• Public Radio in a Global Pandemic
• #GOLIVE2020
Methodology

• 53 U.S. public radio stations

• N = 19,015

• Interview dates: June 23-July 19, 2020

• Most respondents are members of station databases. Some responses were gathered via station websites and/or social media pages.

• All responses were collected online and weighted using Nielsen 2019 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.
The Sample
Format Composition

- News/Talk: 47%
- News/AAA: 3%
- AAA: 18%
- News/Classical: 6%
- News/Jazz: 4%
- Classical: 20%
- Other: 1%
Age

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: 7%
- 35-44: 12%
- 45-54: 26%
- 55-64: 27%
- 65+: 50%

Average age: 61.8

PRTS 2020

- 18-24: 1%
- 25-34: 7%
- 35-44: 12%
- 45-54: 25%
- 55-64: 26%
- 65+: 52%

Average age: 62.5
Generations

- Millennials (born between 1981-1996)
- Gen X (born between 1965-1980)
- Baby Boomer (born between 1946-64)
- Greatest Generation (born before 1946)
Gender

- Female: 54%
- Male: 44%
- Non-Conforming/Prefer Not to Say: 2%
Ethnicity

- White: 88%
- Hispanic: 2%
- Black: 1%
- Asian: 2%
- Mixed race: 1%
- Other: 1%
- Prefer not to answer: 5%
Format Key

PRTS 2020

AAA

Classical

News/Talk
Key Takeaways
1. In recent years, it’s been all Trump - now it’s COVID.
Two in Three Public Radio Listeners Are Pessimistic About Where the COVID-19 Outbreak Is Headed; a Significant Increase Since May

Which of the following best describes how you feel about the COVID-19 outbreak?

- The worst is behind us (5%)
- The worst is yet to come (67%)
- Not sure (27%)

% Who Say the Worst of the COVID-19 Outbreak Is Yet to Come

- Republican: 73%
- Democrat: 67%
- Greatest Boomers: 68%
- Gen X: 67%
- Millennials: 71%
- Female: 69%
- Male: 65%
- News/Talk: 73%
- Classical: 65%
- AAA: 56%
- PRTS 2020: 49%

The worst is behind us 5%
The worst is yet to come 67%
Not sure 27%
Two in Three Remain Cautious and Are Doing Few/None of Their Pre-COVID-19 Activities

“Now that most states have reopened or removed at least some COVID-19 restrictions, which of the following best describes you?”
As the COVID-19 outbreak has unfolded, how has your use of the following media changed, if at all?

Since COVID-19, Home Station Listening Is Solid; Web Browsing, Streaming Video, and Newspapers Are All Strong

General internet browsing
Streaming video services (Netflix, Hulu, etc.)
National newspaper (physical paper/online/app)
THE STATION THAT SENT YOU THIS SURVEY
Social media
Local newspaper (physical paper/online/app)
Cable TV news channels (CNN, Fox News, etc.)
Podcasts
Music streaming services (Spotify, Pandora, etc.)
Local TV stations
Network TV (ABC, NBC, etc.)
Other AM/FM radio stations in your city/town
SiriusXM satellite radio

Net Using More

- % Using Less Now
- % Using More Now

33% 32% 26% 15% 15% 14% 12% 10% 6% 3% -9% -2%
Usage Patterns Are Largely Unchanged From May – In-Car Listening Continues to Lag, While Streaming Remains Important

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

- Regular radio in the car: 38%
- Regular radio at home: 35%
- Stream on the station website (computer/laptop, smartphone, tablet, etc.): 20%
- Stream on the station’s own mobile app: 14%
- Stream via an app that has many stations (iHeartRadio, Radio com, etc.): 11%
- Stream on a voice-command smart speaker: 11%
- Wireless audio system (Sonos, Bose, etc.): 10%
- Regular radio while working outside your home: 6%
- Podcast produced by THE STATION THAT SENT YOU THIS SURVEY: 5%
“I’m getting tired of hearing COVID-19 news coverage”
About Six in Ten Say They Listen to Public Radio For Coverage and Perspective on Race Relations

“I listen to public radio for coverage and perspective on race relations”
2. Listening locations have been disrupted and the effects are clear.
Media Pyramid 2020

N = 19,015

Total PRTS 2019
9%
14%
19%
22%
24%
34%
45%
66%
64%
60%
72%
73%
69%
86%
85%
82%
89%

1 Weekly or more  2 1+ hour per day  3 Paid & trial users  *Any platform/device  **Wireless headphones/earbuds
Daily AM/FM Radio Listening (On Any Device)

“How many hours on an average WEEKDAY (Monday-Friday) do you use/listen to any local AM/FM radio stations (using a regular radio OR audio stream on any device)?”

% Who Listen to AM/FM Radio Stations (On Any Device) For LESS Than One Hour On an Average Weekday

- PRTS 2020: 17%
- PRTS 2019: 14%
- PRTS 2018: 14%

Genres:
- AAA: 14%
- Classical: 12%
- News/Talk: 21%
- Male: 16%
- Female: 17%
- Millennials: 29%
- Gen X: 20%
- Boomers: 15%
- Greatest: 14%

Generations:
- Greatest: 14%
- Boomers: 15%
- Millennials: 29%
- Gen X: 20%
- Millennials: 29%
### But The Core Values Remain Intact

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More trustworthy &amp; objective programming</td>
<td>75% CV</td>
</tr>
<tr>
<td>Enjoy learning new things</td>
<td>67% CV</td>
</tr>
<tr>
<td>To be informed about the news</td>
<td>66% CV</td>
</tr>
<tr>
<td>Respects my intelligence</td>
<td>66% CV</td>
</tr>
<tr>
<td>Deeper news perspective</td>
<td>65% CV</td>
</tr>
<tr>
<td>Balanced perspectives</td>
<td>62% CV</td>
</tr>
<tr>
<td>Like particular shows/hosts</td>
<td>57%</td>
</tr>
<tr>
<td>Fewer ads than commercial radio</td>
<td>54%</td>
</tr>
<tr>
<td>Calm presentation</td>
<td>53%</td>
</tr>
<tr>
<td>Makes me smarter</td>
<td>46%</td>
</tr>
<tr>
<td>Hear music I don’t get anywhere else</td>
<td>46%</td>
</tr>
<tr>
<td>In the habit of listening</td>
<td>45%</td>
</tr>
<tr>
<td>Community information</td>
<td>42%</td>
</tr>
<tr>
<td>Needs my support</td>
<td>41%</td>
</tr>
<tr>
<td>Music curation</td>
<td>37%</td>
</tr>
<tr>
<td>To be informed in an emergency</td>
<td>33%</td>
</tr>
<tr>
<td>Discover new music/new artists</td>
<td>31%</td>
</tr>
<tr>
<td>Breaking news alerts</td>
<td>30%</td>
</tr>
<tr>
<td>Like to work with radio</td>
<td>28%</td>
</tr>
<tr>
<td>Keeps me company</td>
<td>28%</td>
</tr>
<tr>
<td>Music surprises</td>
<td>27%</td>
</tr>
<tr>
<td>Something to talk about</td>
<td>26%</td>
</tr>
<tr>
<td>It's free</td>
<td>21%</td>
</tr>
<tr>
<td>On-demand programming</td>
<td>14%</td>
</tr>
</tbody>
</table>

Among those who listen to AM/FM radio, % who say this is a main reason they listen to public radio.
Net Promoter Trend – 2020 Ties the All-Time High Score
Station Membership Is Very Consistent Across the Board

- PRTS 2020: 86%
- PRTS 2019: 86%
- PRTS 2018: 87%
- PRTS 2017: 87%
- PRTS 2016: 83%

- AAA: 83%
- Classical: 86%
- News/Talk: 87%

- Male: 84%
- Female: 87%

- Millennials: 79%
- Gen X: 84%
- Boomers: 86%
- Greatest: 89%
Public Radio Listening Momentum Has Strengthened – but Also Weakened – in the Current Political and Social Environment

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

Among the 11% who say they are listening to public radio less in the past year,
% who say this is a main reason they listen less

Less time in a car 76%
Lifestyle change 54%
Getting news from other sources 19%
Need a break from the news 17%
News is depressing 15%
The current political climate 15%
Watching more TV, videos, etc. 14%
Using internet more for info./music 12%
Using a mobile phone/apps more 9%
Personal music (MP3s, CDs, vinyl, etc.) 9%
More audio options in the car 9%
More time with podcasts/on-demand audio 8%
More Pandora/Spotify/streaming services 8%
Repetitive news 7%
Too much Covid-19 news coverage 7%
Too much bias 7%
Not enjoying public radio programming 6%
Dislike some newer programs 6%
SiriusXM satellite radio 5%
Pledge drives 4%
Other audio on smart speakers 3%
Getting too commercialized 3%
Not enough local information 2%
Repetitive music 2%

Other factors:
- More Pandora/Spotify/streaming services
- More time with podcasts/on-demand audio
- More audio options in the car
- Personal music (MP3s, CDs, vinyl, etc.)
- More time with podcasts/on-demand audio
- More Pandora/Spotify/streaming services
- Repetitive news
- Too much Covid-19 news coverage
- Too much bias
- Not enjoying public radio programming
- Dislike some newer programs
- SiriusXM satellite radio
- Pledge drives
- Other audio on smart speakers
- Getting too commercialized
- Not enough local information
- Repetitive music
A Main Reason For Listening to Public Radio Less: “Spending Less Time in a Car”

Among those who say they are listening to public radio less in the past year, % who say this is a main reason they listen less
A Main Reason For Listening to Public Radio Less: “A Lifestyle Change”

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

- PRTS 2020: 54%
- PRTS 2019: 36%
- PRTS 2018: 36%
- PRTS 2017: 39%

- AAA: 60%
- Classical: 51%
- News/Talk: 53%

- Male: 46%
- Female: 60%

- Millennials: 71%
- Gen X: 56%
- Boomers: 53%
- Greatest: 38%
Fewer Than Eight in Ten Have a Regular Radio Where They Live, While Just Over Half of Millennials Do

% with a regular radio in working condition where they live that they use*

*added wording: “...that you use?”
Smart Speaker Ownership Continues to Rise Especially Among Progressively Younger Generations

% who own a smart speaker (Amazon Alexa, Google Home, etc.)
Listening to AM/FM Radio Stations and Streaming Music Services Are the Top Uses for Smart Speakers

- Listen to an AM/FM radio station: 38%
- List. to a streaming music service (Pandora, Amazon Music, etc.): 38%
- Set a timer: 32%
- Hear weather updates: 27%
- Control smart home devices: 20%
- Ask general questions: 16%
- Listen to news/info. (flash briefings): 15%
- Set reminders/make to-do lists: 14%
- Use as an alarm to wake up: 14%
- Listen to podcasts: 8%

% of smart speaker owners who “frequently” use their device(s) in each way (most mentioned uses; 8% or more)
Frequent Audio Listening on Smart Speakers

**Listen to a streaming music service (Pandora, etc.)**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
<th>Greatest</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of smart speaker owners who “frequently” use their device(s) in each way</td>
<td>38%</td>
<td>53%</td>
<td>47%</td>
<td>35%</td>
<td>24%</td>
</tr>
</tbody>
</table>

**Listen to an AM/FM radio station**

<table>
<thead>
<tr>
<th></th>
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<th>Millennials</th>
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<td>35%</td>
<td>39%</td>
<td>41%</td>
</tr>
</tbody>
</table>
A Majority of Smart Speaker Owners Place Them in Kitchens, and Living & Family Rooms; Bedrooms are Close Behind

Among smart speaker owners, % who have a smart speaker in each location (multiple responses accepted)

- Kitchen: 50%
- Living room/family room: 49%
- Bedroom(s): 41%
- Den/Office: 22%
- Bathroom(s): 8%
- Dining room: 8%
- Basement: 5%
- Back yard/patio: 4%
- In the car: 3%
- Garage: 3%
- Another location: 5%
- I haven't taken it out of the box: 2%
In the Time of COVID, Only Three in Ten Say All/Most of Their AM/FM Radio Listening Is In-Car; Highest Among Millennials

“During an average weekday, about how much of your total AM/FM radio listening time takes place in a car?”

- I am never in a car: 3%
- None: 5%
- Hardly any: 28%
- Half: 9%
- Less than half: 25%
- All: 12%
- Most: 18%

PRTS 2020: 30%
PRTS 2019: 41%
PRTS 2018: 43%
PRTS 2017: 42%
PRTS 2016: 40%

AAA: 28%
Classical: 22%
News/Talk: 36%

Male: 30%
Female: 30%

Millennials: 50%
Gen X: 38%
Boomers: 28%
Greatest: 22%
In-Car Audio Usage

Total

- AM/FM car radio: 61%
- SiriusXM satellite radio: 13%
- Your music: 9%
- Streaming audio (Pandora, Spotify, etc.): 5%
- Podcasts: 5%
- Audio books: 4%
- Other: 3%

% of time spent in a car with each source on an average weekday
In-Car Audio Usage

Total

PRTS 2018

- AM/FM car radio: 65%
- SiriusXM satellite radio: 12%
- Your music: 9%
- Streaming audio (Pandora, Spotify, etc.): 3%
- Podcasts: 5%
- Audio books: 3%
- Other: 3%

PRTS 2019

- AM/FM car radio: 62%
- SiriusXM satellite radio: 13%
- Your music: 9%
- Streaming audio (Pandora, Spotify, etc.): 4%
- Podcasts: 5%
- Audio books: 4%
- Other: 3%

PRTS 2020

- AM/FM car radio: 61%
- SiriusXM satellite radio: 13%
- Your music: 9%
- Streaming audio (Pandora, Spotify, etc.): 5%
- Podcasts: 5%
- Audio books: 4%
- Other: 3%

% of time spent in a car with each source on an average weekday
3. The march to digital just sped up.
Home Station Listening Platforms

Total

- AM/FM radio at home, work, or school: 30%
- AM/FM radio in vehicle: 30%
- Computer stream: 13%
- Mobile apps: 9%
- NPR apps: 3%
- Podcasts: 5%
- Smart speaker: 6%
- Other: 5%
- Traditional: 60%
- Digital: 36%

PRTS 2019
- Traditional: 66%
- Digital: 31%

% 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

AAA

<table>
<thead>
<tr>
<th>Platform</th>
<th>Traditional (%)</th>
<th>Digital (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM radio at home, work, or school</td>
<td>57%</td>
<td>40%</td>
</tr>
<tr>
<td>AM/FM radio in vehicle</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Computer stream</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Mobile apps</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Podcasts</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>NPR apps</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Smart speaker</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

% of time spent with home station with each platform in a typical week
Home Station Listening Platforms

Classical

% of time spent with home station with each platform in a typical week:

- AM/FM radio at home, work, or school: 38%
- AM/FM radio in vehicle: 27%
- Computer stream: 14%
- Mobile apps: 7%
- Other: 4%
- Smart speaker: 5%
- NPR apps: 1%
- Podcasts: 3%
- Other: 4%

PRTS 2019
- Traditional: 70%
- Digital: 27%

Traditional – 65%
Digital – 30%
Home Station Listening Platforms

**News/Talk**

- **Traditional** – 60%
- **Digital** – 35%

% of time spent with home station with each platform in a typical week:

- AM/FM radio at home, work, or school: 27%
- AM/FM radio in vehicle: 33%
- Computer stream: 10%
- Mobile apps: 9%
- NPR apps: 4%
- Podcasts: 6%
- Smart speaker: 6%
- Other: 4%
- **PRTS 2019**
  - Traditional: 65%
  - Digital: 31%
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)
4. Streaming is becoming more popular – especially video.
More Subscribe to Video Streaming Services Than Audio Streaming Services – By Far

Paid **VIDEO** Streaming Subscriptions

- Two or more: 71%
- Only one: 15%
- None: 14%

Paid **AUDIO** Streaming Subscriptions

- Two or more: 22%
- Only one: 33%
- None: 45%

86%

55%
Streaming Video Jumps During COVID, and Usage Is Nearly Universal Among Younger Generations

% Who Watch Streaming Video Weekly or More

- PRTS 2020: 79%
- PRTS 2019: 69%
- PRTS 2018: 68%
- AAA: 82%
- Classical: 71%
- News/Talk: 82%
- Male: 81%
- Female: 77%
- Millennials: 97%
- Gen X: 90%
- Boomers: 78%
- Greatest: 61%

Never: 7%
< Monthly: 7%
Monthly: 7%
Weekly: 32%
Daily: 46%

Never: 7%
< Monthly: 7%
Monthly: 7%
Weekly: 32%
Daily: 46%
5. In the middle of a pandemic, mobile’s stock is rising.
Nearly Four in Ten Mobile Device Owners Have Downloaded Their Home Station’s App – the Highest in PRTS Studies

% Who Have Downloaded Home Station App

- PRTS 2020: 38%
- PRTS 2019: 32%
- PRTS 2018: 32%

Among smartphone and/or tablet owners

- AAA: 45%
- Classical: 39%
- News/Talk: 34%
- Male: 40%
- Female: 36%
- Millennials: 35%
- Gen X: 42%
- Boomers: 39%
- Greatest: 29%
Three in Four Have Now Downloaded a News/Radio/Music App on Their Mobile Device; the Home Station App Is Most Downloaded

Among smartphone and/or tablet owners

% Who Have Downloaded a News/Radio/Music App

- PRTS 2020: 74%
- PRTS 2019: 72%
- PRTS 2018: 67%
- AAA: 81%
- Classical: 64%
- News/Talk: 76%
- Male: 75%
- Female: 73%
- Millennials: 90%
- Gen X: 86%
- Boomers: 54%
- Greatest: 74%

% of Smartphone/Tablet Owners Who Have Downloaded Each Radio/Music App

- Home station app: 48% (2019: 42%)
- YouTube: 43%
- Spotify: 32%
- Pandora: 28%
- NPR News: 27%
- Amazon Music: 23%
- BBC News: 17%
- NPR One: 15%
- Audible: 15%
- App for other individual stations: 14%

(2019: 42%)

Among those who have downloaded a news/radio/music app
(Top 10 apps downloaded shown)
Most Who Have Downloaded the Home Station App Use It to Listen to the Stream; Following the News Feed Is Next

% Who Use Each Home Station App Feature “Frequently” or “Occasionally”

- Stream: 74%
- News stories/feed: 42%
- Make a donation: 35%
- Podcasts: 24%
- Video: 14%
- Social media: 9%

Among smartphone and/or tablet owners who have downloaded home station app
6. Podcasting is robust, but it’s getting crowded out there.
"The Daily" and "NPR News Now" Are the Most Popular Daily News Podcasts

According to the chart, among monthly podcast listeners who listen to daily news podcasts at least weekly, the most popular daily news podcasts are "The Daily" (NYT) at 54% (2019: 47%) and "NPR News Now" (NPR) at 38% (2019: 45%).

Here is the list of daily news podcasts and the percentage of listeners:

- "The Daily" (NYT): 54% (2019: 47%)
- "NPR News Now" (NPR): 38% (2019: 45%)
- "Up First" (NPR): 27%
- "Coronavirus Daily" (NPR): 13%
- "Post Reports" (Wash. Post): 7%
- "Today Explained" (Vox): 4%
- "Today in Focus" (The Guardian): 2%
- "What Next" (Slate): 2%
- "Start Here" (ABC News): 1%
- All Others: 22%

"Which of the following daily news podcasts -- featuring news and headlines each morning -- do you listen to at least once per week or more often?"
Nearly Everyone Plans to Vote in the Upcoming U.S. Presidential Election

“How likely are you to vote in the upcoming November U.S. Presidential Election?”

- Very likely 97%
- Somewhat likely 1%
- Not at all likely 1%
- Prefer not to answer 1%

% Who Are “Very Likely” to Vote in the November U.S. Presidential Election

- PRTS 2020: 97%
- Republican: 96%
- Democrat: 99%
- Classical: 96%
- News/Talk: 98%
- Male: 96%
- Female: 98%
- Millennials: 95%
- Gen X: 95%
- Boomers Greatest: 97%
- AAA: 96%
Seven in Ten Plan to Very Closely Follow the U.S. Presidential Election, Especially Progressively Older Generations and Dems

“How closely do you plan on following the 2020 U.S. Presidential Election coverage?”

Very closely 71%

Somewhat closely 24%

Not closely at all 5%

% Who Plan to “Very Closely” Follow the 2020 U.S. Presidential Election

- PRTS 2020: 71%
- AAA: 70%
- Classical: 64%
- News/Talk: 75%
- Male: 72%
- Female: 70%
- Millennials: 60%
- Gen X: 66%
- Boomers: 72%
- Greatest: 75%
- Democrat: 56%
- Republican: 78%

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Politics Has Been a Catalyst for Increased Public Radio Support, With Women and News/Talk Fans Leading the Way

“As a result of the current political climate, I’m providing increased support to public radio”
Contact Us

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- @fnjacobs
- @jacobsmedia
- www.jacobsmedia.com/blog
• Public Radio in a Global Pandemic
• #GOLIVE2020