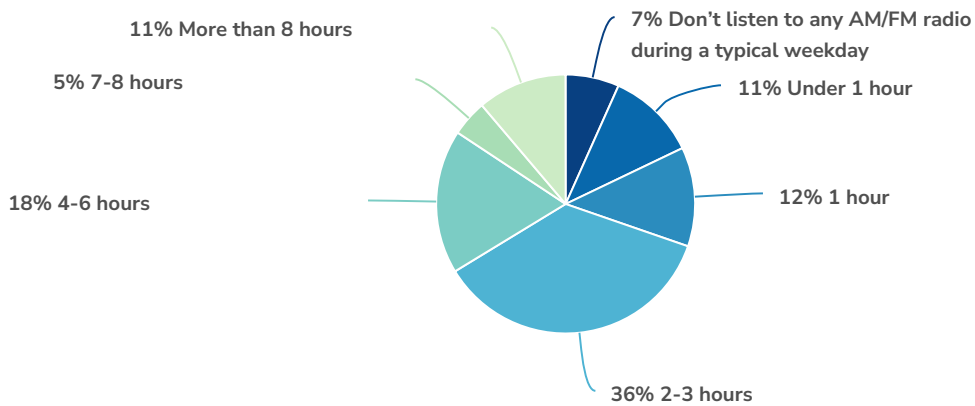


KFCF Totals

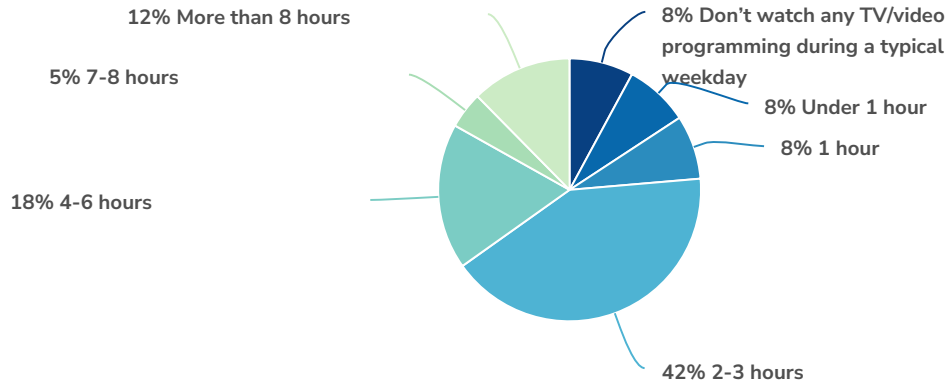
1. How many hours on an average WEEKDAY (Monday-Friday) do you use/listen to any local AM/FM radio stations (using a regular radio OR audio stream on any device)?



Value	Percent	Responses
Don't listen to any AM/FM radio during a typical weekday	6.7%	6
Under 1 hour	11.2%	10
1 hour	12.4%	11
2-3 hours	36.0%	32
4-6 hours	18.0%	16
7-8 hours	4.5%	4
More than 8 hours	11.2%	10

Totals: 89

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	7.9%	7
Under 1 hour	7.9%	7
1 hour	7.9%	7
2-3 hours	41.6%	37
4-6 hours	18.0%	16
7-8 hours	4.5%	4
More than 8 hours	12.4%	11

Totals: 89

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 %	14 15.7%	42 47.2%	22 24.7%	6 6.7%	5 5.6%	89
Watching online video (ex. YouTube, Netflix, etc.) Count Row %	7 7.9%	47 52.8%	30 33.7%	1 1.1%	4 4.5%	89
Reading a daily newspaper (print or online) Count Row %	9 10.1%	49 55.1%	15 16.9%	7 7.9%	9 10.1%	89
Consuming (listening to or watching) podcasts Count Row %	25 28.1%	21 23.6%	22 24.7%	9 10.1%	12 13.5%	89
Playing word games ONLINE (i.e. Wordle, Spelling Bee, online crossword puzzles, etc.) Count Row %	53 59.6%	17 19.1%	6 6.7%	7 7.9%	6 6.7%	89
Reading online newsletters that provide local news coverage on the area/region in which you live Count Row %	12 13.5%	35 39.3%	27 30.3%	7 7.9%	8 9.0%	89
Totals Total Responses						89

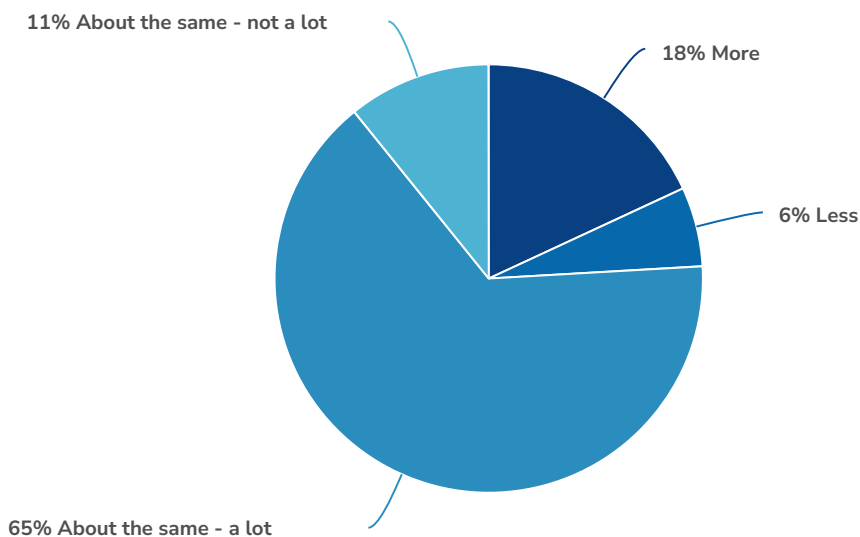
4. Below is a list of statements about PUBLIC RADIO. For each, please tell us if it is a MAIN reason why you listen to public radio, a SECONDARY reason, or NO REASON at all.

	Main Reason	Secondary Reason	No Reason at All	Responses
I want to be informed about what's going on in the news Count Row %	74 89.2%	8 9.6%	1 1.2%	83
I want a deeper perspective into the news Count Row %	69 83.1%	11 13.3%	3 3.6%	83
The presentation is calm Count Row %	30 36.1%	36 43.4%	17 20.5%	83
It has fewer ads compared to commercial radio Count Row %	48 57.8%	32 38.6%	3 3.6%	83
I like particular shows or hosts on public radio Count Row %	59 71.1%	22 26.5%	2 2.4%	83
Public radio makes me smarter Count Row %	37 44.6%	30 36.1%	16 19.3%	83
Public radio needs my support Count Row %	43 51.8%	38 45.8%	2 2.4%	83
I want to discover new music/new artists Count Row %	22 26.5%	41 49.4%	20 24.1%	83
I like being surprised by the music that's coming up next Count Row %	25 30.1%	32 38.6%	26 31.3%	83

	Main Reason	Secondary Reason	No Reason at All	Responses
It keeps me company Count Row %	12 14.5%	44 53.0%	27 32.5%	83
I like to work with the radio on Count Row %	24 28.9%	35 42.2%	24 28.9%	83
I hear music I don't get anywhere else Count Row %	40 48.2%	29 34.9%	14 16.9%	83
I want to be informed if there's an emergency Count Row %	24 28.9%	46 55.4%	13 15.7%	83
I'm in the habit of listening Count Row %	37 44.6%	36 43.4%	10 12.0%	83
I enjoy learning about new things Count Row %	58 69.9%	22 26.5%	3 3.6%	83
The programming is more trustworthy and objective Count Row %	72 86.7%	9 10.8%	2 2.4%	83
I like that it's listener-supported Count Row %	62 74.7%	18 21.7%	3 3.6%	83
Public radio respects my intelligence Count Row %	59 71.1%	19 22.9%	5 6.0%	83
Public radio presents a balance of perspectives Count Row %	58 69.9%	20 24.1%	5 6.0%	83
Breaking news alerts Count Row %	27 32.5%	40 48.2%	16 19.3%	83

	Main Reason	Secondary Reason	No Reason at All	Responses
To listen to music that is curated/chosen by radio programmers/hosts Count Row %	33 39.8%	36 43.4%	14 16.9%	83
I hear different voices and perspectives Count Row %	66 79.5%	15 18.1%	2 2.4%	83
The music provides a break from the news Count Row %	21 25.3%	38 45.8%	24 28.9%	83
To hear my favorite music Count Row %	22 26.5%	39 47.0%	22 26.5%	83
I want to know about events happening in my community Count Row %	39 47.0%	36 43.4%	8 9.6%	83
I want to hear news and information about my local area Count Row %	39 47.0%	37 44.6%	7 8.4%	83
Totals Total Responses				83

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	18.1%	15
Less	6.0%	5
About the same - a lot	65.1%	54
About the same - not a lot	10.8%	9

Totals: 83

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 %	3 60.0%	0 0.0%	2 40.0%	5
Listening more to non-radio sources (Spotify, SiriusXM, podcasts, my own music, smart speakers, etc.) Count Row %	3 60.0%	0 0.0%	2 40.0%	5
The news gets repetitive on public radio Count Row %	0 0.0%	1 20.0%	4 80.0%	5
The news gets depressing Count Row %	1 20.0%	2 40.0%	2 40.0%	5
There's too much bias in public radio programs Count Row %	0 0.0%	0 0.0%	5 100.0%	5
Spending more time consuming podcasts Count Row %	2 40.0%	0 0.0%	3 60.0%	5
Spending less time in a car Count Row %	1 20.0%	0 0.0%	4 80.0%	5
I'm getting more of my news in other ways (ex: web, text, social media, etc.) Count Row %	1 20.0%	1 20.0%	3 60.0%	5
I am burned out on the news and need a break Count Row %	0 0.0%	3 60.0%	2 40.0%	5

	Main Reason	Secondary Reason	No Reason at All	Responses
Fundraising drives Count Row %	0 0.0%	1 20.0%	4 80.0%	5
I have more audio options to listen to in the car Count Row %	1 20.0%	0 0.0%	4 80.0%	5
The current political climate Count Row %	0 0.0%	1 20.0%	4 80.0%	5
The quality of public radio news programming has slipped Count Row %	1 20.0%	1 20.0%	3 60.0%	5
Totals Total Responses				5

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: 57.3



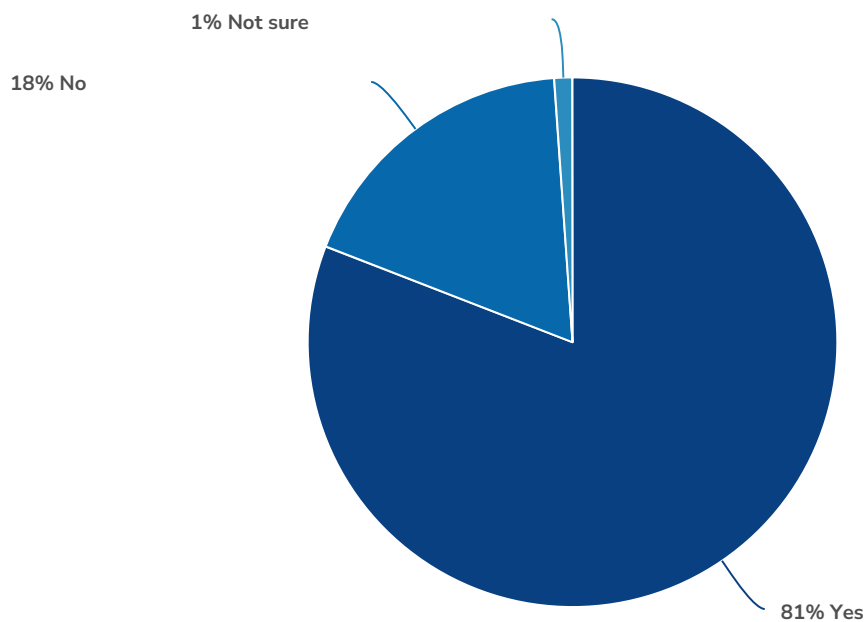
Promoters		71.9%	64
Passives		13.5%	12
Detractors		14.6%	13

Totals: 89

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

ResponseID	Response
2405	I don't make recommendations to others.
2428	Many of the people I know listen to podcasts.
2445	Disappointed too much woke not enough news.
2838	They might be too stressed or busy.
3788	I would recommend more if more new music was played.
5262	It doesn't come up.
5337	Radio stations rarely come up in conversations.
5342	Don't think about it.
5373	I only listen on the weekends for the music
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?



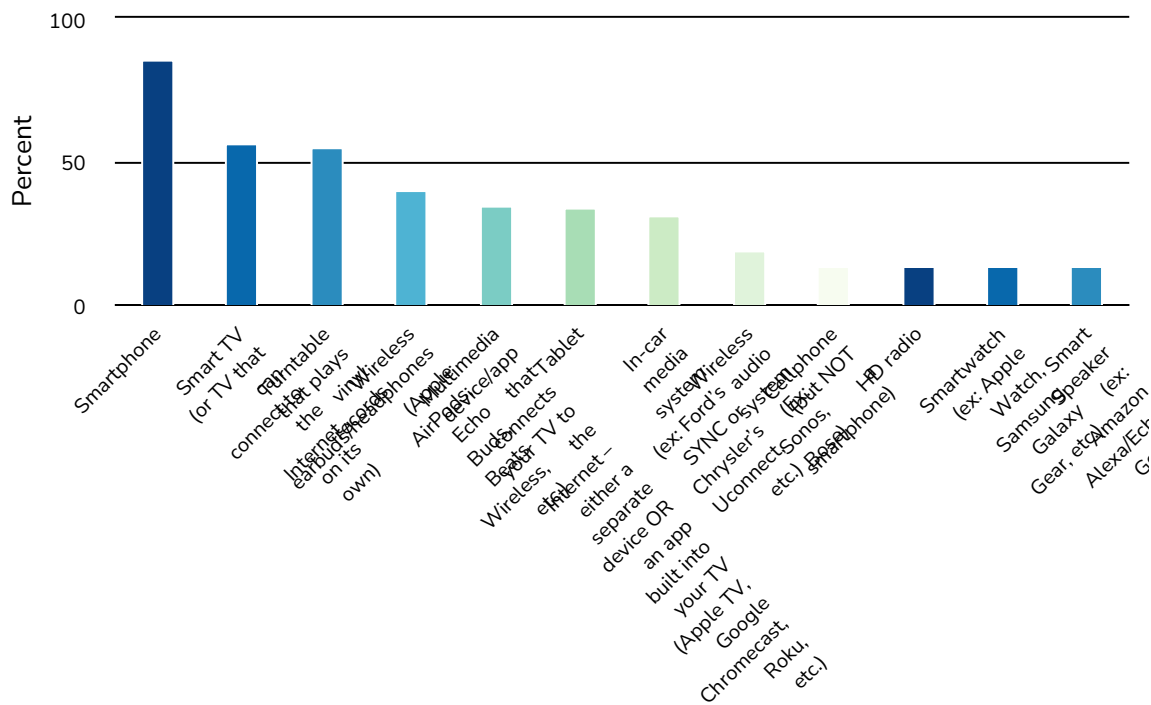
Value	Percent	Responses
Yes	80.9%	72
No	18.0%	16
Not sure	1.1%	1

Totals: 89

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!

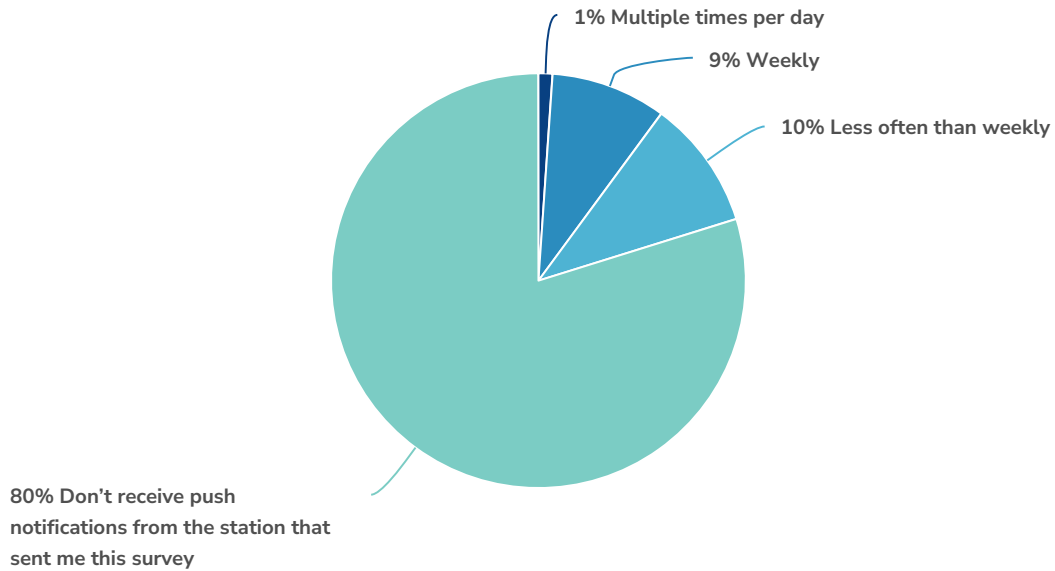
Item	Average	Min	Max	StdDev	Sum	Total Responses
A regular AM/FM radio at home/work/school	42.7	0.0	100.0	32.2	2,730.0	64
A regular AM/FM radio in a vehicle	42.5	0.0	100.0	31.3	3,270.0	77
This station's stream on a computer	21.5	0.0	100.0	29.0	1,228.0	57
This station's stream on a mobile phone/tablet/dashboard	14.2	0.0	90.0	22.1	712.0	50
This station's podcasts or on-demand content	8.7	0.0	100.0	18.3	365.0	42
NPR apps	3.4	0.0	30.0	7.1	125.0	37
This station's stream on a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	5.6	0.0	80.0	16.4	220.0	39
This station's stream on a Smart TV	5.8	0.0	100.0	19.5	213.0	37
Other	1.4	0.0	10.0	3.3	37.0	27

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	85.4%	76
Smart TV (or TV that can connect to the Internet on its own)	56.2%	50
Turntable that plays vinyl records	55.1%	49
Wireless earbuds/headphones (Apple AirPods, Echo Buds, Beats Wireless, etc.)	40.4%	36
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.)	34.8%	31
Tablet	33.7%	30
In-car media system (ex: Ford's SYNC or Chrysler's Uconnect, etc.)	31.5%	28
Wireless audio system (Ex: Sonos, Bose)	19.1%	17
Cellphone (but NOT a smartphone)	13.5%	12
HD radio	13.5%	12
Smartwatch (ex: Apple Watch, Samsung Galaxy Gear, etc.)	13.5%	12
Smart Speaker (ex: Amazon Alexa/Echo, Google Home, etc.)	13.5%	12

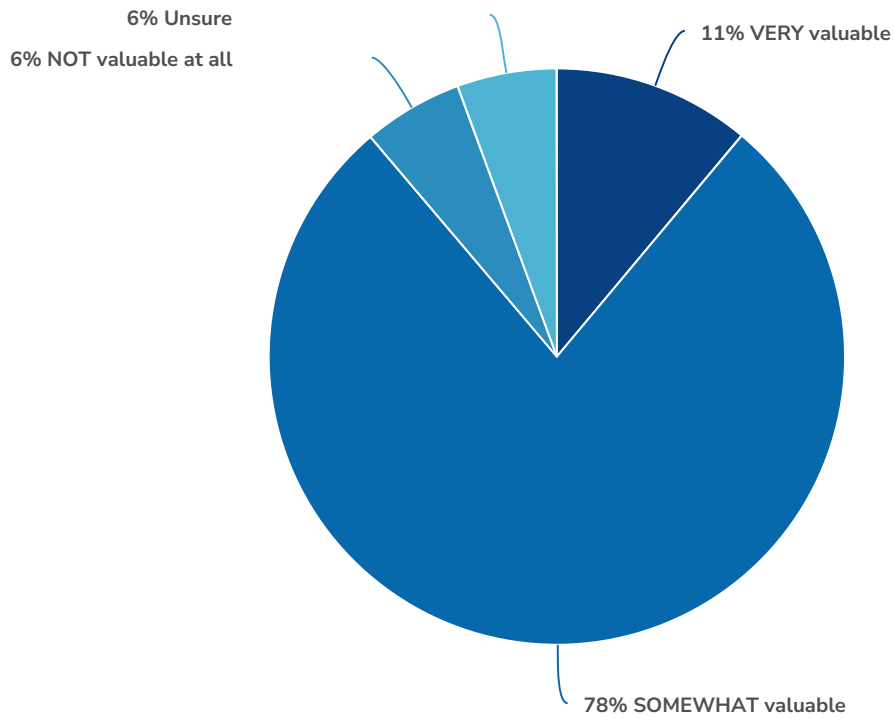
12. How often do you receive/use push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY that connects you to a news story or headline?



Value	Percent	Responses
Multiple times per day	1.1%	1
Weekly	9.0%	8
Less often than weekly	10.1%	9
Don't receive push notifications from the station that sent me this survey	79.8%	71

Totals: 89

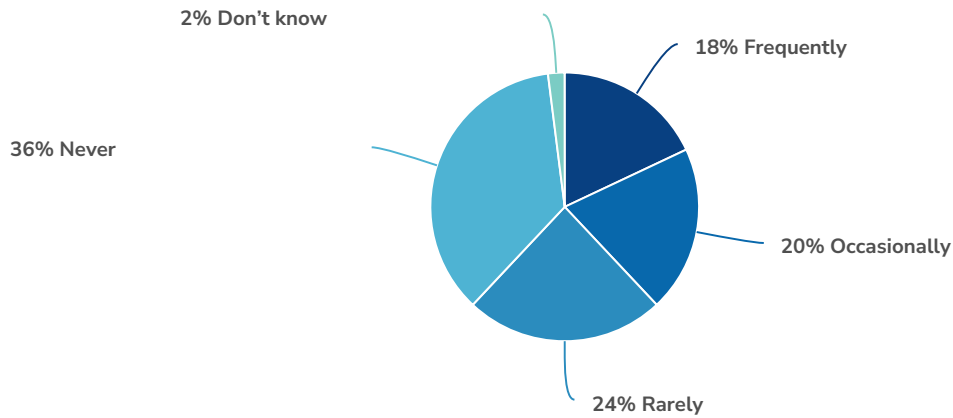
13. How VALUABLE do you find news story/headline push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
VERY valuable	11.1%	2
SOMEWHAT valuable	77.8%	14
NOT valuable at all	5.6%	1
Unsure	5.6%	1

Totals: 18

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	18.0%	9
Occasionally	20.0%	10
Rarely	24.0%	12
Never	36.0%	18
Don't know	2.0%	1

Totals: 50

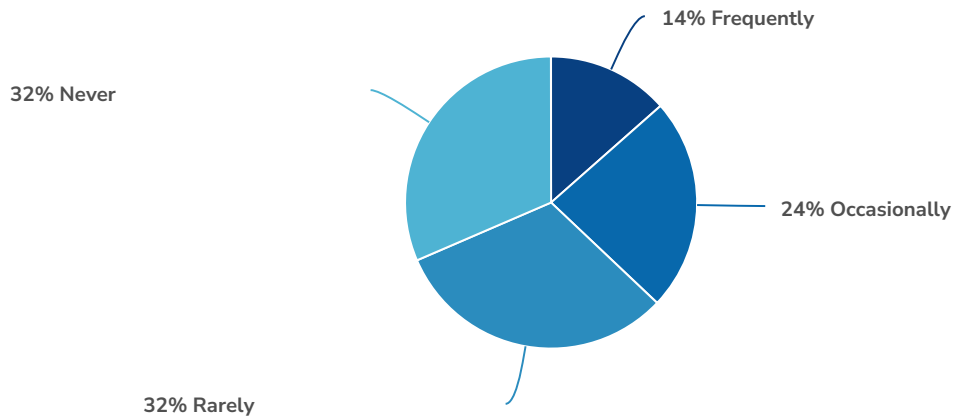
15. How much do you agree or disagree with each of the following statements? If you're not sure or the statement doesn't apply, click "Don't know."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
One of radio's primary advantages is its local feel Count Row %	27 30.3%	40 44.9%	18 20.2%	2 2.2%	0 0.0%	2 2.2%	89
As a result of the current political climate, I'm providing increased support to public radio Count Row %	27 30.3%	45 50.6%	15 16.9%	1 1.1%	1 1.1%	0 0.0%	89
I find myself spending less time with public radio because I increasingly need a break from the news Count Row %	3 3.4%	13 14.6%	19 21.3%	36 40.4%	16 18.0%	2 2.2%	89
THE STATION THAT SENT ME THIS SURVEY is well connected to the local community Count Row %	25 28.1%	41 46.1%	15 16.9%	4 4.5%	1 1.1%	3 3.4%	89
I really feel a sense of connection to THE STATION THAT SENT ME THIS SURVEY Count Row %	34 38.2%	40 44.9%	13 14.6%	1 1.1%	0 0.0%	1 1.1%	89

	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 %	41 46.1%	39 43.8%	7 7.9%	1 1.1%	1 1.1%	0 0.0%	89
I am tuning into music radio stations more often than in the past to take a break from the news Count Row %	6 6.7%	17 19.1%	27 30.3%	28 31.5%	9 10.1%	2 2.2%	89
I would like to see THE STATION THAT SENT ME THIS SURVEY be more visible in my community Count Row %	29 32.6%	37 41.6%	19 21.3%	1 1.1%	0 0.0%	3 3.4%	89
The same public radio news stories/topics repeat too often on the same day Count Row %	2 2.2%	13 14.6%	35 39.3%	32 36.0%	5 5.6%	2 2.2%	89
I often don't agree with the political viewpoints of THE STATION THAT SENT ME THIS SURVEY Count Row %	2 2.2%	8 9.0%	9 10.1%	34 38.2%	35 39.3%	1 1.1%	89

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
More and more, I'm using social media to read/discover news stories	7 7.9%	22 24.7%	14 15.7%	21 23.6%	24 27.0%	1 1.1%	89
Count							
Row %							
Totals							
Total Responses							89

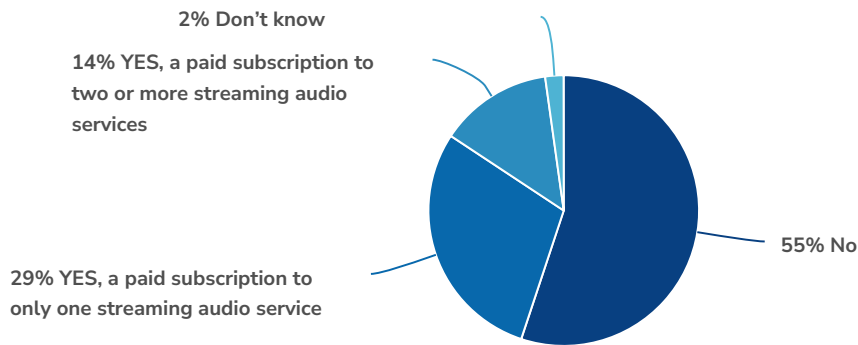
16. How often do you “time-shift” radio programming – that is, listening to program content on-demand so you can listen whenever it’s convenient?



Value	Percent	Responses
Frequently	13.5%	12
Occasionally	23.6%	21
Rarely	31.5%	28
Never	31.5%	28

Totals: 89

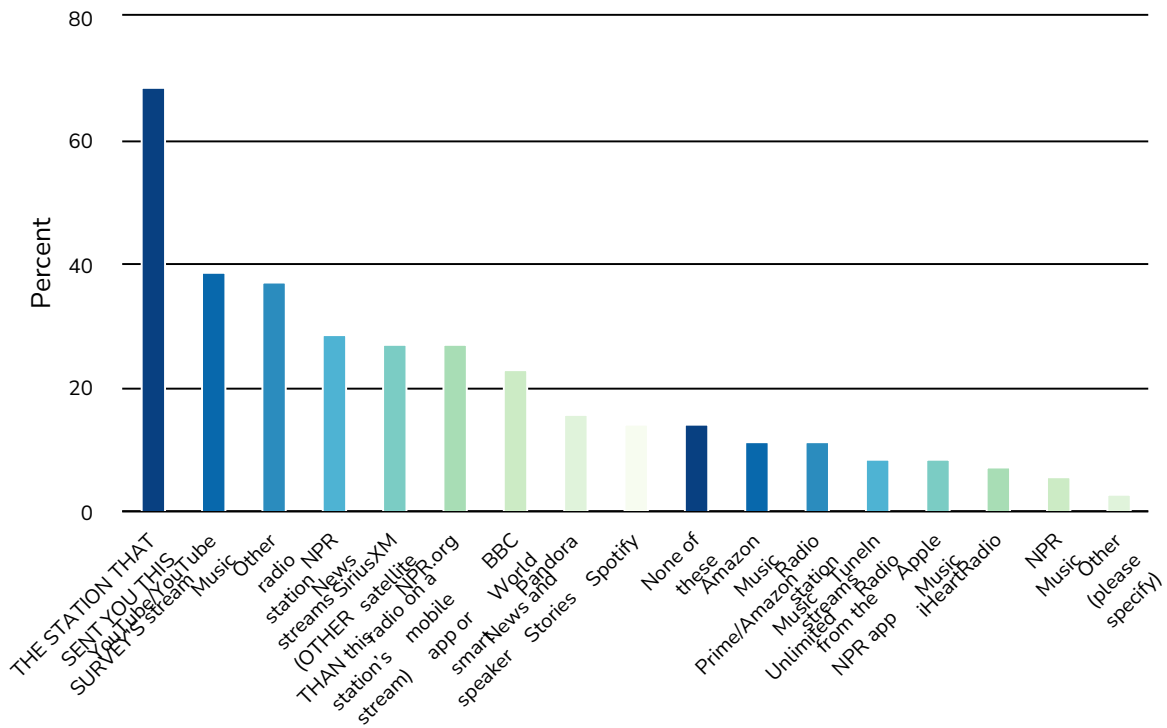
17. Do you personally or does someone else in your household pay to subscribe to any streaming AUDIO services (Spotify Premium, Pandora Plus/Premium, Apple Music paid subscription, Amazon Music Prime, etc.)? (If you or someone else in your household received a promotional subscription, but do NOT currently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



Value	Percent	Responses
No	55.1%	49
YES, a paid subscription to only one streaming audio service	29.2%	26
YES, a paid subscription to two or more streaming audio services	13.5%	12
Don't know	2.2%	2

Totals: 89

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	68.6%	48
YouTube/YouTube Music	38.6%	27
Other radio station streams (OTHER THAN this station's stream)	37.1%	26
NPR News	28.6%	20
SiriusXM satellite radio on a mobile app or smart speaker	27.1%	19
NPR.org	27.1%	19
BBC World News and Stories	22.9%	16
Pandora	15.7%	11
Spotify	14.3%	10
None of these	14.3%	10
Amazon Music Prime/Amazon Music Unlimited	11.4%	8
Radio station streams from the NPR app	11.4%	8
TuneIn Radio	8.6%	6
Apple Music	8.6%	6
iHeartRadio	7.1%	5
NPR Music	5.7%	4
Other (please specify)	2.9%	2

Other (please specify)**Count**

Al Jazera, DW

1

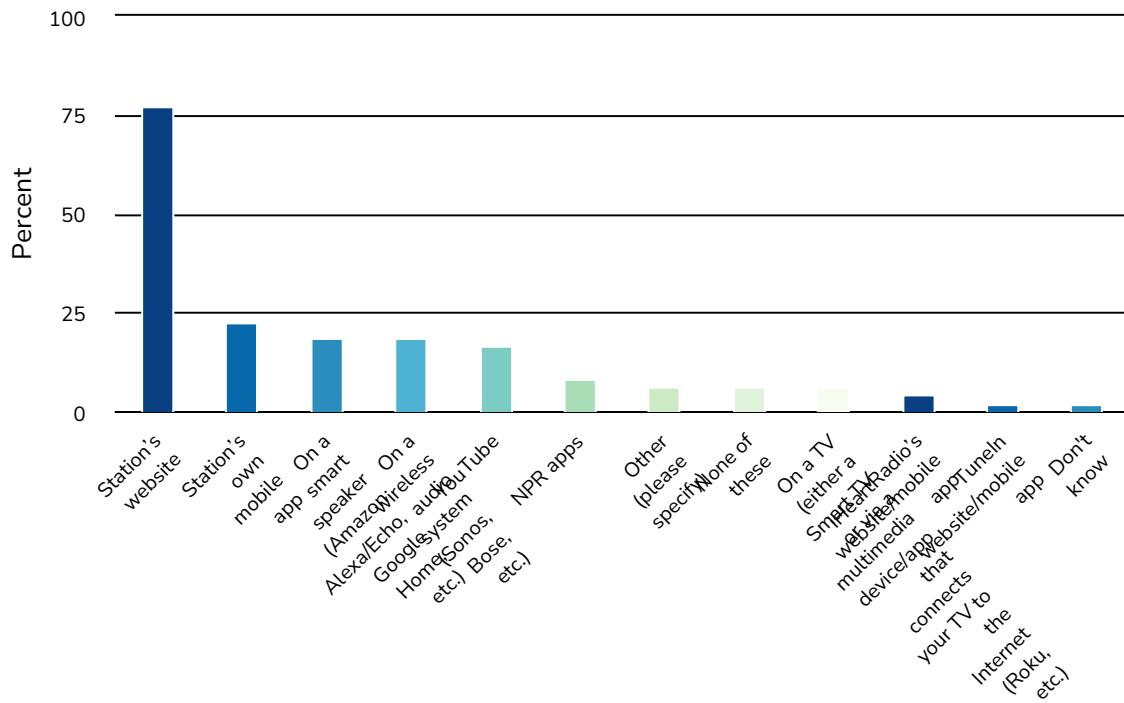
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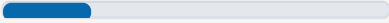
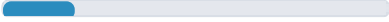
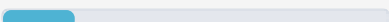
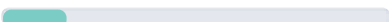
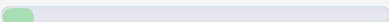
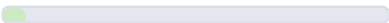
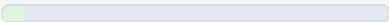
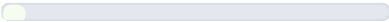
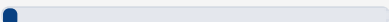
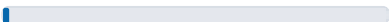
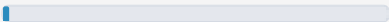
1

Totals

2

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)



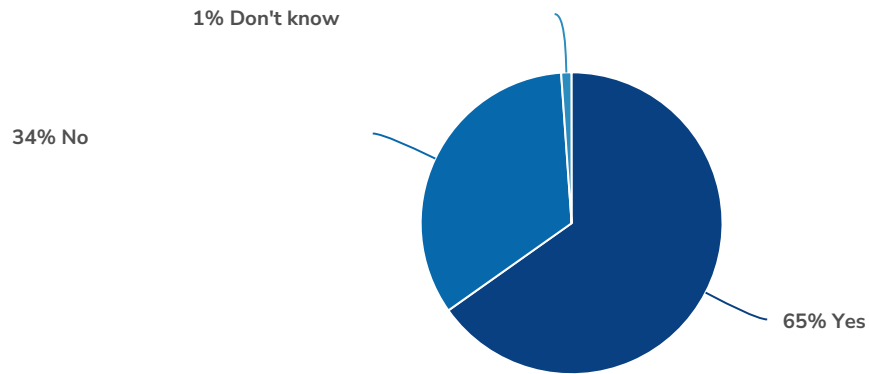
Value	Percent	Responses
Station's website	77.1% 	37
Station's own mobile app	22.9% 	11
On a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	18.8% 	9
On a wireless audio system (Sonos, Bose, etc.)	18.8% 	9
YouTube	16.7% 	8
NPR apps	8.3% 	4
Other (please specify)	6.3% 	3
None of these	6.3% 	3
On a TV (either a Smart TV or via a multimedia device/app that connects your TV to the Internet (Roku, etc.)	6.3% 	3
iHeartRadio's website/mobile app	4.2% 	2
TuneIn website/mobile app	2.1% 	1
Don't know	2.1% 	1

Other (please specify)

Count

In my car as over the air radio	1
Radio Rethink	1
radio	1
Totals	3

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



Value	Percent	Responses
Yes	65.2%	58
No	33.7%	30
Don't know	1.1%	1

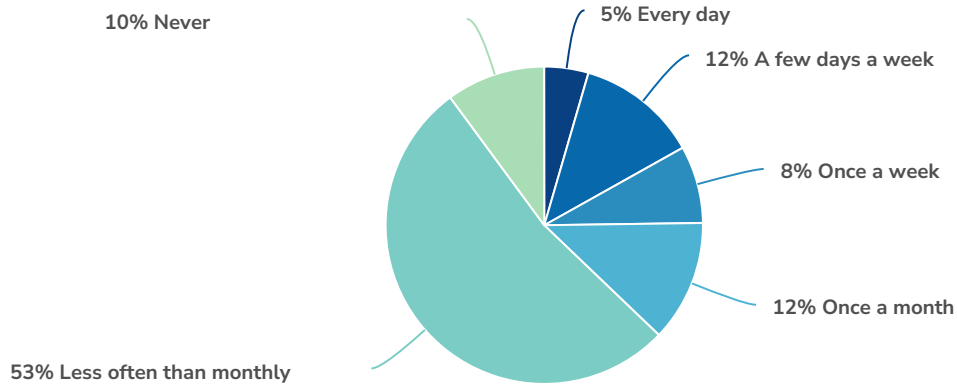
Totals: 89

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 %	3 5.2%	5 8.6%	21 36.2%	11 19.0%	11 19.0%	7 12.1%	58
LinkedIn Count Row %	12 20.7%	8 13.8%	3 5.2%	4 6.9%	8 13.8%	23 39.7%	58
X (formerly known as Twitter) Count Row %	35 60.3%	10 17.2%	2 3.4%	2 3.4%	5 8.6%	4 6.9%	58
Pinterest Count Row %	38 65.5%	1 1.7%	2 3.4%	4 6.9%	6 10.3%	7 12.1%	58
Instagram Count Row %	23 39.7%	2 3.4%	8 13.8%	8 13.8%	3 5.2%	14 24.1%	58
Snapchat Count Row %	47 81.0%	3 5.2%	0 0.0%	1 1.7%	1 1.7%	6 10.3%	58
Reddit Count Row %	37 63.8%	0 0.0%	4 6.9%	5 8.6%	7 12.1%	5 8.6%	58
WhatsApp Count Row %	31 53.4%	4 6.9%	2 3.4%	3 5.2%	11 19.0%	7 12.1%	58
Facebook Messenger Count Row %	7 12.1%	4 6.9%	11 19.0%	7 12.1%	17 29.3%	12 20.7%	58

	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 %	23 39.7%	1 1.7%	17 29.3%	9 15.5%	5 8.6%	3 5.2%	58
TikTok Count Row %	47 81.0%	3 5.2%	2 3.4%	1 1.7%	1 1.7%	4 6.9%	58
Nextdoor Count Row %	32 55.2%	6 10.3%	1 1.7%	4 6.9%	9 15.5%	6 10.3%	58
Threads Count Row %	50 86.2%	1 1.7%	0 0.0%	0 0.0%	2 3.4%	5 8.6%	58
Bluesky Count Row %	40 69.0%	0 0.0%	3 5.2%	3 5.2%	5 8.6%	7 12.1%	58
Truth Social Count Row %	56 96.6%	2 3.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	58
Totals Total Responses							58

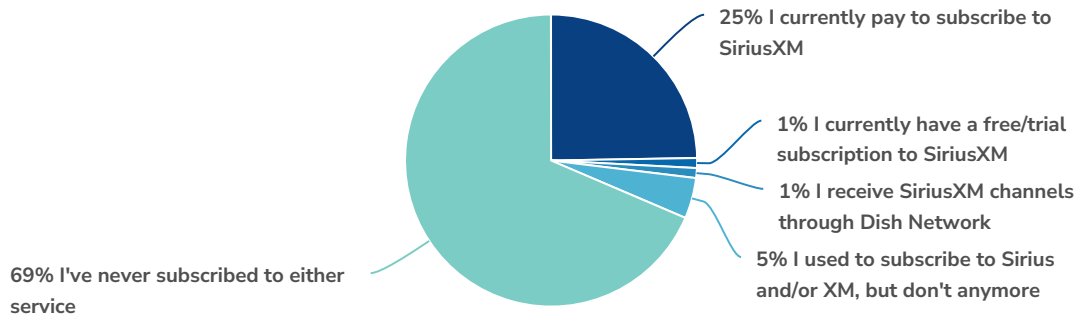
22. How often do you visit the website of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Every day	4.5%	4
A few days a week	12.4%	11
Once a week	7.9%	7
Once a month	12.4%	11
Less often than monthly	52.8%	47
Never	10.1%	9

Totals: 89

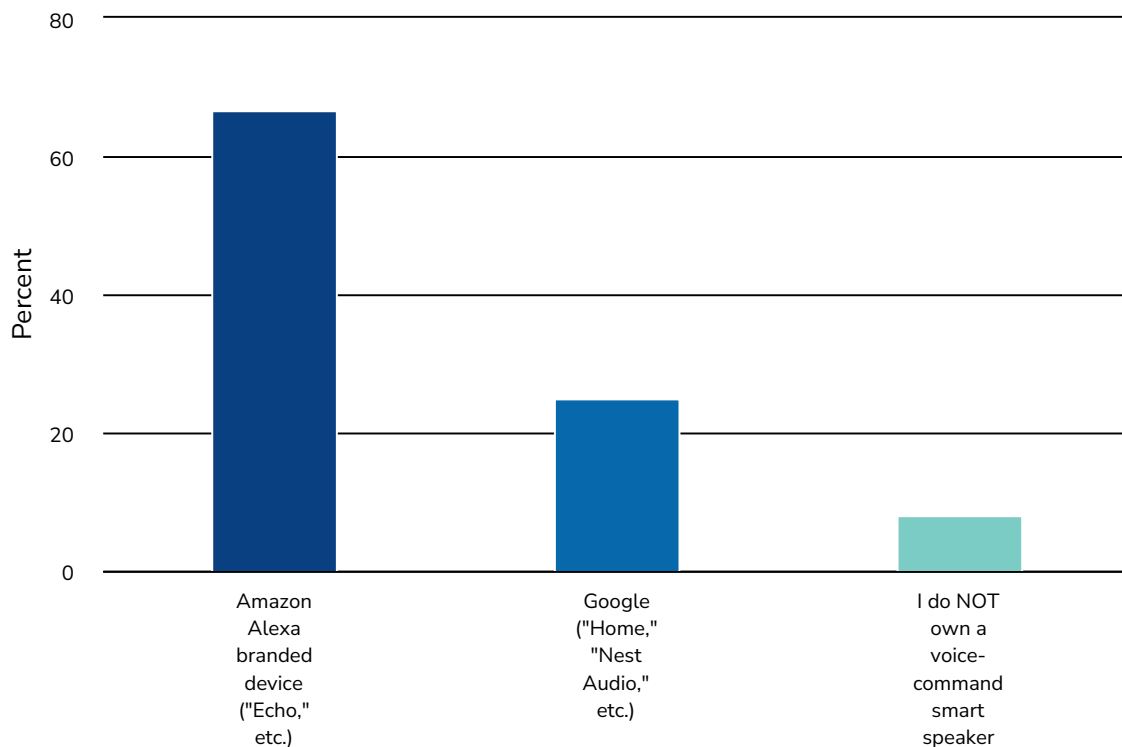
23. Which statement best describes your personal situation with satellite radio?



Value	Percent	Responses
I currently pay to subscribe to SiriusXM	24.7%	22
I currently have a free/trial subscription to SiriusXM	1.1%	1
I receive SiriusXM channels through Dish Network	1.1%	1
I used to subscribe to Sirius and/or XM, but don't anymore	4.5%	4
I've never subscribed to either service	68.5%	61

Totals: 89

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)

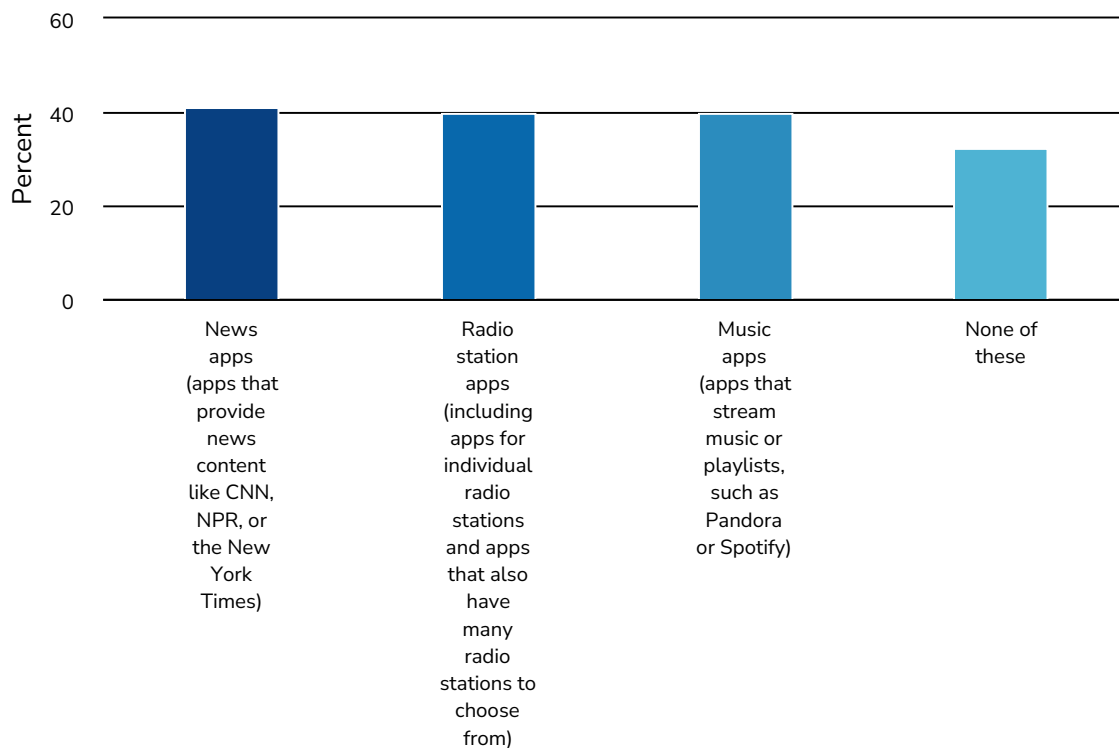


Value	Percent	Responses
Amazon Alexa branded device ("Echo," etc.)	66.7%	8
Google ("Home," "Nest Audio," etc.)	25.0%	3
I do NOT own a voice-command smart speaker	8.3%	1
Other (please specify)		Count
Totals		0

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

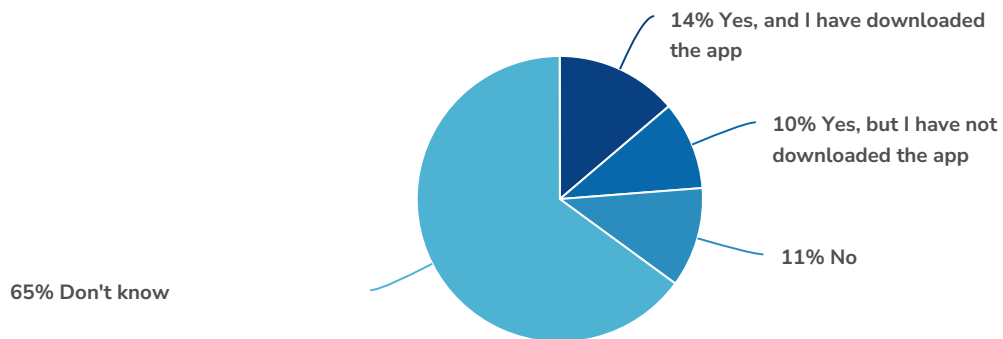
	Frequently	Occasionally	Rarely	Never	Responses
Hear weather updates Count Row %	7 63.6%	3 27.3%	0 0.0%	1 9.1%	11
Listen to an AM/FM radio station Count Row %	8 72.7%	1 9.1%	1 9.1%	1 9.1%	11
Listen to music from a streaming service (Pandora, Amazon Music, Apple Music, etc.) Count Row %	6 54.5%	2 18.2%	0 0.0%	3 27.3%	11
Listen to SiriusXM satellite radio Count Row %	1 9.1%	1 9.1%	1 9.1%	8 72.7%	11
Listen to podcasts Count Row %	3 27.3%	1 9.1%	5 45.5%	2 18.2%	11
Set a timer Count Row %	6 54.5%	3 27.3%	1 9.1%	1 9.1%	11
Use as an alarm Count Row %	4 36.4%	4 36.4%	1 9.1%	2 18.2%	11
Access your calendar Count Row %	2 18.2%	1 9.1%	1 9.1%	7 63.6%	11
Control smart home devices, such as turning on the lights Count Row %	4 36.4%	0 0.0%	1 9.1%	6 54.5%	11
Listen to newscasts Count Row %	4 36.4%	2 18.2%	5 45.5%	0 0.0%	11
Totals Total Responses					11

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)	41.3% 	33
Radio station apps (including apps for individual radio stations and apps that also have many radio stations to choose from)	40.0% 	32
Music apps (apps that stream music or playlists, such as Pandora or Spotify)	40.0% 	32
None of these	32.5% 	26

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



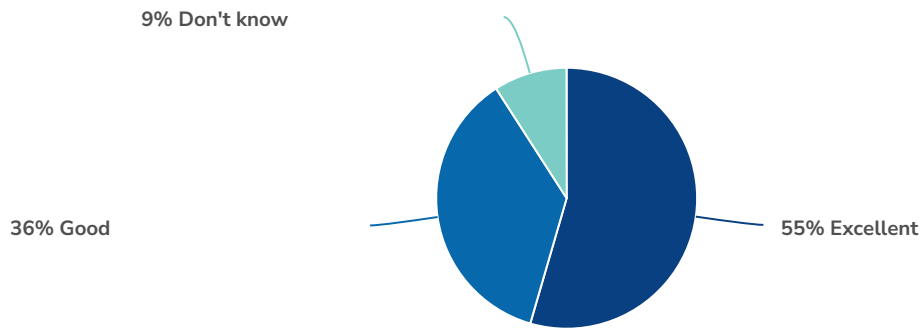
Value	Percent	Responses
Yes, and I have downloaded the app	13.8%	11
Yes, but I have not downloaded the app	10.0%	8
No	11.3%	9
Don't know	65.0%	52

Totals: 80

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	6	1	1	1	11
Count	18.2%	54.5%	9.1%	9.1%	9.1%	
Row %						
Listening to podcasts	2	1	2	5	1	11
Count	18.2%	9.1%	18.2%	45.5%	9.1%	
Row %						
Watching video	0	0	1	9	1	11
Count	0.0%	0.0%	9.1%	81.8%	9.1%	
Row %						
Social media (sharing, etc.)	0	0	1	9	1	11
Count	0.0%	0.0%	9.1%	81.8%	9.1%	
Row %						
News stories, newsfeed	3	4	0	4	0	11
Count	27.3%	36.4%	0.0%	36.4%	0.0%	
Row %						
Make a donation	3	2	0	5	1	11
Count	27.3%	18.2%	0.0%	45.5%	9.1%	
Row %						
Totals						
Total Responses						11

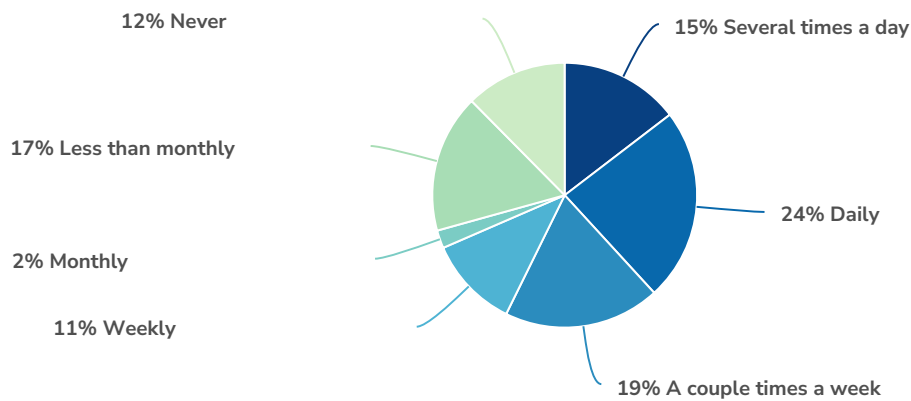
29. Overall, how would you rate THE STATION THAT SENT YOU THIS SURVEY'S app?



Value	Percent	Responses
Excellent	54.5%	6
Good	36.4%	4
Don't know	9.1%	1

Totals: 11

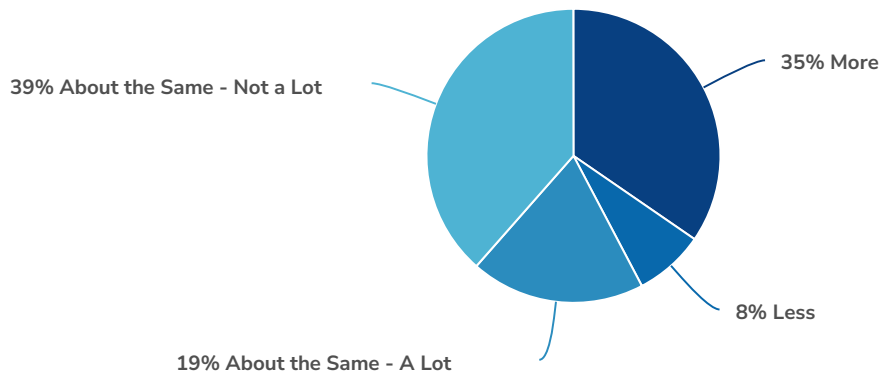
30. Many platforms (including social media) post short videos about all sorts of things (news and events, entertainment, DIY, comedy, pop culture, etc.). How often do you watch short videos when you're online, using a mobile phone, etc.?



Value	Percent	Responses
Several times a day	14.6%	13
Daily	23.6%	21
A couple times a week	19.1%	17
Weekly	11.2%	10
Monthly	2.2%	2
Less than monthly	16.9%	15
Never	12.4%	11

Totals: 89

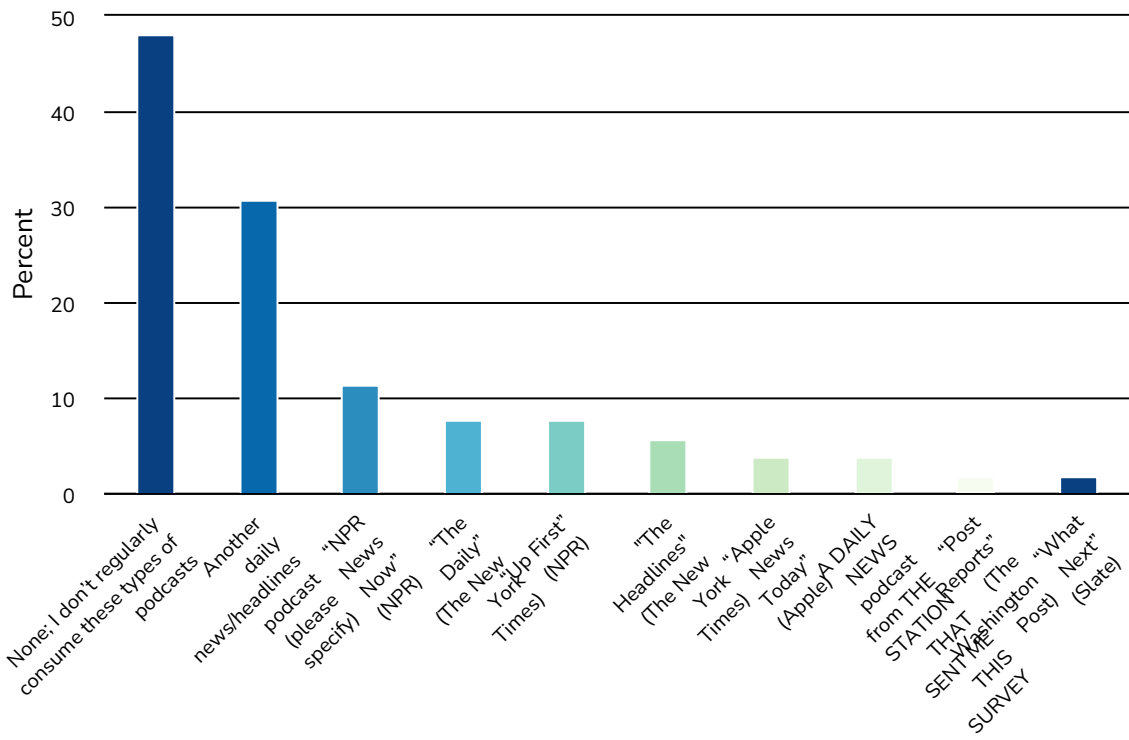
31. Earlier you mentioned you consume podcasts. In the past year, would you say you're consuming podcasts, more, less, or about the same?


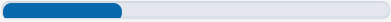
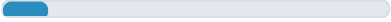
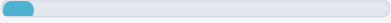
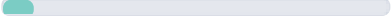
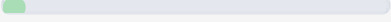
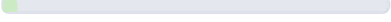
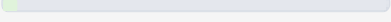
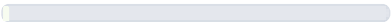
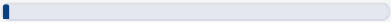


Value	Percent	Responses
More	34.6%	18
Less	7.7%	4
About the Same - A Lot	19.2%	10
About the Same - Not a Lot	38.5%	20

Totals: 52

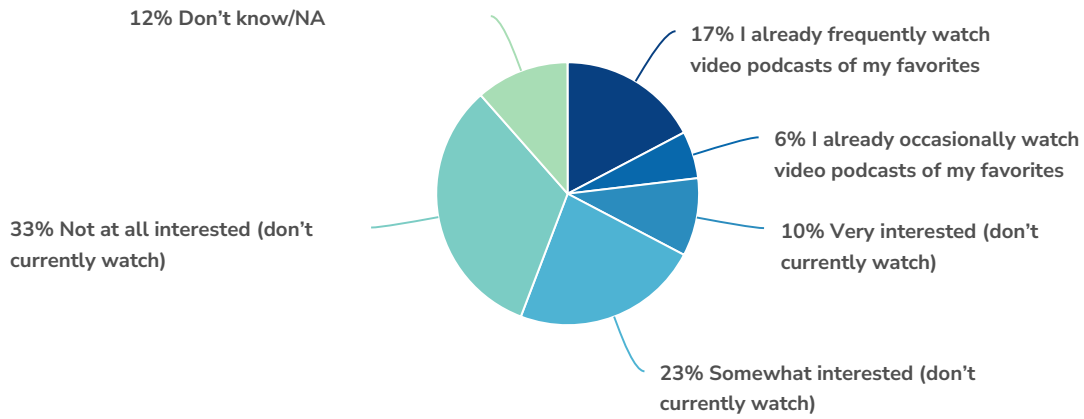
32. Which of the following daily news podcasts -- featuring news and headlines each morning/afternoon -- do you consume at least once per week or more often? (MARK ALL THAT APPLY)



Value	Percent	Responses
None; I don't regularly consume these types of podcasts	48.1% 	25
Another daily news/headlines podcast (please specify)	30.8% 	16
“NPR News Now” (NPR)	11.5% 	6
“The Daily” (The New York Times)	7.7% 	4
“Up First” (NPR)	7.7% 	4
"The Headlines" (The New York Times)	5.8% 	3
“Apple News Today” (Apple)	3.8% 	2
A DAILY NEWS podcast from THE STATION THAT SENT ME THIS SURVEY	3.8% 	2
“Post Reports” (The Washington Post)	1.9% 	1
“What Next” (Slate)	1.9% 	1

Another daily news/headlines podcast (please specify)	Count
Central Valley Daily	1
Democracy Now, Electronic Intifada, Mahmood OD, Janta Ka Reporter	1
Heather Cox Richardson	1
It Could Happen Here	1
London Times Radio	1
MSNBC	1
Marketplace	1
Megyn Kelly	1
Meidas Touch	1
Newscast (BBC)	1
Phillip Defeanco Show	1
background briefing	1
letters and politics	1
majority report, hasanabi on twitch	1
Totals	14

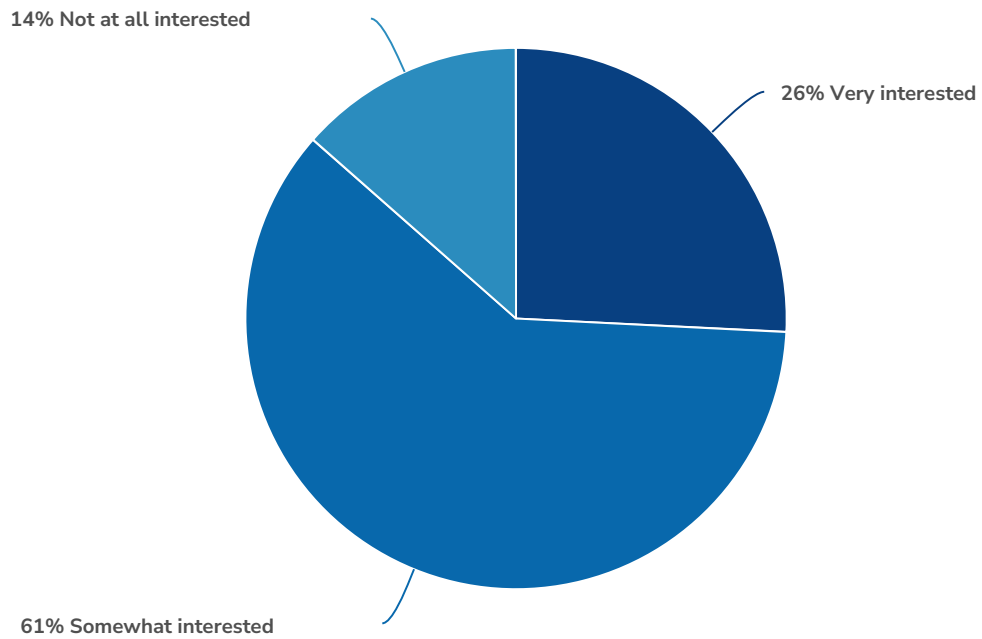
33. How interested are you in watching a video version on YouTube of your favorite podcasts you listen to now?



Value	Percent	Responses
I already frequently watch video podcasts of my favorites	17.3%	9
I already occasionally watch video podcasts of my favorites	5.8%	3
Very interested (don't currently watch)	9.6%	5
Somewhat interested (don't currently watch)	23.1%	12
Not at all interested (don't currently watch)	32.7%	17
Don't know/NA	11.5%	6

Totals: 52

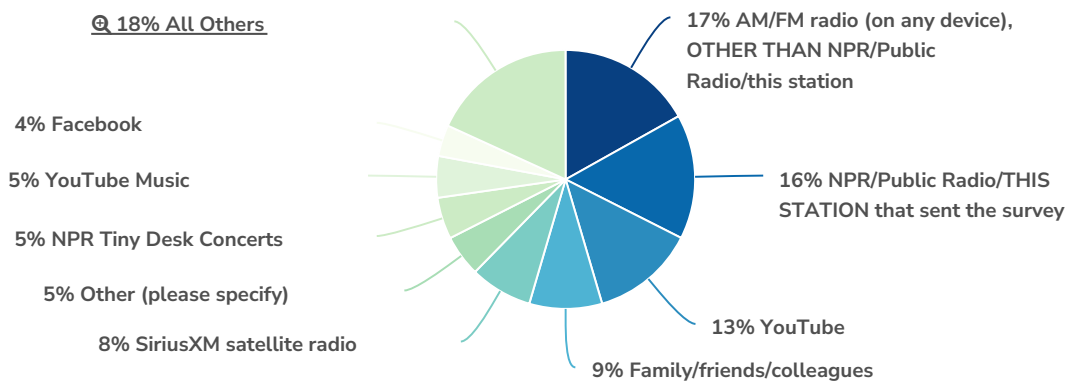
34. How interested are you in finding out about new music and new artists?

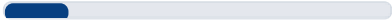
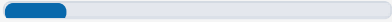
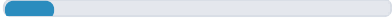
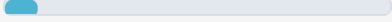
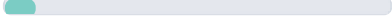
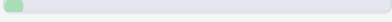
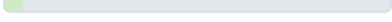
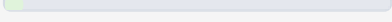
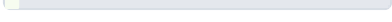
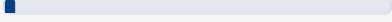
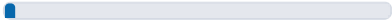
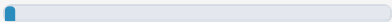
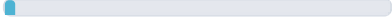
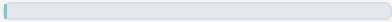
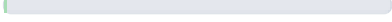
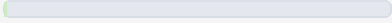
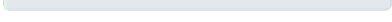
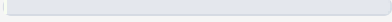
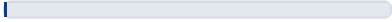


Value	Percent	Responses
Very interested	25.8%	23
Somewhat interested	60.7%	54
Not at all interested	13.5%	12

Totals: 89

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	16.9% 	13
NPR/Public Radio/THIS STATION that sent the survey	15.6% 	12
YouTube	13.0% 	10
Family/friends/colleagues	9.1% 	7
SiriusXM satellite radio	7.8% 	6
Other (please specify)	5.2% 	4
NPR Tiny Desk Concerts	5.2% 	4
YouTube Music	5.2% 	4
Facebook	3.9% 	3
NPR Music		2.6% 2
Television shows		2.6% 2
Shazam		2.6% 2
Live performances/concerts		2.6% 2
Movies		1.3% 1
Apple Music/Beats 1		1.3% 1
Spotify		1.3% 1
X (formerly known as Twitter)		1.3% 1
Band/artist websites		1.3% 1
Reddit		1.3% 1

Totals: 77

Other (please specify)**Count**

Internet advertisement for new artist performing locally

1

KFCF, KPFA

1

KPIG

1

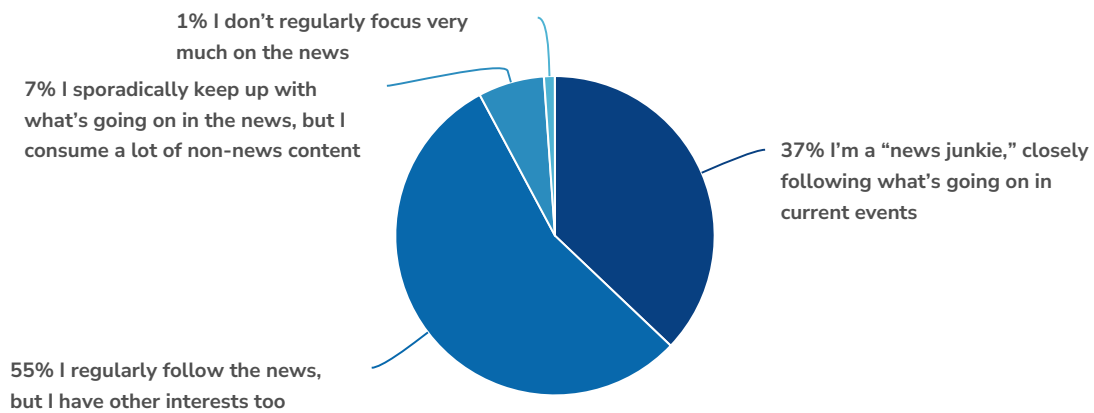
WNCW

1

Totals

4

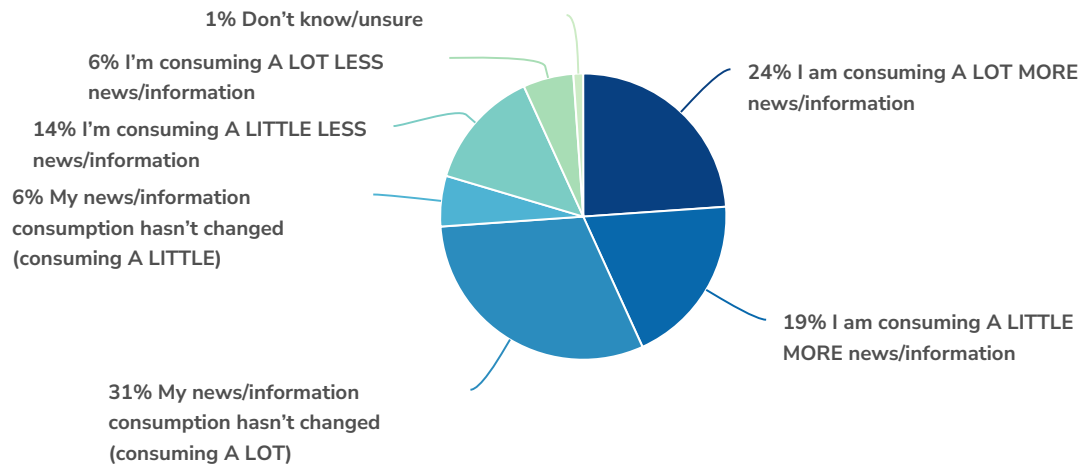
36. Which of the following statements best describes how much you are “into” news/information (including politics, national news, international news, local news, information about the arts and culture, or information about what’s happening in your city/town, etc.)?



Value	Percent	Responses
I'm a “news junkie,” closely following what’s going on in current events	37.1% 	33
I regularly follow the news, but I have other interests too	55.1% 	49
I sporadically keep up with what’s going on in the news, but I consume a lot of non-news content	6.7% 	6
I don’t regularly focus very much on the news	1.1% 	1

Totals: 89

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



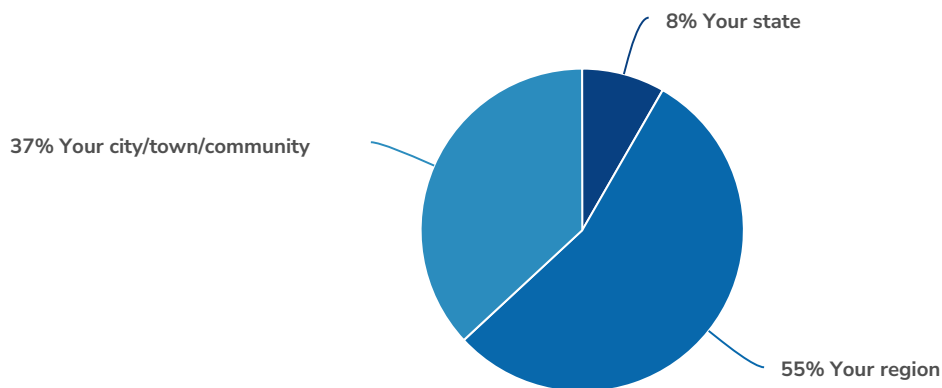
Value	Percent	Responses
I am consuming A LOT MORE news/information	23.9%	21
I am consuming A LITTLE MORE news/information	19.3%	17
My news/information consumption hasn't changed (consuming A LOT)	30.7%	27
My news/information consumption hasn't changed (consuming A LITTLE)	5.7%	5
I'm consuming A LITTLE LESS news/information	13.6%	12
I'm consuming A LOT LESS news/information	5.7%	5
Don't know/unsure	1.1%	1

Totals: 88

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	61	22	3	2	1	89
Row %	68.5%	24.7%	3.4%	2.2%	1.1%	
National news						
Count	68	18	3	0	0	89
Row %	76.4%	20.2%	3.4%	0.0%	0.0%	
Statewide news						
Count	61	26	1	0	1	89
Row %	68.5%	29.2%	1.1%	0.0%	1.1%	
Coverage of local news/events/happenings from where you live						
Count	60	24	1	2	2	89
Row %	67.4%	27.0%	1.1%	2.2%	2.2%	
Totals						
Total Responses						89

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	8.3%	7
Your region	54.8%	46
Your city/town/community	36.9%	31
		Totals: 84

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 %	23 27.4%	44 52.4%	16 19.0%	1 1.2%	84
Cultural events coverage (ex. museums, arts, etc.) Count Row %	44 52.4%	31 36.9%	9 10.7%	0 0.0%	84
Features on local community leaders Count Row %	30 35.7%	42 50.0%	12 14.3%	0 0.0%	84
School board coverage/related school issues Count Row %	20 23.8%	35 41.7%	27 32.1%	2 2.4%	84
Concerts/festivals coverage Count Row %	30 35.7%	39 46.4%	14 16.7%	1 1.2%	84
Local government coverage Count Row %	45 53.6%	34 40.5%	4 4.8%	1 1.2%	84
Feel-good news stories Count Row %	18 21.4%	40 47.6%	25 29.8%	1 1.2%	84

	Very Interested	Somewhat Interested	Little to No Interest	Unsure/Doesn't apply	Responses
Investigative reporting on important local issues Count Row %	67 79.8%	15 17.9%	2 2.4%	0 0.0%	84
Local environmental issues Count Row %	63 75.0%	19 22.6%	2 2.4%	0 0.0%	84
Local elections coverage (candidates, issues, etc.) Count Row %	57 67.9%	26 31.0%	1 1.2%	0 0.0%	84
Story-telling features about the local community and local newsmakers Count Row %	30 35.7%	47 56.0%	7 8.3%	0 0.0%	84
Local health and wellness coverage Count Row %	34 40.5%	38 45.2%	12 14.3%	0 0.0%	84
Crime and public safety issues Count Row %	10 11.9%	55 65.5%	19 22.6%	0 0.0%	84
Totals Total Responses					84

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

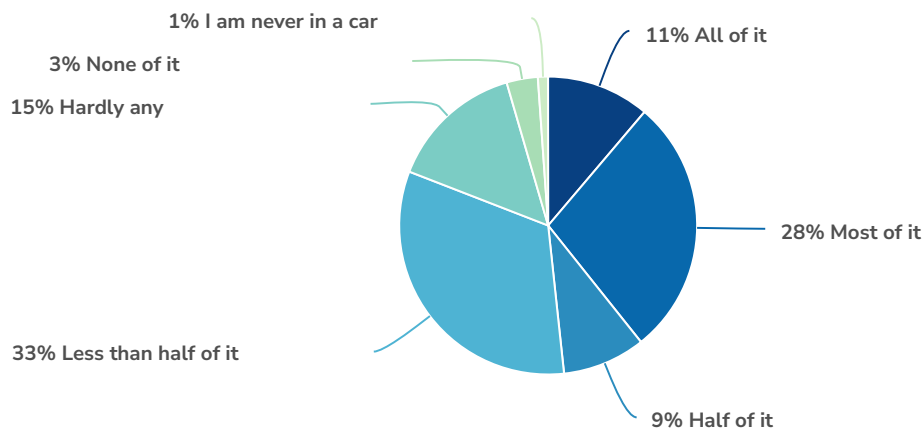
	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Museums Count Row %	3 3.4%	33 37.1%	29 32.6%	23 25.8%	1 1.1%	89
Art fairs Count Row %	3 3.4%	22 24.7%	31 34.8%	33 37.1%	0 0.0%	89
Opera Count Row %	3 3.4%	1 1.1%	5 5.6%	78 87.6%	2 2.2%	89
Symphony Count Row %	2 2.2%	12 13.5%	16 18.0%	59 66.3%	0 0.0%	89
Music festivals Count Row %	3 3.4%	9 10.1%	26 29.2%	51 57.3%	0 0.0%	89
Popular concerts Count Row %	7 7.9%	8 9.0%	23 25.8%	50 56.2%	1 1.1%	89
Broadway plays/theater Count Row %	3 3.4%	11 12.4%	18 20.2%	57 64.0%	0 0.0%	89
Live music in bars/clubs Count Row %	10 11.2%	16 18.0%	23 25.8%	40 44.9%	0 0.0%	89
Community theater Count Row %	6 6.7%	16 18.0%	24 27.0%	43 48.3%	0 0.0%	89

	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Jazz concerts						
Count	1	7	20	61	0	89
Row %	1.1%	7.9%	22.5%	68.5%	0.0%	
Ballet / Dance shows						
Count	1	5	10	73	0	89
Row %	1.1%	5.6%	11.2%	82.0%	0.0%	
Classical music performances						
Count	5	14	13	57	0	89
Row %	5.6%	15.7%	14.6%	64.0%	0.0%	
Film festivals						
Count	1	3	25	59	1	89
Row %	1.1%	3.4%	28.1%	66.3%	1.1%	
Farmers markets						
Count	28	26	19	16	0	89
Row %	31.5%	29.2%	21.3%	18.0%	0.0%	
Book festivals						
Count	1	3	18	66	1	89
Row %	1.1%	3.4%	20.2%	74.2%	1.1%	
Sporting events						
Count	3	6	13	67	0	89
Row %	3.4%	6.7%	14.6%	75.3%	0.0%	
Totals						
Total Responses						89

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 %	11 12.4%	49 55.1%	26 29.2%	3 3.4%	89
Town meetings discussing local issues of interest hosted by THE STATION THAT SENT YOU THIS SURVEY'S host/reporters Count Row %	24 27.0%	47 52.8%	15 16.9%	3 3.4%	89
Trivia nights at local area bars/restaurants hosted by a personality/host from THE STATION THAT SENT YOU THIS SURVEY Count Row %	8 9.0%	15 16.9%	59 66.3%	7 7.9%	89
Host an open house over a weekend where listeners can tour the station and meet the hosts/reporters Count Row %	14 15.7%	40 44.9%	26 29.2%	9 10.1%	89
Live broadcast of a show from THE STATION THAT SENT YOU THIS SURVEY from a location in the community Count Row %	25 28.1%	38 42.7%	19 21.3%	7 7.9%	89
Totals Total Responses					89

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



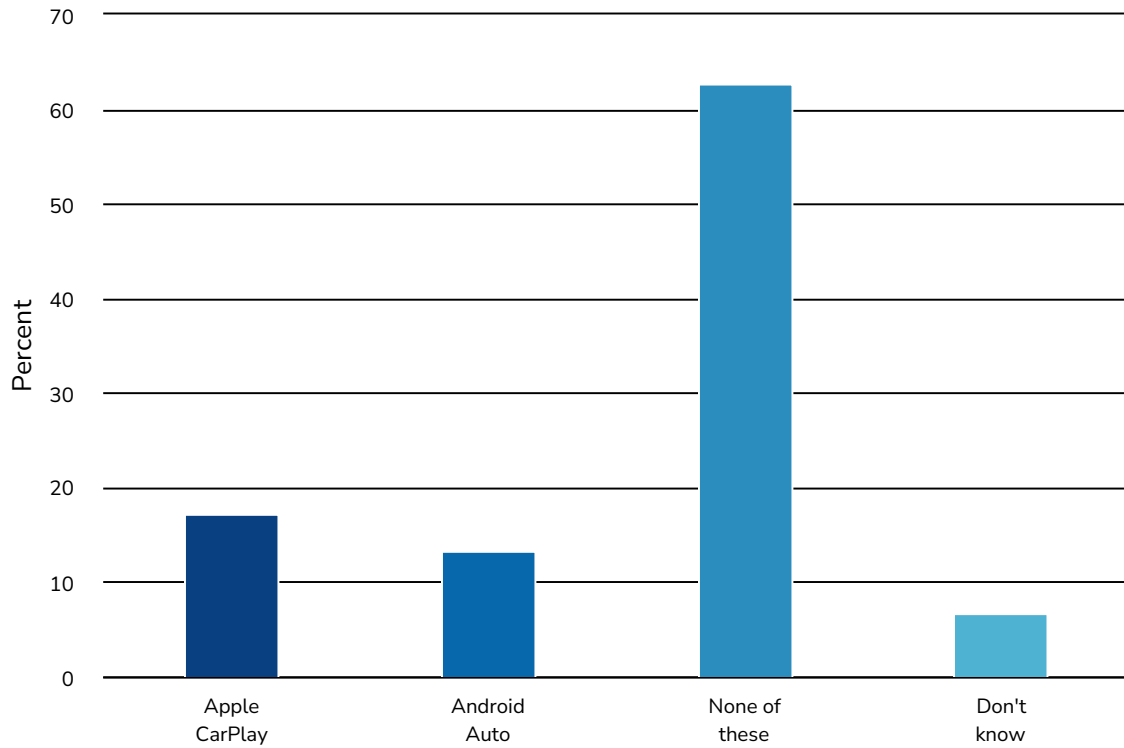
Value	Percent	Responses
All of it	11.2%	10
Most of it	28.1%	25
Half of it	9.0%	8
Less than half of it	32.6%	29
Hardly any	14.6%	13
None of it	3.4%	3
I am never in a car	1.1%	1

Totals: 89

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!

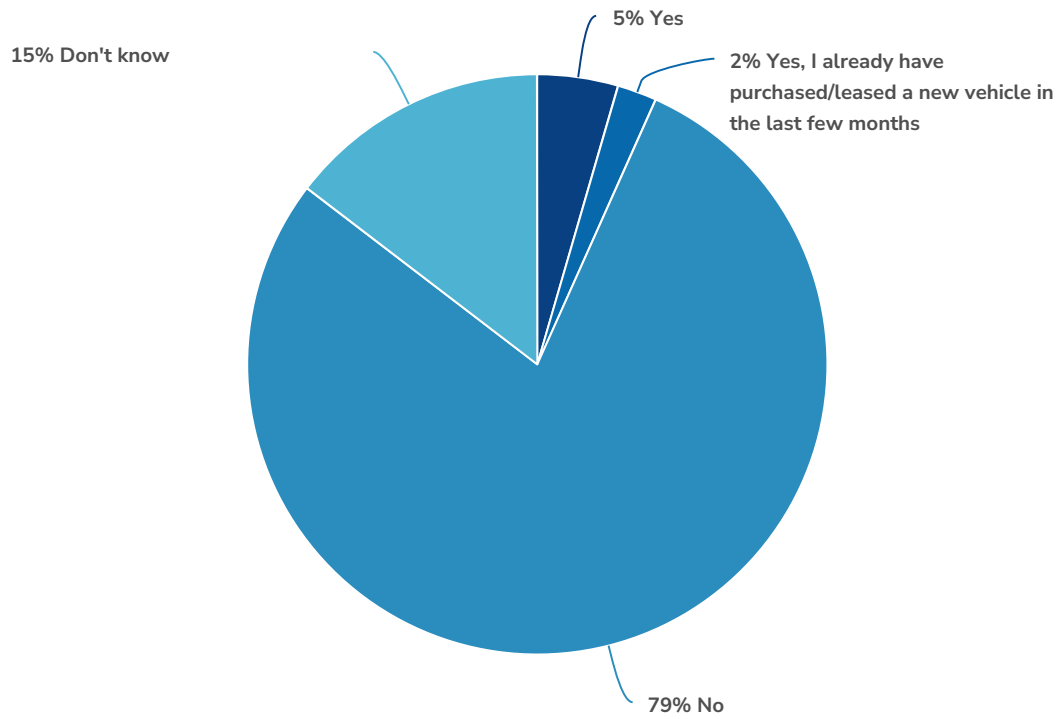
Item	Average	Min	Max	StdDev	Sum	Total Responses
AM/FM car radio	59.1	5.0	100.0	33.6	4,374.0	74
SiriusXM (satellite radio)	37.9	0.0	100.0	37.9	1,743.0	46
Music you own (CDs, hard drive, music on a mobile device, iPod, etc.)	19.2	0.0	70.0	19.3	730.0	38
Podcasts	11.5	0.0	80.0	19.3	298.0	26
Streaming audio (Spotify, this station's app, etc.)	21.8	0.0	100.0	28.6	655.0	30
Audio books	14.3	0.0	95.0	23.2	530.0	37
Other	20.4	0.0	100.0	33.7	470.0	23

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	17.3%	13
Android Auto	13.3%	10
None of these	62.7%	47
Don't know	6.7%	5

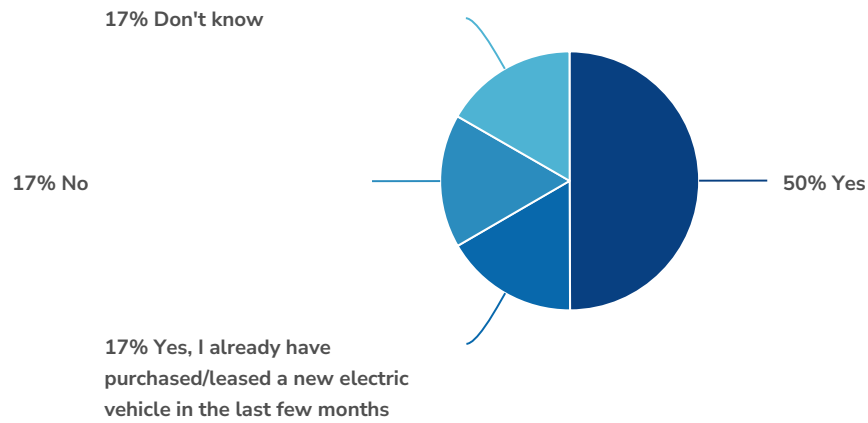
46. Are you personally planning on buying or leasing a new vehicle in the next 12 months?



Value	Percent	Responses
Yes	4.5%	4
Yes, I already have purchased/leased a new vehicle in the last few months	2.2%	2
No	78.7%	70
Don't know	14.6%	13

Totals: 89

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



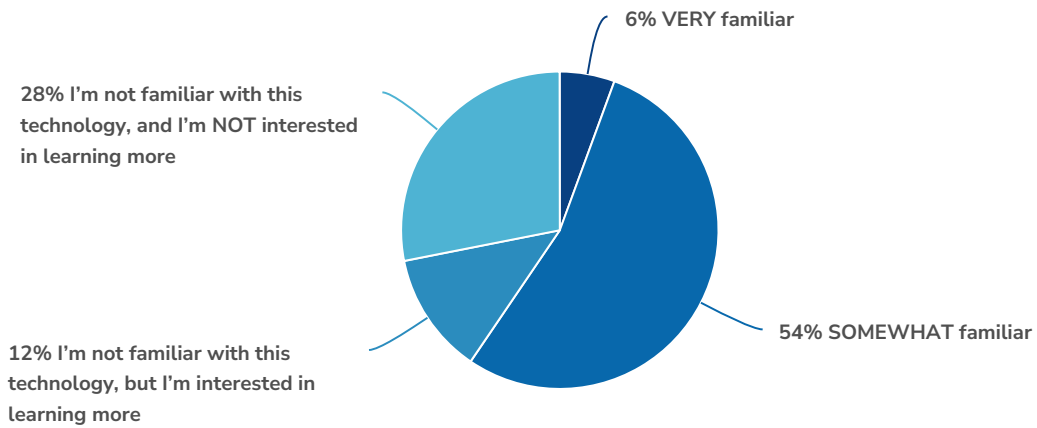
Value	Percent	Responses
Yes	50.0%	3
Yes, I already have purchased/leased a new electric vehicle in the last few months	16.7%	1
No	16.7%	1
Don't know	16.7%	1

Totals: 6

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 33.3%	3 50.0%	1 16.7%	0 0.0%	6
FM radio Count Row %	5 83.3%	1 16.7%	0 0.0%	0 0.0%	6
HD Radio Count Row %	1 16.7%	0 0.0%	4 66.7%	1 16.7%	6
SiriusXM (satellite radio) Count Row %	2 33.3%	0 0.0%	4 66.7%	0 0.0%	6
Smartphone connector (AUX IN) Count Row %	3 50.0%	0 0.0%	3 50.0%	0 0.0%	6
Bluetooth Count Row %	3 50.0%	2 33.3%	1 16.7%	0 0.0%	6
Apple CarPlay Count Row %	1 16.7%	1 16.7%	4 66.7%	0 0.0%	6
Android Auto Count Row %	1 16.7%	0 0.0%	4 66.7%	1 16.7%	6
In-dash navigation system Count Row %	5 83.3%	1 16.7%	0 0.0%	0 0.0%	6
Ability to use voice commands Count Row %	0 0.0%	4 66.7%	2 33.3%	0 0.0%	6
Totals Total Responses					6

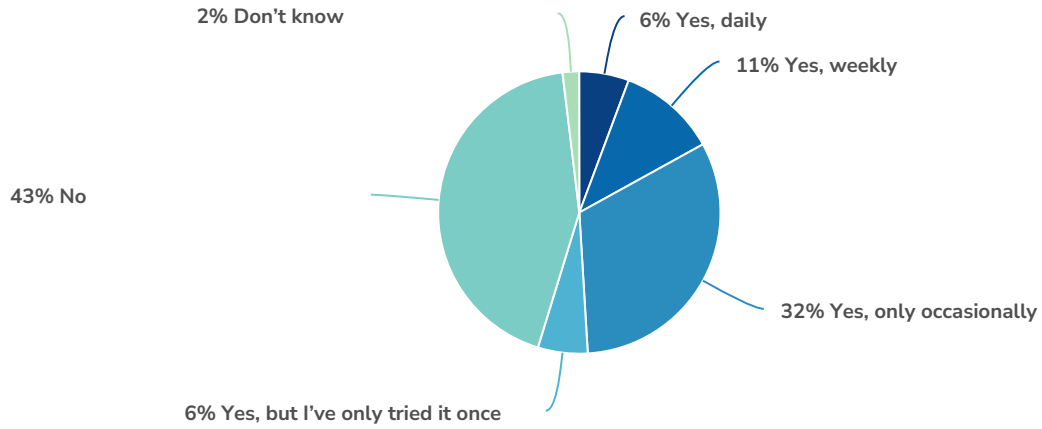
49. In general, how familiar are you with AI applications like “ChatGPT” and/or other forms of Artificial Intelligence?



Value	Percent	Responses
VERY familiar	5.6%	5
SOMEWHAT familiar	53.9%	48
I'm not familiar with this technology, but I'm interested in learning more	12.4%	11
I'm not familiar with this technology, and I'm NOT interested in learning more	28.1%	25

Totals: 89

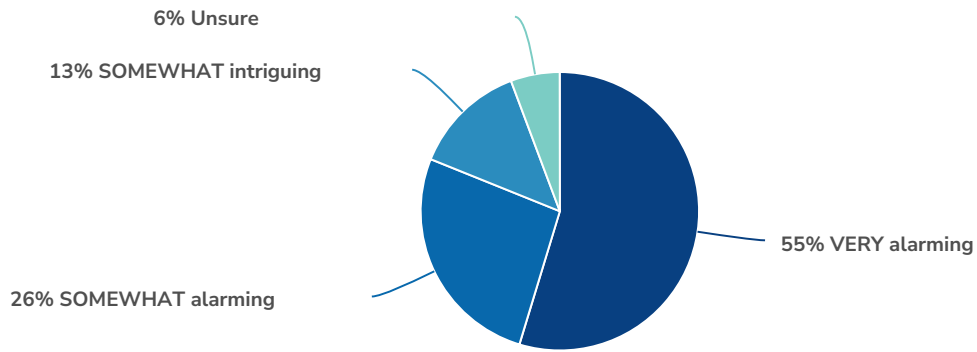
50. Do you use any AI platforms or applications for work/school/personal use?



Value	Percent	Responses
Yes, daily	5.7%	3
Yes, weekly	11.3%	6
Yes, only occasionally	32.1%	17
Yes, but I've only tried it once	5.7%	3
No	43.4%	23
Don't know	1.9%	1

Totals: 53

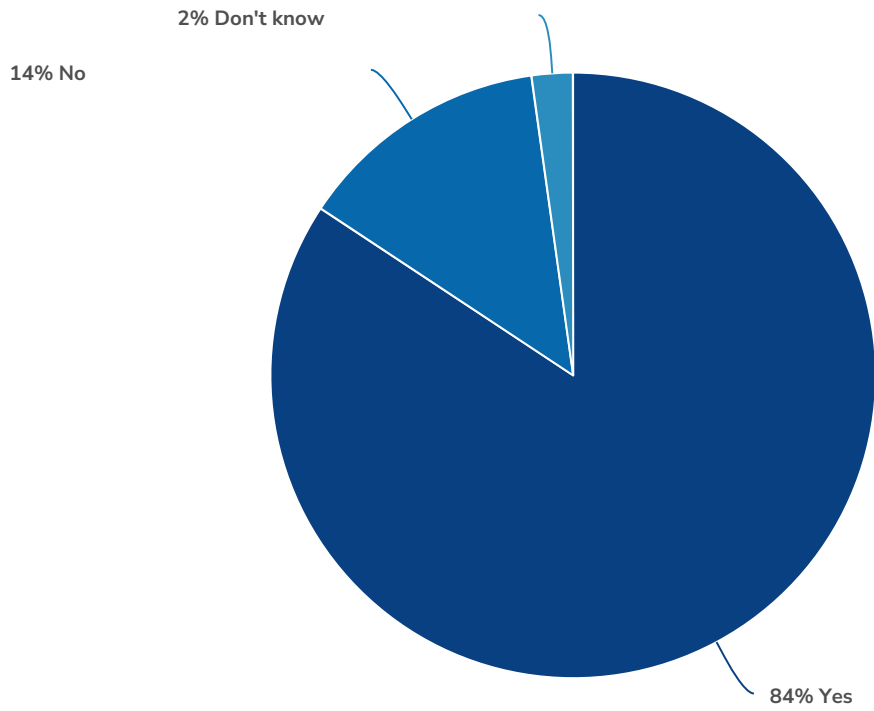
51. Based on what you know about “AI,” please tell us which best represents your opinion?"The rate at which AI is progressing is:"



Value	Percent	Responses
VERY alarming	54.7%	29
SOMEWHAT alarming	26.4%	14
SOMEWHAT intriguing	13.2%	7
Unsure	5.7%	3

Totals: 53

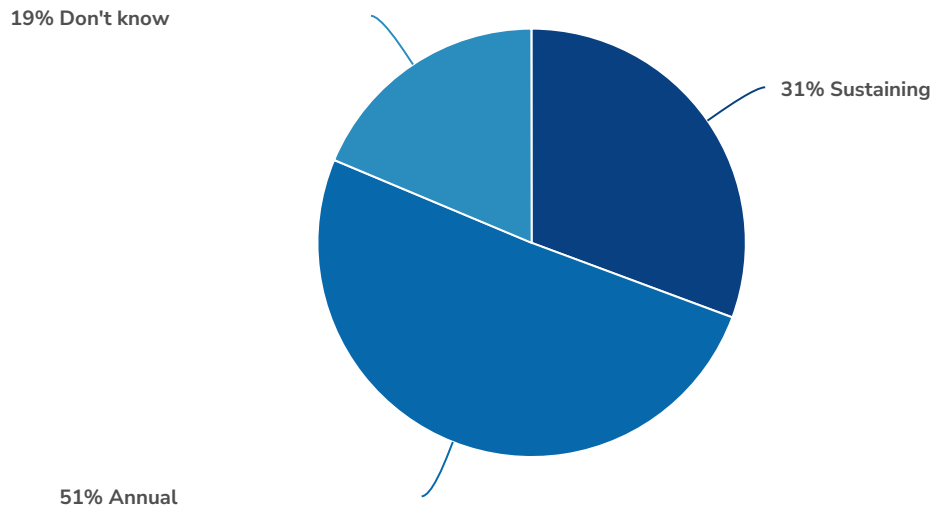
52. (THIS IS NOT A SOLICITATION) Are you currently a member of THE STATION THAT SENT YOU THIS SURVEY, and/or have you sent the station a financial contribution within the past year?

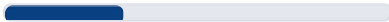

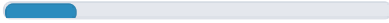


Value	Percent	Responses
Yes	84.3%	75
No	13.5%	12
Don't know	2.2%	2

Totals: 89

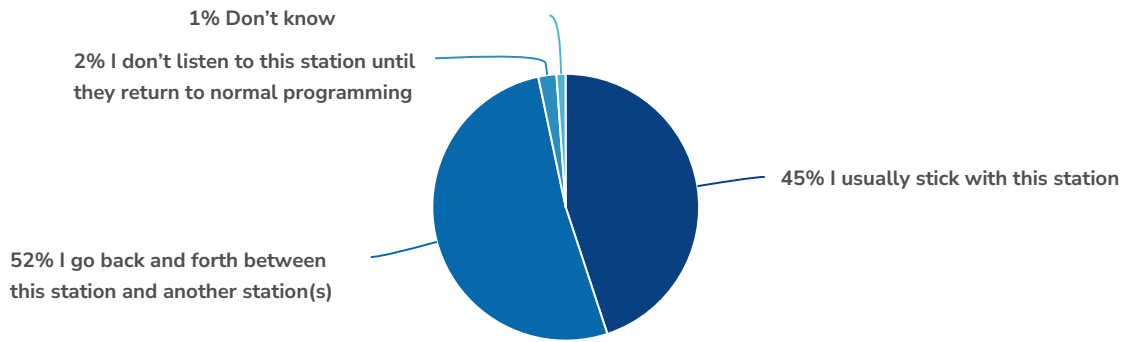
53. Are you a sustaining member or an annual member of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Sustaining	30.7% 	23
Annual	50.7% 	38
Don't know	18.7% 	14

Totals: 75

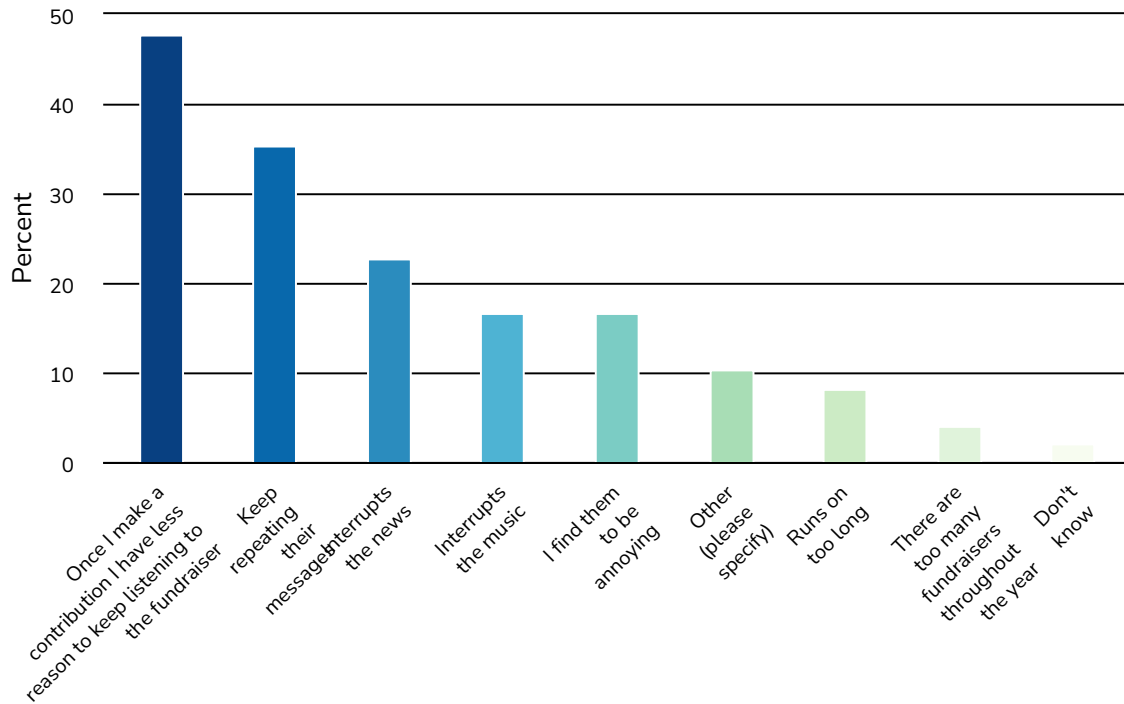
54. When THE STATION THAT SENT YOU THIS SURVEY is in a fundraising drive, which of the following best describes how you listen?


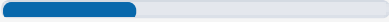
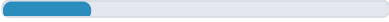
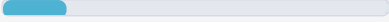
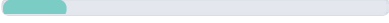
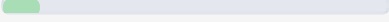
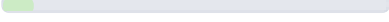
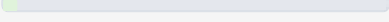
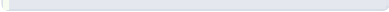


Value	Percent	Responses
I usually stick with this station	44.9%	40
I go back and forth between this station and another station(s)	51.7%	46
I don't listen to this station until they return to normal programming	2.2%	2
Don't know	1.1%	1

Totals: 89

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)



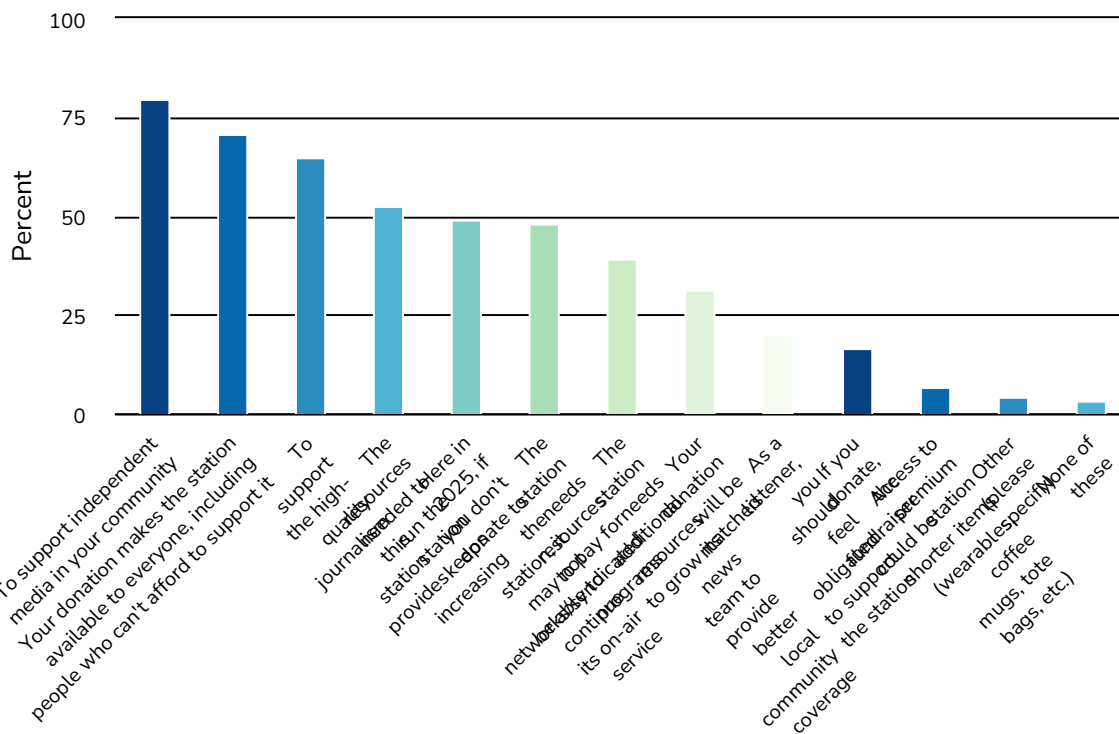
Value	Percent	Responses
Once I make a contribution I have less reason to keep listening to the fundraiser	47.9% 	23
Keep repeating their messages	35.4% 	17
Interrupts the news	22.9% 	11
Interrupts the music	16.7% 	8
I find them to be annoying	16.7% 	8
Other (please specify)	10.4% 	5
Runs on too long	8.3% 	4
There are too many fundraisers throughout the year	4.2% 	2
Don't know	2.1% 	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
I switch just to switch - fundraising doesn't bother me	1
want to hear music	1
Totals	5

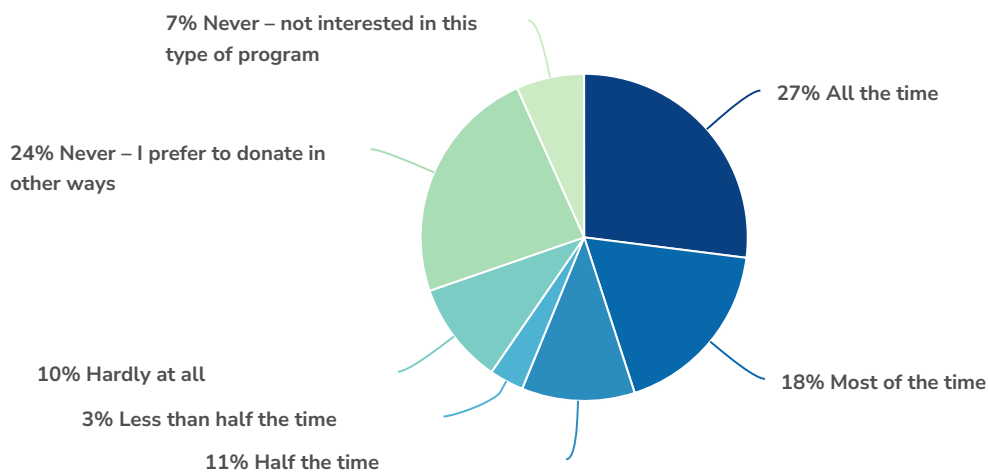
56. Below is a list of appeals that THE STATION THAT SENT YOU THIS SURVEY might make during its fundraising efforts – which of these are most likely to impact your decision to make a financial contribution to the station? (MARK ALL THAT APPLY)

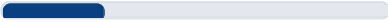
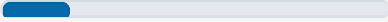
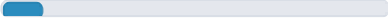
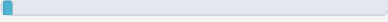
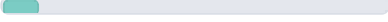
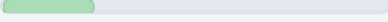
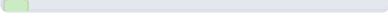


Value	Percent	Responses
To support independent media in your community	79.8%	71
Your donation makes the station available to everyone, including people who can't afford to support it	70.8%	63
To support the high-quality journalism this station provides	65.2%	58
The resources needed to run the station keeps increasing	52.8%	47
Here in 2025, if you don't donate to the station, it may not be able to continue its on-air service	49.4%	44
The station needs resources to pay for networks/syndicated programs	48.3%	43
The station needs additional resources to grow its news team to provide better local community coverage	39.3%	35
Your donation will be matched	31.5%	28
As a listener, you should feel obligated to support the station	20.2%	18
If you donate, the fundraiser could be shorter	16.9%	15
Access to premium station items (wearables, coffee mugs, tote bags, etc.)	6.7%	6
Other (please specify)	4.5%	4
None of these	3.4%	3

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
The unique nature of this station	1
Totals	4

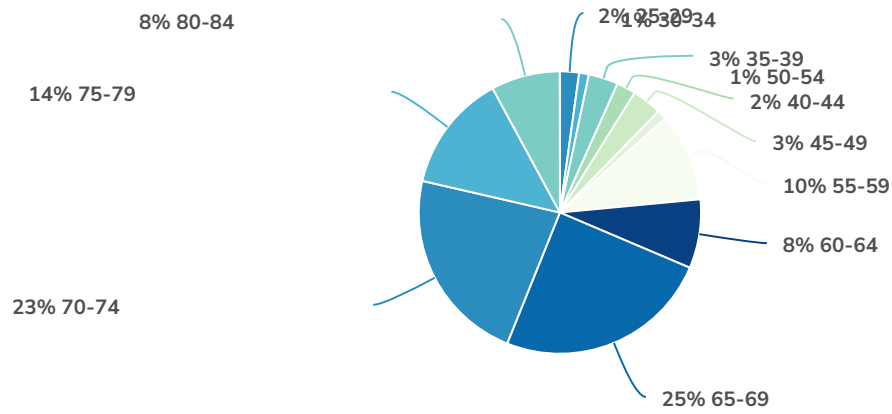
57. Some non-profit organizations make donation arrangements with retail chain stores in their community (grocery stores, hardware stores, etc.) for shoppers to “round up” their purchase to the next dollar. For example if the bill comes to \$3.25 it gets “rounded up” to the next dollar to \$4.00, with 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	27.0% 	24
Most of the time	18.0% 	16
Half the time	11.2% 	10
Less than half the time	3.4% 	3
Hardly at all	10.1% 	9
Never – I prefer to donate in other ways	23.6% 	21
Never – not interested in this type of program	6.7% 	6

Totals: 89

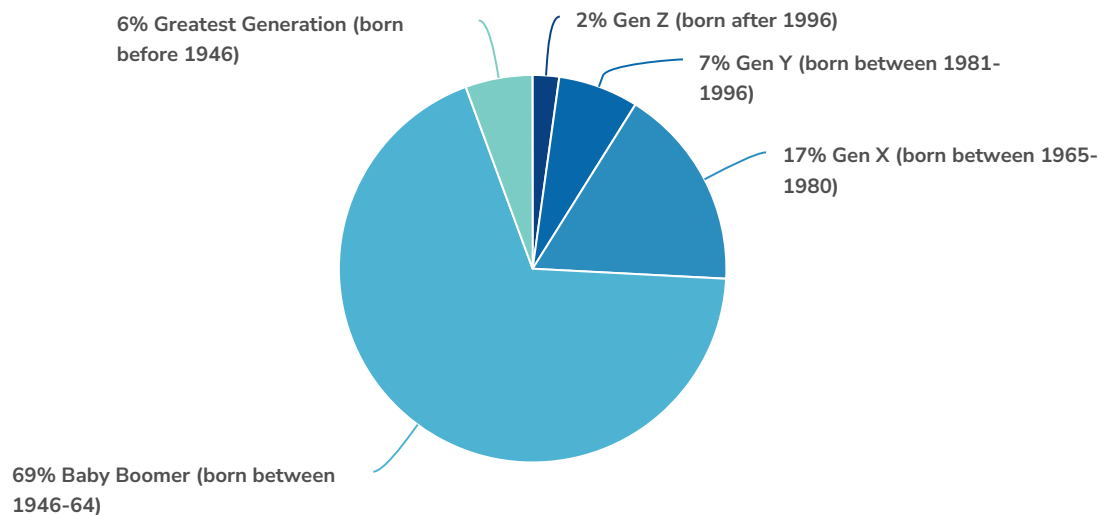
58. Now, just a few questions about you. In which of the following age categories do you fall?



Value	Percent	Responses
25-29	2.2%	2
30-34	1.1%	1
35-39	3.4%	3
40-44	2.2%	2
45-49	3.4%	3
50-54	1.1%	1
55-59	10.1%	9
60-64	7.9%	7
65-69	24.7%	22
70-74	22.5%	20
75-79	13.5%	12
80-84	7.9%	7

Totals: 89

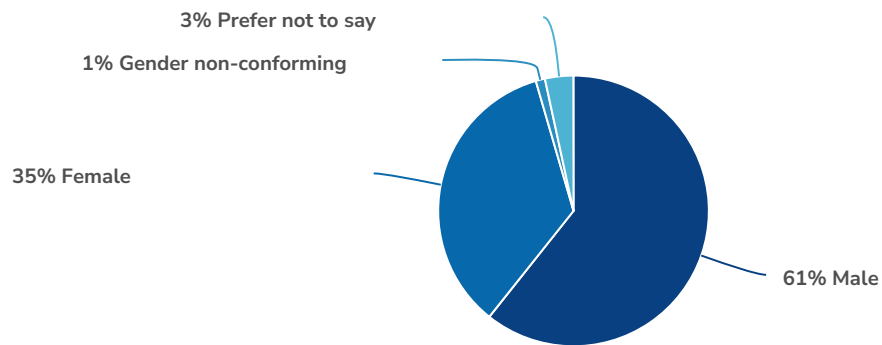
59. Into which of these generational groups do you fall?



Value	Percent	Responses
Gen Z (born after 1996)	2.2%	2
Gen Y (born between 1981-1996)	6.7%	6
Gen X (born between 1965-1980)	16.9%	15
Baby Boomer (born between 1946-64)	68.5%	61
Greatest Generation (born before 1946)	5.6%	5

Totals: 89

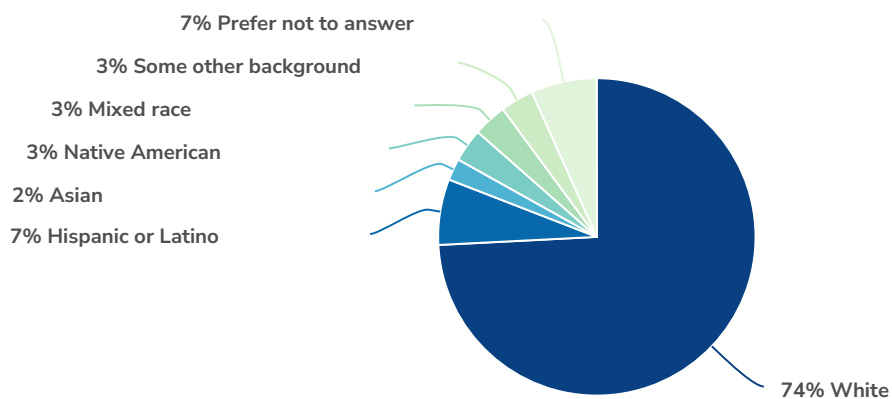
60. What is your gender?



Value	Percent	Responses
Male	60.7%	54
Female	34.8%	31
Gender non-conforming	1.1%	1
Prefer not to say	3.4%	3

Totals: 89

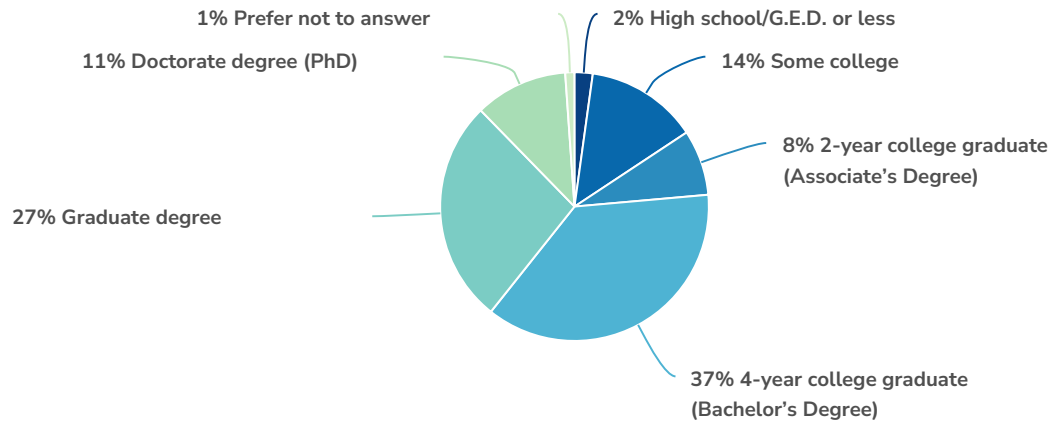
61. Which of the following best describes you?



Value	Percent	Responses
White	74.2%	66
Hispanic or Latino	6.7%	6
Asian	2.2%	2
Native American	3.4%	3
Mixed race	3.4%	3
Some other background	3.4%	3
Prefer not to answer	6.7%	6

Totals: 89

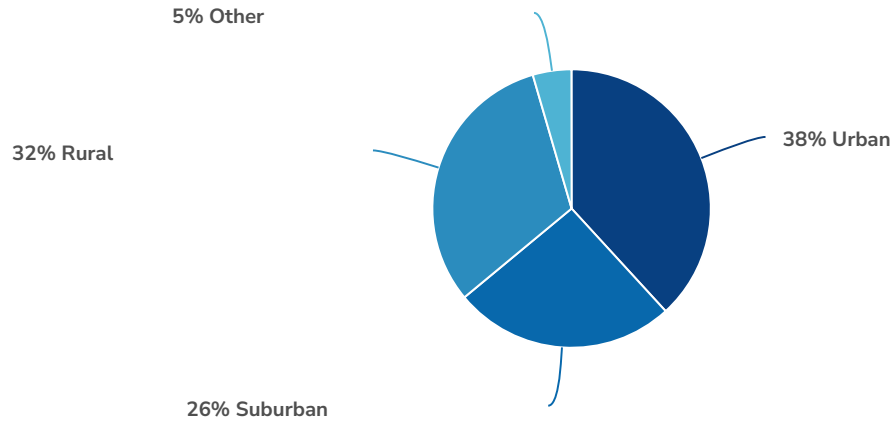
62. For classification purposes, what is the last year of education you have completed?



Value	Percent	Responses
High school/G.E.D. or less	2.2%	2
Some college	13.5%	12
2-year college graduate (Associate's Degree)	7.9%	7
4-year college graduate (Bachelor's Degree)	37.1%	33
Graduate degree	27.0%	24
Doctorate degree (PhD)	11.2%	10
Prefer not to answer	1.1%	1

Totals: 89

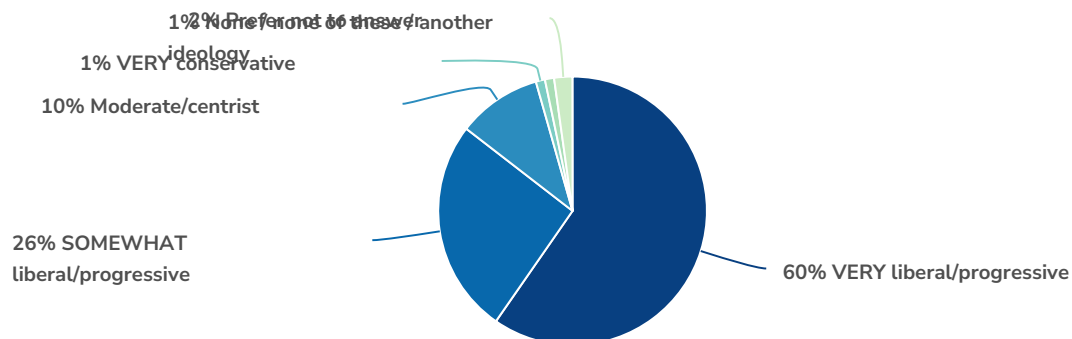
63. Which of the following best describes the location of your primary residence?



Value	Percent	Responses
Urban	38.2%	34
Suburban	25.8%	23
Rural	31.5%	28
Other	4.5%	4

Totals: 89

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



Value	Percent	Responses
VERY liberal/progressive	59.6%	53
SOMEWHAT liberal/progressive	25.8%	23
Moderate/centrist	10.1%	9
VERY conservative	1.1%	1
None / none of these / another ideology	1.1%	1
Prefer not to answer	2.2%	2

Totals: 89