Counting Listeners and Listener Surveys

**Counting Listeners**

*Considerations*

* Why do you want the numbers – for grants, reports, your own use, etc.?
* Who do you consider a listener?
	+ Do they have to have filled out an application and have one of your devices?
	+ Do you need proof of eligibility?
	+ Do you have any open-source ways to listen, and how are you going to treat those numbers?
* Do you want actual number of eligible people who listen, or can you go with people who have access to your program?

*Radio Eye’s numbers for 2021, by broadcast type*

* Radio Eye provided device: 326
* Hospital and other organizations: 6,204\*
* NFB-Newsline: 2,222\*
* Podcast: 286\* (1)
* Website: 146\* (1)
* Toll-free number: 21\* (2)

\* Does not include listeners who listen via a Radio Eye provided device.

(1) Average listeners per month in KY.

(2) Average number of unique phone numbers calling in each month.

**Total: 9,205 listened or had access to listen**

*How I got those numbers*

* Provided device: counted number of registered individual listeners in our database
* Hospital and other orgs: counted number of registered group listeners in our database, with the number of eligible listeners they gave us
	+ Best to ask for a recount at least once a year
* NFB-Newsline: used the number our local contact gave us for the number of KY listeners who have access to our stream on their service
* Podcasts
	+ Created two spreadsheets – one counting stats per show, and one counting stats per Kentucky city. Updated for 2022. In 2021, I counted highest download number or show in the US, and average downloads per month by show
* Website & Toll-free line
	+ We use Zeno Media to create the internet and phone broadcast,
	+ I have a spreadsheet for that, too!
	+ Website: unique IP addresses in Kentucky, total number of hours listened
	+ Phone: unique phone numbers, listened more than 10 minutes; total number of hours listened
	+ For number of phone listeners, use the call data that your toll-free line gives you (I keep a spreadsheet)
* TV: We don’t have a TV broadcast anymore, but I used to use old subscriber data (no new data available), subtracted 3% from last year’s total (for assumed subscriber loss), then took 3.4% of that number to arrive at the estimated number of eligible subscribers
	+ 3.4% of KY’s population has a visual disability as of 2018, according to disabilitystatistics.org.

**Listener Demographics**

**Listeners by County**

**Listener Survey**

*Why do a survey?*

An annual survey of your listeners can keep your programming relevant to their wants/needs, help keep your database up to date, and help with grants

*Who do I survey?*

Any eligible listener you can. We send it to individual and group listeners in our database by mail and email (if they’ve indicated a preference for that), and call those that don’t send it back. It also goes on our website as a Google Form. We do PSAs on the broadcast and before podcasts in the winter.

*What goes in the survey?*

* Basic info
	+ Name and contact information, so you can make updates
	+ How they listen (to help with your counts)
	+ If they’d like to listen any other way
	+ How do they want to get your info – broadcast, large print, CD, or braille (or whatever way you have)
	+ Do they have internet access?
	+ Demographics – age, sex, veteran status, income, ethnicity
* Program Info
	+ Are they having issues with their radio/device or way or listening?
	+ What shows do they listen to?
	+ What would they like you to add?
	+ Do they have anyone they’d like to refer to us?
* Grant and other literature
	+ Would they like to be featured in a newsletter, appeal letter, or other org. literature?
	+ How does the org. impact them?
		- Does your disability or illness ever make you feel isolated?
		- If you answered yes, does Radio Eye’s programming help you feel less isolated?
		- Do you feel informed about political candidates up for election when listening to Radio Eye?
		- Do you feel informed about local news and issues when listening to Radio Eye?
		- Do you feel informed about available local services when listening to Radio Eye?
		- In the last year, have you attended an event in your community after hearing about it on Radio Eye?
		- In the last year, have you talked with family or friends about something you heard on Radio Eye?
		- In the last year, have you talked to your health care provider about something you heard on a Radio Eye program?
		- Do you feel happier since starting to listen to Radio Eye?
		- Do you know more about health issues affecting your or your community than you did before listening to Radio Eye?

*Resources*

* Podcasts: Spreaker (spreaker.com)
* Phone broadcast: Zeno Media (zenomedia.com)
* Visual Impairment stats: disabilitystatistics.org, census.gov (if needing county or city population data)
* Donor/volunteer/listener database: Donorsnap (donorsnap.com)
* Radio Eye listener survey: <https://docs.google.com/forms/d/e/1FAIpQLSfLJ_FV_ZucPYgReMwVmKaxCK-wEhMicHDl590wD4rMjbSzRQ/viewform>