
 *How many are in each group?

weight by a015.

FREQUENCIES
 VARIABLES= valsdual
 /ORDER ANALYSIS.

Frequencies

Notes

Output Created	03 Sep 98 17:08:33	
Comments		
Input	Data	D:\Audience98\database_1_15000.sav
	Filter	<none>
	Weight	Weighting Variable: All Responding Diaries (Projected to Original Sample Size)
	Split File	<none>
	N of Rows in Working Data File	7983
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= valsdual /ORDER ANALYSIS.	
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:01.26

DUAL VALS TYPE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid ACT-FUL	1910	23.9	23.9	23.9
ACT-OTH	836	10.5	10.5	34.4
FUL	2397	30.0	30.0	64.4
OTH/UNK	2841	35.6	35.6	100.0
Total	7984	100.0	100.0	

weight by aqh2.

FREQUENCIES
 VARIABLES= valsdual
 /ORDER ANALYSIS.

Frequencies

Notes

Output Created	03 Sep 98 17:08:34	
Comments		
Input	Data	D:\Audience98\database_1_15000.sav
	Filter	<none>
	Weight	AQH (a015*a054 in QHs/week)
	Split File	<none>
	N of Rows in Working Data File	7983
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= valsdual /ORDER ANALYSIS.	
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:01.85

DUAL VALS TYPE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ACT-FUL	83336	28.6	28.6	28.6
	ACT-OTH	31961	11.0	11.0	39.6
	FUL	93949	32.2	32.2	71.8
	OTH/UNK	82165	28.2	28.2	100.0
	Total	291412	100.0	100.0	

*Stage I: Comparison of Listeners by VALS 4

*PART 1: Demographics of VALs 4

*A: Means Analysis

weight by a015.

means

tables = a020m a021 hrsadj a026 ed_years incadj by vals dual

/cells mean

/statistics anova.

Means

Report

	Mean				
	DUAL VALS TYPE				
	ACT-FUL	ACT-OTH	FUL	OTH/UNK	Total
Percent Male	.59	.57	.48	.43	.50
AGE	49.13	39.42	53.96	45.37	48.22
Hours worked per week	28.40	30.03	20.56	19.86	23.18
Number of Public Radio Listeners in the Household	1.62	1.56	1.57	1.56	1.58
Years of Formal Education	19.06	15.60	17.06	13.51	16.18
Household Income in Thousands\$	101.67	73.80	57.52	41.20	65.29

ANOVA Table

	F	Sig.
Percent Male	46.273	.000
AGE	237.827	.000
Hours worked per week	142.965	.000
Number of Public Radio Listeners in the Household	2.772	.040
Years of Formal Education	2302.981	.000
Household Income in Thousands\$	659.263	.000

 *B: Crosstabs Analysis

CROSSTABS
 /TABLES=a020 a024 a025 a026 a028 to a030 a030a a031 BY vals dual
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.

Crosstabs

SEX * DUAL VALS TYPE

Crosstab

			DUAL VALS TYPE				
			ACT-FUL	ACT-OTH	FUL	OTH/UNK	Total
SEX	Male	Count	1120	478	1148	1217	3963
		% within SEX	28.3%	12.1%	29.0%	30.7%	100.0%
		% within DUAL VALS TYPE	58.6%	57.2%	47.9%	42.8%	49.6%
		Adjusted Residual	9.0	4.6	-2.0	-9.0	
	Female	Count	790	357	1249	1624	4020
		% within SEX	19.7%	8.9%	31.1%	40.4%	100.0%
		% within DUAL VALS TYPE	41.4%	42.8%	52.1%	57.2%	50.4%
		Adjusted Residual	-9.0	-4.6	2.0	9.0	
Total		Count	1910	835	2397	2841	7983
		% within SEX	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	136.712^a	3	.000
Likelihood Ratio	137.257	3	.000
Linear-by-Linear Association	132.264	1	.000
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 414.52.

WORK * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	425.516^a	6	.000
Likelihood Ratio	449.464	6	.000
Linear-by-Linear Association	333.316	1	.000
N of Valid Cases	7986		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 135.77.

Employment Status * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-FUL	ACT-OT H	FUL	OTH/UN K		
Employment Status	Employed Man	Count	950	437	769	884	3040
		% within Employment Status	31.3%	14.4%	25.3%	29.1%	100.0%
		% within DUAL VALS TYPE	49.7%	52.3%	32.1%	31.1%	38.1%
		Adjusted Residual	12.0	8.9	-7.2	-9.5	
	Employed Woman	Count	596	294	759	909	2558
		% within Employment Status	23.3%	11.5%	29.7%	35.5%	100.0%
		% within DUAL VALS TYPE	31.2%	35.2%	31.7%	32.0%	32.0%
		Adjusted Residual	-.9	2.1	-.5	-.1	
	Retired (60+)	Count	219	16	650	553	1438
		% within Employment Status	15.2%	1.1%	45.2%	38.5%	100.0%
		% within DUAL VALS TYPE	11.5%	1.9%	27.1%	19.5%	18.0%
		Adjusted Residual	-8.5	-12.8	13.9	2.5	
Unemployed (12-59)	Count	145	89	219	496	949	
	% within Employment Status	15.3%	9.4%	23.1%	52.3%	100.0%	
	% within DUAL VALS TYPE	7.6%	10.6%	9.1%	17.5%	11.9%	
	Adjusted Residual	-6.6	-1.2	-5.0	11.4		
Total	Count	1910	836	2397	2842	7985	
	% within Employment Status	23.9%	10.5%	30.0%	35.6%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	573.928^a	9	.000
Likelihood Ratio	632.000	9	.000
Linear-by-Linear Association	304.288	1	.000
N of Valid Cases	7985		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 99.36.

Number of Public Radio Listeners in the Household * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	100.648 ^a	18	.000
Likelihood Ratio	96.786	18	.000
Linear-by-Linear Association	7.007	1	.008
N of Valid Cases	7985		

a. 7 cells (25.0%) have expected count less than 5. The minimum expected count is .10.

Age Categories * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
		ACT-FU L	ACT-OT H	FUL	OTH/UN K	Total	
Age Categories	18 to 24 years old	Count	11	62	34	293	400
		% within Age Categories	2.8%	15.5%	8.5%	73.3%	100.0%
		% within DUAL VALS TYPE	.6%	7.5%	1.4%	10.8%	5.1%
		Adjusted Residual	-10.3	3.3	-9.8	16.7	
	25 to 29 years old	Count	68	86	89	198	441
		% within Age Categories	15.4%	19.5%	20.2%	44.9%	100.0%
		% within DUAL VALS TYPE	3.6%	10.4%	3.7%	7.3%	5.6%
		Adjusted Residual	-4.5	6.3	-4.9	4.7	
	30 to 34 years old	Count	130	112	122	235	599
		% within Age Categories	21.7%	18.7%	20.4%	39.2%	100.0%
		% within DUAL VALS TYPE	6.8%	13.6%	5.1%	8.7%	7.6%
		Adjusted Residual	-1.6	6.8	-5.6	2.5	
	35 to 44 years old	Count	459	295	415	610	1779
		% within Age Categories	25.8%	16.6%	23.3%	34.3%	100.0%
		% within DUAL VALS TYPE	24.0%	35.8%	17.3%	22.5%	22.7%
		Adjusted Residual	1.6	9.5	-7.6	-.3	
	45 to 54 years old	Count	632	192	524	452	1800
		% within Age Categories	35.1%	10.7%	29.1%	25.1%	100.0%
		% within DUAL VALS TYPE	33.1%	23.3%	21.9%	16.7%	23.0%
		Adjusted Residual	12.1	.3	-1.5	-9.6	
	55 to 64 years old	Count	346	61	471	364	1242
		% within Age Categories	27.9%	4.9%	37.9%	29.3%	100.0%
		% within DUAL VALS TYPE	18.1%	7.4%	19.7%	13.5%	15.9%
		Adjusted Residual	3.1	-7.0	6.1	-4.2	
	65 to 74 years old	Count	216	10	540	358	1124
		% within Age Categories	19.2%	.9%	48.0%	31.9%	100.0%
		% within DUAL VALS TYPE	11.3%	1.2%	22.5%	13.2%	14.3%
		Adjusted Residual	-4.4	-11.4	13.7	-2.0	
	75 or over	Count	48	5	201	196	450
		% within Age Categories	10.7%	1.1%	44.7%	43.6%	100.0%
		% within DUAL VALS TYPE	2.5%	.6%	8.4%	7.2%	5.7%
		Adjusted Residual	-7.0	-6.7	6.7	4.1	
Total	Count	1910	823	2396	2706	7835	
	% within Age Categories	24.4%	10.5%	30.6%	34.5%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1105.868^a	21	.000
Likelihood Ratio	1204.678	21	.000
Linear-by-Linear Association	5.371	1	.020
N of Valid Cases	7835		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 42.02.

Race/Ethnicity * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-F UL	ACT-O TH	FUL	OTH/U NK		
Race/Ethnicity	Hispanic/Latino	Count	21	16	35	66	138
		% within Race/Ethnicity	15.2%	11.6%	25.4%	47.8%	100.0%
		% within DUAL VALS TYPE	1.1%	1.9%	1.5%	2.5%	1.8%
		Adjusted Residual	-2.5	.4	-1.4	3.4	
	Black/African American	Count	32	32	91	207	362
		% within Race/Ethnicity	8.8%	8.8%	25.1%	57.2%	100.0%
		% within DUAL VALS TYPE	1.7%	3.9%	3.9%	7.8%	4.7%
		Adjusted Residual	-7.0	-1.2	-2.3	9.4	
	Asian/Pacific Islander	Count	33	13	49	72	167
		% within Race/Ethnicity	19.8%	7.8%	29.3%	43.1%	100.0%
		% within DUAL VALS TYPE	1.8%	1.6%	2.1%	2.7%	2.2%
		Adjusted Residual	-1.4	-1.2	-.4	2.4	
White/Caucasian	Count	1749	729	2118	2220	6816	
	% within Race/Ethnicity	25.7%	10.7%	31.1%	32.6%	100.0%	
	% within DUAL VALS TYPE	93.1%	88.6%	89.7%	84.0%	88.4%	
	Adjusted Residual	7.3	.1	2.2	-8.9		
Native American/Indian	Count	10	1	5	14	30	
	% within Race/Ethnicity	33.3%	3.3%	16.7%	46.7%	100.0%	
	% within DUAL VALS TYPE	.5%	.1%	.2%	.5%	.4%	
	Adjusted Residual	1.1	-1.3	-1.7	1.4		
Mixed/Other	Count	33	32	64	65	194	
	% within Race/Ethnicity	17.0%	16.5%	33.0%	33.5%	100.0%	
	% within DUAL VALS TYPE	1.8%	3.9%	2.7%	2.5%	2.5%	
	Adjusted Residual	-2.4	2.7	.7	-.2		
Total	Count	1878	823	2362	2644	7707	
	% within Race/Ethnicity	24.4%	10.7%	30.6%	34.3%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	143.525^a	15	.000
Likelihood Ratio	146.523	15	.000
Linear-by-Linear Association	58.963	1	.000
N of Valid Cases	7707		

a. 1 cells (4.2%) have expected count less than 5. The minimum expected count is 3.20.

Education * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
			ACT-FU L	ACT-O TH	FUL	OTH/U NK	Total
Education	Grade 8 or less	Count	0	5	0	109	114
		% within Education	.0%	4.4%	.0%	95.6%	100.0%
		% within DUAL VALS TYPE	.0%	.6%	.0%	4.1%	1.5%
		Adjusted Residual	-6.1	-2.2	-7.2	13.9	
Grades 9-11 years	Grades 9-11 years	Count	0	14	0	188	202
		% within Education	.0%	6.9%	.0%	93.1%	100.0%
		% within DUAL VALS TYPE	.0%	1.7%	.0%	7.0%	2.6%
		Adjusted Residual	-8.2	-1.8	-9.6	17.9	
Graduated High School	Graduated High School	Count	1	30	95	775	901
		% within Education	.1%	3.3%	10.5%	86.0%	100.0%
		% within DUAL VALS TYPE	.1%	3.6%	4.0%	29.0%	11.5%
		Adjusted Residual	-18.1	-7.6	-13.9	34.8	
1-3 years of college	1-3 years of college	Count	51	244	481	933	1709
		% within Education	3.0%	14.3%	28.1%	54.6%	100.0%
		% within DUAL VALS TYPE	2.7%	29.2%	20.1%	34.9%	21.9%
		Adjusted Residual	-23.3	5.4	-2.6	20.1	
College degree (4 years)	College degree (4 years)	Count	208	374	634	481	1697
		% within Education	12.3%	22.0%	37.4%	28.3%	100.0%
		% within DUAL VALS TYPE	10.9%	44.8%	26.5%	18.0%	21.7%
		Adjusted Residual	-13.2	17.1	6.8	-5.8	
Some graduate credits	Some graduate credits	Count	323	133	428	112	996
		% within Education	32.4%	13.4%	43.0%	11.2%	100.0%
		% within DUAL VALS TYPE	16.9%	15.9%	17.9%	4.2%	12.7%
		Adjusted Residual	6.3	2.9	9.0	-16.4	
Advanced degree (MA, MD, PhD)	Advanced degree (MA, MD, PhD)	Count	1325	35	758	77	2195
		% within Education	60.4%	1.6%	34.5%	3.5%	100.0%
		% within DUAL VALS TYPE	69.4%	4.2%	31.6%	2.9%	28.1%
		Adjusted Residual	46.2	-16.3	4.6	-35.8	
Total	Total	Count	1908	835	2396	2675	7814
		% within Education	24.4%	10.7%	30.7%	34.2%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4684.268^a	18	.000
Likelihood Ratio	5139.285	18	.000
Linear-by-Linear Association	2972.126	1	.000
N of Valid Cases	7814		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.18.

College Graduate * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-FUL	ACT-OTH	FUL	OTH/UNK		
College Graduate	No	Count	54	294	578	2171	3097
		% within College Graduate	1.7%	9.5%	18.7%	70.1%	100.0%
		% within DUAL VALS TYPE	2.8%	35.2%	24.1%	76.4%	38.8%
		Adjusted Residual	-37.0	-2.3	-17.6	51.3	
	Yes	Count	1856	542	1819	670	4887
	% within College Graduate	38.0%	11.1%	37.2%	13.7%	100.0%	
	% within DUAL VALS TYPE	97.2%	64.8%	75.9%	23.6%	61.2%	
	Adjusted Residual	37.0	2.3	17.6	-51.3		
Total	Count	1910	836	2397	2841	7984	
	% within College Graduate	23.9%	10.5%	30.0%	35.6%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2956.504^a	3	.000
Likelihood Ratio	3335.801	3	.000
Linear-by-Linear Association	2361.912	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 324.29.

Household Income * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
		ACT-FU	ACT-OT		OTH/		
		L	H	FUL	UNK	Total	
Household Income	Less than \$10,000	Count	5	25	67	219	316
		% within Household Income	1.6%	7.9%	21.2%	69.3%	100.0%
		% within DUAL VALS TYPE	.3%	3.1%	3.1%	9.4%	4.5%
		Adjusted Residual	-10.0	-1.9	-3.6	14.1	
\$10,000 to \$14,999		Count	16	18	67	166	267
		% within Household Income	6.0%	6.7%	25.1%	62.2%	100.0%
		% within DUAL VALS TYPE	.9%	2.3%	3.1%	7.2%	3.8%
		Adjusted Residual	-7.5	-2.4	-1.9	10.4	
\$15,000 to \$19,999		Count	20	7	83	202	312
		% within Household Income	6.4%	2.2%	26.6%	64.7%	100.0%
		% within DUAL VALS TYPE	1.1%	.9%	3.9%	8.7%	4.4%
		Adjusted Residual	-7.9	-5.2	-1.5	12.3	
\$20,000 to \$24,999		Count	22	21	126	200	369
		% within Household Income	6.0%	5.7%	34.1%	54.2%	100.0%
		% within DUAL VALS TYPE	1.2%	2.6%	5.9%	8.6%	5.2%
		Adjusted Residual	-8.9	-3.5	1.7	9.0	
\$25,000 to \$29,999		Count	25	37	133	222	417
		% within Household Income	6.0%	8.9%	31.9%	53.2%	100.0%
		% within DUAL VALS TYPE	1.4%	4.6%	6.2%	9.6%	5.9%
		Adjusted Residual	-9.5	-1.6	.7	9.1	
\$30,000 to \$39,999		Count	92	73	317	369	851
		% within Household Income	10.8%	8.6%	37.3%	43.4%	100.0%
		% within DUAL VALS TYPE	5.1%	9.2%	14.8%	15.9%	12.1%
		Adjusted Residual	-10.5	-2.7	4.7	7.0	
\$40,000 to \$49,999		Count	169	98	341	316	924
		% within Household Income	18.3%	10.6%	36.9%	34.2%	100.0%
		% within DUAL VALS TYPE	9.4%	12.3%	15.9%	13.6%	13.1%
		Adjusted Residual	-5.5	-.7	4.7	.9	
\$50,000 to \$74,999		Count	434	227	563	396	1620
		% within Household Income	26.8%	14.0%	34.8%	24.4%	100.0%
		% within DUAL VALS TYPE	24.0%	28.5%	26.3%	17.1%	23.0%
		Adjusted Residual	1.3	4.0	4.5	-8.2	
\$75,000 to \$99,999		Count	356	152	256	142	906
		% within Household Income	39.3%	16.8%	28.3%	15.7%	100.0%
		% within DUAL VALS TYPE	19.7%	19.1%	12.0%	6.1%	12.8%
		Adjusted Residual	10.1	5.6	-1.4	-11.8	
\$100,000 to \$199,999		Count	539	122	164	76	901
		% within Household Income	59.8%	13.5%	18.2%	8.4%	100.0%
		% within DUAL VALS TYPE	29.8%	15.3%	7.7%	3.3%	12.8%
		Adjusted Residual	25.2	2.3	-8.5	-16.7	
\$200,000 or more		Count	128	16	21	10	175
		% within Household Income	73.1%	9.1%	12.0%	5.7%	100.0%
		% within DUAL VALS TYPE	7.1%	2.0%	1.0%	.4%	2.5%
		Adjusted Residual	14.6	-.9	-5.3	-7.7	
Total		Count	1806	796	2138	2318	7058
		% within Household Income	25.6%	11.3%	30.3%	32.8%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1952.222^a	30	.000
Likelihood Ratio	1992.473	30	.000
Linear-by-Linear Association	1543.999	1	.000
N of Valid Cases	7058		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.74.

*PART 2: Utilgraphics of VALS 4

weight by a015.

*A: Means Analysis

means

tables = a038 a039 pct_core rel_scor a046 to a049 a054 a060 a066 a072 a078 a084

a090 by vals dual

/cells mean

/statistics anova.

Means

Report

	Mean				
	DUAL VALS TYPE				
	ACT-FU L	ACT-OT H	FUL	OTH/UN K	Total
Years Listening to Station A	10.93	8.19	11.25	8.29	9.82
Years Listening to Station B	10.87	8.92	11.09	8.46	10.13
Percent in Core	60.85	47.64	50.62	36.46	47.72
Reliance Score	.3238	2.9E-02	8.9E-02	-.3010	-2.E-15
Number of Public Stations Used Across the Week	1.39	1.30	1.29	1.18	1.28
Total number of Stations Used Across the Week	3.98	4.46	3.98	4.42	4.18
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	4.52	4.00	4.07	3.17	3.85
Horizontal Hold to Radio (# of Days Listened Out of 7)	6.09	6.11	6.09	5.99	6.06
Time Spent Listening to Public Radio (QHs/week)- Total	43.63	38.25	39.20	28.92	36.50
Time Spent Listening to the Radio (QHs/week)- Total	85.64	99.59	93.97	97.54	93.84
Loyalty to Public Radio (Total)	52.697	41.054	46.335	34.574	43.120
Occasions to Public Radio (in Tune-Ins/Week)- Total	10.07	8.25	8.24	5.76	7.80
Occasions to the Radio (in Tune-Ins/Week)- Total	20.79	22.23	20.28	20.35	20.63
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	4.268	4.877	4.860	5.248	4.858
Avg. Duration per Occasion to the Radio (in QHs)(Total)	4.244	4.830	4.864	5.147	4.813

ANOVA Table

	F	Sig.
Years Listening to Station A	60.688	.000
Years Listening to Station B	8.264	.000
Percent in Core	98.221	.000
Reliance Score	169.102	.000
Number of Public Stations Used Across the Week	59.459	.000
Total number of Stations Used Across the Week	24.715	.000
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	180.163	.000
Horizontal Hold to Radio (# of Days Listened Out of 7)	4.096	.007
Time Spent Listening to Public Radio (QHs/week)- Total	45.898	.000
Time Spent Listening to the Radio (QHs/week)- Total	12.747	.000
Loyalty to Public Radio (Total)	128.929	.000
Occasions to Public Radio (in Tune-Ins/Week)- Total	140.148	.000
Occasions to the Radio (in Tune-Ins/Week)- Total	6.133	.000
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	19.722	.000
Avg. Duration per Occasion to the Radio (in QHs)(Total)	28.223	.000

*B: Crosstabs Analysis

CROSSTABS

/TABLES=core a045y reliance a048 a049 PR_Locs to RA_Work a052 a053 BY valsdua

/FORMAT= AVALUE TABLES

/STATISTIC=CHISQ

/CELLS= COUNT ROW COLUMN ASRESID.

Crosstabs

Core/Fringe * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-FUL	ACT-OTH	FUL	OTH/UNK		
Core/Fringe	Fringe	Count	748	438	1184	1805	4175
		% within Core/Fringe	17.9%	10.5%	28.4%	43.2%	100.0%
		% within DUAL VALS TYPE	39.2%	52.4%	49.4%	63.5%	52.3%
		Adjusted Residual	-13.2	.1	-3.4	14.9	
Core		Count	1162	398	1213	1036	3809
		% within Core/Fringe	30.5%	10.4%	31.8%	27.2%	100.0%
		% within DUAL VALS TYPE	60.8%	47.6%	50.6%	36.5%	47.7%
		Adjusted Residual	13.2	-.1	3.4	-14.9	
Total		Count	1910	836	2397	2841	7984
		% within Core/Fringe	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	283.972^a	3	.000
Likelihood Ratio	286.706	3	.000
Linear-by-Linear Association	247.202	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 398.84.

Exclusive Listener to Public Radio * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.659^a	3	.000
Likelihood Ratio	68.907	3	.000
Linear-by-Linear Association	37.547	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 85.97.

Utiligraphic Reliance on Public Radio * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-FUL	ACT-OTH	FUL	OTH/UNK		
Utiligraphic Reliance on Public Radio	Very Low	Count	241	161	416	890	1708
		% within Utiligraphic Reliance on Public Radio	14.1%	9.4%	24.4%	52.1%	100.0%
		% within DUAL VALS TYPE	12.6%	19.3%	17.4%	31.3%	21.4%
		Adjusted Residual	-10.7	-1.6	-5.8	16.1	
Low	Low	Count	511	280	774	1020	2585
		% within Utiligraphic Reliance on Public Radio	19.8%	10.8%	29.9%	39.5%	100.0%
		% within DUAL VALS TYPE	26.7%	33.5%	32.3%	35.9%	32.4%
		Adjusted Residual	-6.0	.7	-.1	5.0	
High	High	Count	644	254	705	620	2223
		% within Utiligraphic Reliance on Public Radio	29.0%	11.4%	31.7%	27.9%	100.0%
		% within DUAL VALS TYPE	33.7%	30.4%	29.4%	21.8%	27.8%
		Adjusted Residual	6.6	1.7	2.1	-8.9	
Very High	Very High	Count	515	141	502	311	1469
		% within Utiligraphic Reliance on Public Radio	35.1%	9.6%	34.2%	21.2%	100.0%
		% within DUAL VALS TYPE	26.9%	16.9%	20.9%	10.9%	18.4%
		Adjusted Residual	11.1	-1.2	3.8	-12.8	
Total	Total	Count	1911	836	2397	2841	7985
		% within Utiligraphic Reliance on Public Radio	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	485.797^a	9	.000
Likelihood Ratio	489.498	9	.000
Linear-by-Linear Association	389.477	1	.000
N of Valid Cases	7985		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 153.80.

Horizontal Hold to Public Radio (# of Days Listened Out of 7) * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-FUL	ACT-OTH	FUL	OTH/UNK		
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	1	Count	240	149	410	886	1685
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	14.2%	8.8%	24.3%	52.6%	100.0%
		% within DUAL VALS TYPE	12.6%	17.8%	17.1%	31.2%	21.1%
		Adjusted Residual	-10.5	-2.5	-5.7	16.4	
	2	Count	172	117	311	495	1095
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	15.7%	10.7%	28.4%	45.2%	100.0%
		% within DUAL VALS TYPE	9.0%	14.0%	13.0%	17.4%	13.7%
		Adjusted Residual	-6.9	.2	-1.3	7.2	
	3	Count	177	78	290	317	862
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	20.5%	9.0%	33.6%	36.8%	100.0%
		% within DUAL VALS TYPE	9.3%	9.3%	12.1%	11.2%	10.8%
		Adjusted Residual	-2.5	-1.4	2.5	.8	
	4	Count	244	98	268	305	915
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	26.7%	10.7%	29.3%	33.3%	100.0%
		% within DUAL VALS TYPE	12.8%	11.7%	11.2%	10.7%	11.5%
		Adjusted Residual	2.1	.3	-.5	-1.5	
	5	Count	333	156	364	337	1190
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	28.0%	13.1%	30.6%	28.3%	100.0%
		% within DUAL VALS TYPE	17.4%	18.7%	15.2%	11.9%	14.9%
		Adjusted Residual	3.6	3.2	.5	-5.7	
	6	Count	330	110	316	240	996
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	33.1%	11.0%	31.7%	24.1%	100.0%
		% within DUAL VALS TYPE	17.3%	13.2%	13.2%	8.4%	12.5%
		Adjusted Residual	7.3	.6	1.3	-8.1	
	7	Count	414	128	438	261	1241
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	33.4%	10.3%	35.3%	21.0%	100.0%
		% within DUAL VALS TYPE	21.7%	15.3%	18.3%	9.2%	15.5%
		Adjusted Residual	8.5	-.2	4.4	-11.7	
Total		Count	1910	836	2397	2841	7984
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	538.924^a	18	.000
Likelihood Ratio	544.507	18	.000
Linear-by-Linear Association	428.644	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 90.26.

Horizontal Hold to Radio (# of Days Listened Out of 7) * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.823^a	18	.001
Likelihood Ratio	42.942	18	.001
Linear-by-Linear Association	6.808	1	.009
N of Valid Cases	7981		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.23.

Locations of Public Radio Listening * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-FUL	ACT-OTH	FUL	OTH/UNK		
Locations of Public Radio Listening	One	Count	847	430	1279	1903	4459
		% within Locations of Public Radio Listening	19.0%	9.6%	28.7%	42.7%	100.0%
		% within DUAL VALS TYPE	44.3%	51.5%	53.4%	67.0%	55.9%
		Adjusted Residual	-11.6	-2.7	-2.9	14.9	
Two	Count	837	333	965	792	2927	
	% within Locations of Public Radio Listening	28.6%	11.4%	33.0%	27.1%	100.0%	
	% within DUAL VALS TYPE	43.8%	39.9%	40.3%	27.9%	36.7%	
	Adjusted Residual	7.4	2.0	4.4	-12.1		
Three	Count	226	72	153	146	597	
	% within Locations of Public Radio Listening	37.9%	12.1%	25.6%	24.5%	100.0%	
	% within DUAL VALS TYPE	11.8%	8.6%	6.4%	5.1%	7.5%	
	Adjusted Residual	8.3	1.3	-2.4	-5.9		
Total	Count	1910	835	2397	2841	7983	
	% within Locations of Public Radio Listening	23.9%	10.5%	30.0%	35.6%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	285.632^a	6	.000
Likelihood Ratio	284.326	6	.000
Linear-by-Linear Association	245.802	1	.000
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 62.44.

Locations of Radio Listening * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.519^a	6	.000
Likelihood Ratio	41.659	6	.000
Linear-by-Linear Association	11.219	1	.001
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 140.62.

Public Radio At Home * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.356^a	3	.000
Likelihood Ratio	30.276	3	.000
Linear-by-Linear Association	3.447	1	.063
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 284.57.

Public Radio In Car * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-FUL	ACT-OTH	FUL	OTH/UNK		
Public Radio In Car	No	Count	351	211	722	1149	2433
		% within Public Radio In Car	14.4%	8.7%	29.7%	47.2%	100.0%
		% within DUAL VALS TYPE	18.4%	25.3%	30.1%	40.4%	30.5%
		Adjusted Residual	-13.2	-3.5	-.5	14.4	
Yes		Count	1559	624	1675	1692	5550
		% within Public Radio In Car	28.1%	11.2%	30.2%	30.5%	100.0%
		% within DUAL VALS TYPE	81.6%	74.7%	69.9%	59.6%	69.5%
		Adjusted Residual	13.2	3.5	.5	-14.4	
Total		Count	1910	835	2397	2841	7983
		% within Public Radio In Car	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	275.994^a	3	.000
Likelihood Ratio	282.955	3	.000
Linear-by-Linear Association	269.316	1	.000
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 254.49.

Public Radio At Work * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.227^a	3	.000
Likelihood Ratio	33.058	3	.000
Linear-by-Linear Association	16.302	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 135.28.

Radio At Home * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.403^a	3	.002
Likelihood Ratio	13.750	3	.003
Linear-by-Linear Association	.174	1	.677
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 110.14.

Radio In Car * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79.130^a	3	.000
Likelihood Ratio	83.264	3	.000
Linear-by-Linear Association	72.325	1	.000
N of Valid Cases	7982		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 87.25.

Radio At Work * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.994^a	3	.000
Likelihood Ratio	35.929	3	.000
Linear-by-Linear Association	.202	1	.653
N of Valid Cases	7982		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 294.16.

Weekpart of Listening to Public Radio * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
			ACT-FU L	ACT-O TH	FUL	OTH/ UNK	Total
Weekpart of Listening to Public Radio	Weekdays Only	Count	625	341	806	1168	2940
		% within Weekpart of Listening to Public Radio	21.3%	11.6%	27.4%	39.7%	100.0%
		% within DUAL VALS TYPE	32.7%	40.8%	33.6%	41.1%	36.8%
		Adjusted Residual	-4.3	2.5	-3.9	5.9	
	Weekends Only	Count	108	74	220	483	885
		% within Weekpart of Listening to Public Radio	12.2%	8.4%	24.9%	54.6%	100.0%
		% within DUAL VALS TYPE	5.7%	8.9%	9.2%	17.0%	11.1%
		Adjusted Residual	-8.7	-2.2	-3.6	12.5	
	Both Weekends and Weekdays	Count	1177	421	1371	1191	4160
		% within Weekpart of Listening to Public Radio	28.3%	10.1%	33.0%	28.6%	100.0%
		% within DUAL VALS TYPE	61.6%	50.4%	57.2%	41.9%	52.1%
		Adjusted Residual	9.6	-1.1	6.0	-13.6	
Total		Count	1910	836	2397	2842	7985
		% within Weekpart of Listening to Public Radio	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	287.432^a	6	.000
Likelihood Ratio	288.518	6	.000
Linear-by-Linear Association	82.719	1	.000
N of Valid Cases	7985		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 92.66.

Weekpart of Listening to the Radio * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.959^a	6	.241
Likelihood Ratio	8.798	6	.185
Linear-by-Linear Association	.088	1	.766
N of Valid Cases	7982		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.98.

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*PART 3: Attitudinal & Giving Characteristics of VALS 4  
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weight by a015.
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*****  
*A: Means Analysis  
*****
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means  
tables = soc_scor MaxIMP_t anx_scor pofund reconcur a147 to a160 a161 a162 to a1  
67 by valsdua  
/cells mean  
/statistics anova.
```

Means

Report

	Mean				
	DUAL VALS TYPE				
	ACT-F UL	ACT-O TH	FUL	OTH/U NK	Total
Sense of Community Score	.3613	.2047	.0548	-.3495	5.E-03
Personal Importance of Station(s)	5.17	5.00	4.90	4.46	4.82
Underwriting Anxiety Factor Score	4.4E-02	.1015	.0164	-8.E-02	-.0007
Perception of PR Funding	.36	.35	.37	.34	.36
Reconciled Current Giver	.48	.35	.34	.20	.33
The news programming on public radio is unique, not available on commercial stations	5.26	5.17	4.90	4.51	4.88
The music programming on public radio is unique, not available on commercial stations	5.06	5.08	5.13	4.87	5.01
I seek out public radio whenever I move residence or travel out of town	5.01	4.74	4.58	3.99	4.49
I generally think of public radio as being financially supported by contributing listeners	4.97	4.90	4.75	4.62	4.77
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.65	3.72	3.62	3.60	3.63
The social and cultural values I hear expressed on public radio usually fit closely with my own values	4.52	4.43	4.28	3.98	4.25
I keep listening to the public radio station during its on-air membership drives	3.39	3.55	3.48	3.36	3.43
The on-air membership drives are getting more prevalent than in the past	4.32	4.26	4.31	4.12	4.24
The on-air membership drives are becoming easier to listen to than in the past	3.02	3.16	3.17	3.26	3.17
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.32	4.24	4.19	3.95	4.14
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.18	3.28	3.27	3.25	3.24
My opinion of a company is more positive when I find out that it supports public radio	4.61	4.58	4.41	4.18	4.40
I am concerned that businesses which support public radio may eventually force changes in the programming	3.52	3.64	3.49	3.55	3.53
I personally would be less likely to contribute to public radio if more businesses were to support it	2.93	3.08	3.22	3.25	3.14
Public Television Support by Household in the last two years	1.63	1.47	1.49	1.31	1.47
Changes in Use of public radio stations in recent years	4.02	4.10	3.89	3.78	3.91
Changes in Use of commercial radio stations in recent years	2.28	2.42	2.40	2.72	2.49
Changes in Use of public television stations in recent years	3.50	3.60	3.57	3.47	3.52
Changes in Use of commercial television stations in recent years	2.27	2.40	2.43	2.63	2.46
Changes in Use of cable television channels in recent years	3.45	3.43	3.52	3.49	3.48
Changes in Use of Internet or on-line services	4.33	4.31	4.03	3.86	4.13

ANOVA Table

	F
Sense of Community Score	224.441
Personal Importance of Station(s)	147.487
Underwriting Anxiety Factor Score	9.627
Perception of PR Funding	1.717
Reconciled Current Giver	151.674
The news programming on public radio is unique, not available on commercial stations	187.577
The music programming on public radio is unique, not available on commercial stations	27.635
I seek out public radio whenever I move residence or travel out of town	220.994
I generally think of public radio as being financially supported by contributing listeners	44.020
I generally think of public radio as being financially supported by universities or gov't tax dollars	2.152
The social and cultural values I hear expressed on public radio usually fit closely with my own values	94.007
I keep listening to the public radio station during its on-air membership drives	5.468
The on-air membership drives are getting more prevalent than in the past	16.368
The on-air membership drives are becoming easier to listen to than in the past	15.148
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	58.099
The on-air mentions of business support (underwriting) are getting more annoying than in the past	2.760
My opinion of a company is more positive when I find out that it supports public radio	60.319
I am concerned that businesses which support public radio may eventually force changes in the	3.213
I personally would be less likely to contribute to public radio if more businesses were to support it	29.779
Public Television Support by Household in the last two years	153.342
Changes in Use of public radio stations in recent years	32.557
Changes in Use of commercial radio stations in recent years	63.795
Changes in Use of public television stations in recent years	5.695
Changes in Use of commercial television stations in recent years	50.715
Changes in Use of cable television channels in recent years	1.218
Changes in Use of Internet or on-line services	45.027

ANOVA Table

	Sig.
Sense of Community Score	.000
Personal Importance of Station(s)	.000
Underwriting Anxiety Factor Score	.000
Perception of PR Funding	.161
Reconciled Current Giver	.000
The news programming on public radio is unique, not available on commercial stations	.000
The music programming on public radio is unique, not available on commercial stations	.000
I seek out public radio whenever I move residence or travel out of town	.000
I generally think of public radio as being financially supported by contributing listeners	.000
I generally think of public radio as being financially supported by universities or gov't tax dollars	.092
The social and cultural values I hear expressed on public radio usually fit closely with my own values	.000
I keep listening to the public radio station during its on-air membership drives	.001
The on-air membership drives are getting more prevalent than in the past	.000
The on-air membership drives are becoming easier to listen to than in the past	.000
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	.000
The on-air mentions of business support (underwriting) are getting more annoying than in the past	.041
My opinion of a company is more positive when I find out that it supports public radio	.000
I am concerned that businesses which support public radio may eventually force changes in the	.022
I personally would be less likely to contribute to public radio if more businesses were to support it	.000
Public Television Support by Household in the last two years	.000
Changes in Use of public radio stations in recent years	.000
Changes in Use of commercial radio stations in recent years	.000
Changes in Use of public television stations in recent years	.001
Changes in Use of commercial television stations in recent years	.000
Changes in Use of cable television channels in recent years	.301
Changes in Use of Internet or on-line services	.000

*B: Crosstabs Analysis

CROSSTABS

/TABLES=soc MaxIMP_t anxiety pofund reconcur gives a147a to a160a a161 a162ml

to a167ml a167u a0967a a096 by valsdua

/FORMAT= AVALUE TABLES

/STATISTIC=CHISQ

/CELLS= COUNT ROW COLUMN ASRESID.

Crosstabs

Sense of Community * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-FUL	ACT-OTH	FUL	OTH/UNK		
Sense of Community	No SOC	Count	530	287	983	1618	3418
		% within Sense of Community	15.5%	8.4%	28.8%	47.3%	100.0%
		% within DUAL VALS TYPE	28.2%	34.8%	42.4%	60.1%	44.3%
		Adjusted Residual	-16.2	-5.8	-2.2	20.5	
Yes SOC	Yes SOC	Count	1350	537	1336	1072	4295
		% within Sense of Community	31.4%	12.5%	31.1%	25.0%	100.0%
		% within DUAL VALS TYPE	71.8%	65.2%	57.6%	39.9%	55.7%
		Adjusted Residual	16.2	5.8	2.2	-20.5	
Total		Count	1880	824	2319	2690	7713
		% within Sense of Community	24.4%	10.7%	30.1%	34.9%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	504.876^a	3	.000
Likelihood Ratio	512.628	3	.000
Linear-by-Linear Association	472.632	1	.000
N of Valid Cases	7713		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 365.15.

Personal Importance of Station(s) * DUAL VALS TYPE

Crosstab

			DUAL VALS TYPE				
			ACT-FU L	ACT-O TH	FUL	OTH/ UNK	Total
Personal Importance of Station(s)	Disagree Definitely	Count	32	14	44	140	230
		% within Personal Importance of Station(s)	13.9%	6.1%	19.1%	60.9%	100.0%
		% within DUAL VALS TYPE	1.7%	1.7%	1.8%	5.0%	2.9%
		Adjusted Residual	-3.6	-2.2	-3.7	8.2	
	Disagree Strongly	Count	30	10	35	93	168
		% within Personal Importance of Station(s)	17.9%	6.0%	20.8%	55.4%	100.0%
		% within DUAL VALS TYPE	1.6%	1.2%	1.5%	3.3%	2.1%
		Adjusted Residual	-1.9	-2.0	-2.6	5.5	
	Disagree Somewhat	Count	47	43	129	257	476
		% within Personal Importance of Station(s)	9.9%	9.0%	27.1%	54.0%	100.0%
		% within DUAL VALS TYPE	2.5%	5.1%	5.4%	9.1%	6.0%
		Adjusted Residual	-7.4	-1.1	-1.5	8.8	
	Agree Somewhat	Count	348	207	633	917	2105
		% within Personal Importance of Station(s)	16.5%	9.8%	30.1%	43.6%	100.0%
		% within DUAL VALS TYPE	18.3%	24.7%	26.5%	32.6%	26.5%
		Adjusted Residual	-9.3	-1.2	.0	9.2	
	Agree Strongly	Count	461	190	628	639	1918
		% within Personal Importance of Station(s)	24.0%	9.9%	32.7%	33.3%	100.0%
		% within DUAL VALS TYPE	24.2%	22.7%	26.3%	22.7%	24.1%
		Adjusted Residual	.1	-1.0	2.9	-2.2	
	Agree Definitely	Count	987	373	923	765	3048
		% within Personal Importance of Station(s)	32.4%	12.2%	30.3%	25.1%	100.0%
		% within DUAL VALS TYPE	51.8%	44.6%	38.6%	27.2%	38.4%
		Adjusted Residual	13.8	3.9	.3	-15.1	
Total		Count	1905	837	2392	2811	7945
		% within Personal Importance of Station(s)	24.0%	10.5%	30.1%	35.4%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100%	100%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	469.957^a	15	.000
Likelihood Ratio	474.127	15	.000
Linear-by-Linear Association	377.032	1	.000
N of Valid Cases	7945		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.70.

Underwriter Anxiety * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
		ACT-FUL	ACT-OTH	FUL	OTH/UNK	Total	
Underwriter Anxiety	Not Anxious	Count	1066	432	1261	1527	4286
		% within Underwriter Anxiety	24.9%	10.1%	29.4%	35.6%	100.0%
		% within DUAL VALS TYPE	57.6%	53.3%	55.2%	57.9%	56.5%
		Adjusted Residual	1.1	-2.0	-1.5	1.8	
Anxious	Anxious	Count	785	379	1024	1110	3298
		% within Underwriter Anxiety	23.8%	11.5%	31.0%	33.7%	100.0%
		% within DUAL VALS TYPE	42.4%	46.7%	44.8%	42.1%	43.5%
		Adjusted Residual	-1.1	2.0	1.5	-1.8	
Total	Total	Count	1851	811	2285	2637	7584
		% within Underwriter Anxiety	24.4%	10.7%	30.1%	34.8%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.072^a	3	.045
Likelihood Ratio	8.058	3	.045
Linear-by-Linear Association	.211	1	.646
N of Valid Cases	7584		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 352.67.

Perception of PR Funding * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-FUL	ACT-OTH	FUL	OTH/UNK		
Perception of PR Funding	Beliefs Not Associated with Giving	Count	1227	544	1505	1868	5144
		% within Perception of PR Funding	23.9%	10.6%	29.3%	36.3%	100.0%
		% within DUAL VALS TYPE	64.2%	65.1%	62.8%	65.8%	64.4%
		Adjusted Residual	-.2	.5	-2.0	1.8	
Beliefs Associated with Giving		Count	683	291	892	973	2839
		% within Perception of PR Funding	24.1%	10.3%	31.4%	34.3%	100.0%
		% within DUAL VALS TYPE	35.8%	34.9%	37.2%	34.2%	35.6%
		Adjusted Residual	.2	-.5	2.0	-1.8	
Total		Count	1910	835	2397	2841	7983
		% within Perception of PR Funding	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.208^a	3	.157
Likelihood Ratio	5.201	3	.158
Linear-by-Linear Association	.605	1	.437
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 296.95.

Reconciled Current Giver * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
			ACT-F UL	ACT-O TH	FUL	OTH/UN K	Total
Reconciled Current Giver	Not Current	Count	984	540	1571	2273	5368
		% within Reconciled Current Giver	18.3%	10.1%	29.3%	42.3%	100.0%
		% within DUAL VALS TYPE	51.5%	64.6%	65.5%	80.0%	67.2%
		Adjusted Residual	-16.8	-1.7	-2.1	18.1	
	Current	Count	926	296	826	567	2615
		% within Reconciled Current Giver	35.4%	11.3%	31.6%	21.7%	100.0%
		% within DUAL VALS TYPE	48.5%	35.4%	34.5%	20.0%	32.8%
		Adjusted Residual	16.8	1.7	2.1	-18.1	
Total		Count	1910	836	2397	2840	7983
		% within Reconciled Current Giver	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	431.218^a	3	.000
Likelihood Ratio	437.850	3	.000
Linear-by-Linear Association	404.875	1	.000
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 273.85.

Self-Reported Giver Type * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
			ACT-F UL	ACT-O TH	FUL	OTH/U NK	Total
Self-Reported Giver Type	Don't Give	Count	681	368	1087	1686	3822
		% within Self-Reported Giver Type	17.8%	9.6%	28.4%	44.1%	100.0%
		% within DUAL VALS TYPE	38.5%	48.5%	51.3%	68.7%	53.8%
		Adjusted Residual	-14.9	-3.1	-2.8	18.3	
	Not Current Givers	Count	364	159	409	389	1321
		% within Self-Reported Giver Type	27.6%	12.0%	31.0%	29.4%	100.0%
		% within DUAL VALS TYPE	20.6%	21.0%	19.3%	15.9%	18.6%
		Adjusted Residual	2.5	1.8	1.0	-4.3	
	Give \$1 to \$49	Count	232	83	293	190	798
		% within Self-Reported Giver Type	29.1%	10.4%	36.7%	23.8%	100.0%
		% within DUAL VALS TYPE	13.1%	10.9%	13.8%	7.7%	11.2%
		Adjusted Residual	2.9	-.3	4.5	-6.8	
Give \$50 to \$99	Count	298	93	215	111	717	
	% within Self-Reported Giver Type	41.6%	13.0%	30.0%	15.5%	100.0%	
	% within DUAL VALS TYPE	16.8%	12.3%	10.1%	4.5%	10.1%	
	Adjusted Residual	10.9	2.1	.1	-11.3		
Give \$100+	Count	194	55	115	78	442	
	% within Self-Reported Giver Type	43.9%	12.4%	26.0%	17.6%	100.0%	
	% within DUAL VALS TYPE	11.0%	7.3%	5.4%	3.2%	6.2%	
	Adjusted Residual	9.5	1.2	-1.8	-7.7		
Total	Count	1769	758	2119	2454	7100	
	% within Self-Reported Giver Type	24.9%	10.7%	29.8%	34.6%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	508.789^a	12	.000
Likelihood Ratio	514.110	12	.000
Linear-by-Linear Association	437.741	1	.000
N of Valid Cases	7100		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 47.19.

The news programming on public radio is unique, not available on commercial stations
*** DUAL VALS TYPE**

Crosstab

			DUAL VALS TYPE				
			ACT-F UL	ACT-O TH	FUL	OTH/ UNK	Total
The news programming on public radio is unique, not available on commercial stations	Disagree	Count	110	55	239	449	853
		% within The news programming on public radio is unique, not available on commercial stations	12.9%	6.4%	28.0%	52.6%	100.0%
		% within DUAL VALS TYPE	5.8%	6.6%	10.2%	16.3%	10.9%
		Adjusted Residual	-8.2	-4.2	-1.2	11.3	
	Agree	Count	1787	777	2096	2307	6967
		% within The news programming on public radio is unique, not available on commercial stations	25.6%	11.2%	30.1%	33.1%	100.0%
		% within DUAL VALS TYPE	94.2%	93.4%	89.8%	83.7%	89.1%
		Adjusted Residual	8.2	4.2	1.2	-11.3	
Total	Count	1897	832	2335	2756	7820	
	% within The news programming on public radio is unique, not available on commercial stations	24.3%	10.6%	29.9%	35.2%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	150.055^a	3	.000
Likelihood Ratio	152.159	3	.000
Linear-by-Linear Association	137.008	1	.000
N of Valid Cases	7820		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 90.75.

The music programming on public radio is unique, not available on commercial stations
*** DUAL VALS TYPE**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.439^a	3	.000
Likelihood Ratio	26.573	3	.000
Linear-by-Linear Association	6.460	1	.011
N of Valid Cases	7867		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 73.17.

I seek out public radio whenever I move residence or travel out of town * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
		ACT-FUL	ACT-OTH	FUL	OTH/UNK	Total	
I seek out public radio whenever I move residence or travel out of town	Disagree	Count	219	129	425	907	1680
		% within I seek out public radio whenever I move residence or travel out of town	13.0%	7.7%	25.3%	54.0%	100.0%
		% within DUAL VALS TYPE	11.6%	15.5%	18.2%	33.0%	21.5%
		Adjusted Residual	-12.1	-4.5	-4.7	18.2	
Agree		Count	1672	703	1915	1841	6131
		% within I seek out public radio whenever I move residence or travel out of town	27.3%	11.5%	31.2%	30.0%	100.0%
		% within DUAL VALS TYPE	88.4%	84.5%	81.8%	67.0%	78.5%
		Adjusted Residual	12.1	4.5	4.7	-18.2	
Total		Count	1891	832	2340	2748	7811
		% within I seek out public radio whenever I move residence or travel out of town	24.2%	10.7%	30.0%	35.2%	100.0%
		% within DUAL VALS TYPE	100%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	358.843^a	3	.000
Likelihood Ratio	356.092	3	.000
Linear-by-Linear Association	304.258	1	.000
N of Valid Cases	7811		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 178.95.

I generally think of public radio as being financially supported by contributing listeners
*** DUAL VALS TYPE**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.249^a	3	.000
Likelihood Ratio	66.679	3	.000
Linear-by-Linear Association	61.711	1	.000
N of Valid Cases	7899		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 82.03.

I generally think of public radio as being financially supported by universities or gov't tax dollars
*** DUAL VALS TYPE**

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.473^a	3	.140
Likelihood Ratio	5.488	3	.139
Linear-by-Linear Association	4.379	1	.036
N of Valid Cases	7879		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 328.46.

The social and cultural values I hear expressed on public radio usually fit closely with my own values * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-F UL	ACT-O TH	FUL	OTH/UN K		
The social and cultural values I hear expressed on public radio usually fit closely with my own values	Disagree	Count	241	110	433	752	1536
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	15.7%	7.2%	28.2%	49.0%	100.0%
		% within DUAL VALS TYPE	12.7%	13.3%	18.3%	27.3%	19.6%
		Adjusted Residual	-8.7	-4.8	-1.9	12.7	
	Agree	Count	1652	717	1928	2000	6297
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	26.2%	11.4%	30.6%	31.8%	100.0%
		% within DUAL VALS TYPE	87.3%	86.7%	81.7%	72.7%	80.4%
		Adjusted Residual	8.7	4.8	1.9	-12.7	
Total		Count	1893	827	2361	2752	7833
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	24.2%	10.6%	30.1%	35.1%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	184.044^a	3	.000
Likelihood Ratio	183.850	3	.000
Linear-by-Linear Association	163.206	1	.000
N of Valid Cases	7833		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 162.17.

I keep listening to the public radio station during its on-air membership drives * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.482^a	3	.001
Likelihood Ratio	17.522	3	.001
Linear-by-Linear Association	.028	1	.866
N of Valid Cases	7865		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 398.54.

The on-air membership drives are getting more prevalent than in the past * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.284^a	3	.000
Likelihood Ratio	20.148	3	.000
Linear-by-Linear Association	12.783	1	.000
N of Valid Cases	7736		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 192.76.

The on-air membership drives are becoming easier to listen to than in the past * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	71.836^a	3	.000
Likelihood Ratio	72.547	3	.000
Linear-by-Linear Association	71.213	1	.000
N of Valid Cases	7719		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 337.21.

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

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.918^a	3	.000
Likelihood Ratio	64.600	3	.000
Linear-by-Linear Association	53.329	1	.000
N of Valid Cases	7648		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 191.52.

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

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.016^a	3	.000
Likelihood Ratio	18.177	3	.000
Linear-by-Linear Association	16.992	1	.000
N of Valid Cases	7697		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 286.35.

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

DUAL VALS TYPE

Crosstab

			DUAL VALS TYPE				
			ACT-F UL	ACT-O TH	FUL	OTH/U NK	Total
My opinion of a company is more positive when I find out that it supports public radio	Disagree	Count	202	99	384	615	1300
		% within My opinion of a company is more positive when I find out that it supports public radio	15.5%	7.6%	29.5%	47.3%	100.0%
	% within DUAL VALS TYPE		10.7%	11.9%	16.3%	22.3%	16.6%
	Adjusted Residual		-7.9	-3.8	-.5	10.0	
	Agree	Count	1693	730	1979	2149	6551
% within My opinion of a company is more positive when I find out that it supports public radio		25.8%	11.1%	30.2%	32.8%	100.0%	
% within DUAL VALS TYPE		89.3%	88.1%	83.7%	77.7%	83.4%	
Adjusted Residual		7.9	3.8	.5	-10.0		
Total	Count	1895	829	2363	2764	7851	
	% within My opinion of a company is more positive when I find out that it supports public radio	24.1%	10.6%	30.1%	35.2%	100.0%	
	% within DUAL VALS TYPE		100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	125.485^a	3	.000
Likelihood Ratio	127.176	3	.000
Linear-by-Linear Association	118.443	1	.000
N of Valid Cases	7851		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 137.27.

I am concerned that businesses which support public radio may eventually force changes in the programming * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.945^a	3	.074
Likelihood Ratio	6.947	3	.074
Linear-by-Linear Association	.078	1	.781
N of Valid Cases	7854		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 414.37.

I personally would be less likely to contribute to public radio if more businesses * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.646^a	3	.000
Likelihood Ratio	75.842	3	.000
Linear-by-Linear Association	73.401	1	.000
N of Valid Cases	7746		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 290.98.

Public Television Support by Household in the last two years * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-F UL	ACT-O TH	FUL	OTH/U NK		
Public Television Support by Household in the last two years	No	Count	680	405	1139	1671	3895
		% within Public Television Support by Household in the last two years	17.5%	10.4%	29.2%	42.9%	100.0%
		% within DUAL VALS TYPE	36.9%	52.6%	50.6%	68.6%	53.4%
		Adjusted Residual	-16.4	-.4	-3.2	18.5	
	Yes	Count	1163	365	1112	764	3404
		% within Public Television Support by Household in the last two years	34.2%	10.7%	32.7%	22.4%	100.0%
		% within DUAL VALS TYPE	63.1%	47.4%	49.4%	31.4%	46.6%
		Adjusted Residual	16.4	.5	3.2	-18.5	
	Don't Know	Count	0	0	0	1	1
		% within Public Television Support by Household in the last two years	.0%	.0%	.0%	100.0%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	.0%	.0%	.0%
		Adjusted Residual	-.6	-.3	-.7	1.4	
Total	Count	1843	770	2251	2436	7300	
	% within Public Television Support by Household in the last two years	25.2%	10.5%	30.8%	33.4%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	437.732^a	6	.000
Likelihood Ratio	445.740	6	.000
Linear-by-Linear Association	386.654	1	.000
N of Valid Cases	7300		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .11.

Changes in Use of public radio stations in recent years * DUAL VALS TYPE

Crosstab

			DUAL VALS TYPE				
			ACT-F UL	ACT-O TH	FUL	OTH/U NK	Total
Changes in Use of public radio stations in recent years	Use less	Count	131	59	177	267	634
		% within Changes in Use of public radio stations in recent years	20.7%	9.3%	27.9%	42.1%	100.0%
		% within DUAL VALS TYPE	6.9%	7.1%	7.5%	9.7%	8.1%
		Adjusted Residual	-2.2	-1.1	-1.3	3.9	
	Use same	Count	454	157	653	853	2117
		% within Changes in Use of public radio stations in recent years	21.4%	7.4%	30.8%	40.3%	100.0%
		% within DUAL VALS TYPE	23.9%	18.9%	27.6%	31.0%	27.0%
		Adjusted Residual	-3.5	-5.6	.8	5.9	
	Use more	Count	1318	616	1537	1630	5101
		% within Changes in Use of public radio stations in recent years	25.8%	12.1%	30.1%	32.0%	100.0%
		% within DUAL VALS TYPE	69.3%	74.0%	64.9%	59.3%	65.0%
		Adjusted Residual	4.5	5.8	.0	-7.8	
Total	Count	1903	832	2367	2750	7852	
	% within Changes in Use of public radio stations in recent years	24.2%	10.6%	30.1%	35.0%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	88.278^a	6	.000
Likelihood Ratio	89.694	6	.000
Linear-by-Linear Association	55.838	1	.000
N of Valid Cases	7852		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 67.18.

Changes in Use of commercial radio stations in recent years * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
			ACT-FU L	ACT-O TH	FUL	OTH/UN K	Total
Changes in Use of commercial radio stations in recent years	Use less	Count	999	421	1116	1062	3598
		% within Changes in Use of commercial radio stations in recent years	27.8%	11.7%	31.0%	29.5%	100.0%
		% within DUAL VALS TYPE	56.4%	52.2%	50.5%	39.9%	48.3%
		Adjusted Residual	7.8	2.3	2.5	-10.8	
	Use same	Count	555	271	793	1026	2645
		% within Changes in Use of commercial radio stations in recent years	21.0%	10.2%	30.0%	38.8%	100.0%
		% within DUAL VALS TYPE	31.3%	33.6%	35.9%	38.6%	35.5%
		Adjusted Residual	-4.2	-1.2	.5	4.1	
	Use more	Count	217	115	299	572	1203
		% within Changes in Use of commercial radio stations in recent years	18.0%	9.6%	24.9%	47.5%	100.0%
		% within DUAL VALS TYPE	12.3%	14.3%	13.5%	21.5%	16.2%
		Adjusted Residual	-5.1	-1.6	-4.0	9.3	
Total	Count	1771	807	2208	2660	7446	
	% within Changes in Use of commercial radio stations in recent years	23.8%	10.8%	29.7%	35.7%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	159.090^a	6	.000
Likelihood Ratio	158.099	6	.000
Linear-by-Linear Association	127.185	1	.000
N of Valid Cases	7446		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 130.38.

Changes in Use of public television stations in recent years * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.374^a	6	.000
Likelihood Ratio	24.620	6	.000
Linear-by-Linear Association	1.443	1	.230
N of Valid Cases	7533		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 107.36.

Changes in Use of commercial television stations in recent years * DUAL VALS TYPE

Crosstab

			DUAL VALS TYPE				
			ACT-F UL	ACT- OTH	FUL	OTH/U NK	Total
Changes in Use of commercial television stations in recent years	Use less	Count	1012	421	1122	1077	3632
		% within Changes in Use of commercial television stations in recent years	27.9%	11.6%	30.9%	29.7%	100.0%
		% within DUAL VALS TYPE	56.5%	52.4%	49.2%	40.8%	48.3%
		Adjusted Residual	7.9	2.4	1.0	-9.6	
	Use same	Count	647	286	934	1161	3028
		% within Changes in Use of commercial television stations in recent years	21.4%	9.4%	30.8%	38.3%	100.0%
		% within DUAL VALS TYPE	36.1%	35.6%	40.9%	44.0%	40.3%
		Adjusted Residual	-4.1	-2.9	.8	4.8	
	Use more	Count	132	97	225	399	853
		% within Changes in Use of commercial television stations in recent years	15.5%	11.4%	26.4%	46.8%	100.0%
		% within DUAL VALS TYPE	7.4%	12.1%	9.9%	15.1%	11.4%
		Adjusted Residual	-6.1	.7	-2.7	7.6	
Total	Count	1791	804	2281	2637	7513	
	% within Changes in Use of commercial television stations in recent years	23.8%	10.7%	30.4%	35.1%	100.0%	
	% within DUAL VALS TYPE	100.0%	100%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	142.912^a	6	.000
Likelihood Ratio	144.101	6	.000
Linear-by-Linear Association	122.769	1	.000
N of Valid Cases	7513		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 91.28.

Changes in Use of cable television channels in recent years * DUAL VALS TYPE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.475^a	6	.106
Likelihood Ratio	10.560	6	.103
Linear-by-Linear Association	.037	1	.847
N of Valid Cases	5470		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 105.65.

Changes in Use of Internet or on-line services * DUAL VALS TYPE

Crosstab

			DUAL VALS TYPE				
			ACT-F UL	ACT- OTH	FUL	OTH/UN K	Total
Changes in Use of Internet or on-line services	Use less	Count	35	21	80	147	283
		% within Changes in Use of Internet or on-line services	12.4%	7.4%	28.3%	51.9%	100.0%
		% within DUAL VALS TYPE	3.0%	4.0%	8.9%	15.6%	8.0%
		Adjusted Residual	-7.8	-3.6	1.2	10.0	
	Use same	Count	108	49	107	118	382
		% within Changes in Use of Internet or on-line services	28.3%	12.8%	28.0%	30.9%	100.0%
		% within DUAL VALS TYPE	9.1%	9.4%	12.0%	12.5%	10.8%
		Adjusted Residual	-2.3	-1.1	1.3	2.0	
	Use more	Count	1041	449	708	680	2878
		% within Changes in Use of Internet or on-line services	36.2%	15.6%	24.6%	23.6%	100.0%
		% within DUAL VALS TYPE	87.9%	86.5%	79.1%	72.0%	81.2%
		Adjusted Residual	7.2	3.3	-1.9	-8.5	
Total	Count	1184	519	895	945	3543	
	% within Changes in Use of Internet or on-line services	33.4%	14.6%	25.3%	26.7%	100.0%	
	% within DUAL VALS TYPE	100.0%	100%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	142.786^a	6	.000
Likelihood Ratio	142.446	6	.000
Linear-by-Linear Association	128.522	1	.000
N of Valid Cases	3543		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 41.46.

Changes in Use of Internet or on-line services * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE					
			ACT-F UL	ACT-O TH	FUL	OTH/U NK	Total
Changes in Use of Internet or on-line services	Don't Use	Count	708	312	1452	1791	4263
		% within Changes in Use of Internet or on-line services	16.6%	7.3%	34.1%	42.0%	100.0%
		% within DUAL VALS TYPE	37.4%	37.5%	61.9%	65.5%	54.6%
		Adjusted Residual	-17.3	-10.4	8.4	14.2	
Use	Use	Count	1185	519	895	945	3544
		% within Changes in Use of Internet or on-line services	33.4%	14.6%	25.3%	26.7%	100.0%
		% within DUAL VALS TYPE	62.6%	62.5%	38.1%	34.5%	45.4%
		Adjusted Residual	17.3	10.4	-8.4	-14.2	
Total		Count	1893	831	2347	2736	7807
		% within Changes in Use of Internet or on-line services	24.2%	10.6%	30.1%	35.0%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	503.594^a	3	.000
Likelihood Ratio	506.687	3	.000
Linear-by-Linear Association	448.583	1	.000
N of Valid Cases	7807		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 377.23.

Actualizer Primary or Secondary * DUAL VALS TYPE

Crosstab

			DUAL VALS TYPE				
			ACT-F UL	ACT-OT H	FUL	OTH/U NK	Total
Actualizer Primary or Secondary	No	Count	0	0	984	2560	3544
		% within Actualizer Primary or Secondary	.0%	.0%	27.8%	72.2%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	41.1%	90.1%	44.4%
		Adjusted Residual	-44.8	-27.3	-3.9	61.1	
Yes	Count	1910	836	1413	281	4440	
		% within Actualizer Primary or Secondary	43.0%	18.8%	31.8%	6.3%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	58.9%	9.9%	55.6%
		Adjusted Residual	44.8	27.3	3.9	-61.1	
Total	Count	1910	836	2397	2841	7984	
		% within Actualizer Primary or Secondary	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4608.440^a	3	.000
Likelihood Ratio	5888.195	3	.000
Linear-by-Linear Association	4207.730	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 371.09.

Primary VALS 2 Type * DUAL VALS TYPE

Crosstab

		DUAL VALS TYPE				Total	
		ACT-F UL	ACT- OTH	FUL	OTH/U NK		
Primary VALS 2 Type	No VALS 2 Type assigned	Count	0	0	0	416	416
		% within Primary VALS 2 Type	.0%	.0%	.0%	100.0%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	.0%	14.6%	5.2%
		Adjusted Residual	-11.7	-7.2	-13.7	28.2	
Actualizer		Count	1910	836	0	0	2746
		% within Primary VALS 2 Type	69.6%	30.4%	.0%	.0%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	.0%	.0%	34.4%
		Adjusted Residual	69.2	42.2	-42.4	-48.1	
Fulfilled		Count	0	0	2397	0	2397
		% within Primary VALS 2 Type	.0%	.0%	100%	.0%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	100%	.0%	30.0%
		Adjusted Residual	-32.8	-20.0	89.3	-43.5	
Believer		Count	0	0	0	486	486
		% within Primary VALS 2 Type	.0%	.0%	.0%	100.0%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	.0%	17.1%	6.1%
		Adjusted Residual	-12.8	-7.8	-14.9	30.6	
Achiever		Count	0	0	0	607	607
		% within Primary VALS 2 Type	.0%	.0%	.0%	100.0%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	.0%	21.4%	7.6%
		Adjusted Residual	-14.4	-8.8	-16.8	34.5	
Striver		Count	0	0	0	434	434
		% within Primary VALS 2 Type	.0%	.0%	.0%	100.0%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	.0%	15.3%	5.4%
		Adjusted Residual	-12.0	-7.3	-14.0	28.8	
Experiencer		Count	0	0	0	362	362
		% within Primary VALS 2 Type	.0%	.0%	.0%	100.0%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	.0%	12.7%	4.5%
		Adjusted Residual	-10.9	-6.7	-12.8	26.2	
Maker		Count	0	0	0	331	331
		% within Primary VALS 2 Type	.0%	.0%	.0%	100.0%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	.0%	11.7%	4.1%
		Adjusted Residual	-10.4	-6.4	-12.2	25.0	
Struggler		Count	0	0	0	204	204
		% within Primary VALS 2 Type	.0%	.0%	.0%	100.0%	100.0%
		% within DUAL VALS TYPE	.0%	.0%	.0%	7.2%	2.6%
		Adjusted Residual	-8.1	-4.9	-9.5	19.5	
Total		Count	1910	836	2397	2840	7983
		% within Primary VALS 2 Type	23.9%	10.5%	30.0%	35.6%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15966.000^a	24	.000
Likelihood Ratio	17498.874	24	.000
Linear-by-Linear Association	3417.681	1	.000
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.36.

```
GET  
FILE='D:\Audience98\database_1_15000.sav'.  
EXECUTE .
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 *PART 3: Attitudinal & Giving Characteristics of Generation Groups

weight by a015.

 *A: Means Analysis

means
 tables = a021 by a096
 /cells mean
 /statistics anova.

Means

Report

Mean

Primary VALS 2 Type	AGE
No VALS 2 Type assigned	52.65
Actualizer	46.17
Fulfilled	53.96
Believer	60.46
Achiever	44.33
Striver	38.93
Experiencer	23.01
Maker	36.40
Struggler	65.63
Total	48.22

ANOVA Table

	F	Sig.
AGE * Primary VALS 2 Type	371.189	.000

means
tables = a021 by vals dual
/cells mean
/statistics anova.

Means

Report

Mean

DUAL VALS TYPE	AGE
ACT-FUL	49.13
ACT-OTH	39.42
FUL	53.96
OTH/UNK	45.37
Total	48.22

ANOVA Table

	F	Sig.
AGE * DUAL VALS TYPE	237.827	.000

 *B: Crosstabs Analysis

CROSSTABS
 /TABLES=a030a by a096
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.

Crosstabs

College Graduate * Primary VALS 2 Type Crosstabulation

		Primary VALS 2 Type										
		No VALS 2 Type assigned	Actualiz er	Fulfil ed	Believ er	Achie ver	Striver	Experie ncer	Maker	Struggle r	Total	
College Graduate	No	Count	281	348	578	474	259	363	290	308	196	3097
		% within College Graduate	9.1%	11.2%	18.7%	15.3%	8.4%	11.7%	9.4%	9.9%	6.3%	100.0%
		% within Primary VALS 2 Type	67.5%	12.7%	24.1%	97.5%	42.7%	83.6%	80.1%	92.8%	95.6%	38.8%
		Adjusted Residual	12.4	-34.7	-17.6	27.4	2.0	19.7	16.5	20.6	16.9	
Yes	Count	135	2398	1819	12	348	71	72	24	9	4888	
		% within College Graduate	2.8%	49.1%	37.2%	.2%	7.1%	1.5%	1.5%	.5%	.2%	100.0%
		% within Primary VALS 2 Type	32.5%	87.3%	75.9%	2.5%	57.3%	16.4%	19.9%	7.2%	4.4%	61.2%
		Adjusted Residual	-12.4	34.7	17.6	-27.4	-2.0	-19.7	-16.5	-20.6	-16.9	
Total	Count	416	2746	2397	486	607	434	362	332	205	7985	
		% within College Graduate	5.2%	34.4%	30.0%	6.1%	7.6%	5.4%	4.5%	4.2%	2.6%	100.0%
		% within Primary VALS 2 Type	100.0%	100.0%	100.0%	100%	100%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3175.701 ^a	8	.000
Likelihood Ratio	3469.248	8	.000
Linear-by-Linear Association	1752.788	1	.000
N of Valid Cases	7985		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 79.51.

CROSSTABS
 /TABLES=a030a by vals dual
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.

Crosstabs

College Graduate * DUAL VALS TYPE Crosstabulation

			DUAL VALS TYPE				Total
			ACT-FUL	ACT-OTH	FUL	OTH/UNK	
College Graduate	No	Count	54	294	578	2171	3097
		% within College Graduate	1.7%	9.5%	18.7%	70.1%	100.0%
		% within DUAL VALS TYPE	2.8%	35.2%	24.1%	76.4%	38.8%
		Adjusted Residual	-37.0	-2.3	-17.6	51.3	
	Yes	Count	1856	542	1819	670	4887
		% within College Graduate	38.0%	11.1%	37.2%	13.7%	100.0%
		% within DUAL VALS TYPE	97.2%	64.8%	75.9%	23.6%	61.2%
		Adjusted Residual	37.0	2.3	17.6	-51.3	
	Total	Count	1910	836	2397	2841	7984
		% within College Graduate	23.9%	10.5%	30.0%	35.6%	100.0%
% within DUAL VALS TYPE		100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2956.504 ^a	3	.000
Likelihood Ratio	3335.801	3	.000
Linear-by-Linear Association	2361.912	1	.000
N of Valid Cases	7984		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 324.29.