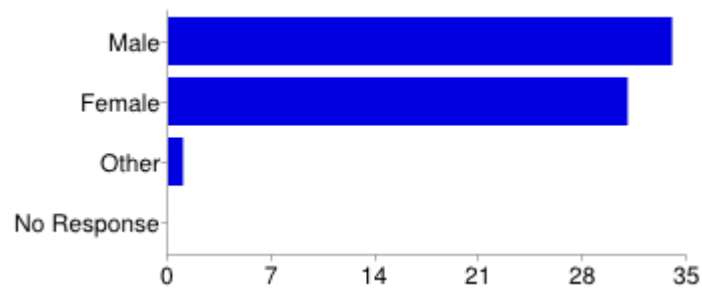


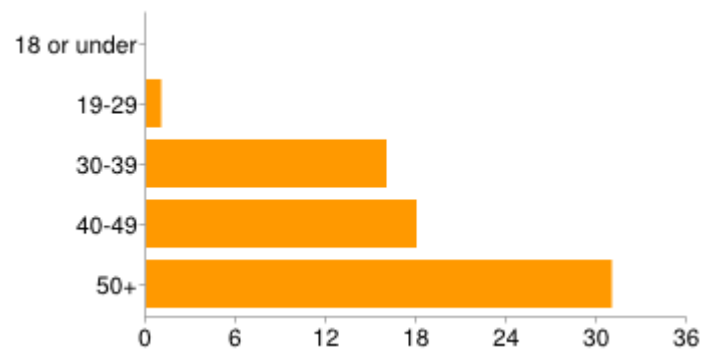
LET'S START WITH YOU

Gender [Gender]



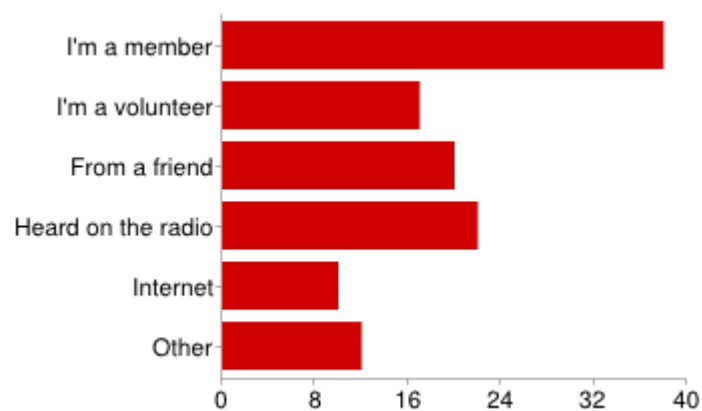
Male	34	52%
Female	31	47%
Other	1	2%
No Response	0	0%

Age [Age Bracket]



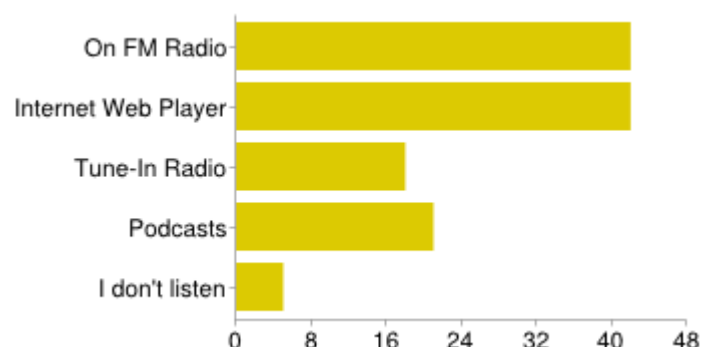
18 or under	0	0%
19-29	1	2%
30-39	16	24%
40-49	18	27%
50+	31	47%

How do you know about CJMP?

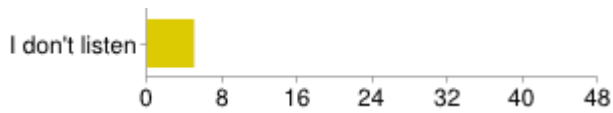


I'm a member	38	58%
I'm a volunteer	17	26%
From a friend	20	30%
Heard on the radio	22	33%
Internet	10	15%
Other	12	18%

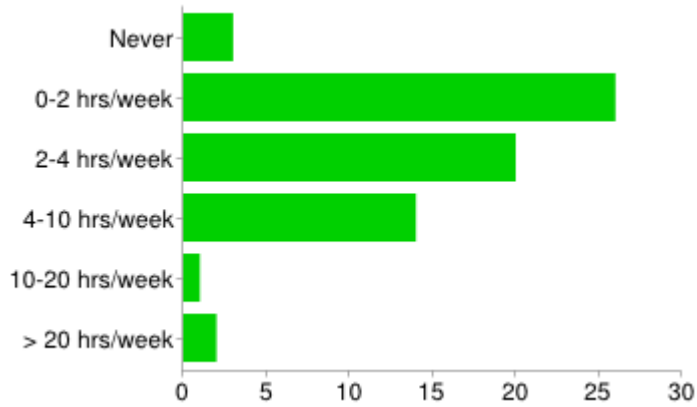
How do you listen to CJMP?



On FM Radio	42	64%
Internet Web Player	42	64%
Tune-In Radio	18	27%
Podcasts	21	32%
I don't listen	5	8%

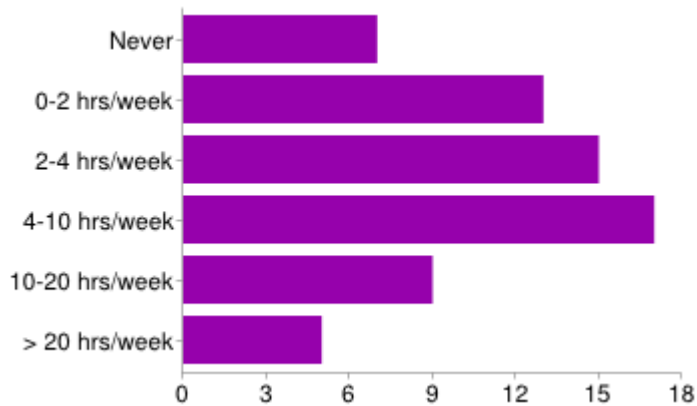


Listening Now [Listening Hours Per Week]



Never	3	5%
0-2 hrs/week	26	39%
2-4 hrs/week	20	30%
4-10 hrs/week	14	21%
10-20 hrs/week	1	2%
> 20 hrs/week	2	3%

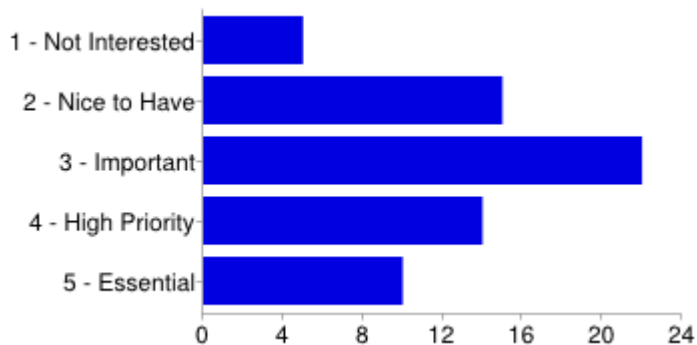
With a better FM Signal [Listening Hours Per Week]



Never	7	11%
0-2 hrs/week	13	20%
2-4 hrs/week	15	23%
4-10 hrs/week	17	26%
10-20 hrs/week	9	14%
> 20 hrs/week	5	8%

What Does Community Radio Mean to You?

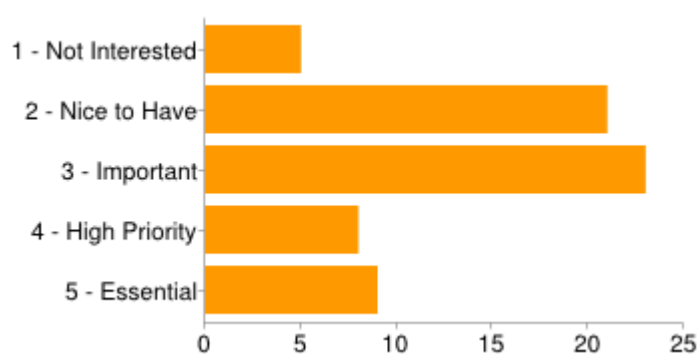
Live Spoken Word [On-Air Community Radio Content]



1 - Not Interested	5	8%
2 - Nice to Have	15	23%
3 - Important	22	33%
4 - High Priority	14	21%
5 - Essential	10	15%

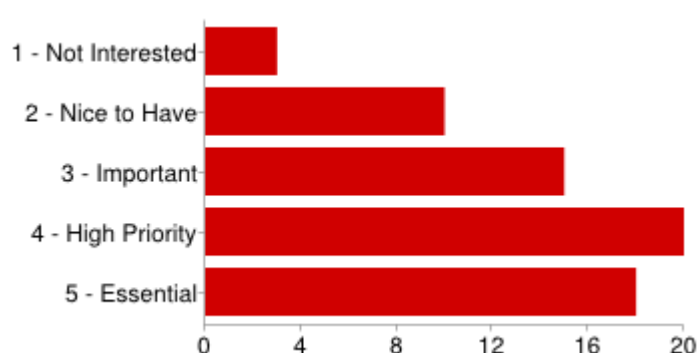
Live News [On-Air Community Radio Content]

Live News [On-Air Community Radio Content]



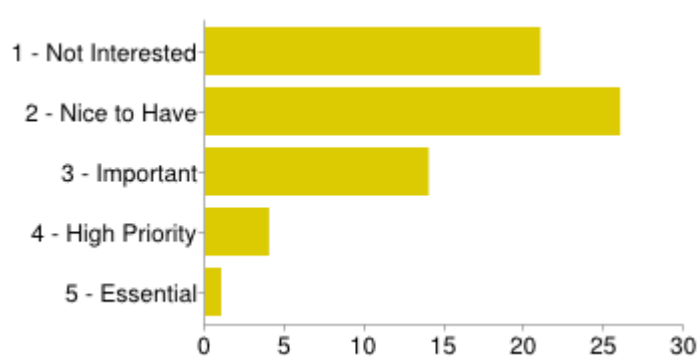
1 - Not Interested	5	8%
2 - Nice to Have	21	32%
3 - Important	23	35%
4 - High Priority	8	12%
5 - Essential	9	14%

Live Music Programs [On-Air Community Radio Content]



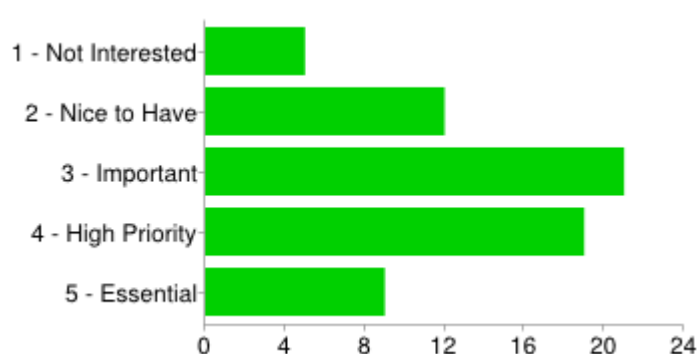
1 - Not Interested	3	5%
2 - Nice to Have	10	15%
3 - Important	15	23%
4 - High Priority	20	30%
5 - Essential	18	27%

Local Sports [On-Air Community Radio Content]



1 - Not Interested	21	32%
2 - Nice to Have	26	39%
3 - Important	14	21%
4 - High Priority	4	6%
5 - Essential	1	2%

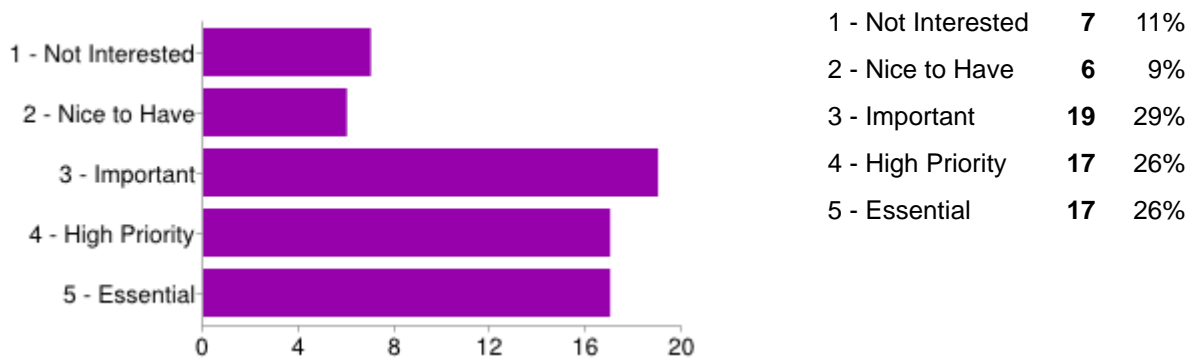
First Nations Content [On-Air Community Radio Content]



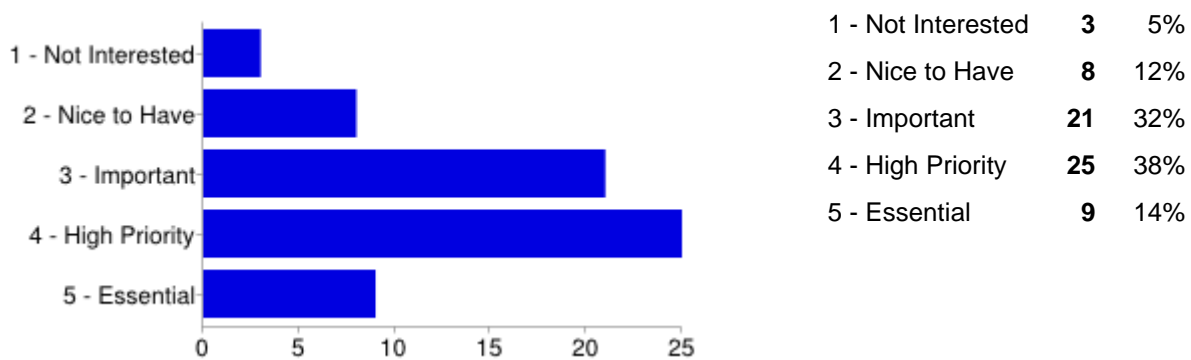
1 - Not Interested	5	8%
2 - Nice to Have	12	18%
3 - Important	21	32%
4 - High Priority	19	29%
5 - Essential	9	14%

0 4 8 12 16 20 24

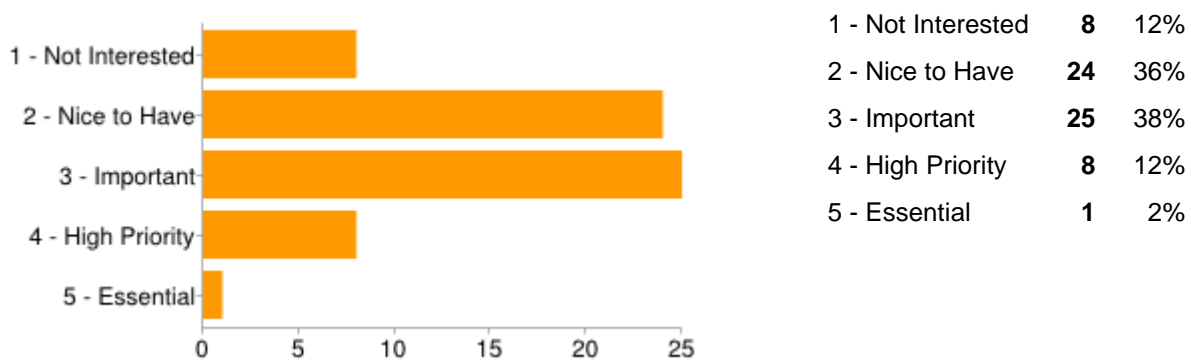
Local Political Coverage [On-Air Community Radio Content]



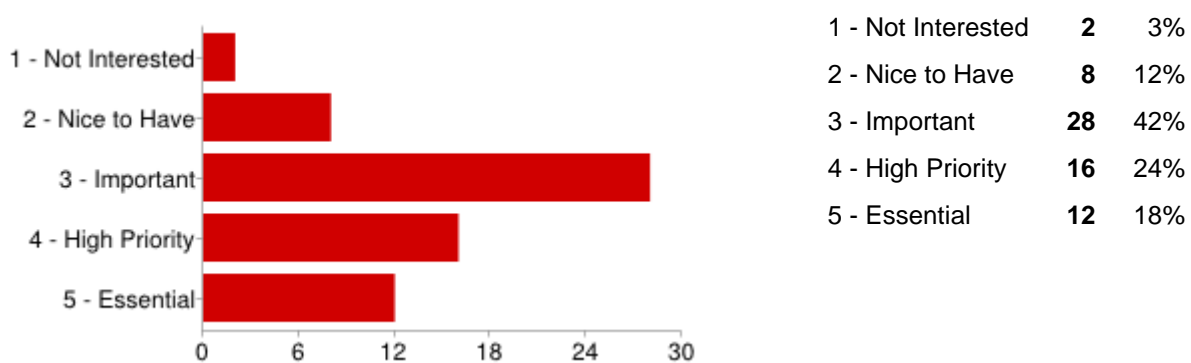
Environmental Issues [On-Air Community Radio Content]



Seniors/Health Issues [On-Air Community Radio Content]

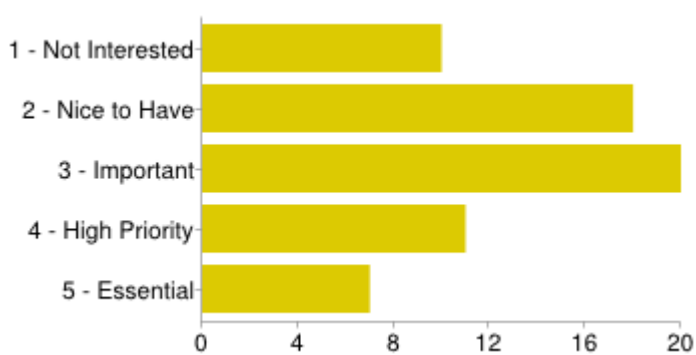


Daily Community Announcements [On-Air Community Radio Content]



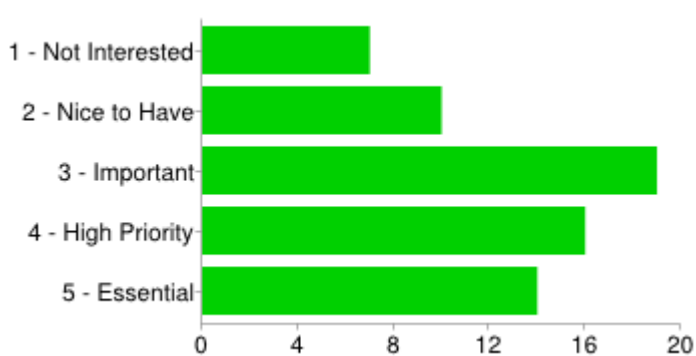


Podcasts Pre-recorded Audio) [On-Air Community Radio Content]



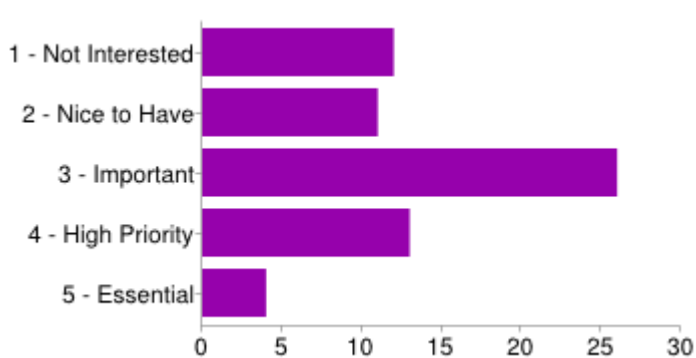
1 - Not Interested	10	15%
2 - Nice to Have	18	27%
3 - Important	20	30%
4 - High Priority	11	17%
5 - Essential	7	11%

Alternative News [On-Air Community Radio Content]



1 - Not Interested	7	11%
2 - Nice to Have	10	15%
3 - Important	19	29%
4 - High Priority	16	24%
5 - Essential	14	21%

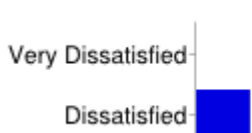
Youth Programs [On-Air Community Radio Content]



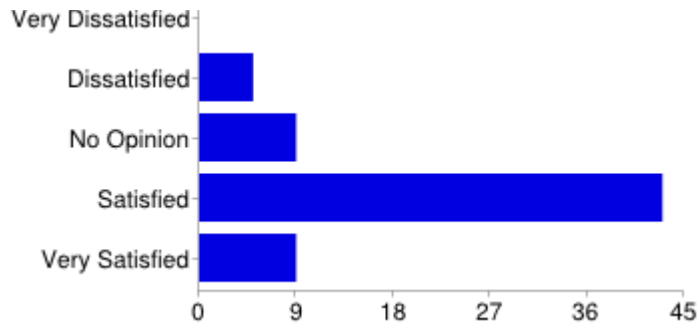
1 - Not Interested	12	18%
2 - Nice to Have	11	17%
3 - Important	26	39%
4 - High Priority	13	20%
5 - Essential	4	6%

NOW IT'S OUR TURN

Overall CJMP Content [On-Air Content Report Card]

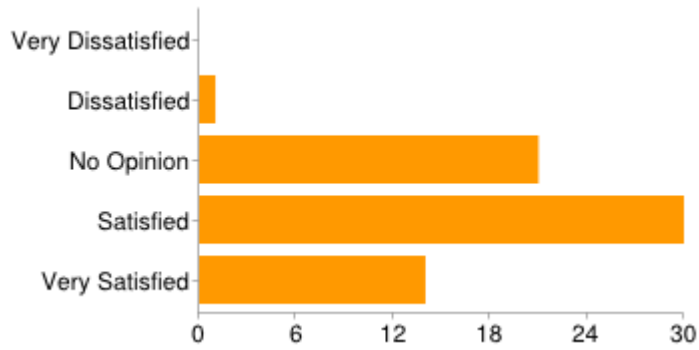


Very Dissatisfied	0	0%
Dissatisfied	5	8%
No Opinion	9	14%



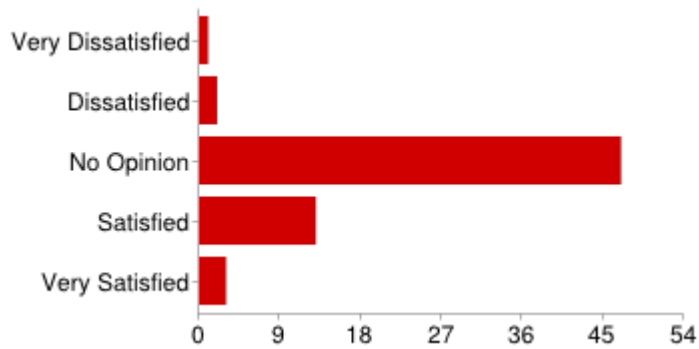
Dissatisfied	5	8%
No Opinion	9	14%
Satisfied	43	65%
Very Satisfied	9	14%

Local Politics [On-Air Content Report Card]



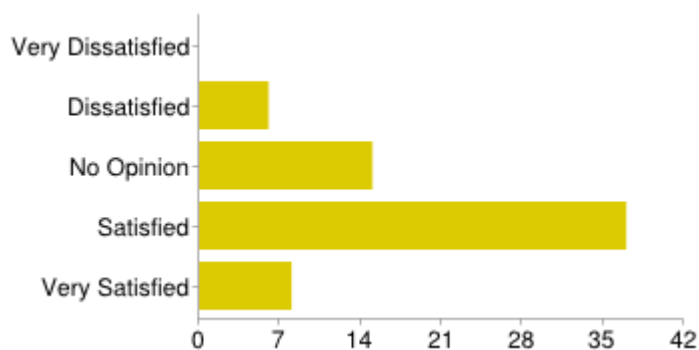
Very Dissatisfied	0	0%
Dissatisfied	1	2%
No Opinion	21	32%
Satisfied	30	45%
Very Satisfied	14	21%

Local Sports [On-Air Content Report Card]



Very Dissatisfied	1	2%
Dissatisfied	2	3%
No Opinion	47	71%
Satisfied	13	20%
Very Satisfied	3	5%

Local Music [On-Air Content Report Card]



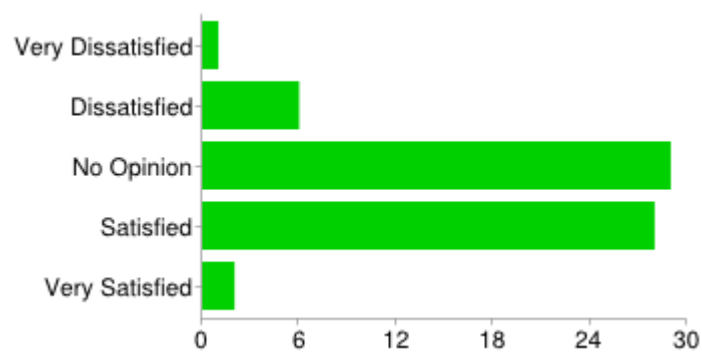
Very Dissatisfied	0	0%
Dissatisfied	6	9%
No Opinion	15	23%
Satisfied	37	56%
Very Satisfied	8	12%

First Nations [On-Air Content Report Card]



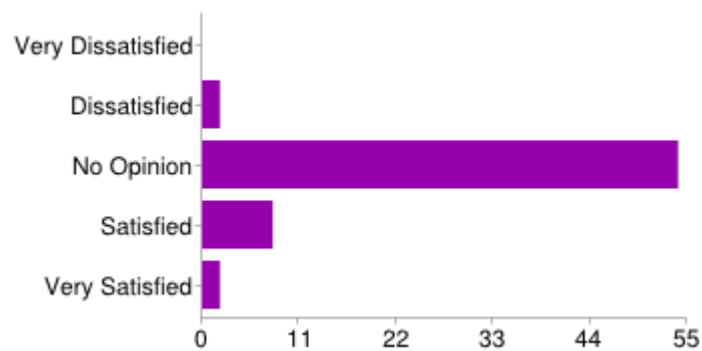
Very Dissatisfied	1	2%
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First Nations [On-Air Content Report Card]



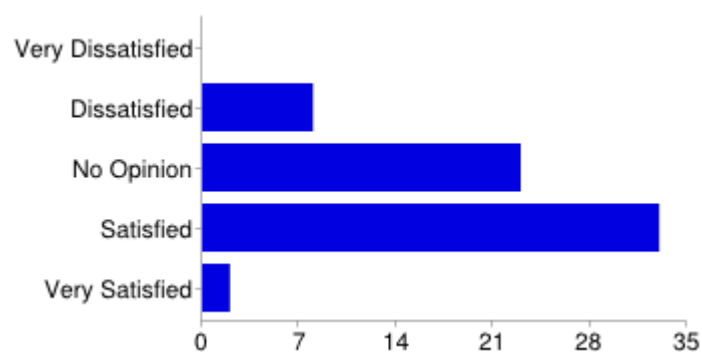
Very Dissatisfied	1	2%
Dissatisfied	6	9%
No Opinion	29	44%
Satisfied	28	42%
Very Satisfied	2	3%

Seniors/Health Issues [On-Air Content Report Card]



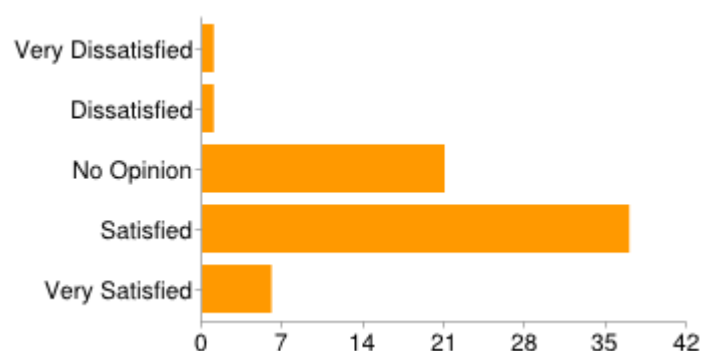
Very Dissatisfied	0	0%
Dissatisfied	2	3%
No Opinion	54	82%
Satisfied	8	12%
Very Satisfied	2	3%

Environment [On-Air Content Report Card]



Very Dissatisfied	0	0%
Dissatisfied	8	12%
No Opinion	23	35%
Satisfied	33	50%
Very Satisfied	2	3%

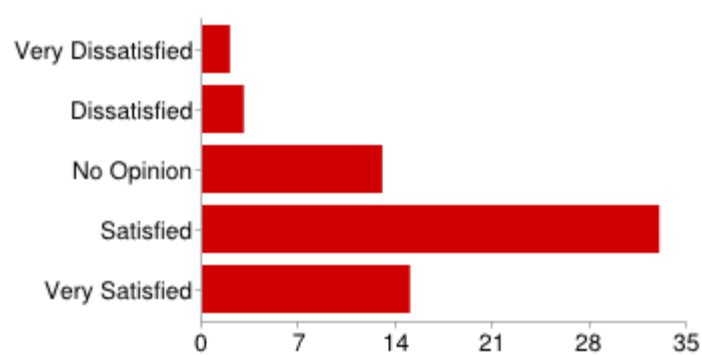
Community Announcements [On-Air Content Report Card]



Very Dissatisfied	1	2%
Dissatisfied	1	2%
No Opinion	21	32%
Satisfied	37	56%
Very Satisfied	6	9%

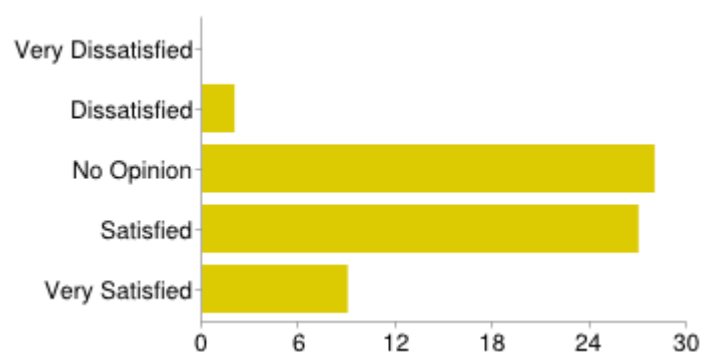
Live Programming [On-Air Content Report Card]

Live Programming [On-Air Content Report Card]



Very Dissatisfied	2	3%
Dissatisfied	3	5%
No Opinion	13	20%
Satisfied	33	50%
Very Satisfied	15	23%

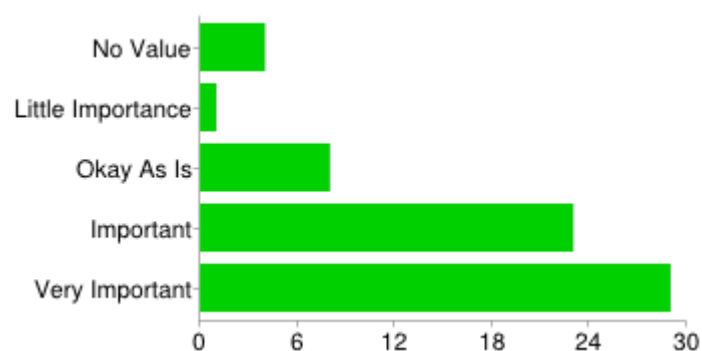
Podcasts (Pre-recorded Shows) [On-Air Content Report Card]



Very Dissatisfied	0	0%
Dissatisfied	2	3%
No Opinion	28	42%
Satisfied	27	41%
Very Satisfied	9	14%

FINALLY - How Can We Improve?

Increase our FM Signal [What Should We Be Working On?]

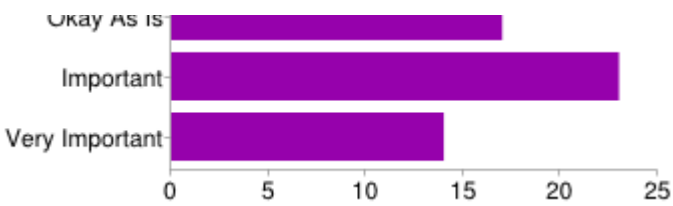


No Value	4	6%
Little Importance	1	2%
Okay As Is	8	12%
Important	23	35%
Very Important	29	44%

Accessible Location [What Should We Be Working On?]

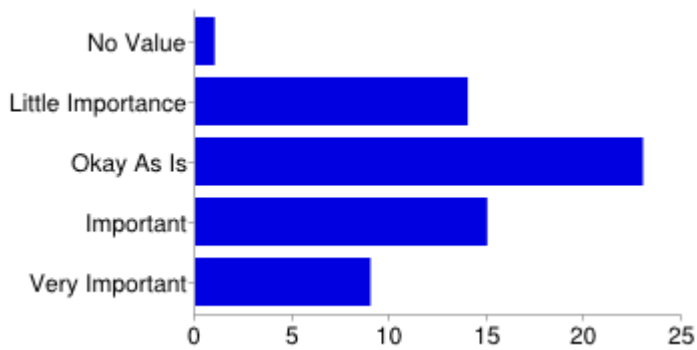


No Value	3	5%
Little Importance	6	9%
Okay As Is	17	26%
Important	23	35%
Very Important	14	21%



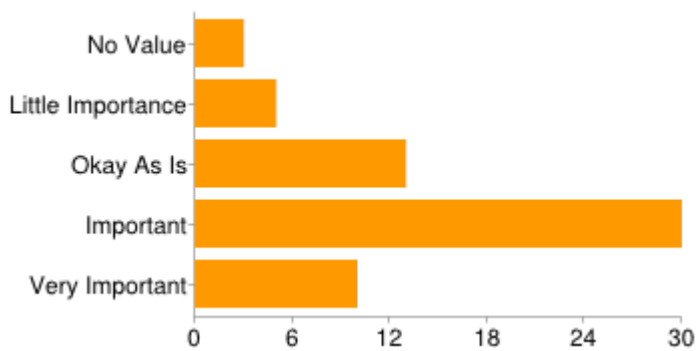
Very Important	14	21%
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Regular Open Station Hours [What Should We Be Working On?]



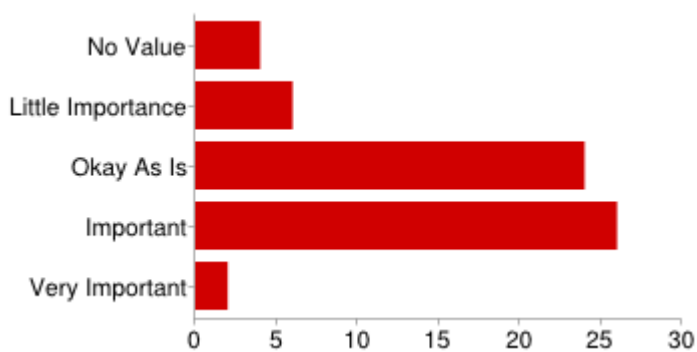
No Value	1	2%
Little Importance	14	21%
Okay As Is	23	35%
Important	15	23%
Very Important	9	14%

More Youth Involvement [What Should We Be Working On?]



No Value	3	5%
Little Importance	5	8%
Okay As Is	13	20%
Important	30	45%
Very Important	10	15%

More Senior Involvement [What Should We Be Working On?]

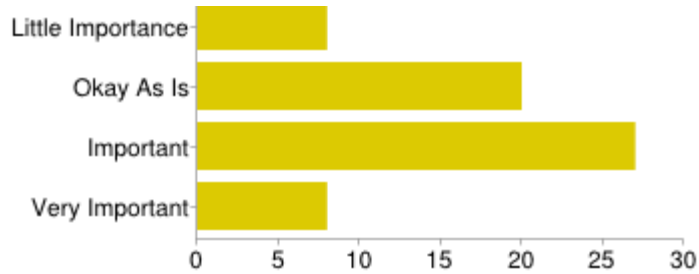


No Value	4	6%
Little Importance	6	9%
Okay As Is	24	36%
Important	26	39%
Very Important	2	3%

Sponsor Local Events [What Should We Be Working On?]

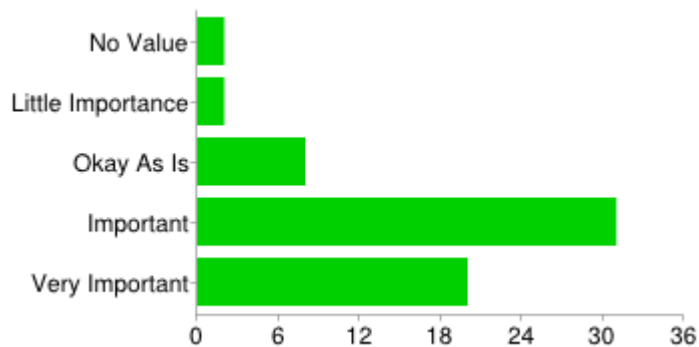


No Value	0	0%
Little Importance	8	12%
Okay As Is	20	30%
Important	27	41%



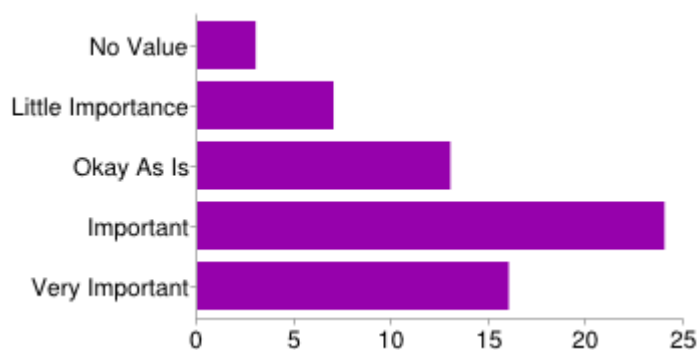
Okay As Is	20	30%
Important	27	41%
Very Important	8	12%

Increase Live Programming [What Should We Be Working On?]



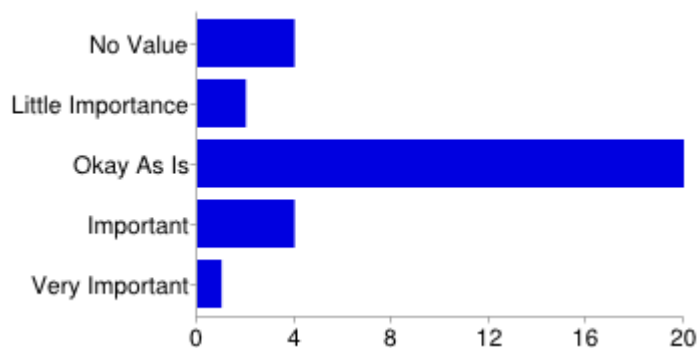
No Value	2	3%
Little Importance	2	3%
Okay As Is	8	12%
Important	31	47%
Very Important	20	30%

Better Studio [What Should We Be Working On?]



No Value	3	5%
Little Importance	7	11%
Okay As Is	13	20%
Important	24	36%
Very Important	16	24%

Other (add to comments) [What Should We Be Working On?]



No Value	4	6%
Little Importance	2	3%
Okay As Is	20	30%
Important	4	6%
Very Important	1	2%