



Public Radio Tech Survey 2 – The Trending Study
After a successful first survey, we're announcing
our second annual survey with key trending elements.

In August, Jacobs Media, in conjunction with iMA, PRPD, and NPR will launch our second Public Radio Tech Survey, the follow-up to our first **national web-based tracking survey**. Similar to last year's study, PRTS2 will document the level of new media usage and technology adoption by Public Radio listeners, nationwide and market-by-market. This new survey will track these same elements so we can measure year-to-year changes, as well as including new elements to keep pace with changing technologies and media usage habits.

In the first survey, 70 public radio stations from around the country produced more than 30,000 interviews, creating the largest research study in Public Radio history. By gathering information from listeners to a large group of stations, PRTS2 will provide much-needed information to help understand how the audience has changed. Participation in the survey is open to all Public Radio stations.

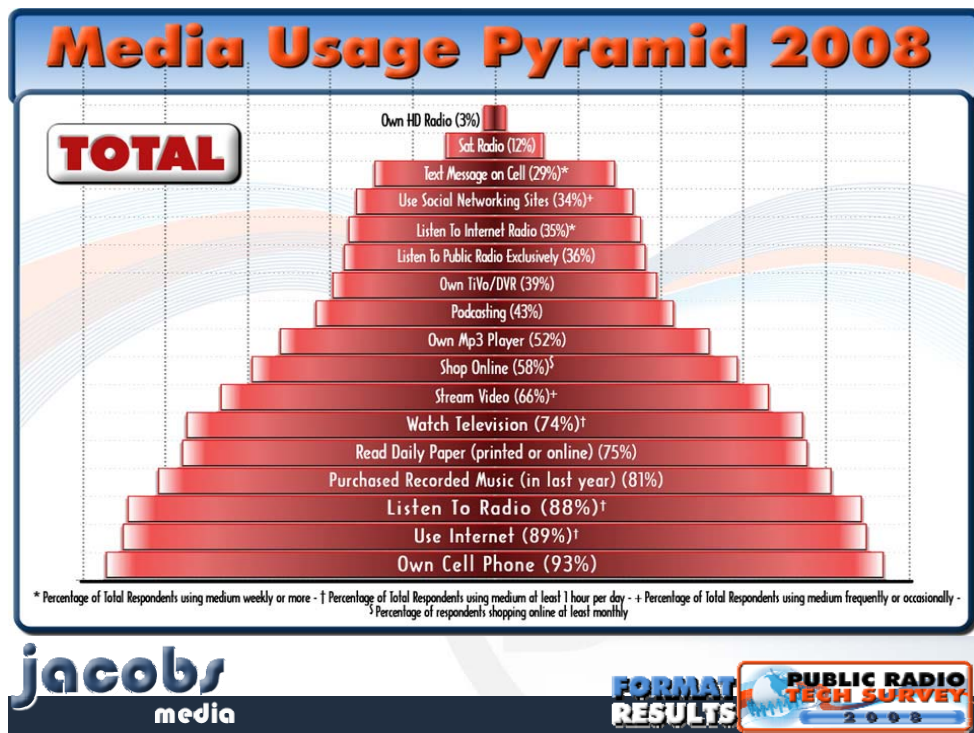
For more information and FAQs, go to www.publicradiotechsurvey.com. If you are interested in participating in the survey, please contact Lisa Riker at Jacobs Media at 1-248-353-9030 or via email at LisaRiker@jacobsmedia.com.

Benefits of Participating – As was the case in the first survey, participating stations will receive a current profile of their own audience's technology preferences and habits, to help make important service and financial decisions. In addition, the aggregated station data will provide a broader view of technology adoption throughout the Public Radio system. A participant only-webinar will guide you through your results and highlight important aggregated findings. Once again, PRTS2 results will be a powerful tool for station managers, program directors, and web and development staff in a very challenging economy.

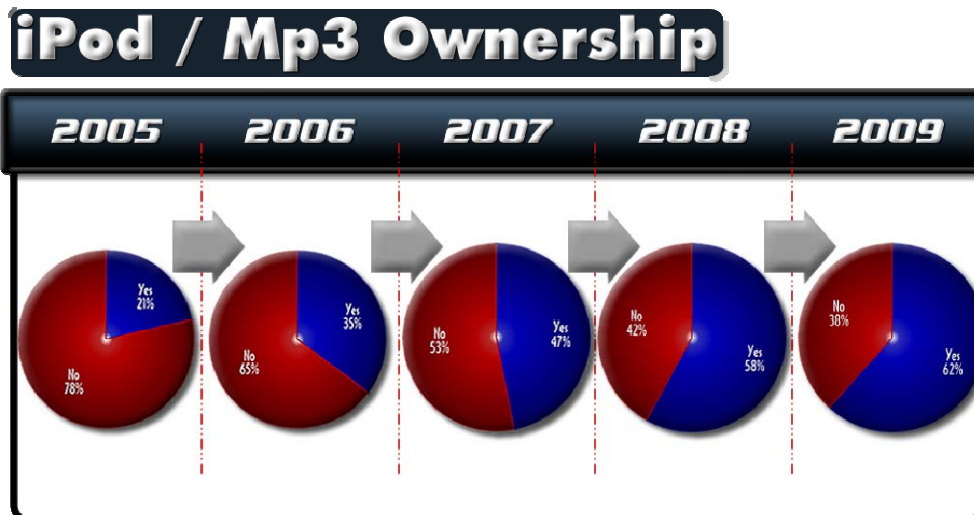
Our Goal: Track changes in adoption and behavior - PRTS2 will include the adoption of new devices, media, and Internet services – like Twitter, and iPhone and smart phone applications, as well as tracking changes in usage and/or ownership of cell phones, iPods, podcasting, and the state of the economy. This year's survey will also

contain a section on the most desirable features for Public Radio stations websites, to help you better craft your web efforts toward changing audience priorities.

In the PRTS1, we created the Media Usage Pyramid, which neatly lays out gadget and media consumption for the entire Public Radio audience, as well as by formats:



The addition of PRTS2 data will allow us to trend many of these data-points. The slide below is from a Jacobs Media study of Rock listeners – now five annual surveys deep. It shows the power of tracking in a fast-paced media consumption environment:



Key areas of study – PRTS2 will cover a wide range of areas. The study not only will quantify ownership and usage, but will probe the technology impact and user opinions in the following areas:

- Radio usage change – by listening location
- Television viewing
- Internet usage
- Broadband access
- Cable/satellite TV ownership
- iPod/mp3 player ownership & usage
- Podcast behavior/desires
- Satellite radio subscribership
- Streaming audio & its impact on radio listening
- HD Radio awareness & ownership
- Social networking site usage/profiles
- Blog usage
- News consumption sources
- Newspaper readership
- Cell phone ownership & application usage
- Text messaging usage & frequency
- Online shopping
- Video streaming
- TiVo/DVR ownership & usage
- Media/technology/device – ownership & usage changes
- Demographic information (age, gender, education, marital status, etc.)

The Executive Summary of PRTS1 can be found at:
http://www.prpd.org/knowledgebase/prpd_technology/tech_survey_08.aspx

The cost – We are especially sensitive to the economic issues that stations are facing, so we are holding the costs at last year's rate. Participation in PRTS is \$600. As was the case last year, National Public Radio is once again offering a \$100 discount for stations that make their respondents available (with their permission-only, of course) for occasional national research studies by opting in to NPR's Listener Panel. (See details on the NPR Listener Panel below.)

Flexible payment - We also understand that fiscal years end at various times in the Public Radio system. To make the fee as painless as possible, please work PRTS2 around your FY. So, if your FY ends on 6/30, you can pre-pay for your participation. Or, if it ends on 9/30, you can make your payment before that date, or when your new FY begins in October. We are flexible and want to make it as affordable as possible.

The methodology – The actual survey will take place within a three-week period starting in late July and continuing through mid- August. This puts the survey period well before pledge. While we realize that many potential respondents may be taking a vacation during this month, we are open to leaving these surveys open a bit longer than last year until we reach each station's quota (approximately 500 in-tab). Also keep in mind that more and more people vacation with laptops, and could easily take the survey while on vacation.

Jacobs Media will handle all of the survey development and hosting details, in cooperation with local station marketing and web personnel. The survey link will be sent via email to email addresses drawn from local membership lists, and a link to the survey will be placed on participating station websites.

Stations will be encouraged to draw names from both member and non-member mailing lists, as well as posting links on their sites, and to support the effort with on-air announcements during the survey window. This ensures that our sample contains a good mixture of members and non-members.

Each station sample will be limited to 500 respondents to ensure that no single station's audience exceeds 3% of the total national sample.

This technique is based on Jacobs' five years of conducting a similar multi-station technology survey for their commercial radio clients. Over these five years, they have learned how to simplify and streamline the survey process for participating stations and their audiences. As part of their service, Jacobs will provide:

- Sample email copy for soliciting listeners/members
- Web copy for respondents who visit station websites
- On-air copy to solicit participants
- All web-formatting details
- Data processing
- Analysis

The results – Stations will receive a data CD containing the following information:

- Executive summary and overview of the national results
- National data (total persons, members only, Public Radio formats, age, gender)
- Local data (total persons, members, non-members, age, gender)

Participating stations will also be invited to attend a webinar where the Executive Summary of the Public Radio Technology Survey will be presented. Other data will be available upon request for a small processing charge.

Timetable – The survey period covers three weeks, starting on July 27 and running through August 16. Jacobs Media will then present an Executive Summary presentation at PRPD in Cleveland (September 15-18), and again, via a free webinar for participating stations shortly thereafter.

The NPR Listener Panel – For the past two years, NPR, in conjunction with several public radio stations, has been developing a listener database that can be used to ascertain opinions, attitudes and trends about a wide range of issues facing public radio, including opinions about programs, fund raising, and more. Stations that participate receive information regularly from NPR, and can collaborate with NPR on future projects.

As a sponsor of the Public Radio Tech Survey, NPR will provide a \$100 discount if participating stations offer their listeners the option of inclusion in the NPR Listener Panel. A majority of PRTS1 stations took advantage of this discount.

This is an important initiative for Public Radio and will help participating stations determine the best allocation of resources to develop the most effective digital strategies. Please contact Lisa Riker at Jacobs Media to enroll by calling either 248-353-9030 or emailing her at lisariker@jacobsmedia.com.