

## Accessing the RSS

- 67% of our Listeners did not know that RRS programs could be heard over the internet at the WJCT website (in addition to using the special radio receiver)
- 51% do not have access to the internet; of those who do, most have this access at home (vs. some other location)
- 85% currently listen to RRS only via the special radio receiver supplied by WJCT; only a few indicated that they at least sometimes listen via the internet at the WJCT website
- Of the 39 Listeners who have access to the internet but listen to the RRS only on the special radio receiver, 41% are interested in knowing how to listen online
- 53% are unsure how to access the RRS program schedule
- Of the 82 Listeners who told us when they listen to the RSS:
  - 88% listen on multiple days (more than one day but not every day)
  - 30% listen every day
- Of the 82 Listeners who identified the times that they currently listen to the RRS:
  - 65% listen in the Morning
  - 54% listen in the Afternoon
  - 40% listen in the Evening
  - 13% listen Overnight
  - 52% listen more than one of these times (but not every one of these times)

## Programming on RRS

- Of the 66 Listeners who identified one or more topics or programs that were their favorites on the RSS, 85% indicated News programs
- Listeners were asked which of the following programs, if any, they listen to regularly on the RSS. Of the 88 Listeners who identified at least one of these programs, the results were:
  - 90% indicated local newspaper (Florida Times-Union)
  - 18% indicated Williemae's Inspirational Music
  - 9% indicated Sports Gumbo
  - 14% indicated 904 Magazine
  - 55% indicated Talking Books Library
  - 28% indicated Blindness and Disability News Hour
  - 63% indicated more than one of the above programs
- Listeners were asked which of the following types of programs they would like to hear more of on the RSS. Of the 64 Listeners who identified at least one type, the results were:
  - 55% indicated other local newspapers besides Florida Times Union
  - 16% indicated other local magazines besides 904 magazine
  - 17% indicated local books
  - 63% indicated National Bestsellers (books)
  - 17% indicated local or national military publications