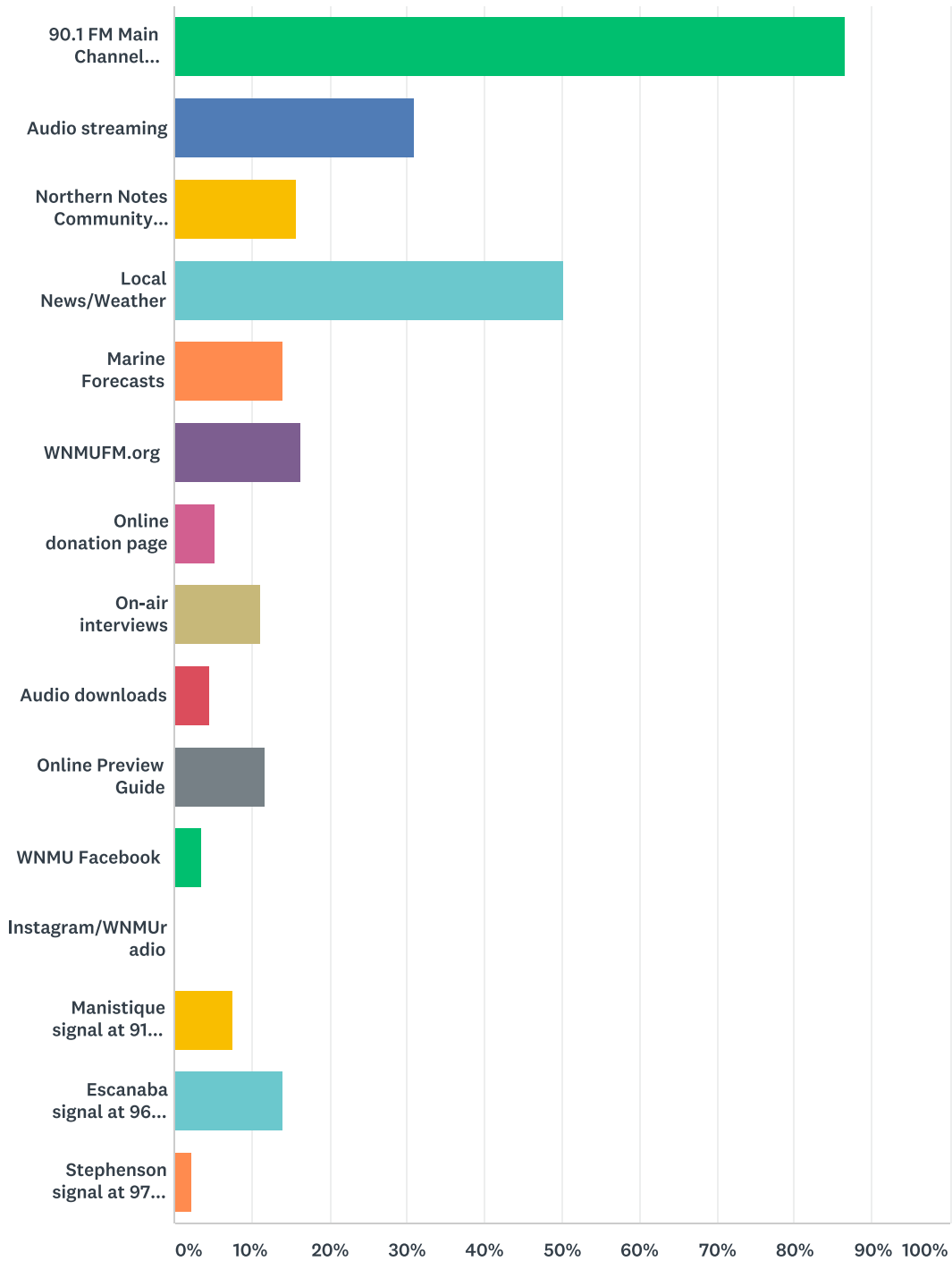


Q1 What WNMU, Public Radio 90 services have you used in the last 12 months? Select all that apply.

Answered: 171 Skipped: 29

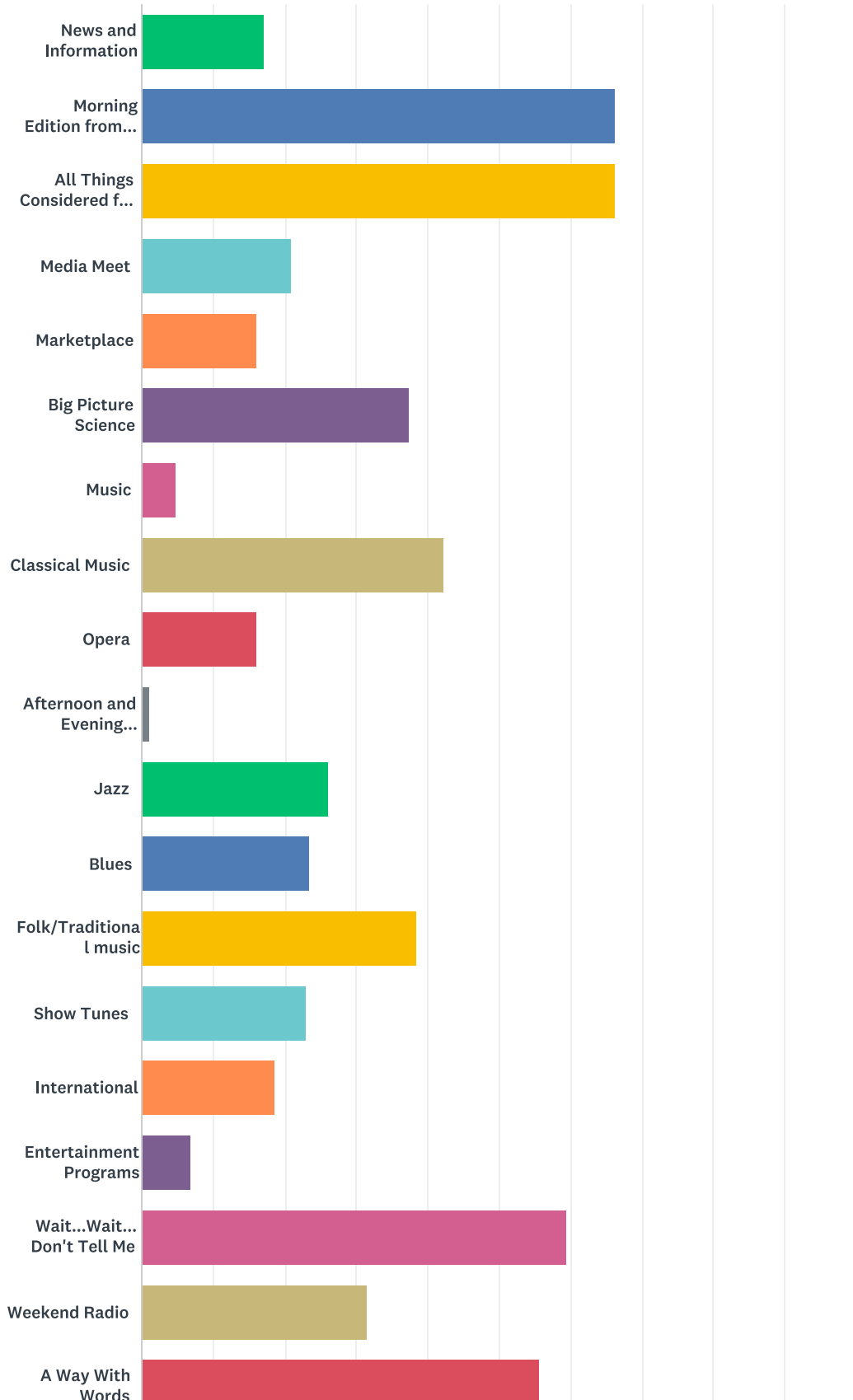


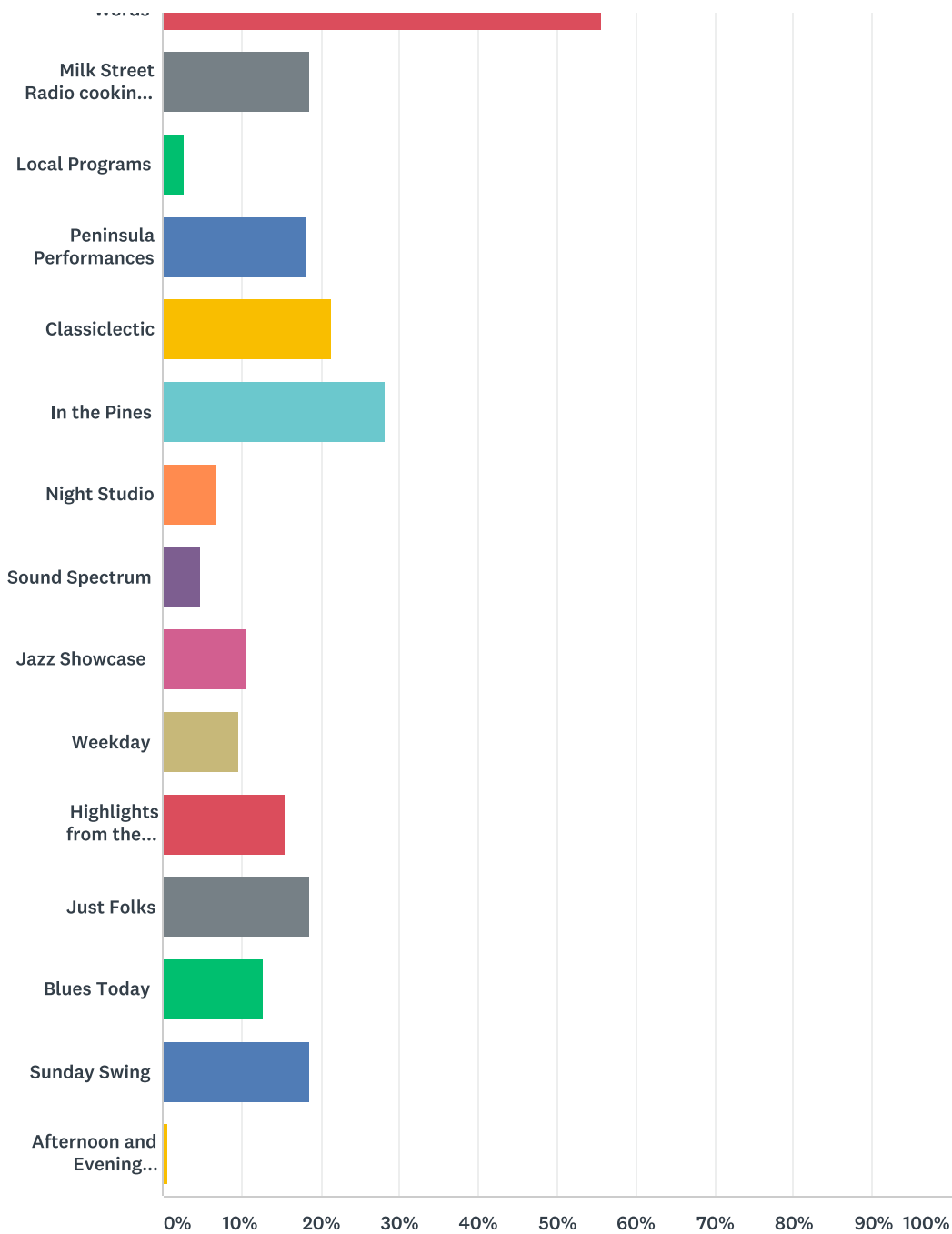
ANSWER CHOICES	RESPONSES	
90.1 FM Main Channel Frequency	86.55%	148
Audio streaming	30.99%	53

Northern Notes Community Calendar	15.79%	27
Local News/Weather	50.29%	86
Marine Forecasts	14.04%	24
WNMUFM.org	16.37%	28
Online donation page	5.26%	9
On-air interviews	11.11%	19
Audio downloads	4.68%	8
Online Preview Guide	11.70%	20
WNMU Facebook	3.51%	6
Instagram/WNMURadio	0.00%	0
Manistique signal at 91.9 FM	7.60%	13
Escanaba signal at 96.5 FM	14.04%	24
Stephenson signal at 97.9 FM	2.34%	4
Total Respondents: 171		

Q2 What programs do you generally tune in for? Select all that apply.

Answered: 187 Skipped: 13

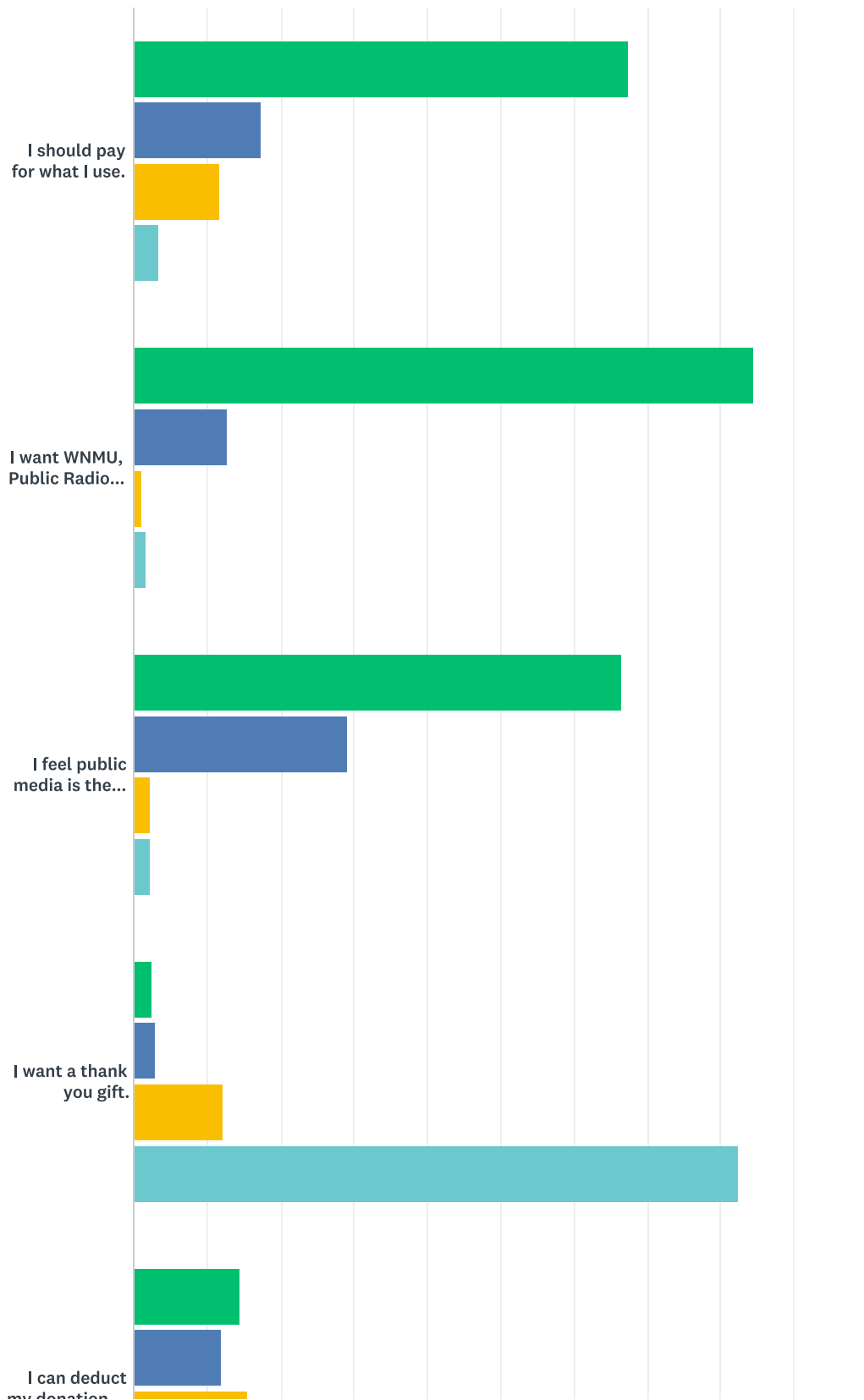


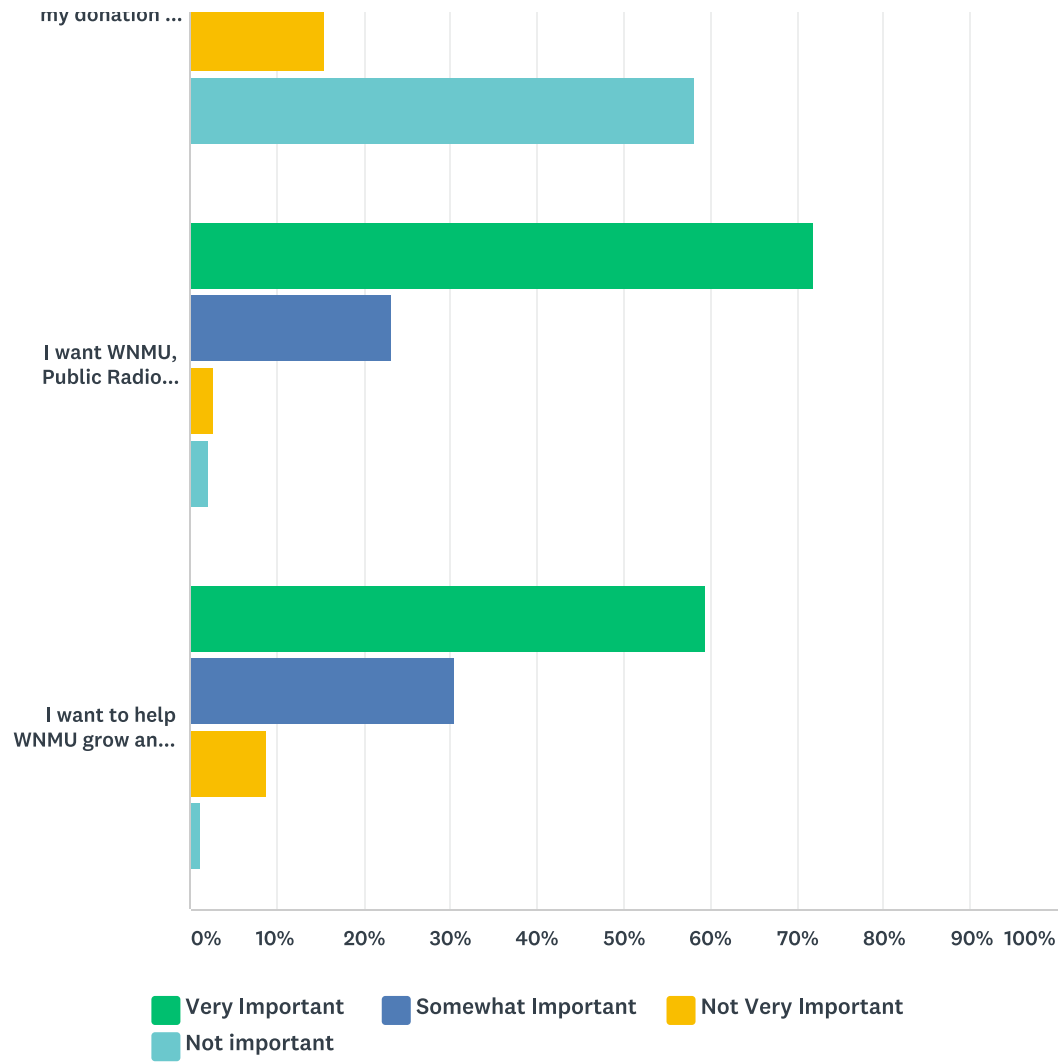


ANSWER CHOICES	RESPONSES	
News and Information	17.11%	32
Morning Edition from NPR	66.31%	124
All Things Considered from NPR	66.31%	124
Media Meet	20.86%	39
Marketplace	16.04%	30
Big Picture Science	37.43%	70
Music	4.81%	9

Q4 How Important are these reasons for why you contribute to WNMU, Public Radio 90?

Answered: 193 Skipped: 7

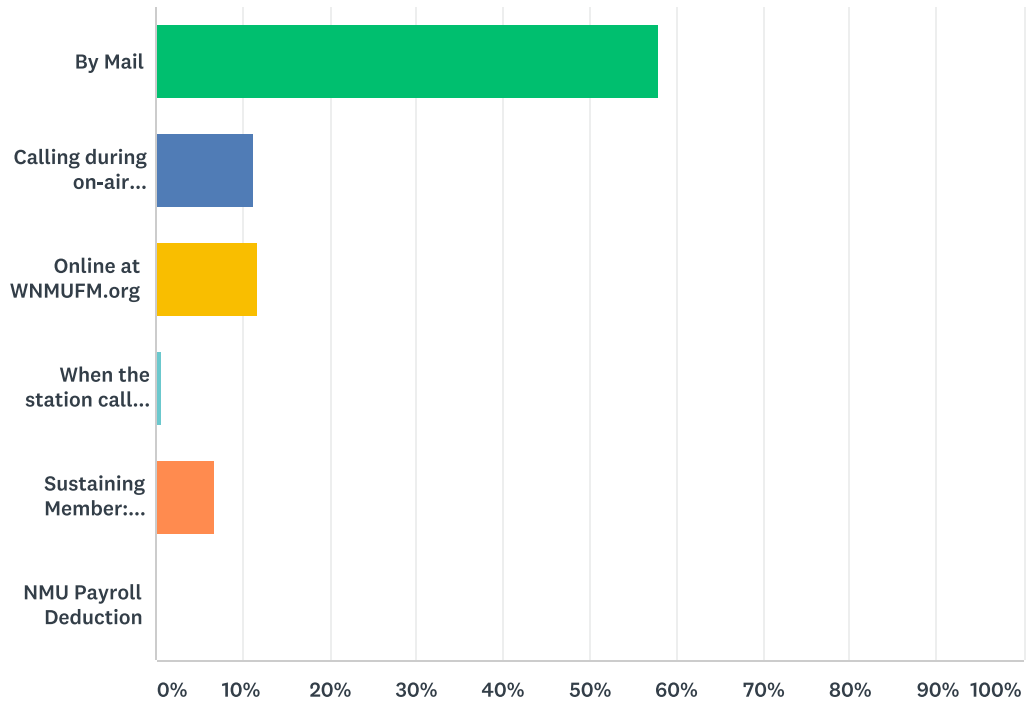




	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
I should pay for what I use.	67.42% 120	17.42% 31	11.80% 21	3.37% 6	178	2.49
I want WNMU, Public Radio 90 to be available to my entire community.	84.57% 159	12.77% 24	1.06% 2	1.60% 3	188	2.80
I feel public media is the only truly independent source of journalism.	66.48% 121	29.12% 53	2.20% 4	2.20% 4	182	2.60
I want a thank you gift.	2.41% 4	3.01% 5	12.05% 20	82.53% 137	166	0.25
I can deduct my donation on my taxes.	14.37% 24	11.98% 20	15.57% 26	58.08% 97	167	0.83
I want WNMU, Public Radio 90 to be available to future generations.	71.89% 133	23.24% 43	2.70% 5	2.16% 4	185	2.65
I want to help WNMU grow and innovate.	59.41% 101	30.59% 52	8.82% 15	1.18% 2	170	2.48

Q5 What is your preferred giving method?

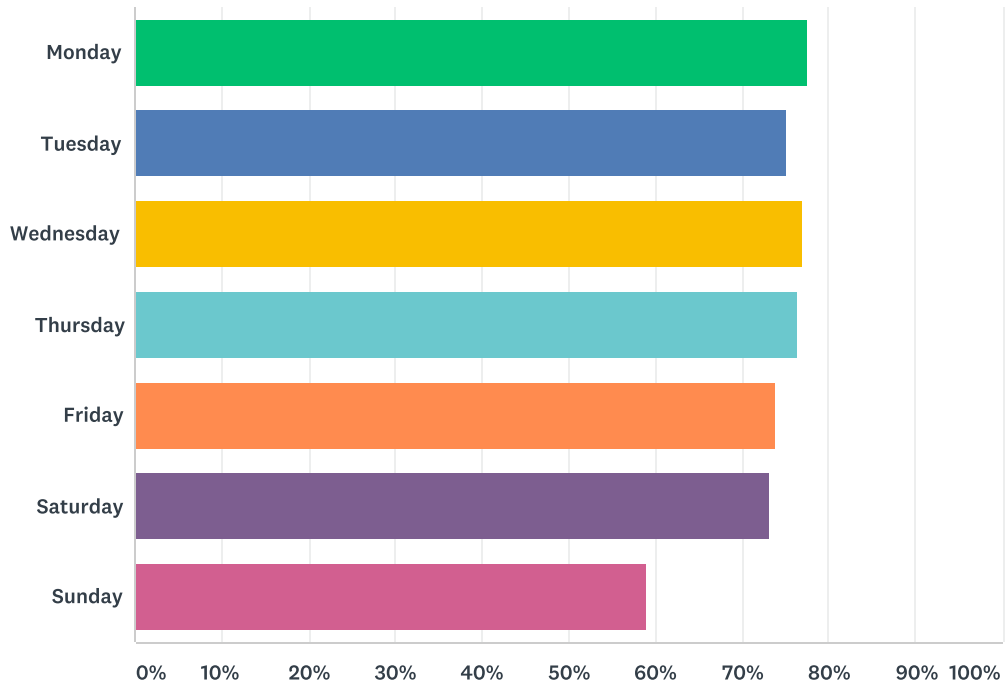
Answered: 178 Skipped: 22



ANSWER CHOICES	RESPONSES	
By Mail	57.87%	103
Calling during on-air fundraisers.	11.24%	20
Online at WNMUFM.org	11.80%	21
When the station calls me	0.56%	1
Sustaining Member: Automatically charged to credit/debit card or debit from bank/CU account	6.74%	12
NMU Payroll Deduction	0.00%	0
TOTAL		178

Q6 What days of the week do you listen most

Answered: 161 Skipped: 39



ANSWER CHOICES	RESPONSES	
Monday	77.64%	125
Tuesday	75.16%	121
Wednesday	77.02%	124
Thursday	76.40%	123
Friday	73.91%	119
Saturday	73.29%	118
Sunday	59.01%	95
Total Respondents: 161		