



OUR BEST INTEL

The Latest Data, Charts & Insights

APRIL 12, 2021

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RESEARCH INTEL Chart of the Day

Brands & Politics: What We Shared With Top CEOs



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of Americans
think companies
should **cut back on
donations to elected
officials who are
working to limit
voting rights.**

Full conducted April 8-9, 2021 among a national sample of 1,227 Adults.
Results from the full survey have a margin of error of plus or minus 3
percentage points.

Dr. Kyle Dropp, co-founder and president of Morning Consult, joined over 100 corporate leaders on a conference call this weekend to present new data on

brands' engagement in politics, including around restrictive voting laws. One key highlight from the data: 57 percent of Americans think companies should cut back on donations to elected officials who are working to limit voting rights.

"At Morning Consult, we're committed to providing leaders real-time, intelligent data for a competitive advantage," shares Kyle. "Our latest data in the past week alone reveals a more united front from the public than may have been expected when it comes to brand engagement on politics and social issues."

You can learn more about the discussion and the latest Morning Consult data on this topic in [The Wall Street Journal](#), [The New York Times](#), the [Financial Times](#), and on [CNBC](#).

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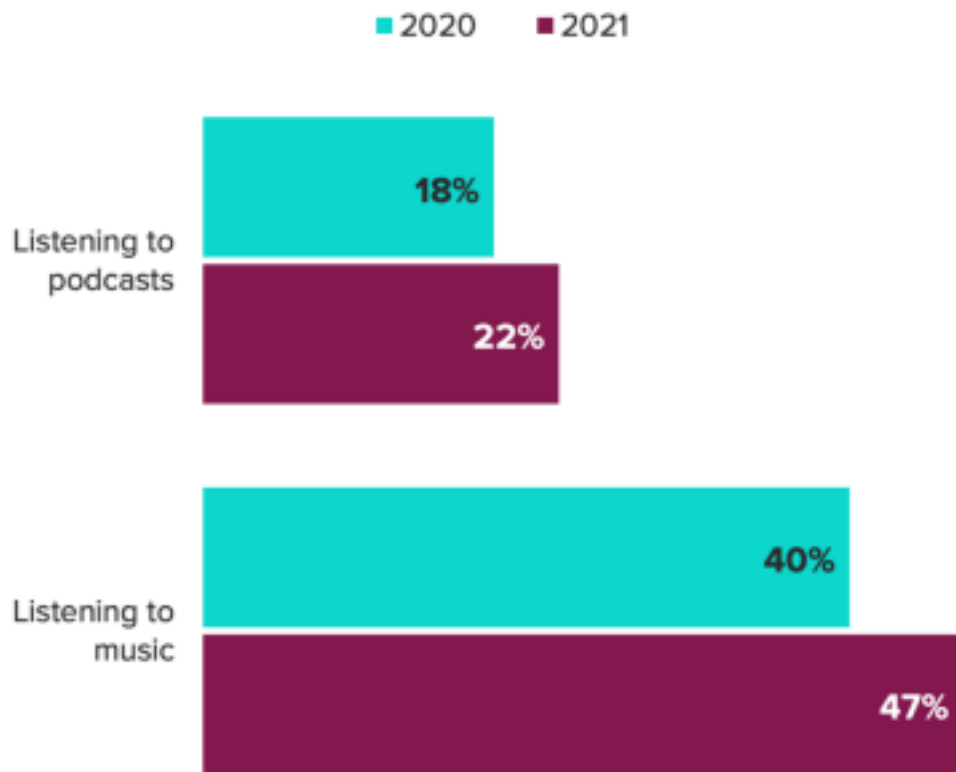


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Chart of the Day

Podcast, Music Listening Increased Amid Pandemic

Respondents who said they are doing more of the following activities due to social distancing practices:



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Polls conducted March 23-26, 2021, and March 24-26, 2020, among 2,200 U.S. adults each, with margins of error of +/-2%.

The business of podcasting seems to have proven immune to the negative impacts of the coronavirus pandemic. The industry has seen an increase in listenership, according to Morning Consult trend data and insights from industry leaders, which includes new listeners discovering the medium for the first time, as well as existing fans listening to podcasts more frequently.

Roughly one-quarter (22 percent) of U.S. adults said they're listening to podcasts more due to social distancing and stay-at-home habits. About 1 in 3 Americans (32 percent) said they now listen to podcasts at least once a week. When asked to reflect on their pre-pandemic listening habits, 26 percent said they streamed podcasts at least weekly.

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