

# KXNM 88.7 FM Torrance County Radio

Listener Survey – 2009

## A. General (Please circle)

1. Are you:            Female            Male
2. Age:            10-20            20-35            35-50            50-65            over 65
3. Where do you live:            Chilili            Corona            Edgewood            Encino            Estancia  
   Manzano            McIntosh            Moriarty            Mountainair            Punta de Agua  
   Stanley            Tajique            Torreon            Willard  
   Other \_\_\_\_\_

## B. Radio

1. Where do you currently get your news? (*Please circle all that apply*)
- FM Radio                            AM Radio                            Internet  
TV                                    Newspaper                            Not interested in news
2. What kind of **music** do you enjoy listening to.....
- At HOME \_\_\_\_\_ At WORK \_\_\_\_\_
- In the CAR \_\_\_\_\_ On WEEKENDS \_\_\_\_\_
3. When you are listening to the radio, what kind of programming do you prefer? (*Please choose 3*)
- Agriculture                            Children's Programs                            Cultural/Historical  
Education                            Emergency Preparedness/Public Safety  
Entertainment:                            Government/Civic  
   (such as Music, Drama, Concerts)  
Health                                    Literacy                                    Local News  
Public Affairs                            School Information  
Special Announcements:  
   (such as Road Conditions/School Closures)  
Sports (local)                            Weather                                    Youth/Teen Programs
4. What was the MOST RECENT radio station you listened to? \_\_\_\_\_
5. Do you prefer informational programming in:    English    Spanish    Both    Other \_\_\_\_\_

**Contribute Now!** KXNM needs YOUR support to launch YOUR radio station!

Make your check out to '**Torrance County**' AND write '**88.7 KXNM**' in the memo line.

Mail to: TCPO, Box 177, Moriarty, NM 87035



**THANK YOU!!**

**¡MUCHAS GRACIAS!**