

# DN! Phone Survey

**1. Do you listen to DN! on KBOO? (Record as yes if answered by every day, every week, occasionally. Record as no if answered by rarely or no.)**

		Response Percent	Response Count
yes.		59.6%	62
no.		40.4%	42
		<b>answered question</b>	<b>104</b>
		<b>skipped question</b>	<b>3</b>



**2. If we move DN! to a different time slot, when would you most likely listen to it? (Read out the time options listed. Choose one time slot.)**

		Response Percent	Response Count
7am		15.2%	12
<b>8am</b>		<b>24.1%</b>	19
9am		15.2%	12
5pm		13.9%	11
6pm		22.8%	18
7pm		8.9%	7
		<b>answered question</b>	<b>79</b>
		<b>skipped question</b>	<b>28</b>

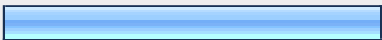

**3. Do you listen to any radio between 6 and 9 am weekdays? (Record as yes if answered by every day, every week, occasionally. Record as no if answered by rarely or no.)**

		Response Percent	Response Count
yes.		81.1%	86
no.		18.9%	20
		<b>answered question</b>	<b>106</b>
		<b>skipped question</b>	<b>1</b>

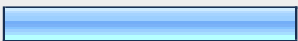

4. Do you listen to any radio between 5 and 8pm weekdays? (Record as yes if answered by every day, every week, occasionally. Record as no if answered by rarely or no.)

		Response Percent	Response Count
yes.		63.5%	66
no.		36.5%	38
<b>answered question</b>			<b>104</b>
<b>skipped question</b>			<b>3</b>


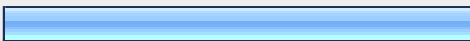
5. Would you listen to KBOO news and talk radio at 4pm? (Record as yes if answered by every day, every week, occasionally. Record as no if answered by rarely or no.)

		Response Percent	Response Count
yes.		41.5%	44
no.		58.5%	62
<b>answered question</b>			<b>106</b>
<b>skipped question</b>			<b>1</b>

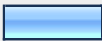
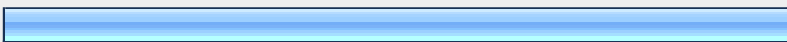

6. Would you listen to KBOO news and talk radio at 7 in the evening? (Record as yes if answered by every day, every week, occasionally. Record as no if answered by rarely or no.)

		Response Percent	Response Count
yes.		32.0%	33
no.		68.0%	70
<b>answered question</b>			<b>103</b>
<b>skipped question</b>			<b>4</b>

7. Would you listen to folk and American roots music at 7 in the morning? (Record as yes if answered by every day, every week, occasionally. Record as no if answered by rarely or no.)

		Response Percent	Response Count
yes.		48.6%	51
no.		51.4%	54
		<b>answered question</b>	<b>105</b>
		<b>skipped question</b>	<b>2</b>

8. Have you completed any KBOO surveys this year? (Background- KBOO has had 2 surveys this year: Survey for Change- a 27 question survey, and Democracy Now! Survey- a short 5 question survey.)

		Response Percent	Response Count
yes.		10.5%	11
no.		86.7%	91
not sure.		2.9%	3
		<b>answered question</b>	<b>105</b>
		<b>skipped question</b>	<b>2</b>

9. If you could change one thing about KBOO, what would it be?

		Response Count
		90
		<b>answered question</b>
		<b>90</b>
		<b>skipped question</b>
		<b>17</b>

10. We are hoping to reach a diverse group of KBOO listeners. Would you mind letting us know your age? (Ask this question as an open ended question and check the appropriate category as indicated.)

		Response Percent	Response Count
12 - 24 years		0.0%	0
25 - 34 years		7.5%	8
35 - 44 years		12.3%	13
45 - 54 years		29.2%	31
<b>55 - 64 years</b>		<b>37.7%</b>	40
65 years or older		13.2%	14
		<b>answered question</b>	<b>106</b>
		<b>skipped question</b>	<b>1</b>

11. What is your ethnicity? (Ask this question as an open ended question and check the appropriate category as indicated.)

		Response Percent	Response Count
African-American/ African		0.0%	0
Asian/ Pacific Islander		1.0%	1
<b>European-American/ white</b>		<b>91.4%</b>	96
Hispanic/ Latino		2.9%	3
Middle Eastern		0.0%	0
Multiethnic		0.0%	0
Native American/ Native Alaskan		0.0%	0
Other (please specify)		4.8%	5
		<b>answered question</b>	<b>105</b>
		<b>skipped question</b>	<b>2</b>