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* Question:   What is associated with a listener saying
              that a station, or network programming, or
              local programming, is personally important?
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PERSONAL IMPORTANCE OF THE STATION

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	.773[a]	.597	**.597**	.7479	**.597**	1397.648	2	1884	.000
2	.793[b]	.629	**.629**	.7178	**.032**	81.746	2	1882	.000

a. Predictors: (Constant), Personal Importance of Acquired Pgmmg on Station(s), Personal Importance of Local Pgmmg on Station(s)

b. Predictors: (Constant), Personal Importance of Acquired Pgmmg on Station(s), Personal Importance of Local Pgmmg on Station(s), RELIANCE "Utiligraphic Reliance on Public Radio", I seek out public radio whenever I move residence or travel out of town

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.999	.076		**13.219**	.000
	Personal Importance of Local Pgmmg on Station(s)	.300	.015	.330	**20.367**	.000
	Personal Importance of Acquired Pgmmg on Station(s)	.542	.015	.572	**35.306**	.000
2	(Constant)	.972	.084		**11.566**	.000
	Personal Importance of Local Pgmmg on Station(s)	.273	.014	.301	**19.155**	.000
	Personal Importance of Acquired Pgmmg on Station(s)	.455	.016	.480	**27.695**	.000
	RELIANCE "Utiligraphic Reliance on Public Radio"	.150	.019	.120	**7.876**	.000
	I seek out public radio whenever I move residence or travel out of town	.121	.015	.135	**8.185**	.000

a. Dependent Variable: Personal Importance of Station(s)

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	RELIANCE "Utiligraphic Reliance on Public Radio"	.147[a]	9.656	.000	.217	.885
	I seek out public radio whenever I move residence or travel out of town	.163[a]	9.914	.000	.223	.753
	NFORMATS	.055[a]	3.625	.000	.083	.937
	NSOURCES	.067[a]	4.526	.000	.104	.953
	Sex	.026[a]	1.763	.078	.041	.998
	Hours worked per week	.058[a]	3.931	.000	.090	.985
	Household Income in Thousands$	.016[a]	1.086	.277	.025	.990
	Years of Formal Education	.058[a]	3.910	.000	.090	.962
	Core/Fringe	.105[a]	7.028	.000	.160	.938
	Exclusive Listener to Public Radio	.033[a]	2.271	.023	.052	.994
	Number of Public Stations Used Across the Week	.039[a]	2.634	.009	.061	.957
	Horizontal Hold to Public Radio (# of Days Listened Out of 7)	.147[a]	9.774	.000	.220	.894
	Time Spent Listening to Public Radio (QHs/week)-Total	.093[a]	6.245	.000	.142	.939
	Loyalty to Public Radio (Total)	.129[a]	8.629	.000	.195	.919
	Occasions to Public Radio (in Tune-Ins/Week)- Total	.123[a]	8.132	.000	.184	.909
	Actualizer Primary or Secondary	.060[a]	4.068	.000	.093	.965
	The news programming on public radio is unique, not available on commercial stations	.112[a]	6.553	.000	.149	.714
	The music programming on public radio is unique, not available on commerical stations	.107[a]	7.227	.000	.164	.940
	I generally think of public radio as being financially supported by contributing listeners	.019[a]	1.241	.215	.029	.909
	I generally think of public radio as being financially supported by universities or gov't tax dollars	-.008[a]	-.570	.568	-.013	.998
	The social and cultural values I hear expressed on public radio usually fit closely with my own values	.052[a]	3.243	.001	.075	.832
	I keep listening to the public radio station during its on-air membership drives	.073[a]	4.780	.000	.109	.899
	The on-air membership drives are getting more prevalent than in the past	.024[a]	1.665	.096	.038	.999

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	The on-air membership drives are becoming easier to listen to than in the past	-.011[a]	-.769	.442	-.018	.962
	The on-air mentions of business support (underwriting) are getting more prevalent than in the past	.032[a]	2.135	.033	.049	.973
	The on-air mentions of business support (underwriting) are getting more annoying than in the past	-.008[a]	-.580	.562	-.013	1.000
	My opinion of a company is more positive when I find out that it supports public radio	.074[a]	4.839	.000	.111	.905
	I am concerned that businesses which support public radio may eventually force changes in the programming	-.007[a]	-.469	.639	-.011	.974
	I personally would be less likely to contribute to public radio if more businesses were to support it	-.003[a]	-.186	.852	-.004	1.000
	Public Television Support by Household in the last two years	.056[a]	3.757	.000	.086	.949
	Changes in Use of public radio stations in recent years	.113[a]	7.173	.000	.163	.845
	Changes in Use of commercial radio stations in recent years	-.068[a]	-4.513	.000	-.103	.936
	Changes in Use of public television stations in recent years	-.002[a]	-.150	.881	-.003	.984
	Changes in Use of commercial television stations in recent years	-.038[a]	-2.620	.009	-.060	.988
	Changes in Use of cable television channels in recent years	.007[a]	.463	.644	.011	1.000
	Changes in Use of Internet or on-line services	-.001[a]	-.067	.947	-.002	.975

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
2	NFORMATS	-.026[b]	-1.542	.123	-.036	.708
	NSOURCES	.000[b]	-.028	.978	-.001	.768
	Sex	.019[b]	1.378	.168	.032	.996
	Hours worked per week	.057[b]	4.040	.000	.093	.979
	Household Income in Thousands$	.013[b]	.943	.346	.022	.989
	Years of Formal Education	.033[b]	2.291	.022	.053	.943
	Core/Fringe	-.015[b]	-.626	.531	-.014	.346
	Exclusive Listener to Public Radio	-.010[b]	-.665	.506	-.015	.901
	Number of Public Stations Used Across the Week	-.033[b]	-2.095	.036	-.048	.776
	Horizontal Hold to Public Radio (# of Days Listened Out of 7)	.084[b]	3.215	.001	.074	.286
	Time Spent Listening to Public Radio (QHs/week)-Total	-.042[b]	-1.841	.066	-.042	.386
	Loyalty to Public Radio (Total)	.024[b]	.873	.383	.020	.255
	Occasions to Public Radio (in Tune-Ins/Week)- Total	.010[b]	.375	.708	.009	.269
	Actualizer Primary or Secondary	.045[b]	3.121	.002	.072	.957
	The news programming on public radio is unique, not available on commercial stations	.077[b]	4.563	.000	.105	.691
	The music programming on public radio is unique, not available on commerical stations	.073[b]	4.933	.000	.113	.881
	I generally think of public radio as being financially supported by contributing listeners	-.003[b]	-.215	.830	-.005	.878
	I generally think of public radio as being financially supported by universities or gov't tax dollars	-.009[b]	-.612	.541	-.014	.996
	The social and cultural values I hear expressed on public radio usually fit closely with my own values	.023[b]	1.489	.137	.034	.806
	I keep listening to the public radio station during its on-air membership drives	.053[b]	3.555	.000	.082	.883
	The on-air membership drives are getting more prevalent than in the past	.008[b]	.572	.567	.013	.991
	The on-air membership drives are becoming easier to listen to than in the past	-.011[b]	-.750	.454	-.017	.953

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
2	The on-air mentions of business support (underwriting) are getting more prevalent than in the past	.002[b]	.154	.878	.004	.947
	The on-air mentions of business support (underwriting) are getting more annoying than in the past	-.021[b]	-1.521	.128	-.035	.994
	My opinion of a company is more positive when I find out that it supports public radio	.052[b]	3.487	.000	.080	.882
	I am concerned that businesses which support public radio may eventually force changes in the programming	-.019[b]	-1.298	.194	-.030	.966
	I personally would be less likely to contribute to public radio if more businesses were to support it	-.007[b]	-.480	.631	-.011	.999
	Public Television Support by Household in the last two years	.027[b]	1.820	.069	.042	.924
	Changes in Use of public radio stations in recent years	.085[b]	5.565	.000	.127	.825
	Changes in Use of commercial radio stations in recent years	-.016[b]	-1.027	.305	-.024	.845
	Changes in Use of public television stations in recent years	-.004[b]	-.252	.801	-.006	.975
	Changes in Use of commercial television stations in recent years	-.015[b]	-1.072	.284	-.025	.971
	Changes in Use of cable television channels in recent years	.013[b]	.961	.337	.022	.997
	Changes in Use of Internet or on-line services	.001[b]	.095	.924	.002	.975

a. Predictors in the Model: (Constant), Personal Importance of Acquired Pgmmg on Station(s), Personal Importance of Local Pgmmg on Station(s)

b. Predictors in the Model: (Constant), Personal Importance of Acquired Pgmmg on Station(s), Personal Importance of Local Pgmmg on Station(s), RELIANCE "Utiligraphic Reliance on Public Radio", I seek out public radio whenever I move residence or travel out of town

c. Dependent Variable: Personal Importance of Station(s)

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	.713[a]	.509	**.509**	.8705	**.509**	1959.153	1	1889	.000[a]
2	.731[b]	.535	**.534**	.8477	**.026**	52.338	2	1887	.000[b]
3	.755[c]	.570	**.569**	.8154	**.035**	77.311	2	1885	.000[c]
4	.771[d]	.594	**.593**	.7926	**.024**	111.061	1	1884	.000[d]

a. Predictors: (Constant), Personal Importance of Station(s)

b. Predictors: (Constant), Personal Importance of Station(s), Uses Acquired Programming, ACQ_TSL

c. Predictors: (Constant), Personal Importance of Station(s), Uses Acquired Programming, ACQ_TSL, The social and cultural values I hear expressed on public radio usually fit closely with my own values, I seek out public radio whenever I move residence or travel out of town

d. Predictors: (Constant), Personal Importance of Station(s), Uses Acquired Programming, ACQ_TSL, The social and cultural values I hear expressed on public radio usually fit closely with my own values, I seek out public radio whenever I move residence or travel out of town, The news programming on public radio is unique, not available on commercial stations

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.121	.085		**13.121**	.000
	Personal Importance of Station(s)	.752	.017	.713	**44.262**	.000
2	(Constant)	.944	.090		**10.448**	.000
	Personal Importance of Station(s)	.701	.017	.664	**40.035**	.000
	Uses Acquired Programming	.421	.057	.124	**7.405**	.000
	ACQ_TSL	3.992E-03	.001	.079	**4.573**	.000
3	(Constant)	.295	.102		**2.898**	.004
	Personal Importance of Station(s)	.588	.019	.557	**30.463**	.000
	Uses Acquired Programming	.417	.055	.123	**7.610**	.000
	ACQ_TSL	2.820E-03	.001	.056	**3.329**	.001
	I seek out public radio whenever I move residence or travel out of town	.122	.017	.130	**7.243**	.000
	The social and cultural values I hear expressed on public radio usually fit closely with my own values	.154	.018	.140	**8.448**	.000
4	(Constant)	-.105	.106		**-.990**	.323
	Personal Importance of Station(s)	.537	.019	.509	**27.723**	.000
	Uses Acquired Programming	.331	.054	.098	**6.154**	.000
	ACQ_TSL	1.961E-03	.001	.039	**2.370**	.018
	I seek out public radio whenever I move residence or travel out of town	.101	.017	.107	**6.087**	.000
	The social and cultural values I hear expressed on public radio usually fit closely with my own values	.105	.018	.095	**5.707**	.000
	The news programming on public radio is unique, not available on commercial stations	.209	.020	.187	**10.539**	.000

a. Dependent Variable: Personal Importance of Acquired Pgmmg on Station(s)

PERSONAL IMPORTANCE OF LOCAL PROGRAMMING

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	.577[a]	.332	**.332**	1.0604	**.332**	942.401	1	1892	.000
2	.604[b]	.364	**.363**	1.0352	**.032**	47.713	2	1890	.000

a. Predictors: (Constant), Personal Importance of Station(s)

b. Predictors: (Constant), Personal Importance of Station(s), Uses Local Programming, LOC_TSL

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.201	.104		**11.555**	.000
	Personal Importance of Station(s)	.635	.021	.577	**30.699**	.000
2	(Constant)	.988	.106		**9.350**	.000
	Personal Importance of Station(s)	.614	.020	.558	**30.161**	.000
	Uses Local Programming	.393	.054	.142	**7.221**	.000
	LOC_TSL	3.315E-03	.001	.072	**3.649**	.000

a. Dependent Variable: Personal Importance of Local Pgmmg on Station(s)

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Uses Local Programming	.167[a]	9.032	.000	.203	.995
	LOC_TSL	.122[a]	6.492	.000	.148	.984
	NFORMATS	.051[a]	2.653	.008	.061	.940
	NSOURCES	.089[a]	4.637	.000	.106	.955
	Sex	-.036[a]	-1.940	.053	-.045	1.000
	Hours worked per week	-.045[a]	-2.390	.017	-.055	.981
	Household Income in Thousands$	-.076[a]	-4.036	.000	-.092	1.000
	Core/Fringe	-.011[a]	-.578	.564	-.013	.917
	Years of Formal Education	-.075[a]	-3.948	.000	-.090	.971
	Exclusive Listener to Public Radio	.009[a]	.468	.640	.011	.992
	Number of Public Stations Used Across the Week	.097[a]	5.106	.000	.117	.968
	Horizontal Hold to Public Radio (# of Days Listened Out of 7)	-.005[a]	-.262	.793	-.006	.855
	Time Spent Listening to Public Radio (QHs/week)-Total	.066[a]	3.407	.001	.078	.926
	Loyalty to Public Radio (Total)	-.014[a]	-.722	.470	-.017	.888
	Occasions to Public Radio (in Tune-Ins/Week)- Total	.003[a]	.130	.897	.003	.883
	Actualizer Primary or Secondary	-.051[a]	-2.658	.008	-.061	.966
	The news programming on public radio is unique, not available on commercial stations	-.056[a]	-2.653	.008	-.061	.791
	The music programming on public radio is unique, not available on commerical stations	.093[a]	4.819	.000	.110	.929
	I seek out public radio whenever I move residence or travel out of town	.001[a]	.048	.962	.001	.753
	I generally think of public radio as being financially supported by contributing listeners	.051[a]	2.650	.008	.061	.938
	I generally think of public radio as being financially supported by universities or gov't tax dollars	.024[a]	1.272	.203	.029	1.000
	The social and cultural values I hear expressed on public radio usually fit closely with my own values	.059[a]	2.958	.003	.068	.872
	I keep listening to the public radio station during its on-air membership drives	.105[a]	5.347	.000	.122	.904
	The on-air membership drives are getting more prevalent than in the past	-.005[a]	-.253	.801	-.006	.998

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	The on-air membership drives are becoming easier to listen to than in the past	.124[a]	6.620	.000	.150	.985
	The on-air mentions of business support (underwriting) are getting more prevalent than in the past	-.054[a]	-2.867	.004	-.066	.985
	The on-air mentions of business support (underwriting) are getting more annoying than in the past	-.005[a]	-.278	.781	-.006	.999
	My opinion of a company is more positive when I find out that it supports public radio	.043[a]	2.166	.030	.050	.907
	I am concerned that businesses which support public radio may eventually force changes in the programming	.075[a]	4.006	.000	.092	.987
	I personally would be less likely to contribute to public radio if more businesses were to support it	.010[a]	.557	.578	.013	1.000
	Public Television Support by Household in the last two years	.011[a]	.568	.570	.013	.950
	Changes in Use of public radio stations in recent years	.037[a]	1.798	.072	.041	.843
	Changes in Use of commercial radio stations in recent years	.019[a]	.974	.330	.022	.939
	Changes in Use of public television stations in recent years	.059[a]	3.123	.002	.072	.991
	Changes in Use of commercial television stations in recent years	.043[a]	2.255	.024	.052	.990
	Changes in Use of cable television channels in recent years	-.015[a]	-.802	.422	-.018	1.000
	Changes in Use of Internet or on-line services	-.080[a]	-4.286	.000	-.098	.998

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
2	NFORMATS	-.019[b]	-.927	.354	-.021	.812
	NSOURCES	-.070[b]	-2.596	.010	-.060	.464
	Sex	-.030[b]	-1.648	.100	-.038	.997
	Hours worked per week	-.027[b]	-1.456	.146	-.033	.969
	Household Income in Thousands$	-.055[b]	-2.977	.003	-.068	.985
	Core/Fringe	-.072[b]	-3.566	.000	-.082	.821
	Years of Formal Education	-.060[b]	-3.201	.001	-.073	.963
	Exclusive Listener to Public Radio	-.012[b]	-.638	.524	-.015	.961
	Number of Public Stations Used Across the Week	.056[b]	2.902	.004	.067	.909
	Horizontal Hold to Public Radio (# of Days Listened Out of 7)	-.064[b]	-3.032	.002	-.070	.760
	Time Spent Listening to Public Radio (QHs/week)-Total	-.087[b]	-2.740	.006	-.063	.332
	Loyalty to Public Radio (Total)	-.089[b]	-4.245	.000	-.097	.755
	Occasions to Public Radio (in Tune-Ins/Week)- Total	-.064[b]	-3.042	.002	-.070	.755
	Actualizer Primary or Secondary	-.036[b]	-1.914	.056	-.044	.959
	The news programming on public radio is unique, not available on commercial stations	-.030[b]	-1.444	.149	-.033	.776
	The music programming on public radio is unique, not available on commerical stations	.057[b]	2.910	.004	.067	.886
	I seek out public radio whenever I move residence or travel out of town	-.016[b]	-.759	.448	-.017	.747
	I generally think of public radio as being financially supported by contributing listeners	.052[b]	2.729	.006	.063	.936
	I generally think of public radio as being financially supported by universities or gov't tax dollars	.032[b]	1.745	.081	.040	.996
	The social and cultural values I hear expressed on public radio usually fit closely with my own values	.054[b]	2.765	.006	.063	.870
	I keep listening to the public radio station during its on-air membership drives	.094[b]	4.881	.000	.112	.901
	The on-air membership drives are getting more prevalent than in the past	-.019[b]	-1.014	.311	-.023	.992
	The on-air membership drives are becoming easier to listen to than in the past	.116[b]	6.358	.000	.145	.983

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
2	The on-air mentions of business support (underwriting) are getting more prevalent than in the past	-.065[b]	-3.500	.000	-.080	.981
	The on-air mentions of business support (underwriting) are getting more annoying than in the past	-.007[b]	-.391	.696	-.009	.999
	My opinion of a company is more positive when I find out that it supports public radio	.043[b]	2.219	.027	.051	.907
	I am concerned that businesses which support public radio may eventually force changes in the programming	.071[b]	3.851	.000	.088	.985
	I personally would be less likely to contribute to public radio if more businesses were to support it	.011[b]	.592	.554	.014	.999
	Public Television Support by Household in the last two years	.005[b]	.283	.777	.007	.947
	Changes in Use of public radio stations in recent years	.030[b]	1.479	.139	.034	.840
	Changes in Use of commercial radio stations in recent years	.035[b]	1.843	.065	.042	.926
	Changes in Use of public television stations in recent years	.062[b]	3.351	.001	.077	.987
	Changes in Use of commercial television stations in recent years	.047[b]	2.566	.010	.059	.983
	Changes in Use of cable television channels in recent years	-.003[b]	-.181	.857	-.004	.995
	Changes in Use of Internet or on-line services	-.064[b]	-3.501	.000	-.080	.989

a. Predictors in the Model: (Constant), Personal Importance of Station(s)

b. Predictors in the Model: (Constant), Personal Importance of Station(s), Uses Local Programming, LOC_TSL

c. Dependent Variable: Personal Importance of Local Pgmmg on Station(s)