

Random Sample Survey
Interest in Local Radio
Conducted March 5-12, 2011
By Volunteers of West Side Theatre Foundation

This survey was based on a random sample of telephone listings from the 2010 Los Banos/Dos Palos (including Gustine and Newman) Directory published by Central California Directories. Random listings were selected based on a random numbers table, and also selected for Newman and Gustine residences only; 91 surveys were completed. Callers followed the script shown on page 3; the survey produced the results shown below.

Responses were ranked as follows:

1 = strongly agree

2 = agree

3 = don't care/no opinion

4 = disagree

5 = strongly disagree

Survey Questions and Results

I'm going to ask you about certain kinds of programs. Please tell me if any of the following kinds of programs would appeal to you.	Newman (63 responses)	Gustine (28 responses)	Overall (91 responses)
Local news? Do you strongly agree they would appeal, agree, disagree, strongly disagree, or don't care?	1.7	1.6	1.7
National and international news?	2.7	2.6	2.6
Local music?	2.3	2.1	2.3
National and international music?	2.7	3.3	2.9
Local talk shows?	2.4	2.1	2.3
Public service announcements about local events?	1.5	1.8	1.6
Programs that are a forum for ethnic or minority groups in the area?	2.8	3.3	2.9
If we establish such a radio station, do you think you would listen to it?	2.0	1.9	2.0
Overall, do you think having a public radio station in the area would be a service to the community?	1.8	1.6	1.7

Numerical scores represent the average score of all respondents to each question. The most significant findings are the rankings received by averaging the answers of all respondents for items 20 and 21. In response to the question, "If we establish such a radio station, do you think you would listen to it?", **the average of all responses was 2.0, or "agree"**. In response to the question, "Overall, do you think having a public radio station in the area would be a service to the community?," **the average of all responses was 1.7, or between "agree" and "strongly agree"**.

These findings support our anecdotal evidence that there is strong community interest in having a local public radio station.

In addition, we received valuable feedback regarding the types of programming of most interest. Arranged by greatest to least interest, these are:

	Newman	Gustine	Overall
Public service announcements about local events?	1.5	1.8	1.6
Local news? Do you strongly agree they would appeal, agree, disagree, strongly disagree, or don't care?	1.7	1.6	1.7
Local music?	2.3	2.1	2.3
Local talk shows?	2.4	2.1	2.3
National and international news?	2.7	2.6	2.6
National and international music?	2.7	3.3	2.9
Programs that are a forum for ethnic or minority groups in the area?	2.8	3.3	2.9

Of note are the strong interest in “public service announcements about local events” (rated at 1.6 overall) and “local news” (rated at 1.7 overall).

In addition, in response to the question, “Do you have any other thoughts about this you would like to add?,” we received the following individual comments:

1. Christian programming; rock; pro-family
2. School bands; Filipino singing; sporting events
3. Country music
4. Big Bands
5. Wants English programming
6. Thinks it would be great for seniors
7. Great idea - very educational
8. Good luck!
9. Why hasn't this been done before now?
10. No Mexican music. I get enough at my backyard.

These comments will be taken into account, along with the broader categories surveyed, as reflecting certain community interests, as we develop the programming for KCUD-FM.