```
************************************************************
*How many are in each group?
************************************************************

weight by a014.

FREQUENCIES
  VARIABLES= arbage
  /ORDER  ANALYSIS .
```

Frequencies

Notes

Output Created		27 Jul 98 09:48:34
Comments		
Input	Data	D:\Audience98\database_1_15000.sav
	Filter	<none>
	Weight	**Weighting Variable: All Diaries in the Original Sample (Projected to Original Sample Size)**
	Split File	<none>
	N of Rows in Working Data File	**15000**
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES= arbage /ORDER ANALYSIS .
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:09.27

Arbitron Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Generation X	2271	15.1	**15.9**	15.9
	Baby Boomers	6446	43.0	**45.2**	61.2
	Swing Generation	3098	20.7	**21.7**	82.9
	WWII Generation	2440	16.3	**17.1**	100.0
	Total	14255	95.0	**100.0**	
Missing	System	744	5.0		
Total		14999	100.0		

Frequencies

Notes

Output Created		28 Jul 98 09:01:33
Comments		
Input	Data	D:\Audience98\database_1_15000.sav
	Filter	<none>
	Weight	**AQH (a014*a054)**
	Split File	<none>
	N of Rows in Working Data File	**15000**
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES= arbage /ORDER ANALYSIS .
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:10.53

Arbitron Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Generation X	57285	11.5	**11.8**	11.8
	Baby Boomers	218221	43.9	**44.9**	56.7
	Swing Generation	114986	23.1	**23.7**	80.4
	WWII Generation	95436	19.2	**19.6**	100.0
	Total	485929	97.7	**100.0**	
Missing	System	11413	2.3		
Total		497341	100.0		

```
**********************************************************
*Stage I: Comparison of Listeners by Generation
**********************************************************

*****************************************
*PART 1: Demographics of Generation
*****************************************

******************************
*A: Means Analysis
******************************

weight by a015.

means
tables = a020m a021 hrsadj a026  ed_years incadj by arbage
/cells mean
/statistics anova.
```

Means

Report

	Mean				
	Arbitron Age				
	Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Percent Male	.48	.50	.52	.47	.50
AGE	**27.28**	**42.49**	**57.60**	**71.81**	49.41
Hours worked per week	**27.41**	**31.37**	**23.19**	**4.94**	23.84
Number of Public Radio Listeners in the Household	1.50	1.54	1.60	1.55	1.55
Years of Formal Education	16.38	16.75	16.47	15.54	16.40
Household Income in Thousands$	**42.49**	**75.80**	**74.81**	**49.47**	65.78

ANOVA Table

	F	Sig.
Percent Male	3.360	.018
AGE	**22553.208**	.000
Hours worked per week	**1029.728**	.000
Number of Public Radio Listeners in the Household	4.901	.002
Years of Formal Education	58.458	.000
Household Income in Thousands$	**187.777**	.000

Means

Report

	Household Income in Thousands$			
Arbitron Age	Mean	N	Std. Deviation	Median
Generation X	42.49	1032	36.01	**35.00**
Baby Boomers	75.80	3073	51.94	**62.50**
Swing Generation	74.81	1498	53.70	**62.50**
WWII Generation	49.47	1244	41.22	**35.00**
Total	65.78	6847	50.38	**62.50**

ANOVA Table

	F	Sig.
Household Income in Thousands$	**187.777**	.000

```
*****************************************************************
*PART 2: Utiligraphics of Generation Groups
*****************************************************************

weight by a014.

*******************************
*A: Means Analysis
*******************************

means
tables = a038 a039 pct_core rel_scor a046 to a049 a054 a060 a066 a072 a078 a084
   a090 by arbage
/cells mean
/statistics anova.
```

```
**********************************
*B: Crosstabs Analysis
**********************************

CROSSTABS
 /TABLES=a020 a024 a025 a026 a028 to a030 a030a a031 BY arbage
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID.
```

Crosstabs

SEX * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**10.124**[a]	3	.018
Likelihood Ratio	10.128	3	.018
Linear-by-Linear Association	.101	1	.751
N of Valid Cases	7698		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 542.16.

WORK * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2593.759**[a]	6	.000
Likelihood Ratio	2603.947	6	.000
Linear-by-Linear Association	1679.345	1	.000
N of Valid Cases	7700		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 174.38.

Employment Status * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Employment Status	Employed Man	Count	467	1627	712	198	3004
		% within Employment Status	15.5%	54.2%	23.7%	6.6%	100.0%
		% within Arbitron Age	42.9%	47.9%	41.6%	13.2%	39.0%
		% of Total	6.1%	21.1%	9.2%	2.6%	39.0%
		Adjusted Residual	2.8	14.2	2.5	-22.9	
	Employed Woman	Count	454	1414	507	135	2510
		% within Employment Status	18.1%	56.3%	20.2%	5.4%	100.0%
		% within Arbitron Age	41.7%	41.6%	29.6%	9.0%	32.6%
		% of Total	5.9%	18.4%	6.6%	1.8%	32.6%
		Adjusted Residual	6.9	15.0	-3.0	-21.7	
	Retired (60+)	Count	0	0	270	1168	1438
		% within Employment Status	.0%	.0%	18.8%	81.2%	100.0%
		% within Arbitron Age	.0%	.0%	15.8%	77.8%	18.7%
		% of Total	.0%	.0%	3.5%	15.2%	18.7%
		Adjusted Residual	-17.1	-37.4	-3.5	65.5	
	Unemployed (12-59)	Count	168	358	223	0	749
		% within Employment Status	22.4%	47.8%	29.8%	.0%	100.0%
		% within Arbitron Age	15.4%	10.5%	13.0%	.0%	9.7%
		% of Total	2.2%	4.6%	2.9%	.0%	9.7%
		Adjusted Residual	6.9	2.1	5.2	-14.2	
Total		Count	1089	3399	1712	1501	7701
		% within Employment Status	14.1%	44.1%	22.2%	19.5%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.1%	44.1%	22.2%	19.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**4566.577**[a]	9	.000
Likelihood Ratio	4470.258	9	.000
Linear-by-Linear Association	647.481	1	.000
N of Valid Cases	7701		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 105.92.

Number of Public Radio Listeners in the Household * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**57.000**[a]	18	.000
Likelihood Ratio	58.546	18	.000
Linear-by-Linear Association	4.532	1	.033
N of Valid Cases	7697		

a. 10 cells (35.7%) have expected count less than 5. The minimum expected count is .14.

Age Categories * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**18456.533**[a]	21	.000
Likelihood Ratio	15868.829	21	.000
Linear-by-Linear Association	6528.203	1	.000
N of Valid Cases	7687		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 37.93.

Race/Ethnicity * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Race/Ethnicity	Hispanic/Latino	Count	34	72	14	4	124
		% within Race/Ethnicity	27.4%	58.1%	11.3%	3.2%	100.0%
		% within Arbitron Age	3.2%	2.2%	.8%	.3%	1.7%
		% of Total	.5%	1.0%	.2%	.1%	1.7%
		Adjusted Residual	4.2	3.2	-3.0	-4.6	
	Black/African American	Count	60	152	73	40	325
		% within Race/Ethnicity	18.5%	46.8%	22.5%	12.3%	100.0%
		% within Arbitron Age	5.6%	4.6%	4.4%	2.8%	4.4%
		% of Total	.8%	2.0%	1.0%	.5%	4.4%
		Adjusted Residual	2.2	1.0	.1	-3.3	
	Asian/Pacific Islander	Count	57	69	20	6	152
		% within Race/Ethnicity	37.5%	45.4%	13.2%	3.9%	100.0%
		% within Arbitron Age	5.4%	2.1%	1.2%	.4%	2.0%
		% of Total	.8%	.9%	.3%	.1%	2.0%
		Adjusted Residual	8.3	.3	-2.7	-4.9	
	White/Caucasian	Count	870	2900	1510	1351	6631
		% within Race/Ethnicity	13.1%	43.7%	22.8%	20.4%	100.0%
		% within Arbitron Age	**81.8%**	**88.6%**	**91.0%**	**94.1%**	**89.2%**
		% of Total	11.7%	39.0%	20.3%	18.2%	89.2%
		Adjusted Residual	-8.4	-1.6	2.7	6.6	
	Native American/Indian	Count	4	12	8	3	27
		% within Race/Ethnicity	14.8%	44.4%	29.6%	11.1%	100.0%
		% within Arbitron Age	.4%	.4%	.5%	.2%	.4%
		% of Total	.1%	.2%	.1%	.0%	.4%
		Adjusted Residual	.1	.0	.9	-1.1	
	Mixed/Other	Count	38	68	34	32	172
		% within Race/Ethnicity	22.1%	39.5%	19.8%	18.6%	100.0%
		% within Arbitron Age	3.6%	2.1%	2.0%	2.2%	2.3%
		% of Total	.5%	.9%	.5%	.4%	2.3%
		Adjusted Residual	3.0	-1.2	-.8	-.2	
Total		Count	1063	3273	1659	1436	7431
		% within Race/Ethnicity	14.3%	44.0%	22.3%	19.3%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.3%	44.0%	22.3%	19.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**159.398**[a]	15	.000
Likelihood Ratio	158.580	15	.000
Linear-by-Linear Association	48.958	1	.000
N of Valid Cases	7431		

a. 1 cells (4.2%) have expected count less than 5. The minimum expected count is 3.86.

Education * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**394.350**[a]	18	.000
Likelihood Ratio	378.449	18	.000
Linear-by-Linear Association	90.875	1	.000
N of Valid Cases	7538		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.01.

College Graduate * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
College Graduate	No	Count	346	1082	649	744	2821
		% within College Graduate	12.3%	38.4%	23.0%	26.4%	100.0%
		% within Arbitron Age	31.8%	31.8%	37.9%	49.6%	36.6%
		% of Total	4.5%	14.1%	8.4%	9.7%	36.6%
		Adjusted Residual	-3.6	-7.8	1.2	11.6	
	Yes	Count	743	2318	1063	756	4880
		% within College Graduate	15.2%	47.5%	21.8%	15.5%	100.0%
		% within Arbitron Age	68.2%	68.2%	62.1%	50.4%	63.4%
		% of Total	9.6%	30.1%	13.8%	9.8%	63.4%
		Adjusted Residual	3.6	7.8	-1.2	-11.6	
Total		Count	1089	3400	1712	1500	7701
		% within College Graduate	14.1%	44.2%	22.2%	19.5%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.1%	44.2%	22.2%	19.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**154.818**[a]	3	.000
Likelihood Ratio	151.845	3	.000
Linear-by-Linear Association	130.587	1	.000
N of Valid Cases	7701		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 398.92.

Household Income * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**905.780**[a]	30	.000
Likelihood Ratio	876.494	30	.000
Linear-by-Linear Association	.002	1	.962
N of Valid Cases	6847		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.97.

Means

Report

	Mean				
	Arbitron Age				
	Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Years Listening to Station A	**4.89**	**8.85**	**12.29**	**14.32**	9.98
Years Listening to Station B	4.95	9.17	10.66	16.42	10.17
Percent in Core	**38.49**	**46.36**	**47.27**	**46.19**	45.27
Reliance Score	-.2279	3.575E-02	8.024E-02	8.727E-02	1.843E-02
Number of Public Stations Used Across the Week	1.19	1.26	1.29	1.22	1.25
Total number of Stations Used Across the Week	**4.48**	**4.29**	**3.98**	**3.77**	4.16
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	3.23	3.75	3.82	3.65	3.66
Horizontal Hold to Radio (# of Days Listened Out of 7)	5.80	6.00	6.03	6.01	5.98
Time Spent Listening to Public Radio (QHs/week)- Total	**25.22**	**33.85**	**37.12**	**39.11**	34.09
Time Spent Listening to the Radio (QHs/week)- Total	85.79	93.96	96.61	98.84	94.07
Loyalty to Public Radio (Total)	**35.589**	**41.223**	**43.720**	**44.265**	41.389
Occasions to Public Radio (in Tune-Ins/Week)- Total	**5.61**	**7.47**	**7.65**	**7.01**	7.14
Occasions to the Radio (in Tune-Ins/Week)- Total	19.74	20.84	19.79	18.31	20.00
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	4.976	4.896	5.264	5.634	5.115
Avg. Duration per Occasion to the Radio (in QHs)(Total)	4.817	4.751	5.131	5.703	5.007

ANOVA Table

	F	Sig.
Years Listening to Station A	**271.704**	.000
Years Listening to Station B	68.384	.000
Percent in Core	17.087	.000
Reliance Score	26.515	.000
Number of Public Stations Used Across the Week	16.111	.000
Total number of Stations Used Across the Week	**50.257**	.000
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	41.241	.000
Horizontal Hold to Radio (# of Days Listened Out of 7)	17.261	.000
Time Spent Listening to Public Radio (QHs/week)- Total	**47.880**	.000
Time Spent Listening to the Radio (QHs/week)- Total	14.486	.000
Loyalty to Public Radio (Total)	34.901	.000
Occasions to Public Radio (in Tune-Ins/Week)- Total	**45.155**	.000
Occasions to the Radio (in Tune-Ins/Week)- Total	26.557	.000
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	17.081	.000
Avg. Duration per Occasion to the Radio (in QHs)(Total)	47.097	.000

```
******************************
*B: Crosstabs Analysis
******************************

CROSSTABS
 /TABLES=core a045y reliance a048 a049 PR_Locs to RA_Work a052 a053 BY arbage
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID.
```

Crosstabs

Core/Fringe * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Core/Fringe	Fringe	Count	1397	3458	1634	1313	7802
		% within Core/Fringe	17.9%	44.3%	20.9%	16.8%	100.0%
		% within Arbitron Age	61.5%	53.6%	52.7%	53.8%	54.7%
		% of Total	9.8%	24.3%	11.5%	9.2%	54.7%
		Adjusted Residual	7.1	-2.4	-2.5	-1.0	
	Core	Count	874	2988	1464	1127	6453
		% within Core/Fringe	13.5%	46.3%	22.7%	17.5%	100.0%
		% within Arbitron Age	38.5%	46.4%	47.3%	46.2%	45.3%
		% of Total	6.1%	21.0%	10.3%	7.9%	45.3%
		Adjusted Residual	-7.1	2.4	2.5	1.0	
Total		Count	2271	6446	3098	2440	14255
		% within Core/Fringe	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**51.017**[a]	3	.000
Likelihood Ratio	51.506	3	.000
Linear-by-Linear Association	21.329	1	.000
N of Valid Cases	14255		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1028.04.

Exclusive Listener to Public Radio * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Exclusive Listener to Public Radio	No	Count	2125	5881	2740	2084	12830
		% within Exclusive Listener to Public Radio	16.6%	45.8%	21.4%	16.2%	100.0%
		% within Arbitron Age	93.6%	91.2%	88.4%	85.4%	90.0%
		% of Total	14.9%	41.3%	19.2%	14.6%	90.0%
		Adjusted Residual	6.2	4.5	-3.3	-8.3	
	Yes	Count	146	565	358	356	1425
		% within Exclusive Listener to Public Radio	10.2%	39.6%	25.1%	25.0%	100.0%
		% within Arbitron Age	6.4%	8.8%	11.6%	14.6%	10.0%
		% of Total	1.0%	4.0%	2.5%	2.5%	10.0%
		Adjusted Residual	-6.2	-4.5	3.3	8.3	
Total		Count	2271	6446	3098	2440	14255
		% within Exclusive Listener to Public Radio	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**108.590**[a]	3	.000
Likelihood Ratio	106.478	3	.000
Linear-by-Linear Association	108.127	1	.000
N of Valid Cases	14255		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 227.02.

Utiligraphic Reliance on Public Radio * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Utiligraphic Reliance on Public Radio	Very Low	Count	282	685	343	272	1582
		% within Utiligraphic Reliance on Public Radio	17.8%	43.3%	21.7%	17.2%	100.0%
		% within Arbitron Age	26.4%	20.1%	19.2%	20.1%	20.8%
		% of Total	3.7%	9.0%	4.5%	3.6%	20.8%
		Adjusted Residual	4.9	-1.4	-1.8	-.7	
	Low	Count	391	1104	569	397	2461
		% within Utiligraphic Reliance on Public Radio	15.9%	44.9%	23.1%	16.1%	100.0%
		% within Arbitron Age	36.6%	32.3%	31.9%	29.3%	32.3%
		% of Total	5.1%	14.5%	7.5%	5.2%	32.3%
		Adjusted Residual	3.3	.1	-.4	-2.6	
	High	Count	287	987	479	391	2144
		% within Utiligraphic Reliance on Public Radio	13.4%	46.0%	22.3%	18.2%	100.0%
		% within Arbitron Age	26.9%	28.9%	26.8%	28.8%	28.1%
		% of Total	3.8%	12.9%	6.3%	5.1%	28.1%
		Adjusted Residual	-1.0	1.4	-1.4	.6	
	Very High	Count	107	640	394	296	1437
		% within Utiligraphic Reliance on Public Radio	7.4%	44.5%	27.4%	20.6%	100.0%
		% within Arbitron Age	10.0%	18.7%	22.1%	21.8%	18.8%
		% of Total	1.4%	8.4%	5.2%	3.9%	18.8%
		Adjusted Residual	-7.9	-.2	4.0	3.1	
Total		Count	1067	3416	1785	1356	7624
		% within Utiligraphic Reliance on Public Radio	14.0%	44.8%	23.4%	17.8%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.0%	44.8%	23.4%	17.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**92.789**[a]	9	.000
Likelihood Ratio	99.704	9	.000
Linear-by-Linear Association	48.250	1	.000
N of Valid Cases	7624		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 201.11.

Horizontal Hold to Public Radio (# of Days Listened Out of 7) * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	1	Count	649	1441	709	651	3450
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	18.8%	41.8%	20.6%	18.9%	100.0%
		% within Arbitron Age	28.6%	22.4%	22.9%	26.7%	24.2%
		% of Total	4.6%	10.1%	5.0%	4.6%	24.2%
		Adjusted Residual	5.3	-4.7	-1.9	3.1	
	2	Count	393	887	409	312	2001
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	19.6%	44.3%	20.4%	15.6%	100.0%
		% within Arbitron Age	17.3%	13.8%	13.2%	12.8%	14.0%
		% of Total	2.8%	6.2%	2.9%	2.2%	14.0%
		Adjusted Residual	4.9	-.9	-1.5	-2.0	
	3	Count	267	675	339	265	1546
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	17.3%	43.7%	21.9%	17.1%	100.0%
		% within Arbitron Age	11.8%	10.5%	10.9%	10.9%	10.8%
		% of Total	1.9%	4.7%	2.4%	1.9%	10.8%
		Adjusted Residual	1.5	-1.3	.2	.0	
	4	Count	246	753	314	259	1572
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	15.6%	47.9%	20.0%	16.5%	100.0%
		% within Arbitron Age	10.8%	11.7%	10.1%	10.6%	11.0%
		% of Total	1.7%	5.3%	2.2%	1.8%	11.0%
		Adjusted Residual	-.3	2.3	-1.8	-.7	
	5	Count	349	1067	419	305	2140
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	16.3%	49.9%	19.6%	14.3%	100.0%
		% within Arbitron Age	15.4%	16.6%	13.5%	12.5%	15.0%
		% of Total	2.4%	7.5%	2.9%	2.1%	15.0%
		Adjusted Residual	.5	4.7	-2.6	-3.8	
	6	Count	201	804	400	266	1671
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	12.0%	48.1%	23.9%	15.9%	100.0%
		% within Arbitron Age	8.9%	12.5%	12.9%	10.9%	11.7%
		% of Total	1.4%	5.6%	2.8%	1.9%	11.7%
		Adjusted Residual	-4.6	2.5	2.3	-1.4	
	7	Count	165	819	508	382	1874
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	8.8%	43.7%	27.1%	20.4%	100.0%
		% within Arbitron Age	7.3%	12.7%	16.4%	15.7%	13.1%
		% of Total	1.2%	5.7%	3.6%	2.7%	13.1%
		Adjusted Residual	-9.0	-1.4	6.1	4.0	
Total		Count	2270	6446	3098	2440	14254
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**211.888**[a]	18	.000
Likelihood Ratio	220.800	18	.000
Linear-by-Linear Association	34.346	1	.000
N of Valid Cases	14254		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 246.21.

Horizontal Hold to Radio (# of Days Listened Out of 7) * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Horizontal Hold to Radio (# of Days Listened Out of 7)	1	Count	24	40	27	36	127
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	18.9%	31.5%	21.3%	28.3%	100.0%
		% within Arbitron Age	1.1%	.6%	.9%	1.5%	.9%
		% of Total	.2%	.3%	.2%	.3%	.9%
		Adjusted Residual	.9	-3.1	-.1	3.4	
	2	Count	39	99	76	63	277
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	14.1%	35.7%	27.4%	22.7%	100.0%
		% within Arbitron Age	1.7%	1.5%	2.5%	2.6%	1.9%
		% of Total	.3%	.7%	.5%	.4%	1.9%
		Adjusted Residual	-.9	-3.2	2.3	2.5	
	3	Count	97	211	91	84	483
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	20.1%	43.7%	18.8%	17.4%	100.0%
		% within Arbitron Age	4.3%	3.3%	2.9%	3.4%	3.4%
		% of Total	.7%	1.5%	.6%	.6%	3.4%
		Adjusted Residual	2.5	-.7	-1.6	.2	
	4	Count	175	361	171	137	844
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	20.7%	42.8%	20.3%	16.2%	100.0%
		% within Arbitron Age	7.7%	5.6%	5.5%	5.6%	5.9%
		% of Total	1.2%	2.5%	1.2%	1.0%	5.9%
		Adjusted Residual	3.9	-1.5	-1.1	-.7	
	5	Count	405	1021	428	275	2129
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	19.0%	48.0%	20.1%	12.9%	100.0%
		% within Arbitron Age	17.8%	15.8%	13.8%	11.3%	14.9%
		% of Total	2.8%	7.2%	3.0%	1.9%	14.9%
		Adjusted Residual	4.2	2.7	-2.0	-5.6	
	6	Count	659	1724	719	585	3687
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	17.9%	46.8%	19.5%	15.9%	100.0%
		% within Arbitron Age	29.0%	26.7%	23.2%	24.0%	25.9%
		% of Total	4.6%	12.1%	5.0%	4.1%	25.9%
		Adjusted Residual	3.7	2.2	-3.8	-2.3	
	7	Count	872	2990	1586	1258	6706
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	13.0%	44.6%	23.7%	18.8%	100.0%
		% within Arbitron Age	38.4%	46.4%	51.2%	51.6%	47.0%
		% of Total	6.1%	21.0%	11.1%	8.8%	47.0%
		Adjusted Residual	-9.0	-1.4	5.2	4.9	
Total		Count	2271	6446	3098	2438	14253
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**174.595**[a]	18	.000
Likelihood Ratio	175.058	18	.000
Linear-by-Linear Association	24.168	1	.000
N of Valid Cases	14253		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.24.

Locations of Public Radio Listening * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Locations of Public Radio Listening	One	Count	1489	3631	1685	1553	8358
		% within Locations of Public Radio Listening	17.8%	43.4%	20.2%	18.6%	100.0%
		% within Arbitron Age	65.6%	56.3%	54.4%	63.6%	58.6%
		% of Total	10.4%	25.5%	11.8%	10.9%	58.6%
		Adjusted Residual	7.3	-5.1	-5.4	5.5	
	Two	Count	654	2271	1191	803	4919
		% within Locations of Public Radio Listening	13.3%	46.2%	24.2%	16.3%	100.0%
		% within Arbitron Age	28.8%	35.2%	38.4%	32.9%	34.5%
		% of Total	4.6%	15.9%	8.4%	5.6%	34.5%
		Adjusted Residual	-6.2	1.6	5.2	-1.8	
	Three	Count	128	545	222	84	979
		% within Locations of Public Radio Listening	13.1%	55.7%	22.7%	8.6%	100.0%
		% within Arbitron Age	5.6%	8.5%	7.2%	3.4%	6.9%
		% of Total	.9%	3.8%	1.6%	.6%	6.9%
		Adjusted Residual	-2.5	6.8	.7	-7.3	
Total		Count	2271	6447	3098	2440	14256
		% within Locations of Public Radio Listening	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**153.322**[a]	6	.000
Likelihood Ratio	161.598	6	.000
Linear-by-Linear Association	1.488	1	.222
N of Valid Cases	14256		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 155.96.

Locations of Radio Listening * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Locations of Radio Listening	One	Count	397	1024	520	688	2629
		% within Locations of Radio Listening	15.1%	39.0%	19.8%	26.2%	100.0%
		% within Arbitron Age	17.5%	15.9%	16.8%	28.2%	18.4%
		% of Total	2.8%	7.2%	3.6%	4.8%	18.4%
		Adjusted Residual	-1.3	-7.2	-2.7	13.6	
	Two	Count	1055	3272	1808	1464	7599
		% within Locations of Radio Listening	13.9%	43.1%	23.8%	19.3%	100.0%
		% within Arbitron Age	46.5%	50.8%	58.4%	60.0%	53.3%
		% of Total	7.4%	23.0%	12.7%	10.3%	53.3%
		Adjusted Residual	-7.1	-5.5	6.4	7.3	
	Three	Count	818	2150	770	288	4026
		% within Locations of Radio Listening	20.3%	53.4%	19.1%	7.2%	100.0%
		% within Arbitron Age	36.0%	33.4%	24.9%	11.8%	28.2%
		% of Total	5.7%	15.1%	5.4%	2.0%	28.2%
		Adjusted Residual	9.0	12.3	-4.7	-19.8	
Total		Count	2270	6446	3098	2440	14254
		% within Locations of Radio Listening	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**571.986**[a]	6	.000
Likelihood Ratio	614.902	6	.000
Linear-by-Linear Association	398.815	1	.000
N of Valid Cases	14254		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 418.68.

Public Radio At Home * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Public Radio At Home	No	Count	938	2623	1024	575	5160
		% within Public Radio At Home	18.2%	50.8%	19.8%	11.1%	100.0%
		% within Arbitron Age	41.3%	40.7%	33.1%	23.6%	36.2%
		% of Total	6.6%	18.4%	7.2%	4.0%	36.2%
		Adjusted Residual	5.5	10.1	-4.1	-14.3	
	Yes	Count	1333	3823	2074	1865	9095
		% within Public Radio At Home	14.7%	42.0%	22.8%	20.5%	100.0%
		% within Arbitron Age	58.7%	59.3%	66.9%	76.4%	63.8%
		% of Total	9.4%	26.8%	14.5%	13.1%	63.8%
		Adjusted Residual	-5.5	-10.1	4.1	14.3	
Total		Count	2271	6446	3098	2440	14255
		% within Public Radio At Home	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**263.855**[a]	3	.000
Likelihood Ratio	274.292	3	.000
Linear-by-Linear Association	232.114	1	.000
N of Valid Cases	14255		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 822.05.

Public Radio In Car * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Public Radio In Car	No	Count	861	1754	907	1070	4592
		% within Public Radio In Car	18.8%	38.2%	19.8%	23.3%	100.0%
		% within Arbitron Age	37.9%	27.2%	29.3%	43.9%	32.2%
		% of Total	6.0%	12.3%	6.4%	7.5%	32.2%
		Adjusted Residual	6.3	-11.6	-4.0	13.5	
	Yes	Count	1410	4692	2191	1370	9663
		% within Public Radio In Car	14.6%	48.6%	22.7%	14.2%	100.0%
		% within Arbitron Age	62.1%	72.8%	70.7%	56.1%	67.8%
		% of Total	9.9%	32.9%	15.4%	9.6%	67.8%
		Adjusted Residual	-6.3	11.6	4.0	-13.5	
Total		Count	2271	6446	3098	2440	14255
		% within Public Radio In Car	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**271.268**[a]	3	.000
Likelihood Ratio	265.344	3	.000
Linear-by-Linear Association	43.074	1	.000
N of Valid Cases	14255		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 731.56.

Public Radio At Work * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Public Radio At Work	No	Count	1832	5155	2630	2264	11881
		% within Public Radio At Work	15.4%	43.4%	22.1%	19.1%	100.0%
		% within Arbitron Age	80.7%	80.0%	84.9%	92.8%	83.3%
		% of Total	12.9%	36.2%	18.4%	15.9%	83.3%
		Adjusted Residual	-3.7	-9.8	2.6	13.7	
	Yes	Count	439	1291	468	176	2374
		% within Public Radio At Work	18.5%	54.4%	19.7%	7.4%	100.0%
		% within Arbitron Age	19.3%	20.0%	15.1%	7.2%	16.7%
		% of Total	3.1%	9.1%	3.3%	1.2%	16.7%
		Adjusted Residual	3.7	9.8	-2.6	-13.7	
Total		Count	2271	6446	3098	2440	14255
		% within Public Radio At Work	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**226.612**[a]	3	.000
Likelihood Ratio	258.361	3	.000
Linear-by-Linear Association	181.865	1	.000
N of Valid Cases	14255		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 378.21.

Radio At Home * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Radio At Home	No	Count	386	1060	391	231	2068
		% within Radio At Home	18.7%	51.3%	18.9%	11.2%	100.0%
		% within Arbitron Age	17.0%	16.4%	12.6%	9.5%	14.5%
		% of Total	2.7%	7.4%	2.7%	1.6%	14.5%
		Adjusted Residual	3.7	6.0	-3.4	-7.8	
	Yes	Count	1885	5387	2707	2209	12188
		% within Radio At Home	15.5%	44.2%	22.2%	18.1%	100.0%
		% within Arbitron Age	83.0%	83.6%	87.4%	90.5%	85.5%
		% of Total	13.2%	37.8%	19.0%	15.5%	85.5%
		Adjusted Residual	-3.7	-6.0	3.4	7.8	
Total		Count	2271	6447	3098	2440	14256
		% within Radio At Home	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**89.669**[a]	3	.000
Likelihood Ratio	94.742	3	.000
Linear-by-Linear Association	81.746	1	.000
N of Valid Cases	14256		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 329.44.

Radio In Car * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Radio In Car	No	Count	268	504	325	544	1641
		% within Radio In Car	16.3%	30.7%	19.8%	33.2%	100.0%
		% within Arbitron Age	11.8%	7.8%	10.5%	22.3%	11.5%
		% of Total	1.9%	3.5%	2.3%	3.8%	11.5%
		Adjusted Residual	.5	-12.6	-2.0	18.3	
	Yes	Count	2003	5942	2773	1896	12614
		% within Radio In Car	15.9%	47.1%	22.0%	15.0%	100.0%
		% within Arbitron Age	88.2%	92.2%	89.5%	77.7%	88.5%
		% of Total	14.1%	41.7%	19.5%	13.3%	88.5%
		Adjusted Residual	-.5	12.6	2.0	-18.3	
Total		Count	2271	6446	3098	2440	14255
		% within Radio In Car	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**368.185**[a]	3	.000
Likelihood Ratio	325.795	3	.000
Linear-by-Linear Association	182.020	1	.000
N of Valid Cases	14255		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 261.43.

Radio At Work * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Radio At Work	No	Count	1197	3757	2131	2065	9150
		% within Radio At Work	13.1%	41.1%	23.3%	22.6%	100.0%
		% within Arbitron Age	52.7%	58.3%	68.8%	84.6%	64.2%
		% of Total	8.4%	26.4%	14.9%	14.5%	64.2%
		Adjusted Residual	-12.4	-13.4	6.0	23.1	
	Yes	Count	1074	2690	967	375	5106
		% within Radio At Work	21.0%	52.7%	18.9%	7.3%	100.0%
		% within Arbitron Age	47.3%	41.7%	31.2%	15.4%	35.8%
		% of Total	7.5%	18.9%	6.8%	2.6%	35.8%
		Adjusted Residual	12.4	13.4	-6.0	-23.1	
Total		Count	2271	6447	3098	2440	14256
		% within Radio At Work	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**700.325**[a]	3	.000
Likelihood Ratio	758.046	3	.000
Linear-by-Linear Association	664.747	1	.000
N of Valid Cases	14256		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 813.39.

Weekpart of Listening to Public Radio * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Weekpart of Listening to Public Radio	Weekdays Only	Count	1107	2592	1028	789	5516
		% within Weekpart of Listening to Public Radio	20.1%	47.0%	18.6%	14.3%	100.0%
		% within Arbitron Age	48.7%	40.2%	33.2%	32.3%	38.7%
		% of Total	7.8%	18.2%	7.2%	5.5%	38.7%
		Adjusted Residual	10.7	3.4	-7.1	-7.1	
	Weekends Only	Count	325	817	403	334	1879
		% within Weekpart of Listening to Public Radio	17.3%	43.5%	21.4%	17.8%	100.0%
		% within Arbitron Age	14.3%	12.7%	13.0%	13.7%	13.2%
		% of Total	2.3%	5.7%	2.8%	2.3%	13.2%
		Adjusted Residual	1.7	-1.6	-.3	.8	
	Both Weekends and Weekdays	Count	839	3037	1667	1317	6860
		% within Weekpart of Listening to Public Radio	12.2%	44.3%	24.3%	19.2%	100.0%
		% within Arbitron Age	36.9%	47.1%	53.8%	54.0%	48.1%
		% of Total	5.9%	21.3%	11.7%	9.2%	48.1%
		Adjusted Residual	-11.6	-2.2	7.2	6.4	
Total		Count	2271	6446	3098	2440	14255
		% within Weekpart of Listening to Public Radio	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**215.447**[a]	6	.000
Likelihood Ratio	217.321	6	.000
Linear-by-Linear Association	183.952	1	.000
N of Valid Cases	14255		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 299.35.

Weekpart of Listening to the Radio * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Weekpart of Listening to the Radio	Weekdays Only	Count	297	776	321	217	1611
		% within Weekpart of Listening to the Radio	18.4%	48.2%	19.9%	13.5%	100.0%
		% within Arbitron Age	13.1%	12.0%	10.4%	8.9%	11.3%
		% of Total	2.1%	5.4%	2.3%	1.5%	11.3%
		Adjusted Residual	2.9	2.5	-1.9	-4.1	
	Weekends Only	Count	17	32	22	19	90
		% within Weekpart of Listening to the Radio	18.9%	35.6%	24.4%	21.1%	100.0%
		% within Arbitron Age	.7%	.5%	.7%	.8%	.6%
		% of Total	.1%	.2%	.2%	.1%	.6%
		Adjusted Residual	.8	-1.8	.6	1.0	
	Both Weekends and Weekdays	Count	1957	5639	2755	2204	12555
		% within Weekpart of Listening to the Radio	15.6%	44.9%	21.9%	17.6%	100.0%
		% within Arbitron Age	86.2%	87.5%	88.9%	90.3%	88.1%
		% of Total	13.7%	39.6%	19.3%	15.5%	88.1%
		Adjusted Residual	-3.0	-2.0	1.7	3.8	
Total		Count	2271	6447	3098	2440	14256
		% within Weekpart of Listening to the Radio	15.9%	45.2%	21.7%	17.1%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.9%	45.2%	21.7%	17.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**30.732**[a]	6	.000
Likelihood Ratio	31.469	6	.000
Linear-by-Linear Association	25.913	1	.000
N of Valid Cases	14256		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.34.

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*********************************************************************************
*PART 3: Attitudinal & Giving Characteristics of Generation Groups
*********************************************************************************


weight by a015.

*******************************
*A: Means Analysis
*******************************

means
tables = soc_scor MaxIMP_t pofund reconcur a147 to a160 a161 a162 to a167 by arb
   age
/cells mean
/statistics anova.
```

Means

Report

	Mean				
	Arbitron Age				
	Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Sense of Community Score	-8.8275E-02	1.200E-02	9.695E-02	7.663E-02	2.879E-02
Personal Importance of Station(s)	4.65	4.88	4.90	4.85	4.85
Perception of PR Funding	.35	.34	.38	.35	.35
Reconciled Current Giver	.22	.35	.34	.36	.33
The news programming on public radio is unique, not available on commercial stations	**4.99**	**5.06**	**4.79**	**4.59**	4.90
The music programming on public radio is unique, not available on commerical stations	4.88	5.01	5.11	5.11	5.03
I seek out public radio whenever I move residence or travel out of town	4.36	4.56	4.61	4.51	4.53
I generally think of public radio as being financially supported by contributing listeners	4.83	4.82	4.78	4.68	4.79
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.74	3.67	3.56	3.58	3.64
The social and cultural values I hear expressed on public radio usually fit closely with my own values	4.18	4.21	4.33	4.39	4.27
I keep listening to the public radio station during its on-air membership drives	3.44	3.43	3.38	3.56	3.45
The on-air membership drives are getting more prevalent than in the past	4.01	4.21	4.37	4.41	4.26
The on-air membership drives are becoming easier to listen to than in the past	3.25	3.16	3.07	3.24	3.17
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	3.97	4.18	4.19	4.21	4.16
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.17	3.21	3.26	3.32	3.24
My opinion of a company is more positive when I find out that it supports public radio	4.30	4.39	4.45	4.52	4.41
I am concerned that businesses which support public radio may eventually force changes in the programming	3.57	3.52	3.46	3.60	3.53
I personally would be less likely to contribute to public radio if more businesses were to support it	3.06	3.05	3.18	3.39	3.14
Public Television Support by Household in the last two years	1.28	1.46	1.51	1.60	1.47
Changes in Use of public radio stations in recent years	4.04	3.94	3.91	3.76	3.91
Changes in Use of commercial radio stations in recent years	2.63	2.46	2.39	2.37	2.45
Changes in Use of public television stations in recent years	3.42	3.43	3.63	3.75	3.54
Changes in Use of commercial television stations in recent years	2.58	2.33	2.43	2.59	2.44
Changes in Use of cable television channels in recent years	3.28	3.47	3.54	3.56	3.48
Changes in Use of Internet or on-line services	**4.27**	**4.21**	**3.98**	**3.43**	4.13

ANOVA Table

	F	Sig.
Sense of Community Score	9.174	.000
Personal Importance of Station(s)	11.614	.000
Perception of PR Funding	2.750	.041
Reconciled Current Giver	25.245	.000
The news programming on public radio is unique, not available on commercial stations	**64.764**	.000
The music programming on public radio is unique, not available on commerical stations	12.427	.000
I seek out public radio whenever I move residence or travel out of town	7.638	.000
I generally think of public radio as being financially supported by contributing listeners	6.121	.000
I generally think of public radio as being financially supported by universities or gov't tax dollars	6.463	.000
The social and cultural values I hear expressed on public radio usually fit closely with my own values	11.363	.000
I keep listening to the public radio station during its on-air membership drives	4.296	.005
The on-air membership drives are getting more prevalent than in the past	33.628	.000
The on-air membership drives are becoming easier to listen to than in the past	7.333	.000
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	13.917	.000
The on-air mentions of business support (underwriting) are getting more annoying than in the past	4.088	.007
My opinion of a company is more positive when I find out that it supports public radio	8.834	.000
I am concerned that businesses which support public radio may eventually force changes in the	3.515	.015
I personally would be less likely to contribute to public radio if more businesses were to support it	28.356	.000
Public Television Support by Household in the last two years	87.379	.000
Changes in Use of public radio stations in recent years	17.223	.000
Changes in Use of commercial radio stations in recent years	13.941	.000
Changes in Use of public television stations in recent years	38.977	.000
Changes in Use of commercial television stations in recent years	30.189	.000
Changes in Use of cable television channels in recent years	10.557	.000
Changes in Use of Internet or on-line services	**48.415**	.000

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**********************************
*B: Crosstabs Analysis
**********************************

CROSSTABS
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Crosstabs

Personal Importance of Station(s) * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Personal Importance of Station(s)	Disagree Definitely	Count	41	87	36	36	200
		% within Personal Importance of Station(s)	20.5%	43.5%	18.0%	18.0%	100.0%
		% within Arbitron Age	3.8%	2.6%	2.1%	2.4%	2.6%
		% of Total	.5%	1.1%	.5%	.5%	2.6%
		Adjusted Residual	2.6	-.2	-1.5	-.5	
	Disagree Strongly	Count	27	78	23	14	142
		% within Personal Importance of Station(s)	19.0%	54.9%	16.2%	9.9%	100.0%
		% within Arbitron Age	2.5%	2.3%	1.3%	.9%	1.9%
		% of Total	.4%	1.0%	.3%	.2%	1.9%
		Adjusted Residual	1.7	2.6	-1.8	-2.9	
	Disagree Somewhat	Count	68	185	96	98	447
		% within Personal Importance of Station(s)	15.2%	41.4%	21.5%	21.9%	100.0%
		% within Arbitron Age	6.3%	5.5%	5.6%	6.6%	5.8%
		% of Total	.9%	2.4%	1.3%	1.3%	5.8%
		Adjusted Residual	.7	-1.2	-.4	1.4	
	Agree Somewhat	Count	322	838	444	417	2021
		% within Personal Importance of Station(s)	15.9%	41.5%	22.0%	20.6%	100.0%
		% within Arbitron Age	29.8%	24.7%	26.0%	28.0%	26.4%
		% of Total	4.2%	10.9%	5.8%	5.4%	26.4%
		Adjusted Residual	2.8	-2.9	-.4	1.6	
	Agree Strongly	Count	291	799	422	350	1862
		% within Personal Importance of Station(s)	15.6%	42.9%	22.7%	18.8%	100.0%
		% within Arbitron Age	26.9%	23.6%	24.7%	23.5%	24.3%
		% of Total	3.8%	10.4%	5.5%	4.6%	24.3%
		Adjusted Residual	2.2	-1.3	.5	-.8	
	Agree Definitely	Count	331	1401	685	575	2992
		% within Personal Importance of Station(s)	11.1%	46.8%	22.9%	19.2%	100.0%
		% within Arbitron Age	30.6%	41.4%	40.2%	38.6%	39.0%
		% of Total	4.3%	18.3%	8.9%	7.5%	39.0%
		Adjusted Residual	-6.1	3.7	1.1	-.4	
Total		Count	1080	3388	1706	1490	7664
		% within Personal Importance of Station(s)	14.1%	44.2%	22.3%	19.4%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.1%	44.2%	22.3%	19.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**64.573**[a]	15	.000
Likelihood Ratio	66.378	15	.000
Linear-by-Linear Association	8.845	1	.003
N of Valid Cases	7664		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.01.

Perception of PR Funding * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Perception of PR Funding	Beliefs Not Associated with Giving	Count	708	2227	1055	981	4971
		% within Perception of PR Funding	14.2%	44.8%	21.2%	19.7%	100.0%
		% within Arbitron Age	65.1%	65.5%	61.6%	65.4%	64.6%
		% of Total	9.2%	28.9%	13.7%	12.7%	64.6%
		Adjusted Residual	.4	1.5	-2.9	.7	
	Beliefs Associated with Giving	Count	380	1173	657	520	2730
		% within Perception of PR Funding	13.9%	43.0%	24.1%	19.0%	100.0%
		% within Arbitron Age	34.9%	34.5%	38.4%	34.6%	35.4%
		% of Total	4.9%	15.2%	8.5%	6.8%	35.4%
		Adjusted Residual	-.4	-1.5	2.9	-.7	
Total		Count	1088	3400	1712	1501	7701
		% within Perception of PR Funding	14.1%	44.2%	22.2%	19.5%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.1%	44.2%	22.2%	19.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**8.304**[a]	3	.040
Likelihood Ratio	8.237	3	.041
Linear-by-Linear Association	.614	1	.433
N of Valid Cases	7701		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 385.70.

Reconciled Current Giver * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Reconciled Current Giver	Not Current	Count	849	2198	1133	956	5136
		% within Reconciled Current Giver	16.5%	42.8%	22.1%	18.6%	100.0%
		% within Arbitron Age	78.0%	64.6%	66.2%	63.7%	66.7%
		% of Total	11.0%	28.5%	14.7%	12.4%	66.7%
		Adjusted Residual	8.5	-3.4	-.5	-2.7	
	Current	Count	240	1202	579	545	2566
		% within Reconciled Current Giver	9.4%	46.8%	22.6%	21.2%	100.0%
		% within Arbitron Age	22.0%	35.4%	33.8%	36.3%	33.3%
		% of Total	3.1%	15.6%	7.5%	7.1%	33.3%
		Adjusted Residual	-8.5	3.4	.5	2.7	
Total		Count	1089	3400	1712	1501	7702
		% within Reconciled Current Giver	14.1%	44.1%	22.2%	19.5%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.1%	44.1%	22.2%	19.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**74.939**[a]	3	.000
Likelihood Ratio	79.405	3	.000
Linear-by-Linear Association	31.047	1	.000
N of Valid Cases	7702		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 362.81.

The news programming on public radio is unique, not available on commercial stations * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
The news programming on public radio is unique, not available on commercial stations	Disagree	Count	110	263	186	230	789
		% within The news programming on public radio is unique, not available on commercial stations	13.9%	33.3%	23.6%	29.2%	100.0%
		% within Arbitron Age	10.2%	7.9%	11.1%	16.0%	10.5%
		% of Total	1.5%	3.5%	2.5%	3.1%	10.5%
		Adjusted Residual	-.3	-6.6	1.0	7.6	
	Agree	Count	972	3087	1485	1205	6749
		% within The news programming on public radio is unique, not available on commercial stations	14.4%	45.7%	22.0%	17.9%	100.0%
		% within Arbitron Age	89.8%	92.1%	88.9%	84.0%	89.5%
		% of Total	12.9%	41.0%	19.7%	16.0%	89.5%
		Adjusted Residual	.3	6.6	-1.0	-7.6	
Total		Count	1082	3350	1671	1435	7538
		% within The news programming on public radio is unique, not available on commercial stations	14.4%	44.4%	22.2%	19.0%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.4%	44.4%	22.2%	19.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**72.710**[a]	3	.000
Likelihood Ratio	68.887	3	.000
Linear-by-Linear Association	46.748	1	.000
N of Valid Cases	7538		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 113.25.

The music programming on public radio is unique, not available on commerical stations * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**3.488**[a]	3	.322
Likelihood Ratio	3.522	3	.318
Linear-by-Linear Association	1.118	1	.290
N of Valid Cases	7581		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 91.83.

I seek out public radio whenever I move residence or travel out of town * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**13.296**[a]	3	.004
Likelihood Ratio	12.905	3	.005
Linear-by-Linear Association	2.883	1	.090
N of Valid Cases	7527		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 219.86.

I generally think of public radio as being financially supported by contributing listeners * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**18.862**[a]	3	.000
Likelihood Ratio	17.846	3	.000
Linear-by-Linear Association	15.293	1	.000
N of Valid Cases	7612		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 102.44.

I generally think of public radio as being financially supported by universities or gov't tax dollars * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**9.283**[a]	3	.026
Likelihood Ratio	9.267	3	.026
Linear-by-Linear Association	6.397	1	.011
N of Valid Cases	7600		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 422.80.

The social and cultural values I hear expressed on public radio usually fit closely with my own values * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**13.853**[a]	3	.003
Likelihood Ratio	14.165	3	.003
Linear-by-Linear Association	12.000	1	.001
N of Valid Cases	7558		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 203.96.

I keep listening to the public radio station during its on-air membership drives * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**6.680**[a]	3	.083
Likelihood Ratio	6.686	3	.083
Linear-by-Linear Association	2.419	1	.120
N of Valid Cases	7587		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 505.95.

The on-air membership drives are getting more prevalent than in the past * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**59.674**[a]	3	.000
Likelihood Ratio	59.336	3	.000
Linear-by-Linear Association	54.292	1	.000
N of Valid Cases	7457		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 240.11.

The on-air membership drives are becoming easier to listen to than in the past * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**19.627**[a]	3	.000
Likelihood Ratio	19.546	3	.000
Linear-by-Linear Association	3.368	1	.066
N of Valid Cases	7439		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 427.40.

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

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**40.893**[a]	3	.000
Likelihood Ratio	40.021	3	.000
Linear-by-Linear Association	36.133	1	.000
N of Valid Cases	7374		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 244.83.

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

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**40.372**[a]	3	.000
Likelihood Ratio	40.132	3	.000
Linear-by-Linear Association	39.935	1	.000
N of Valid Cases	7421		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 370.28.

My opinion of a company is more positive when I find out that it supports public radio * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**22.359**[a]	3	.000
Likelihood Ratio	21.338	3	.000
Linear-by-Linear Association	15.518	1	.000
N of Valid Cases	7569		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 172.03.

I am concerned that businesses which support public radio may eventually force changes in the programming * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**12.910**[a]	3	.005
Likelihood Ratio	12.922	3	.005
Linear-by-Linear Association	6.584	1	.010
N of Valid Cases	7576		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 540.36.

I personally would be less likely to contribute to public radio if more businesses * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
I personally would be less likely to contribute to public radio if more businesses	Disagree	Count	728	2292	1050	763	4833
		% within I personally would be less likely to contribute to public radio if more businesses	15.1%	47.4%	21.7%	15.8%	100.0%
		% within Arbitron Age	68.2%	68.7%	63.5%	54.0%	64.7%
		% of Total	9.7%	30.7%	14.1%	10.2%	64.7%
		Adjusted Residual	2.6	6.5	-1.2	-9.3	
	Agree	Count	339	1043	604	649	2635
		% within I personally would be less likely to contribute to public radio if more businesses	12.9%	39.6%	22.9%	24.6%	100.0%
		% within Arbitron Age	31.8%	31.3%	36.5%	46.0%	35.3%
		% of Total	4.5%	14.0%	8.1%	8.7%	35.3%
		Adjusted Residual	-2.6	-6.5	1.2	9.3	
Total		Count	1067	3335	1654	1412	7468
		% within I personally would be less likely to contribute to public radio if more businesses	14.3%	44.7%	22.1%	18.9%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.3%	44.7%	22.1%	18.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**100.870**[a]	3	.000
Likelihood Ratio	98.885	3	.000
Linear-by-Linear Association	83.073	1	.000
N of Valid Cases	7468		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 376.48.

Public Television Support by Household in the last two years * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Public Television Support by Household in the last two years	No	Count	709	1706	778	547	3740
		% within Public Television Support by Household in the last two years	19.0%	45.6%	20.8%	14.6%	100.0%
		% within Arbitron Age	72.3%	54.1%	49.3%	39.8%	52.8%
		% of Total	10.0%	24.1%	11.0%	7.7%	52.8%
		Adjusted Residual	13.2	2.0	-3.2	-10.7	
	Yes	Count	271	1447	801	827	3346
		% within Public Television Support by Household in the last two years	8.1%	43.2%	23.9%	24.7%	100.0%
		% within Arbitron Age	27.7%	45.9%	50.7%	60.2%	47.2%
		% of Total	3.8%	20.4%	11.3%	11.7%	47.2%
		Adjusted Residual	-13.2	-2.0	3.2	10.7	
	Don't Know	Count	0	1	0	0	1
		% within Public Television Support by Household in the last two years	.0%	100.0%	.0%	.0%	100.0%
		% within Arbitron Age	.0%	.0%	.0%	.0%	.0%
		% of Total	.0%	.0%	.0%	.0%	.0%
		Adjusted Residual	-.4	1.1	-.5	-.5	
Total		Count	980	3154	1579	1374	7087
		% within Public Television Support by Household in the last two years	13.8%	44.5%	22.3%	19.4%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	13.8%	44.5%	22.3%	19.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**254.587**[a]	6	.000
Likelihood Ratio	261.657	6	.000
Linear-by-Linear Association	224.920	1	.000
N of Valid Cases	7087		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .14.

Changes in Use of public radio stations in recent years * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Changes in Use of public radio stations in recent years	Use less	Count	70	277	120	134	601
		% within Changes in Use of public radio stations in recent years	11.6%	46.1%	20.0%	22.3%	100.0%
		% within Arbitron Age	6.5%	8.2%	7.1%	9.2%	7.9%
		% of Total	.9%	3.7%	1.6%	1.8%	7.9%
		Adjusted Residual	-1.8	.9	-1.4	2.0	
	Use same	Count	214	859	467	501	2041
		% within Changes in Use of public radio stations in recent years	10.5%	42.1%	22.9%	24.5%	100.0%
		% within Arbitron Age	20.0%	25.5%	27.6%	34.4%	26.9%
		% of Total	2.8%	11.3%	6.2%	6.6%	26.9%
		Adjusted Residual	-5.5	-2.4	.7	7.2	
	Use more	Count	786	2228	1106	822	4942
		% within Changes in Use of public radio stations in recent years	15.9%	45.1%	22.4%	16.6%	100.0%
		% within Arbitron Age	73.5%	66.2%	65.3%	56.4%	65.2%
		% of Total	10.4%	29.4%	14.6%	10.8%	65.2%
		Adjusted Residual	6.1	1.7	.2	-7.8	
Total		Count	1070	3364	1693	1457	7584
		% within Changes in Use of public radio stations in recent years	14.1%	44.4%	22.3%	19.2%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.1%	44.4%	22.3%	19.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**88.345**[a]	6	.000
Likelihood Ratio	88.227	6	.000
Linear-by-Linear Association	51.185	1	.000
N of Valid Cases	7584		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 84.79.

Changes in Use of commercial radio stations in recent years * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Changes in Use of commercial radio stations in recent years	Use less	Count	446	1618	795	673	3532
		% within Changes in Use of commercial radio stations in recent years	12.6%	45.8%	22.5%	19.1%	100.0%
		% within Arbitron Age	42.2%	49.9%	50.6%	51.5%	49.2%
		% of Total	6.2%	22.5%	11.1%	9.4%	49.2%
		Adjusted Residual	-5.0	1.1	1.2	1.8	
	Use same	Count	417	1130	561	458	2566
		% within Changes in Use of commercial radio stations in recent years	16.3%	44.0%	21.9%	17.8%	100.0%
		% within Arbitron Age	39.4%	34.9%	35.7%	35.0%	35.8%
		% of Total	5.8%	15.7%	7.8%	6.4%	35.8%
		Adjusted Residual	2.7	-1.4	.0	-.6	
	Use more	Count	195	492	215	176	1078
		% within Changes in Use of commercial radio stations in recent years	18.1%	45.6%	19.9%	16.3%	100.0%
		% within Arbitron Age	18.4%	15.2%	13.7%	13.5%	15.0%
		% of Total	2.7%	6.9%	3.0%	2.5%	15.0%
		Adjusted Residual	3.4	.4	-1.7	-1.7	
Total		Count	1058	3240	1571	1307	7176
		% within Changes in Use of commercial radio stations in recent years	14.7%	45.2%	21.9%	18.2%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.7%	45.2%	21.9%	18.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**30.115**[a]	6	.000
Likelihood Ratio	30.097	6	.000
Linear-by-Linear Association	18.850	1	.000
N of Valid Cases	7176		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 158.94.

Changes in Use of public television stations in recent years * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**98.072**[a]	6	.000
Likelihood Ratio	99.927	6	.000
Linear-by-Linear Association	80.015	1	.000
N of Valid Cases	7279		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 126.33.

Changes in Use of commercial television stations in recent years * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**95.924**[a]	6	.000
Likelihood Ratio	95.364	6	.000
Linear-by-Linear Association	17.034	1	.000
N of Valid Cases	7246		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 104.33.

Changes in Use of cable television channels in recent years * Arbitron Age

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**42.626**[a]	6	.000
Likelihood Ratio	41.775	6	.000
Linear-by-Linear Association	13.103	1	.000
N of Valid Cases	5255		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 131.60.

Changes in Use of Internet or on-line services * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Changes in Use of Internet or on-line services	Use less	Count	34	106	65	59	264
		% within Changes in Use of Internet or on-line services	12.9%	40.2%	24.6%	22.3%	100.0%
		% within Arbitron Age	4.7%	6.0%	10.1%	25.1%	7.8%
		% of Total	1.0%	3.1%	1.9%	1.7%	7.8%
		Adjusted Residual	-3.6	-4.1	2.4	10.2	
	Use same	Count	77	169	85	37	368
		% within Changes in Use of Internet or on-line services	20.9%	45.9%	23.1%	10.1%	100.0%
		% within Arbitron Age	10.5%	9.6%	13.2%	15.7%	10.9%
		% of Total	2.3%	5.0%	2.5%	1.1%	10.9%
		Adjusted Residual	-.3	-2.6	2.1	2.5	
	Use more	Count	619	1492	494	139	2744
		% within Changes in Use of Internet or on-line services	22.6%	54.4%	18.0%	5.1%	100.0%
		% within Arbitron Age	84.8%	84.4%	76.7%	59.1%	81.3%
		% of Total	18.3%	44.2%	14.6%	4.1%	81.3%
		Adjusted Residual	2.7	4.9	-3.3	-9.0	
Total		Count	730	1767	644	235	3376
		% within Changes in Use of Internet or on-line services	21.6%	52.3%	19.1%	7.0%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	21.6%	52.3%	19.1%	7.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**141.136**[a]	6	.000
Likelihood Ratio	110.422	6	.000
Linear-by-Linear Association	96.914	1	.000
N of Valid Cases	3376		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.38.

Actualizer Primary or Secondary * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Actualizer Primary or Secondary	No	Count	433	1186	712	1002	3333
		% within Actualizer Primary or Secondary	13.0%	35.6%	21.4%	30.1%	100.0%
		% within Arbitron Age	39.8%	34.9%	41.6%	66.8%	43.3%
		% of Total	5.6%	15.4%	9.2%	13.0%	43.3%
		Adjusted Residual	-2.5	-13.2	-1.6	20.5	
	Yes	Count	656	2213	999	499	4367
		% within Actualizer Primary or Secondary	15.0%	50.7%	22.9%	11.4%	100.0%
		% within Arbitron Age	60.2%	65.1%	58.4%	33.2%	56.7%
		% of Total	8.5%	28.7%	13.0%	6.5%	56.7%
		Adjusted Residual	2.5	13.2	1.6	-20.5	
Total		Count	1089	3399	1711	1501	7700
		% within Actualizer Primary or Secondary	14.1%	44.1%	22.2%	19.5%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.1%	44.1%	22.2%	19.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**441.787**[a]	3	.000
Likelihood Ratio	442.161	3	.000
Linear-by-Linear Association	292.780	1	.000
N of Valid Cases	7700		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 471.38.

Primary VALS 2 Type * Arbitron Age

Crosstab

			Arbitron Age				
			Generation X	Baby Boomers	Swing Generation	WWII Generation	Total
Primary VALS 2 Type	No VALS 2 Type assigned	Count	27	163	80	128	398
		% within Primary VALS 2 Type	6.8%	41.0%	20.1%	32.2%	100.0%
		% within Arbitron Age	2.5%	4.8%	4.7%	8.5%	5.2%
		% of Total	.4%	2.1%	1.0%	1.7%	5.2%
		Adjusted Residual	-4.3	-1.3	-1.0	6.6	
	Actualizer	Count	371	1485	608	254	2718
		% within Primary VALS 2 Type	13.6%	54.6%	22.4%	9.3%	100.0%
		% within Arbitron Age	34.1%	43.7%	35.5%	16.9%	35.3%
		% of Total	4.8%	19.3%	7.9%	3.3%	35.3%
		Adjusted Residual	-.9	13.7	.2	-16.6	
	Fulfilled	Count	206	876	603	710	2395
		% within Primary VALS 2 Type	8.6%	36.6%	25.2%	29.6%	100.0%
		% within Arbitron Age	18.9%	25.8%	35.2%	47.3%	31.1%
		% of Total	2.7%	11.4%	7.8%	9.2%	31.1%
		Adjusted Residual	-9.4	-9.0	4.2	15.1	
	Believer	Count	14	75	154	231	474
		% within Primary VALS 2 Type	3.0%	15.8%	32.5%	48.7%	100.0%
		% within Arbitron Age	1.3%	2.2%	9.0%	15.4%	6.2%
		% of Total	.2%	1.0%	2.0%	3.0%	6.2%
		Adjusted Residual	-7.2	-12.8	5.6	16.6	
	Achiever	Count	100	356	103	45	604
		% within Primary VALS 2 Type	16.6%	58.9%	17.1%	7.5%	100.0%
		% within Arbitron Age	9.2%	10.5%	6.0%	3.0%	7.8%
		% of Total	1.3%	4.6%	1.3%	.6%	7.8%
		Adjusted Residual	1.8	7.6	-3.2	-7.8	
	Striver	Count	120	189	93	0	402
		% within Primary VALS 2 Type	29.9%	47.0%	23.1%	.0%	100.0%
		% within Arbitron Age	11.0%	5.6%	5.4%	.0%	5.2%
		% of Total	1.6%	2.5%	1.2%	.0%	5.2%
		Adjusted Residual	9.3	1.2	.5	-10.1	
	Experiencer	Count	162	33	4	2	201
		% within Primary VALS 2 Type	80.6%	16.4%	2.0%	1.0%	100.0%
		% within Arbitron Age	14.9%	1.0%	.2%	.1%	2.6%
		% of Total	2.1%	.4%	.1%	.0%	2.6%
		Adjusted Residual	27.4	-8.0	-7.0	-6.7	
	Maker	Count	88	200	19	0	307
		% within Primary VALS 2 Type	28.7%	65.1%	6.2%	.0%	100.0%
		% within Arbitron Age	8.1%	5.9%	1.1%	.0%	4.0%
		% of Total	1.1%	2.6%	.2%	.0%	4.0%
		Adjusted Residual	7.5	7.6	-6.9	-8.8	
	Struggler	Count	0	23	47	131	201
		% within Primary VALS 2 Type	.0%	11.4%	23.4%	65.2%	100.0%
		% within Arbitron Age	.0%	.7%	2.7%	8.7%	2.6%
		% of Total	.0%	.3%	.6%	1.7%	2.6%
		Adjusted Residual	-5.8	-9.5	.4	16.6	
Total		Count	1088	3400	1711	1501	7700
		% within Primary VALS 2 Type	14.1%	44.2%	22.2%	19.5%	100.0%
		% within Arbitron Age	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	14.1%	44.2%	22.2%	19.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2273.103**[a]	24	.000
Likelihood Ratio	2108.448	24	.000
Linear-by-Linear Association	50.400	1	.000
N of Valid Cases	7700		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.40.