Public Radio Threads
the Digital Needle
Methodology

• 54 U.S. public radio stations
• N = 20,325
• Interview dates: June 4 – June 26, 2019
• Most respondents are members of station databases. Some responses were gathered via station websites and/or social networking pages.
• All responses were collected online and weighted using Nielsen 2018 market population data.
• This is a web survey and does not represent all public radio listeners or even each station’s audience. It is not stratified to the U.S. population. Respondents are, by and large, public radio users.
Format Composition

PRTS 2017
- News/Talk: 58%
- News/Jazz: 3%
- Classical: 6%
- News/AAA: 2%
- AAA: 29%
- News/Classical: 1%

PRTS 2018
- News/Talk: 63%
- News/Jazz: 3%
- Classical: 15%
- News/AAA: 4%
- AAA: 16%
- News/Classical: 4%

PRTS 2019
- News/Talk: 52%
- News/AAA: 1%
- News/Jazz: 1%
- AAA: 15%
- News/Classical: 6%
- Classical: 21%
- Other: 1%
Age

PRTS 2017
- 18-24: 1%
- 25-34: 8%
- 35-44: 10%
- 45-54: 16%
- 55-64: 31%
- 65+: 35%

Average age: 57.6

PRTS 2018
- 18-24: 1%
- 25-34: 7%
- 35-44: 9%
- 45-54: 13%
- 55-64: 27%
- 65+: 43%

Average age: 59.7

PRTS 2019
- 18-24: 1%
- 25-34: 4%
- 35-44: 7%
- 45-54: 12%
- 55-64: 26%
- 65+: 50%

Average age: 61.8
Public Radio (NPR) Leads the Way In Access and Discovery

“How often do you use each of the following to access/discover news or information?”

- NPR/Public Radio - on any device: 74%
- Newspaper (print or online): 67%
- Television: 53%
- News websites via computer/laptop: 50%
- Mobile news apps on a smartphone/tablet: 37%
- Email newsletter: 29%
- Social media (Facebook, Twitter, etc.): 26%
- AM/FM radio (other than NPR/Public Radio) - on any device: 20%
- Podcasts/on-demand audio: 16%
- Push notifications on mobile: 15%

% who “frequently” use each source for news/information
Main Reasons For Listening to Public Radio

Among those who listen to AM/FM radio, % who say this is a main reason they listen to public radio

- More credible & objective programming: 76% CV (core value)
- To be informed about the news: 71%
- Enjoy learning new things: 70%
- Deeper news perspective: 68%
- Respects my intelligence: 67%
- Balanced perspectives: 64%
- Like particular shows/hosts: 58%
- Fewer ads than commercial radio: 52%
- Calm presentation: 49%
- Makes me smarter: 48%
- Hear music I don't get anywhere else: 41%
- Community information: 36%
- Needs my support: 34%
- Music curation: 31%
- In the habit of listening: 28%
- Something to talk about: 27%
- Discover new music/new artists: 25%
- Like to work with radio: 25%
- Breaking news alerts: 25%
- Keeps me company: 23%
- Music surprises: 23%
- To be informed in an emergency: 23%
- It's free: 20%
- On-demand programming: 15%

Core value totals:
- Total: 100%
Trust in Public Radio Is Strong, Especially Among News/Talk Fans

“I trust public radio”

- Strongly Agree: 54%
- Agree: 34%
- Neutral: 9%
- Disagree: 2%
- Strongly Disagree: 1%
- Don’t Know: 1%

% Who Strongly Agree

- PRTS 2019: 54%
- PRTS 2018: 55%
- PRTS 2017: 62%

- AAA: 41%
- Classical: 42%
- News/Talk: 63%

- Male: 49%
- Female: 59%

- Millennials: 60%
- Gen X: 56%
- Boomers: 54%
- Silent: 51%

“Trust in Public Radio Is Strong, Especially Among News/Talk Fans”

Source: Jacobson Media | fnjacobs | #PRTS2019
Public Radio Listening Momentum Has Slipped

PRTS 2017

- More: 20%
- Less: 8%
- Same - Not a Lot: 9%
- Same - A Lot: 63%

PRTS 2018

- More: 17%
- Less: 7%
- Same - Not a Lot: 10%
- Same - A Lot: 66%

PRTS 2019

- More: 16%
- Less: 8%
- Same - Not a Lot: 10%
- Same - A Lot: 66%

Among those who listen to AM/FM radio
Public Radio Listening Momentum Is Strongest Among Millennials

Among those who listen to AM/FM radio
Main Reasons For Listening to Public Radio More

Among the 16% who say they are listening to public radio more in the past year, % who say this is a main reason they listen more

- The current political climate: 55%
- Feel the need to support public radio now: 40%
- Availability on multiple platforms: 39%
- Lifestyle change: 37%
- New programs(hosts) I like: 35%
- App for my local public radio station: 18%
- New podcasts for programs not on stations: 15%
- NPR One app: 9%

Total: 16%
Main Reasons For Listening to Public Radio Less

Among the 8% who say they are listening to public radio less in the past year, % who say this is a main reason they listen less

- Lifestyle change: 36%
- Less time in a car: 32%
- Need a break from the news: 27%
- News is depressing: 25%
- More audio options in the car: 23%
- Getting news from other sources: 18%
- More time with podcasts/on-demand audio: 17%
- Not enjoying public radio programming: 17%
- Using a mobile phone/apps more: 16%
- Personal music (MP3s, CDs, vinyl, etc.): 15%
- Dislike some newer programs: 13%
- More Pandora/Spotify/streaming services: 13%
- SiriusXM satellite radio: 13%
- Too much bias: 11%
- Using internet more for info./music: 11%
- Repetitive news: 11%
- Pledge drives: 9%
- Watching more TV, videos, etc.: 8%
- Repetitive music: 5%
- Other audio on smart speakers: 4%
- Not enough local information: 4%

Total: 4%
Trump Bump or Trump Slump?
The Current Political Climate Is a Strong Driver of Increased Public Radio Listening, Particularly Among Females and Millennials

"As a result of the current political climate, I'm listening to more public radio"
About One in Five Says They Are Spending Less Time With Public Radio Because They More Often Need a Break From the News

“I find myself spending less time with public radio because I increasingly need a break from the news”
Privacy and Trust
Most Express Concern Over Use of Their Personal Data by Tech Companies

“I’m concerned about the ways in which tech companies are using my personal data”
More Than Three in Four Are Looking More Closely at News Sources Due to “Fake News”

“I find myself looking more closely at the source of news articles recently due to the proliferation of so-called ‘fake news’”
Three in Four Are Concerned With Their Private Information Being Compromised, Up Year-Over-Year

“I am concerned with my private information being compromised”
The March To Digital
Media Pyramid 2019

Total
N = 20,325

Smartwatch (9%)
HD Radio (14%)
Connected Car (19%)
Satellite Radio¹ (22%)
Smart Speakers (24%)
Podcasts¹ (34%)
Smart TV (45%)
Streaming Audio¹ (60%)
Connect Phone to Car (64%)
Tablet (66%)
Streaming Video¹ (69%)
News/Radio/Music Apps (72%)
Social Media (73%)
Newspaper¹ (82%)
TV/Video²* (85%)
AM/FM Radio²* (86%)
Text¹ (87%)
Smartphone (89%)

¹ Weekly or more ² 1+ hour per day ³ Paid & trial users ⁴ Any platform/device
Brand Pyramid 2019

Total

N = 20,325

- NPR One (5%)
- NPR Music (5%)
- TuneIn (7%)
- Spotify (12%)
- Pandora (14%)
- NPR.org Streams (14%)
- LinkedIn (14%)
- Twitter (15%)
- Hulu** (15%)
- Instagram (20%)
- SiriusXM® (22%)
- Amazon Prime Video (38%)
- YouTube (38%)
- Home Station Stream (43%)
- Facebook (50%)
- Netflix (52%)
- AM/FM Radio** (86%)

All weekly use unless noted ¹ 1+ hour per day ² Paid & trial users ³ Any Platform/Device ⁴ Includes Live TV

Total PRTS 2018

- 5%
- 5%
- 8%
- 13%
- 16%
- 15%
- 16%
- 16%
- 14%
- 19%
- 21%
- 32%
- 40%
- 43%
- 54%
- 52%
- 89%
Home Station Listening Platforms

Total

- AM/FM radio at home, work, or school: 27%
- AM/FM radio in vehicle: 39%
- Computer stream: 13%
- Mobile apps: 6%
- Podcasts: 5%
- NPR apps: 3%
- Smart speaker: 4%
- Other: 3%
- Traditional: 66%
- Digital: 31%

PRTS 2018
- Traditional: 69%
- Digital: 29%

% of time spent with home station with each platform in a typical week
Home Station Listening Platforms: Traditional vs. Digital

% of time spent with home station in a typical week via traditional platforms (an AM/FM radio at home/school/work or in a vehicle) vs. digital platforms (computer, mobile/NPR apps, podcasts, smart speaker)
Home Station Listening Platforms: Traditional vs. Digital

% of time spent with home station in a typical week via traditional platforms (an AM/FM radio at home/school/work or in a vehicle) vs. digital platforms (computer, mobile/NPR apps, podcasts, smart speaker)
Podcasting and the On-Demand Experience
More Than One-Third Listen to Podcasts/On-Demand Audio Weekly or More Often, Led by Millennials and News/Talk Fans

% Who Listen to Podcasts/On-Demand Audio Weekly or More

- **Daily**: 17%
- **Weekly**: 17%
- **Monthly**: 11%
- **< Monthly**: 22%
- **Never**: 33%

**Generations**
- **Millennials**: 70%
- **Gen X**: 53%
- **Boomers**: 31%
- **Silent**: 14%

**Gender**
- **Female**: 35%
- **Male**: 33%

**Radio Formats**
- **AAA**: 31%
- **Classical**: 23%
- **News/Talk**: 40%

**Year**
- **PRTS 2016**: 29%
- **PRTS 2017**: 35%
- **PRTS 2018**: 35%
- **PRTS 2019**: 34%
Led by Millennials and News/Talk Fans, More Than One-Fifth Are Listening to More Public Radio On-Demand

“I find myself listening to more public radio on-demand (podcasts, etc.)”
There Continues to Be Listening Momentum Among Podcast Users, With Women, Millennials and Gen X Leading the Way

% of Monthly Podcast Listeners Who Say They Are Listening to Podcasts/On-Demand Audio More in the Past Year

- Silent Boomers
- Gen X
- Millennials
- Male
- Female
- News/Talk
- Classical
- AAA
- More: 37%
- Same - A Lot: 33%
- Same - Not a Lot: 22%
- Less: 8%
Heavy Podcast Listening Continues to Climb, With Millennials and News/Talk Fans Leading the Pace

- None: 16%
- 1-2: 35%
- 3-5: 14%
- 6-10: 24%
- 11+: 11%

% of Monthly Podcast Listeners Who Listen to Six or More Podcast Episodes in an Average Week

- PRTS 2019: 25%
- PRTS 2018: 21%
- PRTS 2017: 16%
- AAA: 19%
- Classical: 18%
- News/Talk: 29%
- Male: 26%
- Female: 24%
- Millennials: 44%
- Gen X: 30%
- Boomers: 20%
- Silent: 13%

[Graph showing distribution of podcast listening habits by age group and gender over three years (PRTS 2017, 2018, 2019).]
Weekends Are the Peak Time for Listening to Podcasts

“During which of the following time periods do you typically listen to podcasts/on-demand audio?”

- Weekdays between 5am and 9am: 31%
- Weekdays between 9am and 12pm: 34%
- Weekdays between 12pm and 4pm: 34%
- Weekdays between 4pm and 7pm: 37%
- Weekdays between 7pm and 12am: 30%
- Weekdays between 12am and 5am: 5%
- Weekends (Saturday-Sunday): 50%

Among monthly podcast listeners who gave a response
Most Listen to Podcasts While Doing Chores Around the House and/or While In a Vehicle

“In which of the following situations do you listen to podcasts?”

- Doing work around the house (cooking, cleaning, chores): 53%
- Driving/riding in a vehicle: 48%
- Working out (walking, running, biking, etc.): 35%
- Nothing (relaxing, in bed, etc.): 32%
- At-work: 15%
- Getting ready for work: 14%
- Using mass transit: 12%

Among monthly podcast listeners who gave a response
The Podcasting Experience Has Many Technical Issues

Among those who never listen to podcasts, % mentioning each as a reason they don’t listen:

- I'm just not interested: 48%
- I just don't know how to do it: 28%
- I’m not interested in listening to talk: 28%
- I don't have time: 25%
- I don't know how to find podcasts: 24%
- There's not a podcast app on my phone: 14%
- It's a hassle: 11%
- I don't know what a podcast is: 9%
Smart Speakers & Voice
More Than Half Have Used the Built-In Voice Command Features on Any Device; Four in Ten Use Voice Commands on a Smartphone

- Smartphone: 39%
- Smart speaker: 22%
- In-car media system: 15%
- TV or other in-home media device: 8%
- Tablet: 8%
- Smart-home device (ex. lightbulb, thermostat, etc.): 3%
- Something else: 1%
- None of these: 45%

Among all respondents (multiple responses accepted)
Smart Speaker Ownership Continues to Rise Especially Among Progressively Younger Generations

<table>
<thead>
<tr>
<th>Generation</th>
<th>PRTS 2019</th>
<th>PRTS 2018</th>
<th>PRTS 2017</th>
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</thead>
<tbody>
<tr>
<td>Silent Boomers</td>
<td>0%</td>
<td>12%</td>
<td>20%</td>
</tr>
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<td>24%</td>
<td>26%</td>
</tr>
<tr>
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<td>26%</td>
<td>32%</td>
<td>36%</td>
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% who own a smart speaker (Amazon Alexa, Google Home, etc.)
Weather Updates & Setting a Timer Are the Top Uses For Smart Speakers, But News/Talk & Music on AM/FM Radio Are Next

- Hear weather updates: 31%
- Set a timer: 30%
- Listen to news or talk from an AM/FM radio station: 28%
- Listen to music from an AM/FM radio station: 28%
- Ask general questions: 19%
- Control smart home devices: 19%
- Listen to news/info. (flash briefings): 15%
- Set reminders/make to-do lists: 14%
- Listen to Spotify: 11%
- Use as an alarm to wake up: 10%
- Ask fun questions: 9%
- Listen to Pandora: 8%
- Listen to podcasts: 8%

% of smart speaker owners who “frequently” use their device(s) in each way (most mentioned uses; 8% or more)
Millennials, Females and AAA Fans Are Most Apt to Listen to More AM/FM Radio Since Getting a Smart Speaker

“How has your listening to AM/FM radio stations changed overall since you got a smart speaker?”

A little less AM/FM: 3%
A lot less AM/FM: 4%
No change (listen a little): 26%
A lot more AM/FM: 8%
No change (listen a lot): 47%
A little more AM/FM: 12%

% of Smart Speaker Owners Who Say They Are Listening to AM/FM Radio Stations More (A Lot + A Little) Since Getting a Smart Speaker

- AAA: 23%
- Classical: 21%
- News/Talk: 19%
- Male: 19%
- Female: 21%
- Millennials: 27%
- Gen X: 20%
- Boomers: 19%
- Silent: 16%

Among smart speaker owners
In-Car Audio
In-Car Audio Usage

**Total**

<table>
<thead>
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<th>AM/FM car radio</th>
<th>68%</th>
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<td>SiriusXM satellite radio</td>
<td>10%</td>
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% of time spent in a car with each source on an average weekday
"During an average weekday, about how much of your total AM/FM radio listening time takes place in a car?"

- All (16%)
- Most (24%)
- Hardly any (14%)
- Less than half (26%)
- Half (14%)
- I am never in a car (2%)
- None (4%)

% Saying “All” or “Most” AM/FM Radio Listening Is In-Car

- PRTS 2019: 41%
- PRTS 2018: 43%
- PRTS 2017: 42%
- PRTS 2016: 40%

- AAA: 37%
- Classical: 33%
- News/Talk: 46%

- Male: 40%
- Female: 42%

- Millennials: 63%
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