```
TITLE "PART 1: INTERNET VS PUBLIC RADIO - DIRECTION OF USE".

WEIGHT BY a015 .

CROSSTABS
 /TABLES= a162_r a162_cat by A167_r A167_cat A167_use
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= ROW COLUMN TOTAL ASRESID .
```

LISTENS TO PUBLIC RADIO * USES INTERNET & ON-LINE SERVICES

Crosstab

			USES INTERNET & ON-LINE SERVICES					Total
			Lot Less	Somewhat Less	About Same	Somewhat More	Lot More	
LISTENS TO PUBLIC RADIO	Lot Less	% within LISTENS TO PUBLIC RADIO	9.7%	4.2%	9.7%	19.4%	56.9%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	3.7%	3.3%	1.9%	1.1%	2.6%	2.1%
		% of Total	.2%	.1%	.2%	.4%	1.2%	2.1%
		Adjusted Residual	1.6	.8	-.3	-3.0	2.1	
	Somewhat Less	% within LISTENS TO PUBLIC RADIO	4.7%	2.3%	10.5%	35.7%	46.8%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	4.2%	4.4%	4.8%	4.8%	5.1%	4.9%
		% of Total	.2%	.1%	.5%	1.7%	2.3%	4.9%
		Adjusted Residual	-.4	-.2	-.1	-.2	.5	

Crosstab

			USES INTERNET & ON-LINE SERVICES					
			Lot Less	Somewhat Less	About Same	Somewhat More	Lot More	Total
LISTENS TO PUBLIC RADIO	About Same	% within LISTENS TO PUBLIC RADIO	5.3%	3.2%	12.6%	36.8%	42.2%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	24.7%	30.8%	29.4%	25.4%	23.7%	25.2%
		% of Total	1.3%	.8%	3.2%	9.3%	10.6%	25.2%
		Adjusted Residual	-.1	1.2	2.0	.2	-1.8	
	Somewhat More	% within LISTENS TO PUBLIC RADIO	4.6%	2.6%	10.1%	40.6%	42.1%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	25.8%	30.8%	28.8%	34.1%	28.8%	30.6%
		% of Total	1.4%	.8%	3.1%	12.4%	12.9%	30.6%
		Adjusted Residual	-1.5	.0	-.8	3.4	-2.1	
	Lot More	% within LISTENS TO PUBLIC RADIO	6.0%	2.1%	10.2%	33.9%	47.7%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	41.6%	30.8%	35.2%	34.7%	39.8%	37.3%
		% of Total	2.3%	.8%	3.8%	12.6%	17.8%	37.3%
		Adjusted Residual	1.3	-1.3	-.9	-2.4	2.7	
Total		% within LISTENS TO PUBLIC RADIO	5.4%	2.6%	10.8%	36.5%	44.8%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	5.4%	2.6%	10.8%	36.5%	44.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.755[a]	16	.008
Likelihood Ratio	32.976	16	.007
Linear-by-Linear Association	1.221	1	.269
N of Valid Cases	3510		

a. 3 cells (12.0%) have expected count less than 5. The minimum expected count is 1.87.

LISTENS TO PUBLIC RADIO * USES INTERNET & ON-LINE SERVICES

Crosstab

| | | | USES INTERNET & ON-LINE SERVICES | | | | |
			Don't Use	Less	Same	More	Total
LISTENS TO PUBLIC RADIO	Lot Less	% within LISTENS TO PUBLIC RADIO	60.1%	5.1%	3.9%	30.9%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	2.6%	3.2%	1.9%	1.9%	2.3%
		% of Total	1.4%	.1%	.1%	.7%	2.3%
		Adjusted Residual	1.5	1.0	-.6	-1.7	
	Somewhat Less	% within LISTENS TO PUBLIC RADIO	61.3%	2.7%	4.1%	32.0%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	6.5%	4.3%	4.8%	5.0%	5.8%
		% of Total	3.5%	.2%	.2%	1.8%	5.8%
		Adjusted Residual	3.0	-1.1	-.9	-2.3	
	About Same	% within LISTENS TO PUBLIC RADIO	57.5%	3.6%	5.3%	33.5%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	28.5%	26.8%	29.4%	24.5%	27.0%
		% of Total	15.5%	1.0%	1.4%	9.1%	27.0%
		Adjusted Residual	3.3	-.1	1.1	-3.9	
	Somewhat More	% within LISTENS TO PUBLIC RADIO	51.8%	3.5%	4.9%	39.9%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	27.5%	27.5%	28.8%	31.2%	28.9%
		% of Total	15.0%	1.0%	1.4%	11.5%	28.9%
		Adjusted Residual	-3.0	-.5	.0	3.3	

Crosstab

			USES INTERNET & ON-LINE SERVICES				Total
			Don't Use	Less	Same	More	Total
LISTENS TO PUBLIC RADIO	Lot More	% within LISTENS TO PUBLIC RADIO	52.8%	3.9%	4.8%	38.5%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	34.9%	38.2%	35.2%	37.5%	36.0%
		% of Total	19.0%	1.4%	1.7%	13.9%	36.0%
		Adjusted Residual	-2.2	.8	-.3	2.1	
Total		% within LISTENS TO PUBLIC RADIO	54.4%	3.6%	4.9%	37.0%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	54.4%	3.6%	4.9%	37.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.546[a]	12	.000
Likelihood Ratio	35.732	12	.000
Linear-by-Linear Association	20.789	1	.000
N of Valid Cases	7700		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.47.

LISTENS TO PUBLIC RADIO * WEB-ENABLED

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
LISTENS TO PUBLIC RADIO	Lot Less	% within LISTENS TO PUBLIC RADIO	60.1%	39.9%	100.0%
		% within WEB-ENABLED	2.6%	2.0%	2.3%
		% of Total	1.4%	.9%	2.3%
		Adjusted Residual	1.5	-1.5	
	Somewhat Less	% within LISTENS TO PUBLIC RADIO	61.3%	38.7%	100.0%
		% within WEB-ENABLED	6.5%	4.9%	5.8%
		% of Total	3.5%	2.2%	5.8%
		Adjusted Residual	3.0	-3.0	
	About Same	% within LISTENS TO PUBLIC RADIO	57.5%	42.5%	100.0%
		% within WEB-ENABLED	28.5%	25.2%	27.0%
		% of Total	15.5%	11.5%	27.0%
		Adjusted Residual	3.3	-3.3	
	Somewhat More	% within LISTENS TO PUBLIC RADIO	51.8%	48.2%	100.0%
		% within WEB-ENABLED	27.5%	30.6%	28.9%
		% of Total	15.0%	13.9%	28.9%
		Adjusted Residual	-3.0	3.0	
	Lot More	% within LISTENS TO PUBLIC RADIO	52.8%	47.2%	100.0%
		% within WEB-ENABLED	34.9%	37.3%	36.0%
		% of Total	19.0%	17.0%	36.0%
		Adjusted Residual	-2.2	2.2	
Total		% within LISTENS TO PUBLIC RADIO	54.4%	45.6%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	54.4%	45.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.038[a]	4	.000
Likelihood Ratio	28.168	4	.000
Linear-by-Linear Association	19.900	1	.000
N of Valid Cases	7701		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 81.11.

Crosstab

			USES INTERNET & ON-LINE SERVICES					
			Lot Less	Somewhat Less	About Same	Somewhat More	Lot More	Total
LISTENS TO PUBLIC RADIO	Don't Use	% within LISTENS TO PUBLIC RADIO	8.8%	.0%	14.7%	35.3%	41.2%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	1.6%	.0%	1.3%	.9%	.9%	1.0%
		% of Total	.1%	.0%	.1%	.3%	.4%	1.0%
		Adjusted Residual	.9	-.9	.7	-.1	-.4	
	Less	% within LISTENS TO PUBLIC RADIO	6.2%	2.5%	10.0%	31.1%	50.2%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	7.8%	6.7%	6.3%	5.8%	7.6%	6.8%
		% of Total	.4%	.2%	.7%	2.1%	3.4%	6.8%
		Adjusted Residual	.6	-.1	-.4	-1.8	1.8	
	Same	% within LISTENS TO PUBLIC RADIO	5.3%	3.2%	12.6%	36.8%	42.2%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	24.4%	31.1%	29.0%	25.2%	23.5%	25.0%
		% of Total	1.3%	.8%	3.1%	9.2%	10.5%	25.0%
		Adjusted Residual	-.2	1.4	1.9	.2	-1.8	
	More	% within LISTENS TO PUBLIC RADIO	5.4%	2.3%	10.2%	36.9%	45.2%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	66.3%	62.2%	63.4%	68.1%	67.9%	67.3%
		% of Total	3.6%	1.6%	6.9%	24.8%	30.4%	67.3%
		Adjusted Residual	-.3	-1.0	-1.7	.8	.8	
Total		% within LISTENS TO PUBLIC RADIO	5.4%	2.5%	10.8%	36.5%	44.7%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	5.4%	2.5%	10.8%	36.5%	44.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.726[a]	12	.389
Likelihood Ratio	13.286	12	.349
Linear-by-Linear Association	.849	1	.357
N of Valid Cases	3543		

a. 3 cells (15.0%) have expected count less than 5. The minimum expected count is .86.

Crosstab

| | | | USES INTERNET & ON-LINE SERVICES | | | | |
			Don't Use	Less	Same	More	Total
LISTENS TO PUBLIC RADIO	Don't Use	% within LISTENS TO PUBLIC RADIO	63.4%	3.2%	5.4%	28.0%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	1.4%	1.1%	1.3%	.9%	1.2%
		% of Total	.8%	.0%	.1%	.3%	1.2%
		Adjusted Residual	1.7	-.2	.2	-1.8	
	Less	% within LISTENS TO PUBLIC RADIO	61.0%	3.5%	3.9%	31.6%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	8.9%	7.7%	6.3%	6.8%	8.0%
		% of Total	4.9%	.3%	.3%	2.5%	8.0%
		Adjusted Residual	3.4	-.1	-1.3	-2.9	
	Same	% within LISTENS TO PUBLIC RADIO	57.5%	3.6%	5.3%	33.5%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	28.1%	26.4%	29.0%	24.2%	26.7%
		% of Total	15.3%	1.0%	1.4%	8.9%	26.7%
		Adjusted Residual	3.2	-.1	1.0	-3.7	
	More	% within LISTENS TO PUBLIC RADIO	52.3%	3.7%	4.9%	39.1%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	61.6%	64.8%	63.4%	68.0%	64.2%
		% of Total	33.6%	2.4%	3.1%	25.1%	64.2%
		Adjusted Residual	-5.2	.2	-.3	5.5	
Total		% within LISTENS TO PUBLIC RADIO	54.5%	3.6%	4.9%	36.9%	100.0%
		% within USES INTERNET & ON-LINE SERVICES	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	54.5%	3.6%	4.9%	36.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.323[a]	9	.000
Likelihood Ratio	36.676	9	.000
Linear-by-Linear Association	32.345	1	.000
N of Valid Cases	7794		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 3.39.

LISTENS TO PUBLIC RADIO * WEB-ENABLED

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
LISTENS TO PUBLIC RADIO	Don't Use	% within LISTENS TO PUBLIC RADIO	64.1%	35.9%	100.0%
		% within WEB-ENABLED	1.4%	.9%	1.2%
		% of Total	.8%	.4%	1.2%
		Adjusted Residual	1.9	-1.9	
	Less	% within LISTENS TO PUBLIC RADIO	61.0%	39.0%	100.0%
		% within WEB-ENABLED	8.9%	6.8%	8.0%
		% of Total	4.9%	3.1%	8.0%
		Adjusted Residual	3.4	-3.4	
	Same	% within LISTENS TO PUBLIC RADIO	57.5%	42.5%	100.0%
		% within WEB-ENABLED	28.1%	24.9%	26.7%
		% of Total	15.3%	11.3%	26.7%
		Adjusted Residual	3.2	-3.2	
	More	% within LISTENS TO PUBLIC RADIO	52.3%	47.7%	100.0%
		% within WEB-ENABLED	61.6%	67.3%	64.2%
		% of Total	33.6%	30.6%	64.2%
		Adjusted Residual	-5.3	5.3	
Total		% within LISTENS TO PUBLIC RADIO	54.6%	45.4%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	54.6%	45.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.211[a]	3	.000
Likelihood Ratio	31.396	3	.000
Linear-by-Linear Association	30.739	1	.000
N of Valid Cases	7792		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 41.81.

```
CORRELATIONS
 /VARIABLES=a162_r with A167_r
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE .
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.017
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.301
N	LISTENS TO PUBLIC RADIO	3508

```
TITLE 'MEN BORN 1975-1984'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.156
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.118
N	LISTENS TO PUBLIC RADIO	102

```
TITLE 'MEN BORN 1965-1974'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.015
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.793
N	LISTENS TO PUBLIC RADIO	317

```
TITLE 'MEN BORN 1955-1964'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	-.053
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.260
N	LISTENS TO PUBLIC RADIO	451

```
TITLE 'MEN BORN 1945-1954'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	-.058
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.169
N	LISTENS TO PUBLIC RADIO	556

```
TITLE 'MEN BORN 1935-1944'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.063
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.249
N	LISTENS TO PUBLIC RADIO	340

```
TITLE 'MEN BORN 1925-1934'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	-.013
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.864
N	LISTENS TO PUBLIC RADIO	168

```
TITLE 'MEN BORN BEFORE 1925'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.132
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.453
N	LISTENS TO PUBLIC RADIO	35

```
TITLE 'WOMEN BORN 1975-1984'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	-.057
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.559
N	LISTENS TO PUBLIC RADIO	105

```
TITLE 'WOMEN BORN 1965-1974'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.094
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.122
N	LISTENS TO PUBLIC RADIO	273

```
TITLE 'WOMEN BORN 1955-1964'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.110*
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.029
N	LISTENS TO PUBLIC RADIO	393

*. Correlation is significant at the 0.05 level (2-tailed).

```
TITLE 'WOMEN BORN 1945-1954'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	-.030
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.531
N	LISTENS TO PUBLIC RADIO	438

```
TITLE 'WOMEN BORN 1935-1944'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.023
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.743
N	LISTENS TO PUBLIC RADIO	207

```
TITLE 'WOMEN BORN 1925-1934'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.059
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.555
N	LISTENS TO PUBLIC RADIO	103

```
TITLE 'WOMEN BORN BEFORE 1925'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.204
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.384
N	LISTENS TO PUBLIC RADIO	20

```
TITLE 'CLASSICAL LISTENERS'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.015
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.580
N	LISTENS TO PUBLIC RADIO	1379

```
TITLE 'JAZZ LISTENERS'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.094*
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.013
N	LISTENS TO PUBLIC RADIO	698

*. Correlation is significant at the 0.05 level (2-tailed).

```
TITLE 'OTHER MUSIC LISTENERS'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.015
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.675
N	LISTENS TO PUBLIC RADIO	761

```
TITLE 'NEWS LISTENERS'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.013
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.523
N	LISTENS TO PUBLIC RADIO	2308

```
TITLE 'ENTERTAINMENT LISTENERS'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.009
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.790
N	LISTENS TO PUBLIC RADIO	819

```
TITLE 'OTHER STUFF LISTENERS'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	-.020
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.454
N	LISTENS TO PUBLIC RADIO	1396

```
TITLE 'LISTENER TO STABLE STATIONS'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	-.012
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.721
N	LISTENS TO PUBLIC RADIO	929

```
TITLE 'LISTENER TO VARIED STATIONS'.
```

Correlations

		USES INTERNET & ON-LINE SERVICES
Pearson Correlation	LISTENS TO PUBLIC RADIO	.028
Sig. (2-tailed)	LISTENS TO PUBLIC RADIO	.162
N	LISTENS TO PUBLIC RADIO	2579

```
TITLE "PART 2: DEMOGRAPHICS, UTILIGRAPHICS, VALS, SUPPORT".
```

SEX * WEB-ENABLED

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
SEX	Male	% within SEX	51.0%	49.0%	100.0%
		% within WEB-ENABLED	44.8%	55.5%	49.4%
		% of Total	25.2%	24.2%	49.4%
		Adjusted Residual	-8.2	8.2	
	Female	% within SEX	61.6%	38.4%	100.0%
		% within WEB-ENABLED	55.2%	44.5%	50.6%
		% of Total	31.1%	19.4%	50.6%
		Adjusted Residual	8.2	-8.2	
Total		% within SEX	56.4%	43.6%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.4%	43.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	67.840[b]	1	.000		
Continuity Correction[a]	67.411	1	.000		
Likelihood Ratio	67.964	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	67.829	1	.000		
N of Valid Cases	5978				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 1289.11.

SEX/AGE COHORT * WEB-ENABLED

Crosstab

			WEB-ENABLED		
			Don't Use	Use	Total
SEX/ AGE COH ORT	Male Born 1975-1984 (Age 12-21)	% within SEX/AGE COHORT	33.3%	66.7%	100.0%
		% within WEB-ENABLED	1.3%	3.3%	2.2%
		% of Total	.7%	1.4%	2.2%
		Adjusted Residual	-5.3	5.3	
	Male Born 1965-1974 (Age 22-31)	% within SEX/AGE COHORT	25.9%	74.1%	100.0%
		% within WEB-ENABLED	2.5%	9.3%	5.5%
		% of Total	1.4%	4.1%	5.5%
		Adjusted Residual	-11.4	11.4	
	Male Born 1955-1964 (Age 32-41)	% within SEX/AGE COHORT	42.6%	57.4%	100.0%
		% within WEB-ENABLED	7.1%	12.5%	9.5%
		% of Total	4.0%	5.4%	9.5%
		Adjusted Residual	-7.0	7.0	
	Male Born 1945-1954 (Age 42-51)	% within SEX/AGE COHORT	46.6%	53.4%	100.0%
		% within WEB-ENABLED	9.8%	14.6%	11.9%
		% of Total	5.6%	6.4%	11.9%
		Adjusted Residual	-5.6	5.6	
	Male Born 1935-1944 (Age 52-61)	% within SEX/AGE COHORT	52.0%	48.0%	100.0%
		% within WEB-ENABLED	8.1%	9.7%	8.8%
		% of Total	4.6%	4.2%	8.8%
		Adjusted Residual	-2.1	2.1	
	Male Born 1925-1934 (Age 62-71)	% within SEX/AGE COHORT	72.8%	27.2%	100.0%
		% within WEB-ENABLED	10.6%	5.1%	8.2%
		% of Total	6.0%	2.2%	8.2%
		Adjusted Residual	7.7	-7.7	

Crosstab

			WEB-ENABLED		Total
			Don't Use	Use	
SEX/ AGE COH ORT	Male Born Before 1925 (Age 72+)	% within SEX/AGE COHORT	87.1%	12.9%	100.0%
		% within WEB-ENABLED	5.2%	1.0%	3.4%
		% of Total	2.9%	.4%	3.4%
		Adjusted Residual	8.9	-8.9	
	Female Born 1975-1984 (Age 12-21)	% within SEX/AGE COHORT	43.6%	56.4%	100.0%
		% within WEB-ENABLED	2.1%	3.5%	2.7%
		% of Total	1.2%	1.5%	2.7%
		Adjusted Residual	-3.3	3.3	
	Female Born 1965-1974 (Age 22-31)	% within SEX/AGE COHORT	39.8%	60.2%	100.0%
		% within WEB-ENABLED	4.2%	8.2%	5.9%
		% of Total	2.4%	3.6%	5.9%
		Adjusted Residual	-6.5	6.5	
	Female Born 1955-1964 (Age 32-41)	% within SEX/AGE COHORT	53.2%	46.8%	100.0%
		% within WEB-ENABLED	9.1%	10.3%	9.6%
		% of Total	5.1%	4.5%	9.6%
		Adjusted Residual	-1.6	1.6	
	Female Born 1945-1954 (Age 42-51)	% within SEX/AGE COHORT	54.0%	46.0%	100.0%
		% within WEB-ENABLED	11.8%	13.0%	12.3%
		% of Total	6.7%	5.7%	12.3%
		Adjusted Residual	-1.4	1.4	
	Female Born 1935-1944 (Age 52-61)	% within SEX/AGE COHORT	67.8%	32.2%	100.0%
		% within WEB-ENABLED	10.0%	6.1%	8.3%
		% of Total	5.6%	2.7%	8.3%
		Adjusted Residual	5.4	-5.4	

Crosstab

			WEB-ENABLED		Total
			Don't Use	Use	
SEX/ AGE COH ORT	Female Born 1925-1934 (Age 62-71)	% within SEX/AGE COHORT	83.7%	16.3%	100.0%
		% within WEB-ENABLED	11.5%	2.9%	7.7%
		% of Total	6.5%	1.3%	7.7%
		Adjusted Residual	12.3	-12.3	
	Female Born Before 1925 (Age 72+)	% within SEX/AGE COHORT	94.5%	5.5%	100.0%
		% within WEB-ENABLED	6.6%	.5%	3.9%
		% of Total	3.7%	.2%	3.9%
		Adjusted Residual	12.0	-12.0	
Total		% within SEX/AGE COHORT	56.4%	43.6%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.4%	43.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	718.992[a]	13	.000
Likelihood Ratio	788.890	13	.000
Linear-by-Linear Association	308.516	1	.000
N of Valid Cases	5980		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 56.28.

Employment Status * WEB-ENABLED

Crosstab

			WEB-ENABLED		
			Don't Use	Use	Total
Employment Status	Employed Woman	% within Employment Status	46.2%	53.8%	100.0%
		% within WEB-ENABLED	30.7%	46.3%	37.5%
		% of Total	17.3%	20.2%	37.5%
		Adjusted Residual	-12.3	12.3	
	Retired (60+)	% within Employment Status	54.0%	46.0%	100.0%
		% within WEB-ENABLED	30.7%	33.8%	32.0%
		% of Total	17.3%	14.7%	32.0%
		Adjusted Residual	-2.6	2.6	
	Unemployed (12-59)	% within Employment Status	84.7%	15.3%	100.0%
		% within WEB-ENABLED	26.8%	6.3%	17.8%
		% of Total	15.1%	2.7%	17.8%
		Adjusted Residual	20.6	-20.6	
	4	% within Employment Status	52.7%	47.3%	100.0%
		% within WEB-ENABLED	11.8%	13.7%	12.6%
		% of Total	6.6%	6.0%	12.6%
		Adjusted Residual	-2.2	2.2	
Total		% within Employment Status	56.4%	43.6%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.4%	43.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	451.139[a]	3	.000
Likelihood Ratio	495.742	3	.000
Linear-by-Linear Association	145.843	1	.000
N of Valid Cases	5977		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 328.44.

Race/Ethnicity * WEB-ENABLED

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
Race/Ethnicity	Hispanic/Latino	% within Race/Ethnicity	49.1%	50.9%	100.0%
		% within WEB-ENABLED	1.7%	2.2%	1.9%
		% of Total	.9%	1.0%	1.9%
		Adjusted Residual	-1.5	1.5	
	Black/African American	% within Race/Ethnicity	61.2%	38.8%	100.0%
		% within WEB-ENABLED	5.5%	4.5%	5.1%
		% of Total	3.1%	2.0%	5.1%
		Adjusted Residual	1.7	-1.7	
	Asian/Pacific Islander	% within Race/Ethnicity	35.7%	64.3%	100.0%
		% within WEB-ENABLED	1.3%	2.9%	2.0%
		% of Total	.7%	1.3%	2.0%
		Adjusted Residual	-4.5	4.5	
	White/Caucasian	% within Race/Ethnicity	56.9%	43.1%	100.0%
		% within WEB-ENABLED	89.3%	87.1%	88.3%
		% of Total	50.3%	38.1%	88.3%
		Adjusted Residual	2.5	-2.5	
	Native American/Indian	% within Race/Ethnicity	54.5%	45.5%	100.0%
		% within WEB-ENABLED	.4%	.4%	.4%
		% of Total	.2%	.2%	.4%
		Adjusted Residual	-.2	.2	
	Mixed/Other	% within Race/Ethnicity	46.7%	53.3%	100.0%
		% within WEB-ENABLED	1.9%	2.8%	2.3%
		% of Total	1.1%	1.2%	2.3%
		Adjusted Residual	-2.3	2.3	
Total		% within Race/Ethnicity	56.3%	43.7%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.3%	43.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.026[a]	5	.000
Likelihood Ratio	30.862	5	.000
Linear-by-Linear Association	.090	1	.765
N of Valid Cases	5797		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.61.

Crosstab

			WEB-ENABLED		Total
			Don't Use	Use	
Education	Grade 8 or less	% within Education	46.0%	54.0%	100.0%
		% within WEB-ENABLED	1.2%	1.8%	1.5%
		% of Total	.7%	.8%	1.5%
		Adjusted Residual	-1.9	1.9	
	Grades 9-11 years	% within Education	68.9%	31.1%	100.0%
		% within WEB-ENABLED	3.5%	2.0%	2.8%
		% of Total	2.0%	.9%	2.8%
		Adjusted Residual	3.3	-3.3	
	Graduated High School	% within Education	79.0%	21.0%	100.0%
		% within WEB-ENABLED	16.9%	5.8%	12.0%
		% of Total	9.5%	2.5%	12.0%
		Adjusted Residual	13.0	-13.0	
	1-3 years of college	% within Education	63.8%	36.2%	100.0%
		% within WEB-ENABLED	26.1%	19.0%	23.0%
		% of Total	14.7%	8.3%	23.0%
		Adjusted Residual	6.4	-6.4	
	College degree (4 years)	% within Education	55.4%	44.6%	100.0%
		% within WEB-ENABLED	20.5%	21.1%	20.7%
		% of Total	11.5%	9.2%	20.7%
		Adjusted Residual	-.6	.6	
	Some graduate credits	% within Education	48.2%	51.8%	100.0%
		% within WEB-ENABLED	11.0%	15.1%	12.8%
		% of Total	6.2%	6.6%	12.8%
		Adjusted Residual	-4.7	4.7	
	Advanced degree (MA, MD, PhD)	% within Education	43.2%	56.8%	100.0%
		% within WEB-ENABLED	20.8%	35.1%	27.1%
		% of Total	11.7%	15.4%	27.1%
		Adjusted Residual	-12.2	12.2	
Total		% within Education	56.2%	43.8%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.2%	43.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	323.743[a]	6	.000
Likelihood Ratio	336.124	6	.000
Linear-by-Linear Association	245.291	1	.000
N of Valid Cases	5861		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.12.

Household Income * WEB-ENABLED

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
Household Income	Less than $10,000	% within Household Income	44.7%	55.3%	100.0%
		% within WEB-ENABLED	4.0%	6.2%	5.0%
		% of Total	2.2%	2.8%	5.0%
		Adjusted Residual	-3.7	3.7	
	$10,000 to $14,999	% within Household Income	70.1%	29.9%	100.0%
		% within WEB-ENABLED	4.8%	2.6%	3.8%
		% of Total	2.7%	1.1%	3.8%
		Adjusted Residual	4.2	-4.2	
	$15,000 to $19,999	% within Household Income	70.1%	29.9%	100.0%
		% within WEB-ENABLED	5.9%	3.2%	4.7%
		% of Total	3.3%	1.4%	4.7%
		Adjusted Residual	4.7	-4.7	
	$20,000 to $24,999	% within Household Income	71.2%	28.8%	100.0%
		% within WEB-ENABLED	6.7%	3.4%	5.2%
		% of Total	3.7%	1.5%	5.2%
		Adjusted Residual	5.4	-5.4	
	$25,000 to $29,999	% within Household Income	67.0%	33.0%	100.0%
		% within WEB-ENABLED	7.1%	4.4%	5.9%
		% of Total	4.0%	2.0%	5.9%
		Adjusted Residual	4.2	-4.2	
	$30,000 to $39,999	% within Household Income	63.0%	37.0%	100.0%
		% within WEB-ENABLED	14.1%	10.4%	12.4%
		% of Total	7.8%	4.6%	12.4%
		Adjusted Residual	4.1	-4.1	

Crosstab

			WEB-ENABLED		
			Don't Use	Use	Total
Household Income	$40,000 to $49,999	% within Household Income	59.3%	40.7%	100.0%
		% within WEB-ENABLED	14.3%	12.3%	13.4%
		% of Total	7.9%	5.4%	13.4%
		Adjusted Residual	2.1	-2.1	
	$50,000 to $74,999	% within Household Income	53.6%	46.4%	100.0%
		% within WEB-ENABLED	22.6%	24.5%	23.4%
		% of Total	12.6%	10.8%	23.4%
		Adjusted Residual	-1.6	1.6	
	$75,000 to $99,999	% within Household Income	48.9%	51.1%	100.0%
		% within WEB-ENABLED	10.5%	13.8%	12.0%
		% of Total	5.9%	6.1%	12.0%
		Adjusted Residual	-3.6	3.6	
	$100,000 to $199,999	% within Household Income	38.2%	61.8%	100.0%
		% within WEB-ENABLED	8.1%	16.4%	11.7%
		% of Total	4.5%	7.3%	11.7%
		Adjusted Residual	-9.4	9.4	
	$200,000 or more	% within Household Income	44.5%	55.5%	100.0%
		% within WEB-ENABLED	1.9%	3.0%	2.4%
		% of Total	1.1%	1.3%	2.4%
		Adjusted Residual	-2.6	2.6	
Total		% within Household Income	55.6%	44.4%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	55.6%	44.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	211.059[a]	10	.000
Likelihood Ratio	213.732	10	.000
Linear-by-Linear Association	87.851	1	.000
N of Valid Cases	5328		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 56.79.

Primary VALS 2 Type * WEB-ENABLED

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
Primary VALS 2 Type	No VALS 2 Type assigned	% within Primary VALS 2 Type	60.9%	39.1%	100.0%
		% within WEB-ENABLED	5.1%	4.3%	4.8%
		% of Total	2.9%	1.9%	4.8%
		Adjusted Residual	1.6	-1.6	
	Actualizer	% within Primary VALS 2 Type	38.8%	61.2%	100.0%
		% within WEB-ENABLED	22.3%	45.4%	32.4%
		% of Total	12.6%	19.8%	32.4%
		Adjusted Residual	-18.9	18.9	
	Fulfilled	% within Primary VALS 2 Type	62.8%	37.2%	100.0%
		% within WEB-ENABLED	34.1%	26.1%	30.6%
		% of Total	19.2%	11.4%	30.6%
		Adjusted Residual	6.6	-6.6	
	Believer	% within Primary VALS 2 Type	82.9%	17.1%	100.0%
		% within WEB-ENABLED	9.5%	2.5%	6.5%
		% of Total	5.4%	1.1%	6.5%
		Adjusted Residual	10.9	-10.9	
	Achiever	% within Primary VALS 2 Type	66.2%	33.8%	100.0%
		% within WEB-ENABLED	9.3%	6.2%	8.0%
		% of Total	5.3%	2.7%	8.0%
		Adjusted Residual	4.5	-4.5	
	Striver	% within Primary VALS 2 Type	60.4%	39.6%	100.0%
		% within WEB-ENABLED	6.2%	5.3%	5.8%
		% of Total	3.5%	2.3%	5.8%
		Adjusted Residual	1.5	-1.5	
	Experiencer	% within Primary VALS 2 Type	43.6%	56.4%	100.0%
		% within WEB-ENABLED	3.7%	6.3%	4.8%
		% of Total	2.1%	2.7%	4.8%
		Adjusted Residual	-4.5	4.5	

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
Primary VALS 2 Type	Maker	% within Primary VALS 2 Type	68.1%	31.9%	100.0%
		% within WEB-ENABLED	5.6%	3.4%	4.7%
		% of Total	3.2%	1.5%	4.7%
		Adjusted Residual	4.0	-4.0	
	Struggler	% within Primary VALS 2 Type	90.7%	9.3%	100.0%
		% within WEB-ENABLED	4.1%	.5%	2.5%
		% of Total	2.3%	.2%	2.5%
		Adjusted Residual	8.6	-8.6	
Total		% within Primary VALS 2 Type	56.4%	43.6%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.4%	43.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	514.000[a]	8	.000
Likelihood Ratio	540.282	8	.000
Linear-by-Linear Association	132.462	1	.000
N of Valid Cases	5977		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 65.84.

Core or Fringe Listener to Public Radio * WEB-ENABLED

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
Core or Fringe Listener to Public Radio	Fringe	% within Core or Fringe Listener to Public Radio	58.8%	41.2%	100.0%
		% within WEB-ENABLED	55.5%	50.3%	53.2%
		% of Total	31.3%	21.9%	53.2%
		Adjusted Residual	4.0	-4.0	
	Core (Station used more than any other)	% within Core or Fringe Listener to Public Radio	53.5%	46.5%	100.0%
		% within WEB-ENABLED	41.8%	47.1%	44.1%
		% of Total	23.6%	20.5%	44.1%
		Adjusted Residual	-4.1	4.1	
	Meta-Core (A042 only) (Multiple pub stns used more than sing	% within Core or Fringe Listener to Public Radio	56.6%	43.4%	100.0%
		% within WEB-ENABLED	2.7%	2.6%	2.7%
		% of Total	1.5%	1.2%	2.7%
		Adjusted Residual	.1	-.1	
Total		% within Core or Fringe Listener to Public Radio	56.4%	43.6%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.4%	43.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.850[a]	2	.000
Likelihood Ratio	16.843	2	.000
Linear-by-Linear Association	13.220	1	.000
N of Valid Cases	5978		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 69.34.

Classical Listener * WEB-ENABLED

Crosstab

			WEB-ENABLED Don't Use	WEB-ENABLED Use	Total
Classical Listener	No	% within Classical Listener	55.6%	44.4%	100.0%
		% within WEB-ENABLED	27.0%	30.7%	28.5%
		% of Total	15.9%	12.7%	28.5%
		Adjusted Residual	-2.5	2.5	
	Yes	% within Classical Listener	60.1%	39.9%	100.0%
		% within WEB-ENABLED	73.0%	69.3%	71.5%
		% of Total	42.9%	28.5%	71.5%
		Adjusted Residual	2.5	-2.5	
Total		% within Classical Listener	58.8%	41.2%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	58.8%	41.2%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.327[b]	1	.012		
Continuity Correction[a]	6.145	1	.013		
Likelihood Ratio	6.302	1	.012		
Fisher's Exact Test				.013	.007
Linear-by-Linear Association	6.326	1	.012		
N of Valid Cases	3787				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 445.59.

Jazz Listener * WEB-ENABLED

Crosstab

			WEB-ENABLED		Total
			Don't Use	Use	
Jazz Listener	No	% within Jazz Listener	54.4%	45.6%	100.0%
		% within WEB-ENABLED	46.1%	47.2%	46.6%
		% of Total	25.4%	21.2%	46.6%
		Adjusted Residual	-.5	.5	
	Yes	% within Jazz Listener	55.5%	44.5%	100.0%
		% within WEB-ENABLED	53.9%	52.8%	53.4%
		% of Total	29.6%	23.8%	53.4%
		Adjusted Residual	.5	-.5	
Total		% within Jazz Listener	55.0%	45.0%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	55.0%	45.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.287[b]	1	.592		
Continuity Correction[a]	.246	1	.620		
Likelihood Ratio	.287	1	.592		
Fisher's Exact Test				.603	.310
Linear-by-Linear Association	.287	1	.592		
N of Valid Cases	2534				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 531.31.

Other Music Listener * WEB-ENABLED

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
Other Music Listener	No	% within Other Music Listener	56.3%	43.7%	100.0%
		% within WEB-ENABLED	45.7%	45.8%	45.8%
		% of Total	25.8%	20.0%	45.8%
		Adjusted Residual	.0	.0	
	Yes	% within Other Music Listener	56.3%	43.7%	100.0%
		% within WEB-ENABLED	54.3%	54.2%	54.2%
		% of Total	30.5%	23.7%	54.2%
		Adjusted Residual	.0	.0	
Total		% within Other Music Listener	56.3%	43.7%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.3%	43.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.001[b]	1	.970		
Continuity Correction[a]	.000	1	1.000		
Likelihood Ratio	.001	1	.970		
Fisher's Exact Test				1.000	.501
Linear-by-Linear Association	.001	1	.970		
N of Valid Cases	2547				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 509.52.

News Listener * WEB-ENABLED

Crosstab

			WEB-ENABLED Don't Use	WEB-ENABLED Use	Total
News Listener	No	% within News Listener	64.6%	35.4%	100.0%
		% within WEB-ENABLED	28.3%	18.6%	23.9%
		% of Total	15.4%	8.4%	23.9%
		Adjusted Residual	7.5	-7.5	
	Yes	% within News Listener	51.4%	48.6%	100.0%
		% within WEB-ENABLED	71.7%	81.4%	76.1%
		% of Total	39.2%	37.0%	76.1%
		Adjusted Residual	-7.5	7.5	
Total		% within News Listener	54.6%	45.4%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	54.6%	45.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	56.487[b]	1	.000		
Continuity Correction[a]	55.957	1	.000		
Likelihood Ratio	57.296	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	56.474	1	.000		
N of Valid Cases	4440				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 481.30.

Entertainment Listener * WEB-ENABLED

Crosstab

			WEB-ENABLED		Total
			Don't Use	Use	
Entertainment Listener	No	% within Entertainment Listener	56.3%	43.7%	100.0%
		% within WEB-ENABLED	48.3%	46.1%	47.3%
		% of Total	26.6%	20.7%	47.3%
		Adjusted Residual	1.1	-1.1	
	Yes	% within Entertainment Listener	54.2%	45.8%	100.0%
		% within WEB-ENABLED	51.7%	53.9%	52.7%
		% of Total	28.6%	24.1%	52.7%
		Adjusted Residual	-1.1	1.1	
Total		% within Entertainment Listener	55.2%	44.8%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	55.2%	44.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.105[b]	1	.293		
Continuity Correction[a]	1.021	1	.312		
Likelihood Ratio	1.105	1	.293		
Fisher's Exact Test				.310	.156
Linear-by-Linear Association	1.104	1	.293		
N of Valid Cases	2458				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 520.94.

Other Stuff Listener * WEB-ENABLED

Crosstab

			WEB-ENABLED		
			Don't Use	Use	Total
Other Stuff Listener	No	% within Other Stuff Listener	57.4%	42.6%	100.0%
		% within WEB-ENABLED	46.2%	43.7%	45.1%
		% of Total	25.9%	19.2%	45.1%
		Adjusted Residual	1.5	-1.5	
	Yes	% within Other Stuff Listener	55.0%	45.0%	100.0%
		% within WEB-ENABLED	53.8%	56.3%	54.9%
		% of Total	30.2%	24.7%	54.9%
		Adjusted Residual	-1.5	1.5	
Total		% within Other Stuff Listener	56.1%	43.9%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.1%	43.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.384[b]	1	.123		
Continuity Correction[a]	2.286	1	.131		
Likelihood Ratio	2.385	1	.122		
Fisher's Exact Test				.131	.065
Linear-by-Linear Association	2.383	1	.123		
N of Valid Cases	3961				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 785.00.

Reconciled Current Givers * WEB-ENABLED

Crosstab

			WEB-ENABLED Don't Use	WEB-ENABLED Use	Total
Reconciled Current Givers	Not Current	% within Reconciled Current Givers	57.7%	42.3%	100.0%
		% within WEB-ENABLED	72.2%	68.2%	70.5%
		% of Total	40.7%	29.8%	70.5%
		Adjusted Residual	3.3	-3.3	
	Current	% within Reconciled Current Givers	53.1%	46.9%	100.0%
		% within WEB-ENABLED	27.8%	31.8%	29.5%
		% of Total	15.7%	13.9%	29.5%
		Adjusted Residual	-3.3	3.3	
Total		% within Reconciled Current Givers	56.3%	43.7%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.3%	43.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.602[b]	1	.001		
Continuity Correction[a]	10.414	1	.001		
Likelihood Ratio	10.573	1	.001		
Fisher's Exact Test				.001	.001
Linear-by-Linear Association	10.600	1	.001		
N of Valid Cases	5842				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 753.68.

Public Television Support by Household in the last two years * WEB-ENABLED

Crosstab

| | | | WEB-ENABLED | | |
			Don't Use	Use	Total
Public Television Support by Household in the last two years	Yes	% within Public Television Support by Household in the last two years	56.3%	43.7%	100.0%
		% within WEB-ENABLED	40.8%	40.9%	40.8%
		% of Total	23.0%	17.8%	40.8%
		Adjusted Residual	-.1	.1	
	No	% within Public Television Support by Household in the last two years	56.3%	43.7%	100.0%
		% within WEB-ENABLED	50.6%	50.9%	50.7%
		% of Total	28.6%	22.2%	50.7%
		Adjusted Residual	-.2	.2	
	Don't Know	% within Public Television Support by Household in the last two years	100.0%	.0%	100.0%
		% within WEB-ENABLED	.0%	.0%	.0%
		% of Total	.0%	.0%	.0%
		Adjusted Residual	.9	-.9	
	8	% within Public Television Support by Household in the last two years	67.3%	32.7%	100.0%
		% within WEB-ENABLED	2.2%	1.4%	1.8%
		% of Total	1.2%	.6%	1.8%
		Adjusted Residual	2.3	-2.3	
	9	% within Public Television Support by Household in the last two years	54.6%	45.4%	100.0%
		% within WEB-ENABLED	6.3%	6.8%	6.6%
		% of Total	3.6%	3.0%	6.6%
		Adjusted Residual	-.7	.7	
Total		% within Public Television Support by Household in the last two years	56.4%	43.6%	100.0%
		% within WEB-ENABLED	100.0%	100.0%	100.0%
		% of Total	56.4%	43.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.608[a]	4	.158
Likelihood Ratio	7.128	4	.129
Linear-by-Linear Association	.100	1	.752
N of Valid Cases	5978		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .44.

Report

WEB-ENABLED		AGE	INCOME	Years Listening to Station A	Number of Public Stations Used Across the Week	Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven)	Time Spent Listening to Public Radio (QHs/week)-Total
Don't Use	Mean	52.46	56.9017	10.50	1.25	3.67	35.81
	N	3371	2965	3098	3371	3371	3371
Use	Mean	42.17	71.7332	8.79	1.27	3.92	35.86
	N	2607	2365	2466	2607	2607	2607
Total	Mean	47.97	63.4825	9.74	1.26	3.78	35.83
	N	5978	5329	5565	5978	5978	5978

Report

WEB-ENABLED		Time Spent Listening to the Radio (QHs/week)-Total	Loyalty to Public Radio (Total)	Occasions to Public Radio (in Tune-Ins/Week)-Total	Average Duration per Occasion to Public Radio (Total)
Don't Use	Mean	99.33	40.700	7.34	5.033
	N	3371	3371	3371	3371
Use	Mean	86.25	44.921	7.98	4.631
	N	2607	2607	2607	2607
Total	Mean	93.63	42.541	7.62	4.858
	N	5978	5978	5978	5978

ANOVA Table

			Sum of Squares	df	Mean Square
AGE * WEB-ENABLED	Between	(Combined)	155516.56	1	155516.56
	Within Groups		1384027.7	5976	231.598
	Total		1539544.3	5977	
INCOME * WEB-ENABLED	Between	(Combined)	289365.21	1	289365.21
	Within Groups		12865810	5328	2414.754
	Total		13155175	5329	
Years Listening to Station A * WEB-ENABLED	Between	(Combined)	4003.345	1	4003.345
	Within Groups		490939.32	5562	88.267
	Total		494942.67	5563	
Number of Public Stations Used Across the Week * WEB-ENABLED	Between	(Combined)	.540	1	.540
	Within Groups		1787.577	5976	.299
	Total		1788.117	5977	
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * WEB-ENABLED	Between	(Combined)	95.838	1	95.838
	Within Groups		27115.689	5976	4.537
	Total		27211.527	5977	
Time Spent Listening to Public Radio (QHs/week)-Total * WEB-ENABLED	Between	(Combined)	5.137	1	5.137
	Within Groups		12343199	5976	2065.462
	Total		12343204	5977	
Time Spent Listening to the Radio (QHs/week)-Total * WEB-ENABLED	Between	(Combined)	251715.38	1	251715.38
	Within Groups		30972072	5976	5182.743
	Total		31223787	5977	
Loyalty to Public Radio (Total) * WEB-ENABLED	Between	(Combined)	26195.691	1	26195.691
	Within Groups		6601915.5	5976	1104.738
	Total		6628111.2	5977	
Occasions to Public Radio (in Tune-Ins/Week)- Total * WEB-ENABLED	Between	(Combined)	600.898	1	600.898
	Within Groups		333801.61	5976	55.857
	Total		334402.51	5977	
Average Duration per Occasion to Public Radio (Total) * WEB-ENABLED	Between	(Combined)	236.716	1	236.716
	Within Groups		107126.43	5976	17.926
	Total		107363.15	5977	

ANOVA Table

			F	Sig.
AGE * WEB-ENABLED	Between Within Groups Total	(Combined)	671.494	.000
INCOME * WEB-ENABLED	Between Within Groups Total	(Combined)	119.832	.000
Years Listening to Station A * WEB-ENABLED	Between Within Groups Total	(Combined)	45.355	.000
Number of Public Stations Used Across the Week * WEB-ENABLED	Between Within Groups Total	(Combined)	1.806	.179
Horizontal Hold to Public Radio(# of Different Days Listened Out of Seven) * WEB-ENABLED	Between Within Groups Total	(Combined)	21.122	.000
Time Spent Listening to Public Radio (QHs/week)- Total * WEB-ENABLED	Between Within Groups Total	(Combined)	.002	.960
Time Spent Listening to the Radio (QHs/week)- Total * WEB-ENABLED	Between Within Groups Total	(Combined)	48.568	.000
Loyalty to Public Radio (Total) * WEB-ENABLED	Between Within Groups Total	(Combined)	23.712	.000
Occasions to Public Radio (in Tune-Ins/Week)- Total * WEB-ENABLED	Between Within Groups Total	(Combined)	10.758	.001
Average Duration per Occasion to Public Radio (Total) * WEB-ENABLED	Between Within Groups Total	(Combined)	13.205	.000

TITLE "PART 3: PIMP, OPINIONS, ATTITUDES".

Report

WEB-ENABLED		Personal Importance of Station A	Personal Importance of Local Programming on Station A	Personal Importance of Network Programming on Station A	The news programming on public radio is unique, not available on commercial stations	The music programming on public radio is unique, not available on commerical stations
Don't Use	Mean	2.34	2.79	2.57	2.28	1.93
	N	3314	3271	3249	3299	3329
Use	Mean	2.27	2.85	2.38	1.99	1.99
	N	2590	2574	2571	2570	2578
Total	Mean	2.31	2.82	2.49	2.15	1.96
	N	5904	5845	5820	5869	5907

Report

WEB-ENABLED		I seek out public radio whenever I move residence or travel out of town	I generally think of public radio as being financially supported by contributing listeners	I generally think of publicr radio as being financially supported by universities or gov't tax dollars	The social and cultural values I hear expressed on public radio usually fit closely with my own values	I keep listening to the public radio station during its on-air membership drives	The on-air membership drives are getting more prevalent than in the past
Don't Use	Mean	2.63	2.26	3.39	2.78	3.54	2.76
	N	3296	3345	3335	3315	3333	3272
Use	Mean	2.38	2.20	3.29	2.77	3.56	2.79
	N	2578	2586	2583	2573	2568	2528
Total	Mean	2.52	2.23	3.34	2.78	3.55	2.78
	N	5873	5931	5918	5888	5901	5800

Report

WEB-ENABLED		The on-air membership drives are becoming easier to listen to than in the past	The on-air mentions of business support (underwriting) are getting more prevalent than in the past	The on-air mentions of business support (underwriting) are getting more annoying than in the past	My opinion of a company is more positive when I find out that it supports public radio	I am concerned that businesses which support public radio may eventually force changes in the programming
Don't Use	Mean	3.79	2.95	3.79	2.63	3.46
	N	3271	3219	3248	3315	3317
Use	Mean	3.81	2.82	3.75	2.59	3.49
	N	2514	2514	2530	2573	2575
Total	Mean	3.80	2.89	3.77	2.62	3.47
	N	5785	5732	5778	5888	5892

WEB-ENABLED		I personally would be less likely to contribute to public radio if more businesses were to support it	Changes in Use of public radio stations in recent years	Changes in Use of commercial radio stations in recent years	Changes in Use of public television stations in recent years	Changes in Use of commercial television stations in recent years	Changes in Use of cable television channels in recent years
Don't Use	Mean	3.81	2.25	3.85	2.76	3.75	4.70
	N	3261	3362	3356	3361	3345	3360
Use	Mean	3.93	2.11	3.78	2.91	3.82	4.17
	N	2554	2606	2601	2606	2598	2600
Total	Mean	3.87	2.19	3.82	2.83	3.78	4.47
	N	5815	5968	5957	5967	5943	5960

ANOVA Table

			Sum of Squares	df	Mean Square
Personal Importance of Station A * WEB-ENABLED	Between	(Combined)	7.361	1	7.361
	Within Groups		9381.743	5902	1.590
	Total		9389.105	5903	
Personal Importance of Local Programming on Station A * WEB-ENABLED	Between	(Combined)	4.922	1	4.922
	Within Groups		10915.452	5843	1.868
	Total		10920.374	5844	
Personal Importance of Network Programming on Station A * WEB-ENABLED	Between	(Combined)	52.786	1	52.786
	Within Groups		10818.377	5818	1.859
	Total		10871.163	5819	
The news programming on public radio is unique, not available on commercial stations * WEB-ENABLED	Between	(Combined)	120.562	1	120.562
	Within Groups		7942.156	5867	1.354
	Total		8062.718	5868	
The music programming on public radio is unique, not available on commerical stations * WEB-ENABLED	Between	(Combined)	6.685	1	6.685
	Within Groups		6913.281	5905	1.171
	Total		6919.966	5906	
I seek out public radio whenever I move residence or travel out of town * WEB-ENABLED	Between	(Combined)	85.018	1	85.018
	Within Groups		12255.508	5872	2.087
	Total		12340.526	5873	
I generally think of public radio as being financially supported by contributing listeners * WEB-ENABLED	Between	(Combined)	5.487	1	5.487
	Within Groups		6984.573	5929	1.178
	Total		6990.060	5930	
I generally think of publicr radio as being financially supported by universities or gov't tax dollars * WEB-ENABLED	Between	(Combined)	15.481	1	15.481
	Within Groups		9046.072	5916	1.529
	Total		9061.553	5917	
The social and cultural values I hear expressed on public radio usually fit closely with my own values * WEB-ENABLED	Between	(Combined)	.176	1	.176
	Within Groups		7878.684	5886	1.339
	Total		7878.860	5887	
I keep listening to the public radio station during its on-air membership drives * WEB-ENABLED	Between	(Combined)	.399	1	.399
	Within Groups		12018.549	5899	2.037
	Total		12018.947	5900	
The on-air membership drives are getting more prevalent than in the past * WEB-ENABLED	Between	(Combined)	1.545	1	1.545
	Within Groups		7529.172	5798	1.299
	Total		7530.718	5799	
The on-air membership drives are becoming easier to listen to than in the past * WEB-ENABLED	Between	(Combined)	.833	1	.833
	Within Groups		8047.641	5783	1.392
	Total		8048.473	5784	
The on-air mentions of business support (underwriting) are getting more prevalent than in the past * WEB-ENABLED	Between	(Combined)	26.826	1	26.826
	Within Groups		6078.503	5731	1.061
	Total		6105.328	5732	
The on-air mentions of business	Between	(Combined)	2.544	1	2.544

ANOVA Table

			Sum of Squares	df	Mean Square
The on-air mentions of business support (underwriting) are getting more annoying than in the past * WEB-ENABLED	Within Groups		7999.174	5776	1.385
	Total		8001.718	5777	
My opinion of a company is more positive when I find out that it supports public radio * WEB-ENABLED	Between	(Combined)	2.105	1	2.105
	Within Groups		8161.987	5886	1.387
	Total		8164.091	5887	
I am concerned that businesses which support public radio may eventually force changes in the programming * WEB-ENABLED	Between	(Combined)	1.256	1	1.256
	Within Groups		9759.066	5890	1.657
	Total		9760.322	5891	
I personally would be less likely to contribute to public radio if more businesses were to support it * WEB-ENABLED	Between	(Combined)	20.001	1	20.001
	Within Groups		8841.140	5813	1.521
	Total		8861.141	5814	
Changes in Use of public radio stations in recent years * WEB-ENABLED	Between	(Combined)	28.839	1	28.839
	Within Groups		9902.694	5966	1.660
	Total		9931.533	5967	
Changes in Use of commercial radio stations in recent years * WEB-ENABLED	Between	(Combined)	6.695	1	6.695
	Within Groups		17005.053	5955	2.856
	Total		17011.748	5956	
Changes in Use of public television stations in recent years * WEB-ENABLED	Between	(Combined)	34.442	1	34.442
	Within Groups		18969.037	5965	3.180
	Total		19003.478	5966	
Changes in Use of commercial television stations in recent years * WEB-ENABLED	Between	(Combined)	7.553	1	7.553
	Within Groups		14132.069	5941	2.379
	Total		14139.622	5942	
Changes in Use of cable television channels in recent years * WEB-ENABLED	Between	(Combined)	424.545	1	424.545
	Within Groups		58052.976	5958	9.744
	Total		58477.520	5959	

ANOVA Table

			F	Sig.
Personal Importance of Station A * WEB-ENABLED	Between Within Groups Total	(Combined)	4.631	.031
Personal Importance of Local Programming on Station A * WEB-ENABLED	Between Within Groups Total	(Combined)	2.635	.105
Personal Importance of Network Programming on Station A * WEB-ENABLED	Between Within Groups Total	(Combined)	28.388	.000
The news programming on public radio is unique, not available on commercial stations * WEB-ENABLED	Between Within Groups Total	(Combined)	89.061	.000
The music programming on public radio is unique, not available on commerical stations * WEB-ENABLED	Between Within Groups Total	(Combined)	5.710	.017
I seek out public radio whenever I move residence or travel out of town * WEB-ENABLED	Between Within Groups Total	(Combined)	40.735	.000
I generally think of public radio as being financially supported by contributing listeners * WEB-ENABLED	Between Within Groups Total	(Combined)	4.658	.031
I generally think of publicr radio as being financially supported by universities or gov't tax dollars * WEB-ENABLED	Between Within Groups Total	(Combined)	10.124	.001
The social and cultural values I hear expressed on public radio usually fit closely with my own values * WEB-ENABLED	Between Within Groups Total	(Combined)	.132	.717
I keep listening to the public radio station during its on-air membership drives * WEB-ENABLED	Between Within Groups Total	(Combined)	.196	.658
The on-air membership drives are getting more prevalent than in the past * WEB-ENABLED	Between Within Groups Total	(Combined)	1.190	.275
The on-air membership drives are becoming easier to listen to than in the past * WEB-ENABLED	Between Within Groups Total	(Combined)	.598	.439
The on-air mentions of business support (underwriting) are getting more prevalent than in the past * WEB-ENABLED	Between Within Groups Total	(Combined)	25.292	.000
The on-air mentions of business	Between	(Combined)	1.837	.175

ANOVA Table

			F	Sig.
The on-air mentions of business support (underwriting) are getting more annoying than in the past * WEB-ENABLED	Within Groups Total			
My opinion of a company is more positive when I find out that it supports public radio * WEB-ENABLED	Between Within Groups Total	(Combined)	1.518	.218
I am concerned that businesses which support public radio may eventually force changes in the programming * WEB-ENABLED	Between Within Groups Total	(Combined)	.758	.384
I personally would be less likely to contribute to public radio if more businesses were to support it * WEB-ENABLED	Between Within Groups Total	(Combined)	13.151	.000
Changes in Use of public radio stations in recent years * WEB-ENABLED	Between Within Groups Total	(Combined)	17.375	.000
Changes in Use of commercial radio stations in recent years * WEB-ENABLED	Between Within Groups Total	(Combined)	2.345	.126
Changes in Use of public television stations in recent years * WEB-ENABLED	Between Within Groups Total	(Combined)	10.831	.001
Changes in Use of commercial television stations in recent years * WEB-ENABLED	Between Within Groups Total	(Combined)	3.175	.075
Changes in Use of cable television channels in recent years * WEB-ENABLED	Between Within Groups Total	(Combined)	43.571	.000

PART 4: CALCULATIONS FOR WORKSHEET

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WEIGHT BY a015 .
MEANS TABLES=a167_use by a020 by agegroup /CELLS MEAN.
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Report

WEB-ENABLED
Mean

Male	12-24	.7121
	25-34	.7079
	35-44	.5438
	45-54	.5277
	55-64	.4088
	65+	.2008
	Total	.4896
Female	12-24	.6008
	25-34	.5550
	35-44	.4496
	45-54	.4369
	55-64	.2670
	65+	.1193
	Total	.3838
Total	12-24	.6518
	25-34	.6317
	35-44	.4955
	45-54	.4820
	55-64	.3407
	65+	.1590
	Total	.4361

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COMPUTE aqh=a054*a015.
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WEIGHT BY aqh.

```
MEANS TABLES=a167_use by a020 by agegroup /CELLS MEAN.
```

Report

WEB-ENABLED
Mean

Male	12-24	.8212
	25-34	.7471
	35-44	.5816
	45-54	.5377
	55-64	.3822
	65+	.2260
	Total	.4890
Female	12-24	.6540
	25-34	.5569
	35-44	.5217
	45-54	.4818
	55-64	.3023
	65+	9.021E-02
	Total	.3811
Total	12-24	.7343
	25-34	.6601
	35-44	.5546
	45-54	.5103
	55-64	.3417
	65+	.1572
	Total	.4365