



# Following the Numbers



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NOVEMBER 2002



# The Public Radio Station Universe

## Stations with Call Letters

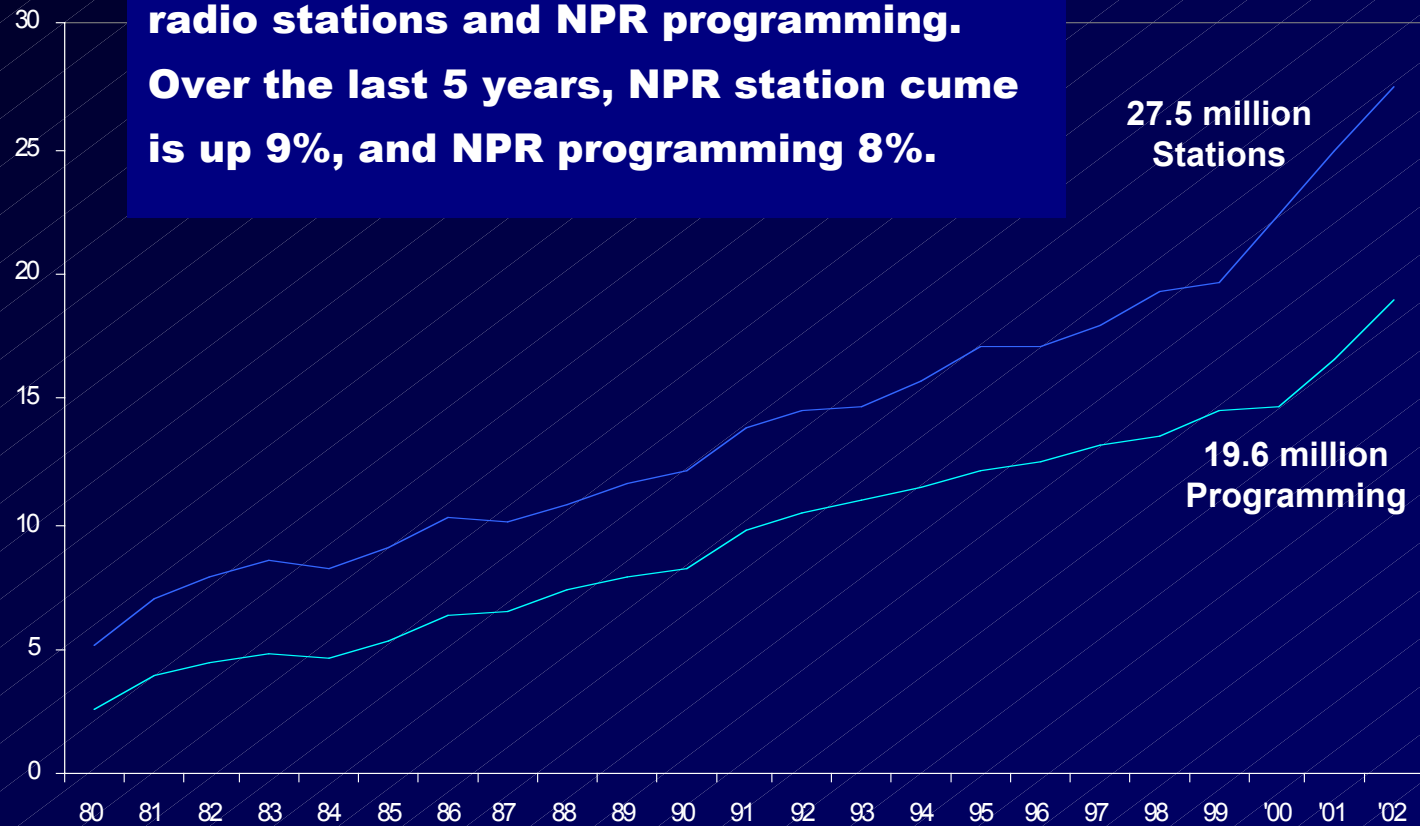
- **833 Stations (CPB Supported, NPR member, PRSS)**
- **428 Flagship**
- **327 100% Repeater Stations**
- **70 Partial Repeaters**
  
- **Matched to Metro level – close to universal coverage**

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# Audience Cume: 1980 to 2002 NPR Stations and NPR Programming

**News events drive listening, and more Americans are tuning in to their public radio stations and NPR programming. Over the last 5 years, NPR station cume is up 9%, and NPR programming 8%.**



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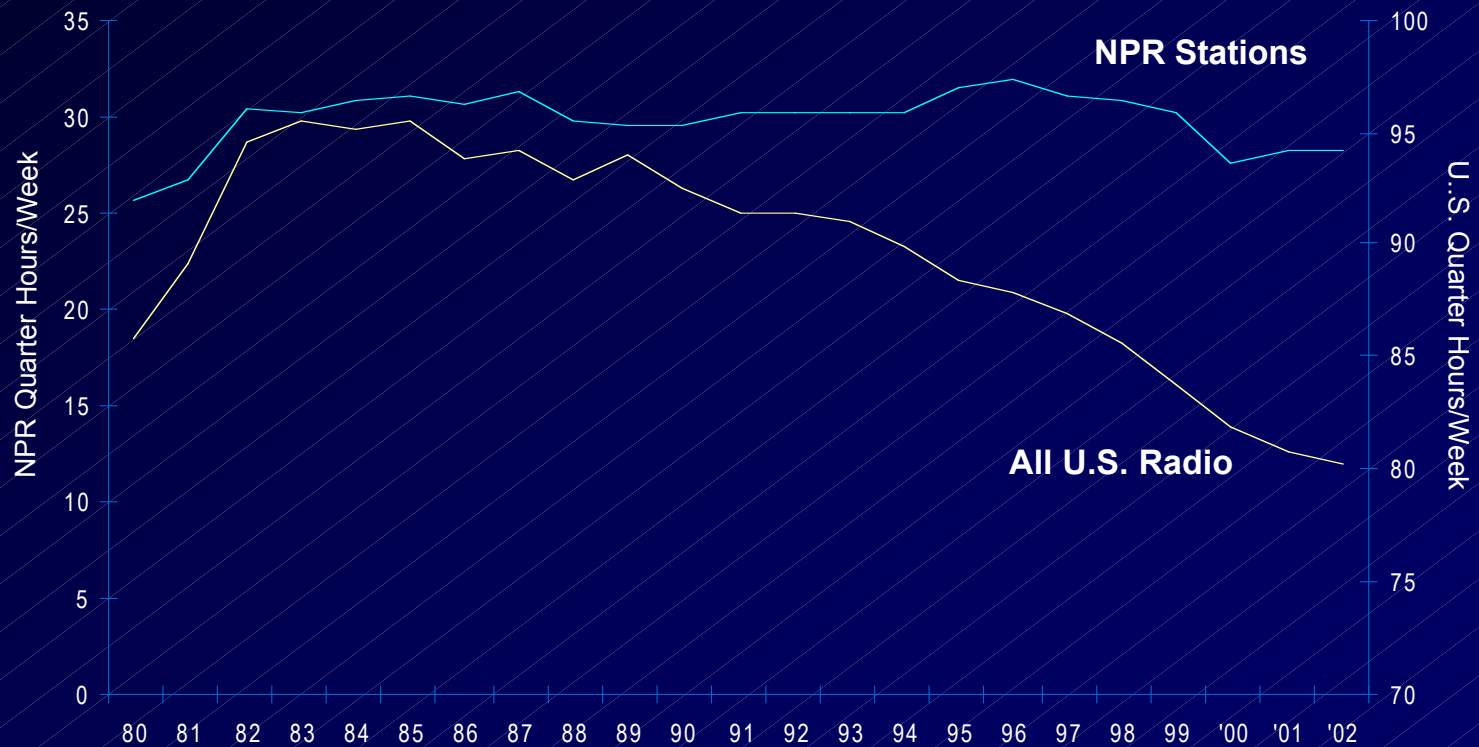
3

SOURCE: Arbitron Spring reports



# Time Spent Listening to Radio U.S. and NPR

**Listening to NPR stations holds steady, in contrast  
to downward trend for overall radio**



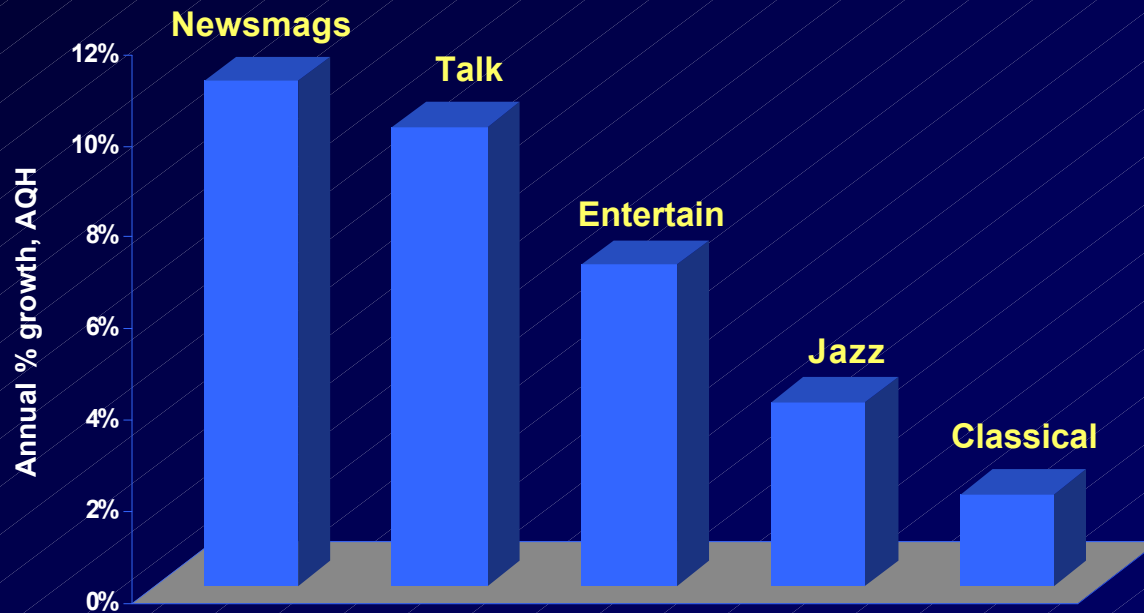
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SOURCE: Arbitron Nationwide, Spring reports



# NPR Programming Growth Spring 2002

**Audience levels for newsmagazines and talk programs show sharp increase in past year.**



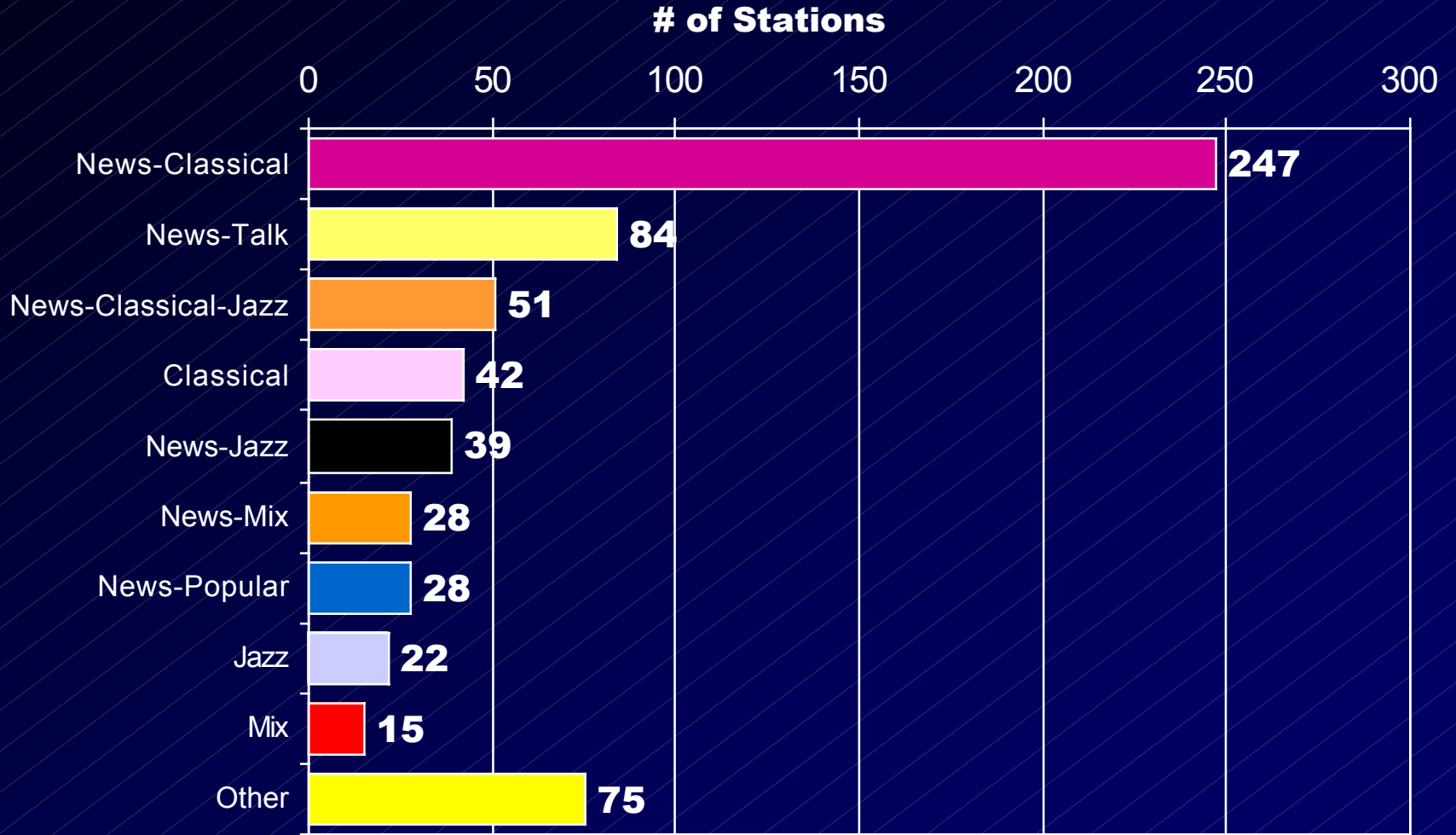
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SOURCE: Arbitron Nationwide, Persons 12+, Spring 2002

Represents growth in AQH, which is the average number of persons listening for at least 5 minutes in a quarter-hour period, and come or the number of people who tuned in at anytime M-Sun 6AM-12M



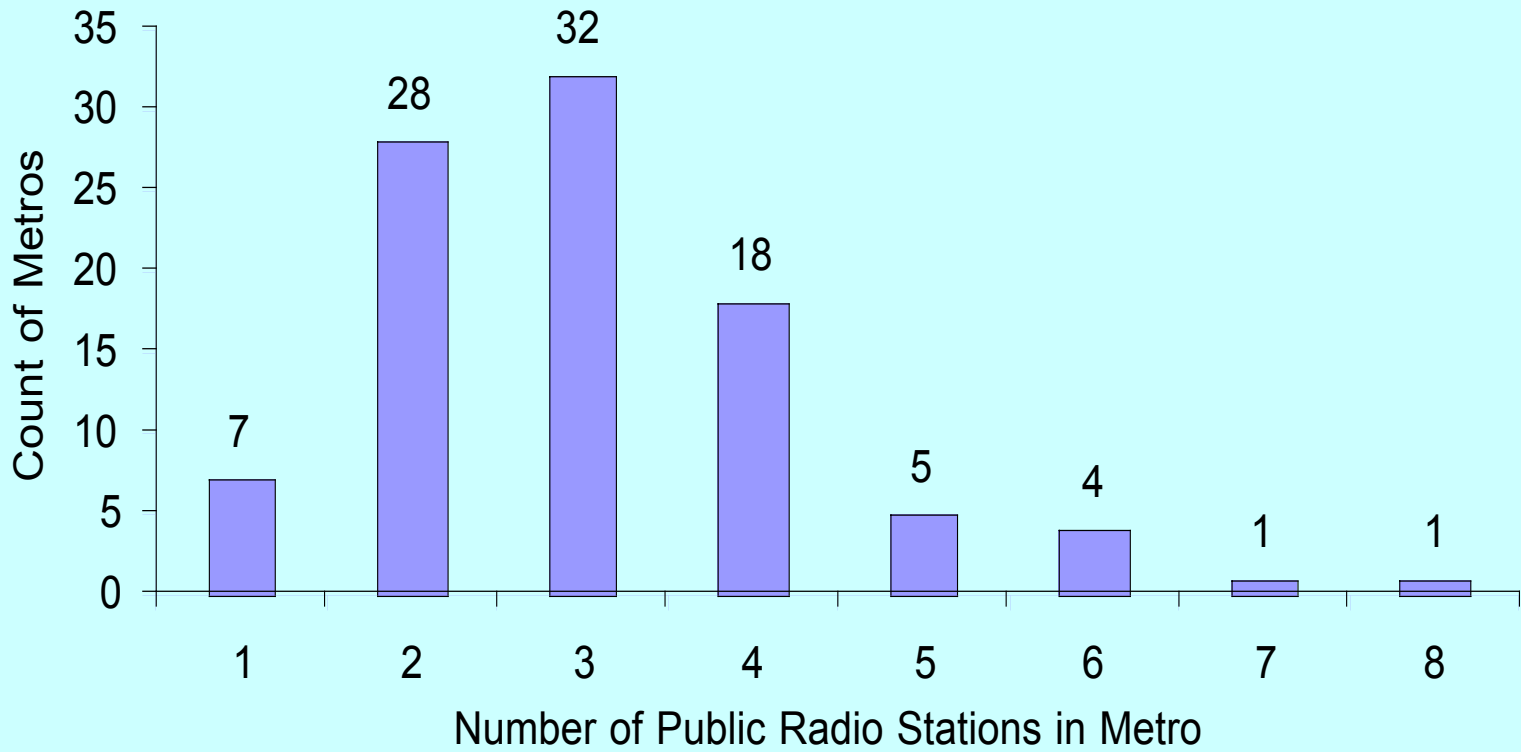
# Format Diversity



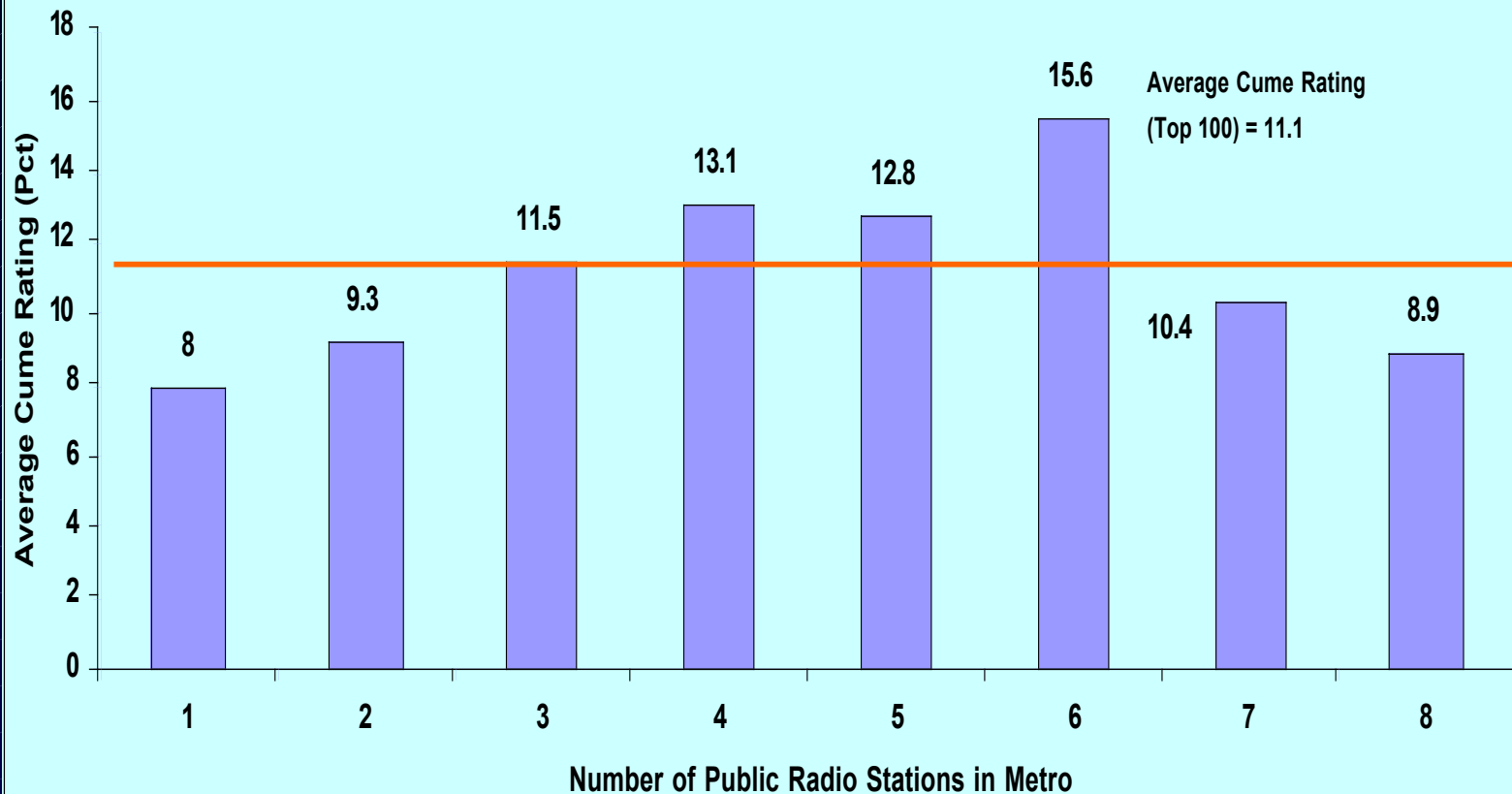
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Source: NPR Carriage Center, Winter 2001

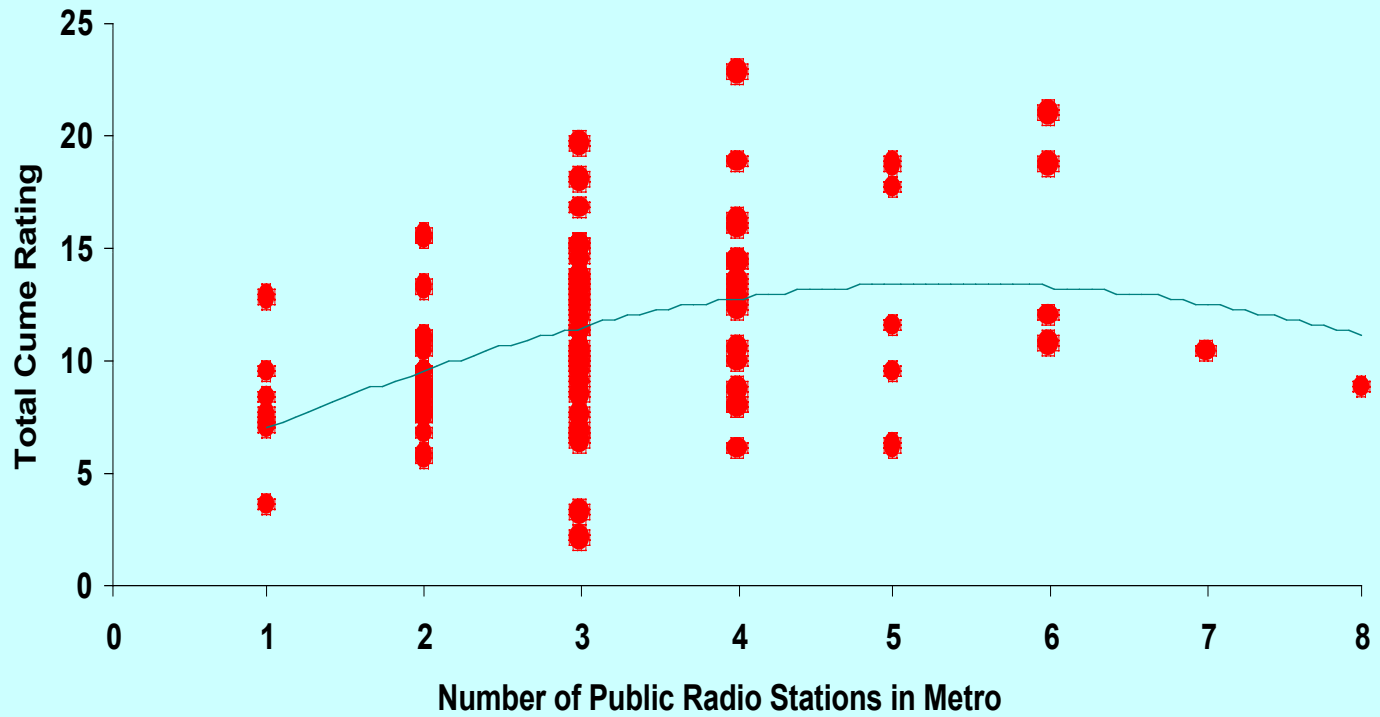
### Count of Metros by Number of Public Stations Top 100 Metros (Excluding Fully Embedded Metros)



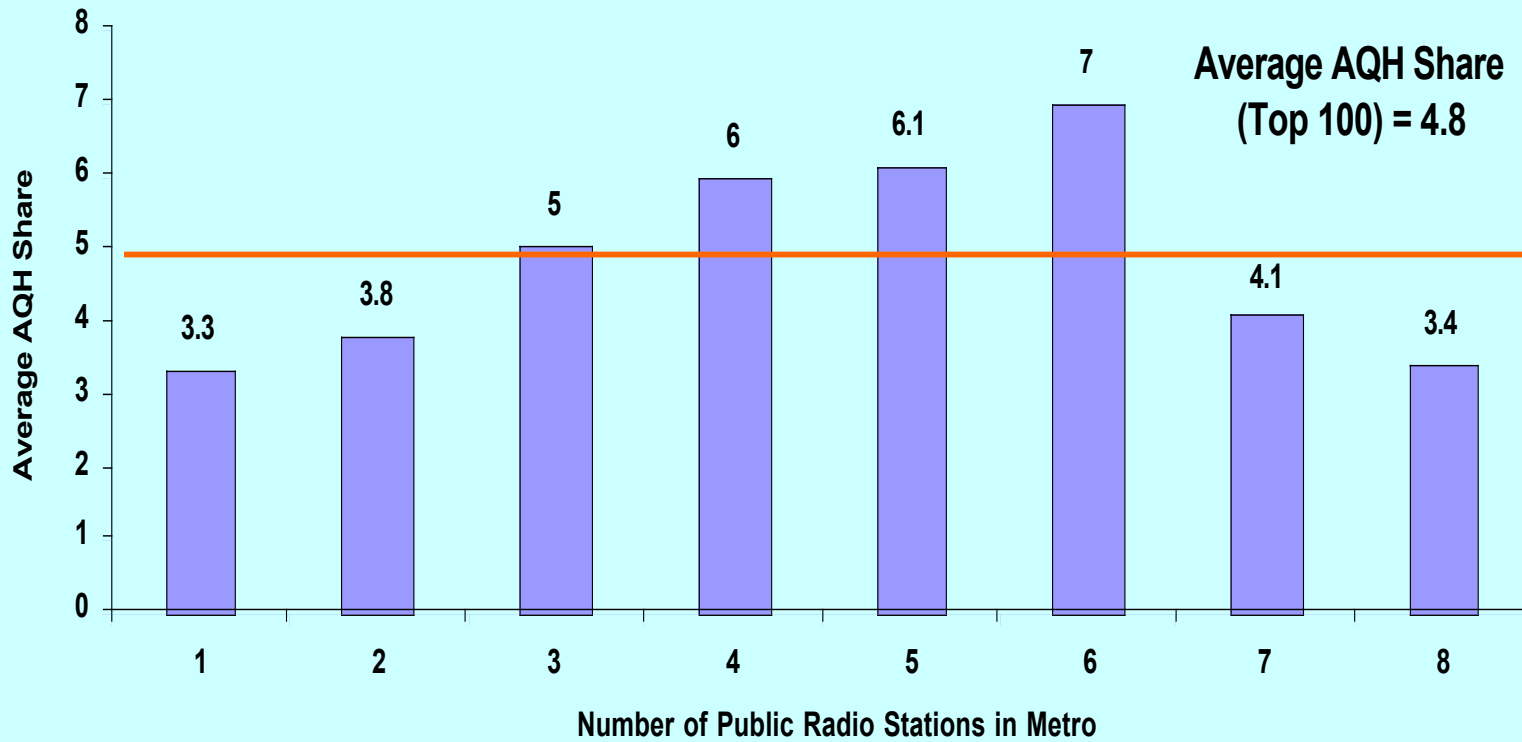
## Average Cume Rating by Number of Public Radio Stations Top 100 Metros (Excludes Fully Embedded Metros)



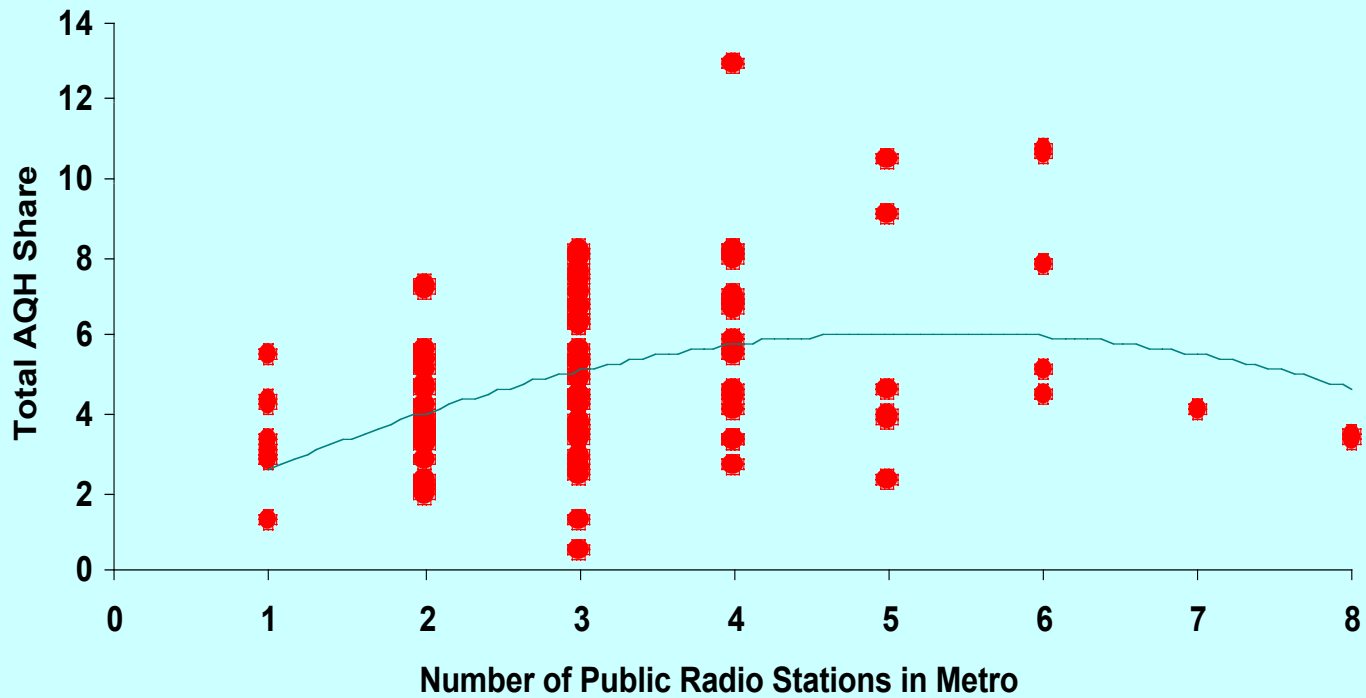
### Number of Public Radio Stations Per Metro by Cume Rating Top 100 Metros (Excludes Fully Embedded Metros)



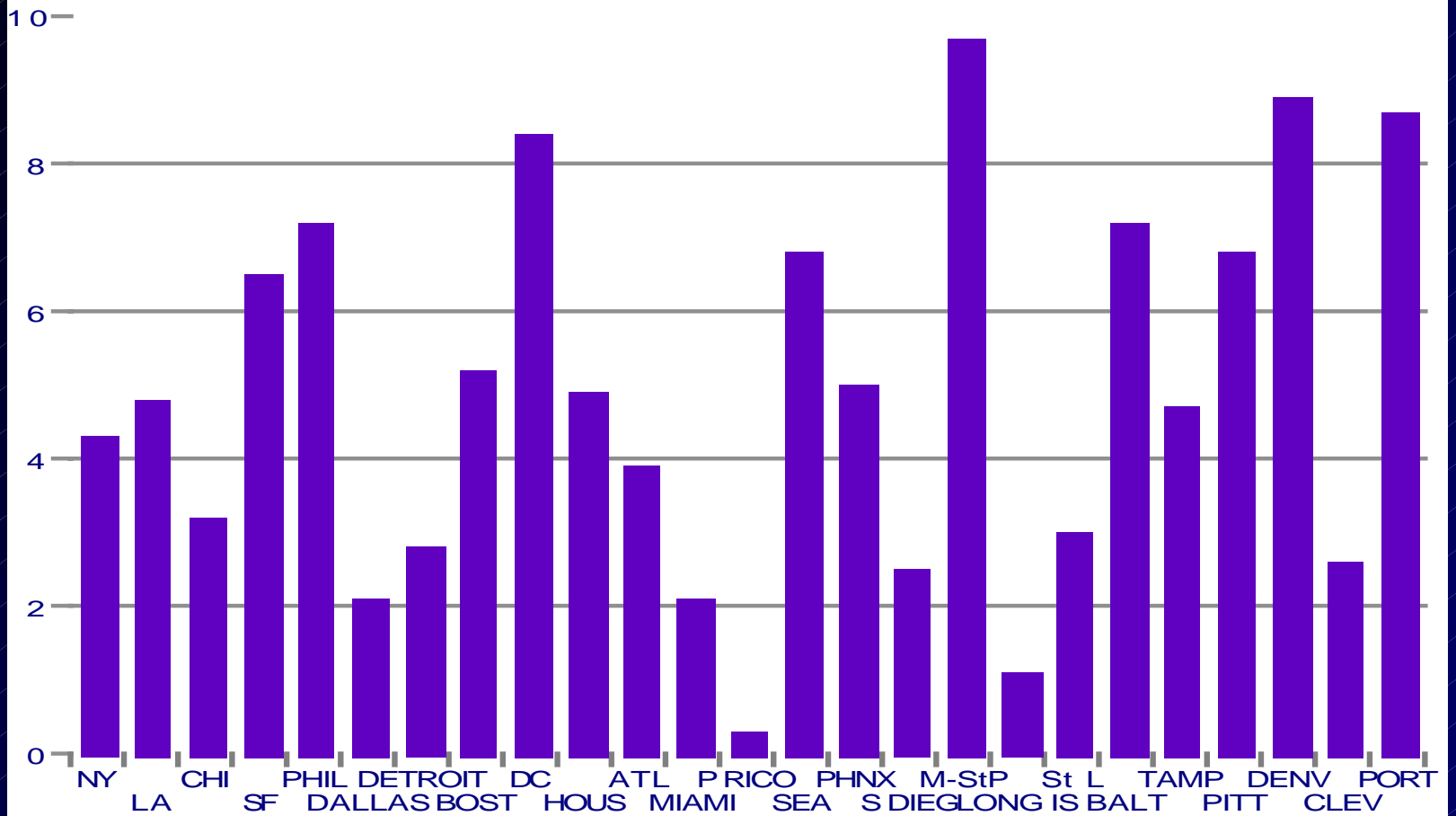
### Average AQH Share by Number of Public Radio Stations Top 100 Metros (Excludes Fully Embedded Metros)



### Number of Public Radio Stations Per Metro by AQH Share Top 100 Markets (Excludes Fully Embedded Metros)



# Public Radio Listening Share: Top 25 Markets

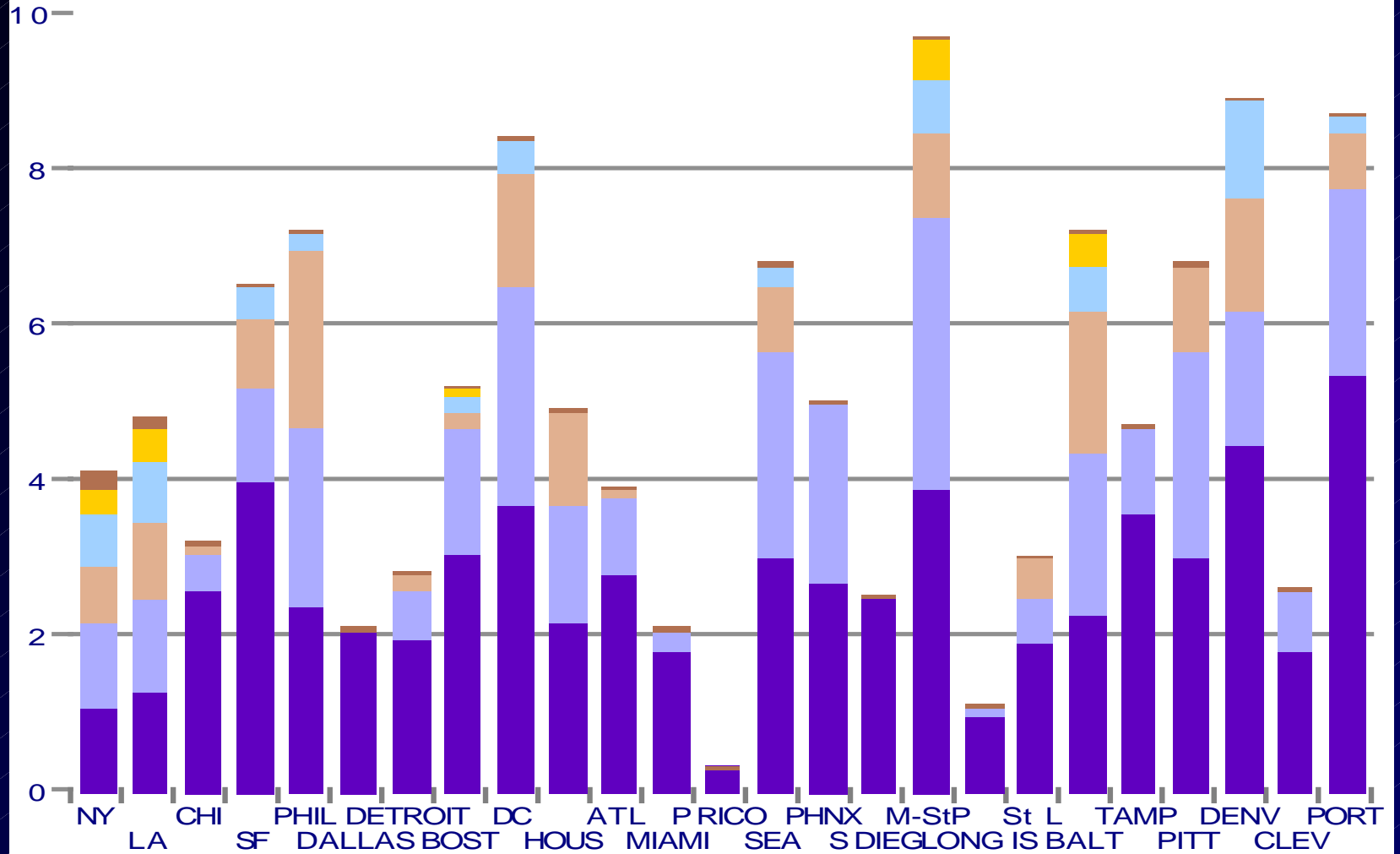


Source: Arbitron

Listening Share, Metro Survey Area, Spring 2001

Station Resource

# Public Radio Listening Share: Top 25 Markets

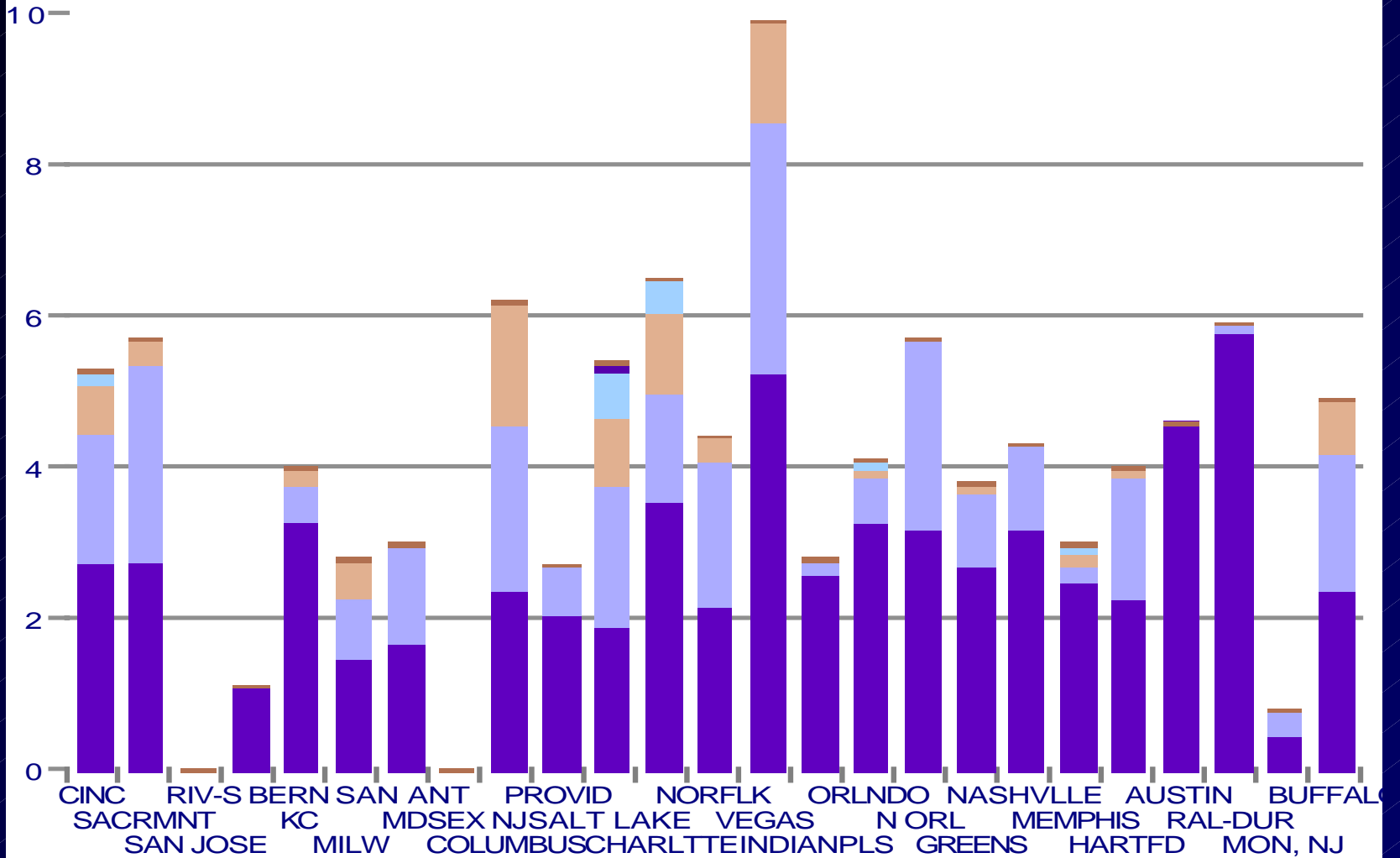


Listening Share, Metro Survey Area, Spring 2001

Source: Arbitron

Station Resource

# Public Radio Listening Share: Markets 26-50



Listening Share, Metro Survey Area, Spring 2001

Source: Arbitron

Station Resource

# Data Issues

**Have pieces but lack cohesive databases  
tie together --**

- **Geography**
- **Audience Performance**
- **Financial**
- **Program Carriage**
- **Mapping**
- **Competitive**