



# Audio and Podcasting Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

## Audience

## Economics

## Ownership

Find out more

The audio news sector in the U.S. is split by modes of delivery: traditional terrestrial (AM/FM) radio and digital formats such as online radio and podcasting. While terrestrial radio reaches almost the entire U.S. population and remains steady in its revenue, online radio and podcasting audiences have continued to grow over the last decade. Explore the patterns and longitudinal data about audio and podcasting below. Data on [public radio](#) is available in a separate fact sheet.



## Audience

The audience for terrestrial radio remains steady and high: In 2016, 91% of Americans ages 12 or older listened to terrestrial radio in a given week, according to [Nielsen Media Research data published by the Radio Advertising Bureau](#), a figure that has changed little since 2009. (Note: This and most data on the radio sector apply to all types of listening and do not break out news, except where noted.)

### Weekly terrestrial radio listenership

Chart

Data

Share

Embed

*% of Americans ages 12 or older who listen to terrestrial (AM/FM) radio in a given week*

Year	% of Americans ages 12 or older who listen to terrestrial (AM/FM) radio in a given week
2009	92%
2010	92%
2011	93%
2012	92%
2013	92%
2014	91%
2015	91%
2016	91%

Source: Nielsen Audio RADAR 131, December 2016, publicly available via Radio Advertising Bureau.

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According to “The Infinite Dial” report by Edison Research and Triton Digital, the portion of the public listening to online radio continues to grow. In 2017, 61% of Americans ages 12 or older have listened to online radio in the past month, while about half (53%) have listened in the past week. This is up from 57% and 50%, respectively, in 2016, continuing online radio’s steady year-over-year growth.

## Online radio listenership

Chart Data Share Embed

*% of Americans ages 12 or older who have listened to online radio in the past ...*

Year	Month	Week
2007	20%	12%
2008	21%	13%
2009	27%	17%
2010	27%	17%
2011	34%	22%
2012	39%	29%
2013	45%	33%
2014	47%	36%
2015	53%	44%
2016	57%	50%
2017	61%	53%

Note: Edison Research and Triton Digital's survey is conducted in January/February of each year. Online radio includes listening to terrestrial (AM/FM) radio stations online and/or listening to streamed audio content available only on the Internet.

Source: Edison Research and Triton Digital, "The Infinite Dial 2017."

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Nielsen lists news/talk/information among the most listened-to radio formats; in 2016, 9.6% of radio listeners tuned in to a news/talk/information station during any 15-minute period during the day

## Most listened-to radio formats

Chart Data Share Embed

*% of U.S. radio listeners ages 6 or older who turned to each format during any 15-minute period during the day*

Format	% of listeners
News/talk/information	9.6%
Pop contemporary hit radio	8.1%
Adult contemporary	7.5%
Country	7.4%
Hot adult contemporary	6.4%
Classic hits	5.3%
Classic rock	5.1%
Urban adult contemporary	4.8%
All sports	4.7%
Mexican regional	3.7%
Urban contemporary	3.7%

Note: Shows percentage of U.S. radio listeners in Nielsen's Portable People Meter (PPM) markets ages 6 and older who tuned in to each format during any 15-minute period during the day from January-November 2016.

Source: Nielsen Media Research publicly available data.

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Online radio listening in cars, like listening to AM/FM stations online or streaming other online audio, continued its increase since 2010, when it was at just 6%. In 2017, 40% of U.S. cellphone owners have ever listened to online radio in a car using a phone.

## Online radio listening in cars by cellphone owners

Chart Data Share Embed

*% of U.S. cellphone owners who have ever listened to online radio in a car using a phone*

Year	% of U.S. cellphone owners who have ever listened to online radio in a car using a phone
2010	6%
2011	11%
2012	17%
2013	21%
2014	26%
2015	35%
2016	37%
2017	40%

Note: Edison Research and Triton Digital's survey is conducted in January/February of each year. Online radio includes listening to terrestrial (AM/FM) radio stations online and/or listening to streamed audio content available only on the internet.

Source: Edison Research and Triton Digital, "The Infinite Dial 2017."

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The percentage of podcast listeners in America has substantially increased since 2006. In 2017, four-in-ten Americans ages 12 or older have ever listened to a podcast, according to Edison Research and Triton Digital survey data, and 24% have listened to a podcast in the past month, up from just 9% in 2008. (This chart, as well as the subsequent chart also about podcasts, applies to all types of listening and does not break out news; this is primarily related to ongoing technological challenges with compiling and centralizing metrics, making fine-grained breakouts by format difficult.)

## Podcast listening

Chart Data Share Embed

*% of Americans ages 12 or older who have listened to a podcast ...*

Year	Ever	In the past month
2006	11%	--
2007	13%	--
2008	18%	9%
2009	22%	11%
2010	23%	12%
2011	25%	12%
2012	29%	14%
2013	27%	12%
2014	30%	15%
2015	33%	17%
2016	36%	21%
2017	40%	24%

Note: Edison Research and Triton Digital's survey is conducted in January/February of each year. Monthly podcast listening data was not reported in 2006 or 2007.

Source: Edison Research and Triton Digital, "The Infinite Dial 2017."

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The average weekly unique users who download NPR podcasts, which include some of the most popular podcasts in the iTunes library such as Up First and TED Radio Hour, rose from 2.5 million in 2015 to 3.5 million in 2016, according to NPR data from Splunk. (More information will be available about public broadcasting in a future fact sheet.)

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## NPR podcast users

Chart Data Share Embed

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### Average weekly unique users who download NPR podcasts

Year	Average weekly unique users who download NPR podcasts
2014	2,000,000
2015	2,500,000
2016	3,500,000

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Source: NPR, based on data from Splunk.

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## Economics

Average radio revenue remained steady in 2016 for radio stations in the major news formats, according to Pew Research Center analysis of BIA/Kelsey data. Over the last seven years, the average station revenue for these all-news stations has hovered between \$16 and \$19 million per year. (It is worth noting that only 20 of the 29 all-news stations currently listed in the BIA/Kelsey database have revenue data during any of these years and thus are the only ones included in the averages.)

Average revenue for stations in all-news, news/talk and news/talk/info formats is substantially lower than all-news – in 2016, \$2.4 million per station. This likely stems from the fact that this category represents a much larger number of smaller stations (438 stations in the BIA/Kelsey database in this category have revenue data during any of these years).

All-News

News/Talk/Info

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Chart Data Share Embed

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### Average station revenue for all-news radio stations (in U.S. dollars)

Year	Average station revenue
2009	\$16,358,000
2010	\$17,727,000
2011	\$18,724,000
2012	\$18,195,000
2013	\$17,990,000
2014	\$17,333,000
2015	\$17,282,000
2016	\$17,462,000

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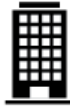
Note: Data are updated every year. BIA/Kelsey's database contains revenue data for 19-20 all-news radio stations in each year shown here. BIA/Kelsey typically does not report revenue for stations that are not part of a radio market. Data include full-power AM and FM radio stations in the BIA/Kelsey database in 50 U.S. states and Washington, D.C.

Source: Pew Research Center analysis of BIA/Kelsey data.

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## Ownership

As of 2017, there were 29 AM or FM stations that are categorized as “all-news” listed in the BIA/Kelsey database, down three from the last year. CBS Corp. (which [recently announced](#) plans to merge with Entercom) is currently the parent company of 10 of these 29 stations.

### Number of all-news radio stations

Chart Data Share Embed

#### Number of all-news stations, by parent company

Call	2014	2015	2016
CBS Corp.*	10	10	10
Hubbard Broadcasting Inc.	3	3	3
Sinclair Broadcast Group Inc.	2	2	2
Neal Ardman	2	2	2
Cox Media Group	2	2	2
Cumulus Media Inc.	2	2	2
Genesis Communications Network	2	2	1
Radio Free Moscow Inc.	1	1	1
Paskvan Media Inc.	1	1	1
Calvary Inc.	1	1	1
Times-Shamrock Communications	1	1	1
Talking Stick Communications LLC	1	1	1
CC Media Holdings Inc.	0	1	1
Jet Broadcasting Inc.	0	0	1
Bloomberg Communications Inc.	1	1	0
Empire Broadcasting Corp.	1	1	0
Maine Public Broadcasting Corp.	0	1	0
Radio One Inc.	1	0	0

\*CBS Corp. announced a planned merger with Entercom in early 2017.

Note: Data include full-power AM and FM radio stations in the BIA/Kelsey database in 50 U.S. states and Washington, D.C.  
Source: Pew Research Center analysis of BIA/Kelsey data.

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## Find out more

This fact sheet was compiled by [Elisa Shearer](#), who is a research analyst focusing on journalism research at Pew Research Center.

Read the [methodology](#).

Find more in-depth explorations of audio and podcasting by following the links below.

[Trump, Clinton Voters Divided in Their Main Source for Election News](#) Jan. 18, 2017

[Civic Engagement Strongly Tied to Local News Habits](#) Nov. 3, 2016

[The Modern News Consumer](#) July 7, 2016

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All-News

**News/Talk/Info**

Chart

Data

Share

Embed

*Average station revenue for all-news, news/talk and news/talk/information radio stations (in U.S. dollars)*

<b>Year</b>	<b>Average station revenue</b>
2009	\$2,463,000
2010	\$2,562,000
2011	\$2,618,000
2012	\$2,604,000
2013	\$2,536,000
2014	\$2,436,000
2015	\$2,393,000
2016	\$2,416,000

Note: Data are updated every year. BIA/Kelsey's database contains revenue data for 429-438 all-news, news/talk and news/talk/information stations in each year shown here. BIA/Kelsey typically does not report revenue for stations that are not part of a radio market. Data include full-power AM and FM radio stations in the BIA/Kelsey database in 50 U.S. states and Washington, D.C.

Source: Pew Research Center analysis of BIA/Kelsey data.

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# Cable News Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

Audience

Economics

Newsroom investment

Find out more

Cable TV is home to a set of news channels that have become a destination for political news. In fact in 2016, [cable news topped Americans' list of most helpful source types](#) for news and information about the presidential election. Financially, these channels have generally set themselves apart from other news media by their comparatively robust business model. Explore the patterns and longitudinal data about cable news below.



## Audience

According to Pew Research Center analysis of Nielsen Media Research data, viewership increased for cable news channels in 2016. In prime time, combined average viewership for the three major news channels (CNN, Fox News and MSNBC) increased by 55% to 4.8 million viewers. (Audience data for the three major financial networks – CNBC, Fox Business and Bloomberg – are not available.)

### Prime-time cable viewership

Chart Data Share Embed

#### Combined average prime-time viewership (CNN, Fox News and MSNBC)

Year	Viewership
2007	2,731,000
2008	4,262,000
2009	3,889,000
2010	3,374,000
2011	3,332,000
2012	3,625,000
2013	2,969,000
2014	2,844,000
2015	3,080,000
2016	4,764,000

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.

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Daytime (6 a.m. to 6 p.m.) average viewership also grew – up 36% over the previous year.

### Daytime cable viewership

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Combined average daytime viewership (CNN, Fox News and MSNBC)

Year	Viewership
2007	1,579,000
2008	2,053,000
2009	2,187,000
2010	1,941,000
2011	1,982,000
2012	2,043,000
2013	1,976,000
2014	1,826,000
2015	1,997,000
2016	2,722,000

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.

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Economics

Total revenue across the three channels was projected to increase by 19% in 2016, to a total of nearly \$5 billion, according to Pew Research Center analysis of SNL Kagan data. This includes increases in both of the main revenue sources: advertising and license (affiliate) fees. The three major financial networks (CNBC, Fox Business and Bloomberg) saw increases in total and license fee revenue, while ad revenue was flat.

Total revenue
  Advertising revenue
  License fee revenue

Combined projected annual revenue (in U.S. dollars)

Year	Fox News, CNN, MSNBC	CNBC, Fox Business, Bloomberg
2006	\$1,781,500,000	\$603,400,000
2007	\$2,008,500,000	\$683,000,000
2008	\$2,478,000,000	\$830,400,000
2009	\$2,641,500,000	\$866,700,000
2010	\$2,868,400,000	\$892,100,000
2011	\$3,153,900,000	\$958,800,000
2012	\$3,369,700,000	\$979,500,000
2013	\$3,498,400,000	\$1,023,200,000
2014	\$3,640,400,000	\$1,098,300,000
2015	\$3,987,400,000	\$1,166,500,000
2016	\$4,763,200,000	\$1,224,700,000

Note: Numbers are projections and often revised annually even for previous years. Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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Fox News, MSNBC and CNN were all projected to grow their profits in 2016, registering a combined increase of 29%.

## Cable TV total profit

Chart Data Share Embed

*Combined projected annual profit (in U.S. dollars)*

Year	Fox News, CNN, MSNBC	CNBC, Fox Business, Bloomberg
2012	\$1,581,800,000	\$402,000,000
2013	\$1,665,200,000	\$429,500,000
2014	\$1,737,100,000	\$477,500,000
2015	\$2,071,300,000	\$524,900,000
2016	\$2,670,400,000	\$542,900,000

Note: Numbers are projections and often revised annually even for previous years. Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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## Newsroom investment

In 2016, the three major cable news channels increased their overall newsroom spending by a combined 9%, according to projections by SNL Kagan, to \$2.1 billion. The three major financial networks were also projected to increase their newsroom spending, in this case by 6% to \$682 million.

## Cable TV newsroom spending

Chart Data Share Embed

*Combined projected newsroom spending (in U.S. dollars)*

Year	Fox News, CNN, MSNBC	CNBC, Fox Business, Bloomberg
2006	\$1,225,400,000	\$292,400,000
2007	\$1,303,500,000	\$400,500,000
2008	\$1,417,500,000	\$478,100,000
2009	\$1,423,500,000	\$472,200,000
2010	\$1,525,700,000	\$505,100,000
2011	\$1,649,700,000	\$538,600,000
2012	\$1,787,900,000	\$577,600,000
2013	\$1,833,200,000	\$593,700,000
2014	\$1,903,300,000	\$620,800,000
2015	\$1,916,100,000	\$641,600,000
2016	\$2,092,900,000	\$681,800,000

Note: Numbers are projections and often revised annually even for previous years. Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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## Find out more

This fact sheet was compiled by [Katerina Eva Matsa](#), who is a senior researcher focusing on journalism research at Pew Research Center.

Read the [methodology](#).

Find more in-depth explorations of cable news by following the links below.

[Trump, Clinton Voters Divided in Their Main Source for Election News](#) Jan. 18, 2017

[The Modern News Consumer](#) July 7, 2016

Total revenue

**Advertising revenue**

License fee revenue

Chart Data Share Embed

*Combined projected annual advertising revenue (in U.S. dollars)*

<b>Year</b>	<b>Fox News, CNN, MSNBC</b>	<b>CNBC, Fox Business, Bloomberg</b>
2012	\$1,324,400,000	\$346,400,000
2013	\$1,329,100,000	\$331,300,000
2014	\$1,340,600,000	\$346,600,000
2015	\$1,445,200,000	\$384,700,000
2016	\$1,947,700,000	\$383,100,000

Note: Numbers are projections and often revised annually even for previous years. Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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Total revenue

Advertising revenue

**License fee revenue**

Chart Data Share Embed

*Combined projected license fee revenue (in U.S. dollars)*

Year	Fox News, CNN, MSNBC	CNBC, Fox Business, Bloomberg
2012	\$1,971,900,000	\$538,700,000
2013	\$2,084,200,000	\$596,000,000
2014	\$2,195,400,000	\$665,500,000
2015	\$2,438,800,000	\$699,300,000
2016	\$2,686,300,000	\$756,600,000

Note: Numbers are projections and often revised annually even for previous years. Displayed numbers indicate most recent updates.

Source: SNL Kagan.

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# Digital News Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

Audience

**Economics**

Find out more

A vast majority of adults in the United States get at least some news online (either via a mobile device or desktop/laptop), and the online space has become a host for the digital homes of both legacy news outlets and new, “born on the web” news outlets.\*\* Digital advertising revenue across all digital entities (beyond just news) continues to grow, with technology companies playing a large role in the flow of both news and revenue. Explore the patterns and longitudinal data about digital news below.



## Audience

While online news includes the digital operations of many so-called “legacy” news organizations (those that originated in print or broadcast), this audience section presents data about digital native news publishers – those originally founded on the web. (Data on the digital operations of legacy media outlets are included in [other fact sheets](#) where available.)

The digital native news outlets included in this analysis are those whose primary domain – the outlet’s flagship website – averaged at least 10 million unique visitors per month from October-December of each year analyzed, according to comScore, a cross-platform audience measurement company. There were 36 such outlets in 2016 (for a full list of outlets and collection methods, see the [methodology](#)).

The average fourth quarter, monthly unique visitors for the primary domains of these outlets increased 12% in 2016 to nearly 23 million, according to comScore data. The average minutes per visit was 2.4 minutes.

Unique visitors

Average visit time

Chart

Data

Share

Embed

### Average number of monthly unique visitors for the highest-traffic digital-native news outlets

Year	Average monthly unique visitors
2014	18,978,777
2015	20,351,765
2016	22,805,209

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of each year analyzed, according to comScore data. Each outlet’s primary domain – the outlet’s flagship website – was analyzed; see the [methodology](#) for a list of domains. 2016 cohort is based on 2016 data; 2014 and 2015 cohorts are based on 2015 data, since 2015 was the first year this analysis was conducted. Source: comScore Media Matrix Multi-platform, unique visitors, October-December 2014, 2015 and 2016.

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\*\* (November 2019): We have removed a previously posted data point from this sentence because of methodological concerns about measuring total online news use using an online panel.

There are many different audience strategies that news outlets use, and the mix of those strategies varies across digital-native news outlets. In 2017, a majority of these highest-traffic digital-native news outlets (61%) have apps for at least one of the two main mobile platforms (iOS and Android). A large portion (42%) of these outlets have apps for both platforms, while 17% have just an iOS app and 3% have only an Android app.

### Digital-native news outlets mobile app availability

Chart Data Share Embed

*% of the highest-traffic digital-native news outlets with an app for ...*

Year	Android only	iOS only	Android + iOS
2016	5	23	35
2017	3	17	42

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of each year analyzed, according to comScore data. Each outlet's primary domain – the outlet's flagship website – was analyzed; see the methodology for list of domains. 2016 cohort is based on 2016 data; 2014 and 2015 cohorts are based on 2015 data, since 2015 was the first year this analysis was conducted. The percent of outlets without either type of app is not shown.

Source: Pew Research Center audit of the 36 highest traffic digital-native news outlets. See methodology for details on site selection and comparison between years.

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Digital-native news outlets are also adopting other outreach and engagement methods. Fully 97% of these outlets offer newsletters, and 92% have an official presence on Apple News. Three-quarters, meanwhile, release podcasts and 61% allow comments on their articles.

These outlets are also highly likely to use social media as part of their outreach. Nearly all have official pages or accounts on Facebook (100%), Twitter (100%), YouTube (97%) and Instagram (92%). Far fewer (25%) have an official channel or account on Snapchat.

Audience outreach

Social media

Chart Data Share Embed

*% of the highest-traffic digital-native news outlets with ...*

Outreach type	%
Newsletters	97
Apple News	92
Podcasts	75
Comments	61

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of each year analyzed, according to comScore data. Each outlet's primary domain – the outlet's flagship website – was analyzed; see the methodology for list of domains. 2016 cohort is based on 2016 data; 2014 and 2015 cohorts are based on 2015 data, since 2015 was the first year this analysis was conducted. Source: Pew Research Center audit of the 36 highest-traffic digital-native news sites. See the methodology for details on site selection.

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## Economics

Digital advertising continues to grow as a proportion of total advertising revenue, a trend driven in large part by growth in advertising on mobile devices. The estimates below are for all digital advertising revenue, not just for news outlets, and thus are an indicator of the general direction of the economic health of the digital realm rather than the digital news sector specifically. (There is no available economic data specifically for the digital-native news outlets studied above.)

In 2016, according to eMarketer estimates, digital advertising grew to about \$72 billion, an increase from nearly \$60 billion in 2015. It is estimated to comprise 37% of all advertising revenue, up from 33% in 2015.

### Digital and non-digital advertising revenue

Chart Data Share Embed

Annual advertising revenue to all recipients, not just news outlets (in U.S. dollars)

Year	Non-digital advertising	Digital advertising
2011	\$124,821,360,000	\$31,998,790,000
2012	\$126,908,330,000	\$36,820,240,000
2013	\$126,215,710,000	\$43,026,350,000
2014	\$125,629,150,000	\$49,688,350,000
2015	\$123,091,720,000	\$59,821,250,000
2016	\$123,253,560,000	\$71,596,390,000

Note: Figures are updated annually.

Source: eMarketer, U.S. Ad Spending Estimates.

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Mobile advertising revenue's rapid growth is estimated to have continued in 2016, increasing from about \$32 billion in 2015 to nearly \$47 billion. Desktop advertising revenue, on the other hand, continued to decline in 2016, while mobile advertising revenue comprised 65% of all digital advertising revenue.

### Digital advertising revenue on desktop and mobile

Chart Data Share Embed

Annual digital advertising revenue to all recipients, not just news outlets (in U.S. dollars)

Year	Desktop digital advertising	Mobile digital advertising
2011	\$30,382,520,000	\$1,616,270,000
2012	\$31,971,450,000	\$4,848,800,000
2013	\$32,359,000,000	\$10,667,350,000
2014	\$30,540,460,000	\$19,147,890,000
2015	\$28,131,490,000	\$31,689,760,000
2016	\$24,895,690,000	\$46,700,700,000

Note: Figures are updated annually.

Source: eMarketer, U.S. Ad Spending Estimates.

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Looking more specifically at digital display ads, which include banners, videos and other advertisements that news organizations and other websites typically run alongside their content, revenue continued to rise in 2016. The rise was driven by rapid growth on mobile, while desktop display ad revenue remained flat.

Banner ads were the largest segment of this market in 2016 at just over \$14 billion, growing 20% over the previous year. However, there was sharper growth for revenue from video ads (39%) and rich media ads (those with interactive or audio/video components, 43%).

Desktop and mobile

By format

Chart Data Share Embed

*Annual digital display advertising revenue to all recipients, not just news outlets (in U.S. dollars)*

Year	Desktop display advertising	Mobile display advertising
2011	\$11,761,460,000	\$563,760,000
2012	\$12,271,170,000	\$2,247,910,000
2013	\$12,181,650,000	\$5,308,920,000
2014	\$11,420,280,000	\$9,645,840,000
2015	\$10,733,210,000	\$16,183,850,000
2016	\$10,910,370,000	\$23,988,810,000

Note: Figures are updated annually.  
Source: eMarketer, U.S. Ad Spending Estimates

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Digital display advertising revenue continued to be dominated by just a few companies in 2016, with Facebook comprising 35% of this advertising segment, according to eMarketer estimates. Google comprised 14% of this segment, while no other company controls more than 10% of this market.

In the mobile sector, Facebook also held the largest market share (44%) of mobile digital display advertising revenue, according to eMarketer estimates. No other company controls more than 10% of the mobile market.

All digital

Mobile only

Chart Data Share Embed

*% of annual digital display advertising revenue going to each company*

Year	Other	Verizon	Yahoo	Twitter	Google	Facebook
2014	45	4	6	4	16	25
2015	41	4	5	5	16	30
2016	40	3	4	4	14	35

Note: Numbers may not add up to 100% due to rounding.  
Source: eMarketer, U.S. Ad Spending Estimates.

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Find out more

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This fact sheet was compiled by [Galen Stocking](#), who is a research associate focusing on journalism research at Pew Research Center.

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Read the [methodology](#).

Find more in-depth explorations of digital news by following the links below.

[Growth in mobile news use driven by older adults](#) June 12, 2017

[Searching for News: The Flint Water Crisis](#) April 27, 2017

[How Americans Encounter, Recall and Act Upon Digital News](#) Feb. 9, 2017

[More than half of smartphone users get news alerts, but few get them often](#) Sept. 8, 2016

[The Modern News Consumer](#) July 7, 2016

Unique visitors

**Average visit time**

Chart Data Share Embed

*Average minutes per visit for the highest-traffic digital-native news outlets*

<b>Year</b>	<b>Average minutes per visit</b>
2014	2.18
2015	2.15
2016	2.42

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of each year analyzed, according to comScore data. Each outlet's primary domain – the outlet's flagship website – was analyzed; see the methodology for list of domains. 2016 cohort is based on 2016 data; 2014 and 2015 cohorts are based on 2015 data, since 2015 was the first year this analysis was conducted. Source: comScore Media Metrix Multi-platform, unique visitors, October-December 2014, 2015 and 2016.

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Audience outreach

**Social media**

Chart Data Share Embed

*% of the highest-traffic digital-native news outlets with an official presence on ...*

Platform	%
Facebook	100
Twitter	100
YouTube	97
Instagram	92
Snapchat	25

Note: The digital-native news outlets with the highest traffic are defined as those that had a monthly average of at least 10 million unique visitors from October-December of each year analyzed, according to comScore data. Each outlet's primary domain – the outlet's flagship website – was analyzed; see the methodology for list of domains. 2016 cohort is based on 2016 data; 2014 and 2015 cohorts are based on 2015 data, since 2015 was the first year this analysis was conducted. Source: Pew Research Center audit of the 36 highest-traffic digital-native news sites. See methodology for details on site selection and social media platform criteria.

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Desktop and mobile

By format

Chart Data Share Embed

*Annual digital display advertising revenue to all recipients, not just news outlets (in U.S. dollars)*

Year	Banner ads	Rich media ads	Sponsorship ads	Video ads
2011	7,550,000,000	1,650,000,000	1,120,000,000	2,000,000,000
2012	8,560,000,000	1,790,000,000	1,280,000,000	2,890,000,000
2013	9,700,000,000	2,610,000,000	1,450,000,000	3,720,000,000
2014	10,530,000,000	3,710,000,000	1,580,000,000	5,240,000,000
2015	11,910,000,000	5,600,000,000	1,730,000,000	7,680,000,000
2016	14,280,000,000	8,030,000,000	1,890,000,000	10,700,000,000

Note: Figures are updated annually. Rich media ads are those with interactive or audio/video components. Sponsorship ads are those in which the advertiser sponsors content.

Source: eMarketer, U.S. Ad Spending Estimates.

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All digital

Mobile only

Chart Data Share Embed

*% of annual mobile digital display advertising revenue going to each company*

Year	Other	Yahoo	Pandora	Twitter	Google	Facebook
2014	37	2	6	7	12	37
2015	39	2	4	7	9	38
2016	37	2	4	5	8	44

Note: Numbers may not add up to 100% due to rounding.

Source: eMarketer, U.S. Ad Spending Estimates.

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# Hispanic and African American News Media Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

Audience

Economics

Newsroom investment

Find out more

News media made by and for the two largest racial/ethnic minority groups in the United States – blacks and Hispanics – have been a consistent part of the American news landscape. However, many black-oriented newspapers – some more than a century old – have seen a slow decline in circulation in recent years, mirroring the **overall decline in newspaper circulation**. Both print and television Hispanic media, on the other hand, have enjoyed **relative strength** over the last decade, but that growth has now slowed. Explore the patterns and longitudinal data about Hispanic- and black-oriented news outlets below.



## Audience

As the two largest Spanish-language television networks in the U.S., Univision and Telemundo are key providers of news for Spanish speakers. While viewership for some shows on these networks was roughly flat or even increased in 2016, viewership for each network’s largest news program decreased at least slightly. For Univision, the largest viewership among its five national news programs went to their flagship nightly news broadcast, Noticiero Univision, whose combined average viewership was 1.8 million in 2016, though the program’s viewership has been declining since a peak of 2.1 million in 2013. For Telemundo, the largest viewership among its three national news programs was for the 4 p.m. daily newsmagazine Al Rojo Vivo, which attracted an average viewership of 1 million in 2016. This was down 10% from 2015.

### Univision and Telemundo network news viewership by program

Chart Data Share Embed

Average viewership of Univision and Telemundo news programs

Program	2012	2013	2014	2015	2016
Univision: Al Punto	778,000	826,000	802,000	684,000	789,000
Univision: Aquí y Ahora	1,798,000	1,931,000	1,655,000	1,611,000	1,610,000
Univision: Noticiero Univision	1,852,000	2,053,000	1,899,000	1,857,000	1,792,000
Univision: Noticiero Univision: Edición Nocturna	1,583,000	1,541,000	1,396,000	1,273,000	1,182,000
Univision: Primer Impacto	1,518,000	1,617,000	1,436,000	1,487,000	1,482,000
Telemundo: Al Rojo Vivo		1,009,000	1,121,000	1,120,000	1,005,000
Telemundo: Enfoque		155,000	181,000	168,000	202,000
Telemundo: Noticiero Telemundo		771,000	854,000	949,000	962,000

Note: Numbers represent the annual average for each show for each broadcast calendar year. Data for Telemundo was first collected in 2013.

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.

Both Univision and Telemundo have local affiliate stations that also carry their own original news programming. Average viewership for Univision affiliates' news programming declined across all timeslots in 2016, with late night news viewership down 9%, early evening news down 4% and morning news down 3%. By comparison, combined average viewership for Telemundo affiliates' early evening and late night news remained about stable, while Telemundo's morning news viewership – with the smallest reach of all its news timeslots – grew 15%. Overall, though, Univision's local news broadcasts still attract more viewers than Telemundo's local news.

### Univision and Telemundo local affiliates viewership, by time slot

Chart	Data	Share	Embed
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#### Average viewership for Univision and Telemundo affiliates, by time slot

	2013	2014	2015	2016
Univision: morning news	212,000	215,000	187,000	181,000
Univision: early evening news	1,654,000	1,616,000	1,540,000	1,478,000
Univision: late night news	1,871,000	1,777,000	1,584,000	1,434,000
Telemundo: morning news	25,000	60,000	82,000	94,000
Telemundo: early evening news	585,000	731,000	729,000	721,000
Telemundo: late night news	597,000	679,000	920,000	910,000

Note: Numbers represent viewership for affiliates for the four sweeps – February, May, July, and November. Time slots are morning news: 5-7 a.m.; early evening news: 5-7 p.m.; late night news: 11-11:30 p.m.

Source: Nielsen Media Research, used under license.

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In 2016, circulation declined by at least 11% for each of the three daily Hispanic newspapers for which there is 2016 data. For the top 20 Hispanic weekly and semiweekly newspapers, average per-paper circulation declined 5%, to about 92,000.

Hispanic newspapers with daily circulation	Hispanic newspapers with weekly/semiweekly circulation
--------------------------------------------	--------------------------------------------------------

Chart	Data	Share	Embed
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#### Total average Monday-Friday circulation

	El Nuevo Herald (Brownsville, Texas)	El Nuevo Herald (Miami)	La Opinión (Los Angeles)	El Diario la Prensa (New York)
2014	3,368	50,859	64,260	32,150
2015	4,351	44,944	49,953	29,339
2016	3,839	40,134	37,998	

Note: Numbers represent audited average circulation, if an audited statement is available for that year; if not, the most comparable publisher's statement was used if it exists. Circulation for La Opinión here is presented not including the average circulation for La Opinión Contigo, which is a free weekly insert. Sunday circulation is used for El Nuevo Herald.

Source: Alliance for Audited Media.

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Black-oriented newspapers are a long-standing minority news sector in the U.S. The black press trade association (National Newspaper Publishers Association) currently lists around 150 members on its website, but few of these papers have regularly audited circulation figures, making it difficult to acquire audience figures for the sector as a whole. There are, however, some black-oriented newspapers – most of which are weekly or semiweekly – with recent circulation data available through the main audit bureaus that can serve as indicators. Among these, the data show that African American newspapers with a substantial amount of paid circulation either lost circulation or held steady from 2015 to 2016. For a number of mostly free-distribution newspapers, circulation results were more mixed. (For newspapers with paid circulation in this analysis, at least 25% of each paper's circulation is paid; for the free newspapers, less than 1% of each paper's circulation is paid.)

(Pew Research Center is not aware of any directory of black-oriented news radio or television stations, though the [National Association of Black Owned Broadcasters](#) represents African-American owned radio and TV stations in the US.)

**African American newspapers with paid circulation**

African American newspapers with free circulation

Chart Data Share Embed

*Total average circulation for the period ending Sept. 30*

	Michigan Chronicle	Chicago Defender	Philadelphia Tribune	New York Amsterdam News	New Pittsburgh Courier	Baltimore Afro-American	Washington Afro-American	Combined Baltimore and Washington Afro-American
2006	26,674			13,175	3,997	11,224	11,557	
2007	25,214	9,996		13,380	4,001	8,775	9,749	
2008	25,292	16,207		11,958	4,123	9,971	10,853	
2009	24,944	11,158	12,543	17,477	4,721	7,244	6,592	
2010	21,761	8,603	14,177	9,750	4,226	6,923	7,211	
2011	21,034	8,396	14,955	12,607	3,997	7,394	11,858	
2012	20,978	7,737	13,320	14,042	3,480	6,840	6,007	
2013	21,702	6,741	13,745	13,588	3,063	5,595	7,172	
2014	20,201	5,477	19,265	10,470	2,591	5,146	5,948	
2015	20,082	10,888	15,138	8,298	2,280			10,315
2016	22,231	11,882	9,114	7,843	2,231			

Note: Numbers represent audited average circulation for the period ending Sept. 30, if one is available for that year; if not, the most comparable publisher's statement was used if it exists. At least 25% of each newspaper's total qualified and verified circulation is paid. The print runs of the Baltimore Afro-American and the Washington Afro-American papers were combined in June 2015. This chart tracks Tuesday's circulation for the Philadelphia Tribune.

Source: Alliance for Audited Media and Verified Audit Circulation.

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## Economics

Univision's total revenue grew by 6% to \$3 billion in 2016. (Telemundo's revenue is not available for analysis, as its parent company, Comcast, does not provide network-specific revenue.)

### Univision revenue

Chart Data Share Embed

*Total revenue (in U.S. dollars)*

Year	Total revenue
2014	\$2,911,400,000
2015	\$2,858,400,000
2016	\$3,042,000,000

Source: Univision press releases and SEC filings.

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While audience data is not available for Spanish-language news radio, revenue for Spanish news radio stations has remained steady. Average station revenue for Spanish-language news stations that are listed in the BIA/Kelsey database declined 1% to \$1.3 million.

### Average revenue for Spanish news radio stations

Chart Data Share Embed

Average station revenue for Spanish news radio stations (in U.S. dollars)

Year	Station revenue
2009	\$1,355,556
2010	\$1,491,667
2011	\$1,445,833
2012	\$1,420,833
2013	\$1,398,611
2014	\$1,306,944
2015	\$1,266,667
2016	\$1,251,389

Note: Data are updated every year. Stations here include the formats Spanish News, Spanish News/Info, Spanish News/Sports, Spanish News/Talk and Spanish News/Variety in BIA/Kelsey's database, which contains revenue data for 18 stations in these formats. BIA/Kelsey typically does not report revenue for stations that are not part of a radio market. Data include full-power AM and FM radio stations in the BIA/Kelsey database in 50 U.S. states and Washington, D.C. Source: Pew Research Center analysis of BIA/Kelsey data.

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There is no revenue data available for black-oriented newspapers, which are mostly privately held, and no database that the Center is aware of that separates out black-oriented TV or radio news stations from all English-speaking news outlets.



## Newsroom investment

The portion of local TV newsroom staff who are black has remained at about 10% since 1995, according to a survey of non-Hispanic TV stations from RTDNA. The percentage of African American television news directors is smaller, at 5.5%; in 1995, just 2% of local TV news directors were African American. Hispanics, who made up 4% of the TV news workforce in 1995, now make up 9% of both the TV news workforce and TV news directors.

TV news workforce

TV news directors

Chart Data Share Embed

% of the TV news workforce who are ...

Year	African American	Hispanic
1995	10.1%	4.2%
2000	11.0%	7.0%
2005	10.3%	8.7%
2010	11.5%	5.8%
2015	10.8%	8.2%
2016	11.1%	8.9%

Source: RTDNA.

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## Find out more

This fact sheet was compiled by [Elisa Shearer](#), who is a research analyst focusing on journalism research at Pew Research Center.

Read the [methodology](#).

Find more in-depth explorations of Hispanic and African American news media by following the link below.

[Blacks more likely to follow up on digital news than whites](#) March 2, 2017

[Social media preferences vary by race and ethnicity](#) Feb. 3, 2015

[As news business takes a hit, the number of black journalists declines](#) Aug. 1, 2014

[As the New York Times' first black executive editor, Dean Baquet is in a distinct minority](#) May 28, 2014

[A Growing Share of Latinos Get Their News in English](#) July 23, 2013

Hispanic newspapers with daily circulation

**Hispanic newspapers with  
weekly/semiweekly circulation**

Chart Data Share Embed

*Average per-paper circulation for top 20 Hispanic weeklies and semiweeklies, by circulation*

Year	Average circulation
2013	100,525
2014	107,685
2015	96,957
2016	92,189

Note: Data reflect the most recent audit statement, if one is available for that year; if not, the most recent publisher's statement was used if it exists.

Source: Alliance for Audited Media.

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African American newspapers with paid circulation

**African American newspapers with free circulation**

Chart

Data

Share

Embed

*Total average circulation*

Year	St. Louis American	Richmond Free Press	Houston Defender	The Atlanta Voice	The Dallas Weekly
2010		33,455			4,825
2011		33,378			4,794
2012	64,137	33,006			5,570
2013	67,851	32,939	21,399	25,898	5,345
2014	67,956	33,021	23,979	27,225	5,003
2015	66,848	31,673	26,972	26,665	4,968
2016	66,500	31,328	31,022	24,363	

Note: Numbers represent 12-month audit of circulation, if one is available for that year; if not, the most comparable publisher's statement was used, if one exists, which may cover a different period. Less than 1% of each paper's total qualified and verified circulation is paid.

Source: Alliance for Audited Media and Verified Audit Circulation.

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TV news workforce

**TV news directors**

Chart Data Share Embed

*% of TV news directors who are ...*

<b>Year</b>	<b>African American</b>	<b>Hispanic</b>
1995	1.6	3.8
2000	3.0	9.0
2005	3.9	5.8
2010	3.3	6.6
2015	4.3	6.0
2016	5.5	8.8

Source: RTDNA.

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# Local TV News Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

Audience

Economics

Newsroom investment

Ownership

Find out more

Local television news programming has shed audience over the past decade, including this past year in most timeslots studied. Even with these viewership losses, local TV news still garners more viewers on average than **cable** and **network news** programs. However, for election news in particular – a big part of last year’s news agenda – **cable news brands were named as the main news source by a greater portion of voters than local TV news programming**. Financially, local TV companies have generated increasing revenue, though in a cyclical pattern tied to election years. Explore the patterns and longitudinal data about local TV news below.



## Audience

In 2016, viewership for network local affiliate news stations (ABC, CBS, Fox, and NBC) declined in key time slots – morning, early evening and late night, according to Pew Research Center analysis of Nielsen Media Research data. Since 2007, the average audience for late night newscasts has declined 31%, while morning audience declined 12% and early evening audience fell 19%. Local TV noon and 7 p.m. news viewership also declined.

Key time slots

Noon

7 p.m.

Chart

Data

Share

Embed

### Combined average viewership for ABC, CBS, Fox and NBC affiliates

Year	Morning news	Early evening news	Late night news
2007	12,304,000	25,722,000	29,325,000
2008	12,489,000	25,254,000	28,399,000
2009	11,548,000	23,260,000	27,020,000
2010	11,641,000	23,912,000	25,296,000
2011	11,800,000	23,609,000	26,062,000
2012	11,255,000	22,020,000	24,226,000
2013	11,965,000	22,736,000	24,252,000
2014	12,166,000	23,309,000	23,902,000
2015	11,881,000	22,825,000	22,815,000
2016	10,841,000	20,713,000	20,301,000

Note: Numbers represent ABC, CBS, Fox and NBC affiliates for the four sweeps – February, May, July and November. Data is the summed average of impressions across 210 DMA's. Data can be read as the gross average audience across 210 markets. Various methodologies are used across this 210 market footprint. In 2009, local television audiences were measured in March rather than February because of the scheduled transition to digital television. Therefore, the 2009 average includes March instead of the traditional February sweep. The morning news time slot includes newscasts that air from 5 a.m. to 7 a.m.; early evening time slot includes newscasts that air from 5 p.m. to 7 p.m.; late night time slot includes newscast that air from 11 p.m. to 11:30 p.m.

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.



## Economics

Local TV station revenue typically follows a cyclical pattern: increasing in election years and decreasing in non-election years. In 2016, an election year, local TV over-the-air advertising revenue totaled \$20.6 billion, an 11% increase over 2015, according to BIA/Kelsey data. By comparison with other election years, local TV advertising revenue in 2014 was \$20 billion and in 2012, it was \$20.3 billion.

Total digital advertising revenue for local TV stations increased 10% in 2016 (reaching a total of about \$1 billion). Digital advertising revenue accounts for a small portion of total ad revenue.

Advertising revenue for 832 local TV stations defined as “news-producing stations” (i.e. stations that have a news director and are viable, commercial and English-language affiliates) was estimated at \$17.3 billion, which is 84% of the total \$20.6 billion revenue for the industry overall, according to BIA/Kelsey data.

### Local broadcast TV advertising revenue

Chart Data Share Embed

#### Total local TV advertising revenue (in U.S. dollars)

Year	Digital	Over-the-air
2004		\$22,400,000,000
2005		\$21,000,000,000
2006		\$22,800,000,000
2007		\$21,542,700,000
2008		\$20,320,800,000
2009		\$15,768,500,000
2010	\$400,000,000	\$19,400,400,000
2011	\$534,750,000	\$17,887,200,000
2012	\$614,320,000	\$20,274,500,000
2013	\$695,790,000	\$18,441,700,000
2014	\$819,840,000	\$20,039,900,000
2015	\$911,290,000	\$18,499,000,000
2016	\$1,005,660,000	\$20,608,400,000
2017*	\$1,094,460,000	\$19,761,700,000
2018*	\$1,187,470,000	\$21,075,900,000
2019*	\$1,284,280,000	\$20,766,900,000
2020*	\$1,384,810,000	\$22,794,600,000
2021*	\$1,490,170,000	\$22,080,600,000

\* 2017-2021 numbers are projections.

Note: Local TV advertising revenue figures include over-the-air (OTA) revenues and digital revenues. Digital revenue numbers are not available prior to 2010. Numbers are updated annually.

Source: BIA/Kelsey.

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Retransmission fees – the fees paid by cable and satellite systems to carry local channels – have been increasing rapidly in the past decade, according to estimates from Kagan, a media research group within S&P Global Market Intelligence. In 2016, retransmission revenue was estimated to reach nearly \$8 billion, up from \$6.4 million in 2015. And Kagan projects that this figure will reach \$12.8 billion by 2023.

## U.S. local TV station retransmission fee revenue

Chart Data Share Embed

### Total retransmission fee revenue (in U.S. dollars)

Year	Revenue
2006	\$215,000,000
2007	\$314,000,000
2008	\$502,000,000
2009	\$762,000,000
2010	\$1,245,000,000
2011	\$1,776,000,000
2012	\$2,407,000,000
2013	\$3,619,000,000
2014	\$4,858,000,000
2015	\$6,387,000,000
2016	\$7,933,000,000
2017*	\$9,340,000,000
2018*	\$10,175,000,000
2019*	\$10,804,000,000
2020*	\$11,382,000,000
2021*	\$11,869,000,000
2022*	\$12,340,000,000
2023*	\$12,757,000,000

\* 2017-2023 numbers are projections.

Note: Broadcast retransmission fees include owned and operated (O&O), affiliate station, reverse retransmissions and estimated broadcast station carriage fees from the Virtual Service Providers or vMVPDs.

Source: Estimates and projections by Kagan, a media research group within S&P Global Market Intelligence.

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Seven major publicly held local TV station companies – Tribune, Nexstar, Sinclair, Tegna, Gray, Media General and Scripps – report political advertising revenues separately from other types of revenues in their SEC filings. In 2016, the seven companies reported a total of \$843 million in political advertising revenue, substantially more than the \$696 million in 2014 and \$574 million in 2012.

### Political advertising revenue at local TV companies

Chart Data Share Embed

### Total political advertising revenue for seven publicly held local TV station companies (in U.S. dollars)

Year	Revenue
2012	\$573,591,000
2013	\$49,880,000
2014	\$696,482,000
2015	\$124,451,000
2016	\$842,737,000

Note: Political advertising revenues include both local and national political advertising. Meredith was not included because it operates in a different fiscal year from the others. For 2016, Media General political advertising numbers include all revenue for the nine months ending Sept. 30, 2016, because the company has not released a 10K SEC filing for the full year due to its potential merger with Nexstar.

Source: Individual company SEC filings for the full year ending on Dec. 31. Companies included here: Tribune, Nexstar, Sinclair, Tegna, Gray, Media General and Scripps.

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## Newsroom investment

Staff salaries in the local TV sector were up for most newsroom positions in 2015, the last year data are available for local TV staff salaries, according to the [annual RTDNA/Hofstra University survey](#). The survey finds that the median salary for a news director position at local TV newsrooms rose 7% in 2015, while the median news reporter salary rose 11%.

### Local TV newsroom staff salaries

Chart Data Share Embed

*Median salaries (in U.S. dollars)*

Staff position	2013	2014	2015
News director	\$85,000	\$92,000	\$98,500
Assistant news director	\$65,000	\$70,000	\$75,000
News anchor	\$63,000	\$65,000	\$70,000
Managing editor	\$65,000	\$60,000	\$60,000
Executive producer	\$53,000	\$50,000	\$55,500
Weathercaster	\$56,000	\$60,000	\$60,000
Sports anchor	\$45,000	\$43,000	\$48,500
News producer	\$31,000	\$31,000	\$32,000
Graphics specialist	\$35,000	\$35,000	\$34,000
News reporter	\$31,000	\$37,000	\$41,000
News writer	\$32,000	\$31,000	\$30,500
News assistant	\$30,000	\$25,000	\$30,000

Note: Based on survey responses of news directors at all commercial local TV stations in the fourth quarter of each year among operating, non-satellite-television stations.

Source: RTDNA/Hofstra University Surveys.

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The average amount of weekday local TV news programming increased somewhat in 2016, according to the RTDNA/Hofstra University survey. Local TV stations dedicated an average of 5.7 hours to news programming per weekday in 2016 – up from 5.5 in 2015.

### Number of hours dedicated to local TV news

Chart Data Share Embed

*Average number of local TV news hours per weekday*

Year	Hours
2003	3.7
2004	3.6
2005	3.8
2006	4.1
2007	4.1
2008	4.6
2009	5
2010	5.3
2011	5.5
2012	5.4

Year	Hours
2013	5.3
2014	5.3
2015	5.5
2016	5.7

Note: Based on survey responses of news directors at all commercial local TV stations in the fourth quarter of each year among operating, non-satellite-television stations.

Source: RTDNA/Hofstra University Surveys.

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## Ownership

In 2016, 98 local TV stations changed hands at a cost of about \$5 billion, as annually reported by BIA/Kelsey. This is up from \$670 million across 86 stations that experienced changes in ownership in 2015.

### Local TV station mergers and acquisitions

Chart Data Share Embed

*Total value of local TV station mergers and acquisitions (in U.S. dollars)*

Year	Revenue
2000	\$8,800,000,000
2001	\$4,900,000,000
2002	\$2,529,000,000
2003	\$520,000,000
2004	\$872,000,000
2005	\$2,842,000,000
2006	\$18,127,000,000
2007	\$2,899,000,000
2008	\$537,000,000
2009	\$714,000,000
2010	\$199,000,000
2011	\$1,102,000,000
2012	\$1,891,000,000
2013	\$9,712,000,000
2014	\$4,616,000,000
2015	\$670,000,000
2016	\$5,280,000,000

Note: Transaction totals include all that are announced as of the end of December for each year. Numbers from the previous year may be updated to reflect new information.

Source: BIA/Kelsey.

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## Find out more

This fact sheet was compiled by [Katerina Eva Matsa](#), who is a senior researcher focusing on journalism research at Pew Research Center.

Read the [methodology](#).

Find more in-depth explorations of local TV news by following the links below.

[Buying spree brings more local TV stations to fewer big companies](#) May 11, 2017

[Trump, Clinton Voters Divided in Their Main Source for Election News](#) Jan. 18, 2017

[Civic Engagement Strongly Tied to Local News Habits](#) Nov. 3, 2016

[The Modern News Consumer](#) July 7, 2016

Key time slots

Noon

7 p.m.

Chart Data Share Embed

*Combined average viewership for ABC, CBS, Fox and NBC affiliates*

Year	Viewership
2007	8,685,000
2008	8,530,000
2009	8,219,000
2010	8,270,000
2011	8,130,000
2012	7,970,000
2013	8,386,000
2014	9,058,000
2015	8,637,000
2016	8,301,000

Note: Numbers represent ABC, CBS, Fox and NBC affiliates for the four sweeps – February, May, July and November. Data is the summed average of impressions across 210 DMA's. Data can be read as the gross average audience across 210 markets. Various methodologies are used across this 210 market footprint. In 2009, local television audiences were measured in March rather than February because of the scheduled transition to digital television. Therefore, the 2009 average includes March instead of the traditional February sweep.

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.

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Key time slots

Noon

**7 p.m.**

Chart Data Share Embed

*Combined average viewership for ABC, CBS, Fox and NBC affiliates*

<b>Year</b>	<b>Viewership</b>
2007	11,761,000
2008	11,929,000
2009	10,899,000
2010	11,422,000
2011	11,422,000
2012	10,848,000
2013	11,111,000
2014	12,286,000
2015	11,712,000
2016	11,415,000

Note: Numbers represent ABC, CBS, Fox and NBC affiliates for the four sweeps – February, May, July and November. Data is the summed average of impressions across 210 DMA's. Data can be read as the gross average audience across 210 markets. Various methodologies are used across this 210 market footprint. In 2009, local television audiences were measured in March rather than February because of the scheduled transition to digital television. Therefore, the 2009 average includes March instead of the traditional February sweep.

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.

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# Network News Fact Sheet

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Audience

Economics

Find out more

Network TV news – appointment viewing for more than 20 million Americans – has experienced relative stability in the size of its audience over the past decade. Financially, in recent years, the news programs of the three major networks – NBC, ABC and CBS – have generated growing revenue. Explore the patterns and longitudinal data about network TV news below.



## Audience

Combined average viewership for the ABC, CBS and NBC evening newscasts remained stable, down 1% in 2016, staying at about 24 million, according to Pew Research Center analysis of Nielsen Media Research data.

### Evening network news viewership

Chart Data Share Embed

*Combined average evening viewership (NBC Nightly News, ABC's World News Tonight and CBS Evening News)*

Year	Viewership
2008	22,770,000
2009	22,223,000
2010	21,467,000
2011	22,510,000
2012	22,141,000
2013	22,603,000
2014	23,650,000
2015	23,871,000
2016	23,750,000

Note: Numbers represent the combined annual average for each show for each broadcast calendar year.

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.

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Viewership for morning newscasts – NBC's Today, ABC's Good Morning America and CBS This Morning – was also stable, down 1% in 2016, staying at about 13 million.

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## Morning network news viewership

Chart Data Share Embed

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*Combined average morning viewership (NBC's Today, ABC's Good Morning America and CBS This Morning)*

Year	Viewership
2008	13,053,000
2009	12,738,000
2010	12,379,000
2011	13,060,000
2012	12,591,000
2013	13,281,000
2014	13,576,000
2015	13,324,000
2016	13,195,000

Note: Numbers represent the combined annual average of each show for each broadcast calendar year. Prior to 2012, numbers reflect viewership for CBS's The Early Show, instead of CBS This Morning.

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.

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The combined average audience for the network Sunday political talk shows on NBC, ABC and CBS – Meet the Press, This Week and Face the Nation, respectively – grew 14% in 2016 from the year before. This follows an 8% increase from 2014 to 2015.

There is a fourth network-based Sunday political talk show: Fox News Sunday. It airs on Fox Broadcasting Company's affiliate stations (separate from the cable entity) and is the only national-level news programming produced by the network. When those viewership figures are included in the mix the pattern for the year is the same – 14% growth.

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## Sunday morning network political talk show viewership

Chart Data Share Embed

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*Combined average Sunday political talk show viewership (NBC's Meet the Press, ABC's This Week and CBS's Face the Nation)*

Year	Viewership
2008	9,934,000
2009	8,927,000
2010	8,091,000
2011	8,150,000
2012	8,426,000
2013	8,407,000
2014	8,595,000
2015	9,257,000
2016	10,556,000

Note: Numbers represent the combined annual average for each show for each broadcast calendar year. Sunday morning network political talk shows include NBC's Meet the Press, ABC's This Week and CBS's Face the Nation.

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.

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Combined viewership for the six newsmagazine shows aired by the networks – CBS's 60 Minutes and 48 Hours, ABC's 20/20 and Nightline, and NBC's Dateline Friday and Dateline Sunday – continued to decline in 2016 down 5% from 2015.

## Newsmagazine network viewership

Chart Data Share Embed

### Combined average newsmagazine viewership

Year	Viewership
2008	38,813,000
2009	39,173,000
2010	36,867,000
2011	36,210,000
2012	34,571,000
2013	34,146,000
2014	34,141,000
2015	32,482,000
2016	30,716,000

Note: Numbers represent the combined annual average for each show for each broadcast calendar year. Newsmagazine network shows include ABC's Nightline, ABC's 20/20, CBS's 48 Hours, CBS's 60 Minutes, NBC's Dateline Friday and NBC's Dateline Sunday. Dateline Sunday only airs in the spring; Dateline Friday data for the month of April 2013 are not available and therefore not included in the 2013 average.

Source: Pew Research Center analysis of Nielsen Media Research data, used under license.

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## Economics

Advertising revenue estimates for the three evening news programs – NBC Nightly News, ABC's World News Tonight and CBS Evening News – showed growth in 2016. For the first three quarters of 2016, combined revenues for the evening broadcast news programs were up an estimated 12% compared with the same three quarters in 2015, according to advertising revenue estimates from Kantar Media.

## Evening network news revenue

Chart Data Share Embed

### Estimated advertising revenue in the first quarters of each year for network TV evening news programs

Year	Revenue
2012	\$335,720,000
2013	\$346,430,000
2014	\$352,960,000
2015	\$374,721,000
2016	\$420,877,000



Note: The above figures only include Monday through Friday telecasts of NBC Nightly News, ABC's World News and CBS Evening News. Numbers represent the first three quarters of each year from Jan. 1 to Sept. 30.  
Source: Kantar Media.

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The three networks also experienced financial growth for the morning news programs from the previous year: up 3% to an estimated \$836 million in advertising revenue for the period of January-September 2016.

### Morning network news revenue

Chart Data Share Embed

*Estimated advertising revenue in the first quarters of each year for network TV morning news programs*

Year	Revenue
2012	\$731,314,000
2013	\$748,225,000
2014	\$709,665,000
2015	\$809,045,000
2016	\$836,462,000

Note: The above figures only include Monday through Friday telecasts of NBC's Today, ABC's Good Morning America and CBS This Morning. Numbers represent the first three quarters of each year from Jan. 1 to Sept. 30.  
Source: Kantar Media.

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## Find out more

This fact sheet was compiled by [Katerina Eva Matsa](#), who is a senior researcher focusing on journalism research at Pew Research Center.

Read the [methodology](#).

Find more in-depth explorations of network news by following the links below.

[Trump, Clinton Voters Divided in Their Main Source for Election News](#) Jan. 18, 2017

[The Modern News Consumer](#) July 7, 2016



# Newspapers Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

*Correction (June 2, 2017): An earlier version of this fact sheet misstated the source for newsroom employment data in text. The text has been updated to reflect the correct source. The source was correct in the accompanying chart, which has not been changed.*

Newspapers are a critical part of the American news landscape, but they have been hard hit as more and more Americans consume news digitally. The industry's financial fortunes and subscriber base have been in decline since the early 2000s, even as website audience traffic has grown for many. Meanwhile, alt-weekly papers have also seen their circulation drop. Explore the patterns and longitudinal data about U.S. newspapers below.



## Audience

### Total estimated circulation for U.S. daily newspapers

Chart Data Share Embed

#### Total circulation for U.S. daily newspapers

Year	Weekday	Sunday	Weekday (estimated)	Sunday (estimated)
1940	41,132,000	32,371,000		
1945	48,384,000	39,860,000		
1946	50,928,000	43,665,000		
1947	51,673,000	45,151,000		
1948	52,285,000	46,308,000		
1949	52,846,000	46,399,000		
1950	53,829,000	46,582,000		
1951	54,018,000	46,279,000		
1952	53,951,000	46,210,000		
1953	54,472,000	45,949,000		
1954	55,072,000	46,176,000		
1955	56,147,000	46,448,000		
1956	57,102,000	47,162,000		
1957	57,805,000	47,044,000		
1958	57,418,000	46,955,000		
1959	58,300,000	47,848,000		
1960	58,882,000	47,699,000		
1961	59,261,000	48,216,000		
1962	59,849,000	48,888,000		
1963	58,905,000	46,830,000		
1964	60,412,000	48,383,000		

Year	Weekday	Sunday	Weekday (estimated)	Sunday (estimated)
1965	60,358,000	48,600,000		
1966	61,397,000	49,282,000		
1967	61,561,000	49,224,000		
1968	62,535,000	49,693,000		
1969	62,060,000	49,675,000		
1970	62,108,000	49,217,000		
1971	62,231,000	49,665,000		
1972	62,510,000	50,001,000		
1973	63,147,000	51,717,000		
1974	61,877,000	51,679,000		
1975	60,655,000	51,096,000		
1976	60,977,000	51,565,000		
1977	61,495,000	52,429,000		
1978	61,990,000	53,990,000		
1979	62,223,000	54,380,000		
1980	62,202,000	54,676,000		
1981	61,431,000	55,180,000		
1982	62,487,000	56,261,000		
1983	62,645,000	56,747,000		
1984	63,340,000	57,574,000		
1985	62,766,000	58,826,000		
1986	62,502,000	58,925,000		
1987	62,826,000	60,112,000		
1988	62,695,000	61,474,000		
1989	62,649,000	62,008,000		
1990	62,328,000	62,635,000		
1991	60,687,000	62,068,000		
1992	60,164,000	62,160,000		
1993	59,812,000	62,566,000		
1994	59,305,000	62,295,000		
1995	58,193,000	61,229,000		
1996	56,983,000	60,798,000		
1997	56,728,000	60,486,000		
1998	56,182,000	60,066,000		
1999	55,979,000	59,894,000		
2000	55,773,000	59,421,000		
2001	55,578,000	59,090,000		
2002	55,186,000	58,780,000		
2003	55,185,000	58,495,000		
2004	54,626,000	57,754,000		
2005	53,345,000	55,270,000		
2006	52,329,000	53,179,000		
2007	50,742,000	51,246,000		
2008	48,597,000	49,115,000		
2009	45,653,000	46,164,000		
2010	--	--		
2011	44,421,000	48,510,000		
2012	43,433,000	44,821,000		
2013	40,712,000	43,292,000		
2014	40,420,000	42,751,000		
2015			37,711,860	40,955,458
2016			34,657,199	37,801,888

Note: To determine totals for 2015 onward, researchers analyzed the year-over-year change in total weekday and Sunday circulation using AAM data and applied these percent changes to the previous year's total. Only those daily U.S. newspapers that report to AAM are included. Affiliated publications are not included in the analysis. Weekday circulation only includes those publications reporting a

Monday-Friday average. For each year, the comparison is for all newspapers meeting these criteria for the three-month period ending Dec. 31 of the given year. Comparisons are between the three-month averages for the period ending Dec. 31 of the given year and the same period of the previous year. Source: Editor & Publisher (through 2014); estimation based on Pew Research Center analysis of Alliance for Audited Media data (2015-2016).

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The estimated total U.S. daily newspaper circulation (print and digital combined) in 2016 was 35 million for weekday and 38 million for Sunday, both of which fell 8% over the previous year. Declines were highest in print circulation: Weekday print circulation decreased 10% and Sunday circulation decreased 9%. (Note that in this fact sheet, and in the chart above, data through 2014 are from Editor & Publisher, which were published on the website of the News Media Alliance (NMA), known at the time as the Newspaper Association of America (NAA). Since then, as the NMA/NAA no longer supplies these data, the Center determined the year-over-year change in total circulation for those daily U.S. newspapers that report to the Alliance for Audited Media and meet certain criteria, as detailed in the note of the chart above. This percentage change was then applied to the total circulation from the prior year. Thus the use of the term “estimated total circulation.”)

Digital circulation is more difficult to gauge. Three of the highest-circulation daily papers in the U.S. – The New York Times, The Wall Street Journal and The Washington Post – have in recent years not fully reported their digital circulation to the Alliance for Audited Media (AAM), the group that audits the circulation figures of many of the largest North American newspapers and other publications. Two of these papers report such digital circulation elsewhere: The New York Times in their financial statements and The Wall Street Journal in reports available on the Dow Jones website. (The Washington Post does not fully report digital circulation in any forum.) But because they may not be counted under the same rules used by AAM, these independently produced figures cannot easily be merged with the Alliance data.

Taking these complexities into account, using the AAM data, digital circulation in 2016 was projected to have been roughly steady, with weekday down 1% and Sunday up 1%. If the independently produced figures from The New York Times and The Wall Street Journal were included in both 2015 and 2016, however, rather than remaining steady, weekday digital circulation would have risen by 11%.

This would also change the overall picture for combined print and digital circulation. Including the digital boost driven by these two large, national brands would still result in an overall drop in circulation year to year but a smaller one: Overall weekday circulation would have fallen by 4% in 2016 rather than 8%.

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## Newspaper website unique visitors

Chart   Data   Share   Embed

### *Average monthly unique visitors for top 50 U.S. newspapers by circulation*

Year	Average monthly unique visitors
2014	8,233,544
2015	9,709,071
2016	11,734,536

Note: For each year, the average traffic for each website for October/November/December was calculated; the data point represents the overall average of those numbers. Analysis is of the top 49 newspapers by average Sunday circulation for Q3 2015 and Q3 2016, according to Alliance for Audited Media data, with the addition of The Wall Street Journal. For each newspaper, the comScore entity matching its homepage URL was analyzed.

Source: comScore Media Metrix Multi-platform, unique visitors, October-December 2014, 2015 and 2016.

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Gauging digital audience for the entire newspaper industry is difficult since many daily newspapers do not receive enough traffic to their websites to be measured by comScore, the data source relied on here. Thus, the figures offered above reflect the top 50 U.S. daily newspapers based on circulation. In the fourth quarter of 2016, there was an average of roughly 11.7 million monthly unique visitors (across all devices) for these top 50 newspapers. This is a 21%

increase from 2015, similar to the 18% rise from 2014-2015. (The list of top 50 papers is based on Sunday circulation but also includes The Wall Street Journal, which does not have any Sunday circulation; for more details, see our [methodology](#).)

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## Newspaper website minutes per visit

Chart Data Share Embed

### *Average minutes per visit for top 50 U.S. newspapers by circulation*

Year	Average minutes per visit
2014	2.59
2015	2.59
2016	2.45

Note: For each year, the average minutes per visit for each website for October/November/December was calculated; the data point represents the overall average of those numbers. Analysis is of the top 49 newspapers by average Sunday circulation for Q3 2015 and Q3 2016, according to Alliance for Audited Media data, with the addition of The Wall Street Journal. For each newspaper, the comScore entity matching its homepage URL was analyzed.

Source: comScore Media Metrix Multi-platform, unique visitors, October-December 2014, 2015 and 2016.

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Average minutes per visit for the top 50 U.S. daily newspapers, based on circulation, is about two and a half minutes. This decreased just slightly, falling 5% from 2015.

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## Alt-weekly newspaper average circulation

Chart Data Share Embed

### *Average per-paper circulation for top 20 U.S. alt-weeklies by circulation*

Year	Average circulation
2012	87,186
2013	79,942
2014	72,910
2015	65,936
2016	61,654

Note: Data reflect most recent audit statement, if one is available for that year; if not, the most recent publisher's statement was used.

Source: Alliance for Audited Media, Verified Audit Circulation, Circulation Verification Council, and self-reported data.

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Beyond daily newspapers, many U.S. cities have what are known as “alt-weekly” papers – weekly newspapers, generally distributed for free, which put a heavy focus on arts and culture. Average circulation for the top 20 U.S. alt-weekly papers is just over 61,000, a 6% decline from 2015.



Economics

## Newspaper industry estimated advertising and circulation revenue

Chart Data Share Embed

*Total revenue for U.S. newspapers (in U.S. dollars)*

Year	Advertising	Circulation	Advertising (estimated)	Circulation (estimated)
1956	\$3,223,000,000	\$1,344,492,000		
1957	\$3,268,000,000	\$1,373,464,000		
1958	\$3,176,000,000	\$1,459,013,000		
1959	\$3,526,000,000	\$1,549,576,000		
1960	\$3,681,000,000	\$1,604,228,000		
1961	\$3,601,000,000	\$1,684,319,000		
1962	\$3,659,000,000	\$1,819,840,000		
1963	\$3,780,000,000	\$1,901,820,000		
1964	\$4,120,000,000	\$1,983,809,000		
1965	\$4,426,000,000	\$2,023,090,000		
1966	\$4,865,000,000	\$2,109,050,000		
1967	\$4,910,000,000	\$2,180,242,000		
1968	\$5,232,000,000	\$2,288,215,000		
1969	\$5,714,000,000	\$2,425,446,000		
1970	\$5,704,000,000	\$2,634,402,000		
1971	\$6,167,000,000	\$2,853,320,000		
1972	\$6,939,000,000	\$2,929,233,000		
1973	\$7,481,000,000	\$3,037,820,000		
1974	\$7,842,000,000	\$3,581,733,000		
1975	\$8,234,000,000	\$3,921,515,000		
1976	\$9,618,000,000	\$4,087,303,000		
1977	\$10,751,000,000	\$4,310,236,000		
1978	\$12,213,000,000	\$4,534,779,000		
1979	\$13,863,000,000	\$4,950,542,000		
1980	\$14,794,000,000	\$5,469,589,000		
1981	\$16,527,000,000	\$6,206,141,000		
1982	\$17,694,000,000	\$6,656,661,000		
1983	\$20,581,000,000	\$7,044,098,000		
1984	\$23,522,000,000	\$7,368,158,000		
1985	\$25,170,000,000	\$7,659,297,000		
1986	\$26,990,000,000	\$8,052,148,000		
1987	\$29,412,000,000	\$8,399,032,000		
1988	\$31,197,000,000	\$8,046,287,000		
1989	\$32,368,000,000	\$8,370,324,000		
1990	\$32,280,000,000			
1991	\$30,349,000,000	\$8,697,679,000		
1992	\$30,639,000,000	\$9,163,534,000		
1993	\$31,869,000,000	\$9,193,802,000		
1994	\$34,109,000,000	\$9,443,217,000		
1995	\$36,092,000,000	\$9,720,186,000		
1996	\$38,075,000,000	\$9,969,240,000		
1997	\$41,330,000,000	\$10,065,642,000		
1998	\$43,925,000,000	\$10,266,955,000		
1999	\$46,289,000,000	\$10,472,294,000		
2000	\$48,670,000,000	\$10,540,643,000		
2001	\$44,305,000,000	\$10,783,078,000		

Year	Advertising	Circulation	Advertising (estimated)	Circulation (estimated)
2002	\$44,102,000,000	\$11,025,896,000		
2003	\$46,156,000,000	\$11,224,362,000		
2004	\$48,244,000,000	\$10,988,651,000		
2005	\$49,435,000,000	\$10,746,901,000		
2006	\$49,275,402,572	\$10,548,344,000		
2007	\$45,375,000,000	\$10,294,920,096		
2008	\$37,848,257,630	\$10,086,956,940		
2009	\$27,564,000,000	\$10,066,783,026		
2010	\$25,837,698,822	\$10,049,360,689		
2011	\$27,078,473,864	\$9,989,064,525		
2012	\$25,316,461,215	\$10,448,561,493		
2013			\$23,587,097,435	\$10,641,662,892
2014			\$22,077,809,951	\$10,744,324,061
2015			\$20,362,238,293	\$10,870,292,720
2016			\$18,274,943,567	\$10,910,460,499

Source: News Media Alliance, formerly Newspaper Association of America, (through 2012); Pew Research Center analysis of year-end SEC filings of publicly traded newspaper companies (2013-2016).

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Turning back to the newspaper industry as a whole, the total estimated newspaper industry advertising revenue for 2016 was \$18 billion, based on the Center’s analysis of financial statements for publicly traded newspaper companies. This decreased 10% from 2015. Total estimated circulation revenue was \$11 billion, which is roughly on par with 2015 (rise of 0.4%).

In the chart above, data through 2012 come from the trade group formerly known as the Newspaper Association of America (NAA), now known as the News Media Alliance (NMA). Data from 2013 onward is based on the Center’s analysis of financial statements from publicly traded U.S. newspaper companies, which now number seven and account for around a quarter of all U.S. daily newspapers, from large national papers to mid-size metro dailies to local papers. For each year through 2012, the year-over-year percentage change in advertising and circulation revenue for these companies is calculated and then applied to the previous year’s revenue totals as reported by the NMA/NAA. In testing this method, changes from 2004-2012 generally matched those as reported by the NMA/NAA; for more details, see our [2016 report](#).

**Percentage of newspaper advertising revenue coming from digital**

Chart Data Share Embed

*Percent of newspaper companies' advertising revenue coming from digital*

Year	Advertising from digital
2011	17%
2012	19%
2013	20%
2014	21%
2015	25%
2016	29%

Source: Pew Research Center analysis of year-end SEC filings for publicly traded newspaper companies that break out digital advertising revenue for each year.

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Digital advertising accounted for 29% of newspaper advertising revenue in 2016, based on this same analysis of publicly traded newspaper companies. This is up from a quarter in 2015 and 17% in 2011.



## Newsroom investment

### Newspaper newsroom employment

Chart Data Share Embed

*Total number of newsroom employees at U.S. newspapers*

Year	Total
2004	65,440
2005	66,490
2006	68,610
2007	68,160
2008	65,720
2009	56,230
2010	51,390
2011	50,250
2012	47,740
2013	45,450
2014	43,170
2015	41,400

Source: Bureau of Labor Statistics Occupational Employment Statistics.

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According to data from the Bureau of Labor Statistics' Occupational Employment Statistics (OES), in 2015 (the last year available) 41,400 people worked as reporters or editors in the newspaper industry, down 4% from 2014 and 37% from 2004.

In [previous years](#), data came from an annual audit of newsroom employment performed by the American Society of News Editors (ASNE). As of 2016, ASNE stopped reporting the total number of employees (instead reporting a percentage change in employment). As such, newsroom employment figures are now based on OES data.



## Find out more

This fact sheet was compiled by [Michael Barthel](#), who is a research associate focusing on journalism research at Pew Research Center.

Read the [methodology](#).

Find more in-depth explorations of U.S. newspapers by following the link below.

[Despite subscription surges for largest U.S. newspapers, circulation and revenue fall for industry overall June 1, 2017](#)

[For election news, young people turned to some national papers more than their elders Feb. 17, 2017](#)



Trump, Clinton Voters Divided in Their Main Source for Election News Jan. 18, 2017  
The Modern News Consumer July 7, 2016



## FACT SHEET

AUGUST 7, 2017

# Public Broadcasting Fact Sheet

MORE FACT SHEETS: [STATE OF THE NEWS MEDIA](#)

## Audience

## Economics

## Newsroom investment

Find out more

Hundreds of local and regional radio and television stations comprise the U.S. public media system. On the audio side, organizations such as NPR, American Public Media (APM) and Public Radio International (PRI) produce and distribute programming, reaching audiences through local stations as well as digital channels. Individual stations, such as New York's WNYC and Chicago's WBEZ, produce nationally syndicated original journalism as well. On the television side, PBS NewsHour produces an evening newscast that airs on local PBS stations around the country. The organization has a digital operation as well. On the whole, the news offerings of U.S. public broadcasters have been marked by relative financial stability and, in the past year, audience growth. Explore the patterns and longitudinal data about public broadcasting below.



## Audience

The top 20 NPR-affiliated public radio stations (by listenership) had on average a total weekly listenership of about 10 million in 2016, up from about 9 million in 2015. (This includes listeners for NPR programming as well as original or other syndicated content aired on these stations.)

### Weekly broadcast audience for top 20 NPR-affiliated radio stations

Chart   Data   Share   Embed

#### Average weekly terrestrial listenership

Year	Average weekly terrestrial listenership
2015	8,724,100
2016	10,212,600

Source: NPR, based on data from: Nielsen Audio Nationwide, for persons 12+.

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When looking specifically at NPR programming across all stations that carry it, terrestrial broadcast listenership rose in 2016. (Traditional radio listening is "terrestrial," i.e. coming from radio broadcast towers rather than satellites or the internet.) About 30 million average weekly listeners tuned in to any NPR programming during the year, up 14% from 2015, according to internal data provided by the organization. Programming from PRI, which distributes programs such as *The World and The Takeaway*, reached a terrestrial audience of about 9 million on average per week, up from about 8 million in 2015. Audience figures (generated by Nielsen) from American Public Media, which produces *Marketplace*, were not available for this fact sheet, but can be found in APM's own [year-end reports](#).

National Public Radio (NPR)

Public Radio International (PRI)

feedback

### Average weekly terrestrial listenership

Year	Average weekly terrestrial listenership
2005	25,300,000
2006	25,500,000
2007	25,500,000
2008	26,400,000
2009	26,400,000
2010	27,200,000
2011	26,800,000
2012	26,000,000
2013	27,300,000
2014	26,200,000
2015	26,000,000
2016	29,700,000

Source: NPR, based on data from: Nielsen Audio Nationwide, for persons 12+.

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NPR slightly expanded its broadcasting reach in 2016 in terms of the number of member stations (stations either owned or operated by member organizations) and the number of station airing any NPR programming (which includes member stations). Member organizations — flagship educational and community organizations that operate at least one station — remained steady in number, at 264, down only one from the previous year.

NPR stations
NPR member organizations

### Number of ...

	2013	2014	2015	2016
NPR member stations	849	946	972	990
All stations (member and non-member) airing NPR programming	1,001	1,029	1,054	1,072

Note: NPR includes repeaters in the count of stations airing its programming. All stations includes member stations.  
 Source: Information provided by NPR.

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NPR's digital platforms continue to be an important part of its reach. Both the NPR News app, which offers livestreams from individual stations and digital content, and the newer NPR One app, which offers a stream of individual shows and podcasts, have shown steady growth across devices in the average number of total completed sessions each month. (A completed session is any instance in which a user starts and stops using the app.)

### Monthly sessions on NPR apps

### Average number of completed monthly sessions by device and app

App	2014	2015	2016
NPR News: Android	2,913,814	3,613,494	5,005,041
NPR News: iPhone	6,947,956	7,826,679	11,433,558
NPR News: iPad	2,734,069	1,610,358	1,630,880

App	2014	2015	2016
NPR One: Android		460,263	1,326,320
NPR One: iPhone		758,531	2,649,326

Note: The NPR One app launched on July 28, 2014, and thus full year-over-year data for this app is not available. 2014 sessions for the NPR News app on iPhone are based on an estimate for April 9-May 2. There is no NPR One app specifically for iPads. A completed session is any instance in which a user starts and stops using the app.

Source: NPR, based on Google Analytics data for January-December of each year.

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The audience for public television programming also grew over the past year: In 2016, the NewsHour program, which airs on PBS, attracted 1 million viewers on average, up 22% from the year before.

### PBS NewsHour viewership

Chart	Data	Share	Embed
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#### Total average viewership

Year	Total average viewership
2014	845,000
2015	828,000
2016	1,007,000

Note: Numbers represent the annual average for each broadcast calendar year.

Source: Nielsen Media Research, used under license.

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## Economics

The financial picture for news outlets in public broadcasting appears to be strong both locally and nationally, even showing some improvement year over year.

At the national level, NPR increased its total operating revenue in 2016 to \$213 million, up 9% from 2015 levels. PRI saw gains as well, rising 26% to about \$22 million in total revenue for 2016. APM's total revenue, on the other hand, went down 6% year over year, accounting for \$126 million in 2016.

<b>NPR revenue</b>	PRI revenue	APM revenue
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Chart	Data	Share	Embed
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#### Total revenue (in U.S. dollars)

Year	Revenue
2015	\$195,900,000
2016	\$213,100,000

Note: Revenue consists of operating revenue for for NPR, Inc.'s unrestricted regular operations.

Source: Information provided by NPR.

At the local public radio level, an analysis of the public filings provided by the 125 largest news-oriented licensees (organizations that operate local public radio stations) shows overall steady revenue. Between 2014 and 2015 – the last year for which reliable data are available – total revenue for this group remained relatively flat at \$807 million.

### Local public radio station revenue

Chart Data Share Embed

#### Total revenue for the 125 largest news-oriented public radio licensees (in U.S. dollars)

Year	Total revenue
2008	\$650,429,045
2009	\$623,756,499
2010	\$674,444,481
2011	\$723,001,353
2012	\$728,234,171
2013	\$768,247,686
2014	\$805,807,713
2015	\$806,928,542

Note: All figures are fiscal year, inflation-adjusted calculations. Data for these licensees were aggregated and provided by Mark Fuerst, director of the consultancy Public Media Futures Forum, using the Annual Financial Reports submitted by each licensee to the Corporation for Public Broadcasting (CPB).

Source: Public Media Futures Forum.

This revenue for local public radio comes from a range of streams, but individual giving (which includes member revenue and major gifts) and underwriting (from both businesses and foundations and other nonprofit organizations) are two key sources of funding. Among the 125 news-oriented licensees studied here, individual giving and underwriting combined accounted for \$536 million in revenue in 2015, up 6% from 2014.

### Individual giving and underwriting revenue for local public radio stations

Chart Data Share Embed

#### Revenue for the 125 largest news-oriented public radio licensees (in U.S. dollars)

Year	Individual giving	Underwriting
2008	\$241,639,939	\$183,476,019
2009	\$255,556,376	\$162,932,273
2010	\$266,690,212	\$165,470,819
2011	\$284,285,126	\$163,568,544
2012	\$291,087,715	\$176,686,958
2013	\$308,300,995	\$178,494,500
2014	\$317,324,950	\$188,708,281
2015	\$339,148,175	\$196,937,610

Note: All figures are fiscal year, inflation-adjusted calculations. Data for these licensees were aggregated and provided by Mark Fuerst, director of the consultancy Public Media Futures Forum, using the Annual Financial Reports submitted by each licensee to the Corporation for Public Broadcasting (CPB).

Source: Public Media Futures Forum.

The total number of individual members – defined as anyone who has given money to one of the stations owned by these 125 licensees in each calendar year – edged up 2% in 2015 to 2.1 million.

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### Local public radio station membership

Chart	Data	Share	Embed
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#### *Total station membership for the 125 largest news-oriented public radio licensees*

Year	Total membership
2008	1,621,011
2009	1,701,256
2010	1,793,440
2011	1,943,306
2012	1,959,259
2013	2,019,808
2014	2,011,954
2015	2,050,438

Note: Data for these licensees were aggregated and provided by Mark Fuerst, director of the consultancy Public Media Futures Forum, using the Annual Financial Reports submitted by each licensee to the Corporation for Public Broadcasting (CPB).

Source: Public Media Futures Forum.

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On the television side, NewsHour derives its revenue from a variety of sources, including PBS, the Corporation for Public Broadcasting (CPB) and a mix of “nonpublic” streams such as corporations, individual giving and foundations. While the details about public sources of revenue were unavailable for this analysis, NewsHour did provide information about its breakdown of nonpublic funding. In 2016, contributions from individuals increased from 6% to 11% of total nonpublic funding. (Information on whether the total amount of this funding rose or fell was also unavailable.)

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### PBS NewsHour nonpublic funding makeup

Chart	Data	Share	Embed
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#### *% of PBS NewsHour's nonpublic funding revenue*

Year	Individuals	Corporations	Foundations
2014	3%	41%	56%
2015	6%	23%	71%
2016	11%	19%	70%

Note: Numbers correspond to calendar year.

Source: PBS NewsHour.

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## Newsroom investment

Program and production expenses for the 125 news-oriented local public radio licensees increased between 2014 and 2015 to \$399 million, a growth rate of 5%. While program and production expenses comprise only a portion of overall station expenses, an increase in these kinds of expenditures is an indicator that the stations are directing more dollars towards the creation of news content.

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### Local public radio station expenses

Chart Data Share Embed

*Total program and production expenses for the 125 largest news-oriented public radio licensees (in U.S. dollars)*

Year	Total program and production expenses
2008	\$313,469,783
2009	\$325,414,087
2010	\$334,788,198
2011	\$346,829,433
2012	\$360,618,848
2013	\$364,654,814
2014	\$381,694,542
2015	\$399,226,934

Note: All figures are fiscal year, inflation-adjusted calculations. Data for these licensees were aggregated and provided by Mark Fuerst, director of the consultancy Public Media Futures Forum, using the Annual Financial Reports submitted by each licensee to the Corporation for Public Broadcasting (CPB).

Source: Public Media Futures Forum.

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## Find out more

This fact sheet was compiled by [Michael Barthel](#), who is a research associate focusing on journalism research at Pew Research Center, [Amy Mitchell](#), director of journalism research, and Jesse Holcomb, former associate director of research.

Read the [methodology](#).

Find more in-depth explorations of public broadcasting by following the link below.

[Trump, Clinton Voters Divided in Their Main Source for Election News Jan. 18, 2017](#)

National Public Radio (NPR)

**Public Radio International (PRI)**

Chart

Data

Share

Embed

*Average weekly terrestrial listenership*

<b>Year</b>	<b>Average weekly terrestrial listenership</b>
2015	8,132,000
2016	8,861,000

Source: Public Radio International (PRI), based on data from Nielsen Audio Nationwide, for persons 12+.

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NPR stations

**NPR member organizations**

Chart

Data

Share

Embed

*Number of ...*

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
NPR member organizations	269	263	265	264

Note: Member organizations are flagship educational and community organizations that operate at least one station.

Source: Information provided by NPR.

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NPR revenue

**PRI revenue**

APM revenue

Chart Data Share Embed

*Total revenue (in U.S. dollars)*

<b>Year</b>	<b>Revenue</b>
2015	\$17,400,000
2016	\$21,900,000

Note: Revenue is as reported in fiscal year-end audit report.

Source: Information provided by Public Radio International (PRI).

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NPR revenue

PRI revenue

**APM revenue**

Chart Data Share Embed

*Total revenue (in U.S. dollars)*

<b>Year</b>	<b>Revenue</b>
2015	\$134,200,000
2016	\$126,200,000

Note: Revenue figures are from Independent Auditors' Reports for FY15 and FY16.

Source: Information provided by American Public Media (APM).

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## **State of the News Media Methodology**

The State of the News Media fact sheets use a range of different methodologies to study the health of the U.S. news industry, including custom analysis of news audience behavior, secondary analysis of industry data and direct reporting to solicit information unavailable elsewhere.

### **State of the News Media industry data**

The State of the News Media fact sheets consist of data originally generated by other individuals or organizations that Pew Research Center then collected and aggregated.

For the data aggregated from other researchers, Pew Research Center's team took several steps. First, Center researchers tried to determine what data had been collected and by whom for the media sectors studied. In many cases, this included securing rights to data through license fees or other means, and often included paying for use of the data.

Next, we studied the data closely to determine where elements reinforced each other and where there were apparent contradictions or gaps. In doing so, Pew Research Center endeavored to determine the value and validity of each dataset. That, in many cases, involved going back to the sources that collected the research in the first place. Where data conflicted, the Center has included all relevant sources and tried to explain their differences, either in footnotes or in the narratives.

All sources are cited in footnotes or within the narrative and in all graphics in the report.

### **Analysis of comScore digital audience data**

In order to provide as clear a sense as possible of the digital audience data of U.S. news organizations, researchers took several steps using digital audience measurement data from comScore, a cross-platform measurement company.

After the initial selection process, each comScore entry representing outlets or websites (“entity”) was individually vetted by researchers and unusual shifts in data over time were checked with comScore analysts. Using feedback from analysts, entities that registered increases or declines in unique visitors over the time period studied (October 2014-December 2016) that were likely due to inorganic changes in measurement or site structure were considered to not have trendable data and were removed from the analysis.

For all outlets, entities that are representative of an entire web domain (“total domain entities”) were used whenever possible. When domain entities were incomplete – i.e., when they did not represent traffic to an entire web domain – custom entities that represent the total domain were used when available. Multiple entities of the same URL that were the result of a structure change in the comScore database over time were considered comparable. Researchers consulted comScore analysts throughout the entity selection process.

## **Selection**

The selection process for each fact sheet that included comScore data is detailed below.

*Newspapers:* Researchers analyzed the comScore data of the top 49 newspapers by average Sunday circulation for Q3 2015 and Q3 2016 according to the Alliance for Audited Media data, with the addition of The Wall Street Journal. Each was matched with its associated total-domain entities in comScore. The following 50 entities were used in 2016 (for the entities used in 2015, see the methodology in the [2016 State of the News Media](#)):

ARKANSASONLINE.COM  
AZCENTRAL.COM  
BALTIMORESUN.COM  
BOSTONGLOBE.COM  
BUFFALONEWS.COM  
CHARLOTTEOBSERVER.COM  
CHICAGOTRIBUNE.COM  
CHRON.COM

CINCINNATI.COM  
CLEVELAND.COM  
COURANT.COM  
COURIER-JOURNAL.COM  
DALLASNEWS.COM  
DENVERPOST.COM  
DESERETNEWS.COM  
DESMOINESREGISTER.COM  
DISPATCH.COM  
ELNUEVODIA.COM  
FREEP.COM  
INDYSTAR.COM  
JSONLINE.COM  
KANSASCITY.COM  
LATIMES.COM  
MERCURYNEWS.COM  
MIAMIHERALD.COM  
MYSANANTONIO.COM  
NEWSDAY.COM  
NJ.COM  
NORTHJERSEY.COM  
NYDAILYNEWS.COM  
NYPOST.COM  
NYTIMES.COM  
OCREGISTER.COM  
OREGONLIVE.COM  
ORLANDOSENTINEL.COM  
PHILLY.COM  
PILOTONLINE.COM  
POST-GAZETTE.COM  
SACBEE.COM

SANDIEGOUNIONTRIBUNE.COM  
SEATTLETIMES.COM  
SFGATE.COM  
STAR-TELEGRAM.COM  
STARTRIBUNE.COM  
STLTODAY.COM  
SUN-SENTINEL.COM  
TWINCITIES.COM  
USATODAY.COM  
WASHINGTONPOST.COM  
WSJ.COM

*Digital-native news outlets:* Researchers assessed all domains from 11 comScore categories (Business/Finance, Directories/Resources, Entertainment, Games, Lifestyles, News/Information, Regional/Local, Services, Social Media, Sports, and Technology) with at least 10 million average monthly unique digital visitors in the fourth quarter of 2016. From that set of entities, they then selected digital-native news outlets using the following criteria:

1. Must be “born on the web,” i.e. not the website of a legacy news brand (Note: may be owned by a legacy media company).
2. It is a publisher of original content about news, defined as current events affecting public life (can include both original reporting and commentary/analysis). Sites are judged by an assessment of the material appearing on their home page. A review of top stories on the home page must render some evidence of original reporting, such as interviews, eyewitness accounts or referral to source documents, by a dedicated reporter/editorial staff. Sites are also judged as news publishers if they self-describe as an organization that produces news, either in the subject headers/navigation bar and/or in their “about” or advertising section through usage of terms like “news,” “journalism,” “covering,” or “informing.”
3. It is not entirely focused on reviews, advice, recipes or unedited raw data.

4. It is not primarily a user-generated or aggregated content platform (such as Medium, Reddit or Wikipedia). Branded content such as NBA.com was also excluded.

The following 36 entities were used for 2016:

247SPORTS.COM  
BLEACHERREPORT.COM  
BREITBART.COM  
BUSINESSINSIDER.COM  
BUSTLE.COM  
BUZZFEED.COM  
CNET.COM  
DEADSPIN.COM  
DIGITALTRENDS.COM  
ELITEDAILY.COM  
FIVETHIRTYEIGHT.COM  
GIZMODO.COM  
HELLOGIGGLES.COM  
HOLLYWOODLIFE.COM  
HUFFINGTONPOST.COM  
IBTIMES.COM  
IFLSCIENCE.COM  
IGN.COM  
IJR.COM  
MASHABLE.COM  
MIC.COM  
OPPOSINGVIEWS.COM  
POLITICO.COM  
QZ.COM  
RAWSTORY.COM  
REFINERY29.COM  
SBNATION.COM



SLATE.COM  
THEDAILYBEAST.COM  
THEVERGE.COM  
THRILLIST.COM  
TMZ.COM  
TOPIX.COM  
UPROXX.COM  
UPWORTHY.COM  
VOX.COM

## **Analysis**

For each website, minutes per visit and unique visitors for October-December of each year were acquired from the comScore Media Metrix database for Total Digital Population.

Comparisons year over year are between monthly averages of October-December data in each year.

For sites that didn't meet the reporting threshold for one month out of a quarter, we averaged across the two months for which we had data.

## **Analysis of Nielsen Media Research data**

The analysis of viewership trends for cable TV is based on Nielsen Media Research data.

Nielsen provides audience data for the three major cable channels: CNN, Fox and MSNBC. This includes prime-time and daytime viewership. For network TV, Nielsen provides audience data for news programming broadcasted by the three networks – ABC, CBS and NBC – in the morning and evening, as well as audience data for the Sunday morning talk shows and TV news magazines.

Beginning in 2015, Nielsen viewership data was presented in weighted form, made available to Pew Research Center by Nielsen Media Research for all years starting with

2007. Weighted data better account for the number of programming hours in a given broadcast month, though they do not differ substantially from unweighted data.

Methodologies have evolved from 2007 to 2016, and include Local People Meter, Set-Meter with Diaries, Diary Only, Set-Meter with Viewer Assignment, and Code Reader with Viewer Assignment.

Most recently, in January of 2016, local measurement in 45 mid-sized markets (currently called Set-Meter and Code Reader markets), changed from diary measurement for persons, to full electronic measurement with the use of Nielsen's proprietary Viewer Assignment technique for demographics.

## **Employment data**

The analysis of newspaper newsroom employment is based on a technique developed by Alex T. Williams in collaboration with Pew Research Center.

## **Digital-native news outlet audit**

Researchers studied several outreach avenues that digital-native news outlets could take to engage with their audiences. For mobile apps, researchers searched the Google Play and iOS App Store for each site. For newsletters, researchers searched each site for a sign-up form. For Apple News, researchers searched the Apple News app for official channels. For podcasts, researchers searched the iTunes podcast store for podcasts from the outlet and performed a search on each site. An outlet was determined to support comments if at least one of the first five stories on its homepage supported comments at analysis time. For social media outreach, researchers searched for official pages, accounts or channels on each platform, as well as on the outlet's primary website.

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