```
FREQUENCIES
  VARIABLES=giv_type dum_TV
  /ORDER  ANALYSIS.
```

Frequencies

Frequency Table

Type of Public Media Giver (by Percent of Cume)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Give to Neither	**3530**	44.2	**48.4**	48.4
	Give to TV and NOT Radio	**1232**	15.4	**16.9**	65.2
	Give to Radio and NOT TV	**365**	4.6	**5.0**	70.2
	Give to Both	**2172**	27.2	**29.8**	100.0
	Total	**7299**	91.4	**100.0**	
Missing	System	685	8.6		
Total		7984	100.0		

Type of Public Media Giver (By Percent of AQH)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Give to Neither	96512	33.1	**35.8**	35.8
	Give to TV and NOT Radio	34746	11.9	**12.9**	48.7
	Give to Radio and NOT TV	18483	6.3	**6.9**	55.5
	Give to Both	119860	41.1	**44.5**	100.0
	Total	269601	92.5	**100.0**	
Missing	System	21811	7.5		
Total		291412	100.0		

Giver to TV and NOT Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyone Else	**6067**	76.0	**83.1**	83.1
	Giver to TV and NOT Radio	**1232**	15.4	**16.9**	100.0
	Total	**7299**	91.4	**100.0**	
Missing	System	685	8.6		
Total		7984	100.0		

****
***Stage I: Comparison of Listeners by Media Giving Types**
****

****
***PART 1: Demographics of Media Giving Types**
****

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

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

Means

Report

	Mean				
	Type of Public Media Giver				
	Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Sex	.52	.48	.55	.47	.50
AGE	**45.97**	**51.71**	**42.07**	**51.74**	48.46
Hours worked per week	23.90	21.84	26.32	22.95	23.39
Number of Public Radio Listeners in the Household	1.47	1.51	1.75	1.74	1.57
Years of Formal Education	15.64	16.29	16.81	17.22	16.28
Household Income in Thousands$	**54.11**	**70.19**	**66.68**	**83.56**	66.13

ANOVA Table

	F	Sig.
Sex	5.965	.000
AGE	**102.491**	.000
Hours worked per week	7.300	.000
Number of Public Radio Listeners in the Household	66.381	.000
Years of Formal Education	125.320	.000
Household Income in Thousands$	**149.431**	.000

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

```
CROSSTABS
 /TABLES=a020m a024 a025 a026 a028 to a031 BY giv_type
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID .
```

Crosstabs

Sex * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**17.840**[a]	3	.000
Likelihood Ratio	17.851	3	.000
Linear-by-Linear Association	10.418	1	.001
N of Valid Cases	7297		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 181.28.

WORK * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**29.665**[a]	6	.000
Likelihood Ratio	30.007	6	.000
Linear-by-Linear Association	1.547	1	.214
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 58.86.

Employment Status * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**132.780**[a]	9	.000
Likelihood Ratio	141.209	9	.000
Linear-by-Linear Association	.199	1	.656
N of Valid Cases	7298		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 41.31.

Number of Public Radio Listeners in the Household * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**297.897[a]**	18	.000
Likelihood Ratio	290.561	18	.000
Linear-by-Linear Association	181.160	1	.000
N of Valid Cases	7298		

a. 9 cells (32.1%) have expected count less than 5. The minimum expected count is .05.

Age Categories * Type of Public Media Giver

Crosstab

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Age Categories	18 to 24 years old	Count	233	28	34	30	325
		% within Age Categories	71.7%	8.6%	10.5%	9.2%	100.0%
		% within Type of Public Media Giver	6.7%	2.3%	9.6%	1.4%	4.5%
		% of Total	3.2%	.4%	.5%	.4%	4.5%
		Adjusted Residual	8.7	-4.1	4.7	-8.3	
	25 to 29 years old	Count	279	41	18	66	404
		% within Age Categories	69.1%	10.1%	4.5%	16.3%	100.0%
		% within Type of Public Media Giver	8.0%	3.4%	5.1%	3.1%	5.6%
		% of Total	3.9%	.6%	.3%	.9%	5.6%
		Adjusted Residual	8.6	-3.7	-.5	-6.1	
	30 to 34 years old	Count	322	83	34	117	556
		% within Age Categories	57.9%	14.9%	6.1%	21.0%	100.0%
		% within Type of Public Media Giver	9.3%	6.8%	9.6%	5.4%	7.7%
		% of Total	4.5%	1.2%	.5%	1.6%	7.7%
		Adjusted Residual	4.7	-1.3	1.3	-4.8	
	35 to 44 years old	Count	791	253	117	497	1658
		% within Age Categories	47.7%	15.3%	7.1%	30.0%	100.0%
		% within Type of Public Media Giver	22.8%	20.9%	32.9%	23.1%	23.1%
		% of Total	11.0%	3.5%	1.6%	6.9%	23.1%
		Adjusted Residual	-.5	-2.0	4.5	.0	
	45 to 54 years old	Count	766	262	93	545	1666
		% within Age Categories	46.0%	15.7%	5.6%	32.7%	100.0%
		% within Type of Public Media Giver	22.1%	21.6%	26.1%	25.3%	23.2%
		% of Total	10.6%	3.6%	1.3%	7.6%	23.2%
		Adjusted Residual	-2.1	-1.4	1.4	2.8	
	55 to 64 years old	Count	524	212	38	370	1144
		% within Age Categories	45.8%	18.5%	3.3%	32.3%	100.0%
		% within Type of Public Media Giver	15.1%	17.5%	10.7%	17.2%	15.9%
		% of Total	7.3%	2.9%	.5%	5.1%	15.9%
		Adjusted Residual	-1.8	1.6	-2.8	1.9	
	65 to 74 years old	Count	420	236	19	366	1041
		% within Age Categories	40.3%	22.7%	1.8%	35.2%	100.0%
		% within Type of Public Media Giver	12.1%	19.5%	5.3%	17.0%	14.5%
		% of Total	5.8%	3.3%	.3%	5.1%	14.5%
		Adjusted Residual	-5.5	5.4	-5.0	4.0	
	75 or over	Count	136	98	3	162	399
		% within Age Categories	34.1%	24.6%	.8%	40.6%	100.0%
		% within Type of Public Media Giver	3.9%	8.1%	.8%	7.5%	5.5%
		% of Total	1.9%	1.4%	.0%	2.3%	5.5%
		Adjusted Residual	-5.8	4.2	-4.0	4.8	

Crosstab

		Type of Public Media Giver				
		Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Total	Count	3471	1213	356	2153	7193
	% within Age Categories	48.3%	16.9%	4.9%	29.9%	100.0%
	% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	48.3%	16.9%	4.9%	29.9%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**379.193**[a]	21	.000
Likelihood Ratio	403.673	21	.000
Linear-by-Linear Association	152.377	1	.000
N of Valid Cases	7193		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.09.

Race/Ethnicity * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**109.570[a]**	15	.000
Likelihood Ratio	120.205	15	.000
Linear-by-Linear Association	54.957	1	.000
N of Valid Cases	7178		

a. 2 cells (8.3%) have expected count less than 5. The minimum expected count is 1.40.

Education * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**428.550[a]**	18	.000
Likelihood Ratio	444.306	18	.000
Linear-by-Linear Association	366.959	1	.000
N of Valid Cases	7277		

a. 1 cells (3.6%) have expected count less than 5. The minimum expected count is 3.93.

Crosstabs

College Graduate * Type of Public Media Giver Crosstabulation

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
College Graduate	No	Count	1642	456	89	485	2672
		% within College Graduate	61.5%	17.1%	3.3%	18.2%	100.0%
		% within Type of Public Media Giver	46.5%	37.0%	24.4%	22.3%	36.6%
		% of Total	22.5%	6.2%	1.2%	6.6%	36.6%
		Adjusted Residual	17.0	.3	-5.0	-16.5	
	Yes	Count	1888	776	276	1687	4627
		% within College Graduate	40.8%	16.8%	6.0%	36.5%	100.0%
		% within Type of Public Media Giver	53.5%	63.0%	75.6%	77.7%	63.4%
		% of Total	25.9%	10.6%	3.8%	23.1%	63.4%
		Adjusted Residual	-17.0	-.3	5.0	16.5	
Total		Count	3530	1232	365	2172	7299
		% within College Graduate	48.4%	16.9%	5.0%	29.8%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	48.4%	16.9%	5.0%	29.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**363.718**[a]	3	.000
Likelihood Ratio	375.817	3	.000
Linear-by-Linear Association	357.902	1	.000
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 133.62.

Household Income * Type of Public Media Giver

Crosstab

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Household Income	Less than $10,000	Count	199	26	26	24	275
		% within Household Income	72.4%	9.5%	9.5%	8.7%	100.0%
		% within Type of Public Media Giver	6.2%	2.4%	7.8%	1.2%	4.2%
		% of Total	3.0%	.4%	.4%	.4%	4.2%
		Adjusted Residual	8.0	-3.2	3.4	-7.8	
	$10,000 to $14,999	Count	165	19	10	47	241
		% within Household Income	68.5%	7.9%	4.1%	19.5%	100.0%
		% within Type of Public Media Giver	5.1%	1.8%	3.0%	2.4%	3.7%
		% of Total	2.5%	.3%	.2%	.7%	3.7%
		Adjusted Residual	6.2	-3.6	-.7	-3.5	
	$15,000 to $19,999	Count	185	35	13	47	280
		% within Household Income	66.1%	12.5%	4.6%	16.8%	100.0%
		% within Type of Public Media Giver	5.7%	3.2%	3.9%	2.4%	4.2%
		% of Total	2.8%	.5%	.2%	.7%	4.2%
		Adjusted Residual	5.9	-1.8	-.3	-4.9	
	$20,000 to $24,999	Count	197	59	11	60	327
		% within Household Income	60.2%	18.0%	3.4%	18.3%	100.0%
		% within Type of Public Media Giver	6.1%	5.5%	3.3%	3.1%	5.0%
		% of Total	3.0%	.9%	.2%	.9%	5.0%
		Adjusted Residual	4.2	.8	-1.4	-4.6	
	$25,000 to $29,999	Count	228	74	14	79	395
		% within Household Income	57.7%	18.7%	3.5%	20.0%	100.0%
		% within Type of Public Media Giver	7.1%	6.9%	4.2%	4.0%	6.0%
		% of Total	3.5%	1.1%	.2%	1.2%	6.0%
		Adjusted Residual	3.6	1.3	-1.4	-4.4	
	$30,000 to $39,999	Count	456	132	33	180	801
		% within Household Income	56.9%	16.5%	4.1%	22.5%	100.0%
		% within Type of Public Media Giver	14.2%	12.2%	9.9%	9.2%	12.2%
		% of Total	6.9%	2.0%	.5%	2.7%	12.2%
		Adjusted Residual	4.9	.1	-1.3	-4.8	
	$40,000 to $49,999	Count	458	129	33	235	855
		% within Household Income	53.6%	15.1%	3.9%	27.5%	100.0%
		% within Type of Public Media Giver	14.2%	12.0%	9.9%	12.0%	13.0%
		% of Total	6.9%	2.0%	.5%	3.6%	13.0%
		Adjusted Residual	3.0	-1.1	-1.7	-1.6	
	$50,000 to $74,999	Count	722	263	88	464	1537
		% within Household Income	47.0%	17.1%	5.7%	30.2%	100.0%
		% within Type of Public Media Giver	22.4%	24.4%	26.4%	23.7%	23.3%
		% of Total	11.0%	4.0%	1.3%	7.0%	23.3%
		Adjusted Residual	-1.7	.9	1.4	.4	
	$75,000 to $99,999	Count	305	155	62	329	851
		% within Household Income	35.8%	18.2%	7.3%	38.7%	100.0%
		% within Type of Public Media Giver	9.5%	14.4%	18.6%	16.8%	12.9%
		% of Total	4.6%	2.4%	.9%	5.0%	12.9%
		Adjusted Residual	-8.1	1.6	3.2	6.1	
	$100,000 to $199,999	Count	271	158	32	399	860
		% within Household Income	31.5%	18.4%	3.7%	46.4%	100.0%
		% within Type of Public Media Giver	8.4%	14.6%	9.6%	20.3%	13.0%
		% of Total	4.1%	2.4%	.5%	6.1%	13.0%
		Adjusted Residual	-10.9	1.7	-1.9	11.4	
	$200,000 or more	Count	32	29	11	97	169
		% within Household Income	18.9%	17.2%	6.5%	57.4%	100.0%
		% within Type of Public Media Giver	1.0%	2.7%	3.3%	4.9%	2.6%
		% of Total	.5%	.4%	.2%	1.5%	2.6%
		Adjusted Residual	-7.9	.3	.9	8.0	
Total		Count	3218	1079	333	1961	6591
		% within Household Income	48.8%	16.4%	5.1%	29.8%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	48.8%	16.4%	5.1%	29.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**525.835**[a]	30	.000
Likelihood Ratio	540.522	30	.000
Linear-by-Linear Association	392.019	1	.000
N of Valid Cases	6591		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.54.

****
***PART 2: Utiligraphics of Media Giving Types**
****

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

```
means
tables = a038 a039 core reliance a046 to a049 a054 a060 a066 a072 a078 a084 a090
   by giv_type
/cells mean
/statistics anova.
```

Means

Report

	Mean				
	Type of Public Media Giver				
	Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Years Listening to Station A	8.25	10.43	8.69	12.35	9.86
Years Listening to Station B	8.90	9.90	8.87	11.73	10.22
Core/Fringe	**37.37**	**39.40**	**63.25**	**69.82**	48.66
RELIANCE	**-.2741928**	**-.1844398**	**.4281009**	**.5539899**	2.25E-02
Number of Public Stations Used Across the Week	1.19	1.27	1.46	1.40	1.28
Total number of Stations Used Across the Week	4.42	4.39	3.95	3.71	4.18
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	3.32	3.59	4.58	4.91	3.90
Horizontal Hold to Radio (# of Days Listened Out of 7)	5.98	6.12	6.13	6.16	6.06
Time Spent Listening to Public Radio (QHs/week)- Total	27.34	28.21	50.68	55.18	36.94
Time Spent Listening to the Radio (QHs/week)- Total	92.30	90.58	97.20	97.22	93.72
Loyalty to Public Radio (Total)	**35.118**	**36.370**	**56.772**	**59.918**	43.792
Occasions to Public Radio (in Tune-Ins/Week)- Total	5.96	6.66	10.44	11.48	7.94
Occasions to the Radio (in Tune-Ins/Week)- Total	20.50	20.52	20.51	21.03	20.66
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	4.843	4.446	5.236	4.946	4.826
Avg. Duration per Occasion to the Radio (in QHs)(Total)	4.769	4.649	5.099	4.850	4.789

ANOVA Table

	F	Sig.
Years Listening to Station A	90.311	.000
Years Listening to Station B	10.003	.000
Core/Fringe	**234.891**	.000
RELIANCE	**402.807**	.000
Number of Public Stations Used Across the Week	73.586	.000
Total number of Stations Used Across the Week	47.670	.000
Horizontal Hold to Public Radio (# of Days Listened Out of 7)	303.406	.000
Horizontal Hold to Radio (# of Days Listened Out of 7)	11.242	.000
Time Spent Listening to Public Radio (QHs/week)- Total	212.738	.000
Time Spent Listening to the Radio (QHs/week)- Total	3.295	.020
Loyalty to Public Radio (Total)	**324.781**	.000
Occasions to Public Radio (in Tune-Ins/Week)- Total	300.348	.000
Occasions to the Radio (in Tune-Ins/Week)- Total	.986	.398
Avg. Duration per Occasion to Public Radio (in QHs)(Total)	5.098	.002
Avg. Duration per Occasion to the Radio (in QHs)(Total)	2.067	.103

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

```
CROSSTABS
 /TABLES=core a045y reliance a048 a049 PR_Locs to RA_Work a052 a053 BY giv_type
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID .
```

Crosstabs

Core/Fringe * Type of Public Media Giver

Crosstab

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Core/Fringe	Fringe	Count	2211	746	134	656	3747
		% within Core/Fringe	59.0%	19.9%	3.6%	17.5%	100.0%
		% within Type of Public Media Giver	62.6%	60.6%	36.7%	30.2%	51.3%
		% of Total	30.3%	10.2%	1.8%	9.0%	51.3%
		Adjusted Residual	18.7	7.1	-5.7	-23.5	
	Core	Count	1319	485	231	1517	3552
		% within Core/Fringe	37.1%	13.7%	6.5%	42.7%	100.0%
		% within Type of Public Media Giver	37.4%	39.4%	63.3%	69.8%	48.7%
		% of Total	18.1%	6.6%	3.2%	20.8%	48.7%
		Adjusted Residual	**-18.7**	-7.1	5.7	**23.5**	
Total		Count	3530	1231	365	2173	7299
		% within Core/Fringe	48.4%	16.9%	5.0%	29.8%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	48.4%	16.9%	5.0%	29.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**642.917[a]**	3	.000
Likelihood Ratio	655.193	3	.000
Linear-by-Linear Association	607.130	1	.000
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 177.62.

Exclusive Listener to Public Radio * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**145.399**[a]	3	.000
Likelihood Ratio	138.308	3	.000
Linear-by-Linear Association	135.611	1	.000
N of Valid Cases	7301		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.14.

Utiligraphic Reliance on Public Radio * Type of Public Media Giver Crosstabulatio

Utiligraphic Reliance on Public Radio * Type of Public Media Giver Crosstabulation

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Utiligraphic Reliance on Public Radio	Very Low	Count	996	287	40	177	1500
		% within Utiligraphic Reliance on Public Radio	66.4%	19.1%	2.7%	11.8%	100.0%
		% within Type of Public Media Giver	28.2%	23.3%	11.0%	8.2%	20.6%
		% of Total	13.6%	3.9%	.5%	2.4%	20.6%
		Adjusted Residual	15.7	2.6	-4.6	-17.1	
	Low	Count	1336	470	89	455	2350
		% within Utiligraphic Reliance on Public Radio	56.9%	20.0%	3.8%	19.4%	100.0%
		% within Type of Public Media Giver	37.8%	38.2%	24.5%	21.0%	32.2%
		% of Total	18.3%	6.4%	1.2%	6.2%	32.2%
		Adjusted Residual	10.0	4.9	-3.2	-13.4	
	High	Count	853	307	128	780	2068
		% within Utiligraphic Reliance on Public Radio	41.2%	14.8%	6.2%	37.7%	100.0%
		% within Type of Public Media Giver	24.2%	24.9%	35.2%	35.9%	28.3%
		% of Total	11.7%	4.2%	1.8%	10.7%	28.3%
		Adjusted Residual	-7.7	-2.9	3.0	9.4	
	Very High	Count	346	167	107	759	1379
		% within Utiligraphic Reliance on Public Radio	25.1%	12.1%	7.8%	55.0%	100.0%
		% within Type of Public Media Giver	9.8%	13.6%	29.4%	35.0%	18.9%
		% of Total	4.7%	2.3%	1.5%	10.4%	18.9%
		Adjusted Residual	-19.2	-5.2	5.2	22.8	
Total		Count	3531	1231	364	2171	7297
		% within Utiligraphic Reliance on Public Radio	48.4%	16.9%	5.0%	29.8%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	48.4%	16.9%	5.0%	29.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**992.029[a]**	9	.000
Likelihood Ratio	1013.193	9	.000
Linear-by-Linear Association	931.213	1	.000
N of Valid Cases	7297		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 68.79.

Horizontal Hold to Public Radio (# of Days Listened Out of 7) * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**855.916[a]**	18	.000
Likelihood Ratio	873.973	18	.000
Linear-by-Linear Association	791.177	1	.000
N of Valid Cases	7298		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 39.59.

Horizontal Hold to Radio (# of Days Listened Out of 7) * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**72.873[a]**	18	.000
Likelihood Ratio	74.448	18	.000
Linear-by-Linear Association	28.971	1	.000
N of Valid Cases	7299		

a. 1 cells (3.6%) have expected count less than 5. The minimum expected count is 2.35.

Locations of Public Radio Listening * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**515.619[a]**	6	.000
Likelihood Ratio	518.382	6	.000
Linear-by-Linear Association	484.069	1	.000
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.70.

Locations of Radio Listening * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**20.133[a]**	6	.003
Likelihood Ratio	20.364	6	.002
Linear-by-Linear Association	1.157	1	.282
N of Valid Cases	7298		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 61.37.

Public Radio At Home * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**293.934[a]**	3	.000
Likelihood Ratio	304.290	3	.000
Linear-by-Linear Association	288.720	1	.000
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 123.73.

Public Radio In Car * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**104.842[a]**	3	.000
Likelihood Ratio	108.671	3	.000
Linear-by-Linear Association	99.379	1	.000
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 108.91.

Public Radio At Work * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**15.122[a]**	3	.002
Likelihood Ratio	14.910	3	.002
Linear-by-Linear Association	12.484	1	.000
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 59.86.

Radio At Home * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**44.921[a]**	3	.000
Likelihood Ratio	45.896	3	.000
Linear-by-Linear Association	42.718	1	.000
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 48.57.

Radio In Car * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**2.763[a]**	3	.430
Likelihood Ratio	2.762	3	.430
Linear-by-Linear Association	1.472	1	.225
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 37.46.

Radio At Work * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**16.180[a]**	3	.001
Likelihood Ratio	16.291	3	.001
Linear-by-Linear Association	15.313	1	.000
N of Valid Cases	7298		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 128.03.

Weekpart of Listening to Public Radio * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**503.034[a]**	6	.000
Likelihood Ratio	519.988	6	.000
Linear-by-Linear Association	399.422	1	.000
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.91.

Weekpart of Listening to the Radio * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**26.918[a]**	6	.000
Likelihood Ratio	27.551	6	.000
Linear-by-Linear Association	18.649	1	.000
N of Valid Cases	7300		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 1.80.

```
**************************************************************************
*PART 3: Attitudinal & Giving Characteristics of Media Giving Types
**************************************************************************

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

MEANS
 TABLES= a133 to a138 SOC a147 to a160 a162 to a167 by giv_type
 /CELLS MEAN
 /STATISTICS ANOVA.
```

Report

	Mean				
	Type of Public Media Giver				
	Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Personal Importance of Station A	4.40	4.70	4.98	5.21	4.72
Personal Importance of Station B	4.55	4.65	4.98	5.06	4.81
Personal Importance of Station(s)	**4.47**	**4.78**	**5.24**	**5.38**	**4.83**
Sense of Community	-.2734593	2.149E-03	.3888752	.4415454	1.94E-02
The news programming on public radio is unique, not available on commercial stations	4.65	4.83	5.19	5.27	4.90
The music programming on public radio is unique, not available on commerical stations	4.90	5.00	5.18	5.21	5.02
I seek out public radio whenever I move residence or travel out of town	**4.13**	**4.49**	**4.88**	**5.07**	4.51
I generally think of public radio as being financially supported by contributing listeners	4.57	4.80	5.08	5.12	4.80
I generally think of public radio as being financially supported by universities or gov't tax dollars	3.71	3.66	3.60	3.47	3.62
The social and cultural values I hear expressed on public radio usually fit closely with my own values	3.99	4.30	4.62	4.62	4.26
I keep listening to the public radio station during its on-air membership drives	3.17	3.45	3.87	3.74	3.42
The on-air membership drives are getting more prevalent than in the past	4.16	4.28	4.15	4.35	4.24
The on-air membership drives are becoming easier to listen to than in the past	3.11	3.23	3.17	3.19	3.16
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	4.01	4.16	4.25	4.35	4.15
The on-air mentions of business support (underwriting) are getting more annoying than in the past	3.23	3.20	3.29	3.27	3.24
My opinion of a company is more positive when I find out that it supports public radio	4.21	4.48	4.40	4.64	4.39
I am concerned that businesses which support public radio may eventually force changes in the programming	3.48	3.47	3.70	3.60	3.53
I personally would be less likely to contribute to public radio if more businesses were to support it	3.21	3.14	3.10	3.02	3.13
Changes in Use of public radio stations in recent years	3.76	3.91	4.11	4.12	3.91
Changes in Use of commercial radio stations in recent years	2.68	2.53	2.27	2.16	2.48
Changes in Use of public television stations in recent years	3.40	3.75	3.17	3.64	3.52
Changes in Use of commercial television stations in recent years	2.55	2.41	2.41	2.30	2.45
Changes in Use of cable television channels in recent years	3.52	3.55	3.36	3.37	3.48
Changes in Use of Internet or on-line services	4.08	4.18	4.27	4.15	4.13

ANOVA Table

	F	Sig.
Personal Importance of Station A	204.697	.000
Personal Importance of Station B	21.489	.000
Personal Importance of Station(s)	**292.548**	.000
Sense of Community	**264.810**	.000
The news programming on public radio is unique, not available on commercial stations	139.825	.000
The music programming on public radio is unique, not available on commerical stations	37.958	.000
I seek out public radio whenever I move residence or travel out of town	**208.971**	.000
I generally think of public radio as being financially supported by contributing listeners	131.878	.000
I generally think of public radio as being financially supported by universities or gov't tax dollars	16.789	.000
The social and cultural values I hear expressed on public radio usually fit closely with my own values	152.895	.000
I keep listening to the public radio station during its on-air membership drives	83.246	.000
The on-air membership drives are getting more prevalent than in the past	14.775	.000
The on-air membership drives are becoming easier to listen to than in the past	3.757	.010
The on-air mentions of business support (underwriting) are getting more prevalent than in the past	48.009	.000
The on-air mentions of business support (underwriting) are getting more annoying than in the past	1.161	.323
My opinion of a company is more positive when I find out that it supports public radio	64.602	.000
I am concerned that businesses which support public radio may eventually force changes in the programming	6.688	.000
I personally would be less likely to contribute to public radio if more businesses were to support it	10.276	.000
Changes in Use of public radio stations in recent years	61.404	.000
Changes in Use of commercial radio stations in recent years	97.145	.000
Changes in Use of public television stations in recent years	56.261	.000
Changes in Use of commercial television stations in recent years	28.191	.000
Changes in Use of cable television channels in recent years	7.469	.000
Changes in Use of Internet or on-line services	3.023	.029

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

```
CROSSTABS
 /TABLES=a133a to a138a SOC a147a to a160a a162 to a167 a0967a by giv_type
 /FORMAT= AVALUE TABLES
 /STATISTIC=CHISQ
 /CELLS= count ROW COLUMN TOTAL ASRESID .
```

Crosstabs

Crosstabs

Personal Importance of Station(s) * Type of Public Media Giver Crosstabulation

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Personal Importance of Station(s)	Disagree Definitely	Count	163	23	7	16	209
		% within Personal Importance of Station(s)	78.0%	11.0%	3.3%	7.7%	100.0%
		% within Type of Public Media Giver	4.6%	1.9%	1.9%	.7%	2.9%
		% of Total	2.2%	.3%	.1%	.2%	2.9%
		Adjusted Residual	8.7	-2.3	-1.1	-7.1	
	Disagree Strongly	Count	103	28	2	16	149
		% within Personal Importance of Station(s)	69.1%	18.8%	1.3%	10.7%	100.0%
		% within Type of Public Media Giver	2.9%	2.3%	.5%	.7%	2.1%
		% of Total	1.4%	.4%	.0%	.2%	2.1%
		Adjusted Residual	5.1	.6	-2.1	-5.1	
	Disagree Somewhat	Count	305	75	8	34	422
		% within Personal Importance of Station(s)	72.3%	17.8%	1.9%	8.1%	100.0%
		% within Type of Public Media Giver	8.7%	6.1%	2.2%	1.6%	5.8%
		% of Total	4.2%	1.0%	.1%	.5%	5.8%
		Adjusted Residual	10.1	.5	-3.0	-10.1	
	Agree Somewhat	Count	1186	361	61	296	1904
		% within Personal Importance of Station(s)	62.3%	19.0%	3.2%	15.5%	100.0%
		% within Type of Public Media Giver	33.8%	29.5%	16.7%	13.7%	26.2%
		% of Total	16.3%	5.0%	.8%	4.1%	26.2%
		Adjusted Residual	14.2	2.9	-4.2	-15.9	
	Agree Strongly	Count	848	318	87	504	1757
		% within Personal Importance of Station(s)	48.3%	18.1%	5.0%	28.7%	100.0%
		% within Type of Public Media Giver	24.2%	26.0%	23.8%	23.3%	24.2%
		% of Total	11.7%	4.4%	1.2%	6.9%	24.2%
		Adjusted Residual	.0	1.6	-.2	-1.2	
	Agree Definitely	Count	905	418	200	1301	2824
		% within Personal Importance of Station(s)	32.0%	14.8%	7.1%	46.1%	100.0%
		% within Type of Public Media Giver	25.8%	34.2%	54.8%	60.0%	38.9%
		% of Total	12.5%	5.8%	2.8%	17.9%	38.9%
		Adjusted Residual	-22.1	-3.7	6.4	24.1	
Total		Count	3510	1223	365	2167	7265
		% within Personal Importance of Station(s)	48.3%	16.8%	5.0%	29.8%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	48.3%	16.8%	5.0%	29.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**901.957[a]**	15	.000
Likelihood Ratio	946.707	15	.000
Linear-by-Linear Association	774.575	1	.000
N of Valid Cases	7265		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.49.

Personal Importance of Station A * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**169.638**[a]	3	.000
Likelihood Ratio	180.467	3	.000
Linear-by-Linear Association	162.150	1	.000
N of Valid Cases	7211		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 45.58.

Personal Importance of Station B * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**31.507**[a]	3	.000
Likelihood Ratio	32.494	3	.000
Linear-by-Linear Association	30.665	1	.000
N of Valid Cases	1690		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.07.

Personal Importance of Local Programming on Station A * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**126.969**[a]	3	.000
Likelihood Ratio	130.490	3	.000
Linear-by-Linear Association	122.209	1	.000
N of Valid Cases	7125		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 89.06.

Personal Importance of Local Programming on Station B * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**40.195**[a]	3	.000
Likelihood Ratio	40.697	3	.000
Linear-by-Linear Association	23.121	1	.000
N of Valid Cases	2252		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.86.

Personal Importance of Network Programming on Station A * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**191.030[a]**	3	.000
Likelihood Ratio	200.359	3	.000
Linear-by-Linear Association	184.408	1	.000
N of Valid Cases	7100		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 65.00.

Personal Importance of Network Programming on Station B * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**53.487[a]**	3	.000
Likelihood Ratio	54.828	3	.000
Linear-by-Linear Association	53.099	1	.000
N of Valid Cases	2204		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 37.59.

Sense of Community * Type of Public Media Giver

Crosstab

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Sense of Community	No SOC	Count	1878	524	101	519	3022
		% within Sense of Community	62.1%	17.3%	3.3%	17.2%	100.0%
		% within Type of Public Media Giver	55.7%	45.7%	29.0%	25.0%	43.5%
		% of Total	27.0%	7.5%	1.5%	7.5%	43.5%
		Adjusted Residual	19.9	1.6	-5.6	-20.4	
	Yes SOC	Count	1491	623	247	1561	3922
		% within Sense of Community	38.0%	15.9%	6.3%	39.8%	100.0%
		% within Type of Public Media Giver	44.3%	54.3%	71.0%	75.0%	56.5%
		% of Total	21.5%	9.0%	3.6%	22.5%	56.5%
		Adjusted Residual	-19.9	-1.6	5.6	20.4	
Total		Count	3369	1147	348	2080	6944
		% within Sense of Community	48.5%	16.5%	5.0%	30.0%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	48.5%	16.5%	5.0%	30.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**528.485[a]**	3	.000
Likelihood Ratio	545.700	3	.000
Linear-by-Linear Association	523.293	1	.000
N of Valid Cases	6944		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 151.45.

The news programming on public radio is unique, not available on commercial stations * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**105.809**[a]	3	.000
Likelihood Ratio	112.839	3	.000
Linear-by-Linear Association	104.032	1	.000
N of Valid Cases	7148		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.77.

The music programming on public radio is unique, not available on commerical stations * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**30.157**[a]	3	.000
Likelihood Ratio	31.648	3	.000
Linear-by-Linear Association	26.686	1	.000
N of Valid Cases	7194		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 31.56.

I seek out public radio whenever I move residence or travel out of town * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**315.325**[a]	3	.000
Likelihood Ratio	337.320	3	.000
Linear-by-Linear Association	309.629	1	.000
N of Valid Cases	7143		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 75.44.

I generally think of public radio as being financially supported by contributing listeners * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**204.057**[a]	3	.000
Likelihood Ratio	219.273	3	.000
Linear-by-Linear Association	186.625	1	.000
N of Valid Cases	7222		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 33.62.

I generally think of public radio as being financially supported by universities or gov't tax dollars * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**37.003**[a]	3	.000
Likelihood Ratio	36.811	3	.000
Linear-by-Linear Association	32.249	1	.000
N of Valid Cases	7207		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 144.15.

The social and cultural values I hear expressed on public radio usually fit closely with my own values * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**300.341**[a]	3	.000
Likelihood Ratio	323.157	3	.000
Linear-by-Linear Association	294.431	1	.000
N of Valid Cases	7170		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 69.65.

I keep listening to the public radio station during its on-air membership drives * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**187.358**[a]	3	.000
Likelihood Ratio	189.176	3	.000
Linear-by-Linear Association	168.009	1	.000
N of Valid Cases	7196		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 167.13.

The on-air membership drives are getting more prevalent than in the past * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**32.806**[a]	3	.000
Likelihood Ratio	33.067	3	.000
Linear-by-Linear Association	25.812	1	.000
N of Valid Cases	7073		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 81.27.

The on-air membership drives are becoming easier to listen to than in the past * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**3.339**[a]	3	.342
Likelihood Ratio	3.330	3	.344
Linear-by-Linear Association	.484	1	.487
N of Valid Cases	7051		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 138.87.

The on-air mentions of business support (underwriting) are getting more prevalent than in the past * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**64.120**[a]	3	.000
Likelihood Ratio	65.716	3	.000
Linear-by-Linear Association	61.922	1	.000
N of Valid Cases	7007		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 81.60.

The on-air mentions of business support (underwriting) are getting more annoying than in the past * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**1.554**[a]	3	.670
Likelihood Ratio	1.563	3	.668
Linear-by-Linear Association	.053	1	.817
N of Valid Cases	7046		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 121.50.

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

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**146.878**[a]	3	.000
Likelihood Ratio	154.806	3	.000
Linear-by-Linear Association	139.318	1	.000
N of Valid Cases	7187		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 59.34.

I am concerned that businesses which support public radio may eventually force changes in the programming * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**6.093**[a]	3	.107
Likelihood Ratio	6.095	3	.107
Linear-by-Linear Association	4.263	1	.039
N of Valid Cases	7186		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 180.19.

I personally would be less likely to contribute to public radio if more businesses * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**39.347**[a]	3	.000
Likelihood Ratio	39.604	3	.000
Linear-by-Linear Association	38.763	1	.000
N of Valid Cases	7083		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 126.09.

Changes in Use of public radio stations in recent years * Type of Public Media Giver

Crosstab

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Changes in Use of public radio stations in recent years	A Lot Less	Count	123	26	3	12	164
		% within Changes in Use of public radio stations in recent years	75.0%	15.9%	1.8%	7.3%	100.0%
		% within Type of Public Media Giver	3.6%	2.1%	.8%	.6%	2.3%
		% of Total	1.7%	.4%	.0%	.2%	2.3%
		Adjusted Residual	7.0	-.4	-1.9	-6.4	
	Somewhat Less	Count	251	69	7	86	413
		% within Changes in Use of public radio stations in recent years	60.8%	16.7%	1.7%	20.8%	100.0%
		% within Type of Public Media Giver	7.3%	5.7%	1.9%	4.0%	5.7%
		% of Total	3.5%	1.0%	.1%	1.2%	5.7%
		Adjusted Residual	5.4	-.2	-3.2	-4.2	
	About the Same	Count	993	338	85	505	1921
		% within Changes in Use of public radio stations in recent years	51.7%	17.6%	4.4%	26.3%	100.0%
		% within Type of Public Media Giver	28.9%	27.7%	23.6%	23.4%	26.7%
		% of Total	13.8%	4.7%	1.2%	7.0%	26.7%
		Adjusted Residual	3.9	.8	-1.4	-4.2	
	Somewhat More	Count	1036	337	116	579	2068
		% within Changes in Use of public radio stations in recent years	50.1%	16.3%	5.6%	28.0%	100.0%
		% within Type of Public Media Giver	30.1%	27.6%	32.2%	26.8%	28.8%
		% of Total	14.4%	4.7%	1.6%	8.1%	28.8%
		Adjusted Residual	2.4	-1.0	1.5	-2.5	
	A Lot More	Count	1038	451	149	979	2617
		% within Changes in Use of public radio stations in recent years	39.7%	17.2%	5.7%	37.4%	100.0%
		% within Type of Public Media Giver	30.2%	36.9%	41.4%	45.3%	36.4%
		% of Total	14.5%	6.3%	2.1%	13.6%	36.4%
		Adjusted Residual	-10.6	.4	2.0	10.2	
Total		Count	3441	1221	360	2161	7183
		% within Changes in Use of public radio stations in recent years	47.9%	17.0%	5.0%	30.1%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	47.9%	17.0%	5.0%	30.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**202.071[a]**	12	.000
Likelihood Ratio	214.526	12	.000
Linear-by-Linear Association	175.068	1	.000
N of Valid Cases	7183		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.22.

Changes in Use of commercial radio stations in recent years * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**300.739[a]**	12	.000
Likelihood Ratio	307.855	12	.000
Linear-by-Linear Association	277.862	1	.000
N of Valid Cases	6812		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.47.

Changes in Use of public television stations in recent years * Type of Public Media Giver

Crosstab

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Changes in Use of public television stations in recent years	A Lot Less	Count	200	36	26	51	313
		% within Changes in Use of public television stations in recent years	63.9%	11.5%	8.3%	16.3%	100.0%
		% within Type of Public Media Giver	6.1%	3.0%	8.6%	2.4%	4.5%
		% of Total	2.9%	.5%	.4%	.7%	4.5%
		Adjusted Residual	5.8	-2.8	3.5	-5.5	
	Somewhat Less	Count	335	64	35	172	606
		% within Changes in Use of public television stations in recent years	55.3%	10.6%	5.8%	28.4%	100.0%
		% within Type of Public Media Giver	10.2%	5.3%	11.6%	8.2%	8.8%
		% of Total	4.9%	.9%	.5%	2.5%	8.8%
		Adjusted Residual	3.8	-4.7	1.8	-1.1	
	About the Same	Count	1294	383	134	740	2551
		% within Changes in Use of public television stations in recent years	50.7%	15.0%	5.3%	29.0%	100.0%
		% within Type of Public Media Giver	39.3%	31.9%	44.5%	35.4%	37.0%
		% of Total	18.8%	5.6%	1.9%	10.7%	37.0%
		Adjusted Residual	3.7	-4.1	2.8	-1.9	
	Somewhat More	Count	891	398	72	637	1998
		% within Changes in Use of public television stations in recent years	44.6%	19.9%	3.6%	31.9%	100.0%
		% within Type of Public Media Giver	27.0%	33.1%	23.9%	30.5%	29.0%
		% of Total	12.9%	5.8%	1.0%	9.2%	29.0%
		Adjusted Residual	-3.4	3.5	-2.0	1.8	
	A Lot More	Count	576	321	34	491	1422
		% within Changes in Use of public television stations in recent years	40.5%	22.6%	2.4%	34.5%	100.0%
		% within Type of Public Media Giver	17.5%	26.7%	11.3%	23.5%	20.6%
		% of Total	8.4%	4.7%	.5%	7.1%	20.6%
		Adjusted Residual	-6.2	5.7	-4.1	3.8	
Total		Count	3296	1202	301	2091	6890
		% within Changes in Use of public television stations in recent years	47.8%	17.4%	4.4%	30.3%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	47.8%	17.4%	4.4%	30.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**174.829[a]**	12	.000
Likelihood Ratio	179.308	12	.000
Linear-by-Linear Association	50.621	1	.000
N of Valid Cases	6890		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.67.

Changes in Use of commercial television stations in recent years * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**92.184[a]**	12	.000
Likelihood Ratio	94.203	12	.000
Linear-by-Linear Association	80.357	1	.000
N of Valid Cases	6867		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.51.

Changes in Use of cable television channels in recent years * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**41.728[a]**	12	.000
Likelihood Ratio	43.254	12	.000
Linear-by-Linear Association	17.786	1	.000
N of Valid Cases	4975		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.32.

Changes in Use of Internet or on-line services * Type of Public Media Giver

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**20.071[a]**	12	.066
Likelihood Ratio	20.467	12	.059
Linear-by-Linear Association	3.996	1	.046
N of Valid Cases	3251		

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

Actualizer Primary or Secondary * Type of Public Media Giver

Crosstab

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Actualizer Primary or Secondary	No	Count	1864	482	116	646	3108
		% within Actualizer Primary or Secondary	60.0%	15.5%	3.7%	20.8%	100.0%
		% within Type of Public Media Giver	52.8%	39.1%	31.8%	29.7%	42.6%
		% of Total	25.5%	6.6%	1.6%	8.9%	42.6%
		Adjusted Residual	17.1	-2.7	-4.3	-14.4	
	Yes	Count	1666	750	249	1526	4191
		% within Actualizer Primary or Secondary	39.8%	17.9%	5.9%	36.4%	100.0%
		% within Type of Public Media Giver	47.2%	60.9%	68.2%	70.3%	57.4%
		% of Total	22.8%	10.3%	3.4%	20.9%	57.4%
		Adjusted Residual	-17.1	2.7	4.3	14.4	
Total		Count	3530	1232	365	2172	7299
		% within Actualizer Primary or Secondary	48.4%	16.9%	5.0%	29.8%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	48.4%	16.9%	5.0%	29.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**320.776[a]**	3	.000
Likelihood Ratio	325.185	3	.000
Linear-by-Linear Association	302.878	1	.000
N of Valid Cases	7299		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 155.42.

Crosstabs

Primary VALS 2 Type * Type of Public Media Giver Crosstabulation

			Type of Public Media Giver				
			Give to Neither	Give to TV and NOT Radio	Give to Radio and NOT TV	Give to Both	Total
Primary VALS 2 Type	No VALS 2 Type assigned	Count	94	49	21	86	250
		% within Primary VALS 2 Type	37.6%	19.6%	8.4%	34.4%	100.0%
		% within Type of Public Media Giver	2.7%	4.0%	5.7%	4.0%	3.4%
		% of Total	1.3%	.7%	.3%	1.2%	3.4%
		Adjusted Residual	-3.5	1.2	2.5	1.6	
	Actualizer	Count	939	465	146	1063	2613
		% within Primary VALS 2 Type	35.9%	17.8%	5.6%	40.7%	100.0%
		% within Type of Public Media Giver	26.6%	37.7%	39.9%	49.0%	35.8%
		% of Total	12.9%	6.4%	2.0%	14.6%	35.8%
		Adjusted Residual	**-15.9**	1.6	1.7	**15.3**	
	Fulfilled	Count	1024	409	115	702	2250
		% within Primary VALS 2 Type	45.5%	18.2%	5.1%	31.2%	100.0%
		% within Type of Public Media Giver	29.0%	33.2%	31.4%	32.3%	30.8%
		% of Total	14.0%	5.6%	1.6%	9.6%	30.8%
		Adjusted Residual	-3.3	2.0	.3	1.8	
	Believer	Count	276	83	7	72	438
		% within Primary VALS 2 Type	63.0%	18.9%	1.6%	16.4%	100.0%
		% within Type of Public Media Giver	7.8%	6.7%	1.9%	3.3%	6.0%
		% of Total	3.8%	1.1%	.1%	1.0%	6.0%
		Adjusted Residual	6.3	1.2	-3.4	-6.3	
	Achiever	Count	351	82	31	111	575
		% within Primary VALS 2 Type	61.0%	14.3%	5.4%	19.3%	100.0%
		% within Type of Public Media Giver	9.9%	6.7%	8.5%	5.1%	7.9%
		% of Total	4.8%	1.1%	.4%	1.5%	7.9%
		Adjusted Residual	6.3	-1.7	.4	-5.7	
	Striver	Count	283	46	18	47	394
		% within Primary VALS 2 Type	71.8%	11.7%	4.6%	11.9%	100.0%
		% within Type of Public Media Giver	8.0%	3.7%	4.9%	2.2%	5.4%
		% of Total	3.9%	.6%	.2%	.6%	5.4%
		Adjusted Residual	9.6	-2.8	-.4	-8.0	
	Experiencer	Count	215	37	12	30	294
		% within Primary VALS 2 Type	73.1%	12.6%	4.1%	10.2%	100.0%
		% within Type of Public Media Giver	6.1%	3.0%	3.3%	1.4%	4.0%
		% of Total	2.9%	.5%	.2%	.4%	4.0%
		Adjusted Residual	8.7	-2.0	-.7	-7.5	
	Maker	Count	205	41	10	41	297
		% within Primary VALS 2 Type	69.0%	13.8%	3.4%	13.8%	100.0%
		% within Type of Public Media Giver	5.8%	3.3%	2.7%	1.9%	4.1%
		% of Total	2.8%	.6%	.1%	.6%	4.1%
		Adjusted Residual	7.3	-1.4	-1.3	-6.1	
	Struggler	Count	144	20	6	19	189
		% within Primary VALS 2 Type	76.2%	10.6%	3.2%	10.1%	100.0%
		% within Type of Public Media Giver	4.1%	1.6%	1.6%	.9%	2.6%
		% of Total	2.0%	.3%	.1%	.3%	2.6%
		Adjusted Residual	7.8	-2.3	-1.2	-6.0	
Total		Count	3531	1232	366	2171	7300
		% within Primary VALS 2 Type	48.4%	16.9%	5.0%	29.7%	100.0%
		% within Type of Public Media Giver	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	48.4%	16.9%	5.0%	29.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	**600.938**[a]	24	.000
Likelihood Ratio	630.304	24	.000
Linear-by-Linear Association	470.029	1	.000
N of Valid Cases	7300		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.48.