

# Frequencies

## Notes

Output Created	11 Dec 98 16:30:26	
Comments		
Input	Data	E:\a98\appeal.sav
	Filter	<none>
	Weight	LISTENING TO THE PROGRAMMING
	Split File	<none>
	N of Rows in Working Data File	28256
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=MINOR /FORMAT=DFREQ /ORDER ANALYSIS .	
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:03.42

**PROGRAMS/FORMATS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Morning Edition	1205	17.5	17.5	17.5
	Classical - Downstairs	988	14.3	14.3	31.8
	Classical - Upstairs	915	13.3	13.3	45.0
	ATC Weekday	784	11.4	11.4	56.4
	Jazz - Uptown	429	6.2	6.2	62.6
	News/Info (Local)	320	4.6	4.6	67.2
	Weekend Edition	243	3.5	3.5	70.8
	AAA/New Age	205	3.0	3.0	73.7
	Jazz - Downtown	190	2.7	2.7	76.5
	Fresh Air	150	2.2	2.2	78.7
	Prairie Home	143	2.1	2.1	80.7
	Talk of the Nation	142	2.1	2.1	82.8
	Performance Today	141	2.0	2.0	84.8
	Blues/R&B	136	2.0	2.0	86.8
	Classical 24	126	1.8	1.8	88.6
	Car Talk	114	1.7	1.7	90.3
	Monitor/The World	113	1.6	1.6	91.9
	Folk	91	1.3	1.3	93.2
	BBC World Service	82	1.2	1.2	94.4
	Marketplace	80	1.2	1.2	95.6
	Adventures in Good Music	68	1.0	1.0	96.6
	ATC Weekend	64	.9	.9	97.5
	Whad'ya Know	59	.9	.9	98.4
	Rock	59	.9	.9	99.2
	Diane Rehm Show	54	.8	.8	100.0
	Total	6902	100.0	100.0	

```

CROSSTABS
  /TABLES=minor  BY sages seduc svals
  /FORMAT= AVALUE TABLES
  /CELLS= ROW .

```

## Crosstabs

### Notes

Output Created	11 Dec 98 16:30:31
Comments	
Input	E:\a98\appeal.sav
Data	
Filter	<none>
Weight	LISTENING TO THE PROGRAMMING
Split File	<none>
N of Rows in Working Data File	28256
Missing Value Handling	User-defined missing values are treated as missing.
Definition of 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=minor  BY sages seduc svals /FORMAT= AVALUE TABLES /CELLS= ROW .
Resources	
Dimensions Requested	2
Cells Available	11396
Elapsed Time	0:00:02.25

**PROGRAMS/FORMATS \* SAGES Crosstabulation**

		% within PROGRAMS/FORMATS			
		SAGES			
		ECHO/GEN-X MAN	BOOMER MAN	SWING MAN	WWII MAN
PROGRAMS/ FORMATS	AAA/New Age	14.7%	38.7%	4.9%	2.9%
	ATC Weekday	7.4%	26.7%	11.6%	6.4%
	ATC Weekend	4.7%	21.9%	10.9%	10.9%
	Adventures in Good Music	4.5%	17.9%	10.4%	19.4%
	BBC World Service	4.9%	29.6%	7.4%	9.9%
	Blues/R&B	10.9%	32.8%	8.8%	5.8%
	Car Talk	6.1%	26.1%	13.0%	8.7%
	Classical - Upstairs	3.6%	19.8%	13.9%	9.8%
	Classical - Downstairs	3.0%	9.4%	12.5%	21.5%
	Classical 24	5.6%	15.1%	14.3%	19.0%
	Diane Rehm Show	3.6%	20.0%	10.9%	10.9%
	Folk	5.5%	38.5%	8.8%	7.7%
	Fresh Air	4.7%	25.3%	11.3%	7.3%
	Jazz - Uptown	6.3%	28.9%	16.8%	5.8%
	Jazz - Downtown	9.5%	24.3%	14.8%	22.2%
	Marketplace	7.5%	28.8%	10.0%	7.5%
	Monitor/The World	5.4%	25.0%	11.6%	8.9%
	Morning Edition	6.1%	28.3%	10.3%	7.0%
	News/Info (Local)	4.1%	23.4%	10.9%	10.3%
	Performance Today	2.9%	22.9%	11.4%	15.7%
	Prairie Home	4.2%	21.5%	13.2%	9.7%
	Rock	16.9%	30.5%	5.1%	1.7%
	Talk of the Nation	4.2%	21.8%	10.6%	9.9%
	Weekend Edition	3.3%	23.8%	11.1%	10.7%
	Whad'ya Know	5.1%	28.8%	11.9%	6.8%
	Total	5.6%	23.4%	11.8%	10.6%

**PROGRAMS/FORMATS \* SAGES Crosstabulation**

		% within PROGRAMS/FORMATS				
		SAGES				Total
		ECHO/GEN-X WMN	BOOMER WMN	SWING WMN	WWII WMN	
PROGRAMS/ FORMATS	AAA/New Age	12.7%	18.1%	3.9%	3.9%	100.0%
	ATC Weekday	5.7%	22.8%	10.3%	9.1%	100.0%
	ATC Weekend	4.7%	21.9%	12.5%	12.5%	100.0%
	Adventures in Good Music	3.0%	14.9%	13.4%	16.4%	100.0%
	BBC World Service	9.9%	14.8%	11.1%	12.3%	100.0%
	Blues/R&B	9.5%	21.9%	6.6%	3.6%	100.0%
	Car Talk	5.2%	20.9%	12.2%	7.8%	100.0%
	Classical - Upstairs	3.9%	18.7%	15.4%	14.8%	100.0%
	Classical - Downstairs	4.4%	13.9%	14.1%	21.1%	100.0%
	Classical 24	4.8%	12.7%	10.3%	18.3%	100.0%
	Diane Rehm Show	10.9%	21.8%	7.3%	14.5%	100.0%
	Folk	3.3%	22.0%	9.9%	4.4%	100.0%
	Fresh Air	6.7%	25.3%	10.0%	9.3%	100.0%
	Jazz - Uptown	7.2%	17.9%	10.7%	6.3%	100.0%
	Jazz - Downtown	5.3%	12.7%	5.8%	5.3%	100.0%
	Marketplace	6.3%	22.5%	8.8%	8.8%	100.0%
	Monitor/The World	8.0%	20.5%	9.8%	10.7%	100.0%
	Morning Edition	6.7%	23.3%	9.9%	8.5%	100.0%
	News/Info (Local)	5.3%	22.8%	8.4%	14.7%	100.0%
	Performance Today	4.3%	18.6%	11.4%	12.9%	100.0%
	Prairie Home	4.2%	22.2%	12.5%	12.5%	100.0%
	Rock	15.3%	22.0%	8.5%		100.0%
	Talk of the Nation	5.6%	24.6%	8.5%	14.8%	100.0%
	Weekend Edition	4.5%	21.3%	12.3%	13.1%	100.0%
	Whad'ya Know	6.8%	23.7%	10.2%	6.8%	100.0%
Total		5.9%	19.8%	11.1%	11.8%	100.0%

**PROGRAMS/FORMATS \* SEDUC Crosstabulation**

		% within PROGRAMS/FORMATS			
		SEDUC			
		MAN NO DEGREE	MAN COLLEGE DEGREE	MAN SOME ADVANCED	MAN ADVANCED
PROGRAMS/ FORMATS	AAA/New Age	23.3%	16.0%	7.8%	14.1%
	ATC Weekday	12.2%	12.2%	7.7%	19.9%
	ATC Weekend	9.4%	10.9%	6.3%	21.9%
	Adventures in Good Music	14.9%	7.5%	4.5%	25.4%
	BBC World Service	13.3%	12.0%	13.3%	14.5%
	Blues/R&B	34.1%	11.9%	5.2%	7.4%
	Car Talk	15.8%	12.3%	7.0%	19.3%
	Classical - Upstairs	10.0%	7.1%	7.0%	23.1%
	Classical - Downstairs	17.6%	13.5%	4.6%	10.7%
	Classical 24	16.7%	9.5%	4.8%	23.0%
	Diane Rehm Show	12.7%	7.3%	9.1%	16.4%
	Folk	23.9%	5.4%	9.8%	21.7%
	Fresh Air	14.6%	9.9%	6.6%	17.9%
	Jazz - Uptown	23.3%	11.9%	7.9%	14.9%
	Jazz - Downtown	49.7%	12.2%	2.1%	7.4%
	Marketplace	11.3%	12.5%	6.3%	23.8%
	Monitor/The World	15.9%	10.6%	6.2%	17.7%
	Morning Edition	10.8%	11.5%	7.6%	21.7%
	News/Info (Local)	16.6%	10.7%	6.3%	15.4%
	Performance Today	17.9%	8.6%	6.4%	20.0%
	Prairie Home	13.4%	9.9%	5.6%	19.7%
	Rock	27.1%	8.5%	6.8%	11.9%
	Talk of the Nation	12.6%	9.8%	7.7%	16.8%
	Weekend Edition	10.7%	11.1%	7.4%	19.3%
	Whad'ya Know	15.3%	11.9%	6.8%	18.6%
	Total	15.8%	11.1%	6.7%	17.9%

**PROGRAMS/FORMATS \* SEDUC Crosstabulation**

		% within PROGRAMS/FORMATS				
		SEDUC				Total
		WMN NO DEGREE	WMN COLLEGE DEGREE	WMN SOME ADVANCED	WMN ADVANCED	
PROGRAMS/ FORMATS	AAA/New Age	14.1%	13.1%	3.9%	7.8%	100.0%
	ATC Weekday	14.8%	11.5%	6.8%	14.9%	100.0%
	ATC Weekend	17.2%	10.9%	7.8%	15.6%	100.0%
	Adventures in Good Music	17.9%	10.4%	7.5%	11.9%	100.0%
	BBC World Service	22.9%	7.2%	3.6%	13.3%	100.0%
	Blues/R&B	23.0%	6.7%	5.9%	5.9%	100.0%
	Car Talk	16.7%	9.6%	5.3%	14.0%	100.0%
	Classical - Upstairs	16.4%	11.1%	10.6%	14.8%	100.0%
	Classical - Downstairs	27.1%	10.8%	5.1%	10.6%	100.0%
	Classical 24	25.4%	8.7%	4.0%	7.9%	100.0%
	Diane Rehm Show	16.4%	10.9%	10.9%	16.4%	100.0%
	Folk	13.0%	4.3%	6.5%	15.2%	100.0%
	Fresh Air	17.9%	11.3%	7.3%	14.6%	100.0%
	Jazz - Uptown	14.7%	8.4%	6.1%	12.8%	100.0%
	Jazz - Downtown	19.0%	4.2%	2.6%	2.6%	100.0%
	Marketplace	15.0%	10.0%	6.3%	15.0%	100.0%
	Monitor/The World	17.7%	11.5%	6.2%	14.2%	100.0%
	Morning Edition	13.7%	10.4%	7.6%	16.8%	100.0%
	News/Info (Local)	22.9%	9.7%	7.8%	10.7%	100.0%
	Performance Today	16.4%	11.4%	10.7%	8.6%	100.0%
	Prairie Home	16.2%	12.0%	8.5%	14.8%	100.0%
	Rock	32.2%	5.1%	5.1%	3.4%	100.0%
	Talk of the Nation	21.7%	11.2%	8.4%	11.9%	100.0%
	Weekend Edition	16.4%	10.7%	7.4%	17.2%	100.0%
	Whad'ya Know	16.9%	11.9%	6.8%	11.9%	100.0%
	Total	18.1%	10.3%	7.0%	13.1%	100.0%

**PROGRAMS/FORMATS \* SVALS Crosstabulation**

		% within PROGRAMS/FORMATS				
		SVALS				
		MAN ACT-FUL	MAN FUL-ACT	MAN ACT-OTH	MAN FUL-OTH	MAN OTH/UNK
PROGRAMS/F ORMATS	AAA/New Age	12.9%	13.4%	15.3%	3.5%	16.3%
	ATC Weekday	19.2%	10.6%	7.2%	4.6%	10.5%
	ATC Weekend	17.5%	9.5%	4.8%	6.3%	9.5%
	Adventures in Good Music	18.2%	10.6%	4.5%	9.1%	10.6%
	BBC World Service	21.0%	7.4%	4.9%	3.7%	16.0%
	Blues/R&B	8.0%	10.2%	13.9%	3.6%	23.4%
	Car Talk	19.8%	10.3%	6.0%	5.2%	12.1%
	Classical - Upstairs	22.2%	7.5%	3.4%	6.2%	7.9%
	Classical - Downstairs	8.2%	10.0%	4.0%	11.7%	12.4%
	Classical 24	11.8%	14.2%	1.6%	7.9%	18.1%
	Diane Rehm Show	16.4%	7.3%	3.6%	5.5%	10.9%
	Folk	22.2%	14.4%	6.7%	4.4%	13.3%
	Fresh Air	18.4%	9.9%	7.2%	3.9%	9.9%
	Jazz - Uptown	16.8%	10.3%	13.6%	4.4%	13.1%
	Jazz - Downtown	5.8%	4.2%	10.6%	10.1%	40.2%
	Marketplace	25.0%	8.8%	7.5%	3.8%	7.5%
	Monitor/The World	18.6%	10.6%	7.1%	5.3%	9.7%
	Morning Edition	20.5%	9.5%	7.0%	4.6%	9.9%
	News/Info (Local)	16.9%	9.7%	7.8%	3.8%	10.3%
	Performance Today	18.4%	12.1%	2.1%	9.2%	11.3%
	Prairie Home	18.1%	9.7%	3.5%	6.3%	11.1%
	Rock	14.5%	3.2%	6.5%	3.2%	25.8%
	Talk of the Nation	17.0%	9.9%	8.5%	3.5%	7.1%
	Weekend Edition	18.9%	8.6%	5.8%	6.6%	8.6%
	Whad'ya Know	19.0%	10.3%	5.2%	3.4%	13.8%
	Total	17.0%	9.6%	6.6%	6.2%	12.0%



**PROGRAMS/FORMATS \* SVALS Crosstabulation**

		% within PROGRAMS/FORMATS					
		SVALS					Total
		WMN ACT- FUL	WMN FUL- ACT	WMN ACT- OTH	WMN FUL-O TH	WMN OTH/U NK	
PROGRAMS/F ORMATS	AAA/New Age	5.9%	9.4%	4.0%	3.0%	16.3%	100%
	ATC Weekday	15.2%	9.1%	5.7%	6.1%	11.9%	100%
	ATC Weekend	15.9%	9.5%	4.8%	9.5%	12.7%	100%
	Adventures in Good Music	10.6%	10.6%	1.5%	10.6%	13.6%	100%
	BBC World Service	12.3%	8.6%	4.9%	2.5%	18.5%	100%
	Blues/R&B	5.8%	5.8%	3.6%	3.6%	21.9%	100%
	Car Talk	12.9%	10.3%	5.2%	5.2%	12.9%	100%
	Classical - Upstairs	15.4%	10.9%	3.4%	9.3%	13.9%	100%
	Classical - Downstairs	8.0%	8.3%	2.7%	11.2%	23.3%	100%
	Classical 24	7.9%	7.1%	1.6%	7.1%	22.8%	100%
	Diane Rehm Show	10.9%	12.7%	5.5%	10.9%	16.4%	100%
	Folk	11.1%	10.0%	3.3%	6.7%	7.8%	100%
	Fresh Air	15.1%	11.2%	6.6%	4.6%	13.2%	100%
	Jazz - Uptown	12.9%	8.4%	4.2%	4.0%	12.4%	100%
	Jazz - Downtown	2.6%	4.2%	1.6%	2.6%	18.0%	100%
	Marketplace	15.0%	8.8%	7.5%	5.0%	11.3%	100%
	Monitor/The World	11.5%	11.5%	5.3%	4.4%	15.9%	100%
	Morning Edition	14.6%	9.5%	5.8%	6.3%	12.2%	100%
	News/Info (Local)	11.6%	8.5%	8.5%	7.5%	15.4%	100%
	Performance Today	11.3%	12.8%	2.1%	7.1%	13.5%	100%
	Prairie Home	15.3%	9.7%	4.2%	7.6%	14.6%	100%
	Rock	3.2%	6.5%	4.8%	4.8%	27.4%	100%
	Talk of the Nation	12.1%	8.5%	7.8%	7.1%	18.4%	100%
	Weekend Edition	16.5%	9.5%	5.8%	7.8%	11.9%	100%
	Whad'ya Know	10.3%	10.3%	6.9%	5.2%	15.5%	100%
Total		12.3%	9.2%	4.6%	7.1%	15.3%	100%

```
*****
*
* APPEAL Analysis          DGio - 11 December 1998
*
* Calculate Appeal & Affinity across programs and program types.
* Based on respondents from the national random sample.
*
*****
```

```
*****
* 2. DETERMINE INTERACTIONS AMONG DEMOS
*****
```

GET FILE ='appeal.sav'.

```
WEIGHT LSNG_PRG.
CROSSTABS
/TABLES=AGES BY EDUC VALS RACE
/FORMAT= AVALUE TABLES
/CELLS= ROW COLUMN ASRESID .
```

## Crosstabs

### Notes

Output Created		14 Dec 98 11:28:49
Comments		
Input	Data	\\Ara01\E-Drive\Audience 98 - Master Archive\Reports\17 Appeal & Affinity\spss runs\appeal.sav
	Filter	<none>
	Weight	LISTENING TO THE PROGRAMMING
	Split File	<none>
	N of Rows in Working Data File	36841
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=AGES BY EDUC VALS RACE /FORMAT= AVALUE TABLES /CELLS= ROW COLUMN ASRESID .	
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:08.60

**GENERATIONAL DEMOS \* EDUCATION Crosstabulation**

			EDUCATION				Total
			NO DEGREE	COLLEGE DEGREE	SOME ADVANCED	ADVANCED DEGREE	
GENERA TIONAL DEMOS	ECHO/GEN- X	% within GENERATIONAL DEMOS	38.1%	28.8%	13.3%	19.8%	100.0%
		% within EDUCATION	12.7%	16.1%	11.3%	7.6%	11.7%
		Adjusted Residual	2.1	6.3	-.4	-7.5	
	BOOMER	% within GENERATIONAL DEMOS	30.5%	21.5%	14.5%	33.5%	100.0%
		% within EDUCATION	37.2%	44.1%	45.2%	47.3%	42.8%
		Adjusted Residual	-7.4	1.2	1.7	5.3	
	SWING	% within GENERATIONAL DEMOS	32.9%	17.8%	15.4%	33.9%	100.0%
		% within EDUCATION	21.5%	19.5%	25.7%	25.6%	22.9%
		Adjusted Residual	-2.2	-3.7	2.3	3.8	
	WWII	% within GENERATIONAL DEMOS	44.3%	18.7%	10.9%	26.1%	100.0%
		% within EDUCATION	28.6%	20.3%	17.8%	19.5%	22.6%
		Adjusted Residual	9.3	-2.5	-4.1	-4.4	
Total	% within GENERATIONAL DEMOS		35.0%	20.9%	13.8%	30.3%	100.0%
	% within EDUCATION		100.0%	100.0%	100.0%	100.0%	100.0%

**GENERATIONAL DEMOS \* DUAL VALS TYPE Crosstabulation**

			DUAL VALS TYPE					
			ACT-FU L	FUL-AC T	ACT-OT H	FUL-OTH	OTH/UN K	Total
GENERATION AL DEMOS	ECHO/G EN-X	% within GENERATIONAL DEMOS	14.8%	14.6%	18.9%	2.6%	49.0%	100.0%
		% within DUAL VALS TYPE	6.0%	9.0%	20.1%	2.3%	20.3%	11.7%
		Adjusted Residual	-9.9	-3.5	8.3	-10.3	15.0	
	BOOME R	% within GENERATIONAL DEMOS	33.9%	18.8%	16.4%	6.4%	24.5%	100.0%
		% within DUAL VALS TYPE	50.8%	42.5%	63.9%	20.7%	37.2%	42.8%
		Adjusted Residual	9.1	-.3	13.4	-15.7	-6.4	
	SWING	% within GENERATIONAL DEMOS	33.8%	23.8%	6.8%	12.6%	23.0%	100.0%
		% within DUAL VALS TYPE	27.1%	28.8%	14.3%	21.7%	18.7%	22.9%
		Adjusted Residual	5.6	6.1	-6.5	-1.0	-5.7	
	WWII	% within GENERATIONAL DEMOS	20.3%	16.5%	.8%	32.6%	29.8%	100.0%
		% within DUAL VALS TYPE	16.0%	19.7%	1.7%	55.3%	23.9%	22.6%
		Adjusted Residual	-8.9	-3.0	-15.7	27.4	1.7	
Total		% within GENERATIONAL DEMOS	28.6%	18.9%	11.0%	13.3%	28.2%	100.0%
		% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**GENERATIONAL DEMOS \* RACE Crosstabulation**

			RACE				Total
			WHITE	BLACK	HISPANIC	OTHER/MI X/UNK	
GENERATIONAL DEMOS	ECHO/GEN-X	% within GENERATIONAL DEMOS	77.0%	5.4%	3.5%	14.1%	100.0%
		% within RACE	10.4%	16.0%	32.4%	20.4%	11.7%
		Adjusted Residual	-9.3	2.4	6.6	7.2	
	BOOMER	% within GENERATIONAL DEMOS	86.0%	4.6%	1.6%	7.9%	100.0%
		% within RACE	42.4%	49.8%	52.9%	41.9%	42.8%
		Adjusted Residual	-1.8	2.6	2.1	-5	
	SWING	% within GENERATIONAL DEMOS	88.4%	3.9%	.7%	7.0%	100.0%
		% within RACE	23.3%	22.7%	12.7%	19.9%	22.9%
		Adjusted Residual	2.4	-.1	-2.5	-1.9	
	WWII	% within GENERATIONAL DEMOS	91.6%	2.0%	.1%	6.3%	100.0%
		% within RACE	23.9%	11.5%	2.0%	17.8%	22.6%
		Adjusted Residual	6.9	-4.8	-5.0	-3.1	
	Total	% within GENERATIONAL DEMOS	86.8%	3.9%	1.3%	8.0%	100.0%
		% within RACE	100.0%	100.0%	100.0%	100.0%	100.0%

```

CROSSTABS
/TABLES=EDUC BY VALS RACE
/FORMAT= AVALUE TABLES
/CELLS= ROW COLUMN ASRESID .

```

## Crosstabs

### Notes

Output Created		14 Dec 98 11:28:57
Comments		
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	Filter	<none>
	Weight	LISTENING TO THE PROGRAMMING
	Split File	<none>
	N of Rows in Working Data File	36841
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=EDUC BY VALS RACE /FORMAT= AVALUE TABLES /CELLS= ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:02.64

**EDUCATION \* DUAL VALS TYPE Crosstabulation**

			DUAL VALS TYPE					
			ACT-FU L	FUL-AC T	ACT-OT H	FUL-OT H	OTH/UN K	Total
EDUCATI ON	NO DEGREE	% within EDUCATION	1.9%	12.7%	11.4%	12.7%	61.4%	100.0%
		% within DUAL VALS TYPE	2.3%	23.6%	36.3%	33.4%	76.4%	35.1%
		Adjusted Residual	-38.8	-10.4	.8	-1.2	48.5	
	COLLEGE DEGREE	% within EDUCATION	15.7%	23.0%	23.5%	16.2%	21.6%	100.0%
		% within DUAL VALS TYPE	11.5%	25.3%	44.6%	25.3%	16.0%	20.9%
		Adjusted Residual	-13.0	4.8	18.3	3.8	-6.7	
	SOME ADVANCED	% within EDUCATION	38.9%	24.5%	12.9%	15.9%	7.8%	100.0%
		% within DUAL VALS TYPE	18.7%	17.8%	16.2%	16.4%	3.8%	13.8%
		Adjusted Residual	8.1	5.1	2.2	2.7	-16.2	
	ADVANCED DEGREE	% within EDUCATION	63.7%	20.8%	1.1%	10.9%	3.6%	100.0%
		% within DUAL VALS TYPE	67.5%	33.3%	3.0%	24.9%	3.8%	30.3%
		Adjusted Residual	45.8	2.8	-18.7	-4.1	-32.3	
Total	% within EDUCATION	28.6%	18.9%	11.0%	13.3%	28.2%	100.0%	
	% within DUAL VALS TYPE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

**EDUCATION \* RACE Crosstabulation**

			RACE				
			WHITE	BLACK	HISPANIC	OTHER/MIX/UNK	Total
EDUCATION	NO DEGREE	% within EDUCATION	79.5%	6.9%	1.6%	12.0%	100.0%
		% within RACE	32.1%	61.5%	44.1%	52.5%	35.1%
		Adjusted Residual	-14.1	10.0	1.9	9.7	
	COLLEGE DEGREE	% within EDUCATION	92.0%	2.6%	1.2%	4.2%	100.0%
		% within RACE	22.1%	13.8%	19.6%	10.9%	20.9%
		Adjusted Residual	7.1	-3.1	-.3	-6.5	
	SOME ADVANCED	% within EDUCATION	89.0%	2.5%	1.4%	7.2%	100.0%
		% within RACE	14.1%	8.7%	14.7%	12.3%	13.8%
		Adjusted Residual	2.3	-2.7	.3	-1.1	
	ADVANCED DEGREE	% within EDUCATION	90.6%	2.1%	.9%	6.4%	100.0%
		% within RACE	31.7%	16.0%	21.6%	24.3%	30.3%
		Adjusted Residual	6.6	-5.6	-1.9	-3.5	
Total	% within EDUCATION	86.8%	3.9%	1.3%	8.0%	100.0%	
	% within RACE	100.0%	100.0%	100.0%	100.0%	100.0%	



CROSSTABS  
 /TABLES=VALS BY RACE  
 /FORMAT= AVALUE TABLES  
 /CELLS= ROW COLUMN ASRESID .

## Crosstabs

### Notes

Output Created		14 Dec 98 11:29:00
Comments		
Input	Data	\\Ara01\E-Drive\Audience 98 - Master Archive\Reports\17 Appeal & Affinity\spss runs\appeal.sav
	Filter	<none>
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	Split File	<none>
	N of Rows in Working Data File	36841
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=VALS BY RACE /FORMAT= AVALUE TABLES /CELLS= ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:02.17

**DUAL VALS TYPE \* RACE Crosstabulation**

			RACE				Total
			WHITE	BLACK	HISPANIC	OTHER/ MIX/UNK	
DUAL VALS TYPE	ACT-FUL	% within DUAL VALS TYPE	92.1%	1.7%	.7%	5.5%	100.0%
		% within RACE	30.4%	12.5%	15.7%	19.5%	28.6%
		Adjusted Residual	8.9	-6.4	-2.9	-5.3	
	FUL-ACT	% within DUAL VALS TYPE	88.1%	3.1%	1.5%	7.3%	100.0%
		% within RACE	19.2%	15.1%	22.5%	17.1%	18.9%
		Adjusted Residual	1.7	-1.8	.9	-1.2	
	ACT-OTH	% within DUAL VALS TYPE	86.8%	4.4%	1.5%	7.3%	100.0%
		% within RACE	11.0%	12.5%	12.7%	10.0%	11.0%
		Adjusted Residual	.0	.9	.6	-.9	
	FUL-OTH	% within DUAL VALS TYPE	92.1%	3.3%	1.1%	3.5%	100.0%
		% within RACE	14.1%	11.2%	11.8%	5.8%	13.3%
		Adjusted Residual	5.5	-1.1	-.5	-5.9	
	OTH/UNK	% within DUAL VALS TYPE	78.0%	6.8%	1.7%	13.6%	100.0%
		% within RACE	25.3%	48.7%	37.3%	47.7%	28.2%
		Adjusted Residual	-14.6	8.2	2.0	11.4	
	Total	% within DUAL VALS TYPE	86.8%	3.9%	1.3%	8.0%	100.0%
		% within RACE	100.0%	100.0%	100.0%	100.0%	100.0%

## GET FILE

```
"\\Ara01\E-Drive\Audience 98 - Master Archive\Reports\17 Appeal & Affinity\spss  
runs\AFF_MINOR.SAV"
```

## EXECUTE

```
*****  
* 4B. DETERMINE AFFINITIES ACROSS FINEST PE PROGRAM TYPES  
*****
```

```
GET FILE='AFF_MINOR.SAV'.
```

```
PROXIMITIES D5_01 TO D5_08
```

```
/ID=MINOR
```

```
/VIEW=CASE
```

```
/MEASURE= CORRELATION
```

```
/STANDARDIZE= NONE .
```

## Proximities

### Notes

Output Created			14 Dec 98 11:30:16
Comments			
Input	Data	\\Ara01\E-Drive\Audience 98 - Master Archive\Reports\17 Appeal & Affinity\spss runs\AFF_MINOR.SAV	
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	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File		25
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on cases with no missing values for any variable used.	
Syntax		PROXIMITIES D5_01 TO D5_08 /ID=MINOR /VIEW=CASE /MEASURE= CORRELATION /STANDARDIZE= NONE .	
Resources	Workspace Bytes		3800
	Elapsed Time		0:00:00.53

### Proximity Matrix

Correlation between Vectors of Values								
	1:AAA/New Age	2:Adventures in Good Music	3:ATC Weekday	4:ATC Weekend	5:BBC World Service	6:Blues/R&B	7:Car Talk	8:Classical - Upstairs
1:AAA/New Age		.076	.799	.579	.832	.962	.741	.340
2:Adventures in Good Music	.076		.454	.716	.518	.220	.562	.745
3:ATC Weekday	.799	.454		.930	.829	.915	.978	.799
4:ATC Weekend	.579	.716	.930		.797	.739	.951	.930
5:BBC World Service	.832	.518	.829	.797		.842	.850	.667
6:Blues/R&B	.962	.220	.915	.739	.842		.875	.510
7:Car Talk	.741	.562	.978	.951	.850	.875		.846
8:Classical - Upstairs	.340	.745	.799	.930	.667	.510	.846	
9:Classical - Downstairs	-.475	.824	-.039	.309	.008	-.345	.062	.471
10:Classical 24	-.102	.925	.269	.523	.329	.022	.370	.622
11:Diane Rehm Show	.554	.601	.791	.838	.736	.669	.764	.707
12:Folk	.875	.466	.952	.870	.920	.947	.964	.714
13:Fresh Air	.727	.487	.985	.948	.789	.869	.962	.816
14:Jazz - Downtown	.788	.361	.925	.816	.821	.884	.946	.731
15:Jazz - Uptown	.491	.602	.515	.516	.570	.572	.619	.366
16:Marketplace	.843	.460	.993	.913	.864	.942	.968	.754
17:Monitor/The World	.780	.531	.977	.940	.893	.886	.970	.822
18:Morning Edition	.822	.469	.994	.930	.868	.929	.975	.778
19:News/Info (Local)	.596	.697	.914	.962	.782	.735	.903	.878
20:Performance Today	.463	.885	.806	.941	.779	.620	.877	.889
21:Prairie Home	.514	.699	.918	.986	.725	.693	.936	.951
22:Rock	.939	-.111	.762	.517	.677	.929	.677	.249
23:Talk of the Nation	.549	.660	.891	.942	.708	.701	.863	.848
24:Weekend Edition	.573	.741	.918	.995	.819	.722	.941	.941
25:Whad'ya Know	.799	.450	.986	.919	.857	.917	.986	.789

This is a similarity matrix

### Proximity Matrix

Correlation between Vectors of Values							
	9:Classical - Downstairs	10:Classical 24	11:Diane Rehm Show	12:Folk	13:Fresh Air	14:Jazz - Downtown	15:Jazz - Uptown
1:AAA/New Age	-.475	-.102	.554	.875	.727	.788	.491
2:Adventures in Good Music	.824	.925	.601	.466	.487	.361	.602
3:ATC Weekday	-.039	.269	.791	.952	.985	.925	.515
4:ATC Weekend	.309	.523	.838	.870	.948	.816	.516
5:BBC World Service	.008	.329	.736	.920	.789	.821	.570
6:Blues/R&B	-.345	.022	.669	.947	.869	.884	.572
7:Car Talk	.062	.370	.764	.964	.962	.946	.619
8:Classical - Upstairs	.471	.622	.707	.714	.816	.731	.366
9:Classical - Downstairs		.881	.282	-.096	.035	-.145	.178
10:Classical 24	.881		.510	.255	.304	.229	.537
11:Diane Rehm Show	.282	.510		.701	.857	.659	.422
12:Folk	-.096	.255	.701		.905	.937	.657
13:Fresh Air	.035	.304	.857	.905		.887	.476
14:Jazz - Downtown	-.145	.229	.659	.937	.887		.601
15:Jazz - Uptown	.178	.537	.422	.657	.476	.601	
16:Marketplace	-.054	.277	.815	.965	.975	.917	.564
17:Monitor/The World	.051	.367	.871	.945	.975	.923	.538
18:Morning Edition	-.038	.269	.823	.962	.984	.918	.535
19:News/Info (Local)	.320	.576	.924	.826	.939	.781	.503
20:Performance Today	.508	.744	.814	.800	.826	.735	.691
21:Prairie Home	.334	.553	.831	.824	.942	.819	.487
22:Rock	-.616	-.334	.487	.786	.716	.712	.313
23:Talk of the Nation	.320	.540	.932	.770	.933	.722	.432
24:Weekend Edition	.344	.571	.855	.862	.934	.814	.517
25:Whad'ya Know	-.058	.257	.788	.963	.975	.957	.555

This is a similarity matrix

### Proximity Matrix

Correlation between Vectors of Values						
	16:Marketplace	17:Monitor/The World	18:Morning Edition	19:News/Info (Local)	20:Performance Today	21:Prairie Home
1:AAA/New Age	.843	.780	.822	.596	.463	.514
2:Adventures in Good Music	.460	.531	.469	.697	.885	.699
3:ATC Weekday	.993	.977	.994	.914	.806	.918
4:ATC Weekend	.913	.940	.930	.962	.941	.986
5:BBC World Service	.864	.893	.868	.782	.779	.725
6:Blues/R&B	.942	.886	.929	.735	.620	.693
7:Car Talk	.968	.970	.975	.903	.877	.936
8:Classical - Upstairs	.754	.822	.778	.878	.889	.951
9:Classical - Downstairs	-.054	.051	-.038	.320	.508	.334
10:Classical 24	.277	.367	.269	.576	.744	.553
11:Diane Rehm Show	.815	.871	.823	.924	.814	.831
12:Folk	.965	.945	.962	.826	.800	.824
13:Fresh Air	.975	.975	.984	.939	.826	.942
14:Jazz - Downtown	.917	.923	.918	.781	.735	.819
15:Jazz - Uptown	.564	.538	.535	.503	.691	.487
16:Marketplace		.981	.996	.914	.809	.891
17:Monitor/The World	.981		.987	.943	.858	.924
18:Morning Edition	.996	.987		.915	.818	.905
19:News/Info (Local)	.914	.943	.915		.917	.964
20:Performance Today	.809	.858	.818	.917		.924
21:Prairie Home	.891	.924	.905	.964	.924	
22:Rock	.788	.704	.781	.505	.321	.456
23:Talk of the Nation	.888	.910	.891	.990	.877	.950
24:Weekend Edition	.905	.944	.920	.972	.952	.984
25:Whad'ya Know	.980	.981	.989	.885	.813	.903

This is a similarity matrix

### Proximity Matrix

Correlation between Vectors of Values				
	22:Rock	23:Talk of the Nation	24:Weekend Edition	25:Whad'ya Know
1:AAA/New Age	.939	.549	.573	.799
2:Adventures in Good Music	-.111	.660	.741	.450
3:ATC Weekday	.762	.891	.918	.986
4:ATC Weekend	.517	.942	.995	.919
5:BBC World Service	.677	.708	.819	.857
6:Blues/R&B	.929	.701	.722	.917
7:Car Talk	.677	.863	.941	.986
8:Classical - Upstairs	.249	.848	.941	.789
9:Classical - Downstairs	-.616	.320	.344	-.058
10:Classical 24	-.334	.540	.571	.257
11:Diane Rehm Show	.487	.932	.855	.788
12:Folk	.786	.770	.862	.963
13:Fresh Air	.716	.933	.934	.975
14:Jazz - Downtown	.712	.722	.814	.957
15:Jazz - Uptown	.313	.432	.517	.555
16:Marketplace	.788	.888	.905	.980
17:Monitor/The World	.704	.910	.944	.981
18:Morning Edition	.781	.891	.920	.989
19:News/Info (Local)	.505	.990	.972	.885
20:Performance Today	.321	.877	.952	.813
21:Prairie Home	.456	.950	.984	.903
22:Rock		.495	.483	.761
23:Talk of the Nation	.495		.945	.852
24:Weekend Edition	.483	.945		.908
25:Whad'ya Know	.761	.852	.908	

This is a similarity matrix

PROXIMITIES D6\_01 TO D6\_08  
 /ID=MINOR  
 /VIEW=CASE  
 /MEASURE= CORRELATION  
 /STANDARDIZE= NONE .

## Proximities

### Notes

Output Created		14 Dec 98 11:30:16
Comments		
Input	Data	\\Ara01\E-Drive\Audience 98 - Master Archive\Reports\17 Appeal & Affinity\spss runs\AFF_MINOR.SAV
	File Label	Aggregated File
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	25
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		PROXIMITIES D6_01 TO D6_08 /ID=MINOR /VIEW=CASE /MEASURE= CORRELATION /STANDARDIZE= NONE .
Resources	Workspace Bytes	3800
	Elapsed Time	0:00:00.84



### Proximity Matrix

Correlation between Vectors of Values								
	1:AAA/New Age	2:Adventures in Good Music	3:ATC Weekday	4:ATC Weekend	5:BBC World Service	6:Blues/R & B	7:Car Talk	8:Classical - Upstairs
1:AAA/New Age		.252	.328	.101	.471	.836	.403	.090
2:Adventures in Good Music	.252		.810	.859	.765	.036	.901	.896
3:ATC Weekday	.328	.810		.957	.869	.114	.961	.929
4:ATC Weekend	.101	.859	.957		.795	-.054	.919	.961
5:BBC World Service	.471	.765	.869	.795		.419	.937	.807
6:Blues/R & B	.836	.036	.114	-.054	.419		.202	-.122
7:Car Talk	.403	.901	.961	.919	.937	.202		.933
8:Classical - Upstairs	.090	.896	.929	.961	.807	-.122	.933	
9:Classical - Downstairs	.182	.566	.149	.285	.312	.347	.308	.228
10:Classical 24	.470	.650	.458	.480	.638	.567	.588	.384
11:Diane Rehm Show	.251	.910	.862	.866	.870	.074	.942	.932
12:Folk	.566	.883	.894	.823	.876	.314	.953	.813
13:Fresh Air	.260	.778	.977	.935	.839	.030	.939	.938
14:Jazz - Downtown	.741	.572	.808	.649	.773	.537	.785	.628
15:Jazz - Uptown	.544	.027	-.063	-.130	.358	.885	.085	-.168
16:Marketplace	.215	.777	.943	.892	.822	-.061	.919	.933
17:Monitor/The World	.392	.876	.954	.897	.871	.105	.978	.925
18:Morning Edition	.297	.822	.991	.945	.876	.061	.967	.953
19:News/Info (Local)	.402	.661	.936	.822	.886	.188	.908	.814
20:Performance Today	.220	.978	.762	.826	.738	.037	.867	.849
21:Prairie Home	.180	.889	.951	.987	.855	.060	.947	.953
22:Rock	.643	.300	.314	.187	.721	.831	.468	.206
23:Talk of the Nation	.311	.644	.930	.830	.734	-.022	.852	.829
24:Weekend Edition	.065	.820	.955	.986	.784	-.109	.905	.976
25:Whad'ya Know	.530	.797	.873	.783	.962	.383	.949	.796

This is a similarity matrix

### Proximity Matrix

	Correlation between Vectors of Values						
	9:Classical - Downstairs	10:Classical 24	11:Diane Rehm Show	12:Folk	13:Fresh Air	14:Jazz - Downtown	15:Jazz - Uptown
1:AAA/New Age	.182	.470	.251	.566	.260	.741	.544
2:Adventures in Good Music	.566	.650	.910	.883	.778	.572	.027
3:ATC Weekday	.149	.458	.862	.894	.977	.808	-.063
4:ATC Weekend	.285	.480	.866	.823	.935	.649	-.130
5:BBC World Service	.312	.638	.870	.876	.839	.773	.358
6:Blues/R&B	.347	.567	.074	.314	.030	.537	.885
7:Car Talk	.308	.588	.942	.953	.939	.785	.085
8:Classical - Upstairs	.228	.384	.932	.813	.938	.628	-.168
9:Classical - Downstairs		.844	.358	.384	.064	.089	.543
10:Classical 24	.844		.535	.700	.356	.395	.602
11:Diane Rehm Show	.358	.535		.861	.897	.614	.036
12:Folk	.384	.700	.861		.844	.780	.137
13:Fresh Air	.064	.356	.897	.844		.753	-.148
14:Jazz - Downtown	.089	.395	.614	.780	.753		.259
15:Jazz - Uptown	.543	.602	.036	.137	-.148	.259	
16:Marketplace	-.019	.271	.832	.824	.932	.719	-.198
17:Monitor/The World	.198	.495	.937	.947	.958	.755	-.070
18:Morning Edition	.106	.400	.886	.883	.979	.790	-.095
19:News/Info (Local)	-.047	.386	.781	.861	.919	.782	-.021
20:Performance Today	.620	.712	.912	.868	.748	.476	.040
21:Prairie Home	.379	.582	.913	.862	.933	.671	.000
22:Rock	.384	.630	.410	.477	.260	.524	.866
23:Talk of the Nation	-.179	.194	.723	.803	.924	.760	-.287
24:Weekend Edition	.165	.352	.860	.775	.950	.661	-.187
25:Whad'ya Know	.303	.668	.897	.943	.859	.747	.253

This is a similarity matrix

### Proximity Matrix

Correlation between Vectors of Values						
	16:Marketplace	17:Monitor/The World	18:Morning Edition	19:News/Info (Local)	20:Performance Today	21:Prairie Home
1:AAA/New Age	.215	.392	.297	.402	.220	.180
2:Adventures in Good Music	.777	.876	.822	.661	.978	.889
3:ATC Weekday	.943	.954	.991	.936	.762	.951
4:ATC Weekend	.892	.897	.945	.822	.826	.987
5:BBC World Service	.822	.871	.876	.886	.738	.855
6:Blues/R&B	-.061	.105	.061	.188	.037	.060
7:Car Talk	.919	.978	.967	.908	.867	.947
8:Classical - Upstairs	.933	.925	.953	.814	.849	.953
9:Classical - Downstairs	-.019	.198	.106	-.047	.620	.379
10:Classical 24	.271	.495	.400	.386	.712	.582
11:Diane Rehm Show	.832	.937	.886	.781	.912	.913
12:Folk	.824	.947	.883	.861	.868	.862
13:Fresh Air	.932	.958	.979	.919	.748	.933
14:Jazz - Downtown	.719	.755	.790	.782	.476	.671
15:Jazz - Uptown	-.198	-.070	-.095	-.021	.040	.000
16:Marketplace		.924	.975	.931	.698	.865
17:Monitor/The World	.924		.963	.913	.854	.914
18:Morning Edition	.975	.963		.941	.765	.938
19:News/Info (Local)	.931	.913	.941		.620	.822
20:Performance Today	.698	.854	.765	.620		.872
21:Prairie Home	.865	.914	.938	.822	.872	
22:Rock	.247	.344	.314	.426	.296	.311
23:Talk of the Nation	.950	.898	.939	.948	.579	.789
24:Weekend Edition	.927	.889	.959	.833	.767	.963
25:Whad'ya Know	.814	.929	.874	.902	.802	.846

This is a similarity matrix

### Proximity Matrix

Correlation between Vectors of Values				
	22:Rock	23:Talk of the Nation	24:Weekend Edition	25:Whad'ya Know
1:AAA/New Age	.643	.311	.065	.530
2:Adventures in Good Music	.300	.644	.820	.797
3:ATC Weekday	.314	.930	.955	.873
4:ATC Weekend	.187	.830	.986	.783
5:BBC World Service	.721	.734	.784	.962
6:Blues/R&B	.831	-.022	-.109	.383
7:Car Talk	.468	.852	.905	.949
8:Classical - Upstairs	.206	.829	.976	.796
9:Classical - Downstairs	.384	-.179	.165	.303
10:Classical 24	.630	.194	.352	.668
11:Diane Rehm Show	.410	.723	.860	.897
12:Folk	.477	.803	.775	.943
13:Fresh Air	.260	.924	.950	.859
14:Jazz - Downtown	.524	.760	.661	.747
15:Jazz - Uptown	.866	-.287	-.187	.253
16:Marketplace	.247	.950	.927	.814
17:Monitor/The World	.344	.898	.889	.929
18:Morning Edition	.314	.939	.959	.874
19:News/Info (Local)	.426	.948	.833	.902
20:Performance Today	.296	.579	.767	.802
21:Prairie Home	.311	.789	.963	.846
22:Rock		.152	.161	.641
23:Talk of the Nation	.152		.859	.772
24:Weekend Edition	.161	.859		.754
25:Whad'ya Know	.641	.772	.754	

This is a similarity matrix

PROXIMITIES D7\_01 TO D7\_08  
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 /VIEW=CASE  
 /MEASURE= CORRELATION  
 /STANDARDIZE= NONE .

## Proximities

### Notes

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	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		PROXIMITIES D7_01 TO D7_08 /ID=MINOR /VIEW=CASE /MEASURE= CORRELATION /STANDARDIZE= NONE .
Resources	Workspace Bytes	3800
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### Proximity Matrix

Correlation between Vectors of Values							
	1:AAA/New Age	2:Adventures in Good Music	3:ATC Weekday	4:ATC Weekend	5:BBC World Service	6:Blues/R & B	7:Car Talk
1:AAA/New Age		.441	.411	.210	.334	.810	.632
2:Adventures in Good Music	.441		.877	.882	.511	.345	.887
3:ATC Weekday	.411	.877		.965	.543	.151	.932
4:ATC Weekend	.210	.882	.965		.526	.029	.857
5:BBC World Service	.334	.511	.543	.526		.452	.695
6:Blues/R&B	.810	.345	.151	.029	.452		.486
7:Car Talk	.632	.887	.932	.857	.695	.486	
8:Classical - Upstairs	.037	.903	.842	.929	.393	-.049	.718
9:Classical - Downstairs	.612	.512	.456	.433	.752	.752	.671
10:Classical 24	.579	.899	.773	.763	.755	.567	.891
11:Diane Rehm Show	.086	.831	.764	.834	.540	.185	.737
12:Folk	.542	.748	.617	.515	.426	.553	.749
13:Fresh Air	.516	.919	.899	.884	.649	.464	.947
14:Jazz - Downtown	.858	.610	.535	.372	.487	.855	.773
15:Jazz - Uptown	.852	.311	.122	-.037	.281	.968	.440
16:Marketplace	.306	.878	.976	.966	.450	.030	.870
17:Monitor/The World	.621	.884	.897	.846	.682	.529	.971
18:Morning Edition	.200	.831	.965	.962	.438	-.039	.838
19:News/Info (Local)	.589	.771	.626	.626	.760	.717	.809
20:Performance Today	.592	.922	.667	.647	.347	.542	.757
21:Prairie Home	.414	.943	.949	.950	.499	.272	.914
22:Rock	.650	.540	.288	.254	.686	.886	.580
23:Talk of the Nation	.368	.838	.732	.789	.770	.452	.810
24:Weekend Edition	.209	.830	.956	.976	.609	.080	.876
25:Whad'ya Know	.686	.912	.876	.822	.635	.542	.957

This is a similarity matrix

### Proximity Matrix

Correlation between Vectors of Values							
	8:Classical - Upstairs	9:Classical - Downstairs	10:Classic al 24	11:Diane Rehm Show	12:Folk	13:Fresh Air	14:Jazz - Downtow n
1:AAA/New Age	.037	.612	.579	.086	.542	.516	.858
2:Adventures in Good Music	.903	.512	.899	.831	.748	.919	.610
3:ATC Weekday	.842	.456	.773	.764	.617	.899	.535
4:ATC Weekend	.929	.433	.763	.834	.515	.884	.372
5:BBC World Service	.393	.752	.755	.540	.426	.649	.487
6:Blues/R&B	-.049	.752	.567	.185	.553	.464	.855
7:Car Talk	.718	.671	.891	.737	.749	.947	.773
8:Classical - Upstairs		.268	.709	.886	.555	.802	.267
9:Classical - Downstairs	.268		.794	.435	.316	.716	.627
10:Classical 24	.709	.794		.696	.628	.899	.665
11:Diane Rehm Show	.886	.435	.696		.682	.867	.451
12:Folk	.555	.316	.628	.682		.704	.847
13:Fresh Air	.802	.716	.899	.867	.704		.700
14:Jazz - Downtown	.267	.627	.665	.451	.847	.700	
15:Jazz - Uptown	-.097	.589	.459	.112	.613	.391	.885
16:Marketplace	.883	.333	.732	.723	.567	.825	.424
17:Monitor/The World	.722	.753	.901	.793	.708	.988	.762
18:Morning Edition	.888	.259	.644	.791	.597	.812	.400
19:News/Info (Local)	.551	.929	.944	.655	.551	.864	.698
20:Performance Today	.717	.516	.855	.644	.742	.796	.683
21:Prairie Home	.893	.547	.830	.869	.663	.967	.583
22:Rock	.225	.876	.798	.388	.507	.610	.714
23:Talk of the Nation	.745	.826	.945	.784	.480	.900	.504
24:Weekend Edition	.875	.473	.734	.869	.559	.897	.434
25:Whad'ya Know	.708	.745	.953	.666	.653	.934	.733

This is a similarity matrix

### Proximity Matrix

	Correlation between Vectors of Values					
	15:Jazz - Uptown	16:Marketpla ce	17:Monitor/The World	18:Morning Edition	19:News/Info (Local)	20:Performance Today
1:AAA/New Age	.852	.306	.621	.200	.589	.592
2:Adventures in Good Music	.311	.878	.884	.831	.771	.922
3:ATC Weekday	.122	.976	.897	.965	.626	.667
4:ATC Weekend	-.037	.966	.846	.962	.626	.647
5:BBC World Service	.281	.450	.682	.438	.760	.347
6:Blues/R&B	.968	.030	.529	-.039	.717	.542
7:Car Talk	.440	.870	.971	.838	.809	.757
8:Classical - Upstairs	-.097	.883	.722	.888	.551	.717
9:Classical - Downstairs	.589	.333	.753	.259	.929	.516
10:Classical 24	.459	.732	.901	.644	.944	.855
11:Diane Rehm Show	.112	.723	.793	.791	.655	.644
12:Folk	.613	.567	.708	.597	.551	.742
13:Fresh Air	.391	.825	.988	.812	.864	.796
14:Jazz - Downtown	.885	.424	.762	.400	.698	.683
15:Jazz - Uptown		.010	.463	-.051	.579	.542
16:Marketplace	.010		.808	.975	.545	.670
17:Monitor/The World	.463	.808		.785	.868	.772
18:Morning Edition	-.051	.975	.785		.471	.578
19:News/Info (Local)	.579	.545	.868	.471		.765
20:Performance Today	.542	.670	.772	.578	.765	
21:Prairie Home	.230	.914	.939	.904	.739	.794
22:Rock	.767	.197	.637	.104	.902	.665
23:Talk of the Nation	.293	.680	.871	.627	.943	.737
24:Weekend Edition	.006	.925	.868	.956	.633	.564
25:Whad'ya Know	.481	.830	.953	.745	.881	.855

This is a similarity matrix



### Proximity Matrix

Correlation between Vectors of Values					
	21:Prairie Home	22:Rock	23:Talk of the Nation	24:Weekend Edition	25:Whad'y a Know
1:AAA/New Age	.414	.650	.368	.209	.686
2:Adventures in Good Music	.943	.540	.838	.830	.912
3:ATC Weekday	.949	.288	.732	.956	.876
4:ATC Weekend	.950	.254	.789	.976	.822
5:BBC World Service	.499	.686	.770	.609	.635
6:Blues/R&B	.272	.886	.452	.080	.542
7:Car Talk	.914	.580	.810	.876	.957
8:Classical - Upstairs	.893	.225	.745	.875	.708
9:Classical - Downstairs	.547	.876	.826	.473	.745
10:Classical 24	.830	.798	.945	.734	.953
11:Diane Rehm Show	.869	.388	.784	.869	.666
12:Folk	.663	.507	.480	.559	.653
13:Fresh Air	.967	.610	.900	.897	.934
14:Jazz - Downtown	.583	.714	.504	.434	.733
15:Jazz - Uptown	.230	.767	.293	.006	.481
16:Marketplace	.914	.197	.680	.925	.830
17:Monitor/The World	.939	.637	.871	.868	.953
18:Morning Edition	.904	.104	.627	.956	.745
19:News/Info (Local)	.739	.902	.943	.633	.881
20:Performance Today	.794	.665	.737	.564	.855
21:Prairie Home		.424	.828	.932	.902
22:Rock	.424		.744	.269	.678
23:Talk of the Nation	.828	.744		.778	.869
24:Weekend Edition	.932	.269	.778		.792
25:Whad'ya Know	.902	.678	.869	.792	

This is a similarity matrix

PROXIMITIES D8\_01 TO D8\_08  
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 /VIEW=CASE  
 /MEASURE= CORRELATION  
 /STANDARDIZE= NONE .

## Proximities

### Notes

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	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		PROXIMITIES D8_01 TO D8_08 /ID=MINOR /VIEW=CASE /MEASURE= CORRELATION /STANDARDIZE= NONE .
Resources	Workspace Bytes	3800
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### Proximity Matrix

	Correlation between Vectors of Values						
	1:AAA/New Age	2:Adventures in Good Music	3:ATC Weekday	4:ATC Weekend	5:BBC World Service	6:Blues/R&B	7:Car Talk
1:AAA/New Age		.983	.973	.954	.957	.960	.982
2:Adventures in Good Music	.983		.998	.992	.990	.928	.998
3:ATC Weekday	.973	.998		.997	.996	.916	.998
4:ATC Weekend	.954	.992	.997		.997	.891	.992
5:BBC World Service	.957	.990	.996	.997		.899	.993
6:Blues/R&B	.960	.928	.916	.891	.899		.927
7:Car Talk	.982	.998	.998	.992	.993	.927	
8:Classical - Upstairs	.941	.986	.993	.999	.995	.872	.986
9:Classical - Downstairs	.952	.991	.995	.999	.992	.889	.989
10:Classical 24	.981	.999	.999	.993	.994	.925	1.000
11:Diane Rehm Show	.942	.984	.991	.994	.991	.876	.985
12:Folk	.999	.984	.974	.955	.956	.960	.982
13:Fresh Air	.955	.992	.997	1.000	.998	.889	.993
14:Jazz - Downtown	.989	.991	.986	.973	.980	.958	.990
15:Jazz - Uptown	.787	.728	.717	.682	.725	.865	.738
16:Marketplace	.982	1.000	.999	.993	.993	.926	.999
17:Monitor/The World	.954	.991	.997	.999	.998	.897	.991
18:Morning Edition	.973	.998	1.000	.997	.996	.915	.998
19:News/Info (Local)	.945	.988	.993	.998	.995	.888	.986
20:Performance Today	.977	.999	1.000	.996	.995	.921	.999
21:Prairie Home	.952	.991	.997	1.000	.997	.886	.991
22:Rock	.969	.936	.918	.894	.894	.951	.933
23:Talk of the Nation	.935	.982	.991	.998	.994	.870	.984
24:Weekend Edition	.952	.991	.997	1.000	.996	.889	.991
25:Whad'ya Know	.969	.995	.999	.997	.997	.917	.997

This is a similarity matrix

### Proximity Matrix

	Correlation between Vectors of Values						
	8:Classical - Upstairs	9:Classical - Downstairs	10:Classic al 24	11:Diane Rehm Show	12:Folk	13:Fresh Air	14:Jazz - Downtown
1:AAA/New Age	.941	.952	.981	.942	.999	.955	.989
2:Adventures in Good Music	.986	.991	.999	.984	.984	.992	.991
3:ATC Weekday	.993	.995	.999	.991	.974	.997	.986
4:ATC Weekend	.999	.999	.993	.994	.955	1.000	.973
5:BBC World Service	.995	.992	.994	.991	.956	.998	.980
6:Blues/R&B	.872	.889	.925	.876	.960	.889	.958
7:Car Talk	.986	.989	1.000	.985	.982	.993	.990
8:Classical - Upstairs		.998	.988	.994	.943	.998	.964
9:Classical - Downstairs	.998		.991	.993	.954	.998	.970
10:Classical 24	.988	.991		.987	.982	.994	.989
11:Diane Rehm Show	.994	.993	.987		.944	.994	.960
12:Folk	.943	.954	.982	.944		.955	.988
13:Fresh Air	.998	.998	.994	.994	.955		.975
14:Jazz - Downtown	.964	.970	.989	.960	.988	.975	
15:Jazz - Uptown	.660	.666	.730	.653	.779	.689	.814
16:Marketplace	.988	.991	1.000	.985	.983	.993	.991
17:Monitor/The World	.998	.996	.993	.994	.956	.998	.977
18:Morning Edition	.994	.996	.999	.990	.974	.997	.986
19:News/Info (Local)	.998	.997	.988	.989	.947	.997	.972
20:Performance Today	.991	.994	.999	.988	.978	.996	.989
21:Prairie Home	.999	.998	.993	.995	.953	.999	.971
22:Rock	.875	.895	.929	.878	.965	.897	.951
23:Talk of the Nation	.999	.996	.985	.996	.937	.997	.958
24:Weekend Edition	.999	.999	.993	.995	.954	.999	.971
25:Whad'ya Know	.994	.995	.998	.991	.970	.997	.984

This is a similarity matrix

### Proximity Matrix

	Correlation between Vectors of Values					
	15:Jazz - Uptown	16:Marketpla ce	17:Monitor/ The World	18:Morning Edition	19:News/Inf o (Local)	20:Performan ce Today
1:AAA/New Age	.787	.982	.954	.973	.945	.977
2:Adventures in Good Music	.728	1.000	.991	.998	.988	.999
3:ATC Weekday	.717	.999	.997	1.000	.993	1.000
4:ATC Weekend	.682	.993	.999	.997	.998	.996
5:BBC World Service	.725	.993	.998	.996	.995	.995
6:Blues/R&B	.865	.926	.897	.915	.888	.921
7:Car Talk	.738	.999	.991	.998	.986	.999
8:Classical - Upstairs	.660	.988	.998	.994	.998	.991
9:Classical - Downstairs	.666	.991	.996	.996	.997	.994
10:Classical 24	.730	1.000	.993	.999	.988	.999
11:Diane Rehm Show	.653	.985	.994	.990	.989	.988
12:Folk	.779	.983	.956	.974	.947	.978
13:Fresh Air	.689	.993	.998	.997	.997	.996
14:Jazz - Downtown	.814	.991	.977	.986	.972	.989
15:Jazz - Uptown		.734	.706	.717	.694	.728
16:Marketplace	.734		.993	.999	.989	1.000
17:Monitor/The World	.706	.993		.997	.998	.996
18:Morning Edition	.717	.999	.997		.994	1.000
19:News/Info (Local)	.694	.989	.998	.994		.992
20:Performance Today	.728	1.000	.996	1.000	.992	
21:Prairie Home	.678	.992	.999	.997	.997	.995
22:Rock	.775	.931	.888	.918	.884	.923
23:Talk of the Nation	.653	.984	.996	.991	.995	.988
24:Weekend Edition	.677	.992	.999	.997	.998	.995
25:Whad'ya Know	.722	.997	.998	.999	.994	.999

This is a similarity matrix

### Proximity Matrix

	Correlation between Vectors of Values				
	21:Prarie Home	22:Rock	23:Talk of the Nation	24:Weeken d Edition	25:Whad'y a Know
1:AAA/New Age	.952	.969	.935	.952	.969
2:Adventures in Good Music	.991	.936	.982	.991	.995
3:ATC Weekday	.997	.918	.991	.997	.999
4:ATC Weekend	1.000	.894	.998	1.000	.997
5:BBC World Service	.997	.894	.994	.996	.997
6:Blues/R&B	.886	.951	.870	.889	.917
7:Car Talk	.991	.933	.984	.991	.997
8:Classical - Upstairs	.999	.875	.999	.999	.994
9:Classical - Downstairs	.998	.895	.996	.999	.995
10:Classical 24	.993	.929	.985	.993	.998
11:Diane Rehm Show	.995	.878	.996	.995	.991
12:Folk	.953	.965	.937	.954	.970
13:Fresh Air	.999	.897	.997	.999	.997
14:Jazz - Downtown	.971	.951	.958	.971	.984
15:Jazz - Uptown	.678	.775	.653	.677	.722
16:Marketplace	.992	.931	.984	.992	.997
17:Monitor/The World	.999	.888	.996	.999	.998
18:Morning Edition	.997	.918	.991	.997	.999
19:News/Info (Local)	.997	.884	.995	.998	.994
20:Performance Today	.995	.923	.988	.995	.999
21:Prarie Home		.888	.998	1.000	.997
22:Rock	.888		.868	.888	.909
23:Talk of the Nation	.998	.868		.998	.993
24:Weekend Edition	1.000	.888	.998		.997
25:Whad'ya Know	.997	.909	.993	.997	

This is a similarity matrix



## Quick Cluster

### Notes

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	Cases Used	Statistics are based on cases with no missing values for any clustering variable used.
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	QCL_4	Distance of Case from its Classification Cluster Center



### Initial Cluster Centers

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	1	2
AFPCT	1	0
FAPCT	0	0
AOPCT	0	0
FOPCT	0	0
OUPCT	0	1
NODGPCT	0	0
COLDGPCT	0	0
SMADVPCT	0	0
ADVDGPCT	0	0
EGENXPCT	0	0
BBOOMPCT	0	0
SWINGPCT	0	0
WWIIPCT	0	0
WHITEPCT	0	0
BLACKPCT	0	0
HISPPCT	0	0
OTHRCPCT	0	0
MANPCT	0	0

Input from INITIAL Subcommand

### Iteration History<sup>a</sup>

Iteration	Change in Cluster Centers	
	1	2
1	1.457	1.476
2	5.398E-02	5.611E-02
3	1.351E-02	1.480E-02
4	2.043E-02	1.928E-02
5	5.466E-03	5.027E-03
6	8.163E-05	7.543E-05
7	.000	.000

a. Convergence achieved due to no or small distance change. The maximum distance by which any center has changed is .000. The current iteration is 7. The minimum distance between initial centers is 1.414.

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
1	KUSCF	1	.173
2	WETAF	1	.258
3	KCFRF	1	.334
4	KXPRF	1	.324
5	WNYCF	1	.350
6	KUHFF	1	.255
7	WUNCF	1	.345
8	WMFEF	1	.320
9	WOSUF	1	.224
10	WLTRF	1	.288
11	WSHUF	1	.321
12	WDAVF	1	.245
13	WAMCF	1	.401
14	WKARF	1	.615
15	WNEDF	1	.332
16	WMHTF	1	.543
17	WCVF	1	.412
18	WVPRF	1	.479
19	WHROF	1	.295
20	WVTFF	1	.551
21	WUOTF	1	.472
22	KVPRF	1	.514
23	WOIF	1	.422
24	WKNOF	1	.486
25	KBPSF	1	.520
26	WTEBF	1	.483
27	WWFMF	1	.417
28	WPNEF	1	.445
29	WRKFF	1	.542
30	WBAAF	1	.503
31	WEVOF	1	.411
32	KWAXF	1	.639
33	WEKUF	1	.557
34	KCBXF	1	.646
35	KCHOF	1	.599
36	WFIUF	1	.527
37	KHPRF	1	1.001
38	WCBUF	1	.604
39	WVIAF	1	.641
40	WHILF	1	.734
41	KUNCF	1	.731
42	WUISF	1	.717
43	KPBXF	1	.604

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
44	WICRF	1	.750
45	WVIKF	1	.727
46	KMUWF	1	.665
47	WORTF	1	.923
48	KLREF	1	.719
49	KSUIF	1	.950
50	WFSQF	1	.614
51	WETSF	1	.821
52	WXELF	1	.454
53	WJHUF	1	.513
54	WCQSF	1	.641
55	KUCVF	1	1.006
56	WHYYF	1	.721
57	WLRHF	1	.547
58	KRFAF	1	.516
59	KRSUF	1	1.906
60	KRPSF	1	1.011
61	KUAFF	1	.918
62	KTPBF	1	.877
63	WPBXF	1	1.077
64	WSIUF	1	.996
65	KPFAF	1	.744
66	KOSUF	1	1.007
67	WDETf	1	.727
68	WMRAF	1	1.003
69	WUGAF	1	1.199
70	WUALF	1	1.016
71	WJSPF	1	.532
72	WHQRF	1	.908
73	KMUNF	1	1.439
74	WDIYF	1	1.081
75	WGCSF	1	1.532
76	KUT F	1	1.191
77	KVCRF	1	1.281
78	KZYXF	1	1.674
79	KBOOF	1	1.621
80	KCRWF	1	1.422
81	KEDMF	1	1.551
82	WNYCA	1	1.551
83	WSLUF	1	1.435
84	KTEPF	1	2.153
85	WSVHF	1	1.532
86	KAZUF	1	1.558

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
87	WPSUF	1	1.617
88	WJFFF	1	1.491
89	WGGLF	1	1.600
90	KAMUF	1	1.402
91	KSJNF	2	.367
92	WGBHF	2	.293
93	WKSUF	2	.424
94	WBJCF	2	.295
95	WGUCF	2	.265
96	WERNF	2	.403
97	WUSFF	2	.380
98	WQEDF	2	.512
99	WITFF	2	.332
100	WFCRF	2	.295
101	WPKTF	2	.368
102	WABEF	2	.287
103	WXXIF	2	.329
104	KBYUF	2	.467
105	WWNOF	2	.393
106	WMPNF	2	.322
107	WMEAF	2	.616
108	WSFPF	2	.608
109	WPLNF	2	.718
110	WMNRF	2	.501
111	WGTEF	2	.296
112	KBAQF	2	.598
113	KUATF	2	.392
114	WUFTF	2	.397
115	WFDDF	2	.407
116	KPACF	2	.530
117	WCNYF	2	.362
118	WQCSF	2	.509
119	WCALF	2	.397
120	WSCLF	2	.487
121	WAUSF	2	.337
122	KUOPF	2	.447
123	KNPRF	2	.431
124	KCSCF	2	.442
125	KHCCF	2	.581
126	KANUF	2	.575
127	WMUKF	2	.714
128	WSMCF	2	.577
129	WNIUF	2	.529

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
130	KVNOF	2	.580
131	KUERF	2	.658
132	KBIAF	2	.565
133	WILLF	2	.895
134	WFYIF	2	.431
135	KDAQF	2	.657
136	WBLVF	2	.744
137	WBHMF	2	.555
138	WBNIF	2	.649
139	WNINF	2	.404
140	KUNRF	2	.781
141	WDPRF	2	.528
142	WYSUF	2	.859
143	KUNIF	2	.790
144	KNAUF	2	.704
145	WUOLF	2	.494
146	WUWFF	2	.666
147	KEDTF	2	.886
148	KUSPF	2	.894
149	WQLNF	2	.967
150	WKYUF	2	.714
151	WCMUF	2	.736
152	WUCXF	2	.750
153	WFBEF	2	1.025
154	KTPRF	2	.909
155	KBSUF	2	.713
156	WOUBF	2	1.003
157	KHNEF	2	.740
158	KVLUF	2	1.098
159	KCCUF	2	1.888
160	WGTDF	2	1.101
161	WTSUF	2	.829
162	KASUF	2	1.078
163	WVPNF	2	.865
164	WDCLF	2	1.238
165	KRWGF	2	1.642
166	WRPIF	2	1.754
167	KSMUF	2	1.250
168	KVMRF	2	1.167
169	KSORF	2	1.521
170	KPCCF	2	1.315
171	WBSTF	2	1.171
172	WDCBF	2	1.362

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
173	KPFKF	2	1.835
174	KRVSF	2	1.635
175	WRASF	2	1.273
176	WLFMF	2	1.406
177	WBAIF	2	1.622
178	WUSBF	2	1.247
179	WHRVF	2	.911
180	KUMRF	2	1.421
181	WMKYF	2	1.278
182	KRCBF	2	1.446
183	WJCTF	2	1.614
184	KDHXF	2	1.305
185	WKUEF	2	1.421
186	KCNDF	2	1.486
187	KUSDF	2	1.860
188	WTJUF	2	1.582
189	KBPSA	2	1.551
190	KIOSF	2	1.551
191	WZRUF	2	1.841
192	KIPOF	2	1.421
193	KOTOF	2	1.581
194	WUECF	2	1.677
195	KMSUF	2	1.558
196	KCSNF	2	1.991
197	WDPSF	2	1.423
198	WSKGF	2	1.398
199	KWITF	2	1.423
200	KAJXF	2	1.715

### Final Cluster Centers

	Cluster	
	1	2
AFPCT	.38	.16
FAPCT	.18	.18
AOPCT	.07	.07
FOPCT	.16	.23
OUPCT	.22	.36
NODGPCT	.26	.45
COLDGPCT	.18	.24
SMADVPCT	.18	.10
ADVDGPCT	.38	.21
EGENXPCT	.08	.07
BBOOMPCT	.38	.23
SWINGPCT	.29	.27
WWIIPCT	.25	.43
WHITEPCT	.92	.93
BLACKPCT	.01	.02
HISPPCT	.01	.00
OTHRCPCT	.06	.05
MANPCT	.47	.46

### Number of Cases in each Cluster

		Unweighted	Weighted
Cluster	1	90.000	914.543
	2	110.000	988.326
Valid		200.000	1902.869
Missing		.000	.000

1

## EXECUTE

•

\* JAZZ -- 2 Clusters, AF, Other/Unknown.

WEIGHT BY tot\_lh .

## QUICK CLUSTER

afpct fapct aopct fopct oupct

nodgpct coldgpct smadvpct advdgpct

egenxpcr bboompcr swingpcr wwiipcr

whitepct blackpct hisppct othrcpct

manpct

```
/MISSING=LISTWISE
```

```

/INITIAL =      (1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0

```

00001000000000000000)

```
/CRITERIA= CLUSTER(2) MXITER(100) CONVERGE(0)
```

```
/METHOD=KMEANS(NOUPDATE)
```

/SAVE CLUSTER DISTANCE

```
/PRINT ID(c002 ) INITIAL CLUSTER.
```



## Quick Cluster

### Notes

Output Created		14 Dec 98 12:00:11
Comments		
Input	Data	D:\Audience98\Affinity & Appeal\Station Local Jazz.sav
	File Label	Aggregated File
	Filter	<none>
	Weight	Total LH
	Split File	<none>
	N of Rows in Working Data File	196
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any clustering variable used.
Syntax	QUICK CLUSTER afpct fapct aopct fopct oupct nodgpct coldgpct smadvpct advdgpct egenxpct bboompt swingpct wwiipct whitepct blackpct hisppct othrcpct manpct /MISSING=LISTWISE /INITIAL = (1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0) /CRITERIA= CLUSTER(2) MXITER(100) CONVERGE(0) /METHOD=KMEANS(NOUPDATE) /SAVE CLUSTER DISTANCE /PRINT ID(c002 ) INITIAL CLUSTER.	
Resources	Workspace Required	1584 bytes
	Elapsed Time	0:00:00.79
Variables Created or Modified	QCL_1	Cluster Number of Case
	QCL_2	Distance of Case from its Classification Cluster Center

### Initial Cluster Centers

	Cluster	
	1	2
AFPCT	1	0
FAPCT	0	0
AOPCT	0	0
FOPCT	0	0
OUPCT	0	1
NODGPCT	0	0
COLDGPCT	0	0
SMADVPCT	0	0
ADVDGPCT	0	0
EGENXPCT	0	0
BBOOMPCT	0	0
SWINGPCT	0	0
WWIIPCT	0	0
WHITEPCT	0	0
BLACKPCT	0	0
HISPPCT	0	0
OTHRCPCT	0	0
MANPCT	0	0

Input from INITIAL Subcommand

### Iteration History<sup>a</sup>

Iteration	Change in Cluster Centers	
	1	2
1	1.446	1.393
2	5.834E-02	.140
3	5.132E-02	.125
4	1.259E-02	3.138E-02
5	9.355E-03	2.135E-02
6	.000	.000

a. Convergence achieved due to no or small distance change. The maximum distance by which any center has changed is .000. The current iteration is 6. The minimum distance between initial centers is 1.414.

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
1	KCSMF	1	.305
2	KPLUF	1	.359
3	WGBHF	1	.229
4	KLONF	1	.332
5	KBEMF	1	.468
6	KMHDF	1	.660
7	WCVEF	1	.418
8	KUVOF	1	.563
9	KXJZF	1	.480
10	WWOZF	1	.852
11	WDETF	1	.275
12	WJABF	1	.684
13	KTSUF	1	.694
14	WFCRF	1	.291
15	WAERF	1	.298
16	WPFWF	1	.631
17	WGVUF	1	.595
18	KCBXF	1	.661
19	WDCUF	1	.627
20	KPFAF	1	.646
21	KUT F	1	.488
22	WAMUF	1	.667
23	WFAEF	1	.690
24	WERNF	1	.721
25	WUNCF	1	.614
26	KJZZF	1	.949
27	KCKKF	1	.473
28	WBNIF	1	.370
29	WLTRF	1	.840
30	KUERF	1	.674
31	WORTF	1	.884
32	WUOTF	1	.572
33	WUTCF	1	.868
34	WNCUF	1	.732
35	WHYYF	1	.622
36	WEMUF	1	.492
37	WFSSF	1	.588
38	WOI F	1	.504
39	WDCBF	1	.855
40	KCLUF	1	1.187
41	KSKAF	1	.755
42	KUAZF	1	.742
43	WABEF	1	.525

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
44	WVPEF	1	.532
45	KLCCF	1	.578
46	WICRF	1	.811
47	WFIUF	1	.685
48	WSHAF	1	.783
49	WHRVF	1	.497
50	KTEPF	1	1.189
51	KBOOF	1	.849
52	WVPRF	1	.760
53	WCBEF	1	.725
54	WUSFF	1	.863
55	WGLTF	1	1.394
56	WCPNF	1	.997
57	WSFPF	1	1.490
58	WLNZF	1	1.006
59	WUKYF	1	1.225
60	KMUWF	1	.983
61	KRCCF	1	1.222
62	KUNRF	1	.759
63	KPBXF	1	.866
64	WUCXF	1	.753
65	WUCFF	1	.831
66	WJHUF	1	.895
67	KCMWF	1	1.208
68	WNJF	1	1.116
69	WMUBF	1	.983
70	WUISF	1	1.057
71	KWMUF	1	.769
72	WNSBF	1	1.472
73	WUFTF	1	1.333
74	KCURF	1	.880
75	WWNOF	1	.900
76	WBLVF	1	.677
77	KUSPF	1	.791
78	WUOMF	1	.700
79	WMOTF	1	.824
80	KPFTF	1	1.256
81	KBCSF	1	1.266
82	WMEAF	1	.939
83	WFSUF	1	.995
84	WYEPF	1	.805
85	WKARF	1	1.050
86	WEVOF	1	1.004

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
87	KVPRF	1	.965
88	WFDDF	1	.749
89	WBAAA	1	.773
90	KRFAF	1	1.153
91	KVLUF	1	1.223
92	WOUBF	1	1.191
93	WVXUF	1	1.035
94	WCMUF	1	.832
95	WBURF	1	1.125
96	WRKFF	1	1.336
97	WRASF	1	1.094
98	KASUF	1	1.403
99	WVPNF	1	.856
100	WUWFF	1	1.424
101	KSMUF	1	1.659
102	WAMCF	1	1.119
103	WYSUF	1	1.453
104	WTEBF	1	1.357
105	WYSOF	1	1.123
106	WUALF	1	1.309
107	KIOSF	1	1.139
108	KIPOF	1	1.334
109	KUAFF	1	1.267
110	WPNEF	1	1.257
111	WETSF	1	1.255
112	KVNOF	1	1.185
113	KCHOF	1	1.373
114	WJSUF	1	2.000
115	KZYXF	1	1.631
116	WXXIA	1	1.719
117	KGNUF	1	1.421
118	WSLUF	1	1.685
119	KCMUF	1	1.678
120	KNCTF	1	1.540
121	KETRF	1	1.540
122	WBJBF	1	1.656
123	WVTFF	1	1.939
124	KOTOF	1	1.489
125	WTJUF	1	1.682
126	KAOSF	1	1.408
127	KOPNF	1	1.591
128	WMUHF	1	1.535
129	KUARF	1	1.673

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
130	WSIUF	1	1.538
131	KTPBF	1	1.883
132	KMUNF	1	1.792
133	WRTIF	2	.252
134	WLRNF	2	.975
135	WBGOF	2	.507
136	WDUQF	2	.526
137	WBRHF	2	.648
138	WBEZF	2	.380
139	WSIEF	2	.699
140	WCLKF	2	.552
141	WBFOF	2	.551
142	WYMSF	2	.903
143	KAZUF	2	.779
144	WEAAF	2	1.180
145	WVASF	2	1.221
146	WMNFF	2	.787
147	KKFIF	2	.794
148	WCNYF	2	.806
149	KANUF	2	1.042
150	WPBXF	2	.866
151	WFITF	2	.937
152	WAPSF	2	.813
153	WICNF	2	.910
154	KCEPF	2	1.142
155	WQLNF	2	1.085
156	KSJNF	2	.860
157	WFPKF	2	.835
158	KUOPF	2	.739
159	WDNAF	2	.750
160	KUNVF	2	.967
161	WVIAF	2	.904
162	WCSUF	2	.981
163	KGOUF	2	1.160
164	KTPRF	2	1.470
165	KZUMF	2	1.081
166	WESMF	2	1.093
167	WDIYF	2	.904
168	KALWF	2	1.153
169	KEDTF	2	.883
170	WRPIF	2	1.107
171	WNCWF	2	1.399
172	WFBF	2	1.142

### Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
173	WLFMF	2	1.091
174	WVSTF	2	1.042
175	WMUAF	2	.924
176	WGTEF	2	1.462
177	KRCLF	2	1.427
178	KDHXF	2	.737
179	KBSUA	2	.946
180	WVIKF	2	1.213
181	WDPSF	2	1.295
182	KRWGF	2	1.491
183	WRQMF	2	1.447
184	KTNAF	2	1.165
185	KJLUF	2	1.244
186	KRCBF	2	1.165
187	WRFGF	2	1.347
188	KTXKF	2	1.613
189	WUSBF	2	1.380
190	KJHKF	2	1.489
191	KFAIF	2	1.644
192	WDBMF	2	1.731
193	KPFKF	2	1.566
194	KPVUF	2	1.461
195	KUSDF	2	1.447
196	WPRLF	2	1.731

### Final Cluster Centers

	Cluster	
	1	2
AFPCT	.30	.09
FAPCT	.19	.09
AOPCT	.18	.12
FOPCT	.08	.13
OUPCT	.26	.58
NODGPCT	.38	.69
COLDGPCT	.20	.16
SMADVPCT	.14	.05
ADVDGPCT	.28	.10
EGENXPCT	.13	.15
BBOOMPCT	.47	.37
SWINGPCT	.28	.21
WWIIPCT	.12	.27
WHITEPCT	.80	.49
BLACKPCT	.09	.26
HISPPCT	.01	.04
OTHRCPCT	.11	.22
MANPCT	.58	.71

### Number of Cases in each Cluster

		Unweighted	Weighted
Cluster	1	132.000	428.647
	2	64.000	189.717
Valid		196.000	618.364
Missing		.000	.000



WEIGHT BY tot\_lh .

```
USE ALL.
COMPUTE filter_$=(major="Music - Classical").
VARIABLE LABEL filter_$ 'major="Music - Classical" (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMAT filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE .
```

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

## Crosstabs

### Notes

Output Created		14 Dec 98 15:05:25
Comments		
Input	Data	D:\Audience98\Affinity & Appeal\db3_db1_for_appeal_local.sav
	Filter	major="Music - Classical" (FILTER)
	Weight	TOT_LH
	Split File	<none>
	N of Rows in Working Data File	4091
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=ages BY lc_clstr /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:00.54

# **GENERATIONAL DEMOS \* Local Classical Cluster Crosstabulation**

			Local Classical Cluster		Total
			Upstairs	Downstairs	
GENERATIONAL DEMOS		Count	70	74	144
		% within GENERATIONAL DEMOS	48.6%	51.4%	100.0%
		% within Local Classical Cluster	7.7%	7.5%	7.6%
		Adjusted Residual	.1	-.1	
	BOOMER	Count	352	230	582
		% within GENERATIONAL DEMOS	60.5%	39.5%	100.0%
		% within Local Classical Cluster	38.5%	23.3%	30.6%
		Adjusted Residual	7.2	-7.2	
	SWING	Count	268	263	531
		% within GENERATIONAL DEMOS	50.5%	49.5%	100.0%
		% within Local Classical Cluster	29.3%	26.6%	27.9%
		Adjusted Residual	1.3	-1.3	
	WWII	Count	225	421	646
		% within GENERATIONAL DEMOS	34.8%	65.2%	100.0%
		% within Local Classical Cluster	24.6%	42.6%	33.9%
		Adjusted Residual	-8.3	8.3	
Total		Count	915	988	1903
		% within GENERATIONAL DEMOS	48.1%	51.9%	100.0%
		% within Local Classical Cluster	100.0%	100.0%	100.0%

## **Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	82.521 <sup>a</sup>	3	.000
Likelihood Ratio	83.537	3	.000
Linear-by-Linear Association	57.153	1	.000
N of Valid Cases	1903		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 69.24.

```

CROSSTABS
  /TABLES=educ BY lc_clstr
  /FORMAT= AVALUE TABLES
  /STATISTIC=CHISQ
  /CELLS= COUNT ROW COLUMN ASRESID .

```

## Crosstabs

### Notes

Output Created		14 Dec 98 15:05:26
Comments		
Input	Data	D:\Audience98\Affinity & Appeal\db3_db1_for_appeal_local.sav
	Filter	major="Music - Classical" (FILTER)
	Weight	TOT_LH
	Split File	<none>
	N of Rows in Working Data File	4091
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=educ BY lc_clstr /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:00.44

**EDUCATION \* Local Classical Cluster Crosstabulation**

			Local Classical Cluster		
			Upstairs	Downstairs	Total
EDUCATION	NO DEGREE	Count	240	442	682
		% within EDUCATION	35.2%	64.8%	100.0%
		% within Local Classical Cluster	26.3%	44.7%	35.9%
		Adjusted Residual	-8.4	8.4	
	COLLEGE DEGREE	Count	166	241	407
		% within EDUCATION	40.8%	59.2%	100.0%
		% within Local Classical Cluster	18.2%	24.4%	21.4%
		Adjusted Residual	-3.3	3.3	
	SOME ADVANCED	Count	161	95	256
		% within EDUCATION	62.9%	37.1%	100.0%
		% within Local Classical Cluster	17.6%	9.6%	13.5%
		Adjusted Residual	5.1	-5.1	
	ADVANCED DEGREE	Count	347	210	557
		% within EDUCATION	62.3%	37.7%	100.0%
		% within Local Classical Cluster	38.0%	21.3%	29.3%
		Adjusted Residual	8.0	-8.0	
Total	Count		914	988	1902
	% within EDUCATION		48.1%	51.9%	100.0%
	% within Local Classical Cluster		100.0%	100.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	121.668 <sup>a</sup>	3	.000
Likelihood Ratio	123.011	3	.000
Linear-by-Linear Association	111.005	1	.000
N of Valid Cases	1902		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 123.02.

```

CROSSTABS
/TABLES=vals2 BY lc_clstr
/FORMAT= AVALUE TABLES
/STATISTIC=CHISQ
/CELLS= COUNT ROW COLUMN ASRESID .

```

## Crosstabs

### Notes

Output Created		14 Dec 98 15:05:27
Comments		
Input	Data	D:\Audience98\Affinity & Appeal\db3_db1_for_appeal_local.sav
	Filter	major="Music - Classical" (FILTER)
	Weight	TOT_LH
	Split File	<none>
	N of Rows in Working Data File	4091
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=vals2 BY lc_clstr /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:00.75

**Micro VALS Type \* Local Classical Cluster Crosstabulation**

			Local Classical Cluster		Total
			Upstairs	Downstairs	
Micro VALS Type	ACT-FUL	Count	344	159	503
		% within Micro VALS Type	68.4%	31.6%	100.0%
		% within Local Classical Cluster	37.6%	16.1%	26.4%
		Adjusted Residual	10.6	-10.6	
	ACT-OTH	Count	62	67	129
		% within Micro VALS Type	48.1%	51.9%	100.0%
		% within Local Classical Cluster	6.8%	6.8%	6.8%
		Adjusted Residual	.0	.0	
	FUL-ACT	Count	169	182	351
		% within Micro VALS Type	48.1%	51.9%	100.0%
		% within Local Classical Cluster	18.4%	18.4%	18.4%
		Adjusted Residual	.0	.0	
	FUL-OTH	Count	142	227	369
		% within Micro VALS Type	38.5%	61.5%	100.0%
		% within Local Classical Cluster	15.5%	23.0%	19.4%
		Adjusted Residual	-4.1	4.1	
	OTH/UNK	Count	199	354	553
		% within Micro VALS Type	36.0%	64.0%	100.0%
		% within Local Classical Cluster	21.7%	35.8%	29.0%
		Adjusted Residual	-6.8	6.8	
Total		Count	916	989	1905
		% within Micro VALS Type	48.1%	51.9%	100.0%
		% within Local Classical Cluster	100.0%	100.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	129.134 <sup>a</sup>	4	.000
Likelihood Ratio	131.332	4	.000
Linear-by-Linear Association	119.814	1	.000
N of Valid Cases	1905		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 62.03.

SORT CASES BY lc\_clstr .  
 SPLIT FILE  
 LAYERED BY lc\_clstr .

DESCRIPTIVES  
 VARIABLES=a021  
 /STATISTICS=MEAN STDDEV MIN MAX .

## Descriptives

### Notes

Output Created		14 Dec 98 15:05:28
Comments		
Input	Data	D:\Audience98\Affinity & Appeal\db3_db1_for_appeal_local.sav
	Filter	major="Music - Classical" (FILTER)
	Weight	TOT_LH
	Split File	Local Classical Cluster
	N of Rows in Working Data File	4091
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=a021 /STATISTICS=MEAN STDDEV MIN MAX .
Resources	Elapsed Time	0:00:00.12

### Descriptive Statistics

Local Classical Cluster		N	Minimum	Maximum	Mean	Std. Deviation
Upstairs	AGE	915	12	95	53.67	14.62
	Valid N (listwise)	915				
Downstairs	AGE	988	12	94	58.42	15.88
	Valid N (listwise)	988				

```

SPLIT FILE
  OFF.
USE ALL.
COMPUTE filter_$=(major="Music - Jazz").
VARIABLE LABEL filter_$ 'major="Music - Jazz" (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMAT filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE .

```

```

CROSSTABS
  /TABLES=ages BY lj_clstr
  /FORMAT= AVALUE TABLES
  /STATISTIC=CHISQ
  /CELLS= COUNT ROW COLUMN ASRESID .

```

## Crosstabs

### Notes

Output Created		14 Dec 98 15:05:53
Comments		
Input	Data	D:\Audience98\Affinity & Appeal\db3_db1_for_appeal_local.sav
	Filter	major="Music - Jazz" (FILTER)
	Weight	TOT_LH
	Split File	<none>
	N of Rows in Working Data File	1632
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=ages BY lj_clstr /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:00.20



**GENERATIONAL DEMOS \* Local Jazz Cluster Crosstabulation**

			Local Jazz Cluster		Total
			Uptown	Downtown	
GENERATIONAL DEMOS	ECHO/GEN-X	Count	57	28	85
		% within GENERATIONAL DEMOS	67.1%	32.9%	100.0%
		% within Local Jazz Cluster	13.3%	14.7%	13.8%
		Adjusted Residual	-.5	.5	
	BOOMER	Count	201	70	271
		% within GENERATIONAL DEMOS	74.2%	25.8%	100.0%
		% within Local Jazz Cluster	47.0%	36.8%	43.9%
		Adjusted Residual	2.3	-2.3	
	SWING	Count	118	40	158
		% within GENERATIONAL DEMOS	74.7%	25.3%	100.0%
		% within Local Jazz Cluster	27.6%	21.1%	25.6%
		Adjusted Residual	1.7	-1.7	
	WWII	Count	52	52	104
		% within GENERATIONAL DEMOS	50.0%	50.0%	100.0%
		% within Local Jazz Cluster	12.1%	27.4%	16.8%
		Adjusted Residual	-4.7	4.7	
Total	Count		428	190	618
	% within GENERATIONAL DEMOS		69.3%	30.7%	100.0%
	% within Local Jazz Cluster		100.0%	100.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.563 <sup>a</sup>	3	.000
Likelihood Ratio	22.329	3	.000
Linear-by-Linear Association	7.738	1	.005
N of Valid Cases	618		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 26.13.

```

CROSSTABS
/TABLES=educ BY lj_clstr
/FORMAT= AVALUE TABLES
/STATISTIC=CHISQ
/CELLS= COUNT ROW COLUMN ASRESID .

```

## Crosstabs

### Notes

Output Created		14 Dec 98 15:05:54
Comments		
Input	Data	D:\Audience98\Affinity & Appeal\db3_db1_for_appeal_local.sav
	Filter	major="Music - Jazz" (FILTER)
	Weight	TOT_LH
	Split File	<none>
	N of Rows in Working Data File	1632
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=educ BY lj_clstr /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:00.68

### EDUCATION \* Local Jazz Cluster Crosstabulation

			Local Jazz Cluster		
			Uptown	Downtown	Total
EDUCATION	NO DEGREE	Count	163	131	294
		% within EDUCATION	55.4%	44.6%	100.0%
		% within Local Jazz Cluster	38.0%	68.9%	47.5%
		Adjusted Residual	-7.1	7.1	
	COLLEGE DEGREE	Count	87	31	118
		% within EDUCATION	73.7%	26.3%	100.0%
		% within Local Jazz Cluster	20.3%	16.3%	19.1%
		Adjusted Residual	1.2	-1.2	
	SOME ADVANCED	Count	60	9	69
		% within EDUCATION	87.0%	13.0%	100.0%
		% within Local Jazz Cluster	14.0%	4.7%	11.1%
		Adjusted Residual	3.4	-3.4	
	ADVANCED DEGREE	Count	119	19	138
		% within EDUCATION	86.2%	13.8%	100.0%
		% within Local Jazz Cluster	27.7%	10.0%	22.3%
		Adjusted Residual	4.9	-4.9	
Total	Count	429	190	619	
	% within EDUCATION	69.3%	30.7%	100.0%	
	% within Local Jazz Cluster	100.0%	100.0%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.338 <sup>a</sup>	3	.000
Likelihood Ratio	59.371	3	.000
Linear-by-Linear Association	51.173	1	.000
N of Valid Cases	619		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.18.

```

CROSSTABS
  /TABLES=vals2 BY lj_clstr
  /FORMAT= AVALUE TABLES
  /STATISTIC=CHISQ
  /CELLS= COUNT ROW COLUMN ASRESID .

```

## Crosstabs

### Notes

Output Created		14 Dec 98 15:05:55
Comments		
Input	Data	D:\Audience98\Affinity & Appeal\db3_db1_for_appeal_local.sav
	Filter	major="Music - Jazz" (FILTER)
	Weight	TOT_LH
	Split File	<none>
	N of Rows in Working Data File	1632
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=vals2 BY lj_clstr /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:00.73

**Micro VALS Type \* Local Jazz Cluster Crosstabulation**

			Local Jazz Cluster		
			Uptown	Downtown	Total
Micro VALS Type	ACT-FUL	Count	128	16	144
		% within Micro VALS Type	88.9%	11.1%	100.0%
		% within Local Jazz Cluster	29.8%	8.5%	23.3%
		Adjusted Residual	5.8	-5.8	
	ACT-OTH	Count	76	23	99
		% within Micro VALS Type	76.8%	23.2%	100.0%
		% within Local Jazz Cluster	17.7%	12.2%	16.0%
		Adjusted Residual	1.7	-1.7	
	FUL-ACT	Count	80	16	96
		% within Micro VALS Type	83.3%	16.7%	100.0%
		% within Local Jazz Cluster	18.6%	8.5%	15.5%
		Adjusted Residual	3.2	-3.2	
	FUL-OTH	Count	36	24	60
		% within Micro VALS Type	60.0%	40.0%	100.0%
		% within Local Jazz Cluster	8.4%	12.7%	9.7%
		Adjusted Residual	-1.7	1.7	
	OTH/UNK	Count	110	110	220
		% within Micro VALS Type	50.0%	50.0%	100.0%
		% within Local Jazz Cluster	25.6%	58.2%	35.5%
		Adjusted Residual	-7.8	7.8	
Total	Count	430	189	619	
	% within Micro VALS Type	69.5%	30.5%	100.0%	
	% within Local Jazz Cluster	100.0%	100.0%	100.0%	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	78.642 <sup>a</sup>	4	.000
Likelihood Ratio	81.712	4	.000
Linear-by-Linear Association	70.470	1	.000
N of Valid Cases	619		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.32.

SORT CASES BY lj\_clstr .  
 SPLIT FILE  
 LAYERED BY lj\_clstr .

DESCRIPTIVES  
 VARIABLES=a021  
 /STATISTICS=MEAN STDDEV MIN MAX .

## Descriptives

### Notes

Output Created		14 Dec 98 15:05:57
Comments		
Input	Data	D:\Audience98\Affinity & Appeal\db3_db1_for_appeal_local.sav
	Filter	major="Music - Jazz" (FILTER)
	Weight	TOT_LH
	Split File	Local Jazz Cluster
	N of Rows in Working Data File	1632
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	All non-missing data are used.
Syntax		DESCRIPTIVES VARIABLES=a021 /STATISTICS=MEAN STDDEV MIN MAX .
Resources	Elapsed Time	0:00:00.11

### Descriptive Statistics

Local Jazz Cluster		N	Minimum	Maximum	Mean	Std. Deviation
Uptown	AGE	429	12	87	48.25	13.20
	Valid N (listwise)	429				
Downtown	AGE	190	12	87	49.66	15.87
	Valid N (listwise)	190				