



# Podcasting & Public Radio: The Audience's Perspective

# At The Crossroads



Jacobs

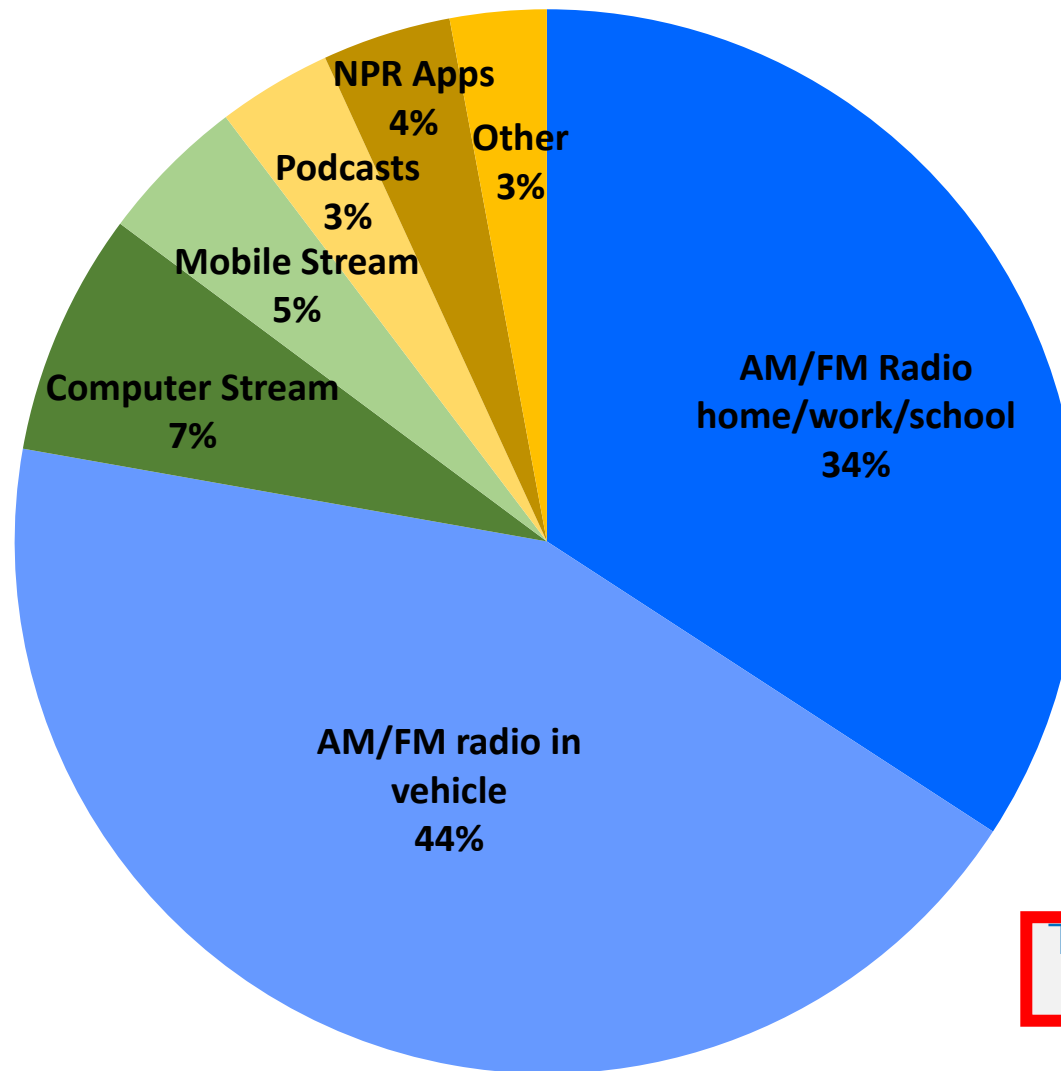
nuvoodoo 

Public Radio  
prpd  
Program Directors

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# Station Listening Platforms

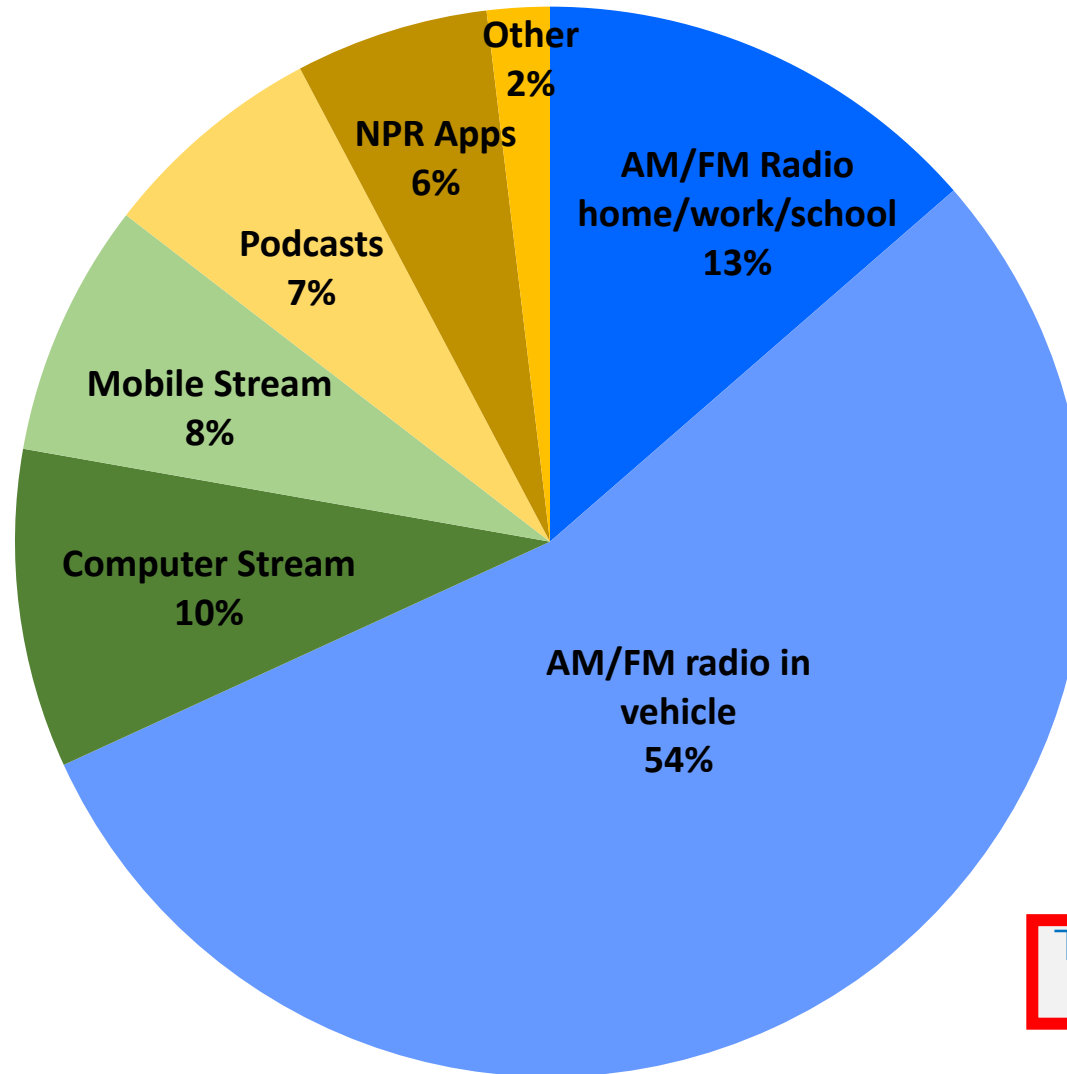
Total



Traditional: 78%  
Digital: 19%

# Station Listening Platforms

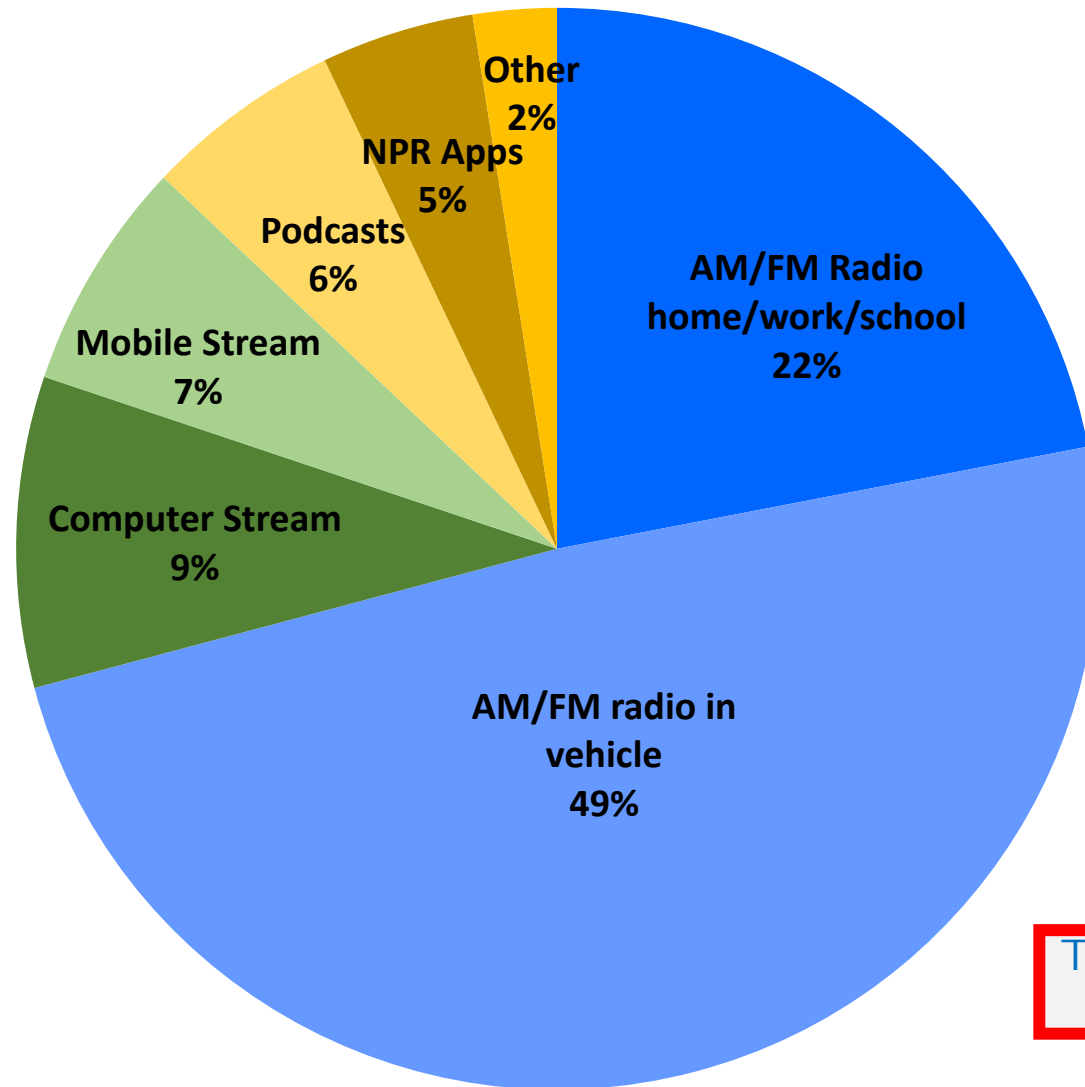
Gen Y



Traditional: 67%  
Digital: 30%

# Station Listening Platforms

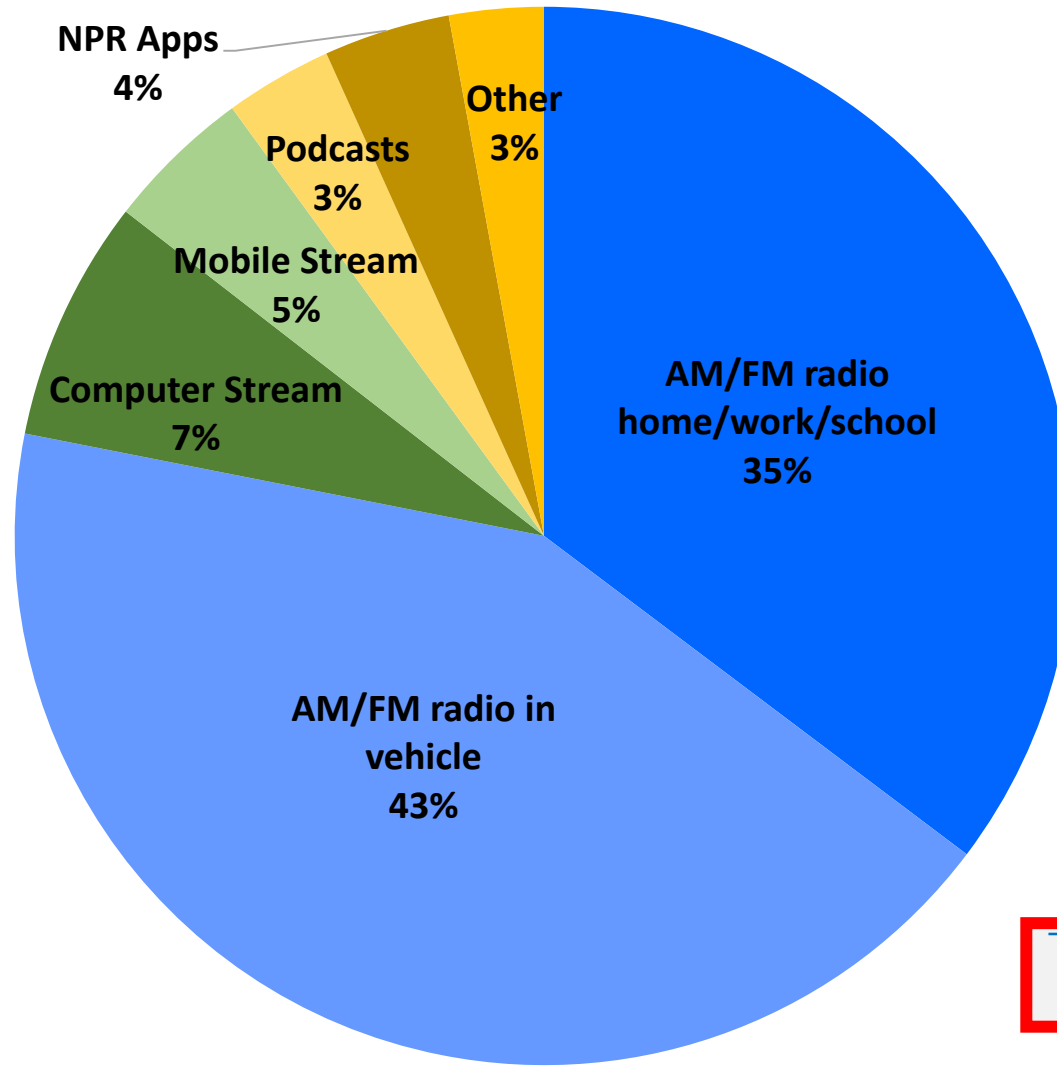
Gen X



Traditional: 71%  
Digital: 27%

# Station Listening Platforms

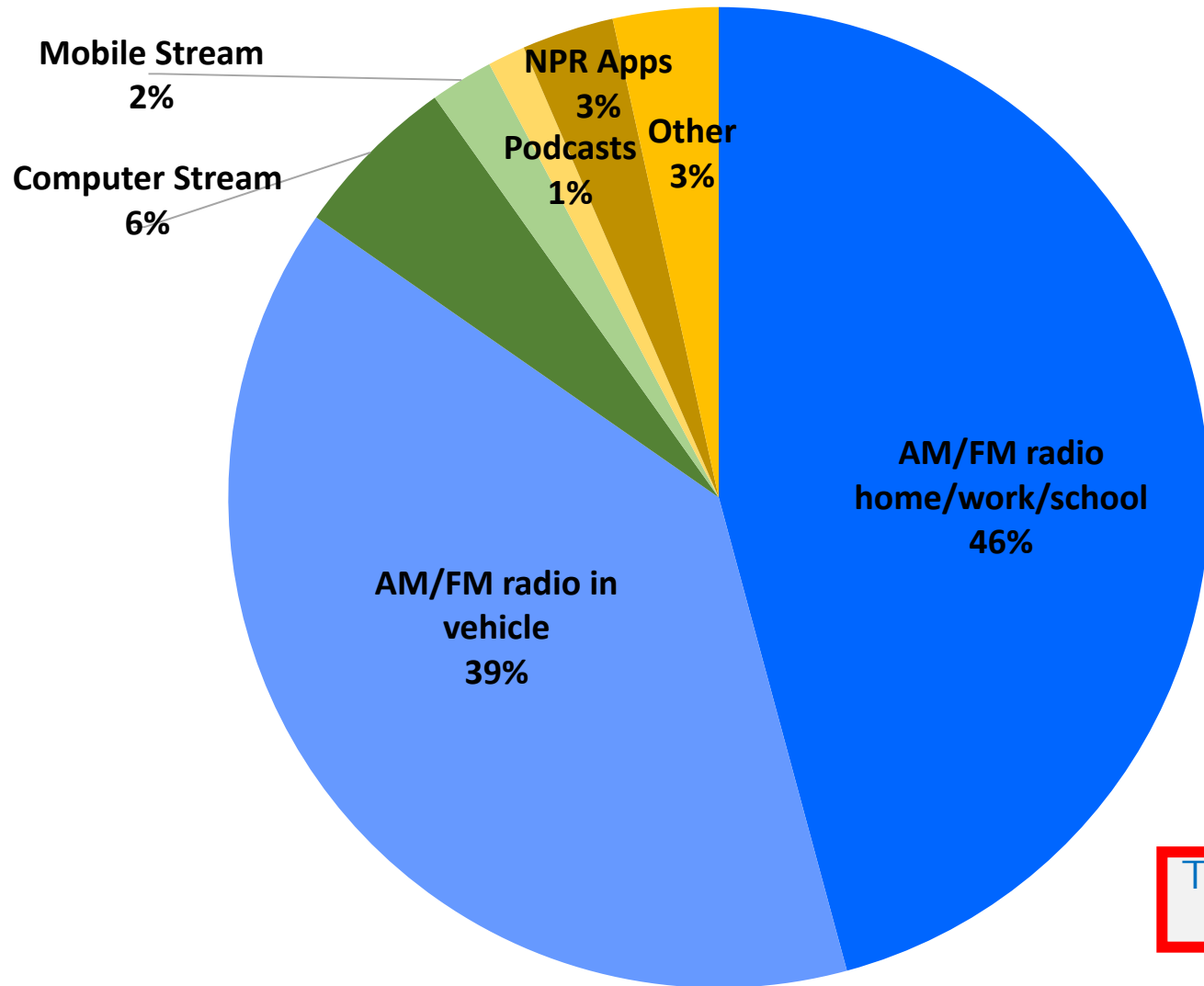
## Boomers



Traditional: 78%  
Digital: 19%

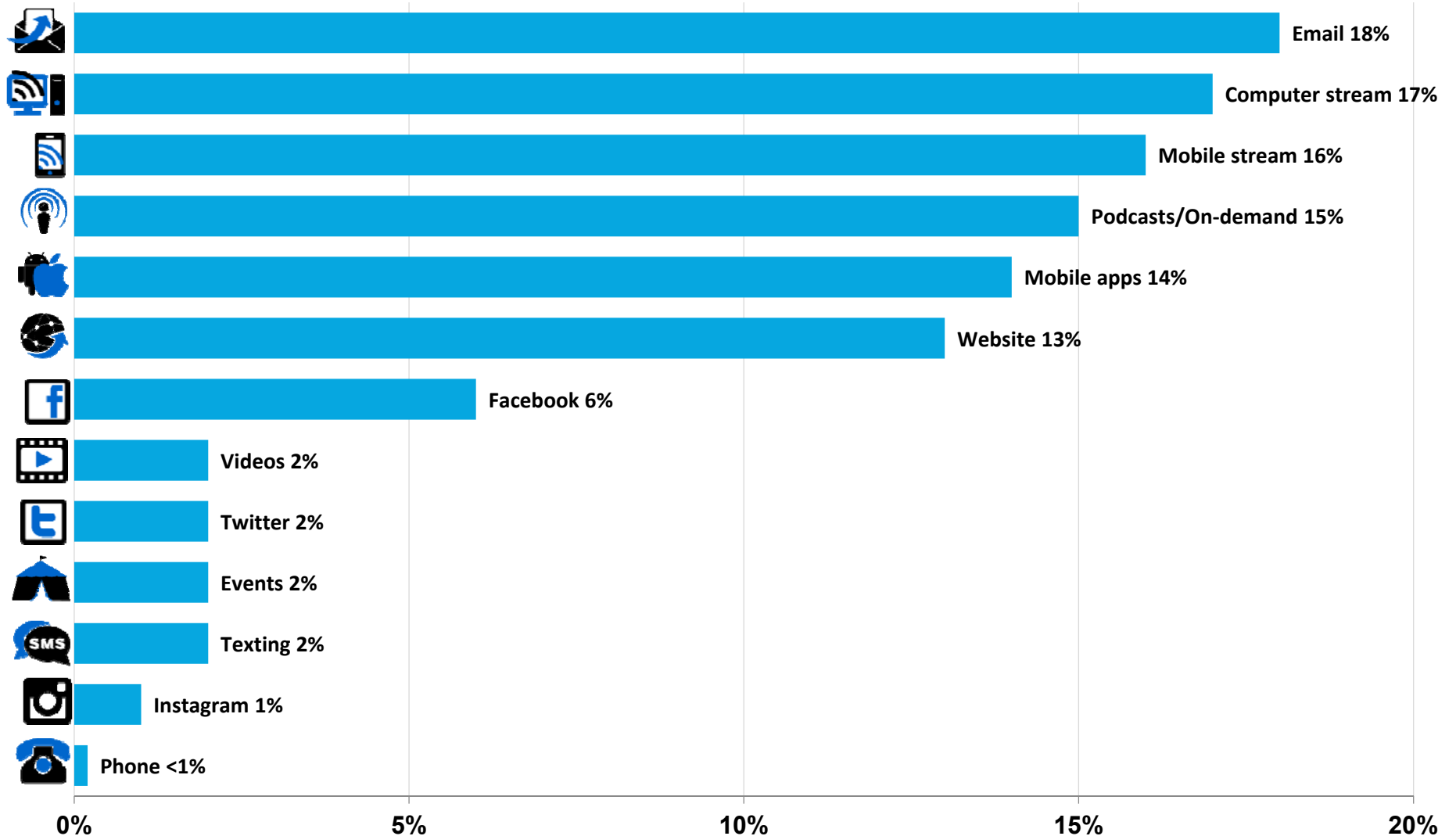
# Station Listening Platforms

Silent



Traditional: 85%  
Digital: 12%

# Frequent Interaction With Public Radio

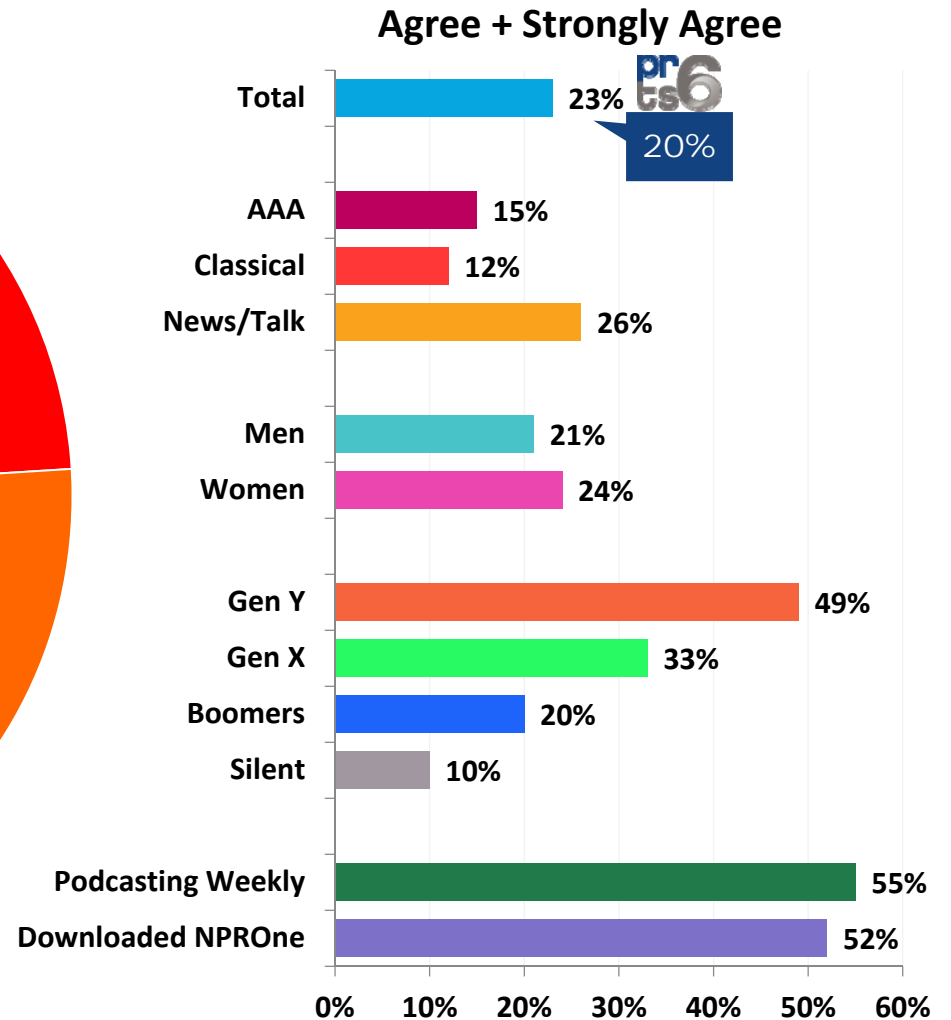
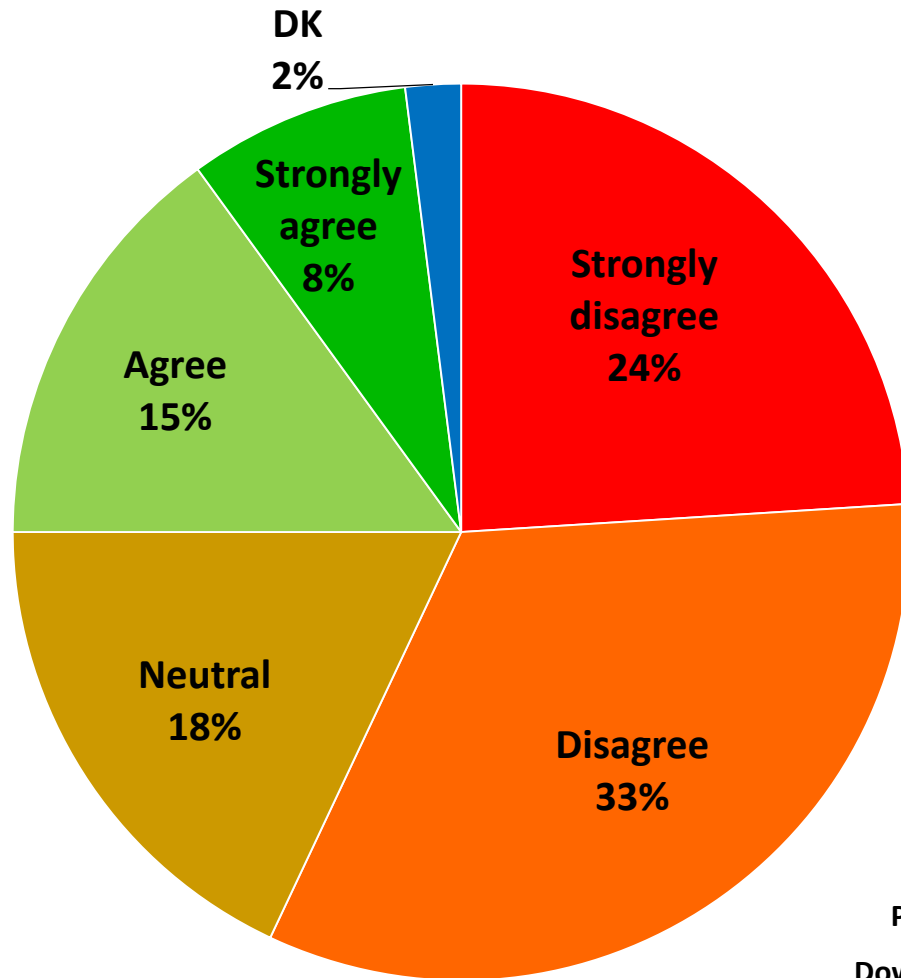


Based on "Frequent" responses



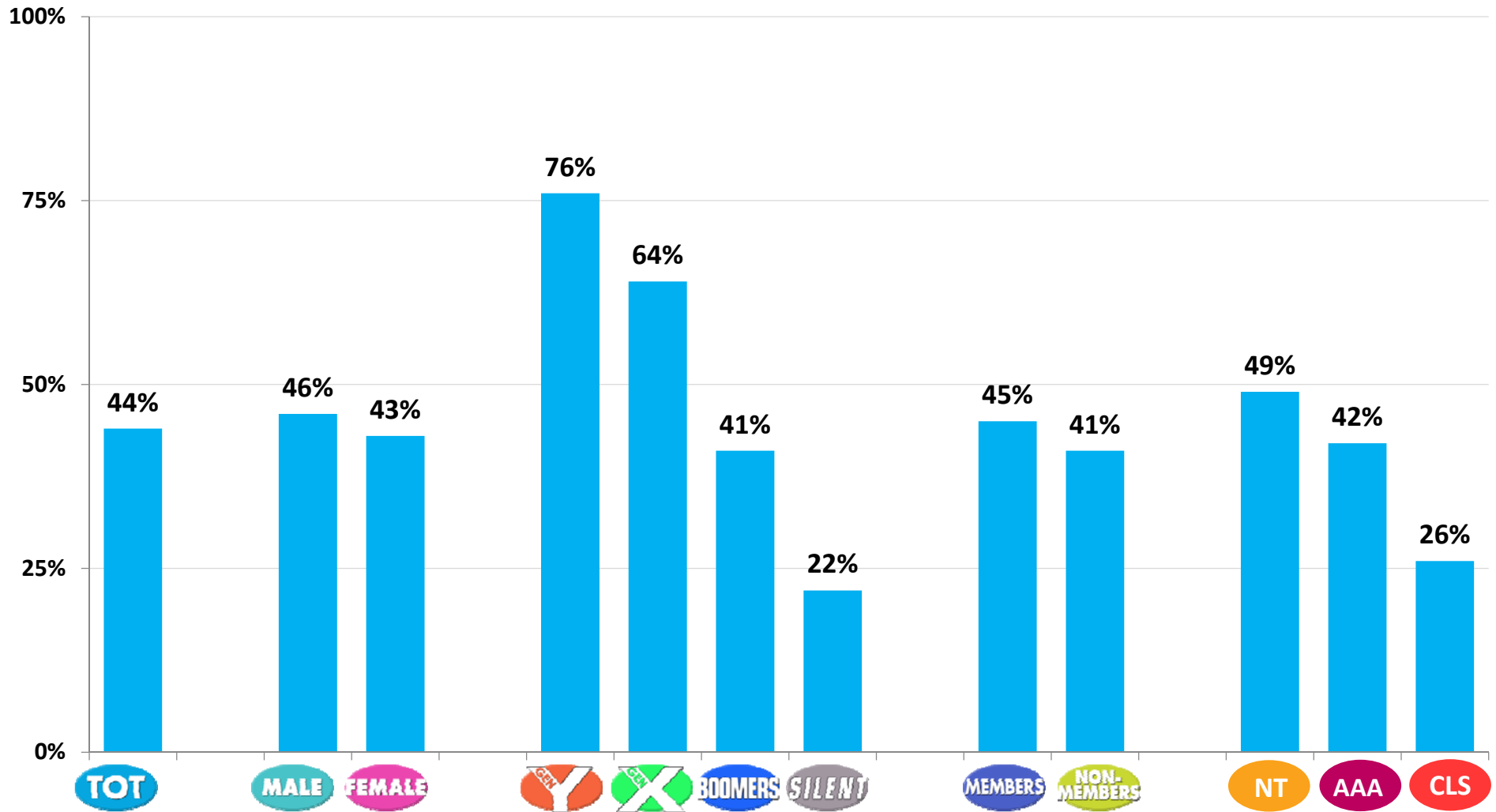


# Public Radio On Demand



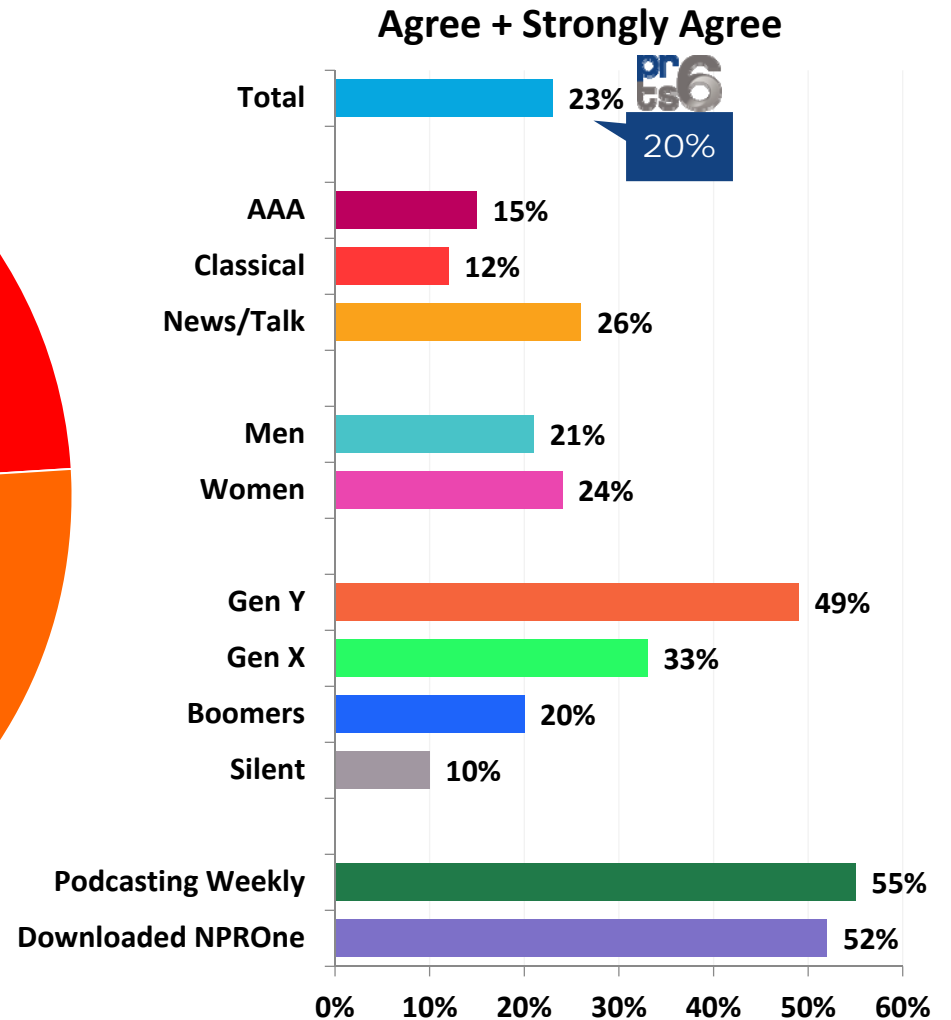
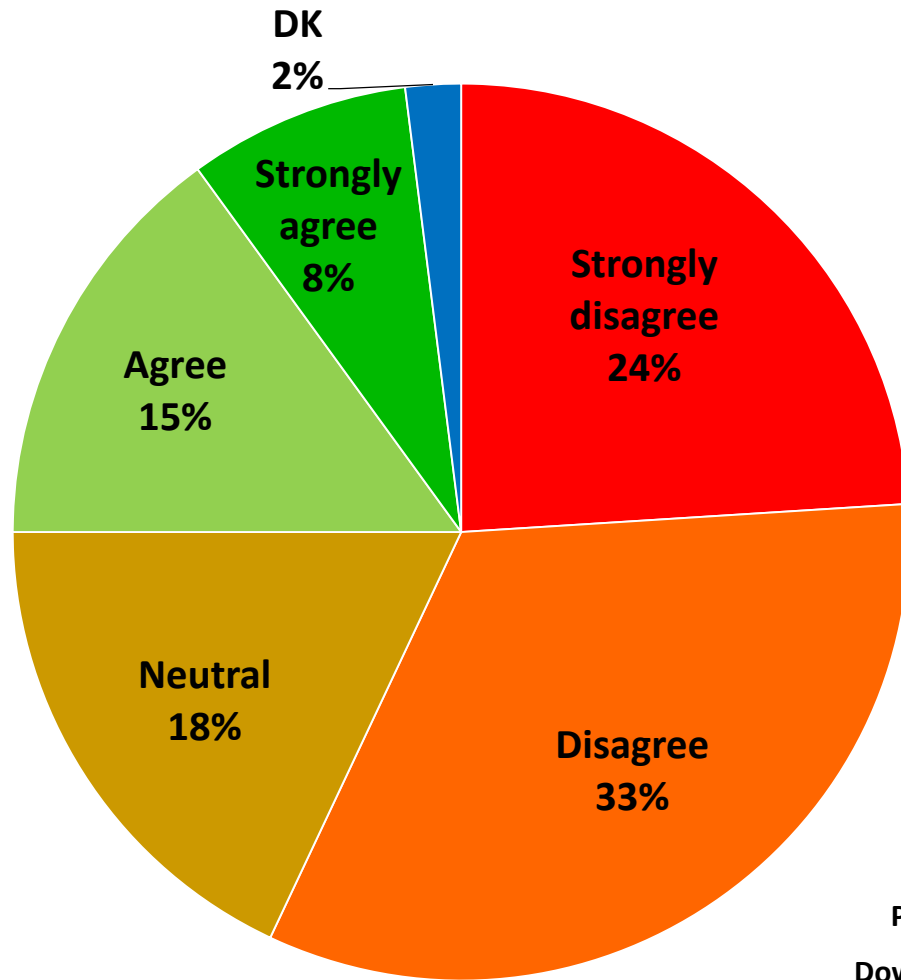
**“I find myself listening to more public radio on-demand.”**

# Podcasting/On Demand Audio



Monthly

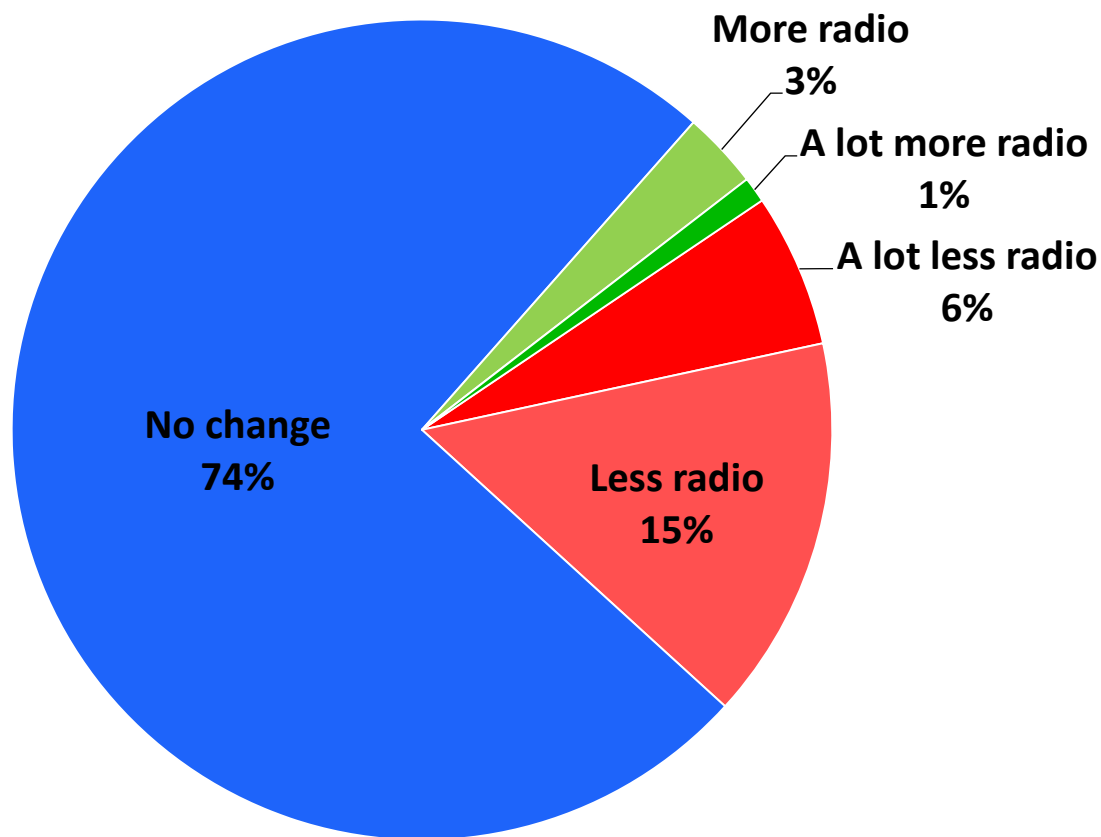
# Public Radio On Demand



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

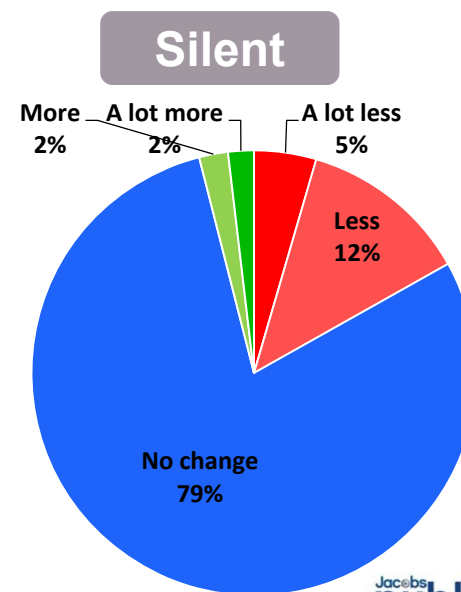
# Podcasting's Impact on Real-Time Radio

**"As a result of listening to podcasts, how - if at all - has it changed how much real-time radio you listen to?"**



Among those who listen to podcasts at least monthly

# Podcasting's Impact on Real-Time Radio



Among those who listen to podcasts at least monthly









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