



Constant Contact Survey Results

Survey Name: KPFT Listener Member Survey

Response Status: Partial & Completed

Filter: None

3/18/2019 2:25 AM PDT

TextBlock:

We'd like your feedback so we can make your experience as a listener-sponsor of KPFT the best it can be. Currently, KPFT is having a local station board election and you can participate in electing members to represent you on this board. We would like to better understand why you have chosen to vote or to abstain.

*Have you voted?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			113	64.2 %
No			42	23.8 %
No, but I plan to before the deadline on March 5th			20	11.3 %
No Response(s)			1	<1 %
Totals			176	100%

***What reasons motivated your decision to vote or not to vote?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Democratically elected boards are important.			118	70.2 %
Democratically elected boards are a waste of precious resources.			0	0.0 %
Candidates running are qualified to serve.			23	13.6 %
Candidates running are not qualified to serve.			4	2.3 %
Other			47	27.9 %
Totals			168	100%

***Please rate your agreement with each of the following statements.**

1 = Strongly disagree, 2 = Somewhat disagree, 3 = Neutral, 4 = Somewhat agree, 5 = Strongly agree

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Candidate audio statements, video debates and written statements informed my vote.						165	3.6
There was not enough on-air discussion of the election to inform me of the process.						165	3.1
Email campaign reminders with links to candidate materials informed my vote.						165	3.7
I am in support of a 100% internet based election (e-ballots & e-campaign).						165	3.7
I was not aware that there was an election and do not find it relevant.						165	1.6
I am in support of a 100% paper-ballot & on-air campaign election.						165	2.0
I believe in a 100% elected local station board.						165	3.8
I believe in a 100% appointed local station board.						165	2.0
I believe in a mixed (elected & appointed) local station board.						165	3.1

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

***Which of the following ways would you like KPFT to communicate with you about the election?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Email			156	91.2 %
Postal mail			23	13.4 %
Telephone calls			6	3.5 %
None			7	4.0 %
Other			9	5.2 %
Totals			171	100%

***How likely are you to continue to donate to KPFT in the future?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Very likely			130	73.8 %
Somewhat likely			29	16.4 %
Not sure			7	3.9 %
Somewhat unlikely			4	2.2 %
Very unlikely			3	1.7 %
No Response(s)			3	1.7 %
Totals			176	100%

***Overall, how satisfied are you with KPFT?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Very satisfied			62	35.2 %
Somewhat satisfied			82	46.5 %
Neutral			8	4.5 %
Somewhat dissatisfied			14	7.9 %
Very dissatisfied			4	2.2 %
Other			3	1.7 %
No Response(s)			3	1.7 %
Totals			176	100%

What can KPFT do to improve your experience as a listener-sponsor?

109 Response(s)