

We Are Libertarians Audience Metrics

- We Are Libertarians - 1 Episodes per week (Wednesday)
- 3,537,426 total downloads since 2012
- Downloads in March 2019 - 96,300
- Downloads in July 2018 - 66,884
- Downloads in July 2017 - 59,172
- Average downloads within 24 hours: 2,000 downloads
- Average downloads within 1 month: 6,500
- Average downloads within 1 year: 10,300

Other WAL Numbers:

- 96,000 Facebook Likes
- 2000 Facebook Group Members
- 104 Patrons contribute \$1,438 a month in Patreon
- 7000 Twitter Followers
- 14,000 Instagram Followers
- 1,400 YouTube Subscribers
- 700 Email Subscribers
- 200 Visitors to WeAreLibertarians.com a day
- 85 Twitch Followers
- 300 Discord Members

Rate card

- \$20 per CPM/30 Days. As of 2-2020, this is 5,000 on average. \$100 per episode.

This includes a text ad in the description on the website and podcast description.

Ad will be distributed on the following platforms (audio and video): Podcast feed in any podcast app such as Stitcher, fireside.fm, Castbox, Pocketcasts, etc, website, Soundcloud, YouTube, and Facebook (on some occasions).

Frequency is an important part of advertising. We recommend 6 to 10 shows or more for maximum effectiveness.

Testimonials

“Your podcast has added remarkable value to my life; thank you!” - **Eric**

“Thank you again for continuing to put out excellent content. More than many other podcasts that I’ve listened to, yours is engaging, interesting, and thoughtful.” - **Joshua**

“The reason I choose to support the WAL is because WAL is a show that knows its listeners are intelligent and delivers information accordingly. Topics are well researched and cited and are broken down rather than being “dumbed down.” My small contribution of \$5 per month is the least I can do in exchange for the valuable content that I would miss if it were to be discontinued.” - **Melissa**

“I love being part of the community and supporting the show. I chose to support the show because it is a real discussion about politics that is not too ideological. You can tell that Chris doesn’t hold his ideas in a vacuum and challenges himself to learn more and we learn with him. There needs to be more shows like We are Libertarians, so I am happy to support the show so it can serve as that example.” - **Joseph**

“I started listening to the podcast somewhere in the 30’s. And, I’ve listened to the entire catalog. I got really nervous that the podcast would end after the episode when your wife left you. I’d had so many “AHA!” moments listening to you explain ideas that I hadn’t been able to fully form or articulate that I panicked a little thinking about how I would keep learning. And, you’d challenged a lot of my natural instincts – both politically and in my personal life.

And, that’s the thing that really stands out for me about your podcast. You’ve literally helped me become a better person, husband, and father by helping understand the complexities of people. It’s OK that my children may not believe the same way I do. And, it’s OK to be vulnerable to my wife. And, it’s OK to be honest with my co-workers about struggles that I’m facing.

I’ve become more open about my feelings. I’ve become more patient with my children. And, in general, you’ve helped me feel more at peace with my self by helping me accept my own unique flaws.” - **Jason**

Listener Survey Demographics

DEMOGRAPHICS BUSINESS BEHAVIOR SATISFACTION LIKES DISLIKES

What is your age?	Answer	Responses	Ratio	
16-17		2	1%	Adobe Flash Player is
18-24		21	10%	
25-34		100	46%	
35-44		63	29%	
45-54		26	12%	
55-64		2	1%	
65+		2	1%	
Totals		216	100%	
What is your gender?	Answer	Responses	Ratio	
Male		176	82%	Adobe Flash Player is
Female		34	16%	
Prefer not to say		1	1%	
Other		3	1%	
Totals		214	100%	
What is the highest level of education you have achieved?	Answer	Responses	Ratio	
Less than high school graduate		3	1%	Adobe Flash Player is
Graduated high school or received equivalent degree (e.g., GED)		17	8%	
Attended college but did not graduate		57	26%	
Graduated from 2-year college		21	10%	
Graduated from 4-year college		72	33%	
Masters Degree		27	13%	
Doctoral Degree		7	3%	
Other Professional Degree (MD, LLB, etc)		12	6%	
Totals		216	100%	
Please indicate which best describes the total combined income before taxes of all members of your household.	Answer	Responses	Ratio	
Under \$5,000		5	2%	Adobe Flash Player is
\$10,000 - \$19,999		6	3%	
\$20,000 - \$29,999		9	4%	
\$30,000 - \$39,999		16	7%	
\$40,000 - \$49,999		15	7%	
\$50,000 - \$59,999		31	14%	
\$60,000 - \$74,999		24	11%	
\$75,000 - \$99,999		42	19%	
\$100,000 - \$149,999		41	19%	
\$150,000 - \$199,999		15	7%	
\$200,000 or over		12	6%	
Totals		216	100%	
What is your employment status?	Answer	Responses	Ratio	
Full-time (35 hours or more)		181	84%	Adobe Flash Player is
Part-time (less than 35 hours)		7	3%	
Student		10	5%	
Retired		4	2%	
Temporarily unemployed		4	2%	
Homemaker		5	2%	
Other		5	2%	
Totals		216	100%	
What is your current marital status?	Answer	Responses	Ratio	
Married		130	61%	
Single, never married		59	27%	
Divorced or Separated		26	12%	
Totals		215	100%	
Counting yourself, how many people are currently living in your household?	Answer	Responses	Ratio	
1		7	32%	Adobe Flash Player is
2		3	14%	
3		5	23%	
4		3	14%	
5		4	18%	
Totals		22	100%	
How many children under the age of 18 are currently living in your household?	Answer	Responses	Ratio	
None		110	52%	Adobe Flash Player is
One		34	16%	
Two		46	22%	
Three		17	8%	
Four		3	1%	
Totals		210	100%	
Which of the following best describes your primary place of residence?	Answer	Responses	Ratio	
I rent the apartment/co-op/condo where I live		42	20%	Adobe Flash Player is
I rent the house in which I live		32	15%	
I own the co-op/condominium where I live		1	1%	
I own the house in which I live		125	59%	
Other		11	5%	
Totals		211	100%	
What language is spoken most often in your household?	Answer	Responses	Ratio	
English		201	96%	Adobe Flash Player is
Spanish		2	1%	
German		1	1%	
Swedish		1	1%	
Portuguese		2	1%	
Other, Please Specify		3	1%	
Totals		210	100%	

This survey has received a statistically significant number of responses. This data may be used with confidence in drawing conclusions about the total listener/viewer population.

We Are Libertarians Audience Report

Thursday, February 20, 2020

DEMOGRAPHICS BUSINESS BEHAVIOR SATISFACTION LIKES DISLIKES

How large is the organization in which you work?		Responses	Ratio	Adobe Flash Player is blocked
Answer				
Less than 20 employees		55	27%	
20 to 99 employees		23	11%	
100 to 999 employees		37	18%	
1,000+ employees		75	36%	
I don't know		16	8%	Adobe Flash Player is blocked
Totals		206	100%	
In which industry does your company primarily operate?		Responses	Ratio	Adobe Flash Player is blocked
Answer				
Accommodation & Food Services		3	2%	
Agriculture		4	2%	
Arts/Entertainment/Recreation		2	1%	
Banking/Finance/Insurance		13	6%	
Business Services		2	1%	
Computer Hardware		1	1%	
Construction		9	4%	
Education		9	4%	
Government/Military/Defense		17	8%	
Internet		2	1%	
IT - Systems Integration		9	4%	
Manufacturing		18	9%	
Media		4	2%	
Medical/Healthcare		18	9%	
Professional, Scientific, & Technical Services		23	11%	
Retail/Distribution/Import/Export		17	8%	
Telecommunications		4	2%	
Transportation & Storage		9	4%	
Utilities		3	2%	
Other, Please Specify		36	18%	
Totals		203	100%	
What is your job title?		Responses	Ratio	Adobe Flash Player is blocked
Answer				
Chairman/CEO/COO/Partner/President/Owner/Principal		16	8%	
EVP/General Manager		1	1%	
Vice President		4	2%	
Director		12	6%	
Manager		39	19%	
Staff - non management employee		130	64%	
Totals		202	100%	
With which of the following job functions are you primarily involved?		Responses	Ratio	Adobe Flash Player is blocked
Answer				
Arts/Creative/Design		6	3%	
Business Development/Strategic Planning		5	3%	
Consulting		7	4%	
Customer Service		19	10%	
Education/Teaching		6	3%	
Engineering		13	7%	
Executive		6	3%	
Finance		6	3%	
Healthcare Provider		10	5%	
Human Resources		6	3%	
IT Services		11	6%	
Legal Services		8	4%	
Production/Operations		27	14%	
Research		5	3%	
Sales/Marketing		15	8%	
Software Development		5	3%	
Technology Support/Help Desk		2	1%	
Other, Please Specify		42	21%	
Totals		199	100%	

This survey has received a statistically significant number of responses. This data may be used with confidence in drawing conclusions about the total listener/viewer population.

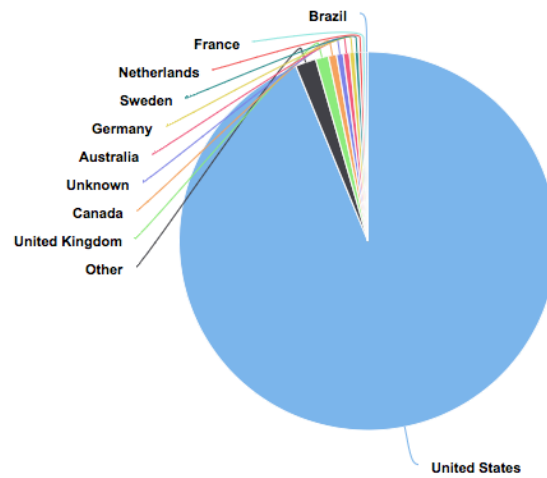
We Are Libertarians Audience Report

Thursday, February 20, 2020

Do you subscribe to this podcast?		Responses	Ratio	
Answer				
Yes		200	88%	
No		21	9%	
I don't know		7	3%	
Totals		228	100%	
How many episodes of this podcast have you listened to?		Responses	Ratio	Adobe Flash Player is blocked
Answer				
1		1	0%	
2-3		6	3%	
4-5		7	3%	
6 or more		220	94%	
Totals		234	100%	
How often do you listen to this podcast?		Responses	Ratio	
Answer				
Always		142	61%	
Almost Always		47	20%	
Occasionally		44	19%	
Totals		233	100%	
About how much of each episode do you generally listen to?		Responses	Ratio	Adobe Flash Player is blocked
Answer				
I always listen to the entire episode.		179	77%	
I turn it off when the end credits start.		16	7%	
Usually at least 75%		33	14%	
Usually about 50%		6	3%	
Totals		234	100%	
On average, how many times do you listen to each episode?		Responses	Ratio	Adobe Flash Player is blocked
Answer				
One time		215	92%	
Two times		16	7%	
Three times		2	1%	
More than three times		1	0%	
Totals		234	100%	
How do you most often access this podcast?		Responses	Ratio	
Answer				
iTunes or Apple Podcast App		1	33%	
The Producer's Website or App		1	33%	
Other, Please Specify		1	33%	
Totals		3	100%	
On which device do you most often listen to this podcast?		Responses	Ratio	
Answer				
PC / Mac / Laptop		1	33%	
Smartphone (iPhone, Android, etc.)		2	67%	
Totals		3	100%	
When you listen to this podcast, is the device you use most often connected to the Internet?		Responses	Ratio	
Answer				
Connected		185	80%	
Not Connected		41	18%	
Unsure		5	2%	
Totals		231	100%	
How do you most often access this podcast?		Responses	Ratio	Adobe Flash Player is blocked
Answer				
iTunes		44	20%	
Apple Podcasts App		46	20%	
The Show's Website		16	7%	
Stitcher		12	5%	
Pandora		2	1%	
SoundCloud		3	1%	
Another Podcast App		74	33%	
Other (Please Specify)		29	13%	
Totals		226	100%	
On which device do you most often listen to this podcast?		Responses	Ratio	Adobe Flash Player is blocked
Answer				
iPhone		92	40%	
Android Phone		103	45%	
Apple Mac / Laptop		4	2%	
Windows PC / Laptop		13	6%	
iPad		4	2%	
iPod		4	2%	
In-car Entertainment System		1	0%	
Other (Please Specify)		7	3%	
Totals		228	100%	

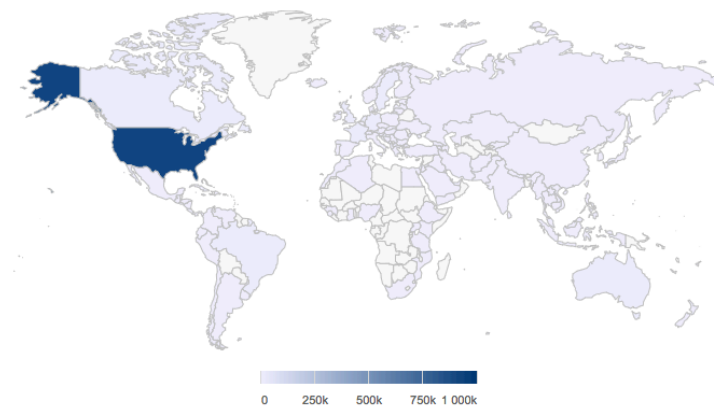
This survey has received a statistically significant number of responses. This data may be used with confidence in drawing conclusions about the total listener/viewer population.

Locations



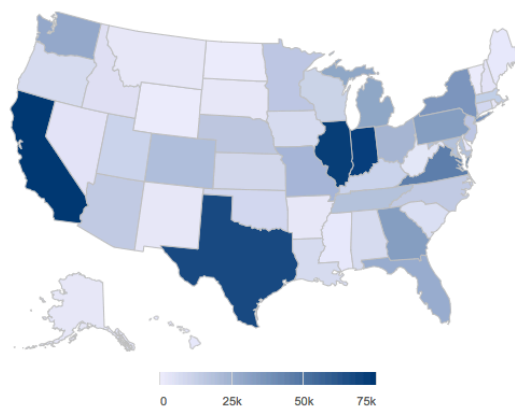
Highcharts.com

Worldwide Downloads



Highcharts.com © Natural Earth

US Downloads

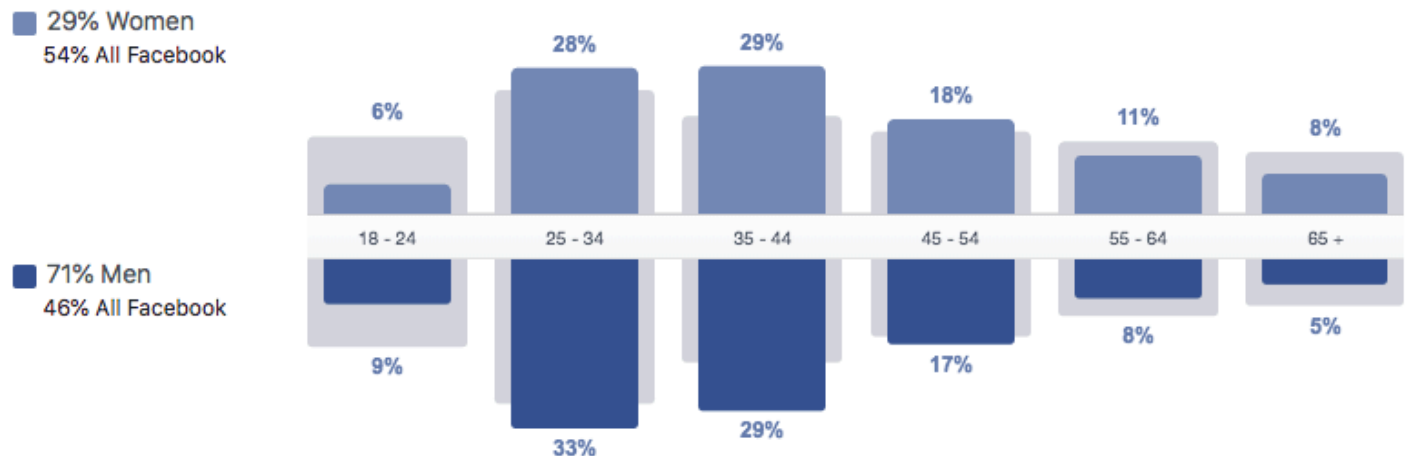


Highcharts.com © Natural Earth

Facebook Page Demographics (96,000 Likes):

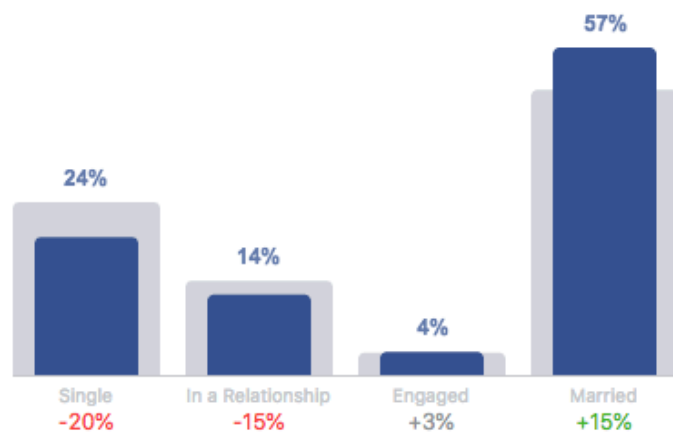
Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.



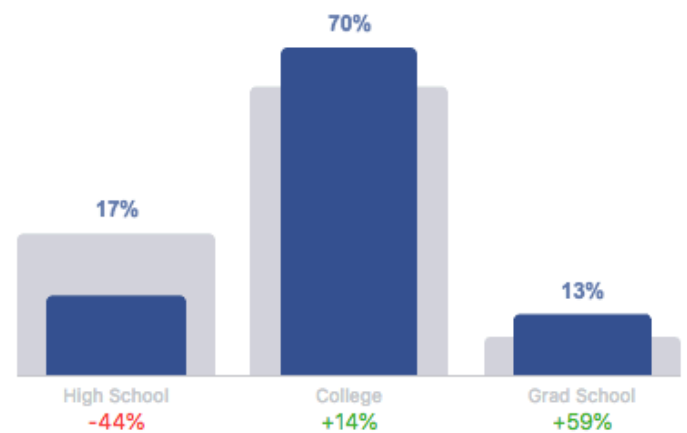
Relationship Status


Self-reported data from people who list a relationship status on...



Education Level

The highest level of education reached based on self-reported ...



Job Title Likely industries where people work based on self-reported data on Facebook.		
Job Title	Selected Audience	Compare ▼
Veterans (US)	12% 	+140%
Military (Global)	4% 	+100%
Architecture and Engineering	10% 	+67%
IT and Technical Services	9% 	+50%
Computation and Mathematics	9% 	+50%
Installation and Repair Services	12% 	+50%
Protective Services	6% 	+50%
Arts, Entertainment, Sports and Media	13% 	+44%
Business and Finance	13% 	+44%
Life, Physical and Social Sciences	8% 	+33%
Cleaning and Maintenance Services	5% 	+25%
Production	22% 	+22%
Farming, Fishing and Forestry	7% 	+17%
Transportation and Moving	14% 	+17%
Construction and Extraction	8% 	+14%
Management	26% 	+13%
Sales	26% 	+4%
Legal Services	3% 	+0%
Government Employees (Global)	2% 	+0%
Community and Social Services	7% 	+0%
Administrative Services	27% 	-4%
Personal Care and Home Services	14% 	-7%
Healthcare and Medical Services	13% 	-7%
Education and Libraries	11% 	-8%
Food and Restaurants	11% 	-8%

Top Categories		
1	Movie	The 3rd Party Candidate
2	Clothing (Brand)	Libertarian Country • Uncle Sam's Misguided Children
3	Organization	Libertarian for President 2020 • Sexy Libertarians • Being Libertarian
4	Community	Gary Johnson - Libertarian for US Senate • Vote Libertarian • Being Libertarian
5	Cause	Feel The Liberty • V is For Voluntary
6	Website	Libertarianism.org • 2nd Amendment
7	News & Media Website	A Libertarian Future • The Libertarian Republic • The Free Thought Project
8	Education Website	Punk Rock Libertarians
9	Politician	Reasonable People • Bill Weld • Justin Amash • Gary Johnson • Rand Paul
10	Blogger	Julie Borowski
11	Political Party	Libertarian Party
12	Education	FEE • Mises Institute
13	Magazine	Reason Magazine
14	Political Organization	Ask A Libertarian • Liberty First • We Are Capitalists • The People for Rand Paul
15	Nonprofit Organization	Larry Sharpe for New York • Free State Project • Audit the Fed
16	Journalist	John Stossel
17	Government Official	Congressman Thomas Massie • Senator Rand Paul • Senator Ted Cruz • Trey Gowdy
18	Public Figure	The Sarcastic Libertarian • Eric July • Austin Petersen • Marianne • Anarchyball
19	News Personality	Ben Swann • Judge Andrew Napolitano • Jesse Ventura
20	Community Organization	Oath Keepers • Police The Police
21	Entrepreneur	Capitalism
22	Science Website	ScienceVibe
23	Society & Culture Website	The Art of Manliness
24	Media/News Company	The Daily Liberator • Liberty Hangout • Unbiased America • Personal Liberty
25	Clothing Company	American AF
26	Actor	R. Lee Ermey
27	Radio Station	Chicks On The Right
28	TV Network	TheBlaze
29	Media	The Anti-Media

Top Cities	Top Countries	Top Languages
Cities	Selected Audience	Compare ▼
Colorado Springs, Colorado, United States	1% 	+400%
Albuquerque, New Mexico, United States	1% 	+400%
Orlando, Florida, United States	1% 	+150%
Indianapolis, Indiana, United States	1% 	+150%
Denver, Colorado, United States	1% 	+100%
Las Vegas, Nevada, United States	1% 	+100%
Austin, Texas, United States	1% 	+100%
Phoenix, Arizona, United States	1% 	+67%
San Diego, California, United States	1% 	+67%
San Antonio, Texas, United States	1% 	+67%
Tarrant, Texas, United States	1% 	+67%
Atlanta, Georgia, United States	1% 	+25%
Dallas, Texas, United States	1% 	+25%
Los Angeles, California, United States	1% 	-23%
Houston, Texas, United States	1% 	-23%
Chicago, Illinois, United States	1% 	-33%
New York, New York, United States	1% 	-69%

Page Likes

Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

Page	Relevance 	Audience	Facebook 	Affinity 
Gary Johnson - Libertarian for US Senate	1	15.6K	45.6K	8365x 
Vote Libertarian	2	13.8K	42.3K	8003x 
Reasonable People	3	9.4K	30.4K	7559x 
Being Libertarian	4	7.9K	25.8K	7490x 
The Daily Liberator	5	26K	87.5K	7293x 
Ask A Libertarian	6	7.1K	28.6K	6109x 
Liberty First	7	13.1K	57.8K	5576x 
The 3rd Party Candidate	8	6.2K	27.9K	5468x 
Bill Weld	9	15.9K	81.5K	4788x 
Libertarian for President 2020	10	30.8K	159K	4755x 
Larry Sharpe for New York	11	10.3K	53.8K	4707x 
A Libertarian Future	12	19.7K	104.7K	4617x 
Libertarian Country	13	7.4K	44.4K	4115x 
Sexy Libertarians	14	6.9K	47.5K	3581x 
Being Libertarian	15	18.5K	141K	3214x 
like a libertarian	16	13.8K	105.4K	3209x 
The Sarcastic Libertarian	17	13.7K	115.7K	2903x 
Being Classically Liberal	18	9.5K	86K	2700x 
Feel The Liberty	19	28.8K	278.1K	2545x 
Eric July	20	6K	59K	2490x 