



Researching Unmet Needs

Phase 1: National Online Survey

Questionnaire draft: FINAL

SAMPLE SUMMARY

Sample	Source	Target	Description
General population	Dynata	n=10,000	Adults age 18+ from across the United States; sample managed to reflect the population distribution and demographic profile of adults across the entire country ¹

SURVEY WELCOME SCREEN:

Thank you for participating in this survey. The survey will take approximately 15 minutes to complete. Please do not share your survey link with anyone else, as it is unique to you and your opinions.

Before you take this survey, we want you to know that your responses will be kept completely confidential—no personal information will be linked to your name, nor will it be shared with any third party or in any way that might compromise your privacy.

I. Screening Questions

[Note: Section titles will not be visible to respondents]

1. [Single select, dropdown list with years, 1924–2006]

First, in what year were you born?

2. [Single select, dropdown list with U.S. states]

And in which state do you currently reside?

3. [Open text] [SAME SCREEN AS Q2]

Please enter your zip code below.

4. [Single select]

Were you born and raised in [Q2], or did you move from another place?

- a. I was born in this state [SKIP TO Q6]
- b. I moved here from another state [SKIP TO Q6]
- c. I moved here from another country

5. [Single select, dropdown list countries]

In what country were you originally born?

¹ Based on data sourced from the US Census Bureau. Quotas to be managed for gender, age, race, Hispanic/Latino identification, and geographic distribution by state.



II. General Content Interests & Needs

These first two questions are about the kinds of content you like, and what you might want more of.

6. [Multiple select] **[General topics]**

Below is a list of different kinds of subject matter.

Which of these do you typically seek out when looking for something to watch, read about, or listen to?

Select all that apply.

- a. Arts
- b. Celebrity stories or gossip
- c. Comedy
- d. Content for my young kids to watch or listen to
- e. Entrepreneurship and personal finance
- f. Fashion and style
- g. Food, cooking, or dining
- h. Health and wellness
- i. History
- j. Home and gardening
- k. How-to or DIY
- l. Human interest stories
- m. Nature and the environment
- n. Outdoor recreation
- o. Parenting and family issues
- p. Personal development or self-improvement
- q. Personal storytelling
- r. Pop culture
- s. Relationships and dating
- t. Religion and spirituality
- u. Sports talk and commentary
- v. Stories specifically about my local area
- w. Things to do with my family
- x. Travel
- y. True crime stories
- z. None of the above

7. [Rating, randomize] **[General topics]**

For each of these kinds of content that you seek out, do you feel like there's not enough of this out there, just the right amount, or too much?

Columns:

- 1. Not enough
- 2. Just the right amount
- 3. Too much

Rows:

- a. **[PIPE OPTIONS SELECTED IN Q6]**

III. Drilldown: News and Current Events

Now we'd like to ask about news and current events specifically.

8. *[Single select]*

How often do you typically watch, read, or listen to news and current events of any kind?

- a. Rarely or never [SKIP TO SECTION IV]
- b. A few times a month
- c. A few times a week
- d. Once a day
- e. Several times a day

9. *[Multiple select]* [News topics]

Below are different topics that are often covered as news. Which of these do you typically seek out? Select all that apply.

- a. Climate and environment
- b. Crime and public safety
- c. Economy, business, and finance
- d. Education
- e. Global affairs
- f. Housing and homelessness
- g. Immigration
- h. Politics and government
- i. Real estate
- j. Science
- k. Social justice
- l. Sports
- m. Technology
- n. Things happening in my city, town, or neighborhood
- o. Traffic
- p. Transportation
- q. Weather
- r. None of the above

10. *[Rating]* [News topics]

For each of those news topics that you seek out, do you feel like there's not enough of this out there, just the right amount, or too much?

Columns:

- 1. Not enough
- 2. Just the right amount
- 3. Too much

Rows:

- a. [PIPE OPTIONS SELECTED IN Q9]

11. *[Multiple select, randomize]* **[News gratifications]**

Still thinking about the kinds of news and current events content that you like to watch, read, or listen to, please complete the following sentence:

"I typically look for news and information that..." (select all that apply)

- a. Aligns with my own values and point of view
- b. Exposes me to other viewpoints that challenge my own
- c. Gives me something to talk about
- d. Helps me become a better person
- e. Helps me empathize with others
- f. Makes me better prepared to participate in public life
- g. Makes me feel empowered
- h. Makes me feel like an expert in something
- i. Makes me feel like I'm part of a community
- j. Makes me feel prepared for the day
- k. Makes me feel seen and heard
- l. Makes me feel smart
- m. Makes me hopeful

12. *[Rating, randomize]* **[News gratifications]**

Here are the things you look to get from your news and information. For each, do you feel like there's enough of this kind of news content out there, or do you wish there was more?

"I typically look for news and information that..."

Columns:

- 1. There's enough of this
- 2. I wish there were more of this

Rows:

- a. **[PIPE OPTIONS SELECTED IN Q11]**

13. *[Rating scale slider, randomize]* **[News characteristics]**

News can have different qualities or characteristics.

How important are each of these to you personally? Move each slider to the left or right to give each characteristic a rating of importance on a scale from 1 to 7, where 1 is "not at all important" and 7 is "very important."

Columns:

- 1. Not at all important
- 2.
- 3.
- 4.
- 5.
- 6.
- 7. Very important

Rows:

- a. It adds a little humor to news stories and events
- b. It balances and presents multiple points of views

- c. It covers stories not being talked about by other news sources
- d. It goes really in-depth into a specific story
- e. It reflects opinions different from my own
- f. It reflects opinions I don't usually hear
- g. It reflects opinions I like and agree with
- h. It's carefully researched
- i. It's entertaining
- j. It's provocative
- k. It's serious and straightforward
- l. It's something I can trust
- m. It's written or presented by someone I enjoy
- n. It's written or hosted by someone I agree with politically
- o. It sheds light on good things that are happening in the world
- p. It introduces me to unusual topics and subjects
- q. It provides local context to national issues

14. *[Rating, randomize]* **[News characteristics]**

Here are the qualities that matter most to you when it comes to news and current events.

For each of these, do you feel like there's enough of this kind of news content out there, or do you wish there was more?

Columns:

- 1. There's enough of this
- 2. I wish there were more of this

Rows:

- a. **[PIPE FROM Q13 OPTIONS SELECTED 6-7 ON INTEREST SCALE]**

15. *[Rating scale slider, randomize]* **[Kinds of news]**

Here are different ways that news and current events content can be presented.

How drawn are you personally to each of these formats? Move each slider to the left or right to give each format a rating on a scale from 1 to 7, where 1 is "not at all" and 7 is "very much so."

Columns:

- 1. Not at all
- 2.
- 3.
- 4.
- 5.
- 6.
- 7. Very much so

Rows:

- a. A quick rundown of news headlines
- b. Brief, digestible summaries of major news stories
- c. Commentary and opinion from someone I like and trust
- d. In-depth stories brought to light through investigative reporting
- e. Interviews with people affected by the issues involved

- f. Interviews with elected officials
- g. Interviews with subject matter experts or authors
- h. Live lectures or panel discussions hosted in your community
- i. Panel or “round table” discussions of topical news stories
- j. Stories or headlines delivered in a comedic or satirical way

16. *[Rating, randomize]* **[Kinds of news]**

And here are those kinds of news that you’re drawn to. For each of these, do you feel like there’s enough of this kind of news content out there, or do you wish there was more?

Columns:

- 1. There’s enough of this
- 2. I wish there were more of this

Rows:

- a. **[PIPE FROM Q15 OPTIONS SELECTED 6–7 ON INTEREST SCALE]**

17. *[Rating scale slider, randomize]* **[News formats]**

Nowadays, there are many different ways to get the news and current events information that you’re most interested in. How likely are you to use each of the following?

Move each slider to the left or right to give each format a rating on a scale from 1 to 7, where 1 is “not at all likely” and 7 is “very likely.”

Columns:

- 1. Not at all likely
- 2.
- 3.
- 4.
- 5.
- 6.
- 7. Very likely

Rows:

- a. Blogs
- b. Books
- c. Call-in radio shows
- d. Email newsletters
- e. Documentaries
- f. Radio news programs
- g. Podcasts
- h. Short videos on social media
- i. Headlines or articles on social media
- j. YouTube videos
- k. TV news programs
- l. Printed newspapers or magazines
- m. Websites with headlines and articles [STICK]
- n. Mobile apps with headlines and articles [STICK]



18. [Rating, randomize] **[News formats]**

And here are those formats for news and events that you're likely to use.

Do you feel like there's not enough of this out there, just the right amount, or too much?

Columns:

1. Not enough
2. Just the right amount
3. Too much

Rows:

- a. **[PIPE FROM Q17 OPTIONS SELECTED 6-7 ON INTEREST SCALE]**



IV. Drilldown: Music

Thanks for your input so far. You're just past the halfway mark!

Now for something completely different. The following questions are all about music—what you like to listen to, and what you might want more of.

19. *[Single select]*

How often do you typically listen to music of any kind?

- a. Rarely or never **[SKIP TO Q25]**
- b. A few times a month
- c. A few times a week
- d. Once a day
- e. Several times a day

20. *[Multiple select]* **[Music genres]**

Below is a list of music genres. Which of these do you typically enjoy listening to?

Select all that apply. Or if there's a genre you like that's not included in this list, please share below.

- a. Alternative rock
- b. Ambient
- c. Blues
- d. Classic rock
- e. Classical music
- f. Country
- g. Electronic, Dance, or EDM
- h. Folk
- i. Funk
- j. Gospel
- k. Indie Rock
- l. Jazz
- m. K-Pop
- n. Metal
- o. Music from across the world
- p. Pop or contemporary
- q. Punk
- r. R&B
- s. Rap or Hip Hop
- t. Reggae
- u. Reggaeton
- v. Soul
- w. Something else: _____

21. [Multiple select, randomize] **Music gratifications**

Please complete the following sentence:

"I like it when the music I listen to..."

- a. Brings me back to my homeland
- b. Connects me with a music-based community I feel like I'm part of
- c. Connects me with another culture
- d. Gets me pumped up
- e. Helps me tune out the rest of the world
- f. Is an experience I'm sharing with others in real time
- g. Helps me concentrate
- h. Is perfect for a party or social gathering
- i. Is presented by a host, DJ, or personality I like
- j. Is presented with commentary about the song, artist, or composer
- k. Makes for great background while doing other things
- l. Is uplifting
- m. Provides a soothing ambiance
- n. Reflects my personal identity
- o. Is presented without commercial interruption
- p. None of the above

22. [Multiple select] **Music experiences**

How do you prefer to listen to music or music-related content? Select all that apply.

- a. Listening to music from a physical device (*using a CD, cassette, or vinyl record*)
- b. Listening to music from a radio station (*using a traditional radio or livestreamed*)
- c. Listening to music using a streaming platform (*like Spotify, Apple Music, Amazon Music*)
- d. Listening or watching on social media platforms (*like Instagram or TikTok*)
- e. Watching YouTube videos
- f. Watching TV shows or programs dedicated to music
- g. Podcasts about music or musicians
- h. Concerts or performances at a local venue I can attend in-person
- i. Concerts or performances I can watch or listen to via livestream
- j. Concerts or performances I can watch or listen to on-demand
- k. None of the above

23. [Rating scale slider, randomize] **Music formats**

Here are some different kinds of offerings that have to do with music.

How interested are you personally in each of these? Move each slider to the left or right to give it a rating of interest on a scale from 1 to 7, where 1 is “not at all interested” and 7 is “very interested.”

Columns:

1. Not at all interested
- 2.
- 3.
- 4.
- 5.
- 6.
7. Very interested

Rows:

- a. A calendar of concerts and performances happening in my area
- b. A playlist curated by someone whose taste in music I share
- c. A podcast that focuses on stories or personalities in a genre of music I like
- d. Branded merchandise associated with music or musicians I like
- e. Full length videos of live performances from a band, artist, or musical group I like [STICK]
- f. Short clips of live performances from a band, artist, or musical group I like [STICK]
- g. Interviews with musicians from genres I like
- h. Live radio shows featuring live performances [STICK]
- i. Live radio shows with a host or DJ playing music and providing history or commentary [STICK]
- j. Live radio shows with a host or DJ playing music from genres I like [STICK]
- k. Live concerts or shows
- l. Music festivals with a variety of acts across genres
- m. Music festivals with artists or bands in a specific genre I like
- n. Short-form video clips about music or musicians posted on social media

24. [Rating, randomize] **Music formats**

Here are those music offerings that you found interesting.

Do you feel like there’s not enough of this out there, just the right amount, or too much?

Columns:

1. Not enough
2. Just the right amount
3. Too much

Rows:

- a. [PIPE FROM Q23 OPTIONS SELECTED 6–7 ON INTEREST SCALE]



25. *[Rating scale, randomize]*

Finally, here are some statements about news and music.

Using the scale below, please rate your level of agreement with each of them.

Columns:

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

Rows:

- a. I love learning new facts and stories about my favorite music or artists.
- b. I'm always on the lookout for local concerts or live music in my area.
- c. Local radio can be a valuable source for discovering new music or emerging artists.
- d. Supporting local journalism is an important way to help preserve democracy.
- e. The job of the news should be to broaden people's outlook on the world.
- f. The world has become so polarized that I don't follow the news as much as I used to.
- g. Being introduced to local music and musicians is important to me.
- h. I'm concerned about the accuracy and reliability of news I come across these days.
- i. Please select "Strongly agree" for this statement for quality control purposes.

V. Public Radio as a Source for Unmet Needs

The following questions are all about one particular source for the content and activities you enjoy: public radio.

26. *[Open-ended text]*

In just a few words, what comes to mind when you think “public radio”?

27. *[Single select, randomize]*

Based on your experience, which one of these BEST describes what “public radio” is?

- a. A local source for NPR programming
- b. A non-commercial source for news, information, entertainment, or music
- c. A source for listening to a specific genre of music
- d. A source for news stories specifically about my town, city, or region
- e. An organizer of community events
- f. I’m not sure
- g. Something else: _____

[Section Header]

“Public radio” refers to non-profit media organizations that deliver a variety of content and services in specific communities or regions. In addition to live radio broadcasts, they also stream online, offer podcasts, and host live local events. Some of their programming may come from national organizations like NPR, and some of their programming may be locally produced. They are non-commercial, meaning they rely on donations by listeners, community members, and local businesses.

28. *[Single select with open-ended text]*

With this definition in mind, do you know the names of any local public radio stations in your area?

- a. I can’t recall any off the top of my head
- b. Yes, they include... _____

29. *[Multiple select, randomize]*

Based on your recollection, have you ever done any of the following in connection with a local public radio station?

- a. Attended an event sponsored or organized by them
- b. Listened to them live on a traditional radio or satellite radio
- c. Livestreamed them on an app
- d. Livestreamed them on their website
- e. Received a letter from them in the mail
- f. Received an email from them
- g. Saw content or ads posted by them on social media
- h. Watched a video they posted on YouTube
- i. Visited their booth at a local community gathering
- j. None of the above

30. *[Single select]*

How often would you say you typically listen to or seek out content from a public radio station—whether live on the radio, or streamed online from an app or website?

- a. Rarely or never
- b. A few times a month
- c. A few times a week
- d. Once a day
- e. Several times a day

[Section Header]

Earlier in this survey, you told us some of the things you're interested in and wish there were more of. Public radio organizations are interested in knowing whether you think they can meet some of these needs.

For each of the things you told us earlier that you're interested in, we'll be asking you whether you consider public radio to be a potential source.

Click "Next" to continue.

31. *[Multiple select]*

Below are the kinds of subjects that you're interested in, and for which you think there's not enough content out there.

Which of these seem like the kind of thing public radio would be good at providing content for? Select all that apply.

- a. [PIPE OPTIONS SELECTED "NOT ENOUGH" IN Q7]
- b. None of the above

32. *[Multiple select]*

Below are the news topics that you typically seek out and think there's not enough coverage of.

Which of these seem like the kind of thing public radio would be good at providing? Select all that apply.

- a. [PIPE OPTIONS SELECTED "NOT ENOUGH" IN Q10]
- b. None of the above

33. *[Multiple select]*

Here's what you told us you're looking to get from the news.

Which of these seem like the kind of thing public radio would be good at providing? Select all that apply.

"I typically look for news and information that..."

- a. [PIPE OPTIONS SELECTED "I WISH THERE WERE MORE OF THIS" IN Q12]
- b. None of the above

34. *[Multiple select]*

Below are the qualities of news content that matter most to you, and you think there could be more of.

Which of these seem like the kind of thing public radio would be good at providing? Select all that apply.

- a. [PIPE OPTIONS SELECTED "I WISH THERE WERE MORE OF THIS" IN Q14]
- b. None of the above

35. [Multiple select]

Here are the kinds of news that you're drawn to and think there's not enough of.

Which of these seem like the kind of thing public radio would be good at providing? Select all that apply.

- a. [PIPE OPTIONS SELECTED "I WISH THERE WERE MORE IF THIS" IN Q16]
- b. None of the above

36. [Multiple select]

Below are the news formats that you're interested in and think there's not enough of.

Which of these seem like the kind of thing public radio would be good at providing? Select all that apply.

- a. [PIPE OPTIONS SELECTED "NOT ENOUGH" IN Q18]
- b. None of the above

37. [Multiple select]

Below are the music genres you told us earlier that you enjoy listening to.

Which of these seem like the kind of thing public radio would be good at providing? Select all that apply.

- a. [PIPE OPTIONS SELECTED IN Q20]
- b. None of the above

38. [Multiple select]

Below are the reasons you like to listen to music.

Which of these seem like the kind of thing public radio would be good at providing? Select all that apply.

"I like it when the music I listen to..."

- a. [PIPE OPTIONS SELECTED IN Q21]
- b. None of the above

39. [Multiple select]

Here are the ways of listening to music or music-related content that you enjoy.

Which of these seem like the kind of thing public radio would be good at providing? Select all that apply.

- a. [PIPE OPTIONS SELECTED IN Q22]
- b. None of the above

40. [Multiple select]

Here are some of the other music-related offerings you said you're interested in and want more of.

Which of these seem like the kind of thing public radio would be good at providing? Select all that apply.

- a. [PIPE OPTIONS SELECTED "NOT ENOUGH" IN Q24]
- b. None of the above

41. [Multiple select UP TO THREE, randomize]

Here's one last question about public radio.

In addition to presenting news and music, sometimes public radio stations do other things in their communities.

Which of these would you personally consider to be most valuable as a service from your local public radio stations? You may select UP TO THREE.

- a. Host events like festivals, concerts, or walking tours in your area
- b. Host live discussions or forums with community members that you can attend in-person or livestream
- c. Livestream or broadcast town hall meetings or similar public gatherings
- d. Produce content that highlights local culture, history, artists, or musicians
- e. Produce on-air programs that feature discussions of local issues or politics
- f. Provide a calendar of events or things to do in your area
- g. Provide emergency alerts and updates during crises (*like severe weather or active shooter situations*)
- h. Provide free educational resources and programming for young kids
- i. Provide public service announcements (PSAs) about health and safety
- j. None of the above

VI. Lifestyle and Values

The remaining questions in this survey are all about the kinds of things you enjoy and value most.

42. *[Multiple select, randomize]*

In the past 12 months, have you done any of the following? Select all that apply.

- a. Attend a public hearing
- b. Attend a school board meeting
- c. Attend a town council meeting
- d. Contacted a public official or member of Congress
- e. Made a donation to a charitable cause or non-profit organization
- f. Participated or marched in a rally or protest
- g. Signed a petition online or in-person
- h. Volunteered for a charity or non-profit
- i. Voted in a local, state, or national election
- j. None of the above

43. *[Multiple select, randomize]*

In the last 12 months, have you visited, attended, or participated in any of the following? Select all that apply.

- a. A concert or live musical performance
- b. A farmer's market
- c. A food or beverage festival
- d. A live comedy show or performance
- e. A live lecture or public forum
- f. A live sporting event
- g. A live theatrical production
- h. A local parade
- i. A museum or art gallery
- j. A public library
- k. A school-related event
- l. A state or county fair
- m. A zoo or aquarium
- n. Amateur or community sports leagues
- o. An event at a house of worship (*like a church, synagogue, or mosque*)
- p. A road race (*like a 5K, marathon, or triathlon*)
- q. None of the above

44. *[Single select]*

Which of the following best describes your political orientation, regardless of how or whether you're registered to vote?

- a. Very conservative
- b. Somewhat conservative
- c. Moderate
- d. Somewhat liberal
- e. Very liberal
- f. I wouldn't use any of these terms; I would describe myself as: _____

45. *[Multiple select, randomize]*

Which of the following causes would you say you're passionate about? Or, if there's a cause not listed here, please share below.

- a. Access to affordable healthcare
- b. Addiction and substance use disorder
- c. Climate change
- d. Conservation or environmental protection
- e. Cultural heritage
- f. Fighting "wokeness"
- g. Finding cures for terminal illnesses
- h. Freedom of speech
- i. Gender equality
- j. Gun control
- k. Hunger or poverty relief
- l. Immigration
- m. Income inequality
- n. LGBTQ+ rights
- o. Mental health
- p. Promoting religious values
- q. Protecting 2nd amendment rights
- r. Pro-life advocacy
- s. Racial justice
- t. Supporting K-12 education
- u. Supporting public television & radio
- v. Supporting the arts
- w. Supporting veterans
- x. Voting rights
- y. Women's reproductive rights
- z. Something else: _____

VII. Demographics

These last questions are all about you, and are for classification purposes only. Keep in mind when answering these questions that all data from this survey are analyzed only in the aggregate, and will not be shared with any third parties.

46. *[Open text; to be coded]*

What is your gender?

47. *[Single select]*

Do you identify as LGBTQ+ or similar?

- a. Yes
- b. No
- c. Prefer not answer

48. *[Single select]*

Which term best describes your marital status?

- a. Married or Partnered
- b. Divorced
- c. Single
- d. Widowed

49. *[Single select]*

Are there any children living in your own household 18 years old or younger?

- a. Yes
- b. No

50. *[Single select]*

What is the highest level of education you've completed?

- a. Less than 4 years of high school
- b. High school degree / GED
- c. Vocational school
- d. 2-year college (Associate degree)
- e. 4-year college graduate (Bachelor degree or similar)
- f. Graduate or doctoral degree (Masters, PhD, MD, or similar)

51. *[Multiple select]*

What is your race and/or ethnicity? You may select multiple options.

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Hispanic or Latino
- e. Middle Eastern or North African
- f. Native Hawaiian or Pacific Islander
- g. White or Caucasian
- h. Other: _____

52. *[Single select]*

Which of the following best describes your current occupational status?

Would you describe yourself as...

- a. Employed full-time
- b. Employed part-time
- c. Self-employed or business owner
- d. Unemployed
- e. Homemaker, stay-at-home parent or similar
- f. Full-time or part-time student
- g. Retired

53. [Multiple select] [ONLY IF A-C IN Q52]

In which of the following industries do you currently work?

- a. Arts, entertainment, or recreation
- b. Banking, finance, or accounting
- c. Real estate
- d. Insurance
- e. Education
- f. Food services
- g. Government, public administration or military
- h. Healthcare and social assistance
- i. Hospitality, service or recreation
- j. Information/Technology
- k. Legal services
- l. Manufacturing, mining, construction or agriculture
- m. Professional, scientific or technical services
- n. Retail and trade
- o. Forestry, fishing, hunting or agriculture support
- p. Professional, scientific or technical services
- q. Utilities
- r. Management of companies or enterprises
- s. Transportation or warehousing
- t. Some other industry: _____

54. [Single select]

Finally, which of the following ranges represents your total household income last year?

- a. Less than \$50,000
- b. \$50,000 to \$99,999
- c. \$100,000 to \$149,999
- d. \$150,000 to \$199,999
- e. \$200,000 or more
- f. Prefer not to say