Hello, We are a team of local college students requesting your input in a brief survey of radio listener’s habits in Fond du Lac and the surrounding area. Your input is greatly appreciated and your responses will be kept completely anonymous and confidential.

1. Do you listen to the radio?

Yes

No

1. Where are you most likely to listen to the radio?

Car

Home

Work

*Should they be able to pick more than one?*

3. Which device do you use to listen to music the most often?

Braodcast Radio

Satellite Radio

MP3 Player

Internet Radio

3. What time of day to you listen to music the most often?

Morning Drive

During the Work Day

Drive Home

Evening

4. During what activities do you listen to music?

Driving

At Work

Working Out

The following section will ask about particular stations and your likes and dislikes.

Please rate your favorite area radio stations *Need a scale next to each one. 4 point scale with an opt-out.*

\_\_\_ WAPL 105.7

\_\_\_ WBJZ 104.7

\_\_\_ WFDL 97.7

\_\_\_ WFON 107.1

\_\_\_ WPKR 99.5

\_\_\_ WTCX 96.1

\_\_\_ WVBO 103.9

\_\_\_ WWWX 96.9

Rate the types of things you enjoy about listening to the radio.

Sports

News

Morning Radio Hosts

Contests

Music Mix

Talk Radio

What type of music do you enjoy listening to? *Select all that apply*

Country

Rock

Top 40

Classic Rock

Hip-Hop

Dance

Classical

R&B

Soft Rock

Oldies

Pop

The survey is almost complete, we just need to ask a few more questions

Gender \_\_\_ Male \_\_\_ Female

Age 18-24 25-34 35-44 45-54 55-64 65+

Household income

$0

Thank you for your responses!