

## Local Survey Results – survey period March 18- April 1, 2014

MTPR produces about 50% of our program schedule locally, including the efforts of our MTPR news department, MTPR program hosts and other Montana program producers. We'd like to know more about how this local effort is meeting your needs.

### Text Block:

Help us with your thoughts about local news and weather on MTPR.

### 1 How are we doing at fulfilling your need for news and information about Montana?

1 = Give me less=1, 2 = 2, 3 = Coverage is just right=3, 4 = 4, 5 = Give me more=5

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Policy Making and Politics						1366	3.4
Environment						1368	3.6
Economy						1364	3.3
Ideas and Innovation						1356	3.6
Education						1361	3.4
Health						1361	3.4
Arts and Culture						1360	3.5

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

[Hide Details](#)



Hold the mouse over each color of the bar to see the number of respondents.

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Policy Making and Politics	1%	3%	59%	24%	10%	1366	3.4
Environment	0%	2%	48%	32%	15%	1368	3.6
Economy	1%	5%	61%	23%	8%	1364	3.3
Ideas and Innovation	0%	2%	47%	34%	14%	1356	3.6
Education	0%	3%	59%	25%	10%	1361	3.4
Health	0%	3%	57%	26%	10%	1361	3.4
Arts and Culture	1%	4%	52%	27%	13%	1360	3.5

### 2 What are we missing?

	Number of Responses
<a href="#">View Text Answers</a>	455

3 What community/region do you live in?

Answer	0%	100%	Number of Responses	Response Ratio
Flathead & Northwest MT			<a href="#">262</a>	18.8%
Helena area			<a href="#">152</a>	10.9%
Missoula area			<a href="#">553</a>	39.7%
Bitterroot valley			<a href="#">139</a>	10.0%
Butte/Bozeman/Dillon & Southwest MT			<a href="#">110</a>	7.9%
Great Falls & Central MT			<a href="#">121</a>	8.7%
Eastern MT			<a href="#">3</a>	<1%
Other <a href="#">(View all)</a>			<a href="#">41</a>	2.9%
No Responses			9	<1%
<b>Totals</b>			<b>1390</b>	<b>100%</b>

4 Do you find that MTPR's approach to providing regional and state reporting is valuable as your Montana news source?

1 = Not valuable=1, 2 = 2, 3 = Adequate=3, 4 = 4, 5 = Highly valuable=5

	1	2	3	4	5	Number of Responses	Rating Score*
						1367	4.4

1 2 3 4 5

Hold the mouse over each color of the bar to see the number of respondents.

	1	2	3	4	5	Number of Responses	Rating Score*
	1%	2%	11%	24%	60%	1367	4.4

5 How can we improve?

	Number of Responses
<a href="#">View Text Answers</a>	421

6 Do you rely on MTPR as your primary source for weather information?

Answer	0%	100%	Number of Responses	Response Ratio
Yes			<a href="#">469</a>	34.3%
No			<a href="#">906</a>	66.2%
<b>Totals</b>			<b>1367</b>	<b>100%</b>

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### How useful is the weather information MTPR provides?

1 = Not useful =1 , 2 = 2 , 3 = Useful=3 , 4 = 4 , 5 = Highly useful=5

	1	2	3	4	5	Number of Responses	Rating Score*
						1361	3.4

1 2 3 4 5

Hold the mouse over each color of the bar to see the number of respondents.

	1	2	3	4	5	Number of Responses	Rating Score*
	4%	14%	37%	21%	21%	1361	3.4

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### Add your suggestions for improving the weather information.

	Number of Responses
<a href="#">View Text Answers</a>	496

#### Text Block:

How are we doing in general?

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### What would you like MTPR to do more of? Or less of?

	Number of Responses
<a href="#">View Text Answers</a>	771

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### Rank the overall quality of our service - on-air or streaming.

1 = Worst=1 , 2 = 2 , 3 = Adequate=3 , 4 = 4 , 5 = Best=5

	1	2	3	4	5	Number of Responses	Rating Score*
						1284	4.1

1 2 3 4 5


Hold the mouse over each color of the bar to see the number of respondents.

	1	2	3	4	5	Number of Responses	Rating Score*
	0%	3%	18%	43%	34%	1284	4.1

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## How often do you use MTPR.org?

1 = Never , 2 = Infrequently , 3 = Weekly , 4 = Daily , 5 = Multiple times per day

	1	2	3	4	5	Number of Responses	Rating Score*
						1367	3.1

1 2 3 4 5

Hold the mouse over each color of the bar to see the number of respondents.

	1	2	3	4	5	Number of Responses	Rating Score*
	6%	38%	15%	18%	20%	1367	3.1

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## Rank the quality of our online service - MTPR.org.

1 = Worst=1 , 2 = 2 , 3 = Adequate=3 , 4 = 4 , 5 = Best=5

	1	2	3	4	5	Number of Responses	Rating Score*
						1091	3.5

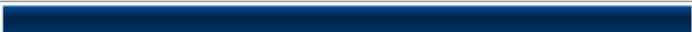

1 2 3 4 5

Hold the mouse over each color of the bar to see the number of respondents.

	1	2	3	4	5	Number of Responses	Rating Score*
	0%	5%	45%	37%	11%	1091	3.5

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How do you access MTPR.org? (check all that apply) 

Answer	0%	100%	Number of Responses	Response Ratio
Desktop or Laptop Computer			<a href="#">1113</a>	88.5%
Tablet			<a href="#">253</a>	20.1%
Mobile Phone			<a href="#">231</a>	18.3%
Totals			1257	100%

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Do you engage with MTPR on Facebook? 

Answer	0%	100%	Number of Responses	Response Ratio
Yes			<a href="#">169</a>	12.5%
No			<a href="#">1185</a>	87.6%
Totals			1352	100%

15 Do you follow MTPR on Twitter?

Answer	0%	100%	Number of Responses	Response Ratio
Yes			50	3.6%
No			1308	96.3%
Totals			1358	100%

16 On MTPR.org, Facebook or Twitter - what prompts you to share a post or story?

	Number of Responses
<a href="#">View Text Answers</a>	195

**Text Block:**

Next we'll ask about our local music and entertainment programs... programs produced by MTPR program hosts or other Montana producers.

17 How are we doing at fulfilling your interest in music, culture and entertainment?

1 = Give me less=1, 2 = 2, 3 = Programming is just right=3, 4 = 4, 5 = Give me more=5

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Classical						1336	2.8
Jazz						1316	2.8
Freeform music						1296	3.1
Folk & music from world cultures						1317	3.3
Blues						1305	3.1
Opera						1319	2.3
Children's programs						1318	2.8
Books and authors						1316	3.2
Local & regional musicians						1320	3.4
Music on a theme, topic or artist						1283	3.3



Hold the mouse over each color of the bar to see the number of respondents.

Answer	1	2	3	4	5	Number of Responses	Rating Score*
Classical	18%	16%	39%	12%	12%	1336	2.8
Jazz	16%	19%	39%	14%	10%	1316	2.8
Freeform music	9%	14%	45%	17%	13%	1296	3.1
Folk & music from world cultures	4%	9%	49%	24%	11%	1317	3.3
Blues	6%	14%	49%	20%	8%	1305	3.1
Opera	28%	23%	40%	4%	2%	1319	2.3
Children's programs	11%	12%	63%	8%	3%	1318	2.8
Books and authors	3%	7%	57%	22%	8%	1316	3.2
Local & regional musicians	2%	5%	50%	31%	10%	1320	3.4
Music on a theme, topic or artist	2%	6%	60%	22%	7%	1283	3.3

18 MTPR provides a large variety of local music, culture and entertainment programs. Do you wish MTPR focused more on a particular thing?

Answer	0%	100%	Number of Responses	Response Ratio
Focus more			215	17.9%
Stay the same			895	74.5%
Totals			1201	100%

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19 Please list 2 or 3 of your favorite music and entertainment programs. 🎧 🎵

	Number of Responses
<a href="#">View Text Answers</a>	1045

20 How often do you listen to MTPR music/entertainment programs after 7:30pm?

1 = Never , 2 = Infrequently , 3 = Monthly , 4 = Weekly , 5 = Daily

	1	2	3	4	5	Number of Responses	Rating Score*
						1352	3.3

1 2 3 4 5

Hold the mouse over each color of the bar to see the number of respondents.

	Number of Responses	Rating Score*
	1352	3.3

#### Text Block:

Now let us know your thoughts about our work with Montana Public Media on statewide issues - produced as a collaboration of MTPR, MontanaPBS, Yellowstone Public Radio and UM's School of Journalism.

21 Does public media help you make decisions on civic issues?

1 = Never , 2 = Sometimes , 3 = Mostly , 4 = Always

	1	2	3	4	Number of Responses	Rating Score*
					1362	2.7

1 2 3 4

Hold the mouse over each color of the bar to see the number of respondents.

	Number of Responses	Rating Score*
	1362	2.7

22

### Do you value our radio, online and television coverage of political debates?

1 = Not at All=1, 2 = 2, 3 = Moderate Value=3, 4 = 4, 5 = Value Highly=5

	1	2	3	4	5	Number of Responses	Rating Score*
						1354	4.0

1 2 3 4 5

Hold the mouse over each color of the bar to see the number of respondents.

	1	2	3	4	5	Number of Responses	Rating Score*
	2%	6%	20%	29%	40%	1354	4.0

23

### Last year Montana Public Media focused for one week on gun culture and another week on climate. Is a collaborative focus on Montana issues of value to you?

1 = No value=1, 2 = 2, 3 = Moderate value=3, 4 = 4, 5 = High Value=5

	1	2	3	4	5	Number of Responses	Rating Score*
						1344	4.2

1 2 3 4 5

Hold the mouse over each color of the bar to see the number of respondents.

	1	2	3	4	5	Number of Responses	Rating Score*
	1%	3%	14%	35%	46%	1344	4.2

24

### Other than politics and elections, what Montana issues would like to see us cover in the coming year?

	Number of Responses
<a href="#">View Text Answers</a>	720

#### Text Block:


Finally, please tell us a little about yourself.






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### What is your age?


Answer	0%	100%	Number of Responses	Response Ratio
Under 18			1	<1%
18-30			51	3.7%
31-49			285	20.7%
50-68			803	58.4%
69+			236	17.1%
Totals			1374	100%






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How many people in your household listen to MTPR? 

Answer	0%	100%	Number of Responses	Response Ratio
1			<a href="#">411</a>	30.0%
2			<a href="#">758</a>	55.3%
3			<a href="#">125</a>	9.1%
4			<a href="#">59</a>	4.3%
5			<a href="#">17</a>	1.2%
6			<a href="#">2</a>	<1%
7+			0	0.0%
<b>Totals</b>			<b>1369</b>	<b>100%</b>

27

If you have children living at home, what are their ages? 

Answer	0%	100%	Number of Responses	Response Ratio
0-5 years			<a href="#">103</a>	35.2%
Elementary age			<a href="#">65</a>	22.2%
Middle school			<a href="#">44</a>	15.0%
High school			<a href="#">78</a>	26.7%
College			<a href="#">64</a>	21.9%
<b>Totals</b>			<b>292</b>	<b>100%</b>

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Please list 3 words that you use to describe MTPR when are out in the community, or talking to friends, co-workers or family. 

	Number of Responses
<a href="#">View Text Answers</a>	1168