```
*************************************************************************
*  ANALYST: DGIO   19 MAR 98
*************************************************************************
*
*  ARE THE ARBITRON DIARIES SUFFICIENTLY SENSITIVE TO CAPTURE THE IMPACT
*  OF ON-AIR PLEDGE DRIVES ON RADIO AND STATION USE?  AND IF SO, WHAT ARE
*  THE DIRECTIONS AND SIZES OF CHANGES IN LISTENING TO PUBLIC STATIONS,
*  AND ON OTHER STATIONS, AMONG PUBLIC RADIO LISTENERS?
*
*************************************************************************
*
*  THE LEVEL OF THIS ANALYSIS IS THE DAY.  THERE ARE SEVEN RECORDS,
*  ONE FOR EACH DAY OF THE WEEK, FOR EACH PERSON/DIARY IN THE STUDY.
*  CORRECT INTEREPRETATION OF THE DEPENDENT VARIABLES IS THEREFORE
*  THE IMPACT OF THE INDEPENDENT VARIABLES ON THE LISTENING DAY.
*
*************************************************************************


*************************************************************************
* READ AND DEFINE THE ASCII DATA CREATED BY "JAYNDGIO"
*************************************************************************

  DATA LIST
   FILE='D:\A98\OAPD_FX\OAPD_FX.DAT' FREE /v01 to v06 * v07 (A5) v08 to v24.

  FORMATS v01 v02 v08 v10 v12 v13 v14 v16 v17 v21 (F1.0)
          v11 v15 v18 v19 v20 v22                 (F2.0)
          v03 v04 v05 v06                         (F3.0)
          v09 v23 v24                             (F5.0) .

  VARIABLE LABELS
    v01 "Cume to Public Radio this day"
    v02 "Cume to non-Public Radio this day"
    v03 "TSL to Public Radio this day"
    v04 "TSL to non-Public Radio this day"
    v05 "Occasions to Public Radio this day"
    v06 "Occasions to non-Public Radio this day"
    v07 "Station"
    v08 "Day"
    v09 "PPDV"
    v10 "Core/Fringe"
    v11 "Age"
    v12 "Sex"
    v13 "Race"
    v14 "Work"
    v15 "Day of Fund Drive"
    v16 "Week Before Fund Drive"
    v17 "Week After Fund Drive"
    v18 "Days in this Fund Drive"
    v19 "Hours Today in this Fund Drive"
    v20 "Minutes per Hour in this Fund Drive"
    v21 "Drives per Year"
    v22 "Days Driving per Year"
    v23 "Hours Driving per Year"
    v24 "Minutes Driving per Year".

  VALUE LABELS v01 v02
    0 "No" 1 "Yes".
  VALUE LABELS v08
    1 "Monday"
    2 "Tuesday"
    3 "Wednesday"
    4 "Thursday"
```

```
    5 "Friday"
    6 "Saturday"
    7 "Sunday".
  VALUE LABELS v10
    1 "Core"
    2 "Fringe".
  VALUE LABELS v12
    1 "Men"
    2 "Women".
  VALUE LABELS v13
    0 "No ID"
    1 "Other"
    2 "Black"
    3 "Hispanic".
  VALUE LABELS v14
    0 "Not Employed"
    1 "Employed <35 hours per week"
    2 "Employed 35+ hours per week".

*************************************************************************
* WEIGHT THE CASES
*************************************************************************

* THE OBSERVATION IS THE DAY;
* I.E., THERE ARE SEVEN RECORDS FOR EACH PERSON/DIARY IN THE STUDY.
* THE FOLLOWING WEIGHT ADJUSTS THE PPDV DOWN TO THE SAMPLE SIZE THAT
* ALLOWS FOR PROPER STATISTICAL TESTING.  588.77 IS THE AVERAGE PPDV.
* NOTE THAT THE ADDITIONAL DIVISION BY 7 CREATES THE MOST CONSERVATIVE
* TESTS; IT WOULD BE EQUALLY LEGITIMATE (BUT LESS CONSERVATIVE) TO COUNT
* EACH OF A PERSON'S SEVEN DAYS AS A FULL OBSERVATION.

  Compute Weight=(v09/588.77)/7.
  WEIGHT BY weight.
  FORMATS weight (F4.2).

*************************************************************************
* DEPENDENT VARIABLES
*************************************************************************

* V01 AND V02 ARE NOMINAL VARIABLES THAT REPORT USE (OR NOT) THAT DAY.
* V03 AND V04 ARE INTERVAL VARIABLES THAT REPORT TSL; SIMILARLY,
* V05 AND V06 ARE INTERVAL VARIABLES THAT REPORT OCCASIONS.
* TSL AND OCCASIONS MUST BE REPORTED ONLY AMONG THOSE WHO LISTENED THAT DAY.
* THEREFORE, ZERO USE IS SET TO MISSING.

  MISSING VALUES v04 v06 (0).

* LIFE WOULDN'T BE COMPLETE WITHOUT CALCULATING DURATION AND LOYALTY.

  Compute loyalty = (v03 * 100) / (v03 + v04).
  MISSING VALUES v03 v05 (0).
  Compute dur_pr =   v03 / v05.
  Compute dur_oth =  v04 / v06.

  FORMATS loyalty to dur_oth (F4.1).

  VARIABLE LABELS
    dur_pr  "Duration of Public Radio Occasion this day"
    dur_oth "Duration of non-Public Radio Occasion this day"
    loyalty "Loyalty to Public Radio this day"

*************************************************************************
* INDEPENDENT VARIABLES
*************************************************************************
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```
* VARIABLES ARE CREATED BELOW FOR USE IN ANALYSES THAT REQUIRE DIFFERENT
* LEVELS OF MEASUREMENT.  FIRST, DUMMIES ARE CREATED TO CONTROL FOR THE
* SEVEN DAYS OF THE WEEK IN REGRESSION AND LOGIT ANALYSES.

  Compute Day_Mon=0.
  Compute Day_Tue=0.
  Compute Day_Wed=0.
  Compute Day_Thu=0.
  Compute Day_Fri=0.
  Compute Day_Sat=0.
  Compute Day_Sun=0.

  IF (v08=1) Day_Mon=1.
  IF (v08=2) Day_Tue=1.
  IF (v08=3) Day_Wed=1.
  IF (v08=4) Day_Thu=1.
  IF (v08=5) Day_Fri=1.
  IF (v08=6) Day_Sat=1.
  IF (v08=7) Day_Sun=1.

  Formats Day_Mon to Day_Sun (F1.0).

* INFORMATION TAGGING THE DAYS OF THE DRIVE, PLUS THE WEEKS
* LEADING IN TO AND OUT OF IT, ARE SPREAD ACROSS THREE VARIABLES.
* "DR_SURR" INCORPORATES ALL OF THIS INFORMATION INTO A SINGLE VARIABLE.
* VALUES ARE THE WEEK BEFORE (-), OF (0), OR AFTER (+) THE DRIVE;
*  AND (-9) INDICATES A DAY MORE THAN 28 DAYS AWAY FROM A DRIVE.

  Compute Dr_Surr = -9.
  IF (v16 <> 0 or v17 <> 0) Dr_Surr = v16 + v17.
  IF (v15 > 0)              Dr_Surr = 0.

  Formats Dr_Surr (F2.0) .

  VARIABLE LABELS
    Dr_Surr "Week Surrounding a Drive".

* OF COURSE, ON-AIR "DRIVING" IS THE SINGLE NOMINAL VARIABLE OF INTEREST.

  Compute Driving = 0.
  IF (v15 > 0) Driving = 1.

  Formats Driving (F1.0) .

  VARIABLE LABELS
    Driving "On Air Pledge Drive Day".
  VALUE LABELS Driving
    0 "No"
    1 "Yes".

* A PLAUSIBLE HYPOTHESIS: THE EFFECT OF THE DRIVE CHANGES AS IT PROCEEDS.
* "DR_PROG" IS AN ORDINAL VARIABLE THAT CONTROLS FOR THE VARIOUS DRIVE
* LENGTHS BY SIMPLY DIFFERENTIATING THE FIRST AND LAST TWO DAYS.

  Compute Dr_Prog = 0.
  IF (v15 > 0)                   Dr_Prog = 2.
  IF (v15 = 1 or  v15 = 2      ) Dr_Prog = 1.
  IF (v15 > 0 and v15 = v18    ) Dr_Prog = 3.
  IF (v15 > 0 and v15 = v18 - 1) Dr_Prog = 3.

  VARIABLE LABELS
    Dr_Prog "Drive Progress".
  VALUE LABELS Dr_Prog
```

```
    0 "Not a Drive Day"
    1 "First Two Days"
    2 "Middle Days"
    3 "Last Two Days".

* PARALLEL DUMMY VARIABLES TO BE USED IN REGRESSION AND LOGIT ANALYSES.

  Compute Dr_Early = 0.
  Compute Dr_Mid   = 0.
  Compute Dr_Late  = 0.
  IF (Dr_Prog = 1) Dr_Early =1.
  IF (Dr_Prog = 2) Dr_Mid   =1.
  IF (Dr_Prog = 3) Dr_Late  =1.

  Formats Dr_Prog to Dr_Late (F1.0) .

*************************************************************************
* SAVE THIS FILE
*************************************************************************

  SAVE OUTFILE='D:\A98\OAPD_FX\OAPD_FX.sav'
     /COMPRESSED.

*************************************************************************
*
* THIS SET OF ANALYSES ASSESSES THE SENSITIVITY OF THE ARBITRON DIARIES TO
* ON-AIR PLEDGE DRIVE EFFECTS (OAPD_FX), AND DETERMINES THE DIRECTION AND
* MAGNITUDE OF THESE EFFECTS.
*
*************************************************************************

  COMPUTE v01 = v01 * 100.
  COMPUTE v02 = v02 * 100.
  RECODE v10 (2=0).
  VALUE LABELS v01 v02   0 "No"    100 "Yes".
  VALUE LABELS v10       0 "Fringe" 1 "Core".

*************************************************************************
* SHOW STATIONS IN THIS ANALYSIS
*************************************************************************

  FREQUENCIES v07.
```

Station

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KBAQF	414	1.7	1.7	1.7
	KCFRF	783	3.2	3.2	5.0
	KJZZF	535	2.2	2.2	7.2
	KLCCF	151	.6	.6	7.8
	KNAUF	142	.6	.6	8.4
	KPBSF	541	2.2	2.2	10.6
	KPFAF	478	2.0	2.0	12.6
	KPLUF	976	4.0	4.0	16.6
	KQEDF	1730	7.2	7.2	23.8
	KUCVF	67	.3	.3	24.1
	KUNRF	103	.4	.4	24.5
	KUOPF	180	.7	.7	25.3
	KUOWF	727	3.0	3.0	28.3
	KUTF	362	1.5	1.5	29.8
	KVNOF	101	.4	.4	30.2
	WAMUF	1541	6.4	6.4	36.6
	WBURF	1378	5.7	5.7	42.3
	WDETF	664	2.7	2.7	45.0
	WEKUF	102	.4	.4	45.5
	WFCRF	466	1.9	1.9	47.4
	WGUCF	540	2.2	2.2	49.6
	WHYYF	1094	4.5	4.5	54.2
	WJHUF	373	1.5	1.5	55.7
	WKSUF	554	2.3	2.3	58.0
	WLRNF	549	2.3	2.3	60.3
	WMEAF	353	1.5	1.5	61.7
	WMEHF	94	.4	.4	62.1
	WMEWF	43	.2	.2	62.3
	WMRAF	121	.5	.5	62.8
	WMUBF	131	.5	.5	63.3
	WNIJF	78	.3	.3	63.7
	WNIUF	119	.5	.5	64.2
	WNKUF	125	.5	.5	64.7
	WNYCA	1327	5.5	5.5	70.2
	WNYCF	1850	7.7	7.7	77.8
	WOIA	126	.5	.5	78.4
	WOIF	138	.6	.6	78.9
	WOSUF	384	1.6	1.6	80.5
	WPKTF	540	2.2	2.2	82.8
	WRVOF	167	.7	.7	83.4
	WSHUF	513	2.1	2.1	85.6
	WUNCF	658	2.7	2.7	88.3
	WUOTF	202	.8	.8	89.1
	WUWFF	149	.6	.6	89.8
	WUWMF	201	.8	.8	90.6
	WVPEF	188	.8	.8	91.4
	WVPRF	145	.6	.6	92.0
	WVPSF	230	1.0	1.0	92.9
	WVTFF	384	1.6	1.6	94.5
	WWNOF	264	1.1	1.1	95.6
	WXPNF	865	3.6	3.6	99.2
	WYEPF	197	.8	.8	100.0
	Total	24142	100.0	100.0	
Total		24142	100.0		

```
*****************************************************************************
* THE FIRST STEP IS PURELY DESCRIPTIVE, WITH NO CONTROLS ON DAY OF WEEK.
*****************************************************************************

MEANS
  TABLES=v01 to v06 dur_pr dur_oth loyalty BY driving dr_prog dr_surr v10
  /CELLS MEAN COUNT STDDEV
  /STATISTICS ANOVA.
```

Report

	Mean			N			Std. Deviation		
	On Air Pledge Drive Day			On Air Pledge Drive Day			On Air Pledge Drive Day		
	No	Yes	Total	No	Yes	Total	No	Yes	Total
Cume to Public Radio this day	49.94	47.55	49.73	21983	2159	24142	50.00	49.95	50.00
Cume to non-Public Radio this day	71.25	73.84	71.48	21983	2159	24142	45.26	43.96	45.15
TSL to Public Radio this day	8.19	7.59	8.14	10979	1027	12006	8.27	8.16	8.26
TSL to non-Public Radio this day	12.98	13.23	13.01	15664	1594	17258	11.88	11.97	11.88
Occasions to Public Radio this day	1.75	1.68	1.75	10979	1027	12006	1.14	1.06	1.13
Occasions to non-Public Radio this day	2.86	2.92	2.87	15664	1594	17258	2.15	2.03	2.14
Duration of Public Radio Occasion this day	5.088	4.864	5.069	10979	1027	12006	5.332	5.119	5.315
Duration of non-Public Radio Occasion this day	5.153	5.136	5.151	15664	1594	17258	5.063	4.987	5.056
Loyalty to Public Radio this day	41.839	40.315	41.704	7667	746	8413	23.593	23.279	23.568

ANOVA Table

	F	Sig.
Cume to Public Radio this day	4.504	.034
Cume to non-Public Radio this day	6.478	.011
TSL to Public Radio this day	4.833	.028
TSL to non-Public Radio this day	.645	.422
Occasions to Public Radio this day	4.065	.044
Occasions to non-Public Radio this day	.922	.337
Duration of Public Radio Occasion this day	1.673	.196
Duration of non-Public Radio Occasion this day	.016	.899
Loyalty to Public Radio this day	2.843	.092

Report

	Mean				
	Drive Progress				
	Not a Drive Day	First Two Days	Middle Days	Last Two Days	Total
Cume to Public Radio this day	49.94	48.15	46.56	49.12	49.73
Cume to non-Public Radio this day	71.25	72.72	73.23	76.25	71.48
TSL to Public Radio this day	8.19	7.64	7.35	8.06	8.14
TSL to non-Public Radio this day	12.98	12.84	13.28	13.49	13.01
Occasions to Public Radio this day	1.75	1.69	1.68	1.67	1.75
Occasions to non-Public Radio this day	2.86	2.89	2.90	2.98	2.87
Duration of Public Radio Occasion this day	5.088	4.801	4.761	5.133	5.069
Duration of non-Public Radio Occasion this day	5.153	5.141	5.177	5.046	5.151
Loyalty to Public Radio this day	41.839	39.587	40.737	40.117	41.704

Report

	N				
	Drive Progress				
	Not a Drive Day	First Two Days	Middle Days	Last Two Days	Total
Cume to Public Radio this day	21983	495	1139	525	24142
Cume to non-Public Radio this day	21983	495	1139	525	24142
TSL to Public Radio this day	10979	239	530	258	12006
TSL to non-Public Radio this day	15664	360	834	400	17258
Occasions to Public Radio this day	10979	239	530	258	12006
Occasions to non-Public Radio this day	15664	360	834	400	17258
Duration of Public Radio Occasion this day	10979	239	530	258	12006
Duration of non-Public Radio Occasion this day	15664	360	834	400	17258
Loyalty to Public Radio this day	7667	169	384	194	8413

Report

	Std. Deviation				
	Drive Progress				
	Not a Drive Day	First Two Days	Middle Days	Last Two Days	Total
Cume to Public Radio this day	50.00	50.02	49.90	50.04	50.00
Cume to non-Public Radio this day	45.26	44.59	44.30	42.60	45.15
TSL to Public Radio this day	8.27	8.27	7.81	8.77	8.26
TSL to non-Public Radio this day	11.88	11.47	12.00	12.34	11.88
Occasions to Public Radio this day	1.14	1.09	1.06	1.06	1.13
Occasions to non-Public Radio this day	2.15	2.04	2.01	2.06	2.14
Duration of Public Radio Occasion this day	5.332	4.914	5.000	5.539	5.315
Duration of non-Public Radio Occasion this day	5.063	5.048	5.075	4.754	5.056
Loyalty to Public Radio this day	23.593	23.527	23.228	23.265	23.568

ANOVA Table

	F	Sig.
Cume to Public Radio this day	1.846	.137
Cume to non-Public Radio this day	2.830	.037
TSL to Public Radio this day	2.036	.107
TSL to non-Public Radio this day	.411	.745
Occasions to Public Radio this day	1.374	.249
Occasions to non-Public Radio this day	.453	.715
Duration of Public Radio Occasion this day	.856	.463
Duration of non-Public Radio Occasion this	.067	.978
Loyalty to Public Radio this day	1.047	.371

Report

	Mean										
	Week Surrounding a Drive										
	-9	-4	-3	-2	-1	0	1	2	3	4	Total
Cume to Public Radio this day	49.47	50.74	48.81	50.24	49.30	47.70	50.30	49.57	51.03	51.78	49.73
Cume to non-Public Radio this day	71.18	69.20	70.81	70.67	71.79	73.85	72.58	71.06	71.18	71.98	71.48
TSL to Public Radio this day	8.10	7.83	7.55	8.06	8.02	7.58	8.47	8.35	8.62	8.62	8.14
TSL to non-Public Radio this day	13.04	12.41	13.00	12.51	13.18	13.21	13.37	13.08	12.82	12.87	13.01
Occasions to Public Radio this day	1.75	1.75	1.70	1.75	1.76	1.68	1.74	1.77	1.78	1.77	1.75
Occasions to non-Public Radio this day	2.86	2.70	2.87	2.92	2.92	2.92	2.90	2.88	2.85	2.86	2.87
Duration of Public Radio Occasion this day	5.051	4.834	4.832	4.927	4.985	4.853	5.337	5.079	5.322	5.349	5.069
Duration of non-Public Radio Occasion this day	5.188	5.205	4.997	4.872	5.219	5.125	5.271	5.104	5.107	5.176	5.151
Loyalty to Public Radio this day	41.67	42.18	41.9	42.67	41.02	40.3	41.5	41.9	42.735	42.2	41.704

Report

	N										
	Week Surrounding a Drive										
	-9	-4	-3	-2	-1	0	1	2	3	4	Total
Cume to Public Radio this day	9074	1156	1198	1336	1817	2196	1843	1907	1822	1793	24142
Cume to non-Public Radio this day	9074	1156	1198	1336	1817	2196	1843	1907	1822	1793	24142
TSL to Public Radio this day	4490	586	585	671	896	1047	927	945	930	929	12006
TSL to non-Public Radio this day	6459	800	848	944	1304	1622	1338	1355	1297	1291	17258
Occasions to Public Radio this day	4490	586	585	671	896	1047	927	945	930	929	12006
Occasions to non-Public Radio this day	6459	800	848	944	1304	1622	1338	1355	1297	1291	17258
Duration of Public Radio Occasion this day	4490	586	585	671	896	1047	927	945	930	929	12006
Duration of non-Public Radio Occasion this day	6459	800	848	944	1304	1622	1338	1355	1297	1291	17258
Loyalty to Public Radio this day	3142	406	404	467	636	761	656	663	643	635	8413

Report

	Std. Deviation										
	Week Surrounding a Drive										
	-9	-4	-3	-2	-1	0	1	2	3	4	Total
Cume to Public Radio this day	50.00	50.02	50.01	50.02	50.01	49.96	50.01	50.01	50.00	49.98	50.00
Cume to non-Public Radio this day	45.29	46.19	45.48	45.55	45.01	43.95	44.62	45.36	45.31	44.92	45.15
TSL to Public Radio this day	8.16	7.72	7.46	8.49	7.92	8.13	8.79	8.43	8.85	8.46	8.26
TSL to non-Public Radio this day	11.97	11.58	12.56	11.81	11.81	11.94	11.97	11.87	11.47	11.59	11.88
Occasions to Public Radio this day	1.16	1.07	1.05	1.13	1.15	1.06	1.11	1.16	1.17	1.10	1.13
Occasions to non-Public Radio this day	2.15	1.92	2.07	2.48	2.26	2.03	2.14	2.07	2.09	2.15	2.14
Duration of Public Radio Occasion this day	5.277	5.052	5.027	5.397	5.049	5.102	5.825	5.155	5.577	5.602	5.315
Duration of non-Public Radio Occasion this day	5.115	5.134	4.955	4.756	5.185	4.975	5.206	4.963	4.859	5.092	5.056
Loyalty to Public Radio this day	23.62	23.86	24.0	23.47	23.59	23.3	23.5	23.8	23.418	23.3	23.568

ANOVA Table

	F	Sig.
Cume to Public Radio this day	1.058	.390
Cume to non-Public Radio this day	1.306	.228
TSL to Public Radio this day	1.925	.044
TSL to non-Public Radio this day	.696	.713
Occasions to Public Radio this day	.713	.698
Occasions to non-Public Radio this day	.874	.548
Duration of Public Radio Occasion this day	1.317	.222
Duration of non-Public Radio Occasion this	.596	.802
Loyalty to Public Radio this day	.651	.754

Report

	Mean			N			Std. Deviation		
	Core/Fringe			Core/Fringe			Core/Fringe		
	Fringe	Core	Total	Fringe	Core	Total	Fringe	Core	Total
Cume to Public Radio this day	**36.13**	**71.67**	**49.73**	14904	9239	24142	48.04	45.06	50.00
Cume to non-Public Radio this day	**84.77**	**50.06**	**71.48**	14904	9239	24142	35.94	50.00	45.15
TSL to Public Radio this day	**5.40**	**10.36**	**8.14**	5385	6621	12006	5.03	9.59	8.26
TSL to non-Public Radio this day	**14.96**	**7.66**	**13.01**	12633	4625	17258	12.62	7.29	11.88
Occasions to Public Radio this day	1.40	2.03	1.75	5385	6621	12006	.78	1.28	1.13
Occasions to non-Public Radio this day	3.13	2.15	2.87	12633	4625	17258	2.24	1.65	2.14
Duration of Public Radio Occasion this day	4.090	5.865	5.069	5385	6621	12006	3.757	6.191	5.315
Duration of non-Public Radio Occasion this day	5.595	3.940	5.151	12633	4625	17258	5.436	3.557	5.056
Loyalty to Public Radio this day	**31.214**	**55.869**	**41.704**	4834	3579	8413	19.368	21.209	23.568

ANOVA Table

	F	Sig.
Cume to Public Radio this day	**3271.180**	**.000**
Cume to non-Public Radio this day	**3917.087**	**.000**
TSL to Public Radio this day	**1178.730**	**.000**
TSL to non-Public Radio this day	**1381.148**	**.000**
Occasions to Public Radio this day	988.597	.000
Occasions to non-Public Radio this day	732.516	.000
Duration of Public Radio Occasion this day	340.854	.000
Duration of non-Public Radio Occasion this day	370.211	.000
Loyalty to Public Radio this day	**3072.138**	**.000**

```
CROSSTABS
  /TABLES= driving dr_prog dr_surr BY v10
  /FORMAT= AVALUE TABLES
  /STATISTIC=CHISQ
  /CELLS= ROW COLUMN TOTAL ASRESID .
```

On Air Pledge Drive Day * Core/Fringe

Crosstab

			Core/Fringe		
			Fringe	Core	Total
On Air Pledge Drive Day	No	% within On Air Pledge Drive Day	61.3%	38.7%	100.0%
		% within Core/Fringe	90.5%	92.0%	91.1%
		% of Total	55.8%	35.2%	91.1%
		Adjusted Residual	-4.1	4.1	
	Yes	% within On Air Pledge Drive Day	65.9%	34.1%	100.0%
		% within Core/Fringe	9.5%	8.0%	8.9%
		% of Total	5.9%	3.1%	8.9%
		Adjusted Residual	4.1	-4.1	
Total		% within On Air Pledge Drive Day	61.7%	38.3%	100.0%
		% within Core/Fringe	100.0%	100.0%	100.0%
		% of Total	61.7%	38.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**17.133**[b]	1	.000		
Continuity Correction[a]	16.942	1	.000		
Likelihood Ratio	17.369	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	17.132	1	.000		
N of Valid Cases	24143				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 826.20.

Drive Progress * Core/Fringe

Crosstab

			Core/Fringe		
			Fringe	Core	Total
Drive Progress	Not a Drive Day	% within Drive Progress	61.3%	38.7%	100.0%
		% within Core/Fringe	90.5%	92.0%	91.1%
		% of Total	55.8%	35.2%	91.1%
		Adjusted Residual	-4.2	4.2	
	First Two Days	% within Drive Progress	65.7%	34.3%	100.0%
		% within Core/Fringe	2.2%	1.8%	2.1%
		% of Total	1.3%	.7%	2.1%
		Adjusted Residual	1.8	-1.8	
	Middle Days	% within Drive Progress	66.2%	33.8%	100.0%
		% within Core/Fringe	5.1%	4.2%	4.7%
		% of Total	3.1%	1.6%	4.7%
		Adjusted Residual	3.2	-3.2	
	Last Two Days	% within Drive Progress	65.5%	34.5%	100.0%
		% within Core/Fringe	2.3%	2.0%	2.2%
		% of Total	1.4%	.7%	2.2%
		Adjusted Residual	1.8	-1.8	
Total		% within Drive Progress	61.7%	38.3%	100.0%
		% within Core/Fringe	100.0%	100.0%	100.0%
		% of Total	61.7%	38.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**17.436**[a]	3	.001
Likelihood Ratio	17.681	3	.001
Linear-by-Linear Association	15.258	1	.000
N of Valid Cases	24142		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 189.41.

Week Surrounding a Drive * Core/Fringe

Crosstab

			Core/Fringe		
			Fringe	Core	Total
Week Surrounding a Drive	-9	% within Week Surrounding a Drive	61.8%	38.2%	100.0%
		% within Core/Fringe	37.6%	37.6%	37.6%
		% of Total	23.2%	14.4%	37.6%
		Adjusted Residual	.1	-.1	
	-4	% within Week Surrounding a Drive	59.2%	40.8%	100.0%
		% within Core/Fringe	4.6%	5.1%	4.8%
		% of Total	2.8%	2.0%	4.8%
		Adjusted Residual	-1.8	1.8	
	-3	% within Week Surrounding a Drive	60.9%	39.1%	100.0%
		% within Core/Fringe	4.9%	5.1%	5.0%
		% of Total	3.0%	1.9%	5.0%
		Adjusted Residual	-.6	.6	
	-2	% within Week Surrounding a Drive	59.2%	40.8%	100.0%
		% within Core/Fringe	5.3%	5.9%	5.5%
		% of Total	3.3%	2.3%	5.5%
		Adjusted Residual	-2.0	2.0	
	-1	% within Week Surrounding a Drive	62.9%	37.1%	100.0%
		% within Core/Fringe	7.7%	7.3%	7.5%
		% of Total	4.7%	2.8%	7.5%
		Adjusted Residual	1.0	-1.0	
	0	% within Week Surrounding a Drive	65.8%	34.2%	100.0%
		% within Core/Fringe	9.7%	8.1%	9.1%
		% of Total	6.0%	3.1%	9.1%
		Adjusted Residual	4.1	-4.1	
	1	% within Week Surrounding a Drive	63.3%	36.7%	100.0%
		% within Core/Fringe	7.8%	7.3%	7.6%
		% of Total	4.8%	2.8%	7.6%
		Adjusted Residual	1.4	-1.4	
	2	% within Week Surrounding a Drive	61.3%	38.7%	100.0%
		% within Core/Fringe	7.8%	8.0%	7.9%
		% of Total	4.8%	3.1%	7.9%
		Adjusted Residual	-.4	.4	
	3	% within Week Surrounding a Drive	60.8%	39.2%	100.0%
		% within Core/Fringe	7.4%	7.7%	7.5%
		% of Total	4.6%	3.0%	7.5%
		Adjusted Residual	-.9	.9	
	4	% within Week Surrounding a Drive	59.4%	40.6%	100.0%
		% within Core/Fringe	7.2%	7.9%	7.4%
		% of Total	4.4%	3.0%	7.4%
		Adjusted Residual	-2.1	2.1	
Total		% within Week Surrounding a Drive	61.7%	38.3%	100.0%
		% within Core/Fringe	100.0%	100.0%	100.0%
		% of Total	61.7%	38.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**30.575[a]**	9	.000
Likelihood Ratio	30.737	9	.000
Linear-by-Linear Association	.011	1	.917
N of Valid Cases	24142		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 442.35.

```
*************************************************************************
* THE FOLLOWING PROCEDURES CONTROL FOR CORE/FRINGE AND DAY OF WEEK.
* DAY OF WEEK DIFFERENCES ARE CAUSED BY DIARY REPORTING BIAS
* AS WELL AS LISTENING DIFFERENCES AMONG DAYS.
*************************************************************************

REGRESSION
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT v01 to v06 loyalty
  /METHOD=ENTER Day_Tue to Day_Sun v10
  /METHOD=STEPWISE Driving Dr_Early to Dr_Late v18 to v24 .
```

Dependent Variable: Cume to Public Radio this day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.380[a]	**.145**	.144	46.25	.145	583.007	7	24134	.000

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8729548.983	7	1247078.426	**583.007**	**.000[a]**
	Residual	51623853.534	24134	2139.045		
	Total	60353402.517	24141			

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Dependent Variable: Cume to Public Radio this day

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	**39.853**	**.822**		**48.508**	**.000**
	DAY_TUE	-.258	1.114	-.002	-.232	.817
	DAY_WED	-.740	1.114	-.005	-.665	.506
	DAY_THU	**4.954**	**1.113**	**.035**	**4.449**	**.000**
	DAY_FRI	.929	1.114	.007	.834	.404
	DAY_SAT	**-11.332**	**1.114**	**-.079**	**-10.174**	**.000**
	DAY_SUN	**-19.650**	**1.114**	**-.137**	**-17.637**	**.000**
	Core/Fringe	**35.535**	**.612**	**.345**	**58.024**	**.000**

a. Dependent Variable: Cume to Public Radio this day

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	On Air Pledge Drive Day	-.006[a]	-1.028	.304	-.007	.998
	DR_EARLY	.000[a]	.053	.958	.000	.996
	DR_MID	-.007[a]	-1.101	.271	-.007	.998
	DR_LATE	-.003[a]	-.465	.642	-.003	.992
	Days in this Fund Drive	-.001[a]	-.185	.853	-.001	.999
	Hours Today in this Fund Drive	-.001[a]	-.183	.855	-.001	.999
	Minutes per Hour in this Fund Drive	.003[a]	.443	.658	.003	.999
	Drives per Year	-.003[a]	-.571	.568	-.004	1.000
	Days Driving per Year	-.001[a]	-.122	.903	-.001	1.000
	Hours Driving per Year	-.008[a]	-1.341	.180	-.009	.998
	Minutes Driving per Year	-.011[a]	-1.851	.064	-.012	.994

a. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Dependent Variable: Cume to Public Radio this day

Dependent Variable: Cume to non-Public Radio this day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.404[a]	**.163**	.163	41.31	.163	670.981	7	24134	.000
2	.405[b]	**.164**	.164	41.29	.001	33.370	1	24133	.000
3	.405[c]	**.164**	.164	41.28	.000	10.066	1	24132	.002

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8017018.731	7	1145288.390	**670.981**	**.000[a]**
	Residual	41194106.618	24134	1706.886		
	Total	49211125.350	24141			
2	Regression	8073901.805	8	1009237.726	**592.067**	**.000[b]**
	Residual	41137223.545	24133	1704.600		
	Total	49211125.350	24141			
3	Regression	8091053.807	9	899005.979	**527.598**	**.000[c]**
	Residual	41120071.542	24132	1703.960		
	Total	49211125.350	24141			

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

d. Dependent Variable: Cume to non-Public Radio this day

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	**(Constant)**	**88.288**	**.734**		**120.300**	**.000**
	DAY_TUE	-.578	.995	-.004	-.581	.561
	DAY_WED	-1.449	.995	-.011	-1.457	.145
	DAY_THU	3.280	.995	.025	3.298	.001
	DAY_FRI	1.677	.995	.013	1.686	.092
	DAY_SAT	**-10.440**	**.995**	**-.081**	**-10.492**	**.000**
	DAY_SUN	**-17.171**	**.995**	**-.133**	**-17.253**	**.000**
	Core/Fringe	**-34.708**	**.547**	**-.374**	**-63.444**	**.000**
2	**(Constant)**	**85.359**	**.892**		**95.740**	**.000**
	DAY_TUE	-.578	.994	-.004	-.582	.561
	DAY_WED	-1.449	.994	-.011	-1.458	.145
	DAY_THU	3.280	.994	.025	3.300	.001
	DAY_FRI	1.677	.994	.013	1.687	.092
	DAY_SAT	**-10.441**	**.994**	**-.081**	**-10.500**	**.000**
	DAY_SUN	**-17.171**	**.995**	**-.133**	**-17.265**	**.000**
	Core/Fringe	**-34.459**	**.548**	**-.371**	**-62.835**	**.000**
	Minutes Driving per Year	**4.536E-04**	**.000**	**.034**	**5.777**	**.000**
3	**(Constant)**	**87.404**	**1.100**		**79.453**	**.000**
	DAY_TUE	-.578	.994	-.004	-.582	.561
	DAY_WED	-1.449	.994	-.011	-1.458	.145
	DAY_THU	3.280	.994	.025	3.301	.001
	DAY_FRI	1.677	.994	.013	1.687	.092
	DAY_SAT	**-10.440**	**.994**	**-.081**	**-10.502**	**.000**
	DAY_SUN	**-17.170**	**.994**	**-.133**	**-17.267**	**.000**
	Core/Fringe	**-34.392**	**.549**	**-.370**	**-62.679**	**.000**
	Minutes Driving per Year	**5.139E-04**	**.000**	**.039**	**6.362**	**.000**
	Days Driving per Year	-.109	.035	-.019	-3.173	.002

a. Dependent Variable: Cume to non-Public Radio this day

Excluded Variables[d]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	On Air Pledge Drive Day	.005[a]	.801	.423	.005	.998
	DR_EARLY	.001[a]	.089	.929	.001	.996
	DR_MID	.002[a]	.290	.772	.002	.998
	DR_LATE	.006[a]	1.062	.288	.007	.992
	Days in this Fund Drive	-.001[a]	-.207	.836	-.001	.999
	Hours Today in this Fund Drive	.011[a]	1.913	.056	.012	.999
	Minutes per Hour in this Fund Drive	.011[a]	1.939	.052	.012	.999
	Drives per Year	-.004[a]	-.619	.536	-.004	1.000
	Days Driving per Year	-.010[a]	-1.723	.085	-.011	1.000
	Hours Driving per Year	.018[a]	3.054	.002	.020	.998
	Minutes Driving per Year	.034[a]	**5.777**	**.000**	.037	.994
2	On Air Pledge Drive Day	.003[b]	.537	.591	.003	.996
	DR_EARLY	.000[b]	-.030	.976	.000	.995
	DR_MID	.000[b]	.071	.944	.000	.996
	DR_LATE	.006[b]	.979	.328	.006	.991
	Days in this Fund Drive	-.008[b]	-1.319	.187	-.008	.963
	Hours Today in this Fund Drive	.004[b]	.700	.484	.005	.953
	Minutes per Hour in this Fund Drive	.000[b]	-.002	.998	.000	.886
	Drives per Year	-.011[b]	-1.896	.058	-.012	.954
	Days Driving per Year	-.019[b]	-3.173	.002	-.020	.944
	Hours Driving per Year	-.021[b]	-2.274	.023	-.015	.396
3	On Air Pledge Drive Day	.004[c]	.729	.466	.005	.992
	DR_EARLY	.000[c]	-.041	.967	.000	.995
	DR_MID	.002[c]	.311	.756	.002	.990
	DR_LATE	.006[c]	1.016	.310	.007	.991
	Days in this Fund Drive	-.003[c]	-.432	.666	-.003	.885
	Hours Today in this Fund Drive	.002[c]	.393	.694	.003	.944
	Minutes per Hour in this Fund Drive	.000[c]	.078	.938	.000	.885
	Drives per Year	-.002[c]	-.275	.783	-.002	.693
	Hours Driving per Year	-.016[c]	-1.682	.093	-.011	.380

a. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

d. Dependent Variable: Cume to non-Public Radio this day

Dependent Variable: TSL to Public Radio this day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.301[a]	**.090**	.090	7.88	.090	170.516	7	11997	.000
2	.304[b]	**.093**	.092	7.87	.002	29.356	1	11996	.000
3	.309[c]	**.095**	.095	7.86	.003	33.656	1	11995	.000

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74082.531	7	10583.219	**170.516**	**.000[a]**
	Residual	744642.989	11998	62.066		
	Total	818725.520	12005			
2	Regression	75900.254	8	9487.532	**153.224**	**.000[b]**
	Residual	742825.266	11997	61.920		
	Total	818725.520	12005			
3	Regression	77978.580	9	8664.287	**140.309**	**.000[c]**
	Residual	740746.940	11996	61.751		
	Total	818725.520	12005			

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

d. Dependent Variable: TSL to Public Radio this day

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	**(Constant)**	**5.938**	.192		**30.960**	**.000**
	DAY_TUE	8.187E-02	.269	.003	.304	.761
	DAY_WED	.135	.269	.006	.501	.616
	DAY_THU	.168	.269	.007	.625	.532
	DAY_FRI	9.585E-02	.269	.004	.356	.722
	DAY_SAT	.821	.269	.035	3.050	.002
	DAY_SUN	.477	.269	.020	1.771	.077
	Core/Fringe	**5.081**	.148	.299	**34.344**	**.000**
2	**(Constant)**	**5.196**	.236		**22.059**	**.000**
	DAY_TUE	8.191E-02	.269	.003	.305	.760
	DAY_WED	.135	.269	.006	.502	.616
	DAY_THU	.168	.269	.007	.626	.531
	DAY_FRI	9.583E-02	.269	.004	.357	.721
	DAY_SAT	.820	.269	.035	3.053	.002
	DAY_SUN	.477	.269	.020	1.773	.076
	Core/Fringe	**5.144**	.148	.303	**34.704**	**.000**
	Minutes Driving per Year	**1.150E-04**	.000	.047	**5.418**	**.000**
3	**(Constant)**	6.205	.293		**21.208**	**.000**
	DAY_TUE	8.200E-02	.268	.003	.306	.760
	DAY_WED	.135	.268	.006	.503	.615
	DAY_THU	.168	.268	.007	.627	.531
	DAY_FRI	9.586E-02	.268	.004	.357	.721
	DAY_SAT	.821	.268	.035	3.058	.002
	DAY_SUN	.477	.268	.020	1.776	.076
	Core/Fringe	**5.177**	.148	.305	**34.949**	**.000**
	Minutes Driving per Year	**1.448E-04**	.000	.059	**6.638**	**.000**
	Days Driving per Year	**-5.404E-02**	.009	-.052	**-5.801**	**.000**

a. Dependent Variable: TSL to Public Radio this day

Excluded Variables[d]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	On Air Pledge Drive Day	-.012[a]	-1.416	.157	-.013	.998
	DR_EARLY	-.006[a]	-.728	.466	-.007	.996
	DR_MID	-.014[a]	-1.629	.103	-.015	.998
	DR_LATE	.002[a]	.274	.784	.002	.992
	Days in this Fund Drive	-.002[a]	-.187	.852	-.002	.999
	Hours Today in this Fund Drive	.022[a]	2.507	.012	.023	.999
	Minutes per Hour in this Fund Drive	.008[a]	.910	.363	.008	.999
	Drives per Year	-.003[a]	-.309	.757	-.003	1.000
	Days Driving per Year	**-.038[a]**	**-4.354**	**.000**	-.040	1.000
	Hours Driving per Year	.027[a]	3.047	.002	.028	.998
	Minutes Driving per Year	**.047[a]**	**5.418**	**.000**	.049	.994
2	On Air Pledge Drive Day	-.015[b]	-1.668	.095	-.015	.996
	DR_EARLY	-.007[b]	-.841	.400	-.008	.995
	DR_MID	-.016[b]	-1.838	.066	-.017	.996
	DR_LATE	.002[b]	.195	.845	.002	.991
	Days in this Fund Drive	-.011[b]	-1.230	.219	-.011	.963
	Hours Today in this Fund Drive	.012[b]	1.387	.165	.013	.953
	Minutes per Hour in this Fund Drive	-.009[b]	-.967	.333	-.009	.886
	Drives per Year	-.013[b]	-1.501	.133	-.014	.954
	Days Driving per Year	**-.052[b]**	**-5.801**	**.000**	-.053	.944
	Hours Driving per Year	-.025[b]	-1.842	.066	-.017	.396
3	On Air Pledge Drive Day	-.012[c]	-1.324	.186	-.012	.992
	DR_EARLY	-.008[c]	-.863	.388	-.008	.995
	DR_MID	-.012[c]	-1.407	.159	-.013	.990
	DR_LATE	.002[c]	.262	.793	.002	.991
	Days in this Fund Drive	.004[c]	.441	.659	.004	.885
	Hours Today in this Fund Drive	.007[c]	.828	.408	.008	.944
	Minutes per Hour in this Fund Drive	-.008[c]	-.823	.411	-.008	.885
	Drives per Year	.019[c]	1.804	.071	.016	.693
	Hours Driving per Year	-.010[c]	-.715	.475	-.007	.380

a. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

d. Dependent Variable: TSL to Public Radio this day

Dependent Variable: TSL to non-Public Radio this day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.279[a]	**.078**	.077	11.42	.078	207.215	7	17249	.000
2	.284[b]	**.081**	.080	11.40	.003	56.663	1	17248	.000
3	.285[c]	**.081**	.081	11.39	.001	13.861	1	17247	.000
4	.286[d]	**.082**	.081	11.39	.000	7.966	1	17246	.005

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

d. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year, Hours Driving per Year

ANOVA[e]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189060.096	7	27008.585	**207.215**	**.000[a]**
	Residual	2248368.077	17250	130.341		
	Total	2437428.173	17257			
2	Regression	196421.844	8	24552.730	**188.981**	**.000[b]**
	Residual	2241006.329	17249	129.921		
	Total	2437428.173	17257			
3	Regression	198221.327	9	22024.592	**169.649**	**.000[c]**
	Residual	2239206.845	17248	129.825		
	Total	2437428.173	17257			
4	Regression	199255.042	10	19925.504	**153.542**	**.000[d]**
	Residual	2238173.131	17247	129.772		
	Total	2437428.173	17257			

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

d. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year, Hours Driving per Year

e. Dependent Variable: TSL to non-Public Radio this day

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	**(Constant)**	15.646	.235		**66.486**	**.000**
	DAY_TUE	-.156	.325	-.005	-.479	.632
	DAY_WED	6.353E-02	.325	.002	.195	.845
	DAY_THU	.983	.325	.029	3.025	.002
	DAY_FRI	.442	.325	.013	1.359	.174
	DAY_SAT	-.594	.325	-.017	-1.827	.068
	DAY_SUN	-1.392	.325	-.041	**-4.280**	**.000**
	Core/Fringe	-6.656	.179	-.272	**-37.227**	**.000**
2	**(Constant)**	14.400	.287		**50.102**	**.000**
	DAY_TUE	-.156	.325	-.005	-.480	.631
	DAY_WED	6.347E-02	.325	.002	.196	.845
	DAY_THU	.983	.325	.029	3.030	.002
	DAY_FRI	.442	.325	.013	1.361	.173
	DAY_SAT	-.595	.325	-.018	-1.832	.067
	DAY_SUN	-1.392	.325	-.041	**-4.287**	**.000**
	Core/Fringe	-6.550	.179	-.268	**-36.579**	**.000**
	Minutes Driving per Year	1.930E-04	.000	.055	**7.527**	**.000**
3	**(Constant)**	15.184	.356		**42.634**	**.000**
	DAY_TUE	-.156	.324	-.005	-.480	.631
	DAY_WED	6.357E-02	.324	.002	.196	.845
	DAY_THU	.983	.324	.029	3.031	.002
	DAY_FRI	.442	.324	.013	1.362	.173
	DAY_SAT	-.595	.325	-.018	-1.832	.067
	DAY_SUN	-1.392	.325	-.041	**-4.288**	**.000**
	Core/Fringe	-6.525	.179	-.267	**-36.423**	**.000**
	Minutes Driving per Year	2.161E-04	.000	.062	**8.195**	**.000**
	Days Driving per Year	-4.194E-02	.011	-.028	**-3.723**	**.000**
4	**(Constant)**	15.350	.361		**42.532**	**.000**
	DAY_TUE	-.156	.324	-.005	-.480	.631
	DAY_WED	6.353E-02	.324	.002	.196	.845
	DAY_THU	.983	.324	.029	3.031	.002
	DAY_FRI	.442	.324	.013	1.362	.173
	DAY_SAT	-.594	.324	-.017	-1.832	.067
	DAY_SUN	-1.392	.325	-.041	**-4.289**	**.000**
	Core/Fringe	-6.519	.179	-.267	**-36.398**	**.000**
	Minutes Driving per Year	3.036E-04	.000	.087	**7.460**	**.000**
	Days Driving per Year	-3.555E-02	.011	-.024	**-3.095**	**.002**
	Hours Driving per Year	-2.902E-03	.001	-.033	**-2.822**	**.005**

a. Dependent Variable: TSL to non-Public Radio this day

Excluded Variables[e]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	On Air Pledge Drive Day	-.002[a]	-.322	.748	-.002	.998
	DR_EARLY	-.006[a]	-.811	.417	-.006	.996
	DR_MID	.001[a]	.087	.931	.001	.998
	DR_LATE	.000[a]	.019	.985	.000	.992
	Days in this Fund Drive	-.007[a]	-.974	.330	-.007	.999
	Hours Today in this Fund Drive	.007[a]	.926	.354	.007	.999
	Minutes per Hour in this Fund Drive	.016[a]	2.223	.026	.017	.999
	Drives per Year	.006[a]	.877	.381	.007	1.000
	Days Driving per Year	-.013[a]	-1.843	.065	-.014	1.000
	Hours Driving per Year	**.027[a]**	**3.640**	**.000**	.028	.998
	Minutes Driving per Year	**.055[a]**	**7.527**	**.000**	.057	.994
2	On Air Pledge Drive Day	-.005[b]	-.668	.504	-.005	.996
	DR_EARLY	-.007[b]	-.968	.333	-.007	.995
	DR_MID	-.001[b]	-.199	.842	-.002	.996
	DR_LATE	-.001[b]	-.090	.928	-.001	.991
	Days in this Fund Drive	-.018[b]	-2.437	.015	-.019	.963
	Hours Today in this Fund Drive	-.005[b]	-.691	.490	-.005	.953
	Minutes per Hour in this Fund Drive	-.003[b]	-.323	.747	-.002	.886
	Drives per Year	-.006[b]	-.746	.456	-.006	.954
	Days Driving per Year	**-.028[b]**	**-3.723**	**.000**	-.028	.944
	Hours Driving per Year	**-.041[b]**	**-3.500**	**.000**	-.027	.396
3	On Air Pledge Drive Day	-.003[c]	-.445	.656	-.003	.992
	DR_EARLY	-.007[c]	-.982	.326	-.007	.995
	DR_MID	.001[c]	.082	.935	.001	.990
	DR_LATE	.000[c]	-.047	.962	.000	.991
	Days in this Fund Drive	-.011[c]	-1.436	.151	-.011	.885
	Hours Today in this Fund Drive	-.008[c]	-1.059	.289	-.008	.944
	Minutes per Hour in this Fund Drive	-.002[c]	-.230	.818	-.002	.885
	Drives per Year	.012[c]	1.414	.157	.011	.693
	Hours Driving per Year	-.033[c]	-2.822	.005	-.021	.380
4	On Air Pledge Drive Day	-.003[d]	-.425	.671	-.003	.992
	DR_EARLY	-.007[d]	-.948	.343	-.007	.995
	DR_MID	.001[d]	.098	.922	.001	.990
	DR_LATE	.000[d]	-.064	.949	.000	.991
	Days in this Fund Drive	-.010[d]	-1.271	.204	-.010	.882
	Hours Today in this Fund Drive	-.003[d]	-.430	.667	-.003	.896
	Minutes per Hour in this Fund Drive	-.007[d]	-.892	.373	-.007	.840
	Drives per Year	.016[d]	1.788	.074	.014	.681

a. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

Excluded Variables[e]

d. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year, Hours Driving per Year

e. Dependent Variable: TSL to non-Public Radio this day

Dependent Variable: Occasions to Public Radio this day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.290[a]	**.084**	.084	1.08	.084	157.319	7	11997	.000

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1291.011	7	184.430	**157.319**	**.000[a]**
	Residual	14065.162	11998	1.172		
	Total	15356.173	12005			

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Dependent Variable: Occasions to Public Radio this day

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	1.570	.026		**59.550**	**.000**
	DAY_TUE	-4.049E-02	.037	-.013	-1.095	.273
	DAY_WED	-5.514E-02	.037	-.017	-1.492	.136
	DAY_THU	6.903E-02	.037	.021	1.867	.062
	DAY_FRI	-2.761E-02	.037	-.009	-.747	.455
	DAY_SAT	-.168	.037	-.052	**-4.555**	**.000**
	DAY_SUN	-.256	.037	-.079	**-6.931**	**.000**
	Core/Fringe	.642	.020	.276	**31.570**	**.000**

a. Dependent Variable: Occasions to Public Radio this day

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	On Air Pledge Drive Day	-.012[a]	-1.376	.169	-.013	.998
	DR_EARLY	-.003[a]	-.357	.721	-.003	.996
	DR_MID	-.007[a]	-.819	.413	-.007	.998
	DR_LATE	-.010[a]	-1.163	.245	-.011	.992
	Days in this Fund Drive	.000[a]	.047	.962	.000	.999
	Hours Today in this Fund Drive	.003[a]	.350	.726	.003	.999
	Minutes per Hour in this Fund Drive	-.012[a]	-1.336	.182	-.012	.999
	Drives per Year	-.002[a]	-.254	.800	-.002	1.000
	Days Driving per Year	.005[a]	.525	.599	.005	1.000
	Hours Driving per Year	.011[a]	1.209	.227	.011	.998
	Minutes Driving per Year	-.004[a]	-.470	.639	-.004	.994

a. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Dependent Variable: Occasions to Public Radio this day

Dependent Variable: Occasions to non-Public Radio this day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.237[a]	**.056**	.056	2.08	.056	146.244	7	17249	.000
2	.239[b]	**.057**	.057	2.08	.001	23.788	1	17248	.000
3	.240[c]	**.058**	.057	2.08	.000	3.909	1	17247	.048

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4436.255	7	633.751	**146.244**	**.000[a]**
	Residual	74752.716	17250	4.334		
	Total	79188.971	17257			
2	Regression	4539.206	8	567.401	**131.106**	**.000[b]**
	Residual	74649.765	17249	4.328		
	Total	79188.971	17257			
3	Regression	4556.118	9	506.235	**116.993**	**.000[c]**
	Residual	74632.853	17248	4.327		
	Total	79188.971	17257			

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

d. Dependent Variable: Occasions to non-Public Radio this day

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	**(Constant)**	3.276	.043		**76.336**	**.000**
	DAY_TUE	-7.430E-02	.059	-.012	-1.253	.210
	DAY_WED	-6.651E-02	.059	-.011	-1.122	.262
	DAY_THU	.363	.059	.059	**6.132**	**.000**
	DAY_FRI	.141	.059	.023	2.375	.018
	DAY_SAT	-.330	.059	-.054	**-5.568**	**.000**
	DAY_SUN	-.502	.059	-.082	**-8.467**	**.000**
	Core/Fringe	-.889	.033	-.202	**-27.280**	**.000**
2	**(Constant)**	3.128	.052		**59.634**	**.000**
	DAY_TUE	-7.430E-02	.059	-.012	-1.254	.210
	DAY_WED	-6.652E-02	.059	-.011	-1.123	.262
	DAY_THU	.363	.059	.059	**6.136**	**.000**
	DAY_FRI	.141	.059	.023	2.376	.017
	DAY_SAT	-.330	.059	-.054	**-5.572**	**.000**
	DAY_SUN	-.502	.059	-.082	**-8.473**	**.000**
	Core/Fringe	-.877	.033	-.199	**-26.829**	**.000**
	Minutes Driving per Year	2.283E-05	.000	.036	**4.877**	**.000**
3	**(Constant)**	3.204	.065		**49.281**	**.000**
	DAY_TUE	-7.429E-02	.059	-.012	-1.254	.210
	DAY_WED	-6.651E-02	.059	-.011	-1.123	.262
	DAY_THU	.363	.059	.059	**6.136**	**.000**
	DAY_FRI	.141	.059	.023	2.377	.017
	DAY_SAT	-.330	.059	-.054	**-5.572**	**.000**
	DAY_SUN	-.502	.059	-.082	**-8.473**	**.000**
	Core/Fringe	-.874	.033	-.198	**-26.735**	**.000**
	Minutes Driving per Year	2.507E-05	.000	.040	**5.206**	**.000**
	Days Driving per Year	-4.066E-03	.002	-.015	-1.977	.048

a. Dependent Variable: Occasions to non-Public Radio this day

Excluded Variables[d]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics: Tolerance
1	On Air Pledge Drive Day	.000[a]	-.061	.951	.000	.998
	DR_EARLY	-.002[a]	-.289	.773	-.002	.996
	DR_MID	.001[a]	.199	.842	.002	.998
	DR_LATE	-.001[a]	-.144	.886	-.001	.992
	Days in this Fund Drive	.003[a]	.405	.685	.003	.999
	Hours Today in this Fund Drive	.012[a]	1.607	.108	.012	.999
	Minutes per Hour in this Fund Drive	.014[a]	1.915	.055	.015	.999
	Drives per Year	.001[a]	.161	.872	.001	1.000
	Days Driving per Year	-.006[a]	-.773	.439	-.006	1.000
	Hours Driving per Year	.021[a]	2.784	.005	.021	.998
	Minutes Driving per Year	**.036[a]**	**4.877**	**.000**	.037	.994
2	On Air Pledge Drive Day	-.002[b]	-.285	.775	-.002	.996
	DR_EARLY	-.003[b]	-.389	.697	-.003	.995
	DR_MID	.000[b]	.014	.989	.000	.996
	DR_LATE	-.002[b]	-.215	.830	-.002	.991
	Days in this Fund Drive	-.004[b]	-.523	.601	-.004	.963
	Hours Today in this Fund Drive	.004[b]	.583	.560	.004	.953
	Minutes per Hour in this Fund Drive	.002[b]	.294	.769	.002	.886
	Drives per Year	-.007[b]	-.901	.368	-.007	.954
	Days Driving per Year	-.015[b]	-1.977	.048	-.015	.944
	Hours Driving per Year	-.019[b]	-1.594	.111	-.012	.396
3	On Air Pledge Drive Day	-.001[c]	-.167	.868	-.001	.992
	DR_EARLY	-.003[c]	-.397	.692	-.003	.995
	DR_MID	.001[c]	.163	.870	.001	.990
	DR_LATE	-.001[c]	-.192	.848	-.001	.991
	Days in this Fund Drive	.000[c]	.043	.966	.000	.885
	Hours Today in this Fund Drive	.003[c]	.392	.695	.003	.944
	Minutes per Hour in this Fund Drive	.003[c]	.343	.731	.003	.885
	Drives per Year	.001[c]	.158	.874	.001	.693
	Hours Driving per Year	-.015[c]	-1.229	.219	-.009	.380

a. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year

c. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI, Minutes Driving per Year, Days Driving per Year

d. Dependent Variable: Occasions to non-Public Radio this day

Dependent Variable: Loyalty to Public Radio this day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.518[a]	**.268**	.268	20.170	.268	440.043	7	8405	.000

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1253160.127	7	179022.875	**440.043**	**.000[a]**
	Residual	3419411.903	8405	406.830		
	Total	4672572.030	8412			

a. Predictors: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Dependent Variable: Loyalty to Public Radio this day

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	32.153	.580		**55.395**	**.000**
	DAY_TUE	3.176E-02	.823	.000	.039	.969
	DAY_WED	-.189	.823	-.003	-.230	.818
	DAY_THU	-.923	.823	-.014	-1.122	.262
	DAY_FRI	-.725	.823	-.011	-.881	.378
	DAY_SAT	.931	.823	.014	1.132	.258
	DAY_SUN	.549	.823	.008	.667	.505
	Core/Fringe	25.081	.452	.517	**55.432**	**.000**

a. Dependent Variable: Loyalty to Public Radio this day

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics: Tolerance
1	On Air Pledge Drive Day	-.004[a]	-.445	.656	-.005	.998
	DR_EARLY	-.007[a]	-.722	.470	-.008	.996
	DR_MID	.001[a]	.108	.914	.001	.998
	DR_LATE	-.003[a]	-.319	.750	-.003	.992
	Days in this Fund Drive	-.003[a]	-.276	.783	-.003	.999
	Hours Today in this Fund Drive	.002[a]	.209	.835	.002	.999
	Minutes per Hour in this Fund Drive	-.001[a]	-.137	.891	-.001	.999
	Drives per Year	-.002[a]	-.161	.872	-.002	1.000
	Days Driving per Year	-.008[a]	-.859	.391	-.009	1.000
	Hours Driving per Year	.005[a]	.569	.570	.006	.998
	Minutes Driving per Year	.002[a]	.210	.834	.002	.994

a. Predictors in the Model: (Constant), Core/Fringe, DAY_THU, DAY_SUN, DAY_SAT, DAY_TUE, DAY_WED, DAY_FRI

b. Dependent Variable: Loyalty to Public Radio this day

Logistic Regression

```
LOGISTIC REGRESSION VAR=v01
  /METHOD=ENTER day_tue day_wed day_thu day_fri day_sat day_sun v10
  /METHOD=FSTEP(COND) driving dr_early dr_mid dr_late v18 to v24
  /EXTERNAL
  /CRITERIA PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
```

```
      Total number of cases:      168995 (Unweighted)
      Number of selected cases:   168995
      Number of unselected cases: 0

      Number of selected cases:                 168995
      Number rejected because of missing data:  0
      Number of cases included in the analysis: 168995


Dependent Variable Encoding:

Original       Internal
Value          Value
0              0
*              1
```

Dependent Variable.. V01 Cume to Public Radio this day

Beginning Block Number 0. Initial Log Likelihood Function

-2 Log Likelihood 33467.307

* Constant is included in the model.

Beginning Block Number 1. Method: Enter

Variable(s) Entered on Step Number
1.. DAY_TUE
DAY_WED
DAY_THU
DAY_FRI
DAY_SAT
DAY_SUN
V10 Core/Fringe

Estimation terminated at iteration number 3 because
Log Likelihood decreased by less than .01 percent.

-2 Log Likelihood	29806.723
Goodness of Fit	24148.233
Cox & Snell - R^2	1.000
Nagelkerke - R^2	1.000

	Chi-Square	df	Significance
Model	3660.584	7	.0000
Block	3660.584	7	.0000
Step	3660.584	7	.0000

Classification Table for V01
The Cut Value is .50

		Predicted No	Predicted Yes	Percent Correct
Observed		N	Y	
No	N	9519	2618	78.43%
Yes	Y	5385	6621	55.15%
			Overall	66.85%

---------- Variables in the Equation ----------

Variable	B	S.E.	Wald	df	Sig	R	Exp(B)
DAY_TUE	-.0118	.0515	.0527	1	.8185	.0000	.9882
DAY_WED	-.0339	.0515	.4328	1	.5106	.0000	.9667
DAY_THU	.2282	.0517	19.4619	1	.0000	.0228	1.2563
DAY_FRI	.0425	.0515	.6816	1	.4090	.0000	1.0435
DAY_SAT	-.5228	.0520	101.1607	1	.0000	-.0544	.5928
DAY_SUN	-.9292	.0532	304.8612	1	.0000	-.0951	.3949
V10	1.5475	.0294	2772.151	1	.0000	.2877	4.6997
Constant	-.4169	.0376	122.6397	1	.0000		

Beginning Block Number 2. Method: Forward Stepwise (COND)

---------- Variables not in the Equation ----------
Residual Chi Square not computed because of redundancies.

Variable	Score	df	Sig	R
DRIVING	1.0547	1	.3044	.0000
DR_EARLY	.0025	1	.9599	.0000
DR_MID	1.1913	1	.2751	.0000
DR_LATE	.2223	1	.6373	.0000
V18	.0344	1	.8528	.0000
V19	.0343	1	.8531	.0000
V20	.1955	1	.6584	.0000
V21	.3255	1	.5683	.0000
V22	.0150	1	.9025	.0000
V23	1.8019	1	.1795	.0000
V24	3.4204	1	.0644	.0069

No more variables can be deleted or added.

Logistic Regression

```
LOGISTIC REGRESSION VAR=v02
  /METHOD=ENTER day_tue day_wed day_thu day_fri day_sat day_sun v10
  /METHOD=FSTEP(COND) driving dr_early dr_mid dr_late v18 to v24
  /EXTERNAL
  /CRITERIA PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
```

```
      Total number of cases:      168995 (Unweighted)
      Number of selected cases:   168995
      Number of unselected cases: 0

      Number of selected cases:                 168995
      Number rejected because of missing data:  0
      Number of cases included in the analysis: 168995


Dependent Variable Encoding:

Original       Internal
Value          Value
0              0
*              1
```

Dependent Variable.. V02 Cume to non-Public Radio this day

Beginning Block Number 0. Initial Log Likelihood Function

-2 Log Likelihood 28861.954

* Constant is included in the model.

Beginning Block Number 1. Method: Enter

Variable(s) Entered on Step Number
1.. DAY_TUE
DAY_WED
DAY_THU
DAY_FRI
DAY_SAT
DAY_SUN
V10 Core/Fringe

Estimation terminated at iteration number 4 because
parameter estimates changed by less than .001

-2 Log Likelihood	24889.342
Goodness of Fit	23677.138
Cox & Snell - R^2	1.000
Nagelkerke - R^2	1.000

	Chi-Square	df	Significance
Model	3972.611	7	.0000
Block	3972.611	7	.0000
Step	3972.611	7	.0000

Classification Table for V02
The Cut Value is .50

		Predicted No	Predicted Yes	Percent Correct
Observed		N	Y	
No	N	1506	5378	21.87%
Yes	Y	1131	16127	93.45%
			Overall	73.04%

---------- Variables in the Equation ----------

Variable	B	S.E.	Wald	df	Sig	R	Exp(B)
DAY_TUE	-.0355	.0597	.3543	1	.5517	.0000	.9651
DAY_WED	-.0881	.0594	2.2019	1	.1378	-.0026	.9156
DAY_THU	.2111	.0611	11.9171	1	.0006	.0185	1.2350
DAY_FRI	.1057	.0605	3.0559	1	.0804	.0060	1.1115
DAY_SAT	-.5877	.0576	104.1407	1	.0000	-.0595	.5556
DAY_SUN	-.9278	.0570	264.8328	1	.0000	-.0954	.3954
V10	-1.7702	.0316	3128.215	1	.0000	-.3291	.1703
Constant	1.9569	.0462	1793.212	1	.0000		

Beginning Block Number 2. Method: Forward Stepwise (COND)

---------- Variables not in the Equation ----------
Residual Chi Square not computed because of redundancies.

Variable	Score	df	Sig	R
DRIVING	.6607	1	.4163	.0000
DR_EARLY	.0044	1	.9472	.0000
DR_MID	.0759	1	.7829	.0000
DR_LATE	1.3088	1	.2526	.0000
V18	.0383	1	.8449	.0000
V19	3.7307	1	.0534	.0083
V20	3.8145	1	.0508	.0085
V21	.3844	1	.5352	.0000
V22	2.9603	1	.0853	.0062
V23	9.2782	1	.0023	.0171
V24	33.7909	1	.0000	.0357

Variable(s) Entered on Step Number
1.. V24 Minutes Driving per Year

Estimation terminated at iteration number 4 because
parameter estimates changed by less than .001

-2 Log Likelihood	24855.516
Goodness of Fit	23681.888
Cox & Snell - R^2	1.000
Nagelkerke - R^2	1.000

	Chi-Square	df	Significance
Model	4006.438	8	.0000
Block	33.826	1	.0000
Step	33.826	1	.0000

Classification Table for V02
The Cut Value is .50

Observed		Predicted No (N)	Predicted Yes (Y)	Percent Correct
No	N	1634	5250	23.73%
Yes	Y	1254	16004	92.74%
			Overall	73.06%

---------- Variables in the Equation ----------

Variable	B	S.E.	Wald	df	Sig	R	Exp(B)
DAY_TUE	-.0356	.0597	.3547	1	.5515	.0000	.9651
DAY_WED	-.0883	.0594	2.2061	1	.1375	-.0029	.9155
DAY_THU	.2114	.0612	11.9352	1	.0006	.0200	1.2354
DAY_FRI	.1059	.0605	3.0605	1	.0802	.0065	1.1117
DAY_SAT	-.5886	.0576	104.3225	1	.0000	-.0641	.5551
DAY_SUN	-.9292	.0571	265.2417	1	.0000	-.1028	.3949
V10	-1.7583	.0317	3074.836	1	.0000	-.3514	.1723
V24	2.70E-05	4.648E-06	33.7411	1	.0000	.0357	1.0000
Constant	1.7859	.0545	1073.183	1	.0000		

---------- Model if Term Removed ----------
Based on Conditional Parameter Estimates

Term Removed	Log Likelihood	-2 Log LR	df	Significance of Log LR
V24	-12444.679	33.843	1	.0000

---------- Variables not in the Equation ----------
Residual Chi Square not computed because of redundancies.

Variable	Score	df	Sig	R
DRIVING	.3075	1	.5792	.0000
DR_EARLY	.0044	1	.9471	.0000
DR_MID	.0053	1	.9419	.0000
DR_LATE	1.1249	1	.2889	.0000
V18	1.7578	1	.1849	.0000
V19	.4959	1	.4813	.0000
V20	.0000	1	.9966	.0000
V21	3.6459	1	.0562	.0081
V22	9.8595	1	.0017	.0178
V23	5.8186	1	.0159	.0124

Variable(s) Entered on Step Number
2.. V22 Days Driving per Year

Estimation terminated at iteration number 4 because
parameter estimates changed by less than .001

-2 Log Likelihood	24845.694
Goodness of Fit	23678.344
Cox & Snell - R^2	1.000
Nagelkerke - R^2	1.000

	Chi-Square	df	Significance
Model	4016.259	9	.0000
Block	43.648	2	.0000
Step	9.821	1	.0017

Classification Table for V02
The Cut Value is .50

		Predicted No	Predicted Yes	Percent Correct
Observed		N	Y	
No	N	1677	5208	24.35%
Yes	Y	1296	15962	92.49%
			Overall	73.06%

---------- Variables in the Equation ----------

Variable	B	S.E.	Wald	df	Sig	R	Exp(B)
DAY_TUE	-.0356	.0597	.3547	1	.5515	.0000	.9651
DAY_WED	-.0883	.0595	2.2064	1	.1374	-.0029	.9155
DAY_THU	.2115	.0612	11.9416	1	.0005	.0200	1.2356
DAY_FRI	.1059	.0605	3.0622	1	.0801	.0065	1.1117
DAY_SAT	-.5889	.0576	104.3609	1	.0000	-.0641	.5549
DAY_SUN	-.9296	.0571	265.3414	1	.0000	-.1029	.3947
V10	-1.7553	.0317	3061.747	1	.0000	-.3506	.1728
V22	-.0063	.0020	9.8554	1	.0017	-.0178	.9937
V24	3.04E-05	4.770E-06	40.6066	1	.0000	.0394	1.0000
Constant	1.9050	.0666	818.8143	1	.0000		

---------- Model if Term Removed ----------
Based on Conditional Parameter Estimates

Term Removed	Log Likelihood	-2 Log LR	df	Significance of Log LR
V22	-12427.758	9.823	1	.0017
V24	-12443.206	40.717	1	.0000

---------- Variables not in the Equation ----------
Residual Chi Square not computed because of redundancies.

Variable	Score	df	Sig	R
DRIVING	.5455	1	.4602	.0000
DR_EARLY	.0076	1	.9307	.0000
DR_MID	.0930	1	.7603	.0000
DR_LATE	1.2153	1	.2703	.0000
V18	.2074	1	.6489	.0000
V19	.1526	1	.6961	.0000
V20	.0099	1	.9209	.0000
V21	.1011	1	.7505	.0000
V23	3.6954	1	.0546	.0083

No more variables can be deleted or added.