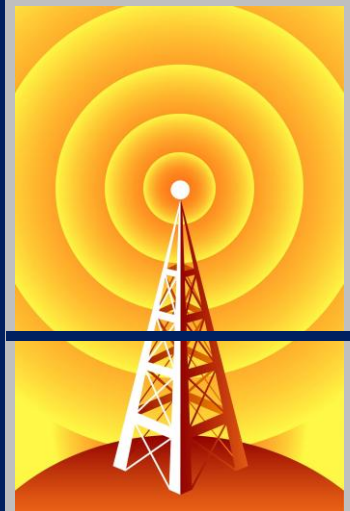




public radio techsurvey 2025

KFCF-FM Local Station Data

Defunding, Donations, and Digital





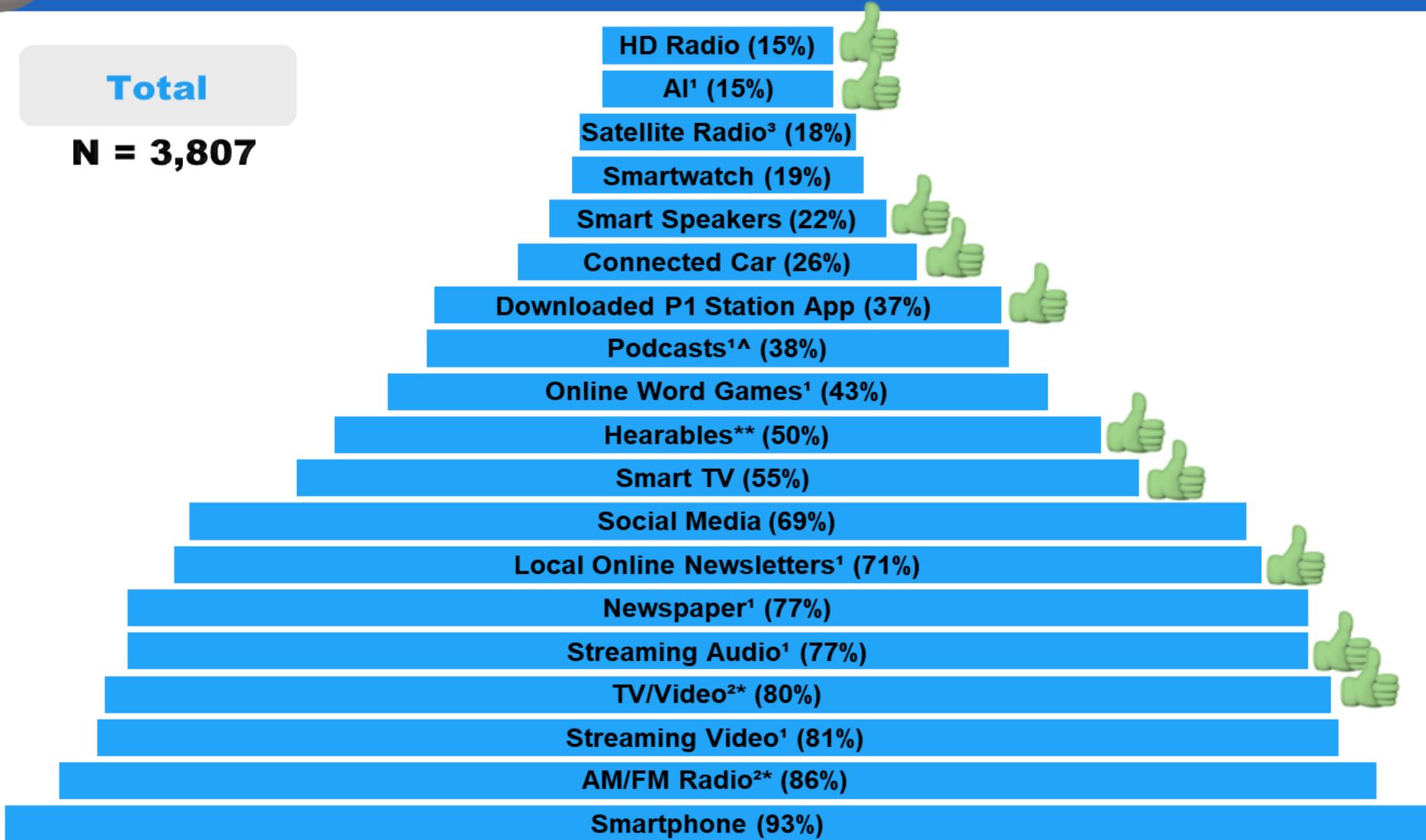
Media Usage Pyramids



Media Pyramid 2025

Total

N = 3,807



Total NFCB 2024
12%
7%
17%
18%
20%
22%
33%

43%
48%
52%
70%
68%
77%
73%
77%
82%
85%
93%

¹ Weekly or more ² 1+ hour per day ³ Paid & trial users *Any platform/device **Wireless headphones/earbuds ^Wording change



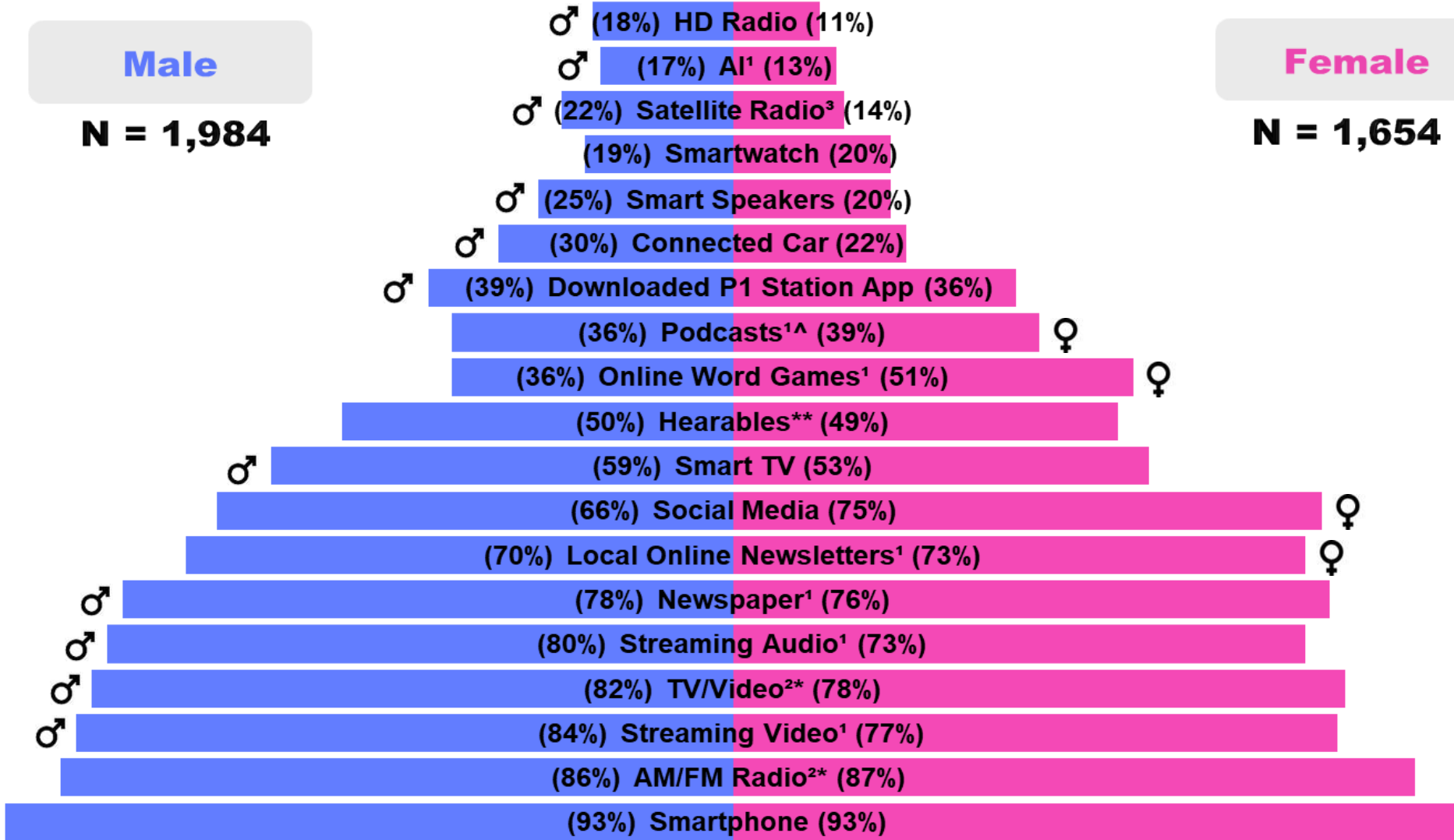
Media Pyramid 2025

Male

N = 1,984

Female

N = 1,654



¹ Weekly or more ² 1+ hour per day ³ Paid & trial users *Any platform/device **Wireless headphones/earbuds ^Wording change



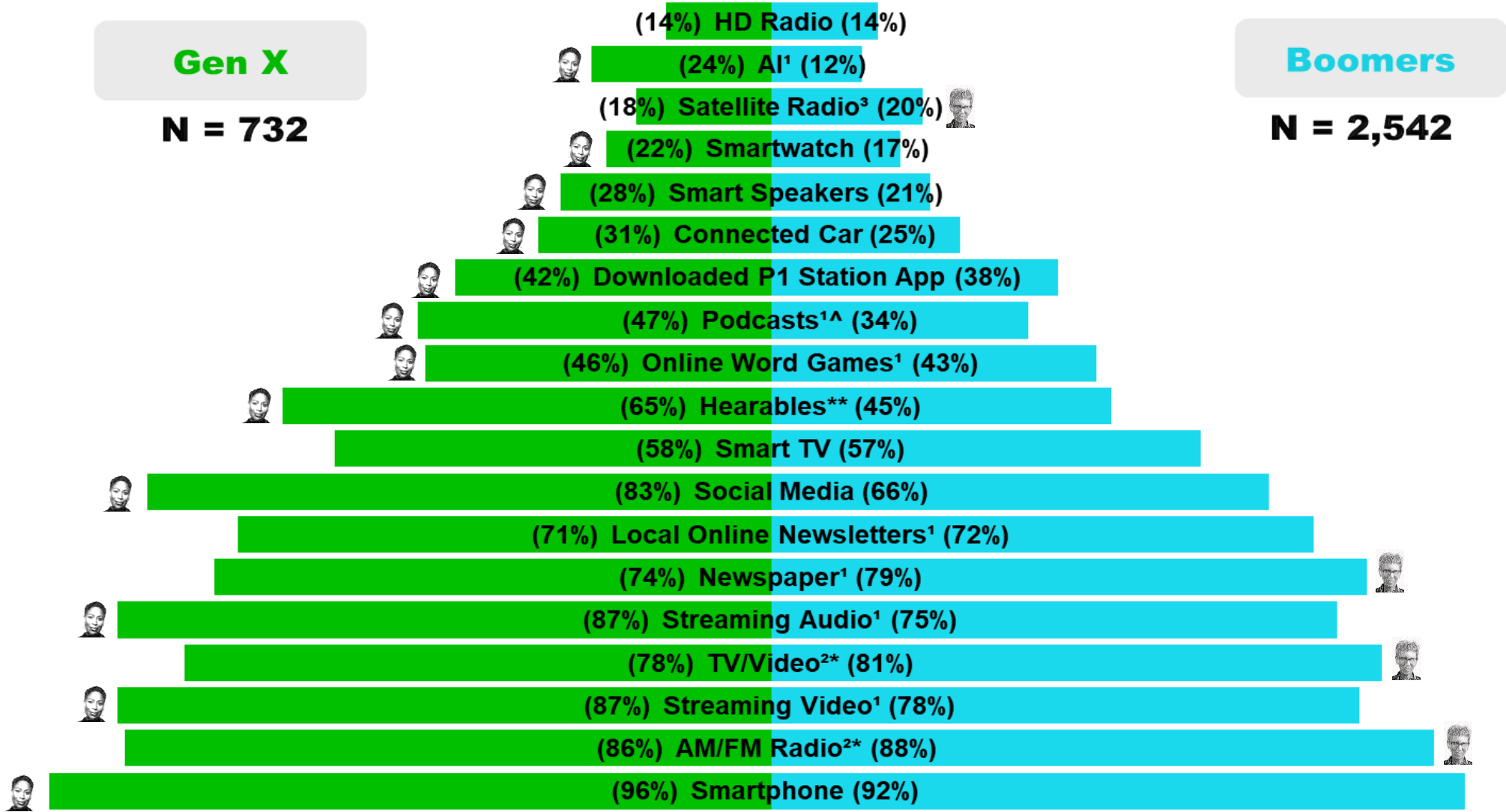
Media Pyramid 2025

Gen X

N = 732

Boomers

N = 2,542



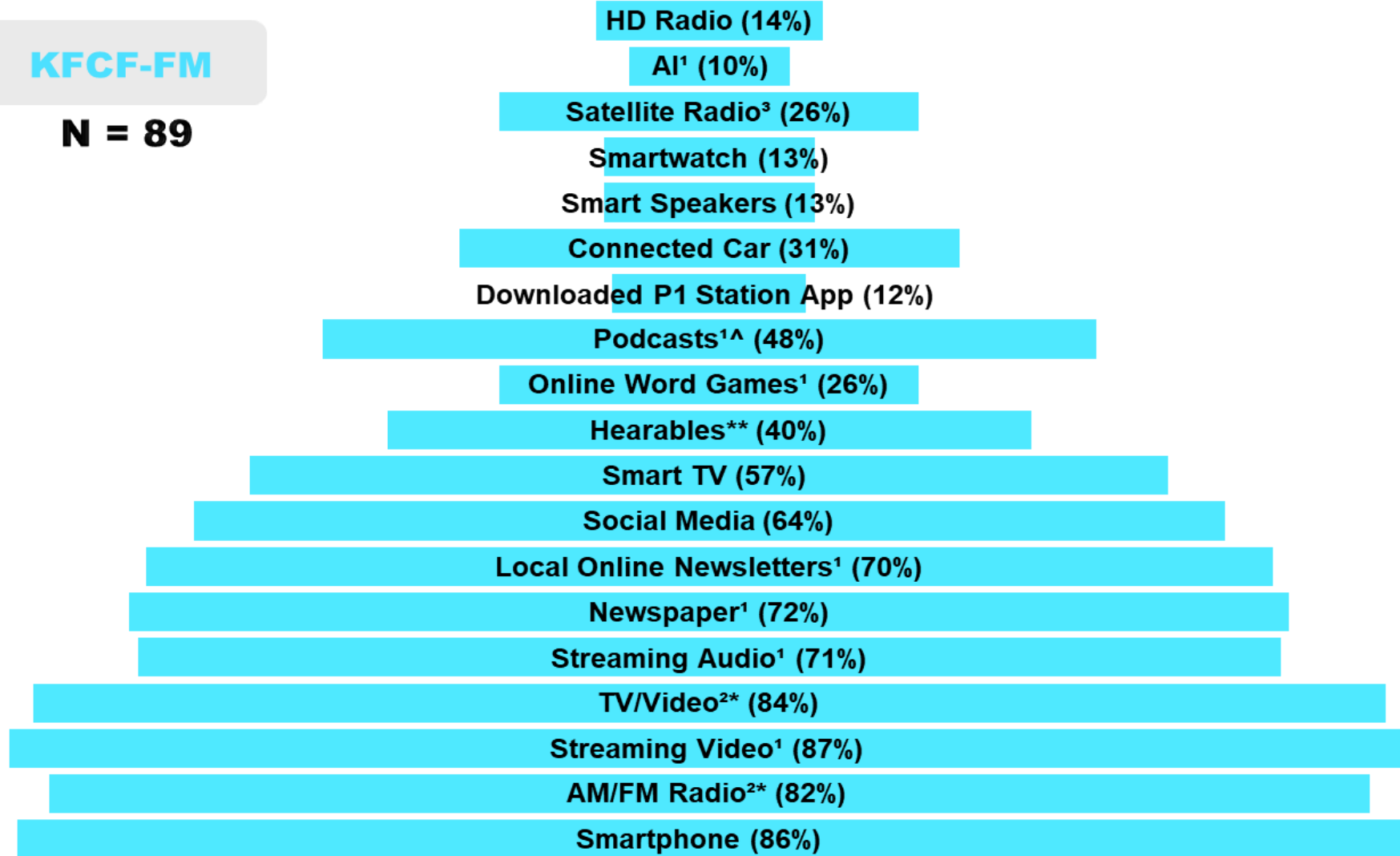
¹ Weekly or more ² 1+ hour per day ³ Paid & trial users *Any platform/device **Wireless headphones/earbuds ^Wording change



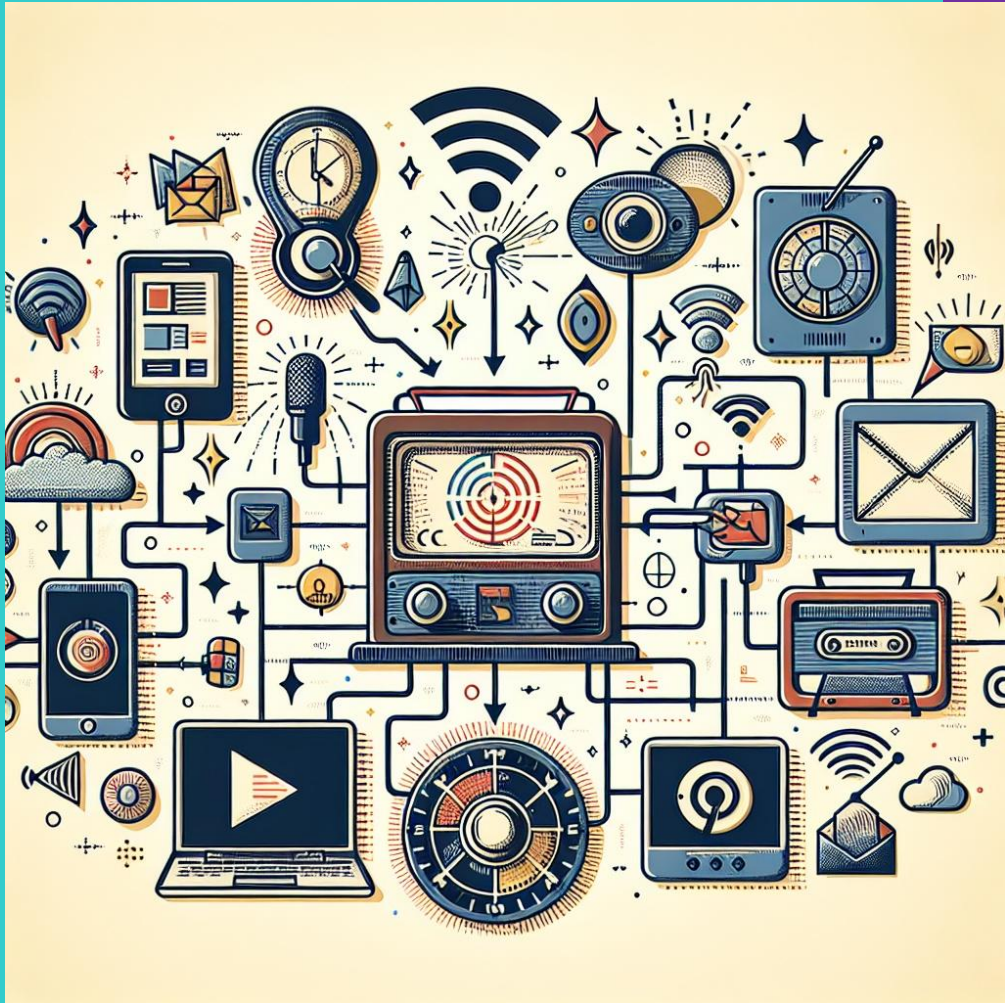
Media Pyramid 2025

KFCF-FM

N = 89



¹ Weekly or more ² 1+ hour per day ³ Paid & trial users *Any platform/device **Wireless headphones/earbuds ^Wording change



Meeting the Audience Where They Are

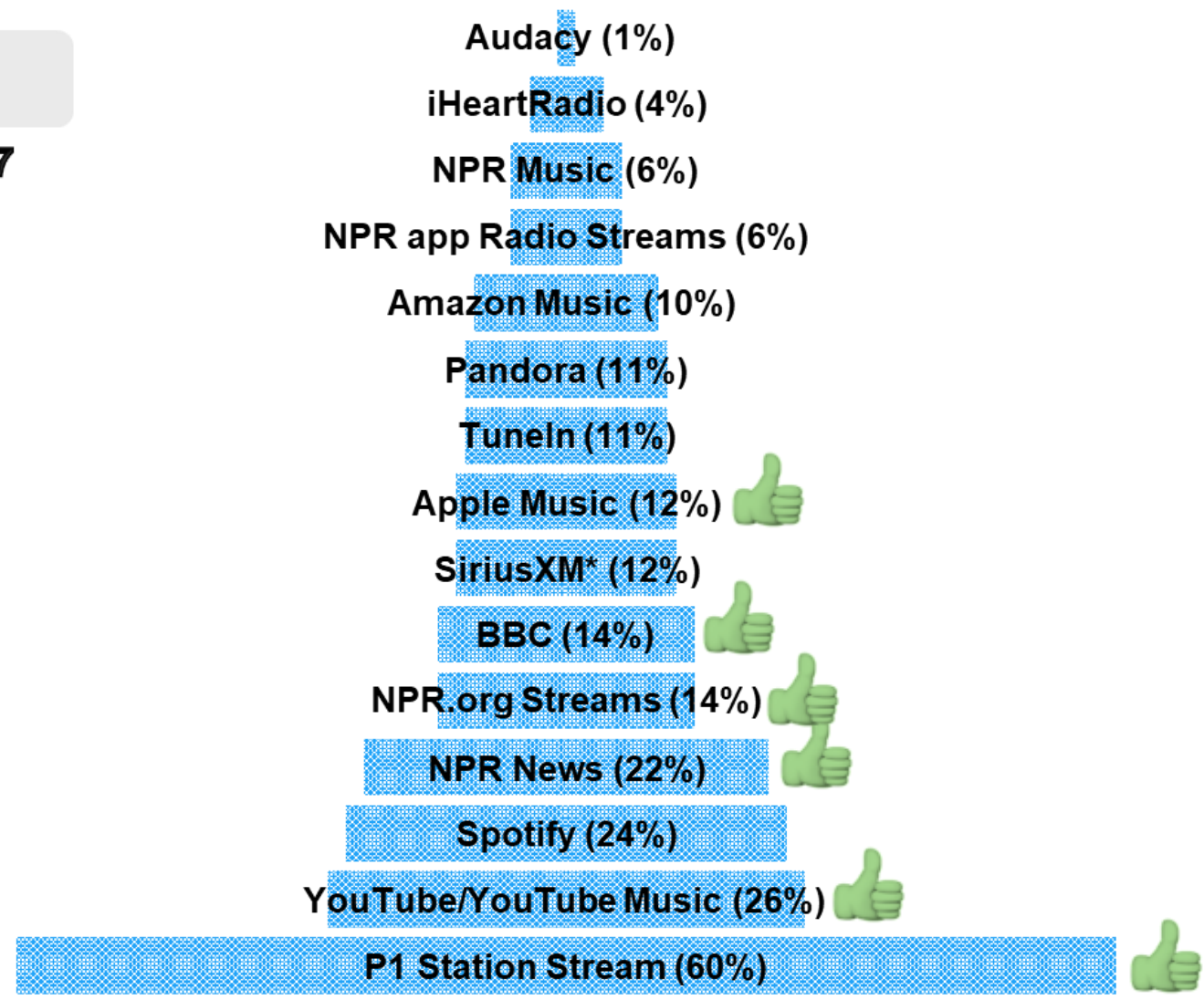
NEW



Streaming Audio Brand Pyramid 2025

Total

N = 3,807



Total NFCB 2024

4%
5%
5%
9%
11%
10%
10%
11%
11%
11%
16%
25%
22%
56%

All weekly streaming use *SiriusXM mobile app/smart speakers

NEW



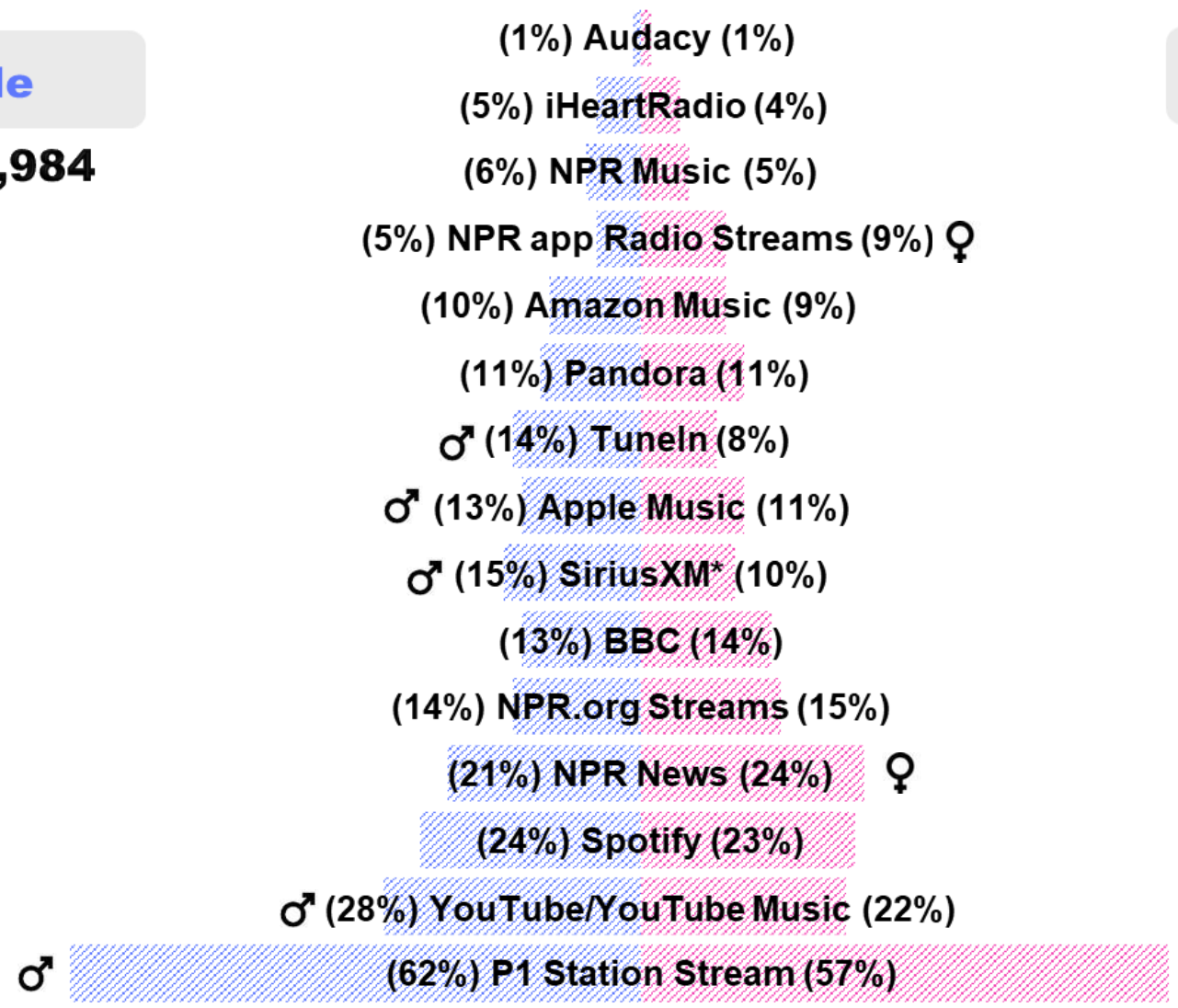
Streaming Audio Brand Pyramid 2025

Male

N = 1,984

Female

N = 1,654



All weekly streaming use *SiriusXM mobile app/smart speakers

NEW



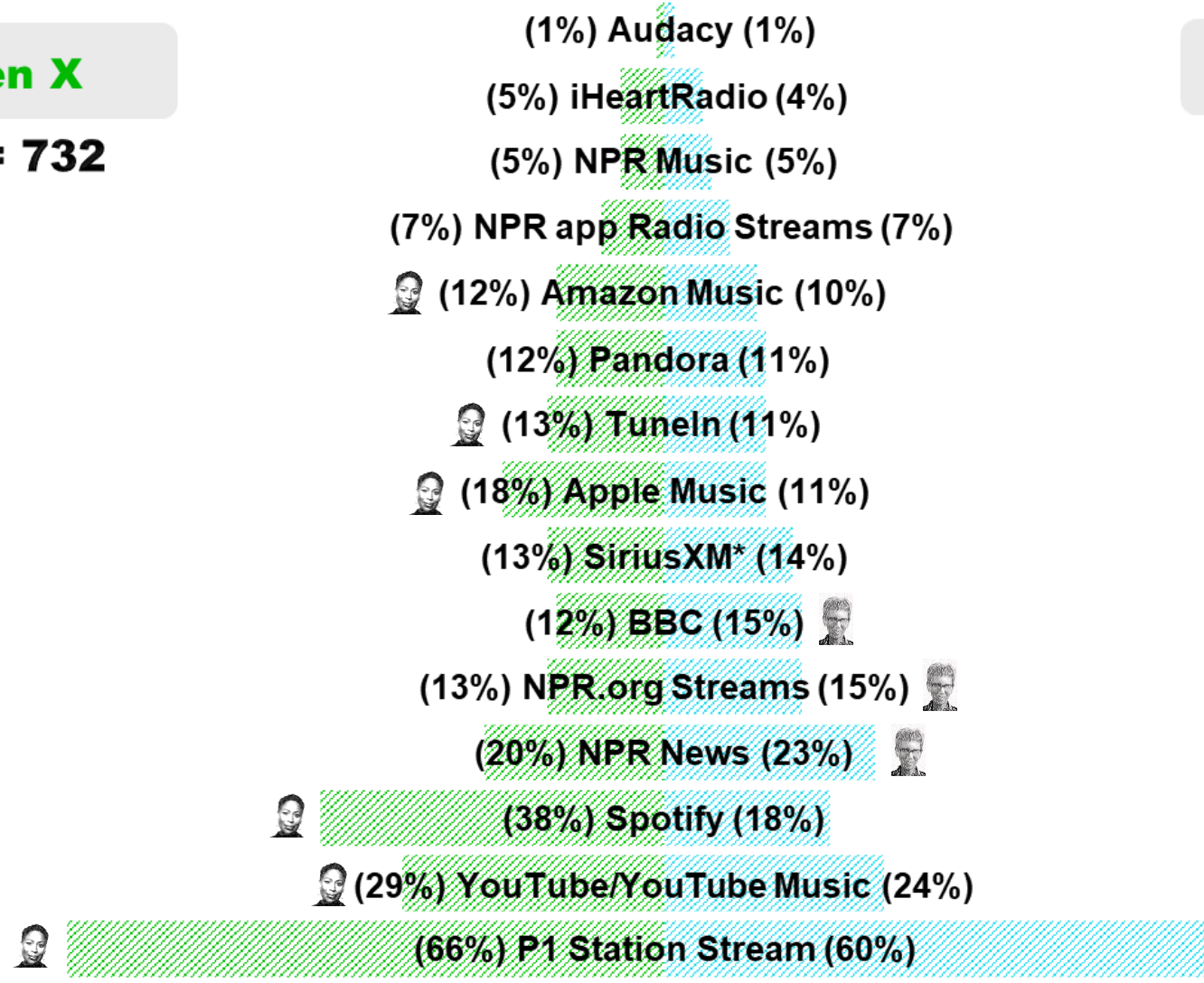
Streaming Audio Brand Pyramid 2025

Gen X

N = 732

Boomers

N = 2,542



All weekly streaming use *SiriusXM mobile app/smart speakers

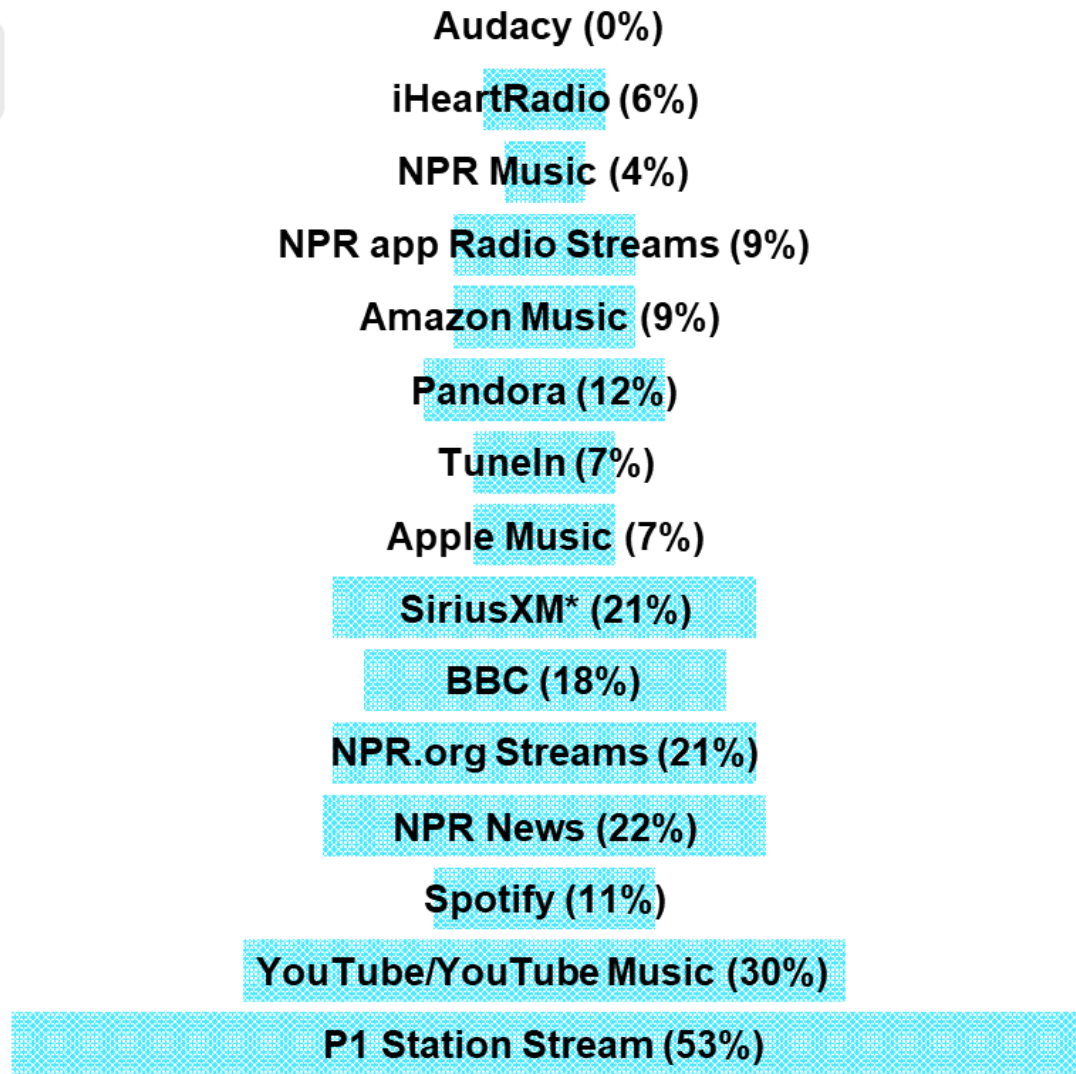
NEW



Streaming Audio Brand Pyramid 2025

KFCF-FM

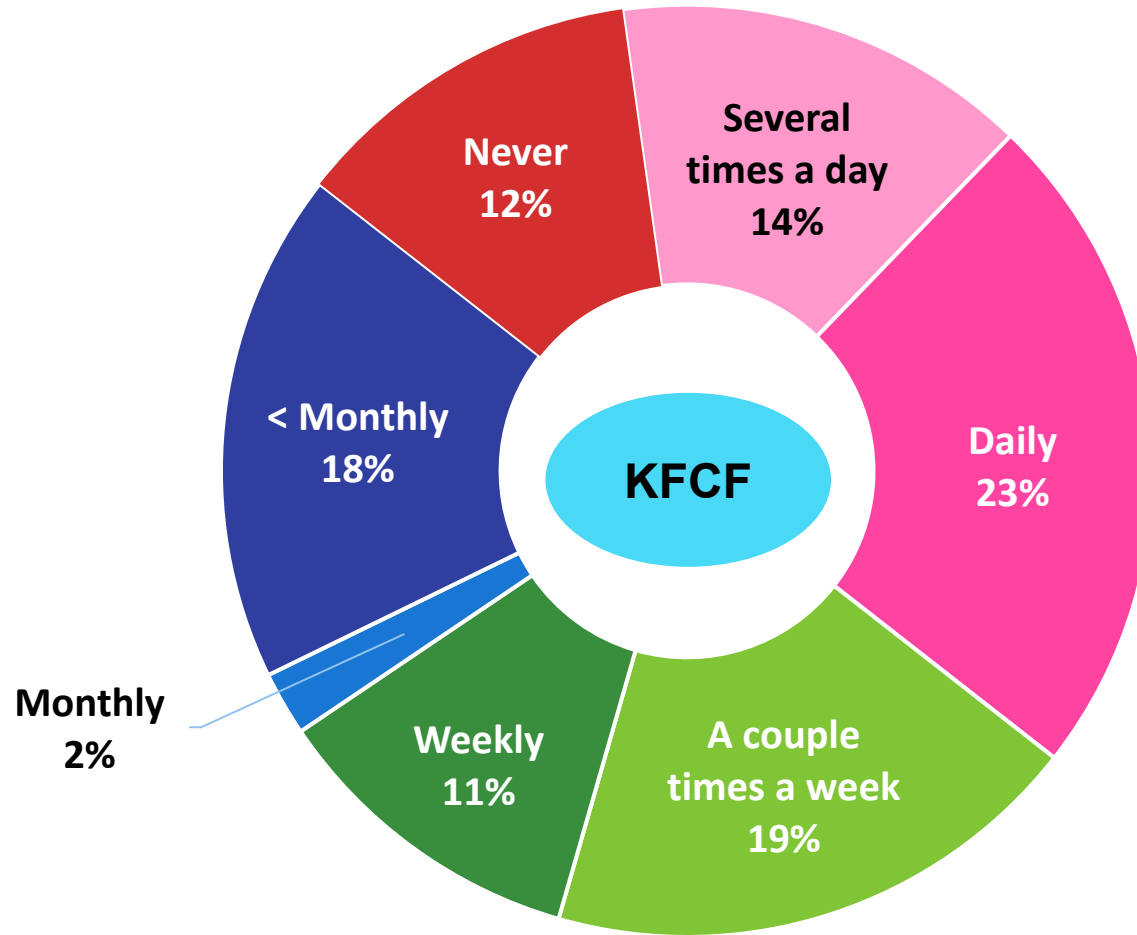
N = 89



All weekly streaming use *SiriusXM mobile app/smart speakers

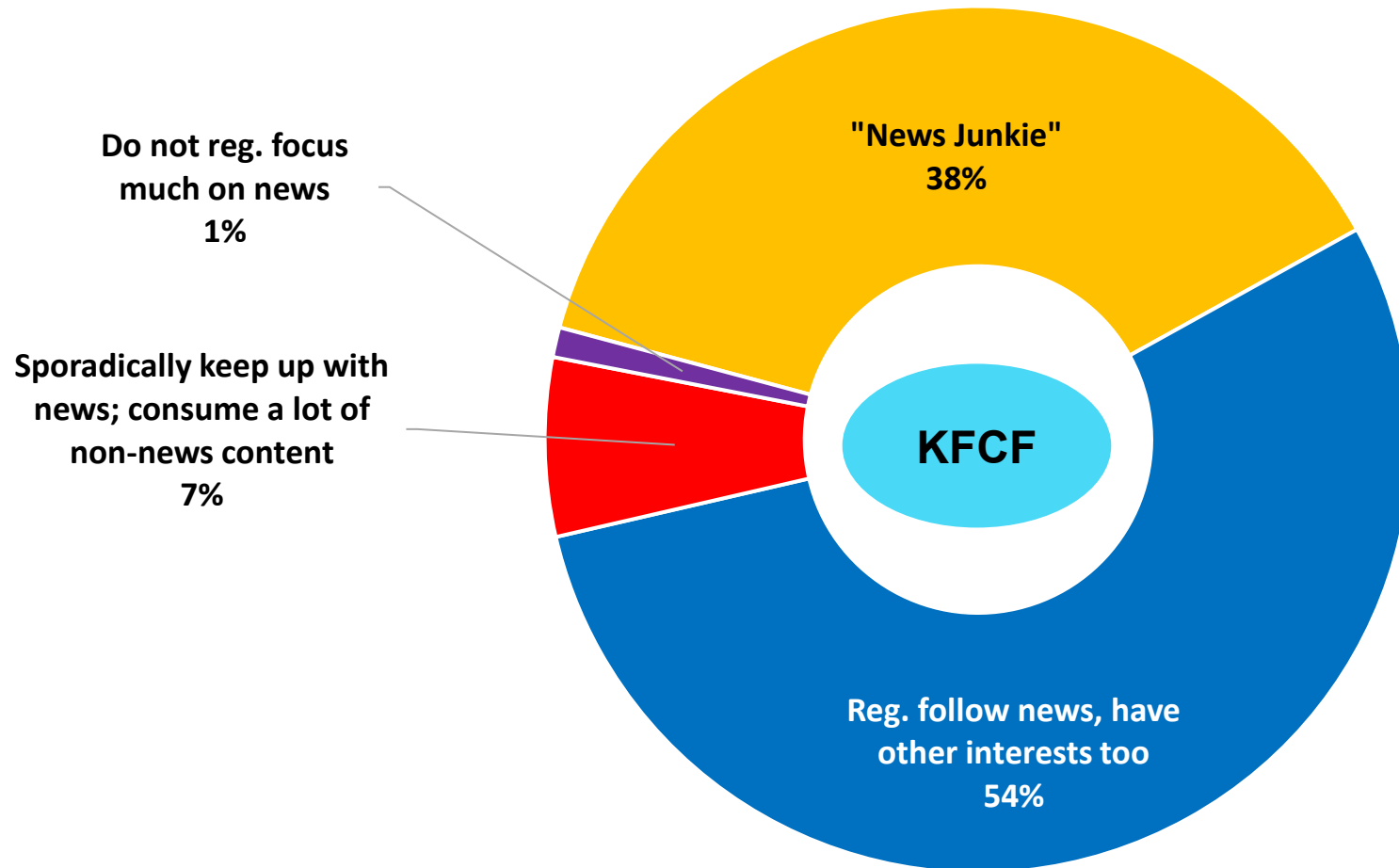


“Many platforms (including social media) post short videos about all sorts of things (news and events, entertainment, DIY, comedy, pop culture, etc.). How often do you watch short videos when you’re online, using a mobile phone, etc.?”



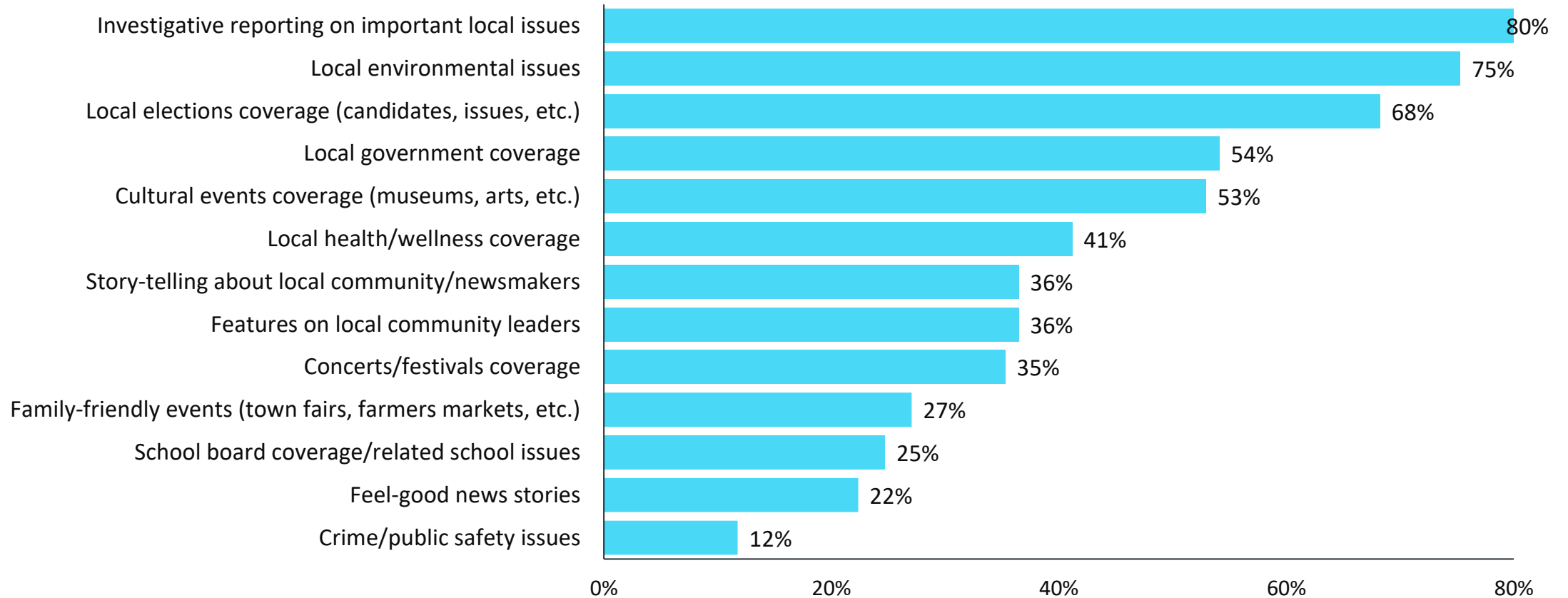
NEW

“Which of the following best describes how much you are ‘into’ news/information?”



“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.”

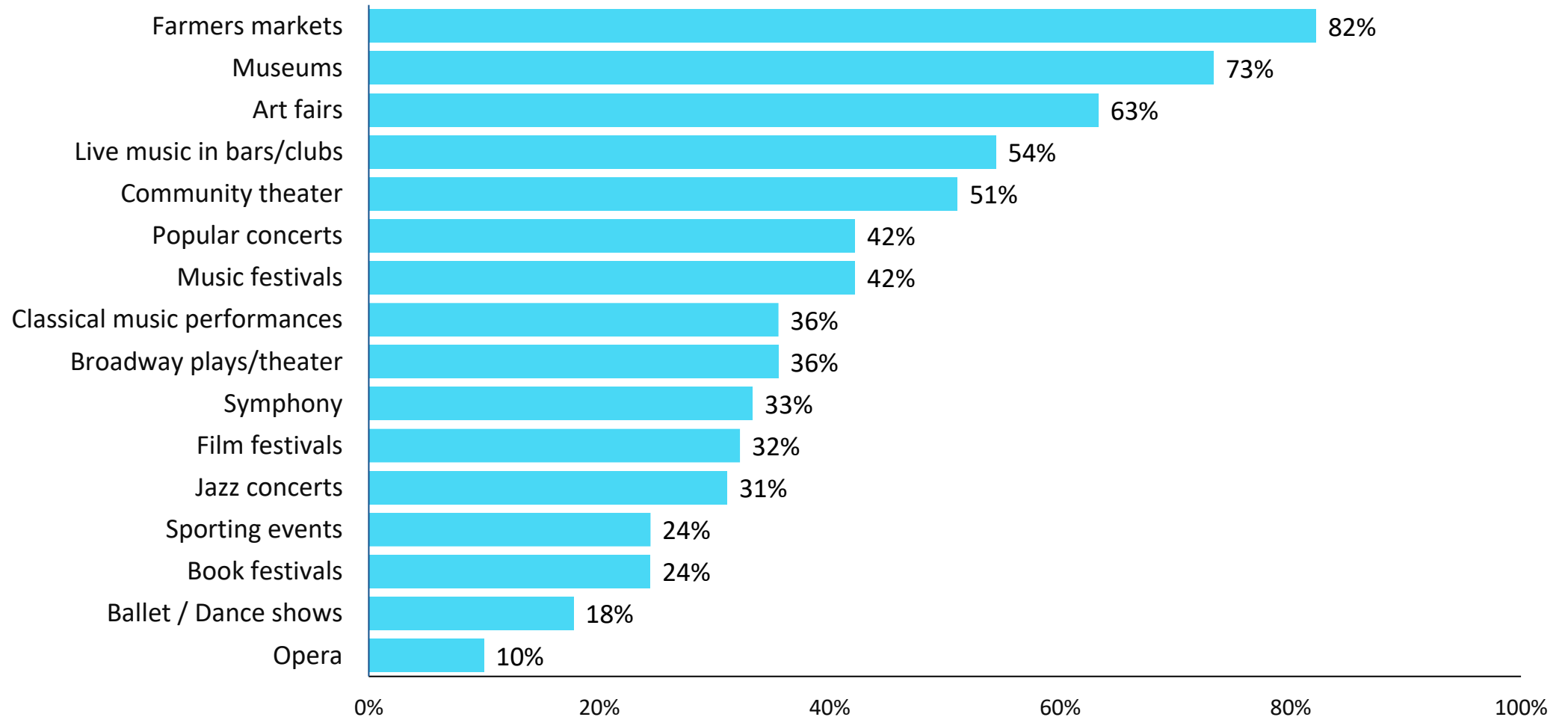
% “Very Interested” in Hearing Each Local News/Events/Happenings Coverage Presented By **KFCF**



Among those very/somewhat interested in local news/events/happenings coverage presented by **KFCF**



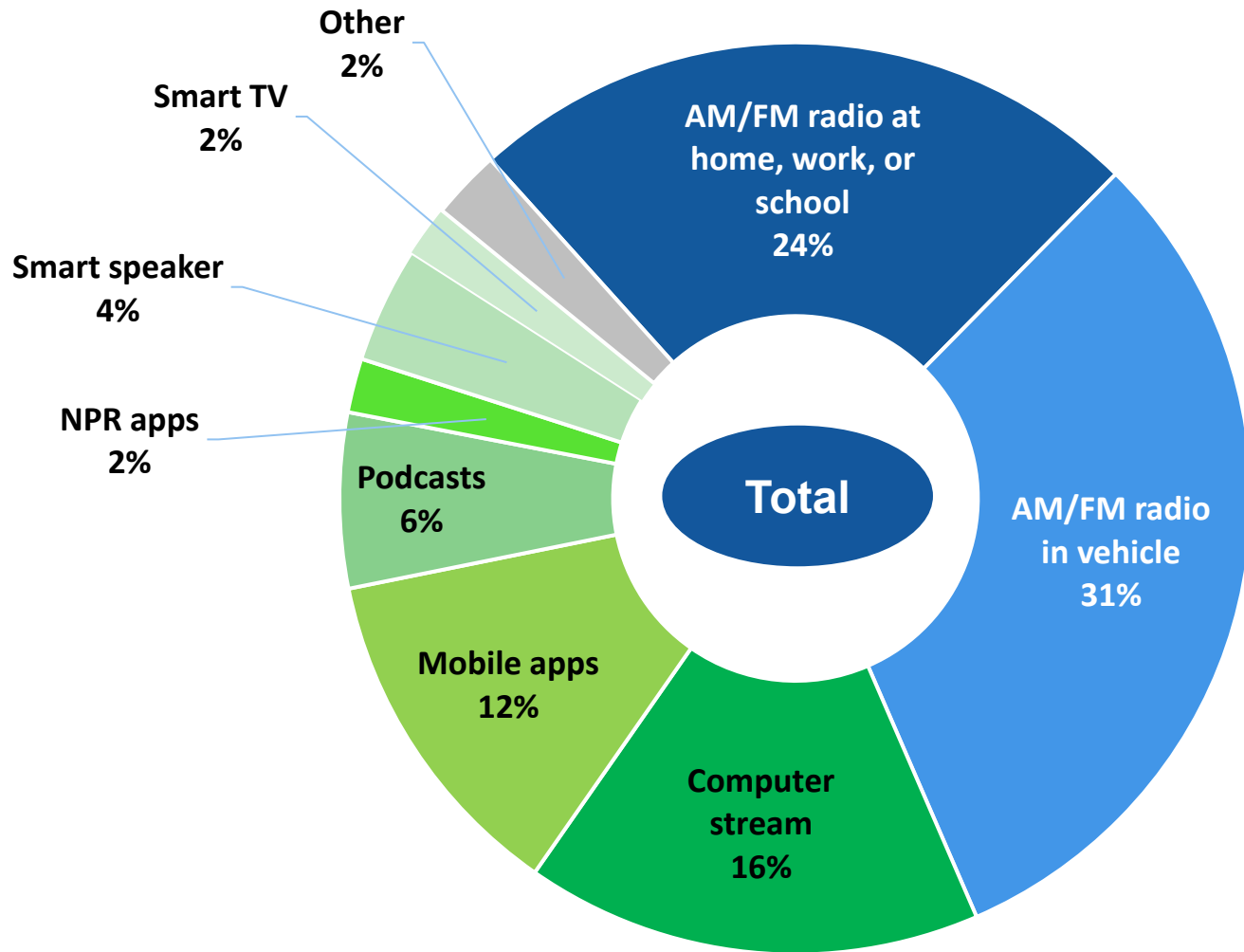
In a TYPICAL YEAR, % of *KFCF* Respondents Who Attend Each Event/Venue/Place at Least Once or Twice a Year





P1 Station Listening Platforms

P1 Station Listening Platforms

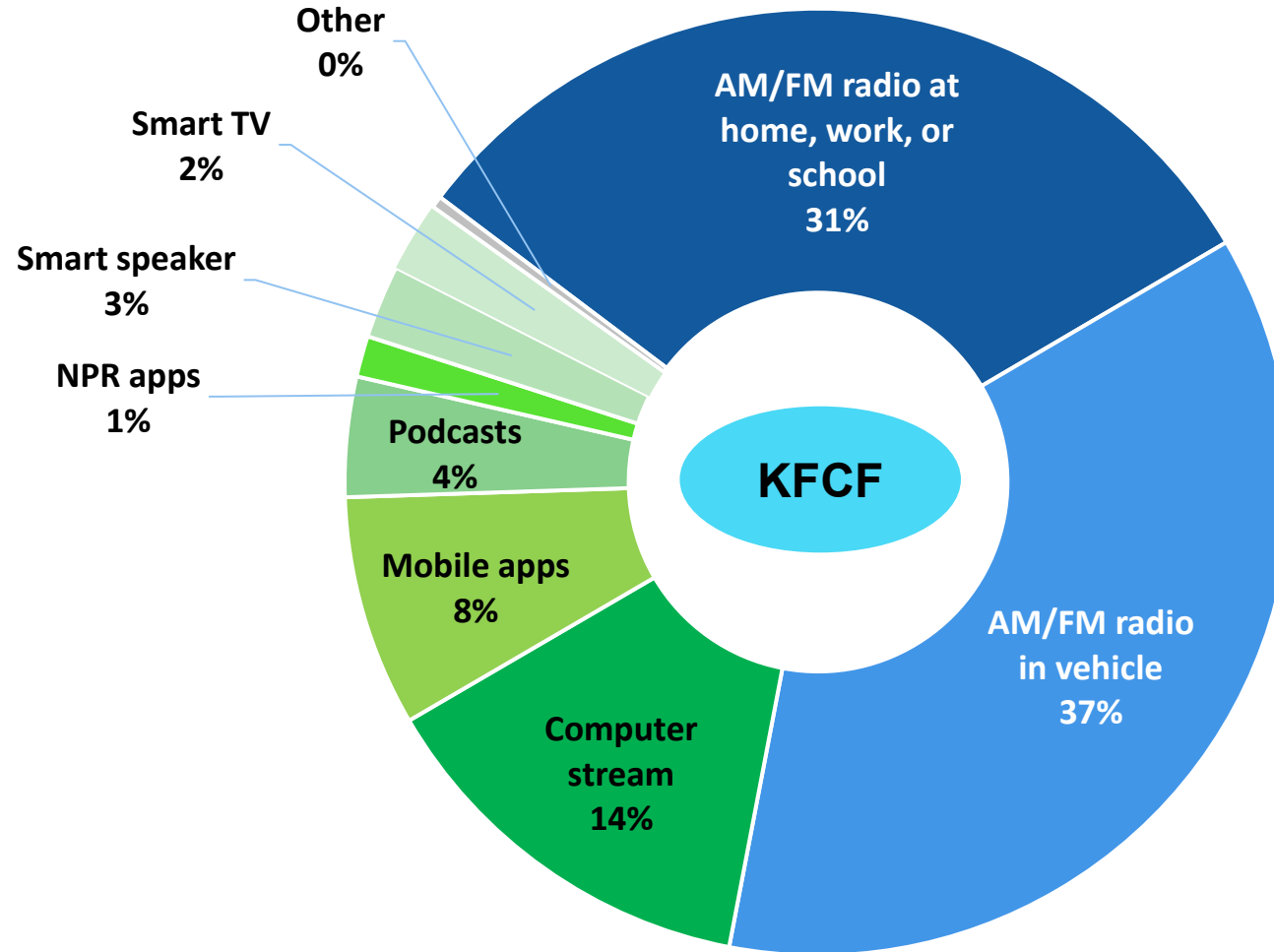


Broadcast – 55%
Digital – 42%

NFCB PRTS 2024
Broadcast – 58%
Digital – 39%

% of time spent with P1 station with each platform in a typical week

P1 Station Listening Platforms



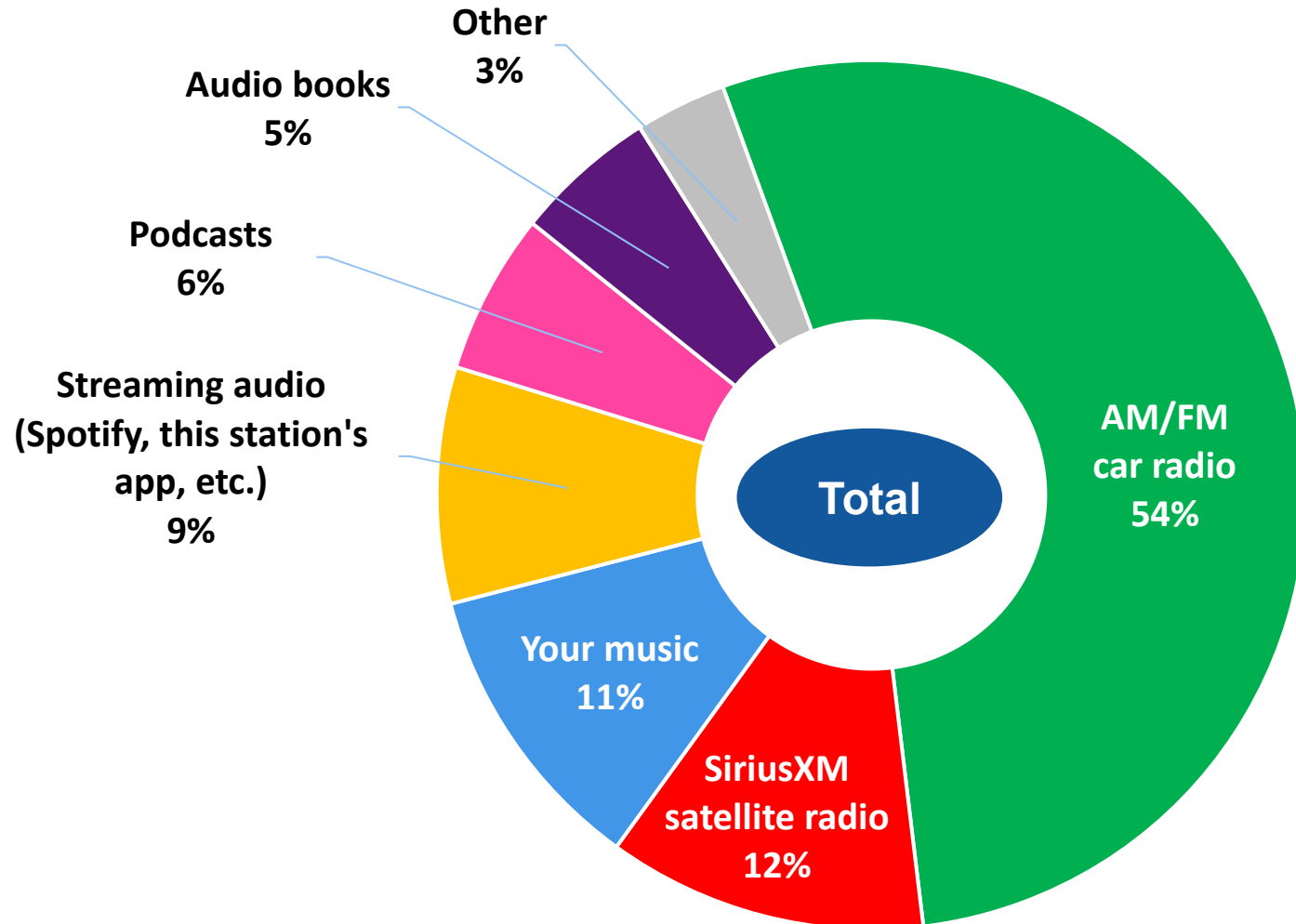
Broadcast – 68%
Digital – 32%

% of time spent with P1 station with each platform in a typical week



In-Car Audio

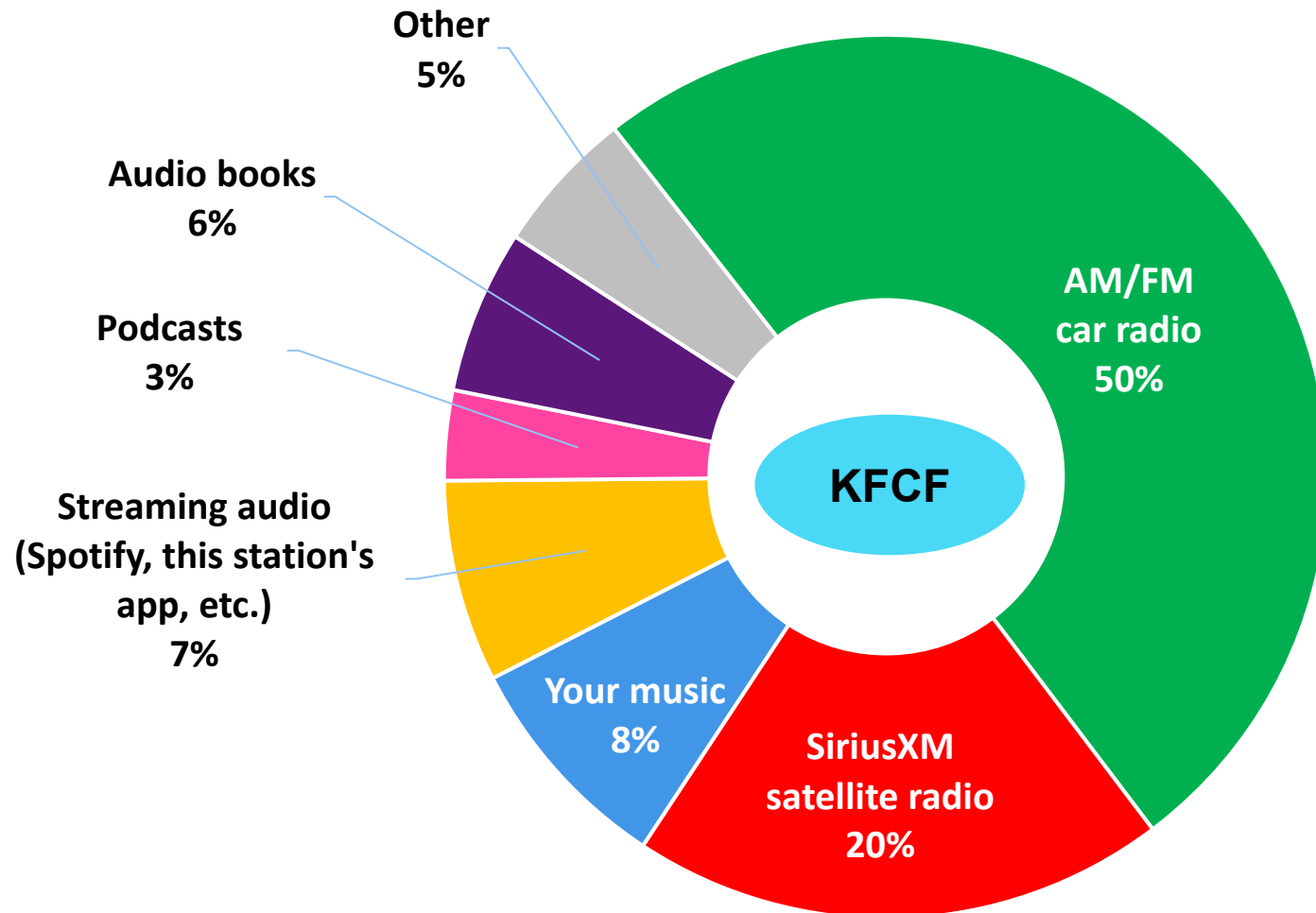
In-Car Audio Usage



AM/FM Car Radio – 54%
Other Audio – 43%

% of time spent in a car with each source on an average weekday

In-Car Audio Usage



AM/FM Car Radio – 50%
Other Audio – 44%

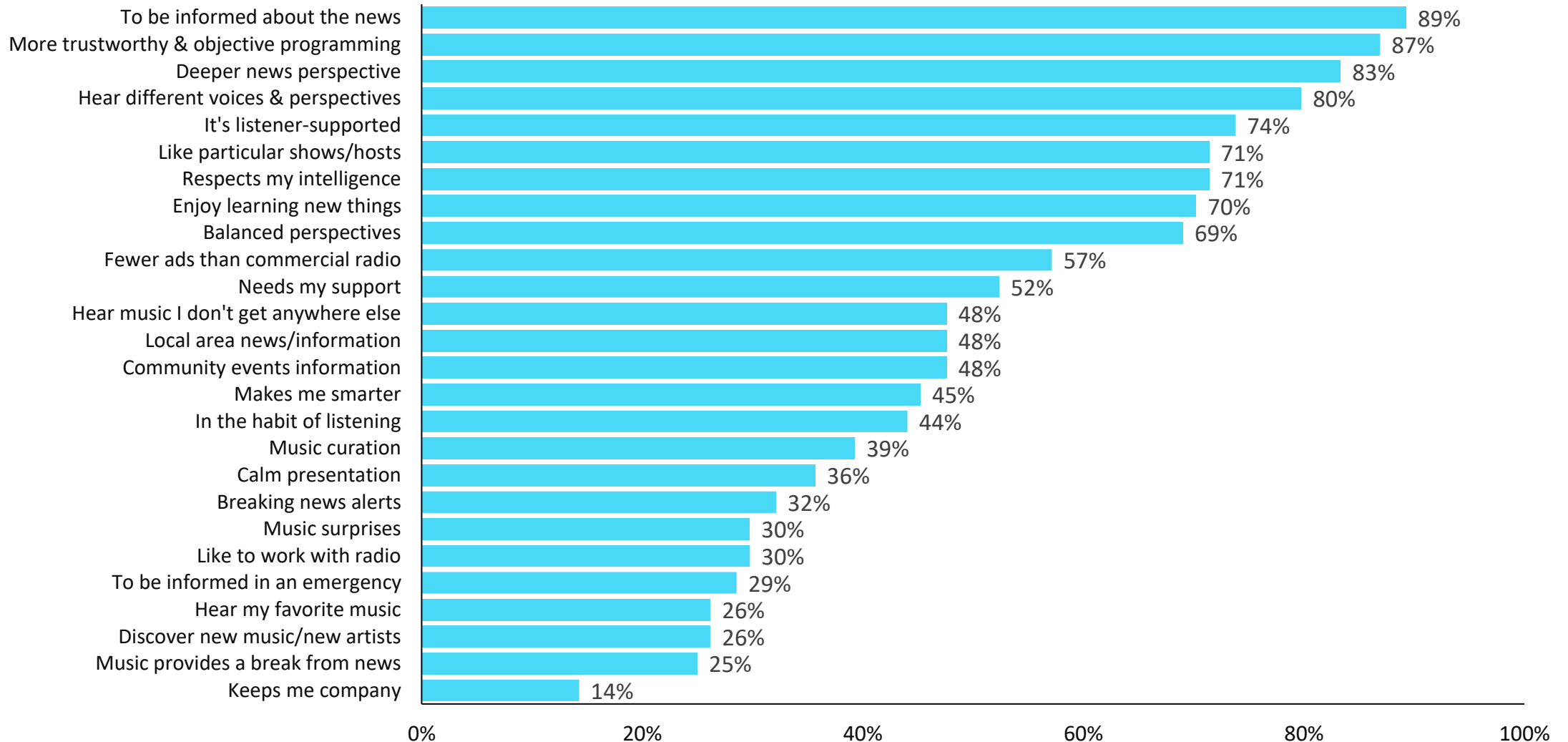
% of time spent in a car with each source on an average weekday



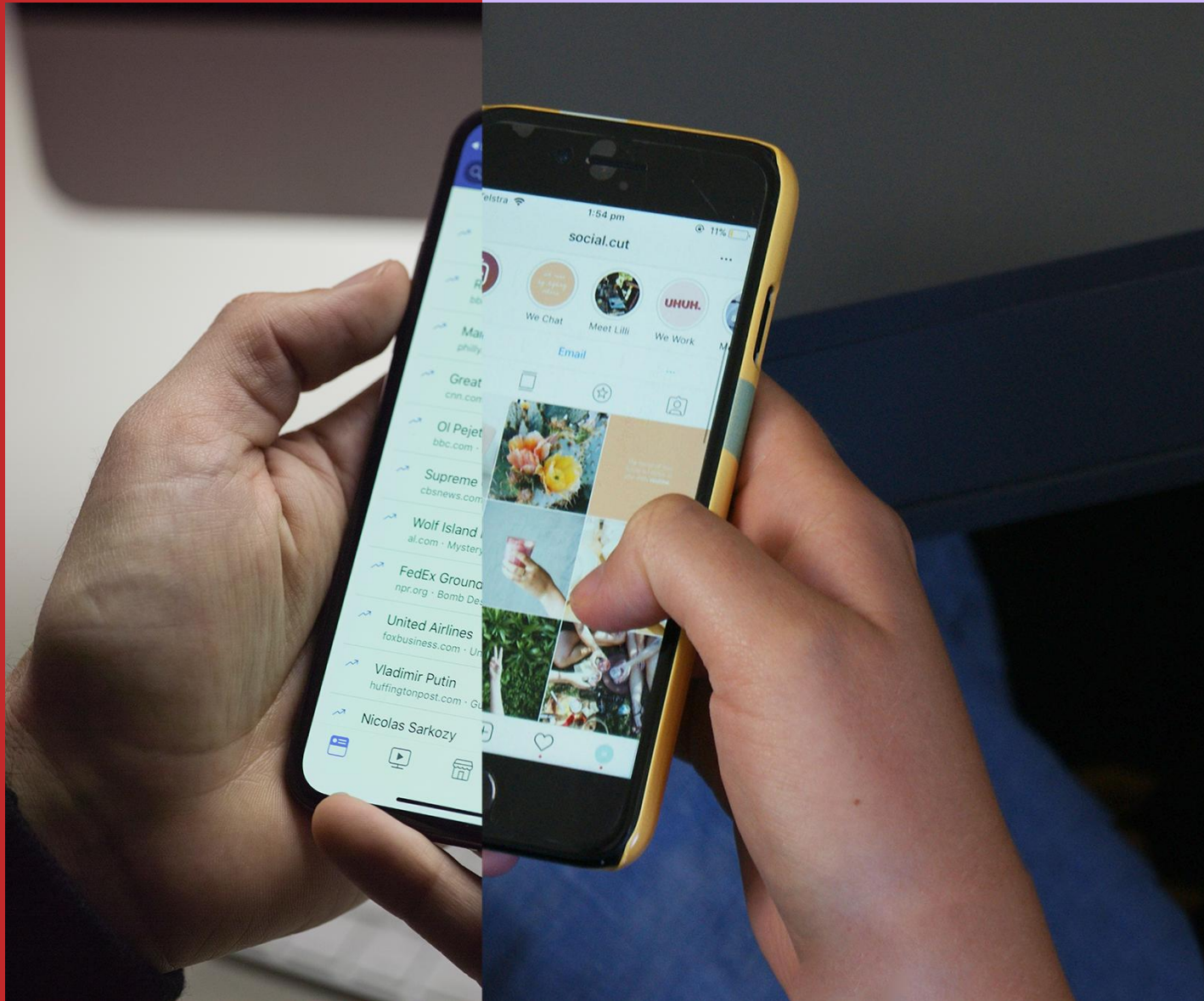
PUBLIC RADIO

Main Reasons For Listening to Public Radio

KFCF



Among those who listen to AM/FM radio, % who say this is a main reason they listen to Public Radio

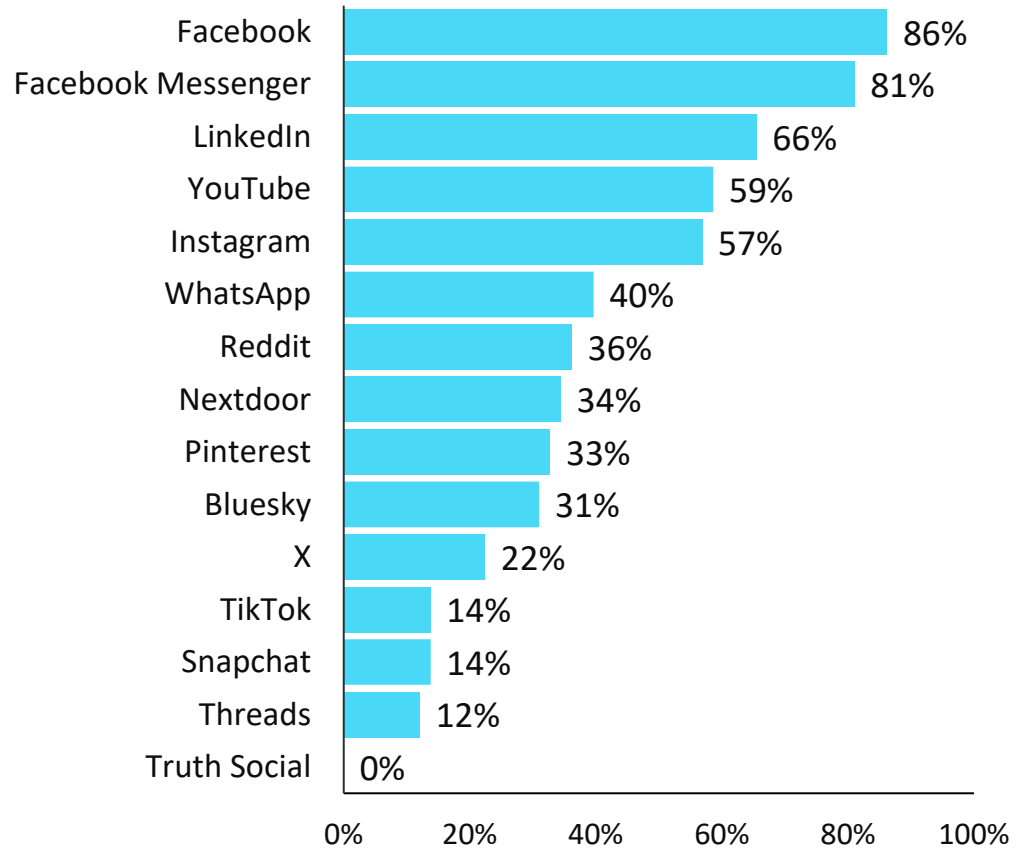


Social Media

Social Media Usage

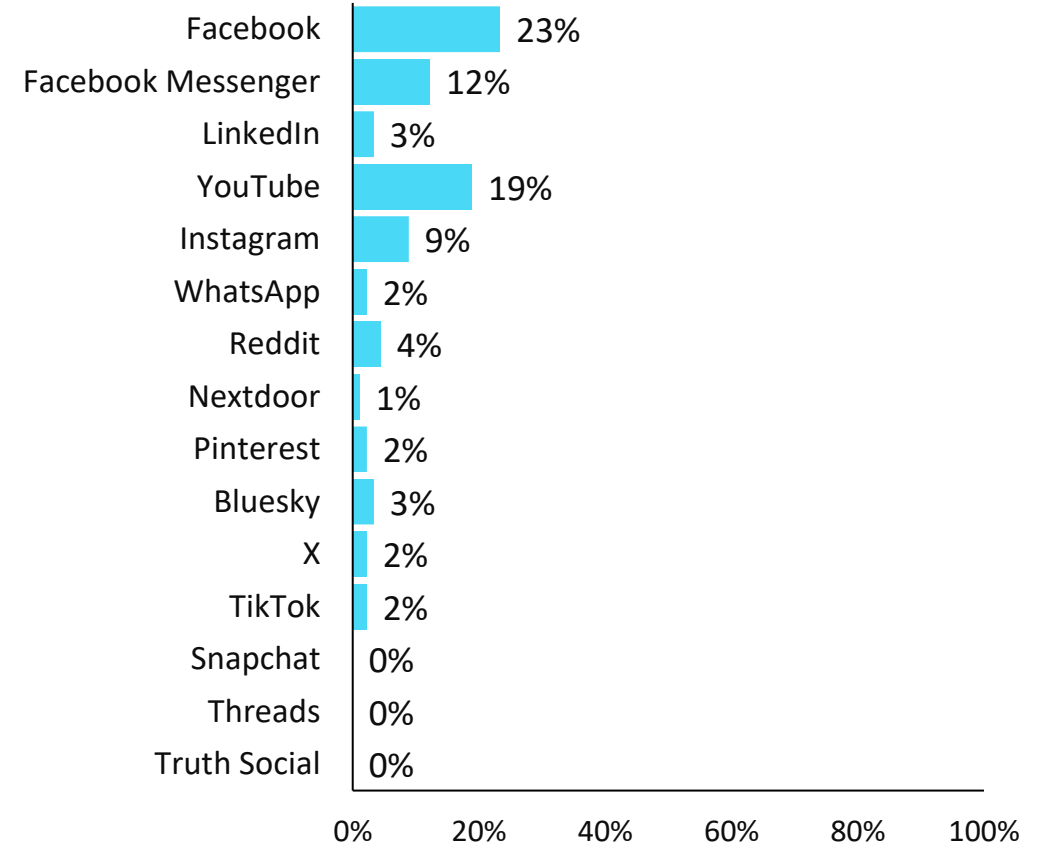
KFCF

% Who Have a Profile on (Platform)



*Among those with any social media profile
(64% of KFCF respondents)*

% Who Use (Platform) Daily



Among all KFCF respondents

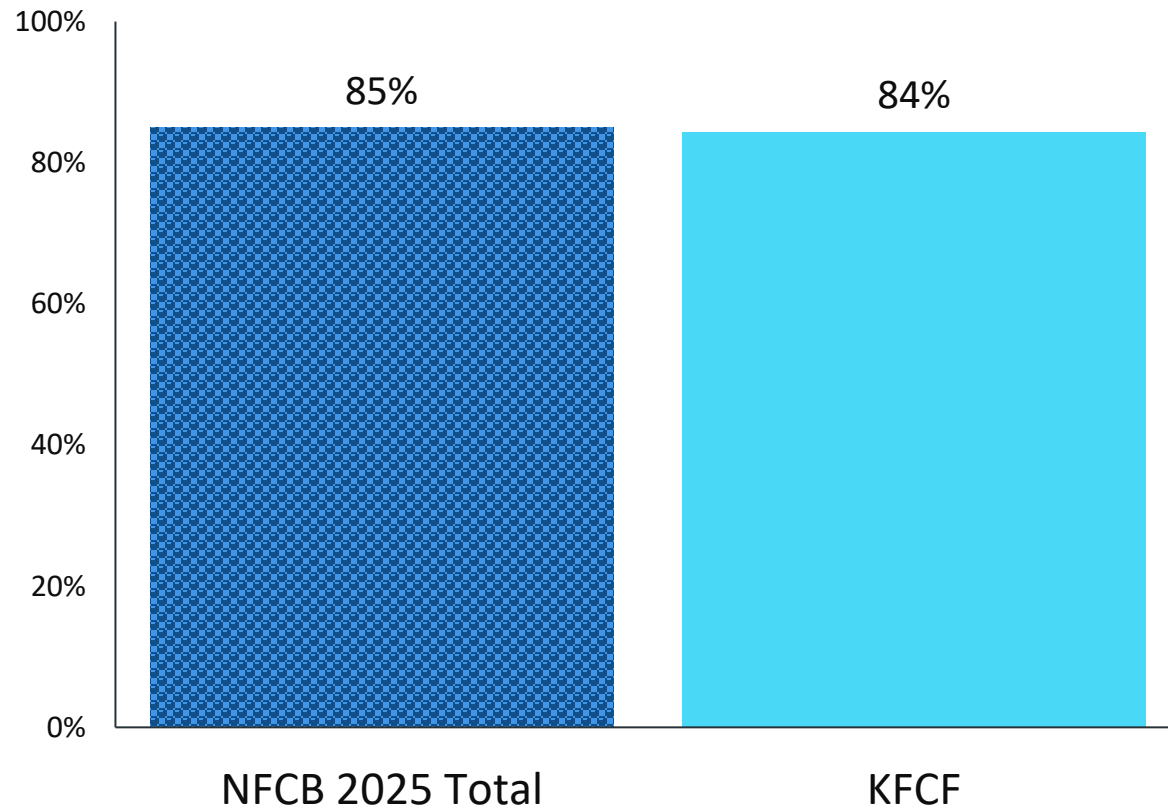


Station Membership / Fundraising

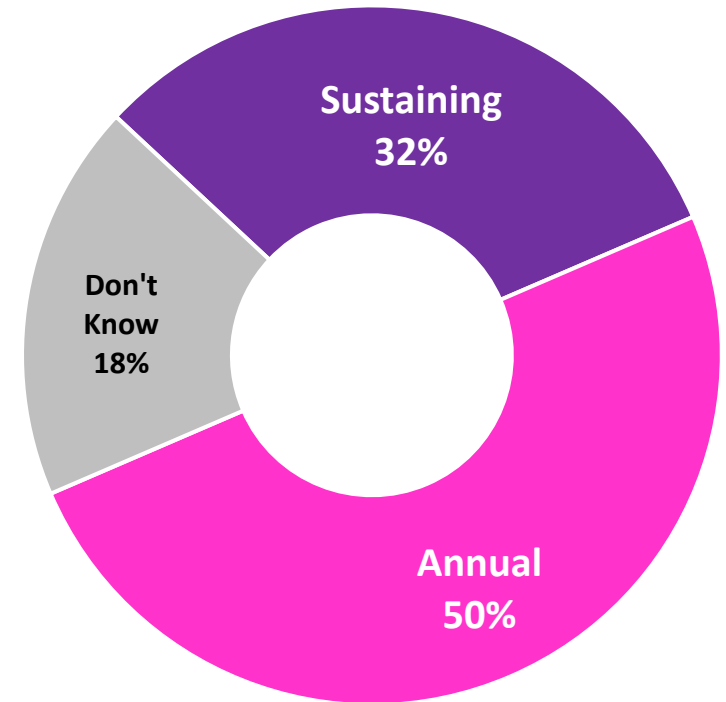
Station Membership

KFCF

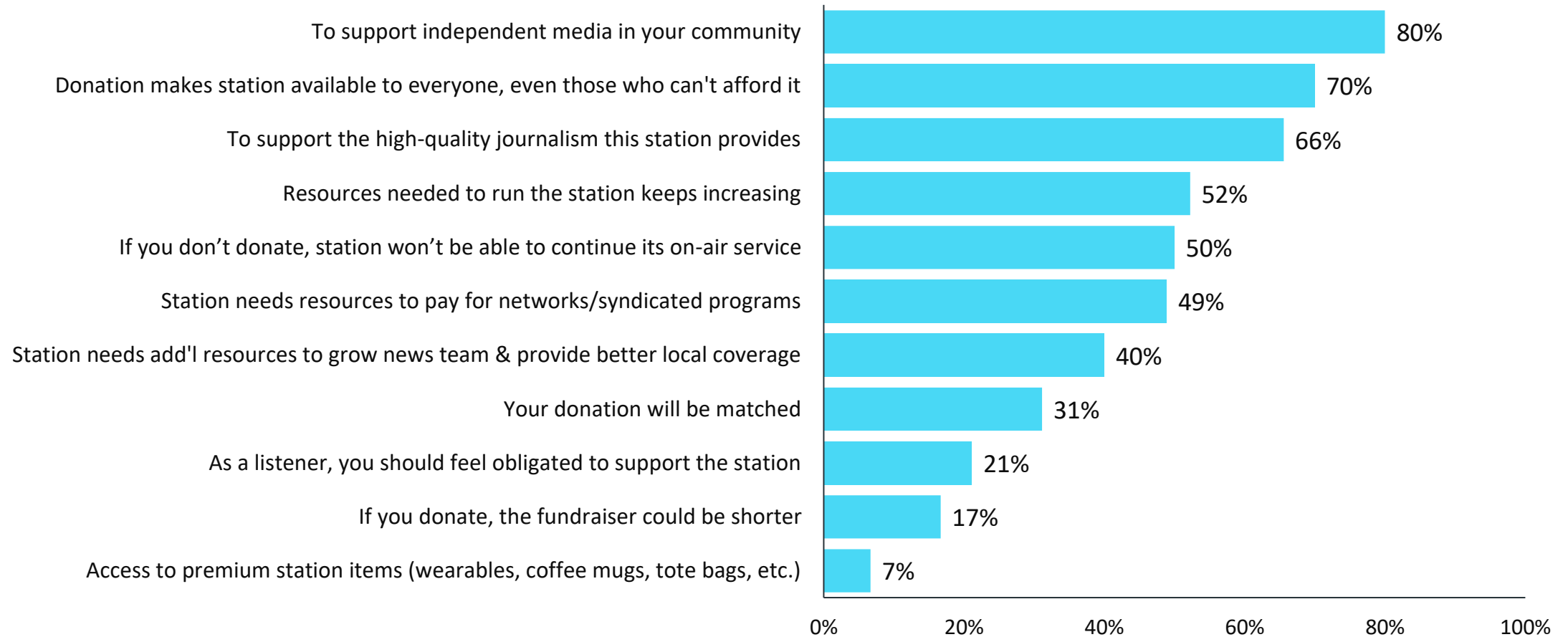
% Who Are Station Members



KFCF Membership



“Of the following list of appeals/offers 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?”



Among a list of presented responses,
% of **KFCF** respondents who selected each
(multiple responses accepted)



Political Ideology



Political Ideology

“Which political ideology best describes your views?”

