PRELIMINARY SURVEY REPORT

to

THE KUNM-FM RADIO BOARD

The data collection phase of the survey was completed during the last week in October and the first week in November, prior to the KUNM membership drive. A sampling frame provided by Professor Hank Jenkins-Smith of the Institute for Public Policy was generated from his data base. It included phone numbers of residences within the established KUNM signal area, and was proportional to the population. An estimated desirable sample size was established to be 500. Final sample size was 563 completed phone interviews, which results in an average +/- 4 percentage points as a margin of error for percentage questions in the survey. All responses were weighted for number of individuals in the surveyed household in order to equalize the probability of interviewing any one member of a household across the entire sample. Reviewed below are some preliminary results of the survey, with the final report of all results to be presented at the next KUNM Radio Board meeting.

1. Percentage of Listenership:

Do you currently listen to KUNM-FM, 89.9?

a. yes  21.0%
b. no    78.6%

How often, on a weekly basis, do you listen to KUNM-FM?

a. 1 day a week or less  25.00%
b. 1 to 2 days a week     32.70%
c. 3 to 5 days a week    25.4%
d. 6 to 7 days a week    16.9%

note: b, c & d summed is .1575 of total sample
note: c & d summed is .08 of total sample
2. **Programming Preferences - KUNM listeners:**

Locally produced music programming:
a. more 48.1%
b. as is 29.2%
c. less 8.5%
d. no 14.2%

3. **Competitor Radio Stations - KUNM listeners:**

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>KLSK 104.1</td>
<td>40.8%</td>
</tr>
<tr>
<td>KANW 89.1</td>
<td>29.6%</td>
</tr>
<tr>
<td>KHFM 96.3</td>
<td>38.5%</td>
</tr>
<tr>
<td>KOOL 102</td>
<td>34.6%</td>
</tr>
</tbody>
</table>

4. **Perceptions of Public Radio - KUNM listeners:**

Different people have different ideas about public radio. Which of the following terms describes public radio to you?

a. instructional 50.4%
b. informative 80.4%
c. an alternative to other radio programming 68.1%
d. coverage of local issues 63.8%
e. good programming 80.8%
f. public supported 76.9%
g. part of PBS (Public Broadcasting System) 65.0%

5. **KUNM Listener Attitudes:**

**KUNM offers high quality news programs.**

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>strongly disagree</td>
<td>.4%</td>
</tr>
<tr>
<td>disagree</td>
<td>0</td>
</tr>
<tr>
<td>no opinion</td>
<td>16.2%</td>
</tr>
<tr>
<td>agree</td>
<td>60.8%</td>
</tr>
<tr>
<td>strongly agree</td>
<td>22.7%</td>
</tr>
</tbody>
</table>

**KUNM airs programs I can't hear anywhere else.**

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>strongly disagree</td>
<td>.8%</td>
</tr>
<tr>
<td>disagree</td>
<td>4.2%</td>
</tr>
<tr>
<td>no opinion</td>
<td>20.4%</td>
</tr>
<tr>
<td>agree</td>
<td>56.2%</td>
</tr>
<tr>
<td>strongly agree</td>
<td>18.5%</td>
</tr>
</tbody>
</table>
KUNM listener attitudes (cont.)

KUNM offers a good variety of programs for different listeners.
- strongly disagree: 0%
- disagree: 2.3%
- no opinion: 7.7%
- agree: 71.5%
- strongly agree: 18.5%

KUNM has too many different programs.
- strongly disagree: 6.9%
- disagree: 54.2%
- no opinion: 25.0%
- agree: 12.3%
- strongly agree: 1.5%

On a one to ten scale, one being negative and ten being positive, please indicate generally how you feel about KUNM as a radio station.
- 1 - 0%
- 2 - 0%
- 3 - 0.4%
- 4 - 0.4%
- 5 - 6.2%
- 6 - 10.8%
- 7 - 32.8%
- 8 - 31.7%
- 9 - 9.3%
- 10 - 8.5%

Non-listeners' reasons as to why they do not listen to KUNM

Which of the following are reasons that you don't listen to KUNM, 89.9?

a. can't receive the signal: 18.6%
b. prefer to listen to other radio stations: 55.0%
c. don't like to listen to radio: 2.2%
d. don't have the time: 3.7%
e. never heard of it: 46.3%**

** this represents 36% of total sample