

Jacobs
public radio
techsurvey 8

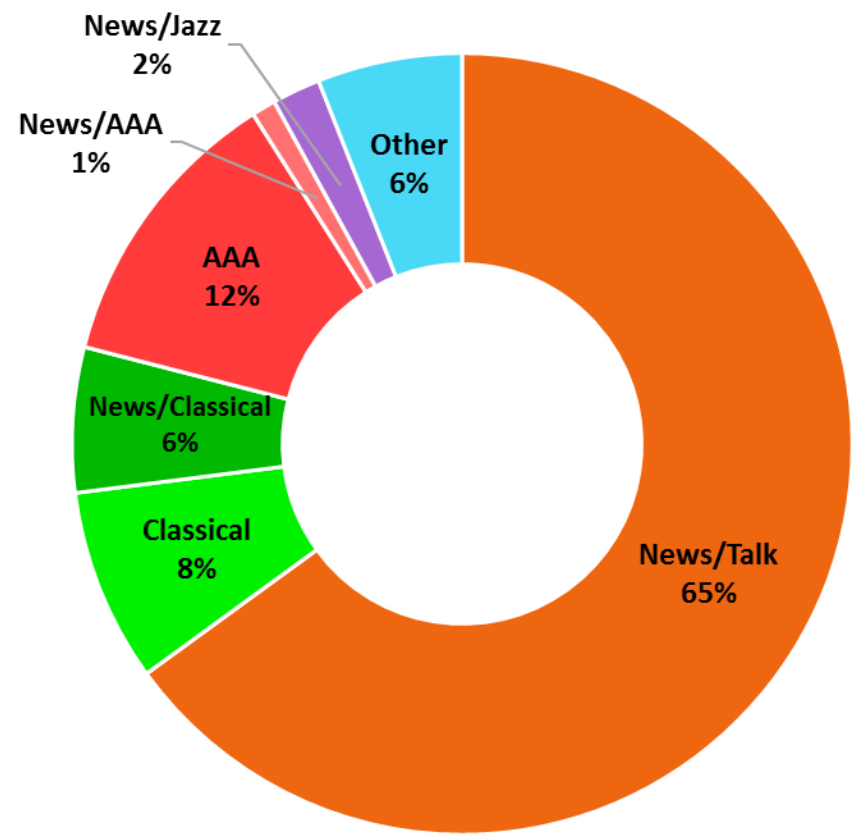


Methodology

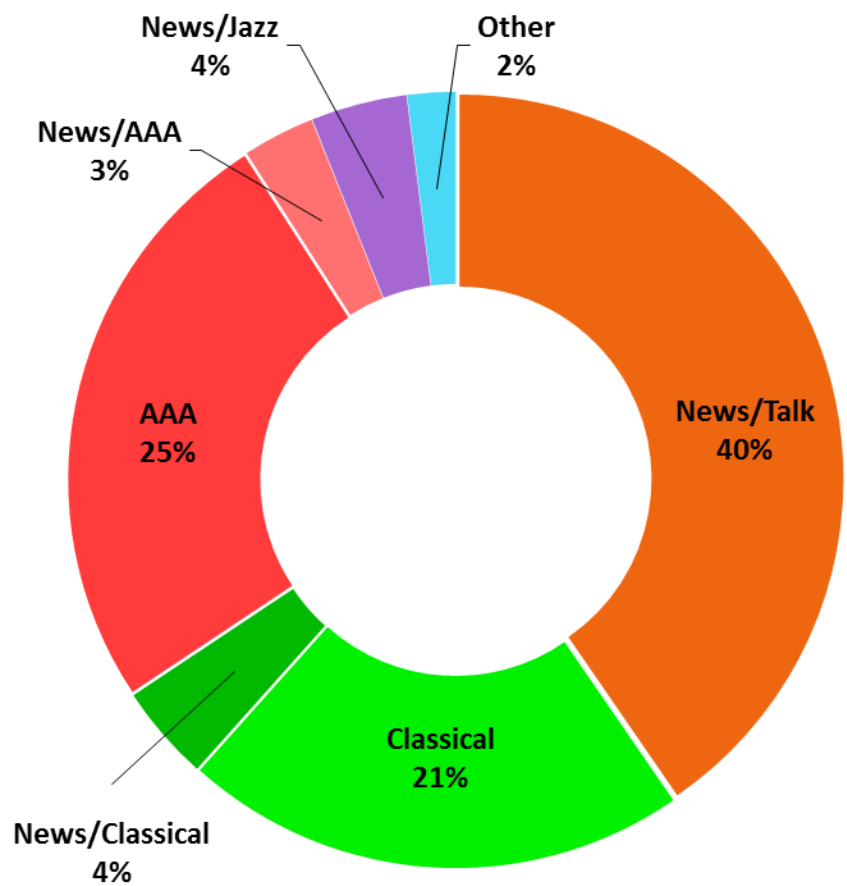
- 69 public radio stations
- N = 29,406
- Interview dates: May 11-June 13, 2016
- Most respondents are members of station email databases. Some responses were gathered via the station's website or social networking pages.
- All responses were collected online and weighted by market size.
- This is a web survey and does not represent all public radio listeners or each station's total audience.

In PRTS8, 40% of respondents are News/Talk fans, while the composition of Triple A & Classical has increased.

PRTS 7



PRTS 8

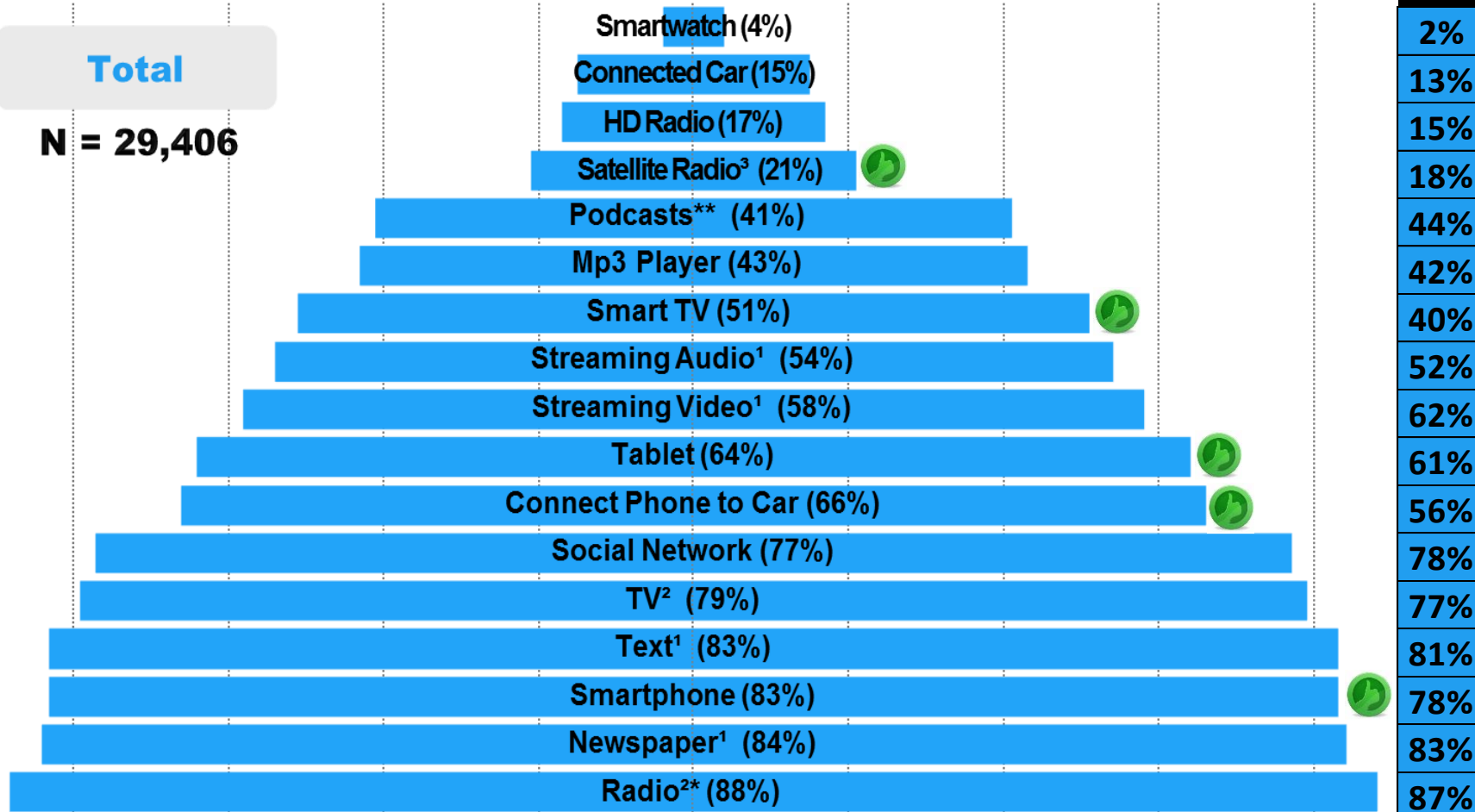




Media Usage Pyramid 2016

Total

N = 29,406



¹ Weekly or more ² 1+ hour/day ³ Paid + trial users * Any platform/device ** Monthly or more



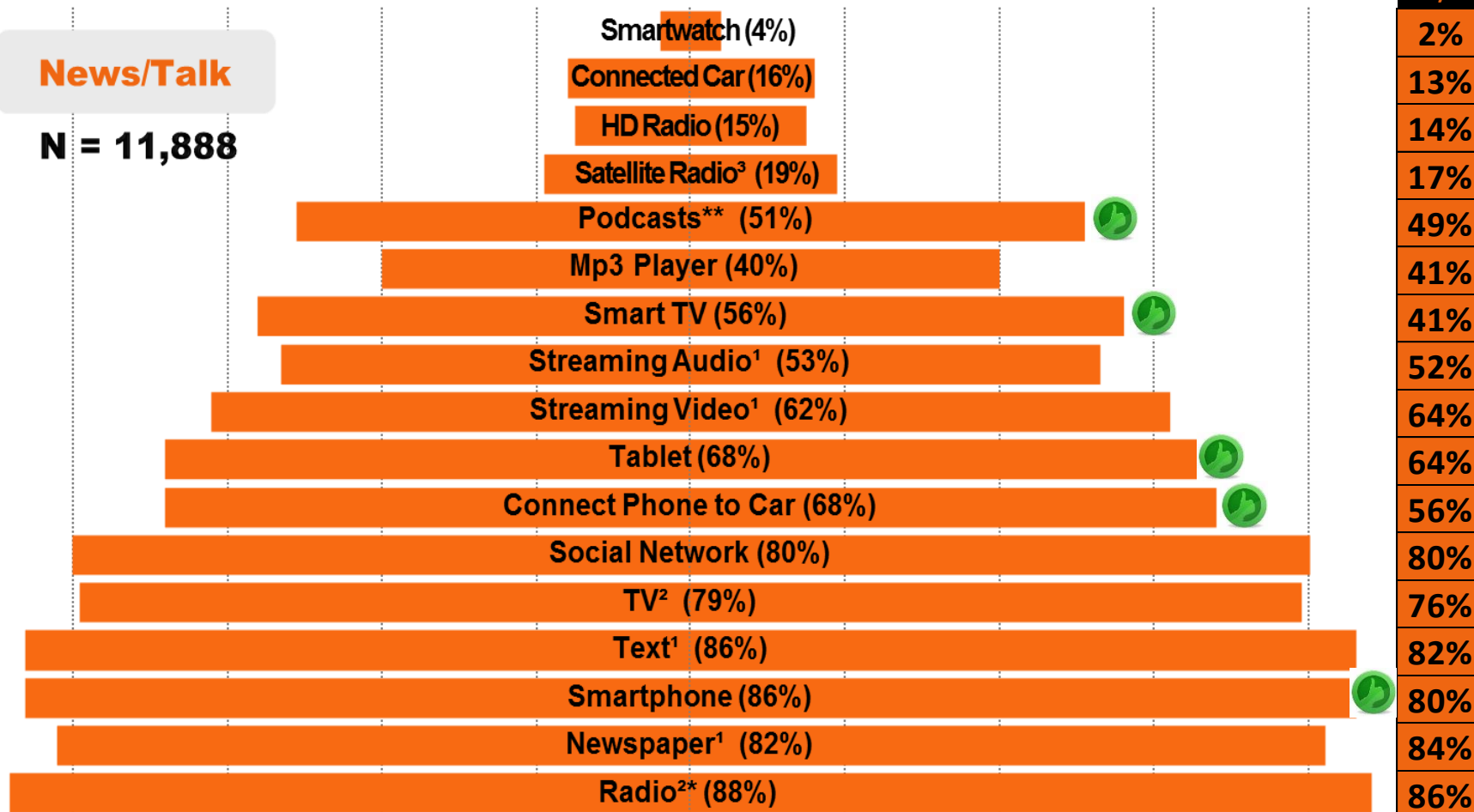


Media Usage Pyramid 2016

PRTS 7
N/T

News/Talk

N = 11,888



¹ Weekly or more ² 1+ hour/day ³ Paid + trial users * Any platform/device ** Monthly or more

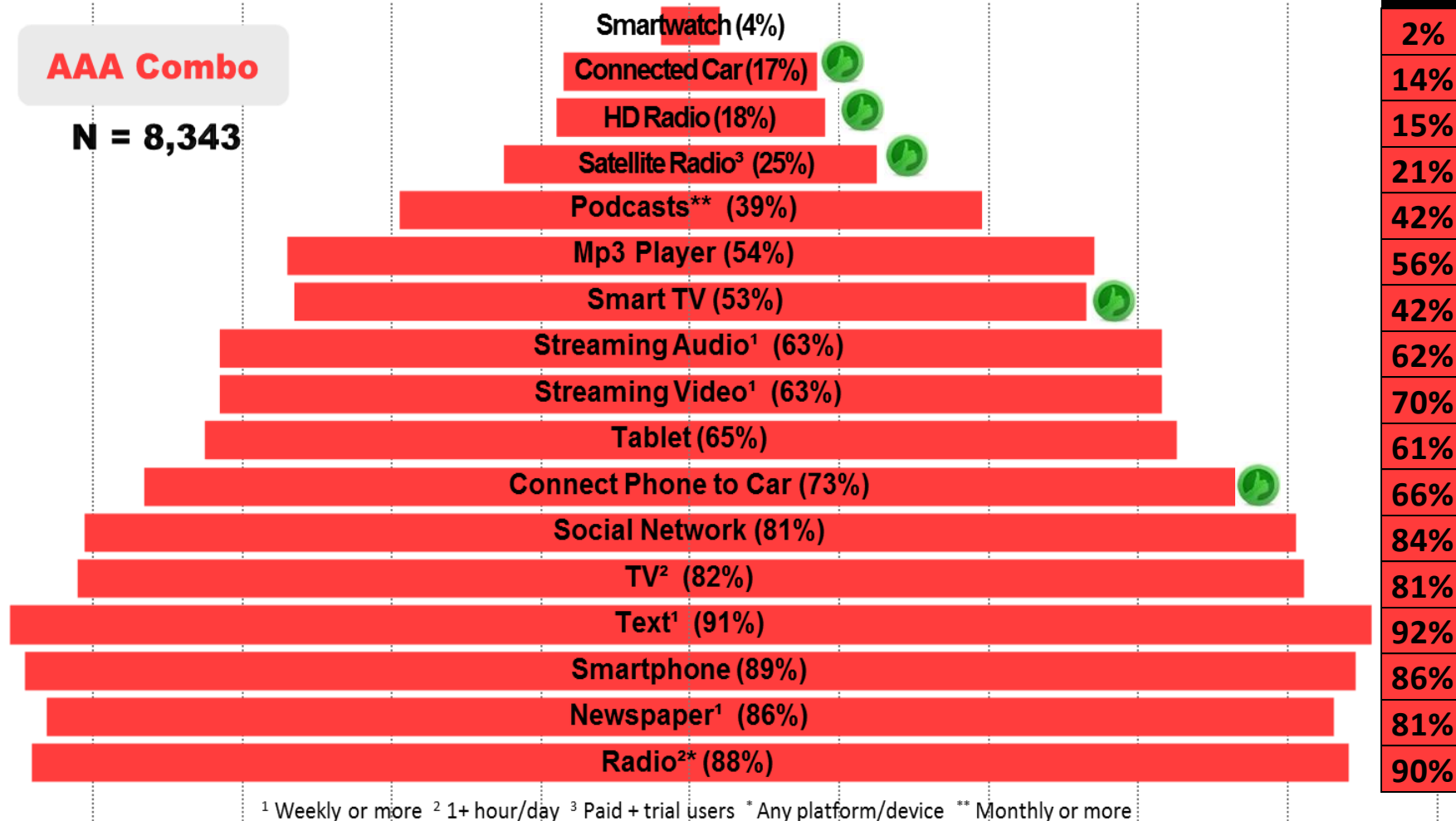




Media Usage Pyramid 2016

AAA Combo

N = 8,343



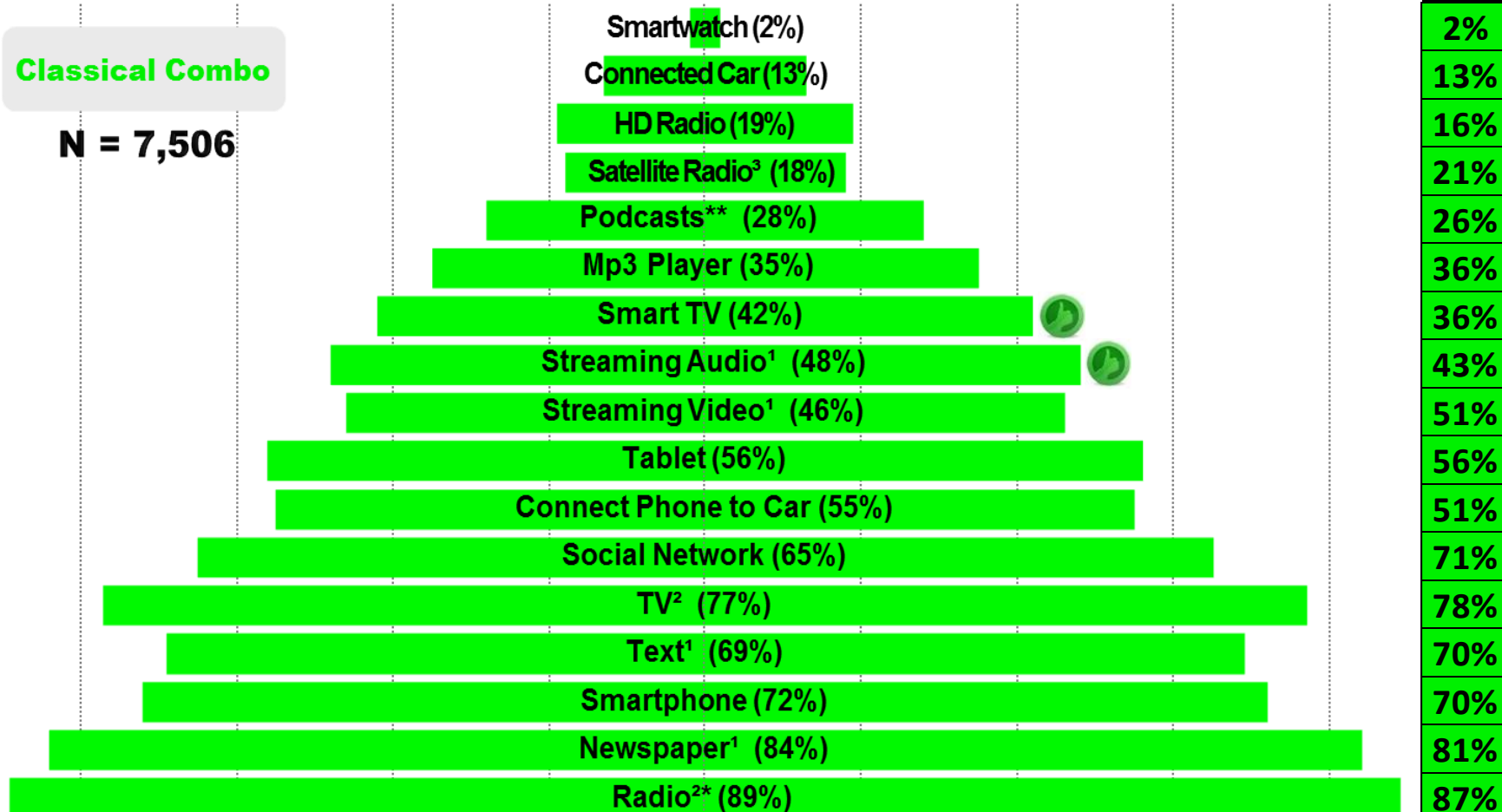


Media Usage Pyramid 2016

PRTS 7
CLS

Classical Combo

N = 7,506



¹ Weekly or more ² 1+ hour/day ³ Paid + trial users * Any platform/device ** Monthly or more



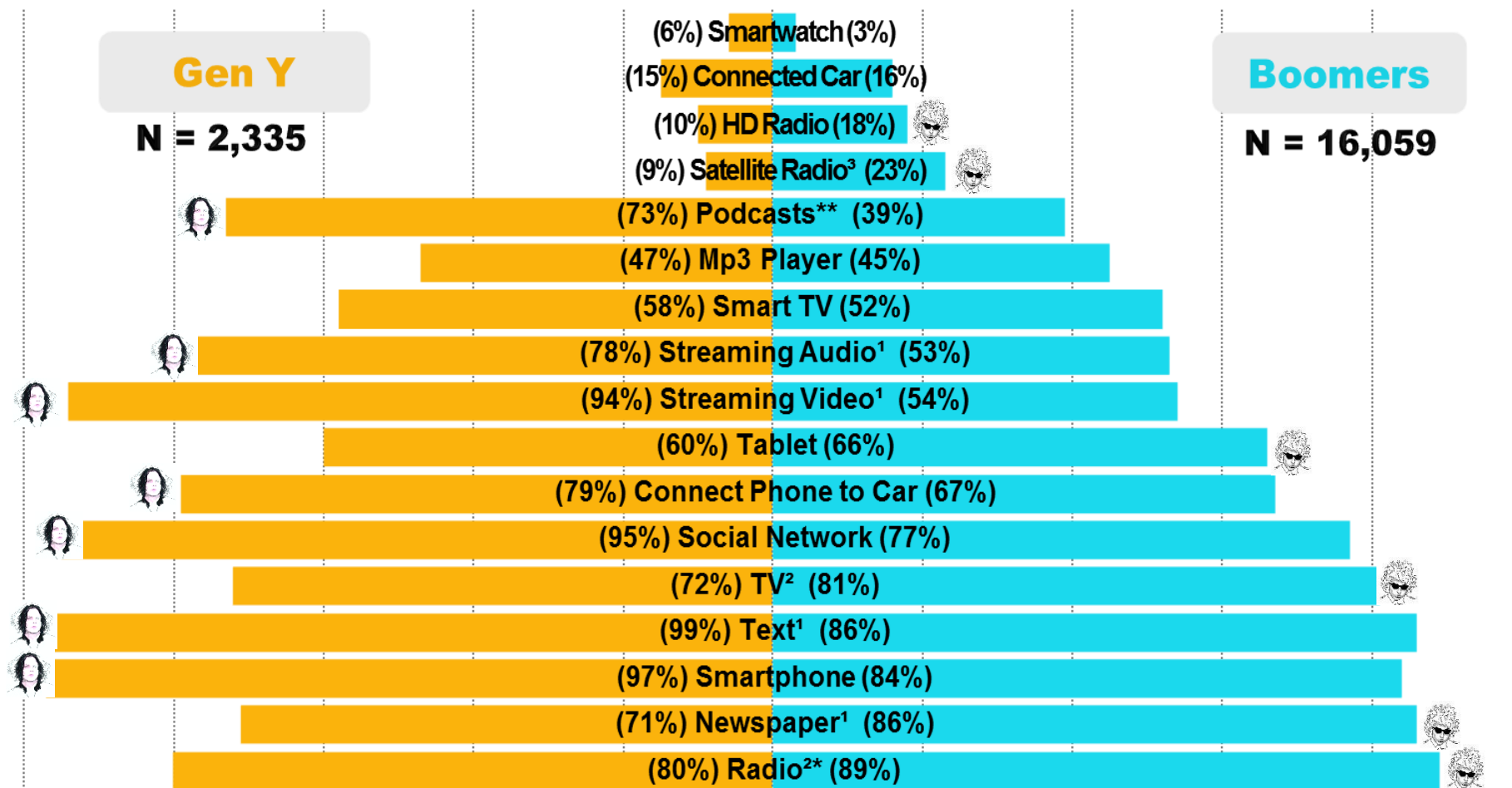
Media Usage Pyramid 2016

Gen Y

N = 2,335

Boomers

N = 16,059

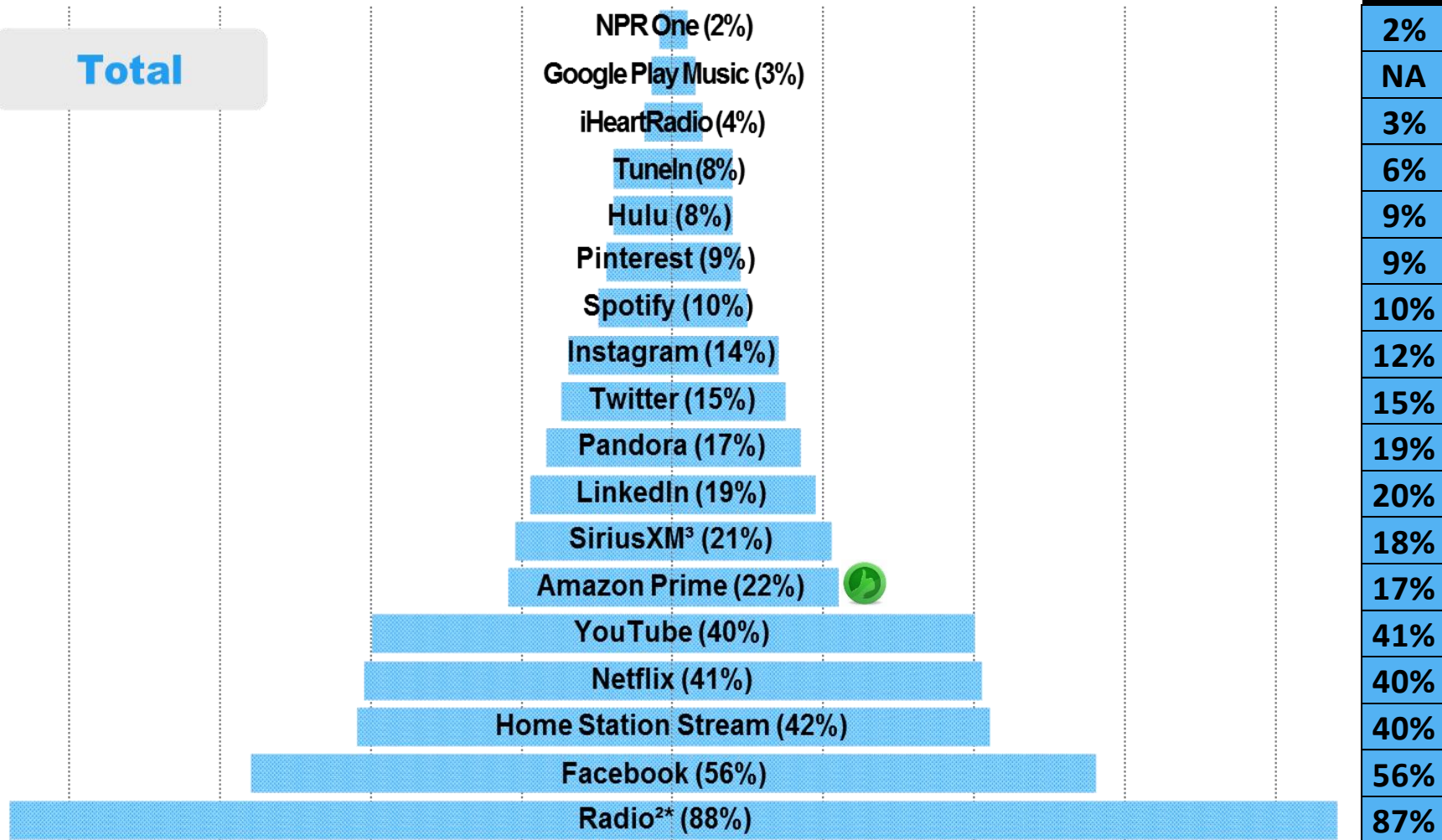


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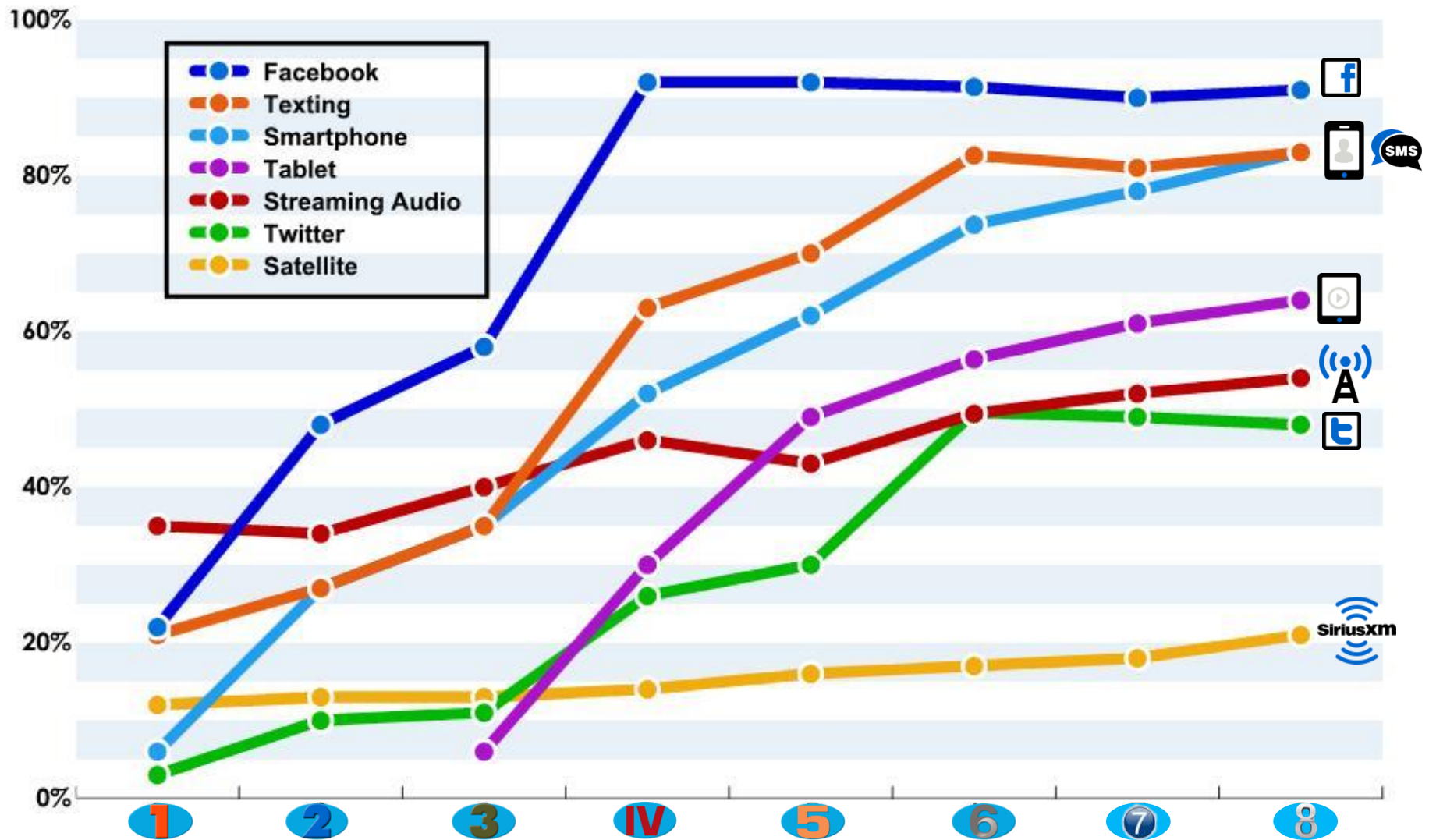
Brand Platform Pyramid 2016

Total

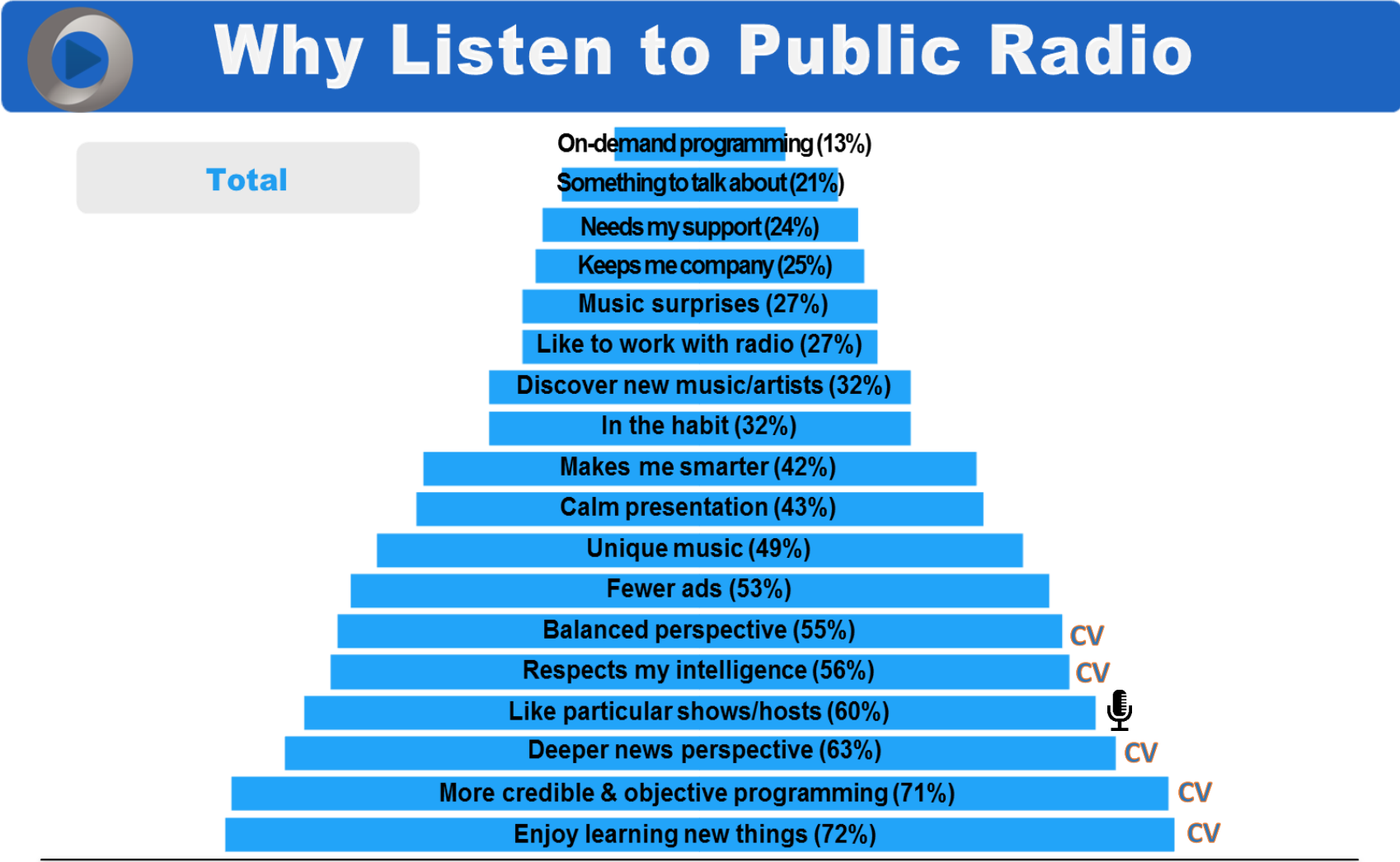


All based on weekly use unless otherwise noted 1+ hour per day² Paid & trial users³ Any Platform/Device*

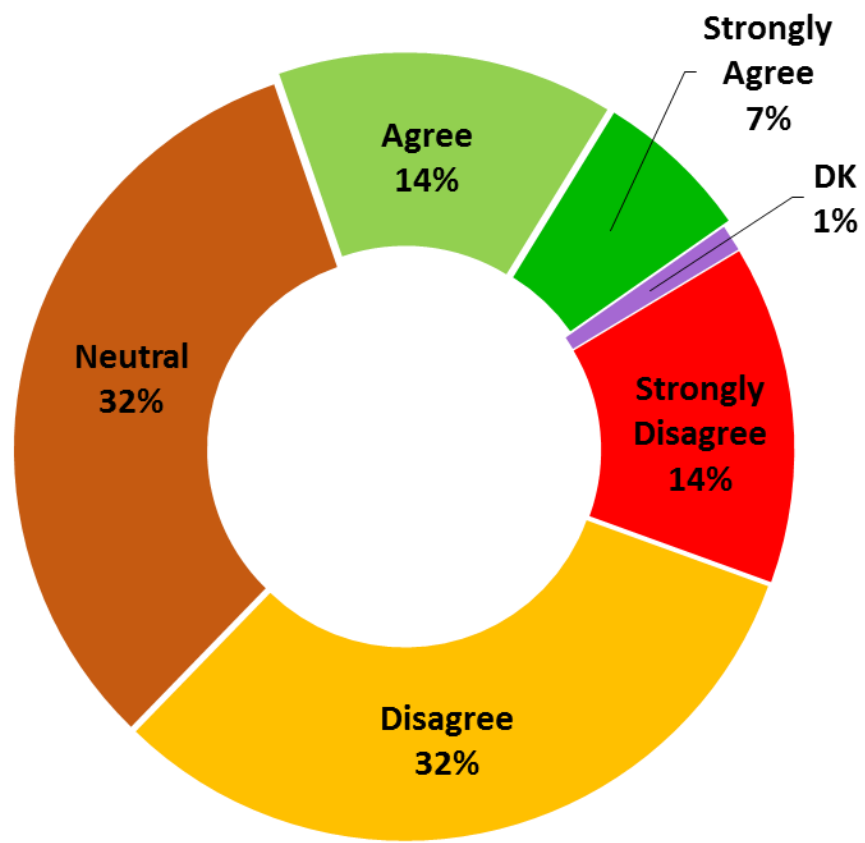
8 Year Digital Trend



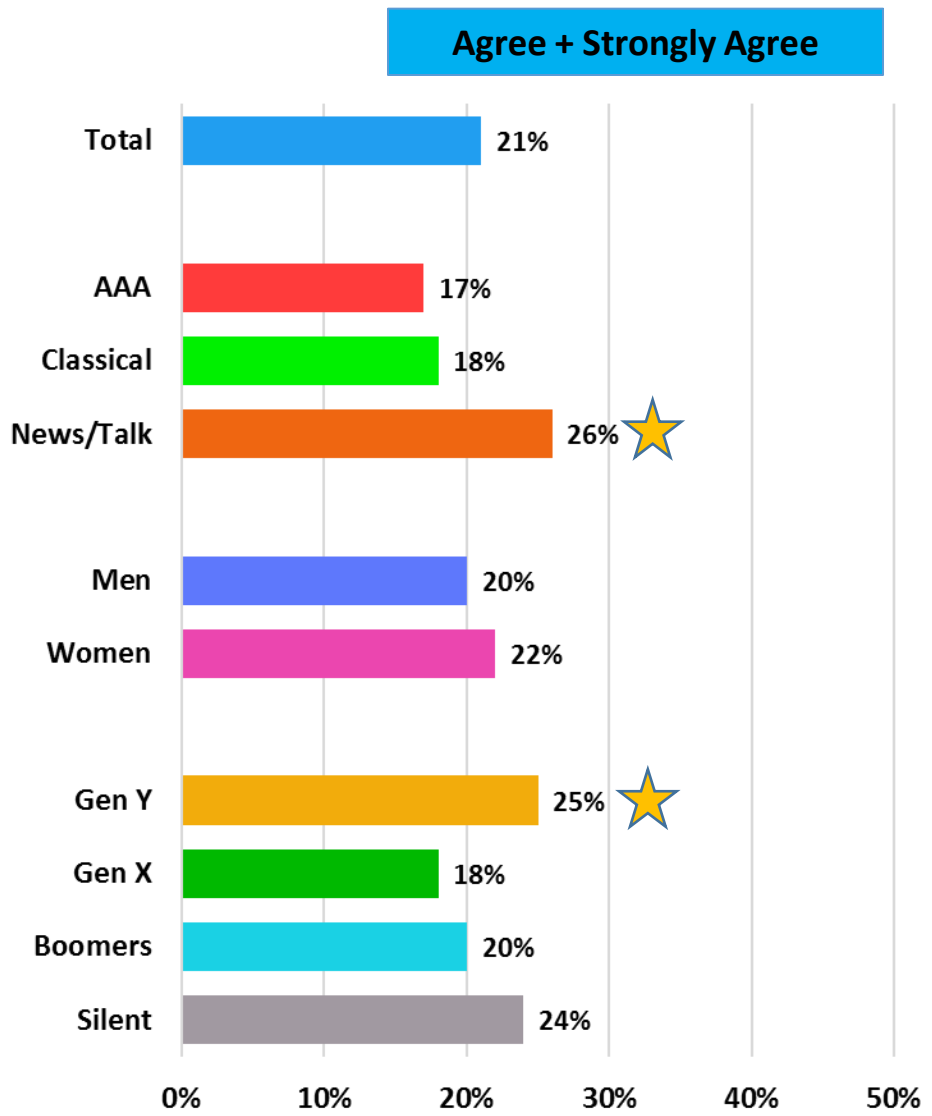
Its core values are at the heart of why respondents listen to public radio.



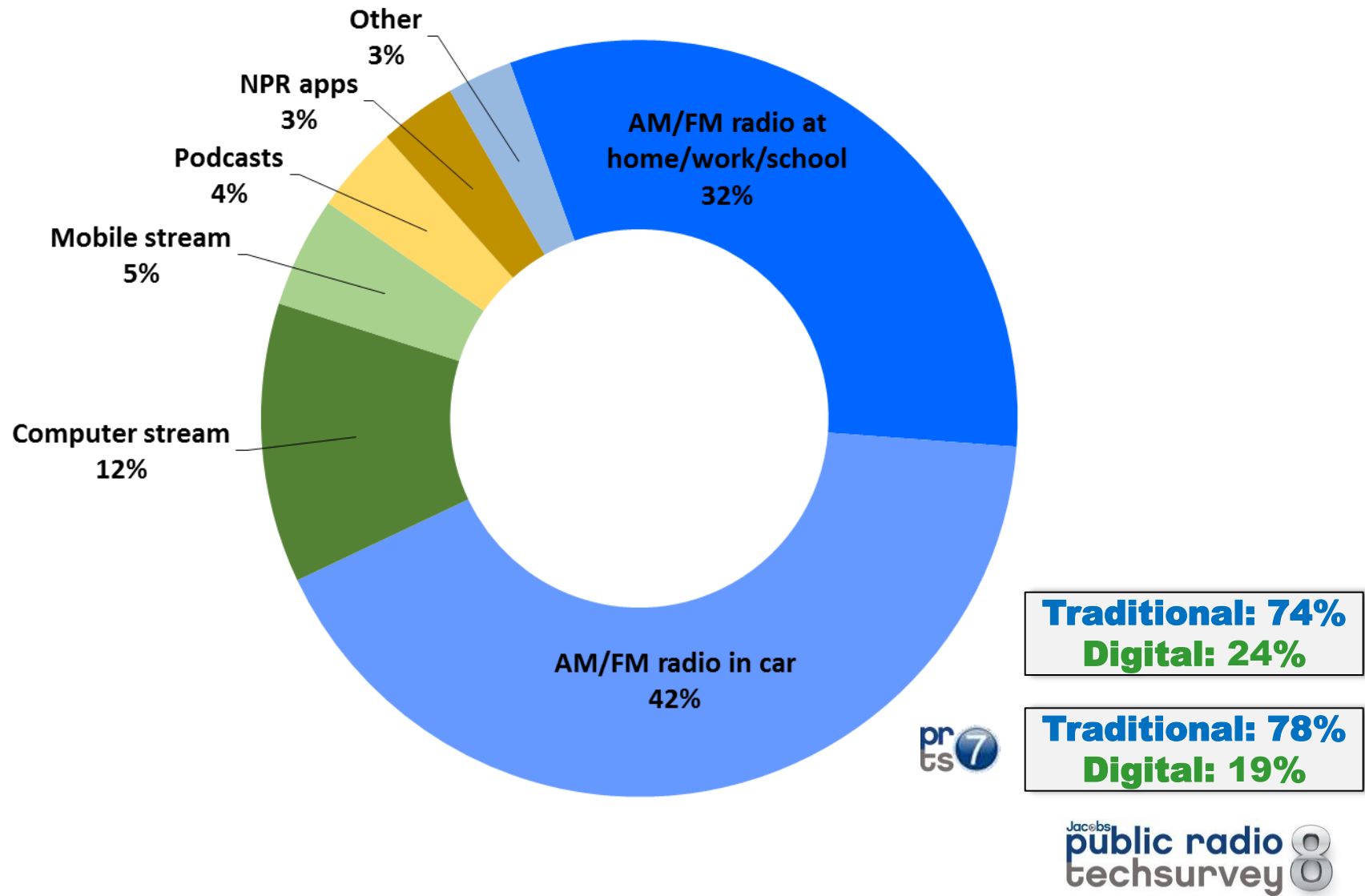
One-fifth say they're listening to more public radio because of the election, especially News/Talk fans & Millennials.



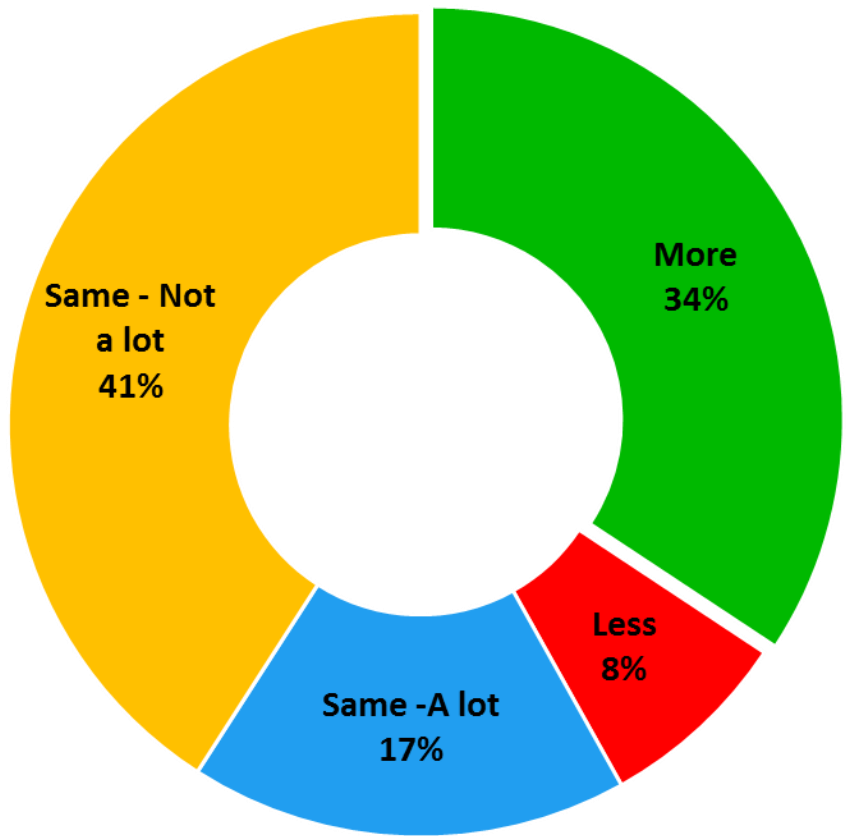
“As a result of the election, I’m listening to more public radio.”



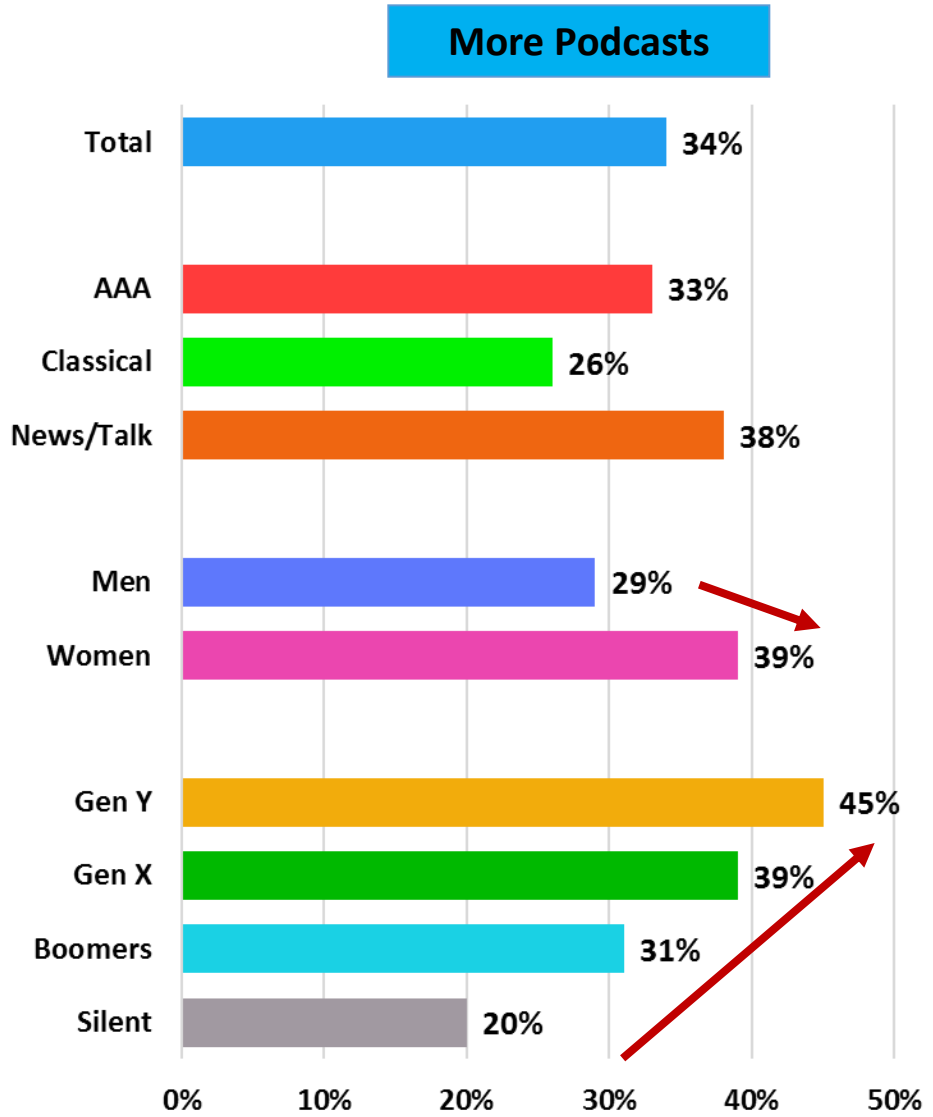
Public radio is undergoing a digital transition. Nearly one-fourth of weekly usage is on digital sources, up from PRTS7 levels.



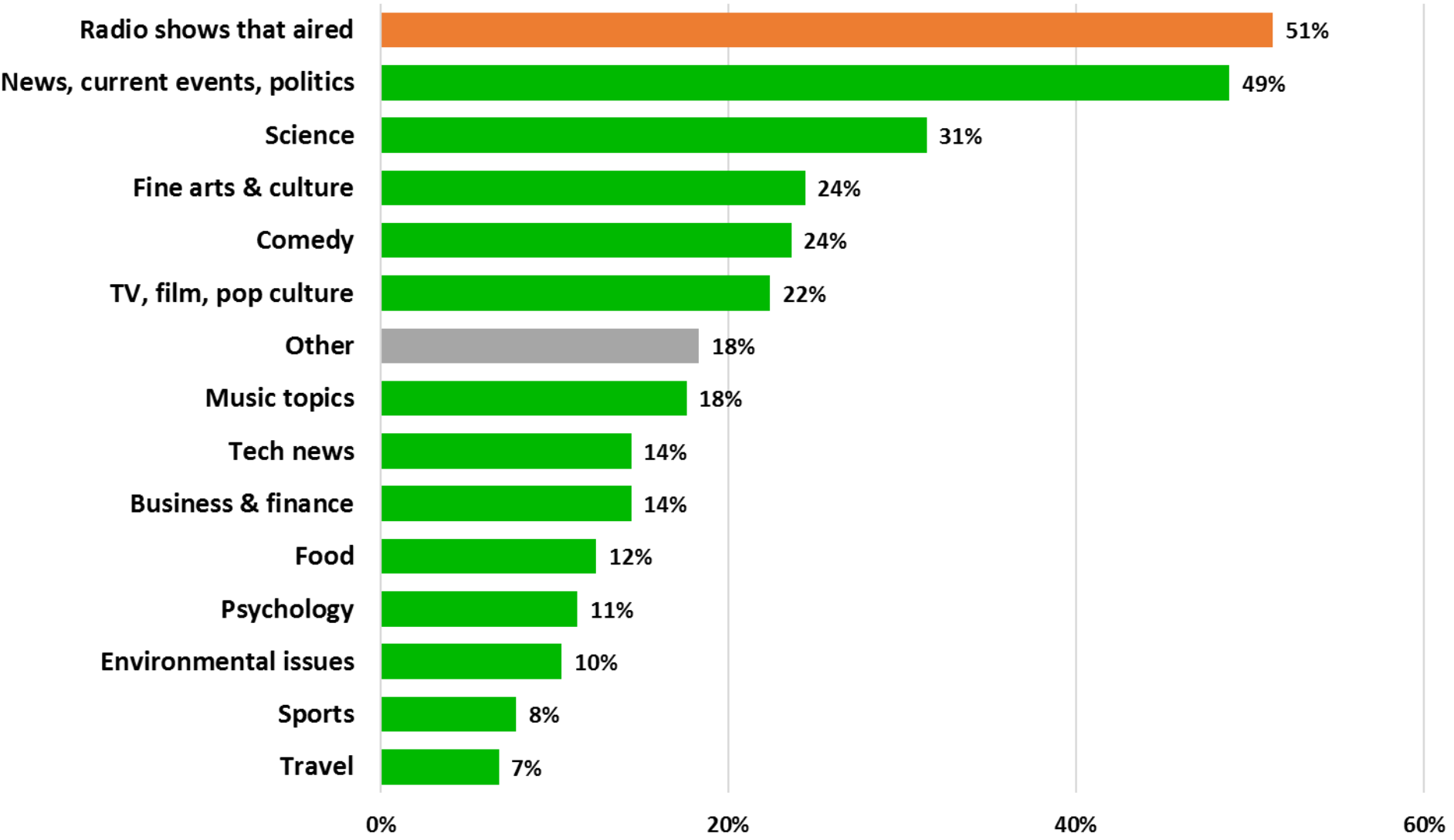
One-third of those who listen to podcasts monthly or more say they've been listening to more podcasts during the past year.



Among those who listen to podcasts monthly

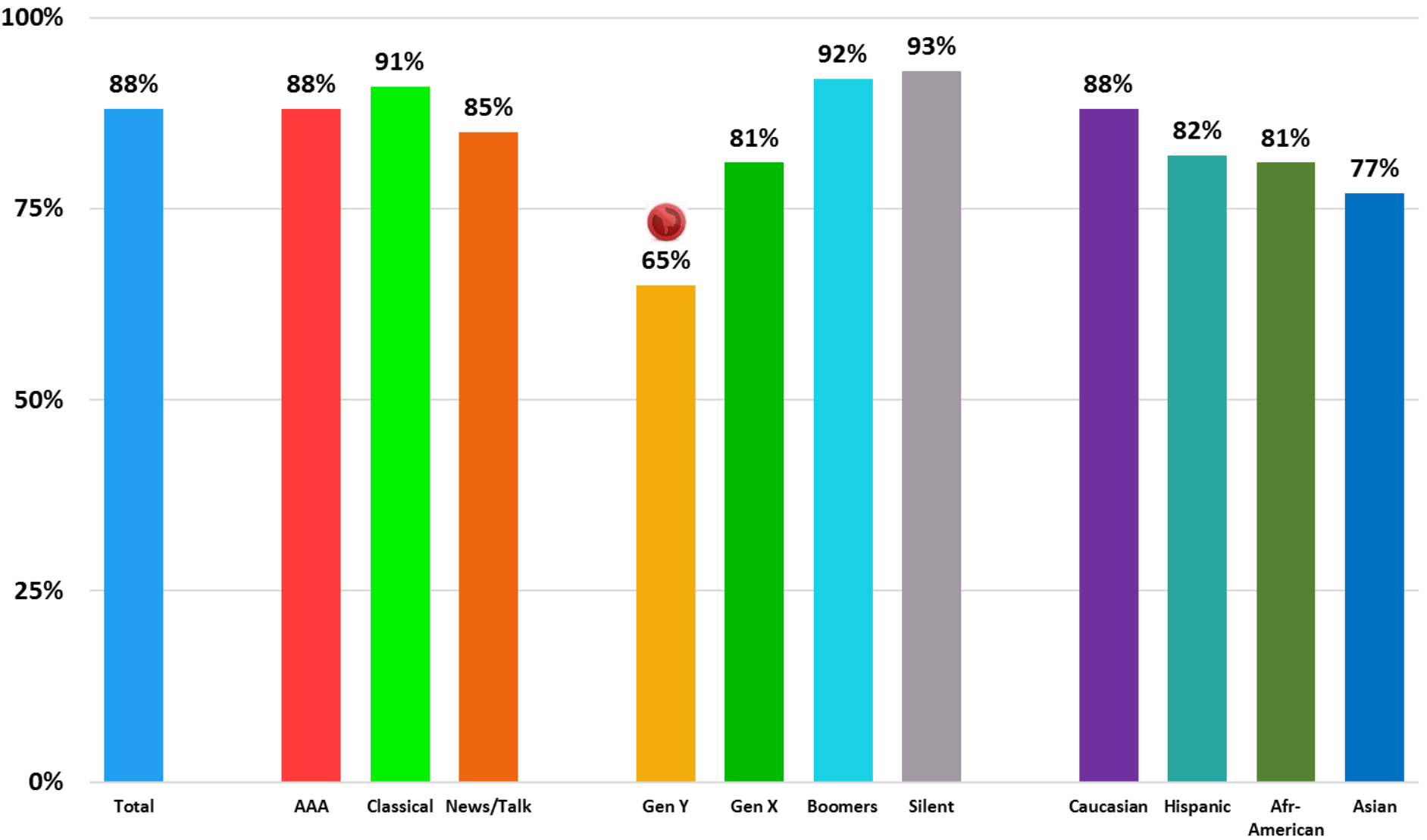


Among regular podcast listeners, half say they enjoy hearing radio shows on-demand, followed by news & current events.

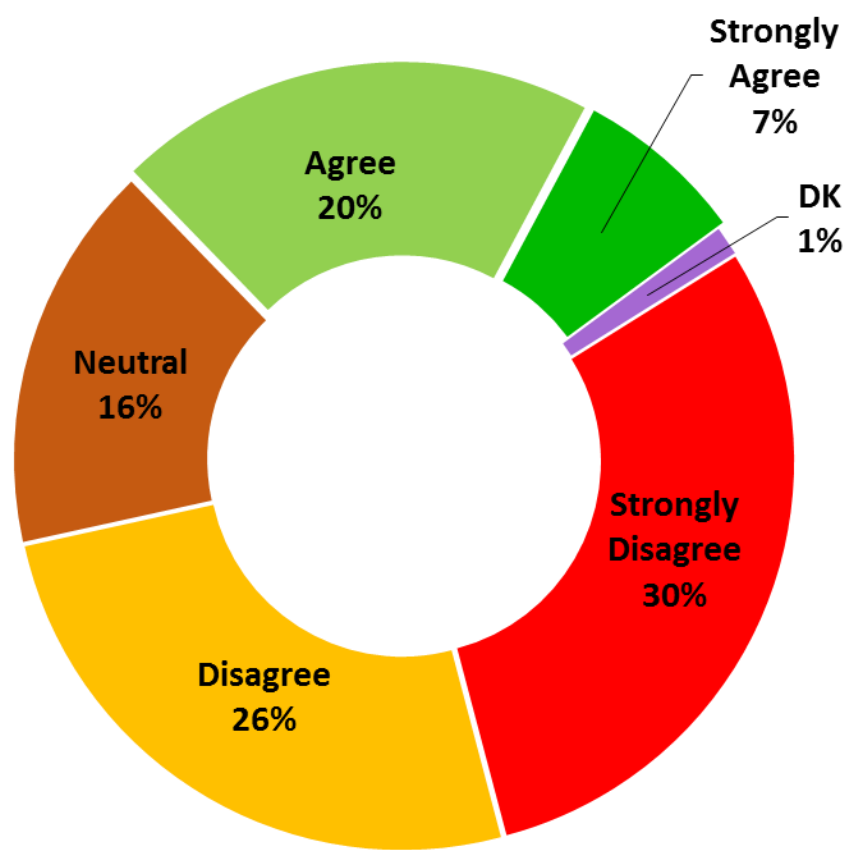


Among those who listen to podcasts monthly

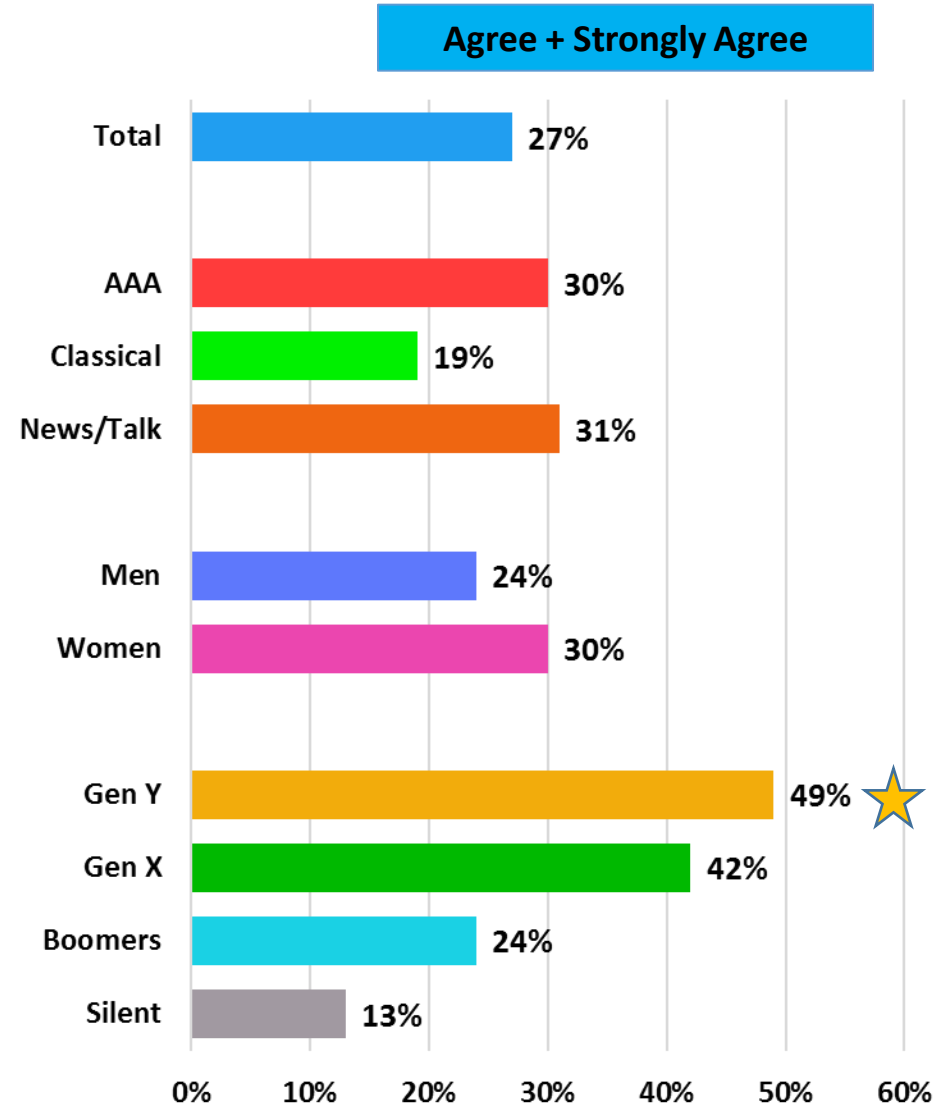
Nearly nine in ten respondents have a working radio at home. But that's the case for only two-thirds of Millennials.



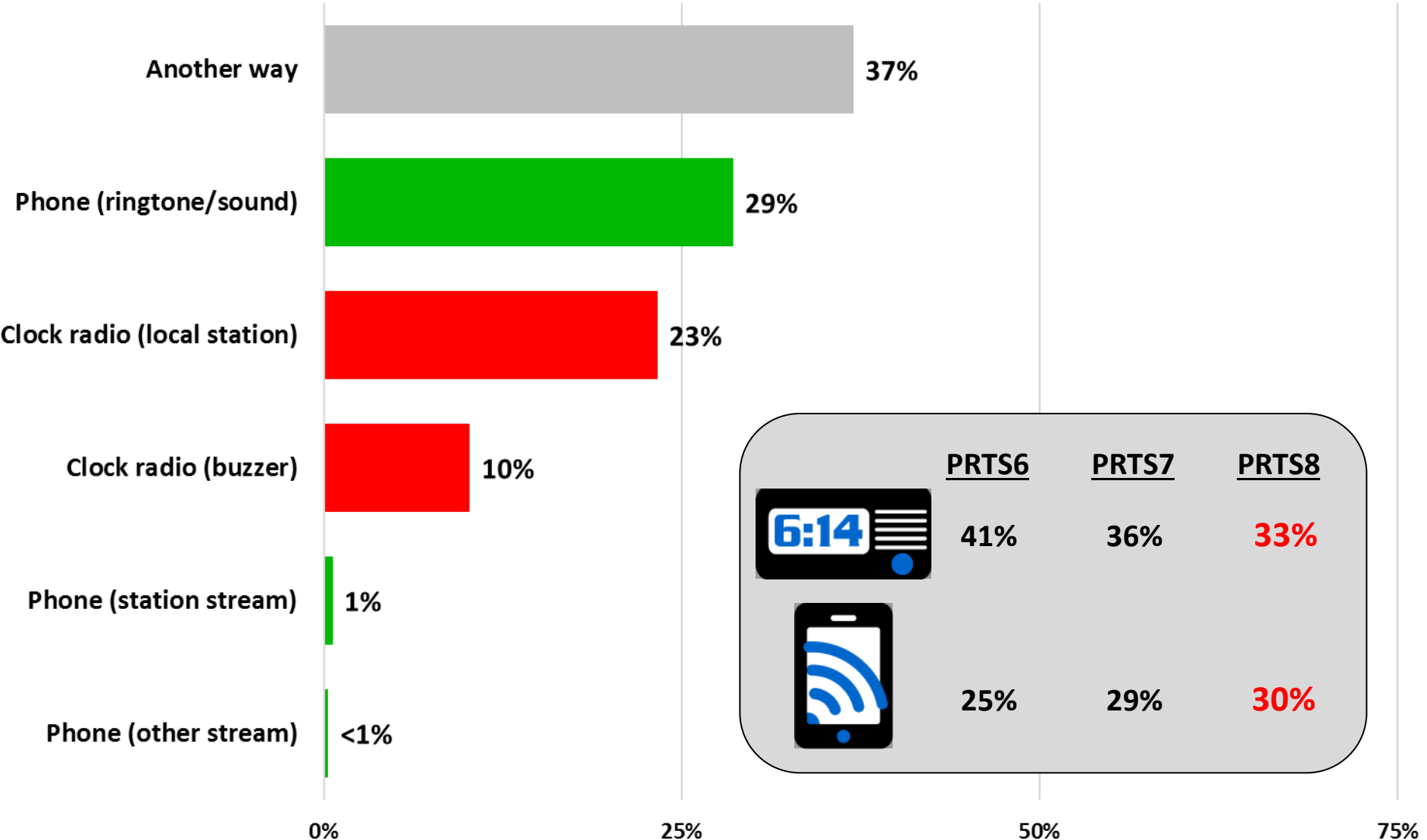
More than one-fourth agree they are addicted to their mobile phones. Half of Millennials admit a mobile phone dependency.



"I am addicted to my mobile phone."



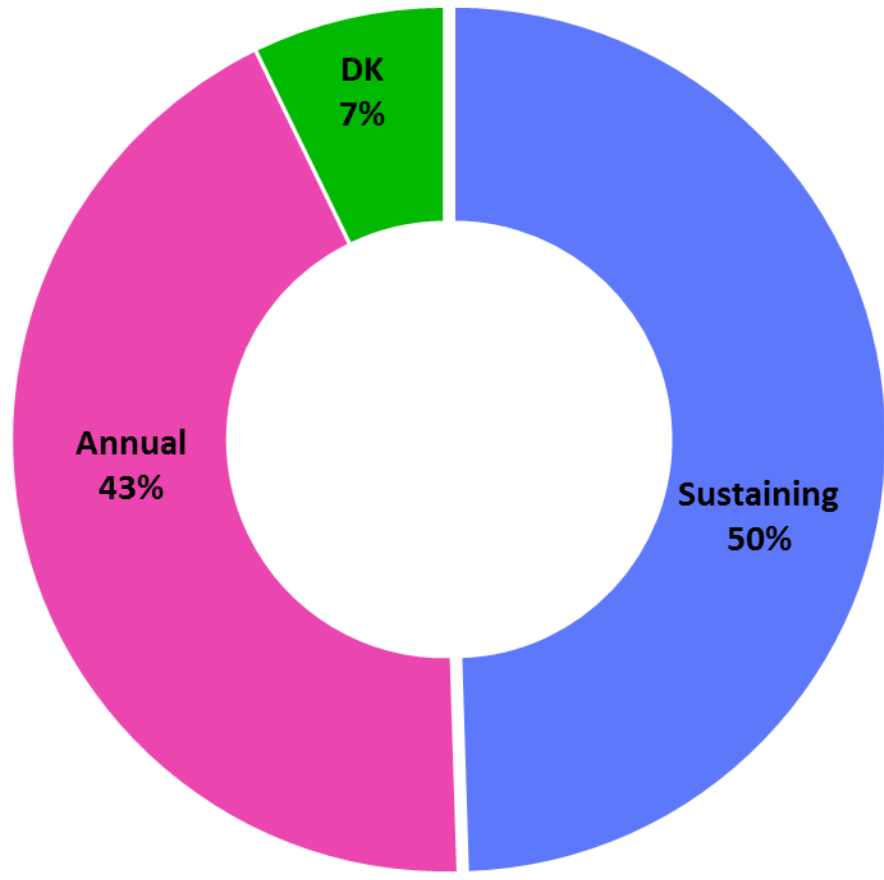
Nearly as many respondents wake up to a mobile phone as a clock radio.



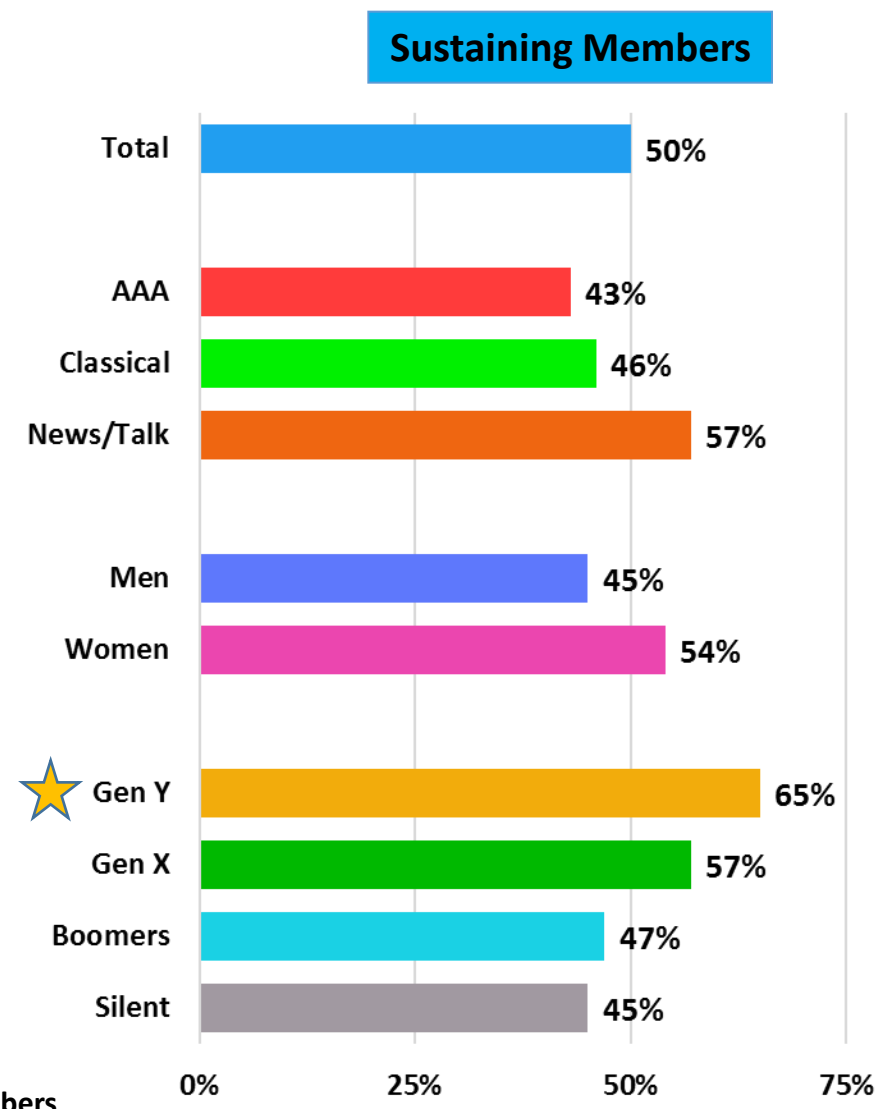
	PRTS6	PRTS7	PRTS8
	41%	36%	33%
	25%	29%	30%

Among those with a cellphone or smartphone

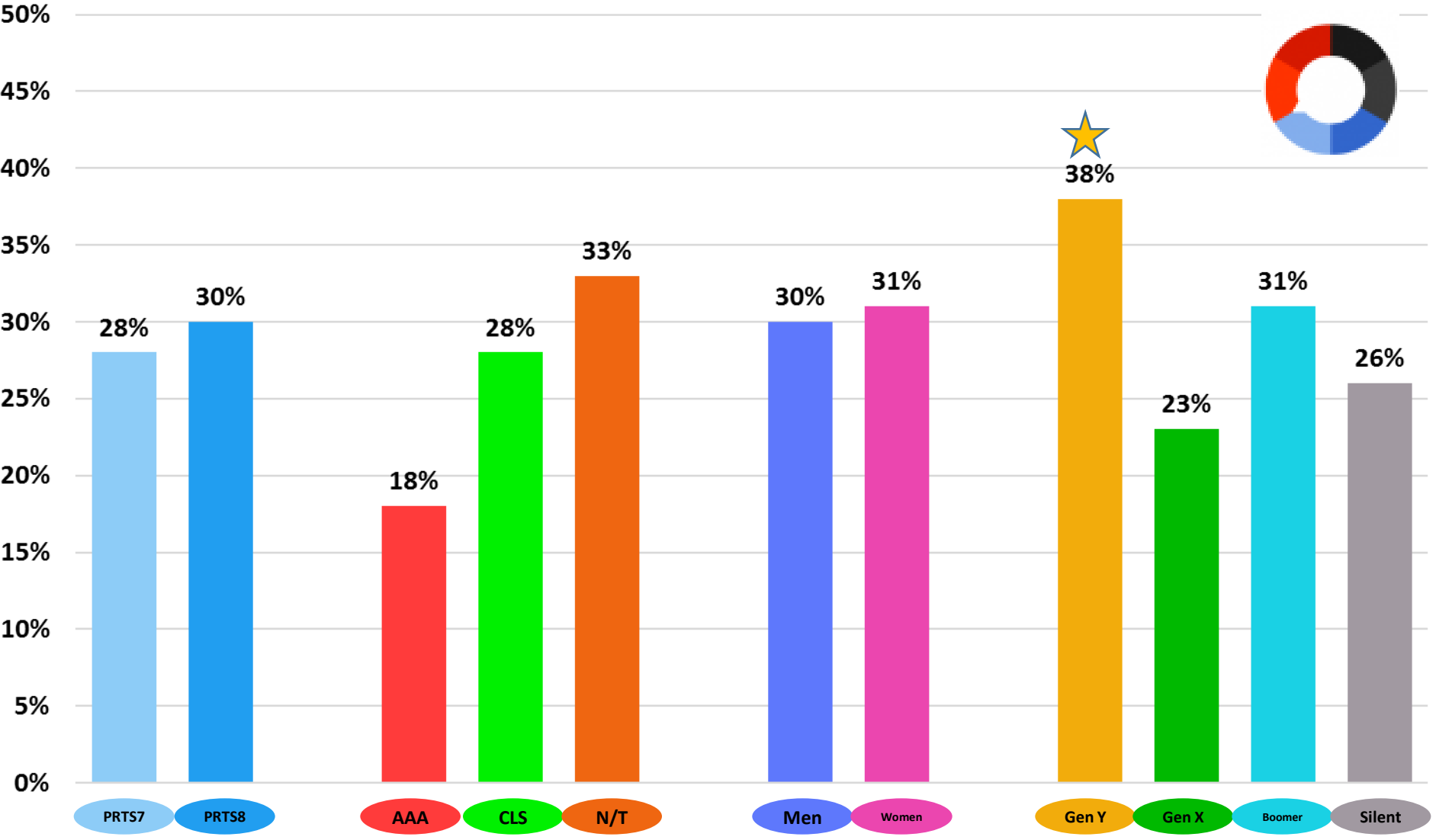
Among those who are members of their local public radio stations, half are now “sustainers,” outnumbering annual givers.



Among members



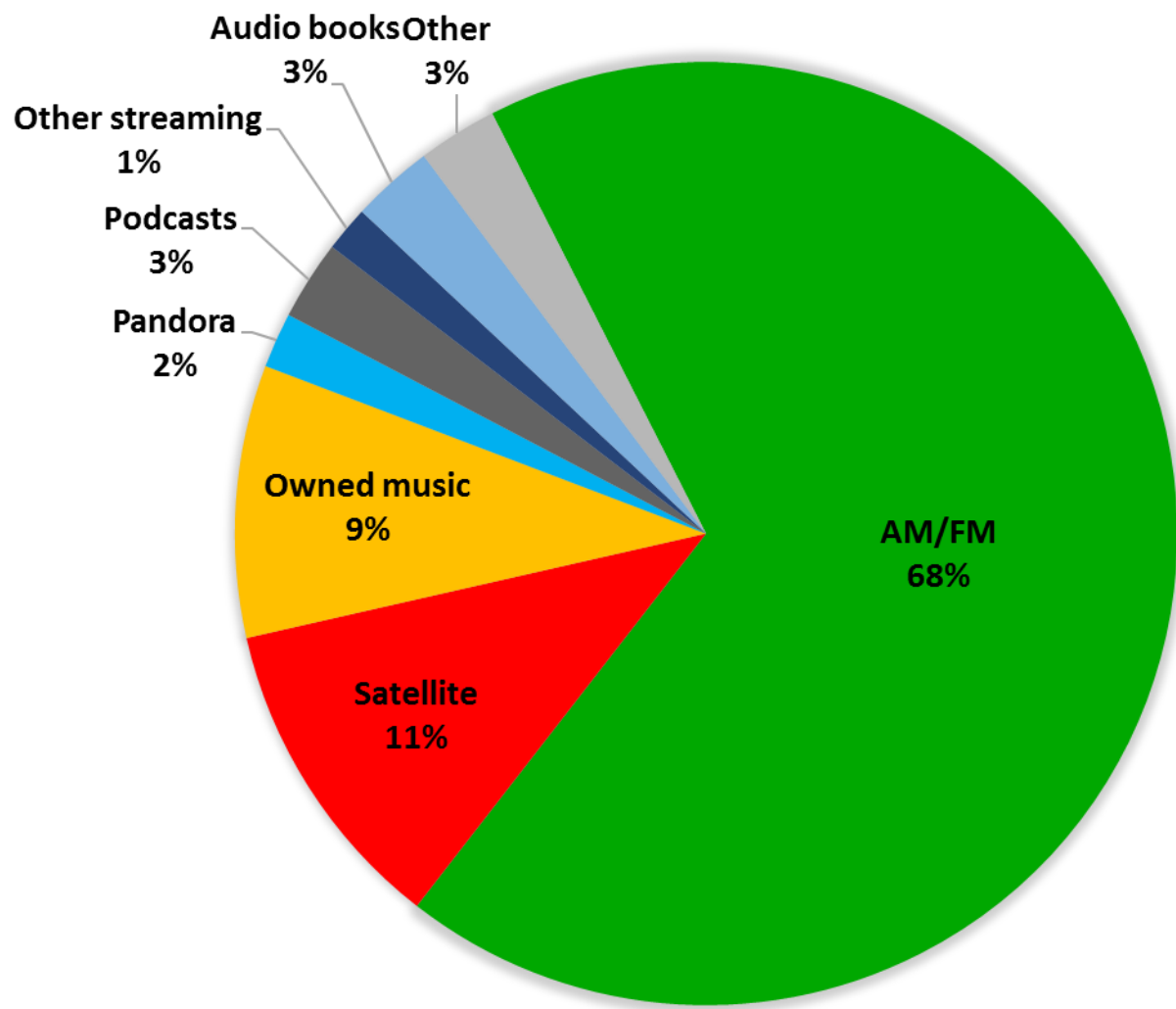
Of those who use the NPR One app monthly or more often, three in ten give it “excellent” ratings, especially Millennials.



% “Excellent”

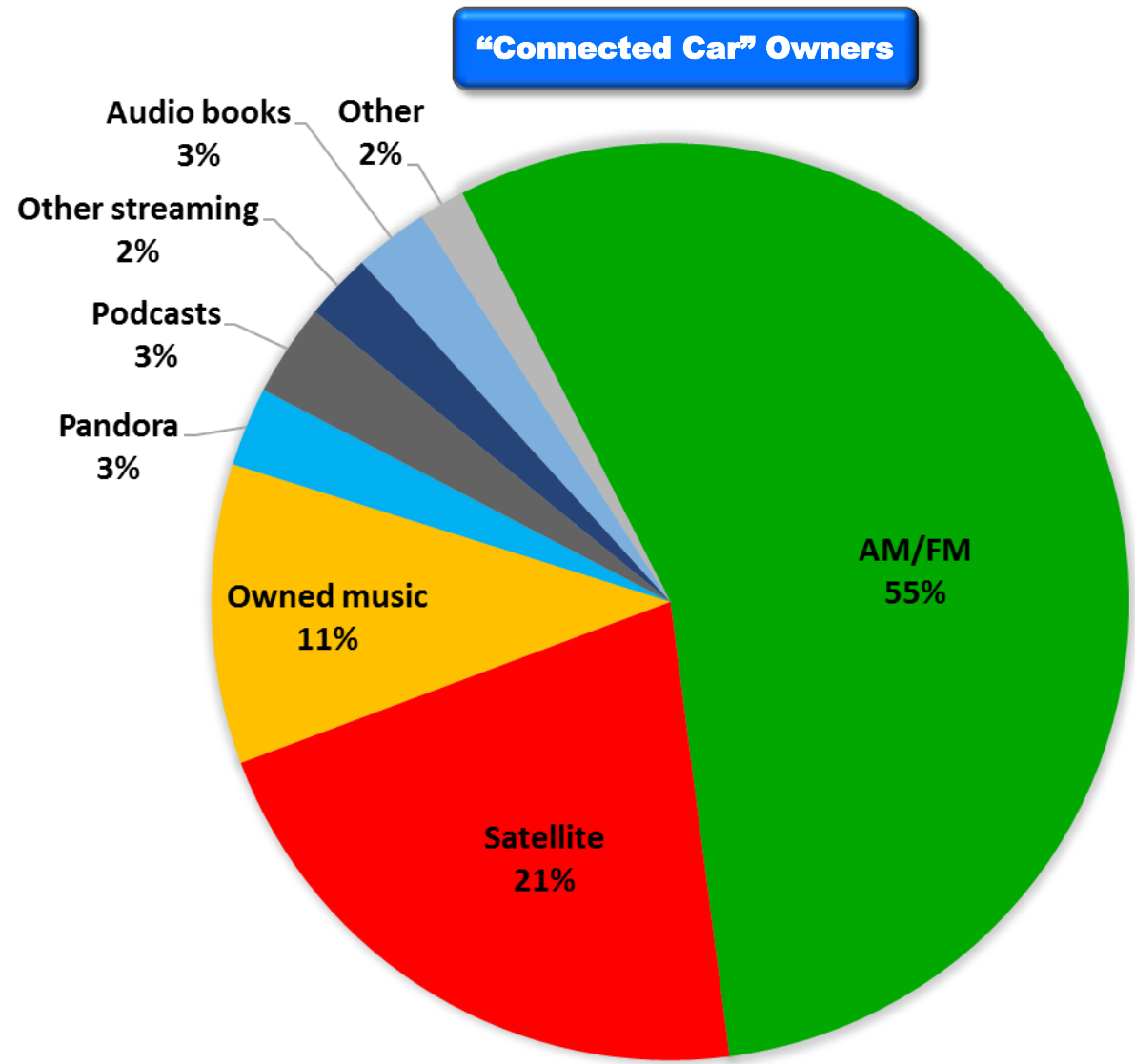
Among those who have downloaded the NPR One app & use it monthly or more

AM/FM radio has a 68% “share of the car,” followed distantly by satellite radio and personal music collections...



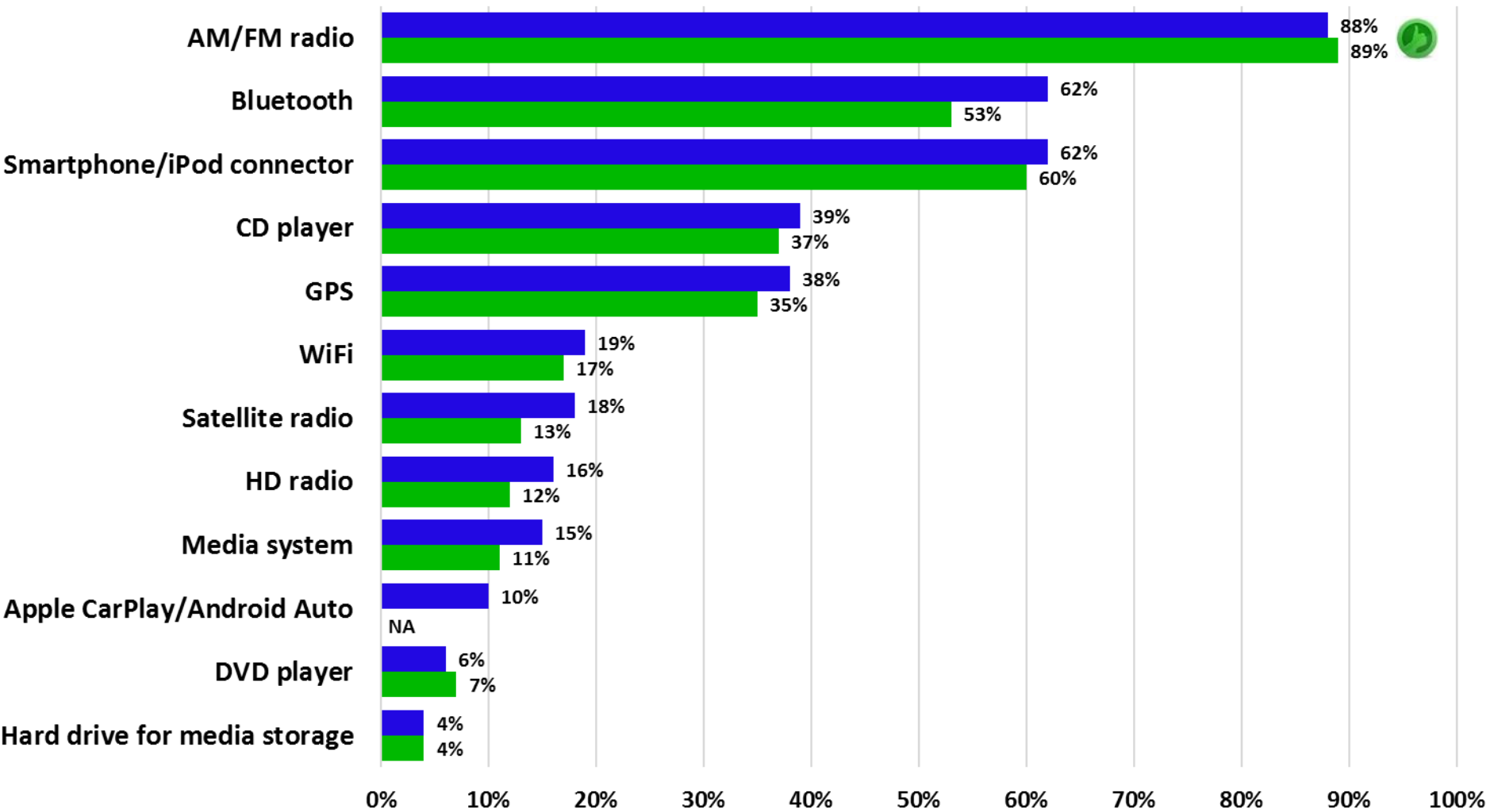
Percentage of time spent in a car with each source

...but among “connected car” owners, radio’s share drops to 55% while satellite radio usage nearly doubles.



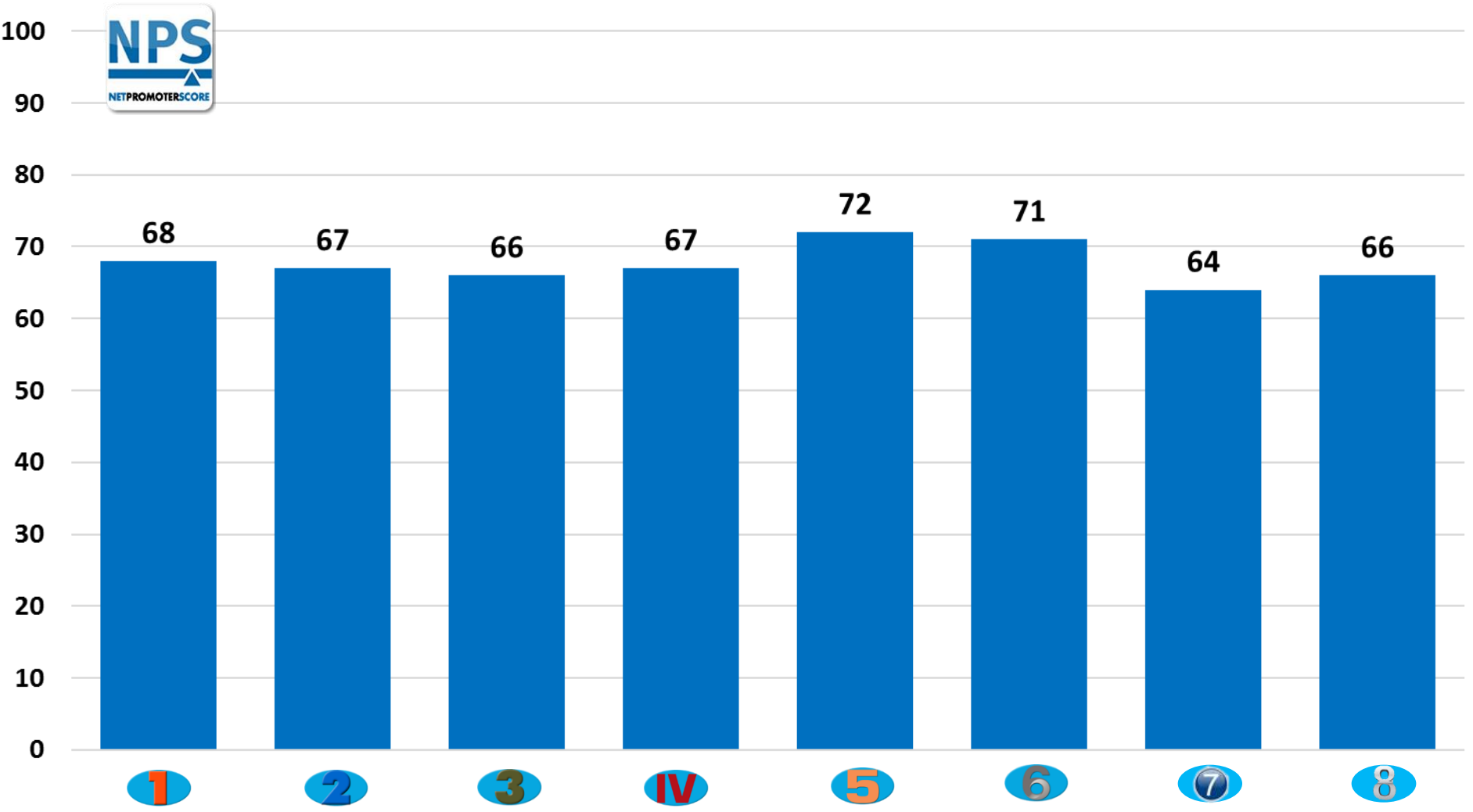
Percentage of time spent in a car with each source

Of new car owners and those in the market for one this year, nearly nine in ten say it's “very important” it has AM/FM radio.



■ PRTS 8 ■ PRTS 7
“Very Important” features among those planning on buying/leasing
(or already bought) a new vehicle in 2016
Ranked on PRTS 8

Public radio's recommendation scores (Net Promoter) continue to be consistently strong.





Fred@JacobsMedia.com

www.jacobsmedia.com/blog

@fnjacobs

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