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**\* Stage 0: Examine Created Variables**

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**FREQUENCIES**

VARIABLES=SOC PIM\_Pref USE\_Pref  
/ORDER ANALYSIS.

**Frequencies**

**SOC**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No SOC	3426	42.9	<b>42.9</b>	42.9
	Yes SOC	4558	57.1	<b>57.1</b>	100.0
	Total	7984	100.0	100.0	

**PIMP Preference**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NoPref	3257	40.8	<b>41.3</b>	41.3
	Acquired	3035	38.0	<b>38.5</b>	79.8
	Local	1593	20.0	<b>20.2</b>	100.0
	Total	7885	98.8	100.0	
Missing	System	98	1.2		
Total		7984	100.0		

**USE Preference**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Acquired Only	2004	25.1	<b>25.1</b>	25.1
	Mostly Acquired	2635	33.0	<b>33.0</b>	58.1
	Mostly Local	1778	22.3	<b>22.3</b>	80.4
	Local Only	1567	19.6	<b>19.6</b>	100.0
	Total	7984	100.0	100.0	

```
crosstab
/TABLES= PIM_Pref by pref_ori USE_Pref
/FORMAT= AVALUE TABLES
/STATISTIC=CHISQ
/CELLS= count ROW COLUMN TOTAL ASRESID.
```

## Crosstabs

### PIMP Preference \* PIMP Preference (Stn A Only, Original)

Crosstab

			PIMP Preference (Stn A Only, Original)			Total
			NoPref	Acquired	Local	
PIMP Preference	NoPref	Count	3222	13	21	3256
		% within PIMP Preference	99.0%	.4%	.6%	100.0%
		% within PIMP Preference (Stn A Only, Original)	86.3%	.5%	1.6%	42.2%
		% of Total	41.7%	.2%	.3%	42.2%
	Adjusted Residual	<b>76.0</b>	<b>-54.5</b>	<b>-32.2</b>		
	Acquired	Count	279	2652	35	2966
		% within PIMP Preference	9.4%	89.4%	1.2%	100.0%
		% within PIMP Preference (Stn A Only, Original)	7.5%	97.9%	2.7%	38.4%
		% of Total	3.6%	34.3%	.5%	38.4%
	Adjusted Residual	<b>-54.0</b>	<b>79.0</b>	<b>-28.8</b>		
	Local	Count	231	44	1227	1502
		% within PIMP Preference	15.4%	2.9%	81.7%	100.0%
% within PIMP Preference (Stn A Only, Original)		6.2%	1.6%	95.6%	19.4%	
% of Total		3.0%	.6%	15.9%	19.4%	
Adjusted Residual	<b>-28.5</b>	<b>-29.1</b>	<b>75.5</b>			
Total	Count	3732	2709	1283	7724	
	% within PIMP Preference	48.3%	35.1%	16.6%	100.0%	
	% within PIMP Preference (Stn A Only, Original)	100.0%	100.0%	100.0%	100.0%	
	% of Total	48.3%	35.1%	16.6%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>11805.188<sup>a</sup></b>	4	.000
Likelihood Ratio	11394.041	4	.000
Linear-by-Linear Association	5540.221	1	.000
N of Valid Cases	7724		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 249.49.

**PIMP Preference \* USE Preference**

**Crosstab**

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
PIMP Preference	NoPref	Count	771	1015	711	759	3256
		% within PIMP Preference	23.7%	31.2%	21.8%	23.3%	100.0%
		% within USE Preference	38.7%	39.1%	40.6%	49.3%	41.3%
		% of Total	9.8%	12.9%	9.0%	9.6%	41.3%
		Adjusted Residual	<b>-2.7</b>	<b>-2.8</b>	<b>-.7</b>	<b>7.1</b>	
	Acquired	Count	1050	1208	520	257	3035
		% within PIMP Preference	34.6%	39.8%	17.1%	8.5%	100.0%
		% within USE Preference	52.7%	46.5%	29.7%	16.7%	38.5%
		% of Total	13.3%	15.3%	6.6%	3.3%	38.5%
	Local	Count	172	376	522	523	1593
		% within PIMP Preference	10.8%	23.6%	32.8%	32.8%	100.0%
		% within USE Preference	8.6%	14.5%	29.8%	34.0%	20.2%
% of Total		2.2%	4.8%	6.6%	6.6%	20.2%	
Total	Count	1993	2599	1753	1539	7884	
	% within PIMP Preference	25.3%	33.0%	22.2%	19.5%	100.0%	
	% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	25.3%	33.0%	22.2%	19.5%	100.0%	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>801.972<sup>a</sup></b>	6	.000
Likelihood Ratio	848.115	6	.000
Linear-by-Linear Association	56.829	1	.000
N of Valid Cases	7884		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 310.96.

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**\* Stage I: Comparative analysis of Listeners by Preference Groups**

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**\*TITLE "PART I: DEMOGRAPHICS of Local Preference".**

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**\*A. MEANS ANALYSIS**

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```
means
tables = a030 by PIM_Pref USE_Pref
/cells mean count
/statistics anova.
```

## Means

### Education \* PIMP Preference

#### Report

Education

PIMP Preference	Mean	N
NoPref	4.88	3172
Acquired	5.45	2987
Local	4.92	1562
Total	5.11	7722

#### ANOVA Table

	F	Sig.
Education * PIMP Preference	<b>122.655</b>	<b>.000</b>

### Education \* USE Preference

#### Report

Education

USE Preference	Mean	N
Acquired Only	5.25	1965
Mostly Acquired	5.37	2584
Mostly Local	5.08	1742
Local Only	4.49	1525
Total	5.10	7815

#### ANOVA Table

	F	Sig.
Education * USE Preference	<b>115.945</b>	<b>.000</b>

\*\*\*\*\*  
\*B. CROSSTABS ANALYSIS  
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CROSSTABS  
/TABLES= a030 a096 BY PIM\_Pref USE\_Pref  
/FORMAT= AVALUE TABLES  
/STATISTIC=CHISQ  
/CELLS= count ROW COLUMN TOTAL ASRESID.

Crosstabs

Education \* PIMP Preference

Crosstab

			PIMP Preference			Total
			NoPref	Acquired	Local	
Education	Grade 8 or less	Count	57	24	31	112
		% within Education	50.9%	21.4%	27.7%	100.0%
		% within PIMP Preference	1.8%	.8%	2.0%	1.5%
		% of Total	.7%	.3%	.4%	1.5%
		Adjusted Residual	2.1	-3.8	2.0	
	Grades 9-11 years	Count	104	47	46	197
		% within Education	52.8%	23.9%	23.4%	100.0%
		% within PIMP Preference	3.3%	1.6%	2.9%	2.6%
		% of Total	1.3%	.6%	.6%	2.6%
		Adjusted Residual	3.4	-4.3	1.1	
	Graduated High School	Count	448	215	213	876
		% within Education	51.1%	24.5%	24.3%	100.0%
		% within PIMP Preference	14.1%	7.2%	13.6%	11.3%
		% of Total	5.8%	2.8%	2.8%	11.3%
		Adjusted Residual	<b>6.4</b>	<b>-9.1</b>	<b>3.2</b>	
	1-3 years of college	Count	778	541	373	1692
		% within Education	46.0%	32.0%	22.0%	100.0%
		% within PIMP Preference	24.5%	18.1%	23.9%	21.9%
		% of Total	10.1%	7.0%	4.8%	21.9%
		Adjusted Residual	<b>4.6</b>	<b>-6.4</b>	<b>2.1</b>	
College degree (4 years)	Count	681	672	334	1687	
	% within Education	40.4%	39.8%	19.8%	100.0%	
	% within PIMP Preference	21.5%	22.5%	21.4%	21.8%	
	% of Total	8.8%	8.7%	4.3%	21.8%	
	Adjusted Residual	-.7	1.1	-.5		
Some graduate credits	Count	365	427	198	990	
	% within Education	36.9%	43.1%	20.0%	100.0%	
	% within PIMP Preference	11.5%	14.3%	12.7%	12.8%	
	% of Total	4.7%	5.5%	2.6%	12.8%	
	Adjusted Residual	-2.9	3.1	-.2		
Advanced degree (MA, MD, PhD)	Count	739	1062	368	2169	
	% within Education	34.1%	49.0%	17.0%	100.0%	
	% within PIMP Preference	23.3%	35.5%	23.5%	28.1%	
	% of Total	9.6%	13.8%	4.8%	28.1%	
	Adjusted Residual	<b>-7.8</b>	<b>11.6</b>	<b>-4.5</b>		
Total	Count	3172	2988	1563	7723	
	% within Education	41.1%	38.7%	20.2%	100.0%	
	% within PIMP Preference	100.0%	100.0%	100.0%	100.0%	
	% of Total	41.1%	38.7%	20.2%	100.0%	



### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>246.353<sup>a</sup></b>	12	.000
Likelihood Ratio	251.948	12	.000
Linear-by-Linear Association	16.890	1	.000
N of Valid Cases	7723		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.67.

Education \* USE Preference

Crosstab

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
Education	Grade 8 or less	Count	37	24	14	40	115
		% within Education	32.2%	20.9%	12.2%	34.8%	100.0%
		% within USE Preference	1.9%	.9%	.8%	2.6%	1.5%
		% of Total	.5%	.3%	.2%	.5%	1.5%
		Adjusted Residual	1.7	-2.8	-2.6	<b>4.2</b>	
	Grades 9-11 years	Count	42	40	32	88	202
		% within Education	20.8%	19.8%	15.8%	43.6%	100.0%
		% within USE Preference	2.1%	1.5%	1.8%	5.8%	2.6%
		% of Total	.5%	.5%	.4%	1.1%	2.6%
		Adjusted Residual	-1.4	-4.1	-2.2	<b>8.7</b>	
	Graduated High School	Count	185	210	204	303	902
		% within Education	20.5%	23.3%	22.6%	33.6%	100.0%
		% within USE Preference	9.4%	8.1%	11.7%	19.9%	11.5%
		% of Total	2.4%	2.7%	2.6%	3.9%	11.5%
		Adjusted Residual	<b>-3.4</b>	<b>-6.6</b>	<b>.3</b>	<b>11.4</b>	
	1-3 years of college	Count	378	506	429	397	1710
		% within Education	22.1%	29.6%	25.1%	23.2%	100.0%
		% within USE Preference	19.2%	19.6%	24.6%	26.0%	21.9%
		% of Total	4.8%	6.5%	5.5%	5.1%	21.9%
		Adjusted Residual	-3.3	-3.5	3.1	<b>4.4</b>	
College degree (4 years)	Count	439	583	382	293	1697	
	% within Education	25.9%	34.4%	22.5%	17.3%	100.0%	
	% within USE Preference	22.3%	22.6%	21.9%	19.2%	21.7%	
	% of Total	5.6%	7.5%	4.9%	3.7%	21.7%	
	Adjusted Residual	.8	1.3	.2	<b>-2.6</b>		
Some graduate credits	Count	262	351	226	157	996	
	% within Education	26.3%	35.2%	22.7%	15.8%	100.0%	
	% within USE Preference	13.3%	13.6%	13.0%	10.3%	12.7%	
	% of Total	3.4%	4.5%	2.9%	2.0%	12.7%	
	Adjusted Residual	.9	1.6	.3	<b>-3.2</b>		
Advanced degree (MA, MD, PhD)	Count	623	870	455	246	2194	
	% within Education	28.4%	39.7%	20.7%	11.2%	100.0%	
	% within USE Preference	31.7%	33.7%	26.1%	16.1%	28.1%	
	% of Total	8.0%	11.1%	5.8%	3.1%	28.1%	
	Adjusted Residual	<b>4.1</b>	<b>7.7</b>	<b>-2.1</b>	<b>-11.6</b>		
Total	Count	1966	2584	1742	1524	7816	
	% within Education	25.2%	33.1%	22.3%	19.5%	100.0%	
	% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	25.2%	33.1%	22.3%	19.5%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>391.322<sup>a</sup></b>	18	.000
Likelihood Ratio	376.247	18	.000
Linear-by-Linear Association	227.676	1	.000
N of Valid Cases	7816		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.42.

## Primary or Secondary Actualizer \* PIMP Preference

### Crosstab

			PIMP Preference			Total
			NoPref	Acquired	Local	
Primary or Secondary Actualizer	Not Actualizer	Count	1668	1000	804	3472
		% within Primary or Secondary Actualizer	48.0%	28.8%	23.2%	100.0%
		% within PIMP Preference	51.2%	32.9%	50.5%	44.0%
		% of Total	21.2%	12.7%	10.2%	44.0%
		Adjusted Residual	<b>10.8</b>	<b>-15.7</b>	<b>5.8</b>	
Primary or Secondary Actualizer	Primary or Secondary Actualizer	Count	1589	2035	789	4413
		% within Primary or Secondary Actualizer	36.0%	46.1%	17.9%	100.0%
		% within PIMP Preference	48.8%	67.1%	49.5%	56.0%
		% of Total	20.2%	25.8%	10.0%	56.0%
		Adjusted Residual	<b>-10.8</b>	<b>15.7</b>	<b>-5.8</b>	
Total		Count	3257	3035	1593	7885
		% within Primary or Secondary Actualizer	41.3%	38.5%	20.2%	100.0%
		% within PIMP Preference	100.0%	100.0%	100.0%	100.0%
		% of Total	41.3%	38.5%	20.2%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>246.222<sup>a</sup></b>	2	.000
Likelihood Ratio	249.628	2	.000
Linear-by-Linear Association	15.546	1	.000
N of Valid Cases	7885		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 701.45.

## Primary or Secondary Actualizer \* USE Preference

### Crosstab

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
Primary or Secondary Actualizer	Not Actualizer	Count	788	1002	807	947	3544
		% within Primary or Secondary Actualizer	22.2%	28.3%	22.8%	26.7%	100.0%
		% within USE Preference	39.3%	38.0%	45.4%	60.4%	44.4%
		% of Total	9.9%	12.6%	10.1%	11.9%	44.4%
		Adjusted Residual	<b>-5.3</b>	<b>-8.1</b>	<b>1.0</b>	<b>14.3</b>	
	Primary or Secondary Actualizer	Count	1216	1634	970	620	4440
		% within Primary or Secondary Actualizer	27.4%	36.8%	21.8%	14.0%	100.0%
		% within USE Preference	60.7%	62.0%	54.6%	39.6%	55.6%
		% of Total	15.2%	20.5%	12.1%	7.8%	55.6%
		Adjusted Residual	<b>5.3</b>	<b>8.1</b>	<b>-1.0</b>	<b>-14.3</b>	
Total	Count	2004	2636	1777	1567	7984	
	% within Primary or Secondary Actualizer	25.1%	33.0%	22.3%	19.6%	100.0%	
	% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	25.1%	33.0%	22.3%	19.6%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>228.449<sup>a</sup></b>	3	.000
Likelihood Ratio	228.079	3	.000
Linear-by-Linear Association	174.649	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 695.57.

```
*****  
*TITLE "PART II: UTILIGRAPHICS of Local Preference".  
*****
```

```
*****  
*A. MEANS ANALYSIS  
*****
```

```
means  
tables = core a046 to a049  
          a054 a060 a066  
          a084 a090  
          by PIM_Pref USE_Pref  
/cells mean count  
/statistics anova.
```

# Means

## Report

	Mean			
	PIMP Preference			
	NoPref	Acquired	Local	Total
Core/Fringe	41.44	54.33	47.99	47.73
Number of Public Stations Used Across the Week	1.14	1.35	1.41	1.28
Total number of Stations Used Across the Week	4.05	4.24	4.37	4.19
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	3.55	4.19	3.83	3.85
Horizontal Hold to Radio (# of Days Listened Out of 7)	6.01	6.08	6.08	6.05
Time Spent Listening to Public Radio (QHs/week)- Total	34.09	37.32	39.37	36.40
Time Spent Listening to the Radio (QHs/week)- Total	96.41	87.46	99.46	93.58
Loyalty to Public Radio (Total)	39.661	46.762	43.388	43.148

## ANOVA Table

	F	Sig.
Core/Fringe	<b>53.040</b>	.000
Number of Public Stations Used Across the Week	<b>181.399</b>	.000
Total number of Stations Used Across the Week	<b>11.532</b>	.000
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	<b>71.607</b>	.000
Horizontal Hold to Radio (# of Days Listened Out of 7)	<b>3.082</b>	.046
Time Spent Listening to Public Radio (QHs/week)- Total	<b>8.280</b>	.000
Time Spent Listening to the Radio (QHs/week)- Total	<b>19.171</b>	.000
Loyalty to Public Radio (Total)	<b>35.923</b>	.000

## Report

	Mean				
	USE Preference				
	Acquired Only	Mostly Acquired	Mostly Local	Local Only	Total
Core/Fringe	31.20	64.49	63.93	22.23	47.72
Number of Public Stations Used Across the Week	1.09	1.41	1.46	1.08	1.28
Total number of Stations Used Across the Week	4.25	4.06	4.06	4.46	4.18
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	3.11	4.88	4.56	2.25	3.85
Horizontal Hold to Radio (# of Days Listened Out of 7)	5.85	6.26	6.18	5.83	6.06
Time Spent Listening to Public Radio (QHs/week)- Total	16.20	50.79	56.08	16.24	36.50
Time Spent Listening to the Radio (QHs/week)- Total	75.68	99.70	109.60	89.30	93.84
Loyalty to Public Radio (Total)	31.663	55.317	54.710	24.108	43.120

**ANOVA Table**

	F	Sig.
Core/Fringe	<b>430.386</b>	.000
Number of Public Stations Used Across the Week	<b>275.027</b>	.000
Total number of Stations Used Across the Week	<b>12.131</b>	.000
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	<b>843.948</b>	.000
Horizontal Hold to Radio (# of Days Listened Out of 7)	<b>65.511</b>	.000
Time Spent Listening to Public Radio (QHs/week)- Total	<b>517.447</b>	.000
Time Spent Listening to the Radio (QHs/week)- Total	<b>82.100</b>	.000
Loyalty to Public Radio (Total)	<b>522.669</b>	.000



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**\*B. CROSSTABS ANALYSIS**

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**CROSSTABS**

**/TABLES= core a048 a052 a053 BY PIM\_Pref USE\_Pref**

**/FORMAT= AVALUE TABLES**

**/STATISTIC=CHISQ**

**/CELLS= count ROW COLUMN TOTAL ASRESID .**

## Crosstabs

### Core/Fringe \* PIMP Preference

Crosstab

			PIMP Preference			Total
			NoPref	Acquired	Local	
Core/Fringe	Fringe	Count	1907	1386	829	4122
		% within Core/Fringe	46.3%	33.6%	20.1%	100.0%
		% within PIMP Preference	58.6%	45.7%	52.0%	52.3%
		% of Total	24.2%	17.6%	10.5%	52.3%
		Adjusted Residual	9.4	-9.3	-.2	
Core	Core	Count	1350	1649	765	3764
		% within Core/Fringe	35.9%	43.8%	20.3%	100.0%
		% within PIMP Preference	41.4%	54.3%	48.0%	47.7%
		% of Total	17.1%	20.9%	9.7%	47.7%
		Adjusted Residual	-9.4	9.3	.2	
Total	Total	Count	3257	3035	1594	7886
		% within Core/Fringe	41.3%	38.5%	20.2%	100.0%
		% within PIMP Preference	100.0%	100.0%	100.0%	100.0%
		% of Total	41.3%	38.5%	20.2%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>104.580<sup>a</sup></b>	2	.000
Likelihood Ratio	104.858	2	.000
Linear-by-Linear Association	38.808	1	.000
N of Valid Cases	7886		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 760.82.

## Core/Fringe \* USE Preference

### Crosstab

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
Core/Fringe	Fringe	Count	1379	936	641	1218	4174
		% within Core/Fringe	33.0%	22.4%	15.4%	29.2%	100.0%
		% within USE Preference	68.8%	35.5%	36.1%	77.8%	52.3%
		% of Total	17.3%	11.7%	8.0%	15.3%	52.3%
		Adjusted Residual	17.1	-21.1	-15.5	22.5	
Core	Core	Count	625	1700	1136	348	3809
		% within Core/Fringe	16.4%	44.6%	29.8%	9.1%	100.0%
		% within USE Preference	31.2%	64.5%	63.9%	22.2%	47.7%
		% of Total	7.8%	21.3%	14.2%	4.4%	47.7%
		Adjusted Residual	-17.1	21.1	15.5	-22.5	
Total	Total	Count	2004	2636	1777	1566	7983
		% within Core/Fringe	25.1%	33.0%	22.3%	19.6%	100.0%
		% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	25.1%	33.0%	22.3%	19.6%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>1111.979<sup>a</sup></b>	3	.000
Likelihood Ratio	1150.367	3	.000
Linear-by-Linear Association	14.302	1	.000
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 747.20.

**Horizontal Hold to Public Radio (# of Different Days Listened Out of Seven) \* PIMP Preference**

**Crosstab**

			PIMP Preference			Total
			NoPref	Acquired	Local	
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	1	Count	838	472	347	1657
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	50.6%	28.5%	20.9%	100.0%
		% within PIMP Preference	25.7%	15.5%	21.8%	21.0%
		% of Total	10.6%	6.0%	4.4%	21.0%
		Adjusted Residual	8.6	-9.4	.9	
	2	Count	501	375	206	1082
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	46.3%	34.7%	19.0%	100.0%
		% within PIMP Preference	15.4%	12.4%	12.9%	13.7%
		% of Total	6.4%	4.8%	2.6%	13.7%
		Adjusted Residual	3.6	-2.8	-1.0	
	3	Count	377	315	156	848
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	44.5%	37.1%	18.4%	100.0%
		% within PIMP Preference	11.6%	10.4%	9.8%	10.8%
		% of Total	4.8%	4.0%	2.0%	10.8%
		Adjusted Residual	2.0	-.9	-1.4	
	4	Count	337	364	204	905
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	37.2%	40.2%	22.5%	100.0%
		% within PIMP Preference	10.3%	12.0%	12.8%	11.5%
		% of Total	4.3%	4.6%	2.6%	11.5%
		Adjusted Residual	-2.6	1.1	1.9	
	5	Count	410	516	253	1179
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	34.8%	43.8%	21.5%	100.0%
		% within PIMP Preference	12.6%	17.0%	15.9%	15.0%
		% of Total	5.2%	6.5%	3.2%	15.0%
		Adjusted Residual	-4.9	4.0	1.2	
	6	Count	364	437	187	988
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	36.8%	44.2%	18.9%	100.0%
		% within PIMP Preference	11.2%	14.4%	11.7%	12.5%
		% of Total	4.6%	5.5%	2.4%	12.5%
		Adjusted Residual	-3.0	4.0	-1.1	
	7	Count	430	557	239	1226
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	35.1%	45.4%	19.5%	100.0%
		% within PIMP Preference	13.2%	18.3%	15.0%	15.5%
		% of Total	5.5%	7.1%	3.0%	15.5%
		Adjusted Residual	-4.8	5.4	-.7	

**Crosstab**

		PIMP Preference			Total
		NoPref	Acquired	Local	
Total	Count	3257	3036	1592	7885
	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	41.3%	38.5%	20.2%	100.0%
	% within PIMP Preference	100.0%	100.0%	100.0%	100.0%
	% of Total	41.3%	38.5%	20.2%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>162.776<sup>a</sup></b>	12	.000
Likelihood Ratio	164.623	12	.000
Linear-by-Linear Association	44.506	1	.000
N of Valid Cases	7885		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 171.21.

**Horizontal Hold to Public Radio (# of Different Days Listened Out of Seven) \* USE Preference**

**Crosstab**

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	1	Count	670	159	103	754	1686
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	39.7%	9.4%	6.1%	44.7%	100.0%
		% within USE Preference	33.4%	6.0%	5.8%	48.1%	21.1%
		% of Total	8.4%	2.0%	1.3%	9.4%	21.1%
		Adjusted Residual	<b>15.6</b>	<b>-23.2</b>	<b>-18.0</b>	<b>29.2</b>	
	2	Count	295	253	209	337	1094
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	27.0%	23.1%	19.1%	30.8%	100.0%
		% within USE Preference	14.7%	9.6%	11.8%	21.5%	13.7%
		% of Total	3.7%	3.2%	2.6%	4.2%	13.7%
		Adjusted Residual	1.5	-7.5	-2.7	10.0	
	3	Count	211	251	232	169	863
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	24.4%	29.1%	26.9%	19.6%	100.0%
		% within USE Preference	10.5%	9.5%	13.0%	10.8%	10.8%
		% of Total	2.6%	3.1%	2.9%	2.1%	10.8%
		Adjusted Residual	-5	-2.6	3.5	.0	
	4	Count	204	339	280	92	915
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	22.3%	37.0%	30.6%	10.1%	100.0%
		% within USE Preference	10.2%	12.9%	15.7%	5.9%	11.5%
		% of Total	2.6%	4.2%	3.5%	1.2%	11.5%
		Adjusted Residual	-2.1	2.8	6.4	-7.8	
	5	Count	347	427	300	116	1190
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	29.2%	35.9%	25.2%	9.7%	100.0%
		% within USE Preference	17.3%	16.2%	16.9%	7.4%	14.9%
		% of Total	4.3%	5.3%	3.8%	1.5%	14.9%
		Adjusted Residual	3.5	2.3	2.6	-9.3	
	6	Count	145	494	298	59	996
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	14.6%	49.6%	29.9%	5.9%	100.0%
		% within USE Preference	7.2%	18.7%	16.8%	3.8%	12.5%
		% of Total	1.8%	6.2%	3.7%	.7%	12.5%
		Adjusted Residual	-8.2	11.9	6.2	-11.6	
	7	Count	132	712	356	41	1241
		% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	10.6%	57.4%	28.7%	3.3%	100.0%
		% within USE Preference	6.6%	27.0%	20.0%	2.6%	15.5%
		% of Total	1.7%	8.9%	4.5%	.5%	15.5%
		Adjusted Residual	<b>-12.8</b>	<b>19.9</b>	<b>5.9</b>	<b>-15.8</b>	

**Crosstab**

		USE Preference				Total
		Acquired Only	Mostly Acquired	Mostly Local	Local Only	
Total	Count	2004	2635	1778	1568	7985
	% within Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	25.1%	33.0%	22.3%	19.6%	100.0%
	% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	25.1%	33.0%	22.3%	19.6%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>2207.045<sup>a</sup></b>	18	.000
Likelihood Ratio	2353.446	18	.000
Linear-by-Linear Association	125.539	1	.000
N of Valid Cases	7985		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 169.47.

## Weekpart of Listening to Public Radio \* PIMP Preference

### Crosstab

			PIMP Preference			Total
			NoPref	Acquired	Local	
Weekpart of Listening to Public Radio	Weekdays Only	Count	1279	1124	499	2902
		% within Weekpart of Listening to Public Radio	44.1%	38.7%	17.2%	100.0%
		% within PIMP Preference	39.3%	37.0%	31.3%	36.8%
		% of Total	16.2%	14.3%	6.3%	36.8%
		Adjusted Residual	3.8	.3	-5.1	
	Weekends Only	Count	405	255	208	868
		% within Weekpart of Listening to Public Radio	46.7%	29.4%	24.0%	100.0%
		% within PIMP Preference	12.4%	8.4%	13.1%	11.0%
		% of Total	5.1%	3.2%	2.6%	11.0%
		Adjusted Residual	3.4	-5.9	2.9	
	Both Weekends and Weekdays	Count	1573	1657	886	4116
		% within Weekpart of Listening to Public Radio	38.2%	40.3%	21.5%	100.0%
% within PIMP Preference		48.3%	54.6%	55.6%	52.2%	
% of Total		19.9%	21.0%	11.2%	52.2%	
Adjusted Residual		-5.8	3.4	3.1		
Total	Count	3257	3036	1593	7886	
	% within Weekpart of Listening to Public Radio	41.3%	38.5%	20.2%	100.0%	
	% within PIMP Preference	100.0%	100.0%	100.0%	100.0%	
	% of Total	41.3%	38.5%	20.2%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>65.656<sup>a</sup></b>	4	.000
Likelihood Ratio	67.450	4	.000
Linear-by-Linear Association	31.280	1	.000
N of Valid Cases	7886		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 175.34.



## Weekpart of Listening to Public Radio \* USE Preference

### Crosstab

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
Weekpart of Listening to Public Radio	Weekdays Only	Count	1072	654	437	777	2940
		% within Weekpart of Listening to Public Radio	36.5%	22.2%	14.9%	26.4%	100.0%
		% within USE Preference	53.5%	24.8%	24.6%	49.6%	36.8%
		% of Total	13.4%	8.2%	5.5%	9.7%	36.8%
		Adjusted Residual	17.9	-15.6	-12.1	11.7	
	Weekends Only	Count	345	95	70	374	884
		% within Weekpart of Listening to Public Radio	39.0%	10.7%	7.9%	42.3%	100.0%
		% within USE Preference	17.2%	3.6%	3.9%	23.9%	11.1%
		% of Total	4.3%	1.2%	.9%	4.7%	11.1%
	Both Weekends and Weekdays	Count	587	1887	1270	416	4160
		% within Weekpart of Listening to Public Radio	14.1%	45.4%	30.5%	10.0%	100.0%
		% within USE Preference	29.3%	71.6%	71.5%	26.5%	52.1%
% of Total		7.4%	23.6%	15.9%	5.2%	52.1%	
Total	Count	2004	2636	1777	1567	7984	
	% within Weekpart of Listening to Public Radio	25.1%	33.0%	22.3%	19.6%	100.0%	
	% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	25.1%	33.0%	22.3%	19.6%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>1626.969<sup>a</sup></b>	6	.000
Likelihood Ratio	1679.067	6	.000
Linear-by-Linear Association	2.959	1	.085
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 173.50.

## Weekpart of Listening to the Radio \* PIMP Preference

### Crosstab

			PIMP Preference			Total
			NoPref	Acquired	Local	
Weekpart of Listening to the Radio	Weekdays Only	Count	352	317	139	808
		% within Weekpart of Listening to the Radio	43.6%	39.2%	17.2%	100.0%
		% within PIMP Preference	10.8%	10.4%	8.7%	10.2%
		% of Total	4.5%	4.0%	1.8%	10.2%
		Adjusted Residual	1.4	.5	-2.2	
	Weekends Only	Count	18	9	12	39
		% within Weekpart of Listening to the Radio	46.2%	23.1%	30.8%	100.0%
		% within PIMP Preference	.6%	.3%	.8%	.5%
		% of Total	.2%	.1%	.2%	.5%
		Adjusted Residual	.6	-2.0	1.6	
	Both Weekends and Weekdays	Count	2887	2710	1443	7040
		% within Weekpart of Listening to the Radio	41.0%	38.5%	20.5%	100.0%
		% within PIMP Preference	88.6%	89.3%	90.5%	89.3%
		% of Total	36.6%	34.4%	18.3%	89.3%
		Adjusted Residual	-1.5	.0	1.8	
Total	Count	3257	3036	1594	7887	
	% within Weekpart of Listening to the Radio	41.3%	38.5%	20.2%	100.0%	
	% within PIMP Preference	100.0%	100.0%	100.0%	100.0%	
	% of Total	41.3%	38.5%	20.2%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>9.947<sup>a</sup></b>	4	.041
Likelihood Ratio	10.221	4	.037
Linear-by-Linear Association	4.133	1	.042
N of Valid Cases	7887		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.88.

## Weekpart of Listening to the Radio \* USE Preference

### Crosstab

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
Weekpart of Listening to the Radio	Weekdays Only	Count	295	196	132	191	814
		% within Weekpart of Listening to the Radio	36.2%	24.1%	16.2%	23.5%	100.0%
		% within USE Preference	14.7%	7.4%	7.4%	12.2%	10.2%
		% of Total	3.7%	2.5%	1.7%	2.4%	10.2%
		Adjusted Residual	7.7	-5.7	-4.4	2.9	
	Weekends Only	Count	18	4	3	13	38
		% within Weekpart of Listening to the Radio	47.4%	10.5%	7.9%	34.2%	100.0%
		% within USE Preference	.9%	.2%	.2%	.8%	.5%
		% of Total	.2%	.1%	.0%	.2%	.5%
		Adjusted Residual	3.2	-3.0	-2.1	2.3	
	Both Weekends and Weekdays	Count	1691	2435	1643	1363	7132
		% within Weekpart of Listening to the Radio	23.7%	34.1%	23.0%	19.1%	100.0%
% within USE Preference		84.4%	92.4%	92.4%	87.0%	89.3%	
% of Total		21.2%	30.5%	20.6%	17.1%	89.3%	
	Adjusted Residual	-8.3	6.3	4.8	-3.4		
Total	Count	2004	2635	1778	1567	7984	
	% within Weekpart of Listening to the Radio	25.1%	33.0%	22.3%	19.6%	100.0%	
	% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	25.1%	33.0%	22.3%	19.6%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>111.510<sup>a</sup></b>	6	.000
Likelihood Ratio	110.747	6	.000
Linear-by-Linear Association	7.504	1	.006
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.46.

\*\*\*\*\*  
\*TITLE "PART III: ATTITUDINAL Analysis of Local Preference".  
\*\*\*\*\*

\*\*\*\*\*  
\*A. MEANS ANALYSIS  
\*\*\*\*\*

MEANS  
TABLES = pimp\_loc pimp\_acq  
          a147 to a148  
          by PIM\_Pref USE\_Pref  
/CELLS MEAN COUNT  
/STATISTICS ANOVA.

## Means

### Report

	Mean			
	PIMP Preference			
	NoPref	Acquired	Local	Total
PIMP_LOC	<b>4.4023</b>	<b>3.4600</b>	<b>4.9349</b>	4.1472
PIMP_ACQ	<b>4.4023</b>	<b>5.1785</b>	<b>3.2675</b>	4.4718
The news programming on public radio is unique, not available on commercial stations	4.69	5.21	4.62	4.88
The music programming on public radio is unique, not available on commercial stations	4.94	4.97	5.25	5.02

### ANOVA Table

	F	Sig.
PIMP_LOC	<b>800.025</b>	.000
PIMP_ACQ	<b>1192.018</b>	.000
The news programming on public radio is unique, not available on commercial stations	<b>206.356</b>	.000
The music programming on public radio is unique, not available on commercial	<b>47.941</b>	.000

### Report

	Mean				
	USE Preference				
	Acquired Only	Mostly Acquired	Mostly Local	Local Only	Total
PIMP_LOC	3.8038	4.1953	4.3542	4.0106	4.0962
PIMP_ACQ	4.6135	4.7874	4.3248	3.6463	4.4168
The news programming on public radio is unique, not available on commercial stations	4.98	5.22	4.77	4.28	4.88
The music programming on public radio is unique, not available on commercial stations	4.67	5.11	5.34	4.93	5.01

### ANOVA Table

	F	Sig.
PIMP_LOC	<b>51.324</b>	.000
PIMP_ACQ	<b>215.388</b>	.000
The news programming on public radio is unique, not available on commercial stations	<b>233.941</b>	.000
The music programming on public radio is unique, not available on commercial stations	<b>130.145</b>	.000

\*\*\*\*\*

**\*B. CROSSTABS ANALYSIS**

\*\*\*\*\*

**CROSSTABS**

**/TABLES= SOC reconcur**

**a147a to a148a**

**by PIM\_Pref USE\_Pref**

**/FORMAT= AVALUE TABLES**

**/STATISTIC=CHISQ**

**/CELLS= count ROW COLUMN TOTAL ASRESID.**

## Crosstabs

### SOC \* PIMP Preference

Crosstab

			PIMP Preference			Total
			NoPref	Acquired	Local	
SOC	No SOC	Count	1585	1062	745	3392
		% within SOC	46.7%	31.3%	22.0%	100.0%
		% within PIMP Preference	48.7%	35.0%	46.8%	43.0%
		% of Total	20.1%	13.5%	9.4%	43.0%
		Adjusted Residual	8.5	-11.4	3.4	
	Yes SOC	Count	1672	1973	848	4493
		% within SOC	37.2%	43.9%	18.9%	100.0%
		% within PIMP Preference	51.3%	65.0%	53.2%	57.0%
		% of Total	21.2%	25.0%	10.8%	57.0%
		Adjusted Residual	-8.5	11.4	-3.4	
Total	Count	3257	3035	1593	7885	
	% within SOC	41.3%	38.5%	20.2%	100.0%	
	% within PIMP Preference	100.0%	100.0%	100.0%	100.0%	
	% of Total	41.3%	38.5%	20.2%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>131.258<sup>a</sup></b>	2	.000
Likelihood Ratio	132.462	2	.000
Linear-by-Linear Association	13.980	1	.000
N of Valid Cases	7885		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 685.28.

**SOC \* USE Preference**

**Crosstab**

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
SOC	No SOC	Count	997	819	638	972	3426
		% within SOC	29.1%	23.9%	18.6%	28.4%	100.0%
		% within USE Preference	49.8%	31.1%	35.9%	62.0%	42.9%
		% of Total	12.5%	10.3%	8.0%	12.2%	42.9%
		Adjusted Residual	7.1	-15.0	-6.8	17.1	
Yes SOC	Yes SOC	Count	1007	1816	1140	595	4558
		% within SOC	22.1%	39.8%	25.0%	13.1%	100.0%
		% within USE Preference	50.2%	68.9%	64.1%	38.0%	57.1%
		% of Total	12.6%	22.7%	14.3%	7.5%	57.1%
		Adjusted Residual	-7.1	15.0	6.8	-17.1	
Total	Total	Count	2004	2635	1778	1567	7984
		% within SOC	25.1%	33.0%	22.3%	19.6%	100.0%
		% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	25.1%	33.0%	22.3%	19.6%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>458.436<sup>a</sup></b>	3	.000
Likelihood Ratio	461.079	3	.000
Linear-by-Linear Association	51.604	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 672.41.



## Household Current Giver \* PIMP Preference

### Crosstab

			PIMP Preference			Total
			NoPref	Acquired	Local	
Household Current Giver	Not Current	Count	2330	1858	1103	5291
		% within Household Current Giver	44.0%	35.1%	20.8%	100.0%
		% within PIMP Preference	71.5%	61.2%	69.2%	67.1%
		% of Total	29.5%	23.6%	14.0%	67.1%
		Adjusted Residual	7.0	-8.8	2.0	
	Current	Count	927	1178	490	2595
		% within Household Current Giver	35.7%	45.4%	18.9%	100.0%
		% within PIMP Preference	28.5%	38.8%	30.8%	32.9%
		% of Total	11.8%	14.9%	6.2%	32.9%
		Adjusted Residual	-7.0	8.8	-2.0	
Total	Count	3257	3036	1593	7886	
	% within Household Current Giver	41.3%	38.5%	20.2%	100.0%	
	% within PIMP Preference	100.0%	100.0%	100.0%	100.0%	
	% of Total	41.3%	38.5%	20.2%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>80.249<sup>a</sup></b>	2	.000
Likelihood Ratio	79.750	2	.000
Linear-by-Linear Association	12.305	1	.000
N of Valid Cases	7886		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 524.20.

## Household Current Giver \* USE Preference

### Crosstab

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
Household Current Giver	Not Current	Count	1477	1457	1120	1315	5369
		% within Household Current Giver	27.5%	27.1%	20.9%	24.5%	100.0%
		% within USE Preference	73.7%	55.3%	63.0%	83.9%	67.2%
		% of Total	18.5%	18.2%	14.0%	16.5%	67.2%
		Adjusted Residual	<b>7.1</b>	<b>-16.0</b>	<b>-4.3</b>	<b>15.7</b>	
	Current	Count	527	1179	658	252	2616
		% within Household Current Giver	20.1%	45.1%	25.2%	9.6%	100.0%
		% within USE Preference	26.3%	44.7%	37.0%	16.1%	32.8%
		% of Total	6.6%	14.8%	8.2%	3.2%	32.8%
		Adjusted Residual	<b>-7.1</b>	<b>16.0</b>	<b>4.3</b>	<b>-15.7</b>	
Total	Count	2004	2636	1778	1567	7985	
	% within Household Current Giver	25.1%	33.0%	22.3%	19.6%	100.0%	
	% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	25.1%	33.0%	22.3%	19.6%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>421.801<sup>a</sup></b>	3	.000
Likelihood Ratio	441.000	3	.000
Linear-by-Linear Association	50.956	1	.000
N of Valid Cases	7985		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 513.37.

**The news programming on public radio is unique, not available on commercial stations \* PIMP Preference**

**Crosstab**

			PIMP Preference			Total
			NoPref	Acquired	Local	
The news programming on public radio is unique, not available on commercial stations	Disagree	Count	423	179	235	837
		% within The news programming on public radio is unique, not available on commercial stations	50.5%	21.4%	28.1%	100.0%
		% within PIMP Preference	13.3%	5.9%	15.2%	10.8%
		% of Total	5.5%	2.3%	3.0%	10.8%
		Adjusted Residual	5.9	-11.0	6.2	
	Agree	Count	2758	2835	1314	6907
		% within The news programming on public radio is unique, not available on commercial stations	39.9%	41.0%	19.0%	100.0%
		% within PIMP Preference	86.7%	94.1%	84.8%	89.2%
		% of Total	35.6%	36.6%	17.0%	89.2%
		Adjusted Residual	-5.9	11.0	-6.2	
Total	Count	3181	3014	1549	7744	
	% within The news programming on public radio is unique, not available on commercial stations	41.1%	38.9%	20.0%	100.0%	
	% within PIMP Preference	100.0%	100.0%	100.0%	100.0%	
	% of Total	41.1%	38.9%	20.0%	100.0%	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>125.164<sup>a</sup></b>	2	.000
Likelihood Ratio	133.810	2	.000
Linear-by-Linear Association	.319	1	.572
N of Valid Cases	7744		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 167.42.

**The news programming on public radio is unique, not available on commercial stations \* USE Preference**

**Crosstab**

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
The news programming on public radio is unique, not available on commercial stations	Disagree	Count	171	157	223	302	853
		% within The news programming on public radio is unique, not available on commercial stations	20.0%	18.4%	26.1%	35.4%	100.0%
		% within USE Preference	8.6%	6.0%	12.9%	20.1%	10.9%
		% of Total	2.2%	2.0%	2.9%	3.9%	10.9%
		Adjusted Residual	-3.8	-9.7	3.0	12.7	
	Agree	Count	1811	2442	1510	1203	6966
		% within The news programming on public radio is unique, not available on commercial stations	26.0%	35.1%	21.7%	17.3%	100.0%
		% within USE Preference	91.4%	94.0%	87.1%	79.9%	89.1%
		% of Total	23.2%	31.2%	19.3%	15.4%	89.1%
		Adjusted Residual	3.8	9.7	-3.0	-12.7	
Total	Count	1982	2599	1733	1505	7819	
	% within The news programming on public radio is unique, not available on commercial stations	25.3%	33.2%	22.2%	19.2%	100.0%	
	% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	25.3%	33.2%	22.2%	19.2%	100.0%	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>210.684<sup>a</sup></b>	3	.000
Likelihood Ratio	199.258	3	.000
Linear-by-Linear Association	147.829	1	.000
N of Valid Cases	7819		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 164.19.

**The music programming on public radio is unique, not available on commercial stations \* PIMP Preference**

**Crosstab**

			PIMP Preference			Total
			NoPref	Acquired	Local	
The music programming on public radio is unique, not available on commercial stations	Disagree	Count	312	285	90	687
		% within The music programming on public radio is unique, not available on commercial stations	45.4%	41.5%	13.1%	100.0%
		% within PIMP Preference	9.7%	9.5%	5.7%	8.8%
		% of Total	4.0%	3.7%	1.2%	8.8%
		Adjusted Residual	2.4	1.6	-4.9	
	Agree	Count	2891	2721	1490	7102
		% within The music programming on public radio is unique, not available on commercial stations	40.7%	38.3%	21.0%	100.0%
		% within PIMP Preference	90.3%	90.5%	94.3%	91.2%
		% of Total	37.1%	34.9%	19.1%	91.2%
		Adjusted Residual	-2.4	-1.6	4.9	
Total		Count	3203	3006	1580	7789
		% within The music programming on public radio is unique, not available on commercial stations	41.1%	38.6%	20.3%	100.0%
		% within PIMP Preference	100.0%	100.0%	100.0%	100.0%
		% of Total	41.1%	38.6%	20.3%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>24.182<sup>a</sup></b>	2	.000
Likelihood Ratio	26.558	2	.000
Linear-by-Linear Association	17.390	1	.000
N of Valid Cases	7789		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 139.36.

**The music programming on public radio is unique, not available on commercial stations \* USE Preference**

**Crosstab**

			USE Preference				Total
			Acquired Only	Mostly Acquired	Mostly Local	Local Only	
The music programming on public radio is unique, not available on commercial stations	Disagree	Count	253	203	81	159	696
		% within The music programming on public radio is unique, not available on commercial stations	36.4%	29.2%	11.6%	22.8%	100.0%
		% within USE Preference	12.8%	7.8%	4.6%	10.4%	8.8%
		% of Total	3.2%	2.6%	1.0%	2.0%	8.8%
		Adjusted Residual	7.2	-2.3	-7.1	2.3	
	Agree	Count	1718	2399	1677	1377	7171
		% within The music programming on public radio is unique, not available on commercial stations	24.0%	33.5%	23.4%	19.2%	100.0%
		% within USE Preference	87.2%	92.2%	95.4%	89.6%	91.2%
		% of Total	21.8%	30.5%	21.3%	17.5%	91.2%
		Adjusted Residual	-7.2	2.3	7.1	-2.3	
Total	Count	1971	2602	1758	1536	7867	
	% within The music programming on public radio is unique, not available on commercial stations	25.1%	33.1%	22.3%	19.5%	100.0%	
	% within USE Preference	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	25.1%	33.1%	22.3%	19.5%	100.0%	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>85.911<sup>a</sup></b>	3	.000
Likelihood Ratio	89.121	3	.000
Linear-by-Linear Association	16.050	1	.000
N of Valid Cases	7867		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 135.89.