Another audio source, Smart TVs, are now in over 40% of households (R1 2021).
Public Radio Listeners Use Internet/Apps at Higher Rates vs. the General Population

Ways used Internet/apps in past 30 days: Streaming

- **Breaking news** (national/global): 41.2% vs. 47.6%
- **Listen to online music service** (Last.fm, Pandora, Spotify, etc.): 41.0% vs. 41.3%
- **Watched, listened, or downloaded podcast**: 24.9% vs. 36.6%
- **Listen to a local radio station online**: 28.8% vs. 30.5%
- **Listen to Internet radio** (iHeartRadio, Radio.com, etc.): 26.4% vs. 25.3%
- **Movies or movie clips**: 17.6% vs. 21.3%
- **TV Show - pre-recorded**: 12.6% vs. 15.3%
- **General news**: 11.9% vs. 14.4%
- **Sports (streaming)**: 8.4% vs. 9.6%
- **TV Show - live broadcast**: 6.4% vs. 7.4%
- **Business news**: 5.2% vs. 6.9%

**Breaking news** is what listeners stream the most, followed by **listening to an online music service**.

A quarter of the U.S. population and over a third of public radio listeners use **podcasts**, followed by **online radio usage**.

All U.S. Population vs. Public Radio Audience, Adults 18+, Scarborough USA+, 2021 Rel 1 (Jan 2020 - May 2021)
Public Radio Listeners Use Audio & Video Streaming Services at Higher Rates vs. the General Population

Audio/Video Streaming Services used past 30 days

- Netflix
- YouTube (free)
- Amazon Prime Video
- Hulu
- Disney+
- Spotify
- Pandora
- Amazon Music
- HBO NOW
- Apple Music
- SiriusXM.com or app
- iHeartRadio
- CBS All Access
- YouTube TV (subscription)
- Google Play Music
- AT&T TV NOW
- TuneIn
- Sling TV
- Radio.com
- Stitcher
- fuboTV
- NextRadio
- Uforia Música

Netflix continues to win the video streaming war, but Amazon Prime is increasing rapidly and Disney+ is now in the database.

The top streaming music services are Spotify, Pandora and Amazon Music.