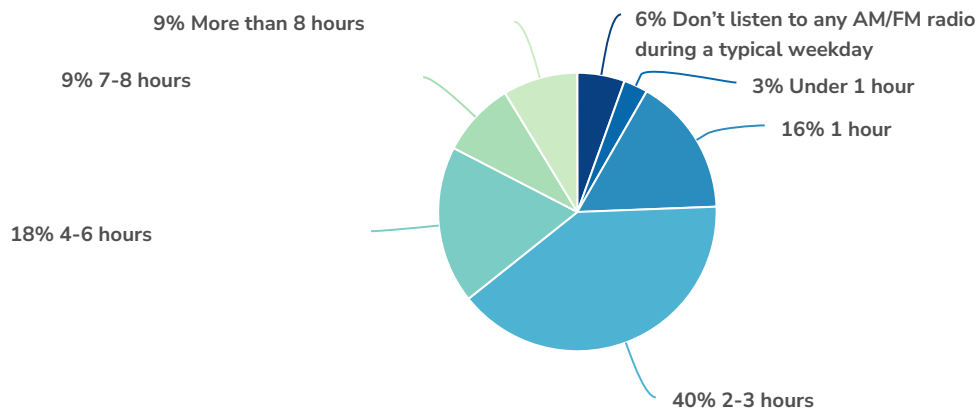


# KPFA Female Totals

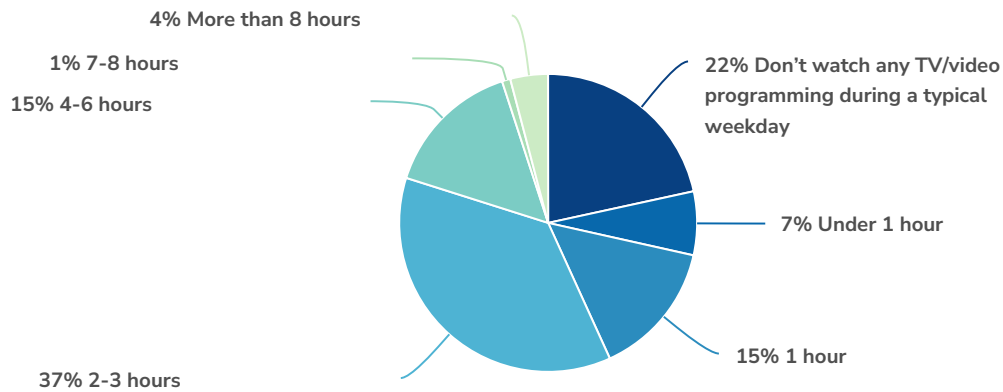
1. How many hours on an average WEEKDAY (Monday-Friday) do you use/listen to any local AM/FM radio stations (using a regular radio OR audio stream on any device)?



Value	Percent	Responses
Don't listen to any AM/FM radio during a typical weekday	5.5%	12
Under 1 hour	2.8%	6
1 hour	16.1%	35
2-3 hours	39.9%	87
4-6 hours	18.3%	40
7-8 hours	8.7%	19
More than 8 hours	8.7%	19

Totals: 218

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	21.6%	47
Under 1 hour	6.9%	15
1 hour	14.7%	32
2-3 hours	36.7%	80
4-6 hours	15.1%	33
7-8 hours	0.9%	2
More than 8 hours	4.1%	9

Totals: 218

### 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 %	35 16.1%	107 49.1%	44 20.2%	12 5.5%	20 9.2%	218
Watching online video (ex. YouTube, Netflix, etc.) Count Row %	17 7.8%	94 43.1%	68 31.2%	22 10.1%	17 7.8%	218
Reading a daily newspaper (print or online) Count Row %	24 11.0%	131 60.1%	36 16.5%	14 6.4%	13 6.0%	218
Consuming (listening to or watching) podcasts Count Row %	50 22.9%	44 20.2%	50 22.9%	23 10.6%	51 23.4%	218
Playing word games ONLINE (i.e. Wordle, Spelling Bee, online crossword puzzles, etc.) Count Row %	114 52.3%	64 29.4%	11 5.0%	5 2.3%	24 11.0%	218
Reading online newsletters that provide local news coverage on the area/region in which you live Count Row %	28 12.8%	103 47.2%	60 27.5%	12 5.5%	15 6.9%	218
<b>Totals</b> Total Responses						218

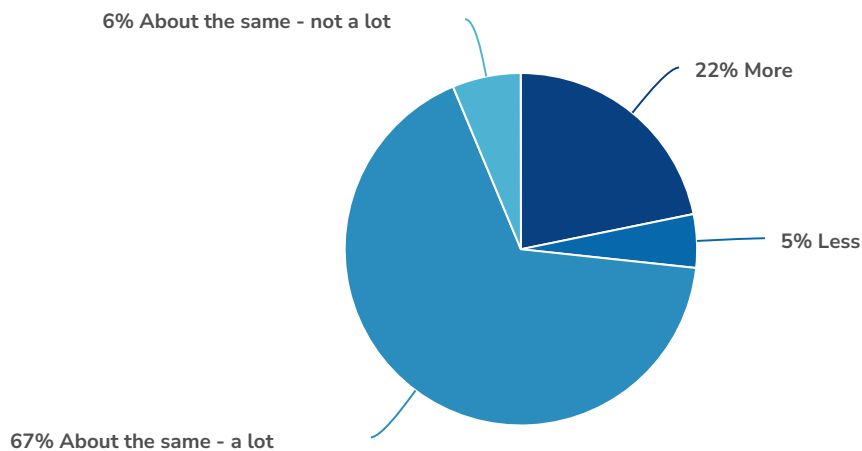
4. Below is a list of statements about PUBLIC RADIO. For each, please tell us if it is a MAIN reason why you listen to public radio, a SECONDARY reason, or NO REASON at all.

	Main Reason	Secondary Reason	No Reason at All	Responses
I want to be informed about what's going on in the news Count Row %	184 89.3%	18 8.7%	4 1.9%	206
I want a deeper perspective into the news Count Row %	177 85.9%	21 10.2%	8 3.9%	206
The presentation is calm Count Row %	63 30.6%	77 37.4%	66 32.0%	206
It has fewer ads compared to commercial radio Count Row %	138 67.0%	53 25.7%	15 7.3%	206
I like particular shows or hosts on public radio Count Row %	171 83.0%	33 16.0%	2 1.0%	206
Public radio makes me smarter Count Row %	116 56.3%	57 27.7%	33 16.0%	206
Public radio needs my support Count Row %	94 45.6%	94 45.6%	18 8.7%	206
I want to discover new music/new artists Count Row %	59 28.6%	95 46.1%	52 25.2%	206
I like being surprised by the music that's coming up next Count Row %	62 30.1%	69 33.5%	75 36.4%	206

	Main Reason	Secondary Reason	No Reason at All	Responses
It keeps me company Count Row %	48 23.3%	90 43.7%	68 33.0%	206
I like to work with the radio on Count Row %	56 27.2%	72 35.0%	78 37.9%	206
I hear music I don't get anywhere else Count Row %	107 51.9%	53 25.7%	46 22.3%	206
I want to be informed if there's an emergency Count Row %	87 42.2%	84 40.8%	35 17.0%	206
I'm in the habit of listening Count Row %	91 44.2%	72 35.0%	43 20.9%	206
I enjoy learning about new things Count Row %	158 76.7%	44 21.4%	4 1.9%	206
The programming is more trustworthy and objective Count Row %	177 85.9%	23 11.2%	6 2.9%	206
I like that it's listener-supported Count Row %	167 81.1%	34 16.5%	5 2.4%	206
Public radio respects my intelligence Count Row %	147 71.4%	41 19.9%	18 8.7%	206
Public radio presents a balance of perspectives Count Row %	112 54.4%	62 30.1%	32 15.5%	206
Breaking news alerts Count Row %	81 39.3%	95 46.1%	30 14.6%	206

	Main Reason	Secondary Reason	No Reason at All	Responses
To listen to music that is curated/chosen by radio programmers/hosts Count Row %	93 45.1%	80 38.8%	33 16.0%	206
I hear different voices and perspectives Count Row %	155 75.2%	41 19.9%	10 4.9%	206
The music provides a break from the news Count Row %	52 25.2%	71 34.5%	83 40.3%	206
To hear my favorite music Count Row %	52 25.2%	78 37.9%	76 36.9%	206
I want to know about events happening in my community Count Row %	112 54.4%	84 40.8%	10 4.9%	206
I want to hear news and information about my local area Count Row %	126 61.2%	76 36.9%	4 1.9%	206
<b>Totals</b> Total Responses				206

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	21.8%	45
Less	4.9%	10
About the same - a lot	67.0%	138
About the same - not a lot	6.3%	13

Totals: 206

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:


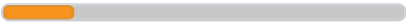
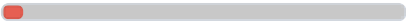
	Main Reason	Secondary Reason	No Reason at All	Responses
A lifestyle change (less time, job change, working from home, personal reasons) Count Row %	4 40.0%	3 30.0%	3 30.0%	10
Listening more to non-radio sources (Spotify, SiriusXM, podcasts, my own music, smart speakers, etc.) Count Row %	3 30.0%	0 0.0%	7 70.0%	10
The news gets repetitive on public radio Count Row %	0 0.0%	5 50.0%	5 50.0%	10
The news gets depressing Count Row %	0 0.0%	2 20.0%	8 80.0%	10
There's too much bias in public radio programs Count Row %	0 0.0%	1 10.0%	9 90.0%	10
Spending more time consuming podcasts Count Row %	3 30.0%	1 10.0%	6 60.0%	10
Spending less time in a car Count Row %	2 20.0%	5 50.0%	3 30.0%	10
I'm getting more of my news in other ways (ex: web, text, social media, etc.) Count Row %	4 40.0%	2 20.0%	4 40.0%	10
I am burned out on the news and need a break Count Row %	0 0.0%	2 20.0%	8 80.0%	10

	Main Reason	Secondary Reason	No Reason at All	Responses
Fundraising drives Count Row %	0 0.0%	2 20.0%	8 80.0%	10
I have more audio options to listen to in the car Count Row %	2 20.0%	2 20.0%	6 60.0%	10
The current political climate Count Row %	1 10.0%	2 20.0%	7 70.0%	10
The quality of public radio news programming has slipped Count Row %	2 20.0%	2 20.0%	6 60.0%	10
<b>Totals</b> Total Responses				10

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: 70.6



Promoters		76.1%	166
Passives		18.3%	40
Detractors		5.5%	12

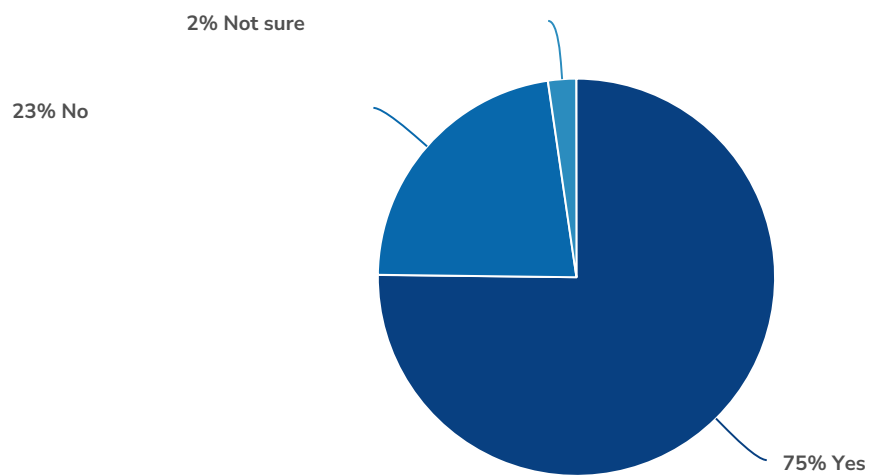
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**Totals: 218**

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

ResponseID	Response
3760	I don't like to send surveys to any of my friends.
3766	I don't recommend anything to anyone.
3810	I want to help the station but not forced others.
3822	I don't tend to recommend stations to others.
3828	Friends already listen to public radio
3880	I like KPFA, but I prefer KALW and KQED.
3889	I don't usually listen to the station
3979	because npr is often "captured" news
4184	I don't like to forward emails
5115	I'm not sure why! but now i will consider it.
5882	let them know about the station; don't push them.
5887	They would disagree politically or already listen.

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



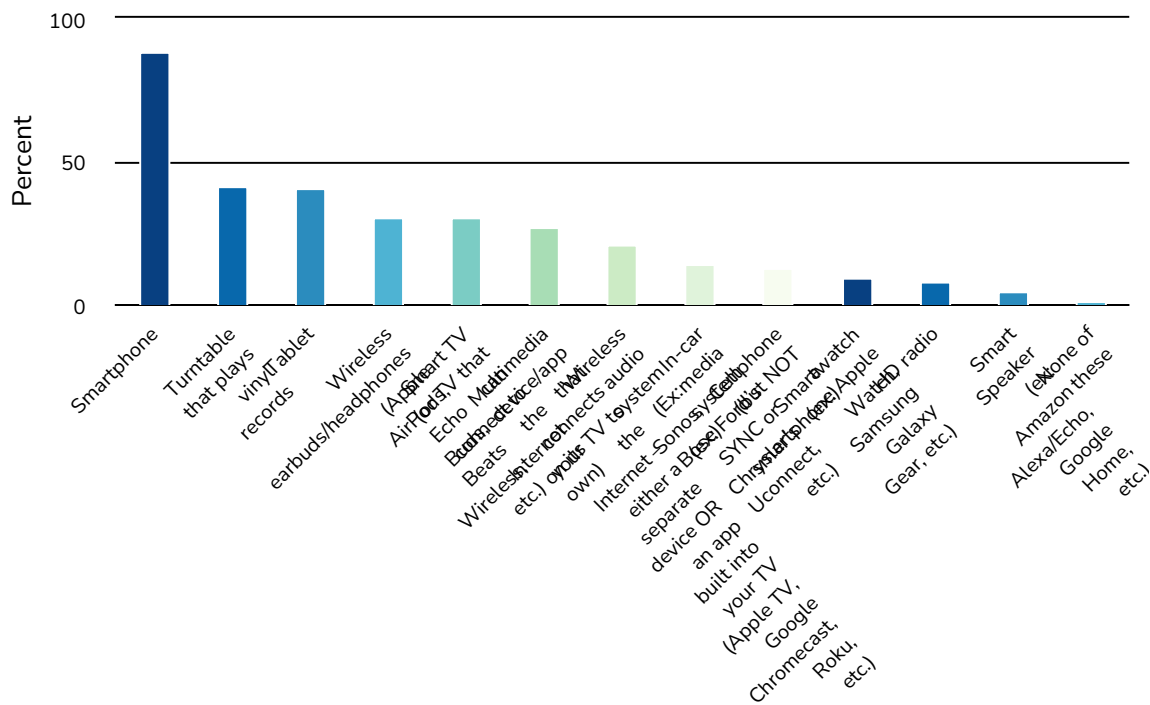
Value	Percent	Responses
Yes	75.2%	164
No	22.5%	49
Not sure	2.3%	5

Totals: 218

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!

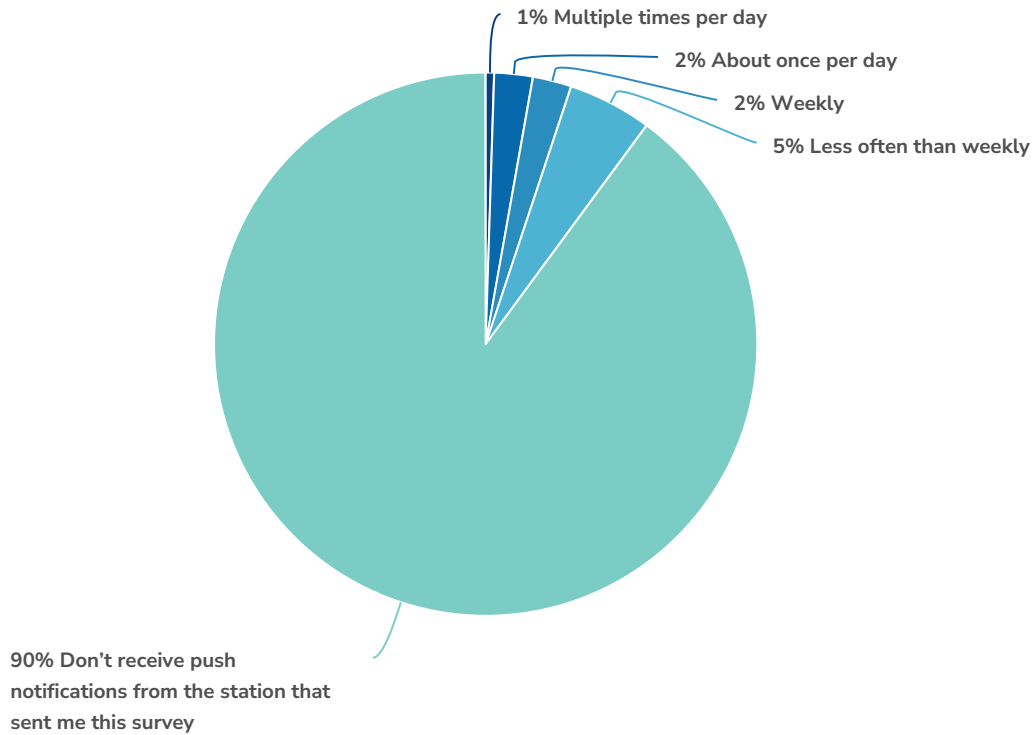
Item	Average	Min	Max	StdDev	Sum	Total Responses
A regular AM/FM radio at home/work/school	45.0	0.0	100.0	35.6	7,292.0	162
A regular AM/FM radio in a vehicle	31.2	0.0	100.0	27.8	5,780.0	185
This station's stream on a computer	25.2	0.0	100.0	30.8	3,855.0	153
This station's stream on a mobile phone/tablet/dashboard	16.5	0.0	100.0	24.5	2,183.0	132
This station's podcasts or on-demand content	13.1	0.0	100.0	20.9	1,527.0	117
NPR apps	4.6	0.0	70.0	10.0	461.0	101
This station's stream on a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	2.7	0.0	80.0	11.2	250.0	91
This station's stream on a Smart TV	1.1	0.0	40.0	5.2	100.0	90
Other	5.3	0.0	100.0	20.0	352.0	66

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	88.1%	192
Turntable that plays vinyl records	41.7%	91
Tablet	40.8%	89
Wireless earbuds/headphones (Apple AirPods, Echo Buds, Beats Wireless, etc.)	30.7%	67
Smart TV (or TV that can connect to the Internet on its own)	30.3%	66
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.)	27.5%	60
Wireless audio system (Ex: Sonos, Bose)	21.1%	46
In-car media system (ex: Ford’s SYNC or Chrysler’s Uconnect, etc.)	14.2%	31
Cellphone (but NOT a smartphone)	12.8%	28
Smartwatch (ex: Apple Watch, Samsung Galaxy Gear, etc.)	9.6%	21
HD radio	8.3%	18
Smart Speaker (ex: Amazon Alexa/Echo, Google Home, etc.)	4.6%	10
None of these	1.4%	3

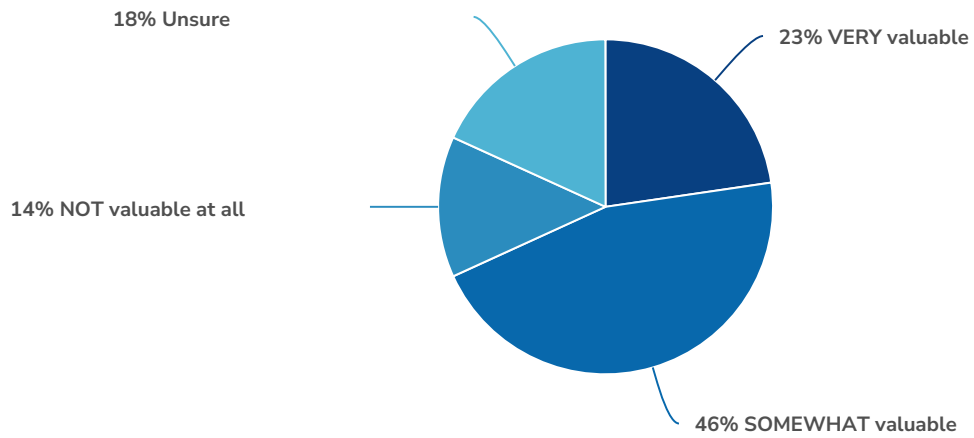
12. How often do you receive/use push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY that connects you to a news story or headline?



Value	Percent	Responses
Multiple times per day	0.5%	1
About once per day	2.3%	5
Weekly	2.3%	5
Less often than weekly	5.0%	11
Don't receive push notifications from the station that sent me this survey	89.9%	196

Totals: 218

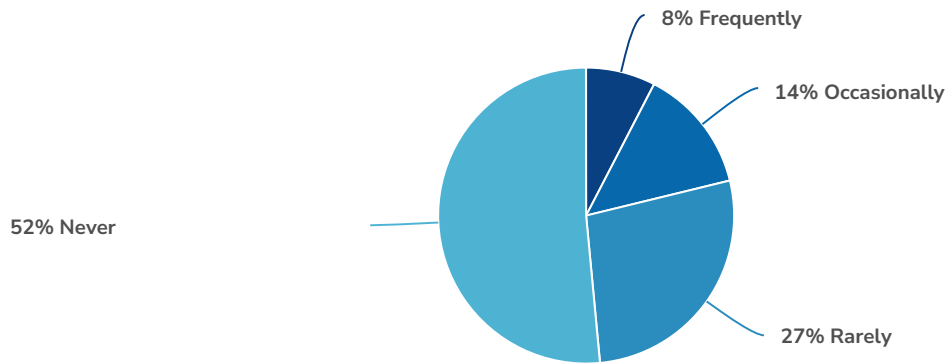
13. How VALUABLE do you find news story/headline push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
VERY valuable	22.7% 	5
SOMEWHAT valuable	45.5% 	10
NOT valuable at all	13.6% 	3
Unsure	18.2% 	4

Totals: 22

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	7.6%	5
Occasionally	13.6%	9
Rarely	27.3%	18
Never	51.5%	34

Totals: 66

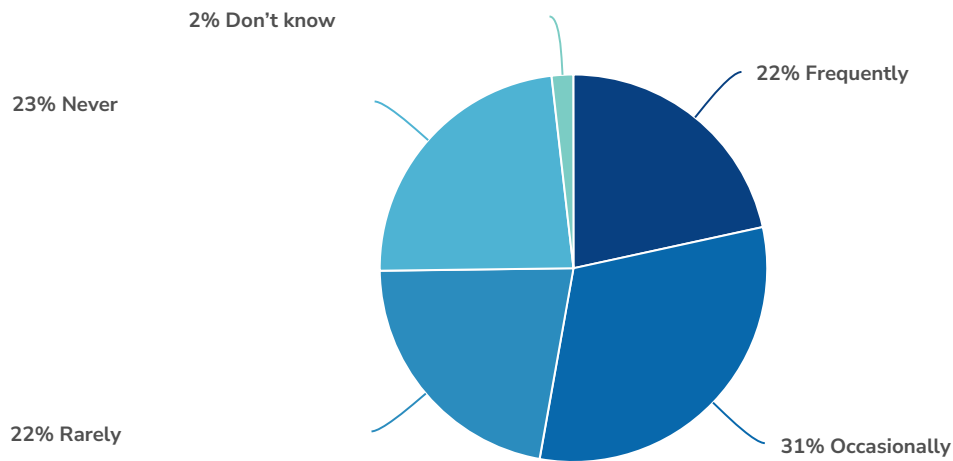
15. How much do you agree or disagree with each of the following statements? If you're not sure or the statement doesn't apply, click "Don't know."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
One of radio's primary advantages is its local feel Count Row %	84 38.5%	94 43.1%	31 14.2%	4 1.8%	3 1.4%	2 0.9%	218
As a result of the current political climate, I'm providing increased support to public radio Count Row %	75 34.4%	94 43.1%	36 16.5%	11 5.0%	2 0.9%	0 0.0%	218
I find myself spending less time with public radio because I increasingly need a break from the news Count Row %	9 4.1%	23 10.6%	41 18.8%	84 38.5%	58 26.6%	3 1.4%	218
THE STATION THAT SENT ME THIS SURVEY is well connected to the local community Count Row %	101 46.3%	90 41.3%	14 6.4%	5 2.3%	1 0.5%	7 3.2%	218
I really feel a sense of connection to THE STATION THAT SENT ME THIS SURVEY Count Row %	134 61.5%	69 31.7%	13 6.0%	2 0.9%	0 0.0%	0 0.0%	218

	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 %	110 50.5%	91 41.7%	14 6.4%	3 1.4%	0 0.0%	0 0.0%	218
I am tuning into music radio stations more often than in the past to take a break from the news Count Row %	13 6.0%	30 13.8%	64 29.4%	70 32.1%	40 18.3%	1 0.5%	218
I would like to see THE STATION THAT SENT ME THIS SURVEY be more visible in my community Count Row %	80 36.7%	84 38.5%	37 17.0%	11 5.0%	1 0.5%	5 2.3%	218
The same public radio news stories/topics repeat too often on the same day Count Row %	6 2.8%	35 16.1%	75 34.4%	73 33.5%	19 8.7%	10 4.6%	218
I often don't agree with the political viewpoints of THE STATION THAT SENT ME THIS SURVEY Count Row %	4 1.8%	7 3.2%	25 11.5%	75 34.4%	104 47.7%	3 1.4%	218

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
More and more, I'm using social media to read/discover news stories	17 7.8%	40 18.3%	39 17.9%	44 20.2%	77 35.3%	1 0.5%	218
<b>Totals</b>							
Total Responses							218

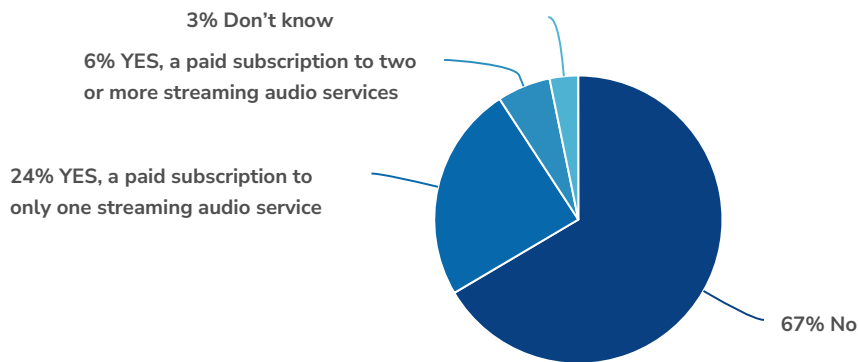
16. How often do you “time-shift” radio programming – that is, listening to program content on-demand so you can listen whenever it’s convenient?



Value	Percent	Responses
Frequently	21.6%	47
Occasionally	31.2%	68
Rarely	22.0%	48
Never	23.4%	51
Don't know	1.8%	4

Totals: 218

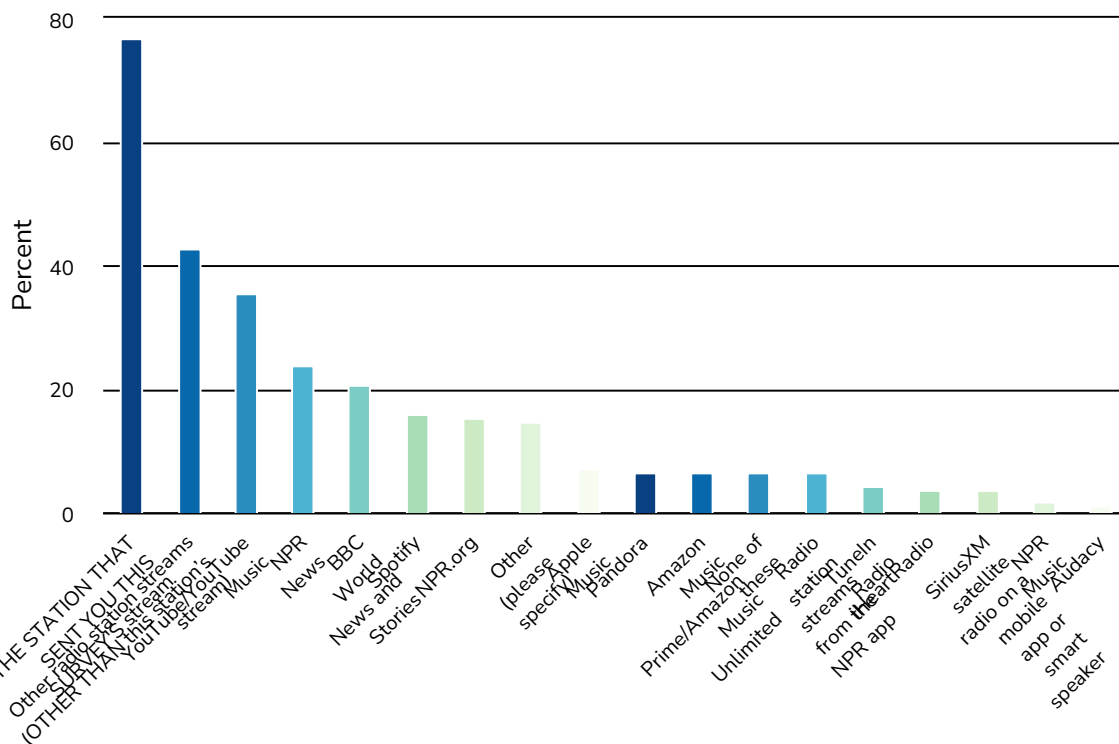
17. Do you personally or does someone else in your household pay to subscribe to any streaming AUDIO services (Spotify Premium, Pandora Plus/Premium, Apple Music paid subscription, Amazon Music Prime, etc.)? (If you or someone else in your household received a promotional subscription, but do NOT currently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



Value	Percent	Responses
No	66.5%	145
YES, a paid subscription to only one streaming audio service	24.3%	53
YES, a paid subscription to two or more streaming audio services	6.0%	13
Don't know	3.2%	7

Totals: 218

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%	125
Other radio station streams (OTHER THAN this station's stream)	42.9%	70
YouTube/YouTube Music	35.6%	58
NPR News	23.9%	39
BBC World News and Stories	20.9%	34
Spotify	16.0%	26
NPR.org	15.3%	25
Other (please specify)	14.7%	24

Value	Percent	Responses
Apple Music	7.4%	12
Pandora	6.7%	11
Amazon Music Prime/Amazon Music Unlimited	6.7%	11
None of these	6.7%	11
Radio station streams from the NPR app	6.7%	11
TuneIn Radio	4.3%	7
iHeartRadio	3.7%	6
SiriusXM satellite radio on a mobile app or smart speaker	3.7%	6
NPR Music	1.8%	3
Audacy	1.2%	2

### Other (please specify)

### Count

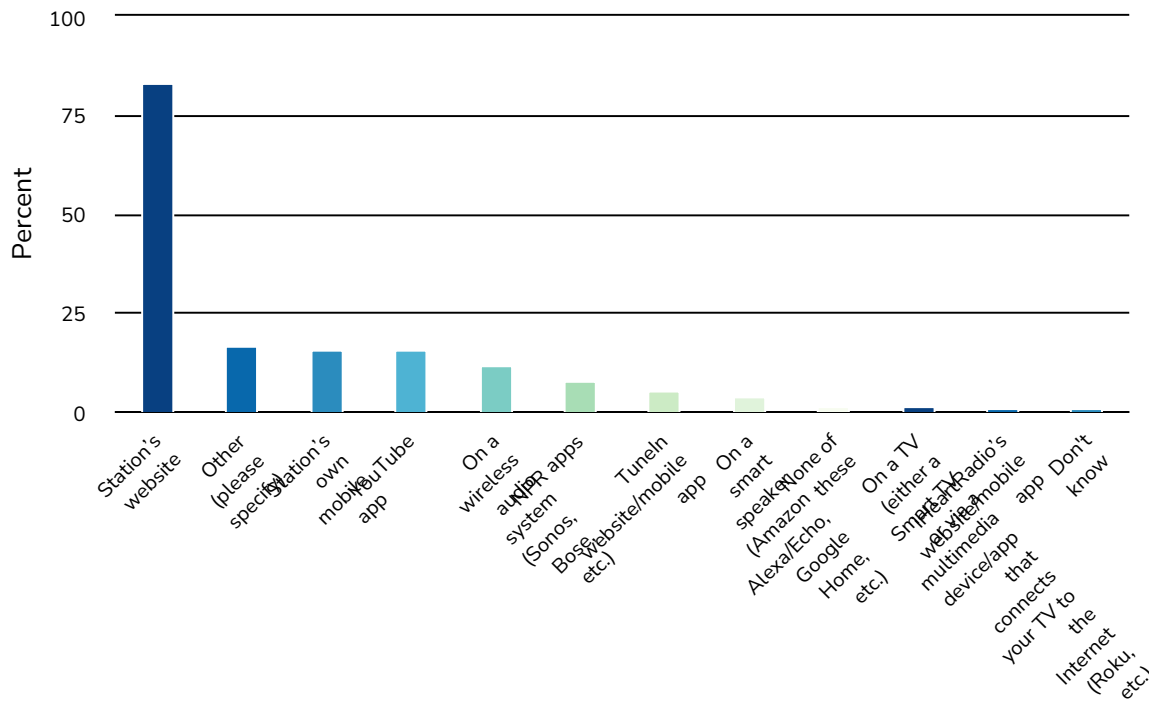
KALW	2
Al Jazeera	1
Al-Jazeera	1
Apple podcast	1
BBC Radio 4x	1
BBC6	1

DON't know what streaming is. If a radio or computer counts, then I only listen to the station that sent this survey. If not, I don't listen to any of these streams.

Totals 24

<b>Other (please specify)</b>	<b>Count</b>
DemocracyNow; Telesur, RTÉ Ireland	1
Democracynow.org	1
KBCS	1
KCMFM, KDFC,	1
Local NPR radio stations on radio	1
MhZ	1
Patreon	1
Podbean	1
Podcasts on Apple Podcasts/ Democracy Now!	1
Simple radio	1
Substack	1
kpfz, kzyx	1
local radio stations	1
misc podcasts	1
podcasts of individual public radio shows	1
sKPFA archives occasionally	1
Totals	24

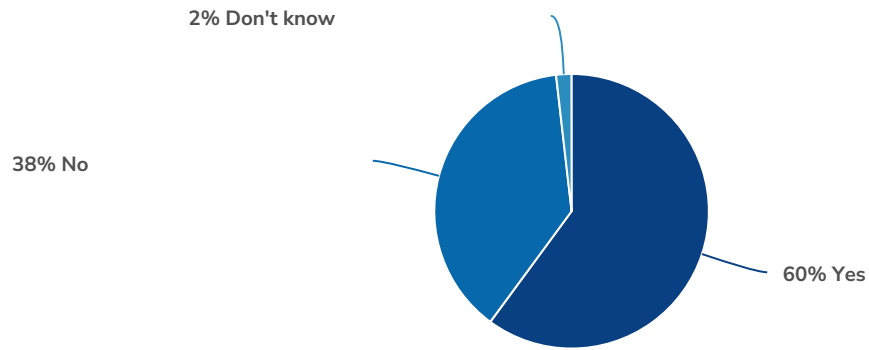
19. There are many ways to listen to the audio stream of THE STATION THAT SENT YOU THIS SURVEY. Using the list below, please click all the different sources you use to listen to its stream: (MARK ALL THAT APPLY)



Value	Percent	Responses
Station's website	83.2%	104
Other (please specify)	16.8%	21
Station's own mobile app	16.0%	20
YouTube	16.0%	20
On a wireless audio system (Sonos, Bose, etc.)	12.0%	15
NPR apps	8.0%	10
TuneIn website/mobile app	5.6%	7
On a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	4.0%	5
None of these	1.6%	2
On a TV (either a Smart TV or via a multimedia device/app that connects your TV to the Internet (Roku, etc.)	1.6%	2
iHeartRadio's website/mobile app	0.8%	1
Don't know	0.8%	1

<b>Other (please specify)</b>	<b>Count</b>
Apple Podcast	1
Car	1
Car radio	1
OCCASIONALLY PODCASTS	1
Phone	1
Radio	1
Radio	1
Radio box	1
Radio mostly occasionally stream on phone	1
Simple Radio	1
Simple Radio app	1
Stations website amplified through wired system.	1
The physical radio!	1
YouTube when Mitch Jeserich was on	1
analog radio	1
car	1
car radio	1
fm radio KPFA & K	1
occasionally on computer	1
other stations live	1
public computer	1
<b>Totals</b>	<b>21</b>

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



Value	Percent	Responses
Yes	60.1%	131
No	38.1%	83
Don't know	1.8%	4

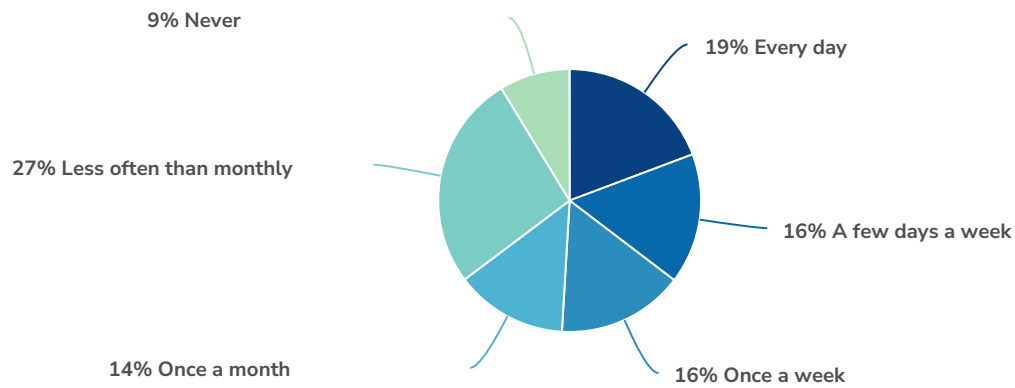
Totals: 218

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 %	8 6.1%	5 3.8%	52 39.7%	24 18.3%	26 19.8%	16 12.2%	131
LinkedIn Count Row %	24 18.3%	10 7.6%	7 5.3%	14 10.7%	25 19.1%	51 38.9%	131
X (formerly known as Twitter) Count Row %	73 55.7%	23 17.6%	5 3.8%	5 3.8%	10 7.6%	15 11.5%	131
Pinterest Count Row %	87 66.4%	5 3.8%	4 3.1%	1 0.8%	14 10.7%	20 15.3%	131
Instagram Count Row %	48 36.6%	7 5.3%	22 16.8%	17 13.0%	17 13.0%	20 15.3%	131
Snapchat Count Row %	119 90.8%	6 4.6%	0 0.0%	1 0.8%	3 2.3%	2 1.5%	131
Reddit Count Row %	103 78.6%	2 1.5%	1 0.8%	7 5.3%	12 9.2%	6 4.6%	131
WhatsApp Count Row %	45 34.4%	8 6.1%	10 7.6%	19 14.5%	31 23.7%	18 13.7%	131
Facebook Messenger Count Row %	39 29.8%	8 6.1%	16 12.2%	23 17.6%	33 25.2%	12 9.2%	131

	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 %	54 41.2%	2 1.5%	21 16.0%	29 22.1%	19 14.5%	6 4.6%	131
TikTok Count Row %	113 86.3%	2 1.5%	5 3.8%	2 1.5%	5 3.8%	4 3.1%	131
Nextdoor Count Row %	33 25.2%	20 15.3%	14 10.7%	18 13.7%	25 19.1%	21 16.0%	131
Threads Count Row %	111 84.7%	4 3.1%	2 1.5%	2 1.5%	5 3.8%	7 5.3%	131
Bluesky Count Row %	87 66.4%	1 0.8%	9 6.9%	6 4.6%	11 8.4%	17 13.0%	131
Truth Social Count Row %	127 96.9%	1 0.8%	1 0.8%	0 0.0%	1 0.8%	1 0.8%	131
Totals Total Responses							131

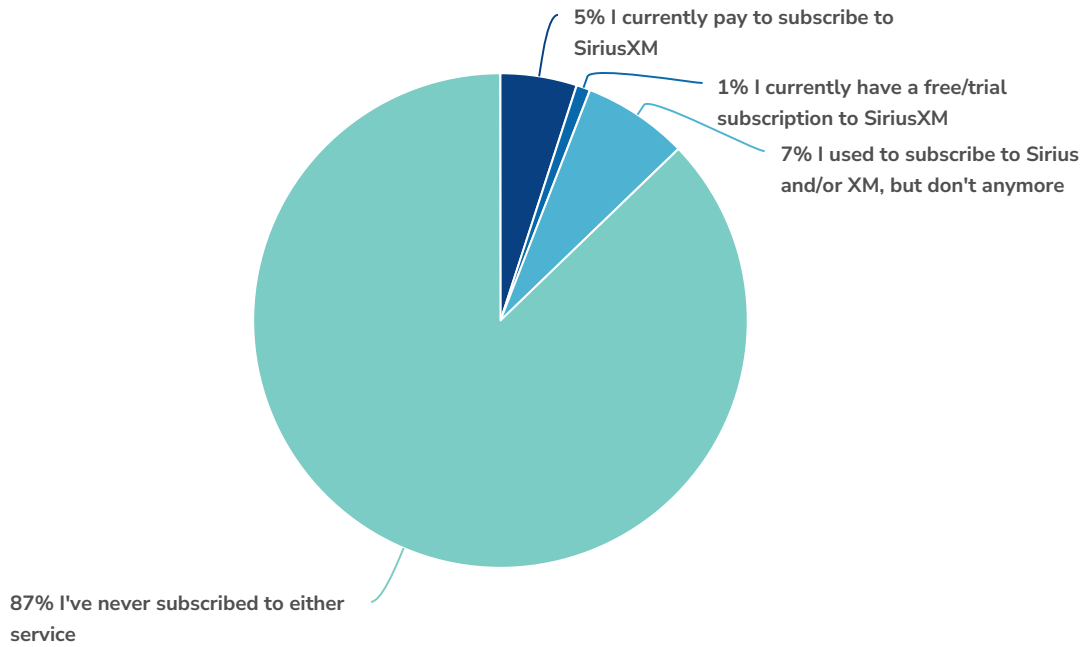
## 22. How often do you visit the website of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Every day	19.3%	42
A few days a week	16.1%	35
Once a week	15.6%	34
Once a month	13.8%	30
Less often than monthly	26.6%	58
Never	8.7%	19

Totals: 218

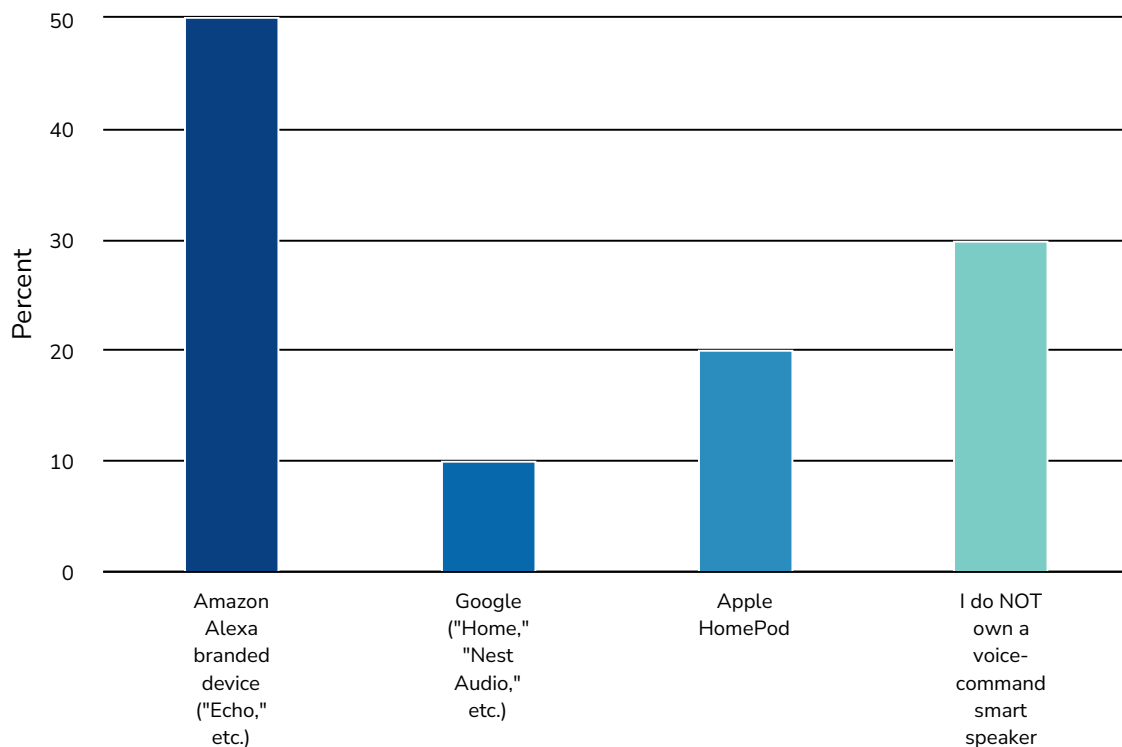
## 23. Which statement best describes your personal situation with satellite radio?



Value	Percent	Responses
I currently pay to subscribe to SiriusXM	5.0%	11
I currently have a free/trial subscription to SiriusXM	0.9%	2
I used to subscribe to Sirius and/or XM, but don't anymore	6.9%	15
I've never subscribed to either service	87.2%	190

Totals: 218

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)



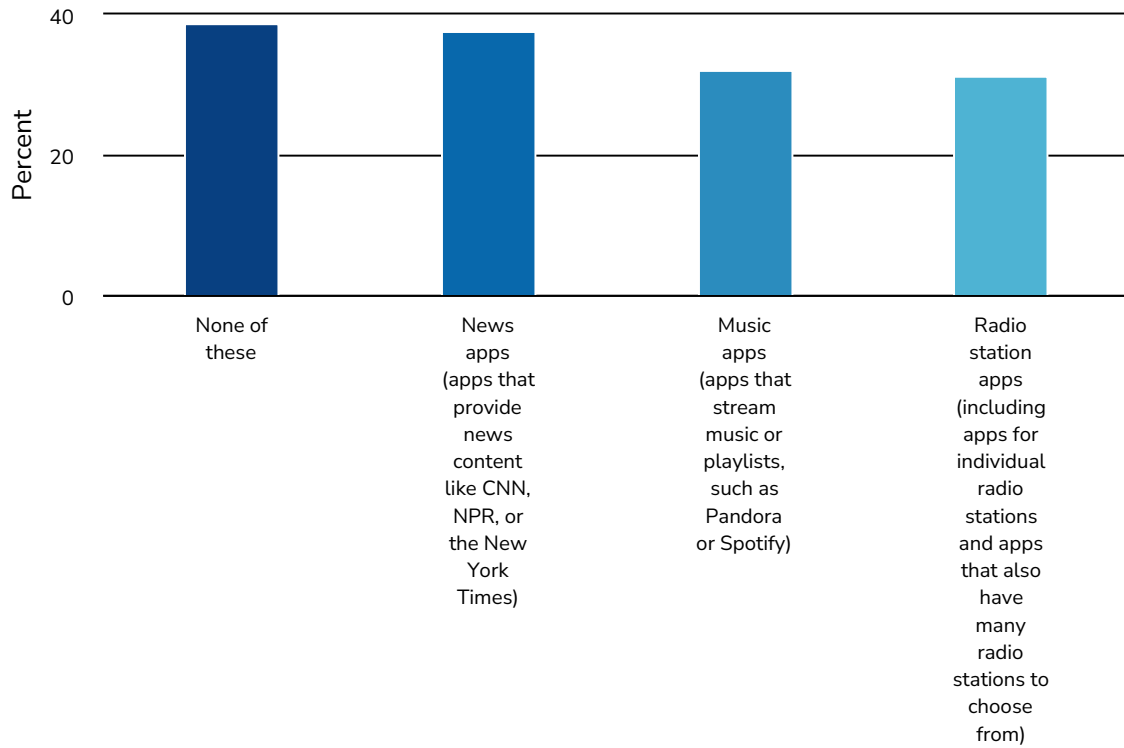
Value	Percent	Responses
Amazon Alexa branded device ("Echo," etc.)	50.0%	5
Google ("Home," "Nest Audio," etc.)	10.0%	1
Apple HomePod	20.0%	2
I do NOT own a voice-command smart speaker	30.0%	3

Other (please specify)	Count
Totals	0

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

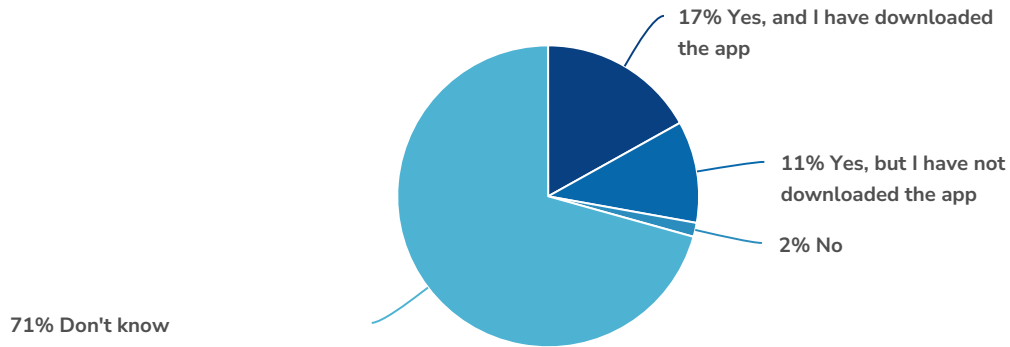
	Frequently	Occasionally	Rarely	Never	Responses
Hear weather updates Count Row %	0 0.0%	2 28.6%	2 28.6%	3 42.9%	7
Listen to an AM/FM radio station Count Row %	3 42.9%	3 42.9%	0 0.0%	1 14.3%	7
Listen to music from a streaming service (Pandora, Amazon Music, Apple Music, etc.) Count Row %	2 28.6%	3 42.9%	1 14.3%	1 14.3%	7
Listen to SiriusXM satellite radio Count Row %	0 0.0%	1 14.3%	1 14.3%	5 71.4%	7
Listen to podcasts Count Row %	0 0.0%	2 28.6%	1 14.3%	4 57.1%	7
Set a timer Count Row %	3 42.9%	2 28.6%	0 0.0%	2 28.6%	7
Use as an alarm Count Row %	1 14.3%	3 42.9%	0 0.0%	3 42.9%	7
Access your calendar Count Row %	0 0.0%	0 0.0%	2 28.6%	5 71.4%	7
Control smart home devices, such as turning on the lights Count Row %	1 14.3%	1 14.3%	0 0.0%	5 71.4%	7
Listen to newscasts Count Row %	1 14.3%	3 42.9%	1 14.3%	2 28.6%	7
<b>Totals</b> Total Responses					7

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



Value	Percent	Responses
None of these	38.8%	78
News apps (apps that provide news content like CNN, NPR, or the New York Times)	37.8%	76
Music apps (apps that stream music or playlists, such as Pandora or Spotify)	32.3%	65
Radio station apps (including apps for individual radio stations and apps that also have many radio stations to choose from)	31.3%	63

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	16.9%	34
Yes, but I have not downloaded the app	10.9%	22
No	1.5%	3
Don't know	70.6%	142

Totals: 201

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.

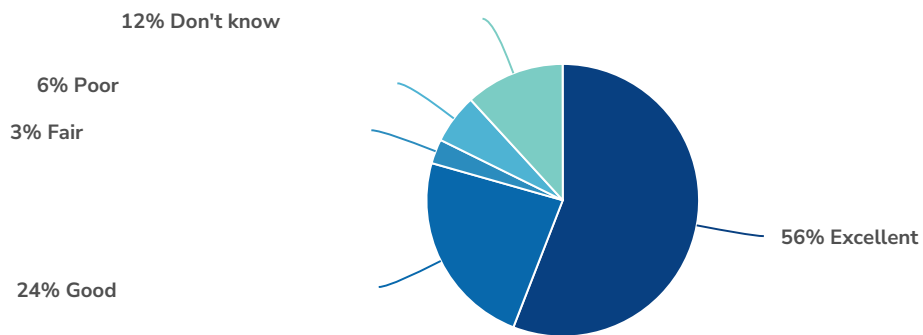
	Frequently	Occasionally	Rarely	Never	NA	Responses
Listening to the station's audio stream Count Row %	13 38.2%	9 26.5%	8 23.5%	1 2.9%	3 8.8%	34
Listening to podcasts Count Row %	7 20.6%	10 29.4%	3 8.8%	11 32.4%	3 8.8%	34
Watching video Count Row %	0 0.0%	4 11.8%	7 20.6%	16 47.1%	7 20.6%	34
Social media (sharing, etc.) Count Row %	0 0.0%	1 2.9%	3 8.8%	24 70.6%	6 17.6%	34
News stories, newsfeed Count Row %	13 38.2%	6 17.6%	3 8.8%	7 20.6%	5 14.7%	34
Make a donation Count Row %	12 35.3%	10 29.4%	2 5.9%	8 23.5%	2 5.9%	34

**Totals**

Total Responses

34

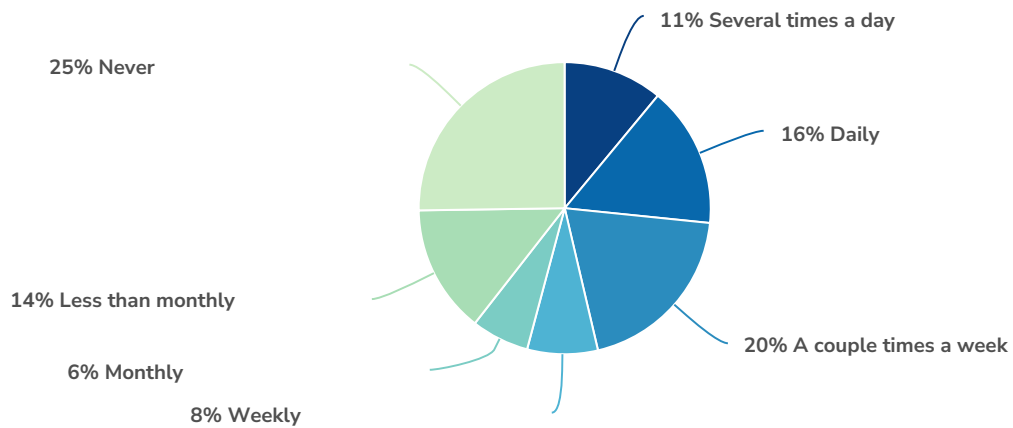
29. Overall, how would you rate THE STATION THAT SENT YOU THIS SURVEY'S app?



Value	Percent	Responses
Excellent	55.9%	19
Good	23.5%	8
Fair	2.9%	1
Poor	5.9%	2
Don't know	11.8%	4

Totals: 34

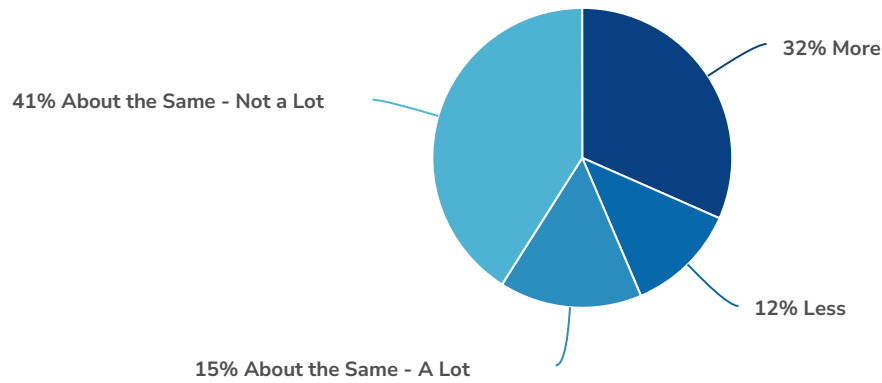
30. Many platforms (including social media) post short videos about all sorts of things (news and events, entertainment, DIY, comedy, pop culture, etc.). How often do you watch short videos when you're online, using a mobile phone, etc.?



Value	Percent	Responses
Several times a day	11.0%	24
Daily	15.6%	34
A couple times a week	19.7%	43
Weekly	7.8%	17
Monthly	6.4%	14
Less than monthly	14.2%	31
Never	25.2%	55

Totals: 218

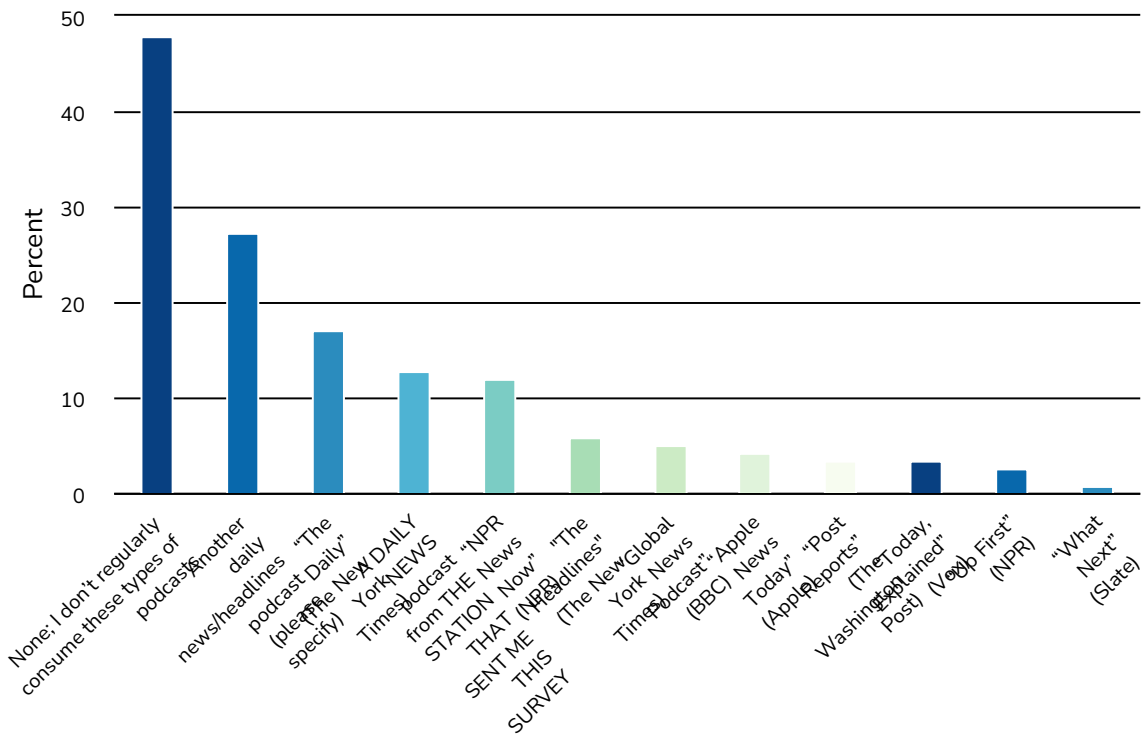
31. Earlier you mentioned you consume podcasts. In the past year, would you say you're consuming podcasts, more, less, or about the same?



Value	Percent	Responses
More	31.6%	37
Less	12.0%	14
About the Same - A Lot	15.4%	18
About the Same - Not a Lot	41.0%	48

Totals: 117

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)

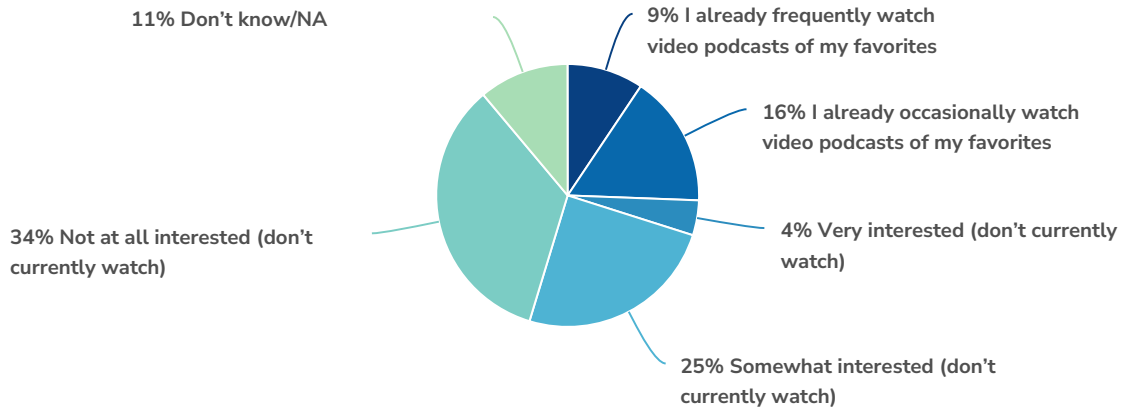


Value	Percent	Responses
None; I don't regularly consume these types of podcasts	47.9%	56
Another daily news/headlines podcast (please specify)	27.4%	32
"The Daily" (The New York Times)	17.1%	20
A DAILY NEWS podcast from THE STATION THAT SENT ME THIS SURVEY	12.8%	15
"NPR News Now" (NPR)	12.0%	14
"The Headlines" (The New York Times)	6.0%	7
"Global News Podcast" (BBC)	5.1%	6
"Apple News Today" (Apple)	4.3%	5
"Post Reports" (The Washington Post)	3.4%	4
"Today, Explained" (Vox)	3.4%	4
"Up First" (NPR)	2.6%	3
"What Next" (Slate)	0.9%	1

Another daily news/headlines podcast (please specify)	Count
Democracy Now	5
Breaking Points	2
"Democracy Now!" on YouTube (if that counts as a podcast; it's not exactly, strictly speaking, a podcast platform)	1
Aljazeera	1
BBC	1
Totals	32

Another daily news/headlines podcast (please specify)	Count
BBC World News	1
Background briefing	1
CBC As It Happens	1
Daily Beans (MSW Media )	1
Democracy Now!	1
Democracy Now! Yahoo news	1
Democracy Now, again on the radio not online	1
IMO, Trevor Noah	1
Letters from American	1
NYT Opinion	1
New Yorker Political Scene	1
Ralpf Nader show	1
SF Chronicle	1
Sfist.com	1
Substack	1
The Contrarians, Meidas +	1
What a Day and Democracy Now	1
Youtube	1
Zeteo, left hook, ralph nader	1
chris hedges, useful idiots	1
democracy now	1
thomm hartman	1
Totals	32

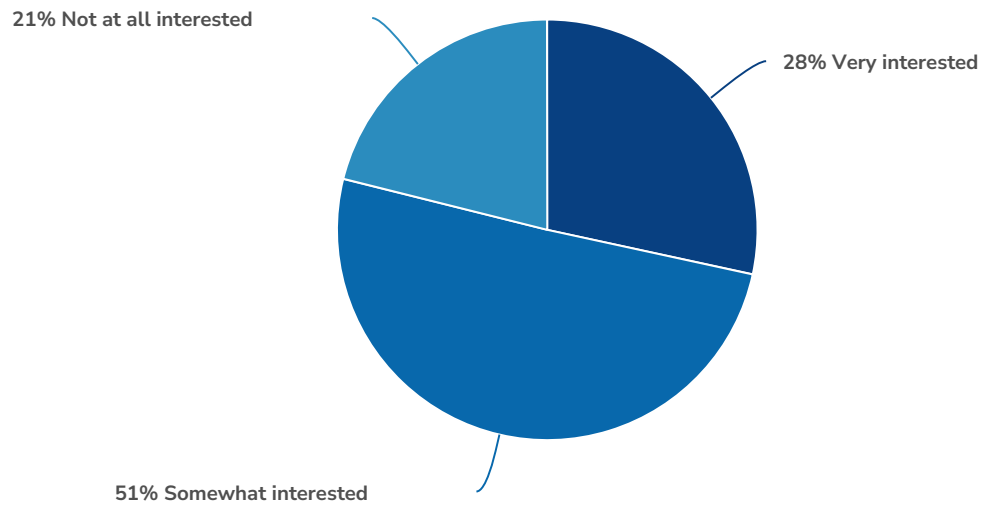
### 33. How interested are you in watching a video version on YouTube of your favorite podcasts you listen to now?



Value	Percent	Responses
I already frequently watch video podcasts of my favorites	9.4%	11
I already occasionally watch video podcasts of my favorites	16.2%	19
Very interested (don't currently watch)	4.3%	5
Somewhat interested (don't currently watch)	24.8%	29
Not at all interested (don't currently watch)	34.2%	40
Don't know/NA	11.1%	13

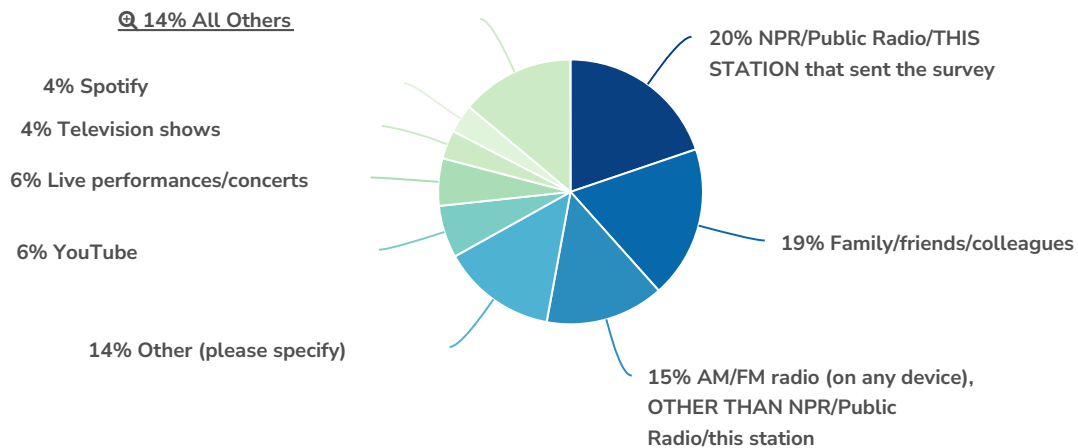
Totals: 117

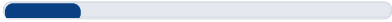
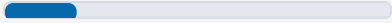
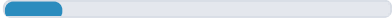
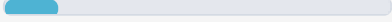
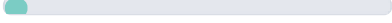
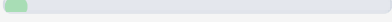
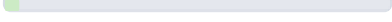
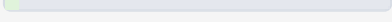
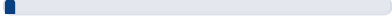
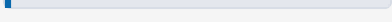
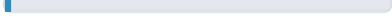
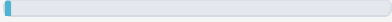
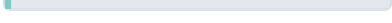
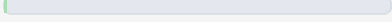
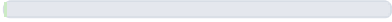
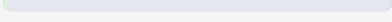
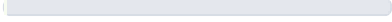
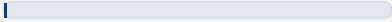
### 34. How interested are you in finding out about new music and new artists?



Value	Percent	Responses
Very interested	28.4%	62
Somewhat interested	50.5%	110
Not at all interested	21.1%	46
		<b>Totals: 218</b>

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

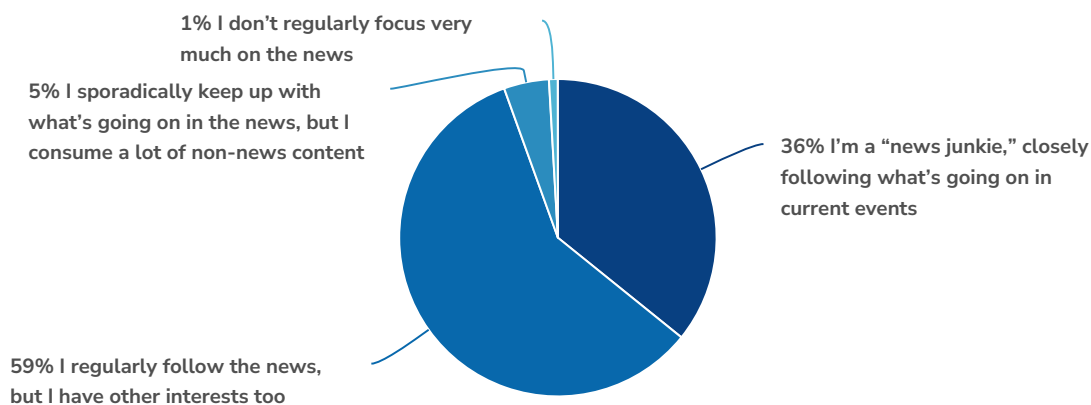


Value	Percent	Responses
NPR/Public Radio/THIS STATION that sent the survey	19.8% 	34
Family/friends/colleagues	18.6% 	32
AM/FM radio (on any device), OTHER THAN NPR/Public Radio/this station	14.5% 	25
Other (please specify)	14.0% 	24
YouTube	6.4% 	11
Live performances/concerts	5.8% 	10
Television shows	3.5% 	6
Spotify	3.5% 	6
Band/artist websites		2.9% 5
Apple Music/Beats 1		1.7% 3
Music magazines & other print publications		1.7% 3
Pandora		1.7% 3
Facebook		1.7% 3
SiriusXM satellite radio		1.2% 2
NPR Tiny Desk Concerts		1.2% 2
Movies		0.6% 1
Shazam		0.6% 1
TikTok		0.6% 1

**Totals: 172**

Other (please specify)	Count
Big Ears Festival	1
Country dance community	1
Drag Race the different country versions	1
KRCB = local Public radio	1
Kids, my own adult and grandkids, and middle schoolers I work with	1
Kpfa	1
Kpfa kpoo kcsn	1
Live music.	1
New York Times	1
Newspaper (New York Times)	1
Public radio NPR & non-NPR	1
Qobuz	1
SNL	1
emails from organizations, friends	1
friends	1
kpfa radio station	1
local radio	1
local summer concert series	1
music shows on KPFA	1
n/a	1
none	1
radio stations on the fm	1
the radio station that sent this survey	1
Totals	23

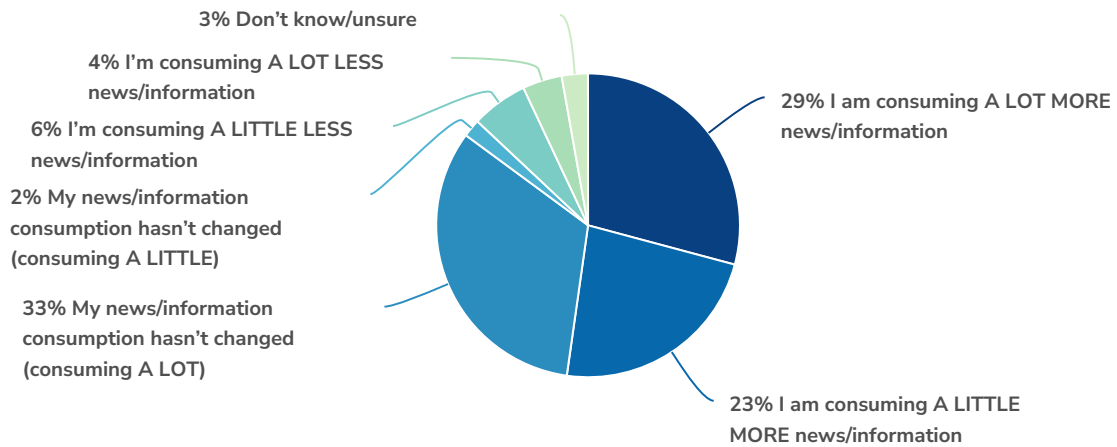
36. Which of the following statements best describes how much you are “into” news/information (including politics, national news, international news, local news, information about the arts and culture, or information about what’s happening in your city/town, etc.)?



Value	Percent	Responses
I'm a “news junkie,” closely following what’s going on in current events	35.8%	78
I regularly follow the news, but I have other interests too	58.7%	128
I sporadically keep up with what’s going on in the news, but I consume a lot of non-news content	4.6%	10
I don’t regularly focus very much on the news	0.9%	2

Totals: 218

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



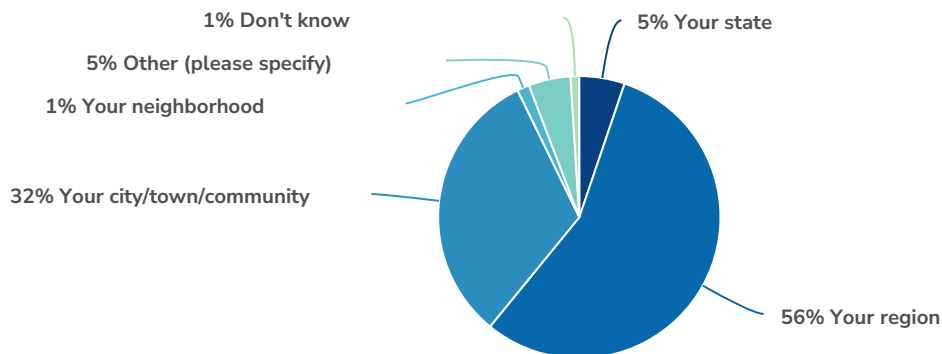
Value	Percent	Responses
I am consuming A LOT MORE news/information	29.2%	63
I am consuming A LITTLE MORE news/information	23.1%	50
My news/information consumption hasn't changed (consuming A LOT)	32.9%	71
My news/information consumption hasn't changed (consuming A LITTLE)	1.9%	4
I'm consuming A LITTLE LESS news/information	6.0%	13
I'm consuming A LOT LESS news/information	4.2%	9
Don't know/unsure	2.8%	6

Totals: 216

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	177	35	5	1	0	218
Row %	81.2%	16.1%	2.3%	0.5%	0.0%	
National news						
Count	179	30	8	1	0	218
Row %	82.1%	13.8%	3.7%	0.5%	0.0%	
Statewide news						
Count	162	49	6	1	0	218
Row %	74.3%	22.5%	2.8%	0.5%	0.0%	
Coverage of local news/events/happenings from where you live						
Count	151	59	5	2	1	218
Row %	69.3%	27.1%	2.3%	0.9%	0.5%	
Totals						
Total Responses						218

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	5.2%	11
Your region	55.7%	117
Your city/town/community	31.9%	67
Your neighborhood	1.4%	3
Other (please specify)	4.8%	10
Don't know	1.0%	2

Totals: 210

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

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Neighborhood news tends to arrive through neighborhood groups on email. All the other definitions can be seen as "local" in contrast with nationwide or worldwide.

1

State & national hedgefunds are VASTLY changing neighborhoods. not reported this way enough. If you're going to mention "Scott Weiner" or "Buffy Wicks" talk about the evil they are doing, not only promoting them. This requires lots of talk about capitalism TODAY and organizing realistically for change at a very local "affinity group" cozy level, somehow making this friendly and involving.

1

State and region

1

The Bay Area

1

bay area region

1

depends on context

1

live 100 miles north

1

my previous community

1

state, region, AND city

1

---

Totals

9

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 %	29 13.8%	113 53.8%	59 28.1%	9 4.3%	210
Cultural events coverage (ex. museums, arts, etc.) Count Row %	89 42.4%	101 48.1%	18 8.6%	2 1.0%	210
Features on local community leaders Count Row %	79 37.6%	107 51.0%	20 9.5%	4 1.9%	210
School board coverage/related school issues Count Row %	36 17.1%	103 49.0%	61 29.0%	10 4.8%	210
Concerts/festivals coverage Count Row %	48 22.9%	101 48.1%	55 26.2%	6 2.9%	210
Local government coverage Count Row %	126 60.0%	75 35.7%	7 3.3%	2 1.0%	210
Feel-good news stories Count Row %	37 17.6%	107 51.0%	58 27.6%	8 3.8%	210

	Very Interested	Somewhat Interested	Little to No Interest	Unsure/Doesn't apply	Responses
Investigative reporting on important local issues Count Row %	182 86.7%	25 11.9%	1 0.5%	2 1.0%	210
Local environmental issues Count Row %	161 76.7%	44 21.0%	2 1.0%	3 1.4%	210
Local elections coverage (candidates, issues, etc.) Count Row %	154 73.3%	51 24.3%	4 1.9%	1 0.5%	210
Story-telling features about the local community and local newsmakers Count Row %	79 37.6%	108 51.4%	18 8.6%	5 2.4%	210
Local health and wellness coverage Count Row %	102 48.6%	85 40.5%	19 9.0%	4 1.9%	210
Crime and public safety issues Count Row %	43 20.5%	106 50.5%	56 26.7%	5 2.4%	210
Totals Total Responses					210

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

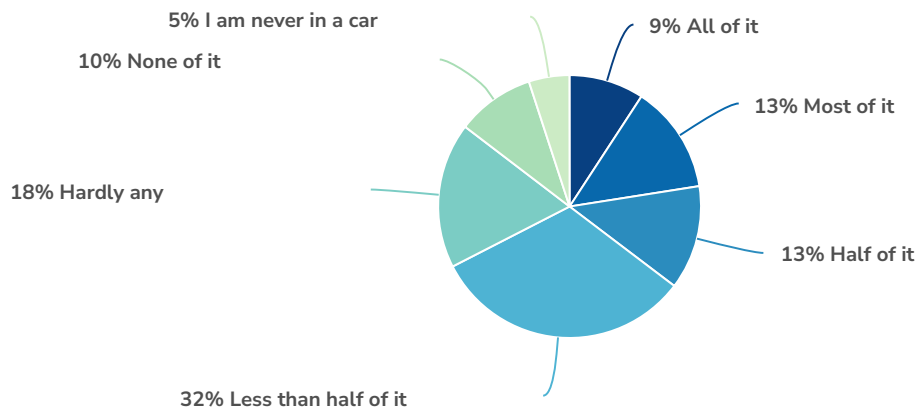
	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Museums Count Row %	24 11.0%	89 40.8%	75 34.4%	30 13.8%	0 0.0%	218
Art fairs Count Row %	5 2.3%	32 14.7%	105 48.2%	76 34.9%	0 0.0%	218
Opera Count Row %	0 0.0%	10 4.6%	24 11.0%	184 84.4%	0 0.0%	218
Symphony Count Row %	3 1.4%	24 11.0%	42 19.3%	149 68.3%	0 0.0%	218
Music festivals Count Row %	3 1.4%	20 9.2%	73 33.5%	121 55.5%	1 0.5%	218
Popular concerts Count Row %	10 4.6%	29 13.3%	55 25.2%	122 56.0%	2 0.9%	218
Broadway plays/theater Count Row %	2 0.9%	13 6.0%	65 29.8%	137 62.8%	1 0.5%	218
Live music in bars/clubs Count Row %	25 11.5%	47 21.6%	45 20.6%	101 46.3%	0 0.0%	218
Community theater Count Row %	4 1.8%	49 22.5%	74 33.9%	90 41.3%	1 0.5%	218

	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Jazz concerts Count Row %	16 7.3%	21 9.6%	64 29.4%	116 53.2%	1 0.5%	218
Ballet / Dance shows Count Row %	2 0.9%	16 7.3%	56 25.7%	143 65.6%	1 0.5%	218
Classical music performances Count Row %	7 3.2%	27 12.4%	54 24.8%	130 59.6%	0 0.0%	218
Film festivals Count Row %	7 3.2%	29 13.3%	75 34.4%	107 49.1%	0 0.0%	218
Farmers markets Count Row %	100 45.9%	57 26.1%	32 14.7%	29 13.3%	0 0.0%	218
Book festivals Count Row %	1 0.5%	13 6.0%	78 35.8%	124 56.9%	2 0.9%	218
Sporting events Count Row %	3 1.4%	8 3.7%	35 16.1%	171 78.4%	1 0.5%	218
Totals Total Responses						218

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 %	22 10.1%	90 41.3%	85 39.0%	21 9.6%	218
Town meetings discussing local issues of interest hosted by THE STATION THAT SENT YOU THIS SURVEY'S host/reporters Count Row %	50 22.9%	108 49.5%	40 18.3%	20 9.2%	218
Trivia nights at local area bars/restaurants hosted by a personality/host from THE STATION THAT SENT YOU THIS SURVEY Count Row %	10 4.6%	28 12.8%	151 69.3%	29 13.3%	218
Host an open house over a weekend where listeners can tour the station and meet the hosts/reporters Count Row %	29 13.3%	55 25.2%	100 45.9%	34 15.6%	218
Live broadcast of a show from THE STATION THAT SENT YOU THIS SURVEY from a location in the community Count Row %	39 17.9%	100 45.9%	54 24.8%	25 11.5%	218
<b>Totals</b> Total Responses					218

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



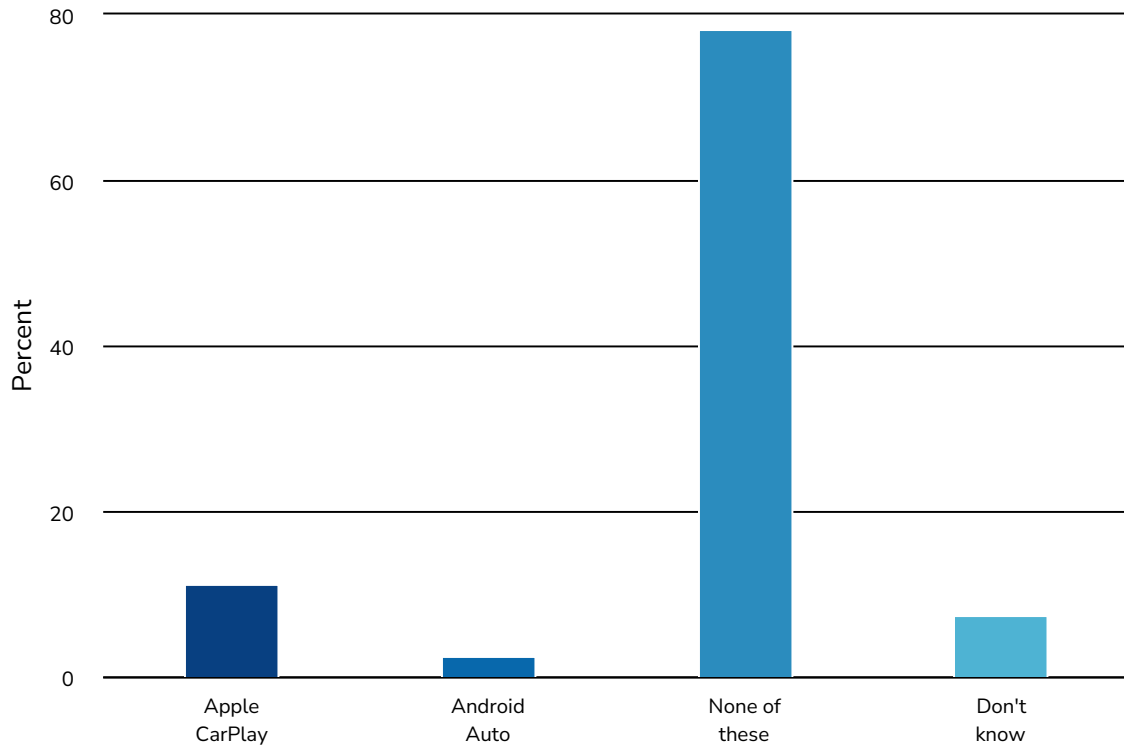
Value	Percent	Responses
All of it	9.2%	20
Most of it	13.3%	29
Half of it	12.8%	28
Less than half of it	32.1%	70
Hardly any	17.9%	39
None of it	9.6%	21
I am never in a car	5.0%	11

Totals: 218

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!

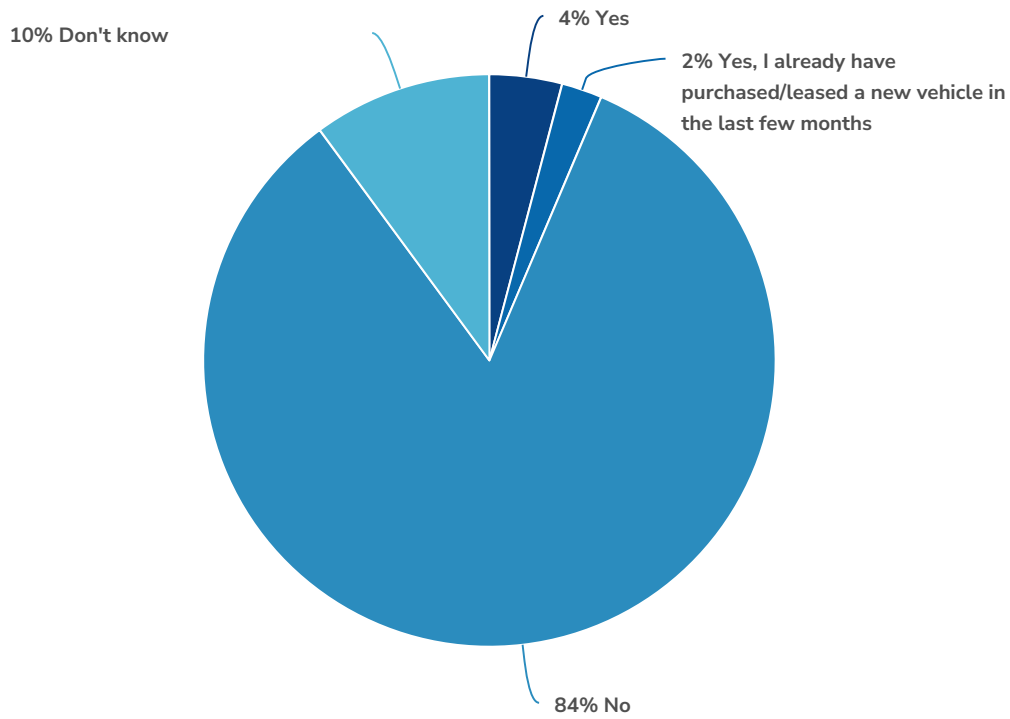
Item	Average	Min	Max	StdDev	Sum	Total Responses
AM/FM car radio	71.2	0.0	100.0	33.1	12,952.0	182
SiriusXM (satellite radio)	25.2	0.0	100.0	36.0	1,540.0	61
Music you own (CDs, hard drive, music on a mobile device, iPod, etc.)	20.1	0.0	100.0	24.0	1,785.0	89
Podcasts	16.4	0.0	100.0	23.2	1,195.0	73
Streaming audio (Spotify, this station's app, etc.)	15.5	0.0	100.0	23.4	917.0	59
Audio books	13.6	0.0	75.0	20.3	885.0	65
Other	32.5	0.0	100.0	43.8	1,526.0	47

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	11.4%	21
Android Auto	2.7%	5
None of these	78.4%	145
Don't know	7.6%	14

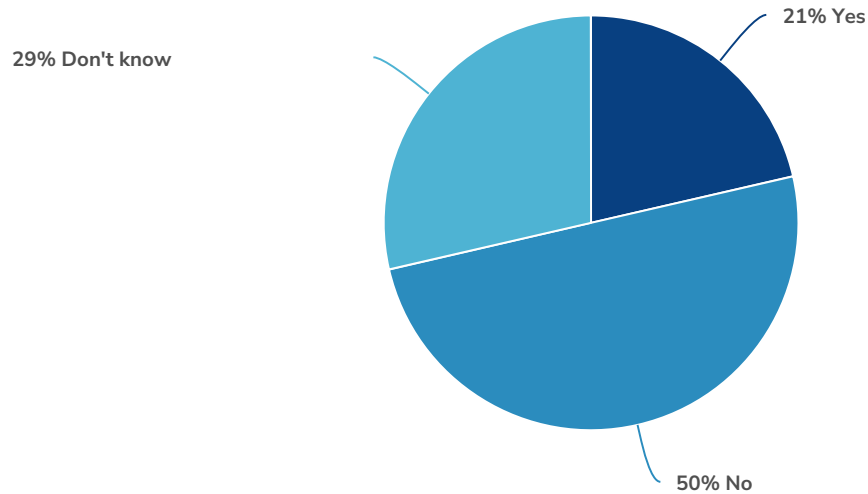
46. Are you personally planning on buying or leasing a new vehicle in the next 12 months?



Value	Percent	Responses
Yes	4.1%	9
Yes, I already have purchased/leased a new vehicle in the last few months	2.3%	5
No	83.5%	182
Don't know	10.1%	22

Totals: 218

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



Value	Percent	Responses
Yes	21.4%	3
No	50.0%	7
Don't know	28.6%	4

Totals: 14

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.)

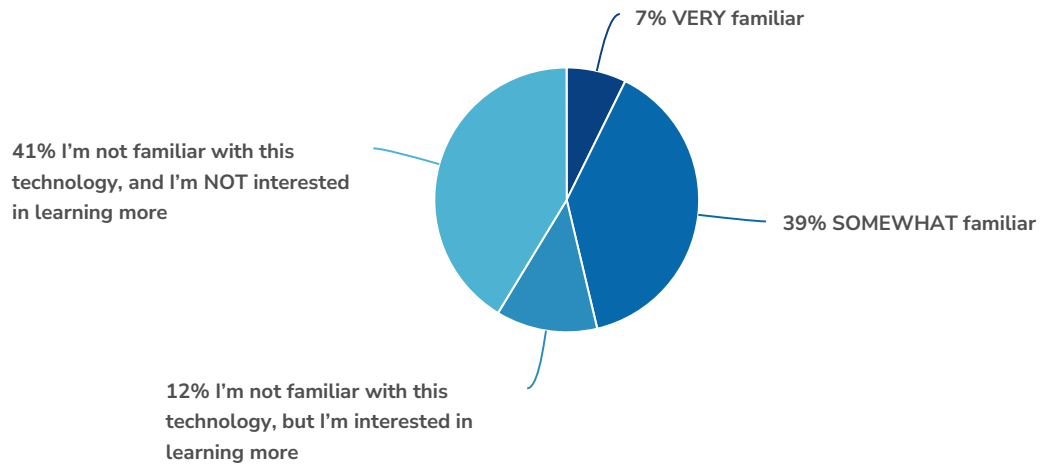
	Very Important	Somewhat Important	Not at all Important	Don't know	Responses
AM radio Count Row %	3 21.4%	3 21.4%	8 57.1%	0 0.0%	14
FM radio Count Row %	11 78.6%	2 14.3%	1 7.1%	0 0.0%	14
HD Radio Count Row %	3 21.4%	2 14.3%	5 35.7%	4 28.6%	14
SiriusXM (satellite radio) Count Row %	0 0.0%	4 28.6%	9 64.3%	1 7.1%	14
Smartphone connector (AUX IN) Count Row %	8 57.1%	3 21.4%	1 7.1%	2 14.3%	14
Bluetooth Count Row %	6 42.9%	6 42.9%	2 14.3%	0 0.0%	14
Apple CarPlay Count Row %	1 7.1%	1 7.1%	9 64.3%	3 21.4%	14
Android Auto Count Row %	0 0.0%	1 7.1%	9 64.3%	4 28.6%	14
In-dash navigation system Count Row %	2 14.3%	8 57.1%	2 14.3%	2 14.3%	14
Ability to use voice commands Count Row %	2 14.3%	5 35.7%	5 35.7%	2 14.3%	14

**Totals**

Total Responses

14

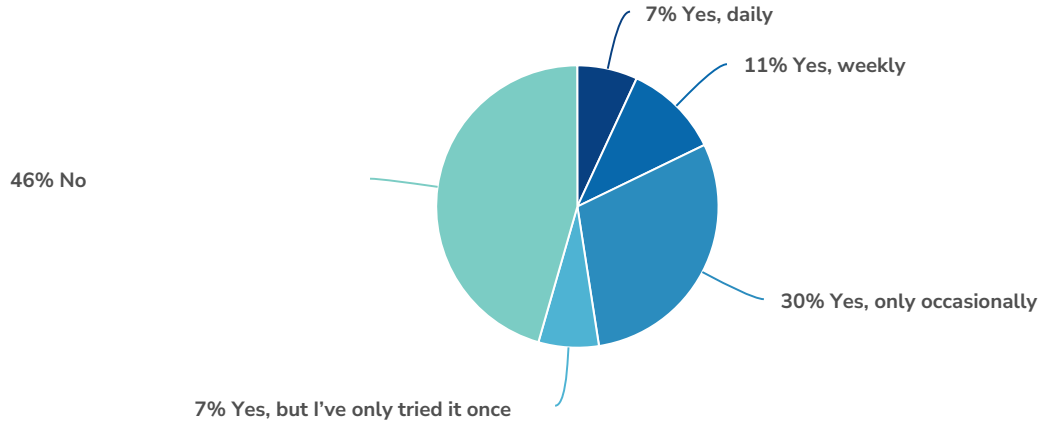
49. In general, how familiar are you with AI applications like “ChatGPT” and/or other forms of Artificial Intelligence?



Value	Percent	Responses
VERY familiar	7.3%	16
SOMEWHAT familiar	39.0%	85
I'm not familiar with this technology, but I'm interested in learning more	12.4%	27
I'm not familiar with this technology, and I'm NOT interested in learning more	41.3%	90

Totals: 218

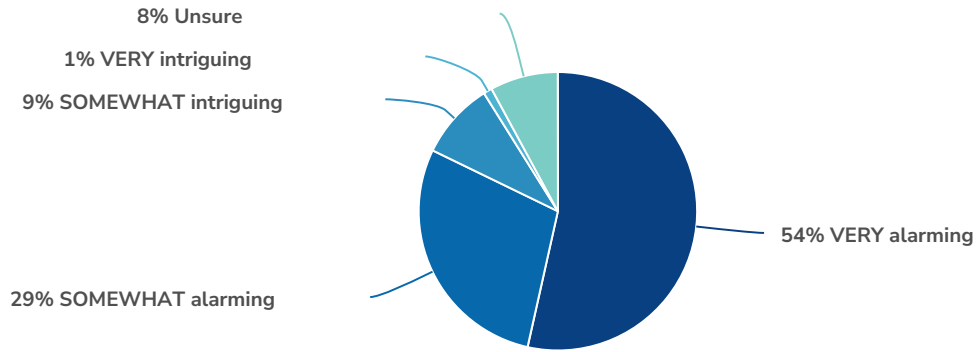
50. Do you use any AI platforms or applications for work/school/personal use?



Value	Percent	Responses
Yes, daily	6.9%	7
Yes, weekly	10.9%	11
Yes, only occasionally	29.7%	30
Yes, but I've only tried it once	6.9%	7
No	45.5%	46

Totals: 101

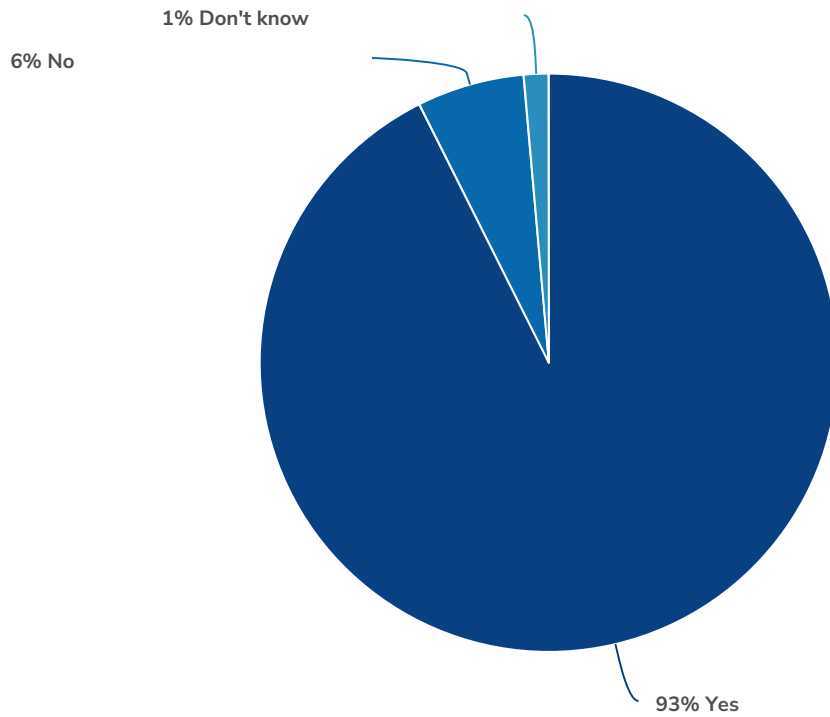
51. Based on what you know about “AI,” please tell us which best represents your opinion?"The rate at which AI is progressing is:"



Value	Percent	Responses
VERY alarming	53.5%	54
SOMEWHAT alarming	28.7%	29
SOMEWHAT intriguing	8.9%	9
VERY intriguing	1.0%	1
Unsure	7.9%	8

Totals: 101

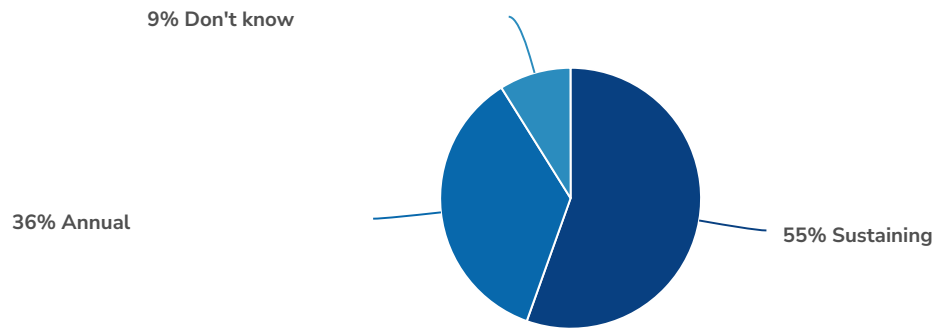
52. (THIS IS NOT A SOLICITATION) Are you currently a member of THE STATION THAT SENT YOU THIS SURVEY, and/or have you sent the station a financial contribution within the past year?



Value	Percent	Responses
Yes	92.7% 	202
No	6.0% 	13
Don't know	1.4% 	3

Totals: 218

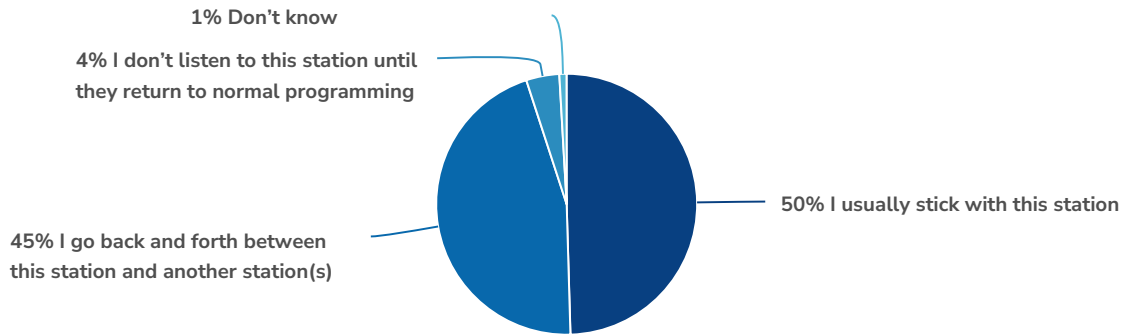
53. Are you a sustaining member or an annual member of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Sustaining	55.4%	112
Annual	35.6%	72
Don't know	8.9%	18

Totals: 202

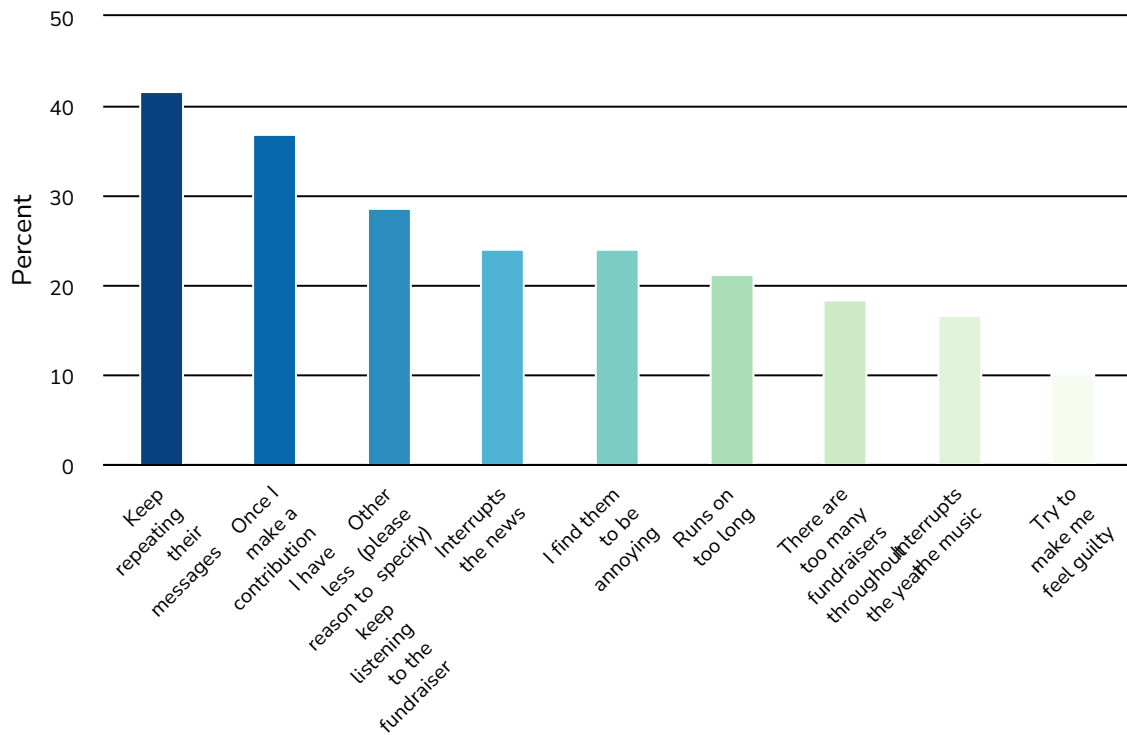
54. When THE STATION THAT SENT YOU THIS SURVEY is in a fundraising drive, which of the following best describes how you listen?



Value	Percent	Responses
I usually stick with this station	49.5%	108
I go back and forth between this station and another station(s)	45.4%	99
I don't listen to this station until they return to normal programming	4.1%	9
Don't know	0.9%	2

Totals: 218

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)



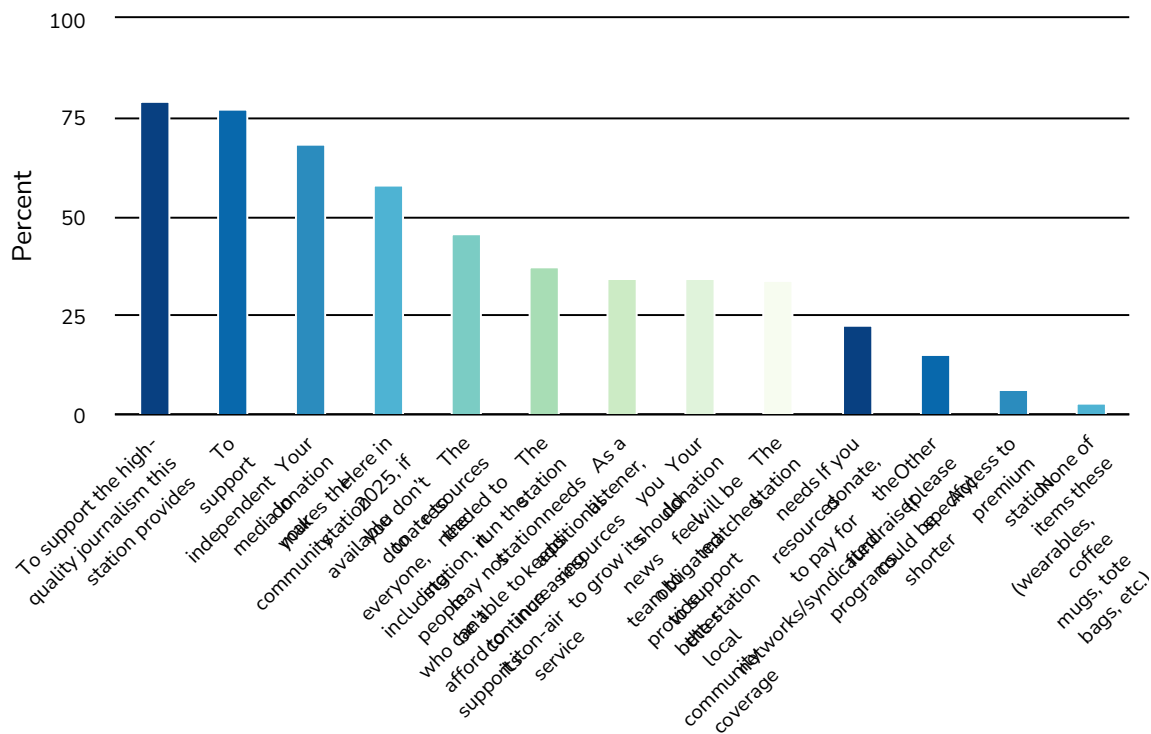
Value	Percent	Responses
Keep repeating their messages	41.7%	45
Once I make a contribution I have less reason to keep listening to the fundraiser	37.0%	40
Other (please specify)	28.7%	31
Interrupts the news	24.1%	26
I find them to be annoying	24.1%	26
Runs on too long	21.3%	23
There are too many fundraisers throughout the year	18.5%	20
Interrupts the music	16.7%	18
Try to make me feel guilty	10.2%	11

Other (please specify)	Count
A necessary interruption of the programming and I wish them well	1
Be more encouraging, not desperate	1
Don't need the pitch. I donate on the regular.	1
I always switch between stations, not only during fundraising drives	1
I cant' donate by phone when I'm driving	1
I enjoy music on a different public station	1
I enjoy other stations too	1
I hate the fund drives and usually have already donated.	1
I listen to other stations too	1
Totals	31

Other (please specify)	Count
I need music absence or need absence of talk	1
I understand but...	1
I understand the need, but it gets tiresome!	1
I want to hear news and current even analysis, so even when it's not fundraise drive, I switch to KQUED or KALW if KPFA isn't airing news/analysis OR if Ian Masters is on because he is unsufferable, doesn't "get" kpfa listeners, is too neoliberal. I love Flashpoints though, consistently top notch.	1
I want to hear other things	1
I'm a sustaining member	1
Mitch was actually an interesting fundraiser - Davey D too except when he's mouthing the prescribed claptrap from above, whether true or not.. Others, especially Brian and Kris, no and I don't trust or believe much of what they say or know on some subjects so I get riled up and annoyed.	1
Too much pressure on regular broadcasters!!!!!!	1
Why would I listen to a sales pitch? I will either give you a donation or not. Nothing you say will influence my desire or lack of desire to support your station. I'm a long time listener, and value what you offer, along with other radio offerings ie. KDFC, KQED FM, KALW, KCSM.	1
becomes boring	1
embarrassing	1
for variety	1
i still listen just alternate with KPOO	1
look for content	1
only listen to 2 listener sponsored stations as fundraisers generally do not overlap too much	1
programming on all public radio stations is worth listening to	1
they should be more entertaining and less nagging.	1
to hear other programming	1
to listen to a favorite program	1
Totals	31

Other (please specify)	Count
unless its Mitch Jeserich- I never switch if its Mitch	1
variety	1
with NPR local station, bc I'm a sustainer there also, they send me a link to listen "PLEDGE FREE", but the station that sent me this survey doesn't do that so I switch away from it	1
Totals	31

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 the high-quality journalism this station provides	79.4%	173
To support independent media in your community	77.5%	169
Your donation makes the station available to everyone, including people who can't afford to support it	68.3%	149
Here in 2025, if you don't donate to the station, it may not be able to continue its on-air service	58.3%	127
The resources needed to run the station keeps increasing	45.9%	100
The station needs additional resources to grow its news team to provide better local community coverage	37.2%	81
As a listener, you should feel obligated to support the station	34.4%	75
Your donation will be matched	34.4%	75
The station needs resources to pay for networks/syndicated programs	33.9%	74
If you donate, the fundraiser could be shorter	22.9%	50
Other (please specify)	15.1%	33
Access to premium station items (wearables, coffee mugs, tote bags, etc.)	6.4%	14
None of these	2.8%	6

### Other (please specify)

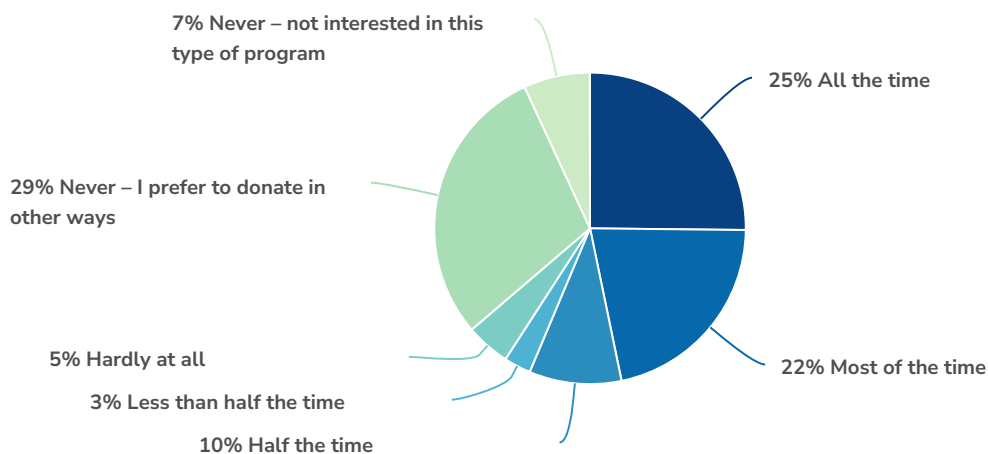
### Count

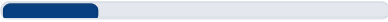
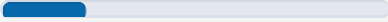
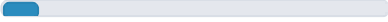
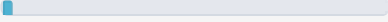
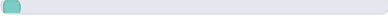
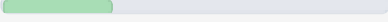
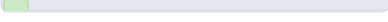
sustainers are essential to a sound budgeting process	1
Appeal of a specific program	1
As a listener who can afford to donate, I do feel obligated	1
<b>Totals</b>	<b>32</b>

Other (please specify)	Count
As a sustainer, I tend to mentally tune out all the tin-cupping.	1
But if growing "its news team" means clueless programmers like Ian Masters, forget it - you'll lose me and much of your kpfa base. He is infuriating.	1
Current political situation	1
I consider myself a long-time supporter, although there have likely been decades when I didn't contribute anything (and lived away from CA). Frankly, I cannot tell you when I made my most recent \$ contribution.	1
I have made a monthly contribution for years.	1
I like the listener comments to subscribe	1
I love KPFA	1
I love the station	1
I trust kpfa	1
I'm on very tight budget and cannot increase my monthly gifts. I'm homebound from 5 years of Long COVID so in a previous question about events I attend, I said NO to all for that reason	1
If we all pay a little, we can have ad-free radio.	1
If you can't afford to give right now that's OK	1
If you like what we offer, let us know with any donation you can afford. Leave it open to the listener and don't debase yourself to the level of a second hand car dealer or carnival hawker.	1
Independence means freedom of information and political perspective.	1
It is 1 of the BEST alternatives to push back against the corporate sponsored which is focused solely on its own profits NOT any thing remotely related to the living experiences of REAL HUMAN BEINGS of the working class, impoverished class, unhoused class, incarcerated class, domestic violence class, unmedically supported class, etc., to say nothing of immigrants NOT from the 'upper class" let alone REAL PROVEN SOLUTIONS to social ills - which have been in LARGE part their fault along with the government that we once used to know.	1
KPFA is very important to me.	1
Keep music you can't hear elsewhere	1
Mitch Jeserich specials	1
Totals	32

Other (please specify)	Count
Public media is crucial to preerving our democracy.	1
Some listeners need any or all, of these prompts. I don't. I always give what I can to support independent news.	1
The station is growing its online visibility nationally and internationally	1
To support guests/authors/musicians	1
Universal wisdom we so need -- political, social justice, preservation of the environment, health & welfare, peace not war	1
We're opening the station more and more to community perspectives (such as Occupy, as on Apex Express in those days). We need more community in today's world. This story about Russia and Ukraine (Mitch or Project Censored only) you won't hear elsewhere. This story about the Congo you won't hear elsewhere. This story about your own neighborhood (Kitty Kelly Epstein) you won't hear elsewhere.	1
Your donation lets us know you appreciate our work.	1
ave a leftist perspective in the media...all the rest is corporate shit except for a few stations that are also listener supported	1
contribute if I can	1
it's a donation and you're not obligated to pay more than you can like streaming services and other subscriptions	1
support specific show	1
Totals	32

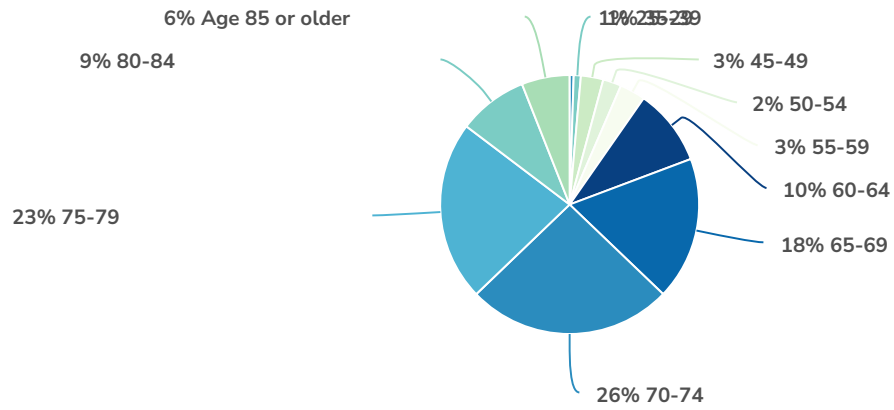
57. Some non-profit organizations make donation arrangements with retail chain stores in their community (grocery stores, hardware stores, etc.) for shoppers to “round up” their purchase to the next dollar. For example if the bill comes to \$3.25 it gets “rounded up” to the next dollar to \$4.00, with 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	25.2% 	55
Most of the time	21.6% 	47
Half the time	9.6% 	21
Less than half the time	2.8% 	6
Hardly at all	4.6% 	10
Never – I prefer to donate in other ways	29.4% 	64
Never – not interested in this type of program	6.9% 	15

**Totals: 218**

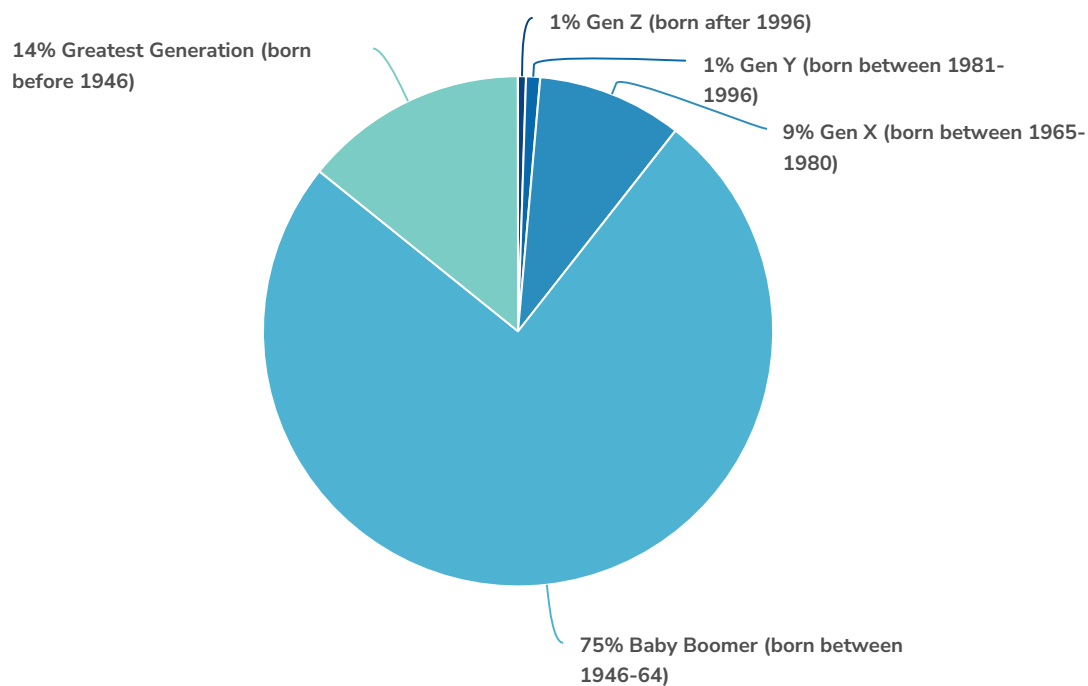
58. Now, just a few questions about you. In which of the following age categories do you fall?



Value	Percent	Responses
25-29	0.5%	1
35-39	0.9%	2
45-49	2.8%	6
50-54	2.3%	5
55-59	3.2%	7
60-64	9.6%	21
65-69	17.9%	39
70-74	25.7%	56
75-79	22.5%	49
80-84	8.7%	19
Age 85 or older	6.0%	13

**Totals: 218**

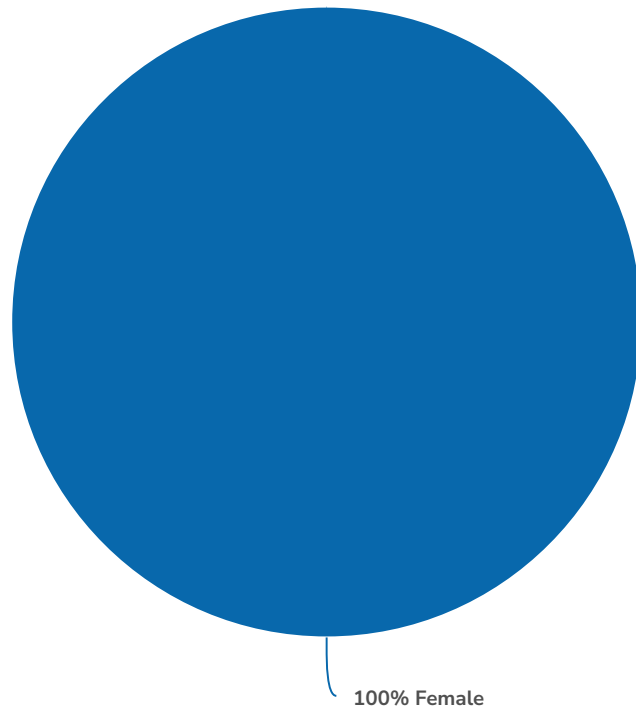
## 59. Into which of these generational groups do you fall?



Value	Percent	Responses
Gen Z (born after 1996)	0.5%	1
Gen Y (born between 1981-1996)	0.9%	2
Gen X (born between 1965-1980)	9.2%	20
Baby Boomer (born between 1946-64)	75.2%	164
Greatest Generation (born before 1946)	14.2%	31

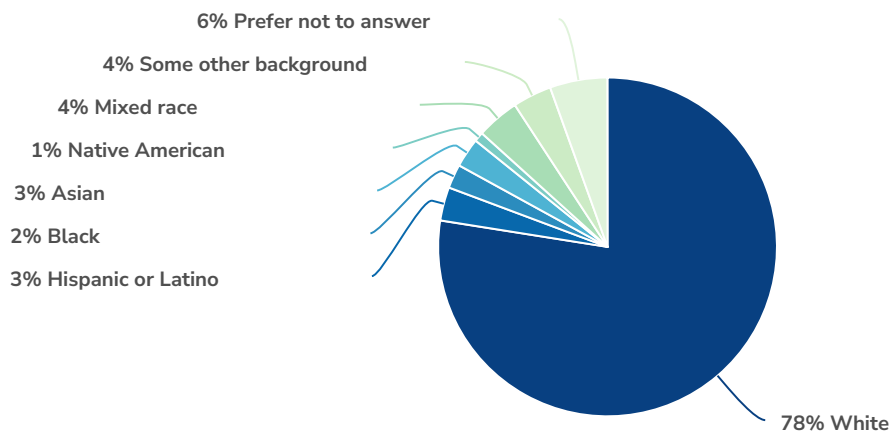
Totals: 218

## 60. What is your gender?



Value	Percent	Responses
Female	100.0%	218
		<b>Totals: 218</b>

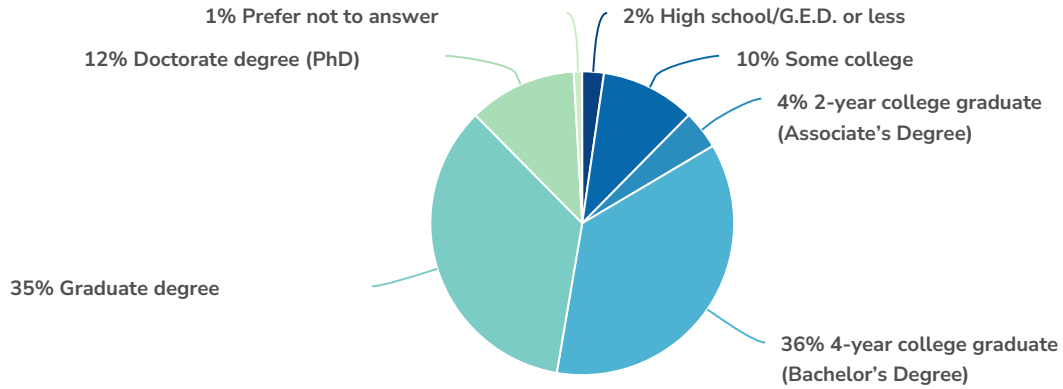
## 61. Which of the following best describes you?



Value	Percent	Responses
White	77.5%	169
Hispanic or Latino	3.2%	7
Black	2.3%	5
Asian	2.8%	6
Native American	0.9%	2
Mixed race	4.1%	9
Some other background	3.7%	8
Prefer not to answer	5.5%	12

Totals: 218

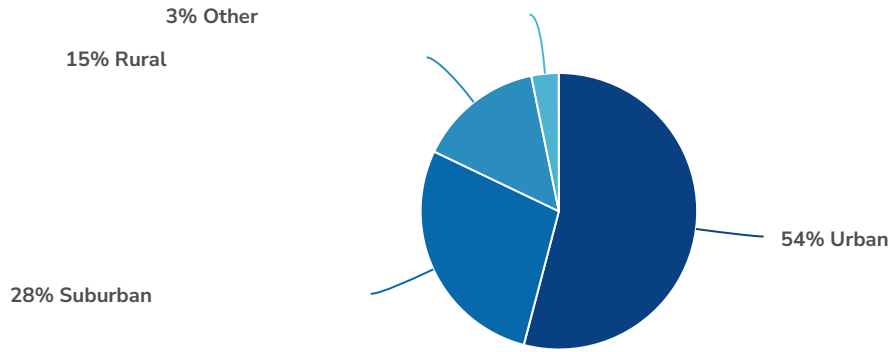
62. For classification purposes, what is the last year of education you have completed?



Value	Percent	Responses
High school/G.E.D. or less	2.3%	5
Some college	10.1%	22
2-year college graduate (Associate's Degree)	4.1%	9
4-year college graduate (Bachelor's Degree)	36.2%	79
Graduate degree	34.9%	76
Doctorate degree (PhD)	11.5%	25
Prefer not to answer	0.9%	2

Totals: 218

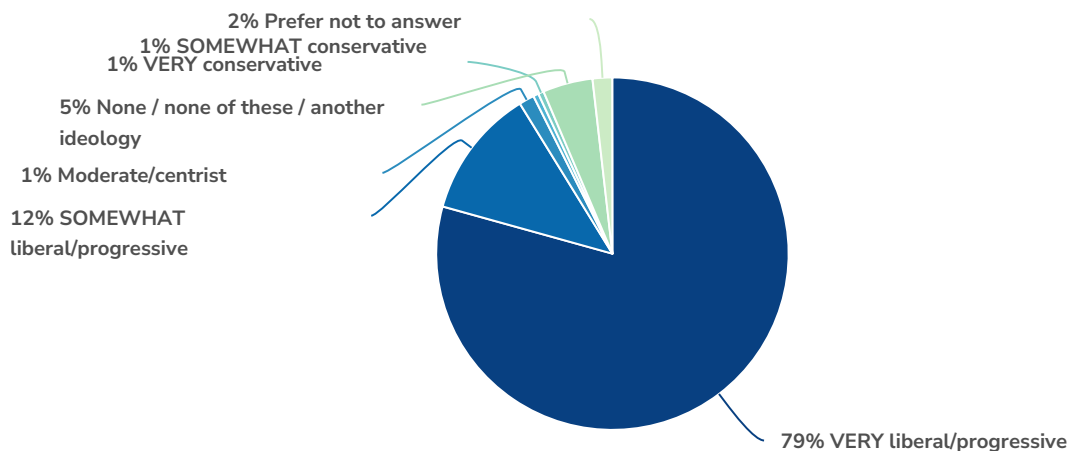
63. Which of the following best describes the location of your primary residence?



Value	Percent	Responses
Urban	54.1%	118
Suburban	28.0%	61
Rural	14.7%	32
Other	3.2%	7

Totals: 218

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



Value	Percent	Responses
VERY liberal/progressive	79.4%	173
SOMEWHAT liberal/progressive	11.9%	26
Moderate/centrist	1.4%	3
SOMEWHAT conservative	0.5%	1
VERY conservative	0.5%	1
None / none of these / another ideology	4.6%	10
Prefer not to answer	1.8%	4

Totals: 218