Public Radio Recontact Survey

DATABASE TOOLKIT

AUDIENCE RESEARCH ANALYSIS

David Giovannoni

August 1997

About the Recontact Survey

The Recontact Survey. In the Fall of 1996 and Winter of 1997 Terry Clifford and Tom Thomas of Thomas & Clifford, George Bailey of Walrus Research, and David Giovannoni of Audience Research Analysis designed a survey to be administered to public radio listeners who kept an Arbitron diary during the Fall 1996 sweep. The survey was crafted with the extensive input and consultation of the public radio system. It was pre-tested twice to ensure that its questions gathered valid and reliable information.

The Arbitron Data. In Fall 1996 the Radio Research Consortium purchased 33,529 Arbitron diaries that mentioned at least one quarter-hour of listening to a public radio station.

Recontacting a National Sample for CPB. ARA purchased national analysis rights to these data on behalf of the CPB Public Radio Programming Strategies project. Under contract with ARA, Arbitron mailed the Recontact Survey to 15,000 randomly selected diary keepers in March 1997.

Recontacting Local Samples for Stations. In January 1997 ARA offered 120 public stations with sufficient Arbitron sample the opportunity to "Piggy-Back" on the national Survey. Ninety-one stations (160 counting exact repeaters) purchased recontacts with all of their Fall 1996 Arbitron diary keepers. Under ARA's direction Arbitron mailed Recontact Surveys to more than 18,500 diary keepers on behalf of participating "Piggy-Back" stations.

Rights to the Local Data. Each "Piggy-Back" station has full and exclusive rights to its recontact data.

Rights to the National Sample. CPB and ARA are making the national sample of 15,000 diaries (7,983 returned surveys) available to all interested parties within public radio. However, *no individual station estimates may be generated from the national recontact sample*. Public radio's contract with Arbitron prohibits use of the data to generate listening estimates for individual stations. And because the national database is a sample, not all diaries are available for each station.

Accessing the Data

Where Are They? Data for the stations and national sample are available for downloading from ARA's web site. Point your browser to ARAnet.com.

What Are They Called? The naming conventions for a Piggy-Back station's files are: *call-letters*.TX1, *call-letters*.TX2, and *call-letters*.TX3. Similarly, the files for the national survey of 15,000 diaries are PRRS.TX1, PRRS.TX2, and PRRS.TX3.

Who Can Access the Data? Persons at Piggy-Back stations will require a password from ARA to download their stations' data. The national data files are available for download by all interested parties.

What Good Is This Information? The recontact databases are a rich source of information about listeners' use of programming, their financial support of their station(s), their opinions about public radio and its programming, means of support, and so forth. The VALS 2 information not only gives deep insights into the minds of various listeners, but it also helps link this Survey to others done independently.

The information is extremely valuable across all areas of public radio endeavor – particularly programming, membership, development, and policy-making. This Database Toolkit documents all of the information available in the files.

Where Does AUDIENCE 98® Fit In? Analysis of the information is what makes it truly valuable. But a Survey of this magnitude requires special tools and skills, and most public broadcasters simply do not have the ability or time to crunch numbers or conduct in-depth analysis of their own data, let alone tackle the much larger national database.

CPB and Audience Research Analysis have anticipated this opportunity. In AUDIENCE 98® they have joined forces to systematically explore, publish, and publicly discuss the significant findings buried deep inside the national recontact sample. In addition, Walrus Research, under license from ARA, is offering highly focused and actionable proprietary AUDIENCE 98 analyses to the 91 Piggy-Back stations.

The Database Toolkit

What's in the Toolkit? The Database Toolkit consists of this document and three Coding Maps – one for each of the three databases available at both the national and local levels.

Coding Map for Database 1. This database contains 167 variables in fixed-column, rectangular format.

Each Database 1 record corresponds to an individual who kept an Arbitron diary. There are 15,000 records in the beginning national sample. The number of records in each station's database will vary. It will be very close to the number of Arbitron diaries mentioning the station in Fall 1996 (the count may not be exact due to a number of factors.)

Each record in Database 1 is tagged with a unique "ARA-ID". Each record in Database 1 also mentions one or two public radio stations used by the diary keeper. In conjunction with the ARA-ID, the call letters of the stations link Database 1 to records in the other two databases.

Coding Map for Database 2. Each record in Database 2 focuses on the listener-station relationship. As such each listener described in Database 1 may have one or two records in Database 2, which stores 70 discrete variables in fixed-column, rectangular format.

Linking Database 2's 18,464 records to those in the other two databases requires matching both the ARA-ID and the station call letters.

Coding Map for Database 3. Each of the 157,727 records in Database 3 reports ten discrete variables detailing one person's use of the public radio station and the radio during the time at which the public station aired a given locally-produced format or acquired program.

National Public Radio, the source of the programming data, tracked more than 400 programs and formats in the Fall 1996 quarter. Each listener described in Database 1 may have as many records in Database 3 as there are discrete formats and programs offered by the station.

As with the other two databases, all information in Database 3 is stored in fixed-column, rectangular format.

Normalization Note. Relational database software is required to link information across the three databases. For those who may not have access to relational database software, and to make analysis easier for those who want a quick, non-relational look at key variables, we have built in certain data redundancies. In short, the databases are not fully normalized.

Techie Background. The Recontact Survey databases are assembled from several sources. There's the Recontact Survey itself. Respondents' answers to the VALS 2 inventory were classified by SRI International into VALS 2 types, and were merged into the database as well.

Certainly the most complex assembly centers on the Arbitron radio listening diaries themselves. No entity in public or commercial radio has at its command the extensive suite of diary manipulation software that ARA has built into its AudiGraphics® and National AudiGraphics® products.

ARA has invested significant resources into this project to imbue the three databases with summary statistics generated from Arbitron radio diaries, and from the merging of Arbitron and programming data. This information would be difficult or impossible for most users to generate on their own from the raw diary information provided by Arbitron and the raw programming data provided by National Public Radio.

Where is the Toolkit? The Recontact Survey and Coding Maps are available from ARA's web site, right alongside the databases themselves. Point your browser to ARAnet.com.

To read or print the Toolkit documents you will need an up-to-date version of Adobe Acrobat Reader – a free industry standard viewer for document viewing. ARA's site will link you to Adobe's for a quick download. (ARA's site requires the Adobe reader for all of its Library documents.)

Controlling for Response Bias
In the National Sample

From the complete set of 33,529 Fall 1996 public radio diaries from 121 markets, 15,000 diaries were selected at random to comprise a national sample (ARA-ID = 15000 to 29999). More than half (7,983 = 53.2%) returned usable questionnaires.

Which Variables to Control? Response bias can be determined only for variables that are known for the Beginning Sample. Three demographic variables (Age, Sex, Race) and four utiligraphic variables (Core, Loyalty, TSL to Public Radio, TSL to Radio) are examined.

The following steps are done to the national sample of 15,000 diaries:

1. The Age variable is aggregated into five irregular, non-standard cells characterized by relatively low standard deviation within cells, large differences among cells (using Return as a dependent variable).

2. The four Race cells are as defined by Arbitron: Black, Hispanic, Not Black or Hispanic, and Not Identified. Two sex cells are used.

3. Two cells denote the preference of the most-used public radio station (Core and Fringe). None of the three ratio-level utiligraphic variables (Loyalty, TSL to Public Radio, TSL to Radio) is related in a linear way to Return rate, so each is aggregated into five Quintile cells.

Significant exploration and testing determined demographics were more affected by non-response than were utiligraphics. Forty demographically-based cells (5 age by 4 race by 2 age) are applied to Arbitron's original PPDVs (Persons Per Diary Values) so that the relative weight assigned by Arbitron to each diary keeper is preserved while adjusting for response bias.

Because of the relatively small numbers of diaries for each of the 91 Piggy-Back stations, controlling for non-response bias among age/sex/race cells is not practical.

Households, Pseudo-Respondents,
And the Attribution of Listener Support

Perhaps the trickiest transformation to understand is this Survey's counting of certain non-respondents for the purpose of properly ascribing listener-support across all household members.

Augmented Sample.   Public radio's purchase of Fall survey data offered a beginning pool of 33,529 diaries. Of these, 25,252 were sent surveys (15,000 for the national sample, an additional 10,252 for Piggy-Back stations), leaving an unsampled pool of 8,277 diaries. 1,020 of these diaries are from households that were sampled. The inclusion of these persons yields an <u>Augmented</u> Beginning Sample of 26,272 diaries.

Pseudo-Respondents. 1,386 non-respondents in the Beginning Sample (of 25,252) live in households where another person did respond. Similarly, 566 persons from the Augmented Sample (of 1,020) live in households in which another person was sampled and did respond. The inclusion of these persons yields an Augmented Sample of 1,952 <u>Pseudo-Respondents.</u>

Why Bother?   Including Pseudo-Respondents in reconciling support at the household level informs and refines public radio listener support values. We had to identify Pseudo-Respondents to correctly allocate the reported level of household financial support across *all* public radio listeners in the household. This has the added benefit of increasing the Survey's effective sample size.

Explanations and Examples. The Recontact Survey measures listener support by the response to these questions.

> T*hink about whether you or anyone in your household ever gave money to support Station X. Please indicate when you most recently contributed to Station X.*
>
> > *We have never given to this station*
> > *We gave in 1996 or 1997*
> > *We gave in 1995*
> > *We gave a few years ago*
> > *Don't know*
>
> *How much did your household give to Station X in the year of your most recent contribution?*

The question specifies response at the household level.   Therefore, correct allocation of the gift required looking across all household members who listened to the station. In cases where more than one respondent from the household returned the survey, support levels would have been overstated because the household gift is counted more than once. Similarly, in cases where not every listener to a station in the household returned a survey, the value of the support per listener-hour would have been overstated because support is not allocated across all household listening.

This is a significant concern, as close to one-half of the Beginning Sample lives in households in which more than one Arbitron diary-keeper listened to public radio.

The tasks in this phase treat only <u>multi-listener households in which at least one person responded to the public radio support question</u>. (If the respondent is the only one in the household listening to public radio the point is moot.)

The following steps are taken for all multi-listener households with at least one recontact respondent:

1. Non-respondents from the Beginning Sample who live in a household in which another person responded are indicated as "Pseudo-Respondents" with a value of "3" in the Response variable (A006, col. 14).

   Unsampled persons from sampled households (Augmented Sample) who live in a household in which another person responded are indicated as "Pseudo-Respondents" with a value of "4" in the Response variable (A006, col. 14).

2. In cases of discrepancies or missing responses among respondents, the support level for each station for each diary-keeper in multi-listener households is adjusted to the most recent year of support.

3. Claimed levels of support for each station are averaged across all respondents in multi-listener households to resolve discrepancies.

4. The household's revised support level is allocated across all listening to the station by all members of the household.

This example shows how these steps would be applied for the following four-person household.

> Person 1: Gave $40 two years ago; TSL = 10
> Person 2: Gave $60 this year; TSL = 25
> Person 3: Did not Respond to Survey; TSL = 0
> Person 4: Was not Included in Recontact Sample; TSL = 15

1. Persons 3 and 4 are coded as Pseudo-Respondents, because they did not respond to the survey (Person 3) or were note included in the Beginning Sample (Person 4).

2. All persons are coded as supporters during this current year, to align with Person 2's claim of support this year.

3. The household's level of support is reconciled to $50 – the average of the two claimed gifts of $40 and $60.

4. The household's $50 gift is spread evenly across each of the 50 quarter-hours of listening to the station. Based on each person's TSL,

> $10 of support is allocated to Person 1
> $25 of support is allocated to Person 2
> No support is allocated to Person 3
> $15 of support is allocated to Person 4

The household weighting process refines the relationship between each listener's use of a public radio station and the amount of support associated with that listening. Therefore the revised support variable can be used in all instances.

Which Respondents Can Be Used and Under What Circumstances? At the national level, the 756 Pseudo-Respondents who were also specified in the national random sample of 15,000 can be included in national estimates that explore the relationship between listening and support. However, the inclusion of the 566 Pseudo-Respondents from outside of this 15,000 would introduce non-randomness, and therefore must not be included.

Pseudo-Respondents can be included at the full recontact station level (91 Piggy-Back stations) because any Pseudo-Respondent who listened to the station was included in the Beginning Sample.

Projecting to the National Audience
And to the Beginning Sample Size

Weighting. Not all people in the original or responding samples count equally. To begin with, Arbitron's PPDV weights each diary keeper to reflect the population of persons in that demographic cell. While it is necessary to retain the relative weights embodied in the PPDVs, it is in no way sufficient. Several considerations determine the appropriate weighting of cases.

To what number do we want to project? The options are:

1. The weekly cume of a Piggy-Back station
2. The national weekly cume of public radio
3. The true sample size of the Survey

An analysis may project to the weekly cume to estimate the actual size of an audience. When conducting formal statistical tests of significance, an analysis requires that cases be weighted to the true sample size.

From what sample are we projecting? The options are

1. The Beginning Sample of diaries for a Piggy-Back station
2. The Beginning Sample of 15,000 randomly-selected "national" diaries
3. The set of Actual Respondents for a Piggy-Back station
4. The set of Actual Respondents from the national sample of 15,000
5. The set of Actual and Pseudo-Respondents for a Piggy-Back station
6. The set of Actual and Pseudo-Respondents from the national sample

Why can't each respondent, or each diary in the Beginning Sample, be counted equally? It's important to remember that each diary comes to this Survey weighted by Arbitron's PPDV. We add a second layer of weights to mitigate the effects of response bias. We then add a third layer of weights to project to the desired number (station cume, national audience, or sample size). The relative weight of a diary keeper shrinks or grows at each stage.

Applying the appropriate weight is required to obtain accurate results from this Survey.

Source of Data

The data for this Survey are assembled and generated from several sources. The Coding Maps document the source of each variable.

Q.*n*	Question *n* of the Recontact Survey
SPEC	Specified during the production and assembly of data
CALC	Calculated from other variables in the databases
ARA	Obtained from AudiGraphics or National AudiGraphics
MECH	Arbitron's Mechanical Diary
SRI	SRI International (VALS 2)

Support

Audience Research Analysis is providing direct support to Walrus Research for its AUDIENCE 98® reports and analyses provided to Piggy-Back stations.

ARA is providing direct support to the entire public radio system through the CPB-sponsored AUDIENCE 98® Associates Program.

ARA has made extensive efforts to support the databases through this Database Toolkit and the Coding Maps.

Unfortunately, ARA is not equipped to answer technical questions about these databases or their applications beyond the specific endeavors mentioned above.

The Recontact Survey

How to Complete This Survey

✔ This survey is designed for a particular radio listener in your household. Please complete this survey only if your age and sex are printed in the box below.

✔ We are asking you to help by completing the survey within 10 days.

✔ We have enclosed a pre-addressed, postage-paid envelope, along with a small token of our appreciation for your cooperation.

✔ Before you begin, look at the box below. One or two public radio stations are identified as "Station A" and/or "Station B." We will be asking about those particular stations, so please note which station corresponds with each set of call letters.

PLEASE START with the questions for "Station A" along the left side of the page. Then double check the box on the front page of this survey. If there is a station identified as "Station B" please answer the questions for "Station B" along the right side of the page.

────────── *Station A Only* ──────────   ──── *Station B Only* ────

1 THINK BACK to when you first started listening to "Station A". In what year did you first start listening to that station?

Write in the year – 19_____

5 IN WHAT year did you first start listening to "Station B"?

Write in the year – 19_____

2 HOW IMPORTANT is "Station A" to you? Indicate your opinion by agreeing or disagreeing with this statement:

"The programming on "Station A" is an important part of my life. If it went away I would miss it."

Please circle one number

Agree Definitely – 1
Agree Strongly – 2
Agree Somewhat – 3
Disagree Somewhat – 4
Disagree Strongly – 5
Disagree Definitely – 6

6 HOW IMPORTANT is "Station B" to you?

"The programming on "Station B" is an important part of my life. If it went away I would miss it."

Please circle one number

Agree Definitely – 1
Agree Strongly – 2
Agree Somewhat – 3
Disagree Somewhat – 4
Disagree Strongly – 5
Disagree Definitely – 6

3 "STATION A" is a public radio station. Public stations differ from commercial stations in that they do not sell commercials. Public radio programming is supported in part by contributions from listeners.

Think about whether you or anyone in your household ever gave money to support "Station A". Please indicate when you most recently contributed to "Station A".

Please circle one number

We have never given to this station – 1
We gave in 1996 or 1997 – 2
We gave in 1995 – 3
We gave a few years ago – 4
Don't know – 9

7 THINK ABOUT whether you or anyone in your household ever gave money to support "Station B". Please indicate when you most recently contributed to "Station B".

Please circle one number

We have never given to this station – 1
We gave in 1996 or 1997 – 2
We gave in 1995 – 3
We gave a few years ago – 4
Don't know – 9

4 HOW MUCH did your household give to "Station A" in the year of your most recent contribution? Please write in the dollar amount in the space below.

If never have given write in 0 (zero)
If you don't know the amount write in "don't know"
We gave $_____

8 HOW MUCH did your household give to "Station B" in the year of your most recent contribution? Please write in the dollar amount in the space below.

If never have given write in 0 (zero)
If you don't know the amount write in "don't know"
We gave $_____

✎ *If the box on the first page identified another station as "Station B" please continue with question 5 - otherwise, continue with question 9*

9 PUBLIC RADIO stations may broadcast a mix of <u>network</u> and <u>local</u> programming. <u>Local</u> programming is produced at your local station and <u>heard only in your local area</u>. Examples can include local news or talk shows, music announcers playing records, local events or concerts.

<u>Network</u> programming is <u>heard on many stations around the country</u> by distribution on National Public Radio or Public Radio International. Examples include Morning Edition, Fresh Air, All Things Considered, Adventures in Good Music, Talk of the Nation, Performance Today, Monitor Radio, Prairie Home Companion, Marketplace, Car Talk and Whad'Ya Know.

Please indicate your agreement or disagreement with each statement by **circling only one** for each statement.

	1 Agree Definitely	2 Agree Strongly	3 Agree Somewhat	4 Disagree Somewhat	5 Disagree Strongly	6 Disagree Definitely
a. The <u>local</u> programming on "Station A" is an important part of my life. If it went away I would miss it.	1	2	3	4	5	6
b. The <u>network</u> programming on "Station A" is an important part of my life. If it went away I would miss it.	1	2	3	4	5	6
c. The <u>local</u> programming on "Station B" is an important part of my life. If it went away I would miss it. (Leave blank if no "Station B")	1	2	3	4	5	6
d. The <u>network</u> programming on "Station B" is an important part of my life. If it went away I would miss it. (Leave blank if no "Station B")	1	2	3	4	5	6

10 NOW WE'D like to learn more about your use of radio and TV stations. Think about how your overall use of the following media may have changed in recent years. The scale is "A Lot More" to "A Lot Less" or perhaps you "Don't Use This Medium". Please **circle only one** number for each statement.

IN RECENT YEARS I FIND MYSELF…	1 A Lot More	2 Somewhat More	3 About The Same	4 Somewhat Less	5 A Lot Less	9 Don't Use This Medium
a. listening to my public radio station(s)	1	2	3	4	5	9
b. listening to commercial radio stations	1	2	3	4	5	9
c. viewing my public television station(s)	1	2	3	4	5	9
d. viewing commercial television stations	1	2	3	4	5	9
e. viewing cable television channels	1	2	3	4	5	9
f. using the Internet or on-line services	1	2	3	4	5	9

✎ *Please turn the page and continue*

11 WE'D LIKE to learn more about your opinion of <u>public</u> radio. Please indicate your agreement or disagreement for each of the statements below. The scale is from "Agree Definitely" to "Disagree Definitely". Although you may know other listeners who have their opinions, it is important to answer from your own personal perspective.

Please circle one number for each statement

1 Agree Definitely 2 Agree Strongly 3 Agree Somewhat 4 Disagree Somewhat 5 Disagree Strongly 6 Disagree Definitely

a. The <u>news</u> programming on public radio is unique, not available on commercial stations.   1 2 3 4 5 6

b. The <u>music</u> programming on public radio is unique, not available on commercial stations.   1 2 3 4 5 6

c. I seek out public radio whenever I move residence or travel out of town.   1 2 3 4 5 6

d. I generally think of public radio as being financially supported by contributing listeners.   1 2 3 4 5 6

e. I generally think of public radio as being financially supported by universities or government tax dollars.   1 2 3 4 5 6

f. The social and cultural values I hear expressed on public radio usually fit closely with my own values.   1 2 3 4 5 6

g. I keep listening to the public radio station during its on-air membership drives.   1 2 3 4 5 6

h. The on-air membership drives are getting more prevalent than in the past.   1 2 3 4 5 6

i. The on-air membership drives are becoming easier to listen to than in the past.   1 2 3 4 5 6

j. The on-air mentions of business support (underwriting) are getting more prevalent than in the past.   1 2 3 4 5 6

k. The on-air mentions of business support (underwriting) are getting more annoying than in the past.   1 2 3 4 5 6

l. My opinion of a company is more positive when I find out that it supports public radio.   1 2 3 4 5 6

m. I am concerned that businesses which support public radio may eventually force changes in the programming.   1 2 3 4 5 6

n. I personally would be less likely to contribute to public radio if more businesses were to support it.   1 2 3 4 5 6

12 NOW WE are interested in the attitudes that describe you as a person. There are no right or wrong answers, just answers that describe you best. Please indicate how much you agree or disagree with each of the following statements by **circling the one number** that comes closest to describing how you feel.

		1 Mostly Agree	2 Somewhat Agree	3 Somewhat Disagree	4 Mostly Disagree
a.	I am often interested in theories.	1	2	3	4
b.	I like outrageous people and things.	1	2	3	4
c.	I like a lot of variety in my life.	1	2	3	4
d.	I love to make things I can use everyday.	1	2	3	4
e.	I follow the latest trends and fashions.	1	2	3	4
f.	Just as the Bible says, the world literally was created in six days.	1	2	3	4
g.	I like being in charge of a group.	1	2	3	4
h.	I like to learn about art, culture and history.	1	2	3	4
i.	I often crave excitement.	1	2	3	4
j.	I am really interested in only a few things.	1	2	3	4
k.	I would rather make something than buy it.	1	2	3	4
l.	I dress more fashionably than most people.	1	2	3	4
m.	The Federal Government should encourage prayers in public schools.	1	2	3	4
n.	I have more ability than most people.	1	2	3	4
o.	I consider myself an intellectual.	1	2	3	4
p.	I must admit that I like to show off.	1	2	3	4
q.	I like trying new things.	1	2	3	4
r.	I am very interested in how mechanical things, such as engines, work.	1	2	3	4
s.	I like to dress in the latest fashions.	1	2	3	4
t.	There is too much sex on television today.	1	2	3	4
u.	I like to lead others.	1	2	3	4
v.	I would like to spend a year or more in a foreign country.	1	2	3	4
w.	I like a lot of excitement in my life.	1	2	3	4
x.	I must admit that my interests are somewhat narrow and limited.	1	2	3	4
y.	I like making things from wood, metal or other such materials.	1	2	3	4
z.	I want to be considered fashionable.	1	2	3	4
aa.	A woman's life is fulfilled only if she can provide a happy home for her family.	1	2	3	4
bb.	I like the challenge of doing something I have never done before.	1	2	3	4
cc.	I like to learn about things even if they may never be of any use to me.	1	2	3	4
dd.	I like to make things with my hands.	1	2	3	4
ee.	I am always looking for a new thrill.	1	2	3	4
ff.	I like doing things that are new and different.	1	2	3	4
gg.	I like to look through hardware or automotive stores.	1	2	3	4
hh.	I would like to understand more about how the universe works.	1	2	3	4
ii.	I like my life to be pretty much the same from week to week.	1	2	3	4

13 FINALLY WE are asking you to provide some background information. No one is going to use this information to contact you personally, we will only compare the various people who participate in this study.

Please circle your answer

a. Have you or anyone in your household made a membership contribution to public television in the last two years?

    1. Yes   2. No   9. Don't know

b. What is your sex?

    1. Male   2. Female

c. What is your age?

    1. 18-24   5. 45-54
    2. 25-29   6. 55-64
    3. 30-34   7. 65-74
    4. 35-44   8. 75 or over

d. What is the highest level of formal education you have completed?

    1. Grade 8 or less   5. College degree (4 years)
    2. Grades 9-11 years   6. Some graduate credits
    3. Graduated high school   7. Advanced degree (MA, MD, PHD)
    4. 1-3 years of college

e. What was your total household income before taxes for the last calendar year 1996 (January through December)? Please include income from all sources including salaries, pensions, interest, dividends, bonuses, capital gains, profits and other.

Please circle one number

    1. Less than $10,000   7. $40,000 to $49,999
    2. $10,000 to $14,999   8. $50,000 to $74,999
    3. $15,000 to $19,999   9. $75,000 to $99,999
    4. $20,000 to $24,999   10. $100,000 to $199,999
    5. $25,000 to $29,999   11. $200,000 or more
    6. $30,000 to $39,999

f. Please indicate the category which best describes yourself.

Please circle one number

    1. Hispanic/Latino   4. White/Caucasian
    2. Black/African American   5. Native American/Indian
    3. Asian/Pacific Islander   6. Mixed/Other (please write in) _____

THANK YOU VERY MUCH!

Now please return this survey in the
self-addressed postage-paid envelope
to:

The Arbitron Company
Research Department
9705 Patuxent Woods Drive
Columbia, MD 21046

Thank You

Public Radio Recontact Survey

Coding Map for Database 1

LISTENER RECORDS

AUDIENCE RESEARCH ANALYSIS

David Giovannoni and Kent Kroeger

August 1997

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

KEY VARIABLES, SAMPLE, AND DISPOSITION

A001	SPEC	N5	1-5	ARA UNIQUE ID

15000-29999 = CPB National Sample
30000-40271 = Piggy Back Sample Only
41000-42019 = Augmented Sample

A002	MECH	N2	6-7	WEEK OF SWEEP IN WHICH DIARY WAS KEPT

37 = Thurs. Sep. 19 – Weds. Sep. 25, 1996
48 = Thurs. Dec. 5 – Weds. Dec. 11, 1996

A003	MECH	N4	8-11	DIARY UNIQUE CODE (ARBITRON HOME IDENTIFIER)

A004	MECH	N1	12	PERSON NUMBER (ARBITRON PERSON IDENTIFIER)

A005	SPEC	N1	13	BEGINNING SAMPLE STATUS

0 = Augmented Sample
   (Unsampled Diary from Sampled Household)
1 = Only In the National Sample of 15,000 Diaries
2 = Only In the Piggy-Back Station Sample
3 = In Both the National and Piggy-Back Samples

A006	CALC	N1	14	RESPONSE STATUS

0 = Non-Respondent from Beginning Sample
1 = Respondent from Beginning Sample
2 = Non-Respondent from Augmented Sample
3 = Pseudo-Respondent from Beginning Sample
4 = Pseudo-Respondent from Augmented Sample

A007	CALC	N1	15	NUMBER OF PIGGY-BACK STATIONS IN THIS DIARY

WEIGHTING VARIABLES

The weights of respondents from the national sample of 15,000 diaries are balanced for response bias on age, sex, and race. These controls are applied to the original PPDV so that Arbitron's original weighting is preserved.

ARBITRON'S ORIGINAL PPDV (PERSONS PER DIARY VALUE)

A008	CALC	N5	16-20	All Diaries in the Original Sample (Original Arbitron PPDV)

A009	CALC	N5	21-25	Adjusted for Non-Response Among All Responding Diaries

A010	CALC	N5	26-30	Adjusted for Non-Response Among All Augmented and Responding Diaries

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

WEIGHTING VARIABLES (continued)

				PROJECTION TO NATIONAL WEEKLY CUME OF 21,978,800
A011	CALC	N5	31-35	From All Diaries in the Beginning Sample
A012	CALC	N5	36-40	From All Responding Diaries
A013	CALC	N5	41-45	From All Augmented and Responding Diaries
				PROJECTION TO ORIGINAL SAMPLE SIZE
A014	CALC	N5	46-50	From All Diaries in the Beginning Sample (15,000)
A015	CALC	N5	51-55	From All Responding Diaries (7,983)
A016	CALC	N5	56-60	From All Augmented Responding Diaries (8,739)

GEOGRAPHICS

A017	MECH	N5	61-65	ZIP CODE

A018	MECH	N5	66-70	COUNTY CODE (FIRST TWO DIGITS = STATE)

01 AL 11 ID 21 MI 31 NY 41 TN 51 HI
02 AZ 12 IL   22 MN 32 NC 42 TX
03 AR 13 IN   23 MS 33 ND 43 UT
04 CA 14 IA   24 MO 34 OH 44 VT
05 CO 15 KS 25 MT 35 OK 45 VA
06 CT 16 KY 26 NE 36 OR 46 WA
07 DE 17 LA   27 NV 37 PA 47 WV
08 DC 18 ME 28 NH 38 RI   48 WI
09 FL 19 MD 29 NJ   39 SC 49 WY
10 GA 20 MA 30 NM 40 SD 50 AK

A019	MECH	N5	71-73	MARKET CODE

Diaries that are in multiple markets are selected from the home market of the most used public radio station.
001 = New York
003 = Los Angeles
005 = Chicago
007 = Philadelphia
009 = San Francisco
011 = Detroit
013 = Boston
015 = Washington DC
017 = Saint Louis
019 = Cleveland
021 = Baltimore
023 = Pittsburgh
024 = Dallas-Fort Worth
027 = Minneapolis-Saint Paul
031 = Cincinnati
033 = Houston-Galveston

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

GEOGRAPHICS (continued)

A019	MECH	N5	71-73	MARKET CODE (continued)

035 = Denver-Boulder
037 = Buffalo-Niagara Falls
039 = Seattle-Tacoma
041 = Kansas City
043 = Milwaukee-Racine
045 = Columbus OH
047 = Atlanta
049 = Indianapolis
051 = Portland OR
053 = New Orleans
055 = Louisville
057 = Phoenix
059 = San Antonio
061 = Hartford-New Britain-Middletown
063 = San Diego
065 = Sacramento
067 = Dayton
069 = Albany-Schenectady-Troy
071 = Des Moines
073 = Nashville
075 = Memphis
079 = Rochester NY
083 = Oklahoma City
085 = Omaha-Council Bluffs
087 = Tampa-Saint Petersburg-Clearwater
089 = Fresno
091 = Syracuse
093 = Charlotte-Gastonia-Rock Hill
095 = Birmingham
097 = Toledo
099 = Honolulu
101 = Salt Lake City-Ogden-Provo
103 = Tulsa
105 = Richmond
109 = Norfolk-Virginia Beach-Newport News
111 = Shreveport
115 = Raleigh-Durham
119 = Harrisburg-Lebanon-Carlisle
121 = Knoxville
123 = Little Rock
125 = Wichita
127 = Grand Rapids
129 = Youngstown-Warren
131 = Orlando
133 = Mobile
135 = Austin

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

GEOGRAPHICS (continued)

A019	MECH	N5	71-73	MARKET CODE (continued)

137 = Peoria
151 = Cedar Rapids
155 = Corpus Christi
157 = Davenport-Rock Island-Moline
161 = El Paso
165 = Fort Wayne
166 = Greensboro-Winston-Salem-High Pt.
169 = Jackson MS
171 = Madison
173 = Montgomery
175 = Wilkes Barre-Scranton
177 = Spokane
181 = Chattanooga
183 = Columbia SC
185 = Evansville
191 = Greenville-Spartanburg
195 = Lansing-East Lansing
197 = Portland ME
203 = Springfield MO
207 = Tucson
223 = Baton Rouge
229 = Boise
231 = Charleston SC
233 = Colorado Springs
239 = Erie
241 = Eugene-Springfield
245 = Green Bay
257 = Las Vegas
259 = Lexington-Fayette
271 = Salisbury-Ocean City
275 = Reno
277 = Roanoke-Lynchburg
279 = Rockford
281 = Saginaw-Bay City-Midland
287 = South Bend
299 = West Palm Beach-Boca Raton
307 = Terre Haute
315 = Anchorage
317 = Pensacola
327 = Huntsville
333 = Tallahassee
345 = Johnson City-Kingsport-Bristol
359 = Fayetteville NC
361 = Greenville-New Bern-Jacksonville
429 = Miami-Fort Lauderdale-Hollywood

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

GEOGRAPHICS (continued)

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
A019	MECH	N5	71-73	MARKET CODE (continued) 502 = Tyler-Longview 503 = Fayetteville-Springdale AR 505 = Burlington 515 = Fort Myers 521 = Springfield IL 526 = Bangor 534 = Joplin MO 550 = Gainesville-Ocala 552 = Marion-Carbondale (S. Illinois) 556 = San Luis Obispo 564 = Columbia MO 591 = Santa Barbara 871 = Flagstaff (Coconino County)

DEMOGRAPHICS

Sex, Age, and Race are known from the Arbitron diaries and are also gathered by the recontact survey.

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
A020	MECH	N1	74	SEX 1 = Man 2 = Woman
A021	MECH	N2	75-76	AGE
A022	MECH	N2	77-78	SEX/AGE COHORT 1=Man 8=Woman Born 1975-1984 (Age 12-21) 2=Man 9=Woman Born 1965-1974 (Age 22-31) 3=Man 10=Woman Born 1955-1964 (Age 32-41) 4=Man 11=Woman Born 1945-1954 (Age 42-51) 5=Man 12=Woman Born 1935-1944 (Age 52-61) 6=Man 13=Woman Born 1925-1934 (Age 62-71) 7=Man 14=Woman Born Before 1925 (Age 72+)
A023	MECH	N1	79	RACE 0 = Not Ascertained 1 = Black 2 = Hispanic 3 = Not Black or Hispanic
A024	MECH	N1	80	WORK 0 = Does not work 1 = 1-19 Hours per week 2 = 20-29 Hours per week 3 = 30+ Hours per week

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
				DEMOGRAPHICS (continued)
A025	MECH	N1	81	EMPLOYMENT STATUS 1 = Employed Man 2 = Employed Woman 3 = Retired (60+) 4 = Unemployed (12-59)
A026	ARA	N1	82	NUMBER OF PUBLIC RADIO LISTENERS IN THE HOUSEHOLD
A027	Q.14b	N1	83	SEX 1 = Man 2 = Woman
A028	Q.14c	N1	84	AGE Persons 12-17 who responded to the recontact survey are re-coded to 18-24 years of age. 1 = 18 to 24 years old 2 = 25 to 29 years old 3 = 30 to 34 years old 4 = 35 to 44 years old 5 = 45 to 54 years old 6 = 55 to 64 years old 7 = 65 to 74 years old 8 = 75 or over
A029	Q.14f	N1	85	RACE/ETHNICITY *"Please indicate the category which best describes yourself."* 1 = Hispanic/Latino 2 = Black/African American 3 = Asian/Pacific Islander 4 = White/Caucasian 5 = Native American/Indian 6 = Mixed/Other
A030	Q.14d	N1	86	EDUCATION *"What is the highest level of formal education you have completed?"* 1 = Grade 8 or less 2 = Grades 9-11 years 3 = Graduated high school 4 = 1-3 years of college 5 = College degree (4 years) 6 = Some graduate credits 7 = Advanced degree (MA, MD, PhD)

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

DEMOGRAPHICS (continued)

A031	Q.14e	N2	87-88	HOUSEHOLD INCOME

"What was your total household income before taxes for the last calendar year 1996 (January through December)? Please include income from all sources including salaries, pensions, interest, dividends, bonuses, capital gains, profits and other."

1 = Less than $10,000
2 = $10,000 to $14,999
3 = $15,000 to $19,999
4 = $20,000 to $24,999
5 = $25,000 to $29,999
6 = $30,000 to $39,999
7 = $40,000 to $49,999
8 = $50,000 to $74,999
9 = $75,000 to $99,999
10=$100,000 to $199,999
11=$200,000 or more

UTILIGRAPHICS

				STATION A'S CALL LETTERS
A032	MECH	A5	89-93	Parent Station
A033	MECH	A5	94-98	Repeater (Exact)
				STATION B'S CALL LETTERS
A034	MECH	A5	99-103	Parent Station
A035	MECH	A5	104-108	Repeater (Exact)
A036	Q.1	N2	109-110	YEAR STARTED LISTENING TO STATION A
A037	Q.5	N2	111-112	YEAR STARTED LISTENING TO STATION B (Last Two Digits of Year)
A038	CALC	N2	113-114	YEARS LISTENING TO STATION A
A039	CALC	N2	115-116	YEARS LISTENING TO STATION B (97 minus Q.1 or Q.5)
A040	ARA	N1	117	CORE OR FRINGE LISTENER TO STATION A
A041	ARA	N1	118	CORE OR FRINGE LISTENER TO STATION B
A042	ARA	N1	119	CORE OR FRINGE LISTENER TO PUBLIC RADIO

1 = Fringe
2 = Core (Single station used more than any other)
3 = Meta-Core (A042 only) (Multiple public stations used more than any other single commercial station)

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
				UTILIGRAPHICS (continued)
A043	ARA	N1	120	BROADCAST BAND USED – PUBLIC RADIO
A044	ARA	N1	121	BROADCAST BAND USED – ALL RADIO
				1 = AM Only
				2 = FM Only
				3 = Both AM and FM
				4 = Short Wave
A045	ARA	N1	122	EXCLUSIVE LISTENER TO PUBLIC RADIO
				1 = No
				2 = Yes – Exclusive to Station A
				3 = Yes – Exclusive to Public Radio
A046	ARA	N1	123	NUMBER OF PUBLIC STATIONS USED ACROSS THE WEEK
A047	ARA	N2	124-125	TOTAL NUMBER OF STATIONS USED ACROSS THE WEEK
A048	ARA	N1	126	HORIZONTAL HOLD TO PUBLIC RADIO
A049	ARA	N1	127	HORIZONTAL HOLD TO RADIO
				Number of Different Days Listened Out of Seven
A050	ARA	N1	128	LOCATION OF LISTENING TO PUBLIC RADIO
A051	ARA	N1	129	LOCATION OF LISTENING TO RADIO
				1 = Home Only
				2 = Car Only
				3 = Home + Car, not Work
				4 = Work Only
				5 = Home + Work, not Car
				6 = Car + Work, not Home
				7 = Home + Car + Work
A052	MECH	N1	130	WEEKPART OF LISTENING TO PUBLIC RADIO
A053	ARA	N1	131	WEEKPART OF LISTENING TO RADIO
				1 = Weekdays Only
				2 = Weekends Only
				3 = Both Weekends and Weekdays
				TIME SPENT LISTENING TO PUBLIC RADIO (IN QHS/WEEK)
A054	ARA	N3	132-134	Total
A055	ARA	N3	135-137	At Home
A056	ARA	N3	138-140	In the Car
A057	ARA	N3	141-143	At Work
A058	ARA	N3	144-146	Weekdays (Monday-Friday)
A059	ARA	N3	147-149	Weekends (Saturday-Sunday)

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
				UTILIGRAPHICS (continued)
				TIME SPENT LISTENING TO RADIO (IN QHS/WEEK)
A060	ARA	N3	150-152	Total
A061	ARA	N3	153-155	At Home
A062	ARA	N3	156-158	In the Car
A063	ARA	N3	159-161	At Work
A064	ARA	N3	162-164	Weekdays (Monday-Friday)
A065	ARA	N3	165-167	Weekends (Saturday-Sunday)
				LOYALTY TO PUBLIC RADIO
A066	CALC	N4.1		Total
A067	CALC	N4.1		At Home
A068	CALC	N4.1		In the Car
A069	CALC	N4.1		At Work
A070	CALC	N4.1		Weekdays (Monday-Friday)
A071	CALC	N4.1		Weekends (Saturday-Sunday)
				OCCASIONS TO PUBLIC RADIO (IN TUNE-INS/WEEK)
A072	ARA	N3	168-170	Total
A073	ARA	N3	171-173	At Home
A074	ARA	N3	174-176	In the Car
A075	ARA	N3	177-179	At Work
A076	ARA	N3	180-182	Weekdays (Monday-Friday)
A077	ARA	N3	183-185	Weekends (Saturday-Sunday)
				OCCASIONS TO RADIO (IN TUNE-INS/WEEK)
A078	ARA	N3	186-188	Total
A079	ARA	N3	189-191	At Home
A080	ARA	N3	192-194	In the Car
A081	ARA	N3	195-197	At Work
A082	ARA	N3	198-200	Weekdays (Monday-Friday)
A083	ARA	N3	201-203	Weekends (Saturday-Sunday)
				AVERAGE DURATION PER OCCASION TO PUBLIC RADIO (IN QHS)
A084	CALC	N4.1		Total
A085	CALC	N4.1		At Home
A086	CALC	N4.1		In the Car
A087	CALC	N4.1		At Work
A088	CALC	N4.1		Weekdays (Monday-Friday)
A089	CALC	N4.1		Weekends (Saturday-Sunday)
				AVERAGE DURATION PER OCCASION TO RADIO (IN QHS)
A090	CALC	N3.1		Total
A091	CALC	N3.1		At Home
A092	CALC	N3.1		In the Car
A093	CALC	N3.1		At Work
A094	CALC	N3.1		Weekdays (Monday-Friday)
A095	CALC	N3.1		Weekends (Saturday-Sunday)

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

VALS 2 – VALUES AND LIFESTYLES

A096	SRI	N1	204	PRIMARY VALS 2 TYPE
A097	SRI	N1	205	SECONDARY VALS 2 TYPE

1 = Actualizer
2 = Fulfilled
3 = Believer
4 = Achiever
5 = Striver
6 = Experiencer
7 = Maker
8 = Struggler
0 = No VALS 2 type assigned
    (Respondent has two or more responses missing on the VALS 2 demographic questions and/or five or more missing on the VALS 2 attitude items.)

VALS 2 ATTITUDINAL BATTERY
"Now we are interested in the attitudes that describe you as a person. There are no right or wrong answers, just answers that describe you best. Please indicate how much you agree or disagree with each of the following statements."

Agreement Scale:
1 = Mostly Agree
2 = Somewhat Agree
3 = Somewhat Disagree
4 = Mostly Disagree

A098	Q.12.a	N1	206	I am often interested in theories
A099	Q.12.b	N1	207	I like outrageous people and things
A100	Q.12.c	N1	208	I like a lot of variety in my life
A101	Q.12.d	N1	209	I love to make things I can use everyday
A102	Q.12.e	N1	210	I follow the latest trends and fashions
A103	Q.12.f	N1	211	Just as the Bible says, the world literally was created in six days
A104	Q.12.g	N1	212	I like being in charge of a group
A105	Q.12.h	N1	213	I like to learn about art, culture and history
A106	Q.12.i	N1	214	I often crave excitement
A107	Q.12.j	N1	215	I am really interested in only a few things
A108	Q.12.k	N1	216	I would rather make something than buy it
A109	Q.12.l	N1	217	I dress more fashionably than most people
A110	Q.12.m	N1	218	The Federal Government should encourage prayers in public schools

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

VALS 2 – VALUES AND LIFESTYLES (continued)

VALS 2 ATTITUDINAL BATTERY (CONTINUED)
"Now we are interested in the attitudes that describe you as a person. There are no right or wrong answers, just answers that describe you best. Please indicate how much you agree or disagree with each of the following statements."

Agreement Scale:
1 = Mostly Agree
2 = Somewhat Agree
3 = Somewhat Disagree
4 = Mostly Disagree

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
A111	Q.12.n	N1	219	I have more ability than most people
A112	Q.12.o	N1	220	I consider myself an intellectual
A113	Q.12.p	N1	221	I must admit that I like to show off
A114	Q.12.q	N1	222	I like trying new things
A115	Q.12.r	N1	223	I am very interested in how mechanical things, such as engines, work
A116	Q.12.s	N1	224	I like to dress in the latest fashions
A117	Q.12.t	N1	225	There is too much sex on television today
A118	Q.12.u	N1	226	I like to lead others
A119	Q.12.v	N1	227	I would like to spend a year or more in a foreign country
A120	Q.12.w	N1	228	I like a lot of excitement in my life
A121	Q.12.x	N1	229	I must admit that my interests are somewhat narrow and limited
A122	Q.12.y	N1	230	I like making things from wood, metal or other such materials
A123	Q.12.z	N1	231	I want to be considered fashionable
A124	Q.12.aa	N1	232	A woman's life is fulfilled only if she can provide a happy home for her family
A125	Q.12.bb	N1	233	I like the challenge of doing something I have never done before
A126	Q.12.cc	N1	234	I like to learn about things even if they may never be of any use to me
A127	Q.12.dd	N1	235	I like to make things with my hands
A128	Q.12.ee	N1	236	I am always looking for a new thrill
A129	Q.12.ff	N1	237	I like doing things that are new and different
A130	Q.12.gg	N1	238	I like to look through hardware or automotive stores
A131	Q.12.hh	N1	239	I would like to understand more about how the universe works
A132	Q.12.ii	N1	240	I like my life to be pretty much the same from week to week

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

PERSONAL IMPORTANCE

The response scale is consistent across each of the Personal Importance questions.

1 = Agree Definitely
2 = Agree Strongly
3 = Agree Somewhat
4 = Disagree Somewhat
5 = Disagree Strongly
6 = Disagree Definitely

PERSONAL IMPORTANCE OF THE STATION
"The programming on (Station) is an important part of my life. If it went away I would miss it."

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION
A133	Q.2	N1	241	STATION A
A134	Q.6	N1	242	STATION B

PERSONAL IMPORTANCE OF LOCAL PROGRAMMING
"The local programming on (Station) is an important part of my life. If it went away I would miss it."

| A135 | Q.9.a | N1 | 243 | STATION A |
| A136 | Q.9.c | N1 | 244 | STATION B |

PERSONAL IMPORTANCE OF NETWORK PROGRAMMING
"The network programming on (Station) is an important part of my life. If it went away I would miss it."

| A137 | Q.9.b | N1 | 245 | STATION A |
| A138 | Q.9.d | N1 | 246 | STATION B |

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

GIVING – LISTENER SUPPORT

SELF-REPORTED GIVER STATUS
"Think about whether you or anyone in your household ever gave money to support (Station). Please indicate when you most recently contributed to (Station)."
1 = Never-Giver *"We have never given to this station"*
2 = Current Giver *"We gave in 1996 or 1997"*
3 = Recent Giver *"We gave in 1995"*
4 = Past Giver *"We gave a few years ago"*
9 = Don't Know

A139	Q.3	N1	247	STATION A
A140	Q.7	N1	248	STATION B

SELF-REPORTED AMOUNT OF GIFT (IN DOLLARS)
"How much did your household give to (Station) in the year of your most recent contribution?"
-1 = Don't Know/No Answer

A141	Q.4	N4	249-252	STATION A
A142	Q.8	N4	253-256	STATION B

RECONCILED GIVER STATUS
If more than one person in the household reported giving to the Station, Giver Status is reconciled to the most recent claimed year of giving across all household listeners to the station..
1 = Never-Giver *"We have never given to this station"*
2 = Current Giver *"We gave in 1996 or 1997"*
3 = Recent Giver *"We gave in 1995"*
4 = Past Giver *"We gave a few years ago"*
9 = Don't Know

A143	CALC	N1	257	STATION A
A144	CALC	N1	258	STATION B

RECONCILED PERSONAL AMOUNT OF GIFT (IN DOLLARS)
The Self-Reported Amounts of Gift are averaged across all persons in the household who listen to the station, then allocated to each person based on his or her amount of listening to the station.
-1 = Don't Know/No Answer

A145	CALC	N6.2	259-264	STATION A
A146	CALC	N6.2	265-270	STATION B

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

OPINIONS ABOUT PUBLIC RADIO

OPINIONS ABOUT PUBLIC RADIO

1 = Agree Definitely
2 = Agree Strongly
3 = Agree Somewhat
4 = Disagree Somewhat
5 = Disagree Strongly
6 = Disagree Definitely

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION
A147	Q.11.a	N1	271	The news programming on public radio is unique, not available on commercial stations.
A148	Q.11.b	N1	272	The music programming on public radio is unique, not available on commercial stations.
A149	Q.11.c	N1	273	I seek out the public radio stations whenever I move residence or travel out of town.
A150	Q.11.d	N1	274	I generally think of public radio as being financially supported by contributing listeners.
A151	Q.11.e	N1	275	I generally think of public radio as being financially supported by universities or government tax dollars.
A152	Q.11.f	N1	276	The social and cultural values I hear expressed on public radio usually fit closely with my own values.
A153	Q.11.g	N1	277	I keep listening to the public radio station during its on-air membership drives.
A154	Q.11.h	N1	278	The on-air membership drives are getting more prevalent than in the past.
A155	Q.11.i	N1	279	The on-air membership drives are becoming easier to listen to than in the past.
A156	Q.11.j	N1	280	The on-air mentions of business support (underwriting) are getting more prevalent than in the past.
A157	Q.11.k	N1	281	The on-air mentions of business support (underwriting) are getting more annoying than in the past.
A158	Q.11.l	N1	282	My opinion of a company is more positive when I find out that it supports public radio.
A159	Q.11.m	N1	283	I am concerned that business which support public radio may eventually force changes in the programming.
A160	Q.11.n	N1	284	I personally would be less likely to contribute to public radio if more businesses were to support it.

PUBLIC TELEVISION SUPPORT

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION
A161	Q.13.a		285	PUBLIC TELEVISION SUPPORT

"Have you or anyone in your household made a membership contribution to public television in the last two years?"

1 = Yes
2 = No
3 = Don't Know

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

CHANGES IN MEDIA USE

CHANGES IN MEDIA USE
"In recent years I find myself..."

A162	Q.10.a	N1	286	…listening to my public radio station(s)…
A163	Q.10.b	N1	287	…listening to commercial radio station(s)…
A164	Q.10.c	N1	288	…viewing my public television station(s)…
A165	Q.10.d	N1	289	…viewing commercial television stations…
A166	Q.10.e	N1	290	…viewing cable television channels…
A167	Q.10.f	N1	291	…using the Internet or on-line services…

1 = A Lot More
2 = Somewhat More
3 = About the Same
4 = Somewhat Less
5 = A Lot Less
9 = Don't Use This Medium

DATA SIGNATURE

	A1	292	DGIO

Public Radio Recontact Survey

Coding Map for Database 2
LISTENER-STATION RECORDS

AUDIENCE RESEARCH ANALYSIS

David Giovannoni and Kent Kroeger

August 1997

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

KEY VARIABLES, SAMPLE, AND DISPOSITION

B001	SPEC	N5	1-5	ARA UNIQUE ID

15000-29999 = CPB National Sample
30000-40271 = Piggy Back Sample Only
41000-42019 = Augmented Sample

STATION CALL LETTERS

B002	MECH	A5	6-10	Parent Station
B003	MECH	A5	11-15	Repeater (Exact)

B004	CALC	N1	16	RANK OF STATION BY AMOUNT OF USE

1 = Most Used Public Radio Station
2 = 2nd Most Used Public Radio Station
3 = 3rd Most Used Public Radio Station
4 = 4th Most Used Public Radio Station
5 = 5th Most Used Public Radio Station
6 = 6th Most Used Public Radio Station

B005	SPEC	N1	17	PIGGY-BACK STATION IN THIS DIARY

1 = Yes

B006	SPEC	N1	18	BEGINNING SAMPLE STATUS

0 = Augmented Sample (Unsampled Diary from Sampled Household)
1 = Only In the National Sample of 15,000 Diaries
2 = Only In the Piggy-Back Station Sample
3 = In Both the National and Piggy-Back Samples

B007	CALC	N1	19	RESPONSE STATUS

0 = Non-Respondent from Beginning Sample
1 = Respondent from Beginning Sample
2 = Non-Respondent from Augmented Sample
3 = Pseudo-Respondent from Beginning Sample
4 = Pseudo-Respondent from Augmented Sample

WEIGHTING VARIABLES

PROJECTION TO STATION'S WEEKLY CUME

B008	CALC	N5	20-24	From All Diaries in the Original Sample (Original Arbitron PPDV)
B009	CALC	N5	25-29	From All Responding Diaries
B010	CALC	N5	30-34	From All Augmented and Responding Diaries

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
UTILIGRAPHICS				
B011	ARA	N1	35	CORE OR FRINGE LISTENER TO THE STATION 1 = Fringe 2 = Core (Station used more than any other)
B012	ARA	N1	36	EXCLUSIVE LISTENER TO THE STATION 1 = No 2 = Yes
B013	ARA	N1	37	HORIZONTAL HOLD TO THE STATION
B014	ARA	N1	38	HORIZONTAL HOLD TO THE RADIO Number of Different Days Listened Out of Seven
B015	ARA	N1	39	LOCATION OF LISTENING TO THE STATION
B016	ARA	N1	40	LOCATION OF LISTENING TO THE RADIO 1 = Home Only 2 = Car Only 3 = Home + Car, not Work 4 = Work Only 5 = Home + Work, not Car 6 = Car + Work, not Home 7 = Home + Car + Work
B017	ARA	N1	41	WEEKPART OF LISTENING TO THE STATION
B018	ARA	N1	42	WEEKPART OF LISTENING TO THE RADIO 1 = Weekdays Only 2 = Weekends Only 3 = Both Weekends and Weekdays
				TIME SPENT LISTENING TO THE STATION (IN QHS/WEEK)
B019	ARA	N3	43-45	Total
B020	ARA	N3	46-48	At Home
B021	ARA	N3	49-51	In the Car
B022	ARA	N3	52-54	At Work
B023	ARA	N3	55-57	Weekdays (Monday-Friday)
B024	ARA	N3	58-60	Weekends (Saturday-Sunday)
				TIME SPENT LISTENING TO THE RADIO (IN QHS/WEEK)
B025	ARA	N3	61-63	Total
B026	ARA	N3	64-66	At Home
B027	ARA	N3	67-69	In the Car
B028	ARA	N3	70-72	At Work
B029	ARA	N3	73-75	Weekdays (Monday-Friday)
B030	ARA	N3	76-78	Weekends (Saturday-Sunday)

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
UTILIGRAPHICS (continued)				
				LOYALTY TO THE STATION
B031	CALC	N3.1		Total
B032	CALC	N3.1		At Home
B033	CALC	N3.1		In the Car
B034	CALC	N3.1		At Work
B035	CALC	N3.1		Weekdays (Monday-Friday)
B036	CALC	N3.1		Weekends (Saturday-Sunday)
				OCCASIONS TO THE STATION (IN TUNE-INS/WEEK)
B037	ARA	N3	79-81	Total
B038	ARA	N3	82-84	At Home
B039	ARA	N3	85-87	In the Car
B040	ARA	N3	88-90	At Work
B041	ARA	N3	91-93	Weekdays (Monday-Friday)
B042	ARA	N3	94-96	Weekends (Saturday-Sunday)
				OCCASIONS TO THE RADIO (IN TUNE-INS/WEEK)
B043	ARA	N3	97-99	Total
B044	ARA	N3	100-102	At Home
B045	ARA	N3	103-105	In the Car
B046	ARA	N3	106-108	At Work
B047	ARA	N3	109-111	Weekdays (Monday-Friday)
B048	ARA	N3	112-114	Weekends (Saturday-Sunday)
				AVERAGE DURATION PER OCCASION TO THE STATION (IN QHS)
B049	CALC	N3.1		Total
B050	CALC	N3.1		At Home
B051	CALC	N3.1		In the Car
B052	CALC	N3.1		At Work
B053	CALC	N3.1		Weekdays (Monday-Friday)
B054	CALC	N3.1		Weekends (Saturday-Sunday)
				AVERAGE DURATION PER OCCASION TO THE RADIO (IN QHS)
B055	CALC	N3.1		Total
B056	CALC	N3.1		At Home
B057	CALC	N3.1		In the Car
B058	CALC	N3.1		At Work
B059	CALC	N3.1		Weekdays (Monday-Friday)
B060	CALC	N3.1		Weekends (Saturday-Sunday)
B061	Q.1 or Q.5	N2	115-116	YEAR STARTED LISTENING TO THE STATION (Last Two Digits of Year)
B062	CALC	N2	117-118	YEARS LISTENING TO THE STATION (97 minus Q.1 or Q.5)

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

PERSONAL IMPORTANCE

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
B063	Q.2 or Q.6	N1	119	PERSONAL IMPORTANCE OF THE STATION

"The programming on (Station) is an important part of my life. If it went away I would miss it."
1 = Agree Definitely
2 = Agree Strongly
3 = Agree Somewhat
4 = Disagree Somewhat
5 = Disagree Strongly
6 = Disagree Definitely

B064	Q.9a or Q.9c	N1	120	PERSONAL IMPORTANCE OF LOCAL PROGRAMMING

"The <u>local</u> programming on (Station) is an important part of my life. If it went away I would miss it."
1 = Agree Definitely
2 = Agree Strongly
3 = Agree Somewhat
4 = Disagree Somewhat
5 = Disagree Strongly
6 = Disagree Definitely

B065	Q.9b or Q.9d	N1	121	PERSONAL IMPORTANCE OF NETWORK PROGRAMMING

"The <u>network</u> programming on (Station) is an important part of my life. If it went away I would miss it."
1 = Agree Definitely
2 = Agree Strongly
3 = Agree Somewhat
4 = Disagree Somewhat
5 = Disagree Strongly
6 = Disagree Definitely

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES
				GIVING – LISTENER SUPPORT
B066	ARA	N1	122	NUMBER OF PUBLIC RADIO LISTENERS IN THE HOUSEHOLD
B067	Q.3 or Q.7	N1	123	SELF-REPORTED GIVER STATUS *"Think about whether you or anyone in your household ever gave money to support (Station). Please indicate when you most recently contributed to (Station)."* 1 = Never-Giver *"We have never given to this station"* 2 = Current Giver *"We gave in 1996 or 1997"* 3 = Recent Giver *"We gave in 1995"* 4 = Past Giver *"We gave a few years ago"* 9 = Don't Know
B068	Q.4 or Q.8	N4	124-127	SELF-REPORTED AMOUNT OF GIFT (IN DOLLARS) *"How much did your household give to (Station) in the year of your most recent contribution?"* -1 = Don't Know/No Answer
B069	Q.3 or Q.7	N1	128	RECONCILED GIVER STATUS If more than one person in the household reported giving to the Station, Giver Status is reconciled to the most recent claimed year of giving across all household listeners to the station.. 1 = Never-Giver *"We have never given to this station"* 2 = Current Giver *"We gave in 1996 or 1997"* 3 = Recent Giver *"We gave in 1995"* 4 = Past Giver *"We gave a few years ago"* 9 = Don't Know
B070	Q.4 or Q.8	N6.2	129-134	RECONCILED PERSONAL AMOUNT OF GIFT (IN DOLLARS) The Self-Reported Amounts of Gift are averaged across all persons in the household who listen to the station, then allocated to each person based on his or her amount of listening to the station. -1 = Don't Know/No Answer
				DATA SIGNATURE
		A1	135	K.KROEGER D.GIOVANNONI

Public Radio Recontact Survey

Coding Map for Database 3

LISTENER-STATION-PROGRAMMING RECORDS

AUDIENCE RESEARCH ANALYSIS

David Giovannoni and Kent Kroeger

August 1997

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

KEY VARIABLES

C001	SPEC	N5	1-5	ARA UNIQUE ID

      15000-29999 = CPB National Sample
      30000-40271 = Piggy Back Sample Only
      41000-42019 = Augmented Sample

STATION CALL LETTERS

C002	MECH	A5	6-10	Parent Station

PROGRAMMING CODES – LOCAL

C003	ARA	N3	11-13	PROGRAMMING CODE – LOCAL PROGRAMMING

363	Acoustic Music
429	Adult Contemporary
413	Adult Acoustic Alternative Music
374	African Music
475	Alternative Rock Music
712	Ambient Music
3	Arts Magazine
561	Avant Garde Music
5	Big Band
7	Bluegrass
8	Blues
9	Broadway
436	Business News & Issues
10	Cajun
473	Call-In
12	Celtic
14	Choral Music
532	Christian Rock
16	Classical
43	Classical Performance
361	Classical Music Mix
17	Country
362	Dance Music
19	Documentary/Discrete Topical
20	Drama
21	Easy Listening
381	Educational Issues
468	Entertainment
355	Environmental Issues
22	Ethnic
23	Event Coverage
442	Family Issues
350	Folk Music Mix
24	Folk
464	Food Talk
26	Gospel

SPSS VAR.	**SOURCE**	**FIELD SIZE**	**COLUMNS**	**DESCRIPTION OF VARIABLES AND VALUES**

PROGRAMMING CODES – LOCAL (continued)

			356	Health Issues
			369	Heavy Metal Music
			433	Hip Hop Music
			469	Hispanic American Audience
			28	Instructional
			29	Interviews
			30	Jazz
			692	Jazz and R&B
			343	Jazz Mix
			31	Jewish
			32	Latin
			653	Local Talk-Mix Specials
			15	Movie Soundtracks
			370	Music and Talk Mix
			34	Music Mix
			36	New Age
			37	New Music
			564	New Age - Acoustic - Light Jazz
			38	News
			39	Nostalgia
			44	Old Pop
			40	Oldies
			41	Opera
			46	Public Affairs
			377	Punk Music
			438	Radio Reading Service
			364	Rap Music
			33	Readings/Author Interviews
			48	Reggae
			49	Religious
			47	Rhythm & Blues
			353	Rock Music Mix
			50	Rock
			51	Salsa
			371	Science Issues
			53	Soul
			54	Sports
			6	Target: African Americans
			35	Target: Native Americans
			13	Target: Children
			25	Target: Gays
			4	Target: Asian Americans
			52	Target: Seniors
			500	Targeted: Other or Combo
			530	Teen Audience
			495	Top Forty Music
			628	Travel
			58	Urban/Dance/Club/Rap
			59	Women's Music/Issues
			60	World Music
			354	World Music Mix

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

PROGRAMMING CODES – ACQUIRED

C003	ARA	N3	11-13	PROGRAMMING CODE – ACQUIRED PROGRAMMING

158	51 Percent
284	Adventures in Good Music
65	Afropop Worldwide
480	Alan Watts' The Love of Wisdo
699	Alaska Coast to Coast
757	Alaska Edition
163	Alaska News Nightly
160	Alaskan Fisheries Report
471	Alternative Radio
66	America and the World
571	American Indian Radio On Satel
323	AP News (Portfolio & Special Assig
753	APRN Call-In
728	Artbeat
123	As It Happens
725	Ask Dr Science
64	ATC Weekday
110	ATC Sunday
109	ATC Saturday
286	Audiophile Audition
310	Austin City Limits
443	Baltimore Casual Concerts
349	Bayreuth Opera
116	BBC World Service
721	Beale Street Caravan
266	Beethoven Satellite Network
612	Best of Fresh Air
418	Best of Our Knowledge
212	Best of Our Knowledge
167	Big Band Jump
602	Billy Taylor's Jazz at the Kenne
615	Black Radio: Telling It Like It Wa
257	Blues Before Sunrise
308	Blues from the Red Rooster
472	Bob and Ray Show
430	Body Talk
663	Book Talk
662	Book Guys, The
559	Bookworm
641	Bravo! Baroque
170	Brazilian Hour
700	Breadcast
639	Breakfast at Random House
544	Bridges
173	C-SPAN
691	California Report
618	Calling All Pets
631	Cambridge Forum
626	Campaign Connection 96
177	Candlelight Concerts

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

PROGRAMMING CODES – ACQUIRED (continued)

736	Capital Report-Florida
72	Car Talk
118	CBC Sunday Morning
667	Celtic Connections
513	Charlie Rose
178	Chautauqua Lectures
509	Chef's Edition
270	Chicago Symphony Orchestra
686	Childrens Bible Hour
504	Chuck Cecil's Swingin' Years
288	City Club Forum
384	City Arts of San Francisco
545	Classical Crossovers
603	Classical 24
290	Cleveland Orchestra
679	Clinton Saturday Addre
182	Common Ground
174	Commonwealth Club
650	Concert From Amsterdam
683	Concert Hour
180	Concertgebouw Now
668	Conductor's Choice
687	Contact
444	Counterspin
539	Crescent City
73	Crossroads
184	Cyprus Avenue
646	Democracy Now
708	Derek McGinty Show
272	Detroit Symphony
399	Dialogue
577	Diane Rehm Show
684	Different Drums
580	Disability and Health Today
570	Do Re Mi
185	DW Concerts
347	E-Town
710	Earwitness
121	Echoes
666	Energy Matters
677	Enterprising Women
754	European Centuries
541	EuroQuest
482	Evening at the Pops
760	Evolutions in Harmony
246	Fascinatin' Rhythm
566	Film Notes: Music of the Movie
197	Finlandia
198	Firing Line
273	First Hearing
422	First Art
131	Folk Masters

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

PROGRAMMING CODES – ACQUIRED (continued)

			148	Folk Sampler
			722	Foreign News
			701	Forum
			113	Four Queens Jazz Night from Las V
			76	Fresh Air
			714	Frick Collection Concerts
			463	Gary Null
			619	Georgetown Forum
			445	Global Podium
			604	Grandpa Art's Radio Show for Child
			188	Grateful Dead Hour
			752	Growler
			613	Hands On Cooking
			623	Harlem Hit Parade
			592	Harmonia
			732	Head to Head from Rutgers Unive
			693	High Plains News Service
			734	Hour of Slack
			305	In Black America
			554	Indianapolis Symphony on the Air
			122	Inside Europe
			660	Inside Jazz
			724	Insight and Outlook
			661	Inspirations Across America
			511	Invitation to Jazz
			648	Jazz Town
			535	Jazz from Lincoln Center
			125	Jazz After Hours
			518	Jazz Smithsonian
			383	Jazz Decades
			737	Jazz Flight
			729	Jazz Unlimited
			730	Jazz South
			531	Jazz Classics
			209	Jazz Revisited
			624	Jazz Profiles
			379	JazzSet
			681	Jefferson Hour, THe
			596	Jewish Short Stories
			669	Joy
			576	Kaleidoscope
			264	Ken Nordine's Word Jazz
			702	Kid Squid
			591	Kinetic City Radio
			748	King Biscuit Flower Hour
			750	KLON Jazz Overnight
			655	La Paz
			456	Latino USA
			215	Le Show
			129	Library of Congress Classical Perfo
			217	Like It Is
			200	Live from Festival Hill

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

PROGRAMMING CODES – ACQUIRED (continued)

84	Living on Earth
715	London Promenade Concerts
128	Los Angeles Chamber Music
738	Lutheran Hour, The
512	Magnificent Obsession
605	Making the Music with Wynton Marsa
582	Making Contact
85	Marian McPartland's Piano Jazz
130	Marketplace
549	Marketplace Morning Report
744	Martin Luther King Speaks
718	Master Control
749	Masterson Comedy Hour
407	Matter of Health
656	Maximum Rock & Roll
649	Mazur on Music
515	McLaughlin Group
658	Men From The Ministry
222	Metropolitan Opera
295	Micrologus
643	Midnight Special
224	Millenium of Music
274	Milwaukee Symphony
133	Minnesota Symphony Orchestra
578	Monitor Radio Midday Edition
477	Monitor Radio/Early Edition
476	Monitor Radio/Daily Edition
275	Montreal Symphony
575	Montreux Detroit Jazz Festi
378	Mormon Tabernachle Choir
88	Morning Edition
138	Mountain Stage
506	Movie Magazine
351	Mozartwoche
597	Music from Chautaqua
644	Music Makers
521	Music from Imperial Austria
206	Music from the Hearts of Space
555	Music of the Baroque
326	Music of the Spoken Word
717	Music of Miami
492	My Green Earth
277	My Word
276	My Music
99	National Press Club
392	National Native News
610	Native America Calling
226	New American Radio
227	New Dimensions
216	New Letters on the Air
458	New York Chamber Music
548	Newshour with Jim Lehrer

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

PROGRAMMING CODES – ACQUIRED (continued)

328	Newsweek on Air
761	Next 200 Years
637	Night Talk with Bob Law
313	Nightly Business Report
63	Note to You
479	Noticero Latino
547	NPR News Specials
97	NPR Playhouse
92	NPR World of Opera
746	Odyssey
751	Old Masters
689	On the Media
711	On Track
706	One on One
229	One Night Stand
565	Only A Game
297	Orchestra de Paris
234	Pacifica News
236	Parents' Journal
462	Peoples Pharmacy
96	Performance Today
307	Pickleberry Pie
145	Pipedreams
146	Pittsburgh Symphony
238	Portraits in Blue
239	Potluck
719	Powerline
470	Prairie Home Companion, A
586	Preview Hour
333	Prime Time
741	Protestant Hour, THe
231	Public Radio Book Show
233	Public Radio Law Show
232	Public Radio Health Show
194	Public Radio Environment Show
241	Quirks and Quarks
536	Rabbit Ears Radio
647	Radio Nation
496	Radio Bilingue
245	Radio Reader
665	Real Computing
151	Record Shelf
332	Religious Programs from Pauli
763	Renfro Valley
247	Rider's Radio Theater
248	River City Folk
344	Riverwalk Live from the Landi
537	RJ Exchange
298	Rotterdam Philharmonic
395	Rural Route Three
299	Salzburg Festival
278	San Francisco Symphony

SPSS		**FIELD**		
VAR.	**SOURCE**	**SIZE**	**COLUMNS**	**DESCRIPTION OF VARIABLES AND VALUES**

PROGRAMMING CODES – ACQUIRED (continued)

380	Schickele Mix
742	Scope
230	Second Opinion
104	Selected Shorts
551	Shoestring Radio Theater
210	Sing for Joy
713	Six American Orchestras
252	Social Thought
625	Sound and Spirit
149	Sound Money
253	Soundings
150	SoundPrint
621	Splendid Table
152	Spoleto Festival
494	St. Paul Chamber Orchestra
594	St. Paul Sunday
106	St. Louis Symphony Orchestra
254	State News Reports
762	Story Hour, The
481	Story Tree
281	Studs Terkel Almanac
747	Success Stories International
432	Sunday Rounds
457	Swinging Down the Lane
396	Sylvia Rimm On Raising Kids
676	Syndicated News
671	Syndicated Childrens
731	Syndicated Black
674	Syndicated Classical
739	Syndicated Jazz
704	Syndicated Drama
756	Syndicated Eclectic
675	Syndicated Rock
697	Syndicated Specials
709	Syndicated Talk Mix
695	Syndicated Entertainment
696	Syndicated Religious
707	Syndicated Country
680	Syndicated Public Affairs
685	Syndicated Literature
366	Talk of the Nation
419	Tech Nation
640	Tell It On The Mountain
256	Tell Me a Story
524	Tent Show Radio
678	Think Tank
263	This Way Out
645	This American Life
108	Thistle & Shamrock
720	Time and a Season, A
314	Tony Brown
657	Traveler's Journal

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

PROGRAMMING CODES – ACQUIRED (continued)

745   Unshackled
283   Vocal Scene
497   Voice of America
688   Voice of Prophecy, The
461   Voices in the Family
505   Wall Street Week
316   Washington Week
581   We Are Science
211   We Like Kids
755   We The People
758   Weather Notebook
111   Weekend Edition Saturday
608   Weekend Performance Today
302   Weekend Radio from Cleveland
112   Weekend Edition Sunday
556   Weekly Edition
340   West Coast Weekend
155   Westminster Forum
156   Whad'ya Know
735   What's on Your Mind
672   Windsongs
261   WINGS
727   With Good Reason
291   With Heart and Voice
759   Women in Music
375   World Cafe
690   World, The
740   World of Religion
726   Worlds of Music
262   Worldwide Jazz
601   Writing of the Southwest
716   Your Legal Rights
397   Zorba Paster On Your Health

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

PROGRAMMING UTILIGRAPHICS

C004	ARA	N1	14	PROGRAMMING IMPERATIVE

4 = EXCLUSIVE TO THE PROGRAMMING
The only programming the person heard on this station across the week.

3 = DOMINANT TO THE PROGRAMMING
The listener uses this programming more, and is more loyal to this programming, than to all other programming on the station combined

4 + 3 = PROGRAMMING IMPERATIVE
The programming is imperative to the person's use of the station. If it went off the air the listener would leave the station's weekly cume.

2 = DUAL IMPERATIVE
The listener either uses this programming more, or is more loyal to this programming, than to all other programming on the station combined.

1 = OTHER DOMINANT
The listener uses other programming on the station more, and is more loyal to that programming, than to this programming.

0 = OTHER EXCLUSIVE
The listener does not use this programming, but does listen to the radio when this programming is aired and does listen to other programming on the station.

C005	ARA	N3	15-17	TIME SPENT LISTENING TO THE PROGRAMMING (IN QHS)
C006	ARA	N3	18-20	TIME SPENT LISTENING TO THE RADIO WHEN THE PROGRAMMING IS AIRED (IN QHS)
C007	ARA	N4.1	21-24	LOYALTY TO THE PROGRAMMING
C008	ARA	N4.1	25-28	POWER OF THE PROGRAMMING

SPSS VAR.	SOURCE	FIELD SIZE	COLUMNS	DESCRIPTION OF VARIABLES AND VALUES

LISTENER INCOME FROM THE PROGRAMMING

C009	Q.3 OR Q.7	N1	29	RECONCILED GIVER STATUS

If more than one person in the household reported giving to the Station, Giver Status is reconciled to the most recent claimed year of giving across all household listeners to the station..

1 = Never-Giver *"We have never given to this station"*
2 = Current Giver *"We gave in 1996 or 1997"*
3 = Recent Giver *"We gave in 1995"*
4 = Past Giver *"We gave a few years ago"*
9 = Don't Know

C010	CALC	N6.2	30-35	RECONCILED PERSONAL AMOUNT OF GIFT (IN DOLLARS)

The Self-Reported Amounts of Gift are averaged across all persons in the household who listen to the station, then allocated to each person based on his or her amount of listening to the station, then allocated to the programming based on the time he or she spent listening to it.

-1 = Don't Know/No Answer

DATA SIGNATURE

		A1	36	GRASSHOPPER.