Listener Survey

### NPR/Public Radio Platforms Used in Past 30 Days
- Broadcast radio: 81%
- NPR Podcasts: 70%
- NPR.org: 55%
- Station website: 49%
- Streaming radio: 37%
- Facebook: 32%
- NPR One app: 20%
- Twitter: 19%
- Smart speaker: 18%
- Other NPR app: 14%
- NPR Music: 13%
- NPR on Sirius-XM: 11%

### Made a Financial Contribution In Past 12 Mos.
- Your local public radio station: 62%
- To a radio program or podcast directly: 25%
- A public radio station outside your local area: 19%
Key Findings

• Listeners agree NPR is a trusted source of news that improves the quality of their lives and is highly valued as a public service.

• Perceived quality of NPR coverage remains very high, especially for topics most important to listeners – investigative coverage, federal government, international news and the environment.

• Among regular listeners, NPR continues to surpass competitors in perceived coverage quality across nearly all topics.

• NPR coverage drives conversation as well as further research, advocacy and action by listeners.
Listeners agree that NPR . . .

- Makes a vital contribution to American society: 97%
- Provides me with news and information I can trust: 97%
- Enhances my understanding of domestic issues and politics: 96%
- Enhances my understanding of world issues and politics: 96%
- Improves the quality of my life: 94%
- Puts a personal, human face on news events: 90%
- Educates me about cultural perspectives different from my own: 90%
- Provides me with information that other media outlets do not provide: 89%
- Encourages me to reflect on my values and beliefs: 88%
- Is independent and free from commercial influence: 83%
- Inspires me to take a more active role in my community and world: 72%

Base: NPR listeners, n=575
How listeners rate the value of NPR compared to other public services

Base: NPR listeners, n=575
How listeners rate the importance of NPR coverage, by topic

Investigative journalism: 80%
State and Federal government: 71%
International news: 69%
Environment: 64%
Science: 60%
Healthcare: 52%
Criminal justice/policing: 47%
Education: 46%
Disadvantaged communities: 42%
Cultural diversity: 42%
Technology innovation: 34%
Books: 24%
Business: 23%
Arts/entertainment: 22%
Music: 19%
Veterans: 19%
Religion and belief: 12%
Parenting: 8%

Base: NPR listeners, n=575
Listeners recall of topics covered by NPR (on at least weekly basis)

- *International news: 93%
- *State and federal government: 92%
- Business: 82%
- *Science: 76%
- *Environment: 74%
- Arts/entertainment: 74%
- *Healthcare: 69%
- *Investigative journalism: 68%
- Technology innovation: 68%
- Cultural diversity: 63%
- Criminal justice/policing: 61%
- Disadvantaged communities: 52%
- Music: 52%
- Education: 47%
- Books: 37%
- Veterans: 26%
- Religion and belief: 25%
- Parenting: 12%

Base: NPR listeners, n=575  *Topics listeners considered most important
Quality of NPR Coverage

Mean Score on 10-pt scale where 10=very high quality

Base: NPR listeners, n=575 *Topics considered most important
Where listeners get other news

Base: NPR listeners, n=575

<table>
<thead>
<tr>
<th></th>
<th>Every day</th>
<th>At least once a week</th>
<th>At least once a month</th>
<th>Less often than once a month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Times</td>
<td>40%</td>
<td>31%</td>
<td>14%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>PBS</td>
<td>18%</td>
<td>23%</td>
<td>21%</td>
<td>27%</td>
<td>11%</td>
</tr>
<tr>
<td>CNN</td>
<td>11%</td>
<td>20%</td>
<td>17%</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>ABC News</td>
<td>5%</td>
<td>9%</td>
<td>19%</td>
<td>38%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Base: NPR listeners, n=575
How listeners rate news quality

Mean Score on 10-pt scale where 10=very high quality

Base: NPR listeners, n=575
How listeners rate news quality

<table>
<thead>
<tr>
<th>Category</th>
<th>NPR</th>
<th>NY Times</th>
<th>PBS</th>
<th>CNN</th>
<th>ABC News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts/entertainment</td>
<td>12%</td>
<td>13%</td>
<td>57%</td>
<td>61%</td>
<td>68%</td>
</tr>
<tr>
<td>Technology innovation</td>
<td>6%</td>
<td>6%</td>
<td>52%</td>
<td>59%</td>
<td>67%</td>
</tr>
<tr>
<td>Education</td>
<td>6%</td>
<td>6%</td>
<td>50%</td>
<td>60%</td>
<td>65%</td>
</tr>
<tr>
<td>Disadvantaged communities</td>
<td>2%</td>
<td>2%</td>
<td>44%</td>
<td>46%</td>
<td>64%</td>
</tr>
<tr>
<td>Music</td>
<td>1%</td>
<td>9%</td>
<td>36%</td>
<td>44%</td>
<td>59%</td>
</tr>
<tr>
<td>Books</td>
<td>3%</td>
<td>13%</td>
<td>47%</td>
<td>59%</td>
<td>70%</td>
</tr>
<tr>
<td>Veterans</td>
<td>12%</td>
<td>13%</td>
<td>29%</td>
<td>37%</td>
<td>48%</td>
</tr>
<tr>
<td>Religion and belief</td>
<td>12%</td>
<td>13%</td>
<td>33%</td>
<td>33%</td>
<td>45%</td>
</tr>
<tr>
<td>Parenting</td>
<td>2%</td>
<td>9%</td>
<td>24%</td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Mean Score on 10-pt scale where 10=very high quality

Base: NPR listeners, n=575
NPR drives conversation

On average, how often do you discuss stories that you hear on NPR with family, friends, or colleagues?

- Every day, 30%
- At least once a week, 55%
- At least once a month, 13%
- Less often than once a month, 3%
- Never, 0%

98% say they talk with friends, colleagues or family members about NPR stories.
NPR drives social action

Social Actions Taken as a Result of Hearing or Reading NPR Content

- Any Action: 100%
- Talked with a friend/colleague/family about a story I heard: 98%
- Did further research into a topic: 93%
- Changed your behavior in some other way because of something you learned: 70%
- Shared or commented on an NPR story via social media: 62%
- Donated money to a cause: 59%
- Voted in an election: 56%
- Contacted a public official in reference to a local or national political issue: 48%
- Became involved with a local or national political issue: 36%
- Became involved with a charitable cause: 32%
- Became involved with an environmental cause: 21%

72% agree that NPR “inspires me to take a more active role in my community and world”
Social Actions by Age, Gender

Mean number social actions taken as a result of hearing or reading NPR content

- Male
- Female
- Millennials (18-34)
- Gen X (35-49)
- Boomers (50-68)

### All Social Actions
- Male: 5.8
- Female: 5.7
- Millennials: 5.6
- Gen X: 5.7
- Boomers: 5.9

### Advocacy Actions
- Male: 3.3
- Female: 3.1
- Millennials: 3.0
- Gen X: 3.1
- Boomers: 3.4

*e.g. donation, became involved with a cause, contacted public official, changed behavior due to environment concerns, etc.*
NPR drives commercial action

Commercial Actions Taken as a Result of Hearing or Reading NPR Content

- Any Commercial Action: 97%
- Visited a particular website: 80%
- Read or purchased a book: 73%
- Gathered more information about a company or product: 64%
- Saw a movie: 61%
- Purchased or downloaded music: 50%
- Attended a performance, event or exhibit: 43%
- Recommended a product or a service to others: 37%
- Gathered more information about a foundation: 34%
- Purchased a product or a service: 34%
- Visited a particular destination: 25%
- Shopped at a particular store or location: 20%

Mean # = 5.2 actions similar across age and gender groups
Listeners agree NPR is a trusted source of news that improves the quality of their lives and is highly valued as a public service.
Why invest in public radio?

• WEKU is a civic news organization, distinguished by its public service mission and commitment to being a trusted source of local news.
• In the current environment, independent journalism and fact-based reporting are more important that ever.
• Your business or organization can reach our market-leading audience while supporting public radio for Central and Eastern Kentucky.
Increase YOUR impact. Become a WEKU Sponsor!

For pricing and details, contact:

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