



## Reinvigorating Public Radio's Public Service & Public Support

1. Public radio is no longer a growth industry. Public radio's national loss of audience momentum is real.
2. In Spring 2005, the number of listeners (26.8 million) and the level of listening (1.7 million) fell below Spring 2003. After decades of growth, public radio's share dropped below 5 percent.
3. Overall loyalty to public radio, which grew from 36 percent of listener hours in 1995 to 42 percent in 2004, declined in 2005.
4. Listening by core listeners flattened in 2004 and declined in 2005. Gross individual giving revenues are expected to drop in 2006.
5. Public radio is losing its grip on its own listeners. It's not that they are listening less to radio; they are listening less to public radio and listening more to commercial radio.
6. Listening to XM and Sirius is not the cause of public radio's lost momentum. Only one-quarter of one percent of public radio's national listening audience may have been lost to XM and Sirius from 2003 to 2005.
7. The statistical reliability of national Arbitron estimates for college graduates over age 35 has stabilized or improved in recent years. PPDVs have declined.
8. Network news, information and entertainment programming caused the growth in public radio in the last decade. But in 2005 listening to network N-I-E dropped back to 2003 levels.
9. Overall, listener loyalty to network news, information and entertainment programming is 10-12 points higher than to local N-I-E. But in the last two years loyalty is flat to down for both sources of N-I-E programming.
10. Public radio has lost audience momentum nationally because gains made by stations that are still climbing have been negated by stations that are diving.