

The Listener-Sensitive Economic Return of Public Radio Programming

Source/Network		Contribution (as a percent) to All		Return (in \$ Millions) From		
Program Type		Listener Support	Local Underwriting Support	Local Underwriting Support		
Format/Program				Listener Support	Low Estimate	High Estimate
All Public Radio Programming		100%	100%	140.1	60.0	75.0
Locally Produced		42%	25%	58.5	15.1	18.9
<u>Music</u>		34%	21%	48.0	12.4	15.6
Classical		20%	13%	27.4	7.6	9.5
Jazz		6%	6%	8.3	3.4	4.2
AAA		2%	0%	2.3	0.1	0.1
Blues		1%	2%	1.7	0.9	1.2
Other Music		6%	1%	8.3	0.4	0.5
<u>Non-Music</u>		7%	4%	10.5	2.7	3.4
Call-In		3%	3%	3.8	1.7	2.1
News		3%	2%	4.2	0.9	1.1
Other Non-Music		2%	0%	2.5	0.1	0.2
Acquired		58%	75%	81.6	44.9	56.1
NPR		43%	65%	60.0	39.2	49.0
<u>News</u>		33%	59%	46.9	35.3	44.1
Morning Edition		18%	34%	24.8	20.1	25.2
ATC Weekday		12%	22%	16.2	13.1	16.3
Weekend Edition		3%	3%	4.4	2.0	2.4
ATC Weekend		1%	0%	1.0	0.0	0.0
Other NPR News		0%	0%	0.5	0.1	0.1
<u>Talk/Information</u>		5%	4%	6.6	2.6	3.3
Fresh Air		2%	2%	3.2	1.1	1.3
Talk of the Nation		1%	2%	1.9	1.3	1.6
Other NPR Talk/Information		1%	0%	1.5	0.3	0.3
<u>Cultural</u>		5%	2%	6.5	1.3	1.6
Performance Today		1%	0%	2.0	0.2	0.3
Car Talk		2%	2%	3.3	1.0	1.3
Other NPR Cultural		1%	0%	1.2	0.0	0.0
PRI		10%	9%	13.8	5.2	6.5
Classical 24		1%	1%	1.3	0.3	0.4
A Prairie Home Companion		2%	1%	2.9	0.6	0.8
BBC World Service		1%	0%	1.0	0.2	0.2
Marketplace		1%	4%	1.8	2.3	2.8
Whad'ya Know		1%	0%	1.3	0.2	0.2
The World		1%	0%	0.7	0.2	0.2
Other PRI		3%	2%	4.6	1.4	1.7
Other Acquired		6%	1%	7.9	0.5	0.7
<u>Classical</u>		2%	0%	2.7	0.2	0.3
<u>Other</u>		4%	0%	5.2	0.3	0.4