



Constant Contact Survey Results

Survey Name: 2014 USA Economic Impact Surveys

Response Status: Partial & Completed

Filter: None

8/1/2014 11:20 AM CDT

***** The station and/or licensee is considering a multi-station merger:(check all being considered)

Answer	0%	100%	Number of Response(s)	Response Ratio
Radio-Radio			17	10.7 %
Radio-TV			7	4.4 %
Sale of Station			3	1.8 %
Purchase of Station			11	6.9 %
No change is being considered.			120	75.9 %
Other			11	6.9 %
Totals			158	100%



The station and/or licensee is considering an operational consolidation:(check all being considered)

Answer	0%	100%	Number of Response(s)	Response Ratio
Financial services and systems (including budgeting, accounting function and system, payroll and financial reporting)			12	8.0 %
Human resources (including recruitment, benefits administration).			8	5.3 %
Engineering and IT services.			11	7.3 %
Development for membership and underwriting, including combined Contact/Customer Management System, databases, underwriting rate cards, traffic, etc. under central management.			22	14.7 %
Master Control Room			14	9.3 %
No operational consolidation is being considered.			105	70.4 %
Other			11	7.3 %
Totals			149	100%



The station and/or licensee is considering a content collaborative partnership:(check all being considered)

Answer	0%	100%	Number of Response(s)	Response Ratio
Consolidated newsrooms - Stations combine news operations under a single news executive (e.g. SVP/VP, News, or Managing Editor).			17	11.7 %
Consolidated music or other programming - Will create a minimum of 20 original weekly hours of broadcast material.			10	6.8 %
Consolidate/Cooperate with a local newspaper newsroom.			15	10.3 %
No content collaborative is being considered.			94	64.8 %
Other			22	15.1 %
Totals			145	100%

How much annual cash support does your station receive from your university, college, school system, *or state agency? (Cash support is defined as licensee payment of salaries, benefits, utilities, lease expenses, etc. INCLUDE DIRECT CASH SUPPORT FROM YOUR STATE. DO NOT INCLUDE IN-KIND SUPPORT.)

Answer	0%	100%	Number of Response(s)	Response Ratio
\$0			30	18.6 %
\$1 - \$49,999			10	6.2 %
\$50,000 - \$149,999			16	9.9 %
\$150,000 - \$299,999			29	18.0 %
\$300,000 - \$599,999			33	20.4 %
\$600,000 - \$899,999			8	4.9 %
\$900,000 and over			10	6.2 %
No Response(s)			25	15.5 %
Totals			161	100%

*What percentage of the total budget does your licensee cash support represent? (Include direct cash support from your state if applicable.)

Answer	0%	100%	Number of Response(s)	Response Ratio
0%			27	16.7 %
1 - 10%			29	18.0 %
11 - 20%			15	9.3 %
21 - 30%			23	14.2 %
31 - 40%			15	9.3 %
41 - 50%			10	6.2 %
51% and more			15	9.3 %
No Response(s)			27	16.7 %
Totals			161	100%

* In regards to imposed service fees or administrative overhead charges paid by the station to the university, college, school system, or state we anticipate

Answer	0%	100%	Number of Response(s)	Response Ratio
no changes.			97	60.2 %
the university will start charging for services once free.			6	3.7 %
an increase in charges imposed.			14	8.6 %
a decrease in charges imposed.			1	<1 %
Other			13	8.0 %
No Response(s)			30	18.6 %
Totals			161	100%

* I plan to retire and/or change jobs in the next _____ years.

Answer	0%	100%	Number of Response(s)	Response Ratio
1 to 3			24	14.9 %
4 to 6			28	17.3 %
7 +			25	15.5 %
I have no plans for retirement.			48	29.8 %
Other			6	3.7 %
No Response(s)			30	18.6 %
Totals			161	100%

Please enter the information indicated below.

Answers	Number of Response(s)
First Name	110
Last Name	108
Company Name	110
City	110
State/Province (US/Canada)	111