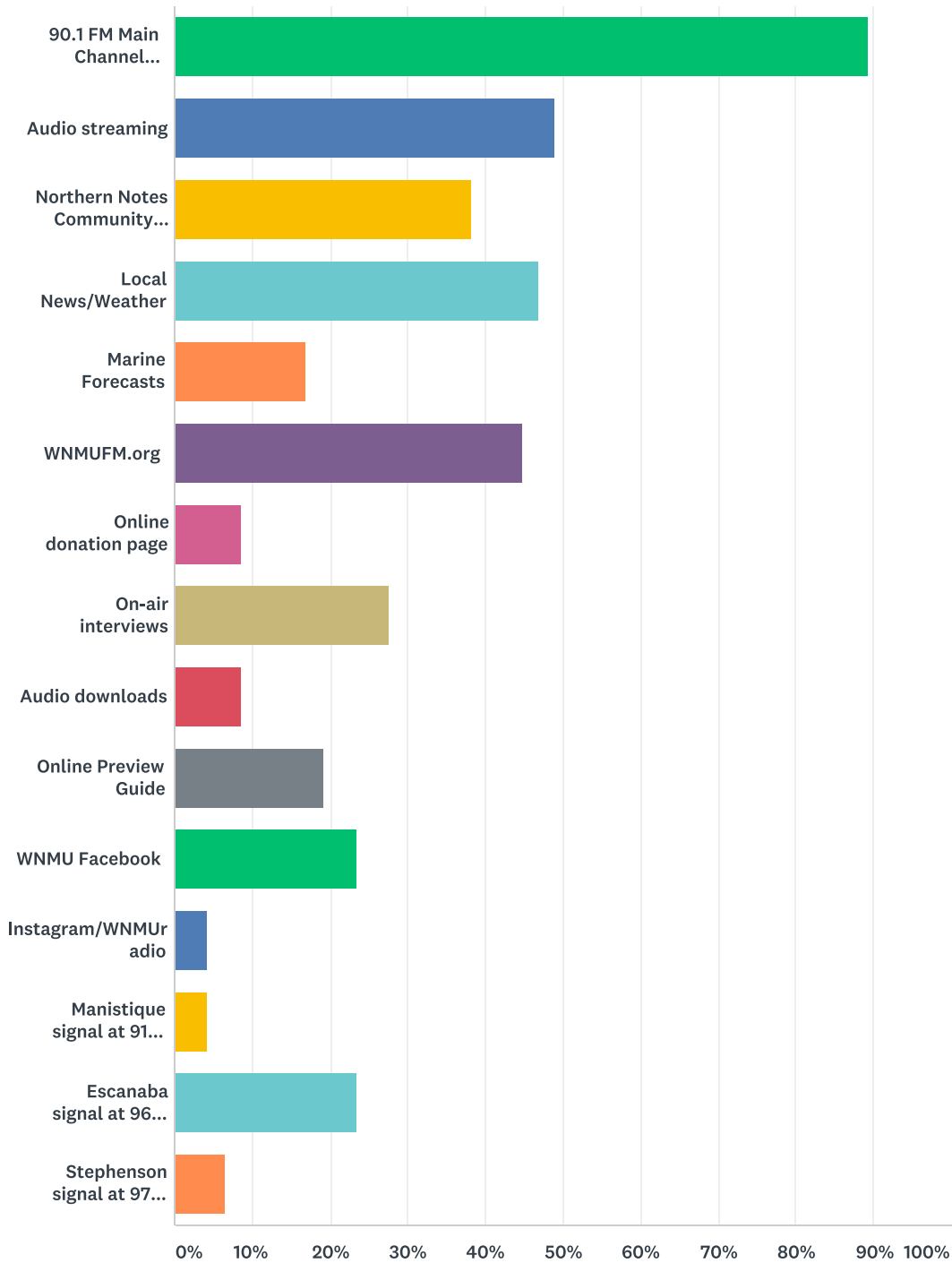# Q1 What WNMU, Public Radio 90 services have you used in the last 12 months?   Select all that apply.

Answered: 47   Skipped: 1
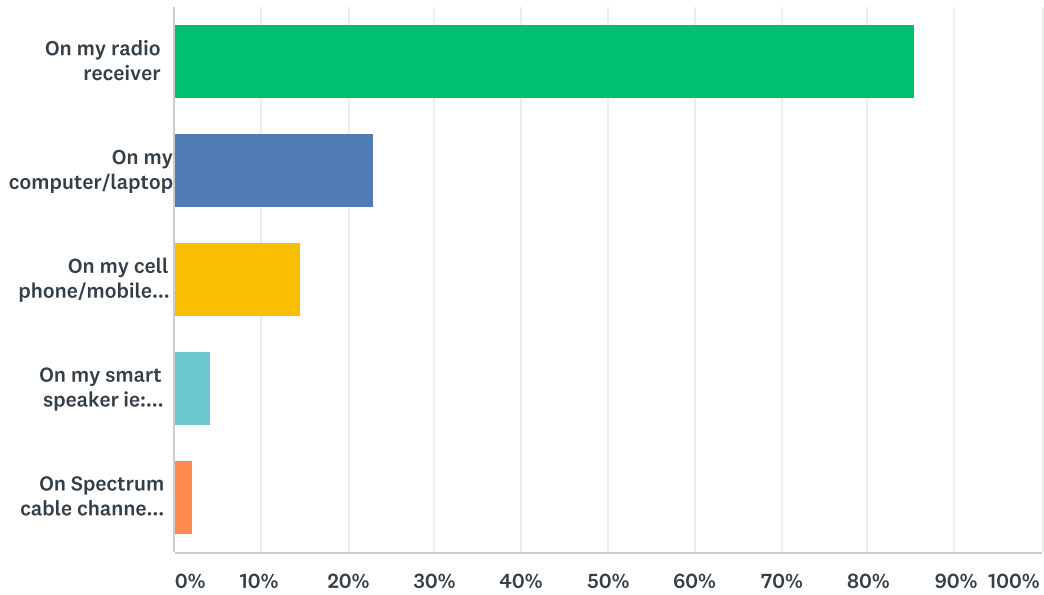

ANSWER CHOICES	RESPONSES	
90.1 FM Main Channel Frequency	89.36%	42
Audio streaming	48.94%	23

Northern Notes Community Calendar	38.30%	18
Local News/Weather	46.81%	22
Marine Forecasts	17.02%	8
WNMUFM.org	44.68%	21
Online donation page	8.51%	4
On-air interviews	27.66%	13
Audio downloads	8.51%	4
Online Preview Guide	19.15%	9
WNMU Facebook	23.40%	11
Instagram/WNMUradio	4.26%	2
Manistique signal at 91.9 FM	4.26%	2
Escanaba signal at 96.5 FM	23.40%	11
Stephenson signal at 97.9 FM	6.38%	3
Total Respondents: 47		

Q2 How do you most often listen to WNMU, Public Radio 90?

Answered: 48   Skipped: 0

ANSWER CHOICES	RESPONSES	
On my radio receiver	85.42%	41
On my computer/laptop	22.92%	11
On my cell phone/mobile device	14.58%	7
On my smart speaker ie: Alexa/Google	4.17%	2
On Spectrum cable channel 190	2.08%	1
Total Respondents: 48		

# Q3 What programs do you generally tune in for? Select all that apply.

Answered: 48   Skipped: 0
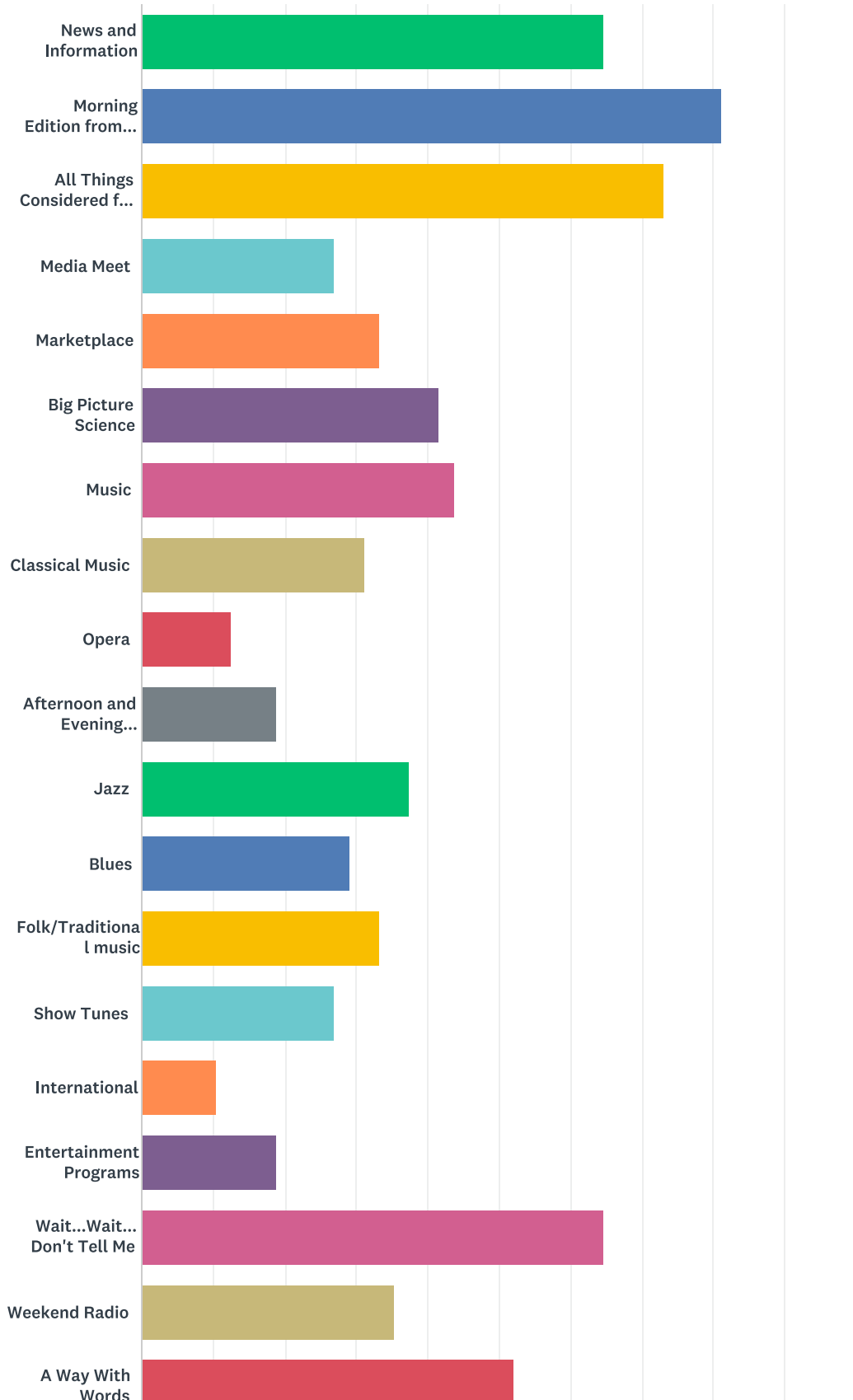
ANSWER CHOICES	RESPONSES	
News and Information	64.58%	31
Morning Edition from NPR	81.25%	39
All Things Considered from NPR	72.92%	35
Media Meet	27.08%	13
Marketplace	33.33%	16
Big Picture Science	41.67%	20
Music	43.75%	21

Classical Music	31.25%	15
Opera	12.50%	6
Afternoon and Evening Classical Concerts	18.75%	9
Jazz	37.50%	18
Blues	29.17%	14
Folk/Traditional music	33.33%	16
Show Tunes	27.08%	13
International	10.42%	5
Entertainment Programs	18.75%	9
Wait...Wait... Don't Tell Me	64.58%	31
Weekend Radio	35.42%	17
A Way With Words	52.08%	25
Milk Street Radio cooking show	31.25%	15
Local Programs	25.00%	12
Peninsula Performances	22.92%	11
Classiclectic	20.83%	10
In the Pines	25.00%	12
Night Studio	18.75%	9
Sound Spectrum	12.50%	6
Jazz Showcase	22.92%	11
Weekday	14.58%	7
Highlights from the Marquette Area Blues Fest	22.92%	11
Just Folks	16.67%	8
Blues Today	18.75%	9
Sunday Swing	25.00%	12
Afternoon and Evening Classical Concerts	22.92%	11
Total Respondents: 48		

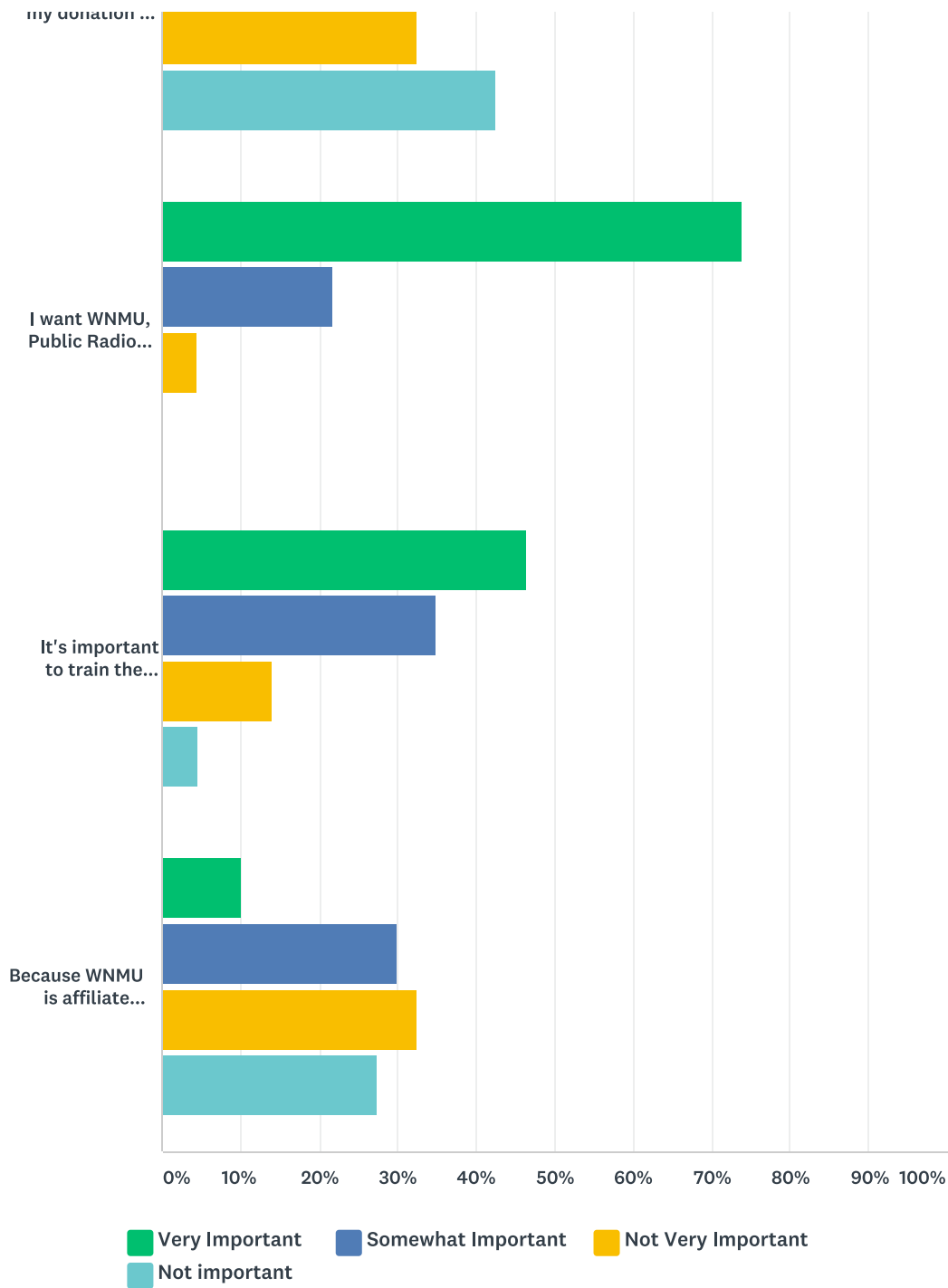# Q6 What days of the week do you listen most

Answered: 46   Skipped: 2
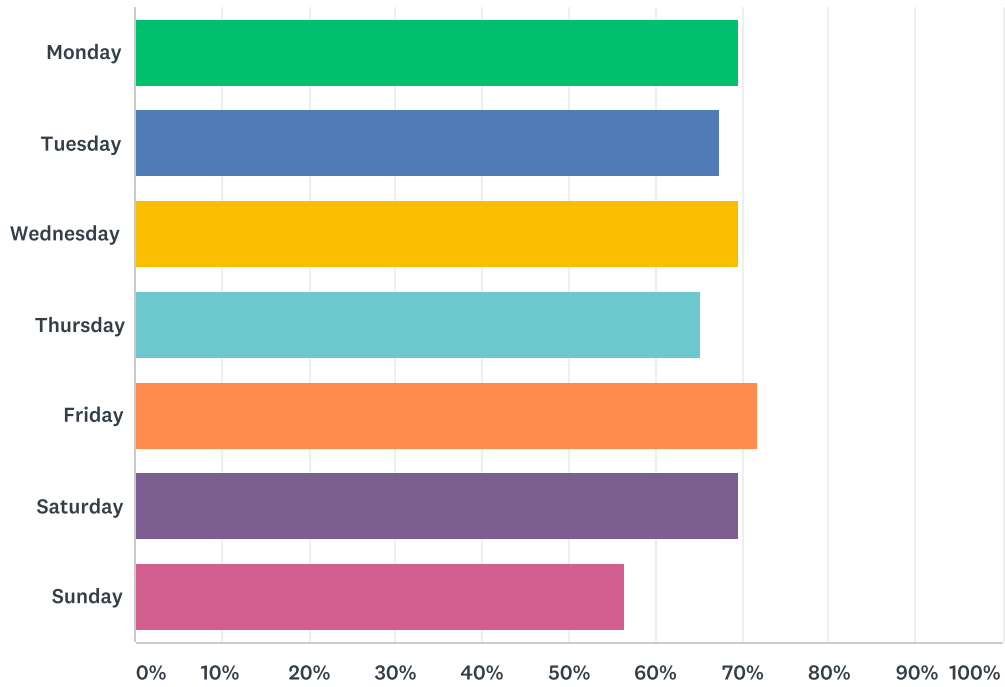
ANSWER CHOICES	RESPONSES	
Monday	69.57%	32
Tuesday	67.39%	31
Wednesday	69.57%	32
Thursday	65.22%	30
Friday	71.74%	33
Saturday	69.57%	32
Sunday	56.52%	26
Total Respondents: 46		

Q7 How Important are these reasons for why you contribute to WNMU, Public Radio 90?

Answered: 48   Skipped: 0

I should pay
for what I use.

I want WNMU,
Public Radio...

I feel public
media is the...

I want a thank
you gift.

I can deduct
my donation
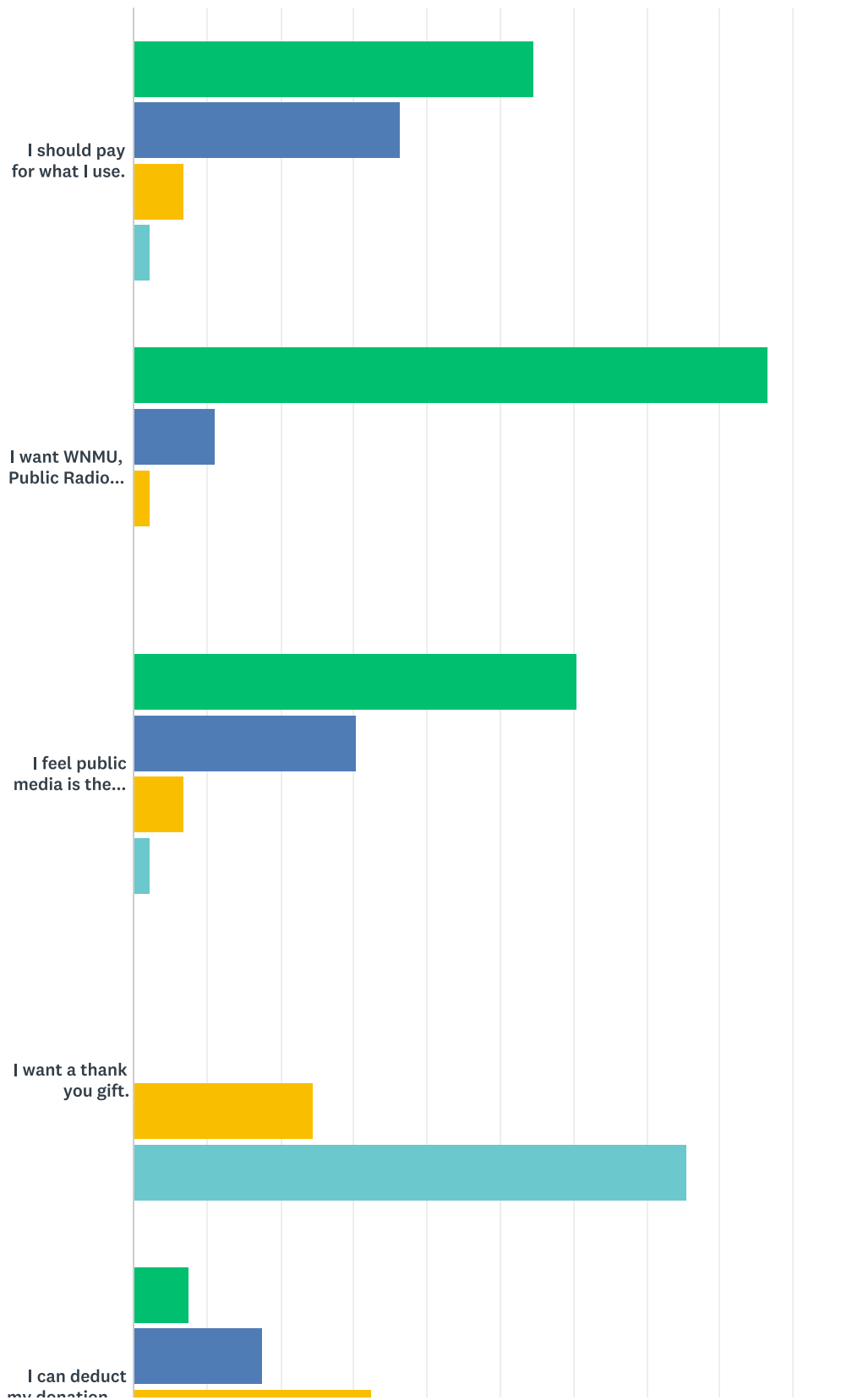
	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
I should pay for what I use.	54.55% 24	36.36% 16	6.82% 3	2.27% 1	44	2.43
I want WNMU, Public Radio 90 to be available to my entire community.	86.67% 39	11.11% 5	2.22% 1	0.00% 0	45	2.84
I feel public media is the only truly independent source of journalism.	60.47% 26	30.23% 13	6.98% 3	2.33% 1	43	2.49
I want a thank you gift.	0.00% 0	0.00% 0	24.39% 10	75.61% 31	41	0.24

|						
I can deduct my donation on my taxes.	7.50% 3	17.50% 7	32.50% 13	42.50% 17	40	0.90
I want WNMU, Public Radio 90 to be available to future generations.	73.91% 34	21.74% 10	4.35% 2	0.00% 0	46	2.70
It's important to train the next generation of media professionals.	46.51% 20	34.88% 15	13.95% 6	4.65% 2	43	2.23
Because WNMU is affiliated with Northern Michigan University	10.00% 4	30.00% 12	32.50% 13	27.50% 11	40	1.23

Q8 What is your preferred giving method?

Answered: 44   Skipped: 4
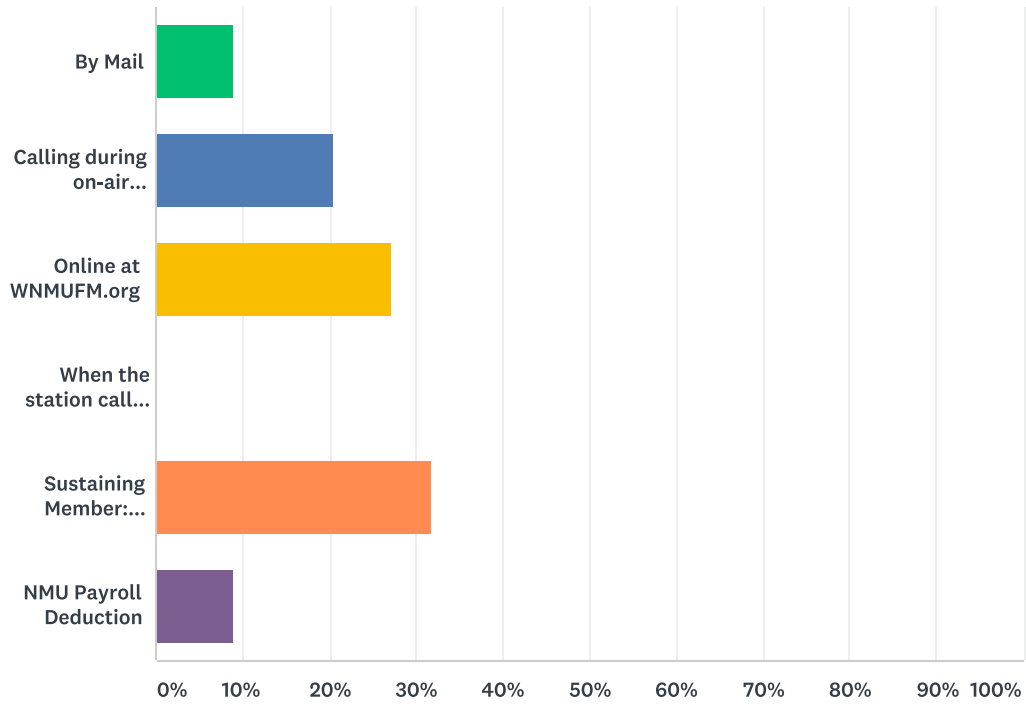
ANSWER CHOICES	RESPONSES	
By Mail	9.09%	4
Calling during on-air fundraisers.	20.45%	9
Online at WNMUFM.org	27.27%	12
When the station calls me	0.00%	0
Sustaining Member: Automatically charged to credit/debit card or debit from bank/CU account	31.82%	14
NMU Payroll Deduction	9.09%	4
TOTAL		44

Q9 If you do not currently contribute to Public Radio 90, please tell us why. (check all that apply)

Answered: 11　　Skipped: 37
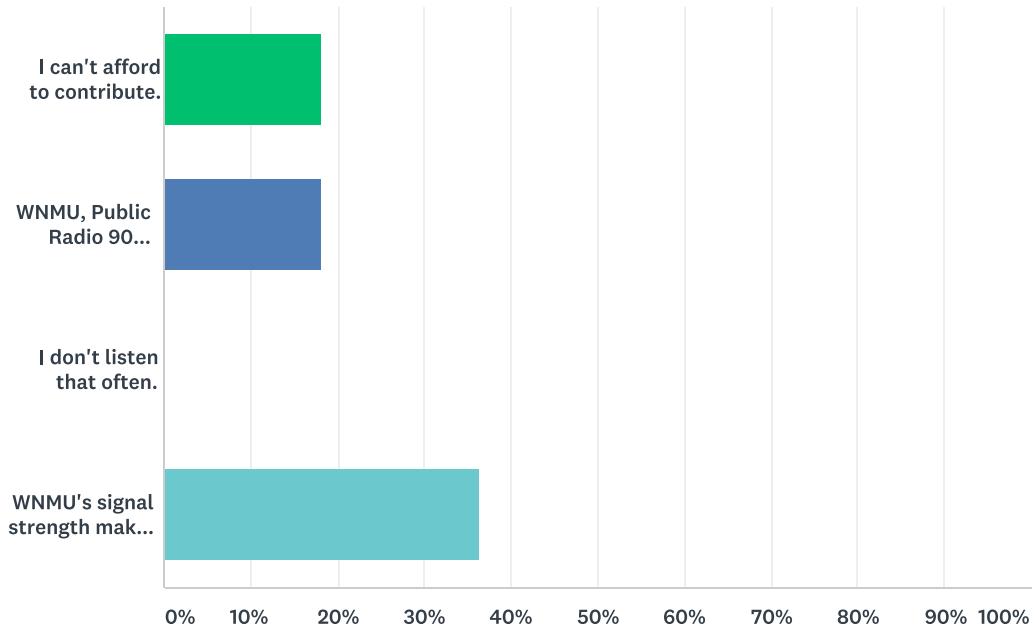
ANSWER CHOICES	RESPONSES	
I can't afford to contribute.	18.18%	2
WNMU, Public Radio 90 doesn't air the programs I want to hear.	18.18%	2
I don't listen that often.	0.00%	0
WNMU's signal strength makes it hard to listen on my radio.	36.36%	4
Total Respondents: 11		