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SET Journal 'F:\Audience98\9806_Arnold\980201.jnl' Journal ON Workspace=512.
GET FILE='F:\Audience98\9806_Arnold\Arnold Combo.sav'.

SET HEADER=ON /PRINTBACK = LISTING /ERRORS=NONE.

SELECT IF ((a005 = 1 or a005 = 3) and stat_b =0).

RECODE a021 (12 thru 24=1)(25 thru 34=2)(35 thru 44=3)
      (45 thru 54=4)(55 thru 64=5)(65 thru 99=6) INTO agegroup.
VALUE LABELS agegroup 1 "12-24" 2 "25-34" 3 "35-44" 4 "45-54" 5 "55-64" 6 "65+"
.
VARIABLE LABELS agegroup = "Age Group".

RECODE a162 (1 THRU 5=1)(9=0)(ELSE=SYSMIS) INTO a162_use .
RECODE a163 (1 THRU 5=1)(9=0)(ELSE=SYSMIS) INTO a163_use .
RECODE a164 (1 THRU 5=1)(9=0)(ELSE=SYSMIS) INTO a164_use .
RECODE a165 (1 THRU 5=1)(9=0)(ELSE=SYSMIS) INTO a165_use .
RECODE a166 (1 THRU 5=1)(9=0)(ELSE=SYSMIS) INTO a166_use .
RECODE a167 (1 THRU 5=1)(9=0)(ELSE=SYSMIS) INTO a167_use .

RECODE a162 (1=5)(2=4)(3=3)(4=2)(5=1)(9=9) INTO a162_r .
RECODE a163 (1=5)(2=4)(3=3)(4=2)(5=1)(9=9) INTO a163_r .
RECODE a164 (1=5)(2=4)(3=3)(4=2)(5=1)(9=9) INTO a164_r .
RECODE a165 (1=5)(2=4)(3=3)(4=2)(5=1)(9=9) INTO a165_r .
RECODE a166 (1=5)(2=4)(3=3)(4=2)(5=1)(9=9) INTO a166_r .
RECODE a167 (1=5)(2=4)(3=3)(4=2)(5=1)(9=9) INTO a167_r .
RECODE a162_r to a167_r (9=SYSMIS) .

RECODE a162_r (5=3) (4=3) (3=2) (2=1) (1=1) (9=0) INTO a162_cat .
RECODE a163_r (5=3) (4=3) (3=2) (2=1) (1=1) (9=0) INTO a163_cat .
RECODE a164_r (5=3) (4=3) (3=2) (2=1) (1=1) (9=0) INTO a164_cat .
RECODE a165_r (5=3) (4=3) (3=2) (2=1) (1=1) (9=0) INTO a165_cat .
RECODE a166_r (5=3) (4=3) (3=2) (2=1) (1=1) (9=0) INTO a166_cat .
RECODE a167_r (5=3) (4=3) (3=2) (2=1) (1=1) (9=0) INTO a167_cat .

VALUE LABELS a162_use to a167_use
      0 "Don't Use" 1 "Use".
VALUE LABELS a162_r to a167_r
      1 "Lot Less" 2 "Somewhat Less" 3 "About Same" 4 "Somewhat More" 5 "Lot More".
VALUE LABELS a162_cat to a167_cat
      0 "Don't Use" 1 "Less" 2 "Same" 3 "More" .

VARIABLE LABELS a162_use "PUBLIC RADIO LISTENER".
VARIABLE LABELS a163_use "COMMERCIAL RADIO LISTENER".
VARIABLE LABELS a164_use "PUBLIC TELEVISION VIEWER".
VARIABLE LABELS a165_use "COMMERCIAL TELEVISION VIEWER".
VARIABLE LABELS a166_use "CABLE TELEVISION VIEWER".
VARIABLE LABELS a167_use "WEB-ENABLED".
VARIABLE LABELS a162_cat "LISTENS TO PUBLIC RADIO".
VARIABLE LABELS a163_cat "LISTENS TO COMMERCIAL RADIO".
VARIABLE LABELS a164_cat "WATCHES PUBLIC TV".
VARIABLE LABELS a165_cat "WATCHES COMMERCIAL TV".
VARIABLE LABELS a166_cat "WATCHES CABLE TV".
VARIABLE LABELS a167_cat "USES INTERNET & ON-LINE SERVICES".
VARIABLE LABELS a162_r "LISTENS TO PUBLIC RADIO".
VARIABLE LABELS a163_r "LISTENS TO COMMERCIAL RADIO".
VARIABLE LABELS a164_r "WATCHES PUBLIC TV".
VARIABLE LABELS a165_r "WATCHES COMMERCIAL TV".
VARIABLE LABELS a166_r "WATCHES CABLE TV".
VARIABLE LABELS a167_r "USES INTERNET & ON-LINE SERVICES".

RECODE a133_cat (1 thru 3=2) (4 thru 6=1) INTO a133_cat.
RECODE a135_cat (1 thru 3=2) (4 thru 6=1) INTO a135_cat.
RECODE a137_cat (1 thru 3=2) (4 thru 6=1) INTO a137_cat.
VARIABLE LABELS a133_cat "Station is PIMP".

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VARIABLE LABELS a135_cat "Local Programming is PIMP".
VARIABLE LABELS a137_cat "Network Programming is PIMP".
VALUE LABELS a133_cat a135_cat a137_cat 1 "Disagree" 2 "Agree".

RECODE a147 (1 thru 3=2) (4 thru 6=1) INTO a147_cat.
RECODE a148 (1 thru 3=2) (4 thru 6=1) INTO a148_cat.
RECODE a149 (1 thru 3=2) (4 thru 6=1) INTO a149_cat.
RECODE a150 (1 thru 3=2) (4 thru 6=1) INTO a150_cat.
RECODE a151 (1 thru 3=2) (4 thru 6=1) INTO a151_cat.
RECODE a152 (1 thru 3=2) (4 thru 6=1) INTO a152_cat.
RECODE a153 (1 thru 3=2) (4 thru 6=1) INTO a153_cat.
RECODE a154 (1 thru 3=2) (4 thru 6=1) INTO a154_cat.
RECODE a155 (1 thru 3=2) (4 thru 6=1) INTO a155_cat.
RECODE a156 (1 thru 3=2) (4 thru 6=1) INTO a156_cat.
RECODE a157 (1 thru 3=2) (4 thru 6=1) INTO a157_cat.
RECODE a158 (1 thru 3=2) (4 thru 6=1) INTO a158_cat.
RECODE a159 (1 thru 3=2) (4 thru 6=1) INTO a159_cat.
RECODE a160 (1 thru 3=2) (4 thru 6=1) INTO a160_cat.

VARIABLE LABELS a147_cat "The news programming on public radio is unique, not available on commercial stations".
VARIABLE LABELS a148_cat "The music programming on public radio is unique, not available on commercial stations".
VARIABLE LABELS a149_cat "I seek out public radio whenever I move residence or travel out of town".
VARIABLE LABELS a150_cat "I generally think of public radio as being financially supported by contributing listeners".
VARIABLE LABELS a151_cat "I generally think of public radio as being financially supported by universities or gov't tax dollars".
VARIABLE LABELS a152_cat "The social and cultural values I hear expressed on public radio usually fit closely with my own values".
VARIABLE LABELS a153_cat "I keep listening to the public radio station during its on-air membership drives".
VARIABLE LABELS a154_cat "The on-air membership drives are getting more prevalent than in the past".
VARIABLE LABELS a155_cat "The on-air membership drives are becoming easier to listen to than in the past".
VARIABLE LABELS a156_cat "The on-air mentions of business support (underwriting) are getting more prevalent than in the past".
VARIABLE LABELS a157_cat "The on-air mentions of business support (underwriting) are getting more annoying than in the past".
VARIABLE LABELS a158_cat "My opinion of a company is more positive when I find out that it supports public radio".
VARIABLE LABELS a159_cat "I am concerned that businesses which support public radio may eventually force changes in the programming".
VARIABLE LABELS a160_cat "I personally would be less likely to contribute to public radio if more businesses were to support it".
VALUE LABELS a147_cat to a160_cat 1 "Disagree" 2 "Agree".

RECODE b002 ("KQEDF" = 2) ("WETAF" = 2) ("WBURF" = 2) ("WAMUF" = 2)
("WHYYF" = 2) ("KSJNF" = 2) ("KCRWF" = 2) ("KCFRF" = 2) ("KNOWF" = 2)
("WAMCF" = 2) ("KUHFF" = 2) ("KOPBF" = 2) ("WABEF" = 2) ("WXPNF" = 2)
("WUSFF" = 2) ("KLONF" = 2) ("WBGOF" = 2) ("WKSUF" = 2) ("WMFEF" = 2)
(ELSE = 3) INTO StnDelta.

RECODE tsl_cls (1 THRU HI=1) (0=0) INTO cat_cls .
RECODE tsl_jazz (1 THRU HI=1) (0=0) INTO cat_jazz .
RECODE tsl_omu (1 THRU HI=1) (0=0) INTO cat_omu .
RECODE tsl_news (1 THRU HI=1) (0=0) INTO cat_news .
RECODE tsl_ent (1 THRU HI=1) (0=0) INTO cat_ent .
RECODE tsl_oth (1 THRU HI=1) (0=0) INTO cat_oth .

VARIABLE LABELS cat_cls 'Classical Listener'.
VARIABLE LABELS cat_jazz 'Jazz Listener'.
VARIABLE LABELS cat_omu 'Other Music Listener'.
VARIABLE LABELS cat_news 'News Listener'.

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VARIABLE LABELS cat_ent 'Entertainment Listener'.
VARIABLE LABELS cat_oth 'Other Stuff Listener'.

VARIABLE LABELS StnDelta "STABILITY OF SCHEDULE 94-96".
VALUE LABELS StnDelta 3 "Varied" 2 "Stable".
VALUE LABELS cat_cls to cat_oth 0 "No" 1 "Yes".

EXECUTE.
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WEIGHT BY a015 .

TITLE "PART 1: TWO-WAY COMPARISONS--CHANGES IN MEDIA USE".

CORRELATIONS

/VARIABLES=a162_r to A167_r

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE .

Correlations

		LISTENS TO PUBLIC RADIO	LISTENS TO COMMERCIAL RADIO	WATCHES PUBLIC TV	WATCHES COMMERCIAL TV
Pearson Correlation	LISTENS TO PUBLIC RADIO	1.000	-.282**	.290**	-.141**
	LISTENS TO COMMERCIAL RADIO	-.282**	1.000	-.138**	.264**
	WATCHES PUBLIC TV	.290**	-.138**	1.000	-.036**
	WATCHES COMMERCIAL TV	-.141**	.264**	-.036**	1.000
	WATCHES CABLE TV	-.021	.050**	.080**	.255**
	USES INTERNET & ON-LINE SERVICES	.017	.008	-.027	.003
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.	.000	.000	.000
	LISTENS TO COMMERCIAL RADIO	.000	.	.000	.000
	WATCHES PUBLIC TV	.000	.000	.	.002
	WATCHES COMMERCIAL TV	.000	.000	.002	.
	WATCHES CABLE TV	.117	.000	.000	.000
	USES INTERNET & ON-LINE SERVICES	.301	.662	.118	.856
N	LISTENS TO PUBLIC RADIO	7851	7352	7452	7409
	LISTENS TO COMMERCIAL RADIO	7352	7445	7072	7144
	WATCHES PUBLIC TV	7452	7072	7534	7338
	WATCHES COMMERCIAL TV	7409	7144	7338	7512
	WATCHES CABLE TV	5379	5181	5352	5358
	USES INTERNET & ON-LINE SERVICES	3508	3381	3343	3358

Correlations

		WATCHES CABLE TV	USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	-.021	.017
	LISTENS TO COMMERCIAL RADIO	.050**	.008
	WATCHES PUBLIC TV	.080**	-.027
	WATCHES COMMERCIAL TV	.255**	.003
	WATCHES CABLE TV	1.000	.136**
	USES INTERNET & ON-LINE SERVICES	.136**	1.000
	Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.117
LISTENS TO COMMERCIAL RADIO		.000	.662
WATCHES PUBLIC TV		.000	.118
WATCHES COMMERCIAL TV		.000	.856
WATCHES CABLE TV		.	.000
USES INTERNET & ON-LINE SERVICES		.000	.
N		LISTENS TO PUBLIC RADIO	5379
	LISTENS TO COMMERCIAL RADIO	5181	3381
	WATCHES PUBLIC TV	5352	3343
	WATCHES COMMERCIAL TV	5358	3358
	WATCHES CABLE TV	5472	2643
	USES INTERNET & ON-LINE SERVICES	2643	3544

** . Correlation is significant at the 0.01 level (2-tailed).

CROSSTABS

/TABLES=a162_cat by a163_cat to a167_cat
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= ROW COLUMN TOTAL ASRESID .

LISTENS TO PUBLIC RADIO * LISTENS TO COMMERCIAL RADIO

Crosstab

			LISTENS TO COMMERCIAL RADIO				Total
			Don't Use	Less	Same	More	
LISTENS TO PUBLIC RADIO	Don't Use	% within LISTENS TO PUBLIC RADIO	10.8%	16.1%	33.3%	39.8%	100.0%
		% within LISTENS TO COMMERCIAL RADIO	2.2%	.4%	1.2%	3.1%	1.2%
		% of Total	.1%	.2%	.4%	.5%	1.2%
		Adjusted Residual	2.1	-5.7	.0	6.6	
Less		% within LISTENS TO PUBLIC RADIO	7.0%	35.6%	20.6%	36.9%	100.0%
		% within LISTENS TO COMMERCIAL RADIO	9.7%	6.3%	4.9%	19.4%	8.0%
		% of Total	.6%	2.9%	1.6%	3.0%	8.0%
		Adjusted Residual	1.3	-5.2	-7.2	15.8	
Same		% within LISTENS TO PUBLIC RADIO	7.5%	27.6%	49.2%	15.7%	100.0%
		% within LISTENS TO COMMERCIAL RADIO	34.7%	16.2%	39.3%	27.7%	26.7%
		% of Total	2.0%	7.4%	13.2%	4.2%	26.7%
		Adjusted Residual	4.0	-19.3	17.8	.8	
More		% within LISTENS TO PUBLIC RADIO	4.8%	54.8%	28.6%	11.8%	100.0%
		% within LISTENS TO COMMERCIAL RADIO	53.4%	77.1%	54.7%	49.8%	64.1%
		% of Total	3.1%	35.1%	18.3%	7.6%	64.1%
		Adjusted Residual	-4.9	22.1	-12.4	-11.2	
Total		% within LISTENS TO PUBLIC RADIO	5.8%	45.5%	33.5%	15.2%	100.0%
		% within LISTENS TO COMMERCIAL RADIO	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	5.8%	45.5%	33.5%	15.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	792.866 ^a	9	.000
Likelihood Ratio	740.110	9	.000
Linear-by-Linear Association	260.460	1	.000
N of Valid Cases	7892		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.36.

LISTENS TO PUBLIC RADIO * WATCHES PUBLIC TV

Crosstab

			WATCHES PUBLIC TV				Total
			Don't Use	Less	Same	More	
LISTENS TO PUBLIC RADIO	Don't Use	% within LISTENS TO PUBLIC RADIO	26.7%	11.1%	34.4%	27.8%	100.0%
		% within WATCHES PUBLIC TV	6.0%	1.0%	1.1%	.7%	1.1%
		% of Total	.3%	.1%	.4%	.3%	1.1%
		Adjusted Residual	9.4	-5	-1	-3.7	
Less		% within LISTENS TO PUBLIC RADIO	4.6%	33.6%	31.2%	30.6%	100.0%
		% within WATCHES PUBLIC TV	7.2%	21.0%	7.2%	5.2%	8.0%
		% of Total	.4%	2.7%	2.5%	2.5%	8.0%
		Adjusted Residual	-6	16.3	-2.0	-8.7	
Same		% within LISTENS TO PUBLIC RADIO	4.3%	15.0%	46.3%	34.5%	100.0%
		% within WATCHES PUBLIC TV	22.4%	31.2%	35.3%	19.5%	26.7%
		% of Total	1.1%	4.0%	12.3%	9.2%	26.7%
		Adjusted Residual	-2.0	3.5	12.8	-13.7	
More		% within LISTENS TO PUBLIC RADIO	5.1%	9.3%	30.7%	54.9%	100.0%
		% within WATCHES PUBLIC TV	64.3%	46.8%	56.4%	74.7%	64.2%
		% of Total	3.3%	6.0%	19.7%	35.3%	64.2%
		Adjusted Residual	.1	-12.3	-10.6	18.4	
Total		% within LISTENS TO PUBLIC RADIO	5.1%	12.8%	34.9%	47.2%	100.0%
		% within WATCHES PUBLIC TV	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	5.1%	12.8%	34.9%	47.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	643.168 ^a	9	.000
Likelihood Ratio	543.958	9	.000
Linear-by-Linear Association	293.026	1	.000
N of Valid Cases	7918		

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.56.

LISTENS TO PUBLIC RADIO * WATCHES COMMERCIAL TV

Crosstab

			WATCHES COMMERCIAL TV				Total
			Don't Use	Less	Same	More	
LISTENS TO PUBLIC RADIO	Don't Use	% within LISTENS TO PUBLIC RADIO	5.4%	26.1%	43.5%	25.0%	100.0%
		% within WATCHES COMMERCIAL TV	1.3%	.7%	1.3%	2.7%	1.2%
		% of Total	.1%	.3%	.5%	.3%	1.2%
		Adjusted Residual	.3	-3.9	1.0	4.4	
Less		% within LISTENS TO PUBLIC RADIO	5.1%	42.4%	36.1%	16.5%	100.0%
		% within WATCHES COMMERCIAL TV	8.5%	7.4%	7.5%	12.3%	8.0%
		% of Total	.4%	3.4%	2.9%	1.3%	8.0%
		Adjusted Residual	.4	-1.9	-1.2	4.8	
Same		% within LISTENS TO PUBLIC RADIO	4.5%	37.0%	45.3%	13.2%	100.0%
		% within WATCHES COMMERCIAL TV	25.0%	21.5%	31.6%	32.9%	26.8%
		% of Total	1.2%	9.9%	12.1%	3.5%	26.8%
		Adjusted Residual	-.8	-9.7	7.6	4.3	
More		% within LISTENS TO PUBLIC RADIO	4.9%	50.7%	35.7%	8.7%	100.0%
		% within WATCHES COMMERCIAL TV	65.2%	70.4%	59.6%	52.1%	64.0%
		% of Total	3.1%	32.5%	22.9%	5.6%	64.0%
		Adjusted Residual	.5	10.9	-6.5	-7.7	
Total		% within LISTENS TO PUBLIC RADIO	4.8%	46.1%	38.4%	10.8%	100.0%
		% within WATCHES COMMERCIAL TV	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	4.8%	46.1%	38.4%	10.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	175.679 ^a	9	.000
Likelihood Ratio	171.041	9	.000
Linear-by-Linear Association	99.740	1	.000
N of Valid Cases	7872		

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.39.

LISTENS TO PUBLIC RADIO * WATCHES CABLE TV

Crosstab

			WATCHES CABLE TV				Total
			Don't Use	Less	Same	More	
LISTENS TO PUBLIC RADIO	Don't Use	% within LISTENS TO PUBLIC RADIO	20.2%	5.3%	29.8%	44.7%	100.0%
		% within WATCHES CABLE TV	.8%	.5%	1.8%	1.4%	1.2%
		% of Total	.2%	.1%	.4%	.5%	1.2%
		Adjusted Residual	-2.2	-2.0	2.5	1.4	
Less		% within LISTENS TO PUBLIC RADIO	31.3%	14.4%	13.4%	41.0%	100.0%
		% within WATCHES CABLE TV	8.1%	9.4%	5.5%	8.7%	8.0%
		% of Total	2.5%	1.1%	1.1%	3.3%	8.0%
		Adjusted Residual	.3	1.8	-4.1	1.8	
Same		% within LISTENS TO PUBLIC RADIO	29.3%	10.5%	22.9%	37.2%	100.0%
		% within WATCHES CABLE TV	25.5%	23.1%	31.2%	26.4%	26.7%
		% of Total	7.8%	2.8%	6.1%	9.9%	26.7%
		Adjusted Residual	-1.6	-2.7	4.5	-.4	
More		% within LISTENS TO PUBLIC RADIO	31.4%	12.7%	18.8%	37.2%	100.0%
		% within WATCHES CABLE TV	65.6%	67.0%	61.5%	63.5%	64.2%
		% of Total	20.1%	8.1%	12.0%	23.9%	64.2%
		Adjusted Residual	1.8	1.9	-2.4	-1.0	
Total		% within LISTENS TO PUBLIC RADIO	30.7%	12.2%	19.6%	37.6%	100.0%
		% within WATCHES CABLE TV	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	30.7%	12.2%	19.6%	37.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.743 ^a	9	.000
Likelihood Ratio	53.366	9	.000
Linear-by-Linear Association	5.517	1	.019
N of Valid Cases	7869		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.43.

LISTENS TO PUBLIC RADIO * USES INTERNET & ON-LINE SERVICES

Crosstab

			USES INTERNET & ON-LINE SERVICES				Total
			Don't Use	Less	Same	More	
LISTENS TO PUBLIC RADIO	Don't Use	% within LISTENS TO PUBLIC RADIO	63.4%	3.2%	5.4%	28.0%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	1.4%	1.1%	1.3%	.9%	1.2%
		% of Total	.8%	.0%	.1%	.3%	1.2%
		Adjusted Residual	1.7	-.2	.2	-1.8	
	Less	% within LISTENS TO PUBLIC RADIO	61.0%	3.5%	3.9%	31.6%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	8.9%	7.7%	6.3%	6.8%	8.0%
		% of Total	4.9%	.3%	.3%	2.5%	8.0%
		Adjusted Residual	3.4	-.1	-1.3	-2.9	
	Same	% within LISTENS TO PUBLIC RADIO	57.5%	3.6%	5.3%	33.5%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	28.1%	26.4%	29.0%	24.2%	26.7%
		% of Total	15.3%	1.0%	1.4%	8.9%	26.7%
		Adjusted Residual	3.2	-.1	1.0	-3.7	
More	% within LISTENS TO PUBLIC RADIO	52.3%	3.7%	4.9%	39.1%	100.0%	
	% within USES INTERNET & ON-LINE SERVICES	61.6%	64.8%	63.4%	68.0%	64.2%	
	% of Total	33.6%	2.4%	3.1%	25.1%	64.2%	
	Adjusted Residual	-5.2	.2	-.3	5.5		
Total	% within LISTENS TO PUBLIC RADIO	54.5%	3.6%	4.9%	36.9%	100.0%	
	% within USES INTERNET & ON-LINE SERVICES	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	54.5%	3.6%	4.9%	36.9%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.323 ^a	9	.000
Likelihood Ratio	36.676	9	.000
Linear-by-Linear Association	32.345	1	.000
N of Valid Cases	7794		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 3.39.

TITLE "PART 2: DEMOGRAPHICS, UTILIGRAPHICS, VALS, SUPPORT".

CROSSTABS

/TABLES=a020 a022 a025 a029 to a031 a096 a042 cat_cls to cat_oth
 current a161 BY a162_cat
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= ROW COLUMN TOTAL ASRESID .

SEX * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
SEX	Male	% within SEX	1.0%	7.9%	28.4%	62.7%	100.0%
		% within LISTENS TO PUBLIC RADIO	41.5%	49.2%	52.9%	48.6%	49.7%
		% of Total	.5%	3.9%	14.1%	31.2%	49.7%
	Female	% within SEX	1.4%	8.1%	24.9%	65.6%	100.0%
		% within LISTENS TO PUBLIC RADIO	58.5%	50.8%	47.1%	51.4%	50.3%
		% of Total	.7%	4.1%	12.5%	33.0%	50.3%
Total	% within SEX	1.2%	8.0%	26.6%	64.2%	100.0%	
	% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.2%	8.0%	26.6%	64.2%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.950 ^a	3	.003
Likelihood Ratio	13.967	3	.003
Linear-by-Linear Association	1.601	1	.206
N of Valid Cases	7946		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 46.70.

SEX/AGE COHORT * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
SEX/ AGE COH ORT	Male Born 1975-1984 (Age 12-21)	% within SEX/AGE COHORT	5.7%	15.3%	25.5%	53.5%	100.0%
		% within LISTENS TO PUBLIC RADIO	9.7%	3.8%	1.9%	1.6%	2.0%
		% of Total	.1%	.3%	.5%	1.1%	2.0%
		Adjusted Residual	5.4	3.4	-.3	-2.8	
	Male Born 1965-1974 (Age 22-31)	% within SEX/AGE COHORT	1.2%	6.7%	21.5%	70.7%	100.0%
		% within LISTENS TO PUBLIC RADIO	5.4%	4.6%	4.4%	6.0%	5.4%
		% of Total	.1%	.4%	1.2%	3.9%	5.4%
		Adjusted Residual	.0	-1.0	-2.5	2.9	
	Male Born 1955-1964 (Age 32-41)	% within SEX/AGE COHORT	.9%	7.8%	26.6%	64.7%	100.0%
		% within LISTENS TO PUBLIC RADIO	7.5%	9.5%	9.7%	9.8%	9.7%
		% of Total	.1%	.8%	2.6%	6.3%	9.7%
		Adjusted Residual	-.7	-.2	.0	.3	
	Male Born 1945-1954 (Age 42-51)	% within SEX/AGE COHORT	.4%	8.1%	27.9%	63.5%	100.0%
		% within LISTENS TO PUBLIC RADIO	4.3%	12.7%	13.0%	12.3%	12.4%
		% of Total	.1%	1.0%	3.5%	7.9%	12.4%
		Adjusted Residual	-2.4	.2	1.0	-.5	

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
SEX/ AGE COH ORT	Male Born 1935-1944 (Age 52-61)	% within SEX/AGE COHORT	.4%	6.3%	29.8%	63.4%	100.0%
		% within LISTENS TO PUBLIC RADIO	3.2%	7.0%	9.8%	8.7%	8.8%
		% of Total Adjusted Residual	.0%	.6%	2.6%	5.6%	8.8%
			-1.9	-1.7	2.0	-.5	
Male Born 1925-1934 (Age 62-71)		% within SEX/AGE COHORT	1.1%	6.8%	31.2%	60.9%	100.0%
		% within LISTENS TO PUBLIC RADIO	7.5%	6.6%	9.2%	7.4%	7.8%
		% of Total Adjusted Residual	.1%	.5%	2.4%	4.8%	7.8%
			-.1	-1.2	2.7	-1.8	
Male Born Before 1925 (Age 72+)		% within SEX/AGE COHORT	1.4%	11.4%	37.4%	49.8%	100.0%
		% within LISTENS TO PUBLIC RADIO	4.3%	5.1%	5.0%	2.7%	3.5%
		% of Total Adjusted Residual	.1%	.4%	1.3%	1.8%	3.5%
			.4	2.2	4.1	-5.1	
Female Born 1975-1984 (Age 12-21)		% within SEX/AGE COHORT	4.4%	11.5%	23.5%	60.7%	100.0%
		% within LISTENS TO PUBLIC RADIO	8.6%	3.3%	2.0%	2.2%	2.3%
		% of Total Adjusted Residual	.1%	.3%	.5%	1.4%	2.3%
			4.1	1.8	-1.0	-1.0	
Female Born 1965-1974 (Age 22-31)		% within SEX/AGE COHORT	2.2%	3.5%	17.7%	76.6%	100.0%
		% within LISTENS TO PUBLIC RADIO	10.8%	2.5%	3.8%	6.9%	5.8%
		% of Total Adjusted Residual	.1%	.2%	1.0%	4.4%	5.8%
			2.1	-3.6	-4.5	5.7	

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
SEX/ AGE COH ORT	Female Born 1955-1964 (Age 32-41)	% within SEX/AGE COHORT	1.1%	8.2%	21.3%	69.4%	100.0%
		% within LISTENS TO PUBLIC RADIO	9.7%	10.6%	8.2%	11.1%	10.3%
		% of Total Adjusted Residual	.1% -.2	.8% .3	2.2% -3.6	7.1% 3.2	10.3%
	Female Born 1945-1954 (Age 42-51)	% within SEX/AGE COHORT	.5%	8.5%	25.0%	66.0%	100.0%
		% within LISTENS TO PUBLIC RADIO	5.4%	12.8%	11.3%	12.3%	12.0%
		% of Total Adjusted Residual	.1% -2.0	1.0% .6	3.0% -1.2	7.9% 1.2	12.0%
	Female Born 1935-1944 (Age 52-61)	% within SEX/AGE COHORT	.6%	6.9%	26.3%	66.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	4.3%	7.0%	8.0%	8.3%	8.1%
		% of Total Adjusted Residual	.1% -1.3	.6% -1.1	2.1% -.2	5.3% 1.1	8.1%
	Female Born 1925-1934 (Age 62-71)	% within SEX/AGE COHORT	1.3%	10.1%	29.3%	59.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	8.6%	9.7%	8.4%	7.0%	7.6%
		% of Total Adjusted Residual	.1% .4	.8% 2.0	2.2% 1.5	4.5% -2.6	7.6%

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
SEX/AGE COHORT	Female Born Before 1925 (Age 72+)	% within SEX/AGE COHORT	2.9%	9.1%	33.8%	54.1%	100.0%
		% within LISTENS TO PUBLIC RADIO	10.8%	4.9%	5.4%	3.6%	4.3%
		% of Total	.1%	.4%	1.4%	2.3%	4.3%
		Adjusted Residual	3.1	.8	3.0	-4.0	
Total		% within SEX/AGE COHORT	1.2%	8.0%	26.7%	64.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.2%	8.0%	26.7%	64.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	206.142 ^a	39	.000
Likelihood Ratio	187.380	39	.000
Linear-by-Linear Association	.376	1	.540
N of Valid Cases	7946		

a. 4 cells (7.1%) have expected count less than 5. The minimum expected count is 1.84.

Employment Status * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Employment Status	Employed Woman	% within Employment Status	.8%	7.7%	27.3%	64.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	25.5%	37.0%	39.0%	38.2%	38.1%
		% of Total	.3%	2.9%	10.4%	24.5%	38.1%
		Adjusted Residual	-2.5	-.6	1.0	.0	
Retired (60+)		% within Employment Status	1.0%	7.1%	21.7%	70.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	26.6%	28.6%	26.0%	35.1%	32.0%
		% of Total	.3%	2.3%	6.9%	22.5%	32.0%
		Adjusted Residual	-1.1	-1.9	-6.9	7.7	
Unemployed (12-59)		% within Employment Status	1.6%	9.4%	33.8%	55.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	24.5%	21.2%	22.8%	15.4%	17.9%
		% of Total	.3%	1.7%	6.1%	9.9%	17.9%
		Adjusted Residual	1.7	2.2	6.8	-7.9	
4		% within Employment Status	2.3%	8.9%	27.3%	61.4%	100.0%
		% within LISTENS TO PUBLIC RADIO	23.4%	13.3%	12.2%	11.4%	11.9%
		% of Total	.3%	1.1%	3.2%	7.3%	11.9%
		Adjusted Residual	3.5	1.1	.5	-1.9	
Total		% within Employment Status	1.2%	8.0%	26.6%	64.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.2%	8.0%	26.6%	64.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	110.597 ^a	9	.000
Likelihood Ratio	108.408	9	.000
Linear-by-Linear Association	23.923	1	.000
N of Valid Cases	7945		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.17.

Race/Ethnicity * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Race/Ethnicity	Hispanic/Latino	% within Race/Ethnicity	2.9%	5.1%	27.5%	64.5%	100.0%
		% within LISTENS TO PUBLIC RADIO	4.5%	1.1%	1.8%	1.8%	1.8%
		% of Total	.1%	.1%	.5%	1.2%	1.8%
		Adjusted Residual	1.9	-1.3	.2	.1	
	Black/African American	% within Race/Ethnicity	1.1%	6.7%	28.5%	63.7%	100.0%
		% within LISTENS TO PUBLIC RADIO	4.5%	3.9%	5.0%	4.6%	4.7%
		% of Total	.1%	.3%	1.3%	3.0%	4.7%
		Adjusted Residual	-.1	-.9	.7	-.1	
	Asian/Pacific Islander	% within Race/Ethnicity	1.8%	13.8%	31.1%	53.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	3.4%	3.7%	2.5%	1.8%	2.2%
		% of Total	.0%	.3%	.7%	1.2%	2.2%
		Adjusted Residual	.8	2.8	1.3	-2.9	
	White/Caucasian	% within Race/Ethnicity	1.1%	7.9%	26.7%	64.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	84.1%	87.2%	87.9%	88.9%	88.4%
		% of Total	1.0%	7.0%	23.6%	56.9%	88.4%
		Adjusted Residual	-1.3	-1.0	-.9	1.7	
	Native American/Indian	% within Race/Ethnicity	.0%	10.0%	43.3%	46.7%	100.0%
		% within LISTENS TO PUBLIC RADIO	.0%	.5%	.6%	.3%	.4%
		% of Total	.0%	.0%	.2%	.2%	.4%
		Adjusted Residual	-.6	.4	2.0	-2.0	

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Race/Ethnicity	Mixed/Other	% within Race/Ethnicity	1.5%	11.3%	22.7%	64.4%	100.0%
		% within LISTENS TO PUBLIC RADIO	3.4%	3.6%	2.1%	2.5%	2.5%
		% of Total	.0%	.3%	.6%	1.6%	2.5%
		Adjusted Residual	.5	1.7	-1.3	.1	
Total		% within Race/Ethnicity	1.1%	8.0%	26.8%	64.0%	100.0%
		% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.1%	8.0%	26.8%	64.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.665 ^a	15	.024
Likelihood Ratio	25.357	15	.045
Linear-by-Linear Association	.005	1	.941
N of Valid Cases	7672		

a. 6 cells (25.0%) have expected count less than 5. The minimum expected count is .34.

Education * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Education	Grade 8 or less	% within Education	5.3%	8.0%	34.5%	52.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	6.7%	1.4%	1.9%	1.2%	1.5%
		% of Total	.1%	.1%	.5%	.8%	1.5%
		Adjusted Residual	4.2	.0	1.9	-2.7	
	Grades 9-11 years	% within Education	6.5%	13.6%	26.6%	53.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	14.4%	4.3%	2.5%	2.1%	2.6%
		% of Total	.2%	.3%	.7%	1.4%	2.6%
		Adjusted Residual	7.2	2.9	.0	-3.2	
	Graduated High School	% within Education	2.4%	8.7%	33.9%	55.0%	100.0%
		% within LISTENS TO PUBLIC RADIO	23.3%	12.5%	14.6%	9.8%	11.5%
		% of Total	.3%	1.0%	3.9%	6.3%	11.5%
		Adjusted Residual	3.5	.9	5.2	-6.0	
	1-3 years of college	% within Education	.9%	8.0%	26.3%	64.8%	100.0%
		% within LISTENS TO PUBLIC RADIO	16.7%	21.8%	21.6%	22.1%	21.9%
		% of Total	.2%	1.7%	5.8%	14.2%	21.9%
		Adjusted Residual	-1.2	.0	-.4	.7	
	College degree (4 years)	% within Education	.5%	6.5%	26.7%	66.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	10.0%	17.7%	21.7%	22.4%	21.7%
		% of Total	.1%	1.4%	5.8%	14.4%	21.7%
		Adjusted Residual	-2.7	-2.6	.0	2.0	

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Education	Some graduate credits	% within Education	1.1%	8.3%	23.4%	67.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	12.2%	13.2%	11.2%	13.4%	12.8%
		% of Total Adjusted Residual	.1%	1.1%	3.0%	8.6%	12.8%
	Advanced degree (MA, MD, PhD)	% within Education	.7%	8.3%	25.2%	65.9%	100.0%
		% within LISTENS TO PUBLIC RADIO	16.7%	29.1%	26.5%	28.9%	28.1%
		% of Total Adjusted Residual	.2%	2.3%	7.1%	18.5%	28.1%
Total	% within Education	1.2%	8.0%	26.7%	64.1%	100.0%	
	% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.2%	8.0%	26.7%	64.1%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	149.759 ^a	18	.000
Likelihood Ratio	113.953	18	.000
Linear-by-Linear Association	38.818	1	.000
N of Valid Cases	7781		

a. 2 cells (7.1%) have expected count less than 5. The minimum expected count is 1.31.

Household Income * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Household Income	Less than \$10,000	% within Household Income	2.2%	8.9%	24.5%	64.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	10.1%	5.0%	4.2%	4.4%	4.5%
		% of Total Adjusted Residual	.1%	.4%	1.1%	2.9%	4.5%
			2.3	.7	-.8	-.2	
	\$10,000 to \$14,999	% within Household Income	2.3%	7.2%	26.8%	63.8%	100.0%
		% within LISTENS TO PUBLIC RADIO	8.7%	3.4%	3.8%	3.7%	3.8%
		% of Total Adjusted Residual	.1%	.3%	1.0%	2.4%	3.8%
			2.2	-.5	.2	-.3	
	\$15,000 to \$19,999	% within Household Income	.6%	9.1%	25.9%	64.4%	100.0%
		% within LISTENS TO PUBLIC RADIO	2.9%	5.0%	4.3%	4.4%	4.4%
		% of Total Adjusted Residual	.0%	.4%	1.1%	2.8%	4.4%
			-.6	.8	-.2	-.1	
	\$20,000 to \$24,999	% within Household Income	.5%	12.0%	31.3%	56.1%	100.0%
		% within LISTENS TO PUBLIC RADIO	2.9%	7.9%	6.2%	4.5%	5.2%
		% of Total Adjusted Residual	.0%	.6%	1.6%	2.9%	5.2%
			-.9	3.0	2.2	-3.6	

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Household Income	\$25,000 to \$29,999	% within Household Income	1.2%	8.9%	24.5%	65.4%	100.0%
		% within LISTENS TO PUBLIC RADIO	7.2%	6.7%	5.5%	6.0%	5.9%
		% of Total Adjusted Residual	.1% .5	.5% .8	1.5% -.9	3.9% .3	5.9%
	\$30,000 to \$39,999	% within Household Income	1.5%	7.1%	27.4%	64.0%	100.0%
		% within LISTENS TO PUBLIC RADIO	18.8%	10.8%	12.5%	11.9%	12.1%
		% of Total Adjusted Residual	.2% 1.7	.9% -1.0	3.3% .7	7.7% -.5	12.1%
	\$40,000 to \$49,999	% within Household Income	1.3%	8.3%	27.8%	62.6%	100.0%
		% within LISTENS TO PUBLIC RADIO	17.4%	13.7%	13.8%	12.7%	13.1%
		% of Total Adjusted Residual	.2% 1.1	1.1% .4	3.6% 1.1	8.2% -1.5	13.1%
	\$50,000 to \$74,999	% within Household Income	.6%	7.1%	25.5%	66.9%	100.0%
		% within LISTENS TO PUBLIC RADIO	13.0%	20.7%	22.2%	23.7%	23.0%
		% of Total Adjusted Residual	.1% -2.0	1.6% -1.3	5.8% -.9	15.4% 2.0	23.0%
	\$75,000 to \$99,999	% within Household Income	.9%	7.4%	24.7%	67.0%	100.0%
		% within LISTENS TO PUBLIC RADIO	11.6%	12.1%	12.0%	13.3%	12.9%
		% of Total Adjusted Residual	.1% -.3	1.0% -.6	3.2% -1.2	8.6% 1.5	12.9%

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Household Income	\$100,000 to \$199,999	% within Household Income	.6%	7.2%	26.9%	65.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	7.2%	11.7%	13.1%	12.9%	12.8%
		% of Total Adjusted Residual	.1%	.9%	3.4%	8.4%	12.8%
	\$200,000 or more	% within Household Income	.0%	9.9%	25.0%	65.1%	100.0%
		% within LISTENS TO PUBLIC RADIO	.0%	3.1%	2.3%	2.5%	2.4%
		% of Total Adjusted Residual	.0%	.2%	.6%	1.6%	2.4%
Total		% within Household Income	1.0%	7.9%	26.3%	64.8%	100.0%
		% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.0%	7.9%	26.3%	64.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.917 ^a	30	.020
Likelihood Ratio	46.558	30	.027
Linear-by-Linear Association	9.323	1	.002
N of Valid Cases	7029		

a. 6 cells (13.6%) have expected count less than 5. The minimum expected count is 1.69.

Primary VALS 2 Type * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Primary VALS 2 Type	No VALS 2 Type assigned	% within Primary VALS 2 Type	2.2%	8.6%	26.7%	62.6%	100.0%
		% within LISTENS TO PUBLIC RADIO	9.8%	5.5%	5.1%	5.0%	5.1%
		% of Total	.1%	.4%	1.4%	3.2%	5.1%
		Adjusted Residual	2.0	.4	.0	-.7	
Actualizer		% within Primary VALS 2 Type	.2%	6.9%	22.3%	70.6%	100.0%
		% within LISTENS TO PUBLIC RADIO	6.5%	29.9%	28.8%	37.9%	34.5%
		% of Total	.1%	2.4%	7.7%	24.3%	34.5%
		Adjusted Residual	-5.7	-2.5	-6.4	8.6	
Fulfilled		% within Primary VALS 2 Type	.9%	7.4%	27.3%	64.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	23.9%	27.9%	30.8%	30.1%	30.1%
		% of Total	.3%	2.2%	8.2%	19.3%	30.1%
		Adjusted Residual	-1.3	-1.3	.9	.2	
Believer		% within Primary VALS 2 Type	2.1%	11.0%	38.3%	48.6%	100.0%
		% within LISTENS TO PUBLIC RADIO	10.9%	8.3%	8.7%	4.6%	6.1%
		% of Total	.1%	.7%	2.3%	2.9%	6.1%
		Adjusted Residual	1.9	2.5	5.9	-7.3	

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Primary VALS 2 Type	Achiever	% within Primary VALS 2 Type	1.2%	9.0%	31.1%	58.8%	100.0%
		% within LISTENS TO PUBLIC RADIO	7.6%	8.5%	8.8%	6.9%	7.6%
		% of Total	.1%	.7%	2.4%	4.5%	7.6%
		Adjusted Residual	.0	.9	2.5	-2.9	
Striver	Striver	% within Primary VALS 2 Type	.7%	8.8%	30.0%	60.5%	100.0%
		% within LISTENS TO PUBLIC RADIO	3.3%	6.0%	6.1%	5.1%	5.4%
		% of Total	.0%	.5%	1.6%	3.3%	5.4%
		Adjusted Residual	-.9	.7	1.6	-1.7	
Experiencer	Experiencer	% within Primary VALS 2 Type	5.0%	8.8%	26.2%	59.9%	100.0%
		% within LISTENS TO PUBLIC RADIO	19.6%	5.0%	4.5%	4.3%	4.6%
		% of Total	.2%	.4%	1.2%	2.7%	4.6%
		Adjusted Residual	6.9	.6	-.2	-1.7	
Maker	Maker	% within Primary VALS 2 Type	1.5%	8.5%	22.2%	67.8%	100.0%
		% within LISTENS TO PUBLIC RADIO	5.4%	4.4%	3.4%	4.4%	4.1%
		% of Total	.1%	.4%	.9%	2.8%	4.1%
		Adjusted Residual	.6	.4	-1.9	1.4	

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Primary VALS 2 Type	Struggler	% within Primary VALS 2 Type	5.9%	13.8%	37.9%	42.4%	100.0%
		% within LISTENS TO PUBLIC RADIO	13.0%	4.4%	3.6%	1.7%	2.6%
		% of Total	.2%	.4%	1.0%	1.1%	2.6%
		Adjusted Residual	6.4	3.1	3.7	-6.6	
Total		% within Primary VALS 2 Type	1.2%	8.0%	26.7%	64.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.2%	8.0%	26.7%	64.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	254.912 ^a	24	.000
Likelihood Ratio	222.092	24	.000
Linear-by-Linear Association	73.760	1	.000
N of Valid Cases	7946		

a. 5 cells (13.9%) have expected count less than 5. The minimum expected count is 2.35.

Core or Fringe Listener to Public Radio * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Core or Fringe Listener to Public Radio	Fringe	% within Core or Fringe Listener to Public Radio	1.9%	10.2%	29.3%	58.7%	100.0%
		% within LISTENS TO PUBLIC RADIO	83.0%	66.6%	57.5%	47.8%	52.3%
		% of Total	1.0%	5.3%	15.3%	30.7%	52.3%
		Adjusted Residual	6.0	7.5	5.6	-10.8	
Core (Station used more than any other)	Core	% within Core or Fringe Listener to Public Radio	.4%	5.7%	23.9%	70.0%	100.0%
		% within LISTENS TO PUBLIC RADIO	17.0%	32.0%	40.2%	48.9%	44.9%
		% of Total	.2%	2.6%	10.7%	31.4%	44.9%
		Adjusted Residual	-5.5	-6.8	-5.0	9.7	
Meta-Core (A042 only) (Multiple pub stns used more than sing	Meta-Core	% within Core or Fringe Listener to Public Radio	.0%	4.0%	20.8%	75.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	.0%	1.4%	2.2%	3.3%	2.8%
		% of Total	.0%	.1%	.6%	2.1%	2.8%
		Adjusted Residual	-1.7	-2.2	-2.0	3.5	
Total	Total	% within Core or Fringe Listener to Public Radio	1.2%	8.0%	26.6%	64.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.2%	8.0%	26.6%	64.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	155.095 ^a	6	.000
Likelihood Ratio	162.025	6	.000
Linear-by-Linear Association	149.421	1	.000
N of Valid Cases	7946		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 2.67.

Classical Listener * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Classical Listener	No	% within Classical Listener	1.2%	7.9%	28.8%	62.0%	100.0%
		% within LISTENS TO PUBLIC RADIO	30.9%	28.3%	29.1%	27.9%	28.3%
		% of Total	.4%	2.2%	8.1%	17.5%	28.3%
		Adjusted Residual	.4	.0	.8	-.9	
	Yes	% within Classical Listener	1.1%	7.9%	27.6%	63.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	69.1%	71.7%	70.9%	72.1%	71.7%
		% of Total	.8%	5.7%	19.8%	45.4%	71.7%
		Adjusted Residual	-.4	.0	-.8	.9	
Total	% within Classical Listener	1.1%	7.9%	28.0%	63.0%	100.0%	
	% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.1%	7.9%	28.0%	63.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.929 ^a	3	.818
Likelihood Ratio	.924	3	.820
Linear-by-Linear Association	.540	1	.462
N of Valid Cases	4850		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.56.

Jazz Listener * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Jazz Listener	No	% within Jazz Listener	1.6%	9.3%	25.6%	63.5%	100.0%
		% within LISTENS TO PUBLIC RADIO	46.8%	55.1%	45.4%	44.3%	45.4%
		% of Total	.7%	4.2%	11.6%	28.8%	45.4%
		Adjusted Residual	.2	3.0	.0	-1.7	
	Yes	% within Jazz Listener	1.6%	6.4%	25.6%	66.5%	100.0%
		% within LISTENS TO PUBLIC RADIO	53.2%	44.9%	54.6%	55.7%	54.6%
		% of Total	.8%	3.5%	14.0%	36.3%	54.6%
		Adjusted Residual	-.2	-3.0	.0	1.7	
Total	% within Jazz Listener	1.6%	7.7%	25.6%	65.1%	100.0%	
	% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.6%	7.7%	25.6%	65.1%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.546 ^a	3	.023
Likelihood Ratio	9.501	3	.023
Linear-by-Linear Association	5.655	1	.017
N of Valid Cases	2944		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.36.

Other Music Listener * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Other Music Listener	No	% within Other Music Listener	1.6%	9.1%	26.2%	63.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	47.9%	50.0%	47.9%	44.6%	45.9%
		% of Total	.7%	4.2%	12.0%	29.0%	45.9%
	Yes	% within Other Music Listener	1.4%	7.7%	24.2%	66.7%	100.0%
		% within LISTENS TO PUBLIC RADIO	52.1%	50.0%	52.1%	55.4%	54.1%
		% of Total	.8%	4.2%	13.1%	36.1%	54.1%
Total	% within Other Music Listener	1.5%	8.3%	25.1%	65.1%	100.0%	
	% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.5%	8.3%	25.1%	65.1%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.605 ^a	3	.203
Likelihood Ratio	4.599	3	.204
Linear-by-Linear Association	4.082	1	.043
N of Valid Cases	3214		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.04.

News Listener * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
News Listener	No	% within News Listener	2.2%	11.2%	31.1%	55.5%	100.0%
		% within LISTENS TO PUBLIC RADIO	49.2%	33.5%	26.9%	18.7%	22.2%
		% of Total	.5%	2.5%	6.9%	12.3%	22.2%
	Yes	% within News Listener	.6%	6.3%	24.1%	68.9%	100.0%
		% within LISTENS TO PUBLIC RADIO	50.8%	66.5%	73.1%	81.3%	77.8%
		% of Total	.5%	4.9%	18.8%	53.6%	77.8%
Total	% within News Listener	1.0%	7.4%	25.7%	66.0%	100.0%	
	% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.0%	7.4%	25.7%	66.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	106.191 ^a	3	.000
Likelihood Ratio	99.057	3	.000
Linear-by-Linear Association	104.363	1	.000
N of Valid Cases	6015		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.08.

Entertainment Listener * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Entertainment Listener	No	% within Entertainment Listener	.9%	9.5%	27.0%	62.6%	100.0%
		% within LISTENS TO PUBLIC RADIO	63.6%	63.6%	48.8%	44.5%	47.1%
		% of Total	.4%	4.5%	12.7%	29.5%	47.1%
		Adjusted Residual	1.6	5.3	1.2	-4.2	
	Yes	% within Entertainment Listener	.5%	4.9%	25.2%	69.5%	100.0%
		% within LISTENS TO PUBLIC RADIO	36.4%	36.4%	51.2%	55.5%	52.9%
		% of Total	.2%	2.6%	13.3%	36.8%	52.9%
		Adjusted Residual	-1.6	-5.3	-1.2	4.2	
Total		% within Entertainment Listener	.7%	7.1%	26.0%	66.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	.7%	7.1%	26.0%	66.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.225 ^a	3	.000
Likelihood Ratio	35.393	3	.000
Linear-by-Linear Association	30.451	1	.000
N of Valid Cases	3342		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.35.

Other Stuff Listener * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Other Stuff Listener	No	% within Other Stuff Listener	2.1%	9.8%	30.0%	58.1%	100.0%
		% within LISTENS TO PUBLIC RADIO	70.8%	57.0%	50.2%	37.9%	42.9%
		% of Total	.9%	4.2%	12.9%	24.9%	42.9%
	Yes	% within Other Stuff Listener	.6%	5.6%	22.4%	71.4%	100.0%
		% within LISTENS TO PUBLIC RADIO	29.2%	43.0%	49.8%	62.1%	57.1%
		% of Total	.4%	3.2%	12.8%	40.8%	57.1%
Total	% within Other Stuff Listener	1.2%	7.4%	25.7%	65.7%	100.0%	
	% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.2%	7.4%	25.7%	65.7%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	115.997 ^a	3	.000
Likelihood Ratio	115.659	3	.000
Linear-by-Linear Association	113.878	1	.000
N of Valid Cases	5227		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.87.

Reconciled Current Givers * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Reconciled Current Givers	Not Current	% within Reconciled Current Givers	1.5%	9.7%	28.3%	60.5%	100.0%
		% within LISTENS TO PUBLIC RADIO	88.2%	83.5%	72.6%	65.0%	68.8%
		% of Total	1.1%	6.7%	19.5%	41.6%	68.8%
		Adjusted Residual	4.1	8.2	4.4	-9.6	
	Current	% within Reconciled Current Givers	.5%	4.2%	23.5%	71.8%	100.0%
		% within LISTENS TO PUBLIC RADIO	11.8%	16.5%	27.4%	35.0%	31.2%
		% of Total	.1%	1.3%	7.3%	22.4%	31.2%
		Adjusted Residual	-4.1	-8.2	-4.4	9.6	
Total	% within Reconciled Current Givers	1.2%	8.0%	26.8%	64.0%	100.0%	
	% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.2%	8.0%	26.8%	64.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	126.353 ^a	3	.000
Likelihood Ratio	136.833	3	.000
Linear-by-Linear Association	124.797	1	.000
N of Valid Cases	7767		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.02.

Public Television Support by Household in the last two years * LISTENS TO PUBLIC RADIO

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Public Television Support by Household in the last two years	Yes	% within Public Television Support by Household in the last two years	.3%	5.7%	24.8%	69.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	11.7%	30.5%	39.8%	46.0%	42.7%
		% of Total Adjusted Residual	.1%	2.4%	10.6%	29.5%	42.7%
	No	% within Public Television Support by Household in the last two years	1.9%	9.9%	27.8%	60.3%	100.0%
		% within LISTENS TO PUBLIC RADIO	78.7%	60.8%	50.9%	45.9%	48.8%
		% of Total Adjusted Residual	.9%	4.8%	13.6%	29.4%	48.8%
	Don't Know	% within Public Television Support by Household in the last two years	.0%	.0%	.0%	100.0%	100.0%
% within LISTENS TO PUBLIC RADIO		.0%	.0%	.0%	.0%	.0%	
% of Total Adjusted Residual		.0%	.0%	.0%	.0%	.0%	

Crosstab

			LISTENS TO PUBLIC RADIO				Total
			Don't Use	Less	Same	More	
Public Television Support by Household in the last two years	8	% within Public Television Support by Household in the last two years	2.0%	6.6%	24.5%	66.9%	100.0%
		% within LISTENS TO PUBLIC RADIO	3.2%	1.6%	1.7%	2.0%	1.9%
		% of Total Adjusted Residual	.0% .9	.1% -.6	.5% -.6	1.3% .7	1.9%
9		% within Public Television Support by Household in the last two years	1.1%	8.6%	30.5%	59.8%	100.0%
		% within LISTENS TO PUBLIC RADIO	6.4%	7.1%	7.6%	6.2%	6.6%
		% of Total Adjusted Residual	.1% -.1	.6% .5	2.0% 2.1	4.0% -2.2	6.6%
Total		% within Public Television Support by Household in the last two years	1.2%	8.0%	26.6%	64.2%	100.0%
		% within LISTENS TO PUBLIC RADIO	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	1.2%	8.0%	26.6%	64.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	114.206 ^a	12	.000
Likelihood Ratio	121.253	12	.000
Linear-by-Linear Association	12.939	1	.000
N of Valid Cases	7944		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is .01.

MEANS

TABLES=a021 income a038 a046 a048 a054 a060 a066 a072 a084 BY a162_cat
 /CELLS MEAN COUNT
 /STATISTICS ANOVA .

Report

LISTENS TO PUBLIC RADIO		AGE	INCOME	Years Listening to Station A	Number of Public Stations Used Across the Week	Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	Time Spent Listening to Public Radio (QHs/week)-Total	Time Spent Listening to the Radio (QHs/week)-Total
Don't Use	Mean	44.43	48.3689	5.29	1.05	1.98	10.41	91.98
	N	94	69	44	94	94	94	94
Less	Mean	48.61	63.7700	10.19	1.16	2.95	19.87	83.30
	N	633	557	575	633	633	633	633
Same	Mean	50.50	64.7689	11.33	1.22	3.49	30.32	90.09
	N	2117	1851	1943	2117	2117	2117	2117
More	Mean	47.22	65.9852	9.22	1.32	4.15	41.59	96.61
	N	5101	4551	4860	5101	5101	5101	5101
Total	Mean	48.17	65.3176	9.82	1.28	3.85	36.49	93.76
	N	7945	7028	7422	7945	7945	7945	7945

Report

LISTENS TO PUBLIC RADIO		Loyalty to Public Radio (Total)	Occasions to Public Radio (in Tune-Ins/Week)- Total	Average Duration per Occasion to Public Radio (Total)
Don't Use	Mean	18.814	3.05	3.708
	N	94	94	94
Less	Mean	32.780	4.74	4.548
	N	633	633	633
Same	Mean	39.844	6.69	4.696
	N	2117	2117	2117
More	Mean	46.234	8.73	4.973
	N	5101	5101	5101
Total	Mean	43.136	7.80	4.851
	N	7945	7945	7945

ANOVA Table

			Sum of Squares	df	Mean Square
AGE * LISTENS TO PUBLIC RADIO	Between	(Combined)	17491.154	3	5830.385
	Within Groups		2018502.7	7941	254.187
	Total		2035993.9	7944	
INCOME * LISTENS TO PUBLIC RADIO	Between	(Combined)	23599.847	3	7866.616
	Within Groups		17766283	7024	2529.368
	Total		17789883	7027	
Years Listening to Station A * LISTENS TO PUBLIC RADIO	Between	(Combined)	7214.894	3	2404.965
	Within Groups		618550.07	7418	83.385
	Total		625764.97	7421	
Number of Public Stations Used Across the Week * LISTENS TO PUBLIC RADIO	Between	(Combined)	27.806	3	9.269
	Within Groups		2499.985	7941	.315
	Total		2527.792	7944	
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * LISTENS TO PUBLIC RADIO	Between	(Combined)	1566.897	3	522.299
	Within Groups		34788.237	7941	4.381
	Total		36355.135	7944	
Time Spent Listening to Public Radio (QHs/week)- Total * LISTENS TO PUBLIC RADIO	Between	(Combined)	452118.86	3	150706.29
	Within Groups		15989770	7941	2013.571
	Total		16441889	7944	
Time Spent Listening to the Radio (QHs/week)- Total * LISTENS TO PUBLIC RADIO	Between	(Combined)	139473.89	3	46491.295
	Within Groups		40552703	7941	5106.750
	Total		40692177	7944	
Loyalty to Public Radio (Total) * LISTENS TO PUBLIC RADIO	Between	(Combined)	195183.74	3	65061.245
	Within Groups		8649473.9	7941	1089.217
	Total		8844657.6	7944	
Occasions to Public Radio (in Tune-Ins/Week)- Total * LISTENS TO PUBLIC RADIO	Between	(Combined)	15046.732	3	5015.577
	Within Groups		428736.51	7941	53.990
	Total		443783.24	7944	
Average Duration per Occasion to Public Radio (Total) * LISTENS TO PUBLIC RADIO	Between	(Combined)	307.527	3	102.509
	Within Groups		147467.03	7941	18.570
	Total		147774.56	7944	

ANOVA Table

			F	Sig.
AGE * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	22.937	.000
INCOME * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	3.110	.025
Years Listening to Station A * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	28.842	.000
Number of Public Stations Used Across the Week * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	29.441	.000
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	119.224	.000
Time Spent Listening to Public Radio (QHs/week)- Total * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	74.845	.000
Time Spent Listening to the Radio (QHs/week)- Total * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	9.104	.000
Loyalty to Public Radio (Total) * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	59.732	.000
Occasions to Public Radio (in Tune-Ins/Week)- Total * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	92.898	.000
Average Duration per Occasion to Public Radio (Total) * LISTENS TO PUBLIC RADIO	Between Within Groups Total	(Combined)	5.520	.001

Measures of Association

	Eta	Eta Squared
AGE * LISTENS TO PUBLIC RADIO	.093	.009
INCOME * LISTENS TO PUBLIC RADIO	.036	.001
Years Listening to Station A * LISTENS TO PUBLIC RADIO	.107	.012
Number of Public Stations Used Across the Week * LISTENS TO PUBLIC RADIO	.105	.011
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * LISTENS TO PUBLIC RADIO	.208	.043
Time Spent Listening to Public Radio (QHs/week)- Total * LISTENS TO PUBLIC RADIO	.166	.027
Time Spent Listening to the Radio (QHs/week)- Total * LISTENS TO PUBLIC RADIO	.059	.003
Loyalty to Public Radio (Total) * LISTENS TO PUBLIC RADIO	.149	.022
Occasions to Public Radio (in Tune-Ins/Week)- Total * LISTENS TO PUBLIC RADIO	.184	.034
Average Duration per Occasion to Public Radio (Total) * LISTENS TO PUBLIC RADIO	.046	.002

TITLE "PART 3: PIMP, OPINIONS, ATTITUDES".

MEANS

TABLES= a133 a135 a137 a147 to a160 a163_r to a166_r BY a162_cat

/CELLS MEAN COUNT

/STATISTICS ANOVA .

Report

LISTENS TO PUBLIC RADIO		Personal Importance of Station A	Personal Importance of Local Programming on Station A	Personal Importance of Network Programming on Station A	The news programming on public radio is unique, not available on commercial stations	The music programming on public radio is unique, not available on commercial stations	I seek out public radio whenever I move residence or travel out of town
Don't Use	Mean	5.24	5.38	5.43	4.08	3.36	5.23
	N	89	85	83	76	78	84
Less	Mean	3.28	3.69	3.44	2.80	2.41	3.42
	N	622	620	616	612	622	620
Same	Mean	2.56	3.03	2.80	2.40	2.15	2.81
	N	2089	2068	2065	2070	2087	2074
More	Mean	2.00	2.54	2.15	1.90	1.84	2.22
	N	5049	5003	4979	5038	5055	5010
Total	Mean	2.29	2.80	2.46	2.12	1.99	2.50
	N	7848	7776	7743	7796	7843	7788

Report

LISTENS TO PUBLIC RADIO		I generally think of public radio as being financially supported by contributing listeners	I generally think of public radio as being financially supported by universities or gov't tax dollars	The social and cultural values I hear expressed on public radio usually fit closely with my own values	I keep listening to the public radio station during its on-air membership drives	The on-air membership drives are getting more prevalent than in the past	The on-air membership drives are becoming easier to listen to than in the past
Don't Use	Mean	3.16	3.90	4.20	5.45	3.66	4.76
	N	84	82	72	78	66	67
Less	Mean	2.58	3.30	3.42	4.53	2.79	4.36
	N	624	623	616	620	605	604
Same	Mean	2.39	3.39	3.01	3.83	2.80	4.00
	N	2096	2097	2078	2089	2046	2042
More	Mean	2.10	3.37	2.54	3.32	2.73	3.69
	N	5068	5050	5047	5061	4995	4982
Total	Mean	2.23	3.37	2.75	3.57	2.76	3.83
	N	7872	7852	7812	7848	7712	7694

Report

LISTENS TO PUBLIC RADIO		The on-air mentions of business support (underwriting) are getting more prevalent than in the past	The on-air mentions of business support (underwriting) are getting more annoying than in the past	My opinion of a company is more positive when I find out that it supports public radio	I am concerned that businesses which support public radio may eventually force changes in the programming	I personally would be less likely to contribute to public radio if more businesses were to support it	LISTENS TO COMMERCIAL RADIO
Don't Use	Mean	3.94	3.93	4.18	3.95	4.51	3.4962
	N	64	65	75	73	73	83
Less	Mean	2.98	3.62	3.12	3.65	3.76	2.9637
	N	591	594	611	615	605	588
Same	Mean	2.93	3.72	2.80	3.55	3.88	2.7774
	N	2023	2030	2076	2081	2040	1952
More	Mean	2.80	3.79	2.44	3.41	3.85	2.2935
	N	4950	4987	5065	5062	5007	4813
Total	Mean	2.86	3.76	2.60	3.47	3.86	2.4869
	N	7627	7676	7827	7831	7725	7435

Report

LISTENS TO PUBLIC RADIO		WATCHES PUBLIC TV	WATCHES COMMERCIAL TV	WATCHES CABLE TV
Don't Use	Mean	3.2710	3.0149	3.8074
	N	67	88	74
Less	Mean	2.9323	2.5874	3.5723
	N	605	600	431
Same	Mean	3.2433	2.6527	3.4826
	N	2022	2013	1483
More	Mean	3.7169	2.3490	3.4619
	N	4825	4796	3465
Total	Mean	3.5224	2.4574	3.4810
	N	7519	7497	5453

ANOVA Table

			Sum of Squares	df	Mean Square
Personal Importance of Station A * LISTENS TO PUBLIC RADIO	Between	(Combined)	1976.501	3	658.834
	Within Groups		10457.066	7845	1.333
	Total		12433.567	7848	
Personal Importance of Local Programming on Station A * LISTENS TO PUBLIC RADIO	Between	(Combined)	1487.950	3	495.983
	Within Groups		13133.516	7772	1.690
	Total		14621.466	7775	
Personal Importance of Network Programming on Station A * LISTENS TO PUBLIC RADIO	Between	(Combined)	2061.441	3	687.147
	Within Groups		12592.028	7739	1.627
	Total		14653.469	7742	
The news programming on public radio is unique, not available on commercial stations * LISTENS TO PUBLIC RADIO	Between	(Combined)	993.333	3	331.111
	Within Groups		9664.426	7792	1.240
	Total		10657.759	7795	
The music programming on public radio is unique, not available on commercial stations * LISTENS TO PUBLIC RADIO	Between	(Combined)	417.691	3	139.230
	Within Groups		9086.664	7838	1.159
	Total		9504.355	7841	
I seek out public radio whenever I move residence or travel out of town * LISTENS TO PUBLIC RADIO	Between	(Combined)	1766.724	3	588.908
	Within Groups		14568.629	7784	1.872
	Total		16335.354	7787	
I generally think of public radio as being financially supported by contributing listeners * LISTENS TO PUBLIC RADIO	Between	(Combined)	291.814	3	97.271
	Within Groups		8988.447	7868	1.142
	Total		9280.260	7871	
I generally think of public radio as being financially supported by universities or gov't tax dollars * LISTENS TO PUBLIC RADIO	Between	(Combined)	26.454	3	8.818
	Within Groups		12080.400	7848	1.539
	Total		12106.854	7851	
The social and cultural values I hear expressed on public radio usually fit closely with my own values * LISTENS TO PUBLIC RADIO	Between	(Combined)	801.818	3	267.273
	Within Groups		9667.767	7809	1.238
	Total		10469.585	7812	
I keep listening to the public radio station during its on-air membership drives * LISTENS TO PUBLIC RADIO	Between	(Combined)	1298.667	3	432.889
	Within Groups		14836.625	7844	1.891
	Total		16135.291	7847	
The on-air membership drives are getting more prevalent than in the past * LISTENS TO PUBLIC RADIO	Between	(Combined)	61.668	3	20.556
	Within Groups		9987.547	7708	1.296
	Total		10049.215	7711	
The on-air membership drives are becoming easier to listen to than in the past * LISTENS TO PUBLIC RADIO	Between	(Combined)	393.267	3	131.089
	Within Groups		10430.073	7691	1.356
	Total		10823.340	7694	
The on-air mentions of business support (underwriting) are getting more prevalent than in the past * LISTENS TO PUBLIC RADIO	Between	(Combined)	108.338	3	36.113
	Within Groups		7894.916	7624	1.036
	Total		8003.254	7627	
The on-air mentions of business	Between	(Combined)	20.208	3	6.736

ANOVA Table

			Sum of Squares	df	Mean Square
The on-air mentions of business support (underwriting) are getting more annoying than in the past * LISTENS TO PUBLIC RADIO	Within Groups		10782.891	7672	1.405
	Total		10803.100	7675	
My opinion of a company is more positive when I find out that it supports public radio * LISTENS TO PUBLIC RADIO	Between (Combined)		562.494	3	187.498
	Within Groups		10219.275	7823	1.306
	Total		10781.769	7826	
I am concerned that businesses which support public radio may eventually force changes in the programming * LISTENS TO PUBLIC RADIO	Between (Combined)		68.480	3	22.827
	Within Groups		13043.410	7827	1.666
	Total		13111.890	7830	
I personally would be less likely to contribute to public radio if more businesses were to support it * LISTENS TO PUBLIC RADIO	Between (Combined)		37.113	3	12.371
	Within Groups		11663.854	7721	1.511
	Total		11700.967	7724	
LISTENS TO COMMERCIAL RADIO * LISTENS TO PUBLIC RADIO	Between (Combined)		562.836	3	187.612
	Within Groups		8743.791	7432	1.177
	Total		9306.627	7435	
WATCHES PUBLIC TV * LISTENS TO PUBLIC RADIO	Between (Combined)		554.787	3	184.929
	Within Groups		7869.211	7515	1.047
	Total		8423.998	7518	
WATCHES COMMERCIAL TV * LISTENS TO PUBLIC RADIO	Between (Combined)		170.487	3	56.829
	Within Groups		7350.357	7493	.981
	Total		7520.844	7496	
WATCHES CABLE TV * LISTENS TO PUBLIC RADIO	Between (Combined)		12.770	3	4.257
	Within Groups		7287.850	5449	1.337
	Total		7300.621	5452	

ANOVA Table

			F	Sig.
Personal Importance of Station A * LISTENS TO PUBLIC RADIO	Between	(Combined)	494.264	.000
	Within Groups			
	Total			
Personal Importance of Local Programming on Station A * LISTENS TO PUBLIC RADIO	Between	(Combined)	293.507	.000
	Within Groups			
	Total			
Personal Importance of Network Programming on Station A * LISTENS TO PUBLIC RADIO	Between	(Combined)	422.317	.000
	Within Groups			
	Total			
The news programming on public radio is unique, not available on commercial stations * LISTENS TO PUBLIC RADIO	Between	(Combined)	266.960	.000
	Within Groups			
	Total			
The music programming on public radio is unique, not available on commercial stations * LISTENS TO PUBLIC RADIO	Between	(Combined)	120.098	.000
	Within Groups			
	Total			
I seek out public radio whenever I move residence or travel out of town * LISTENS TO PUBLIC RADIO	Between	(Combined)	314.653	.000
	Within Groups			
	Total			
I generally think of public radio as being financially supported by contributing listeners * LISTENS TO PUBLIC RADIO	Between	(Combined)	85.146	.000
	Within Groups			
	Total			
I generally think of public radio as being financially supported by universities or gov't tax dollars * LISTENS TO PUBLIC RADIO	Between	(Combined)	5.729	.001
	Within Groups			
	Total			
The social and cultural values I hear expressed on public radio usually fit closely with my own values * LISTENS TO PUBLIC RADIO	Between	(Combined)	215.886	.000
	Within Groups			
	Total			
I keep listening to the public radio station during its on-air membership drives * LISTENS TO PUBLIC RADIO	Between	(Combined)	228.865	.000
	Within Groups			
	Total			
The on-air membership drives are getting more prevalent than in the past * LISTENS TO PUBLIC RADIO	Between	(Combined)	15.864	.000
	Within Groups			
	Total			
The on-air membership drives are becoming easier to listen to than in the past * LISTENS TO PUBLIC RADIO	Between	(Combined)	96.663	.000
	Within Groups			
	Total			
The on-air mentions of business support (underwriting) are getting more prevalent than in the past * LISTENS TO PUBLIC RADIO	Between	(Combined)	34.873	.000
	Within Groups			
	Total			
The on-air mentions of business	Between	(Combined)	4.793	.002
	Within Groups			
	Total			

ANOVA Table

			F	Sig.
The on-air mentions of business support (underwriting) are getting more annoying than in the past * LISTENS TO PUBLIC RADIO	Within Groups			
	Total			
My opinion of a company is more positive when I find out that it supports public radio * LISTENS TO PUBLIC RADIO	Between (Combined)		143.532	.000
	Within Groups			
	Total			
I am concerned that businesses which support public radio may eventually force changes in the programming * LISTENS TO PUBLIC RADIO	Between (Combined)		13.698	.000
	Within Groups			
	Total			
I personally would be less likely to contribute to public radio if more businesses were to support it * LISTENS TO PUBLIC RADIO	Between (Combined)		8.189	.000
	Within Groups			
	Total			
LISTENS TO COMMERCIAL RADIO * LISTENS TO PUBLIC RADIO	Between (Combined)		159.465	.000
	Within Groups			
	Total			
WATCHES PUBLIC TV * LISTENS TO PUBLIC RADIO	Between (Combined)		176.605	.000
	Within Groups			
	Total			
WATCHES COMMERCIAL TV * LISTENS TO PUBLIC RADIO	Between (Combined)		57.932	.000
	Within Groups			
	Total			
WATCHES CABLE TV * LISTENS TO PUBLIC RADIO	Between (Combined)		3.183	.023
	Within Groups			
	Total			

Measures of Association

	Eta	Eta Squared
Personal Importance of Station A * LISTENS TO PUBLIC RADIO	.399	.159
Personal Importance of Local Programming on Station A * LISTENS TO PUBLIC RADIO	.319	.102
Personal Importance of Network Programming on Station A * LISTENS TO PUBLIC RADIO	.375	.141

Measures of Association

	Eta	Eta Squared
The news programming on public radio is unique, not available on commercial stations * LISTENS TO PUBLIC RADIO	.305	.093
The music programming on public radio is unique, not available on commercial stations * LISTENS TO PUBLIC RADIO	.210	.044
I seek out public radio whenever I move residence or travel out of town * LISTENS TO PUBLIC RADIO	.329	.108
I generally think of public radio as being financially supported by contributing listeners * LISTENS TO PUBLIC RADIO	.177	.031
I generally think of public radio as being financially supported by universities or gov't tax dollars * LISTENS TO PUBLIC RADIO	.047	.002
The social and cultural values I hear expressed on public radio usually fit closely with my own values * LISTENS TO PUBLIC RADIO	.277	.077
I keep listening to the public radio station during its on-air membership drives * LISTENS TO PUBLIC RADIO	.284	.080

Measures of Association

	Eta	Eta Squared
The on-air membership drives are getting more prevalent than in the past * LISTENS TO PUBLIC RADIO	.078	.006
The on-air membership drives are becoming easier to listen to than in the past * LISTENS TO PUBLIC RADIO	.191	.036
The on-air mentions of business support (underwriting) are getting more prevalent than in the past * LISTENS TO PUBLIC RADIO	.116	.014
The on-air mentions of business support (underwriting) are getting more annoying than in the past * LISTENS TO PUBLIC RADIO	.043	.002
My opinion of a company is more positive when I find out that it supports public radio * LISTENS TO PUBLIC RADIO	.228	.052
I am concerned that businesses which support public radio may eventually force changes in the programming * LISTENS TO PUBLIC RADIO	.072	.005

Measures of Association

	Eta	Eta Squared
I personally would be less likely to contribute to public radio if more businesses were to support it * LISTENS TO PUBLIC RADIO	.056	.003
LISTENS TO COMMERCIAL RADIO * LISTENS TO PUBLIC RADIO	.246	.060
WATCHES PUBLIC TV * LISTENS TO PUBLIC RADIO	.257	.066
WATCHES COMMERCIAL TV * LISTENS TO PUBLIC RADIO	.151	.023
WATCHES CABLE TV * LISTENS TO PUBLIC RADIO	.042	.002