

The Listener-Sensitive Economic Return of Public Radio Programming

Source Program Type	Contribution (as a percent) to All			Return (in Cents per Listener Hour) From			
	Format	Listening	Listener Support	Underwriting Support	Listeners	Underwriting	Both Listener-Sensitive Sources
All Public Radio Programming		100%	100%	100%	1.41	0.82	2.23
Locally Produced:		49%	42%	25%	1.19	0.44	1.63
<u>Music</u>		44%	34%	21%	1.10	0.41	1.52
	Classical	22%	20%	13%	1.25	0.41	1.66
	Jazz	10%	6%	6%	0.86	0.43	1.30
	AAA	2%	2%	0%	1.04	0.49	1.53
	Blues	2%	1%	2%	0.71	0.56	1.26
	Other Music	7%	6%	1%	1.14	0.22	1.36
<u>Non-Music</u>		6%	7%	4%	1.88	0.60	2.48
	Call-In	2%	3%	3%	2.04	0.82	2.86
	News	2%	3%	2%	2.35	0.61	2.96
	Other Non-Music	2%	2%	0%	1.29	0.12	1.41

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Network Program Type	Contribution (as a percent) to All			Return (in Cents per Listener Hour) From		
	Program Listening	Listener Support	Underwriting Support	Listeners	Underwriting	Both Listener-Sensitive Sources
Acquired	51%	58%	75%	1.62	1.16	2.77
NPR	36%	43%	65%	1.70	1.36	3.05
<u>News</u>	27%	33%	59%	1.75	1.54	3.29
<i>Morning Edition</i>	14%	18%	34%	1.75	1.74	3.49
<i>ATC Weekday</i>	9%	12%	22%	1.78	1.64	3.43
<i>Weekend Edition</i>	3%	3%	3%	1.71	0.80	2.50
<i>ATC Weekend</i>	1%	1%	0%	1.47	0.02	1.48
Other NPR News	0%	0%	0%	1.55	0.30	1.85
<u>Talk/Information</u>	5%	5%	4%	1.39	0.76	2.15
<i>Fresh Air</i>	2%	2%	2%	1.75	0.92	2.67
<i>Talk of the Nation</i>	2%	1%	2%	1.09	0.93	2.02
Other NPR Talk/Information	1%	1%	0%	1.25	0.29	1.54
<u>Cultural</u>	4%	5%	2%	1.72	0.50	2.22
<i>Performance Today</i>	2%	1%	0%	1.24	0.24	1.48
<i>Car Talk</i>	1%	2%	2%	2.65	0.99	3.64
Other NPR Cultural	1%	1%	0%	1.27	0.05	1.32
PRI	10%	10%	9%	1.43	0.75	2.18
<i>Classical 24</i>	2%	1%	1%	0.80	0.41	1.21
<i>A Prairie Home Companion</i>	2%	2%	1%	1.90	0.47	2.37
<i>BBC World Service</i>	1%	1%	0%	1.06	0.22	1.28
<i>Marketplace</i>	1%	1%	4%	1.94	3.09	5.04
<i>Whad'ya Know</i>	1%	1%	0%	1.86	0.28	2.14
<i>The World</i>	1%	1%	0%	1.42	0.54	1.97
Other PRI	3%	3%	2%	1.39	0.65	2.05
Other Acquired	5%	6%	1%	1.44	0.17	1.62
<u>Classical</u>	3%	2%	0%	1.00	0.16	1.16
<u>Other</u>	3%	4%	0%	1.88	0.18	2.06