

KTNA Listener Survey 2025

Survey was open April 8 thru May 3, 2025

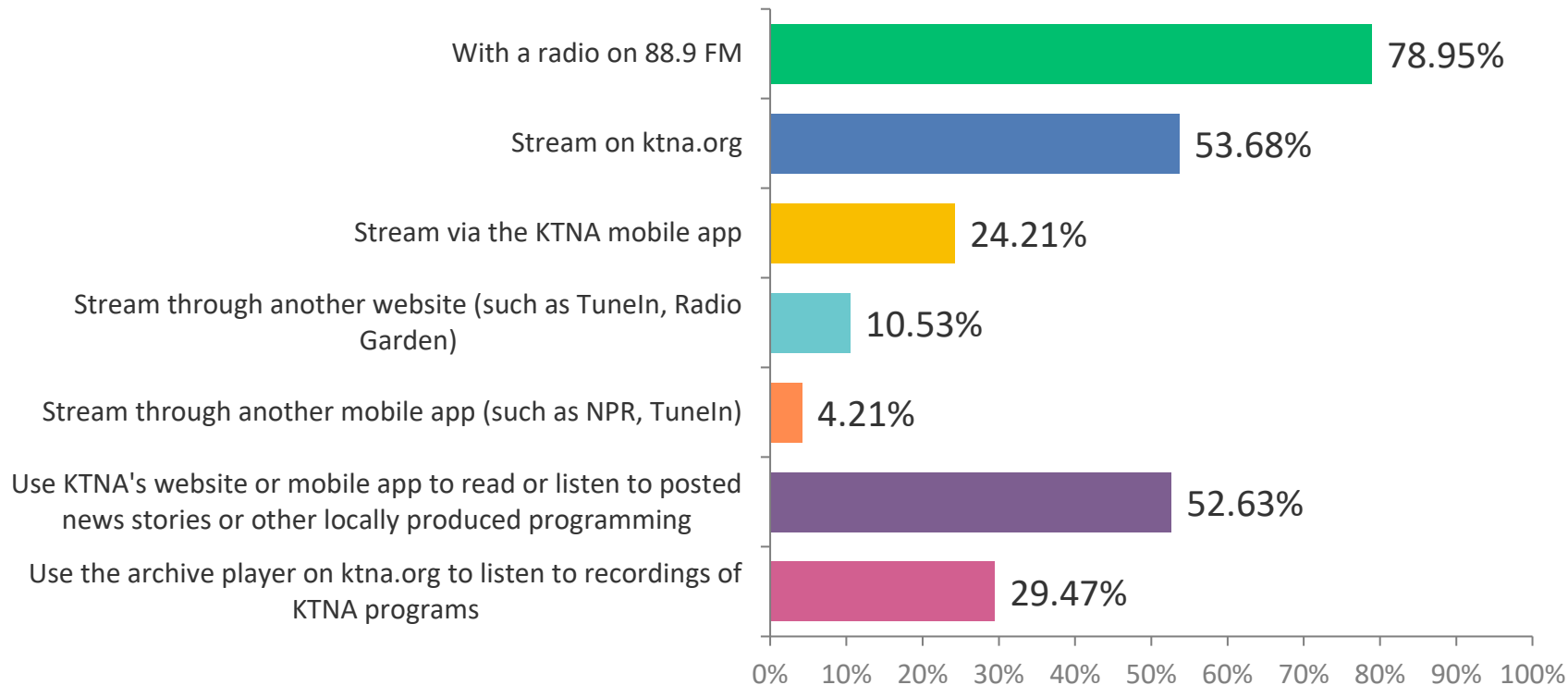
95 Responses

7m 50s typical completion time

98% completion rate

Q1: How do you listen to KTNA? Check all that apply.

Answered: 95 Skipped: 0



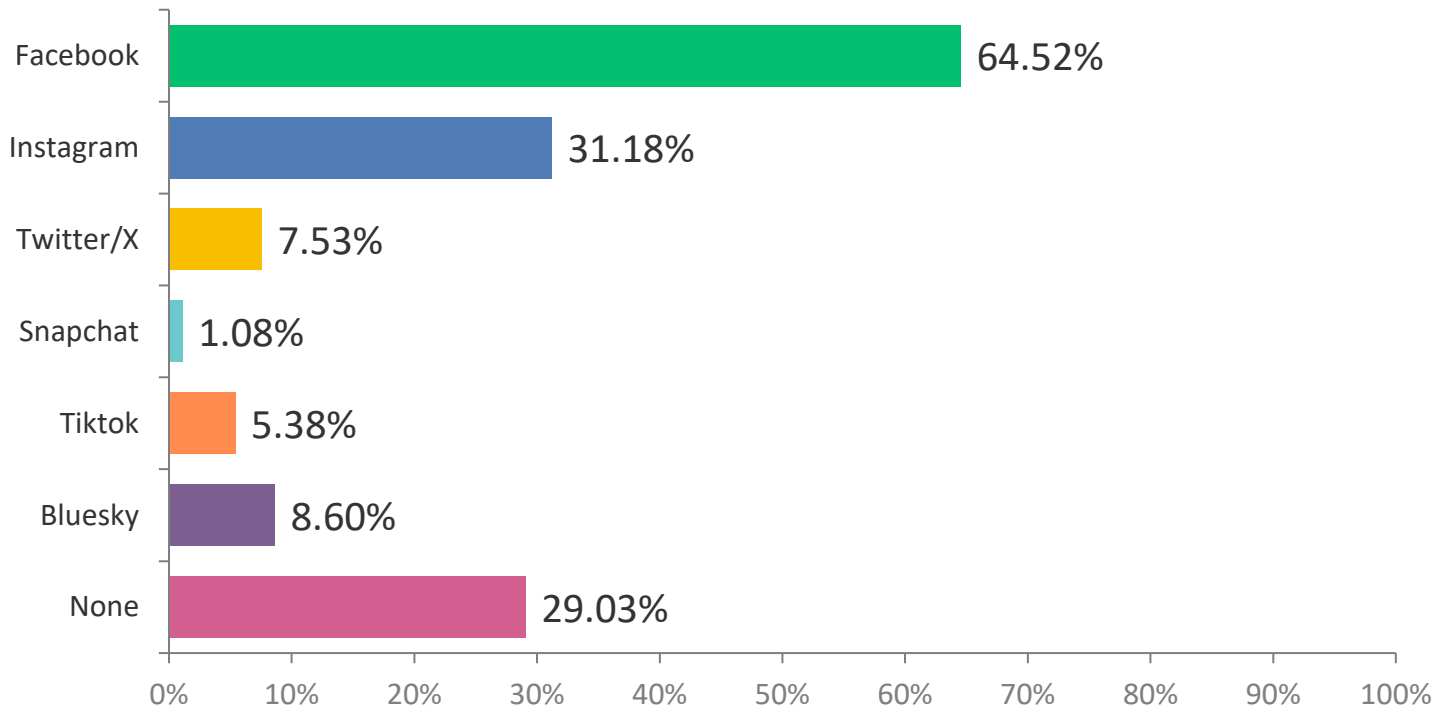
Listening with the radio is holding steady with about 80% of the listeners.

Listening via stream is on an upward trajectory over the last several years.

54% of listeners who completed the survey listen via the stream.

Q2: Which social media apps do you use? Check all that apply.

Answered: 93 Skipped: 2



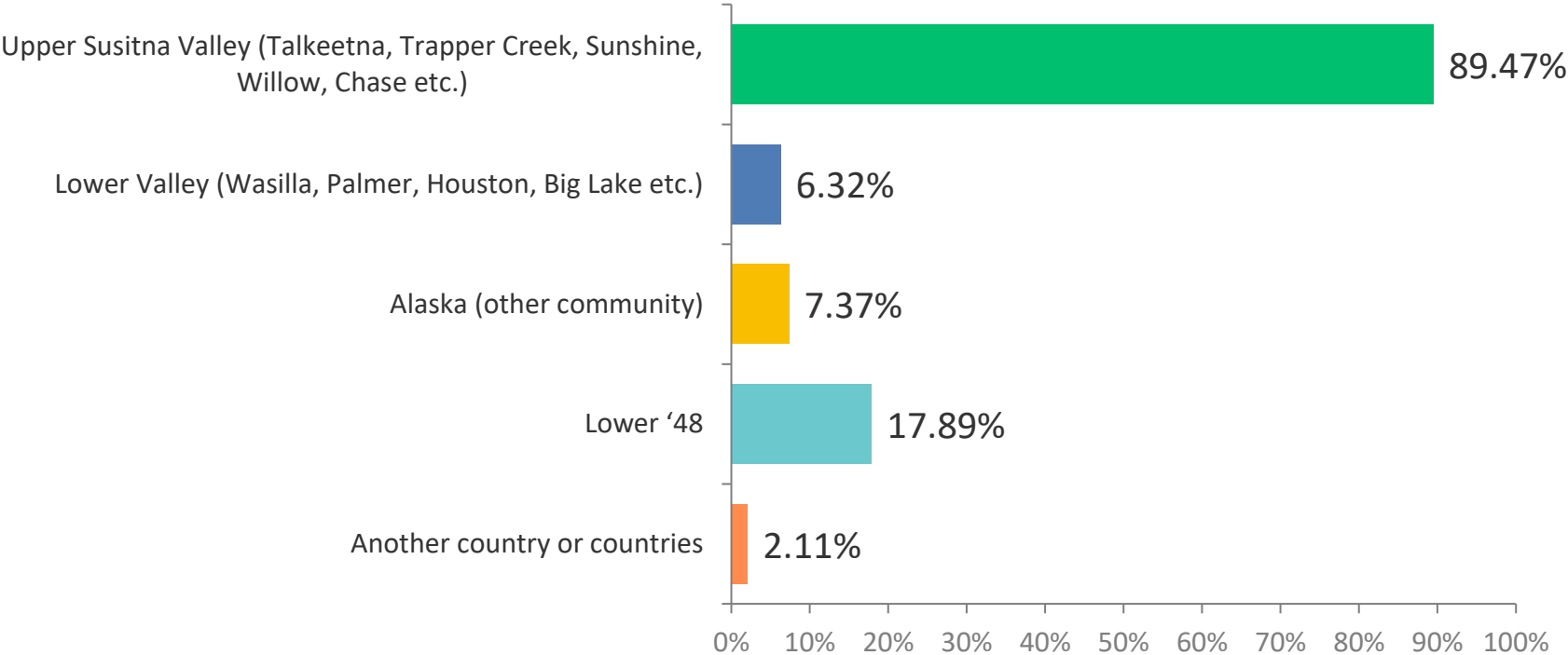
Facebook is still most popular but at its lowest in several years.

Instagram is also down.

29% use no social media at all.

Q3: Where do you listen? (You can pick more than one)

Answered: 95 Skipped: 0



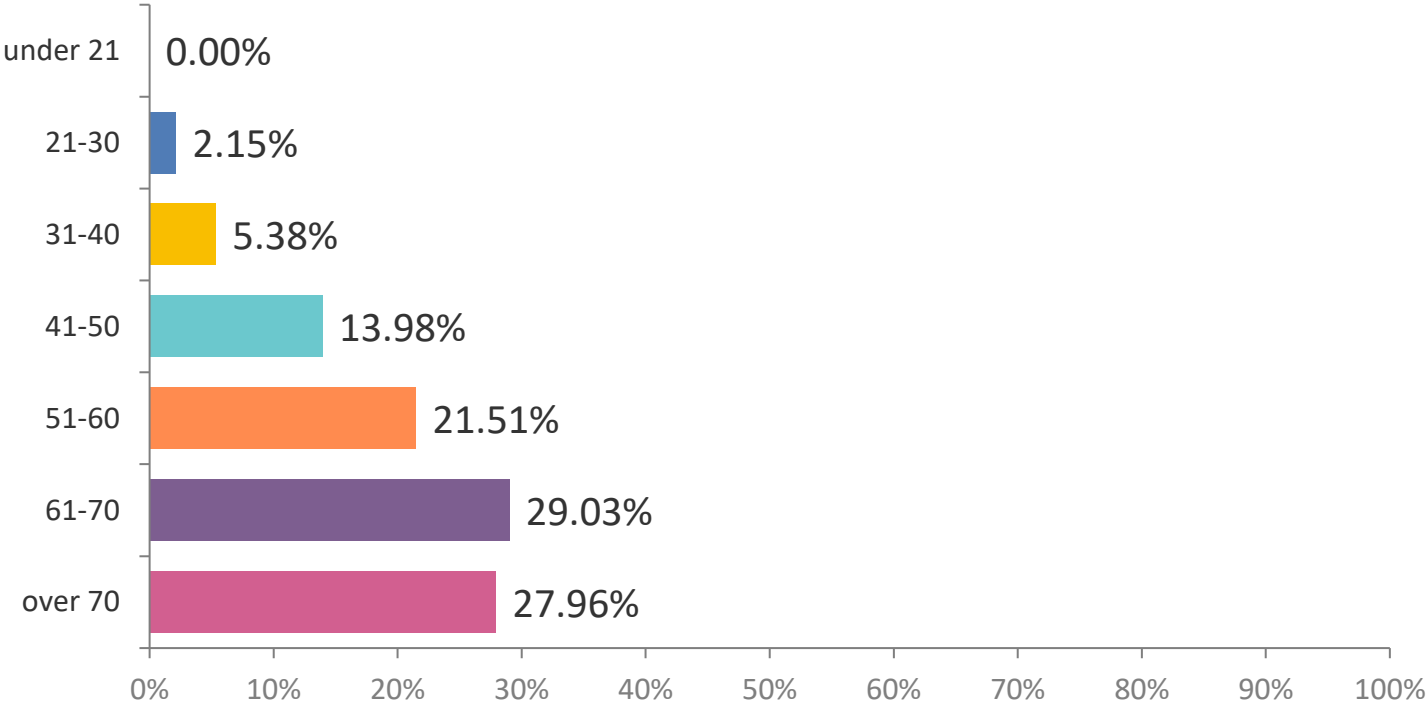
As you would expect, most of KTNA listeners reside in the Upper Susitna Valley.

We also have some listeners in the lower 48.

2 listeners completed the survey from foreign countries – Agliana, Italy and England

Q4: What is your age group?

Answered: 93 Skipped: 2

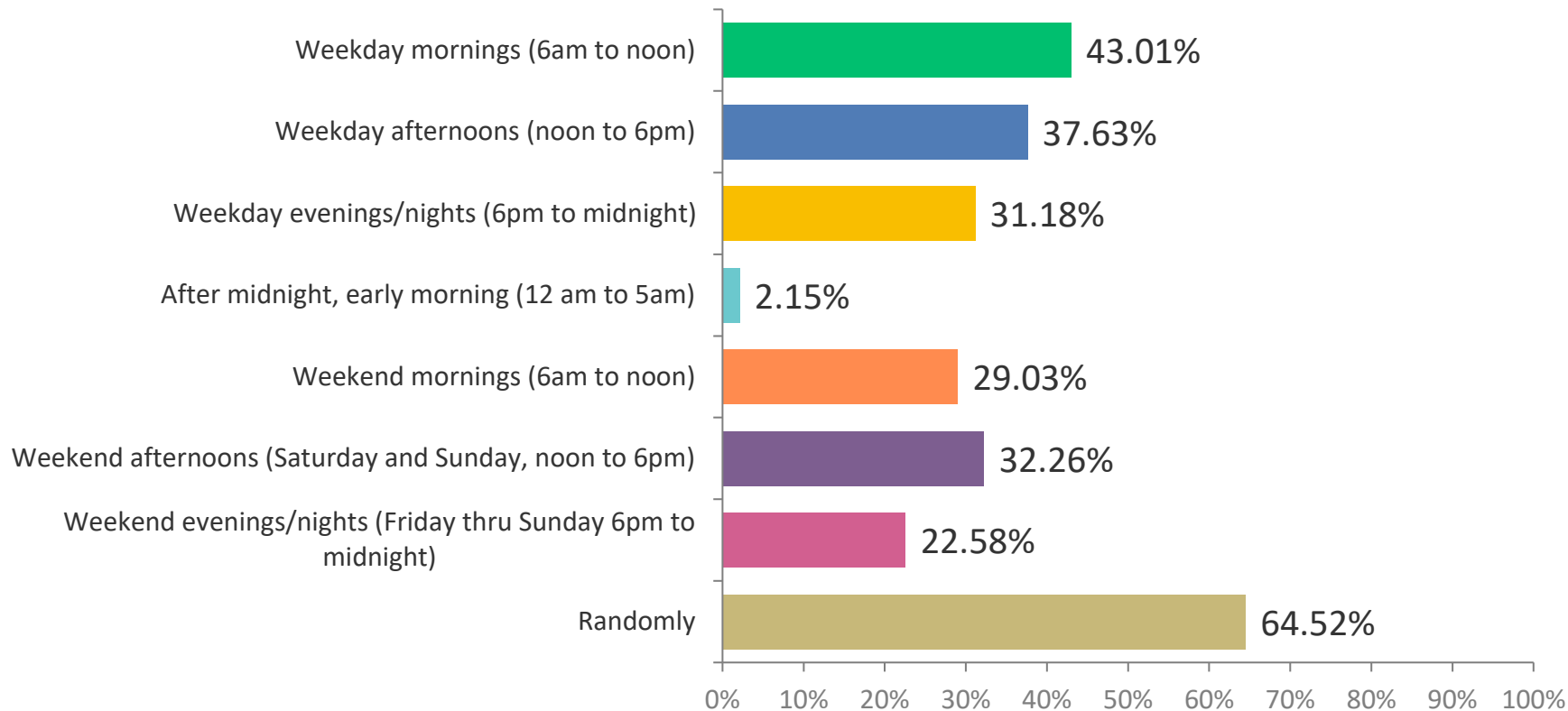


Most of our listeners (based on those that complete the survey) are over 40.

Staff is seeking ways to engage younger listeners.

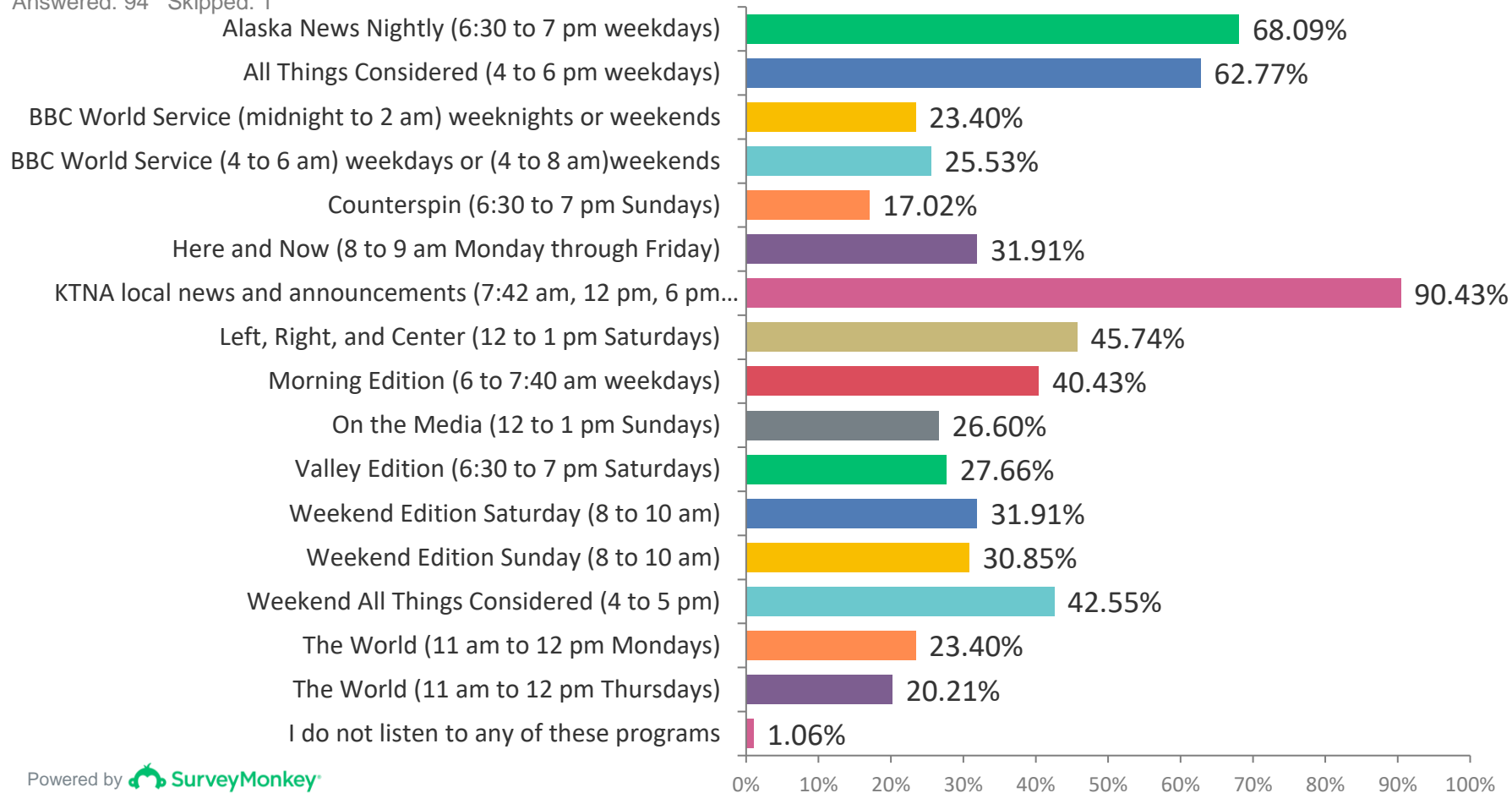
Q5: When do you listen to KTNA? Check all that apply.

Answered: 93 Skipped: 2



Q6: Which news and news-related programs do you value? Check all that apply.

Answered: 94 Skipped: 1



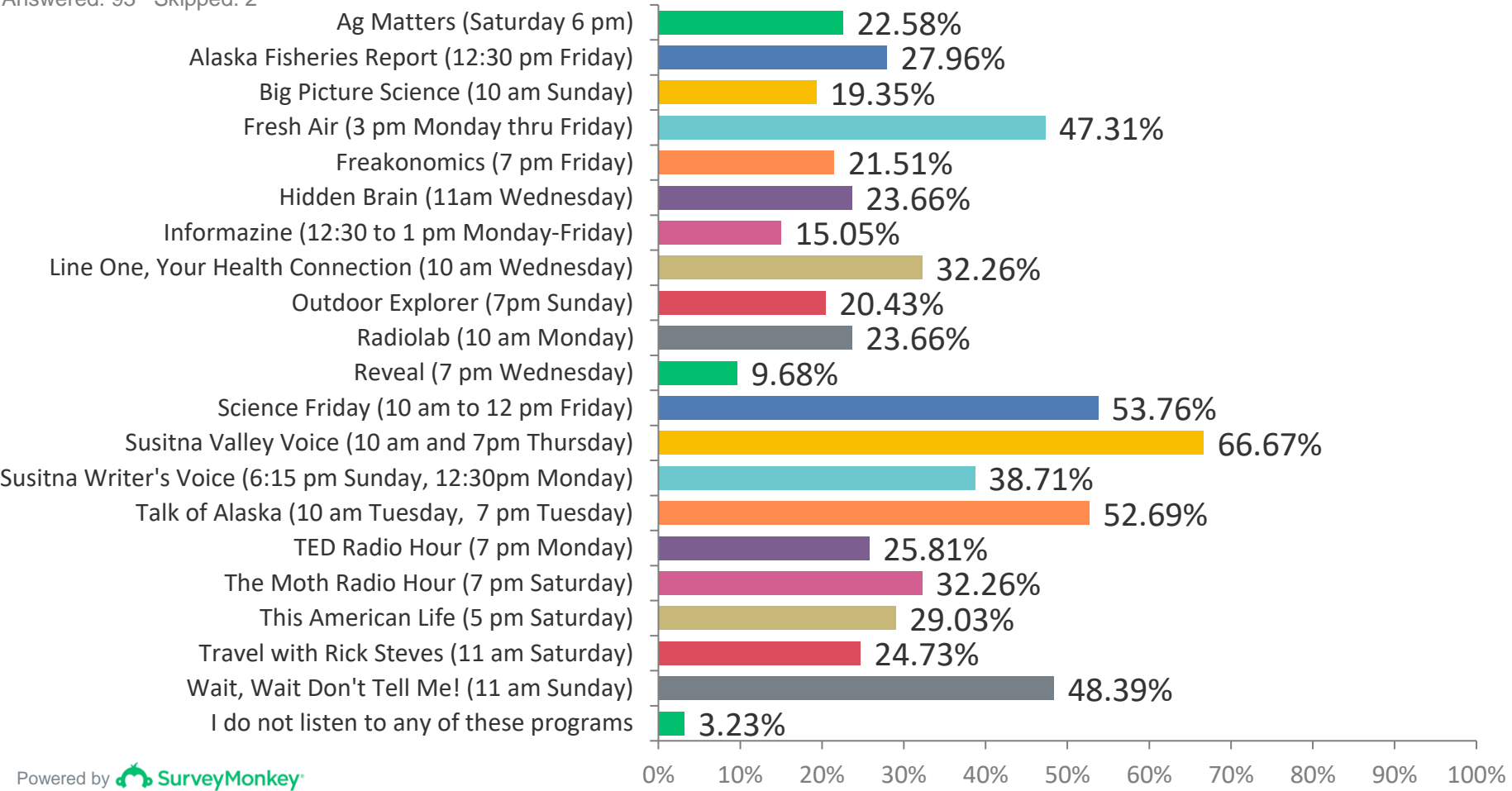
Responses for news programming are strong with KTNA local news and announcements the most popular at 90%.

***Alaska News Nightly* is second at 68%.**

***All Things Considered* is third at 63%.**

Q7: Which of the following entertainment, cultural, or informational programs do you value most? Check up to 8.

Answered: 93 Skipped: 2

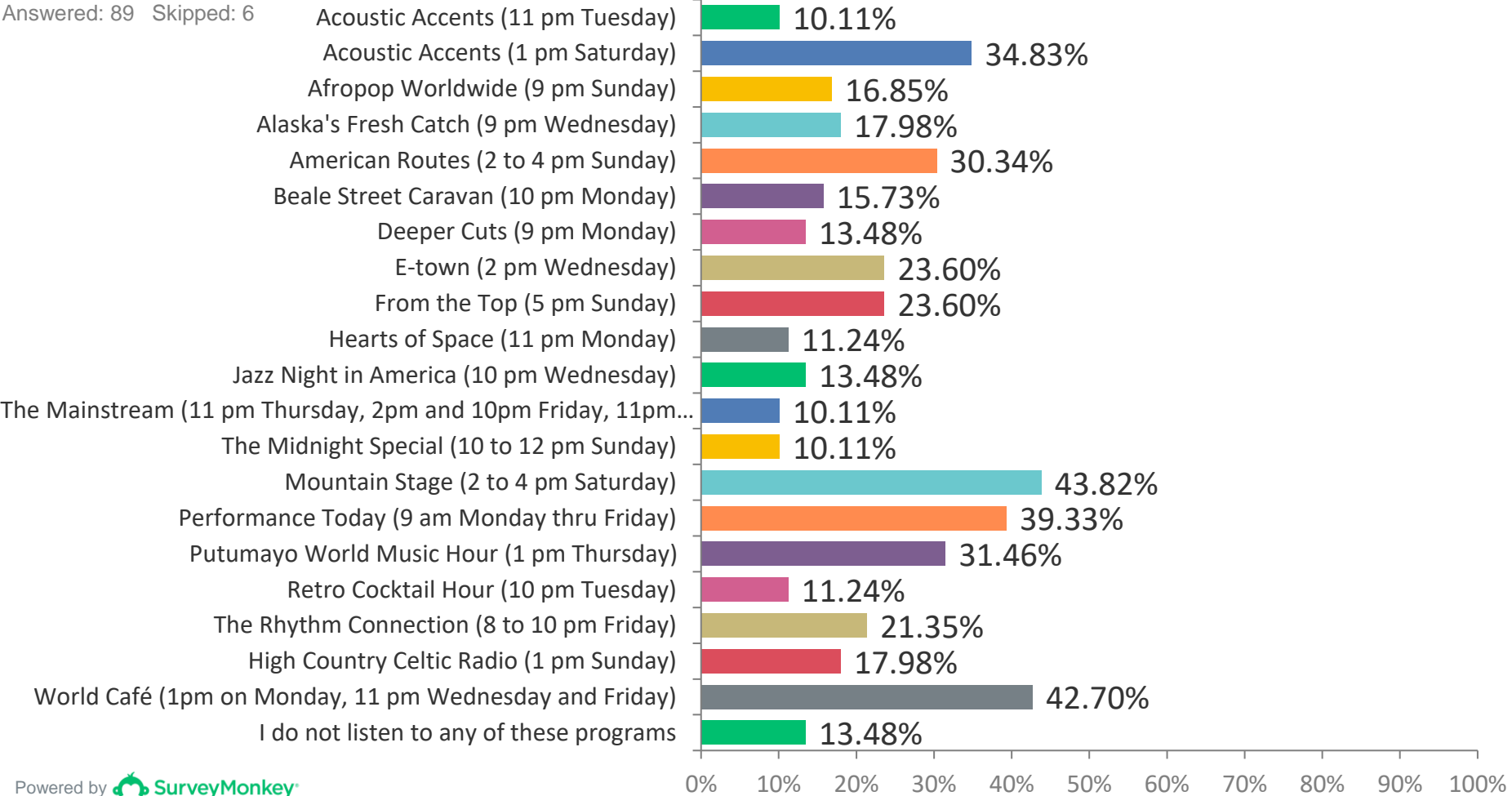


For Informational programs, *Su Valley Voice* is still the most popular and increased to 67% from the 2024 listener survey.

KSKA programming is strong with *Talk of Alaska* being the third most selected show effectively tied with *Science Friday*.

Q8: Which syndicated (non-local) music shows do you enjoy the most? Check as many as 8.

Answered: 89 Skipped: 6



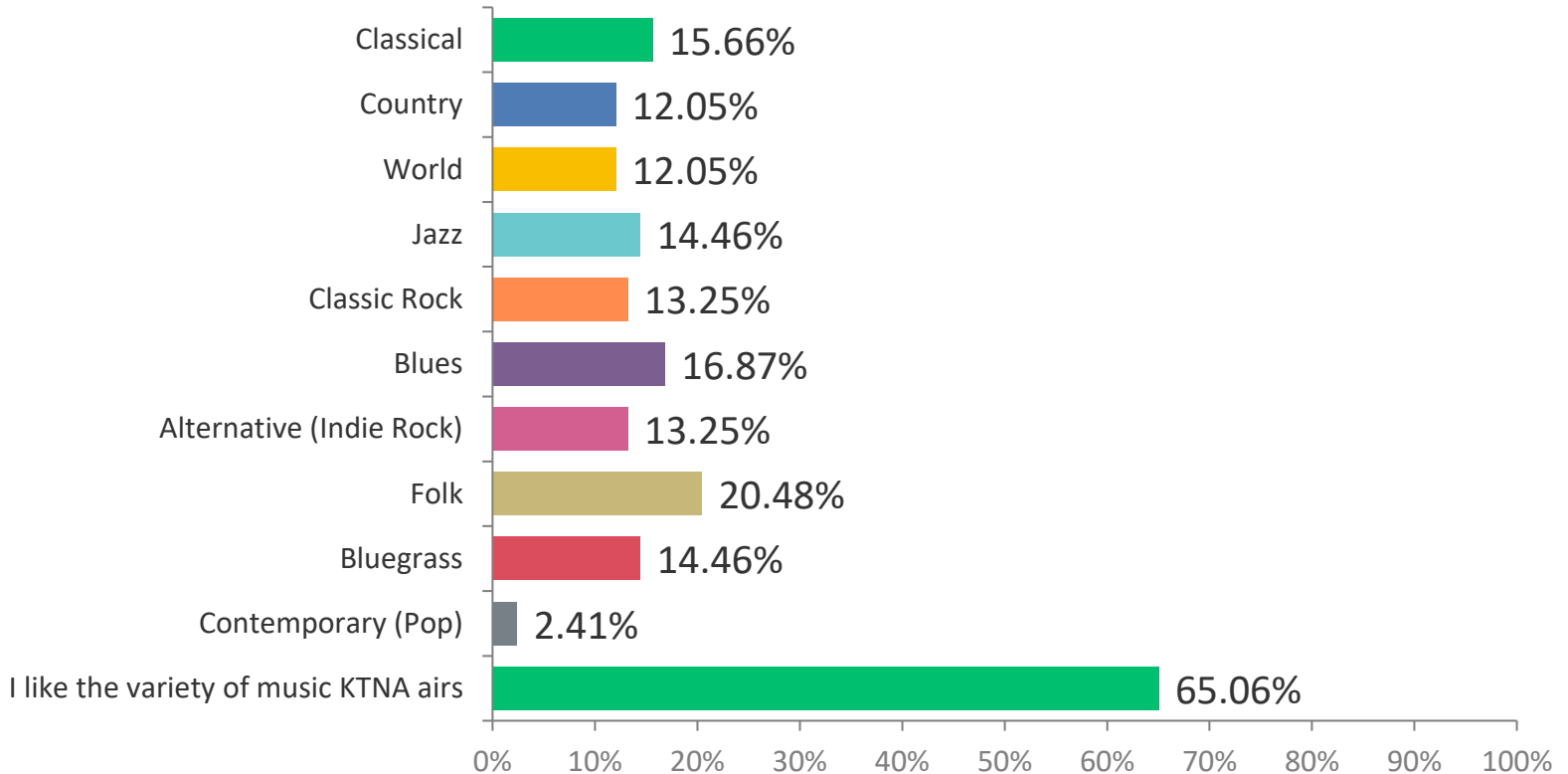
Mountain Stage is still the most popular show followed by *World Cafe*.

Thistle and Shamrock was a popular show that retired in 2024. It was replaced with *High Country Celtic Radio*. If you have not checked out yet it airs Sundays at 1pm.

The Mainstream has not picked up in popularity. KTNA uses *The Mainstream* and *The World Café* as filler programs because they produce many episodes a week. We use them behind locally-hosted shows to play when DJs do not come in. We also put these shows in a few spots to fill out our schedule. Based on this survey, we have moved *World Café* into some of *The Mainstream* spots so that it is more prominent in our schedule.

Q9: Are there any genres of music you would like to hear more of? Check up to 5.

Answered: 83 Skipped: 12

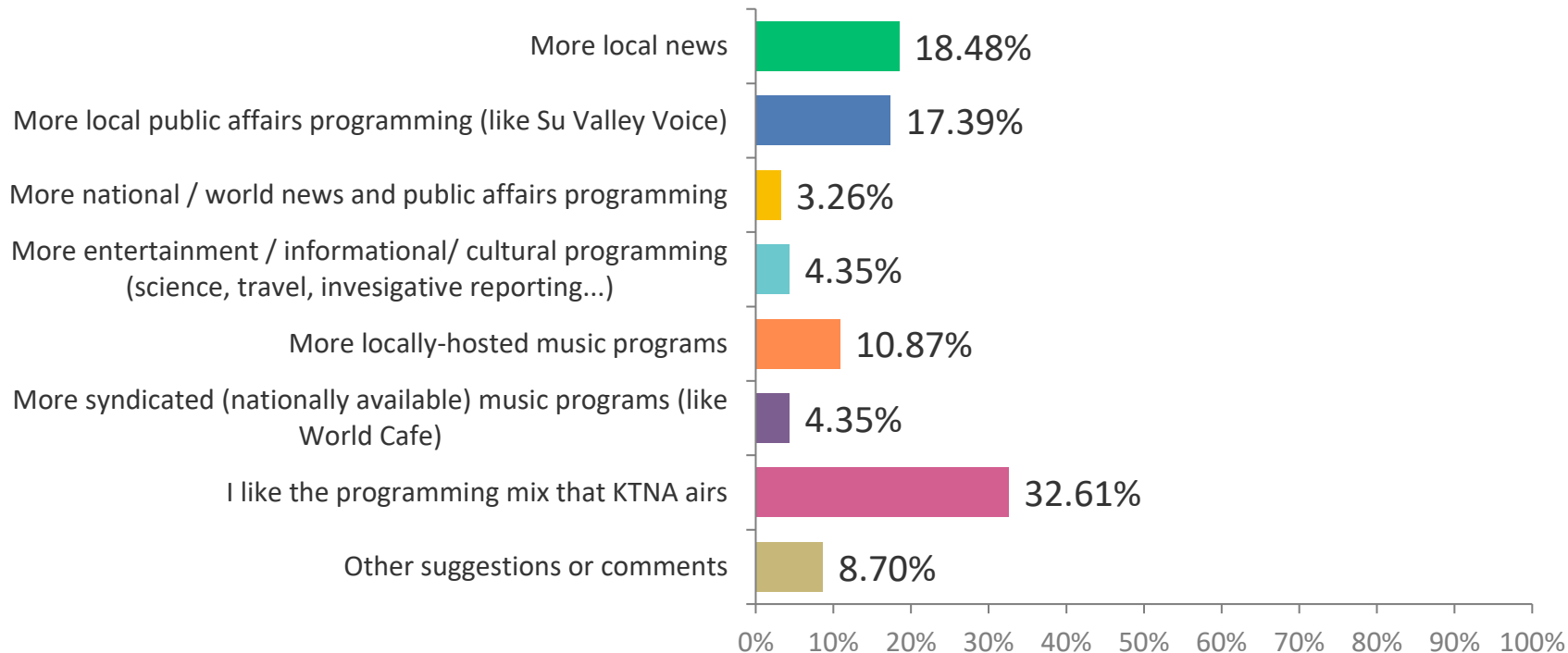


We hear from listeners that they value locally-hosted shows.

We welcome you to reach out if you are interested in hosting a show.

Q10: If you could increase one type of KTNA's programming, what would it be?

Answered: 92 Skipped: 3

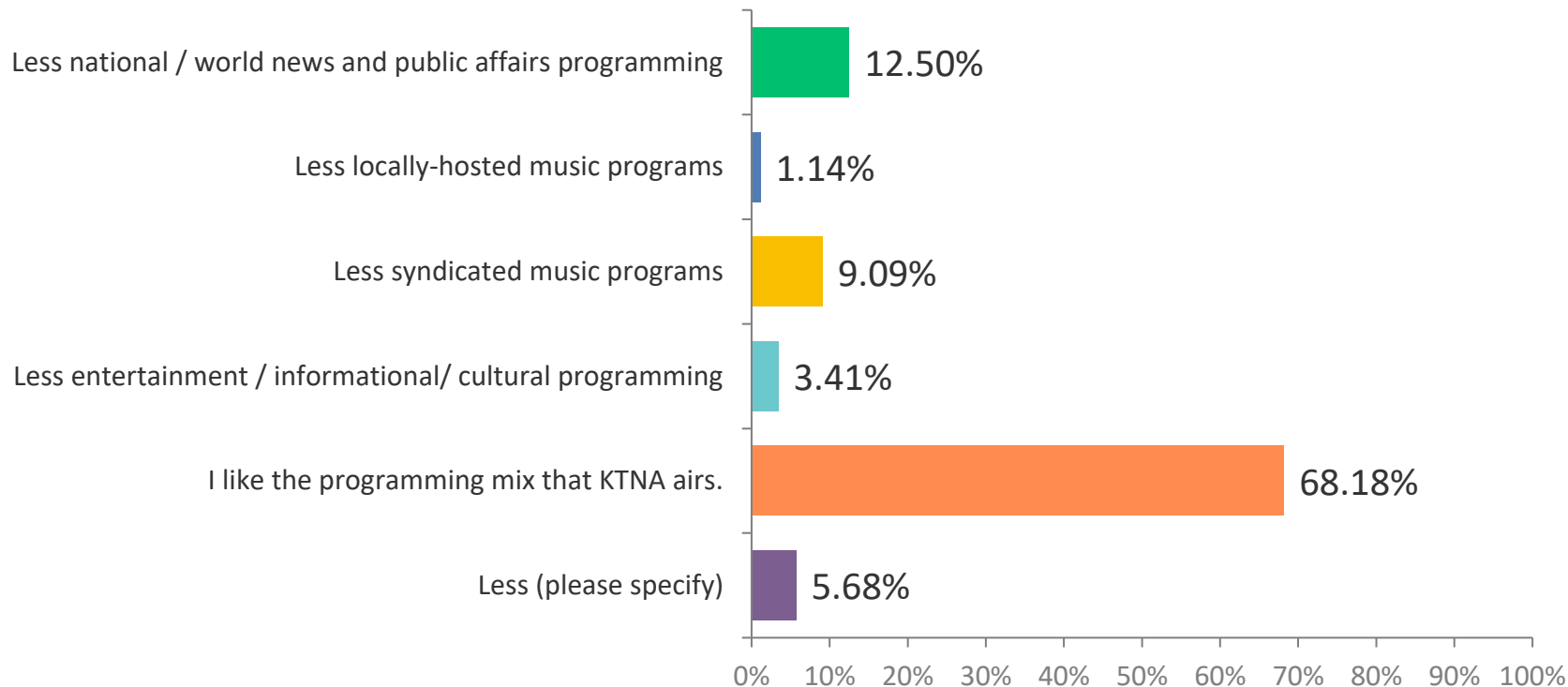


“More local news” was chosen by half as many responders as from the prior year from 35 to 18%.

This indicates that KTNA is better fulfilling the desire for local news, which is expected as we now have a News Producer and KTNA’s news content has increased.

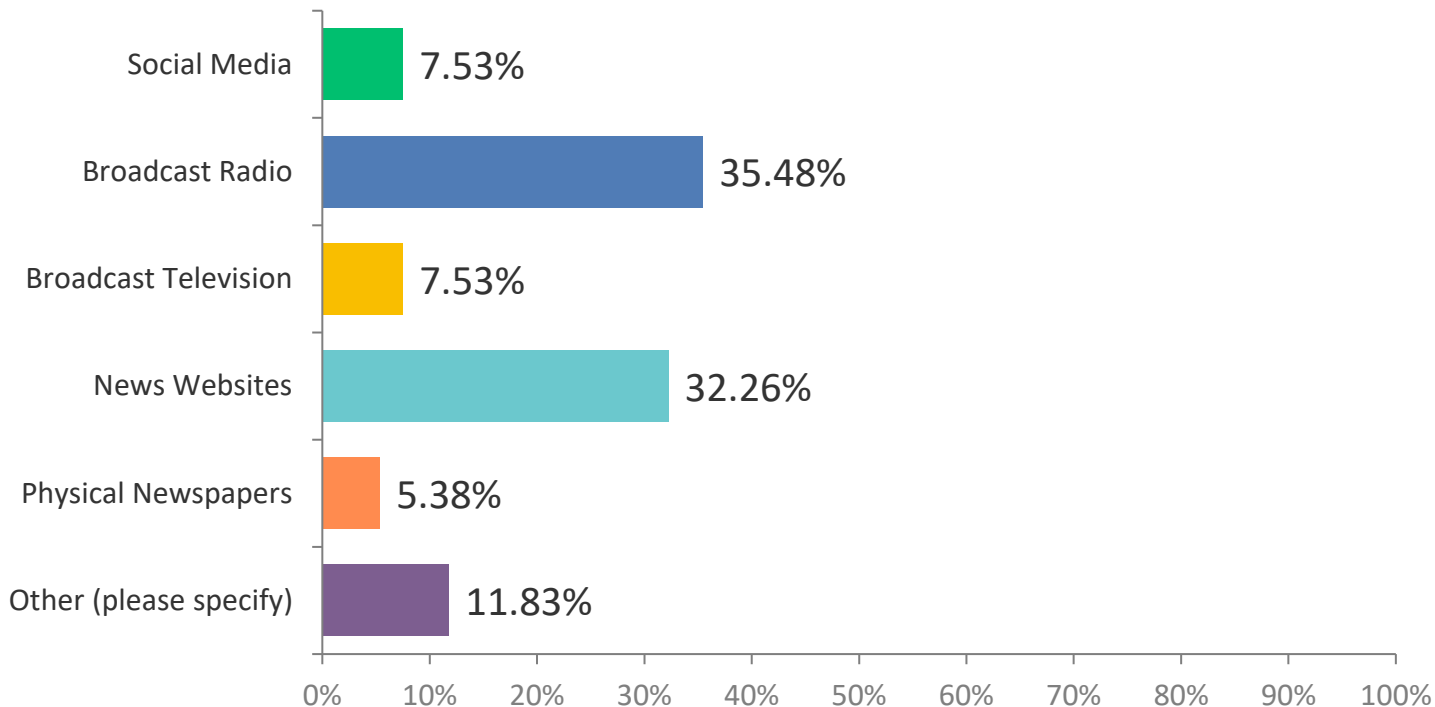
Q11: If you could decrease one type of KTNA's programming, what would it be?

Answered: 88 Skipped: 7



Q12: How do you get your local news?

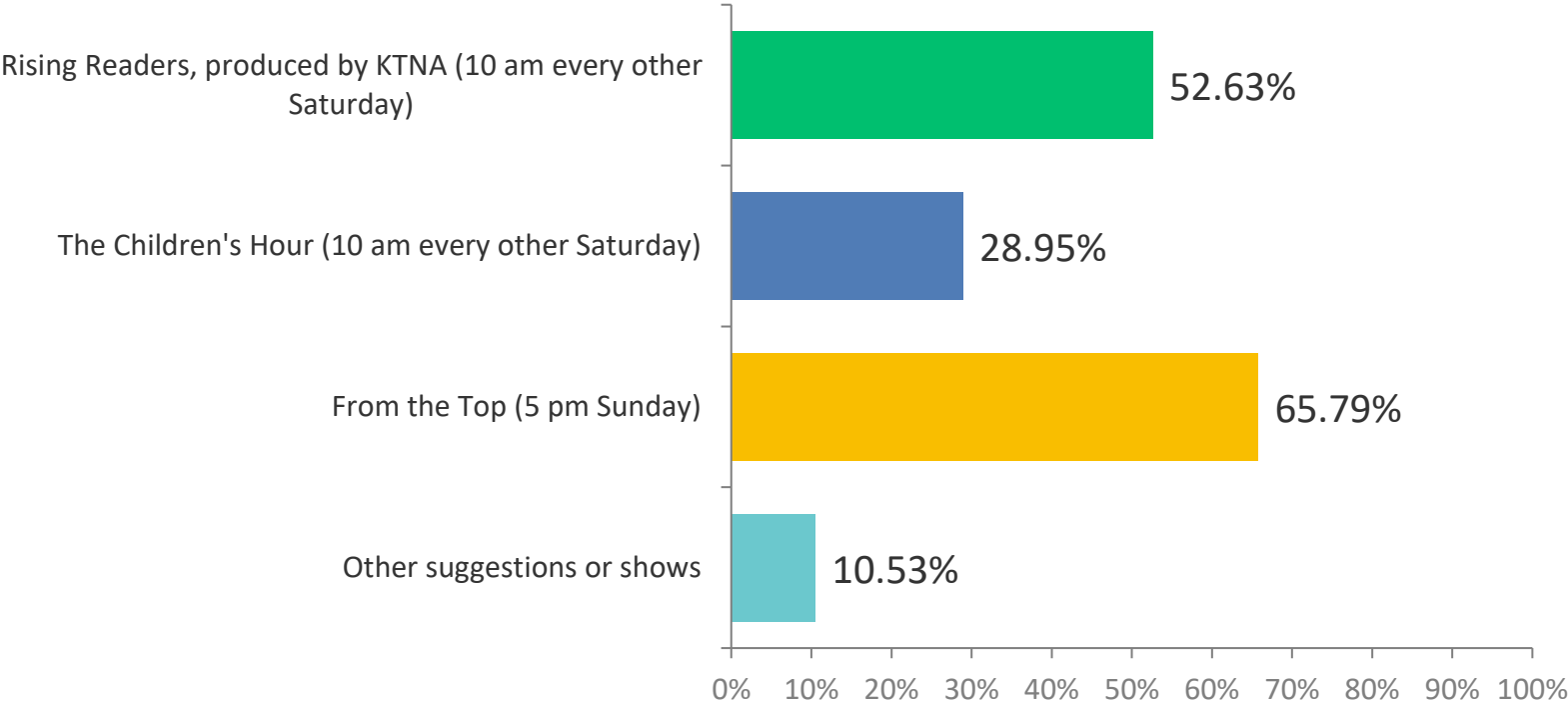
Answered: 93 Skipped: 2



We had a new question this year asking listeners how they get their local news. The top selection at 35% was broadcast radio. A close second is news websites (like ktna.org).

Q13: Which of the following children's programming do you and/or your children enjoy? Check all that apply

Answered: 38 Skipped: 57



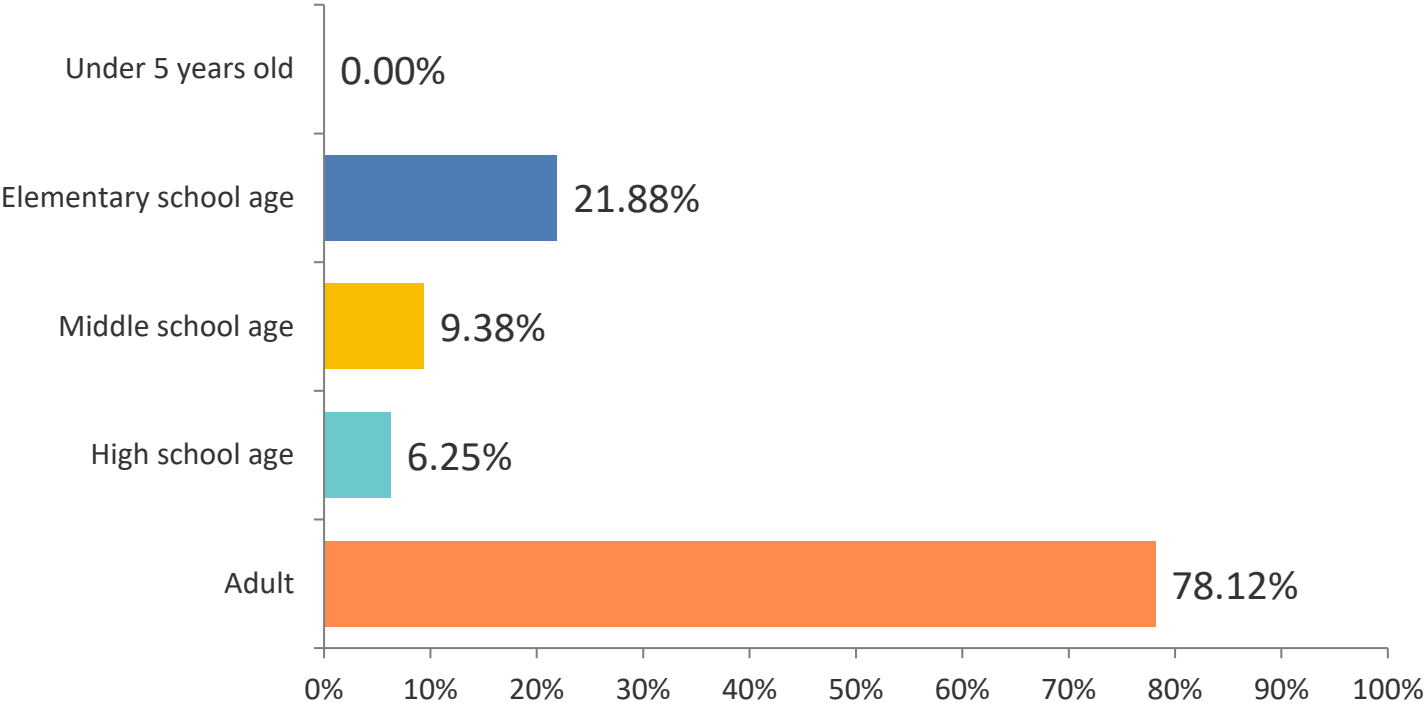
KTNA is excited to offer some programming for children.

KTNA's Communications & Development Coordinator, Skye Dolecki produces Rising Readers. Local children practice to come in and read on-air.

We invite opportunities to connect youth with community radio.

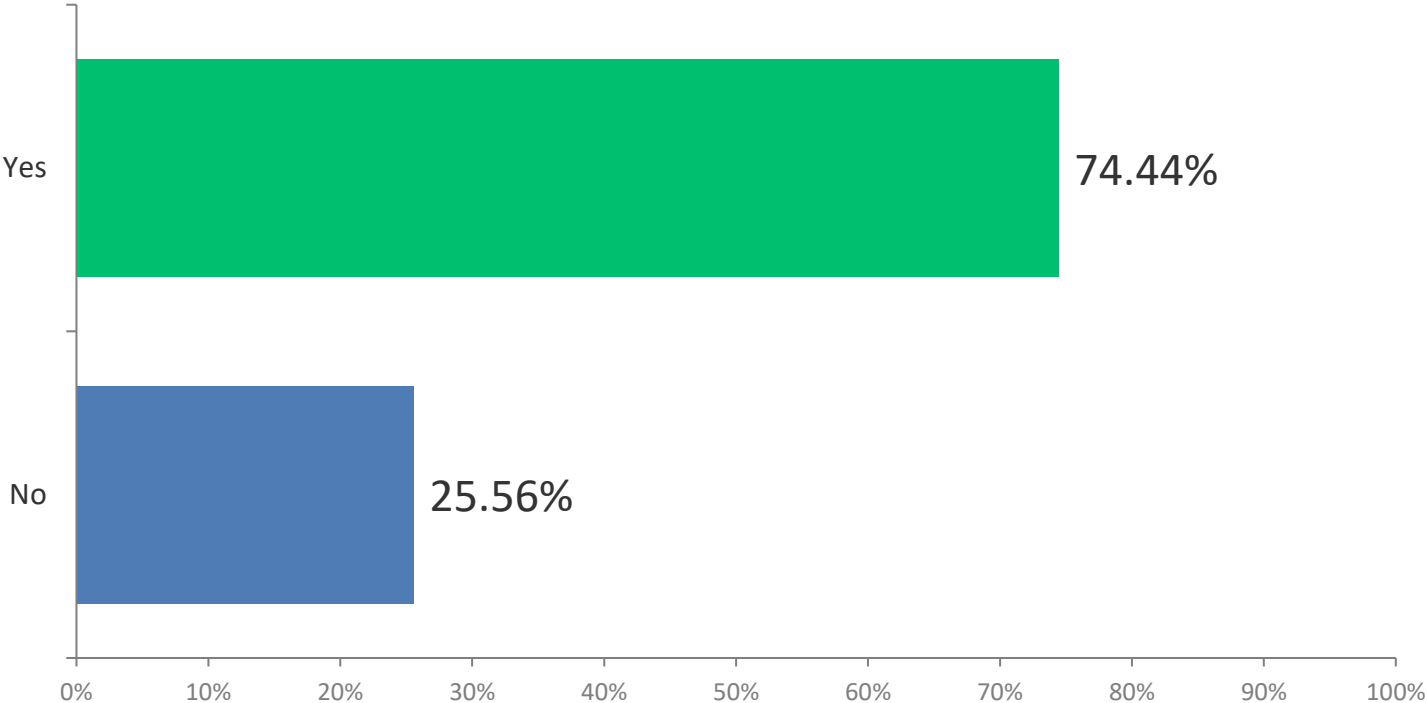
Q14: For those that listen to any of the children's programming: What are the age ranges of members of your household that are listen? Check all that apply.

Answered: 32 Skipped: 63



Q19: Are you a member of KTNA?

Answered: 90 Skipped: 5



Thank to all who took the time to complete our annual listener survey!

We use the results in many ways including data for grant applications, when to air shows, when to retire a show, and what our listeners want to hear more of.

The comments are helpful and are reviewed by all staff. We love hearing your suggested topics for *The Blue Tarp* and other shows.

KTNA is your community station, and we strive to bring you programming that meets your needs.