

KSVU's Winter 2019 Listener Survey

Introduction

Thank you for taking part in KSVU 90.1 FM's Winter 2019 Listener Survey. Your opinions and feedback will help us improve our programming to provide a better radio listening experience for you. If you listen to us, we want to hear from you! There are 17 questions and should take less than 15 minutes to complete. You may skip any survey questions you feel aren't relevant to you.

KSVU 90.1 FM will provide to each respondent 2 free tickets for use in our raffle at our 2019 Blast Open the Pass annual fundraising dance at the Marblemount Community Center (held in May, pick up on-location). Just provide your name at the last question to qualify for this appreciation giveaway. We'll keep your personal information separate from your survey answers. You are not required to provide personally identifying information to take part in our survey.

Return your answers no later than March 1st. You may drop your survey off where you picked it up or at the station. Alternatively, hand it to one of our DJs or mail it to KSVU, 7838 South Superior Avenue, Concrete, Washington 98237.

1. Which of these types of technology do you use? Please select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Phone/Tablet with "data" plan | <input type="checkbox"/> AM/FM radio at Home |
| <input type="checkbox"/> Phone/Tablet with "wi-fi" capability | <input type="checkbox"/> AM/FM radio at Work |
| <input type="checkbox"/> Internet access at Home | <input type="checkbox"/> AM/FM radio in Vehicle |
| <input type="checkbox"/> Internet access at Work | <input type="checkbox"/> Satellite radio |

If you'd like to expand on or explain your answer, please comment here:

2. Where do you typically listen to the radio (any station/podcast)? Select all that apply.

	I usually listen here	Sometimes I listen here	I rarely/never listen here
At Home, on AM/FM Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At Home, via Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At Work, on AM/FM Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At Work, via Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the car, commuter-hours (6-8am or 4-6pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the car, not commuter-hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you'd like to expand on or explain your answer, please comment here:

3. When do you typically listen to the radio (any station or podcast)? Select all that apply.

	I usually listen around this time	Sometimes I listen around this time	I rarely/never listen around this time
Weekday mornings before 9am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekdays between 9am and 4pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekday evenings after 4pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday mornings before 12pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday afternoons between 12pm & 6pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday evenings after 6pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday mornings before 12pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday afternoons between 12pm & 6pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday evenings after 6pm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Any day between 12am and 6am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you'd like to expand on or explain your answer, please comment here:

4. KSVU 90.1 FM is an educational, community radio station that broadcasts various types of programming, both locally produced and syndicated. Please indicate what types of programming you'd like to hear more or less of. You can view our current schedule here: www.KSVU.org/schedule.

	Play More	Play Less	KSVU plays the right amount
Local Informational/Talk Shows (Ex: We Do The Work!)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Syndicated Informational/Talk Shows (Ex: Planetary Radio)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Music Programming (Ex: 4th Corner Jazz)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Syndicated Music Programming (Ex: Oldies but Goodies)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local News Programming (none currently)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Syndicated News Programming (Ex: Pacifica Radio)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you'd like to expand on or explain your answer, please comment here:

5. Have you noticed our recent changes to KSVU 90.1 FM programming?

- Yes, and generally I like the changes
- Yes, and generally I do not like the changes
- No, I haven't noticed any changes

If you'd like to expand on or explain your answer, please comment here:

6. The KSVU 90.1 FM broadcast is not streamed on the Internet. Would you listen to the station more often if it was?

- Yes, I'd listen through my phone, tablet, or computer
- No

If you answered yes, how many more days/hours per week do you think you would listen?

7. Where do you currently obtain the news?

	I get most news this way	I get some some news this way	I rarely/never get news this way
Local TV (ex: KIRO, KOMO, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
National TV (ex: CNN, Satellite)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paper Magazines & Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet/Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't pay attention to the news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you'd like to expand on or explain your response, please comment here:

8. If KSVU 90.1 FM were to change its news programming, what changes would you prefer (ex: more or less national news, more or less local news, different days/times, different shows, etc)? You may leave this question blank if you prefer.

Current KSVU 90.1 FM Programming

Questions 9 through 14 asks you to rate each program KSVU currently broadcasts. Questions 9 and 10 will ask about our weekend programming. Questions 11 through 14 will ask about our weekday programming. Please rate each show according to your personal preference. You can view our current schedule here: www.ksvu.org/schedule. The survey does not require a response for each row to proceed to the next question. If you'd rather, you can skip to the comment box and tell us your favorite shows.

9. Below is a list of our SATURDAY programming. Please rate each show according to your personal preference. You can view our current schedule here: www.KSVU.org/schedule. The survey does not require a response for each row to proceed to the next question. If you'd rather, you can skip to the comment box and tell us your favorite shows.

	This show is interesting to me	This show is OK	This show is not interesting to me	n/a - I haven't heard this show
Marren Yarbrough (Sat 8:30am & 9:30pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Earth Eats (Sat 9:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What's Up River (Sat 9:30am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Up-River Shenanigans (Sat 10:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global Village (Sat 11:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wood Songs (Sat 12:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art of the Song (Sat 1:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Folk Alley (Sat 2:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ozark Highlands Radio (Sat 4:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Piano Men (Sat 5:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio Theatre Project (Sun 9:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FMP & Friends (Sat 10:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any favorite Saturday shows? Please name a few of your favorites here. You may leave this question blank if you prefer.

10. Below is a list of our SUNDAY programming. Please rate each show according to your personal preference. You can view our current schedule here: www.KSVU.org/schedule. The survey does not require a response for each row to proceed to the next question. If you'd rather, you can skip to the comment box and tell us your favorite shows.

	This show is interesting to me	This show is OK	This show is not interesting to me	n/a - I haven't heard this show
New Dimensions (Sun 7:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interfaith Voices (Sun 8:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inspirational Hour (Sun 9:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planetary Radio (Sun 10:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smooth Jazz Sunday Brunch (Sun 10:30am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel with Rick Steves (Sun 2:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upriver Reggae Vibes (Sun 3:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speak Up! Speak Out! (Sun 5:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We Do the Work (Sun 5:30pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For You Blue (Sun 6:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Innocencio All Vinyl Show (Sun 8:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Up Front Soul Show (Sun 10:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any favorite Sunday shows? Please name a few of your favorites here. You may leave this question blank if you prefer.

11. Below is a list of our WEEKDAY MORNING programming (until noon). Please rate each show according to your personal preference. You can view our current schedule here: www.KSVU.org/schedule. The survey does not require a response for each row to proceed to the next question. If you'd rather, you can skip to the comment box and tell us your favorite shows.

	This show is interesting to me	This show is OK	This show is not interesting to me	n/a - I haven't heard this show
Oldies but Goodies (Mon-Fri 12:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Democracy Now (Mon-Fri 6:00am & 7:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skagit Talks (Mon, Wed, & Fri 8:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speak Up! Speak Out! (Thur 8:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We Do the Work (Fri 8:30am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music and History with Edgefield (Mon 9:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All Request Show with Edgefield (Mon 10:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upper Skagit Talks (Tues & Thurs 8:30am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chamber Music Society (Tue 9:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cardboard Box with Bam (Tue 10:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edgefield on Music (Wed & Fri 9:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geezer Rock (Wed 10:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bookwaves (Thur 9:30am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4th Corner Jazz (Thur 10:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phat Coffee Joint Cafe (Fri 10:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any favorite weekday morning shows? Please name a few of your favorites here. You may leave this question blank if you prefer.

12. Below is a list of our WEEKDAY AFTERNOON programming (Mon-Fri 12:00pm until 4:00pm). Please rate each show according to your personal preference. You can view our current schedule here: www.KSVU.org/schedule. The survey does not require a response for each row to proceed to the next question. If you'd rather, you can skip to the comment box and tell us your favorite shows.

	This show is interesting to me	This show is OK	This show is not interesting to me	n/a - I haven't heard this show
Skagit Talks (Wed & Fri 1:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potluck Lunchbox (Mon 12:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio Theatre Project (Mon-Fri 1:30pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Americana with Rick (Mon 2:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upper Skagit Talks (Tue & Thur 1:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ann the Bohemian (Tue 12:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rock-It Radio Show with Rocket Rodney (Tue 2:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leebo the Tarheel (Wed 12:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D-Rae Reflects (Wed 2:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Yokel (Thur 12:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The D-Rae Show (Thur 2:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bluegrass Belle & Friends (Fri 12:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music Mix with Gregory Sweet (Fri 2:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any favorite weekday afternoon shows? Please name a few of your favorites here. You may leave this question blank if you prefer.

13. Below is a list of our WEEKDAY EVENING programming (Mon-Fri, 4:00pm until 7:00pm). Please rate each show according to your personal preference. You can view our current schedule here: www.KSVU.org/schedule. The survey does not require a response for each row to proceed to the next question. If you'd rather, you can skip to the comment box and tell us your favorite shows.

	This show is interesting to me	This show is OK	This show is not interesting to me	n/a - I haven't heard this show
Speak Up! Speak Out! (Wed 5:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We Do the Work (Tue 5:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Democracy Now (Mon, Wed, Fri at 4:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skagit Talks (Mon, Tue, Thur, Fri 5:30pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pacifica Evening News (Mon-Fri 6:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Counterspin (Mon 5:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upper Skagit Talks (Wed 5:30pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information Society (Tue 4:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concrete Boys & Girls Club (Thur 4:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sea Change Radio (Thur 5:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laura Sanders (Fri 5:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any favorite weekday evening shows? Please name a few of your favorites here. You may leave this question blank if you prefer.

14. Below is a list of our WEEKDAY NIGHTTIME programming (Mon-Fri, 7:00pm through midnight). Please rate each show according to your personal preference. You can view our current schedule here: www.KSVU.org/schedule. The survey does not require a response for each row to proceed to the next question. If you'd rather, you can skip to the comment box and tell us your favorite shows.

	This show is interesting to me	This show is OK	This show is not interesting to me	n/a - I haven't heard this show
4th Corner Jazz (Mon 7:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Doctor's Den (Mon 8:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opus Day with Rip Robbins (Tue 7:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
House Music Program with Ben (Tue 8:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mistress of Music (Wed 8:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indigenous Music (Thurs 7:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Re-up with Def Kawn & DJ Note (Thur 8:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Latin Alternatives (Fri 7:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Spirit of Radio with Jeremiah (Fri 8:00pm)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oldies but Goodies (Mon-Fri 12:00am)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any favorite weekday nighttime shows? Please name a few of your favorites here. You may leave this question blank if you prefer.

Keep in touch. Or better yet, get involved!

Thank you for Sharing your opinion with us. The last three questions allow you to sign up for our newsletter, volunteer, or request your 2 free raffle tickets. We'll keep your personal information separate from your survey answers. You are not required to provide personally identifying information to take part in our survey.

15. We periodically email our listeners KSVU's newsletter. If you would like to receive a copy, please provide your email address below. You may leave this question blank if you prefer.

Enter your email address here:

16. KSVU 90.1 FM is volunteer powered and listener supported. If you'd like to be involved, we invite you to sit in during our any of monthly staff-meetings at the station (behind the elementary school, the 2nd Tuesday of each month at 5:15 pm). If you have an idea for a show or a suggestion to make KSVU 90.1 FM better, please tell us below. Provide your name and contact information here if you'd like us to contact you about volunteering. You may also leave this question blank.

17. Thank you for helping us understand your listening preferences. To receive 2 free raffle tickets at our 2019 Blast Open the Pass fundraiser this May, enter your first and last name where indicated below. We'll have a will-call list at the door - just ask for them when you arrive. You may also leave this question blank.

WE TEAR OFF THIS LAST PAGE TO SEPARATE YOUR ANSWERS FROM YOUR PERSONAL INFORMATION

PLEASE RETURN TO US NO LATER THAN MARCH 1ST:

1. Hand it to any of our volunteers or DJs,
2. Drop it off at the location you picked it up,
3. Drop it off at the station (behind Concrete Elementary School), or
4. Mail it to us at KSVU, 7838 S. Superior Ave, Concrete, WA 98237
(Fold in half, tape the end, and add \$0.85 postage)

TAPE CLOSED

PLACE
POSTAGE
HERE

Mail to:

KSVU 90.1 FM - 2019 WINTER SURVEY
7838 S. Superior Ave
Concrete, WA 98237

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