



# What 161,991 People Have Made Perfectly Clear About Public Radio

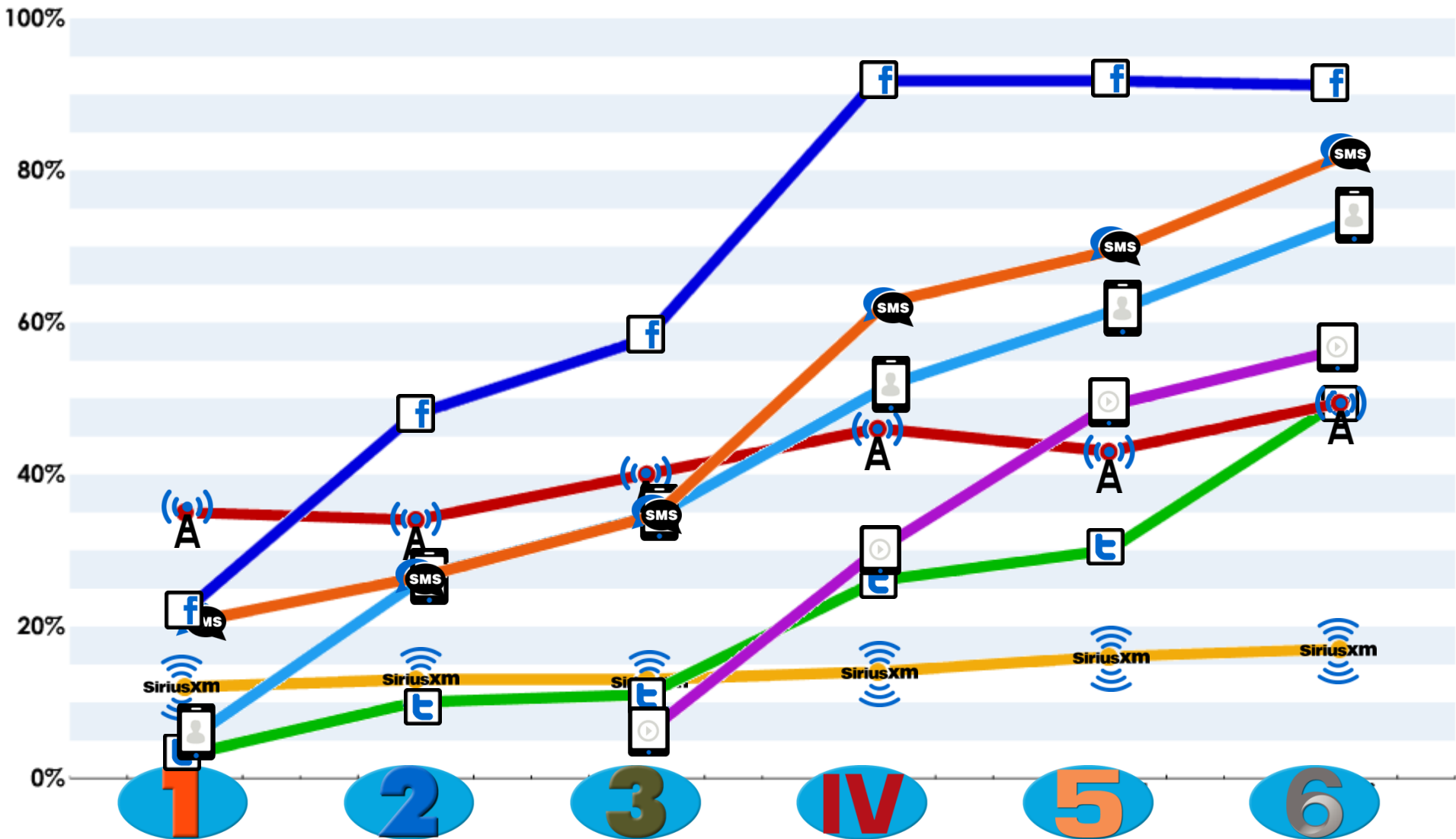
# Methodology

- ❖ 54 public radio stations
- ❖ N = **26,017**
- ❖ Interview dates: May 12-June 9, 2014
- ❖ 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 using their Fall '13 metro 12+ cume audiences.
- ❖ This is a web survey and does not represent all public radio listeners or each station's total audience.

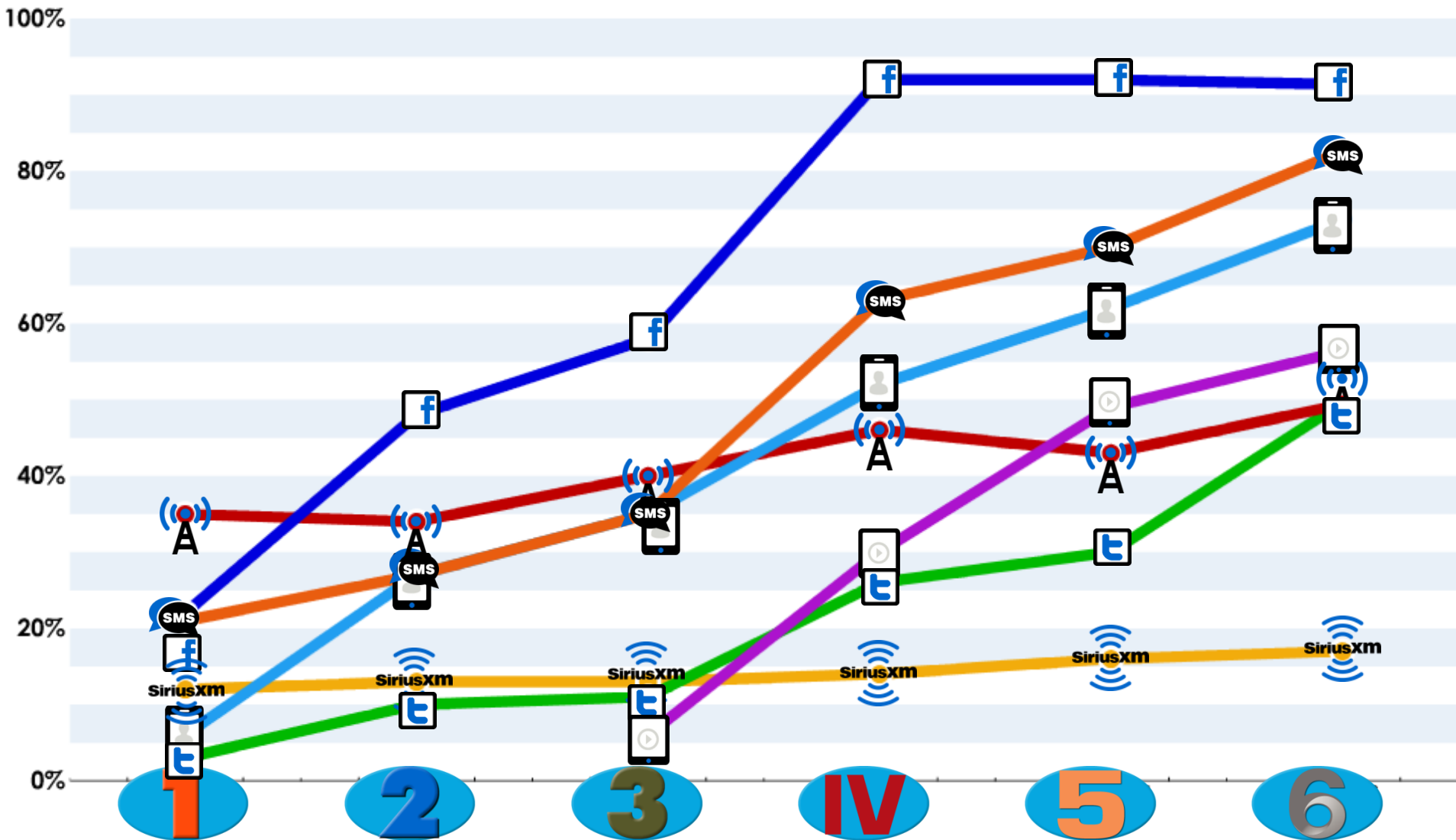
# 1. Move With The Audience



# SEARCHING FOR THE FUTURE



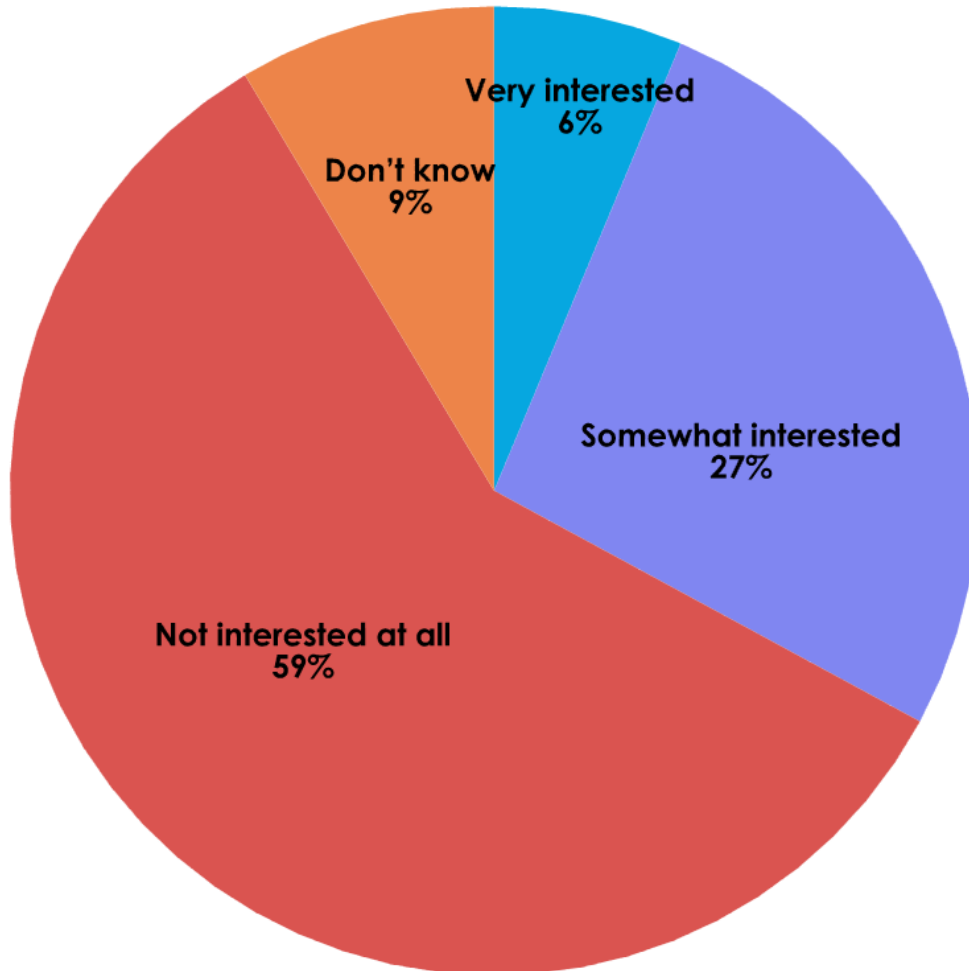
# 6 Year Digital Trend



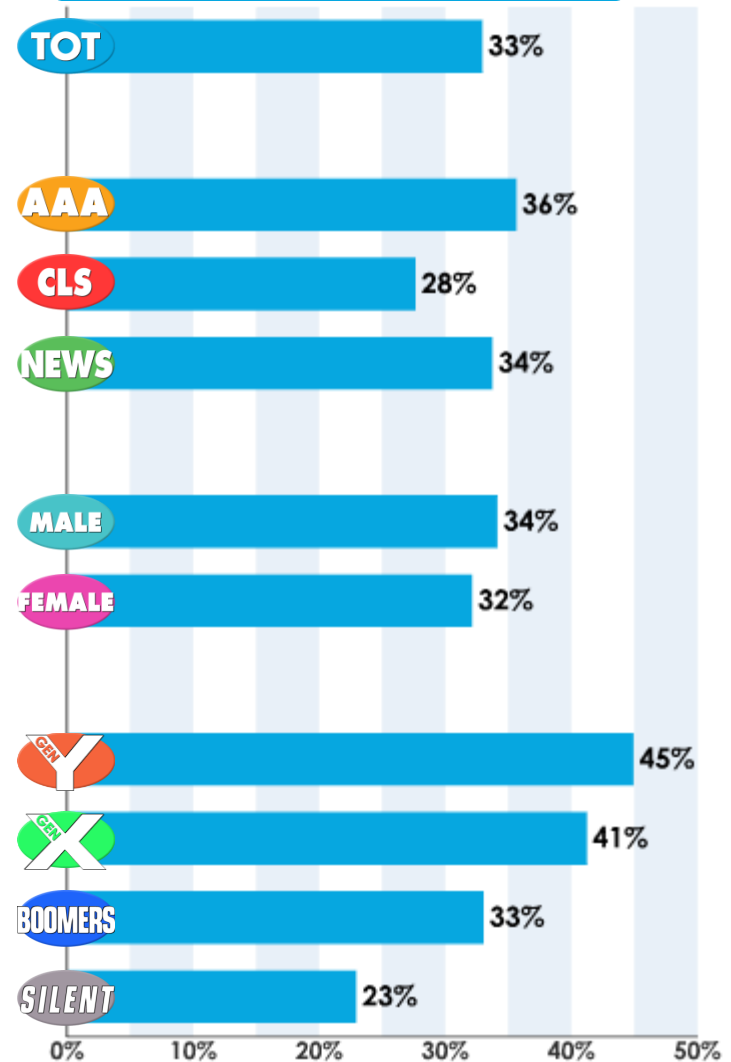


# Smartwatch

## Total



## Very + Somewhat interested





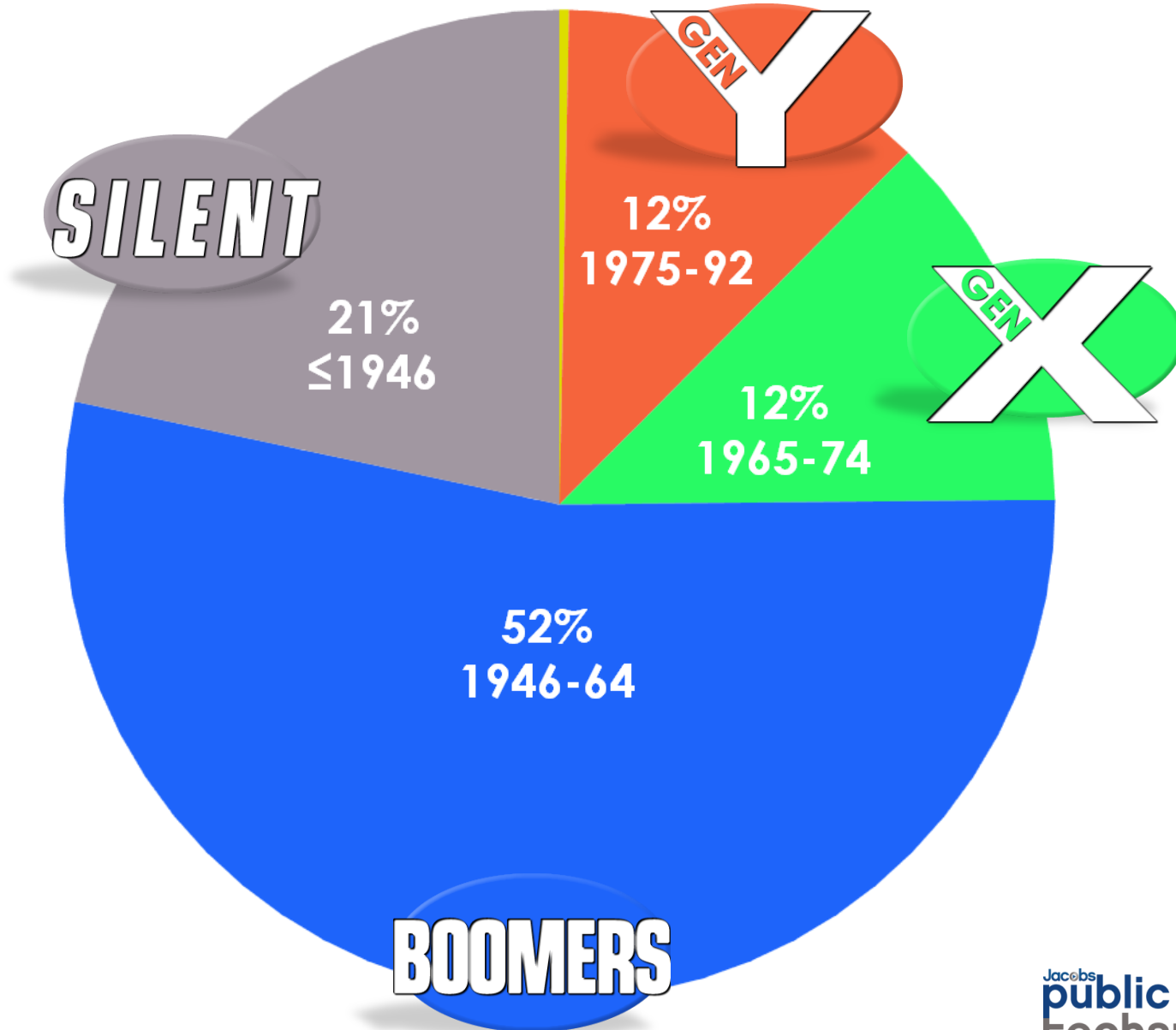
## 2. Respect the generations

**MIND THE GAP**



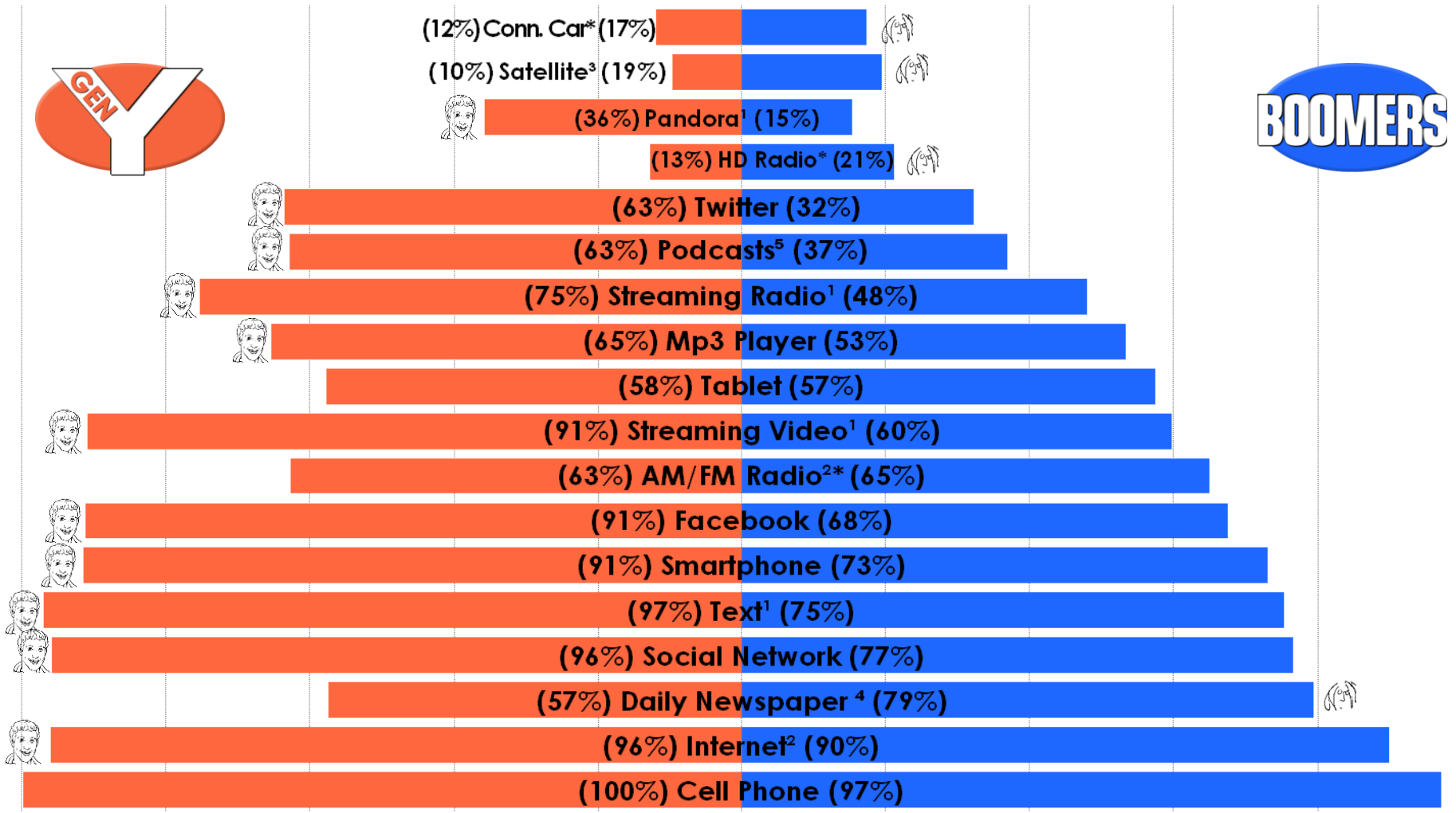


# Generations





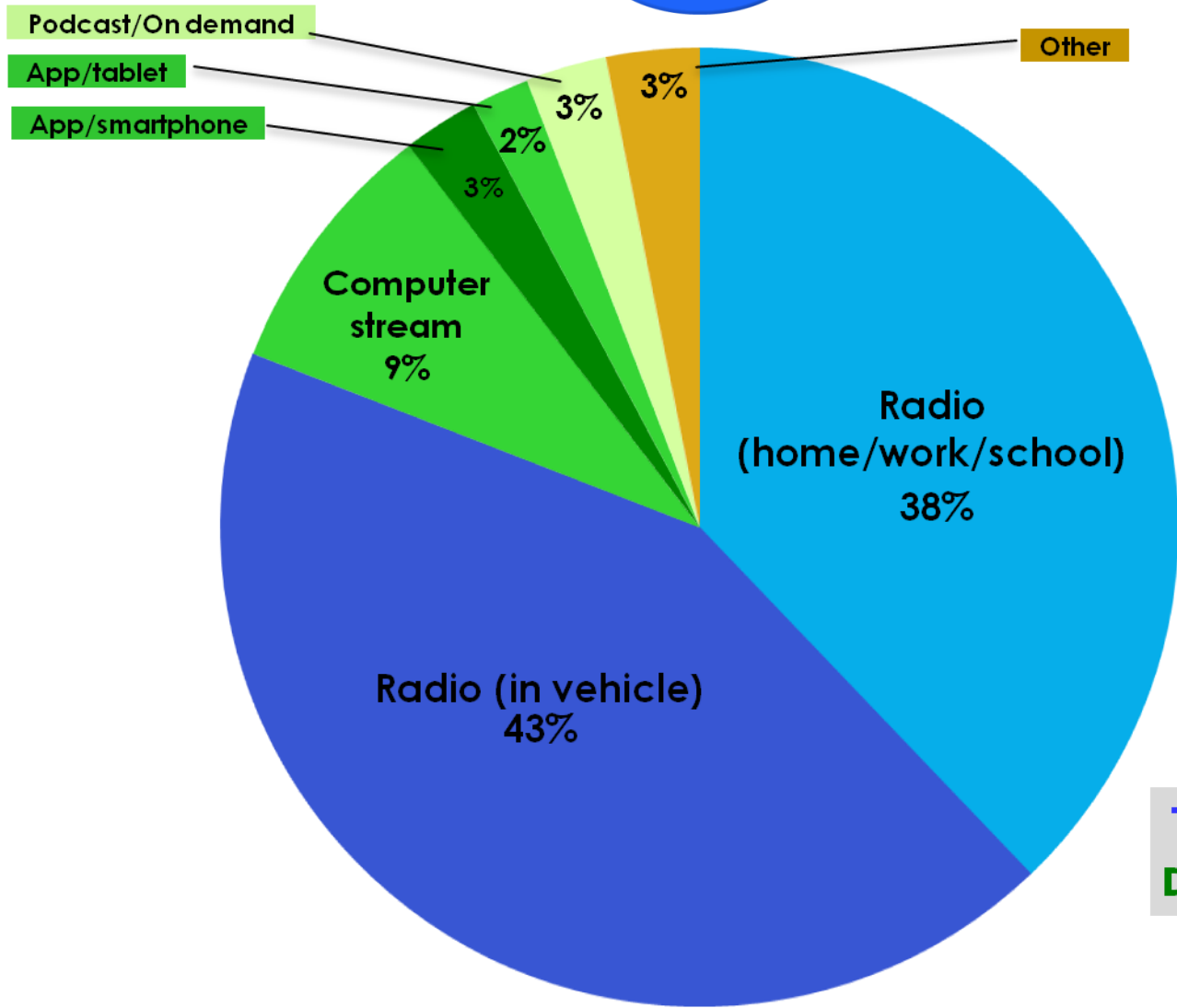
# Media Usage Pyramid 2014



Using medium weekly or more<sup>1</sup> | Using medium 1+ hour per day<sup>2</sup> | Paid & trial users<sup>3</sup> | 3-4 days per week (print or online)<sup>4</sup> | Monthly<sup>5</sup> | Slight wording changes\*

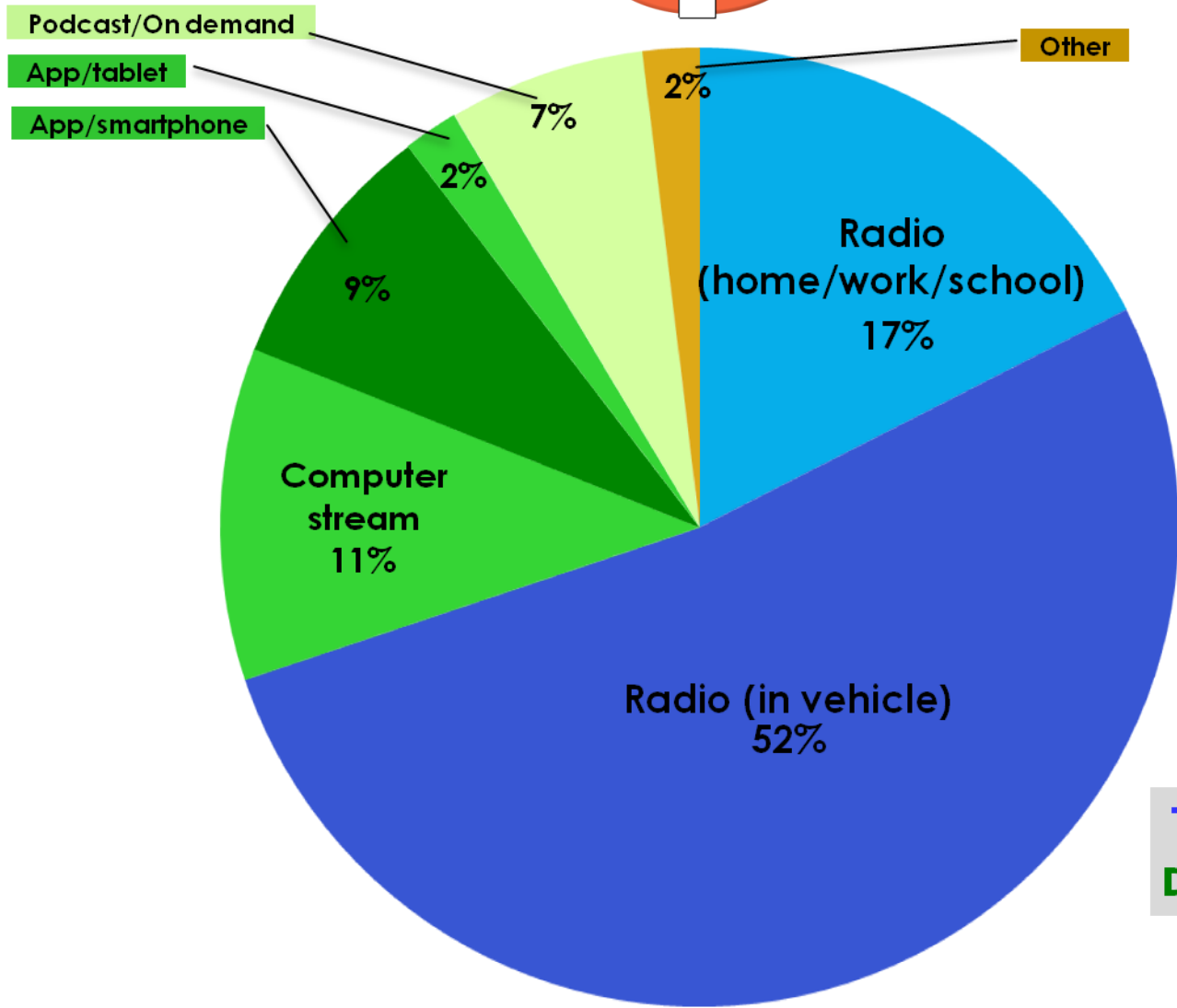
# Station Listening Platforms

## BOOMERS



**Traditional 81%**  
**Digital 16%**

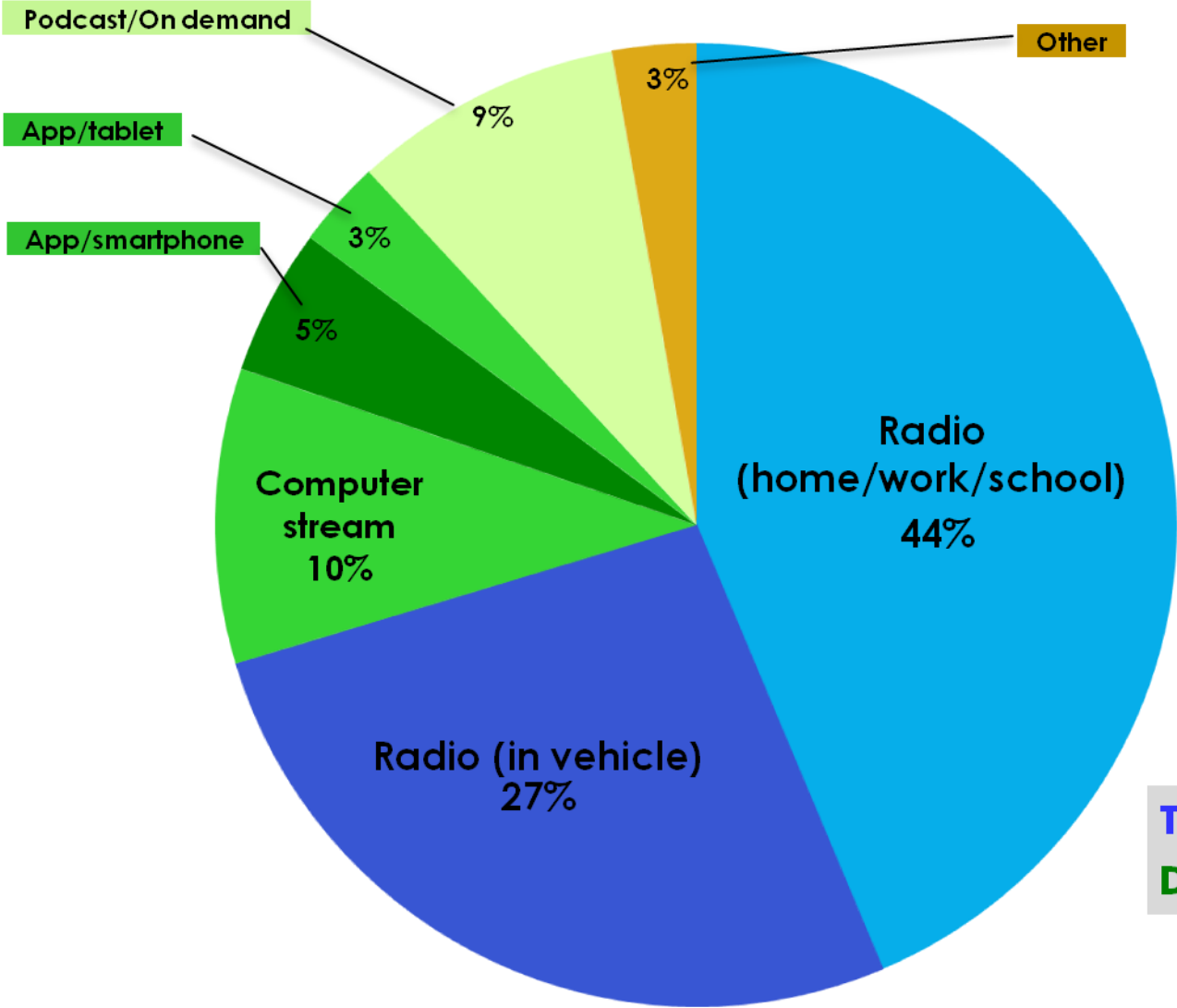
# Station Listening Platforms



**Traditional 70%**  
**Digital 28%**

# Station Listening Platforms

## WNYC

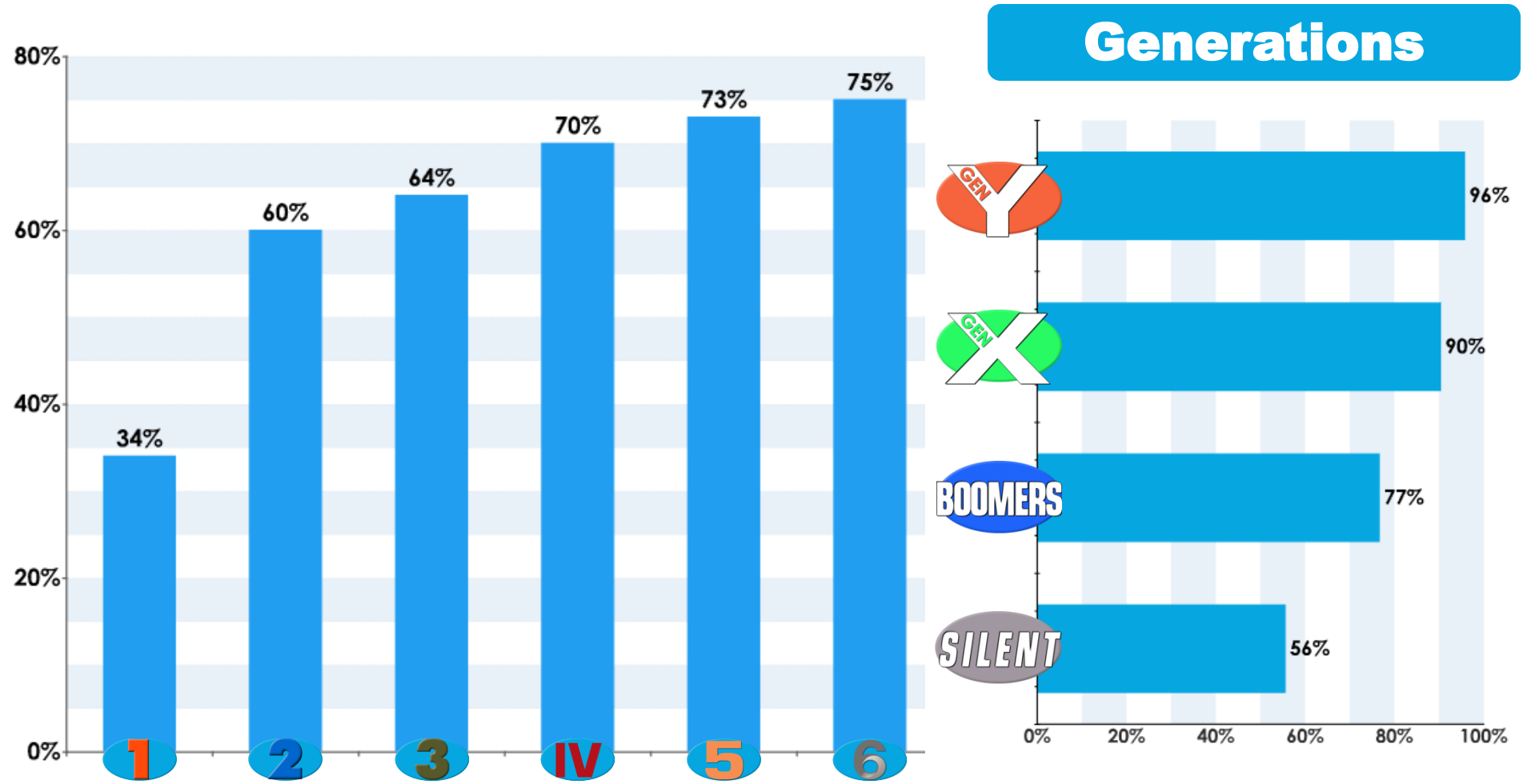


**Traditional 70%**  
**Digital 27%**





# Social Networking Profiles



# Top Social Media Sites



Vine (6%)

Snapchat (7%)

Foursquare (8%)

MySpace (12%)

Tumblr (14%)

Instagram (23%)

Pinterest (33%)

Twitter (50%)

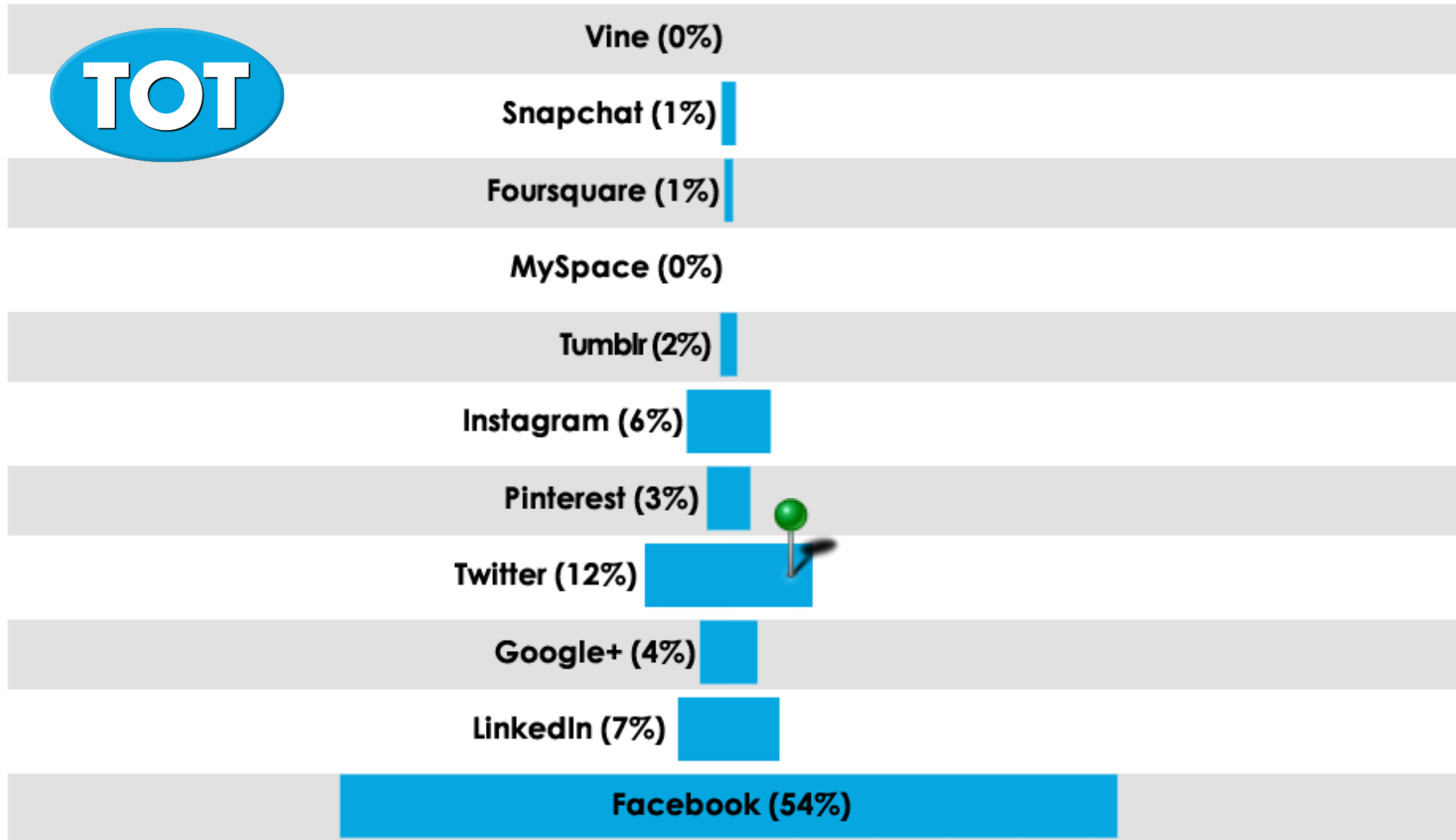
Google+ (52%)

LinkedIn (77%)

Facebook (91%)

Only among those with a profile on each platform

# Social Media Daily Use

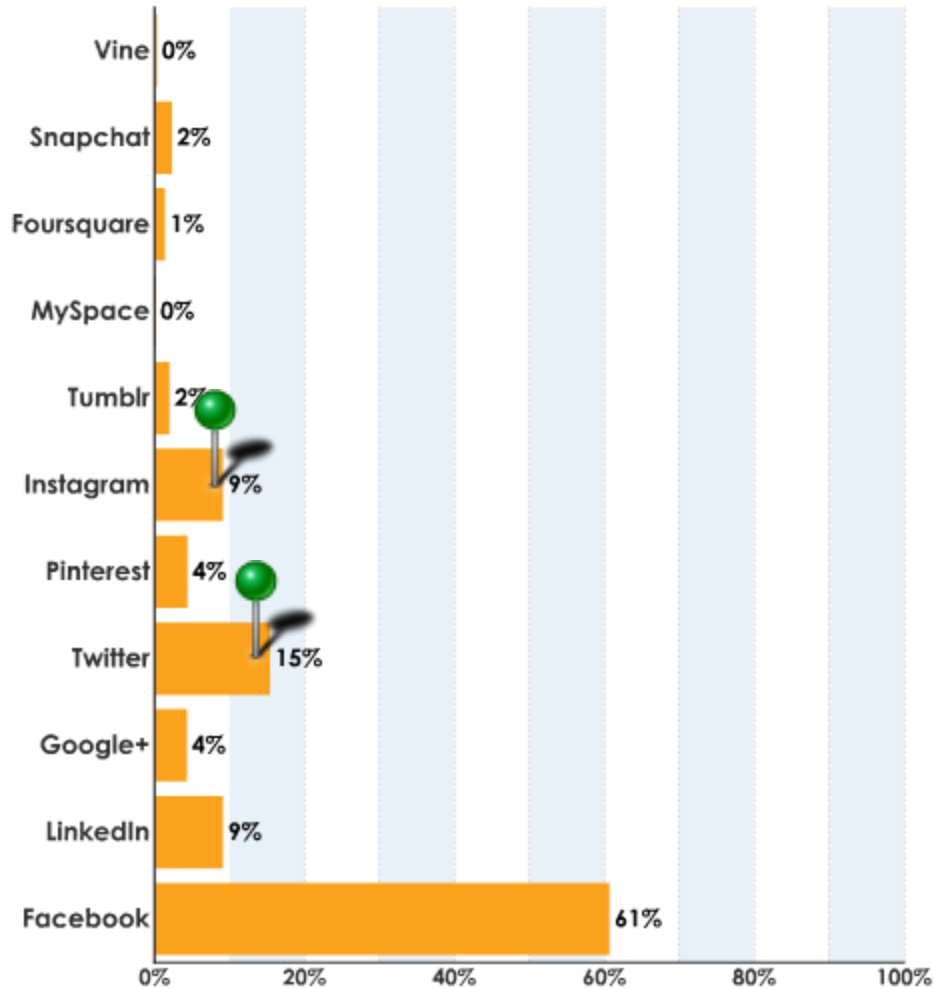
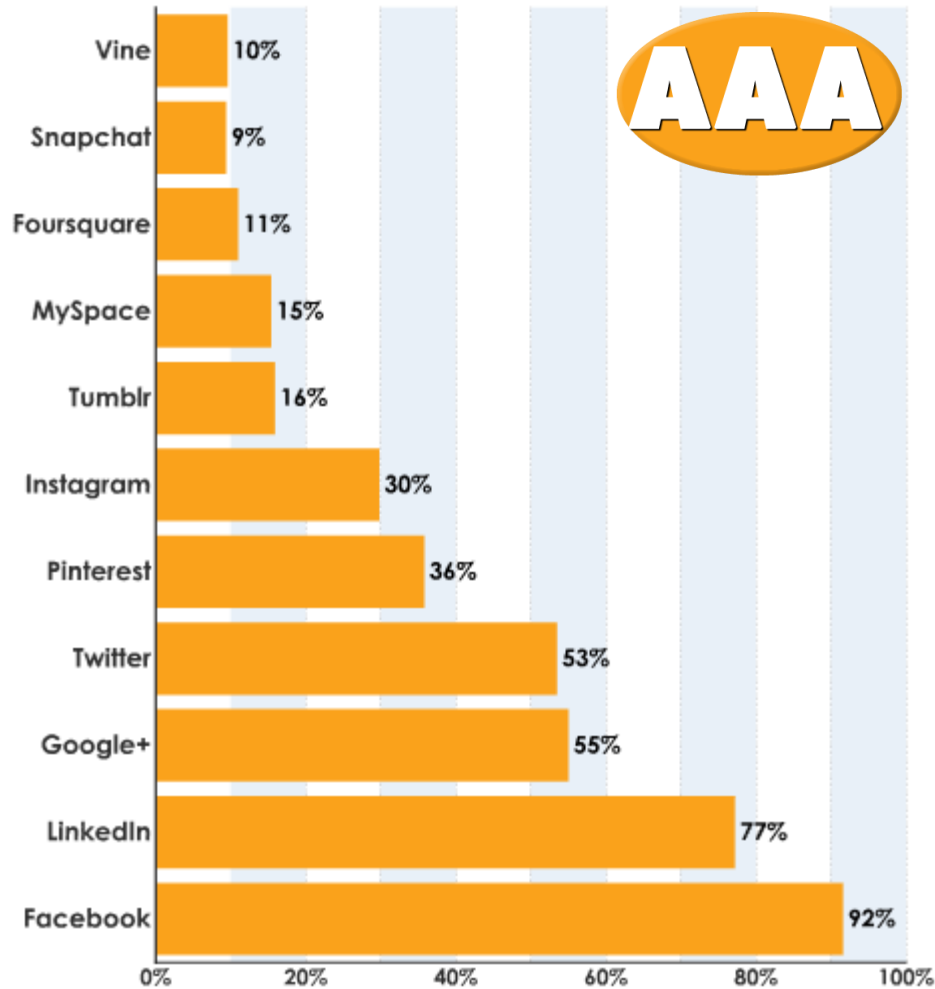


Only among those with a profile on each platform

# Social Media Sites

## Top Sites

## Daily Use



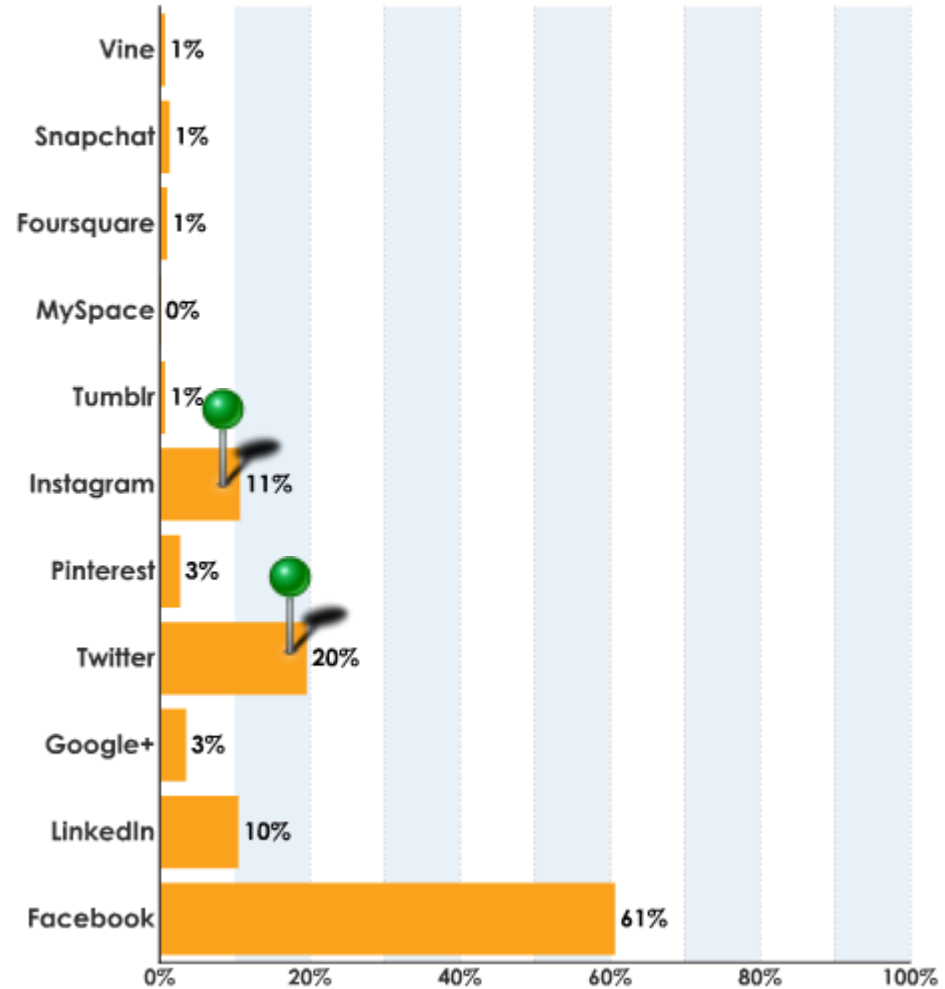
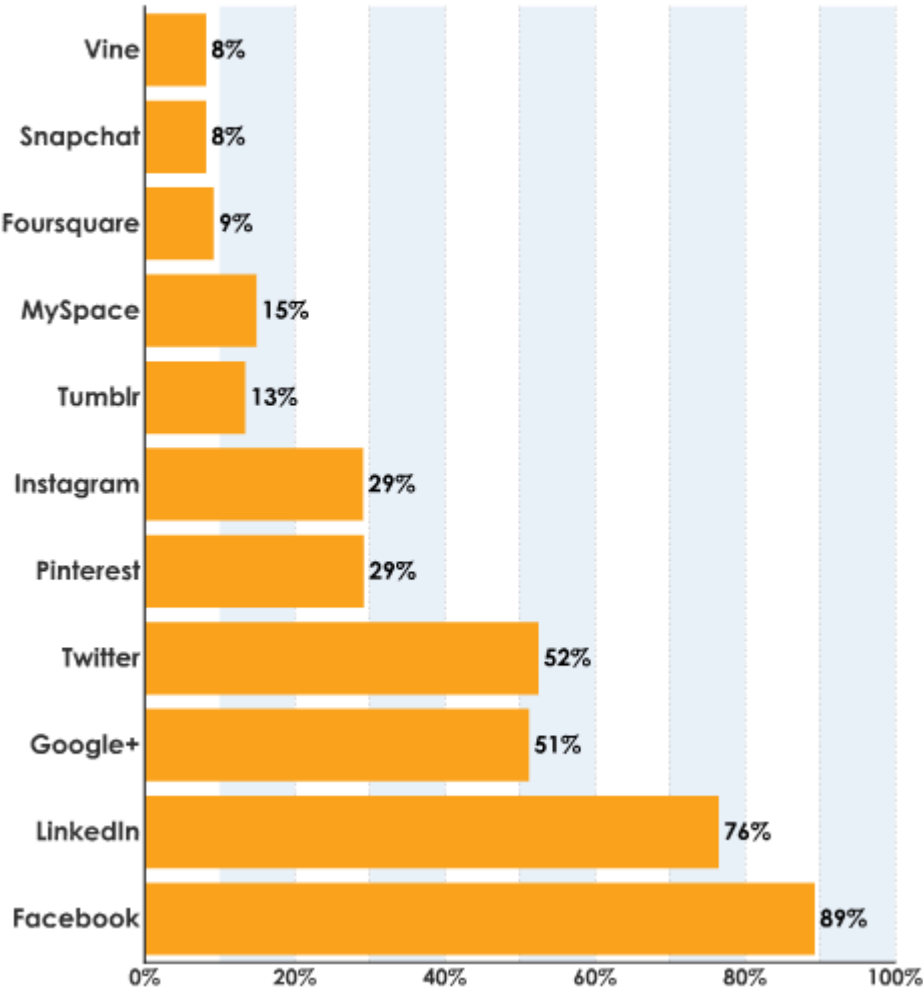
Left: Among those with a social media profile  
Right: Among those with a profile on each platform



# WXPN's Social Media Sites

## Top Sites

## Daily Use

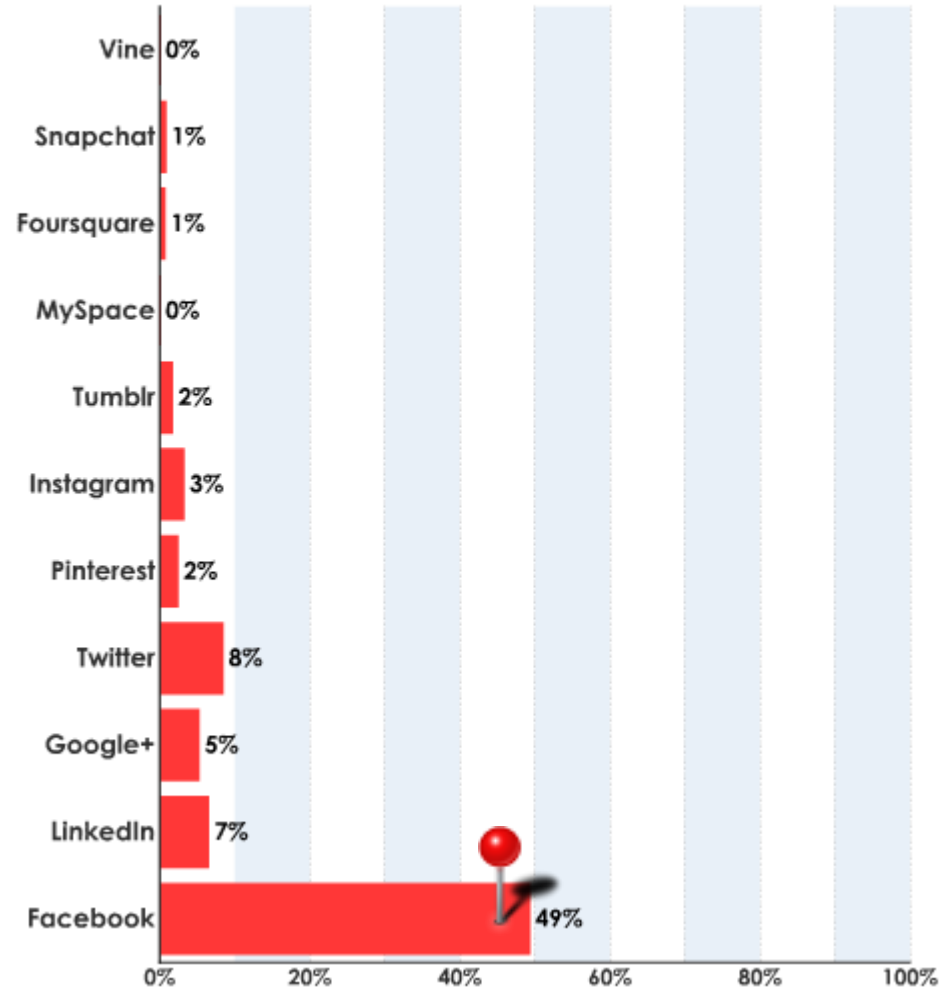
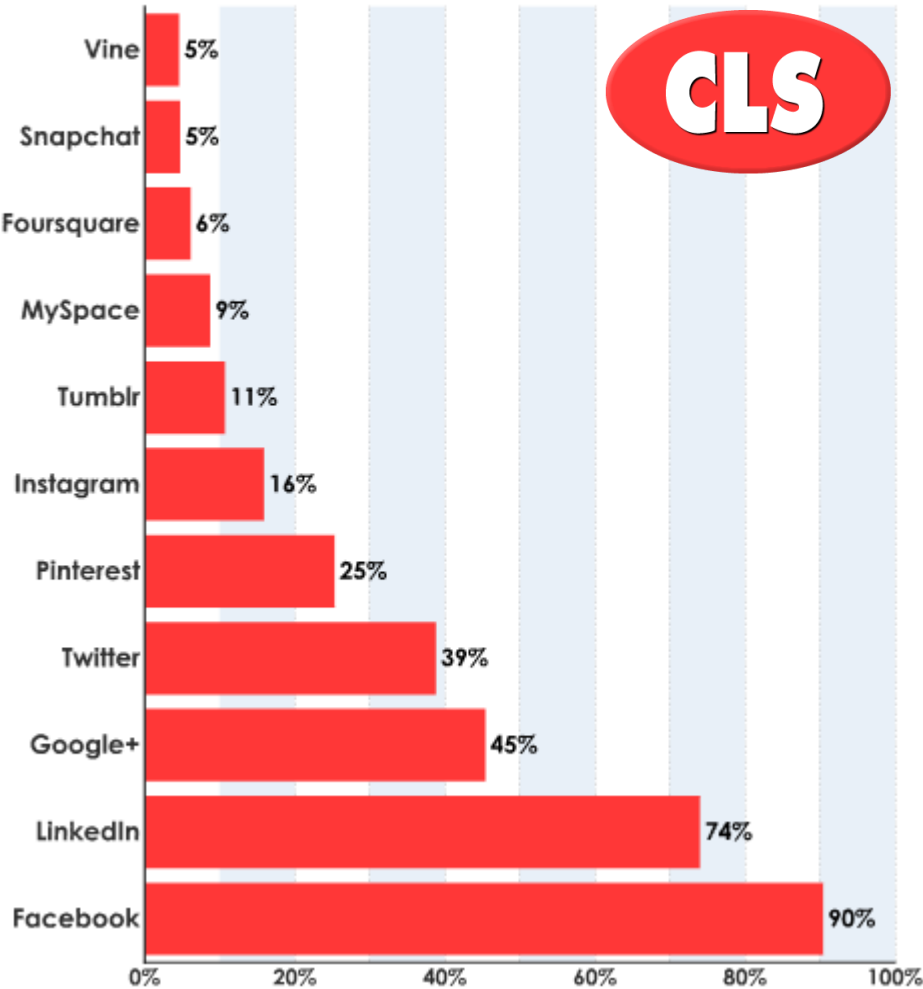


Left: Among those with a social media profile  
Right: Among those with a profile on each platform

# Social Media Sites

## Top Sites

## Daily Use

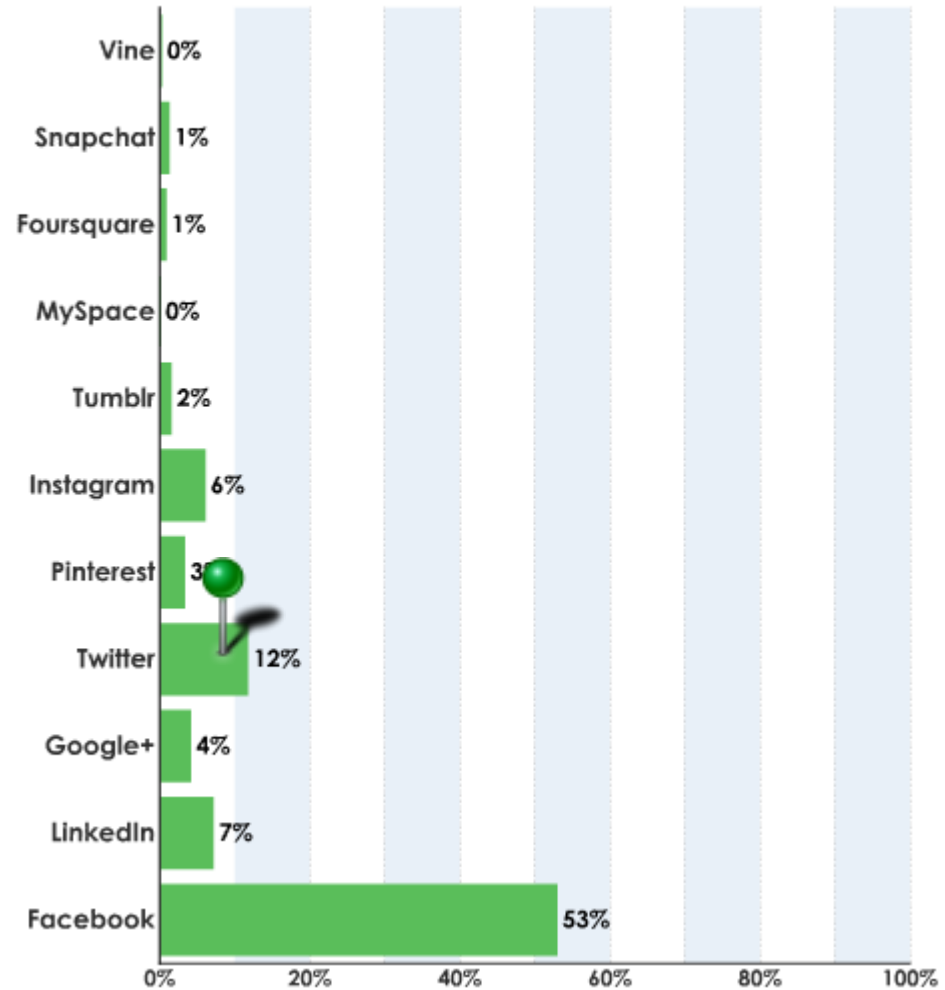
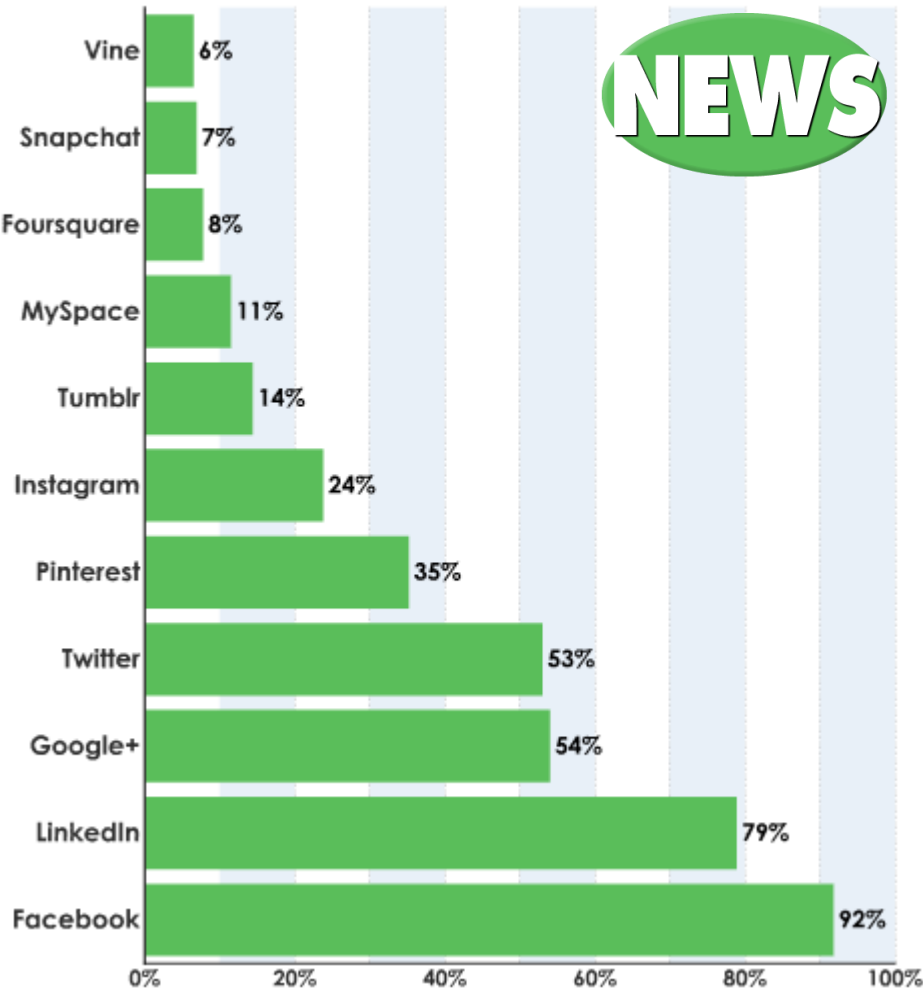


Left: Among those with a social media profile  
Right: Among those with a profile on each platform

# Social Media Sites

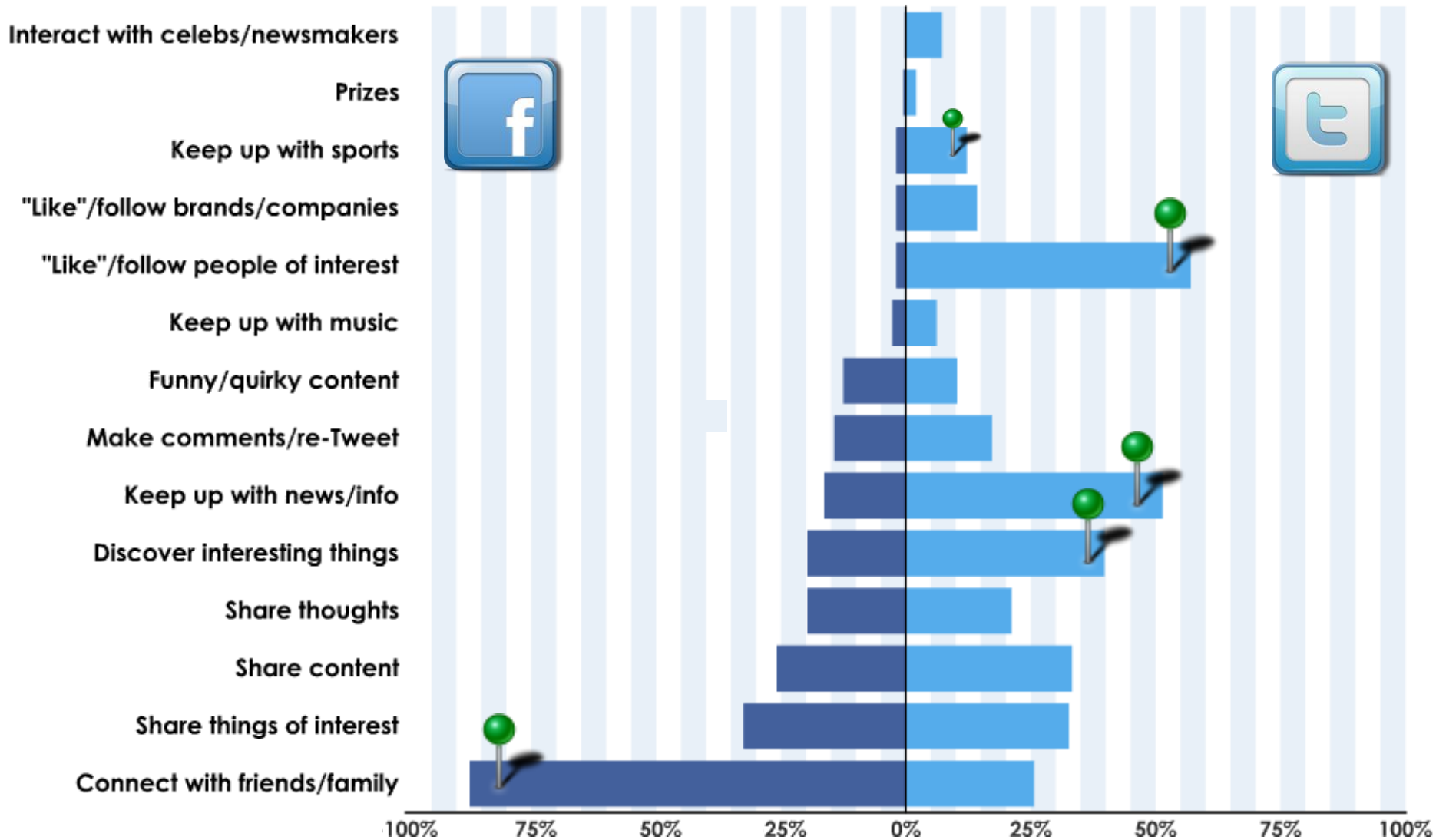
## Top Sites

## Daily Use



Left: Among those with a social media profile  
Right: Among those with a profile on each platform

# Main Reasons For Enjoying Each



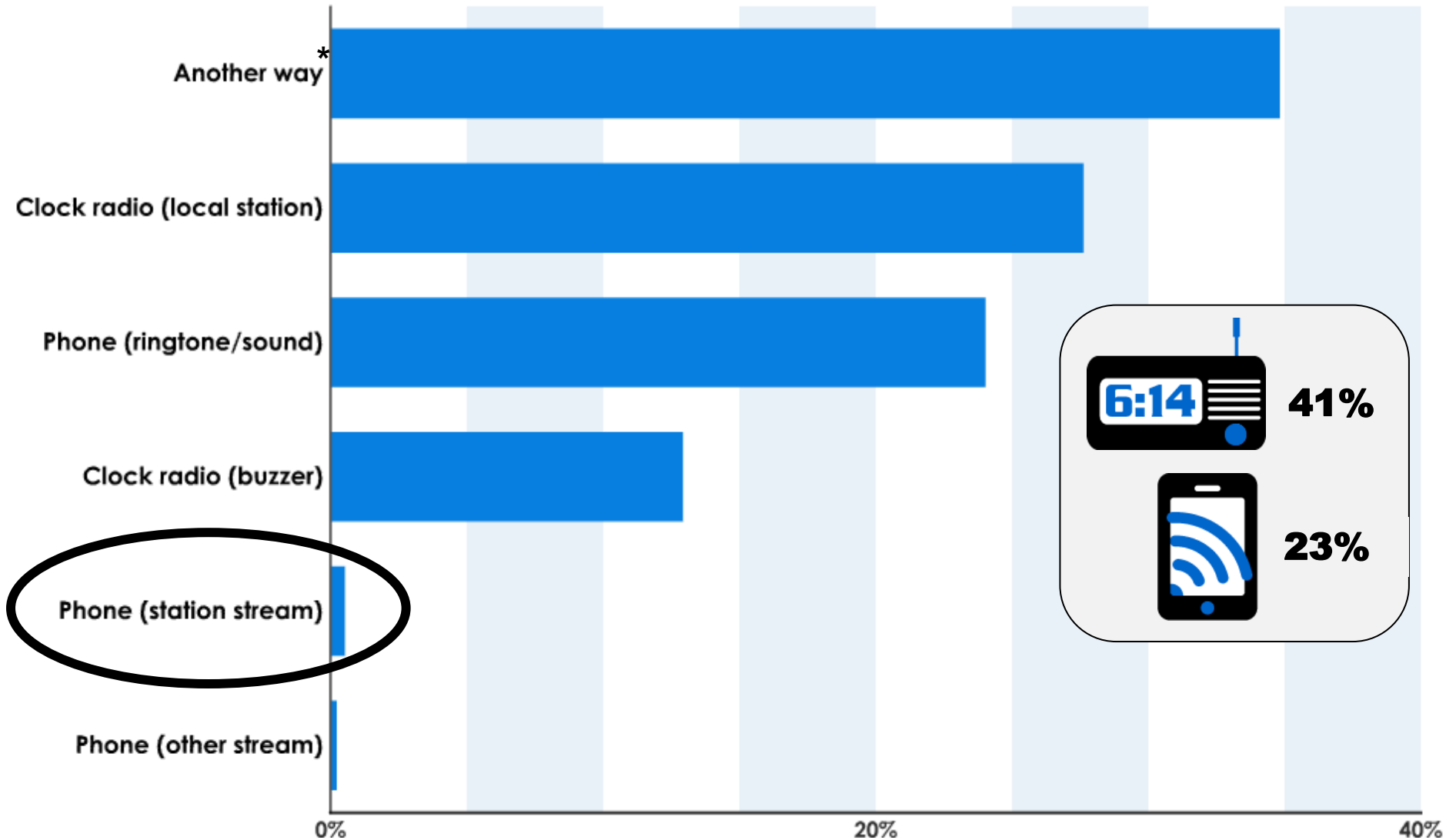
Among those with a profile on each platform

# 4. Understand How Your Audience Wakes Up



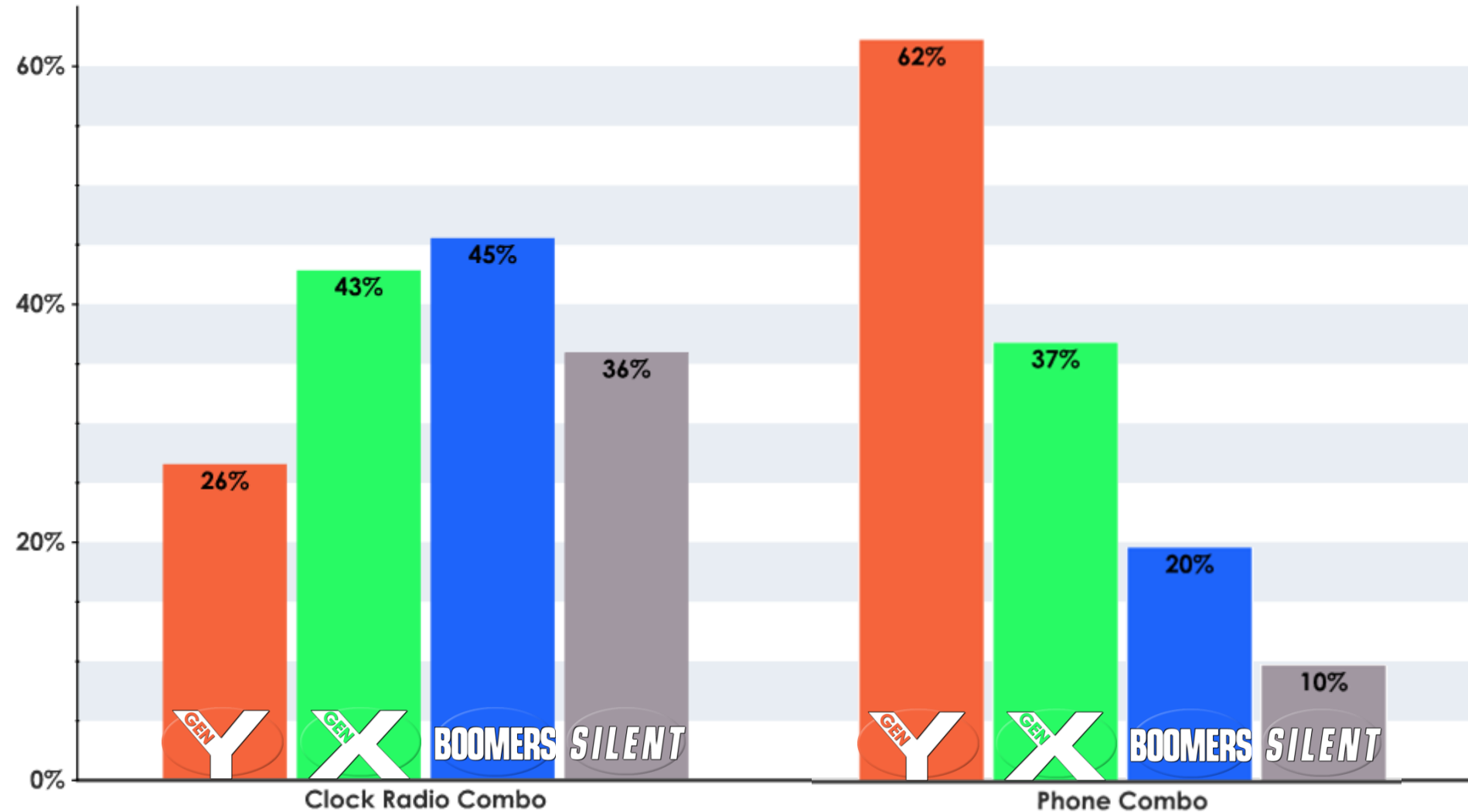


# Waking Up



\*“Another Way” is overwhelmingly:  
“I just wake up/wake up naturally”  
Among those who own a cell phone

# Waking Up – A Generational Story

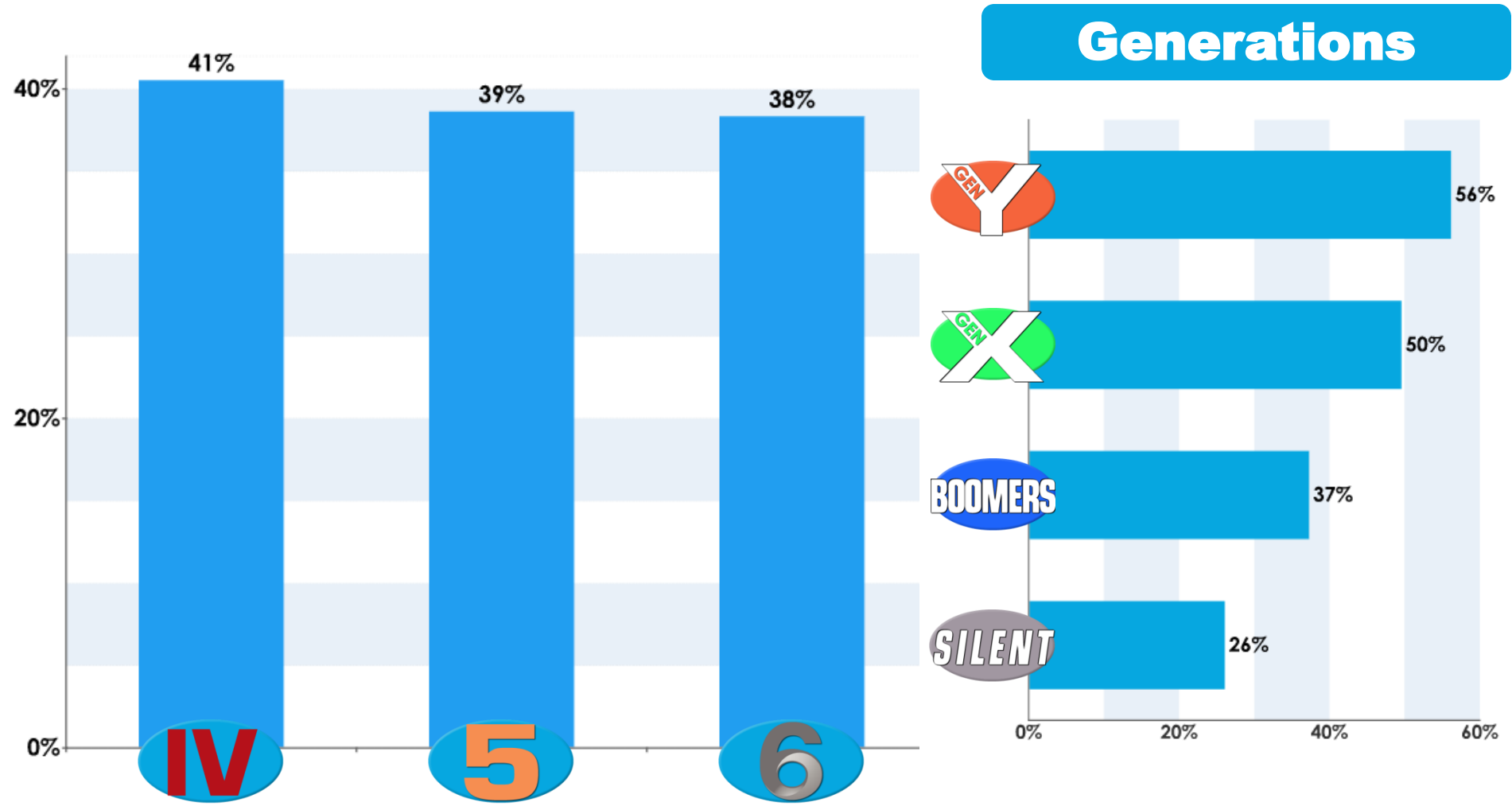


Among those who own a cell phone

# 5. Buy/lease/rent/test drive a “Connected Car”

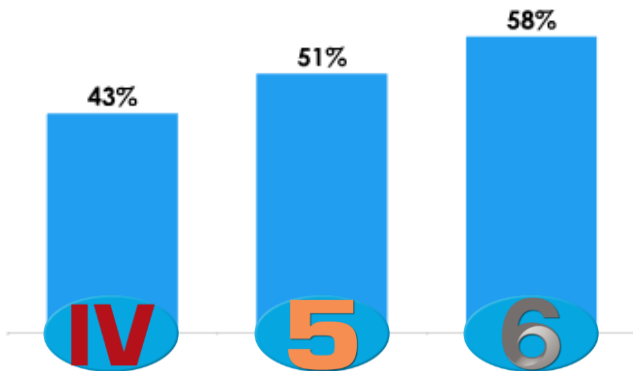
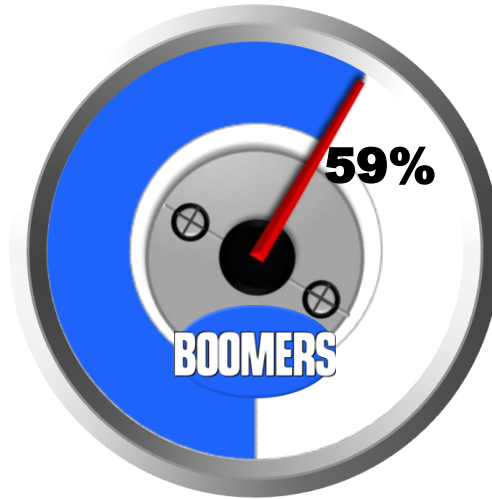
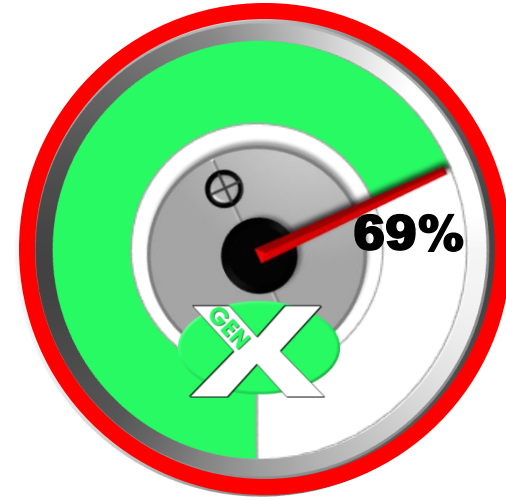
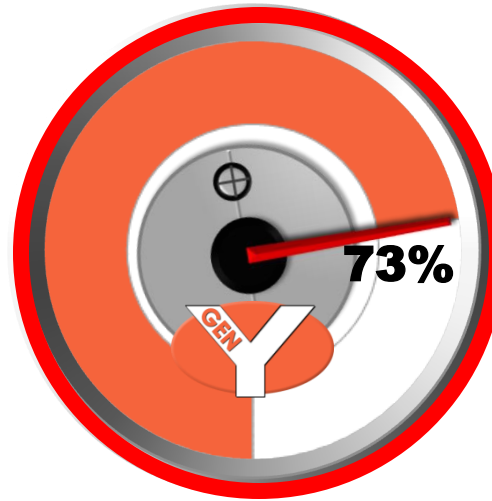


# Heavy In-Car Radio Listening

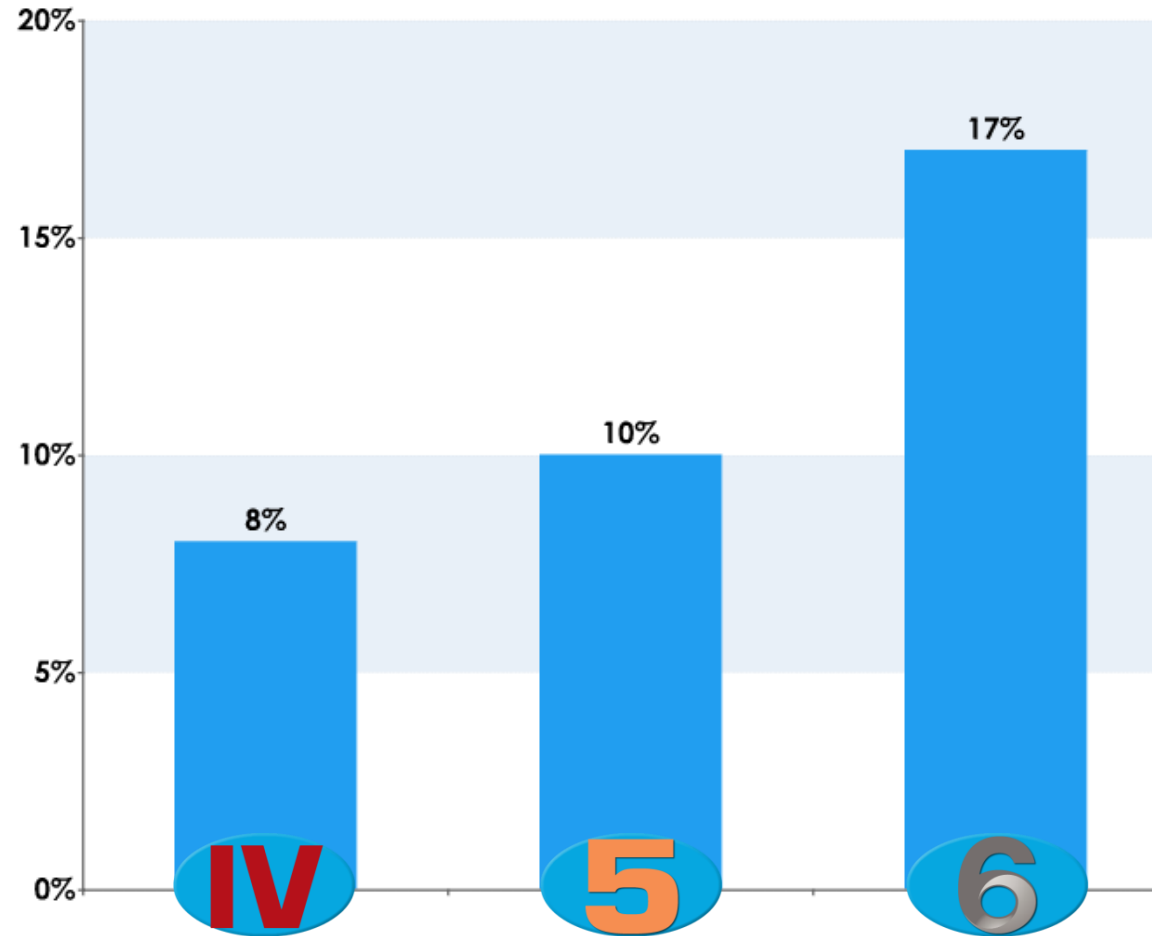


Slight wording change in PRTS6

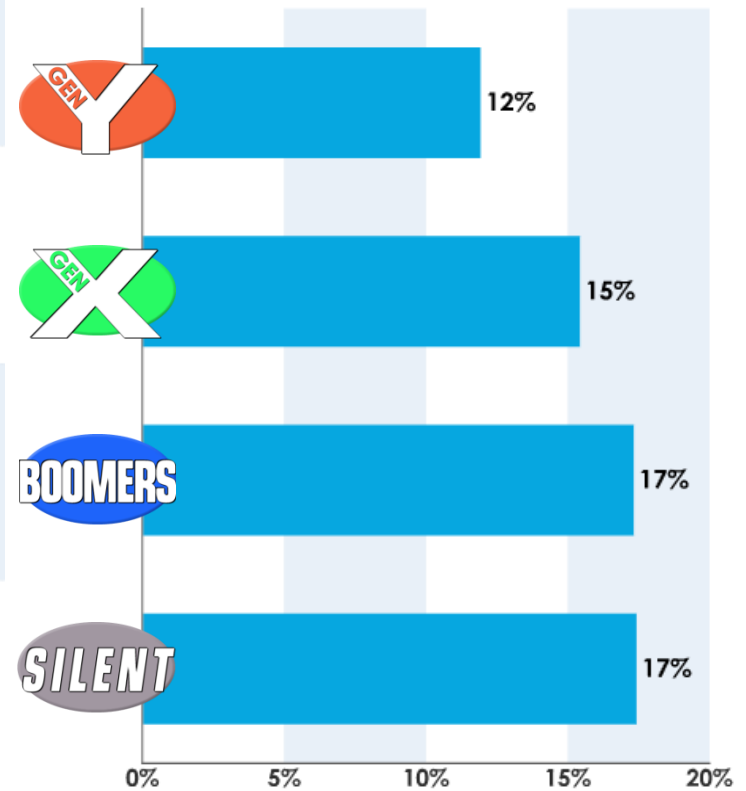
# Connect Mobile Phone/Mp3 In The Car



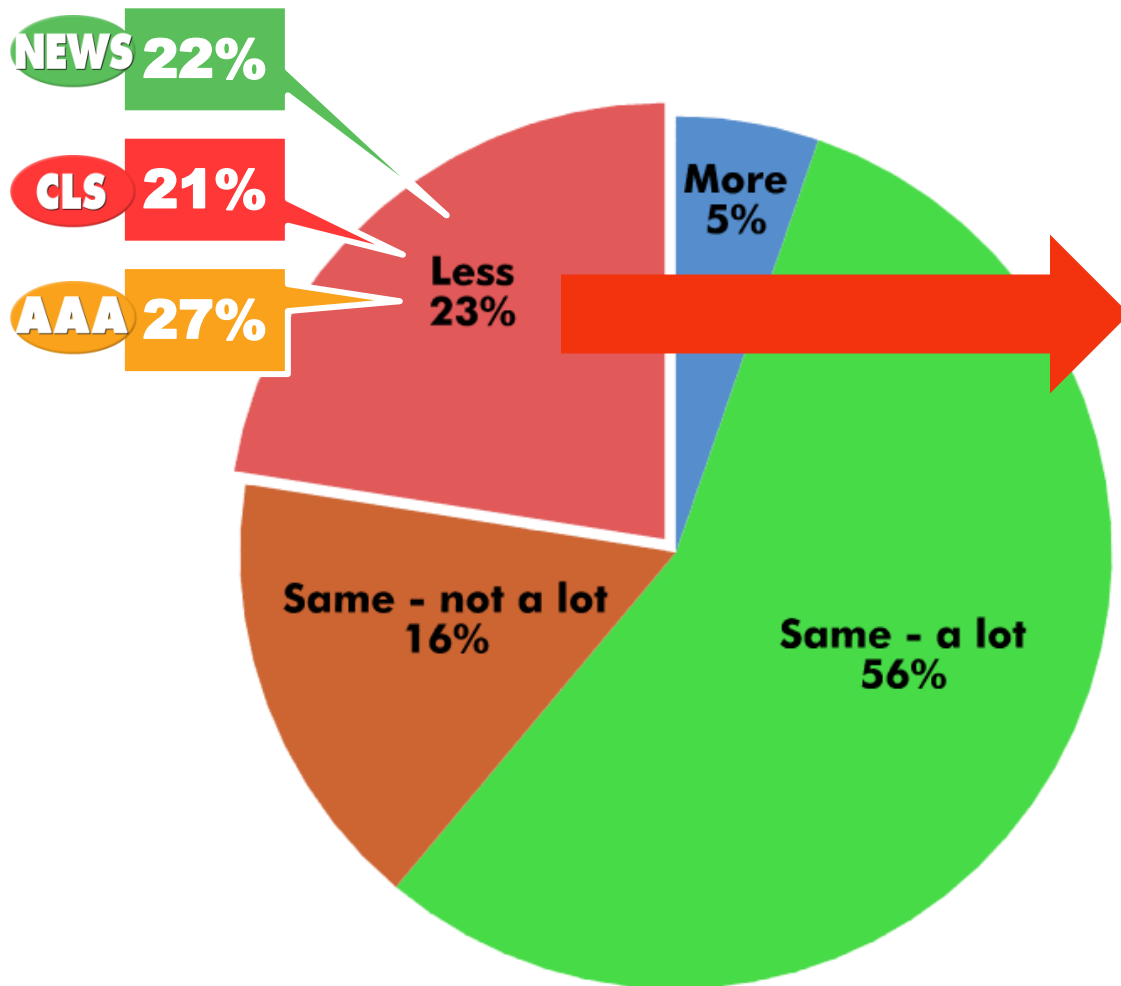
# Connected Car



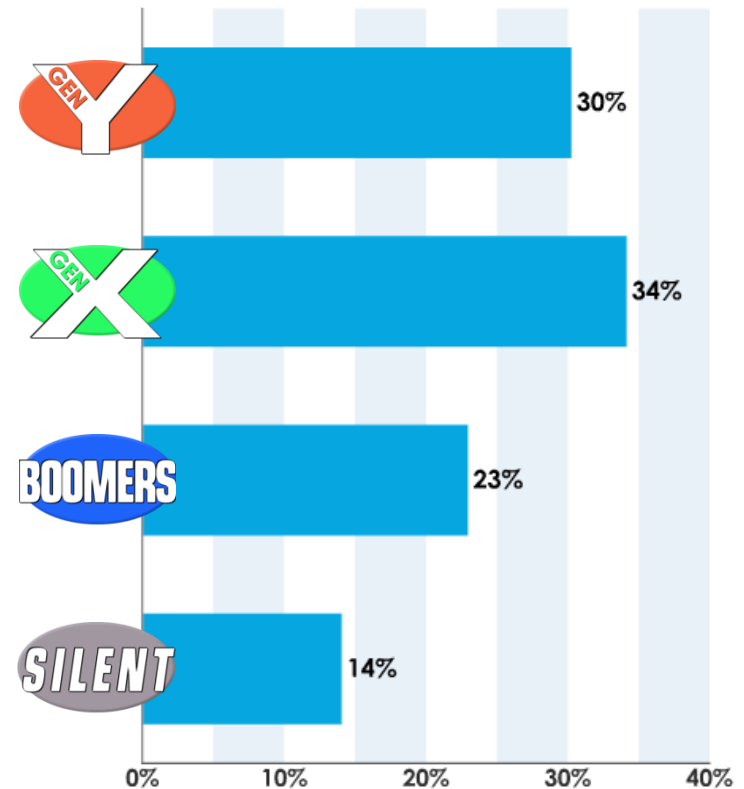
## Generations



# Impact Of Connected Car

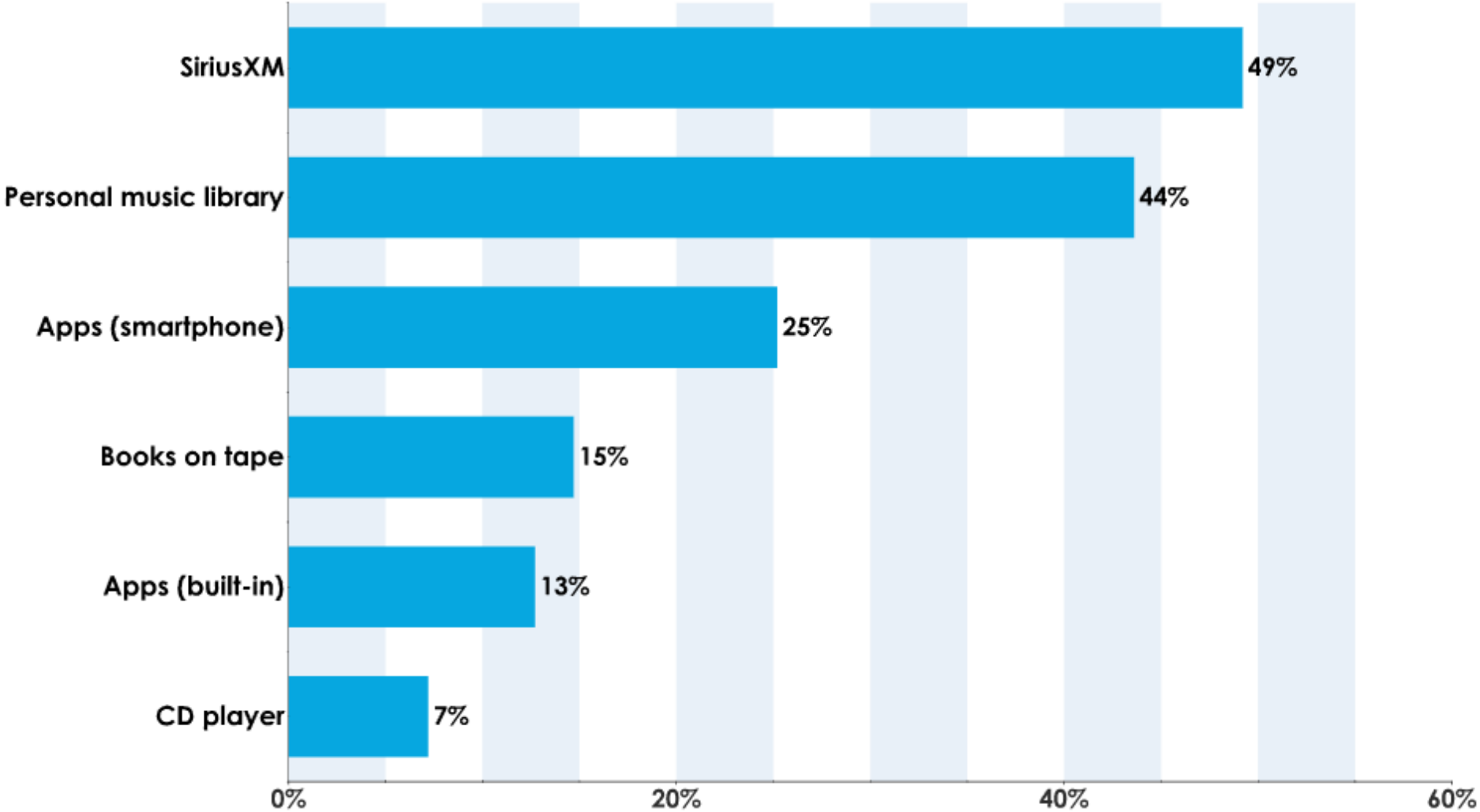


## Generations



Among those with an in-car entertainment system

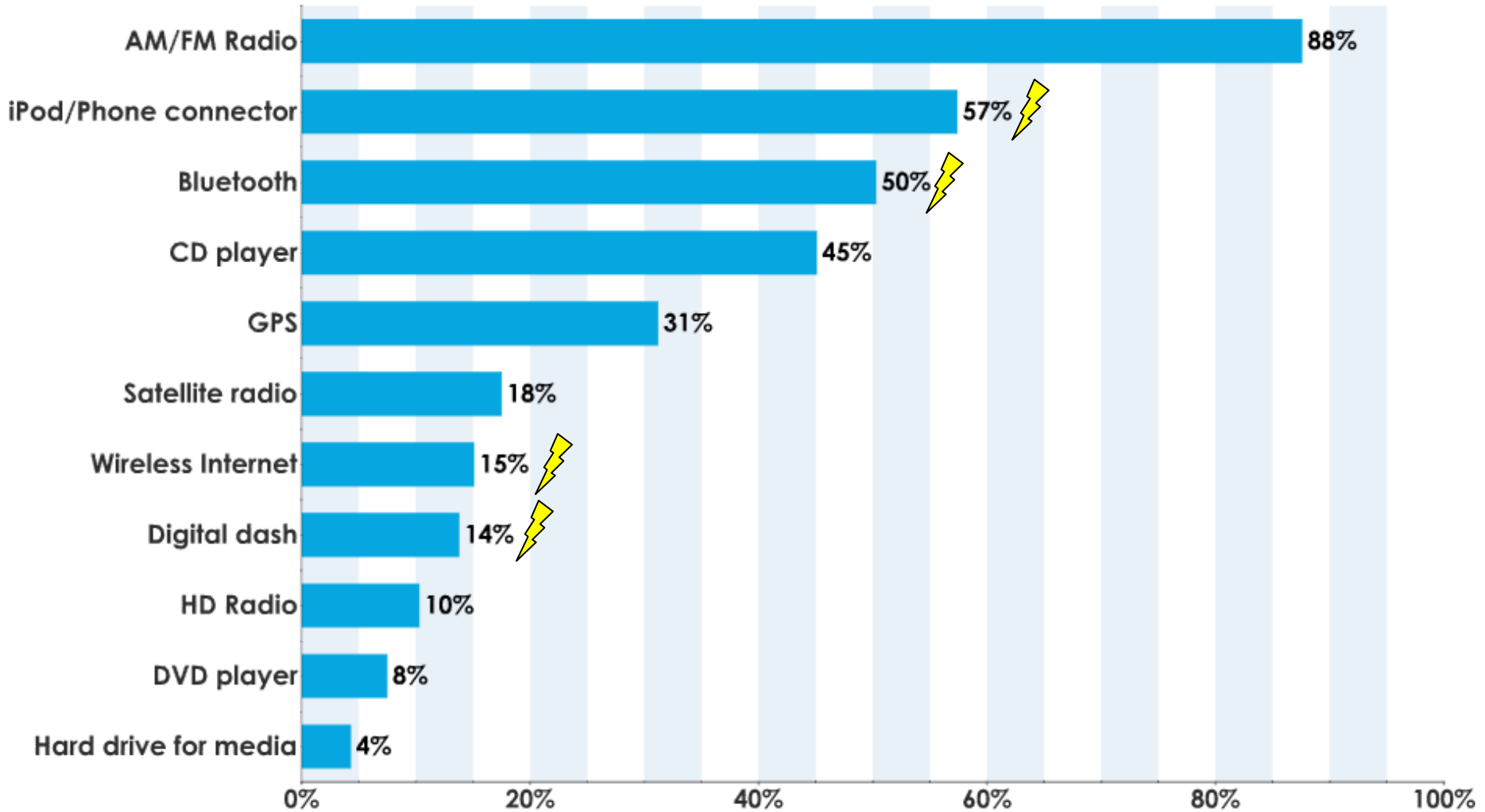
# Platforms Used More



Among those with an in-car entertainment system



# Most Important New Car Features

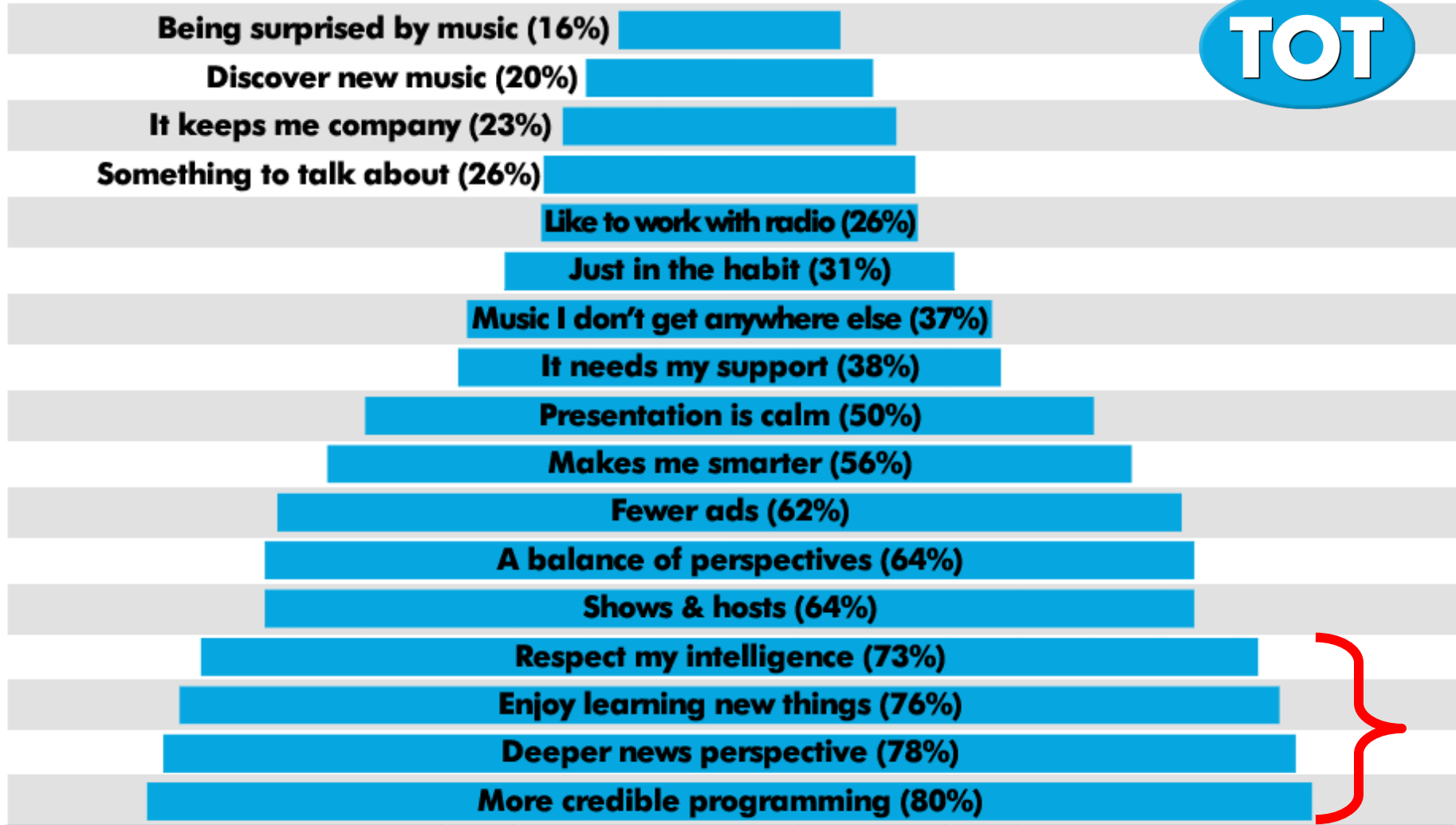


"Very Important" features among the 8% of respondents planning on buying/leasing a new vehicle in 2014

# 6. Be wary of “creeping commercialization”



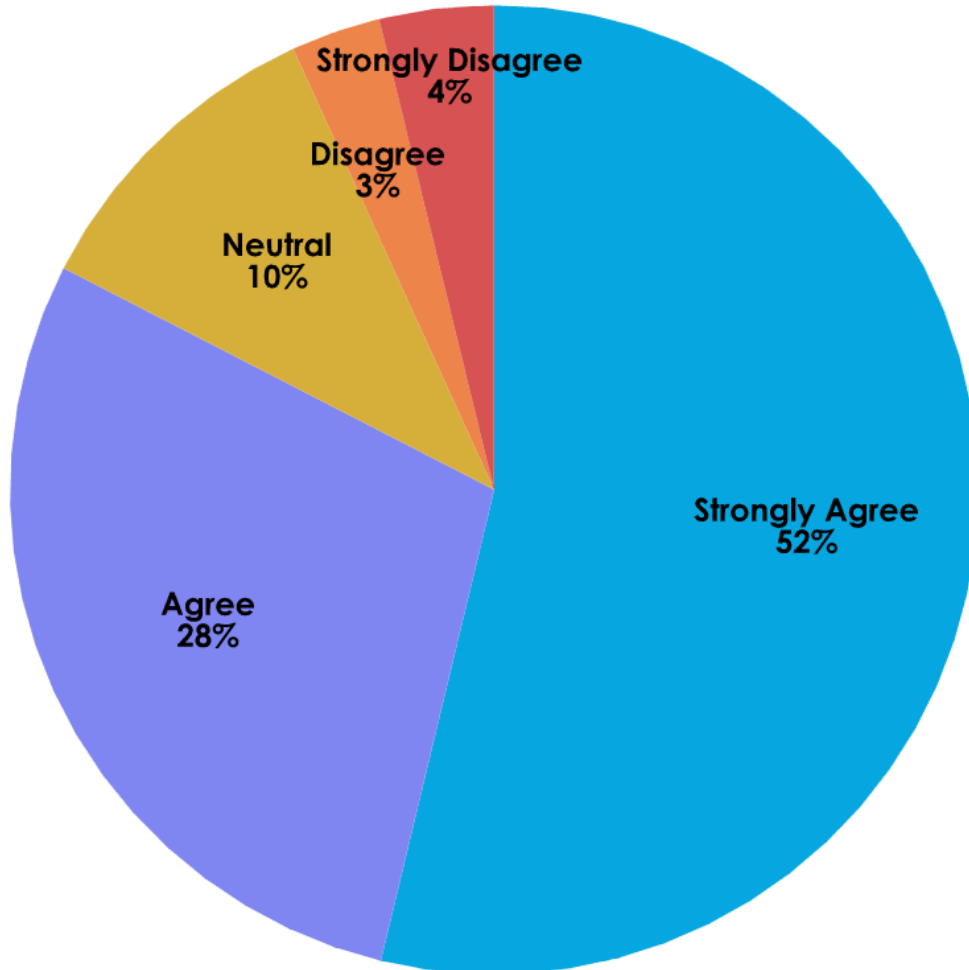
# Why Public Radio?



Main Reasons

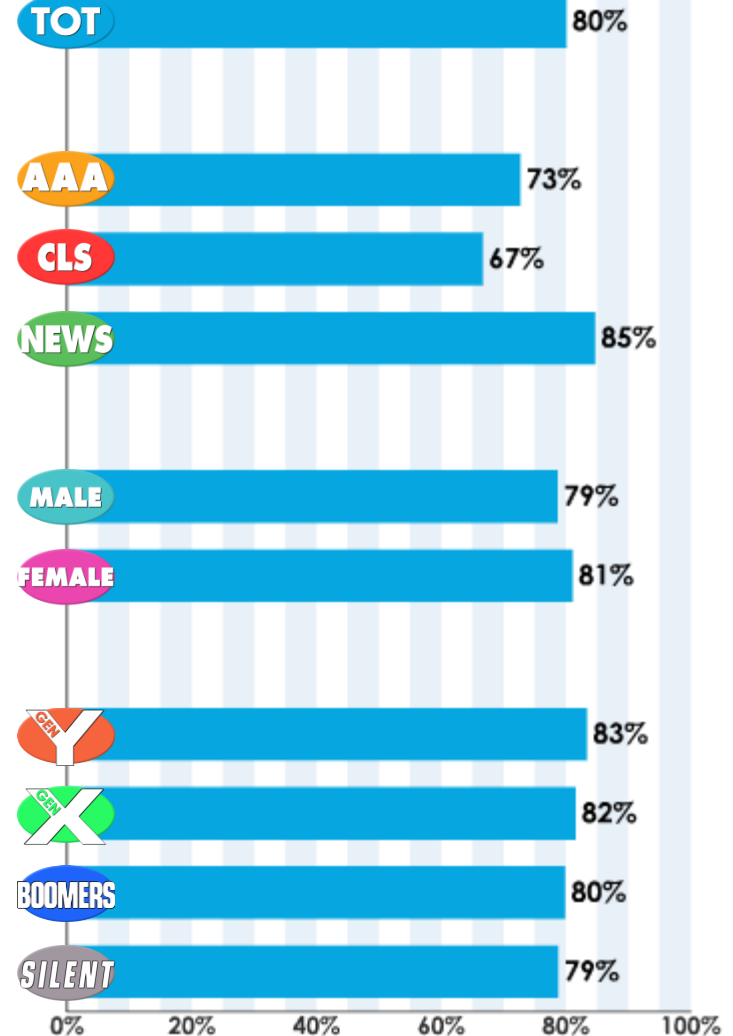
# Public Radio's Objectivity

## Total



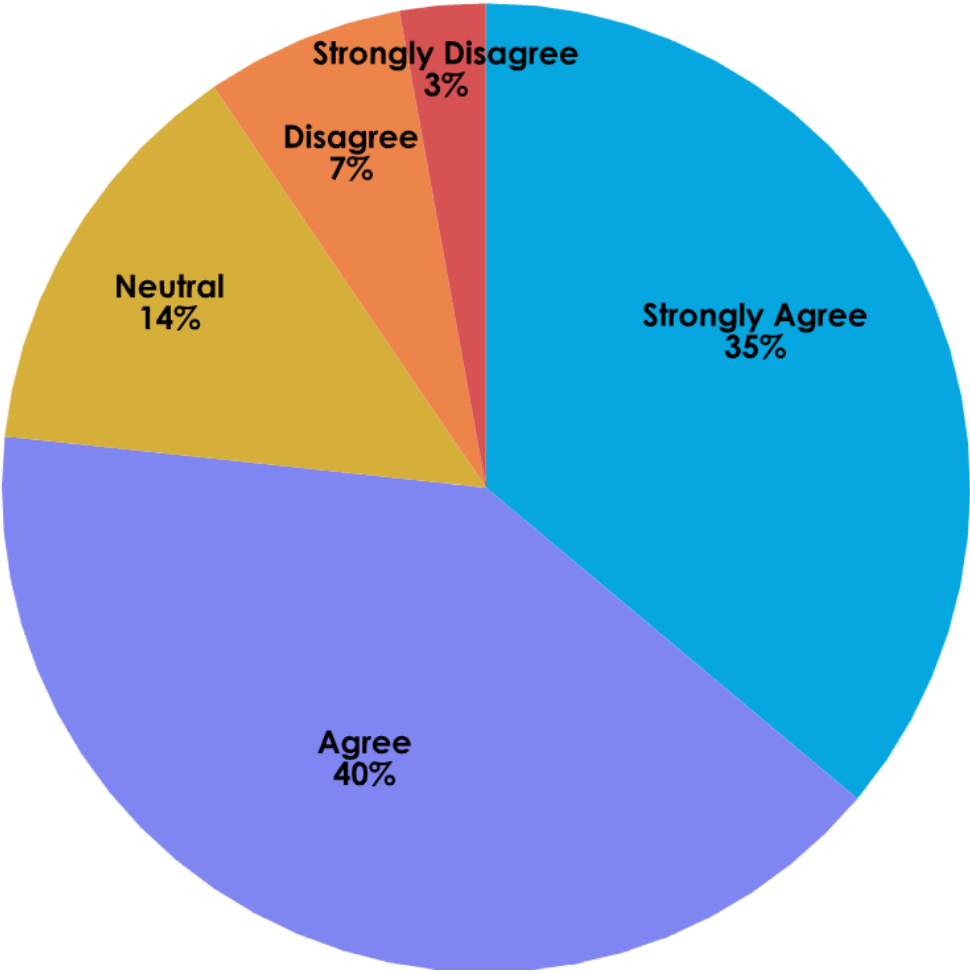
“Public radio is the most objective news source available on the radio.”

## Agree + Strongly Agree



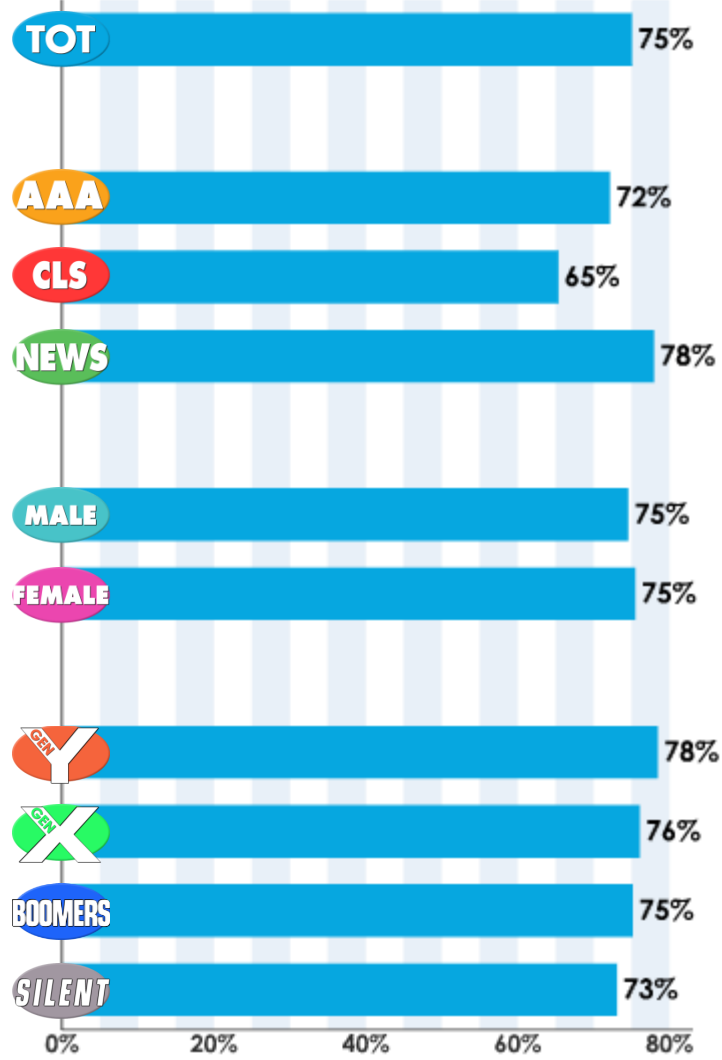
# Trust In Public Radio News

## Total



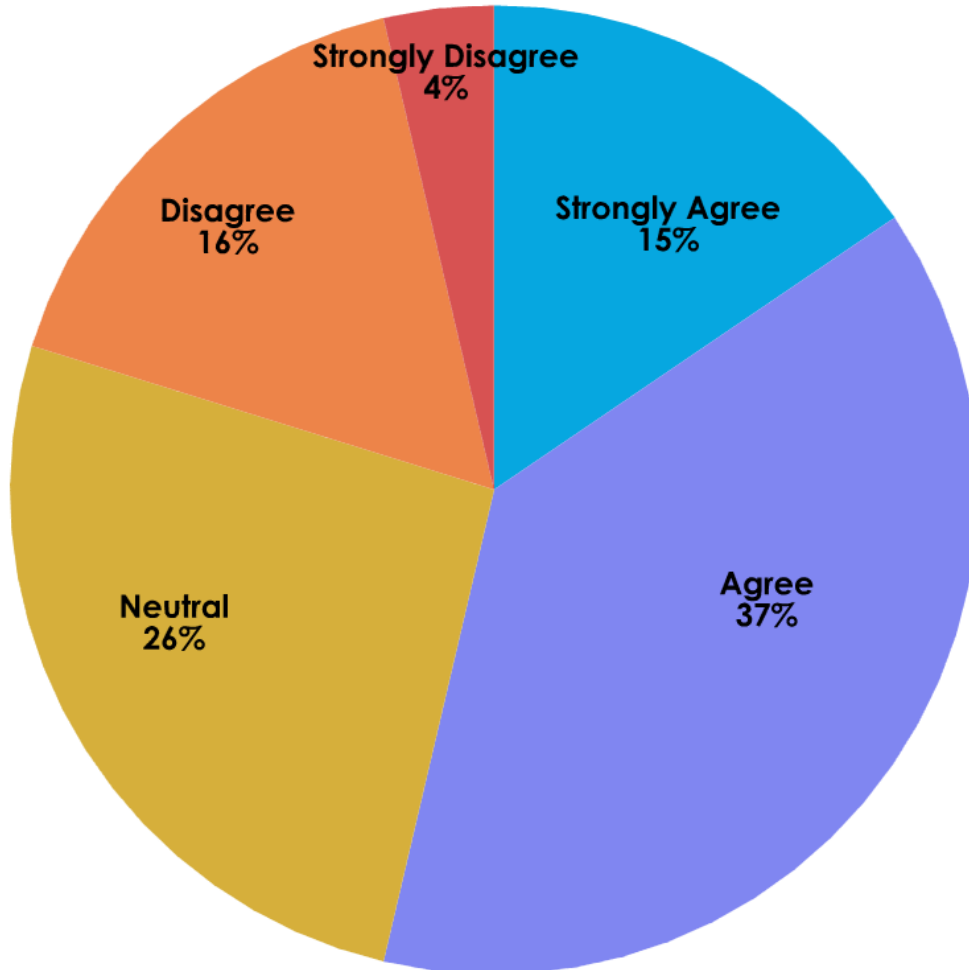
"I have an inherent trust that public radio news efforts are not influenced by advertisers and businesses that sponsor their programming."

## Agree + Strongly Agree



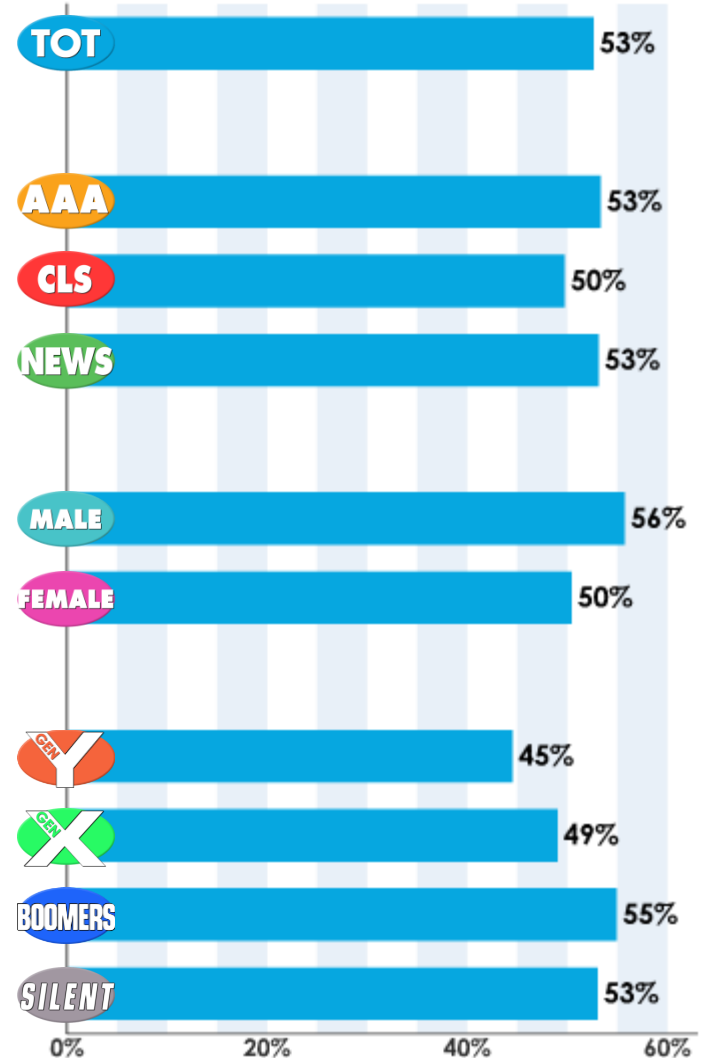
# Fear Of “Creeping Commercialization”

## Total



"I get concerned about creeping commercialization in public radio."

## Agree + Strongly Agree



# 7. Focus on content that's easily shareable

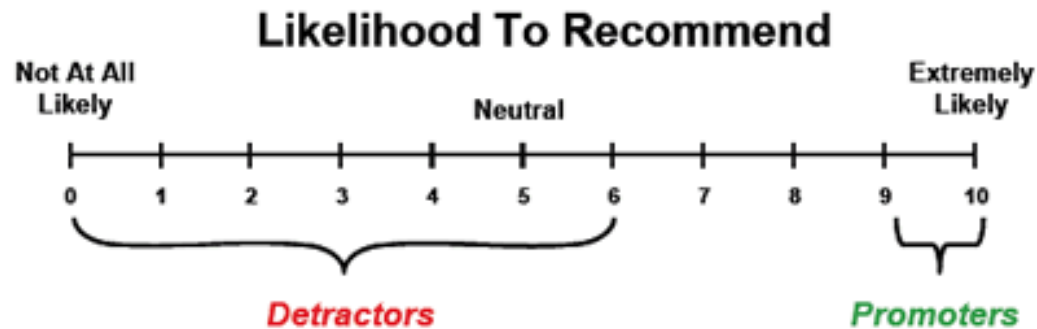








# NET PROMOTER



% Promoters

—

% Detractors

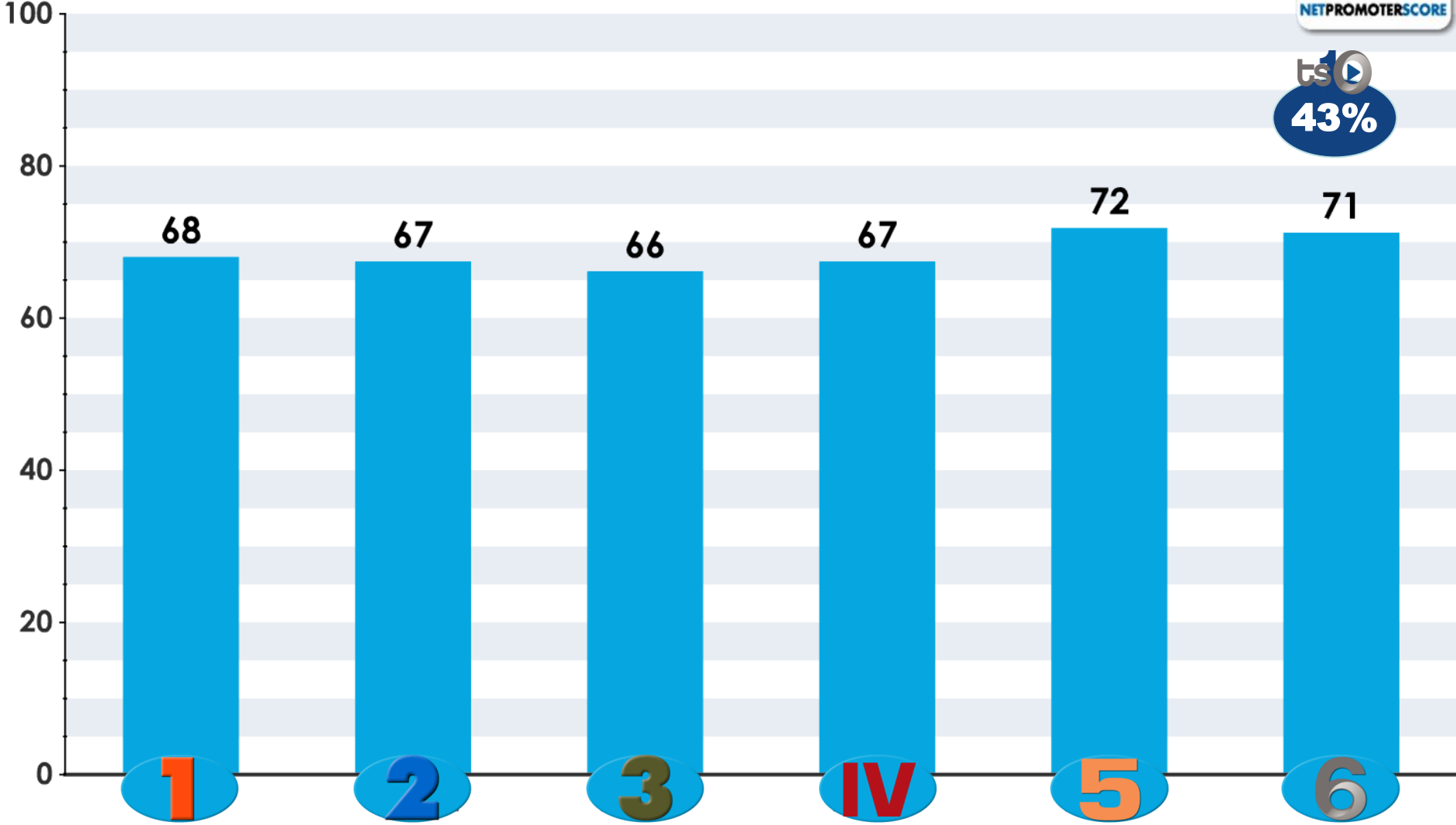
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Net Promoter Score

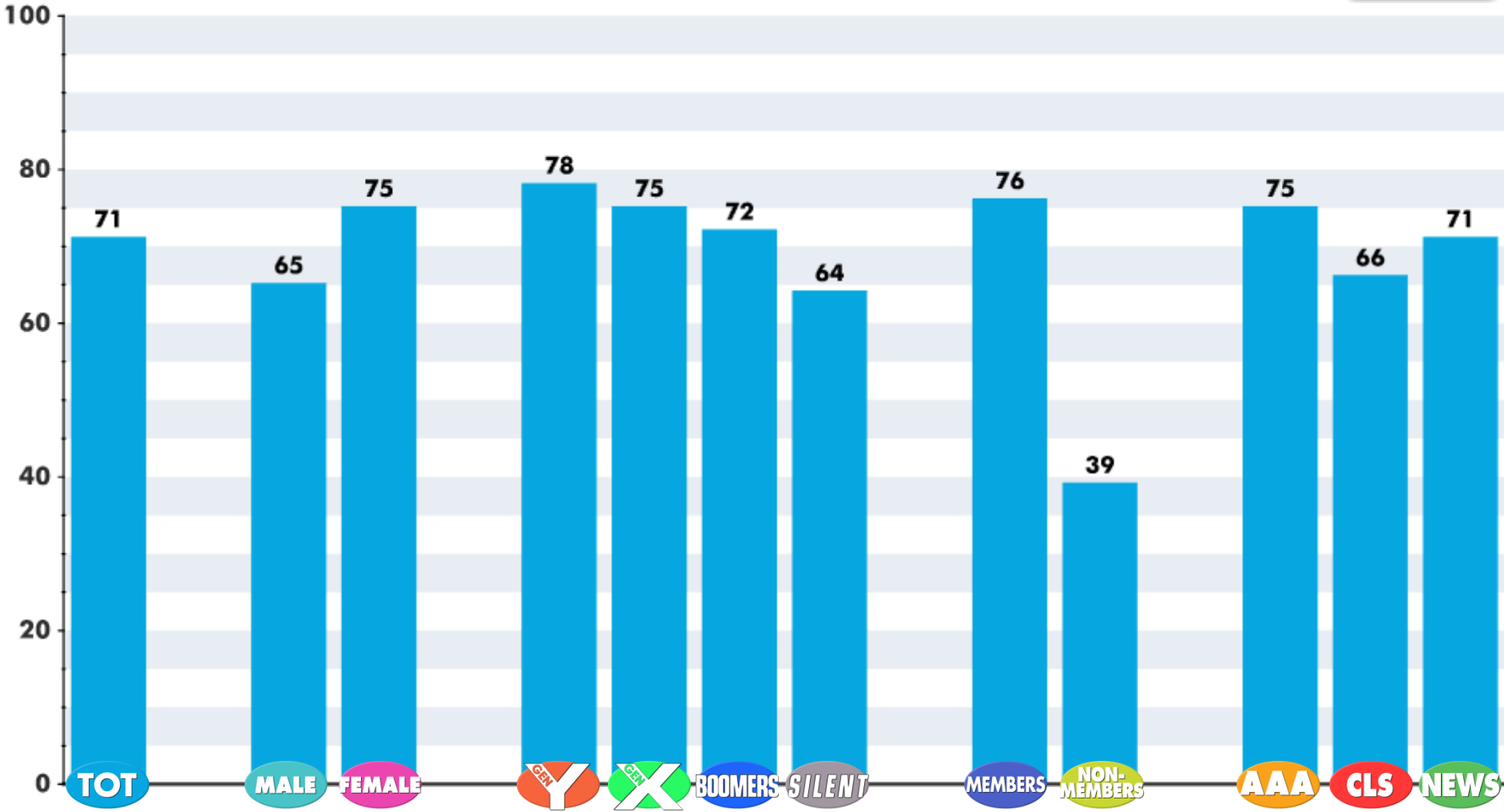
# Net Promoter Score



ts 10  
43%



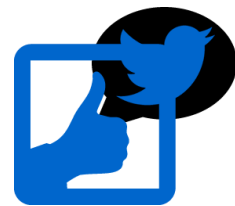
# Net Promoter Score



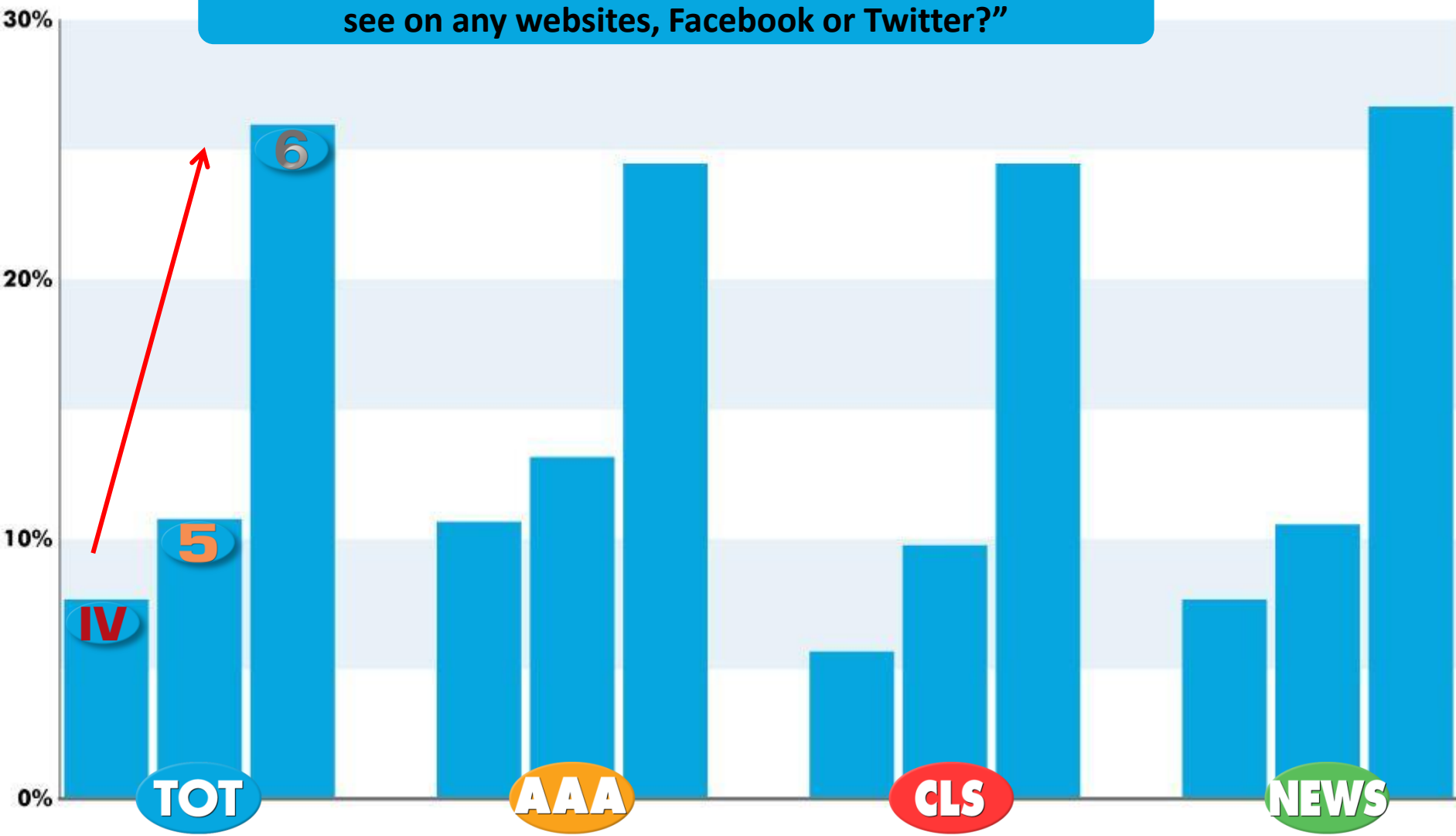
**“Everybody  
in the  
audience  
has an  
audience.”**



# Frequent Sharing

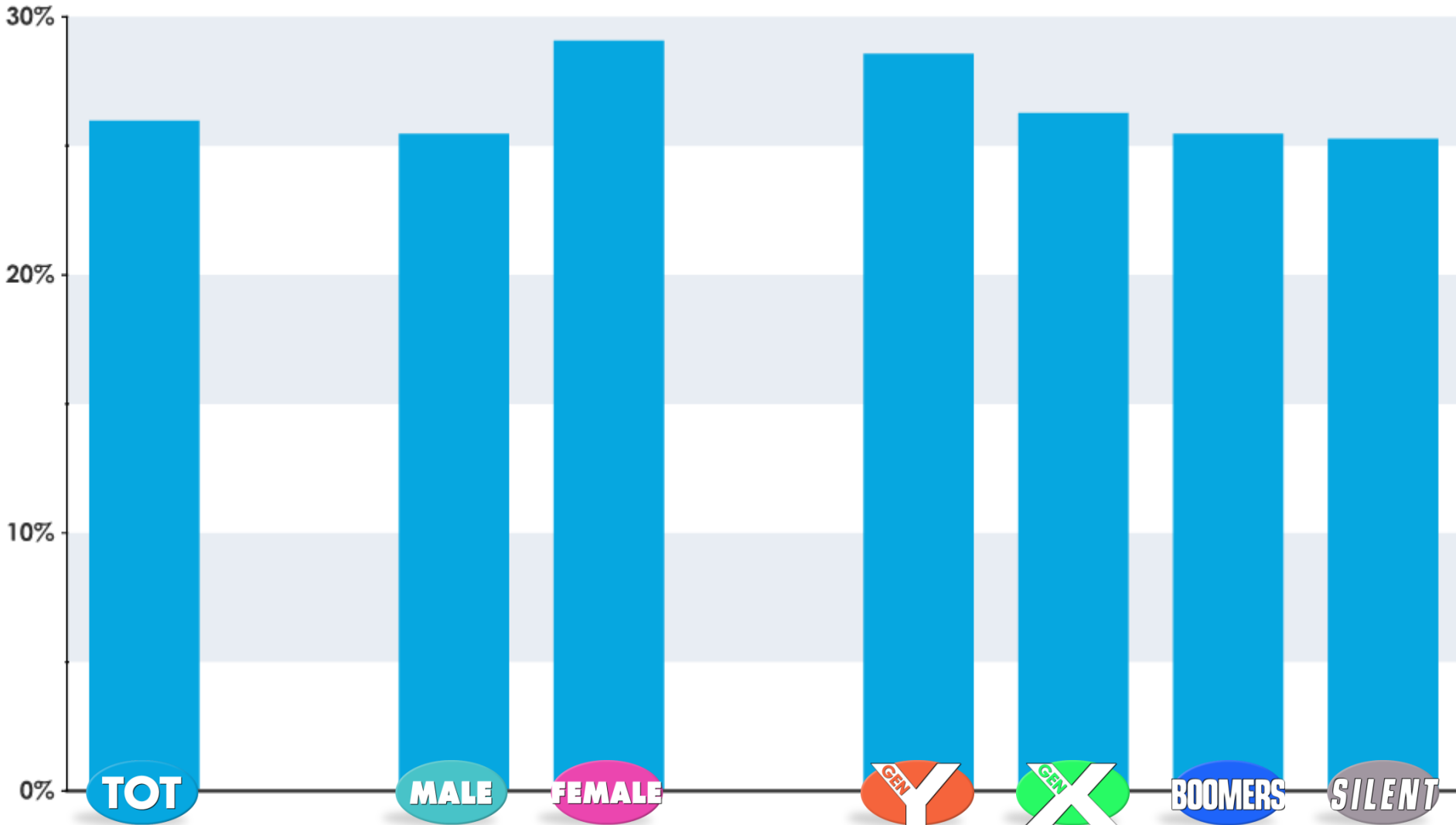


“How often do you share, click ‘like,’ or re-tweet things you see on any websites, Facebook or Twitter?”



Frequent sharers

# Frequent Sharing

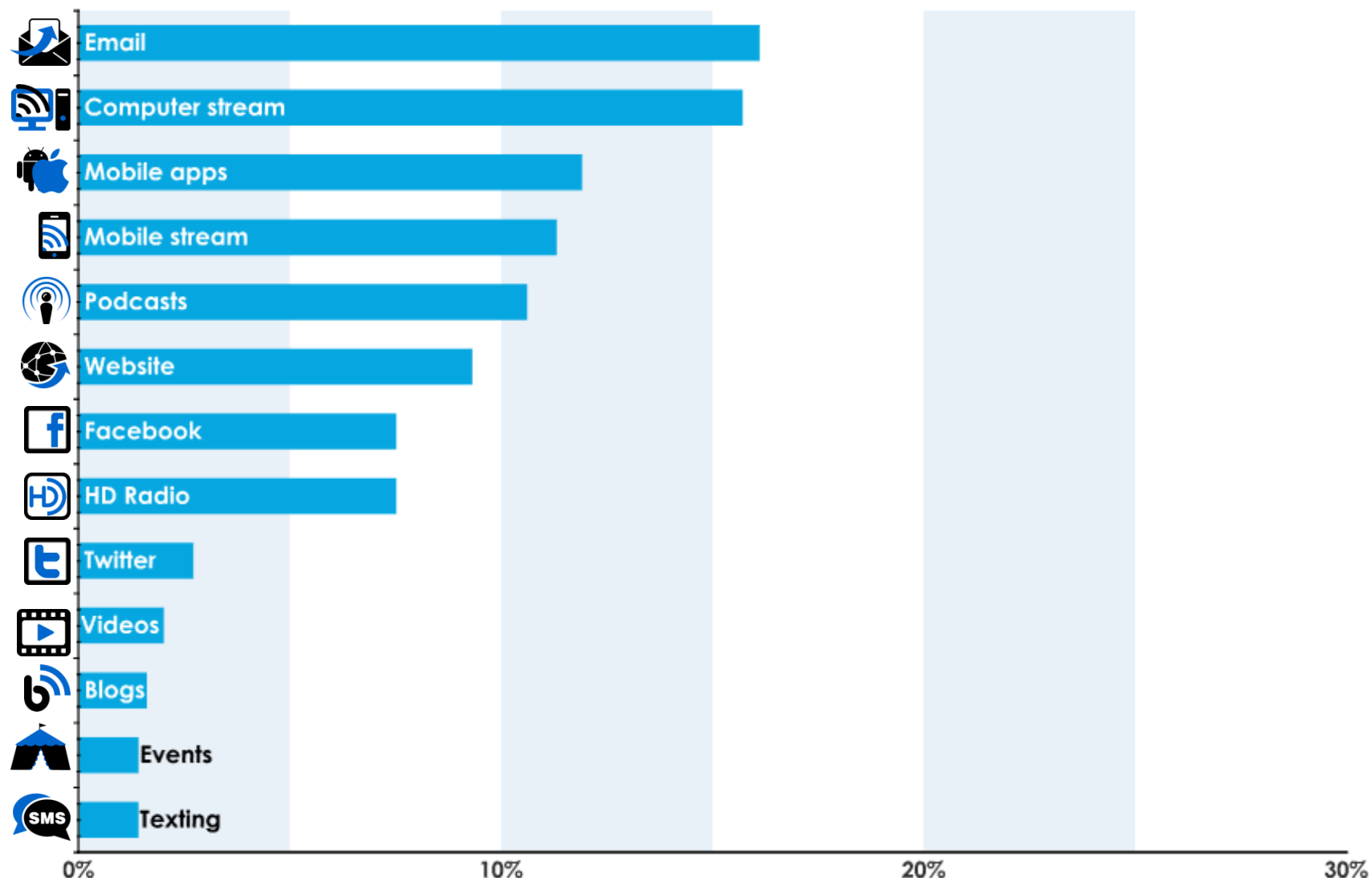


Frequent sharers

# 8. Foster Audience Engagement



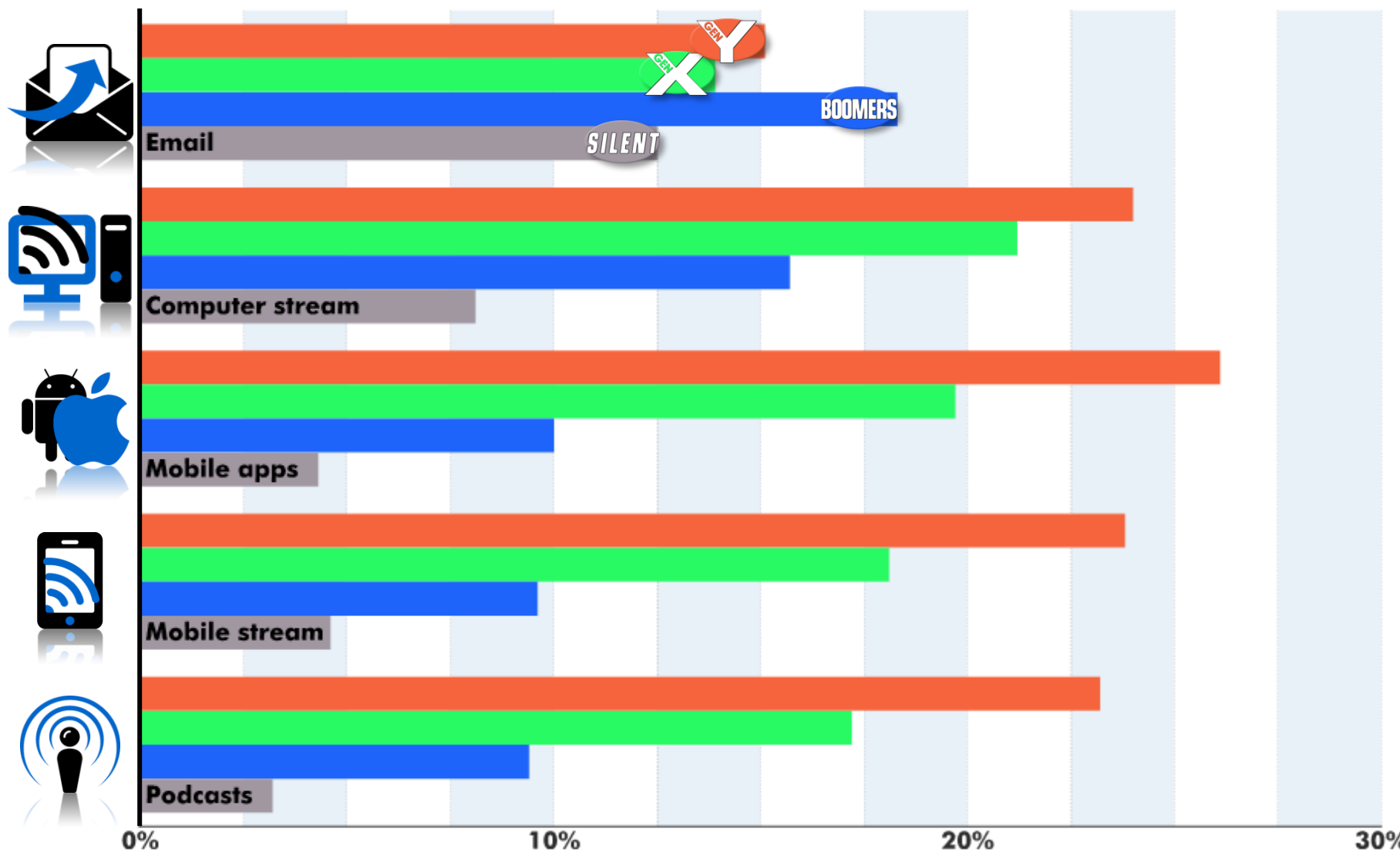
# Frequent Interaction With Public Radio



Frequent responses only

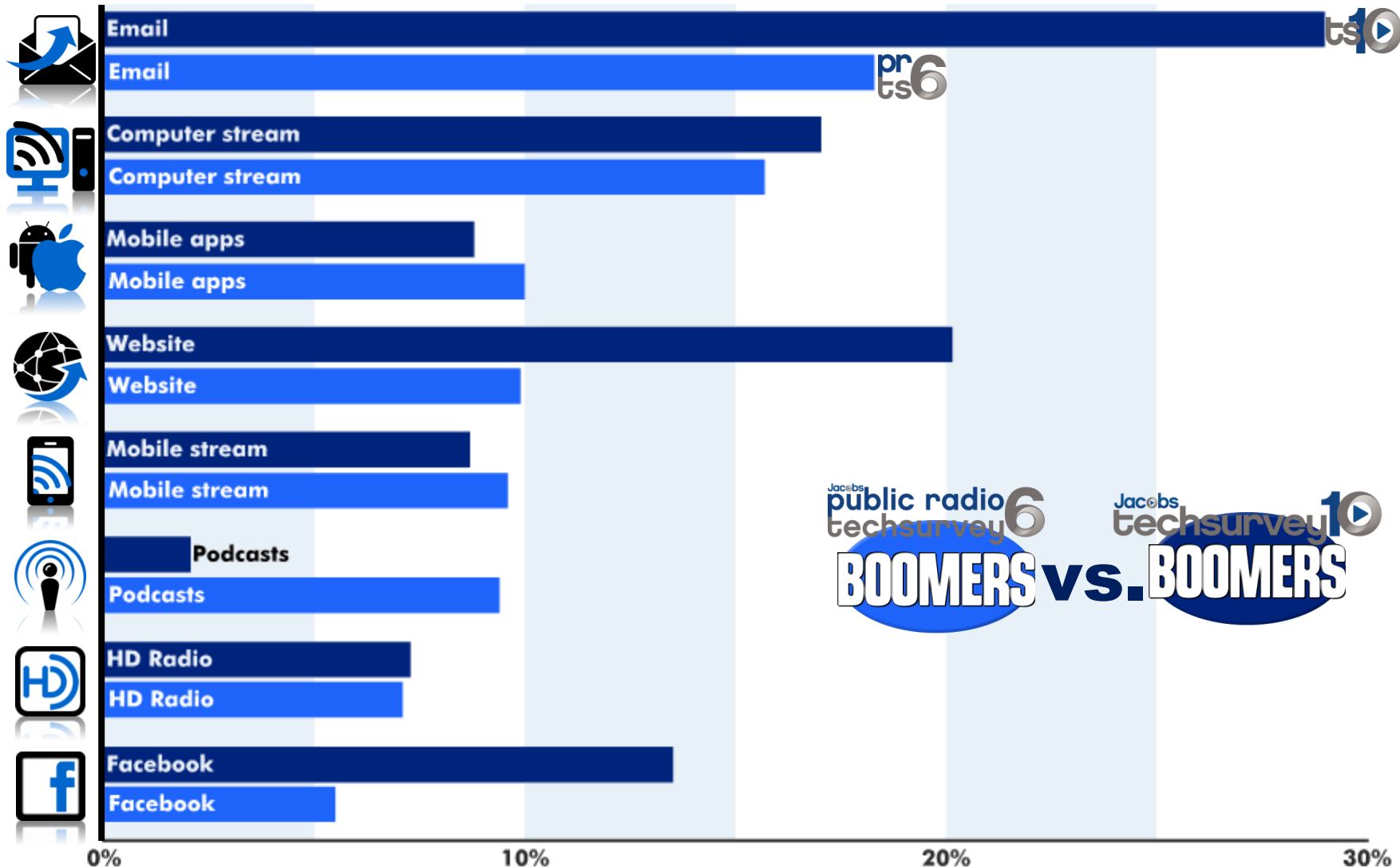


# Frequent Interaction With Public Radio



Frequent responses only

# Frequent Interaction – Public vs. Commercial



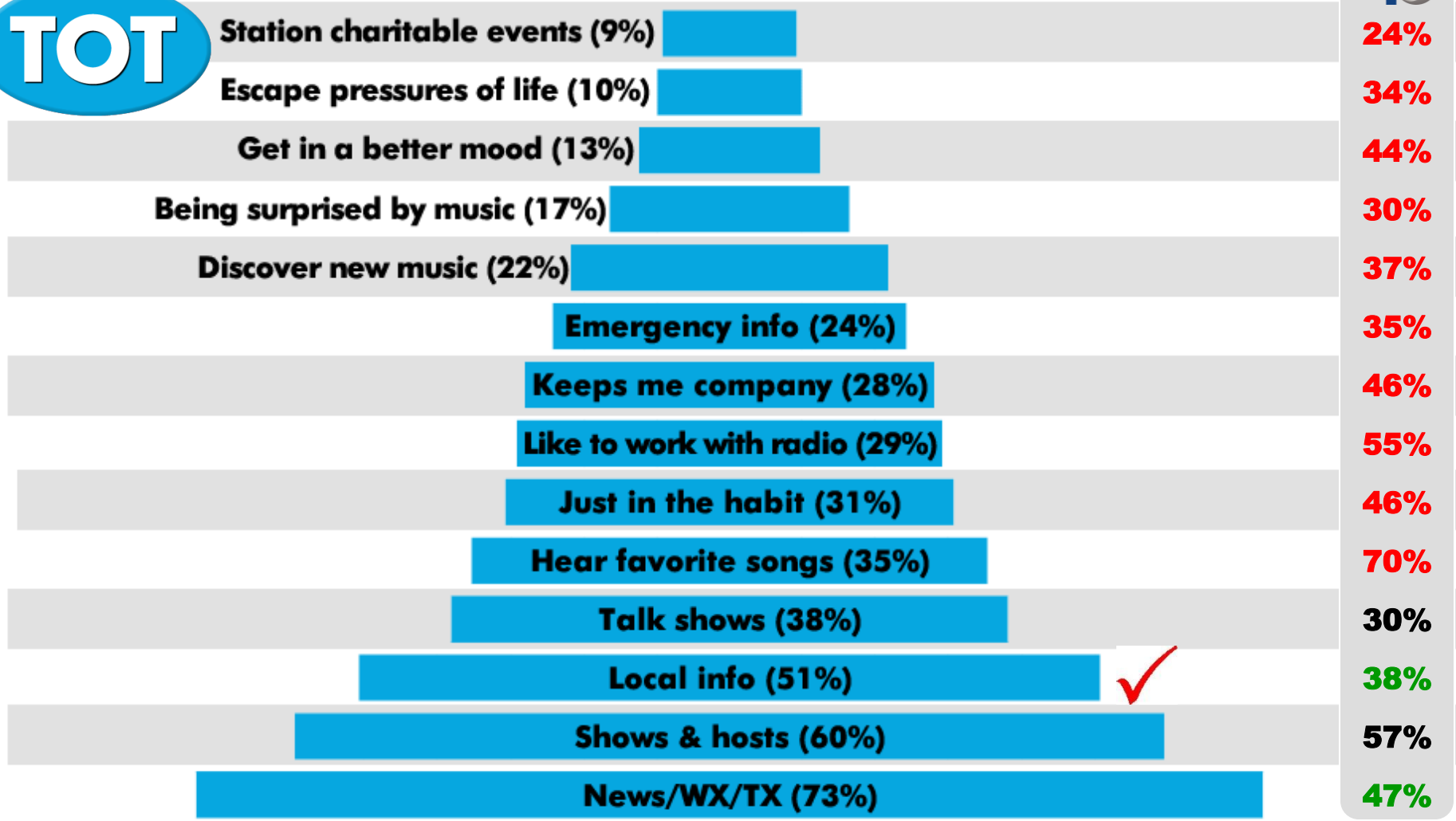
Frequent responses only  
 Ranked on PRTS6 Boomer Responses

Jacobs public radio techsurvey6  
 Jacobs techsurvey10  
**BOOMERS vs. BOOMERS**

# 9. Local matters



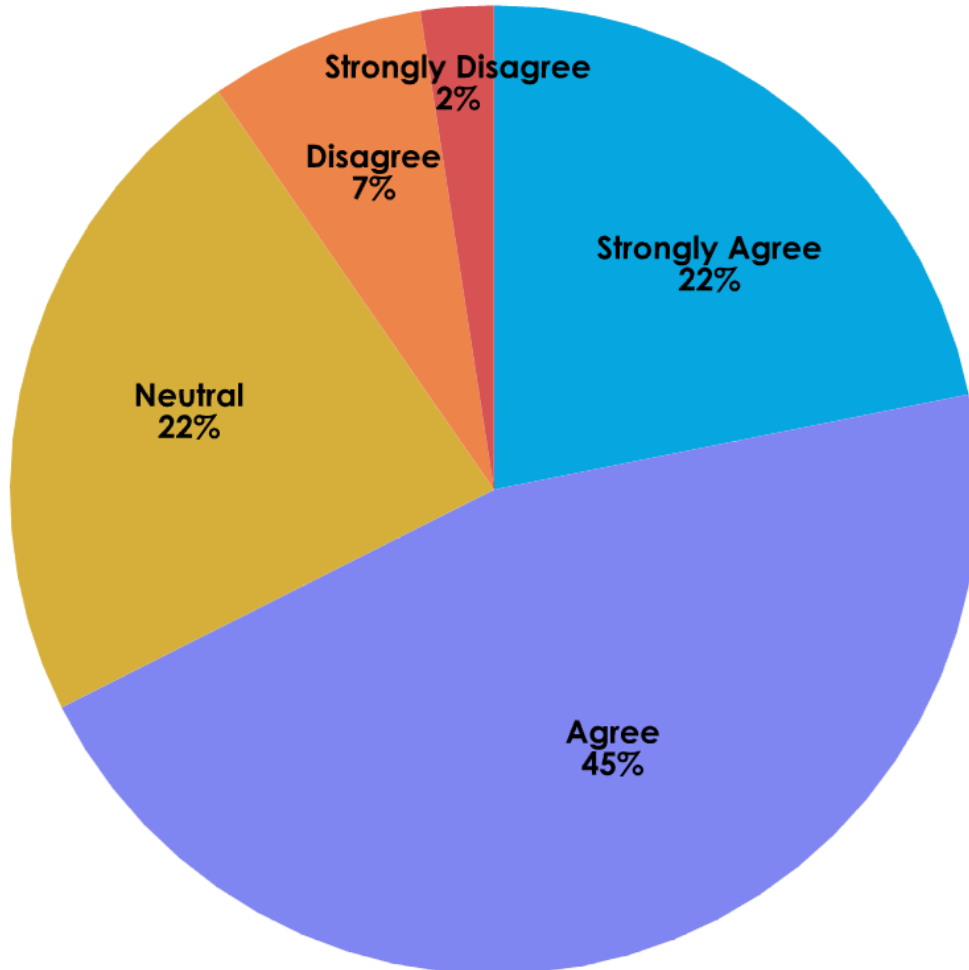
# Why AM/FM Radio?



Main Reasons

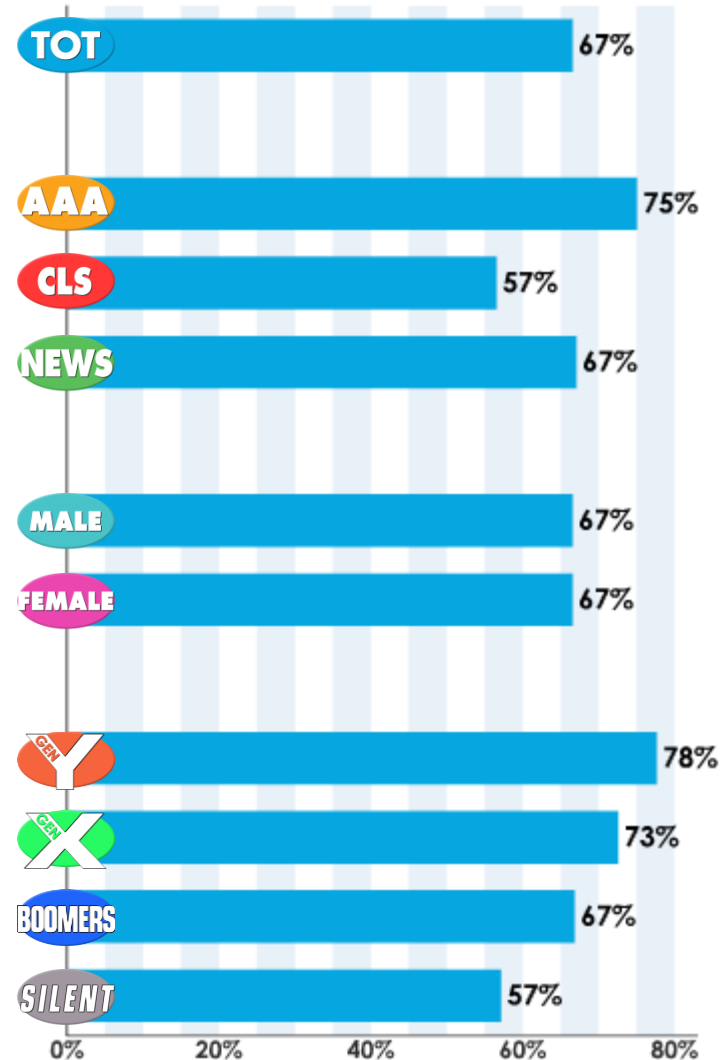
# The Appeal of Local Radio

## Total



“One of radio’s primary advantages is its local feel.”

## Agree + Strongly Agree

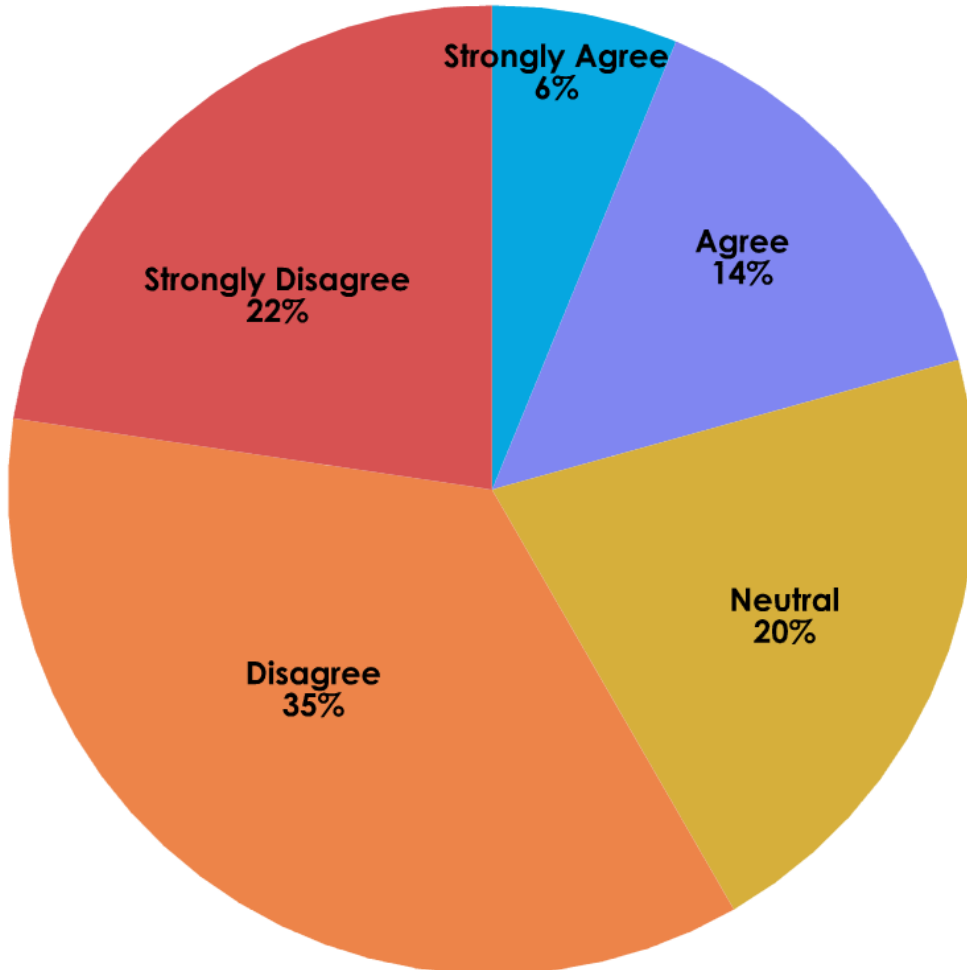


# 10. Extend your brand



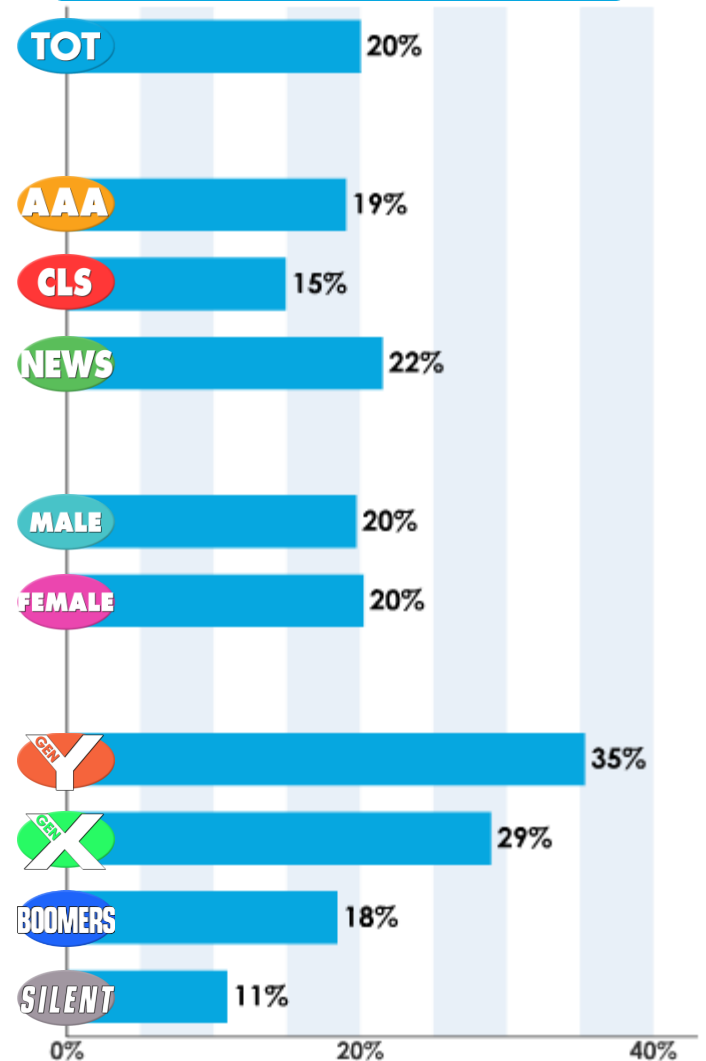
# On-Demand Listening

## Total

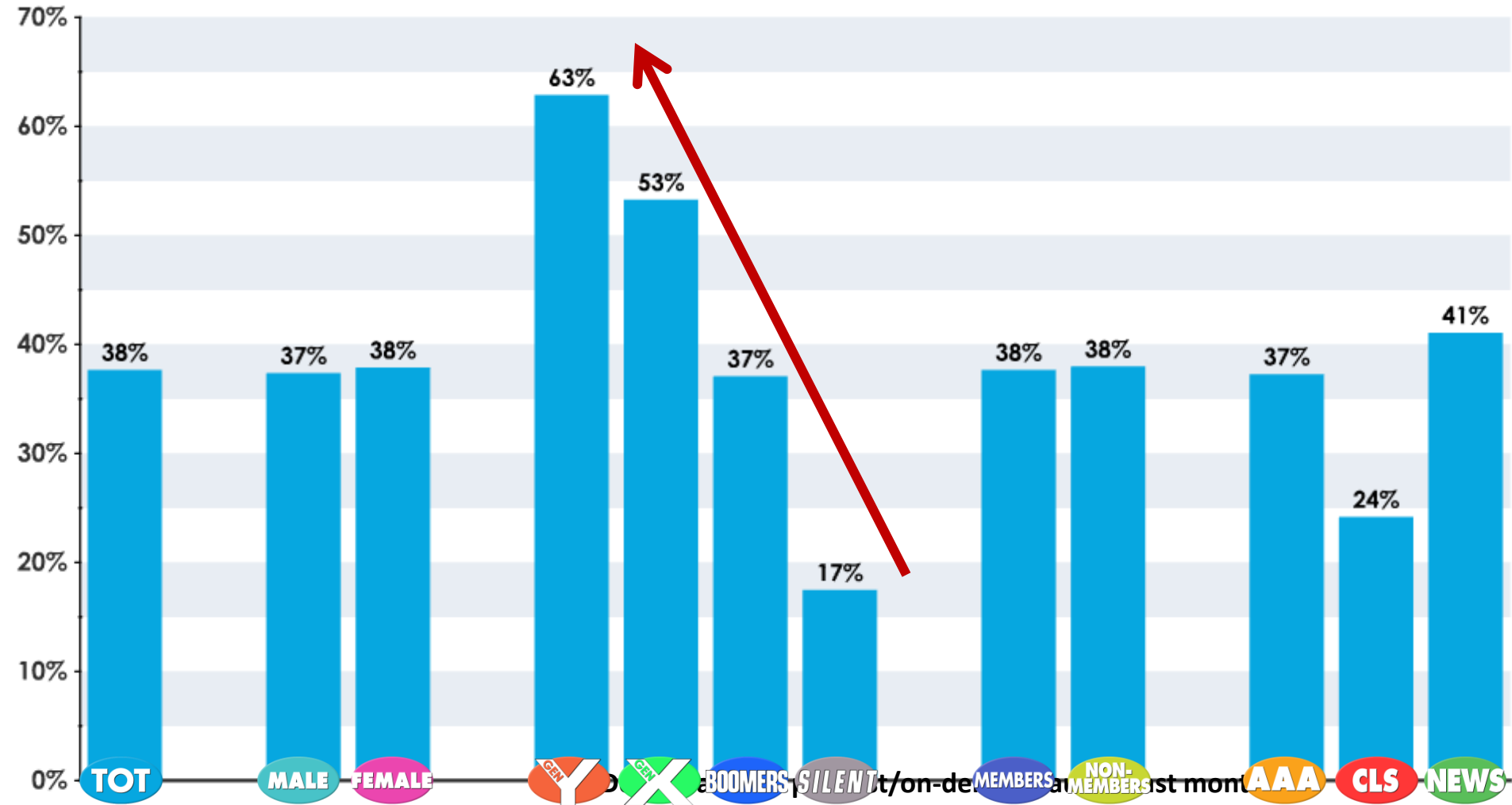


"I find myself listening to more public radio programming on-demand."

## Agree + Strongly Agree



# Podcasting/On-Demand Audio



Among those who have downloaded podcasts/on-demand programming in the past month



# 11. Get visual





# Media Usage Pyramid 2014

PRTS5



Conn. Car\* (17%)

65%

Satellite<sup>3</sup> (17%)

6%

Pandora<sup>1</sup> (17%)

0%

HD Radio\* (19%)

114%

Twitter (34%)

63%

Podcasts<sup>5</sup> (38%)

NA

Streaming Radio<sup>1</sup> (49%)

15%

Mp3 Player (51%)

-7%

Tablet (56%)

15%

Streaming Video<sup>1</sup> (61%)

36%

AM/FM Radio<sup>2\*</sup> (65%)

-26%

Facebook (68%)

4%

Smartphone (71%)

15%

Text<sup>1</sup> (72%)

9%

Social Network (75%)

3%

Daily Newspaper<sup>4</sup> (77%)

3%

Internet<sup>2</sup> (90%)

-3%

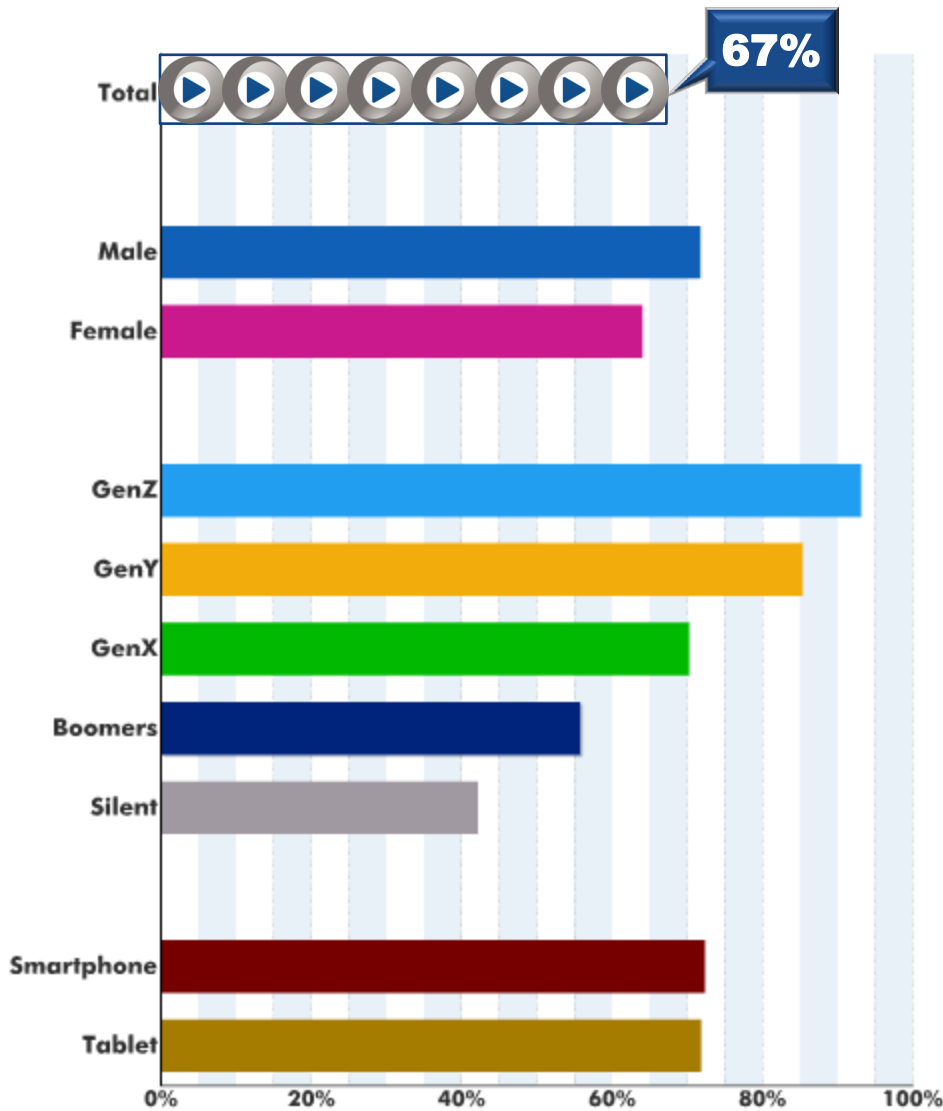
Cell Phone (97%)

0%



Using medium weekly or more<sup>1</sup> | Using medium 1+ hour per day<sup>2</sup> | Paid & trial users<sup>3</sup> | 3-4 days per week (print or online)<sup>4</sup> | Monthly<sup>5</sup> | Slight wording changes\*

# Weekly Video Streaming



Among smartphone & tablet owners

## Top Platforms

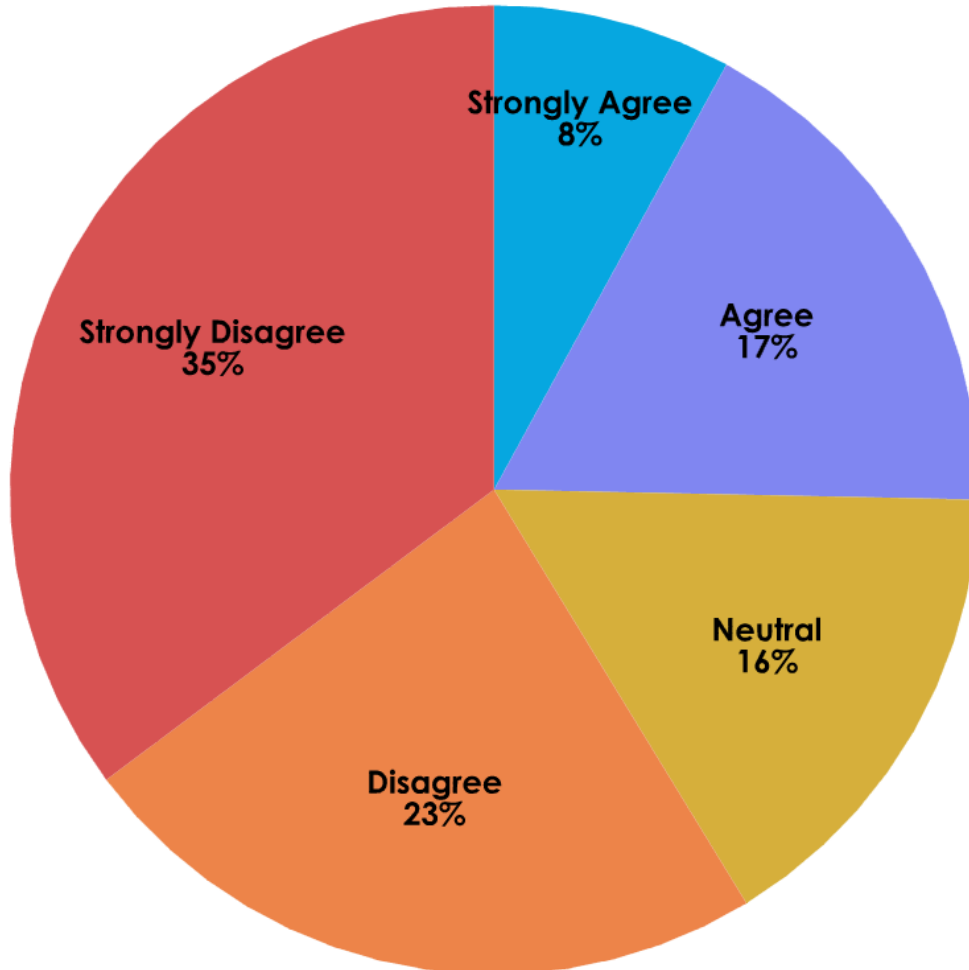


# 12. Think mobile first



# Cell Phone Addiction

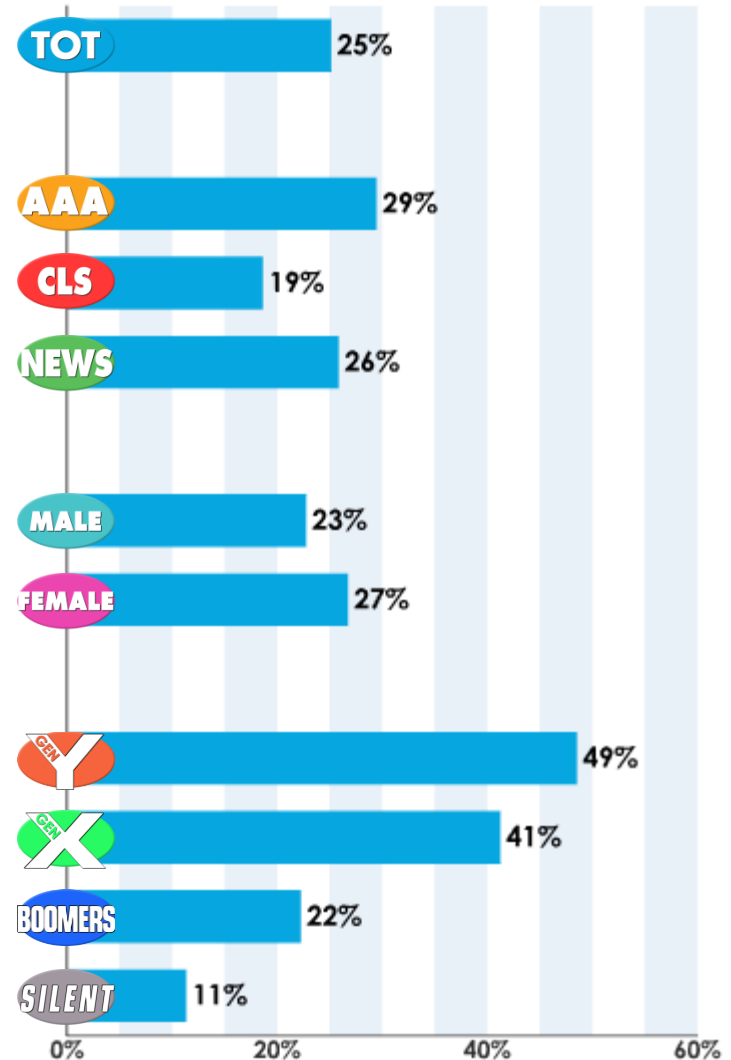
## Total



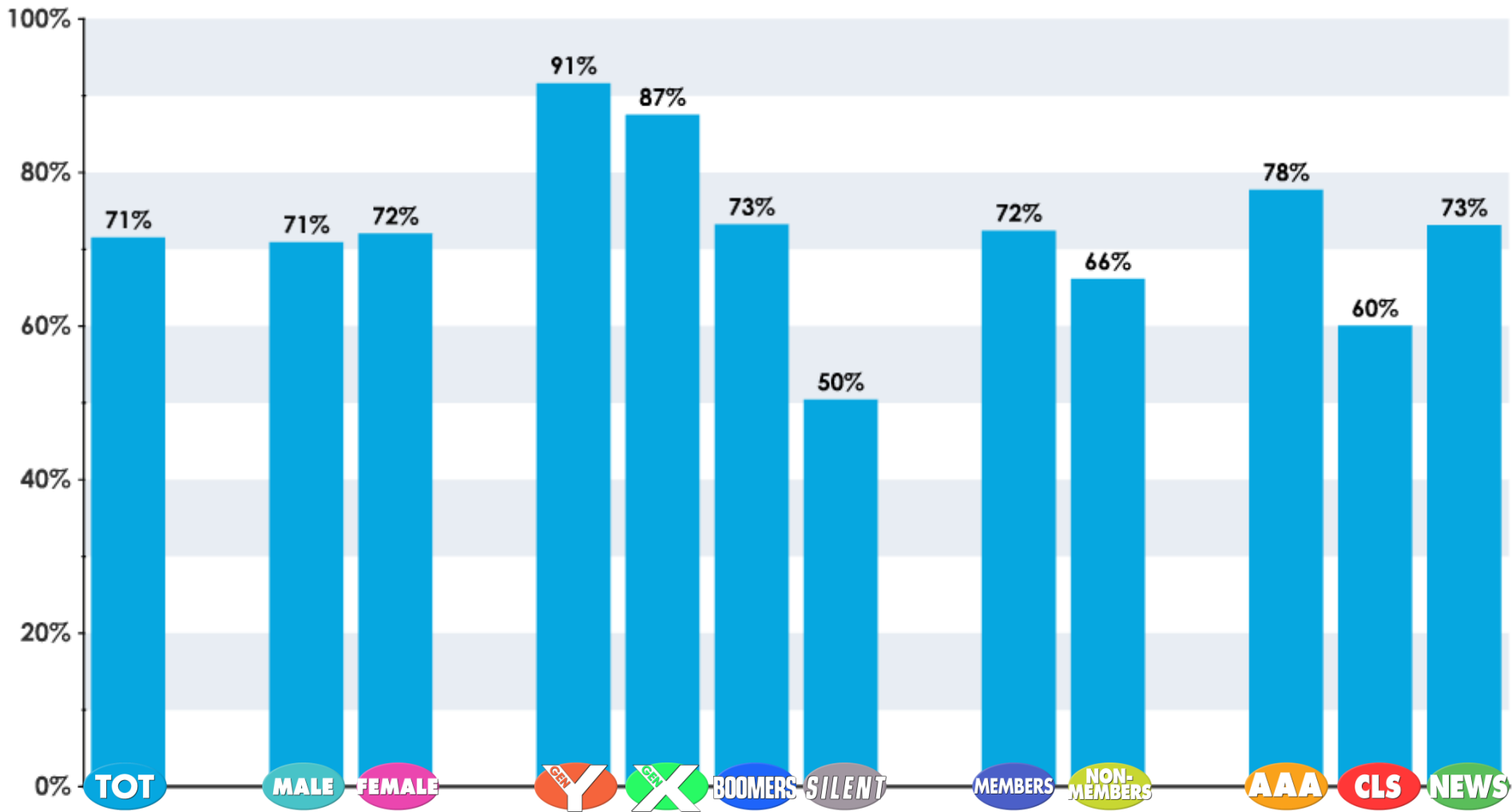
"I am addicted to my mobile phone."

Among those with a cell phone

## Agree + Strongly Agree

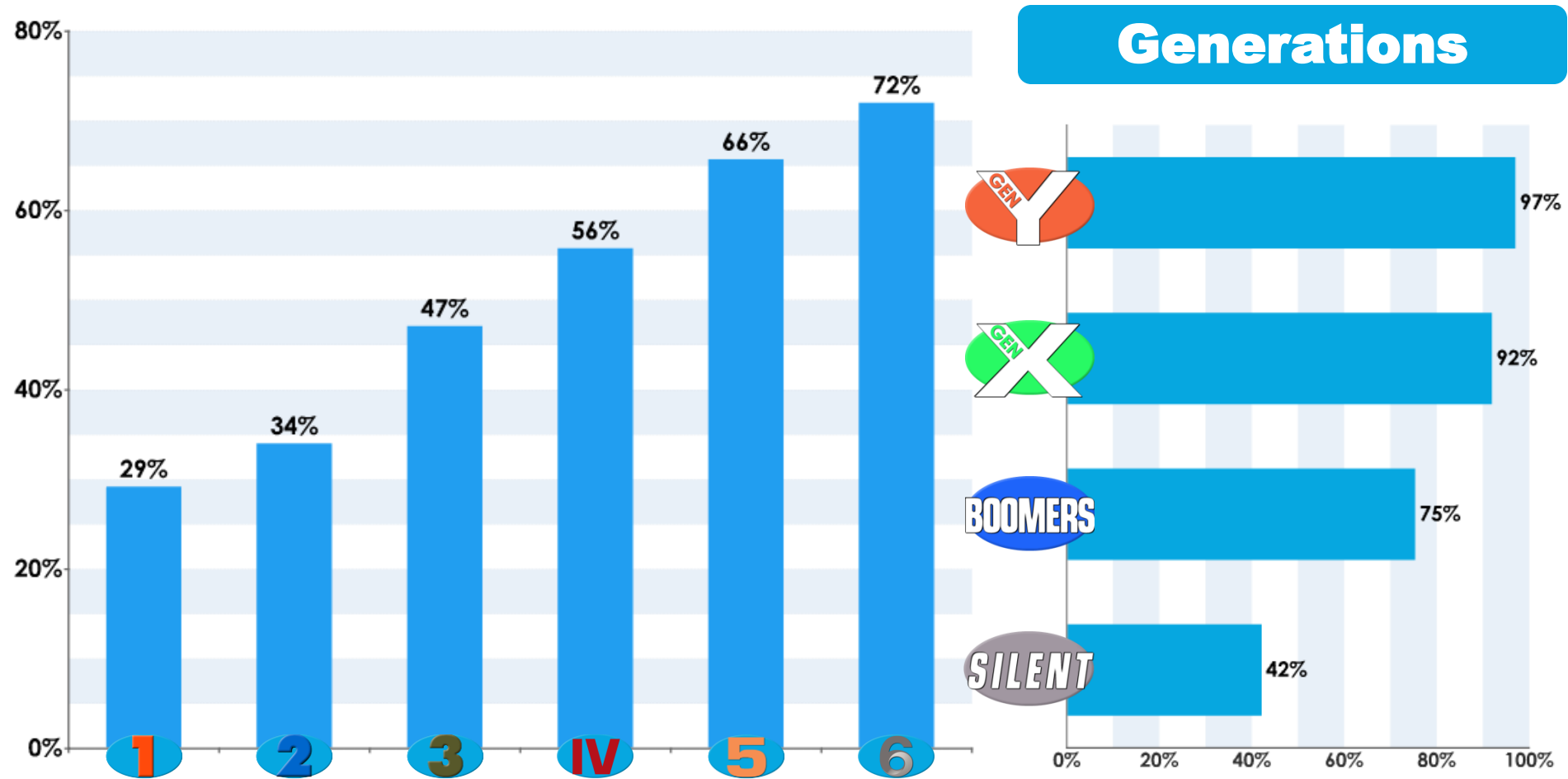


# Smartphone Ownership



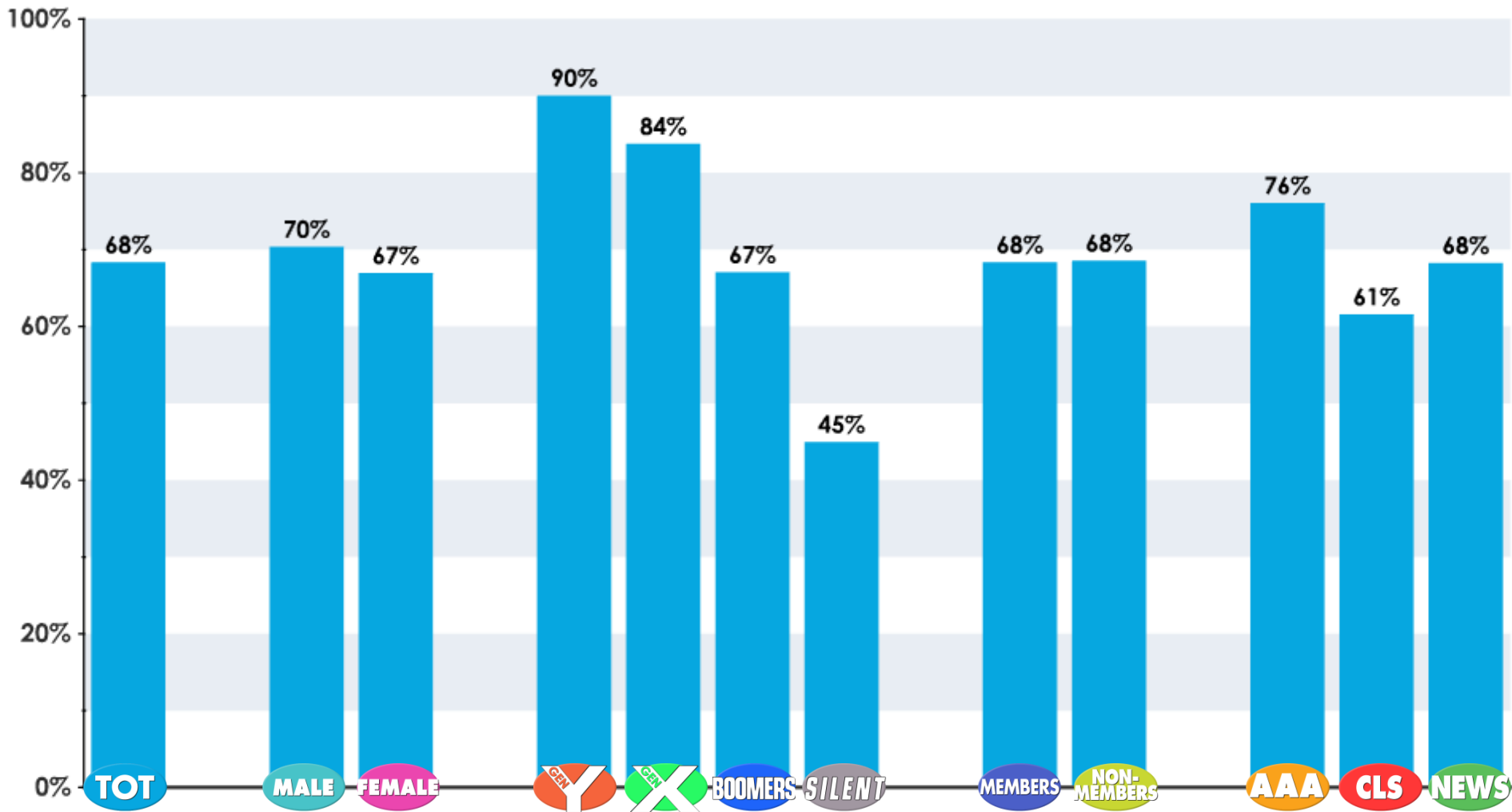
Among total responses

# Weekly Texting



Among total respondents  
Different response set in PRTS6

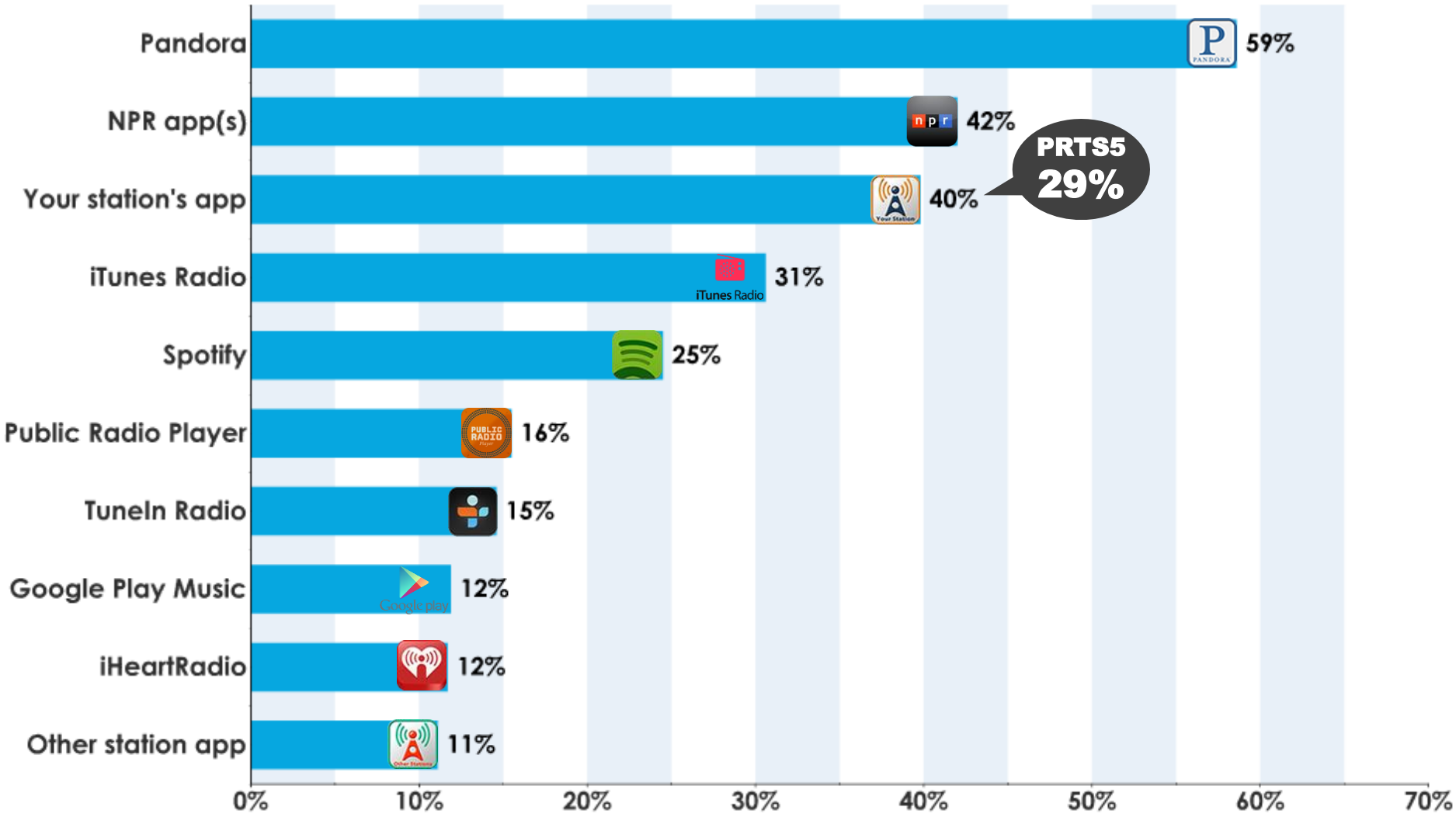
# Downloading Radio Apps



Among smartphone & tablet owners  
who download apps



# Top Radio Apps



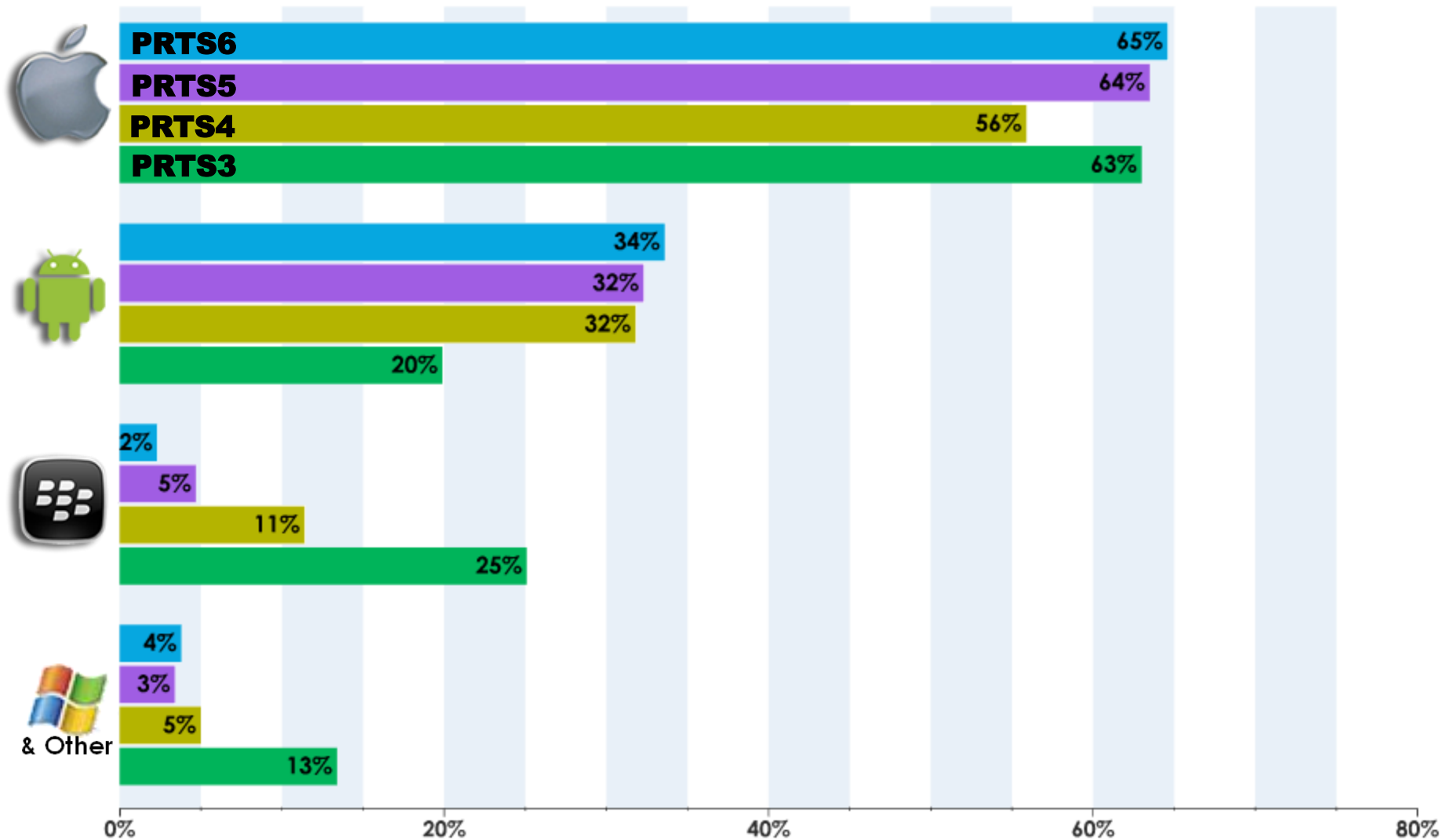
Among smartphone & tablet owners who download apps

N – 1,259

# 13. It's An Apple World

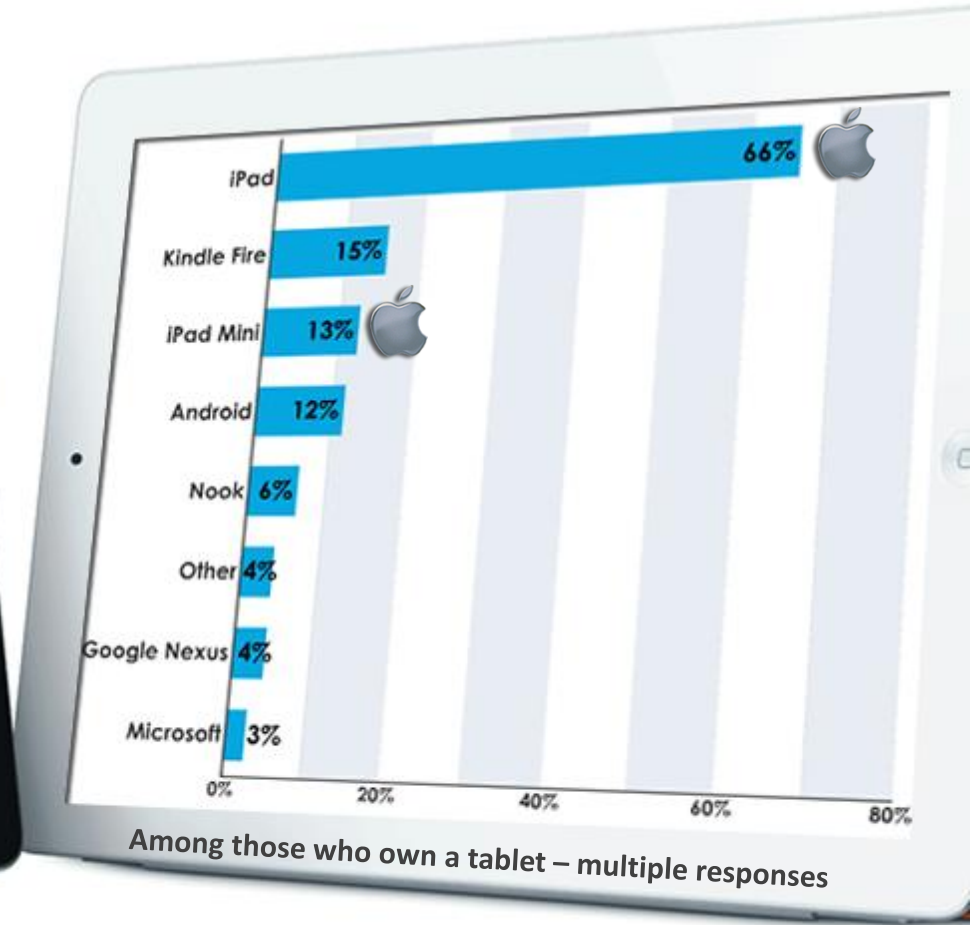


# Smartphone Platforms



Among those who own a smartphone  
Multiple responses permitted

# Tablet Ownership



Among those who own a tablet – multiple responses

# A Baker's Dozen Takeaways

1. **Move** (quickly) with the audience
2. Mind the (**generation**) gap
3. Learn your audience's **social footprint**
4. Understand how your listeners **wake up**
5. Buy/lease/rent/test drive a **connected car**
6. Guard against **“creeping commercialization”**
7. Focus on content that's **shareable**
8. Foster **audience engagement**
9. **Local** matters
10. **Extend** your brand
11. Get **visual**
12. Think **mobile** first
13. It's an **Apple** world





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