Listeners' Perceptions of On-Air Fundraising

Summary of Findings

The information that follows is repeated in the SPSS output file. The file contains three outputs relating a different fund-raising question from the survey. The three questions examined are:

A153: I keep listening to the public radio station during its on-air membership drives.

A154: The on-air membership drives are getting more prevalent than in the past.

A155: The on-air membership drives are becoming easier to listen to than in the past.

For each question, the respondent answered along a scale of agree to disagree.

For each question we did two types of statistical tests, means and cross-tabs, across three different types of variables, demographic, utiligraphic (how people use the radio), and attitudinal & giving variables. The three different sets of variables were used to see if there was any difference in how people responded to the three questions.

The most powerful finding was that people who agree that they keep listening during on-air drives also agree that on-air drives are becoming easier to listen to than in the past.

None of the VALs types showed a major difference in responding to any of the three questions.

A153: I keep listening to the public radio station during its on-air membership drives.

Frequency Tables:

These two tables show how many people responded to the question by category (Note the answers approach a normal, bell-shaped curve distribution. About half of public radio listeners agree and half disagree that they keep listening during on-air membership drives.)

Demographic Variables

Means:

These tables compare the averages across 6 different Demographic variables to see if there are any significant differences between those who keep listening during drives and those who do not. (Note: none of the categories show significant differences as none have very large F scores. Only Sex and Household Income, in bold, show any difference and these are minor.)

Crosstabs:

These crosstabs compare 8 different Demographic variables to the question of whether people keep listening to public radio during pledge drives. (Note: None of the Chi-Squares has a very large value, shown in bold, indicating that none of these variables is very significant.)

Utiligraphic variables

Means:

These tables compare the averages of 14 different Utiligraphic (how people use the radio) variables to the question of who keeps listening to public radio during pledge drives. (Note: several variables have relatively large F scores, shown in bold, and thus show some significant differences in the response to the question. All of the variables are related to core vs. fringe. Over half the people who keep listening during pledge drives are in the core.)

Crosstabs:

These 14 cross-tabs show which Utiligraphic variables are having the most influence on those people who keep listening during public radio pledge drives. (Note that only a few variables are significant and all relate to core/fringe. Those in the core are more likely to keep listening during a public radio pledge drive. The number in bold indicate the direction of movement. If the full cross-tab is shown, that variable is somewhat significant.)

Attitudinal & Giving variables

Means:

This table compares the averages across 32 different Attitudinal & Giving variables to see if there are any significant differences in the attitudes and giving patterns of those who continue to listen during pledge drives and those who do not. (NOTE: THIS TABLE CONTAINS THE MOST INTERESTING FINDING FOR THIS QUESTION. THAT IS, THOSE WHO KEEP LISTENING DURING PLEDGE DRIVES ARE MORE LIKELY TO AGREE THAT ON-AIR DRIVES ARE BECOMING EASIER TO LISTEN TO THAN IN THE PAST.)

Crosstabs:

These 20 cross-tabs are used to further test the influence of Attitudinal & Giving variables on the question of who keeps listening during on-air fund drives. The values in bold indicate the explanatory power of specific variables. Again, the key finding is that those who keep listening agree that on-air membership drives are easier to listen to than in the past. In fact, nearly one-third of all public radio listeners agree both that they keep listening and that on-air drives are getting easier to listen to than in the past. However, a greater percentage, nearly 40%, disagrees both that they keep listening and that on-air drives are getting easier to listen to.

A154: The on-air membership drives are getting more prevalent than in the past.

Frequency Tables:

These two tables show how many people by category responded to the question of are the on-air membership drives are getting more prevalent than in the past. (Note that the responses are heavily tilted towards agreement, that is over 75% of all public radio listeners agree that on-air membership drives are getting more prevalent than in the past.)

Demographic Variables

Means:

These two tables compare the averages across 6 different Demographic variables to see if there are any significant differences between those who agree that drives are more prevalent and those who do not. (Note: none of the categories have very large F scores. Only age and household income have much explanatory power. Older listeners and those with more household income are slightly more likely to agree that drives are more prevalent. Again, these variables are not very strong.)

Crosstabs:

These 8 crosstabs also compare Demographic variables to question of who agree that on-air drives are more prevalent. (Note: None of the chi-squares have very large values, indicating that none of the variables are very significant. The variable with the most significance is age. Older listeners agree that on-air drives are more prevalent. Again this variable is not very powerful.)

Utiligraphic variables

Means:

These two tables compare the average of 14 different Utiligraphic (how people use the radio) variables to the question of who agrees that on-air drives are getting more prevalent. (Note that almost none of the variables show a significant difference in response to the question.)

Crosstabs:

These 16 cross-tabs compare Utiligraphic variables to the question of on-air drives are getting more prevalent. (Note: None of these shows a very large Chi-square indicating that none are very significant. Loyalty, use, and location of radio do not have a very strong influence on perception of pledge-drive prevalence.)

Attitudinal & Giving variables

Means:

These tables show the influence of 32 Attitudinal & Giving variables on the question of on-air drive prevalence. The variable with the most significance is prevalence of on-air mentions of business support. Those who agree that on-air mentions of business support are getting more prevalent than in the past are more likely to agree that on-air drives are getting more prevalent.

Crosstabs:

These 23 cross-tabs also examine the influence of Attitudinal and Giving variables. The variable with the most explanatory power is again the prevalence of on-air mentions of business support.

A155: The on-air membership drives are becoming easier to listen to than in the past.

Frequency Table:

These two tables show how public radio listeners answered the question of agreement that on-air drives are becoming easier to listen to. Nearly six out of ten public radio listeners DISAGREE with the statement that on-air drives are getting easier to listen to.

Demographic Variables

Means:

These two tables show how Demographic variables influence how public radio listeners respond to the question. The only two variables that show much influence, and their influence is minor, are education and household income. The less education and the lower the household income, the more likely a public radio listener is to agree that on-air pledge drives are getting easier to listen to.

Crosstabs:

These 8 cross-tabs also examine the influence of Demographic variables. Again, only two variables have even a slight influence as evidenced by their Chi-square totals. These are Education and Household Income. Listeners with higher education and those with higher household incomes are both more likely to disagree that on-air pledge drives are getting easier to listen to.

Utiligraphic variables

Means:

These two tables show the influence of Utiligraphic variables on the question. None of the variables shows much influence as shown by their relatively small F scores. How public radio listeners use the radio does not have a great deal of influence on whether or not they agree that pledge drives are getting easier to listen to.

Crosstabs:

These 16 cross-tabs show what little influence Utiligraphic variables have on whether public radio listeners agree that on-air pledge drives are getting easier to listen to.

Attitudinal & Giving variables

Means:

These tables show the influence of 32 Attitudinal and Giving variables on the question. Not surprisingly given the results for the previous variable, the most significant variable is the question of keep listening during on-air pledge drives. Public radio listeners that agree that they keep listening during on-air pledge drives are more likely to agree that on-air drives are getting easier to listen to.

Crosstabs:

The following 23 cross-tabs also compare the attitudinal and giving variables to question of agreement that on-air drives are getting easier to listen to. Again, the variable with the most influence is the question of keep listening during pledge drives. Public radio listeners who agree they keep listening are also more likely to agree that on-air drives are becoming easier to listen to. However, while nearly a third of listeners agree with both questions of keep listening and easier to listen to, more listeners, nearly 40%, disagree with both.