Public Radio’s Pathway Through the Pandemic

© Jacobs Media 2020
Methodology

- 47 public radio stations in the United States
  - Separate Commercial Radio and Christian Music Radio surveys also fielded concurrently
- N = 15,345
- Interview dates: May 12 – May 14, 2020 – a “snapshot” of this point in time
  - Follow-up to CV1 public radio survey conducted March 31 – April 2, 2020
- News/Talk 27, Classical 10, AAA 7, Other/Jazz 3
- Most respondents are members of radio station databases. This is a web survey and does not represent all public radio listeners or even each station’s audience.
Who Participated? Generations

April 2020

Gen Z 0%
Millennials 11%
Gen X 19%
Greatest 15%
Boomers 54%

May 2020

Gen Z 0%
Millennials 10%
Gen X 19%
Greatest 16%
Boomers 55%

Gen Z (born after 1996)
Millennials (born between 1981-1996)
Gen X (born between 1965-1980)
Baby Boomer (born between 1946-64)
Greatest Generation (born before 1946)
Who Participated? Gender

**April 2020**
- Male: 37%
- Female: 61%
- Non-Conforming/Prefer Not To Say: 2%

**May 2020**
- Male: 36%
- Female: 62%
- Non-Conforming/Prefer Not To Say: 2%
Who Participated? Ethnicity

April 2020

- Caucasian: 88%
- Hispanic: 2%
- African-American: 1%
- Asian: 2%
- Mixed race: 1%
- Other: 1%
- Prefer not to answer: 4%

May 2020

- Caucasian: 88%
- Hispanic: 2%
- African-American: 1%
- Asian: 2%
- Mixed race: 2%
- Other: 1%
- Prefer not to answer: 4%
Where Do Respondents Live? Market Size

April 2020

- Top 20: 43%
- 51+: 32%
- 21-50: 25%

May 2020

- Top 20: 35%
- 51+: 37%
- 21-50: 28%
Who Participated? Political Party Preference

Among U.S. respondents

**Public Radio**
- Democrat: 66%
- Republican: 5%
- Independent: 18%
- Other: 2%

**Commercial Radio**
- Democrat: 27%
- Republican: 25%
- Independent: 14%
- Other: 2%
- Prefer not to answer: 10%
- None: 21%

**Christian Music Radio**
- Democrat: 9%
- Republican: 54%
- Independent: 11%
- Other: 2%
- Prefer not to answer: 9%
- None: 15%

**Democratic Party Preference**
- Democrat: 27%
- Republican: 25%
- Independent: 14%
- Other: 2%
- Prefer not to answer: 10%
- None: 21%

**Republican Party Preference**
- Democrat: 9%
- Republican: 54%
- Independent: 11%
- Other: 2%
- Prefer not to answer: 9%
- None: 15%
Where They Are
Consistent With U.S. Reports, Many Have Lost Their Jobs Since COVID-19 Began, But Many Were Retired To Begin With

**BEFORE Coronavirus Outbreak**

- Employed (full-time): 37%
- Employed (part-time): 8%
- Self-employed: 8%
- Unemployed: 2%
- Retired: 40%
- Other: 5%

**Current Employment Status**

- Employed (full-time): 32%
- Employed (part-time): 5%
- Employed (reduced salary/hours): 3%
- Self-employed: 7%
- Unemployed: 6%
- Retired: 41%
- Other: 7%
The Most Severe Job Losses Occurred Weeks Ago

Current Employment Status at Time of Survey

April 2020

- Employed (full-time): 31%
- Employed (part-time): 5%
- Employed (reduced salary/hours): 3%
- Self-employed: 7%
- Unemployed: 6%
- Retired: 41%
- Other: 7%

May 2020

- Employed (full-time): 32%
- Employed (part-time): 5%
- Employed (reduced salary/hours): 3%
- Self-employed: 7%
- Unemployed: 6%
- Retired: 41%
- Other: 7%
Among Employed Public Radio Listeners, Most Are Working From Home

Among those currently employed
Among Those Employed/Working From Home, Many Will Likely WFH Post-COVID-19

Among those currently employed and working from home:

- Worked from home before CV: 26%
- Employer will want WFH after CV: 6%
- After CV, prefer to WFH if allowed: 30%
- After CV, prefer to work outside the home: 38%
The Public Radio Audience’s Mindset
Most Are Feeling Good, But More Than One in Ten Has Had a Positive Test, Symptoms, or Just Aren’t So Sure

I’m fine
85%

I think I’m fine, but not sure
9%

Have/had symptoms (not tested)
2%

Quarantine/isolation
1%

Have/had coronavirus (positive test)
0%

Other/Prefer not to answer
3%

“What is your current state of health?”
About One in Four Knows Someone Who’s Tested Positive or Likely Had COVID-19 – More Than 2X As Much As 6 Weeks Ago

April 2020

CV1

Yes 10%

No 90%

Prefer not to answer 0%

“Do you have any family members, friends or co-workers who have tested positive for coronavirus?”

May 2020

CV2

Yes 24%

No 76%

Prefer not to answer 1%

“Do you have any family members, friends or co-workers who have tested positive for coronavirus or are likely to have had coronavirus even though they were not tested?”
Most Say They Frequently Wear a Face Mask When in Public

“At this time, how often are you personally wearing a face mask when in public?”

Frequently 89%

Occasionally 8%

Not Applicable 1%

Never 1%

Rarely 1%
“At this time, how often are you personally maintaining social distancing guidelines when in public?”

% Who Are “Frequently” Socially Distancing When in Public

- Public Radio: 97%
- Male: 96%
- Female: 97%
- Gen Z: 90%
- Millennials: 96%
- Gen X: 97%
- Boomers: 98%
- Greatest: 95%
- Caucasian: 97%
- Hispanic: 97%
- African-American: 96%
- Asian: 98%
- Democrat: 98%
- Republican: 88%
The Coronavirus Outbreak Is Still Seen as a Full-Blown Crisis

April 2020

- A full-blown crisis: 95%
- A concern, but not so bad: 5%
- Greatly overblown: 1%

May 2020

- A full-blown crisis: 91%
- A concern, but not so bad: 7%
- Greatly overblown: 1%
Half Say the Worst of the Coronavirus Outbreak Is Yet to Come

“Which of the following best describes how you feel about the coronavirus outbreak?”

- The worst is behind us: 8%
- The worst is yet to come: 49%
- Not sure: 43%

Public Radio: 49%
Male: 48%
Female: 50%
Gen Z: 54%
Millennials: 53%
Gen X: 50%
Boomers: 50%
Greatest: 47%
Caucasian: 49%
Hispanic: 55%
African-American: 52%
Asian: 50%
Democrat: 22%
Republican: 53%
A Majority Still Say Things Will Be “Different” When the COVID-19 Crisis Ends, While Fewer See a Return to “Normal”

April 2020

- I have faith we’ll figure this out and life will return to normal: 13%
- Don’t know: 1%
- I’m pessimistic about where it’s heading: 5%
- I would like this to end well, but I’m not so sure: 13%
- This will end, but things will be different: 69%

May 2020

- I have faith we’ll figure this out and life will return to normal: 6%
- Don’t know: 2%
- I’m pessimistic about where it’s heading: 8%
- I would like this to end well, but I’m not so sure: 17%
- This will end, but things will be different: 68%

Source: jacobsmedia.com
Similar to CV1, the Most Trust Goes to NPR, Listeners’ Home Stations, Followed By the CDC/NIH

- NPR/Public Radio: 77%
- Centers for Disease Control (CDC) / Nat. Inst. of Health (NIH): 58%
- Your state's Governor: 41%
- Your local newspaper: 28%
- Congressional Democrats: 19%
- Local TV stations: 16%
- The Trump Administration: 2%
- Congressional Republicans: 1%
- Social media: 1%
Among Political Officials, State Governors Are Most Trusted

% Who Say They “Completely Trust” Each Source to Provide Answers and Solutions to the Coronavirus Outbreak

- NPR/Public Radio: 77%
- THE STATION THAT SENT YOU THIS SURVEY: 75%
- Centers for Disease Control (CDC) / Nat. Inst. of Health (NIH): 58%
- Your state's Governor: 41%
- Your local newspaper: 28%
- Congressional Democrats: 19%
- Local TV stations: 16%
- The Trump Administration: 2%
- Congressional Republicans: 1%
- Social media: 1%
Changes in Media Usage Since COVID-19
Since COVID-19, Home Station Listening Is Solid; Streaming Video, Web Browsing and Newspapers Are All Strong

As the coronavirus outbreak has unfolded, how has your use of the following media changed, if at all?

- Streaming video services (Netflix, Hulu, etc.)
- General internet browsing
- National newspaper (physical paper/online/app)
- NPR/Public Radio
- THE STATION THAT SENT YOU THIS SURVEY
- Social media
- Music streaming services (Spotify, Pandora, etc.)
- Podcasts
- Local newspaper (physical paper/online/app)
- Cable TV news channels (CNN, Fox News, etc.)
- Local TV stations
- Network TV (ABC, NBC, etc.)
- Other AM/FM radio stations in your city/town
- SiriusXM satellite radio

Net Using More

- 44%
- 30%
- 30%
- 12%
- 8%
- 12%
- 14%
- 10%
- 7%
- 7%
- -7%
- 0%

% Using More Now

- 45%
- 33%
- 32%
- 23%
- 22%
- 17%
- 17%
- 15%
- 15%
- 15%
- 12%
- 12%
- 10%
- 7%
- 7%
- 0%

% Using Less Now

- 1%
- 3%
- 2%
- 11%
- 5%
- 3%
- 5%
- 3%
- 5%
- 13%
- 4%

“As the coronavirus outbreak has unfolded, how has your use of the following media changed, if at all?”
Of the Public Radio Formats, Classical and AAA Appear To Be Getting Impressive “Lift” From the COVID-19 Crisis

“As the coronavirus outbreak has unfolded, how has your use of the following media changed, if at all?”

- Streaming video services (Netflix, Hulu, etc.)
- General internet browsing
- National newspaper (physical paper/online/app)
- NPR/Public Radio
- Music streaming services (Spotify, Pandora, etc.)
- Podcasts
- Local newspaper (physical paper/online/app)
- Cable TV news channels (CNN, Fox News, etc.)
- Local TV stations
- Network TV (ABC, NBC, etc.)
- Other AM/FM radio stations in your city/town
- SiriusXM satellite radio

Net Using More
- 44%
- 30%
- 30%
- 12%
- 8%
- 12%
- 14%
- 10%
- 7%
- 7%
- -7%
- 0%

% Using Less Now
- 1%
- 2%
- 11%
- 3%
- 5%
- 5%
- 13%

% Using More Now
- 45%
- 33%
- 23%
- 22%
- 17%
- 15%
- 6%

Classical
- More – 22%
- Less – 9%

AAA
- More – 30%
- Less – 13%
More Than One-Fifth Do NOT Have a Working Radio in Their Homes That They Use

Public Radio

- Yes: 76%
- No: 23%
- Unsure: 1%

Commercial Radio

- Yes: 77%
- No: 22%
- Unsure: 1%

Christian Music Radio

- Yes: 72%
- No: 27%
- Unsure: 1%

“In your home, do you have a working radio that you use?”
Public Radio Listening & the Coronavirus
In-Car Listening Leads (Just Like “Normal”) While Streaming on Various Devices Looks Solid

Among Those Currently Listening to Their Home Station, % Using Each Platform “A Lot” to Listen to the Station

- Regular radio in the car: 39%
- Regular radio at home: 34%
- Stream on the station website (computer/laptop, smartphone, tablet, etc.): 18%
- Stream on the station’s own mobile app: 12%
- Stream on a voice-command smart speaker: 10%
- Stream via an app that has many stations (iHeartRadio, Radio.com, etc.): 10%
- Wireless audio system (Sonos, Bose, etc.): 10%
- Regular radio while working outside your home: 8%
- Podcast produced by THE STATION THAT SENT YOU THIS SURVEY: 7%
Seven in Ten Rate Their Home Station “Excellent” Since the Coronavirus Outbreak

“Think about your listening to THE STATION THAT SENT YOU THIS SURVEY. How would you rate the station SINCE the start of the coronavirus outbreak?”

- Excellent: 71%
- Good: 22%
- Fair: 2%
- Poor: 0%
- Don't know/haven't listened: 4%

% Who Rate Their Home Station as “Excellent”

- Public Radio: 71%
- Republican: 46%
- Democrat: 77%
- Caucasian: 72%
- Hispanic: 78%
- African-American: 65%
- Asian: 63%
- Greatest: 68%
- Boomers: 73%
- Gen X: 72%
- Millennials: 68%
- Gen Z: 73%
- Female: 73%
- Male: 69%

Don’t know/haven’t listened: 4%
More Than Half Say They Feel a Stronger Connection to Their Favorite Public Station Since the Start of COVID-19

“Since the start of the coronavirus outbreak, I feel a stronger sense of connection with THE STATION THAT SENT ME THIS SURVEY”
Three in Four Feel Their Home Public Radio Station Is Paying the Right Amount of Attention to COVID-19

“As the coronavirus outbreak has unfolded, how much attention do you feel THE STATION THAT SENT YOU THIS SURVEY is paying to the situation?”
“At this time, how often are you personally seeking distractions from COVID-19 news coverage?”

About Four in Ten Say They Are Frequently Seeking Distractions From COVID-19 News

% Who Are “Frequently” Seeking Distractions From COVID-19 News Coverage

- Public Radio: 41%
- Male: 35%, Female: 44%
- Gen Z: 48%, Millennials: 48%, Gen X: 45%
- Boomers: 40%, Greatest: 37%
- Caucasian: 41%, Hispanic: 43%, African-American: 43%
- Asian: 38%
- Democrat: 40%, Republican: 44%

- Never: 3%
- Occasionally: 44%
- Rarely: 10%
- Not Applicable: 1%
Most Try to at Least Somewhat Limit Their COVID-19 News Exposure

### Public Radio
- Seek as much COVID-19 news as I can: 34%
- Somewhat limit COVID-19 news exposure: 62%
- Try to avoid COVID-19 news exposure: 4%
- Don't know: 1%

### Commercial Radio
- Seek as much COVID-19 news as I can: 20%
- Somewhat limit COVID-19 news exposure: 63%
- Try to avoid COVID-19 news exposure: 16%
- Don't know: 1%

### Christian Music Radio
- Try to avoid COVID-19 news exposure: 24%
- Somewhat limit COVID-19 news exposure: 65%
- Seek as much COVID-19 news as I can: 10%
- Don't know: 1%
One in Three Seeks as Much COVID-19 News as Possible

Seek as much COVID-19 news as I can 34%

Try to avoid COVID-19 news 4%

Somewhat limit COVID-19 news exposure 62%

Don't know 1%

% Who Seek as Much COVID-19 News Coverage as Possible

- Public Radio: 34%
- Male: 36%
- Female: 33%
- Gen Z: 24%
- Millennials: 26%
- Gen X: 32%
- Boomers Greatest: 35%
- Caucasian: 34%
- Hispanic: 35%
- African-American: 33%
- Asian: 41%
- Democrat: 36%
- Republican: 26%
Two in Three Are Trying to Limit or Avoid COVID-19 News

- Somewhat limit COVID-19 news exposure: 62%
- Try to avoid COVID-19 news: 4%
- Don't know: 1%
- Seek as much COVID-19 news as I can: 34%

% Who Are Trying to Somewhat Limit or Avoid COVID-19 News:
- Public Radio: 66%
- Male: 63%
- Female: 67%
- Gen Z: 74%
- Millennials: 73%
- Gen X: 68%
- Boomers: 65%
- Greatest: 63%
- Caucasian: 66%
- Hispanic: 64%
- African-American: 66%
- Asian: 59%
- Democrat: 63%
- Republican: 74%

Two in Three Are Trying to Limit or Avoid COVID-19 News—Seek as much COVID-19 news as I can: 34%
“At this time, how often are you personally listening to music as an escape?”

More Than One in Three Is Frequently Listening to Music as an Escape

- Frequently: 37%
- Occasionally: 43%
- Rarely: 15%
- Never: 4%
- Not Applicable: 1%

% Who Are “Frequently” Listening to Music as an Escape:

- Public Radio: 37%
- Male: 39%
- Female: 35%
- Gen Z: 54%
- Millennials: 37%
- Gen X: 37%
- Boomers: 37%
- Greatest: 35%
- Caucasian: 37%
- Hispanic: 44%
- African-American: 38%
- Asian: 27%
- Democrat: 36%
- Republican: 39%
In the Coming Week, Most Plan to Walk/Workout, Go Grocery Shopping, Take a Car Drive/Ride and Video Chat

% Who Plan to Do Each in the Next Week or So

- Go outside to take a walk or to work out: 94%
- Shop for groceries: 84%
- Take a drive/ride in the car: 78%
- Video chat/conference with family/friends/co-workers: 76%
- Get gas for the car: 58%
- Go to a pharmacy or drug store: 47%
- Shop for beer/wine/liquor: 36%
- Have food delivered from a local restaurant: 31%
- Work at a paid job outside the home: 16%
Compared to Six Weeks Ago, There Is More Planned Participation in the Coming Week For All Activities

- Go outside to take a walk or to work out: 92% (CV2), 94% (CV1)
- Shop for groceries: 82% (CV2), 84% (CV1)
- Take a drive/ride in the car: 78% (CV2), 57% (CV1)
- Video chat/conference with family/friends/co-workers: 76% (CV2), 67% (CV1)
- Get gas for the car: 58% (CV2), 45% (CV1)
- Go to a pharmacy or drug store: 47% (CV2), 42% (CV1)
- Shop for beer/wine/liquor: 36% (CV2), 29% (CV1)
- Have food delivered from a local restaurant: 30% (CV2), 31% (CV1)
- Work at a paid job outside the home: 13% (CV2), 16% (CV1)
Interest in Activities vs. Risk
The Vast Majority Are Concerned About Opening Businesses Too Soon Rather Than Not Soon Enough

- Reopening businesses too soon: 84%
- Not reopening businesses soon enough: 7%
- Not sure/NA: 9%

“Which of the following is a bigger concern to you in your local area?”
The Vast Majority Are Concerned About Opening Businesses Too Soon Rather Than Not Soon Enough

% Who Are More Concerned Businesses in the Local Area Will Open Too Soon

- Public Radio: 84%
- Male: 81%
- Female: 86%
- Gen Z: 80%
- Millennials: 84%
- Gen X: 83%
- Boomers: 84%
- Greatest: 83%
- Caucasian: 84%
- Hispanic: 88%
- African-American: 91%
- Asian: 83%
- Democrat: 44%
- Republican: 90%

"Which of the following is a bigger concern to you in your local area?"
Grocery Shopping and Visiting a Doctor/Dentist Are the Activities With Highest Interest in Resuming

% Interested in Returning to Each Activity
(4s and 5s on 5-point scale; 5=“Very Interested”)

- Going to a grocery store/pharmacy: 81%
- Going to see a doctor/dentist: 70%
- Going out to eat at a sit-down restaurant or café: 66%
- Going to a party or social/family event (wedding, birthday, etc.): 66%
- Going to a beach/public park: 64%
- Getting a haircut/Go to a salon: 63%
- Going to a concert/theatre/festival performance: 56%
- Going to a museum: 52%
- Going to the gym/exercise class: 42%
- Flying on an airplane (business/personal): 41%
- Going to the movies: 37%
- Staying in a hotel (business/personal): 34%
- Going to a sponsored event from home station: 31%

Grocery Shopping and Visiting a Doctor/Dentist Are the Activities With Highest Interest in Resuming.
### Casinos, Cruises, and Amusement/Theme Parks Are Currently of Least Interest to Public Radio Listeners

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to a religious service</td>
<td>27%</td>
</tr>
<tr>
<td>Going to a bar/club</td>
<td>21%</td>
</tr>
<tr>
<td>Going out to eat at a fast food restaurant</td>
<td>20%</td>
</tr>
<tr>
<td>Going to a professional or college sporting event</td>
<td>20%</td>
</tr>
<tr>
<td>Sending a child to school/day care</td>
<td>19%</td>
</tr>
<tr>
<td>Going to a shopping mall</td>
<td>17%</td>
</tr>
<tr>
<td>Riding public transportation (bus, subway, train, etc.)</td>
<td>17%</td>
</tr>
<tr>
<td>Going to a political rally</td>
<td>11%</td>
</tr>
<tr>
<td>Taking an Uber/Lyft ride</td>
<td>10%</td>
</tr>
<tr>
<td>Going to an amusement/theme park</td>
<td>8%</td>
</tr>
<tr>
<td>Going on a cruise</td>
<td>7%</td>
</tr>
<tr>
<td>Going to a casino</td>
<td>3%</td>
</tr>
</tbody>
</table>
Many Activities Are Currently Seen as Very or Somewhat Risky by Nearly All Respondents

% Saying Each Activity Is Risky
(4s and 5s on 5-point scale; 5=“Very Risky”)

- Going on a cruise: 97%
- Going to a casino: 96%
- Going to a political rally: 95%
- Going to a bar/club: 94%
- Going to a professional or college sporting event: 94%
- Going to a concert/theatre/festival performance: 93%
- Going to an amusement/theme park: 93%
- Flying on an airplane (business/personal): 90%
- Going to the movies: 89%
- Riding public transportation (bus, subway, train, etc.): 89%
- Going to the gym/exercise class: 88%
- Going to a religious service: 87%
- Going to a shopping mall: 84%
The “Least Risky” Activities: Going to a Grocery Store/Pharmacy, Visiting a Doctor/Dentist, and Going to a Beach or Park

% Saying Each Activity Is Risky (4s and 5s on 5-point scale; 5=“Very Risky”)

Going out to eat at a sit-down restaurant or café: 83%
Sending a child to school/day care: 83%
Going to a party or social/family event (wedding, birthday, etc.): 79%
Taking an Uber/Lyft ride: 79%
Going to a sponsored event from home station: 78%
Going out to eat at a fast food restaurant: 77%
Staying in a hotel (business/personal): 74%
Going to a museum: 71%
Getting a haircut/Go to a salon: 70%
Going to a beach/public park: 51%
Going see a doctor/dentist: 48%
Going to a grocery store/pharmacy: 42%

The “Least Risky” Activities: Going to a Grocery Store/Pharmacy, Visiting a Doctor/Dentist, and Going to a Beach or Park
Key Activities: Interest vs. Risk
Key Activities: High Interest/Low Risk

<table>
<thead>
<tr>
<th>Grocery/Pharmacy</th>
<th>Doctor/Dentist</th>
</tr>
</thead>
</table>

- Grocery/Pharmacy
- Doctor/Dentist
Key Activities: High Interest/High Risk

<table>
<thead>
<tr>
<th>Activity</th>
<th>Icon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Party/Family event</td>
<td>🎉</td>
</tr>
<tr>
<td>Sit-Down restaurant</td>
<td>☕️</td>
</tr>
<tr>
<td>Beach/Public park</td>
<td>☀️</td>
</tr>
<tr>
<td>Concert/Theater</td>
<td>🎤</td>
</tr>
<tr>
<td>Haircut/Salon</td>
<td>💇</td>
</tr>
<tr>
<td>Museum</td>
<td>🏛️</td>
</tr>
</tbody>
</table>
Key Activities: Low Interest/High Risk

- Fast food
- Stay At hotel
- Radio station event
- Religious service
- Uber/Lyft
- Gym/Exercise class
- Movie
- Mall
- School/Daycare
- Amusement park
- Casino
- Public transportation
- Bar
- Sports event
- Airplane travel
- Cruise
- Political rally
Membership and Fundraising
Most Are Sustaining Members, and Plan to Retain Membership Through 2020

Station Membership

- Sustaining member: 47%
- Annual member: 26%
- Not a member: 14%
- Member, unsure how much longer can support: 1%
- Member/unknown type: 11%
- Don't know: 2%

Likelihood to Remain a Member Through End of 2020? (Among Current Members)

- Very likely: 93%
- Somewhat likely: 6%
- Not very likely: 1%
- Not sure: 1%
Most Agree Normal Fundraising Can and Should Continue at This Time

“Which of these statements best describes how THE STATION THAT SENT YOU THIS SURVEY should raise funds during the coronavirus outbreak?”

- Station needs support and should maintain its normal fundraising activities: 61%
- Station needs support but a fundraiser at this time is inappropriate: 25%
- Not sure/NA: 15%

Saying Station Should Maintain Normal Fundraising Activities

- Republican: 62%
- Democrat: 56%
- Caucasian: 62%
- Asian: 62%
- African-American: 54%
- Hispanic: 62%
- Greatest: 61%
- Boomers: 60%
- Gen X: 61%
- Millennials: 62%
- Gen Z: 60%
However, One in Four Say Fundraising Is Currently Inappropriate

“Which of these statements best describes how THE STATION THAT SENT YOU THIS SURVEY should raise funds during the coronavirus outbreak?”
“Which of these statements best describes how THE STATION THAT SENT YOU THIS SURVEY should raise funds during the coronavirus outbreak?”
Half Say They Would Definitely Support Their Home Public Radio Station’s Fundraising Efforts at This Time

“Given some of the economic pressures in the current environment, THE STATION THAT SENT YOU THIS SURVEY may still feel the need to fundraise at this time. Which of the following best describes your likely response?”

- Definitely would support the station financially at this time: 52%
- Might/might not support the station financially: 34%
- Definitely would NOT support the station financially at this time: 8%
- Not sure: 5%

% Saying They Would Definitely Financially Support Their Home Station During Current Fundraising:
- Public Radio: 52%
- Male: 54%, Female: 52%
- Gen Z: 34%, Millennials: 43%, Gen X: 51%
- Boomers: 54%, Greatest: 54%
- Caucasian: 53%, Hispanic: 50%
- African-American: 47%, Asian: 53%
- Democrat: 34%, Republican: 56%
Takeaways & Action Steps
Key Findings

- Consumers are beginning to cope & accept COVID-19
- It continues to be perceived as a full-blown crisis, and now twice as many know someone who’s tested positive for the virus
- COVID-19 is now highly politicized, even in public radio where Dems dominate
- Most are still at home, but they’re beginning to move around, drive, shop
- WFH is a huge issue for public radio today & looks to be a game-changer moving forward
- It’s still the economy, stupid – the top concern again
- Public radio looks healthy in this study, including music stations
- Streaming on various devices looks solid
- Many are seeking distractions from COVID-19 news coverage
Key Findings

- When it comes to trust, governors rise to the top of the political heap
- Most are concerned that businesses will open too soon
- A solid majority are resigned to a “new normal” post-COVID-19; many believe the worst is yet to come
- Nearly everyone is “social distancing,” and most wear face masks frequently
- Few activities are considered “not risky;” the safest are shopping at a grocery/pharmacy and visiting a doctor/dentist
- Once again, favorite public radio stations earn “excellent” scores & credit for covering COVID-19 with the right balance
- Many feel a stronger connection to stations since COVID-19
- It’s safe to be fundraising again – a shift from April’s survey
So Now What?
THIS is the “new normal” - Focus on WFH Messaging
WFH May Likely Change Your Station
Consistently Promote Your Streaming Channels/Gadgets
Stay In Your Lane (Especially If You’re A Music Station)
Humor And Distraction Are More Desirable Now
Development Can Help Sponsors – Let the Grid Be Your Guide

Key Activities: Interest vs. Risk

- Interest
- Risk
COVID-19 Themed Podcasts
Keep Up The Good Work!
Keep Up The Good Work!
Coming in June
Contact Us

- www.jacobsmedia.com
- www.jacapps.com
- fred@jacobsmedia.com
- @fnjacobs
- @jacobsmedia
- www.jacobsmedia.com/blog
Public Radio’s Pathway Through the Pandemic

© Jacobs Media 2020