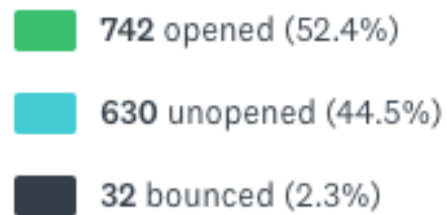


MENDOCINO COUNTY PUBLIC RADIO
LISTENER SURVEY
SUMMER 2020

- English and Spanish Language Surveys Launched 16 July 2020 on SurveyMonkey via Email and Web-link
 - 1415 Invitations Sent via Email
 - Links to the English and Spanish Surveys Posted on the KZYX Website and Social Media
 - Frequent On-air Promotional Announcements
- Survey Closed 31 August 2020
- 597 Total Responses:
 - 594 in English, 3 in Spanish Language
 - 471 English-language Responses From the Emailed Invitation
 - 101 Responses Submitted via the Web Link
 - 25 English-language Responses Received on Paper

Response to the Email Invitation

Invitations ?



562 clicked through (39.7%) ?

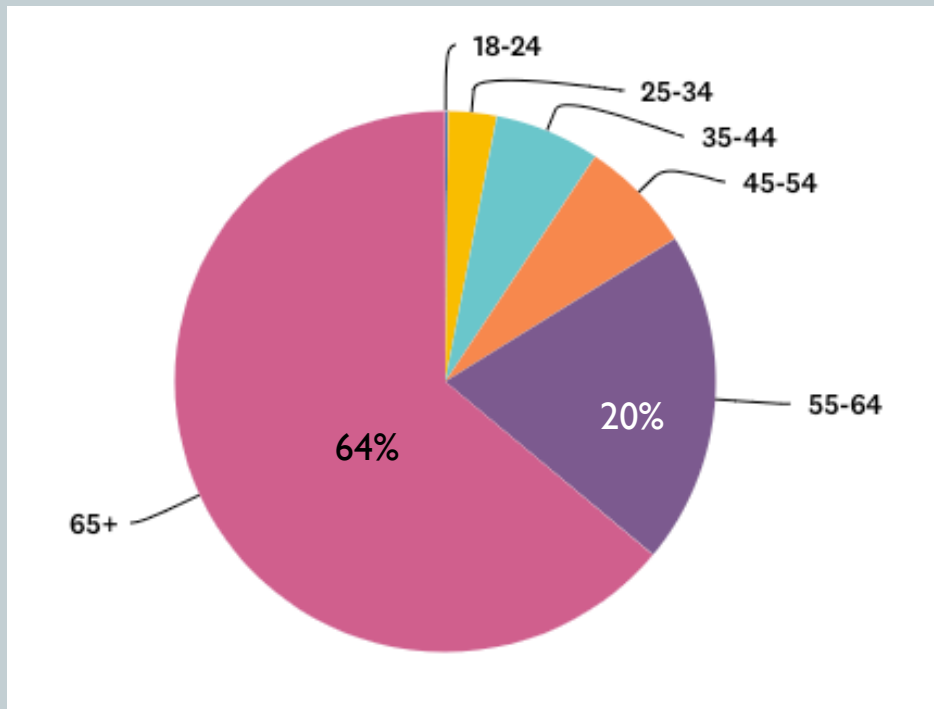
11 opted out (0.8%) ?



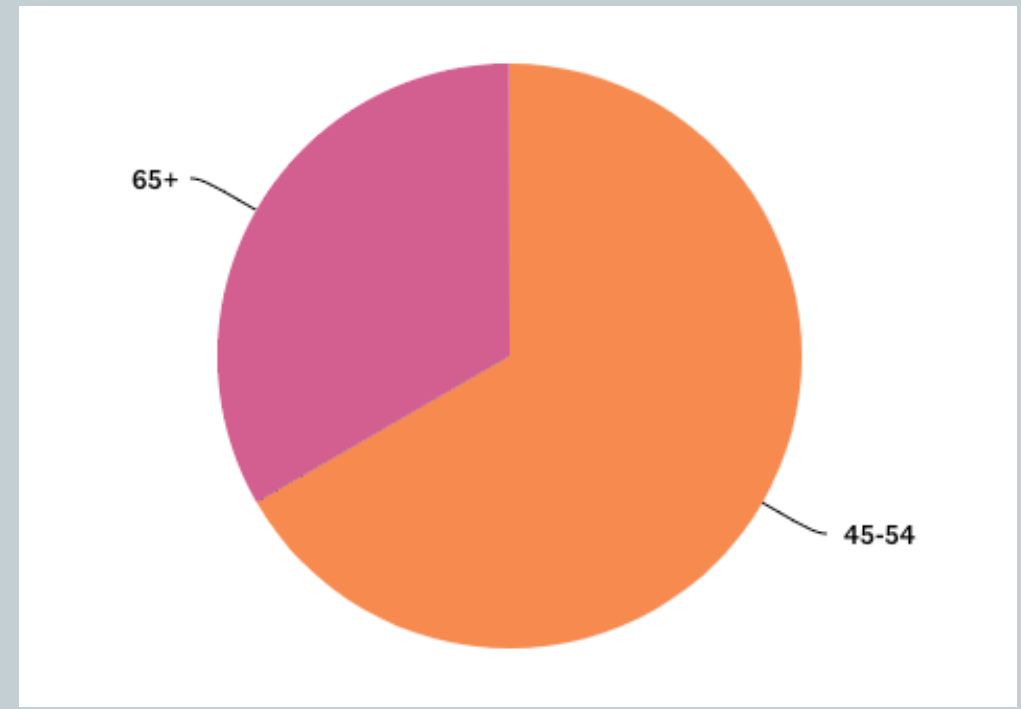
471 Completed Responses

Question 1 - Which age group are you in?

English-language - 594 Answers



Spanish-language - 3 Answers



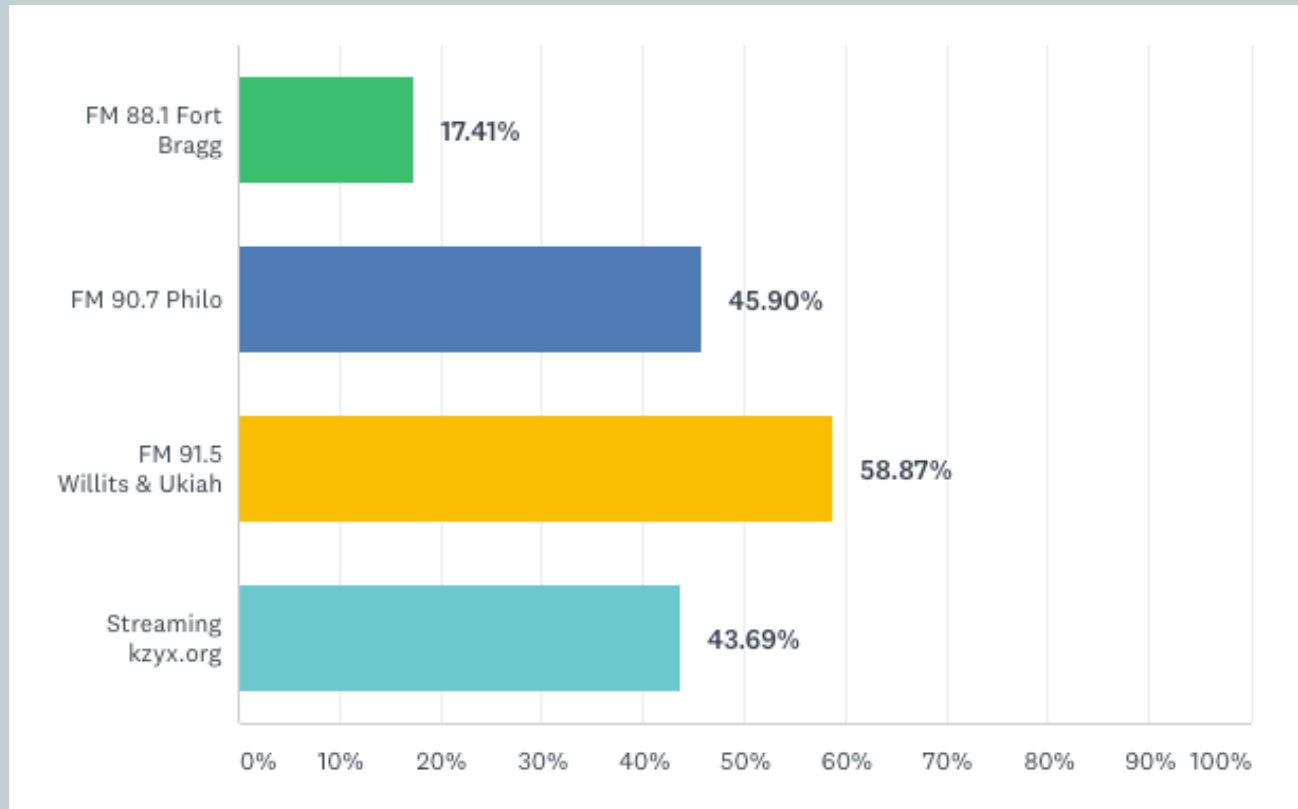
Approximately 84% of Respondents are 55 Years of Age or Older

Question 1 - Which age group are you in? (continued)

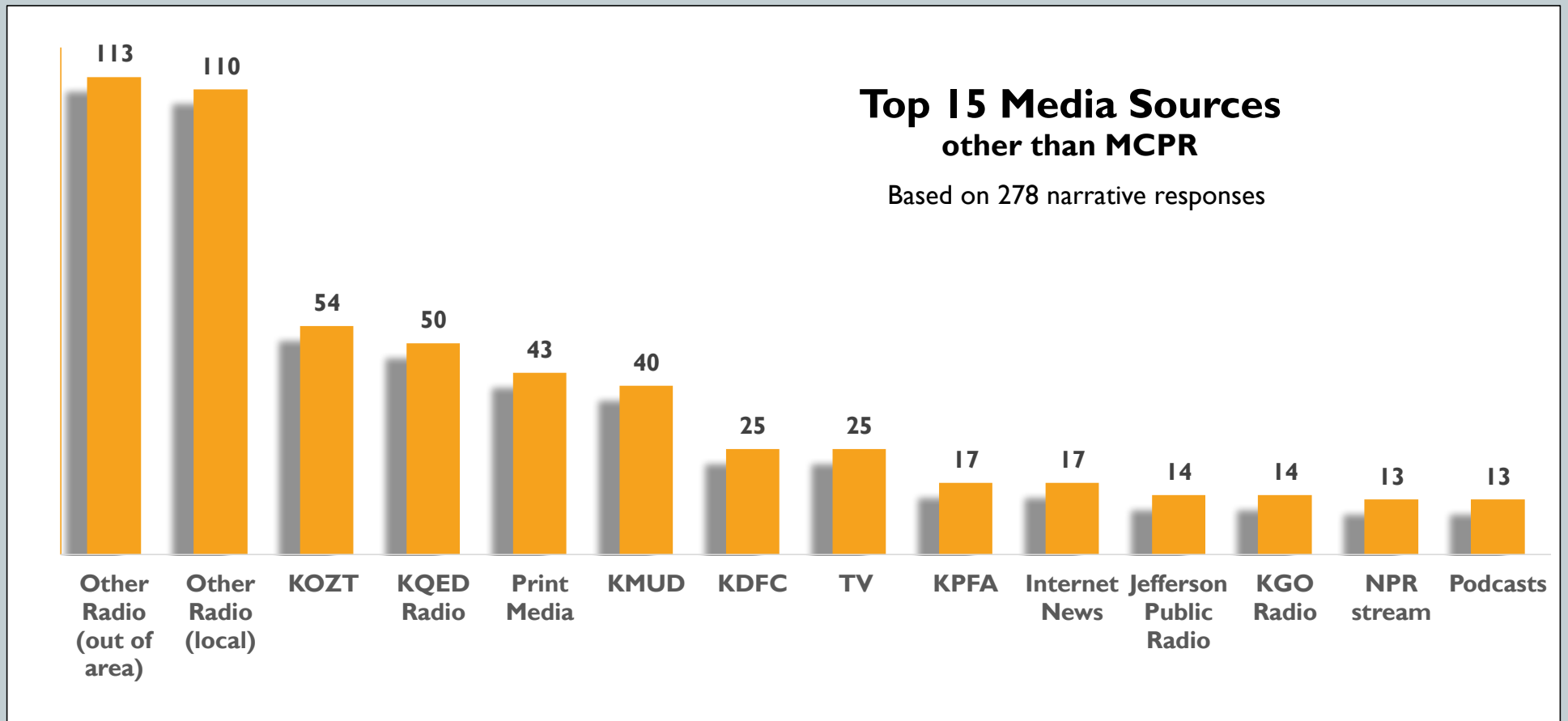
Age Group	Percentage of Respondents	Number of Respondents
Under 18	0%	0
18-24	0.2%	1
25-34	2.9%	17
35-44	6.3%	37
45-54	6.8%	42
55-64	19.9%	117
65+	64.0%	377
TOTAL		591

Question 2 - Do you listen on FM, Streaming, or both? (please check all that apply)

589 Responses

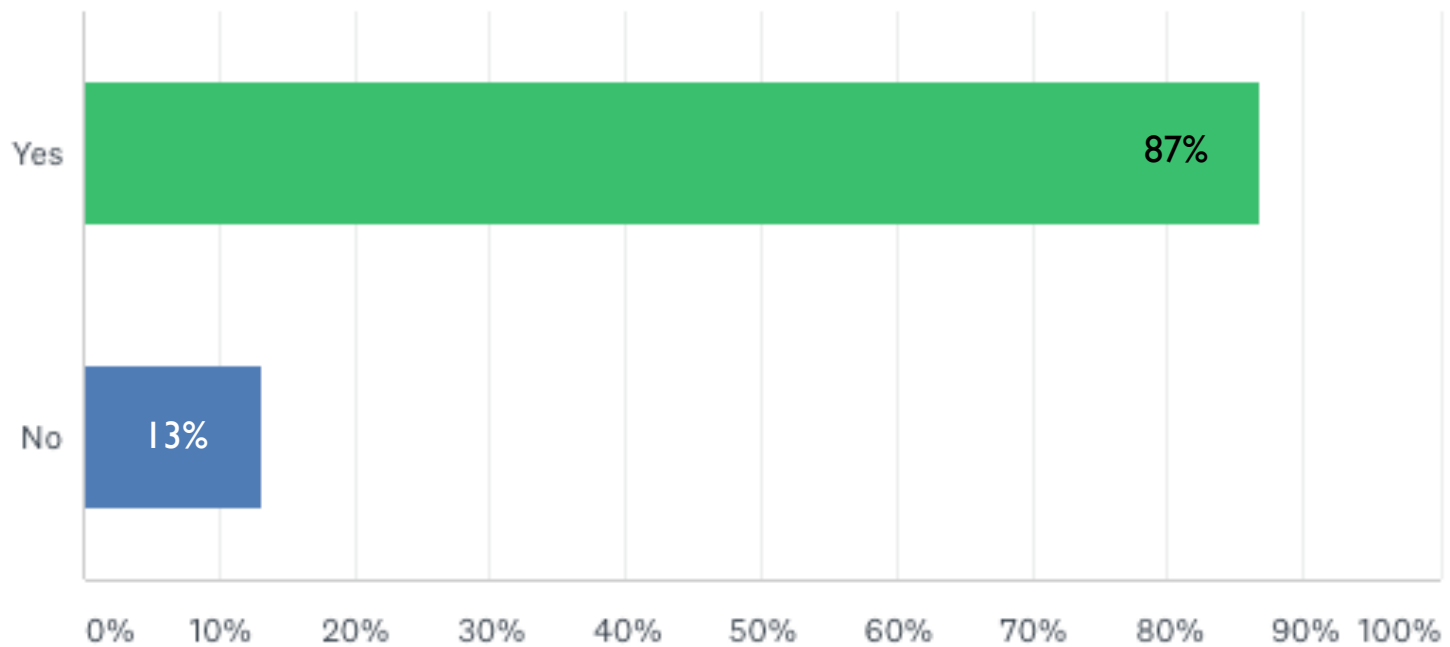


Question 2 - Please list any other stations or media sources you access regularly

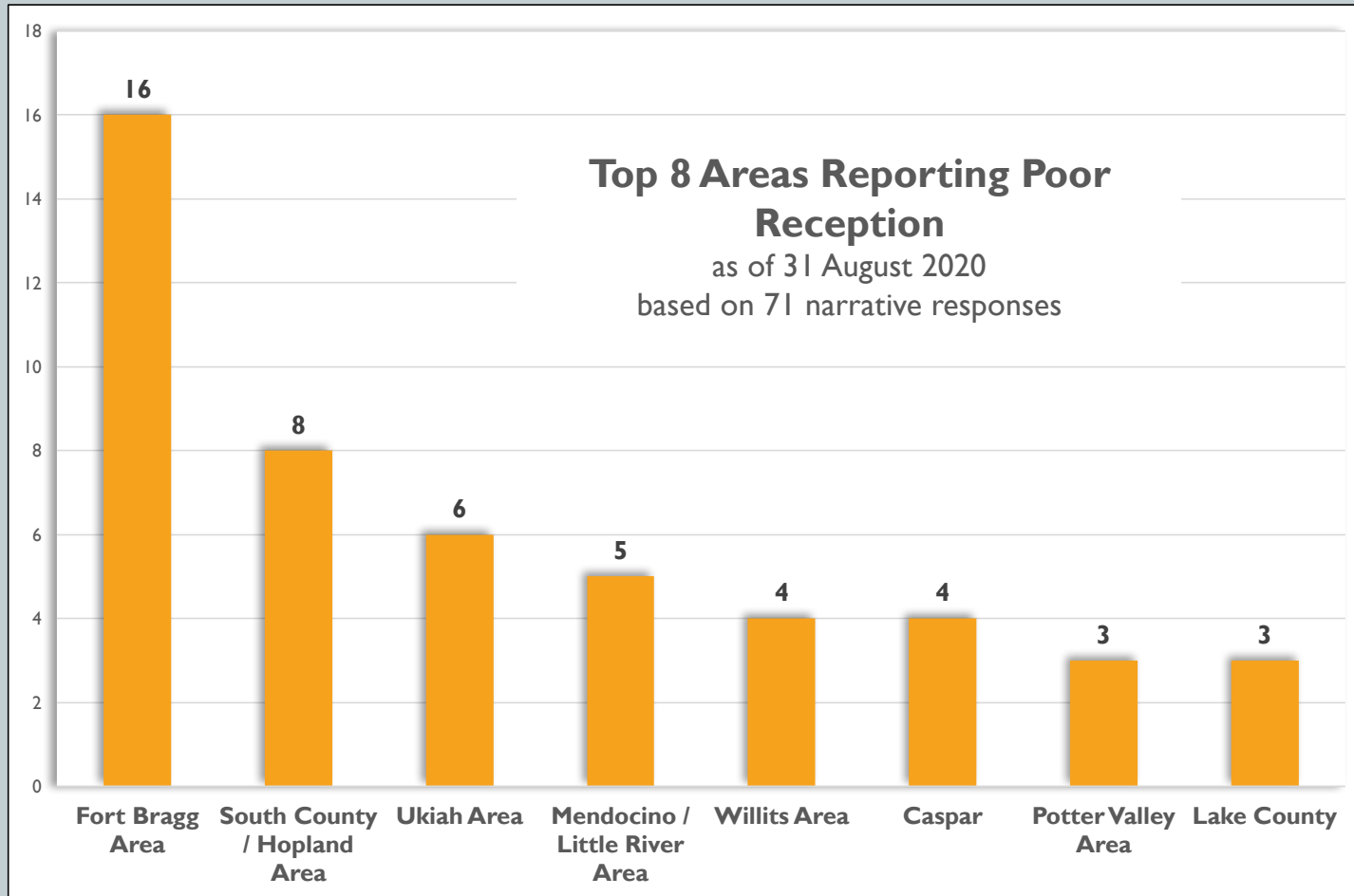


Question 3 – Are you able to receive a strong signal from KZYX in your location?

578 Responses

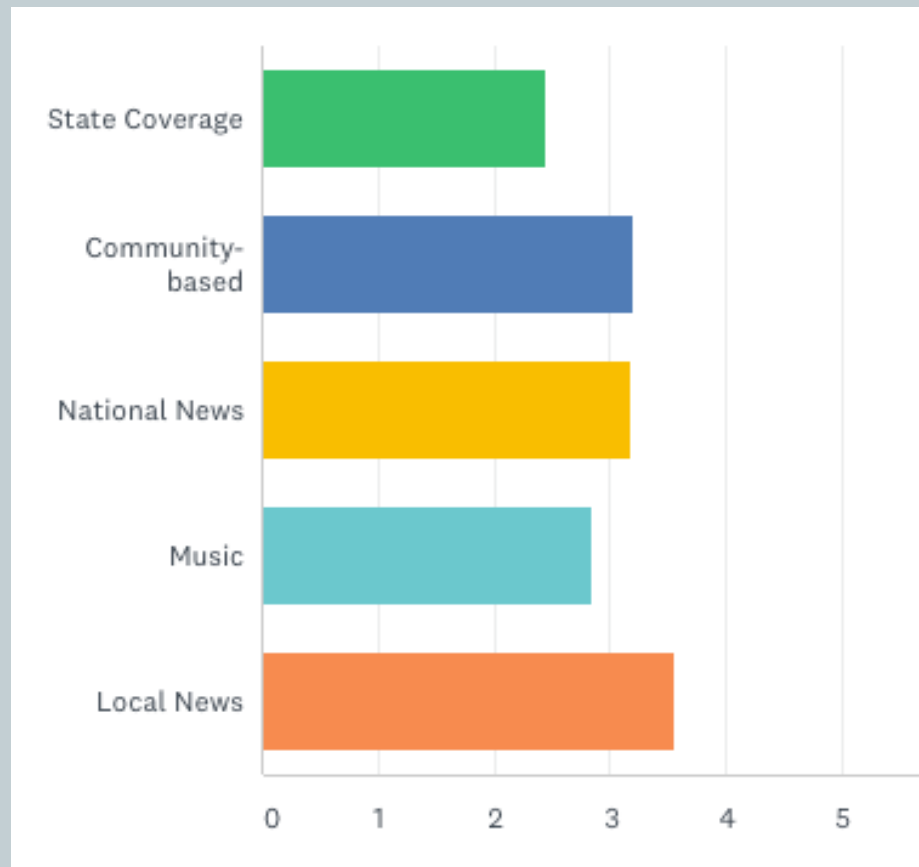


Question 3 – IF NO, please describe your location area



Question 4 - What programming is most valuable to you (rate in order of preference)?

575 Responses



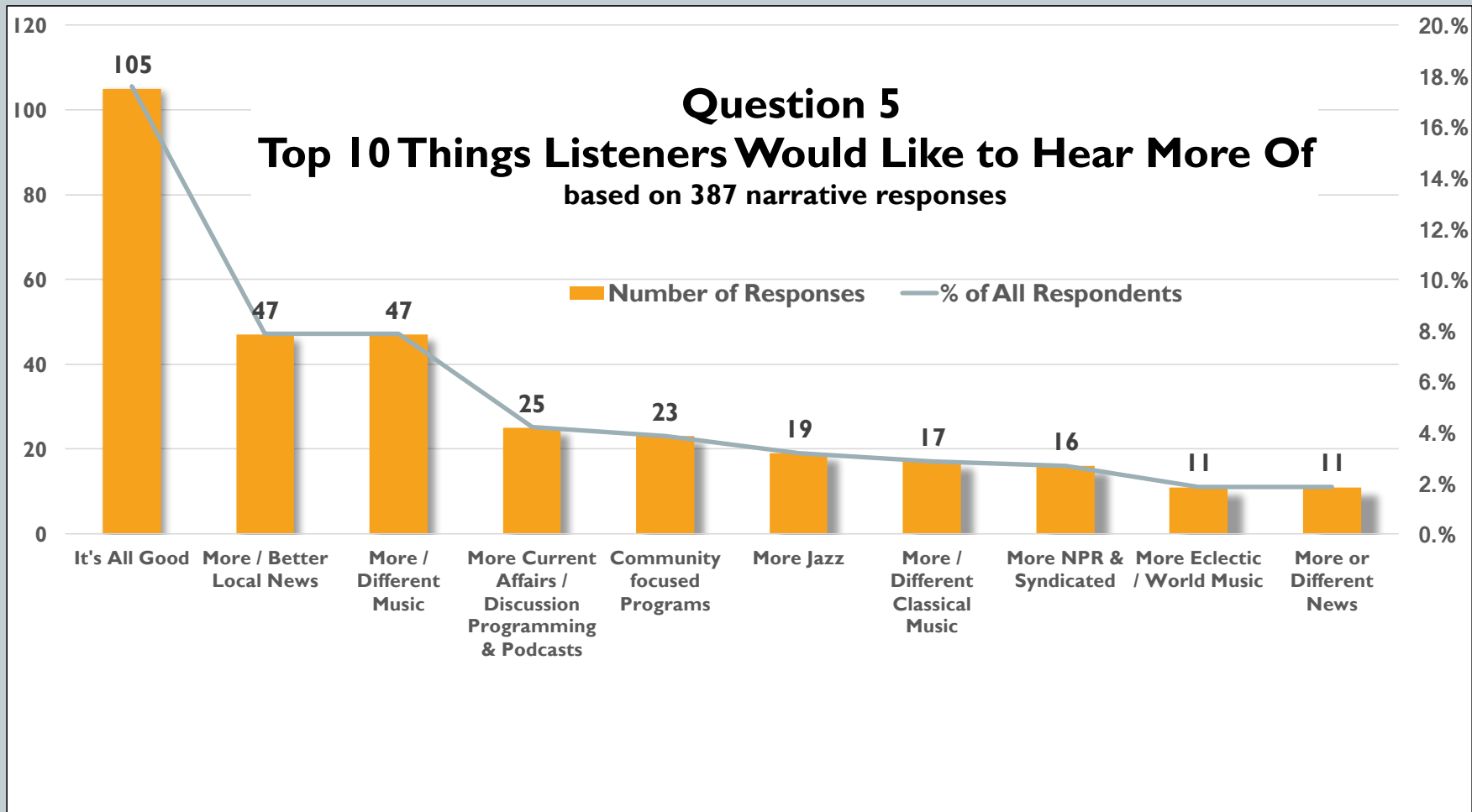
Question 4 - What programming is most valuable to you (rate in order of preference)? (continued)

	1	2	3	4	5	TOTAL	SCORE
▼ State Coverage	2.29% 12	14.15% 74	29.64% 155	33.84% 177	20.08% 105	523	2.45
▼ Community-based	25.52% 134	21.33% 112	16.19% 85	21.14% 111	15.81% 83	525	3.20
▼ National News	30.43% 164	16.33% 88	14.10% 76	18.37% 99	20.78% 112	539	3.17
▼ Music	22.51% 122	14.58% 79	19.37% 105	12.55% 68	31.00% 168	542	2.85
▼ Local News	23.18% 127	35.95% 197	21.90% 120	11.68% 64	7.30% 40	548	3.56

Question 5

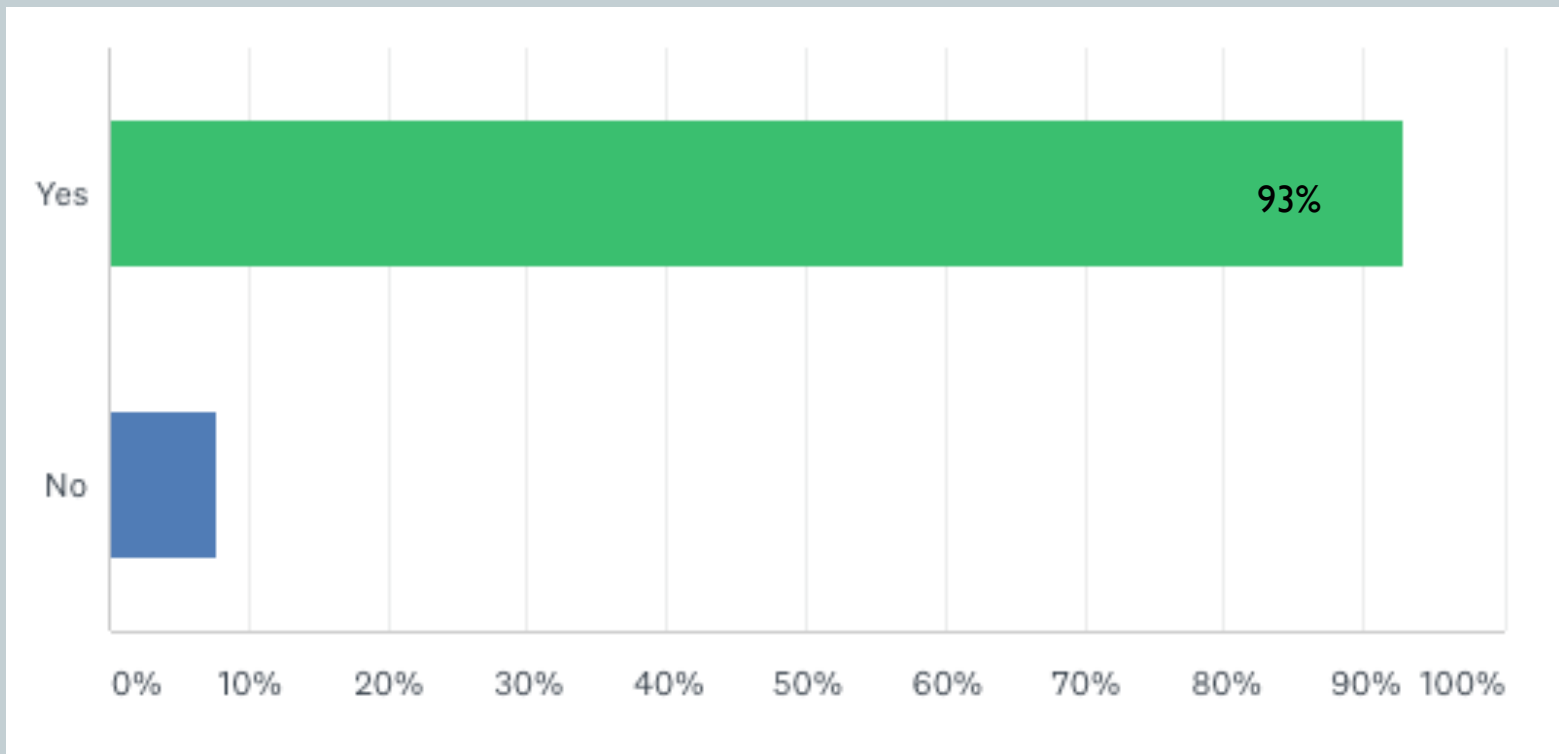
Top 10 Things Listeners Would Like to Hear More Of

based on 387 narrative responses



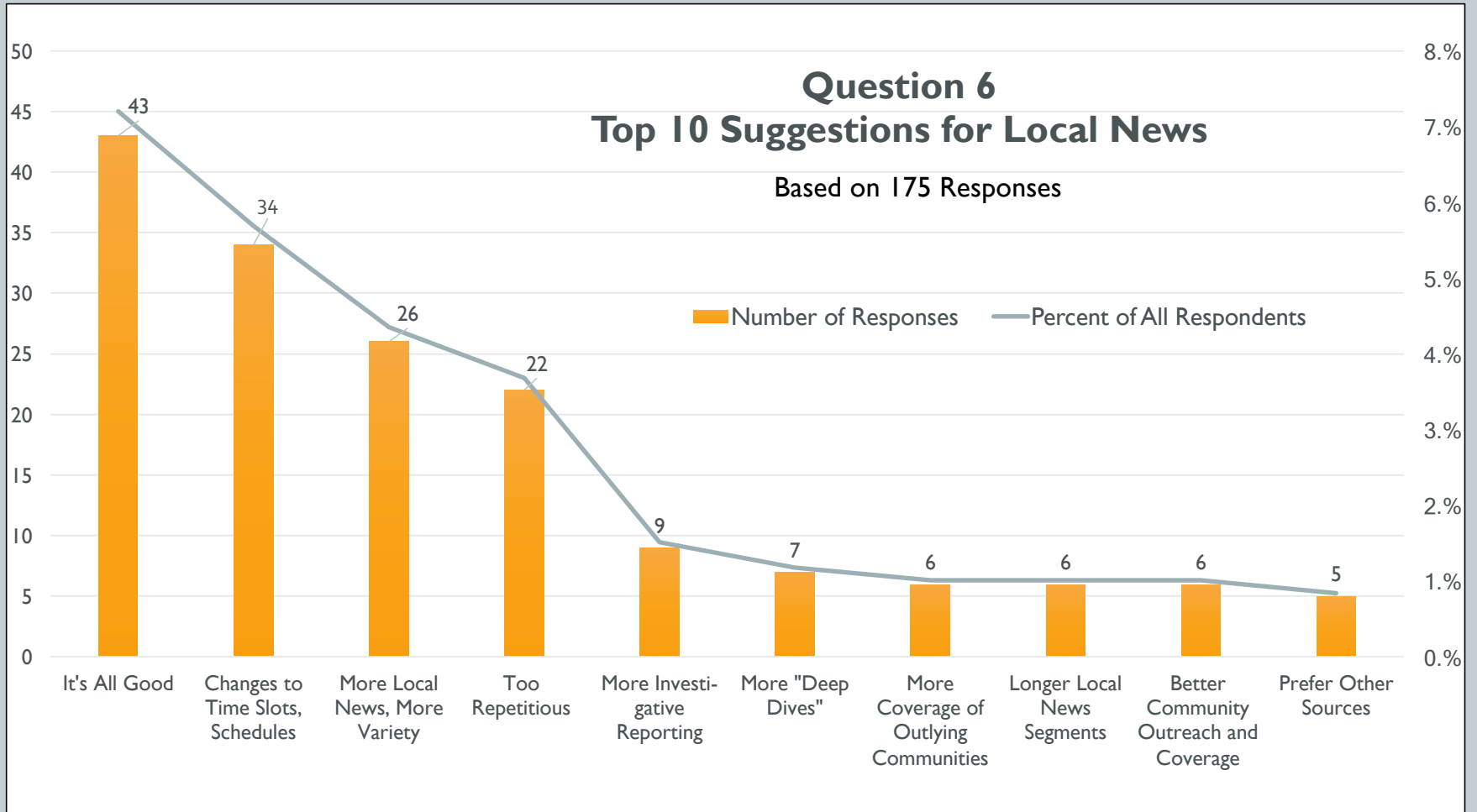
Question 6 – KZYY presents local news at 7:45 and 8:45 am, and 6 pm. Do you find this local news segment useful and informative?

549 Responses



Question 6 Top 10 Suggestions for Local News

Based on 175 Responses



Question 7 Top 11 Suggestions for Better Serving the Community

Based on 288 narrative responses

