|                |        | Race   |       |                           |                 |                 |                   |       |
|----------------|--------|--------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                | Total  | White  | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| Unfilter       | 0%     | 0%     | 2%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| What A Day     | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Refused        | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Total          | 96%    | 101%   | 101%  | 100%                      | 102%            | 100%            | 101%              | 0%    |
| (Unweighted N) | (1496) | (1052) | (133) | (78)                      | (114)           | (11)            | (84)              | (23)  |

Favorite Podcasts poll
November 2019 - 1501 US college students



Q4. What’s your favorite true crime podcast?

|                                       |       | Gender |      |            | Sexual Orientation |          | Political Leaning |             |            |
|---------------------------------------|-------|--------|------|------------|--------------------|----------|-------------------|-------------|------------|
|                                       | Total | Female | Male | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| None                                  | 73%   | 70%    | 78%  | 68%        | 69%                | 75%      | 70%               | 75%         | 78%        |
| Other                                 | 6%    | 7%     | 5%   | 12%        | 9%                 | 5%       | 6%                | 7%          | 4%         |
| My Favorite Murder                    | 5%    | 7%     | 3%   | 11%        | 10%                | 3%       | 6%                | 5%          | 1%         |
| Serial                                | 4%    | 4%     | 3%   | 2%         | 3%                 | 4%       | 5%                | 3%          | 2%         |
| Crime Junkie                          | 2%    | 2%     | 1%   | 1%         | 2%                 | 2%       | 1%                | 1%          | 3%         |
| Dateline NBC                          | 2%    | 2%     | 2%   | 1%         | 1%                 | 2%       | 2%                | 1%          | 2%         |
| Monster: The Zodiac Killer            | 1%    | 1%     | 1%   | 0%         | 0%                 | 1%       | 0%                | 1%          | 1%         |
| Crimetown                             | 1%    | 1%     | 1%   | 2%         | 1%                 | 1%       | 0%                | 1%          | 0%         |
| Casefile                              | 1%    | 1%     | 1%   | 0%         | 0%                 | 1%       | 2%                | 1%          | 1%         |
| In The Dark                           | 1%    | 1%     | 1%   | 0%         | 0%                 | 1%       | 1%                | 1%          | 0%         |
| Criminal                              | 1%    | 1%     | 0%   | 0%         | 0%                 | 1%       | 0%                | 1%          | 1%         |
| Up and Vanished                       | 1%    | 1%     | 0%   | 0%         | 0%                 | 1%       | 1%                | 0%          | 2%         |
| Missing & Murdered                    | 1%    | 1%     | 0%   | 0%         | 0%                 | 1%       | 1%                | 1%          | 0%         |
| Man in the Window                     | 1%    | 0%     | 1%   | 0%         | 1%                 | 0%       | 1%                | 1%          | 0%         |
| True Crime Fan Club                   | 0%    | 0%     | 1%   | 0%         | 1%                 | 0%       | 1%                | 0%          | 0%         |
| The Thing About Pan                   | 0%    | 0%     | 0%   | 0%         | 0%                 | 1%       | 1%                | 0%          | 0%         |
| The Clearing                          | 0%    | 1%     | 0%   | 2%         | 0%                 | 0%       | 0%                | 0%          | 2%         |
| To Live and Die in LA                 | 0%    | 0%     | 1%   | 0%         | 1%                 | 0%       | 0%                | 0%          | 0%         |
| Bear Brook                            | 0%    | 1%     | 0%   | 0%         | 0%                 | 0%       | 1%                | 0%          | 0%         |
| DIE-ALOGUE: a true crime conversation | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 2%         |

|                |        | Gender |       |            | Sexual Orientation |          | Political Leaning |             |            |
|----------------|--------|--------|-------|------------|--------------------|----------|-------------------|-------------|------------|
|                | Total  | Female | Male  | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| Dirty John     | 0%     | 0%     | 0%    | 0%         | 1%                 | 0%       | 0%                | 0%          | 0%         |
| Refused        | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Total          | 100%   | 101%   | 99%   | 99%        | 99%                | 99%      | 99%               | 99%         | 99%        |
| (Unweighted N) | (1496) | (678)  | (772) | (77)       | (395)              | (1100)   | (499)             | (774)       | (220)      |

**Favorite Podcasts poll**  
 November 2019 - 1501 US college students



|                                       |       | Race  |       |                           |                 |                 |                   |       |
|---------------------------------------|-------|-------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                                       | Total | White | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| None                                  | 73%   | 73%   | 74%   | 75%                       | 72%             | 79%             | 67%               | 0%    |
| Other                                 | 6%    | 7%    | 4%    | 4%                        | 7%              | 18%             | 11%               | 0%    |
| My Favorite Murder                    | 5%    | 5%    | 5%    | 2%                        | 7%              | 0%              | 8%                | 0%    |
| Serial                                | 4%    | 4%    | 1%    | 6%                        | 2%              | 0%              | 9%                | 0%    |
| Crime Junkie                          | 2%    | 3%    | 1%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Dateline NBC                          | 2%    | 1%    | 2%    | 3%                        | 2%              | 0%              | 1%                | 0%    |
| Monster: The Zodiac Killer            | 1%    | 1%    | 0%    | 0%                        | 2%              | 0%              | 0%                | 0%    |
| Crimetown                             | 1%    | 1%    | 1%    | 2%                        | 2%              | 0%              | 0%                | 0%    |
| Casefile                              | 1%    | 1%    | 2%    | 2%                        | 0%              | 0%              | 3%                | 0%    |
| In The Dark                           | 1%    | 1%    | 2%    | 2%                        | 1%              | 0%              | 0%                | 0%    |
| Criminal                              | 1%    | 1%    | 2%    | 0%                        | 0%              | 3%              | 0%                | 0%    |
| Up and Vanished                       | 1%    | 1%    | 0%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| Missing & Murdered                    | 1%    | 0%    | 0%    | 1%                        | 2%              | 0%              | 0%                | 0%    |
| Man in the Window                     | 1%    | 0%    | 1%    | 1%                        | 1%              | 0%              | 0%                | 0%    |
| True Crime Fan Club                   | 0%    | 0%    | 0%    | 1%                        | 1%              | 0%              | 0%                | 0%    |
| The Thing About Pan                   | 0%    | 0%    | 0%    | 0%                        | 2%              | 0%              | 2%                | 0%    |
| The Clearing                          | 0%    | 1%    | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| To Live and Die in LA                 | 0%    | 0%    | 2%    | 0%                        | 1%              | 0%              | 0%                | 0%    |
| Bear Brook                            | 0%    | 0%    | 0%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| DIE-ALOGUE: a true crime conversation | 0%    | 0%    | 1%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Dirty John                            | 0%    | 0%    | 2%    | 0%                        | 0%              | 0%              | 0%                | 0%    |

|                |        | Race   |       |                           |                 |                 |                   |       |
|----------------|--------|--------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                | Total  | White  | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| Refused        | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Total          | 100%   | 100%   | 100%  | 101%                      | 102%            | 100%            | 101%              | 0%    |
| (Unweighted N) | (1496) | (1052) | (133) | (78)                      | (114)           | (11)            | (84)              | (23)  |

Favorite Podcasts poll

November 2019 - 1501 US college students



Q5. What’s your favorite celebrity and entertainment news podcast?

|                                              |       | Gender |      |            | Sexual Orientation |          | Political Leaning |             |            |
|----------------------------------------------|-------|--------|------|------------|--------------------|----------|-------------------|-------------|------------|
|                                              | Total | Female | Male | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| None                                         | 82%   | 82%    | 80%  | 93%        | 82%                | 81%      | 77%               | 83%         | 86%        |
| Other                                        | 7%    | 7%     | 8%   | 0%         | 7%                 | 7%       | 8%                | 7%          | 4%         |
| Office Ladies                                | 2%    | 3%     | 1%   | 0%         | 1%                 | 2%       | 2%                | 1%          | 4%         |
| GGN with Snoop Dogg                          | 1%    | 1%     | 2%   | 0%         | 1%                 | 2%       | 2%                | 1%          | 0%         |
| RuPaul: What's the Tee?                      | 1%    | 2%     | 1%   | 0%         | 3%                 | 1%       | 2%                | 1%          | 1%         |
| How Did This Get Made?                       | 1%    | 1%     | 1%   | 1%         | 1%                 | 1%       | 2%                | 1%          | 1%         |
| NPR’s Pop Culture Happy Hour                 | 1%    | 1%     | 1%   | 2%         | 1%                 | 1%       | 1%                | 1%          | 1%         |
| Comments by Celebs                           | 1%    | 1%     | 1%   | 0%         | 1%                 | 1%       | 1%                | 0%          | 0%         |
| Page Seven                                   | 1%    | 1%     | 1%   | 2%         | 1%                 | 1%       | 1%                | 1%          | 0%         |
| Who? Weekly                                  | 1%    | 1%     | 1%   | 0%         | 0%                 | 1%       | 1%                | 0%          | 0%         |
| Scrubbing In With Becca Tilley and Tanya Rad | 1%    | 0%     | 1%   | 0%         | 0%                 | 1%       | 0%                | 0%          | 1%         |
| Straight Shuter                              | 1%    | 0%     | 1%   | 0%         | 0%                 | 1%       | 1%                | 1%          | 0%         |
| Keep It!                                     | 0%    | 0%     | 0%   | 0%         | 1%                 | 0%       | 1%                | 0%          | 1%         |
| Extra Extra                                  | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 1%         |
| The Hollywood Rockin' Wrap Up                | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Gossip With Celebitchy                       | 0%    | 0%     | 0%   | 1%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Escape to Reality: a Reality TV Podcast      | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| The Drama Club                               | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Jezebel's DirtCast                           | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |

|                |        | Gender |       |            | Sexual Orientation |          | Political Leaning |             |            |
|----------------|--------|--------|-------|------------|--------------------|----------|-------------------|-------------|------------|
|                | Total  | Female | Male  | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| Refused        | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Total          | 100%   | 100%   | 99%   | 99%        | 99%                | 100%     | 99%               | 97%         | 100%       |
| (Unweighted N) | (1494) | (676)  | (772) | (77)       | (394)              | (1099)   | (498)             | (773)       | (220)      |

Favorite Podcasts poll

November 2019 - 1501 US college students



|                                              |        | Race   |       |                           |                 |                 |                   |       |
|----------------------------------------------|--------|--------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                                              | Total  | White  | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| None                                         | 82%    | 85%    | 81%   | 73%                       | 76%             | 92%             | 86%               | 0%    |
| Other                                        | 7%     | 6%     | 4%    | 10%                       | 9%              | 8%              | 5%                | 0%    |
| Office Ladies                                | 2%     | 2%     | 1%    | 0%                        | 3%              | 0%              | 2%                | 0%    |
| GGN with Snoop Dogg                          | 1%     | 1%     | 0%    | 5%                        | 2%              | 0%              | 0%                | 0%    |
| RuPaul: What's the Tee?                      | 1%     | 1%     | 2%    | 0%                        | 4%              | 0%              | 0%                | 0%    |
| How Did This Get Made?                       | 1%     | 0%     | 2%    | 3%                        | 2%              | 0%              | 2%                | 0%    |
| NPR's Pop Culture Happy Hour                 | 1%     | 1%     | 0%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| Comments by Celebs                           | 1%     | 0%     | 0%    | 1%                        | 2%              | 0%              | 0%                | 0%    |
| Page Seven                                   | 1%     | 0%     | 1%    | 2%                        | 0%              | 0%              | 2%                | 0%    |
| Who? Weekly                                  | 1%     | 0%     | 3%    | 0%                        | 1%              | 0%              | 0%                | 0%    |
| Scrubbing In With Becca Tilley and Tanya Rad | 1%     | 0%     | 0%    | 1%                        | 1%              | 0%              | 1%                | 0%    |
| Straight Shuter                              | 1%     | 0%     | 1%    | 2%                        | 0%              | 0%              | 0%                | 0%    |
| Keep It!                                     | 0%     | 0%     | 0%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| Extra Extra                                  | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| The Hollywood Rockin' Wrap Up                | 0%     | 0%     | 2%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Gossip With Celebitchy                       | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 1%                | 0%    |
| Escape to Reality: a Reality TV Podcast      | 0%     | 0%     | 1%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| The Drama Club                               | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Jezebel's DirtCast                           | 0%     | 0%     | 1%    | 0%                        | 0%              | 0%              | 1%                | 0%    |
| Refused                                      | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Total                                        | 100%   | 96%    | 99%   | 99%                       | 100%            | 100%            | 100%              | 0%    |
| (Unweighted N)                               | (1494) | (1051) | (132) | (78)                      | (114)           | (11)            | (84)              | (23)  |

*Q6. What's your favorite sports podcast?*

|                                     |       | Gender |      |            | Sexual Orientation |          | Political Leaning |             |            |
|-------------------------------------|-------|--------|------|------------|--------------------|----------|-------------------|-------------|------------|
|                                     | Total | Female | Male | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| None                                | 83%   | 91%    | 71%  | 94%        | 88%                | 81%      | 84%               | 83%         | 75%        |
| Other                               | 5%    | 3%     | 7%   | 1%         | 5%                 | 4%       | 5%                | 4%          | 6%         |
| Pardon My Take                      | 2%    | 1%     | 3%   | 0%         | 1%                 | 2%       | 2%                | 1%          | 5%         |
| The Herd with Colin Cowherd         | 2%    | 0%     | 4%   | 0%         | 0%                 | 2%       | 1%                | 2%          | 5%         |
| First Take                          | 2%    | 0%     | 4%   | 1%         | 0%                 | 2%       | 1%                | 2%          | 1%         |
| The Bill Simmons Podcast            | 1%    | 1%     | 2%   | 0%         | 1%                 | 1%       | 2%                | 1%          | 0%         |
| The Fighter & The Kid               | 1%    | 1%     | 1%   | 0%         | 0%                 | 1%       | 1%                | 1%          | 1%         |
| 30 for 30 Podcasts                  | 1%    | 0%     | 2%   | 0%         | 0%                 | 1%       | 1%                | 1%          | 2%         |
| Sports Wars                         | 1%    | 0%     | 1%   | 0%         | 0%                 | 1%       | 0%                | 1%          | 1%         |
| Men in Blazers                      | 1%    | 0%     | 1%   | 0%         | 1%                 | 1%       | 0%                | 1%          | 2%         |
| The Dan Le Batard Show with Stugotz | 1%    | 0%     | 1%   | 3%         | 1%                 | 1%       | 0%                | 1%          | 1%         |
| Only A Game                         | 0%    | 0%     | 1%   | 0%         | 1%                 | 0%       | 1%                | 0%          | 0%         |
| Against the Rules                   | 0%    | 1%     | 0%   | 0%         | 0%                 | 1%       | 0%                | 0%          | 1%         |
| Pull Up with CJ McCollum            | 0%    | 0%     | 1%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Steve McNair: Fall of a Titan       | 0%    | 1%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 1%          | 0%         |
| Throwback                           | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Edge of Sports                      | 0%    | 0%     | 0%   | 1%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| View from the Cheap Seats           | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| The Mina Kimes Show Featuring Lenny | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |

|                 |        | Gender |       |            | Sexual Orientation |          | Political Leaning |             |            |
|-----------------|--------|--------|-------|------------|--------------------|----------|-------------------|-------------|------------|
|                 | Total  | Female | Male  | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| Outside Podcast | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Refused         | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Total           | 100%   | 99%    | 99%   | 100%       | 98%                | 98%      | 98%               | 99%         | 100%       |
| (Unweighted N)  | (1495) | (677)  | (772) | (77)       | (394)              | (1100)   | (498)             | (774)       | (220)      |

Favorite Podcasts poll
November 2019 - 1501 US college students



|                                     |       | Race  |       |                           |                 |                 |                   |       |
|-------------------------------------|-------|-------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                                     | Total | White | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| None                                | 83%   | 83%   | 76%   | 76%                       | 86%             | 78%             | 92%               | 0%    |
| Other                               | 5%    | 5%    | 1%    | 2%                        | 5%              | 16%             | 3%                | 0%    |
| Pardon My Take                      | 2%    | 3%    | 1%    | 1%                        | 2%              | 0%              | 0%                | 0%    |
| The Herd with Colin Cowherd         | 2%    | 2%    | 0%    | 4%                        | 1%              | 0%              | 0%                | 0%    |
| First Take                          | 2%    | 1%    | 5%    | 4%                        | 2%              | 3%              | 0%                | 0%    |
| The Bill Simmons Podcast            | 1%    | 0%    | 0%    | 2%                        | 3%              | 3%              | 0%                | 0%    |
| The Fighter & The Kid               | 1%    | 1%    | 1%    | 3%                        | 0%              | 0%              | 1%                | 0%    |
| 30 for 30 Podcasts                  | 1%    | 1%    | 4%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| Sports Wars                         | 1%    | 0%    | 3%    | 2%                        | 1%              | 0%              | 1%                | 0%    |
| Men in Blazers                      | 1%    | 1%    | 1%    | 0%                        | 0%              | 0%              | 3%                | 0%    |
| The Dan Le Batard Show with Stugotz | 1%    | 0%    | 0%    | 2%                        | 1%              | 0%              | 0%                | 0%    |
| Only A Game                         | 0%    | 0%    | 0%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| Against the Rules                   | 0%    | 0%    | 3%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Pull Up with CJ McCollum            | 0%    | 0%    | 2%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Steve McNair: Fall of a Titan       | 0%    | 0%    | 1%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| Throwback                           | 0%    | 0%    | 0%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| Edge of Sports                      | 0%    | 0%    | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| View from the Cheap Seats           | 0%    | 0%    | 1%    | 0%                        | 0%              | 0%              | 1%                | 0%    |
| The Mina Kimes Show Featuring Lenny | 0%    | 0%    | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Outside Podcast                     | 0%    | 0%    | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |

|                |        | Race   |       |                           |                 |                 |                   |       |
|----------------|--------|--------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                | Total  | White  | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| Refused        | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Total          | 100%   | 97%    | 99%   | 100%                      | 101%            | 100%            | 101%              | 0%    |
| (Unweighted N) | (1495) | (1051) | (133) | (78)                      | (114)           | (11)            | (84)              | (23)  |

**Favorite Podcasts poll**  
 November 2019 - 1501 US college students



Q7. What’s your favorite comedy podcast?

|                                   |       | Gender |      |            | Sexual Orientation |          | Political Leaning |             |            |
|-----------------------------------|-------|--------|------|------------|--------------------|----------|-------------------|-------------|------------|
|                                   | Total | Female | Male | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| None                              | 62%   | 69%    | 54%  | 55%        | 60%                | 63%      | 61%               | 62%         | 69%        |
| Other                             | 15%   | 13%    | 16%  | 33%        | 21%                | 13%      | 17%               | 15%         | 7%         |
| The Joe Rogan Experience          | 7%    | 2%     | 14%  | 0%         | 2%                 | 8%       | 3%                | 9%          | 9%         |
| Call Her Daddy                    | 3%    | 3%     | 3%   | 2%         | 2%                 | 3%       | 2%                | 3%          | 5%         |
| The Daily Show with Trevor Noah   | 3%    | 3%     | 3%   | 3%         | 3%                 | 2%       | 4%                | 2%          | 1%         |
| The Breakfast Club                | 2%    | 3%     | 1%   | 0%         | 2%                 | 2%       | 2%                | 3%          | 0%         |
| My Dad Wrote a Porno              | 1%    | 1%     | 1%   | 6%         | 2%                 | 1%       | 2%                | 1%          | 2%         |
| Armchair Expert with Dax          | 1%    | 1%     | 1%   | 0%         | 0%                 | 1%       | 1%                | 1%          | 0%         |
| 2 Dope Queens                     | 1%    | 1%     | 1%   | 0%         | 3%                 | 0%       | 2%                | 1%          | 0%         |
| WTF with Marc Maron               | 1%    | 0%     | 1%   | 0%         | 0%                 | 1%       | 0%                | 1%          | 1%         |
| The Guilty Feminist               | 1%    | 1%     | 1%   | 0%         | 1%                 | 1%       | 1%                | 0%          | 0%         |
| Good Morning From Hell            | 1%    | 1%     | 0%   | 0%         | 1%                 | 1%       | 1%                | 1%          | 0%         |
| The Bill Bert Podcast             | 1%    | 1%     | 0%   | 0%         | 0%                 | 1%       | 0%                | 1%          | 0%         |
| The Morning Toast                 | 1%    | 1%     | 0%   | 0%         | 0%                 | 1%       | 1%                | 0%          | 1%         |
| 3 Girls, 1 Keith with Amy Schumer | 0%    | 0%     | 1%   | 0%         | 1%                 | 0%       | 1%                | 0%          | 1%         |
| Girls Gotta Eat                   | 0%    | 0%     | 1%   | 0%         | 0%                 | 1%       | 0%                | 0%          | 2%         |
| Conan O'Brien Needs a Friend      | 0%    | 0%     | 1%   | 0%         | 1%                 | 0%       | 0%                | 0%          | 0%         |
| Andrea Savage: A Grown-Up         | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 1%          | 1%         |
| The Bugle                         | 0%    | 0%     | 1%   | 1%         | 1%                 | 0%       | 0%                | 1%          | 0%         |
| The Adam Carolla Show             | 0%    | 0%     | 0%   | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |

|                           |        | Gender |       |            | Sexual Orientation |          | Political Leaning |             |            |
|---------------------------|--------|--------|-------|------------|--------------------|----------|-------------------|-------------|------------|
|                           | Total  | Female | Male  | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| Anna Faris is Unqualified | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Refused                   | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Total                     | 100%   | 100%   | 100%  | 100%       | 100%               | 99%      | 98%               | 102%        | 99%        |
| (Unweighted N)            | (1495) | (677)  | (772) | (77)       | (394)              | (1100)   | (498)             | (774)       | (220)      |

Favorite Podcasts poll
November 2019 - 1501 US college students



|                                   |       | Race  |       |                           |                 |                 |                   |       |
|-----------------------------------|-------|-------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                                   | Total | White | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| None                              | 62%   | 62%   | 61%   | 60%                       | 66%             | 83%             | 55%               | 0%    |
| Other                             | 15%   | 16%   | 16%   | 12%                       | 13%             | 11%             | 19%               | 0%    |
| The Joe Rogan Experience          | 7%    | 8%    | 3%    | 3%                        | 8%              | 0%              | 6%                | 0%    |
| Call Her Daddy                    | 3%    | 4%    | 0%    | 3%                        | 0%              | 0%              | 1%                | 0%    |
| The Daily Show with Trevor Noah   | 3%    | 2%    | 2%    | 2%                        | 2%              | 3%              | 9%                | 0%    |
| The Breakfast Club                | 2%    | 0%    | 1%    | 9%                        | 2%              | 0%              | 4%                | 0%    |
| My Dad Wrote a Porno              | 1%    | 2%    | 1%    | 0%                        | 1%              | 0%              | 1%                | 0%    |
| Armchair Expert with Dax          | 1%    | 1%    | 1%    | 2%                        | 0%              | 0%              | 1%                | 0%    |
| 2 Dope Queens                     | 1%    | 1%    | 2%    | 0%                        | 2%              | 0%              | 4%                | 0%    |
| WTF with Marc Maron               | 1%    | 0%    | 3%    | 2%                        | 0%              | 0%              | 1%                | 0%    |
| The Guilty Feminist               | 1%    | 0%    | 1%    | 2%                        | 1%              | 0%              | 0%                | 0%    |
| Good Morning From Hell            | 1%    | 0%    | 1%    | 1%                        | 1%              | 0%              | 0%                | 0%    |
| The Bill Bert Podcast             | 1%    | 0%    | 2%    | 2%                        | 0%              | 0%              | 0%                | 0%    |
| The Morning Toast                 | 1%    | 0%    | 0%    | 0%                        | 2%              | 0%              | 0%                | 0%    |
| 3 Girls, 1 Keith with Amy Schumer | 0%    | 0%    | 1%    | 1%                        | 1%              | 0%              | 0%                | 0%    |
| Girls Gotta Eat                   | 0%    | 0%    | 1%    | 0%                        | 1%              | 0%              | 0%                | 0%    |
| Conan O'Brien Needs a Friend      | 0%    | 1%    | 1%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Andrea Savage: A Grown-Up         | 0%    | 0%    | 0%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| The Bugle                         | 0%    | 0%    | 2%    | 0%                        | 0%              | 3%              | 0%                | 0%    |
| The Adam Carolla Show             | 0%    | 0%    | 1%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Anna Faris is Unqualified         | 0%    | 0%    | 1%    | 0%                        | 0%              | 0%              | 0%                | 0%    |

|                |        | Race   |       |                           |                 |                 |                   |       |
|----------------|--------|--------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                | Total  | White  | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| Refused        | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Total          | 100%   | 97%    | 101%  | 100%                      | 100%            | 100%            | 101%              | 0%    |
| (Unweighted N) | (1495) | (1051) | (133) | (78)                      | (114)           | (11)            | (84)              | (23)  |

**Favorite Podcasts poll**  
 November 2019 - 1501 US college students



Q8. What’s your favorite health and wellness podcast?

|                                     |        | Gender |       |            | Sexual Orientation |          | Political Leaning |             |            |
|-------------------------------------|--------|--------|-------|------------|--------------------|----------|-------------------|-------------|------------|
|                                     | Total  | Female | Male  | Non Binary | LGBTQIA            | Straight | Democrat          | Independent | Republican |
| None                                | 86%    | 86%    | 86%   | 79%        | 84%                | 87%      | 84%               | 87%         | 88%        |
| Other                               | 4%     | 5%     | 3%    | 14%        | 5%                 | 4%       | 5%                | 5%          | 2%         |
| UnF*ck Your Brain                   | 2%     | 2%     | 2%    | 2%         | 2%                 | 1%       | 3%                | 1%          | 2%         |
| Sleep With Me                       | 1%     | 2%     | 1%    | 3%         | 2%                 | 1%       | 2%                | 1%          | 1%         |
| Ten Percent Happier with Dan Harris | 1%     | 1%     | 1%    | 0%         | 0%                 | 1%       | 0%                | 1%          | 3%         |
| Life Kit: All Guides                | 1%     | 1%     | 1%    | 0%         | 1%                 | 1%       | 1%                | 1%          | 1%         |
| The Health Code                     | 1%     | 1%     | 1%    | 0%         | 1%                 | 0%       | 1%                | 1%          | 0%         |
| Happier with Gretchen Rubin         | 1%     | 0%     | 1%    | 1%         | 0%                 | 1%       | 1%                | 1%          | 0%         |
| Food Heaven                         | 1%     | 0%     | 1%    | 1%         | 0%                 | 1%       | 1%                | 1%          | 0%         |
| On Purpose with Jay Shetty          | 1%     | 0%     | 1%    | 0%         | 0%                 | 1%       | 1%                | 1%          | 1%         |
| Lemon Water                         | 1%     | 1%     | 1%    | 0%         | 0%                 | 1%       | 0%                | 1%          | 1%         |
| Soul On Fire                        | 0%     | 0%     | 1%    | 0%         | 1%                 | 0%       | 0%                | 1%          | 0%         |
| The mindbodygreen Podcast           | 0%     | 0%     | 1%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 1%         |
| Sincerely, Hueman                   | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Well Now                            | 0%     | 0%     | 1%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 1%         |
| Kalyn's Coffee Talk                 | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| The goop Podcast                    | 0%     | 0%     | 0%    | 0%         | 1%                 | 0%       | 0%                | 0%          | 1%         |
| Body Kindness                       | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Refused                             | 0%     | 0%     | 0%    | 0%         | 0%                 | 0%       | 0%                | 0%          | 0%         |
| Total                               | 100%   | 99%    | 102%  | 100%       | 97%                | 99%      | 99%               | 102%        | 102%       |
| (Unweighted N)                      | (1494) | (676)  | (772) | (77)       | (394)              | (1099)   | (498)             | (773)       | (220)      |

**Favorite Podcasts poll**  
 November 2019 - 1501 US college students



|                                     |        | Race   |       |                           |                 |                 |                   |       |
|-------------------------------------|--------|--------|-------|---------------------------|-----------------|-----------------|-------------------|-------|
|                                     | Total  | White  | Asian | Black Or African American | Hispanic Latino | American Indian | Two Or More Races | Other |
| None                                | 86%    | 88%    | 80%   | 79%                       | 89%             | 63%             | 92%               | 0%    |
| Other                               | 4%     | 5%     | 5%    | 5%                        | 2%              | 16%             | 2%                | 0%    |
| UnF*ck Your Brain                   | 2%     | 1%     | 2%    | 3%                        | 1%              | 11%             | 3%                | 0%    |
| Sleep With Me                       | 1%     | 1%     | 3%    | 2%                        | 0%              | 0%              | 0%                | 0%    |
| Ten Percent Happier with Dan Harris | 1%     | 1%     | 2%    | 2%                        | 1%              | 0%              | 0%                | 0%    |
| Life Kit: All Guides                | 1%     | 1%     | 0%    | 1%                        | 2%              | 0%              | 1%                | 0%    |
| The Health Code                     | 1%     | 0%     | 2%    | 2%                        | 1%              | 0%              | 0%                | 0%    |
| Happier with Gretchen Rubin         | 1%     | 0%     | 1%    | 2%                        | 0%              | 0%              | 0%                | 0%    |
| Food Heaven                         | 1%     | 0%     | 1%    | 0%                        | 3%              | 0%              | 0%                | 0%    |
| On Purpose with Jay Shetty          | 1%     | 1%     | 1%    | 0%                        | 1%              | 0%              | 0%                | 0%    |
| Lemon Water                         | 1%     | 0%     | 0%    | 2%                        | 0%              | 8%              | 0%                | 0%    |
| Soul On Fire                        | 0%     | 0%     | 1%    | 0%                        | 1%              | 0%              | 2%                | 0%    |
| The mindbodygreen Podcast           | 0%     | 0%     | 1%    | 1%                        | 0%              | 0%              | 0%                | 0%    |
| Sincerely, Hueman                   | 0%     | 0%     | 0%    | 0%                        | 0%              | 3%              | 0%                | 0%    |
| Well Now                            | 0%     | 0%     | 1%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Kalyn's Coffee Talk                 | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 1%                | 0%    |
| The goop Podcast                    | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Body Kindness                       | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Refused                             | 0%     | 0%     | 0%    | 0%                        | 0%              | 0%              | 0%                | 0%    |
| Total                               | 100%   | 98%    | 100%  | 99%                       | 101%            | 101%            | 101%              | 0%    |
| (Unweighted N)                      | (1494) | (1051) | (132) | (78)                      | (114)           | (11)            | (84)              | (23)  |

## Favorite Podcasts poll

November 2019 - 1501 US college students



### Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 1501 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IPF) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is  $\pm 2.9\%$ . Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

## **Favorite Podcasts poll**

November 2019 - 1501 US college students



### **About College Pulse**

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>