

Interim General Manager's Report to the Local Station Board

January 2026

TechSurvey

In November 2025, nearly 4,000 core Community Radio listeners participated in the 2025 Public Radio Techsurvey (PRTS) by the National Federation of Community Broadcasters (NFCB) and in conjunction with the Jacobs Media and Public Media Content Collective. KPFA was one of 33 U.S. Community Radio stations that participated and the survey was available to our listeners for 6 days, from November 18th to the 23rd. The goal of the second annual NFCB PRTS 2025 is to guide Community and Public Radio stations to better understand the following:

- Perceptions on Community and Public Radio's levels of trust and transparency.
- Insights on how audiences engage with radio to discover music and their use of digital platforms and devices.
- Perceptions around station fundraising, including pressure points.
- Insights into public radio's role in providing local news and community information.

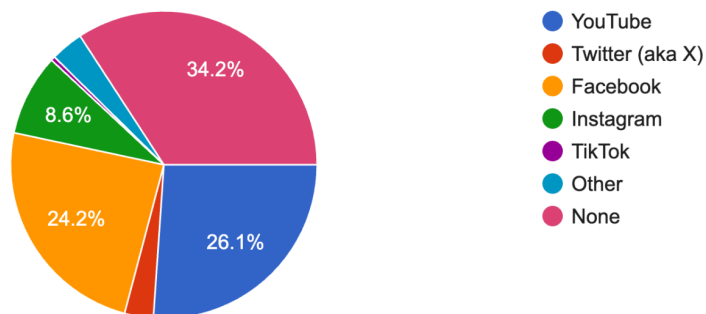
NFCB Members will get access to a results webinar in early February.

Useful Results from KPFA Listener Surveys in 2024

In this section, we will see a few results of questions from the Winter and Summer Listener Surveys, which had over 2000 unique respondents. Links to the survey were provided on kpfa.org, promos were broadcasted on 94.1 FM, and messages were sent to KPFA's mailing list. It is understood that the survey reflects the pool of participants and not the full listenership. The information below is meant to be used as a guide for future surveys.

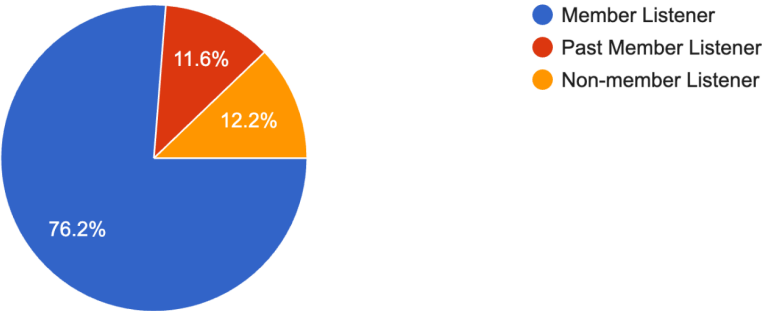
Which social media platform do you use most?

2,008 responses



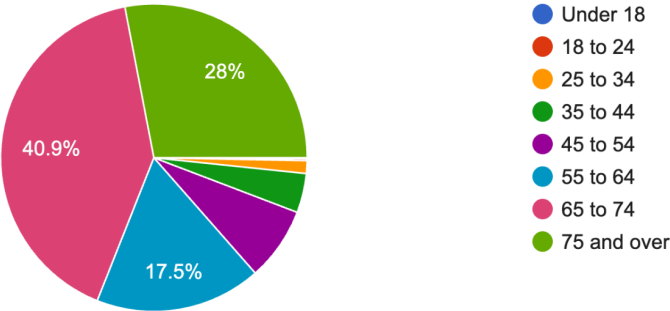
What is your relationship to KPFA? If you are a Local Station Board member, a staff member, or a volunteer programmer who has a show on KPFA, please do not fill out this survey.

2,008 responses



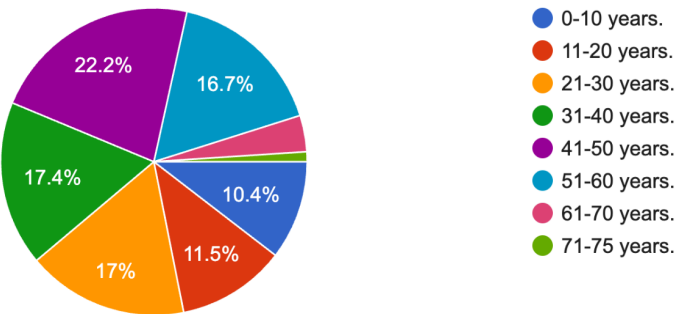
How old are you?

2,008 responses



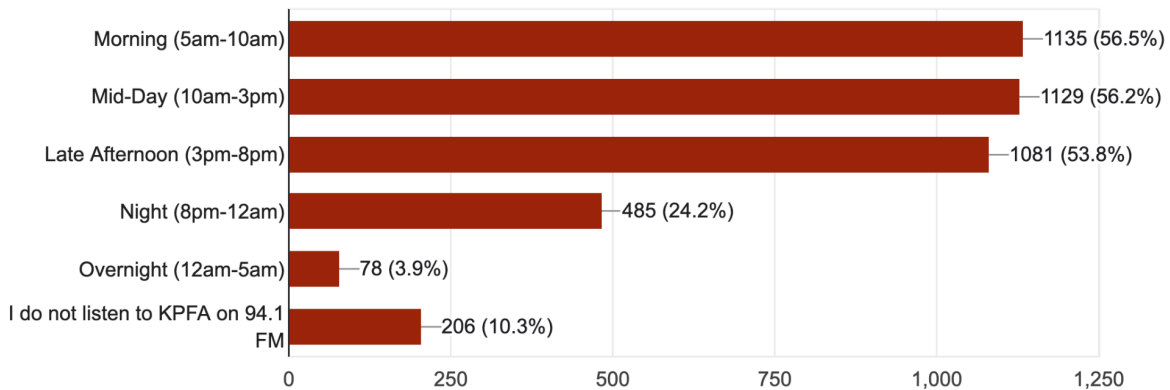
How long have you been listening to KPFA?

288 responses



What time frame do you regularly listen to KPFA programming on the FM dial? (aka Terrestrial Radio, 94.1 FM)

2,008 responses



In one question, 89.9% of respondents say they listen to KPFA from home and 68.1% of respondents listen in their car.

Below is a list of programs where 25% or more of respondents say they listen to on a 'regular' basis.

Public Affairs and Culture Programming:

- The Visionary Activist - 25%
- Bay Native Circle - 25.7%
- Talkies - 29.5%
- Background Briefing - 28.8%
- The Herbal Highway - 30.9%
- Behind the News - 33%
- Sunday Show - 33%
- Counter Spin - 33.7%
- Law & Disorder - 34.4%
- Voices of the Middle East and North Africa - 36.5%
- East Bay Yesterday - 37.5%
- Project Censored - 39.9%
- Economic Update - 41%
- Flashpoints - 44.1%
- UpFront - 45.1%
- Hard Knock Radio - 46.2%
- The Evening News - 47.2%
- The Ralph Nader Radio Hour - 53.1%
- Against the Grain - 56.6%
- Letters & Politics - 64.9%
- Democracy Now! - 79.9%

Music Programming:

- America's Back 40 - 28.1%
- Music of the World - 28.8%
- The Bonnie Simmons Show - 28.8%
- Across the Great Divide - 36.8%
- Blues by the Bay - 37.5%

A few notable responses to the question **"Why do you regularly listen to the above shows?"**

- "Your original and fresh content, your unbiased reporting and commitment to giving voice to the underserved and your legacy of truth-telling and just good old fashioned entertaining content."
 - "To enhance my political knowledge, to gain a deeper astrological understanding, and to improve my health."
 - "The music shows, especially Non Fiction Radio , are what offer me relief from my "real"world experiences. The news and informative shows educate and intrigue me in what I do not know."
 - "The above shows, occasionally, offer an eclectic and progressive mix of music and views unavailable on commercial and public stations."
 - "i find other radio nearly impossible to listen to, so i basically only listen to KPFA"
 - "Some shows happen to air when I am in my car, KPFA is always on the radio. Some shows like Blues by the Bay, I love. I work intermittently, so I sometimes listen to KPFA during down times. Most programs are very informative, most music programs are great, featuring artists and music I do not hear any place else. I can't stand commercial radio in general"
 - "I turn the radio on in the morning and usually have it on all day and into the evening"
 - "KPFA is the default position on my radio dial. I trust the integrity of each show and greatly enjoy the various viewpoints expressed. I find the programming to be stimulating and broadening."
 - "To hear interesting music that doesn't get played on commercial stations. To learn history/context of current issues (such as Mideast conflict, environmental policies/practices, DEI etc.). To learn what's going on in the USA and the world."
 - "I listen to whatever is on at any one time."
 - "To be a well informed citizen and to stay connected to ideas, diverse perspectives, information, and world events."
 - "Best activist news, use the announcements, guide to action, go to advertised events, like the music"
 - "Phone on most of time to KPFA programing"
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