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*Stage I: Comparison of GenX Listeners by Type of GenX Station Listened To
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*PART 1: Demographics of GenX Listeners by Type of GenX Station Listened To
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*****************************████████
*A: Means Analysis
*****************************████████

weight by a015.

means
tables = a020m a021 hrsadj a026  ed_years incadj by stn_12
/cells mean
/statistics anova.
```

Means

Report

	Mean			
	Station GenX Appeal/Size			
	Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Percent Male	.50	.45	.55	.47
AGE	**25.87**	**27.69**	**26.81**	27.32
Hours worked per week	28.86	32.42	32.62	32.11
Number of Public Radio Listeners in the Household	1.40	1.41	1.56	1.44
Years of Formal Education	**15.03**	**17.50**	**16.43**	17.03
Household Income in Thousands$	29.98	52.83	45.73	49.12

ANOVA Table

	F	Sig.
Percent Male	.435	.648
AGE	**2.384**	**.096**
Hours worked per week	.353	.703
Number of Public Radio Listeners in the Household	.714	.492
Years of Formal Education	**7.010**	**.001**
Household Income in Thousands$	1.840	.163

Means

Report

	Household Income in Thousands$			
Station GenX Appeal/Size	Mean	N	Std. Deviation	Median
Big GX% of Cume (>40%)	29.98	13	21.18	**22.50**
Big GX Cume (Top 4)	52.83	91	41.48	**45.00**
Small GX% of Cume(<10%)	45.73	27	47.81	**35.00**
Total	49.12	131	41.68	35.00

ANOVA Table

	F	Sig.
Household Income in Thousands$	1.840	.163

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********************************
*B: Crosstabs Analysis
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CROSSTABS
 /TABLES=a020 a024 a025 a026 a028 to a030 a030a a031 BY stn_12
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID.
```

Crosstabs

SEX * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
SEX	Male	Count	6	41	16	63
		% within SEX	9.5%	65.1%	25.4%	100.0%
		% within Station GenX Appeal/Size	46.2%	45.1%	55.2%	47.4%
		% of Total	4.5%	30.8%	12.0%	47.4%
		Adjusted Residual	-.1	-.8	1.0	
	Female	Count	7	50	13	70
		% within SEX	10.0%	71.4%	18.6%	100.0%
		% within Station GenX Appeal/Size	53.8%	54.9%	44.8%	52.6%
		% of Total	5.3%	37.6%	9.8%	52.6%
		Adjusted Residual	.1	.8	-1.0	
Total		Count	13	91	29	133
		% within SEX	9.8%	68.4%	21.8%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.4%	21.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.911[a]	2	.634
Likelihood Ratio	.911	2	.634
Linear-by-Linear Association	.582	1	.445
N of Valid Cases	133		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.16.

WORK * Station GenX Appeal/Size

Crosstab

| | | | Station GenX Appeal/Size | | | |
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
WORK	Does not Work	Count	2	10	1	13
		% within WORK	15.4%	76.9%	7.7%	100.0%
		% within Station GenX Appeal/Size	15.4%	11.0%	3.4%	9.8%
		% of Total	1.5%	7.5%	.8%	9.8%
		Adjusted Residual	.7	.7	-1.3	
	1-19 Hours per week	Count	2	10	6	18
		% within WORK	11.1%	55.6%	33.3%	100.0%
		% within Station GenX Appeal/Size	15.4%	11.0%	20.7%	13.5%
		% of Total	1.5%	7.5%	4.5%	13.5%
		Adjusted Residual	.2	-1.3	1.3	
	30+ Hours per week	Count	9	71	22	102
		% within WORK	8.8%	69.6%	21.6%	100.0%
		% within Station GenX Appeal/Size	69.2%	78.0%	75.9%	76.7%
		% of Total	6.8%	53.4%	16.5%	76.7%
		Adjusted Residual	-.7	.5	-.1	
Total		Count	13	91	29	133
		% within WORK	9.8%	68.4%	21.8%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.4%	21.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**3.427**[a]	4	**.489**
Likelihood Ratio	3.634	4	.458
Linear-by-Linear Association	.363	1	.547
N of Valid Cases	133		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.27.

Employment Status * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Employment Status	Employed Man	Count	6	37	16	59
		% within Employment Status	10.2%	62.7%	27.1%	100.0%
		% within Station GenX Appeal/Size	46.2%	40.7%	55.2%	44.4%
		% of Total	4.5%	27.8%	12.0%	44.4%
		Adjusted Residual	.1	-1.3	1.3	
	Employed Woman	Count	5	44	12	61
		% within Employment Status	8.2%	72.1%	19.7%	100.0%
		% within Station GenX Appeal/Size	38.5%	48.4%	41.4%	45.9%
		% of Total	3.8%	33.1%	9.0%	45.9%
		Adjusted Residual	-.6	.8	-.5	
	Unemployed (12-59)	Count	2	10	1	13
		% within Employment Status	15.4%	76.9%	7.7%	100.0%
		% within Station GenX Appeal/Size	15.4%	11.0%	3.4%	9.8%
		% of Total	1.5%	7.5%	.8%	9.8%
		Adjusted Residual	.7	.7	-1.3	
Total		Count	13	91	29	133
		% within Employment Status	9.8%	68.4%	21.8%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.4%	21.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**3.203**[a]	4	**.524**
Likelihood Ratio	3.497	4	.478
Linear-by-Linear Association	2.066	1	.151
N of Valid Cases	133		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 1.27.

Number of Public Radio Listeners in the Household * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Number of Public Radio Listeners in the Household	1	Count	8	57	16	81
		% within Number of Public Radio Listeners in the Household	9.9%	70.4%	19.8%	100.0%
		% within Station GenX Appeal/Size	61.5%	62.6%	57.1%	61.4%
		% of Total	6.1%	43.2%	12.1%	61.4%
		Adjusted Residual	.0	.4	-.5	
	2	Count	5	31	9	45
		% within Number of Public Radio Listeners in the Household	11.1%	68.9%	20.0%	100.0%
		% within Station GenX Appeal/Size	38.5%	34.1%	32.1%	34.1%
		% of Total	3.8%	23.5%	6.8%	34.1%
		Adjusted Residual	.4	.0	-.2	
	3	Count	0	3	3	6
		% within Number of Public Radio Listeners in the Household	.0%	50.0%	50.0%	100.0%
		% within Station GenX Appeal/Size	.0%	3.3%	10.7%	4.5%
		% of Total	.0%	2.3%	2.3%	4.5%
		Adjusted Residual	-.8	-1.0	1.8	
Total		Count	13	91	28	132
		% within Number of Public Radio Listeners in the Household	9.8%	68.9%	21.2%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.9%	21.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**3.457**[a]	4	**.484**
Likelihood Ratio	3.426	4	.489
Linear-by-Linear Association	.932	1	.334
N of Valid Cases	132		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .59.

Age Categories * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**13.713**[a]	6	**.033**
Likelihood Ratio	9.013	6	.173
Linear-by-Linear Association	.972	1	.324
N of Valid Cases	132		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .10.

Race/Ethnicity * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Race/Ethnicity	Hispanic/Latino	Count	1	1	4	6
		% within Race/Ethnicity	16.7%	16.7%	66.7%	100.0%
		% within Station GenX Appeal/Size	7.7%	1.1%	14.8%	4.6%
		% of Total	.8%	.8%	3.1%	4.6%
		Adjusted Residual	.6	-2.9	2.8	
	Black/African American	Count	1	3	0	4
		% within Race/Ethnicity	25.0%	75.0%	.0%	100.0%
		% within Station GenX Appeal/Size	7.7%	3.3%	.0%	3.1%
		% of Total	.8%	2.3%	.0%	3.1%
		Adjusted Residual	1.0	.3	-1.0	
	Asian/Pacific Islander	Count	1	12	2	15
		% within Race/Ethnicity	6.7%	80.0%	13.3%	100.0%
		% within Station GenX Appeal/Size	7.7%	13.3%	7.4%	11.5%
		% of Total	.8%	9.2%	1.5%	11.5%
		Adjusted Residual	-.5	1.0	-.8	
	White/Caucasian	Count	9	67	21	97
		% within Race/Ethnicity	9.3%	69.1%	21.6%	100.0%
		% within Station GenX Appeal/Size	**69.2%**	**74.4%**	**77.8%**	74.6%
		% of Total	6.9%	51.5%	16.2%	74.6%
		Adjusted Residual	-.5	-.1	.4	
	Native American/Indian	Count	1	0	0	1
		% within Race/Ethnicity	100.0%	.0%	.0%	100.0%
		% within Station GenX Appeal/Size	7.7%	.0%	.0%	.8%
		% of Total	.8%	.0%	.0%	.8%
		Adjusted Residual	3.0	-1.5	-.5	
	Mixed/Other	Count	0	7	0	7
		% within Race/Ethnicity	.0%	100.0%	.0%	100.0%
		% within Station GenX Appeal/Size	.0%	7.8%	.0%	5.4%
		% of Total	.0%	5.4%	.0%	5.4%
		Adjusted Residual	-.9	1.8	-1.4	
Total		Count	13	90	27	130
		% within Race/Ethnicity	10.0%	69.2%	20.8%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	10.0%	69.2%	20.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**23.512**[a]	10	**.009**
Likelihood Ratio	20.544	10	.025
Linear-by-Linear Association	1.184	1	.277
N of Valid Cases	130		

a. 14 cells (77.8%) have expected count less than 5. The minimum expected count is .10.

Education * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			Total
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	
Education	Grade 8 or less	Count	1	0	0	1
		% within Education	100.0%	.0%	.0%	100.0%
		% within Station GenX Appeal/Size	7.7%	.0%	.0%	.8%
		% of Total	.8%	.0%	.0%	.8%
		Adjusted Residual	3.0	-1.5	-.5	
	Grades 9-11 years	Count	0	0	2	2
		% within Education	.0%	.0%	100.0%	100.0%
		% within Station GenX Appeal/Size	.0%	.0%	6.9%	1.5%
		% of Total	.0%	.0%	1.5%	1.5%
		Adjusted Residual	-.5	-2.1	2.7	
	Graduated High School	Count	1	3	0	4
		% within Education	25.0%	75.0%	.0%	100.0%
		% within Station GenX Appeal/Size	7.7%	3.3%	.0%	3.0%
		% of Total	.8%	2.3%	.0%	3.0%
		Adjusted Residual	1.0	.3	-1.1	
	1-3 years of college	Count	4	8	3	15
		% within Education	26.7%	53.3%	20.0%	100.0%
		% within Station GenX Appeal/Size	30.8%	8.8%	10.3%	11.3%
		% of Total	3.0%	6.0%	2.3%	11.3%
		Adjusted Residual	2.3	-1.3	-.2	
	College degree (4 years)	Count	5	34	13	52
		% within Education	9.6%	65.4%	25.0%	100.0%
		% within Station GenX Appeal/Size	38.5%	37.4%	44.8%	39.1%
		% of Total	3.8%	25.6%	9.8%	39.1%
		Adjusted Residual	.0	-.6	.7	
	Some graduate credits	Count	0	11	6	17
		% within Education	.0%	64.7%	35.3%	100.0%
		% within Station GenX Appeal/Size	.0%	12.1%	20.7%	12.8%
		% of Total	.0%	8.3%	4.5%	12.8%
		Adjusted Residual	-1.5	-.4	1.4	
	Advanced degree (MA, MD, PhD)	Count	2	35	5	42
		% within Education	4.8%	83.3%	11.9%	100.0%
		% within Station GenX Appeal/Size	15.4%	38.5%	17.2%	31.6%
		% of Total	1.5%	26.3%	3.8%	31.6%
		Adjusted Residual	-1.3	2.5	-1.9	
Total		Count	13	91	29	133
		% within Education	9.8%	68.4%	21.8%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.4%	21.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**30.912**[a]	12	**.002**
Likelihood Ratio	26.426	12	.009
Linear-by-Linear Association	.355	1	.551
N of Valid Cases	133		

a. 14 cells (66.7%) have expected count less than 5. The minimum expected count is .10.

College Graduate * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
College Graduate	No	Count	6	11	5	22
		% within College Graduate	27.3%	50.0%	22.7%	100.0%
		% within Station GenX Appeal/Size	46.2%	12.1%	17.9%	16.7%
		% of Total	4.5%	8.3%	3.8%	16.7%
		Adjusted Residual	3.0	-2.1	.2	
	Yes	Count	7	80	23	110
		% within College Graduate	6.4%	72.7%	20.9%	100.0%
		% within Station GenX Appeal/Size	**53.8%**	**87.9%**	**82.1%**	**83.3%**
		% of Total	5.3%	60.6%	17.4%	83.3%
		Adjusted Residual	**-3.0**	**2.1**	**-.2**	
Total		Count	13	91	28	132
		% within College Graduate	9.8%	68.9%	21.2%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.9%	21.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**9.541**[a]	2	**.008**
Likelihood Ratio	7.629	2	.022
Linear-by-Linear Association	2.228	1	.136
N of Valid Cases	132		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.17.

Household Income * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Household Income	Less than $10,000	Count	2	3	4	9
		% within Household Income	22.2%	33.3%	44.4%	100.0%
		% within Station GenX Appeal/Size	15.4%	3.3%	14.3%	6.8%
		% of Total	1.5%	2.3%	3.0%	6.8%
		Adjusted Residual	1.3	-2.4	1.8	
	$10,000 to $14,999	Count	0	3	1	4
		% within Household Income	.0%	75.0%	25.0%	100.0%
		% within Station GenX Appeal/Size	.0%	3.3%	3.6%	3.0%
		% of Total	.0%	2.3%	.8%	3.0%
		Adjusted Residual	-.7	.3	.2	
	$15,000 to $19,999	Count	2	6	3	11
		% within Household Income	18.2%	54.5%	27.3%	100.0%
		% within Station GenX Appeal/Size	15.4%	6.6%	10.7%	8.3%
		% of Total	1.5%	4.5%	2.3%	8.3%
		Adjusted Residual	1.0	-1.1	.5	
	$20,000 to $24,999	Count	4	6	1	11
		% within Household Income	36.4%	54.5%	9.1%	100.0%
		% within Station GenX Appeal/Size	30.8%	6.6%	3.6%	8.3%
		% of Total	3.0%	4.5%	.8%	8.3%
		Adjusted Residual	3.1	-1.1	-1.0	
	$25,000 to $29,999	Count	1	14	1	16
		% within Household Income	6.3%	87.5%	6.3%	100.0%
		% within Station GenX Appeal/Size	7.7%	15.4%	3.6%	12.1%
		% of Total	.8%	10.6%	.8%	12.1%
		Adjusted Residual	-.5	1.7	-1.6	
	$30,000 to $39,999	Count	0	10	5	15
		% within Household Income	.0%	66.7%	33.3%	100.0%
		% within Station GenX Appeal/Size	.0%	11.0%	17.9%	11.4%
		% of Total	.0%	7.6%	3.8%	11.4%
		Adjusted Residual	-1.4	-.2	1.2	
	$40,000 to $49,999	Count	2	13	4	19
		% within Household Income	10.5%	68.4%	21.1%	100.0%
		% within Station GenX Appeal/Size	15.4%	14.3%	14.3%	14.4%
		% of Total	1.5%	9.8%	3.0%	14.4%
		Adjusted Residual	.1	-.1	.0	
	$50,000 to $74,999	Count	1	22	6	29
		% within Household Income	3.4%	75.9%	20.7%	100.0%
		% within Station GenX Appeal/Size	7.7%	24.2%	21.4%	22.0%
		% of Total	.8%	16.7%	4.5%	22.0%
		Adjusted Residual	-1.3	.9	-.1	
	$75,000 to $99,999	Count	1	6	2	9
		% within Household Income	11.1%	66.7%	22.2%	100.0%
		% within Station GenX Appeal/Size	7.7%	6.6%	7.1%	6.8%
		% of Total	.8%	4.5%	1.5%	6.8%
		Adjusted Residual	.1	-.2	.1	
	$100,000 to $199,999	Count	0	7	0	7
		% within Household Income	.0%	100.0%	.0%	100.0%
		% within Station GenX Appeal/Size	.0%	7.7%	.0%	5.3%
		% of Total	.0%	5.3%	.0%	5.3%
		Adjusted Residual	-.9	1.8	-1.4	
	$200,000 or more	Count	0	1	1	2
		% within Household Income	.0%	50.0%	50.0%	100.0%
		% within Station GenX Appeal/Size	.0%	1.1%	3.6%	1.5%
		% of Total	.0%	.8%	.8%	1.5%
		Adjusted Residual	-.5	-.6	1.0	
Total		Count	13	91	28	132
		% within Household Income	9.8%	68.9%	21.2%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.9%	21.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**26.938**[a]	20	**.137**
Likelihood Ratio	28.040	20	.108
Linear-by-Linear Association	.250	1	.617
N of Valid Cases	132		

a. 24 cells (72.7%) have expected count less than 5. The minimum expected count is .20.

```
********************************************************************************
*PART 2: Utiligraphics of GenX Listeners by Type of GenX Station Listened To
********************************************************************************

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 stn_12
/cells mean
/statistics anova.
```

Means

	Mean			
	Station GenX Appeal/Size			
	Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Years Listening to Station A	6.67	5.14	10.64	6.43
Years Listening to Station B	5.46	3.16	5.43	4.09
Percent in Core	**35.97**	**55.70**	**25.27**	47.29
Reliance Score	4.717E-02	-1.8601E-02	-.5414	-.1205
Number of Public Stations Used Across the Week	1.30	1.13	1.37	1.20
Total number of Stations Used Across the Week	4.37	4.08	5.08	4.30
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	2.83	3.83	2.51	3.45
Horizontal Hold to Radio (# of Days Listened Out of 7)	5.88	5.73	5.97	5.80
Time Spent Listening to Public Radio (QHs/week)- Total	24.83	26.96	21.61	25.68
Time Spent Listening to the Radio (QHs/week)- Total	96.44	68.07	90.08	76.30
Loyalty to Public Radio (Total)	33.792	46.747	28.040	41.453
Occasions to Public Radio (in Tune-Ins/Week)- Total	5.46	6.11	5.00	5.82
Occasions to the Radio (in Tune-Ins/Week)- Total	19.19	16.76	21.06	17.89
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	5.739	5.128	4.773	5.158
Avg. Duration per Occasion to the Radio (in QHs)(Total)	5.841	4.420	4.095	4.579

ANOVA Table

	F	Sig.
Years Listening to Station A	**3.684**	**.028**
Years Listening to Station B	1.732	.198
Percent in Core	**9.419**	**.000**
Reliance Score	**4.713**	**.011**
Number of Public Stations Used Across the Week	**5.668**	**.004**
Total number of Stations Used Across the Week	**4.482**	**.012**
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	**12.297**	**.000**
Horizontal Hold to Radio (# of Days Listened Out of 7)	.739	.478
Time Spent Listening to Public Radio (QHs/week)- Total	.885	.414
Time Spent Listening to the Radio (QHs/week)- Total	**5.261**	**.006**
Loyalty to Public Radio (Total)	**9.562**	**.000**
Occasions to Public Radio (in Tune-Ins/Week)- Total	.913	.402
Occasions to the Radio (in Tune-Ins/Week)- Total	**3.419**	**.034**
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	.465	.629
Avg. Duration per Occasion to the Radio (in QHs)(Total)	**4.449**	**.013**

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

CROSSTABS
 /TABLES=core a045y reliance a048 a049 PR_Locs to RA_Work a052 a053 BY stn_12
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID.
```

Crosstabs

Core/Fringe * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Core/Fringe	Fringe	Count	28	86	39	153
		% within Core/Fringe	18.3%	56.2%	25.5%	100.0%
		% within Station GenX Appeal/Size	63.6%	44.1%	75.0%	52.6%
		% of Total	9.6%	29.6%	13.4%	52.6%
		Adjusted Residual	1.6	-4.1	3.6	
	Core	Count	16	109	13	138
		% within Core/Fringe	11.6%	79.0%	9.4%	100.0%
		% within Station GenX Appeal/Size	36.4%	55.9%	25.0%	47.4%
		% of Total	5.5%	37.5%	4.5%	47.4%
		Adjusted Residual	-1.6	4.1	-3.6	
Total		Count	44	195	52	291
		% within Core/Fringe	15.1%	67.0%	17.9%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	15.1%	67.0%	17.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**18.261**[a]	2	**.000**
Likelihood Ratio	18.865	2	.000
Linear-by-Linear Association	1.926	1	.165
N of Valid Cases	291		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.87.

Exclusive Listener to Public Radio * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.466**[a]	2	**.291**
Likelihood Ratio	3.146	2	.207
Linear-by-Linear Association	.945	1	.331
N of Valid Cases	291		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.09.

Utiligraphic Reliance on Public Radio * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Utiligraphic Reliance on Public Radio	Very Low	Count	3	11	10	24
		% within Utiligraphic Reliance on Public Radio	12.5%	45.8%	41.7%	100.0%
		% within Station GenX Appeal/Size	23.1%	11.7%	35.7%	17.8%
		% of Total	2.2%	8.1%	7.4%	17.8%
		Adjusted Residual	.5	-2.8	2.8	
	Low	Count	3	41	14	58
		% within Utiligraphic Reliance on Public Radio	5.2%	70.7%	24.1%	100.0%
		% within Station GenX Appeal/Size	23.1%	43.6%	50.0%	43.0%
		% of Total	2.2%	30.4%	10.4%	43.0%
		Adjusted Residual	-1.5	.2	.8	
	High	Count	4	30	3	37
		% within Utiligraphic Reliance on Public Radio	10.8%	81.1%	8.1%	100.0%
		% within Station GenX Appeal/Size	30.8%	31.9%	10.7%	27.4%
		% of Total	3.0%	22.2%	2.2%	27.4%
		Adjusted Residual	.3	1.8	-2.2	
	Very High	Count	3	12	1	16
		% within Utiligraphic Reliance on Public Radio	18.8%	75.0%	6.3%	100.0%
		% within Station GenX Appeal/Size	23.1%	12.8%	3.6%	11.9%
		% of Total	2.2%	8.9%	.7%	11.9%
		Adjusted Residual	1.3	.5	-1.5	
Total		Count	13	94	28	135
		% within Utiligraphic Reliance on Public Radio	9.6%	69.6%	20.7%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.6%	69.6%	20.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.418[a]	6	.017
Likelihood Ratio	15.882	6	.014
Linear-by-Linear Association	8.951	1	.003
N of Valid Cases	135		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.54.

Horizontal Hold to Public Radio (# of Days Listened Out of 7) * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	1	Count	16	39	15	70
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	22.9%	55.7%	21.4%	100.0%
		% within Station GenX Appeal/Size	36.4%	19.8%	28.8%	23.9%
		% of Total	5.5%	13.3%	5.1%	23.9%
		Adjusted Residual	2.1	-2.4	.9	
	2	Count	10	19	18	47
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	21.3%	40.4%	38.3%	100.0%
		% within Station GenX Appeal/Size	22.7%	9.6%	34.6%	16.0%
		% of Total	3.4%	6.5%	6.1%	16.0%
		Adjusted Residual	1.3	-4.3	4.0	
	3	Count	5	24	8	37
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	13.5%	64.9%	21.6%	100.0%
		% within Station GenX Appeal/Size	11.4%	12.2%	15.4%	12.6%
		% of Total	1.7%	8.2%	2.7%	12.6%
		Adjusted Residual	-.3	-.3	.7	
	4	Count	3	34	5	42
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	7.1%	81.0%	11.9%	100.0%
		% within Station GenX Appeal/Size	6.8%	17.3%	9.6%	14.3%
		% of Total	1.0%	11.6%	1.7%	14.3%
		Adjusted Residual	-1.5	2.0	-1.1	
	5	Count	2	34	3	39
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	5.1%	87.2%	7.7%	100.0%
		% within Station GenX Appeal/Size	4.5%	17.3%	5.8%	13.3%
		% of Total	.7%	11.6%	1.0%	13.3%
		Adjusted Residual	-1.9	2.9	-1.8	
	6	Count	4	29	0	33
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	12.1%	87.9%	.0%	100.0%
		% within Station GenX Appeal/Size	9.1%	14.7%	.0%	11.3%
		% of Total	1.4%	9.9%	.0%	11.3%
		Adjusted Residual	-.5	2.7	-2.8	
	7	Count	4	18	3	25
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	16.0%	72.0%	12.0%	100.0%
		% within Station GenX Appeal/Size	9.1%	9.1%	5.8%	8.5%
		% of Total	1.4%	6.1%	1.0%	8.5%
		Adjusted Residual	.1	.5	-.8	
Total		Count	44	197	52	293
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	15.0%	67.2%	17.7%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	15.0%	67.2%	17.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**42.100**[a]	12	**.000**
Likelihood Ratio	47.107	12	.000
Linear-by-Linear Association	1.224	1	.269
N of Valid Cases	293		

a. 3 cells (14.3%) have expected count less than 5. The minimum expected count is 3.75.

Horizontal Hold to Radio (# of Days Listened Out of 7) * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**11.890**[a]	12	**.455**
Likelihood Ratio	13.752	12	.317
Linear-by-Linear Association	.034	1	.854
N of Valid Cases	294		

a. 10 cells (47.6%) have expected count less than 5. The minimum expected count is .63.

Locations of Public Radio Listening * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**1.089**[a]	4	**.896**
Likelihood Ratio	1.053	4	.902
Linear-by-Linear Association	.156	1	.693
N of Valid Cases	291		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.32.

Locations of Radio Listening * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.870**[a]	4	**.580**
Likelihood Ratio	3.033	4	.552
Linear-by-Linear Association	.278	1	.598
N of Valid Cases	292		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.55.

Public Radio At Home * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Public Radio At Home	No	Count	14	71	21	106
		% within Public Radio At Home	13.2%	67.0%	19.8%	100.0%
		% within Station GenX Appeal/Size	31.8%	36.4%	40.4%	36.4%
		% of Total	4.8%	24.4%	7.2%	36.4%
		Adjusted Residual	-.7	.0	.7	
	Yes	Count	30	124	31	185
		% within Public Radio At Home	16.2%	67.0%	16.8%	100.0%
		% within Station GenX Appeal/Size	68.2%	63.6%	59.6%	63.6%
		% of Total	10.3%	42.6%	10.7%	63.6%
		Adjusted Residual	.7	.0	-.7	
Total		Count	44	195	52	291
		% within Public Radio At Home	15.1%	67.0%	17.9%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	15.1%	67.0%	17.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.755[a]	2	.685
Likelihood Ratio	.759	2	.684
Linear-by-Linear Association	.750	1	.386
N of Valid Cases	291		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.03.

Public Radio In Car * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.855[a]	2	.396
Likelihood Ratio	1.854	2	.396
Linear-by-Linear Association	1.807	1	.179
N of Valid Cases	291		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.51.

Public Radio At Work * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.852**[a]	2	**.240**
Likelihood Ratio	2.625	2	.269
Linear-by-Linear Association	1.961	1	.161
N of Valid Cases	290		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.04.

Radio At Home * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**1.772**[a]	2	**.412**
Likelihood Ratio	1.813	2	.404
Linear-by-Linear Association	1.762	1	.184
N of Valid Cases	292		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.40.

Radio In Car * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Radio In Car	No	Count	11	29	4	44
		% within Radio In Car	25.0%	65.9%	9.1%	100.0%
		% within Station GenX Appeal/Size	25.0%	14.9%	7.7%	15.1%
		% of Total	3.8%	10.0%	1.4%	15.1%
		Adjusted Residual	2.0	-.2	-1.6	
	Yes	Count	33	166	48	247
		% within Radio In Car	13.4%	67.2%	19.4%	100.0%
		% within Station GenX Appeal/Size	75.0%	85.1%	92.3%	84.9%
		% of Total	11.3%	57.0%	16.5%	84.9%
		Adjusted Residual	-2.0	.2	1.6	
Total		Count	44	195	52	291
		% within Radio In Car	15.1%	67.0%	17.9%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	15.1%	67.0%	17.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**5.591**[a]	2	**.061**
Likelihood Ratio	5.552	2	.062
Linear-by-Linear Association	5.464	1	.019
N of Valid Cases	291		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.65.

Radio At Work * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Radio At Work	No	Count	18	122	29	169
		% within Radio At Work	10.7%	72.2%	17.2%	100.0%
		% within Station GenX Appeal/Size	40.9%	62.6%	56.9%	58.3%
		% of Total	6.2%	42.1%	10.0%	58.3%
		Adjusted Residual	-2.5	2.1	-.2	
	Yes	Count	26	73	22	121
		% within Radio At Work	21.5%	60.3%	18.2%	100.0%
		% within Station GenX Appeal/Size	59.1%	37.4%	43.1%	41.7%
		% of Total	9.0%	25.2%	7.6%	41.7%
		Adjusted Residual	2.5	-2.1	.2	
Total		Count	44	195	51	290
		% within Radio At Work	15.2%	67.2%	17.6%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	15.2%	67.2%	17.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**6.974**[a]	2	**.031**
Likelihood Ratio	6.891	2	.032
Linear-by-Linear Association	2.070	1	.150
N of Valid Cases	290		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.36.

Weekpart of Listening to Public Radio * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Weekpart of Listening to Public Radio	Weekdays Only	Count	21	102	29	152
		% within Weekpart of Listening to Public Radio	13.8%	67.1%	19.1%	100.0%
		% within Station GenX Appeal/Size	47.7%	52.3%	55.8%	52.2%
		% of Total	7.2%	35.1%	10.0%	52.2%
		Adjusted Residual	-.6	.0	.6	
	Weekends Only	Count	6	15	5	26
		% within Weekpart of Listening to Public Radio	23.1%	57.7%	19.2%	100.0%
		% within Station GenX Appeal/Size	13.6%	7.7%	9.6%	8.9%
		% of Total	2.1%	5.2%	1.7%	8.9%
		Adjusted Residual	1.2	-1.1	.2	
	Both Weekends and Weekdays	Count	17	78	18	113
		% within Weekpart of Listening to Public Radio	15.0%	69.0%	15.9%	100.0%
		% within Station GenX Appeal/Size	38.6%	40.0%	34.6%	38.8%
		% of Total	5.8%	26.8%	6.2%	38.8%
		Adjusted Residual	.0	.6	-.7	
Total		Count	44	195	52	291
		% within Weekpart of Listening to Public Radio	15.1%	67.0%	17.9%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	15.1%	67.0%	17.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.055**[a]	4	**.726**
Likelihood Ratio	1.930	4	.749
Linear-by-Linear Association	.410	1	.522
N of Valid Cases	291		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 3.93.

Weekpart of Listening to the Radio * Station GenX Appeal/Size

Crosstab

			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
			Station GenX Appeal/Size			
Weekpart of Listening to the Radio	Weekdays Only	Count	3	25	8	36
		% within Weekpart of Listening to the Radio	8.3%	69.4%	22.2%	100.0%
		% within Station GenX Appeal/Size	6.7%	12.8%	15.7%	12.4%
		% of Total	1.0%	8.6%	2.7%	12.4%
		Adjusted Residual	-1.3	.3	.8	
	Weekends Only	Count	2	1	0	3
		% within Weekpart of Listening to the Radio	66.7%	33.3%	.0%	100.0%
		% within Station GenX Appeal/Size	4.4%	.5%	.0%	1.0%
		% of Total	.7%	.3%	.0%	1.0%
		Adjusted Residual	2.5	-1.2	-.8	
	Both Weekends and Weekdays	Count	40	169	43	252
		% within Weekpart of Listening to the Radio	15.9%	67.1%	17.1%	100.0%
		% within Station GenX Appeal/Size	88.9%	86.7%	84.3%	86.6%
		% of Total	13.7%	58.1%	14.8%	86.6%
		Adjusted Residual	.5	.0	-.5	
Total		Count	45	195	51	291
		% within Weekpart of Listening to the Radio	15.5%	67.0%	17.5%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	15.5%	67.0%	17.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**7.846**[a]	4	**.097**
Likelihood Ratio	6.380	4	.173
Linear-by-Linear Association	.987	1	.321
N of Valid Cases	291		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is .46.

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*************************************************************
*PART 3: Attitudinal & Giving Characteristics of
*                 GenX Listeners by Type of GenX Station Listened To
*************************************************************

weight by a015.

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

means
tables = soc_scor MaxIMP_t pofund reconcur a147 to a160 a161 a162 to a167 by stn
  _12
/cells mean
/statistics anova.
```

Means

	Mean		
	Station GenX Appeal/Size		
	Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Sense of Community Score	-.1363	4.179E-02	-.1303	-1.3450E-02
Personal Importance of Station(s)	4.88	4.83	4.42	4.75
Perception of PR Funding	.45	.44	.33	.42
Reconciled Current Giver	.17	.22	.11	.19
The news programming on public radio is unique, not available on commercial stations	**4.84**	**5.35**	**4.78**	5.18
The music programming on public radio is unique, not available on commerical stations	**5.36**	**4.41**	**4.84**	4.60
I seek out public radio whenever I move residence or travel out of town	4.40	4.52	4.57	4.52
I generally think of public radio as being financially supported by contributing listeners	4.97	4.86	4.95	4.89
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.59	3.54	3.73	3.59
The social and cultural values I hear expressed on public radio usually fit closely with my own values	4.07	4.32	3.94	4.22
I keep listening to the public radio station during its on-air membership drives	3.05	3.31	3.12	3.24
The on-air membership drives are getting more prevalent than in the past	**3.79**	**4.26**	**3.86**	4.12
The on-air membership drives are becoming easier to listen to than in the past	3.41	3.11	3.19	3.16
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.27	4.19	4.18	4.19
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.09	3.40	3.03	3.29
My opinion of a company is more positive when I find out that it supports public radio	4.35	4.42	4.56	4.44
I am concerned that businesses which support public radio may eventually force changes in the programming	4.19	3.52	3.30	3.54
I personally would be less likely to contribute to public radio if more businesses were to support it	3.23	3.00	3.01	3.02
Public Television Support by Household in the last two years	1.06	1.34	1.24	1.29
Changes in Use of public radio stations in recent years	**3.76**	**4.27**	**3.97**	4.16
Changes in Use of commercial radio stations in recent years	2.11	2.59	2.67	2.56
Changes in Use of public television stations in recent years	3.29	3.37	3.41	3.37
Changes in Use of commercial television stations in recent years	2.41	2.27	2.68	2.37
Changes in Use of cable television channels in recent years	2.59	3.19	3.50	3.21
Changes in Use of Internet or on-line services	4.35	4.20	4.57	4.29

ANOVA Table

	F	Sig.
Sense of Community Score	.506	.604
Personal Importance of Station(s)	1.501	.227
Perception of PR Funding	.601	.550
Reconciled Current Giver	.855	.428
The news programming on public radio is unique, not available on commercial stations	**4.297**	**.016**
The music programming on public radio is unique, not available on commerical stations	**4.775**	**.010**
I seek out public radio whenever I move residence or travel out of town	.080	.923
I generally think of public radio as being financially supported by contributing listeners	.145	.865
I generally think of public radio as being financially supported by universities or gov't tax dollars	.307	.736
The social and cultural values I hear expressed on public radio usually fit closely with my own values	1.617	.202
I keep listening to the public radio station during its on-air membership drives	.372	.690
The on-air membership drives are getting more prevalent than in the past	**2.884**	**.060**
The on-air membership drives are becoming easier to listen to than in the past	.486	.617
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	.048	.953
The on-air mentions of business support (underwriting) are getting more annoying than in the past	1.330	.268
My opinion of a company is more positive when I find out that it supports public radio	.228	.797
I am concerned that businesses which support public radio may eventually force changes in the	2.064	.131
I personally would be less likely to contribute to public radio if more businesses were to support it	.157	.855
Public Television Support by Household in the last two years	2.263	.108
Changes in Use of public radio stations in recent years	**2.629**	**.076**
Changes in Use of commercial radio stations in recent years	1.047	.354
Changes in Use of public television stations in recent years	.043	.958
Changes in Use of commercial television stations in recent years	1.612	.204
Changes in Use of cable television channels in recent years	2.032	.138
Changes in Use of Internet or on-line services	1.614	.204

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

CROSSTABS
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Crosstabs

Personal Importance of Station(s) * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.264[a]	10	.337
Likelihood Ratio	11.744	10	.303
Linear-by-Linear Association	2.311	1	.128
N of Valid Cases	131		

a. 12 cells (66.7%) have expected count less than 5. The minimum expected count is .09.

Perception of PR Funding * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.349[a]	2	.509
Likelihood Ratio	1.378	2	.502
Linear-by-Linear Association	1.098	1	.295
N of Valid Cases	132		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.42.

Reconciled Current Giver * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Reconciled Current Giver	Not Current	Count	11	72	25	108
		% within Reconciled Current Giver	10.2%	66.7%	23.1%	100.0%
		% within Station GenX Appeal/Size	84.6%	78.3%	89.3%	81.2%
		% of Total	8.3%	54.1%	18.8%	81.2%
		Adjusted Residual	.3	-1.3	1.2	
	Current	Count	2	20	3	25
		% within Reconciled Current Giver	8.0%	80.0%	12.0%	100.0%
		% within Station GenX Appeal/Size	15.4%	21.7%	10.7%	18.8%
		% of Total	1.5%	15.0%	2.3%	18.8%
		Adjusted Residual	-.3	1.3	-1.2	
Total		Count	13	92	28	133
		% within Reconciled Current Giver	9.8%	69.2%	21.1%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	69.2%	21.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**1.819**[a]	2	**.403**
Likelihood Ratio	1.978	2	.372
Linear-by-Linear Association	.548	1	.459
N of Valid Cases	133		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.44.

The news programming on public radio is unique, not available on commercial stations * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.178[a]	2	.204
Likelihood Ratio	2.922	2	.232
Linear-by-Linear Association	.192	1	.661
N of Valid Cases	133		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.08.

The music programming on public radio is unique, not available on commerical stations * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.633[a]	2	.729
Likelihood Ratio	.719	2	.698
Linear-by-Linear Association	.087	1	.768
N of Valid Cases	130		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.90.

I seek out public radio whenever I move residence or travel out of town * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.926[a]	2	.382
Likelihood Ratio	2.150	2	.341
Linear-by-Linear Association	1.421	1	.233
N of Valid Cases	130		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.60.

I generally think of public radio as being financially supported by contributing listeners * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.415[a]	2	.493
Likelihood Ratio	2.479	2	.290
Linear-by-Linear Association	1.013	1	.314
N of Valid Cases	132		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.08.

I generally think of public radio as being financially supported by universities or gov't tax dollars * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.390[a]	2	.823
Likelihood Ratio	.393	2	.822
Linear-by-Linear Association	.349	1	.555
N of Valid Cases	133		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.57.

The social and cultural values I hear expressed on public radio usually fit closely with my own values * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
The social and cultural values I hear expressed on public radio usually fit closely with my own values	Disagree	Count	1	9	10	20
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	5.0%	45.0%	50.0%	100.0%
		% within Station GenX Appeal/Size	7.7%	10.0%	34.5%	15.2%
		% of Total	.8%	6.8%	7.6%	15.2%
		Adjusted Residual	-.8	-2.4	3.3	
	Agree	Count	12	81	19	112
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	10.7%	72.3%	17.0%	100.0%
		% within Station GenX Appeal/Size	**92.3%**	**90.0%**	**65.5%**	84.8%
		% of Total	9.1%	61.4%	14.4%	84.8%
		Adjusted Residual	.8	2.4	-3.3	
Total		Count	13	90	29	132
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	9.8%	68.2%	22.0%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.2%	22.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**10.850**[a]	2	**.004**
Likelihood Ratio	9.358	2	.009
Linear-by-Linear Association	8.332	1	.004
N of Valid Cases	132		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.97.

I keep listening to the public radio station during its on-air membership drives * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.530[a]	2	.465
Likelihood Ratio	1.558	2	.459
Linear-by-Linear Association	.526	1	.468
N of Valid Cases	132		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.42.

The on-air membership drives are getting more prevalent than in the past * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
The on-air membership drives are getting more prevalent than in the past	Disagree	Count	7	15	10	32
		% within The on-air membership drives are getting more prevalent than in the past	21.9%	46.9%	31.3%	100.0%
		% within Station GenX Appeal/Size	53.8%	17.4%	35.7%	25.2%
		% of Total	5.5%	11.8%	7.9%	25.2%
		Adjusted Residual	2.5	-2.9	1.5	
	Agree	Count	6	71	18	95
		% within The on-air membership drives are getting more prevalent than in the past	6.3%	74.7%	18.9%	100.0%
		% within Station GenX Appeal/Size	46.2%	82.6%	64.3%	74.8%
		% of Total	4.7%	55.9%	14.2%	74.8%
		Adjusted Residual	-2.5	2.9	-1.5	
Total		Count	13	86	28	127
		% within The on-air membership drives are getting more prevalent than in the past	10.2%	67.7%	22.0%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	10.2%	67.7%	22.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.049[a]	2	.007
Likelihood Ratio	9.331	2	.009
Linear-by-Linear Association	.082	1	.775
N of Valid Cases	127		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.28.

The on-air membership drives are becoming easier to listen to than in the past * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.964[a]	2	.618
Likelihood Ratio	.957	2	.620
Linear-by-Linear Association	.100	1	.751
N of Valid Cases	127		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.22.

The on-air mentions of business support (underwriting) are getting more prevalent than in the past * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.704[a]	2	.426
Likelihood Ratio	1.620	2	.445
Linear-by-Linear Association	.917	1	.338
N of Valid Cases	130		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.00.

The on-air mentions of business support (underwriting) are getting more annoying than in the past * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.223[a]	2	.200
Likelihood Ratio	3.326	2	.190
Linear-by-Linear Association	1.612	1	.204
N of Valid Cases	130		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.17.

My opinion of a company is more positive when I find out that it supports public radio * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.316[a]	2	.518
Likelihood Ratio	1.555	2	.459
Linear-by-Linear Association	.221	1	.638
N of Valid Cases	132		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.46.

I am concerned that businesses which support public radio may eventually force changes in the programming * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.533[a]	2	.465
Likelihood Ratio	1.538	2	.463
Linear-by-Linear Association	1.493	1	.222
N of Valid Cases	132		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.20.

I personally would be less likely to contribute to public radio if more businesses * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.694[a]	2	.429
Likelihood Ratio	1.754	2	.416
Linear-by-Linear Association	.005	1	.943
N of Valid Cases	127		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.63.

Public Television Support by Household in the last two years * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.832[a]	2	.147
Likelihood Ratio	4.493	2	.106
Linear-by-Linear Association	.177	1	.674
N of Valid Cases	125		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.55.

Changes in Use of public radio stations in recent years * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Changes in Use of public radio stations in recent years	Use less	Count	2	2	1	5
		% within Changes in Use of public radio stations in recent years	40.0%	40.0%	20.0%	100.0%
		% within Station GenX Appeal/Size	15.4%	2.2%	3.4%	3.8%
		% of Total	1.5%	1.5%	.8%	3.8%
		Adjusted Residual	2.3	-1.4	-.1	
	Use same	Count	4	15	10	29
		% within Changes in Use of public radio stations in recent years	13.8%	51.7%	34.5%	100.0%
		% within Station GenX Appeal/Size	30.8%	16.7%	34.5%	22.0%
		% of Total	3.0%	11.4%	7.6%	22.0%
		Adjusted Residual	.8	-2.2	1.8	
	Use more	Count	7	73	18	98
		% within Changes in Use of public radio stations in recent years	7.1%	74.5%	18.4%	100.0%
		% within Station GenX Appeal/Size	53.8%	81.1%	62.1%	74.2%
		% of Total	5.3%	55.3%	13.6%	74.2%
		Adjusted Residual	-1.8	2.6	-1.7	
Total		Count	13	90	29	132
		% within Changes in Use of public radio stations in recent years	9.8%	68.2%	22.0%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.2%	22.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**10.763**[a]	4	**.029**
Likelihood Ratio	8.683	4	.070
Linear-by-Linear Association	.046	1	.830
N of Valid Cases	132		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .49.

Changes in Use of commercial radio stations in recent years * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.157[a]	4	.885
Likelihood Ratio	1.171	4	.883
Linear-by-Linear Association	.033	1	.855
N of Valid Cases	131		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.78.

Changes in Use of public television stations in recent years * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.155[a]	4	.532
Likelihood Ratio	3.335	4	.503
Linear-by-Linear Association	.001	1	.975
N of Valid Cases	118		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.24.

Changes in Use of commercial television stations in recent years * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.045[a]	4	.283
Likelihood Ratio	4.382	4	.357
Linear-by-Linear Association	1.064	1	.302
N of Valid Cases	124		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.47.

Changes in Use of cable television channels in recent years * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Changes in Use of cable television channels in recent years	Use less	Count	4	9	6	19
		% within Changes in Use of cable television channels in recent years	21.1%	47.4%	31.6%	100.0%
		% within Station GenX Appeal/Size	40.0%	17.3%	27.3%	22.6%
		% of Total	4.8%	10.7%	7.1%	22.6%
		Adjusted Residual	1.4	-1.5	.6	
	Use same	Count	4	23	2	29
		% within Changes in Use of cable television channels in recent years	13.8%	79.3%	6.9%	100.0%
		% within Station GenX Appeal/Size	40.0%	44.2%	9.1%	34.5%
		% of Total	4.8%	27.4%	2.4%	34.5%
		Adjusted Residual	.4	2.4	-2.9	
	Use more	Count	2	20	14	36
		% within Changes in Use of cable television channels in recent years	5.6%	55.6%	38.9%	100.0%
		% within Station GenX Appeal/Size	20.0%	38.5%	63.6%	42.9%
		% of Total	2.4%	23.8%	16.7%	42.9%
		Adjusted Residual	-1.6	-1.0	2.3	
Total		Count	10	52	22	84
		% within Changes in Use of cable television channels in recent years	11.9%	61.9%	26.2%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	11.9%	61.9%	26.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**11.493**[a]	**4**	**.022**
Likelihood Ratio	12.918	4	.012
Linear-by-Linear Association	3.047	1	.081
N of Valid Cases	84		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 2.26.

Changes in Use of Internet or on-line services * Station GenX Appeal/Size

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.748[a]	4	.314
Likelihood Ratio	6.581	4	.160
Linear-by-Linear Association	1.910	1	.167
N of Valid Cases	99		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .40.

Actualizer Primary or Secondary * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Actualizer Primary or Secondary	No	Count	6	16	11	33
		% within Actualizer Primary or Secondary	18.2%	48.5%	33.3%	100.0%
		% within Station GenX Appeal/Size	46.2%	17.6%	37.9%	24.8%
		% of Total	4.5%	12.0%	8.3%	24.8%
		Adjusted Residual	1.9	-2.8	1.8	
	Yes	Count	7	75	18	100
		% within Actualizer Primary or Secondary	7.0%	75.0%	18.0%	100.0%
		% within Station GenX Appeal/Size	**53.8%**	**82.4%**	**62.1%**	75.2%
		% of Total	5.3%	56.4%	13.5%	75.2%
		Adjusted Residual	**-1.9**	**2.8**	**-1.8**	
Total		Count	13	91	29	133
		% within Actualizer Primary or Secondary	9.8%	68.4%	21.8%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.4%	21.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.399[a]	2	**.015**
Likelihood Ratio	7.958	2	.019
Linear-by-Linear Association	.141	1	.707
N of Valid Cases	133		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.23.

Primary VALS 2 Type * Station GenX Appeal/Size

Crosstab

			Station GenX Appeal/Size			
			Big GX% of Cume (>40%)	Big GX Cume (Top 4)	Small GX% of Cume(<10%)	Total
Primary VALS 2 Type	No VALS 2 Type assigned	Count	0	0	1	1
		% within Primary VALS 2 Type	.0%	.0%	100.0%	100.0%
		% within Station GenX Appeal/Size	.0%	.0%	3.4%	.8%
		% of Total	.0%	.0%	.8%	.8%
		Adjusted Residual	-.3	-1.5	1.9	
	Actualizer	Count	7	55	10	72
		% within Primary VALS 2 Type	9.7%	76.4%	13.9%	100.0%
		% within Station GenX Appeal/Size	**53.8%**	**60.4%**	**34.5%**	54.1%
		% of Total	5.3%	41.4%	7.5%	54.1%
		Adjusted Residual	**.0**	**2.1**	**-2.4**	
	Fulfilled	Count	0	12	5	17
		% within Primary VALS 2 Type	.0%	70.6%	29.4%	100.0%
		% within Station GenX Appeal/Size	**.0%**	**13.2%**	**17.2%**	12.8%
		% of Total	.0%	9.0%	3.8%	12.8%
		Adjusted Residual	**-1.5**	**.2**	**.8**	
	Believer	Count	1	2	0	3
		% within Primary VALS 2 Type	33.3%	66.7%	.0%	100.0%
		% within Station GenX Appeal/Size	7.7%	2.2%	.0%	2.3%
		% of Total	.8%	1.5%	.0%	2.3%
		Adjusted Residual	1.4	-.1	-.9	
	Achiever	Count	0	8	1	9
		% within Primary VALS 2 Type	.0%	88.9%	11.1%	100.0%
		% within Station GenX Appeal/Size	.0%	8.8%	3.4%	6.8%
		% of Total	.0%	6.0%	.8%	6.8%
		Adjusted Residual	-1.0	1.4	-.8	
	Striver	Count	2	5	3	10
		% within Primary VALS 2 Type	20.0%	50.0%	30.0%	100.0%
		% within Station GenX Appeal/Size	15.4%	5.5%	10.3%	7.5%
		% of Total	1.5%	3.8%	2.3%	7.5%
		Adjusted Residual	1.1	-1.3	.7	
	Experiencer	Count	1	8	8	17
		% within Primary VALS 2 Type	5.9%	47.1%	47.1%	100.0%
		% within Station GenX Appeal/Size	**7.7%**	**8.8%**	**27.6%**	12.8%
		% of Total	.8%	6.0%	6.0%	12.8%
		Adjusted Residual	**-.6**	**-2.0**	**2.7**	
	Maker	Count	2	1	1	4
		% within Primary VALS 2 Type	50.0%	25.0%	25.0%	100.0%
		% within Station GenX Appeal/Size	15.4%	1.1%	3.4%	3.0%
		% of Total	1.5%	.8%	.8%	3.0%
		Adjusted Residual	2.8	-1.9	.2	
Total		Count	13	91	29	133
		% within Primary VALS 2 Type	9.8%	68.4%	21.8%	100.0%
		% within Station GenX Appeal/Size	100.0%	100.0%	100.0%	100.0%
		% of Total	9.8%	68.4%	21.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.696[a]	14	**.011**
Likelihood Ratio	26.733	14	.021
Linear-by-Linear Association	1.215	1	.270
N of Valid Cases	133		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .10.

```
>Error # 7002
>There appears to be a license for SPSS for Windows, but it is invalid.
>This command not executed.

>Specific symptom number: 5


End of job:  0 command lines  1 errors  0 warnings  2 seconds
```