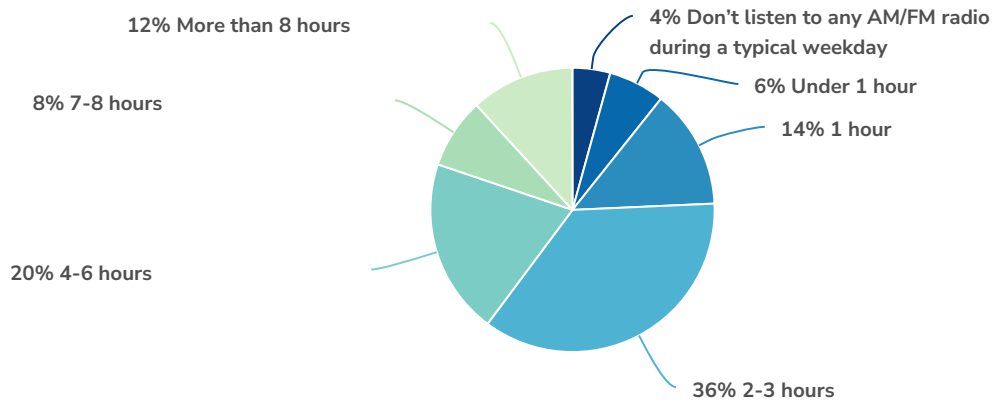


KPFA Totals

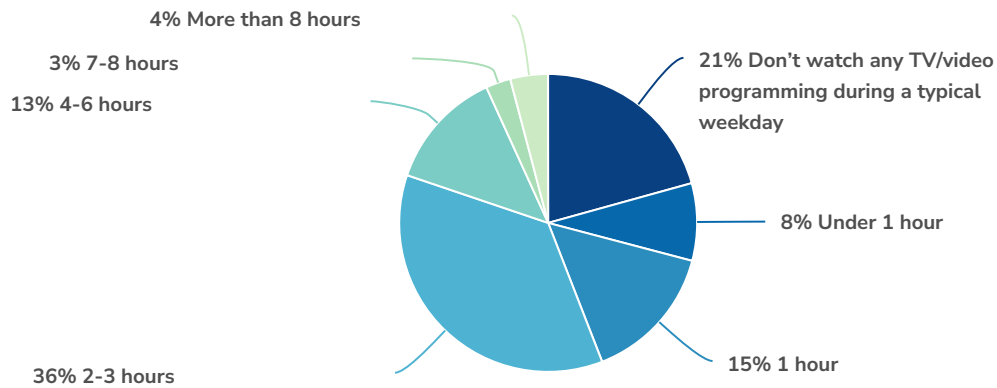
1. How many hours on an average WEEKDAY (Monday-Friday) do you use/listen to any local AM/FM radio stations (using a regular radio OR audio stream on any device)?



Value	Percent	Responses
Don't listen to any AM/FM radio during a typical weekday	4.3%	19
Under 1 hour	6.4%	28
1 hour	13.6%	60
2-3 hours	35.9%	158
4-6 hours	20.0%	88
7-8 hours	8.0%	35
More than 8 hours	11.8%	52

Totals: 440

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	20.7%	91
Under 1 hour	8.4%	37
1 hour	15.0%	66
2-3 hours	36.1%	159
4-6 hours	13.0%	57
7-8 hours	2.7%	12
More than 8 hours	4.1%	18

Totals: 440

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 %	68 15.5%	232 52.7%	86 19.5%	21 4.8%	33 7.5%	440
Watching online video (ex. YouTube, Netflix, etc.) Count Row %	37 8.4%	208 47.3%	126 28.6%	42 9.5%	27 6.1%	440
Reading a daily newspaper (print or online) Count Row %	59 13.4%	252 57.3%	73 16.6%	26 5.9%	30 6.8%	440
Consuming (listening to or watching) podcasts Count Row %	112 25.5%	94 21.4%	93 21.1%	43 9.8%	98 22.3%	440
Playing word games ONLINE (i.e. Wordle, Spelling Bee, online crossword puzzles, etc.) Count Row %	259 58.9%	108 24.5%	17 3.9%	12 2.7%	44 10.0%	440
Reading online newsletters that provide local news coverage on the area/region in which you live Count Row %	63 14.3%	201 45.7%	113 25.7%	26 5.9%	37 8.4%	440
Totals Total Responses						440

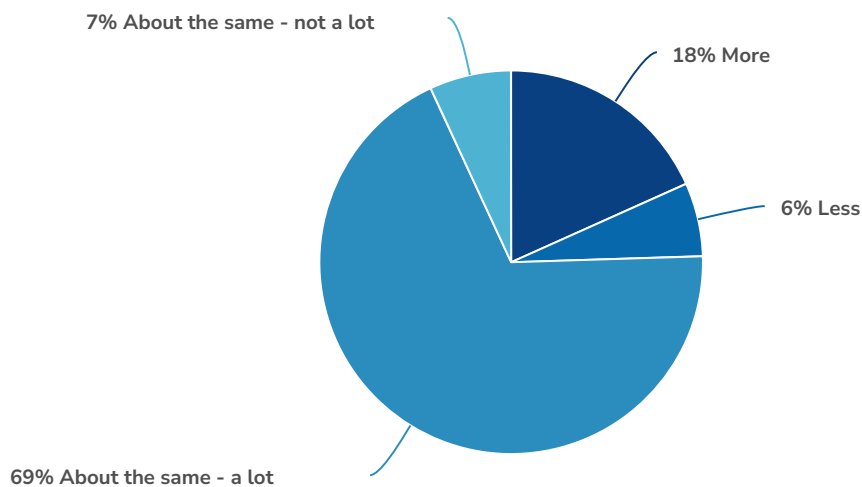
4. Below is a list of statements about PUBLIC RADIO. For each, please tell us if it is a MAIN reason why you listen to public radio, a SECONDARY reason, or NO REASON at all.

	Main Reason	Secondary Reason	No Reason at All	Responses
I want to be informed about what's going on in the news Count Row %	366 86.9%	45 10.7%	10 2.4%	421
I want a deeper perspective into the news Count Row %	349 82.9%	59 14.0%	13 3.1%	421
The presentation is calm Count Row %	125 29.7%	160 38.0%	136 32.3%	421
It has fewer ads compared to commercial radio Count Row %	268 63.7%	117 27.8%	36 8.6%	421
I like particular shows or hosts on public radio Count Row %	341 81.0%	69 16.4%	11 2.6%	421
Public radio makes me smarter Count Row %	209 49.6%	133 31.6%	79 18.8%	421
Public radio needs my support Count Row %	198 47.0%	175 41.6%	48 11.4%	421
I want to discover new music/new artists Count Row %	119 28.3%	179 42.5%	123 29.2%	421
I like being surprised by the music that's coming up next Count Row %	127 30.2%	136 32.3%	158 37.5%	421

	Main Reason	Secondary Reason	No Reason at All	Responses
It keeps me company Count Row %	85 20.2%	174 41.3%	162 38.5%	421
I like to work with the radio on Count Row %	97 23.0%	149 35.4%	175 41.6%	421
I hear music I don't get anywhere else Count Row %	206 48.9%	119 28.3%	96 22.8%	421
I want to be informed if there's an emergency Count Row %	158 37.5%	182 43.2%	81 19.2%	421
I'm in the habit of listening Count Row %	169 40.1%	158 37.5%	94 22.3%	421
I enjoy learning about new things Count Row %	292 69.4%	118 28.0%	11 2.6%	421
The programming is more trustworthy and objective Count Row %	345 81.9%	64 15.2%	12 2.9%	421
I like that it's listener-supported Count Row %	322 76.5%	85 20.2%	14 3.3%	421
Public radio respects my intelligence Count Row %	281 66.7%	99 23.5%	41 9.7%	421
Public radio presents a balance of perspectives Count Row %	211 50.1%	142 33.7%	68 16.2%	421
Breaking news alerts Count Row %	148 35.2%	194 46.1%	79 18.8%	421

	Main Reason	Secondary Reason	No Reason at All	Responses
To listen to music that is curated/chosen by radio programmers/hosts Count Row %	190 45.1%	144 34.2%	87 20.7%	421
I hear different voices and perspectives Count Row %	290 68.9%	109 25.9%	22 5.2%	421
The music provides a break from the news Count Row %	99 23.5%	143 34.0%	179 42.5%	421
To hear my favorite music Count Row %	101 24.0%	165 39.2%	155 36.8%	421
I want to know about events happening in my community Count Row %	214 50.8%	181 43.0%	26 6.2%	421
I want to hear news and information about my local area Count Row %	233 55.3%	162 38.5%	26 6.2%	421
Totals Total Responses				421

5. In the past year, would you say you're listening to PUBLIC RADIO on any device, more, less, or about as much as you did last year at this time?



Value	Percent	Responses
More	18.3%	77
Less	6.2%	26
About the same - a lot	68.6%	289
About the same - not a lot	6.9%	29

Totals: 421

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:


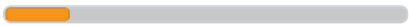

	Main Reason	Secondary Reason	No Reason at All	Responses
A lifestyle change (less time, job change, working from home, personal reasons) Count Row %	9 34.6%	5 19.2%	12 46.2%	26
Listening more to non-radio sources (Spotify, SiriusXM, podcasts, my own music, smart speakers, etc.) Count Row %	7 26.9%	4 15.4%	15 57.7%	26
The news gets repetitive on public radio Count Row %	3 11.5%	5 19.2%	18 69.2%	26
The news gets depressing Count Row %	1 3.8%	4 15.4%	21 80.8%	26
There's too much bias in public radio programs Count Row %	1 3.8%	1 3.8%	24 92.3%	26
Spending more time consuming podcasts Count Row %	7 26.9%	2 7.7%	17 65.4%	26
Spending less time in a car Count Row %	7 26.9%	7 26.9%	12 46.2%	26
I'm getting more of my news in other ways (ex: web, text, social media, etc.) Count Row %	11 42.3%	5 19.2%	10 38.5%	26
I am burned out on the news and need a break Count Row %	1 3.8%	5 19.2%	20 76.9%	26

	Main Reason	Secondary Reason	No Reason at All	Responses
Fundraising drives Count Row %	1 3.8%	9 34.6%	16 61.5%	26
I have more audio options to listen to in the car Count Row %	3 11.5%	6 23.1%	17 65.4%	26
The current political climate Count Row %	4 15.4%	2 7.7%	20 76.9%	26
The quality of public radio news programming has slipped Count Row %	7 26.9%	4 15.4%	15 57.7%	26
Totals Total Responses				26

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: 68



Promoters		75.7%	333
Passives		16.6%	73
Detractors		7.7%	34

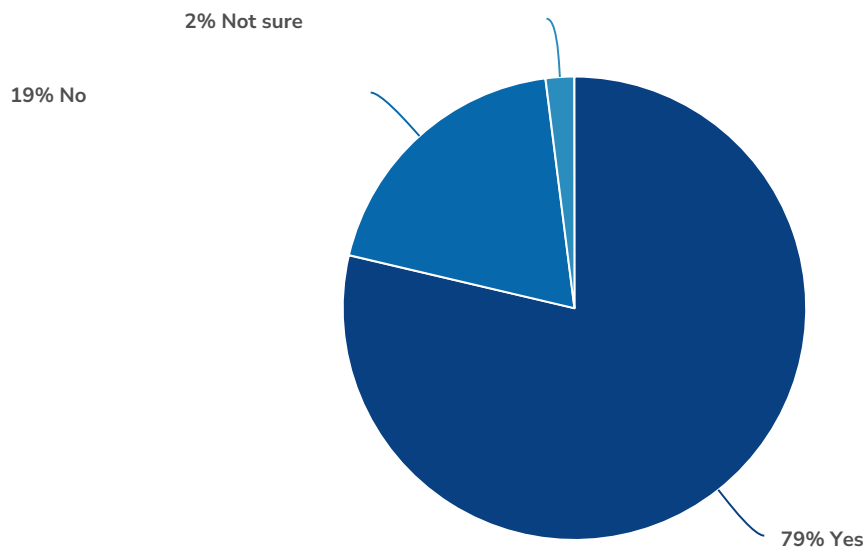
Totals: 440

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

ResponseID	Response
3680	Listener sponsored is very important
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
3760	I don't like to send surveys to any of my friends.
3766	I don't recommend anything to anyone.
3773	We no longer receive a broadcast in Aptos.
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
3930	I listen to the news at 7 or 8 am
3961	My recommendations have no effect on others.
3969	None of your business
3979	because npr is often "captured" news
4074	I dont typically make recommendations on anything.
4126	KPFA dosent really walk the talk
4184	I don't like to forward emails
4487	Not important

ResponseID	Response
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.
5115	I'm not sure why! but now i will consider it.
5372	Too much NPR-like propoganda 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.
5882	let them know about the station; don't push them.
5887	They would disagree politically or already listen.
5893	no one comes to mind

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



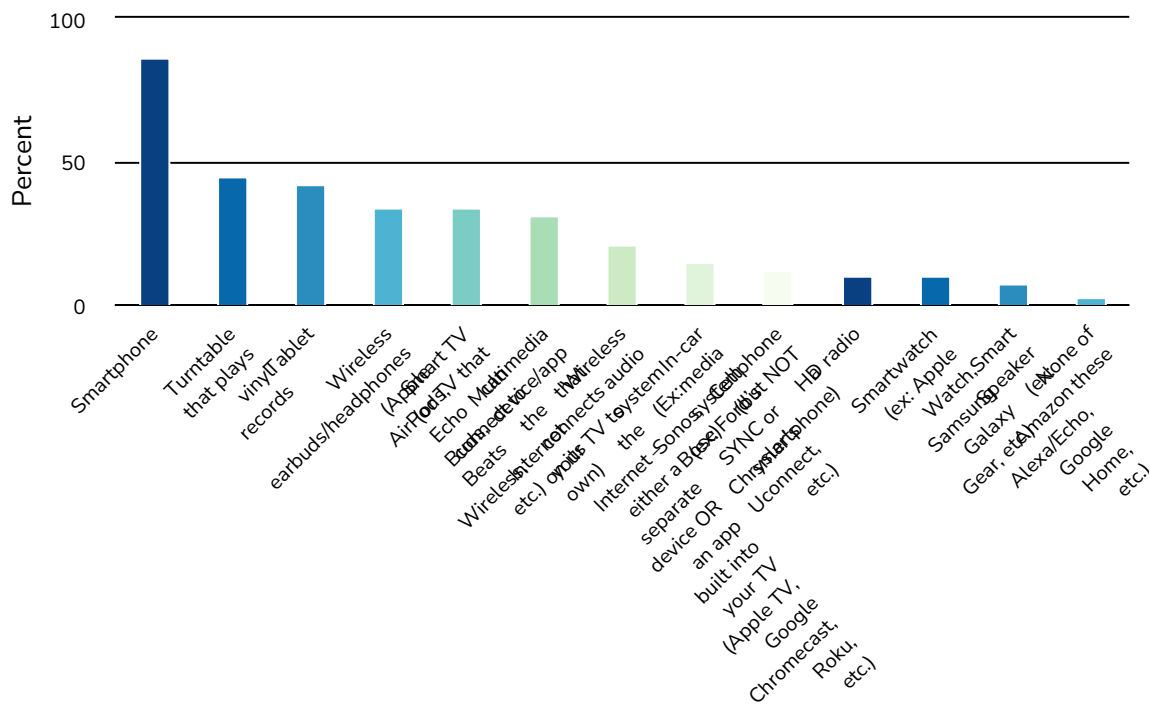
Value	Percent	Responses
Yes	78.6%	346
No	19.3%	85
Not sure	2.0%	9


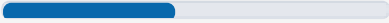
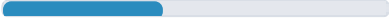
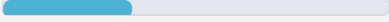
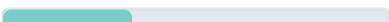
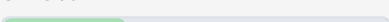

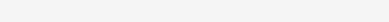
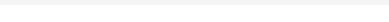
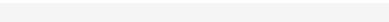

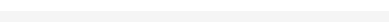
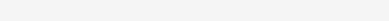
Totals: 440

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!

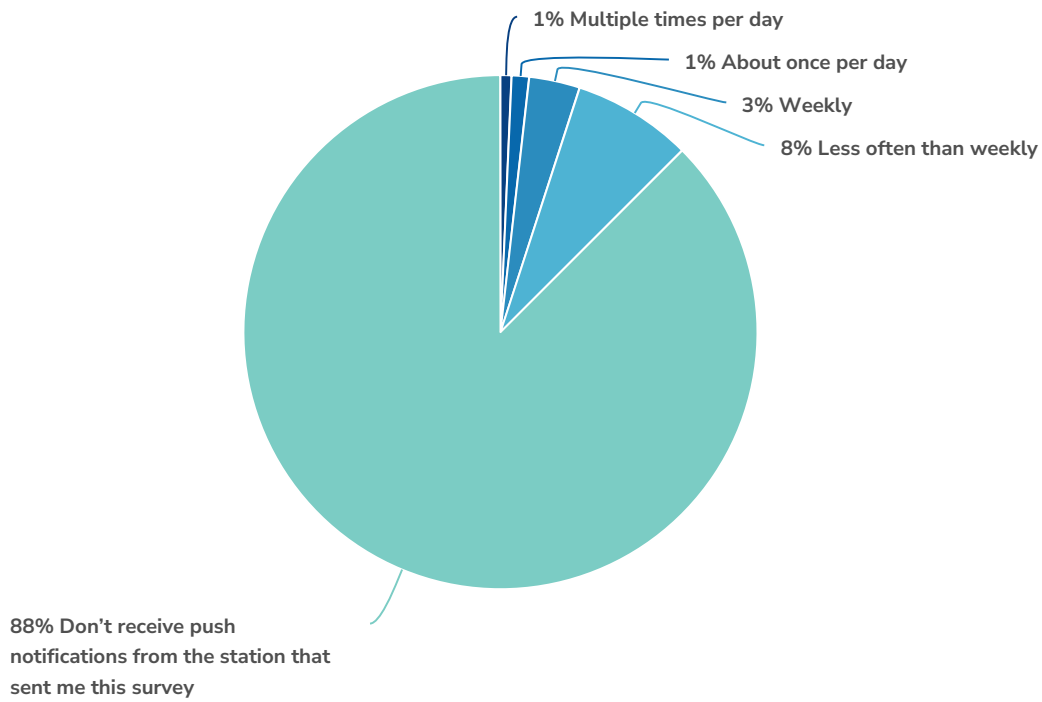
Item	Average	Min	Max	StdDev	Sum	Total Responses
A regular AM/FM radio at home/work/school	44.3	0.0	100.0	35.8	14,761.0	333
A regular AM/FM radio in a vehicle	28.6	0.0	100.0	27.9	10,818.0	378
This station's stream on a computer	23.1	0.0	100.0	29.2	7,252.0	314
This station's stream on a mobile phone/tablet/dashboard	17.5	0.0	100.0	25.3	4,859.0	277
This station's podcasts or on-demand content	14.0	0.0	100.0	22.4	3,477.0	248
NPR apps	5.1	0.0	100.0	14.3	1,071.0	212
This station's stream on a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	2.5	0.0	80.0	9.7	494.0	199
This station's stream on a Smart TV	1.6	0.0	100.0	9.2	317.0	193
Other	6.5	0.0	100.0	21.2	951.0	146

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	86.1% 	379
Turntable that plays vinyl records	45.2% 	199
Tablet	42.0% 	185
Wireless earbuds/headphones (Apple AirPods, Echo Buds, Beats Wireless, etc.)	34.3% 	151
Smart TV (or TV that can connect to the Internet on its own)	34.1% 	150
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.)	31.6% 	139
Wireless audio system (Ex: Sonos, Bose)	21.1% 	93
In-car media system (ex: Ford's SYNC or Chrysler's Uconnect, etc.)	15.0% 	66
Cellphone (but NOT a smartphone)	12.3% 	54
HD radio	10.5% 	46
Smartwatch (ex: Apple Watch, Samsung Galaxy Gear, etc.)	10.5% 	46
Smart Speaker (ex: Amazon Alexa/Echo, Google Home, etc.)	7.3% 	32
None of these	2.5% 	11

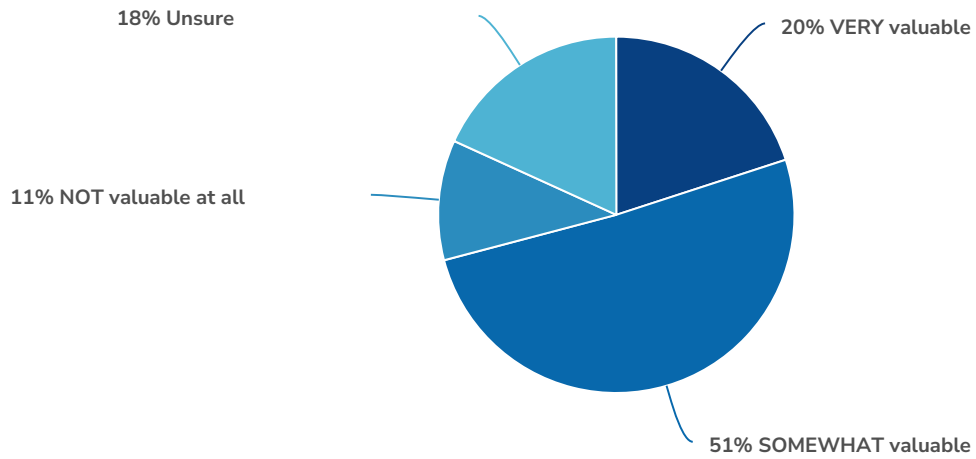
12. How often do you receive/use push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY that connects you to a news story or headline?



Value	Percent	Responses
Multiple times per day	0.7%	3
About once per day	1.1%	5
Weekly	3.2%	14
Less often than weekly	7.5%	33
Don't receive push notifications from the station that sent me this survey	87.5%	385

Totals: 440

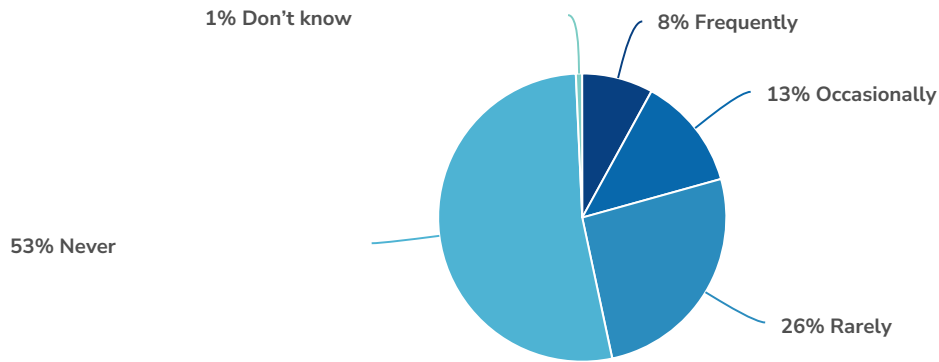
13. How VALUABLE do you find news story/headline push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
VERY valuable	20.0%	11
SOMEWHAT valuable	50.9%	28
NOT valuable at all	10.9%	6
Unsure	18.2%	10

Totals: 55

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	8.0%	12
Occasionally	12.7%	19
Rarely	26.0%	39
Never	52.7%	79
Don't know	0.7%	1

Totals: 150

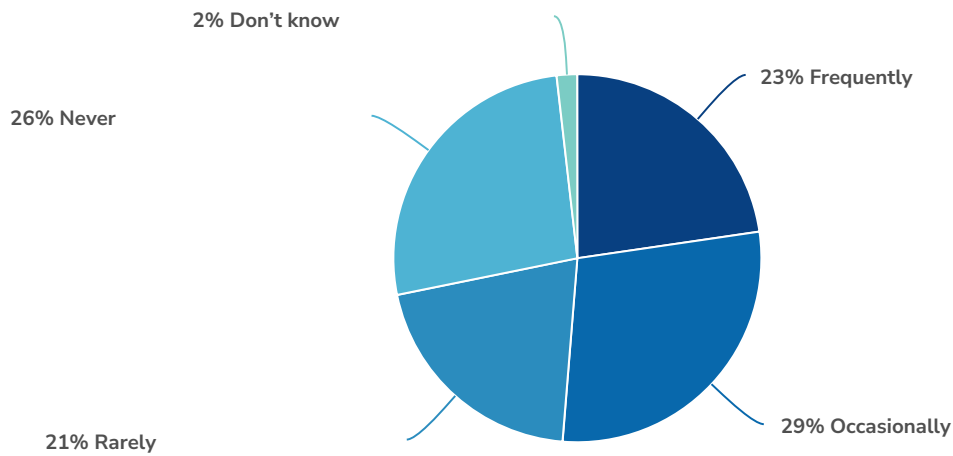
15. How much do you agree or disagree with each of the following statements? If you're not sure or the statement doesn't apply, click "Don't know."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
One of radio's primary advantages is its local feel Count Row %	151 34.3%	200 45.5%	73 16.6%	5 1.1%	7 1.6%	4 0.9%	440
As a result of the current political climate, I'm providing increased support to public radio Count Row %	140 31.8%	181 41.1%	94 21.4%	17 3.9%	7 1.6%	1 0.2%	440
I find myself spending less time with public radio because I increasingly need a break from the news Count Row %	12 2.7%	39 8.9%	85 19.3%	167 38.0%	132 30.0%	5 1.1%	440
THE STATION THAT SENT ME THIS SURVEY is well connected to the local community Count Row %	194 44.1%	178 40.5%	39 8.9%	13 3.0%	3 0.7%	13 3.0%	440
I really feel a sense of connection to THE STATION THAT SENT ME THIS SURVEY Count Row %	256 58.2%	143 32.5%	30 6.8%	8 1.8%	3 0.7%	0 0.0%	440

	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 %	203 46.1%	191 43.4%	33 7.5%	11 2.5%	2 0.5%	0 0.0%	440
I am tuning into music radio stations more often than in the past to take a break from the news Count Row %	18 4.1%	56 12.7%	128 29.1%	132 30.0%	100 22.7%	6 1.4%	440
I would like to see THE STATION THAT SENT ME THIS SURVEY be more visible in my community Count Row %	166 37.7%	154 35.0%	90 20.5%	16 3.6%	3 0.7%	11 2.5%	440
The same public radio news stories/topics repeat too often on the same day Count Row %	13 3.0%	71 16.1%	159 36.1%	144 32.7%	31 7.0%	22 5.0%	440
I often don't agree with the political viewpoints of THE STATION THAT SENT ME THIS SURVEY Count Row %	7 1.6%	24 5.5%	54 12.3%	162 36.8%	188 42.7%	5 1.1%	440

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
More and more, I'm using social media to read/discover news stories	30 6.8%	72 16.4%	78 17.7%	82 18.6%	175 39.8%	3 0.7%	440
Count							
Row %							
Totals							
Total Responses							440

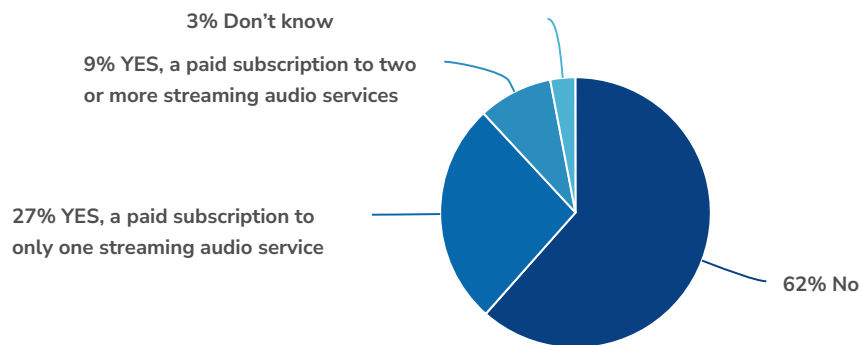
16. How often do you “time-shift” radio programming – that is, listening to program content on-demand so you can listen whenever it’s convenient?



Value	Percent	Responses
Frequently	22.7%	100
Occasionally	28.6%	126
Rarely	20.5%	90
Never	26.4%	116
Don't know	1.8%	8

Totals: 440

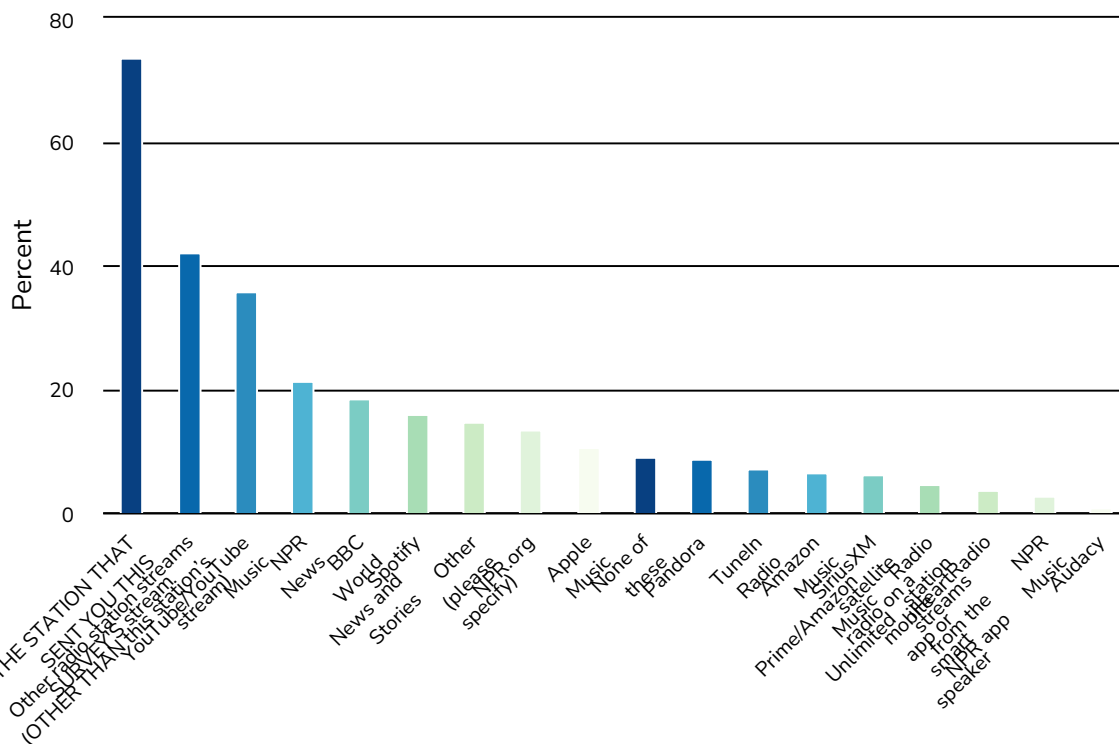
17. Do you personally or does someone else in your household pay to subscribe to any streaming AUDIO services (Spotify Premium, Pandora Plus/Premium, Apple Music paid subscription, Amazon Music Prime, etc.)? (If you or someone else in your household received a promotional subscription, but do NOT currently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



Value	Percent	Responses
No	61.6%	271
YES, a paid subscription to only one streaming audio service	26.6%	117
YES, a paid subscription to two or more streaming audio services	8.9%	39
Don't know	3.0%	13

Totals: 440

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	73.7%	250
Other radio station streams (OTHER THAN this station's stream)	42.2%	143
YouTube/YouTube Music	36.0%	122
NPR News	21.5%	73
BBC World News and Stories	18.6%	63
Spotify	16.2%	55
Other (please specify)	14.7%	50
NPR.org	13.6%	46

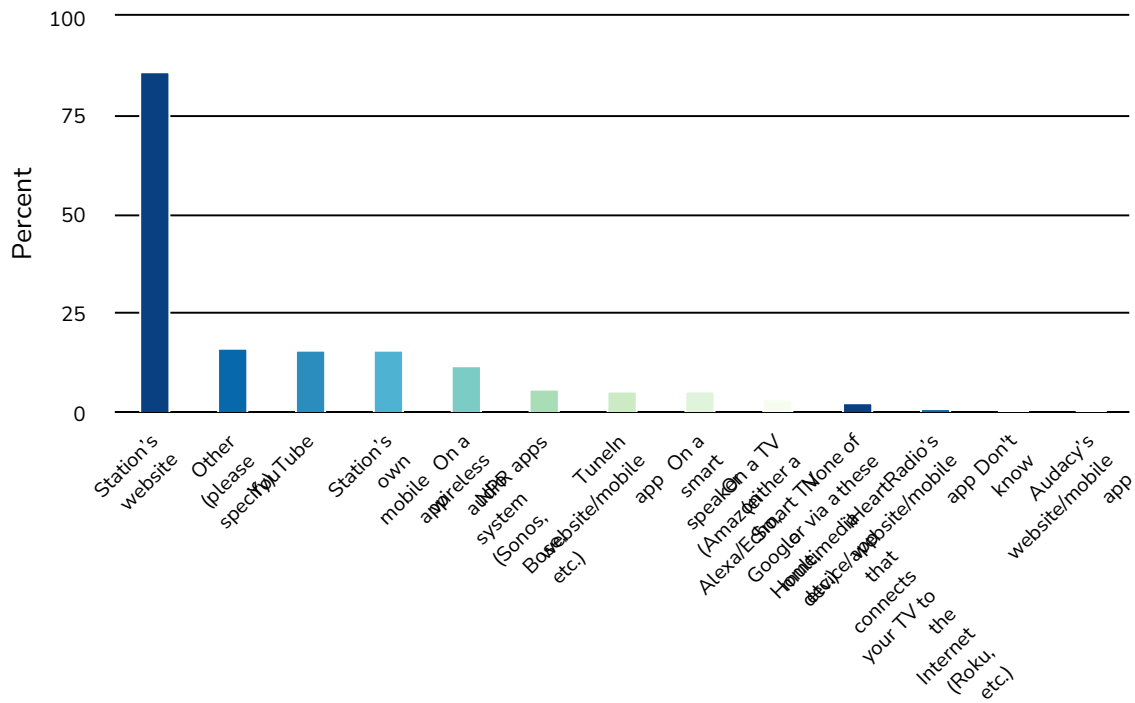
Value	Percent	Responses
Apple Music	10.6%	36
None of these	9.1%	31
Pandora	8.8%	30
TuneIn Radio	7.4%	25
Amazon Music Prime/Amazon Music Unlimited	6.5%	22
SiriusXM satellite radio on a mobile app or smart speaker	6.2%	21
Radio station streams from the NPR app	4.7%	16
iHeartRadio	3.8%	13
NPR Music	2.7%	9
Audacy	0.9%	3

Other (please specify)	Count
Al Jazeera	2
KALW	2
'MyTuner' stream	1
Al-Jazeera	1
Apple podcast	1
BBC Radio 4x	1
BBC6	1
Background Briefing	1
Totals	49

Other (please specify)	Count
Bandcamp	1
Bluegrass Country Radio, Old-Time Music Hour	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.	1
Democracy Now, Substack	1
DemocracyNow; Telesur, RTÉ Ireland	1
Democracynow.org	1
Hearts of Space	1
Hoopla digital through my library	1
KBCS	1
KCMFM, KDFC,	1
KMHD, Hearts of Space	1
Kpfk	1
Local NPR radio stations on radio	1
MhZ	1
NYT	1
On digital TV France24, Deutsche Welle DW, NHK, Democracy Now, pbs programming	1
Only listener supported	1
Pandora	1
Patreon	1
Podbean	1
Podcast Addict	1
Podcasts on Apple Podcasts/ Democracy Now!	1
Totals	49

Other (please specify)	Count
Qobuz	1
Radio Paradise	1
Ralph Nader, Fair.org. Break Through News	1
Replaiio	1
Roon, Qobuz, tidal	1
Simple radio	1
SomaFM	1
Substack	1
kpfz, kzyx	1
local radio stations	1
misc podcasts	1
nugs	1
numerous different social media streams	1
podcasts of individual public radio shows	1
radio.garden	1
sKPFA archives occasionally	1
sjtbc.us	1
Totals	49

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	86.4%	216
Other (please specify)	16.4%	41
YouTube	16.0%	40
Station's own mobile app	15.6%	39
On a wireless audio system (Sonos, Bose, etc.)	12.0%	30
NPR apps	6.0%	15
TuneIn website/mobile app	5.6%	14
On a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	5.2%	13
On a TV (either a Smart TV or via a multimedia device/app that connects your TV to the Internet (Roku, etc.)	3.6%	9
None of these	2.4%	6
iHeartRadio's website/mobile app	0.8%	2
Don't know	0.4%	1
Audacy's website/mobile app	0.4%	1

Other (please specify)

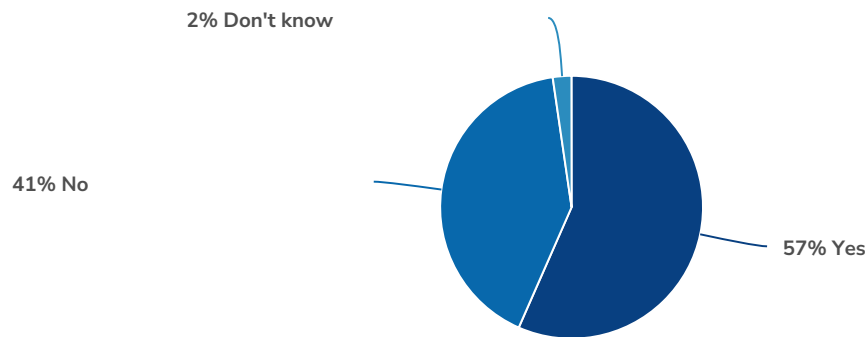
Count

'MyTuner' phone app	1
Apple Music Radio connection	1
Apple Podcast	1
Totals	40

Other (please specify)	Count
Apple podcast	1
Car	1
Car radio	1
FM Radio	1
FM radio	1
I use a computer, and occasionally a smart phone	1
Internet Radio	1
KYAQ, KBOO, KXRY?	1
OCCASIONALLY PODCASTS	1
Phone	1
Podcast Addict	1
Radio	1
Radio	1
Radio box	1
Radio mostly occasionally stream on phone	1
Replaio	1
Simple Radio	1
Simple Radio app	1
Simple radio	1
Stations website amplified through wired system.	1
Tablet with an audio app FStream	1
The physical radio!	1
YouTube when Mitch Jeserich was on	1
Totals	40

Other (please specify)	Count
analog radio	1
car	1
car radio	1
fm radio KPFA & K	1
generic internet radio app	1
iPod FM & podcast player	1
internet radio	1
occasionally on computer	1
other stations live	1
public computer	1
radio	1
radiogarden app	1
various social media & independent streams	1
vlc	1
Totals	40

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



Value	Percent	Responses
Yes	56.6%	249
No	41.1%	181
Don't know	2.3%	10

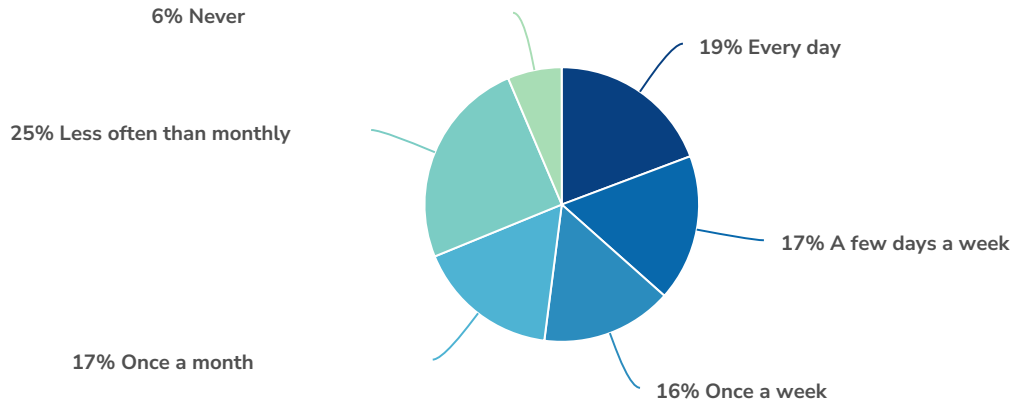
Totals: 440

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 %	17 6.8%	13 5.2%	108 43.4%	37 14.9%	47 18.9%	27 10.8%	249
LinkedIn Count Row %	51 20.5%	16 6.4%	16 6.4%	27 10.8%	62 24.9%	77 30.9%	249
X (formerly known as Twitter) Count Row %	139 55.8%	38 15.3%	11 4.4%	12 4.8%	18 7.2%	31 12.4%	249
Pinterest Count Row %	182 73.1%	9 3.6%	7 2.8%	1 0.4%	22 8.8%	28 11.2%	249
Instagram Count Row %	105 42.2%	12 4.8%	32 12.9%	25 10.0%	37 14.9%	38 15.3%	249
Snapchat Count Row %	227 91.2%	7 2.8%	1 0.4%	2 0.8%	6 2.4%	6 2.4%	249
Reddit Count Row %	189 75.9%	3 1.2%	4 1.6%	16 6.4%	24 9.6%	13 5.2%	249
WhatsApp Count Row %	109 43.8%	11 4.4%	21 8.4%	31 12.4%	49 19.7%	28 11.2%	249
Facebook Messenger Count Row %	74 29.7%	14 5.6%	28 11.2%	43 17.3%	65 26.1%	25 10.0%	249

	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 %	107 43.0%	3 1.2%	55 22.1%	43 17.3%	31 12.4%	10 4.0%	249
TikTok Count Row %	219 88.0%	2 0.8%	6 2.4%	4 1.6%	9 3.6%	9 3.6%	249
Nextdoor Count Row %	73 29.3%	30 12.0%	25 10.0%	33 13.3%	52 20.9%	36 14.5%	249
Threads Count Row %	215 86.3%	6 2.4%	3 1.2%	4 1.6%	10 4.0%	11 4.4%	249
Bluesky Count Row %	167 67.1%	2 0.8%	22 8.8%	12 4.8%	19 7.6%	27 10.8%	249
Truth Social Count Row %	243 97.6%	1 0.4%	1 0.4%	0 0.0%	1 0.4%	3 1.2%	249
Totals Total Responses							249

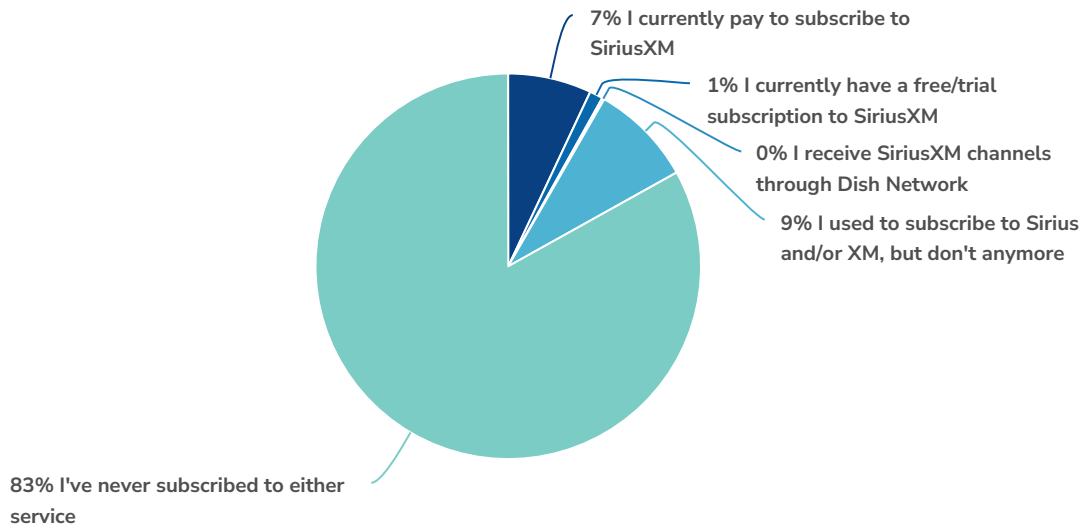
22. How often do you visit the website of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Every day	19.3%	85
A few days a week	17.3%	76
Once a week	15.5%	68
Once a month	16.8%	74
Less often than monthly	24.8%	109
Never	6.4%	28

Totals: 440

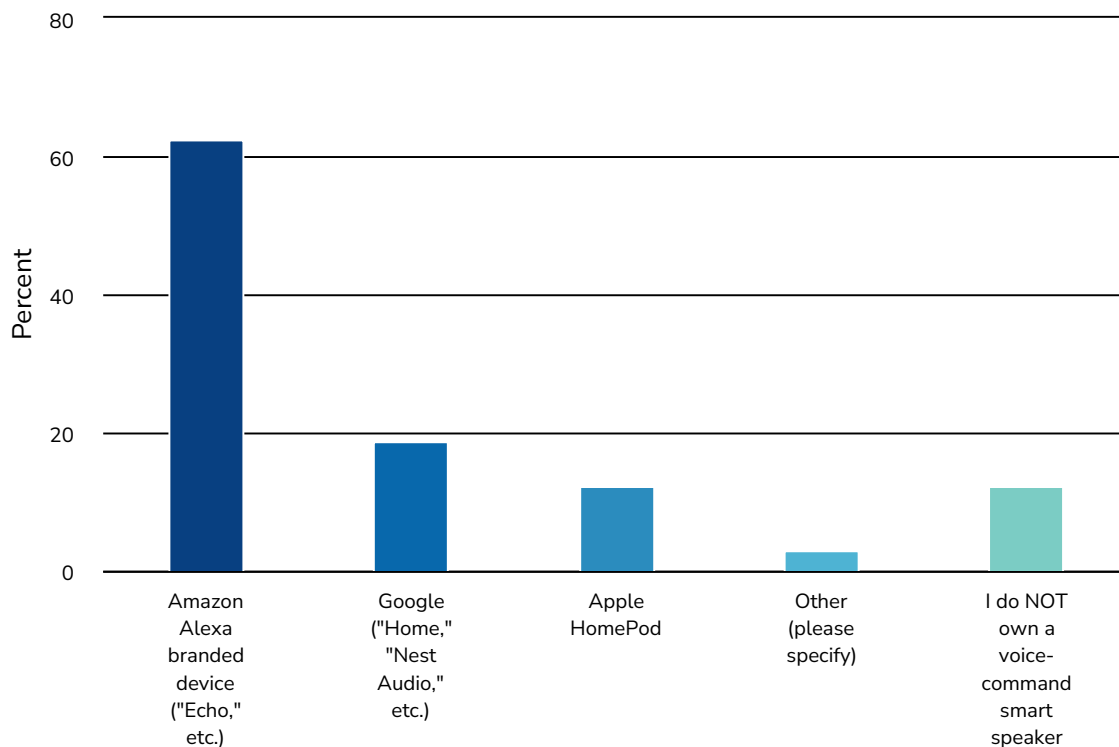
23. Which statement best describes your personal situation with satellite radio?



Value	Percent	Responses
I currently pay to subscribe to SiriusXM	7.0%	31
I currently have a free/trial subscription to SiriusXM	1.1%	5
I receive SiriusXM channels through Dish Network	0.2%	1
I used to subscribe to Sirius and/or XM, but don't anymore	8.6%	38
I've never subscribed to either service	83.0%	365

Totals: 440

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)



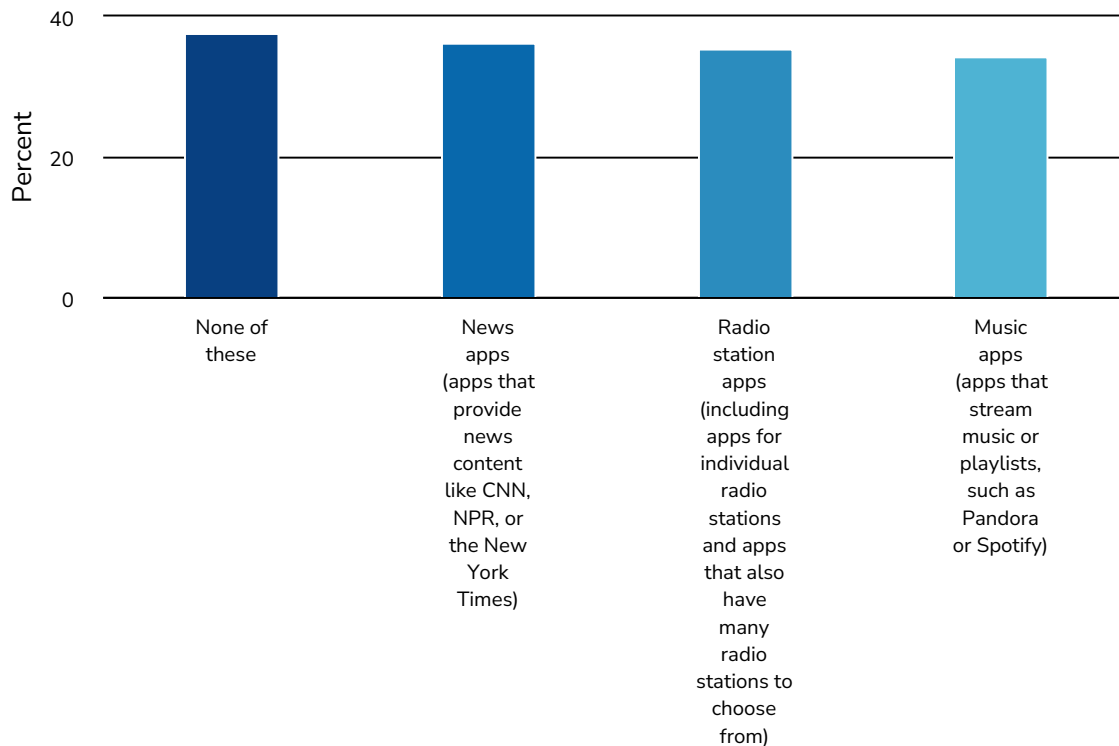
Value	Percent	Responses
Amazon Alexa branded device ("Echo," etc.)	62.5%	20
Google ("Home," "Nest Audio," etc.)	18.8%	6
Apple HomePod	12.5%	4
Other (please specify)	3.1%	1
I do NOT own a voice-command smart speaker	12.5%	4

Other (please specify)	Count
Bose	1
Totals	1

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

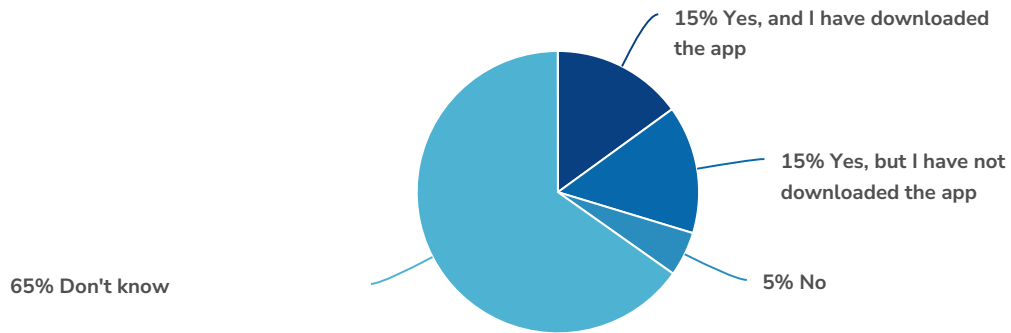
	Frequently	Occasionally	Rarely	Never	Responses
Hear weather updates Count Row %	3 10.7%	8 28.6%	5 17.9%	12 42.9%	28
Listen to an AM/FM radio station Count Row %	11 39.3%	6 21.4%	5 17.9%	6 21.4%	28
Listen to music from a streaming service (Pandora, Amazon Music, Apple Music, etc.) Count Row %	10 35.7%	6 21.4%	3 10.7%	9 32.1%	28
Listen to SiriusXM satellite radio Count Row %	3 10.7%	3 10.7%	4 14.3%	18 64.3%	28
Listen to podcasts Count Row %	5 17.9%	4 14.3%	4 14.3%	15 53.6%	28
Set a timer Count Row %	8 28.6%	6 21.4%	1 3.6%	13 46.4%	28
Use as an alarm Count Row %	4 14.3%	7 25.0%	2 7.1%	15 53.6%	28
Access your calendar Count Row %	2 7.1%	4 14.3%	2 7.1%	20 71.4%	28
Control smart home devices, such as turning on the lights Count Row %	6 21.4%	2 7.1%	0 0.0%	20 71.4%	28
Listen to newscasts Count Row %	5 17.9%	8 28.6%	5 17.9%	10 35.7%	28
Totals Total Responses					28

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	37.8%	149
News apps (apps that provide news content like CNN, NPR, or the New York Times)	36.5%	144
Radio station apps (including apps for individual radio stations and apps that also have many radio stations to choose from)	35.5%	140
Music apps (apps that stream music or playlists, such as Pandora or Spotify)	34.5%	136

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	15.0%	59
Yes, but I have not downloaded the app	14.7%	58
No	5.1%	20
Don't know	65.2%	257

Totals: 394

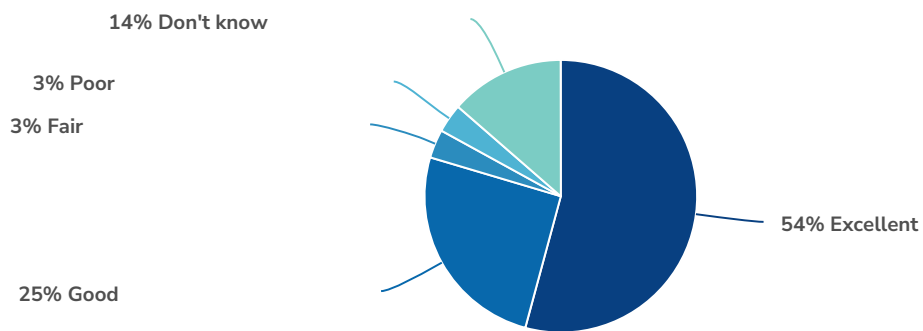
28. How often do you use the following features on THE STATION THAT SENT YOU THIS SURVEY'S app? If it doesn't provide a feature or you're not sure, click NA.

	Frequently	Occasionally	Rarely	Never	NA	Responses
Listening to the station's audio stream Count Row %	23 39.0%	18 30.5%	11 18.6%	3 5.1%	4 6.8%	59
Listening to podcasts Count Row %	12 20.3%	12 20.3%	12 20.3%	20 33.9%	3 5.1%	59
Watching video Count Row %	0 0.0%	7 11.9%	12 20.3%	29 49.2%	11 18.6%	59
Social media (sharing, etc.) Count Row %	1 1.7%	2 3.4%	7 11.9%	39 66.1%	10 16.9%	59
News stories, newsfeed Count Row %	22 37.3%	9 15.3%	9 15.3%	10 16.9%	9 15.3%	59
Make a donation Count Row %	19 32.2%	17 28.8%	2 3.4%	17 28.8%	4 6.8%	59

Totals

Total Responses 59

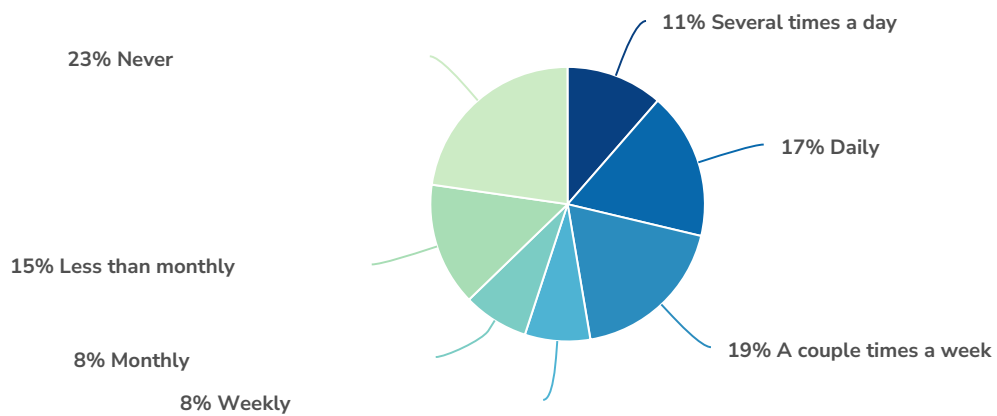
29. Overall, how would you rate THE STATION THAT SENT YOU THIS SURVEY'S app?



Value	Percent	Responses
Excellent	54.2%	32
Good	25.4%	15
Fair	3.4%	2
Poor	3.4%	2
Don't know	13.6%	8

Totals: 59

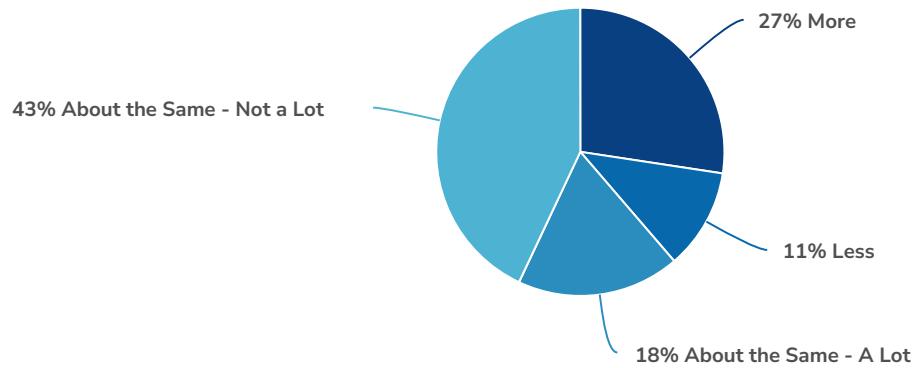
30. Many platforms (including social media) post short videos about all sorts of things (news and events, entertainment, DIY, comedy, pop culture, etc.). How often do you watch short videos when you're online, using a mobile phone, etc.?



Value	Percent	Responses
Several times a day	11.4%	50
Daily	17.3%	76
A couple times a week	18.6%	82
Weekly	7.7%	34
Monthly	7.7%	34
Less than monthly	14.5%	64
Never	22.7%	100

Totals: 440

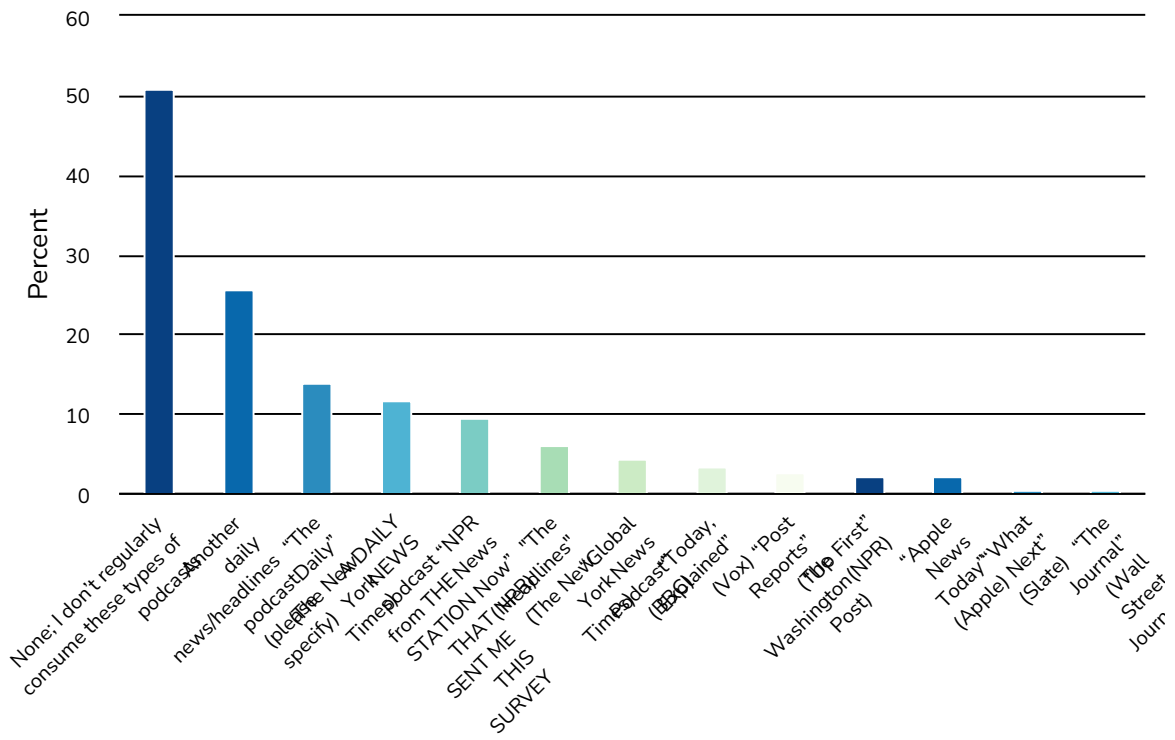
31. Earlier you mentioned you consume podcasts. In the past year, would you say you're consuming podcasts, more, less, or about the same?



Value	Percent	Responses
More	27.4%	63
Less	11.3%	26
About the Same - A Lot	18.3%	42
About the Same - Not a Lot	43.0%	99

Totals: 230

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)



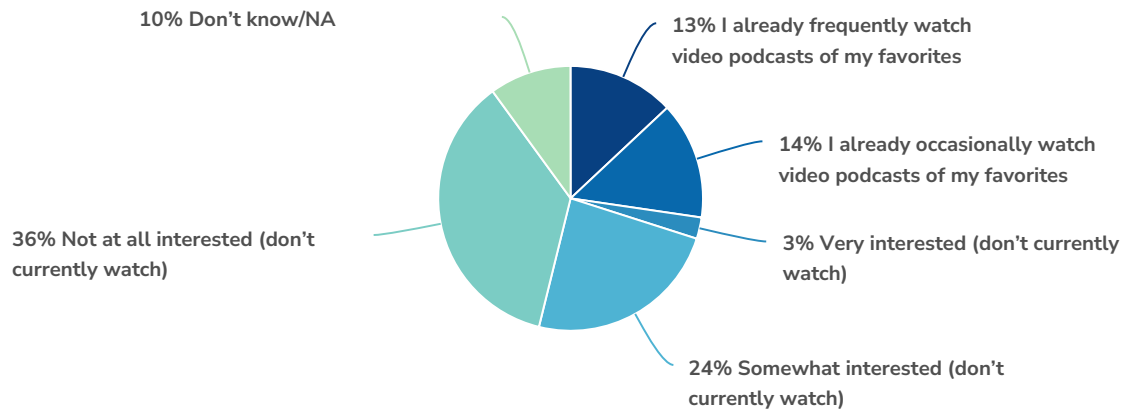
Value	Percent	Responses
None; I don't regularly consume these types of podcasts	50.9%	117
Another daily news/headlines podcast (please specify)	25.7%	59
"The Daily" (The New York Times)	13.9%	32
A DAILY NEWS podcast from THE STATION THAT SENT ME THIS SURVEY	11.7%	27
"NPR News Now" (NPR)	9.6%	22
"The Headlines" (The New York Times)	6.1%	14
"Global News Podcast" (BBC)	4.3%	10
"Today, Explained" (Vox)	3.5%	8
"Post Reports" (The Washington Post)	2.6%	6
"Up First" (NPR)	2.2%	5
"Apple News Today" (Apple)	2.2%	5
"What Next" (Slate)	0.4%	1
"The Journal" (Wall Street Journal)	0.4%	1

Another daily news/headlines podcast (please specify)	Count
Democracy Now	7
Breaking Points	3
Democracy Now!	3
BBC	2
Totals	58

Another daily news/headlines podcast (please specify)	Count
democracy now	2
"Democracy Now!" on YouTube (if that counts as a podcast; it's not exactly, strictly speaking, a podcast platform)	1
Aljazeera	1
BBC World News	1
Background briefing	1
Break Through News, Dispatches, Middle East Eye, Press TV, RT	1
Breaking Points, Democracy Now	1
CBC As It Happens	1
Daily Beans (MSW Media)	1
Democracy Now! Yahoo news	1
Democracy Now, Earhustle	1
Democracy Now, again on the radio not online	1
DemocracyNow	1
Drop Site News	1
Ezra Klein, Fred Air, The athletic, planet Money	1
IMO, Trevor Noah	1
KMUD station	1
Keith Olberman, Harry Shearer	1
Letters from American	1
NPR News Headlines	1
NYT Opinion	1
New Yorker Political Scene	1
Totals	58

Another daily news/headlines podcast (please specify)	Count
Ralpf Nader show	1
SF Chronicle	1
Several independent news podcasters	1
Sfist.com	1
Substack	1
The Bradcast	1
The Contrarians, Meidas +	1
The Lever	1
Times of Israel, and others	1
What A Day	1
What a Day and Democracy Now	1
Youtube	1
Zeteo, left hook, ralph nader	1
background briefing	1
chris hedges, useful idiots	1
democracy now, background briefing	1
electronic intifada	1
majority report, hasanabi on twitch	1
rfi news	1
thomm hartman	1
Totals	58

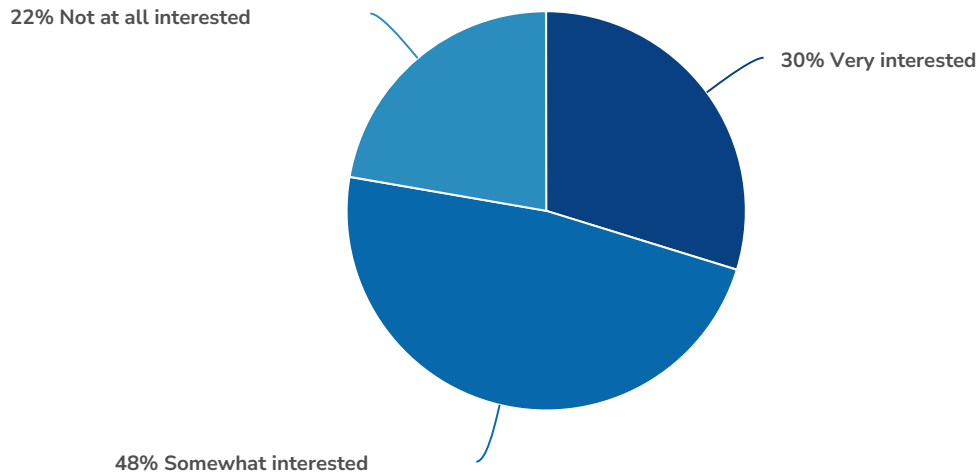
33. How interested are you in watching a video version on YouTube of your favorite podcasts you listen to now?



Value	Percent	Responses
I already frequently watch video podcasts of my favorites	13.0%	30
I already occasionally watch video podcasts of my favorites	14.3%	33
Very interested (don't currently watch)	2.6%	6
Somewhat interested (don't currently watch)	23.9%	55
Not at all interested (don't currently watch)	36.1%	83
Don't know/NA	10.0%	23

Totals: 230

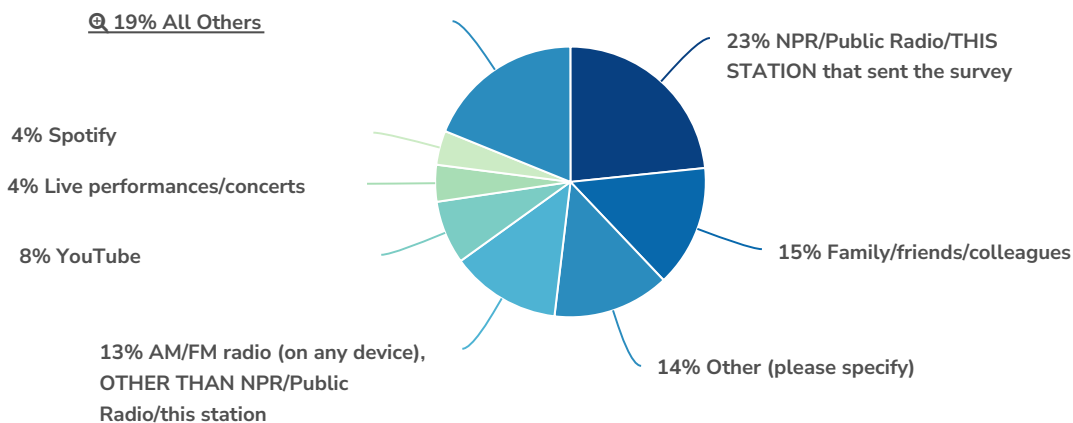
34. How interested are you in finding out about new music and new artists?



Value	Percent	Responses
Very interested	29.8%	131
Somewhat interested	48.0%	211
Not at all interested	22.3%	98

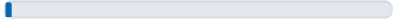
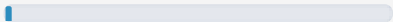
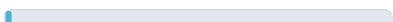
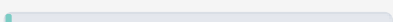

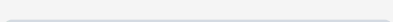

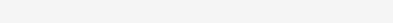
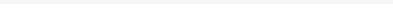
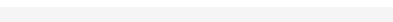
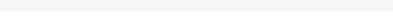
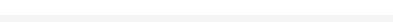
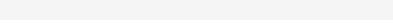
Totals: 440

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	23.4%	80
Family/friends/colleagues	14.6%	50
Other (please specify)	14.0%	48
AM/FM radio (on any device), OTHER THAN NPR/Public Radio/this station	13.2%	45
YouTube	7.6%	26
Live performances/concerts	4.4%	15
Spotify	4.1%	14
Pandora	2.9%	10

Totals: 342

Value	Percent	Responses
Band/artist websites		2.3% 8
Television shows		2.0% 7
Apple Music/Beats 1		1.8% 6
SiriusXM satellite radio		1.8% 6
Music magazines & other print publications		1.5% 5
Reddit		1.5% 5
Facebook		1.2% 4
YouTube Music		1.2% 4
NPR Tiny Desk Concerts		0.9% 3
Shazam		0.6% 2
Amazon Music Prime/Amazon Music Unlimited		0.6% 2
Movies		0.3% 1
TikTok		0.3% 1

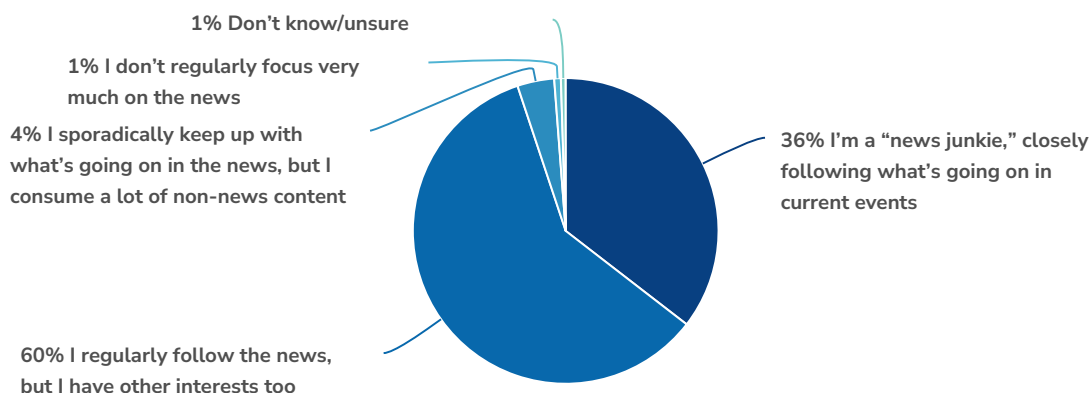
Totals: 342

Other (please specify)	Count
Bandcamp	3
Qobuz	2
AM/FM radjo	1
Big Ears Festival	1
Bluegrass Country Radio, Old-Time Music Hour	1
Country dance community	1
Drag Race the different country versions	1
Folk Alley	1
Totals	47

Other (please specify)	Count
KEXP	1
KPFA	1
KPFA late night	1
KPFA, KBOO, KMUZ	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
NYTimes	1
New York Times	1
News stories	1
Newspaper (New York Times)	1
Public radio NPR & non-NPR	1
Radio Paradise	1
SNL	1
Sirius	1
This is a bad question as I use about 5 of these equally	1
Tied between Bandcamp & Spotify	1
emails from organizations, friends	1
fellow musicians	1
friends	1
Totals	47

Other (please specify)	Count
kpfa	1
kpfa radio station	1
kpfa, kalw, kcsn	1
local radio	1
local summer concert series	1
music shows on KPFA	1
my children	1
n/a	1
none	1
online streaming services like Folk Alley	1
radio KPFA and KALW	1
radio stations on the fm	1
randomly scanning through all radio stations	1
the radio station that sent this survey	1
Totals	47

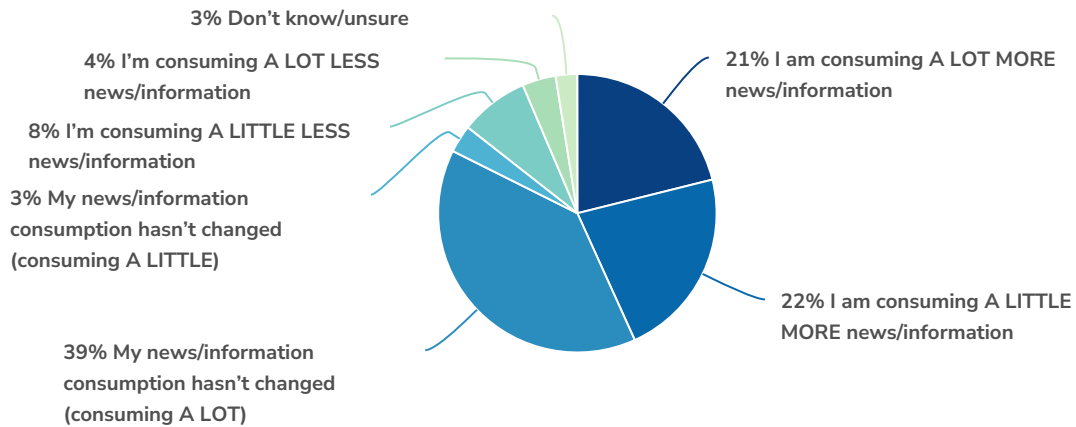
36. Which of the following statements best describes how much you are “into” news/information (including politics, national news, international news, local news, information about the arts and culture, or information about what’s happening in your city/town, etc.)?



Value	Percent	Responses
I'm a “news junkie,” closely following what’s going on in current events	35.5%	156
I regularly follow the news, but I have other interests too	59.5%	262
I sporadically keep up with what’s going on in the news, but I consume a lot of non-news content	3.9%	17
I don’t regularly focus very much on the news	0.7%	3
Don’t know/unsure	0.5%	2

Totals: 440

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



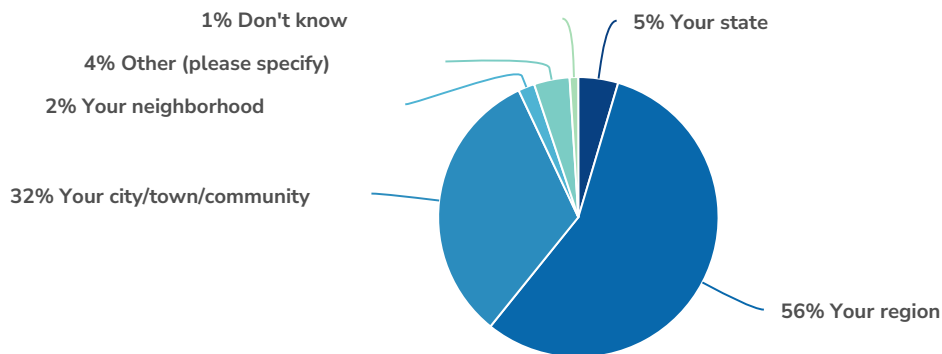
Value	Percent	Responses
I am consuming A LOT MORE news/information	21.1%	92
I am consuming A LITTLE MORE news/information	22.1%	96
My news/information consumption hasn't changed (consuming A LOT)	39.1%	170
My news/information consumption hasn't changed (consuming A LITTLE)	3.2%	14
I'm consuming A LITTLE LESS news/information	8.0%	35
I'm consuming A LOT LESS news/information	3.9%	17
Don't know/unsure	2.5%	11

Totals: 435

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	345	80	11	2	2	440
Row %	78.4%	18.2%	2.5%	0.5%	0.5%	
National news						
Count	355	70	11	2	2	440
Row %	80.7%	15.9%	2.5%	0.5%	0.5%	
Statewide news						
Count	310	112	13	2	3	440
Row %	70.5%	25.5%	3.0%	0.5%	0.7%	
Coverage of local news/events/happenings from where you live						
Count	289	124	12	3	12	440
Row %	65.7%	28.2%	2.7%	0.7%	2.7%	
Totals						
Total Responses						440

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	4.6%	19
Your region	56.2%	232
Your city/town/community	32.2%	133
Your neighborhood	1.9%	8
Other (please specify)	4.1%	17
Don't know	1.0%	4

Totals: 413

Other (please specify)	Count
Everywhere is local and affects me	1
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
One Planet	1
SF Bay Area	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
all of the above	1
bay area region	1
county	1
depends	1
depends on context	1
live 100 miles north	1
my previous community	1
state, region, AND city	1
the Universe	1
Totals	16

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 %	55 13.3%	210 50.8%	130 31.5%	18 4.4%	413
Cultural events coverage (ex. museums, arts, etc.) Count Row %	151 36.6%	213 51.6%	44 10.7%	5 1.2%	413
Features on local community leaders Count Row %	136 32.9%	216 52.3%	55 13.3%	6 1.5%	413
School board coverage/related school issues Count Row %	52 12.6%	212 51.3%	133 32.2%	16 3.9%	413
Concerts/festivals coverage Count Row %	87 21.1%	196 47.5%	116 28.1%	14 3.4%	413
Local government coverage Count Row %	243 58.8%	150 36.3%	15 3.6%	5 1.2%	413
Feel-good news stories Count Row %	53 12.8%	184 44.6%	158 38.3%	18 4.4%	413

	Very Interested	Somewhat Interested	Little to No Interest	Unsure/Doesn't apply	Responses
Investigative reporting on important local issues Count Row %	337 81.6%	70 16.9%	3 0.7%	3 0.7%	413
Local environmental issues Count Row %	296 71.7%	107 25.9%	5 1.2%	5 1.2%	413
Local elections coverage (candidates, issues, etc.) Count Row %	296 71.7%	108 26.2%	7 1.7%	2 0.5%	413
Story-telling features about the local community and local newsmakers Count Row %	128 31.0%	218 52.8%	58 14.0%	9 2.2%	413
Local health and wellness coverage Count Row %	160 38.7%	191 46.2%	56 13.6%	6 1.5%	413
Crime and public safety issues Count Row %	78 18.9%	221 53.5%	106 25.7%	8 1.9%	413
Totals Total Responses					413

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

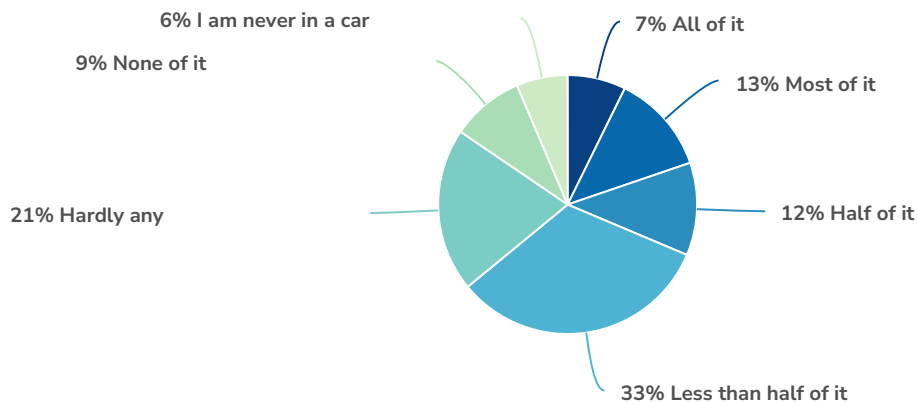
	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Museums Count Row %	32 7.3%	169 38.4%	146 33.2%	91 20.7%	2 0.5%	440
Art fairs Count Row %	9 2.0%	67 15.2%	183 41.6%	179 40.7%	2 0.5%	440
Opera Count Row %	1 0.2%	24 5.5%	46 10.5%	364 82.7%	5 1.1%	440
Symphony Count Row %	8 1.8%	42 9.5%	93 21.1%	295 67.0%	2 0.5%	440
Music festivals Count Row %	10 2.3%	45 10.2%	131 29.8%	252 57.3%	2 0.5%	440
Popular concerts Count Row %	21 4.8%	58 13.2%	106 24.1%	250 56.8%	5 1.1%	440
Broadway plays/theater Count Row %	9 2.0%	28 6.4%	106 24.1%	291 66.1%	6 1.4%	440
Live music in bars/clubs Count Row %	50 11.4%	106 24.1%	83 18.9%	199 45.2%	2 0.5%	440
Community theater Count Row %	17 3.9%	79 18.0%	137 31.1%	203 46.1%	4 0.9%	440

	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Jazz concerts Count Row %	27 6.1%	65 14.8%	117 26.6%	227 51.6%	4 0.9%	440
Ballet / Dance shows Count Row %	4 0.9%	24 5.5%	90 20.5%	317 72.0%	5 1.1%	440
Classical music performances Count Row %	18 4.1%	54 12.3%	106 24.1%	258 58.6%	4 0.9%	440
Film festivals Count Row %	11 2.5%	47 10.7%	129 29.3%	250 56.8%	3 0.7%	440
Farmers markets Count Row %	176 40.0%	119 27.0%	73 16.6%	70 15.9%	2 0.5%	440
Book festivals Count Row %	4 0.9%	23 5.2%	120 27.3%	288 65.5%	5 1.1%	440
Sporting events Count Row %	9 2.0%	21 4.8%	78 17.7%	331 75.2%	1 0.2%	440
Totals Total Responses						440

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 %	42 9.5%	163 37.0%	186 42.3%	49 11.1%	440
Town meetings discussing local issues of interest hosted by THE STATION THAT SENT YOU THIS SURVEY'S host/reporters Count Row %	77 17.5%	215 48.9%	100 22.7%	48 10.9%	440
Trivia nights at local area bars/restaurants hosted by a personality/host from THE STATION THAT SENT YOU THIS SURVEY Count Row %	15 3.4%	56 12.7%	303 68.9%	66 15.0%	440
Host an open house over a weekend where listeners can tour the station and meet the hosts/reporters Count Row %	47 10.7%	123 28.0%	201 45.7%	69 15.7%	440
Live broadcast of a show from THE STATION THAT SENT YOU THIS SURVEY from a location in the community Count Row %	71 16.1%	190 43.2%	129 29.3%	50 11.4%	440
Totals Total Responses					440

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



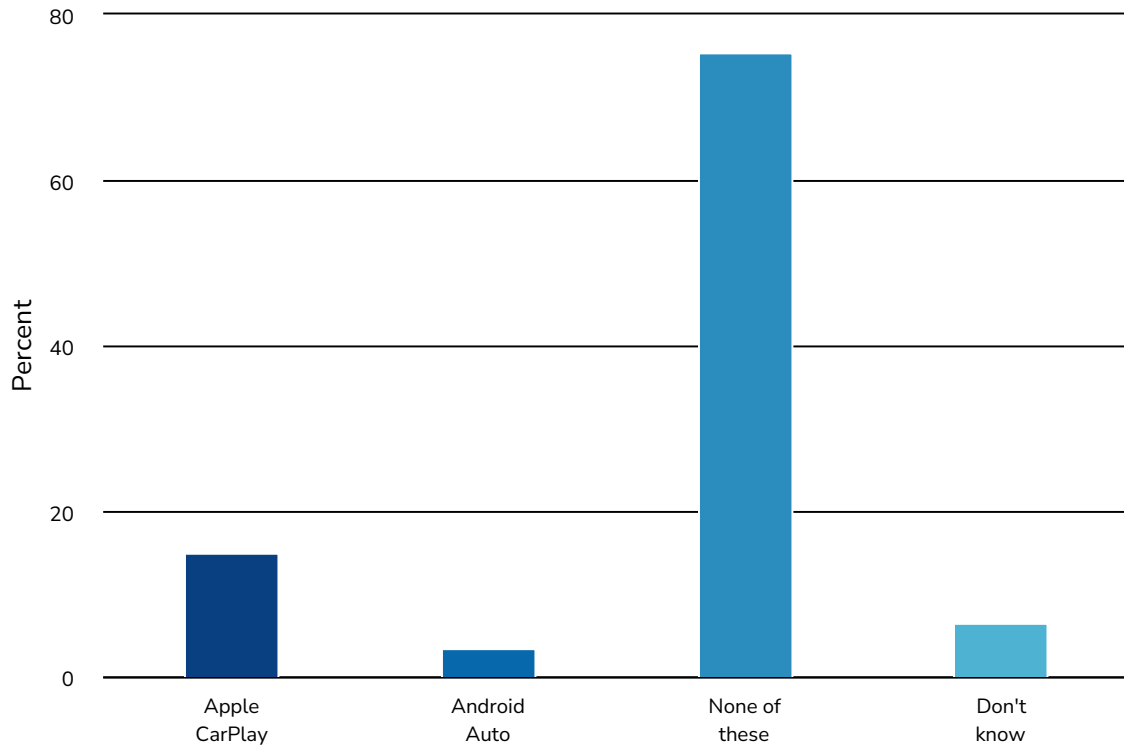
Value	Percent	Responses
All of it	7.3%	32
Most of it	12.5%	55
Half of it	11.6%	51
Less than half of it	32.7%	144
Hardly any	20.5%	90
None of it	9.1%	40
I am never in a car	6.4%	28

Totals: 440

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!

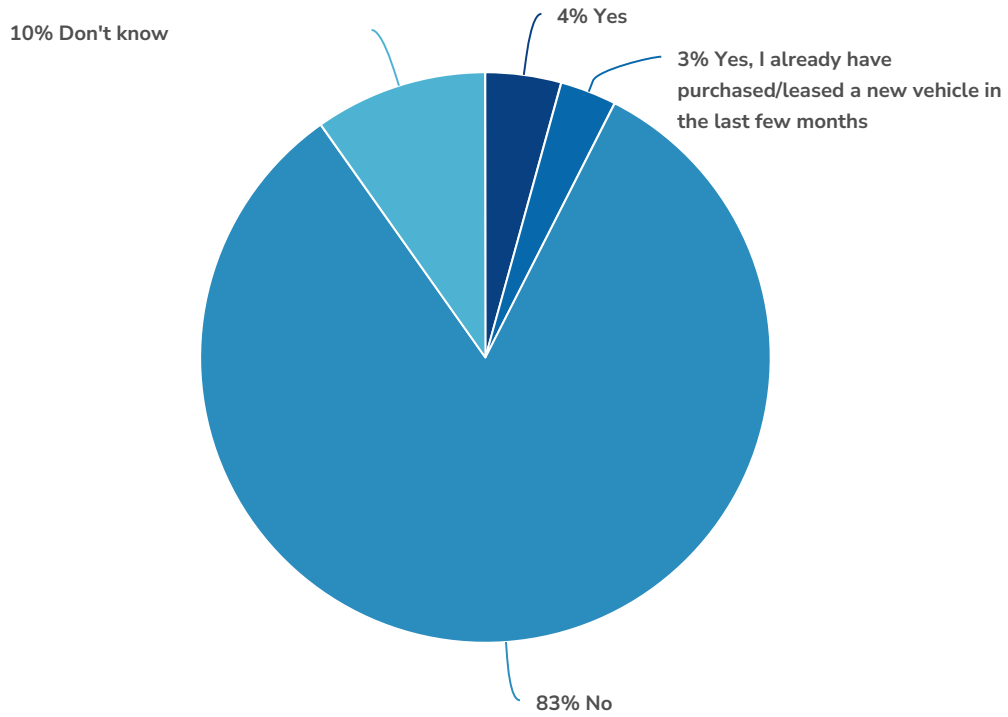
Item	Average	Min	Max	StdDev	Sum	Total Responses
AM/FM car radio	68.4	0.0	100.0	34.7	24,902.0	364
SiriusXM (satellite radio)	23.0	0.0	100.0	33.7	3,148.0	137
Music you own (CDs, hard drive, music on a mobile device, iPod, etc.)	17.9	0.0	100.0	21.8	3,584.0	200
Podcasts	15.0	0.0	100.0	20.6	2,264.0	151
Streaming audio (Spotify, this station's app, etc.)	19.8	0.0	100.0	27.5	2,571.0	130
Audio books	12.7	0.0	100.0	20.2	1,706.0	134
Other	28.9	0.0	100.0	41.7	3,125.0	108

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	15.0%	54
Android Auto	3.6%	13
None of these	75.6%	273
Don't know	6.6%	24

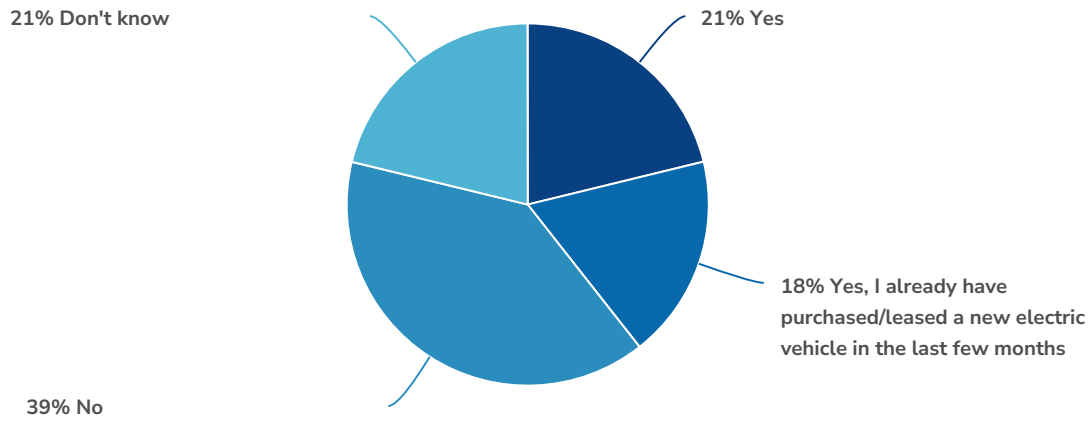
46. Are you personally planning on buying or leasing a new vehicle in the next 12 months?



Value	Percent	Responses
Yes	4.3%	19
Yes, I already have purchased/leased a new vehicle in the last few months	3.2%	14
No	82.7%	364
Don't know	9.8%	43

Totals: 440

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



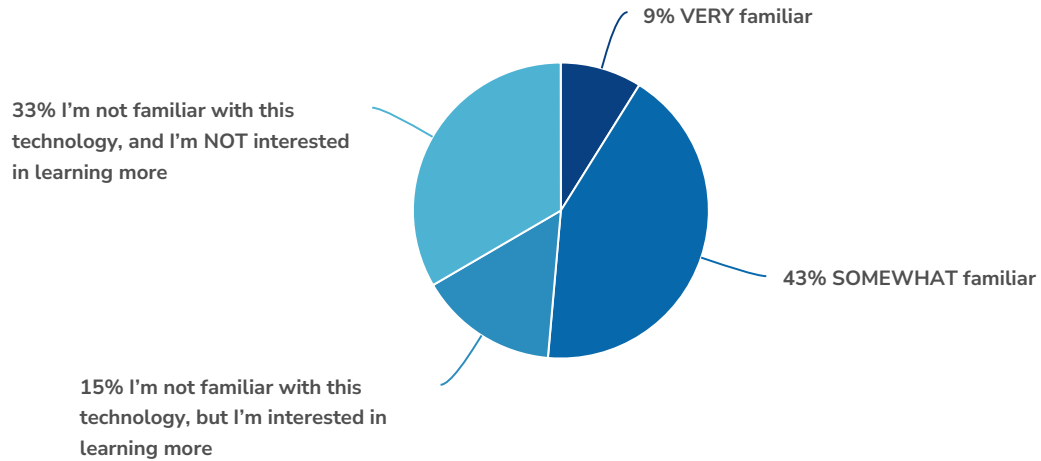
Value	Percent	Responses
Yes	21.2%	7
Yes, I already have purchased/leased a new electric vehicle in the last few months	18.2%	6
No	39.4%	13
Don't know	21.2%	7

Totals: 33

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 %	9 27.3%	9 27.3%	15 45.5%	0 0.0%	33
FM radio Count Row %	28 84.8%	4 12.1%	1 3.0%	0 0.0%	33
HD Radio Count Row %	7 21.2%	6 18.2%	13 39.4%	7 21.2%	33
SiriusXM (satellite radio) Count Row %	1 3.0%	6 18.2%	24 72.7%	2 6.1%	33
Smartphone connector (AUX IN) Count Row %	15 45.5%	9 27.3%	7 21.2%	2 6.1%	33
Bluetooth Count Row %	19 57.6%	7 21.2%	7 21.2%	0 0.0%	33
Apple CarPlay Count Row %	5 15.2%	2 6.1%	21 63.6%	5 15.2%	33
Android Auto Count Row %	1 3.0%	2 6.1%	25 75.8%	5 15.2%	33
In-dash navigation system Count Row %	10 30.3%	15 45.5%	6 18.2%	2 6.1%	33
Ability to use voice commands Count Row %	6 18.2%	9 27.3%	16 48.5%	2 6.1%	33
Totals Total Responses					33

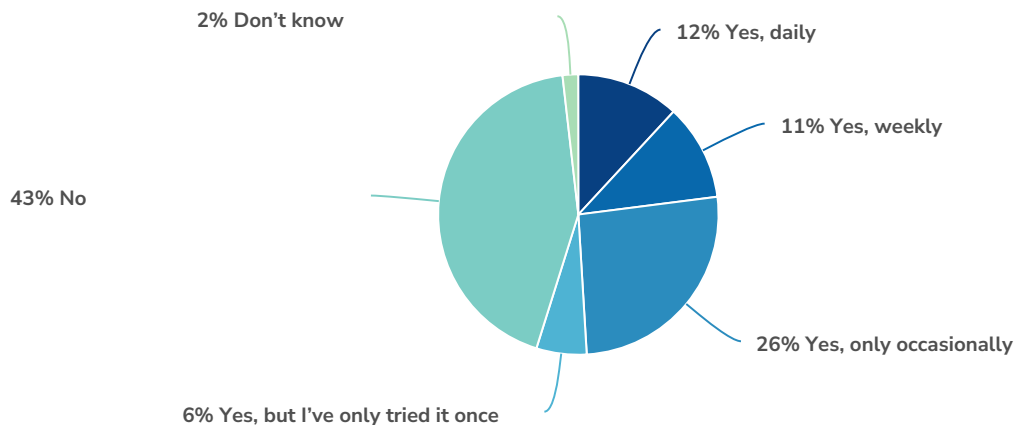
49. In general, how familiar are you with AI applications like “ChatGPT” and/or other forms of Artificial Intelligence?



Value	Percent	Responses
VERY familiar	8.9%	39
SOMEWHAT familiar	42.5%	187
I'm not familiar with this technology, but I'm interested in learning more	15.2%	67
I'm not familiar with this technology, and I'm NOT interested in learning more	33.4%	147

Totals: 440

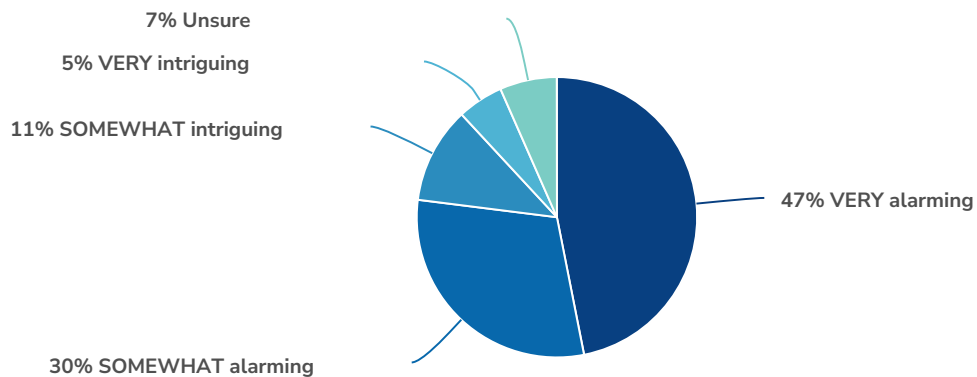
50. Do you use any AI platforms or applications for work/school/personal use?



Value	Percent	Responses
Yes, daily	11.9%	27
Yes, weekly	11.1%	25
Yes, only occasionally	26.1%	59
Yes, but I've only tried it once	5.8%	13
No	43.4%	98
Don't know	1.8%	4

Totals: 226

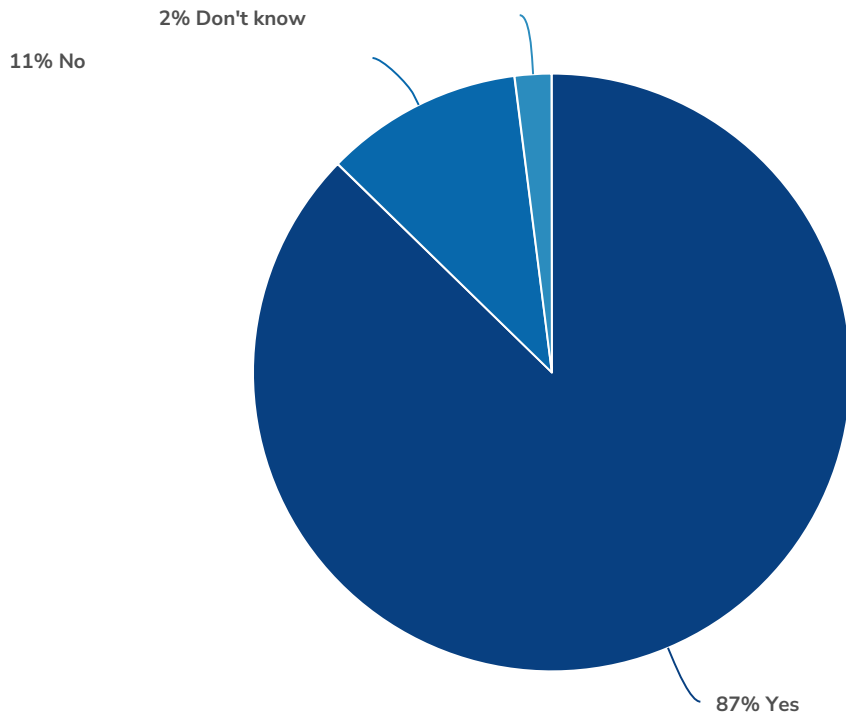
51. Based on what you know about “AI,” please tell us which best represents your opinion?"The rate at which AI is progressing is:"



Value	Percent	Responses
VERY alarming	46.9%	106
SOMEWHAT alarming	30.1%	68
SOMEWHAT intriguing	11.1%	25
VERY intriguing	5.3%	12
Unsure	6.6%	15

Totals: 226

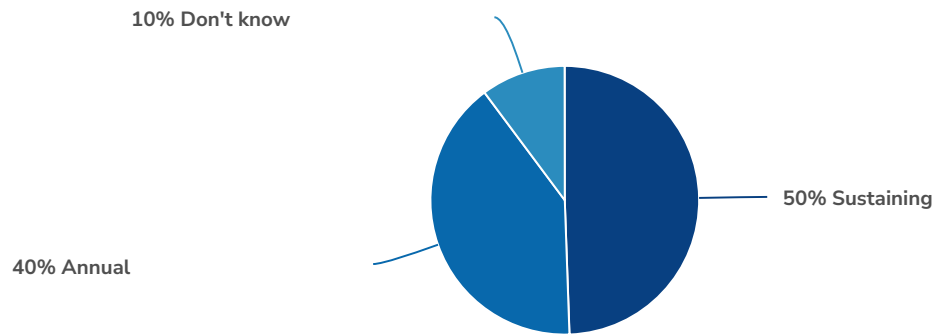
52. (THIS IS NOT A SOLICITATION) Are you currently a member of THE STATION THAT SENT YOU THIS SURVEY, and/or have you sent the station a financial contribution within the past year?



Value	Percent	Responses
Yes	87.3%	384
No	10.7%	47
Don't know	2.0%	9

Totals: 440

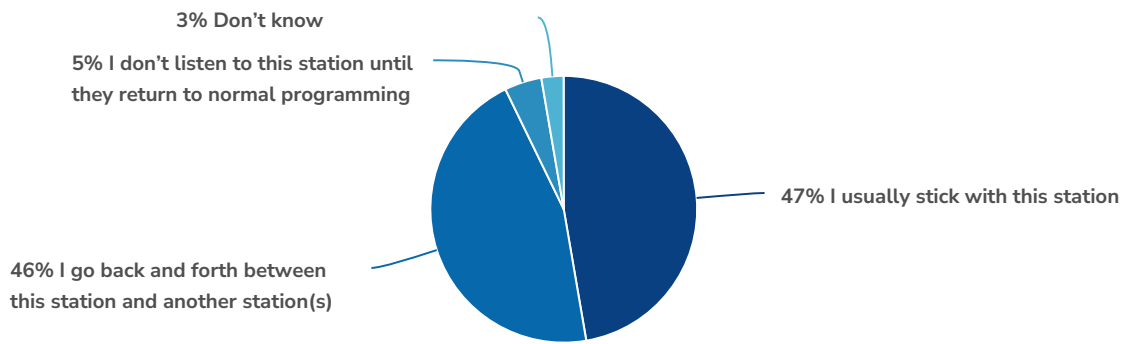
53. Are you a sustaining member or an annual member of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Sustaining	49.5%	190
Annual	40.4%	155
Don't know	10.2%	39

Totals: 384

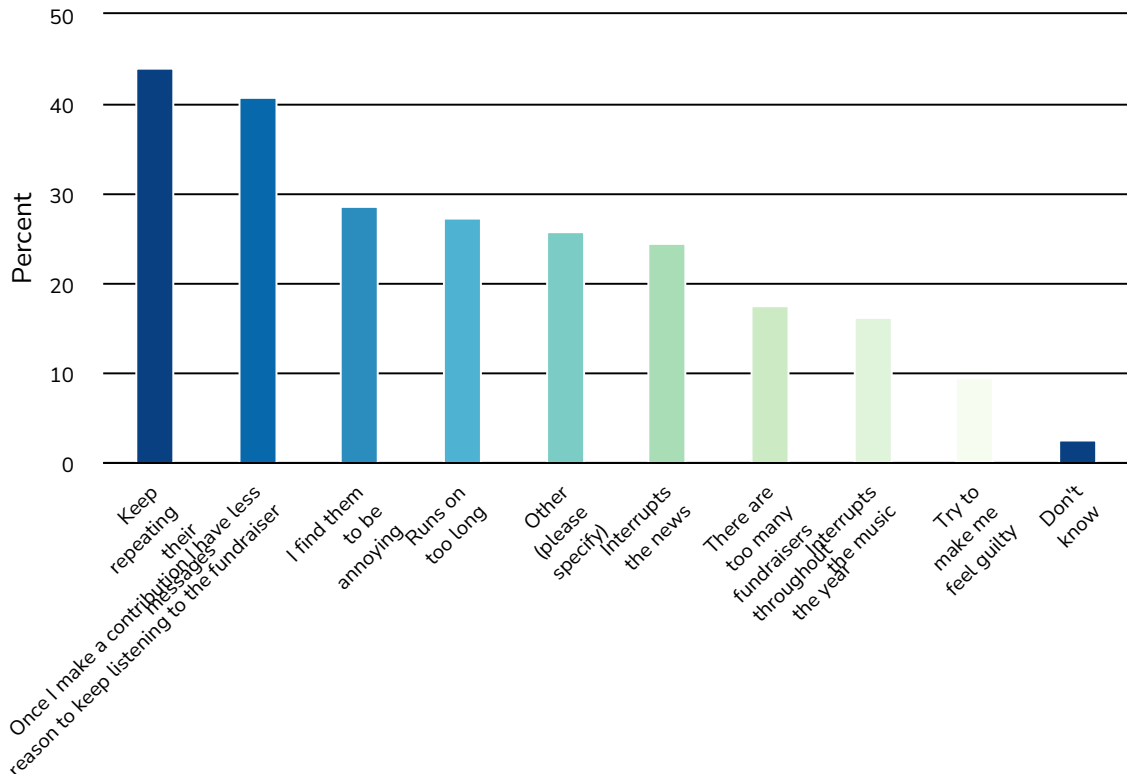
54. When THE STATION THAT SENT YOU THIS SURVEY is in a fundraising drive, which of the following best describes how you listen?



Value	Percent	Responses
I usually stick with this station	47.3%	208
I go back and forth between this station and another station(s)	45.5%	200
I don't listen to this station until they return to normal programming	4.5%	20
Don't know	2.7%	12

Totals: 440

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	44.1%	97
Once I make a contribution I have less reason to keep listening to the fundraiser	40.9%	90
I find them to be annoying	28.6%	63
Runs on too long	27.3%	60
Other (please specify)	25.9%	57
Interrupts the news	24.5%	54
There are too many fundraisers throughout the year	17.7%	39
Interrupts the music	16.4%	36
Try to make me feel guilty	9.5%	21
Don't know	2.7%	6

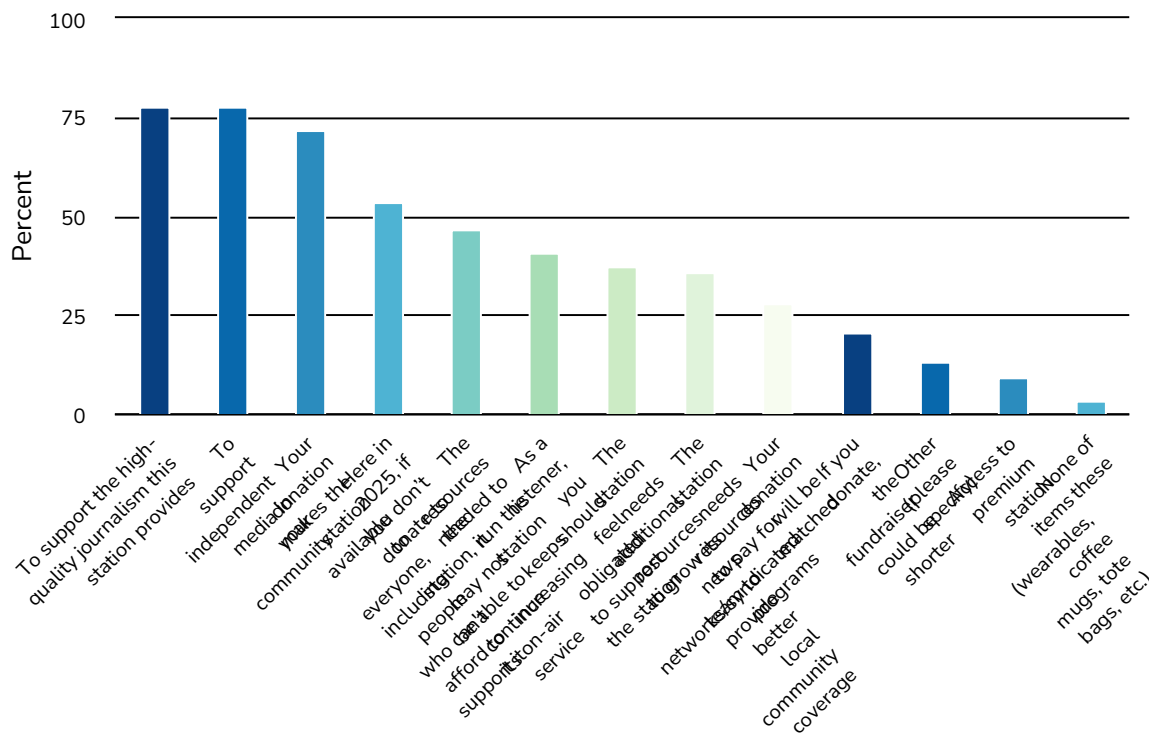
Other (please specify)	Count
A necessary interruption of the programming and I wish them well	1
Be more encouraging, not desperate	1
Don't need the pitch. I donate on the regular.	1
I always switch between stations, not only during fundraising drives	1
I cant' donate by phone when I'm driving	1
I contribute significantly 2X per year	1
I don't begrudge stations for fundraising, I just usually prefer music.	1
I enjoy music on a different public station	1
Totals	57

Other (please specify)	Count
I enjoy other stations too	1
I find the "special programing" to be less interesting than the regular programming.	1
I hate the fund drives and usually have already donated.	1
I hate those stupid matches.	1
I have interests in other stations	1
I listen to another radio station that's also fundraising at the same time	1
I listen to other stations too	1
I live in WV and only recently came across this station to listen to Ralph Nader	1
I need music absence or need absence of talk	1
I understand but...	1
I understand the need, but it gets tiresome!	1
I usually switch around	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
I'm already a sustaining supporter paying as much as I can	1
I'm already convinced, so i'll check out what other stations are doing.	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
Totals	57

Other (please specify)	Count
Many shows are repeated, and I don't listen to them more than once.	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
Repeated pitches don't determine whether I donate and I want continuous news.	1
The fundraising messages are too repititous.	1
Too much pressure on regular broadcasters!!!!!!	1
Waste of my attention.	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
You only need to listen to the pitch so many times, biut they need to do it and I understand.	1
arrogant, pedantic attitude, as if we OWE them a donation	1
becomes boring	1
embarrassing	1
for variety	1
fundraising is necessary, but it is waste of my time	1
i am a sustainer, so it is not useful	1
i still listen just alternate with KPOO	1
just boring	1
look for content	1
often pre-empt preferred prog rams	1
often repeat the same programming (not just the pitches)	1
only listen to 2 listener sponsored stations as fundraisers generally do not overlap too much	1
Totals	57

Other (please specify)	Count
other interests	1
programming on all public radio stations is worth listening to	1
stop playing normal programming for special programming	1
they should be more entertaining and less nagging.	1
to hear other programming	1
to listen to a favorite program	1
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	57

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	78.0% 	343
To support independent media in your community	78.0% 	343
Your donation makes the station available to everyone, including people who can't afford to support it	71.8% 	316
Here in 2025, if you don't donate to the station, it may not be able to continue its on-air service	53.9% 	237
The resources needed to run the station keeps increasing	46.6% 	205
As a listener, you should feel obligated to support the station	40.9% 	180
The station needs additional resources to grow its news team to provide better local community coverage	37.3% 	164
The station needs resources to pay for networks/syndicated programs	35.9% 	158
Your donation will be matched	28.2% 	124
If you donate, the fundraiser could be shorter	20.9% 	92
Other (please specify)	13.4% 	59
Access to premium station items (wearables, coffee mugs, tote bags, etc.)	9.3% 	41
None of these	3.4% 	15

Other (please specify)

Count

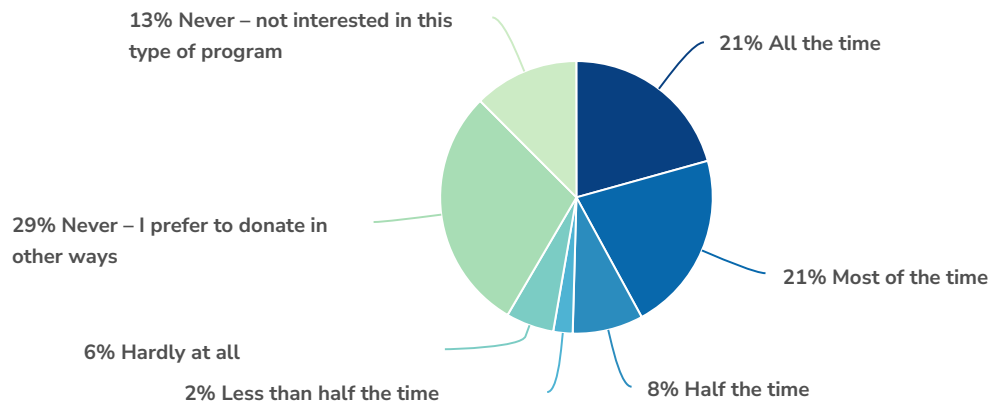
sustainers are essential to a sound budgeting process	1
Appeal of a specific program	1
As a listener who can afford to donate, I do feel obligated	1
Totals	58

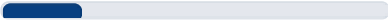
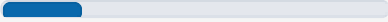
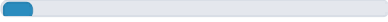
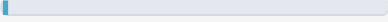
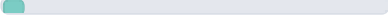
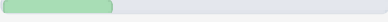
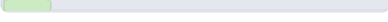
Other (please specify)	Count
As a sustainer, I tend to mentally tune out all the tin-cupping.	1
Black, Native shows	1
But if growing "its news team" means clueless programmers like Ian Masters, forget it - you'll lose me and much of your kfpa base. He is infuriating.	1
Current political situation	1
Free Palestine!	1
High quality programming continues during the fund drive	1
Honor for the volunteer broadcasters.	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 KPFA, & don't have anything like it near where I live	1
I love the station	1
I pray for your financial stability and continued service. I'm unemployed.	1
I trust kpfa	1
I try to donate when there is NOT a fundraiser, so they'll know they don't have to do that.	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 I'm unemployed, I don't have the funds to support.	1
If they start answering the damn on - air phone again	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
Totals	58

Other (please specify)	Count
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 hawkker.	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 helps keep me sane	1
KPFA is very important to me.	1
Keep music you can't hear elsewhere	1
Mitch Jeserich specials	1
Public media is crucial to preerving our democracy.	1
Solidarity with KPFA	1
Some listeners need any or all, of these prompts. I don't. I always give what I can to support independent news.	1
Specific books featured by radio hosts with author interviews on air	1
Support for content of programming	1
The station is growing its online visibility nationally and internationally	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
To support guests/authors/musicians	1
Universal wisdom we so need -- political, social justice, preservation of the environment, health & welfare, peace not war	1
Totals	58

Other (please specify)	Count
Us v Them programing	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
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
it's a donation and you're not obligated to pay more than you can like streaming services and other subscriptions	1
keep in the habit	1
our civil, human & environmental rights are protected by this station	1
support specific show	1
Totals	58

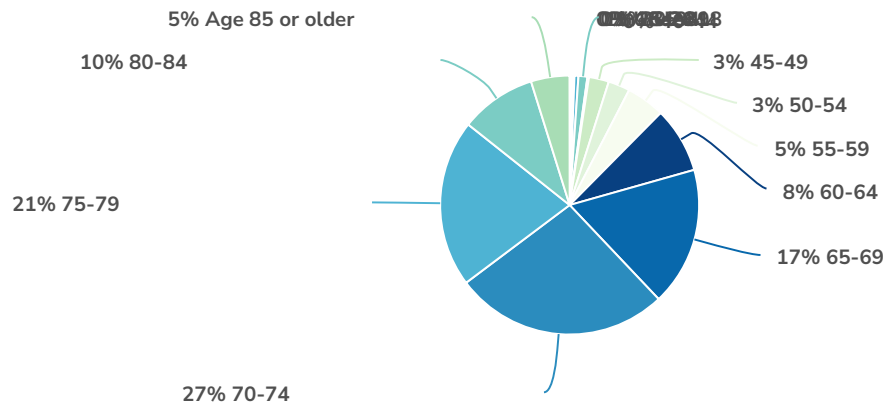
57. Some non-profit organizations make donation arrangements with retail chain stores in their community (grocery stores, hardware stores, etc.) for shoppers to “round up” their purchase to the next dollar. For example if the bill comes to \$3.25 it gets “rounded up” to the next dollar to \$4.00, with 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	20.7% 	91
Most of the time	21.4% 	94
Half the time	8.4% 	37
Less than half the time	2.3% 	10
Hardly at all	5.7% 	25
Never – I prefer to donate in other ways	29.1% 	128
Never – not interested in this type of program	12.5% 	55

Totals: 440

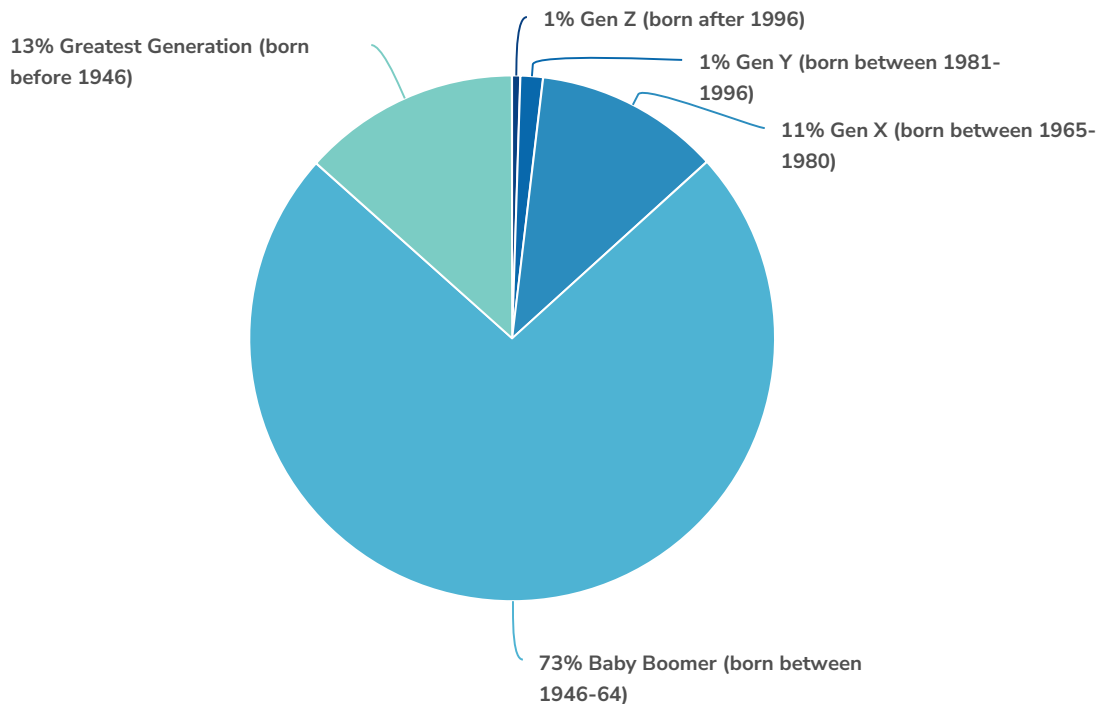
58. Now, just a few questions about you. In which of the following age categories do you fall?



Value	Percent	Responses
Under 18	0.2%	1
18-24	0.2%	1
25-29	0.2%	1
30-34	0.5%	2
35-39	1.1%	5
40-44	0.2%	1
45-49	2.5%	11
50-54	2.7%	12
55-59	4.8%	21
60-64	8.2%	36
65-69	17.3%	76
70-74	26.8%	118
75-79	20.9%	92
80-84	9.5%	42
Age 85 or older	4.8%	21

Totals: 440

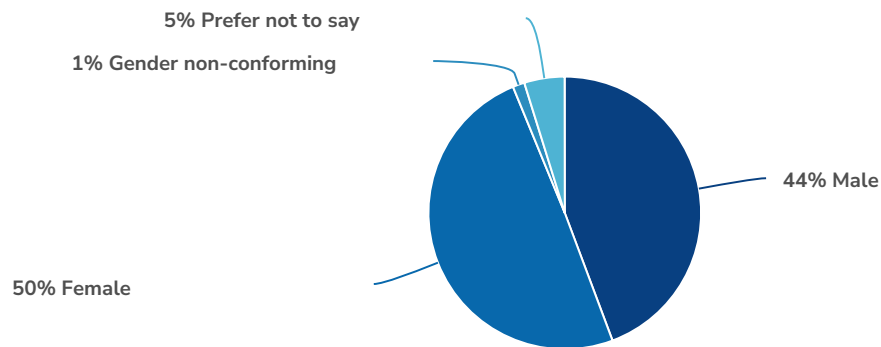
59. Into which of these generational groups do you fall?



Value	Percent	Responses
Gen Z (born after 1996)	0.5%	2
Gen Y (born between 1981-1996)	1.4%	6
Gen X (born between 1965-1980)	11.4%	50
Baby Boomer (born between 1946-64)	73.4%	323
Greatest Generation (born before 1946)	13.4%	59

Totals: 440

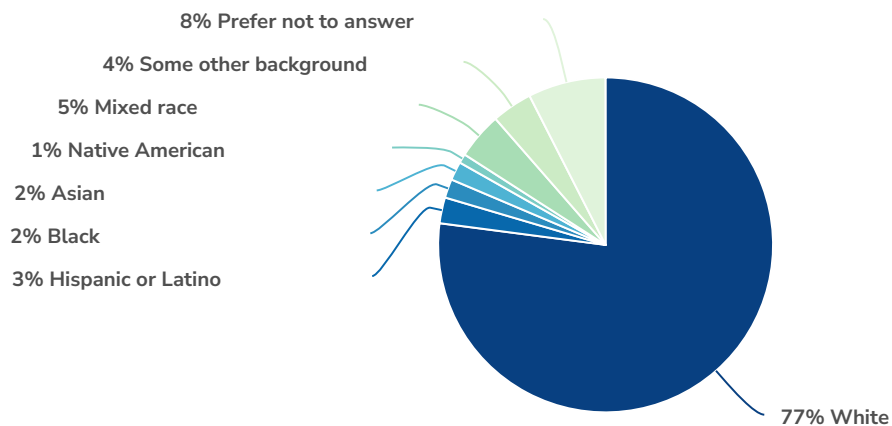
60. What is your gender?



Value	Percent	Responses
Male	44.3%	195
Female	49.5%	218
Gender non-conforming	1.4%	6
Prefer not to say	4.8%	21

Totals: 440

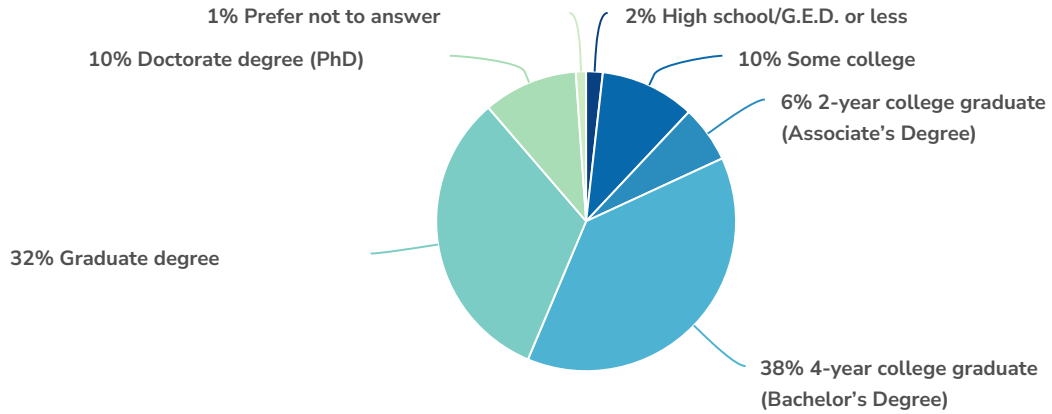
61. Which of the following best describes you?



Value	Percent	Responses
White	77.0%	339
Hispanic or Latino	2.5%	11
Black	1.8%	8
Asian	1.8%	8
Native American	0.9%	4
Mixed race	4.5%	20
Some other background	3.9%	17
Prefer not to answer	7.5%	33

Totals: 440

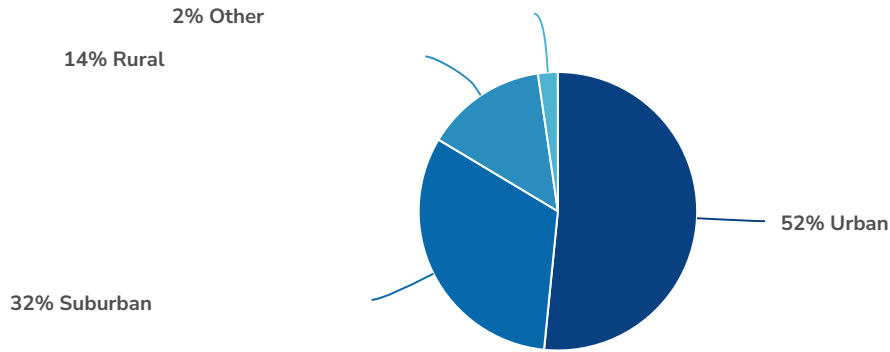
62. For classification purposes, what is the last year of education you have completed?



Value	Percent	Responses
High school/G.E.D. or less	1.8%	8
Some college	10.2%	45
2-year college graduate (Associate's Degree)	6.1%	27
4-year college graduate (Bachelor's Degree)	38.2%	168
Graduate degree	32.3%	142
Doctorate degree (PhD)	10.2%	45
Prefer not to answer	1.1%	5

Totals: 440

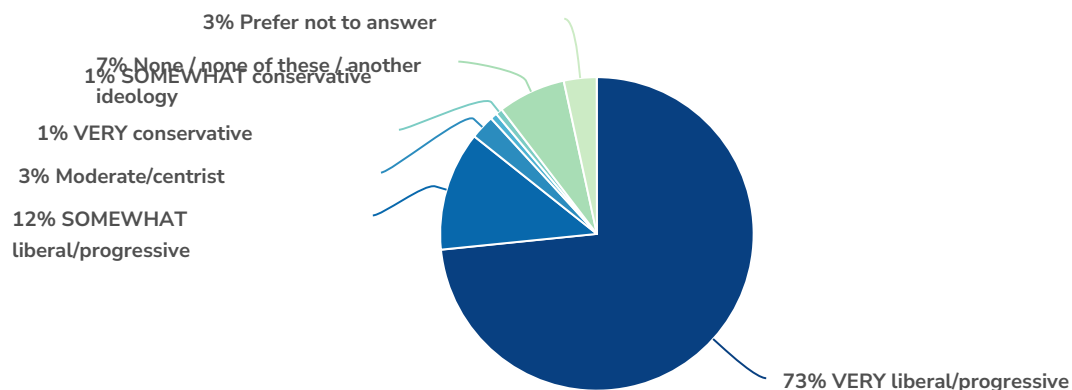
63. Which of the following best describes the location of your primary residence?



Value	Percent	Responses
Urban	51.6%	227
Suburban	32.0%	141
Rural	14.1%	62
Other	2.3%	10

Totals: 440

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



Value	Percent	Responses
VERY liberal/progressive	73.4%	323
SOMEWHAT liberal/progressive	12.3%	54
Moderate/centrist	2.5%	11
SOMEWHAT conservative	0.7%	3
VERY conservative	0.7%	3
None / none of these / another ideology	7.0%	31
Prefer not to answer	3.4%	15

Totals: 440