



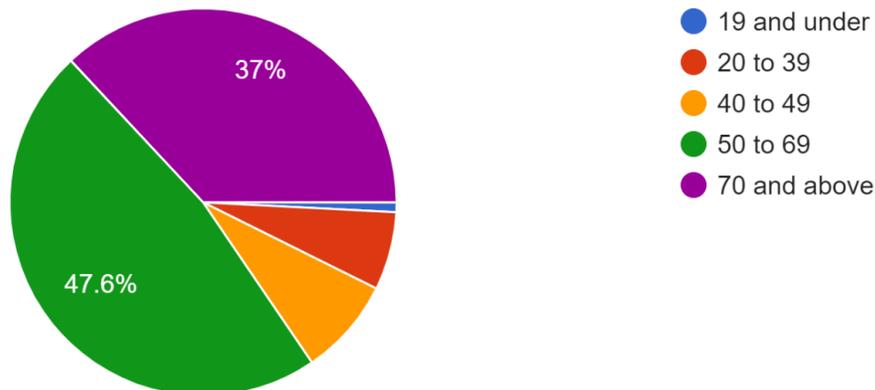
WERU 2022 Listener Survey Report

By Pepin Mittelhauser and Matt Murphy

WERU Community Radio is, as it has since the beginning, listener-supported. This certainly means financial support, but it can also take shape in the form of feedback. WERU volunteers feel great when they get listener calls, notes, or emails telling them that their programs are enjoyed and valued. We also benefit from constructive criticism. And of course we really appreciate it when we get lots of feedback through periodic audience surveys, as we did recently when 370 people participated!

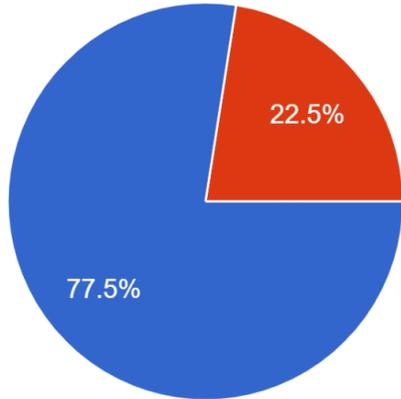
Our anonymous survey, which was available from October 26, 2022 to December 5, 2022, provided us with much information that will help WERU to continue to provide excellent community radio service to listeners, over the airwaves, internet, and mobile app. It tells us what listeners think that we are doing well, and where they think we could improve. It helps us to keep in touch with our audience.

Question 1. What is your age range?

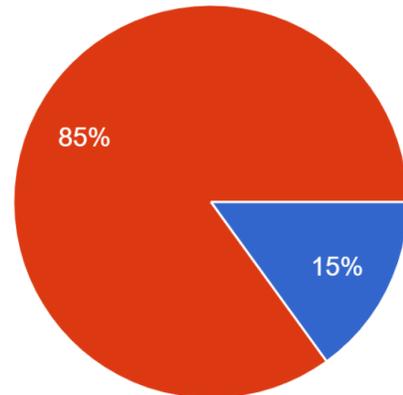


Out of all survey participants, 84.6% are listeners over the age of 50. Out of the remaining 15.5% of responses under the age of 50, 7.3% of responses were under that age of 40.

Question 2. Are you a member of WERU?

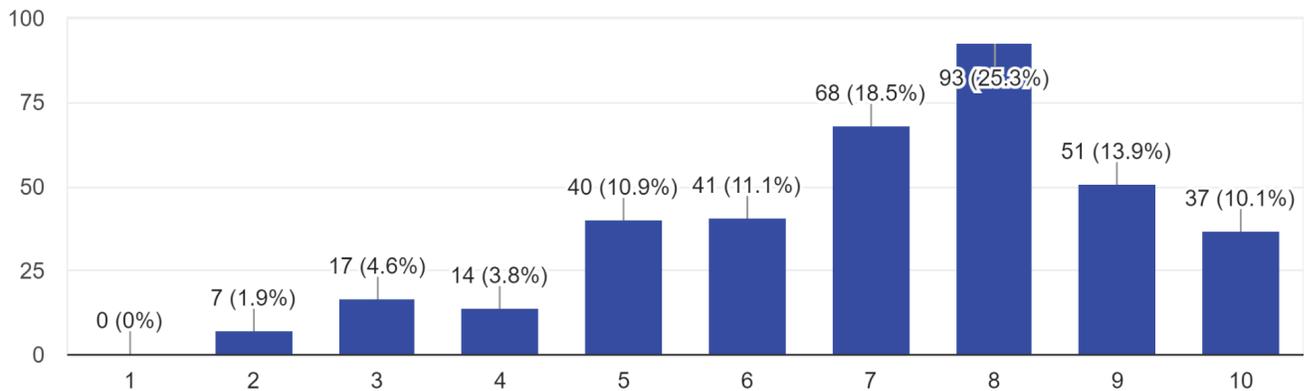


Question 3. Are you a WERU volunteer?



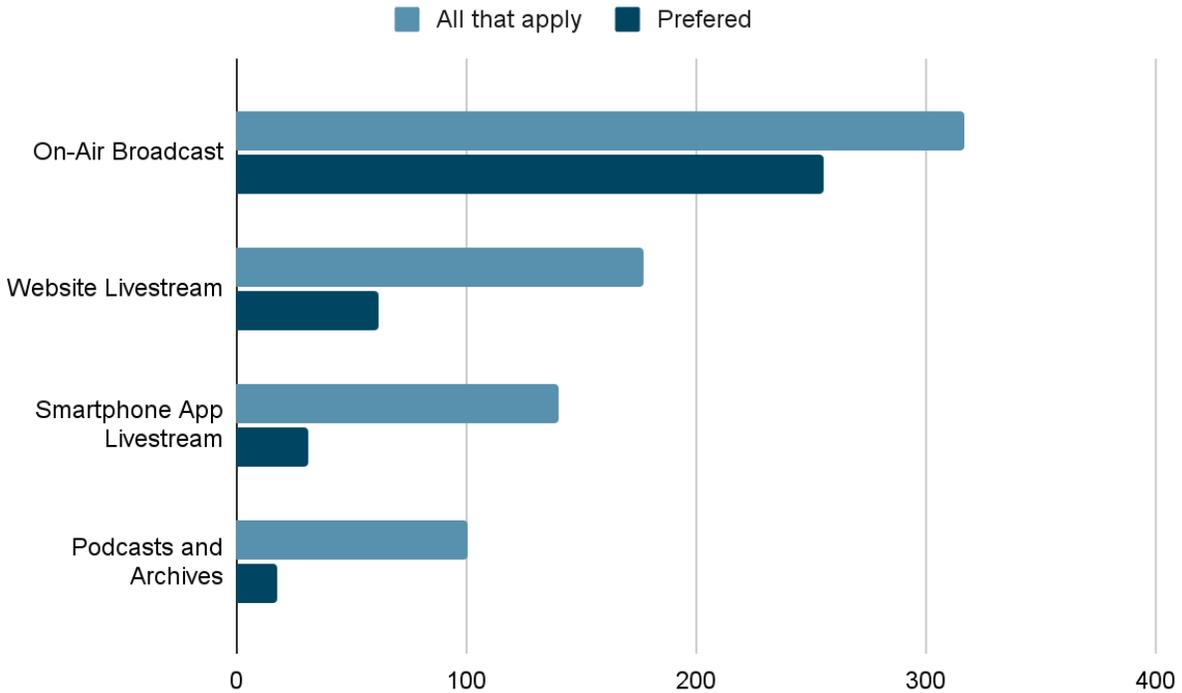
77.5% of listeners surveyed are members of WERU! 15% of listeners surveyed are volunteers at WERU.

Question 4. How frequently do you listen to WERU?



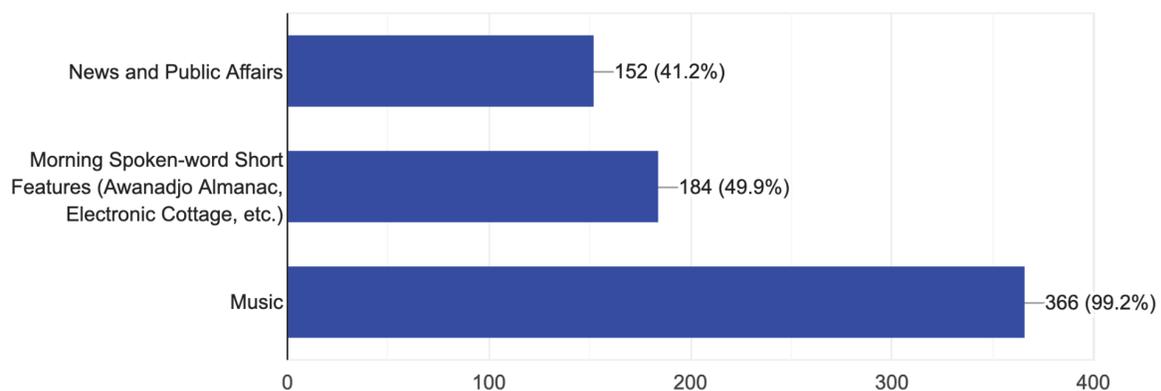
For this question, we presented a range scale of 1 through 10, an answer of 10 being the most. The majority of respondents (43.8%) answered 7 and 8, and 10.1% of surveyed individuals responded with a 10.

**Question 5 and 6. How do you listen to WERU? (select all that apply)
What is your preferred method of listening to WERU? (select one)**



The majority of respondents use the on-air WERU broadcast (86.4%), and prefer the on-air broadcast above other sources (70.2%). The website live stream is next, with 48.2% using this service, and 17% preferring it. The mobile app livestream is used by 38.1% of respondents, and 8.5% prefer it. And finally, the podcasts and archives are used by 27.5% of listeners surveyed, and 4.9% use it as a primary source.

Question 7. What WERU content do you enjoy listening to?

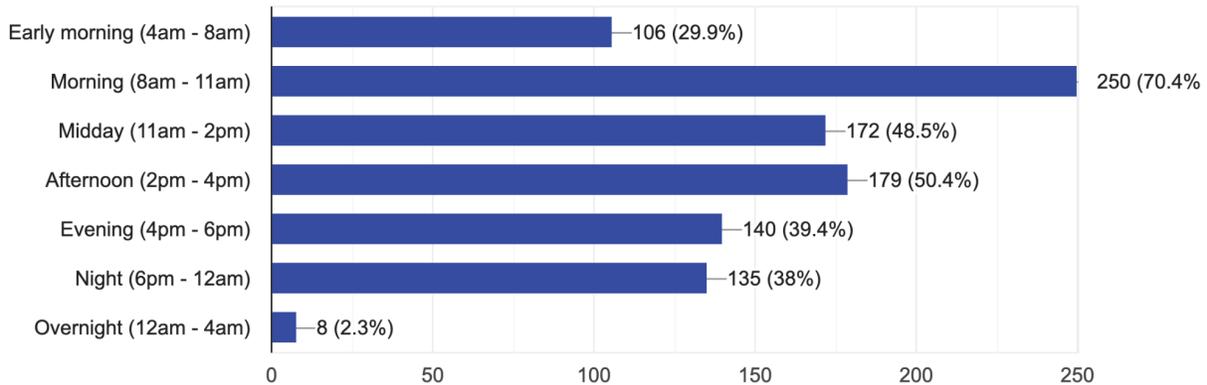


Nearly 100% of respondents said that they enjoy the music shows on WERU, with nearly 50% responding that they enjoy listening to our short features. 41.2% of those surveyed said that they enjoy listening to our half-hour and hour-long public affairs programs.

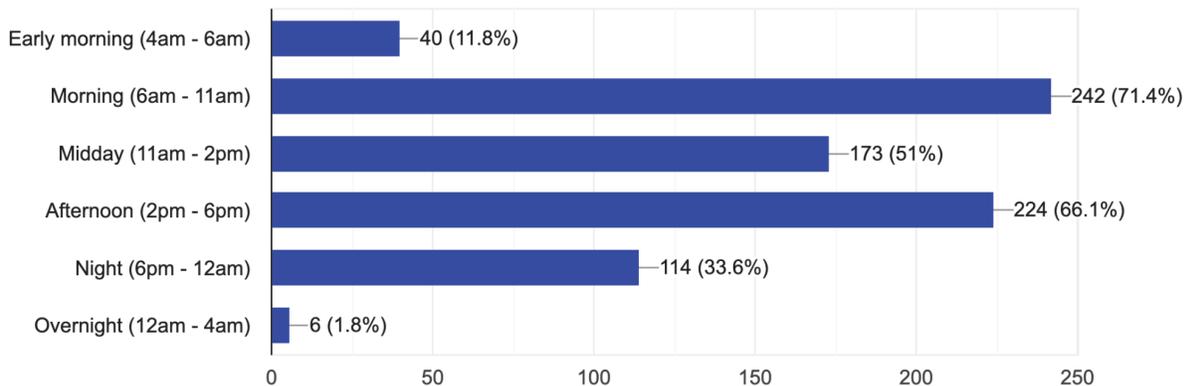
Question 8 and 9. What times of day do you listen to WERU?

We decided to divide this question into two parts, one for Weekdays and one for Weekends. We also chose to divide the time slot options into ranges that covered regular show times. For example, the midday option from 11am to 2pm on weekdays covers *On the Wing* exactly.

Weekdays:

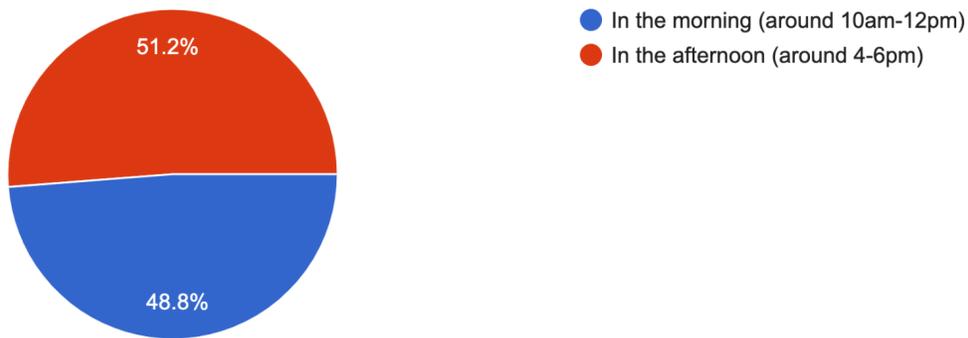


Weekends:



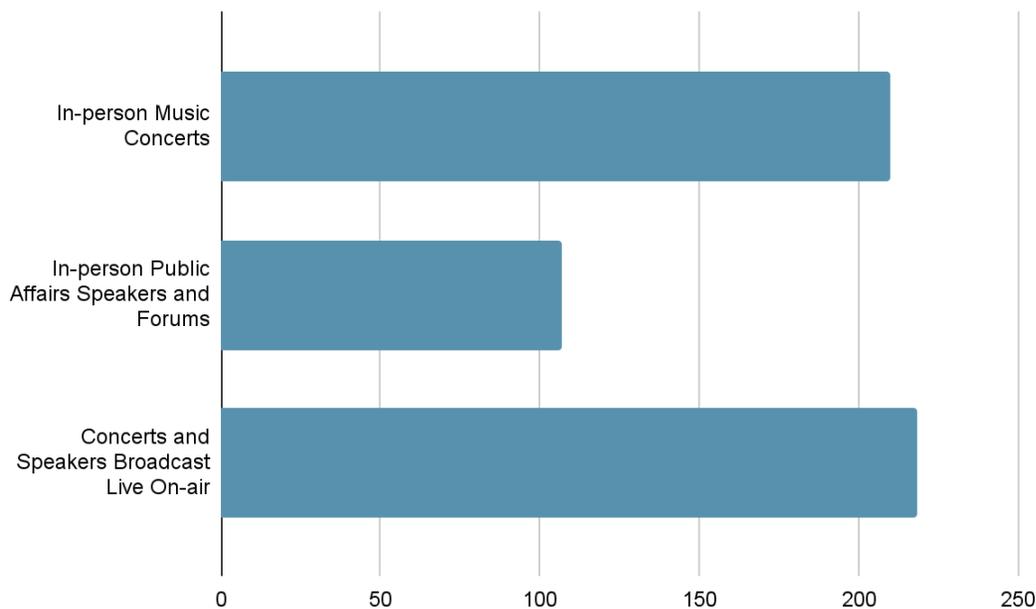
There was not a great difference in the responses from the weekdays to the weekends. The majority of both was the 8am to 11am time range, with a close second being on the weekends in the afternoon, particularly on weekends.

Question 10. What time of day do you prefer listening to local public affairs programming?



Out of the 283 responses to this question (76.5% of the 370 total participants of the survey), it was almost exactly half and half in preference towards the morning or the afternoon for local public affairs programming.

Question 11. What special events from WERU would you enjoy?



73.6% of respondents were interested in live events being broadcast on air, 70.9% are interested in in-person WERU concerts, and 36.1% are interested in in-person speakers and forums hosted by WERU. In written responses there was interest in bringing live musicians back in the on-air studio. There were also responses praising the Common Ground Country Fair keynote speaker live broadcasts.

WERU sincerely thanks everyone who participated in our 2022 survey!