```
FREQUENCIES
  VARIABLES=a153 a153a
  /ORDER  ANALYSIS .
```

Frequencies

Notes

Output Created		27 Feb 98 09:29:29
Comments		
Input	Data	D:\Audience98\database_1_15000.sav
	Filter	<none>
	Weight	Weighting Variable: All Responding Diaries (Projected to Original Sample Size)
	Split File	<none>
	N of Rows in Working Data File	7983
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=a153 a153a /ORDER ANALYSIS .
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:07.64

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.)

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree Definitely	**1060**	13.3	**13.5**	13.5
	Disagree Strongly	**969**	12.1	**12.3**	25.8
	Disagree Somewhat	**1744**	21.8	**22.2**	48.0
	Agree Somewhat	**2396**	30.0	**30.5**	78.4
	Agree Strongly	**1057**	13.2	**13.4**	91.9
	Agree Definitely	**641**	8.0	**8.1**	100.0
	Total	7866	98.5	100.0	
Missing	System	118	1.5		
Total		7984	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3772	47.3	**48.0**	48.0
	Agree	4093	51.3	**52.0**	100.0
	Total	7866	98.5	100.0	
Missing	System	118	1.5		
Total		7984	100.0		

TITLE "PART I: Demographic Variables"

means
tables = a020m a021 hrsadj a026 a030 incadj by a153a
/cells mean count
/statistics anova.

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.)

Report

	Mean			N		
	I keep listening to the public radio station during its on-air membership drives			I keep listening to the public radio station during its on-air membership drives		
	Disagree	Agree	Total	Disagree	Agree	Total
Sex	**.53**	**.46**	.50	3772	4093	7866
AGE	47.64	48.72	48.20	3772	4093	7866
Hours worked per week	23.02	23.56	23.30	3772	4093	7866
Number of Public Radio Listeners in the Household	1.59	1.57	1.58	3772	4093	7866
Education	5.16	5.06	5.11	3707	3996	7703
Household Income in Thousands$	**69.94**	**61.63**	65.57	3303	3664	6966

ANOVA Table

	F	Sig.
Sex	**39.803**	.000
AGE	8.943	.003
Hours worked per week	1.728	.189
Number of Public Radio Listeners in the Household	1.940	.164
Education	9.085	.003
Household Income in Thousands$	**47.589**	.000

```
CROSSTABS
 /TABLES=a020 a024  a025 a026 a028 to a031 BY a153a
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID .
```

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.)

SEX * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
SEX	Male	Count	2015	1896	3911
		% within SEX	51.5%	48.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	53.4%	46.3%	49.7%
		% of Total	25.6%	24.1%	49.7%
		Adjusted Residual	6.3	-6.3	
	Female	Count	1757	2197	3954
		% within SEX	44.4%	55.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	46.6%	53.7%	50.3%
		% of Total	22.3%	27.9%	50.3%
		Adjusted Residual	-6.3	6.3	
Total		Count	3772	4093	7865
		% within SEX	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**39.549**[b]	1	.000		
Continuity Correction[a]	39.265	1	.000		
Likelihood Ratio	39.581	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	39.544	1	.000		
N of Valid Cases	7865				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1875.69.

WORK * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
WORK	Does not Work	Count	1140	1184	2324
		% within WORK	49.1%	50.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	30.2%	28.9%	29.5%
		% of Total	14.5%	15.1%	29.5%
		Adjusted Residual	1.3	-1.3	
	1-19 Hours per week	Count	616	665	1281
		% within WORK	48.1%	51.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	16.3%	16.2%	16.3%
		% of Total	7.8%	8.5%	16.3%
		Adjusted Residual	.1	-.1	
	30+ Hours per week	Count	2017	2245	4262
		% within WORK	47.3%	52.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	53.5%	54.8%	54.2%
		% of Total	25.6%	28.5%	54.2%
		Adjusted Residual	-1.2	1.2	
Total		Count	3773	4094	7867
		% within WORK	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**1.810**[a]	2	.405
Likelihood Ratio	1.809	2	.405
Linear-by-Linear Association	1.748	1	.186
N of Valid Cases	7867		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 614.37.

Employment Status * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Employment Status	Employed Man	Count	1539	1478	3017
		% within Employment Status	51.0%	49.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	40.8%	36.1%	38.4%
		% of Total	19.6%	18.8%	38.4%
		Adjusted Residual	4.3	-4.3	
	Employed Woman	Count	1093	1432	2525
		% within Employment Status	43.3%	56.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	29.0%	35.0%	32.1%
		% of Total	13.9%	18.2%	32.1%
		Adjusted Residual	-5.7	5.7	
	Retired (60+)	Count	642	764	1406
		% within Employment Status	45.7%	54.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	17.0%	18.7%	17.9%
		% of Total	8.2%	9.7%	17.9%
		Adjusted Residual	-1.9	1.9	
	Unemployed (12-59)	Count	498	420	918
		% within Employment Status	54.2%	45.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	13.2%	10.3%	11.7%
		% of Total	6.3%	5.3%	11.7%
		Adjusted Residual	4.1	-4.1	
Total		Count	3772	4094	7866
		% within Employment Status	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**50.864[a]**	3	.000
Likelihood Ratio	50.934	3	.000
Linear-by-Linear Association	.039	1	.843
N of Valid Cases	7866		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 440.21.

Number of Public Radio Listeners in the Household * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Number of Public Radio Listeners in the Household	1	Count	2011	2258	4269
		% within Number of Public Radio Listeners in the Household	47.1%	52.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	53.3%	55.2%	54.3%
		% of Total	25.6%	28.7%	54.3%
		Adjusted Residual	-1.7	1.7	
	2	Count	1395	1494	2889
		% within Number of Public Radio Listeners in the Household	48.3%	51.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	37.0%	36.5%	36.7%
		% of Total	17.7%	19.0%	36.7%
		Adjusted Residual	.4	-.4	
	3	Count	285	244	529
		% within Number of Public Radio Listeners in the Household	53.9%	46.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	7.6%	6.0%	6.7%
		% of Total	3.6%	3.1%	6.7%
		Adjusted Residual	2.8	-2.8	
	4	Count	69	66	135
		% within Number of Public Radio Listeners in the Household	51.1%	48.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	1.8%	1.6%	1.7%
		% of Total	.9%	.8%	1.7%
		Adjusted Residual	.7	-.7	
	5	Count	10	16	26
		% within Number of Public Radio Listeners in the Household	38.5%	61.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	.3%	.4%	.3%
		% of Total	.1%	.2%	.3%
		Adjusted Residual	-1.0	1.0	
	6	Count	2	15	17
		% within Number of Public Radio Listeners in the Household	11.8%	88.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	.1%	.4%	.2%
		% of Total	.0%	.2%	.2%
		Adjusted Residual	-3.0	3.0	
	7	Count	1	0	1
		% within Number of Public Radio Listeners in the Household	100.0%	.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	.0%	.0%	.0%
		% of Total	.0%	.0%	.0%
		Adjusted Residual	1.0	-1.0	
Total		Count	3773	4093	7866
		% within Number of Public Radio Listeners in the Household	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**20.269[a]**	6	.002
Likelihood Ratio	21.954	6	.001
Linear-by-Linear Association	1.979	1	.159
N of Valid Cases	7866		

a. 2 cells (14.3%) have expected count less than 5. The minimum expected count is .48.

Age Categories * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Age Categories	18 to 24 years old	Count	196	180	376
		% within Age Categories	52.1%	47.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	5.3%	4.5%	4.9%
		% of Total	2.5%	2.3%	4.9%
		Adjusted Residual	1.8	-1.8	
	25 to 29 years old	Count	231	208	439
		% within Age Categories	52.6%	47.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	6.3%	5.1%	5.7%
		% of Total	3.0%	2.7%	5.7%
		Adjusted Residual	2.1	-2.1	
	30 to 34 years old	Count	281	311	592
		% within Age Categories	47.5%	52.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	7.6%	7.7%	7.7%
		% of Total	3.6%	4.0%	7.7%
		Adjusted Residual	-.1	.1	
	35 to 44 years old	Count	840	923	1763
		% within Age Categories	47.6%	52.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	22.8%	22.9%	22.8%
		% of Total	10.9%	12.0%	22.8%
		Adjusted Residual	-.1	.1	
	45 to 54 years old	Count	838	941	1779
		% within Age Categories	47.1%	52.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	22.7%	23.3%	23.0%
		% of Total	10.9%	12.2%	23.0%
		Adjusted Residual	-.6	.6	
	55 to 64 years old	Count	601	636	1237
		% within Age Categories	48.6%	51.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	16.3%	15.7%	16.0%
		% of Total	7.8%	8.2%	16.0%
		Adjusted Residual	.7	-.7	
	65 to 74 years old	Count	510	593	1103
		% within Age Categories	46.2%	53.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	13.8%	14.7%	14.3%
		% of Total	6.6%	7.7%	14.3%
		Adjusted Residual	-1.1	1.1	
	75 or over	Count	187	247	434
		% within Age Categories	43.1%	56.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	5.1%	6.1%	5.6%
		% of Total	2.4%	3.2%	5.6%
		Adjusted Residual	-2.0	2.0	
Total		Count	3684	4039	7723
		% within Age Categories	47.7%	52.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.7%	52.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**12.516[a]**	7	.085
Likelihood Ratio	12.523	7	.085
Linear-by-Linear Association	7.445	1	.006
N of Valid Cases	7723		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 179.36.

Race/Ethnicity * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Race/Ethnicity	Hispanic/Latino	Count	54	79	133
		% within Race/Ethnicity	40.6%	59.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	1.5%	2.0%	1.7%
		% of Total	.7%	1.0%	1.7%
		Adjusted Residual	-1.7	1.7	
	Black/African American	Count	118	236	354
		% within Race/Ethnicity	33.3%	66.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	3.2%	6.0%	4.7%
		% of Total	1.6%	3.1%	4.7%
		Adjusted Residual	-5.7	5.7	
	Asian/Pacific Islander	Count	85	79	164
		% within Race/Ethnicity	51.8%	48.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	2.3%	2.0%	2.2%
		% of Total	1.1%	1.0%	2.2%
		Adjusted Residual	1.0	-1.0	
	White/Caucasian	Count	3308	3423	6731
		% within Race/Ethnicity	49.1%	50.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	90.6%	86.7%	88.5%
		% of Total	43.5%	45.0%	88.5%
		Adjusted Residual	5.3	-5.3	
	Native American/Indian	Count	11	19	30
		% within Race/Ethnicity	36.7%	63.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	.3%	.5%	.4%
		% of Total	.1%	.2%	.4%
		Adjusted Residual	-1.3	1.3	
	Mixed/Other	Count	77	113	190
		% within Race/Ethnicity	40.5%	59.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	2.1%	2.9%	2.5%
		% of Total	1.0%	1.5%	2.5%
		Adjusted Residual	-2.1	2.1	
Total		Count	3653	3949	7602
		% within Race/Ethnicity	48.1%	51.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.1%	51.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**43.712[a]**	5	.000
Likelihood Ratio	44.501	5	.000
Linear-by-Linear Association	10.582	1	.001
N of Valid Cases	7602		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.42.

Education * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Education	Grade 8 or less	Count	60	51	111
		% within Education	54.1%	45.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	1.6%	1.3%	1.4%
		% of Total	.8%	.7%	1.4%
		Adjusted Residual	1.3	-1.3	
	Grades 9-11 years	Count	107	85	192
		% within Education	55.7%	44.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	2.9%	2.1%	2.5%
		% of Total	1.4%	1.1%	2.5%
		Adjusted Residual	2.1	-2.1	
	Graduated High School	Count	374	512	886
		% within Education	42.2%	57.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	10.1%	12.8%	11.5%
		% of Total	4.9%	6.6%	11.5%
		Adjusted Residual	-3.7	3.7	
	1-3 years of college	Count	742	943	1685
		% within Education	44.0%	56.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	20.0%	23.6%	21.9%
		% of Total	9.6%	12.2%	21.9%
		Adjusted Residual	-3.8	3.8	
	College degree (4 years)	Count	845	838	1683
		% within Education	50.2%	49.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	22.8%	21.0%	21.9%
		% of Total	11.0%	10.9%	21.9%
		Adjusted Residual	1.9	-1.9	
	Some graduate credits	Count	495	475	970
		% within Education	51.0%	49.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	13.4%	11.9%	12.6%
		% of Total	6.4%	6.2%	12.6%
		Adjusted Residual	1.9	-1.9	
	Advanced degree (MA, MD, PhD)	Count	1083	1092	2175
		% within Education	49.8%	50.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	29.2%	27.3%	28.2%
		% of Total	14.1%	14.2%	28.2%
		Adjusted Residual	1.8	-1.8	
Total		Count	3706	3996	7702
		% within Education	48.1%	51.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.1%	51.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**38.336[a]**	6	.000
Likelihood Ratio	38.430	6	.000
Linear-by-Linear Association	9.136	1	.003
N of Valid Cases	7702		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 53.41.

Household Income * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Household Income	Less than $10,000	Count	119	176	295
		% within Household Income	40.3%	59.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	3.6%	4.8%	4.2%
		% of Total	1.7%	2.5%	4.2%
		Adjusted Residual	-2.5	2.5	
	$10,000 to $14,999	Count	105	157	262
		% within Household Income	40.1%	59.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	3.2%	4.3%	3.8%
		% of Total	1.5%	2.3%	3.8%
		Adjusted Residual	-2.4	2.4	
	$15,000 to $19,999	Count	135	168	303
		% within Household Income	44.6%	55.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	4.1%	4.6%	4.4%
		% of Total	1.9%	2.4%	4.4%
		Adjusted Residual	-1.0	1.0	
	$20,000 to $24,999	Count	161	206	367
		% within Household Income	43.9%	56.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	4.9%	5.6%	5.3%
		% of Total	2.3%	3.0%	5.3%
		Adjusted Residual	-1.4	1.4	
	$25,000 to $29,999	Count	175	236	411
		% within Household Income	42.6%	57.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	5.3%	6.4%	5.9%
		% of Total	2.5%	3.4%	5.9%
		Adjusted Residual	-2.0	2.0	
	$30,000 to $39,999	Count	385	456	841
		% within Household Income	45.8%	54.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	11.7%	12.4%	12.1%
		% of Total	5.5%	6.5%	12.1%
		Adjusted Residual	-1.0	1.0	
	$40,000 to $49,999	Count	457	455	912
		% within Household Income	50.1%	49.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	13.8%	12.4%	13.1%
		% of Total	6.6%	6.5%	13.1%
		Adjusted Residual	1.8	-1.8	
	$50,000 to $74,999	Count	732	874	1606
		% within Household Income	45.6%	54.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	22.2%	23.9%	23.1%
		% of Total	10.5%	12.5%	23.1%
		Adjusted Residual	-1.7	1.7	
	$75,000 to $99,999	Count	447	453	900
		% within Household Income	49.7%	50.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	13.5%	12.4%	12.9%
		% of Total	6.4%	6.5%	12.9%
		Adjusted Residual	1.5	-1.5	
	$100,000 to $199,999	Count	472	424	896
		% within Household Income	52.7%	47.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	14.3%	11.6%	12.9%
		% of Total	6.8%	6.1%	12.9%
		Adjusted Residual	3.4	-3.4	
	$200,000 or more	Count	114	58	172
		% within Household Income	66.3%	33.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	3.5%	1.6%	2.5%
		% of Total	1.6%	.8%	2.5%
		Adjusted Residual	5.0	-5.0	
Total		Count	3302	3663	6965
		% within Household Income	47.4%	52.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.4%	52.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**60.349[a]**	10	.000
Likelihood Ratio	60.732	10	.000
Linear-by-Linear Association	36.428	1	.000
N of Valid Cases	6965		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 81.54.

```
TITLE "PART  II: Utiligraphic Variables"

means
tables = a038 a039 core a046 to a049 a054 a060 a066 a072 a078 a084 a090 by a153a
/cells mean count
/statistics anova.
```

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.)

Report

	Mean			N		
	I keep listening to the public radio station during its on-air membership drives			I keep listening to the public radio station during its on-air membership drives		
	Disagree	Agree	Total	Disagree	Agree	Total
Years Listening to Station A	9.77	9.97	9.87	3510	3850	7360
Years Listening to Station B	10.20	10.23	10.22	783	913	1696
Core/Fringe	**40.97**	**53.96**	47.73	3772	4093	7866
Number of Public Stations Used Across the Week	1.27	1.28	1.28	3772	4093	7866
Total number of Stations Used Across the Week	4.41	3.98	4.18	3772	4093	7866
Horizontal Hold to Public Radio(# of Days Listened Out of 7)	3.53	4.16	3.86	3772	4093	7866
Horizontal Hold to Radio (# of Days Listened Out of 7)	6.01	6.10	6.06	3772	4093	7866
Time Spent Listening to Public Radio (QHs/week)- Total	29.00	43.69	36.64	3772	4093	7866
Time Spent Listening to the Radio (QHs/week)- Total	88.94	98.65	94.00	3772	4093	7866
Loyalty to Public Radio (Total)	37.650	48.201	43.141	3772	4093	7866
Occasions to Public Radio (in Tune-Ins/Week)- Total	6.74	8.84	7.83	3772	4093	7866
Occasions to the Radio (in Tune-Ins/Week)- Total	20.76	20.60	20.68	3772	4093	7866
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	4.440	5.225	4.849	3772	4093	7866
Avg. Duration per Occasion to the Radio (in QHs)(Total)	4.519	5.079	4.811	3772	4093	7866

ANOVA Table

	F	Sig.
Years Listening to Station A	.871	.351
Years Listening to Station B	.004	.952
Core/Fringe	**135.123**	.000
Number of Public Stations Used Across the Week	.453	.501
Total number of Stations Used Across the Week	67.525	.000
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	**173.653**	.000
Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	10.081	.002
Time Spent Listening to Public Radio (QHs/week)- Total	**208.554**	.000
Time Spent Listening to the Radio (QHs/week)- Total	36.122	.000
Loyalty to Public Radio (Total)	**201.823**	.000
Occasions to Public Radio (in Tune-Ins/Week)- Total	**158.197**	.000
Occasions to the Radio (in Tune-Ins/Week)- Total	.349	.555
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	65.457	.000
Avg. Duration per Occasion to the Radio (in QHs)(Total)	54.902	.000

```
CROSSTABS
 /TABLES=a042 to a044 a045y a048 a049 PR_Locs to RA_Work a052 a053 BY a153a
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID .
```

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.)

Core or Fringe Listener to Public Radio * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Core or Fringe Listener to Public Radio	Fringe	Count	2227	1885	4112
		% within Core or Fringe Listener to Public Radio	54.2%	45.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	59.0%	46.0%	52.3%
		% of Total	28.3%	24.0%	52.3%
		Adjusted Residual	11.5	-11.5	
	Core (Station used more than any other)	Count	1439	2091	3530
		% within Core or Fringe Listener to Public Radio	40.8%	59.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	38.1%	51.1%	44.9%
		% of Total	18.3%	26.6%	44.9%
		Adjusted Residual	-11.5	11.5	
	Meta-Core (A042 only) (Multiple pub stns used more than sing	Count	107	118	225
		% within Core or Fringe Listener to Public Radio	47.6%	52.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	2.8%	2.9%	2.9%
		% of Total	1.4%	1.5%	2.9%
		Adjusted Residual	-.1	.1	
Total		Count	3773	4094	7867
		% within Core or Fringe Listener to Public Radio	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**136.538**[a]	2	.000
Likelihood Ratio	137.034	2	.000
Linear-by-Linear Association	108.481	1	.000
N of Valid Cases	7867		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 107.91.

Broadcast Band Used - Public Radio * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Broadcast Band Used - Public Radio	AM Only	Count	40	59	99
		% within Broadcast Band Used - Public Radio	40.4%	59.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	1.1%	1.4%	1.3%
		% of Total	.5%	.8%	1.3%
		Adjusted Residual	-1.5	1.5	
	FM Only	Count	1621	1964	3585
		% within Broadcast Band Used - Public Radio	45.2%	54.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	43.0%	48.0%	45.6%
		% of Total	20.6%	25.0%	45.6%
		Adjusted Residual	-4.5	4.5	
	Both AM and FM	Count	2112	2070	4182
		% within Broadcast Band Used - Public Radio	50.5%	49.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	56.0%	50.6%	53.2%
		% of Total	26.8%	26.3%	53.2%
		Adjusted Residual	4.8	-4.8	
Total		Count	3773	4093	7866
		% within Broadcast Band Used - Public Radio	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**23.907**[a]	2	.000
Likelihood Ratio	23.937	2	.000
Linear-by-Linear Association	23.896	1	.000
N of Valid Cases	7866		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 47.49.

Broadcast Band Used - All Radio * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Broadcast Band Used - All Radio	AM Only	Count	95	97	192
		% within Broadcast Band Used - All Radio	49.5%	50.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	2.5%	2.4%	2.4%
		% of Total	1.2%	1.2%	2.4%
		Adjusted Residual	.4	-.4	
	FM Only	Count	3586	3905	7491
		% within Broadcast Band Used - All Radio	47.9%	52.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	95.1%	95.4%	95.2%
		% of Total	45.6%	49.7%	95.2%
		Adjusted Residual	-.7	.7	
	Both AM and FM	Count	91	91	182
		% within Broadcast Band Used - All Radio	50.0%	50.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	2.4%	2.2%	2.3%
		% of Total	1.2%	1.2%	2.3%
		Adjusted Residual	.6	-.6	
Total		Count	3772	4093	7865
		% within Broadcast Band Used - All Radio	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**.505[a]**	2	.777
Likelihood Ratio	.505	2	.777
Linear-by-Linear Association	.007	1	.934
N of Valid Cases	7865		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 87.29.

Exclusive Listener to Public Radio * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Exclusive Listener to Public Radio	No	Count	3477	3573	7050
		% within Exclusive Listener to Public Radio	49.3%	50.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	92.2%	87.3%	89.6%
		% of Total	44.2%	45.4%	89.6%
		Adjusted Residual	7.1	-7.1	
	Yes	Count	295	520	815
		% within Exclusive Listener to Public Radio	36.2%	63.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	7.8%	12.7%	10.4%
		% of Total	3.8%	6.6%	10.4%
		Adjusted Residual	-7.1	7.1	
Total		Count	3772	4093	7865
		% within Exclusive Listener to Public Radio	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**50.407**[b]	1	.000		
Continuity Correction[a]	49.882	1	.000		
Likelihood Ratio	51.133	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	50.400	1	.000		
N of Valid Cases	7865				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 390.87.

Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	1	Count	957	683	1640
		% within Horizontal Hold to Public Radio	58.4%	41.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	25.4%	16.7%	20.9%
		% of Total	12.2%	8.7%	20.9%
		Adjusted Residual	9.5	-9.5	
	2	Count	592	490	1082
		% within Horizontal Hold to Public Radio	54.7%	45.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	15.7%	12.0%	13.8%
		% of Total	7.5%	6.2%	13.8%
		Adjusted Residual	4.8	-4.8	
	3	Count	394	459	853
		% within Horizontal Hold to Public Radio	46.2%	53.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	10.4%	11.2%	10.8%
		% of Total	5.0%	5.8%	10.8%
		Adjusted Residual	-1.1	1.1	
	4	Count	460	446	906
		% within Horizontal Hold to Public Radio	50.8%	49.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	12.2%	10.9%	11.5%
		% of Total	5.8%	5.7%	11.5%
		Adjusted Residual	1.8	-1.8	
	5	Count	514	652	1166
		% within Horizontal Hold to Public Radio	44.1%	55.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	13.6%	15.9%	14.8%
		% of Total	6.5%	8.3%	14.8%
		Adjusted Residual	-2.9	2.9	
	6	Count	393	593	986
		% within Horizontal Hold to Public Radio	39.9%	60.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	10.4%	14.5%	12.5%
		% of Total	5.0%	7.5%	12.5%
		Adjusted Residual	-5.4	5.4	
	7	Count	462	770	1232
		% within Horizontal Hold to Public Radio	37.5%	62.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	12.2%	18.8%	15.7%
		% of Total	5.9%	9.8%	15.7%
		Adjusted Residual	-8.0	8.0	
Total		Count	3772	4093	7865
		% within Horizontal Hold to Public Radio	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**181.665[a]**	6	.000
Likelihood Ratio	182.737	6	.000
Linear-by-Linear Association	169.532	1	.000
N of Valid Cases	7865		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 409.09.

Horizontal Hold to Radio (# of Different Days Listened Out of Seven) * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	1	Count	24	26	50
		% within Horizontal Hold to Radio	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	.6%	.6%	.6%
		% of Total	.3%	.3%	.6%
		Adjusted Residual	.0	.0	
	2	Count	67	76	143
		% within Horizontal Hold to Radio	46.9%	53.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	1.8%	1.9%	1.8%
		% of Total	.9%	1.0%	1.8%
		Adjusted Residual	-.3	.3	
	3	Count	130	105	235
		% within Horizontal Hold to Radio	55.3%	44.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	3.4%	2.6%	3.0%
		% of Total	1.7%	1.3%	3.0%
		Adjusted Residual	2.3	-2.3	
	4	Count	243	199	442
		% within Horizontal Hold to Radio	55.0%	45.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	6.4%	4.9%	5.6%
		% of Total	3.1%	2.5%	5.6%
		Adjusted Residual	3.0	-3.0	
	5	Count	536	549	1085
		% within Horizontal Hold to Radio	49.4%	50.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	14.2%	13.4%	13.8%
		% of Total	6.8%	7.0%	13.8%
		Adjusted Residual	1.0	-1.0	
	6	Count	933	1034	1967
		% within Horizontal Hold to Radio	47.4%	52.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	24.7%	25.3%	25.0%
		% of Total	11.9%	13.1%	25.0%
		Adjusted Residual	-.5	.5	
	7	Count	1839	2105	3944
		% within Horizontal Hold to Radio	46.6%	53.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	48.8%	51.4%	50.1%
		% of Total	23.4%	26.8%	50.1%
		Adjusted Residual	-2.4	2.4	
Total		Count	3772	4094	7866
		% within Horizontal Hold to Radio	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**17.817[a]**	6	.007
Likelihood Ratio	17.812	6	.007
Linear-by-Linear Association	9.969	1	.002
N of Valid Cases	7866		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.98.

Locations of Public Radio Listening * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Locations of Public Radio Listening	One	Count	2269	2098	4367
		% within Locations of Public Radio Listening	52.0%	48.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	60.2%	51.3%	55.5%
		% of Total	28.8%	26.7%	55.5%
		Adjusted Residual	7.9	-7.9	
	Two	Count	1284	1619	2903
		% within Locations of Public Radio Listening	44.2%	55.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	34.0%	39.6%	36.9%
		% of Total	16.3%	20.6%	36.9%
		Adjusted Residual	-5.1	5.1	
	Three	Count	219	376	595
		% within Locations of Public Radio Listening	36.8%	63.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	5.8%	9.2%	7.6%
		% of Total	2.8%	4.8%	7.6%
		Adjusted Residual	-5.7	5.7	
Total		Count	3772	4093	7865
		% within Locations of Public Radio Listening	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**73.803**[a]	2	.000
Likelihood Ratio	74.259	2	.000
Linear-by-Linear Association	73.782	1	.000
N of Valid Cases	7865		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 285.36.

Locations of Radio Listening * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Locations of Radio Listening	One	Count	635	674	1309
		% within Locations of Radio Listening	48.5%	51.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	16.8%	16.5%	16.6%
		% of Total	8.1%	8.6%	16.6%
		Adjusted Residual	.4	-.4	
	Two	Count	2077	2233	4310
		% within Locations of Radio Listening	48.2%	51.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	55.1%	54.5%	54.8%
		% of Total	26.4%	28.4%	54.8%
		Adjusted Residual	.5	-.5	
	Three	Count	1060	1187	2247
		% within Locations of Radio Listening	47.2%	52.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	28.1%	29.0%	28.6%
		% of Total	13.5%	15.1%	28.6%
		Adjusted Residual	-.9	.9	
Total		Count	3772	4094	7866
		% within Locations of Radio Listening	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**.806**[a]	2	.668
Likelihood Ratio	.807	2	.668
Linear-by-Linear Association	.715	1	.398
N of Valid Cases	7866		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 627.71.

Public Radio At Home * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Public Radio At Home	No	Count	1440	1242	2682
		% within Public Radio At Home	53.7%	46.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	38.2%	30.3%	34.1%
		% of Total	18.3%	15.8%	34.1%
		Adjusted Residual	7.3	-7.3	
	Yes	Count	2333	2852	5185
		% within Public Radio At Home	45.0%	55.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	61.8%	69.7%	65.9%
		% of Total	29.7%	36.3%	65.9%
		Adjusted Residual	-7.3	7.3	
Total		Count	3773	4094	7867
		% within Public Radio At Home	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**53.559**[b]	1	.000		
Continuity Correction[a]	53.211	1	.000		
Likelihood Ratio	53.566	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	53.552	1	.000		
N of Valid Cases	7867				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1286.28.

Public Radio In Car * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Public Radio In Car	No	Count	1161	1211	2372
		% within Public Radio In Car	48.9%	51.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	30.8%	29.6%	30.2%
		% of Total	14.8%	15.4%	30.2%
		Adjusted Residual	1.2	-1.2	
	Yes	Count	2611	2882	5493
		% within Public Radio In Car	47.5%	52.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	69.2%	70.4%	69.8%
		% of Total	33.2%	36.6%	69.8%
		Adjusted Residual	-1.2	1.2	
Total		Count	3772	4093	7865
		% within Public Radio In Car	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.325**[b]	1	.250		
Continuity Correction[a]	1.269	1	.260		
Likelihood Ratio	1.325	1	.250		
Fisher's Exact Test				.258	.130
Linear-by-Linear Association	1.325	1	.250		
N of Valid Cases	7865				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1137.59.

Public Radio At Work * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Public Radio At Work	No	Count	3221	3363	6584
		% within Public Radio At Work	48.9%	51.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	85.4%	82.2%	83.7%
		% of Total	41.0%	42.8%	83.7%
		Adjusted Residual	3.9	-3.9	
	Yes	Count	551	730	1281
		% within Public Radio At Work	43.0%	57.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	14.6%	17.8%	16.3%
		% of Total	7.0%	9.3%	16.3%
		Adjusted Residual	-3.9	3.9	
Total		Count	3772	4093	7865
		% within Public Radio At Work	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**14.999**[b]	1	.000		
Continuity Correction[a]	14.763	1	.000		
Likelihood Ratio	15.052	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	14.997	1	.000		
N of Valid Cases	7865				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 614.36.

Radio At Home * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Radio At Home	No	Count	525	510	1035
		% within Radio At Home	50.7%	49.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	13.9%	12.5%	13.2%
		% of Total	6.7%	6.5%	13.2%
		Adjusted Residual	1.9	-1.9	
	Yes	Count	3247	3583	6830
		% within Radio At Home	47.5%	52.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	86.1%	87.5%	86.8%
		% of Total	41.3%	45.6%	86.8%
		Adjusted Residual	-1.9	1.9	
Total		Count	3772	4093	7865
		% within Radio At Home	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**3.652**[b]	1	.056		
Continuity Correction[a]	3.525	1	.060		
Likelihood Ratio	3.649	1	.056		
Fisher's Exact Test				.057	.030
Linear-by-Linear Association	3.651	1	.056		
N of Valid Cases	7865				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 496.38.

Radio In Car * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Radio In Car	No	Count	381	429	810
		% within Radio In Car	47.0%	53.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	10.1%	10.5%	10.3%
		% of Total	4.8%	5.5%	10.3%
		Adjusted Residual	-.6	.6	
	Yes	Count	3391	3665	7056
		% within Radio In Car	48.1%	51.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	89.9%	89.5%	89.7%
		% of Total	43.1%	46.6%	89.7%
		Adjusted Residual	.6	-.6	
Total		Count	3772	4094	7866
		% within Radio In Car	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.304**[b]	1	.582		
Continuity Correction[a]	.264	1	.607		
Likelihood Ratio	.304	1	.581		
Fisher's Exact Test				.603	.304
Linear-by-Linear Association	.304	1	.582		
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 388.42.

Radio At Work * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Radio At Work	No	Count	2441	2641	5082
		% within Radio At Work	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	64.7%	64.5%	64.6%
		% of Total	31.0%	33.6%	64.6%
		Adjusted Residual	.2	-.2	
	Yes	Count	1332	1453	2785
		% within Radio At Work	47.8%	52.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	35.3%	35.5%	35.4%
		% of Total	16.9%	18.5%	35.4%
		Adjusted Residual	-.2	.2	
Total		Count	3773	4094	7867
		% within Radio At Work	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.030**[b]	1	.862		
Continuity Correction[a]	.023	1	.881		
Likelihood Ratio	.030	1	.862		
Fisher's Exact Test				.869	.440
Linear-by-Linear Association	.030	1	.862		
N of Valid Cases	7867				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1335.68.

Weekpart of Listening to Public Radio * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Weekpart of Listening to Public Radio	Weekdays Only	Count	1580	1303	2883
		% within Weekpart of Listening to Public Radio	54.8%	45.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	41.9%	31.8%	36.7%
		% of Total	20.1%	16.6%	36.7%
		Adjusted Residual	9.3	-9.3	
	Weekends Only	Count	450	410	860
		% within Weekpart of Listening to Public Radio	52.3%	47.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	11.9%	10.0%	10.9%
		% of Total	5.7%	5.2%	10.9%
		Adjusted Residual	2.7	-2.7	
	Both Weekends and Weekdays	Count	1742	2381	4123
		% within Weekpart of Listening to Public Radio	42.3%	57.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	46.2%	58.2%	52.4%
		% of Total	22.1%	30.3%	52.4%
		Adjusted Residual	-10.6	10.6	
Total		Count	3772	4094	7866
		% within Weekpart of Listening to Public Radio	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**114.520**[a]	2	.000
Likelihood Ratio	114.767	2	.000
Linear-by-Linear Association	110.094	1	.000
N of Valid Cases	7866		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 412.40.

Weekpart of Listening to the Radio * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Weekpart of Listening to the Radio	Weekdays Only	Count	445	354	799
		% within Weekpart of Listening to the Radio	55.7%	44.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	11.8%	8.6%	10.2%
		% of Total	5.7%	4.5%	10.2%
		Adjusted Residual	4.6	-4.6	
	Weekends Only	Count	19	18	37
		% within Weekpart of Listening to the Radio	51.4%	48.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	.5%	.4%	.5%
		% of Total	.2%	.2%	.5%
		Adjusted Residual	.4	-.4	
	Both Weekends and Weekdays	Count	3309	3722	7031
		% within Weekpart of Listening to the Radio	47.1%	52.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	87.7%	90.9%	89.4%
		% of Total	42.1%	47.3%	89.4%
		Adjusted Residual	-4.6	4.6	
Total		Count	3773	4094	7867
		% within Weekpart of Listening to the Radio	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**21.589**[a]	2	.000
Likelihood Ratio	21.586	2	.000
Linear-by-Linear Association	21.586	1	.000
N of Valid Cases	7867		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.75.

TITLE "PART III: Attitudinal & Giving Variables"

MEANS
 TABLES= a147 to a160 a162 to a167 a162u to a167u a133 to a138 by a153a
 /CELLS MEAN COUNT
 /STATISTICS ANOVA.

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.)

Report

	Mean			N		
	I keep listening to the public radio station during its on-air membership drives			I keep listening to the public radio station during its on-air membership drives		
	Disagree	Agree	Total	Disagree	Agree	Total
The news programming on public radio is unique, not available on commercial stations	4.66	5.08	4.88	3717	4034	7751
The music programming on public radio is unique, not available on commerical stations	4.82	5.20	5.02	3738	4057	7795
I seek out public radio whenever I move residence or travel out of town	4.18	4.79	4.50	3714	4024	7739
I generally think of public radio as being financially supported by contributing listeners	4.54	4.98	4.77	3747	4079	7826
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.64	3.61	3.63	3747	4065	7812
The social and cultural values I hear expressed on public radio usually fit closely with my own values	3.90	4.57	4.25	3718	4054	7772
I keep listening to the public radio station during its on-air membership drives	2.18	4.57	3.43	3772	4093	7866
The on-air membership drives are getting more prevalent than in the past	4.20	4.27	4.24	3670	4033	7703
The on-air membership drives are becoming easier to listen to than in the past	**2.55**	**3.73**	3.17	3675	4016	7691
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.06	4.22	4.14	3626	3972	7598
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.27	3.21	3.24	3641	4013	7654
My opinion of a company is more positive when I find out that it supports public radio	4.15	4.63	4.40	3730	4063	7794
I am concerned that businesses which support public radio may eventually force changes in the programming	3.42	3.63	3.53	3728	4069	7797
I personally would be less likely to contribute to public radio if more businesses were to support it	3.12	3.17	3.15	3661	4037	7698
Changes in Use of public radio stations in recent years	3.66	4.14	3.91	3689	4081	7770
Changes in Use of commercial radio stations in recent years	2.64	2.34	2.48	3552	3802	7354
Changes in Use of public television stations in recent years	3.38	3.66	3.52	3550	3909	7459
Changes in Use of commercial television stations in recent years	2.48	2.43	2.46	3563	3873	7436
Changes in Use of cable television channels in recent years	3.50	3.47	3.48	2561	2850	5410
Changes in Use of Internet or on-line services	4.14	4.11	4.13	1714	1786	3499
Changes in Use of public radio stations in recent years	.98	1.00	.99	3760	4088	7848
Changes in Use of commercial radio stations in recent years	.95	.94	.94	3752	4057	7809
Changes in Use of public television stations in recent years	.95	.96	.95	3756	4082	7837
Changes in Use of commercial television stations in recent years	.95	.96	.95	3752	4043	7794
Changes in Use of cable television channels in recent years	.68	.70	.69	3741	4051	7792
Changes in Use of Internet or on-line services	.46	.45	.45	3713	4005	7718
Personal Importance of Station A	4.38	5.04	4.72	3724	4048	7772
Personal Importance of Station B	4.68	4.91	4.80	824	955	1779
Personal Importance of Local Programming on Station A	3.86	4.54	4.21	3693	4009	7702
Personal Importance of Local Programming on Station B	4.03	4.46	4.26	1128	1292	2420
Personal Importance of Network Programming on Station A	4.23	4.84	4.55	3672	3999	7670
Personal Importance of Network Programming on Station B	4.25	4.59	4.43	1114	1256	2369

ANOVA Table

	F	Sig.
The news programming on public radio is unique, not available on commerical stations	259.084	.000
The music programming on public radio is unique, not available on commerical stations	235.145	.000
I seek out public radio whenever I move residence or travel out of town	365.194	.000
I generally think of public radio as being financially supported by contributing listeners	339.727	.000
I generally think of public radio as being financially supported by universities or gov't tax dollars	1.149	.284
The social and cultural values I hear expressed on public radio usually fit closely with my own	706.790	.000
I keep listening to the public radio station during its on-air membership drives	17765.875	.000
The on-air membership drives are getting more prevalent than in the past	7.866	.005
The on-air membership drives are becoming easier to listen to than in the past	**2532.941**	.000
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	46.103	.000
The on-air mentions of business support (underwriting) are getting more annoying than in the past	4.222	.040
My opinion of a company is more positive when I find out that it supports public radio	333.857	.000
I am concerned that businesses which support public radio may eventually force changes in the	49.128	.000
I personally would be less likely to contribute to public radio if more businesses were to support it	3.650	.056
Changes in Use of public radio stations in recent years	432.046	.000
Changes in Use of commercial radio stations in recent years	139.380	.000
Changes in Use of public television stations in recent years	130.560	.000
Changes in Use of commercial television stations in recent years	4.625	.032
Changes in Use of cable television channels in recent years	1.177	.278
Changes in Use of Internet or on-line services	.782	.376
Changes in Use of public radio stations in recent years	59.888	.000
Changes in Use of commercial radio stations in recent years	3.287	.070
Changes in Use of public television stations in recent years	6.380	.012
Changes in Use of commercial television stations in recent years	3.283	.070
Changes in Use of cable television channels in recent years	3.320	.068
Changes in Use of Internet or on-line services	1.900	.168
Personal Importance of Station A	569.686	.000
Personal Importance of Station B	15.734	.000
Personal Importance of Local Programming on Station A	505.107	.000
Personal Importance of Local Programming on Station B	57.374	.000
Personal Importance of Network Programming on Station A	393.439	.000
Personal Importance of Network Programming on Station B	30.610	.000

```
CROSSTABS
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 /STATISTIC=CHISQ
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```

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%, disagree both that they keep listening and that on-air drives are getting easier to listen to.

Personal Importance of Station A * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Personal Importance of Station A	Disagree	Count	712	260	972
		% within Personal Importance of Station A	73.3%	26.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	19.1%	6.4%	12.5%
		% of Total	9.2%	3.3%	12.5%
		Adjusted Residual	16.9	-16.9	
	Agree	Count	3012	3788	6800
		% within Personal Importance of Station A	44.3%	55.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	80.9%	93.6%	87.5%
		% of Total	38.8%	48.7%	87.5%
		Adjusted Residual	-16.9	16.9	
Total		Count	3724	4048	7772
		% within Personal Importance of Station A	47.9%	52.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.9%	52.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**285.734**[b]	1	.000		
Continuity Correction[a]	284.575	1	.000		
Likelihood Ratio	293.745	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	285.697	1	.000		
N of Valid Cases	7772				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 465.74.

Personal Importance of Station B * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Personal Importance of Station B	Disagree	Count	114	85	199
		% within Personal Importance of Station B	57.3%	42.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	13.8%	8.9%	11.2%
		% of Total	6.4%	4.8%	11.2%
		Adjusted Residual	3.3	-3.3	
	Agree	Count	710	870	1580
		% within Personal Importance of Station B	44.9%	55.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	86.2%	91.1%	88.8%
		% of Total	39.9%	48.9%	88.8%
		Adjusted Residual	-3.3	3.3	
Total		Count	824	955	1779
		% within Personal Importance of Station B	46.3%	53.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	46.3%	53.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**10.841**[b]	1	.001		
Continuity Correction[a]	10.350	1	.001		
Likelihood Ratio	10.816	1	.001		
Fisher's Exact Test				.001	.001
Linear-by-Linear Association	10.835	1	.001		
N of Valid Cases	1779				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 92.17.

Personal Importance of Local Programming on Station A * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Personal Importance of Local Programming on Station A	Disagree	Count	1241	635	1876
		% within Personal Importance of Local Programming on Station A	66.2%	33.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	33.6%	15.8%	24.4%
		% of Total	16.1%	8.2%	24.4%
		Adjusted Residual	18.2	-18.2	
	Agree	Count	2451	3374	5825
		% within Personal Importance of Local Programming on Station A	42.1%	57.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	66.4%	84.2%	75.6%
		% of Total	31.8%	43.8%	75.6%
		Adjusted Residual	-18.2	18.2	
Total		Count	3692	4009	7701
		% within Personal Importance of Local Programming on Station A	47.9%	52.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.9%	52.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**329.518**[b]	1	.000		
Continuity Correction[a]	328.554	1	.000		
Likelihood Ratio	333.129	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	329.475	1	.000		
N of Valid Cases	7701				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 899.39.

Personal Importance of Local Programming on Station B * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Personal Importance of Local Programming on Station B	Disagree	Count	340	231	571
		% within Personal Importance of Local Programming on Station B	59.5%	40.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	30.1%	17.9%	23.6%
		% of Total	14.0%	9.5%	23.6%
		Adjusted Residual	7.1	-7.1	
	Agree	Count	788	1061	1849
		% within Personal Importance of Local Programming on Station B	42.6%	57.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	69.9%	82.1%	76.4%
		% of Total	32.6%	43.8%	76.4%
		Adjusted Residual	-7.1	7.1	
Total		Count	1128	1292	2420
		% within Personal Importance of Local Programming on Station B	46.6%	53.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	46.6%	53.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**50.232**[b]	1	.000		
Continuity Correction[a]	49.554	1	.000		
Likelihood Ratio	50.269	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	50.211	1	.000		
N of Valid Cases	2420				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 266.15.

Personal Importance of Network Programming on Station A * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Personal Importance of Network Programming on Station A	Disagree	Count	914	479	1393
		% within Personal Importance of Network Programming on Station A	65.6%	34.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	24.9%	12.0%	18.2%
		% of Total	11.9%	6.2%	18.2%
		Adjusted Residual	14.7	-14.7	
	Agree	Count	2757	3519	6276
		% within Personal Importance of Network Programming on Station A	43.9%	56.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	75.1%	88.0%	81.8%
		% of Total	35.9%	45.9%	81.8%
		Adjusted Residual	-14.7	14.7	
Total		Count	3671	3998	7669
		% within Personal Importance of Network Programming on Station A	47.9%	52.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.9%	52.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**214.806**[b]	1	.000		
Continuity Correction[a]	213.938	1	.000		
Likelihood Ratio	216.938	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	214.778	1	.000		
N of Valid Cases	7669				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 666.80.

Personal Importance of Network Programming on Station B * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Personal Importance of Network Programming on Station B	Disagree	Count	325	230	555
		% within Personal Importance of Network Programming on Station B	58.6%	41.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	29.2%	18.3%	23.4%
		% of Total	13.7%	9.7%	23.4%
		Adjusted Residual	6.2	-6.2	
	Agree	Count	789	1025	1814
		% within Personal Importance of Network Programming on Station B	43.5%	56.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	70.8%	81.7%	76.6%
		% of Total	33.3%	43.3%	76.6%
		Adjusted Residual	-6.2	6.2	
Total		Count	1114	1255	2369
		% within Personal Importance of Network Programming on Station B	47.0%	53.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.0%	53.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**38.710[b]**	1	.000		
Continuity Correction[a]	38.107	1	.000		
Likelihood Ratio	38.735	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	38.693	1	.000		
N of Valid Cases	2369				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 260.98.

The news programming on public radio is unique, not available on commercial stations * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
The news programming on public radio is unique, not available on commercial stations	Disagree	Count	602	245	847
		% within The news programming on public radio is unique, not available on commercial stations	71.1%	28.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	16.2%	6.1%	10.9%
		% of Total	7.8%	3.2%	10.9%
		Adjusted Residual	14.3	-14.3	
	Agree	Count	3115	3789	6904
		% within The news programming on public radio is unique, not available on commercial stations	45.1%	54.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	83.8%	93.9%	89.1%
		% of Total	40.2%	48.9%	89.1%
		Adjusted Residual	-14.3	14.3	
Total		Count	3717	4034	7751
		% within The news programming on public radio is unique, not available on commercial stations	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**203.646**[b]	1	.000		
Continuity Correction[a]	202.607	1	.000		
Likelihood Ratio	208.212	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	203.620	1	.000		
N of Valid Cases	7751				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 406.18.

The music programming on public radio is unique, not available on commerical stations * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
The music programming on public radio is unique, not available on commerical stations	Disagree	Count	465	225	690
		% within The music programming on public radio is unique, not available on commerical stations	67.4%	32.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	12.4%	5.5%	8.9%
		% of Total	6.0%	2.9%	8.9%
		Adjusted Residual	10.7	-10.7	
	Agree	Count	3273	3832	7105
		% within The music programming on public radio is unique, not available on commerical stations	46.1%	53.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	87.6%	94.5%	91.1%
		% of Total	42.0%	49.2%	91.1%
		Adjusted Residual	-10.7	10.7	
Total		Count	3738	4057	7795
		% within The music programming on public radio is unique, not available on commerical stations	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**114.596**[b]	1	.000		
Continuity Correction[a]	113.743	1	.000		
Likelihood Ratio	116.216	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	114.581	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 330.88.

I seek out public radio whenever I move residence or travel out of town * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
I seek out public radio whenever I move residence or travel out of town	Disagree	Count	1079	574	1653
		% within I seek out public radio whenever I move residence or travel out of town	65.3%	34.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	29.0%	14.3%	21.4%
		% of Total	13.9%	7.4%	21.4%
		Adjusted Residual	15.8	-15.8	
	Agree	Count	2636	3450	6086
		% within I seek out public radio whenever I move residence or travel out of town	43.3%	56.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	71.0%	85.7%	78.6%
		% of Total	34.1%	44.6%	78.6%
		Adjusted Residual	-15.8	15.8	
Total		Count	3715	4024	7739
		% within I seek out public radio whenever I move residence or travel out of town	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**251.215**[b]	1	.000		
Continuity Correction[a]	250.336	1	.000		
Likelihood Ratio	253.633	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	251.183	1	.000		
N of Valid Cases	7739				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 793.50.

I generally think of public radio as being financially supported by contributing listeners * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
I generally think of public radio as being financially supported by contributing listeners	Disagree	Count	547	219	766
		% within I generally think of public radio as being financially supported by contributing listeners	71.4%	28.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	14.6%	5.4%	9.8%
		% of Total	7.0%	2.8%	9.8%
		Adjusted Residual	13.7	-13.7	
	Agree	Count	3201	3860	7061
		% within I generally think of public radio as being financially supported by contributing listeners	45.3%	54.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	85.4%	94.6%	90.2%
		% of Total	40.9%	49.3%	90.2%
		Adjusted Residual	-13.7	13.7	
Total		Count	3748	4079	7827
		% within I generally think of public radio as being financially supported by contributing listeners	47.9%	52.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.9%	52.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**188.292**[b]	1	.000		
Continuity Correction[a]	187.249	1	.000		
Likelihood Ratio	192.683	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	188.268	1	.000		
N of Valid Cases	7827				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 366.80.

I generally think of public radio as being financially supported by universities or gov't tax dollars * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
I generally think of public radio as being financially supported by universities or gov't tax dollars	Disagree	Count	1474	1606	3080
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	47.9%	52.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	39.3%	39.5%	39.4%
		% of Total	18.9%	20.6%	39.4%
		Adjusted Residual	-.2	.2	
	Agree	Count	2273	2459	4732
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	60.7%	60.5%	60.6%
		% of Total	29.1%	31.5%	60.6%
		Adjusted Residual	.2	-.2	
Total		Count	3747	4065	7812
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.024**[b]	1	.878		
Continuity Correction[a]	.017	1	.896		
Likelihood Ratio	.024	1	.878		
Fisher's Exact Test				.889	.448
Linear-by-Linear Association	.024	1	.878		
N of Valid Cases	7812				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1477.31.

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

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
The social and cultural values I hear expressed on public radio usually fit closely with my own values	Disagree	Count	1095	430	1525
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	71.8%	28.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	29.5%	10.6%	19.6%
		% of Total	14.1%	5.5%	19.6%
		Adjusted Residual	20.9	-20.9	
	Agree	Count	2623	3624	6247
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	42.0%	58.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	70.5%	89.4%	80.4%
		% of Total	33.7%	46.6%	80.4%
		Adjusted Residual	-20.9	20.9	
Total		Count	3718	4054	7772
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	47.8%	52.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.8%	52.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**436.671**[b]	1	.000		
Continuity Correction[a]	435.477	1	.000		
Likelihood Ratio	446.514	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	436.615	1	.000		
N of Valid Cases	7772				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 729.54.

The on-air membership drives are getting more prevalent than in the past * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
The on-air membership drives are getting more prevalent than in the past	Disagree	Count	936	881	1817
		% within The on-air membership drives are getting more prevalent than in the past	51.5%	48.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	25.5%	21.8%	23.6%
		% of Total	12.2%	11.4%	23.6%
		Adjusted Residual	3.8	-3.8	
	Agree	Count	2734	3152	5886
		% within The on-air membership drives are getting more prevalent than in the past	46.4%	53.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	74.5%	78.2%	76.4%
		% of Total	35.5%	40.9%	76.4%
		Adjusted Residual	-3.8	3.8	
Total		Count	3670	4033	7703
		% within The on-air membership drives are getting more prevalent than in the past	47.6%	52.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.6%	52.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**14.275**[b]	1	.000		
Continuity Correction[a]	14.073	1	.000		
Likelihood Ratio	14.262	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	14.273	1	.000		
N of Valid Cases	7703				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 865.69.

The on-air membership drives are becoming easier to listen to than in the past * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
The on-air membership drives are becoming easier to listen to than in the past	Disagree	Count	3001	1521	4522
		% within The on-air membership drives are becoming easier to listen to than in the past	66.4%	33.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	81.6%	37.9%	58.8%
		% of Total	**39.0%**	**19.8%**	58.8%
		Adjusted Residual	**39.0**	**-39.0**	
	Agree	Count	675	2495	3170
		% within The on-air membership drives are becoming easier to listen to than in the past	21.3%	78.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	18.4%	62.1%	41.2%
		% of Total	**8.8%**	**32.4%**	41.2%
		Adjusted Residual	**-39.0**	**39.0**	
Total		Count	3676	4016	7692
		% within The on-air membership drives are becoming easier to listen to than in the past	47.8%	52.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.8%	52.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1517.244[b]**	1	.000		
Continuity Correction[a]	1515.439	1	.000		
Likelihood Ratio	1589.983	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	1517.047	1	.000		
N of Valid Cases	7692				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1514.94.

The on-air mentions of business support (underwriting) are getting more prevalent than in the past * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	Disagree	Count	962	828	1790
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	53.7%	46.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	26.5%	20.8%	23.6%
		% of Total	12.7%	10.9%	23.6%
		Adjusted Residual	5.8	-5.8	
	Agree	Count	2664	3144	5808
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	45.9%	54.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	73.5%	79.2%	76.4%
		% of Total	35.1%	41.4%	76.4%
		Adjusted Residual	-5.8	5.8	
Total		Count	3626	3972	7598
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	47.7%	52.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.7%	52.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**34.015**[b]	1	.000		
Continuity Correction[a]	33.700	1	.000		
Likelihood Ratio	33.994	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	34.011	1	.000		
N of Valid Cases	7598				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 854.24.

The on-air mentions of business support (underwriting) are getting more annoying than in the past * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
The on-air mentions of business support (underwriting) are getting more annoying than in the past	Disagree	Count	2323	2658	4981
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	46.6%	53.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	63.8%	66.2%	65.1%
		% of Total	30.4%	34.7%	65.1%
		Adjusted Residual	-2.2	2.2	
	Agree	Count	1318	1355	2673
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	49.3%	50.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	36.2%	33.8%	34.9%
		% of Total	17.2%	17.7%	34.9%
		Adjusted Residual	2.2	-2.2	
Total		Count	3641	4013	7654
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	47.6%	52.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.6%	52.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**4.975**[b]	1	.026		
Continuity Correction[a]	4.868	1	.027		
Likelihood Ratio	4.973	1	.026		
Fisher's Exact Test				.027	.014
Linear-by-Linear Association	4.974	1	.026		
N of Valid Cases	7654				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1271.54.

My opinion of a company is more positive when I find out that it supports public radio * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
My opinion of a company is more positive when I find out that it supports public radio	Disagree	Count	838	440	1278
		% within My opinion of a company is more positive when I find out that it supports public radio	65.6%	34.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	22.5%	10.8%	16.4%
		% of Total	10.8%	5.6%	16.4%
		Adjusted Residual	13.9	-13.9	
	Agree	Count	2892	3624	6516
		% within My opinion of a company is more positive when I find out that it supports public radio	44.4%	55.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	77.5%	89.2%	83.6%
		% of Total	37.1%	46.5%	83.6%
		Adjusted Residual	-13.9	13.9	
Total		Count	3730	4064	7794
		% within My opinion of a company is more positive when I find out that it supports public radio	47.9%	52.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.9%	52.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**192.219**[b]	1	.000		
Continuity Correction[a]	191.371	1	.000		
Likelihood Ratio	194.121	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	192.194	1	.000		
N of Valid Cases	7794				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 611.62.

I am concerned that businesses which support public radio may eventually force changes in the programming * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
I am concerned that businesses which support public radio may eventually force changes in the programming	Disagree	Count	1993	1897	3890
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	51.2%	48.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	53.5%	46.6%	49.9%
		% of Total	25.6%	24.3%	49.9%
		Adjusted Residual	6.0	-6.0	
	Agree	Count	1735	2173	3908
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	44.4%	55.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	46.5%	53.4%	50.1%
		% of Total	22.2%	27.9%	50.1%
		Adjusted Residual	-6.0	6.0	
Total		Count	3728	4070	7798
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	47.8%	52.2%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.8%	52.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**36.530**[b]	1	.000		
Continuity Correction[a]	36.257	1	.000		
Likelihood Ratio	36.559	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	36.526	1	.000		
N of Valid Cases	7798				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1859.70.

I personally would be less likely to contribute to public radio if more businesses * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
I personally would be less likely to contribute to public radio if more businesses	Disagree	Count	2402	2567	4969
		% within I personally would be less likely to contribute to public radio if more businesses	48.3%	51.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	65.6%	63.6%	64.5%
		% of Total	31.2%	33.3%	64.5%
		Adjusted Residual	1.9	-1.9	
	Agree	Count	1259	1470	2729
		% within I personally would be less likely to contribute to public radio if more businesses	46.1%	53.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	34.4%	36.4%	35.5%
		% of Total	16.4%	19.1%	35.5%
		Adjusted Residual	-1.9	1.9	
Total		Count	3661	4037	7698
		% within I personally would be less likely to contribute to public radio if more businesses	47.6%	52.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	47.6%	52.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**3.436**[b]	1	.064		
Continuity Correction[a]	3.348	1	.067		
Likelihood Ratio	3.438	1	.064		
Fisher's Exact Test				.066	.034
Linear-by-Linear Association	3.435	1	.064		
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 1297.85.

Primary VALS 2 Type * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Primary VALS 2 Type	No VALS 2 Type assigned	Count	181	211	392
		% within Primary VALS 2 Type	46.2%	53.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	4.8%	5.2%	5.0%
		% of Total	2.3%	2.7%	5.0%
		Adjusted Residual	-.7	.7	
	Actualizer	Count	1310	1420	2730
		% within Primary VALS 2 Type	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	34.7%	34.7%	34.7%
		% of Total	16.7%	18.1%	34.7%
		Adjusted Residual	.0	.0	
	Fulfilled	Count	1093	1263	2356
		% within Primary VALS 2 Type	46.4%	53.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	29.0%	30.9%	30.0%
		% of Total	13.9%	16.1%	30.0%
		Adjusted Residual	-1.8	1.8	
	Believer	Count	212	265	477
		% within Primary VALS 2 Type	44.4%	55.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	5.6%	6.5%	6.1%
		% of Total	2.7%	3.4%	6.1%
		Adjusted Residual	-1.6	1.6	
	Achiever	Count	326	273	599
		% within Primary VALS 2 Type	54.4%	45.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	8.6%	6.7%	7.6%
		% of Total	4.1%	3.5%	7.6%
		Adjusted Residual	3.3	-3.3	
	Striver	Count	193	234	427
		% within Primary VALS 2 Type	45.2%	54.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	5.1%	5.7%	5.4%
		% of Total	2.5%	3.0%	5.4%
		Adjusted Residual	-1.2	1.2	
	Experiencer	Count	203	155	358
		% within Primary VALS 2 Type	56.7%	43.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	5.4%	3.8%	4.6%
		% of Total	2.6%	2.0%	4.6%
		Adjusted Residual	3.4	-3.4	
	Maker	Count	153	175	328
		% within Primary VALS 2 Type	46.6%	53.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	4.1%	4.3%	4.2%
		% of Total	1.9%	2.2%	4.2%
		Adjusted Residual	-.5	.5	
	Struggler	Count	102	96	198
		% within Primary VALS 2 Type	51.5%	48.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	2.7%	2.3%	2.5%
		% of Total	1.3%	1.2%	2.5%
		Adjusted Residual	1.0	-1.0	
Total		Count	3773	4092	7865
		% within Primary VALS 2 Type	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**28.712[a]**	8	.000
Likelihood Ratio	28.720	8	.000
Linear-by-Linear Association	4.476	1	.034
N of Valid Cases	7865		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 94.98.

Current Giver * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Current Giver	Not Current	Count	2869	2548	5417
		% within Current Giver	53.0%	47.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	76.1%	62.3%	68.9%
		% of Total	36.5%	32.4%	68.9%
		Adjusted Residual	13.2	-13.2	
	Current	Count	903	1545	2448
		% within Current Giver	36.9%	63.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	23.9%	37.7%	31.1%
		% of Total	11.5%	19.6%	31.1%
		Adjusted Residual	-13.2	13.2	
Total		Count	3772	4093	7865
		% within Current Giver	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**174.579**[b]	1	.000		
Continuity Correction[a]	173.936	1	.000		
Likelihood Ratio	176.281	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	174.557	1	.000		
N of Valid Cases	7865				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1174.04.

Reconciled Current Giver * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Reconciled Current Giver	Not Current	Count	2803	2485	5288
		% within Reconciled Current Giver	53.0%	47.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	74.3%	60.7%	67.2%
		% of Total	35.6%	31.6%	67.2%
		Adjusted Residual	12.8	-12.8	
	Current	Count	969	1609	2578
		% within Reconciled Current Giver	37.6%	62.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	25.7%	39.3%	32.8%
		% of Total	12.3%	20.5%	32.8%
		Adjusted Residual	-12.8	12.8	
Total		Count	3772	4094	7866
		% within Reconciled Current Giver	48.0%	52.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.0%	52.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**165.102[b]**	1	.000		
Continuity Correction[a]	164.484	1	.000		
Likelihood Ratio	166.506	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	165.081	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 1236.23.

Public Television Support by Household in the last two years * I keep listening to the public radio station during its on-air membership drives

Crosstab

			I keep listening to the public radio station during its on-air membership drives		
			Disagree	Agree	Total
Public Television Support by Household in the last two years	No	Count	2039	1789	3828
		% within Public Television Support by Household in the last two years	53.3%	46.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	58.8%	47.9%	53.2%
		% of Total	28.3%	24.9%	53.2%
		Adjusted Residual	9.3	-9.3	
	Yes	Count	1426	1941	3367
		% within Public Television Support by Household in the last two years	42.4%	57.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	41.2%	52.0%	46.8%
		% of Total	19.8%	27.0%	46.8%
		Adjusted Residual	-9.2	9.2	
	Don't Know	Count	0	1	1
		% within Public Television Support by Household in the last two years	.0%	100.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	.0%	.0%	.0%
		% of Total	.0%	.0%	.0%
		Adjusted Residual	-1.0	1.0	
Total		Count	3465	3731	7196
		% within Public Television Support by Household in the last two years	48.2%	51.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	100.0%	100.0%	100.0%
		% of Total	48.2%	51.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**86.384[a]**	2	.000
Likelihood Ratio	86.972	2	.000
Linear-by-Linear Association	85.977	1	.000
N of Valid Cases	7196		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .48.

SET HEADER=ON /PRINTBACK = LISTING.

FREQUENCIES
VARIABLES=a154 a154a
/ORDER ANALYSIS .

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.)

Frequency Table

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree Definitely	**168**	2.1	**2.2**	2.2
	Disagree Strongly	**236**	3.0	**3.1**	5.2
	Disagree Somewhat	**1419**	17.8	**18.3**	23.6
	Agree Somewhat	**2867**	35.9	**37.1**	60.6
	Agree Strongly	**1841**	23.1	**23.8**	84.4
	Agree Definitely	**1205**	15.1	**15.6**	100.0
	Total	7736	96.9	100.0	
Missing	System	248	3.1		
Total		7984	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1822	22.8	**23.6**	23.6
	Agree	5913	74.1	**76.4**	100.0
	Total	7736	96.9	100.0	
Missing	System	248	3.1		
Total		7984	100.0		

Title "Part I: Demographic Variables"

means
tables = a020m a021 hrsadj a026 a030 incadj by a154a
/cells mean count
/statistics anova.

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.)

Report

	Mean			N		
	The on-air membership drives are getting more prevalent than in the past			The on-air membership drives are getting more prevalent than in the past		
	Disagree	Agree	Total	Disagree	Agree	Total
Sex	.50	.50	.50	1822	5913	7736
AGE	**45.24**	**49.10**	48.19	1822	5913	7736
Hours worked per week	24.26	23.06	23.35	1822	5913	7736
Number of Public Radio Listeners in the Household	1.54	1.59	1.58	1822	5913	7736
Education	5.00	5.14	5.11	1796	5777	7573
Household Income in Thousands$	**59.74**	**67.44**	65.61	1628	5228	6856

ANOVA Table

	F	Sig.
Sex	.055	.814
AGE	**82.885**	.000
Hours worked per week	5.870	.015
Number of Public Radio Listeners in the Household	8.231	.004
Education	10.814	.001
Household Income in Thousands$	**29.086**	.000

```
CROSSTABS
 /TABLES=a020m a024  a025 a026 a028 to a031 BY a154a
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID .
```

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.)

Notes

Output Created		27 Feb 98 13:16:18
Comments		
Input	Data	D:\Audience98\database_1_15000.sav
	Filter	<none>
	Weight	Weighting Variable: All Responding Diaries (Projected to Original Sample Size)
	Split File	<none>
	N of Rows in Working Data File	7983
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=a020m a024 a025 a026 a028 to a031 BY a154a /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= count ROW COLUMN TOTAL ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:02.60

Sex * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Sex	Woman	Count	915	2950	3865
		% within Sex	23.7%	76.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	50.2%	49.9%	50.0%
		% of Total	11.8%	38.1%	50.0%
		Adjusted Residual	.2	-.2	
	Man	Count	908	2963	3871
		% within Sex	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	49.8%	50.1%	50.0%
		% of Total	11.7%	38.3%	50.0%
		Adjusted Residual	-.2	.2	
Total		Count	1823	5913	7736
		% within Sex	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.051**[b]	1	.822		
Continuity Correction[a]	.039	1	.843		
Likelihood Ratio	.051	1	.822		
Fisher's Exact Test				.830	.421
Linear-by-Linear Association	.051	1	.822		
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 910.79.

WORK * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
WORK	Does not Work	Count	498	1779	2277
		% within WORK	21.9%	78.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	27.3%	30.1%	29.4%
		% of Total	6.4%	23.0%	29.4%
		Adjusted Residual	-2.3	2.3	
	1-19 Hours per week	Count	293	966	1259
		% within WORK	23.3%	76.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	16.1%	16.3%	16.3%
		% of Total	3.8%	12.5%	16.3%
		Adjusted Residual	-.3	.3	
	30+ Hours per week	Count	1032	3168	4200
		% within WORK	24.6%	75.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	56.6%	53.6%	54.3%
		% of Total	13.3%	41.0%	54.3%
		Adjusted Residual	2.3	-2.3	
Total		Count	1823	5913	7736
		% within WORK	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**6.050**[a]	2	.049
Likelihood Ratio	6.090	2	.048
Linear-by-Linear Association	5.912	1	.015
N of Valid Cases	7736		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 296.69.

Employment Status * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Employment Status	Employed Man	Count	715	2274	2989
		% within Employment Status	23.9%	76.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	39.2%	38.5%	38.6%
		% of Total	9.2%	29.4%	38.6%
		Adjusted Residual	.6	-.6	
	Employed Woman	Count	610	1859	2469
		% within Employment Status	24.7%	75.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	33.5%	31.4%	31.9%
		% of Total	7.9%	24.0%	31.9%
		Adjusted Residual	1.6	-1.6	
	Retired (60+)	Count	264	1108	1372
		% within Employment Status	19.2%	80.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	14.5%	18.7%	17.7%
		% of Total	3.4%	14.3%	17.7%
		Adjusted Residual	-4.2	4.2	
	Unemployed (12-59)	Count	234	671	905
		% within Employment Status	25.9%	74.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	12.8%	11.3%	11.7%
		% of Total	3.0%	8.7%	11.7%
		Adjusted Residual	1.7	-1.7	
Total		Count	1823	5912	7735
		% within Employment Status	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**18.868[a]**	3	.000
Likelihood Ratio	19.466	3	.000
Linear-by-Linear Association	.565	1	.452
N of Valid Cases	7735		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 213.29.

Number of Public Radio Listeners in the Household * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Number of Public Radio Listeners in the Household	1	Count	1045	3145	4190
		% within Number of Public Radio Listeners in the Household	24.9%	75.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	57.4%	53.2%	54.2%
		% of Total	13.5%	40.7%	54.2%
		Adjusted Residual	3.1	-3.1	
	2	Count	624	2226	2850
		% within Number of Public Radio Listeners in the Household	21.9%	78.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	34.2%	37.6%	36.8%
		% of Total	8.1%	28.8%	36.8%
		Adjusted Residual	-2.6	2.6	
	3	Count	118	399	517
		% within Number of Public Radio Listeners in the Household	22.8%	77.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	6.5%	6.7%	6.7%
		% of Total	1.5%	5.2%	6.7%
		Adjusted Residual	-.4	.4	
	4	Count	27	107	134
		% within Number of Public Radio Listeners in the Household	20.1%	79.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	1.5%	1.8%	1.7%
		% of Total	.3%	1.4%	1.7%
		Adjusted Residual	-.9	.9	
	5	Count	6	20	26
		% within Number of Public Radio Listeners in the Household	23.1%	76.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	.3%	.3%	.3%
		% of Total	.1%	.3%	.3%
		Adjusted Residual	-.1	.1	
	6	Count	2	15	17
		% within Number of Public Radio Listeners in the Household	11.8%	88.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	.1%	.3%	.2%
		% of Total	.0%	.2%	.2%
		Adjusted Residual	-1.1	1.1	
	7	Count	0	1	1
		% within Number of Public Radio Listeners in the Household	.0%	100.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	.0%	.0%	.0%
		% of Total	.0%	.0%	.0%
		Adjusted Residual	-.6	.6	
Total		Count	1822	5913	7735
		% within Number of Public Radio Listeners in the Household	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**11.469[a]**	6	.075
Likelihood Ratio	11.960	6	.063
Linear-by-Linear Association	8.171	1	.004
N of Valid Cases	7735		

a. 3 cells (21.4%) have expected count less than 5. The minimum expected count is .24.

Age Categories * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Age Categories	18 to 24 years old	Count	134	241	375
		% within Age Categories	35.7%	64.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	7.5%	4.1%	4.9%
		% of Total	1.8%	3.2%	4.9%
		Adjusted Residual	5.8	-5.8	
	25 to 29 years old	Count	122	306	428
		% within Age Categories	28.5%	71.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	6.9%	5.3%	5.6%
		% of Total	1.6%	4.0%	5.6%
		Adjusted Residual	2.5	-2.5	
	30 to 34 years old	Count	185	394	579
		% within Age Categories	32.0%	68.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	10.4%	6.8%	7.6%
		% of Total	2.4%	5.2%	7.6%
		Adjusted Residual	5.0	-5.0	
	35 to 44 years old	Count	432	1297	1729
		% within Age Categories	25.0%	75.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	24.3%	22.3%	22.8%
		% of Total	5.7%	17.1%	22.8%
		Adjusted Residual	1.7	-1.7	
	45 to 54 years old	Count	399	1366	1765
		% within Age Categories	22.6%	77.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	22.4%	23.5%	23.2%
		% of Total	5.3%	18.0%	23.2%
		Adjusted Residual	-1.0	1.0	
	55 to 64 years old	Count	224	984	1208
		% within Age Categories	18.5%	81.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	12.6%	16.9%	15.9%
		% of Total	3.0%	13.0%	15.9%
		Adjusted Residual	-4.4	4.4	
	65 to 74 years old	Count	198	888	1086
		% within Age Categories	18.2%	81.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	11.1%	15.3%	14.3%
		% of Total	2.6%	11.7%	14.3%
		Adjusted Residual	-4.4	4.4	
	75 or over	Count	87	336	423
		% within Age Categories	20.6%	79.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	4.9%	5.8%	5.6%
		% of Total	1.1%	4.4%	5.6%
		Adjusted Residual	-1.4	1.4	
Total		Count	1781	5812	7593
		% within Age Categories	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**98.511[a]**	7	.000
Likelihood Ratio	95.594	7	.000
Linear-by-Linear Association	81.955	1	.000
N of Valid Cases	7593		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 87.96.

Race/Ethnicity * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Race/Ethnicity	Hispanic/Latino	Count	30	105	135
		% within Race/Ethnicity	22.2%	77.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	1.7%	1.8%	1.8%
		% of Total	.4%	1.4%	1.8%
		Adjusted Residual	-.4	.4	
	Black/African American	Count	84	268	352
		% within Race/Ethnicity	23.9%	76.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	4.8%	4.7%	4.7%
		% of Total	1.1%	3.6%	4.7%
		Adjusted Residual	.1	-.1	
	Asian/Pacific Islander	Count	47	117	164
		% within Race/Ethnicity	28.7%	71.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	2.7%	2.0%	2.2%
		% of Total	.6%	1.6%	2.2%
		Adjusted Residual	1.5	-1.5	
	White/Caucasian	Count	1550	5055	6605
		% within Race/Ethnicity	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	87.8%	88.6%	88.4%
		% of Total	20.7%	67.6%	88.4%
		Adjusted Residual	-.8	.8	
	Native American/Indian	Count	7	23	30
		% within Race/Ethnicity	23.3%	76.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	.4%	.4%	.4%
		% of Total	.1%	.3%	.4%
		Adjusted Residual	.0	.0	
	Mixed/Other	Count	47	140	187
		% within Race/Ethnicity	25.1%	74.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	2.7%	2.5%	2.5%
		% of Total	.6%	1.9%	2.5%
		Adjusted Residual	.5	-.5	
Total		Count	1765	5708	7473
		% within Race/Ethnicity	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.790**[a]	5	.732
Likelihood Ratio	2.688	5	.748
Linear-by-Linear Association	.002	1	.960
N of Valid Cases	7473		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.09.

Education * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Education	Grade 8 or less	Count	34	74	108
		% within Education	31.5%	68.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	1.9%	1.3%	1.4%
		% of Total	.4%	1.0%	1.4%
		Adjusted Residual	1.9	-1.9	
	Grades 9-11 years	Count	60	131	191
		% within Education	31.4%	68.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	3.3%	2.3%	2.5%
		% of Total	.8%	1.7%	2.5%
		Adjusted Residual	2.5	-2.5	
	Graduated High School	Count	225	648	873
		% within Education	25.8%	74.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	12.5%	11.2%	11.5%
		% of Total	3.0%	8.6%	11.5%
		Adjusted Residual	1.5	-1.5	
	1-3 years of college	Count	403	1251	1654
		% within Education	24.4%	75.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	22.4%	21.7%	21.8%
		% of Total	5.3%	16.5%	21.8%
		Adjusted Residual	.7	-.7	
	College degree (4 years)	Count	374	1279	1653
		% within Education	22.6%	77.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	20.8%	22.1%	21.8%
		% of Total	4.9%	16.9%	21.8%
		Adjusted Residual	-1.2	1.2	
	Some graduate credits	Count	226	735	961
		% within Education	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	12.6%	12.7%	12.7%
		% of Total	3.0%	9.7%	12.7%
		Adjusted Residual	-.2	.2	
	Advanced degree (MA, MD, PhD)	Count	475	1658	2133
		% within Education	22.3%	77.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	26.4%	28.7%	28.2%
		% of Total	6.3%	21.9%	28.2%
		Adjusted Residual	-1.9	1.9	
Total		Count	1797	5776	7573
		% within Education	23.7%	76.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.7%	76.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**15.852[a]**	6	.015
Likelihood Ratio	15.243	6	.018
Linear-by-Linear Association	10.856	1	.001
N of Valid Cases	7573		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.63.

Household Income * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Household Income	Less than $10,000	Count	103	188	291
		% within Household Income	35.4%	64.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	6.3%	3.6%	4.2%
		% of Total	1.5%	2.7%	4.2%
		Adjusted Residual	4.8	-4.8	
	$10,000 to $14,999	Count	65	193	258
		% within Household Income	25.2%	74.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	4.0%	3.7%	3.8%
		% of Total	.9%	2.8%	3.8%
		Adjusted Residual	.6	-.6	
	$15,000 to $19,999	Count	94	201	295
		% within Household Income	31.9%	68.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	5.8%	3.8%	4.3%
		% of Total	1.4%	2.9%	4.3%
		Adjusted Residual	3.4	-3.4	
	$20,000 to $24,999	Count	102	255	357
		% within Household Income	28.6%	71.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	6.3%	4.9%	5.2%
		% of Total	1.5%	3.7%	5.2%
		Adjusted Residual	2.2	-2.2	
	$25,000 to $29,999	Count	103	303	406
		% within Household Income	25.4%	74.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	6.3%	5.8%	5.9%
		% of Total	1.5%	4.4%	5.9%
		Adjusted Residual	.8	-.8	
	$30,000 to $39,999	Count	190	632	822
		% within Household Income	23.1%	76.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	11.7%	12.1%	12.0%
		% of Total	2.8%	9.2%	12.0%
		Adjusted Residual	-.4	.4	
	$40,000 to $49,999	Count	218	689	907
		% within Household Income	24.0%	76.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	13.4%	13.2%	13.2%
		% of Total	3.2%	10.1%	13.2%
		Adjusted Residual	.2	-.2	
	$50,000 to $74,999	Count	364	1212	1576
		% within Household Income	23.1%	76.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	22.4%	23.2%	23.0%
		% of Total	5.3%	17.7%	23.0%
		Adjusted Residual	-.7	.7	
	$75,000 to $99,999	Count	184	707	891
		% within Household Income	20.7%	79.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	11.3%	13.5%	13.0%
		% of Total	2.7%	10.3%	13.0%
		Adjusted Residual	-2.3	2.3	
	$100,000 to $199,999	Count	172	708	880
		% within Household Income	19.5%	80.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	10.6%	13.5%	12.8%
		% of Total	2.5%	10.3%	12.8%
		Adjusted Residual	-3.1	3.1	
	$200,000 or more	Count	32	139	171
		% within Household Income	18.7%	81.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	2.0%	2.7%	2.5%
		% of Total	.5%	2.0%	2.5%
		Adjusted Residual	-1.6	1.6	
Total		Count	1627	5227	6854
		% within Household Income	23.7%	76.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.7%	76.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**54.310[a]**	10	.000
Likelihood Ratio	52.148	10	.000
Linear-by-Linear Association	44.354	1	.000
N of Valid Cases	6854		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 40.59.

```
Title "Part II: Utiligraphic Variables"

means
tables = a038 a039 core a046 to a049 a054 a060 a066 a072 a078 a084 a090 by a154a
/cells mean count
/statistics anova.
```

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.)

Report

	Mean			N		
	The on-air membership drives are getting more prevalent than in the past			The on-air membership drives are getting more prevalent than in the past		
	Disagree	Agree	Total	Disagree	Agree	Total
Years Listening to Station A	9.25	10.09	9.90	1716	5530	7246
Years Listening to Station B	10.03	10.25	10.20	379	1300	1680
Core/Fringe	46.44	48.51	48.02	1822	5913	7736
Number of Public Stations Used Across the Week	1.26	1.28	1.28	1822	5913	7736
Total number of Stations Used Across the Week	4.40	4.11	4.18	1822	5913	7736
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	3.79	3.91	3.88	1822	5913	7736
Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	6.08	6.06	6.06	1822	5913	7736
Time Spent Listening to Public Radio (QHs/week)- Total	36.00	37.23	36.94	1822	5913	7736
Time Spent Listening to the Radio (QHs/week)- Total	94.24	94.42	94.38	1822	5913	7736
Loyalty to Public Radio (Total)	41.677	43.855	43.342	1822	5913	7736
Occasions to Public Radio (in Tune-Ins/Week)- Total	7.72	7.95	7.89	1822	5913	7736
Occasions to the Radio (in Tune-Ins/Week)- Total	21.42	20.46	20.69	1822	5913	7736
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	4.752	4.899	4.864	1822	5913	7736
Avg. Duration per Occasion to the Radio (in QHs)(Total)	4.740	4.848	4.823	1822	5913	7736

ANOVA Table

	F	Sig.
Years Listening to Station A	**10.971**	.001
Years Listening to Station B	.159	.691
Core/Fringe	2.405	.121
Number of Public Stations Used Across the Week	2.365	.124
Total number of Stations Used Across the Week	**22.345**	.000
Horizontal Hold to Public Radio(# of Days Listened)	4.207	.040
Horizontal Hold to Radio (# of Days Listened)	.531	.466
Time Spent Listening to Public Radio (QHs/week)- Total	1.005	.316
Time Spent Listening to the Radio (QHs/week)- Total	.009	.925
Loyalty to Public Radio (Total)	5.951	.015
Occasions to Public Radio (in Tune-Ins/Week)- Total	1.359	.244
Occasions to the Radio (in Tune-Ins/Week)- Total	8.832	.003
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	1.602	.206
Avg. Duration per Occasion to the Radio (in QHs)(Total)	1.452	.228

```
CROSSTABS
 /TABLES=a042 to a044 a045y a048 a049 PR_Locs to RA_Work a052 a053 BY a154a
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID .
```

Crosstabs:

These 16 cross-tabs compare Utiligraphic variables to the question of on-air drives are getting more prevalent.
(Note: None of the 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.)

Core or Fringe Listener to Public Radio * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Core or Fringe Listener to Public Radio	Fringe	Count	976	3045	4021
		% within Core or Fringe Listener to Public Radio	24.3%	75.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	53.6%	51.5%	52.0%
		% of Total	12.6%	39.4%	52.0%
		Adjusted Residual	1.6	-1.6	
	Core (Station used more than any other)	Count	809	2682	3491
		% within Core or Fringe Listener to Public Radio	23.2%	76.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	44.4%	45.4%	45.1%
		% of Total	10.5%	34.7%	45.1%
		Adjusted Residual	-.7	.7	
	Meta-Core (A042 only) (Multiple pub stns used more than sing	Count	37	187	224
		% within Core or Fringe Listener to Public Radio	16.5%	83.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	2.0%	3.2%	2.9%
		% of Total	.5%	2.4%	2.9%
		Adjusted Residual	-2.5	2.5	
Total		Count	1822	5914	7736
		% within Core or Fringe Listener to Public Radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**7.592[a]**	2	.022
Likelihood Ratio	8.097	2	.017
Linear-by-Linear Association	4.664	1	.031
N of Valid Cases	7736		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 52.76.

Broadcast Band Used - Public Radio * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Broadcast Band Used - Public Radio	AM Only	Count	19	79	98
		% within Broadcast Band Used - Public Radio	19.4%	80.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	1.0%	1.3%	1.3%
		% of Total	.2%	1.0%	1.3%
		Adjusted Residual	-1.0	1.0	
	FM Only	Count	840	2697	3537
		% within Broadcast Band Used - Public Radio	23.7%	76.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	46.1%	45.6%	45.7%
		% of Total	10.9%	34.9%	45.7%
		Adjusted Residual	.4	-.4	
	Both AM and FM	Count	963	3137	4100
		% within Broadcast Band Used - Public Radio	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	52.9%	53.1%	53.0%
		% of Total	12.4%	40.6%	53.0%
		Adjusted Residual	-.1	.1	
Total		Count	1822	5913	7735
		% within Broadcast Band Used - Public Radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**1.029**[a]	2	.598
Likelihood Ratio	1.072	2	.585
Linear-by-Linear Association	.005	1	.946
N of Valid Cases	7735		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.08.

Broadcast Band Used - All Radio * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Broadcast Band Used - All Radio	AM Only	Count	39	152	191
		% within Broadcast Band Used - All Radio	20.4%	79.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	2.1%	2.6%	2.5%
		% of Total	.5%	2.0%	2.5%
		Adjusted Residual	-1.0	1.0	
	FM Only	Count	1725	5638	7363
		% within Broadcast Band Used - All Radio	23.4%	76.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	94.7%	95.3%	95.2%
		% of Total	22.3%	72.9%	95.2%
		Adjusted Residual	-1.2	1.2	
	Both AM and FM	Count	58	123	181
		% within Broadcast Band Used - All Radio	32.0%	68.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	3.2%	2.1%	2.3%
		% of Total	.7%	1.6%	2.3%
		Adjusted Residual	2.7	-2.7	
Total		Count	1822	5913	7735
		% within Broadcast Band Used - All Radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**8.353**[a]	2	.015
Likelihood Ratio	7.889	2	.019
Linear-by-Linear Association	6.808	1	.009
N of Valid Cases	7735		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 42.64.

Exclusive Listener to Public Radio * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Exclusive Listener to Public Radio	No	Count	1654	5278	6932
		% within Exclusive Listener to Public Radio	23.9%	76.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	90.7%	89.2%	89.6%
		% of Total	21.4%	68.2%	89.6%
		Adjusted Residual	1.8	-1.8	
	Yes	Count	169	636	805
		% within Exclusive Listener to Public Radio	21.0%	79.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	9.3%	10.8%	10.4%
		% of Total	2.2%	8.2%	10.4%
		Adjusted Residual	-1.8	1.8	
Total		Count	1823	5914	7737
		% within Exclusive Listener to Public Radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**3.291**[b]	1	.070		
Continuity Correction[a]	3.133	1	.077		
Likelihood Ratio	3.369	1	.066		
Fisher's Exact Test				.072	.037
Linear-by-Linear Association	3.290	1	.070		
N of Valid Cases	7737				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 189.67.

Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	1	Count	403	1191	1594
		% within Horizontal Hold to Public Radio	25.3%	74.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	22.1%	20.1%	20.6%
		% of Total	5.2%	15.4%	20.6%
		Adjusted Residual	1.8	-1.8	
	2	Count	241	810	1051
		% within Horizontal Hold to Public Radio	22.9%	77.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	13.2%	13.7%	13.6%
		% of Total	3.1%	10.5%	13.6%
		Adjusted Residual	-.5	.5	
	3	Count	217	621	838
		% within Horizontal Hold to Public Radio	25.9%	74.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	11.9%	10.5%	10.8%
		% of Total	2.8%	8.0%	10.8%
		Adjusted Residual	1.7	-1.7	
	4	Count	208	688	896
		% within Horizontal Hold to Public Radio	23.2%	76.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	11.4%	11.6%	11.6%
		% of Total	2.7%	8.9%	11.6%
		Adjusted Residual	-.3	.3	
	5	Count	254	895	1149
		% within Horizontal Hold to Public Radio	22.1%	77.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	13.9%	15.1%	14.9%
		% of Total	3.3%	11.6%	14.9%
		Adjusted Residual	-1.3	1.3	
	6	Count	226	754	980
		% within Horizontal Hold to Public Radio	23.1%	76.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	12.4%	12.7%	12.7%
		% of Total	2.9%	9.7%	12.7%
		Adjusted Residual	-.4	.4	
	7	Count	273	955	1228
		% within Horizontal Hold to Public Radio	22.2%	77.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	15.0%	16.1%	15.9%
		% of Total	3.5%	12.3%	15.9%
		Adjusted Residual	-1.2	1.2	
Total		Count	1822	5914	7736
		% within Horizontal Hold to Public Radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**8.143[a]**	6	.228
Likelihood Ratio	8.082	6	.232
Linear-by-Linear Association	4.230	1	.040
N of Valid Cases	7736		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 197.37.

Horizontal Hold to Radio (# of Different Days Listened Out of Seven) * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	1	Count	13	36	49
		% within Horizontal Hold to Radio	26.5%	73.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	.7%	.6%	.6%
		% of Total	.2%	.5%	.6%
		Adjusted Residual	.5	-.5	
	2	Count	32	102	134
		% within Horizontal Hold to Radio	23.9%	76.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	1.8%	1.7%	1.7%
		% of Total	.4%	1.3%	1.7%
		Adjusted Residual	.1	-.1	
	3	Count	51	176	227
		% within Horizontal Hold to Radio	22.5%	77.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	2.8%	3.0%	2.9%
		% of Total	.7%	2.3%	2.9%
		Adjusted Residual	-.4	.4	
	4	Count	90	347	437
		% within Horizontal Hold to Radio	20.6%	79.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	4.9%	5.9%	5.6%
		% of Total	1.2%	4.5%	5.6%
		Adjusted Residual	-1.5	1.5	
	5	Count	244	825	1069
		% within Horizontal Hold to Radio	22.8%	77.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	13.4%	14.0%	13.8%
		% of Total	3.2%	10.7%	13.8%
		Adjusted Residual	-.6	.6	
	6	Count	474	1453	1927
		% within Horizontal Hold to Radio	24.6%	75.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	26.0%	24.6%	24.9%
		% of Total	6.1%	18.8%	24.9%
		Adjusted Residual	1.2	-1.2	
	7	Count	919	2974	3893
		% within Horizontal Hold to Radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	50.4%	50.3%	50.3%
		% of Total	11.9%	38.4%	50.3%
		Adjusted Residual	.1	-.1	
Total		Count	1823	5913	7736
		% within Horizontal Hold to Radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**4.009**[a]	6	.676
Likelihood Ratio	4.062	6	.668
Linear-by-Linear Association	.531	1	.466
N of Valid Cases	7736		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.55.

Locations of Public Radio Listening * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Locations of Public Radio Listening	One	Count	1056	3214	4270
		% within Locations of Public Radio Listening	24.7%	75.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	57.9%	54.4%	55.2%
		% of Total	13.7%	41.5%	55.2%
		Adjusted Residual	2.7	-2.7	
	Two	Count	630	2247	2877
		% within Locations of Public Radio Listening	21.9%	78.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	34.6%	38.0%	37.2%
		% of Total	8.1%	29.0%	37.2%
		Adjusted Residual	-2.7	2.7	
	Three	Count	137	452	589
		% within Locations of Public Radio Listening	23.3%	76.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	7.5%	7.6%	7.6%
		% of Total	1.8%	5.8%	7.6%
		Adjusted Residual	-.2	.2	
Total		Count	1823	5913	7736
		% within Locations of Public Radio Listening	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**7.691**[a]	2	.021
Likelihood Ratio	7.731	2	.021
Linear-by-Linear Association	4.750	1	.029
N of Valid Cases	7736		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 138.80.

Locations of Radio Listening * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Locations of Radio Listening	One	Count	313	966	1279
		% within Locations of Radio Listening	24.5%	75.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	17.2%	16.3%	16.5%
		% of Total	4.0%	12.5%	16.5%
		Adjusted Residual	.8	-.8	
	Two	Count	968	3272	4240
		% within Locations of Radio Listening	22.8%	77.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	53.1%	55.3%	54.8%
		% of Total	12.5%	42.3%	54.8%
		Adjusted Residual	-1.7	1.7	
	Three	Count	541	1675	2216
		% within Locations of Radio Listening	24.4%	75.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	29.7%	28.3%	28.6%
		% of Total	7.0%	21.7%	28.6%
		Adjusted Residual	1.1	-1.1	
Total		Count	1822	5913	7735
		% within Locations of Radio Listening	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.741**[a]	2	.254
Likelihood Ratio	2.738	2	.254
Linear-by-Linear Association	.087	1	.768
N of Valid Cases	7735		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 301.27.

Public Radio At Home * The on-air membership drives are getting more prevalent than in the past

Crosstab

Public Radio At Home		Statistics	The on-air membership drives are getting more prevalent than in the past: Disagree	Agree	Total
Public Radio At Home	No	Count	666	1948	2614
		% within Public Radio At Home	25.5%	74.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	36.6%	32.9%	33.8%
		% of Total	8.6%	25.2%	33.8%
		Adjusted Residual	2.8	-2.8	
	Yes	Count	1156	3965	5121
		% within Public Radio At Home	22.6%	77.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	63.4%	67.1%	66.2%
		% of Total	14.9%	51.3%	66.2%
		Adjusted Residual	-2.8	2.8	
Total		Count	1822	5913	7735
		% within Public Radio At Home	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**8.108**[b]	1	.004		
Continuity Correction[a]	7.947	1	.005		
Likelihood Ratio	8.038	1	.005		
Fisher's Exact Test				.005	.002
Linear-by-Linear Association	8.107	1	.004		
N of Valid Cases	7735				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 615.73.

Public Radio In Car * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Public Radio In Car	No	Count	556	1775	2331
		% within Public Radio In Car	23.9%	76.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	30.5%	30.0%	30.1%
		% of Total	7.2%	22.9%	30.1%
		Adjusted Residual	.4	-.4	
	Yes	Count	1267	4139	5406
		% within Public Radio In Car	23.4%	76.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	69.5%	70.0%	69.9%
		% of Total	16.4%	53.5%	69.9%
		Adjusted Residual	-.4	.4	
Total		Count	1823	5914	7737
		% within Public Radio In Car	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.156**[b]	1	.693		
Continuity Correction[a]	.134	1	.714		
Likelihood Ratio	.156	1	.693		
Fisher's Exact Test				.704	.357
Linear-by-Linear Association	.156	1	.693		
N of Valid Cases	7737				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 549.23.

Public Radio At Work * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Public Radio At Work	No	Count	1519	4953	6472
		% within Public Radio At Work	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	83.4%	83.8%	83.7%
		% of Total	19.6%	64.0%	83.7%
		Adjusted Residual	-.4	.4	
	Yes	Count	303	960	1263
		% within Public Radio At Work	24.0%	76.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	16.6%	16.2%	16.3%
		% of Total	3.9%	12.4%	16.3%
		Adjusted Residual	.4	-.4	
Total		Count	1822	5913	7735
		% within Public Radio At Work	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.159**[b]	1	.690		
Continuity Correction[a]	.131	1	.717		
Likelihood Ratio	.158	1	.691		
Fisher's Exact Test				.690	.357
Linear-by-Linear Association	.159	1	.690		
N of Valid Cases	7735				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 297.50.

Radio At Home * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Radio At Home	No	Count	279	741	1020
		% within Radio At Home	27.4%	72.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	15.3%	12.5%	13.2%
		% of Total	3.6%	9.6%	13.2%
		Adjusted Residual	3.1	-3.1	
	Yes	Count	1544	5172	6716
		% within Radio At Home	23.0%	77.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	84.7%	87.5%	86.8%
		% of Total	20.0%	66.9%	86.8%
		Adjusted Residual	-3.1	3.1	
Total		Count	1823	5913	7736
		% within Radio At Home	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**9.359**[b]	1	.002		
Continuity Correction[a]	9.118	1	.003		
Likelihood Ratio	9.090	1	.003		
Fisher's Exact Test				.003	.001
Linear-by-Linear Association	9.358	1	.002		
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 240.36.

Radio In Car * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Radio In Car	No	Count	203	592	795
		% within Radio In Car	25.5%	74.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	11.1%	10.0%	10.3%
		% of Total	2.6%	7.7%	10.3%
		Adjusted Residual	1.4	-1.4	
	Yes	Count	1619	5321	6940
		% within Radio In Car	23.3%	76.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	88.9%	90.0%	89.7%
		% of Total	20.9%	68.8%	89.7%
		Adjusted Residual	-1.4	1.4	
Total		Count	1822	5913	7735
		% within Radio In Car	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.928**[b]	1	.165		
Continuity Correction[a]	1.807	1	.179		
Likelihood Ratio	1.896	1	.168		
Fisher's Exact Test				.171	.090
Linear-by-Linear Association	1.928	1	.165		
N of Valid Cases	7735				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 187.26.

Radio At Work * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Radio At Work	No	Count	1113	3870	4983
		% within Radio At Work	22.3%	77.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	61.1%	65.4%	64.4%
		% of Total	14.4%	50.0%	64.4%
		Adjusted Residual	-3.4	3.4	
	Yes	Count	710	2043	2753
		% within Radio At Work	25.8%	74.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	38.9%	34.6%	35.6%
		% of Total	9.2%	26.4%	35.6%
		Adjusted Residual	3.4	-3.4	
Total		Count	1823	5913	7736
		% within Radio At Work	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**11.746**[b]	1	.001		
Continuity Correction[a]	11.555	1	.001		
Likelihood Ratio	11.642	1	.001		
Fisher's Exact Test				.001	.000
Linear-by-Linear Association	11.744	1	.001		
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 648.75.

Weekpart of Listening to Public Radio * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Weekpart of Listening to Public Radio	Weekdays Only	Count	695	2126	2821
		% within Weekpart of Listening to Public Radio	24.6%	75.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	38.1%	36.0%	36.5%
		% of Total	9.0%	27.5%	36.5%
		Adjusted Residual	1.7	-1.7	
	Weekends Only	Count	193	645	838
		% within Weekpart of Listening to Public Radio	23.0%	77.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	10.6%	10.9%	10.8%
		% of Total	2.5%	8.3%	10.8%
		Adjusted Residual	-.4	.4	
	Both Weekends and Weekdays	Count	934	3142	4076
		% within Weekpart of Listening to Public Radio	22.9%	77.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	51.3%	53.1%	52.7%
		% of Total	12.1%	40.6%	52.7%
		Adjusted Residual	-1.4	1.4	
Total		Count	1822	5913	7735
		% within Weekpart of Listening to Public Radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.889**[a]	2	.236
Likelihood Ratio	2.877	2	.237
Linear-by-Linear Association	2.659	1	.103
N of Valid Cases	7735		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 197.39.

Weekpart of Listening to the Radio * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Weekpart of Listening to the Radio	Weekdays Only	Count	174	607	781
		% within Weekpart of Listening to the Radio	22.3%	77.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	9.5%	10.3%	10.1%
		% of Total	2.2%	7.8%	10.1%
		Adjusted Residual	-.9	.9	
	Weekends Only	Count	10	26	36
		% within Weekpart of Listening to the Radio	27.8%	72.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	.5%	.4%	.5%
		% of Total	.1%	.3%	.5%
		Adjusted Residual	.6	-.6	
	Both Weekends and Weekdays	Count	1638	5281	6919
		% within Weekpart of Listening to the Radio	23.7%	76.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	89.9%	89.3%	89.4%
		% of Total	21.2%	68.3%	89.4%
		Adjusted Residual	.7	-.7	
Total		Count	1822	5914	7736
		% within Weekpart of Listening to the Radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**1.117[a]**	2	.572
Likelihood Ratio	1.113	2	.573
Linear-by-Linear Association	.662	1	.416
N of Valid Cases	7736		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.48.

TITLE "PART III: Attitudinal & Giving Variables"

MEANS
TABLES= a147 to a160 a162 to a167 a162u to a167u a133 to a138 by a154a
/CELLS MEAN COUNT
/STATISTICS ANOVA.

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.

Report

	Mean	
	The on-air membership drives are getting more	
	Disagree	Agree
The news programming on public radio is unique, not available on commercial stations	4.84	4.89
The music programming on public radio is unique, not available on commerical stations	4.97	5.04
I seek out public radio whenever I move residence or travel out of town	4.35	4.57
I generally think of public radio as being financially supported by contributing listeners	4.70	4.80
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.52	3.67
The social and cultural values I hear expressed on public radio usually fit closely with my own values	4.11	4.30
I keep listening to the public radio station during its on-air membership drives	3.35	3.46
The on-air membership drives are getting more prevalent than in the past	2.69	4.72
The on-air membership drives are becoming easier to listen to than in the past	3.16	3.17
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	**3.65**	**4.29**
The on-air mentions of business support (underwriting) are getting more annoying than in the past	2.91	3.35
My opinion of a company is more positive when I find out that it supports public radio	4.22	4.46
I am concerned that businesses which support public radio may eventually force changes in the programming	3.31	3.61
I personally would be less likely to contribute to public radio if more businesses were to support it	2.98	3.21
Changes in Use of public radio stations in recent years	3.88	3.93
Changes in Use of commercial radio stations in recent years	2.48	2.48
Changes in Use of public television stations in recent years	3.38	3.57
Changes in Use of commercial television stations in recent years	2.45	2.46
Changes in Use of cable television channels in recent years	3.45	3.50
Changes in Use of Internet or on-line services	4.07	4.14
Changes in Use of public radio stations in recent years	.98	.99
Changes in Use of commercial radio stations in recent years	.93	.94
Changes in Use of public television stations in recent years	.93	.96
Changes in Use of commercial television stations in recent years	.94	.96
Changes in Use of cable television channels in recent years	.67	.70
Changes in Use of Internet or on-line services	.46	.45
Personal Importance of Station A	4.65	4.76
Personal Importance of Station B	4.74	4.84
Personal Importance of Local Programming on Station A	4.12	4.25
Personal Importance of Local Programming on Station B	4.23	4.28
Personal Importance of Network Programming on Station A	4.46	4.59
Personal Importance of Network Programming on Station B	4.35	4.47

Report

	Mean	N
	The on-air membe	The on-air members
	Total	Disagree
The news programming on public radio is unique, not available on commercial stations	4.88	1804
The music programming on public radio is unique, not available on commerical stations	5.02	1806
I seek out public radio whenever I move residence or travel out of town	4.52	1797
I generally think of public radio as being financially supported by contributing listeners	4.78	1810
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.63	1817
The social and cultural values I hear expressed on public radio usually fit closely with my own values	4.26	1796
I keep listening to the public radio station during its on-air membership drives	3.44	1817
The on-air membership drives are getting more prevalent than in the past	4.24	1822
The on-air membership drives are becoming easier to listen to than in the past	3.17	1800
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.14	1783
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.24	1783
My opinion of a company is more positive when I find out that it supports public radio	4.40	1810
I am concerned that businesses which support public radio may eventually force changes in the programming	3.54	1811
I personally would be less likely to contribute to public radio if more businesses were to support it	3.15	1788
Changes in Use of public radio stations in recent years	3.92	1784
Changes in Use of commercial radio stations in recent years	2.48	1688
Changes in Use of public television stations in recent years	3.53	1695
Changes in Use of commercial television stations in recent years	2.46	1690
Changes in Use of cable television channels in recent years	3.48	1219
Changes in Use of Internet or on-line services	4.13	831
Changes in Use of public radio stations in recent years	.99	1818
Changes in Use of commercial radio stations in recent years	.94	1808
Changes in Use of public television stations in recent years	.95	1817
Changes in Use of commercial television stations in recent years	.96	1801
Changes in Use of cable television channels in recent years	.70	1811
Changes in Use of Internet or on-line services	.45	1792
Personal Importance of Station A	4.73	1794
Personal Importance of Station B	4.82	409
Personal Importance of Local Programming on Station A	4.22	1779
Personal Importance of Local Programming on Station B	4.27	543
Personal Importance of Network Programming on Station A	4.56	1768
Personal Importance of Network Programming on Station B	4.44	535

Report

	N	
	The on-air membership drives are	
	Agree	Total
The news programming on public radio is unique, not available on commercial stations	5841	7645
The music programming on public radio is unique, not available on commerical stations	5870	7676
I seek out public radio whenever I move residence or travel out of town	5822	7618
I generally think of public radio as being financially supported by contributing listeners	5892	7702
I generally think of public radio as being financially supported by universities or gov't tax dollars	5875	7692
The social and cultural values I hear expressed on public radio usually fit closely with my own values	5863	7658
I keep listening to the public radio station during its on-air membership drives	5886	7703
The on-air membership drives are getting more prevalent than in the past	5913	7736
The on-air membership drives are becoming easier to listen to than in the past	5869	7669
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	5791	7574
The on-air mentions of business support (underwriting) are getting more annoying than in the past	5809	7593
My opinion of a company is more positive when I find out that it supports public radio	5868	7679
I am concerned that businesses which support public radio may eventually force changes in the programming	5881	7692
I personally would be less likely to contribute to public radio if more businesses were to support it	5813	7601
Changes in Use of public radio stations in recent years	5863	7647
Changes in Use of commercial radio stations in recent years	5541	7229
Changes in Use of public television stations in recent years	5649	7344
Changes in Use of commercial television stations in recent years	5628	7319
Changes in Use of cable television channels in recent years	4121	5340
Changes in Use of Internet or on-line services	2611	3442
Changes in Use of public radio stations in recent years	5894	7712
Changes in Use of commercial radio stations in recent years	5864	7672
Changes in Use of public television stations in recent years	5888	7704
Changes in Use of commercial television stations in recent years	5856	7656
Changes in Use of cable television channels in recent years	5848	7658
Changes in Use of Internet or on-line services	5790	7582
Personal Importance of Station A	5850	7644
Personal Importance of Station B	1357	1765
Personal Importance of Local Programming on Station A	5795	7574
Personal Importance of Local Programming on Station B	1847	2390
Personal Importance of Network Programming on Station A	5777	7545
Personal Importance of Network Programming on Station B	1806	2341

ANOVA Table

	F	Sig.
The news programming on public radio is unique, not available on commercial stations	2.905	.088
The music programming on public radio is unique, not available on commerical stations	5.527	.019
I seek out public radio whenever I move residence or travel out of town	33.575	.000
I generally think of public radio as being financially supported by contributing listeners	12.023	.001
I generally think of public radio as being financially supported by universities or gov't tax dollars	19.549	.000
The social and cultural values I hear expressed on public radio usually fit closely with my own values	38.269	.000
I keep listening to the public radio station during its on-air membership drives	9.429	.002
The on-air membership drives are getting more prevalent than in the past	10273.1	.000
The on-air membership drives are becoming easier to listen to than in the past	.127	.721
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	**566.963**	.000
The on-air mentions of business support (underwriting) are getting more annoying than in the past	187.736	.000
My opinion of a company is more positive when I find out that it supports public radio	61.966	.000
I am concerned that businesses which support public radio may eventually force changes in the	74.847	.000
I personally would be less likely to contribute to public radio if more businesses were to support it	48.482	.000
Changes in Use of public radio stations in recent years	3.222	.073
Changes in Use of commercial radio stations in recent years	.017	.896
Changes in Use of public television stations in recent years	42.242	.000
Changes in Use of commercial television stations in recent years	.073	.788
Changes in Use of cable television channels in recent years	1.608	.205
Changes in Use of Internet or on-line services	2.788	.095
Changes in Use of public radio stations in recent years	30.063	.000
Changes in Use of commercial radio stations in recent years	3.322	.068
Changes in Use of public television stations in recent years	22.155	.000
Changes in Use of commercial television stations in recent years	16.501	.000
Changes in Use of cable television channels in recent years	6.601	.010
Changes in Use of Internet or on-line services	.917	.338
Personal Importance of Station A	10.660	.001
Personal Importance of Station B	2.052	.152
Personal Importance of Local Programming on Station A	12.647	.000
Personal Importance of Local Programming on Station B	.529	.467
Personal Importance of Network Programming on Station A	12.464	.000
Personal Importance of Network Programming on Station B	3.160	.076

```
CROSSTABS
 /TABLES=a133a to a138a a147a to a160a a096 current reconcur a161 by a154a
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID .
```

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.

Personal Importance of Station A * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Personal Importance of Station A	Disagree	Count	252	685	937
		% within Personal Importance of Station A	26.9%	73.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	14.0%	11.7%	12.3%
		% of Total	3.3%	9.0%	12.3%
		Adjusted Residual	2.6	-2.6	
	Agree	Count	1542	5165	6707
		% within Personal Importance of Station A	23.0%	77.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	86.0%	88.3%	87.7%
		% of Total	20.2%	67.6%	87.7%
		Adjusted Residual	-2.6	2.6	
Total		Count	1794	5850	7644
		% within Personal Importance of Station A	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**6.974**[b]	1	.008		
Continuity Correction[a]	6.759	1	.009		
Likelihood Ratio	6.788	1	.009		
Fisher's Exact Test				.009	.005
Linear-by-Linear Association	6.973	1	.008		
N of Valid Cases	7644				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 219.91.

Personal Importance of Station B * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Personal Importance of Station B	Disagree	Count	52	135	187
		% within Personal Importance of Station B	27.8%	72.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	12.7%	10.0%	10.6%
		% of Total	2.9%	7.7%	10.6%
		Adjusted Residual	1.6	-1.6	
	Agree	Count	356	1221	1577
		% within Personal Importance of Station B	22.6%	77.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	87.3%	90.0%	89.4%
		% of Total	20.2%	69.2%	89.4%
		Adjusted Residual	-1.6	1.6	
Total		Count	408	1356	1764
		% within Personal Importance of Station B	23.1%	76.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.1%	76.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**2.575**[b]	1	.109		
Continuity Correction[a]	2.289	1	.130		
Likelihood Ratio	2.479	1	.115		
Fisher's Exact Test				.119	.067
Linear-by-Linear Association	2.573	1	.109		
N of Valid Cases	1764				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 43.25.

Personal Importance of Local Programming on Station A * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Personal Importance of Local Programming on Station A	Disagree	Count	501	1325	1826
		% within Personal Importance of Local Programming on Station A	27.4%	72.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	28.2%	22.9%	24.1%
		% of Total	6.6%	17.5%	24.1%
		Adjusted Residual	4.6	-4.6	
	Agree	Count	1278	4470	5748
		% within Personal Importance of Local Programming on Station A	22.2%	77.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	71.8%	77.1%	75.9%
		% of Total	16.9%	59.0%	75.9%
		Adjusted Residual	-4.6	4.6	
Total		Count	1779	5795	7574
		% within Personal Importance of Local Programming on Station A	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**20.876**[b]	1	.000		
Continuity Correction[a]	20.588	1	.000		
Likelihood Ratio	20.379	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	20.874	1	.000		
N of Valid Cases	7574				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 428.90.

Personal Importance of Local Programming on Station B * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Personal Importance of Local Programming on Station B	Disagree	Count	143	415	558
		% within Personal Importance of Local Programming on Station B	25.6%	74.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	26.3%	22.5%	23.3%
		% of Total	6.0%	17.4%	23.3%
		Adjusted Residual	1.9	-1.9	
	Agree	Count	400	1432	1832
		% within Personal Importance of Local Programming on Station B	21.8%	78.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	73.7%	77.5%	76.7%
		% of Total	16.7%	59.9%	76.7%
		Adjusted Residual	-1.9	1.9	
Total		Count	543	1847	2390
		% within Personal Importance of Local Programming on Station B	22.7%	77.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	22.7%	77.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**3.505**[b]	1	.061		
Continuity Correction[a]	3.292	1	.070		
Likelihood Ratio	3.437	1	.064		
Fisher's Exact Test				.065	.036
Linear-by-Linear Association	3.504	1	.061		
N of Valid Cases	2390				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 126.78.

Personal Importance of Network Programming on Station A * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Personal Importance of Network Programming on Station A	Disagree	Count	373	984	1357
		% within Personal Importance of Network Programming on Station A	27.5%	72.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	21.1%	17.0%	18.0%
		% of Total	4.9%	13.0%	18.0%
		Adjusted Residual	3.9	-3.9	
	Agree	Count	1395	4793	6188
		% within Personal Importance of Network Programming on Station A	22.5%	77.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	78.9%	83.0%	82.0%
		% of Total	18.5%	63.5%	82.0%
		Adjusted Residual	-3.9	3.9	
Total		Count	1768	5777	7545
		% within Personal Importance of Network Programming on Station A	23.4%	76.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.4%	76.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**15.159[b]**	1	.000		
Continuity Correction[a]	14.885	1	.000		
Likelihood Ratio	14.730	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	15.157	1	.000		
N of Valid Cases	7545				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 317.98.

Personal Importance of Network Programming on Station B * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Personal Importance of Network Programming on Station B	Disagree	Count	141	399	540
		% within Personal Importance of Network Programming on Station B	26.1%	73.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	26.4%	22.1%	23.1%
		% of Total	6.0%	17.0%	23.1%
		Adjusted Residual	2.1	-2.1	
	Agree	Count	394	1407	1801
		% within Personal Importance of Network Programming on Station B	21.9%	78.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	73.6%	77.9%	76.9%
		% of Total	16.8%	60.1%	76.9%
		Adjusted Residual	-2.1	2.1	
Total		Count	535	1806	2341
		% within Personal Importance of Network Programming on Station B	22.9%	77.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	22.9%	77.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**4.225**[b]	1	.040		
Continuity Correction[a]	3.988	1	.046		
Likelihood Ratio	4.134	1	.042		
Fisher's Exact Test				.041	.024
Linear-by-Linear Association	4.223	1	.040		
N of Valid Cases	2341				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 123.41.

The news programming on public radio is unique, not available on commercial stations * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
The news programming on public radio is unique, not available on commercial stations	Disagree	Count	234	594	828
		% within The news programming on public radio is unique, not available on commercial stations	28.3%	71.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	13.0%	10.2%	10.8%
		% of Total	3.1%	7.8%	10.8%
		Adjusted Residual	3.3	-3.3	
	Agree	Count	1570	5247	6817
		% within The news programming on public radio is unique, not available on commercial stations	23.0%	77.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	87.0%	89.8%	89.2%
		% of Total	20.5%	68.6%	89.2%
		Adjusted Residual	-3.3	3.3	
Total		Count	1804	5841	7645
		% within The news programming on public radio is unique, not available on commercial stations	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**11.203**[b]	1	.001		
Continuity Correction[a]	10.914	1	.001		
Likelihood Ratio	10.800	1	.001		
Fisher's Exact Test				.001	.001
Linear-by-Linear Association	11.201	1	.001		
N of Valid Cases	7645				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 195.38.

The music programming on public radio is unique, not available on commerical stations * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
The music programming on public radio is unique, not available on commerical stations	Disagree	Count	192	488	680
		% within The music programming on public radio is unique, not available on commerical stations	28.2%	71.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	10.6%	8.3%	8.9%
		% of Total	2.5%	6.4%	8.9%
		Adjusted Residual	3.0	-3.0	
	Agree	Count	1614	5382	6996
		% within The music programming on public radio is unique, not available on commerical stations	23.1%	76.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	89.4%	91.7%	91.1%
		% of Total	21.0%	70.1%	91.1%
		Adjusted Residual	-3.0	3.0	
Total		Count	1806	5870	7676
		% within The music programming on public radio is unique, not available on commerical stations	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**9.189**[b]	1	.002		
Continuity Correction[a]	8.904	1	.003		
Likelihood Ratio	8.846	1	.003		
Fisher's Exact Test				.003	.002
Linear-by-Linear Association	9.188	1	.002		
N of Valid Cases	7676				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 159.99.

I seek out public radio whenever I move residence or travel out of town * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
I seek out public radio whenever I move residence or travel out of town	Disagree	Count	449	1143	1592
		% within I seek out public radio whenever I move residence or travel out of town	28.2%	71.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	25.0%	19.6%	20.9%
		% of Total	5.9%	15.0%	20.9%
		Adjusted Residual	4.9	-4.9	
	Agree	Count	1348	4679	6027
		% within I seek out public radio whenever I move residence or travel out of town	22.4%	77.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	75.0%	80.4%	79.1%
		% of Total	17.7%	61.4%	79.1%
		Adjusted Residual	-4.9	4.9	
Total		Count	1797	5822	7619
		% within I seek out public radio whenever I move residence or travel out of town	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**23.811**[b]	1	.000		
Continuity Correction[a]	23.488	1	.000		
Likelihood Ratio	23.107	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	23.808	1	.000		
N of Valid Cases	7619				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 375.49.

I generally think of public radio as being financially supported by contributing listeners * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
I generally think of public radio as being financially supported by contributing listeners	Disagree	Count	224	528	752
		% within I generally think of public radio as being financially supported by contributing listeners	29.8%	70.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	12.4%	9.0%	9.8%
		% of Total	2.9%	6.9%	9.8%
		Adjusted Residual	4.3	-4.3	
	Agree	Count	1586	5363	6949
		% within I generally think of public radio as being financially supported by contributing listeners	22.8%	77.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	87.6%	91.0%	90.2%
		% of Total	20.6%	69.6%	90.2%
		Adjusted Residual	-4.3	4.3	
Total		Count	1810	5891	7701
		% within I generally think of public radio as being financially supported by contributing listeners	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**18.303**[b]	1	.000		
Continuity Correction[a]	17.917	1	.000		
Likelihood Ratio	17.430	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	18.300	1	.000		
N of Valid Cases	7701				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 176.75.

I generally think of public radio as being financially supported by universities or gov't tax dollars * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
I generally think of public radio as being financially supported by universities or gov't tax dollars	Disagree	Count	788	2240	3028
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	26.0%	74.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	43.4%	38.1%	39.4%
		% of Total	10.2%	29.1%	39.4%
		Adjusted Residual	4.0	-4.0	
	Agree	Count	1029	3635	4664
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	22.1%	77.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	56.6%	61.9%	60.6%
		% of Total	13.4%	47.3%	60.6%
		Adjusted Residual	-4.0	4.0	
Total		Count	1817	5875	7692
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**15.968**[b]	1	.000		
Continuity Correction[a]	15.749	1	.000		
Likelihood Ratio	15.853	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	15.965	1	.000		
N of Valid Cases	7692				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 715.27.

The social and cultural values I hear expressed on public radio usually fit closely with my own values * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
The social and cultural values I hear expressed on public radio usually fit closely with my own values	Disagree	Count	438	1055	1493
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	29.3%	70.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	24.4%	18.0%	19.5%
		% of Total	5.7%	13.8%	19.5%
		Adjusted Residual	6.0	-6.0	
	Agree	Count	1358	4808	6166
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	22.0%	78.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	75.6%	82.0%	80.5%
		% of Total	17.7%	62.8%	80.5%
		Adjusted Residual	-6.0	6.0	
Total		Count	1796	5863	7659
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	23.4%	76.6%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.4%	76.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**35.809**[b]	1	.000		
Continuity Correction[a]	35.402	1	.000		
Likelihood Ratio	34.446	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	35.804	1	.000		
N of Valid Cases	7659				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 350.10.

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

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
I keep listening to the public radio station during its on-air membership drives	Disagree	Count	936	2734	3670
		% within I keep listening to the public radio station during its on-air membership drives	25.5%	74.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	51.5%	46.4%	47.6%
		% of Total	12.2%	35.5%	47.6%
		Adjusted Residual	3.8	-3.8	
	Agree	Count	881	3152	4033
		% within I keep listening to the public radio station during its on-air membership drives	21.8%	78.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	48.5%	53.6%	52.4%
		% of Total	11.4%	40.9%	52.4%
		Adjusted Residual	-3.8	3.8	
Total		Count	1817	5886	7703
		% within I keep listening to the public radio station during its on-air membership drives	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**14.275**[b]	1	.000		
Continuity Correction[a]	14.073	1	.000		
Likelihood Ratio	14.262	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	14.273	1	.000		
N of Valid Cases	7703				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 865.69.

The on-air membership drives are becoming easier to listen to than in the past * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
The on-air membership drives are becoming easier to listen to than in the past	Disagree	Count	1069	3434	4503
		% within The on-air membership drives are becoming easier to listen to than in the past	23.7%	76.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	59.4%	58.5%	58.7%
		% of Total	13.9%	44.8%	58.7%
		Adjusted Residual	.7	-.7	
	Agree	Count	731	2435	3166
		% within The on-air membership drives are becoming easier to listen to than in the past	23.1%	76.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	40.6%	41.5%	41.3%
		% of Total	9.5%	31.8%	41.3%
		Adjusted Residual	-.7	.7	
Total		Count	1800	5869	7669
		% within The on-air membership drives are becoming easier to listen to than in the past	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.438**[b]	1	.508		
Continuity Correction[a]	.403	1	.526		
Likelihood Ratio	.439	1	.508		
Fisher's Exact Test				.512	.263
Linear-by-Linear Association	.438	1	.508		
N of Valid Cases	7669				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 743.10.

The on-air mentions of business support (underwriting) are getting more prevalent than in the past * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	Disagree	Count	781	1000	1781
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	43.9%	56.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	43.8%	17.3%	23.5%
		% of Total	10.3%	13.2%	23.5%
		Adjusted Residual	23.1	-23.1	
	Agree	Count	1002	4792	5794
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	17.3%	82.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	56.2%	82.7%	76.5%
		% of Total	13.2%	63.3%	76.5%
		Adjusted Residual	-23.1	23.1	
Total		Count	1783	5792	7575
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**533.871**[b]	1	.000		
Continuity Correction[a]	532.396	1	.000		
Likelihood Ratio	488.859	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	533.801	1	.000		
N of Valid Cases	7575				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 419.21.

The on-air mentions of business support (underwriting) are getting more annoying than in the past * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
The on-air mentions of business support (underwriting) are getting more annoying than in the past	Disagree	Count	1396	3532	4928
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	28.3%	71.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	78.3%	60.8%	64.9%
		% of Total	18.4%	46.5%	64.9%
		Adjusted Residual	13.5	-13.5	
	Agree	Count	387	2278	2665
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	14.5%	85.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	21.7%	39.2%	35.1%
		% of Total	5.1%	30.0%	35.1%
		Adjusted Residual	-13.5	13.5	
Total		Count	1783	5810	7593
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**183.490**[b]	1	.000		
Continuity Correction[a]	182.722	1	.000		
Likelihood Ratio	194.196	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	183.465	1	.000		
N of Valid Cases	7593				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 625.80.

My opinion of a company is more positive when I find out that it supports public radio * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
My opinion of a company is more positive when I find out that it supports public radio	Disagree	Count	386	857	1243
		% within My opinion of a company is more positive when I find out that it supports public radio	31.1%	68.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	21.3%	14.6%	16.2%
		% of Total	5.0%	11.2%	16.2%
		Adjusted Residual	6.8	-6.8	
	Agree	Count	1424	5011	6435
		% within My opinion of a company is more positive when I find out that it supports public radio	22.1%	77.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	78.7%	85.4%	83.8%
		% of Total	18.5%	65.3%	83.8%
		Adjusted Residual	-6.8	6.8	
Total		Count	1810	5868	7678
		% within My opinion of a company is more positive when I find out that it supports public radio	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**46.058**[b]	1	.000		
Continuity Correction[a]	45.564	1	.000		
Likelihood Ratio	43.776	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	46.052	1	.000		
N of Valid Cases	7678				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 293.02.

I am concerned that businesses which support public radio may eventually force changes in the programming * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
I am concerned that businesses which support public radio may eventually force changes in the programming	Disagree	Count	1054	2764	3818
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	27.6%	72.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	58.2%	47.0%	49.6%
		% of Total	13.7%	35.9%	49.6%
		Adjusted Residual	8.4	-8.4	
	Agree	Count	756	3116	3872
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	19.5%	80.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	41.8%	53.0%	50.4%
		% of Total	9.8%	40.5%	50.4%
		Adjusted Residual	-8.4	8.4	
Total		Count	1810	5880	7690
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**69.759**[b]	1	.000		
Continuity Correction[a]	69.311	1	.000		
Likelihood Ratio	69.993	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	69.750	1	.000		
N of Valid Cases	7690				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 898.64.

I personally would be less likely to contribute to public radio if more businesses * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
I personally would be less likely to contribute to public radio if more businesses	Disagree	Count	1270	3616	4886
		% within I personally would be less likely to contribute to public radio if more businesses	26.0%	74.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	71.0%	62.2%	64.3%
		% of Total	16.7%	47.6%	64.3%
		Adjusted Residual	6.8	-6.8	
	Agree	Count	518	2196	2714
		% within I personally would be less likely to contribute to public radio if more businesses	19.1%	80.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	29.0%	37.8%	35.7%
		% of Total	6.8%	28.9%	35.7%
		Adjusted Residual	-6.8	6.8	
Total		Count	1788	5812	7600
		% within I personally would be less likely to contribute to public radio if more businesses	23.5%	76.5%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.5%	76.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**46.258**[b]	1	.000		
Continuity Correction[a]	45.875	1	.000		
Likelihood Ratio	47.333	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	46.252	1	.000		
N of Valid Cases	7600				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 638.50.

Primary VALS 2 Type * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Primary VALS 2 Type	No VALS 2 Type assigned	Count	82	307	389
		% within Primary VALS 2 Type	21.1%	78.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	4.5%	5.2%	5.0%
		% of Total	1.1%	4.0%	5.0%
		Adjusted Residual	-1.2	1.2	
	Actualizer	Count	596	2098	2694
		% within Primary VALS 2 Type	22.1%	77.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	32.7%	35.5%	34.8%
		% of Total	7.7%	27.1%	34.8%
		Adjusted Residual	-2.2	2.2	
	Fulfilled	Count	508	1807	2315
		% within Primary VALS 2 Type	21.9%	78.1%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	27.9%	30.6%	29.9%
		% of Total	6.6%	23.4%	29.9%
		Adjusted Residual	-2.2	2.2	
	Believer	Count	102	362	464
		% within Primary VALS 2 Type	22.0%	78.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	5.6%	6.1%	6.0%
		% of Total	1.3%	4.7%	6.0%
		Adjusted Residual	-.8	.8	
	Achiever	Count	152	433	585
		% within Primary VALS 2 Type	26.0%	74.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	8.3%	7.3%	7.6%
		% of Total	2.0%	5.6%	7.6%
		Adjusted Residual	1.4	-1.4	
	Striver	Count	129	293	422
		% within Primary VALS 2 Type	30.6%	69.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	7.1%	5.0%	5.5%
		% of Total	1.7%	3.8%	5.5%
		Adjusted Residual	3.5	-3.5	
	Experiencer	Count	128	227	355
		% within Primary VALS 2 Type	36.1%	63.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	7.0%	3.8%	4.6%
		% of Total	1.7%	2.9%	4.6%
		Adjusted Residual	5.7	-5.7	

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Primary VALS 2 Type	Maker	Count	72	252	324
		% within Primary VALS 2 Type	22.2%	77.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	4.0%	4.3%	4.2%
		% of Total	.9%	3.3%	4.2%
		Adjusted Residual	-.6	.6	
	Struggler	Count	53	135	188
		% within Primary VALS 2 Type	28.2%	71.8%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	2.9%	2.3%	2.4%
		% of Total	.7%	1.7%	2.4%
		Adjusted Residual	1.5	-1.5	
Total		Count	1822	5914	7736
		% within Primary VALS 2 Type	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**55.188**[a]	8	.000
Likelihood Ratio	51.629	8	.000
Linear-by-Linear Association	26.418	1	.000
N of Valid Cases	7736		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 44.28.

Current Giver * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Current Giver	Not Current	Count	1311	4004	5315
		% within Current Giver	24.7%	75.3%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	72.0%	67.7%	68.7%
		% of Total	16.9%	51.8%	68.7%
		Adjusted Residual	3.4	-3.4	
	Current	Count	511	1909	2420
		% within Current Giver	21.1%	78.9%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	28.0%	32.3%	31.3%
		% of Total	6.6%	24.7%	31.3%
		Adjusted Residual	-3.4	3.4	
Total		Count	1822	5913	7735
		% within Current Giver	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**11.640**[b]	1	.001		
Continuity Correction[a]	11.444	1	.001		
Likelihood Ratio	11.805	1	.001		
Fisher's Exact Test				.001	.000
Linear-by-Linear Association	11.639	1	.001		
N of Valid Cases	7735				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 570.04.

Reconciled Current Giver * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Reconciled Current Giver	Not Current	Count	1286	3901	5187
		% within Reconciled Current Giver	24.8%	75.2%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	70.6%	66.0%	67.1%
		% of Total	16.6%	50.4%	67.1%
		Adjusted Residual	3.7	-3.7	
	Current	Count	536	2012	2548
		% within Reconciled Current Giver	21.0%	79.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	29.4%	34.0%	32.9%
		% of Total	6.9%	26.0%	32.9%
		Adjusted Residual	-3.7	3.7	
Total		Count	1822	5913	7735
		% within Reconciled Current Giver	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**13.391**[b]	1	.000		
Continuity Correction[a]	13.183	1	.000		
Likelihood Ratio	13.575	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	13.389	1	.000		
N of Valid Cases	7735				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 600.19.

Public Television Support by Household in the last two years * The on-air membership drives are getting more prevalent than in the past

Crosstab

			The on-air membership drives are getting more prevalent than in the past		
			Disagree	Agree	Total
Public Television Support by Household in the last two years	No	Count	986	2762	3748
		% within Public Television Support by Household in the last two years	26.3%	73.7%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	59.0%	51.1%	53.0%
		% of Total	13.9%	39.0%	53.0%
		Adjusted Residual	5.6	-5.6	
	Yes	Count	685	2640	3325
		% within Public Television Support by Household in the last two years	20.6%	79.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	41.0%	48.9%	47.0%
		% of Total	9.7%	37.3%	47.0%
		Adjusted Residual	-5.6	5.6	
	Don't Know	Count	0	1	1
		% within Public Television Support by Household in the last two years	.0%	100.0%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	.0%	.0%	.0%
		% of Total	.0%	.0%	.0%
		Adjusted Residual	-.6	.6	
Total		Count	1671	5403	7074
		% within Public Television Support by Household in the last two years	23.6%	76.4%	100.0%
		% within The on-air membership drives are getting more prevalent than in the past	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**32.104[a]**	2	.000
Likelihood Ratio	32.499	2	.000
Linear-by-Linear Association	31.976	1	.000
N of Valid Cases	7074		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .24.

```
SET HEADER=ON /PRINTBACK = LISTING.


FREQUENCIES
  VARIABLES=a155 a155a
  /ORDER  ANALYSIS .
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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.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree Definitely	**883**	11.1	**11.4**	11.4
	Disagree Strongly	**1090**	13.7	**14.1**	25.6
	Disagree Somewhat	**2560**	32.1	**33.2**	58.7
	Agree Somewhat	**2444**	30.6	**31.7**	90.4
	Agree Strongly	**532**	6.7	**6.9**	97.3
	Agree Definitely	**209**	2.6	**2.7**	100.0
	Total	7718	96.7	100.0	
Missing	System	265	3.3		
Total		7984	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4533	56.8	**58.7**	58.7
	Agree	3185	39.9	**41.3**	100.0
	Total	7718	96.7	100.0	
Missing	System	265	3.3		
Total		7984	100.0		

Title "Part I: Demographic Variables"

means
tables = a020m a021 hrsadj a026 a030 incadj by a155a
/cells mean count
/statistics anova.

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.

Report

	Mean			N		
	The on-air membership drives are becoming easier to listen to than in the past			The on-air membership drives are becoming easier to listen to than in the past		
	Disagree	Agree	Total	Disagree	Agree	Total
Sex	.54	.45	.50	4533	3185	7718
AGE	47.96	48.49	48.18	4533	3185	7718
Hours worked per week	23.98	22.42	23.33	4533	3185	7718
Number of Public Radio Listeners in the Household	1.59	1.56	1.58	4533	3185	7718
Education	**5.25**	**4.90**	5.11	4457	3101	7558
Household Income in Thousands$	**70.98**	**58.01**	65.61	4012	2835	6846

ANOVA Table

	F	Sig.
Sex	50.972	.000
AGE	2.099	.147
Hours worked per week	13.441	.000
Number of Public Radio Listeners in the	3.601	.058
Education	**98.542**	.000
Household Income in Thousands$	**111.521**	.000

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CROSSTABS
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 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= ROW COLUMN TOTAL ASRESID .
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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.

SEX * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
SEX	Male	% within SEX	62.7%	37.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	53.6%	45.4%	50.2%
		% of Total	31.5%	18.7%	50.2%
		Adjusted Residual	7.1	-7.1	
	Female	% within SEX	54.7%	45.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	46.4%	54.6%	49.8%
		% of Total	27.2%	22.5%	49.8%
		Adjusted Residual	-7.1	7.1	
Total		% within SEX	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**50.720**[b]	1	.000		
Continuity Correction[a]	50.391	1	.000		
Likelihood Ratio	50.778	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	50.713	1	.000		
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 1585.98.

WORK * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
WORK	Does not Work	% within WORK	55.3%	44.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	27.7%	31.9%	29.4%
		% of Total	16.3%	13.2%	29.4%
		Adjusted Residual	-3.9	3.9	
	1-19 Hours per week	% within WORK	59.1%	40.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	16.4%	16.1%	16.3%
		% of Total	9.6%	6.7%	16.3%
		Adjusted Residual	.3	-.3	
	30+ Hours per week	% within WORK	60.4%	39.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	55.8%	52.0%	54.3%
		% of Total	32.8%	21.5%	54.3%
		Adjusted Residual	3.3	-3.3	
Total		% within WORK	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**15.970[a]**	2	.000
Likelihood Ratio	15.914	2	.000
Linear-by-Linear Association	14.158	1	.000
N of Valid Cases	7718		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 519.30.

Employment Status * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Employment Status	Employed Man	% within Employment Status	63.4%	36.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	41.8%	34.3%	38.7%
		% of Total	24.6%	14.2%	38.7%
		Adjusted Residual	6.7	-6.7	
	Employed Woman	% within Employment Status	56.1%	43.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	30.5%	33.8%	31.9%
		% of Total	17.9%	14.0%	31.9%
		Adjusted Residual	-3.2	3.2	
	Retired (60+)	% within Employment Status	53.8%	46.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	16.2%	19.8%	17.7%
		% of Total	9.5%	8.2%	17.7%
		Adjusted Residual	-4.1	4.1	
	Unemployed (12-59)	% within Employment Status	57.7%	42.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	11.5%	12.0%	11.7%
		% of Total	6.8%	5.0%	11.7%
		Adjusted Residual	-.7	.7	
Total		% within Employment Status	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**48.444[a]**	3	.000
Likelihood Ratio	48.624	3	.000
Linear-by-Linear Association	26.810	1	.000
N of Valid Cases	7717		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 373.52.

Number of Public Radio Listeners in the Household * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Number of Public Radio Listeners in the Household	1	% within Number of Public Radio Listeners in the Household	57.6%	42.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	53.1%	55.6%	54.2%
		% of Total	31.2%	23.0%	54.2%
		Adjusted Residual	-2.2	2.2	
	2	% within Number of Public Radio Listeners in the Household	59.6%	40.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	37.4%	36.0%	36.8%
		% of Total	22.0%	14.9%	36.8%
		Adjusted Residual	1.2	-1.2	
	3	% within Number of Public Radio Listeners in the Household	62.8%	37.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	7.2%	6.1%	6.7%
		% of Total	4.2%	2.5%	6.7%
		Adjusted Residual	2.0	-2.0	
	4	% within Number of Public Radio Listeners in the Household	63.6%	36.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	1.9%	1.5%	1.7%
		% of Total	1.1%	.6%	1.7%
		Adjusted Residual	1.2	-1.2	
	5	% within Number of Public Radio Listeners in the Household	46.2%	53.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	.3%	.4%	.3%
		% of Total	.2%	.2%	.3%
		Adjusted Residual	-1.3	1.3	
	6	% within Number of Public Radio Listeners in the Household	47.1%	52.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	.2%	.3%	.2%
		% of Total	.1%	.1%	.2%
		Adjusted Residual	-1.0	1.0	
	7	% within Number of Public Radio Listeners in the Household	.0%	100.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	.0%	.0%	.0%
		% of Total	.0%	.0%	.0%
		Adjusted Residual	-1.2	1.2	
Total		% within Number of Public Radio Listeners in the Household	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**12.111[a]**	6	.060
Likelihood Ratio	12.463	6	.052
Linear-by-Linear Association	3.472	1	.062
N of Valid Cases	7719		

a. 2 cells (14.3%) have expected count less than 5. The minimum expected count is .41.

Age Categories * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Age Categories	18 to 24 years old	% within Age Categories	56.0%	44.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	4.7%	5.2%	4.9%
		% of Total	2.8%	2.2%	4.9%
		Adjusted Residual	-1.1	1.1	
	25 to 29 years old	% within Age Categories	61.4%	38.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	5.9%	5.3%	5.6%
		% of Total	3.5%	2.2%	5.6%
		Adjusted Residual	1.2	-1.2	
	30 to 34 years old	% within Age Categories	55.7%	44.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	7.3%	8.2%	7.7%
		% of Total	4.3%	3.4%	7.7%
		Adjusted Residual	-1.5	1.5	
	35 to 44 years old	% within Age Categories	59.9%	40.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	23.3%	22.1%	22.8%
		% of Total	13.7%	9.1%	22.8%
		Adjusted Residual	1.2	-1.2	
	45 to 54 years old	% within Age Categories	60.1%	39.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	23.7%	22.4%	23.2%
		% of Total	13.9%	9.3%	23.2%
		Adjusted Residual	1.3	-1.3	
	55 to 64 years old	% within Age Categories	61.0%	39.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	16.6%	15.1%	16.0%
		% of Total	9.7%	6.2%	16.0%
		Adjusted Residual	1.8	-1.8	
	65 to 74 years old	% within Age Categories	55.1%	44.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	13.5%	15.6%	14.3%
		% of Total	7.9%	6.4%	14.3%
		Adjusted Residual	-2.6	2.6	
	75 or over	% within Age Categories	54.2%	45.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	5.1%	6.1%	5.5%
		% of Total	3.0%	2.5%	5.5%
		Adjusted Residual	-1.9	1.9	
Total		% within Age Categories	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**18.946[a]**	7	.008
Likelihood Ratio	18.882	7	.009
Linear-by-Linear Association	1.398	1	.237
N of Valid Cases	7575		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 154.12.

Race/Ethnicity * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Race/Ethnicity	Hispanic/Latino	% within Race/Ethnicity	42.2%	57.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	1.3%	2.5%	1.8%
		% of Total	.8%	1.0%	1.8%
		Adjusted Residual	-4.0	4.0	
	Black/African American	% within Race/Ethnicity	41.6%	58.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	3.3%	6.7%	4.7%
		% of Total	2.0%	2.7%	4.7%
		Adjusted Residual	-6.8	6.8	
	Asian/Pacific Islander	% within Race/Ethnicity	46.1%	53.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	1.7%	2.9%	2.2%
		% of Total	1.0%	1.2%	2.2%
		Adjusted Residual	-3.4	3.4	
	White/Caucasian	% within Race/Ethnicity	60.6%	39.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	90.9%	84.6%	88.3%
		% of Total	53.6%	34.8%	88.3%
		Adjusted Residual	8.3	-8.3	
	Native American/Indian	% within Race/Ethnicity	58.6%	41.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	.4%	.4%	.4%
		% of Total	.2%	.2%	.4%
		Adjusted Residual	.0	.0	
	Mixed/Other	% within Race/Ethnicity	54.2%	45.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	2.3%	2.8%	2.5%
		% of Total	1.4%	1.2%	2.5%
		Adjusted Residual	-1.3	1.3	
Total		% within Race/Ethnicity	58.9%	41.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.9%	41.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**80.236**[a]	5	.000
Likelihood Ratio	78.771	5	.000
Linear-by-Linear Association	44.085	1	.000
N of Valid Cases	7457		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.91.

Education * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Education	Grade 8 or less	% within Education	50.9%	49.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	1.2%	1.7%	1.4%
		% of Total	.7%	.7%	1.4%
		Adjusted Residual	-1.7	1.7	
	Grades 9-11 years	% within Education	53.4%	46.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	2.3%	2.9%	2.6%
		% of Total	1.4%	1.2%	2.6%
		Adjusted Residual	-1.6	1.6	
	Graduated High School	% within Education	47.6%	52.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	9.3%	14.7%	11.5%
		% of Total	5.5%	6.0%	11.5%
		Adjusted Residual	-7.2	7.2	
	1-3 years of college	% within Education	53.8%	46.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	20.0%	24.6%	21.9%
		% of Total	11.8%	10.1%	21.9%
		Adjusted Residual	-4.8	4.8	
	College degree (4 years)	% within Education	61.5%	38.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	22.7%	20.4%	21.8%
		% of Total	13.4%	8.4%	21.8%
		Adjusted Residual	2.4	-2.4	
	Some graduate credits	% within Education	61.3%	38.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	13.2%	11.9%	12.7%
		% of Total	7.8%	4.9%	12.7%
		Adjusted Residual	1.6	-1.6	
	Advanced degree (MA, MD, PhD)	% within Education	65.5%	34.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	31.3%	23.7%	28.2%
		% of Total	18.5%	9.7%	28.2%
		Adjusted Residual	7.2	-7.2	
Total		% within Education	59.0%	41.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	59.0%	41.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**114.336[a]**	6	.000
Likelihood Ratio	113.978	6	.000
Linear-by-Linear Association	97.412	1	.000
N of Valid Cases	7558		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 44.33.

Household Income * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Household Income	Less than $10,000	% within Household Income	46.2%	53.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	3.3%	5.5%	4.2%
		% of Total	2.0%	2.3%	4.2%
		Adjusted Residual	-4.4	4.4	
	$10,000 to $14,999	% within Household Income	49.4%	50.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	3.2%	4.6%	3.8%
		% of Total	1.9%	1.9%	3.8%
		Adjusted Residual	-3.1	3.1	
	$15,000 to $19,999	% within Household Income	49.5%	50.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	3.6%	5.2%	4.3%
		% of Total	2.1%	2.2%	4.3%
		Adjusted Residual	-3.2	3.2	
	$20,000 to $24,999	% within Household Income	52.4%	47.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	4.7%	6.1%	5.3%
		% of Total	2.8%	2.5%	5.3%
		Adjusted Residual	-2.5	2.5	
	$25,000 to $29,999	% within Household Income	54.3%	45.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	5.4%	6.5%	5.8%
		% of Total	3.2%	2.7%	5.8%
		Adjusted Residual	-1.8	1.8	
	$30,000 to $39,999	% within Household Income	54.7%	45.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	11.3%	13.2%	12.1%
		% of Total	6.6%	5.5%	12.1%
		Adjusted Residual	-2.4	2.4	
	$40,000 to $49,999	% within Household Income	57.2%	42.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	12.9%	13.7%	13.2%
		% of Total	7.6%	5.7%	13.2%
		Adjusted Residual	-.9	.9	
	$50,000 to $74,999	% within Household Income	59.9%	40.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	23.5%	22.2%	23.0%
		% of Total	13.8%	9.2%	23.0%
		Adjusted Residual	1.2	-1.2	
	$75,000 to $99,999	% within Household Income	62.0%	38.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	13.7%	11.9%	12.9%
		% of Total	8.0%	4.9%	12.9%
		Adjusted Residual	2.2	-2.2	
	$100,000 to $199,999	% within Household Income	68.6%	31.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	15.0%	9.7%	12.8%
		% of Total	8.8%	4.0%	12.8%
		Adjusted Residual	6.4	-6.4	
	$200,000 or more	% within Household Income	77.2%	22.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	3.3%	1.4%	2.5%
		% of Total	1.9%	.6%	2.5%
		Adjusted Residual	5.0	-5.0	
Total		% within Household Income	58.6%	41.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.6%	41.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**118.077[a]**	10	.000
Likelihood Ratio	120.392	10	.000
Linear-by-Linear Association	105.113	1	.000
N of Valid Cases	6845		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 70.80.

Title "Part II: Utiligraphic Variables"

means
tables = a038 a039 core a046 to a049 a054 a060 a066 a072 a078 a084 a090 by a155a
/cells mean count
/statistics anova.

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.

Report

	Mean			N		
	The on-air membership drives are becoming easier to listen to than in the past			The on-air membership drives are becoming easier to listen to than in the past		
	Disagree	Agree	Total	Disagree	Agree	Total
Years Listening to Station A	9.95	9.83	9.90	4254	2977	7231
Years Listening to Station B	10.20	10.37	10.26	1038	636	1674
Core/Fringe	47.37	48.59	47.87	4533	3185	7718
Number of Public Stations Used Across the Week	1.29	1.25	1.28	4533	3185	7718
Total number of Stations Used Across the Week	4.20	4.15	4.18	4533	3185	7718
Horizontal Hold to Public Radio(# of Days Listened Out of 7)	3.87	3.89	3.88	4533	3185	7718
Horizontal Hold to Radio (# of Days Listened Out of 7)	6.05	6.09	6.06	4533	3185	7718
Time Spent Listening to Public Radio (QHs/week)- Total	35.14	39.42	36.91	4533	3185	7718
Time Spent Listening to the Radio (QHs/week)- Total	91.98	97.82	94.39	4533	3185	7718
Loyalty to Public Radio (Total)	42.798	43.902	43.254	4533	3185	7718
Occasions to Public Radio (in Tune-Ins/Week)- Total	7.81	7.97	7.88	4533	3185	7718
Occasions to the Radio (in Tune-Ins/Week)- Total	20.82	20.51	20.69	4533	3185	7718
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	4.632	5.176	4.857	4533	3185	7718
Avg. Duration per Occasion to the Radio (in QHs)(Total)	4.641	5.080	4.822	4533	3185	7718

ANOVA Table

	F	Sig.
Years Listening to Station A	.285	.594
Years Listening to Station B	.127	.721
Core/Fringe	1.130	.288
Number of Public Stations Used Across the Week	11.863	.001
Total number of Stations Used Across the Week	.704	.401
Horizontal Hold to Public Radio(# of Days Listened Out of 7)	.187	.665
Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	1.456	.228
Time Spent Listening to Public Radio (QHs/week)- Total	16.352	.000
Time Spent Listening to the Radio (QHs/week)- Total	12.353	.000
Loyalty to Public Radio (Total)	2.055	.152
Occasions to Public Radio (in Tune-Ins/Week)- Total	.877	.349
Occasions to the Radio (in Tune-Ins/Week)- Total	1.259	.262
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	29.812	.000
Avg. Duration per Occasion to the Radio (in QHs)(Total)	32.086	.000

```
CROSSTABS
 /TABLES=a042 to a044 a045y a048 a049 PR_Locs to RA_Work a052 a053 BY a155a
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= ROW COLUMN TOTAL ASRESID .
```

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.

Core or Fringe Listener to Public Radio * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Core or Fringe Listener to Public Radio	Fringe	% within Core or Fringe Listener to Public Radio	59.3%	40.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	52.6%	51.4%	52.1%
		% of Total	30.9%	21.2%	52.1%
		Adjusted Residual	1.1	-1.1	
	Core (Station used more than any other)	% within Core or Fringe Listener to Public Radio	57.9%	42.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	44.3%	45.9%	45.0%
		% of Total	26.0%	18.9%	45.0%
		Adjusted Residual	-1.3	1.3	
	Meta-Core (A042 only) (Multiple pub stns used more than sing	% within Core or Fringe Listener to Public Radio	61.2%	38.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	3.0%	2.7%	2.9%
		% of Total	1.8%	1.1%	2.9%
		Adjusted Residual	.7	-.7	
Total		% within Core or Fringe Listener to Public Radio	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.069**[a]	2	.355
Likelihood Ratio	2.071	2	.355
Linear-by-Linear Association	.546	1	.460
N of Valid Cases	7718		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 92.44.

Broadcast Band Used - Public Radio * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Broadcast Band Used - Public Radio	AM Only	% within Broadcast Band Used - Public Radio	61.6%	38.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	1.3%	1.2%	1.3%
		% of Total	.8%	.5%	1.3%
		Adjusted Residual	.6	-.6	
	FM Only	% within Broadcast Band Used - Public Radio	57.7%	42.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	44.8%	46.8%	45.6%
		% of Total	26.3%	19.3%	45.6%
		Adjusted Residual	-1.7	1.7	
	Both AM and FM	% within Broadcast Band Used - Public Radio	59.6%	40.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	53.8%	52.0%	53.1%
		% of Total	31.6%	21.5%	53.1%
		Adjusted Residual	1.6	-1.6	
Total		% within Broadcast Band Used - Public Radio	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**3.051**[a]	2	.218
Likelihood Ratio	3.052	2	.217
Linear-by-Linear Association	1.849	1	.174
N of Valid Cases	7718		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 40.85.

Broadcast Band Used - All Radio * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Broadcast Band Used - All Radio	AM Only	% within Broadcast Band Used - All Radio	64.7%	35.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	2.7%	2.1%	2.5%
		% of Total	1.6%	.9%	2.5%
		Adjusted Residual	1.7	-1.7	
	FM Only	% within Broadcast Band Used - All Radio	58.5%	41.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	94.9%	95.9%	95.3%
		% of Total	55.7%	39.6%	95.3%
		Adjusted Residual	-2.0	2.0	
	Both AM and FM	% within Broadcast Band Used - All Radio	62.9%	37.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	2.4%	2.0%	2.3%
		% of Total	1.4%	.8%	2.3%
		Adjusted Residual	1.1	-1.1	
Total		% within Broadcast Band Used - All Radio	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**4.257**[a]	2	.119
Likelihood Ratio	4.320	2	.115
Linear-by-Linear Association	.199	1	.656
N of Valid Cases	7717		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 72.23.

Exclusive Listener to Public Radio * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Exclusive Listener to Public Radio	No	% within Exclusive Listener to Public Radio	58.9%	41.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	89.9%	89.3%	89.7%
		% of Total	52.8%	36.8%	89.7%
		Adjusted Residual	.9	-.9	
	Yes	% within Exclusive Listener to Public Radio	57.3%	42.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	10.1%	10.7%	10.3%
		% of Total	5.9%	4.4%	10.3%
		Adjusted Residual	-.9	.9	
Total		% within Exclusive Listener to Public Radio	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.788**[b]	1	.375		
Continuity Correction[a]	.722	1	.396		
Likelihood Ratio	.785	1	.375		
Fisher's Exact Test				.383	.198
Linear-by-Linear Association	.788	1	.375		
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 329.31.

Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	1	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	59.9%	40.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	21.1%	20.1%	20.7%
		% of Total	12.4%	8.3%	20.7%
		Adjusted Residual	1.0	-1.0	
	2	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	58.0%	42.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	13.4%	13.9%	13.6%
		% of Total	7.9%	5.7%	13.6%
		Adjusted Residual	-.5	.5	
	3	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	55.8%	44.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	10.2%	11.5%	10.8%
		% of Total	6.0%	4.8%	10.8%
		Adjusted Residual	-1.8	1.8	
	4	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	61.5%	38.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	12.2%	10.8%	11.6%
		% of Total	7.1%	4.5%	11.6%
		Adjusted Residual	1.8	-1.8	
	5	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	58.3%	41.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	14.8%	15.0%	14.9%
		% of Total	8.7%	6.2%	14.9%
		Adjusted Residual	-.3	.3	
	6	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	59.3%	40.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	12.8%	12.5%	12.7%
		% of Total	7.5%	5.2%	12.7%
		Adjusted Residual	.4	-.4	
	7	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	57.8%	42.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	15.5%	16.1%	15.8%
		% of Total	9.1%	6.7%	15.8%
		Adjusted Residual	-.7	.7	
Total		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**7.511[a]**	6	.276
Likelihood Ratio	7.513	6	.276
Linear-by-Linear Association	.183	1	.668
N of Valid Cases	7718		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 342.41.

Horizontal Hold to Radio (# of Different Days Listened Out of Seven) * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Horizontal Hold to Radio (# of Different Days Listened Out of Seven)	1	% within Horizontal Hold to Radio	53.1%	46.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	.6%	.7%	.6%
		% of Total	.3%	.3%	.6%
		Adjusted Residual	-.8	.8	
	2	% within Horizontal Hold to Radio	63.4%	36.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	1.8%	1.5%	1.7%
		% of Total	1.1%	.6%	1.7%
		Adjusted Residual	1.1	-1.1	
	3	% within Horizontal Hold to Radio	67.3%	32.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	3.4%	2.3%	2.9%
		% of Total	2.0%	1.0%	2.9%
		Adjusted Residual	2.6	-2.6	
	4	% within Horizontal Hold to Radio	59.9%	40.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	5.8%	5.5%	5.6%
		% of Total	3.4%	2.3%	5.6%
		Adjusted Residual	.5	-.5	
	5	% within Horizontal Hold to Radio	57.4%	42.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	13.5%	14.2%	13.8%
		% of Total	7.9%	5.9%	13.8%
		Adjusted Residual	-1.0	1.0	
	6	% within Horizontal Hold to Radio	58.1%	41.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	24.7%	25.4%	25.0%
		% of Total	14.5%	10.5%	25.0%
		Adjusted Residual	-.7	.7	
	7	% within Horizontal Hold to Radio	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	50.3%	50.3%	50.3%
		% of Total	29.5%	20.8%	50.3%
		Adjusted Residual	.0	.0	
Total		% within Horizontal Hold to Radio	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**9.985**[a]	6	.125
Likelihood Ratio	10.171	6	.118
Linear-by-Linear Association	1.408	1	.235
N of Valid Cases	7719		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.22.

Locations of Public Radio Listening * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Locations of Public Radio Listening	One	% within Locations of Public Radio Listening	59.2%	40.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	55.7%	54.6%	55.2%
		% of Total	32.7%	22.6%	55.2%
		Adjusted Residual	.9	-.9	
	Two	% within Locations of Public Radio Listening	58.0%	42.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	36.7%	37.7%	37.1%
		% of Total	21.5%	15.6%	37.1%
		Adjusted Residual	-.9	.9	
	Three	% within Locations of Public Radio Listening	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	7.7%	7.6%	7.6%
		% of Total	4.5%	3.1%	7.6%
		Adjusted Residual	.0	.0	
Total		% within Locations of Public Radio Listening	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**.896**[a]	2	.639
Likelihood Ratio	.895	2	.639
Linear-by-Linear Association	.451	1	.502
N of Valid Cases	7719		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 243.52.

Locations of Radio Listening * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Locations of Radio Listening	One	% within Locations of Radio Listening	61.1%	38.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	17.2%	15.6%	16.5%
		% of Total	10.1%	6.4%	16.5%
		Adjusted Residual	1.9	-1.9	
	Two	% within Locations of Radio Listening	57.9%	42.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	54.0%	55.9%	54.8%
		% of Total	31.7%	23.1%	54.8%
		Adjusted Residual	-1.6	1.6	
	Three	% within Locations of Radio Listening	59.0%	41.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	28.8%	28.5%	28.7%
		% of Total	16.9%	11.8%	28.7%
		Adjusted Residual	.3	-.3	
Total		% within Locations of Radio Listening	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**4.095**[a]	2	.129
Likelihood Ratio	4.110	2	.128
Linear-by-Linear Association	.744	1	.388
N of Valid Cases	7718		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 525.74.

Public Radio At Home * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Public Radio At Home	No	% within Public Radio At Home	61.9%	38.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	35.6%	31.2%	33.8%
		% of Total	20.9%	12.9%	33.8%
		Adjusted Residual	4.0	-4.0	
	Yes	% within Public Radio At Home	57.1%	42.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	64.4%	68.8%	66.2%
		% of Total	37.8%	28.4%	66.2%
		Adjusted Residual	-4.0	4.0	
Total		% within Public Radio At Home	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**16.089**[b]	1	.000		
Continuity Correction[a]	15.894	1	.000		
Likelihood Ratio	16.158	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	16.087	1	.000		
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 1077.07.

Public Radio In Car * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Public Radio In Car	No	% within Public Radio In Car	55.7%	44.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	28.5%	32.4%	30.1%
		% of Total	16.8%	13.4%	30.1%
		Adjusted Residual	-3.6	3.6	
	Yes	% within Public Radio In Car	60.1%	39.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	71.5%	67.6%	69.9%
		% of Total	42.0%	27.9%	69.9%
		Adjusted Residual	3.6	-3.6	
Total		% within Public Radio In Car	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**12.997**[b]	1	.000		
Continuity Correction[a]	12.816	1	.000		
Likelihood Ratio	12.949	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	12.995	1	.000		
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 959.46.

Public Radio At Work * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Public Radio At Work	No	% within Public Radio At Work	58.9%	41.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	83.8%	83.4%	83.7%
		% of Total	49.2%	34.4%	83.7%
		Adjusted Residual	.5	-.5	
	Yes	% within Public Radio At Work	58.0%	42.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	16.2%	16.6%	16.3%
		% of Total	9.5%	6.9%	16.3%
		Adjusted Residual	-.5	.5	
Total		% within Public Radio At Work	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.280**[b]	1	.597		
Continuity Correction[a]	.248	1	.619		
Likelihood Ratio	.279	1	.597		
Fisher's Exact Test				.595	.309
Linear-by-Linear Association	.280	1	.597		
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 520.54.

Radio At Home * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Radio At Home	No	% within Radio At Home	62.1%	37.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	13.9%	12.1%	13.1%
		% of Total	8.2%	5.0%	13.1%
		Adjusted Residual	2.4	-2.4	
	Yes	% within Radio At Home	58.2%	41.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	86.1%	87.9%	86.9%
		% of Total	50.6%	36.3%	86.9%
		Adjusted Residual	-2.4	2.4	
Total		% within Radio At Home	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**5.559**[b]	1	.018		
Continuity Correction[a]	5.399	1	.020		
Likelihood Ratio	5.602	1	.018		
Fisher's Exact Test				.018	.010
Linear-by-Linear Association	5.558	1	.018		
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 418.45.

Radio In Car * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Radio In Car	No	% within Radio In Car	56.9%	43.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	10.0%	10.7%	10.3%
		% of Total	5.9%	4.4%	10.3%
		Adjusted Residual	-1.1	1.1	
	Yes	% within Radio In Car	58.9%	41.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	90.0%	89.3%	89.7%
		% of Total	52.9%	36.8%	89.7%
		Adjusted Residual	1.1	-1.1	
Total		% within Radio In Car	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.191**[b]	1	.275		
Continuity Correction[a]	1.109	1	.292		
Likelihood Ratio	1.187	1	.276		
Fisher's Exact Test				.287	.146
Linear-by-Linear Association	1.191	1	.275		
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 327.66.

Radio At Work * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Radio At Work	No	% within Radio At Work	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	64.5%	64.2%	64.4%
		% of Total	37.9%	26.5%	64.4%
		Adjusted Residual	.2	-.2	
	Yes	% within Radio At Work	58.6%	41.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	35.5%	35.8%	35.6%
		% of Total	20.9%	14.8%	35.6%
		Adjusted Residual	-.2	.2	
Total		% within Radio At Work	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.044**[b]	1	.833		
Continuity Correction[a]	.035	1	.852		
Likelihood Ratio	.044	1	.833		
Fisher's Exact Test				.847	.426
Linear-by-Linear Association	.044	1	.833		
N of Valid Cases	7719				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1134.64.

Weekpart of Listening to Public Radio * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Weekpart of Listening to Public Radio	Weekdays Only	% within Weekpart of Listening to Public Radio	61.3%	38.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	38.1%	34.3%	36.5%
		% of Total	22.4%	14.1%	36.5%
		Adjusted Residual	3.4	-3.4	
	Weekends Only	% within Weekpart of Listening to Public Radio	56.3%	43.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	10.4%	11.5%	10.9%
		% of Total	6.1%	4.8%	10.9%
		Adjusted Residual	-1.5	1.5	
	Both Weekends and Weekdays	% within Weekpart of Listening to Public Radio	57.5%	42.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	51.5%	54.2%	52.6%
		% of Total	30.2%	22.4%	52.6%
		Adjusted Residual	-2.4	2.4	
Total		% within Weekpart of Listening to Public Radio	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**12.120[a]**	2	.002
Likelihood Ratio	12.151	2	.002
Linear-by-Linear Association	9.237	1	.002
N of Valid Cases	7718		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 346.64.

Weekpart of Listening to the Radio * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Weekpart of Listening to the Radio	Weekdays Only	% within Weekpart of Listening to the Radio	63.8%	36.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	11.0%	8.9%	10.1%
		% of Total	6.5%	3.7%	10.1%
		Adjusted Residual	3.0	-3.0	
	Weekends Only	% within Weekpart of Listening to the Radio	63.9%	36.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	.5%	.4%	.5%
		% of Total	.3%	.2%	.5%
		Adjusted Residual	.6	-.6	
	Both Weekends and Weekdays	% within Weekpart of Listening to the Radio	58.1%	41.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	88.5%	90.7%	89.4%
		% of Total	52.0%	37.4%	89.4%
		Adjusted Residual	-3.1	3.1	
Total		% within Weekpart of Listening to the Radio	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**9.565**[a]	2	.008
Likelihood Ratio	9.685	2	.008
Linear-by-Linear Association	9.437	1	.002
N of Valid Cases	7718		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.86.

```
TITLE "PART III: Attitudinal & Giving Variables"

MEANS
 TABLES= a147 to a160 a162 to a167 a162u to a167u a133 to a138 by a155a
 /CELLS MEAN COUNT
 /STATISTICS ANOVA.
```

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.

Report

	Mean		
	The on-air membership drives are becoming easier to listen to than in the past		
	Disagree	Agree	Total
The news programming on public radio is unique, not available on commercial stations	4.80	4.98	4.88
The music programming on public radio is unique, not available on commerical stations	4.91	5.18	5.02
I seek out public radio whenever I move residence or travel out of town	4.40	4.69	4.52
I generally think of public radio as being financially supported by contributing listeners	4.67	4.91	4.77
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.61	3.66	3.63
The social and cultural values I hear expressed on public radio usually fit closely with my own values	4.08	4.51	4.25
I keep listening to the public radio station during its on-air membership drives	**2.88**	**4.23**	**3.44**
The on-air membership drives are getting more prevalent than in the past	4.28	4.19	4.24
The on-air membership drives are becoming easier to listen to than in the past	2.37	4.30	3.17
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.08	4.23	4.14
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.27	3.20	3.24
My opinion of a company is more positive when I find out that it supports public radio	4.25	4.62	4.40
I am concerned that businesses which support public radio may eventually force changes in the programming	3.46	3.64	3.53
I personally would be less likely to contribute to public radio if more businesses were to support it	3.10	3.22	3.15
Changes in Use of public radio stations in recent years	3.77	4.12	3.92
Changes in Use of commercial radio stations in recent years	2.53	2.40	2.48
Changes in Use of public television stations in recent years	3.43	3.66	3.53
Changes in Use of commercial television stations in recent years	2.44	2.48	2.46
Changes in Use of cable television channels in recent years	3.49	3.48	3.48
Changes in Use of Internet or on-line services	4.16	4.07	4.12
Changes in Use of public radio stations in recent years	.99	1.00	.99
Changes in Use of commercial radio stations in recent years	.94	.94	.94
Changes in Use of public television stations in recent years	.95	.96	.95
Changes in Use of commercial television stations in recent years	.95	.97	.96
Changes in Use of cable television channels in recent years	.69	.71	.70
Changes in Use of Internet or on-line services	.47	.43	.45
Personal Importance of Station A	4.60	4.93	4.74
Personal Importance of Station B	4.81	4.85	4.82
Personal Importance of Local Programming on Station A	4.02	4.51	4.22
Personal Importance of Local Programming on Station B	4.15	4.46	4.28
Personal Importance of Network Programming on Station A	4.43	4.75	4.56
Personal Importance of Network Programming on Station B	4.38	4.56	4.45

Report

	N		
	The on-air membership drives are becoming easier to listen to than in the past		
	Disagree	Agree	Total
The news programming on public radio is unique, not available on commercial stations	4481	3152	7633
The music programming on public radio is unique, not available on commerical stations	4503	3157	7660
I seek out public radio whenever I move residence or travel out of town	4472	3131	7602
I generally think of public radio as being financially supported by contributing listeners	4510	3179	7689
I generally think of public radio as being financially supported by universities or gov't tax dollars	4511	3168	7679
The social and cultural values I hear expressed on public radio usually fit closely with my own values	4480	3159	7639
I keep listening to the public radio station during its on-air membership drives	4521	3170	7691
The on-air membership drives are getting more prevalent than in the past	4503	3166	7669
The on-air membership drives are becoming easier to listen to than in the past	4533	3185	7718
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4451	3114	7565
The on-air mentions of business support (underwriting) are getting more annoying than in the past	4457	3137	7594
My opinion of a company is more positive when I find out that it supports public radio	4508	3165	7673
I am concerned that businesses which support public radio may eventually force changes in the programming	4513	3169	7682
I personally would be less likely to contribute to public radio if more businesses were to support it	4446	3145	7591
Changes in Use of public radio stations in recent years	4464	3164	7628
Changes in Use of commercial radio stations in recent years	4237	2978	7215
Changes in Use of public television stations in recent years	4269	3059	7328
Changes in Use of commercial television stations in recent years	4265	3033	7298
Changes in Use of cable television channels in recent years	3097	2231	5328
Changes in Use of Internet or on-line services	2090	1343	3433
Changes in Use of public radio stations in recent years	4517	3177	7694
Changes in Use of commercial radio stations in recent years	4503	3156	7659
Changes in Use of public television stations in recent years	4515	3172	7686
Changes in Use of commercial television stations in recent years	4502	3139	7641
Changes in Use of cable television channels in recent years	4499	3146	7645
Changes in Use of Internet or on-line services	4462	3108	7570
Personal Importance of Station A	4488	3140	7628
Personal Importance of Station B	1090	663	1753
Personal Importance of Local Programming on Station A	4443	3115	7558
Personal Importance of Local Programming on Station B	1422	963	2386
Personal Importance of Network Programming on Station A	4425	3102	7527
Personal Importance of Network Programming on Station B	1399	934	2333

ANOVA Table

	F	Sig.
The news programming on public radio is unique, not available on commerical stations	42.840	.000
The music programming on public radio is unique, not available on commerical stations	117.193	.000
I seek out public radio whenever I move residence or travel out of town	75.955	.000
I generally think of public radio as being financially supported by contributing listeners	92.865	.000
I generally think of public radio as being financially supported by universities or gov't tax dollars	2.297	.130
The social and cultural values I hear expressed on public radio usually fit closely with my own	261.339	.000
I keep listening to the public radio station during its on-air membership drives	**2119.821**	.000
The on-air membership drives are getting more prevalent than in the past	12.576	.000
The on-air membership drives are becoming easier to listen to than in the past	13738.504	.000
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	37.867	.000
The on-air mentions of business support (underwriting) are getting more annoying than in the past	6.475	.011
My opinion of a company is more positive when I find out that it supports public radio	188.965	.000
I am concerned that businesses which support pub. radio may eventually force programming changes	35.219	.000
I personally would be less likely to contribute to public radio if more businesses were to support it	18.545	.000
Changes in Use of public radio stations in recent years	214.400	.000
Changes in Use of commercial radio stations in recent years	22.976	.000
Changes in Use of public television stations in recent years	85.561	.000
Changes in Use of commercial television stations in recent years	3.095	.079
Changes in Use of cable television channels in recent years	.052	.820
Changes in Use of Internet or on-line services	6.461	.011
Changes in Use of public radio stations in recent years	13.031	.000
Changes in Use of commercial radio stations in recent years	.290	.590
Changes in Use of public television stations in recent years	15.137	.000
Changes in Use of commercial television stations in recent years	15.617	.000
Changes in Use of cable television channels in recent years	3.789	.052
Changes in Use of Internet or on-line services	9.693	.002
Personal Importance of Station A	129.665	.000
Personal Importance of Station B	.496	.481
Personal Importance of Local Programming on Station A	251.068	.000
Personal Importance of Local Programming on Station B	30.073	.000
Personal Importance of Network Programming on Station A	101.452	.000
Personal Importance of Network Programming on Station B	9.448	.002

```
CROSSTABS
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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.**

Personal Importance of Station A * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Personal Importance of Station A	Disagree	% within Personal Importance of Station A	73.2%	26.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	15.3%	8.0%	12.3%
		% of Total	9.0%	3.3%	12.3%
		Adjusted Residual	9.5	-9.5	
	Agree	% within Personal Importance of Station A	56.8%	43.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	84.7%	92.0%	87.7%
		% of Total	49.9%	37.9%	87.7%
		Adjusted Residual	-9.5	9.5	
Total		% within Personal Importance of Station A	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**90.687**[b]	1	.000		
Continuity Correction[a]	90.013	1	.000		
Likelihood Ratio	94.904	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	90.675	1	.000		
N of Valid Cases	7628				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 385.30.

Personal Importance of Station B * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Personal Importance of Station B	Disagree	% within Personal Importance of Station B	57.4%	42.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	9.9%	12.1%	10.7%
		% of Total	6.2%	4.6%	10.7%
		Adjusted Residual	-1.4	1.4	
	Agree	% within Personal Importance of Station B	62.8%	37.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	90.1%	87.9%	89.3%
		% of Total	56.1%	33.2%	89.3%
		Adjusted Residual	1.4	-1.4	
Total		% within Personal Importance of Station B	62.2%	37.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	62.2%	37.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**2.036**[b]	1	.154		
Continuity Correction[a]	1.816	1	.178		
Likelihood Ratio	2.010	1	.156		
Fisher's Exact Test				.176	.090
Linear-by-Linear Association	2.035	1	.154		
N of Valid Cases	1752				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 71.04.

Personal Importance of Local Programming on Station A * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Personal Importance of Local Programming on Station A	Disagree	% within Personal Importance of Local Programming on Station A	72.7%	27.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	29.8%	16.0%	24.1%
		% of Total	17.5%	6.6%	24.1%
		Adjusted Residual	13.8	-13.8	
	Agree	% within Personal Importance of Local Programming on Station A	54.4%	45.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	70.2%	84.0%	75.9%
		% of Total	41.3%	34.6%	75.9%
		Adjusted Residual	-13.8	13.8	
Total		% within Personal Importance of Local Programming on Station A	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**191.168**[b]	1	.000		
Continuity Correction[a]	190.413	1	.000		
Likelihood Ratio	198.157	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	191.143	1	.000		
N of Valid Cases	7557				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 749.96.

Personal Importance of Local Programming on Station B * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Personal Importance of Local Programming on Station B	Disagree	% within Personal Importance of Local Programming on Station B	67.4%	32.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	26.4%	18.8%	23.3%
		% of Total	15.7%	7.6%	23.3%
		Adjusted Residual	4.3	-4.3	
	Agree	% within Personal Importance of Local Programming on Station B	57.2%	42.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	73.6%	81.2%	76.7%
		% of Total	43.9%	32.8%	76.7%
		Adjusted Residual	-4.3	4.3	
Total		% within Personal Importance of Local Programming on Station B	59.6%	40.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	59.6%	40.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**18.433**[b]	1	.000		
Continuity Correction[a]	18.011	1	.000		
Likelihood Ratio	18.777	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	18.425	1	.000		
N of Valid Cases	2385				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 224.50.

Personal Importance of Network Programming on Station A * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Personal Importance of Network Programming on Station A	Disagree	% within Personal Importance of Network Programming on Station A	69.5%	30.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	21.3%	13.3%	18.0%
		% of Total	12.5%	5.5%	18.0%
		Adjusted Residual	8.8	-8.8	
	Agree	% within Personal Importance of Network Programming on Station A	56.4%	43.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	78.7%	86.7%	82.0%
		% of Total	46.3%	35.7%	82.0%
		Adjusted Residual	-8.8	8.8	
Total		% within Personal Importance of Network Programming on Station A	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**78.077**[b]	1	.000		
Continuity Correction[a]	77.540	1	.000		
Likelihood Ratio	80.297	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	78.067	1	.000		
N of Valid Cases	7528				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 557.93.

Personal Importance of Network Programming on Station B * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Personal Importance of Network Programming on Station B	Disagree	% within Personal Importance of Network Programming on Station B	67.7%	32.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	25.9%	18.5%	22.9%
		% of Total	15.5%	7.4%	22.9%
		Adjusted Residual	4.1	-4.1	
	Agree	% within Personal Importance of Network Programming on Station B	57.7%	42.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	74.1%	81.5%	77.1%
		% of Total	44.5%	32.6%	77.1%
		Adjusted Residual	-4.1	4.1	
Total		% within Personal Importance of Network Programming on Station B	60.0%	40.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	60.0%	40.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**16.951**[b]	1	.000		
Continuity Correction[a]	16.539	1	.000		
Likelihood Ratio	17.273	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	16.943	1	.000		
N of Valid Cases	2333				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 213.95.

The news programming on public radio is unique, not available on commercial stations * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
The news programming on public radio is unique, not available on commercial stations	Disagree	% within The news programming on public radio is unique, not available on commercial stations	73.1%	26.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	13.5%	7.1%	10.8%
		% of Total	7.9%	2.9%	10.8%
		Adjusted Residual	8.9	-8.9	
	Agree	% within The news programming on public radio is unique, not available on commercial stations	57.0%	43.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	86.5%	92.9%	89.2%
		% of Total	50.8%	38.4%	89.2%
		Adjusted Residual	-8.9	8.9	
Total		% within The news programming on public radio is unique, not available on commercial stations	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**79.024**[b]	1	.000		
Continuity Correction[a]	78.361	1	.000		
Likelihood Ratio	82.728	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	79.013	1	.000		
N of Valid Cases	7633				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 341.92.

The music programming on public radio is unique, not available on commerical stations * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
The music programming on public radio is unique, not available on commerical stations	Disagree	% within The music programming on public radio is unique, not available on commerical stations	71.6%	28.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	10.8%	6.1%	8.9%
		% of Total	6.4%	2.5%	8.9%
		Adjusted Residual	7.1	-7.1	
	Agree	% within The music programming on public radio is unique, not available on commerical stations	57.5%	42.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	89.2%	93.9%	91.1%
		% of Total	52.4%	38.7%	91.1%
		Adjusted Residual	-7.1	7.1	
Total		% within The music programming on public radio is unique, not available on commerical stations	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**50.715**[b]	1	.000		
Continuity Correction[a]	50.135	1	.000		
Likelihood Ratio	52.812	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	50.708	1	.000		
N of Valid Cases	7660				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 280.26.

I seek out public radio whenever I move residence or travel out of town * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
I seek out public radio whenever I move residence or travel out of town	Disagree	% within I seek out public radio whenever I move residence or travel out of town	67.5%	32.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	23.9%	16.4%	20.8%
		% of Total	14.1%	6.8%	20.8%
		Adjusted Residual	7.9	-7.9	
	Agree	% within I seek out public radio whenever I move residence or travel out of town	56.5%	43.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	76.1%	83.6%	79.2%
		% of Total	44.7%	34.4%	79.2%
		Adjusted Residual	-7.9	7.9	
Total		% within I seek out public radio whenever I move residence or travel out of town	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**62.492**[b]	1	.000		
Continuity Correction[a]	62.040	1	.000		
Likelihood Ratio	63.784	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	62.484	1	.000		
N of Valid Cases	7602				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 652.81.

I generally think of public radio as being financially supported by contributing listeners * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
I generally think of public radio as being financially supported by contributing listeners	Disagree	% within I generally think of public radio as being financially supported by contributing listeners	69.8%	30.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	11.7%	7.2%	9.8%
		% of Total	6.9%	3.0%	9.8%
		Adjusted Residual	6.6	-6.6	
	Agree	% within I generally think of public radio as being financially supported by contributing listeners	57.4%	42.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	88.3%	92.8%	90.2%
		% of Total	51.8%	38.4%	90.2%
		Adjusted Residual	-6.6	6.6	
Total		% within I generally think of public radio as being financially supported by contributing listeners	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**43.261**[b]	1	.000		
Continuity Correction[a]	42.751	1	.000		
Likelihood Ratio	44.710	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	43.255	1	.000		
N of Valid Cases	7689				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 312.57.

I generally think of public radio as being financially supported by universities or gov't tax dollars * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
I generally think of public radio as being financially supported by universities or gov't tax dollars	Disagree	% within I generally think of public radio as being financially supported by universities or gov't tax dollars	59.7%	40.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	40.1%	38.5%	39.4%
		% of Total	23.5%	15.9%	39.4%
		Adjusted Residual	1.4	-1.4	
	Agree	% within I generally think of public radio as being financially supported by universities or gov't tax dollars	58.1%	41.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	59.9%	61.5%	60.6%
		% of Total	35.2%	25.4%	60.6%
		Adjusted Residual	-1.4	1.4	
Total		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.998**[b]	1	.157		
Continuity Correction[a]	1.932	1	.165		
Likelihood Ratio	2.000	1	.157		
Fisher's Exact Test				.162	.082
Linear-by-Linear Association	1.998	1	.158		
N of Valid Cases	7679				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1248.80.

The social and cultural values I hear expressed on public radio usually fit closely with my own values * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
The social and cultural values I hear expressed on public radio usually fit closely with my own values	Disagree	% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	73.3%	26.7%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	24.4%	12.6%	19.5%
		% of Total	14.3%	5.2%	19.5%
		Adjusted Residual	12.8	-12.8	
	Agree	% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	55.1%	44.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	75.6%	87.4%	80.5%
		% of Total	44.3%	36.1%	80.5%
		Adjusted Residual	-12.8	12.8	
Total		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	58.6%	41.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.6%	41.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**164.172**[b]	1	.000		
Continuity Correction[a]	163.422	1	.000		
Likelihood Ratio	171.109	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	164.150	1	.000		
N of Valid Cases	7639				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 616.58.

I keep listening to the public radio station during its on-air membership drives * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
I keep listening to the public radio station during its on-air membership drives	Disagree	% within I keep listening to the public radio station during its on-air membership drives	81.6%	18.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	66.4%	21.3%	47.8%
		% of Total	39.0%	8.8%	47.8%
		Adjusted Residual	**39.0**	**-39.0**	
	Agree	% within I keep listening to the public radio station during its on-air membership drives	37.9%	62.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	33.6%	78.7%	52.2%
		% of Total	19.8%	32.4%	52.2%
		Adjusted Residual	**-39.0**	**39.0**	
Total		% within I keep listening to the public radio station during its on-air membership drives	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1517.244[b]**	1	.000		
Continuity Correction[a]	1515.439	1	.000		
Likelihood Ratio	1589.983	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	1517.047	1	.000		
N of Valid Cases	7692				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1514.94.

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

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
The on-air membership drives are getting more prevalent than in the past	Disagree	% within The on-air membership drives are getting more prevalent than in the past	59.4%	40.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	23.7%	23.1%	23.5%
		% of Total	13.9%	9.5%	23.5%
		Adjusted Residual	.7	-.7	
	Agree	% within The on-air membership drives are getting more prevalent than in the past	58.5%	41.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	76.3%	76.9%	76.5%
		% of Total	44.8%	31.8%	76.5%
		Adjusted Residual	-.7	.7	
Total		% within The on-air membership drives are getting more prevalent than in the past	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.438**[b]	1	.508		
Continuity Correction[a]	.403	1	.526		
Likelihood Ratio	.439	1	.508		
Fisher's Exact Test				.512	.263
Linear-by-Linear Association	.438	1	.508		
N of Valid Cases	7669				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 743.10.

The on-air mentions of business support (underwriting) are getting more prevalent than in the past * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	Disagree	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	66.6%	33.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	26.7%	19.1%	23.6%
		% of Total	15.7%	7.9%	23.6%
		Adjusted Residual	7.7	-7.7	
	Agree	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	56.4%	43.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	73.3%	80.9%	76.4%
		% of Total	43.1%	33.3%	76.4%
		Adjusted Residual	-7.7	7.7	
Total		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**58.814**[b]	1	.000		
Continuity Correction[a]	58.393	1	.000		
Likelihood Ratio	59.823	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	58.806	1	.000		
N of Valid Cases	7565				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 734.35.

The on-air mentions of business support (underwriting) are getting more annoying than in the past * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
The on-air mentions of business support (underwriting) are getting more annoying than in the past	Disagree	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	58.0%	42.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	64.2%	66.2%	65.1%
		% of Total	37.7%	27.4%	65.1%
		Adjusted Residual	-1.8	1.8	
	Agree	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	60.1%	39.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	35.8%	33.8%	34.9%
		% of Total	21.0%	14.0%	34.9%
		Adjusted Residual	1.8	-1.8	
Total		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**3.155**[b]	1	.076		
Continuity Correction[a]	3.069	1	.080		
Likelihood Ratio	3.160	1	.075		
Fisher's Exact Test				.078	.040
Linear-by-Linear Association	3.154	1	.076		
N of Valid Cases	7594				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1096.34.

My opinion of a company is more positive when I find out that it supports public radio * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
My opinion of a company is more positive when I find out that it supports public radio	Disagree	% within My opinion of a company is more positive when I find out that it supports public radio	74.5%	25.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	20.8%	10.1%	16.4%
		% of Total	12.2%	4.2%	16.4%
		Adjusted Residual	12.4	-12.4	
	Agree	% within My opinion of a company is more positive when I find out that it supports public radio	55.7%	44.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	79.2%	89.9%	83.6%
		% of Total	46.5%	37.1%	83.6%
		Adjusted Residual	-12.4	12.4	
Total		% within My opinion of a company is more positive when I find out that it supports public radio	58.8%	41.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**154.680**[b]	1	.000		
Continuity Correction[a]	153.901	1	.000		
Likelihood Ratio	162.414	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	154.660	1	.000		
N of Valid Cases	7673				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 518.49.

I am concerned that businesses which support public radio may eventually force changes in the programming * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
I am concerned that businesses which support public radio may eventually force changes in the programming	Disagree	% within I am concerned that businesses which support public radio may eventually force changes in the programming	61.1%	38.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	51.7%	46.9%	49.7%
		% of Total	30.4%	19.3%	49.7%
		Adjusted Residual	4.2	-4.2	
	Agree	% within I am concerned that businesses which support public radio may eventually force changes in the programming	56.4%	43.6%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	48.3%	53.1%	50.3%
		% of Total	28.4%	21.9%	50.3%
		Adjusted Residual	-4.2	4.2	
Total		% within I am concerned that businesses which support public radio may eventually force changes in the programming	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**17.500**[b]	1	.000		
Continuity Correction[a]	17.307	1	.000		
Likelihood Ratio	17.509	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	17.498	1	.000		
N of Valid Cases	7682				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1576.25.

I personally would be less likely to contribute to public radio if more businesses * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
I personally would be less likely to contribute to public radio if more businesses	Disagree	% within I personally would be less likely to contribute to public radio if more businesses	60.2%	39.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	66.2%	61.9%	64.4%
		% of Total	38.8%	25.6%	64.4%
		Adjusted Residual	3.9	-3.9	
	Agree	% within I personally would be less likely to contribute to public radio if more businesses	55.6%	44.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	33.8%	38.1%	35.6%
		% of Total	19.8%	15.8%	35.6%
		Adjusted Residual	-3.9	3.9	
Total		% within I personally would be less likely to contribute to public radio if more businesses	58.6%	41.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.6%	41.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**15.004**[b]	1	.000		
Continuity Correction[a]	14.816	1	.000		
Likelihood Ratio	14.965	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	15.002	1	.000		
N of Valid Cases	7590				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1118.42.

Primary VALS 2 Type * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Primary VALS 2 Type	No VALS 2 Type assigned	% within Primary VALS 2 Type	52.8%	47.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	4.4%	5.6%	4.9%
		% of Total	2.6%	2.3%	4.9%
		Adjusted Residual	-2.4	2.4	
	Actualizer	% within Primary VALS 2 Type	64.5%	35.5%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	38.2%	29.9%	34.8%
		% of Total	22.4%	12.3%	34.8%
		Adjusted Residual	7.5	-7.5	
	Fulfilled	% within Primary VALS 2 Type	57.8%	42.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	29.5%	30.7%	30.0%
		% of Total	17.3%	12.7%	30.0%
		Adjusted Residual	-1.1	1.1	
	Believer	% within Primary VALS 2 Type	50.7%	49.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	5.3%	7.3%	6.1%
		% of Total	3.1%	3.0%	6.1%
		Adjusted Residual	-3.6	3.6	
	Achiever	% within Primary VALS 2 Type	62.8%	37.2%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	8.1%	6.8%	7.6%
		% of Total	4.7%	2.8%	7.6%
		Adjusted Residual	2.1	-2.1	
	Striver	% within Primary VALS 2 Type	46.2%	53.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	4.3%	7.2%	5.5%
		% of Total	2.5%	3.0%	5.5%
		Adjusted Residual	-5.4	5.4	
	Experiencer	% within Primary VALS 2 Type	52.7%	47.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	4.1%	5.3%	4.6%
		% of Total	2.4%	2.2%	4.6%
		Adjusted Residual	-2.4	2.4	
	Maker	% within Primary VALS 2 Type	52.9%	47.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	3.8%	4.8%	4.2%
		% of Total	2.2%	2.0%	4.2%
		Adjusted Residual	-2.2	2.2	
	Struggler	% within Primary VALS 2 Type	56.7%	43.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	2.3%	2.5%	2.4%
		% of Total	1.4%	1.0%	2.4%
		Adjusted Residual	-.6	.6	
Total		% within Primary VALS 2 Type	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**97.229[a]**	8	.000
Likelihood Ratio	97.015	8	.000
Linear-by-Linear Association	29.891	1	.000
N of Valid Cases	7717		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 77.18.

Current Giver * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Current Giver	Not Current	% within Current Giver	58.6%	41.4%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	68.6%	68.9%	68.7%
		% of Total	40.3%	28.4%	68.7%
		Adjusted Residual	-.3	.3	
	Current	% within Current Giver	59.0%	41.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	31.4%	31.1%	31.3%
		% of Total	18.4%	12.8%	31.3%
		Adjusted Residual	.3	-.3	
Total		% within Current Giver	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.088**[b]	1	.766		
Continuity Correction[a]	.074	1	.785		
Likelihood Ratio	.088	1	.766		
Fisher's Exact Test				.784	.393
Linear-by-Linear Association	.088	1	.766		
N of Valid Cases	7719				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 995.96.

Reconciled Current Giver * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Reconciled Current Giver	Not Current	% within Reconciled Current Giver	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	67.0%	67.2%	67.1%
		% of Total	39.3%	27.7%	67.1%
		Adjusted Residual	-.2	.2	
	Current	% within Reconciled Current Giver	58.9%	41.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	33.0%	32.8%	32.9%
		% of Total	19.4%	13.5%	32.9%
		Adjusted Residual	.2	-.2	
Total		% within Reconciled Current Giver	58.7%	41.3%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	58.7%	41.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.031**[b]	1	.859		
Continuity Correction[a]	.023	1	.879		
Likelihood Ratio	.031	1	.859		
Fisher's Exact Test				.863	.440
Linear-by-Linear Association	.031	1	.859		
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 1048.60.

Public Television Support by Household in the last two years * The on-air membership drives are becoming easier to listen to than in the past

Crosstab

			The on-air membership drives are becoming easier to listen to than in the past		
			Disagree	Agree	Total
Public Television Support by Household in the last two years	No	% within Public Television Support by Household in the last two years	59.9%	40.1%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	53.8%	52.0%	53.0%
		% of Total	31.8%	21.2%	53.0%
		Adjusted Residual	1.5	-1.5	
	Yes	% within Public Television Support by Household in the last two years	58.2%	41.8%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	46.2%	48.0%	46.9%
		% of Total	27.3%	19.6%	46.9%
		Adjusted Residual	-1.4	1.4	
	Don't Know	% within Public Television Support by Household in the last two years	.0%	100.0%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	.0%	.0%	.0%
		% of Total	.0%	.0%	.0%
		Adjusted Residual	-1.2	1.2	
Total		% within Public Television Support by Household in the last two years	59.1%	40.9%	100.0%
		% within The on-air membership drives are becoming easier to listen to than in the past	100.0%	100.0%	100.0%
		% of Total	59.1%	40.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**3.545[a]**	2	.170
Likelihood Ratio	3.887	2	.143
Linear-by-Linear Association	2.223	1	.136
N of Valid Cases	7051		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .41.