



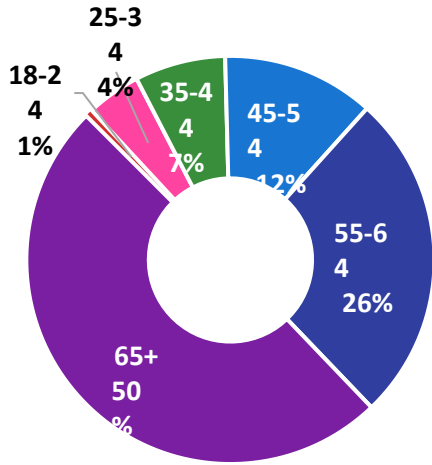
STATIC

MULTIMEDIA NETWORK

Methodology

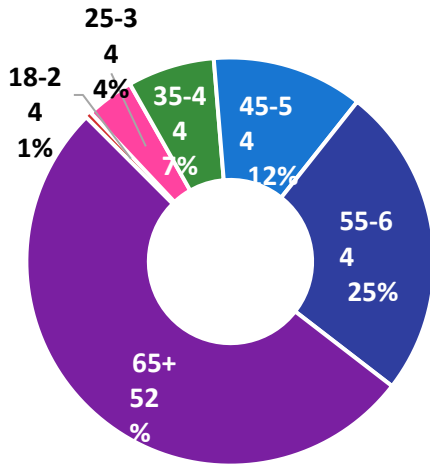
- 69 U.S. Public & Commercial Radio stations
- N = 27,282
- Interview dates: June 7-July 10, 2023
- Most respondents are members of station databases. Some responses were gathered via station websites and/or social media pages.
- All responses were collected online and weighted using Nielsen 2023 market population data.
- This is a web survey and does not represent all Public Radio & Commercial listeners or even each station's audience.

PRTS 2020



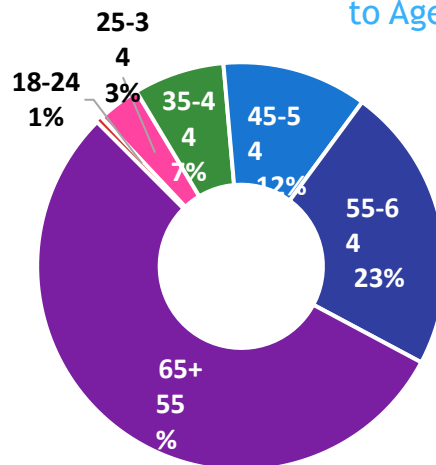
Average age: 61.8

PRTS 2021



Average age: 62.5

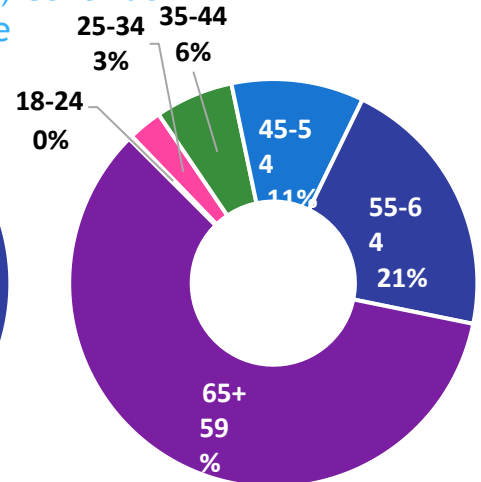
PRTS 2022



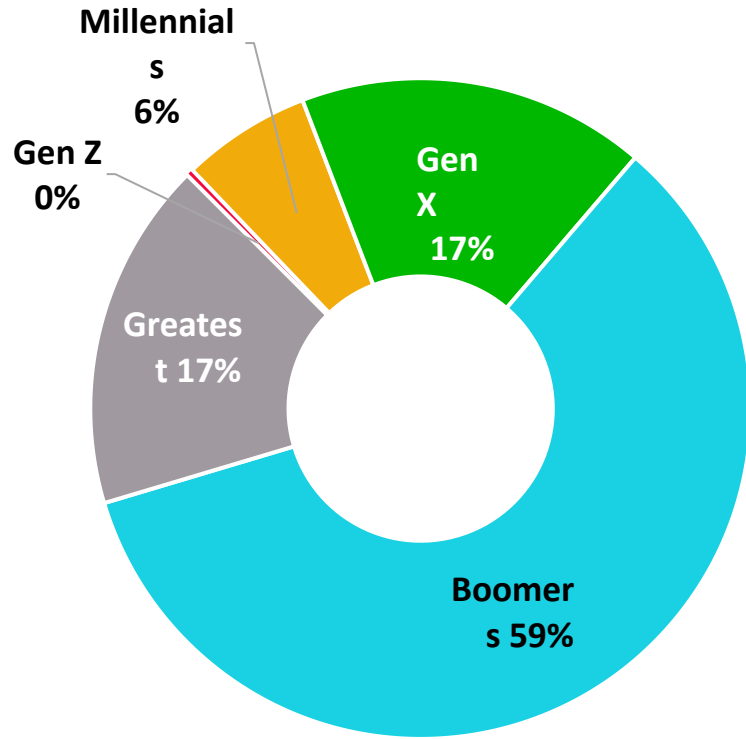
Average age: 63.3

PRTS 2023

(and Public Radio) Continue to Age



Average age: 64.3



Millennials (born between 1981-1996)

Gen X (born between 1965-1980)

Baby Boomer (born between 1946-64)

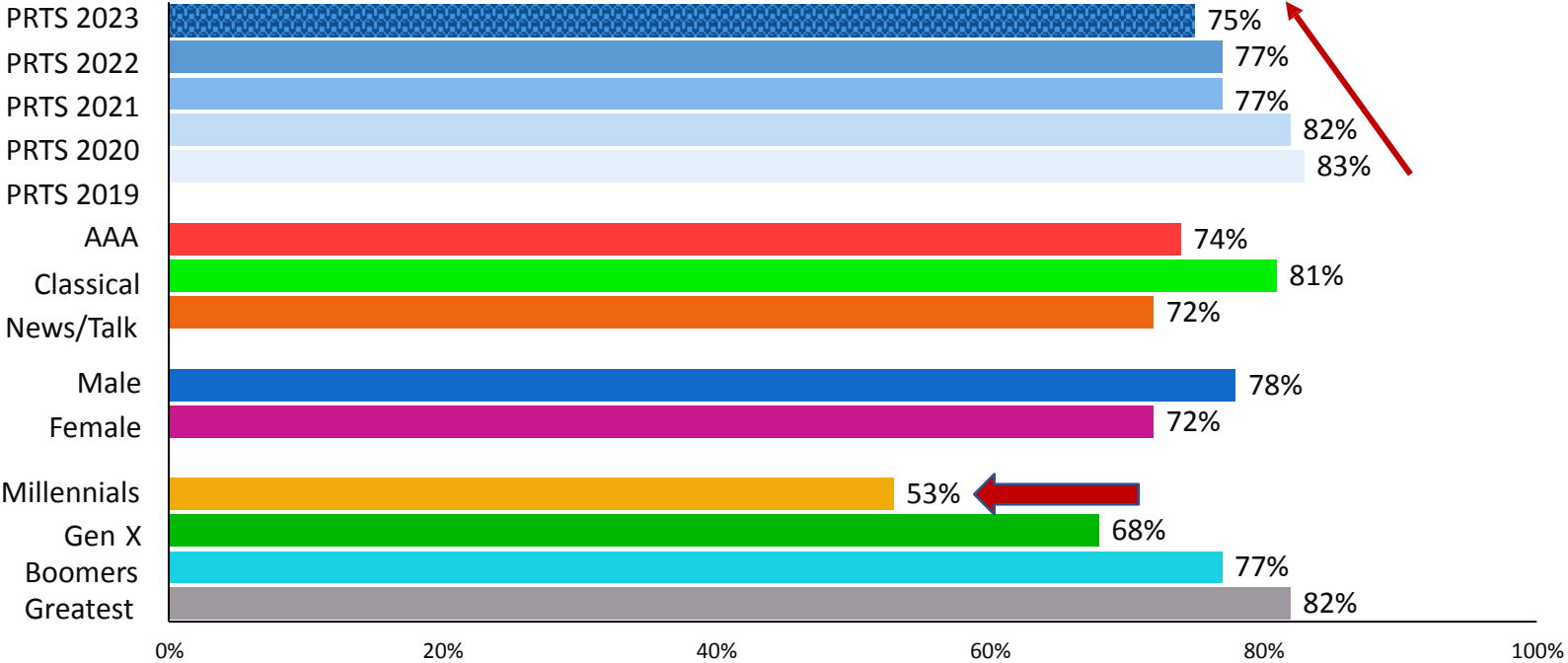
Greatest Generation (born before 1946)

Generations

Key Takeaways

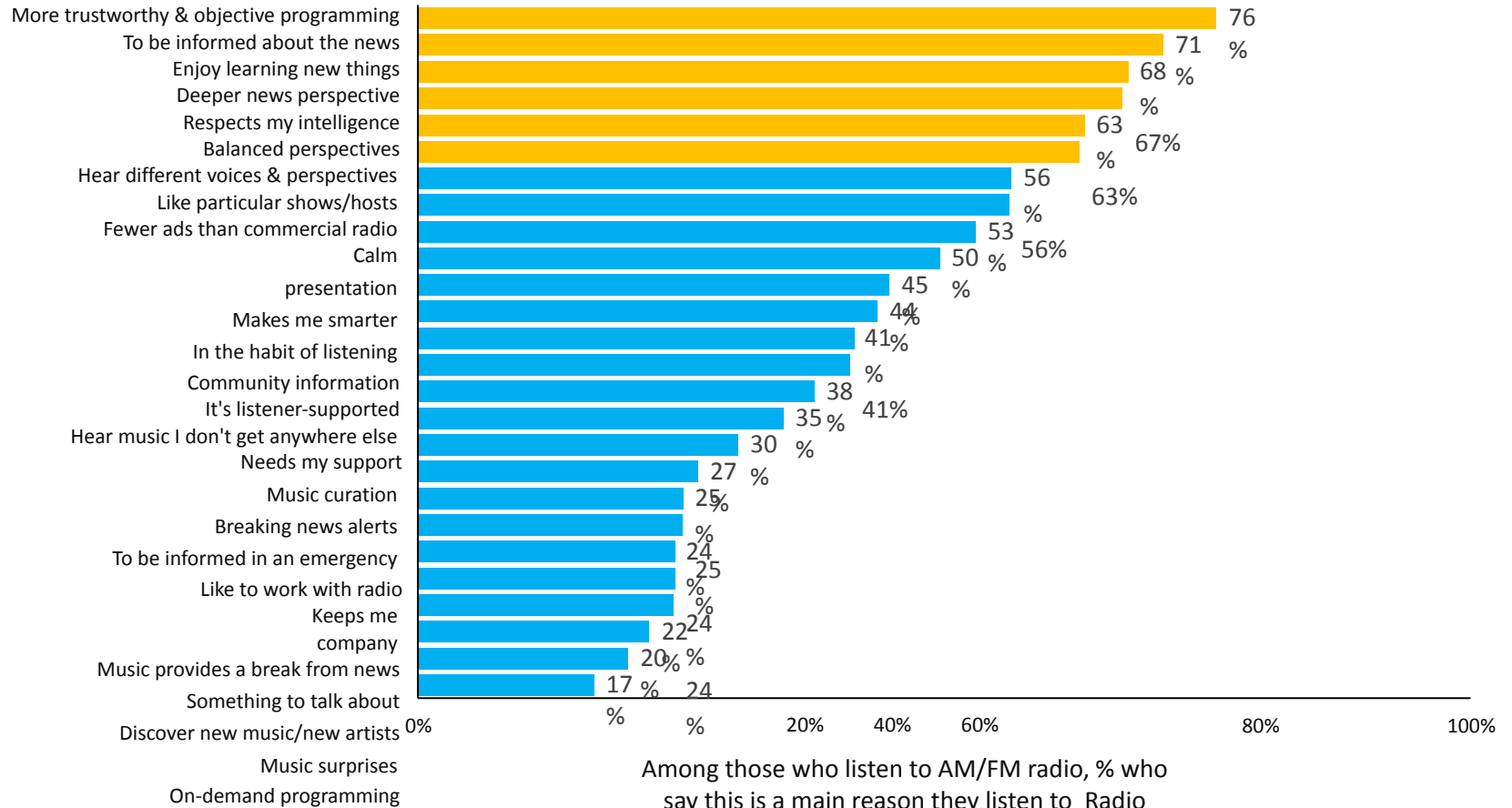
- The COVID recovery is accelerating but in-car listening is still “off.”
- Many of Radio’s vital signs are flat & momentum is down. The audience continues to age at a steady rate.
- Radio’s “recommendation” scores continue to sag.
- Digital listening to Radio stations maintains steady levels.
- Alternative news sources – local daily news podcasts, newsletters – look promising.
- Podcasting continues to be a mixed bag, growing in popularity, but erosive to radio listening. Podcast commercials may be losing some of their impact.
- Online word games have become daily habits for many public radio fans.
- In-car listening has rebounded, but still below pre-COVID levels, while other dashboard options abound as more “connected cars” hit the road. Bluetooth rules!
- Smart speaker ownership has plateaued, but radio streaming is the #1 use case.

Three in Four Have a Regular Radio Where They Live - a New Low; Just Over Half of Millennials Now Own a Radio at Home

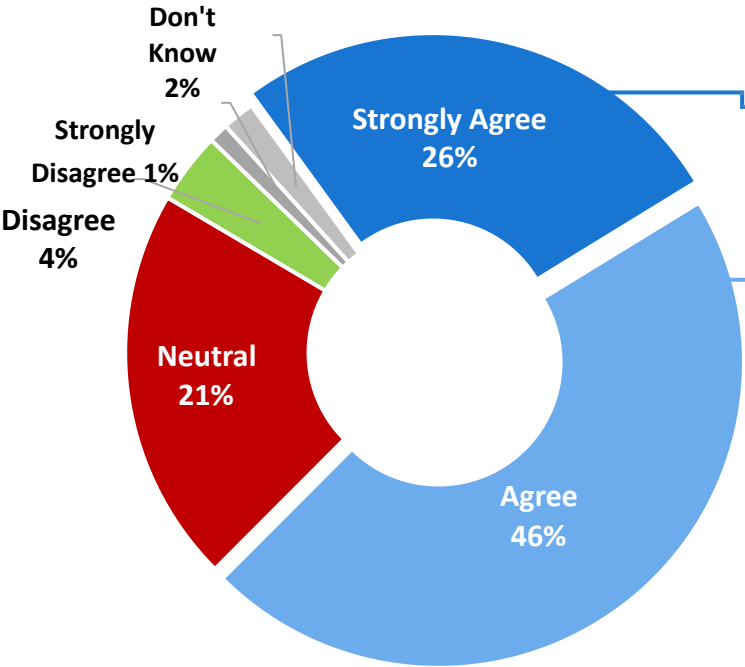


% with a regular radio in working condition where they live that they use

Radio's Core Values are Alive and Well

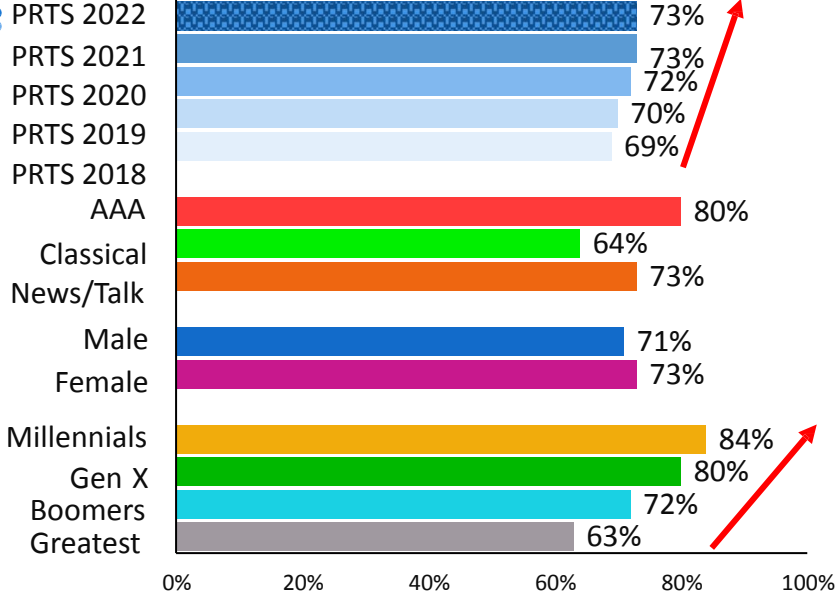


Radio's Local Edge Retains Its Post-COVID Bump

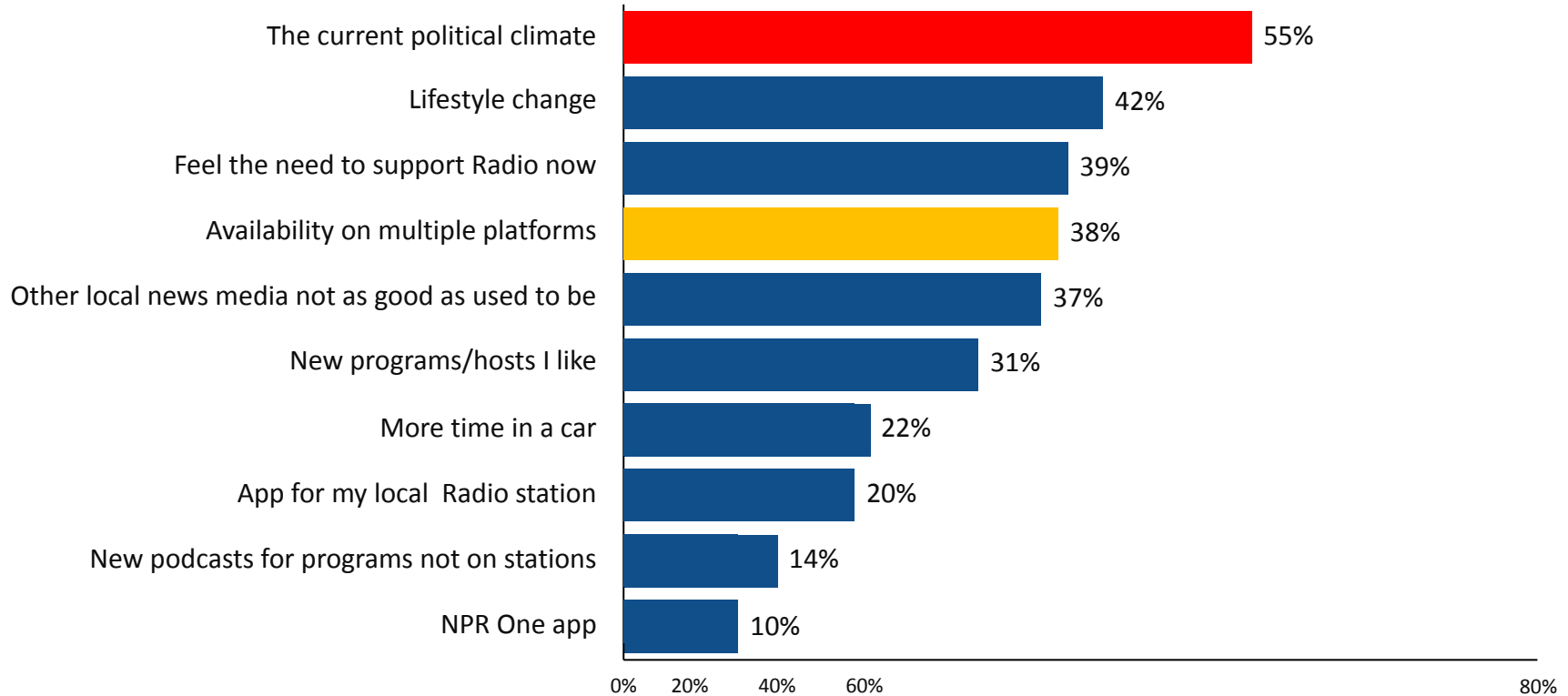


"One of radio's primary advantages is its local feel"

% Agreement (Strongly Agree + Agree)



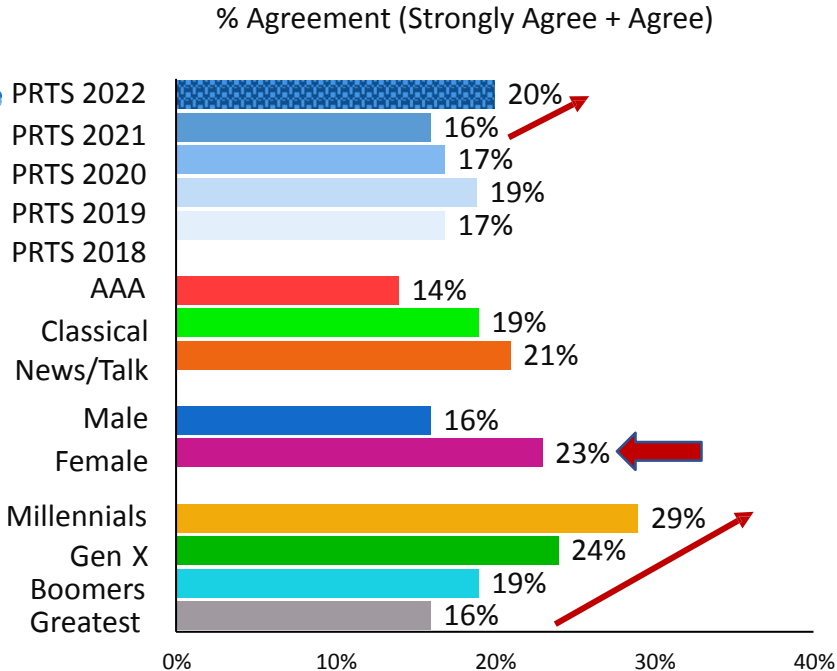
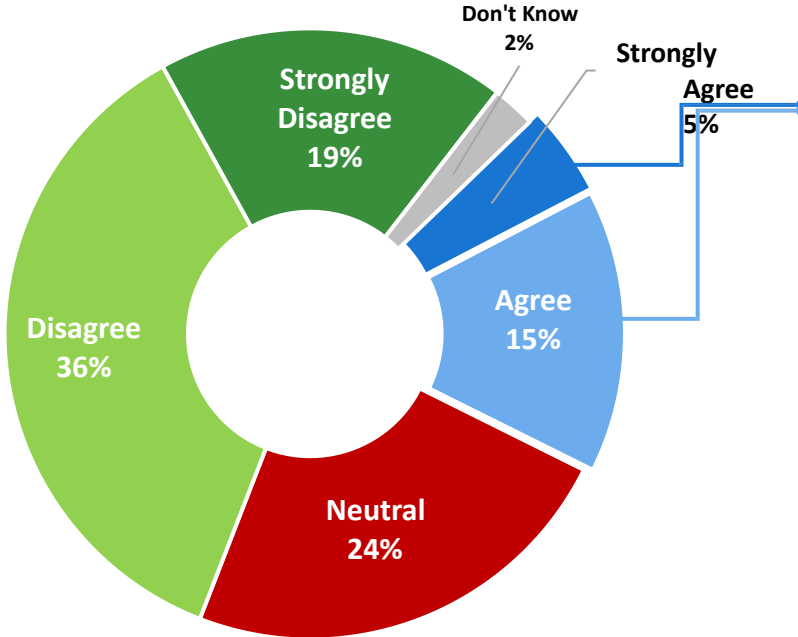
Main Reasons For Listening to Radio [More](#)



Among the 12% who say they are listening to Public Radio more in the past year,

% who say this is a main reason they listen more

Millennials and Gen Xers Say They Are Listening to Less Radio to Get a Break From the News



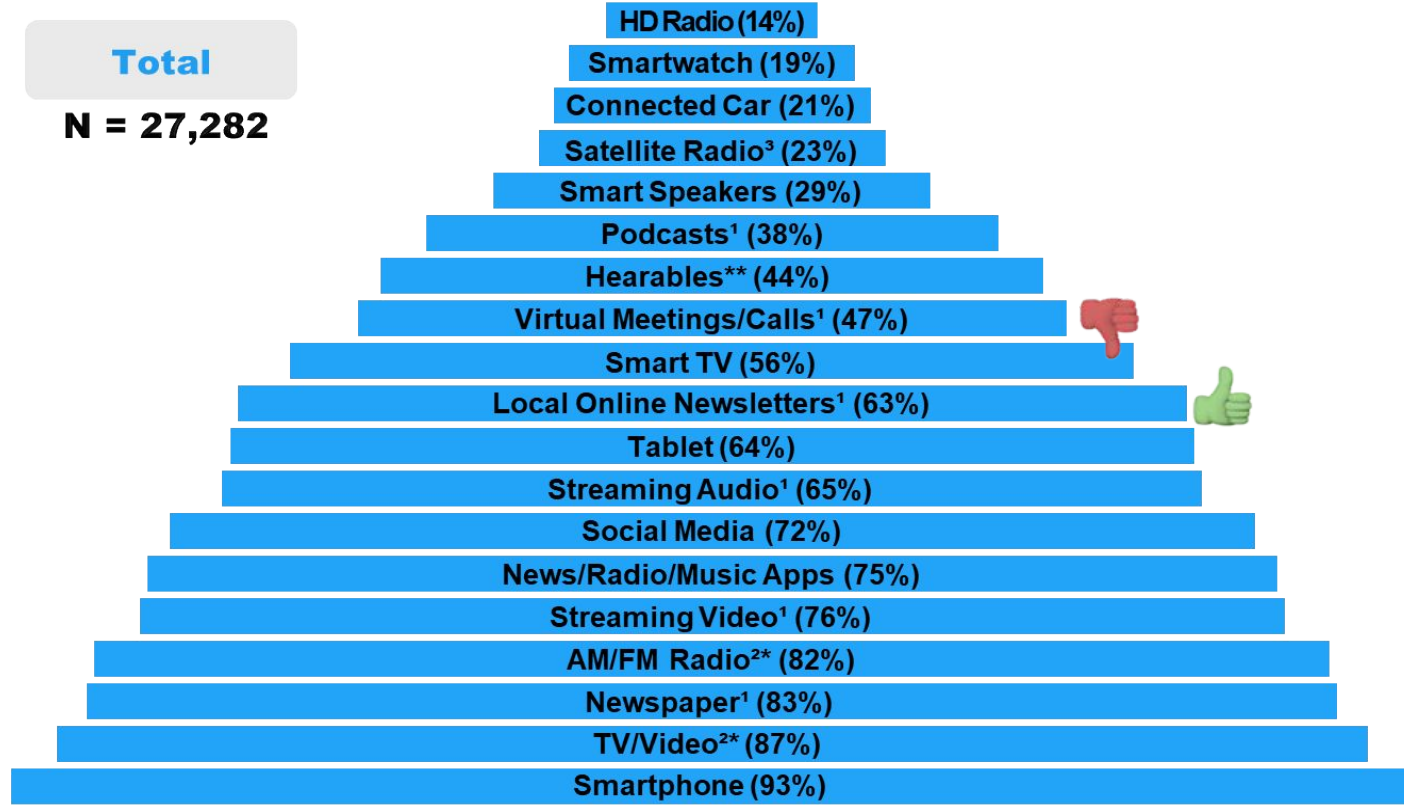
"I find myself spending less time with Public Radio because I increasingly need a break from the news"



Media Pyramid 2022

Total

N = 27,282



Total
PRTS
2021

14%
17%
21%
23%
30%
39%
42%
53%
54%

66%
67%
74%
75%
78%
82%
85%
85%
92%

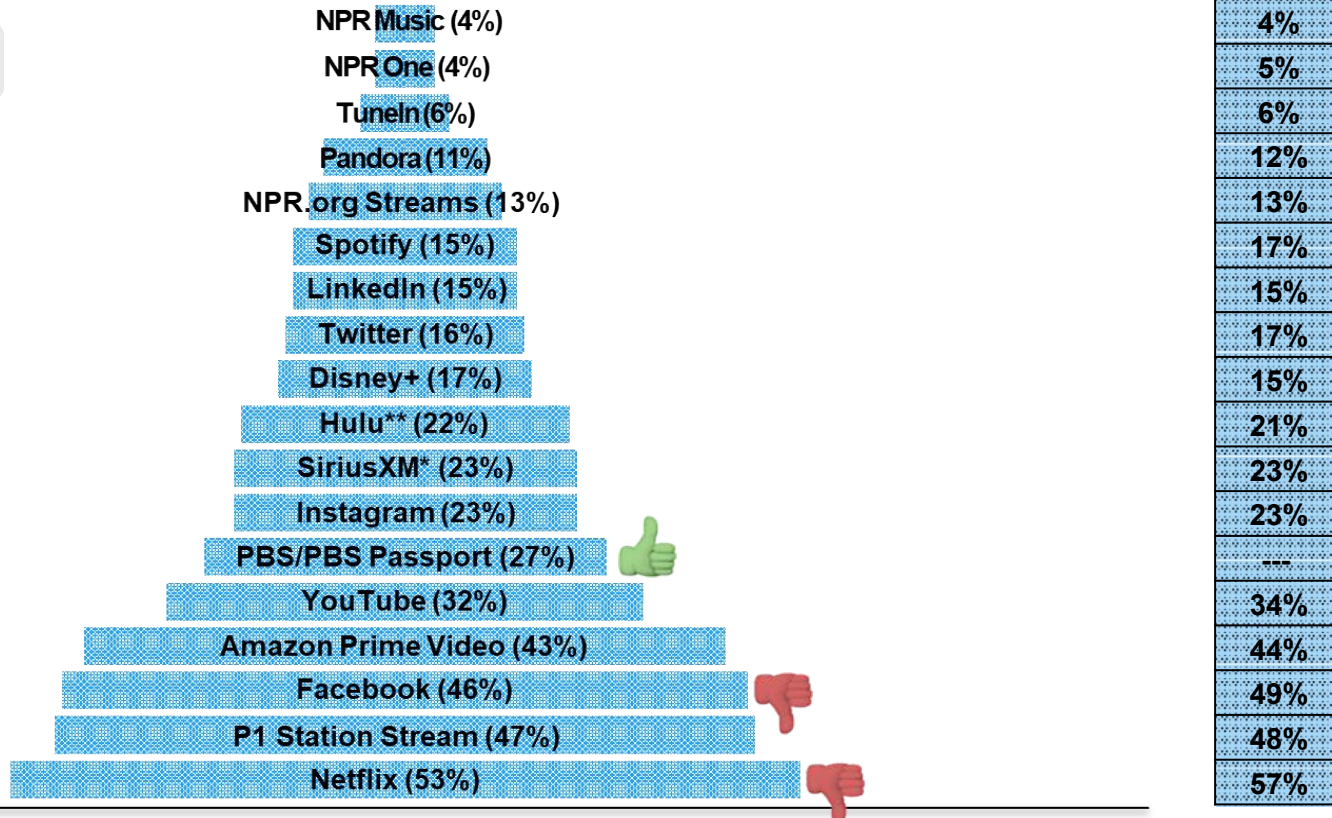
¹ Weekly or more ² 1+ hour per day ³ Paid & trial users *Any platform/device **Wireless headphones/earbuds



Brand Pyramid 2022

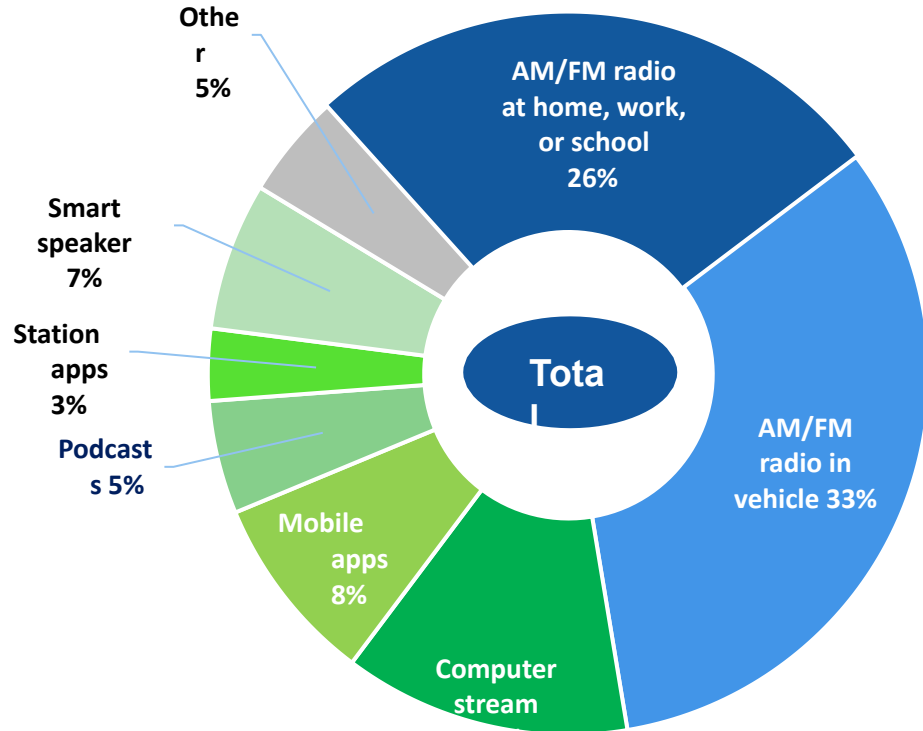
Total

N = 27,282



All weekly use except SiriusXM (*Paid & trial users) **Includes Live TV

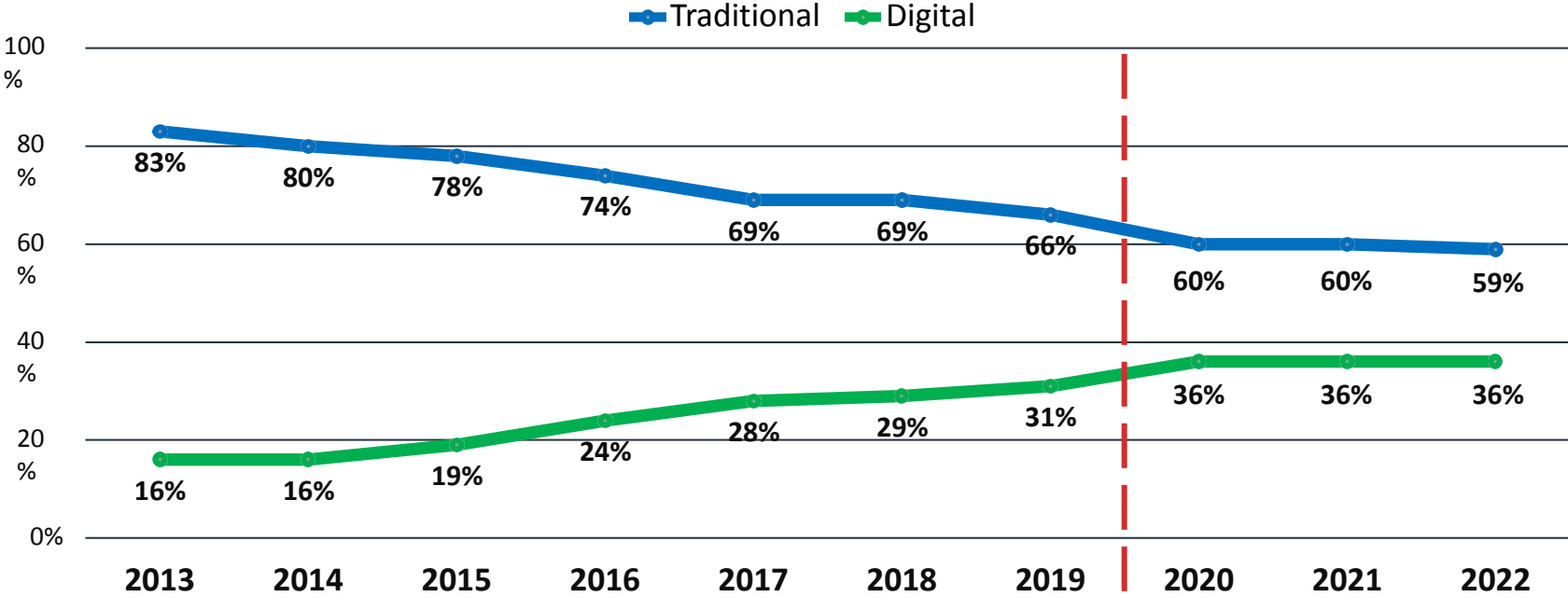
How Do Radio Fans Listen to Their Favorite Stations?



Traditional – 59%
Digital – 36%

% of time spent with P1 station with each platform in a typical week

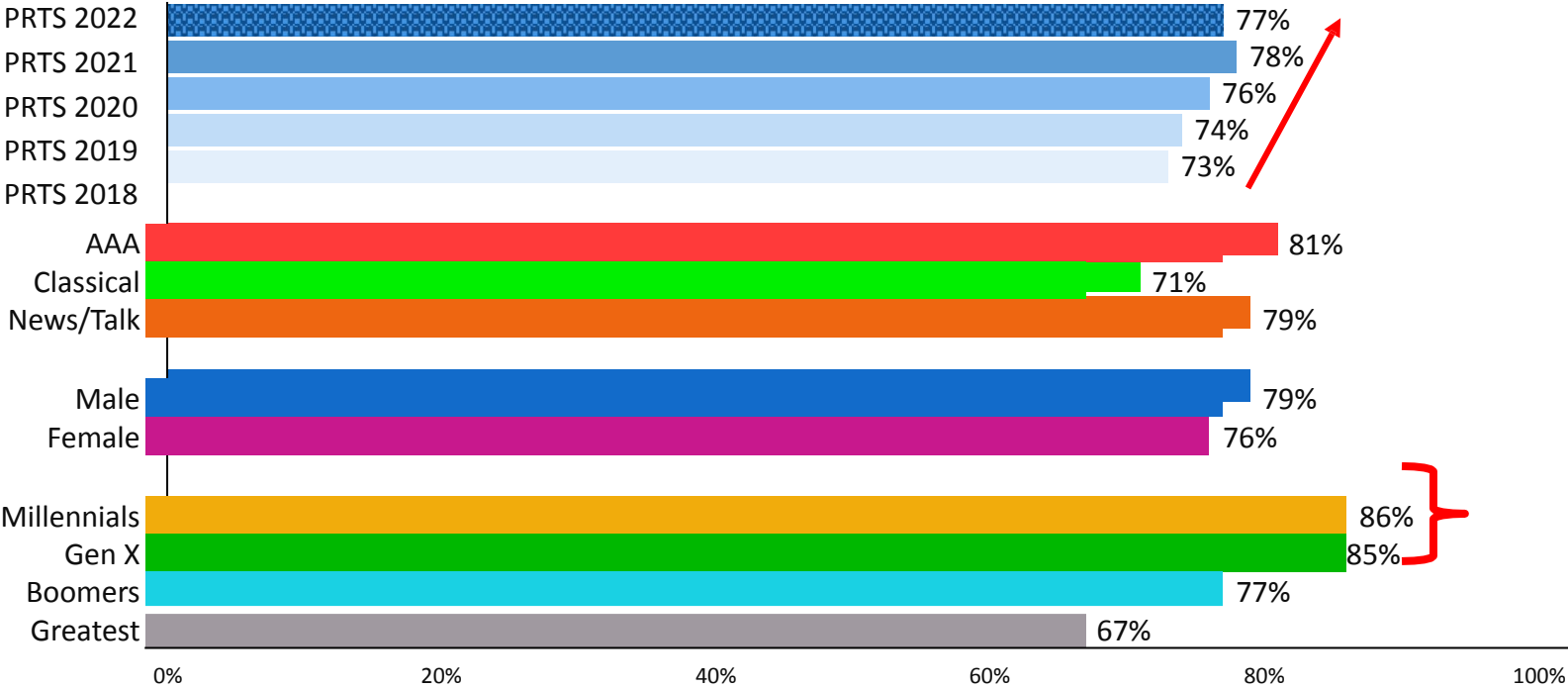
P1 Station Listening Platforms: Traditional vs. Digital



% of time spent with P1 station in a typical week via traditional platforms (an AM/FM radio at home/school/work or in a vehicle)

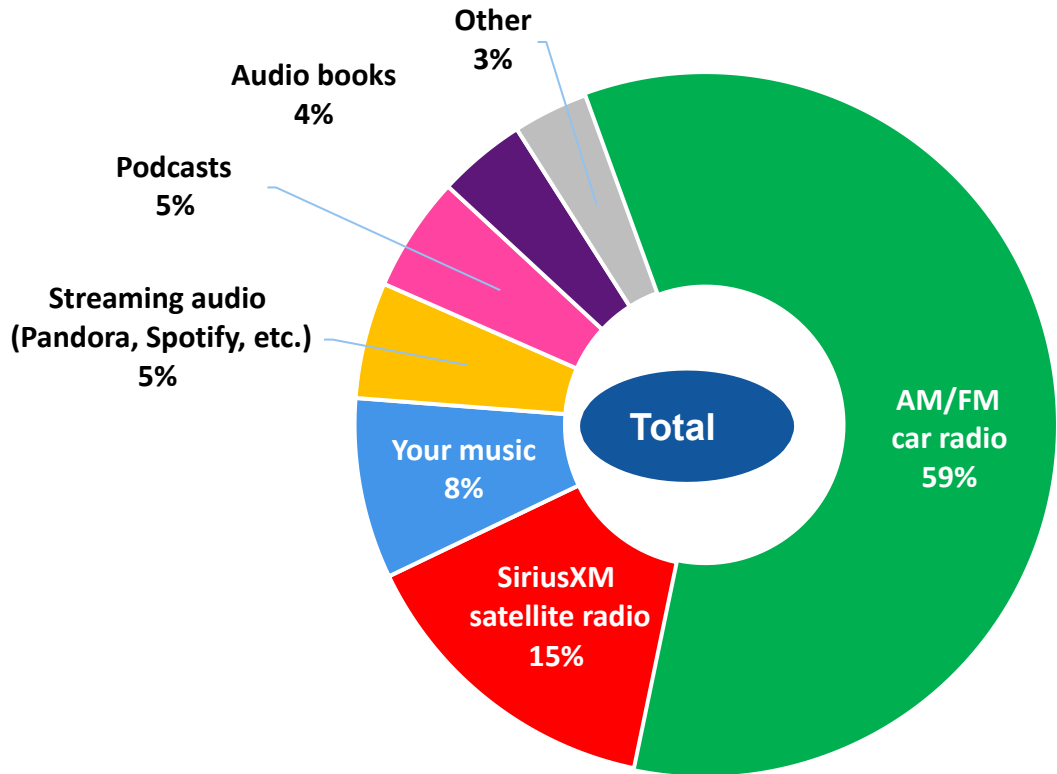
via digital platforms (computer, mobile/MP3 apps, podcasts, smart

More Than Three in Four Can Now Connect a Smartphone in Their Cars, Especially Millennials and Gen Xers



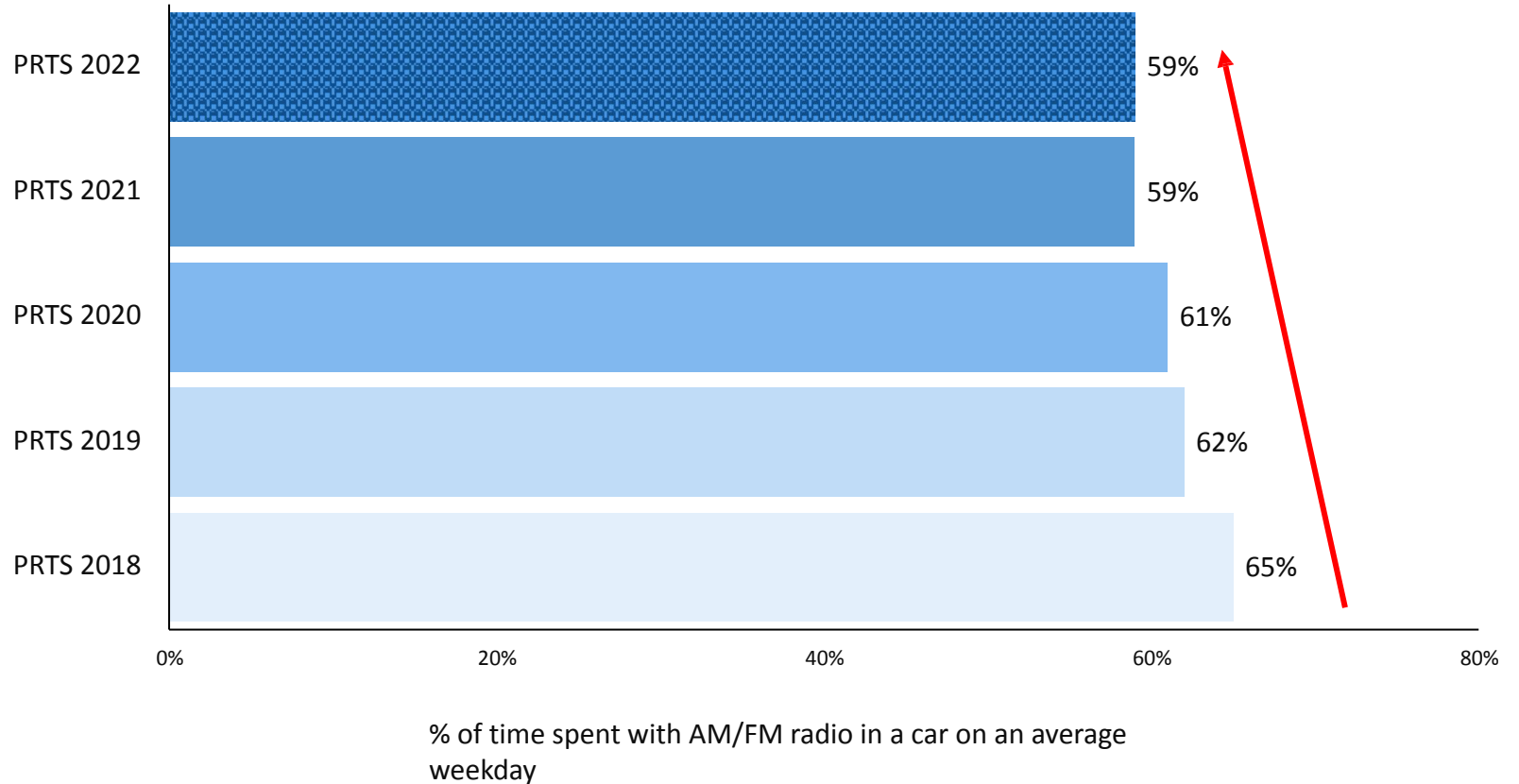
Among smartphone owners who spend time in a car,
% who have a way to connect their smartphone to their car

Broadcast Radio Continues Its In-Car Audio Dominance

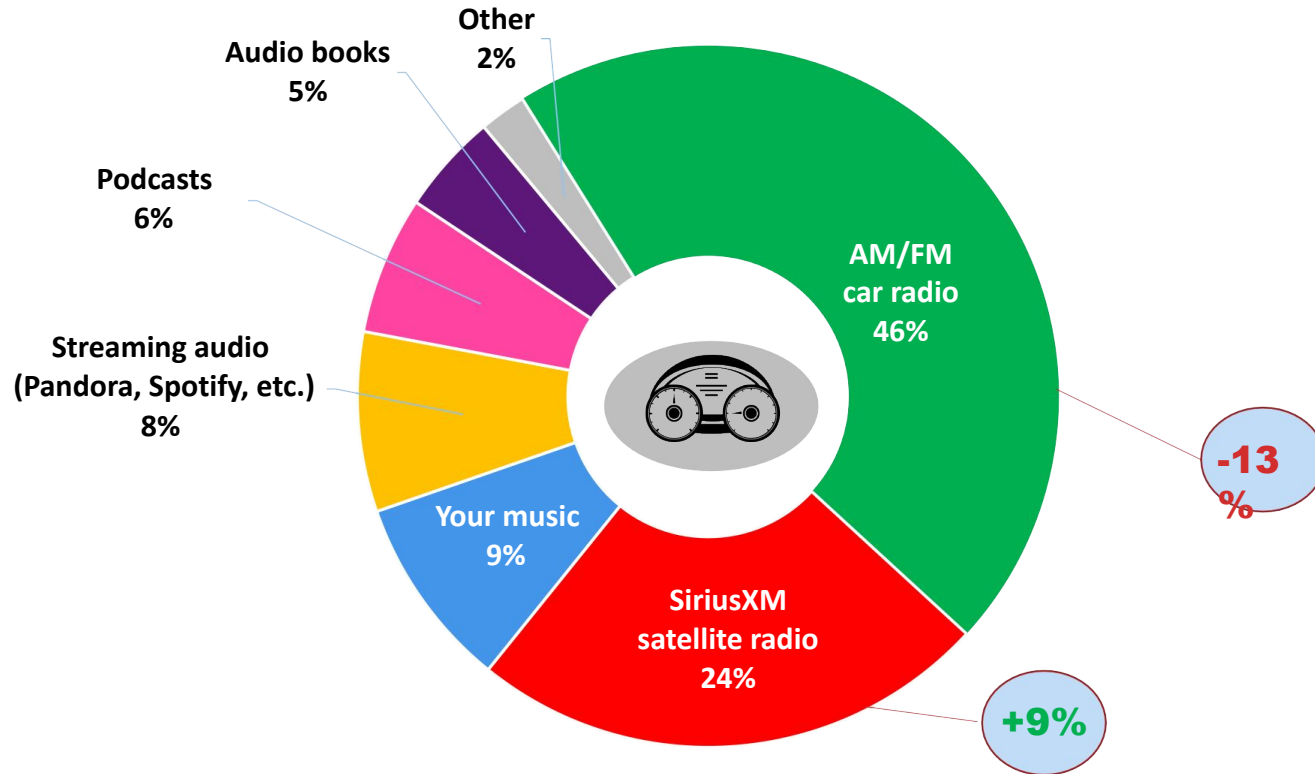


% of time spent in a car with each source on an average weekday

But AM/FM Radio Listening in the Car Continues to Erode

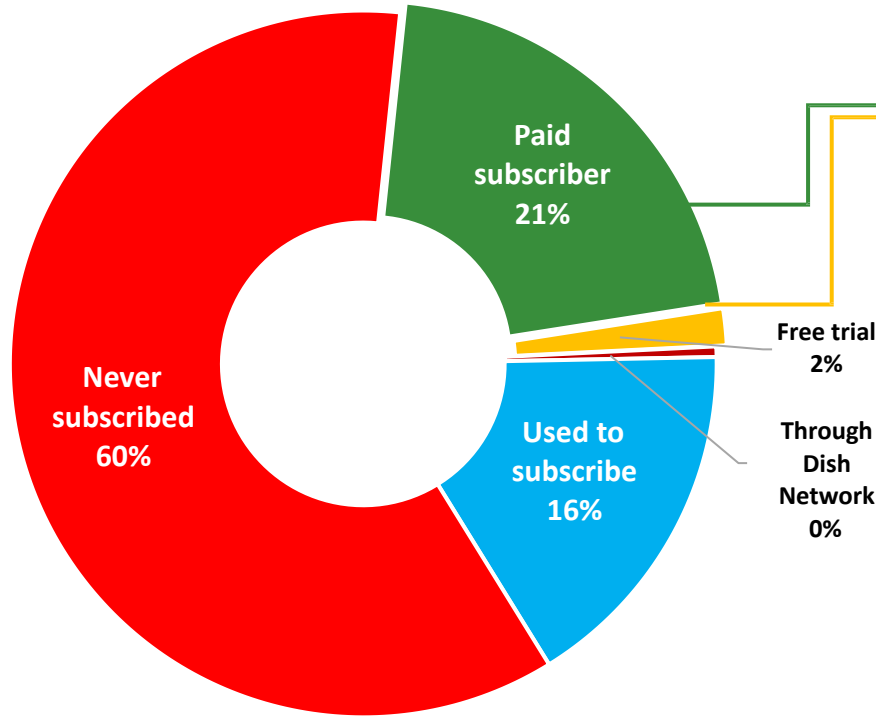


Among Those Who Own Cars With “Connected Systems,” a Majority of Time Spent With Audio Is Digital or SXM

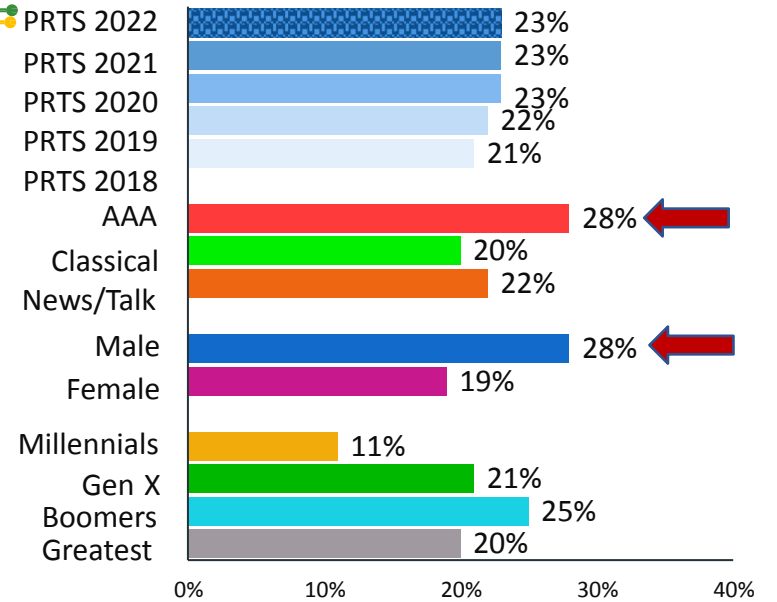


% of time spent in a car with each source on an average weekday

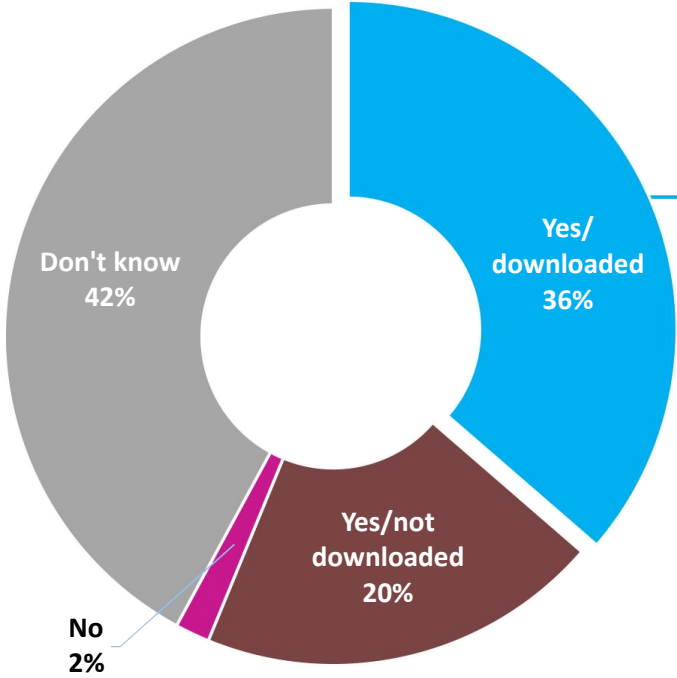
Just Under One in Four Has a SiriusXM Subscription, Especially Men, Triple A Fans, and Baby Boomers



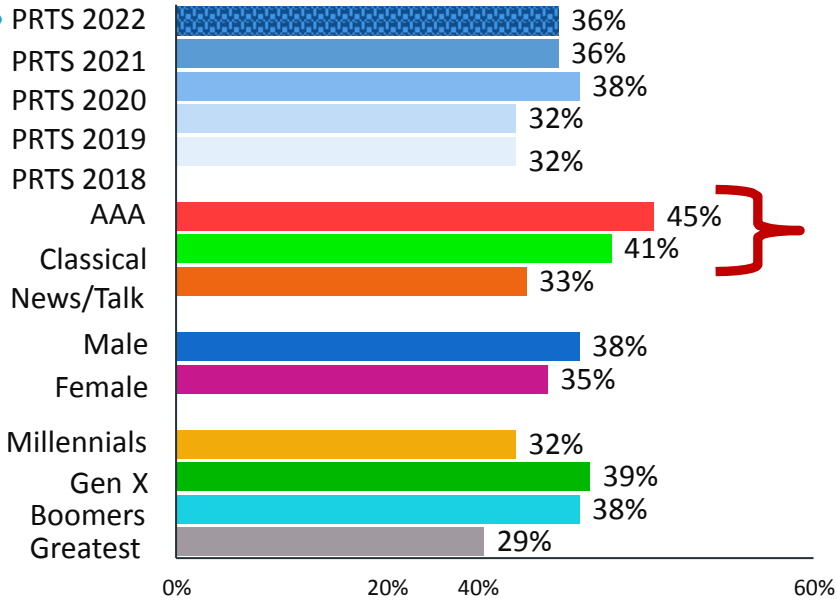
% Who Have a SiriusXM Satellite Radio Paid/Free Trial Subscription



More Than One in Three Mobile Device Owners Has Downloaded Their P1 Station's App, Highest Among Music Fans



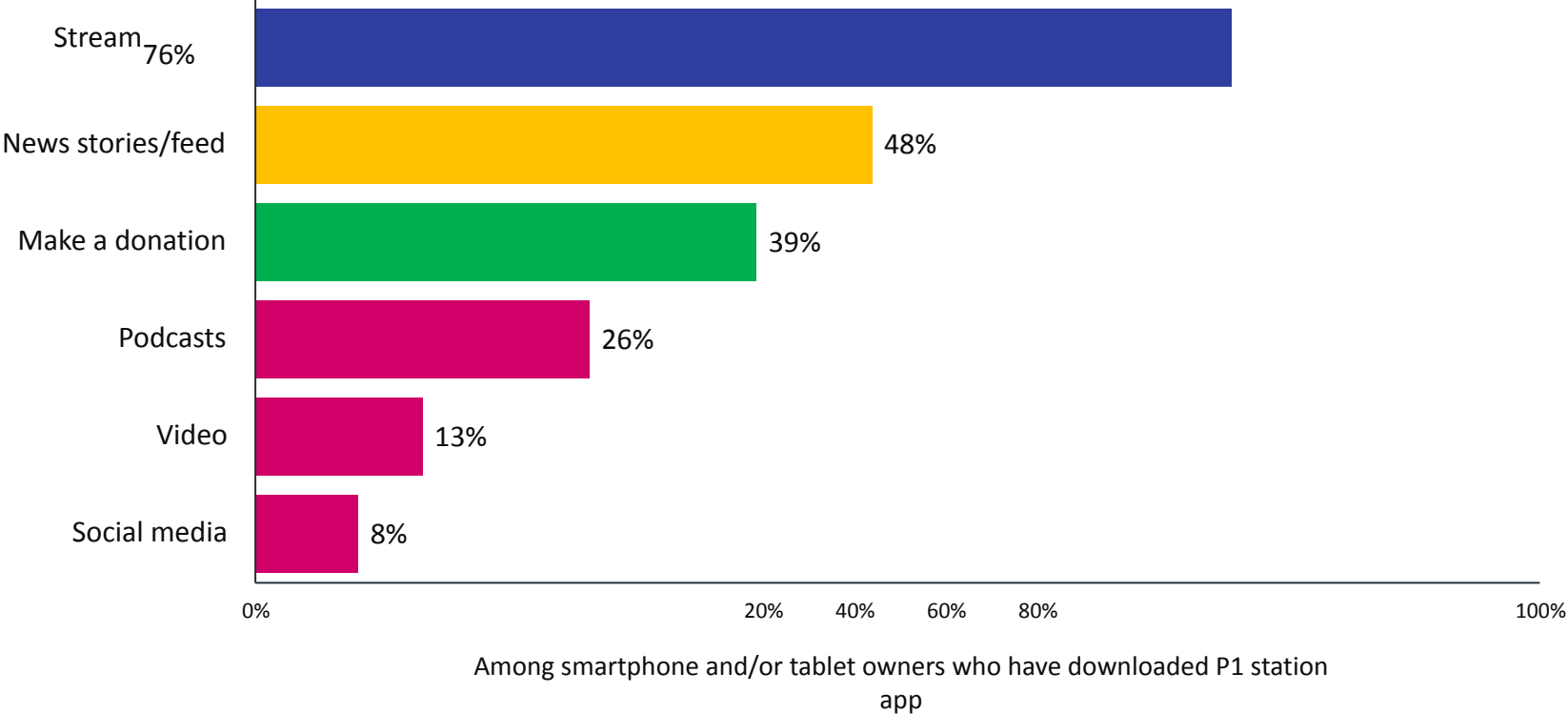
% Who Have Downloaded P1 Station App



Among smartphone and/or tablet owners

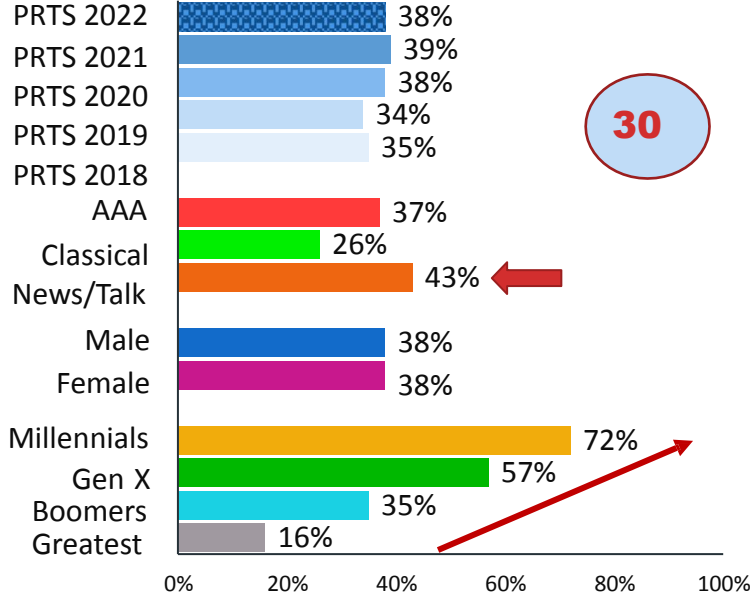
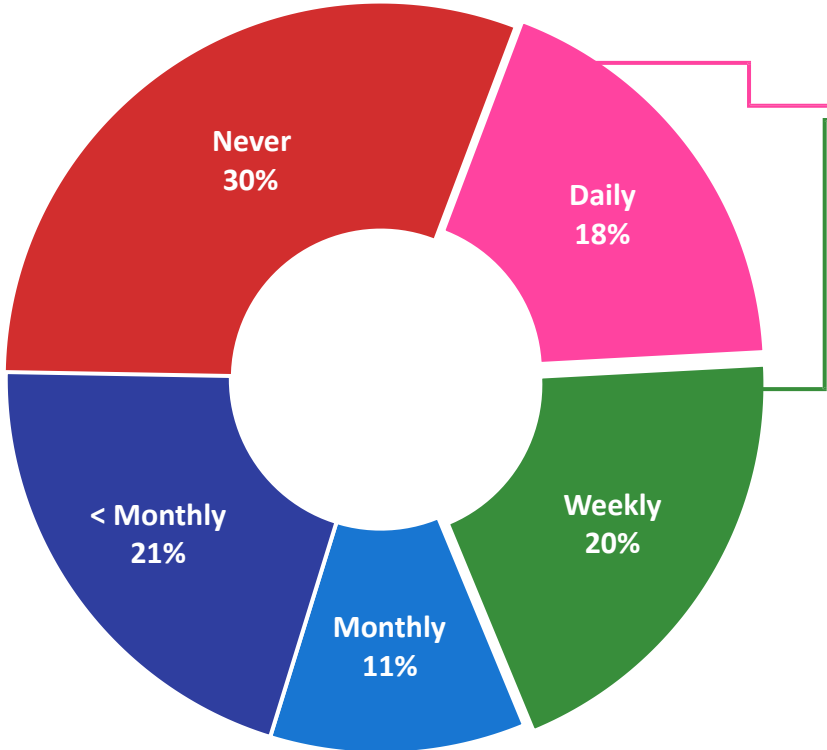
The Stream Is the Most Used Feature Among Those Who Have Downloaded their P1 Station's App; Half Use the News Feed

% Who Use Each P1 Station App Feature "Frequently" or "Occasionally"

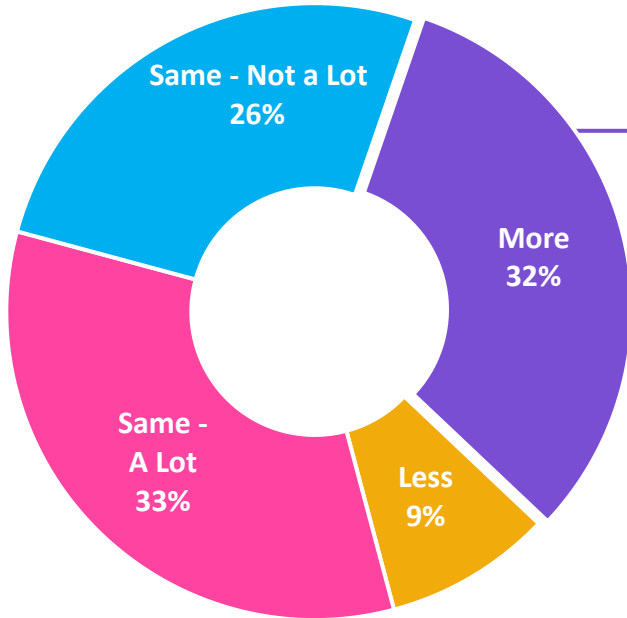


Podcasts Reach Nearly Four in Ten Weekly, Especially Among Gen Xers, Millennials and News/Talk Fans

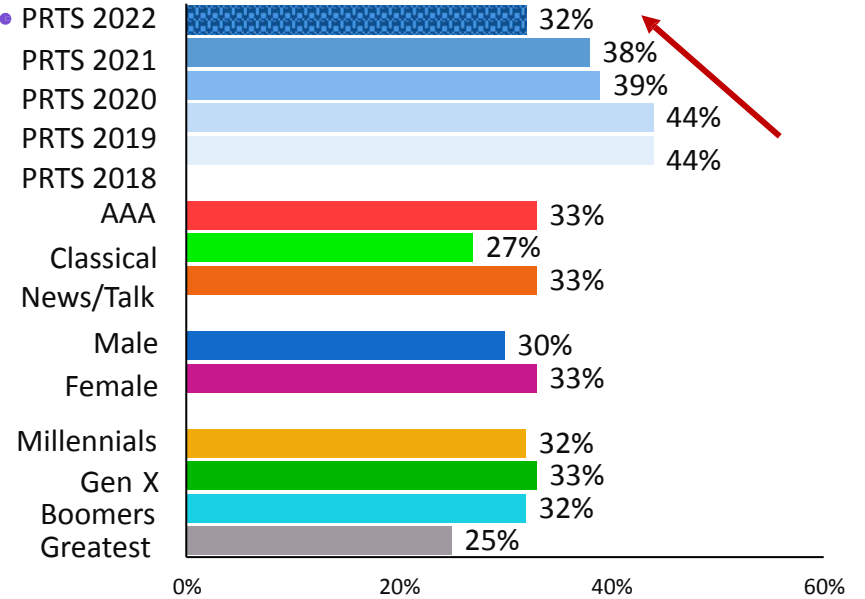
% Who Listen to Podcasts/On-Demand Audio Weekly or More



Podcast Momentum Has Cooled Considerably During the Past 5 Years

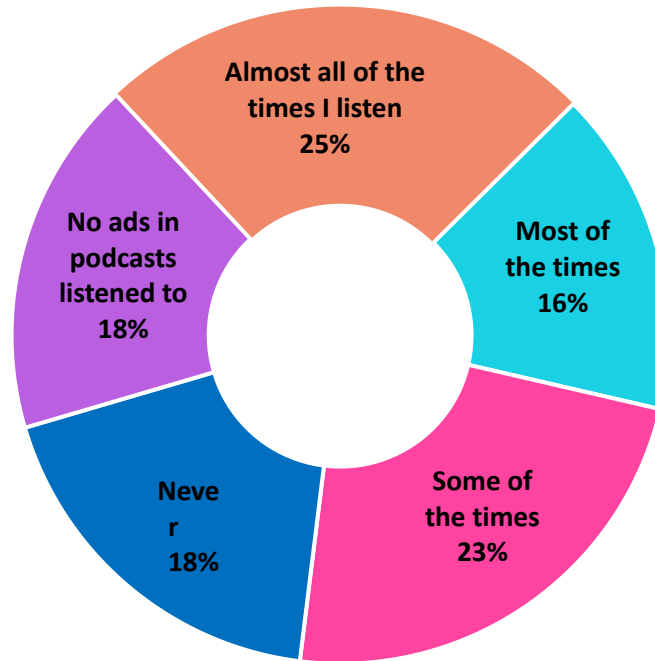


% of Weekly Podcast Listeners Who Say They Are Listening to Podcasts/On-Demand Audio More in the Past Year



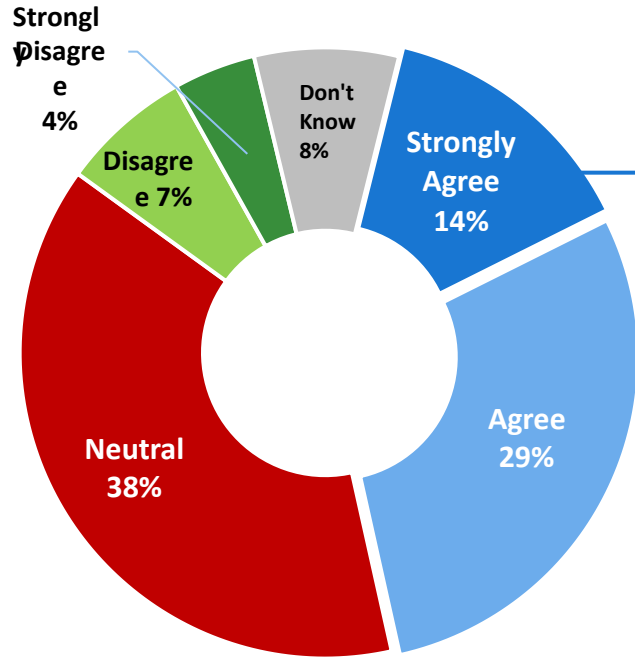
One in Four Weekly Podcast Listeners Skip Ads Almost All of the Time; About One in Five Never Skips Ads

“How often do you skip through ads you hear in the podcasts you regularly listen to?”



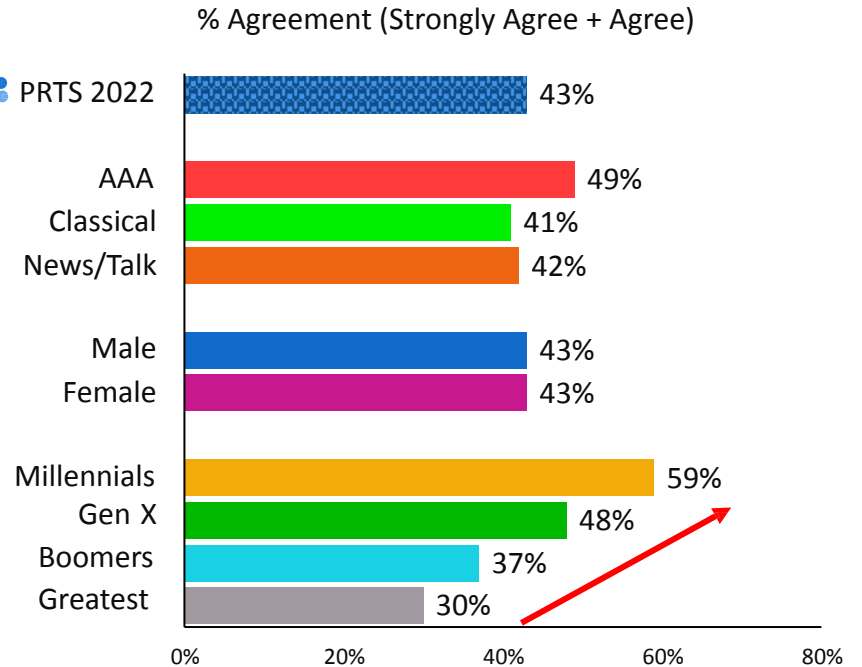
Among weekly podcast listeners

Ads Read by Podcast Hosts Are Preferred to Produced Spots, Particularly Among Younger Generations

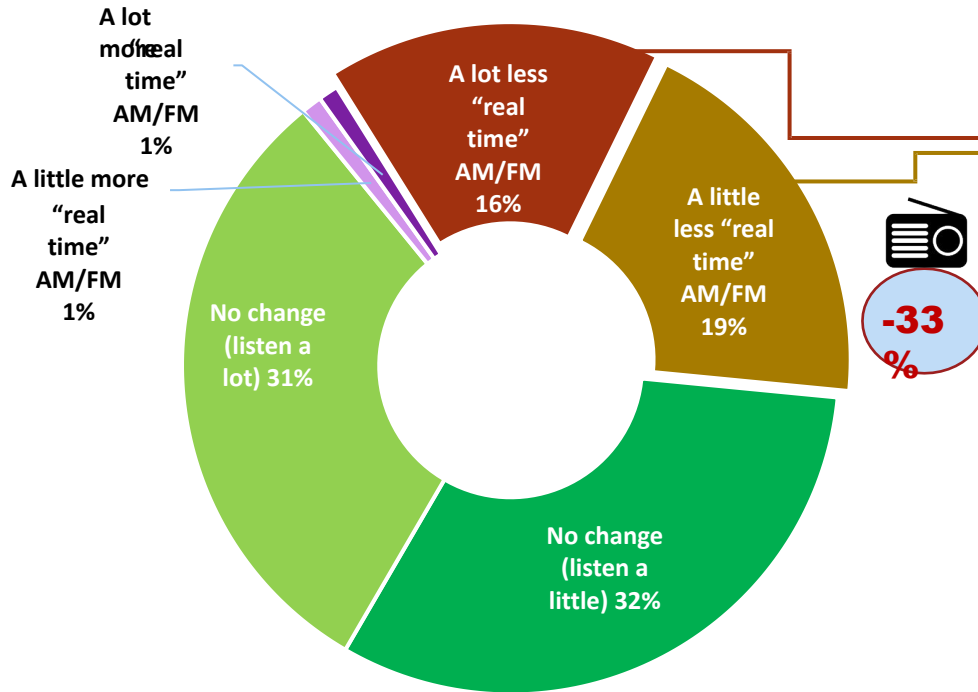


"I prefer to hear ads read by podcast hosts rather than produced ads"

Among weekly podcast listeners who hear ads in podcasts they regularly listen

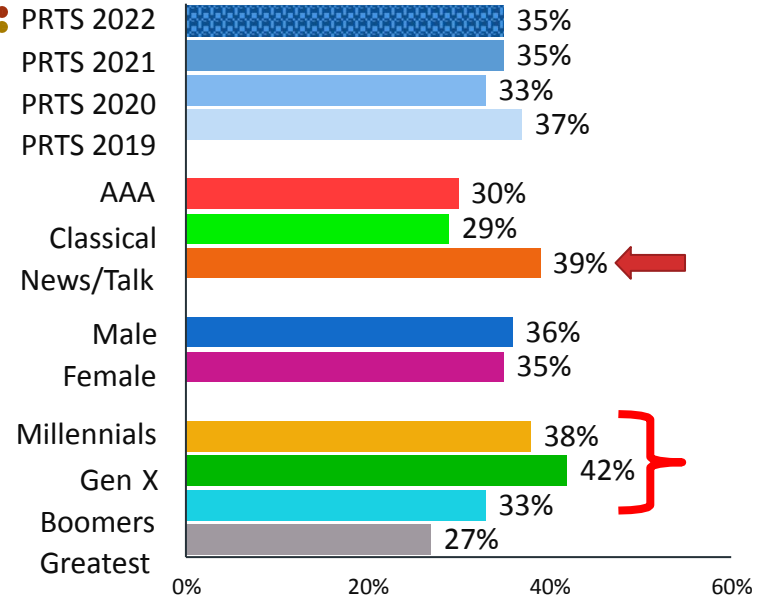


More Than One-Third of Weekly Podcast Users Spend Less Time With Radio, Especially News/Talk P1s

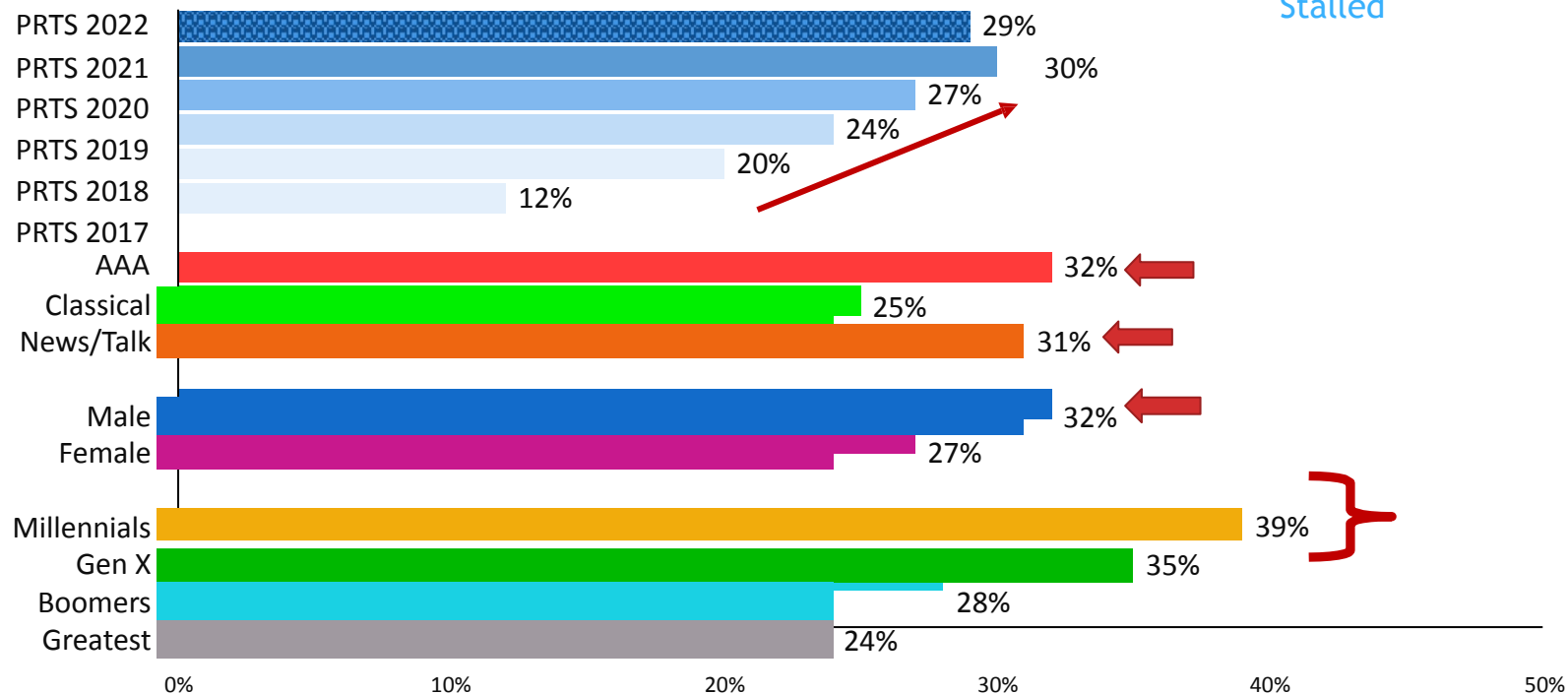


"As a result of listening to podcasts, how has it impacted your 'real time' AM/FM radio listening?"

% of Weekly Podcast Listeners Spending Less Time (A Lot + A Little) With "Real Time" AM/FM Radio

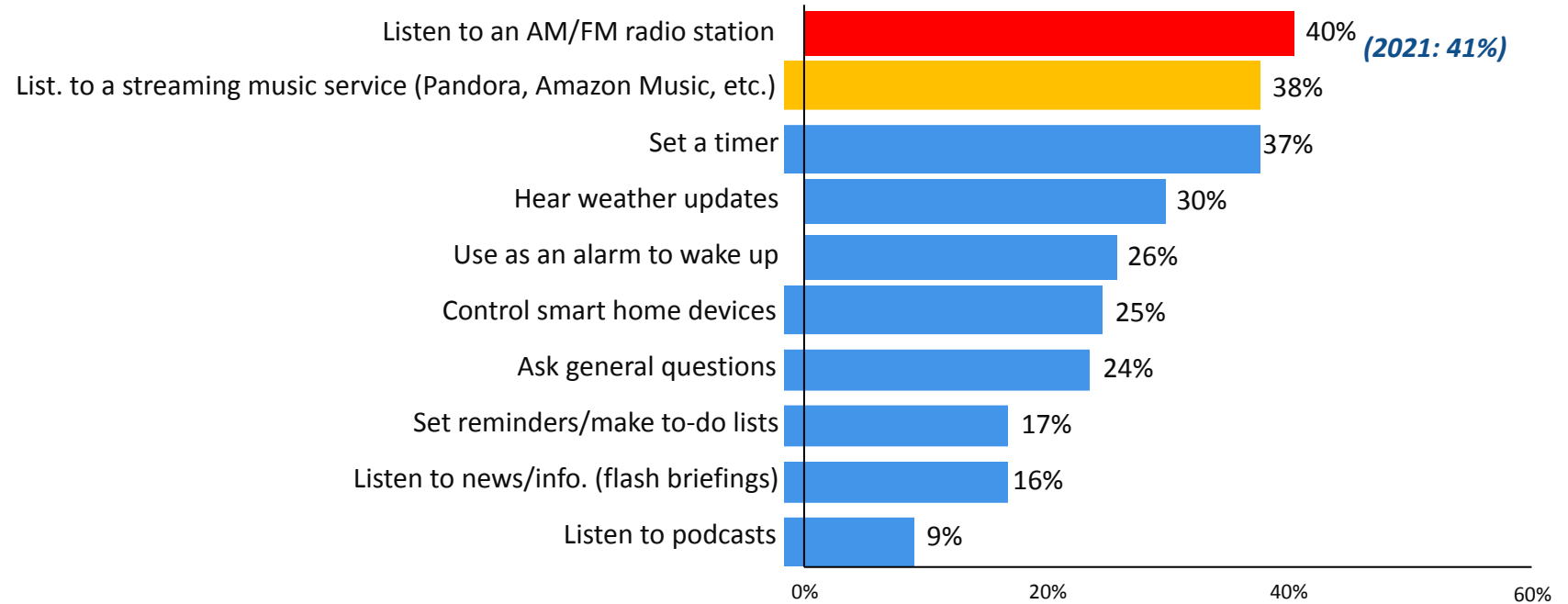


Smart
Speaker
Growth Has
Stalled



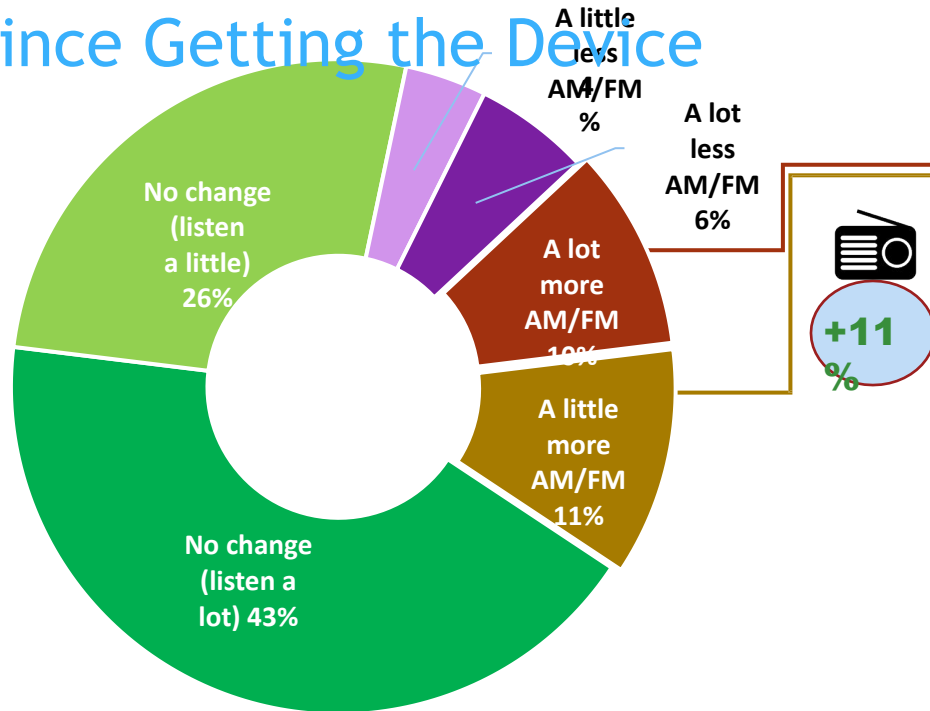
% who own a smart speaker (Amazon Alexa, Google Nest Audio/Home, etc.)

Listening to AM/FM Radio Stations Is the Top “Use Case” for Smart Speakers, a Huge Opportunity for Radio

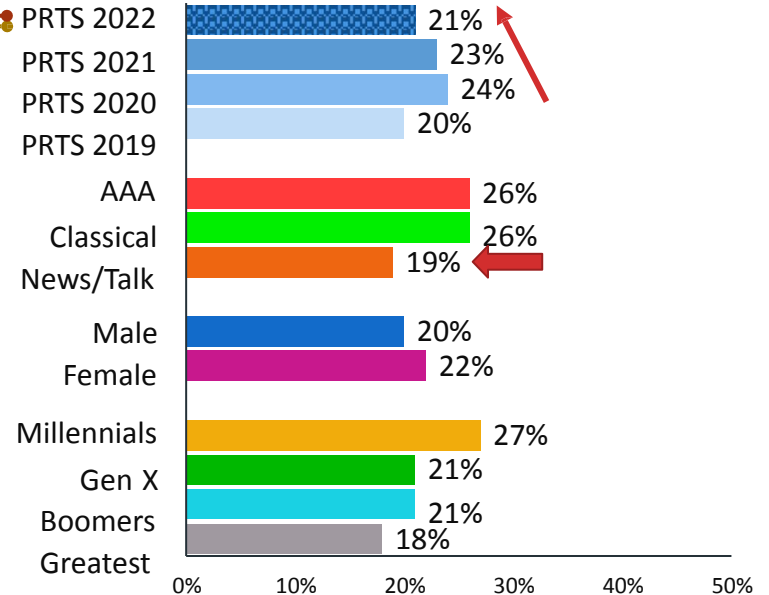


% of smart speaker owners who “frequently” use their device(s)
in each way (most mentioned uses; 9% or more)

About One in Five Smart Speaker Owners Reports Spending More Time Listening to AM/FM Radio Stations Since Getting the Device



% of Smart Speaker Owners Spending More Time (A Lot + A Little) With AM/FM Radio Since Getting the Device



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

04

OUR LISTENERS HAVE MORE CHOICES THAN EVER BEFORE.

In an already over-crowded media market, The North's target demographic are bombarded with numerous entertainment options. Music services such as Spotify have made huge inroads in recent years but listeners are also navigating television, YouTube, Netflix, social media platforms like Twitter, Instagram & Facebook, online gaming platforms, podcasts, VR Headsets and much more. Some listeners are even opting to listen to out of market radio stations via streaming platforms like Alexa, Google Nest and TuneIn.



05

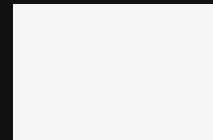
RADIO MUST EVOLVE AGAIN

TRadio must be everywhere its potential members live.

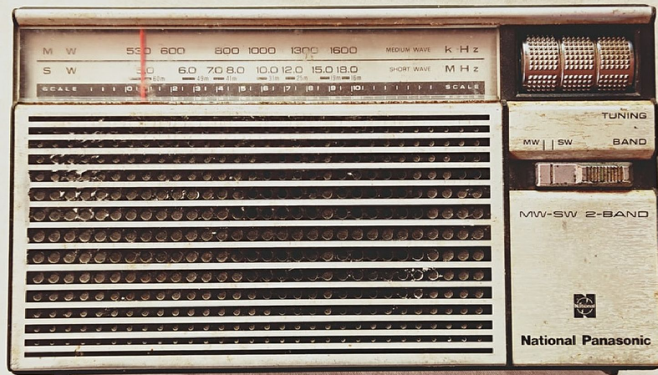
Public radio audiences are among the most likely to convert to online listening options (streaming via computer/mobile device/Alexa)

AAA audiences are **also** the most likely of ALL radio listeners to turn to their favorite radio station for new music discovery - moreso than digital-only options like Spotify.

But - these listeners also expect authoritative content from their radio station on-par with other, national media sources.

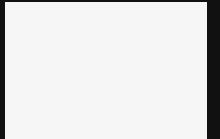


OUR AUDIENCE IS ROOTING FOR US.



While Boomer audiences remain the most loyal to radio, Gen-X is often indifferent but still sees radio as a viable entertainment option. Millennial and Gen Z audience members are the most likely to bail on radio for DSPs and music related content on platforms such as YouTube and TikTok.

Younger audience members are most likely to convert to radio because of OTHER content provided by the station (i.e. they frequent our website for entertainment and information & eventually become a P1 listener).





WHO ARE THESE PEOPLE?

Our target listener is 25-54 years old with a narrow target of Persons 35-45. Women account for the largest underserved population in this age cell.

They are upwardly mobile adults. About 43% of our target audience makes over \$75K per year - above most state's overall median income.

They are educated. 66% have earned a Bachelor's Degree or higher.

They are engaged. Our target spends a great deal of time on social media platforms and are willing to support local events and businesses.