This project sought to investigate the question of what can attract younger listeners to public radio programming? Using a mixed method of personal interviews with public radio practitioners and an online survey targeting college-aged (NB: 18 to 25 year old) persons, data was collected examining current efforts being undertaken to bring younger persons to public radio, as well as what current attitudes exist toward public radio from younger persons. Results showed that a vast majority of respondents still consume public radio content through a car radio, and not through digital sources, as perhaps anticipated. Respondents expressed a willingness to listen to public radio at greater levels if more music programming were included on a station’s schedule, and a desire for more locally focused content featuring more diverse voices. This research looks at ways young people consume public radio content, as well as ways the industry could innovate in order to reach a wider (and younger) audience.