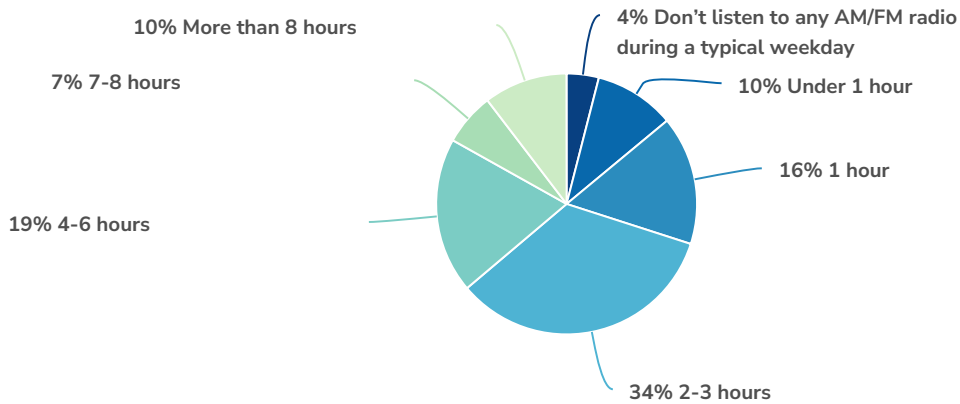


# National Totals

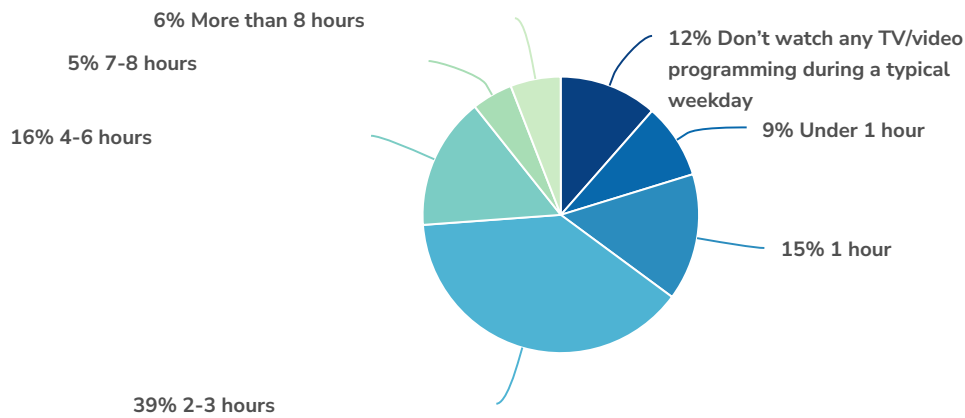
1. How many hours on an average WEEKDAY (Monday-Friday) do you use/listen to any local AM/FM radio stations (using a regular radio OR audio stream on any device)?



Value	Percent	Responses
Don't listen to any AM/FM radio during a typical weekday	4.0%	151
Under 1 hour	10.0%	380
1 hour	16.0%	609
2-3 hours	33.9%	1,292
4-6 hours	19.3%	734
7-8 hours	6.5%	246
More than 8 hours	10.4%	395

**Totals: 3,807**

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	11.5%	438
Under 1 hour	8.8%	334
1 hour	14.9%	566
2-3 hours	38.8%	1,476
4-6 hours	15.5%	589
7-8 hours	4.8%	181
More than 8 hours	5.9%	223

Totals: 3,807

### 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 %	402 10.6%	2,099 55.1%	830 21.8%	202 5.3%	274 7.2%	3,807
Watching online video (ex. YouTube, Netflix, etc.) Count Row %	216 5.7%	1,955 51.4%	1,114 29.3%	273 7.2%	249 6.5%	3,807
Reading a daily newspaper (print or online) Count Row %	469 12.3%	2,272 59.7%	641 16.8%	151 4.0%	274 7.2%	3,807
Consuming (listening to or watching) podcasts Count Row %	1,145 30.1%	655 17.2%	792 20.8%	454 11.9%	761 20.0%	3,807
Playing word games ONLINE (i.e. Wordle, Spelling Bee, online crossword puzzles, etc.) Count Row %	1,686 44.3%	1,379 36.2%	241 6.3%	128 3.4%	373 9.8%	3,807
Reading online newsletters that provide local news coverage on the area/region in which you live Count Row %	495 13.0%	1,670 43.9%	1,033 27.1%	270 7.1%	339 8.9%	3,807
<b>Totals</b> Total Responses						3807

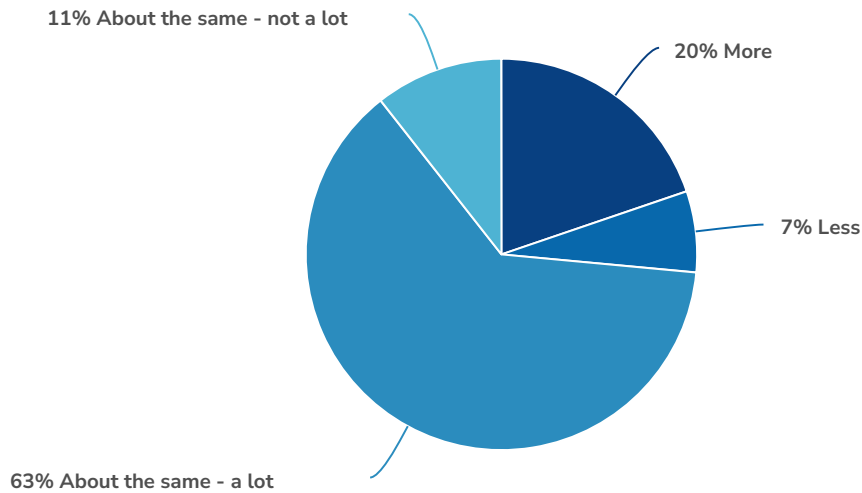
4. Below is a list of statements about PUBLIC RADIO. For each, please tell us if it is a MAIN reason why you listen to public radio, a SECONDARY reason, or NO REASON at all.

	Main Reason	Secondary Reason	No Reason at All	Responses
I want to be informed about what's going on in the news Count Row %	1,976 54.0%	1,178 32.2%	502 13.7%	3,656
I want a deeper perspective into the news Count Row %	1,864 51.0%	1,127 30.8%	665 18.2%	3,656
The presentation is calm Count Row %	1,251 34.2%	1,477 40.4%	928 25.4%	3,656
It has fewer ads compared to commercial radio Count Row %	2,238 61.2%	1,123 30.7%	295 8.1%	3,656
I like particular shows or hosts on public radio Count Row %	2,565 70.2%	891 24.4%	200 5.5%	3,656
Public radio makes me smarter Count Row %	1,379 37.7%	1,349 36.9%	928 25.4%	3,656
Public radio needs my support Count Row %	1,824 49.9%	1,389 38.0%	443 12.1%	3,656
I want to discover new music/new artists Count Row %	1,912 52.3%	1,239 33.9%	505 13.8%	3,656
I like being surprised by the music that's coming up next Count Row %	1,797 49.2%	1,218 33.3%	641 17.5%	3,656

	Main Reason	Secondary Reason	No Reason at All	Responses
It keeps me company Count Row %	890 24.3%	1,589 43.5%	1,177 32.2%	3,656
I like to work with the radio on Count Row %	1,106 30.3%	1,318 36.1%	1,232 33.7%	3,656
I hear music I don't get anywhere else Count Row %	2,632 72.0%	696 19.0%	328 9.0%	3,656
I want to be informed if there's an emergency Count Row %	1,046 28.6%	1,603 43.8%	1,007 27.5%	3,656
I'm in the habit of listening Count Row %	1,535 42.0%	1,459 39.9%	662 18.1%	3,656
I enjoy learning about new things Count Row %	2,266 62.0%	1,199 32.8%	191 5.2%	3,656
The programming is more trustworthy and objective Count Row %	2,478 67.8%	811 22.2%	367 10.0%	3,656
I like that it's listener-supported Count Row %	2,316 63.3%	1,099 30.1%	241 6.6%	3,656
Public radio respects my intelligence Count Row %	2,103 57.5%	1,075 29.4%	478 13.1%	3,656
Public radio presents a balance of perspectives Count Row %	1,900 52.0%	1,202 32.9%	554 15.2%	3,656
Breaking news alerts Count Row %	797 21.8%	1,648 45.1%	1,211 33.1%	3,656

	Main Reason	Secondary Reason	No Reason at All	Responses
To listen to music that is curated/chosen by radio programmers/hosts Count Row %	2,434 66.6%	901 24.6%	321 8.8%	3,656
I hear different voices and perspectives Count Row %	2,017 55.2%	1,288 35.2%	351 9.6%	3,656
The music provides a break from the news Count Row %	1,482 40.5%	1,281 35.0%	893 24.4%	3,656
To hear my favorite music Count Row %	1,688 46.2%	1,321 36.1%	647 17.7%	3,656
I want to know about events happening in my community Count Row %	1,685 46.1%	1,634 44.7%	337 9.2%	3,656
I want to hear news and information about my local area Count Row %	1,784 48.8%	1,483 40.6%	389 10.6%	3,656
<b>Totals</b> Total Responses				3656

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	19.8%	723
Less	6.7%	244
About the same - a lot	63.0%	2,302
About the same - not a lot	10.6%	387

Totals: 3,656

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:



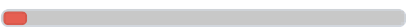
	Main Reason	Secondary Reason	No Reason at All	Responses
A lifestyle change (less time, job change, working from home, personal reasons) Count Row %	89 36.5%	44 18.0%	111 45.5%	244
Listening more to non-radio sources (Spotify, SiriusXM, podcasts, my own music, smart speakers, etc.) Count Row %	93 38.1%	47 19.3%	104 42.6%	244
The news gets repetitive on public radio Count Row %	33 13.5%	66 27.0%	145 59.4%	244
The news gets depressing Count Row %	66 27.0%	63 25.8%	115 47.1%	244
There's too much bias in public radio programs Count Row %	37 15.2%	17 7.0%	190 77.9%	244
Spending more time consuming podcasts Count Row %	36 14.8%	45 18.4%	163 66.8%	244
Spending less time in a car Count Row %	70 28.7%	56 23.0%	118 48.4%	244
I'm getting more of my news in other ways (ex: web, text, social media, etc.) Count Row %	80 32.8%	58 23.8%	106 43.4%	244
I am burned out on the news and need a break Count Row %	66 27.0%	66 27.0%	112 45.9%	244

	Main Reason	Secondary Reason	No Reason at All	Responses
Fundraising drives				
Count	16	74	154	244
Row %	6.6%	30.3%	63.1%	
I have more audio options to listen to in the car				
Count	57	61	126	244
Row %	23.4%	25.0%	51.6%	
The current political climate				
Count	77	53	114	244
Row %	31.6%	21.7%	46.7%	
The quality of public radio news programming has slipped				
Count	50	42	152	244
Row %	20.5%	17.2%	62.3%	
<b>Totals</b>				
Total Responses				244

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: 72.6

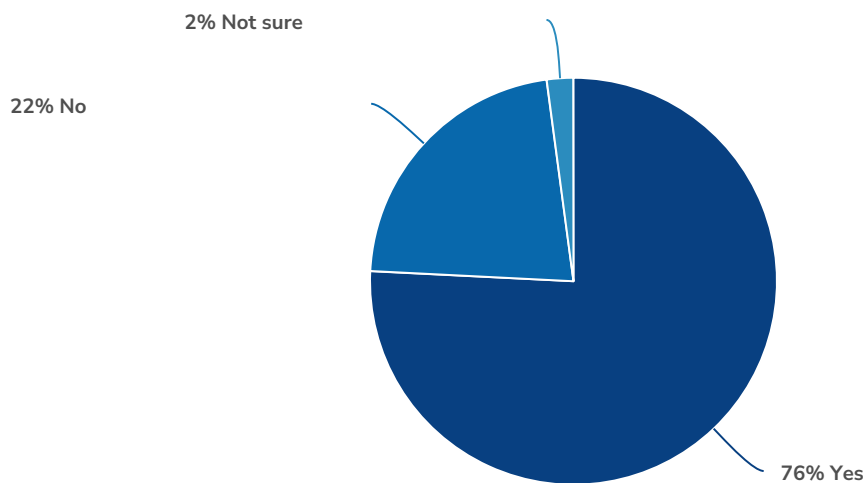


Promoters		79.2%	3,015
Passives		14.2%	541
Detractors		6.6%	250

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**Totals: 3,806**

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



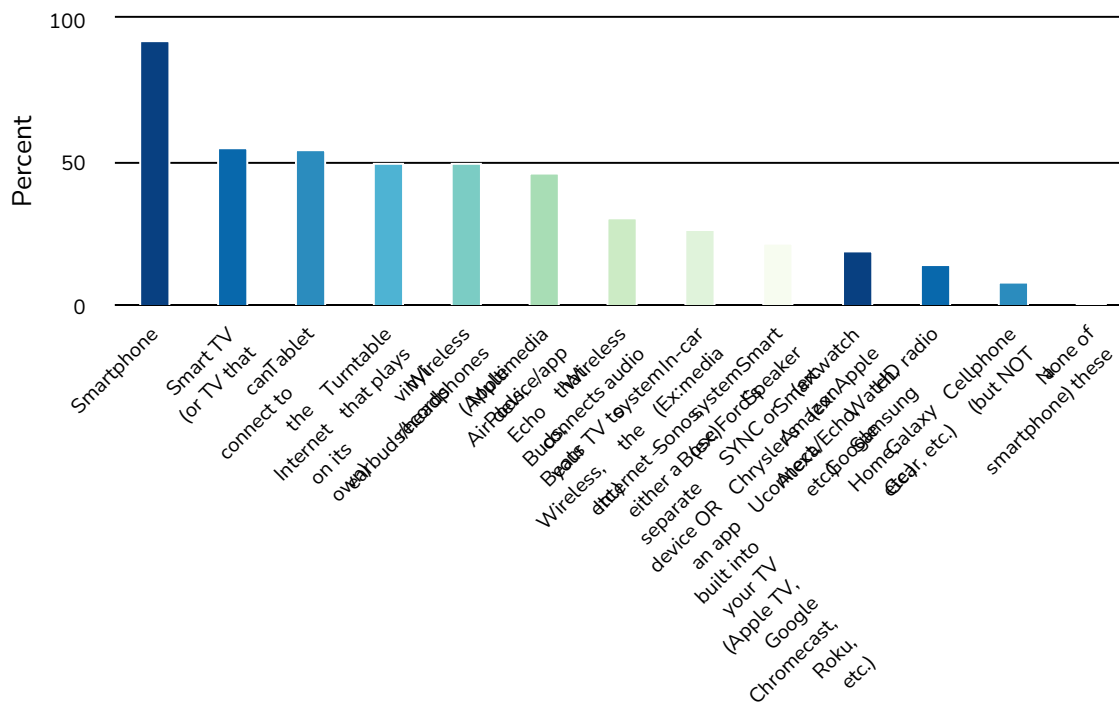
Value	Percent	Responses
Yes	75.8%	2,886
No	22.1%	842
Not sure	2.1%	79

**Totals: 3,807**

9. 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!

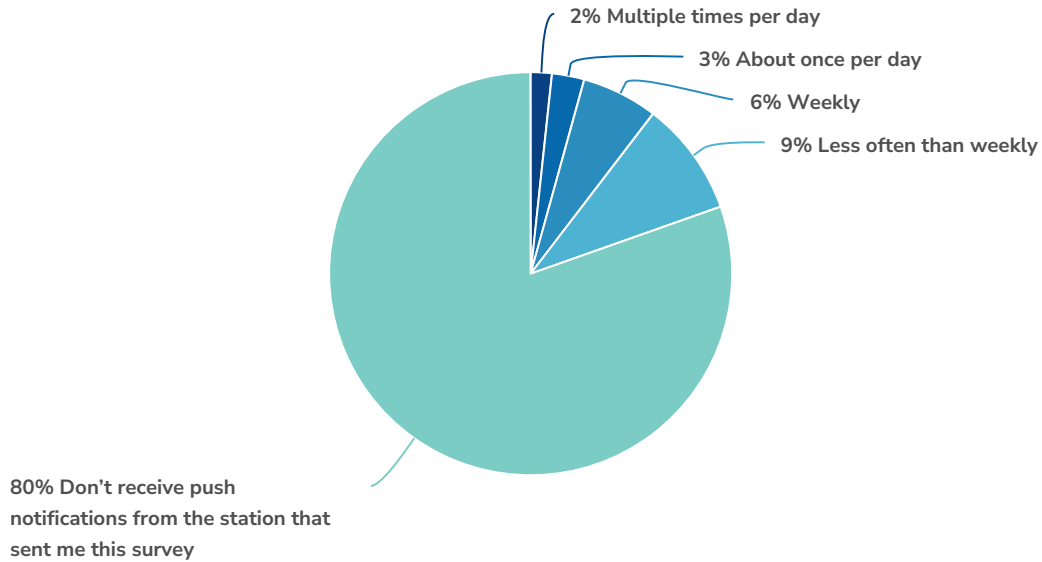
Item	Average	Min	Max	StdDev	Sum	Total Responses
A regular AM/FM radio at home/work/school	33.9	0.0	100.0	32.7	91,565.0	2,704
A regular AM/FM radio in a vehicle	35.9	0.0	100.0	30.2	118,399.0	3,298
This station's stream on a computer	22.8	0.0	100.0	28.3	61,665.0	2,699
This station's stream on a mobile phone/tablet/dashboard	19.2	0.0	100.0	25.9	46,254.0	2,412
This station's podcasts or on-demand content	11.6	0.0	100.0	21.1	23,637.0	2,044
NPR apps	4.0	0.0	100.0	11.2	7,312.0	1,819
This station's stream on a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	8.3	0.0	100.0	19.9	15,664.0	1,884
This station's stream on a Smart TV	3.9	0.0	100.0	14.9	6,889.0	1,753
Other	6.9	0.0	100.0	21.1	9,315.0	1,344

10. 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	92.6% 	3,525
Smart TV (or TV that can connect to the Internet on its own)	55.3% 	2,105
Tablet	54.6% 	2,080
Turntable that plays vinyl records	49.7% 	1,893
Wireless earbuds/headphones (Apple AirPods, Echo Buds, Beats Wireless, etc.)	49.6% 	1,888
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.)	46.2% 	1,759
Wireless audio system (Ex: Sonos, Bose)	30.8% 	1,172
In-car media system (ex: Ford's SYNC or Chrysler's Uconnect, etc.)	26.3% 	1,001
Smart Speaker (ex: Amazon Alexa/Echo, Google Home, etc.)	22.1% 	842
Smartwatch (ex: Apple Watch, Samsung Galaxy Gear, etc.)	18.8% 	714
HD radio	14.6% 	556
Cellphone (but NOT a smartphone)	8.1% 	307
None of these	0.6% 	23

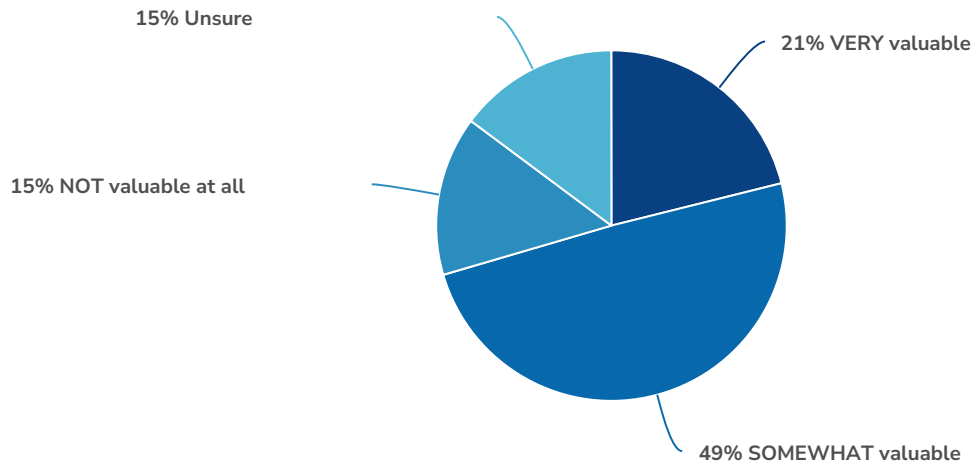
11. How often do you receive/use push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY that connects you to a news story or headline?



Value	Percent	Responses
Multiple times per day	1.7%	66
About once per day	2.6%	98
Weekly	6.1%	232
Less often than weekly	9.2%	352
Don't receive push notifications from the station that sent me this survey	80.4%	3,059

Totals: 3,807

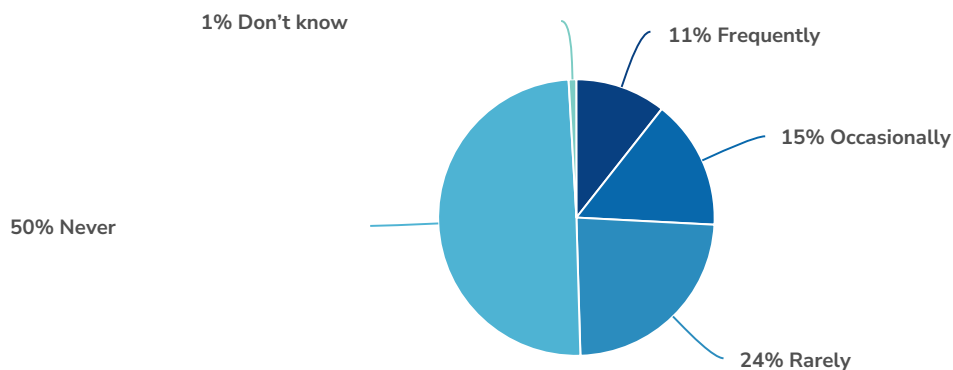
12. How VALUABLE do you find news story/headline push notifications on your mobile device from THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
VERY valuable	21.1%	158
SOMEWHAT valuable	49.3%	369
NOT valuable at all	14.7%	110
Unsure	14.8%	111

Totals: 748

13. 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	10.6%	224
Occasionally	15.2%	321
Rarely	23.7%	499
Never	49.5%	1,042
Don't know	0.9%	19

Totals: 2,105

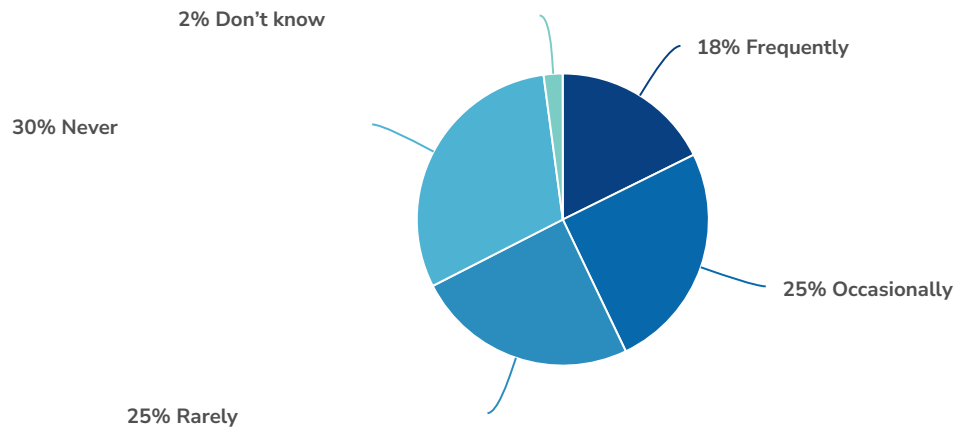
14. How much do you agree or disagree with each of the following statements? If you're not sure or the statement doesn't apply, click "Don't know."

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
One of radio's primary advantages is its local feel Count Row %	1,972 51.8%	1,446 38.0%	306 8.0%	34 0.9%	12 0.3%	37 1.0%	3,807
As a result of the current political climate, I'm providing increased support to public radio Count Row %	1,441 37.9%	1,405 36.9%	638 16.8%	198 5.2%	85 2.2%	40 1.1%	3,807
I find myself spending less time with public radio because I increasingly need a break from the news Count Row %	144 3.8%	542 14.2%	902 23.7%	1,397 36.7%	720 18.9%	102 2.7%	3,807
THE STATION THAT SENT ME THIS SURVEY is well connected to the local community Count Row %	2,224 58.4%	1,225 32.2%	210 5.5%	49 1.3%	18 0.5%	81 2.1%	3,807
I really feel a sense of connection to THE STATION THAT SENT ME THIS SURVEY Count Row %	2,079 54.6%	1,347 35.4%	298 7.8%	51 1.3%	16 0.4%	16 0.4%	3,807

	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 %	1,732 45.5%	1,624 42.7%	332 8.7%	50 1.3%	26 0.7%	43 1.1%	3,807
I am tuning into music radio stations more often than in the past to take a break from the news Count Row %	529 13.9%	952 25.0%	1,109 29.1%	832 21.9%	328 8.6%	57 1.5%	3,807
I would like to see THE STATION THAT SENT ME THIS SURVEY be more visible in my community Count Row %	1,022 26.8%	1,260 33.1%	1,209 31.8%	134 3.5%	32 0.8%	150 3.9%	3,807
The same public radio news stories/topics repeat too often on the same day Count Row %	127 3.3%	609 16.0%	1,454 38.2%	1,021 26.8%	228 6.0%	368 9.7%	3,807
I often don't agree with the political viewpoints of THE STATION THAT SENT ME THIS SURVEY Count Row %	91 2.4%	173 4.5%	661 17.4%	1,233 32.4%	1,460 38.4%	189 5.0%	3,807

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Responses
More and more, I'm using social media to read/discover news stories	275 7.2%	810 21.3%	668 17.5%	811 21.3%	1,206 31.7%	37 1.0%	3,807
Count							
Row %							
<b>Totals</b>							
Total Responses							3807

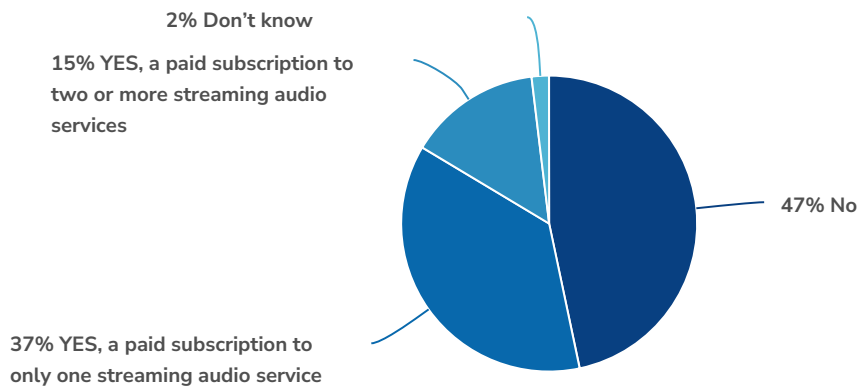
15. How often do you “time-shift” radio programming – that is, listening to program content on-demand so you can listen whenever it’s convenient?



Value	Percent	Responses
Frequently	17.7%	672
Occasionally	25.2%	958
Rarely	24.6%	937
Never	30.4%	1,159
Don't know	2.1%	81

Totals: 3,807

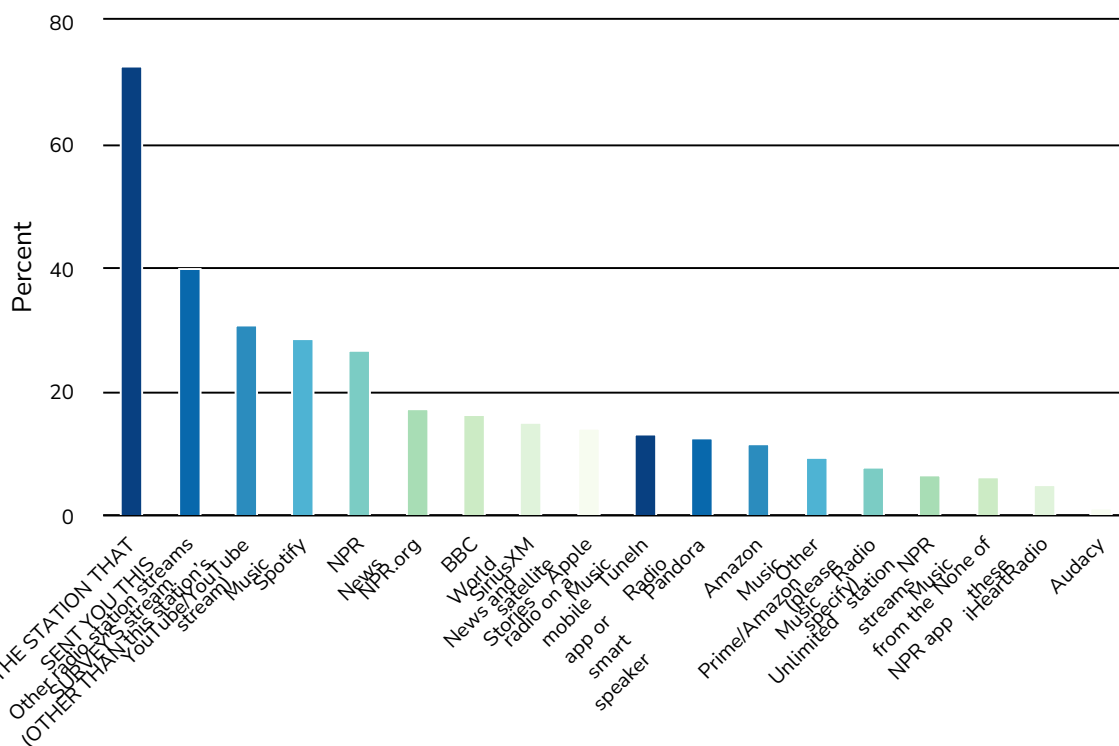
16. Do you personally or does someone else in your household pay to subscribe to any streaming AUDIO services (Spotify Premium, Pandora Plus/Premium, Apple Music paid subscription, Amazon Music Prime, etc.)? (If you or someone else in your household received a promotional subscription, but do NOT currently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



Value	Percent	Responses
No	46.7%	1,777
YES, a paid subscription to only one streaming audio service	36.9%	1,406
YES, a paid subscription to two or more streaming audio services	14.5%	551
Don't know	1.9%	73

Totals: 3,807

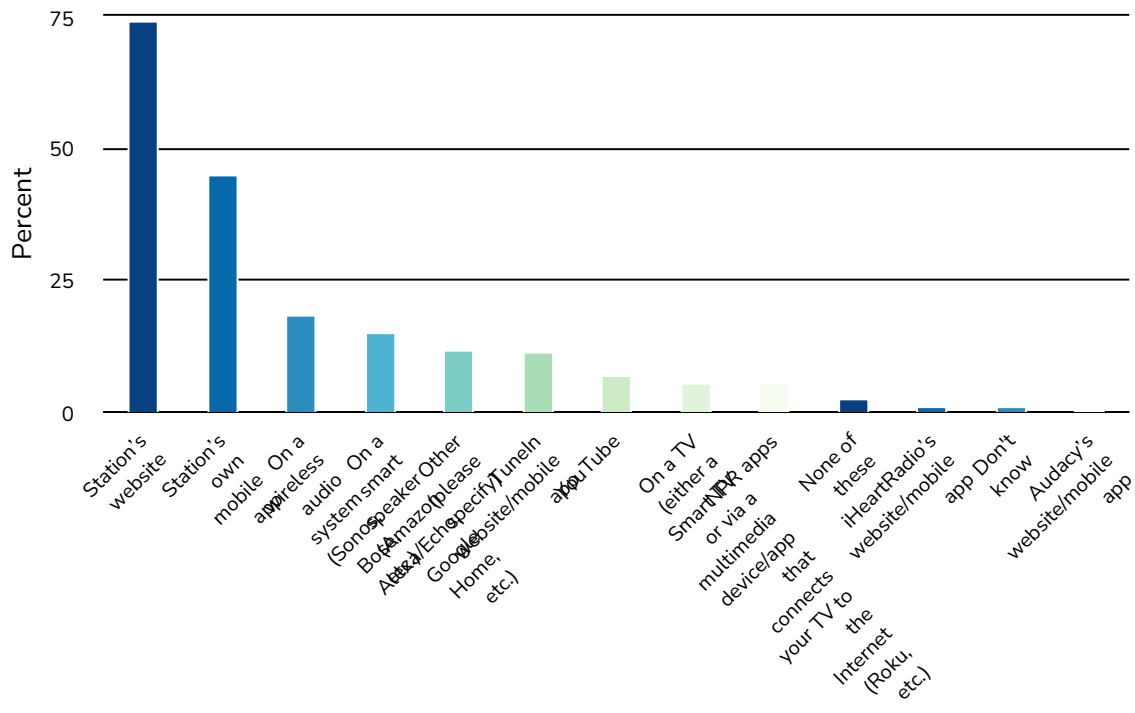
17. Whether you subscribe to them or not, which of the following streaming AUDIO services do you listen to at least weekly? (MARK ALL THAT APPLY)



Value	Percent	Responses
THE STATION THAT SENT YOU THIS SURVEY'S stream	72.7%	2,277
Other radio station streams (OTHER THAN this station's stream)	40.1%	1,255
YouTube/YouTube Music	31.0%	972
Spotify	28.7%	899
NPR News	26.9%	841
NPR.org	17.3%	542
BBC World News and Stories	16.4%	514
SiriusXM satellite radio on a mobile app or smart speaker	15.1%	474

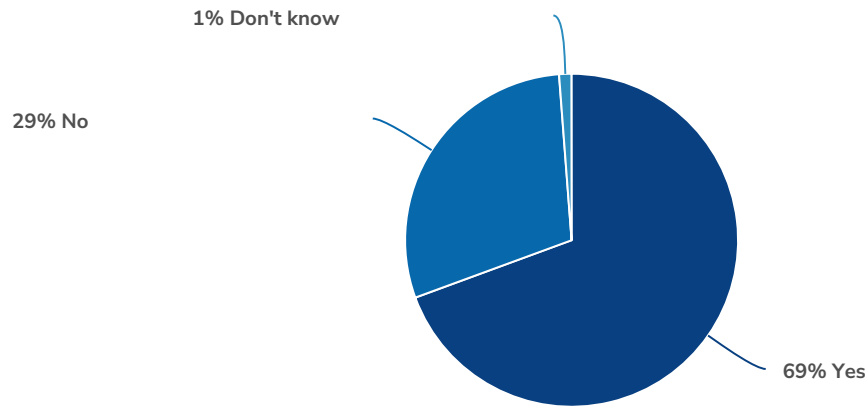
Value	Percent	Responses
Apple Music	14.1%	440
TuneIn Radio	13.3%	415
Pandora	12.7%	399
Amazon Music Prime/Amazon Music Unlimited	11.6%	363
Other (please specify)	9.5%	299
Radio station streams from the NPR app	7.8%	244
NPR Music	6.6%	208
None of these	6.2%	193
iHeartRadio	5.1%	159
Audacy	1.3%	40

18. 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	74.2%	1,689
Station's own mobile app	44.9%	1,023
On a wireless audio system (Sonos, Bose, etc.)	18.4%	418
On a smart speaker (Amazon Alexa/Echo, Google Home, etc.)	15.2%	346
Other (please specify)	11.8%	269
TuneIn website/mobile app	11.5%	261
YouTube	7.1%	162
On a TV (either a Smart TV or via a multimedia device/app that connects your TV to the Internet (Roku, etc.)	5.6%	128
NPR apps	5.5%	125
None of these	2.6%	60
iHeartRadio's website/mobile app	1.0%	23
Don't know	1.0%	23
Audacy's website/mobile app	0.3%	7

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



Value	Percent	Responses
Yes	69.4%	2,642
No	29.4%	1,121
Don't know	1.2%	44

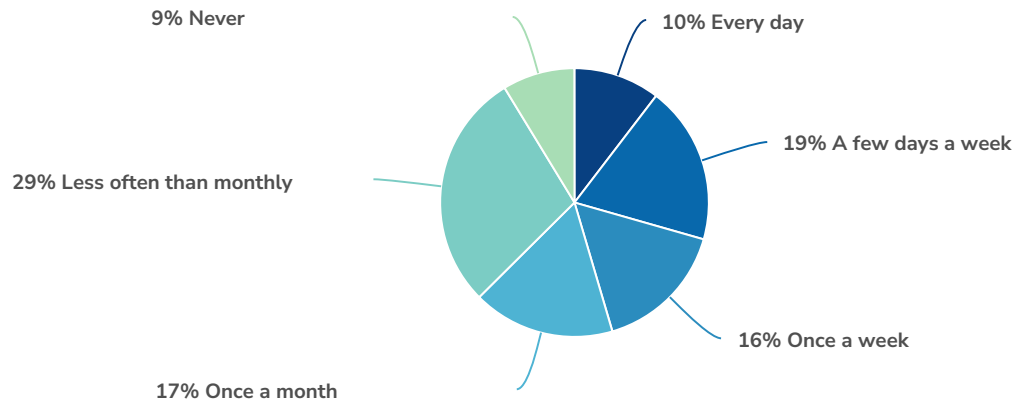
Totals: 3,807

20. 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 %	152 5.8%	177 6.7%	1,262 47.8%	406 15.4%	418 15.8%	227 8.6%	2,642
LinkedIn Count Row %	617 23.4%	278 10.5%	120 4.5%	281 10.6%	664 25.1%	682 25.8%	2,642
X (formerly known as Twitter) Count Row %	1,544 58.4%	497 18.8%	93 3.5%	63 2.4%	144 5.5%	301 11.4%	2,642
Pinterest Count Row %	1,654 62.6%	115 4.4%	62 2.3%	96 3.6%	319 12.1%	397 15.0%	2,643
Instagram Count Row %	867 32.8%	95 3.6%	651 24.6%	318 12.0%	383 14.5%	328 12.4%	2,642
Snapchat Count Row %	2,193 83.0%	148 5.6%	36 1.4%	33 1.2%	68 2.6%	165 6.2%	2,643
Reddit Count Row %	1,884 71.3%	39 1.5%	183 6.9%	156 5.9%	234 8.9%	146 5.5%	2,642
WhatsApp Count Row %	1,144 43.3%	94 3.6%	192 7.3%	256 9.7%	605 22.9%	351 13.3%	2,642
Facebook Messenger Count Row %	552 20.9%	121 4.6%	434 16.4%	498 18.8%	766 29.0%	272 10.3%	2,643



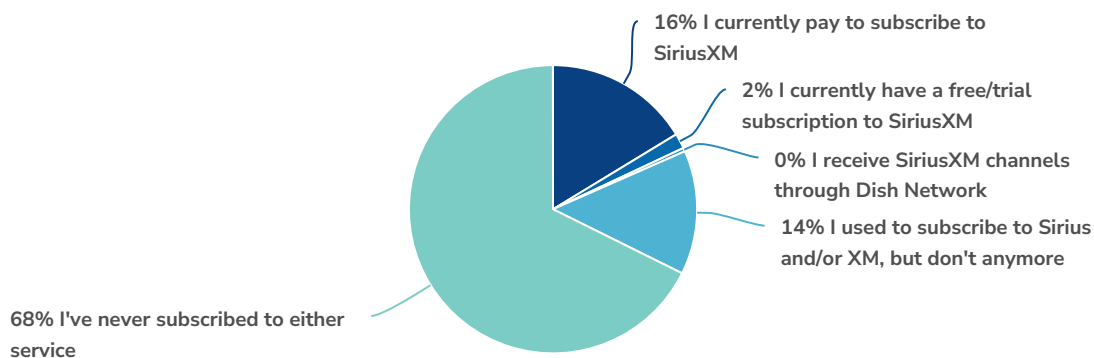
## 21. How often do you visit the website of THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
Every day	10.4%	396
A few days a week	19.0%	724
Once a week	16.0%	610
Once a month	17.1%	651
Less often than monthly	28.7%	1,094
Never	8.7%	332

**Totals: 3,807**

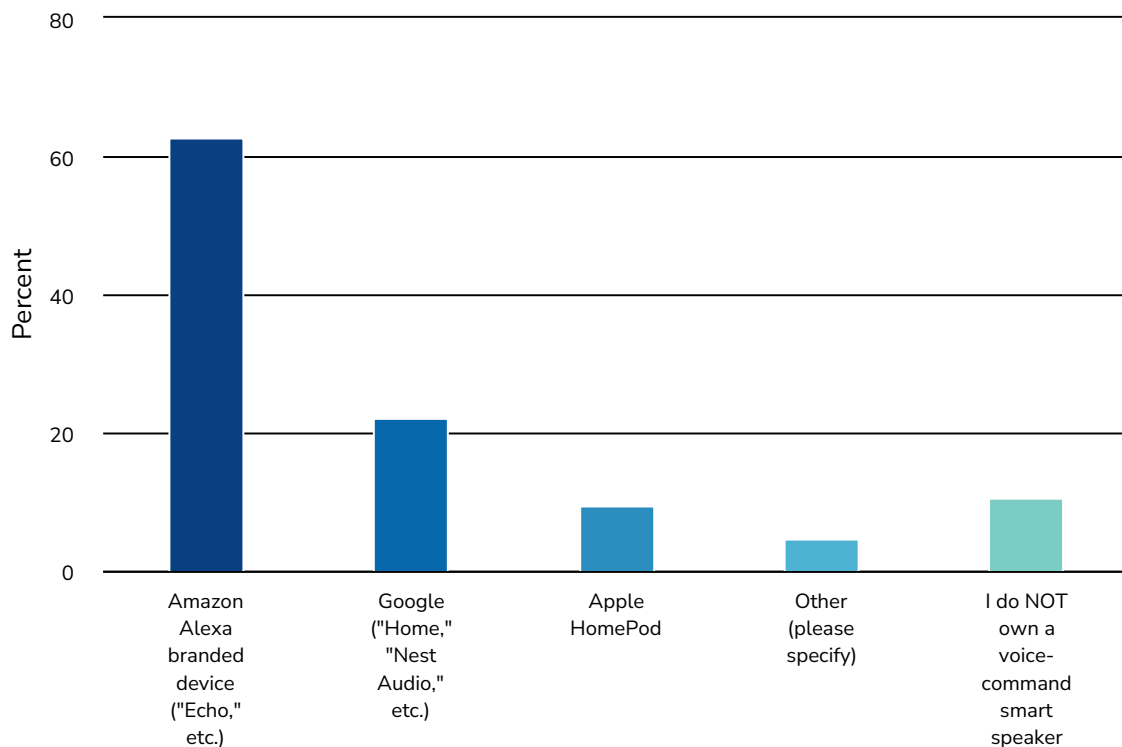
## 22. Which statement best describes your personal situation with satellite radio?



Value	Percent	Responses
I currently pay to subscribe to SiriusXM	16.3%	621
I currently have a free/trial subscription to SiriusXM	1.7%	66
I receive SiriusXM channels through Dish Network	0.4%	14
I used to subscribe to Sirius and/or XM, but don't anymore	13.9%	531
I've never subscribed to either service	67.6%	2,575

Totals: 3,807

23. 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)

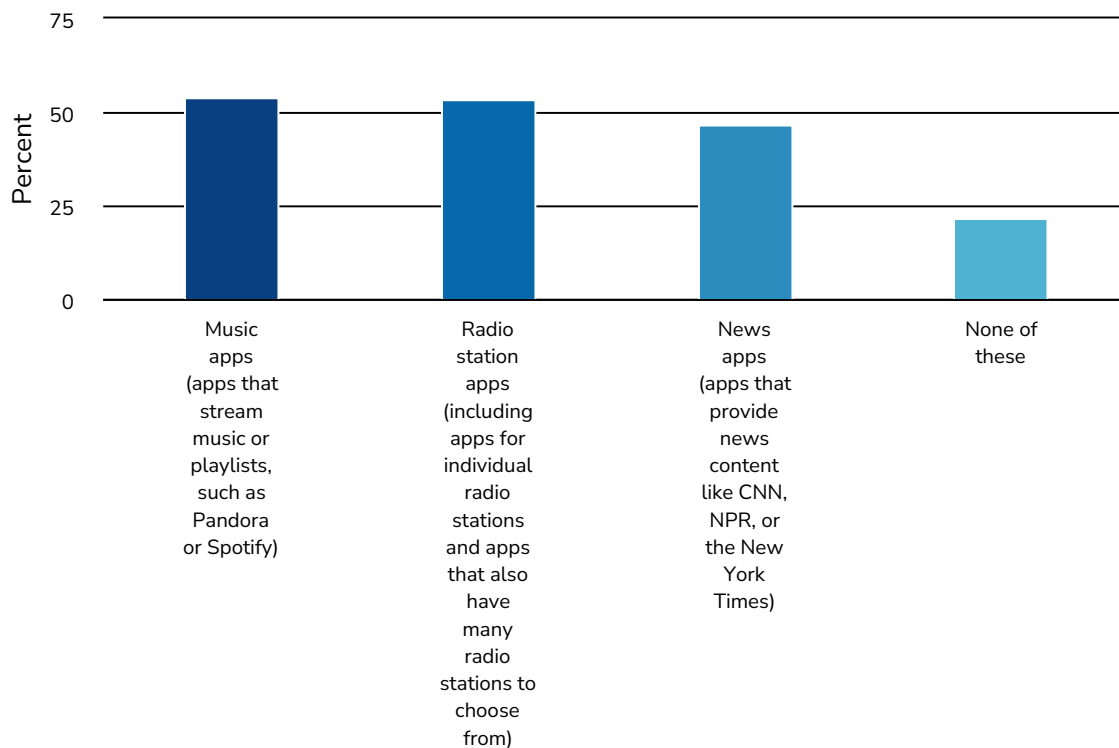


Value	Percent	Responses
Amazon Alexa branded device ("Echo," etc.)	62.7%	528
Google ("Home," "Nest Audio," etc.)	22.3%	188
Apple HomePod	9.5%	80
Other (please specify)	4.8%	40
I do NOT own a voice-command smart speaker	10.6%	89

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

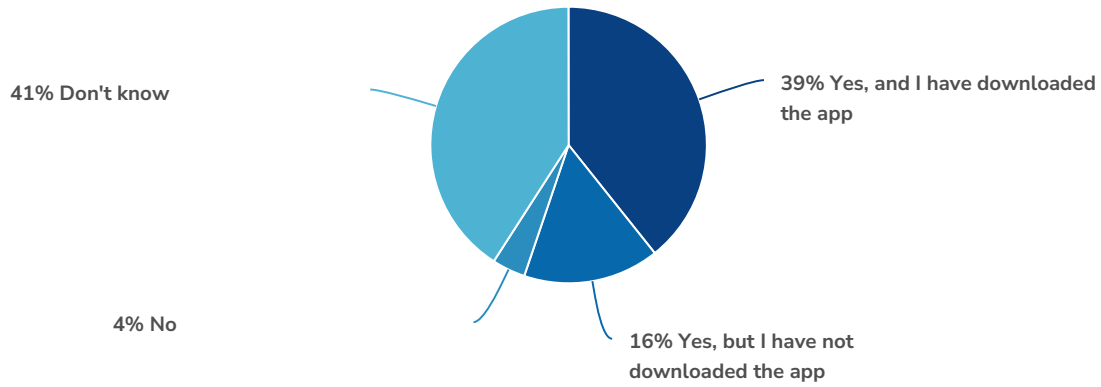
	Frequently	Occasionally	Rarely	Never	Responses
Hear weather updates Count Row %	169 22.4%	184 24.4%	138 18.3%	262 34.8%	753
Listen to an AM/FM radio station Count Row %	312 41.4%	180 23.9%	103 13.7%	158 21.0%	753
Listen to music from a streaming service (Pandora, Amazon Music, Apple Music, etc.) Count Row %	305 40.5%	218 29.0%	87 11.6%	143 19.0%	753
Listen to SiriusXM satellite radio Count Row %	66 8.8%	55 7.3%	54 7.2%	578 76.8%	753
Listen to podcasts Count Row %	77 10.2%	132 17.5%	188 25.0%	356 47.3%	753
Set a timer Count Row %	258 34.3%	161 21.4%	91 12.1%	243 32.3%	753
Use as an alarm Count Row %	173 23.0%	140 18.6%	93 12.4%	347 46.1%	753
Access your calendar Count Row %	40 5.3%	47 6.2%	101 13.4%	565 75.0%	753
Control smart home devices, such as turning on the lights Count Row %	163 21.6%	49 6.5%	57 7.6%	484 64.3%	753
Listen to newscasts Count Row %	119 15.8%	163 21.6%	138 18.3%	333 44.2%	753
<b>Totals</b> Total Responses					753

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



Value	Percent	Responses
Music apps (apps that stream music or playlists, such as Pandora or Spotify)	54.1% 	1,965
Radio station apps (including apps for individual radio stations and apps that also have many radio stations to choose from)	53.4% 	1,937
News apps (apps that provide news content like CNN, NPR, or the New York Times)	46.9% 	1,702
None of these	21.7% 	786

26. 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	39.3%	1,425
Yes, but I have not downloaded the app	15.9%	577
No	3.9%	142
Don't know	40.9%	1,486

Totals: 3,630

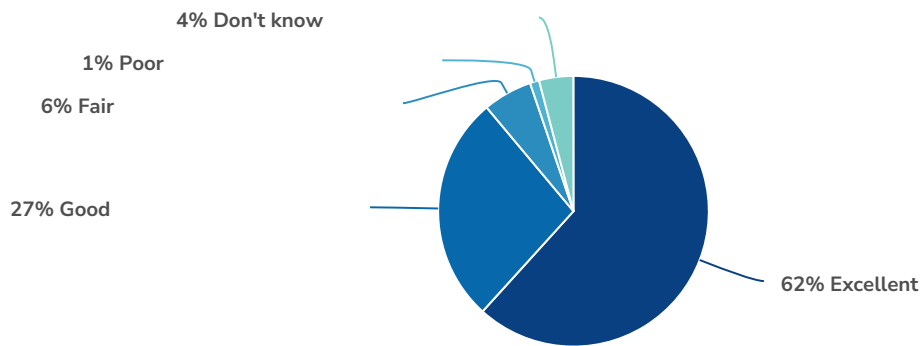
27. How often do you use the following features on THE STATION THAT SENT YOU THIS SURVEY'S app? If it doesn't provide a feature or you're not sure, click NA.

	Frequently	Occasionally	Rarely	Never	NA	Responses
Listening to the station's audio stream Count Row %	765 53.6%	431 30.2%	139 9.7%	61 4.3%	31 2.2%	1,427
Listening to podcasts Count Row %	55 3.9%	202 14.2%	280 19.6%	671 47.0%	219 15.3%	1,427
Watching video Count Row %	16 1.1%	75 5.3%	181 12.7%	793 55.6%	362 25.4%	1,427
Social media (sharing, etc.) Count Row %	60 4.2%	127 8.9%	180 12.6%	802 56.2%	258 18.1%	1,427
News stories, newsfeed Count Row %	197 13.8%	297 20.8%	274 19.2%	438 30.7%	221 15.5%	1,427
Make a donation Count Row %	345 24.2%	419 29.4%	175 12.3%	388 27.2%	100 7.0%	1,427

**Totals**

Total Responses 1427

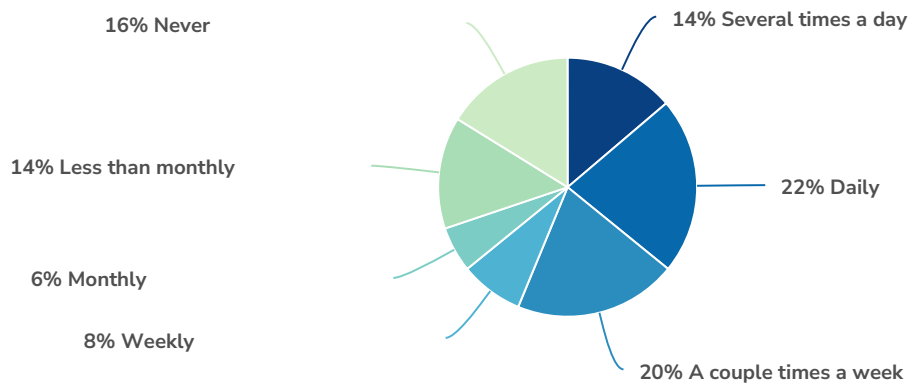
28. Overall, how would you rate THE STATION THAT SENT YOU THIS SURVEY'S app?



Value	Percent	Responses
Excellent	61.8%	881
Good	27.2%	388
Fair	5.9%	84
Poor	1.1%	15
Don't know	4.1%	58

Totals: 1,426

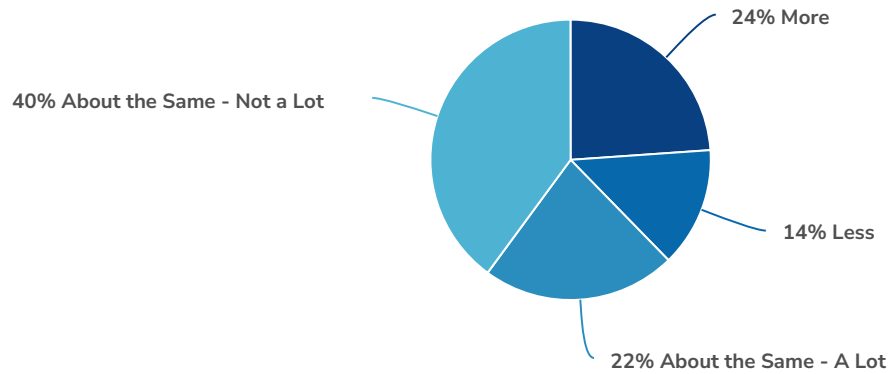
29. Many platforms (including social media) post short videos about all sorts of things (news and events, entertainment, DIY, comedy, pop culture, etc.). How often do you watch short videos when you're online, using a mobile phone, etc.?



Value	Percent	Responses
Several times a day	13.8%	524
Daily	22.1%	842
A couple times a week	20.4%	775
Weekly	7.9%	301
Monthly	5.7%	216
Less than monthly	14.0%	533
Never	16.2%	616

Totals: 3,807

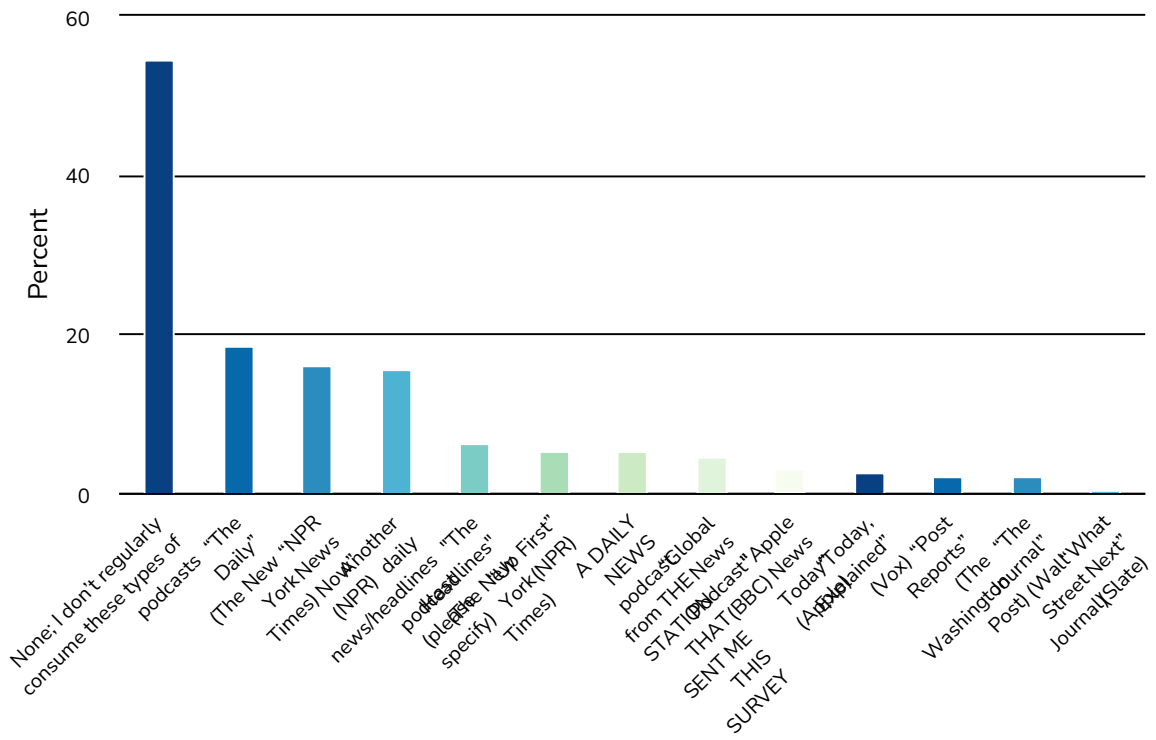
30. Earlier you mentioned you consume podcasts. In the past year, would you say you're consuming podcasts, more, less, or about the same?



Value	Percent	Responses
More	23.9%	455
Less	13.8%	262
About the Same - A Lot	22.4%	425
About the Same - Not a Lot	39.9%	759

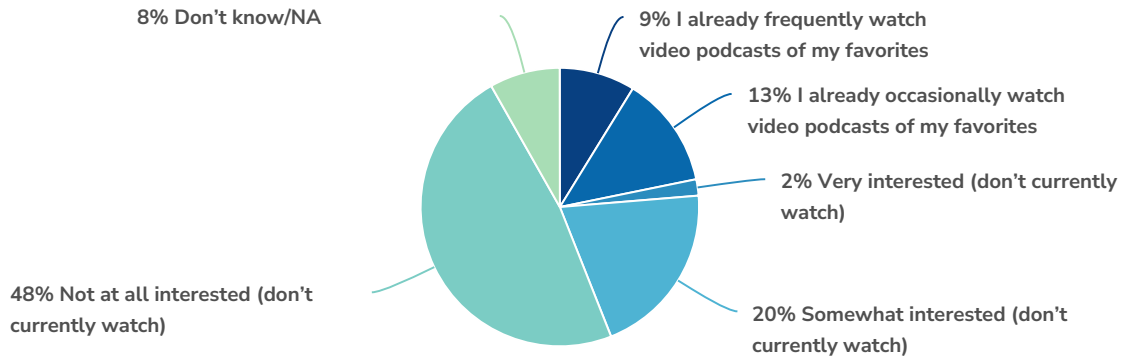
Totals: 1,901

31. 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	54.6%	1,037
"The Daily" (The New York Times)	18.6%	353
"NPR News Now" (NPR)	16.2%	308
Another daily news/headlines podcast (please specify)	15.7%	298
"The Headlines" (The New York Times)	6.4%	122
"Up First" (NPR)	5.3%	101
A DAILY NEWS podcast from THE STATION THAT SENT ME THIS SURVEY	5.3%	101
"Global News Podcast" (BBC)	4.7%	89
"Apple News Today" (Apple)	3.2%	61
"Today, Explained" (Vox)	2.7%	51
"Post Reports" (The Washington Post)	2.3%	44
"The Journal" (Wall Street Journal)	2.3%	44
"What Next" (Slate)	0.4%	8

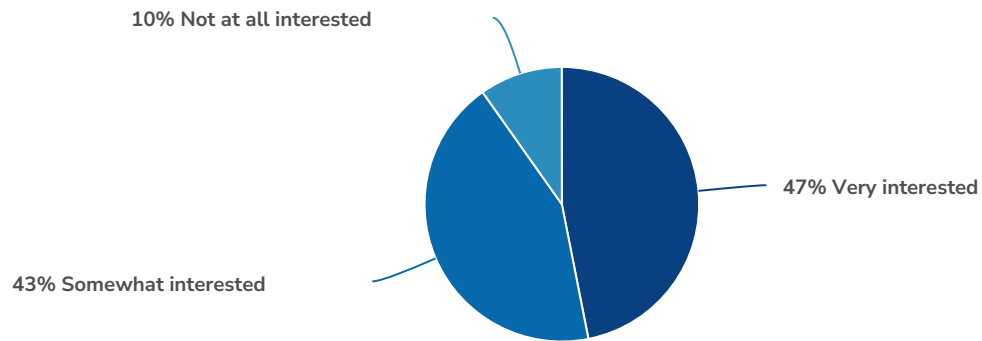
### 32. How interested are you in watching a video version on YouTube of your favorite podcasts you listen to now?



Value	Percent	Responses
I already frequently watch video podcasts of my favorites	8.8%	168
I already occasionally watch video podcasts of my favorites	13.0%	248
Very interested (don't currently watch)	1.9%	36
Somewhat interested (don't currently watch)	20.3%	386
Not at all interested (don't currently watch)	47.8%	908
Don't know/NA	8.2%	155

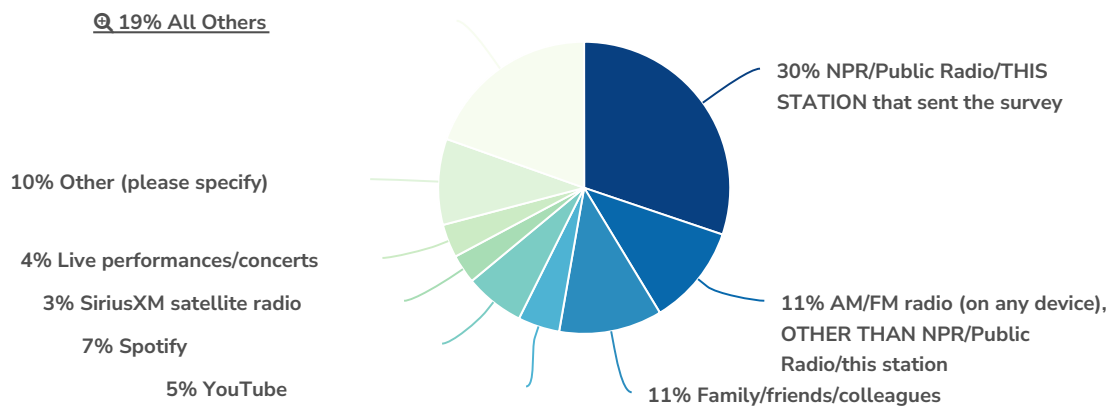
Totals: 1,901

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



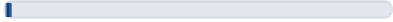
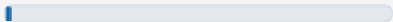
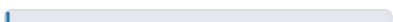
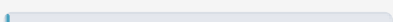
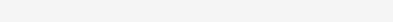

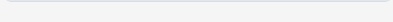
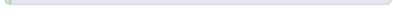
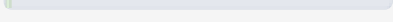
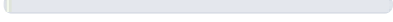
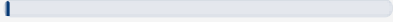
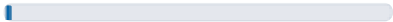
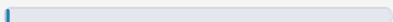
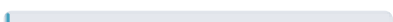
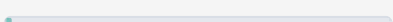

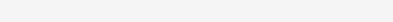
Value	Percent	Responses
Very interested	46.9%	1,786
Somewhat interested	43.3%	1,648
Not at all interested	9.8%	373
		<b>Totals: 3,807</b>

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



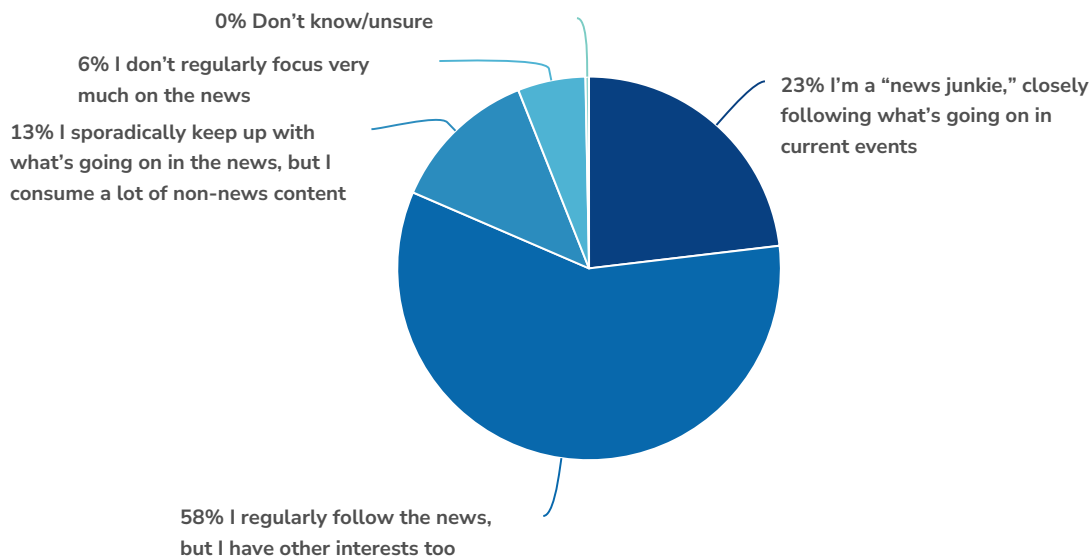
Value	Percent	Responses
NPR/Public Radio/THIS STATION that sent the survey	30.1%	1,035
AM/FM radio (on any device), OTHER THAN NPR/Public Radio/this station	11.1%	382
Family/friends/colleagues	11.4%	393
YouTube	4.6%	159
Spotify	6.6%	228
SiriusXM satellite radio	3.2%	109
Live performances/concerts	3.7%	128
Other (please specify)	9.5%	326

Totals: 3,434

Value	Percent	Responses
NPR Music		1.9% 66
NPR Tiny Desk Concerts		1.9% 65
Television shows		1.3% 44
Music competition shows on TV ("American Idol," "The Voice," etc.)		0.3% 9
Movies		0.4% 14
Apple Music/Beats 1		1.6% 55
YouTube Music		2.2% 74
Music magazines & other print publications		1.6% 56
Pandora		2.3% 79
iHeartRadio		0.1% 5
Facebook		1.8% 63
Shazam		0.6% 22
X (formerly known as Twitter)		0.2% 7
Band/artist websites		1.5% 50
Amazon Music Prime/Amazon Music Unlimited		1.0% 36
TikTok		0.4% 14
Reddit		0.4% 15

Totals: 3,434

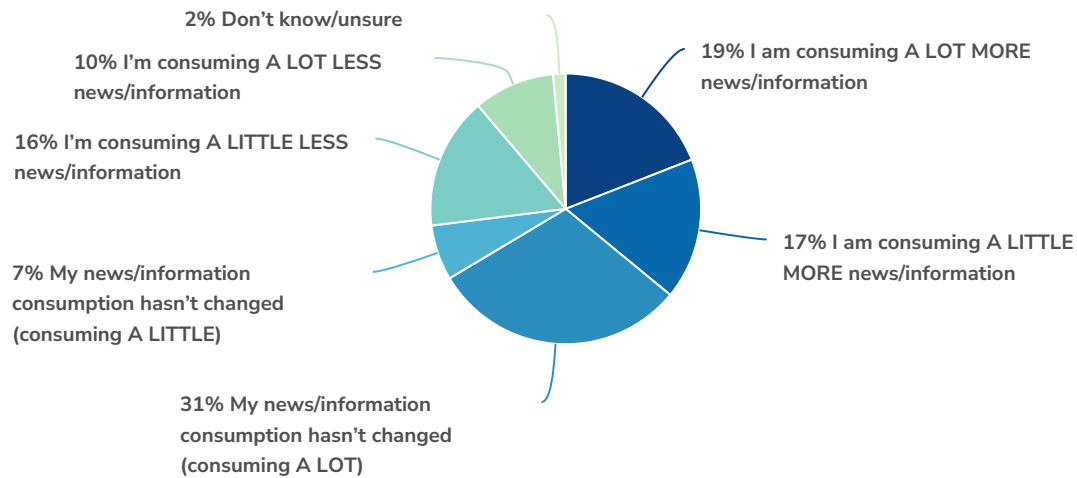
35. Which of the following statements best describes how much you are “into” news/information (including politics, national news, international news, local news, information about the arts and culture, or information about what’s happening in your city/town, etc.)?



Value	Percent	Responses
I'm a "news junkie," closely following what's going on in current events	23.1%	880
I regularly follow the news, but I have other interests too	58.3%	2,221
I sporadically keep up with what's going on in the news, but I consume a lot of non-news content	12.5%	476
I don't regularly focus very much on the news	5.7%	217
Don't know/unsure	0.3%	13

Totals: 3,807

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



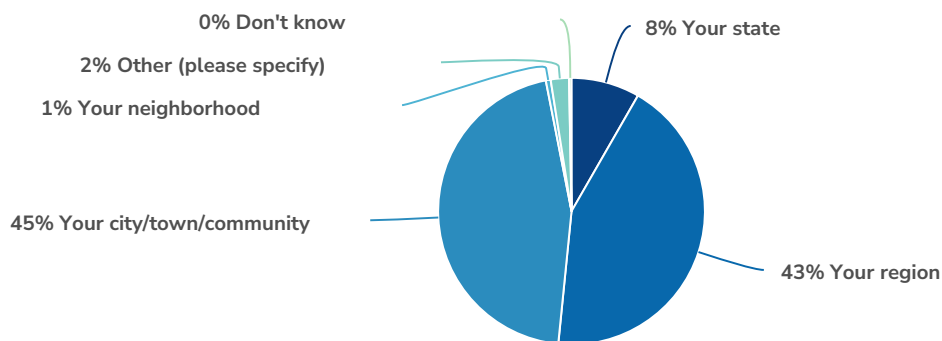
Value	Percent	Responses
I am consuming A LOT MORE news/information	19.1%	682
I am consuming A LITTLE MORE news/information	16.9%	604
My news/information consumption hasn't changed (consuming A LOT)	30.5%	1,090
My news/information consumption hasn't changed (consuming A LITTLE)	6.6%	237
I'm consuming A LITTLE LESS news/information	15.8%	564
I'm consuming A LOT LESS news/information	9.7%	347
Don't know/unsure	1.5%	53

Totals: 3,577

37. 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	1,298	1,258	708	130	413	3,807
Row %	34.1%	33.0%	18.6%	3.4%	10.8%	
National news						
Count	1,495	1,130	709	122	351	3,807
Row %	39.3%	29.7%	18.6%	3.2%	9.2%	
Statewide news						
Count	1,688	1,335	396	96	292	3,807
Row %	44.3%	35.1%	10.4%	2.5%	7.7%	
Coverage of local news/events/happenings from where you live						
Count	2,252	1,030	233	66	226	3,807
Row %	59.2%	27.1%	6.1%	1.7%	5.9%	
<b>Totals</b>						
Total Responses						3807

38. When you think of what it means to be “local,” which of the following best defines “local” to you?



Value	Percent	Responses
Your state	8.3%	272
Your region	43.3%	1,422
Your city/town/community	45.3%	1,487
Your neighborhood	0.6%	19
Other (please specify)	2.2%	72
Don't know	0.3%	10

Totals: 3,282

39. 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 %	1,057 32.2%	1,596 48.6%	562 17.1%	68 2.1%	3,283
Cultural events coverage (ex. museums, arts, etc.) Count Row %	1,626 49.5%	1,406 42.8%	206 6.3%	45 1.4%	3,283
Features on local community leaders Count Row %	999 30.4%	1,658 50.5%	534 16.3%	93 2.8%	3,284
School board coverage/related school issues Count Row %	468 14.3%	1,388 42.3%	1,228 37.4%	200 6.1%	3,284
Concerts/festivals coverage Count Row %	1,541 46.9%	1,312 40.0%	384 11.7%	46 1.4%	3,283
Local government coverage Count Row %	1,466 44.7%	1,380 42.0%	335 10.2%	102 3.1%	3,283
Feel-good news stories Count Row %	710 21.6%	1,494 45.5%	940 28.6%	140 4.3%	3,284

	Very Interested	Somewhat Interested	Little to No Interest	Unsure/Doesn't apply	Responses
Investigative reporting on important local issues Count Row %	1,857 56.6%	997 30.4%	296 9.0%	133 4.1%	3,283
Local environmental issues Count Row %	1,982 60.4%	1,050 32.0%	185 5.6%	66 2.0%	3,283
Local elections coverage (candidates, issues, etc.) Count Row %	1,768 53.8%	1,079 32.9%	335 10.2%	102 3.1%	3,284
Story-telling features about the local community and local newsmakers Count Row %	1,159 35.3%	1,614 49.2%	432 13.2%	78 2.4%	3,283
Local health and wellness coverage Count Row %	991 30.2%	1,557 47.4%	631 19.2%	105 3.2%	3,284
Crime and public safety issues Count Row %	652 19.9%	1,654 50.4%	835 25.4%	142 4.3%	3,283
Totals Total Responses					3284

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

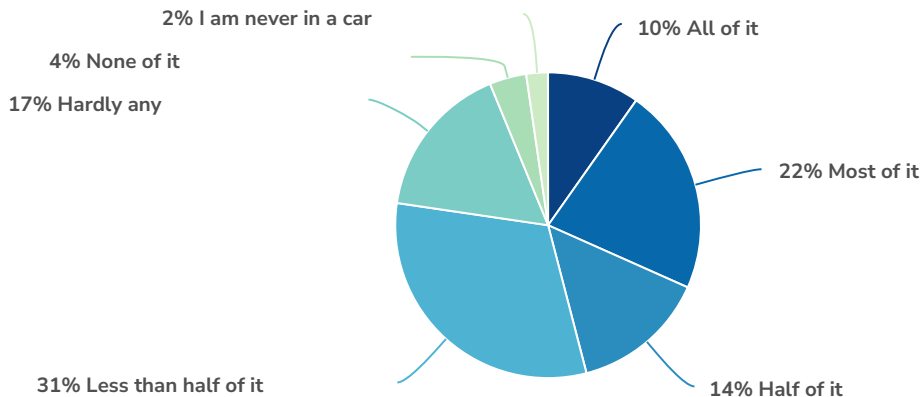
	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Museums Count Row %	243 6.4%	1,281 33.6%	1,543 40.5%	728 19.1%	12 0.3%	3,807
Art fairs Count Row %	115 3.0%	805 21.1%	1,647 43.3%	1,225 32.2%	15 0.4%	3,807
Opera Count Row %	27 0.7%	117 3.1%	343 9.0%	3,284 86.3%	36 0.9%	3,807
Symphony Count Row %	68 1.8%	318 8.4%	890 23.4%	2,513 66.0%	18 0.5%	3,807
Music festivals Count Row %	130 3.4%	725 19.0%	1,290 33.9%	1,649 43.3%	13 0.3%	3,807
Popular concerts Count Row %	338 8.9%	920 24.2%	1,109 29.1%	1,417 37.2%	23 0.6%	3,807
Broadway plays/theater Count Row %	80 2.1%	398 10.5%	1,069 28.1%	2,237 58.8%	23 0.6%	3,807
Live music in bars/clubs Count Row %	657 17.3%	1,106 29.1%	869 22.8%	1,168 30.7%	7 0.2%	3,807
Community theater Count Row %	138 3.6%	657 17.3%	1,349 35.4%	1,648 43.3%	15 0.4%	3,807

	Monthly or More Often	Several Times a Year	Once or Twice a Year	Rarely/Never	Don't Know	Responses
Jazz concerts Count Row %	152 4.0%	504 13.2%	1,064 27.9%	2,068 54.3%	19 0.5%	3,807
Ballet / Dance shows Count Row %	27 0.7%	165 4.3%	740 19.4%	2,848 74.8%	27 0.7%	3,807
Classical music performances Count Row %	111 2.9%	427 11.2%	996 26.2%	2,258 59.3%	15 0.4%	3,807
Film festivals Count Row %	40 1.1%	258 6.8%	1,105 29.0%	2,381 62.5%	23 0.6%	3,807
Farmers markets Count Row %	989 26.0%	1,334 35.0%	951 25.0%	526 13.8%	7 0.2%	3,807
Book festivals Count Row %	28 0.7%	163 4.3%	895 23.5%	2,683 70.5%	38 1.0%	3,807
Sporting events Count Row %	157 4.1%	540 14.2%	892 23.4%	2,205 57.9%	13 0.3%	3,807
Totals Total Responses						3807

41. 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 %	494 13.0%	1,507 39.6%	1,467 38.5%	339 8.9%	3,807
Town meetings discussing local issues of interest hosted by THE STATION THAT SENT YOU THIS SURVEY'S host/reporters Count Row %	585 15.4%	1,567 41.2%	1,267 33.3%	388 10.2%	3,807
Trivia nights at local area bars/restaurants hosted by a personality/host from THE STATION THAT SENT YOU THIS SURVEY Count Row %	266 7.0%	801 21.0%	2,336 61.4%	404 10.6%	3,807
Host an open house over a weekend where listeners can tour the station and meet the hosts/reporters Count Row %	527 13.8%	1,310 34.4%	1,553 40.8%	417 11.0%	3,807
Live broadcast of a show from THE STATION THAT SENT YOU THIS SURVEY from a location in the community Count Row %	926 24.3%	1,580 41.5%	1,013 26.6%	288 7.6%	3,807
<b>Totals</b> Total Responses					3807

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



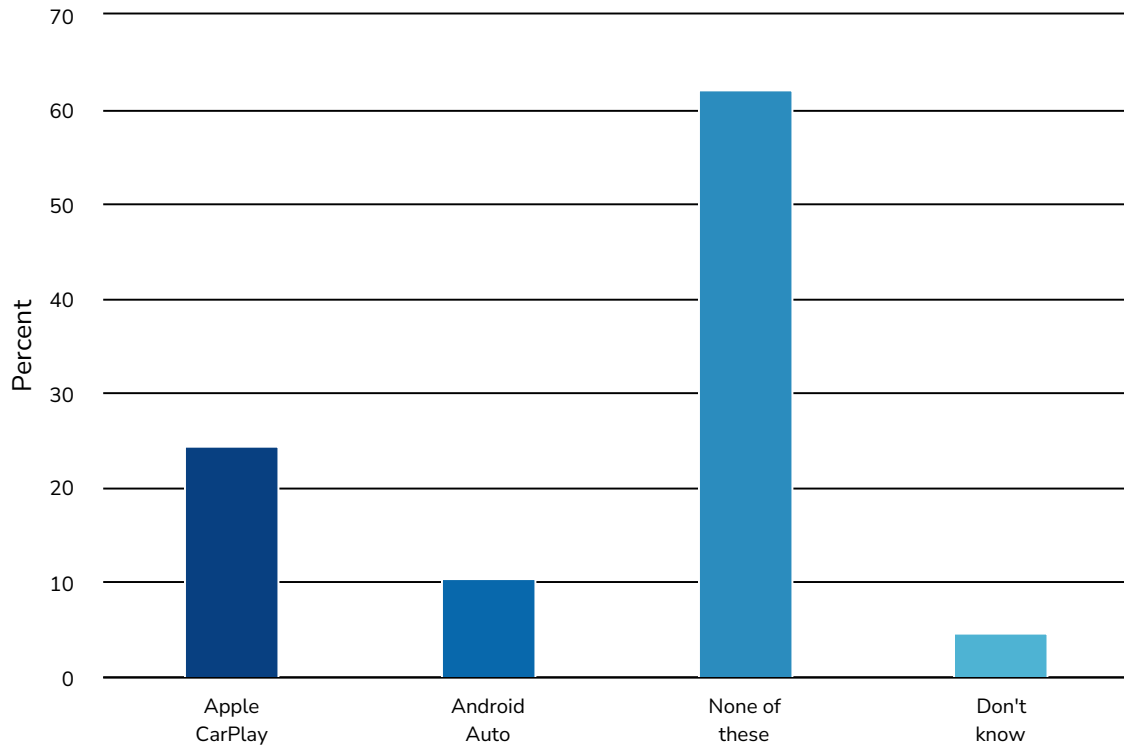
Value	Percent	Responses
All of it	9.8%	372
Most of it	21.9%	834
Half of it	14.3%	543
Less than half of it	31.4%	1,195
Hardly any	16.5%	630
None of it	3.9%	147
I am never in a car	2.3%	86

Totals: 3,807

43. 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!

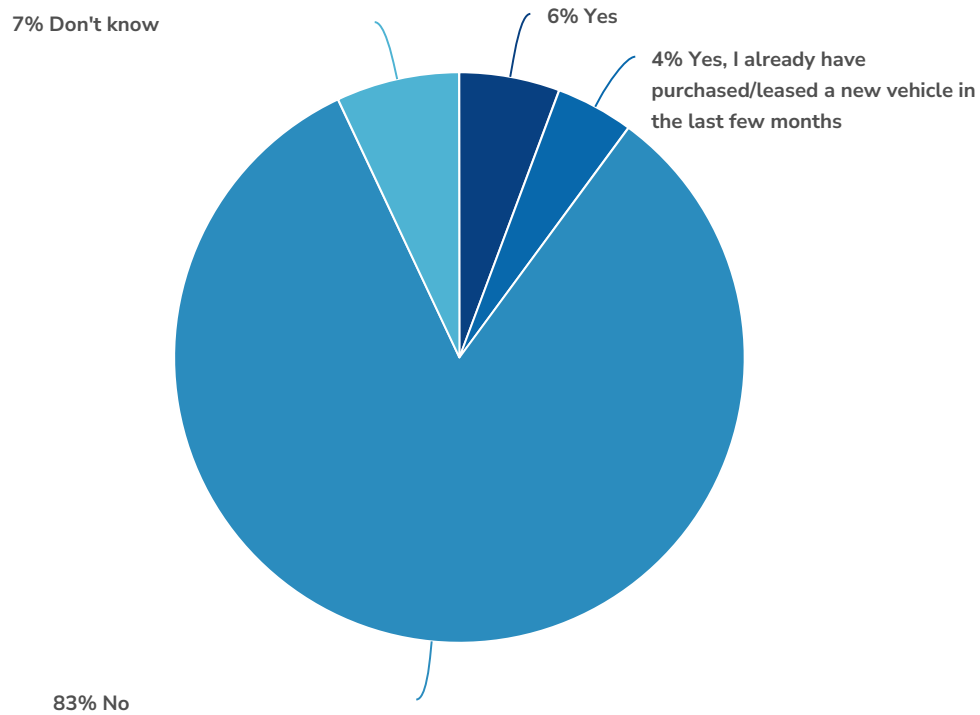
Item	Average	Min	Max	StdDev	Sum	Total Responses
AM/FM car radio	61.6	0.0	100.0	33.6	199,869.0	3,245
SiriusXM (satellite radio)	28.6	0.0	100.0	34.1	44,221.0	1,547
Music you own (CDs, hard drive, music on a mobile device, iPod, etc.)	21.5	0.0	100.0	23.6	40,922.0	1,903
Podcasts	15.6	0.0	100.0	20.9	22,327.0	1,431
Streaming audio (Spotify, this station's app, etc.)	22.0	0.0	100.0	25.6	32,754.0	1,491
Audio books	14.6	0.0	100.0	22.2	19,588.0	1,340
Other	14.8	0.0	100.0	29.8	12,519.0	846

44. 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	24.5% 	847
Android Auto	10.5% 	362
None of these	62.1% 	2,144
Don't know	4.7% 	163

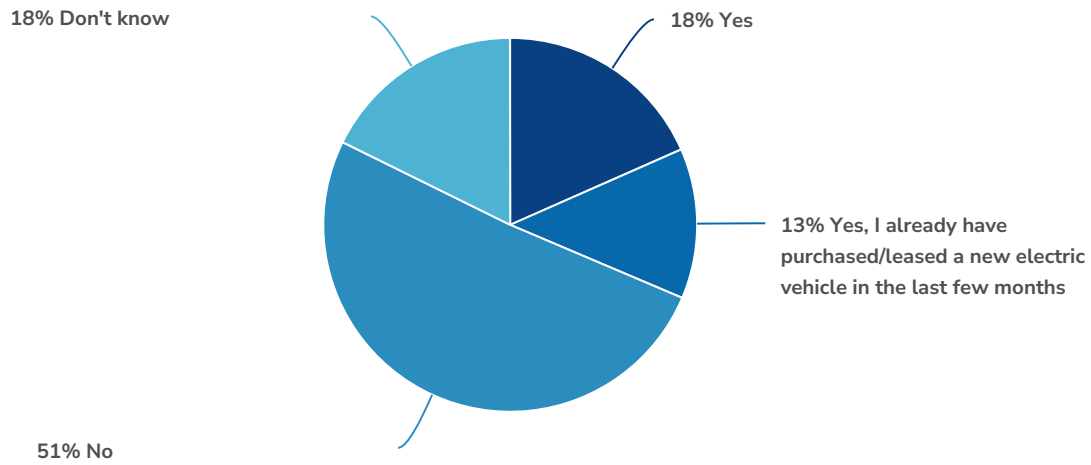
45. Are you personally planning on buying or leasing a new vehicle in the next 12 months?



Value	Percent	Responses
Yes	5.7%	217
Yes, I already have purchased/leased a new vehicle in the last few months	4.4%	168
No	82.9%	3,155
Don't know	7.0%	267

Totals: 3,807

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



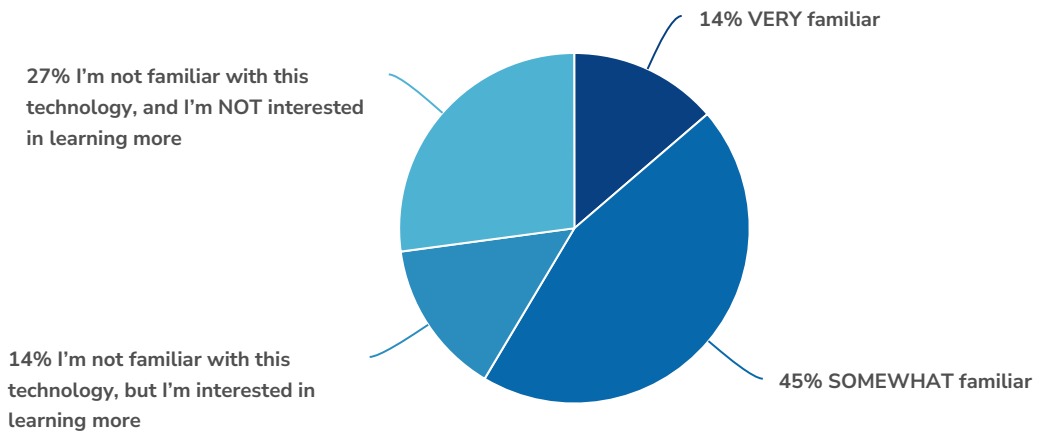
Value	Percent	Responses
Yes	18.4%	71
Yes, I already have purchased/leased a new electric vehicle in the last few months	13.0%	50
No	50.9%	196
Don't know	17.7%	68

Totals: 385

47. 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 %	93 24.2%	115 29.9%	173 44.9%	4 1.0%	385
FM radio Count Row %	300 77.9%	68 17.7%	16 4.2%	1 0.3%	385
HD Radio Count Row %	61 15.8%	102 26.5%	161 41.8%	61 15.8%	385
SiriusXM (satellite radio) Count Row %	56 14.5%	55 14.3%	263 68.3%	11 2.9%	385
Smartphone connector (AUX IN) Count Row %	187 48.6%	102 26.5%	74 19.2%	22 5.7%	385
Bluetooth Count Row %	267 69.4%	79 20.5%	36 9.4%	3 0.8%	385
Apple CarPlay Count Row %	113 29.4%	54 14.0%	183 47.5%	35 9.1%	385
Android Auto Count Row %	57 14.8%	40 10.4%	240 62.3%	48 12.5%	385
In-dash navigation system Count Row %	162 42.1%	132 34.3%	86 22.3%	5 1.3%	385
Ability to use voice commands Count Row %	92 23.9%	126 32.7%	157 40.8%	10 2.6%	385
Totals Total Responses					385

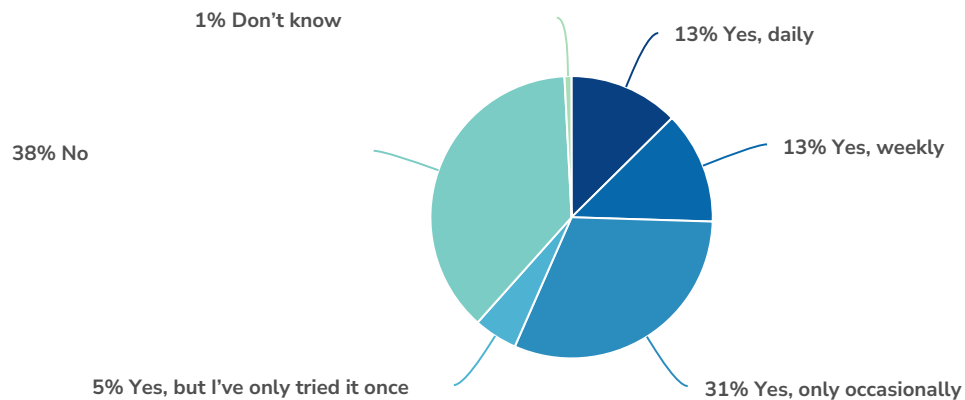
48. In general, how familiar are you with AI applications like “ChatGPT” and/or other forms of Artificial Intelligence?



Value	Percent	Responses
VERY familiar	13.7%	522
SOMEWHAT familiar	44.8%	1,706
I'm not familiar with this technology, but I'm interested in learning more	14.3%	546
I'm not familiar with this technology, and I'm NOT interested in learning more	27.1%	1,033

Totals: 3,807

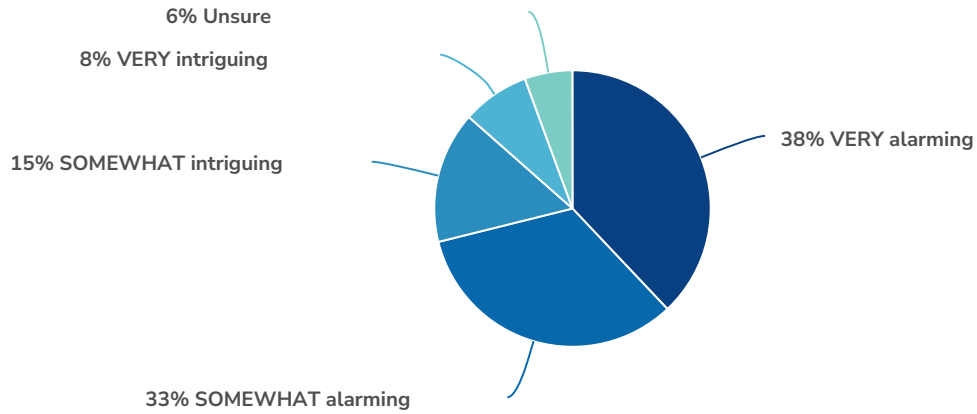
## 49. Do you use any AI platforms or applications for work/school/personal use?



Value	Percent	Responses
Yes, daily	12.6%	280
Yes, weekly	12.9%	287
Yes, only occasionally	31.1%	694
Yes, but I've only tried it once	5.0%	112
No	37.6%	837
Don't know	0.8%	18

Totals: 2,228

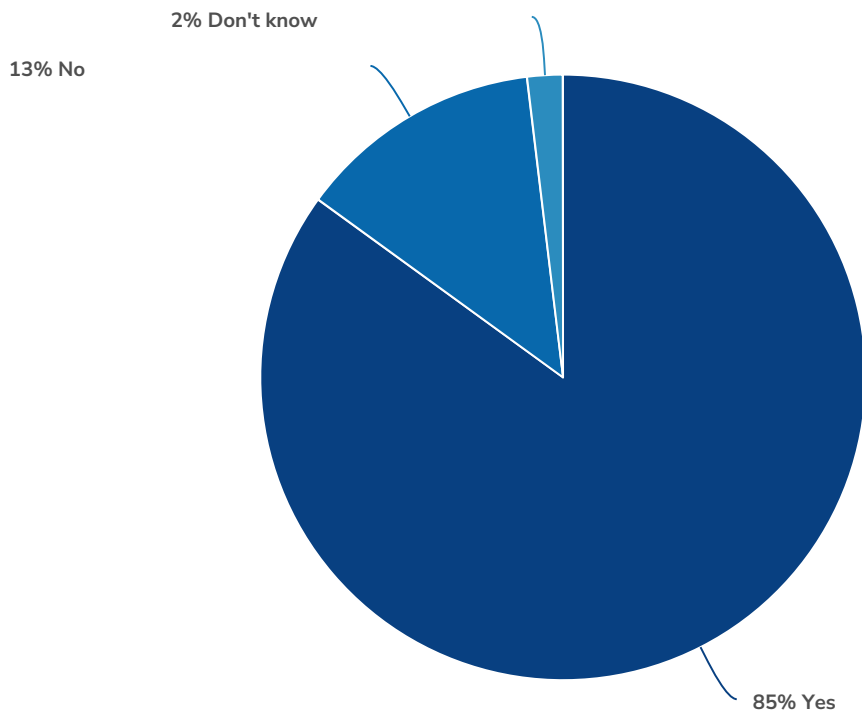
50. Based on what you know about “AI,” please tell us which best represents your opinion?"The rate at which AI is progressing is:"



Value	Percent	Responses
VERY alarming	38.0%	846
SOMEWHAT alarming	33.2%	739
SOMEWHAT intriguing	15.4%	343
VERY intriguing	7.9%	176
Unsure	5.6%	124

Totals: 2,228

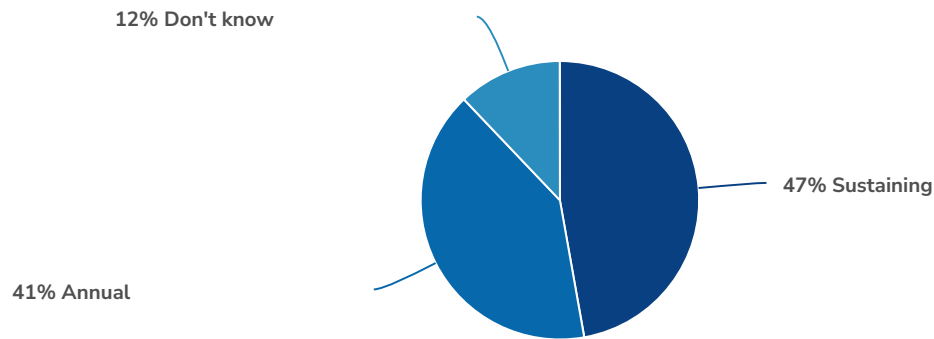
51. (THIS IS NOT A SOLICITATION) Are you currently a member of THE STATION THAT SENT YOU THIS SURVEY, and/or have you sent the station a financial contribution within the past year?



Value	Percent	Responses
Yes	85.0%	3,235
No	13.1%	499
Don't know	1.9%	73

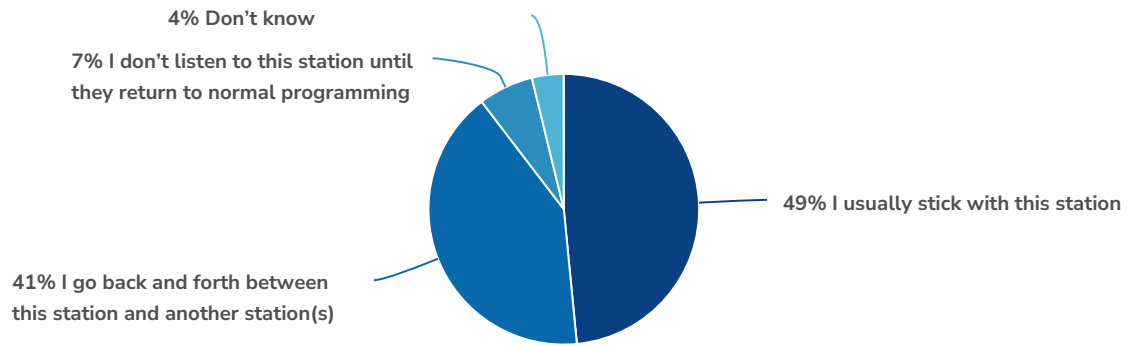
Totals: 3,807

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



Value	Percent	Responses
Sustaining	47.2% 	1,526
Annual	40.7% 	1,318
Don't know	12.1% 	391
		<b>Totals: 3,235</b>

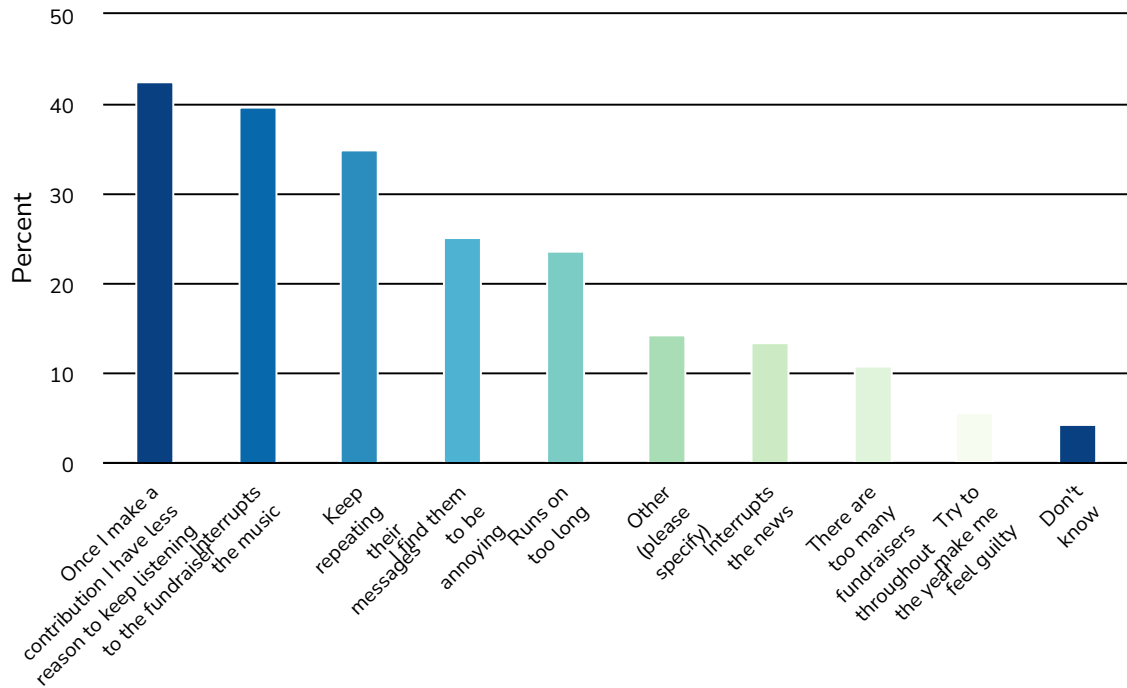
53. When THE STATION THAT SENT YOU THIS SURVEY is in a fundraising drive, which of the following best describes how you listen?



Value	Percent	Responses
I usually stick with this station	48.5%	1,845
I go back and forth between this station and another station(s)	41.2%	1,567
I don't listen to this station until they return to normal programming	6.6%	250
Don't know	3.8%	145

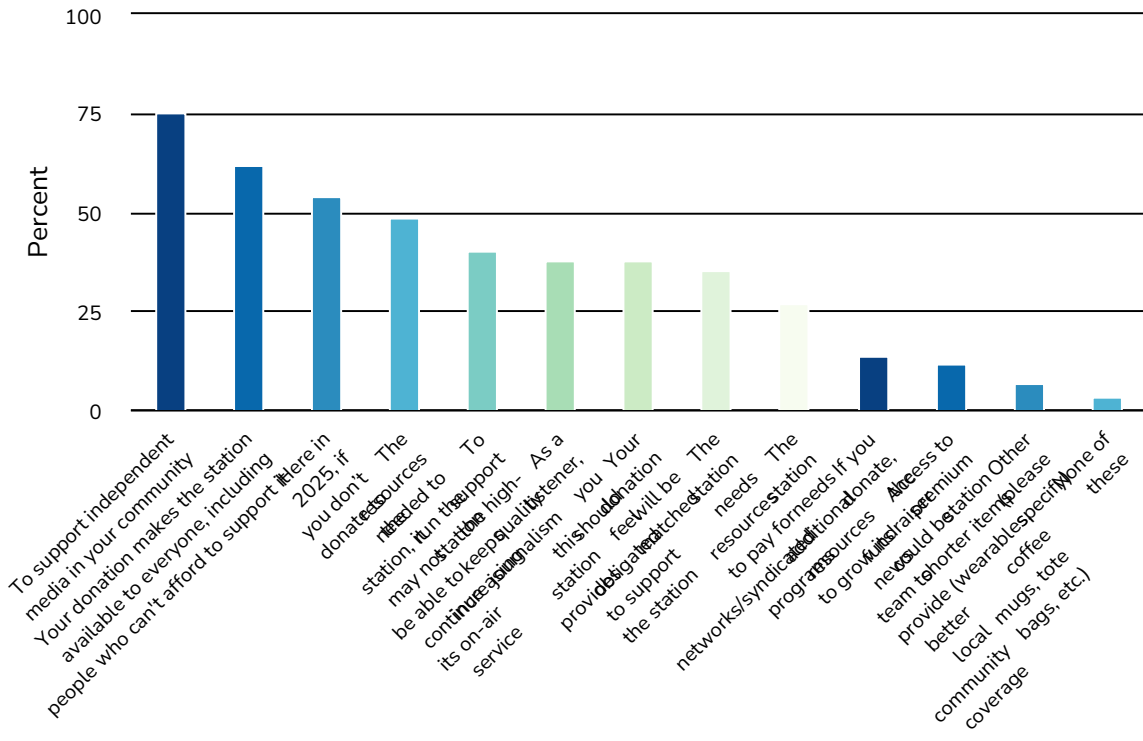
Totals: 3,807

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



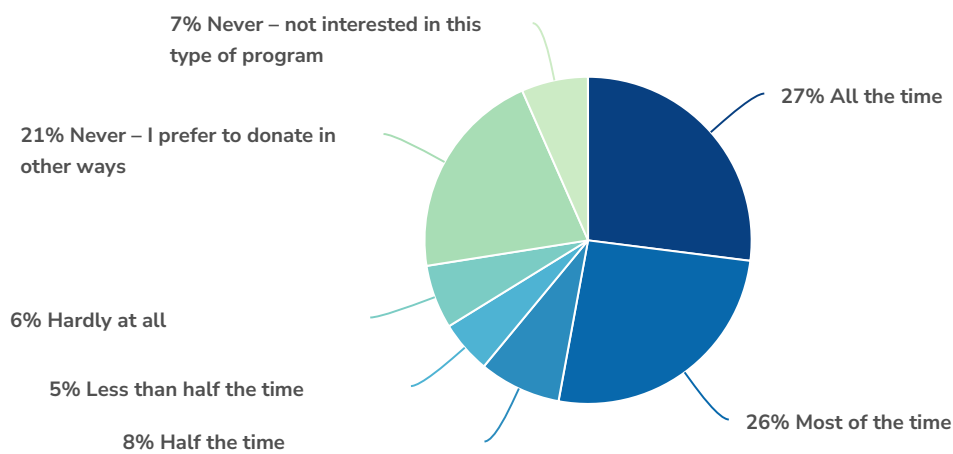
Value	Percent	Responses
Once I make a contribution I have less reason to keep listening to the fundraiser	42.6%	774
Interrupts the music	39.8%	724
Keep repeating their messages	35.0%	636
I find them to be annoying	25.3%	459
Runs on too long	23.7%	430
Other (please specify)	14.3%	260
Interrupts the news	13.5%	245
There are too many fundraisers throughout the year	10.8%	196
Try to make me feel guilty	5.7%	103
Don't know	4.3%	79

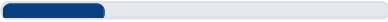
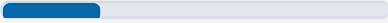
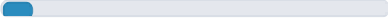
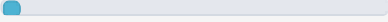
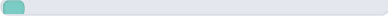
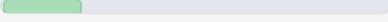
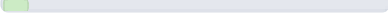
55. Below is a list of appeals that THE STATION THAT SENT YOU THIS SURVEY might make during its fundraising efforts – which of these are most likely to impact your decision to make a financial contribution to the station? (MARK ALL THAT APPLY)



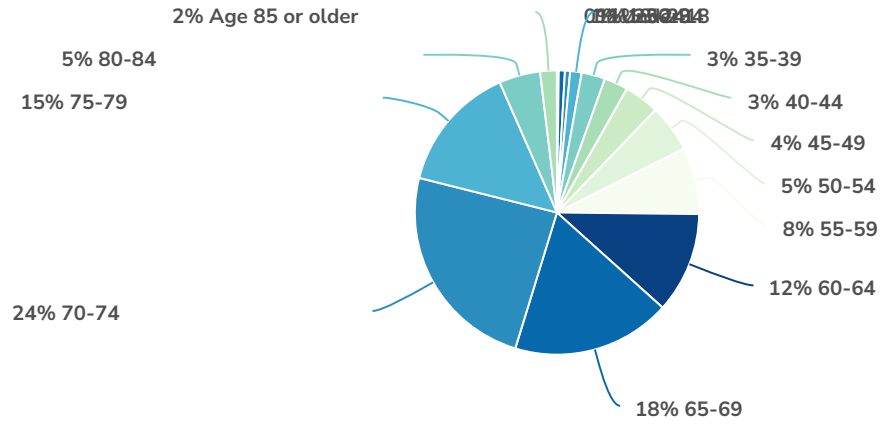
Value	Percent	Responses
To support independent media in your community	75.5%	2,876
Your donation makes the station available to everyone, including people who can't afford to support it	62.0%	2,361
Here in 2025, if you don't donate to the station, it may not be able to continue its on-air service	54.3%	2,069
The resources needed to run the station keeps increasing	48.7%	1,855
To support the high-quality journalism this station provides	40.3%	1,534
As a listener, you should feel obligated to support the station	37.9%	1,441
Your donation will be matched	37.8%	1,439
The station needs resources to pay for networks/syndicated programs	35.7%	1,360
The station needs additional resources to grow its news team to provide better local community coverage	27.3%	1,041
If you donate, the fundraiser could be shorter	13.8%	524
Access to premium station items (wearables, coffee mugs, tote bags, etc.)	11.6%	442
Other (please specify)	7.0%	266
None of these	3.3%	126

56. Some non-profit organizations make donation arrangements with retail chain stores in their community (grocery stores, hardware stores, etc.) for shoppers to “round up” their purchase to the next dollar. For example if the bill comes to \$3.25 it gets “rounded up” to the next dollar to \$4.00, with the 75¢ difference going to the non-profit. If you were a customer at one of these stores, how often do you think you would “round up” your purchase to donate the difference to THE STATION THAT SENT YOU THIS SURVEY?



Value	Percent	Responses
All the time	27.0% 	1,029
Most of the time	25.9% 	987
Half the time	8.1% 	308
Less than half the time	5.2% 	198
Hardly at all	6.3% 	239
Never – I prefer to donate in other ways	20.9% 	794
Never – not interested in this type of program	6.6% 	252
		<b>Totals: 3,807</b>

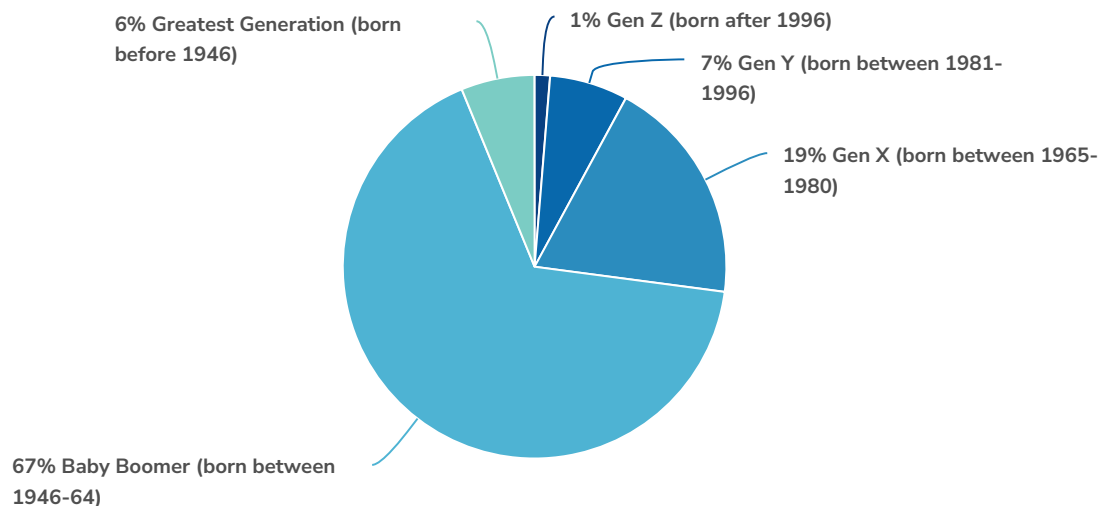
57. Now, just a few questions about you. In which of the following age categories do you fall?



Value	Percent	Responses
Under 18	0.2%	6
18-24	0.7%	25
25-29	0.6%	23
30-34	1.3%	50
35-39	2.7%	101
40-44	2.7%	101
45-49	4.0%	153
50-54	5.4%	204
55-59	7.6%	291
60-64	11.5%	439
65-69	18.1%	689
70-74	24.2%	922
75-79	14.5%	551
80-84	4.7%	178
Age 85 or older	1.9%	74

Totals: 3,807

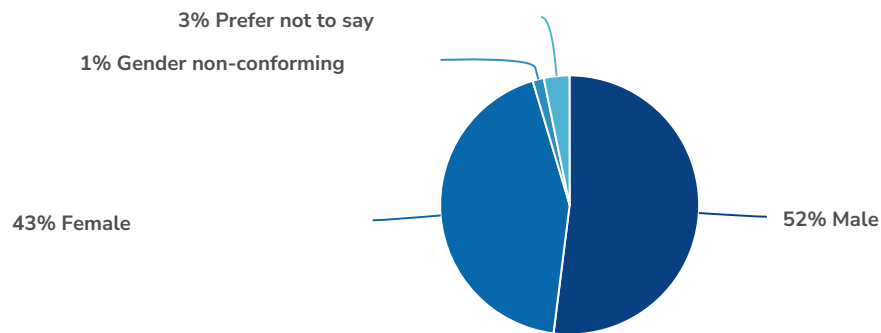
## 58. Into which of these generational groups do you fall?



Value	Percent	Responses
Gen Z (born after 1996)	1.3%	49
Gen Y (born between 1981-1996)	6.6%	253
Gen X (born between 1965-1980)	19.2%	732
Baby Boomer (born between 1946-64)	66.7%	2,538
Greatest Generation (born before 1946)	6.2%	235

**Totals: 3,807**

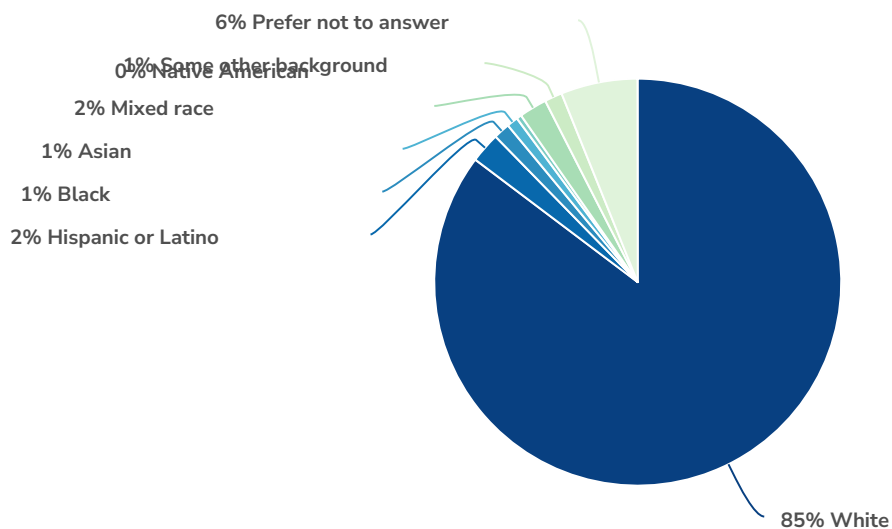
## 59. What is your gender?



Value	Percent	Responses
Male	52.0%	1,981
Female	43.4%	1,652
Gender non-conforming	1.4%	52
Prefer not to say	3.2%	122

Totals: 3,807

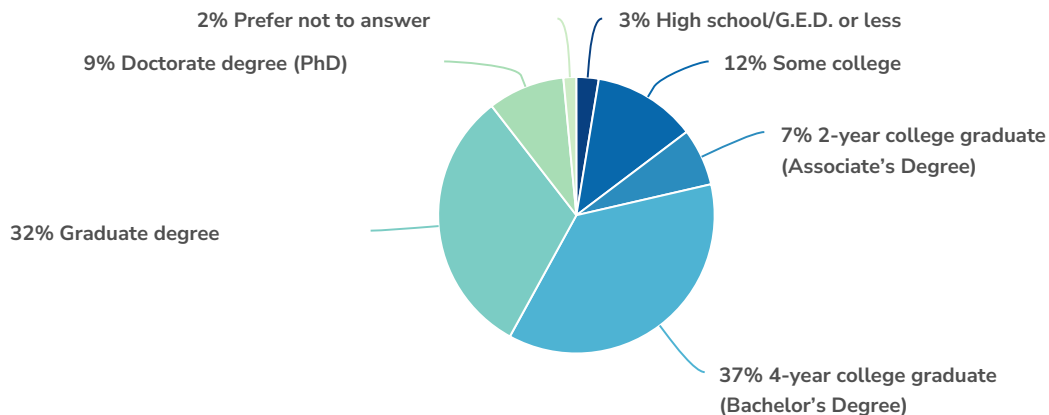
## 60. Which of the following best describes you?



Value	Percent	Responses
White	85.2%	3,242
Hispanic or Latino	2.4%	91
Black	1.3%	50
Asian	0.9%	36
Native American	0.4%	17
Mixed race	2.2%	84
Some other background	1.4%	55
Prefer not to answer	6.1%	232

Totals: 3,807

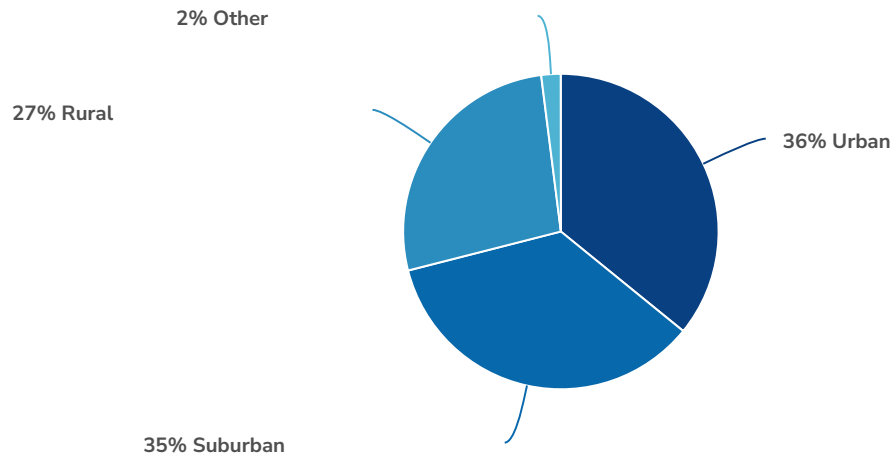
## 61. For classification purposes, what is the last year of education you have completed?



Value	Percent	Responses
High school/G.E.D. or less	2.6%	100
Some college	12.1%	460
2-year college graduate (Associate's Degree)	6.7%	256
4-year college graduate (Bachelor's Degree)	36.6%	1,393
Graduate degree	31.5%	1,199
Doctorate degree (PhD)	9.0%	342
Prefer not to answer	1.5%	57

Totals: 3,807

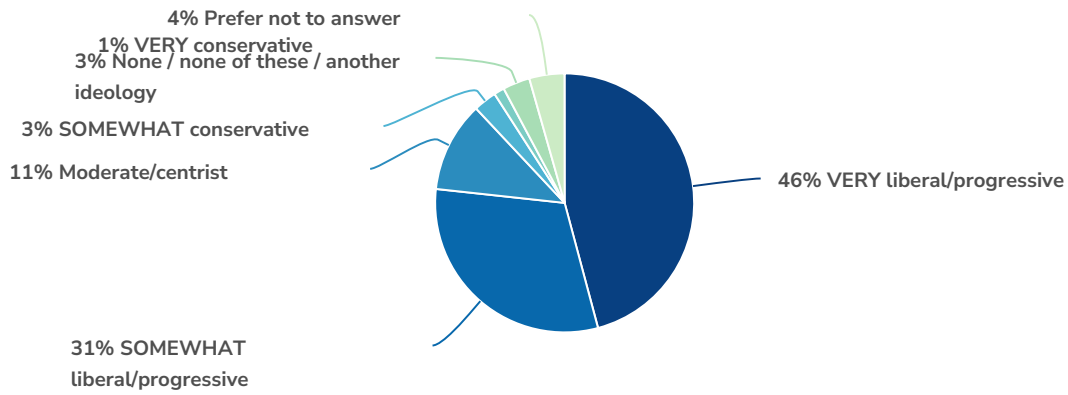
62. Which of the following best describes the location of your primary residence?



Value	Percent	Responses
Urban	35.9%	1,366
Suburban	35.2%	1,339
Rural	27.0%	1,026
Other	2.0%	76

Totals: 3,807

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



Value	Percent	Responses
VERY liberal/progressive	45.9%	1,748
SOMEWHAT liberal/progressive	30.9%	1,175
Moderate/centrist	11.3%	430
SOMEWHAT conservative	2.9%	109
VERY conservative	1.3%	48
None / none of these / another ideology	3.4%	130
Prefer not to answer	4.4%	167

Totals: 3,807