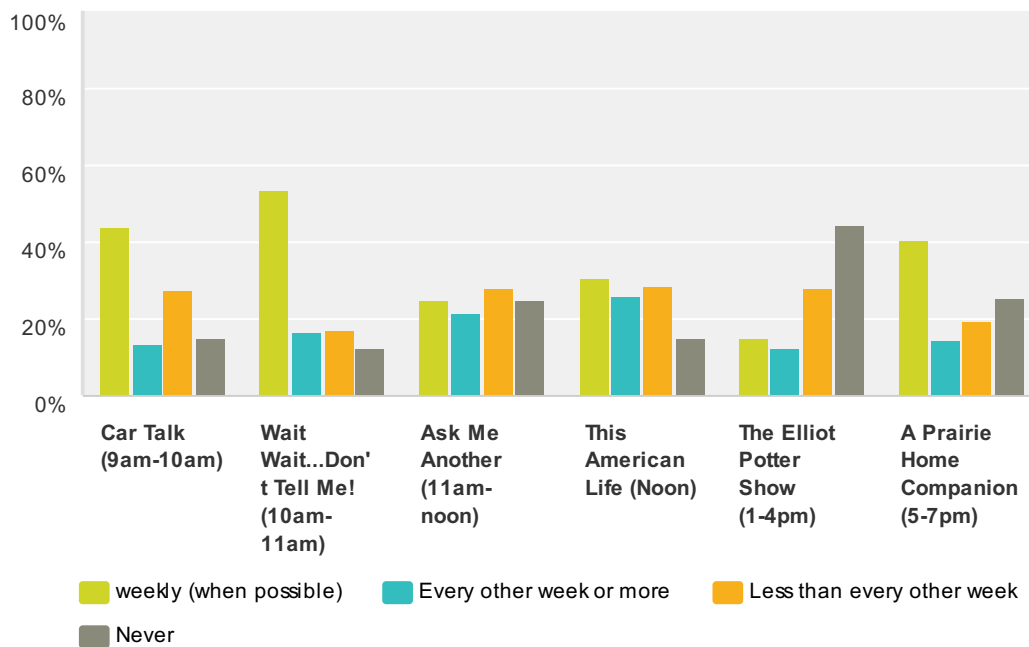


## Q4 Do you listen to the following Saturday programs?

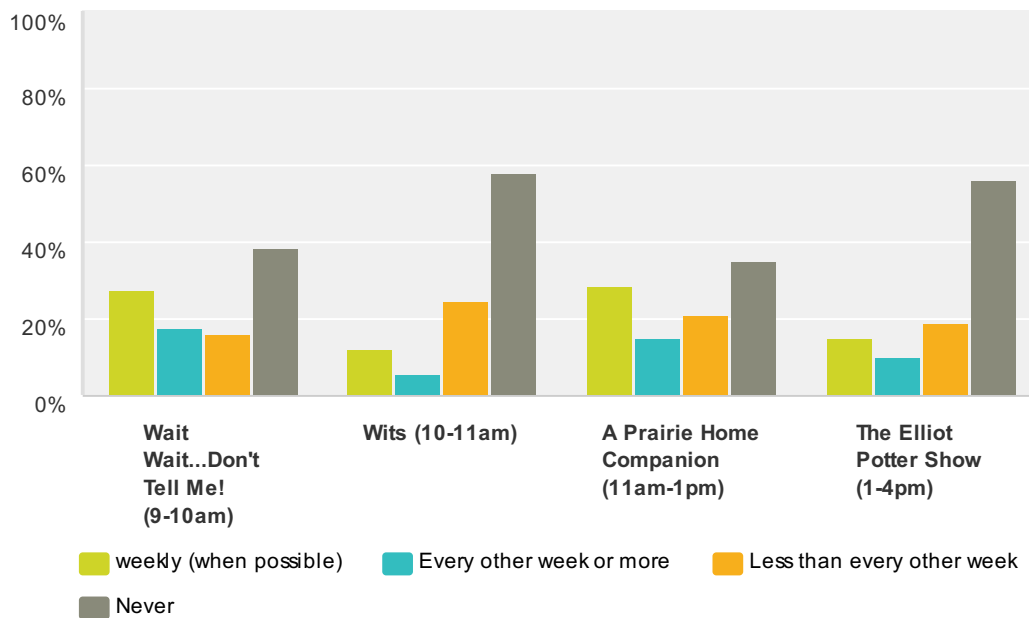
Answered: 155 Skipped: 2



|  | weekly (when possible) | Every other week or more | Less than every other week | Never        | Total |
|--|------------------------|--------------------------|----------------------------|--------------|-------|
| Car Talk (9am-10am)                    | 43.92%<br>65           | 13.51%<br>20             | 27.70%<br>41               | 14.86%<br>22 | 148   |
| Wait Wait...Don't Tell Me! (10am-11am) | 53.64%<br>81           | 16.56%<br>25             | 17.22%<br>26               | 12.58%<br>19 | 151   |
| Ask Me Another (11am-noon)             | 25.17%<br>36           | 21.68%<br>31             | 27.97%<br>40               | 25.17%<br>36 | 143   |
| This American Life (Noon)              | 30.34%<br>44           | 26.21%<br>38             | 28.28%<br>41               | 15.17%<br>22 | 145   |
| The Elliot Potter Show (1-4pm)         | 15.07%<br>22           | 12.33%<br>18             | 28.08%<br>41               | 44.52%<br>65 | 146   |
| A Prairie Home Companion (5-7pm)       | 40.67%<br>61           | 14.67%<br>22             | 19.33%<br>29               | 25.33%<br>38 | 150   |

## Q5 Do you listen to the following Sunday programs?

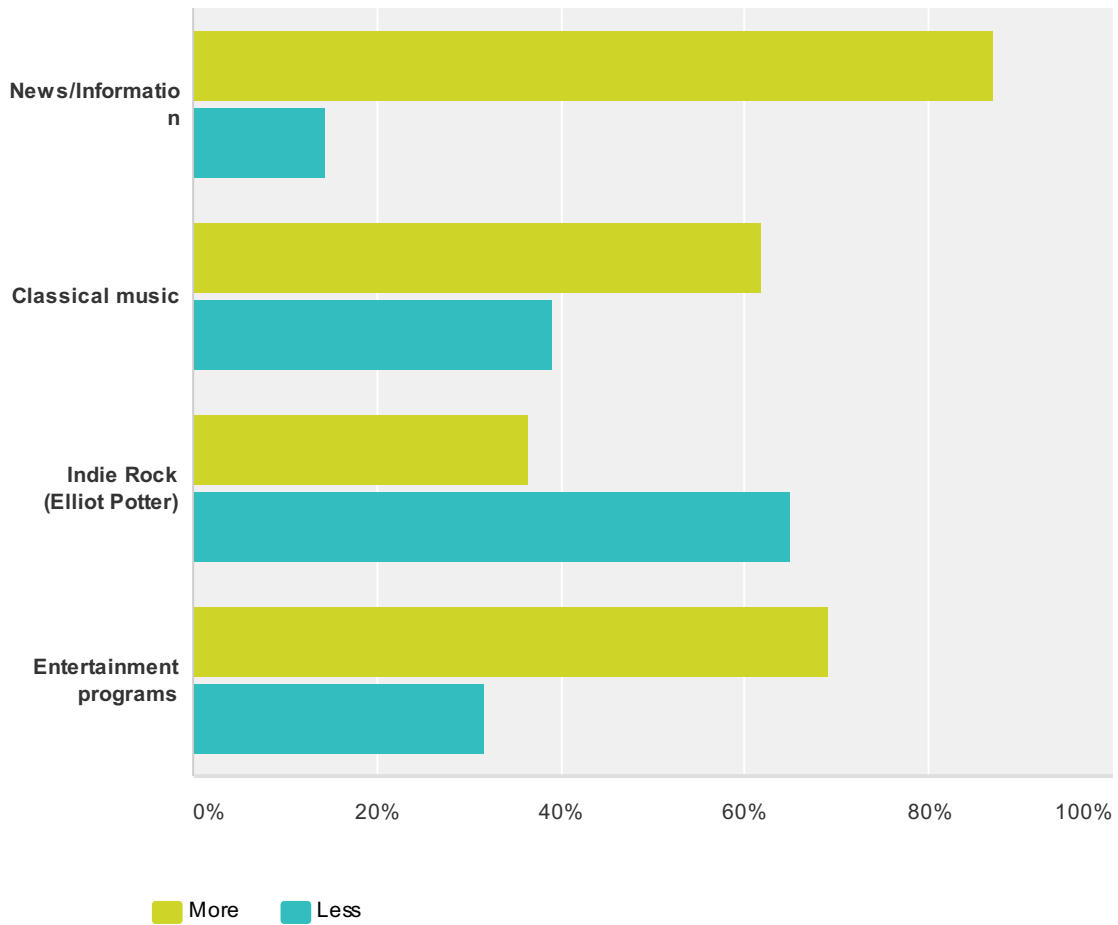
Answered: 155 Skipped: 2



|                                     | weekly (when possible) | Every other week or more | Less than every other week | Never        | Total |
|-------------------------------------|------------------------|--------------------------|----------------------------|--------------|-------|
| Wait Wait...Don't Tell Me! (9-10am) | 27.70%<br>41           | 17.57%<br>26             | 16.22%<br>24               | 38.51%<br>57 | 148   |
| Wits (10-11am)                      | 12.16%<br>18           | 5.41%<br>8               | 24.32%<br>36               | 58.11%<br>86 | 148   |
| A Prairie Home Companion (11am-1pm) | 28.48%<br>43           | 15.23%<br>23             | 21.19%<br>32               | 35.10%<br>53 | 151   |
| The Elliot Potter Show (1-4pm)      | 14.86%<br>22           | 10.14%<br>15             | 18.92%<br>28               | 56.08%<br>83 | 148   |

## Q6 On KRCU, I would like to hear:

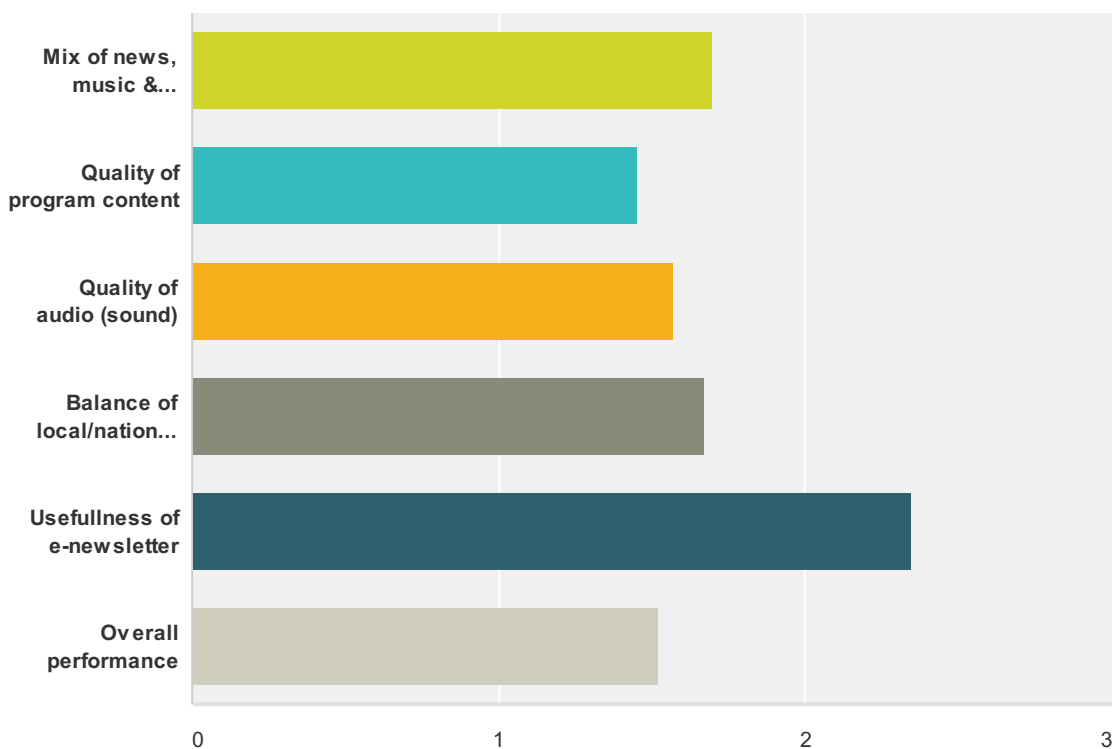
Answered: 154 Skipped: 3



|                            | More          | Less         | Total Respondents |
|----------------------------|---------------|--------------|-------------------|
| News/Information           | 87.02%<br>114 | 14.50%<br>19 | 131               |
| Classical music            | 61.76%<br>84  | 38.97%<br>53 | 136               |
| Indie Rock (Elliot Potter) | 36.57%<br>49  | 64.93%<br>87 | 134               |
| Entertainment programs     | 69.17%<br>83  | 31.67%<br>38 | 120               |

## Q7 Rate KRCU on the following.

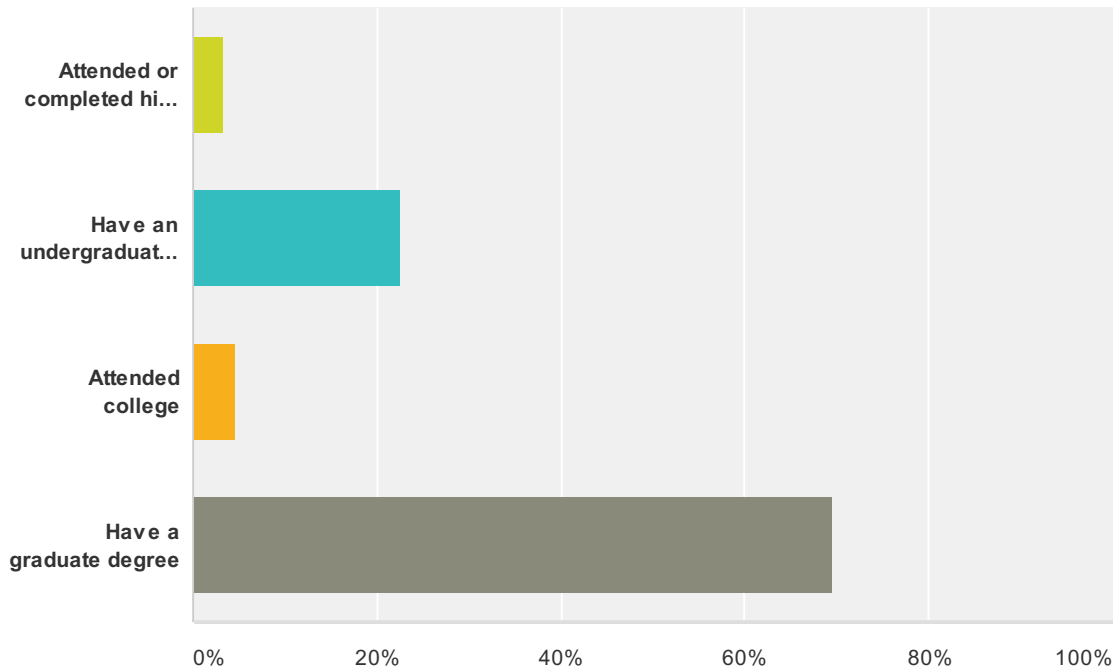
Answered: 154 Skipped: 3



|                                    | Excellent    | Good         | Fair         | Poor         | Total | Average Rating |
|------------------------------------|--------------|--------------|--------------|--------------|-------|----------------|
| Mix of news, music & entertainment | 44.74%<br>68 | 42.76%<br>65 | 10.53%<br>16 | 1.97%<br>3   | 152   | 1.70           |
| Quality of program content         | 58.94%<br>89 | 37.09%<br>56 | 3.97%<br>6   | 0%<br>0      | 151   | 1.45           |
| Quality of audio (sound)           | 50.65%<br>78 | 42.86%<br>66 | 5.19%<br>8   | 1.30%<br>2   | 154   | 1.57           |
| Balance of local/national programs | 45.75%<br>70 | 42.48%<br>65 | 11.11%<br>17 | 0.65%<br>1   | 153   | 1.67           |
| Usefulness of e-newsletter         | 17.09%<br>20 | 43.59%<br>51 | 26.50%<br>31 | 12.82%<br>15 | 117   | 2.35           |
| Overall performance                | 51.66%<br>78 | 45.03%<br>68 | 2.65%<br>4   | 0.66%<br>1   | 151   | 1.52           |

## Q9 Please check the category that best describes your highest level of formal education.

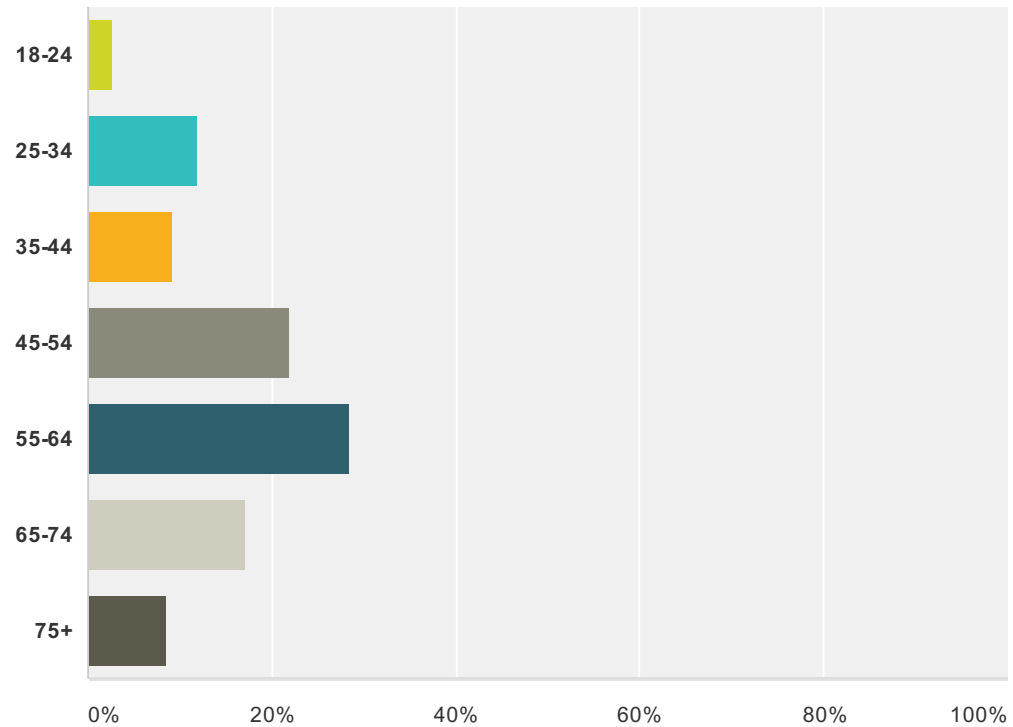
Answered: 151 Skipped: 6



| Answer Choices                       | Responses |            |
|--------------------------------------|-----------|------------|
| Attended or completed high school    | 3.31%     | 5          |
| Have an undergraduate college degree | 22.52%    | 34         |
| Attended college                     | 4.64%     | 7          |
| Have a graduate degree               | 69.54%    | 105        |
| <b>Total</b>                         |           | <b>151</b> |

## Q10 Please check the category which contains your age.

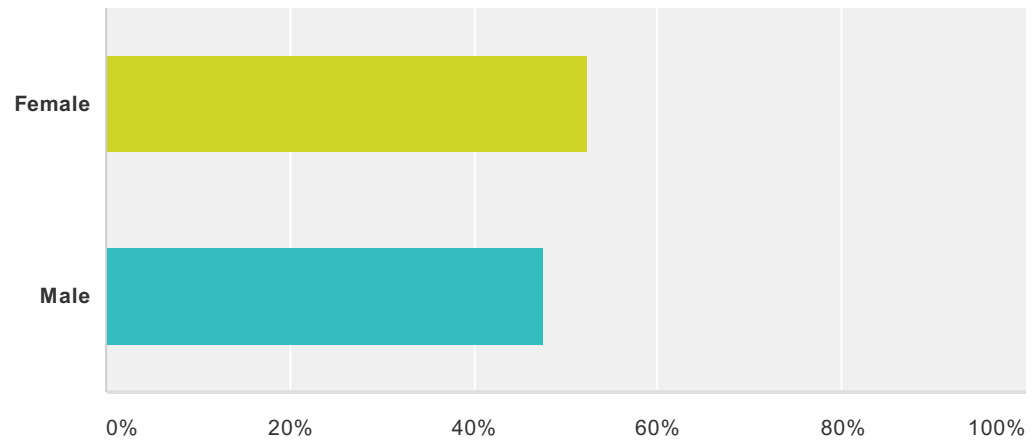
Answered: 151 Skipped: 6



| Answer Choices | Responses  |
|----------------|------------|
| 18-24          | 2.65% 4    |
| 25-34          | 11.92% 18  |
| 35-44          | 9.27% 14   |
| 45-54          | 21.85% 33  |
| 55-64          | 28.48% 43  |
| 65-74          | 17.22% 26  |
| 75+            | 8.61% 13   |
| <b>Total</b>   | <b>151</b> |

## Q11 What is your gender?

Answered: 151 Skipped: 6



| Answer Choices | Responses |            |
|----------------|-----------|------------|
| Female         | 52.32%    | 79         |
| Male           | 47.68%    | 72         |
| <b>Total</b>   |           | <b>151</b> |