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**WEKU.org**

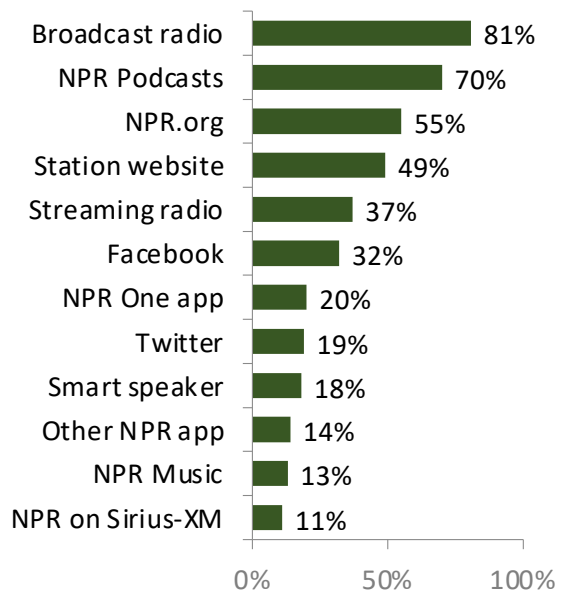
**n p r** FOR CENTRAL AND  
EASTERN KENTUCKY

# NPR Impact Survey

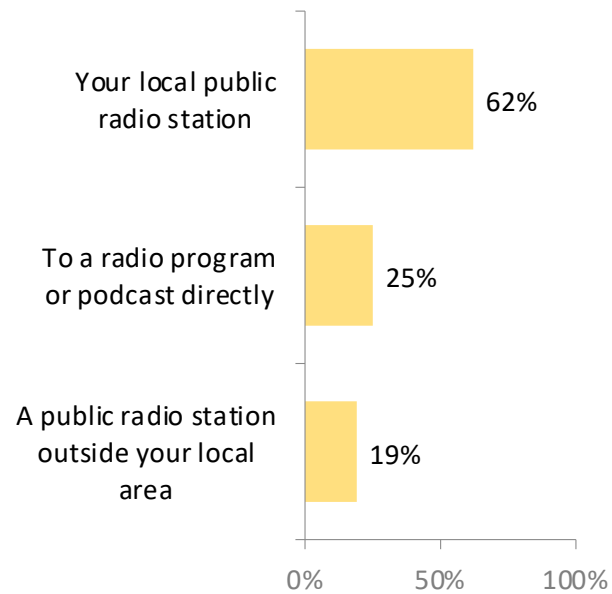
July 2019

# Listener Survey

### NPR/Public Radio Platforms Used in Past 30 Days



### Made a Financial Contribution In Past 12 Mos.

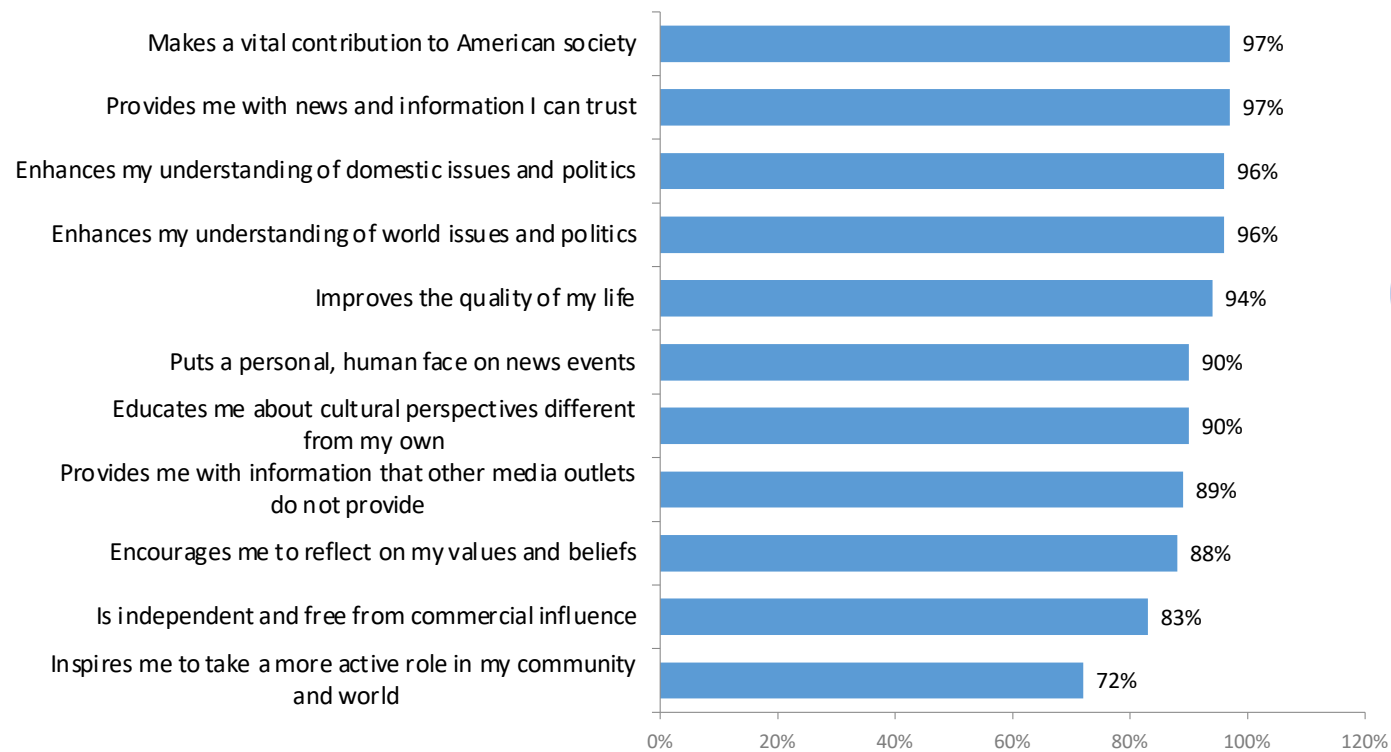


# Key Findings

- Listeners agree NPR is a trusted source of news that improves the quality of their lives and is highly valued as a public service.
- Perceived quality of NPR coverage remains very high, especially for topics most important to listeners – investigative coverage, federal government, international news and the environment.
- Among regular listeners, NPR continues to surpass competitors in perceived coverage quality across nearly all topics.
- NPR coverage drives conversation as well as further research, advocacy and action by listeners.



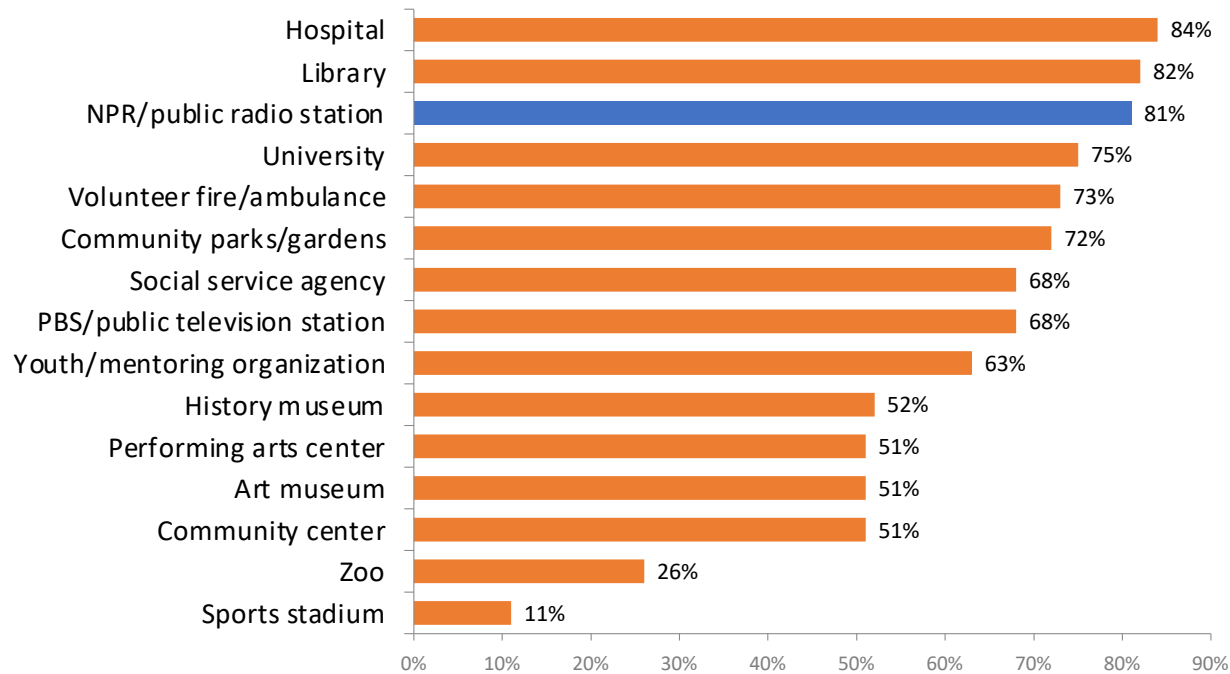
# Listeners agree that NPR . . .



Base: NPR listeners, n=575



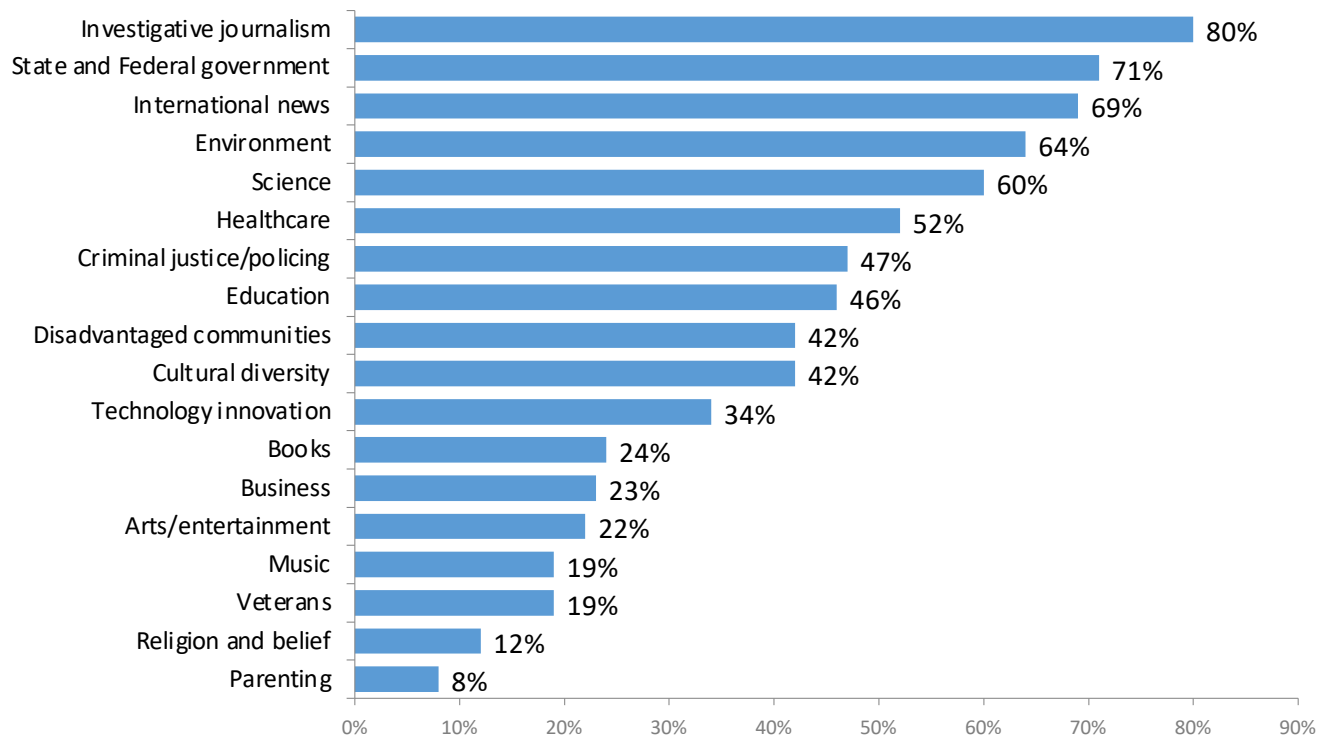
# How listeners rate the value of NPR compared to other public services



Base: NPR listeners, n=575



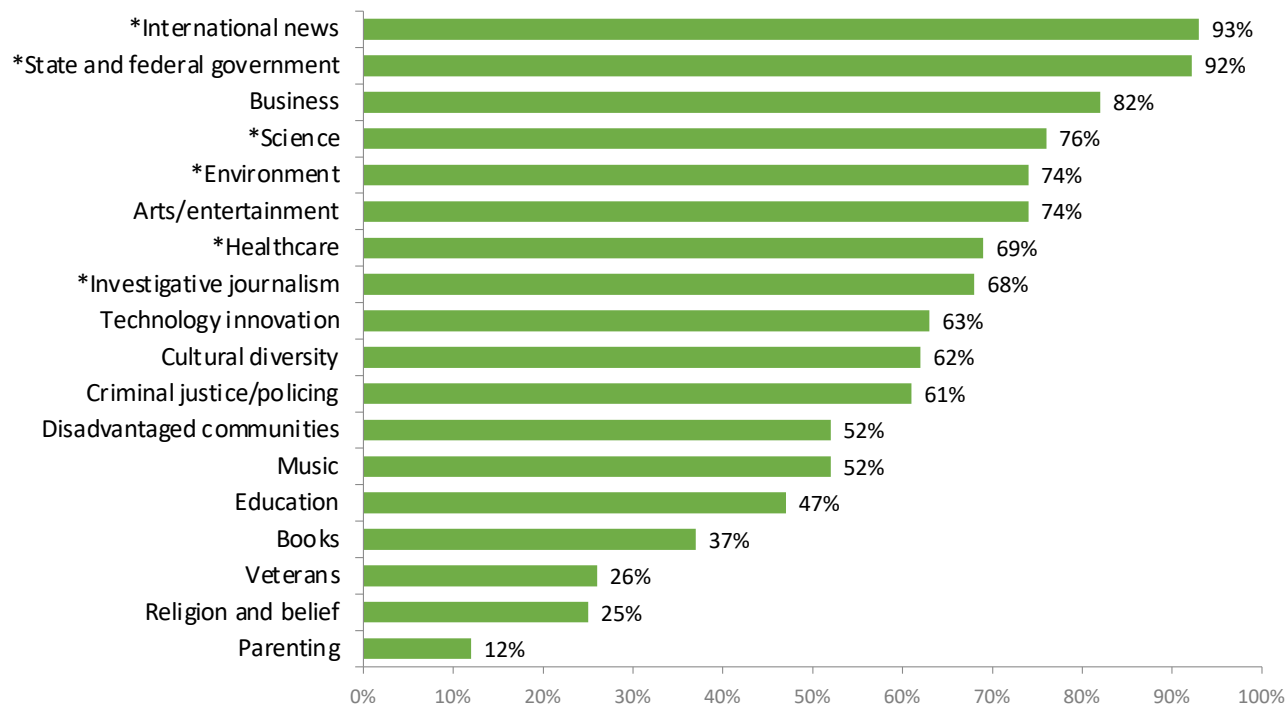
# How listeners rate the importance of NPR coverage, by topic



Base: NPR listeners, n=575



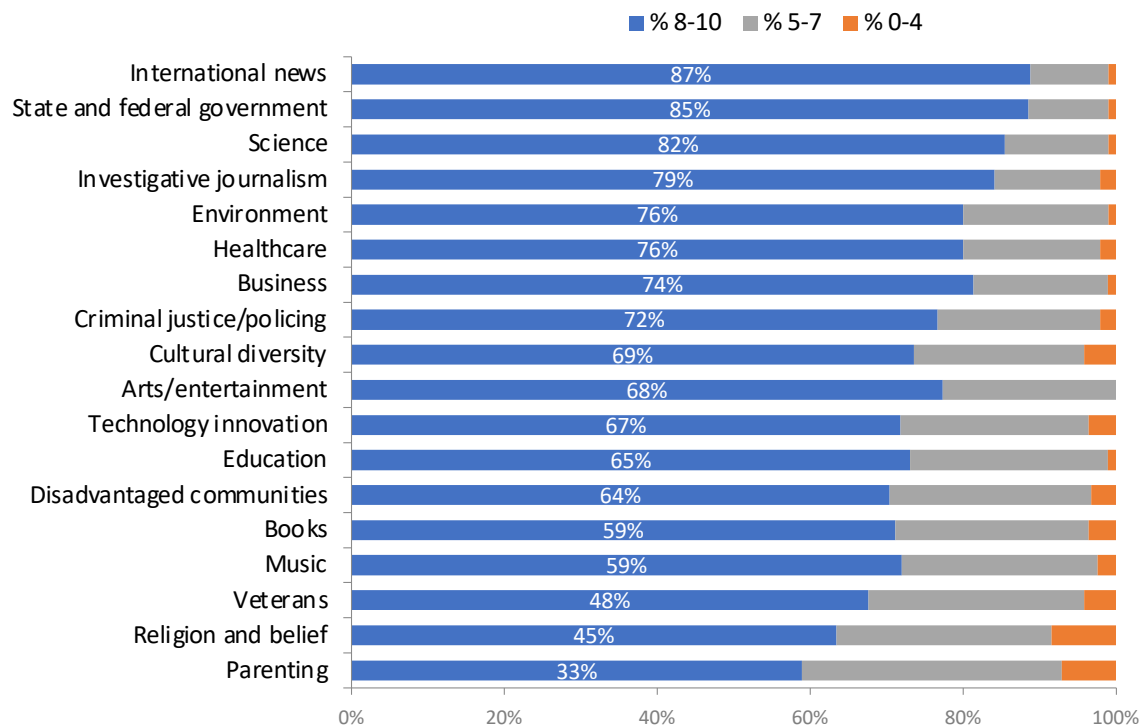
# Listeners recall of topics covered by NPR (on at least weekly basis)



Base: NPR listeners, n=575 \*Topics listeners considered most important



# Quality of NPR Coverage



**Mean Score on 10-pt scale where 10=very high quality**

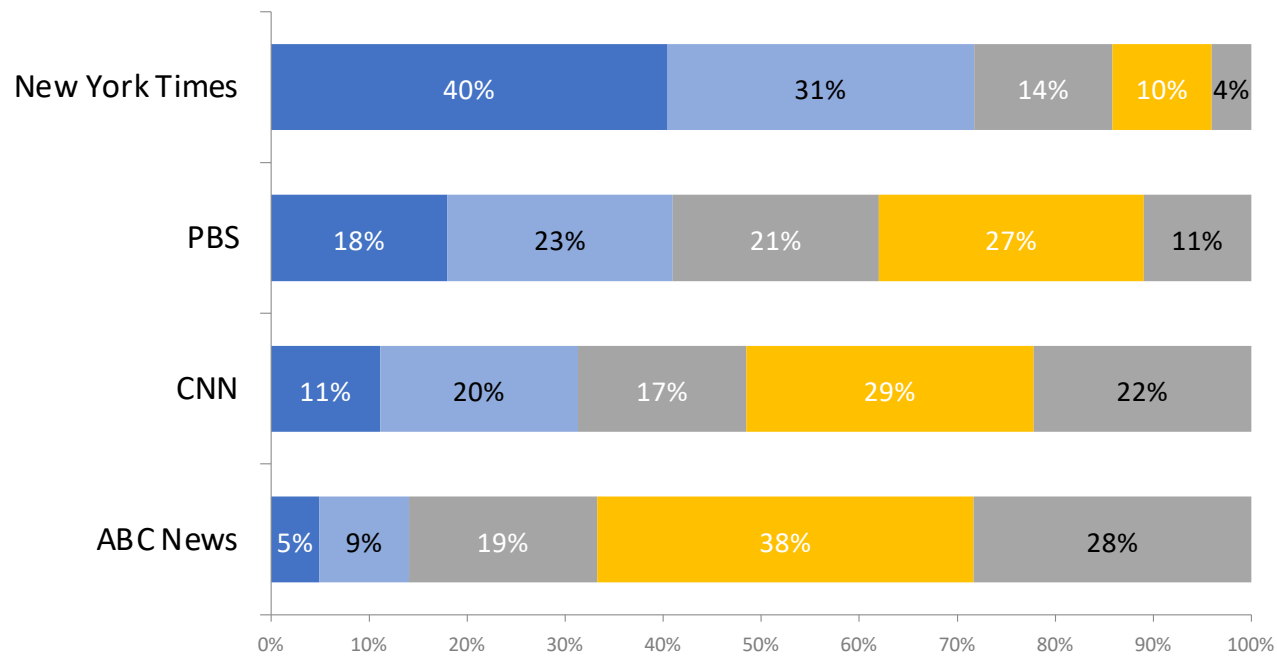
*Base: NPR listeners, n=575 \*Topics considered most important*





# Where listeners get other news

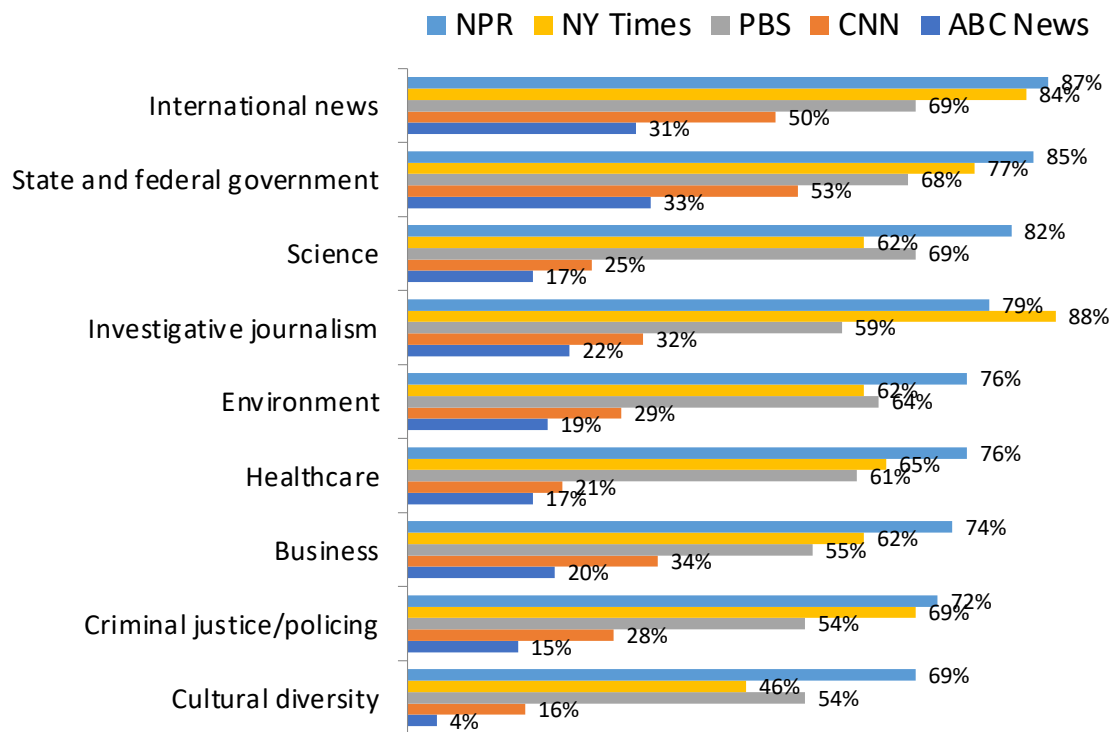
■ Every day ■ At least once a week ■ At least once a month ■ Less often than once a month ■ Never



Base: NPR listeners, n=575



# How listeners rate news quality

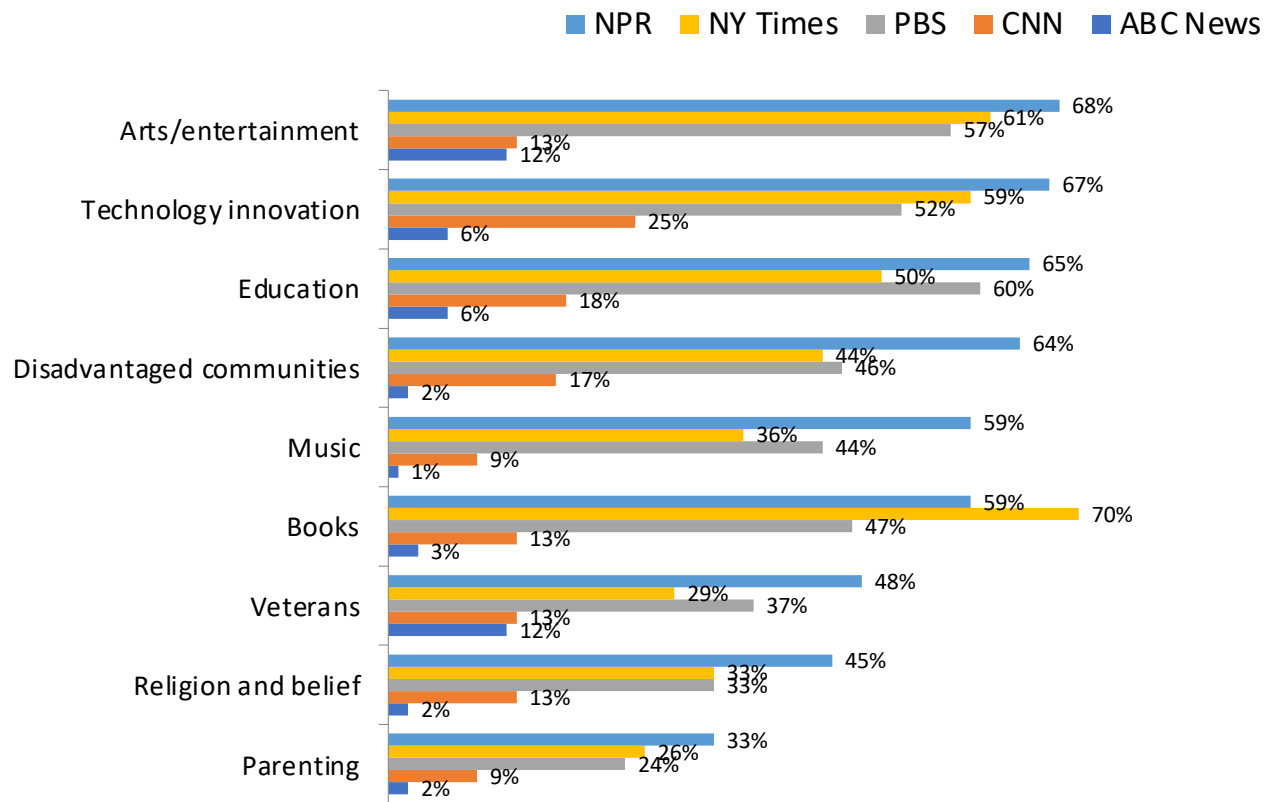


Mean Score on 10-pt scale where 10=very high quality

Base: NPR listeners, n=575



# How listeners rate news quality



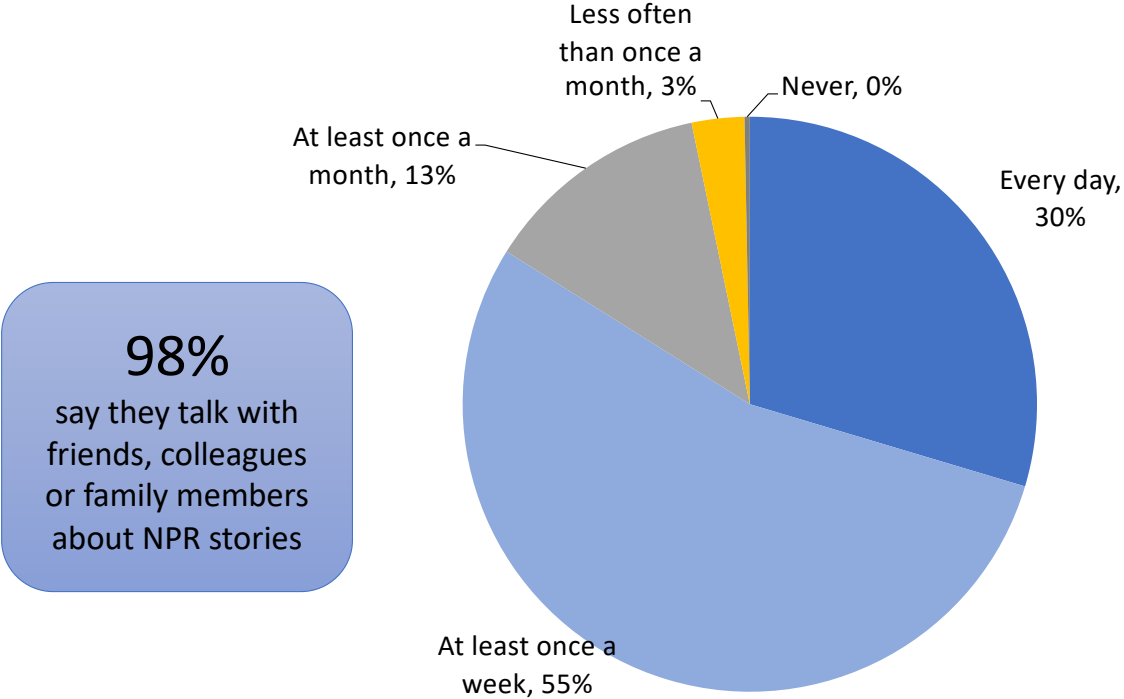
Mean Score on 10-pt scale where 10=very high quality

Base: NPR listeners, n=575



# NPR drives conversation

On average, how often do you discuss stories that you hear on NPR with family, friends, or colleagues?

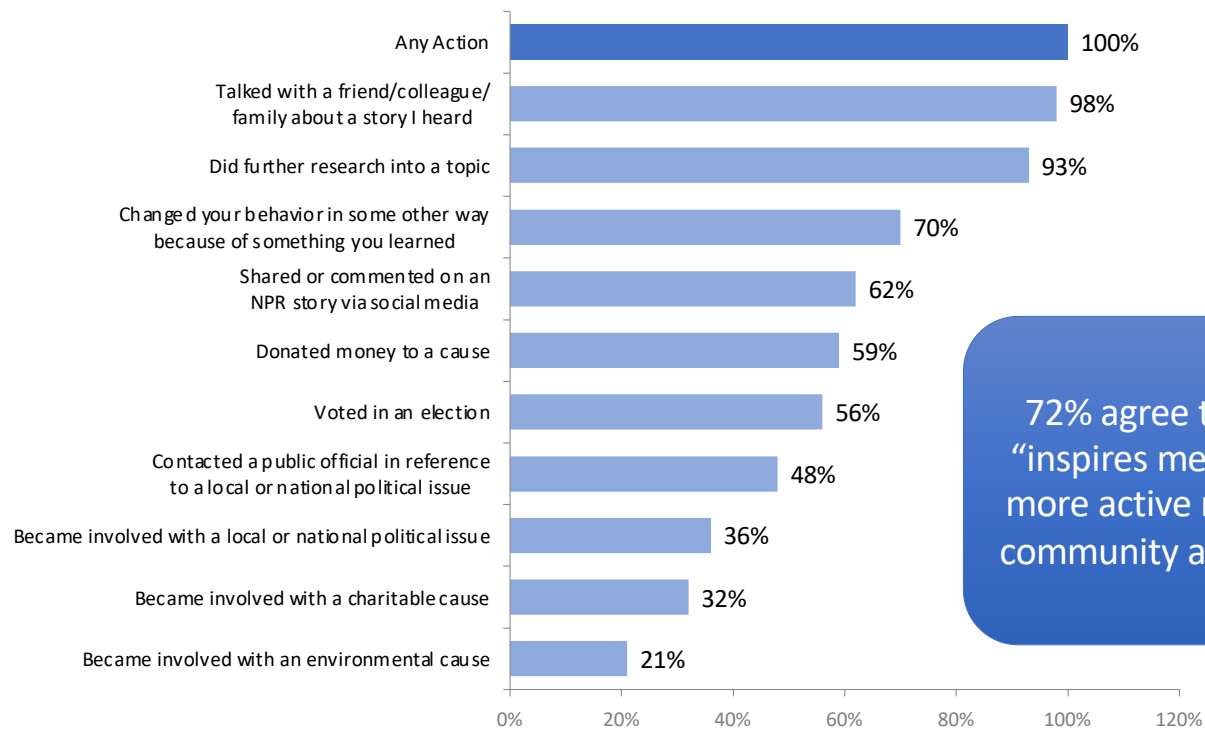


**98%**  
say they talk with friends, colleagues or family members about NPR stories



# NPR drives social action

## Social Actions Taken as a Result of Hearing or Reading NPR Content

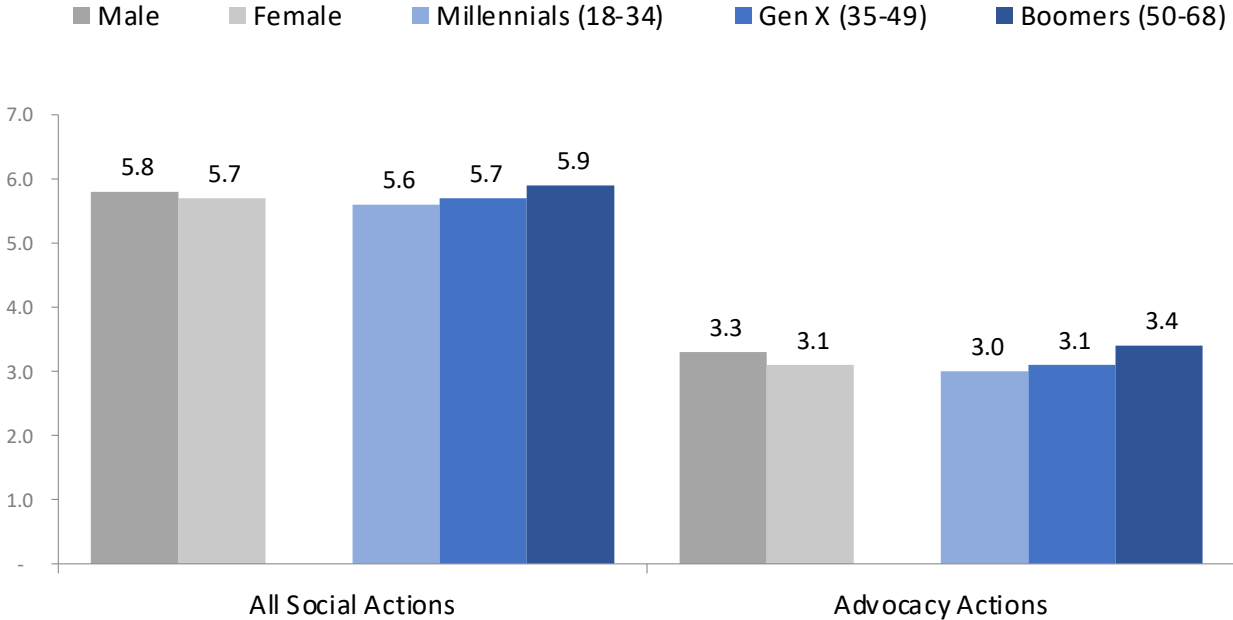


72% agree that NPR  
“inspires me to take a  
more active role in my  
community and world”



# Social Actions by Age, Gender

Mean number social actions taken as a result of hearing or reading NPR content

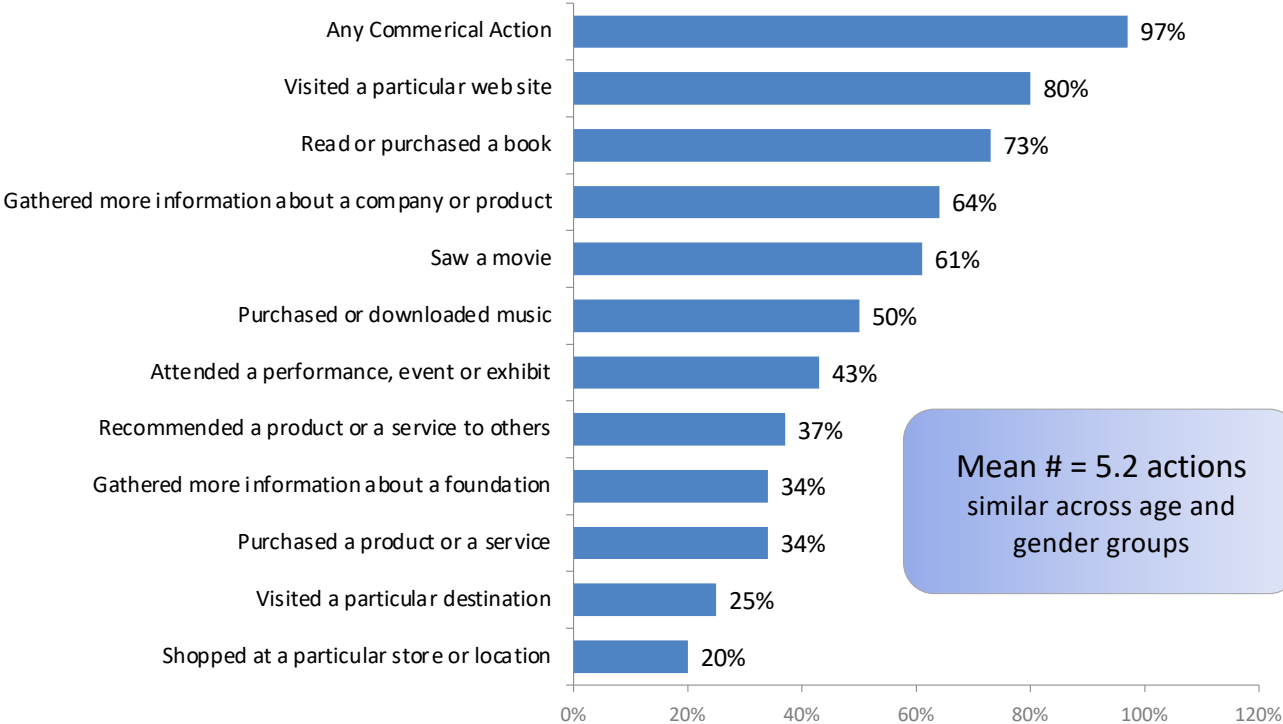


*e.g. donation, became involved with a cause, contacted public official, changed behavior due to environment concerns, etc.*



# NPR drives commercial action

Commercial Actions Taken as a Result of Hearing or Reading NPR Content



# Listeners Trust NPR

Listeners agree NPR is a trusted source of news that improves the quality of their lives and is highly valued as a public service



## Why invest in public radio?

- WEKU is a civic news organization, distinguished by its public service mission and commitment to being a trusted source of local news.
- In the current environment, independent journalism and fact-based reporting are more important than ever.
- Your business or organization can reach our market-leading audience while supporting public radio for Central and Eastern Kentucky



**As other local news outlets struggle, NPR affiliates are growing — and quickly**



*KyCIR investigative reporter Jake Ryan. (Photo by J. Tyler Franklin/Courtesy of Louisville Public Media)*



Increase YOUR impact.  
Become a WEKU  
Sponsor!

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For pricing and details, contact:

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