

ANNOTATION FOR STATISTICAL TABLES TO “REINFORCING THE CORE”

SECTION ONE: UTILIGRAPHIC ANALYSIS

Table Summaries.

Table 1.1: Characteristics of Listening Patterns—Core vs. Fringe.

- Both core and fringe audience have listened to public radio for roughly the past ten years, however, 34 percent of core also make use of a second public radio station compared to only 13% of fringe listeners.
- Fringe audience, on average, listens to 40% more radio stations than core listeners do.
- Both core and fringe listen to radio an average of approximately 6 days per week, core tune into public radio an average of five days while fringe tune in to public radio only an average of 2.5 days each week.
- Core audience listens to public radio four times as much as fringe audience (TSL) although fringe audience spends 30% more time listening to radio.
- The loyalty of core to public radio also averages four times the level of fringe audience.
- For core audience, 64% of total listening occasions are to a public radio station; for fringe, only 16% of listening occasions are to public radio. The average weekly occasions of listening to public radio for core are 3.2 times that of fringe audience.
- Both core and fringe audience listens to all radio stations for the same duration of time—an average of 5 quarter-hours, whether the station is public or commercial.

Table 1.2: Statistical Significance of Core and Fringe Differences in Listening Patterns.

- The calculated F values shown in table 2 indicate that statistically, there are highly significant differences between core and fringe audience in all tested patterns of listening except years of listening to public radio and duration of listening per occasion.

Table 2.1: Broadcast Band used—Core vs. Fringe

- Use of bandwidth is a statistically significant difference between core and fringe audience. 62% of fringe listeners use both AM and FM bands compared with 42% of core listeners. The majority of core listeners (58%) tune into public radio exclusively on their FM dial.

Table 2.2 Statistical Significance of Core and Fringe Differences in Broadcast Band used for public radio.

- The relatively high values in the Pearson Chi Square and Linear Association suggest that core and fringe listeners are statistically significantly different from each other in their band use when listening to public radio.

Table 3.1 Horizontal Hold to Public Radio

- Core and fringe audience differs substantially in the number of different days they listen to public radio.
- 62% of fringe listens 2 days or less during a given week compared to 11% of core audience. 26% of core listens a full 7 days.

Table 3.2 Statistical Significance.

- The high values of both the Chi-Square and the Linear Association indicate significant differences in the number of days listening between core and fringe audience.

Table 4.1 Horizontal Hold to Radio

- Core and fringe tend to listen to radio overall in a similar distribution with the exception that a full half of all fringe audience listen to radio seven days each week compared to only 42% of core.

Table 4.2

- The level of Chi-Square indicates that differences between the two groups are significant but not of large magnitude.

Table 5.1 Locations of Public Radio Listening.

- Fringe audience is most likely to listen to public radio in the same location (75% vs. 40%). Roughly half of public radio audience (48%) listen from two locations.

Table 5.2 Statistics.

- The size of Chi Square and linear fit indicate that the number of locations where public radio is heard is statistically a very significant difference between core and fringe audience.

Table 6.1 Locations of all radio listening.

The table shows that roughly half of fringe and core listen to radio at two locations (53% vs. 54%).

Table 6.2 Statistical Significance.

- The values of both the Chi Square and the Linear Association indicate significant differences in the number of days listening between core and fringe audience but suggest that these differences are not substantial.

Table 7.1 Public Radio Listening at Home.

- A higher share of core than fringe listen to public radio at home (75% vs. 55%) but in both cases the percentages of audience listening at home are over half.

Table 7.2 Statistical Significance.

- The values of both the Chi Square and the Linear Association indicate significant differences in listening at home to public radio between core and fringe audience but suggest that the magnitude of difference is not substantial.

Table 8.1 Public Radio in the Car.

- A higher share of core than fringe listen to public radio in the car (75% vs. 61%) but in both cases the percentages of audience in car are substantial.

Table 8.2 Statistical Significance.

- The values of both the Chi Square and the Linear Association indicate significant differences in listening in the car to public radio between core and fringe audience but suggest that the magnitude of difference is not substantial.

Table 9.1 Public Radio at Work.

The vast majority of both core and fringe DO NOT listen to public radio at work (79% vs. 88%).

Table 9.2 Statistical Significance.

- The values of both the Chi-Square and the Linear Association indicate significant but small differences in listening at work to public radio between core and fringe audience.

Table 10.1 All Radio at Home.

The vast majority of both core and fringe listen to radio at home (84% vs. 88%).

Table 10.2 Statistical Significance.

- The low values of both the Chi Square and the Linear Association indicate significant but quite small differences in listening at home to radio between core and fringe audience.

Table 11.1 Radio in Car.

90% of fringe and 86% of core listen to radio in the car.

Table 11.2 Statistical Significance.

- The low values of both the Chi-Square and the Linear Association indicate significant but quite small differences in listening in the car to radio between core and fringe audience.

Table 12.1 Radio at work.

42% of fringe and 28% of core listen to radio at work.

Table 12.2 Statistical Significance.

- The low values of both the Chi-Square and the Linear Association indicate significant but small differences in listening at work to radio between core and fringe audience.

Table 13.1 Weekpart of Listening to Public Radio.

- The majority of both core and fringe audience listen to public radio both weekdays and weekends. However, 47% of fringe do not listen to public radio on weekends compared to 28% of core.

Table 13.2 Statistical Significance.

- The high values of both the Chi-Square and the Linear Association indicate statistically significant differences in the weekpart days listening between core and fringe audience and suggest that the magnitude of difference is notable.

Table 14.1 Weekpart of Listening to Radio.

- The vast majority of both core and fringe audience listen to public radio both weekdays and weekends (92% and 84%).

Table 14.2 Statistical Significance.

- The low values of both the Chi Square and the Linear Association indicate statistically significant differences in the listening between core and fringe audience but suggest that the differences are not great.

SECTION II: ATTITUDINAL AND GIVING VARIABLES

Table 15.1: Attitudes towards Public Radio Financing and Fundraising.

Averages below 3.5 indicate disagreement and values above 3.5 indicate agreement.

- Both core and fringe audience on average, ‘agree strongly’ that the news (4.88) and music (5.01) programming on public radio is unique, and would search for public radio if in a new area (4.49). Both groups also tend to agree (4.25) that views expressed on public radio tend to fit their own values, although fringe listeners agree less strongly with this statement.
- Both core and fringe ‘agree strongly’ (4.77) on average that public radio is financially supported by listeners, and agree only somewhat (3.63) that universities and government support it.
- While core audience agree very weakly (3.63) that they listen to public radio during on-air membership fund drives, fringe audience tend to disagree (3.22) albeit weakly, both groups agree (4.34) that on-air membership drives are getting more prevalent.
- Both core and fringe audiences disagree weakly (3.17) that on-air membership drives are getting easier to listen to than in the past.
- Both core and fringe agree somewhat (4.14) that on-air mentions of underwriting are getting more prevalent but disagree somewhat (3.24) that they find it more annoying (3.24).
- Both groups also agree somewhat (4.40) that they think of a company more positively for its support of public radio, but are less sure (3.53) that these companies won’t

eventually force changes in programming, and disagree somewhat (3.14) that they would be less likely to contribute if underwriting would increase.

- Core and fringe audiences do not differ much in their perceived changes in use of media.
- Both core and fringe are using public radio slightly more (3.91), commercial radio slightly less (2.49), public television about the same (3.52), commercial television less (2.46), cable television about the same (3.48), and on-line services more (4.13).

Table 15.2: Statistical Significance of Core and Fringe Differences in Attitudes towards Programming, Financing and Fundraising.

- The calculated F values shown in Table 15.1 indicate that statistically, there are significant differences between core and fringe audience in their likelihood of searching for public radio in a new area and the value they place on public radio's uniqueness. Given the sample size of 7800, however, the differences noted here through F values are not as great as differences found in listening patterns.
- Table 15.2 confirms that statistically core and fringe differ significantly in their declining use of commercial radio ($F= 866$), and that differences in other aspects of media use are small in relation to this difference.

Table 16.1: Personal Importance of Station A -- Core vs. Fringe

- Both core and fringe audiences agree that their public radio station is important to them (87%).
- The Differences between the groups was statistically small as indicated by Chi-Square.

Table 17.1: Personal Importance of Station A Local Programming -- Core vs. Fringe

- Both core and fringe audience agree that local programming is important to them (75%), although core audience felt this more strongly (80% vs. 90%).
- Statistically this difference is only weakly significant.

Table 18.1: Personal Importance of Station A Network Programming -- Core vs. Fringe

- Both audience groups agreed that network programming was important to them (82%),
- The difference between the groups is only weakly significant.

Table 19.1: Personal Importance of News Programming -- Core vs. Fringe

- A high percentage of both groups agree that news programming is unique (86% of fringe and 93% of core).

- Statistically the difference between the two groups is only weakly significant.

Table 20.1: Personal Importance of Music Programming -- Core vs. Fringe

- A high percentage of both groups agree that music programming is unique (89% of fringe and 94% of core).
- Statistically the difference between the two groups is only weakly significant.

Table 21.1 Seeks out Public Radio in a New Residence—Core vs. Fringe

- Core audience is more likely to seek out public radio in a new location; 88% of core would do this compared to 70% of fringe.
- Statistically the difference between the two groups is significant.

Table 22.1 Public Radio is Financially Supported by Listeners

- A high percentage of both groups agree that listeners (88% of fringe and 93% of core) support public radio.
- Statistically the difference between the two groups is only weakly significant.

Table 23.1 Public Radio is Financially Supported by Universities and Governments

- A majority of both groups agree that listeners (61% of fringe and 60% of core) support public radio.
- Statistically the difference between the two groups is not significant.

Table 24.1 Social and Cultural Values of Public Radio Match Own.

- A high percentage of both groups agree that listeners (74% of fringe and 87% of core) support public radio.
- Statistically the difference between the two groups is only weakly significant.

Table 25.1 I listen to Public Radio Station during On-Air Membership Drives

- A majority of core audience keep listening during membership drives (59%) but less than half of fringe do so (46%).

- Statistically the difference between the two groups is weakly significant.

Table 26.1 On-air Membership Drives are Getting More Prevalent.

- A majority of the fringe audience thinks membership drives are getting more prevalent (52%) but less than half of core do so (49%).
- Statistically the difference between the two groups is not significant.

Table 27.1 On air Membership Drives are Getting Easier to Listen To.

- A majority of core audience think membership drives are getting easier to listen to (51%) but less than half of fringe do so (49%).
- Statistically the difference between the two groups is not significant.

Table 28.1 On-air Mentions of Business Support are Getting More Prevalent.

- A high percentage of both groups agree that business support is becoming more prevalent (74% of fringe and 79% of core).
- Statistically the difference between the two groups is only weakly significant.

Table 29.1 On-air Mentions of Business Support are Getting More Annoying.

- A majority of both groups Disagree that on-air mentions of business support are getting more annoying (64% of fringe and 67% of core).
- Statistically the difference between the two groups is NOT significant.

Table 30.1 Company seen More Positively if it Supports Public Radio.

- A high percentage of both groups see a company more positively if it supports public radio (81% of fringe and 87% of core).
- Statistically the difference between the two groups is only weakly significant.

Table 31.1 Concern that those Underwriters for Changes

- A majority of core audience thinks underwriters will not force changes (52%) but less than half of fringe do so (49%).

- Statistically the difference between the two groups is NOT significant.

Table 32.1 Less Likely to Contribute to Public Radio Because of Increased Underwriting.

- A majority of both groups disagree that they would give less if business support were to (64% of fringe and 65% of core).
- Statistically the difference between the two groups is NOT significant.

Table 33.1 VALS Analysis between Core and Fringe.

- Core audience is more heavily composed of actualizers than their fringe counterpart. 42% of all core listeners are actualizers compared with 28% of fringe listeners.
- While the percent of fringe who are achievers, experiencers, and makers are all nearly double that of core audience, the share of each to total fringe and core listeners is small.
- Statistically the difference between the two groups is significant.

Table 34.1 Current Giver to Public Television by Core and Fringe.

56% of core audience are current givers to public radio compared to only 37% of fringe.

- Statistically the difference between the two groups is significant.