

Jacobs  
public radio  
techsurvey 8

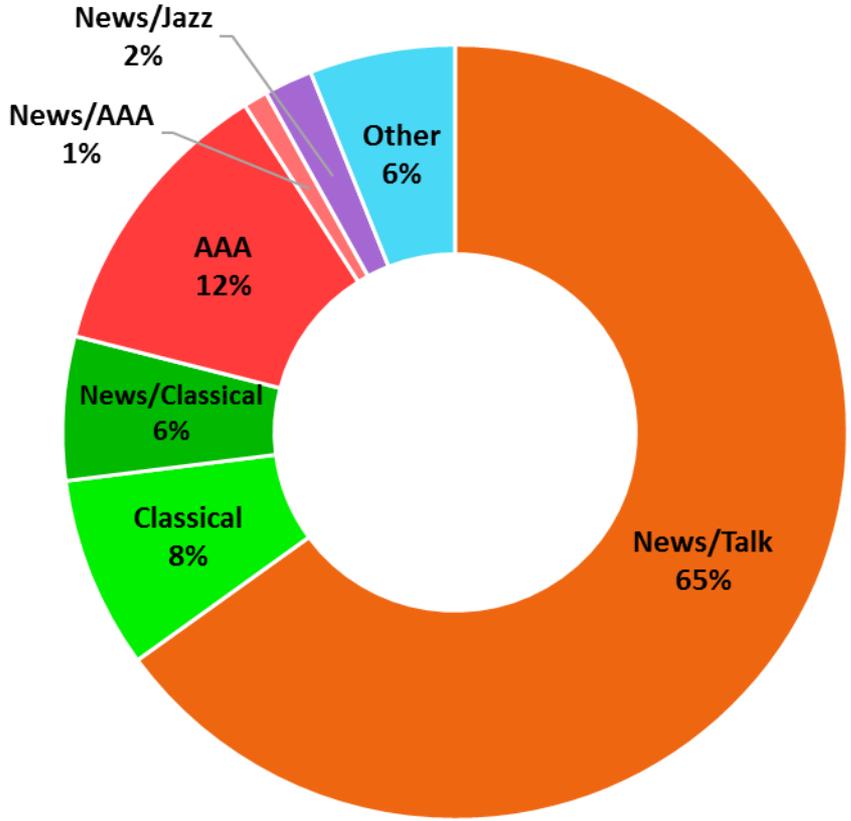


# Methodology

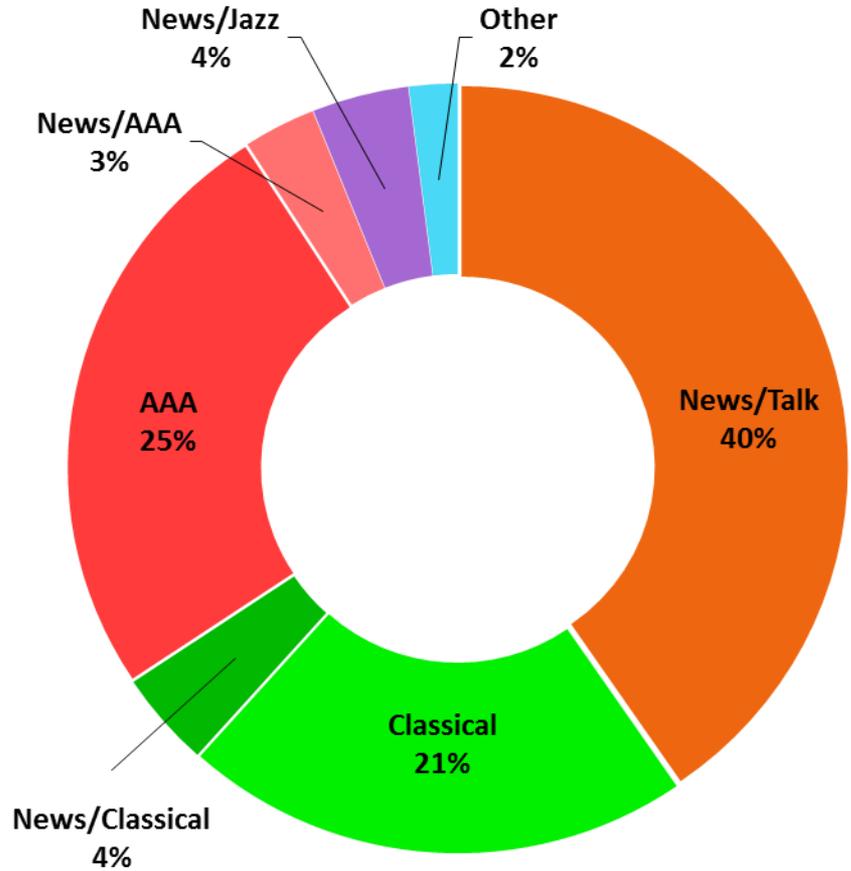
- 69 public radio stations
- N = 29,406
- Interview dates: May 11-June 13, 2016
- Most respondents are members of station email databases. Some responses were gathered via the station's website or social networking pages.
- All responses were collected online and weighted by market size.
- This is a 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**



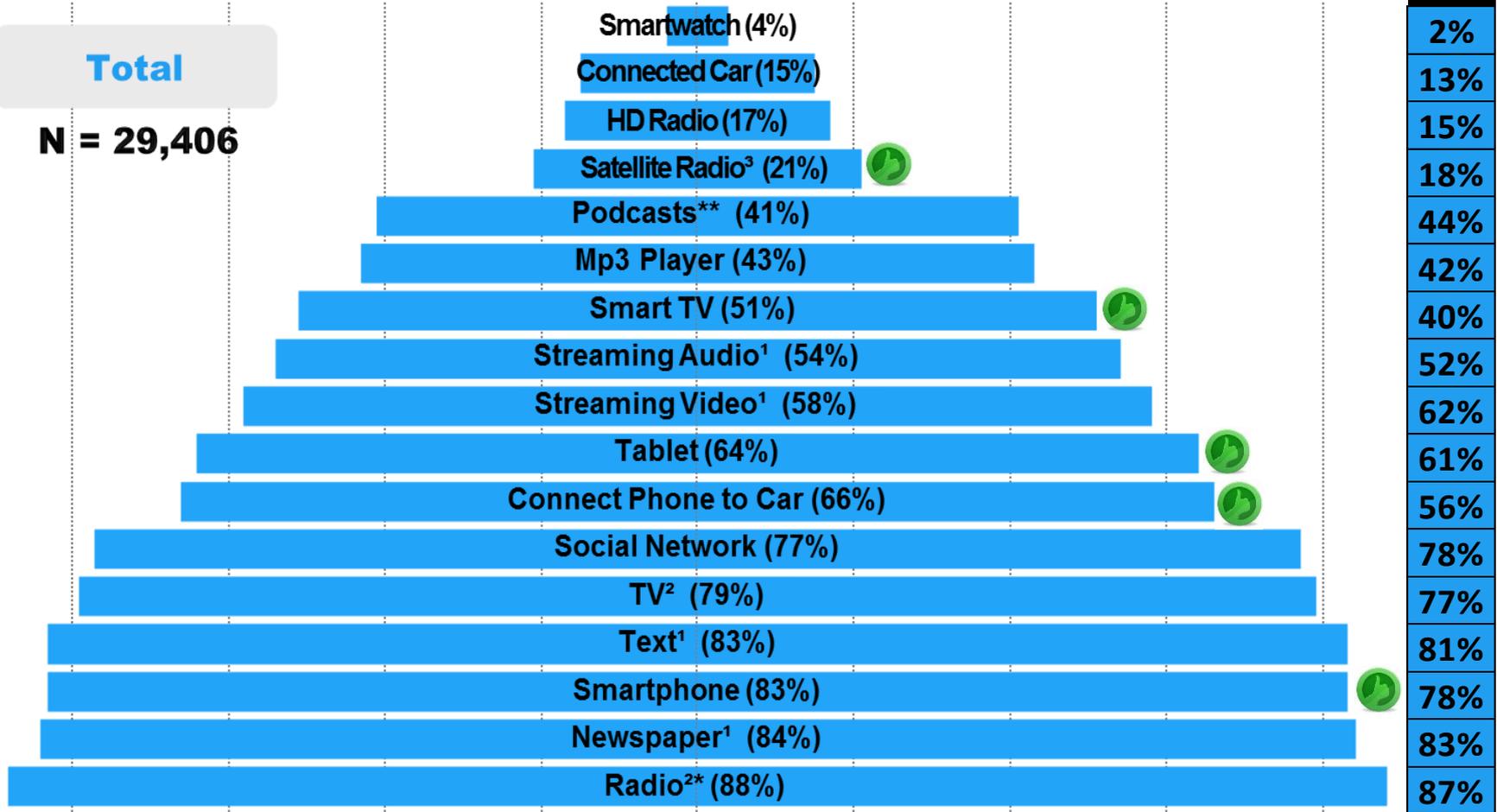
**PRTS 8**



# Media Usage Pyramid 2016

**Total**

**N = 29,406**



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



# Media Usage Pyramid 2016

PRTS 7  
N/T

2%

13%

14%

17%

49%

41%

41%

52%

64%

64%

56%

80%

76%

82%

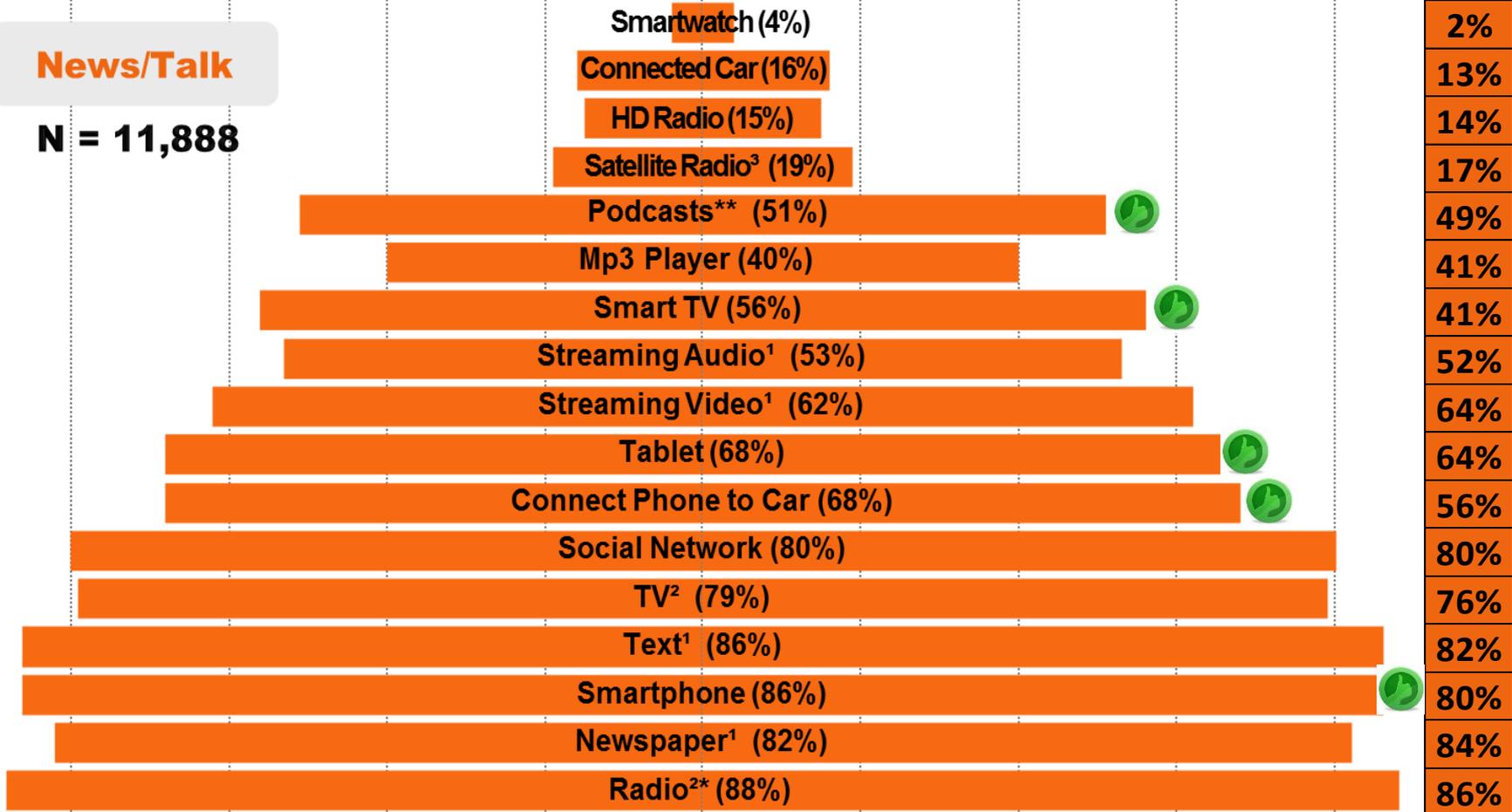
80%

84%

86%

**News/Talk**

**N = 11,888**



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

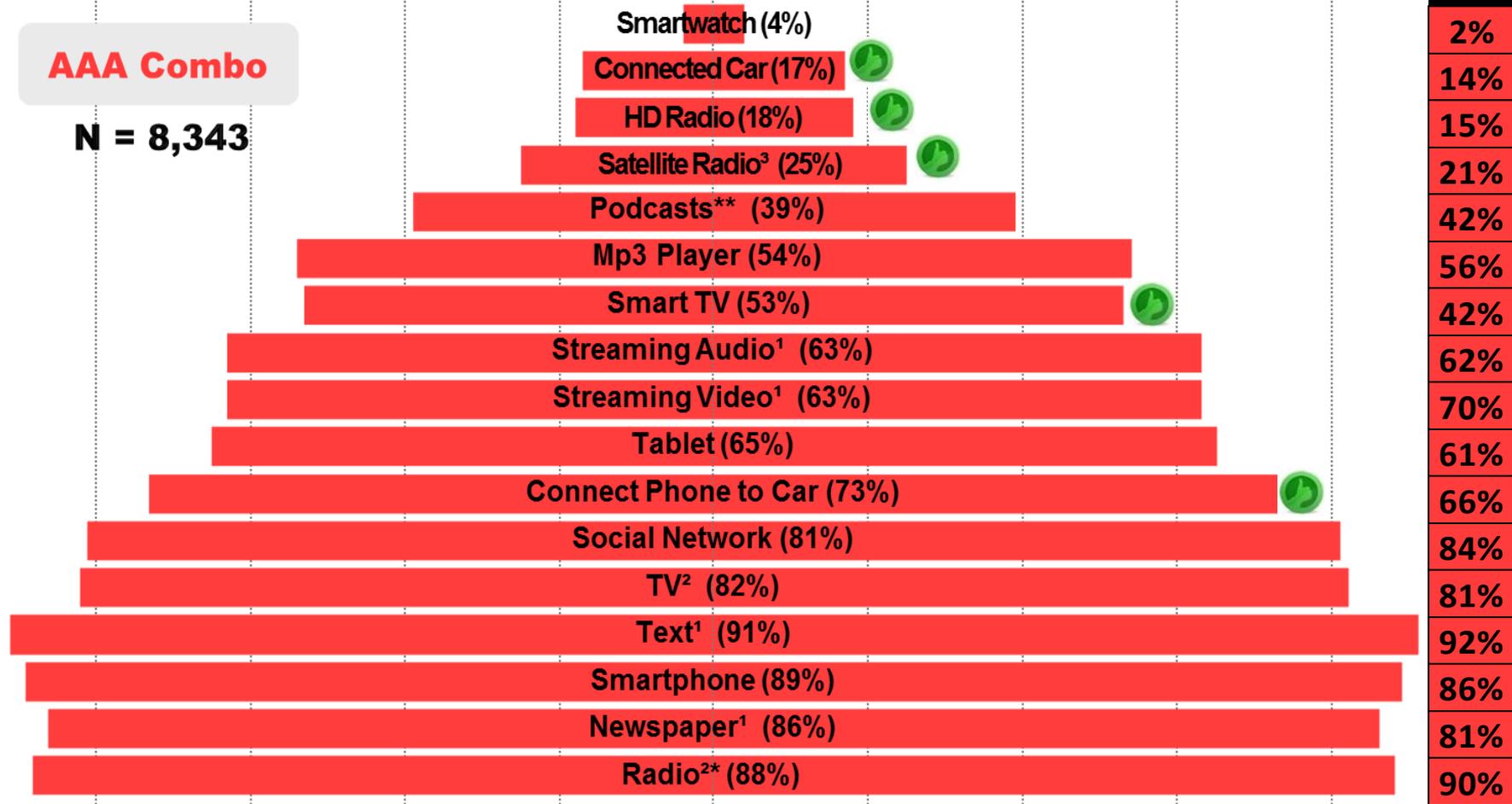


# Media Usage Pyramid 2016

PRTS 7  
AAA

**AAA Combo**

**N = 8,343**



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

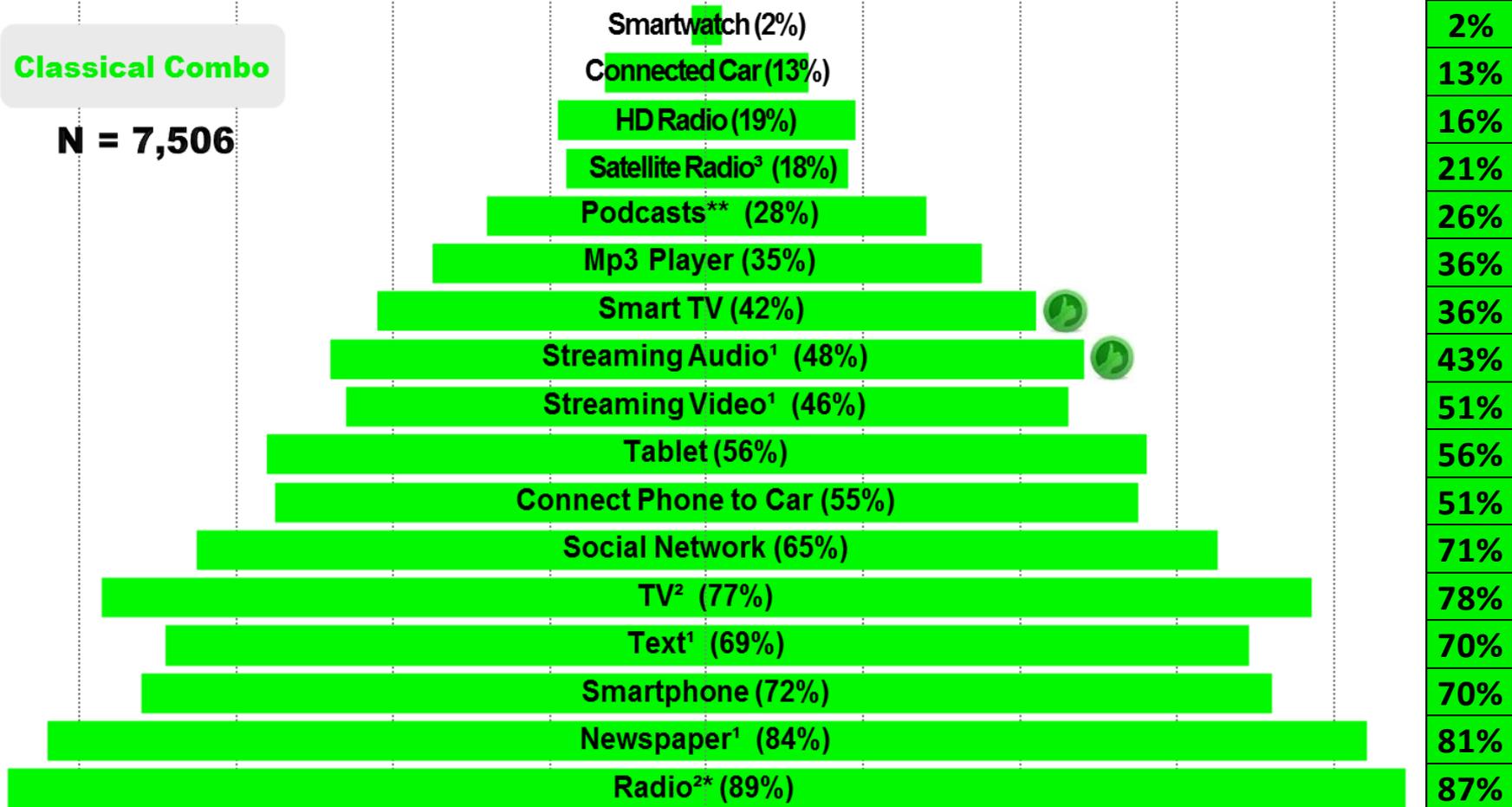


# Media Usage Pyramid 2016

PRTS 7  
CLS

Classical Combo

N = 7,506



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



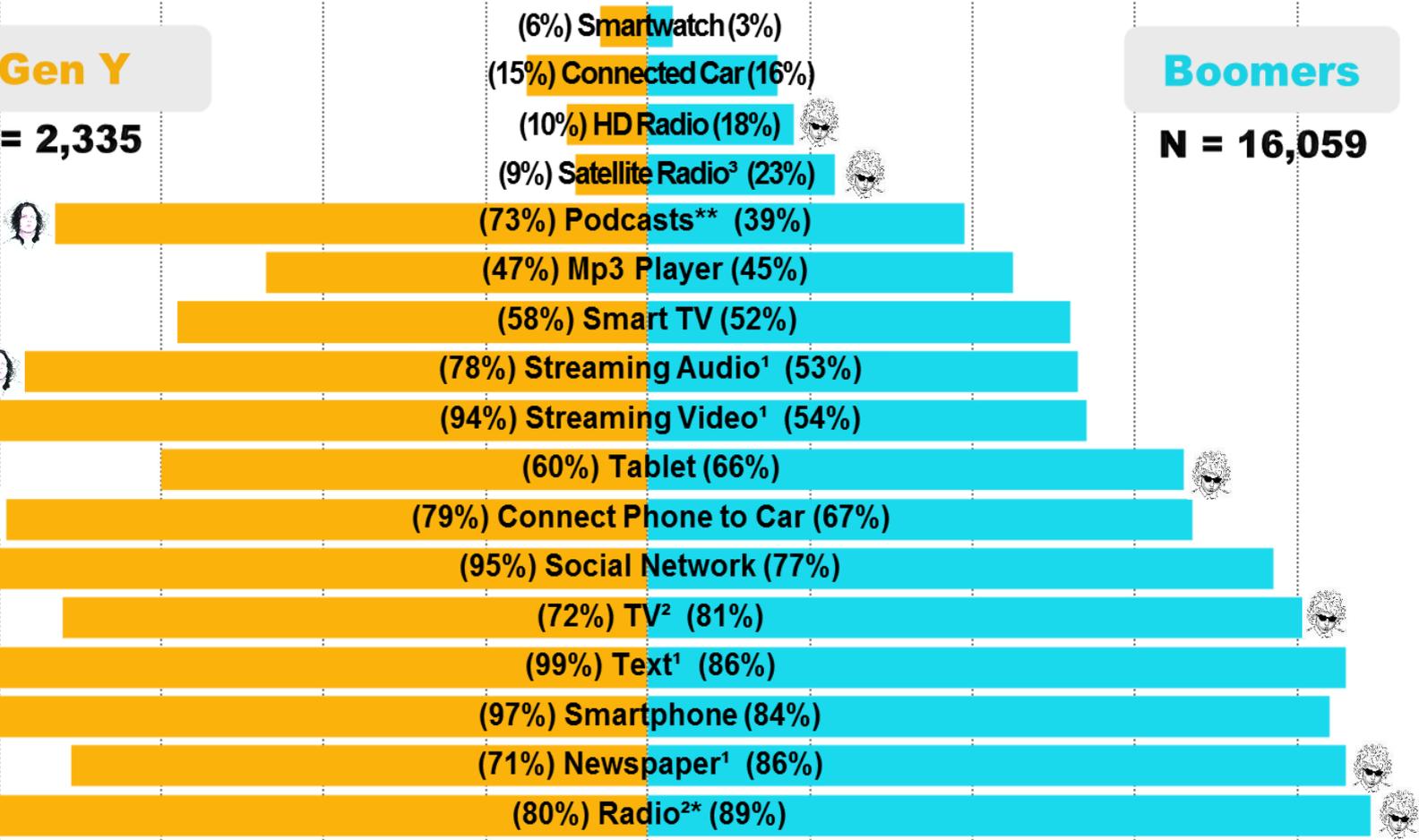
# Media Usage Pyramid 2016

**Gen Y**

**N = 2,335**

**Boomers**

**N = 16,059**

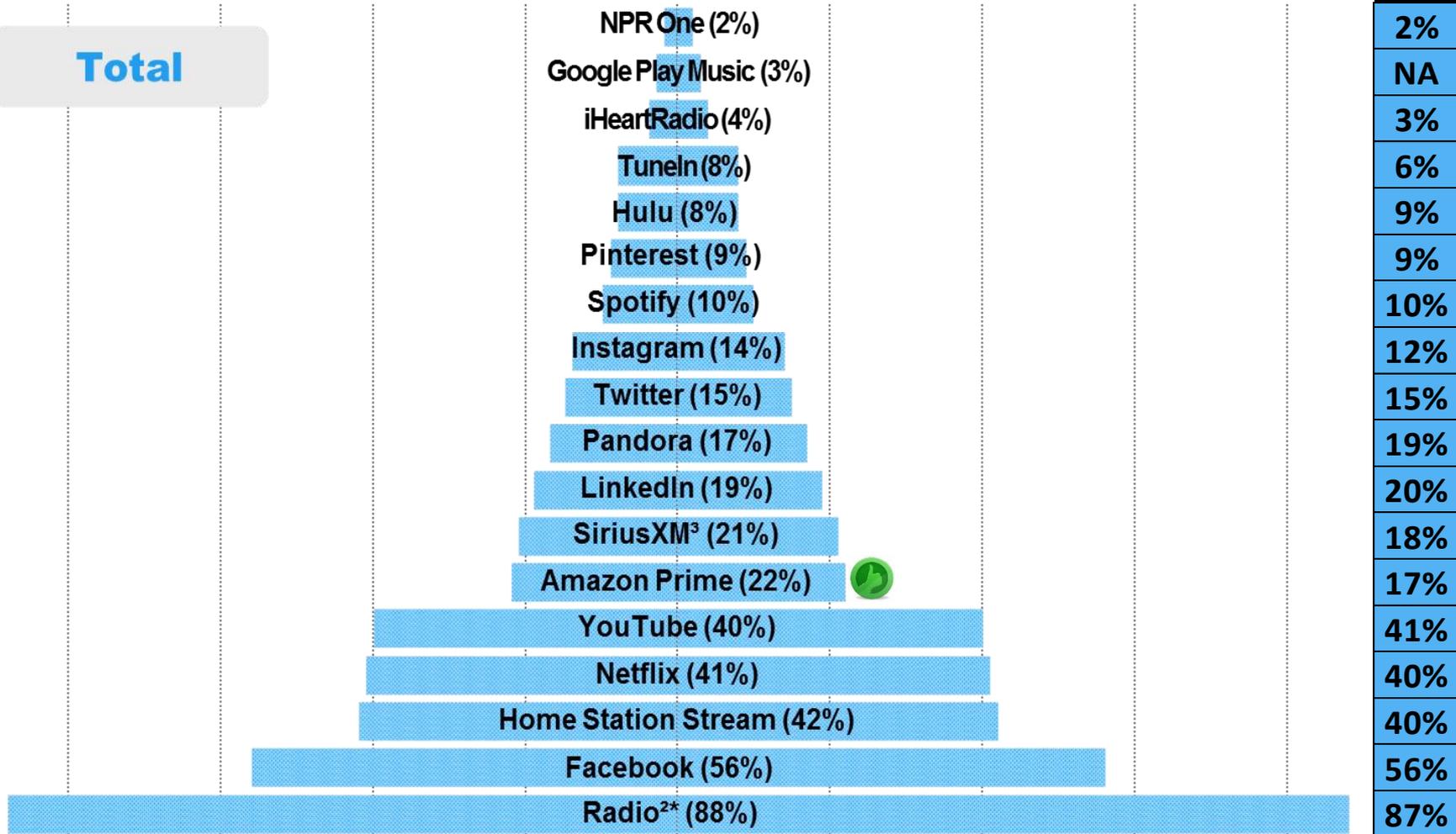


<sup>1</sup> Weekly or more <sup>2</sup> 1+ hour/day <sup>3</sup> Paid + trial users \* Any platform/device \*\* Monthly or more



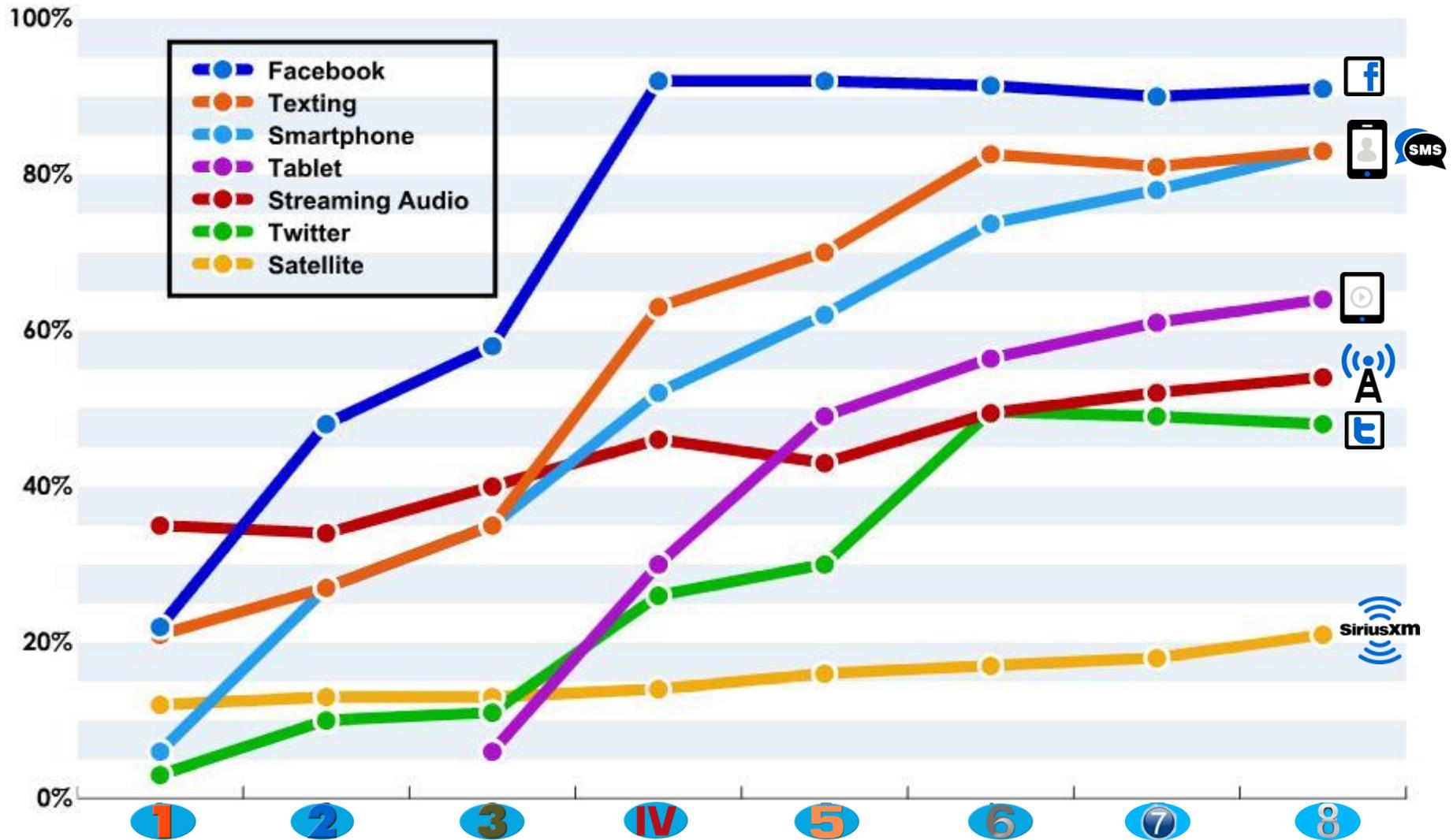
# Brand Platform Pyramid 2016

**Total**



All based on weekly use unless otherwise noted 1+ hour per day<sup>2</sup> Paid & trial users<sup>3</sup> Any Platform/Device\*

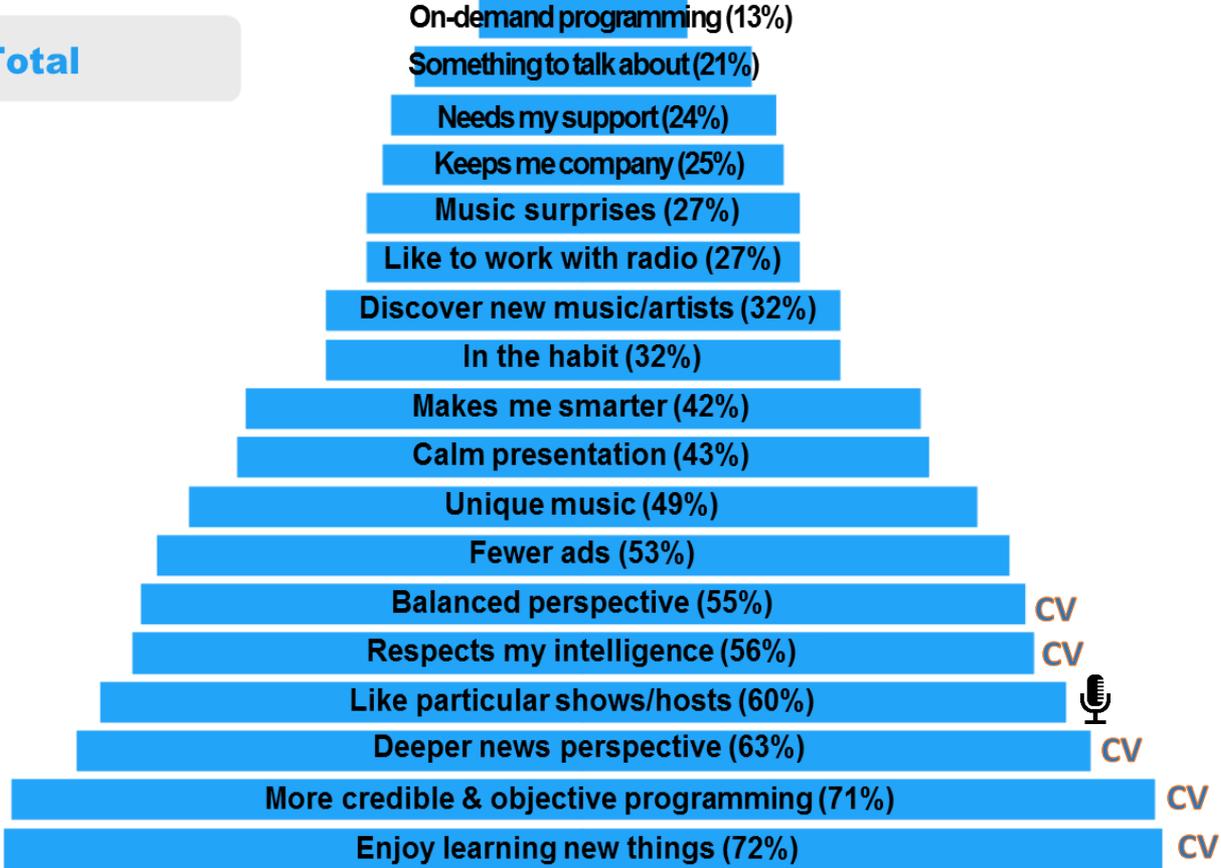
# 8 Year Digital Trend



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

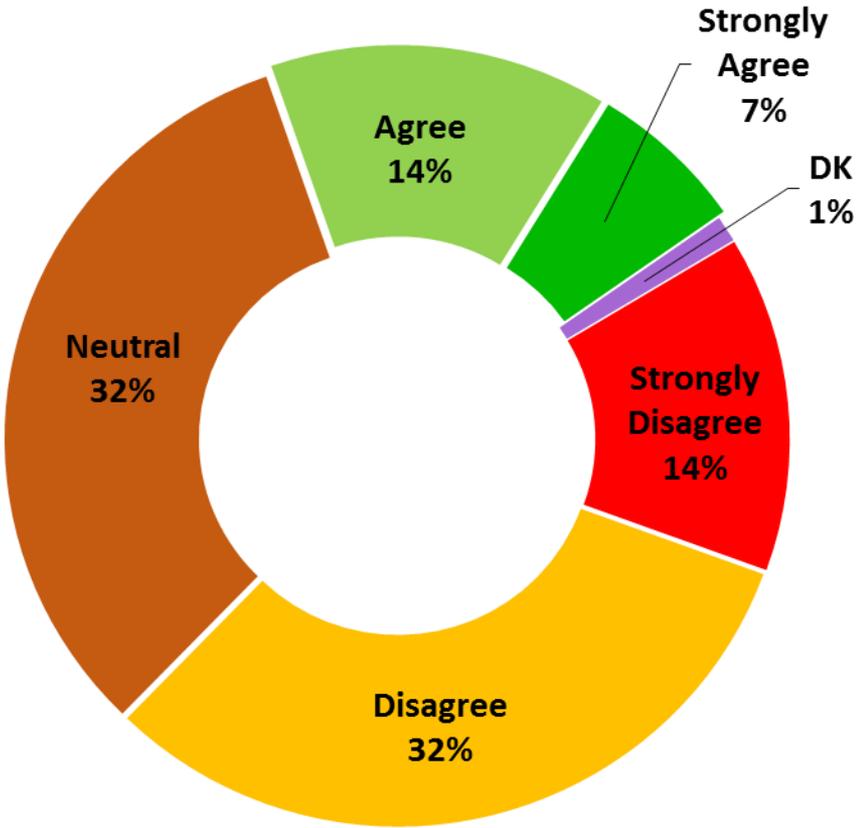
# Why Listen to Public Radio

**Total**



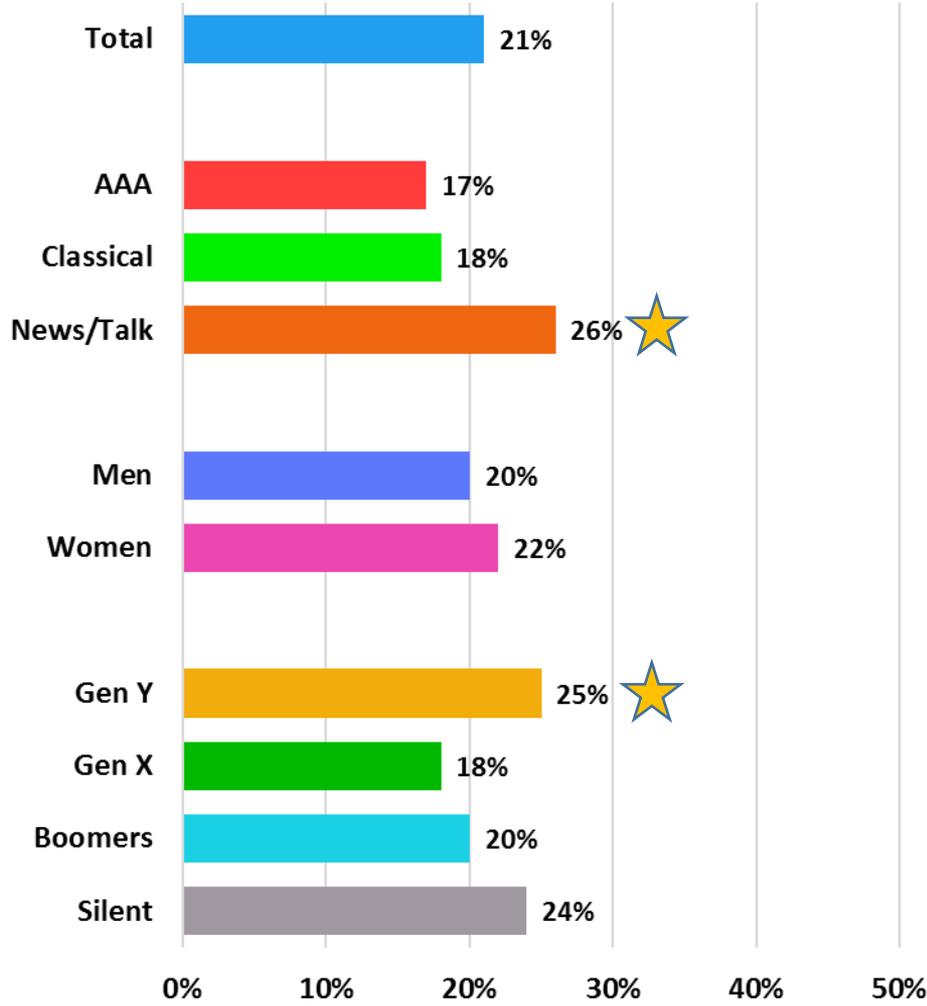
Main Reason

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

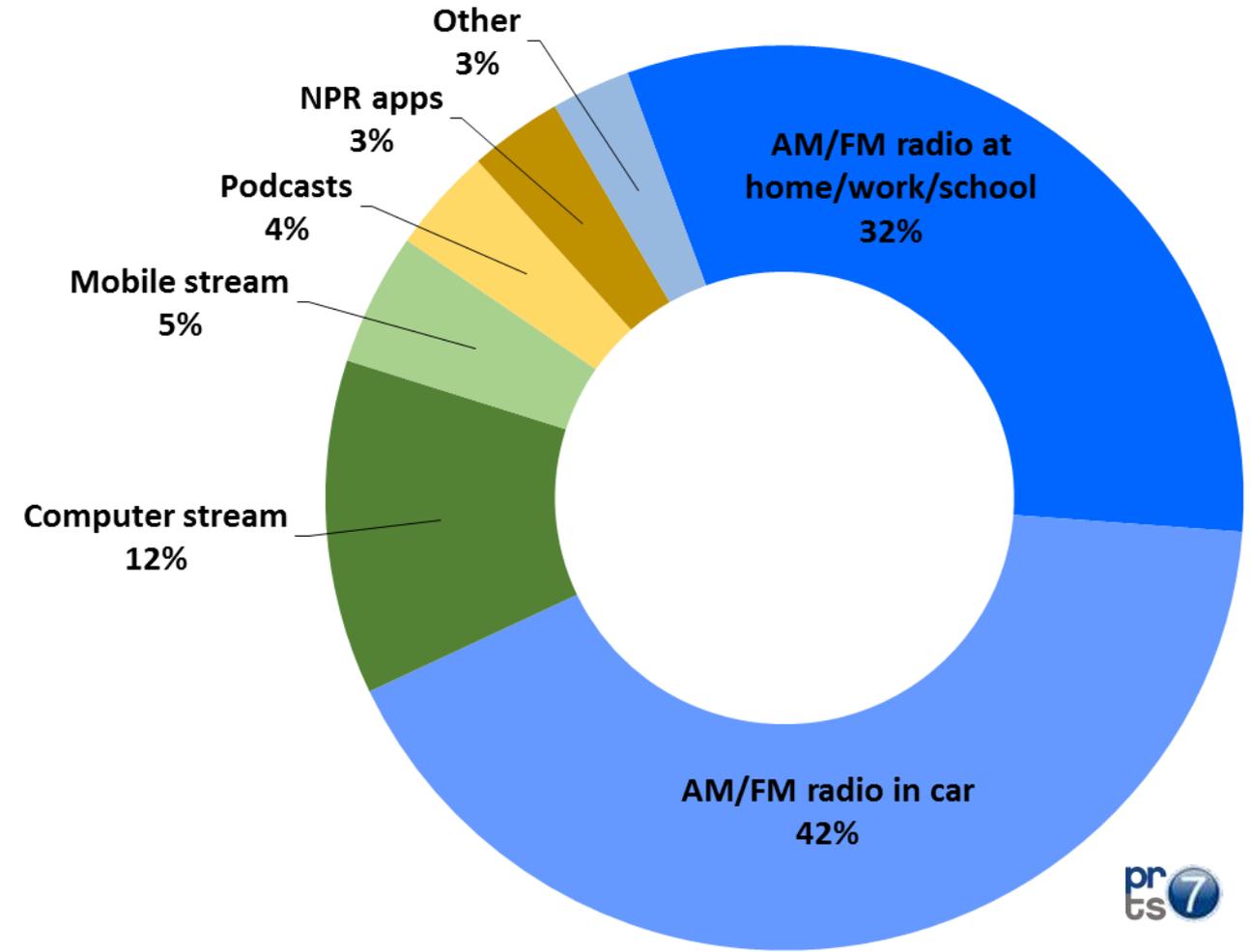


“As a result of the election, I’m listening to more public radio.”

## Agree + Strongly Agree



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

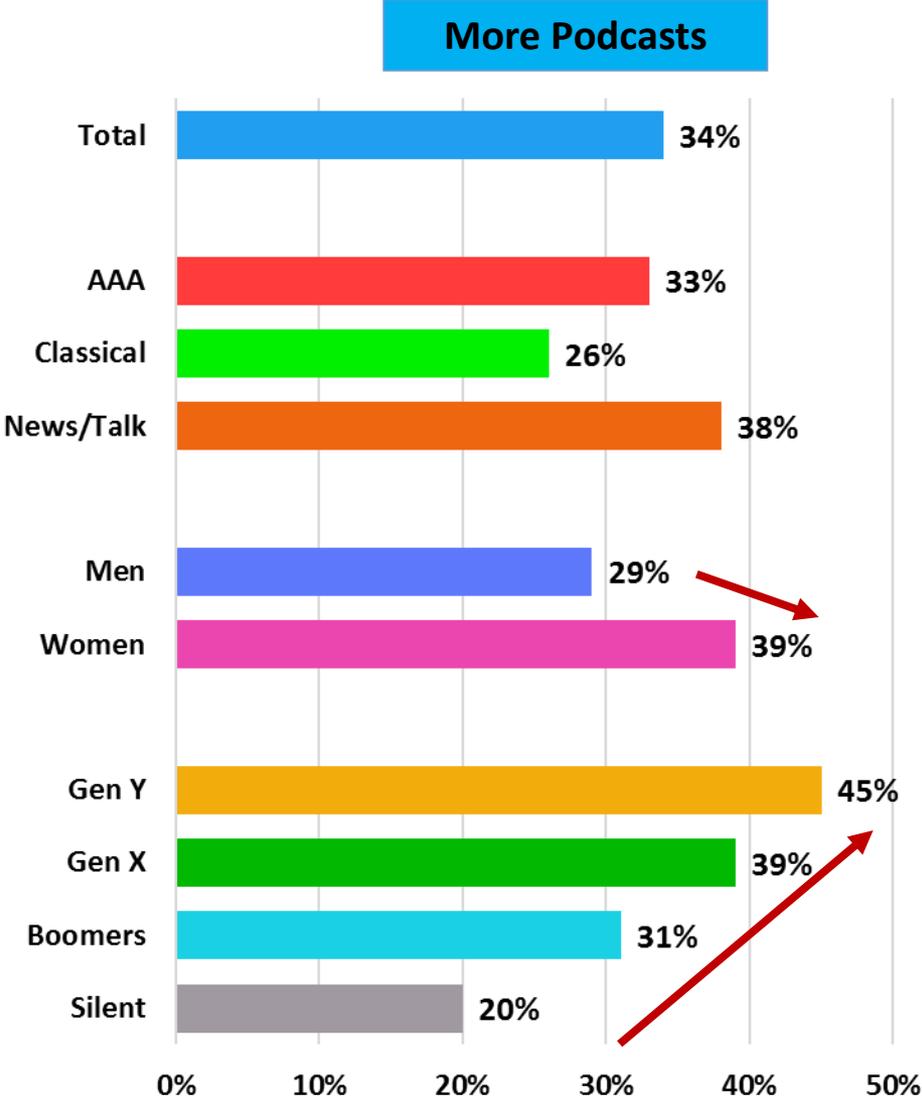
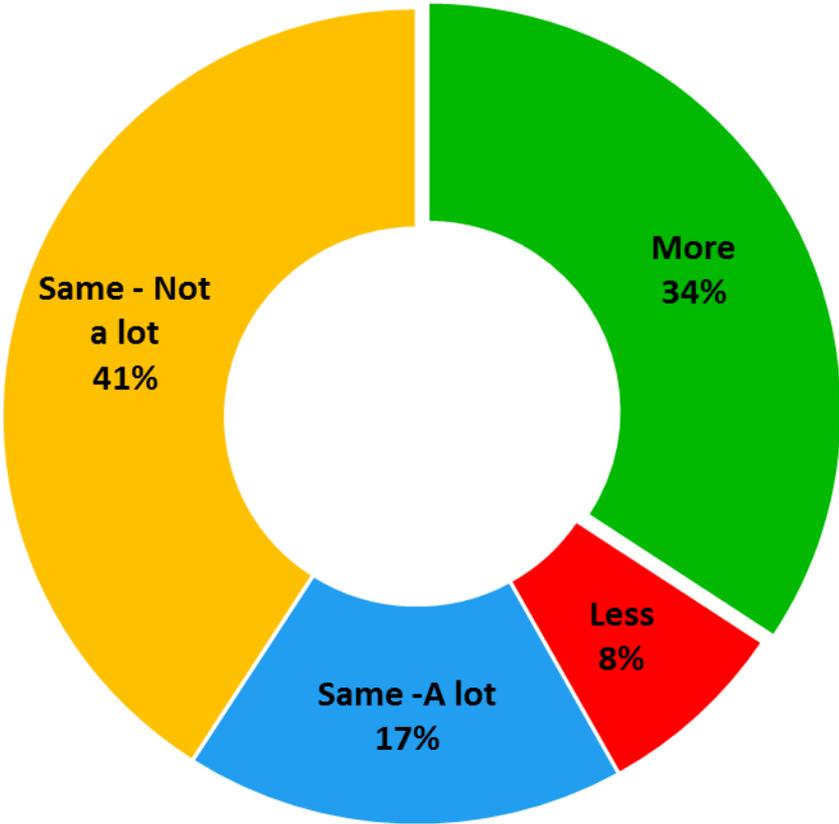


**Traditional: 74%**  
**Digital: 24%**

**Traditional: 78%**  
**Digital: 19%**

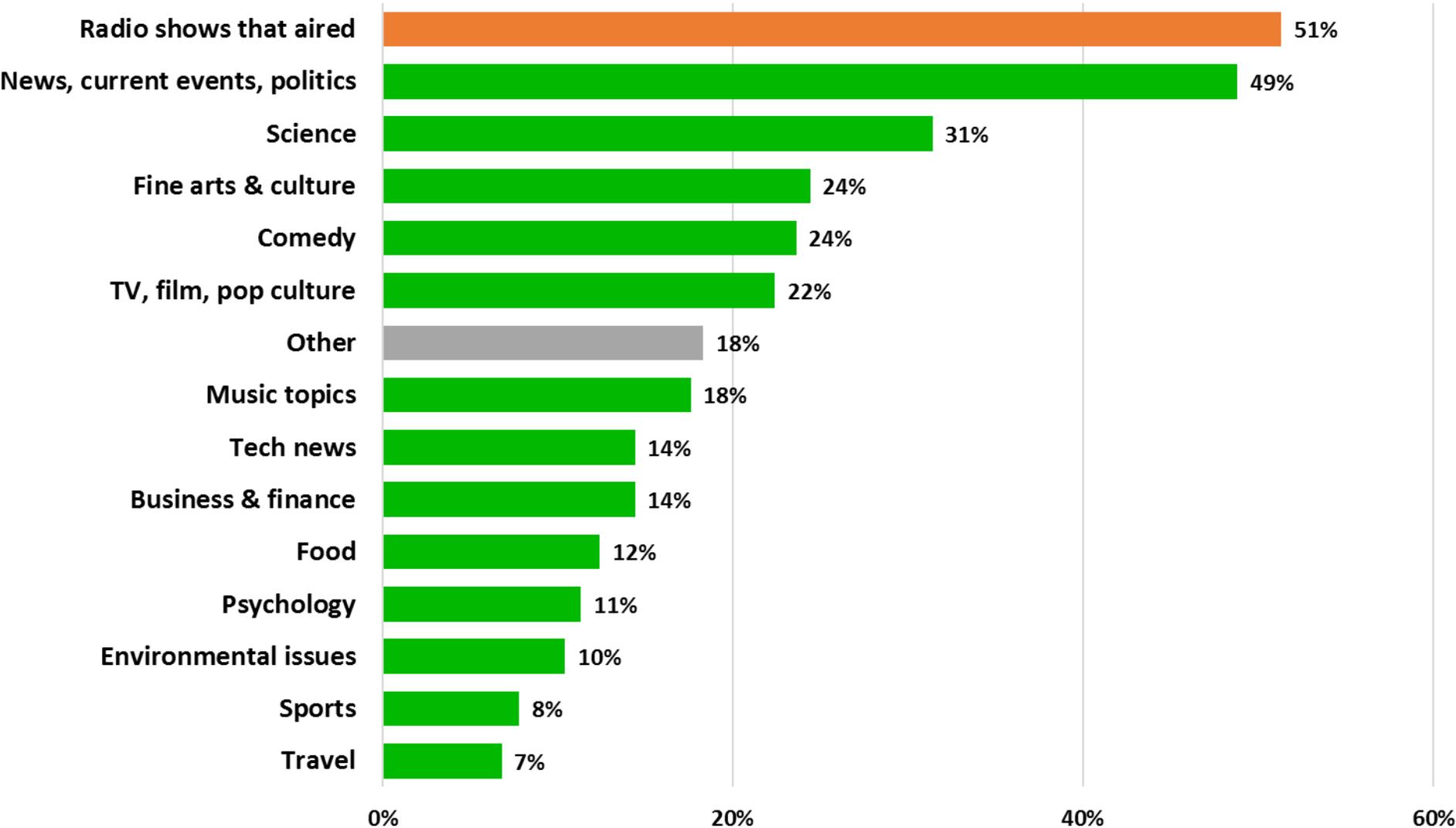


# One-third of those who listen to podcasts monthly or more say they've been listening to more podcasts during the past year.



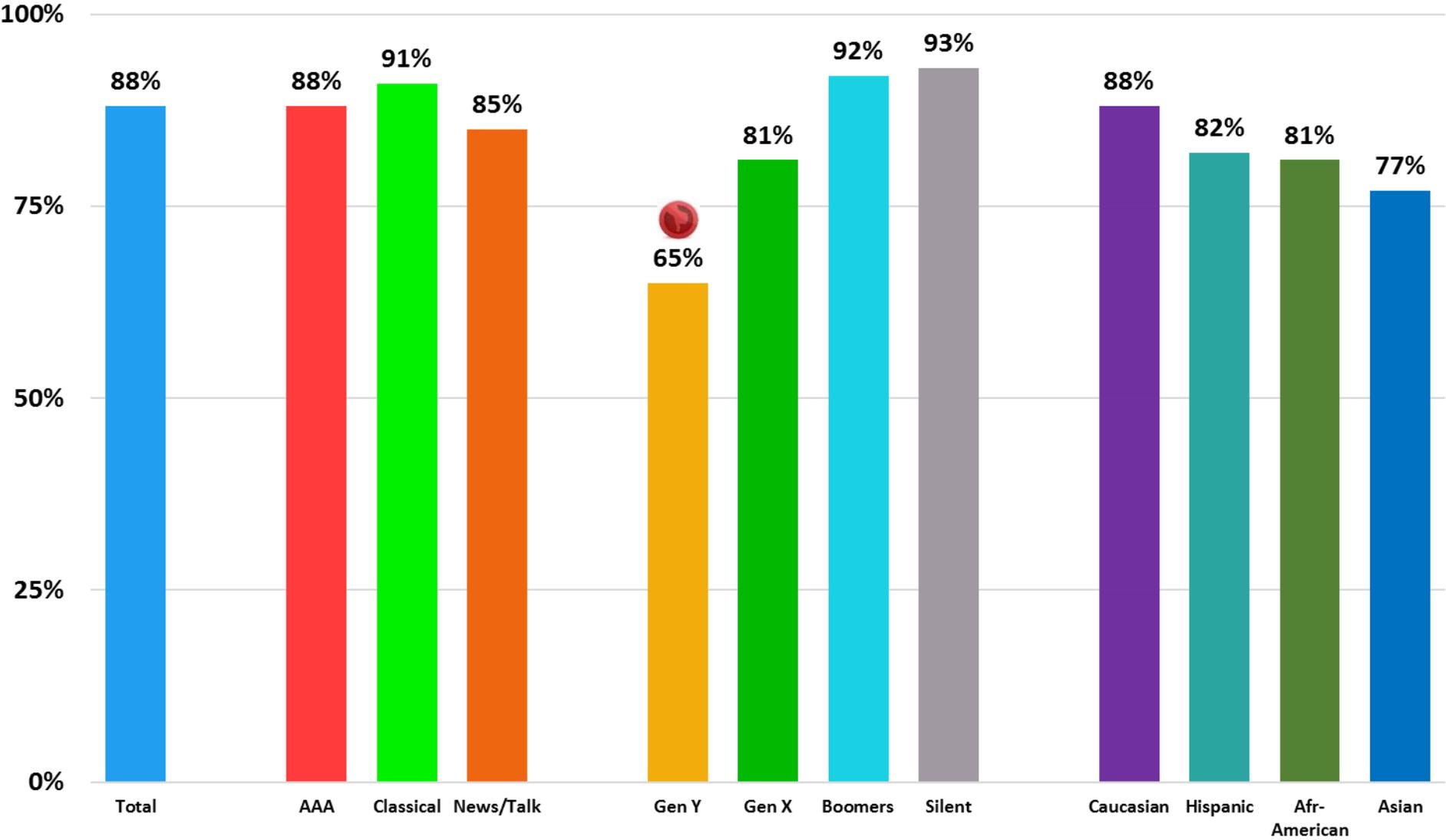
Among those who listen to podcasts monthly

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

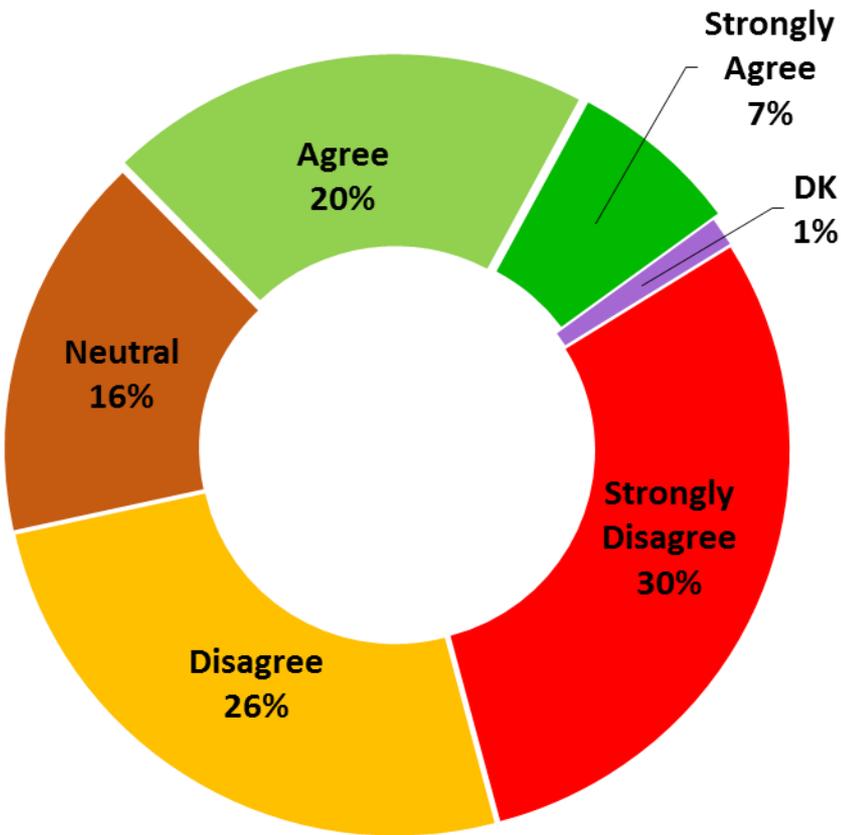


Among those who listen to podcasts monthly

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

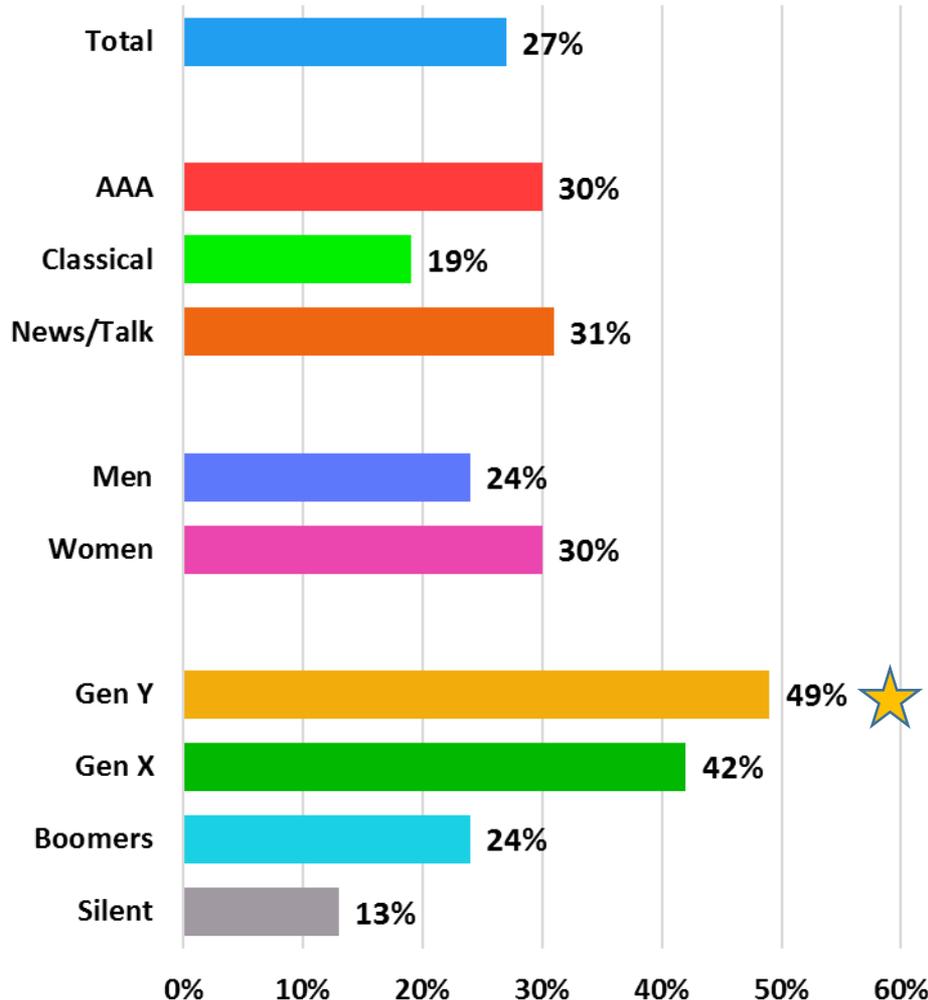


# More than one-fourth agree they are addicted to their mobile phones. Half of Millennials admit a mobile phone dependency.

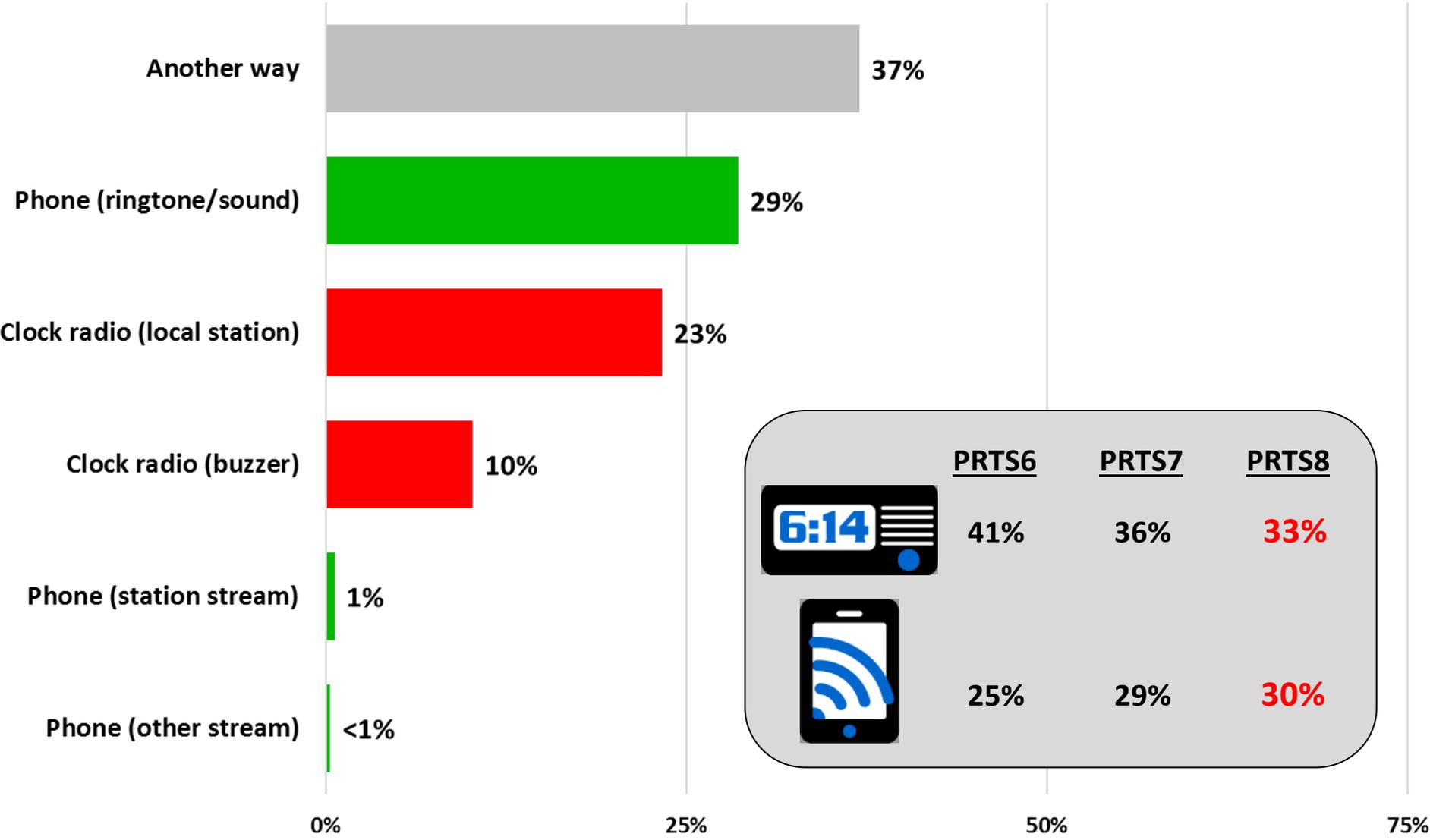


**"I am addicted to my mobile phone."**

## Agree + Strongly Agree



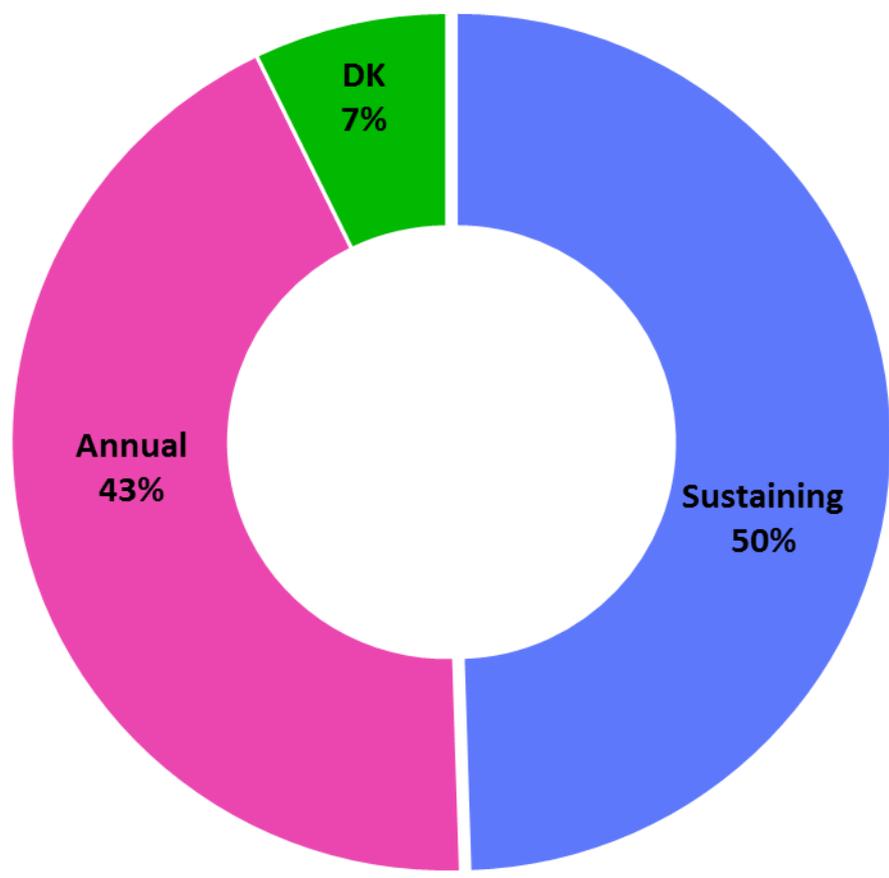
# Nearly as many respondents wake up to a mobile phone as a clock radio.



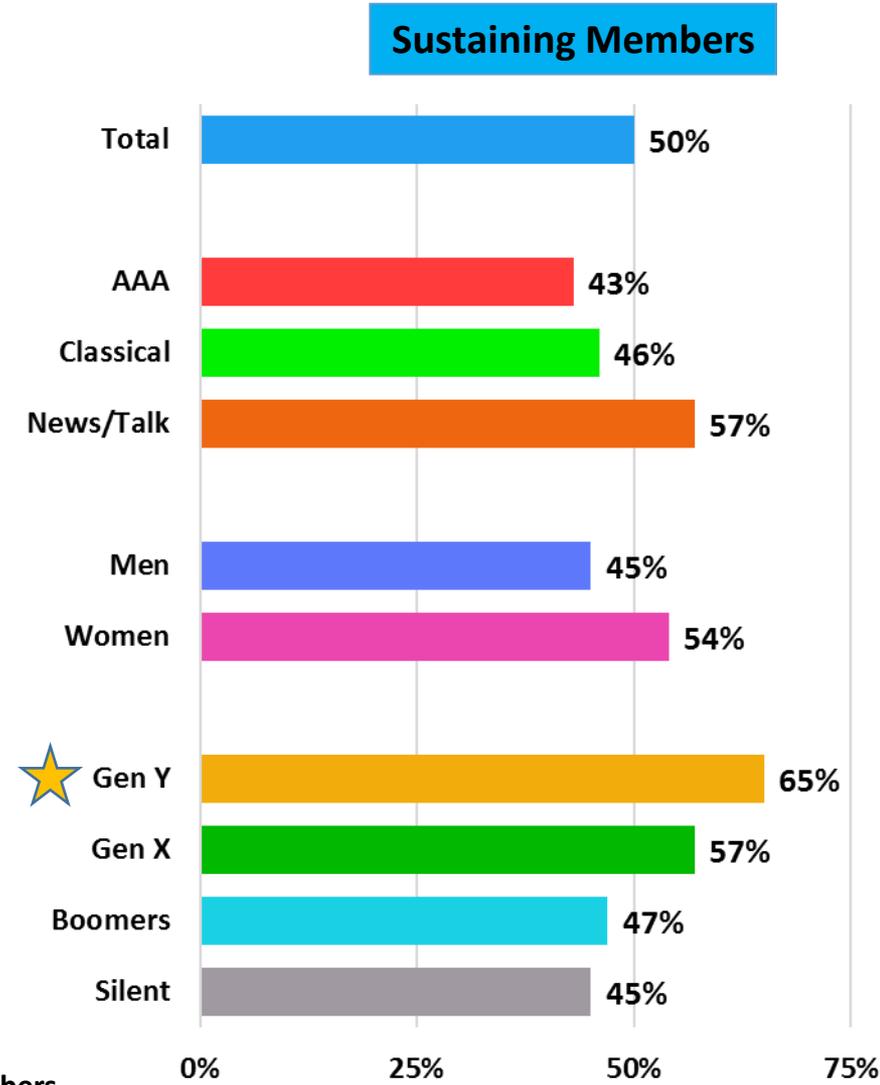
	<u>PRTS6</u>	<u>PRTS7</u>	<u>PRTS8</u>
	41%	36%	33%
	25%	29%	30%

Among those with a cellphone or smartphone

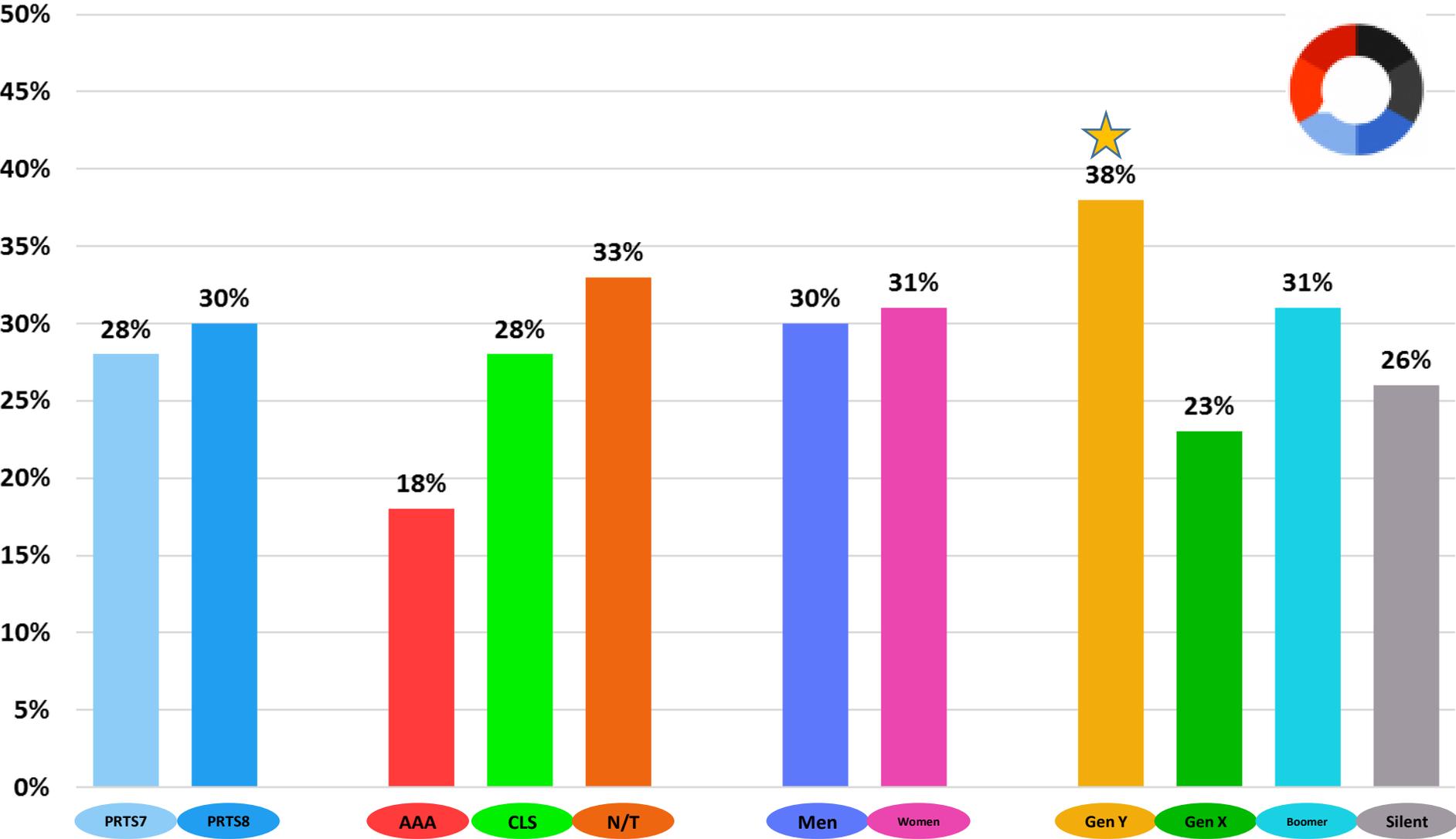
# Among those who are members of their local public radio stations, half are now “sustainers,” outnumbering annual givers.



Among members



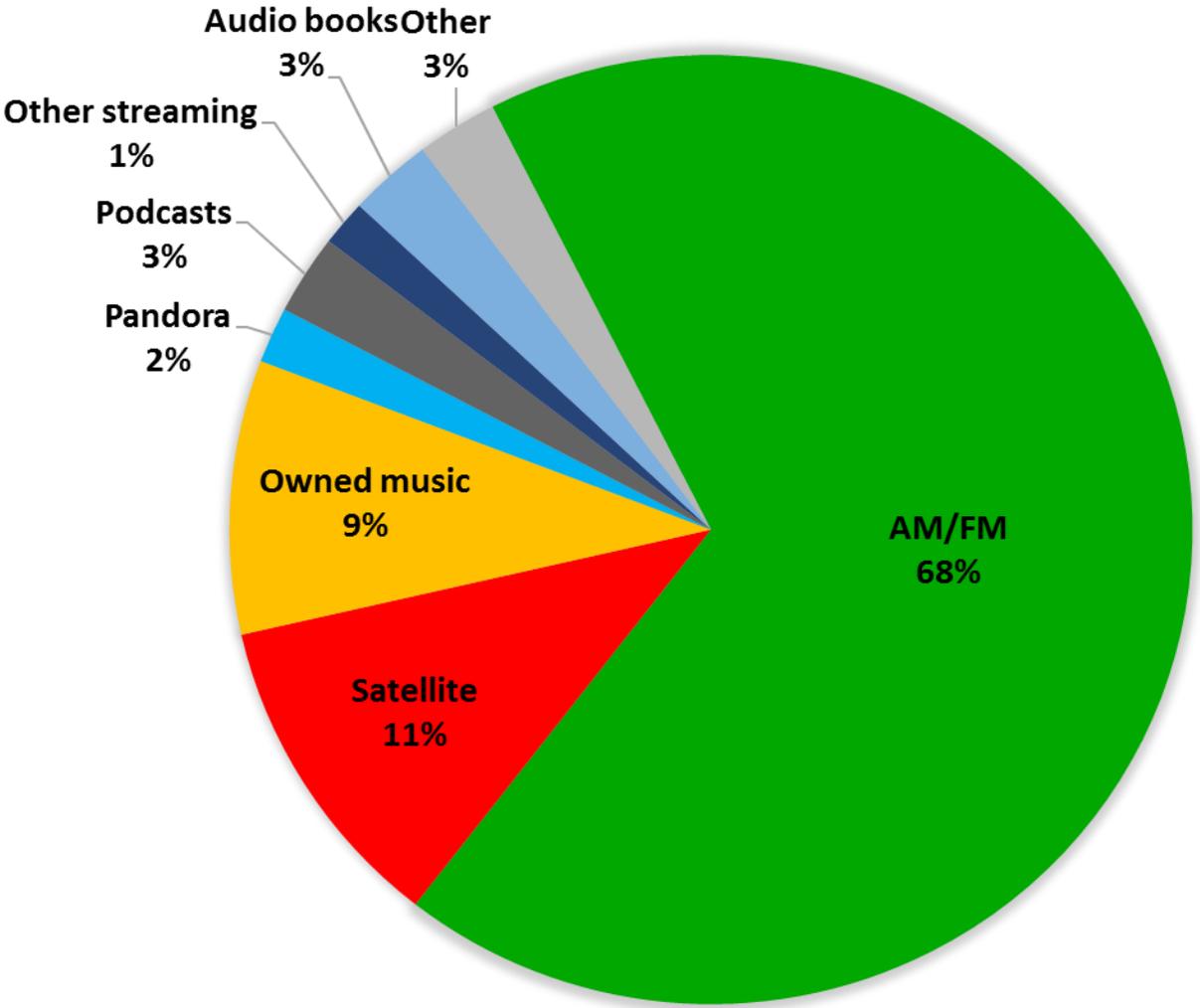
# Of those who use the NPR One app monthly or more often, three in ten give it “excellent” ratings, especially Millennials.



% "Excellent"

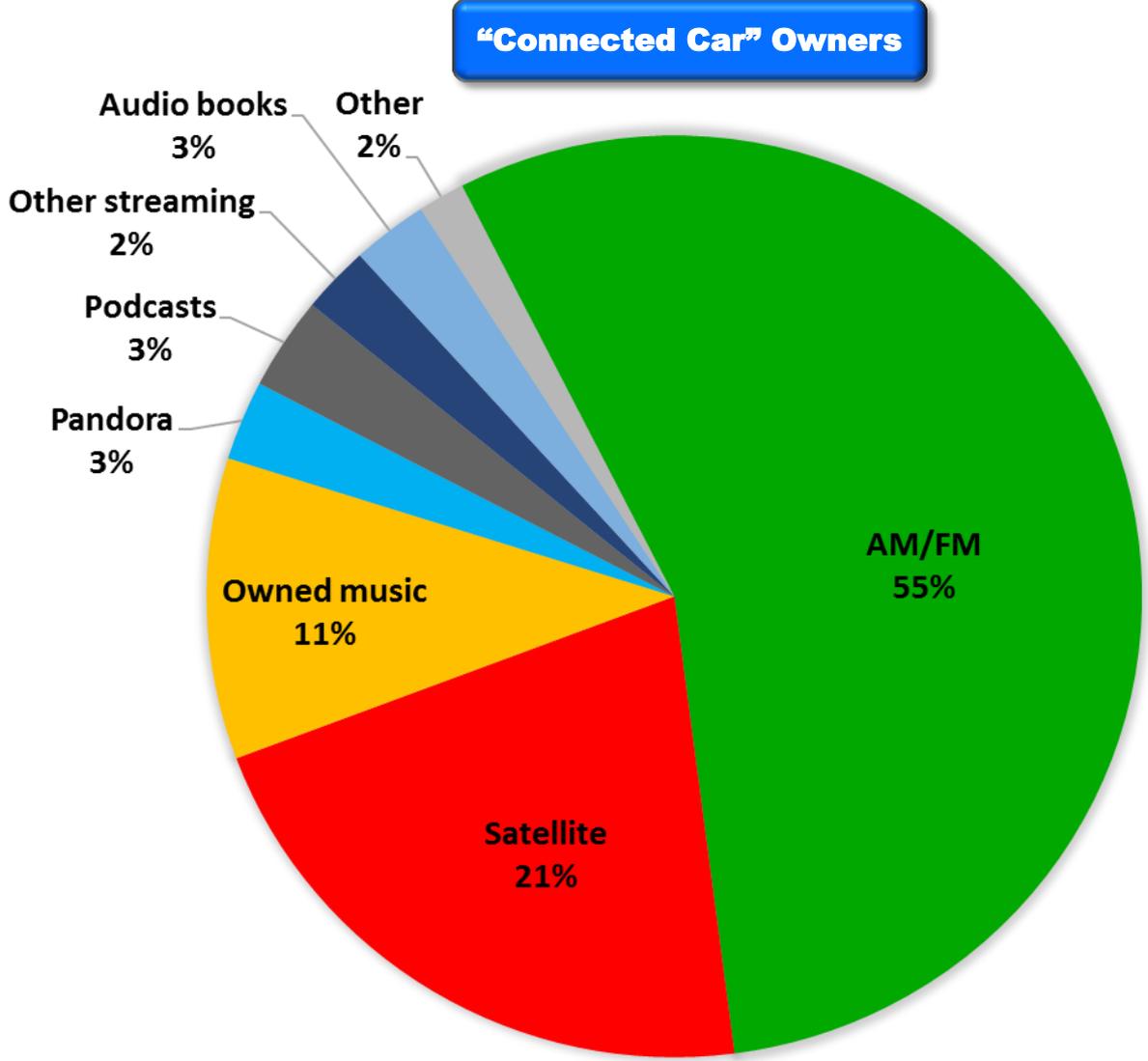
Among those who have downloaded the NPR One app & use it monthly or more

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



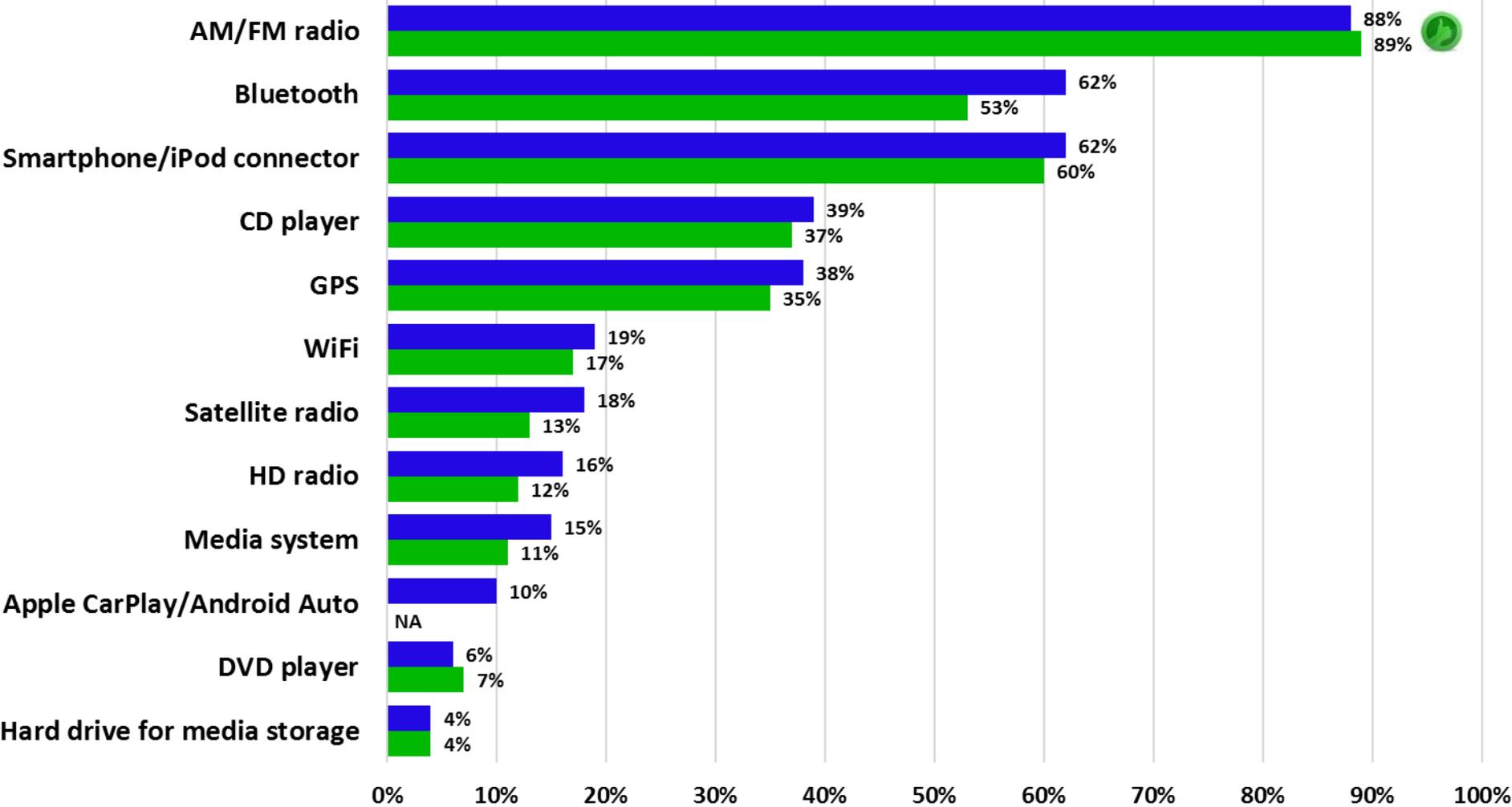
Percentage of time spent in a car with each source

# ...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.



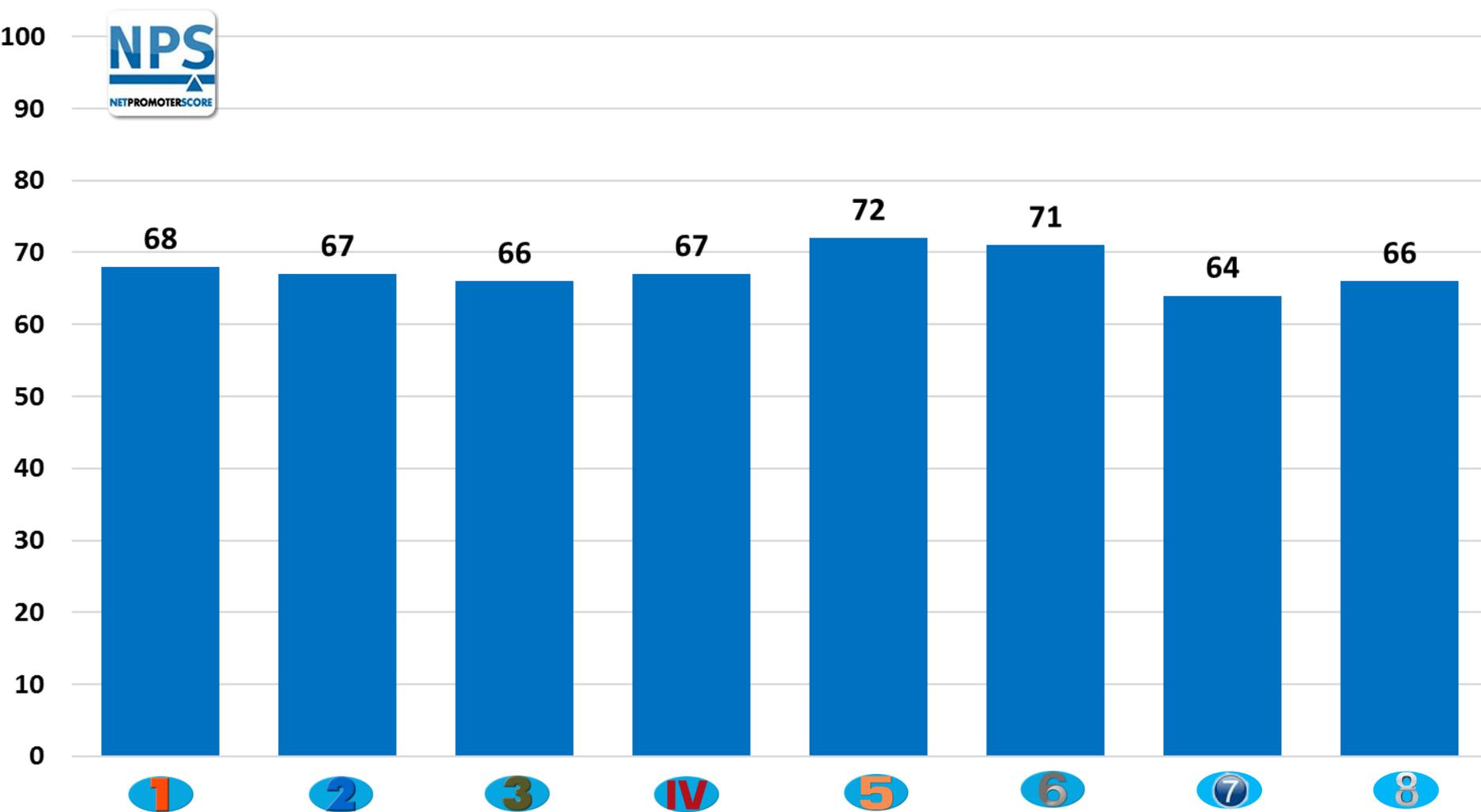
■ PRTS 8 ■ PRTS 7

"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.





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