

Catholic Radio Listener Survey

1. I am?

- Male
- Female

2. Age?

- Under 25 years old
- 26 to 35 Years old
- 36 to 55 Years old
- 56 to 65 Years old
- 66 to 75 Years old
- 76 years or older

3. How often do you listen to Catholic Radio?

- Every day
- Only during the work week (Mon – Fri)
- Only on weekends
- One or more times per week
- One of more times per month but not every week
- One of more times per year but not every month
- Never

4. How do you listen to Catholic Radio? Mark all that apply.

- WXYZ AM**
- WABC FM**
- KWWW AM**
- on the **Radio Station** website
- Through the TuneIn app on my smart phone or other device
- Through another website not directly affiliated with **Radio Station**
- Through the AudioNow on my standard phone
- Other. Please specify_____

5. Enclosed is a program schedule. Please peruse it and then list your five favorite shows in order of preference with “1” being the most preferred and “5” being the least preferred of those shows chosen:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

6. Please peruse the program schedule again and then list your five LEAST favorite shows in order with “1” being the least liked and “5” being the most tolerable of those shows chosen:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

7. How likely is it that you would recommend Radio Station to others?

Not at all likely
Extremely likely

0		1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	Not at all likely -	<input type="radio"/>	Extremely likely -								
0		1	2	3	4	5	6	7	8	9	10

8. In your own words, what are the things that you like most about Radio Station?

9. In your own words, what are the things that you would most like to improve at Radio Station?

