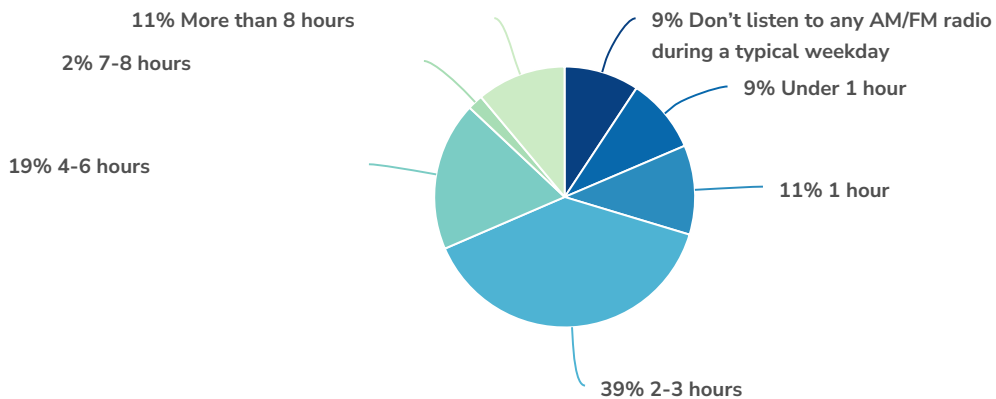


KFCF Male Totals

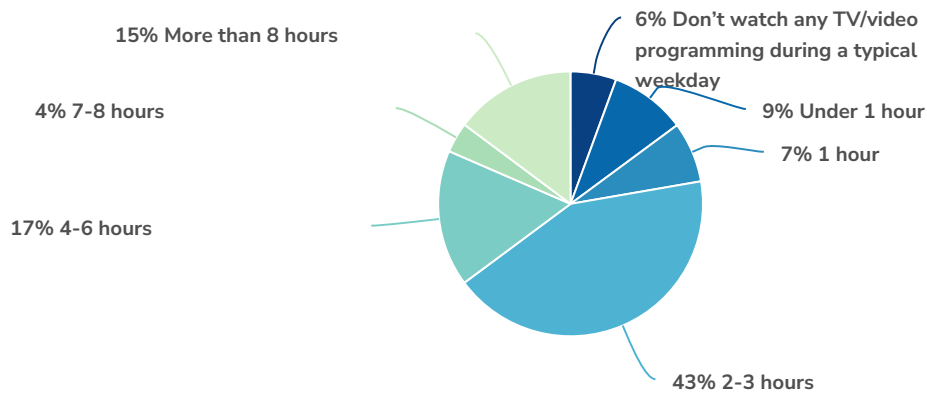
1. How many hours on an average WEEKDAY (Monday-Friday) do you use/listen to any local AM/FM radio stations (using a regular radio OR audio stream on any device)?



Value	Percent	Responses
Don't listen to any AM/FM radio during a typical weekday	9.3%	5
Under 1 hour	9.3%	5
1 hour	11.1%	6
2-3 hours	38.9%	21
4-6 hours	18.5%	10
7-8 hours	1.9%	1
More than 8 hours	11.1%	6

Totals: 54

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	5.6%	3
Under 1 hour	9.3%	5
1 hour	7.4%	4
2-3 hours	42.6%	23
4-6 hours	16.7%	9
7-8 hours	3.7%	2
More than 8 hours	14.8%	8

Totals: 54

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 %	6 11.1%	26 48.1%	13 24.1%	4 7.4%	5 9.3%	54
Watching online video (ex. YouTube, Netflix, etc.) Count Row %	2 3.7%	34 63.0%	16 29.6%	1 1.9%	1 1.9%	54
Reading a daily newspaper (print or online) Count Row %	4 7.4%	31 57.4%	10 18.5%	4 7.4%	5 9.3%	54
Consuming (listening to or watching) podcasts Count Row %	12 22.2%	13 24.1%	13 24.1%	7 13.0%	9 16.7%	54
Playing word games ONLINE (i.e. Wordle, Spelling Bee, online crossword puzzles, etc.) Count Row %	33 61.1%	10 18.5%	3 5.6%	3 5.6%	5 9.3%	54
Reading online newsletters that provide local news coverage on the area/region in which you live Count Row %	7 13.0%	21 38.9%	15 27.8%	5 9.3%	6 11.1%	54
Totals Total Responses						54

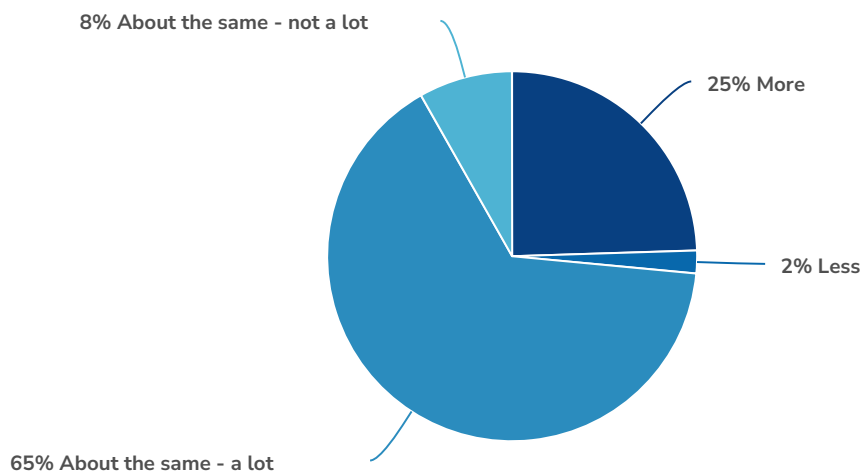
4. Below is a list of statements about PUBLIC RADIO. For each, please tell us if it is a MAIN reason why you listen to public radio, a SECONDARY reason, or NO REASON at all.

	Main Reason	Secondary Reason	No Reason at All	Responses
I want to be informed about what's going on in the news Count Row %	44 89.8%	4 8.2%	1 2.0%	49
I want a deeper perspective into the news Count Row %	37 75.5%	9 18.4%	3 6.1%	49
The presentation is calm Count Row %	16 32.7%	22 44.9%	11 22.4%	49
It has fewer ads compared to commercial radio Count Row %	29 59.2%	17 34.7%	3 6.1%	49
I like particular shows or hosts on public radio Count Row %	31 63.3%	17 34.7%	1 2.0%	49
Public radio makes me smarter Count Row %	21 42.9%	19 38.8%	9 18.4%	49
Public radio needs my support Count Row %	28 57.1%	20 40.8%	1 2.0%	49
I want to discover new music/new artists Count Row %	17 34.7%	24 49.0%	8 16.3%	49
I like being surprised by the music that's coming up next Count Row %	16 32.7%	23 46.9%	10 20.4%	49

	Main Reason	Secondary Reason	No Reason at All	Responses
It keeps me company Count Row %	6 12.2%	29 59.2%	14 28.6%	49
I like to work with the radio on Count Row %	13 26.5%	22 44.9%	14 28.6%	49
I hear music I don't get anywhere else Count Row %	27 55.1%	17 34.7%	5 10.2%	49
I want to be informed if there's an emergency Count Row %	15 30.6%	31 63.3%	3 6.1%	49
I'm in the habit of listening Count Row %	23 46.9%	21 42.9%	5 10.2%	49
I enjoy learning about new things Count Row %	32 65.3%	15 30.6%	2 4.1%	49
The programming is more trustworthy and objective Count Row %	41 83.7%	6 12.2%	2 4.1%	49
I like that it's listener-supported Count Row %	38 77.6%	10 20.4%	1 2.0%	49
Public radio respects my intelligence Count Row %	35 71.4%	11 22.4%	3 6.1%	49
Public radio presents a balance of perspectives Count Row %	36 73.5%	9 18.4%	4 8.2%	49
Breaking news alerts Count Row %	18 36.7%	24 49.0%	7 14.3%	49

	Main Reason	Secondary Reason	No Reason at All	Responses
To listen to music that is curated/chosen by radio programmers/hosts Count Row %	24 49.0%	19 38.8%	6 12.2%	49
I hear different voices and perspectives Count Row %	39 79.6%	8 16.3%	2 4.1%	49
The music provides a break from the news Count Row %	15 30.6%	24 49.0%	10 20.4%	49
To hear my favorite music Count Row %	15 30.6%	24 49.0%	10 20.4%	49
I want to know about events happening in my community Count Row %	28 57.1%	18 36.7%	3 6.1%	49
I want to hear news and information about my local area Count Row %	28 57.1%	18 36.7%	3 6.1%	49
Totals Total Responses				49

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	24.5%	12
Less	2.0%	1
About the same - a lot	65.3%	32
About the same - not a lot	8.2%	4

Totals: 49

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 %	1 100.0%	0 0.0%	0 0.0%	1
Listening more to non-radio sources (Spotify, SiriusXM, podcasts, my own music, smart speakers, etc.) Count Row %	1 100.0%	0 0.0%	0 0.0%	1
The news gets repetitive on public radio Count Row %	0 0.0%	0 0.0%	1 100.0%	1
The news gets depressing Count Row %	0 0.0%	0 0.0%	1 100.0%	1
There's too much bias in public radio programs Count Row %	0 0.0%	0 0.0%	1 100.0%	1
Spending more time consuming podcasts Count Row %	1 100.0%	0 0.0%	0 0.0%	1
Spending less time in a car Count Row %	0 0.0%	0 0.0%	1 100.0%	1
I'm getting more of my news in other ways (ex: web, text, social media, etc.) Count Row %	0 0.0%	0 0.0%	1 100.0%	1
I am burned out on the news and need a break Count Row %	0 0.0%	0 0.0%	1 100.0%	1

	Main Reason	Secondary Reason	No Reason at All	Responses
Fundraising drives				
Count	0	0	1	1
Row %	0.0%	0.0%	100.0%	
I have more audio options to listen to in the car				
Count	0	0	1	1
Row %	0.0%	0.0%	100.0%	
The current political climate				
Count	0	0	1	1
Row %	0.0%	0.0%	100.0%	
The quality of public radio news programming has slipped				
Count	0	1	0	1
Row %	0.0%	100.0%	0.0%	
Totals				
Total Responses				1

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: 62.9



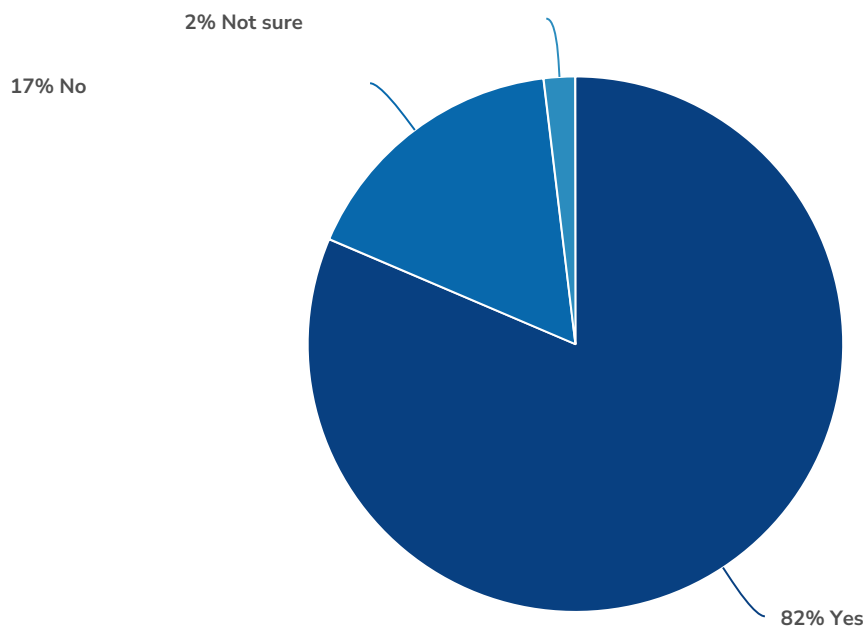
Promoters		72.2%	39
Passives		18.5%	10
Detractors		9.3%	5

Totals: 54

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

ResponseID	Response
2445	Disappointed too much woke not enough news.
3788	I would recommend more if more new music was played.
5337	Radio stations rarely come up in conversations.
5342	Don't think about it.
5373	I only listen on the weekends for the music

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



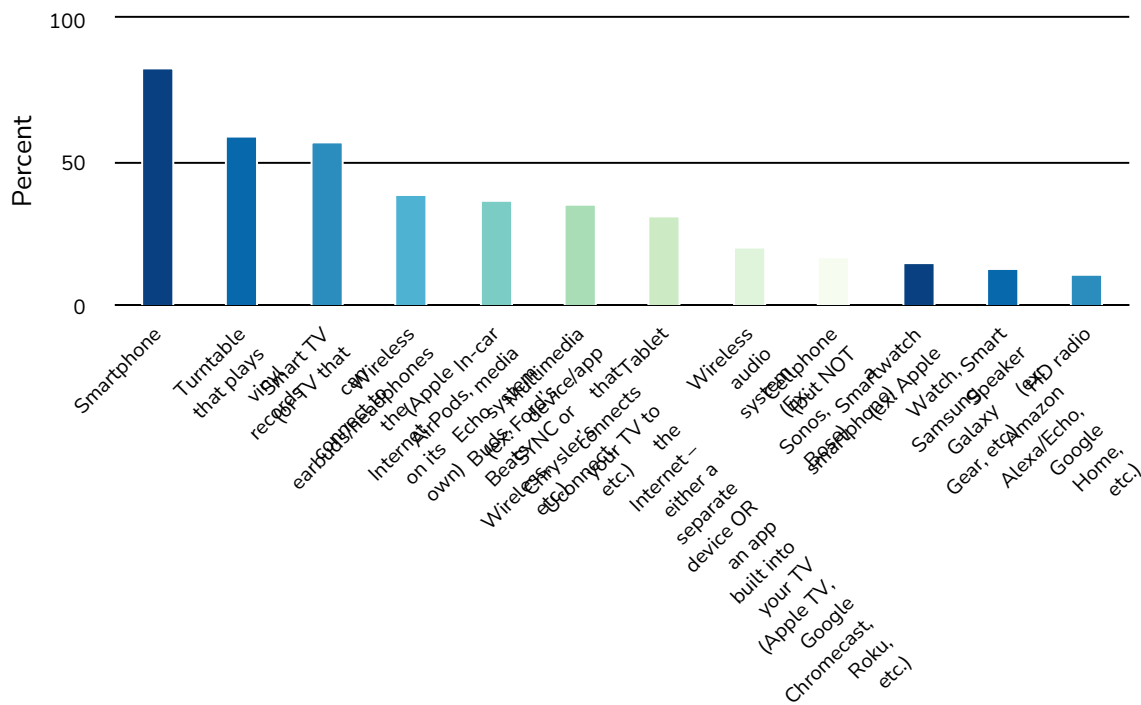
Value	Percent	Responses
Yes	81.5%	44
No	16.7%	9
Not sure	1.9%	1


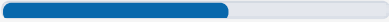

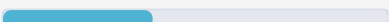
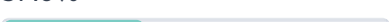
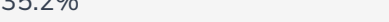
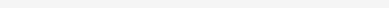
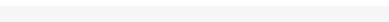
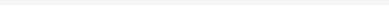
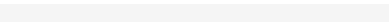
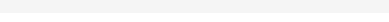

Totals: 54

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!

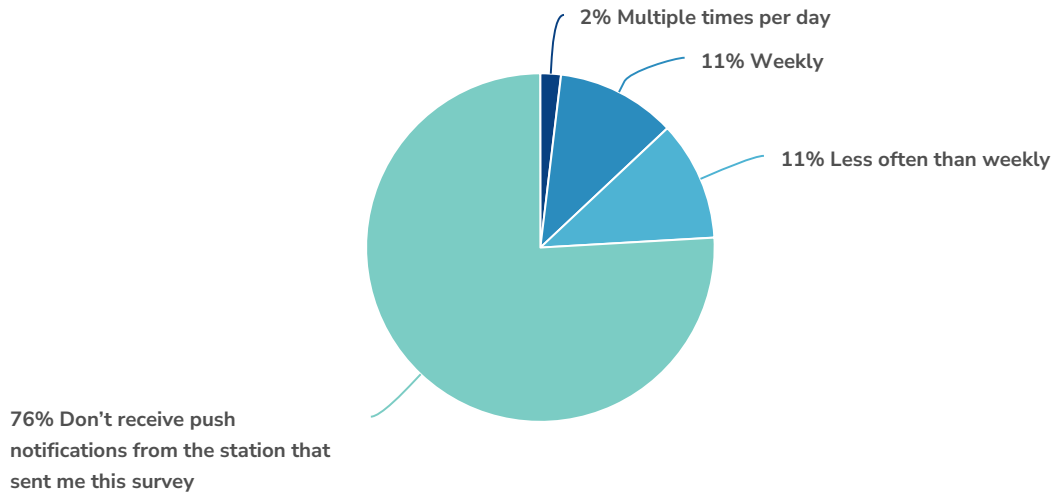
Item	Average	Min	Max	StdDev	Sum	Total Responses
A regular AM/FM radio at home/work/school	41.7	0.0	100.0	30.7	1,710.0	41
A regular AM/FM radio in a vehicle	39.9	5.0	100.0	29.7	1,795.0	45
This station's stream on a computer	22.4	0.0	100.0	29.6	738.0	33
This station's stream on a mobile phone/tablet/dashboard	16.3	0.0	90.0	24.1	537.0	33
This station's podcasts or on-demand content	11.2	0.0	100.0	22.4	280.0	25
NPR apps	3.7	0.0	30.0	7.4	85.0	23
This station's stream on a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	4.8	0.0	50.0	13.8	115.0	24
This station's stream on a Smart TV	5.4	0.0	100.0	21.3	113.0	21
Other	1.7	0.0	10.0	3.6	27.0	16

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	83.3% 	45
Turntable that plays vinyl records	59.3% 	32
Smart TV (or TV that can connect to the Internet on its own)	57.4% 	31
Wireless earbuds/headphones (Apple AirPods, Echo Buds, Beats Wireless, etc.)	38.9% 	21
In-car media system (ex: Ford's SYNC or Chrysler's Uconnect, etc.)	37.0% 	20
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.)	35.2% 	19
Tablet	31.5% 	17
Wireless audio system (Ex: Sonos, Bose)	20.4% 	11
Cellphone (but NOT a smartphone)	16.7% 	9
Smartwatch (ex: Apple Watch, Samsung Galaxy Gear, etc.)	14.8% 	8
Smart Speaker (ex: Amazon Alexa/Echo, Google Home, etc.)	13.0% 	7
HD radio	11.1% 	6

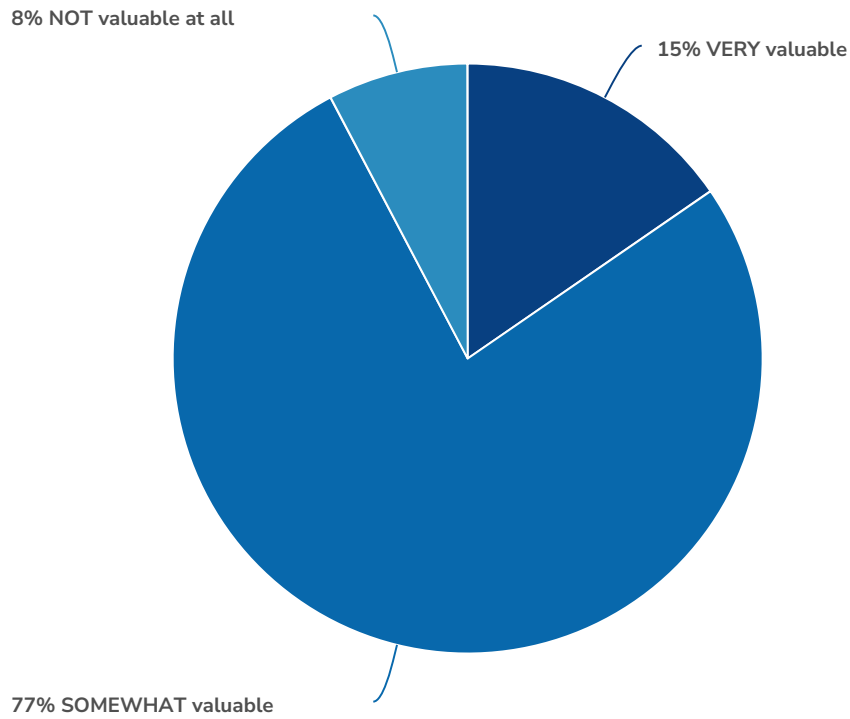
12. How often do you receive/use push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY that connects you to a news story or headline?



Value	Percent	Responses
Multiple times per day	1.9%	1
Weekly	11.1%	6
Less often than weekly	11.1%	6
Don't receive push notifications from the station that sent me this survey	75.9%	41

Totals: 54

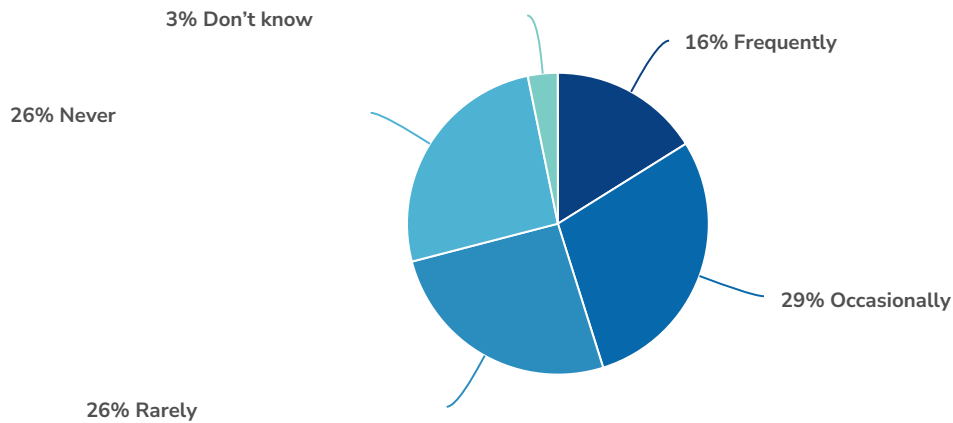
13. How VALUABLE do you find news story/headline push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
VERY valuable	15.4%	2
SOMEWHAT valuable	76.9%	10
NOT valuable at all	7.7%	1

Totals: 13

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	16.1%	5
Occasionally	29.0%	9
Rarely	25.8%	8
Never	25.8%	8
Don't know	3.2%	1

Totals: 31

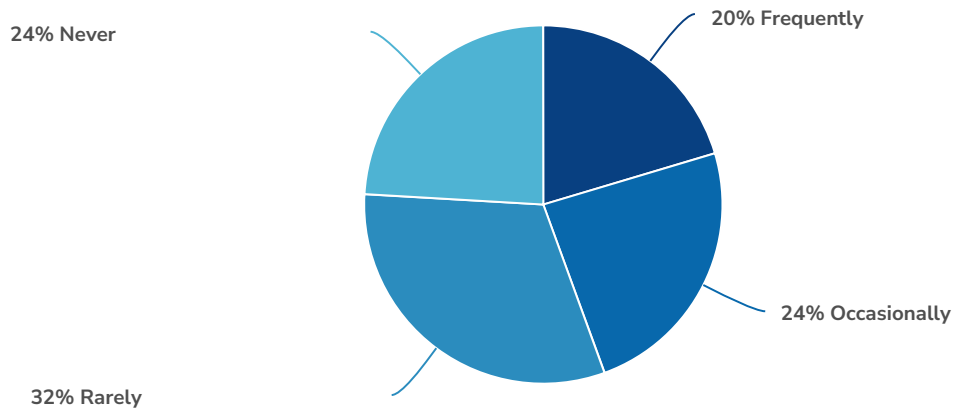
15. How much do you agree or disagree with each of the following statements? If you're not sure or the statement doesn't apply, click "Don't know."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
One of radio's primary advantages is its local feel Count Row %	17 31.5%	24 44.4%	11 20.4%	1 1.9%	0 0.0%	1 1.9%	54
As a result of the current political climate, I'm providing increased support to public radio Count Row %	13 24.1%	30 55.6%	9 16.7%	1 1.9%	1 1.9%	0 0.0%	54
I find myself spending less time with public radio because I increasingly need a break from the news Count Row %	1 1.9%	11 20.4%	11 20.4%	21 38.9%	10 18.5%	0 0.0%	54
THE STATION THAT SENT ME THIS SURVEY is well connected to the local community Count Row %	15 27.8%	25 46.3%	10 18.5%	1 1.9%	1 1.9%	2 3.7%	54
I really feel a sense of connection to THE STATION THAT SENT ME THIS SURVEY Count Row %	19 35.2%	26 48.1%	8 14.8%	1 1.9%	0 0.0%	0 0.0%	54

	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 %	21 38.9%	26 48.1%	5 9.3%	1 1.9%	1 1.9%	0 0.0%	54
I am tuning into music radio stations more often than in the past to take a break from the news Count Row %	4 7.4%	11 20.4%	18 33.3%	17 31.5%	3 5.6%	1 1.9%	54
I would like to see THE STATION THAT SENT ME THIS SURVEY be more visible in my community Count Row %	16 29.6%	26 48.1%	10 18.5%	1 1.9%	0 0.0%	1 1.9%	54
The same public radio news stories/topics repeat too often on the same day Count Row %	2 3.7%	8 14.8%	24 44.4%	16 29.6%	2 3.7%	2 3.7%	54
I often don't agree with the political viewpoints of THE STATION THAT SENT ME THIS SURVEY Count Row %	2 3.7%	5 9.3%	9 16.7%	17 31.5%	20 37.0%	1 1.9%	54

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
More and more, I'm using social media to read/discover news stories	5 9.3%	15 27.8%	6 11.1%	11 20.4%	16 29.6%	1 1.9%	54
Count							
Row %							
Totals							
Total Responses							54

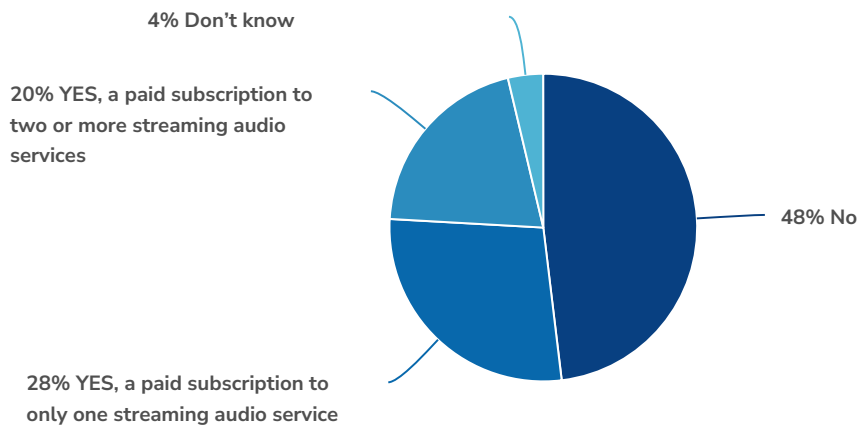
16. How often do you “time-shift” radio programming – that is, listening to program content on-demand so you can listen whenever it’s convenient?



Value	Percent	Responses
Frequently	20.4%	11
Occasionally	24.1%	13
Rarely	31.5%	17
Never	24.1%	13

Totals: 54

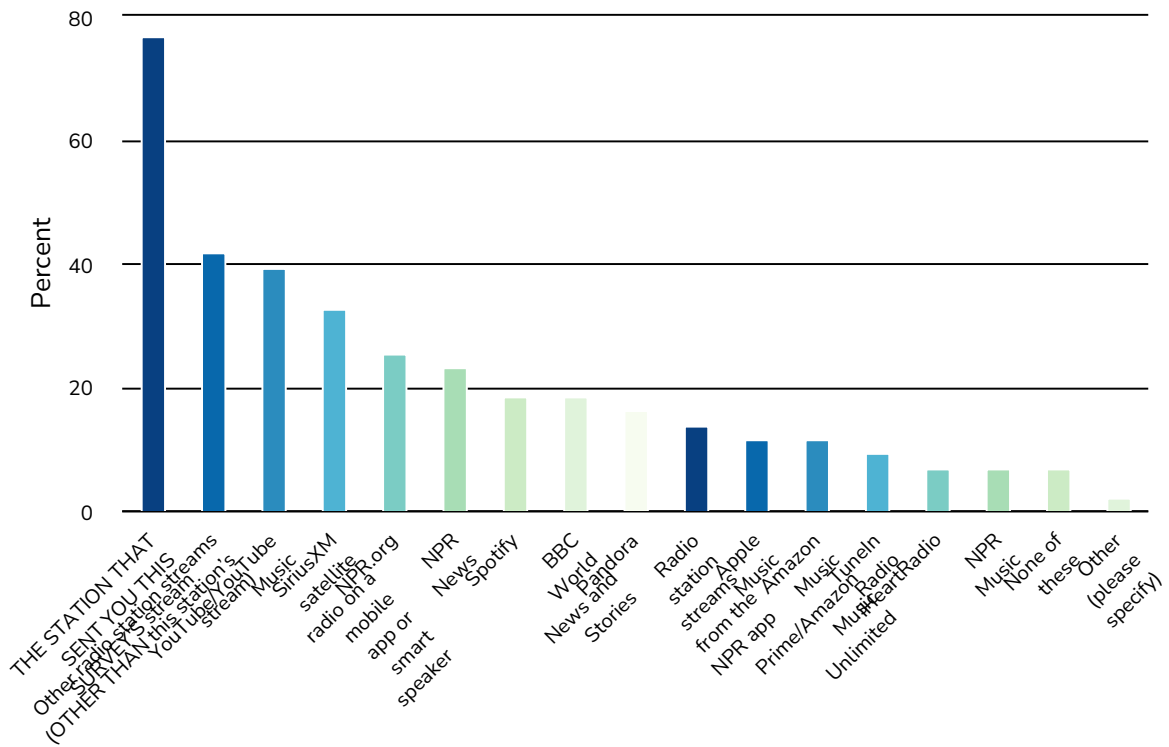
17. Do you personally or does someone else in your household pay to subscribe to any streaming AUDIO services (Spotify Premium, Pandora Plus/Premium, Apple Music paid subscription, Amazon Music Prime, etc.)? (If you or someone else in your household received a promotional subscription, but do NOT currently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


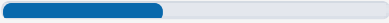
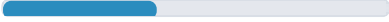
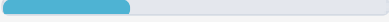
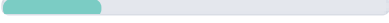
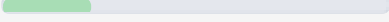
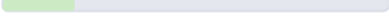
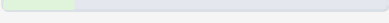
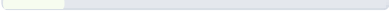
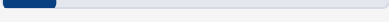
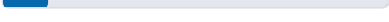
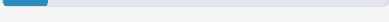
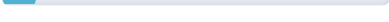
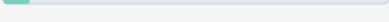
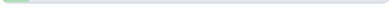
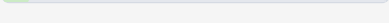
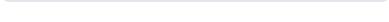


Value	Percent	Responses
No	48.1%	26
YES, a paid subscription to only one streaming audio service	27.8%	15
YES, a paid subscription to two or more streaming audio services	20.4%	11
Don't know	3.7%	2

Totals: 54

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	76.7% 	33
Other radio station streams (OTHER THAN this station's stream)	41.9% 	18
YouTube/YouTube Music	39.5% 	17
SiriusXM satellite radio on a mobile app or smart speaker	32.6% 	14
NPR.org	25.6% 	11
NPR News	23.3% 	10
Spotify	18.6% 	8
BBC World News and Stories	18.6% 	8
Pandora	16.3% 	7
Radio station streams from the NPR app	14.0% 	6
Apple Music	11.6% 	5
Amazon Music Prime/Amazon Music Unlimited	11.6% 	5
TuneIn Radio	9.3% 	4
iHeartRadio	7.0% 	3
NPR Music	7.0% 	3
None of these	7.0% 	3
Other (please specify)	2.3% 	1

Other (please specify)

Count

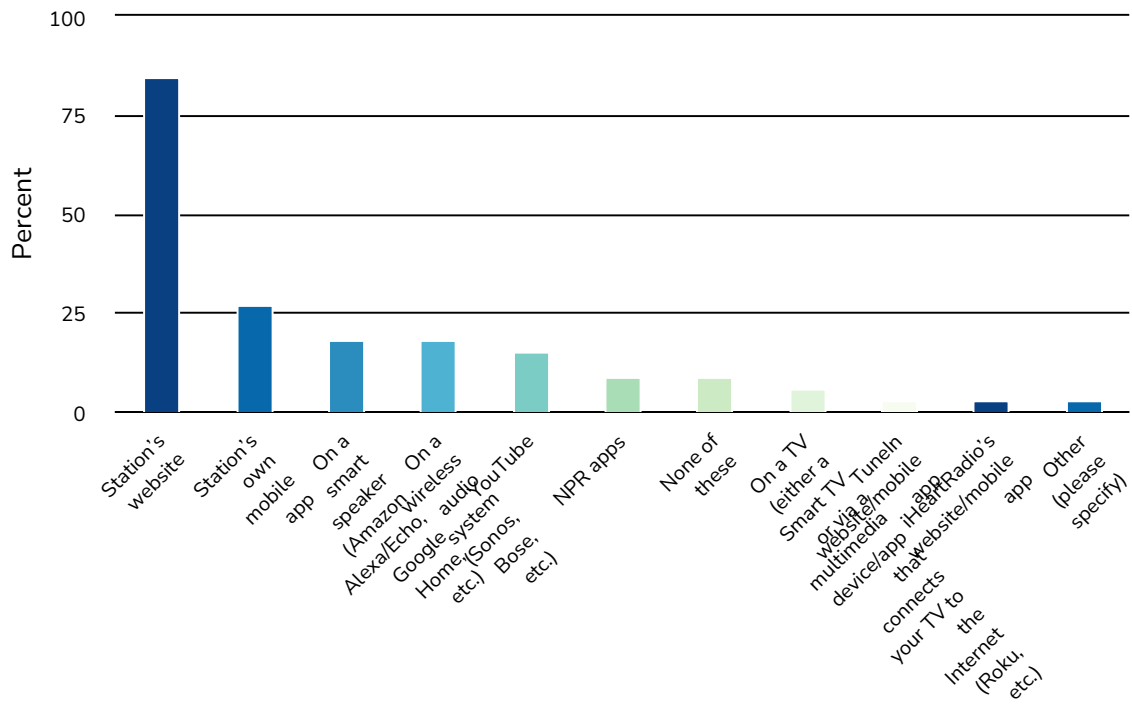
KPF

1

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	84.8%	28
Station's own mobile app	27.3%	9
On a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	18.2%	6
On a wireless audio system (Sonos, Bose, etc.)	18.2%	6
YouTube	15.2%	5
NPR apps	9.1%	3
None of these	9.1%	3
On a TV (either a Smart TV or via a multimedia device/app that connects your TV to the Internet (Roku, etc.)	6.1%	2
TuneIn website/mobile app	3.0%	1
iHeartRadio's website/mobile app	3.0%	1
Other (please specify)	3.0%	1

Other (please specify)

Count

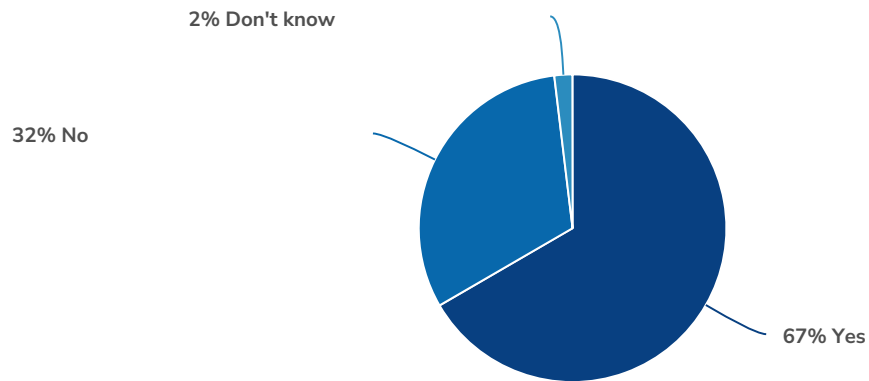
radio

1

Totals

1

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



Value	Percent	Responses
Yes	66.7%	36
No	31.5%	17
Don't know	1.9%	1

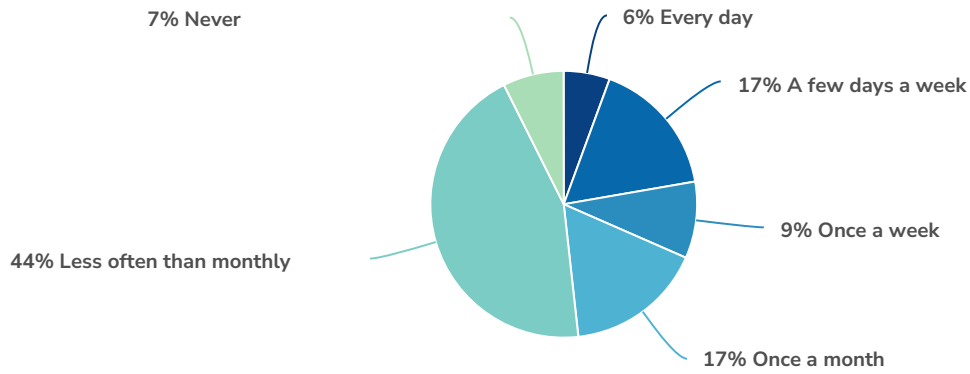
Totals: 54

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 %	2 5.6%	4 11.1%	15 41.7%	6 16.7%	6 16.7%	3 8.3%	36
LinkedIn Count Row %	8 22.2%	4 11.1%	2 5.6%	4 11.1%	7 19.4%	11 30.6%	36
X (formerly known as Twitter) Count Row %	22 61.1%	4 11.1%	2 5.6%	1 2.8%	4 11.1%	3 8.3%	36
Pinterest Count Row %	27 75.0%	1 2.8%	0 0.0%	2 5.6%	4 11.1%	2 5.6%	36
Instagram Count Row %	15 41.7%	2 5.6%	5 13.9%	5 13.9%	2 5.6%	7 19.4%	36
Snapchat Count Row %	29 80.6%	1 2.8%	0 0.0%	1 2.8%	1 2.8%	4 11.1%	36
Reddit Count Row %	20 55.6%	0 0.0%	2 5.6%	5 13.9%	5 13.9%	4 11.1%	36
WhatsApp Count Row %	21 58.3%	2 5.6%	1 2.8%	1 2.8%	7 19.4%	4 11.1%	36
Facebook Messenger Count Row %	5 13.9%	2 5.6%	7 19.4%	4 11.1%	11 30.6%	7 19.4%	36

	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 %	13 36.1%	1 2.8%	12 33.3%	7 19.4%	1 2.8%	2 5.6%	36
TikTok Count Row %	28 77.8%	2 5.6%	2 5.6%	0 0.0%	1 2.8%	3 8.3%	36
Nextdoor Count Row %	18 50.0%	3 8.3%	1 2.8%	3 8.3%	6 16.7%	5 13.9%	36
Threads Count Row %	30 83.3%	1 2.8%	0 0.0%	0 0.0%	1 2.8%	4 11.1%	36
Bluesky Count Row %	24 66.7%	0 0.0%	1 2.8%	3 8.3%	5 13.9%	3 8.3%	36
Truth Social Count Row %	35 97.2%	1 2.8%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	36
Totals Total Responses							36

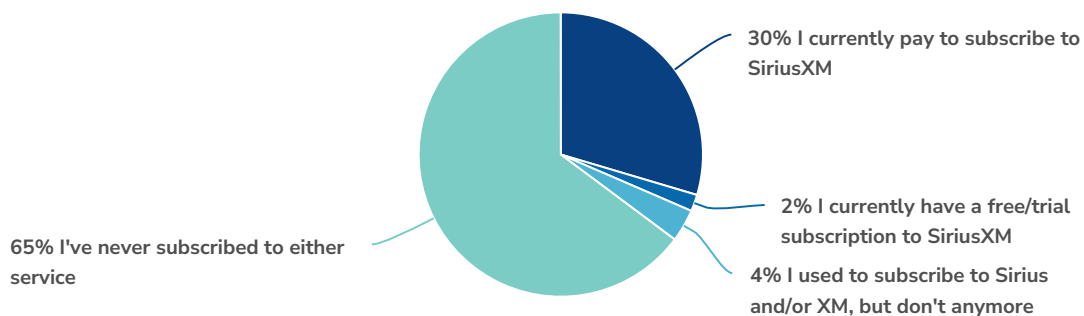
22. How often do you visit the website of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Every day	5.6%	3
A few days a week	16.7%	9
Once a week	9.3%	5
Once a month	16.7%	9
Less often than monthly	44.4%	24
Never	7.4%	4

Totals: 54

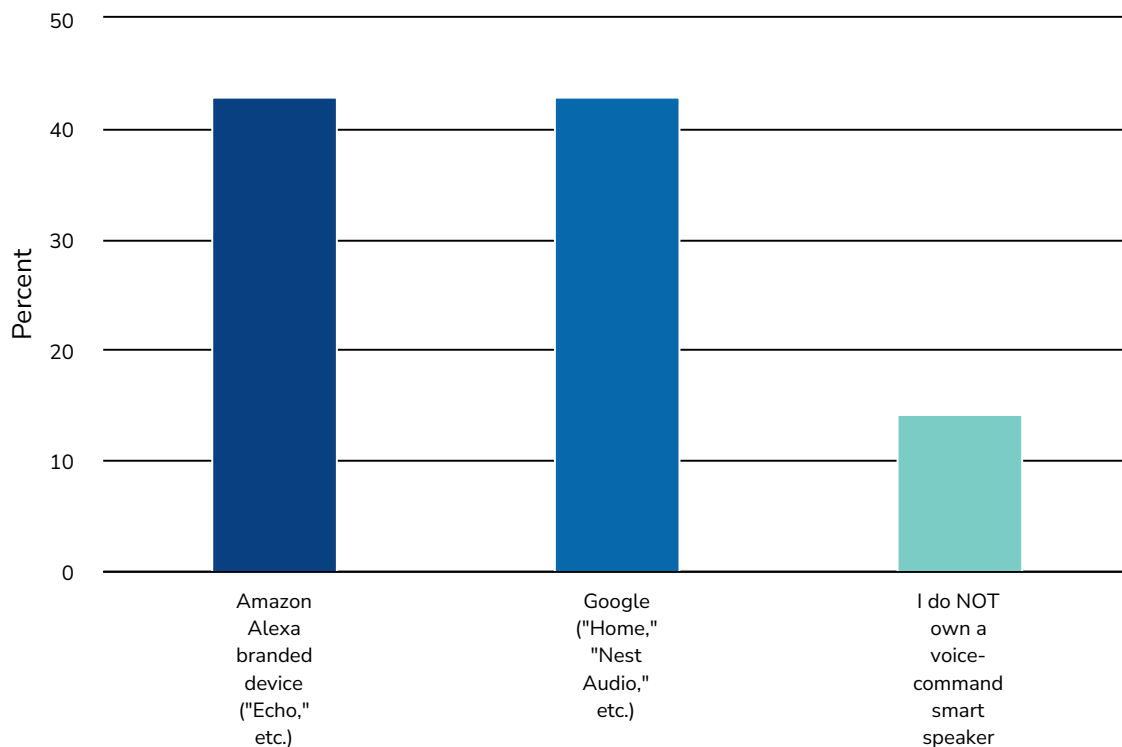
23. Which statement best describes your personal situation with satellite radio?



Value	Percent	Responses
I currently pay to subscribe to SiriusXM	29.6%	16
I currently have a free/trial subscription to SiriusXM	1.9%	1
I used to subscribe to Sirius and/or XM, but don't anymore	3.7%	2
I've never subscribed to either service	64.8%	35

Totals: 54

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)

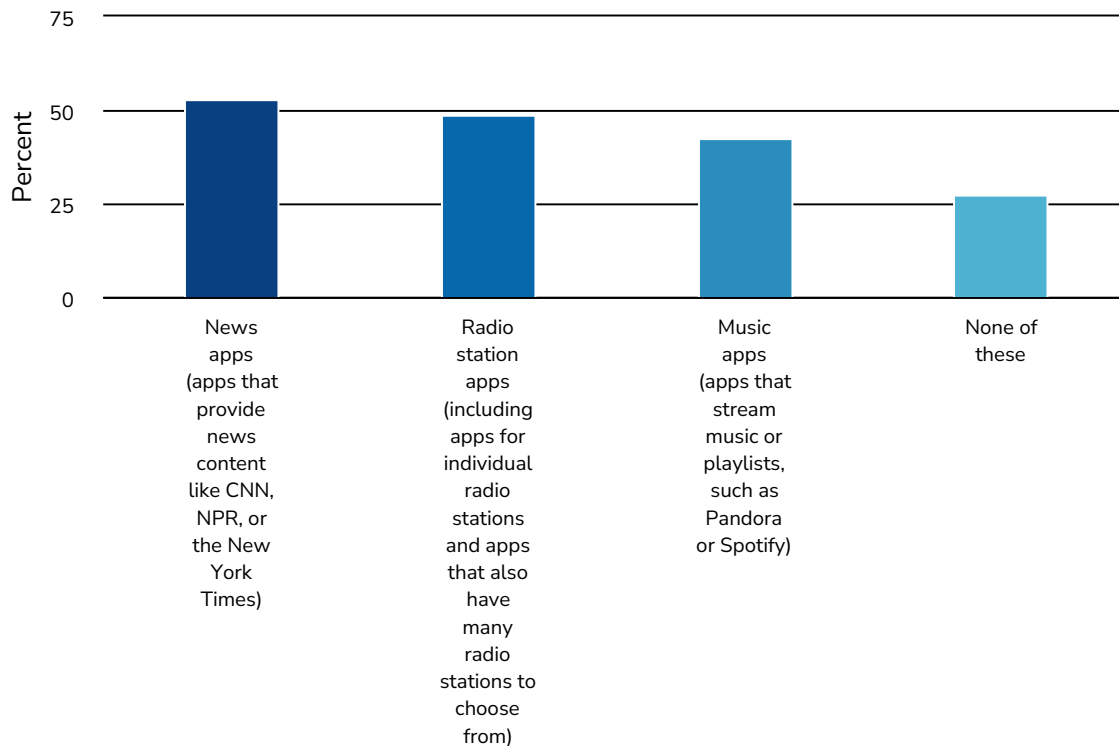


Value	Percent	Responses
Amazon Alexa branded device ("Echo," etc.)	42.9%	3
Google ("Home," "Nest Audio," etc.)	42.9%	3
I do NOT own a voice-command smart speaker	14.3%	1
Other (please specify)		Count
Totals		0

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

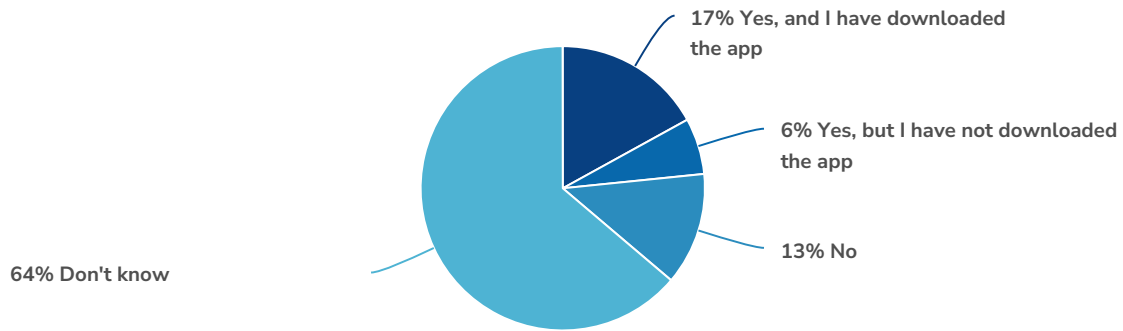
	Frequently	Occasionally	Rarely	Never	Responses
Hear weather updates Count Row %	4 66.7%	2 33.3%	0 0.0%	0 0.0%	6
Listen to an AM/FM radio station Count Row %	3 50.0%	1 16.7%	1 16.7%	1 16.7%	6
Listen to music from a streaming service (Pandora, Amazon Music, Apple Music, etc.) Count Row %	3 50.0%	2 33.3%	0 0.0%	1 16.7%	6
Listen to SiriusXM satellite radio Count Row %	0 0.0%	1 16.7%	1 16.7%	4 66.7%	6
Listen to podcasts Count Row %	2 33.3%	0 0.0%	4 66.7%	0 0.0%	6
Set a timer Count Row %	4 66.7%	2 33.3%	0 0.0%	0 0.0%	6
Use as an alarm Count Row %	3 50.0%	2 33.3%	1 16.7%	0 0.0%	6
Access your calendar Count Row %	2 33.3%	1 16.7%	1 16.7%	2 33.3%	6
Control smart home devices, such as turning on the lights Count Row %	3 50.0%	0 0.0%	1 16.7%	2 33.3%	6
Listen to newscasts Count Row %	1 16.7%	1 16.7%	4 66.7%	0 0.0%	6
Totals Total Responses					6

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



Value	Percent	Responses
News apps (apps that provide news content like CNN, NPR, or the New York Times)	53.2% 	25
Radio station apps (including apps for individual radio stations and apps that also have many radio stations to choose from)	48.9% 	23
Music apps (apps that stream music or playlists, such as Pandora or Spotify)	42.6% 	20
None of these	27.7% 	13

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



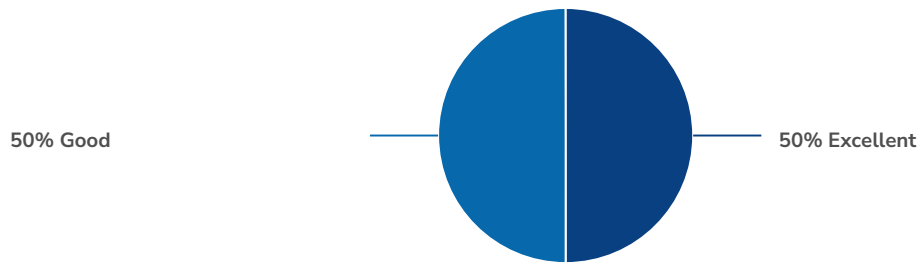
Value	Percent	Responses
Yes, and I have downloaded the app	17.0%	8
Yes, but I have not downloaded the app	6.4%	3
No	12.8%	6
Don't know	63.8%	30



Totals: 47

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	2	4	1	0	1	8
Count	25.0%	50.0%	12.5%	0.0%	12.5%	
Row %						
Listening to podcasts	2	0	2	3	1	8
Count	25.0%	0.0%	25.0%	37.5%	12.5%	
Row %						
Watching video	0	0	1	6	1	8
Count	0.0%	0.0%	12.5%	75.0%	12.5%	
Row %						
Social media (sharing, etc.)	0	0	1	6	1	8
Count	0.0%	0.0%	12.5%	75.0%	12.5%	
Row %						
News stories, newsfeed	3	3	0	2	0	8
Count	37.5%	37.5%	0.0%	25.0%	0.0%	
Row %						
Make a donation	3	2	0	3	0	8
Count	37.5%	25.0%	0.0%	37.5%	0.0%	
Row %						
Totals						
Total Responses						8

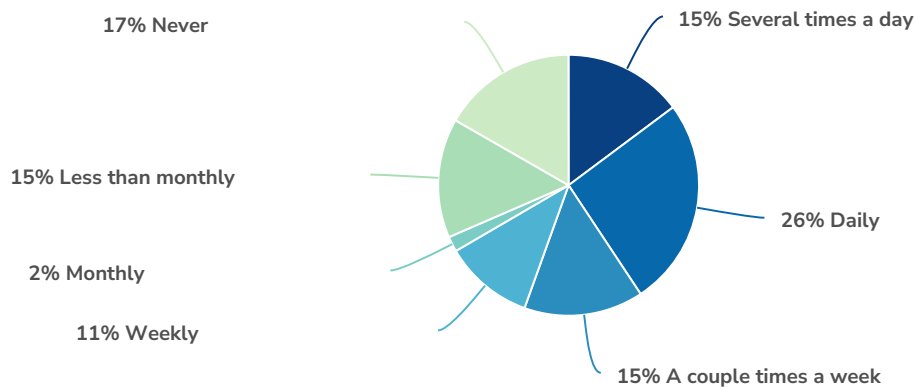
29. Overall, how would you rate THE STATION THAT SENT YOU THIS SURVEY'S app?



Value	Percent	Responses
Excellent	50.0% 	4
Good	50.0% 	4

Totals: 8

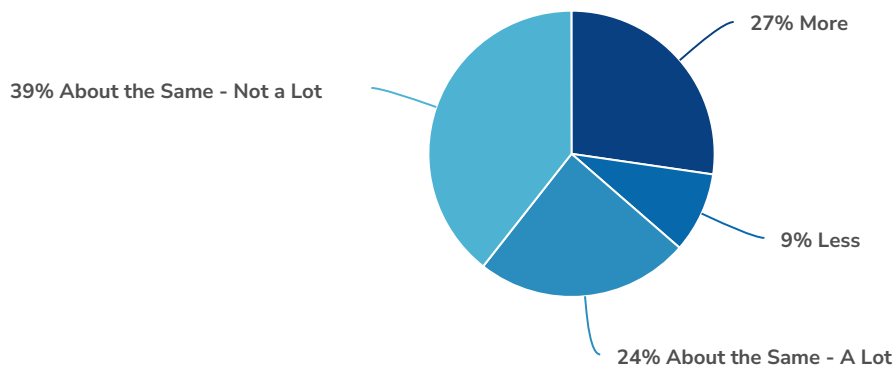
30. Many platforms (including social media) post short videos about all sorts of things (news and events, entertainment, DIY, comedy, pop culture, etc.). How often do you watch short videos when you're online, using a mobile phone, etc.?



Value	Percent	Responses
Several times a day	14.8%	8
Daily	25.9%	14
A couple times a week	14.8%	8
Weekly	11.1%	6
Monthly	1.9%	1
Less than monthly	14.8%	8
Never	16.7%	9

Totals: 54

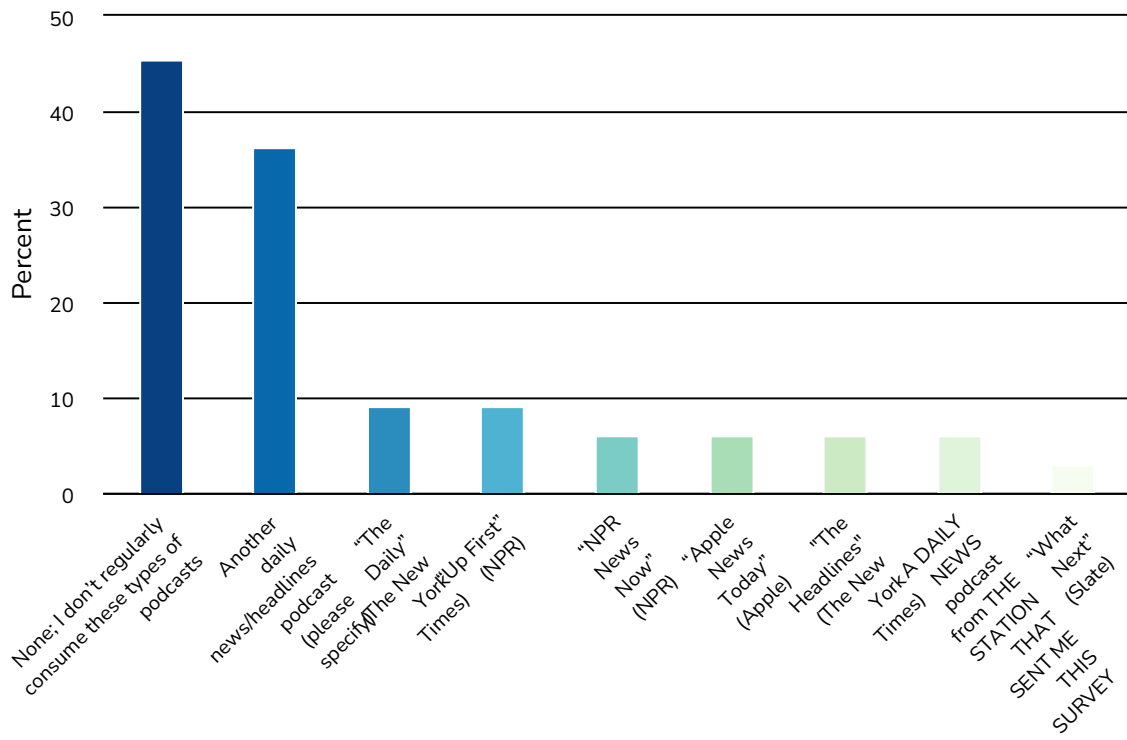
31. Earlier you mentioned you consume podcasts. In the past year, would you say you're consuming podcasts, more, less, or about the same?



Value	Percent	Responses
More	27.3%	9
Less	9.1%	3
About the Same - A Lot	24.2%	8
About the Same - Not a Lot	39.4%	13

Totals: 33

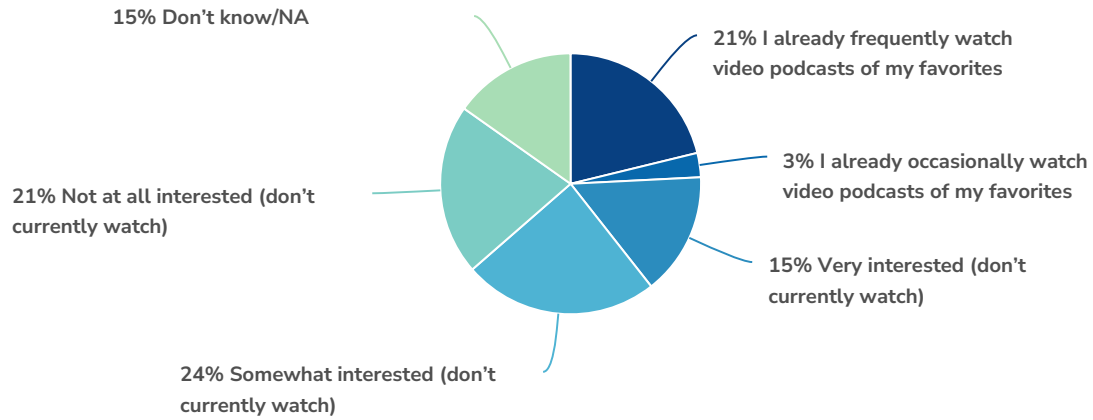
32. Which of the following daily news podcasts -- featuring news and headlines each morning/afternoon -- do you consume at least once per week or more often? (MARK ALL THAT APPLY)



Value	Percent	Responses
None; I don't regularly consume these types of podcasts	45.5%	15
Another daily news/headlines podcast (please specify)	36.4%	12
"The Daily" (The New York Times)	9.1%	3
"Up First" (NPR)	9.1%	3
"NPR News Now" (NPR)	6.1%	2
"Apple News Today" (Apple)	6.1%	2
"The Headlines" (The New York Times)	6.1%	2
A DAILY NEWS podcast from THE STATION THAT SENT ME THIS SURVEY	6.1%	2
"What Next" (Slate)	3.0%	1

Another daily news/headlines podcast (please specify)	Count
Central Valley Daily	1
Democracy Now, Electronic Intifada, Mahmood OD, Janta Ka Reporter	1
It Could Happen Here	1
London Times Radio	1
Marketplace	1
Megyn Kelly	1
Meidas Touch	1
Phillip Defeanco Show	1
background briefing	1
letters and politics	1
majority report, hasanabi on twitch	1
Totals	11

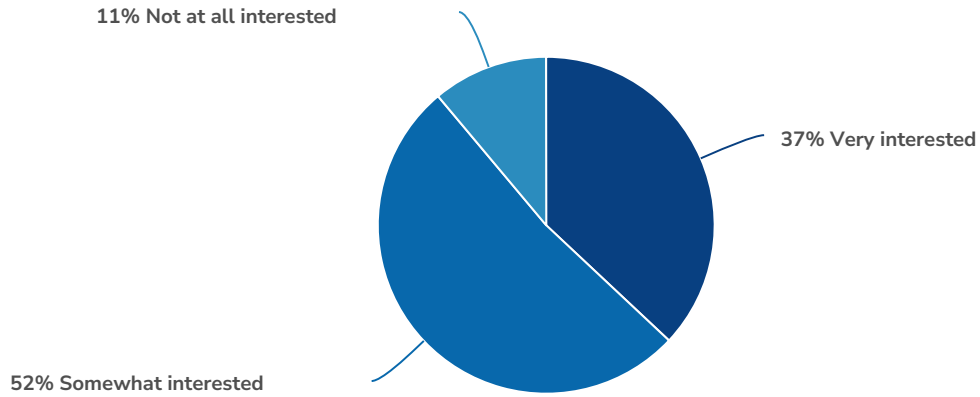
33. How interested are you in watching a video version on YouTube of your favorite podcasts you listen to now?



Value	Percent	Responses
I already frequently watch video podcasts of my favorites	21.2%	7
I already occasionally watch video podcasts of my favorites	3.0%	1
Very interested (don't currently watch)	15.2%	5
Somewhat interested (don't currently watch)	24.2%	8
Not at all interested (don't currently watch)	21.2%	7
Don't know/NA	15.2%	5

Totals: 33

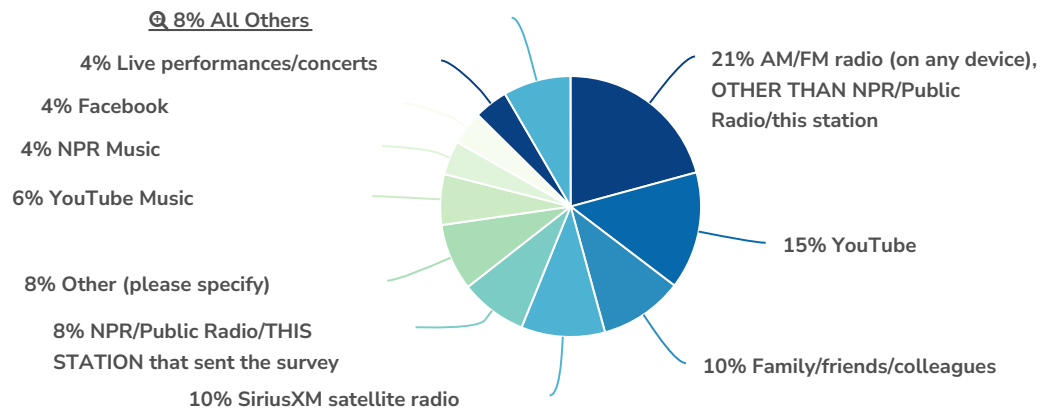
34. How interested are you in finding out about new music and new artists?

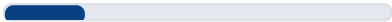
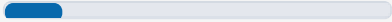
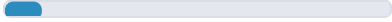
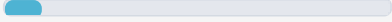
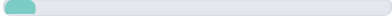
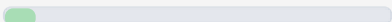
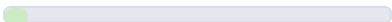
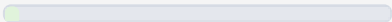
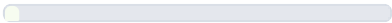
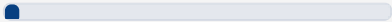
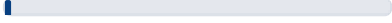
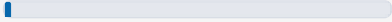

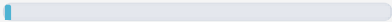


Value	Percent	Responses
Very interested	37.0%	20
Somewhat interested	51.9%	28
Not at all interested	11.1%	6

Totals: 54

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



Value	Percent	Responses
AM/FM radio (on any device), OTHER THAN NPR/Public Radio/this station	20.8% 	10
YouTube	14.6% 	7
Family/friends/colleagues	10.4% 	5
SiriusXM satellite radio	10.4% 	5
NPR/Public Radio/THIS STATION that sent the survey	8.3% 	4
Other (please specify)	8.3% 	4
YouTube Music	6.3% 	3
NPR Music	4.2% 	2
Facebook	4.2% 	2
Live performances/concerts	4.2% 	2
Movies	 2.1%	1
Apple Music/Beats 1	 2.1%	1
Spotify	 2.1%	1
X (formerly known as Twitter)	 2.1%	1

Totals: 48

Other (please specify)**Count**

Internet advertisement for new artist performing locally

1

KFCF, KPFA

1

KPIG

1

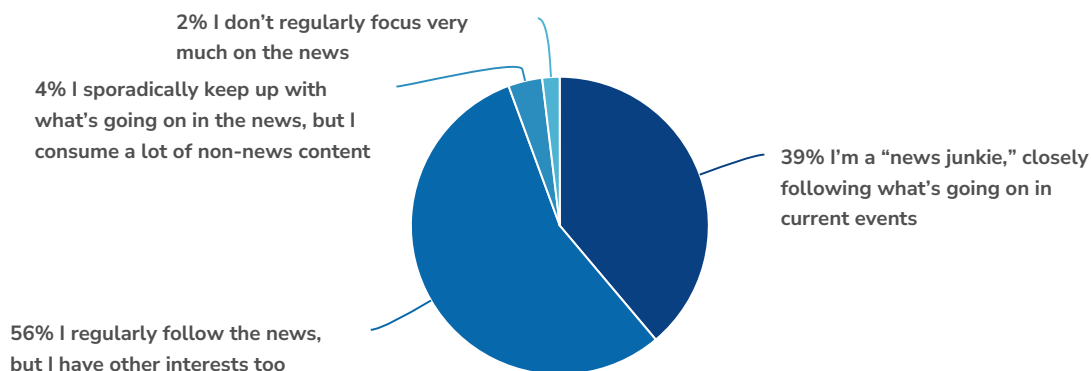
WNCW

1

Totals

4

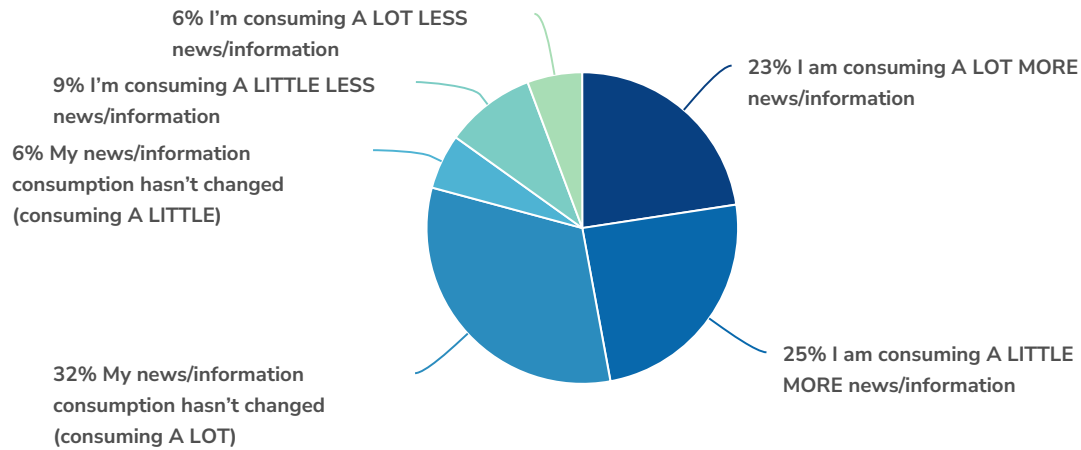
36. Which of the following statements best describes how much you are “into” news/information (including politics, national news, international news, local news, information about the arts and culture, or information about what’s happening in your city/town, etc.)?



Value	Percent	Responses
I'm a “news junkie,” closely following what’s going on in current events	38.9%	21
I regularly follow the news, but I have other interests too	55.6%	30
I sporadically keep up with what’s going on in the news, but I consume a lot of non-news content	3.7%	2
I don't regularly focus very much on the news	1.9%	1

Totals: 54

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



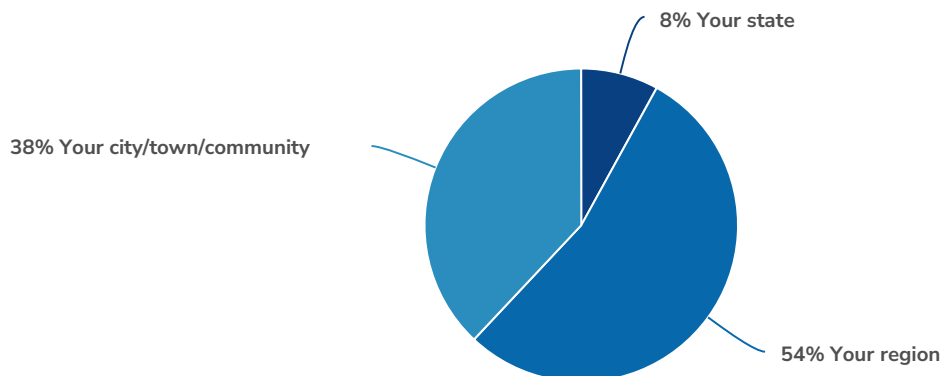
Value	Percent	Responses
I am consuming A LOT MORE news/information	22.6%	12
I am consuming A LITTLE MORE news/information	24.5%	13
My news/information consumption hasn't changed (consuming A LOT)	32.1%	17
My news/information consumption hasn't changed (consuming A LITTLE)	5.7%	3
I'm consuming A LITTLE LESS news/information	9.4%	5
I'm consuming A LOT LESS news/information	5.7%	3

Totals: 53

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	38	10	3	2	1	54
Row %	70.4%	18.5%	5.6%	3.7%	1.9%	
National news						
Count	42	11	1	0	0	54
Row %	77.8%	20.4%	1.9%	0.0%	0.0%	
Statewide news						
Count	40	12	1	0	1	54
Row %	74.1%	22.2%	1.9%	0.0%	1.9%	
Coverage of local news/events/happenings from where you live						
Count	38	12	1	1	2	54
Row %	70.4%	22.2%	1.9%	1.9%	3.7%	
Totals						
Total Responses						54

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	8.0%	4
Your region	54.0%	27
Your city/town/community	38.0%	19
		Totals: 50

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 %	14 28.0%	23 46.0%	12 24.0%	1 2.0%	50
Cultural events coverage (ex. museums, arts, etc.) Count Row %	25 50.0%	18 36.0%	7 14.0%	0 0.0%	50
Features on local community leaders Count Row %	18 36.0%	23 46.0%	9 18.0%	0 0.0%	50
School board coverage/related school issues Count Row %	13 26.0%	21 42.0%	14 28.0%	2 4.0%	50
Concerts/festivals coverage Count Row %	23 46.0%	20 40.0%	6 12.0%	1 2.0%	50
Local government coverage Count Row %	26 52.0%	22 44.0%	2 4.0%	0 0.0%	50
Feel-good news stories Count Row %	9 18.0%	21 42.0%	19 38.0%	1 2.0%	50

	Very Interested	Somewhat Interested	Little to No Interest	Unsure/Doesn't apply	Responses
Investigative reporting on important local issues Count Row %	42 84.0%	6 12.0%	2 4.0%	0 0.0%	50
Local environmental issues Count Row %	36 72.0%	12 24.0%	2 4.0%	0 0.0%	50
Local elections coverage (candidates, issues, etc.) Count Row %	35 70.0%	15 30.0%	0 0.0%	0 0.0%	50
Story-telling features about the local community and local newsmakers Count Row %	16 32.0%	30 60.0%	4 8.0%	0 0.0%	50
Local health and wellness coverage Count Row %	18 36.0%	24 48.0%	8 16.0%	0 0.0%	50
Crime and public safety issues Count Row %	7 14.0%	33 66.0%	10 20.0%	0 0.0%	50
Totals Total Responses					50

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

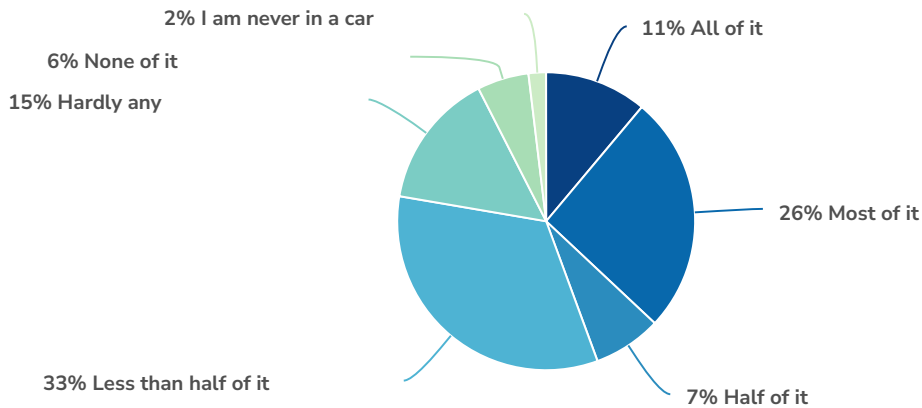
	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Museums Count Row %	3 5.6%	16 29.6%	18 33.3%	16 29.6%	1 1.9%	54
Art fairs Count Row %	3 5.6%	13 24.1%	19 35.2%	19 35.2%	0 0.0%	54
Opera Count Row %	3 5.6%	1 1.9%	1 1.9%	47 87.0%	2 3.7%	54
Symphony Count Row %	1 1.9%	5 9.3%	9 16.7%	39 72.2%	0 0.0%	54
Music festivals Count Row %	2 3.7%	8 14.8%	15 27.8%	29 53.7%	0 0.0%	54
Popular concerts Count Row %	6 11.1%	6 11.1%	14 25.9%	28 51.9%	0 0.0%	54
Broadway plays/theater Count Row %	2 3.7%	4 7.4%	9 16.7%	39 72.2%	0 0.0%	54
Live music in bars/clubs Count Row %	7 13.0%	12 22.2%	14 25.9%	21 38.9%	0 0.0%	54
Community theater Count Row %	4 7.4%	7 13.0%	12 22.2%	31 57.4%	0 0.0%	54

	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Jazz concerts Count Row %	1 1.9%	5 9.3%	13 24.1%	35 64.8%	0 0.0%	54
Ballet / Dance shows Count Row %	1 1.9%	1 1.9%	5 9.3%	47 87.0%	0 0.0%	54
Classical music performances Count Row %	4 7.4%	6 11.1%	8 14.8%	36 66.7%	0 0.0%	54
Film festivals Count Row %	1 1.9%	3 5.6%	18 33.3%	31 57.4%	1 1.9%	54
Farmers markets Count Row %	19 35.2%	14 25.9%	11 20.4%	10 18.5%	0 0.0%	54
Book festivals Count Row %	1 1.9%	2 3.7%	12 22.2%	39 72.2%	0 0.0%	54
Sporting events Count Row %	3 5.6%	5 9.3%	10 18.5%	36 66.7%	0 0.0%	54
Totals Total Responses						54

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 %	8 14.8%	30 55.6%	14 25.9%	2 3.7%	54
Town meetings discussing local issues of interest hosted by THE STATION THAT SENT YOU THIS SURVEY'S host/reporters Count Row %	13 24.1%	29 53.7%	9 16.7%	3 5.6%	54
Trivia nights at local area bars/restaurants hosted by a personality/host from THE STATION THAT SENT YOU THIS SURVEY Count Row %	4 7.4%	14 25.9%	33 61.1%	3 5.6%	54
Host an open house over a weekend where listeners can tour the station and meet the hosts/reporters Count Row %	12 22.2%	24 44.4%	14 25.9%	4 7.4%	54
Live broadcast of a show from THE STATION THAT SENT YOU THIS SURVEY from a location in the community Count Row %	19 35.2%	20 37.0%	13 24.1%	2 3.7%	54
Totals Total Responses					54

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



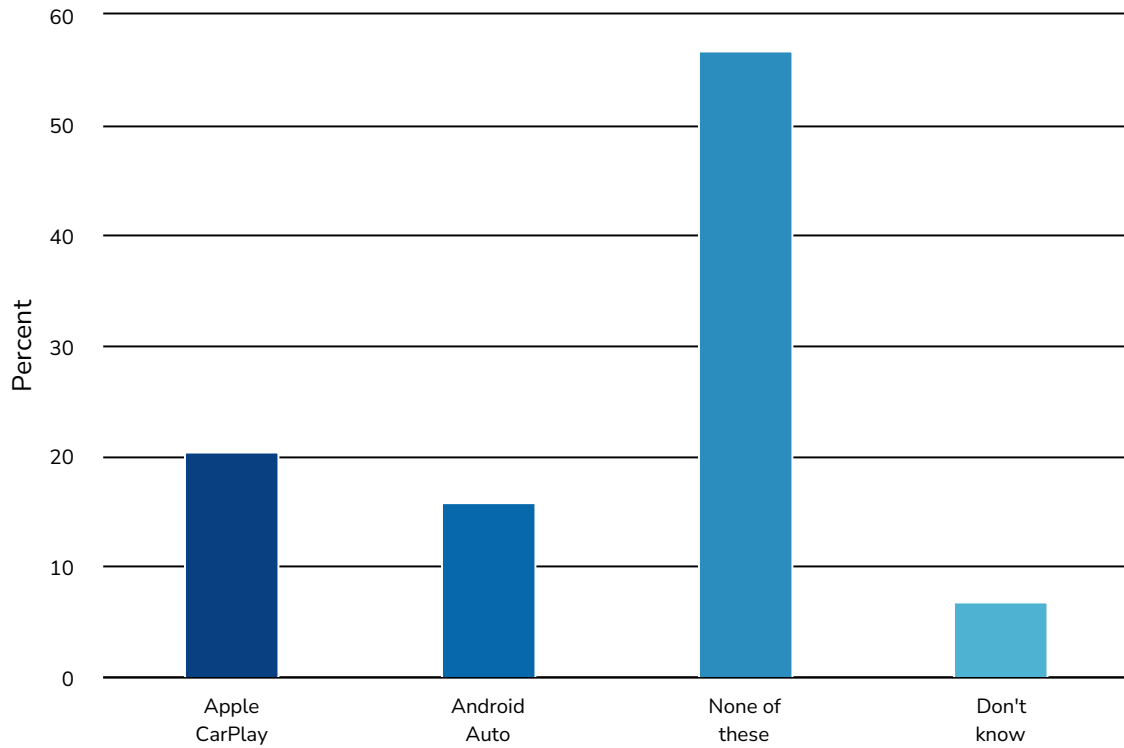
Value	Percent	Responses
All of it	11.1%	6
Most of it	25.9%	14
Half of it	7.4%	4
Less than half of it	33.3%	18
Hardly any	14.8%	8
None of it	5.6%	3
I am never in a car	1.9%	1

Totals: 54

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!

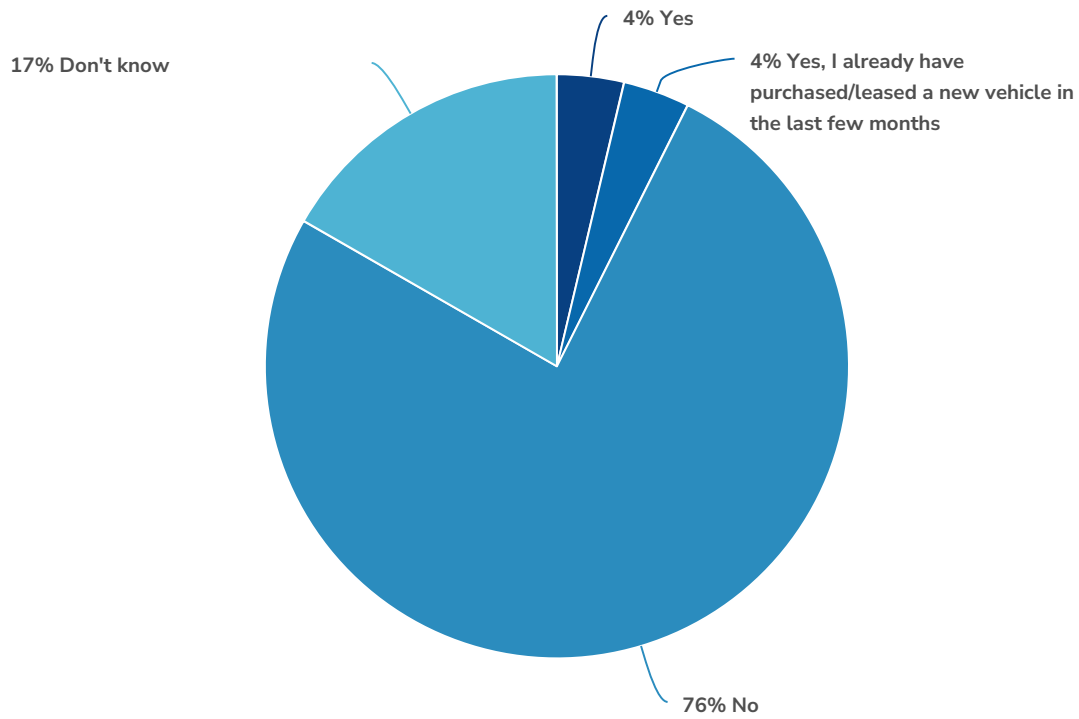
Item	Average	Min	Max	StdDev	Sum	Total Responses
AM/FM car radio	58.6	5.0	100.0	33.9	2,639.0	45
SiriusXM (satellite radio)	37.4	0.0	100.0	36.4	1,086.0	29
Music you own (CDs, hard drive, music on a mobile device, iPod, etc.)	17.1	0.0	60.0	18.4	360.0	21
Podcasts	14.7	0.0	80.0	23.6	220.0	15
Streaming audio (Spotify, this station's app, etc.)	26.8	0.0	100.0	33.7	510.0	19
Audio books	9.5	0.0	60.0	16.5	190.0	20
Other	19.7	0.0	100.0	33.7	295.0	15

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	20.5%	9
Android Auto	15.9%	7
None of these	56.8%	25
Don't know	6.8%	3

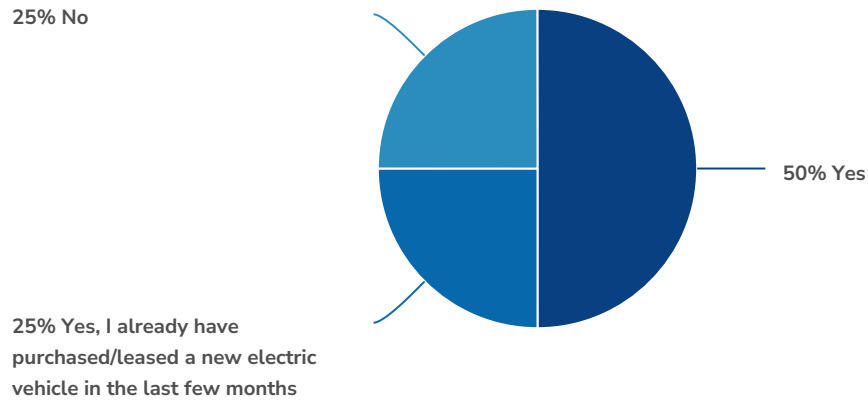
46. Are you personally planning on buying or leasing a new vehicle in the next 12 months?



Value	Percent	Responses
Yes	3.7%	2
Yes, I already have purchased/leased a new vehicle in the last few months	3.7%	2
No	75.9%	41
Don't know	16.7%	9

Totals: 54

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



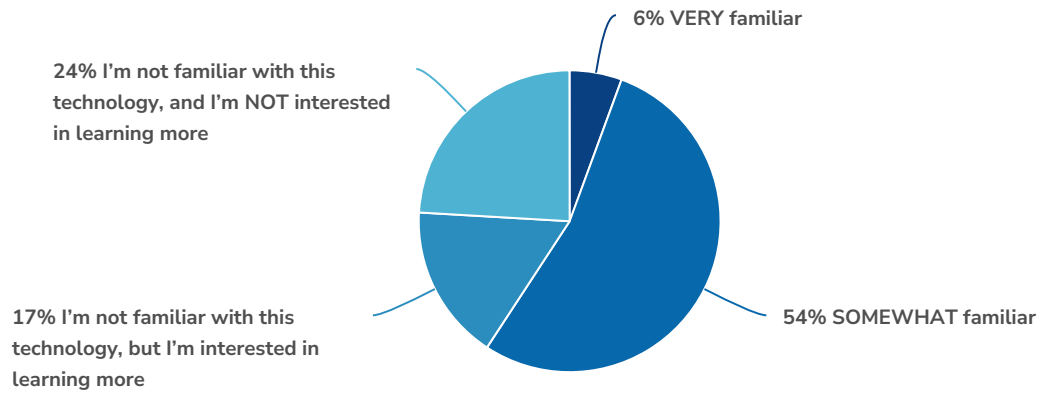
Value	Percent	Responses
Yes	50.0%	2
Yes, I already have purchased/leased a new electric vehicle in the last few months	25.0%	1
No	25.0%	1

Totals: 4

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 %	2 50.0%	2 50.0%	0 0.0%	0 0.0%	4
FM radio Count Row %	3 75.0%	1 25.0%	0 0.0%	0 0.0%	4
HD Radio Count Row %	1 25.0%	0 0.0%	2 50.0%	1 25.0%	4
SiriusXM (satellite radio) Count Row %	1 25.0%	0 0.0%	3 75.0%	0 0.0%	4
Smartphone connector (AUX IN) Count Row %	3 75.0%	0 0.0%	1 25.0%	0 0.0%	4
Bluetooth Count Row %	3 75.0%	0 0.0%	1 25.0%	0 0.0%	4
Apple CarPlay Count Row %	1 25.0%	1 25.0%	2 50.0%	0 0.0%	4
Android Auto Count Row %	1 25.0%	0 0.0%	3 75.0%	0 0.0%	4
In-dash navigation system Count Row %	4 100.0%	0 0.0%	0 0.0%	0 0.0%	4
Ability to use voice commands Count Row %	0 0.0%	3 75.0%	1 25.0%	0 0.0%	4
Totals Total Responses					4

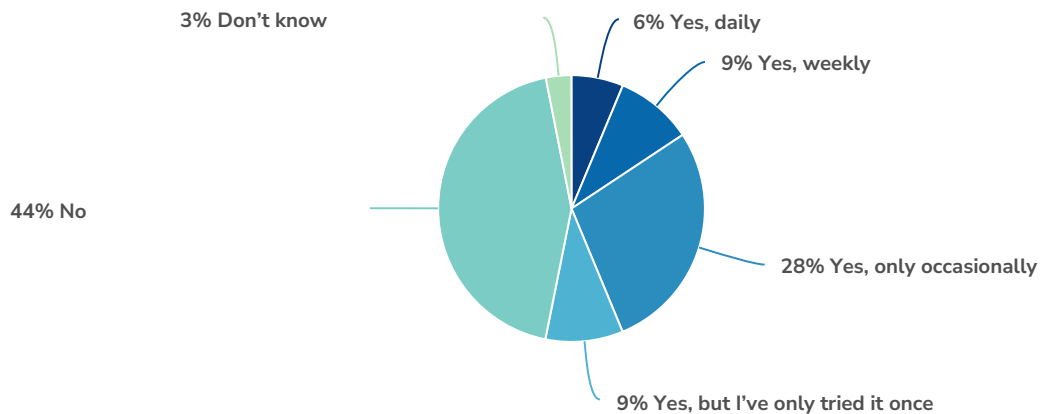
49. In general, how familiar are you with AI applications like “ChatGPT” and/or other forms of Artificial Intelligence?



Value	Percent	Responses
VERY familiar	5.6%	3
SOMEWHAT familiar	53.7%	29
I'm not familiar with this technology, but I'm interested in learning more	16.7%	9
I'm not familiar with this technology, and I'm NOT interested in learning more	24.1%	13

Totals: 54

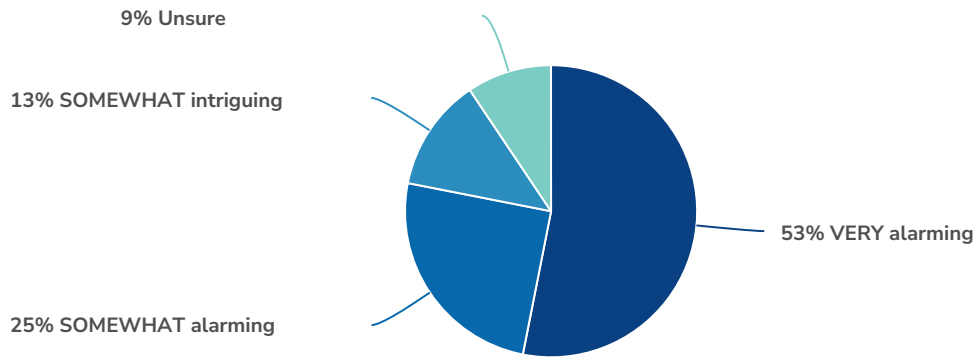
50. Do you use any AI platforms or applications for work/school/personal use?



Value	Percent	Responses
Yes, daily	6.3%	2
Yes, weekly	9.4%	3
Yes, only occasionally	28.1%	9
Yes, but I've only tried it once	9.4%	3
No	43.8%	14
Don't know	3.1%	1

Totals: 32

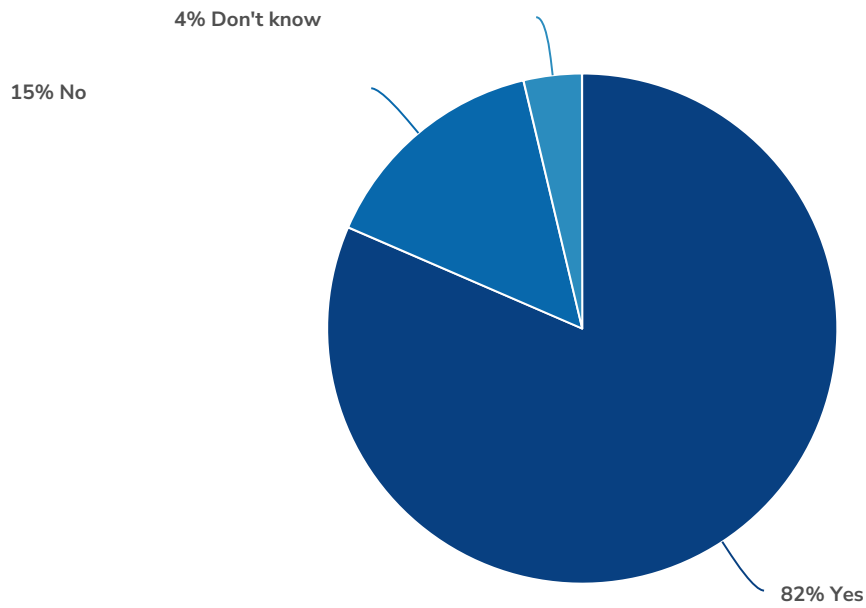
51. Based on what you know about “AI,” please tell us which best represents your opinion?"The rate at which AI is progressing is:"



Value	Percent	Responses
VERY alarming	53.1%	17
SOMEWHAT alarming	25.0%	8
SOMEWHAT intriguing	12.5%	4
Unsure	9.4%	3

Totals: 32

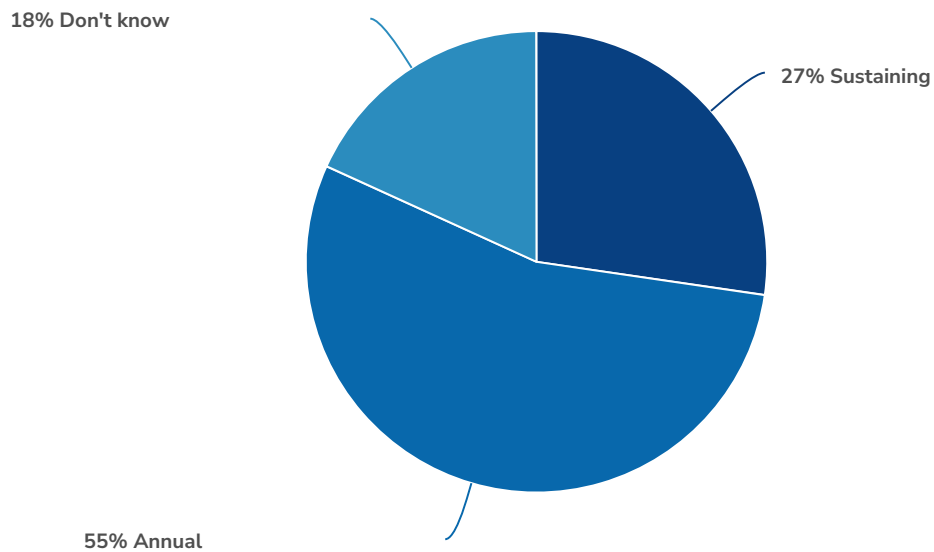
52. (THIS IS NOT A SOLICITATION) Are you currently a member of THE STATION THAT SENT YOU THIS SURVEY, and/or have you sent the station a financial contribution within the past year?



Value	Percent	Responses
Yes	81.5%	44
No	14.8%	8
Don't know	3.7%	2

Totals: 54

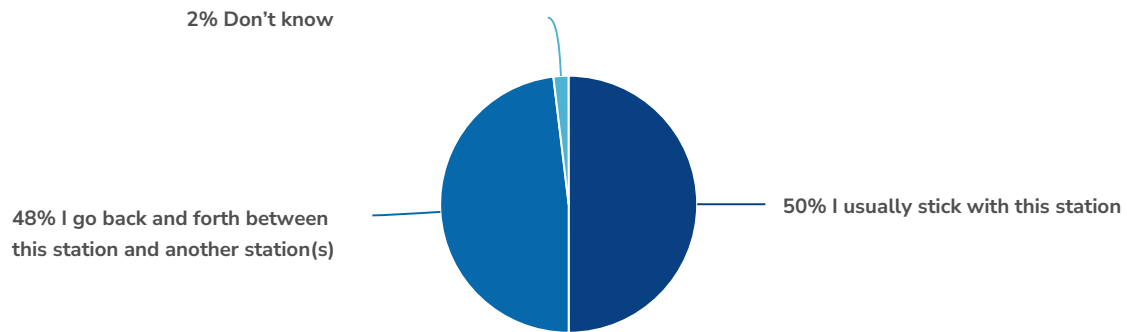
53. Are you a sustaining member or an annual member of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Sustaining	27.3% 	12
Annual	54.5% 	24
Don't know	18.2% 	8

Totals: 44

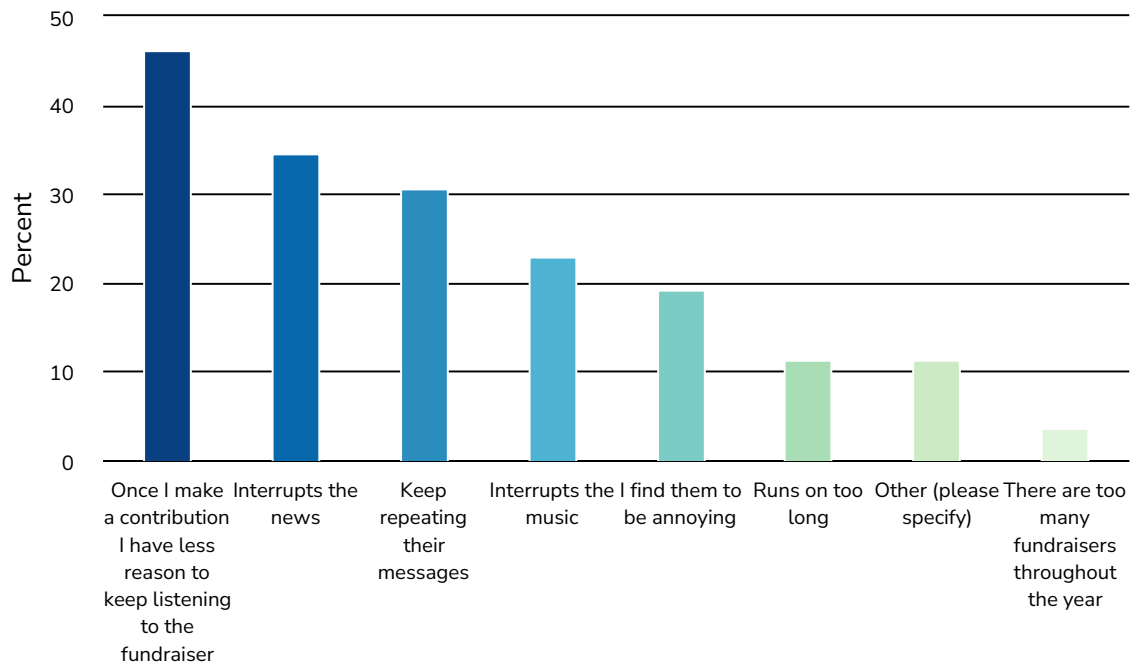
54. When THE STATION THAT SENT YOU THIS SURVEY is in a fundraising drive, which of the following best describes how you listen?



Value	Percent	Responses
I usually stick with this station	50.0%	27
I go back and forth between this station and another station(s)	48.1%	26
Don't know	1.9%	1

Totals: 54

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	46.2%	12
Interrupts the news	34.6%	9
Keep repeating their messages	30.8%	8
Interrupts the music	23.1%	6
I find them to be annoying	19.2%	5
Runs on too long	11.5%	3
Other (please specify)	11.5%	3
There are too many fundraisers throughout the year	3.8%	1

Other (please specify)**Count**

15 min pitch is a bit long

1

I already make a monthly contribution

1

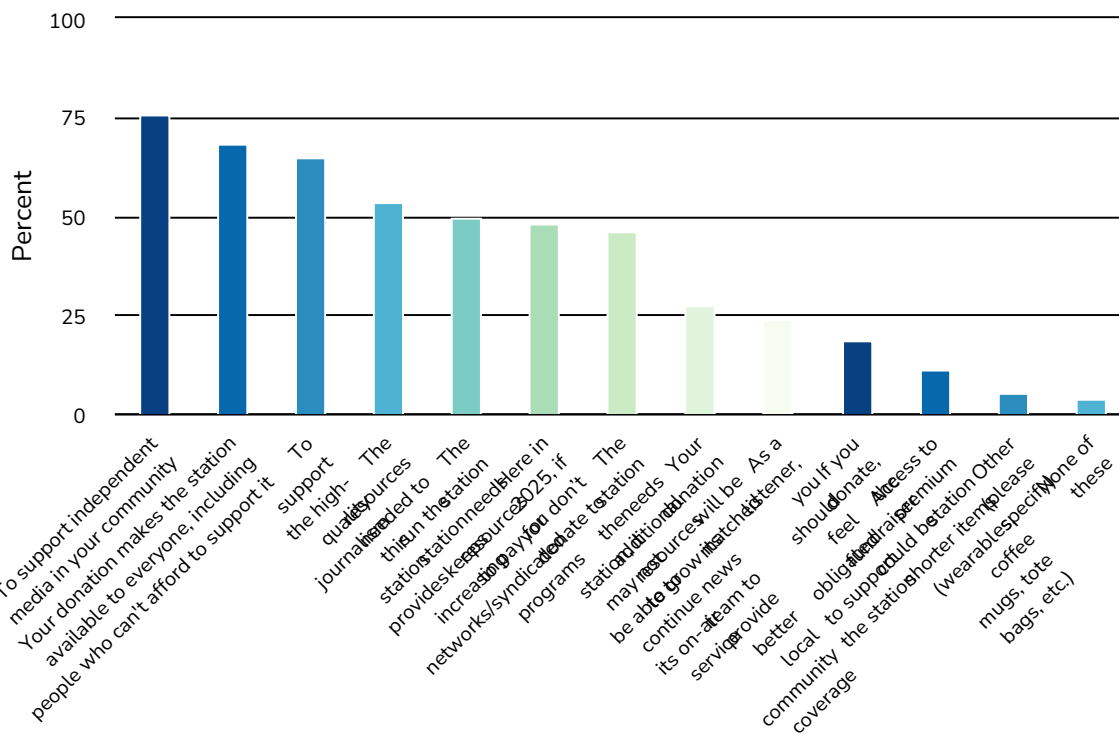
I switch between this station and the local NPR affiliate

1

Totals

3

56. Below is a list of appeals that THE STATION THAT SENT YOU THIS SURVEY might make during its fundraising efforts – which of these are most likely to impact your decision to make a financial contribution to the station? (MARK ALL THAT APPLY)



Value	Percent	Responses
To support independent media in your community	75.9%	41
Your donation makes the station available to everyone, including people who can't afford to support it	68.5%	37
To support the high-quality journalism this station provides	64.8%	35
The resources needed to run the station keeps increasing	53.7%	29
The station needs resources to pay for networks/syndicated programs	50.0%	27
Here in 2025, if you don't donate to the station, it may not be able to continue its on-air service	48.1%	26
The station needs additional resources to grow its news team to provide better local community coverage	46.3%	25
Your donation will be matched	27.8%	15
As a listener, you should feel obligated to support the station	24.1%	13
If you donate, the fundraiser could be shorter	18.5%	10
Access to premium station items (wearables, coffee mugs, tote bags, etc.)	11.1%	6
Other (please specify)	5.6%	3
None of these	3.7%	2

Other (please specify)

Count

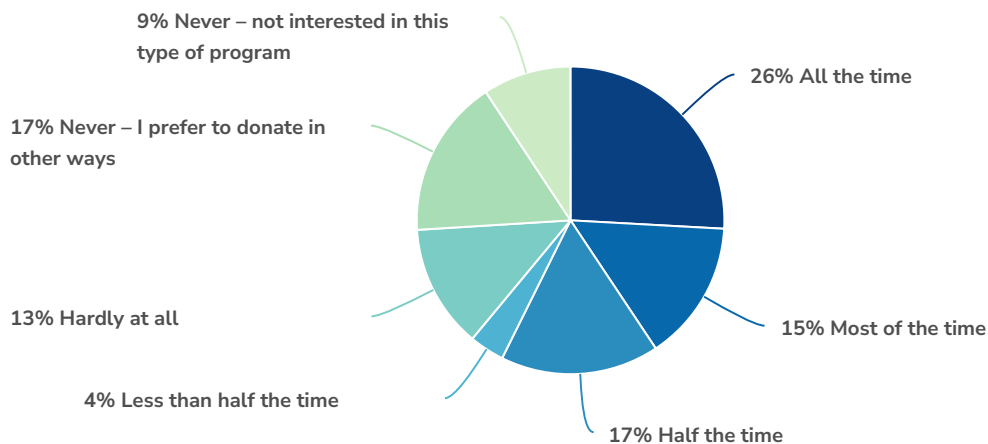
Because other listeners don't contribute, even though they could. 1

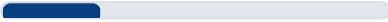
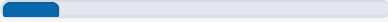
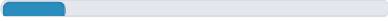
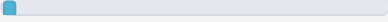
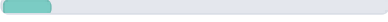
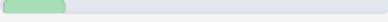
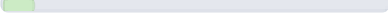
I don't typically donate in response to fundraising appeals. We donate each year as we can. 1

Only place to get unbiased world news 1

Totals 3

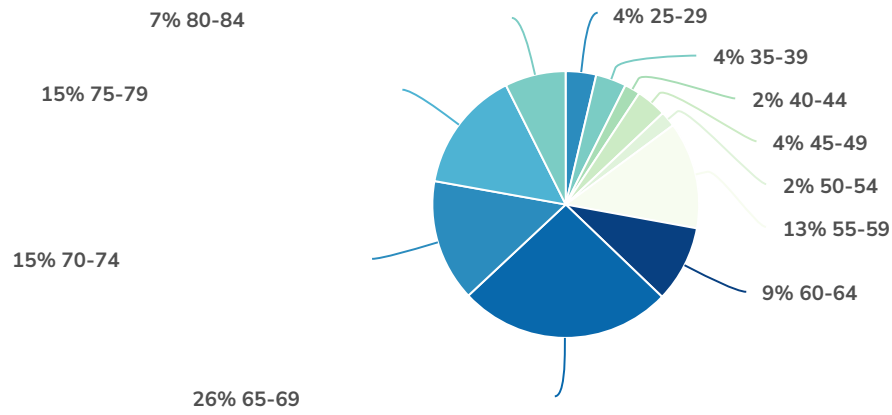
57. Some non-profit organizations make donation arrangements with retail chain stores in their community (grocery stores, hardware stores, etc.) for shoppers to “round up” their purchase to the next dollar. For example if the bill comes to \$3.25 it gets “rounded up” to the next dollar to \$4.00, with 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	25.9% 	14
Most of the time	14.8% 	8
Half the time	16.7% 	9
Less than half the time	3.7% 	2
Hardly at all	13.0% 	7
Never – I prefer to donate in other ways	16.7% 	9
Never – not interested in this type of program	9.3% 	5

Totals: 54

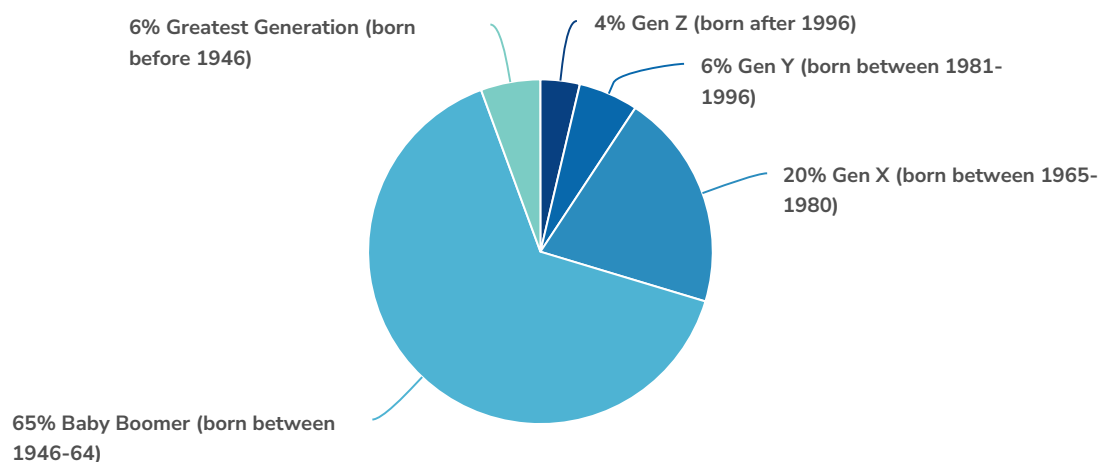
58. Now, just a few questions about you. In which of the following age categories do you fall?



Value	Percent	Responses
25-29	3.7%	2
35-39	3.7%	2
40-44	1.9%	1
45-49	3.7%	2
50-54	1.9%	1
55-59	13.0%	7
60-64	9.3%	5
65-69	25.9%	14
70-74	14.8%	8
75-79	14.8%	8
80-84	7.4%	4

Totals: 54

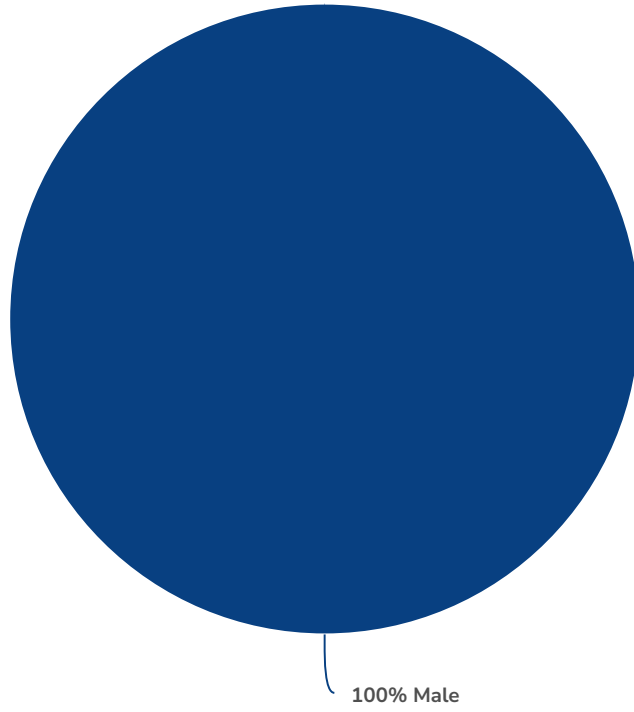
59. Into which of these generational groups do you fall?



Value	Percent	Responses
Gen Z (born after 1996)	3.7%	2
Gen Y (born between 1981-1996)	5.6%	3
Gen X (born between 1965-1980)	20.4%	11
Baby Boomer (born between 1946-64)	64.8%	35
Greatest Generation (born before 1946)	5.6%	3

Totals: 54

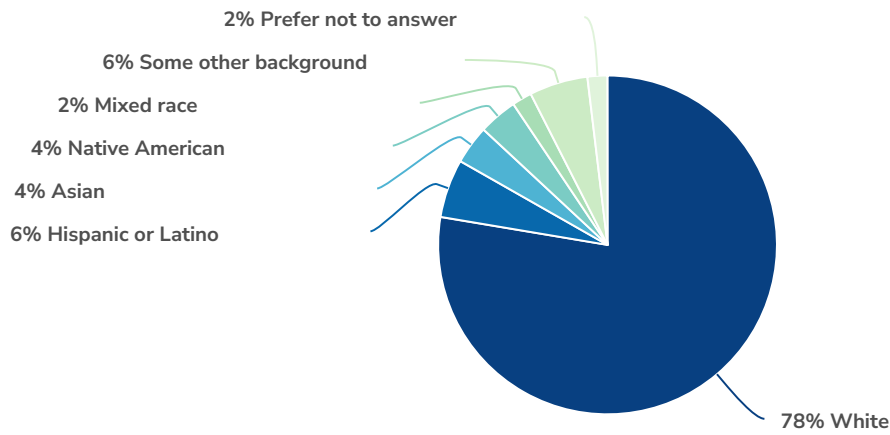
60. What is your gender?



Value	Percent	Responses
Male	100.0%	54

Totals: 54

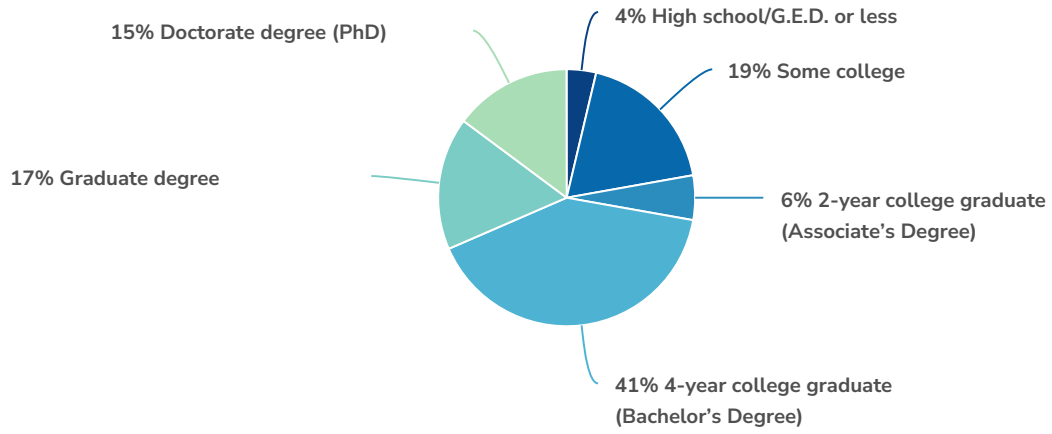
61. Which of the following best describes you?



Value	Percent	Responses
White	77.8%	42
Hispanic or Latino	5.6%	3
Asian	3.7%	2
Native American	3.7%	2
Mixed race	1.9%	1
Some other background	5.6%	3
Prefer not to answer	1.9%	1

Totals: 54

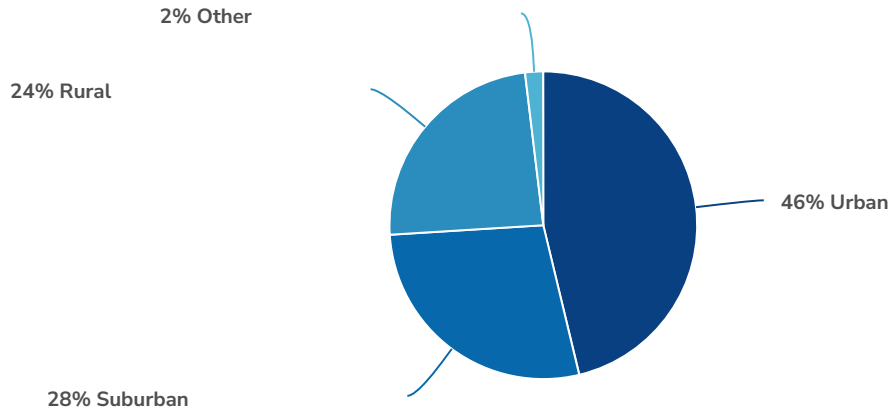
62. For classification purposes, what is the last year of education you have completed?



Value	Percent	Responses
High school/G.E.D. or less	3.7%	2
Some college	18.5%	10
2-year college graduate (Associate's Degree)	5.6%	3
4-year college graduate (Bachelor's Degree)	40.7%	22
Graduate degree	16.7%	9
Doctorate degree (PhD)	14.8%	8

Totals: 54

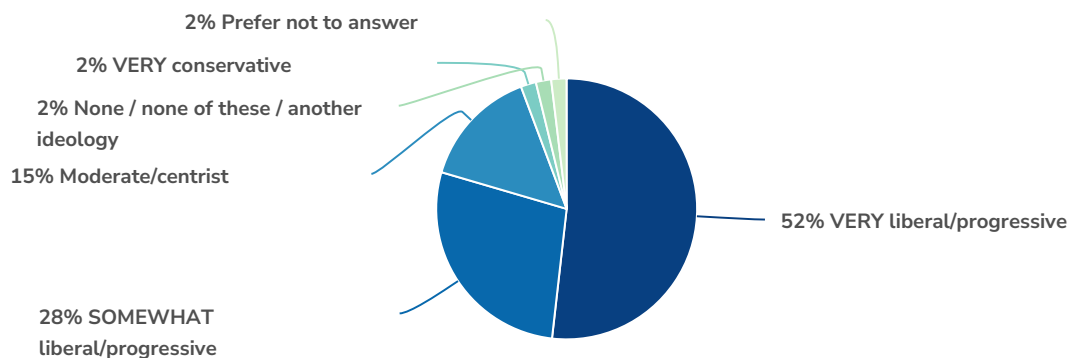
63. Which of the following best describes the location of your primary residence?



Value	Percent	Responses
Urban	46.3%	25
Suburban	27.8%	15
Rural	24.1%	13
Other	1.9%	1

Totals: 54

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



Value	Percent	Responses
VERY liberal/progressive	51.9%	28
SOMEWHAT liberal/progressive	27.8%	15
Moderate/centrist	14.8%	8
VERY conservative	1.9%	1
None / none of these / another ideology	1.9%	1
Prefer not to answer	1.9%	1

Totals: 54