

## March 2011 NFCB Member Survey

Total number of participants: 142 members. 11 stations answered more than once.

### Services rated by importance

Listserv	92.6%
Webinars	92.0%
Community Radio Conference	91.3%
Phone/email consultation with NFCB staff	91.3%
Discounts on publications	80.6%
Conference calls	76.3%
Group buys	74.6%
DEI/NFCB website	71.3%
Board/staff trainings & retreats	53.3%

### Policy/Advocacy areas rated by importance

FCC regulations	98.6%
Funding	97.8%
Licensing agencies	96.4%
Media democracy	90.4%

### Which is the more valuable benefit of membership

Services	75.7%
Policy/advocacy	24.3%

### Primary service area

Rural	53.6%
Large urban	16.7%
Medium urban	15.2%
Small urban	14.5%

### Licensee type

Community	60.1%
University/educational institution	24.6%
Native American/Alaska Native	11.6%
Other	3.6%

### Budget size

Under \$100,000	25.5%
\$100,000-500,000	52.5%
\$501,000-\$1million	12.8%
\$1-5 million	7.8%
Over \$5 Million	1.4%

### Number of Full Time Equivalents on Staff

None	17%
------	-----

1-3	33.3%
4-5	26.2%
6-10	16.3%
11-15	4.3%
More than 15	2.8%

**CSG?**

Yes	63%
No	37%

**Number of Years as NFCB Member**

Less than 1	15.1%
1-5	22.3%
6-10	16.5%
More than 10	46.0%