DN! Survey Analysis

Patrik Angstrom Poore did the analysis of the DN! survey. Here is his analysis of it:

There are five tabs in the spreadsheet. The ones you want to look at are the breakdown ones. The most interesting, i think, is the preference breakdown. To get this, I had to change first choice, second choice, etc into number rankings, 5= first, 4 = second, etc. 0 means no preference was marked for that person in that time slot.

So, on the preference breakdown, where the numbers are higher, the aggregate preference is higher. Read across to look at the member breakdown, and read down to look at the listening habit breakdown.

Green means that time slot scored the highest in that category, and yellow means the lowest.

I won't keep you in suspense: if you listen a lot already, or if you are already a member, then you prefer 11-12 slot. No surprise there. overall, the 11-12 slot got the highest preference rank (953)

But if you are not a member, you prefer after 5. If you used to be a member, you prefer after 5. If you don't listen, or you don't listen on kboo, you prefer after 5. and if you occasionally listen, you prefer after 5.

These seem like pretty significant results.. after 5 is the second ranking, at 832. even among current members, after 5 is the second choice. For those who already listen a lot, their second choice is 8-9 am.. maybe 7am is a little too early, who knows - frequent and occasional listeners do not like 7am. Those who watch on cable really hate the current slot, and those who have never watched said they never would if it came on at 8am.

The second highest ranking above the three non-listener categories (don't watch, watch on cable, other) is 7-8 am. The funniest thing about that - that is very clearly the most unpleasant choice for all the current listeners!

Among those who used to be a member, they hate the current slot. and those who never were a member, they disprefer 7am.

There's other interesting stuff, like the other choices, but i took out a lot of small stuff to bring out what seems like the most important results: the choice and member breakdown count up the number of respondants, how much they listen, and their individual rankings by time slot.

(over)

Here are a few quotes from this comment page:

I listen to OPB news in the morning - that is when you might get me to switch. I haven't heard DN enough to say I would prefer to listen to it daily over the news though. I might prefer KBOO news then if it was done more professionally, perhaps with a bit more mainstream news mixed in.

We cannot stand to listen to any kind of commercial media of any kind anymore; we are so grateful to this station for providing an alternative; someplace out in radioland where profit is not the only basis for transmitting something. Thanks!

Thanks for broadcasting!! I used to listen avidly but it's a little bit harder now that I'm working in the middle of the day most days.

I think DN! should be played in direct competition with the NPR news shows such as Morning Edition and All Things Considered because it offers a good alternative to those national shows that KBOO currently doesn't offer (except for Free Speech Radio News). I think more people would tune in if DN! was on when they were on their way to or from work in the morning (I know I would).

It is so important! Thank you for time change! It is impossible for teachers to listen to at current time -

possible to run it twice during the day to cover people who work am and pm shifts? we can't all listen at work.

--Judy Fiestal