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

weight by a014.

FREQUENCIES
  VARIABLES= crtype2
  /ORDER  ANALYSIS.
```

Frequencies

Notes

Output Created		05 Nov 98 12:41:23
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.sav
	Filter	<none>
	Weight	Weighting Variable: All Diaries in the Original Sample (Projected to Original Sample Size)
	Split File	<none>
	N of Rows in Working Data File	15000
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES= crtype2 /ORDER ANALYSIS.
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:01.18

Type of Comm. Radio Listener

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do Not Listen to CR	13690	91.3	91.3	91.3
	Listen to CR	1309	8.7	8.7	100.0
	Total	14999	100.0	100.0	

```
weight by aqh.

FREQUENCIES
  VARIABLES= crtype2
  /ORDER  ANALYSIS.
```

Frequencies

Notes

Output Created		05 Nov 98 12:41:24
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.sav
	Filter	<none>
	Weight	AQH (a014*a054)
	Split File	<none>
	N of Rows in Working Data File	15000
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES= crtype2 /ORDER ANALYSIS.
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:01.67

Type of Comm. Radio Listener

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do Not Listen to CR	446961	89.9	89.9	89.9
	Listen to CR	50380	10.1	10.1	100.0
	Total	497341	100.0	100.0	

```
weight by giver.

FREQUENCIES
  VARIABLES= crtype2
  /ORDER  ANALYSIS.
```

Frequencies

Notes

Output Created		05 Nov 98 12:41:26
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.sav
	Filter	<none>
	Weight	Giver (a015*curgivea)
	Split File	<none>
	N of Rows in Working Data File	2353
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= crtype2 /ORDER ANALYSIS.
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:01.62

Type of Comm. Radio Listener

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do Not Listen to CR	2166	93.5	93.5	93.5
	Listen to CR	150	6.5	6.5	100.0
	Total	2316	100.0	100.0	

```
weight by giving.

FREQUENCIES
  VARIABLES= crtype2
  /ORDER  ANALYSIS.
```

Frequencies

Notes

Output Created		05 Nov 98 12:41:28
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.sav
	Filter	<none>
	Weight	Giving (a015*a145*curgivea)
	Split File	<none>
	N of Rows in Working Data File	2166
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= crtype2 /ORDER ANALYSIS.
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:01.63

Type of Comm. Radio Listener

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Do Not Listen to CR	97208	91.6	91.6	91.6
	Listen to CR	8921	8.4	8.4	100.0
	Total	106129	100.0	100.0	

```
*********************************************
*Stage I: Comparison of Listeners by CR Type
*********************************************

*********************************
*PART 1: Demographics of CR Type
*********************************

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

weight by a015.

means
tables = a020m a021 hrsadj a026  ed_years incadj by crtype2
/cells mean
/statistics anova.
```

Means

Notes

Output Created		05 Nov 98 12:41:30
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.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	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.
	Cases Used	Cases used for each table have no missing values in any independent variable, and not all dependent variables have missing values.
Syntax		means tables = a020m a021 hrsadj a026 ed_years incadj by crtype2 /cells mean /statistics anova.
Resources	Elapsed Time	0:00:02.96

Report

	Mean		
	Type of Comm. Radio Listener		
	Do Not Listen to CR	Listen to CR	Total
Percent Male	.49	.54	.50
AGE	48.53	44.34	48.22
Hours worked per week	23.03	24.99	23.18
Number of Public Radio Listeners in the Household	1.58	1.52	1.58
Years of Formal Education	16.21	15.81	16.18
Household Income in Thousands$	66.05	55.78	65.29

ANOVA Table

	F	Sig.
Percent Male	5.112	.024
AGE	**37.112**	.000
Hours worked per week	6.055	.014
Number of Public Radio Listeners in the Household	3.416	.065
Years of Formal Education	8.392	.004
Household Income in Thousands$	**20.197**	.000

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

CROSSTABS
 /TABLES=a020 a024 a025 a026 arbage a029 a030 a030a a031 BY crtype2
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
```

Crosstabs

Notes

Output Created		05 Nov 98 12:41:33
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.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 for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=a020 a024 a025 a026 arbage a029 a030 a030a a031 BY crtype2 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:02.34

SEX * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
SEX	Male	Count	3647	316	3963
		% within SEX	92.0%	8.0%	100.0%
		% within Type of Comm. Radio Listener	49.3%	54.1%	49.6%
		Adjusted Residual	-2.2	2.2	
	Female	Count	3753	268	4021
		% within SEX	93.3%	6.7%	100.0%
		% within Type of Comm. Radio Listener	50.7%	45.9%	50.4%
		Adjusted Residual	2.2	-2.2	
Total		Count	7400	584	7984
		% within SEX	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**5.043**[b]	1	.025		
Continuity Correction[a]	4.851	1	.028		
Likelihood Ratio	5.047	1	.025		
Fisher's Exact Test				.025	.014
Linear-by-Linear Association	5.042	1	.025		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 289.88.

WORK * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
WORK	Does not Work	Count	2242	144	2386
		% within WORK	94.0%	6.0%	100.0%
		% within Type of Comm. Radio Listener	30.3%	24.7%	29.9%
		Adjusted Residual	2.9	-2.9	
	1-19 Hours per week	Count	1195	100	1295
		% within WORK	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	16.2%	17.1%	16.2%
		Adjusted Residual	-.6	.6	
	30+ Hours per week	Count	3962	340	4302
		% within WORK	92.1%	7.9%	100.0%
		% within Type of Comm. Radio Listener	53.5%	58.2%	53.9%
		Adjusted Residual	-2.2	2.2	
Total		Count	7399	584	7983
		% within WORK	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**8.276**[a]	2	.016
Likelihood Ratio	8.559	2	.014
Linear-by-Linear Association	6.578	1	.010
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 94.74.

Employment Status * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Employment Status	Employed Man	Count	2787	253	3040
		% within Employment Status	91.7%	8.3%	100.0%
		% within Type of Comm. Radio Listener	37.7%	43.3%	38.1%
		Adjusted Residual	-2.7	2.7	
	Employed Woman	Count	2371	187	2558
		% within Employment Status	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	32.0%	32.0%	32.0%
		Adjusted Residual	.0	.0	
	Retired (60+)	Count	1374	63	1437
		% within Employment Status	95.6%	4.4%	100.0%
		% within Type of Comm. Radio Listener	18.6%	10.8%	18.0%
		Adjusted Residual	4.7	-4.7	
	Unemployed (12-59)	Count	867	81	948
		% within Employment Status	91.5%	8.5%	100.0%
		% within Type of Comm. Radio Listener	11.7%	13.9%	11.9%
		Adjusted Residual	-1.5	1.5	
Total		Count	7399	584	7983
		% within Employment Status	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**24.868**[a]	3	.000
Likelihood Ratio	27.430	3	.000
Linear-by-Linear Association	4.364	1	.037
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 69.35.

Number of Public Radio Listeners in the Household * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Number of Public Radio Listeners in the Household	1	Count	4024	329	4353
		% within Number of Public Radio Listeners in the Household	92.4%	7.6%	100.0%
		% within Type of Comm. Radio Listener	54.4%	56.4%	54.5%
		Adjusted Residual	-1.0	1.0	
	2	Count	2696	216	2912
		% within Number of Public Radio Listeners in the Household	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	36.4%	37.0%	36.5%
		Adjusted Residual	-.3	.3	
	3	Count	507	33	540
		% within Number of Public Radio Listeners in the Household	93.9%	6.1%	100.0%
		% within Type of Comm. Radio Listener	6.9%	5.7%	6.8%
		Adjusted Residual	1.1	-1.1	
	4	Count	132	3	135
		% within Number of Public Radio Listeners in the Household	97.8%	2.2%	100.0%
		% within Type of Comm. Radio Listener	1.8%	.5%	1.7%
		Adjusted Residual	2.3	-2.3	
	5	Count	25	1	26
		% within Number of Public Radio Listeners in the Household	96.2%	3.8%	100.0%
		% within Type of Comm. Radio Listener	.3%	.2%	.3%
		Adjusted Residual	.7	-.7	
	6	Count	16	1	17
		% within Number of Public Radio Listeners in the Household	94.1%	5.9%	100.0%
		% within Type of Comm. Radio Listener	.2%	.2%	.2%
		Adjusted Residual	.2	-.2	
	7	Count	1	0	1
		% within Number of Public Radio Listeners in the Household	100.0%	.0%	100.0%
		% within Type of Comm. Radio Listener	.0%	.0%	.0%
		Adjusted Residual	.3	-.3	
Total		Count	7401	583	7984
		% within Number of Public Radio Listeners in the Household	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**7.345**[a]	6	.290
Likelihood Ratio	9.368	6	.154
Linear-by-Linear Association	4.073	1	.044
N of Valid Cases	7984		

a. 4 cells (28.6%) have expected count less than 5. The minimum expected count is .07.

Arbitron Age * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Arbitron Age	Generation X	Count	990	99	1089
		% within Arbitron Age	90.9%	9.1%	100.0%
		% within Type of Comm. Radio Listener	13.9%	17.6%	14.1%
		Adjusted Residual	-2.5	2.5	
	Baby Boomers	Count	3099	301	3400
		% within Arbitron Age	91.1%	8.9%	100.0%
		% within Type of Comm. Radio Listener	43.4%	53.7%	44.2%
		Adjusted Residual	-4.7	4.7	
	Swing Generation	Count	1615	96	1711
		% within Arbitron Age	94.4%	5.6%	100.0%
		% within Type of Comm. Radio Listener	22.6%	17.1%	22.2%
		Adjusted Residual	3.0	-3.0	
	WWII Generation	Count	1436	65	1501
		% within Arbitron Age	95.7%	4.3%	100.0%
		% within Type of Comm. Radio Listener	20.1%	11.6%	19.5%
		Adjusted Residual	4.9	-4.9	
Total		Count	7140	561	7701
		% within Arbitron Age	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**44.135**[a]	3	.000
Likelihood Ratio	46.682	3	.000
Linear-by-Linear Association	39.142	1	.000
N of Valid Cases	7701		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 79.33.

Race/Ethnicity * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Race/Ethnicity	Hispanic/Latino	Count	114	25	139
		% within Race/Ethnicity	82.0%	18.0%	100.0%
		% within Type of Comm. Radio Listener	1.6%	4.5%	1.8%
		Adjusted Residual	-4.9	4.9	
	Black/African American	Count	301	61	362
		% within Race/Ethnicity	83.1%	16.9%	100.0%
		% within Type of Comm. Radio Listener	4.2%	11.0%	4.7%
		Adjusted Residual	-7.2	7.2	
	Asian/Pacific Islander	Count	152	15	167
		% within Race/Ethnicity	91.0%	9.0%	100.0%
		% within Type of Comm. Radio Listener	2.1%	2.7%	2.2%
		Adjusted Residual	-.9	.9	
	White/Caucasian	Count	6385	430	6815
		% within Race/Ethnicity	93.7%	6.3%	100.0%
		% within Type of Comm. Radio Listener	**89.3%**	**77.2%**	**88.4%**
		Adjusted Residual	8.6	-8.6	
	Native American/Indian	Count	23	7	30
		% within Race/Ethnicity	76.7%	23.3%	100.0%
		% within Type of Comm. Radio Listener	.3%	1.3%	.4%
		Adjusted Residual	-3.4	3.4	
	Mixed/Other	Count	177	19	196
		% within Race/Ethnicity	90.3%	9.7%	100.0%
		% within Type of Comm. Radio Listener	2.5%	3.4%	2.5%
		Adjusted Residual	-1.4	1.4	
Total		Count	7152	557	7709
		% within Race/Ethnicity	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**96.732**[a]	5	.000
Likelihood Ratio	73.719	5	.000
Linear-by-Linear Association	44.211	1	.000
N of Valid Cases	7709		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 2.17.

Education * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Education	Grade 8 or less	Count	105	9	114
		% within Education	92.1%	7.9%	100.0%
		% within Type of Comm. Radio Listener	1.4%	1.6%	1.5%
		Adjusted Residual	-.3	.3	
	Grades 9-11 years	Count	181	21	202
		% within Education	89.6%	10.4%	100.0%
		% within Type of Comm. Radio Listener	2.5%	3.7%	2.6%
		Adjusted Residual	-1.8	1.8	
	Graduated High School	Count	833	69	902
		% within Education	92.4%	7.6%	100.0%
		% within Type of Comm. Radio Listener	11.5%	12.2%	11.5%
		Adjusted Residual	-.5	.5	
	1-3 years of college	Count	1560	150	1710
		% within Education	91.2%	8.8%	100.0%
		% within Type of Comm. Radio Listener	21.5%	26.5%	21.9%
		Adjusted Residual	-2.8	2.8	
	College degree (4 years)	Count	1584	113	1697
		% within Education	93.3%	6.7%	100.0%
		% within Type of Comm. Radio Listener	21.8%	20.0%	21.7%
		Adjusted Residual	1.0	-1.0	
	Some graduate credits	Count	930	67	997
		% within Education	93.3%	6.7%	100.0%
		% within Type of Comm. Radio Listener	12.8%	11.8%	12.8%
		Adjusted Residual	.7	-.7	
	Advanced degree (MA, MD, PhD)	Count	2057	137	2194
		% within Education	93.8%	6.2%	100.0%
		% within Type of Comm. Radio Listener	28.4%	24.2%	28.1%
		Adjusted Residual	2.1	-2.1	
Total		Count	7250	566	7816
		% within Education	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**13.760**[a]	6	.032
Likelihood Ratio	13.253	6	.039
Linear-by-Linear Association	8.730	1	.003
N of Valid Cases	7816		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.26.

College Graduate * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
College Graduate	No	Count	2828	268	3096
		% within College Graduate	91.3%	8.7%	100.0%
		% within Type of Comm. Radio Listener	38.2%	45.9%	38.8%
		Adjusted Residual	-3.7	3.7	
	Yes	Count	4571	316	4887
		% within College Graduate	93.5%	6.5%	100.0%
		% within Type of Comm. Radio Listener	**61.8%**	**54.1%**	**61.2%**
		Adjusted Residual	3.7	-3.7	
Total		Count	7399	584	7983
		% within College Graduate	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**13.409**[b]	1	.000		
Continuity Correction[a]	13.088	1	.000		
Likelihood Ratio	13.182	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	13.407	1	.000		
N of Valid Cases	7983				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 226.49.

Household Income * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Household Income	Less than $10,000	Count	282	34	316
		% within Household Income	89.2%	10.8%	100.0%
		% within Type of Comm. Radio Listener	4.3%	6.5%	4.5%
		Adjusted Residual	-2.3	2.3	
	$10,000 to $14,999	Count	244	23	267
		% within Household Income	91.4%	8.6%	100.0%
		% within Type of Comm. Radio Listener	3.7%	4.4%	3.8%
		Adjusted Residual	-.8	.8	
	$15,000 to $19,999	Count	283	29	312
		% within Household Income	90.7%	9.3%	100.0%
		% within Type of Comm. Radio Listener	4.3%	5.5%	4.4%
		Adjusted Residual	-1.3	1.3	
	$20,000 to $24,999	Count	344	26	370
		% within Household Income	93.0%	7.0%	100.0%
		% within Type of Comm. Radio Listener	5.3%	5.0%	5.2%
		Adjusted Residual	.3	-.3	
	$25,000 to $29,999	Count	378	39	417
		% within Household Income	90.6%	9.4%	100.0%
		% within Type of Comm. Radio Listener	5.8%	7.5%	5.9%
		Adjusted Residual	-1.6	1.6	
	$30,000 to $39,999	Count	778	73	851
		% within Household Income	91.4%	8.6%	100.0%
		% within Type of Comm. Radio Listener	11.9%	14.0%	12.1%
		Adjusted Residual	-1.4	1.4	
	$40,000 to $49,999	Count	843	81	924
		% within Household Income	91.2%	8.8%	100.0%
		% within Type of Comm. Radio Listener	12.9%	15.5%	13.1%
		Adjusted Residual	-1.7	1.7	
	$50,000 to $74,999	Count	1519	101	1620
		% within Household Income	93.8%	6.2%	100.0%
		% within Type of Comm. Radio Listener	23.2%	19.3%	22.9%
		Adjusted Residual	2.1	-2.1	
	$75,000 to $99,999	Count	843	64	907
		% within Household Income	92.9%	7.1%	100.0%
		% within Type of Comm. Radio Listener	12.9%	12.2%	12.8%
		Adjusted Residual	.4	-.4	
	$100,000 to $199,999	Count	855	47	902
		% within Household Income	94.8%	5.2%	100.0%
		% within Type of Comm. Radio Listener	13.1%	9.0%	12.8%
		Adjusted Residual	2.7	-2.7	
	$200,000 or more	Count	169	6	175
		% within Household Income	96.6%	3.4%	100.0%
		% within Type of Comm. Radio Listener	2.6%	1.1%	2.5%
		Adjusted Residual	2.0	-2.0	
Total		Count	6538	523	7061
		% within Household Income	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**27.731**[a]	10	.002
Likelihood Ratio	28.428	10	.002
Linear-by-Linear Association	18.316	1	.000
N of Valid Cases	7061		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.96.

```
***********************************
*PART 2: Utiligraphics of CR Type
***********************************

weight by a015.

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

means
tables = a038 a039 pct_core rel_sc2 a046 to a049 a054 a060 a066 a072 a078 a084 a
   090 by crtype2
/cells mean
/statistics anova.
```

Means

Notes

Output Created		05 Nov 98 12:41:35
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.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	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.
	Cases Used	Cases used for each table have no missing values in any independent variable, and not all dependent variables have missing values.
Syntax		means tables = a038 a039 pct_core rel_sc2 a046 to a049 a054 a060 a066 a072 a078 a084 a090 by crtype2 /cells mean /statistics anova.
Resources	Elapsed Time	0:00:03.58

Report

	Mean		
	Type of Comm. Radio Listener		
	Do Not Listen to CR	Listen to CR	Total
Years Listening to Station A	9.84	9.57	9.82
Years Listening to Station B	10.43	8.42	10.13
Percent in Core	47.54	50.00	47.72
Reliance Factor Score	9.995E-02	.2591	.1116
Number of Public Stations Used Across the Week	1.24	1.68	1.28
Total number of Stations Used Across the Week	4.11	5.18	4.18
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	3.85	3.83	3.85
Horizontal Hold to Radio (# of Days Listened Out of 7)	6.05	6.14	6.06
Time Spent Listening to Public Radio (QHs/week)- Total	35.96	43.36	36.50
Time Spent Listening to the Radio (QHs/week)- Total	92.45	111.42	93.84
Loyalty to Public Radio (Total)	43.255	41.407	43.120
Occasions to Public Radio (in Tune-Ins/Week)- Total	7.74	8.56	7.80
Occasions to the Radio (in Tune-Ins/Week)- Total	20.48	22.53	20.63
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	4.801	5.589	4.858
Avg. Duration per Occasion to the Radio (in QHs)(Total)	4.771	5.348	4.813

ANOVA Table

	F	Sig.
Years Listening to Station A	.428	.513
Years Listening to Station B	9.646	.002
Percent in Core	1.311	.252
Reliance Factor Score	**12.897**	.000
Number of Public Stations Used Across the Week	**334.682**	.000
Total number of Stations Used Across the Week	**117.188**	.000
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	.047	.829
Horizontal Hold to Radio (# of Days Listened Out of 7)	2.763	.096
Time Spent Listening to Public Radio (QHs/week)- Total	**14.364**	.000
Time Spent Listening to the Radio (QHs/week)- Total	**38.169**	.000
Loyalty to Public Radio (Total)	1.660	.198
Occasions to Public Radio (in Tune-Ins/Week)- Total	6.592	.010
Occasions to the Radio (in Tune-Ins/Week)- Total	**15.327**	.000
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	**18.082**	.000
Avg. Duration per Occasion to the Radio (in QHs)(Total)	**16.072**	.000

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

CROSSTABS
 /TABLES=core a045y relian2 a048 a049 PR_Locs to RA_Work a052 a053 BY crtype2
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
```

Crosstabs

Notes

Output Created		05 Nov 98 12:41:39
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.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 for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=core a045y relian2 a048 a049 PR_Locs to RA_Work a052 a053 BY crtype2 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:03.19

Core/Fringe * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Core/Fringe	Fringe	Count	3882	292	4174
		% within Core/Fringe	93.0%	7.0%	100.0%
		% within Type of Comm. Radio Listener	52.5%	50.0%	52.3%
		Adjusted Residual	1.1	-1.1	
	Core	Count	3518	292	3810
		% within Core/Fringe	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	47.5%	50.0%	47.7%
		Adjusted Residual	-1.1	1.1	
Total		Count	7400	584	7984
		% within Core/Fringe	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.312**[b]	1	.252		
Continuity Correction[a]	1.216	1	.270		
Likelihood Ratio	1.311	1	.252		
Fisher's Exact Test				.263	.135
Linear-by-Linear Association	1.312	1	.252		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 278.69.

Exclusive Listener to Public Radio * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Exclusive Listener to Public Radio	No	Count	6624	538	7162
		% within Exclusive Listener to Public Radio	92.5%	7.5%	100.0%
		% within Type of Comm. Radio Listener	89.5%	92.1%	89.7%
		Adjusted Residual	-2.0	2.0	
	Yes	Count	775	46	821
		% within Exclusive Listener to Public Radio	94.4%	5.6%	100.0%
		% within Type of Comm. Radio Listener	10.5%	7.9%	10.3%
		Adjusted Residual	2.0	-2.0	
Total		Count	7399	584	7983
		% within Exclusive Listener to Public Radio	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**3.959**[b]	1	.047		
Continuity Correction[a]	3.682	1	.055		
Likelihood Ratio	4.246	1	.039		
Fisher's Exact Test				.047	.025
Linear-by-Linear Association	3.958	1	.047		
N of Valid Cases	7983				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 60.06.

Utiligraphic Reliance on Public Radio * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Utiligraphic Reliance on Public Radio	Weak	Count	3787	284	4071
		% within Utiligraphic Reliance on Public Radio	93.0%	7.0%	100.0%
		% within Type of Comm. Radio Listener	51.2%	48.6%	51.0%
		Adjusted Residual	1.2	-1.2	
	Strong	Count	3613	300	3913
		% within Utiligraphic Reliance on Public Radio	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	48.8%	51.4%	49.0%
		Adjusted Residual	-1.2	1.2	
Total		Count	7400	584	7984
		% within Utiligraphic Reliance on Public Radio	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.404**[b]	1	.236		
Continuity Correction[a]	1.303	1	.254		
Likelihood Ratio	1.403	1	.236		
Fisher's Exact Test				.246	.127
Linear-by-Linear Association	1.403	1	.236		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 286.22.

Horizontal Hold to Public Radio (# of Days Listened Out of 7) * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	1	Count	1552	134	1686
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	92.1%	7.9%	100.0%
		% within Type of Comm. Radio Listener	21.0%	22.9%	21.1%
		Adjusted Residual	-1.1	1.1	
	2	Count	1009	86	1095
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	92.1%	7.9%	100.0%
		% within Type of Comm. Radio Listener	13.6%	14.7%	13.7%
		Adjusted Residual	-.7	.7	
	3	Count	815	47	862
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	94.5%	5.5%	100.0%
		% within Type of Comm. Radio Listener	11.0%	8.0%	10.8%
		Adjusted Residual	2.2	-2.2	
	4	Count	854	60	914
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	93.4%	6.6%	100.0%
		% within Type of Comm. Radio Listener	11.5%	10.3%	11.4%
		Adjusted Residual	.9	-.9	
	5	Count	1106	85	1191
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	92.9%	7.1%	100.0%
		% within Type of Comm. Radio Listener	14.9%	14.6%	14.9%
		Adjusted Residual	.3	-.3	
	6	Count	918	78	996
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	92.2%	7.8%	100.0%
		% within Type of Comm. Radio Listener	12.4%	13.4%	12.5%
		Adjusted Residual	-.7	.7	
	7	Count	1147	94	1241
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	92.4%	7.6%	100.0%
		% within Type of Comm. Radio Listener	15.5%	16.1%	15.5%
		Adjusted Residual	-.4	.4	
Total		Count	7401	584	7985
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**7.207**[a]	6	.302
Likelihood Ratio	7.583	6	.270
Linear-by-Linear Association	.040	1	.842
N of Valid Cases	7985		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 63.04.

Horizontal Hold to Radio (# of Days Listened Out of 7) * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Horizontal Hold to Radio (# of Days Listened Out of 7)	1	Count	50	1	51
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	98.0%	2.0%	100.0%
		% within Type of Comm. Radio Listener	.7%	.2%	.6%
		Adjusted Residual	1.5	-1.5	
	2	Count	136	8	144
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	94.4%	5.6%	100.0%
		% within Type of Comm. Radio Listener	1.8%	1.4%	1.8%
		Adjusted Residual	.8	-.8	
	3	Count	209	29	238
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	87.8%	12.2%	100.0%
		% within Type of Comm. Radio Listener	2.8%	5.0%	3.0%
		Adjusted Residual	-2.9	2.9	
	4	Count	429	20	449
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	95.5%	4.5%	100.0%
		% within Type of Comm. Radio Listener	5.8%	3.4%	5.6%
		Adjusted Residual	2.4	-2.4	
	5	Count	1045	65	1110
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	94.1%	5.9%	100.0%
		% within Type of Comm. Radio Listener	14.1%	11.1%	13.9%
		Adjusted Residual	2.0	-2.0	
	6	Count	1844	155	1999
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	92.2%	7.8%	100.0%
		% within Type of Comm. Radio Listener	24.9%	26.5%	25.0%
		Adjusted Residual	-.8	.8	
	7	Count	3687	307	3994
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	49.8%	52.5%	50.0%
		Adjusted Residual	-1.2	1.2	
Total		Count	7400	585	7985
		% within Horizontal Hold to Radio (# of Days Listened Out of 7)	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**21.394**[a]	6	.002
Likelihood Ratio	22.051	6	.001
Linear-by-Linear Association	2.441	1	.118
N of Valid Cases	7985		

a. 1 cells (7.1%) have expected count less than 5. The minimum expected count is 3.74.

Locations of Public Radio Listening * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Locations of Public Radio Listening	One	Count	4184	275	4459
		% within Locations of Public Radio Listening	93.8%	6.2%	100.0%
		% within Type of Comm. Radio Listener	56.5%	47.2%	55.9%
		Adjusted Residual	4.4	-4.4	
	Two	Count	2687	240	2927
		% within Locations of Public Radio Listening	91.8%	8.2%	100.0%
		% within Type of Comm. Radio Listener	36.3%	41.2%	36.7%
		Adjusted Residual	-2.3	2.3	
	Three	Count	529	68	597
		% within Locations of Public Radio Listening	88.6%	11.4%	100.0%
		% within Type of Comm. Radio Listener	7.1%	11.7%	7.5%
		Adjusted Residual	-4.0	4.0	
Total		Count	7400	583	7983
		% within Locations of Public Radio Listening	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**26.703**[a]	2	.000
Likelihood Ratio	25.027	2	.000
Linear-by-Linear Association	26.093	1	.000
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 43.60.

Locations of Radio Listening * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Locations of Radio Listening	One	Count	1251	92	1343
		% within Locations of Radio Listening	93.1%	6.9%	100.0%
		% within Type of Comm. Radio Listener	16.9%	15.8%	16.8%
		Adjusted Residual	.7	-.7	
	Two	Count	4092	281	4373
		% within Locations of Radio Listening	93.6%	6.4%	100.0%
		% within Type of Comm. Radio Listener	55.3%	48.1%	54.8%
		Adjusted Residual	3.4	-3.4	
	Three	Count	2056	211	2267
		% within Locations of Radio Listening	90.7%	9.3%	100.0%
		% within Type of Comm. Radio Listener	27.8%	36.1%	28.4%
		Adjusted Residual	-4.3	4.3	
Total		Count	7399	584	7983
		% within Locations of Radio Listening	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**18.800**[a]	2	.000
Likelihood Ratio	18.034	2	.000
Linear-by-Linear Association	11.124	1	.001
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 98.25.

Public Radio At Home * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Public Radio At Home	No	Count	2577	144	2721
		% within Public Radio At Home	94.7%	5.3%	100.0%
		% within Type of Comm. Radio Listener	34.8%	24.7%	34.1%
		Adjusted Residual	5.0	-5.0	
	Yes	Count	4823	439	5262
		% within Public Radio At Home	91.7%	8.3%	100.0%
		% within Type of Comm. Radio Listener	65.2%	75.3%	65.9%
		Adjusted Residual	-5.0	5.0	
Total		Count	7400	583	7983
		% within Public Radio At Home	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**24.657**[b]	1	.000		
Continuity Correction[a]	24.208	1	.000		
Likelihood Ratio	25.917	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	24.654	1	.000		
N of Valid Cases	7983				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 198.72.

Public Radio In Car * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Public Radio In Car	No	Count	2235	199	2434
		% within Public Radio In Car	91.8%	8.2%	100.0%
		% within Type of Comm. Radio Listener	30.2%	34.1%	30.5%
		Adjusted Residual	-2.0	2.0	
	Yes	Count	5165	385	5550
		% within Public Radio In Car	93.1%	6.9%	100.0%
		% within Type of Comm. Radio Listener	69.8%	65.9%	69.5%
		Adjusted Residual	2.0	-2.0	
Total		Count	7400	584	7984
		% within Public Radio In Car	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**3.831**[b]	1	.050		
Continuity Correction[a]	3.650	1	.056		
Likelihood Ratio	3.759	1	.053		
Fisher's Exact Test				.056	.029
Linear-by-Linear Association	3.830	1	.050		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 178.04.

Public Radio At Work * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Public Radio At Work	No	Count	6244	448	6692
		% within Public Radio At Work	93.3%	6.7%	100.0%
		% within Type of Comm. Radio Listener	84.4%	76.7%	83.8%
		Adjusted Residual	4.8	-4.8	
	Yes	Count	1156	136	1292
		% within Public Radio At Work	89.5%	10.5%	100.0%
		% within Type of Comm. Radio Listener	15.6%	23.3%	16.2%
		Adjusted Residual	-4.8	4.8	
Total		Count	7400	584	7984
		% within Public Radio At Work	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**23.453**[b]	1	.000		
Continuity Correction[a]	22.891	1	.000		
Likelihood Ratio	21.372	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	23.450	1	.000		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 94.51.

Radio At Home * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Radio At Home	No	Count	996	57	1053
		% within Radio At Home	94.6%	5.4%	100.0%
		% within Type of Comm. Radio Listener	13.5%	9.8%	13.2%
		Adjusted Residual	2.5	-2.5	
	Yes	Count	6404	527	6931
		% within Radio At Home	92.4%	7.6%	100.0%
		% within Type of Comm. Radio Listener	86.5%	90.2%	86.8%
		Adjusted Residual	-2.5	2.5	
Total		Count	7400	584	7984
		% within Radio At Home	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**6.469**[b]	1	.011		
Continuity Correction[a]	6.150	1	.013		
Likelihood Ratio	6.977	1	.008		
Fisher's Exact Test				.011	.005
Linear-by-Linear Association	6.468	1	.011		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 77.02.

Radio In Car * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Radio In Car	No	Count	745	90	835
		% within Radio In Car	89.2%	10.8%	100.0%
		% within Type of Comm. Radio Listener	10.1%	15.4%	10.5%
		Adjusted Residual	-4.1	4.1	
	Yes	Count	6655	494	7149
		% within Radio In Car	93.1%	6.9%	100.0%
		% within Type of Comm. Radio Listener	89.9%	84.6%	89.5%
		Adjusted Residual	4.1	-4.1	
Total		Count	7400	584	7984
		% within Radio In Car	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**16.503**[b]	1	.000		
Continuity Correction[a]	15.938	1	.000		
Likelihood Ratio	14.786	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	16.501	1	.000		
N of Valid Cases	7984				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 61.08.

Radio At Work * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Radio At Work	No	Count	4854	317	5171
		% within Radio At Work	93.9%	6.1%	100.0%
		% within Type of Comm. Radio Listener	65.6%	54.3%	64.8%
		Adjusted Residual	5.5	-5.5	
	Yes	Count	2545	267	2812
		% within Radio At Work	90.5%	9.5%	100.0%
		% within Type of Comm. Radio Listener	34.4%	45.7%	35.2%
		Adjusted Residual	-5.5	5.5	
Total		Count	7399	584	7983
		% within Radio At Work	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**30.413**[b]	1	.000		
Continuity Correction[a]	29.919	1	.000		
Likelihood Ratio	29.422	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	30.409	1	.000		
N of Valid Cases	7983				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 205.71.

Weekpart of Listening to Public Radio * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Weekpart of Listening to Public Radio	Weekdays Only	Count	2777	162	2939
		% within Weekpart of Listening to Public Radio	94.5%	5.5%	100.0%
		% within Type of Comm. Radio Listener	37.5%	27.7%	36.8%
		Adjusted Residual	4.7	-4.7	
	Weekends Only	Count	800	84	884
		% within Weekpart of Listening to Public Radio	90.5%	9.5%	100.0%
		% within Type of Comm. Radio Listener	10.8%	14.4%	11.1%
		Adjusted Residual	-2.6	2.6	
	Both Weekends and Weekdays	Count	3822	338	4160
		% within Weekpart of Listening to Public Radio	91.9%	8.1%	100.0%
		% within Type of Comm. Radio Listener	51.7%	57.9%	52.1%
		Adjusted Residual	-2.9	2.9	
Total		Count	7399	584	7983
		% within Weekpart of Listening to Public Radio	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**24.352**[a]	2	.000
Likelihood Ratio	24.947	2	.000
Linear-by-Linear Association	16.028	1	.000
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 64.67.

Weekpart of Listening to the Radio * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Weekpart of Listening to the Radio	Weekdays Only	Count	774	40	814
		% within Weekpart of Listening to the Radio	95.1%	4.9%	100.0%
		% within Type of Comm. Radio Listener	10.5%	6.8%	10.2%
		Adjusted Residual	2.8	-2.8	
	Weekends Only	Count	35	4	39
		% within Weekpart of Listening to the Radio	89.7%	10.3%	100.0%
		% within Type of Comm. Radio Listener	.5%	.7%	.5%
		Adjusted Residual	-.7	.7	
	Both Weekends and Weekdays	Count	6591	540	7131
		% within Weekpart of Listening to the Radio	92.4%	7.6%	100.0%
		% within Type of Comm. Radio Listener	89.1%	92.5%	89.3%
		Adjusted Residual	-2.6	2.6	
Total		Count	7400	584	7984
		% within Weekpart of Listening to the Radio	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**8.117**[a]	2	.017
Likelihood Ratio	8.900	2	.012
Linear-by-Linear Association	7.202	1	.007
N of Valid Cases	7984		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.85.

```
************************************************************
*PART 3: Attitudinal & Giving Characteristics of CR Type
************************************************************

weight by a015.

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

means
tables = soc_s2 MaxIMP_t anx_s2 pdr_sc pofund reconcur a133 to a138 a147 to a160
    a161 a162 to a167 by crtype2
/cells mean
/statistics anova.
```

Means

Notes

Output Created		05 Nov 98 12:41:42
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.sav
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	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	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.
	Cases Used	Cases used for each table have no missing values in any independent variable, and not all dependent variables have missing values.
Syntax		means tables = soc_s2 MaxIMP_t anx_s2 pdr_sc pofund reconcur a133 to a138 a147 to a160 a161 a162 to a167 by crtype2 /cells mean /statistics anova.
Resources	Elapsed Time	0:00:05.44

Report

	Mean		
	Type of Comm. Radio Listener		
	Do Not Listen to CR	Listen to CR	Total
Sense of Community Factor Score	5.193E-03	-4.08E-03	4.511E-03
Personal Importance of Station(s)	4.82	4.80	4.82
Underwriter Anxiety Factor Score	-9.3534E-03	.1082	-7.3627E-04
PDR Factor Score	-6.5661E-03	.1347	3.790E-03
Perception of PR Funding	.35	.37	.36
Reconciled Current Giver	.33	.33	.33
Personal Importance of Station A	4.72	4.59	4.71
Personal Importance of Station B	4.83	4.69	4.81
Personal Importance of Local Programming on Station A	4.19	4.40	4.20
Personal Importance of Local Programming on Station B	4.23	4.33	4.24
Personal Importance of Network Programming on Station A	4.57	4.15	4.54
Personal Importance of Network Programming on Station B	4.47	4.17	4.43
The news programming on public radio is unique, not available on commercial stations	4.87	4.92	4.88
The music programming on public radio is unique, not available on commerical stations	5.00	5.16	5.01
I seek out public radio whenever I move residence or travel out of town	4.50	4.45	4.49
I generally think of public radio as being financially supported by contributing listeners	4.77	4.79	4.77
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.64	3.53	3.63
The social and cultural values I hear expressed on public radio usually fit closely with my own values	4.25	4.25	4.25
I keep listening to the public radio station during its on-air membership drives	3.41	3.58	3.43
The on-air membership drives are getting more prevalent than in the past	4.24	4.29	4.24
The on-air membership drives are becoming easier to listen to than in the past	3.15	3.33	3.17
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.14	4.14	4.14
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.24	3.33	3.24
My opinion of a company is more positive when I find out that it supports public radio	4.39	4.41	4.40
I am concerned that businesses which support public radio may eventually force changes in the programming	3.51	3.76	3.53
I personally would be less likely to contribute to public radio if more businesses were to support it	3.13	3.31	3.14
Public Television Support by Household in the last two years	1.47	1.42	1.47
Changes in Use of public radio stations in recent years	3.91	3.91	3.91
Changes in Use of commercial radio stations in recent years	2.49	2.48	2.49
Changes in Use of public television stations in recent years	3.52	3.51	3.52
Changes in Use of commercial television stations in recent years	2.46	2.45	2.46
Changes in Use of cable television channels in recent years	3.48	3.44	3.48
Changes in Use of Internet or on-line services	4.14	3.99	4.13

ANOVA Table

	F	Sig.
Sense of Community Factor Score	.046	.831
Personal Importance of Station(s)	.113	.737
Underwriter Anxiety Factor Score	7.134	.008
PDR Factor Score	**10.475**	.001
Perception of PR Funding	.698	.404
Reconciled Current Giver	.007	.935
Personal Importance of Station A	5.482	.019
Personal Importance of Station B	3.156	.076
Personal Importance of Local Programming on Station A	**12.433**	.000
Personal Importance of Local Programming on Station B	1.455	.228
Personal Importance of Network Programming on Station A	**48.023**	.000
Personal Importance of Network Programming on Station B	**10.515**	.001
The news programming on public radio is unique, not available on commercial stations	1.003	.317
The music programming on public radio is unique, not available on commerical stations	**10.637**	.001
I seek out public radio whenever I move residence or travel out of town	.596	.440
I generally think of public radio as being financially supported by contributing listeners	.242	.623
I generally think of public radio as being financially supported by universities or gov't tax dollars	4.091	.043
The social and cultural values I hear expressed on public radio usually fit closely with my own values	.000	.989
I keep listening to the public radio station during its on-air membership drives	7.568	.006
The on-air membership drives are getting more prevalent than in the past	1.080	.299
The on-air membership drives are becoming easier to listen to than in the past	**11.095**	.001
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	.004	.952
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.397	.065
My opinion of a company is more positive when I find out that it supports public radio	.051	.822
I am concerned that businesses which support public radio may eventually force changes in the programming	**20.130**	.000
I personally would be less likely to contribute to public radio if more businesses were to support it	**11.247**	.001
Public Television Support by Household in the last two years	4.395	.036
Changes in Use of public radio stations in recent years	.000	.997
Changes in Use of commercial radio stations in recent years	.038	.846
Changes in Use of public television stations in recent years	.069	.793
Changes in Use of commercial television stations in recent years	.008	.929
Changes in Use of cable television channels in recent years	.599	.439
Changes in Use of Internet or on-line services	4.966	.026

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

CROSSTABS
 /TABLES=soc2 MaxIMP_a anxiety2 pdresent pofund reconcur givers a133a to a138a a
   147a to a160a a161 a162ml to a167ml a167u vals2 vals3
a0967a a096 by crtype2
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
```

Crosstabs

Notes

Output Created		05 Nov 98 12:41:47
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.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 for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=soc2 MaxIMP_a anxiety2 pdresent pofund reconcur givers a133a to a138a a147a to a160a a161 a162ml to a167ml a167u vals2 vals3 a0967a a096 by crtype2 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:05.21

Sense of Community * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Sense of Community	Weak SOC	Count	3158	260	3418
		% within Sense of Community	92.4%	7.6%	100.0%
		% within Type of Comm. Radio Listener	44.2%	45.9%	44.3%
		Adjusted Residual	-.8	.8	
	Strong SOC	Count	3988	307	4295
		% within Sense of Community	92.9%	7.1%	100.0%
		% within Type of Comm. Radio Listener	55.8%	54.1%	55.7%
		Adjusted Residual	.8	-.8	
Total		Count	7146	567	7713
		% within Sense of Community	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.589**[b]	1	.443		
Continuity Correction[a]	.523	1	.469		
Likelihood Ratio	.587	1	.443		
Fisher's Exact Test				.455	.235
Linear-by-Linear Association	.589	1	.443		
N of Valid Cases	7713				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 251.26.

MAXIMP_A * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
MAXIMP_A	Disagree	Count	808	65	873
		% within MAXIMP_A	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	11.0%	11.2%	11.0%
		Adjusted Residual	-.2	.2	
	Agree	Count	6554	516	7070
		% within MAXIMP_A	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	89.0%	88.8%	89.0%
		Adjusted Residual	.2	-.2	
Total		Count	7362	581	7943
		% within MAXIMP_A	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.025**[b]	1	.875		
Continuity Correction[a]	.008	1	.929		
Likelihood Ratio	.025	1	.875		
Fisher's Exact Test				.890	.459
Linear-by-Linear Association	.025	1	.875		
N of Valid Cases	7943				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 63.86.

Underwriter Anxiety * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Underwriter Anxiety	Weak	Count	3986	301	4287
		% within Underwriter Anxiety	93.0%	7.0%	100.0%
		% within Type of Comm. Radio Listener	56.7%	54.1%	56.5%
		Adjusted Residual	1.2	-1.2	
	Strong	Count	3043	255	3298
		% within Underwriter Anxiety	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	43.3%	45.9%	43.5%
		Adjusted Residual	-1.2	1.2	
Total		Count	7029	556	7585
		% within Underwriter Anxiety	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.386**[b]	1	.239		
Continuity Correction[a]	1.283	1	.257		
Likelihood Ratio	1.381	1	.240		
Fisher's Exact Test				.248	.129
Linear-by-Linear Association	1.386	1	.239		
N of Valid Cases	7585				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 241.75.

Pledge Drive Resentment * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Pledge Drive Resentment	Weak	Count	3885	337	4222
		% within Pledge Drive Resentment	92.0%	8.0%	100.0%
		% within Type of Comm. Radio Listener	54.5%	59.8%	54.9%
		Adjusted Residual	-2.4	2.4	
	Strong	Count	3243	227	3470
		% within Pledge Drive Resentment	93.5%	6.5%	100.0%
		% within Type of Comm. Radio Listener	45.5%	40.2%	45.1%
		Adjusted Residual	2.4	-2.4	
Total		Count	7128	564	7692
		% within Pledge Drive Resentment	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**5.814**[b]	1	.016		
Continuity Correction[a]	5.604	1	.018		
Likelihood Ratio	5.858	1	.016		
Fisher's Exact Test				.018	.009
Linear-by-Linear Association	5.813	1	.016		
N of Valid Cases	7692				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 254.43.

Perception of PR Funding * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Perception of PR Funding	Beliefs Not Associated with Giving	Count	4777	367	5144
		% within Perception of PR Funding	92.9%	7.1%	100.0%
		% within Type of Comm. Radio Listener	64.6%	62.8%	64.4%
		Adjusted Residual	.8	-.8	
	Beliefs Associated with Giving	Count	2622	217	2839
		% within Perception of PR Funding	92.4%	7.6%	100.0%
		% within Type of Comm. Radio Listener	35.4%	37.2%	35.6%
		Adjusted Residual	-.8	.8	
Total		Count	7399	584	7983
		% within Perception of PR Funding	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.699**[b]	1	.403		
Continuity Correction[a]	.626	1	.429		
Likelihood Ratio	.695	1	.405		
Fisher's Exact Test				.419	.214
Linear-by-Linear Association	.699	1	.403		
N of Valid Cases	7983				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 207.69.

Reconciled Current Giver * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Reconciled Current Giver	Not Current	Count	4976	392	5368
		% within Reconciled Current Giver	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	67.3%	67.1%	67.2%
		Adjusted Residual	.1	-.1	
	Current	Count	2423	192	2615
		% within Reconciled Current Giver	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	32.7%	32.9%	32.8%
		Adjusted Residual	-.1	.1	
Total		Count	7399	584	7983
		% within Reconciled Current Giver	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.004**[b]	1	.949		
Continuity Correction[a]	.000	1	.985		
Likelihood Ratio	.004	1	.949		
Fisher's Exact Test				.963	.491
Linear-by-Linear Association	.004	1	.949		
N of Valid Cases	7983				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 191.30.

Self-Reported Giver Type * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Self-Reported Giver Type	Don't Give	Count	3528	294	3822
		% within Self-Reported Giver Type	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	53.8%	54.4%	53.8%
		Adjusted Residual	-.3	.3	
	Not Current Givers	Count	1209	113	1322
		% within Self-Reported Giver Type	91.5%	8.5%	100.0%
		% within Type of Comm. Radio Listener	18.4%	20.9%	18.6%
		Adjusted Residual	-1.4	1.4	
	Give $1 to $49	Count	754	45	799
		% within Self-Reported Giver Type	94.4%	5.6%	100.0%
		% within Type of Comm. Radio Listener	11.5%	8.3%	11.3%
		Adjusted Residual	2.2	-2.2	
	Give $50 to $99	Count	660	56	716
		% within Self-Reported Giver Type	92.2%	7.8%	100.0%
		% within Type of Comm. Radio Listener	10.1%	10.4%	10.1%
		Adjusted Residual	-.2	.2	
	Give $100+	Count	410	32	442
		% within Self-Reported Giver Type	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	6.2%	5.9%	6.2%
		Adjusted Residual	.3	-.3	
Total		Count	6561	540	7101
		% within Self-Reported Giver Type	92.4%	7.6%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**6.271**[a]	4	.180
Likelihood Ratio	6.618	4	.158
Linear-by-Linear Association	.540	1	.462
N of Valid Cases	7101		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 33.61.

Personal Importance of Station A * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Personal Importance of Station A	Disagree	Count	916	86	1002
		% within Personal Importance of Station A	91.4%	8.6%	100.0%
		% within Type of Comm. Radio Listener	12.5%	14.9%	12.7%
		Adjusted Residual	-1.7	1.7	
	Agree	Count	6393	490	6883
		% within Personal Importance of Station A	92.9%	7.1%	100.0%
		% within Type of Comm. Radio Listener	87.5%	85.1%	87.3%
		Adjusted Residual	1.7	-1.7	
Total		Count	7309	576	7885
		% within Personal Importance of Station A	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**2.768**[b]	1	.096		
Continuity Correction[a]	2.556	1	.110		
Likelihood Ratio	2.651	1	.103		
Fisher's Exact Test				.104	.057
Linear-by-Linear Association	2.768	1	.096		
N of Valid Cases	7885				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 73.20.

Personal Importance of Station B * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Personal Importance of Station B	Disagree	Count	166	36	202
		% within Personal Importance of Station B	82.2%	17.8%	100.0%
		% within Type of Comm. Radio Listener	10.8%	13.3%	11.1%
		Adjusted Residual	-1.2	1.2	
	Agree	Count	1377	234	1611
		% within Personal Importance of Station B	85.5%	14.5%	100.0%
		% within Type of Comm. Radio Listener	89.2%	86.7%	88.9%
		Adjusted Residual	1.2	-1.2	
Total		Count	1543	270	1813
		% within Personal Importance of Station B	85.1%	14.9%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.539**[b]	1	.215		
Continuity Correction[a]	1.290	1	.256		
Likelihood Ratio	1.473	1	.225		
Fisher's Exact Test				.210	.129
Linear-by-Linear Association	1.538	1	.215		
N of Valid Cases	1813				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.08.

Personal Importance of Local Programming on Station A * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Personal Importance of Local Programming on Station A	Disagree	Count	1807	106	1913
		% within Personal Importance of Local Programming on Station A	94.5%	5.5%	100.0%
		% within Type of Comm. Radio Listener	25.0%	18.6%	24.5%
		Adjusted Residual	3.4	-3.4	
	Agree	Count	5419	463	5882
		% within Personal Importance of Local Programming on Station A	92.1%	7.9%	100.0%
		% within Type of Comm. Radio Listener	75.0%	81.4%	75.5%
		Adjusted Residual	-3.4	3.4	
Total		Count	7226	569	7795
		% within Personal Importance of Local Programming on Station A	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**11.586**[b]	1	.001		
Continuity Correction[a]	11.244	1	.001		
Likelihood Ratio	12.259	1	.000		
Fisher's Exact Test				.001	.000
Linear-by-Linear Association	11.584	1	.001		
N of Valid Cases	7795				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 139.64.

Personal Importance of Local Programming on Station B * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Personal Importance of Local Programming on Station B	Disagree	Count	533	63	596
		% within Personal Importance of Local Programming on Station B	89.4%	10.6%	100.0%
		% within Type of Comm. Radio Listener	24.9%	19.9%	24.3%
		Adjusted Residual	1.9	-1.9	
	Agree	Count	1608	253	1861
		% within Personal Importance of Local Programming on Station B	86.4%	13.6%	100.0%
		% within Type of Comm. Radio Listener	75.1%	80.1%	75.7%
		Adjusted Residual	-1.9	1.9	
Total		Count	2141	316	2457
		% within Personal Importance of Local Programming on Station B	87.1%	12.9%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**3.684**[b]	1	.055		
Continuity Correction[a]	3.419	1	.064		
Likelihood Ratio	3.826	1	.050		
Fisher's Exact Test				.058	.031
Linear-by-Linear Association	3.683	1	.055		
N of Valid Cases	2457				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 76.65.

Personal Importance of Network Programming on Station A * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Personal Importance of Network Programming on Station A	Disagree	Count	1271	154	1425
		% within Personal Importance of Network Programming on Station A	89.2%	10.8%	100.0%
		% within Type of Comm. Radio Listener	17.7%	27.4%	18.4%
		Adjusted Residual	-5.7	5.7	
	Agree	Count	5929	408	6337
		% within Personal Importance of Network Programming on Station A	93.6%	6.4%	100.0%
		% within Type of Comm. Radio Listener	82.3%	72.6%	81.6%
		Adjusted Residual	5.7	-5.7	
Total		Count	7200	562	7762
		% within Personal Importance of Network Programming on Station A	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**33.059**[b]	1	.000		
Continuity Correction[a]	32.412	1	.000		
Likelihood Ratio	29.979	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	33.055	1	.000		
N of Valid Cases	7762				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 103.18.

Personal Importance of Network Programming on Station B * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Personal Importance of Network Programming on Station B	Disagree	Count	467	97	564
		% within Personal Importance of Network Programming on Station B	82.8%	17.2%	100.0%
		% within Type of Comm. Radio Listener	22.3%	31.6%	23.5%
		Adjusted Residual	-3.6	3.6	
	Agree	Count	1629	210	1839
		% within Personal Importance of Network Programming on Station B	88.6%	11.4%	100.0%
		% within Type of Comm. Radio Listener	77.7%	68.4%	76.5%
		Adjusted Residual	3.6	-3.6	
Total		Count	2096	307	2403
		% within Personal Importance of Network Programming on Station B	87.2%	12.8%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**12.937**[b]	1	.000		
Continuity Correction[a]	12.424	1	.000		
Likelihood Ratio	12.203	1	.000		
Fisher's Exact Test				.001	.000
Linear-by-Linear Association	12.932	1	.000		
N of Valid Cases	2403				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 72.05.

The news programming on public radio is unique, not available on commercial stations * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
The news programming on public radio is unique, not available on commercial stations	Disagree	Count	787	65	852
		% within The news programming on public radio is unique, not available on commercial stations	92.4%	7.6%	100.0%
		% within Type of Comm. Radio Listener	10.9%	11.3%	10.9%
		Adjusted Residual	-.3	.3	
	Agree	Count	6458	509	6967
		% within The news programming on public radio is unique, not available on commercial stations	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	89.1%	88.7%	89.1%
		Adjusted Residual	.3	-.3	
Total		Count	7245	574	7819
		% within The news programming on public radio is unique, not available on commercial stations	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.117**[b]	1	.733		
Continuity Correction[a]	.074	1	.786		
Likelihood Ratio	.115	1	.734		
Fisher's Exact Test				.728	.387
Linear-by-Linear Association	.117	1	.733		
N of Valid Cases	7819				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 62.55.

The music programming on public radio is unique, not available on commerical stations * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
The music programming on public radio is unique, not available on commerical stations	Disagree	Count	654	42	696
		% within The music programming on public radio is unique, not available on commerical stations	94.0%	6.0%	100.0%
		% within Type of Comm. Radio Listener	9.0%	7.3%	8.8%
		Adjusted Residual	1.4	-1.4	
	Agree	Count	6635	536	7171
		% within The music programming on public radio is unique, not available on commerical stations	92.5%	7.5%	100.0%
		% within Type of Comm. Radio Listener	91.0%	92.7%	91.2%
		Adjusted Residual	-1.4	1.4	
Total		Count	7289	578	7867
		% within The music programming on public radio is unique, not available on commerical stations	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.933**[b]	1	.164		
Continuity Correction[a]	1.727	1	.189		
Likelihood Ratio	2.038	1	.153		
Fisher's Exact Test				.171	.092
Linear-by-Linear Association	1.932	1	.164		
N of Valid Cases	7867				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 51.14.

I seek out public radio whenever I move residence or travel out of town * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
I seek out public radio whenever I move residence or travel out of town	Disagree	Count	1540	139	1679
		% within I seek out public radio whenever I move residence or travel out of town	91.7%	8.3%	100.0%
		% within Type of Comm. Radio Listener	21.3%	24.1%	21.5%
		Adjusted Residual	-1.6	1.6	
	Agree	Count	5694	438	6132
		% within I seek out public radio whenever I move residence or travel out of town	92.9%	7.1%	100.0%
		% within Type of Comm. Radio Listener	78.7%	75.9%	78.5%
		Adjusted Residual	1.6	-1.6	
Total		Count	7234	577	7811
		% within I seek out public radio whenever I move residence or travel out of town	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**2.486**[b]	1	.115		
Continuity Correction[a]	2.323	1	.128		
Likelihood Ratio	2.423	1	.120		
Fisher's Exact Test				.114	.065
Linear-by-Linear Association	2.486	1	.115		
N of Valid Cases	7811				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 124.03.

I generally think of public radio as being financially supported by contributing listeners * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
I generally think of public radio as being financially supported by contributing listeners	Disagree	Count	709	66	775
		% within I generally think of public radio as being financially supported by contributing listeners	91.5%	8.5%	100.0%
		% within Type of Comm. Radio Listener	9.7%	11.4%	9.8%
		Adjusted Residual	-1.3	1.3	
	Agree	Count	6608	514	7122
		% within I generally think of public radio as being financially supported by contributing listeners	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	90.3%	88.6%	90.2%
		Adjusted Residual	1.3	-1.3	
Total		Count	7317	580	7897
		% within I generally think of public radio as being financially supported by contributing listeners	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**1.733**[b]	1	.188		
Continuity Correction[a]	1.548	1	.213		
Likelihood Ratio	1.663	1	.197		
Fisher's Exact Test				.192	.108
Linear-by-Linear Association	1.733	1	.188		
N of Valid Cases	7897				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 56.92.

I generally think of public radio as being financially supported by universities or gov't tax dollars * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
I generally think of public radio as being financially supported by universities or gov't tax dollars	Disagree	Count	2854	249	3103
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	92.0%	8.0%	100.0%
		% within Type of Comm. Radio Listener	39.1%	42.9%	39.4%
		Adjusted Residual	-1.8	1.8	
	Agree	Count	4443	332	4775
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	93.0%	7.0%	100.0%
		% within Type of Comm. Radio Listener	60.9%	57.1%	60.6%
		Adjusted Residual	1.8	-1.8	
Total		Count	7297	581	7878
		% within I generally think of public radio as being financially supported by universities or gov't tax dollars	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**3.162**[b]	1	.075		
Continuity Correction[a]	3.007	1	.083		
Likelihood Ratio	3.135	1	.077		
Fisher's Exact Test				.078	.042
Linear-by-Linear Association	3.161	1	.075		
N of Valid Cases	7878				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 228.85.

The social and cultural values I hear expressed on public radio usually fit closely with my own values * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
The social and cultural values I hear expressed on public radio usually fit closely with my own values	Disagree	Count	1425	111	1536
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	19.6%	19.4%	19.6%
		Adjusted Residual	.1	-.1	
	Agree	Count	5836	461	6297
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	80.4%	80.6%	80.4%
		Adjusted Residual	-.1	.1	
Total		Count	7261	572	7833
		% within The social and cultural values I hear expressed on public radio usually fit closely with my own values	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.016**[b]	1	.899		
Continuity Correction[a]	.005	1	.942		
Likelihood Ratio	.016	1	.898		
Fisher's Exact Test				.956	.475
Linear-by-Linear Association	.016	1	.899		
N of Valid Cases	7833				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 112.17.

I keep listening to the public radio station during its on-air membership drives * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
I keep listening to the public radio station during its on-air membership drives	Disagree	Count	3523	250	3773
		% within I keep listening to the public radio station during its on-air membership drives	93.4%	6.6%	100.0%
		% within Type of Comm. Radio Listener	48.3%	43.1%	48.0%
		Adjusted Residual	2.4	-2.4	
	Agree	Count	3764	330	4094
		% within I keep listening to the public radio station during its on-air membership drives	91.9%	8.1%	100.0%
		% within Type of Comm. Radio Listener	51.7%	56.9%	52.0%
		Adjusted Residual	-2.4	2.4	
Total		Count	7287	580	7867
		% within I keep listening to the public radio station during its on-air membership drives	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**5.917**[b]	1	.015		
Continuity Correction[a]	5.709	1	.017		
Likelihood Ratio	5.940	1	.015		
Fisher's Exact Test				.016	.008
Linear-by-Linear Association	5.916	1	.015		
N of Valid Cases	7867				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 278.17.

The on-air membership drives are getting more prevalent than in the past * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
The on-air membership drives are getting more prevalent than in the past	Disagree	Count	1696	127	1823
		% within The on-air membership drives are getting more prevalent than in the past	93.0%	7.0%	100.0%
		% within Type of Comm. Radio Listener	23.7%	22.2%	23.6%
		Adjusted Residual	.8	-.8	
	Agree	Count	5470	444	5914
		% within The on-air membership drives are getting more prevalent than in the past	92.5%	7.5%	100.0%
		% within Type of Comm. Radio Listener	76.3%	77.8%	76.4%
		Adjusted Residual	-.8	.8	
Total		Count	7166	571	7737
		% within The on-air membership drives are getting more prevalent than in the past	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.597**[b]	1	.440		
Continuity Correction[a]	.520	1	.471		
Likelihood Ratio	.604	1	.437		
Fisher's Exact Test				.473	.237
Linear-by-Linear Association	.597	1	.440		
N of Valid Cases	7737				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 134.54.

The on-air membership drives are becoming easier to listen to than in the past * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
The on-air membership drives are becoming easier to listen to than in the past	Disagree	Count	4225	307	4532
		% within The on-air membership drives are becoming easier to listen to than in the past	93.2%	6.8%	100.0%
		% within Type of Comm. Radio Listener	59.1%	54.4%	58.7%
		Adjusted Residual	2.1	-2.1	
	Agree	Count	2929	257	3186
		% within The on-air membership drives are becoming easier to listen to than in the past	91.9%	8.1%	100.0%
		% within Type of Comm. Radio Listener	40.9%	45.6%	41.3%
		Adjusted Residual	-2.1	2.1	
Total		Count	7154	564	7718
		% within The on-air membership drives are becoming easier to listen to than in the past	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**4.614**[b]	1	.032		
Continuity Correction[a]	4.425	1	.035		
Likelihood Ratio	4.576	1	.032		
Fisher's Exact Test				.033	.018
Linear-by-Linear Association	4.613	1	.032		
N of Valid Cases	7718				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 232.82.

The on-air mentions of business support (underwriting) are getting more prevalent than in the past * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	Disagree	Count	1655	140	1795
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	92.2%	7.8%	100.0%
		% within Type of Comm. Radio Listener	23.3%	25.0%	23.5%
		Adjusted Residual	-.9	.9	
	Agree	Count	5433	420	5853
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	76.7%	75.0%	76.5%
		Adjusted Residual	.9	-.9	
Total		Count	7088	560	7648
		% within The on-air mentions of business support (underwriting) are getting more prevalent than in the past	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.787**[b]	1	.375		
Continuity Correction[a]	.698	1	.403		
Likelihood Ratio	.777	1	.378		
Fisher's Exact Test				.379	.201
Linear-by-Linear Association	.787	1	.375		
N of Valid Cases	7648				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 131.43.

The on-air mentions of business support (underwriting) are getting more annoying than in the past * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
The on-air mentions of business support (underwriting) are getting more annoying than in the past	Disagree	Count	4637	359	4996
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	65.0%	63.3%	64.9%
		Adjusted Residual	.8	-.8	
	Agree	Count	2493	208	2701
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	35.0%	36.7%	35.1%
		Adjusted Residual	-.8	.8	
Total		Count	7130	567	7697
		% within The on-air mentions of business support (underwriting) are getting more annoying than in the past	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.682**[b]	1	.409		
Continuity Correction[a]	.608	1	.435		
Likelihood Ratio	.677	1	.410		
Fisher's Exact Test				.411	.217
Linear-by-Linear Association	.682	1	.409		
N of Valid Cases	7697				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 198.97.

My opinion of a company is more positive when I find out that it supports public radio * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
My opinion of a company is more positive when I find out that it supports public radio	Disagree	Count	1205	95	1300
		% within My opinion of a company is more positive when I find out that it supports public radio	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	16.6%	16.6%	16.6%
		Adjusted Residual	.0	.0	
	Agree	Count	6073	478	6551
		% within My opinion of a company is more positive when I find out that it supports public radio	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	83.4%	83.4%	83.4%
		Adjusted Residual	.0	.0	
Total		Count	7278	573	7851
		% within My opinion of a company is more positive when I find out that it supports public radio	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.000**[b]	1	.989		
Continuity Correction[a]	.000	1	1.000		
Likelihood Ratio	.000	1	.989		
Fisher's Exact Test				1.000	.513
Linear-by-Linear Association	.000	1	.989		
N of Valid Cases	7851				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 94.88.

I am concerned that businesses which support public radio may eventually force changes in the programming * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
I am concerned that businesses which support public radio may eventually force changes in the programming	Disagree	Count	3660	261	3921
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	93.3%	6.7%	100.0%
		% within Type of Comm. Radio Listener	50.3%	45.2%	49.9%
		Adjusted Residual	2.3	-2.3	
	Agree	Count	3617	316	3933
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	92.0%	8.0%	100.0%
		% within Type of Comm. Radio Listener	49.7%	54.8%	50.1%
		Adjusted Residual	-2.3	2.3	
Total		Count	7277	577	7854
		% within I am concerned that businesses which support public radio may eventually force changes in the programming	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**5.478**[b]	1	.019		
Continuity Correction[a]	5.278	1	.022		
Likelihood Ratio	5.486	1	.019		
Fisher's Exact Test				.020	.011
Linear-by-Linear Association	5.478	1	.019		
N of Valid Cases	7854				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 288.06.

I personally would be less likely to contribute to public radio if more businesses * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
I personally would be less likely to contribute to public radio if more businesses	Disagree	Count	4663	340	5003
		% within I personally would be less likely to contribute to public radio if more businesses	93.2%	6.8%	100.0%
		% within Type of Comm. Radio Listener	65.0%	59.9%	64.6%
		Adjusted Residual	2.4	-2.4	
	Agree	Count	2515	228	2743
		% within I personally would be less likely to contribute to public radio if more businesses	91.7%	8.3%	100.0%
		% within Type of Comm. Radio Listener	35.0%	40.1%	35.4%
		Adjusted Residual	-2.4	2.4	
Total		Count	7178	568	7746
		% within I personally would be less likely to contribute to public radio if more businesses	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**5.993**[b]	1	.014		
Continuity Correction[a]	5.772	1	.016		
Likelihood Ratio	5.894	1	.015		
Fisher's Exact Test				.016	.009
Linear-by-Linear Association	5.992	1	.014		
N of Valid Cases	7746				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 201.14.

Public Television Support by Household in the last two years * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Public Television Support by Household in the last two years	No	Count	3590	305	3895
		% within Public Television Support by Household in the last two years	92.2%	7.8%	100.0%
		% within Type of Comm. Radio Listener	53.0%	57.7%	53.4%
		Adjusted Residual	-2.1	2.1	
	Yes	Count	3180	224	3404
		% within Public Television Support by Household in the last two years	93.4%	6.6%	100.0%
		% within Type of Comm. Radio Listener	47.0%	42.3%	46.6%
		Adjusted Residual	2.1	-2.1	
	Don't Know	Count	1	0	1
		% within Public Television Support by Household in the last two years	100.0%	.0%	100.0%
		% within Type of Comm. Radio Listener	.0%	.0%	.0%
		Adjusted Residual	.3	-.3	
Total		Count	6771	529	7300
		% within Public Television Support by Household in the last two years	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**4.301**[a]	2	.116
Likelihood Ratio	4.393	2	.111
Linear-by-Linear Association	4.258	1	.039
N of Valid Cases	7300		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .07.

Changes in Use of public radio stations in recent years * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Changes in Use of public radio stations in recent years	Use less	Count	583	50	633
		% within Changes in Use of public radio stations in recent years	92.1%	7.9%	100.0%
		% within Type of Comm. Radio Listener	8.0%	8.7%	8.1%
		Adjusted Residual	-.6	.6	
	Use same	Count	1969	148	2117
		% within Changes in Use of public radio stations in recent years	93.0%	7.0%	100.0%
		% within Type of Comm. Radio Listener	27.1%	25.8%	27.0%
		Adjusted Residual	.7	-.7	
	Use more	Count	4724	376	5100
		% within Changes in Use of public radio stations in recent years	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	64.9%	65.5%	65.0%
		Adjusted Residual	-.3	.3	
Total		Count	7276	574	7850
		% within Changes in Use of public radio stations in recent years	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**.671**[a]	2	.715
Likelihood Ratio	.668	2	.716
Linear-by-Linear Association	.002	1	.966
N of Valid Cases	7850		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 46.29.

Changes in Use of commercial radio stations in recent years * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Changes in Use of commercial radio stations in recent years	Use less	Count	3338	259	3597
		% within Changes in Use of commercial radio stations in recent years	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	48.4%	47.7%	48.3%
		Adjusted Residual	.3	-.3	
	Use same	Count	2440	206	2646
		% within Changes in Use of commercial radio stations in recent years	92.2%	7.8%	100.0%
		% within Type of Comm. Radio Listener	35.3%	37.9%	35.5%
		Adjusted Residual	-1.2	1.2	
	Use more	Count	1125	78	1203
		% within Changes in Use of commercial radio stations in recent years	93.5%	6.5%	100.0%
		% within Type of Comm. Radio Listener	16.3%	14.4%	16.2%
		Adjusted Residual	1.2	-1.2	
Total		Count	6903	543	7446
		% within Changes in Use of commercial radio stations in recent years	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.159**[a]	2	.340
Likelihood Ratio	2.183	2	.336
Linear-by-Linear Association	.151	1	.697
N of Valid Cases	7446		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 87.73.

Changes in Use of public television stations in recent years * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Changes in Use of public television stations in recent years	Use less	Count	940	76	1016
		% within Changes in Use of public television stations in recent years	92.5%	7.5%	100.0%
		% within Type of Comm. Radio Listener	13.5%	13.5%	13.5%
		Adjusted Residual	.0	.0	
	Use same	Count	2565	205	2770
		% within Changes in Use of public television stations in recent years	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	36.8%	36.4%	36.8%
		Adjusted Residual	.2	-.2	
	Use more	Count	3466	282	3748
		% within Changes in Use of public television stations in recent years	92.5%	7.5%	100.0%
		% within Type of Comm. Radio Listener	49.7%	50.1%	49.7%
		Adjusted Residual	-.2	.2	
Total		Count	6971	563	7534
		% within Changes in Use of public television stations in recent years	92.5%	7.5%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**.035**[a]	2	.983
Likelihood Ratio	.035	2	.983
Linear-by-Linear Association	.013	1	.909
N of Valid Cases	7534		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 75.92.

Changes in Use of commercial television stations in recent years * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Changes in Use of commercial television stations in recent years	Use less	Count	3369	263	3632
		% within Changes in Use of commercial television stations in recent years	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	48.4%	47.8%	48.4%
		Adjusted Residual	.3	-.3	
	Use same	Count	2793	234	3027
		% within Changes in Use of commercial television stations in recent years	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	40.1%	42.5%	40.3%
		Adjusted Residual	-1.1	1.1	
	Use more	Count	799	53	852
		% within Changes in Use of commercial television stations in recent years	93.8%	6.2%	100.0%
		% within Type of Comm. Radio Listener	11.5%	9.6%	11.3%
		Adjusted Residual	1.3	-1.3	
Total		Count	6961	550	7511
		% within Changes in Use of commercial television stations in recent years	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.302**[a]	2	.316
Likelihood Ratio	2.366	2	.306
Linear-by-Linear Association	.176	1	.674
N of Valid Cases	7511		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 62.39.

Changes in Use of cable television channels in recent years * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Changes in Use of cable television channels in recent years	Use less	Count	881	80	961
		% within Changes in Use of cable television channels in recent years	91.7%	8.3%	100.0%
		% within Type of Comm. Radio Listener	17.4%	19.0%	17.6%
		Adjusted Residual	-.8	.8	
	Use same	Count	1419	127	1546
		% within Changes in Use of cable television channels in recent years	91.8%	8.2%	100.0%
		% within Type of Comm. Radio Listener	28.1%	30.1%	28.3%
		Adjusted Residual	-.9	.9	
	Use more	Count	2749	215	2964
		% within Changes in Use of cable television channels in recent years	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	54.4%	50.9%	54.2%
		Adjusted Residual	1.4	-1.4	
Total		Count	5049	422	5471
		% within Changes in Use of cable television channels in recent years	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**1.930**[a]	2	.381
Likelihood Ratio	1.924	2	.382
Linear-by-Linear Association	1.673	1	.196
N of Valid Cases	5471		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 74.13.

Changes in Use of Internet or on-line services * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Changes in Use of Internet or on-line services	Use less	Count	252	31	283
		% within Changes in Use of Internet or on-line services	89.0%	11.0%	100.0%
		% within Type of Comm. Radio Listener	7.7%	11.2%	8.0%
		Adjusted Residual	-2.1	2.1	
	Use same	Count	342	41	383
		% within Changes in Use of Internet or on-line services	89.3%	10.7%	100.0%
		% within Type of Comm. Radio Listener	10.5%	14.8%	10.8%
		Adjusted Residual	-2.2	2.2	
	Use more	Count	2673	205	2878
		% within Changes in Use of Internet or on-line services	92.9%	7.1%	100.0%
		% within Type of Comm. Radio Listener	81.8%	74.0%	81.2%
		Adjusted Residual	3.2	-3.2	
Total		Count	3267	277	3544
		% within Changes in Use of Internet or on-line services	92.2%	7.8%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**10.223**[a]	2	.006
Likelihood Ratio	9.457	2	.009
Linear-by-Linear Association	9.144	1	.002
N of Valid Cases	3544		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.12.

Changes in Use of Internet or on-line services * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Changes in Use of Internet or on-line services	Don't Use	Count	3970	293	4263
		% within Changes in Use of Internet or on-line services	93.1%	6.9%	100.0%
		% within Type of Comm. Radio Listener	54.9%	51.3%	54.6%
		Adjusted Residual	1.6	-1.6	
	Use	Count	3266	278	3544
		% within Changes in Use of Internet or on-line services	92.2%	7.8%	100.0%
		% within Type of Comm. Radio Listener	45.1%	48.7%	45.4%
		Adjusted Residual	-1.6	1.6	
Total		Count	7236	571	7807
		% within Changes in Use of Internet or on-line services	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**2.692**[b]	1	.101		
Continuity Correction[a]	2.551	1	.110		
Likelihood Ratio	2.684	1	.101		
Fisher's Exact Test				.106	.055
Linear-by-Linear Association	2.692	1	.101		
N of Valid Cases	7807				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 259.21.

Micro VALS Type * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Micro VALS Type	ACT-FUL	Count	1778	132	1910
		% within Micro VALS Type	93.1%	6.9%	100.0%
		% within Type of Comm. Radio Listener	24.0%	22.6%	23.9%
		Adjusted Residual	.8	-.8	
	ACT-OTH	Count	753	82	835
		% within Micro VALS Type	90.2%	9.8%	100.0%
		% within Type of Comm. Radio Listener	10.2%	14.0%	10.5%
		Adjusted Residual	-2.9	2.9	
	FUL-ACT	Count	1329	84	1413
		% within Micro VALS Type	94.1%	5.9%	100.0%
		% within Type of Comm. Radio Listener	18.0%	14.4%	17.7%
		Adjusted Residual	2.2	-2.2	
	FUL-OTH	Count	937	47	984
		% within Micro VALS Type	95.2%	4.8%	100.0%
		% within Type of Comm. Radio Listener	12.7%	8.0%	12.3%
		Adjusted Residual	3.3	-3.3	
	OTH/UNK	Count	2602	239	2841
		% within Micro VALS Type	91.6%	8.4%	100.0%
		% within Type of Comm. Radio Listener	35.2%	40.9%	35.6%
		Adjusted Residual	-2.8	2.8	
Total		Count	7399	584	7983
		% within Micro VALS Type	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**26.502**[a]	4	.000
Likelihood Ratio	27.066	4	.000
Linear-by-Linear Association	.738	1	.390
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 61.08.

VALS GROUPS * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
VALS GROUPS	AFA	Count	3107	216	3323
		% within VALS GROUPS	93.5%	6.5%	100.0%
		% within Type of Comm. Radio Listener	42.0%	37.0%	41.6%
		Adjusted Residual	2.4	-2.4	
	ACT-OTH	Count	753	82	835
		% within VALS GROUPS	90.2%	9.8%	100.0%
		% within Type of Comm. Radio Listener	10.2%	14.0%	10.5%
		Adjusted Residual	-2.9	2.9	
	FUL-ACT	Count	937	47	984
		% within VALS GROUPS	95.2%	4.8%	100.0%
		% within Type of Comm. Radio Listener	12.7%	8.0%	12.3%
		Adjusted Residual	3.3	-3.3	
	OTH/UNK	Count	2602	239	2841
		% within VALS GROUPS	91.6%	8.4%	100.0%
		% within Type of Comm. Radio Listener	35.2%	40.9%	35.6%
		Adjusted Residual	-2.8	2.8	
Total		Count	7399	584	7983
		% within VALS GROUPS	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**25.384**[a]	3	.000
Likelihood Ratio	25.809	3	.000
Linear-by-Linear Association	4.291	1	.038
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 61.08.

Actualizer Primary or Secondary * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Actualizer Primary or Secondary	No	Count	3288	255	3543
		% within Actualizer Primary or Secondary	92.8%	7.2%	100.0%
		% within Type of Comm. Radio Listener	44.4%	43.7%	44.4%
		Adjusted Residual	.4	-.4	
	Yes	Count	4111	329	4440
		% within Actualizer Primary or Secondary	92.6%	7.4%	100.0%
		% within Type of Comm. Radio Listener	55.6%	56.3%	55.6%
		Adjusted Residual	-.4	.4	
Total		Count	7399	584	7983
		% within Actualizer Primary or Secondary	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	**.131**[b]	1	.717		
Continuity Correction[a]	.102	1	.750		
Likelihood Ratio	.132	1	.717		
Fisher's Exact Test				.729	.375
Linear-by-Linear Association	.131	1	.717		
N of Valid Cases	7983				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 259.19.

Primary VALS 2 Type * Type of Comm. Radio Listener

Crosstab

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Primary VALS 2 Type	No VALS 2 Type assigned	Count	381	35	416
		% within Primary VALS 2 Type	91.6%	8.4%	100.0%
		% within Type of Comm. Radio Listener	5.1%	6.0%	5.2%
		Adjusted Residual	-.9	.9	
	Actualizer	Count	2532	214	2746
		% within Primary VALS 2 Type	92.2%	7.8%	100.0%
		% within Type of Comm. Radio Listener	34.2%	36.7%	34.4%
		Adjusted Residual	-1.2	1.2	
	Fulfilled	Count	2266	131	2397
		% within Primary VALS 2 Type	94.5%	5.5%	100.0%
		% within Type of Comm. Radio Listener	30.6%	22.5%	30.0%
		Adjusted Residual	4.1	-4.1	
	Believer	Count	458	28	486
		% within Primary VALS 2 Type	94.2%	5.8%	100.0%
		% within Type of Comm. Radio Listener	6.2%	4.8%	6.1%
		Adjusted Residual	1.3	-1.3	
	Achiever	Count	560	47	607
		% within Primary VALS 2 Type	92.3%	7.7%	100.0%
		% within Type of Comm. Radio Listener	7.6%	8.1%	7.6%
		Adjusted Residual	-.4	.4	
	Striver	Count	387	47	434
		% within Primary VALS 2 Type	89.2%	10.8%	100.0%
		% within Type of Comm. Radio Listener	5.2%	8.1%	5.4%
		Adjusted Residual	-2.9	2.9	
	Experiencer	Count	322	40	362
		% within Primary VALS 2 Type	89.0%	11.0%	100.0%
		% within Type of Comm. Radio Listener	4.4%	6.9%	4.5%
		Adjusted Residual	-2.8	2.8	
	Maker	Count	294	37	331
		% within Primary VALS 2 Type	88.8%	11.2%	100.0%
		% within Type of Comm. Radio Listener	4.0%	6.3%	4.1%
		Adjusted Residual	-2.8	2.8	
	Struggler	Count	200	4	204
		% within Primary VALS 2 Type	98.0%	2.0%	100.0%
		% within Type of Comm. Radio Listener	2.7%	.7%	2.6%
		Adjusted Residual	3.0	-3.0	
Total		Count	7400	583	7983
		% within Primary VALS 2 Type	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**46.994**[a]	8	.000
Likelihood Ratio	48.560	8	.000
Linear-by-Linear Association	2.624	1	.105
N of Valid Cases	7983		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.90.

```
CROSSTABS
 /TABLES=a046 BY crtype2
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
```

Crosstabs

Notes

Output Created		09 Nov 98 14:21:56
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.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 for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=a046 BY crtype2 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:01.73

Number of Public Stations Used Across the Week * Type of Comm. Radio Listener Crosstabulation

			Type of Comm. Radio Listener		
			Do Not Listen to CR	Listen to CR	Total
Number of Public Stations Used Across the Week	1	Count	5869	310	6179
		% within Number of Public Stations Used Across the Week	95.0%	5.0%	100.0%
		% within Type of Comm. Radio Listener	79.3%	53.1%	77.4%
		Adjusted Residual	14.6	-14.6	
	2	Count	1292	186	1478
		% within Number of Public Stations Used Across the Week	87.4%	12.6%	100.0%
		% within Type of Comm. Radio Listener	17.5%	31.8%	18.5%
		Adjusted Residual	-8.6	8.6	
	3	Count	205	60	265
		% within Number of Public Stations Used Across the Week	77.4%	22.6%	100.0%
		% within Type of Comm. Radio Listener	2.8%	10.3%	3.3%
		Adjusted Residual	-9.7	9.7	
	4	Count	31	20	51
		% within Number of Public Stations Used Across the Week	60.8%	39.2%	100.0%
		% within Type of Comm. Radio Listener	.4%	3.4%	.6%
		Adjusted Residual	-8.8	8.8	
	5	Count	2	8	10
		% within Number of Public Stations Used Across the Week	20.0%	80.0%	100.0%
		% within Type of Comm. Radio Listener	.0%	1.4%	.1%
		Adjusted Residual	-8.8	8.8	
Total		Count	7399	584	7983
		% within Number of Public Stations Used Across the Week	92.7%	7.3%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	354.925[a]	4	.000
Likelihood Ratio	238.875	4	.000
Linear-by-Linear Association	324.762	1	.000
N of Valid Cases	7983		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .73.

```
CROSSTABS
 /TABLES=a046 BY crtype
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
```

Crosstabs

Notes

Output Created		09 Nov 98 14:22:24
Comments		
Input	Data	D:\Audience98\Community Radio\db_1_15_use.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 for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=a046 BY crtype /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:01.64

Number of Public Stations Used Across the Week * Type of Comm. Radio Listener Crosstabulation

			Type of Comm. Radio Listener			
			Listen ONLY to CR	Listen ONLY to Non-CR	Listen to BOTH CR and Non-CR	Total
Number of Public Stations Used Across the Week	1	Count	310	5869	0	6179
		% within Number of Public Stations Used Across the Week	5.0%	95.0%	.0%	100.0%
		% within Type of Comm. Radio Listener	98.7%	79.3%	.0%	77.4%
		Adjusted Residual	9.2	14.6	-30.9	
	2	Count	4	1292	182	1478
		% within Number of Public Stations Used Across the Week	.3%	87.4%	12.3%	100.0%
		% within Type of Comm. Radio Listener	1.3%	17.5%	67.4%	18.5%
		Adjusted Residual	-8.0	-8.6	21.0	
	3	Count	0	205	60	265
		% within Number of Public Stations Used Across the Week	.0%	77.4%	22.6%	100.0%
		% within Type of Comm. Radio Listener	.0%	2.8%	22.2%	3.3%
		Adjusted Residual	-3.4	-9.7	17.6	
	4	Count	0	31	20	51
		% within Number of Public Stations Used Across the Week	.0%	60.8%	39.2%	100.0%
		% within Type of Comm. Radio Listener	.0%	.4%	7.4%	.6%
		Adjusted Residual	-1.4	-8.8	14.2	
	5	Count	0	2	8	10
		% within Number of Public Stations Used Across the Week	.0%	20.0%	80.0%	100.0%
		% within Type of Comm. Radio Listener	.0%	.0%	3.0%	.1%
		Adjusted Residual	-.6	-8.8	13.4	
Total		Count	314	7399	270	7983
		% within Number of Public Stations Used Across the Week	3.9%	92.7%	3.4%	100.0%
		% within Type of Comm. Radio Listener	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1323.056[a]	8	.000
Likelihood Ratio	1006.523	8	.000
Linear-by-Linear Association	867.057	1	.000
N of Valid Cases	7983		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .34.