

SECTION ONE: UTILIGRAPHIC ANALYSIS

Table 1.1: Characteristics of Listening Patterns, Analysis of Means--- Core vs. Fringe

	Mean			N		
	Core/Fringe			Core/Fringe		
	Fringe	Core	Total	Fringe	Core	Total
Years Listening to Station A	9.17	10.42	9.77	3841	3560	7401
Years Listening to Station B	9.36	10.35	10.06	502	1209	1711
Number of Public Stations Used Across the Week	1.12	1.40	1.24	8359	6641	14999
Total number of Stations Used Across the Week	4.78	3.42	4.17	8359	6641	14999
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	2.46	5.03	3.60	8359	6641	14999
Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	6.13	5.75	5.96	8359	6641	14999
Time Spent Listening to Public Radio (QHs/week)- Total	14.30	56.90	33.16	8359	6641	14999
Time Spent Listening to the Radio (QHs/week)- Total	103.56	79.66	92.98	8359	6641	14999
Loyalty to Public Radio (Total)	15.479	72.303	40.637	8359	6641	14999
Occasions to Public Radio (in Tune-Ins/Week)- Total	3.59	11.20	6.96	8359	6641	14999
Occasions to the Radio (in Tune-Ins/Week)- Total	21.77	17.56	19.91	8359	6641	14999
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	4.610	5.660	5.075	8359	6641	14999
Avg. Duration per Occasion to the Radio (in QHs)(Total)	5.103	4.805	4.971	8359	6641	14999

Table 1.2 Characteristics of Listening Patterns, ANOVA Table-- Core vs Fringe

			Sum of Squares	df	Mean Square
Years Listening to Station A * Core/Fringe	Between	(Combined)	2859.544	1	2859.544
	Within Groups		610506.413	7399	82.512
	Total		613365.957	7400	
Years Listening to Station B * Core/Fringe	Between	(Combined)	349.030	1	349.030
	Within Groups		153309.851	1709	89.707
	Total		153658.881	1710	
Number of Public Stations Used Across the Week * Core/Fringe	Between	(Combined)	282.528	1	282.528
	Within Groups		4069.849	14998	.271
	Total		4352.377	14999	
Total number of Stations Used Across the Week * Core/Fringe	Between	(Combined)	6842.691	1	6842.691
	Within Groups		73283.490	14998	4.886
	Total		80126.180	14999	
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * Core/Fringe	Between	(Combined)	24385.725	1	24385.725
	Within Groups		43590.285	14998	2.906
	Total		67976.011	14999	
Horizontal Hold to Radio (# of Different Days Listened Out of Seven) * Core/Fringe	Between	(Combined)	521.807	1	521.807
	Within Groups		25327.791	14998	1.689
	Total		25849.598	14999	
Time Spent Listening to Public Radio (QHs/week)- Total * Core/Fringe	Between	(Combined)	6717044.840	1	6717044.840
	Within Groups		21087169.10	14998	1405.999
	Total		27804213.94	14999	
Time Spent Listening to the Radio (QHs/week)- Total * Core/Fringe	Between	(Combined)	2112374.259	1	2112374.259
	Within Groups		77179624.77	14998	5145.994
	Total		79291999.03	14999	
Loyalty to Public Radio (Total) * Core/Fringe	Between	(Combined)	11948902.63	1	11948902.63
	Within Groups		4357438.654	14998	290.535
	Total		16306341.29	14999	
Occasions to Public Radio (in Tune-Ins/Week)- Total * Core/Fringe	Between	(Combined)	214194.668	1	214194.668
	Within Groups		535503.759	14998	35.705
	Total		749698.427	14999	
Occasions to the Radio (in Tune-Ins/Week)- Total * Core/Fringe	Between	(Combined)	65767.250	1	65767.250
	Within Groups		2185530.291	14998	145.721
	Total		2251297.541	14999	
Avg. Duration per Occasion to Public Radio (in QHs)(Total) * Core/Fringe	Between	(Combined)	4081.398	1	4081.398
	Within Groups		310276.320	14998	20.688
	Total		314357.718	14999	
Avg. Duration per Occasion to the Radio (in QHs)(Total) * Core/Fringe	Between	(Combined)	328.385	1	328.385
	Within Groups		183220.610	14998	12.216
	Total		183548.995	14999	

Table 1.2 Characteristics of Listening Patterns, ANOVA Table-- Core vs Fringe

			F	Sig.
Years Listening to Station A * Core/Fringe	Between Within Groups Total	(Combined)	34.656	.000
Years Listening to Station B * Core/Fringe	Between Within Groups Total	(Combined)	3.891	.049
Number of Public Stations Used Across the Week * Core/Fringe	Between Within Groups Total	(Combined)	1041.159	.000
Total number of Stations Used Across the Week * Core/Fringe	Between Within Groups Total	(Combined)	1400.407	.000
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * Core/Fringe	Between Within Groups Total	(Combined)	8390.335	.000
Horizontal Hold to Radio (# of Different Days Listened Out of Seven) * Core/Fringe	Between Within Groups Total	(Combined)	308.991	.000
Time Spent Listening to Public Radio (QHs/week)- Total * Core/Fringe	Between Within Groups Total	(Combined)	4777.419	.000
Time Spent Listening to the Radio (QHs/week)- Total * Core/Fringe	Between Within Groups Total	(Combined)	410.489	.000
Loyalty to Public Radio (Total) * Core/Fringe	Between Within Groups Total	(Combined)	41127.290	.000
Occasions to Public Radio (in Tune-Ins/Week)- Total * Core/Fringe	Between Within Groups Total	(Combined)	5999.009	.000
Occasions to the Radio (in Tune-Ins/Week)- Total * Core/Fringe	Between Within Groups Total	(Combined)	451.322	.000
Avg. Duration per Occasion to Public Radio (in QHs)(Total) * Core/Fringe	Between Within Groups Total	(Combined)	197.285	.000
Avg. Duration per Occasion to the Radio (in QHs)(Total) * Core/Fringe	Between Within Groups Total	(Combined)	26.881	.000

Table 2.1 Broadcast Band Used - Public Radio * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Broadcast Band Used - Public Radio	AM Only	Count	83	69	152
		% within Broadcast Band Used - Public Radio	54.6%	45.4%	100.0%
		% within Core/Fringe	1.0%	1.0%	1.0%
		% of Total	.6%	.5%	1.0%
		Adjusted Residual	-.3	.3	
	FM Only	Count	3125	3815	6940
		% within Broadcast Band Used - Public Radio	45.0%	55.0%	100.0%
		% within Core/Fringe	37.4%	57.5%	46.3%
		% of Total	20.8%	25.4%	46.3%
		Adjusted Residual	-24.5	24.5	
	Both AM and FM	Count	5151	2756	7907
		% within Broadcast Band Used - Public Radio	65.1%	34.9%	100.0%
		% within Core/Fringe	61.6%	41.5%	52.7%
		% of Total	34.3%	18.4%	52.7%
		Adjusted Residual	24.5	-24.5	
Total	Count	8359	6640	14999	
	% within Broadcast Band Used - Public Radio	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	606.281 ^a	2	.000
Likelihood Ratio	609.520	2	.000
Linear-by-Linear Association	557.169	1	.000
N of Valid Cases	14999		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 67.29.

Table 3.1 Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	1	Count	3484	300	3784
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	92.1%	7.9%	100.0%
		% within Core/Fringe	41.7%	4.5%	25.2%
		% of Total	23.2%	2.0%	25.2%
		Adjusted Residual	52.0	-52.0	
	2	Count	1707	460	2167
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	78.8%	21.2%	100.0%
		% within Core/Fringe	20.4%	6.9%	14.4%
		% of Total	11.4%	3.1%	14.4%
		Adjusted Residual	23.3	-23.3	
	3	Count	1070	563	1633
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	65.5%	34.5%	100.0%
		% within Core/Fringe	12.8%	8.5%	10.9%
		% of Total	7.1%	3.8%	10.9%
		Adjusted Residual	8.4	-8.4	
	4	Count	790	838	1628
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	48.5%	51.5%	100.0%
		% within Core/Fringe	9.5%	12.6%	10.9%
		% of Total	5.3%	5.6%	10.9%
		Adjusted Residual	-6.2	6.2	
5	Count	740	1449	2189	
	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	33.8%	66.2%	100.0%	
	% within Core/Fringe	8.9%	21.8%	14.6%	
	% of Total	4.9%	9.7%	14.6%	
	Adjusted Residual	-22.3	22.3		
6	Count	374	1329	1703	
	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	22.0%	78.0%	100.0%	
	% within Core/Fringe	4.5%	20.0%	11.4%	
	% of Total	2.5%	8.9%	11.4%	
	Adjusted Residual	-29.8	29.8		
7	Count	194	1701	1895	
	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	10.2%	89.8%	100.0%	
	% within Core/Fringe	2.3%	25.6%	12.6%	
	% of Total	1.3%	11.3%	12.6%	
	Adjusted Residual	-42.7	42.7		
Total	Count	8359	6640	14999	
	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 3.2 Chi-Square Tests--Horizontal Hold of Public Radio*Core vs Fringe

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5392.996 ^a	6	.000
Likelihood Ratio	6053.974	6	.000
Linear-by-Linear Association	5381.086	1	.000
N of Valid Cases	14999		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 720.71.

Table 4.1 Horizontal Hold to Radio (# of Different Days Listened Out of Seven) * Core/Fringe

Crosstab

		Core/Fringe		Total	
		Fringe	Core		
Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	1	Count	10	124	134
		% within Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	7.5%	92.5%	100.0%
		% within Core/Fringe	.1%	1.9%	.9%
		% of Total	.1%	.8%	.9%
		Adjusted Residual	-11.3	11.3	
2	Count	91	210	301	
	% within Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	30.2%	69.8%	100.0%	
	% within Core/Fringe	1.1%	3.2%	2.0%	
	% of Total	.6%	1.4%	2.0%	
	Adjusted Residual	-9.0	9.0		
3	Count	220	313	533	
	% within Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	41.3%	58.7%	100.0%	
	% within Core/Fringe	2.6%	4.7%	3.6%	
	% of Total	1.5%	2.1%	3.6%	
	Adjusted Residual	-6.8	6.8		
4	Count	436	485	921	
	% within Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	47.3%	52.7%	100.0%	
	% within Core/Fringe	5.2%	7.3%	6.1%	
	% of Total	2.9%	3.2%	6.1%	
	Adjusted Residual	-5.3	5.3		
5	Count	1158	1100	2258	
	% within Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	51.3%	48.7%	100.0%	
	% within Core/Fringe	13.9%	16.6%	15.1%	
	% of Total	7.7%	7.3%	15.1%	
	Adjusted Residual	-4.6	4.6		
6	Count	2287	1600	3887	
	% within Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	58.8%	41.2%	100.0%	
	% within Core/Fringe	27.4%	24.1%	25.9%	
	% of Total	15.2%	10.7%	25.9%	
	Adjusted Residual	4.5	-4.5		
7	Count	4156	2810	6966	
	% within Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	59.7%	40.3%	100.0%	
	% within Core/Fringe	49.7%	42.3%	46.4%	
	% of Total	27.7%	18.7%	46.4%	
	Adjusted Residual	9.0	-9.0		
Total	Count	8358	6642	15000	
	% within Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 4.2 Chi-Square Tests-- Horizontal Hold For All Radio* Core vs Fringe

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	354.183 ^a	6	.000
Likelihood Ratio	370.433	6	.000
Linear-by-Linear Association	303.053	1	.000
N of Valid Cases	15000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 59.34.

Table 5.1 Locations of Public Radio Listening * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Locations of Public Radio Listening	One location	Count	6248	2660	8908
		% within Locations of Public Radio Listening	70.1%	29.9%	100.0%
		% within Core/Fringe	74.7%	40.1%	59.4%
		% of Total	41.7%	17.7%	59.4%
		Adjusted Residual	43.0	-43.0	
	Two locations	Count	1901	3187	5088
		% within Locations of Public Radio Listening	37.4%	62.6%	100.0%
		% within Core/Fringe	22.7%	48.0%	33.9%
		% of Total	12.7%	21.2%	33.9%
		Adjusted Residual	-32.4	32.4	
	Three locations	Count	210	794	1004
		% within Locations of Public Radio Listening	20.9%	79.1%	100.0%
		% within Core/Fringe	2.5%	12.0%	6.7%
% of Total		1.4%	5.3%	6.7%	
Adjusted Residual		-23.0	23.0		
Total	Count	8359	6641	15000	
	% within Locations of Public Radio Listening	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 5.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1938.587 ^a	2	.000
Likelihood Ratio	1980.482	2	.000
Linear-by-Linear Association	1881.402	1	.000
N of Valid Cases	15000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 444.50.

Table 6.1 Locations of Radio Listening * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Locations of Radio Listening	One location	Count	1165	1597	2762
		% within Locations of Radio Listening	42.2%	57.8%	100.0%
		% within Core/Fringe	13.9%	24.0%	18.4%
		% of Total	7.8%	10.6%	18.4%
		Adjusted Residual	-15.9	15.9	
	Two locations	Count	4398	3573	7971
		% within Locations of Radio Listening	55.2%	44.8%	100.0%
		% within Core/Fringe	52.6%	53.8%	53.1%
		% of Total	29.3%	23.8%	53.1%
		Adjusted Residual	-1.4	1.4	
	Three locations	Count	2796	1471	4267
		% within Locations of Radio Listening	65.5%	34.5%	100.0%
% within Core/Fringe		33.4%	22.2%	28.4%	
% of Total		18.6%	9.8%	28.4%	
Adjusted Residual		15.2	-15.2		
Total	Count	8359	6641	15000	
	% within Locations of Radio Listening	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 6.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	372.517 ^a	2	.000
Likelihood Ratio	374.510	2	.000
Linear-by-Linear Association	369.912	1	.000
N of Valid Cases	15000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1222.83.

Table 7.1 Public Radio Listening At Home * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Public Radio At Home	No	Count	3804	1632	5436
		% within Public Radio At Home	70.0%	30.0%	100.0%
		% within Core/Fringe	45.5%	24.6%	36.2%
		% of Total	25.4%	10.9%	36.2%
		Adjusted Residual	26.5	-26.5	
	Yes	Count	4554	5009	9563
		% within Public Radio At Home	47.6%	52.4%	100.0%
		% within Core/Fringe	54.5%	75.4%	63.8%
		% of Total	30.4%	33.4%	63.8%
		Adjusted Residual	-26.5	26.5	
Total	Count	8358	6641	14999	
	% within Public Radio At Home	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 7.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	702.138 ^b	1	.000		
Continuity Correction ^a	701.232	1	.000		
Likelihood Ratio	717.220	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	702.091	1	.000		
N of Valid Cases	14999				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 2406.86.

Table 8.1 Public Radio Listening In Car * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Public Radio In Car	No	Count	3263	1660	4923
		% within Public Radio In Car	66.3%	33.7%	100.0%
		% within Core/Fringe	39.0%	25.0%	32.8%
		% of Total	21.8%	11.1%	32.8%
		Adjusted Residual	18.2	-18.2	
	Yes	Count	5095	4980	10075
		% within Public Radio In Car	50.6%	49.4%	100.0%
		% within Core/Fringe	61.0%	75.0%	67.2%
		% of Total	34.0%	33.2%	67.2%
		Adjusted Residual	-18.2	18.2	
Total	Count	8358	6640	14998	
	% within Public Radio In Car	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 8.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	330.819 ^b	1	.000		
Continuity Correction ^a	330.182	1	.000		
Likelihood Ratio	335.684	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	330.797	1	.000		
N of Valid Cases	14998				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 2179.54.

Table 9.1 Public Radio At Work * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Public Radio At Work	No	Count	7329	5214	12543
		% within Public Radio At Work	58.4%	41.6%	100.0%
		% within Core/Fringe	87.7%	78.5%	83.6%
		% of Total	48.9%	34.8%	83.6%
		Adjusted Residual	15.1	-15.1	
	Yes	Count	1030	1427	2457
		% within Public Radio At Work	41.9%	58.1%	100.0%
		% within Core/Fringe	12.3%	21.5%	16.4%
		% of Total	6.9%	9.5%	16.4%
		Adjusted Residual	-15.1	15.1	
Total	Count	8359	6641	15000	
	% within Public Radio At Work	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 9.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	226.987 ^b	1	.000		
Continuity Correction ^a	226.319	1	.000		
Likelihood Ratio	225.569	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	226.972	1	.000		
N of Valid Cases	15000				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1087.80.

Table 10.1 Radio At Home * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Radio At Home	No	Count	1046	1080	2126
		% within Radio At Home	49.2%	50.8%	100.0%
		% within Core/Fringe	12.5%	16.3%	14.2%
		% of Total	7.0%	7.2%	14.2%
		Adjusted Residual	-6.5	6.5	
	Yes	Count	7313	5560	12873
		% within Radio At Home	56.8%	43.2%	100.0%
		% within Core/Fringe	87.5%	83.7%	85.8%
		% of Total	48.8%	37.1%	85.8%
		Adjusted Residual	6.5	-6.5	
Total	Count	8359	6640	14999	
	% within Radio At Home	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 10.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	42.813 ^b	1	.000		
Continuity Correction ^a	42.505	1	.000		
Likelihood Ratio	42.560	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	42.810	1	.000		
N of Valid Cases	14999				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 941.17.

Table 11.1 Radio In Car * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Radio In Car	No	Count	828	931	1759
		% within Radio In Car	47.1%	52.9%	100.0%
		% within Core/Fringe	9.9%	14.0%	11.7%
		% of Total	5.5%	6.2%	11.7%
		Adjusted Residual	-7.8	7.8	
	Yes	Count	7531	5710	13241
		% within Radio In Car	56.9%	43.1%	100.0%
		% within Core/Fringe	90.1%	86.0%	88.3%
		% of Total	50.2%	38.1%	88.3%
		Adjusted Residual	7.8	-7.8	
Total		Count	8359	6641	15000
		% within Radio In Car	55.7%	44.3%	100.0%
		% within Core/Fringe	100.0%	100.0%	100.0%
		% of Total	55.7%	44.3%	100.0%

Table 11.2 Chi Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	60.494 ^b	1	.000		
Continuity Correction ^a	60.097	1	.000		
Likelihood Ratio	60.067	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	60.490	1	.000		
N of Valid Cases	15000				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 778.77.

Table 12.1 Radio At Work * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Radio At Work	No	Count	4854	4755	9609
		% within Radio At Work	50.5%	49.5%	100.0%
		% within Core/Fringe	58.1%	71.6%	64.1%
		% of Total	32.4%	31.7%	64.1%
		Adjusted Residual	-17.2	17.2	
	Yes	Count	3505	1886	5391
		% within Radio At Work	65.0%	35.0%	100.0%
		% within Core/Fringe	41.9%	28.4%	35.9%
		% of Total	23.4%	12.6%	35.9%
		Adjusted Residual	17.2	-17.2	
Total	Count	8359	6641	15000	
	% within Radio At Work	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

12.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	294.323 ^b	1	.000		
Continuity Correction ^a	293.736	1	.000		
Likelihood Ratio	297.615	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	294.304	1	.000		
N of Valid Cases	15000				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 2386.78.

Table 13.1 Weekpart of Listening to Public Radio * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Weekpart of Listening to Public Radio	Weekdays Only	Count	4037	1831	5868
		% within Weekpart of Listening to Public Radio	68.8%	31.2%	100.0%
		% within Core/Fringe	48.3%	27.6%	39.1%
		% of Total	26.9%	12.2%	39.1%
		Adjusted Residual	25.8	-25.8	
	Weekends Only	Count	1843	209	2052
		% within Weekpart of Listening to Public Radio	89.8%	10.2%	100.0%
		% within Core/Fringe	22.0%	3.1%	13.7%
		% of Total	12.3%	1.4%	13.7%
		Adjusted Residual	33.5	-33.5	
	Both Weekends and Weekdays	Count	2479	4601	7080
		% within Weekpart of Listening to Public Radio	35.0%	65.0%	100.0%
		% within Core/Fringe	29.7%	69.3%	47.2%
		% of Total	16.5%	30.7%	47.2%
		Adjusted Residual	-48.3	48.3	
Total	Count	8359	6641	15000	
	% within Weekpart of Listening to Public Radio	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 13.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2603.855 ^a	2	.000
Likelihood Ratio	2792.644	2	.000
Linear-by-Linear Association	1573.244	1	.000
N of Valid Cases	15000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 908.49.

Table 14.1 Weekpart of Listening to the Radio * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Weekpart of Listening to the Radio	Weekdays Only	Count	695	991	1686
		% within Weekpart of Listening to the Radio	41.2%	58.8%	100.0%
		% within Core/Fringe	8.3%	14.9%	11.2%
		% of Total	4.6%	6.6%	11.2%
		Adjusted Residual	-12.7	12.7	
	Weekends Only	Count	14	84	98
		% within Weekpart of Listening to the Radio	14.3%	85.7%	100.0%
		% within Core/Fringe	.2%	1.3%	.7%
		% of Total	.1%	.6%	.7%
		Adjusted Residual	-8.3	8.3	
	Both Weekends and Weekdays	Count	7650	5566	13216
		% within Weekpart of Listening to the Radio	57.9%	42.1%	100.0%
		% within Core/Fringe	91.5%	83.8%	88.1%
		% of Total	51.0%	37.1%	88.1%
		Adjusted Residual	14.5	-14.5	
Total	Count	8359	6641	15000	
	% within Weekpart of Listening to the Radio	55.7%	44.3%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	55.7%	44.3%	100.0%	

Table 14.2 Chi Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	236.928 ^a	2	.000
Likelihood Ratio	240.507	2	.000
Linear-by-Linear Association	188.307	1	.000
N of Valid Cases	15000		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 43.39.

SECTION II: ATTITUDINAL AND GIVING VARIABLES

Table 15.1 Programming, Financing and Fundraising, Means Analysis* Core vs. Fringe

	Mean			N		
	Core/Fringe			Core/Fringe		
	Fringe	Core	Total	Fringe	Core	Total
The news programming on public radio is unique, not available on commercial stations	4.61	5.17	4.88	4089	3730	7819
The music programming on public radio is unique, not available on commercial stations	4.84	5.21	5.01	4117	3750	7866
I seek out public radio whenever I move residence or travel out of town	4.09	4.94	4.49	4080	3731	7810
I generally think of public radio as being financially supported by contributing listeners	4.65	4.91	4.77	4124	3773	7897
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.66	3.59	3.63	4119	3760	7879
The social and cultural values I hear expressed on public radio usually fit closely with my own values	4.02	4.51	4.25	4081	3752	7834
I keep listening to the public radio station during its on-air membership drives	3.22	3.65	3.43	4111	3754	7866
The on-air membership drives are getting more prevalent than in the past	4.21	4.27	4.24	4021	3715	7736
The on-air membership drives are becoming easier to listen to than in the past	3.15	3.18	3.17	4023	3695	7718
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.03	4.27	4.14	3962	3686	7648
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.22	3.27	3.24	3990	3708	7698
My opinion of a company is more positive when I find out that it supports public radio	4.28	4.52	4.40	4094	3758	7852
I am concerned that businesses which support public radio may eventually force changes in the programming	3.47	3.60	3.53	4088	3767	7855
I personally would be less likely to contribute to public radio if more businesses were to support it	3.14	3.14	3.14	4020	3726	7746
Changes in Use of public radio stations in recent years	3.74	4.09	3.91	4076	3775	7851
Changes in Use of commercial radio stations in recent years	2.82	2.09	2.49	4052	3393	7445
Changes in Use of public television stations in recent years	3.51	3.53	3.52	3988	3546	7534
Changes in Use of commercial television stations in recent years	2.54	2.37	2.46	3992	3519	7512
Changes in Use of cable television channels in recent years	3.54	3.41	3.48	3019	2452	5472
Changes in Use of Internet or on-line services	4.08	4.17	4.13	1743	1801	3544

Table 15.2 Attitudes Towards Programming, Financing and Fund Raising, ANOVA Table* Core vs. Fringe

			Sum of Squares	df	Mean Square	F	Sig.
The news programming on public radio is unique, not available on commercial stations * Core/Fringe	Between Groups	(Combined)	624.320	1	624.320	484.144	.000
	Within Groups		10080.272	7817	1.290		
	Total		10704.591	7818			
The music programming on public radio is unique, not available on commercial stations * Core/Fringe	Between Groups	(Combined)	268.406	1	268.406	228.015	.000
	Within Groups		9258.249	7865	1.177		
	Total		9526.656	7866			
I seek out public radio whenever I move residence or travel out of town * Core/Fringe	Between Groups	(Combined)	1423.277	1	1423.277	741.666	.000
	Within Groups		14985.686	7809	1.919		
	Total		16408.964	7810			
I generally think of public radio as being financially supported by contributing listeners * Core/Fringe	Between Groups	(Combined)	129.376	1	129.376	110.703	.000
	Within Groups		9226.676	7895	1.169		
	Total		9356.052	7896			
I generally think of public radio as being financially supported by universities or gov't tax dollars * Core/Fringe	Between Groups	(Combined)	9.802	1	9.802	6.349	.012
	Within Groups		12160.488	7877	1.544		
	Total		12170.290	7878			
The social and cultural values I hear expressed on public radio usually fit closely with my own values * Core/Fringe	Between Groups	(Combined)	468.263	1	468.263	365.253	.000
	Within Groups		10039.508	7831	1.282		
	Total		10507.771	7832			
I keep listening to the public radio station during its on-air membership drives * Core/Fringe	Between Groups	(Combined)	349.865	1	349.865	173.811	.000
	Within Groups		15827.441	7863	2.013		
	Total		16177.306	7864			
The on-air membership drives are getting more prevalent than in the past * Core/Fringe	Between Groups	(Combined)	7.713	1	7.713	5.916	.015
	Within Groups		10082.915	7734	1.304		
	Total		10090.627	7735			
The on-air membership drives are becoming easier to listen to than in the past * Core/Fringe	Between Groups	(Combined)	1.294	1	1.294	.92	.338
	Within Groups		10864.881	7716	1.408		
	Total		10866.175	7717			
The on-air mentions of business support (underwriting) are getting more prevalent than in the past * Core/Fringe	Between Groups	(Combined)	112.324	1	112.324		.000
	Within Groups		7916.017	7646	1.035		
	Total		8028.340	7647		741.666	
The on-air mentions of business support (underwriting) are getting more annoying than in the past * Core/Fringe	Between Groups	(Combined)	4.991	1	4.991		.060
	Within Groups		10840.354	7696	1.409		
	Total		10845.344	7697		110.703	
My opinion of a company is more positive when I find out that it supports public radio * Core/Fringe	Between Groups	(Combined)	116.183	1	116.183		.000
	Within Groups		10701.363	7850	1.363		
	Total		10817.546	7851		6.349	
I am concerned that businesses which support public radio may eventually force changes in the programming * Core/Fringe	Between Groups	(Combined)	31.224	1	31.224		.000
	Within Groups		13131.143	7853	1.672		
	Total		13162.367	7854		365.253	
I personally would be less likely to contribute to public radio if more businesses were to support it * Core/Fringe	Between Groups	(Combined)	.005	1	.005		.956
	Within Groups		11739.641	7744	1.516		
	Total		11739.645	7745		173.811	
Changes in Use of public radio stations in recent years * Core/Fringe	Between Groups	(Combined)	240.095	1	240.095		.000
	Within Groups		8076.982	7849	1.029		
	Total		8317.077	7850		5.916	
Changes in Use of commercial radio stations in recent years * Core/Fringe	Between Groups	(Combined)	972.921	1	972.921		.000
	Within Groups		8355.947	7443	1.123		
	Total		9328.868	7444			
Changes in Use of public television stations in recent years * Core/Fringe	Between Groups	(Combined)	.682	1	.682	.609	.435
	Within Groups		8442.434	7532	1.121		
	Total		8443.116	7533			
Changes in Use of commercial television stations in recent years * Core/Fringe	Between Groups	(Combined)	55.372	1	55.372	55.483	.000
	Within Groups		7493.961	7509	.998		
	Total		7549.333	7510			
Changes in Use of cable television channels in recent years * Core/Fringe	Between Groups	(Combined)	22.119	1	22.119	16.569	.000
	Within Groups		7300.703	5469	1.335		
	Total		7322.821	5470			
Changes in Use of Internet or on-line services * Core/Fringe	Between Groups	(Combined)	7.723	1	7.723	6.834	.009
	Within Groups		4003.251	3542	1.130		
	Total		4010.974	3543			

Table 16.1: Personal Importance of Station A * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Personal Importance of Station A	Disagree	Count	750	252	1002
		% within Personal Importance of Station A	74.9%	25.1%	100.0%
		% within Core/Fringe	18.2%	6.7%	12.7%
		% of Total	9.5%	3.2%	12.7%
		Adjusted Residual	15.3	-15.3	
	Agree	Count	3368	3515	6883
		% within Personal Importance of Station A	48.9%	51.1%	100.0%
		% within Core/Fringe	81.8%	93.3%	87.3%
		% of Total	42.7%	44.6%	87.3%
		Adjusted Residual	-15.3	15.3	
Total	Count	4118	3767	7885	
	% within Personal Importance of Station A	52.2%	47.8%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.2%	47.8%	100.0%	

Table 16.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	235.490 ^b	1	.000		
Continuity Correction ^a	234.453	1	.000		
Likelihood Ratio	246.373	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	235.461	1	.000		
N of Valid Cases	7885				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 478.70.

Table 17.1 Personal Importance of Local Programming on Station A * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Personal Importance of Local Programming on Station A	Disagree	Count	1184	729	1913
		% within Personal Importance of Local Programming on Station A	61.9%	38.1%	100.0%
		% within Core/Fringe	29.1%	19.6%	24.5%
		% of Total	15.2%	9.4%	24.5%
		Adjusted Residual	9.7	-9.7	
	Agree	Count	2888	2994	5882
		% within Personal Importance of Local Programming on Station A	49.1%	50.9%	100.0%
		% within Core/Fringe	70.9%	80.4%	75.5%
		% of Total	37.0%	38.4%	75.5%
		Adjusted Residual	-9.7	9.7	
Total	Count	4072	3723	7795	
	% within Personal Importance of Local Programming on Station A	52.2%	47.8%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.2%	47.8%	100.0%	

Table 17.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	94.695 ^b	1	.000		
Continuity Correction ^a	94.183	1	.000		
Likelihood Ratio	95.544	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	94.682	1	.000		
N of Valid Cases	7795				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 913.68.

Table 18.1: Personal Importance of Network Programming on Station A * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Personal Importance of Network Programming on Station A	Disagree	Count	979	446	1425
		% within Personal Importance of Network Programming on Station A	68.7%	31.3%	100.0%
		% within Core/Fringe	24.2%	12.0%	18.4%
		% of Total	12.6%	5.7%	18.4%
		Adjusted Residual	13.9	-13.9	
	Agree	Count	3064	3273	6337
		% within Personal Importance of Network Programming on Station A	48.4%	51.6%	100.0%
		% within Core/Fringe	75.8%	88.0%	81.6%
		% of Total	39.5%	42.2%	81.6%
		Adjusted Residual	-13.9	13.9	
Total	Count	4043	3719	7762	
	% within Personal Importance of Network Programming on Station A	52.1%	47.9%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.1%	47.9%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	193.066 ^b	1	.000		
Continuity Correction ^a	192.251	1	.000		
Likelihood Ratio	197.657	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	193.041	1	.000		
N of Valid Cases	7762				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 682.76.

Table 19.1 The news programming on public radio is unique, not available on commercial stations * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
The news programming on public radio is unique, not available on commercial stations	Disagree	Count	594	258	852
		% within The news programming on public radio is unique, not available on commercial stations	69.7%	30.3%	100.0%
		% within Core/Fringe	14.5%	6.9%	10.9%
		% of Total	7.6%	3.3%	10.9%
		Adjusted Residual	10.8	-10.8	
	Agree	Count	3494	3472	6966
		% within The news programming on public radio is unique, not available on commercial stations	50.2%	49.8%	100.0%
		% within Core/Fringe	85.5%	93.1%	89.1%
		% of Total	44.7%	44.4%	89.1%
		Adjusted Residual	-10.8	10.8	
Total	Count	4088	3730	7818	
	% within The news programming on public radio is unique, not available on commercial stations	52.3%	47.7%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.3%	47.7%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	116.427 ^b	1	.000		
Continuity Correction ^a	115.644	1	.000		
Likelihood Ratio	119.845	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	116.412	1	.000		
N of Valid Cases	7818				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 406.49.

Table 20.1 The music programming on public radio is unique, not available on commercial stations * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
The music programming on public radio is unique, not available on commercial stations	Disagree	Count	462	234	696
		% within The music programming on public radio is unique, not available on commercial stations	66.4%	33.6%	100.0%
		% within Core/Fringe	11.2%	6.2%	8.8%
		% of Total	5.9%	3.0%	8.8%
		Adjusted Residual	7.8	-7.8	
	Agree	Count	3654	3516	7170
		% within The music programming on public radio is unique, not available on commercial stations	51.0%	49.0%	100.0%
		% within Core/Fringe	88.8%	93.8%	91.2%
		% of Total	46.5%	44.7%	91.2%
		Adjusted Residual	-7.8	7.8	
Total	Count	4116	3750	7866	
	% within The music programming on public radio is unique, not available on commercial stations	52.3%	47.7%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.3%	47.7%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	60.447 ^b	1	.000		
Continuity Correction ^a	59.830	1	.000		
Likelihood Ratio	61.707	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	60.439	1	.000		
N of Valid Cases	7866				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 331.81.

Table 21.1 I seek out public radio whenever I move residence or travel out of town * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
I seek out public radio whenever I move residence or travel out of town	Disagree	Count	1226	453	1679
		% within I seek out public radio whenever I move residence or travel out of town	73.0%	27.0%	100.0%
		% within Core/Fringe	30.0%	12.1%	21.5%
		% of Total	15.7%	5.8%	21.5%
		Adjusted Residual	19.2	-19.2	
	Agree	Count	2854	3277	6131
		% within I seek out public radio whenever I move residence or travel out of town	46.6%	53.4%	100.0%
		% within Core/Fringe	70.0%	87.9%	78.5%
		% of Total	36.5%	42.0%	78.5%
		Adjusted Residual	-19.2	19.2	
Total	Count	4080	3730	7810	
	% within I seek out public radio whenever I move residence or travel out of town	52.2%	47.8%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.2%	47.8%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	370.126 ^b	1	.000		
Continuity Correction ^a	369.066	1	.000		
Likelihood Ratio	383.179	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	370.079	1	.000		
N of Valid Cases	7810				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 801.88.

Table 22.1 I generally think of public radio as being financially supported by contributing listeners * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
I generally think of public radio as being financially supported by contributing listeners	Disagree	Count	503	272	775
		% within I generally think of public radio as being financially supported by contributing listeners	64.9%	35.1%	100.0%
		% within Core/Fringe	12.2%	7.2%	9.8%
		% of Total	6.4%	3.4%	9.8%
		Adjusted Residual	7.4	-7.4	
	Agree	Count	3621	3501	7122
		% within I generally think of public radio as being financially supported by contributing listeners	50.8%	49.2%	100.0%
		% within Core/Fringe	87.8%	92.8%	90.2%
		% of Total	45.9%	44.3%	90.2%
		Adjusted Residual	-7.4	7.4	
Total	Count	4124	3773	7897	
	% within I generally think of public radio as being financially supported by contributing listeners	52.2%	47.8%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.2%	47.8%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	55.383 ^b	1	.000		
Continuity Correction ^a	54.821	1	.000		
Likelihood Ratio	56.326	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	55.376	1	.000		
N of Valid Cases	7897				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 370.28.

Table 23.1 I generally think of public radio as being financially supported by universities or gov't tax dollars * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
I generally think of public radio as being financially supported by universities or gov't tax dollars	Disagree	Count	1594	1509	3103
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	51.4%	48.6%	100.0%
		% within Core/Fringe	38.7%	40.1%	39.4%
		% of Total	20.2%	19.2%	39.4%
		Adjusted Residual	-1.3	1.3	
	Agree	Count	2525	2251	4776
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	52.9%	47.1%	100.0%
		% within Core/Fringe	61.3%	59.9%	60.6%
		% of Total	32.0%	28.6%	60.6%
		Adjusted Residual	1.3	-1.3	
Total	Count	4119	3760	7879	
	% within I generally think of public radio as being financially supported by universities or gov't tax dollars	52.3%	47.7%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.3%	47.7%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.694 ^b	1	.193		
Continuity Correction ^a	1.634	1	.201		
Likelihood Ratio	1.694	1	.193		
Fisher's Exact Test				.196	.101
Linear-by-Linear Association	1.694	1	.193		
N of Valid Cases	7879				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1480.81.

**Table 24.1 The social and cultural values I hear expressed on public radio usually fit closely with my own values *
Core/Fringe**

Crosstab

			Core/Fringe		Total
			Fringe	Core	
The social and cultural values I hear expressed on public radio usually fit closely with my own values	Disagree	Count	1054	482	1536
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	68.6%	31.4%	100.0%
		% within Core/Fringe	25.8%	12.8%	19.6%
		% of Total	13.5%	6.2%	19.6%
		Adjusted Residual	14.5	-14.5	
	Agree	Count	3027	3270	6297
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	48.1%	51.9%	100.0%
		% within Core/Fringe	74.2%	87.2%	80.4%
		% of Total	38.6%	41.7%	80.4%
		Adjusted Residual	-14.5	14.5	
Total	Count	4081	3752	7833	
	% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	52.1%	47.9%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.1%	47.9%	100.0%	
	Adjusted Residual				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	208.938 ^b	1	.000		
Continuity Correction ^a	208.115	1	.000		
Likelihood Ratio	213.786	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	208.911	1	.000		
N of Valid Cases	7833				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 735.74.

Table 25.1 I keep listening to the public radio station during its on-air membership drives * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
I keep listening to the public radio station during its on-air membership drives	Disagree	Count	2227	1545	3772
		% within I keep listening to the public radio station during its on-air membership drives	59.0%	41.0%	100.0%
		% within Core/Fringe	54.2%	41.2%	48.0%
		% of Total	28.3%	19.6%	48.0%
		Adjusted Residual	11.5	-11.5	
	Agree	Count	1885	2209	4094
		% within I keep listening to the public radio station during its on-air membership drives	46.0%	54.0%	100.0%
		% within Core/Fringe	45.8%	58.8%	52.0%
		% of Total	24.0%	28.1%	52.0%
		Adjusted Residual	-11.5	11.5	
Total	Count	4112	3754	7866	
	% within I keep listening to the public radio station during its on-air membership drives	52.3%	47.7%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.3%	47.7%	100.0%	
	Adjusted Residual				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	132.933 ^b	1	.000		
Continuity Correction ^a	132.413	1	.000		
Likelihood Ratio	133.360	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	132.916	1	.000		
N of Valid Cases	7866				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1800.16.

Table 26.1 The on-air membership drives are getting more prevalent than in the past * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
The on-air membership drives are getting more prevalent than in the past	Disagree	Count	976	846	1822
		% within The on-air membership drives are getting more prevalent than in the past	53.6%	46.4%	100.0%
		% within Core/Fringe	24.3%	22.8%	23.6%
		% of Total	12.6%	10.9%	23.6%
		Adjusted Residual	1.6	-1.6	
	Agree	Count	3045	2869	5914
		% within The on-air membership drives are getting more prevalent than in the past	51.5%	48.5%	100.0%
		% within Core/Fringe	75.7%	77.2%	76.4%
		% of Total	39.4%	37.1%	76.4%
		Adjusted Residual	-1.6	1.6	
Total	Count	4021	3715	7736	
	% within The on-air membership drives are getting more prevalent than in the past	52.0%	48.0%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.0%	48.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.413 ^b	1	.120		
Continuity Correction ^a	2.331	1	.127		
Likelihood Ratio	2.415	1	.120		
Fisher's Exact Test				.126	.063
Linear-by-Linear Association	2.413	1	.120		
N of Valid Cases	7736				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 874.97.

Table 27.1 The on-air membership drives are becoming easier to listen to than in the past * Core/Fringe

Crosstab

			Core/Fringe	
			Fringe	Core
The on-air membership drives are becoming easier to listen to than in the past	Disagree	Count	2386	2147
		% within The on-air membership drives are becoming easier to listen to than in the past	52.6%	47.4%
		% within Core/Fringe	59.3%	58.1%
		% of Total	30.9%	27.8%
		Adjusted Residual	1.1	-1.1
	Agree	Count	1637	1548
		% within The on-air membership drives are becoming easier to listen to than in the past	51.4%	48.6%
		% within Core/Fringe	40.7%	41.9%
		% of Total	21.2%	20.1%
		Adjusted Residual	-1.1	1.1
Total	Count	4023	3695	
	% within The on-air membership drives are becoming easier to listen to than in the past	52.1%	47.9%	
	% within Core/Fringe	100.0%	100.0%	
	% of Total	52.1%	47.9%	

Crosstab

			Total
The on-air membership drives are becoming easier to listen to than in the past	Disagree	Count	4533
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%
		% within Core/Fringe	58.7%
		% of Total	58.7%
	Adjusted Residual		
	Agree	Count	3185
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%
		% within Core/Fringe	41.3%
		% of Total	41.3%
	Adjusted Residual		
Total		Count	7718
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%
		% within Core/Fringe	100.0%
		% of Total	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.151 ^b	1	.283		
Continuity Correction ^a	1.102	1	.294		
Likelihood Ratio	1.151	1	.283		
Fisher's Exact Test				.287	.147
Linear-by-Linear Association	1.151	1	.283		
N of Valid Cases	7718				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1524.82.

Table 28.1 The on-air mentions of business support (underwriting) are getting more prevalent than in the past * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	Disagree	Count	1044	751	1795
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	58.2%	41.8%	100.0%
		% within Core/Fringe	26.3%	20.4%	23.5%
		% of Total	13.6%	9.8%	23.5%
		Adjusted Residual	6.2	-6.2	
	Agree	Count	2919	2935	5854
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	49.9%	50.1%	100.0%
		% within Core/Fringe	73.7%	79.6%	76.5%
		% of Total	38.2%	38.4%	76.5%
		Adjusted Residual	-6.2	6.2	
Total	Count	3963	3686	7649	
	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	51.8%	48.2%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	51.8%	48.2%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	37.889 ^b	1	.000		
Continuity Correction ^a	37.557	1	.000		
Likelihood Ratio	38.052	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	37.884	1	.000		
N of Valid Cases	7649				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 865.00.

Table 29.1 The on-air mentions of business support (underwriting) are getting more annoying than in the past * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
The on-air mentions of business support (underwriting) are getting more annoying than in the past	Disagree	Count	2646	2351	4997
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	53.0%	47.0%	100.0%
		% within Core/Fringe	66.3%	63.4%	64.9%
		% of Total	34.4%	30.5%	64.9%
		Adjusted Residual	2.7	-2.7	
	Agree	Count	1344	1357	2701
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	49.8%	50.2%	100.0%
		% within Core/Fringe	33.7%	36.6%	35.1%
		% of Total	17.5%	17.6%	35.1%
		Adjusted Residual	-2.7	2.7	
Total	Count	3990	3708	7698	
	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	51.8%	48.2%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	51.8%	48.2%	100.0%	
	Adjusted Residual				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	7.157 ^b	1	.007		
Continuity Correction ^a	7.030	1	.008		
Likelihood Ratio	7.155	1	.007		
Fisher's Exact Test				.008	.004
Linear-by-Linear Association	7.156	1	.007		
N of Valid Cases	7698				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1301.03.

Table 30.1 My opinion of a company is more positive when I find out that it supports public radio * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
My opinion of a company is more positive when I find out that it supports public radio	Disagree	Count	795	505	1300
		% within My opinion of a company is more positive when I find out that it supports public radio	61.2%	38.8%	100.0%
		% within Core/Fringe	19.4%	13.4%	16.6%
		% of Total	10.1%	6.4%	16.6%
		Adjusted Residual	7.1	-7.1	
	Agree	Count	3298	3253	6551
		% within My opinion of a company is more positive when I find out that it supports public radio	50.3%	49.7%	100.0%
		% within Core/Fringe	80.6%	86.6%	83.4%
		% of Total	42.0%	41.4%	83.4%
		Adjusted Residual	-7.1	7.1	
Total		Count	4093	3758	7851
		% within My opinion of a company is more positive when I find out that it supports public radio	52.1%	47.9%	100.0%
		% within Core/Fringe	100.0%	100.0%	100.0%
		% of Total	52.1%	47.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	50.800 ^b	1	.000		
Continuity Correction ^a	50.367	1	.000		
Likelihood Ratio	51.250	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	50.793	1	.000		
N of Valid Cases	7851				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 622.26.

**Table 31.1 I am concerned that businesses which support public radio may eventually force changes in the programming *
Core/Fringe**

Crosstab

			Core/Fringe		Total
			Fringe	Core	
I am concerned that businesses which support public radio may eventually force changes in the programming	Disagree	Count	2110	1811	3921
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	53.8%	46.2%	100.0%
		% within Core/Fringe	51.6%	48.1%	49.9%
		% of Total	26.9%	23.1%	49.9%
		Adjusted Residual	3.1	-3.1	
	Agree	Count	1978	1955	3933
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	50.3%	49.7%	100.0%
		% within Core/Fringe	48.4%	51.9%	50.1%
		% of Total	25.2%	24.9%	50.1%
		Adjusted Residual	-3.1	3.1	
Total		Count	4088	3766	7854
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	52.0%	48.0%	100.0%
		% within Core/Fringe	100.0%	100.0%	100.0%
		% of Total	52.0%	48.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.750 ^b	1	.002		
Continuity Correction ^a	9.609	1	.002		
Likelihood Ratio	9.752	1	.002		
Fisher's Exact Test				.002	.001
Linear-by-Linear Association	9.749	1	.002		
N of Valid Cases	7854				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1880.12.

Table 32.1 I personally would be less likely to contribute to public radio if more businesses * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
I personally would be less likely to contribute to public radio if more businesses	Disagree	Count	2575	2429	5004
		% within I personally would be less likely to contribute to public radio if more businesses	51.5%	48.5%	100.0%
		% within Core/Fringe	64.0%	65.2%	64.6%
		% of Total	33.2%	31.4%	64.6%
		Adjusted Residual	-1.1	1.1	
	Agree	Count	1446	1297	2743
		% within I personally would be less likely to contribute to public radio if more businesses	52.7%	47.3%	100.0%
		% within Core/Fringe	36.0%	34.8%	35.4%
		% of Total	18.7%	16.7%	35.4%
		Adjusted Residual	1.1	-1.1	
Total	Count	4021	3726	7747	
	% within I personally would be less likely to contribute to public radio if more businesses	51.9%	48.1%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	51.9%	48.1%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.122 ^b	1	.290		
Continuity Correction ^a	1.072	1	.301		
Likelihood Ratio	1.122	1	.289		
Fisher's Exact Test				.296	.150
Linear-by-Linear Association	1.122	1	.290		
N of Valid Cases	7747				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1319.27.

Table 33.1 Primary VALS 2 Type Differences between Core and Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Primary VALS 2 Type	No VALS 2 Type assigned	Count	218	198	416
		% within Primary VALS 2 Type	52.4%	47.6%	100.0%
		% within Core/Fringe	5.2%	5.2%	5.2%
		% of Total	2.7%	2.5%	5.2%
		Adjusted Residual	.0	.0	
	Actualizer	Count	1185	1560	2745
		% within Primary VALS 2 Type	43.2%	56.8%	100.0%
		% within Core/Fringe	28.4%	41.0%	34.4%
		% of Total	14.8%	19.5%	34.4%
		Adjusted Residual	-11.8	11.8	
	Fulfilled	Count	1184	1213	2397
		% within Primary VALS 2 Type	49.4%	50.6%	100.0%
		% within Core/Fringe	28.4%	31.8%	30.0%
% of Total		14.8%	15.2%	30.0%	
Adjusted Residual		-3.4	3.4		
Believer	Count	306	180	486	
	% within Primary VALS 2 Type	63.0%	37.0%	100.0%	
	% within Core/Fringe	7.3%	4.7%	6.1%	
	% of Total	3.8%	2.3%	6.1%	
	Adjusted Residual	4.9	-4.9		
Achiever	Count	396	211	607	
	% within Primary VALS 2 Type	65.2%	34.8%	100.0%	
	% within Core/Fringe	9.5%	5.5%	7.6%	
	% of Total	5.0%	2.6%	7.6%	
	Adjusted Residual	6.6	-6.6		
Striver	Count	275	159	434	
	% within Primary VALS 2 Type	63.4%	36.6%	100.0%	
	% within Core/Fringe	6.6%	4.2%	5.4%	
	% of Total	3.4%	2.0%	5.4%	
	Adjusted Residual	4.7	-4.7		
Experiencer	Count	264	98	362	
	% within Primary VALS 2 Type	72.9%	27.1%	100.0%	
	% within Core/Fringe	6.3%	2.6%	4.5%	
	% of Total	3.3%	1.2%	4.5%	
	Adjusted Residual	8.0	-8.0		
Maker	Count	224	108	332	
	% within Primary VALS 2 Type	67.5%	32.5%	100.0%	
	% within Core/Fringe	5.4%	2.8%	4.2%	
	% of Total	2.8%	1.4%	4.2%	
	Adjusted Residual	5.7	-5.7		
Struggler	Count	123	82	205	
	% within Primary VALS 2 Type	60.0%	40.0%	100.0%	
	% within Core/Fringe	2.9%	2.2%	2.6%	
	% of Total	1.5%	1.0%	2.6%	
	Adjusted Residual	2.2	-2.2		
Total	Count	4175	3809	7984	
	% within Primary VALS 2 Type	52.3%	47.7%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.3%	47.7%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	281.262 ^a	8	.000
Likelihood Ratio	286.334	8	.000
Linear-by-Linear Association	201.919	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 97.80.

Table 34.1 Current Giver to Public Television * Core/Fringe

Crosstab

			Core/Fringe		Total
			Fringe	Core	
Public Television Support by Household in the last two years	No	Count	2345	1550	3895
		% within Public Television Support by Household in the last two years	60.2%	39.8%	100.0%
		% within Core/Fringe	62.6%	43.6%	53.4%
		% of Total	32.1%	21.2%	53.4%
		Adjusted Residual	16.2	-16.2	
	Yes	Count	1402	2002	3404
		% within Public Television Support by Household in the last two years	41.2%	58.8%	100.0%
		% within Core/Fringe	37.4%	56.4%	46.6%
		% of Total	19.2%	27.4%	46.6%
		Adjusted Residual	-16.2	16.2	
	Don't Know	Count	1	0	1
		% within Public Television Support by Household in the last two years	100.0%	.0%	100.0%
		% within Core/Fringe	.0%	.0%	.0%
% of Total		.0%	.0%	.0%	
Adjusted Residual		1.0	-1.0		
Total	Count	3748	3552	7300	
	% within Public Television Support by Household in the last two years	51.3%	48.7%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	51.3%	48.7%	100.0%	
	Adjusted Residual				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	263.951 ^a	2	.000
Likelihood Ratio	265.847	2	.000
Linear-by-Linear Association	261.494	1	.000
N of Valid Cases	7300		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .49.

Table 35.1 Household has given to public radio within 2 years * Core/Fringe Crosstabulation

			Core/Fringe		Total
			Fringe	Core	
Household is a current giver to public radio	NO	Count	3352	2016	5368
		% within Household is a current giver to public radio	62.4%	37.6%	100.0%
		% within Core/Fringe	80.3%	52.9%	67.2%
		% of Total	42.0%	25.3%	67.2%
		Adjusted Residual	26.0	-26.0	
	YES	Count	822	1794	2616
		% within Household is a current giver to public radio	31.4%	68.6%	100.0%
		% within Core/Fringe	19.7%	47.1%	32.8%
		% of Total	10.3%	22.5%	32.8%
		Adjusted Residual	-26.0	26.0	
Total	Count	4174	3810	7984	
	% within Household is a current giver to public radio	52.3%	47.7%	100.0%	
	% within Core/Fringe	100.0%	100.0%	100.0%	
	% of Total	52.3%	47.7%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	678.478 ^b	1	.000		
Continuity Correction ^a	677.235	1	.000		
Likelihood Ratio	689.388	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	678.393	1	.000		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1248.37.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * Core or Fringe Listener to Public Radio	7984	100.0%	0	.0%	7984	100.0%

Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * Core or Fringe Listener to Public Radio Crosstabulation

% within Core or Fringe Listener to Public Radio

		Core or Fringe Listener to Public Radio			Total
		Fringe	Core (Station used more than any other)	Meta-Core (A042 only) (Multiple pub stns used more than sing	
Horizontal	1	37.4%	3.4%		21.1%
Hold to	2	20.6%	6.3%	5.7%	13.7%
Public	3	13.6%	7.8%	7.0%	10.8%
Radio(# of	4	11.0%	11.7%	15.7%	11.4%
Different	5	9.3%	21.3%	16.2%	14.9%
Days	6	5.1%	20.6%	19.2%	12.5%
Listened Out	7	2.9%	28.9%	36.2%	15.5%
of Seven)					
Total		100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2939.369 ^a	12	.000
Likelihood Ratio	3337.362	12	.000
Linear-by-Linear Association	2714.098	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.72.

Occasions to Public Radio (in Tune-Ins/Week)- Total * Core or Fringe Listener to Public Radio Crosstabulation

% within Core or Fringe Listener to Public Radio

		Core or Fringe Listener to Public Radio			Total
		Fringe	Core (Station used more than any other)	Meta-Core (A042 only) (Multiple pub stns used more than sing	
Occasions to	1	29.9%	2.6%		16.8%
Public Radio (in	2	17.5%	3.1%	1.7%	10.6%
Tune-Ins/Week)-	3	11.6%	4.2%	2.6%	8.0%
Total	4	10.6%	4.9%	4.3%	7.9%
	5	7.9%	5.8%	.9%	6.7%
	6	5.2%	6.6%	6.5%	5.8%
	7	4.3%	6.6%	6.0%	5.4%
	8	2.9%	5.9%	5.6%	4.3%
	9	2.2%	5.2%	3.9%	3.6%
	10	1.8%	6.6%	6.9%	4.1%
	11	1.3%	4.9%	5.2%	3.0%

Occasions to Public Radio (in Tune-Ins/Week)- Total * Core or Fringe Listener to Public Radio Crosstabulation

% within Core or Fringe Listener to Public Radio

		Core or Fringe Listener to Public Radio			Total
		Fringe	Core (Station used more than any other)	Meta-Core (A042 only) (Multiple pub stns used more than sing	
Occasions to	12	1.2%	4.7%	6.0%	2.9%
Public Radio (in	13	.7%	4.4%	4.3%	2.4%
Tune-Ins/Week)-	14	.6%	4.6%	1.7%	2.5%
Total	15	.6%	4.6%	6.5%	2.6%
	16	.4%	3.7%	3.9%	2.0%
	17	.2%	2.5%	4.3%	1.3%
	18	.2%	3.0%	3.9%	1.5%
	19	.1%	2.0%	1.7%	1.0%
	20	.1%	2.2%	3.0%	1.1%
	21	.1%	1.6%	.9%	.8%
	22	.1%	1.1%	2.6%	.6%
	23		1.3%	3.0%	.7%
	24	.1%	.9%		.5%
	25	.1%	1.3%	.9%	.7%
	26	.0%	.5%	.9%	.3%
	27	.1%	.4%	1.3%	.3%
	28	.0%	.6%	2.2%	.3%
	29		.7%	.4%	.3%
	30	.0%	.6%		.3%
	31		.5%	.9%	.2%
	32		.3%	2.6%	.2%
	33	.0%	.3%		.1%
	34	.0%	.2%	1.3%	.1%
	35		.1%	.4%	.1%
	36		.2%		.1%
	37		.1%		.1%
	38		.2%		.1%
	39		.2%		.1%
	40		.1%	.9%	.1%
	41		.1%		.0%
	42		.1%	.4%	.1%
	43		.0%		.0%
	44		.0%	.4%	.0%
	45		.0%	.4%	.0%
	48		.0%		.0%
	49		.1%		.0%
	51		.0%		.0%
	53		.0%		.0%
	54		.0%		.0%
	59		.0%		.0%
	61		.0%		.0%
	62		.1%		.0%
	64		.1%		.0%

Occasions to Public Radio (in Tune-Ins/Week)- Total * Core or Fringe Listener to Public Radio Crosstabulation

% within Core or Fringe Listener to Public Radio

	Core or Fringe Listener to Public Radio			Total
	Fringe	Core (Station used more than any other)	Meta-Core (A042 only) (Multiple pub stns used more than sing	
Occasions to Public Radio (in Tune-Ins/Week)- Total	66 67 73 Total			
	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3542.567 ^a	112	.000
Likelihood Ratio	3799.996	112	.000
Linear-by-Linear Association	2344.515	1	.000
N of Valid Cases	7987		

a. 90 cells (52.6%) have expected count less than 5. The minimum expected count is .03.

Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * Core or Fringe Listener to Public Radio Crosstabulation

% within Core or Fringe Listener to Public Radio

		Core or Fringe Listener to Public Radio			Total
		Fringe	Core (Station used more than any other)	Meta-Core (A042 only) (Multiple pub stns used more than sing)	
Horizontal	1	41.7%	4.7%	1.0%	25.2%
Hold to	2	20.4%	7.0%	6.3%	14.5%
Public	3	12.8%	8.4%	9.9%	10.9%
Radio(# of	4	9.5%	12.4%	16.8%	10.9%
Different	5	8.9%	22.3%	13.6%	14.6%
Days	6	4.5%	20.0%	19.6%	11.3%
Listened Out	7	2.3%	25.2%	32.7%	12.6%
of Seven)					
Total		100.0%	100.0%	100.0%	100.0%

Occasions to Public Radio (in Tune-Ins/Week)- Total * Core or Fringe Listener to Public Radio Crosstabulation

% within Core or Fringe Listener to Public Radio

		Core or Fringe Listener to Public Radio			Total
		Fringe	Core (Station used more than any other)	Meta-Core (A042 only) (Multiple pub stns used more than sing)	
Occasions to	1	33.3%	3.3%		19.9%
Public Radio (in	2	18.8%	3.9%	1.0%	12.2%
Tune-Ins/Week)-	3	11.6%	5.1%	3.7%	8.7%
Total	4	9.5%	5.7%	5.2%	7.8%
	5	7.5%	6.9%	5.0%	7.2%
	6	4.8%	7.0%	7.6%	5.8%
	7	3.6%	6.8%	7.3%	5.0%
	8	2.5%	6.2%	3.9%	4.1%
	9	1.9%	5.3%	3.4%	3.3%
	10	1.5%	6.5%	5.2%	3.7%
	11	1.2%	4.6%	5.2%	2.7%
	12	.8%	4.7%	4.7%	2.5%
	13	.6%	4.3%	3.9%	2.2%
	14	.5%	4.1%	3.1%	2.1%
	15	.4%	4.2%	5.2%	2.1%
	16	.4%	3.0%	3.9%	1.6%
	17	.2%	2.1%	3.4%	1.1%
	18	.1%	2.6%	2.3%	1.2%
	19	.1%	1.7%	1.8%	.8%
	20	.1%	1.8%	2.9%	.9%
	21	.1%	1.6%	.8%	.7%
	22	.1%	1.0%	2.1%	.5%
	23	.0%	1.1%	2.3%	.5%
	24	.1%	.7%	1.3%	.3%
	25	.1%	1.0%	1.3%	.5%
	26	.0%	.6%	.8%	.3%
	27	.0%	.4%	.5%	.2%
	28	.0%	.5%	2.3%	.3%
	29		.4%	.5%	.2%
	30	.0%	.5%		.2%
	31		.4%	1.0%	.2%
	32		.2%	1.6%	.1%
	33	.0%	.2%	.3%	.1%
	34	.0%	.2%	.8%	.1%
	35		.1%	.8%	.1%
	36		.1%		.1%
	37	.0%	.1%		.1%
	38		.1%	.8%	.1%
	39		.2%		.1%
	40		.1%	.5%	.0%
	41		.0%	.3%	.0%
	42		.1%	.3%	.0%
	43		.0%		.0%
	44		.0%	.5%	.0%
	45		.0%	.5%	.0%
	46		.0%		.0%
	48		.0%		.0%
	49		.0%		.0%
	51		.0%		.0%
	53		.0%	.8%	.0%
	54		.0%		.0%
	59		.0%		.0%
	61		.0%		.0%
	62		.0%		.0%
	64		.0%		.0%
	65		.0%		.0%
	66			.8%	.0%
	67			.3%	.0%
	73		.0%		.0%
	78		.1%		.0%
	94		.0%		.0%
Total		100.0%	100.0%	100.0%	100.0%