

A national study
Offering local insight
For serving our communities

RUN 2024
RESEARCHING
UNMET NEEDS



A data-driven approach to audience growth

A COLLABORATION OF



The unmet needs of radio and audio audiences have emerged as a critical knowledge gap for public media. Listeners today are seeking out and navigating a broad array of options for what to listen to, with more alternatives than ever. But what's unclear is, what do they want more of? Less of? And what kinds of offerings align best with what public media is well-suited for?

To this end, SRG—in collaboration with Greater Public and PMCC—has teamed up with City Square Associates to field an innovative research project designed to uncover areas of opportunity for how public radio can best direct its investments in the coming years, in service of sustainable audience growth.

The first phase of this research initiative, to take place in June 2024, will involve a national survey of 10,000 adults age 18+. The goal of this survey is to gather data on current media behaviors and preferences, especially in the world of audio content in the news/talk and music verticals. Questions will gauge appetite for a range of genres, formats, platforms, and content attributes, identifying the open space for public media creators & distributors to thrive.

The vision for this survey is not only to build a robust and representative profile of unmet audio content needs at the national level, but also to support public media organizations at the local level, helping you to identify the unique needs that may exist in your own community by examining how your local constituency may stand out compared to the rest of the country in its preferences and appetite for specific kinds of audio content.

In the spirit of collaboration and for a limited time only local stations can now buy into the RUN 2024 study through Local Market Modules, to obtain survey data from a representative sample of their own communities. Offered on both the DMA and state level, these Local Market Modules are intended to give stations the ability to gain granular and market-specific insights at an affordable price.

Local Market Modules

MARKET OVERSAMPLING



CUSTOM QUESTIONS



CUSTOM REPORTING



INTERACTIVE DASHBOARD



WHAT YOU'LL GET

A representative sample specifically from your own market

Up to five custom questions created specifically geared toward your community, in addition to the full questionnaire

Summary data tables comparing your local market to the U.S. as a whole, and crosstabs with key demographic, psychographic and behavioral breaks

Custom report and live presentation to your team

Access to interactive dashboard for exploring and comparing national and local data

YOUR INVESTMENT

DMA 1-10 & Large Population States

| SAMPLE SIZE = 1,000 |

\$18,500 (ALL INCLUSIVE)

\$10,000 for data and cross-tabs only

DMA 11-50 & Medium Population States

| SAMPLE SIZE = 500* |

\$16,500 (ALL INCLUSIVE)

\$8,000 for data & Cross-tabs only

*Maximum feasible sample size and pricing for smaller markets and states upon request

OPTIONAL ADD-ON

Have the survey distributed to a list of your own station members and email subscribers

SAMPLE SIZE = 1,000* **\$6,000**

Represents maximum cap on sample. Actual sample size dependent on size and quality of source (list)

Join the Research Now
Contact Phil@CitySquareAssociates.com



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Markets Eligible for Oversampling

DMAs 1-10

Atlanta
 Boston-
 Manchester
 Chicago

Dallas-Fort Worth
 Houston
 Los Angeles
 New York

Philadelphia
 San Francisco-Oakland-San
 Jose
 Washington-Hagerstown

LARGER POPULATION STATES

California
 Florida
 Georgia

New York
 North Carolina
 Ohio

Pennsylvania
 Texas
 Virginia

DMAs 11-50

Albuquerque
 Austin
 Baltimore
 Birmingham-Anniston-
 Tuscaloosa
 Charlotte
 Cincinnati
 Cleveland-Akron-Canton
 Columbus (OH)
 Denver
 Detroit
 Grand Rapids-Kalamazoo-
 Battle Creek
 Greensboro-High Point-
 Winston Salem
 Greenville-Spartanburg-
 Asheville-Anderson

Harrisburg-Lancaster-
 Lebanon-York
 Hartford-New Haven
 Indianapolis
 Jacksonville
 Kansas City
 Las Vegas
 Louisville
 Miami-Fort Lauderdale
 Milwaukee
 Minneapolis-Saint Paul
 Nashville
 New Orleans
 Norfolk-Portsmouth-
 Newport News
 Oklahoma City

Orlando-Daytona Beach-
 Melbourne
 Phoenix-Prescott
 Pittsburgh
 Portland (OR)
 Raleigh-Durham-
 Fayetteville
 Sacramento-Stockton-
 Modesto
 Saint Louis
 Salt Lake City
 San Antonio
 San Diego
 Seattle-Tacoma
 Tampa-St Petersburg
 West Palm Beach-Fort
 Pierce

MEDIUM POPULATION STATES

Alabama
 Colorado
 Connecticut
 Kentucky

Massachusetts
 Minnesota
 Missouri
 Nevada

Oklahoma
 Oregon
 Tennessee
 Wisconsin

“What if my market isn’t listed?”

If a DMA or state representing your service area is not listed, we may still be able to oversample your market, The maximum feasible sample size and the cost would be quoted on request.

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