

JACOBS MEDIA
CORONAVIRUS  **SURVEY**

Jacobs
media strategies

PRPD 

Public Radio
April 2020

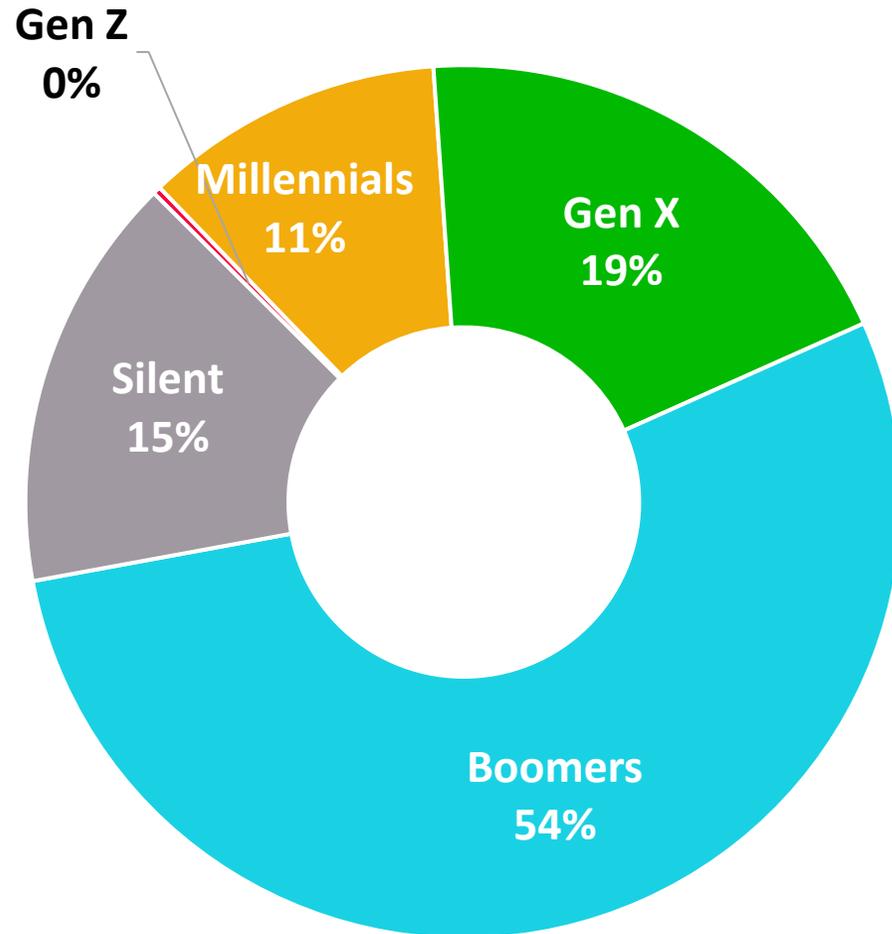
Methodology

- 46 public radio stations in the United States
 - Separate Commercial and Christian Music Radio surveys also fielded concurrently
- NPR included a sample from their listener panel
- N – 17,444
 - NPR = 1,029
- News/Talk 28, AAA 8, Classical 7, Other/Jazz 3
- Interview dates: March 31 - April 2, 2020 – a “snapshot” of this point in time
- Most respondents are members of radio station databases. Some responses were gathered via station websites and/or social media pages.
- This is an unweighted sample.
- 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.



The Sample

Who Participated? Generations



Gen Z (born after 1996)

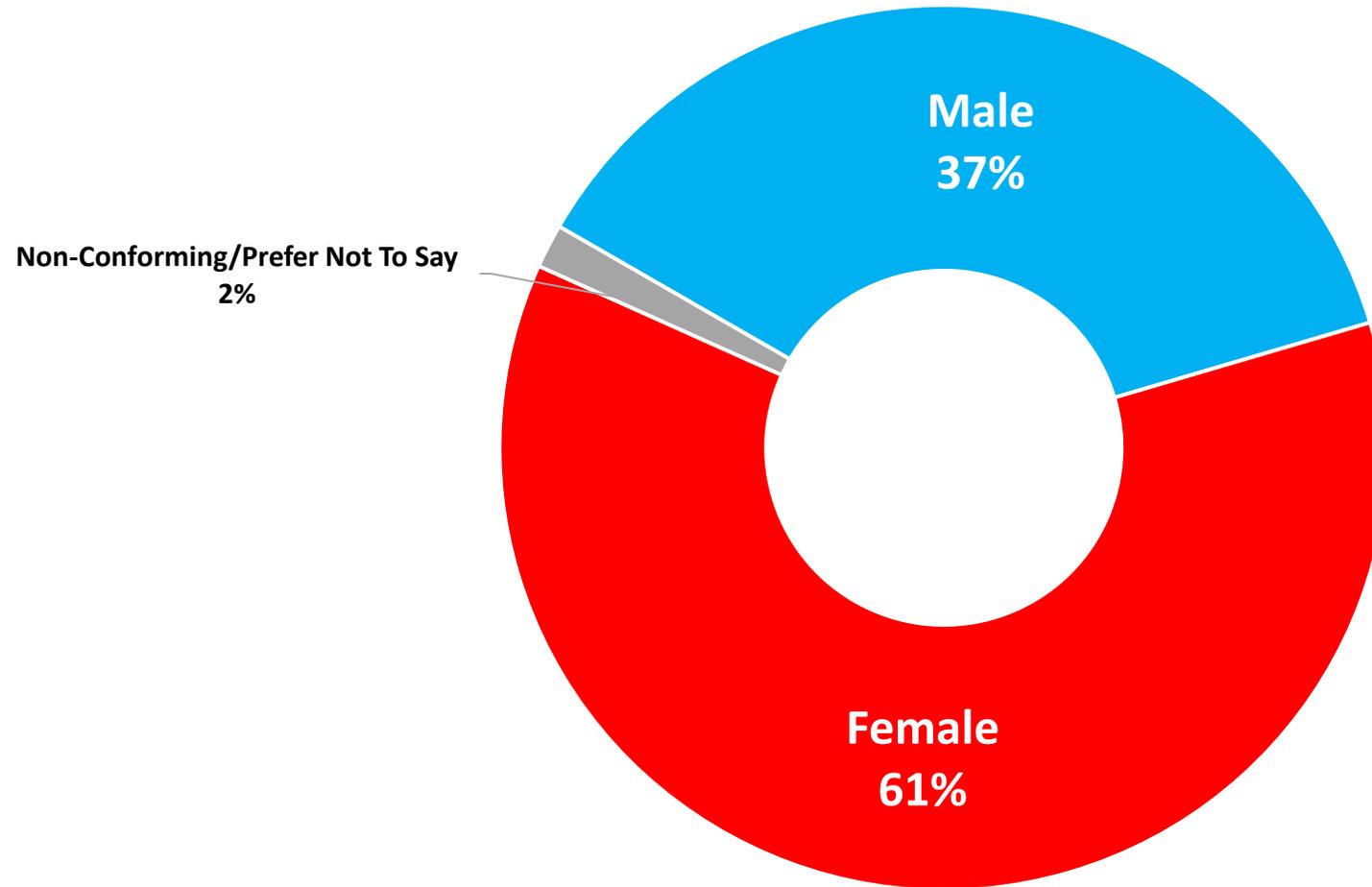
Millennials (born between 1981-1996)

Gen X (born between 1965-1980)

Baby Boomer (born between 1946-64)

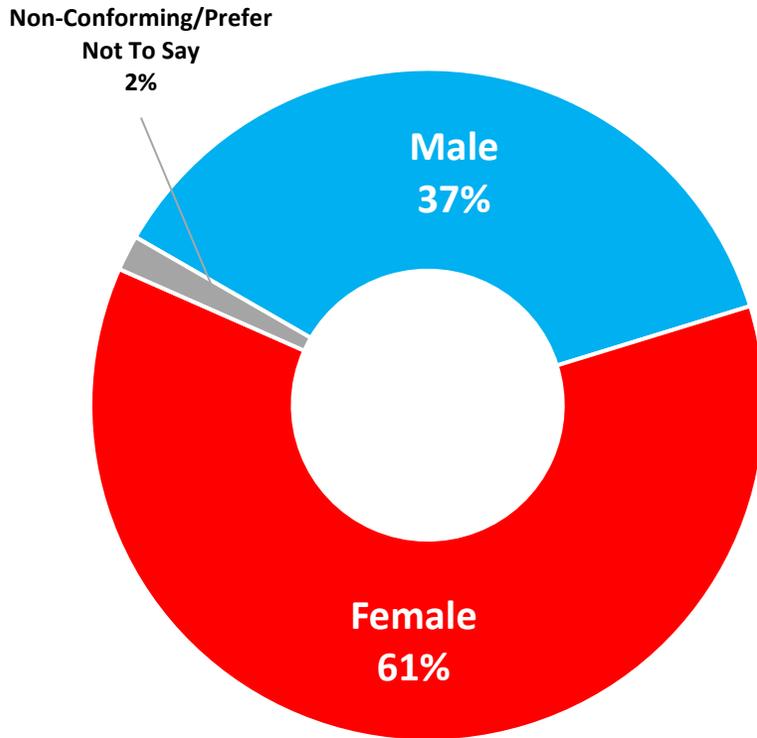
Silent Generation (born before 1946)

Who Participated? Gender

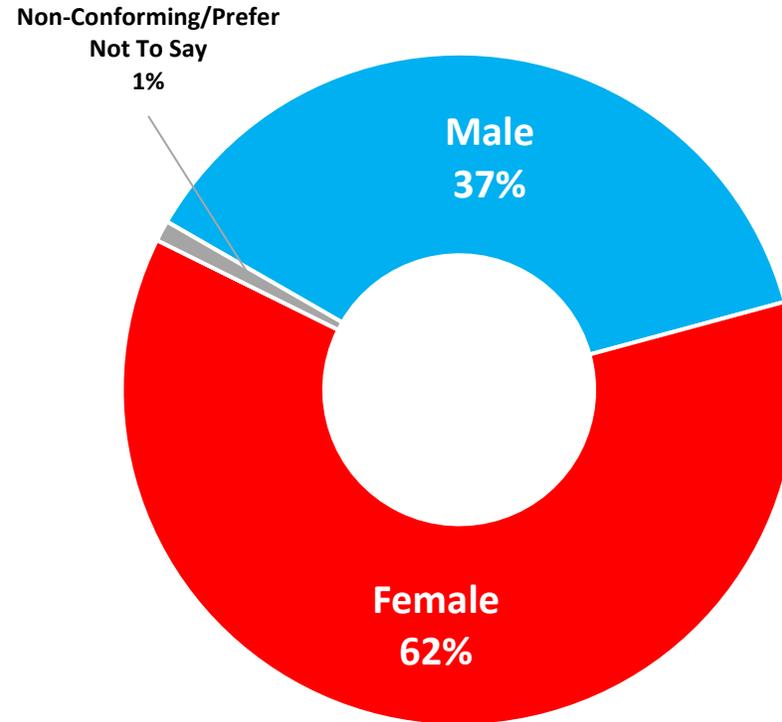


Who Participated? Gender

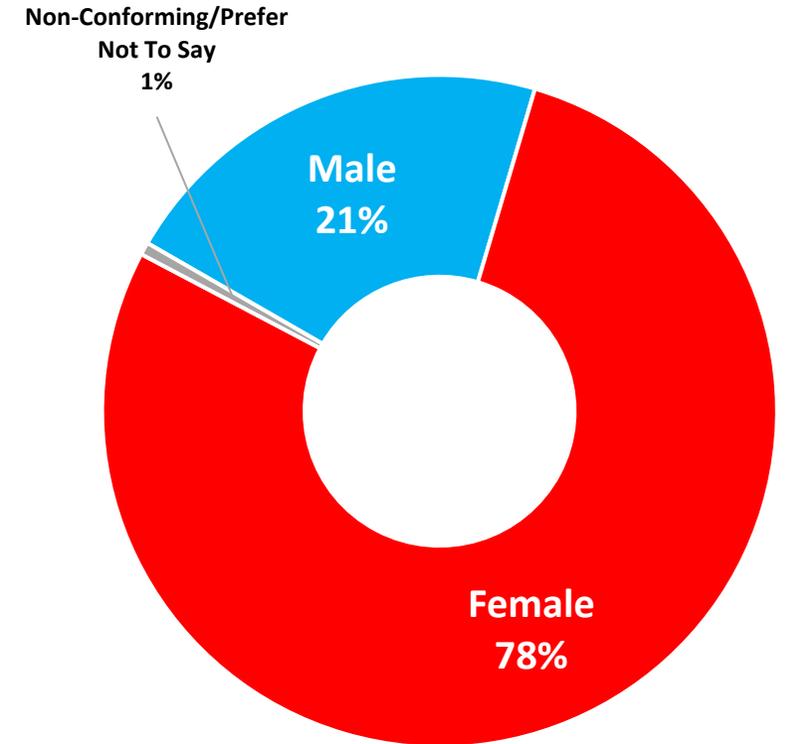
Public Radio



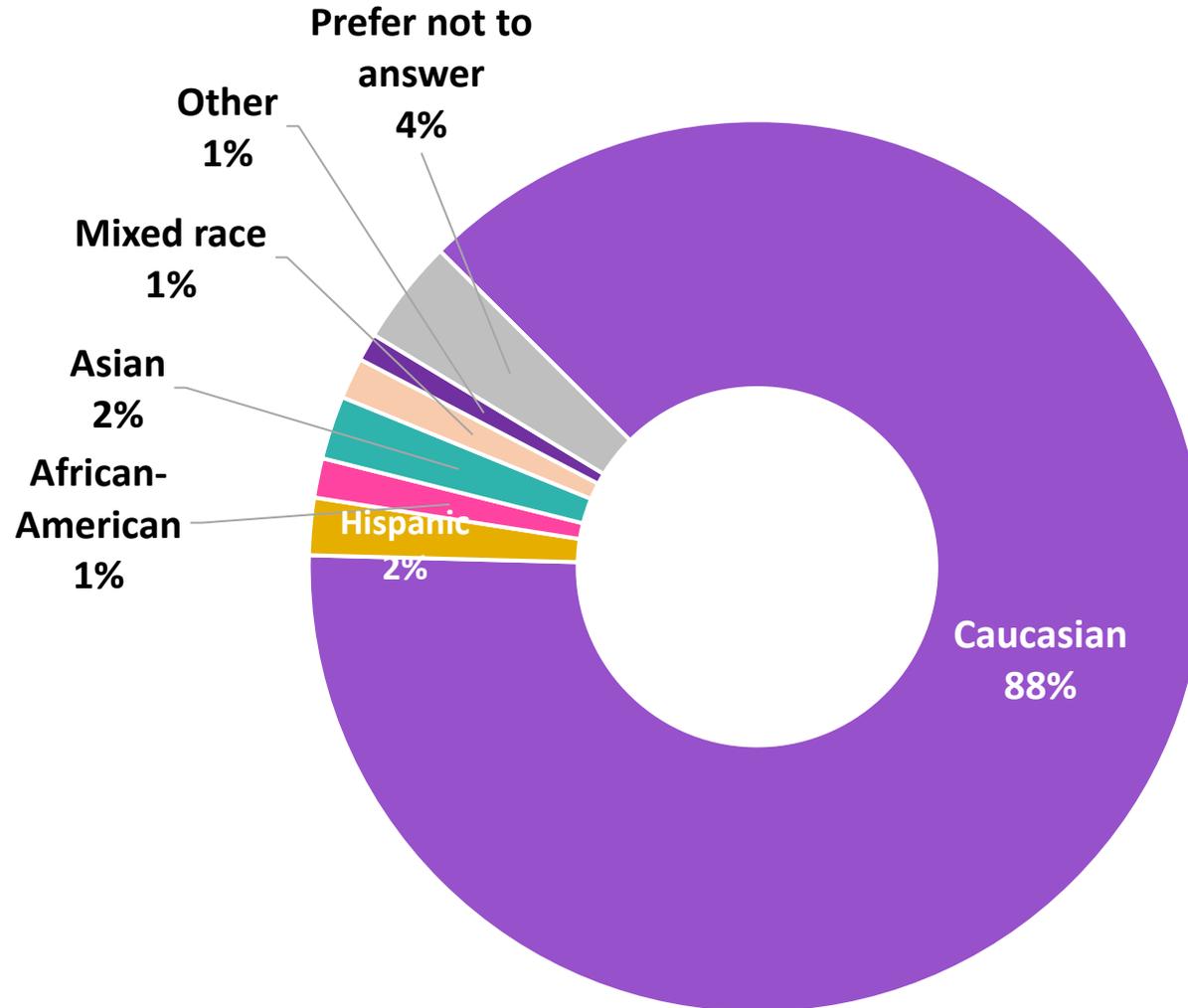
Commercial Radio



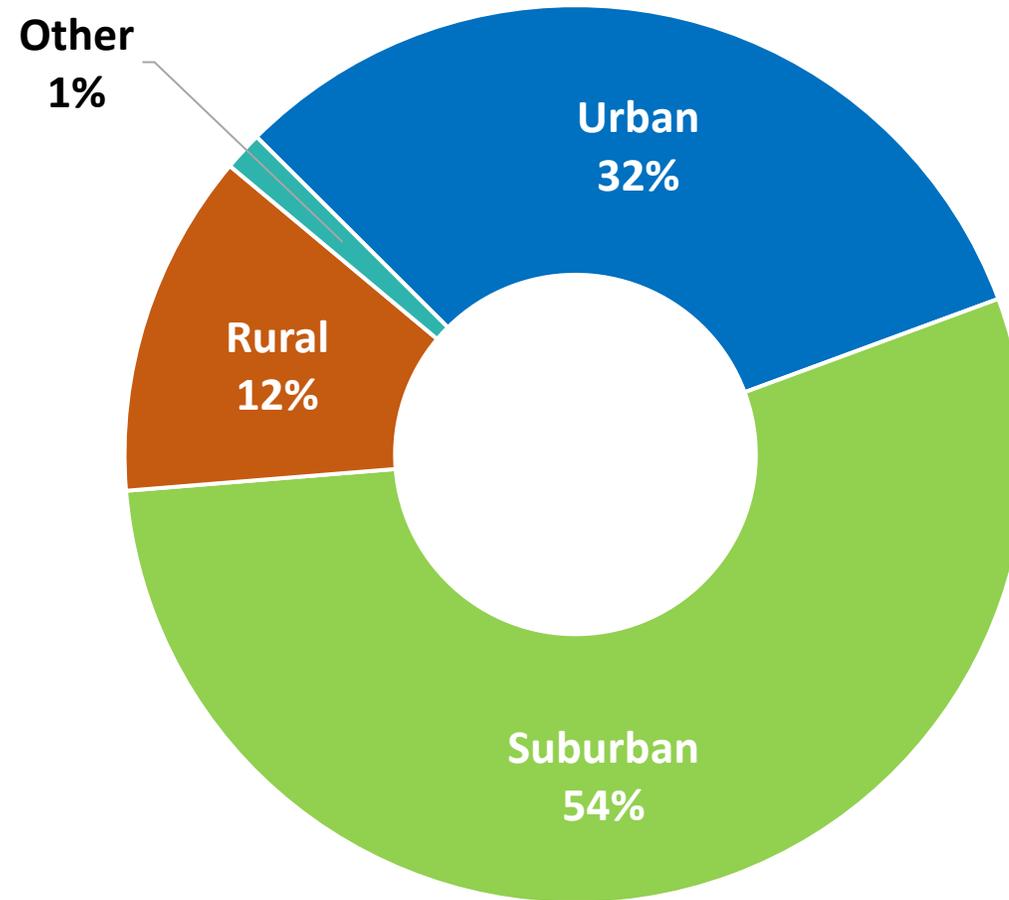
Christian Music Radio



Who Participated? Ethnicity

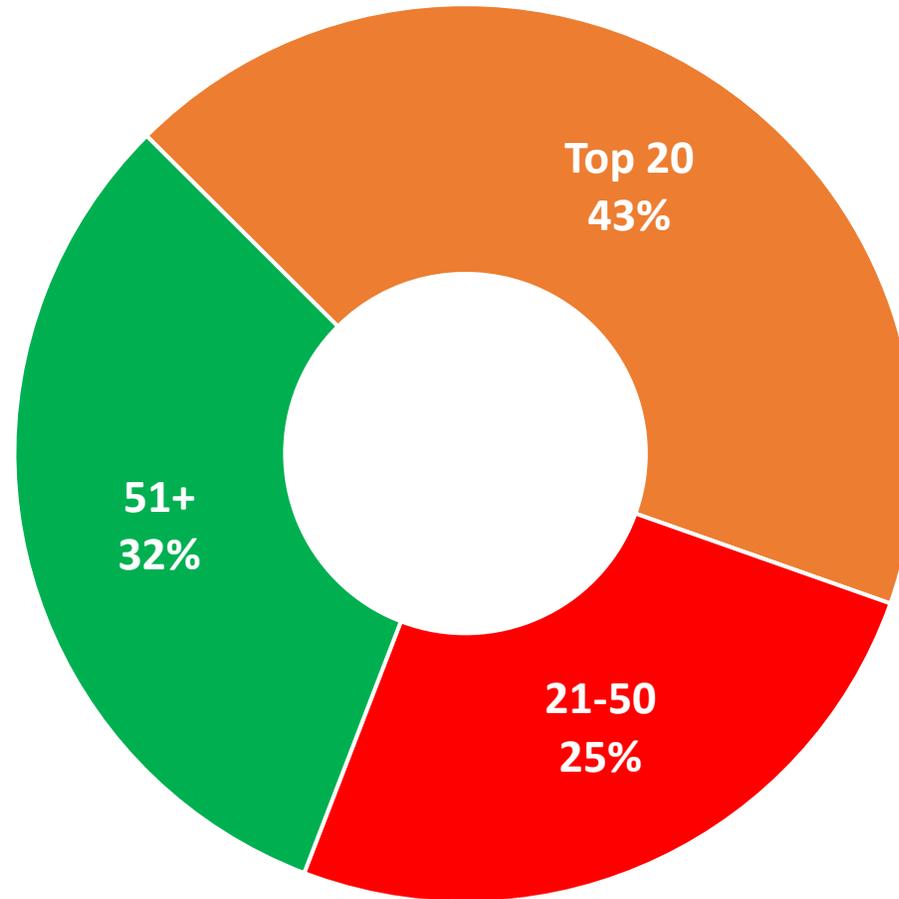


Where Do Respondents Live? Locale



Location of primary residence

Where Do Respondents Live? Market Size



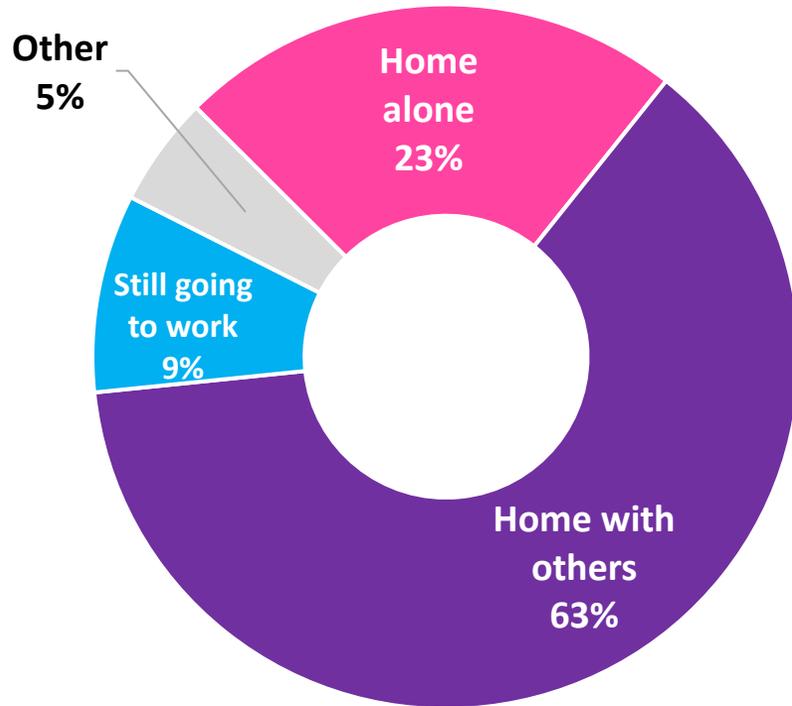
Location of primary residence



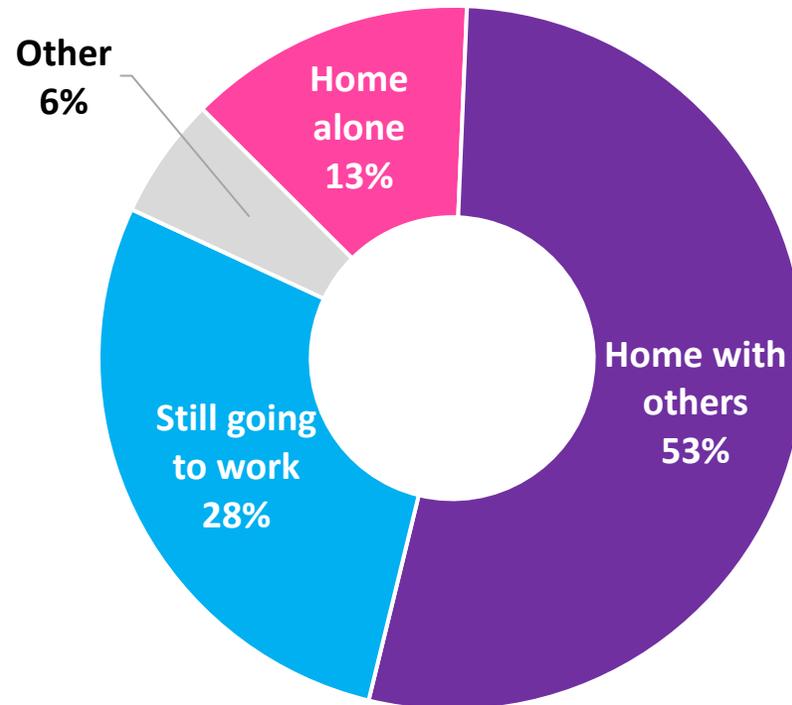
The Radio Audience's Mindset During COVID-19

More Than Eight in Ten Public Radio Listeners Are At Home

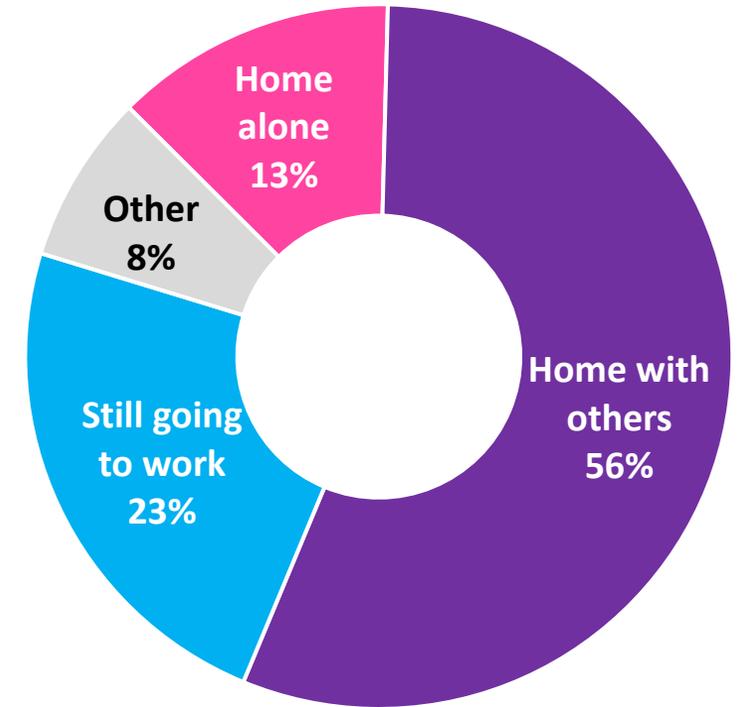
Public Radio



Commercial Radio

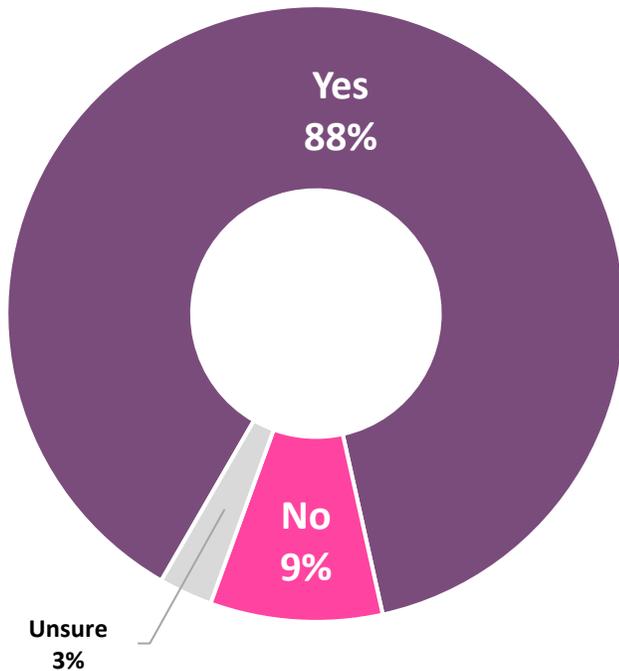


Christian Music Radio

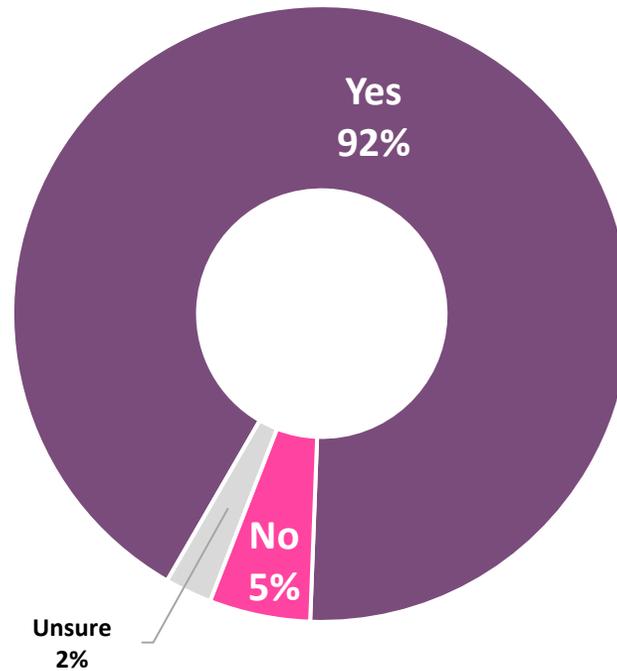


Nearly Nine in Ten Live in a “Stay At Home” State/City

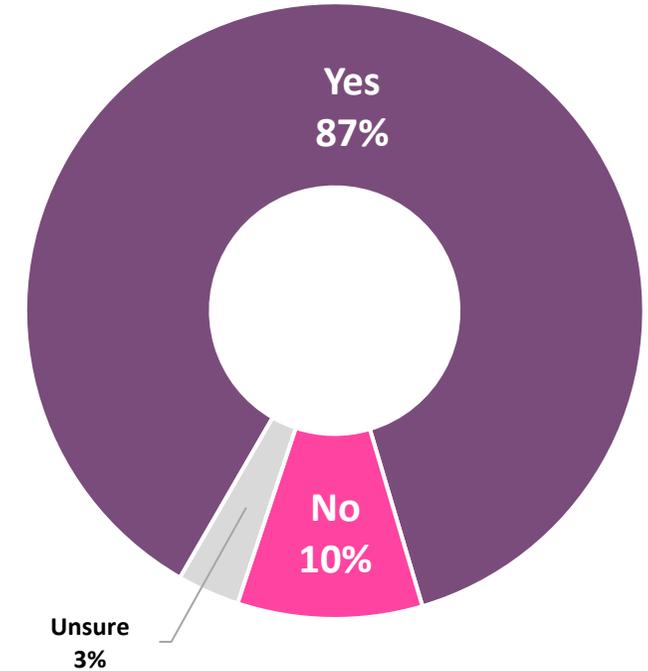
Public Radio



Commercial Radio



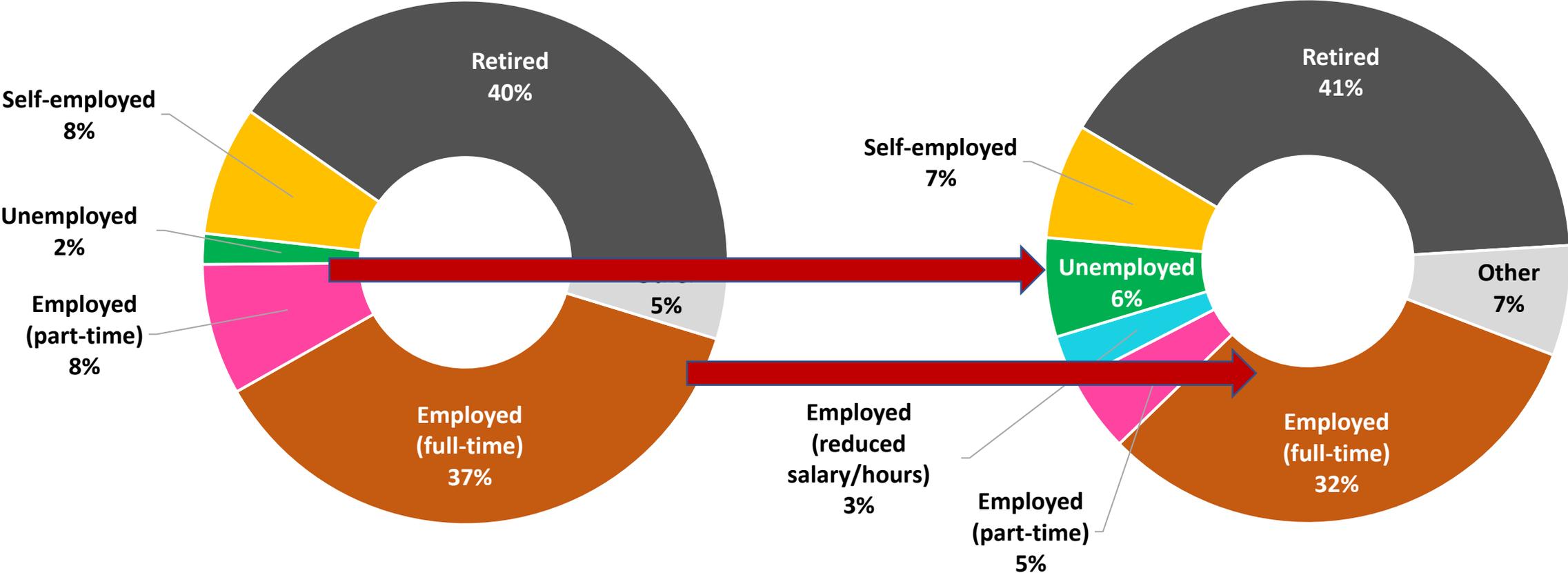
Christian Music Radio



Many Have Lost Their Jobs Since COVID-19 Began, But Many Were Retired To Begin With

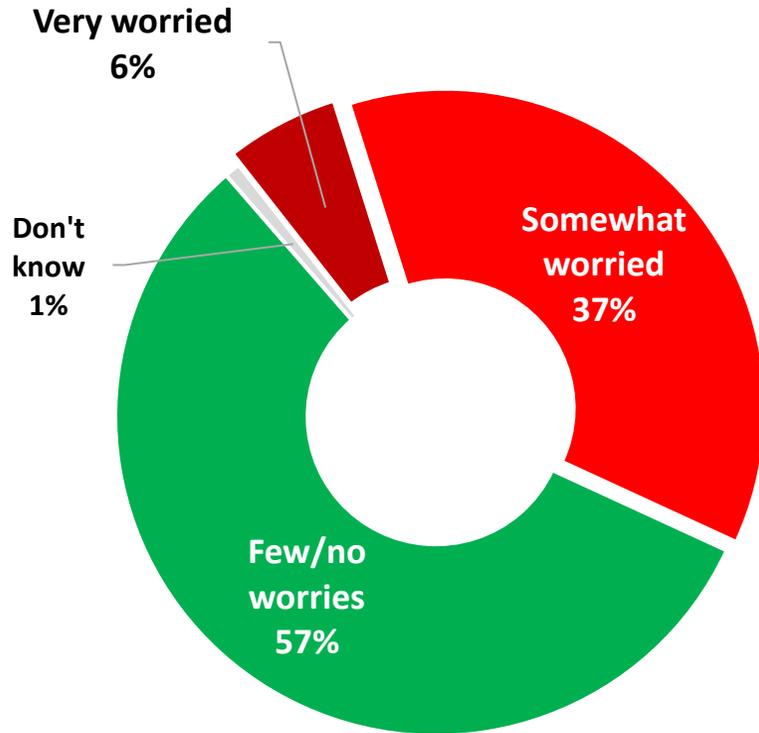
BEFORE Coronavirus Outbreak

Current Employment Status

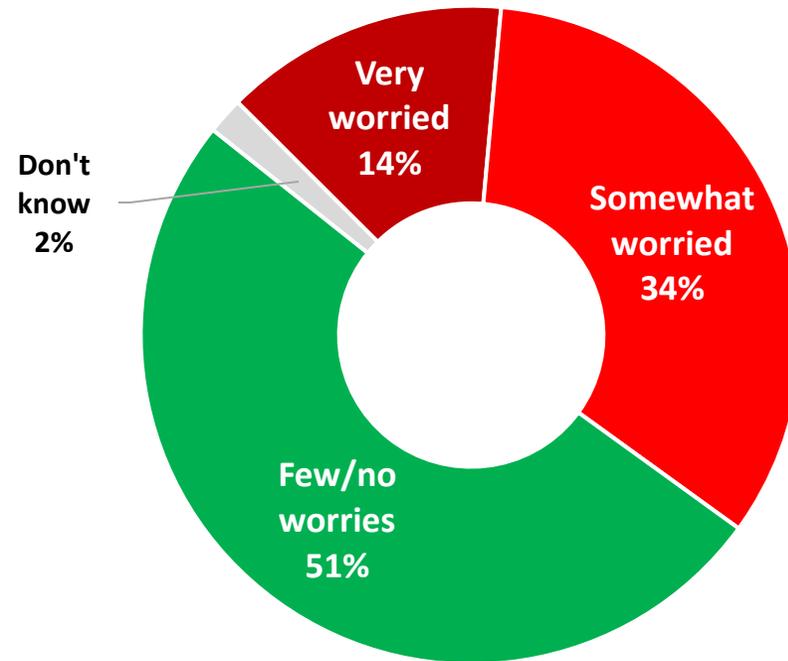


More Than Four in Ten Are Worried About Their Employment Situations

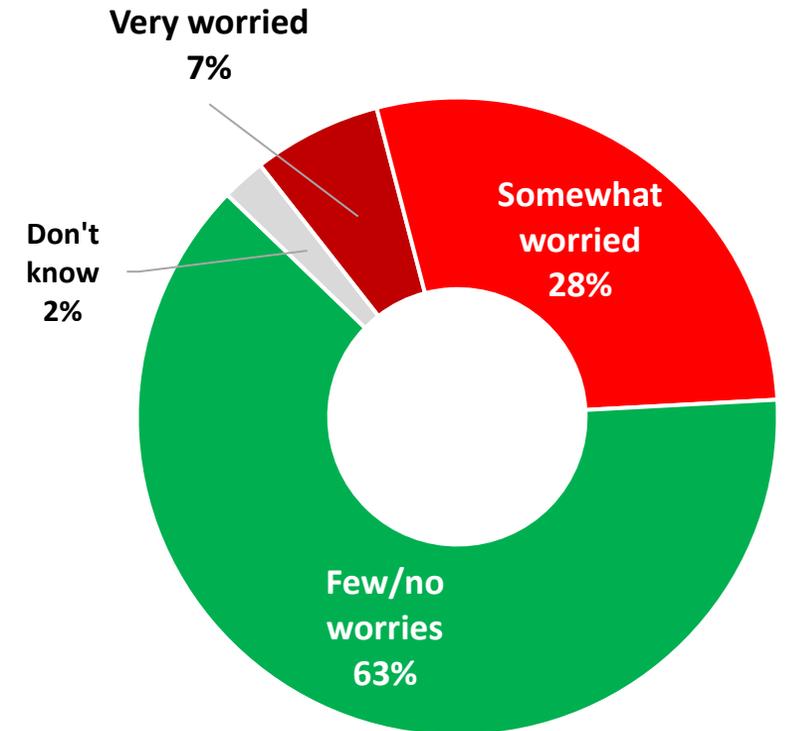
Public Radio



Commercial Radio

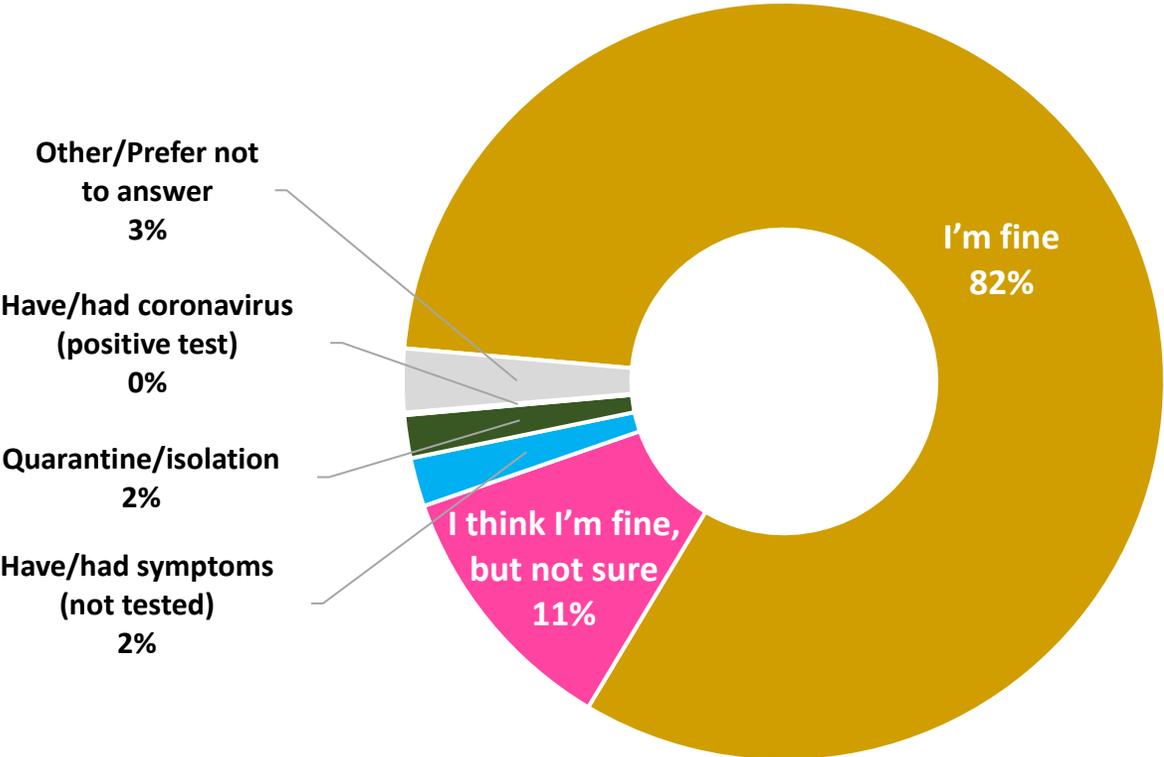


Christian Music Radio

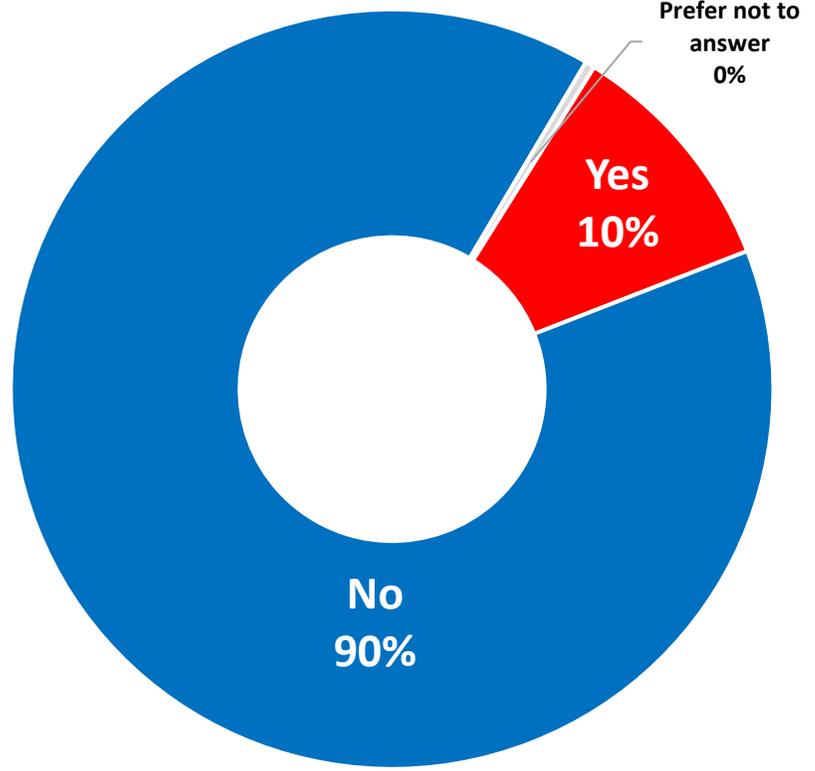


Most Are Feeling Good, But One in Ten Knows Someone Who's Tested Positive For COVID-19

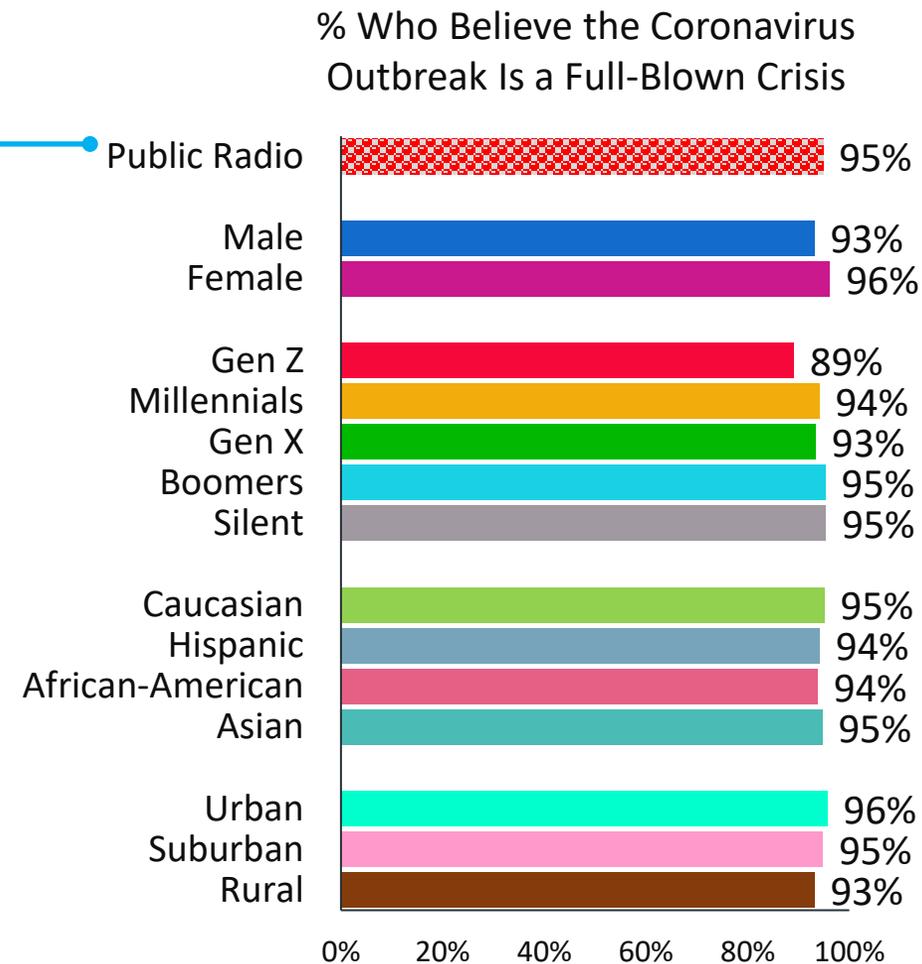
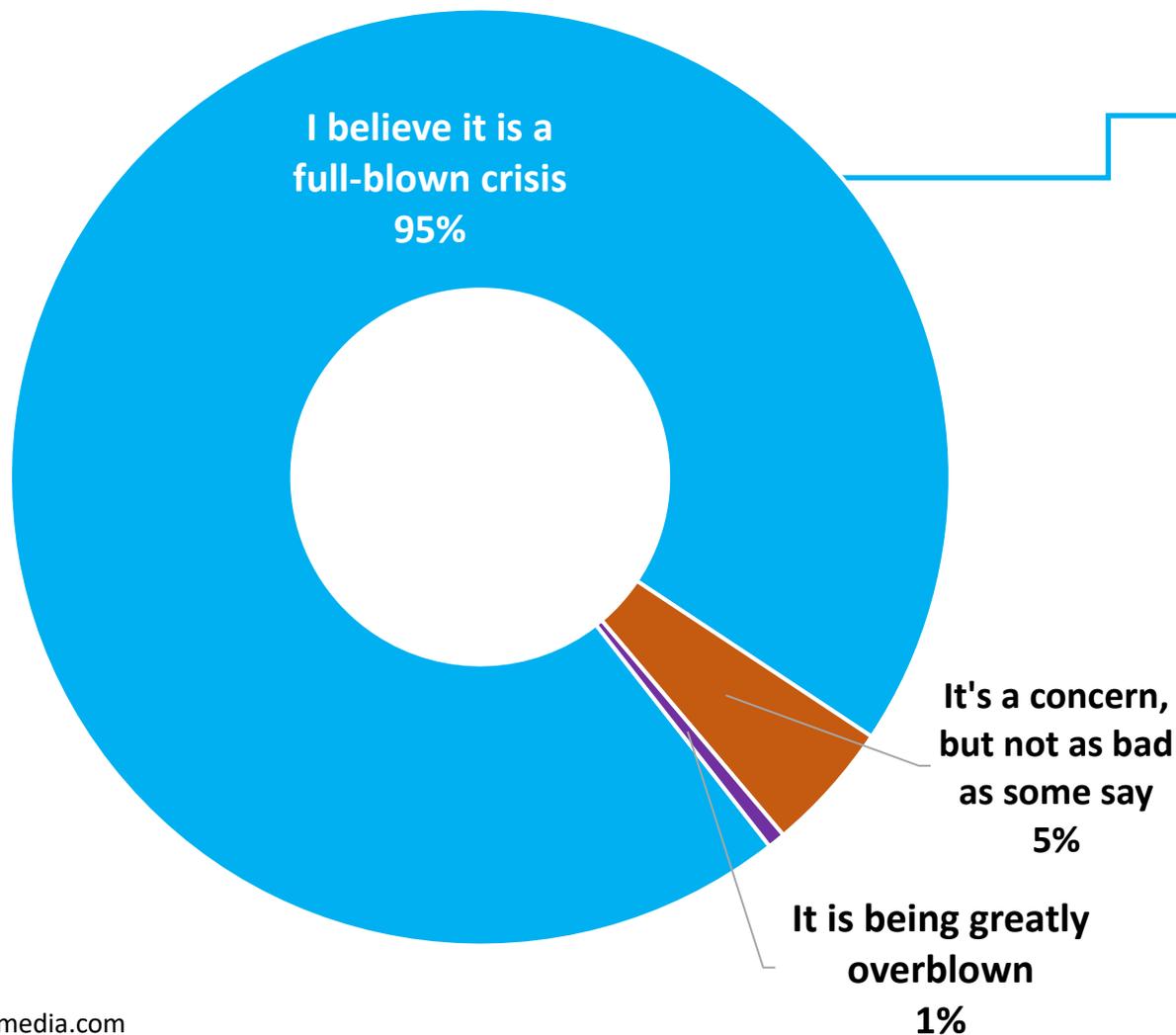
Your Current State of Health



Friends/Family/Co-Workers Who Tested Positive for Coronavirus?

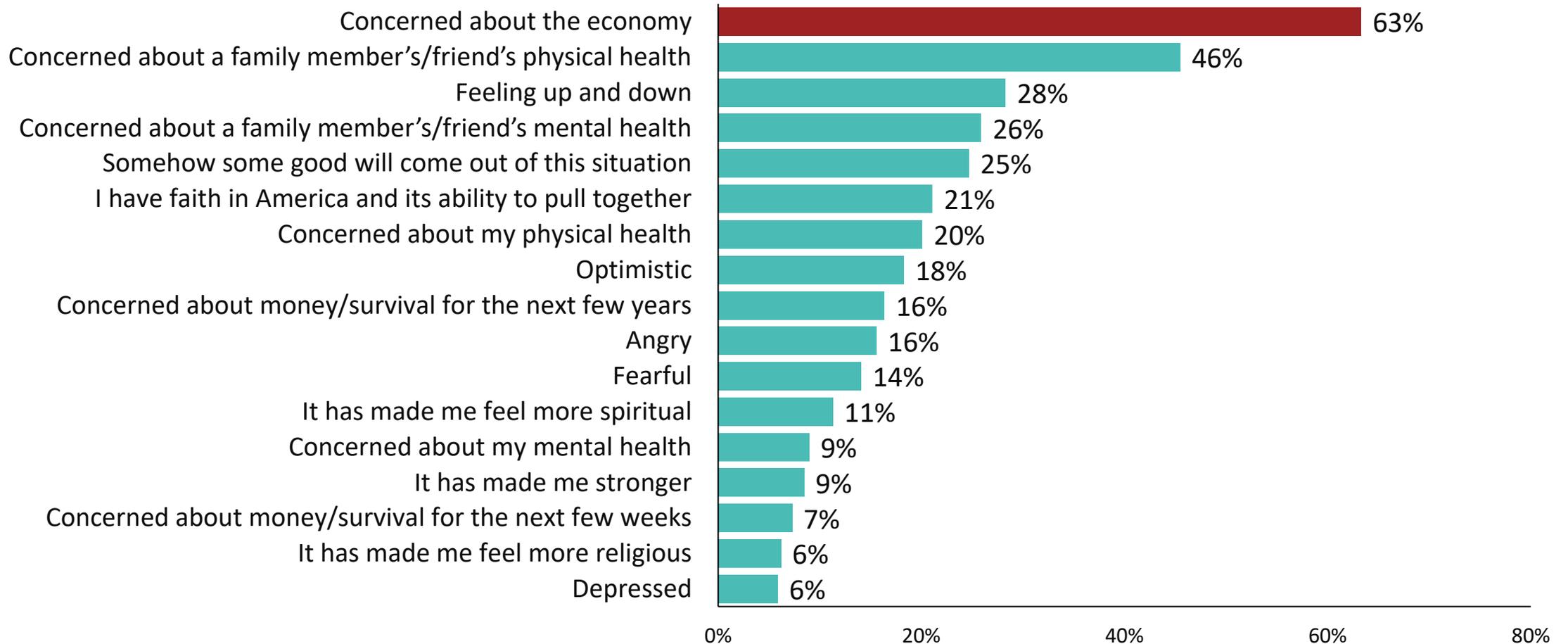


Public Radio Listeners Nearly Universally Say the Coronavirus Outbreak Is a Full-Blown Crisis



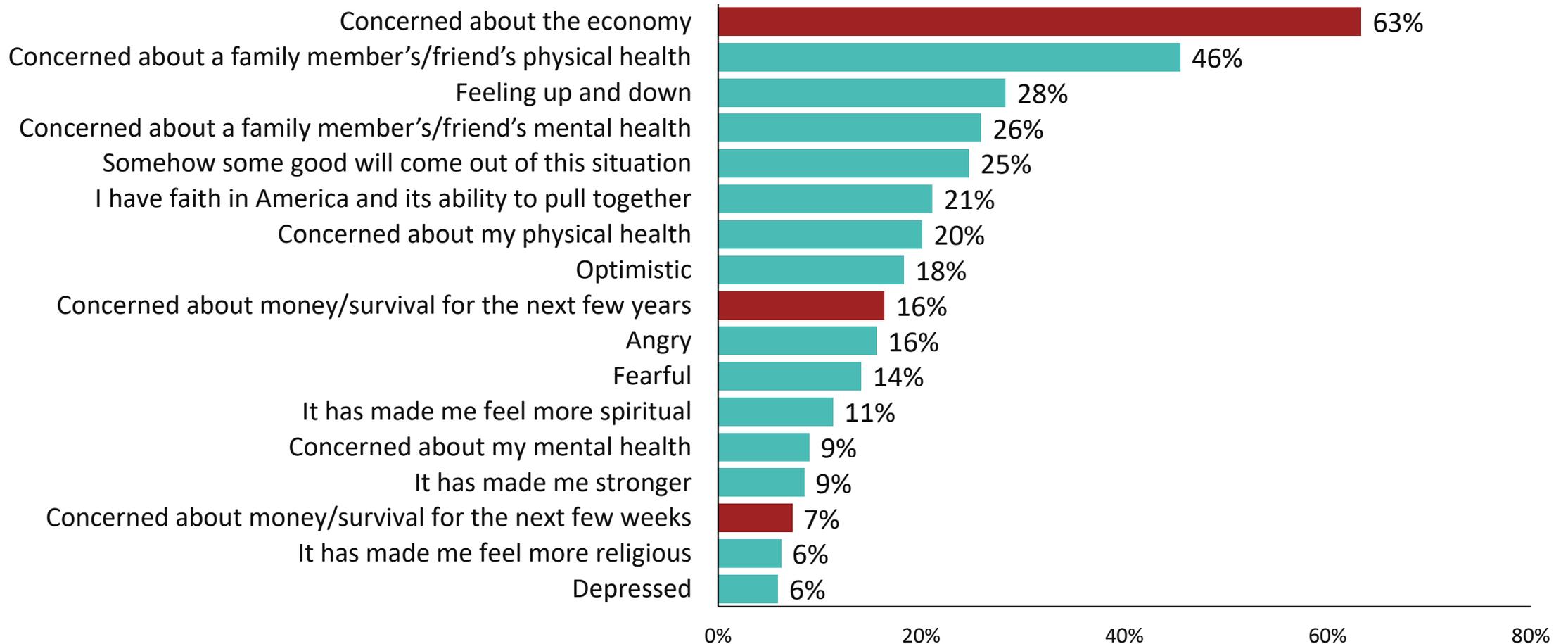
The Economy Tops the List of Concerns

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



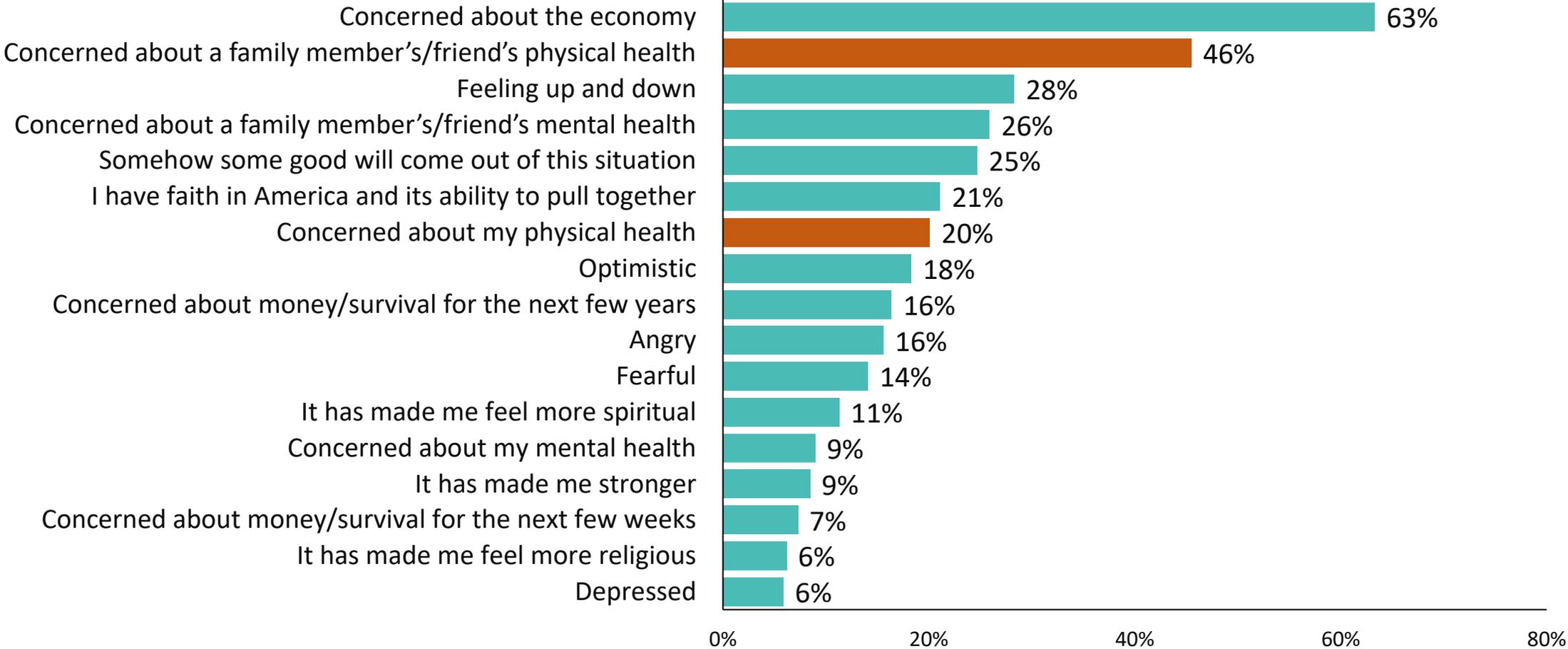
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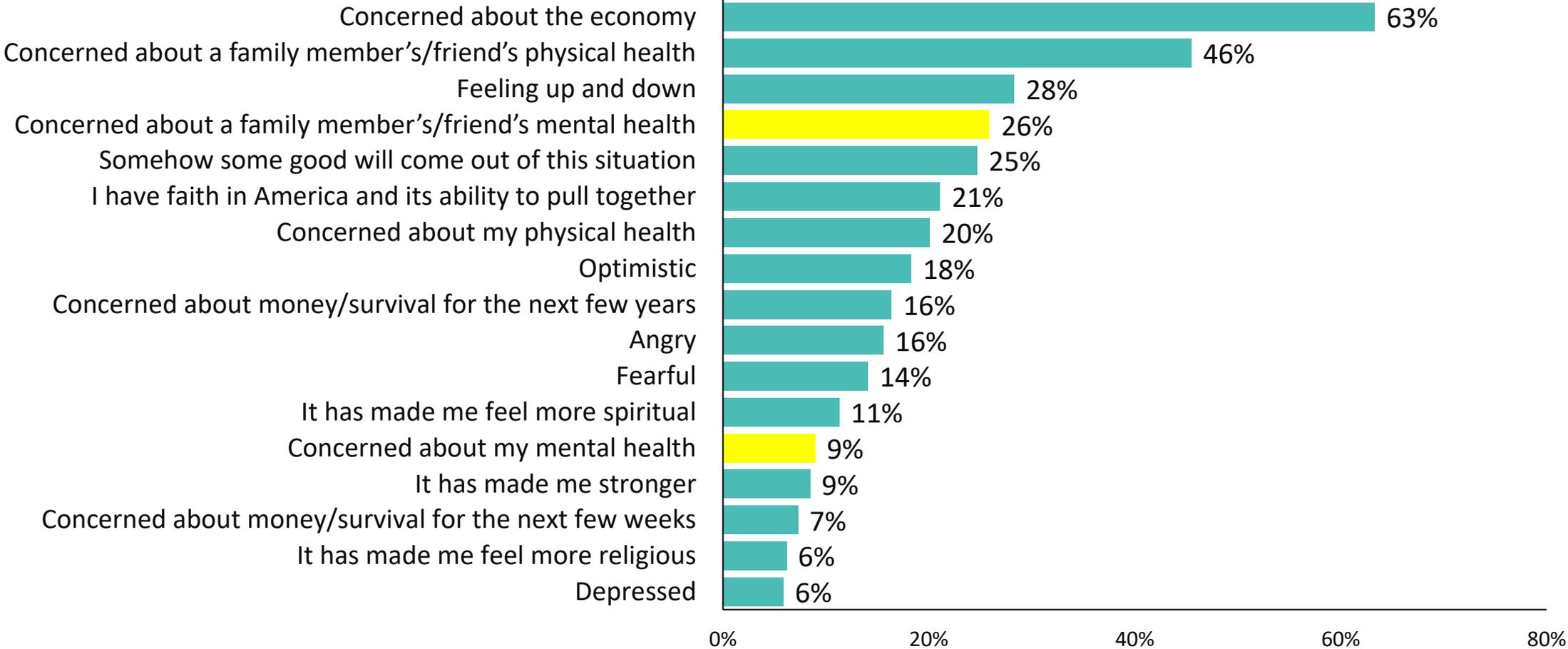
More Than Twice as Many Respondents Are Concerned About Someone Else's Physical Health Over Their Own

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



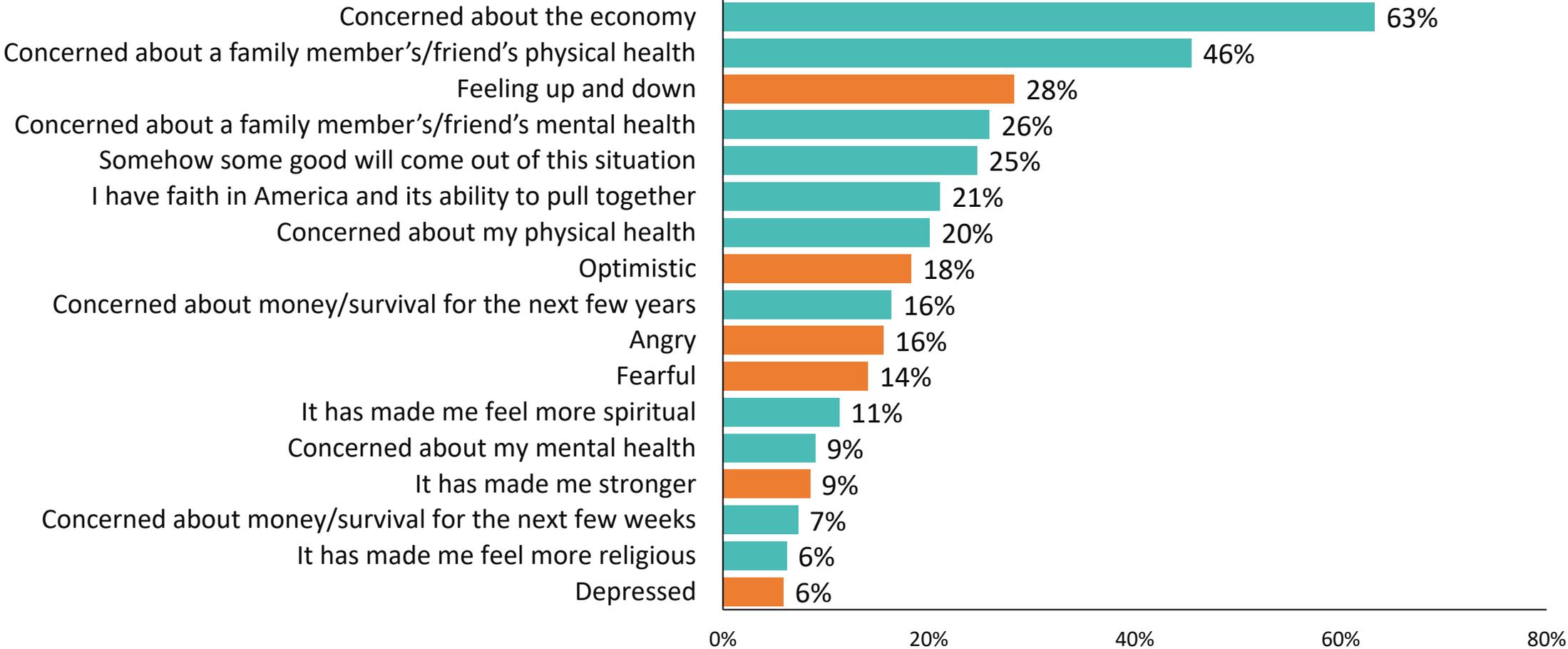
And More Than Twice as Many Are Concerned About Someone Else's Mental Health, Compared to Their Own

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



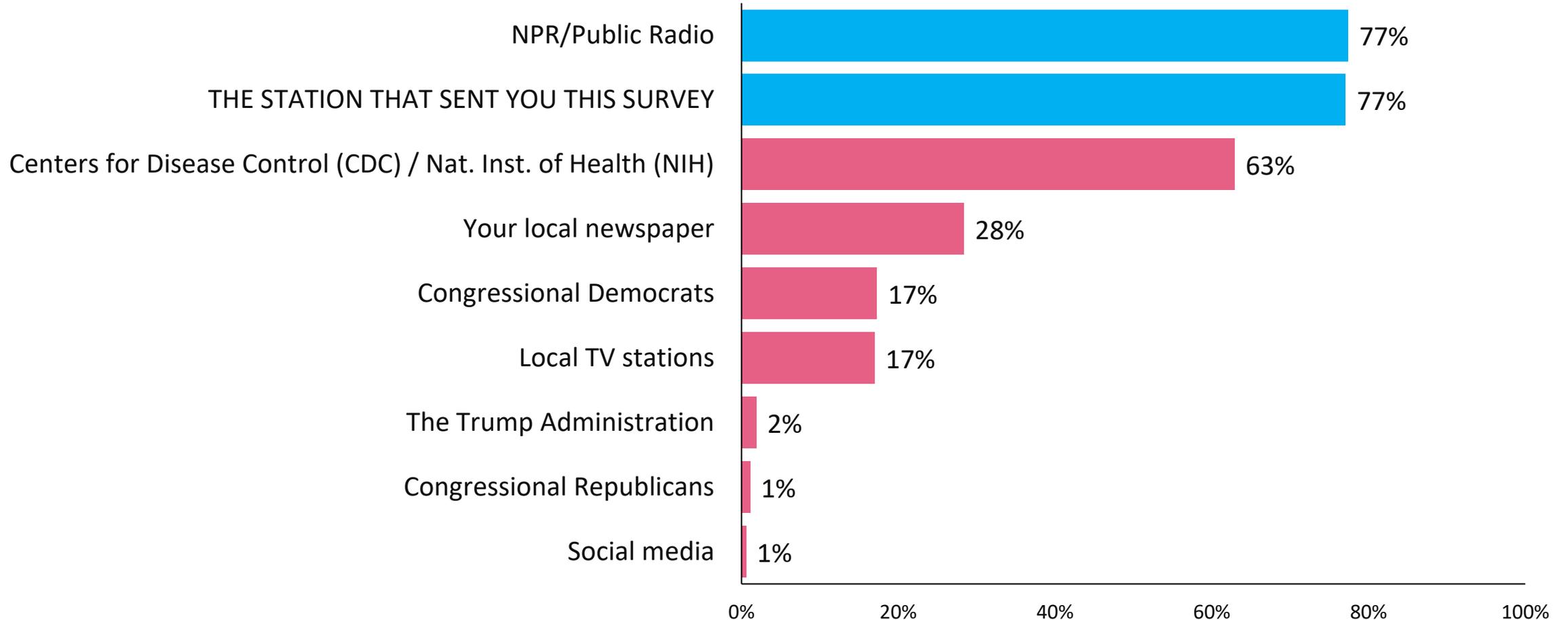
The Leading COVID-19 Emotion? They Are Feeling Up & Down

% Who Say Each Word/Phrase Currently Describes Them "Very Well"



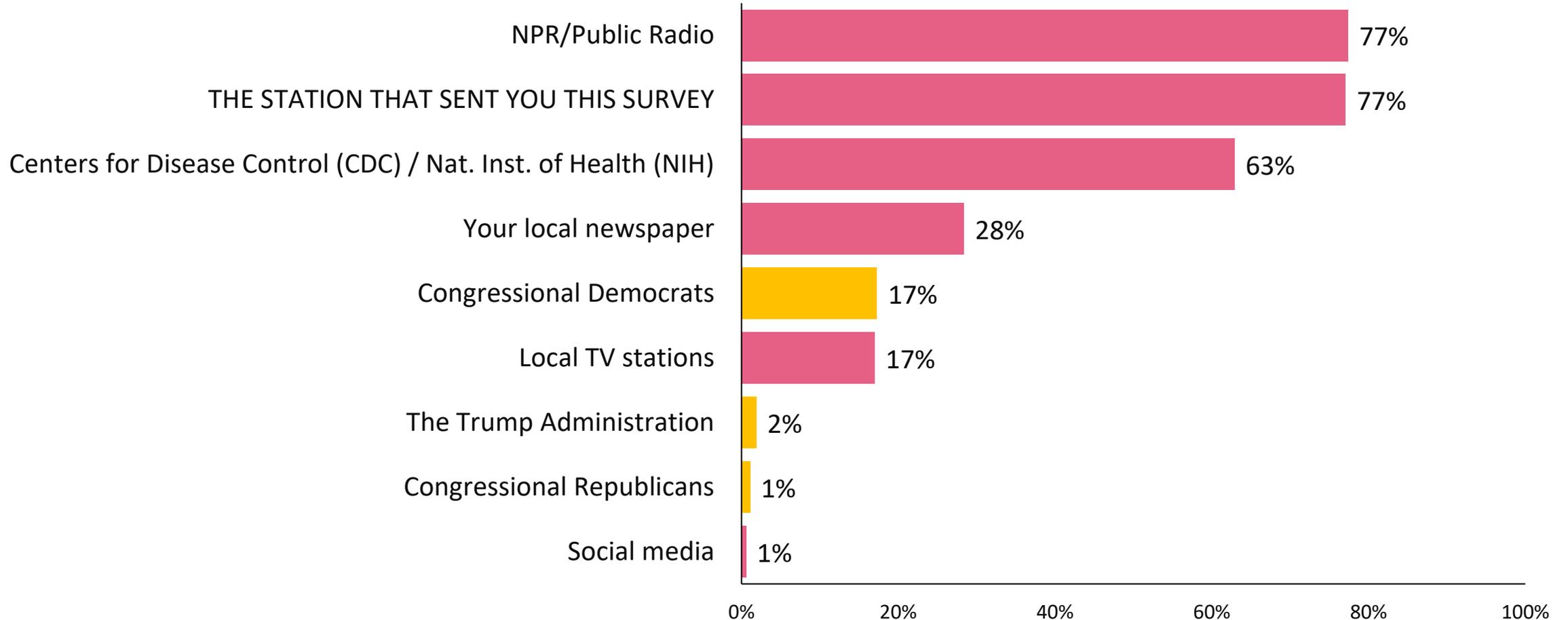
The Most Trust Is Given to NPR, Listeners' Home Stations and the CDC & NIH

% Who Say They "Completely Trust" Each Source to Provide Answers and Solutions to the Coronavirus Outbreak



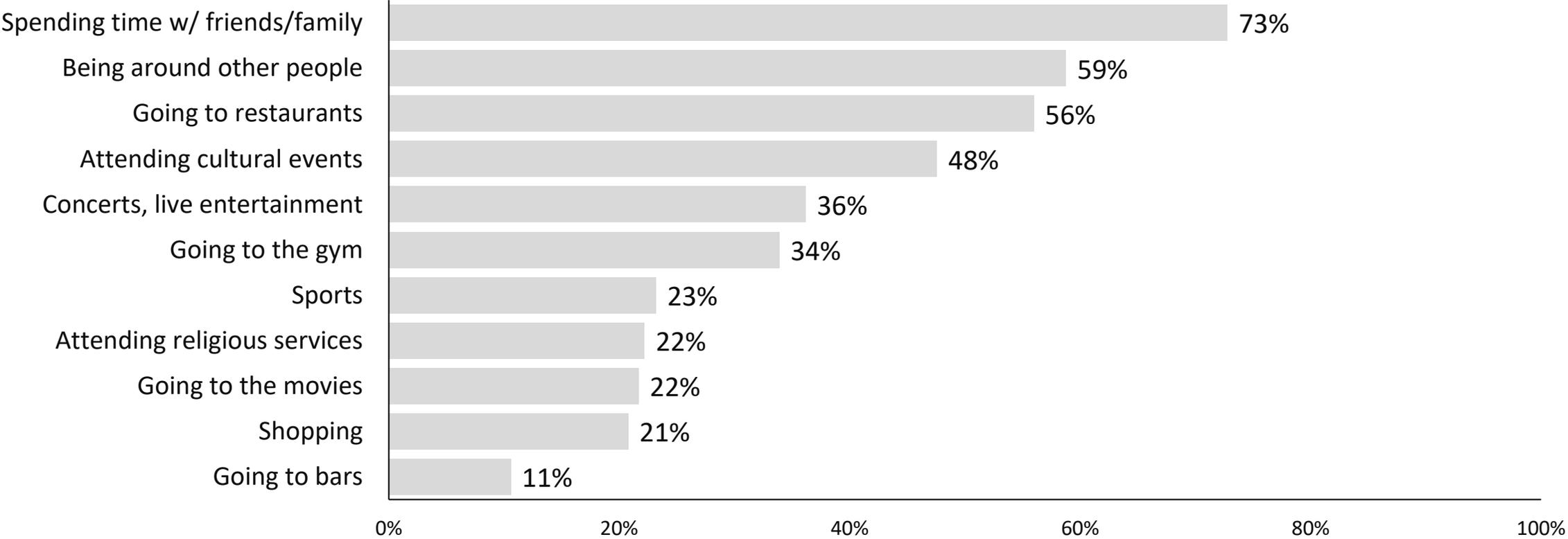
There Are Low Trust Levels For All Politicians, But Democrats Have An Edge Over Republicans and President Trump

% Who Say They "Completely Trust" Each Source to Provide Answers and Solutions to the Coronavirus Outbreak



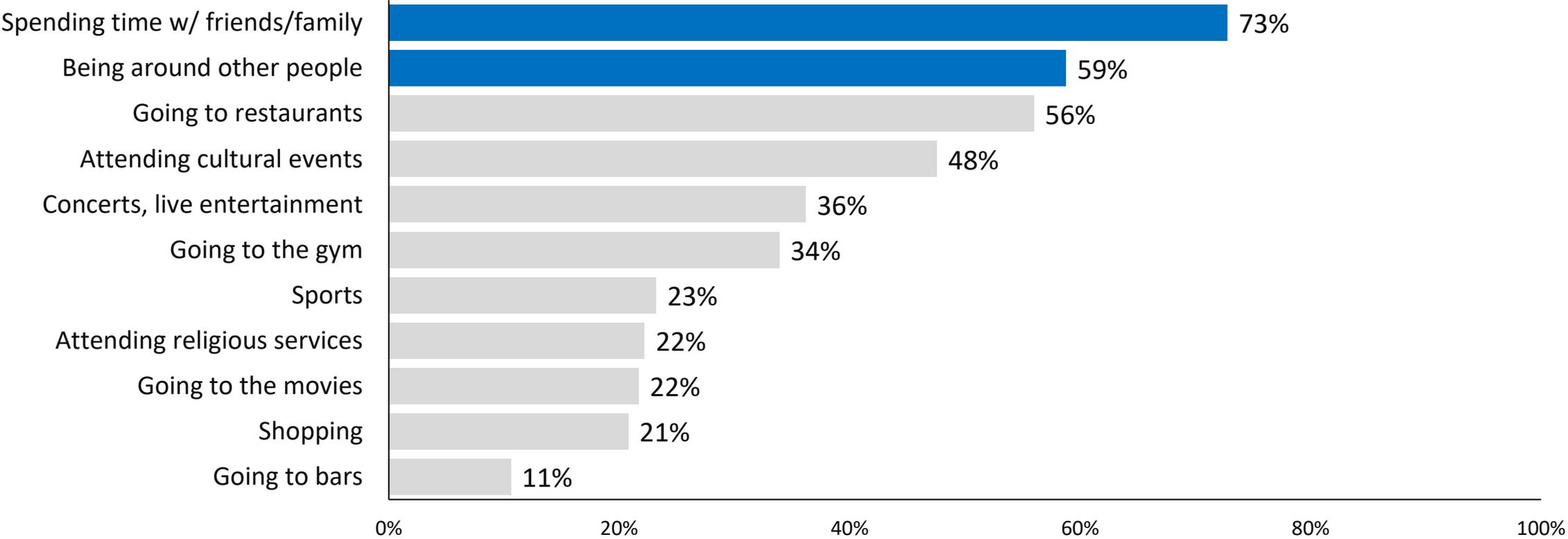
Most Miss Spending Time With Friends/Family, Being Around Other People, and Going to Restaurants

Public Radio

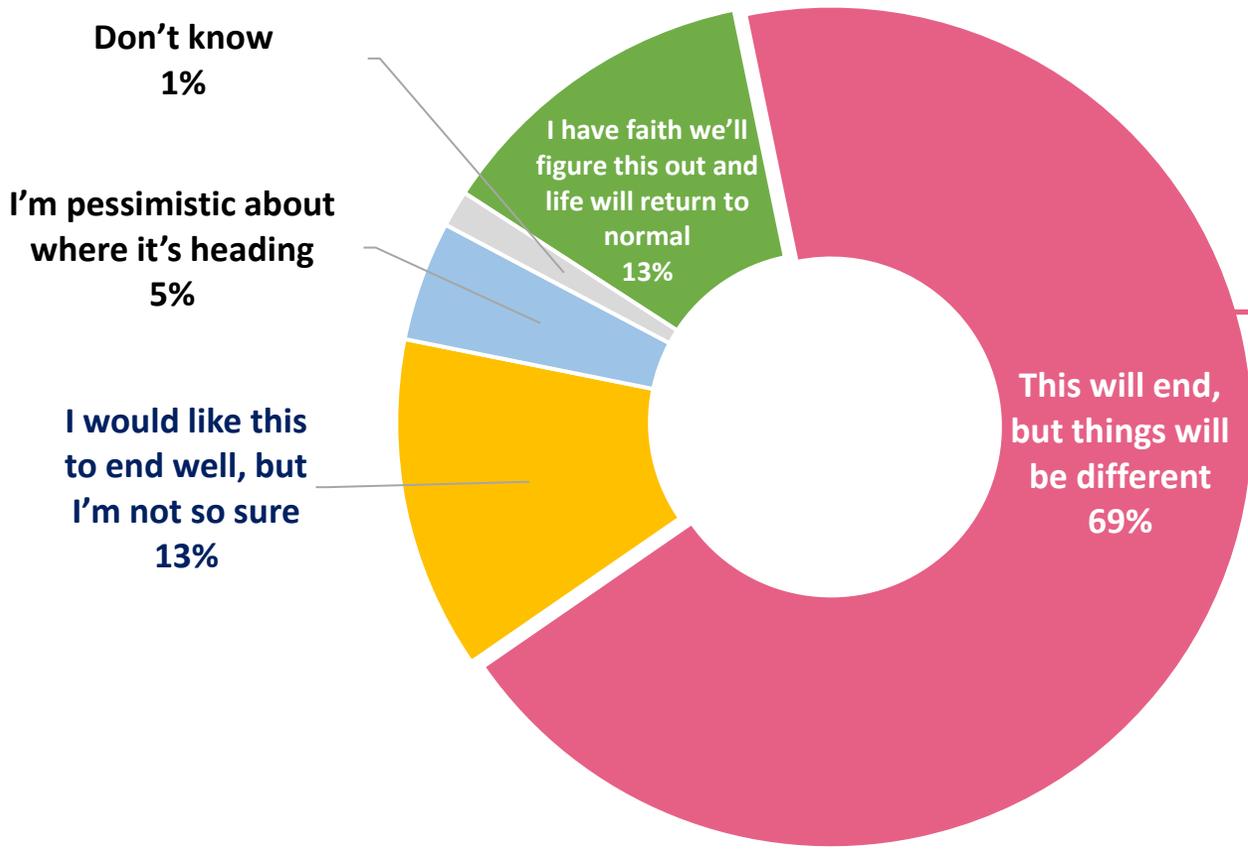


Most Miss Spending Time With Friends/Family, Being Around Other People, and Going to Restaurants

Public Radio

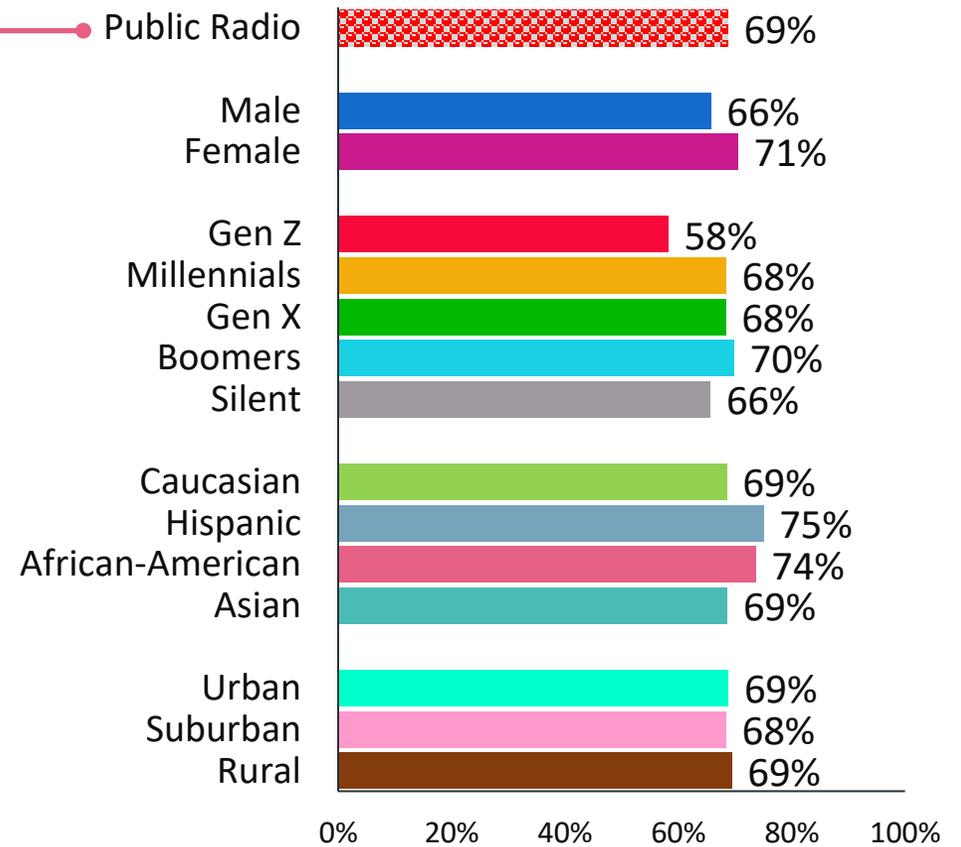


Nearly Seven In Ten Feel Things Will Be “Different” When the Coronavirus Crisis Ends

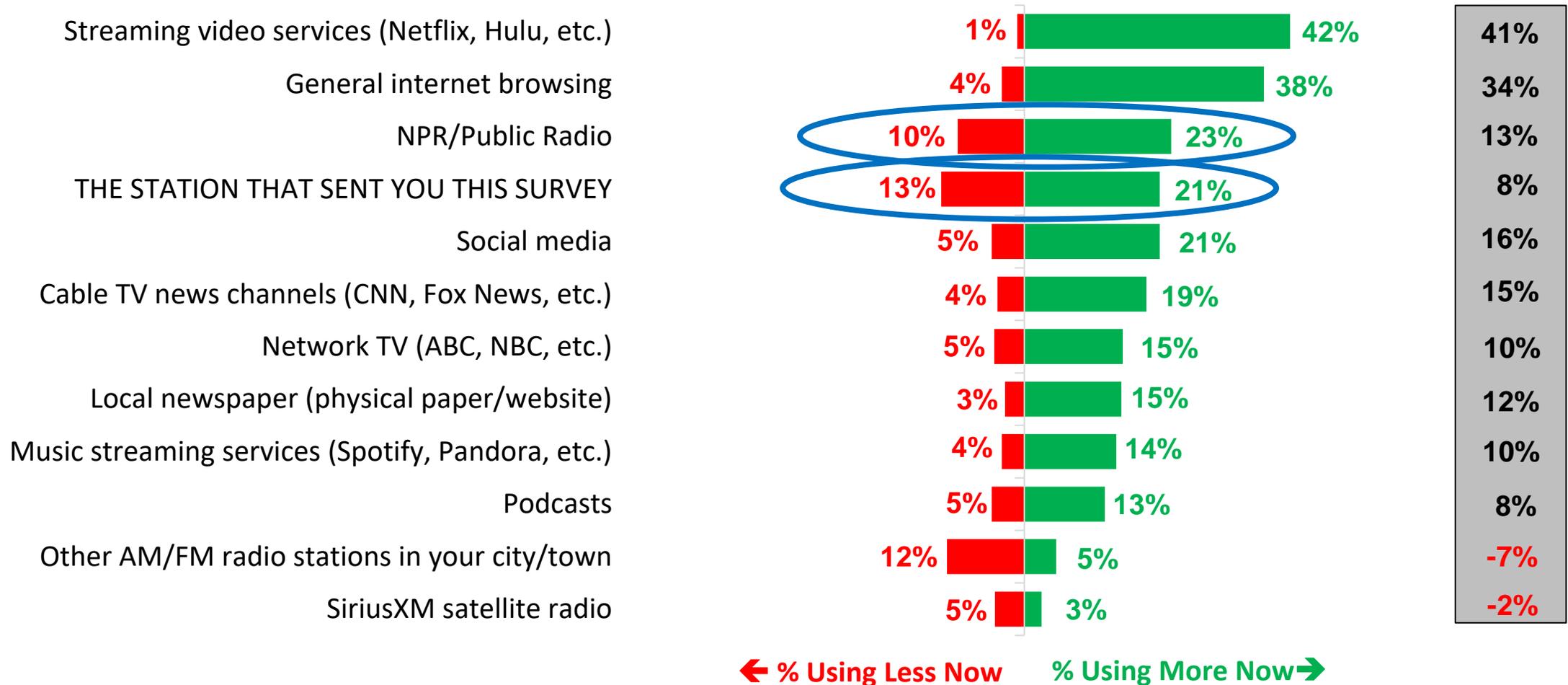


"Which best describes how you think the coronavirus outbreak will end?"

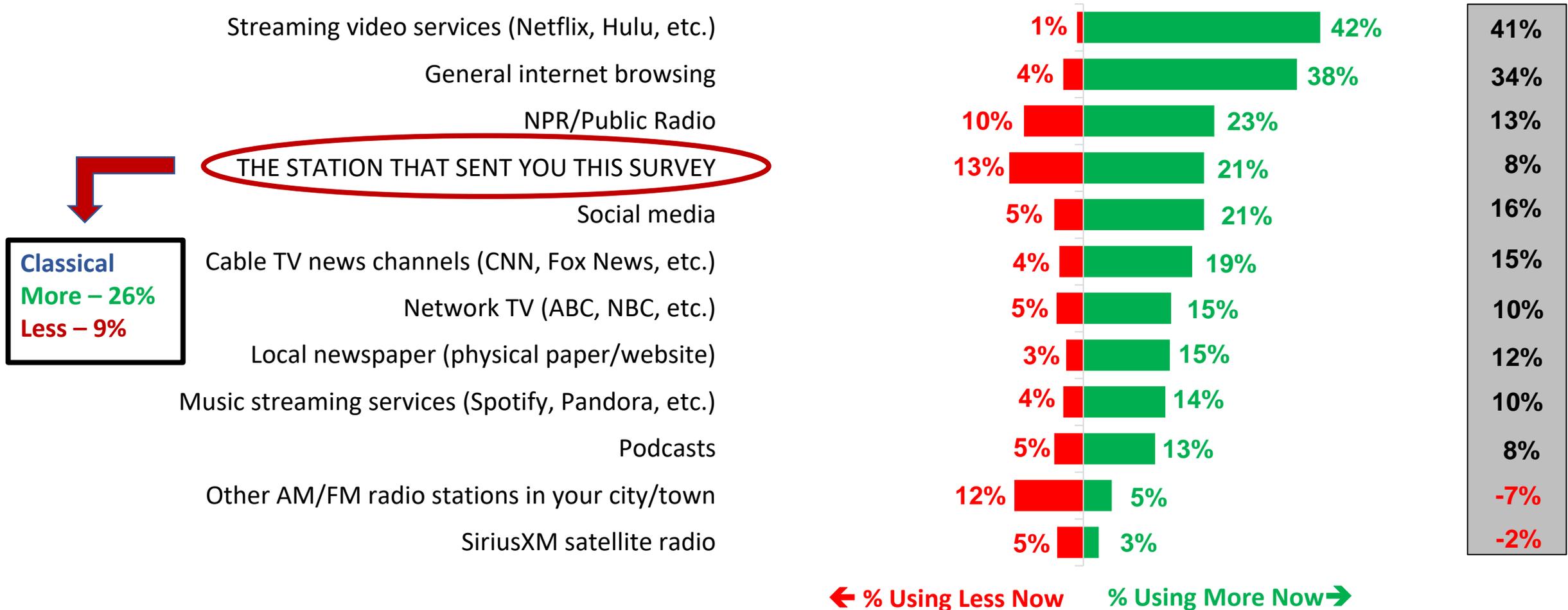
% Who Say "This Will End, But Things Will be Different"



Since COVID-19, Radio Listening Looks Healthy; Internet Use and Streaming Video Are Strongest



Of the Public Radio Formats, Classical Appears To Be Getting the Most “Lift” From the COVID-19 Crisis

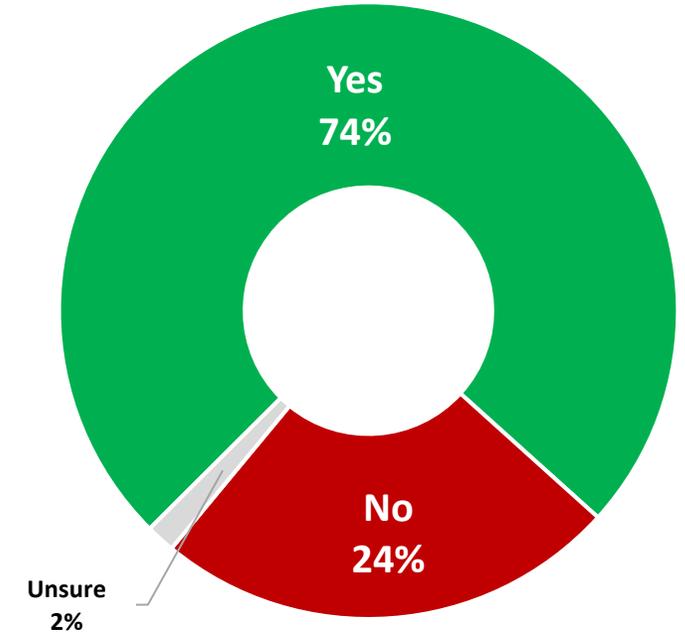
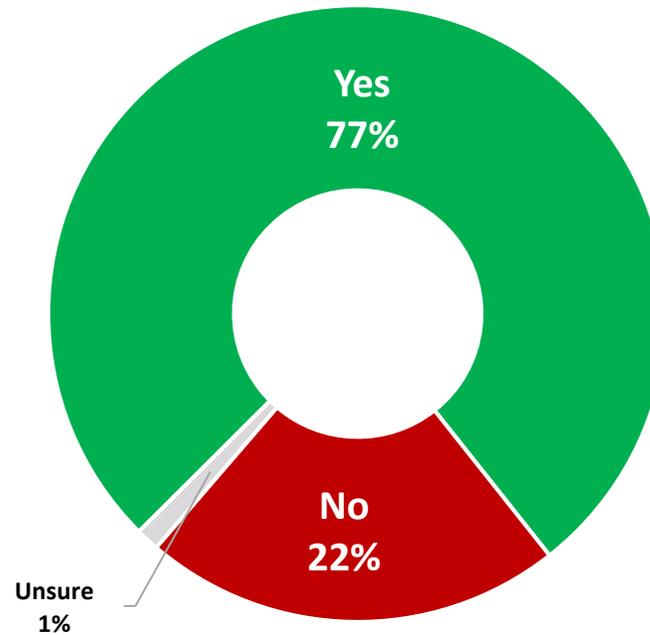
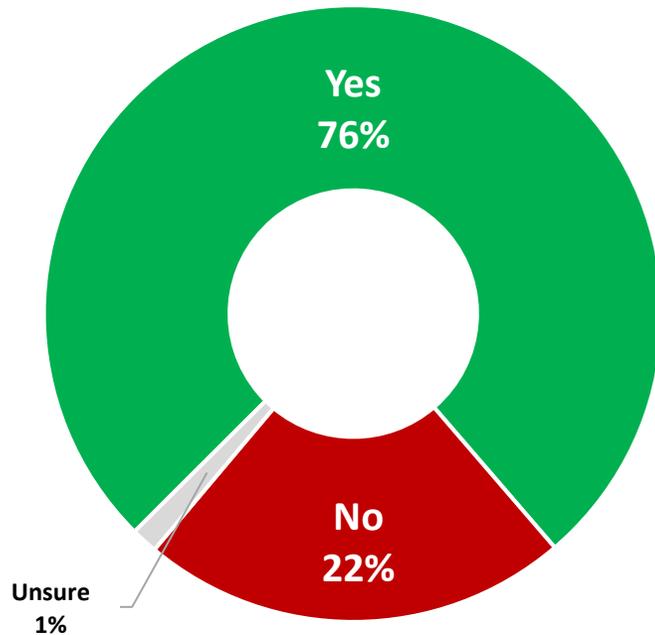


More Than One-Fifth Do NOT Have a Working Radio in Their Homes That They Use

Public Radio

Commercial Radio

Christian Music Radio



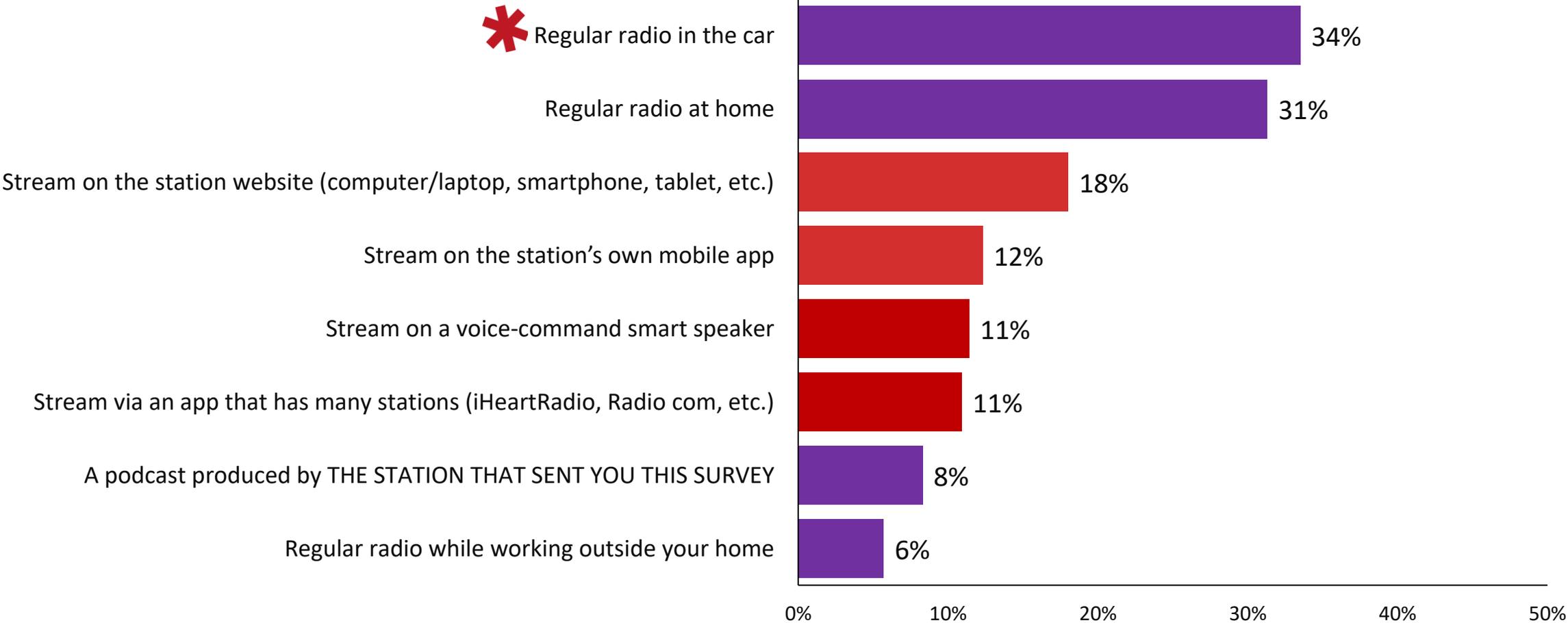
"In your home, do you have a working radio that you use?"



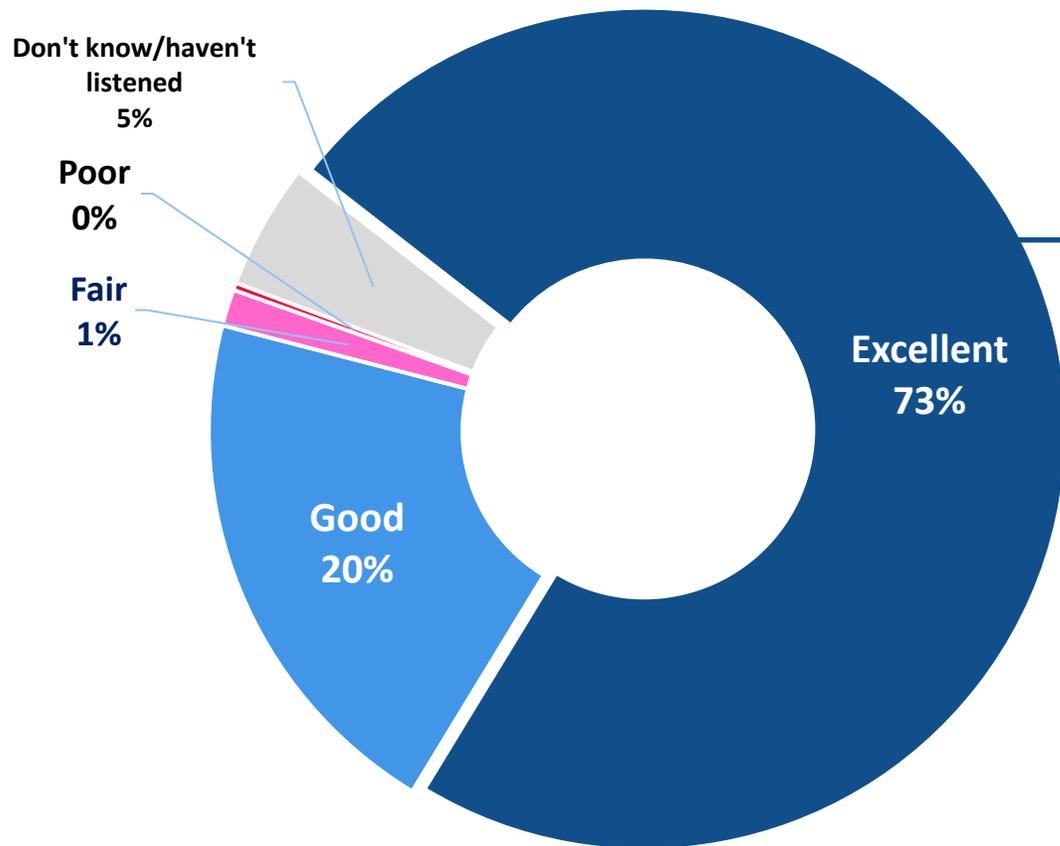
Public Radio & The Coronavirus

In-Car Listening Leads, But Far Less Than “Normal”; Streaming on Various Devices Looks Solid

Among Those Currently Listening to Their Home Station, % Using Each Platform “A Lot” to Listen to the Station

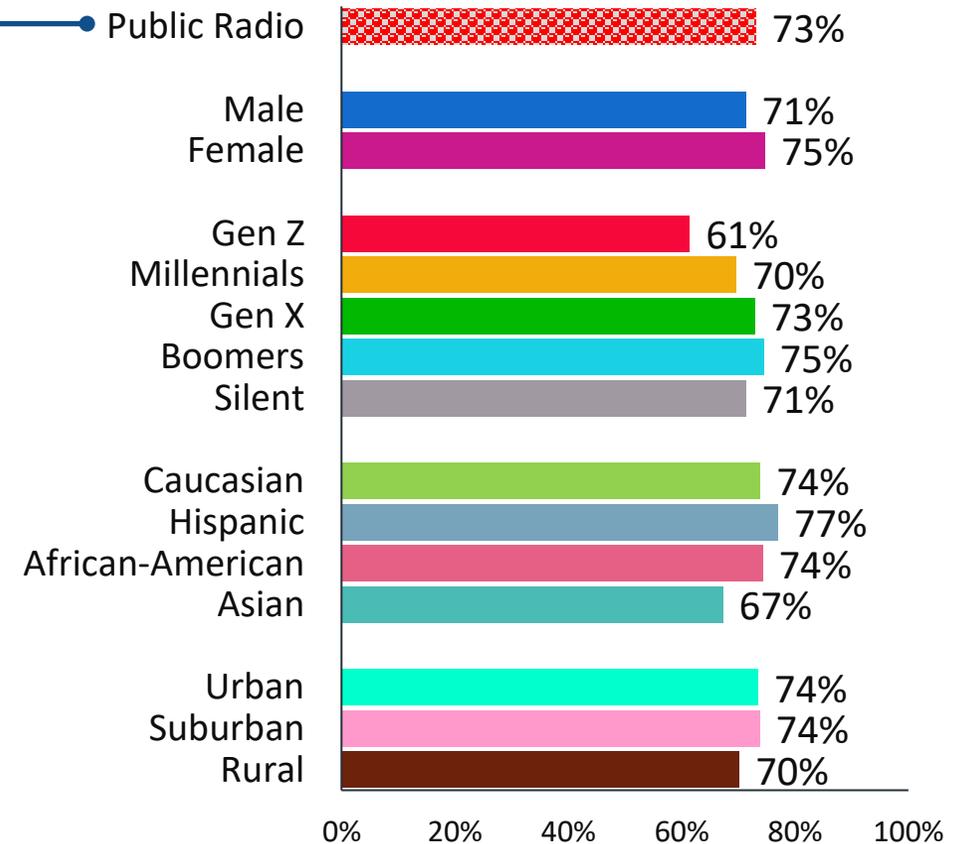


Nearly Three in Four Rate Their Home Station “Excellent” Since the Coronavirus Outbreak



“Think about your listening to THE STATION THAT SENT YOU THIS SURVEY. How would you rate the station SINCE the start of the coronavirus outbreak?”

% Who Rate Their Home Station as “Excellent”

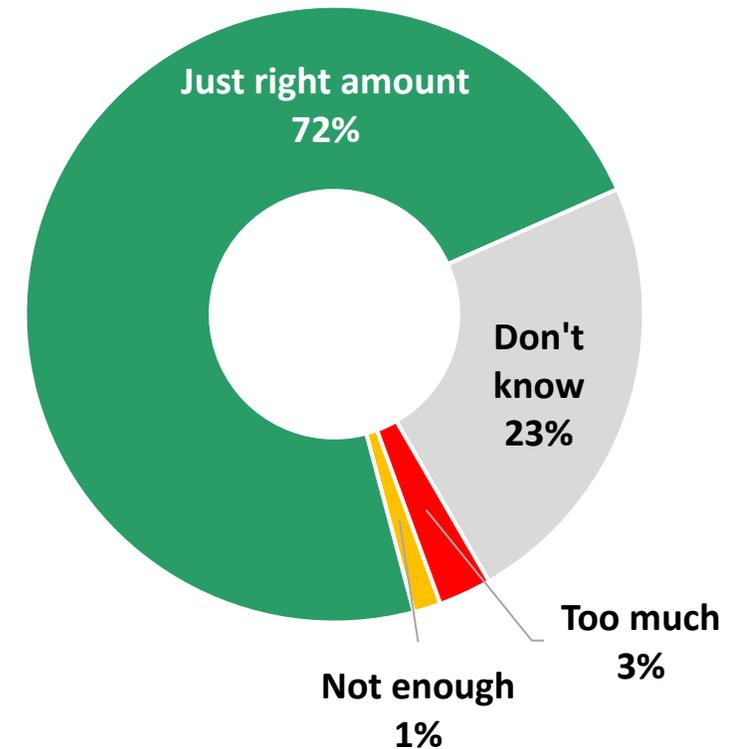
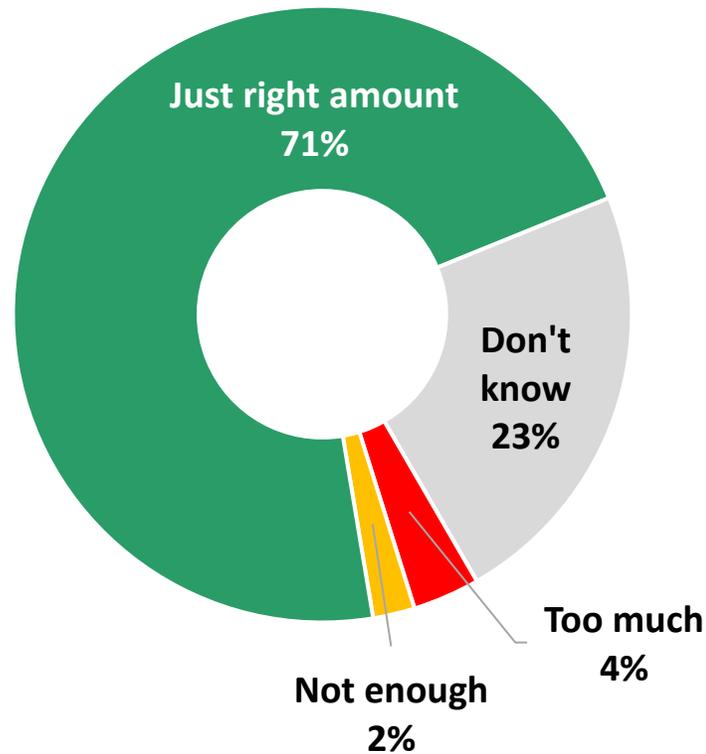
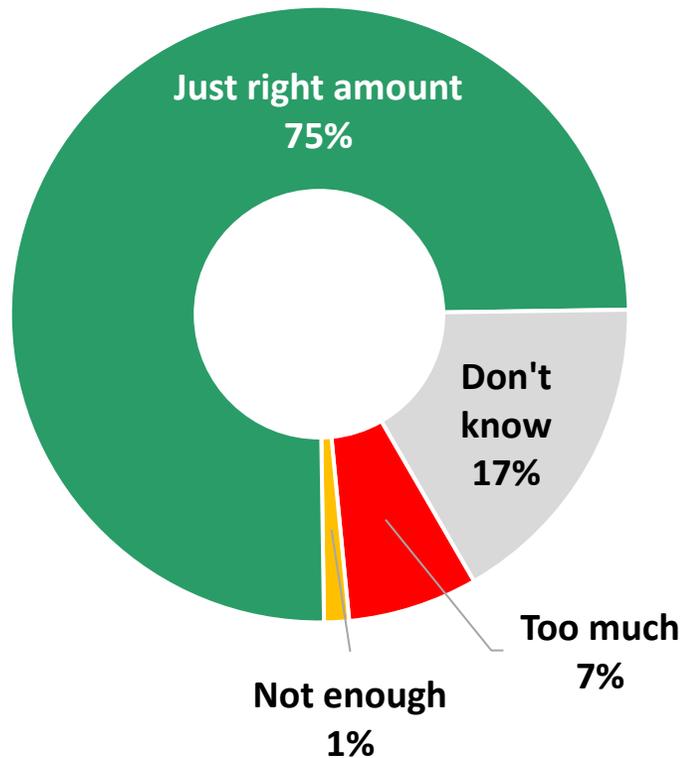


Three in Four Feel Their Home Station Is Paying the Right Amount of Attention to COVID-19

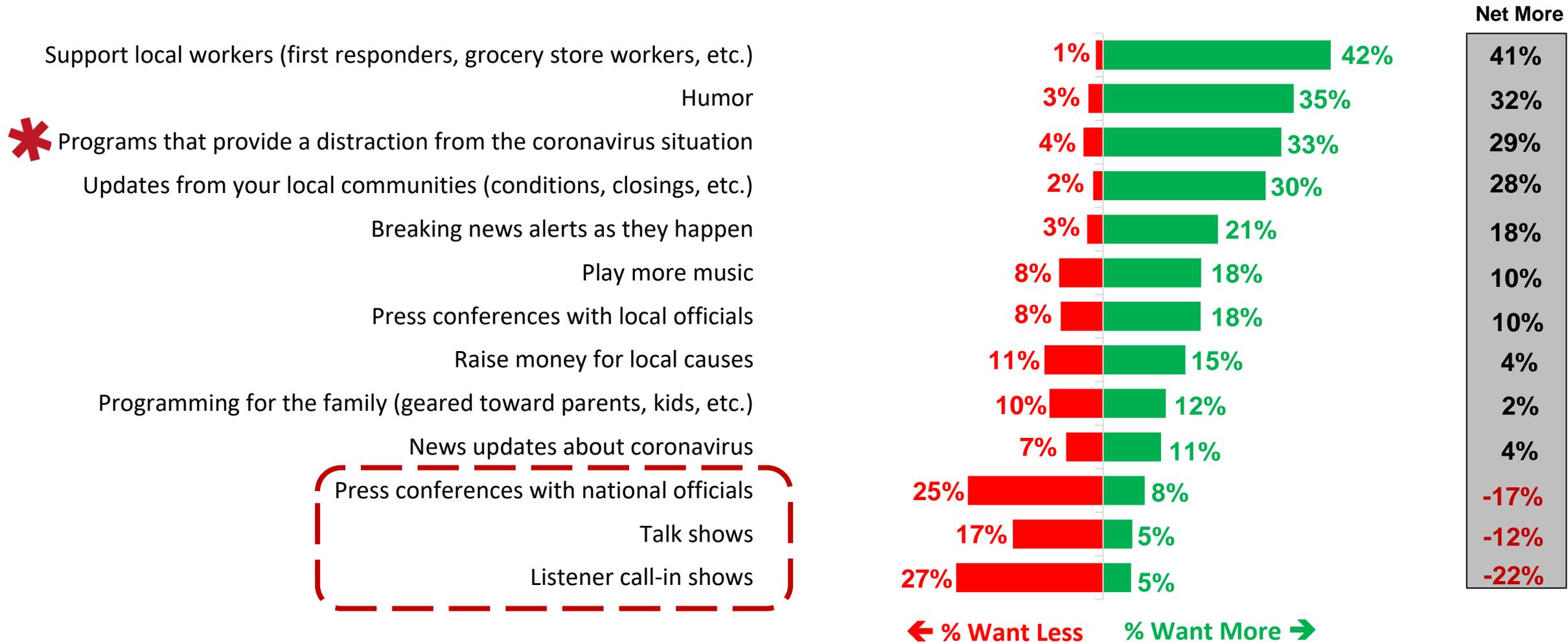
Public Radio

Commercial Radio

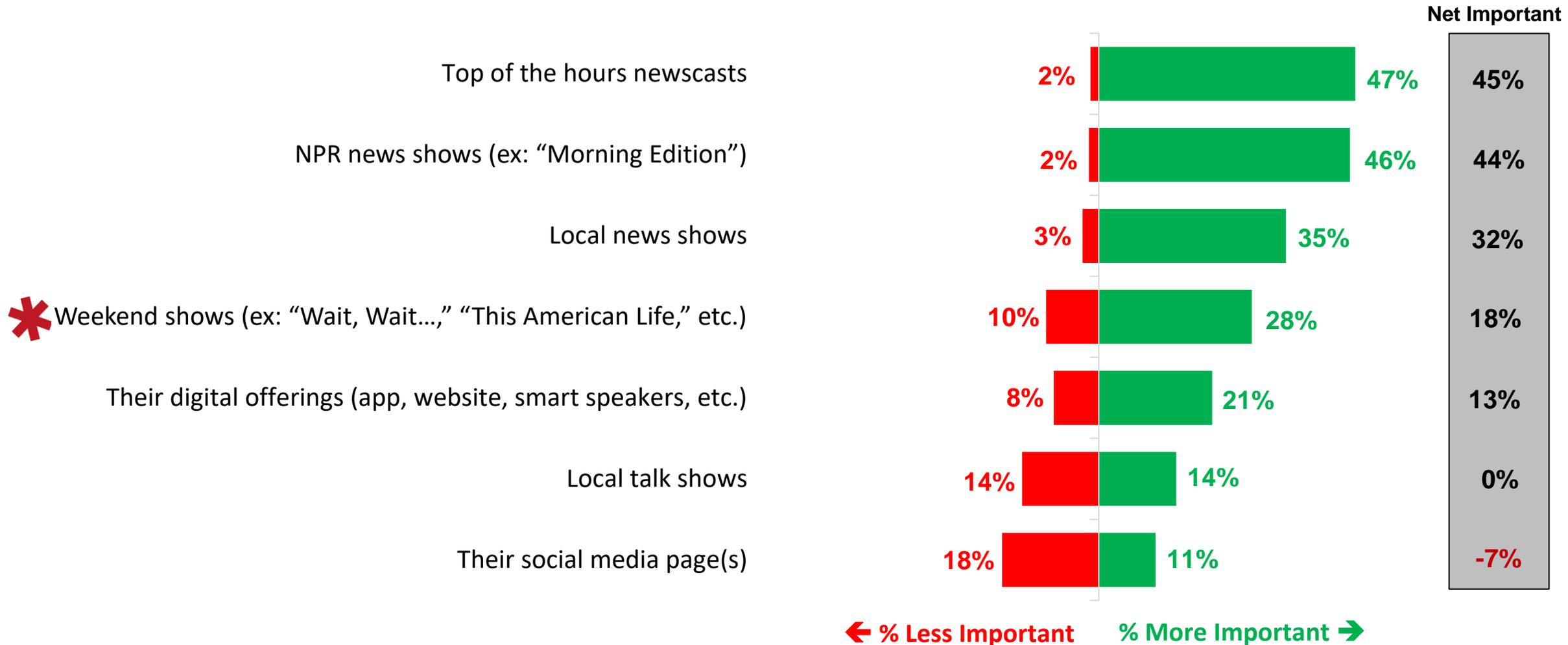
Christian Music Radio



Supporting Local Workers Is the Top Priority For Public Radio Listeners, Followed By Humor, Programming Distractions & Local Updates



Top of the Hour Newscasts More Important Now, Followed By NPR News, Local News, And Lighter Weekend Programming

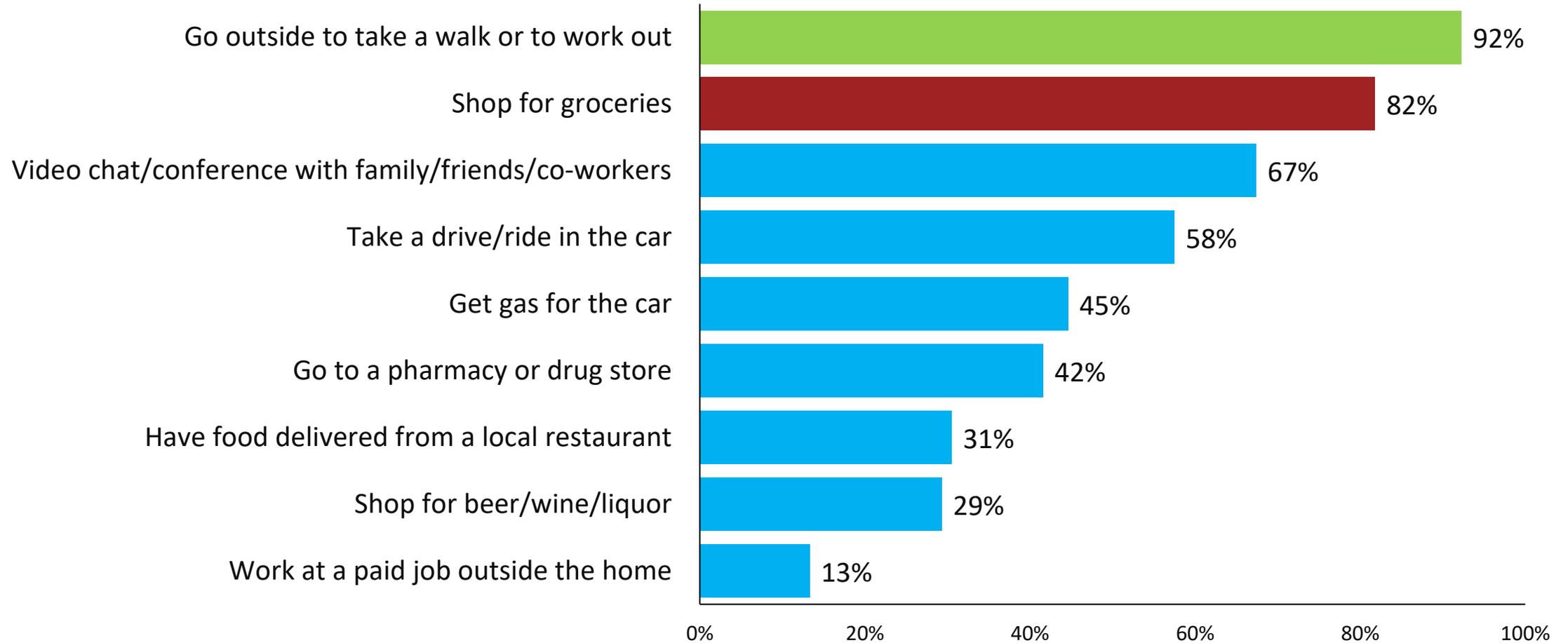




Consumer Buying & Shopping Behavior

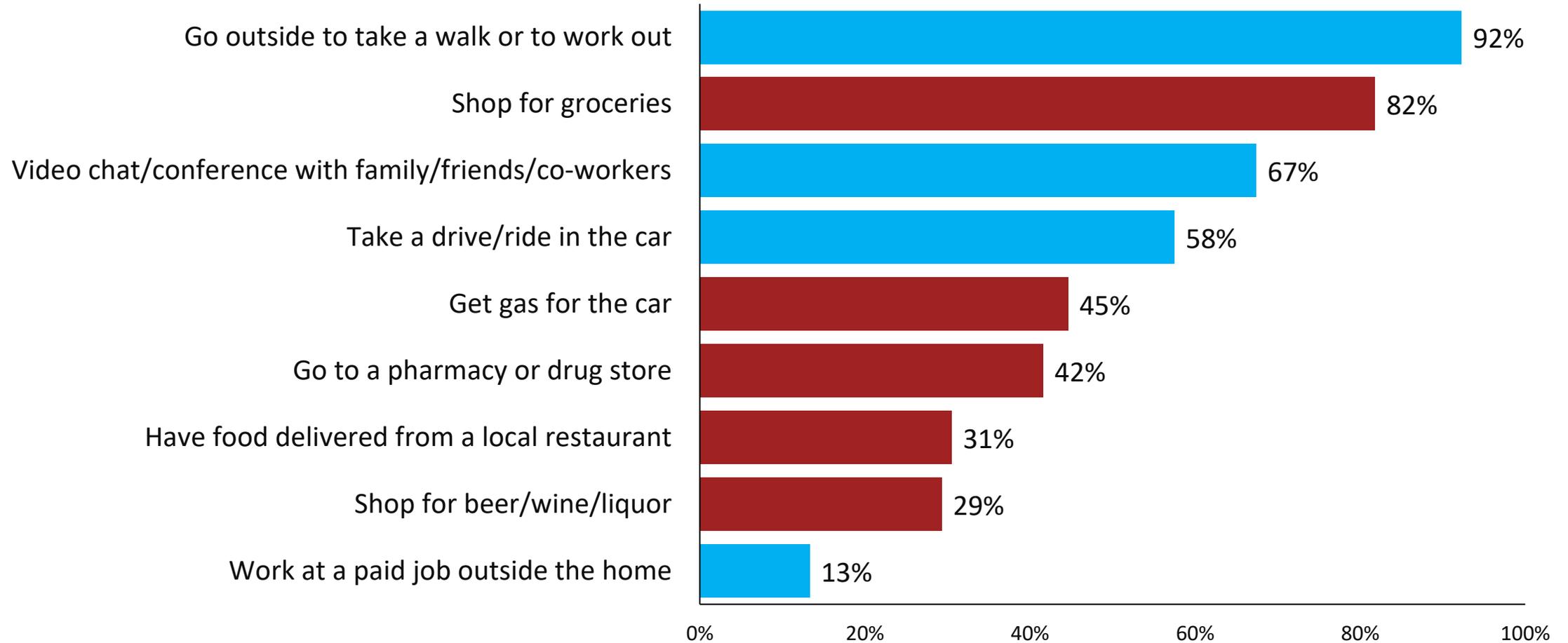
In the Coming Week, Nearly All Plan to Get Outside For a Walk/Workout, While More Than Eight in Ten Plan to Grocery Shop

% Who Plan to Do Each in the Next Week or So



In the Coming Week, Nearly All Plan to Get Outside For a Walk/Workout, While More Than Eight in Ten Plan to Grocery Shop

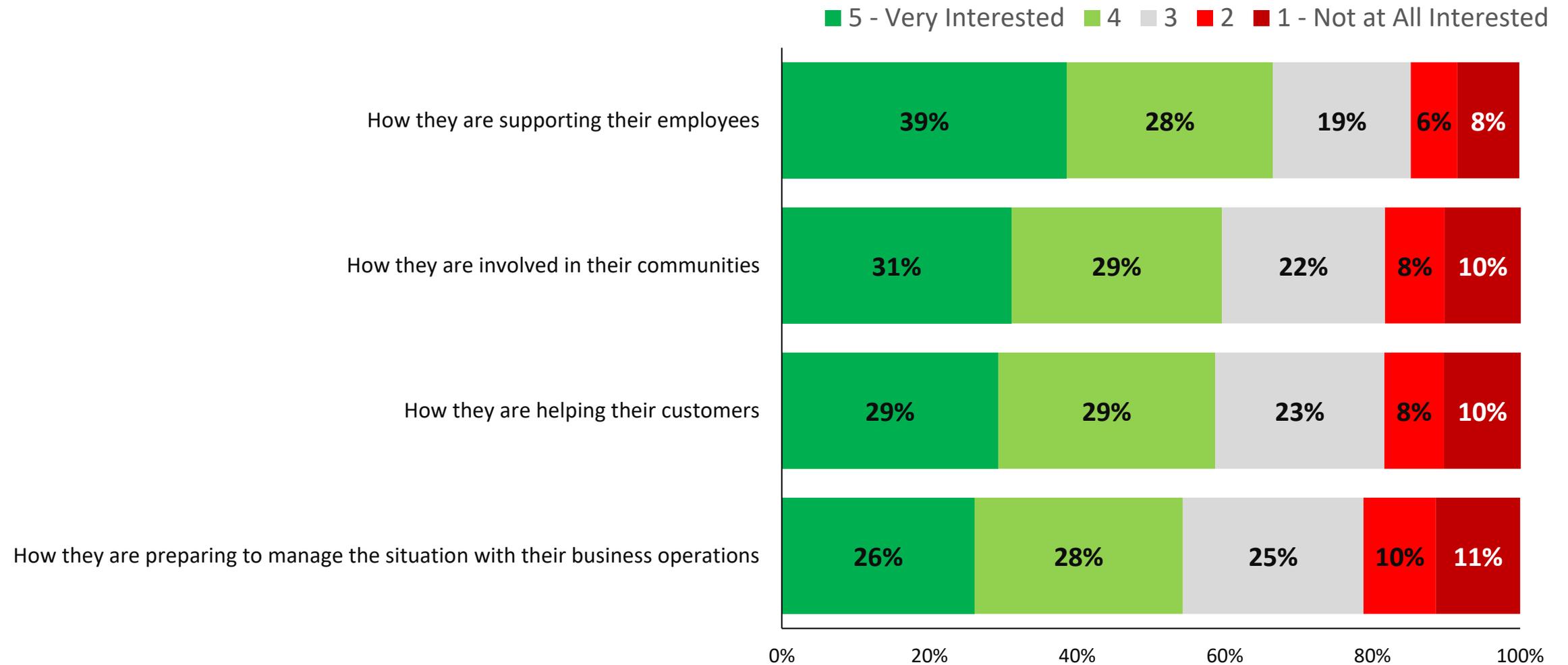
% Who Plan to Do Each in the Next Week or So





PUBLIC RADIO SPONSORS

There's Strong Interest in Hearing How Sponsors Support Their Employees and Are Involved in Communities

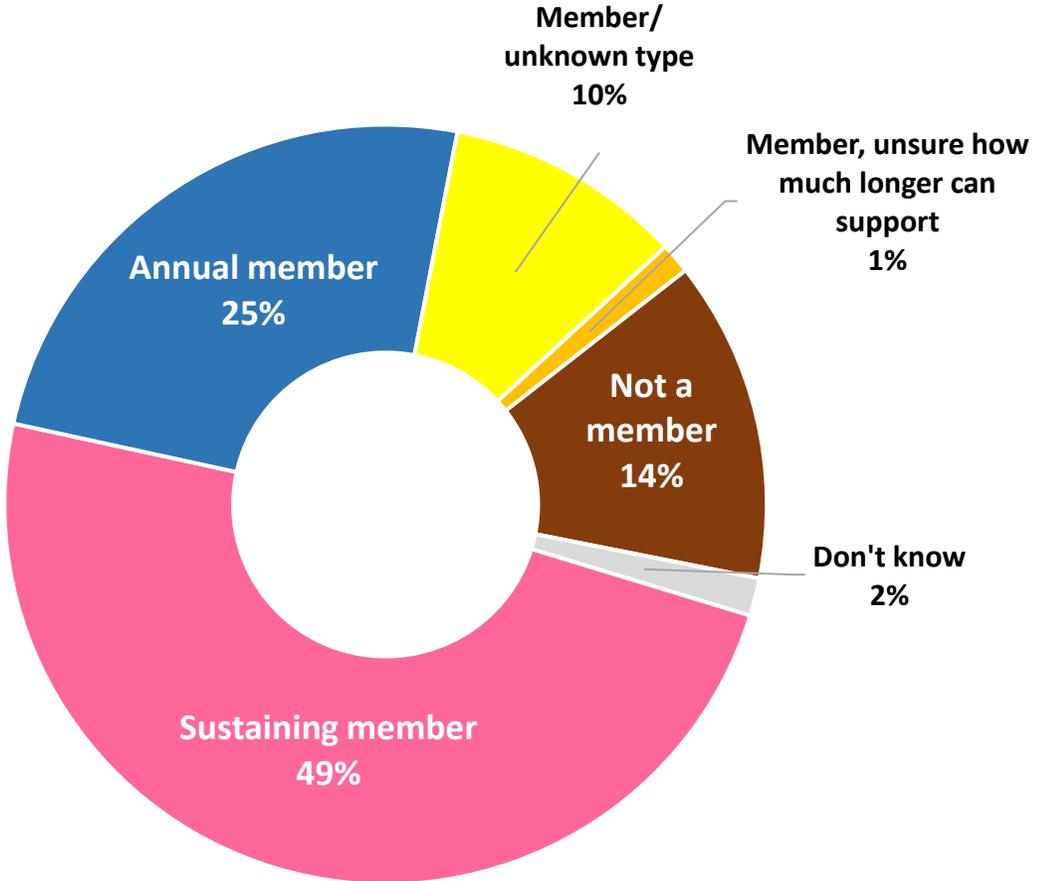




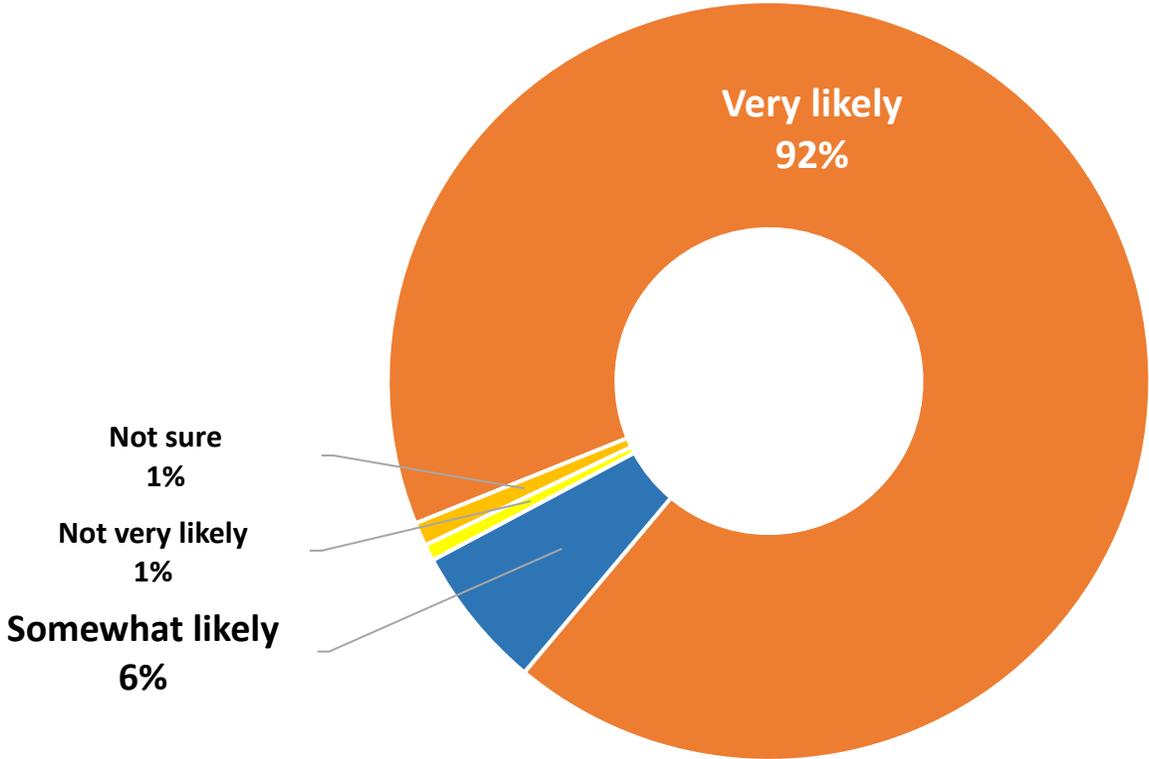
Membership and Fundraising

Most Are Sustaining Members, and Plan to Retain Membership Through 2020

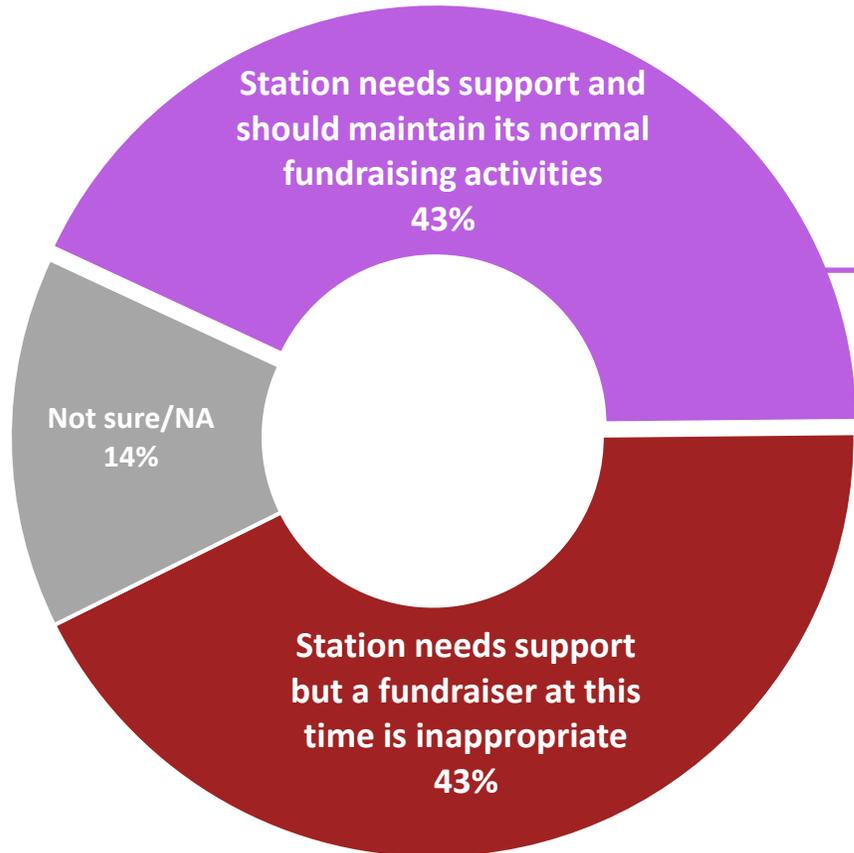
Station Membership



Likelihood to Remain a Member Through End of 2020? (Among Current Members)

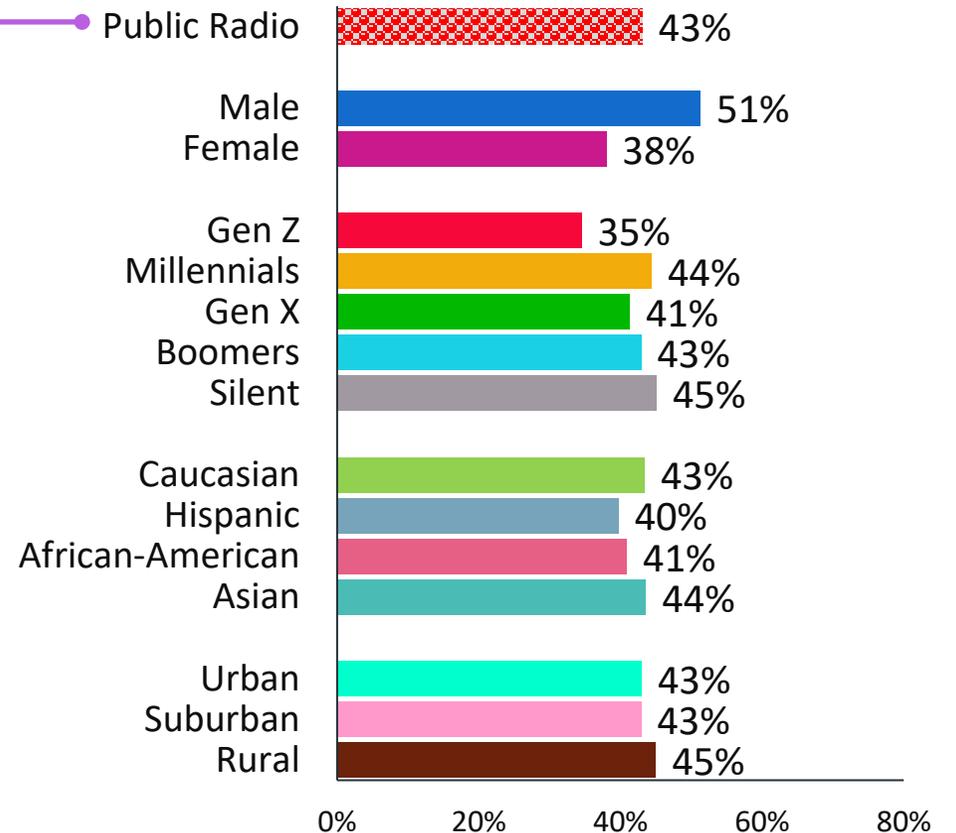


An Equal Split on Fundraising During COVID-19; A Majority of Men Feel Fundraising Should Continue

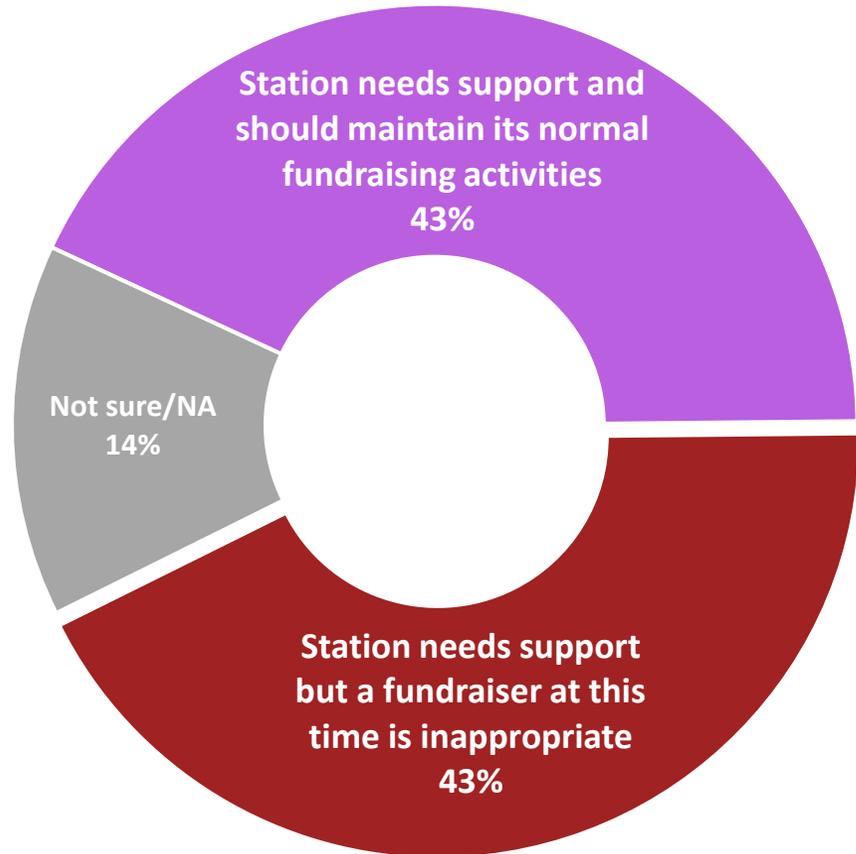


“Which of these statements best describes how THE STATION THAT SENT YOU THIS SURVEY should raise funds during the coronavirus outbreak?”

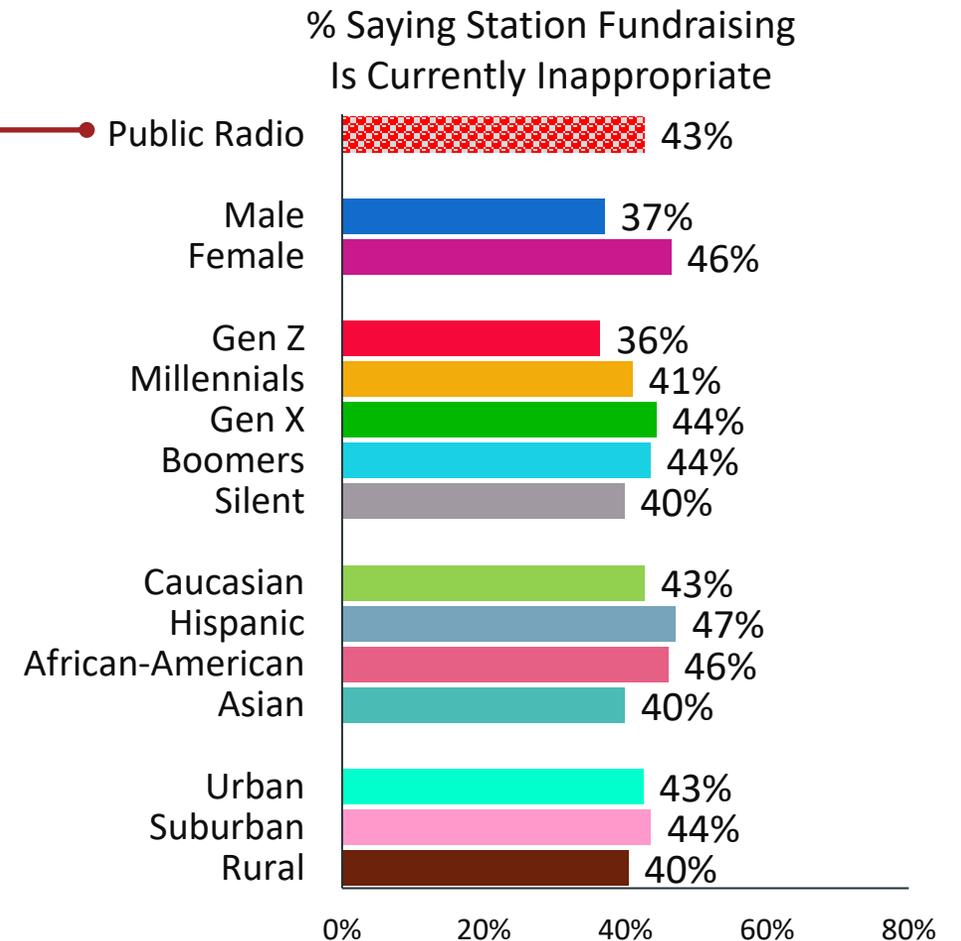
% Saying Station Should Maintain Normal Fundraising Activities



Equal Split on the Issue of Fundraising During COVID-19; Women Are More Apt to Say Fundraising Is Inappropriate



“Which of these statements best describes how THE STATION THAT SENT YOU THIS SURVEY should raise funds during the coronavirus outbreak?”





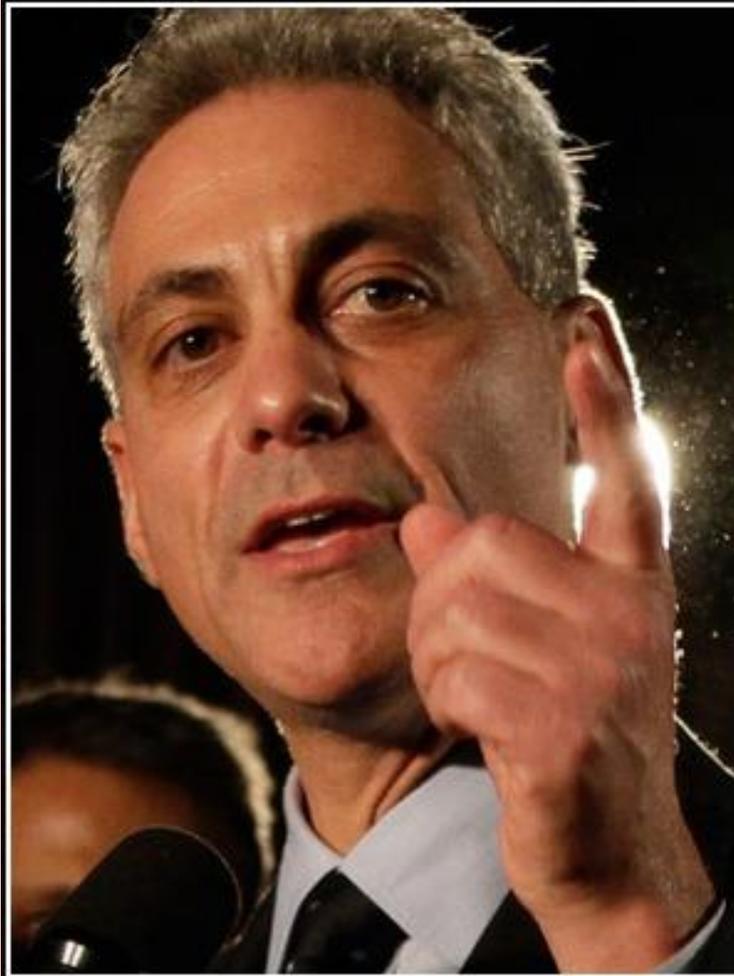
Takeaways

Key Findings

- The audience is out of their comfort zones – physically & mentally
 - They're in odd locations, situations
 - Not good for a “habit medium” like radio
 - Many were retired to begin with, so there's less worrying about jobs, money issues
 - More than anything, they're feeling up & down
- This is a full-blown crisis, it will end, but things will be different
- Most are more concerned about the welfare of a friend/family member than themselves
- It's the economy, stupid, but not as acutely painful as commercial radio
- They are less depressed, angry, and afraid – they are very “up & down”
- They mostly miss interactions with others

Key Findings

- They don't trust politicians, but they *do* trust their favorite radio stations
- Home radio stations earn “excellent” scores & points for the right balance
- They are consuming *lots* of video, but public radio looks solid, despite disappearing radios at home
- They're not interested in deeper COVID-19 coverage, but they want to be distracted
- Classical looks to have momentum and they value “lighter” weekend shows
- Younger generations likelier to listen to radio on computers, phones, smart speakers
- They're interested in how sponsors are supporting employees/communities
- Despite the pandemic, they are exercising & grocery shopping
- There's a split about the appropriateness of fundraising in this environment – check your station's data



You never let a serious crisis go to waste. And what I mean by that: it's an opportunity to do things you think you could not do before.

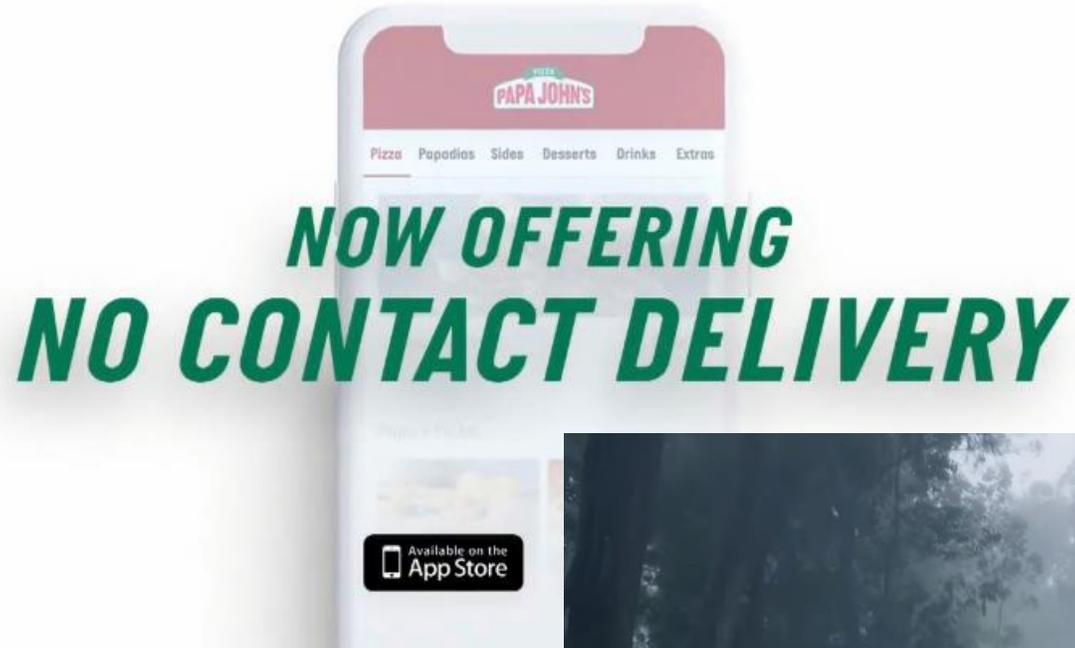
— *Rahm Emanuel* —

AZ QUOTES

Any Brand Can Emerge In a Crisis



Re-Examine Your Model



Re-Examine Your Messaging



**THE SAFER
WAY TO BUY OR
TRADE A CAR**

Shop for cars 100% online from the safety and comfort of your home,
with touchless delivery to keep our customers and employees even safer.

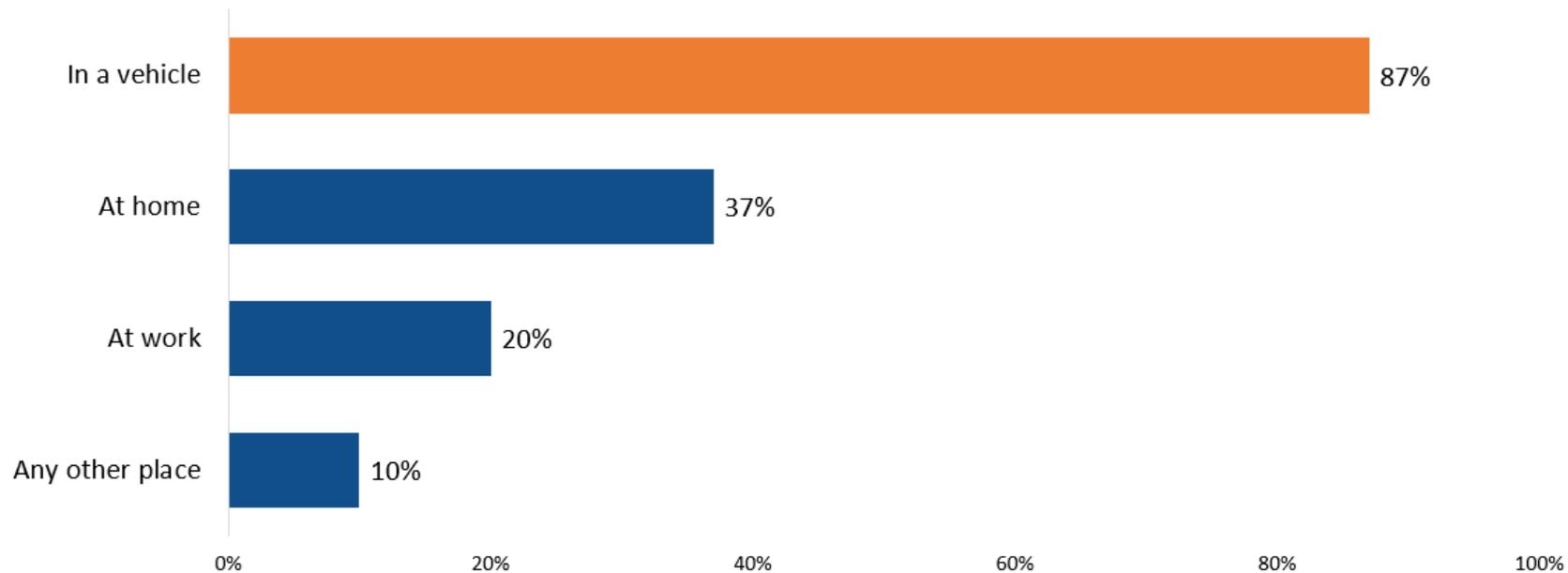
CARVANA



PRESTON & STEVE
Mornings
No subscription required.
93.3 WMMR
ROCKS!

Shift Your Location Strategy

Nearly Nine of Ten SiriusXM Subscribers Listen In Their Cars On an Average Weekday

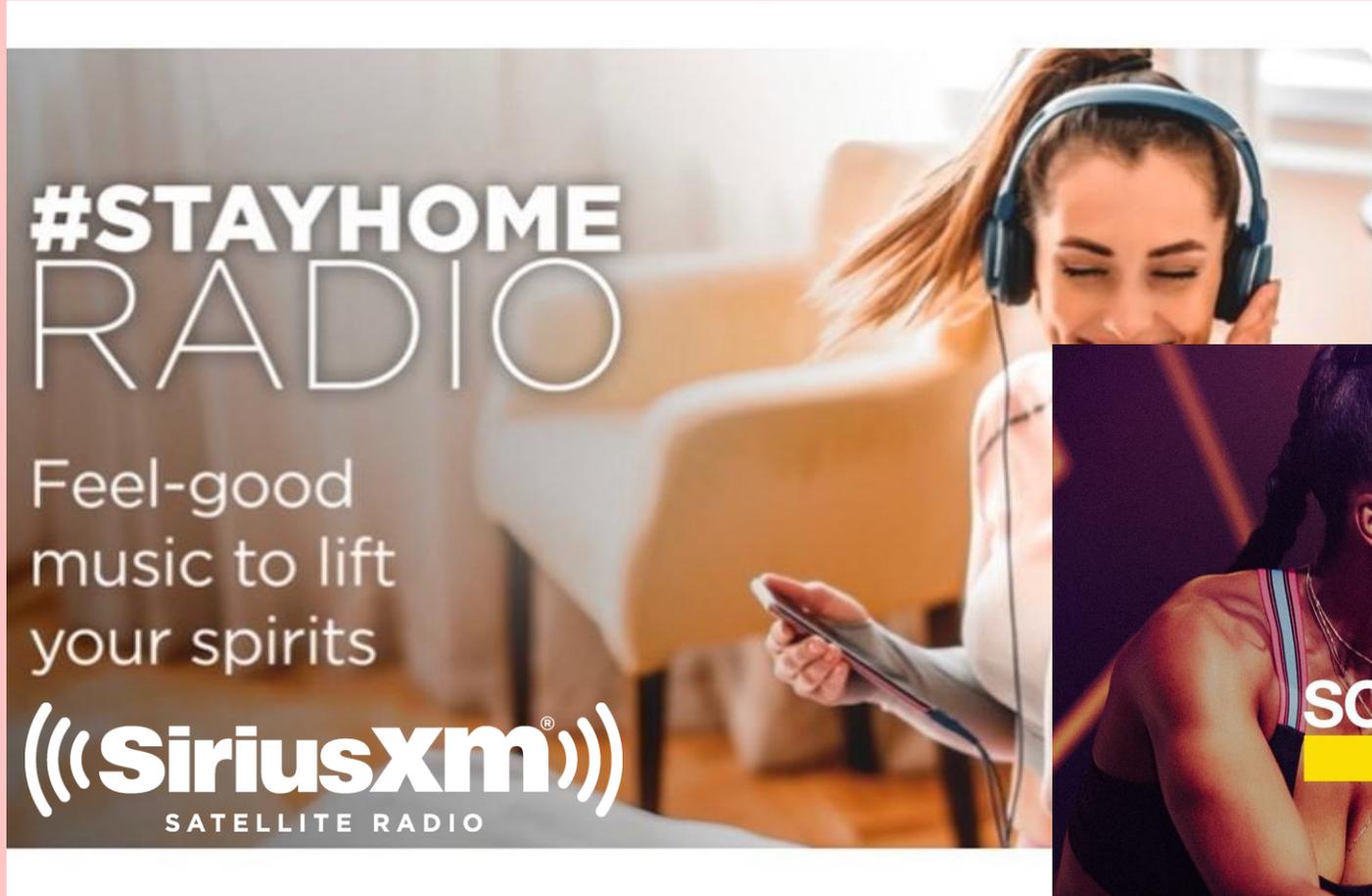


% of SiriusXM satellite radio paid or free/trial subscribers who listen to the service in each location on an average weekday

jacobsmedia.com | [@fnjacobs](https://twitter.com/fnjacobs) | [#TS2020](https://twitter.com/TS2020)

TECHSURVEY
2020 JACOBS MEDIA

Shift Your Location Strategy



**#STAYHOME
RADIO**

Feel-good
music to lift
your spirits

(((SiriusXM)))
SATELLITE RADIO



SOULCYCLE
RADIO

(((SiriusXM)))

Promote Your Streaming Channels/Gadgets



The banner features a green background with a faint image of a person sitting on a couch. At the top, the SiriusXM logo is on the left, and navigation links for 'Listen Online', 'What's On', 'Try SiriusXM', 'Subscriptions', 'Shop', and a search icon are on the right. The main text reads 'Downstairs. It's easy to listen to SiriusXM at home!' followed by a paragraph about listener well-being and subscription options. A yellow 'Get Started' button is centered below the text, with links for 'Get a Trial Subscription' and 'Need help getting started?'. At the bottom, five device categories are shown: Google Nest, Amazon, SONOS, SONY, and Roku.

SiriusXM Listen Online What's On Try SiriusXM Subscriptions Shop 

Downstairs.

It's easy to listen to SiriusXM at home!

The well-being of our listeners is our highest priority. Information is power at a time like this and we are committed to curating content while you work from home to stay informed and entertained. Listen to SiriusXM on connected home devices with your All Access, Premier, Essential, and Select subscription or trial. Click below to set up your username and password.

[Get Started](#)

[Get a Trial Subscription](#) | [Need help getting started?](#)

 Google Nest

 amazon

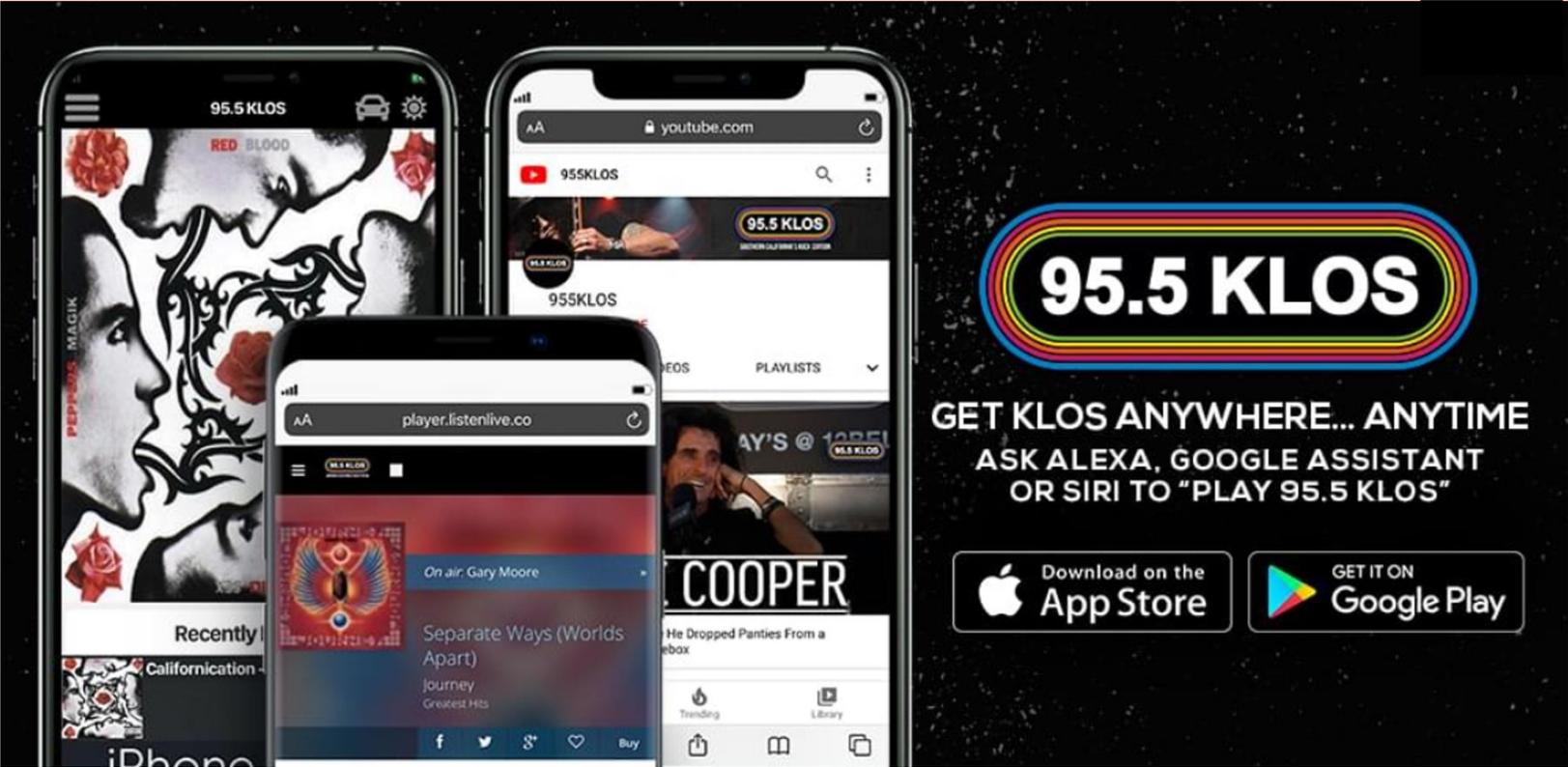
 SONOS

 SONY

 Roku

Play on Smart TVs, wireless speakers, media players, and more.

Promote Your Streaming Channels/Gadgets

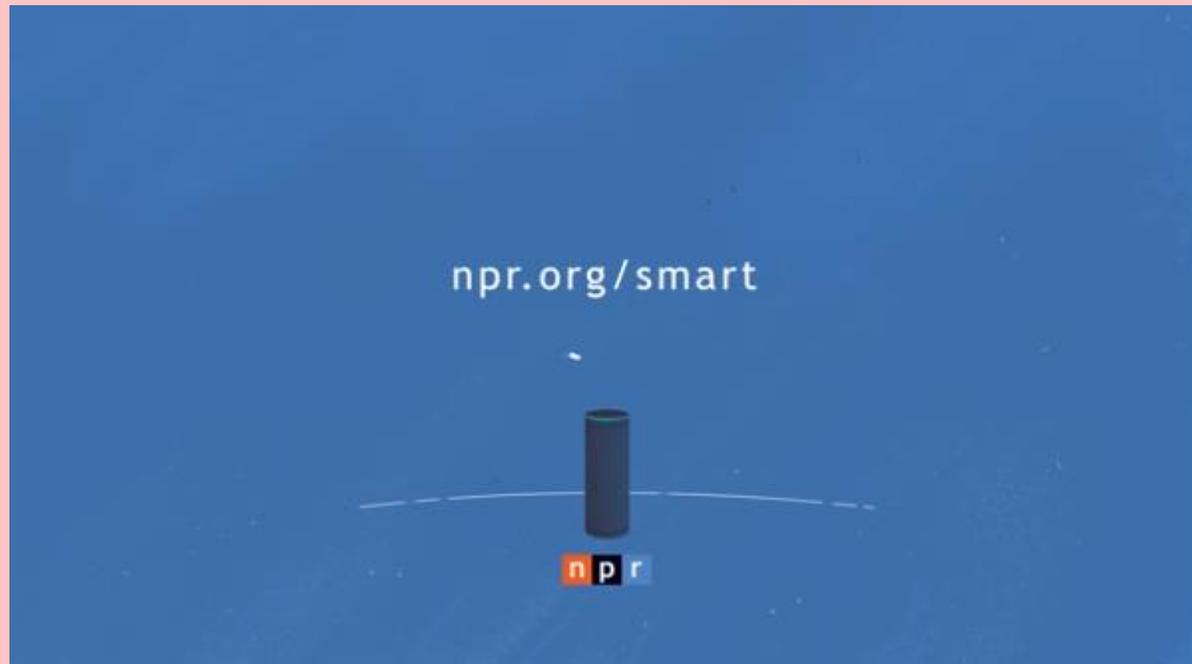


The advertisement features three smartphones against a dark, starry background. The top-left phone shows the 95.5 KLOS website with a 'RED BLOOD' graphic. The top-right phone shows the YouTube channel page for 95.5 KLOS. The bottom phone shows the ListenLive player interface with 'On air: Gary Moore' and a 'COOPER' graphic. To the right of the phones is a large, rainbow-bordered logo for '95.5 KLOS'. Below the logo, the text reads: 'GET KLOS ANYWHERE... ANYTIME ASK ALEXA, GOOGLE ASSISTANT OR SIRI TO "PLAY 95.5 KLOS"'. At the bottom are two buttons: 'Download on the App Store' and 'GET IT ON Google Play'.



The screenshot shows a smartphone lock screen with a grey background and water droplets. The time is 10:44 and the date is Wednesday, April 1. A notification from WTOP is visible, dated 6m ago. The notification text reads: 'No "radio" in your home? Listen to WTOP News 24/7 for the latest coronavirus updates on the WTOP app, WTOP.com and on Alexa. Just say, "Alexa, Open WTOP."'.

Promote Your Streaming Channels/Gadgets



Stay At Home = A Fashion Statement?

 **Steve Inskeep** ✓
@NPRinskeep

Good morning. 3:48am in the basement studio, and here we go.



3:53 AM · Mar 23, 2020 · [Twitter for iPhone](#)

98 Retweets 6.3K Likes



“Stay At Home” = The New Intimacy



“Stay At Home” = The New Intimacy

Checking In With... Steve Earle



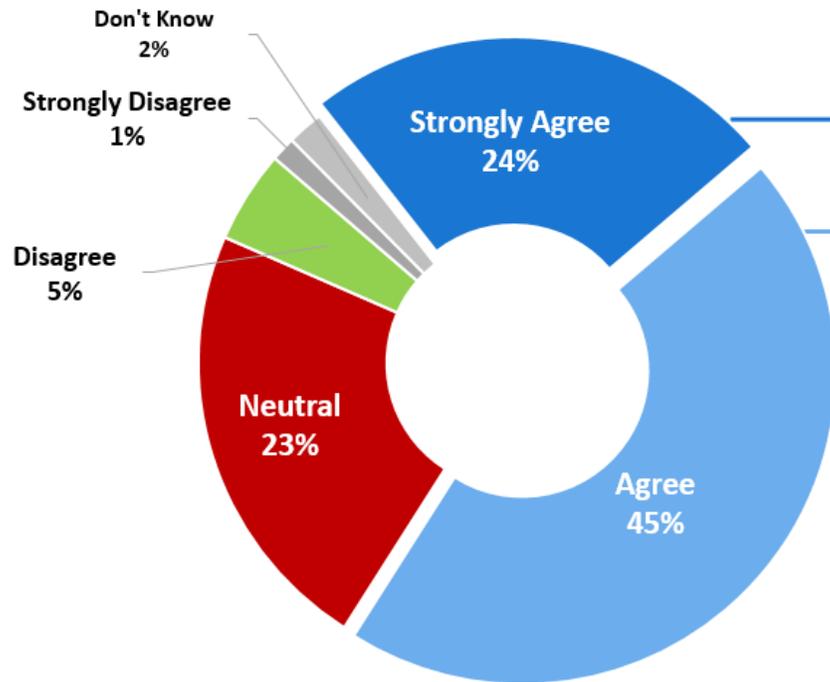
STEVE EARLE

Steve Earle | photo by Tom Bejgrowicz | Courtesy of the artist

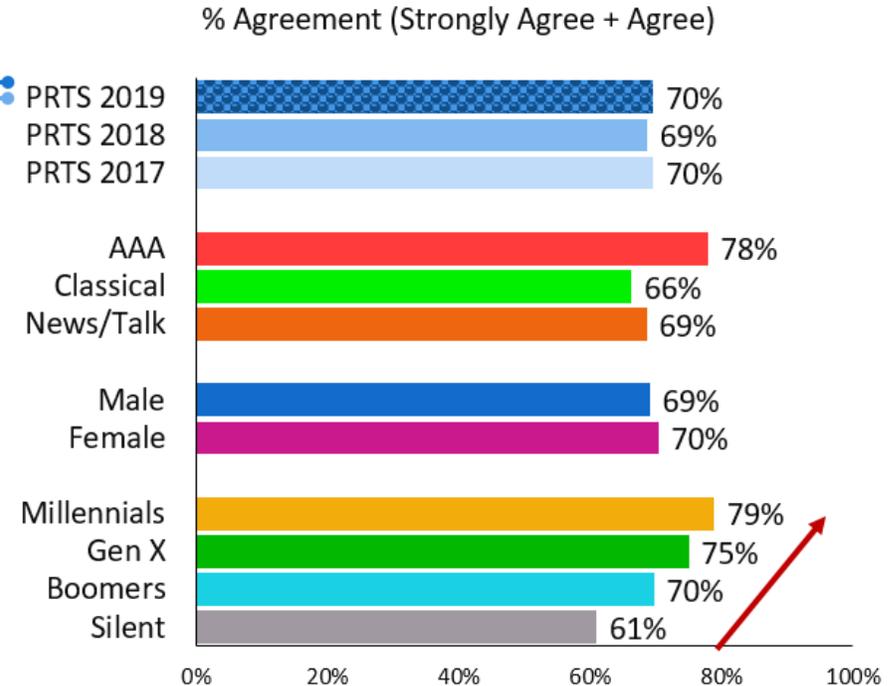


Even Before COVID-19...

Younger Listeners Are More Driven By Local Radio



"One of radio's primary advantages is its local feel"



Support Your Local “Essential Workers”



Celebrate Local



PHOTOS: Life In Austin During The Coronavirus Pandemic



Michiganders at home: Show or tell us something good

By MICHIGAN RADIO NEWSROOM • 21 HOURS AGO

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The State Theatre in Ann Arbor, MI

KATIE RAYMOND / MICHIGAN RADIO



Support Local Businesses



Support Local Businesses

Musician's Resource Guide



Brent Cowles live in Dime Denver's Studio 101 with Indie 102.3's Alisha Sweeney on Friday Nov. 9 2019.

Whether you're just getting started in the music industry or already a full-time musician, Indie 102.3 is connecting you with everything you need to know about how to make music in Colorado.

Resources during the time of coronavirus

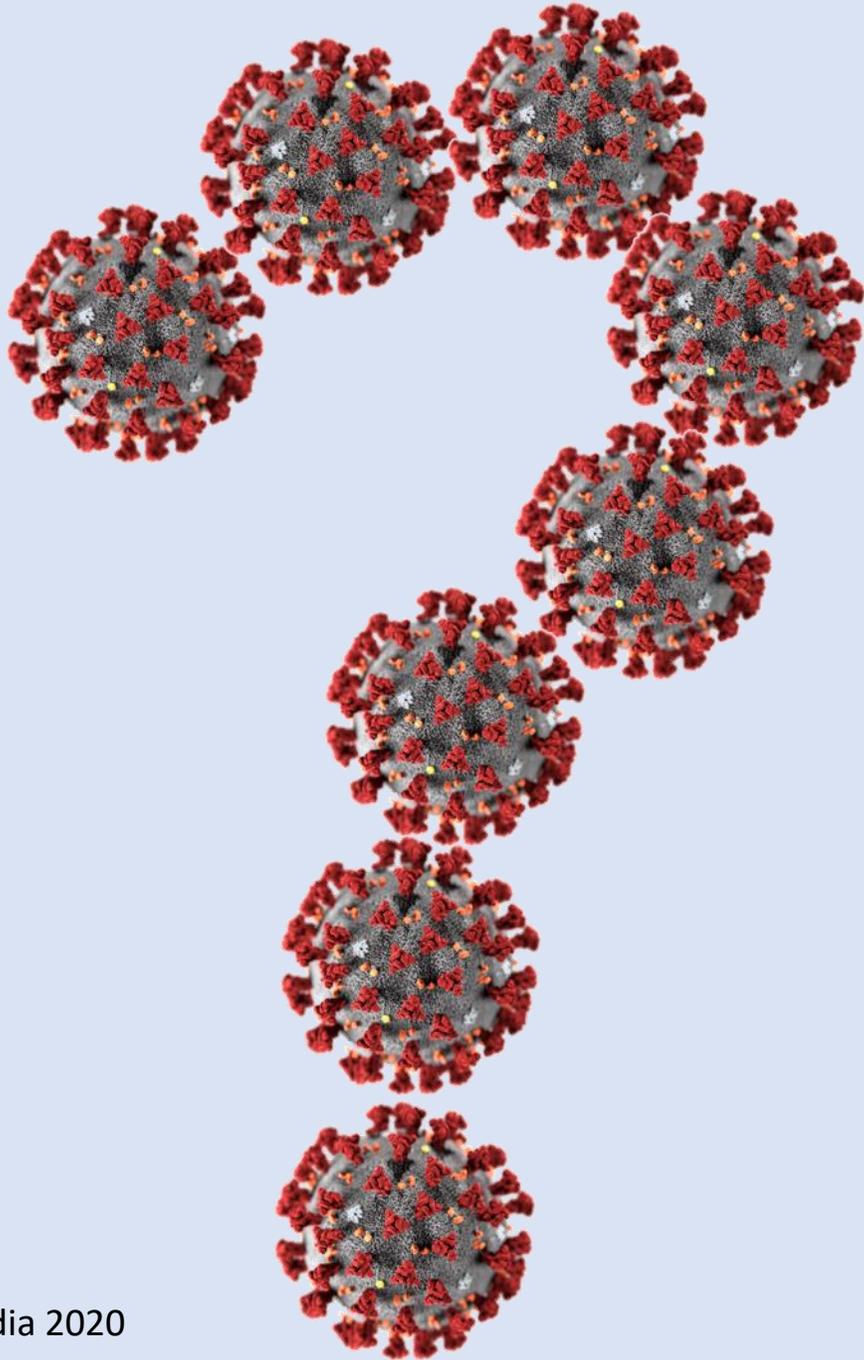
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