

CREEK FM - Audience Survey



CREEK FM is a community-owned and operated station broadcasting Okanese First Nation. It wants to know how it is doing, so we are distributing this survey across the region. We are interested in the views of CREEK's listeners and potential listeners. This is a community effort and we would very much appreciate your honest opinion. The only way that we can serve the community better is by having your personal views and ideas.

We believe you likely want to help us out as well. To "sweeten the pot," as they say, those who fill out a survey and mail it back before the December 15, 2019 will be enter into a draw for \$150 to spend where ever on whatever you want, entries. Entries received before January 15, 2020 will be in on the draw for \$75. Entries received before February 15, 2020 will be in a draw for 38. On the Last draw date of March 15 that draw for \$19. On the attached entry form at the bottom, put your name and phone number on it, and send it in with your survey. We will separate the surveys from your entry to protect your privacy. We promise that your answers will be kept entirely confidential. We will compile the responses and only report the figures as total data.

We would very much appreciate receiving your survey within a few days after you receive it. If you would like to do it on the telephone, call us at 306-334-3331 and we will arrange it. You can also do the survey on the CREEK FM website at www.creekfm.com.

CREEK FM is for everyone across the region and we would very much like you to be part of it. Please complete the survey for us today and help make CREEK FM happen for you.

If you have any questions or comments please e-mail mz_d@creekfm.com.

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Official Entry Form

Name: _____

Address: _____

Phone: _____

1) Have you listened to CREEK FM?

Yes _____ No _____

2) How do you generally listen to CREEK FM?

- 95.3 FM _____
- The internet _____

3) If you do *not* listen on the internet, why not?

- I like CREEK best at 95.3 _____
- Don't have internet access _____
- Not convenient _____
- Other (specify) _____
- Not aware of it _____

4) How often do you listen to CREEK FM?

- Every day _____
- Several times a week _____
- Once a week _____
- Once every couple of weeks _____
- Once a month or less _____

5) How much time do you listen, on average (each day you listen)?

- Less than 15 minutes _____
- 15 minutes to an hour _____
- An hour to two hours _____
- More than two hours _____

6) Where do you listen to CREEK FM? Please rank these in their order of importance.

- Home _____
- Auto _____
- Work _____
- Farm _____
- Barn/Garage _____

7) How long have you been listening to CREEK FM (in months)? _____

8) Are there any particular programs you listen to? If yes, which programs (write the name or description of your favorites): _____

9) Are there styles of music that you would like to hear more of on CREEK FM?

If yes, what types? _____

10) What is the most important reason that you listen to CREEK FM?

11) What do you enjoy the most about the station?

12) Do You Play Creek FM Bingo?

13) If So, How Often? _____ Weekly _____ Bi Weekly _____ Monthly _____ Annually

14) Would you play on any other night of the week? _____ Yes _____ No

15) Which Night would you be interesting on playing Creek Bingo weekly on
__Monday__Tuesday__Wednesday__Thursday__Friday__Saturday__Sunday

16) If CREEK FM had sponsors for some programs, would you be more likely to support the businesses or agencies sponsoring the programs?

- Strongly agree _____
- Agree _____
- Not sure _____
- Disagree _____
- Strongly disagree _____

17) Rate each of the following types of programming on CREEK FM with a number from 1 to 5, with 1 being most important to you and 5 being least important to you:

- Local news and information _____
- Upcoming events _____
- Music shows with a host _____
- The unhosted music stream _____
- Specialty shows (eg. cultural programs) _____
- Other(please specify) _____

18) What would make you likely to listen to CREEK FM even more?

19) If you do not listen to CREEK FM, why? (check off the ones that apply to you; give a "1" to the most important reason)

- Not aware of CREEK FM _____
- I don't listen to the radio _____
- I listened, but wasn't interested _____
- Other (please specify) _____
- I just forget to listen _____
- I enjoy other radio stations more _____

20) Would you listen to programs on any of the following themes? (check all that apply; put a "1" beside your top choice)

- Farm news _____
- Live concerts and events _____
- Special language Programming _____
- Family, fitness, health _____
- Community issues _____
- Church services _____
- Radio bingo _____
- Swap'n'Shop _____
- Live coverage of local hockey _____
- Upcoming events in the region _____

21) What other radio stations do you listen to (including satellite and internet stations)? Rate them in order of their importance to you.

22) Would you be interested in helping out at CREEK FM as a volunteer? If so, what would you be most interested in doing? (Check all that apply):

- On-air announcing
- Off-air hosting/interviewing
- Planning and preparing programs
- Web design and podcasting
- Office support, data entry
- Audience/Community relations
- Studio or technical maintenance
- Special events (eg. sports, concerts, elections)
- Leadership (CREEK FM's Board of Directors)

23) Why would you not be interested in helping at CREEK FM? (Check all that apply, put "1" beside the most important one)

- I am not interested or able ____
- I don't know how to get involved _____
- I would be nervous doing work related to radio _____
- I'm not sure if I'd fit in or be welcome _____
- I am already busy with other things _____
- Other (please specify) _____

24) Do you volunteer with other groups now? If yes, which one(s)?

25) Do you visit the CREEK FM web site (www.creekFM.com)?

Yes ____ No ____

26) What do you use the web site for (check all that apply; put a "1" beside the most important one)?

- Listening to programs _____
- Information on upcoming events _____
- Weather information _____
- Other (please specify) _____

27) What additional services could the web site provide? (check all that apply; put a "1" beside the most important one)

- Upcoming events _____
- Information on the music being played _____
- Local road conditions _____
- Tourism-related information _____
- Special language programming _____
- Links to other organizations in the region _____
- Podcast replay of programs _____

28) If you do not visit CREEK FM's web site, why not? (check all that apply; put a "1" beside the most important one)

- I am not aware of it _____
- I don't use web sites much _____
- I don't find the web site useful _____
- I just don't think about using it _____
- Other (please specify) _____

29) CREEK FM is considering setting up a community advisory council made up of residents in the region. Would you be willing to be on this council?

Yes _____ No _____

30) What is your age? 18-25 _____ 26-35 _____ 35-55 _____ 55-65 _____ over 65 _____

31) Are you ... Female _____ Male _____

32) Are you currently employed? If so, what sector of employment are you in (check the one that best describes your work):

- Retail
- Agriculture
- Transportation
- Natural Resources
- Fitness/Recreation
- Arts and Culture
- Medical
- Education
- Tourism/Hospitality/Food Services
- Government/public administration
- Self-Employed/Professional
- Other: _____