Frequency:

This table shows what percentage of public radio listening is to various types of formats. For example, 31 percent of public radio listening is to news formats and 27 percent is to classical music formats. Jazz ranks third at just under 10 percent. All other formats are below five percent.

Format of Show

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEWS	152453	30.7	30.7	30.7
	CLASSICAL	135383	27.2	27.2	57.9
	JAZZ	47350	9.5	9.5	67.4
	CALL-IN	22737	4.6	4.6	72.0
	ENTERTAIN	19327	3.9	3.9	75.8
	INTERVIEWS	11150	2.2	2.2	78.1
	AAA	11006	2.2	2.2	80.3
	PUBLIC AFF	9286	1.9	1.9	82.2
	BLUES	7139	1.4	1.4	83.6
	ECLECTIC	6027	1.2	1.2	84.8
	CLASS MIX	5848	1.2	1.2	86.0
	BUSINESS	5650	1.1	1.1	87.1
	R AND B	5179	1.0	1.0	88.2
	GOSPEL	4718	.9	.9	89.1
	FOLK	3538	.7	.7	89.8
	OPERA	3026	.6	.6	90.4
	BLUEGRASS	2744	.6	.6	91.0
	NEW AGE	2442	.5	.5	91.5
	CELTIC	2434	.5	.5	92.0
	LITERATURE	2195	.4	.4	92.4
	OLDIES	2169	.4	.4	92.8
	BIG BAND	2092	.4	.4	93.3
	ALT ROCK	1690	.3	.3	93.6
	WORLD	1612	.3	.3	93.9
	FOLK MIX	1599	.3	.3	94.2
	CLS PERF	1506	.3	.3	94.6
	ETHNIC	1453	.3	.3	94.8
	HISPANIC	1418	.3	.3	95.1
	EASY	1367	.3	.3	95.4
	JAZZ MIX	1282	.3	.3	95.7
	HEALTH	1271	.3	.3	95.9
	LATIN	1131	.2	.2	96.1
	TALK MIX	1076	.2	.2	96.4
	REGGAE	1063	.2	.2	96.6
	ACOUSTIC	1011	.2	.2	96.8
	ENVIRONMNT	987	.2	.2	97.0
	COUNTRY	967	.2	.2	97.2
	RELIGIOUS	940	.2	.2	97.4
	SPORTS	878	.2	.2	97.5
	NOSTALGIA	823	.2	.2	97.7
	URBAN	750	.2	.2	97.9
	AC MUSIC	694	.1	.1	98.0
	ROCK	653	.1	.1	98.1
	OFF AIR	604	.1	.1	98.2
	CHORAL	592	.1	.1	98.4
	DRAMA	572	.1	.1	98.5
	NAC	563	.1	.1	98.6
	CHILDREN	442	.1	.1	98.7
	ARTS MAG	436	.1	.1	98.8
	SALSA	401	.1	.1	98.8
	RAP	380	.1	.1	98.9
	CAJUN	368	.1	.1	99.0
	SCIENCE	368	.1	.1	99.1
	FAMILY	341	.1	.1	99.1
	DOCUMENTRY	333	.1	.1	99.2
	BLACK	285	.1	.1	99.3
	DANCE	271	.1	.1	99.3

```
means
tables = a155a tsl_c to tsl_j by a153_r
/cells mean count
/statistics anova.
```

Means:

This is a means test of format on the quesion of keep listening to on-air drives. The question of drives are becoming easier to listen to has an overwhelming effect that is statistically significant. While each format is significant, they are dwarfed by the explanatory power of drives are becoming easier to listen to.

Report

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	Time Spent Listening to Classical	Time Spent Listening to Entertainment	Time Spent Listening to Other Music	Time Spent Listening to News	Time Spent Listening to Other Talk	Time Spent Listening to Jazz
Disagree Definitely	Mean	.93	.38	.17	.13	.55	.30	.18
	N	794740	835540	835540	835540	835540	835540	835540
Disagree Strongly	Mean	.88	.37	.22	.16	.60	.34	.16
	N	781952	797795	797795	797795	797795	797795	797795
Disagree Somewhat	Mean	.76	.39	.19	.17	.58	.33	.15
	N	1298359	1317162	1317162	1317162	1317162	1317162	1317162
Agree Somewhat	Mean	.49	.40	.24	.19	.60	.35	.20
	N	1719223	1753507	1753507	1753507	1753507	1753507	1753507
Agree Strongly	Mean	.29	.36	.25	.23	.64	.41	.20
	N	700099	712758	712758	712758	712758	712758	712758
Agree Definitely	Mean	.20	.41	.28	.18	.60	.44	.21
	N	454263	462749	462749	462749	462749	462749	462749
Total	Mean	.62	.39	.22	.17	.59	.35	.18
	N	5748636	5879511	5879511	5879511	5879511	5879511	5879511

ANOVA Table

	F	Sig.
The on-air membership drives are becoming easier to listen	**380639.110**	.000
Time Spent Listening to Classical	**990.185**	.000
Time Spent Listening to Entertainment	**6276.952**	.000
Time Spent Listening to Other Music	**6753.634**	.000
Time Spent Listening to News	**3104.255**	.000
Time Spent Listening to Other Talk	**8327.063**	.000
Time Spent Listening to Jazz	**3397.853**	.000

```
CROSSTABS
 /TABLES=a155a tsl_c to tsl_j by a153a
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID .
```

Crosstabs:

These seven crosstabs also compare the effect of format on the question of I keep listening during on-air drives. While the chi-square scores are large simply due to the large N of observations, again the only variable with real explanatory power is the question of drives are becoming easier to listen to. While some formats show a small effect on keep listening, they are totally overwhelmed by the listener's perception of how easy the drives are listen to.

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	463943	1740954	2204897
		% within The on-air membership drives are becoming easier to listen to than in the past	21.0%	79.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	16.1%	60.6%	38.4%
		% of Total	8.1%	30.3%	38.4%
		Adjusted Residual	-1095.8	1095.8	
	Agree	Count	2411108	1132631	3543739
		% within The on-air membership drives are becoming easier to listen to than in the past	68.0%	32.0%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	83.9%	39.4%	61.6%
		% of Total	41.9%	19.7%	61.6%
		Adjusted Residual	1095.8	-1095.8	
Total		Count	2875051	2873585	5748636
		% within The on-air membership drives are becoming easier to listen to than in the past	50.0%	50.0%	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	50.0%	50.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1200843.601**[b]	1	.000		
Continuity Correction[a]	1200841.721	1	.000		
Likelihood Ratio	1259574.357	1	.000		
Fisher's Exact Test				.	.
Linear-by-Linear Association	1200843.392	1	.000		
N of Valid Cases	5748636				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1102167.

Listening to Classical *
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
Listening to Classical	Not listening to classical	Count	1826078	1782447	3608525
		% within Listening to Classical	50.6%	49.4%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	61.9%	60.9%	61.4%
		% of Total	31.1%	30.3%	61.4%
		Adjusted Residual	25.8	-25.8	
	Listening to classical	Count	1124419	1146567	2270986
		% within Listening to Classical	49.5%	50.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	38.1%	39.1%	38.6%
		% of Total	19.1%	19.5%	38.6%
		Adjusted Residual	-25.8	25.8	
Total		Count	2950497	2929014	5879511
		% within Listening to Classical	50.2%	49.8%	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	50.2%	49.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**665.059[b]**	1	.000		
Continuity Correction[a]	665.016	1	.000		
Likelihood Ratio	665.067	1	.000		
Fisher's Exact Test				.	.
Linear-by-Linear Association	665.059	1	.000		
N of Valid Cases	5879511				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1131344.

Listening to Entertainment * 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
Listening to Entertainment	Not listening to entertainment	Count	2378260	2206676	4584936
		% within Listening to Entertainment	51.9%	48.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	80.6%	75.3%	78.0%
		% of Total	40.4%	37.5%	78.0%
		Adjusted Residual	154.1	-154.1	
	Listening to entertainment	Count	572237	722338	1294575
		% within Listening to Entertainment	44.2%	55.8%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	19.4%	24.7%	22.0%
		% of Total	9.7%	12.3%	22.0%
		Adjusted Residual	-154.1	154.1	
Total		Count	2950497	2929014	5879511
		% within Listening to Entertainment	50.2%	49.8%	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	50.2%	49.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**23746.716**[b]	1	.000		
Continuity Correction[a]	23746.409	1	.000		
Likelihood Ratio	23787.104	1	.000		
Fisher's Exact Test				.	.
Linear-by-Linear Association	23746.712	1	.000		
N of Valid Cases	5879511				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 644922.4.

Listening to Other Music *
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
Listening to Other Music	Not listening to other music	Count	2499615	2351828	4851443
		% within Listening to Other Music	51.5%	48.5%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	84.7%	80.3%	82.5%
		% of Total	42.5%	40.0%	82.5%
		Adjusted Residual	141.2	-141.2	
	Listening to other music	Count	450882	577186	1028068
		% within Listening to Other Music	43.9%	56.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	15.3%	19.7%	17.5%
		% of Total	7.7%	9.8%	17.5%
		Adjusted Residual	-141.2	141.2	
Total		Count	2950497	2929014	5879511
		% within Listening to Other Music	50.2%	49.8%	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	50.2%	49.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**19940.894**[b]	1	.000		
Continuity Correction[a]	19940.587	1	.000		
Likelihood Ratio	19980.596	1	.000		
Fisher's Exact Test				.	.
Linear-by-Linear Association	19940.890	1	.000		
N of Valid Cases	5879511				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 512155.8.

Listening to News *
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
Listening to News	Not listening to News	Count	1250395	1137558	2387953
		% within Listening to News	52.4%	47.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	42.4%	38.8%	40.6%
		% of Total	21.3%	19.3%	40.6%
		Adjusted Residual	87.4	-87.4	
	Listening to News	Count	1700102	1791456	3491558
		% within Listening to News	48.7%	51.3%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	57.6%	61.2%	59.4%
		% of Total	28.9%	30.5%	59.4%
		Adjusted Residual	-87.4	87.4	
Total		Count	2950497	2929014	5879511
		% within Listening to News	50.2%	49.8%	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	50.2%	49.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**7643.657**[b]	1	.000		
Continuity Correction[a]	7643.510	1	.000		
Likelihood Ratio	7645.814	1	.000		
Fisher's Exact Test				.	.
Linear-by-Linear Association	7643.656	1	.000		
N of Valid Cases	5879511				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1189614.

Listening to Other Talk *
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
Listening to Other Talk	Not listening to other talk	Count	1992217	1808727	3800944
		% within Listening to Other Talk	52.4%	47.6%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	67.5%	61.8%	64.6%
		% of Total	33.9%	30.8%	64.6%
		Adjusted Residual	146.3	-146.3	
	Listening to other talk	Count	958280	1120287	2078567
		% within Listening to Other Talk	46.1%	53.9%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	32.5%	38.2%	35.4%
		% of Total	16.3%	19.1%	35.4%
		Adjusted Residual	-146.3	146.3	
Total		Count	2950497	2929014	5879511
		% within Listening to Other Talk	50.2%	49.8%	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	50.2%	49.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**21406.839**[b]	1	.000		
Continuity Correction[a]	21406.587	1	.000		
Likelihood Ratio	21422.813	1	.000		
Fisher's Exact Test				.	.
Linear-by-Linear Association	21406.836	1	.000		
N of Valid Cases	5879511				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1035486.

Listening to Jazz *
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
Listening to Jazz	Not listening to jazz	Count	2471786	2341914	4813700
		% within Listening to Jazz	51.3%	48.7%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	83.8%	80.0%	81.9%
		% of Total	42.0%	39.8%	81.9%
		Adjusted Residual	120.2	-120.2	
	Listening to jazz	Count	478711	587100	1065811
		% within Listening to Jazz	44.9%	55.1%	100.0%
		% within I keep listening to the public radio station during its on-air membership drives	16.2%	20.0%	18.1%
		% of Total	8.1%	10.0%	18.1%
		Adjusted Residual	-120.2	120.2	
Total		Count	2950497	2929014	5879511
		% within Listening to Jazz	50.2%	49.8%	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	50.2%	49.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**14448.356**[b]	1	.000		
Continuity Correction[a]	14448.099	1	.000		
Likelihood Ratio	14467.667	1	.000		
Fisher's Exact Test				.	.
Linear-by-Linear Association	14448.354	1	.000		
N of Valid Cases	5879511				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 530958.3.

Partial Correlations for various formats on the Question of Keep Listening during On-Air Pledge Drives while controlling for actual time spent listening to the format.

The original hypothesis is that listeners who use talk formats will be more likely to agree that they keep listening during on-air drives. Listeners who use music formats will be more likely to disagree that they keep listening during on-air pledge drives.

The following table is a Partial Correlation of the relationship between keep listening during on-air drives and on-air drives are getting easier to listen to.

The r score of 0.5988 is an r squared of 0.358, meaning that 36% of the variance in the responses to the question of keep listening during on-air drives can be explained by how respondents answer the question of on-air drives are getting easier to listen to. The sign of the r score is positive meaning that those who agree that drives are getting easier to listen to agree that they keep listening during on-air drives.

The partial correlation controls for actual time spent listening to the format.

```
- - -  P A R T I A L   C O R R E L A T I O N   C O E F F I C I E N T S  - - -

Controlling for..    B019

              A153_R     A155_R

A153_R         1.0000      .5988
              (    0)    ( 7688)
              P= .       P= .000

A155_R          .5988     1.0000
              ( 7688)    (    0)
              P= .000    P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed
```

The following table is a Partial Correlation of the relationship between keep listening during on-air drives and time spent listening to classical.

While the r is very small (the r squared is less than 0.003), the sign is negative. This indicates that those who listen to classical are less likely to agree that they keep listening during on-air drives. While this supports the original hypothesis, the explanatory power is minute.

- - - P A R T I A L C O R R E L A T I O N C O E F F I C I E N T S - - -

Controlling for.. B019

	A153_R	TSL_CLS
A153_R	1.0000	**-.0515**
	(0)	(4792)
	P= .	P= .000
TSL_CLS	-.0515	1.0000
	(4792)	(0)
	P= .000	P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computec

The following table is a Partial Correlation of the relationship between keep listening during on-air drives and time spent listening to entertainment.

While the r is very small (the r squared is .003), the sign is positive. This indicates that those who listen to entertainment are more likely to agree that they keep listening during on-air drives. While this supports the original hypothesis if the entertainment is talk-based, the explanatory power is again minute.

- - - P A R T I A L C O R R E L A T I O N C O E F F I C I E N T S - - -

Controlling for.. B019

	A153_R	TSL_ENT
A153_R	1.0000	**.0555**
	(0)	(3291)
	P= .	P= .001
TSL_ENT	.0555	1.0000
	(3291)	(0)
	P= .001	P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

The following table is a Partial Correlation of the relationship between keep listening during on-air drives and time spent listening to "other music," that is, other than classical or jazz.

While the r is very small (the r squared is less than 0.003), the sign is positive. This indicates that those who listen to other music are more likely to agree that they keep listening during on-air drives. While this does not support the original hypothesis, the explanatory power is again minute.

- - - P A R T I A L C O R R E L A T I O N C O E F F I C I E N T S - - -

Controlling for.. B019

	A153_R	TSL_OMU
A153_R	1.0000	**.0541**
	(0)	(3196)
	P= .	P= .002
TSL_OMU	.0541	1.0000
	(3196)	(0)
	P= .002	P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computec

The following table is a Partial Correlation of the relationship between keep listening during on-air drives and time spent listening to news.

While the r is very small (the r squared is less than 0.0005), the sign is positive. This indicates that those who listen to news are more likely to agree that they keep listening during on-air drives. While this does support the original hypothesis, the explanatory power is again minute.

- - - P A R T I A L C O R R E L A T I O N C O E F F I C I E N T S - - -

Controlling for.. B019

	A153_R	TSL_NEWS
A153_R	1.0000	**.0223**
	(0)	(5901)
	P= .	P= .086
TSL_NEWS	.0223	1.0000
	(5901)	(0)
	P= .086	P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

The following table is a Partial Correlation of the relationship between keep listening during on-air drives and time spent listening to "other" formats, that is, other than classical, jazz, other music, news, or entertainment.

While the r is very small (the r squared is less than 0.002), the sign is positive. This indicates that those who listen to other format are more likely to agree that they keep listening during on-air drives. The explanatory power is again minute. The original hypothesis cannot be easily applied as so many different formats are possible.

```
- - -  P A R T I A L   C O R R E L A T I O N   C O E F F I C I E N T S  - - -

Controlling for..    B019

               A153_R    TSL_OTH

A153_R          1.0000      .0355
               (    0)    ( 5197)
               P= .       P= .011

TSL_OTH          .0355     1.0000
               ( 5197)    (    0)
               P= .011    P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed
```

The following table is a Partial Correlation of the relationship between keep listening during on-air drives and time spent listening to jazz.

While the r is microscopic (the r squared is roughly 0), the sign is negative. This indicates that those who listen to jazz are less likely to agree that they keep listening during on-air drives. While this supports the original hypothesis, the explanatory power is minute.

- - - P A R T I A L C O R R E L A T I O N C O E F F I C I E N T S - - -

Controlling for.. B019

	A153_R	TSL_JAZZ
A153_R	1.0000	**-.0029**
	(0)	(2975)
	P= .	P= .874
TSL_JAZZ	-.0029	1.0000
	(2975)	(0)
	P= .874	P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

Partial Correlations for various formats on the Question of Drives are becoming easier to listen to while controlling for actual time spent listening to the format.

For most of these correlations the result is highly insignificant, furthermore many have the wrong outcome as predicted by the original hypothesis of use of talk formats resulting in more likely to agree that drives easier to listen to and use of music formats more likely to disagree that they are easier to listen to. This indicates that format type is an extremely poor predictor of whether public radio listeners will agree that drives are becoming easier to listen to.

The following table is a Partial Correlation of the relationship between on-air drives are getting easier to listen to and keep listening during on-air drives.

The results are exactly the same as above.

```
- - -  P A R T I A L   C O R R E L A T I O N   C O E F F I C I E N T S  - - -

Controlling for..    B019

              A155_R     A153_R

A155_R         1.0000      .5988
              (    0)    ( 7688)
              P= .       P= .000

A153_R           .5988     1.0000
              ( 7688)    (    0)
              P= .000    P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed
```

The following table is a Partial Correlation of the relationship between on-air drives are getting easier to listen to and time spent listening to classical music. While the r is so small the r squared is essentially zero, the sign is positive. This indicates that those who listen to classical are more likely to agree that on-air drives are getting easier to listen to. While this does not support the original hypothesis, the explanatory power is minute.

- - - P A R T I A L C O R R E L A T I O N C O E F F I C I E N T S - - -

Controlling for.. B019

	A155_R	TSL_CLS
A155_R	1.0000	**.0002**
	(0)	(4703)
	P= .	P= .991
TSL_CLS	.0002	1.0000
	(4703)	(0)
	P= .991	P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

The following table is a Partial Correlation of the relationship between on-air drives are getting easier to listen to and time spent listening to entertainment.

While the r is so extremely small, the r squared is roughly zero, the sign is positive. This indicates that those who listen to entertainment are more likely to agree that on-air drives are getting easier to listen to. While this supports the original hypothesis if the entertainment is talk-based, the explanatory power is again minute.

- - - P A R T I A L C O R R E L A T I O N C O E F F I C I E N T S - - -

Controlling for.. B019

	A155_R	TSL_ENT
A155_R	1.0000	**.0065**
	(0)	(3229)
	P= .	P= .711
TSL_ENT	.0065	1.0000
	(3229)	(0)
	P= .711	P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

The following table is a Partial Correlation of the relationship between on-air drives are getting easier to listen to and time spent listening to other music.

While the r is very small (the r squared is less than .003), the sign is positive. This indicates that those who listen to other music are more likely to agree that on-air drives are getting easier to listen to. While this does not support the original hypothesis, the explanatory power is again minute.

- - - P A R T I A L C O R R E L A T I O N C O E F F I C I E N T S - - -

Controlling for.. B019

	A155_R	TSL_OMU
A155_R	1.0000	**.0520**
	(0)	(3141)
	P= .	P= .004
TSL_OMU	.0520	1.0000
	(3141)	(0)
	P= .004	P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed

The following table is a Partial Correlation of the relationship between on-air drives are getting easier to listen to and time spent listening to news.

While the r is very small (the r squared is less than .003), the sign is negative. This indicates that those who listen to news are less likely to agree that on-air drives are getting easier to listen to. While this does not support the original hypothesis, the explanatory power is again minute.

```
- - -  P A R T I A L   C O R R E L A T I O N   C O E F F I C I E N T S  - - -

Controlling for..    B019

              A155_R   TSL_NEWS

A155_R         1.0000     -.0499
              (    0)    ( 5790)
              P= .       P= .000

TSL_NEWS       -.0499     1.0000
              ( 5790)    (    0)
              P= .000    P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed
```

The following table is a Partial Correlation of the relationship between on-air drives are getting easier to listen to and time spent listening to other formats.

While the r is very small (the r squared is less than .0002), the sign is positive. This indicates that those who listen to other formats are more likely to agree that on-air drives are getting easier to listen to. The explanatory power is again minute. It is difficult to apply this to the original hypothesis as there are so many different types of other formats.

```
- - -  P A R T I A L   C O R R E L A T I O N   C O E F F I C I E N T S  - - -

Controlling for..    B019

              A155_R    TSL_OTH

A155_R         1.0000      .0130
              (    0)    ( 5096)
              P= .       P= .354

TSL_OTH         .0130     1.0000
              ( 5096)    (    0)
              P= .354    P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed
```

The following table is a Partial Correlation of the relationship between on-air drives are getting easier to listen to and time spent listening to jazz.

While the r is very small (the r squared is less than .0005), the sign is positive. This indicates that those who listen to jazz are more likely to agree that on-air drives are getting easier to listen to. While this does not support the original hypothesis, the explanatory power is again minute.

- - - P A R T I A L C O R R E L A T I O N C O E F F I C I E N T S - - -

Controlling for.. B019

	A155_R	TSL_JAZZ
A155_R	1.0000 (0) P= .	**.0219** (2908) P= .237
TSL_JAZZ	.0219 (2908) P= .237	1.0000 (0) P= .

(Coefficient / (D.F.) / 2-tailed Significance)

" . " is printed if a coefficient cannot be computed