### PART 0: COMPONENTS OF UNDERWRITER ANXIETY

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

Crosstab

			ANXI	ΞTY	
			Not Anxious	Anxious	Total
The on-air mentions of business support (underwriting) are getting more prevalent than in the	Disagree	% within The on-air mentions of business			
past		support (underwriting) are getting more prevalent than in the past	93.4%	6.6%	100.0%
		% within ANXIETY	39.1%	3.5%	23.5%
		% of Total	21.9%	1.6%	23.5%
		Adjusted Residual	36.4	-36.4	
	Agree	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	44.6%	55.4%	100.0%
		% within ANXIETY	60.9%	96.5%	76.5%
		% of Total	34.1%	42.4%	76.5%
		Adjusted Residual	-36.4	36.4	
Total		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	56.0%	44.0%	100.0%
		% within ANXIETY	100.0%	100.0%	100.0%
		% of Total	56.0%	44.0%	100.0%

#### **Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1325.519 <sup>b</sup>	1	.000		
Continuity Correction <sup>a</sup>	1323.540	1	.000		
Likelihood Ratio	1567.830	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	1325.346	1	.000		
N of Valid Cases	7648				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 788.63.

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

			ANXI	ETY	
			Not Anxious	Anxious	Total
The on-air mentions of business support (underwriting) are getting more	Disagree Definitely	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	95.5%	4.5%	100.0%
prevalent than in		% within ANXIETY	2.5%	.1%	1.5%
the past		% of Total	1.4%	.1%	1.5%
		Adjusted Residual	8.5	-8.5	
	Disagree Strongly	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	94.6%	5.4%	100.0%
		% within ANXIETY	4.1%	.3%	2.4%
		% of Total	2.3%	.1%	2.4%
		Adjusted Residual	10.7	-10.7	
	Disagree Somewhat	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	93.1%	6.9%	100.0%
		% within ANXIETY	32.5%	3.1%	19.6%
		% of Total	18.2%	1.4%	19.6%
		Adjusted Residual	32.2	-32.2	10.070
	Agree Somewhat	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	62.5%	37.5%	100.0%
		% within ANXIETY	49.3%	37.7%	44.2%
		% of Total	27.6%	16.6%	44.2%
		Adjusted Residual	10.1	-10.1	
	Agree Strongly	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	24.6%	75.4%	100.0%
		% within ANXIETY	9.5%	37.0%	21.6%
		% of Total	5.3%	16.3%	21.6%
		Adjusted Residual	-29.0	29.0	
	Agree Definitely	% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	11.2%	88.8%	100.0%
		% within ANXIETY	2 1%	21.7%	10.8%
		% of Total	1.2%	9.6%	10.8%
		Adjusted Residual	-27.5	27.5	,
Total		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	56.0%	44.0%	100.0%
		% within ANXIETY	100.0%	100.0%	100.0%
		% of Total	56.0%	44.0%	100.0%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2406.810 <sup>a</sup>	5	.000
Likelihood Ratio	2725.660	5	.000
Linear-by-Linear Association	2200.908	1	.000
N of Valid Cases	7649		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 49.23.

## The on-air mentions of business support (underwriting) are getting more annoying than in the past \* ANXIETY

			ANXI	ETY	
			Not Anxious	Anxious	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	80.7%	19.3%	100.0%
		% within ANXIETY	94.1%	28.2%	64.9%
		% of Total	52.4%	12.5%	64.9%
		Adjusted Residual	60.2	-60.2	
	Agree	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	9.3%	90.7%	100.0%
		% within ANXIETY	5.9%	71.8%	35.1%
		% of Total	3.3%	31.8%	35.1%
		Adjusted Residual	-60.2	60.2	
Total		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	55.7%	44.3%	100.0%
		% within ANXIETY	100.0%	100.0%	100.0%
		% of Total	55.7%	44.3%	100.0%

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3621.842 <sup>b</sup>	1	.000		
Continuity Correction <sup>a</sup>	3618.950	1	.000		
Likelihood Ratio	3998.639	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	3621.372	1	.000		
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 1197.17.

# The on-air mentions of business support (underwriting) are getting more annoying than in the past \* ANXIETY

			ANXI	ANXIETY		
			Not Anxious	Anxious	Total	
The on-air mentions of business support (underwriting) are getting more	Disagree Definitely	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	93.3%	6.7%	100.0%	
annoying than in		% within ANXIETY	12.6%	1.1%	7.5%	
the past		% of Total	7.0%	.5%	7.5%	
		Adjusted Residual	18.9	-18.9		
	Disagree Strongly	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	90.3%	9.7%	100.0%	
		% within ANXIETY	23.5%	3.2%	14.5%	
		% of Total	13.1%	1.4%	14.5%	
		Adjusted Residual	25.2	-25.2		
	Disagree Somewhat	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	75.3%	24.7%	100.0%	
		% within ANXIETY	58.0%	23.9%	42.9%	
		% of Total	32.3%	10.6%	42.9%	
		Adjusted Residual	30.1	-30.1		
	Agree Somewhat	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	13.6%	86.4%	100.0%	
		% within ANXIETY	5.3%	42.7%	21.9%	
		% of Total	3.0%	18.9%	21.9%	
		Adjusted Residual	-39.4	39.4		
	Agree Strongly	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.0%	97.0%	100.0%	
		% within ANXIETY	.4%	16.8%	7.7%	
		% of Total	.2%	7.5%	7.7%	
		Adjusted Residual	-26.8	26.8		
	Agree Definitely	% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	1.4%	98.6%	100.0%	
		% within ANXIETY	.1%	12.3%	5.5%	
		% of Total	.1%	5.4%	5.5%	
		Adjusted Residual	-23.2	23.2		
Total		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	55.7%	44.3%	100.0%	
		% within ANXIETY	100.0%	100.0%	100.0%	
1		% of I otal	55.7%	44.3%	100.0%	

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3770.831 <sup>a</sup>	5	.000
Likelihood Ratio	4322.338	5	.000
Linear-by-Linear Association	3023.277	1	.000
N of Valid Cases	7700		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 188.38.

## I am concerned that businesses which support public radio may eventually force changes in the programming \* ANXIETY

			ANXI	ETY	
			Not Anxious	Anxious	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	74.6%	25.4%	100.0%
		% within ANXIETY	68.3%	27.9%	49.9%
		% of Total	37.3%	12.7%	49.9%
		Adjusted Residual	35.7	-35.7	
	Agree	% within I am concerned that businesses which support public radio may eventually force changes in the programming	34.6%	65.4%	100.0%
		% within ANXIETY	31.7%	72.1%	50.1%
		% of Total	17.3%	32.8%	50.1%
		Adjusted Residual	-35.7	35.7	
Total		% within I am concerned that businesses which support public radio may eventually force changes in the programming	54.6%	45.4%	100.0%
		% within ANXIETY	100.0%	100.0%	100.0%
		% of Total	54.6%	45.4%	100.0%

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1272.210 <sup>b</sup>	1	.000		
Continuity Correction <sup>a</sup>	1270.594	1	.000		
Likelihood Ratio	1310.530	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	1272.048	1	.000		
N of Valid Cases	7855				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1782.00.

## I am concerned that businesses which support public radio may eventually force changes in the programming \* ANXIETY

			ANXI	ETY	
			Not Anxious	Anxious	Total
I am concerned that businesses which support public radio may eventually force changes in the	Disagree Definitely	% within I am concerned that businesses which support public radio may eventually force changes in the programming	87.4%	12.6%	100.0%
programming		% within ANXIETY	10.7%	1.8%	6.7%
		% of Total	5.8%	.8%	6.7%
		Adjusted Residual	15.6	-15.6	
	Disagree Strongly	% within I am concerned that businesses which support public radio may eventually force changes in the programming	87.1%	12.9%	100.0%
		% within ANXIETY	21.1%	3.8%	13.2%
		% of Total	11.5%	1.7%	13.2%
		Adjusted Residual	22.6	-22.6	
	Disagree Somewhat	% within I am concerned that businesses which support public radio may eventually force changes in the programming	66.3%	33.7%	100.0%
		% within ANXIETY	36.5%	22.3%	30.0%
		% of Total	19.9%	10.1%	30.0%
		Adjusted Residual	13.7	-13.7	
	Agree Somewhat	% within I am concerned that businesses which support public radio may eventually force changes in the programming	51.4%	48.6%	100.0%
		% within ANXIETY	27.3%	31.0%	29.0%
		% of Total	14.9%	14.1%	29.0%
		Adjusted Residual	-3.6	3.6	
	Agree Strongly	% within I am concerned that businesses which support public radio may eventually force changes in the programming	14.6%	85.4%	100.0%
		% within ANXIETY	3.4%	23.5%	12.5%
		% of Total	1.8%	10.7%	12.5%
		Adjusted Residual	-26.9	26.9	
	Agree Definitely	% within I am concerned that businesses which support public radio may eventually force changes in the programming	6.6%	93.4%	100.0%
		% within ANXIETY	1.0%	17.6%	8.5%
		% of Total	.6%	8.0%	8.5%
Total		Adjusted Residual % within I am concerned that businesses which support public radio may eventually force changes in the programming	-26.1 54.6%	26.1 45.4%	100.0%
		% within ANXIETY	100.0%	100.0%	100.0%
		% of I otal	54.6%	45.4%	100.0%

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2067.285 <sup>a</sup>	5	.000
Likelihood Ratio	2311.464	5	.000
Linear-by-Linear Association	1922.199	1	.000
N of Valid Cases	7856		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 237.67.

#### Report

ANXIETY		ANXIETY "Underwriter Anxiety"	The on-air mentions of business support (underwriting) are getting more prevalent than in the past	The on-air mentions of business support (underwriting) are getting more annoying than in the past	I am concerned that businesses which support public radio may eventually force changes in the programming
Not Anxious	Mean	6762664	3.6564	2.5790	2.9469
	Ν	4286	4286	4286	4286
Anxious	Mean	.8771766	4.7634	4.0770	4.2334
	Ν	3298	3362	3412	3569
Total	Mean	-7.3627E-04	4.1430	3.2429	3.5314
	Ν	7584	7648	7698	7855

#### **ANOVA** Table

			Sum of		Mean		
			Squares	df	Square	F	Sig.
ANXIETY "Underwriter	Between	(Combined)	4497.813	1	4497.813	11077.356	.000
Anxiety" * ANXIETY	Within Groups		3078.570	7582	.406		
	Total		7576.383	7583			
The on-air mentions of	Between	(Combined)	2308.668	1	2308.668	3086.204	.000
business support	Within Groups		5719.672	7646	.748		
(underwriting) are getting	Total		8028.340	7647			
The on-air mentions of	Between	(Combined)	4262.799	1	4262.799	4983.864	.000
business support	Within Groups		6582.545	7696	.855		
(underwriting) are getting	Total		10845.344	7697			
I am concerned that	Between	(Combined)	3223.301	1	3223.301	2546.777	.000
businesses which support	Within Groups		9939.065	7853	1.266		
public radio may eventually	Total		13162.367	7854			

## PART 1: UTILIGRAPHIC VARIABLES

### NONE ARA PRACTICALLY SIGNIFICANT

#### Report

			Time Spent	Time Spent
			Listening to	Listening to
			Public Radio	the Radio
			(QHs/week)-	(QHs/week)-
ANXIETY		Core/Fringe	Total	Total
Not Anxious	Mean	45.2086	33.56	91.53
	Ν	4286	4286	4286
Anxious	Mean	50.6265	39.91	96.51
	Ν	3698	3698	3698
Total	Mean	47.7178	36.50	93.84
	Ν	7984	7984	7984

#### **ANOVA Table**

					Mean		
			Sum of Squares	df	Square	F	Sig.
Core/Fringe * ANXIETY	Between	(Combined)	58269.203	1	58269.203	23.420	.000
	Within Groups		19859149.505	7982	2487.992		
	Total		19917418.708	7983			
Time Spent Listening to	Between	(Combined)	79882.938	1	79882.938	38.807	.000
Public Radio (QHs/week)-	Within Groups		16430749.229	7982	2058.475		
Total ^ ANXIETY	Total		16510632.167	7983			
Time Spent Listening to the Radio (QHs/week)- Total *	Between	(Combined)	49217.041	1	49217.041	9.611	.002
	Within Groups		40875759.974	7982	5120.992		
ANXIETY	Total		40924977.015	7983			

#### Core/Fringe \* ANXIETY Crosstabulation

			ANXI	ETY	
			Not Anxious	Anxious	Total
Core/Fringe	Fringe	% within Core/Fringe	56.3%	43.7%	100.0%
		% within ANXIETY	54.8%	49.4%	52.3%
		% of Total	29.4%	22.9%	52.3%
		Adjusted Residual	4.8	-4.8	
	Core	% within Core/Fringe	50.9%	49.1%	100.0%
		% within ANXIETY	45.2%	50.6%	47.7%
		% of Total	24.3%	23.4%	47.7%
		Adjusted Residual	-4.8	4.8	
Total		% within Core/Fringe	53.7%	46.3%	100.0%
		% within ANXIETY	100.0%	100.0%	100.0%
		% of Total	53.7%	46.3%	100.0%

#### **Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	23.246 <sup>b</sup>	1	.000		
Continuity Correction <sup>a</sup>	23.030	1	.000		
Likelihood Ratio	23.252	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	23.243	1	.000		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1764.70.

### **PART 2: DEMOGRAPHIC VARIABLES**

### NONE ARE PRACTICALLY SIGNIFICANT

### PART 3: ATTITUDINAL & GIVING VARIABLES

#### Report

ANXIETY		The on-air membership drives are getting more prevalent than in the past	I personally would be less likely to contribute to public radio if more businesses were to support it
Not Anxious	Mean	4.0009	2.8615
	Ν	4254	4240
Anxious	Mean	4.5324	3.4860
	Ν	3482	3506
Total	Mean	4.2401	3.1442
	Ν	7736	7746

#### ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
The on-air membership	Between	(Combined)	540.883	1	540.883	438.042	.000
drives are getting more	Within Groups		9549.745	7734	1.235		
prevalent than in the past *	Total		10090.627	7735			
I personally would be less	Between	(Combined)	748.479	1	748.479	527.352	.000
likely to contribute to public	Within Groups		10991.167	7744	1.419		
radio if more businesses	Total		11739.645	7745			

### **Reconciled Current Givers \* ANXIETY**

			ANXI	ETY	
			Not Anxious	Anxious	Total
Reconciled Current Givers	Not Current	% within Reconciled Current Givers	55.5%	44.5%	100.0%
		% within ANXIETY	71.9%	66.9%	69.6%
		% of Total	38.6%	31.0%	69.6%
		Adjusted Residual	4.8	-4.8	
	Current	% within Reconciled Current Givers	49.6%	50.4%	100.0%
		% within ANXIETY	28.1%	33.1%	30.4%
		% of Total	15.1%	15.3%	30.4%
		Adjusted Residual	-4.8	4.8	
Total		% within Reconciled Current Givers	53.7%	46.3%	100.0%
		% within ANXIETY	100.0%	100.0%	100.0%
		% of Total	53.7%	46.3%	100.0%

#### Crosstab

#### **Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	23.298 <sup>b</sup>	1	.000		
Continuity Correction <sup>a</sup>	23.063	1	.000		
Likelihood Ratio	23.265	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	23.295	1	.000		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1125.06.

## The on-air membership drives are getting more prevalent than in the past $^{\ast}$ ANXIETY

#### Crosstab

			ANXIETY		
			Not Anxious	Anxious	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	71.2%	28.8%	100.0%
		% within ANXIETY	30.5%	15.1%	23.6%
		% of Total	16.8%	6.8%	23.6%
		Adjusted Residual	15.9	-15.9	
	Agree	% within The on-air membership drives are getting more prevalent than in the past	50.0%	50.0%	100.0%
		% within ANXIETY	69.5%	84.9%	76.4%
		% of Total	38.2%	38.2%	76.4%
		Adjusted Residual	-15.9	15.9	
Total		% within The on-air membership drives are getting more prevalent than in the past	55.0%	45.0%	100.0%
		% within ANXIETY	100.0%	100.0%	100.0%
		% of Total	55.0%	45.0%	100.0%

#### **Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	252.375 <sup>b</sup>	1	.000		
Continuity Correction <sup>a</sup>	251.520	1	.000		
Likelihood Ratio	260.292	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	252.342	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 819.96.

## I personally would be less likely to contribute to public radio if more businesses were to support it \* ANXIETY

Crosstab

		,	ANXIETY		
			Not Anxious	Anxious	Total
I personally would be less likely to contribute to public radio if more businesses were to support it	Disagree	% within I personally would be less likely to contribute to public radio if more	C2 40/	20.00/	100.0%
		businesses were to support it	03.4%	30.0%	100.0%
		% within ANXIETY	74.8%	52.3%	64.6%
		% of Total	40.9%	23.6%	64.6%
		Adjusted Residual	20.6	-20.6	
	Agree	% within I personally would be less likely to contribute to public radio if more businesses were to support	39.0%	61.0%	100.0%
		it			
		% within ANXIETY	25.2%	47.7%	35.4%
		% of Total	13.8%	21.6%	35.4%
		Adjusted Residual	-20.6	20.6	
Total		% within I personally would be less likely to contribute to public radio if more businesses were to support	54.7%	45.3%	100.0%
		it % within ANXIETY % of Total	100.0% 54.7%	100.0% 45.3%	100.0% 100.0%

#### **Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	426.377 <sup>b</sup>	1	.000		
Continuity Correction <sup>a</sup>	425.392	1	.000		
Likelihood Ratio	427.954	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	426.322	1	.000		
N of Valid Cases	7747				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1241.38.