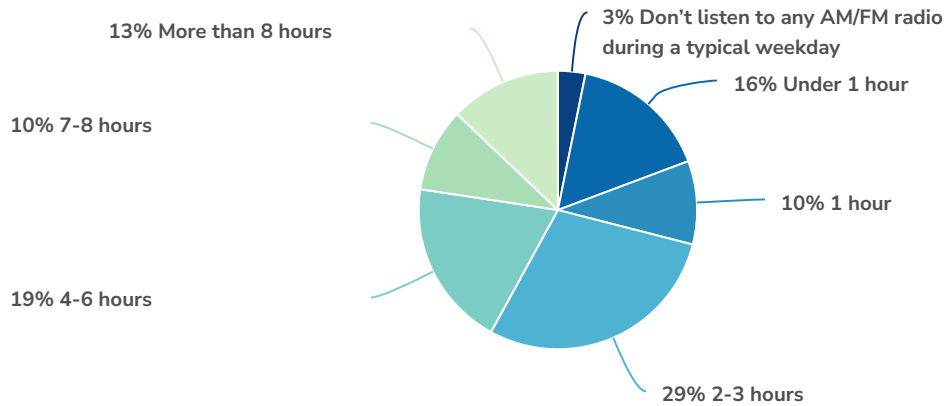


# KFCF Female Totals

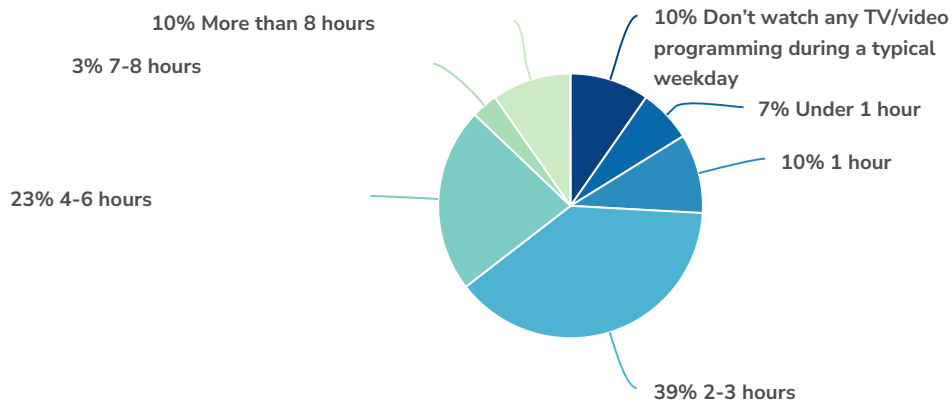
1. How many hours on an average WEEKDAY (Monday-Friday) do you use/listen to any local AM/FM radio stations (using a regular radio OR audio stream on any device)?



Value	Percent	Responses
Don't listen to any AM/FM radio during a typical weekday	3.2%	1
Under 1 hour	16.1%	5
1 hour	9.7%	3
2-3 hours	29.0%	9
4-6 hours	19.4%	6
7-8 hours	9.7%	3
More than 8 hours	12.9%	4

**Totals: 31**

2. How many hours on an average WEEKDAY (Monday-Friday) do you watch any TV or any other type of video programming (broadcast TV, cable TV, on-demand, video stream) on any screen (regular TV, mobile device)?



Value	Percent	Responses
Don't watch any TV/video programming during a typical weekday	9.7%	3
Under 1 hour	6.5%	2
1 hour	9.7%	3
2-3 hours	38.7%	12
4-6 hours	22.6%	7
7-8 hours	3.2%	1
More than 8 hours	9.7%	3

Totals: 31

### 3. How often do you participate in each of these activities?

	Never	Daily	Weekly	Monthly	Less Often Than Monthly	Responses
Listening to online radio or any other type of streaming audio Count Row %	8 25.8%	13 41.9%	8 25.8%	2 6.5%	0 0.0%	31
Watching online video (ex. YouTube, Netflix, etc.) Count Row %	5 16.1%	10 32.3%	13 41.9%	0 0.0%	3 9.7%	31
Reading a daily newspaper (print or online) Count Row %	4 12.9%	17 54.8%	4 12.9%	3 9.7%	3 9.7%	31
Consuming (listening to or watching) podcasts Count Row %	11 35.5%	6 19.4%	9 29.0%	2 6.5%	3 9.7%	31
Playing word games ONLINE (i.e. Wordle, Spelling Bee, online crossword puzzles, etc.) Count Row %	18 58.1%	7 22.6%	2 6.5%	3 9.7%	1 3.2%	31
Reading online newsletters that provide local news coverage on the area/region in which you live Count Row %	5 16.1%	12 38.7%	10 32.3%	2 6.5%	2 6.5%	31
<b>Totals</b> Total Responses						31

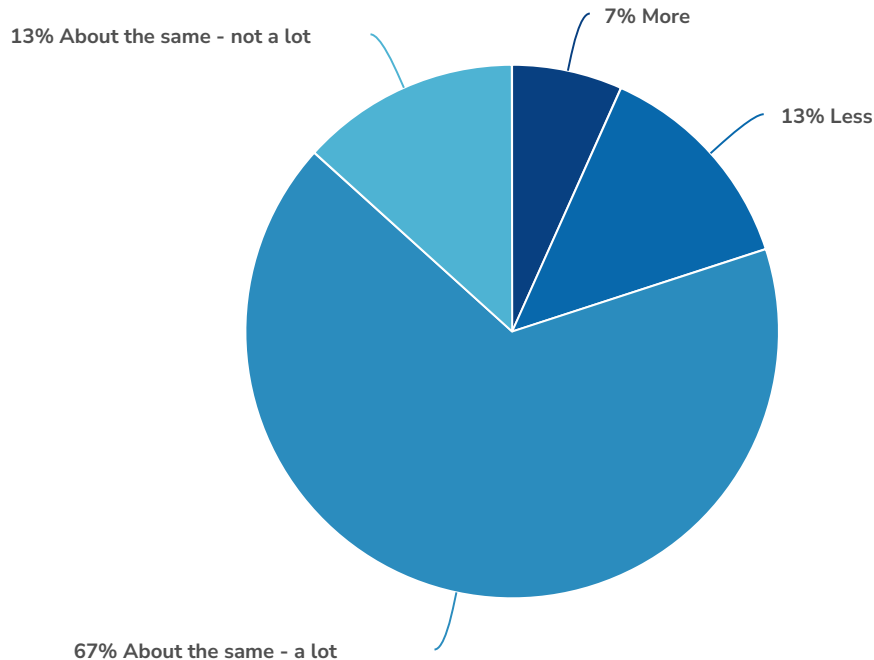
4. Below is a list of statements about PUBLIC RADIO. For each, please tell us if it is a MAIN reason why you listen to public radio, a SECONDARY reason, or NO REASON at all.

	Main Reason	Secondary Reason	No Reason at All	Responses
I want to be informed about what's going on in the news Count Row %	26 86.7%	4 13.3%	0 0.0%	30
I want a deeper perspective into the news Count Row %	28 93.3%	2 6.7%	0 0.0%	30
The presentation is calm Count Row %	11 36.7%	13 43.3%	6 20.0%	30
It has fewer ads compared to commercial radio Count Row %	16 53.3%	14 46.7%	0 0.0%	30
I like particular shows or hosts on public radio Count Row %	25 83.3%	4 13.3%	1 3.3%	30
Public radio makes me smarter Count Row %	13 43.3%	10 33.3%	7 23.3%	30
Public radio needs my support Count Row %	12 40.0%	17 56.7%	1 3.3%	30
I want to discover new music/new artists Count Row %	3 10.0%	17 56.7%	10 33.3%	30
I like being surprised by the music that's coming up next Count Row %	8 26.7%	8 26.7%	14 46.7%	30

	Main Reason	Secondary Reason	No Reason at All	Responses
It keeps me company Count Row %	4 13.3%	14 46.7%	12 40.0%	30
I like to work with the radio on Count Row %	10 33.3%	11 36.7%	9 30.0%	30
I hear music I don't get anywhere else Count Row %	12 40.0%	11 36.7%	7 23.3%	30
I want to be informed if there's an emergency Count Row %	7 23.3%	15 50.0%	8 26.7%	30
I'm in the habit of listening Count Row %	12 40.0%	13 43.3%	5 16.7%	30
I enjoy learning about new things Count Row %	22 73.3%	7 23.3%	1 3.3%	30
The programming is more trustworthy and objective Count Row %	27 90.0%	3 10.0%	0 0.0%	30
I like that it's listener-supported Count Row %	22 73.3%	7 23.3%	1 3.3%	30
Public radio respects my intelligence Count Row %	20 66.7%	8 26.7%	2 6.7%	30
Public radio presents a balance of perspectives Count Row %	19 63.3%	10 33.3%	1 3.3%	30
Breaking news alerts Count Row %	8 26.7%	15 50.0%	7 23.3%	30

	Main Reason	Secondary Reason	No Reason at All	Responses
To listen to music that is curated/chosen by radio programmers/hosts Count Row %	8 26.7%	15 50.0%	7 23.3%	30
I hear different voices and perspectives Count Row %	23 76.7%	7 23.3%	0 0.0%	30
The music provides a break from the news Count Row %	6 20.0%	12 40.0%	12 40.0%	30
To hear my favorite music Count Row %	6 20.0%	14 46.7%	10 33.3%	30
I want to know about events happening in my community Count Row %	9 30.0%	18 60.0%	3 10.0%	30
I want to hear news and information about my local area Count Row %	9 30.0%	18 60.0%	3 10.0%	30
<b>Totals</b> Total Responses				30

5. In the past year, would you say you're listening to PUBLIC RADIO on any device, more, less, or about as much as you did last year at this time?



Value	Percent	Responses
More	6.7%	2
Less	13.3%	4
About the same - a lot	66.7%	20
About the same - not a lot	13.3%	4

Totals: 30

6. You say you're listening LESS to PUBLIC RADIO. For each statement below, please indicate if it is a MAIN reason, a SECONDARY reason, or NO REASON at all as to why you are listening LESS to PUBLIC RADIO:




	Main Reason	Secondary Reason	No Reason at All	Responses
A lifestyle change (less time, job change, working from home, personal reasons) Count Row %	2 50.0%	0 0.0%	2 50.0%	4
Listening more to non-radio sources (Spotify, SiriusXM, podcasts, my own music, smart speakers, etc.) Count Row %	2 50.0%	0 0.0%	2 50.0%	4
The news gets repetitive on public radio Count Row %	0 0.0%	1 25.0%	3 75.0%	4
The news gets depressing Count Row %	1 25.0%	2 50.0%	1 25.0%	4
There's too much bias in public radio programs Count Row %	0 0.0%	0 0.0%	4 100.0%	4
Spending more time consuming podcasts Count Row %	1 25.0%	0 0.0%	3 75.0%	4
Spending less time in a car Count Row %	1 25.0%	0 0.0%	3 75.0%	4
I'm getting more of my news in other ways (ex: web, text, social media, etc.) Count Row %	1 25.0%	1 25.0%	2 50.0%	4
I am burned out on the news and need a break Count Row %	0 0.0%	3 75.0%	1 25.0%	4

	Main Reason	Secondary Reason	No Reason at All	Responses
Fundraising drives Count Row %	0 0.0%	1 25.0%	3 75.0%	4
I have more audio options to listen to in the car Count Row %	1 25.0%	0 0.0%	3 75.0%	4
The current political climate Count Row %	0 0.0%	1 25.0%	3 75.0%	4
The quality of public radio news programming has slipped Count Row %	1 25.0%	0 0.0%	3 75.0%	4
<b>Totals</b> Total Responses				4

7. On a 0-10 scale, where "0" means "NOT AT ALL LIKELY," and "10" means "EXTREMELY LIKELY," how likely is it that you would recommend THE STATION THAT SENT YOU THIS SURVEY to a friend, family member, or someone you work with?

NPS Score: 45.2



Promoters		71%	22
Passives		3.2%	1
Detractors		25.8%	8

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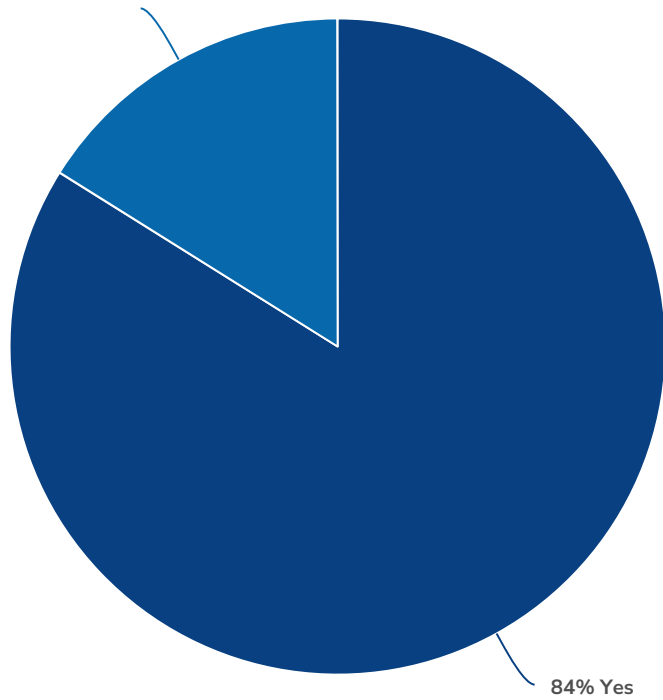
**Totals: 31**

8. Please very briefly explain the score you gave in the previous question -  
- in 50 characters or less:

<b>ResponseID</b>	<b>Response</b>
2405	I don't make recommendations to others.
2428	Many of the people I know listen to podcasts.
2838	They might be too stressed or busy.
5262	It doesn't come up.
5376	I am acquainted with the station and its employees.
5390	They don't listen to public radio
5407	Never came to mind
5502	like the weekend music shows

9. Is there a regular radio in working condition WHERE YOU LIVE that you use?

16% No



84% Yes

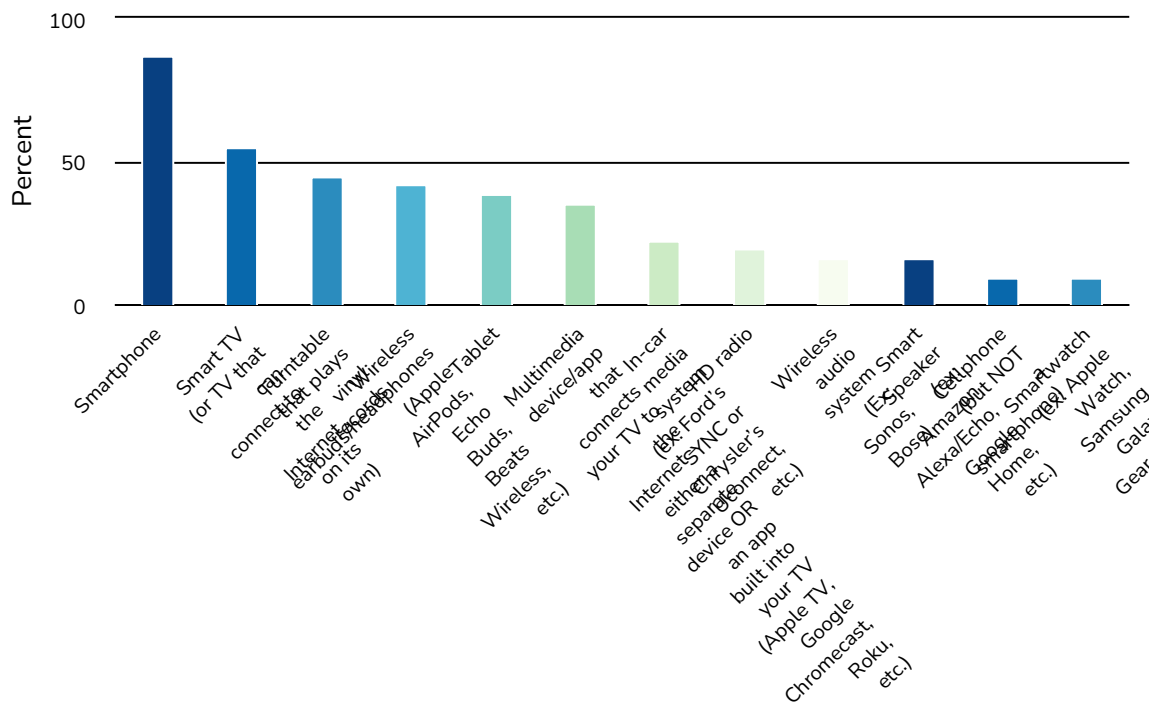
Value	Percent	Responses
Yes	83.9%	26
No	16.1%	5


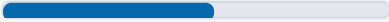
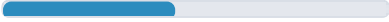
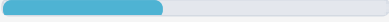

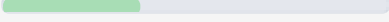
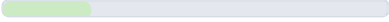
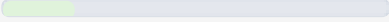
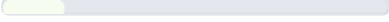
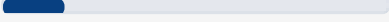
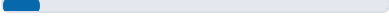
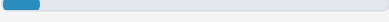
Totals: 31

10. Thinking about the total amount of time you spend listening to THE STATION THAT SENT YOU THIS SURVEY during the course of a typical week, how would you total up your overall listening time using each of the following sources? Remember that your total must add up to 100. (For example, if you listen to the station on an AM/FM car radio about 20% of the time, type in 20 next to that choice.) The total value of your percentages will appear at the bottom of the responses and must equal 100. Please do NOT use a "%" sign when entering your response. WHOLE NUMBERS ONLY PLEASE!

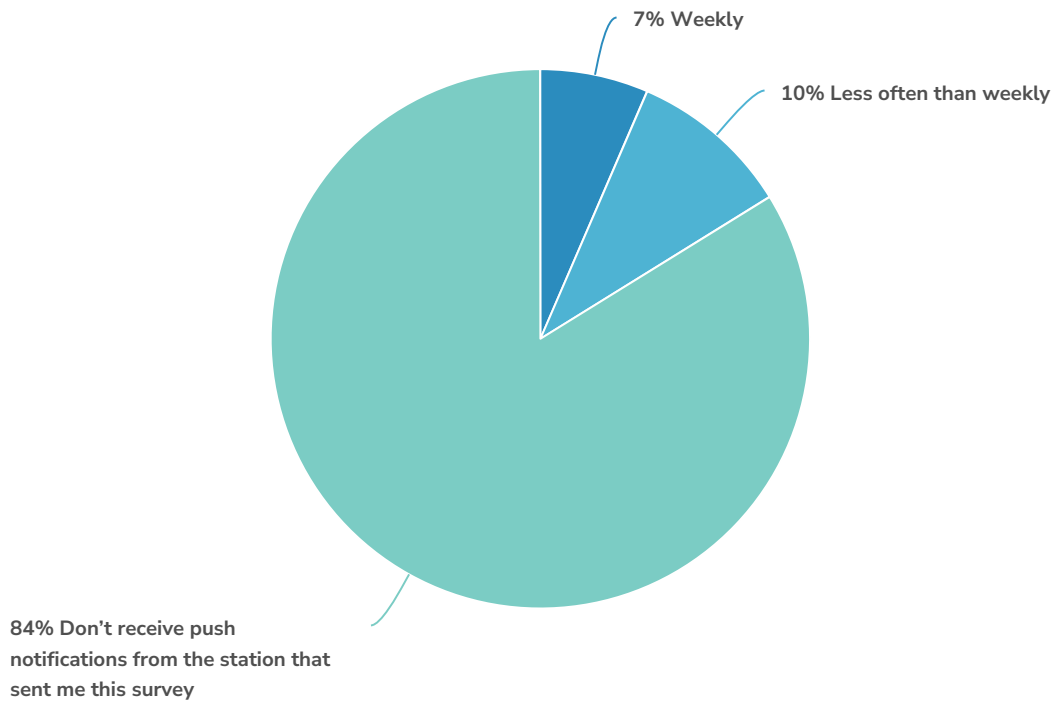
Item	Average	Min	Max	StdDev	Sum	Total Responses
A regular AM/FM radio at home/work/school	49.5	0.0	95.0	33.6	940.0	19
A regular AM/FM radio in a vehicle	44.6	0.0	100.0	32.7	1,250.0	28
This station's stream on a computer	19.5	0.0	90.0	27.1	410.0	21
This station's stream on a mobile phone/tablet/dashboard	11.7	0.0	70.0	17.6	175.0	15
This station's podcasts or on-demand content	5.7	0.0	30.0	8.5	85.0	15
NPR apps	3.3	0.0	25.0	6.9	40.0	12
This station's stream on a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	6.9	0.0	80.0	21.3	90.0	13
This station's stream on a Smart TV	7.1	0.0	65.0	17.8	100.0	14
Other	1.1	0.0	10.0	3.1	10.0	9

11. Which of the following devices and gadgets do you personally own?  
 (MARK ALL THAT APPLY. IF YOU AREN'T SURE, LEAVE THE ITEM UNCHECKED)



Value	Percent	Responses
Smartphone	87.1% 	27
Smart TV (or TV that can connect to the Internet on its own)	54.8% 	17
Turntable that plays vinyl records	45.2% 	14
Wireless earbuds/headphones (Apple AirPods, Echo Buds, Beats Wireless, etc.)	41.9% 	13
Tablet	38.7% 	12
Multimedia device/app that connects your TV to the Internet – either a separate device OR an app built into your TV (Apple TV, Google Chromecast, Roku, etc.)	35.5% 	11
In-car media system (ex: Ford's SYNC or Chrysler's Uconnect, etc.)	22.6% 	7
HD radio	19.4% 	6
Wireless audio system (Ex: Sonos, Bose)	16.1% 	5
Smart Speaker (ex: Amazon Alexa/Echo, Google Home, etc.)	16.1% 	5
Cellphone (but NOT a smartphone)	9.7% 	3
Smartwatch (ex: Apple Watch, Samsung Galaxy Gear, etc.)	9.7% 	3

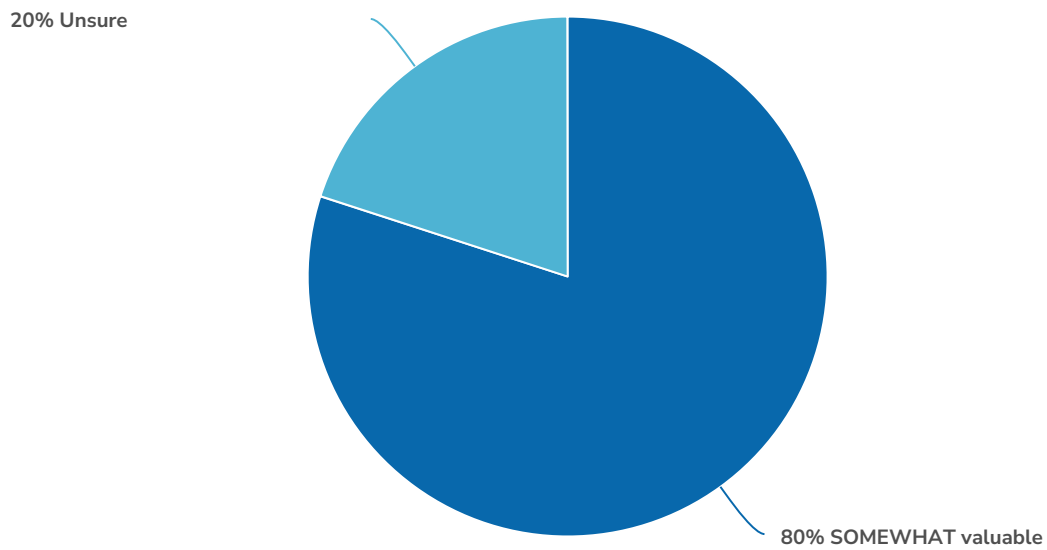
12. How often do you receive/use push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY that connects you to a news story or headline?



Value	Percent	Responses
Weekly	6.5%	2
Less often than weekly	9.7%	3
Don't receive push notifications from the station that sent me this survey	83.9%	26

Totals: 31

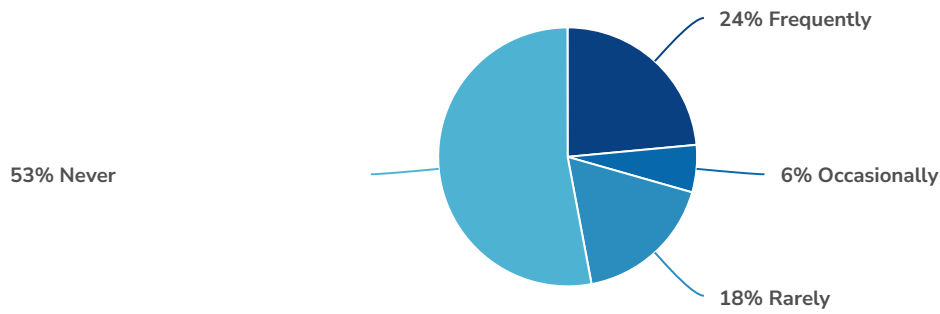
13. How VALUABLE do you find news story/headline push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
SOMETHWAT valuable	80.0%	4
Unsure	20.0%	1

Totals: 5

14. How often do you LISTEN to any type of AUDIO on your Smart TV (ex. radio station streams, streaming audio apps like Spotify, audio podcasts, audio books, etc.)?



Value	Percent	Responses
Frequently	23.5%	4
Occasionally	5.9%	1
Rarely	17.6%	3
Never	52.9%	9

Totals: 17

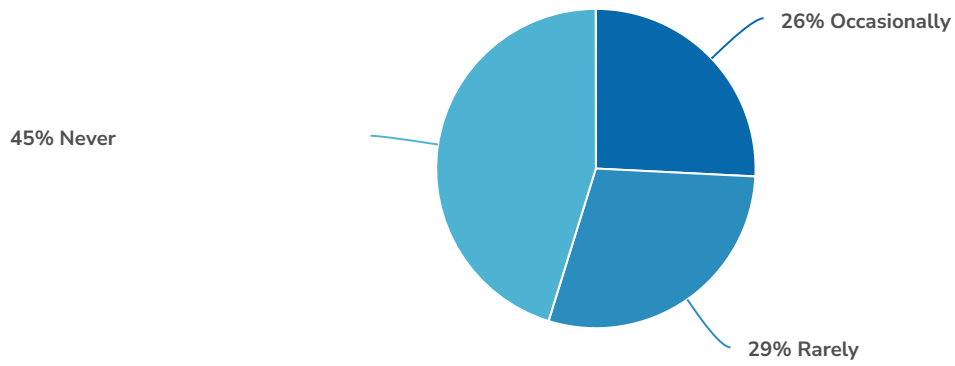
15. How much do you agree or disagree with each of the following statements? If you're not sure or the statement doesn't apply, click "Don't know."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
One of radio's primary advantages is its local feel Count Row %	9 29.0%	15 48.4%	6 19.4%	0 0.0%	0 0.0%	1 3.2%	31
As a result of the current political climate, I'm providing increased support to public radio Count Row %	12 38.7%	13 41.9%	6 19.4%	0 0.0%	0 0.0%	0 0.0%	31
I find myself spending less time with public radio because I increasingly need a break from the news Count Row %	2 6.5%	1 3.2%	8 25.8%	14 45.2%	6 19.4%	0 0.0%	31
THE STATION THAT SENT ME THIS SURVEY is well connected to the local community Count Row %	9 29.0%	14 45.2%	5 16.1%	2 6.5%	0 0.0%	1 3.2%	31
I really feel a sense of connection to THE STATION THAT SENT ME THIS SURVEY Count Row %	15 48.4%	11 35.5%	4 12.9%	0 0.0%	0 0.0%	1 3.2%	31

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
On public radio, I expect to hear diverse stories and diverse voices Count Row %	18 58.1%	12 38.7%	1 3.2%	0 0.0%	0 0.0%	0 0.0%	31
I am tuning into music radio stations more often than in the past to take a break from the news Count Row %	2 6.5%	4 12.9%	9 29.0%	9 29.0%	6 19.4%	1 3.2%	31
I would like to see THE STATION THAT SENT ME THIS SURVEY be more visible in my community Count Row %	11 35.5%	9 29.0%	9 29.0%	0 0.0%	0 0.0%	2 6.5%	31
The same public radio news stories/topics repeat too often on the same day Count Row %	0 0.0%	4 12.9%	10 32.3%	14 45.2%	3 9.7%	0 0.0%	31
I often don't agree with the political viewpoints of THE STATION THAT SENT ME THIS SURVEY Count Row %	0 0.0%	3 9.7%	0 0.0%	13 41.9%	15 48.4%	0 0.0%	31

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Don't know</b>	<b>Responses</b>
More and more, I'm using social media to read/discover news stories	2 6.5%	5 16.1%	8 25.8%	8 25.8%	8 25.8%	0 0.0%	31
Count							
Row %							
<b>Totals</b>							
Total Responses							31

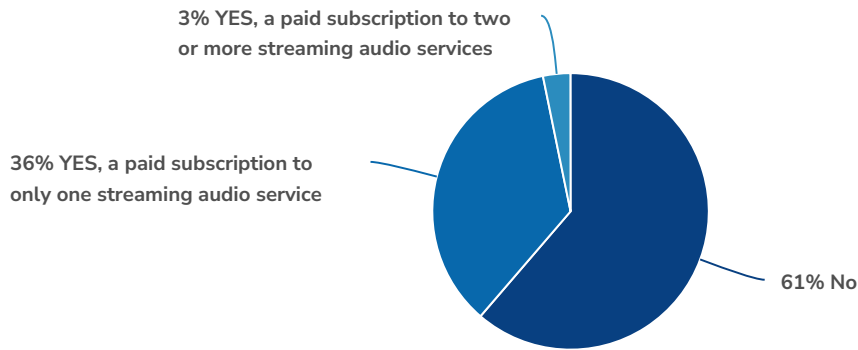
16. How often do you “time-shift” radio programming – that is, listening to program content on-demand so you can listen whenever it’s convenient?



Value	Percent	Responses
Occasionally	25.8%	8
Rarely	29.0%	9
Never	45.2%	14

Totals: 31

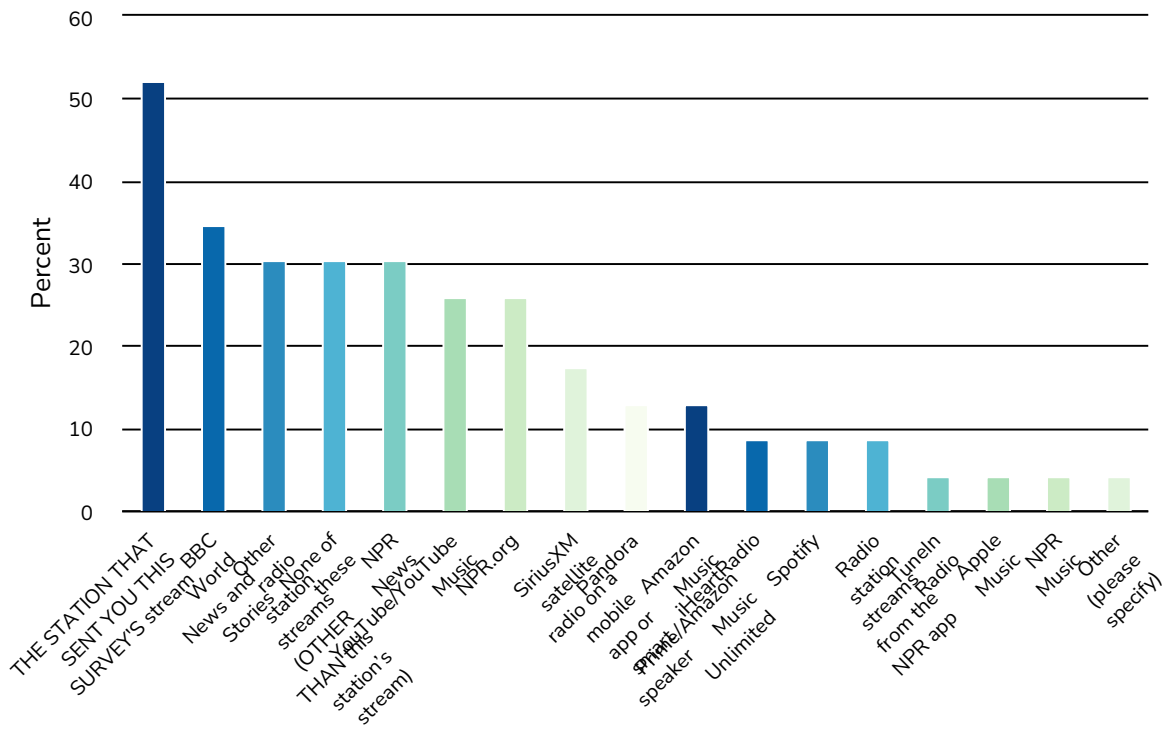
17. Do you personally or does someone else in your household pay to subscribe to any streaming AUDIO services (Spotify Premium, Pandora Plus/Premium, Apple Music paid subscription, Amazon Music Prime, etc.)? (If you or someone else in your household received a promotional subscription, but do NOT currently pay monthly/annually, do NOT include it.)



Value	Percent	Responses
No	61.3%	19
YES, a paid subscription to only one streaming audio service	35.5%	11
YES, a paid subscription to two or more streaming audio services	3.2%	1

Totals: 31

18. Whether you subscribe to them or not, which of the following streaming AUDIO services do you listen to at least weekly? (MARK ALL THAT APPLY)



Value	Percent	Responses
THE STATION THAT SENT YOU THIS SURVEY'S stream	52.2%	12
BBC World News and Stories	34.8%	8
Other radio station streams (OTHER THAN this station's stream)	30.4%	7
None of these	30.4%	7
NPR News	30.4%	7
YouTube/YouTube Music	26.1%	6
NPR.org	26.1%	6
SiriusXM satellite radio on a mobile app or smart speaker	17.4%	4
Pandora	13.0%	3
Amazon Music Prime/Amazon Music Unlimited	13.0%	3
iHeartRadio	8.7%	2
Spotify	8.7%	2
Radio station streams from the NPR app	8.7%	2
TuneIn Radio	4.3%	1
Apple Music	4.3%	1
NPR Music	4.3%	1
Other (please specify)	4.3%	1

**Other (please specify)**

**Count**

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Al Jazera, DW

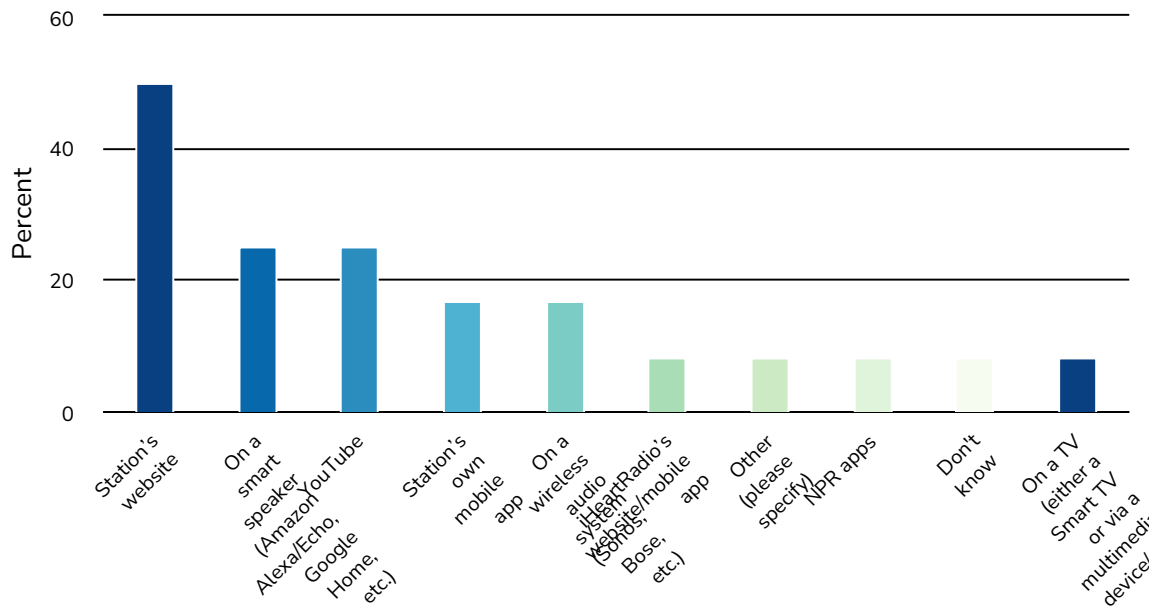
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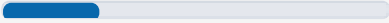
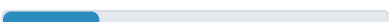
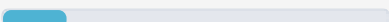
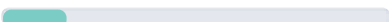
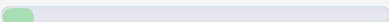
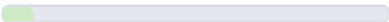
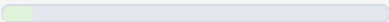
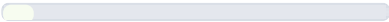
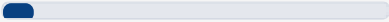
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Totals

1

19. There are many ways to listen to the audio stream of THE STATION THAT SENT YOU THIS SURVEY. Using the list below, please click all the different sources you use to listen to its stream: (MARK ALL THAT APPLY)



Value	Percent	Responses
Station's website	50.0% 	6
On a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	25.0% 	3
YouTube	25.0% 	3
Station's own mobile app	16.7% 	2
On a wireless audio system (Sonos, Bose, etc.)	16.7% 	2
iHeartRadio's website/mobile app	8.3% 	1
Other (please specify)	8.3% 	1
NPR apps	8.3% 	1
Don't know	8.3% 	1
On a TV (either a Smart TV or via a multimedia device/app that connects your TV to the Internet (Roku, etc.)	8.3% 	1

**Other (please specify)**

**Count**

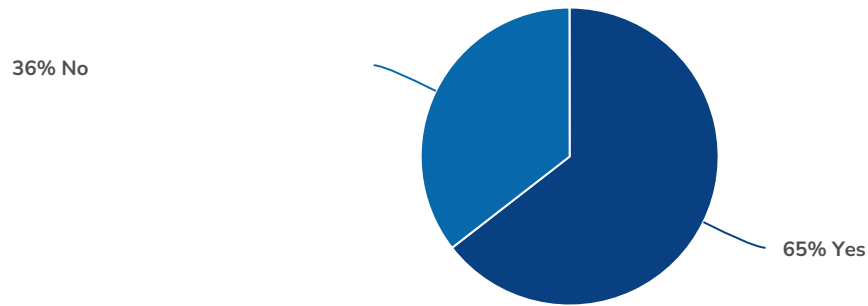
Radio Rethink

1

Totals

1

20. Do you have a profile on any social media site (Facebook, X, LinkedIn, etc.)?



Value	Percent	Responses
Yes	64.5%	20
No	35.5%	11

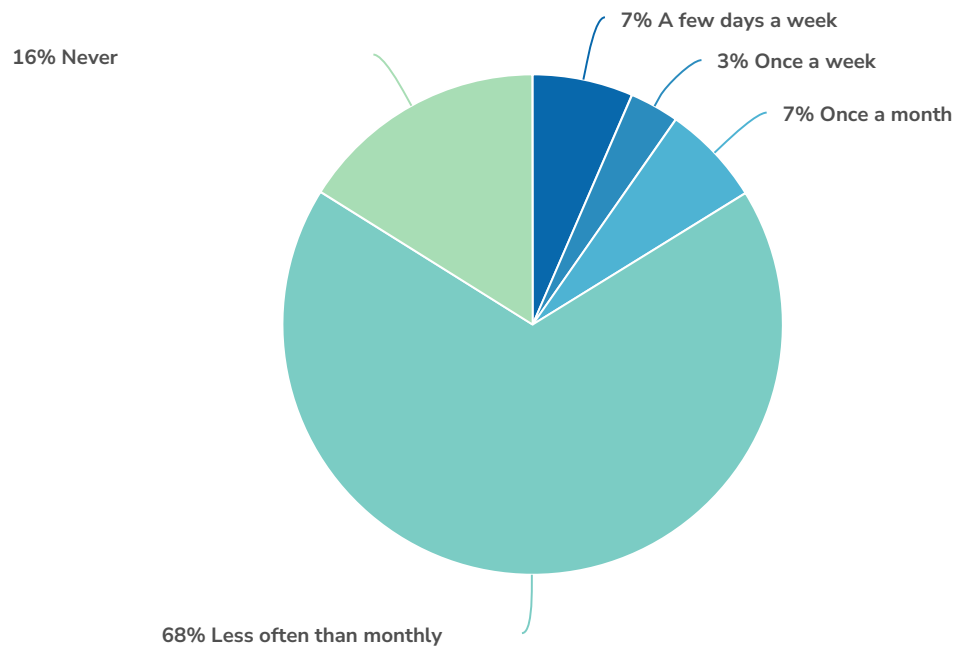
Totals: 31

21. Of the social media sites listed below, on which ones do you have a profile, and if so, how often do you use them?

	Never Had a Profile	Used to Have a Profile But Deleted It	Use at Least Daily	Use Weekly	Use Less Often Than Weekly	Signed Up, But Don't Use	Responses
Facebook Count Row %	1 5.0%	0 0.0%	5 25.0%	5 25.0%	5 25.0%	4 20.0%	20
LinkedIn Count Row %	4 20.0%	4 20.0%	0 0.0%	0 0.0%	1 5.0%	11 55.0%	20
X (formerly known as Twitter) Count Row %	13 65.0%	5 25.0%	0 0.0%	1 5.0%	0 0.0%	1 5.0%	20
Pinterest Count Row %	10 50.0%	0 0.0%	2 10.0%	2 10.0%	1 5.0%	5 25.0%	20
Instagram Count Row %	8 40.0%	0 0.0%	2 10.0%	3 15.0%	1 5.0%	6 30.0%	20
Snapchat Count Row %	17 85.0%	1 5.0%	0 0.0%	0 0.0%	0 0.0%	2 10.0%	20
Reddit Count Row %	16 80.0%	0 0.0%	2 10.0%	0 0.0%	1 5.0%	1 5.0%	20
WhatsApp Count Row %	9 45.0%	1 5.0%	1 5.0%	2 10.0%	4 20.0%	3 15.0%	20
Facebook Messenger Count Row %	2 10.0%	0 0.0%	4 20.0%	3 15.0%	6 30.0%	5 25.0%	20

	Never Had a Profile	Used to Have a Profile But Deleted It	Use at Least Daily	Use Weekly	Use Less Often Than Weekly	Signed Up, But Don't Use	Responses
YouTube Count Row %	10 50.0%	0 0.0%	4 20.0%	1 5.0%	4 20.0%	1 5.0%	20
TikTok Count Row %	17 85.0%	1 5.0%	0 0.0%	1 5.0%	0 0.0%	1 5.0%	20
Nextdoor Count Row %	13 65.0%	3 15.0%	0 0.0%	1 5.0%	2 10.0%	1 5.0%	20
Threads Count Row %	19 95.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 5.0%	20
Bluesky Count Row %	15 75.0%	0 0.0%	1 5.0%	0 0.0%	0 0.0%	4 20.0%	20
Truth Social Count Row %	19 95.0%	1 5.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	20
Totals Total Responses							20

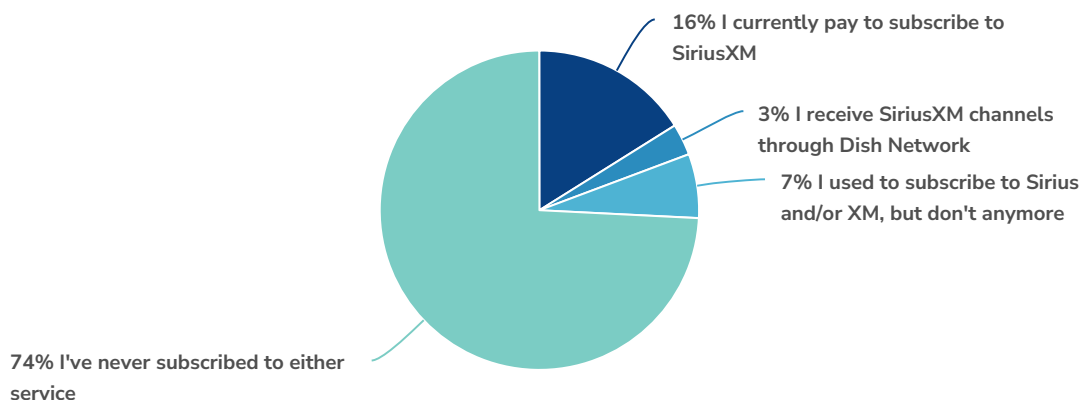
## 22. How often do you visit the website of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
A few days a week	6.5%	2
Once a week	3.2%	1
Once a month	6.5%	2
Less often than monthly	67.7%	21
Never	16.1%	5

Totals: 31

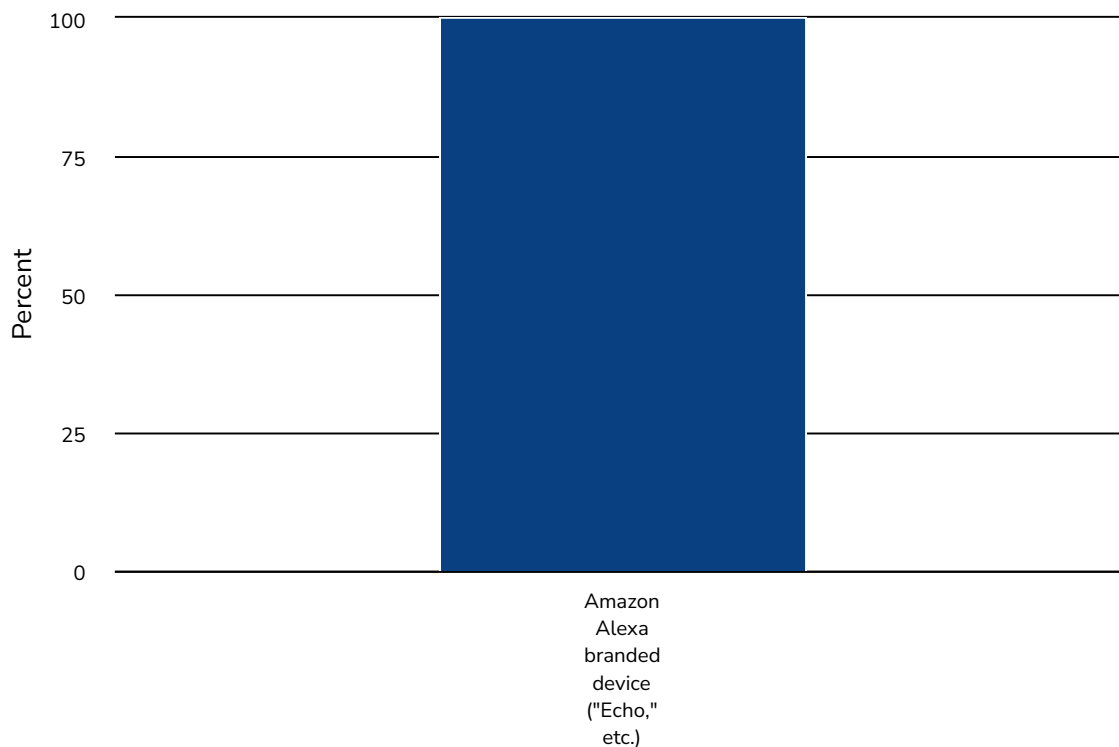
## 23. Which statement best describes your personal situation with satellite radio?



Value	Percent	Responses
I currently pay to subscribe to SiriusXM	16.1%	5
I receive SiriusXM channels through Dish Network	3.2%	1
I used to subscribe to Sirius and/or XM, but don't anymore	6.5%	2
I've never subscribed to either service	74.2%	23

Totals: 31

24. Earlier you mentioned you own a voice-command smart speaker. Which of the following brands of smart speaker devices do you own? (MARK ALL THAT APPLY)



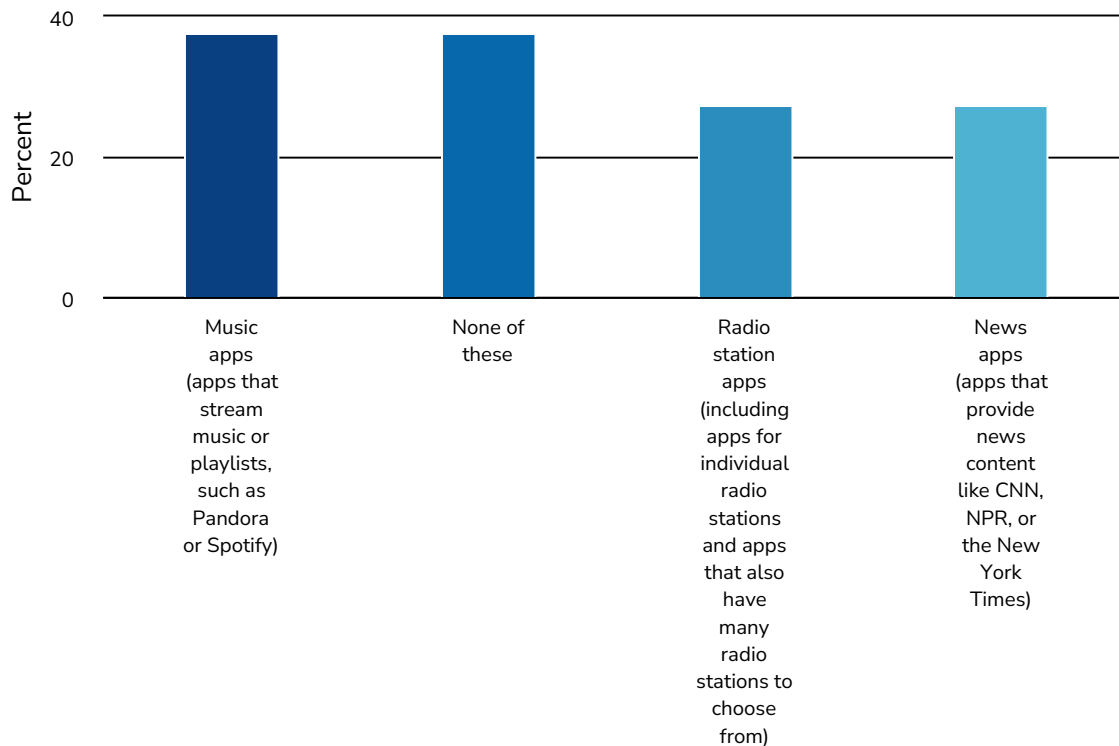
Value	Percent	Responses
Amazon Alexa branded device ("Echo," etc.)	100.0%	5

Other (please specify)	Count
Totals	0

## 25. How often do you use a smart speaker in each of the following ways:

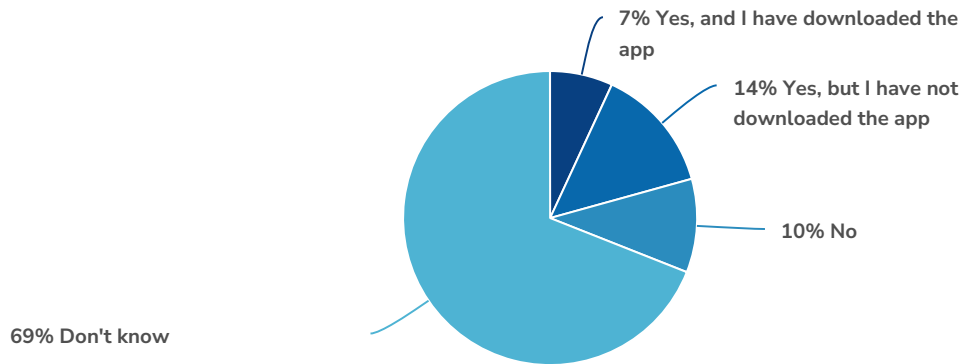
	Frequently	Occasionally	Rarely	Never	Responses
Hear weather updates Count Row %	3 60.0%	1 20.0%	0 0.0%	1 20.0%	5
Listen to an AM/FM radio station Count Row %	5 100.0%	0 0.0%	0 0.0%	0 0.0%	5
Listen to music from a streaming service (Pandora, Amazon Music, Apple Music, etc.) Count Row %	3 60.0%	0 0.0%	0 0.0%	2 40.0%	5
Listen to SiriusXM satellite radio Count Row %	1 20.0%	0 0.0%	0 0.0%	4 80.0%	5
Listen to podcasts Count Row %	1 20.0%	1 20.0%	1 20.0%	2 40.0%	5
Set a timer Count Row %	2 40.0%	1 20.0%	1 20.0%	1 20.0%	5
Use as an alarm Count Row %	1 20.0%	2 40.0%	0 0.0%	2 40.0%	5
Access your calendar Count Row %	0 0.0%	0 0.0%	0 0.0%	5 100.0%	5
Control smart home devices, such as turning on the lights Count Row %	1 20.0%	0 0.0%	0 0.0%	4 80.0%	5
Listen to newscasts Count Row %	3 60.0%	1 20.0%	1 20.0%	0 0.0%	5
<b>Totals</b> Total Responses					5

26. On your smartphone or tablet, which of the following types of mobile apps have you downloaded? (MARK ALL THAT APPLY)



Value	Percent	Responses
Music apps (apps that stream music or playlists, such as Pandora or Spotify)	37.9% 	11
None of these	37.9% 	11
Radio station apps (including apps for individual radio stations and apps that also have many radio stations to choose from)	27.6% 	8
News apps (apps that provide news content like CNN, NPR, or the New York Times)	27.6% 	8

27. Does THE STATION THAT SENT YOU THIS SURVEY have a mobile app of its own?



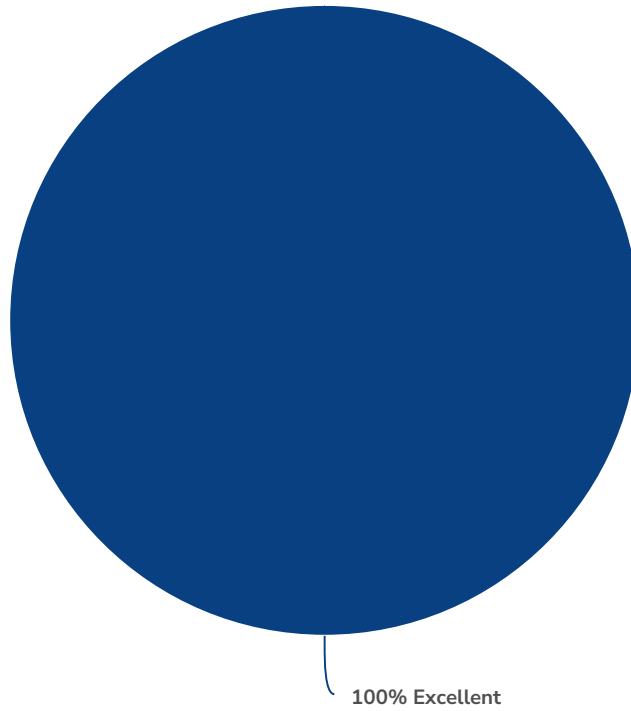
Value	Percent	Responses
Yes, and I have downloaded the app	6.9%	2
Yes, but I have not downloaded the app	13.8%	4
No	10.3%	3
Don't know	69.0%	20

Totals: 29

28. How often do you use the following features on THE STATION THAT SENT YOU THIS SURVEY'S app? If it doesn't provide a feature or you're not sure, click NA.

	Frequently	Occasionally	Rarely	Never	NA	Responses
Listening to the station's audio stream	0	2	0	0	0	2
Count	0.0%	100.0%	0.0%	0.0%	0.0%	
Row %						
Listening to podcasts	0	1	0	1	0	2
Count	0.0%	50.0%	0.0%	50.0%	0.0%	
Row %						
Watching video	0	0	0	2	0	2
Count	0.0%	0.0%	0.0%	100.0%	0.0%	
Row %						
Social media (sharing, etc.)	0	0	0	2	0	2
Count	0.0%	0.0%	0.0%	100.0%	0.0%	
Row %						
News stories, newsfeed	0	1	0	1	0	2
Count	0.0%	50.0%	0.0%	50.0%	0.0%	
Row %						
Make a donation	0	0	0	2	0	2
Count	0.0%	0.0%	0.0%	100.0%	0.0%	
Row %						
<b>Totals</b>						
Total Responses						2

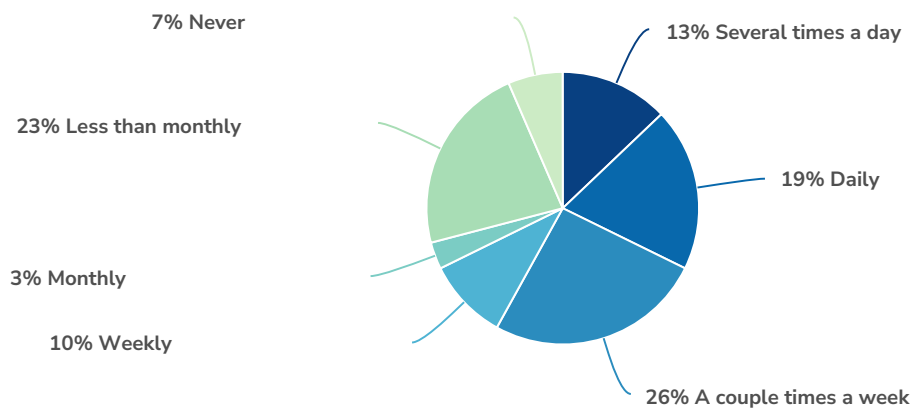
29. Overall, how would you rate THE STATION THAT SENT YOU THIS SURVEY'S app?



Value	Percent	Responses
Excellent	100.0%	2

Totals: 2

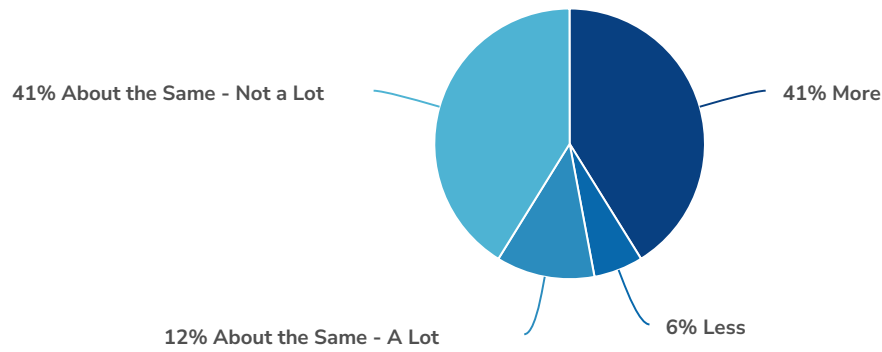
30. Many platforms (including social media) post short videos about all sorts of things (news and events, entertainment, DIY, comedy, pop culture, etc.). How often do you watch short videos when you're online, using a mobile phone, etc.?



Value	Percent	Responses
Several times a day	12.9%	4
Daily	19.4%	6
A couple times a week	25.8%	8
Weekly	9.7%	3
Monthly	3.2%	1
Less than monthly	22.6%	7
Never	6.5%	2

Totals: 31

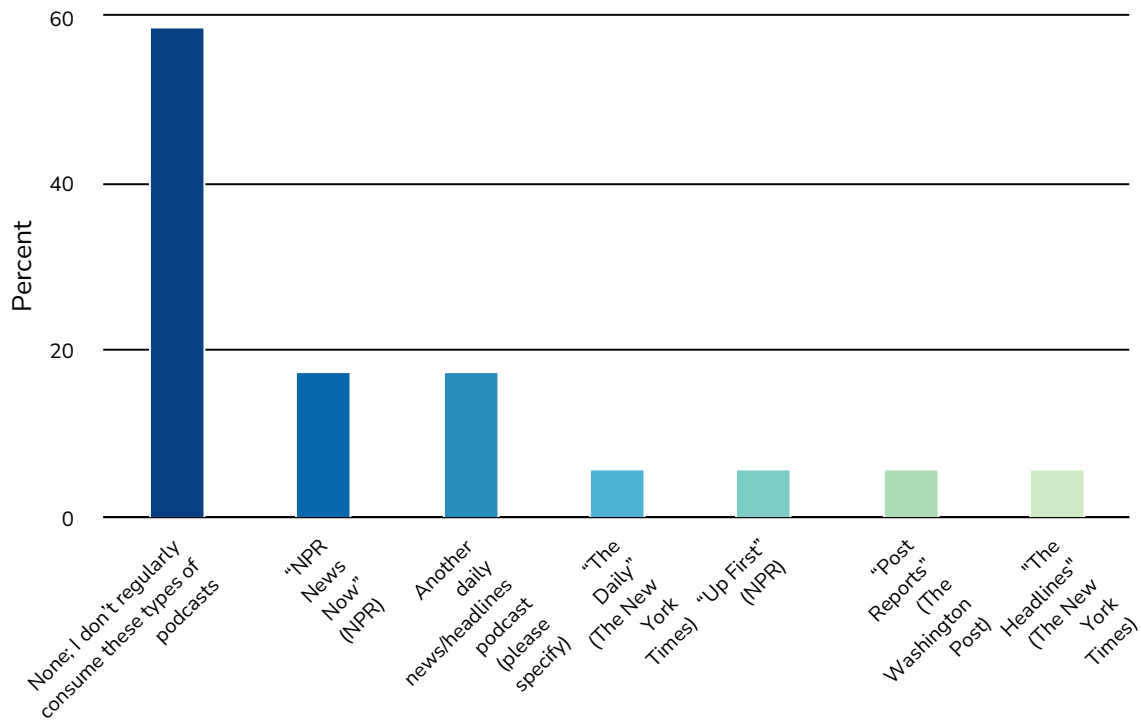
31. Earlier you mentioned you consume podcasts. In the past year, would you say you're consuming podcasts, more, less, or about the same?



Value	Percent	Responses
More	41.2%	7
Less	5.9%	1
About the Same - A Lot	11.8%	2
About the Same - Not a Lot	41.2%	7

Totals: 17

32. Which of the following daily news podcasts -- featuring news and headlines each morning/afternoon -- do you consume at least once per week or more often? (MARK ALL THAT APPLY)



Value	Percent	Responses
None; I don't regularly consume these types of podcasts	58.8%	10
"NPR News Now" (NPR)	17.6%	3
Another daily news/headlines podcast (please specify)	17.6%	3
"The Daily" (The New York Times)	5.9%	1
"Up First" (NPR)	5.9%	1
"Post Reports" (The Washington Post)	5.9%	1
"The Headlines" (The New York Times)	5.9%	1

**Another daily news/headlines podcast (please specify)****Count**

Heather Cox Richardson

1

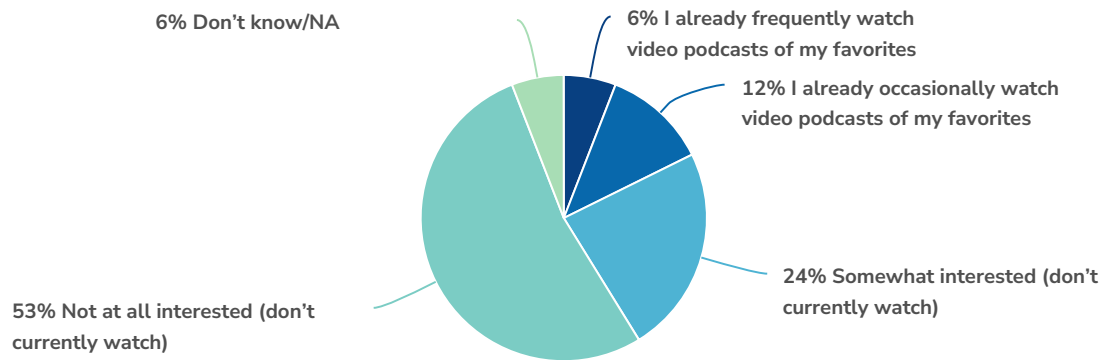
Newscast (BBC)

1

Totals

2

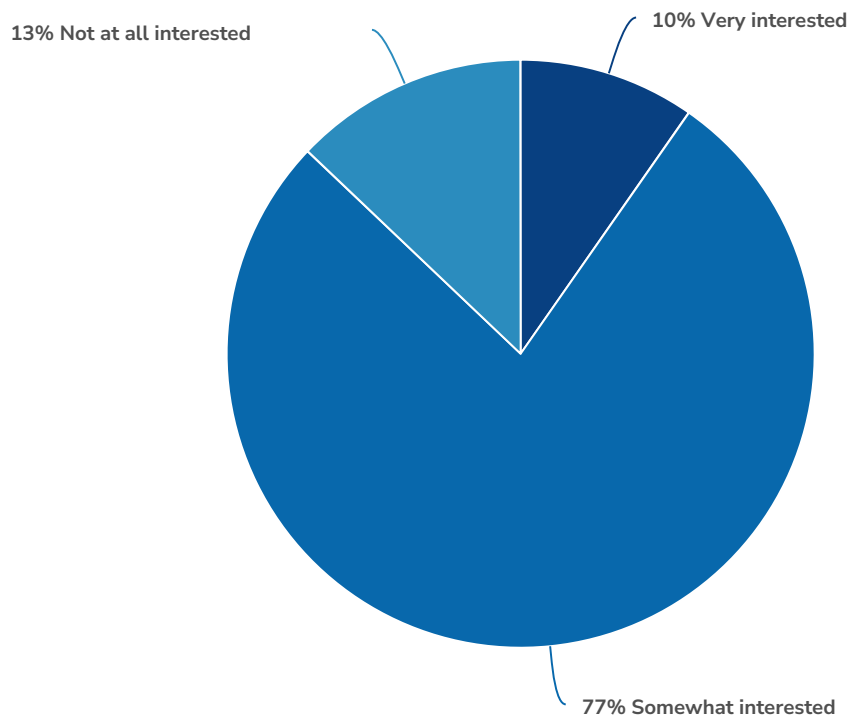
### 33. How interested are you in watching a video version on YouTube of your favorite podcasts you listen to now?



Value	Percent	Responses
I already frequently watch video podcasts of my favorites	5.9%	1
I already occasionally watch video podcasts of my favorites	11.8%	2
Somewhat interested (don't currently watch)	23.5%	4
Not at all interested (don't currently watch)	52.9%	9
Don't know/NA	5.9%	1

Totals: 17

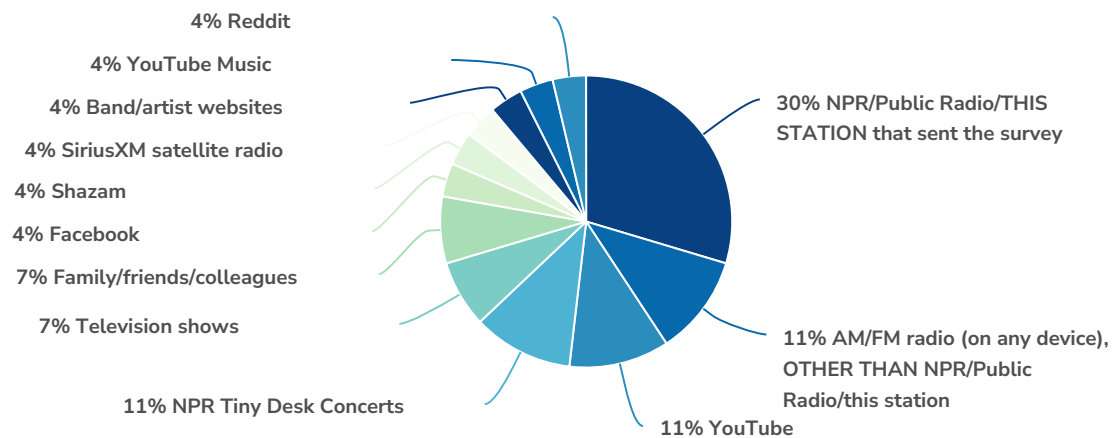
### 34. How interested are you in finding out about new music and new artists?

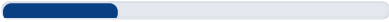
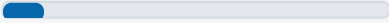
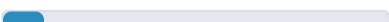
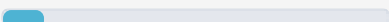
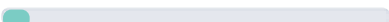
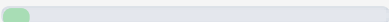
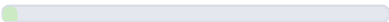
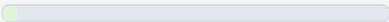
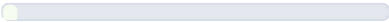
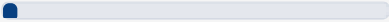
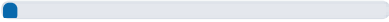
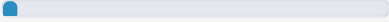


Value	Percent	Responses
Very interested	9.7%	3
Somewhat interested	77.4%	24
Not at all interested	12.9%	4

Totals: 31

35. What is your one PRIMARY source for finding out about new music & new artists?



Value	Percent	Responses
NPR/Public Radio/THIS STATION that sent the survey	29.6% 	8
AM/FM radio (on any device), OTHER THAN NPR/Public Radio/this station	11.1% 	3
YouTube	11.1% 	3
NPR Tiny Desk Concerts	11.1% 	3
Television shows	7.4% 	2
Family/friends/colleagues	7.4% 	2
Facebook	3.7% 	1
Shazam	3.7% 	1
SiriusXM satellite radio	3.7% 	1
Band/artist websites	3.7% 	1
YouTube Music	3.7% 	1
Reddit	3.7% 	1

Totals: 27

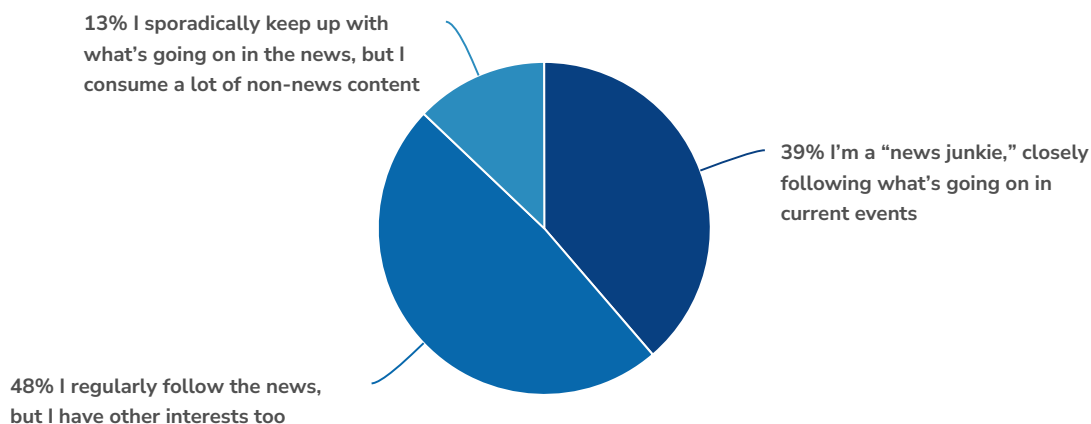
**Other (please specify)**

**Count**

Totals

0

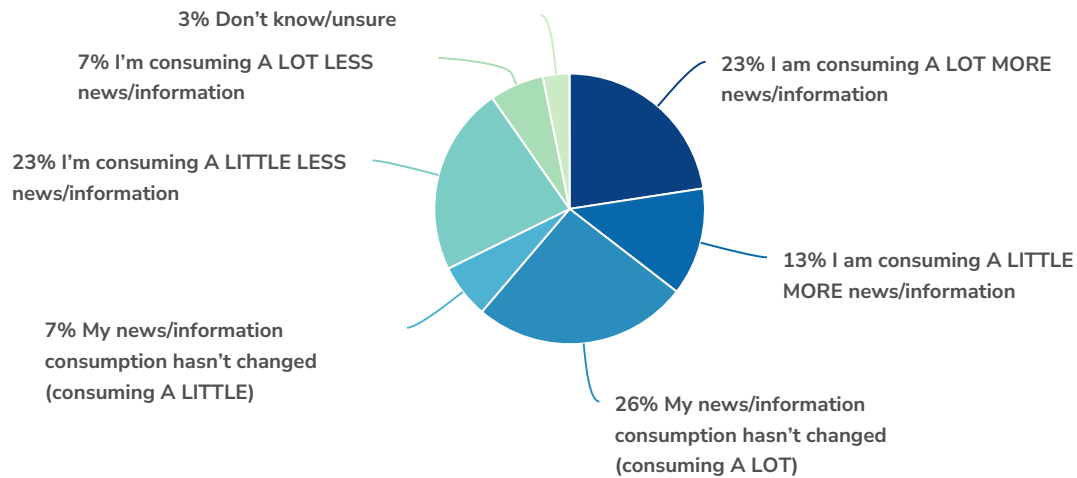
36. Which of the following statements best describes how much you are “into” news/information (including politics, national news, international news, local news, information about the arts and culture, or information about what’s happening in your city/town, etc.)?



Value	Percent	Responses
I'm a “news junkie,” closely following what’s going on in current events	38.7% 	12
I regularly follow the news, but I have other interests too	48.4% 	15
I sporadically keep up with what’s going on in the news, but I consume a lot of non-news content	12.9% 	4

Totals: 31

37. Since the 2024 Presidential election, which of the following best describes how you have been consuming news/information since then?



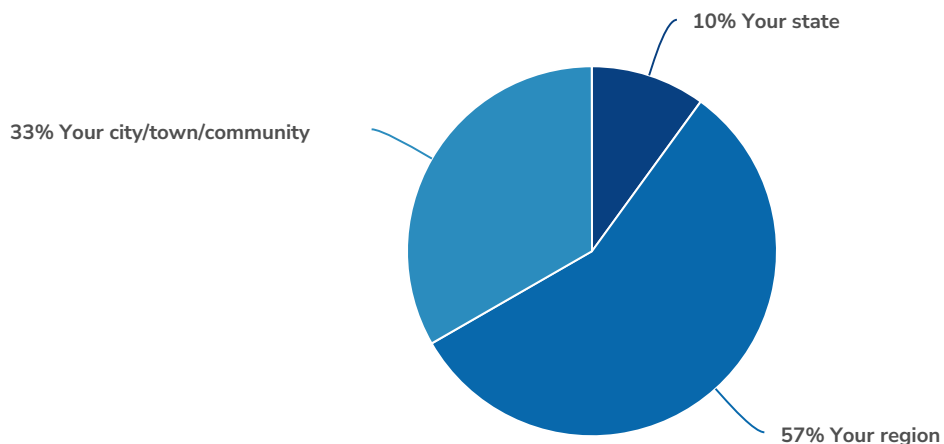
Value	Percent	Responses
I am consuming A LOT MORE news/information	22.6%	7
I am consuming A LITTLE MORE news/information	12.9%	4
My news/information consumption hasn't changed (consuming A LOT)	25.8%	8
My news/information consumption hasn't changed (consuming A LITTLE)	6.5%	2
I'm consuming A LITTLE LESS news/information	22.6%	7
I'm consuming A LOT LESS news/information	6.5%	2
Don't know/unsure	3.2%	1

Totals: 31

38. Please rate your interest in hearing each of the following types of news presented by THE STATION THAT SENT YOU THIS SURVEY. If you're not sure, or it doesn't apply to this station, please indicate so.

	Very Interested	Somewhat Interested	Little to No Interest	Unsure	Doesn't apply to This Station	Responses
International news						
Count	21	10	0	0	0	31
Row %	67.7%	32.3%	0.0%	0.0%	0.0%	
National news						
Count	23	6	2	0	0	31
Row %	74.2%	19.4%	6.5%	0.0%	0.0%	
Statewide news						
Count	19	12	0	0	0	31
Row %	61.3%	38.7%	0.0%	0.0%	0.0%	
Coverage of local news/events/happenings from where you live						
Count	19	11	0	1	0	31
Row %	61.3%	35.5%	0.0%	3.2%	0.0%	
Totals						
Total Responses						31

39. When you think of what it means to be “local,” which of the following best defines “local” to you?



Value	Percent	Responses
Your state	10.0%	3
Your region	56.7%	17
Your city/town/community	33.3%	10

Totals: 30

Other (please specify)	Count
Totals	0

40. Please rate your interest in hearing each of the following types of local news/events/happenings coverage presented by THE STATION THAT SENT YOU THIS SURVEY. If you're not sure, or it doesn't apply, please indicate so.

	Very Interested	Somewhat Interested	Little to No Interest	Unsure/Doesn't apply	Responses
Family-friendly events (town fairs, farmers markets, etc.) Count Row %	8 26.7%	19 63.3%	3 10.0%	0 0.0%	30
Cultural events coverage (ex. museums, arts, etc.) Count Row %	18 60.0%	11 36.7%	1 3.3%	0 0.0%	30
Features on local community leaders Count Row %	10 33.3%	18 60.0%	2 6.7%	0 0.0%	30
School board coverage/related school issues Count Row %	6 20.0%	12 40.0%	12 40.0%	0 0.0%	30
Concerts/festivals coverage Count Row %	6 20.0%	18 60.0%	6 20.0%	0 0.0%	30
Local government coverage Count Row %	17 56.7%	10 33.3%	2 6.7%	1 3.3%	30
Feel-good news stories Count Row %	8 26.7%	16 53.3%	6 20.0%	0 0.0%	30

	Very Interested	Somewhat Interested	Little to No Interest	Unsure/Doesn't apply	Responses
Investigative reporting on important local issues Count Row %	23 76.7%	7 23.3%	0 0.0%	0 0.0%	30
Local environmental issues Count Row %	24 80.0%	6 20.0%	0 0.0%	0 0.0%	30
Local elections coverage (candidates, issues, etc.) Count Row %	20 66.7%	10 33.3%	0 0.0%	0 0.0%	30
Story-telling features about the local community and local newsmakers Count Row %	12 40.0%	15 50.0%	3 10.0%	0 0.0%	30
Local health and wellness coverage Count Row %	15 50.0%	12 40.0%	3 10.0%	0 0.0%	30
Crime and public safety issues Count Row %	3 10.0%	20 66.7%	7 23.3%	0 0.0%	30
Totals Total Responses					30

41. Of the following events, please indicate how often you attend each in a TYPICAL YEAR:

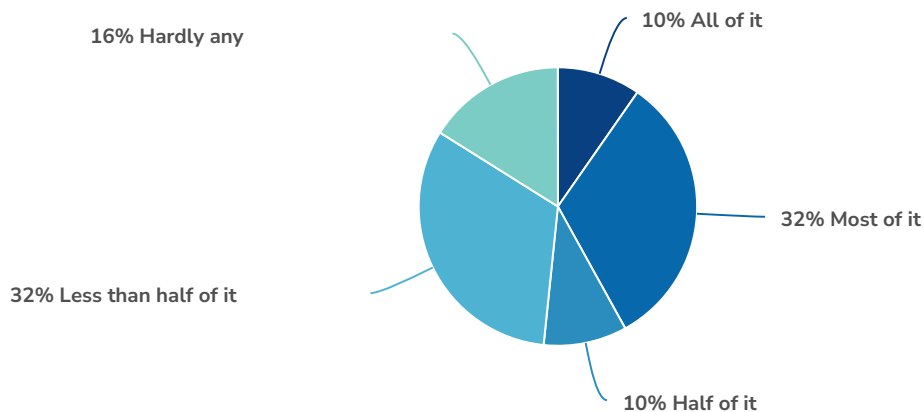
	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Museums						
Count	0	15	10	6	0	31
Row %	0.0%	48.4%	32.3%	19.4%	0.0%	
Art fairs						
Count	0	7	12	12	0	31
Row %	0.0%	22.6%	38.7%	38.7%	0.0%	
Opera						
Count	0	0	4	27	0	31
Row %	0.0%	0.0%	12.9%	87.1%	0.0%	
Symphony						
Count	1	6	7	17	0	31
Row %	3.2%	19.4%	22.6%	54.8%	0.0%	
Music festivals						
Count	1	1	10	19	0	31
Row %	3.2%	3.2%	32.3%	61.3%	0.0%	
Popular concerts						
Count	1	2	9	18	1	31
Row %	3.2%	6.5%	29.0%	58.1%	3.2%	
Broadway plays/theater						
Count	1	7	8	15	0	31
Row %	3.2%	22.6%	25.8%	48.4%	0.0%	
Live music in bars/clubs						
Count	3	4	8	16	0	31
Row %	9.7%	12.9%	25.8%	51.6%	0.0%	
Community theater						
Count	2	9	12	8	0	31
Row %	6.5%	29.0%	38.7%	25.8%	0.0%	

	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Jazz concerts Count Row %	0 0.0%	2 6.5%	7 22.6%	22 71.0%	0 0.0%	31
Ballet / Dance shows Count Row %	0 0.0%	4 12.9%	4 12.9%	23 74.2%	0 0.0%	31
Classical music performances Count Row %	1 3.2%	7 22.6%	5 16.1%	18 58.1%	0 0.0%	31
Film festivals Count Row %	0 0.0%	0 0.0%	7 22.6%	24 77.4%	0 0.0%	31
Farmers markets Count Row %	9 29.0%	10 32.3%	7 22.6%	5 16.1%	0 0.0%	31
Book festivals Count Row %	0 0.0%	0 0.0%	6 19.4%	24 77.4%	1 3.2%	31
Sporting events Count Row %	0 0.0%	1 3.2%	3 9.7%	27 87.1%	0 0.0%	31
Totals Total Responses						31

42. Please rate your interest in attending each of the following types of local news/events/happenings events sponsored by THE STATION THAT SENT YOU THIS SURVEY. If you're not sure, or it doesn't apply, please indicate so.

	Very Interested	Somewhat Interested	Little to No Interest	Unsure/Doesn't Apply	Responses
Casual social gatherings in your local area with other public radio listeners like yourself Count Row %	2 6.5%	17 54.8%	11 35.5%	1 3.2%	31
Town meetings discussing local issues of interest hosted by THE STATION THAT SENT YOU THIS SURVEY'S host/reporters Count Row %	10 32.3%	15 48.4%	6 19.4%	0 0.0%	31
Trivia nights at local area bars/restaurants hosted by a personality/host from THE STATION THAT SENT YOU THIS SURVEY Count Row %	4 12.9%	0 0.0%	23 74.2%	4 12.9%	31
Host an open house over a weekend where listeners can tour the station and meet the hosts/reporters Count Row %	2 6.5%	13 41.9%	12 38.7%	4 12.9%	31
Live broadcast of a show from THE STATION THAT SENT YOU THIS SURVEY from a location in the community Count Row %	6 19.4%	15 48.4%	6 19.4%	4 12.9%	31
<b>Totals</b> Total Responses					31

43. During an AVERAGE WEEKDAY, about how much of your total AM/FM RADIO LISTENING time takes place in a car?



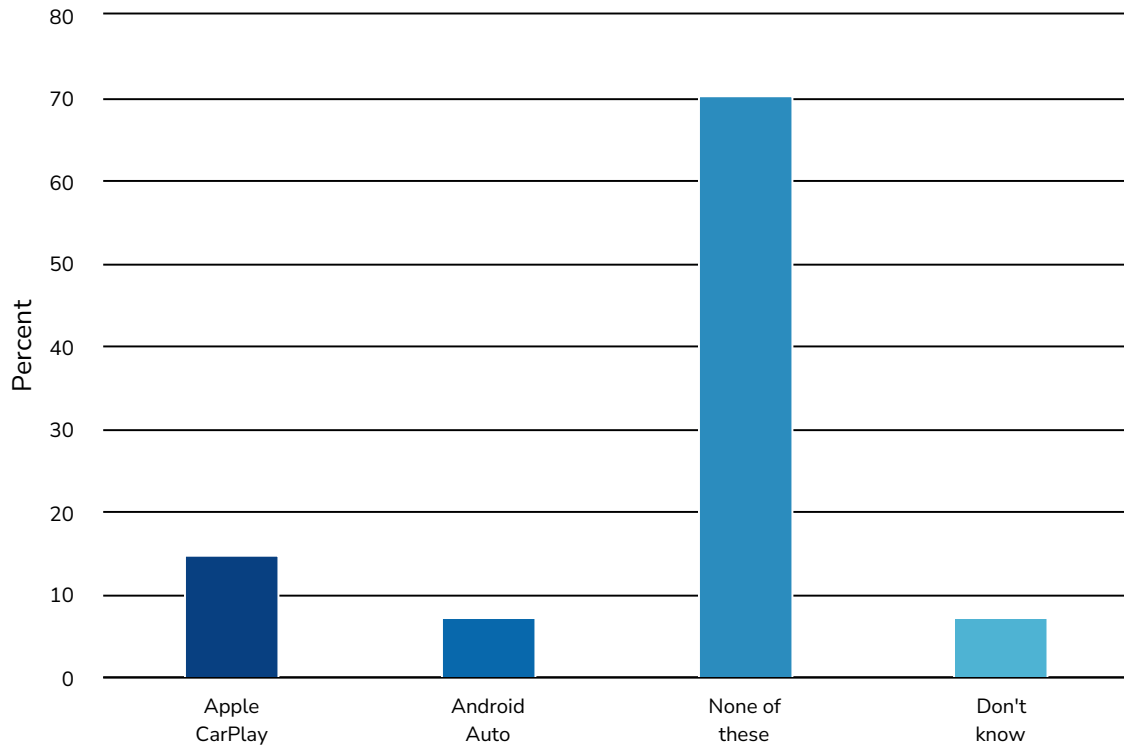
Value	Percent	Responses
All of it	9.7%	3
Most of it	32.3%	10
Half of it	9.7%	3
Less than half of it	32.3%	10
Hardly any	16.1%	5

Totals: 31

44. During an AVERAGE WEEKDAY, please indicate the percentage of time you spend in a car with each of the sources listed below. Your percentage must add up to 100%. The total value of your percentages will appear at the bottom of the responses and must equal 100. Please do NOT use a "%" sign when entering your response. WHOLE NUMBERS ONLY PLEASE!

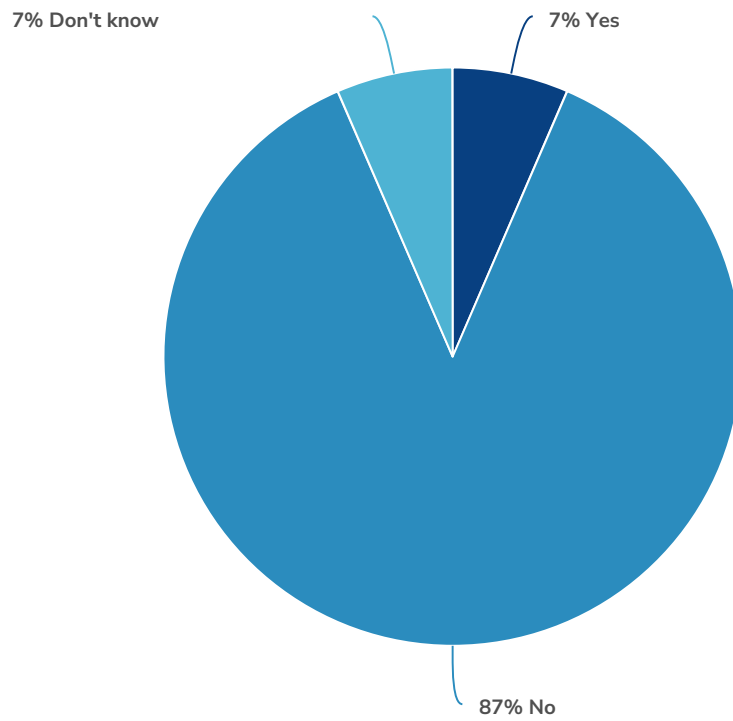
Item	Average	Min	Max	StdDev	Sum	Total Responses
AM/FM car radio	62.2	5.0	100.0	33.0	1,555.0	25
SiriusXM (satellite radio)	38.5	0.0	100.0	40.5	577.0	15
Music you own (CDs, hard drive, music on a mobile device, iPod, etc.)	20.0	0.0	70.0	20.6	300.0	15
Podcasts	5.8	0.0	25.0	8.9	58.0	10
Streaming audio (Spotify, this station's app, etc.)	12.5	0.0	30.0	12.7	125.0	10
Audio books	22.0	0.0	95.0	29.3	330.0	15
Other	25.8	0.0	95.0	37.9	155.0	6

45. Do you currently have any of the following in the vehicle you drive or ride in most often? (MARK ALL THAT APPLY)



Value	Percent	Responses
Apple CarPlay	14.8% 	4
Android Auto	7.4% 	2
None of these	70.4% 	19
Don't know	7.4% 	2

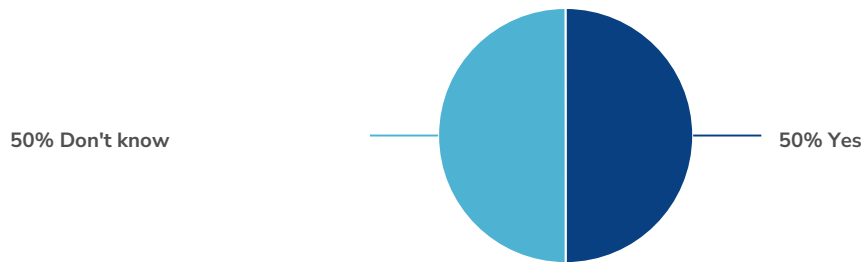
46. Are you personally planning on buying or leasing a new vehicle in the next 12 months?



Value	Percent	Responses
Yes	6.5%	2
No	87.1%	27
Don't know	6.5%	2

Totals: 31

47. Are you personally planning on buying or leasing a new ELECTRIC vehicle in the next 12 months?



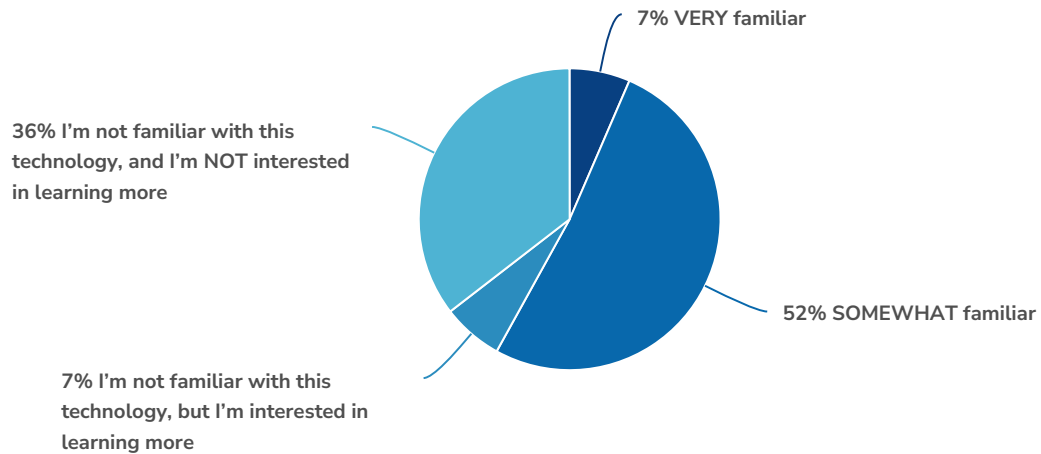
Value	Percent	Responses
Yes	50.0%	1
Don't know	50.0%	1

Totals: 2

48. There are many factors that go into what type of vehicle consumers decide to purchase/lease (price, gas mileage, features, etc.). For the next vehicle you purchase/lease (or the one you just purchased/leased), how important are the following in-car media options in your decision-making process? (If you've already purchased/leased a vehicle within the past 90 days, please rate these features on how important each was in your buying/leasing decision.)

	Very Important	Somewhat Important	Not at all Important	Don't know	Responses
AM radio Count Row %	0 0.0%	1 50.0%	1 50.0%	0 0.0%	2
FM radio Count Row %	2 100.0%	0 0.0%	0 0.0%	0 0.0%	2
HD Radio Count Row %	0 0.0%	0 0.0%	2 100.0%	0 0.0%	2
SiriusXM (satellite radio) Count Row %	1 50.0%	0 0.0%	1 50.0%	0 0.0%	2
Smartphone connector (AUX IN) Count Row %	0 0.0%	0 0.0%	2 100.0%	0 0.0%	2
Bluetooth Count Row %	0 0.0%	2 100.0%	0 0.0%	0 0.0%	2
Apple CarPlay Count Row %	0 0.0%	0 0.0%	2 100.0%	0 0.0%	2
Android Auto Count Row %	0 0.0%	0 0.0%	1 50.0%	1 50.0%	2
In-dash navigation system Count Row %	1 50.0%	1 50.0%	0 0.0%	0 0.0%	2
Ability to use voice commands Count Row %	0 0.0%	1 50.0%	1 50.0%	0 0.0%	2
Totals Total Responses					2

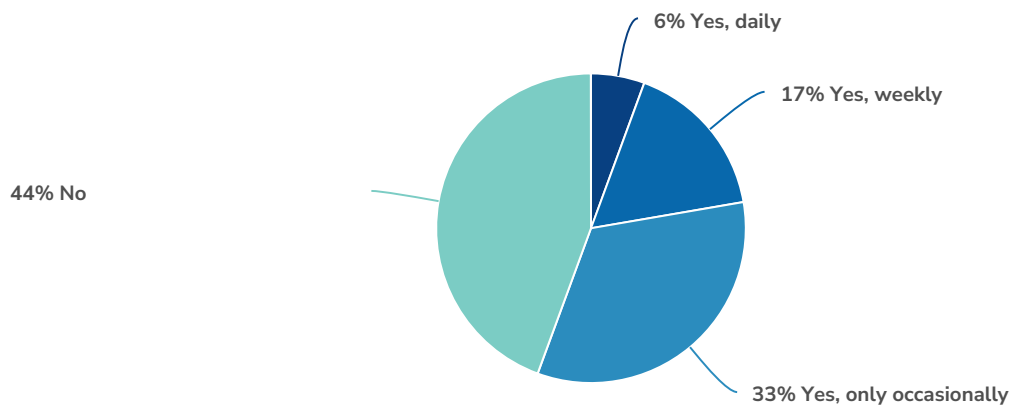
49. In general, how familiar are you with AI applications like “ChatGPT” and/or other forms of Artificial Intelligence?



Value	Percent	Responses
VERY familiar	6.5%	2
SOMEWHAT familiar	51.6%	16
I'm not familiar with this technology, but I'm interested in learning more	6.5%	2
I'm not familiar with this technology, and I'm NOT interested in learning more	35.5%	11

Totals: 31

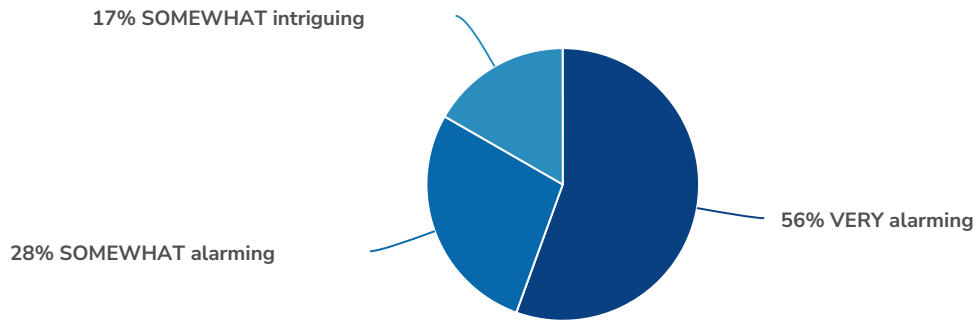
50. Do you use any AI platforms or applications for work/school/personal use?



Value	Percent	Responses
Yes, daily	5.6%	1
Yes, weekly	16.7%	3
Yes, only occasionally	33.3%	6
No	44.4%	8

Totals: 18

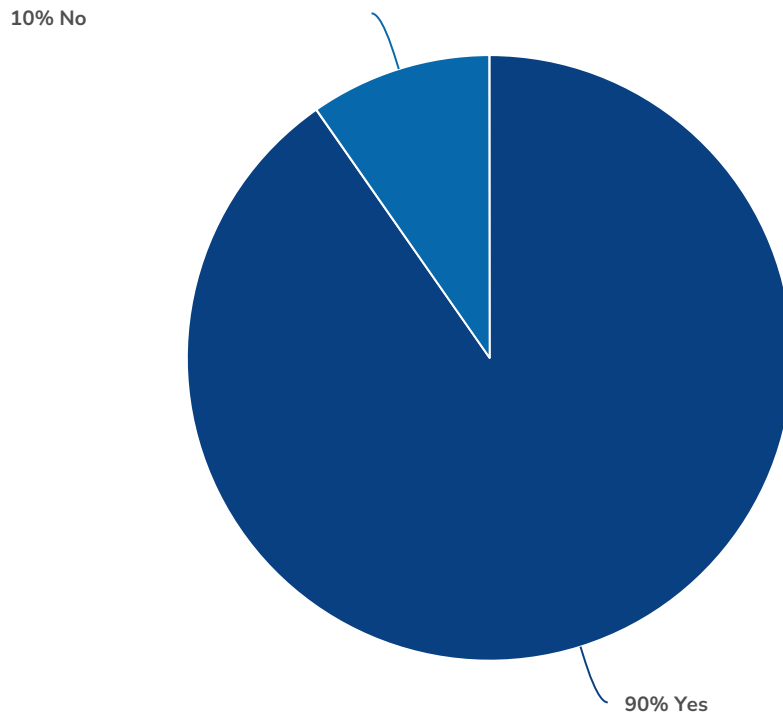
51. Based on what you know about “AI,” please tell us which best represents your opinion?"The rate at which AI is progressing is:"



Value	Percent	Responses
VERY alarming	55.6%	10
SOMEWHAT alarming	27.8%	5
SOMEWHAT intriguing	16.7%	3

Totals: 18

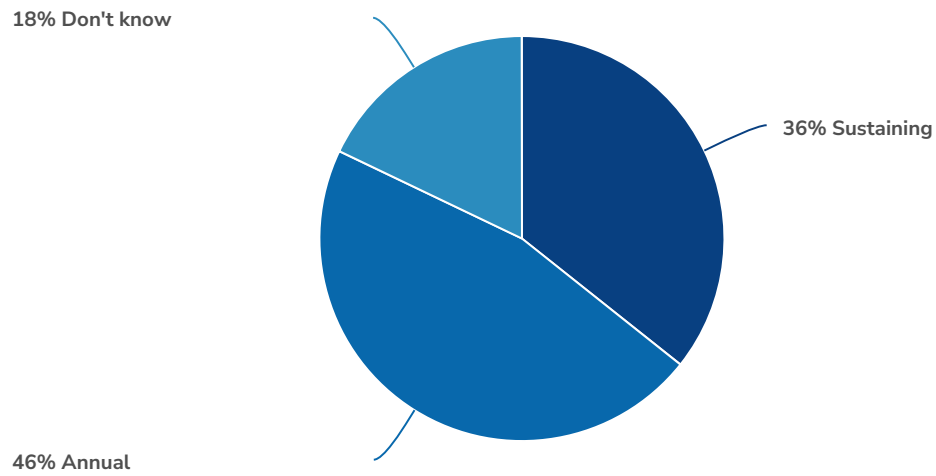
52. (THIS IS NOT A SOLICITATION) Are you currently a member of THE STATION THAT SENT YOU THIS SURVEY, and/or have you sent the station a financial contribution within the past year?



Value	Percent	Responses
Yes	90.3%	28
No	9.7%	3

Totals: 31

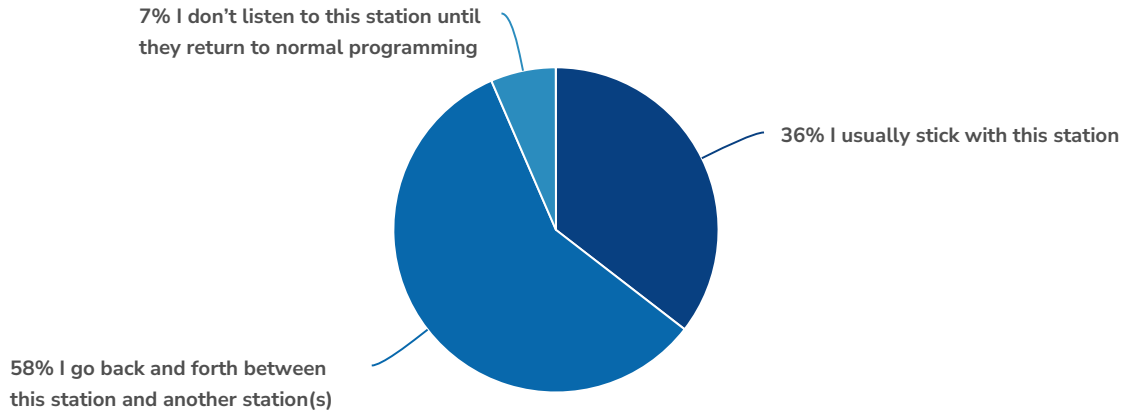
53. Are you a sustaining member or an annual member of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Sustaining	35.7% 	10
Annual	46.4% 	13
Don't know	17.9% 	5

Totals: 28

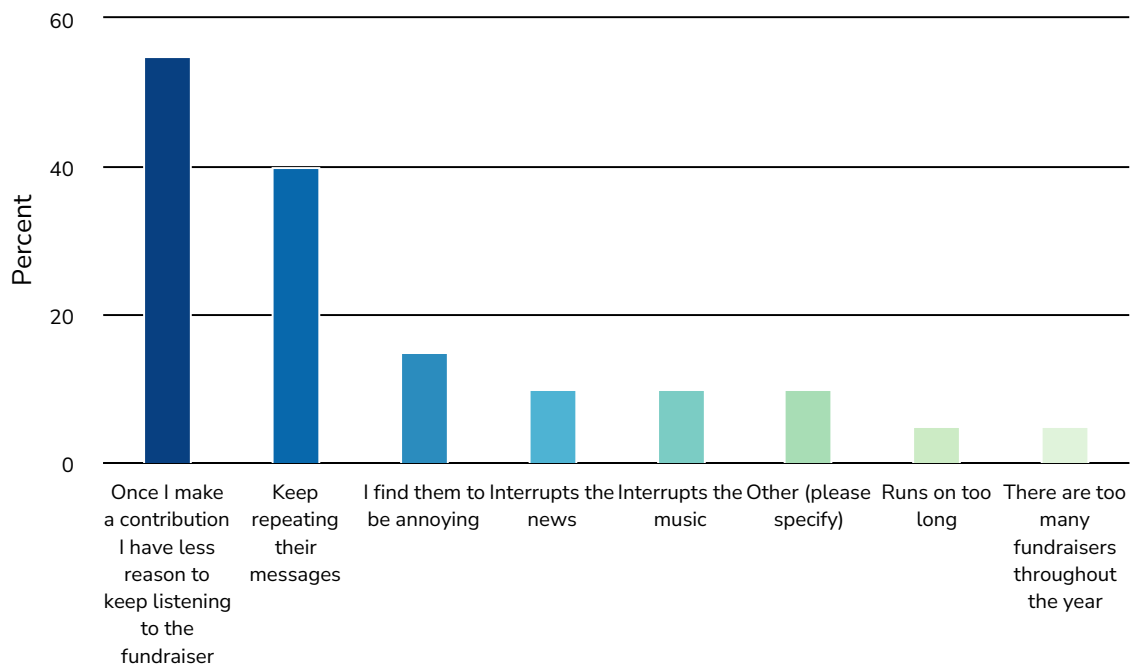
54. When THE STATION THAT SENT YOU THIS SURVEY is in a fundraising drive, which of the following best describes how you listen?



Value	Percent	Responses
I usually stick with this station	35.5%	11
I go back and forth between this station and another station(s)	58.1%	18
I don't listen to this station until they return to normal programming	6.5%	2

Totals: 31

55. You said you at least occasionally switch away from this station while it's in a fundraising drive – which of the following would you say BEST describe your reasons for switching away from a fundraising drive? (MARK ALL THAT APPLY)



Value	Percent	Responses
Once I make a contribution I have less reason to keep listening to the fundraiser	55.0%	11
Keep repeating their messages	40.0%	8
I find them to be annoying	15.0%	3
Interrupts the news	10.0%	2
Interrupts the music	10.0%	2
Other (please specify)	10.0%	2
Runs on too long	5.0%	1
There are too many fundraisers throughout the year	5.0%	1

**Other (please specify)****Count**

I switch just to switch - fundraising doesn't bother me

1


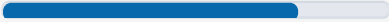



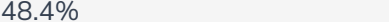

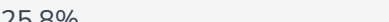

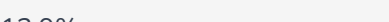

want to hear music

1

Totals

2



Value	Percent	Responses
To support independent media in your community	90.3% 	28
Your donation makes the station available to everyone, including people who can't afford to support it	77.4% 	24
To support the high-quality journalism this station provides	67.7% 	21
The resources needed to run the station keeps increasing	54.8% 	17
Here in 2025, if you don't donate to the station, it may not be able to continue its on-air service	48.4% 	15
The station needs resources to pay for networks/syndicated programs	48.4% 	15
Your donation will be matched	38.7% 	12
The station needs additional resources to grow its news team to provide better local community coverage	25.8% 	8
If you donate, the fundraiser could be shorter	16.1% 	5
As a listener, you should feel obligated to support the station	12.9% 	4
Other (please specify)	3.2% 	1

**Other (please specify)**

**Count**

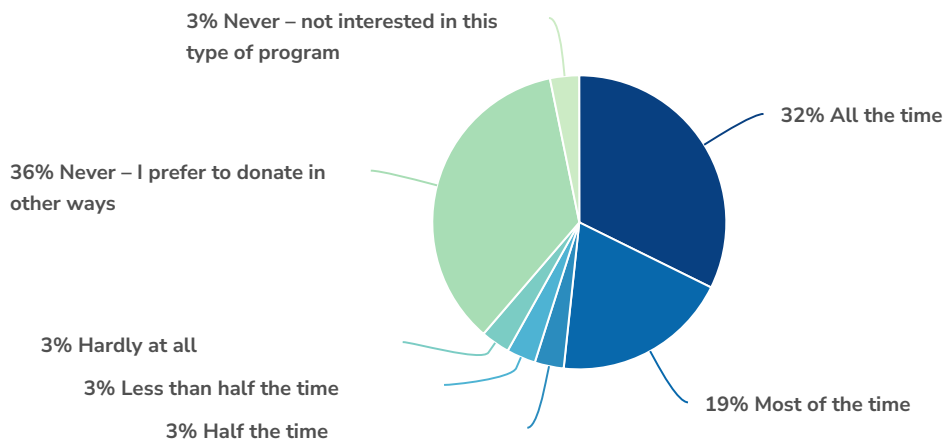
The unique nature of this station

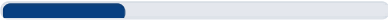
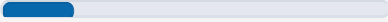
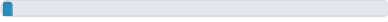
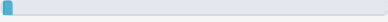
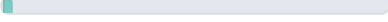
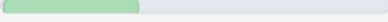
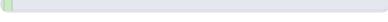
1

Totals

1

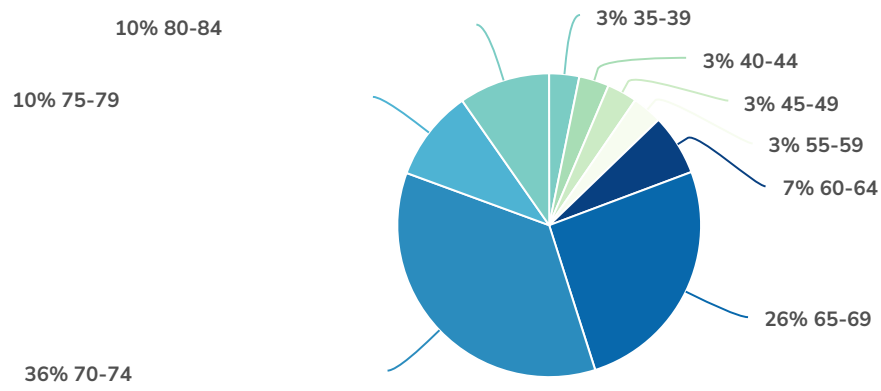
57. Some non-profit organizations make donation arrangements with retail chain stores in their community (grocery stores, hardware stores, etc.) for shoppers to “round up” their purchase to the next dollar. For example if the bill comes to \$3.25 it gets “rounded up” to the next dollar to \$4.00, with the 75¢ difference going to the non-profit. If you were a customer at one of these stores, how often do you think you would “round up” your purchase to donate the difference to THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
All the time	32.3% 	10
Most of the time	19.4% 	6
Half the time	3.2% 	1
Less than half the time	3.2% 	1
Hardly at all	3.2% 	1
Never – I prefer to donate in other ways	35.5% 	11
Never – not interested in this type of program	3.2% 	1

**Totals: 31**

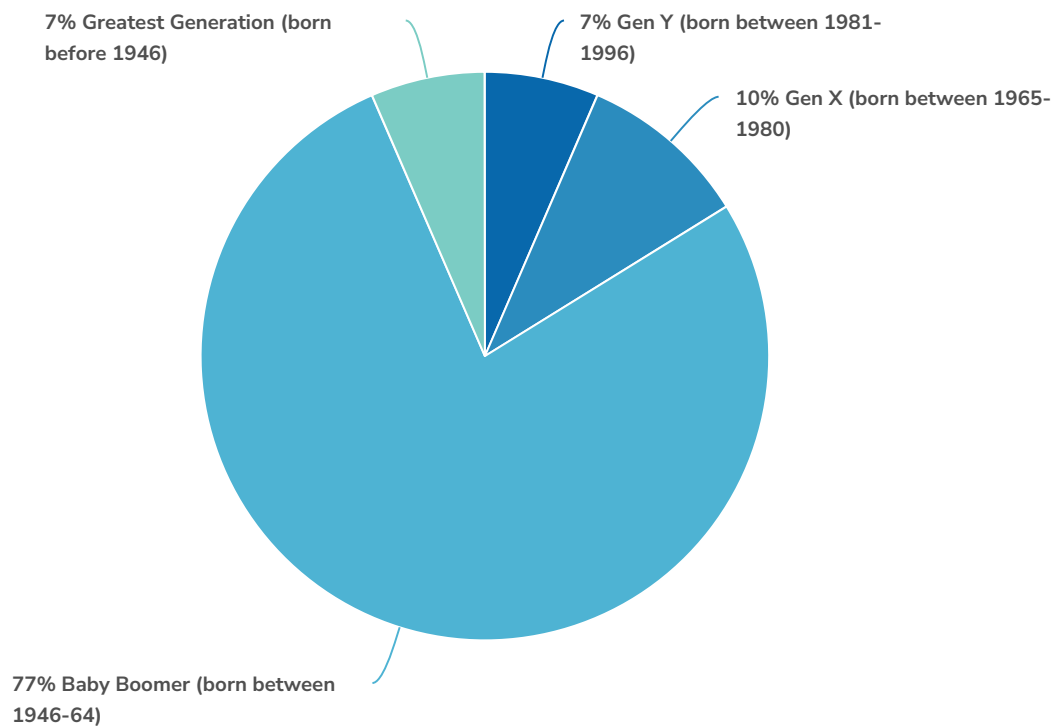
58. Now, just a few questions about you. In which of the following age categories do you fall?



Value	Percent	Responses
35-39	3.2%	1
40-44	3.2%	1
45-49	3.2%	1
55-59	3.2%	1
60-64	6.5%	2
65-69	25.8%	8
70-74	35.5%	11
75-79	9.7%	3
80-84	9.7%	3

**Totals: 31**

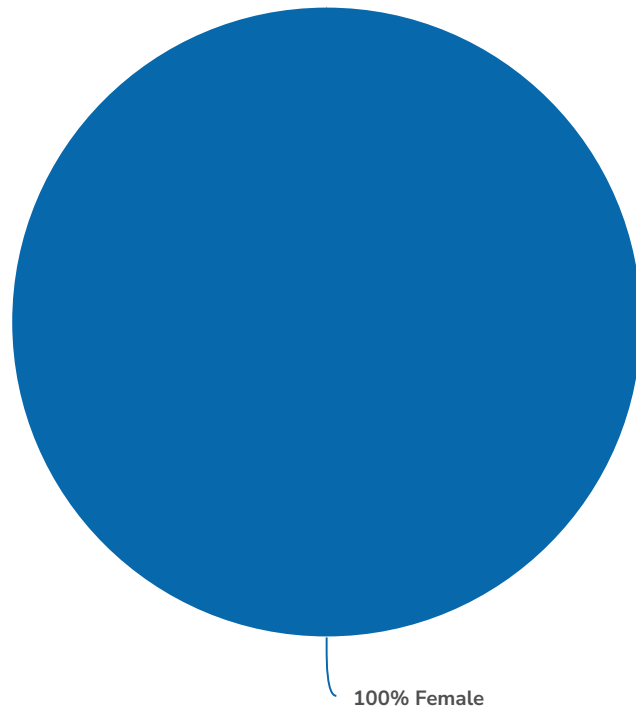
## 59. Into which of these generational groups do you fall?



Value	Percent	Responses
Gen Y (born between 1981-1996)	6.5%	2
Gen X (born between 1965-1980)	9.7%	3
Baby Boomer (born between 1946-64)	77.4%	24
Greatest Generation (born before 1946)	6.5%	2

Totals: 31

## 60. What is your gender?

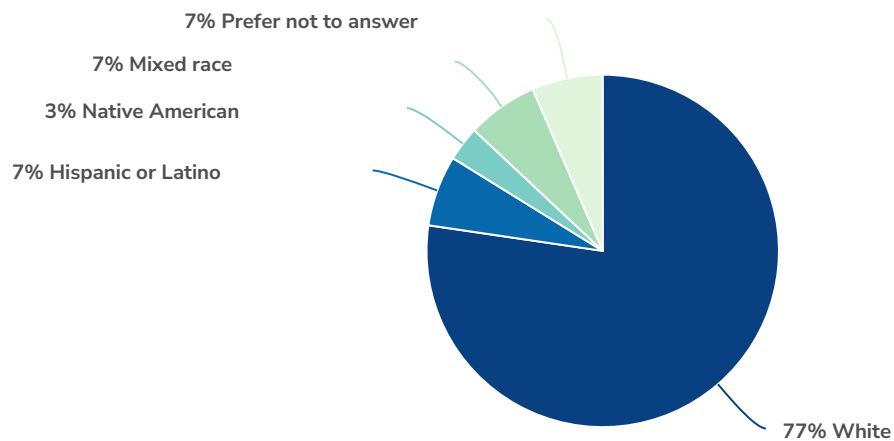


Value	Percent	Responses
Female	100.0%	31

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**Totals: 31**

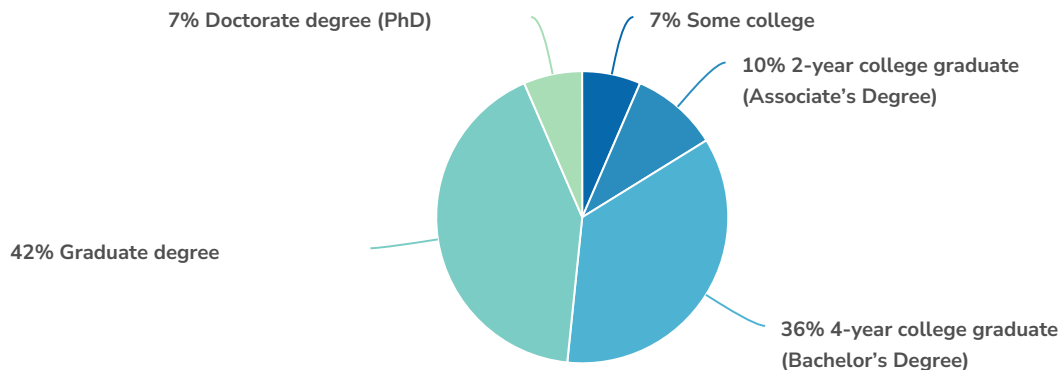
## 61. Which of the following best describes you?



Value	Percent	Responses
White	77.4%	24
Hispanic or Latino	6.5%	2
Native American	3.2%	1
Mixed race	6.5%	2
Prefer not to answer	6.5%	2

**Totals: 31**

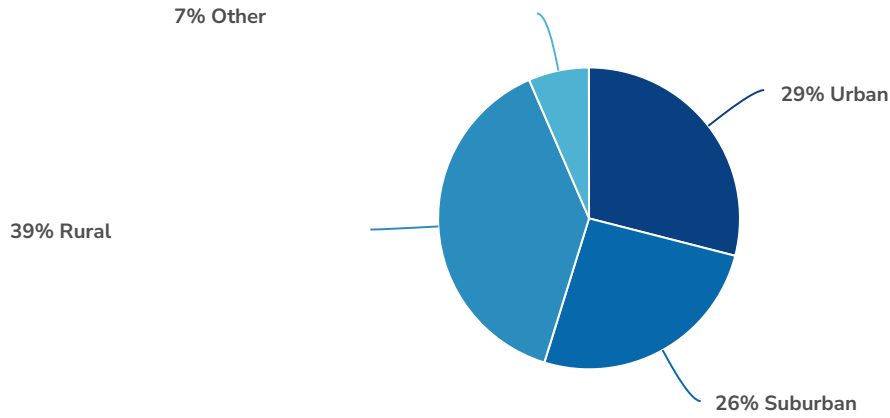
62. For classification purposes, what is the last year of education you have completed?



Value	Percent	Responses
Some college	6.5%	2
2-year college graduate (Associate's Degree)	9.7%	3
4-year college graduate (Bachelor's Degree)	35.5%	11
Graduate degree	41.9%	13
Doctorate degree (PhD)	6.5%	2

Totals: 31

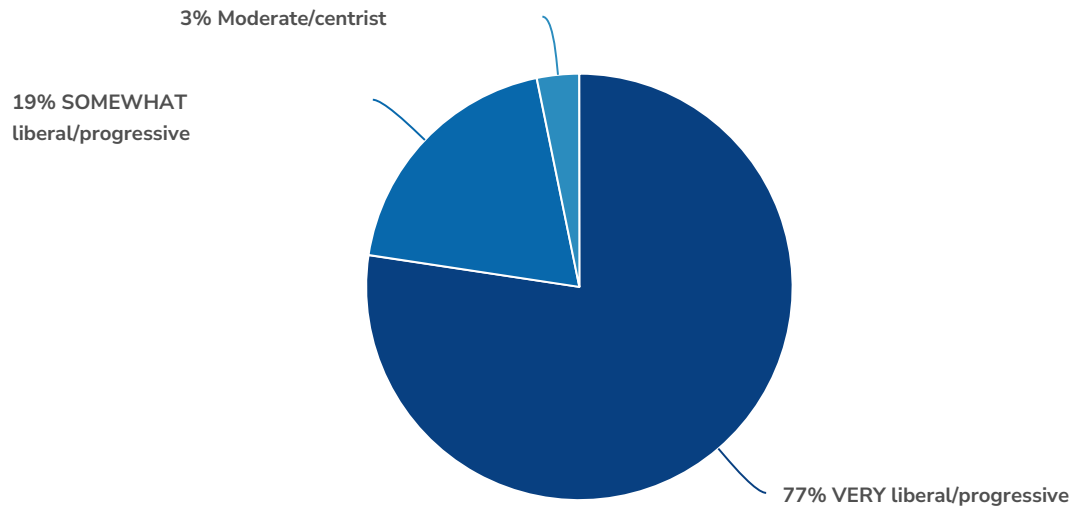
63. Which of the following best describes the location of your primary residence?



Value	Percent	Responses
Urban	29.0%	9
Suburban	25.8%	8
Rural	38.7%	12
Other	6.5%	2

Totals: 31

## 64. Finally, which political ideology best describes your views?



Value	Percent	Responses
VERY liberal/progressive	77.4%	24
SOMEWHAT liberal/progressive	19.4%	6
Moderate/centrist	3.2%	1

**Totals: 31**