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

weight by a015.

FREQUENCIES
  VARIABLES= a029
  /ORDER  ANALYSIS.
```

Frequencies

Notes

Output Created		28 Dec 98 12:40:42
Comments		
Input	Data	D:\Audience98\Minority Report\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 are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES= a029 /ORDER ANALYSIS.
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:00.80

Race/Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	139	1.7	**1.8**	1.8
	Black/African American	362	4.5	**4.7**	6.5
	Asian/Pacific Islander	167	2.1	**2.2**	8.7
	White/Caucasian	6815	85.4	**88.4**	97.1
	Native American/Indian	30	.4	**.4**	97.5
	Mixed/Other	195	2.4	**2.5**	100.0
	Total	7708	96.5	**100.0**	
Missing	7	275	3.5		
Total		7984	100.0		

```
weight by aqh2.

FREQUENCIES
  VARIABLES= a029
  /ORDER  ANALYSIS.
```

Frequencies

Notes

Output Created		28 Dec 98 12:40:43
Comments		
Input	Data	D:\Audience98\Minority Report\db_1_15_use.sav
	Filter	<none>
	Weight	**AQH (a015*a054 in QHs/week)**
	Split File	<none>
	N of Rows in Working Data File	7983
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES= a029 /ORDER ANALYSIS.
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:01.55

Race/Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	3741	1.3	**1.3**	1.3
	Black/African American	11405	3.9	**4.1**	5.4
	Asian/Pacific Islander	4534	1.6	**1.6**	7.0
	White/Caucasian	252831	86.8	**90.1**	97.2
	Native American/Indian	1001	.3	**.4**	97.5
	Mixed/Other	6988	2.4	**2.5**	100.0
	Total	280500	96.3	**100.0**	
Missing	7	10911	3.7		
Total		291412	100.0		

```
weight by giver.

FREQUENCIES
  VARIABLES= a029
  /ORDER  ANALYSIS.
```

Frequencies

Notes

Output Created		28 Dec 98 12:40:45
Comments		
Input	Data	D:\Audience98\Minority Report\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= a029 /ORDER ANALYSIS.
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:01.54

Race/Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	18	.8	**.8**	.8
	Black/African American	54	2.3	**2.4**	3.2
	Asian/Pacific Islander	23	1.0	**1.0**	4.2
	White/Caucasian	2083	89.9	**93.2**	97.4
	Native American/Indian	9	.4	**.4**	97.8
	Mixed/Other	49	2.1	**2.2**	100.0
	Total	2236	96.5	**100.0**	
Missing	7	80	3.5		
Total		2316	100.0		

```
weight by giving.

FREQUENCIES
  VARIABLES= a029
  /ORDER  ANALYSIS.
```

Frequencies

Notes

Output Created		28 Dec 98 12:40:47
Comments		
Input	Data	D:\Audience98\Minority Report\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= a029 /ORDER ANALYSIS.
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:01.73

Race/Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic/Latino	379	.4	**.4**	.4
	Black/African American	2684	2.5	**2.6**	3.0
	Asian/Pacific Islander	741	.7	**.7**	3.7
	White/Caucasian	95574	90.1	**93.6**	97.3
	Native American/Indian	486	.5	**.5**	97.8
	Mixed/Other	2250	2.1	**2.2**	100.0
	Total	102114	96.2	**100.0**	
Missing	7	4015	3.8		
Total		106129	100.0		

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

*********************************
*PART 1: Demographics of Race
*********************************

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

weight by a015.

means
tables = a020m a021 hrsadj a026 ed_years incadj by a029
/cells mean
/statistics anova.
```

Means

Notes

Output Created		28 Dec 98 12:40:48
Comments		
Input	Data	D:\Audience98\Minority Report\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 a029 /cells mean /statistics anova.
Resources	Elapsed Time	0:00:02.49

Report

	Mean						
	Race/Ethnicity						
	Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Percent Male	.48	.46	.47	.50	.53	.52	.50
AGE	37.95	43.05	37.25	49.04	45.69	43.39	48.15
Hours worked per week	24.51	25.44	25.74	22.97	18.76	22.20	23.14
Number of Public Radio Listeners in the Household	1.50	1.51	1.71	1.58	1.58	1.56	1.58
Years of Formal Education	15.21	14.70	16.80	16.27	15.09	15.56	16.17
Household Income in Thousands$	53.73	45.41	54.71	67.21	51.59	50.76	65.21

ANOVA Table

	F	Sig.
Percent Male	.765	.575
AGE	42.996	.000
Hours worked per week	2.486	.030
Number of Public Radio Listeners in the Household	1.890	.093
Years of Formal Education	23.098	.000
Household Income in Thousands$	18.202	.000

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

CROSSTABS
 /TABLES=a020 a027 a024 a025 a026 ages educ a030a a031 BY a029
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
```

Crosstabs

Notes

Output Created		28 Dec 98 12:40:51
Comments		
Input	Data	D:\Audience98\Minority Report\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 a027 a024 a025 a026 ages educ a030a a031 BY a029 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:02.60

SEX * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**3.764**[a]	5	.584
Likelihood Ratio	3.769	5	.583
Linear-by-Linear Association	2.875	1	.090
N of Valid Cases	7709		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.85.

WORK * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
WORK	Does not Work	Count	38	98	44	2057	12	59	2308
		% within WORK	1.6%	4.2%	1.9%	89.1%	.5%	2.6%	100.0%
		% within Race/Ethnicity	27.3%	27.1%	26.3%	30.2%	38.7%	30.3%	29.9%
		Adjusted Residual	-.7	-1.2	-1.0	1.3	1.1	.1	
	1-19 Hours per week	Count	21	45	21	1125	6	37	1255
		% within WORK	1.7%	3.6%	1.7%	89.6%	.5%	2.9%	100.0%
		% within Race/Ethnicity	15.1%	12.4%	12.6%	16.5%	19.4%	19.0%	16.3%
		Adjusted Residual	-.4	-2.0	-1.3	1.5	.5	1.0	
	30+ Hours per week	Count	80	219	102	3633	13	99	4146
		% within WORK	1.9%	5.3%	2.5%	87.6%	.3%	2.4%	100.0%
		% within Race/Ethnicity	57.6%	60.5%	61.1%	53.3%	41.9%	50.8%	53.8%
		Adjusted Residual	.9	2.6	1.9	-2.3	-1.3	-.9	
Total		Count	139	362	167	6815	31	195	7709
		% within WORK	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**15.531**[a]	10	.114
Likelihood Ratio	15.776	10	.106
Linear-by-Linear Association	7.694	1	.006
N of Valid Cases	7709		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.05.

Employment Status * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Employment Status	Employed Man	Count	53	128	64	2592	12	78	2927
		% within Employment Status	1.8%	4.4%	2.2%	88.6%	.4%	2.7%	100.0%
		% within Race/Ethnicity	38.1%	35.4%	38.6%	38.0%	40.0%	40.0%	38.0%
		Adjusted Residual	.0	-1.1	.2	.3	.2	.6	
	Employed Woman	Count	48	137	59	2166	6	58	2474
		% within Employment Status	1.9%	5.5%	2.4%	87.6%	.2%	2.3%	100.0%
		% within Race/Ethnicity	34.5%	37.8%	35.5%	31.8%	20.0%	29.7%	32.1%
		Adjusted Residual	.6	2.4	1.0	-1.7	-1.4	-.7	
	Retired (60+)	Count	3	42	6	1297	4	29	1381
		% within Employment Status	.2%	3.0%	.4%	93.9%	.3%	2.1%	100.0%
		% within Race/Ethnicity	2.2%	11.6%	3.6%	19.0%	13.3%	14.9%	17.9%
		Adjusted Residual	-4.9	-3.2	-4.9	7.0	-.7	-1.1	
	Unemployed (12-59)	Count	35	55	37	760	8	30	925
		% within Employment Status	3.8%	5.9%	4.0%	82.2%	.9%	3.2%	100.0%
		% within Race/Ethnicity	25.2%	15.2%	22.3%	11.2%	26.7%	15.4%	12.0%
		Adjusted Residual	4.8	1.9	4.1	-6.3	2.5	1.5	
Total		Count	139	362	166	6815	30	195	7707
		% within Employment Status	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**108.942**[a]	15	.000
Likelihood Ratio	121.725	15	.000
Linear-by-Linear Association	.939	1	.332
N of Valid Cases	7707		

a. 1 cells (4.2%) have expected count less than 5. The minimum expected count is 3.60.

Number of Public Radio Listeners in the Household * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Number of Public Radio Listeners in the Household	1	Count	89	241	86	3657	21	107	4201
		% within Number of Public Radio Listeners in the Household	2.1%	5.7%	2.0%	87.1%	.5%	2.5%	100.0%
		% within Race/Ethnicity	64.5%	66.6%	52.1%	53.7%	70.0%	54.9%	54.5%
		Adjusted Residual	2.4	4.7	-.6	-4.2	1.7	.1	
	2	Count	35	86	61	2553	7	71	2813
		% within Number of Public Radio Listeners in the Household	1.2%	3.1%	2.2%	90.8%	.2%	2.5%	100.0%
		% within Race/Ethnicity	25.4%	23.8%	37.0%	37.5%	23.3%	36.4%	36.5%
		Adjusted Residual	-2.7	-5.2	.1	4.8	-1.5	.0	
	3	Count	11	22	10	461	0	15	519
		% within Number of Public Radio Listeners in the Household	2.1%	4.2%	1.9%	88.8%	.0%	2.9%	100.0%
		% within Race/Ethnicity	8.0%	6.1%	6.1%	6.8%	.0%	7.7%	6.7%
		Adjusted Residual	.6	-.5	-.3	.3	-1.5	.5	
	4	Count	2	4	4	120	0	1	131
		% within Number of Public Radio Listeners in the Household	1.5%	3.1%	3.1%	91.6%	.0%	.8%	100.0%
		% within Race/Ethnicity	1.4%	1.1%	2.4%	1.8%	.0%	.5%	1.7%
		Adjusted Residual	-.2	-.9	.7	1.1	-.7	-1.3	
	5	Count	0	4	0	19	0	1	24
		% within Number of Public Radio Listeners in the Household	.0%	16.7%	.0%	79.2%	.0%	4.2%	100.0%
		% within Race/Ethnicity	.0%	1.1%	.0%	.3%	.0%	.5%	.3%
		Adjusted Residual	-.7	2.8	-.7	-1.4	-.3	.5	
	6	Count	1	5	4	5	2	0	17
		% within Number of Public Radio Listeners in the Household	5.9%	29.4%	23.5%	29.4%	11.8%	.0%	100.0%
		% within Race/Ethnicity	.7%	1.4%	2.4%	.1%	6.7%	.0%	.2%
		Adjusted Residual	1.3	4.8	6.1	-7.6	7.5	-.7	
	7	Count	0	0	0	1	0	0	1
		% within Number of Public Radio Listeners in the Household	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%
		% within Race/Ethnicity	.0%	.0%	.0%	.0%	.0%	.0%	.0%
		Adjusted Residual	-.1	-.2	-.1	.4	-.1	-.2	
Total		Count	138	362	165	6816	30	195	7706
		% within Number of Public Radio Listeners in the Household	1.8%	4.7%	2.1%	88.5%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**177.698**[a]	30	.000
Likelihood Ratio	100.107	30	.000
Linear-by-Linear Association	1.651	1	.199
N of Valid Cases	7706		

a. 21 cells (50.0%) have expected count less than 5. The minimum expected count is .00.

GENERATIONAL DEMOS * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/ Other	Total
GENERATIONAL DEMOS	ECHO/GEN-X	Count	48	97	72	1054	6	61	1338
		% within GENERATIONAL DEMOS	3.6%	7.2%	5.4%	78.8%	.4%	4.6%	100.0%
		% within Race/Ethnicity	34.8%	26.8%	43.1%	15.5%	20.7%	31.3%	17.4%
		Adjusted Residual	5.5	4.9	8.9	-12.2	.5	5.2	
	BOOMER	Count	72	152	69	2900	12	68	3273
		% within GENERATIONAL DEMOS	2.2%	4.6%	2.1%	88.6%	.4%	2.1%	100.0%
		% within Race/Ethnicity	52.2%	42.0%	41.3%	42.6%	41.4%	34.9%	42.5%
		Adjusted Residual	2.3	-.2	-.3	.4	-.1	-2.2	
	SWING	Count	14	73	20	1510	8	34	1659
		% within GENERATIONAL DEMOS	.8%	4.4%	1.2%	91.0%	.5%	2.0%	100.0%
		% within Race/Ethnicity	10.1%	20.2%	12.0%	22.2%	27.6%	17.4%	21.5%
		Adjusted Residual	-3.3	-.6	-3.0	3.7	.8	-1.4	
	WWII	Count	4	40	6	1351	3	32	1436
		% within GENERATIONAL DEMOS	.3%	2.8%	.4%	94.1%	.2%	2.2%	100.0%
		% within Race/Ethnicity	2.9%	11.0%	3.6%	19.8%	10.3%	16.4%	18.6%
		Adjusted Residual	-4.8	-3.8	-5.0	7.4	-1.1	-.8	
Total		Count	138	362	167	6815	29	195	7706
		% within GENERATIONAL DEMOS	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**223.825**[a]	15	.000
Likelihood Ratio	219.066	15	.000
Linear-by-Linear Association	60.364	1	.000
N of Valid Cases	7706		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.04.

EDUCATION * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
EDUCATION	NO DEGREE	Count	72	219	50	2456	16	91	2904
		% within EDUCATION	2.5%	7.5%	1.7%	84.6%	.6%	3.1%	100.0%
		% within Race/Ethnicity	51.8%	60.3%	29.9%	36.0%	57.1%	46.7%	37.7%
		Adjusted Residual	3.5	9.1	-2.1	-8.2	2.1	2.6	
	COLLEGE DEGREE	Count	24	54	32	1540	4	25	1679
		% within EDUCATION	1.4%	3.2%	1.9%	91.7%	.2%	1.5%	100.0%
		% within Race/Ethnicity	17.3%	14.9%	19.2%	22.6%	14.3%	12.8%	21.8%
		Adjusted Residual	-1.3	-3.3	-.8	4.8	-1.0	-3.1	
	SOME ADVANCED	Count	14	37	19	874	4	33	981
		% within EDUCATION	1.4%	3.8%	1.9%	89.1%	.4%	3.4%	100.0%
		% within Race/Ethnicity	10.1%	10.2%	11.4%	12.8%	14.3%	16.9%	12.7%
		Adjusted Residual	-.9	-1.5	-.5	.7	.2	1.8	
	ADVANCED DEGREE	Count	29	53	66	1946	4	46	2144
		% within EDUCATION	1.4%	2.5%	3.1%	90.8%	.2%	2.1%	100.0%
		% within Race/Ethnicity	20.9%	14.6%	39.5%	28.6%	14.3%	23.6%	27.8%
		Adjusted Residual	-1.8	-5.8	3.4	4.0	-1.6	-1.3	
Total		Count	139	363	167	6816	28	195	7708
		% within EDUCATION	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**134.587**[a]	15	.000
Likelihood Ratio	132.663	15	.000
Linear-by-Linear Association	27.755	1	.000
N of Valid Cases	7708		

a. 1 cells (4.2%) have expected count less than 5. The minimum expected count is 3.56.

College Graduate * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/ Other	Total
College Graduate	No	Count	72	219	50	2456	16	91	2904
		% within College Graduate	2.5%	7.5%	1.7%	84.6%	.6%	3.1%	100.0%
		% within Race/Ethnicity	51.8%	60.3%	29.9%	36.0%	55.2%	46.7%	37.7%
		Adjusted Residual	3.5	9.1	-2.1	-8.2	1.9	2.6	
	Yes	Count	67	144	117	4359	13	104	4804
		% within College Graduate	1.4%	3.0%	2.4%	90.7%	.3%	2.2%	100.0%
		% within Race/Ethnicity	48.2%	39.7%	70.1%	64.0%	44.8%	53.3%	62.3%
		Adjusted Residual	-3.5	-9.1	2.1	8.2	-1.9	-2.6	
Total		Count	139	363	167	6815	29	195	7708
		% within College Graduate	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**113.684**[a]	5	.000
Likelihood Ratio	109.930	5	.000
Linear-by-Linear Association	34.541	1	.000
N of Valid Cases	7708		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.93.

Household Income * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Household Income	Less than $10,000	Count	18	34	15	228	3	16	314
		% within Household Income	5.7%	10.8%	4.8%	72.6%	1.0%	5.1%	100.0%
		% within Race/Ethnicity	14.0%	10.2%	9.7%	3.7%	10.3%	9.8%	4.5%
		Adjusted Residual	5.2	5.2	3.2	-9.0	1.5	3.3	
	$10,000 to $14,999	Count	11	23	10	204	2	14	264
		% within Household Income	4.2%	8.7%	3.8%	77.3%	.8%	5.3%	100.0%
		% within Race/Ethnicity	8.5%	6.9%	6.5%	3.3%	6.9%	8.5%	3.8%
		Adjusted Residual	2.9	3.1	1.8	-5.8	.9	3.2	
	$15,000 to $19,999	Count	9	22	6	260	1	11	309
		% within Household Income	2.9%	7.1%	1.9%	84.1%	.3%	3.6%	100.0%
		% within Race/Ethnicity	7.0%	6.6%	3.9%	4.2%	3.4%	6.7%	4.4%
		Adjusted Residual	1.4	2.0	-.3	-2.4	-.3	1.4	
	$20,000 to $24,999	Count	7	24	16	298	1	20	366
		% within Household Income	1.9%	6.6%	4.4%	81.4%	.3%	5.5%	100.0%
		% within Race/Ethnicity	5.4%	7.2%	10.3%	4.8%	3.4%	12.2%	5.2%
		Adjusted Residual	.1	1.7	2.9	-4.3	-.4	4.1	
	$25,000 to $29,999	Count	11	41	10	348	1	6	417
		% within Household Income	2.6%	9.8%	2.4%	83.5%	.2%	1.4%	100.0%
		% within Race/Ethnicity	8.5%	12.3%	6.5%	5.6%	3.4%	3.7%	6.0%
		Adjusted Residual	1.2	5.0	.3	-3.3	-.6	-1.3	
	$30,000 to $39,999	Count	9	36	22	753	7	21	848
		% within Household Income	1.1%	4.2%	2.6%	88.8%	.8%	2.5%	100.0%
		% within Race/Ethnicity	7.0%	10.8%	14.2%	12.2%	24.1%	12.8%	12.1%
		Adjusted Residual	-1.8	-.7	.8	.3	2.0	.3	
	$40,000 to $49,999	Count	12	37	12	831	2	20	914
		% within Household Income	1.3%	4.0%	1.3%	90.9%	.2%	2.2%	100.0%
		% within Race/Ethnicity	9.3%	11.1%	7.7%	13.4%	6.9%	12.2%	13.1%
		Adjusted Residual	-1.3	-1.1	-2.0	2.5	-1.0	-.3	
	$50,000 to $74,999	Count	23	68	32	1458	5	22	1608
		% within Household Income	1.4%	4.2%	2.0%	90.7%	.3%	1.4%	100.0%
		% within Race/Ethnicity	17.8%	20.5%	20.6%	23.6%	17.2%	13.4%	23.0%
		Adjusted Residual	-1.4	-1.1	-.7	3.2	-.7	-2.9	
	$75,000 to $99,999	Count	10	27	12	822	6	18	895
		% within Household Income	1.1%	3.0%	1.3%	91.8%	.7%	2.0%	100.0%
		% within Race/Ethnicity	7.8%	8.1%	7.7%	13.3%	20.7%	11.0%	12.8%
		Adjusted Residual	-1.7	-2.6	-1.9	3.4	1.3	-.7	
	$100,000 to $199,999	Count	18	19	17	824	0	13	891
		% within Household Income	2.0%	2.1%	1.9%	92.5%	.0%	1.5%	100.0%
		% within Race/Ethnicity	14.0%	5.7%	11.0%	13.3%	.0%	7.9%	12.7%
		Adjusted Residual	.4	-3.9	-.7	4.0	-2.1	-1.9	
	$200,000 or more	Count	1	1	3	165	1	3	174
		% within Household Income	.6%	.6%	1.7%	94.8%	.6%	1.7%	100.0%
		% within Race/Ethnicity	.8%	.3%	1.9%	2.7%	3.4%	1.8%	2.5%
		Adjusted Residual	-1.3	-2.6	-.4	2.7	.3	-.5	
Total		Count	129	332	155	6191	29	164	7000
		% within Household Income	1.8%	4.7%	2.2%	88.4%	.4%	2.3%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**248.290**[a]	50	.000
Likelihood Ratio	223.581	50	.000
Linear-by-Linear Association	43.611	1	.000
N of Valid Cases	7000		

a. 14 cells (21.2%) have expected count less than 5. The minimum expected count is .72.

```
**********************************
*PART 2: Utiligraphics of Race
**********************************

weight by a014.

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

means
tables = a038 a039 pct_core rel_sc2 a046 to a049 a054 a060 a066 a072 a078 a084 a
  090 by a029
/cells mean
/statistics anova.
```

Means

Notes

Output Created		28 Dec 98 12:40:54
Comments		
Input	Data	D:\Audience98\Minority Report\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	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 a029 /cells mean /statistics anova.
Resources	Elapsed Time	0:00:03.92

Report

	Mean						
	Race/Ethnicity						
	Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed /Other	Total
Years Listening to Station A	7.49	8.83	5.08	10.01	12.63	8.05	9.75
Years Listening to Station B	7.27	9.35	5.85	10.28	6.43	10.29	10.08
Percent in Core	30.05	32.26	46.27	48.92	36.91	46.99	47.47
Reliance Factor Score	-.2107	-.2342	-4.E-02	.1443	4.207E-02	.0198	.1088
Number of Public Stations Used Across the Week	1.18	1.15	1.23	1.29	1.57	1.21	1.28
Total number of Stations Used Across the Week	4.43	4.68	4.54	4.15	5.72	4.46	4.21
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	3.55	3.07	3.59	3.92	3.85	3.68	3.85
Horizontal Hold to Radio (# of Days Listened Out of 7)	6.12	6.11	6.08	6.05	6.56	5.98	6.06
Time Spent Listening to Public Radio (QHs/week)- Total	27.15	32.90	27.25	36.95	35.72	36.64	36.30
Time Spent Listening to the Radio (QHs/week)- Total	111.21	122.71	75.92	91.83	129.02	103.78	94.02
Loyalty to Public Radio (Total)	32.230	30.454	39.475	44.161	33.518	39.900	42.911
Occasions to Public Radio (in Tune-Ins/Week)- Total	5.72	5.99	6.88	8.02	7.19	6.79	7.80
Occasions to the Radio (in Tune-Ins/Week)- Total	21.62	22.43	18.96	20.66	24.21	20.38	20.74
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	4.722	6.561	4.053	4.704	7.224	5.694	4.826
Avg. Duration per Occasion to the Radio (in QHs)(Total)	5.605	6.209	4.066	4.680	5.686	5.580	4.796

ANOVA Table

	F	Sig.
Years Listening to Station A	14.362	.000
Years Listening to Station B	2.268	.046
Percent in Core	13.088	.000
Reliance Factor Score	14.886	.000
Number of Public Stations Used Across the Week	8.308	.000
Total number of Stations Used Across the Week	8.399	.000
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	13.738	.000
Horizontal Hold to Radio (# of Days Listened Out of 7)	1.464	.198
Time Spent Listening to Public Radio (QHs/week)- Total	3.440	.004
Time Spent Listening to the Radio (QHs/week)- Total	20.989	.000
Loyalty to Public Radio (Total)	18.071	.000
Occasions to Public Radio (in Tune-Ins/Week)- Total	9.797	.000
Occasions to the Radio (in Tune-Ins/Week)- Total	3.080	.009
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	19.822	.000
Avg. Duration per Occasion to the Radio (in QHs)(Total)	22.763	.000

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

CROSSTABS
 /TABLES=core a045y relian2 a048 a049 PR_Locs to RA_Work a052 a053 loyalty BY a0
   29
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
```

Crosstabs

Notes

Output Created		28 Dec 98 12:40:57
Comments		
Input	Data	D:\Audience98\Minority Report\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 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 loyalty BY a029 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:02.86

Core/Fringe * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Core/Fringe	Fringe	Count	113	278	92	3406	21	106	4016
		% within Core/Fringe	2.8%	6.9%	2.3%	84.8%	.5%	2.6%	100.0%
		% within Race/Ethnicity	69.8%	67.8%	53.8%	51.1%	63.6%	53.0%	52.5%
		Adjusted Residual	4.4	6.4	.3	-6.7	1.3	.1	
	Core	Count	49	132	79	3262	12	94	3628
		% within Core/Fringe	1.4%	3.6%	2.2%	89.9%	.3%	2.6%	100.0%
		% within Race/Ethnicity	30.2%	32.2%	46.2%	48.9%	36.4%	47.0%	47.5%
		Adjusted Residual	-4.4	-6.4	-.3	6.7	-1.3	-.1	
Total		Count	162	410	171	6668	33	200	7644
		% within Core/Fringe	2.1%	5.4%	2.2%	87.2%	.4%	2.6%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**65.020**[a]	5	.000
Likelihood Ratio	66.738	5	.000
Linear-by-Linear Association	42.769	1	.000
N of Valid Cases	7644		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.66.

Exclusive Listener to Public Radio * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**7.789**[a]	5	.168
Likelihood Ratio	8.665	5	.123
Linear-by-Linear Association	.872	1	.350
N of Valid Cases	7644		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.46.

Utiligraphic Reliance on Public Radio * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Utiligraphic Reliance on Public Radio	Weak	Count	106	286	96	3303	18	104	3913
		% within Utiligraphic Reliance on Public Radio	2.7%	7.3%	2.5%	84.4%	.5%	2.7%	100.0%
		% within Race/Ethnicity	65.8%	69.8%	56.1%	49.5%	54.5%	52.0%	51.2%
		Adjusted Residual	3.8	7.7	1.3	-7.6	.4	.2	
	Strong	Count	55	124	75	3365	15	96	3730
		% within Utiligraphic Reliance on Public Radio	1.5%	3.3%	2.0%	90.2%	.4%	2.6%	100.0%
		% within Race/Ethnicity	34.2%	30.2%	43.9%	50.5%	45.5%	48.0%	48.8%
		Adjusted Residual	-3.8	-7.7	-1.3	7.6	-.4	-.2	
Total		Count	161	410	171	6668	33	200	7643
		% within Utiligraphic Reliance on Public Radio	2.1%	5.4%	2.2%	87.2%	.4%	2.6%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**79.577**[a]	5	.000
Likelihood Ratio	81.599	5	.000
Linear-by-Linear Association	52.206	1	.000
N of Valid Cases	7643		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.10.

Horizontal Hold to Public Radio (# of Days Listened Out of 7) * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	1	Count	34	129	39	1350	6	44	1602
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	2.1%	8.1%	2.4%	84.3%	.4%	2.7%	100.0%
		% within Race/Ethnicity	21.0%	31.4%	22.9%	20.2%	18.8%	22.0%	21.0%
		Adjusted Residual	.0	5.3	.6	-4.0	-.3	.4	
	2	Count	32	79	34	878	4	28	1055
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	3.0%	7.5%	3.2%	83.2%	.4%	2.7%	100.0%
		% within Race/Ethnicity	19.8%	19.2%	20.0%	13.2%	12.5%	14.0%	13.8%
		Adjusted Residual	2.2	3.3	2.4	-4.2	-.2	.1	
	3	Count	19	48	14	722	5	27	835
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	2.3%	5.7%	1.7%	86.5%	.6%	3.2%	100.0%
		% within Race/Ethnicity	11.7%	11.7%	8.2%	10.8%	15.6%	13.5%	10.9%
		Adjusted Residual	.3	.5	-1.1	-.7	.9	1.2	
	4	Count	14	36	16	769	3	27	865
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	1.6%	4.2%	1.8%	88.9%	.3%	3.1%	100.0%
		% within Race/Ethnicity	8.6%	8.8%	9.4%	11.5%	9.4%	13.5%	11.3%
		Adjusted Residual	-1.1	-1.7	-.8	1.6	-.3	1.0	
	5	Count	28	56	27	996	4	28	1139
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	2.5%	4.9%	2.4%	87.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	17.3%	13.6%	15.9%	14.9%	12.5%	14.0%	14.9%
		Adjusted Residual	.9	-.7	.4	.2	-.4	-.4	
	6	Count	20	32	21	864	8	16	961
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	2.1%	3.3%	2.2%	89.9%	.8%	1.7%	100.0%
		% within Race/Ethnicity	12.3%	7.8%	12.4%	13.0%	25.0%	8.0%	12.6%
		Adjusted Residual	-.1	-3.0	-.1	2.6	2.1	-2.0	
	7	Count	15	31	19	1090	2	30	1187
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	1.3%	2.6%	1.6%	91.8%	.2%	2.5%	100.0%
		% within Race/Ethnicity	9.3%	7.5%	11.2%	16.3%	6.3%	15.0%	15.5%
		Adjusted Residual	-2.2	-4.6	-1.6	5.2	-1.5	-.2	
Total		Count	162	411	170	6669	32	200	7644
		% within Horizontal Hold to Public Radio (# of Days Listened Out of 7)	2.1%	5.4%	2.2%	87.2%	.4%	2.6%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**96.286**[a]	30	.000
Likelihood Ratio	97.828	30	.000
Linear-by-Linear Association	31.828	1	.000
N of Valid Cases	7644		

a. 6 cells (14.3%) have expected count less than 5. The minimum expected count is 3.50.

Horizontal Hold to Radio (# of Days Listened Out of 7) * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**41.275**[a]	30	.082
Likelihood Ratio	53.337	30	.005
Linear-by-Linear Association	1.173	1	.279
N of Valid Cases	7643		

a. 13 cells (31.0%) have expected count less than 5. The minimum expected count is .21.

Locations of Public Radio Listening * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**26.636**[a]	10	.003
Likelihood Ratio	29.948	10	.001
Linear-by-Linear Association	13.529	1	.000
N of Valid Cases	7644		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 2.51.

Locations of Radio Listening * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**32.524**[a]	10	.000
Likelihood Ratio	31.795	10	.000
Linear-by-Linear Association	.696	1	.404
N of Valid Cases	7644		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.53.

Public Radio At Home * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**10.508**[a]	5	.062
Likelihood Ratio	10.768	5	.056
Linear-by-Linear Association	.163	1	.687
N of Valid Cases	7645		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.70.

Public Radio In Car * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**57.579**[a]	5	.000
Likelihood Ratio	54.804	5	.000
Linear-by-Linear Association	22.892	1	.000
N of Valid Cases	7644		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.22.

Public Radio At Work * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**7.067**[a]	5	.216
Likelihood Ratio	7.738	5	.171
Linear-by-Linear Association	.048	1	.826
N of Valid Cases	7646		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.47.

Radio At Home * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**21.731**[a]	5	.001
Likelihood Ratio	26.758	5	.000
Linear-by-Linear Association	.983	1	.321
N of Valid Cases	7642		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.38.

Radio In Car * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**39.701**[a]	5	.000
Likelihood Ratio	34.078	5	.000
Linear-by-Linear Association	7.102	1	.008
N of Valid Cases	7643		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.40.

Radio At Work * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**25.415**[a]	5	.000
Likelihood Ratio	24.699	5	.000
Linear-by-Linear Association	12.865	1	.000
N of Valid Cases	7645		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.06.

Weekpart of Listening to Public Radio * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American /Indian	Mixed/Other	Total
Weekpart of Listening to Public Radio	Weekdays Only	Count	84	140	78	2426	9	69	2806
		% within Weekpart of Listening to Public Radio	3.0%	5.0%	2.8%	86.5%	.3%	2.5%	100.0%
		% within Race/Ethnicity	51.9%	34.1%	45.9%	36.4%	27.3%	34.5%	36.7%
		Adjusted Residual	4.0	-1.1	2.5	-1.5	-1.1	-.7	
	Weekends Only	Count	17	91	16	687	3	33	847
		% within Weekpart of Listening to Public Radio	2.0%	10.7%	1.9%	81.1%	.4%	3.9%	100.0%
		% within Race/Ethnicity	10.5%	22.1%	9.4%	10.3%	9.1%	16.5%	11.1%
		Adjusted Residual	-.2	7.3	-.7	-5.7	-.4	2.5	
	Both Weekends and Weekdays	Count	61	180	76	3555	21	98	3991
		% within Weekpart of Listening to Public Radio	1.5%	4.5%	1.9%	89.1%	.5%	2.5%	100.0%
		% within Race/Ethnicity	37.7%	43.8%	44.7%	53.3%	63.6%	49.0%	52.2%
		Adjusted Residual	-3.7	-3.5	-2.0	5.0	1.3	-.9	
Total		Count	162	411	170	6668	33	200	7644
		% within Weekpart of Listening to Public Radio	2.1%	5.4%	2.2%	87.2%	.4%	2.6%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**87.731**[a]	10	.000
Likelihood Ratio	76.578	10	.000
Linear-by-Linear Association	14.505	1	.000
N of Valid Cases	7644		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.66.

Weekpart of Listening to the Radio * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**6.622**[a]	10	.761
Likelihood Ratio	6.980	10	.727
Linear-by-Linear Association	1.518	1	.218
N of Valid Cases	7645		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .17.

Loyalty * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Loyalty	0 to 20%	Count	83	210	69	2320	14	81	2777
		% within Loyalty	3.0%	7.6%	2.5%	83.5%	.5%	2.9%	100.0%
		% within Race/Ethnicity	51.6%	51.3%	40.4%	34.8%	40.0%	40.3%	36.3%
		Adjusted Residual	4.1	6.5	1.1	-7.3	.5	1.2	
	21 to 40%	Count	33	78	31	1200	6	32	1380
		% within Loyalty	2.4%	5.7%	2.2%	87.0%	.4%	2.3%	100.0%
		% within Race/Ethnicity	20.5%	19.1%	18.1%	18.0%	17.1%	15.9%	18.1%
		Adjusted Residual	.8	.5	.0	-.3	-.1	-.8	
	41 to 60%	Count	14	60	24	907	10	39	1054
		% within Loyalty	1.3%	5.7%	2.3%	86.1%	.9%	3.7%	100.0%
		% within Race/Ethnicity	8.7%	14.7%	14.0%	13.6%	28.6%	19.4%	13.8%
		Adjusted Residual	-1.9	.5	.1	-1.2	2.5	2.3	
	61 to 80%	Count	11	25	19	826	2	20	903
		% within Loyalty	1.2%	2.8%	2.1%	91.5%	.2%	2.2%	100.0%
		% within Race/Ethnicity	6.8%	6.1%	11.1%	12.4%	5.7%	10.0%	11.8%
		Adjusted Residual	-2.0	-3.7	-.3	4.1	-1.1	-.8	
	81 to 100%	Count	20	36	28	1414	3	29	1530
		% within Loyalty	1.3%	2.4%	1.8%	92.4%	.2%	1.9%	100.0%
		% within Race/Ethnicity	12.4%	8.8%	16.4%	21.2%	8.6%	14.4%	20.0%
		Adjusted Residual	-2.4	-5.8	-1.2	6.8	-1.7	-2.0	
Total		Count	161	409	171	6667	35	201	7644
		% within Loyalty	2.1%	5.4%	2.2%	87.2%	.5%	2.6%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**116.497**[a]	20	.000
Likelihood Ratio	122.883	20	.000
Linear-by-Linear Association	48.642	1	.000
N of Valid Cases	7644		

a. 2 cells (6.7%) have expected count less than 5. The minimum expected count is 4.13.

```
************************************************************
*PART 3: Attitudinal & Giving Characteristics of Race
************************************************************

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 a029
/cells mean
/statistics anova.
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Means

Notes

Output Created		28 Dec 98 12:41:00
Comments		
Input	Data	D:\Audience98\Minority Report\db_1_15_use.sav
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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 a029 /cells mean /statistics anova.
Resources	Elapsed Time	0:00:05.46

Report

	Mean						
	Race/Ethnicity						
	Hispanic /Latino	Black/African American	Asian/Pacific Islander	White/ Caucasian	Native American/Indian	Mixed/ Other	Total
Sense of Community Factor Score	2.2E-02	-8.E-02	-.1487	1.2E-02	.1115	.0951	6.2E-03
Personal Importance of Station(s)	4.71	4.81	4.73	4.82	4.74	4.80	4.82
Underwriter Anxiety Factor Score	.1822	1.7E-02	1.1E-02	-7.E-03	.2725	-.0134	-1.E-03
PDR Factor Score	.3226	.4243	.1198	-3.E-02	.1492	.1034	1.9E-03
Perception of PR Funding	.40	.31	.24	.36	.32	.39	.36
Reconciled Current Giver	.14	.16	.15	.35	.29	.29	.33
Personal Importance of Station A	4.66	4.76	4.65	4.71	4.58	4.72	4.71
Personal Importance of Station B	4.20	4.27	4.66	4.83	4.16	5.18	4.80
Personal Importance of Local Programming on Station A	4.24	4.62	4.25	4.17	4.70	4.11	4.20
Personal Importance of Local Programming on Station B	3.84	4.27	4.24	4.23	3.49	4.12	4.22
Personal Importance of Network Programming on Station A	4.59	4.36	4.56	4.55	4.41	4.45	4.54
Personal Importance of Network Programming on Station B	4.12	4.12	4.35	4.45	4.04	4.32	4.42
The news programming on public radio is unique, not available on commercial stations	4.93	4.49	4.53	4.90	4.69	4.80	4.87
The music programming on public radio is unique, not available on commerical stations	4.91	4.73	4.45	5.04	5.27	4.96	5.01
I seek out public radio whenever I move residence or travel out of town	4.57	4.28	4.20	4.51	4.58	4.61	4.49
I generally think of public radio as being financially supported by contributing listeners	4.64	4.64	4.43	4.80	4.70	4.82	4.78
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.59	3.72	4.04	3.62	3.78	3.50	3.63
The social and cultural values I hear expressed on PR usually fit closely with my own values	4.24	4.27	4.19	4.26	4.40	4.32	4.26
I keep listening to the public radio station during its on-air membership drives	3.75	3.88	3.36	3.39	3.80	3.68	3.42
The on-air membership drives are getting more prevalent than in the past	4.31	4.27	3.98	4.24	4.13	4.13	4.24
The on-air membership drives are becoming easier to listen to than in the past	3.59	3.68	3.46	3.12	3.18	3.19	3.16
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.21	4.00	3.91	4.16	4.17	3.97	4.14
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.34	3.23	3.29	3.24	3.34	3.23	3.24
My opinion of a company is more positive when I find out that it supports public radio	4.47	4.25	4.34	4.40	4.74	4.33	4.39
I am concerned that businesses which support PR may eventually force changes in the prog	3.88	3.76	3.80	3.50	4.20	3.72	3.53
I personally would be less likely to contribute to PR if more businesses were to support it	3.43	3.40	3.37	3.12	2.98	3.25	3.15
Public Television Support by Household in the last two years	1.32	1.32	1.27	1.48	1.29	1.45	1.47
Changes in Use of public radio stations in recent years	4.01	3.93	3.62	3.91	3.72	3.94	3.90
Changes in Use of commercial radio stations in recent years	2.41	2.68	2.75	2.48	3.07	2.34	2.49
Changes in Use of public television stations in recent years	3.58	3.50	3.34	3.52	3.28	3.57	3.52
Changes in Use of commercial television stations in recent years	2.46	2.83	2.84	2.43	2.84	2.38	2.46
Changes in Use of cable television channels in recent years	3.38	3.79	3.29	3.48	3.25	3.41	3.48
Changes in Use of Internet or on-line services	3.82	3.60	3.97	4.17	4.34	4.03	4.13

ANOVA Table

	F	Sig.
Sense of Community Factor Score	1.772	.115
Personal Importance of Station(s)	.437	.823
Underwriter Anxiety Factor Score	1.424	.212
PDR Factor Score	18.137	.000
Perception of PR Funding	3.015	.010
Reconciled Current Giver	21.547	.000
Personal Importance of Station A	.301	.912
Personal Importance of Station B	4.581	.000
Personal Importance of Local Programming on Station A	7.902	.000
Personal Importance of Local Programming on Station B	.925	.464
Personal Importance of Network Programming on Station A	1.486	.191
Personal Importance of Network Programming on Station B	1.534	.176
The news programming on public radio is unique, not available on commercial stations	11.668	.000
The music programming on public radio is unique, not available on commerical stations	14.902	.000
I seek out public radio whenever I move residence or travel out of town	3.277	.006
I generally think of public radio as being financially supported by contributing listeners	5.331	.000
I generally think of public radio as being financially supported by universities or gov't tax dollars	4.629	.000
The social and cultural values I hear expressed on PR usually fit closely with my own values	.329	.896
I keep listening to the public radio station during its on-air membership drives	11.375	.000
The on-air membership drives are getting more prevalent than in the past	2.196	.052
The on-air membership drives are becoming easier to listen to than in the past	21.097	.000
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.594	.000
The on-air mentions of business support (underwriting) are getting more annoying than in the past	.279	.925
My opinion of a company is more positive when I find out that it supports public radio	1.911	.089
I am concerned that businesses which support PR may eventually force changes in the prog	9.051	.000
I personally would be less likely to contribute to PR if more businesses were to support it	6.502	.000
Public Television Support by Household in the last two years	14.034	.000
Changes in Use of public radio stations in recent years	3.129	.008
Changes in Use of commercial radio stations in recent years	6.289	.000
Changes in Use of public television stations in recent years	1.435	.209
Changes in Use of commercial television stations in recent years	16.336	.000
Changes in Use of cable television channels in recent years	5.005	.000
Changes in Use of Internet or on-line services	10.005	.000

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

CROSSTABS
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   161 a162ml to a167ml a167u vals2 vals3
a0967a a096 by a029
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 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
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Crosstabs

Notes

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	Split File	<none>
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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 a147a to a160a a161 a162ml to a167ml a167u vals2 vals3 a0967a a096 by a029 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
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	Cells Available	14563
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Sense of Community * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Sense of Community	Weak SOC	Count	63	181	85	2885	14	76	3304
		% within Sense of Community	1.9%	5.5%	2.6%	87.3%	.4%	2.3%	100.0%
		% within Race/Ethnicity	46.7%	51.3%	51.5%	43.8%	46.7%	40.4%	44.3%
		Adjusted Residual	.6	2.7	1.9	-2.4	.3	-1.1	
	Strong SOC	Count	72	172	80	3702	16	112	4154
		% within Sense of Community	1.7%	4.1%	1.9%	89.1%	.4%	2.7%	100.0%
		% within Race/Ethnicity	53.3%	48.7%	48.5%	56.2%	53.3%	59.6%	55.7%
		Adjusted Residual	-.6	-2.7	-1.9	2.4	-.3	1.1	
Total		Count	135	353	165	6587	30	188	7458
		% within Sense of Community	1.8%	4.7%	2.2%	88.3%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**12.630**[a]	5	.027
Likelihood Ratio	12.560	5	.028
Linear-by-Linear Association	8.347	1	.004
N of Valid Cases	7458		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.29.

Maximum Importance of Station(s) * Race/Ethnicity

Crosstab

			Race/Ethnicity		
			Hispanic/Latino	Black/African American	Asian/Pacific Islander
Maximum Importance of Station(s)	Disagree	Count	21	37	16
		% within Maximum Importance of Station(s)	2.5%	4.4%	1.9%
		% within Race/Ethnicity	15.4%	10.5%	9.6%
		Adjusted Residual	1.7	-.3	-.6
	Agree	Count	115	317	150
		% within Maximum Importance of Station(s)	1.7%	4.6%	2.2%
		% within Race/Ethnicity	84.6%	89.5%	90.4%
		Adjusted Residual	-1.7	.3	.6
Total		Count	136	354	166
		% within Maximum Importance of Station(s)	1.8%	4.6%	2.2%
		% within Race/Ethnicity	100.0%	100.0%	100.0%

Crosstab

			Race/Ethnicity	
			White/Caucasian	Native American/Indian
Maximum Importance of Station(s)	Disagree	Count	745	2
		% within Maximum Importance of Station(s)	88.2%	.2%
		% within Race/Ethnicity	11.0%	6.7%
		Adjusted Residual	-.4	-.8
	Agree	Count	6045	28
		% within Maximum Importance of Station(s)	88.6%	.4%
		% within Race/Ethnicity	89.0%	93.3%
		Adjusted Residual	.4	.8
Total		Count	6790	30
		% within Maximum Importance of Station(s)	88.5%	.4%
		% within Race/Ethnicity	100.0%	100.0%

Crosstab

			Race/Ethnicit	
			Mixed/Other	Total
Maximum Importance of Station(s)	Disagree	Count	24	845
		% within Maximum Importance of Station(s)	2.8%	100.0%
		% within Race/Ethnicity	12.4%	11.0%
		Adjusted Residual	.6	
	Agree	Count	169	6824
		% within Maximum Importance of Station(s)	2.5%	100.0%
		% within Race/Ethnicity	87.6%	89.0%
		Adjusted Residual	-.6	
Total		Count	193	7669
		% within Maximum Importance of Station(s)	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**4.141**[a]	5	.529
Likelihood Ratio	3.961	5	.555
Linear-by-Linear Association	.167	1	.683
N of Valid Cases	7669		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.31.

Underwriter Anxiety * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Underwriter Anxiety	Weak	Count	67	186	91	3686	12	109	4151
		% within Underwriter Anxiety	1.6%	4.5%	2.2%	88.8%	.3%	2.6%	100.0%
		% within Race/Ethnicity	50.0%	53.4%	56.9%	56.9%	42.9%	58.9%	56.6%
		Adjusted Residual	-1.6	-1.2	.1	1.4	-1.5	.6	
	Strong	Count	67	162	69	2795	16	76	3185
		% within Underwriter Anxiety	2.1%	5.1%	2.2%	87.8%	.5%	2.4%	100.0%
		% within Race/Ethnicity	50.0%	46.6%	43.1%	43.1%	57.1%	41.1%	43.4%
		Adjusted Residual	1.6	1.2	-.1	-1.4	1.5	-.6	
Total		Count	134	348	160	6481	28	185	7336
		% within Underwriter Anxiety	1.8%	4.7%	2.2%	88.3%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**6.543**[a]	5	.257
Likelihood Ratio	6.493	5	.261
Linear-by-Linear Association	3.290	1	.070
N of Valid Cases	7336		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.16.

Pledge Drive Resentment * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Pledge Drive Resentment	Weak	Count	84	242	103	3515	17	111	4072
		% within Pledge Drive Resentment	2.1%	5.9%	2.5%	86.3%	.4%	2.7%	100.0%
		% within Race/Ethnicity	63.2%	69.5%	63.2%	53.5%	58.6%	58.7%	54.8%
		Adjusted Residual	2.0	5.7	2.2	-6.2	.4	1.1	
	Strong	Count	49	106	60	3057	12	78	3362
		% within Pledge Drive Resentment	1.5%	3.2%	1.8%	90.9%	.4%	2.3%	100.0%
		% within Race/Ethnicity	36.8%	30.5%	36.8%	46.5%	41.4%	41.3%	45.2%
		Adjusted Residual	-2.0	-5.7	-2.2	6.2	-.4	-1.1	
Total		Count	133	348	163	6572	29	189	7434
		% within Pledge Drive Resentment	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**44.844**[a]	5	.000
Likelihood Ratio	46.079	5	.000
Linear-by-Linear Association	21.028	1	.000
N of Valid Cases	7434		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.12.

Perception of PR Funding * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Perception of PR Funding	Beliefs Not Associated with Giving	Count	84	250	126	4347	20	120	4947
		% within Perception of PR Funding	1.7%	5.1%	2.5%	87.9%	.4%	2.4%	100.0%
		% within Race/Ethnicity	60.4%	68.9%	75.4%	63.8%	69.0%	61.2%	64.2%
		Adjusted Residual	-.9	1.9	3.1	-2.0	.5	-.9	
	Beliefs Associated with Giving	Count	55	113	41	2468	9	76	2762
		% within Perception of PR Funding	2.0%	4.1%	1.5%	89.4%	.3%	2.8%	100.0%
		% within Race/Ethnicity	39.6%	31.1%	24.6%	36.2%	31.0%	38.8%	35.8%
		Adjusted Residual	.9	-1.9	-3.1	2.0	-.5	.9	
Total		Count	139	363	167	6815	29	196	7709
		% within Perception of PR Funding	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**15.041**[a]	5	.010
Likelihood Ratio	15.667	5	.008
Linear-by-Linear Association	2.742	1	.098
N of Valid Cases	7709		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.39.

Reconciled Current Giver * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American /Indian	Mixed/Other	Total
Reconciled Current Giver	Not Current	Count	120	306	141	4453	21	139	5180
		% within Reconciled Current Giver	2.3%	5.9%	2.7%	86.0%	.4%	2.7%	100.0%
		% within Race/Ethnicity	86.3%	84.5%	84.4%	65.3%	70.0%	70.9%	67.2%
		Adjusted Residual	4.8	7.2	4.8	-9.6	.3	1.1	
	Current	Count	19	56	26	2362	9	57	2529
		% within Reconciled Current Giver	.8%	2.2%	1.0%	93.4%	.4%	2.3%	100.0%
		% within Race/Ethnicity	13.7%	15.5%	15.6%	34.7%	30.0%	29.1%	32.8%
		Adjusted Residual	-4.8	-7.2	-4.8	9.6	-.3	-1.1	
Total		Count	139	362	167	6815	30	196	7709
		% within Reconciled Current Giver	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**106.913**[a]	5	.000
Likelihood Ratio	120.675	5	.000
Linear-by-Linear Association	60.609	1	.000
N of Valid Cases	7709		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.84.

Self-Reported Giver Type * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Self-Reported Giver Type	Don't Give	Count	87	194	108	3212	15	85	3701
		% within Self-Reported Giver Type	2.4%	5.2%	2.9%	86.8%	.4%	2.3%	100.0%
		% within Race/Ethnicity	72.5%	63.6%	80.0%	52.6%	57.7%	52.8%	54.0%
		Adjusted Residual	4.1	3.5	6.1	-6.7	.4	-.3	
	Not Current Givers	Count	18	69	9	1139	2	35	1272
		% within Self-Reported Giver Type	1.4%	5.4%	.7%	89.5%	.2%	2.8%	100.0%
		% within Race/Ethnicity	15.0%	22.6%	6.7%	18.6%	7.7%	21.7%	18.5%
		Adjusted Residual	-1.0	1.9	-3.6	.6	-1.4	1.1	
	Give $1 to $49	Count	8	26	14	696	3	18	765
		% within Self-Reported Giver Type	1.0%	3.4%	1.8%	91.0%	.4%	2.4%	100.0%
		% within Race/Ethnicity	6.7%	8.5%	10.4%	11.4%	11.5%	11.2%	11.2%
		Adjusted Residual	-1.6	-1.5	-.3	1.8	.1	.0	
	Give $50 to $99	Count	6	8	4	661	4	14	697
		% within Self-Reported Giver Type	.9%	1.1%	.6%	94.8%	.6%	2.0%	100.0%
		% within Race/Ethnicity	5.0%	2.6%	3.0%	10.8%	15.4%	8.7%	10.2%
		Adjusted Residual	-1.9	-4.5	-2.8	5.1	.9	-.6	
	Give $100+	Count	1	8	0	403	2	9	423
		% within Self-Reported Giver Type	.2%	1.9%	.0%	95.3%	.5%	2.1%	100.0%
		% within Race/Ethnicity	.8%	2.6%	.0%	6.6%	7.7%	5.6%	6.2%
		Adjusted Residual	-2.5	-2.6	-3.0	4.2	.3	-.3	
Total		Count	120	305	135	6111	26	161	6858
		% within Self-Reported Giver Type	1.7%	4.4%	2.0%	89.1%	.4%	2.3%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**105.778**[a]	20	.000
Likelihood Ratio	130.603	20	.000
Linear-by-Linear Association	47.688	1	.000
N of Valid Cases	6858		

a. 4 cells (13.3%) have expected count less than 5. The minimum expected count is 1.60.

The news programming on public radio is unique, not available on commercial stations * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/ Indian	Mixed/Other	Total
The news programming on public radio is unique, not available on commercial stations	Disagree	Count	11	61	20	702	6	26	826
		% within The news programming on public radio is unique, not available on commercial stations	1.3%	7.4%	2.4%	85.0%	.7%	3.1%	100.0%
		% within Race/Ethnicity	8.1%	17.4%	12.1%	10.5%	20.7%	14.0%	10.9%
		Adjusted Residual	-1.1	4.0	.5	-3.4	1.7	1.3	
	Agree	Count	125	290	145	5982	23	160	6725
		% within The news programming on public radio is unique, not available on commercial stations	1.9%	4.3%	2.2%	89.0%	.3%	2.4%	100.0%
		% within Race/Ethnicity	91.9%	82.6%	87.9%	89.5%	79.3%	86.0%	89.1%
		Adjusted Residual	1.1	-4.0	-.5	3.4	-1.7	-1.3	
Total		Count	136	351	165	6684	29	186	7551
		% within The news programming on public radio is unique, not available on commercial stations	1.8%	4.6%	2.2%	88.5%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**22.213**[a]	5	.000
Likelihood Ratio	19.681	5	.001
Linear-by-Linear Association	1.356	1	.244
N of Valid Cases	7551		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.17.

The music programming on public radio is unique, not available on commerical stations * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/ Indian	Mixed/Other	Total
The music programming on public radio is unique, not available on commerical stations	Disagree	Count	17	45	34	562	2	21	681
		% within The music programming on public radio is unique, not available on commerical stations	2.5%	6.6%	5.0%	82.5%	.3%	3.1%	100.0%
		% within Race/Ethnicity	12.6%	12.7%	20.5%	8.4%	7.1%	11.0%	9.0%
		Adjusted Residual	1.5	2.5	5.3	-5.1	-.3	1.0	
	Agree	Count	118	310	132	6162	26	170	6918
		% within The music programming on public radio is unique, not available on commerical stations	1.7%	4.5%	1.9%	89.1%	.4%	2.5%	100.0%
		% within Race/Ethnicity	87.4%	87.3%	79.5%	91.6%	92.9%	89.0%	91.0%
		Adjusted Residual	-1.5	-2.5	-5.3	5.1	.3	-1.0	
Total		Count	135	355	166	6724	28	191	7599
		% within The music programming on public radio is unique, not available on commerical stations	1.8%	4.7%	2.2%	88.5%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**39.272**[a]	5	.000
Likelihood Ratio	31.926	5	.000
Linear-by-Linear Association	9.834	1	.002
N of Valid Cases	7599		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 2.51.

I seek out public radio whenever I move residence or travel out of town * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**15.188**[a]	5	.010
Likelihood Ratio	14.561	5	.012
Linear-by-Linear Association	7.560	1	.006
N of Valid Cases	7545		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.43.

I generally think of public radio as being financially supported by contributing listeners * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**19.873**[a]	5	.001
Likelihood Ratio	17.622	5	.003
Linear-by-Linear Association	11.622	1	.001
N of Valid Cases	7631		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 2.90.

I generally think of public radio as being financially supported by universities or gov't tax dollars * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**12.144**[a]	5	.033
Likelihood Ratio	12.386	5	.030
Linear-by-Linear Association	.464	1	.496
N of Valid Cases	7617		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.47.

The social and cultural values I hear expressed on public radio usually fit closely with my own values * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.395**[a]	5	.792
Likelihood Ratio	2.332	5	.802
Linear-by-Linear Association	.001	1	.982
N of Valid Cases	7572		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.65.

I keep listening to the public radio station during its on-air membership drives * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/ Indian	Mixed/Other	Total
I keep listening to the public radio station during its on-air membership drives	Disagree	Count	54	118	85	3308	11	77	3653
		% within I keep listening to the public radio station during its on-air membership drives	1.5%	3.2%	2.3%	90.6%	.3%	2.1%	100.0%
		% within Race/Ethnicity	40.6%	33.3%	51.8%	49.1%	36.7%	40.5%	48.1%
		Adjusted Residual	-1.7	-5.7	1.0	5.3	-1.3	-2.1	
	Agree	Count	79	236	79	3423	19	113	3949
		% within I keep listening to the public radio station during its on-air membership drives	2.0%	6.0%	2.0%	86.7%	.5%	2.9%	100.0%
		% within Race/Ethnicity	59.4%	66.7%	48.2%	50.9%	63.3%	59.5%	51.9%
		Adjusted Residual	1.7	5.7	-1.0	-5.3	1.3	2.1	
Total		Count	133	354	164	6731	30	190	7602
		% within I keep listening to the public radio station during its on-air membership drives	1.7%	4.7%	2.2%	88.5%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**43.712**[a]	5	.000
Likelihood Ratio	44.501	5	.000
Linear-by-Linear Association	10.582	1	.001
N of Valid Cases	7602		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.42.

The on-air membership drives are getting more prevalent than in the past * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.790**[a]	5	.732
Likelihood Ratio	2.688	5	.748
Linear-by-Linear Association	.002	1	.960
N of Valid Cases	7473		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.09.

The on-air membership drives are becoming easier to listen to than in the past * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/ Indian	Mixed/Other	Total
The on-air membership drives are becoming easier to listen to than in the past	Disagree	Count	57	146	76	3995	17	103	4394
		% within The on-air membership drives are becoming easier to listen to than in the past	1.3%	3.3%	1.7%	90.9%	.4%	2.3%	100.0%
		% within Race/Ethnicity	42.2%	41.6%	46.1%	60.6%	58.6%	54.2%	58.9%
		Adjusted Residual	-4.0	-6.8	-3.4	8.3	.0	-1.3	
	Agree	Count	78	205	89	2592	12	87	3063
		% within The on-air membership drives are becoming easier to listen to than in the past	2.5%	6.7%	2.9%	84.6%	.4%	2.8%	100.0%
		% within Race/Ethnicity	57.8%	58.4%	53.9%	39.4%	41.4%	45.8%	41.1%
		Adjusted Residual	4.0	6.8	3.4	-8.3	.0	1.3	
Total		Count	135	351	165	6587	29	190	7457
		% within The on-air membership drives are becoming easier to listen to than in the past	1.8%	4.7%	2.2%	88.3%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**80.236**[a]	5	.000
Likelihood Ratio	78.771	5	.000
Linear-by-Linear Association	44.085	1	.000
N of Valid Cases	7457		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.91.

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

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**12.783**[a]	5	.025
Likelihood Ratio	12.213	5	.032
Linear-by-Linear Association	2.270	1	.132
N of Valid Cases	7395		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.08.

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

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**7.178**[a]	5	.208
Likelihood Ratio	7.014	5	.220
Linear-by-Linear Association	2.078	1	.149
N of Valid Cases	7439		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.80.

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

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**15.761**[a]	5	.008
Likelihood Ratio	14.717	5	.012
Linear-by-Linear Association	1.699	1	.192
N of Valid Cases	7588		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.80.

I am concerned that businesses which support public radio may eventually force changes in the programming * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**45.023**[a]	5	.000
Likelihood Ratio	45.361	5	.000
Linear-by-Linear Association	10.078	1	.002
N of Valid Cases	7589		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.47.

I personally would be less likely to contribute to public radio if more businesses * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**36.078**[a]	5	.000
Likelihood Ratio	35.031	5	.000
Linear-by-Linear Association	20.056	1	.000
N of Valid Cases	7485		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.29.

Public Television Support by Household in the last two years * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Public Television Support by Household in the last two years	No	Count	83	210	110	3322	20	97	3842
		% within Public Television Support by Household in the last two years	2.2%	5.5%	2.9%	86.5%	.5%	2.5%	100.0%
		% within Race/Ethnicity	68.6%	68.0%	72.8%	51.9%	71.4%	55.7%	53.5%
		Adjusted Residual	3.4	5.2	4.8	-7.7	1.9	.6	
	Yes	Count	38	99	41	3075	8	76	3337
		% within Public Television Support by Household in the last two years	1.1%	3.0%	1.2%	92.1%	.2%	2.3%	100.0%
		% within Race/Ethnicity	31.4%	32.0%	27.2%	48.1%	28.6%	43.7%	46.5%
		Adjusted Residual	-3.4	-5.2	-4.8	7.7	-1.9	-.7	
	Don't Know	Count	0	0	0	0	0	1	1
		% within Public Television Support by Household in the last two years	.0%	.0%	.0%	.0%	.0%	100.0%	100.0%
		% within Race/Ethnicity	.0%	.0%	.0%	.0%	.0%	.6%	.0%
		Adjusted Residual	-.1	-.2	-.1	-2.9	-.1	6.3	
Total		Count	121	309	151	6397	28	174	7180
		% within Public Television Support by Household in the last two years	1.7%	4.3%	2.1%	89.1%	.4%	2.4%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**110.469**[a]	10	.000
Likelihood Ratio	79.954	10	.000
Linear-by-Linear Association	34.003	1	.000
N of Valid Cases	7180		

a. 6 cells (33.3%) have expected count less than 5. The minimum expected count is .00.

Changes in Use of public radio stations in recent years * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**22.558**[a]	10	.013
Likelihood Ratio	21.067	10	.021
Linear-by-Linear Association	.152	1	.696
N of Valid Cases	7584		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 2.43.

Changes in Use of commercial radio stations in recent years * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**34.654**[a]	10	.000
Likelihood Ratio	32.292	10	.000
Linear-by-Linear Association	4.233	1	.040
N of Valid Cases	7196		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 4.52.

Changes in Use of public television stations in recent years * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**24.300**[a]	10	.007
Likelihood Ratio	23.960	10	.008
Linear-by-Linear Association	.044	1	.835
N of Valid Cases	7268		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.93.

Changes in Use of commercial television stations in recent years * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/ Indian	Mixed/Other	Total
Changes in Use of commercial television stations in recent years	Use less	Count	60	130	52	3174	10	92	3518
		% within Changes in Use of commercial television stations in recent years	1.7%	3.7%	1.5%	90.2%	.3%	2.6%	100.0%
		% within Race/Ethnicity	45.8%	38.1%	33.5%	49.5%	35.7%	50.3%	48.5%
		Adjusted Residual	-.6	-3.9	-3.8	4.6	-1.4	.5	
	Use same	Count	56	120	67	2590	11	75	2919
		% within Changes in Use of commercial television stations in recent years	1.9%	4.1%	2.3%	88.7%	.4%	2.6%	100.0%
		% within Race/Ethnicity	42.7%	35.2%	43.2%	40.4%	39.3%	41.0%	40.2%
		Adjusted Residual	.6	-1.9	.8	.6	-.1	.2	
	Use more	Count	15	91	36	652	7	16	817
		% within Changes in Use of commercial television stations in recent years	1.8%	11.1%	4.4%	79.8%	.9%	2.0%	100.0%
		% within Race/Ethnicity	11.5%	26.7%	23.2%	10.2%	25.0%	8.7%	11.3%
		Adjusted Residual	.1	9.2	4.8	-8.2	2.3	-1.1	
Total		Count	131	341	155	6416	28	183	7254
		% within Changes in Use of commercial television stations in recent years	1.8%	4.7%	2.1%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**124.334**[a]	10	.000
Likelihood Ratio	100.209	10	.000
Linear-by-Linear Association	36.487	1	.000
N of Valid Cases	7254		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.15.

Changes in Use of cable television channels in recent years * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**18.692**[a]	10	.044
Likelihood Ratio	18.604	10	.046
Linear-by-Linear Association	2.394	1	.122
N of Valid Cases	5276		

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.31.

Changes in Use of Internet or on-line services * Race/Ethnicity

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**85.351**[a]	10	.000
Likelihood Ratio	70.184	10	.000
Linear-by-Linear Association	32.751	1	.000
N of Valid Cases	3431		

a. 2 cells (11.1%) have expected count less than 5. The minimum expected count is 1.31.

Changes in Use of Internet or on-line services * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Changes in Use of Internet or on-line services	Don't Use	Count	68	209	58	3684	13	86	4118
		% within Changes in Use of Internet or on-line services	1.7%	5.1%	1.4%	89.5%	.3%	2.1%	100.0%
		% within Race/Ethnicity	49.3%	60.4%	34.9%	55.2%	44.8%	45.0%	54.6%
		Adjusted Residual	-1.3	2.2	-5.1	2.9	-1.1	-2.7	
	Use	Count	70	137	108	2994	16	105	3430
		% within Changes in Use of Internet or on-line services	2.0%	4.0%	3.1%	87.3%	.5%	3.1%	100.0%
		% within Race/Ethnicity	50.7%	39.6%	65.1%	44.8%	55.2%	55.0%	45.4%
		Adjusted Residual	1.3	-2.2	5.1	-2.9	1.1	2.7	
Total		Count	138	346	166	6678	29	191	7548
		% within Changes in Use of Internet or on-line services	1.8%	4.6%	2.2%	88.5%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**41.197**[a]	5	.000
Likelihood Ratio	41.245	5	.000
Linear-by-Linear Association	.738	1	.390
N of Valid Cases	7548		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.18.

Micro VALS Type * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Micro VALS Type	ACT-FUL	Count	21	32	33	1749	10	33	1878
		% within Micro VALS Type	1.1%	1.7%	1.8%	93.1%	.5%	1.8%	100.0%
		% within Race/Ethnicity	15.2%	8.8%	19.9%	25.7%	33.3%	16.9%	24.4%
		Adjusted Residual	-2.5	-7.0	-1.4	7.3	1.1	-2.5	
	ACT-OTH	Count	16	32	13	729	1	32	823
		% within Micro VALS Type	1.9%	3.9%	1.6%	88.6%	.1%	3.9%	100.0%
		% within Race/Ethnicity	11.6%	8.8%	7.8%	10.7%	3.3%	16.4%	10.7%
		Adjusted Residual	.4	-1.2	-1.2	.1	-1.3	2.6	
	FUL-ACT	Count	21	53	25	1240	3	48	1390
		% within Micro VALS Type	1.5%	3.8%	1.8%	89.2%	.2%	3.5%	100.0%
		% within Race/Ethnicity	15.2%	14.6%	15.1%	18.2%	10.0%	24.6%	18.0%
		Adjusted Residual	-.9	-1.7	-1.0	1.0	-1.1	2.4	
	FUL-OTH	Count	14	38	23	878	2	17	972
		% within Micro VALS Type	1.4%	3.9%	2.4%	90.3%	.2%	1.7%	100.0%
		% within Race/Ethnicity	10.1%	10.5%	13.9%	12.9%	6.7%	8.7%	12.6%
		Adjusted Residual	-.9	-1.2	.5	2.0	-1.0	-1.7	
	OTH/UNK	Count	66	207	72	2220	14	65	2644
		% within Micro VALS Type	2.5%	7.8%	2.7%	84.0%	.5%	2.5%	100.0%
		% within Race/Ethnicity	47.8%	57.2%	43.4%	32.6%	46.7%	33.3%	34.3%
		Adjusted Residual	3.4	9.4	2.5	-8.9	1.4	-.3	
Total		Count	138	362	166	6816	30	195	7707
		% within Micro VALS Type	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**151.304**[a]	20	.000
Likelihood Ratio	154.176	20	.000
Linear-by-Linear Association	64.687	1	.000
N of Valid Cases	7707		

a. 2 cells (6.7%) have expected count less than 5. The minimum expected count is 3.20.

VALS GROUPS * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/ Indian	Mixed/Other	Total
VALS GROUPS	AFA	Count	42	85	58	2989	12	81	3267
		% within VALS GROUPS	1.3%	2.6%	1.8%	91.5%	.4%	2.5%	100.0%
		% within Race/Ethnicity	30.4%	23.5%	34.9%	43.9%	41.4%	41.5%	42.4%
		Adjusted Residual	-2.9	-7.5	-2.0	7.2	-.1	-.2	
	ACT-OTH	Count	16	32	13	729	1	32	823
		% within VALS GROUPS	1.9%	3.9%	1.6%	88.6%	.1%	3.9%	100.0%
		% within Race/Ethnicity	11.6%	8.8%	7.8%	10.7%	3.4%	16.4%	10.7%
		Adjusted Residual	.4	-1.2	-1.2	.1	-1.3	2.6	
	FUL-ACT	Count	14	38	23	878	2	17	972
		% within VALS GROUPS	1.4%	3.9%	2.4%	90.3%	.2%	1.7%	100.0%
		% within Race/Ethnicity	10.1%	10.5%	13.9%	12.9%	6.9%	8.7%	12.6%
		Adjusted Residual	-.9	-1.2	.5	2.0	-.9	-1.7	
	OTH/UNK	Count	66	207	72	2220	14	65	2644
		% within VALS GROUPS	2.5%	7.8%	2.7%	84.0%	.5%	2.5%	100.0%
		% within Race/Ethnicity	47.8%	57.2%	43.4%	32.6%	48.3%	33.3%	34.3%
		Adjusted Residual	3.4	9.4	2.5	-8.9	1.6	-.3	
Total		Count	138	362	166	6816	29	195	7706
		% within VALS GROUPS	1.8%	4.7%	2.2%	88.5%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**130.642**[a]	15	.000
Likelihood Ratio	127.101	15	.000
Linear-by-Linear Association	69.255	1	.000
N of Valid Cases	7706		

a. 2 cells (8.3%) have expected count less than 5. The minimum expected count is 3.10.

Actualizer Primary or Secondary * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Actualizer Primary or Secondary	No	Count	69	229	84	2872	16	69	3339
		% within Actualizer Primary or Secondary	2.1%	6.9%	2.5%	86.0%	.5%	2.1%	100.0%
		% within Race/Ethnicity	50.0%	63.3%	50.3%	42.1%	53.3%	35.2%	43.3%
		Adjusted Residual	1.6	7.8	1.8	-5.8	1.1	-2.3	
	Yes	Count	69	133	83	3944	14	127	4370
		% within Actualizer Primary or Secondary	1.6%	3.0%	1.9%	90.3%	.3%	2.9%	100.0%
		% within Race/Ethnicity	50.0%	36.7%	49.7%	57.9%	46.7%	64.8%	56.7%
		Adjusted Residual	-1.6	-7.8	-1.8	5.8	-1.1	2.3	
Total		Count	138	362	167	6816	30	196	7709
		% within Actualizer Primary or Secondary	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**74.815**[a]	5	.000
Likelihood Ratio	74.331	5	.000
Linear-by-Linear Association	51.534	1	.000
N of Valid Cases	7709		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.99.

Primary VALS 2 Type * Race/Ethnicity

Crosstab

			Race/Ethnicity						
			Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Primary VALS 2 Type	No VALS 2 Type assigned	Count	4	23	7	205	3	7	249
		% within Primary VALS 2 Type	1.6%	9.2%	2.8%	82.3%	1.2%	2.8%	100.0%
		% within Race/Ethnicity	2.9%	6.4%	4.2%	3.0%	10.0%	3.6%	3.2%
		Adjusted Residual	-.2	3.4	.7	-3.0	2.1	.3	
	Actualizer	Count	38	65	46	2477	10	66	2702
		% within Primary VALS 2 Type	1.4%	2.4%	1.7%	91.7%	.4%	2.4%	100.0%
		% within Race/Ethnicity	27.3%	18.0%	27.4%	36.3%	33.3%	33.7%	35.0%
		Adjusted Residual	-1.9	-7.0	-2.1	6.6	-.2	-.4	
	Fulfilled	Count	35	91	49	2118	5	64	2362
		% within Primary VALS 2 Type	1.5%	3.9%	2.1%	89.7%	.2%	2.7%	100.0%
		% within Race/Ethnicity	25.2%	25.1%	29.2%	31.1%	16.7%	32.7%	30.6%
		Adjusted Residual	-1.4	-2.3	-.4	2.3	-1.7	.6	
	Believer	Count	6	39	6	422	1	9	483
		% within Primary VALS 2 Type	1.2%	8.1%	1.2%	87.4%	.2%	1.9%	100.0%
		% within Race/Ethnicity	4.3%	10.8%	3.6%	6.2%	3.3%	4.6%	6.3%
		Adjusted Residual	-1.0	3.6	-1.5	-.7	-.7	-1.0	
	Achiever	Count	4	35	24	532	0	3	598
		% within Primary VALS 2 Type	.7%	5.9%	4.0%	89.0%	.0%	.5%	100.0%
		% within Race/Ethnicity	2.9%	9.7%	14.3%	7.8%	.0%	1.5%	7.8%
		Adjusted Residual	-2.2	1.4	3.2	.5	-1.6	-3.3	
	Striver	Count	14	36	10	353	4	11	428
		% within Primary VALS 2 Type	3.3%	8.4%	2.3%	82.5%	.9%	2.6%	100.0%
		% within Race/Ethnicity	10.1%	9.9%	6.0%	5.2%	13.3%	5.6%	5.6%
		Adjusted Residual	2.3	3.7	.2	-3.9	1.9	.0	
	Experiencer	Count	21	46	22	246	3	21	359
		% within Primary VALS 2 Type	5.8%	12.8%	6.1%	68.5%	.8%	5.8%	100.0%
		% within Race/Ethnicity	15.1%	12.7%	13.1%	3.6%	10.0%	10.7%	4.7%
		Adjusted Residual	5.9	7.4	5.2	-12.0	1.4	4.1	
	Maker	Count	17	15	2	282	4	8	328
		% within Primary VALS 2 Type	5.2%	4.6%	.6%	86.0%	1.2%	2.4%	100.0%
		% within Race/Ethnicity	12.2%	4.1%	1.2%	4.1%	13.3%	4.1%	4.3%
		Adjusted Residual	4.7	-.1	-2.0	-1.4	2.5	-.1	
	Struggler	Count	0	12	2	180	0	7	201
		% within Primary VALS 2 Type	.0%	6.0%	1.0%	89.6%	.0%	3.5%	100.0%
		% within Race/Ethnicity	.0%	3.3%	1.2%	2.6%	.0%	3.6%	2.6%
		Adjusted Residual	-1.9	.9	-1.2	.5	-.9	.9	
Total		Count	139	362	168	6815	30	196	7710
		% within Primary VALS 2 Type	1.8%	4.7%	2.2%	88.4%	.4%	2.5%	100.0%
		% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**308.859**[a]	40	.000
Likelihood Ratio	269.924	40	.000
Linear-by-Linear Association	44.751	1	.000
N of Valid Cases	7710		

a. 10 cells (18.5%) have expected count less than 5. The minimum expected count is .78.

```
*****************************************************************************
* 3 Clusters for Black Listeners at Station + Major Combinations,
*           Advanced Degree Baby Boomer, Advanced Degree, All Else
*           Specify initial cluster centers.
*           Results in Higher Resource, Middle Resource, Lower Resource Blacks.
*****************************************************************************

WEIGHT BY tot_lh .

QUICK CLUSTER
  afpct fapct aopct fopct oupct
  nodgpct coldgpct smadvpct advdgpct
  egenxpct bboompct swingpct wwiipct
  manpct
  /MISSING=LISTWISE
  /INITIAL =          (0 0 0 0 0 0 0 0 1 0 1 0 0 0
                                  0 0 0 0 0 0 0 0 1 0 0 0 0 0
                                  0 0 0 0 0 1 0 0 0 0 0 0 0 0)
  /CRITERIA= CLUSTER(3) MXITER(100) CONVERGE(0)
  /METHOD=KMEANS(NOUPDATE)
  /SAVE CLUSTER DISTANCE
  /PRINT ID(c002) INITIAL CLUSTER.
```

Quick Cluster

Notes

Output Created		22 Jan 99 09:29:24
Comments		
Input	Data	D:\Audience98\Minority Report\Station Major Profile.sav
	File Label	Aggregated File
	Filter	<none>
	Weight	Total LH
	Split File	<none>
	N of Rows in Working Data File	387
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 bboompct swingpct wwiipct manpct /MISSING=LISTWISE /INITIAL = (0 0 0 0 0 0 0 0 1 0 1 0 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 1 0 0 0 0 0 0 0 0) /CRITERIA= CLUSTER(3) MXITER(100) CONVERGE(0) /METHOD=KMEANS(NOUPDATE) /SAVE CLUSTER DISTANCE /PRINT ID(c002) INITIAL CLUSTER.
Resources	Workspace Required	1720 bytes
	Elapsed Time	0:00:01.88
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	3
AFPCT	0	0	0
FAPCT	0	0	0
AOPCT	0	0	0
FOPCT	0	0	0
OUPCT	0	0	0
NODGPCT	0	0	1
COLDGPCT	0	0	0
SMADVPCT	0	0	0
ADVDGPCT	1	1	0
EGENXPCT	0	0	0
BBOOMPCT	1	0	0
SWINGPCT	0	0	0
WWIIPCT	0	0	0
MANPCT	0	0	0

Input from INITIAL Subcommand

Iteration History[a]

	Change in Cluster Centers		
Iteration	1	2	3
1	1.014	1.068	1.056
2	2.372E-02	.269	8.422E-02
3	.000	.258	.122
4	2.576E-02	.131	8.921E-02
5	3.492E-02	9.193E-02	6.884E-02
6	6.567E-02	5.693E-02	3.213E-02
7	1.238E-02	9.321E-02	7.678E-02
8	5.386E-03	3.673E-02	3.277E-02
9	2.503E-02	1.143E-02	.000
10	2.060E-03	9.447E-04	.000
11	7.094E-03	3.261E-03	.000
12	.000	.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 12. The minimum distance between initial centers is 1.000.

Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
1	KBAQF	2	1.826
2	KBAUF	2	1.650
3	KBAUF	2	1.650
4	KBAUF	2	1.650
5	KBAUF	2	1.650
6	KBOOF	3	.661
7	KCBXF	3	1.778
8	KCCUF	3	.661
9	KCCUF	3	.661
10	KCCUF	3	.649
11	KCCUF	3	.661
12	KCEPF	3	.248
13	KCEPF	3	.606
14	KCEPF	3	.333
15	KCEPF	3	.310
16	KCRWF	2	1.498
17	KCSCF	3	.781
18	KCSMF	3	.645
19	KCURF	1	.780
20	KCURF	3	.697
21	KCURF	3	1.407
22	KCURF	3	.781
23	KDHXF	3	1.217
24	KDHXF	2	1.378
25	KIOSF	3	1.714
26	KIOSF	3	1.714
27	KIOSF	3	1.714
28	KJZZF	2	1.416
29	KJZZF	2	1.712
30	KJZZF	2	1.709
31	KJZZF	2	1.502
32	KJZZF	2	1.730
33	KKFIF	2	1.626
34	KKFIF	2	1.626
35	KKFIF	2	1.626
36	KKFIF	2	1.626
37	KLONF	2	.948
38	KLONF	2	.899
39	KLONF	2	1.233
40	KLREF	2	1.494
41	KLREF	2	1.494
42	KMHDF	3	1.274
43	KMUWF	3	1.274

Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
44	KMUWF	3	1.274
45	KMUWF	3	1.274
46	KMUWF	3	1.217
47	KMUWF	3	1.217
48	KNCTF	2	1.232
49	KNCTF	2	1.232
50	KNOWF	2	1.412
51	KNOWF	2	1.323
52	KNOWF	2	1.173
53	KPBSF	1	1.130
54	KPBSF	1	1.391
55	KPBSF	1	1.143
56	KPBSF	2	1.656
57	KPCCF	2	1.498
58	KPCCF	2	1.498
59	KPFAF	3	1.285
60	KPFAF	2	1.233
61	KPFAF	2	.768
62	KPFAF	3	1.738
63	KPFKF	2	1.698
64	KPFKF	2	1.698
65	KPLUF	1	1.702
66	KPLUF	1	1.702
67	KPLUF	3	.933
68	KPVUF	2	1.233
69	KPVUF	2	1.233
70	KQEDF	3	.661
71	KQEDF	1	1.406
72	KQEDF	1	1.406
73	KRCCF	2	1.232
74	KRSCF	3	1.143
75	KSKAF	3	1.143
76	KSKAF	3	1.216
77	KSKAF	3	1.130
78	KSKAF	3	1.216
79	KSKAF	3	1.216
80	KTSUF	3	.597
81	KTSUF	3	.321
82	KTSUF	3	.482
83	KUARF	2	1.675
84	KUAZF	3	1.216
85	KUAZF	3	1.216
86	KUAZF	3	1.216

Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
87	KUHFF	3	1.216
88	KUHFF	2	1.486
89	KUOWF	3	1.407
90	KUOWF	3	1.407
91	KUOWF	3	1.407
92	KUT F	2	1.649
93	KUT F	3	1.216
94	KWMUF	1	.567
95	KWMUF	1	1.009
96	KWMUF	1	.716
97	KWMUF	1	1.381
98	KWMUF	1	.928
99	KXJZF	2	1.264
100	KXJZF	3	1.106
101	KXJZF	2	1.243
102	KXJZF	2	1.186
103	KXJZF	3	1.143
104	KXPRF	1	1.406
105	WABEF	1	1.666
106	WABEF	3	.781
107	WABEF	3	.781
108	WAMUF	3	1.068
109	WAMUF	3	1.116
110	WAMUF	1	1.430
111	WAMUF	3	.643
112	WBAAF	2	1.493
113	WBAAF	2	1.493
114	WBAIF	2	1.403
115	WBAIF	1	.953
116	WBAIF	2	.920
117	WBEZF	1	.933
118	WBEZF	1	.872
119	WBEZF	1	.796
120	WBEZF	2	.998
121	WBEZF	3	.534
122	WBEZF	3	.673
123	WBEZF	1	.807
124	WBFOF	1	1.597
125	WBFOF	2	.971
126	WBGOF	3	.410
127	WBGOF	2	.492
128	WBGOF	2	.683
129	WBGOF	2	1.502

Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
130	WBHMF	3	1.466
131	WBJCF	3	.782
132	WBLVF	3	1.216
133	WBLVF	3	1.216
134	WBNIF	3	.781
135	WBNIF	3	.781
136	WBNIF	3	.781
137	WBNIF	3	.781
138	WBRHF	3	.781
139	WBRHF	3	.640
140	WBURF	1	.941
141	WBURF	1	1.106
142	WBURF	1	1.066
143	WCBEF	2	1.592
144	WCBEF	2	1.592
145	WCBEF	2	1.592
146	WCBEF	2	1.592
147	WCBEF	2	1.592
148	WCBEF	2	1.592
149	WCBEF	2	1.592
150	WCLKF	2	.689
151	WCLKF	3	1.097
152	WCLKF	3	.235
153	WCPNF	2	1.530
154	WCPNF	2	1.498
155	WCPNF	2	1.525
156	WCPNF	3	.661
157	WCPNF	3	.576
158	WCPNF	2	1.591
159	WCSUF	1	1.066
160	WCSUF	1	1.066
161	WCVEF	1	1.066
162	WCVEF	1	1.066
163	WCVEF	1	1.066
164	WCVEF	1	1.066
165	WCVEF	1	1.066
166	WCVEF	1	1.066
167	WCVEF	1	1.066
168	WDBMF	1	1.169
169	WDBMF	1	1.169
170	WDBMF	1	1.169
171	WDCBF	1	1.322
172	WDCBF	3	1.173

Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
173	WDCBF	1	1.322
174	WDCUF	2	1.233
175	WDCUF	2	1.024
176	WDCUF	2	.522
177	WDCUF	2	1.265
178	WDETF	3	1.274
179	WDETF	1	.697
180	WDETF	1	1.166
181	WDETF	1	.715
182	WDETF	1	1.001
183	WDNAF	2	1.350
184	WDNAF	3	1.065
185	WDNAF	2	1.174
186	WDNAF	2	1.018
187	WDUQF	3	.530
188	WDUQF	3	.569
189	WDUQF	3	.661
190	WEAAF	1	.998
191	WEAAF	1	.787
192	WEAAF	1	1.235
193	WEMUF	3	1.217
194	WESMF	2	1.233
195	WESMF	3	.240
196	WESMF	3	.982
197	WETAF	2	1.840
198	WETAF	2	1.630
199	WETAF	2	1.840
200	WFAEF	2	1.656
201	WFAEF	2	1.456
202	WFAEF	3	1.217
203	WFAEF	3	.905
204	WFAEF	2	1.656
205	WFBEF	3	1.143
206	WFBEF	1	1.234
207	WFPLF	3	.781
208	WFPLF	2	1.840
209	WFPLF	3	.781
210	WFSSF	3	1.216
211	WFSSF	3	.661
212	WFSSF	3	1.027
213	WFSSF	3	.610
214	WFSSF	3	.636
215	WFSSF	3	.615

Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
216	WFSSF	2	1.267
217	WFYIF	3	1.143
218	WFYIF	2	1.493
219	WGBHF	1	1.381
220	WGBHF	1	1.381
221	WGBHF	2	1.403
222	WGBHF	1	1.381
223	WGBHF	2	1.308
224	WGLTF	3	1.274
225	WGLTF	3	1.274
226	WGLTF	3	1.274
227	WGTEF	1	1.166
228	WGVUF	3	1.204
229	WHILF	2	1.592
230	WHILF	2	1.592
231	WHROF	2	1.679
232	WHRVF	2	1.592
233	WHRVF	2	1.679
234	WHRVF	2	1.085
235	WHYYF	2	.912
236	WHYYF	2	1.469
237	WHYYF	2	.700
238	WHYYF	2	1.469
239	WHYYF	2	1.069
240	WICRF	3	1.204
241	WICRF	3	1.204
242	WJABF	2	1.690
243	WJABF	3	.570
244	WJABF	1	.576
245	WJABF	2	1.002
246	WJABF	1	.904
247	WJHUF	1	1.211
248	WJHUF	1	1.430
249	WJHUF	2	1.840
250	WJSPF	3	1.216
251	WJSUF	1	1.183
252	WJSUF	1	1.378
253	WJSUF	3	1.301
254	WJSUF	3	1.143
255	WKNOF	3	.661
256	WKNOF	3	.661
257	WKNOF	3	.661
258	WKSUF	1	1.293

Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
259	WLRNF	3	1.216
260	WLRNF	3	.745
261	WLRNF	3	.623
262	WLTRF	2	1.840
263	WLTRF	1	1.387
264	WLTRF	3	.729
265	WLTRF	3	.661
266	WMFEF	1	1.169
267	WMFEF	1	1.169
268	WMFEF	1	1.169
269	WMFEF	1	1.702
270	WMHTF	1	1.382
271	WMHTF	1	1.382
272	WMNFF	2	1.694
273	WMNFF	2	1.694
274	WMNFF	2	1.694
275	WMOTF	3	1.204
276	WMOTF	3	1.204
277	WMOTF	3	1.204
278	WMOTF	3	1.204
279	WMOTF	3	1.204
280	WMPNF	1	.930
281	WMPNF	3	.869
282	WMPNF	3	1.217
283	WMPNF	3	.919
284	WMPNF	3	1.217
285	WMUAF	1	1.066
286	WMUAF	1	1.066
287	WNCUF	2	1.795
288	WNEDA	2	1.179
289	WNEDA	2	1.298
290	WNEDA	2	1.153
291	WNINF	2	1.767
292	WNSBF	2	1.592
293	WNYCA	2	1.232
294	WNYCA	2	1.103
295	WNYCA	2	.967
296	WNYCF	3	1.113
297	WNYCF	2	1.303
298	WNYCF	2	.766
299	WNYCF	2	1.217
300	WNYCF	2	1.361
301	WPBXF	2	1.233

Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
302	WPBXF	2	1.233
303	WPFWF	2	.621
304	WPFWF	1	.761
305	WPFWF	2	.656
306	WPFWF	2	1.020
307	WPLNF	1	1.066
308	WPLNF	1	1.066
309	WPRLF	1	1.169
310	WPRLF	1	1.169
311	WQCSF	2	1.507
312	WQCSF	2	1.507
313	WQCSF	2	1.350
314	WQCSF	2	1.507
315	WRASF	2	1.679
316	WRFGF	3	.781
317	WRFGF	3	.661
318	WRFGF	3	.558
319	WRKFF	1	1.066
320	WRKFF	1	1.066
321	WRKFF	1	1.066
322	WRKFF	1	1.066
323	WRPIF	1	1.382
324	WRPIF	3	.835
325	WRPIF	1	1.382
326	WRTIF	2	.951
327	WRTIF	2	1.679
328	WRTIF	2	.994
329	WRVSF	1	1.634
330	WRVSF	1	1.634
331	WRVSF	1	1.634
332	WSFPF	3	1.110
333	WSFPF	3	1.143
334	WSFPF	3	.855
335	WSFPF	3	1.056
336	WSFPF	3	1.216
337	WSHAF	1	1.261
338	WSHAF	1	1.261
339	WSIEF	3	.516
340	WSIEF	3	.603
341	WSIEF	3	.781
342	WSSBF	3	1.143
343	WSSBF	3	1.143
344	WSSBF	3	1.143

Cluster Membership

Case Number	Parent Station Call Letters	Cluster	Distance
345	WTSUF	1	1.349
346	WUCFF	2	1.370
347	WUFTF	3	1.143
348	WUKYF	1	1.464
349	WUKYF	1	1.464
350	WUNCF	1	1.675
351	WUNCF	1	1.240
352	WUNCF	1	1.233
353	WUNCF	1	1.139
354	WUOTF	1	1.152
355	WUOTF	1	1.323
356	WUOTF	1	1.323
357	WUSFF	2	1.403
358	WUSFF	2	1.403
359	WUTCF	3	.661
360	WUTCF	3	.661
361	WVASF	3	1.216
362	WVASF	2	1.243
363	WVASF	2	.785
364	WVASF	3	.660
365	WVASF	2	.863
366	WVPEF	3	.751
367	WVPEF	2	1.099
368	WVPEF	2	1.263
369	WVPEF	3	.742
370	WVPEF	3	.672
371	WVPEF	2	1.447
372	WVTFF	3	.661
373	WVTFF	3	.781
374	WVTFF	3	.781
375	WWNOF	3	1.104
376	WWNOF	3	1.074
377	WWOZF	1	.797
378	WWOZF	1	.866
379	WWOZF	1	1.029
380	WXXIA	3	.661
381	WXXIA	3	.661
382	WXXIA	3	.661
383	WYMSF	3	1.274
384	WYSOF	3	.781
385	WYSOF	3	.781
386	WYSUF	3	1.353
387	WYSUF	3	1.204

Final Cluster Centers

	Cluster		
	1	2	3
AFPCT	.35	.08	.07
FAPCT	.27	.23	.04
AOPCT	.07	.25	.04
FOPCT	.08	.22	.04
OUPCT	.23	.23	.81
NODGPCT	.17	.52	.88
COLDGPCT	.25	.17	.06
SMADVPCT	.09	.15	.02
ADVDGPCT	.48	.16	.03
EGENXPCT	.10	.16	.18
BBOOMPCT	.81	.22	.62
SWINGPCT	.04	.46	.09
WWIIPCT	.04	.16	.11
MANPCT	.61	.76	.41

Number of Cases in each Cluster

		Unweighted	Weighted
Cluster	1	97.000	55.073
	2	135.000	119.923
	3	155.000	137.376
Valid		387.000	312.373
Missing		.000	.000

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

weight by c005.

FREQUENCIES
  VARIABLES= cl_4
  /ORDER  ANALYSIS.
```

Frequencies

Notes

Output Created		22 Jan 99 11:24:42
Comments		
Input	Data	D:\Audience98\Minority Report\db_3.sav
	Filter	<none>
	Weight	Time Spent Listening to the Programming (in QHs)
	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 are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES= cl_4 /ORDER ANALYSIS.
Resources	Total Values Allowed	18724
	Elapsed Time	0:00:02.84

Four Station+Major Clusters

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Higher Resource Black	42897	14.7	14.7	14.7
	Middle Resource Black	44809	15.4	15.4	30.1
	Lower Resource Black	44765	15.4	15.4	45.5
	All Else	158564	54.5	54.5	100.0
	Total	291035	100.0	100.0	

```
SPLIT FILE
  OFF.
**********************
*A: Means Analysis
**********************

weight by c005.

means
tables = incadj by cl_4
/cells mean
/statistics anova.
```

Means

Notes

Output Created		22 Jan 99 11:39:39
Comments		
Input	Data	D:\Audience98\Minority Report\db_3.sav
	Filter	<none>
	Weight	Time Spent Listening to the Programming (in QHs)
	Split File	<none>
	N of Rows in Working Data File	36841
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 = incadj by cl_4 /cells mean /statistics anova.
Resources	Elapsed Time	0:00:02.45

Report

	Mean
Four Station+Major Clusters	Household Income in Thousands$
Higher Resource Black	**69.52**
Middle Resource Black	**67.54**
Lower Resource Black	**65.20**
All Else	**60.91**
Total	**63.87**

ANOVA Table

	F	Sig.
Household Income in Thousands$	449.609	.000

```
SORT CASES BY black .
SPLIT FILE
  LAYERED BY black .

weight by c005.

means
tables = incadj by cl_4
/cells mean
/statistics anova.
```

Means

Notes

Output Created		22 Jan 99 11:39:45
Comments		
Input	Data	D:\Audience98\Minority Report\db_3.sav
	Filter	<none>
	Weight	Time Spent Listening to the Programming (in QHs)
	Split File	Black (Survey)
	N of Rows in Working Data File	36841
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 = incadj by cl_4 /cells mean /statistics anova.
Resources	Elapsed Time	0:00:03.78

Report

		Mean
Black (Survey)	Four Station+Major Clusters	Household Income in Thousands$
No	Higher Resource Black	**69.80**
	Middle Resource Black	**68.95**
	Lower Resource Black	**68.03**
	All Else	**60.91**
	Total	**64.39**
Yes	Higher Resource Black	**64.46**
	Middle Resource Black	**54.10**
	Lower Resource Black	**40.99**
	Total	**50.73**

ANOVA Table

Black (Survey)		F	Sig.
No	Household Income in Thousands$	578.656	.000
Yes	Household Income in Thousands$	297.500	.000

```
GET FILE ='D:\Audience98\Minority Report\db_2_resp.sav'.
SORT CASES BY
  b002 (A) .
SAVE OUTFILE='D:\Audience98\Minority Report\db_2_resp.sav' /COMPRESSED.
GET FILE='D:\Audience98\Minority Report\db_1_15_use.sav'.
SORT CASES BY a030a .
SPLIT FILE
  LAYERED BY a030a .
**********************************************
*Stage I: Comparison of Listeners by Race
**********************************************

**********************************
*PART 1: Demographics of Race
**********************************

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

weight by a015.

means
tables = a020m a021 hrsadj a026 ed_years incadj by a029
/cells mean
/statistics anova.
```

Means

Notes

Output Created		30 Dec 98 16:21:30
Comments		
Input	Data	D:\Audience98\Minority Report\db_1_15_use.sav
	Filter	<none>
	Weight	Weighting Variable: All Responding Diaries (Projected to Original Sample Size)
	Split File	College Graduate
	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 a029 /cells mean /statistics anova.
Resources	Elapsed Time	0:00:03.27

Report

College Graduate	Race/Ethnicity	Mean					
		Percent Male	AGE	Hours worked per week	Number of Public Radio Listeners in the Household	Years of Formal Education	Household Income in Thousands$
No	Hispanic/Latino	.53	35.46	21.81	1.52	12.51	34.47
	Black/African American	.42	42.11	22.02	1.58	12.51	34.55
	Asian/Pacific Islander	.51	35.08	19.32	1.82	12.57	38.28
	White/Caucasian	.44	49.94	18.29	1.55	12.85	48.55
	Native American/Indian	.45	42.19	14.25	1.86	12.72	45.50
	Mixed/Other	.48	41.39	15.33	1.60	12.29	43.35
	Total	.44	48.42	18.56	1.56	12.80	46.78
Yes	Hispanic/Latino	.43	40.64	27.43	1.48	18.12	75.80
	Black/African American	.51	44.47	30.64	1.39	17.99	60.56
	Asian/Pacific Islander	.45	38.18	28.49	1.66	18.57	61.21
	White/Caucasian	.53	48.54	25.61	1.59	18.19	77.33
	Native American/Indian	.63	50.00	24.32	1.25	18.00	60.71
	Mixed/Other	.57	45.16	28.25	1.53	18.39	57.01
	Total	.53	47.98	25.91	1.59	18.19	75.93

ANOVA Table

College Graduate		F	Sig.
No	Percent Male	.761	.578
	AGE	25.047	.000
	Hours worked per week	2.817	.015
	Number of Public Radio Listeners in the Household	1.746	.121
	Years of Formal Education	3.439	.004
	Household Income in Thousands$	7.488	.000
Yes	Percent Male	1.371	.232
	AGE	18.412	.000
	Hours worked per week	3.232	.007
	Number of Public Radio Listeners in the Household	3.463	.004
	Years of Formal Education	1.767	.116
	Household Income in Thousands$	6.840	.000

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

CROSSTABS
 /TABLES=vals2 vals3 a096 by a029
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
```

Crosstabs

Notes

Output Created		30 Dec 98 16:25:34
Comments		
Input	Data	D:\Audience98\Minority Report\db_1_15_use.sav
	Filter	<none>
	Weight	Weighting Variable: All Responding Diaries (Projected to Original Sample Size)
	Split File	College Graduate
	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=vals2 vals3 a096 by a029 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:02.03

Micro VALS Type * Race/Ethnicity

Crosstab

College Graduate				Race/Ethnicity						Total
				Hispanic/ Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/ Indian	Mixed/Other	
No	Micro VALS Type	ACT-FUL	Count	0	5	0	46	0	2	53
			% within Micro VALS Type	.0%	9.4%	.0%	86.8%	.0%	3.8%	100.0%
			% within Race/Ethnicity	.0%	2.3%	.0%	1.9%	.0%	2.2%	1.8%
			Adjusted Residual	-1.2	.5	-1.0	.4	-.5	.3	
		ACT-OTH	Count	8	14	4	254	1	10	291
			% within Micro VALS Type	2.7%	4.8%	1.4%	87.3%	.3%	3.4%	100.0%
			% within Race/Ethnicity	11.0%	6.4%	8.0%	10.3%	6.7%	11.0%	10.0%
			Adjusted Residual	.3	-1.8	-.5	1.3	-.4	.3	
		FUL-ACT	Count	4	13	0	252	2	15	286
			% within Micro VALS Type	1.4%	4.5%	.0%	88.1%	.7%	5.2%	100.0%
			% within Race/Ethnicity	5.5%	6.0%	.0%	10.3%	13.3%	16.5%	9.8%
			Adjusted Residual	-1.3	-2.0	-2.4	1.7	.5	2.2	
		FUL-OTH	Count	2	15	3	256	1	6	283
			% within Micro VALS Type	.7%	5.3%	1.1%	90.5%	.4%	2.1%	100.0%
			% within Race/Ethnicity	2.7%	6.9%	6.0%	10.4%	6.7%	6.6%	9.7%
			Adjusted Residual	-2.0	-1.5	-.9	2.9	-.4	-1.0	
		OTH/UNK	Count	59	171	43	1649	11	58	1991
			% within Micro VALS Type	3.0%	8.6%	2.2%	82.8%	.6%	2.9%	100.0%
			% within Race/Ethnicity	80.8%	78.4%	86.0%	67.1%	73.3%	63.7%	68.6%
			Adjusted Residual	2.3	3.3	2.7	-3.9	.4	-1.0	
	Total		Count	73	218	50	2457	15	91	2904
			% within Micro VALS Type	2.5%	7.5%	1.7%	84.6%	.5%	3.1%	100.0%
			% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	Micro VALS Type	ACT-FUL	Count	21	27	33	1703	9	31	1824
			% within Micro VALS Type	1.2%	1.5%	1.8%	93.4%	.5%	1.7%	100.0%
			% within Race/Ethnicity	31.8%	18.8%	28.2%	39.1%	69.2%	30.1%	38.0%
			Adjusted Residual	-1.0	-4.8	-2.2	4.9	2.3	-1.7	
		ACT-OTH	Count	9	18	9	475	0	22	533
			% within Micro VALS Type	1.7%	3.4%	1.7%	89.1%	.0%	4.1%	100.0%
			% within Race/Ethnicity	13.6%	12.5%	7.7%	10.9%	.0%	21.4%	11.1%
			Adjusted Residual	.7	.5	-1.2	-1.4	-1.3	3.4	
		FUL-ACT	Count	17	40	25	988	0	32	1102
			% within Micro VALS Type	1.5%	3.6%	2.3%	89.7%	.0%	2.9%	100.0%
			% within Race/Ethnicity	25.8%	27.8%	21.4%	22.7%	.0%	31.1%	22.9%
			Adjusted Residual	.5	1.4	-.4	-1.5	-2.0	2.0	
		FUL-OTH	Count	12	23	21	622	1	11	690
			% within Micro VALS Type	1.7%	3.3%	3.0%	90.1%	.1%	1.6%	100.0%
			% within Race/Ethnicity	18.2%	16.0%	17.9%	14.3%	7.7%	10.7%	14.4%
			Adjusted Residual	.9	.6	1.1	-.6	-.7	-1.1	
		OTH/UNK	Count	7	36	29	571	3	7	653
			% within Micro VALS Type	1.1%	5.5%	4.4%	87.4%	.5%	1.1%	100.0%
			% within Race/Ethnicity	10.6%	25.0%	24.8%	13.1%	23.1%	6.8%	13.6%
			Adjusted Residual	-.7	4.1	3.6	-3.2	1.0	-2.0	
	Total		Count	66	144	117	4359	13	103	4802
			% within Micro VALS Type	1.4%	3.0%	2.4%	90.8%	.3%	2.1%	100.0%
			% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

College Graduate		Value	df	Asymp. Sig. (2-sided)
No	Pearson Chi-Square	37.295[a]	20	.011
	Likelihood Ratio	46.804	20	.001
	Linear-by-Linear Association	12.825	1	.000
	N of Valid Cases	2904		
Yes	Pearson Chi-Square	78.664[b]	20	.000
	Likelihood Ratio	79.585	20	.000
	Linear-by-Linear Association	21.885	1	.000
	N of Valid Cases	4802		

a. 10 cells (33.3%) have expected count less than 5. The minimum expected count is .27.

b. 5 cells (16.7%) have expected count less than 5. The minimum expected count is 1.44.

Primary VALS 2 Type * Race/Ethnicity

Crosstab

College Graduate				Race/Ethnicity						
				Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
No	Primary VALS 2 Type	No VALS 2 Type assigned	Count	3	17	3	92	2	7	124
			% within Primary VALS 2 Type	2.4%	13.7%	2.4%	74.2%	1.6%	5.6%	100.0%
			% within Race/Ethnicity	4.2%	7.7%	5.9%	3.7%	11.8%	7.7%	4.3%
			Adjusted Residual	.0	2.6	.6	-3.2	1.5	1.6	
		Actualizer	Count	8	20	4	299	1	12	344
			% within Primary VALS 2 Type	2.3%	5.8%	1.2%	86.9%	.3%	3.5%	100.0%
			% within Race/Ethnicity	11.1%	9.1%	7.8%	12.2%	5.9%	13.2%	11.8%
			Adjusted Residual	-.2	-1.3	-.9	1.3	-.8	.4	
		Fulfilled	Count	6	28	3	508	4	21	570
			% within Primary VALS 2 Type	1.1%	4.9%	.5%	89.1%	.7%	3.7%	100.0%
			% within Race/Ethnicity	8.3%	12.7%	5.9%	20.7%	23.5%	23.1%	19.6%
			Adjusted Residual	-2.4	-2.7	-2.5	3.4	.4	.8	
		Believer	Count	6	37	6	413	1	9	472
			% within Primary VALS 2 Type	1.3%	7.8%	1.3%	87.5%	.2%	1.9%	100.0%
			% within Race/Ethnicity	8.3%	16.8%	11.8%	16.8%	5.9%	9.9%	16.2%
			Adjusted Residual	-1.8	.2	-.9	2.0	-1.2	-1.7	
		Achiever	Count	2	21	5	227	0	2	257
			% within Primary VALS 2 Type	.8%	8.2%	1.9%	88.3%	.0%	.8%	100.0%
			% within Race/Ethnicity	2.8%	9.5%	9.8%	9.2%	.0%	2.2%	8.8%
			Adjusted Residual	-1.8	.4	.2	1.8	-1.3	-2.3	
		Striver	Count	14	28	6	300	2	9	359
			% within Primary VALS 2 Type	3.9%	7.8%	1.7%	83.6%	.6%	2.5%	100.0%
			% within Race/Ethnicity	19.4%	12.7%	11.8%	12.2%	11.8%	9.9%	12.3%
			Adjusted Residual	1.9	.2	-.1	-.5	-.1	-.7	
		Experiencer	Count	17	42	20	186	3	18	286
			% within Primary VALS 2 Type	5.9%	14.7%	7.0%	65.0%	1.0%	6.3%	100.0%
			% within Race/Ethnicity	23.6%	19.1%	39.2%	7.6%	17.6%	19.8%	9.8%
			Adjusted Residual	4.0	4.8	7.1	-9.6	1.1	3.2	
		Maker	Count	16	15	2	259	4	8	304
			% within Primary VALS 2 Type	5.3%	4.9%	.7%	85.2%	1.3%	2.6%	100.0%
			% within Race/Ethnicity	22.2%	6.8%	3.9%	10.5%	23.5%	8.8%	10.5%
			Adjusted Residual	3.3	-1.8	-1.5	.4	1.8	-.5	
		Struggler	Count	0	12	2	173	0	5	192
			% within Primary VALS 2 Type	.0%	6.3%	1.0%	90.1%	.0%	2.6%	100.0%
			% within Race/Ethnicity	.0%	5.5%	3.9%	7.0%	.0%	5.5%	6.6%
			Adjusted Residual	-2.3	-.7	-.8	2.2	-1.1	-.4	

Crosstab

College Graduate				Race/Ethnicity						
				Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
No	Total		Count	72	220	51	2457	17	91	2908
			% within Primary VALS 2 Type	2.5%	7.6%	1.8%	84.5%	.6%	3.1%	100.0%
			% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Yes	Primary VALS 2 Type	No VALS 2 Type assigned	Count	1	7	4	113	1	0	126
			% within Primary VALS 2 Type	.8%	5.6%	3.2%	89.7%	.8%	.0%	100.0%
			% within Race/Ethnicity	1.5%	4.9%	3.4%	2.6%	7.7%	.0%	2.6%
			Adjusted Residual	-.6	1.7	.5	-.4	1.1	-1.7	
		Actualizer	Count	30	45	42	2178	9	53	2357
			% within Primary VALS 2 Type	1.3%	1.9%	1.8%	92.4%	.4%	2.2%	100.0%
			% within Race/Ethnicity	44.8%	31.5%	35.9%	50.0%	69.2%	50.5%	49.1%
			Adjusted Residual	-.7	-4.3	-2.9	3.9	1.5	.3	
		Fulfilled	Count	29	63	46	1610	1	44	1793
			% within Primary VALS 2 Type	1.6%	3.5%	2.6%	89.8%	.1%	2.5%	100.0%
			% within Race/Ethnicity	43.3%	44.1%	39.3%	36.9%	7.7%	41.9%	37.3%
			Adjusted Residual	1.0	1.7	.5	-1.7	-2.2	1.0	
		Believer	Count	0	2	0	9	0	0	11
			% within Primary VALS 2 Type	.0%	18.2%	.0%	81.8%	.0%	.0%	100.0%
			% within Race/Ethnicity	.0%	1.4%	.0%	.2%	.0%	.0%	.2%
			Adjusted Residual	-.4	3.0	-.5	-1.0	-.2	-.5	
		Achiever	Count	2	14	19	305	0	1	341
			% within Primary VALS 2 Type	.6%	4.1%	5.6%	89.4%	.0%	.3%	100.0%
			% within Race/Ethnicity	3.0%	9.8%	16.2%	7.0%	.0%	1.0%	7.1%
			Adjusted Residual	-1.3	1.3	3.9	-.9	-1.0	-2.5	
		Striver	Count	0	8	4	54	2	2	70
			% within Primary VALS 2 Type	.0%	11.4%	5.7%	77.1%	2.9%	2.9%	100.0%
			% within Race/Ethnicity	.0%	5.6%	3.4%	1.2%	15.4%	1.9%	1.5%
			Adjusted Residual	-1.0	4.2	1.8	-4.0	4.2	.4	
		Experiencer	Count	4	4	2	60	0	3	73
			% within Primary VALS 2 Type	5.5%	5.5%	2.7%	82.2%	.0%	4.1%	100.0%
			% within Race/Ethnicity	6.0%	2.8%	1.7%	1.4%	.0%	2.9%	1.5%
			Adjusted Residual	3.0	1.3	.2	-2.5	-.4	1.1	
		Maker	Count	1	0	0	23	0	0	24
			% within Primary VALS 2 Type	4.2%	.0%	.0%	95.8%	.0%	.0%	100.0%
			% within Race/Ethnicity	1.5%	.0%	.0%	.5%	.0%	.0%	.5%
			Adjusted Residual	1.2	-.9	-.8	.9	-.3	-.7	

Crosstab

College Graduate				Race/Ethnicity						
				Hispanic/Latino	Black/African American	Asian/Pacific Islander	White/Caucasian	Native American/Indian	Mixed/Other	Total
Yes	Primary VALS 2 Type	Struggler	Count	0	0	0	7	0	2	9
			% within Primary VALS 2 Type	.0%	.0%	.0%	77.8%	.0%	22.2%	100.0%
			% within Race/Ethnicity	.0%	.0%	.0%	.2%	.0%	1.9%	.2%
			Adjusted Residual	-.4	-.5	-.5	-1.3	-.2	4.1	
	Total		Count	67	143	117	4359	13	105	4804
			% within Primary VALS 2 Type	1.4%	3.0%	2.4%	90.7%	.3%	2.2%	100.0%
			% within Race/Ethnicity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

College Graduate		Value	df	Asymp. Sig. (2-sided)
No	Pearson Chi-Square	179.302[a]	40	.000
	Likelihood Ratio	161.913	40	.000
	Linear-by-Linear Association	7.109	1	.008
	N of Valid Cases	2908		
Yes	Pearson Chi-Square	134.450[b]	40	.000
	Likelihood Ratio	104.726	40	.000
	Linear-by-Linear Association	10.170	1	.001
	N of Valid Cases	4804		

a. 15 cells (27.8%) have expected count less than 5. The minimum expected count is .72.

b. 33 cells (61.1%) have expected count less than 5. The minimum expected count is .02.

```
CROSSTABS
  /TABLES=a029  BY a030a
  /FORMAT= AVALUE TABLES
  /STATISTIC=CHISQ
  /CELLS= COUNT ROW COLUMN ASRESID .
```

Crosstabs

Notes

Output Created		11 Feb 99 12:03:50
Comments		
Input	Data	**D:\Audience98\Minority Report\db_1_15_use.sav**
	Filter	**a021>24 (FILTER)**
	Weight	**Weighting Variable: All Responding Diaries (Projected to Original Sample Size)**
	Split File	<none>
	N of Rows in Working Data File	7439
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=a029 BY a030a /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:02.17

Race/Ethnicity * College Graduate Crosstabulation

			College Graduate		
			No	**Yes**	Total
Race/Ethnicity	Hispanic/Latino	Count	52	63	115
		% within Race/Ethnicity	45.2%	**54.8%**	100.0%
		% within College Graduate	2.1%	1.4%	1.6%
		Adjusted Residual	2.3	-2.3	
	Black/African American	Count	171	134	305
		% within Race/Ethnicity	56.1%	**43.9%**	100.0%
		% within College Graduate	6.8%	2.9%	4.3%
		Adjusted Residual	7.8	-7.8	
	Asian/Pacific Islander	Count	29	104	133
		% within Race/Ethnicity	21.8%	**78.2%**	100.0%
		% within College Graduate	1.2%	2.2%	1.9%
		Adjusted Residual	-3.2	3.2	
	White/Caucasian	Count	2187	4240	6427
		% within Race/Ethnicity	34.0%	**66.0%**	100.0%
		% within College Graduate	87.0%	91.2%	89.8%
		Adjusted Residual	-5.6	5.6	
	Native American/Indian	Count	13	13	26
		% within Race/Ethnicity	50.0%	**50.0%**	100.0%
		% within College Graduate	.5%	.3%	.4%
		Adjusted Residual	1.6	-1.6	
	Mixed/Other	Count	61	94	155
		% within Race/Ethnicity	39.4%	**60.6%**	100.0%
		% within College Graduate	2.4%	2.0%	2.2%
		Adjusted Residual	1.1	-1.1	
Total		Count	2513	4648	7161
		% within Race/Ethnicity	35.1%	**64.9%**	100.0%
		% within College Graduate	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	81.354[a]	5	.000
Likelihood Ratio	78.629	5	.000
Linear-by-Linear Association	24.377	1	.000
N of Valid Cases	7161		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.12.

```
CROSSTABS
  /TABLES=a029  BY a030a
  /FORMAT= AVALUE TABLES
  /STATISTIC=CHISQ
  /CELLS= COUNT ROW COLUMN ASRESID .
```

Crosstabs

Notes

Output Created		11 Feb 99 12:07:41
Comments		
Input	Data	**D:\Audience98\Minority Report\db_1_15_use.sav**
	Filter	**a021>24 (FILTER)**
	Weight	**AQH (a015*a054 in QHs/week)**
	Split File	<none>
	N of Rows in Working Data File	7439
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=a029 BY a030a /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID .
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:01.34

Race/Ethnicity * College Graduate Crosstabulation

			College Graduate		
			No	**Yes**	Total
Race/Ethnicity	Hispanic/Latino	Count	987	2031	3018
		% within Race/Ethnicity	32.7%	**67.3%**	100.0%
		% within College Graduate	1.1%	1.1%	1.1%
		Adjusted Residual	.4	-.4	
	Black/African American	Count	6368	4060	10428
		% within Race/Ethnicity	61.1%	**38.9%**	100.0%
		% within College Graduate	7.3%	2.2%	3.9%
		Adjusted Residual	63.9	-63.9	
	Asian/Pacific Islander	Count	850	3236	4086
		% within Race/Ethnicity	20.8%	**79.2%**	100.0%
		% within College Graduate	1.0%	1.8%	1.5%
		Adjusted Residual	-15.9	15.9	
	White/Caucasian	Count	75921	168627	244548
		% within Race/Ethnicity	31.0%	**69.0%**	100.0%
		% within College Graduate	87.3%	92.7%	91.0%
		Adjusted Residual	-45.9	45.9	
	Native American/Indian	Count	571	365	936
		% within Race/Ethnicity	61.0%	**39.0%**	100.0%
		% within College Graduate	.7%	.2%	.3%
		Adjusted Residual	18.8	-18.8	
	Mixed/Other	Count	2261	3529	5790
		% within Race/Ethnicity	39.1%	**60.9%**	100.0%
		% within College Graduate	2.6%	1.9%	2.2%
		Adjusted Residual	11.0	-11.0	
Total		Count	86958	181848	268806
		% within Race/Ethnicity	32.3%	**67.7%**	100.0%
		% within College Graduate	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4838.575[a]	5	.000
Likelihood Ratio	4503.962	5	.000
Linear-by-Linear Association	972.811	1	.000
N of Valid Cases	268806		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 302.79.

```
*****************************************
* Create Five Race/Nationality Groups:
*           Hispanic, Black, White, Asian, Other
*****************************************

recode v013 (1 thru 4 =1) (5 = 2) (6 = 3) (7 = 4) (8 = 5) (sysmis = sysmis) into
   racea98.

variable label racea98 "Race (Compare to A98)".

value label racea98
1   "Hispanic"
2   "Black"
3   "Asian"
4   "White"
5   "Other"
.

formats racea98 (f3).

execute.

*****************************************
* Create 2 Education Groups:
*           No College Degree, College Degree +
*****************************************

recode v014 (1 thru 4 =1) (5 thru 6= 2) (sysmis = sysmis) into eda98.

variable label eda98 "Education (Compare to A98)".

value label eda98
1   "Not College Grad"
2   "College Grad or More"
.

formats eda98 (f3).

execute.



*****************************************
* Compare Race and Education.
*****************************************

USE ALL.
COMPUTE filter_$=(v007>24).
VARIABLE LABEL filter_$ 'v007>24 (FILTER)'.
VALUE LABELS filter_$  0 'Not Selected' 1 'Selected'.
FORMAT filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE .


weight by v005.

CROSSTABS
 /TABLES=racea98 BY eda98
 /FORMAT= AVALUE TABLES
```

/STATISTIC=CHISQ
/CELLS= COUNT ROW COLUMN ASRESID.

Crosstabs

Notes

Output Created		11 Feb 99 12:31:48
Comments		
Input	Data	**D:\Audience98\Audience 88\A88-data.sav**
	File Label	CPB-GDL 800 PROGRAMMING: SETUP AQH©WEIGHTED FILE
	Filter	**v007>24 (FILTER)**
	Weight	**PPDV Scaled to Sample Size, Reweighted**
	Split File	<none>
	N of Rows in Working Data File	4115
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=racea98 BY eda98 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:00.41

Race (Compare to A98) * Education (Compare to A98) Crosstabulation

			Education (Compare to A98)		
			Not College Grad	**College Grad or More**	Total
Race (Compare to A98)	**Hispanic**	Count	30	15	45
		% within Race (Compare to A98)	66.7%	**33.3%**	100.0%
		% within Education (Compare to A98)	2.1%	.6%	1.1%
		Adjusted Residual	4.1	-4.1	
	Black	Count	128	94	222
		% within Race (Compare to A98)	57.7%	**42.3%**	100.0%
		% within Education (Compare to A98)	8.7%	3.8%	5.6%
		Adjusted Residual	6.5	-6.5	
	Asian	Count	7	49	56
		% within Race (Compare to A98)	12.5%	**87.5%**	100.0%
		% within Education (Compare to A98)	.5%	2.0%	1.4%
		Adjusted Residual	-3.8	3.8	
	White	Count	1298	2308	3606
		% within Race (Compare to A98)	36.0%	**64.0%**	100.0%
		% within Education (Compare to A98)	88.7%	93.2%	91.5%
		Adjusted Residual	-4.9	4.9	
	Other	Count	0	11	11
		% within Race (Compare to A98)	.0%	**100.0%**	100.0%
		% within Education (Compare to A98)	.0%	.4%	.3%
		Adjusted Residual	-2.6	2.6	
Total		Count	1463	2477	3940
		% within Race (Compare to A98)	37.1%	**62.9%**	100.0%
		% within Education (Compare to A98)	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79.927[a]	4	.000
Likelihood Ratio	83.794	4	.000
Linear-by-Linear Association	49.961	1	.000
N of Valid Cases	3940		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.08.

```
weight by aqh.

CROSSTABS
 /TABLES=racea98 BY eda98
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= COUNT ROW COLUMN ASRESID.
```

Crosstabs

Notes

Output Created		11 Feb 99 12:31:49
Comments		
Input	Data	**D:\Audience98\Audience 88\A88-data.sav**
	File Label	CPB-GDL 800 PROGRAMMING: SETUP AQH©WEIGHTED FILE
	Filter	**v007>24 (FILTER)**
	Weight	**Average Quarter Hour**
	Split File	<none>
	N of Rows in Working Data File	4115
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=racea98 BY eda98 /FORMAT= AVALUE TABLES /STATISTIC=CHISQ /CELLS= COUNT ROW COLUMN ASRESID.
Resources	Dimensions Requested	2
	Cells Available	14563
	Elapsed Time	0:00:00.56

Race (Compare to A98) * Education (Compare to A98) Crosstabulation

			Education (Compare to A98)		
			Not College Grad	**College Grad or More**	Total
Race (Compare to A98)	**Hispanic**	Count	380	445	825
		% within Race (Compare to A98)	46.1%	**53.9%**	100.0%
		% within Education (Compare to A98)	.9%	.5%	.7%
		Adjusted Residual	7.7	-7.7	
	Black	Count	3907	2705	6612
		% within Race (Compare to A98)	59.1%	**40.9%**	100.0%
		% within Education (Compare to A98)	9.4%	3.3%	5.3%
		Adjusted Residual	45.5	-45.5	
	Asian	Count	123	1250	1373
		% within Race (Compare to A98)	9.0%	**91.0%**	100.0%
		% within Education (Compare to A98)	.3%	1.5%	1.1%
		Adjusted Residual	-19.3	19.3	
	White	Count	36960	77431	114391
		% within Race (Compare to A98)	32.3%	**67.7%**	100.0%
		% within Education (Compare to A98)	89.3%	94.0%	92.4%
		Adjusted Residual	-28.9	28.9	
	Other	Count	0	580	580
		% within Race (Compare to A98)	.0%	**100.0%**	100.0%
		% within Education (Compare to A98)	.0%	.7%	.5%
		Adjusted Residual	-17.1	17.1	
Total		Count	41370	82411	123781
		% within Race (Compare to A98)	33.4%	**66.6%**	100.0%
		% within Education (Compare to A98)	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2740.860[a]	4	.000
Likelihood Ratio	2868.779	4	.000
Linear-by-Linear Association	1698.464	1	.000
N of Valid Cases	123781		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 193.85.

Audience 98

Percent 25+ with CD or more

	Public Radio	America	Index
Total	**65**	**24**	**2.7**
White	**66**	**26**	**2.5**
Black	**44**	**13**	**3.3**
Hispanic	**55**	**10**	**5.3**
Asian	**78**	**42**	**1.9**
Native American	**50**	N/A	
Mixed/Other	**61**	N/A	
Black Room 1	**84**	**13**	**6.3**
Black Room 2	**50**	**13**	**3.8**
Black Room 3	**13**	**13**	**1.0**

	Public Radio			America			Index
	Actualizer	Fulfilled	A+F	Actualizer	Fulfilled	A+F	
Total	35	31	**66**	11	12	**22**	**2.9**
White	36	31	**67**	11	12	**23**	**2.9**
Black	18	25	**43**	6	7	**13**	**3.3**
Hispanic	27	25	**53**	11	8	**20**	**2.7**
Asian	27	29	**57**	20	13	**33**	**1.7**
Native American	33	17	**50**	N/A	N/A	N/A	
Mixed/Other	34	33	**66**	N/A	N/A	N/A	
Black Room 1	42	35	**77**			**13**	**6.0**
Black Room 2	31	47	**78**			**13**	**6.1**
Black Room 3	8	8	**16**			**13**	**1.2**

	Black	Asian	Hispanic	Black Room 1	Black Room 2	Black Room 3
% of PR	**4**	**2**	**2**	**2**	**2**	**1**

Audience 98 vs. Audience 88

Education and Race over time

Weight by Listeners

	A88			A98	
CPB Cume in 1988	11,836,200		CPB Cume in 1997	20,778,700	
Hispanic % of Listeners 25+	1.2	0.012	Hispanic % of Listeners 25+	1.6	0.016
Black % of Listeners 25+	5.6	0.056	Black % of Listeners 25+	4.3	0.043
Asian % of Listeners 25+	1.4	0.014	Asian % of Listeners 25+	1.9	0.019
White % of Listeners 25+	91.5	0.915	White % of Listeners 25+	89.7	0.897
Hispanic Listeners 25+	138,563		Hispanic Listeners 25+	333,443	
Black Listeners 25+	668,177		Black Listeners 25+	885,053	
Asian Listeners 25+	168,829		Asian Listeners 25+	386,977	
White Listeners 25+	10,827,004		White Listeners 25+	18,648,167	
% of Hispanic 25+ w/ CD	33.3	0.333	% of Hispanic 25+ w/ CD	54.8	0.548
% of Black 25+ w/ CD	42.3	0.423	% of Black 25+ w/ CD	43.9	0.439
% of Asian 25+ w/ CD	87.5	0.875	% of Asian 25+ w/ CD	78.2	0.782
% of White 25+ w/ CD	64.0	0.640	% of White 25+ w/ CD	66.0	0.660
Hispanic Listeners 25+ w/ CD	46,141		Hispanic Listeners 25+ w/ CD	182,727	
Black Listeners 25+ w/ CD	282,639		Black Listeners 25+ w/ CD	388,538	
Asian Listeners 25+ w/ CD	147,726		Asian Listeners 25+ w/ CD	302,616	
White Listeners 25+ w/ CD	6,929,283		White Listeners 25+ w/ CD	12,307,790	

	A88	A98	
Hispanic Listeners 25+ w/ CD	**46,141**	**182,727**	**4.0**
Black Listeners 25+ w/ CD	**282,639**	**388,538**	**1.4**
Asian Listeners 25+ w/ CD	**147,726**	**302,616**	**2.0**
White Listeners 25+ w/ CD	**6,929,283**	**12,307,790**	**1.8**
Blacks + Hispanics	**328,780**	**571,265**	**1.7**

ESTIMATED NUMBERS OF … WITH COLLEGE DEGREES

Year	Hispanics	Blacks	**Blacks + Hispanics**
1970	0.20	0.63	**0.82**
1971	0.21	0.63	**0.84**
1972	0.22	0.73	**0.95**
1973	0.24	0.87	**1.11**
1974	0.31	0.81	**1.12**
1975	0.38	0.95	**1.33**
1976	0.39	0.99	**1.38**
1977	0.42	1.09	**1.51**
1978	0.50	1.11	**1.60**
1979	0.50	1.23	**1.73**
1980	0.62	1.25	**1.87**
1981	0.63	1.31	**1.94**
1982	0.67	1.42	**2.09**
1983	0.71	1.55	**2.27**
1984	0.77	1.72	**2.50**
1985	0.84	1.86	**2.70**
1986	0.86	1.85	**2.71**
1987	0.92	1.84	**2.76**
1988	1.13	1.94	**3.07**
1989	1.15	2.07	**3.22**
1990	1.11	2.01	**3.12**
1991	1.22	2.07	**3.28**
1992	1.21	2.16	**3.37**
1993	1.21	2.24	**3.45**
1994	1.27	2.40	**3.67**
1995	1.35	2.48	**3.82**
1996	1.39	2.58	**3.97**
1997	1.59	2.55	**4.15**
1998	1.76	2.85	**4.61**

HISPANIC/LATINO

Year	Known US Pop 0+	Year	Model US Pop 0+	Known % w/ CD	Model Pop w/ CD, 0+	Model Pop w/ CD, 25+
1980	14.6	1970	8.2	4.5	0.37	**0.20**
1990	22.4	1971	8.8	4.5	0.39	**0.21**
1991	23.4	1972	9.4	4.5	0.42	**0.22**
1992	24.3	1973	10.0	4.5	0.45	**0.24**
1993	25.3	1974	10.6	5.5	0.58	**0.31**
1994	26.3	1975	11.3	6.3	0.71	**0.38**
1995	27.3	1976	11.9	6.1	0.73	**0.39**
1996	28.3	1977	12.6	6.2	0.78	**0.42**
2000	31.4	1978	13.3	7.0	0.93	**0.50**
2005	36.1	1979	14.0	6.7	0.94	**0.50**
2010	41.1	1980	14.7	7.9	1.16	**0.62**
2015	46.7	1981	15.4	7.7	1.19	**0.63**
2020	52.7	1982	16.2	7.8	1.26	**0.67**
2025	58.9	1983	16.9	7.9	1.34	**0.71**
2050	96.5	1984	17.7	8.2	1.45	**0.77**
		1985	18.5	8.5	1.57	**0.84**
		1986	19.3	8.4	1.62	**0.86**
		1987	20.1	8.6	1.73	**0.92**
		1988	20.9	10.1	2.11	**1.13**
		1989	21.8	9.9	2.15	**1.15**
		1990	22.6	9.2	2.08	**1.11**
		1991	23.5	9.7	2.28	**1.22**
		1992	24.4	9.3	2.27	**1.21**
		1993	25.3	9.0	2.28	**1.21**
		1994	26.2	9.1	2.38	**1.27**
		1995	27.1	9.3	2.52	**1.35**
		1996	28.1	9.3	2.61	**1.39**
		1997	29.0	10.3	2.99	**1.59**
		1998	30.0	11.0	3.30	**1.76**

BLACK/ AFRICAN AMERICAN

Year	Known US Pop 0+	Year	Model US Pop 0+	Known % w/ CD	Model Pop w/ CD, 0+	Model Pop w/ CD, 25+
1980	26.7	1970	23.8	4.5	1.073	**0.63**
1990	30.5	1971	24.2	4.5	1.087	**0.63**
1991	31.1	1972	24.5	5.1	1.248	**0.73**
1992	31.7	1973	24.8	6.0	1.488	**0.87**
1993	32.2	1974	25.1	5.5	1.381	**0.80**
1994	32.7	1975	25.4	6.4	1.628	**0.95**
1995	33.1	1976	25.8	6.6	1.700	**0.99**
1996	33.5	1977	26.1	7.2	1.878	**1.09**
2000	35.5	1978	26.4	7.2	1.902	**1.11**
2005	37.7	1979	26.7	7.9	2.112	**1.23**
2010	40.1	1980	27.1	7.9	2.139	**1.25**
2015	42.6	1981	27.4	8.2	2.247	**1.31**
2020	45.1	1982	27.7	8.8	2.441	**1.42**
2025	47.5	1983	28.1	9.5	2.667	**1.55**
2050	60.6	1984	28.4	10.4	2.954	**1.72**
		1985	28.7	11.1	3.190	**1.86**
		1986	29.1	10.9	3.170	**1.85**
		1987	29.4	10.7	3.148	**1.83**
		1988	29.8	11.2	3.334	**1.94**
		1989	30.1	11.8	3.553	**2.07**
		1990	30.5	11.3	3.441	**2.00**
		1991	30.8	11.5	3.542	**2.06**
		1992	31.2	11.9	3.707	**2.16**
		1993	31.5	12.2	3.843	**2.24**
		1994	31.9	12.9	4.109	**2.39**
		1995	32.2	13.2	4.251	**2.48**
		1996	32.6	13.6	4.429	**2.58**
		1997	32.9	13.3	4.378	**2.55**
		1998	33.3	14.7	4.892	**2.85**