



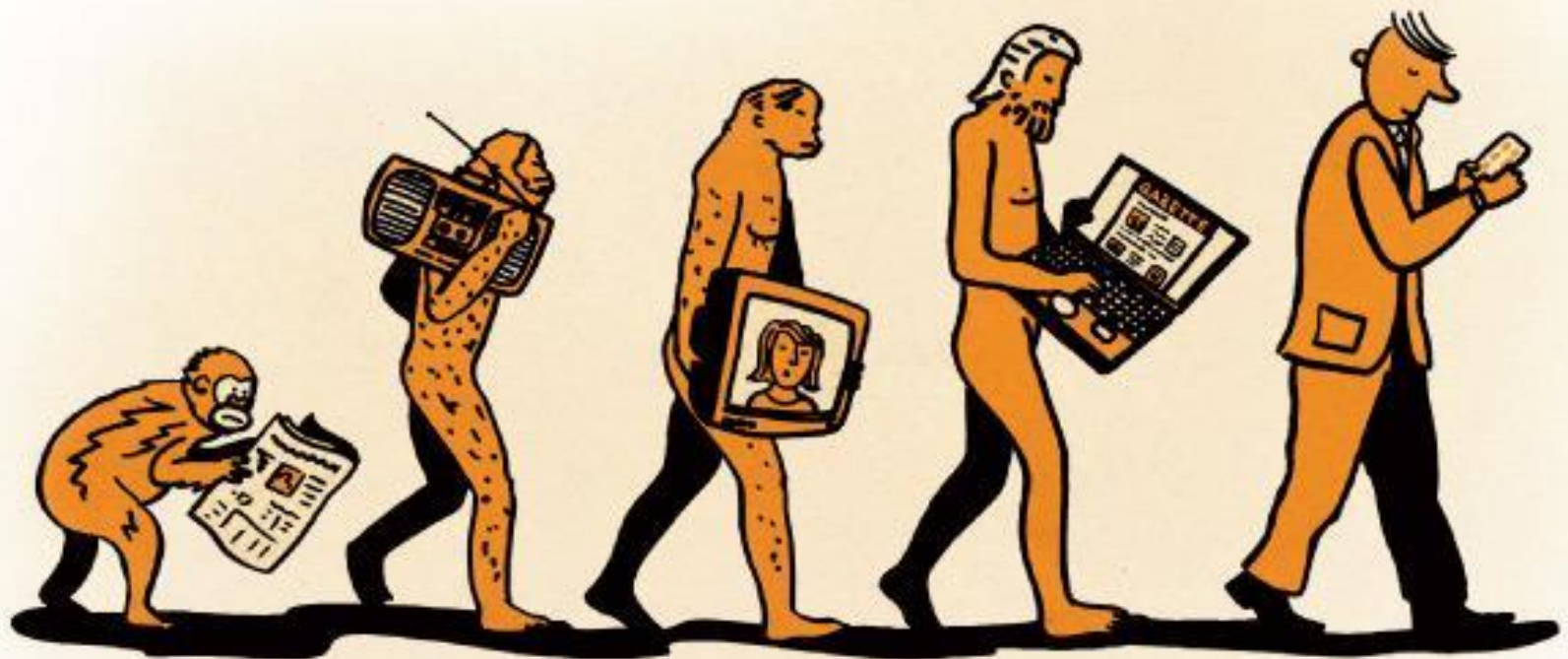
What does your  
future look like...



Jacobs  
**public radio**  
techsurvey 9







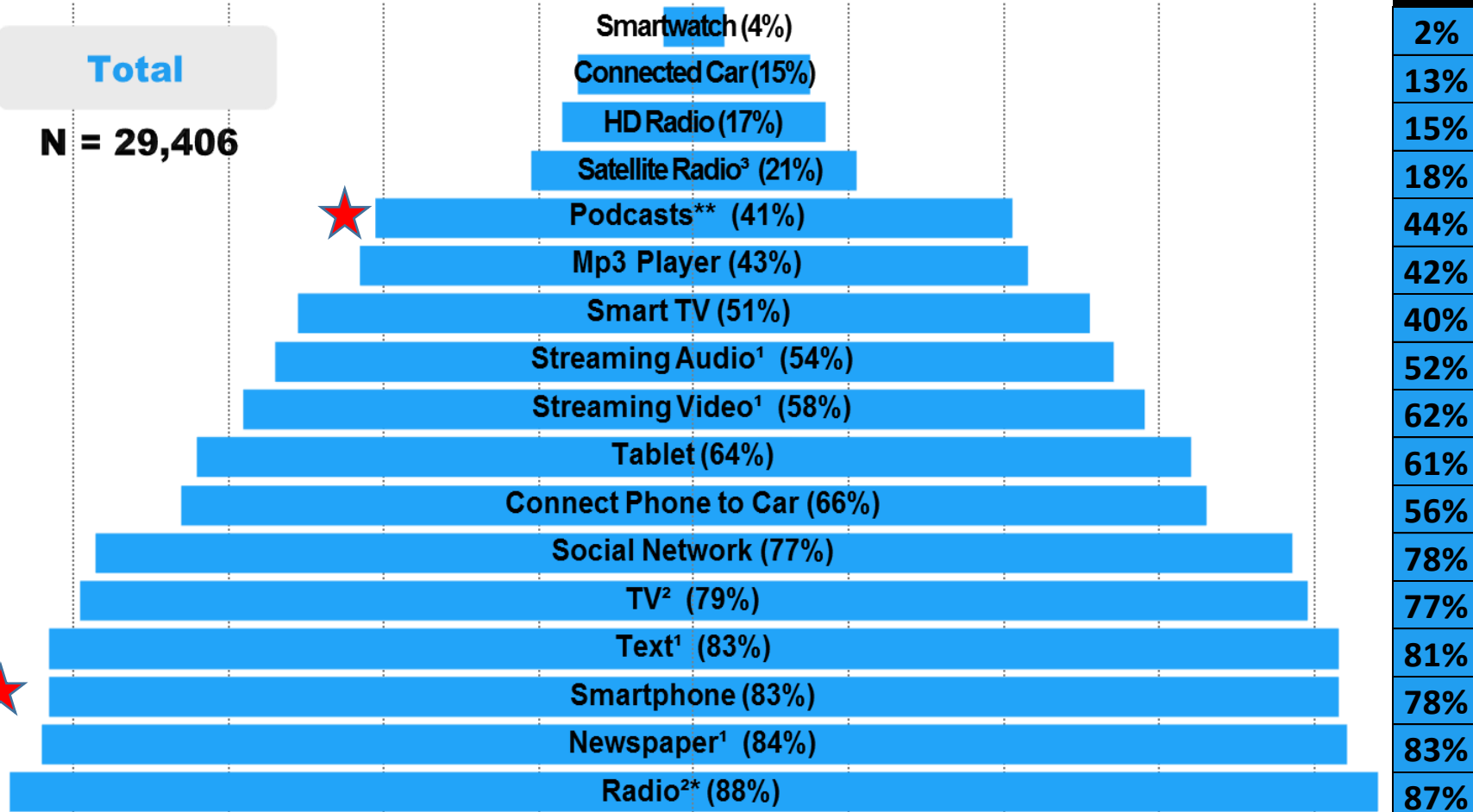




# Media Usage Pyramid 2016

**Total**

**N = 29,406**



<sup>1</sup> Weekly or more <sup>2</sup> 1+ hour/day <sup>3</sup> Paid + trial users \* Any platform/device \*\* Monthly or more



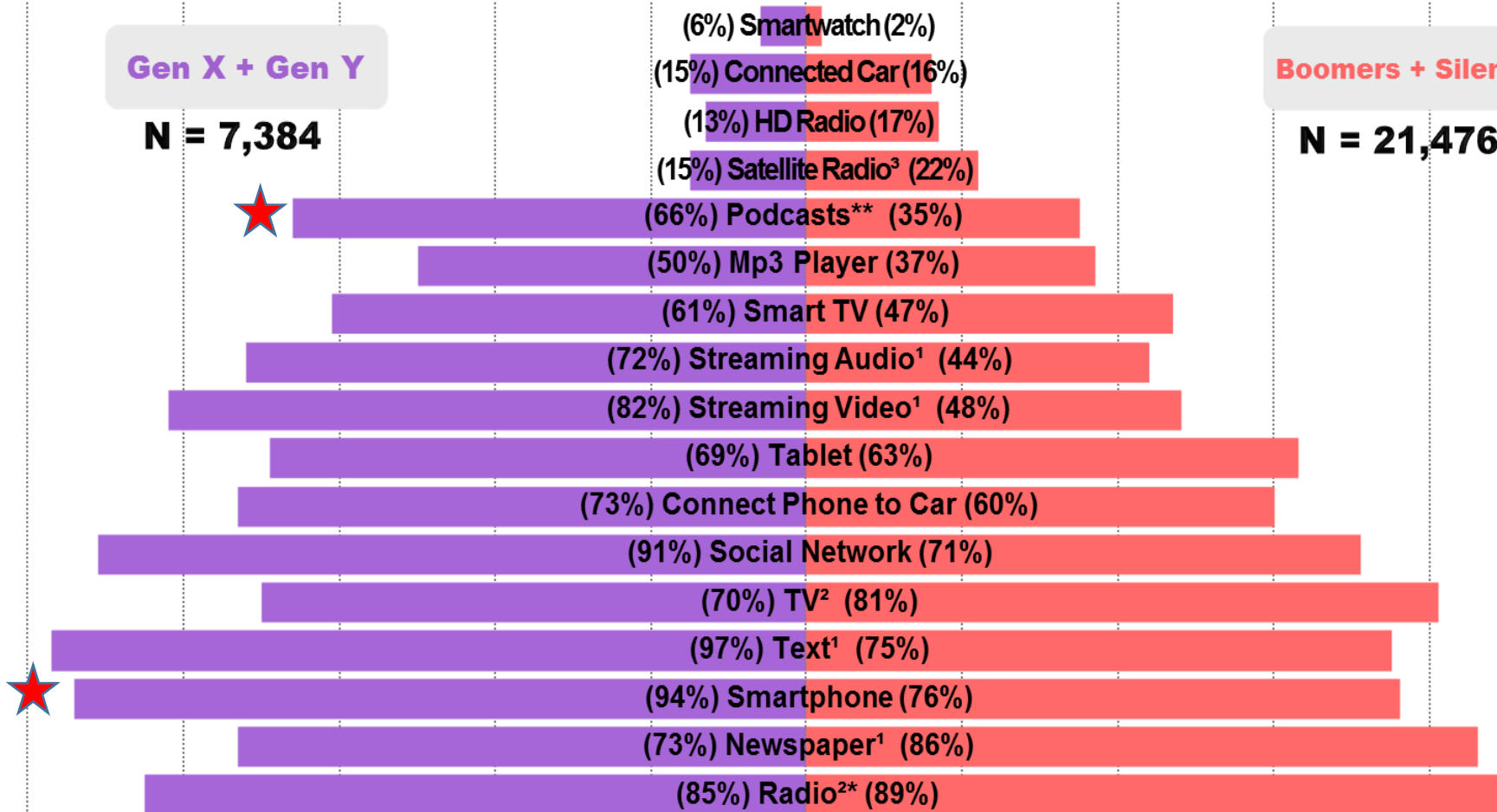
# Media Usage Pyramid 2016

Gen X + Gen Y

N = 7,384

Boomers + Silent

N = 21,476

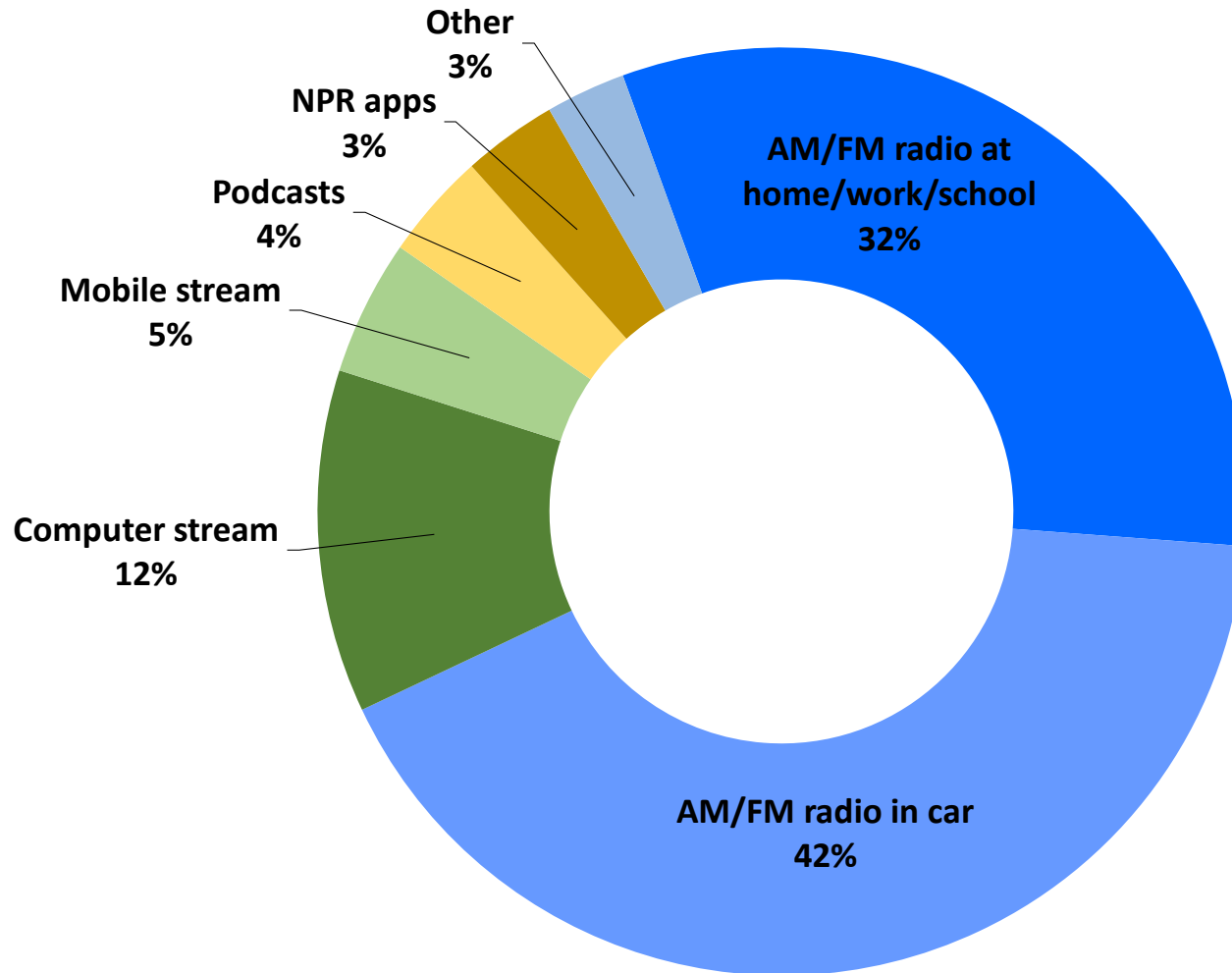


<sup>1</sup> Weekly or more <sup>2</sup> 1+ hour/day <sup>3</sup> Paid + trial users \* Any platform/device \*\* Monthly or more



# Station Listening Platforms

**Total**

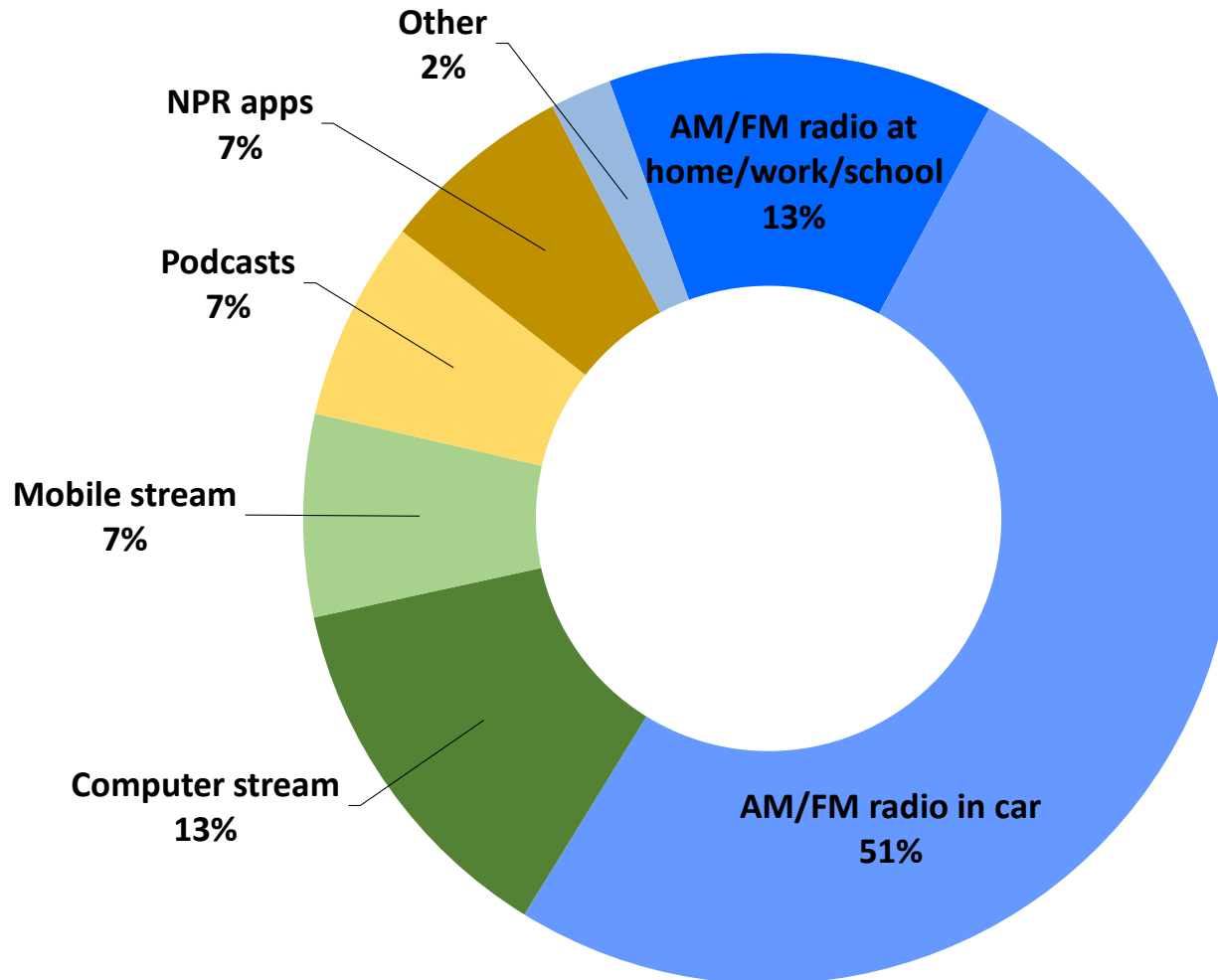


**Traditional: 74%**

**Digital: 24%**

# Station Listening Platforms

Gen Y



**Traditional: 64%**  
**Digital: 34%**









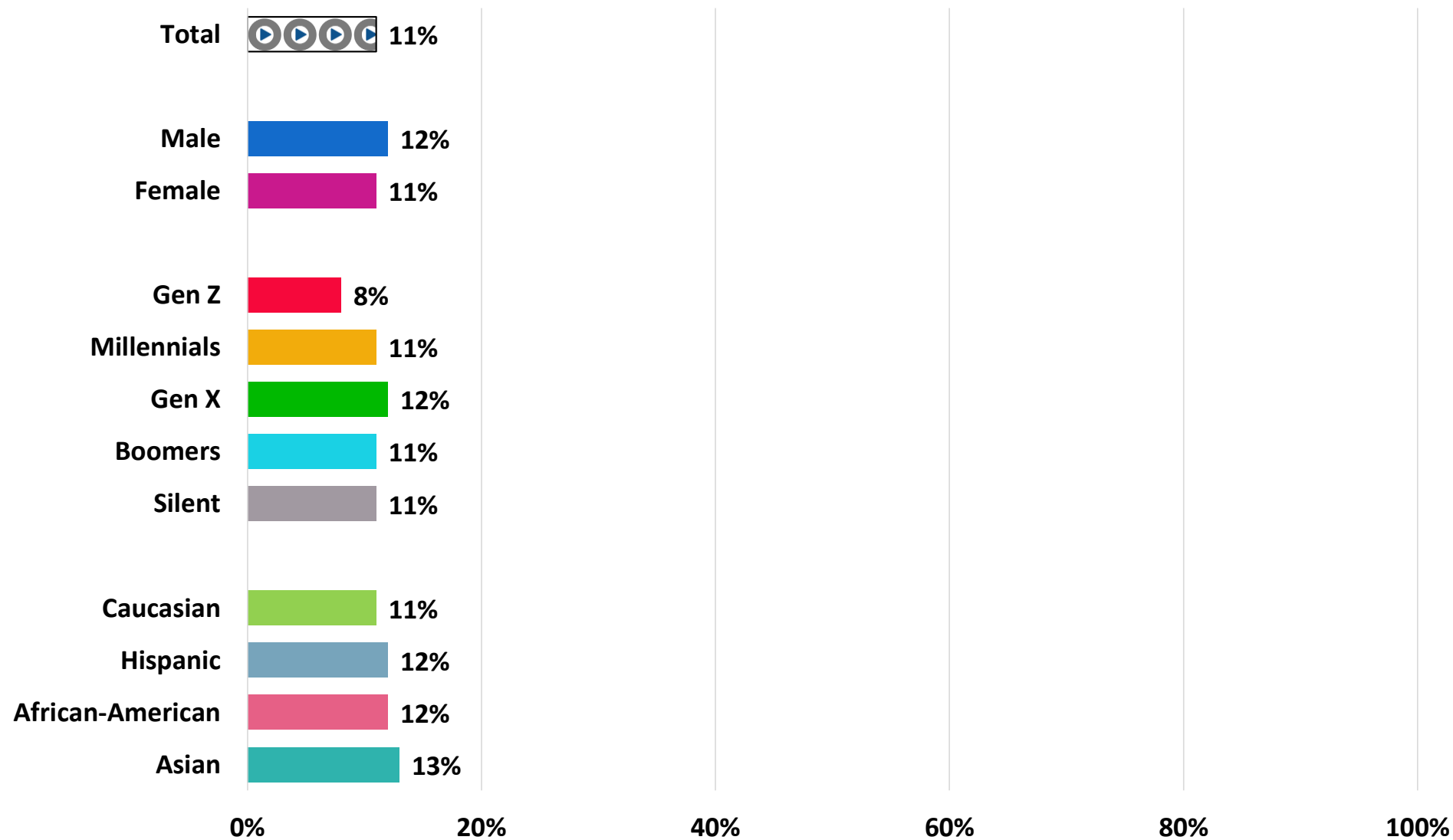


# amazon echo

Always ready, connected, and fast. **Just ask.**



# Smart Speaker Ownership





Top Podcasts

Episodes Podcasts

All Categories ▾



1. Serial  
This American Life



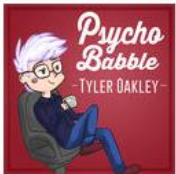
2. This American Life  
Chicago Public Media



3. The Best Show with Tom Scharpling  
Tom Scharpling, Jon ...



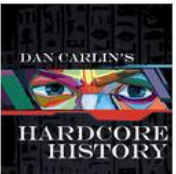
4. Radiolab from WNYC  
WNYC, New York Pub...



5. Psychobabble with Tyler Oakley  
Tyler Oakley



6. Stuff You Should Know  
HowStuffWorks.com



7. Dan Carlin's Hardcore History  
Dan Carlin



8. NPR: Wait Wait... Don't Tell Me! Podcast  
NPR



9. The Moth Podcast  
The Moth



10. WTF with Marc Maron Podcast  
Marc Maron



11. NPR: TED Radio Hour Podcast  
NPR



12. Dear Sugar Radio  
Cheryl Strayed and St...



13. Freakonomics Radio  
Stephen J. Dubner an...



14. Welcome to Night Vale  
Commonplace Books



15. Criminal  
Criminal



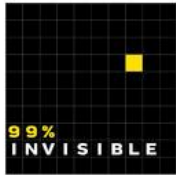
16. Stuff You Missed in History Class  
HowStuffWorks.com



17. NPR Programs: Fresh Air Podcast  
NPR



18. The Nerdist  
Chris Hardwick



19. 99% Invisible  
Roman Mars



20. NPR: Planet Money Podcast  
NPR



21. Seincast: A Seinfeld Podcast  
Seincast



22. The Joe Rogan Experience  
Joe Rogan



23. SModcast  
Kevin Smith, Scott M...



24. NPR: Snap Judgment Podcast  
NPR



25. StartUp Podcast  
Gimlet



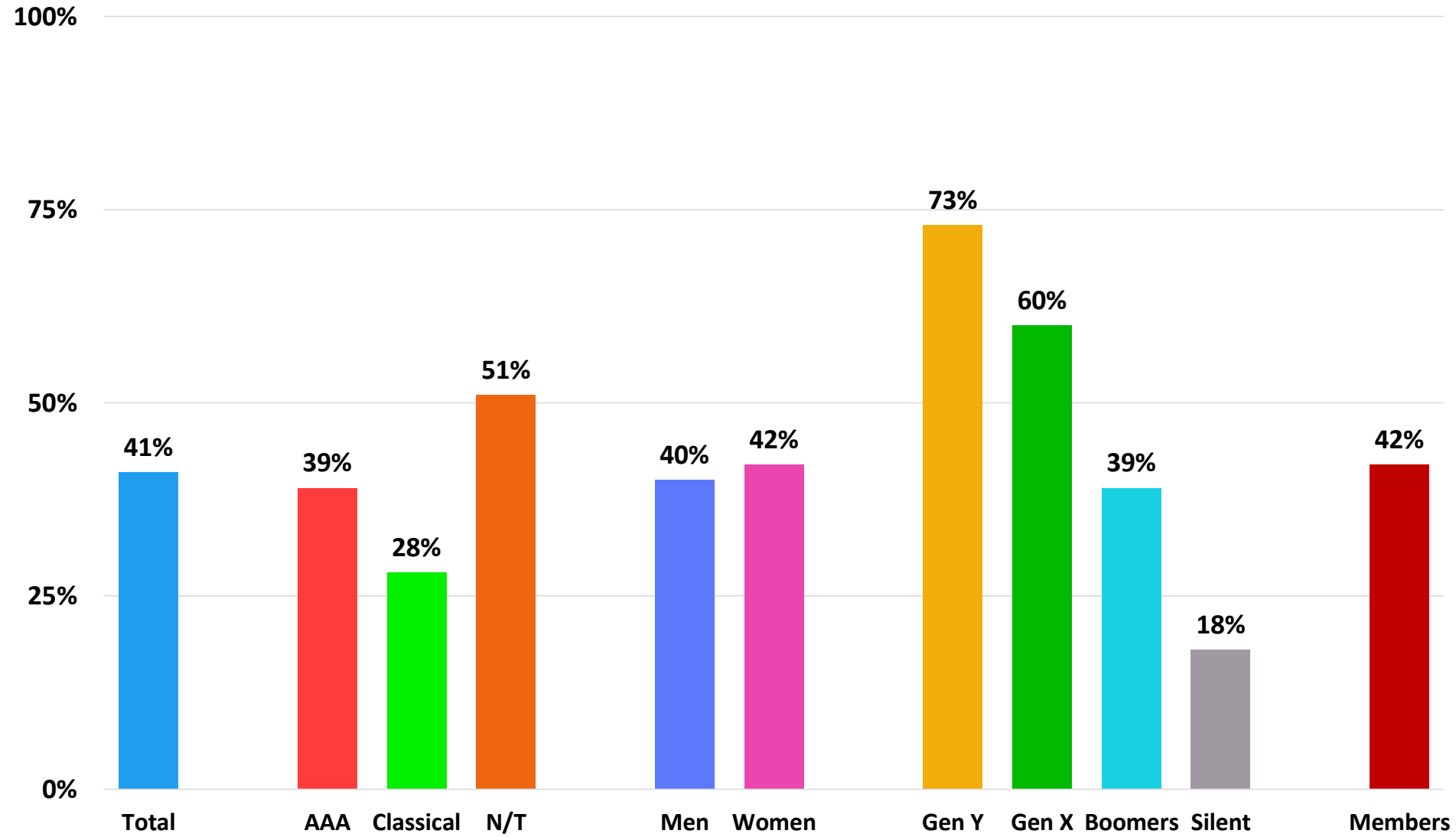
26. Tell 'Em Steve-Dave  
Bryan Johnson, Walte...



27. Reply All  
Gimlet

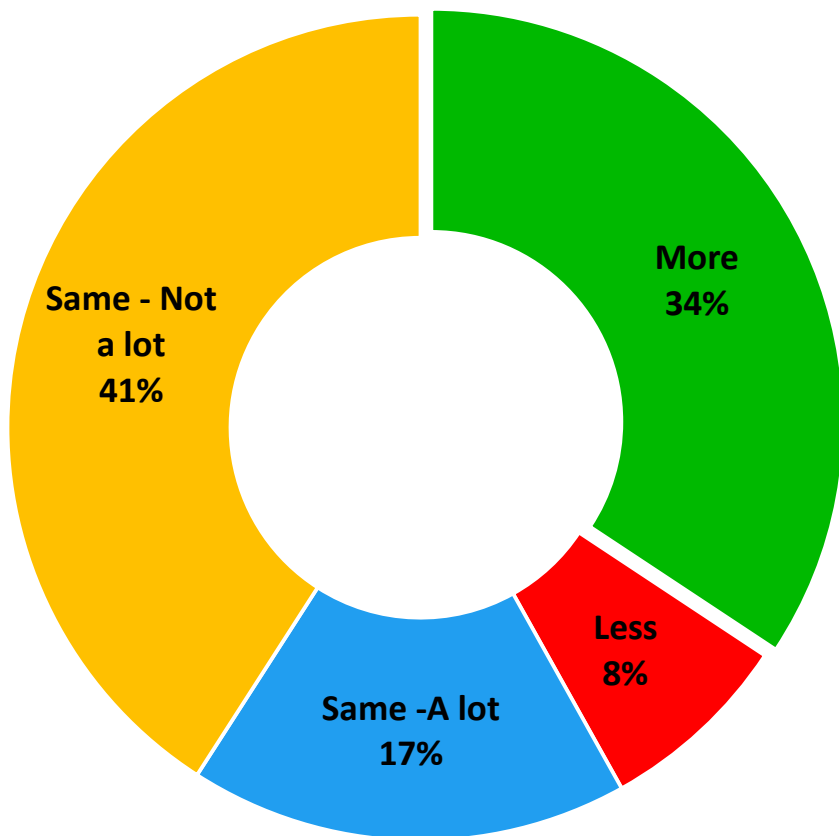


# Podcasting/On Demand Audio

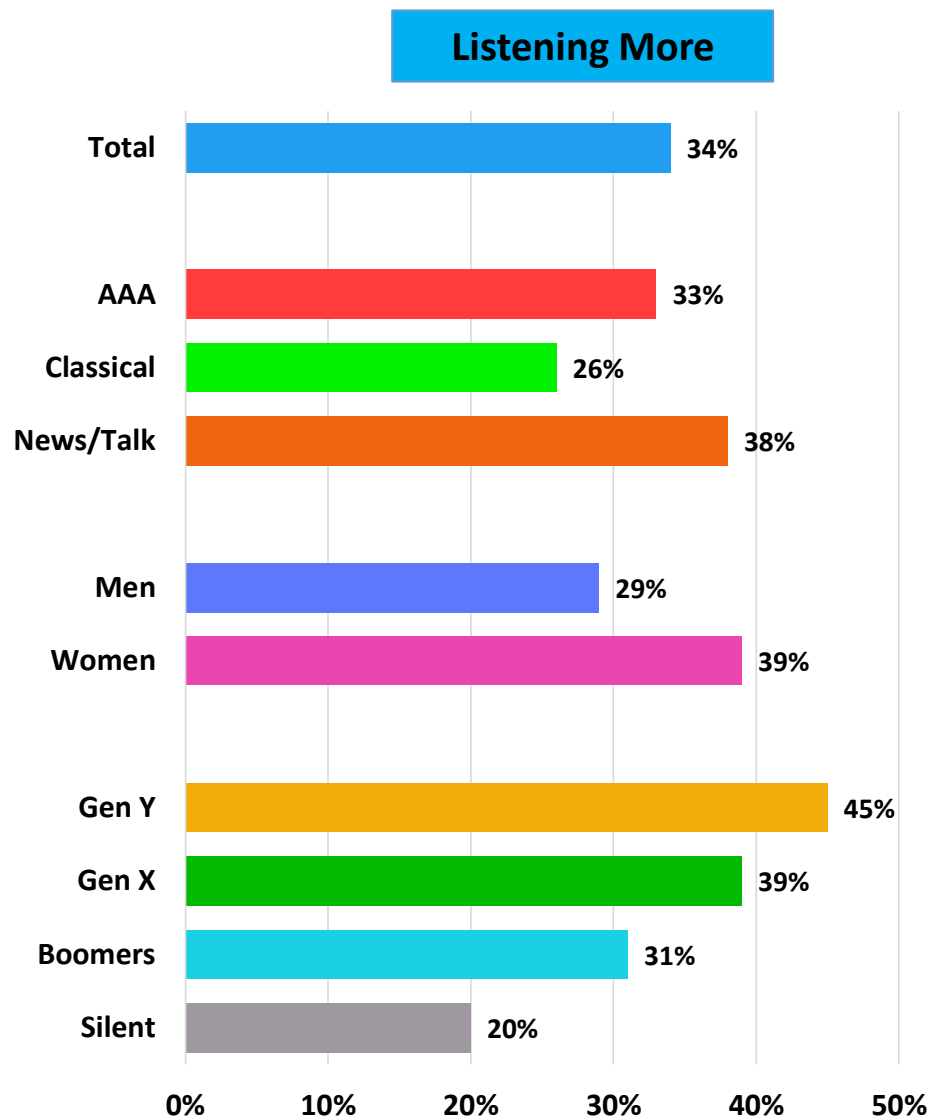


Monthly

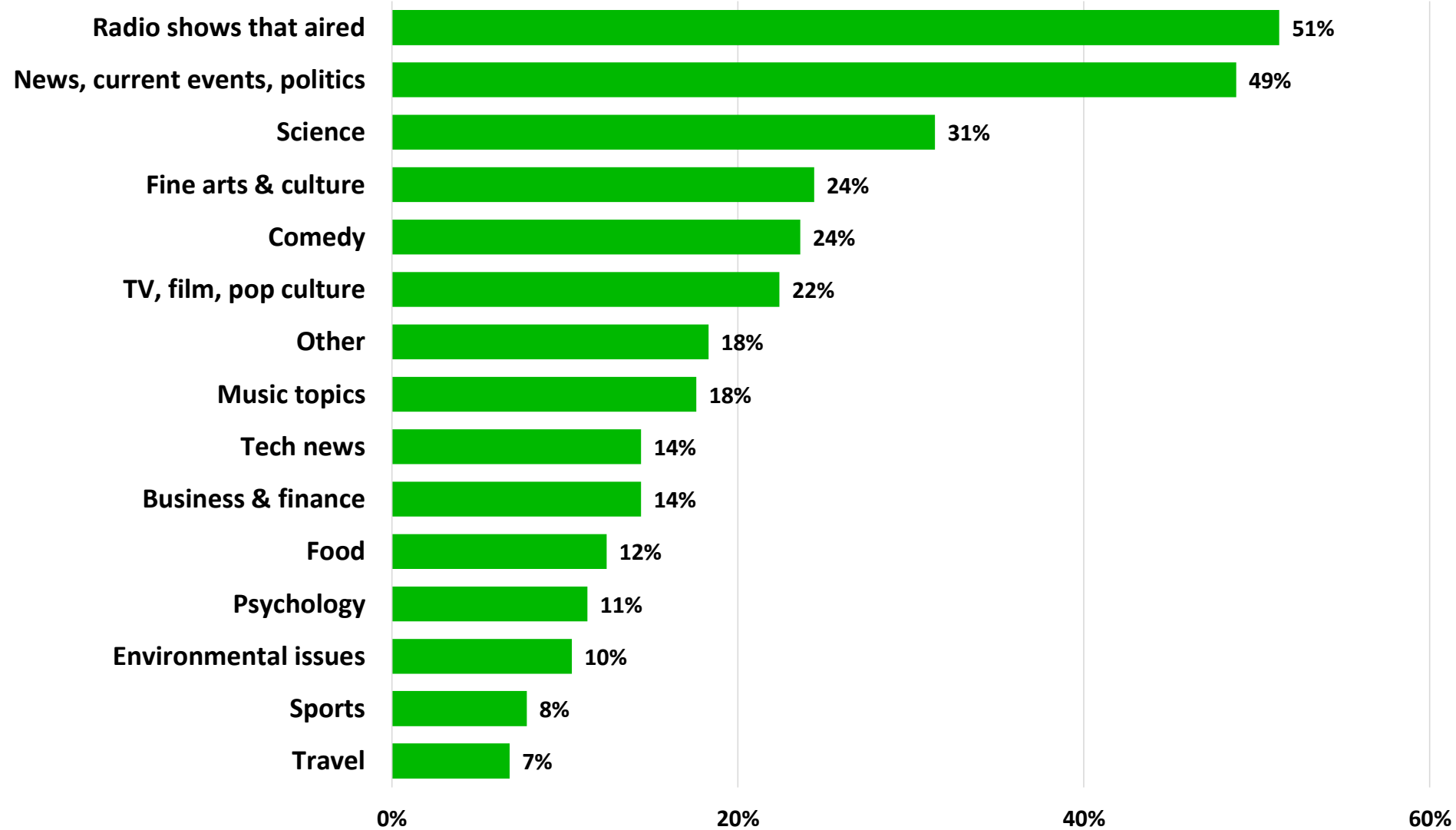
# Podcasting Momentum



Among those who listen to podcasts monthly

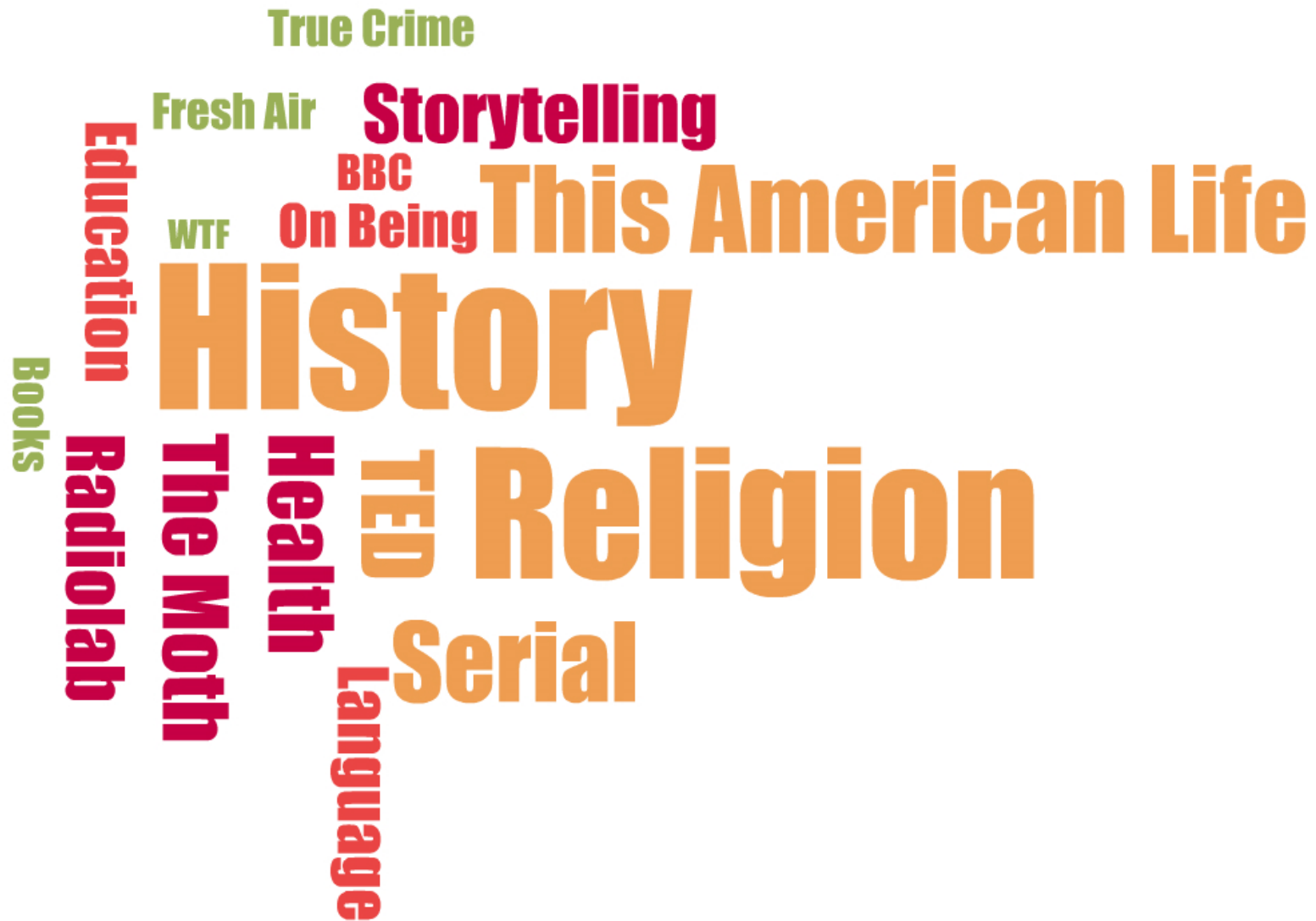


# Podcast Types



Among those who listen to podcasts monthly  
Listened to on a regular basis

# Top “Other” Podcast Types



Among those who listen to podcasts monthly  
Listened to on a regular basis



What does your  
future look like...

