What does your future look like...
Media Usage Pyramid 2016

Total

N = 29,406

1. Radio² (88%)
2. Newspaper¹ (84%)
3. Smartphone (83%)
4. Text¹ (83%)
5. TV² (79%)
6. Social Network (77%)
7. Streaming Video¹ (58%)
8. Streaming Audio¹ (54%)
9. Tablet (64%)
10. Connect Phone to Car (66%)
11. Smart TV (51%)
12. Mp3 Player (43%)
13. Podcasts** (41%)
14. Satellite Radio³ (21%)
15. HD Radio (17%)
16. Connected Car (15%)
17. Smartwatch (4%)

PRTS7

PRT5 Total

2% 13% 15% 18% 44% 42% 40% 52% 62% 61% 56% 78% 77% 81% 87%
Media Usage Pyramid 2016

Gen X + Gen Y
N = 7,384

- (6%) Smartwatch (2%)
- (15%) Connected Car (16%)
- (13%) HD Radio (17%)
- (15%) Satellite Radio³ (22%)
- (66%) Podcasts** (35%)
- (50%) Mp3 Player (37%)
- (61%) Smart TV (47%)
- (72%) Streaming Audio¹ (44%)
- (82%) Streaming Video¹ (48%)
- (69%) Tablet (63%)
- (73%) Connect Phone to Car (60%)
- (91%) Social Network (71%)
- (70%) TV² (81%)
- (97%) Text¹ (75%)
- (94%) Smartphone (76%)
- (73%) Newspaper¹ (86%)
- (85%) Radio² (89%)

Boomers + Silent
N = 21,476

¹ Weekly or more ² 1+ hour/day ³ Paid + trial users  * Any platform/device  ** Monthly or more
Station Listening Platforms

Total

- AM/FM radio at home/work/school: 32%
- AM/FM radio in car: 42%
- Computer stream: 12%
- Mobile stream: 5%
- Podcasts: 4%
- NPR apps: 3%
- Other: 3%

Traditional: 74%
Digital: 24%
Station Listening Platforms

Gen Y

- AM/FM radio at home/work/school: 13%
- AM/FM radio in car: 51%
- Computer stream: 13%
- Mobile stream: 7%
- Podcasts: 7%
- NPR apps: 7%
- Other: 2%

Traditional: 64%
Digital: 34%
What is Radio?

The Millennial Project

Jacobs

PRPD
amazon echo
Always ready, connected, and fast. Just ask.
Podcasting Momentum

Among those who listen to podcasts monthly:

- **Same - A lot:** 17%
- **Same - Not a lot:** 41%
- **Less:** 8%
- **More:** 34%

Listening More:

- **Total:** 34%
- **AAA:** 33%
- **Classical:** 26%
- **News/Talk:** 38%
- **Men:** 29%
- **Women:** 39%
- **Gen Y:** 45%
- **Gen X:** 39%
- **Boomers:** 31%
- **Silent:** 20%

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

Podcast Types

- Radio shows that aired: 51%
- News, current events, politics: 49%
- Science: 31%
- Fine arts & culture: 24%
- Comedy: 24%
- TV, film, pop culture: 22%
- Other: 18%
- Music topics: 18%
- Tech news: 14%
- Business & finance: 14%
- Food: 12%
- Psychology: 11%
- Environmental issues: 10%
- Sports: 8%
- Travel: 7%
Top “Other” Podcast Types

- True Crime
- Fresh Air
- Storytelling
- BBC On Being
- This American Life
- History
- The Moth
- TED
- Religion
- Serial
- Education
- Radiolab
- Books
- Health
- Language

Among those who listen to podcasts monthly
Listened to on a regular basis
What does your future look like...