

RRC News, 3.22.19: Public radio listeners are using a variety of audio and video streaming services.

WHAT: A look at the Streaming Services used by the Public Radio Cume Audience using Scarborough USA+ national data.

WHY: As use of different audio and video platforms expands, you can learn which streaming services are most used when public radio listeners are not tuned to public radio.

Here is a look at the data. **YouTube, Netflix, Pandora, Amazon Prime Video, Spotify and Amazon Music are the most used services.** Keep in mind that Scarborough only added a few of these services to its Product Booklet in 2017 and expanded the list in 2018.

Market/Release: Scarborough USA+
2017 Rel 2 (Jun 2016 - Nov 2017) & 2018 Rel 2 (Jul 2017 - Nov 2018)
Public Radio Cume (M-S 6am-Mid)

Streaming services visited/apps used in the past 30 days	% of P 18+ Public Radio Cume Using	
	Release 2 2017	Release 2 2018
Amazon Music	N/A	12.3%
Amazon Prime Video	N/A	22.2%
Apple Music	N/A	8.1%
CBS All Access	N/A	1.9%
DIRECTV Now	N/A	2.7%
Google Play Music	N/A	6.0%
HBO NOW	N/A	8.7%
Hulu	N/A	16.1%
iHeartRadio	9.2%	7.9%
Netflix	N/A	46.3%
NextRadio	N/A	0.4%
Pandora	28.9%	26.2%
Play.it	N/A	0.2%
PlayStation Vue	N/A	1.0%
Radio.com	1.2%	0.9%
SiriusXM.com or SiriusXM app	N/A	7.3%
Sling TV	N/A	2.0%
Spotify	13.6%	16.9%
Stitcher	N/A	0.7%
TuneIn	2.1%	2.7%
Uforia Música	0.1%	0.1%
YouTube	N/A	48.7%

N/A = Question not asked

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If you are a Scarborough subscriber, you can find this information for your local station and market!

