



Listener Survey: Sept 2011-Nov 2011  
 Conducted by Giovanni Spezzacatena

**Total Started Survey: 39**  
**Total Completed Survey: 39 (100%)**

## Response Summary

1. Are you male or female?		
	Response Percent	Response Count
Male	43.6%	17
Female	56.4%	22
2. Which category below includes your age?		
17 or younger	0.0%	0
18-20	0.0%	0
21-29	2.6%	1
30-39	33.3%	13
40-49	20.5%	8
50-59	12.8%	5
60-65	25.6%	10
65-70	2.6%	1
70-75	2.6%	1
75+	0.0%	0

**3. Are you currently either a member or a volunteer at CJMP: Powell River Community Radio(or both)?**

	<b>Response Percent</b>	<b>Response Count</b>
<b>yes, I am a member (but not a volunteer)</b>	<b>38.5%</b>	<b>15</b>
<b>yes, I am a volunteer (but not a member)</b>	<b>0.0%</b>	<b>0</b>
<b>yes, I am both a member and a volunteer</b>	<b>28.2%</b>	<b>11</b>
<b>no, I am not a member</b>	<b>33.3%</b>	<b>13</b>

**4. What do you like most about CJMP 90.1 FM? (If this means you enjoy specific programs, please let us know which ones you like. Our schedule can be found on our site at <http://cjmp.ca>)**

**answered question**

**36**

**skipped question**

- new music
- variety
- music
- my friends work there
- it's local
- interesting topics/discussions
- eclectic tastes
- the people, the events
- community programming, sustainability
- music, community spirit!
- music, live discussion esp. 9/11
- community involvement and support
- that it's local and the programmers offer interesting music and discussions that I can't find on other stations that are more commercial and "fluffy".
- Im`s art show
- I like The Training Wheel and Every Day is Like Sunday. I also enjoy the CJMP events - Naomi Klein & Avi Lewis was amazing.
- It's ours.
- the diverse programs, that people can talk about almost anything, or play whatever music they want because it's not a commercial station.
- the whole Friday lineup Sunshine Yellow Democracy now Leaving the Matrix with Rainbow Banjo and Friends TJ and Drewbie- Stuff we Like
- Eclectic diversity of programming. Democracy now is a good choice.
- local potential
- reggae and west African music and community announcements
- It seems so current fresh and fun, I like some of the music that I have heard
- I just like to listen as it is community based.
- The resurgence in interest in community radio
- It reflects my community
- I like the music.
- Friday lineup

**4. What do you like most about CJMP 90.1 FM? (If this means you enjoy specific programs, please let us know which ones you like. Our schedule can be found on our site at <http://cjmp.ca>)**

- Cigarettes and Coffee
- Diversity in programming. Music choices that move beyond the radio-friendly usuals.
- The people!!!
- Very little anymore!
- the very fact we have community radio. the variety of programming - all kinds of things you might not hear anywhere else.
- an alternative to mainstream sh\*t
- Working with and meeting the most incredible and unique people who have an \_active\_ interest in their community.

**5. Approximately how many hours per week do you listen to CJMP (on 90.1 FM or online via our streaming service)?**

	<b>Response Percent</b>	<b>Response Count</b>
<b>I never listen to CJMP</b>	7.7%	3
<b>0-2 hours</b>	<b>46.2%</b>	<b>18</b>
<b>2-4 hours</b>	20.5%	8
<b>4-10 hours</b>	20.5%	8
<b>10-20 hours</b>	2.6%	1
<b>More than 20 hours per week</b>	2.6%	1

**6. What changes would most improve CJMP 90.1 FM?**

**answered question 31**

**skipped question 8**

- more live programming
- more volunteers
- better signal!
- better broadcast strength
- none
- more live programming
- A better signal that I can pick up south of town without having to sit in my computer room to listen! I'd have it on all the time if I could :)
- nothing
- Better FM signal!!!! BTW, my satisfaction rating takes into consideration the many challenges faced by the station. If I didn't know about them, I would probably say 'moderately dissatisfied' mostly because there is still a lot of automation and the poor FM signal. But, because I do know, I think you guys are doing an AWESOME JOB!!! And I know you will improve upon this :)
- A new car radio for me. Sorry, I can't tell until I either stop working during the day (so that I can listen at home) or get a new listening device in the car--bummer! It seems you're doing great, from what I've heard, although some of the pseakers sound something less than professional--too many ums and uhs. Maybe a little trianing in

## 6. What changes would most improve CJMP 90.1 FM?

- speaking clearly and lessening the enclitics?
- more live shows.
- ?
- better radio reception
- If I got involved then it would be awesome lol
- Not sure
- better broadcast range
- More live music & spoken word shows
- Far broader programming, covering local government, job creation, health care, animals, plants, on and on as far as the imagination can see
- More contemporary/new music. Reception.
- A more powerful transmitter so you could hear it more than 5 miles away (ie you can't receive it up by Valley Lumber or the market)
- #1 signal. Beef it up I would love to listen more but I can't get reception.
- Where do I start? 1) determine the community's demographics 2) respond to those demographics with appropriate and relevant programming I believe that if you took such positive steps, CJMP might evolve into a community radio station from the self-serving entity it has become, in my humble opinion.
- more shows.
- obviously a broader FM listening range
- Being able to listen from farther away on the dial!

## 7. Overall, are you satisfied with your experience of CJMP 90.1 FM, neither satisfied or dissatisfied with it, or dissatisfied with it?

	answered question	38
	skipped question	1
	Response Percent	Response Count
<b>Extremely satisfied</b>	26.3%	10
<b>Moderately satisfied</b>	<b>42.1%</b>	<b>16</b>
<b>Slightly satisfied</b>	5.3%	2
<b>Neither satisfied nor dissatisfied</b>	15.8%	6
<b>Slightly dissatisfied</b>	5.3%	2
<b>Moderately dissatisfied</b>	0.0%	0
<b>Extremely dissatisfied</b>	5.3%	2

## 8. What sort of on-air content are you most likely to tune in to CJMP for?

Response      Response

**8. What sort of on-air content are you most likely to tune in to CJMP for?**

	<b>Percent</b>	<b>Count</b>
<b>Live Spoken Word Programs</b>	<b>38.5%</b>	<b>15</b>
<b>Live News</b>	12.8%	5
<b>Live Music Programs</b>	17.9%	7
<b>Live On-Air Training</b>	0.0%	0
<b>Live Community Announcements</b>	12.8%	5
<b>Music Podcasts (pre-recorded audio)</b>	5.1%	2
<b>Spoken Word/News Podcasts (pre-recorded audio)</b>	12.8%	5
live music program, community announcements, music podcasts, spoken word radio plays!, music podcasts, live music programs, live news music programs, live community announcements live: news, music, on-air training, community announcements live news, live music programs live music, live announcements, music & spoken word podcasts live news, live music programming live comm. announcement and music podcasts all above live news, live music programs, live community announcements music, podcasts... all of it, really. ALL OF THE ABOVE!! But I love the programs that focus on local issues and events. live spoken word, live news, probably music and news podcasts too. live spoken word live news also community news and yes offer on-air training		17

**9. How likely are you to donate via a Sustaining Membership\* to CJMP: Powell River Community Radio in the next 12 months? (Sustaining members set up an automatic payment option via their credit card or paypal, or pay by post-dated cheques)**

	<b>answered question</b>	<b>38</b>
	<b>skipped question</b>	<b>1</b>
	<b>Response Percent</b>	<b>Response Count</b>
<b>Extremely likely</b>	21.1%	8
<b>Very likely</b>	10.5%	4
<b>Moderately likely</b>	18.4%	7

**9. How likely are you to donate via a Sustaining Membership\* to CJMP: Powell River Community Radio in the next 12 months? (Sustaining members set up an automatic payment option via their credit card or paypal, or pay by post-dated cheques)**

<b>Slightly likely</b>	21.1%	8
<b>Not at all likely</b>	<b>28.9%</b>	<b>11</b>

**10. How would you most like to receive additional information regarding our organization? If you submit your name and contact info, you become eligible for a special CJMP promotional prize (chosen at random from the respondents)**

	<b>Response Percent</b>	<b>Response Count</b>
<b>E-mail</b>	<b>81.6%</b>	<b>31</b>
<b>Phone</b>	2.6%	1
<b>Mail</b>	0.0%	0
<b>I would not like more information</b>	15.8%	6