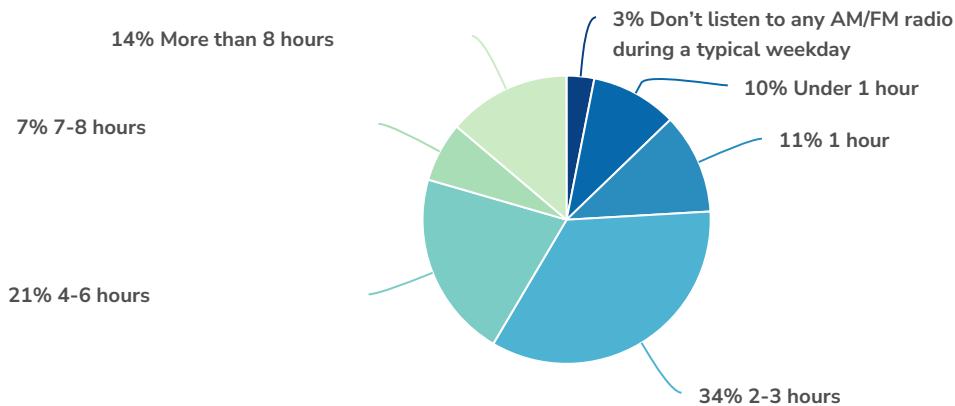


KPFA Male Totals

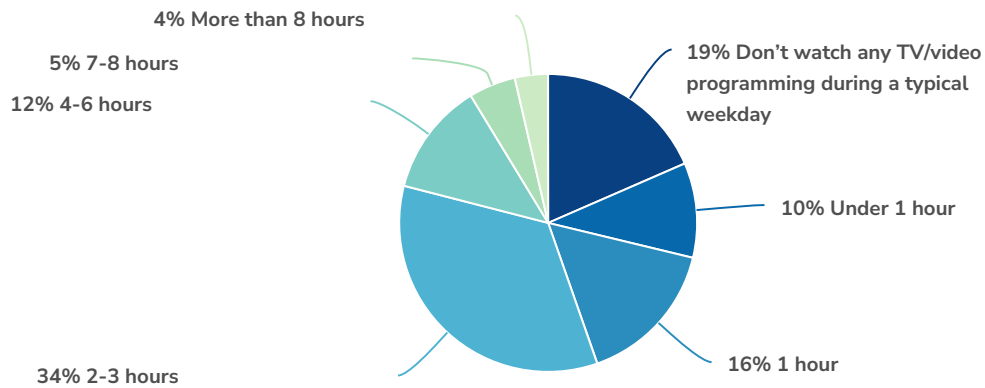
1. How many hours on an average WEEKDAY (Monday-Friday) do you use/listen to any local AM/FM radio stations (using a regular radio OR audio stream on any device)?



Value	Percent	Responses
Don't listen to any AM/FM radio during a typical weekday	3.1%	6
Under 1 hour	9.7%	19
1 hour	11.3%	22
2-3 hours	34.4%	67
4-6 hours	21.0%	41
7-8 hours	6.7%	13
More than 8 hours	13.8%	27

Totals: 195

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	18.5%	36
Under 1 hour	10.3%	20
1 hour	15.9%	31
2-3 hours	34.4%	67
4-6 hours	12.3%	24
7-8 hours	5.1%	10
More than 8 hours	3.6%	7

Totals: 195

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 %	30 15.4%	110 56.4%	38 19.5%	6 3.1%	11 5.6%	195
Watching online video (ex. YouTube, Netflix, etc.) Count Row %	15 7.7%	99 50.8%	53 27.2%	18 9.2%	10 5.1%	195
Reading a daily newspaper (print or online) Count Row %	30 15.4%	110 56.4%	33 16.9%	9 4.6%	13 6.7%	195
Consuming (listening to or watching) podcasts Count Row %	54 27.7%	43 22.1%	38 19.5%	18 9.2%	42 21.5%	195
Playing word games ONLINE (i.e. Wordle, Spelling Bee, online crossword puzzles, etc.) Count Row %	123 63.1%	41 21.0%	6 3.1%	5 2.6%	20 10.3%	195
Reading online newsletters that provide local news coverage on the area/region in which you live Count Row %	33 16.9%	87 44.6%	44 22.6%	12 6.2%	19 9.7%	195
Totals Total Responses						195

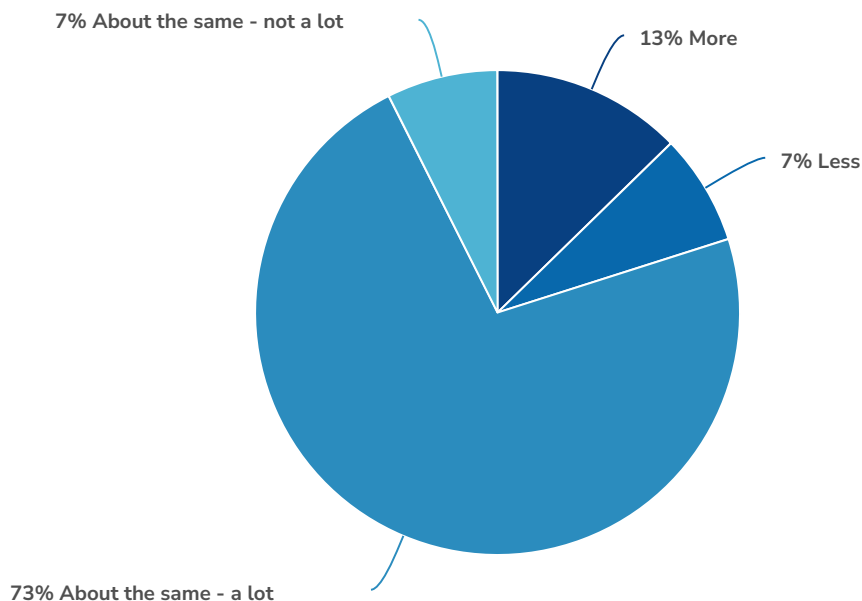
4. Below is a list of statements about PUBLIC RADIO. For each, please tell us if it is a MAIN reason why you listen to public radio, a SECONDARY reason, or NO REASON at all.

	Main Reason	Secondary Reason	No Reason at All	Responses
I want to be informed about what's going on in the news Count Row %	158 83.6%	25 13.2%	6 3.2%	189
I want a deeper perspective into the news Count Row %	151 79.9%	35 18.5%	3 1.6%	189
The presentation is calm Count Row %	51 27.0%	80 42.3%	58 30.7%	189
It has fewer ads compared to commercial radio Count Row %	113 59.8%	56 29.6%	20 10.6%	189
I like particular shows or hosts on public radio Count Row %	148 78.3%	34 18.0%	7 3.7%	189
Public radio makes me smarter Count Row %	80 42.3%	72 38.1%	37 19.6%	189
Public radio needs my support Count Row %	90 47.6%	73 38.6%	26 13.8%	189
I want to discover new music/new artists Count Row %	56 29.6%	74 39.2%	59 31.2%	189
I like being surprised by the music that's coming up next Count Row %	56 29.6%	62 32.8%	71 37.6%	189

	Main Reason	Secondary Reason	No Reason at All	Responses
It keeps me company Count Row %	29 15.3%	72 38.1%	88 46.6%	189
I like to work with the radio on Count Row %	36 19.0%	65 34.4%	88 46.6%	189
I hear music I don't get anywhere else Count Row %	89 47.1%	60 31.7%	40 21.2%	189
I want to be informed if there's an emergency Count Row %	58 30.7%	90 47.6%	41 21.7%	189
I'm in the habit of listening Count Row %	66 34.9%	76 40.2%	47 24.9%	189
I enjoy learning about new things Count Row %	116 61.4%	66 34.9%	7 3.7%	189
The programming is more trustworthy and objective Count Row %	148 78.3%	38 20.1%	3 1.6%	189
I like that it's listener-supported Count Row %	135 71.4%	46 24.3%	8 4.2%	189
Public radio respects my intelligence Count Row %	113 59.8%	56 29.6%	20 10.6%	189
Public radio presents a balance of perspectives Count Row %	83 43.9%	76 40.2%	30 15.9%	189
Breaking news alerts Count Row %	55 29.1%	91 48.1%	43 22.8%	189

	Main Reason	Secondary Reason	No Reason at All	Responses
To listen to music that is curated/chosen by radio programmers/hosts Count Row %	89 47.1%	56 29.6%	44 23.3%	189
I hear different voices and perspectives Count Row %	117 61.9%	62 32.8%	10 5.3%	189
The music provides a break from the news Count Row %	42 22.2%	65 34.4%	82 43.4%	189
To hear my favorite music Count Row %	43 22.8%	81 42.9%	65 34.4%	189
I want to know about events happening in my community Count Row %	83 43.9%	92 48.7%	14 7.4%	189
I want to hear news and information about my local area Count Row %	89 47.1%	80 42.3%	20 10.6%	189
Totals Total Responses				189

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	12.7%	24
Less	7.4%	14
About the same - a lot	72.5%	137
About the same - not a lot	7.4%	14

Totals: 189

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 %	5 35.7%	2 14.3%	7 50.0%	14
Listening more to non-radio sources (Spotify, SiriusXM, podcasts, my own music, smart speakers, etc.) Count Row %	4 28.6%	4 28.6%	6 42.9%	14
The news gets repetitive on public radio Count Row %	2 14.3%	0 0.0%	12 85.7%	14
The news gets depressing Count Row %	1 7.1%	2 14.3%	11 78.6%	14
There's too much bias in public radio programs Count Row %	1 7.1%	0 0.0%	13 92.9%	14
Spending more time consuming podcasts Count Row %	4 28.6%	1 7.1%	9 64.3%	14
Spending less time in a car Count Row %	5 35.7%	2 14.3%	7 50.0%	14
I'm getting more of my news in other ways (ex: web, text, social media, etc.) Count Row %	6 42.9%	3 21.4%	5 35.7%	14
I am burned out on the news and need a break Count Row %	0 0.0%	3 21.4%	11 78.6%	14

	Main Reason	Secondary Reason	No Reason at All	Responses
Fundraising drives				
Count	1	5	8	14
Row %	7.1%	35.7%	57.1%	
I have more audio options to listen to in the car				
Count	1	4	9	14
Row %	7.1%	28.6%	64.3%	
The current political climate				
Count	3	0	11	14
Row %	21.4%	0.0%	78.6%	
The quality of public radio news programming has slipped				
Count	3	2	9	14
Row %	21.4%	14.3%	64.3%	
Totals				
Total Responses				14

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: 65.1



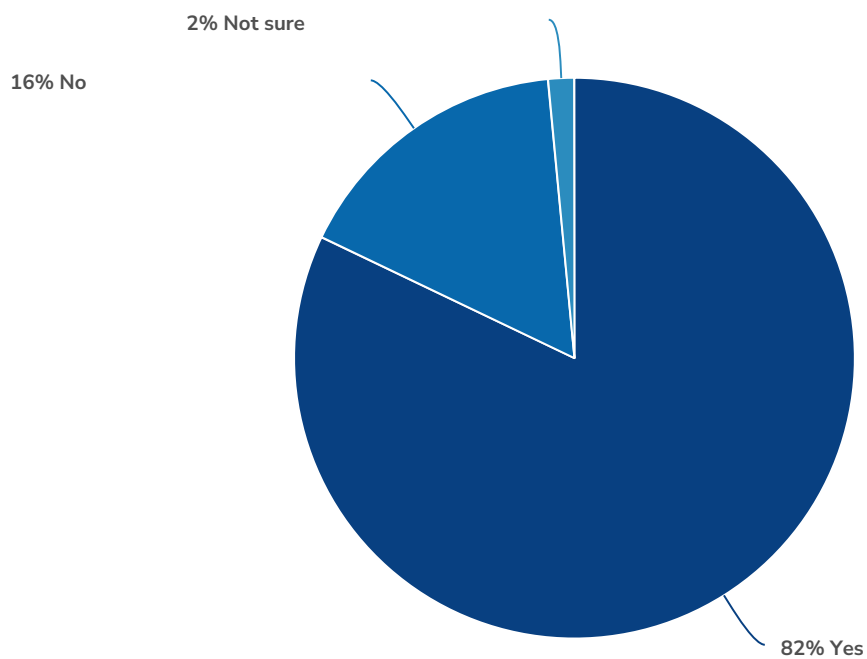
Promoters		75.4%	147
Passives		14.4%	28
Detractors		10.3%	20

Totals: 195

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

ResponseID	Response
3700	Too much biased wildly inaccurate news
3713	I just don't
3739	I would not have any hope without KPFA or pbs
3744	KPFA is dedicated to the destruction of Israel.
3749	If asked by a friend, I would recommend public radio
3773	We no longer receive a broadcast in Aptos.
3930	I listen to the news at 7 or 8 am
3961	My recommendations have no effect on others.
3969	None of your business
4074	I dont typically make recommendations on anything.
4487	Not important
4594	Only recommend what people will appreciate
4649	depends who im suggesting the station to & what show
5110	Music programming is good. The politics are wacko.
5372	Too much NPR-like propaganda pro war, big pharma etc
5414	radio is good
5467	I knew Lorenzo Milam. Signaling virtue is trite
5785	I don't generally make unsolicited recommendations
5852	I don't know how effectiv it wil be to disseminat.
5893	no one comes to mind

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



Value	Percent	Responses
Yes	82.1%	160
No	16.4%	32
Not sure	1.5%	3

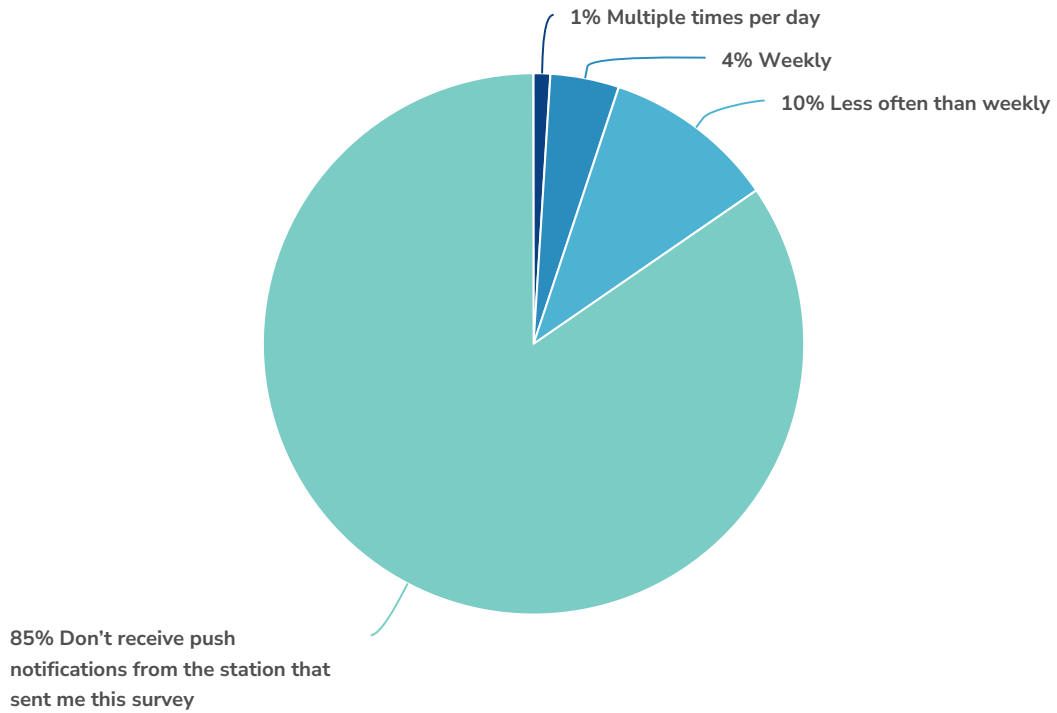
Totals: 195

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	42.3	0.0	100.0	35.9	6,340.0	150
A regular AM/FM radio in a vehicle	26.0	0.0	100.0	27.6	4,427.0	170
This station's stream on a computer	22.6	0.0	100.0	27.1	3,141.0	139
This station's stream on a mobile phone/tablet/dashboard	19.0	0.0	100.0	26.0	2,412.0	127
This station's podcasts or on-demand content	15.0	0.0	100.0	23.1	1,690.0	113
NPR apps	5.4	0.0	100.0	16.2	511.0	95
This station's stream on a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	2.6	0.0	55.0	8.8	238.0	92
This station's stream on a Smart TV	2.0	0.0	100.0	11.8	177.0	88
Other	8.3	0.0	100.0	23.7	564.0	68

Value	Percent	Responses
Smartphone	86.2% 	168
Turntable that plays vinyl records	48.7% 	95
Tablet	43.6% 	85
Smart TV (or TV that can connect to the Internet on its own)	40.0% 	78
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.)	37.9% 	74
Wireless earbuds/headphones (Apple AirPods, Echo Buds, Beats Wireless, etc.)	37.4% 	73
Wireless audio system (Ex: Sonos, Bose)	20.5% 	40
In-car media system (ex: Ford's SYNC or Chrysler's Uconnect, etc.)	15.9% 	31
Smartwatch (ex: Apple Watch, Samsung Galaxy Gear, etc.)	12.3% 	24
Cellphone (but NOT a smartphone)	11.3% 	22
HD radio	11.3% 	22
Smart Speaker (ex: Amazon Alexa/Echo, Google Home, etc.)	9.2% 	18
None of these	2.1% 	4

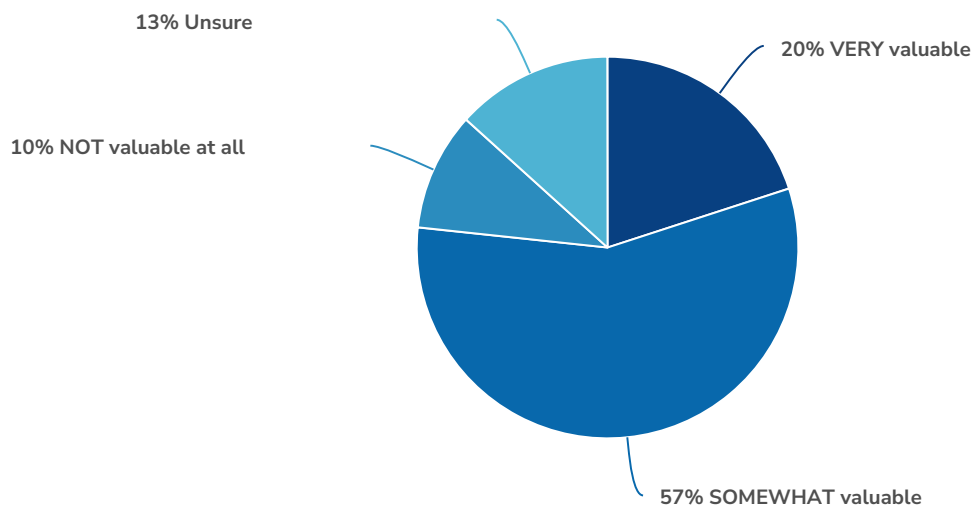
12. How often do you receive/use push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY that connects you to a news story or headline?



Value	Percent	Responses
Multiple times per day	1.0%	2
Weekly	4.1%	8
Less often than weekly	10.3%	20
Don't receive push notifications from the station that sent me this survey	84.6%	165

Totals: 195

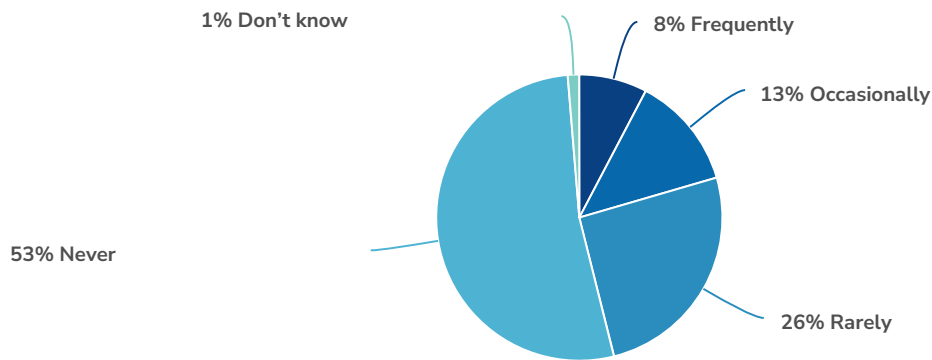
13. How VALUABLE do you find news story/headline push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
VERY valuable	20.0%	6
SOMEWHAT valuable	56.7%	17
NOT valuable at all	10.0%	3
Unsure	13.3%	4

Totals: 30

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	7.7%	6
Occasionally	12.8%	10
Rarely	25.6%	20
Never	52.6%	41
Don't know	1.3%	1

Totals: 78

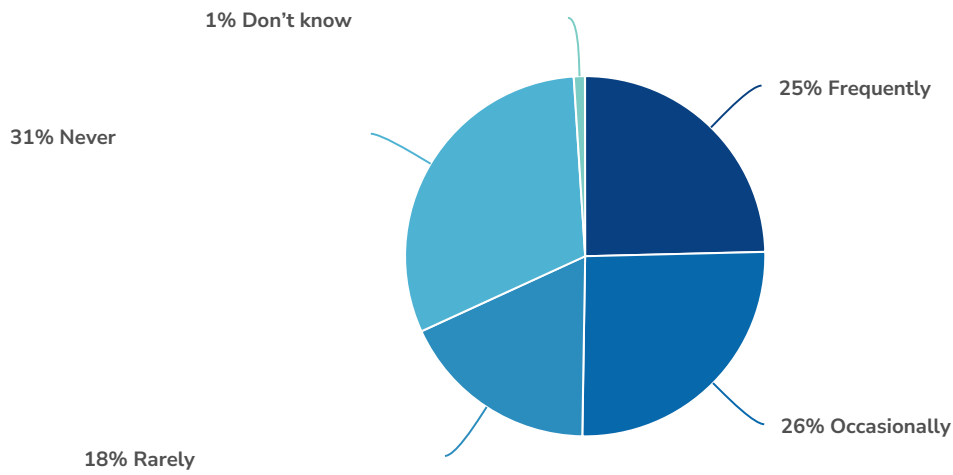
15. How much do you agree or disagree with each of the following statements? If you're not sure or the statement doesn't apply, click "Don't know."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
One of radio's primary advantages is its local feel Count Row %	60 30.8%	93 47.7%	36 18.5%	1 0.5%	3 1.5%	2 1.0%	195
As a result of the current political climate, I'm providing increased support to public radio Count Row %	54 27.7%	78 40.0%	52 26.7%	6 3.1%	5 2.6%	0 0.0%	195
I find myself spending less time with public radio because I increasingly need a break from the news Count Row %	2 1.0%	12 6.2%	38 19.5%	74 37.9%	67 34.4%	2 1.0%	195
THE STATION THAT SENT ME THIS SURVEY is well connected to the local community Count Row %	82 42.1%	81 41.5%	19 9.7%	6 3.1%	1 0.5%	6 3.1%	195
I really feel a sense of connection to THE STATION THAT SENT ME THIS SURVEY Count Row %	104 53.3%	68 34.9%	14 7.2%	6 3.1%	3 1.5%	0 0.0%	195

	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 %	80 41.0%	89 45.6%	19 9.7%	5 2.6%	2 1.0%	0 0.0%	195
I am tuning into music radio stations more often than in the past to take a break from the news Count Row %	3 1.5%	24 12.3%	56 28.7%	55 28.2%	54 27.7%	3 1.5%	195
I would like to see THE STATION THAT SENT ME THIS SURVEY be more visible in my community Count Row %	73 37.4%	61 31.3%	49 25.1%	5 2.6%	1 0.5%	6 3.1%	195
The same public radio news stories/topics repeat too often on the same day Count Row %	4 2.1%	33 16.9%	75 38.5%	64 32.8%	11 5.6%	8 4.1%	195
I often don't agree with the political viewpoints of THE STATION THAT SENT ME THIS SURVEY Count Row %	3 1.5%	14 7.2%	24 12.3%	79 40.5%	73 37.4%	2 1.0%	195

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
More and more, I'm using social media to read/discover news stories	12 6.2%	27 13.8%	36 18.5%	35 17.9%	83 42.6%	2 1.0%	195
Count							
Row %							
Totals							
Total Responses							195

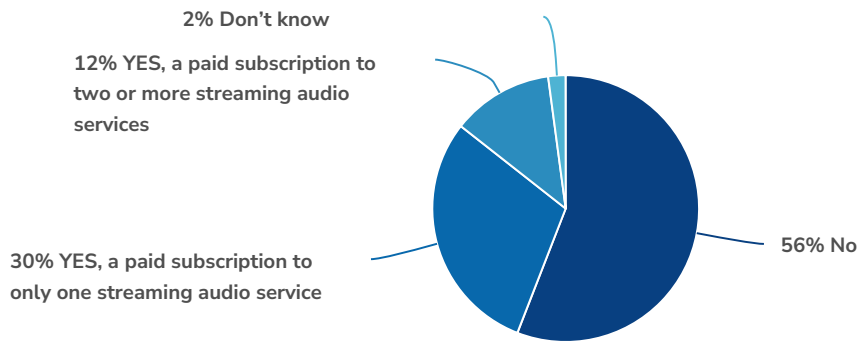
16. How often do you “time-shift” radio programming – that is, listening to program content on-demand so you can listen whenever it’s convenient?



Value	Percent	Responses
Frequently	24.6%	48
Occasionally	25.6%	50
Rarely	17.9%	35
Never	30.8%	60
Don't know	1.0%	2

Totals: 195

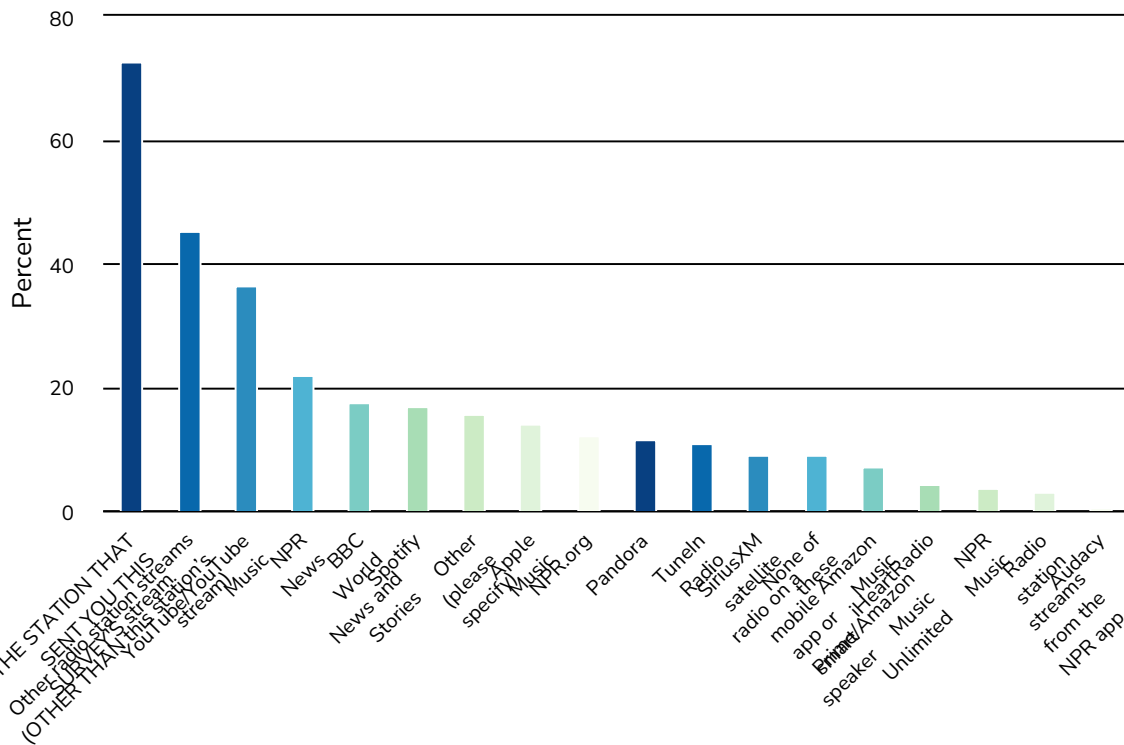
17. Do you personally or does someone else in your household pay to subscribe to any streaming AUDIO services (Spotify Premium, Pandora Plus/Premium, Apple Music paid subscription, Amazon Music Prime, etc.)? (If you or someone else in your household received a promotional subscription, but do NOT currently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



Value	Percent	Responses
No	55.9%	109
YES, a paid subscription to only one streaming audio service	29.7%	58
YES, a paid subscription to two or more streaming audio services	12.3%	24
Don't know	2.1%	4

Totals: 195

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)

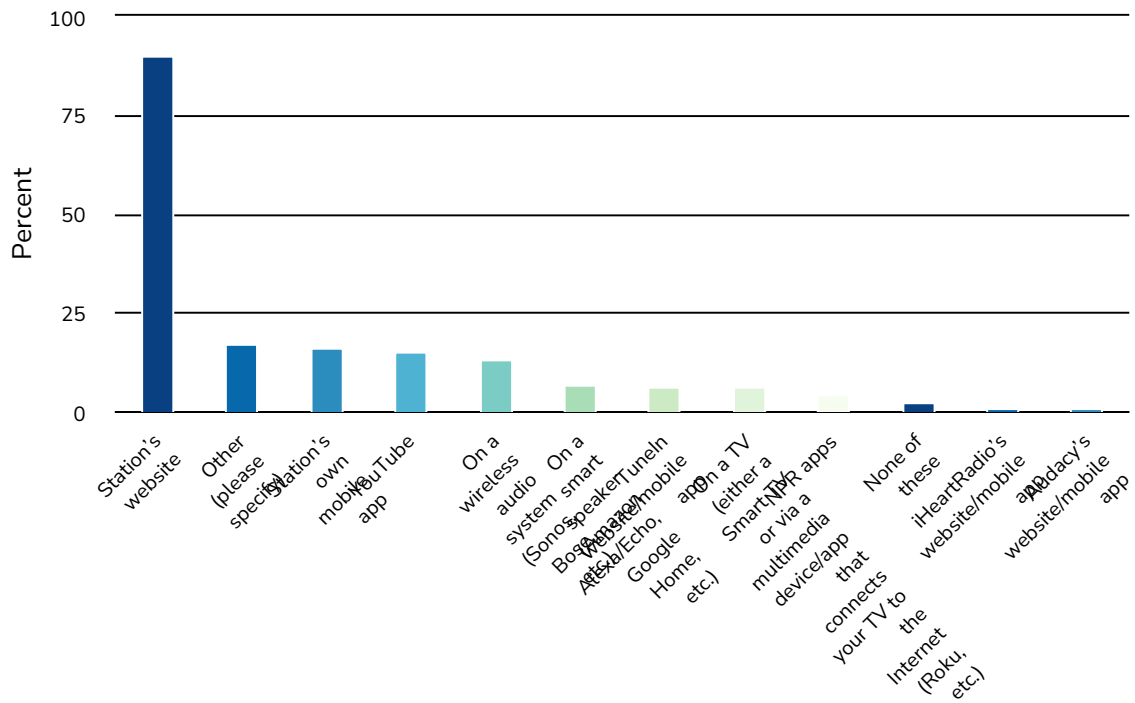


Value	Percent	Responses
THE STATION THAT SENT YOU THIS SURVEY'S stream	72.7%	112
Other radio station streams (OTHER THAN this station's stream)	45.5%	70
YouTube/YouTube Music	36.4%	56
NPR News	22.1%	34
BBC World News and Stories	17.5%	27
Spotify	16.9%	26
Other (please specify)	15.6%	24
Apple Music	14.3%	22

Value	Percent	Responses
NPR.org	12.3%	19
Pandora	11.7%	18
TuneIn Radio	11.0%	17
SiriusXM satellite radio on a mobile app or smart speaker	9.1%	14
None of these	9.1%	14
Amazon Music Prime/Amazon Music Unlimited	7.1%	11
iHeartRadio	4.5%	7
NPR Music	3.9%	6
Radio station streams from the NPR app	3.2%	5
Audacy	0.6%	1

Other (please specify)	Count
'MyTuner' stream	1
Al Jazeera	1
Background Briefing	1
Bandcamp	1
Bluegrass Country Radio, Old-Time Music Hour	1
Democracy Now, Substack	1
Hearts of Space	1
Hoopla digital through my library	1
KMHD, Hearts of Space	1
Kpfk	1
NYT	1
Only listener supported	1
Pandora	1
Podcast Addict	1
Qobuz	1
Radio Paradise	1
Ralph Nader, Fair.org. Break Through News	1
Replaio	1
Roon, Qobuz, tidal	1
SomaFM	1
nugs	1
numerous different social media streams	1
radio.garden	1
Totals	23

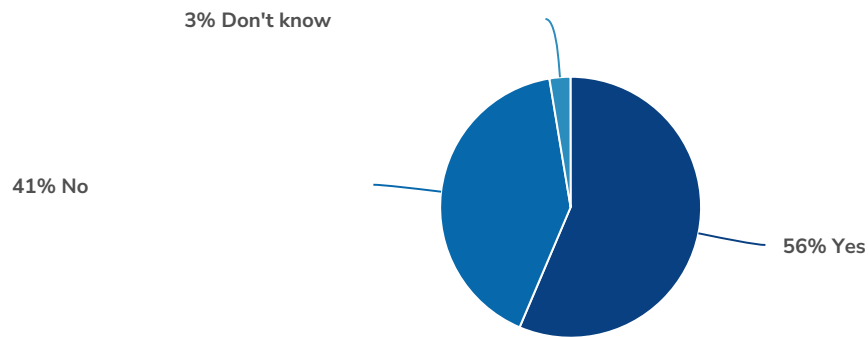
19. There are many ways to listen to the audio stream of THE STATION THAT SENT YOU THIS SURVEY. Using the list below, please click all the different sources you use to listen to its stream: (MARK ALL THAT APPLY)



Value	Percent	Responses
Station's website	90.2%	101
Other (please specify)	17.0%	19
Station's own mobile app	16.1%	18
YouTube	15.2%	17
On a wireless audio system (Sonos, Bose, etc.)	13.4%	15
On a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	7.1%	8
TuneIn website/mobile app	6.3%	7
On a TV (either a Smart TV or via a multimedia device/app that connects your TV to the Internet (Roku, etc.)	6.3%	7
NPR apps	4.5%	5
None of these	2.7%	3
iHeartRadio's website/mobile app	0.9%	1
Audacy's website/mobile app	0.9%	1

Other (please specify)	Count
'MyTuner' phone app	1
Apple Music Radio connection	1
Apple podcast	1
FM Radio	1
FM radio	1
I use a computer, and occasionally a smart phone	1
Internet Radio	1
KYAQ, KBOO, KXRY?	1
Podcast Addict	1
Replaio	1
Simple radio	1
Tablet with an audio app FStream	1
iPod FM & podcast player	1
internet radio	1
radio	1
radiogarden app	1
various social media & independent streams	1
vlc	1
Totals	18

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



Value	Percent	Responses
Yes	56.4%	110
No	41.0%	80
Don't know	2.6%	5

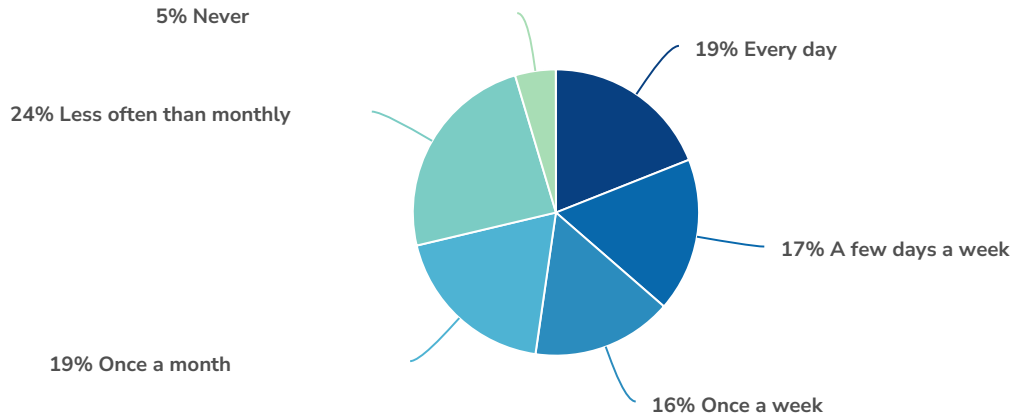
Totals: 195

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 %	9 8.2%	8 7.3%	54 49.1%	12 10.9%	17 15.5%	10 9.1%	110
LinkedIn Count Row %	25 22.7%	6 5.5%	9 8.2%	12 10.9%	33 30.0%	25 22.7%	110
X (formerly known as Twitter) Count Row %	63 57.3%	14 12.7%	6 5.5%	5 4.5%	8 7.3%	14 12.7%	110
Pinterest Count Row %	90 81.8%	3 2.7%	3 2.7%	0 0.0%	7 6.4%	7 6.4%	110
Instagram Count Row %	54 49.1%	5 4.5%	9 8.2%	8 7.3%	19 17.3%	15 13.6%	110
Snapchat Count Row %	100 90.9%	1 0.9%	1 0.9%	1 0.9%	3 2.7%	4 3.6%	110
Reddit Count Row %	81 73.6%	1 0.9%	3 2.7%	7 6.4%	12 10.9%	6 5.5%	110
WhatsApp Count Row %	60 54.5%	3 2.7%	11 10.0%	11 10.0%	15 13.6%	10 9.1%	110
Facebook Messenger Count Row %	34 30.9%	6 5.5%	12 10.9%	19 17.3%	28 25.5%	11 10.0%	110

	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 %	51 46.4%	1 0.9%	31 28.2%	14 12.7%	9 8.2%	4 3.6%	110
TikTok Count Row %	98 89.1%	0 0.0%	1 0.9%	2 1.8%	4 3.6%	5 4.5%	110
Nextdoor Count Row %	39 35.5%	9 8.2%	11 10.0%	14 12.7%	23 20.9%	14 12.7%	110
Threads Count Row %	97 88.2%	2 1.8%	1 0.9%	2 1.8%	5 4.5%	3 2.7%	110
Bluesky Count Row %	74 67.3%	1 0.9%	13 11.8%	5 4.5%	8 7.3%	9 8.2%	110
Truth Social Count Row %	108 98.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 1.8%	110
Totals Total Responses							110

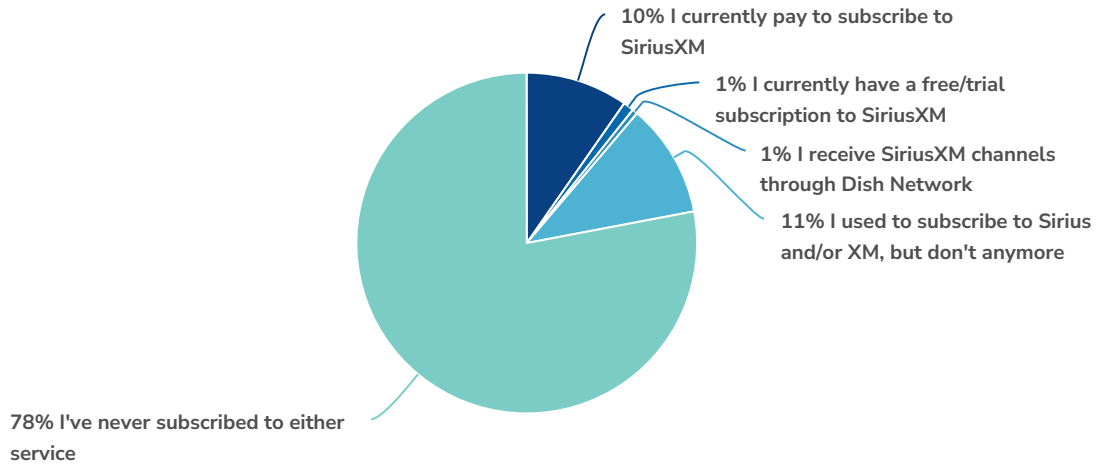
22. How often do you visit the website of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Every day	19.0%	37
A few days a week	17.4%	34
Once a week	15.9%	31
Once a month	19.0%	37
Less often than monthly	24.1%	47
Never	4.6%	9

Totals: 195

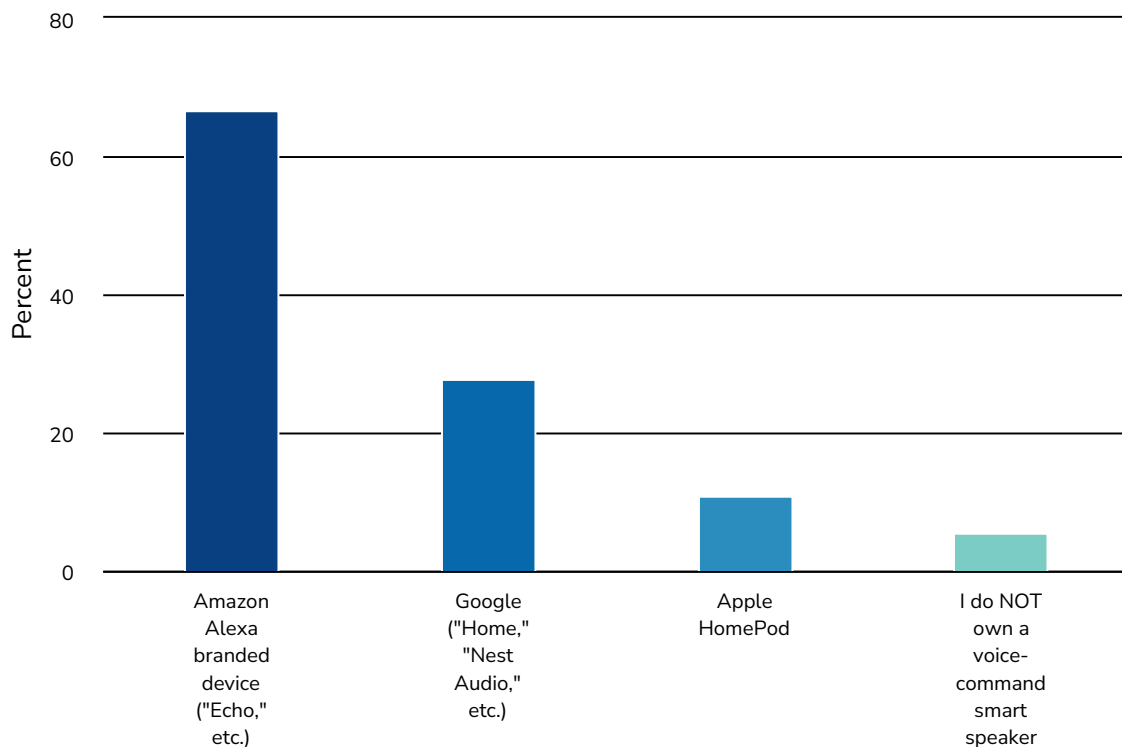
23. Which statement best describes your personal situation with satellite radio?



Value	Percent	Responses
I currently pay to subscribe to SiriusXM	9.7%	19
I currently have a free/trial subscription to SiriusXM	1.0%	2
I receive SiriusXM channels through Dish Network	0.5%	1
I used to subscribe to Sirius and/or XM, but don't anymore	10.8%	21
I've never subscribed to either service	77.9%	152

Totals: 195

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%	12
Google ("Home," "Nest Audio," etc.)	27.8%	5
Apple HomePod	11.1%	2
I do NOT own a voice-command smart speaker	5.6%	1

Other (please specify)	Count
Totals	0

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

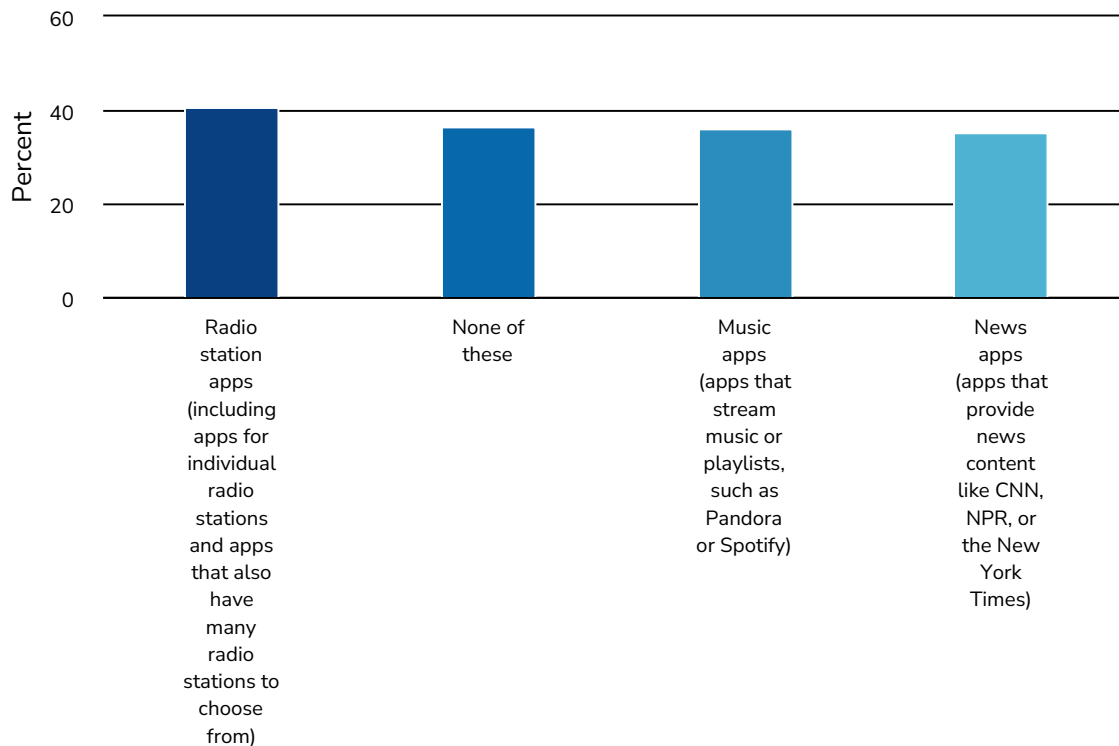
	Frequently	Occasionally	Rarely	Never	Responses
Hear weather updates Count Row %	2 11.8%	5 29.4%	2 11.8%	8 47.1%	17
Listen to an AM/FM radio station Count Row %	6 35.3%	3 17.6%	4 23.5%	4 23.5%	17
Listen to music from a streaming service (Pandora, Amazon Music, Apple Music, etc.) Count Row %	6 35.3%	3 17.6%	2 11.8%	6 35.3%	17
Listen to SiriusXM satellite radio Count Row %	2 11.8%	2 11.8%	3 17.6%	10 58.8%	17
Listen to podcasts Count Row %	4 23.5%	2 11.8%	2 11.8%	9 52.9%	17
Set a timer Count Row %	4 23.5%	4 23.5%	1 5.9%	8 47.1%	17
Use as an alarm Count Row %	3 17.6%	4 23.5%	1 5.9%	9 52.9%	17
Access your calendar Count Row %	1 5.9%	4 23.5%	0 0.0%	12 70.6%	17
Control smart home devices, such as turning on the lights Count Row %	5 29.4%	1 5.9%	0 0.0%	11 64.7%	17
Listen to newscasts Count Row %	3 17.6%	5 29.4%	3 17.6%	6 35.3%	17

Totals

Total Responses

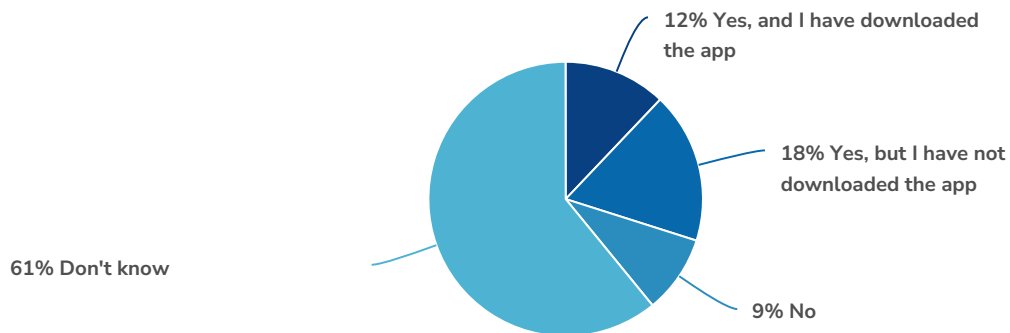
17

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



Value	Percent	Responses
Radio station apps (including apps for individual radio stations and apps that also have many radio stations to choose from)	40.8% 	71
None of these	36.8% 	64
Music apps (apps that stream music or playlists, such as Pandora or Spotify)	36.2% 	63
News apps (apps that provide news content like CNN, NPR, or the New York Times)	35.6% 	62

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	12.1%	21
Yes, but I have not downloaded the app	17.8%	31
No	9.2%	16
Don't know	60.9%	106

Totals: 174

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.

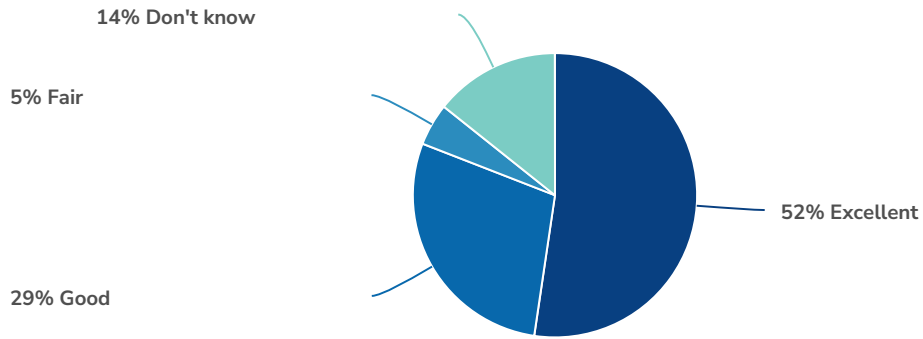
	Frequently	Occasionally	Rarely	Never	NA	Responses
Listening to the station's audio stream Count Row %	7 33.3%	9 42.9%	2 9.5%	2 9.5%	1 4.8%	21
Listening to podcasts Count Row %	3 14.3%	2 9.5%	8 38.1%	8 38.1%	0 0.0%	21
Watching video Count Row %	0 0.0%	3 14.3%	4 19.0%	12 57.1%	2 9.5%	21
Social media (sharing, etc.) Count Row %	1 4.8%	1 4.8%	4 19.0%	11 52.4%	4 19.0%	21
News stories, newsfeed Count Row %	8 38.1%	3 14.3%	5 23.8%	2 9.5%	3 14.3%	21
Make a donation Count Row %	6 28.6%	7 33.3%	0 0.0%	7 33.3%	1 4.8%	21

Totals

Total Responses

21

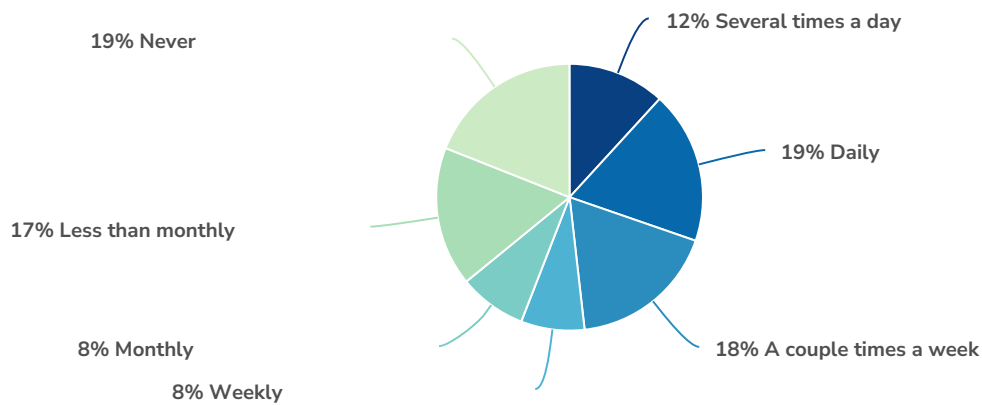
29. Overall, how would you rate THE STATION THAT SENT YOU THIS SURVEY'S app?



Value	Percent	Responses
Excellent	52.4%	11
Good	28.6%	6
Fair	4.8%	1
Don't know	14.3%	3

Totals: 21

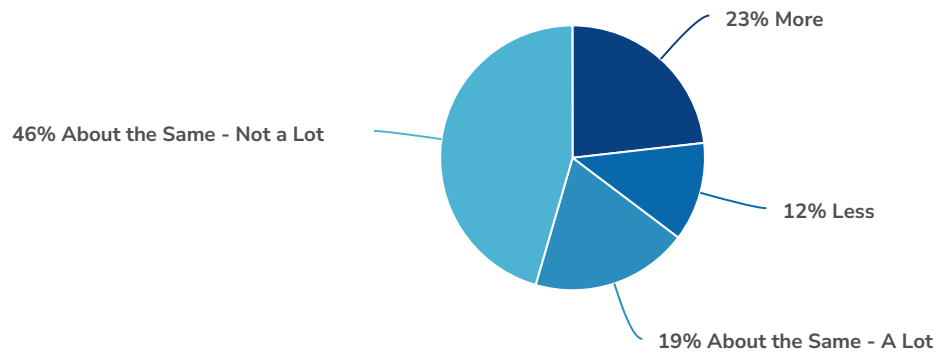
30. Many platforms (including social media) post short videos about all sorts of things (news and events, entertainment, DIY, comedy, pop culture, etc.). How often do you watch short videos when you're online, using a mobile phone, etc.?



Value	Percent	Responses
Several times a day	11.8%	23
Daily	18.5%	36
A couple times a week	17.9%	35
Weekly	7.7%	15
Monthly	8.2%	16
Less than monthly	16.9%	33
Never	19.0%	37

Totals: 195

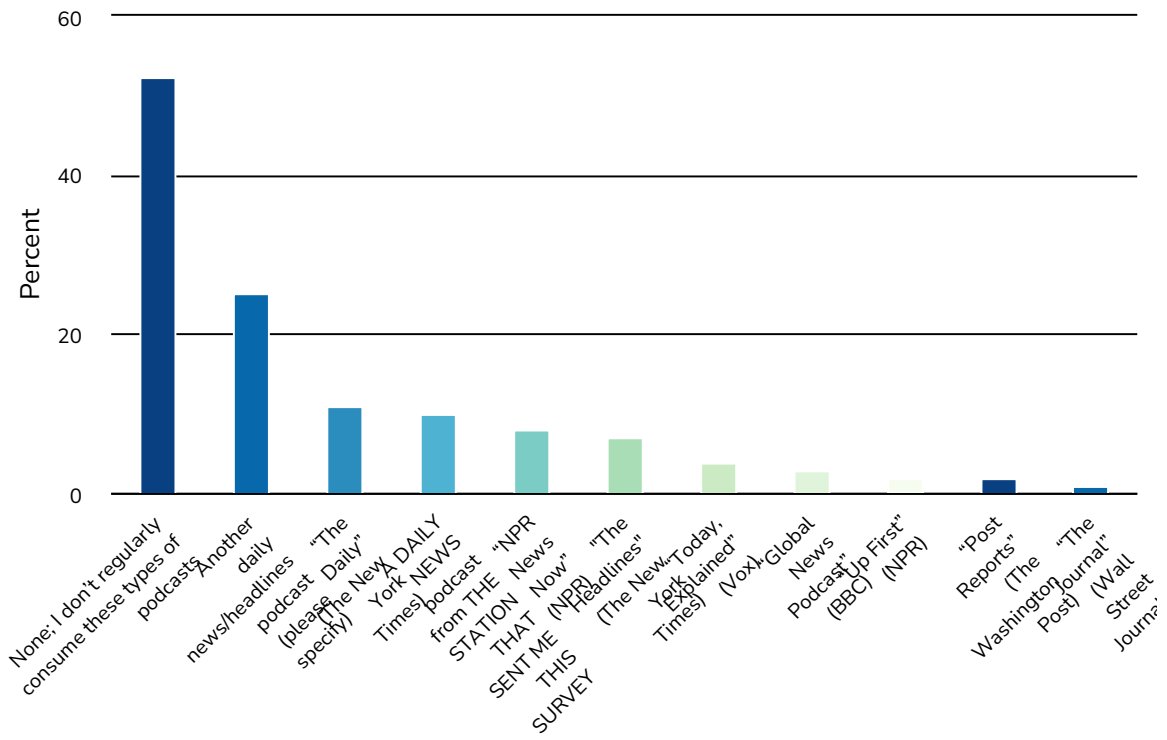
31. Earlier you mentioned you consume podcasts. In the past year, would you say you're consuming podcasts, more, less, or about the same?


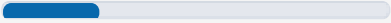
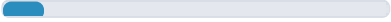
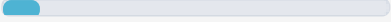
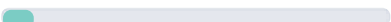
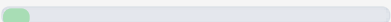
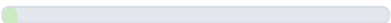
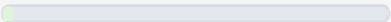
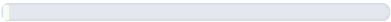
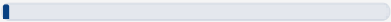
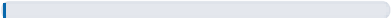


Value	Percent	Responses
More	23.2%	23
Less	12.1%	12
About the Same - A Lot	19.2%	19
About the Same - Not a Lot	45.5%	45

Totals: 99

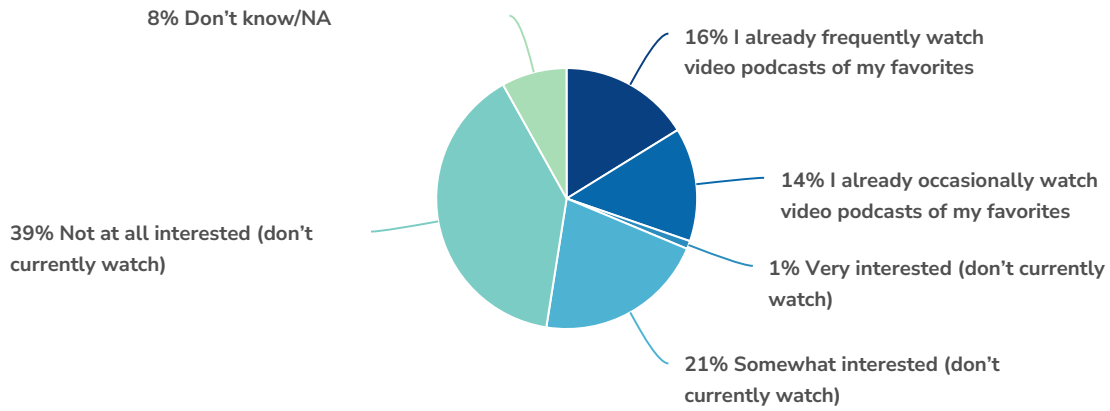
32. Which of the following daily news podcasts -- featuring news and headlines each morning/afternoon -- do you consume at least once per week or more often? (MARK ALL THAT APPLY)



Value	Percent	Responses
None; I don't regularly consume these types of podcasts	52.5% 	52
Another daily news/headlines podcast (please specify)	25.3% 	25
"The Daily" (The New York Times)	11.1% 	11
A DAILY NEWS podcast from THE STATION THAT SENT ME THIS SURVEY	10.1% 	10
"NPR News Now" (NPR)	8.1% 	8
"The Headlines" (The New York Times)	7.1% 	7
"Today, Explained" (Vox)	4.0% 	4
"Global News Podcast" (BBC)	3.0% 	3
"Up First" (NPR)	2.0% 	2
"Post Reports" (The Washington Post)	2.0% 	2
"The Journal" (Wall Street Journal)	1.0% 	1

Another daily news/headlines podcast (please specify)	Count
Democracy Now	2
Democracy Now!	2
BBC	1
Break Through News, Dispatches, Middle East Eye, Press TV, RT	1
Breaking Points	1
Breaking Points, Democracy Now	1
Democracy Now, Earhustle	1
DemocracyNow	1
Drop Site News	1
Ezra Klein, Fred Air, The athletic, planet Money	1
Keith Olberman, Harry Shearer	1
NPR News Headlines	1
Several independent news podcasters	1
The Bradcast	1
The Lever	1
Times of Israel, and others	1
What A Day	1
background briefing	1
democracy now	1
democracy now, background briefing	1
electronic intifada	1
majority report, hasanabi on twitch	1
Totals	24

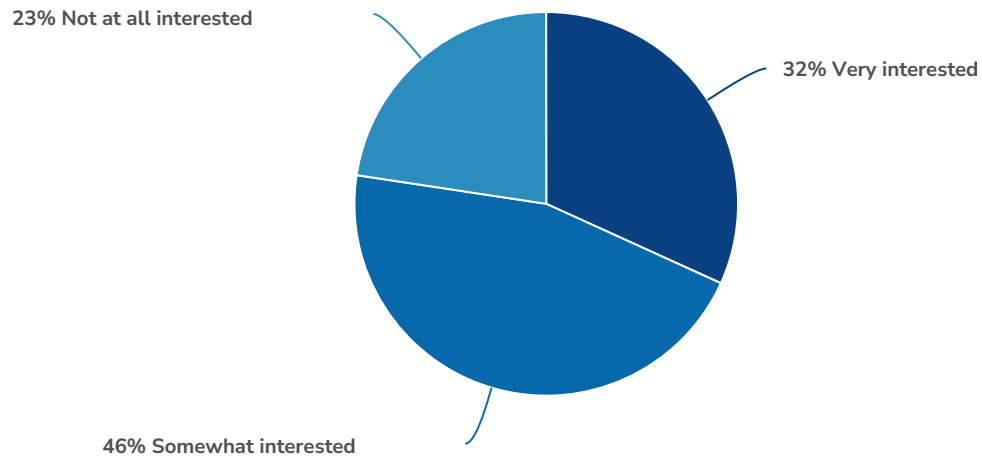
33. How interested are you in watching a video version on YouTube of your favorite podcasts you listen to now?



Value	Percent	Responses
I already frequently watch video podcasts of my favorites	16.2%	16
I already occasionally watch video podcasts of my favorites	14.1%	14
Very interested (don't currently watch)	1.0%	1
Somewhat interested (don't currently watch)	21.2%	21
Not at all interested (don't currently watch)	39.4%	39
Don't know/NA	8.1%	8

Totals: 99

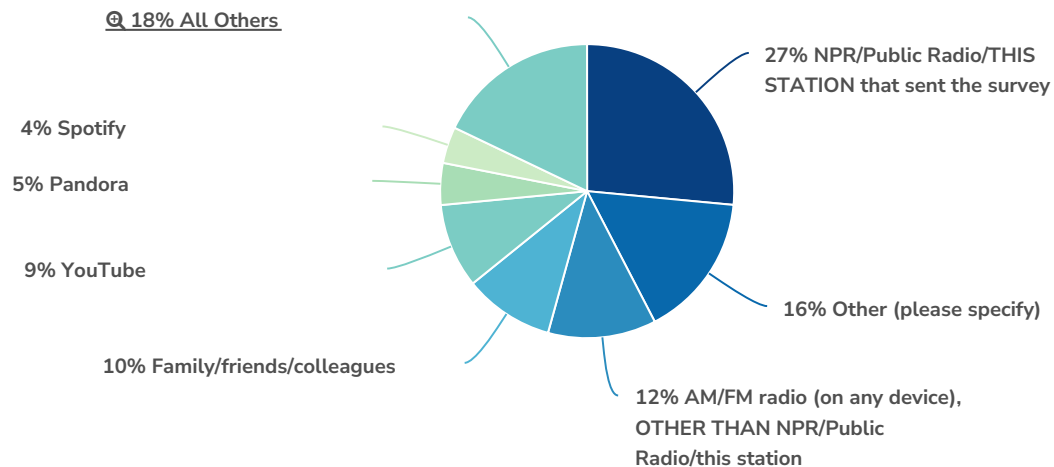
34. How interested are you in finding out about new music and new artists?



Value	Percent	Responses
Very interested	31.8%	62
Somewhat interested	45.6%	89
Not at all interested	22.6%	44

Totals: 195

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

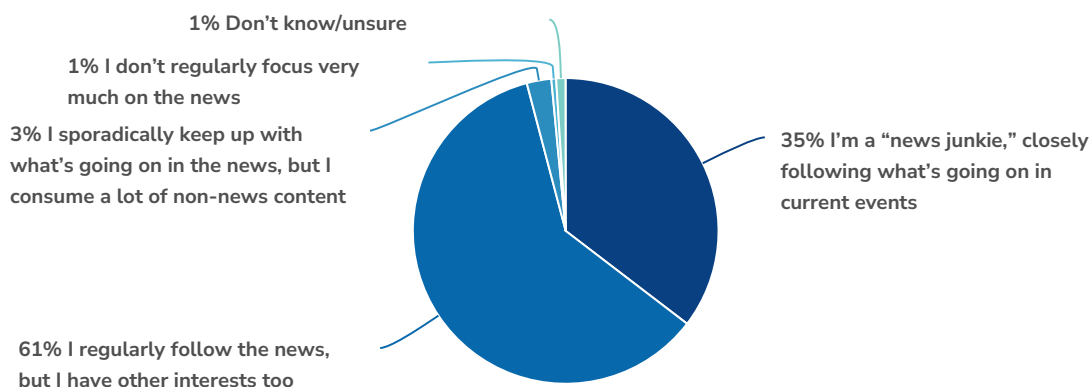


Value	Percent	Responses
NPR/Public Radio/THIS STATION that sent the survey	26.5%	40
Other (please specify)	15.9%	24
AM/FM radio (on any device), OTHER THAN NPR/Public Radio/this station	11.9%	18
Family/friends/colleagues	9.9%	15
YouTube	9.3%	14
Pandora	4.6%	7
Spotify	4.0%	6
SiriusXM satellite radio	2.6%	4
YouTube Music	2.6%	4
Apple Music/Beats 1	2.0%	3
Live performances/concerts	2.0%	3
Reddit	2.0%	3
Music magazines & other print publications	1.3%	2
Band/artist websites	1.3%	2
Amazon Music Prime/Amazon Music Unlimited	1.3%	2
Television shows	0.7%	1
Facebook	0.7%	1
Shazam	0.7%	1
NPR Tiny Desk Concerts	0.7%	1

Totals: 151

Other (please specify)	Count
Bandcamp	3
AM/FM radjo	1
Bluegrass Country Radio, Old-Time Music Hour	1
Folk Alley	1
KEXP	1
KPFA	1
KPFA late night	1
KPFA, KBOO, KMUZ	1
NYTimes	1
News stories	1
Qobuz	1
Radio Paradise	1
Sirius	1
This is a bad question as I use about 5 of these equally	1
Tied between Bandcamp & Spotify	1
fellow musicians	1
kpfa	1
kpfa, kalw, kcsn	1
my children	1
online streaming services like Folk Alley	1
radio KPFA and KALW	1
randomly scanning through all radio stations	1
Totals	24

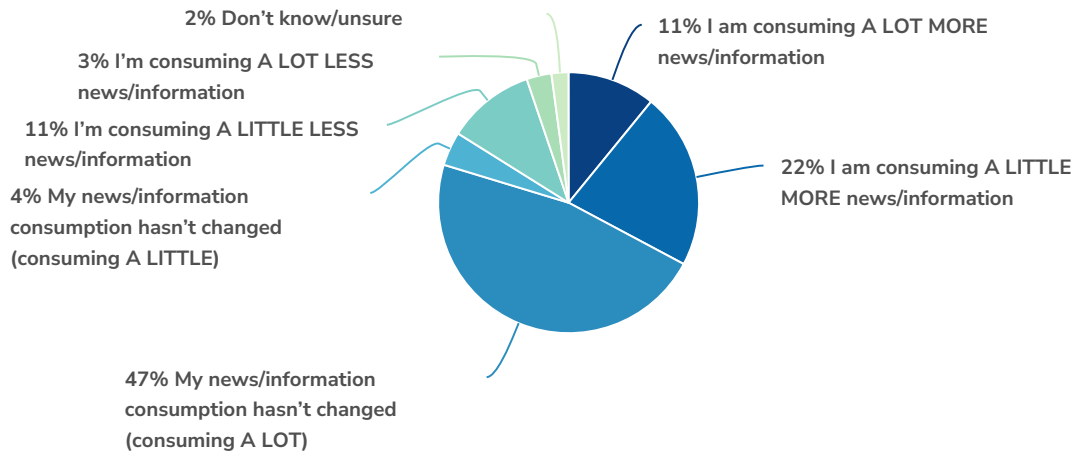
36. Which of the following statements best describes how much you are “into” news/information (including politics, national news, international news, local news, information about the arts and culture, or information about what’s happening in your city/town, etc.)?



Value	Percent	Responses
I'm a “news junkie,” closely following what’s going on in current events	35.4%	69
I regularly follow the news, but I have other interests too	60.5%	118
I sporadically keep up with what’s going on in the news, but I consume a lot of non-news content	2.6%	5
I don’t regularly focus very much on the news	0.5%	1
Don’t know/unsure	1.0%	2

Totals: 195

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



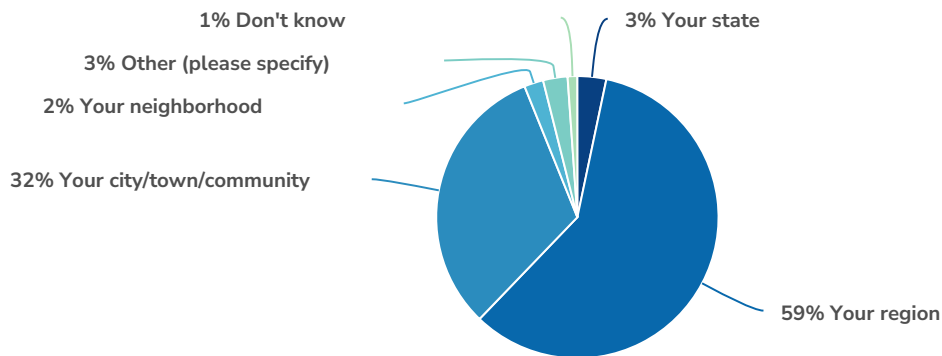
Value	Percent	Responses
I am consuming A LOT MORE news/information	10.9%	21
I am consuming A LITTLE MORE news/information	21.9%	42
My news/information consumption hasn't changed (consuming A LOT)	46.9%	90
My news/information consumption hasn't changed (consuming A LITTLE)	4.2%	8
I'm consuming A LITTLE LESS news/information	10.9%	21
I'm consuming A LOT LESS news/information	3.1%	6
Don't know/unsure	2.1%	4

Totals: 192

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	148	39	6	0	2	195
Row %	75.9%	20.0%	3.1%	0.0%	1.0%	
National news						
Count	154	37	2	0	2	195
Row %	79.0%	19.0%	1.0%	0.0%	1.0%	
Statewide news						
Count	130	56	5	1	3	195
Row %	66.7%	28.7%	2.6%	0.5%	1.5%	
Coverage of local news/events/happenings from where you live						
Count	118	62	6	1	8	195
Row %	60.5%	31.8%	3.1%	0.5%	4.1%	
Totals						
Total Responses						195

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	3.3%	6
Your region	58.9%	106
Your city/town/community	31.7%	57
Your neighborhood	2.2%	4
Other (please specify)	2.8%	5
Don't know	1.1%	2

Totals: 180

Other (please specify)**Count**

Everywhere is local and affects me

1

One Planet

1

SF Bay Area

1

county

1

the Universe

1

Totals

5

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 %	20 11.1%	88 48.9%	66 36.7%	6 3.3%	180
Cultural events coverage (ex. museums, arts, etc.) Count Row %	53 29.4%	101 56.1%	24 13.3%	2 1.1%	180
Features on local community leaders Count Row %	51 28.3%	96 53.3%	31 17.2%	2 1.1%	180
School board coverage/related school issues Count Row %	12 6.7%	94 52.2%	68 37.8%	6 3.3%	180
Concerts/festivals coverage Count Row %	33 18.3%	85 47.2%	56 31.1%	6 3.3%	180
Local government coverage Count Row %	104 57.8%	66 36.7%	8 4.4%	2 1.1%	180
Feel-good news stories Count Row %	13 7.2%	68 37.8%	90 50.0%	9 5.0%	180

	Very Interested	Somewhat Interested	Little to No Interest	Unsure/Doesn't apply	Responses
Investigative reporting on important local issues Count Row %	138 76.7%	39 21.7%	2 1.1%	1 0.6%	180
Local environmental issues Count Row %	121 67.2%	54 30.0%	3 1.7%	2 1.1%	180
Local elections coverage (candidates, issues, etc.) Count Row %	123 68.3%	53 29.4%	3 1.7%	1 0.6%	180
Story-telling features about the local community and local newsmakers Count Row %	43 23.9%	98 54.4%	36 20.0%	3 1.7%	180
Local health and wellness coverage Count Row %	51 28.3%	94 52.2%	33 18.3%	2 1.1%	180
Crime and public safety issues Count Row %	32 17.8%	100 55.6%	46 25.6%	2 1.1%	180
Totals Total Responses					180

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

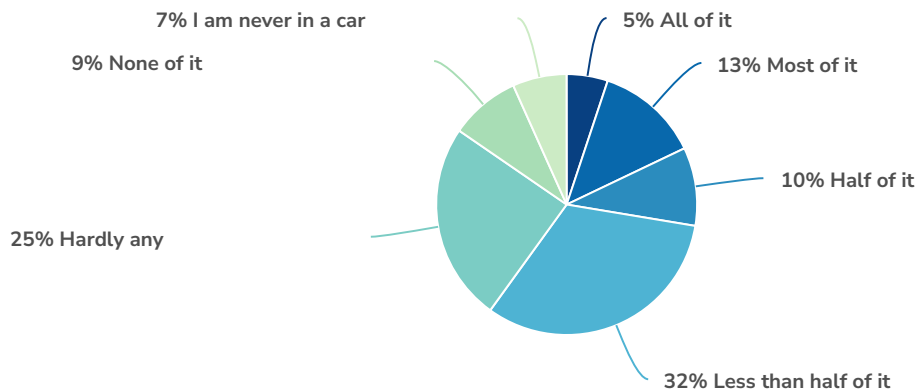
	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Museums Count Row %	7 3.6%	72 36.9%	61 31.3%	53 27.2%	2 1.0%	195
Art fairs Count Row %	4 2.1%	32 16.4%	71 36.4%	86 44.1%	2 1.0%	195
Opera Count Row %	1 0.5%	11 5.6%	21 10.8%	158 81.0%	4 2.1%	195
Symphony Count Row %	5 2.6%	17 8.7%	45 23.1%	126 64.6%	2 1.0%	195
Music festivals Count Row %	6 3.1%	23 11.8%	53 27.2%	112 57.4%	1 0.5%	195
Popular concerts Count Row %	10 5.1%	27 13.8%	46 23.6%	110 56.4%	2 1.0%	195
Broadway plays/theater Count Row %	6 3.1%	11 5.6%	38 19.5%	137 70.3%	3 1.5%	195
Live music in bars/clubs Count Row %	24 12.3%	53 27.2%	35 17.9%	82 42.1%	1 0.5%	195
Community theater Count Row %	10 5.1%	25 12.8%	60 30.8%	97 49.7%	3 1.5%	195

	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Jazz concerts Count Row %	10 5.1%	43 22.1%	46 23.6%	94 48.2%	2 1.0%	195
Ballet / Dance shows Count Row %	2 1.0%	6 3.1%	32 16.4%	152 77.9%	3 1.5%	195
Classical music performances Count Row %	10 5.1%	25 12.8%	45 23.1%	111 56.9%	4 2.1%	195
Film festivals Count Row %	2 1.0%	15 7.7%	48 24.6%	127 65.1%	3 1.5%	195
Farmers markets Count Row %	65 33.3%	57 29.2%	35 17.9%	36 18.5%	2 1.0%	195
Book festivals Count Row %	2 1.0%	10 5.1%	37 19.0%	143 73.3%	3 1.5%	195
Sporting events Count Row %	6 3.1%	12 6.2%	42 21.5%	135 69.2%	0 0.0%	195
Totals Total Responses						195

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 %	12 6.2%	65 33.3%	94 48.2%	24 12.3%	195
Town meetings discussing local issues of interest hosted by THE STATION THAT SENT YOU THIS SURVEY'S host/reporters Count Row %	21 10.8%	96 49.2%	54 27.7%	24 12.3%	195
Trivia nights at local area bars/restaurants hosted by a personality/host from THE STATION THAT SENT YOU THIS SURVEY Count Row %	2 1.0%	25 12.8%	136 69.7%	32 16.4%	195
Host an open house over a weekend where listeners can tour the station and meet the hosts/reporters Count Row %	14 7.2%	62 31.8%	90 46.2%	29 14.9%	195
Live broadcast of a show from THE STATION THAT SENT YOU THIS SURVEY from a location in the community Count Row %	24 12.3%	82 42.1%	68 34.9%	21 10.8%	195
Totals Total Responses					195

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



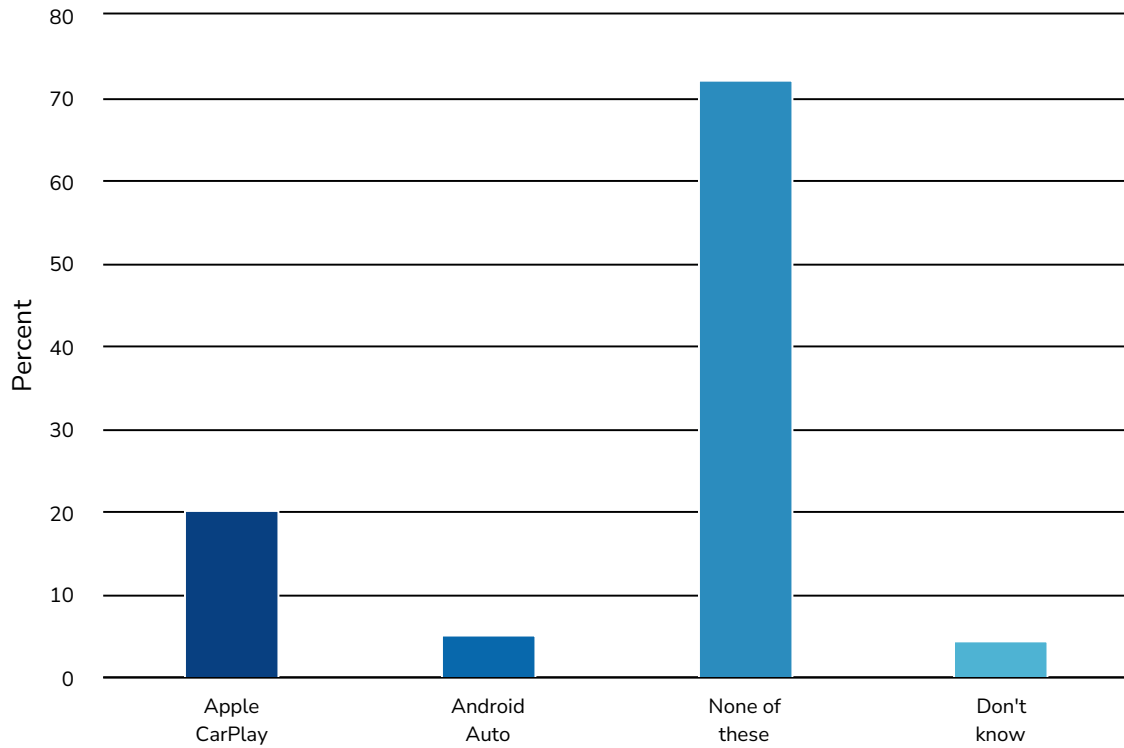
Value	Percent	Responses
All of it	5.1%	10
Most of it	12.8%	25
Half of it	9.7%	19
Less than half of it	32.3%	63
Hardly any	24.6%	48
None of it	8.7%	17
I am never in a car	6.7%	13

Totals: 195

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!

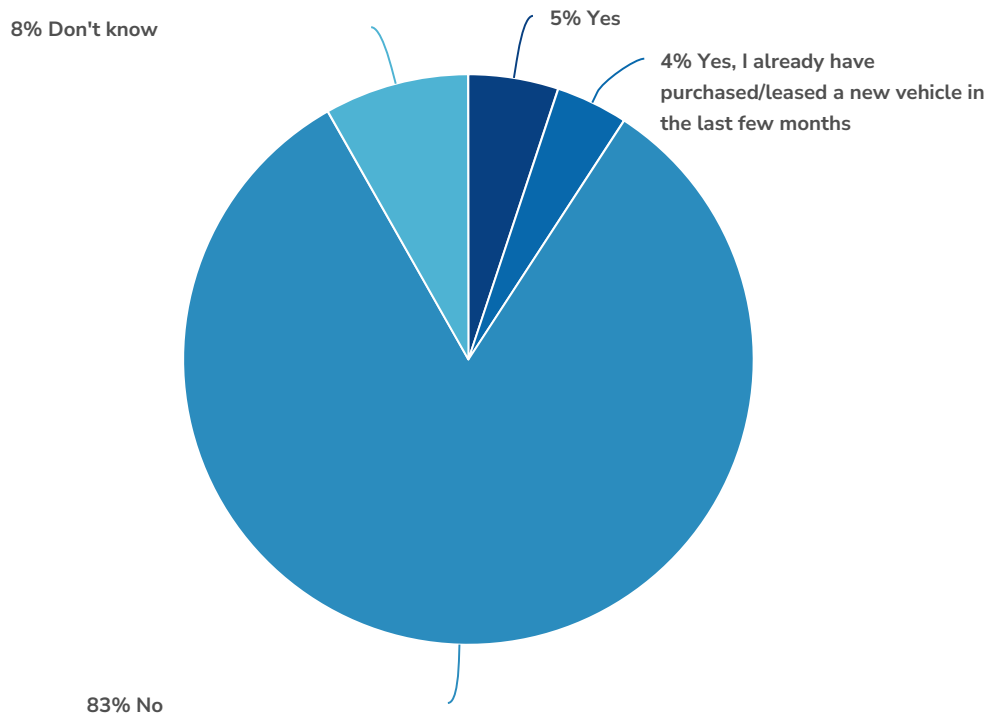
Item	Average	Min	Max	StdDev	Sum	Total Responses
AM/FM car radio	66.1	0.0	100.0	35.1	10,641.0	161
SiriusXM (satellite radio)	22.9	0.0	100.0	32.7	1,532.0	67
Music you own (CDs, hard drive, music on a mobile device, iPod, etc.)	16.3	0.0	80.0	19.0	1,579.0	97
Podcasts	13.5	0.0	80.0	17.9	974.0	72
Streaming audio (Spotify, this station's app, etc.)	22.8	0.0	100.0	29.4	1,439.0	63
Audio books	10.6	0.0	70.0	17.1	656.0	62
Other	26.0	0.0	100.0	40.6	1,379.0	53

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



Value	Percent	Responses
Apple CarPlay	20.3%	32
Android Auto	5.1%	8
None of these	72.2%	114
Don't know	4.4%	7

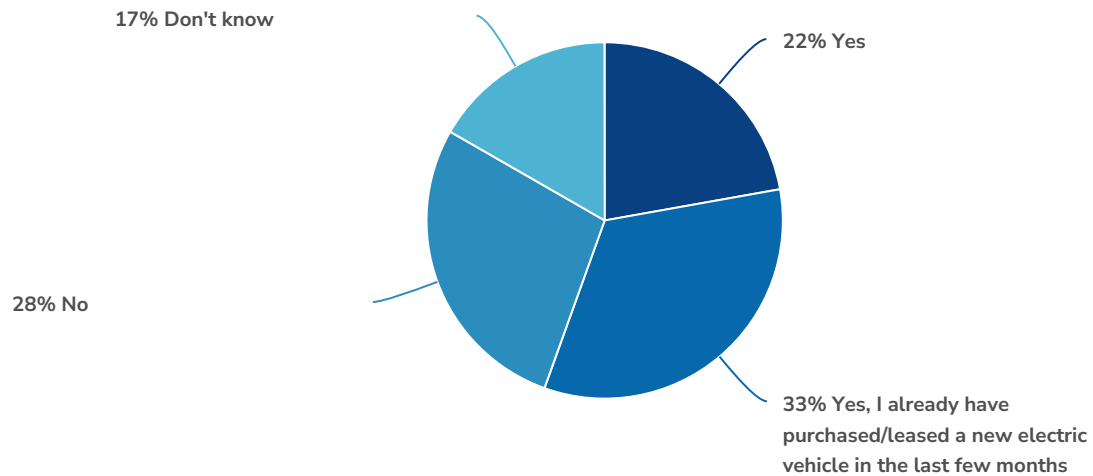
46. Are you personally planning on buying or leasing a new vehicle in the next 12 months?



Value	Percent	Responses
Yes	5.1%	10
Yes, I already have purchased/leased a new vehicle in the last few months	4.1%	8
No	82.6%	161
Don't know	8.2%	16

Totals: 195

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



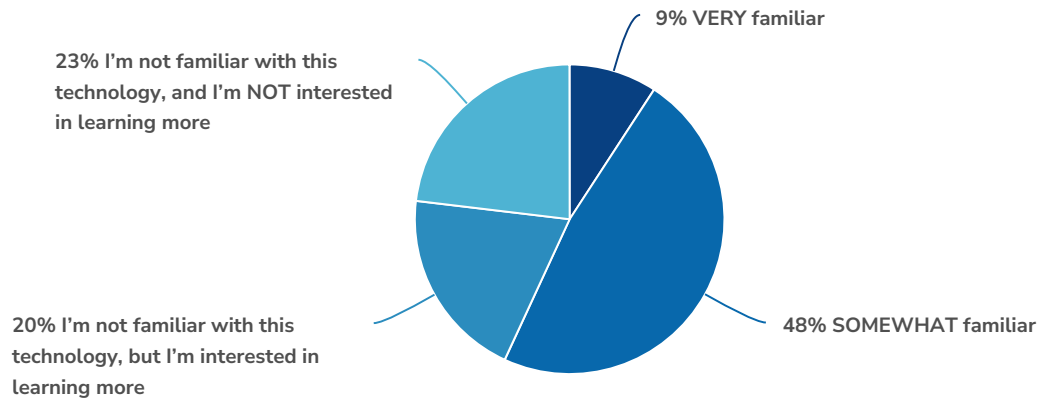
Value	Percent	Responses
Yes	22.2%	4
Yes, I already have purchased/leased a new electric vehicle in the last few months	33.3%	6
No	27.8%	5
Don't know	16.7%	3

Totals: 18

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 %	6 33.3%	5 27.8%	7 38.9%	0 0.0%	18
FM radio Count Row %	17 94.4%	1 5.6%	0 0.0%	0 0.0%	18
HD Radio Count Row %	4 22.2%	4 22.2%	8 44.4%	2 11.1%	18
SiriusXM (satellite radio) Count Row %	1 5.6%	2 11.1%	14 77.8%	1 5.6%	18
Smartphone connector (AUX IN) Count Row %	6 33.3%	6 33.3%	6 33.3%	0 0.0%	18
Bluetooth Count Row %	12 66.7%	1 5.6%	5 27.8%	0 0.0%	18
Apple CarPlay Count Row %	3 16.7%	1 5.6%	12 66.7%	2 11.1%	18
Android Auto Count Row %	1 5.6%	1 5.6%	15 83.3%	1 5.6%	18
In-dash navigation system Count Row %	8 44.4%	6 33.3%	4 22.2%	0 0.0%	18
Ability to use voice commands Count Row %	3 16.7%	4 22.2%	11 61.1%	0 0.0%	18
Totals Total Responses					18

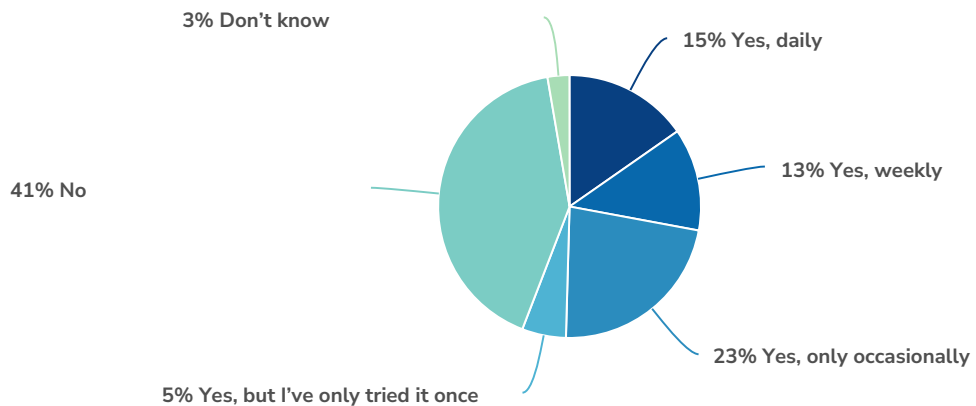
49. In general, how familiar are you with AI applications like “ChatGPT” and/or other forms of Artificial Intelligence?



Value	Percent	Responses
VERY familiar	9.2%	18
SOMEWHAT familiar	47.7%	93
I'm not familiar with this technology, but I'm interested in learning more	20.0%	39
I'm not familiar with this technology, and I'm NOT interested in learning more	23.1%	45

Totals: 195

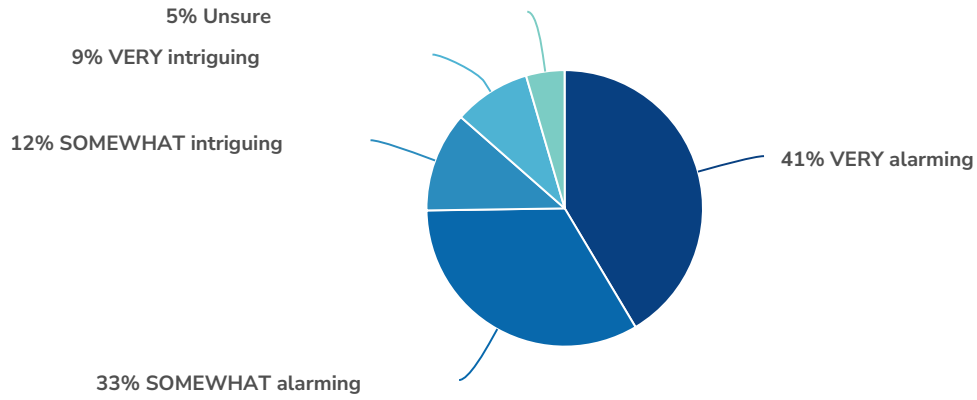
50. Do you use any AI platforms or applications for work/school/personal use?



Value	Percent	Responses
Yes, daily	15.3%	17
Yes, weekly	12.6%	14
Yes, only occasionally	22.5%	25
Yes, but I've only tried it once	5.4%	6
No	41.4%	46
Don't know	2.7%	3

Totals: 111

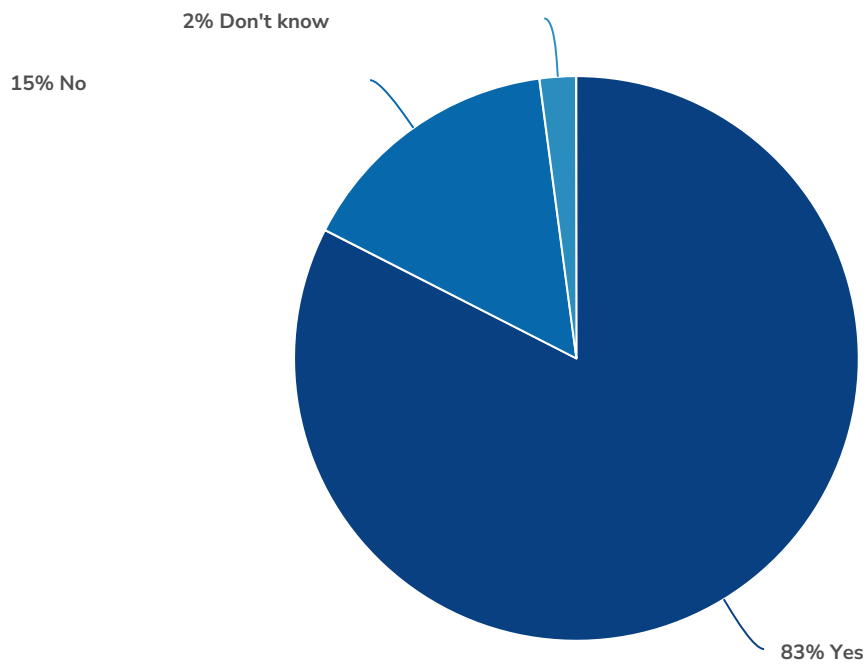
51. Based on what you know about “AI,” please tell us which best represents your opinion?"The rate at which AI is progressing is:"



Value	Percent	Responses
VERY alarming	41.4%	46
SOMEWHAT alarming	33.3%	37
SOMEWHAT intriguing	11.7%	13
VERY intriguing	9.0%	10
Unsure	4.5%	5

Totals: 111

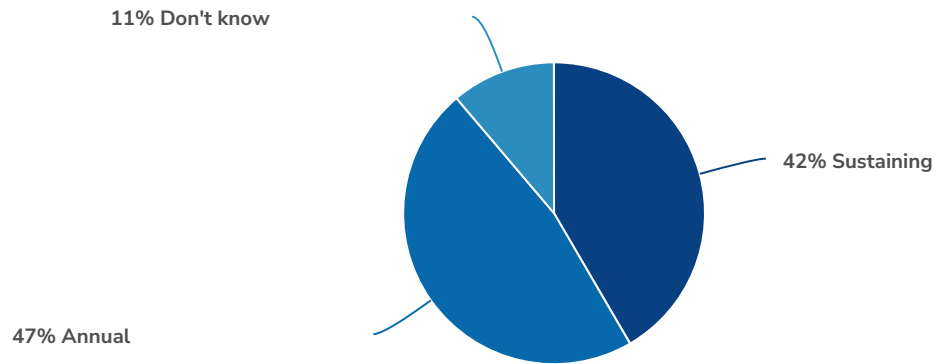
52. (THIS IS NOT A SOLICITATION) Are you currently a member of THE STATION THAT SENT YOU THIS SURVEY, and/or have you sent the station a financial contribution within the past year?

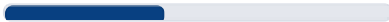

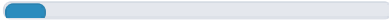


Value	Percent	Responses
Yes	82.6%	161
No	15.4%	30
Don't know	2.1%	4

Totals: 195

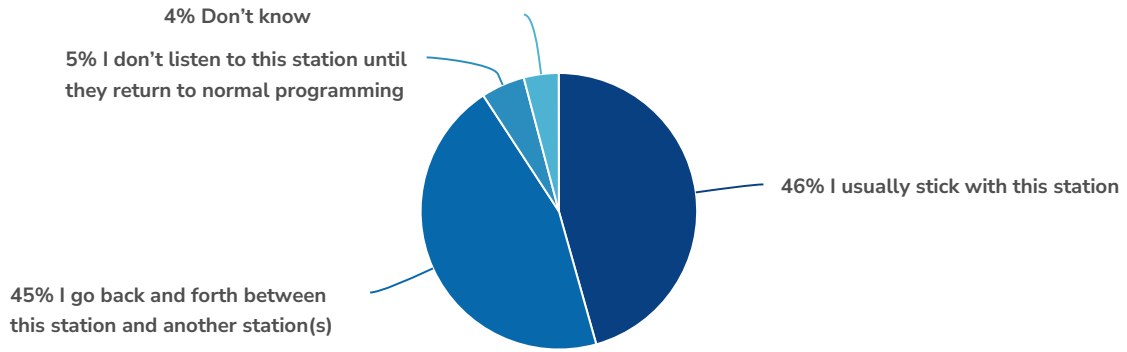
53. Are you a sustaining member or an annual member of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Sustaining	41.6% 	67
Annual	47.2% 	76
Don't know	11.2% 	18

Totals: 161

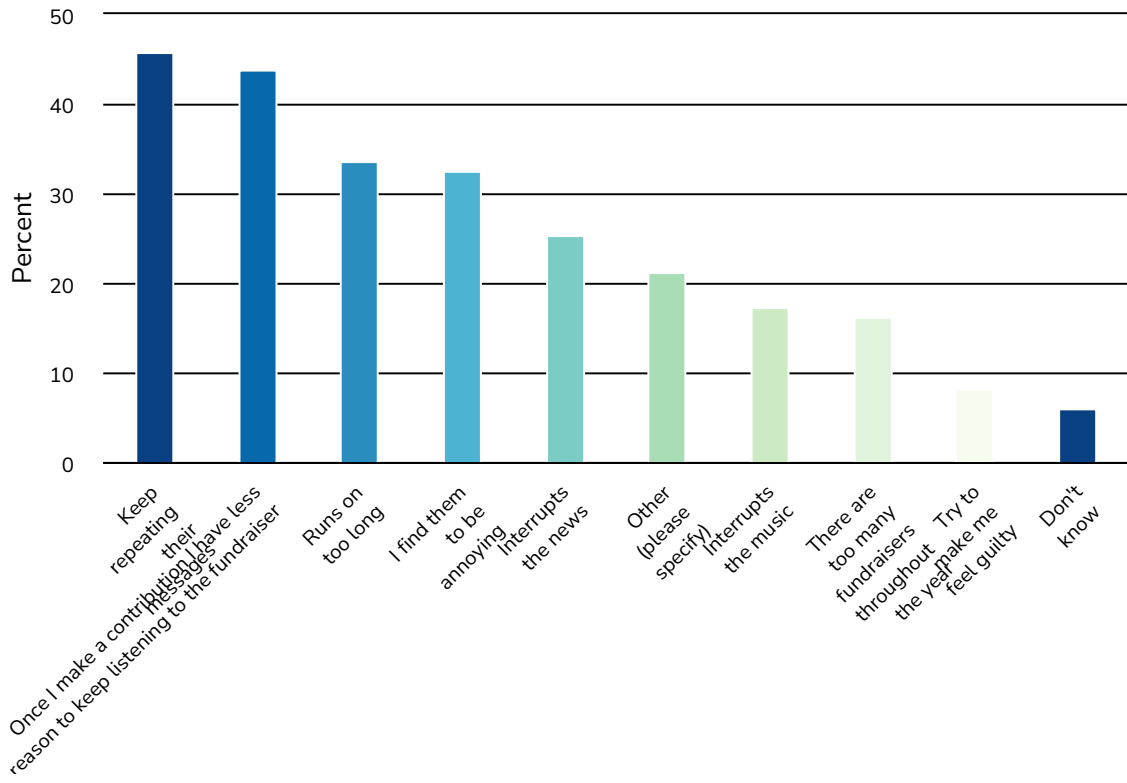
54. When THE STATION THAT SENT YOU THIS SURVEY is in a fundraising drive, which of the following best describes how you listen?



Value	Percent	Responses
I usually stick with this station	45.6%	89
I go back and forth between this station and another station(s)	45.1%	88
I don't listen to this station until they return to normal programming	5.1%	10
Don't know	4.1%	8

Totals: 195

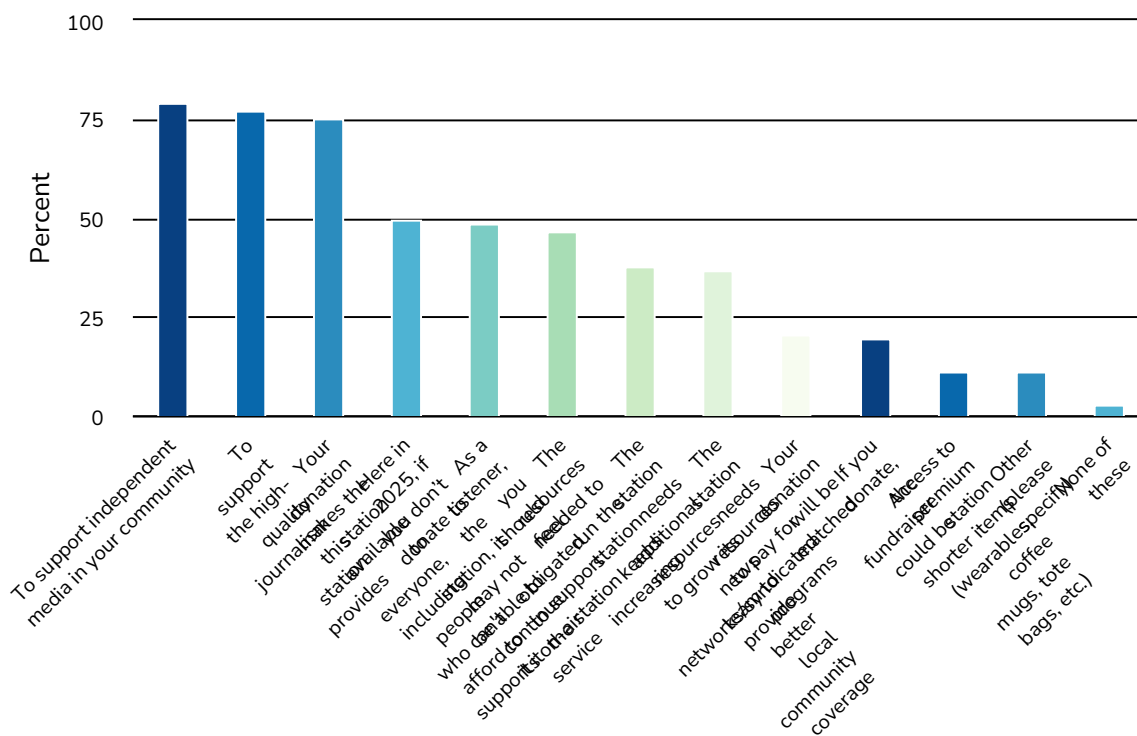
55. You said you at least occasionally switch away from this station while it's in a fundraising drive – which of the following would you say BEST describe your reasons for switching away from a fundraising drive? (MARK ALL THAT APPLY)



Value	Percent	Responses
Keep repeating their messages	45.9%	45
Once I make a contribution I have less reason to keep listening to the fundraiser	43.9%	43
Runs on too long	33.7%	33
I find them to be annoying	32.7%	32
Interrupts the news	25.5%	25
Other (please specify)	21.4%	21
Interrupts the music	17.3%	17
There are too many fundraisers throughout the year	16.3%	16
Try to make me feel guilty	8.2%	8
Don't know	6.1%	6

Other (please specify)	Count
I contribute significantly 2X per year	1
I don't begrudge stations for fundraising, I just usually prefer music.	1
I find the "special programing" to be less interesting than the regular programming.	1
I have interests in other stations	1
I live in WV and only recently came across this station to listen to Ralph Nader	1
I usually switch around	1
I'm already a sustaining supporter paying as much as I can	1
In my experience, after donating to this station, they shared my personal info so I get spammed a lot by other parties.	1
KPFA needs to be far more global in there reach. They could get much bigger funding by reaching a global audience with far less individual contributions from the local region.	1
Listen to other stations like KALW etc.	1
Many shows are repeated, and I don't listen to them more than once.	1
Repeated pitches don't determine whether I donate and I want continuous news.	1
The fundraising messages are too repititous.	1
Waste of my attention.	1
You only need to listen to the pitch so many times, biut they need to do it and I understand.	1
fundraising is necessary, but it is waste of my time	1
i am a sustainer, so it is not useful	1
just boring	1
often repeat the same programming (not just the pitches)	1
other interests	1
stop playing normal programming for special programming	1
Totals	21

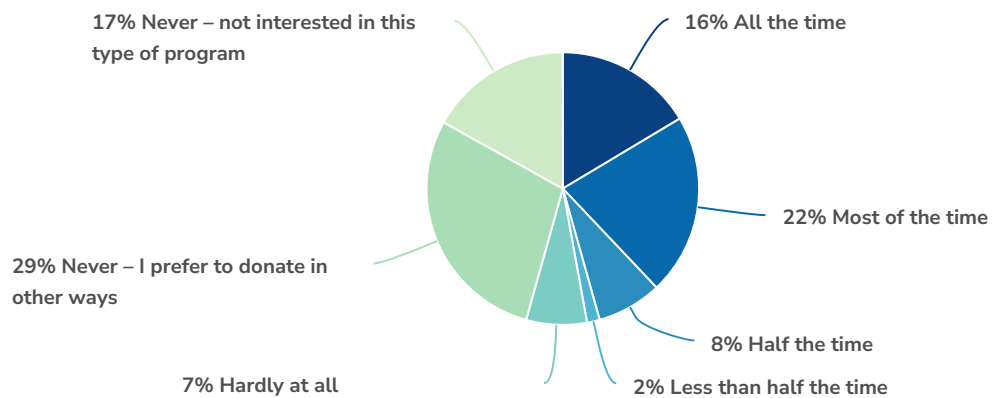
56. Below is a list of appeals that THE STATION THAT SENT YOU THIS SURVEY might make during its fundraising efforts – which of these are most likely to impact your decision to make a financial contribution to the station? (MARK ALL THAT APPLY)

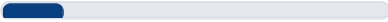
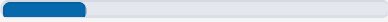
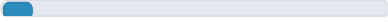
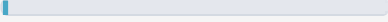
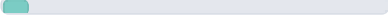
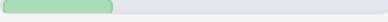
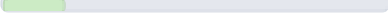


Value	Percent	Responses
To support independent media in your community	79.5%	155
To support the high-quality journalism this station provides	77.4%	151
Your donation makes the station available to everyone, including people who can't afford to support it	75.4%	147
Here in 2025, if you don't donate to the station, it may not be able to continue its on-air service	49.7%	97
As a listener, you should feel obligated to support the station	48.7%	95
The resources needed to run the station keeps increasing	46.7%	91
The station needs additional resources to grow its news team to provide better local community coverage	37.9%	74
The station needs resources to pay for networks/syndicated programs	36.9%	72
Your donation will be matched	20.5%	40
If you donate, the fundraiser could be shorter	19.5%	38
Access to premium station items (wearables, coffee mugs, tote bags, etc.)	11.3%	22
Other (please specify)	11.3%	22
None of these	3.1%	6

Other (please specify)	Count
Black, Native shows	1
Free Palestine!	1
High quality programming continues during the fund drive	1
Honor for the volunteer broadcasters.	1
I pray for your financial stability and continued service. I'm unemployed.	1
If I'm unemployed, I don't have the funds to support.	1
If they start answering the damn on - air phone again	1
KPFA helps keep me sane	1
Solidarity with KPFA	1
Support for content of programming	1
This is possibly the best station in the Multiverse	1
This station provides content no other station provides	1
To enable voting in KPFA elections	1
To expand coverage	1
Us v Them programing	1
current regime in power	1
don't like Marxist radio	1
guarantee alternative source of information	1
highest quality reporting	1
i oppose commercial radio	1
if a donation comes in for a particulaer show then it sends a mesage that that show is viable	1
keep in the habit	1
Totals	22

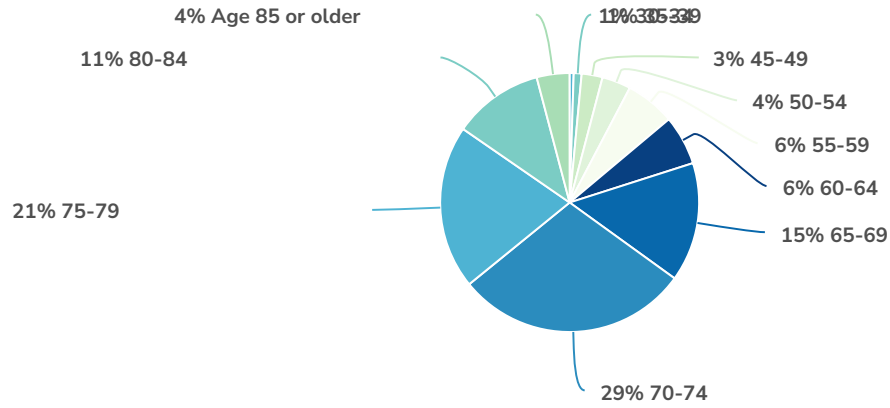
57. Some non-profit organizations make donation arrangements with retail chain stores in their community (grocery stores, hardware stores, etc.) for shoppers to “round up” their purchase to the next dollar. For example if the bill comes to \$3.25 it gets “rounded up” to the next dollar to \$4.00, with 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	16.4% 	32
Most of the time	21.5% 	42
Half the time	7.7% 	15
Less than half the time	1.5% 	3
Hardly at all	7.2% 	14
Never – I prefer to donate in other ways	28.7% 	56
Never – not interested in this type of program	16.9% 	33

Totals: 195

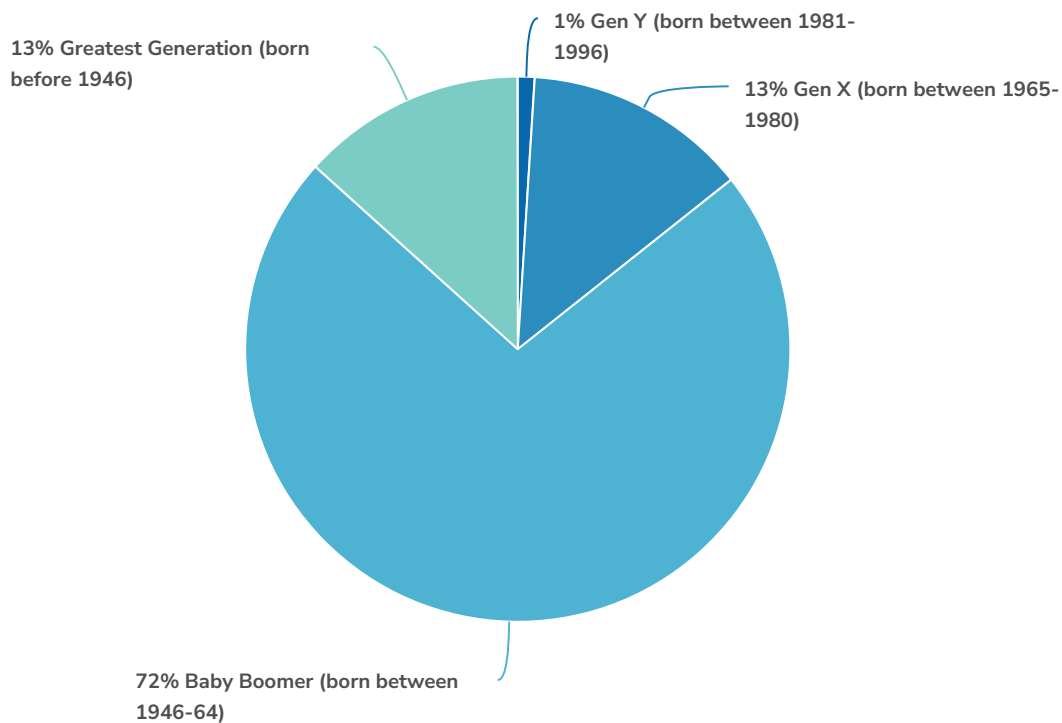
58. Now, just a few questions about you. In which of the following age categories do you fall?



Value	Percent	Responses
30-34	0.5%	1
35-39	1.0%	2
45-49	2.6%	5
50-54	3.6%	7
55-59	6.2%	12
60-64	6.2%	12
65-69	14.9%	29
70-74	29.2%	57
75-79	20.5%	40
80-84	11.3%	22
Age 85 or older	4.1%	8

Totals: 195

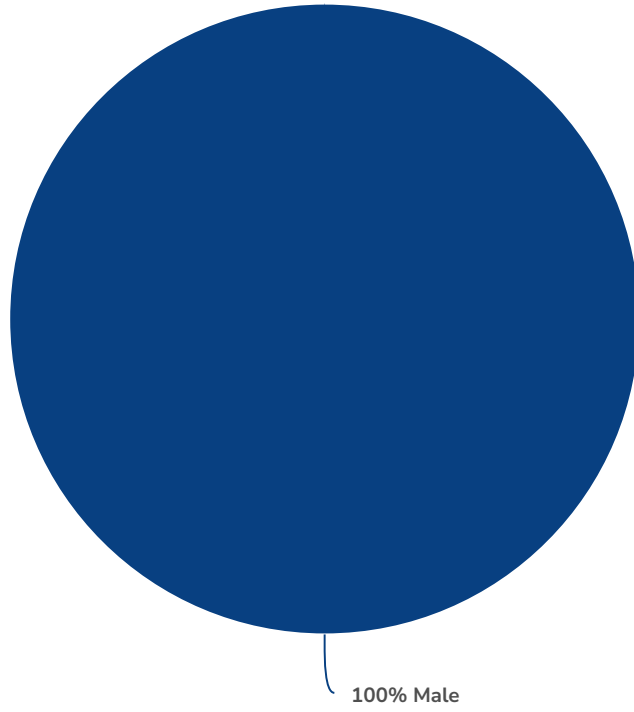
59. Into which of these generational groups do you fall?



Value	Percent	Responses
Gen Y (born between 1981-1996)	1.0%	2
Gen X (born between 1965-1980)	13.3%	26
Baby Boomer (born between 1946-64)	72.3%	141
Greatest Generation (born before 1946)	13.3%	26

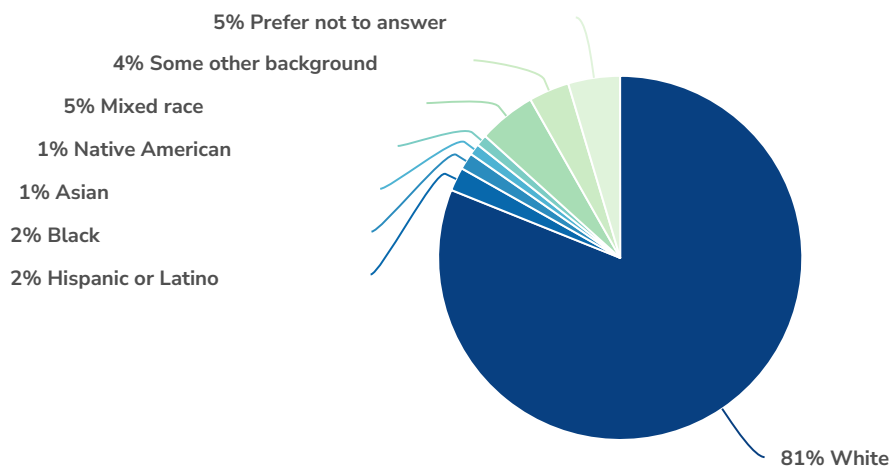
Totals: 195

60. What is your gender?



Value	Percent	Responses
Male	100.0%	195
		Totals: 195

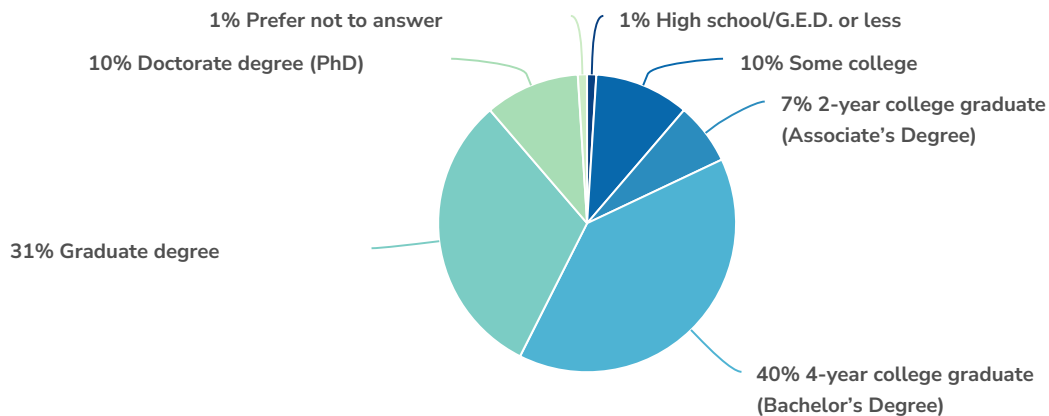
61. Which of the following best describes you?



Value	Percent	Responses
White	81.0%	158
Hispanic or Latino	2.1%	4
Black	1.5%	3
Asian	1.0%	2
Native American	1.0%	2
Mixed race	5.1%	10
Some other background	3.6%	7
Prefer not to answer	4.6%	9

Totals: 195

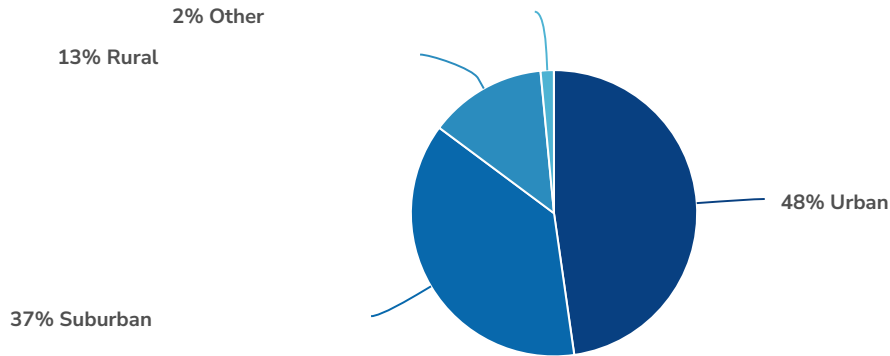
62. For classification purposes, what is the last year of education you have completed?



Value	Percent	Responses
High school/G.E.D. or less	1.0%	2
Some college	10.3%	20
2-year college graduate (Associate's Degree)	6.7%	13
4-year college graduate (Bachelor's Degree)	39.5%	77
Graduate degree	31.3%	61
Doctorate degree (PhD)	10.3%	20
Prefer not to answer	1.0%	2

Totals: 195

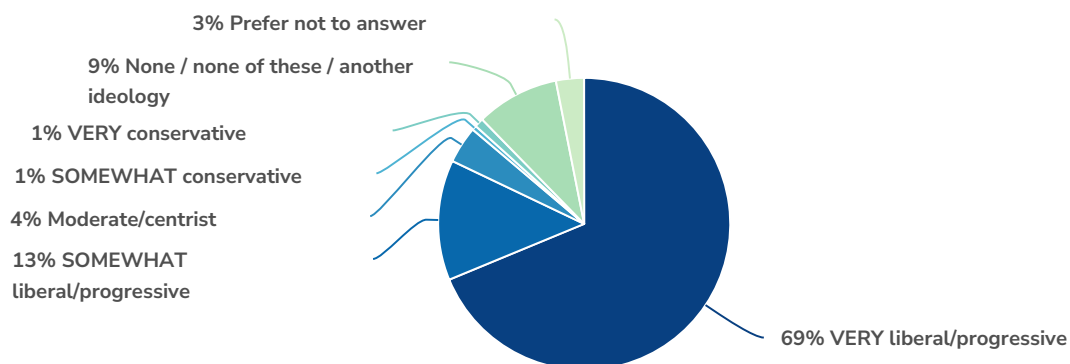
63. Which of the following best describes the location of your primary residence?



Value	Percent	Responses
Urban	47.7%	93
Suburban	37.4%	73
Rural	13.3%	26
Other	1.5%	3

Totals: 195

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



Value	Percent	Responses
VERY liberal/progressive	68.7%	134
SOMEWHAT liberal/progressive	13.3%	26
Moderate/centrist	4.1%	8
SOMEWHAT conservative	0.5%	1
VERY conservative	1.0%	2
None / none of these / another ideology	9.2%	18
Prefer not to answer	3.1%	6

Totals: 195