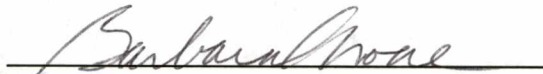


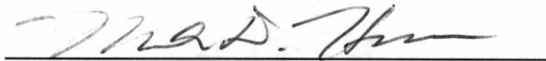
To the Graduate Council:

I am submitting herewith a thesis written by Chandler Harriss entitled "Pushing Your Buttons: A Usage Study of the Medium Within Arm's Reach - The Mobile Radio Receiver." I have examined the final paper copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communications.

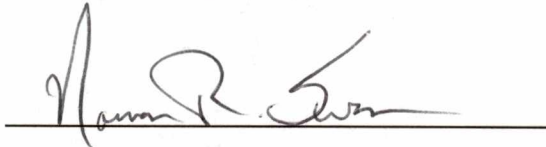


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We have read this thesis and
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Graduate Studies

Pushing Your Buttons:

**A Usage Study of the Medium Within Arm's Reach –
The Mobile Radio Receiver**

**A Thesis Presented for the
Master of Science Degree at the University of Tennessee-Knoxville**

Chandler Harriss

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Volume 1

Dedication Page

This process and effort are dedicated to my past and future. These aspects of my existence are embodied in two distinct souls. First, my grandfather Julian, for his efforts and early inspirations. Second, my Miss Magic, my daughter, Chloe, who remains, along with her mother, my ongoing purpose.

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Abstract

As the media landscape changes, how media users navigate through it becomes more important to understand. Broadcast radio provides a relatively controlled subject for this sort of study. Since most people use radio in their vehicles, companies have spent years refining the manner in which the interface functions. The preset channel buttons are an aspect of this refinement. This study seeks to determine whether these buttons have a measurable impact on the manner in which media users access programming. Further, the study also seeks to examine whether Zillmann and Bryant's theory of Affect-Dependent Stimulus Arrangement plays a role in channel changing activity and what program elements cause channel this behavior.

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program elements audiences seek as well as which elements they seek to avoid. It does this by attempting to measure audience behavior involving a variety of radio program elements.

According to the Federal Communications Commission (FCC) in 2001, there are 4,707 AM stations, 5,999 commercial FM stations, and 2,212 noncommercial FM stations. In larger cities, a listener may be able to choose from as many as two dozen AM stations and nearly four dozen FM stations. The manner in which the audience has chosen to access this plethora of available information has been investigated in a number of ways.

James Webster and Patricia Phalen (1997) claim the average American listens to radio roughly three hours per day. Although they do note a wide discrepancy in media usage, some users may consume 12 hours per day or more while others may not use the medium at all. Webster and Phalen also report that the peak radio audience occurs between 7 and 8 a.m., during the typical morning commute to work. This time of the day is known as *drive time*. This usage peak does indicate radio's most popular usage is as a mobile medium. (p. 27-28)

In this study, I intend to examine the frequency and manner of, as well as the reasons, for channel switching as these activities pertain to the usage of FM radio receivers in mobile environments. As technology evolves to alter our society's media reception devices, it grants the audience new powers, controls and options. It is important to understand how the audience interacts with these elements to properly gauge actual media attendance.

It is important to note, as the interface of the mechanisms providing media to audiences becomes more simplistic, powerful and convenient, the audience's "impulses" may become more frequent and regular. "Selective exposure to an ever increasing number of environments has become a low-energy armchair behavior." (Zillmann/Bryant, p. 4) These changes have affected not only the medium itself, but also its usage by the

mass audience. These features have allowed the audience to act as an interactive individual gatekeeper by periodically redefining their environment through channel grazing and re-selecting activities. In other words, media users create their own program schedules by periodically changing stations. Sometimes they do this merely by sampling everything that is available, but at other times they may only sample a select few of the media offerings. This behavior, if it exists, begs the questions of how it occurs and what affects the process? Furthermore, is it important, and if so, why?

Results of this study may prove notable for a variety of reasons. The results initially may lend credence to Zillmann and Bryant's suppositions about channel changing behavior, which will be further explained in chapter 2 of this study. Secondly, it may also provide insight for broadcast radio providers into what motivates channel flipping activity. This information could aid in eliminating or tailoring certain program elements to avoid this behavior. Finally, it may also provide base information indicating accuracy or inaccuracy in current radio ratings reports.

Many media attendance reports are gathered from data obtained through surveys which require unaided respondent recall. Media attendance, for this purpose, is defined as any exposure to any single media outlet for or within a specified time period. These time periods are typically specified by the measuring organization. In the United States, the two most prominent of these measuring services are Arbitron, for radio, and Nielsen, for television. For the purposes of this study, it is important to note Arbitron's primary method of measurement.

According to Arbitron, the company mails an open-ended diary to a pre-selected random sample to measure radio audience listening behaviors. All members of the sample over the age of 12 receive a personal diary. Each person is asked to record all radio usage both in and outside of the home. Each member of the household is expected to record the daypart, station call letters, station name, whether the station is AM or FM, start and stop times of listening, and where he or she was listening to the radio.

One problem experienced in this type of media research has been the respondents' difficulty in recalling the number of times they had changed the station within a given hour accurately. Douglas Ferguson (1994) found, "When recorded counts were compared to self-reported survey responses regarding channel flipping frequency, there was evidence of underestimation of channel flipping. Pressing buttons on a remote control to change channels is akin to looking at one's wristwatch. Everyone does it periodically, but few can easily and validly estimate how frequently." (Ferguson, 1994)

Kathleen A. Fox noted in Albarran and Pitts' text that, "Ratings research is often criticized for its sampling process and poor methodology." (p. 125) If a high frequency of channel flipping is also shown for broadcast radio usage, but is not represented in the Arbitron diary reports, then it may provide evidence that the Arbitron diary method is inherently flawed. In contrast, it may also provide evidence that the Arbitron method is accurate if the data is consistent. This study is not broad nor generalizable enough to suggest these conclusions, but it may provide the basis for future studies.

This chapter introduced the topic and laid the foundation for the research which will be presented. Chapter 2 functions as a review of past literature. It also provides the theoretical basis for the research. Chapter 3 explains the method the researcher chose to incorporate in this study. Chapter 4 analyzes the data gathered. Chapter 5, the final chapter, allows the researcher a forum to suggest conclusions based on all of the previous chapters.

The study will seek to examine the impact of the radio receiver's preset channels on channel changing behavior. Preset channels long have been an option for radio listeners, but until the recent developments of digital television and similar devices, programmable channel lists have not been a characteristic one would typically apply to television usage. Due to this, much of the research involving programming of channel lists is original. It should be noted that past research has termed these mental channel lists as *channel repertoires*. If it is shown most radio users do not attend stations not

programmed into their radio receiver's preset buttons, then this could possibly provide evidence for inclusion of additional measurement tools, such as Arbitron asking respondents to list radio stations programmed into the diary keeper's radio receiver(s).

The Purpose

The word *displeasing* is used frequently in this research. It was drawn directly from Zillmann and Bryant's Program Choice Model. Zillmann and Bryant defined displeasure in the Affect-Dependent Stimulus Arrangement Theory: "It is proposed individuals are motivated to terminate noxious, aversive stimulation of any kind and to reduce the intensity of such stimulation at any time. It is further proposed that individuals are motivated to perpetuate and increase the intensity of gratifying, pleasurable experiential states. Extreme under-stimulation (boredom) and extreme over-stimulation (stress) constitute aversive states." (Zillmann/Bryant, p. 158) In other words, any degree of displeasure from boredom to stress constitutes a reason for an individual to alter their environment (change the station). It should be restated, that for the purposes of this research displeasure can be constituted by virtually any aversive state ranging from boredom to stress; furthermore this aversive state may be encountered for almost any reason.

For instance, if radio listeners are in the midst of their favorite song when they encounter a traffic jam, they may experience this aversive state due to traffic and change the station, in the midst of their favorite song, in order to try to locate a traffic report. This aversive state was not caused by the medium, but did affect the medium's usage. Therefore, for purposes of this research any channel switch constitutes the *assumed* existence of an aversive state.

The radio listening experience involves more than just a sent message and a comprehending receiver. It involves interactivity. It is not only important to understand the impact of the message; it is also important to understand how, when and why an

individual listener interacts with his or her medium. It is important to note the mechanism which allows access to a medium (television, radio or computer) is very much a part of that medium. Those mechanisms are evolving - in the case of radio from analog dial tuners to highly programmable digital car audio systems. As the mechanisms evolve, the manner in which attendance occurs can and does change.

“The fact that the new communication technology allows the manipulation of the audiovisual environments with enormous ease provides an abundance of program choices at all times undoubtedly will have significant behavioral and social effects.” (Zillmann/Bryant, p. 5) If these factors are defined, then radio programmers and advertisers could use them as a basis for decision making. Ideally, the more defined the audience's activities can become, the more readily their needs and desires can be met.

The data were analyzed through the use of SPSS 10.0, a statistical evaluation software. Basic frequencies and means were provided and sorted for comparative purposes. For example, this data allowed a comparison of channel changing between those media users who utilize a programmed channel repertoire versus those users who primarily utilize the seek or scan method of channel selection. This could provide valuable insight into media measurement processes.

Chapter 2: Literature Review

To fully understand the process an individual uses to select a radio program, several relevant mass communications theories, concepts and other prior research findings regarding electronic media usage were investigated. This literature review will serve to summarize those ideas and note their implications to this research. One theory and corresponding operatory model will serve as the cornerstone for this research. Dolf Zillmann and Jennings Bryant's (1985) Affect-Dependent Stimulus Arrangement Theory and corresponding Program Choice Model will be referred to frequently. Zillmann and Bryant used Joseph Klapper's concept of Selective Exposure to formulate their ideas and notions.

Zillmann and Bryant's Selective Exposure

As channel choices have expanded and technologies have advanced, the audience's abilities to selectively expose themselves to media messages have also expanded and advanced. These powers of inclusion and exclusion have become an area ripe for study. Dolf Zillmann and Jennings Bryant made advances in this area of study by expanding on Joseph Klapper's concept of Selective Exposure. Klapper (1960) defined Selective Exposure as, "the tendency of people to expose themselves to mass communications in accord with their with their existing opinions and interests and to avoid unsympathetic material." (Klapper, p. 19)

Klapper conceived that audiences cogently decide what they will watch or hear. Zillmann and Bryant investigated, what many considered to be the missing element of Klapper's theory, whether audiences affectingly (emotionally) determine what they will watch or hear. "Often – though by no means always – persons will simply do things or make selections spontaneously or on impulse." (Zillmann/Bryant, p. 161)

Zillmann and Bryant use a very broad definition of selective exposure. "Selective exposure designates behavior that is deliberately performed to attain and sustain

perceptual control of particular stimulus events.” (Zillmann/Bryant, p. 1) They proceed to include any activity regardless of attention level, as long as exposure occurs. “Selective exposure can be accomplished with little effort, or it may require a great expenditure of energy.” (Zillmann/Bryant, p. 2) Zillmann and Bryant created the Affect-Dependent Stimulus Arrangement Theory to describe the internal process a media user undergoes when making channel and/or program selections.

In their theory, as it applies to media usage, Zillmann and Bryant claim that media users will seek to change their environments by changing the station anytime the program causes the media user to enter an *aversive state*. An aversive state can be constituted by either stress or boredom, or fall somewhere between these two extremes. For purposes of this research, an aversive state is any state in which any element of displeasure exists.

Zillmann and Bryant also proceeded to develop an operatory model to further explain the process a media user may undertake to rearrange his environment through channel switching activity. This model states that a media user will sample a variety of media offerings, either by *mindless probing* or by directed choice. The user will continue the offering process until a selection is encountered that causes the user to become pleasurable reinforced. This pleasurable reinforcement is primarily an immediate affective reaction. Rejected samples will remain in short-term memory and will be compared to future samplings until finally the user eventually determines which media sampling will be the most pleasurable. Past experiences also may play a role in this decision-making process. This study, in part, seeks to determine whether functions of the actual radio receiver impact this selection process.

Characteristics of Zillmann & Bryant

In describing how their model relates to selective exposure Zillmann and Bryant wrote, “The outlined choice model for selective exposure differs considerably from choice models that assume complex cognitive operations in the framework of

sophisticated evaluation criteria.” (Zillmann/Bryant, p. 162) “The selection of particular programs may be thought out and planned. But it may also be spontaneous and rather mindless, even mechanically determined.” (Zillmann/Bryant, p. 4)

As one can see, Zillmann and Bryant are abundantly clear they are not testing selective exposure as it was originally written. They, in fact, have added another aspect to selective exposure. They have added the missing affective aspect. While they make no claims that emotions solely drive audiences, they do claim emotions can periodically drive an audience. They also acknowledge this process can be mechanically determined or impacted by media reception abilities.

This process may be indicative of the audience’s activity level in the selection process. To understand an audience’s behavioral process it is also important to define what comprises an audience. Researchers have defined mass media audiences in a wide variety of ways causing the terminology to be consistently redefined. This research will show media audiences are often solitary environments, where decision-making is solely individual. This is especially true of radio audiences which frequently use the medium while commuting.

The Audience As An Interactive Individual

Numerous researchers have proposed a multitude of traits and aspects to attempt to understand what constitutes a mass audience. William Stephenson (1967) contemplated and discussed mass versus public audiences while formulating the Play Theory. Stephenson concluded, “The mass is differently conceived: people are seen in the mass, as isolated and separated from one another, millions seated in front of television sets, sitting substantially alone, and therefore directly under the influence of the mass media, whether movie, newspaper, radio, magazine, or television. As such the mass is considered by some to be at the mercy of the media, which can manipulate them at will and arbitrarily. By others, however, the mass is seen as offering at least opportunities for

people to free themselves from constraints that limit much of their behavior in social and community life. Man can be free, in a measure, to think as he pleases." (Stephenson, p. 34)

In contrast, Stephenson claims public audiences are those audiences in which people come together in groups for public discourse, such as a town meeting. Stephenson's mass audience is quickly coming to fruition as the media universe broadens and media users gain more and more control over their environments. Stephenson's definition allows one to witness the physical aspects of a mass audience, but it also provides a glimpse into the freedom and control the media sole user has over the media. Later researchers expanded on this idea of sole freedom and control.

Peter Vorderer (2000) calls the shift from a mass audience to a segmented audience *demassification*. Demassification is the movement of control of mass communication systems from the message producer to the message receiver. "The mass audience seems to disappear, apparently being replaced by individual media users. Less than ever before, can the audience's use of the media be described as reception." (Zillmann/Vorderer, p. 22) Vorderer defines many media audiences as interactive. "Interactivity can be defined by the extent to which a user selects from and modifies a variety of different offerings and the variety of senses involved." According to Vorderer, interactivity is one function which leads to more individualized media usage patterns, yet Vorderer also recognizes increase in channel options also impacts usage.

Stephenson acknowledged this presence of individual control and interactivity. He termed this freedom *convergent selectivity*. "Convergent selectivity is relative freedom from social control, tending toward individuality of choice in behavior. The behavior is more voluntary. All are directed toward individuality and self-existence. Convergent selectivity is the opportunity for the individual to exist for himself." (Stephenson, p.193-4) Stephenson was able to forecast the behavioral changes Vorderer has chronicled in 1967 well before interactivity became an industry buzzword. Vorderer states,

Those who favor the general development of more interactive media use often refer to the changing role of the audience, noting that whereas the viewers, readers and listeners of the past were forced to be comparatively passive and had few alternatives regarding the content to which they were exposed, the interactive user is regarded as being *empowered*, not only by a far greater variety of offerings but also by a new capacity to deal with them. Today, this perspective is supported by another process, that sociologists have described as *individualization*. Part of this process involves individuals' tendency not to refer to orientations, values, and goals that are provided for a social segment of society as much as they did in the past, but rather, to choose their orientations individually. In addition, this process applies to the audience's patterns of media use; audience segmentation and fragmentation are the effects that can already be observed. (Zillmann/Vorderer, p. 26-27)

From the analog dial radio receiver to today's highly programmable digital audio systems, users of broadcast radio have experienced substantial changes in the ability to control and access the medium's message. This increase in control has spurred a fair amount of academic research, but very little has been conducted about broadcast radio usage. Because of this lack of relevant radio research, usage of a television remote control device (RCD) was investigated. RCD use for channel changing was chosen because of its similarities to mobile broadcast radio use. Both are behaviors involving media control and selection within arm's reach.

The RCD Applied to Radio

In discussing why the focus of RCD research is exclusively television and not radio, Robert Bellamy, Jr. and James Walker (1996) noted, "With the audience able to sample the increasingly demassified product of radio receivers at arm's length (e.g. on a

nightstand, on a beach towel, or in the car), an RCD would have been superfluous.”

(Walker/Bellamy, p. 17) Although Bellamy and Walker do note RCDs have become more prevalent as audio system additions in the recent years. Bellamy and Walker observe radio is often used in easily accessible environments, thus eliminating the need for RCDs because the user already maintains this element of control.

In discussing the power of the RCD, Walker and Bellamy concluded,

The remote control device (RCD) is a subversive technology. By allowing the user to move rapidly between program offerings and avoid unpleasant and uninteresting material, the RCD works in opposition to the historic structure and operational parameters of the U.S. television industry. No longer can the viewer be conceptualized solely as a passive recipient of the messages of advertisers. Rather, she or he now has the means to construct an individualized media mix that may, or increasingly may not, contain advertising. In essence, the RCD allows the viewer to control some of the programming functions previously reserved for television and advertising executives. (Bellamy/Walker, p. 1)

“Researchers have identified seven gratifications derived from RCD use: finding out what is on television, avoiding boredom, avoiding commercials, selective avoidance of unpleasant stimuli, accessing music videos, accessing news, and annoying others.” (Bellamy/Walker, p. 115) These gratifications form the basis for the categories tested in the mechanical aspect of this study.

Ferguson and Perse (1992) examined whether certain variables impacted the frequency of RCD usage. These variables were: television viewing motives, intentionality, affinity, effort and channel changing motives. They divide television

viewing motives into two subcategories: ritualistic and instrumental television usage. Ritualistic usage is characterized by usage of a medium for time passage or out of habit. Instrumental usage is characterized by usage of a medium to actively seek information, entertainment or excitement. Intentionality is planned, purposive use of the media, often reflected by usage of a program guide. Affinity can best be described as the importance users' place on a medium and its content. Effort is goal-directed cognitive activity, marked by greater attention and awareness. Finally, channel changing motives are extremely difficult to identify. Often these motives reflect active viewing, while at other times they may reflect sheer boredom.

One of the primary purposes of the proposed research is to determine whether this selection activity contains any self-imposed search restrictions. The primary constraint to be examined is the creation of stored channel repertoires. Several researchers have investigated the creation and usage of channel repertoires.

The Creation and Usage of Channel Repertoires

Carrie Heeter (1988) termed the number of available channels a media user chooses to attend, or expose themselves to, as that user's channel repertoire. (Heeter, p. 62) Ferguson and Perse also found most television viewers claim fewer than one dozen channels in their repertoires. (Ferguson and Perse, 1992) It should be noted that Ferguson and Perse's studies centered primarily around television usage.

These channel repertoires are primarily mental lists. William Adams (2000) found, "When the decision to turn on the set was being made, usually participants were also going over a mental image of the schedule and selecting a specific program or channel to tune in. While the process certainly contained elements of the passive viewing theory, the actual viewing was not random in nature, but highly directed. At the exact same time participants were choosing to watch and selecting a program, the same people were also eliminating a cluster of channels from consideration." In other words, William

Adams and Douglas Ferguson both found media user's reduce their repertoire of channels from the available channels without necessarily having the assistance of a programmable receiving device, but they do not address whether a programmable receiving device would impact this activity.

Douglas Ferguson and Elizabeth Perse (1992) found television users specialize their viewing habits. The number of available channels was far less important than desirability of available channels. They also found *how* people use television adds significantly to channel repertoire, as does how *actively* it is used.

James Webster and Lawrence Lichty (1991) concluded there were two primary determinants to influence audience behavior. First, structural determinants are media factors, such as number of available channels, audience availability and audience size. The second type of determinant is the individual determinant. This includes the needs, tastes, desires and preferences of individual audience members. These individual determinants relate directly to how the audience formulates a channel repertoire. This research will directly examine this aspect, as it pertains to channel switching behavior as well as channel repertoire creation.

Carrie Heeter and Bradley Greenburg (1988) identified the usage of only television channels programmed into preset buttons as a "restricted search repertoire." "Restricted Search Repertoire would include only a limited number of channels, such as might be the case in a tuning a push button radio or a receiver with a limited number of presets." (Heeter, p. 14-15) In contrast the researchers also identify "elaborated search repertoire" which identifies those individuals who more frequently use their scan or seek buttons and sample all available radio stations within reception range. Alan Albarran and Gregory Pitts (2000) call these audience members *preset* and *scanner* listeners. (Albarran/Pitts, p. 6) This study will address these activities and categorize the respondents as preset or scanner listeners.

A plethora of researchers have come to a variety of conclusions regarding

frequency of channel changing through RCD usage in regard to television. Heeter (1988) found an average of 4.4 channel changes per hour. Six years later, Ferguson measured hourly channel changes at 107. These results are provided merely to explain the range of findings for television.

Most RCD researchers have claimed respondent difficulty in accurately estimating a precise number of hourly channel changes. Barbara Kaye and Barry Sapolsky (1997) claim channel changes occur so frequently, researchers should concentrate on the number of changes per minute as opposed to the hour. Ferguson (1994) responds to this dilemma by suggesting researchers combat this through use of verbal frequencies such as: Very Often, Often, Sometimes, Rarely or Never. This study will adopt Ferguson's suggestion and use verbal frequencies for a majority of its measurements.

Susan Eastman (1995) found very little channel changing occurs during specific programs. "Most activity took place on the hour and half-hour rather than within programs, meaning commercial avoidance was infrequent and suggesting that industry concerns about radical changes in viewing behavior resulting from remote control use may be overblown." It should be noted, Eastman's findings are directly drawn from television usage. The findings do raise the questions of whether broadcast radio users exhibit the same traits. What constitutes a radio program and do radio users recognize radio programs in the same manner as television programs?

To summarize, the previous research has shown media users expose themselves to media offerings for a variety of reasons and in a variety of ways. It can be concluded that media users do change the channels regularly, but how and why is not nearly as evident. This study seeks to add to the information pool, in regard to these how and why aspects, by applying lessons learned from television remote control usage to mobile broadcast radio usage. Its primary purpose is to attempt to exhibit, in a measurable fashion, that the actual media receiving device does play a key role in this selection process. As such, the

device's impact should not be overlooked in future media or audience measurement studies.

This study investigates one manner in which broadcast radio users individualize their media experiences. With programmable preset buttons on radio receivers, media users can set basic parameters for their listening experiences. This study seeks to test whether usage of this function is significant and frequent.

This study not only tests how radio users change stations. It also tests which program elements tend to cause channel changes. The seven gratifications identified by Bellamy and Walker provided a basis for the categories tested in the mechanical aspect of this study. By examining the survey (Appendix A) one may notice these gratifications are used directly in several questions. To provide this study with a distinct direction three research questions were conceived.

Research Questions

RQ1 - What motives do respondents most frequently agree cause them to exhibit channel changing behaviors?

RQ2 - How frequently do listeners to broadcast radio in a mobile environment engage in channel flipping behaviors?

RQ3 - Does the programming of preset stations (creation of a physical channel repertoire) have any measurable impact on channel flipping behaviors?

The goal of the research question 1 is to determine what motivates a mobile broadcast radio listener to engage in channel flipping behavior. The motives used in Section 3 of the instrument (Appendix A) are drawn from Walker and Bellamy's instrument as well other past research indicated previously in this study.

Research question 2's goal is to determine how frequently channel flipping occurs among all respondents who use broadcast radio in a mobile environment. Section 2 of the instrument (Appendix A) and question 62 are devised to obtain data pertaining to these questions. Research question 3's goal is to determine whether usage of preset channel buttons has any measurable impact on channel flipping behaviors. This question can be measured by data obtained from questions 6-11 and 63.

Survey questions 1-5 and 64-67 merely provide background information to gauge the level of users surveyed and demographic data for the sample. Although, questions 59-61 are included purely to provide information for usage in a future study. These questions are designed to conduct a preliminary test on Susan Eastman's finding that television viewers involved in a program engage in channel flipping behavior far less frequently than those viewers not currently engaged in a program.

Chapter 3: The Method

The Process

This study tested the environmental rearrangement (channel switching) process that Zillmann/Bryant hypothesize about with their Affect-Dependent Stimulus Arrangement Theory (1985). It used a written survey administered to 299 college students who use broadcast radio in automobiles. The sample size was chosen to provide an acceptable basis for future, more generalizable studies and hoped to achieve redundancy. It was completed in the Summer of 2001 with the use of a non-generalizable, convenience sample garnered from students at the University of Tennessee in a classroom setting.

This type of sample was chosen, in part, because of budgetary and time constraints. The college age group tested are regular users of broadcast radio. A Fall 2000 study performed by this researcher found the mean radio usage of University of Tennessee-Knoxville students is 5.87 days per week. 78.2% reported listening to the radio at least 5 days per week. Almost 65.3% of respondents indicated they use radio at least 2 hours per day. According to Arbitron's *Radio Today* study which was conducted in 2000, 18-24 year-olds listen to the radio on the average a little more than 20.5 hours per week or almost three hours per day. These findings resulted from study which used a convenience sample of approximately 400 University of Tennessee students who were intercepted at parking garages and dining halls on campus. These findings of that study demonstrated that university students in this sample were similar to the typical radio users found in Arbitron's *Radio Today* study.

A copy of the instrument used in the survey process is provided in Appendix A of this report. It was primarily based upon a survey administered by Robert Bellamy and James Walker. Bellamy and Walker utilized this instrument to test television remote control usage. They found television RCD users most enjoy using the RCD to find out what is on and to avoid commercials. A factor analysis of the Walker and Bellamy study

performed by L. A. Wenner and M. O. Dennehy (1993) showed environmental convenience, commercial avoidance, music scanning and news scanning as the primary motives for channel flipping. The researcher would like to thank Drs. Walker and Bellamy for their assistance and permission to use this instrument. For purposes of comparison, the original Walker and Bellamy survey is provided in Appendix B.

Limitations

As previously stated, the primary limitation of this study is its lack of generalizability. This could be rectified by using a different method of sample selection in future studies. This sample is also limited by its inclusion of only students from the University of Tennessee. This may cause under- or over-reporting by some demographic categories. Finally, the differences in mobile radio receivers may also cause some reporting discrepancies.

Chapter 4: The Results

Analysis

A total of 299 respondents participated in this study during July 2001 Summer classes at the University of Tennessee in Knoxville. Females composed 60.6% of all respondents. 85.3% of all respondents were Caucasian, 6.8% were African-American, 2.9% were Asian and the rest were a mix of multiracial, Hispanic, other or no answer. The mean age of respondents was 22.5 years and 81.7% of all respondents were between 18 and 23 years-old. Of these respondents, only 14 or 4.8% did not regularly listen to broadcast radio in a vehicle. As instructed by the survey instructions for questions 1 and 2 of the instrument, these 14 respondents did not complete the remainder of the survey and were excluded from all further statistical functions. This finding was consistent with Arbitron's *Los Angeles In-Car Listening Study* which reported that 95% of people listen to radio in their cars.

The researcher analyzed this data in a variety of ways. These divisions of the data included: by ages ranging from 18-23 years-old, by respondents who use the radio at least five days per week, by those respondents who answered questions 37 and 38 with a sum between 95% and 105%, by gender, by respondents who regularly listen to two or more stations programmed into the radio receiver's preset channel buttons, by respondents who use the preset channel buttons often or very often, and by respondents who claimed to have programmed at least one of the preset channel buttons on their vehicle's radio receiver. There was little notable difference in many of these comparisons; therefore, the researcher only reported the findings from the overall sample and did not report findings based on the aforementioned divisions. The researcher will include the tables from these divisions in Appendix C of this study.

Question 3 asked respondents how many days per week they listen to broadcast radio in their vehicles. The average for the full sample was 5.7 days. The frequency rating however demonstrates that the respondents skewed heavily toward seven days per week.

This is evident in fig. 1.1 supplied below. Question 4 attempted to determine how many hours per day respondents spent listening to broadcast radio in their vehicles. The mean response was 2.2 hours per day, but once again by investigating the frequency histogram (fig. 1.2 supplied below) for these responses it is evident the preferred response was between one and two hours per day.

Question 5 asked respondents what times of the day they typically used radio. This query was not relied on for this study. This question was primarily included for usage by the University of Tennessee student radio station. It did yield some notable results. Respondents seemed to be somewhat abnormal in their usage patterns. Webster and Phalen noted, "Media use in the morning generally favors radio. In most markets, radio listening hits a peak around 7 am or 8 am, as people commute to work." (p. 27) The only daypart receiving more than 50% regular usage in this sample was after 6 p.m., which received a 61.4% usage rating. It should also be noted that no daypart received less than a 25% usage rating, most dayparts fell between 30% and 40% usage ratings. The morning drive time received a 38.2% listenership rating. The afternoon drive grew substantially. It received a 48.8% listenership rating. As previously noted, listenership

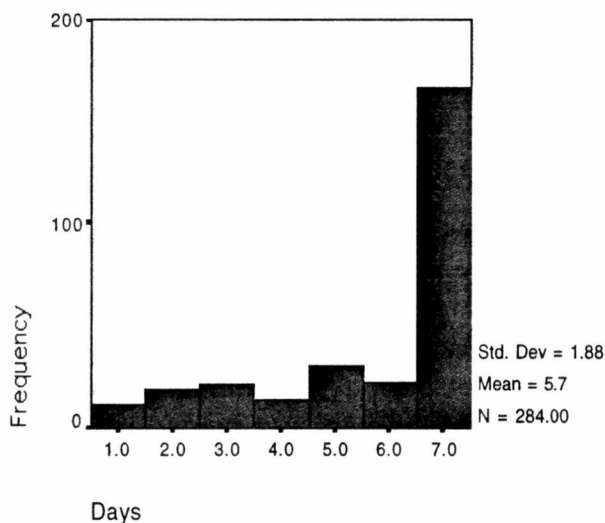


Fig. 1.1

Days per Week

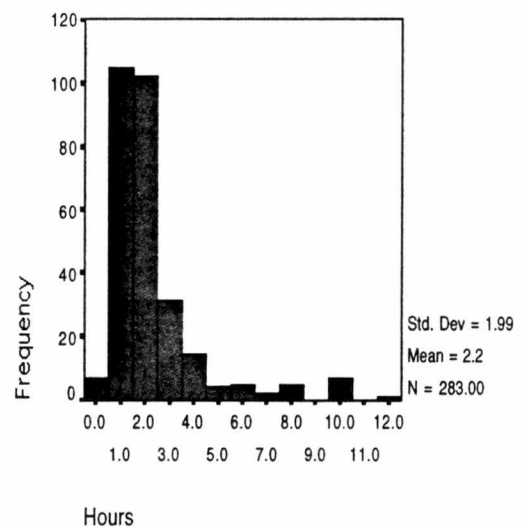


Fig 1.2

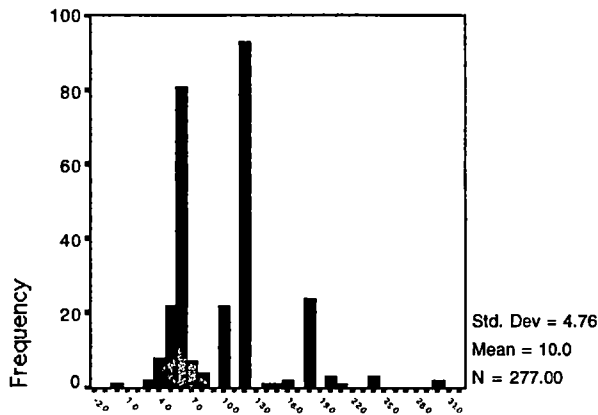
Hours per Day

continued this rise after 6 pm.

Questions 6-11 were used to gather some base information about the radio receivers the respondents used. Question 6 attempted to determine how many preset channel buttons were present on the radio receivers the respondents used. These receivers average approximately 6 buttons and are capable of storing more stations than buttons available, primarily through the use of multiple FM bands. It should be noted that approximately 50 respondents apparently did not answer this question within the expected range. The researcher believes the mean number of preset channel buttons to be between 5 and 6, as opposed to the respondents' mean of 6.3. This error appears to be as a result of respondent interpretation and inclusion of multiple FM bands. Some responses ranged from 24 to 30 reported buttons, additional responses to following questions indicated presence of multiple bands, therefore these responses were not coded. No response higher than 14 was recorded to protect the overall mean. The researcher also felt many of the responses of 12 or higher were also in error. This error does not appear to affect the remaining research in any way.

Question 7 examined whether respondents program their own preset channel buttons. Since some students use cars they do not own, the researcher used this question to examine whether the stations programmed into the preset buttons were programmed by the respondent. The results showed 94.7% of the respondents programmed at least one of the preset channel buttons in the vehicle they used. This confirmed the researcher was studying behavior in primarily self-created environments.

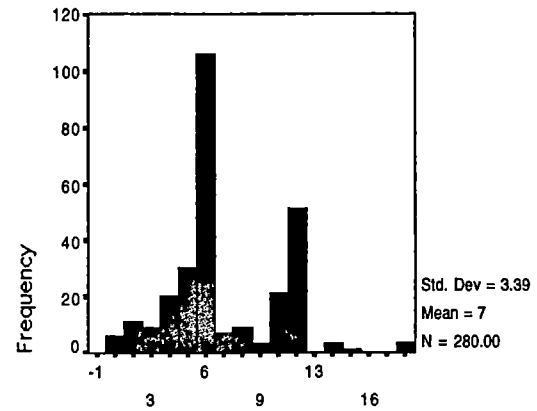
Question 8 was intended to ask about the multiband radio receivers some respondents seemed to interpret in question 6. It asked how many FM radio stations could possibly be programmed into the respondents' radio receivers. A mean of approximately 10 stations was found. The frequency table shown in Figure 1.3 shows spikes at five, six, 10, 12 and 18. These findings display multiples of five or six which confirms the presence of multiple FM bands on numerous respondents' radio receivers.



Possible FM Stations

Fig 1.3

Possible FM Stations



Stations Programmed

Fig 1.4

Stations Programmed

Question 9 was designed to determine how many FM stations were actually programmed into the respondent's radio receiver. This can be further examined in Figure 1.4. The four most frequent responses were five, six, 10 and 12. The mean was 7.1 stations. This probably indicated that the typical radio receiver had five or six buttons with either two or three additional FM bands. It also showed that respondents used the additional storage space supplied by these multiple bands.

Question 10 and figure 1.5 further examined whether respondents merely programmed these buttons or actually used them. It asked how many of the stations programmed did the respondents listen to regularly. The mean was 3.7 or approximately half of the stations programmed as indicated by question 9. Only 6.7% of respondents claimed to use more than six stations regularly. This may indicate that the respondents only used one band when listening regularly. The other bands may have been programmed for other radio markets altogether, since many college students do not permanently reside in the city where they attend school.

Because of the possibility for transient activity among this sample, question 11 excluded relocation from its scope. It asked, excluding relocation, how frequently did respondents reprogram any single preset channel button on their radio receiver. This

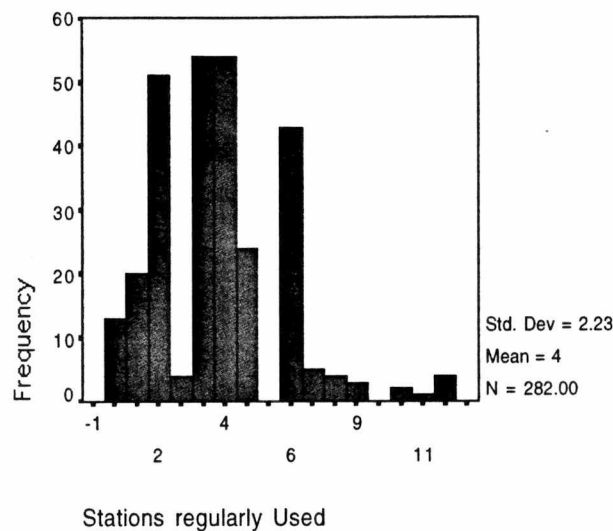


Fig 1.5

Stations Regularly Used

question was designed to attempt to determine the permanency of the respondents programming activities. In other words, once they programmed a station, how uncommon was it for the respondent to replace it on their programmed channel list. 86.7% of this sample claimed to seldom or never reprogram their preset channel buttons. According to this sample, once they have programmed a station, it became a difficult task for another station to take its place on the channel list.

Section 3 of the instrument was designed to test the frequency of channel changing activities. Figures 1.6, 1.7 and 1.8 demonstrate the findings of this section. Question 12 asked how often respondents changed the station in any manner. 66.3% of respondents claimed to change the station often or very often. Only 14% claimed to seldom or never change the station. This indicated channel changing was relatively common activity for this sample. The measurement used in Section 3 was based on the broad categories of never, seldom, sometimes, often and very often. As indicated in the Literature Review section of this study, past researchers have experienced problems when attempting to determine exact frequencies of channel changing activities. Later in the instrument a more precise numeric response was requested to similar questions.

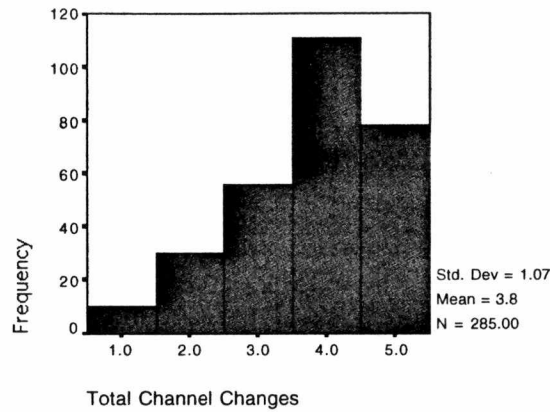
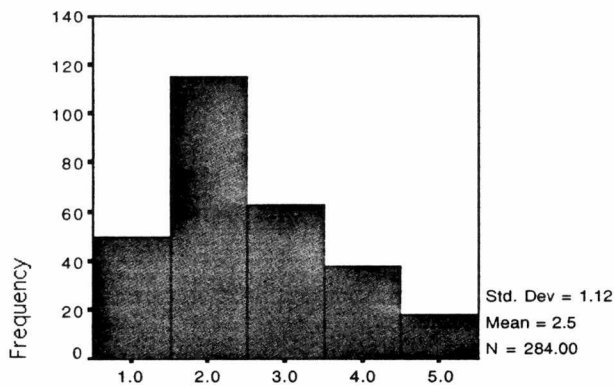


Fig 1.6

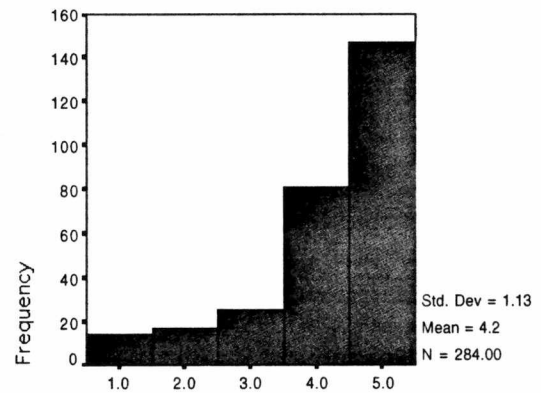
Total Channel Changes



Scan, Seek & Tune Channel Changes

Fig 1.7

Scan, Seek & Tune Channel Changes



Preset Button Channel Changes

Fig 1.8

Preset Button Channel Changes

Questions 13 and 14 divided the channel changing activity into two distinct categories. Question 13 asked about channel changing through usage of scan, seek or tune buttons. It showed 19.9% of respondents often or very often change the station in this manner. In contrast, question 14 asked about channel changing through usage of the preset channel buttons. It demonstrated that 80.3% of respondents often or very often change radio stations in this fashion. This wide discrepancy indicated a strong lean toward usage of preset channel buttons over merely scanning through the entire radio band. The implications of this will be discussed further in the conclusion of this study.

Section 4 of the study was most closely linked to the Zillmann and Bryant theoretical aspect of this study. It attempted to determine more precise motivations for channel changing activity. It used the four categories of strongly agree, agree, disagree

and strongly disagree. The researcher chose not to include a no opinion or neutral category in order to force respondents to make an agreement or disagreement decision.

Question 15 asked whether respondents changed the station to avoid commercials. 91.8% of respondents agreed or strongly agreed that commercials did cause them to change stations. This finding compared with Arbitron's *Los Angeles In-Car Listening Study* which reported that 39% of people frequently change the station to avoid a commercial. The discrepancy between this study and Arbitron's may be influenced by the age category of the respondents to this study. It would be interesting to investigate further whether age impacts channel changing behaviors.

Question 15 did not determine exactly what elements about advertising listeners hold in disregard, but it may indicate to programmers and advertisers that the advertising sold on radio may have a lower impact than previously thought. If respondents change stations often and commercials cause the changes then how many commercials do respondents actually attend? Can the nature of radio commercials be changed to make them less likely trigger this channel changing activity? These questions will be examined further in the conclusions of this study.

Question 16 examined whether respondents change stations purely for physical activity while driving. It asked whether respondents change stations because they enjoyed playing with the buttons on the interface. Only 10.3% agreed or strongly agreed with this question.

Question 17 asked respondents whether they changed stations in order to avoid missing "good stuff" on other stations. 65.2% of respondents agreed or strongly agreed with this cause. This may lend credence to the thought that media users change stations merely because they like some semblance of variety.

Question 18 asked whether respondents participated in channel changing to seek news. 26.2% of respondents agreed or strongly agreed that news seeking was reason for channel changing behavior. This may be indicative of the sample population, but it may

also point to a decline in radio as a news source in this market.

Question 19 asked an avoidance question. It asked whether respondents change stations to avoid personalities they do not like; 66% of respondents agreed or strongly agreed with this situation. This compared with Arbitron's *Los Angeles In-Car Listening Study* which reported that 17% of people changed stations to avoid a DJ they did not like. This may demonstrate the continued need for radio programmers and advertisers to research the personalities they use as announcers or spokespeople. Respondents in this study indicated personality may be a notable cause for channel changing activity. The discrepancy between the Arbitron study and this one may have been caused by Arbitron's limitation of this category to DJs only.

Question 20, 21 and 22 asked about seeking behavior. These three questions focused on comparative behavior. Question 20 asked whether respondents changed channels to compare songs. 55% of respondents agreed or strongly agreed with this notion. This compared with Arbitron's *Los Angeles In-Car Listening Study* which reported that 37% of people change stations to search for a better song.

Question 21 asked about newscast comparison as reason for channel changing. Only 18.1% of respondents agreed with this situation. This compared with Arbitron's *Los Angeles In-Car Listening Study* which reported that 8% of people changed stations in order to hear a news report on another station. Question 22 asked about comparative behavior in regard to traffic reports. 29.1% of respondents agreed or strongly agreed with this reason. This compared with Arbitron's *Los Angeles In-Car Listening Study* which reported that 11% of people changed stations to compared traffic reports. It should be noted these findings may also be indicative of the regularity and availability of news radio and traffic reports in the respective markets.

Question 23 asked about a control behavior. It asked whether respondents changed channels because it gave them more control over the radio stations. 35.2% agreed or strongly agreed with this behavior. This question elicited a fairly even

distribution among the responses with disagree as the most frequent response; it garnered 38.8% of respondents.

Question 24 addressed boredom. It asked whether respondents changed channels to give themselves something to do while driving. Just 23.7% of respondents agreed or strongly agreed with this supposition. Question 25 followed this by asking an avoidance question. It asked whether respondents changed channels to avoid boredom. This question attempted to test Zillmann and Bryant's theoretical basis about the boredom aspect. Almost 65% of respondents agreed or strongly agreed that avoidance of boredom is a reason to change channels. This compared with Arbitron's *Los Angeles In-Car Listening Study* which reported that only 27% changed channels because they were bored with what was on the radio. The difference between questions 24 and 25 may be indicative of a difference in perception of physical versus mental boredom. Although, both questions basically test boredom with very different results. This aspect will also be examined in more detail in Chapter 5 of this study.

Question 26 switched focus to test seeking behavior again. It asked whether respondents change channels to seek sports coverage. Only 18.7% of respondents agreed or strongly agreed with this behavior. Once again, this may be indicative of regularity and availability of sports coverage in this market. It may also be indicative of the sample's demographic makeup.

Question 27 asked whether respondents changed channels in order to create their own program by choosing bits and pieces from a variety of stations. Approximately 65% of respondents agreed or strongly agreed that they participate in this activity. Once again, this question tested a seeking behavior. Seeking behaviors consistently tested lower than avoidance activities in this study. This will be examined further in Chapter 5.

Question 28 asked respondents whether they changed stations in order to hear more music. Just less than 90% of respondents agreed or strongly agreed that more music was a reason to change channels. This may be indicative of the sample's demographic

characteristics. This sample seemed to indicate that they use radio primarily as a music based entity as opposed to an informative one.

Question 29 asked respondents whether they change channels to control what others hear. Just over 20% of respondents agreed or strongly agreed with this behavior. The researcher recommends comparing this response rate with the response rate among parents. This study did acquire the data to make the comparison between single versus married or parents versus not parents, but the researcher suggests this data be gathered in future studies. Because of this, the question was not considered useful or pertinent to this study.

Question 30 once again addressed variety. It asked whether respondents changed channels in order to hear a greater variety of stations. Approximately 79% of respondents agreed or strongly agreed with this question. This seemed to confirm that channel changing was a typical activity among respondents in this sample. Variety also tested relatively well throughout the study, particularly when not tied to comparative activity.

The final question in Section 4, question 31 tested a seeking behavior. It asked whether respondents sought weather reports. Only 24% of respondents agreed or strongly agreed that they changed channels in order to find weather reports. This was surprisingly low because many of these students in the sample must spend at least some time outdoors each day in order to get to and from classes. It may indicate students in the sample get their weather information from other sources or it could be indicative of the predictability of the climate in the geographic area in which the sample was drawn.

Overall avoidance behaviors and variety seeking seemed to test the most strongly in this sample. Seeking and comparative behavior did not test as well. This seemed to support Zillmann and Bryant's theory based on adverse reactions. This will be examined further in Chapter 5 of this study.

Section 5 of this study used percentiles to measure several aspects of radio listening and channel changing behavior. This set of questions was based on overall usage

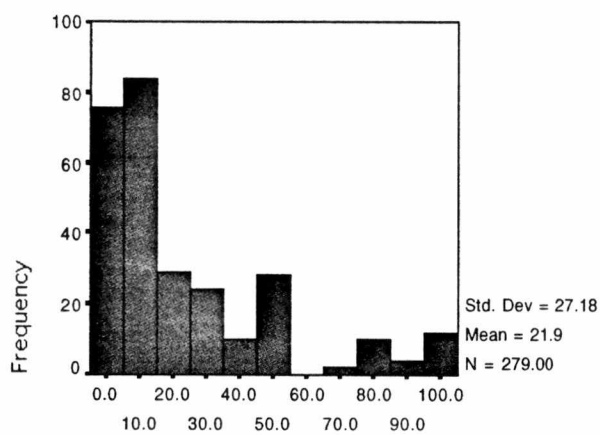
of radio, not just vehicle usage. Question 32 asked respondents what percentage radio listening time was spent in their vehicles. Respondents reported that they spent 75% of their radio listening time in their vehicles. This sample seemed to indicate that radio is typically used a mobile medium, but is not limited to that usage.

Question 33 was designed to determine whether or not radio usage was typically a solitary experience or one shared by multiple people. Respondents claimed 64% of the time they listened to radio they were alone. This may have been indicative of the sample's age and lifestyle.

Questions 34, 35 and 36 used the percentile measurement style to attempt to measure why respondents used broadcast radio. The questions asked respondents what percentage of radio listening time was spent listening to music, talk radio and nationally syndicated shows like Rush Limbaugh, Dr. Laura, Howard Stern or ManCow. Respondents claimed 78% of their listening time was spent listening to music, 11% of their time was spent listening to talk radio and almost 8% of their time was spent listening to nationally syndicated programming. This sample indicated an overwhelming use of the medium centered on musical programming. This finding was consistent with Section 4's findings regarding music.

Questions 37 and 38 used the percentile method of measurement to attempt to determine how respondents in the sample changed station. Figures 1.9 and 2.0 demonstrate these findings. These questions measured the same behavior as questions 13 and 14 in Section 3. Question 37 asked when you change the station, what percentage of time do you use the scan, seek or tune buttons. Respondents claimed to use one of these methods of channel changing 22% of the time. In contrast, question 38 asked when you change the radio station, what percentage of the time do you use a preset channel button. Respondents claimed to use preset channel buttons 75% of the time they changed the station.

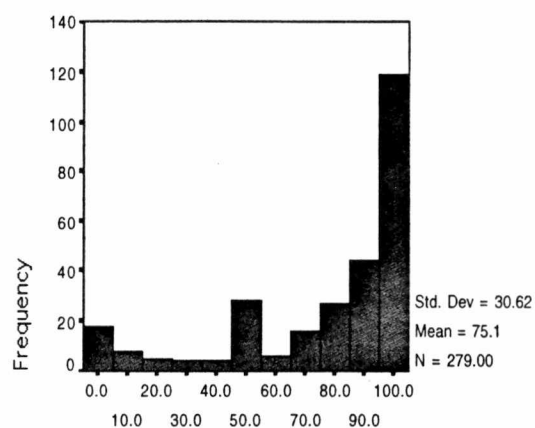
The frequency distribution of the responses to questions 37 and 38 also confirmed



% Scan, Seek or Tune Usage

Fig 1.9

% Scan, Seek or Tune Usage



% Preset Usage

Fig 2.0

% Preset Usage

this usage pattern. Fifty-seven percent of respondents claimed to have used the scan, seek or tune buttons to change the radio station 10% of the time or less. Conversely, 57% of respondents claimed to have used the preset buttons for this behavior 90% of the time or more. This supported the thought that respondents who used the preset buttons to change radio stations did so almost exclusively.

It should be noted that approximately 95 respondents did not answer questions 37 and 38 within the expected parameters. An expected sum of 100% between questions 37 and 38 was sought. Many respondents answered with totals such as 10% for q. 37 and 5% for q. 38 for a total sum of 15%. In contrast, other respondents answered 75% for q. 37 and 100% for q. 38 for a total sum of 175%. These responses are improbable or impossible. The researcher did remove these responses from the sample to perform an additional analysis and found very little overall difference in the results when excluding them during analysis. In other words, these errors seem to balance themselves out overall. The researcher recommends combining these two questions in the future to create a two blank question.

Overall this sample exhibited some distinct channel changing behavioral patterns. Most notably, a majority of the sample claimed to have created physical channel lists

through the use of preset channel buttons. Once these channel lists were created, the respondents exhibited tendencies to sample only radio station offerings for channels they had previously programmed. Not only did they use these buttons, but the respondents also claimed to use them frequently. Further research is required to determine more specific reasons for channel changing, although this study does provide future researchers with a basis for channel changing activities. This was primarily exhibited in Section 4 of the instrument. Future researchers may also attempt to determine whether differences exist among different demographic categories, because this study was primarily confined to college-aged respondents.

Chapter 5: Conclusions & Discussion

Answering the Research Questions

RQ1 - What motives do respondents most frequently agree causes them exhibit channel changing behaviors?

As exhibited in Chapter 4 of this study, avoidance seemed to dominate seeking behaviors among these respondents. Avoidance typically could be viewed as a reactive behavior, while seeking is a proactive behavior. According to Zillmann and Bryant, a response is required to confirm their theory. Reactions follow responses; therefore, these findings seem to support Zillmann and Bryant's suppositions. Furthermore, boredom itself received a high agreement rating as a motivator for channel changing for respondents in this study. This indicates respondents in this study agreed with Zillmann and Bryant's assertion that boredom is one of two factors that may cause an aversive state and instigate a channel change. Stress was other factor Zillmann and Bryant identified in their theory. This study also demonstrated agreement with this aspect. This was most notable in the avoidance of commercials and personalities.

The results of this study also indicate selective exposure is a multistep process. It involves immediate selection, as is the case when a song a respondent dislikes begins and an immediate channel change corresponds with the beginning of this song. But further, it also may involve a pre-selection phase, as is the case when a respondent chooses to program or not to program a particular radio station into his or her receiver's preset channel buttons. Both activities constitute selective exposure, but these actions may, and do, take place at a variety of different times prior to the current listening exposure and its actions and reactions.

On a more basic level, respondents to this study claimed music and program elements they find unpleasing are the most agreed upon reasons for channel changes. Respondents agreed commercials were an accepted reason for channel changes.

Following closely behind was the desire to hear more music. This exhibits and confirms radio is primarily an entertainment medium for this population. This finding is further enforced by the poor response to most questions involving an information-based type of programming. Finally, this study also exhibited respondents agreement that radio personalities can cause channel changes. This largely confirms the need for audience research to understand what they seek from a radio personality. This study did not address which aspects of music, commercials or personalities caused the channel changes. Future studies may be designed to more precisely determine the aspects of each program element that create aversive states among respondents.

RQ2 - How frequently do listeners to broadcast radio in a mobile environment engage in channel flipping behaviors?

As mentioned in the analysis section of this study, a majority of respondents claimed to change stations often or very often. This finding combined with the personality and advertising avoidance findings may indicate respondents scan through their preset stations at most points when music is not played. Furthermore, they could possibly change the station more frequently whenever songs they find displeasing are played. If this is the case, then respondents more than likely attend the three to four stations they regularly use for short intervals.

This form of measurement tool was chosen since previous researchers found actual numerical responses to these questions to be ineffective and errant measurement tools. The researcher believes the respondents were able to gauge frequency with choices provided and the findings are substantive enough to support the additional findings in this study. Respondents seemed very comfortable with this type of question. No respondents failed to answer this question, excluding those who were filtered by questions 1 and 2..

RQ3 - Does the programming of preset stations (creation of a physical channel repertoire) have any measurable impact on channel flipping behaviors?

This study does confirm Heeter's assertion that media users create channel repertoires. It furthers this thought by concluding respondents to this study not only mentally created them, but also physically created them as well. The results of this study indicated a significant usage pattern among the respondents that confirmed the importance of the channel list. These respondents created physical channel lists by programming their receiver's preset channel buttons at an overwhelming majority. Their overall usage of radio seems to be confined to this channel list a majority of the time. It is evident that the controls offered by the medium's interface, in this case the radio receiver, does affect the manner in which media users access programming.

The researcher concludes physical programming of channel buttons by respondents does indicate some level of user interactivity, as defined by Vorderer. This study illustrates that these respondents *actively* use the radio. They were active when choosing to program these buttons and they continued this activity with their channel changing behavior. The findings of this study illustrate the empowerment Vorderer claimed existed as technology impacts our media receiving devices.

Conclusions

Based on the average number of radio stations regularly attended by respondents in this study, the researcher also felt these findings supported the notion that audiences are not static; in fact they are entities constantly in motion. These respondents seemed infrequently to use the radio without switching channels. This illustrates the difficulty radio programmers have in devising programming that will reduce the frequency of channel changes. Eastman's finding of irregular switching during television programming may be an indicator for radio programmers. It could be useful to compare the difference

in channel changing behavior for music listeners and talk radio listeners. This study did not yield enough talk radio listeners to make this comparison.

The findings of this study could alter how radio programmers view the media landscape. Instead of striving to gain listeners for a specific radio station, programmers might investigate the possibility of becoming part of most radio listeners' preprogrammed channel list. In other words, a radio programmer should strive to become programmed into listeners' preset channel list as well as striving to become an individual listener's *favorite* radio station. This study demonstrates that a significant portion of radio stations programmed into listeners' preprogrammed channel lists are attended by those listeners. Arbitron should not only gauge what stations were listened to and when, but also it should gauge what stations respondents have programmed into their preset channel buttons. This study could help support whether respondents' recall is accurately reflected in the diary they submit. This aspect is easily investigated, even in the diary style Arbitron incorporates. Respondents can easily obtain this information and include it in their diary responses. This level of measurement may be useful to programmers when attempting to identify their listeners.

The results of this study are less encouraging for radio advertisers. If respondents change stations as frequently and for the reasons they claimed, then it is possible that radio advertising is far less attended than stations and/or Arbitron currently claim. One method of countering the behavior pattern may be for radio advertisers to make their advertisements more seamless and like the programming on the stations with whom they advertise. In other words, if the advertiser can stop the listener from immediately perceiving the advertisement or change in programming, then there may be less of an instinct by the listener to change the station. Advertisers should attempt to avoid the aversive states advertising seemed to cause.

Broadcast radio is not the only medium to utilize programmable channel lists. Respondents to this study confirmed these lists do impact the manner in which they used

radio. The respondents apparently do not regularly attend or even search for broadcast radio offerings that have not been previously selected and programmed into their channel list. Are these lists used as often in other media like television or the Internet? Other media should learn lessons from broadcast radio's history and begin to understand the evolution of these controls for radio. If patterns are noted for broadcast radio, then these patterns may be duplicated or at the very least be used as a basis for comparison for other media outlets. Investigations into these controls and how the users interact with them are recommended. It should be noted that this study primarily reflects usage of radio alone and in vehicles. This could, and probably does, affect the manner in which users interact with broadcast radio; although, this does not preclude that these behaviors may still be associated with other media use and this should be investigated.

To look further into the future of the media landscape, this study indicated that in a multichannel universe, such as the one that currently exists for radio, respondents used controls provided by their interface to eliminate radio stations they do not typically attend from the landscape. Respondents not only created mental channel repertoires, as suggested by Heeter, they also created physical channel repertoires when the interface provided that ability. This finding may reflect use of other media in addition to radio. As media continue, to converge and the channel universe continues to expand, navigation through this media landscape becomes more of an issue for media providers. Media providers need to realize the mechanical aspect, or interface, which provides their product does affect its usage. Media providers should recognize this and plan accordingly to capture the individual audience. Becoming part of the individual's media landscape is paramount.

Furthermore, media owners may experience new revenue streams from the capabilities of these interfaces. For example, it may eventually be normal for broadcast radio to function as a two-way form of communication. If this occurs, then broadcast radio may actually be able to instantly sell the product it most frequently promotes -

music. Imagine if music was sold as an entirely digital product, then it could become possible for a radio listener to immediately order and have the product (music) transferred directly to a predetermined digital location simply by pushing a button on the interface.

Discussion & Limitations

The researcher would also like to acknowledge that the media environment of the respondents also may affect some of the channel changing behaviors. For instance, the smaller the channel universe in a market the less likely channel changing may occur. In other words, if a respondent enjoyed classic rock as a radio format and lived in a market with three classic rock stations, this respondent might be more likely to exhibit frequent channel changing than a respondent who lived in a market with only one classic rock radio station.

Social situation may also impact responses to this study. For example, a survey of mothers may show controlling what others hear is a highly agreeable reason for channel changing. This was not the case with this study where a majority of respondents were between 18 and 23 years-old. This sample showed a high degree of usage after 6 pm, which is probably not unusual for this sample's population. Young single adults may tend to make up a higher percentage of regular automobile usage during this daypart. This population also tested highly for usage of radio as a music-based medium. A survey of upper class males who make more than \$100,000 per year may show a higher usage rate for news, sports or talk programming.

If manufacturers and media creators can target their products properly, then they should be able to reach a more defined segment of the population and its measurement should be more reliable. If Arbitron measured stations programmed into preset channel buttons, then defined the users of each button, it would have a more reliable measurement of all channels receiving exposure. If Arbitron suffers from the same problem other

researchers have experienced, poor respondent recall, then its current tool may underestimate the total number of radio stations receiving exposure.

The researcher also recommends a few changes be made to the instrument before use in future studies. As noted in the Analysis section, the researcher recommends questions 37 and 38 be combined. One hopes this will indicate to the respondent that the total sum of 100% is the expected response. Also, the researcher recommends on all questions using the word *radio* that *radio* be preceded by *broadcast (AM or FM)*. There is no indication that this difference affected the current study, but for further assurance on future studies this recommendation is made.

Question 6 was also somewhat problematic. The researcher recommends the phrase *not including multiple AM or FM bands* be added to this question. The researcher also recommends a change be made to question 5. The excessive agreement to the after 6 p.m. category may be indicative that the category is too broad and should be more narrowly defined in future studies. The researcher suggests a *6 pm - 8pm*, *8 pm - 10 pm* and an *after 10 pm* category be added the question's choices.

Finally, the researcher recommends additional questions be added and another eliminated. Question 36 should be eliminated; it was wholly ineffective for this study. The manner in which the respondent was asked to measure their attendance to national programs did not yield useful results.

Additional questions should also be added to section 3 for future studies. To provide more directed data regarding commercial and personality avoidance, respondents should be asked, *During a typical hour of broadcast radio listening in your vehicle how often do you change the station to avoid a commercial?* and *During a typical hour of broadcast radio listening in your vehicle how often do you change the station to avoid a personality?*

Other questions recommended for addition are: *How frequently do you listen to something other than broadcast (AM or FM) radio in your vehicle?* This question could

be used for comparative purposes to establish the difference between compact disc and/or cassette tape usage versus broadcast radio usage. Another recommended addition is: *How many times during a typical 15 minutes of broadcast radio listening do you change the radio station?* This data could be compared with the categorical data gathered by question 12. Although, it should be noted past researchers have experienced problems gathering accurate numerical data from questions such as this, since this study also gathers categorical information this data could be compared with question 12 to determine how the sample defines the provided categories.

It may also prove useful to ask a question regarding format preference in future studies. This would allow the data to be divided into format categories this may show some formats experience higher channel changing activity than do others. To further define why respondents use broadcast radio, a question ranking reasons for listening such as - personality, weather, traffic, music, news, sports, talk etc. - may provide useful data.

Overall, the researcher feels this was an effective pilot study. It demonstrated initial findings that the capabilities of the radio receiver did impact its usage. The preset channel capability that existed allowed users to exclude a large number of channels from channel repertoire. This study strongly supported Heeter's notion of a channel repertoire; in fact, it actually may have added a physical element to it. It also supported Zillmann and Bryant's theory, but future studies are recommended before any concrete conclusions are drawn.

Recommended Future Studies

The radio receiver had a long history of usage as an electronic medium. This length of time has allowed usage patterns to develop and they do seem to revolve around the powers the interface's creator gives the controller. The researcher recommends a full-scale random sample with generalizable results to be conducted based on this study's preliminary results. A larger, more diverse sample would allow comparisons between

different age or social groups to be examined. It is possible, maybe even probable, that different age or social groups may interact with their media differently. A good example of this range of interaction may be a 75 year-old person's inability to program his video cassette recorder while his 8 year-old grandchild can perform the task with relative ease.

The researcher recommends this research not be confined to broadcast radio. As the television universe continues to expand, the use of preprogrammed channel lists, like *favorite* buttons, will more than likely continue to grow and their capabilities will more than likely continue to be refined. How a media outlet chooses to position itself for inclusion in these lists may become more and more important. How these channel lists will be stored and accessed may become a more important issue for interface designers to consider. Many digital cable and satellite television systems already include programmable channel list capabilities, but maintenance of and access to these lists may become a more considerable concern for these designers.

Furthermore, this research can and should be expanded to include new media outlets such as Internet browsers. These systems reside in a universe with virtually unlimited channel capabilities. They currently utilize and require multiple list saving and creating abilities. Ultimately, a somewhat uniformed process will probably evolve, just as has been exhibited by radio in this study, but its processes and capabilities will be decided upon by not only the interface designers, but also by the interface users. Investigating these issues can not only refine this process, but it could potentially expedite it.

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Appendices

Appendix A

Instrument

Hello. The University of Tennessee Department of Broadcasting would like to ask you to spend some time and complete the following survey on broadcast radio usage. Your complete confidentiality is assured. No record of names or personal identity will be kept in any manner. This study is being conducted within the guidelines set forth by the University of Tennessee for studies involving human subjects.

Section 1 - Please answer the following questions by filling in the blank provided with each question with the appropriate answer or check mark.

1. Do you regularly use a vehicle with a functioning radio?

_____ yes

_____ no (if no, do not continue)

2. Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?

_____ yes

_____ no (If no, do not continue)

3. How many days a week (between 1 and 7) do you typically listen to broadcast radio in your vehicle? _____

4. How many hours (between 0 and 24) do you listen to the radio in your vehicle in a typical day? _____

5. Between what times of the day, do you listen to the radio regularly in your vehicle?

(Check all that apply)

_____ before 8 am

_____ 2 pm - 4 pm

_____ 8 am - 10 am

_____ 4 pm - 6 pm

_____ 10 am - Noon

_____ after 6 pm

_____ Noon - 2 pm

Section 2 - Please answer the following questions by filling in the blank provided with each question with the appropriate answer or check mark.

All statements in Section 2 begin with the following introduction-

On the radio receiver in the vehicle you typically use...

6. how many preset channel buttons are there? _____

7. did you personally program any of the preset radio stations?

_____ yes

_____ no

8. how many FM radio stations could possibly be programmed? _____

9. how many FM radio stations are currently programmed? _____

10. how many FM radio stations currently programmed do you listen to
regularly? _____

11. how frequently do you choose to reprogram any single preset station button,
for any reason other than moving or relocating?

_____ Never

_____ Often

_____ Seldom

_____ Very Often

_____ Sometimes

Section 3 - Please indicate how frequently you perform the following actions. Put the number representing the frequency of your participation in the blanks provided to the left of each statement. Choose one of the following five responses.

(1) Never (2) Seldom (3) Sometimes (4) Often (5) Very Often

All statements in Section 3 begin with the following introduction-

During a typical hour of broadcast radio listening in your vehicle...

_____ 12. how often do you change the radio station?

_____ 13. how often do you change the station by using the scan, seek or tune
button?

_____ 14. how often do you change the station by using a preset channel button?

Section 4 - Please indicate how much you agree or disagree with the following statements about channel changing on your vehicle's radio receiver. Put the number representing the strength of your agreement or disagreement in the blanks provided to the left of each statement. Choose one of the following four responses.

(1) Strongly Agree (2) Agree (3) Disagree (4) Strongly Disagree

All statements in Section 4 begin with the following introduction-

I change the station on my vehicle's radio because...

_____ 15. it helps me avoid commercials.

_____ 16. I enjoy playing with the buttons.

_____ 17. I don't want to miss much of the good stuff on other stations.

_____ 18. I can find the news almost any time.

_____ 19. I can avoid a personality I do not like.

_____ 20. I can compare songs.

_____ 21. I can compare newscasts.

_____ 22. I can compare traffic reports.

_____ 23. I feel like I have more control over the radio stations.

(1) Strongly Agree (2) Agree (3) Disagree (4) Strongly Disagree

All statements in Section 4 begin with the following introduction...

I change the station on my vehicle's radio because...

_____ 24. It gives me something to do while I am driving.

_____ 25. I can avoid boredom.

_____ 26. I can find sports coverage almost anytime.

_____ 27. I can create my own program by choosing bits and pieces from several
different stations.

_____ 28. I get to hear more music.

_____ 29. It's possible to control what others hear.

_____ 30. I can hear a greater variety of stations.

_____ 31. I can catch a weather report almost anytime.

Section 5 - Please answer the following with the appropriate numerical response. Put the number representing your response in the blanks provided to the left of each statement. Choose any numeral from between 0 and 100%.

All statements in Section 4 begin with the following introduction...

Of all the time you spend listening to broadcast radio...

- _____ % 32. what percentage of time is spent listening in your vehicle?
- _____ % 33. what percentage of time is spent listening alone?
- _____ % 34. what percentage of time is spent listening to music?
- _____ % 35. what percentage of time is spent listening to talk shows?
- _____ % 36. what percentage of time is spent listening to national
personalities like ManCow, Howard Stern, Rush Limbaugh
or Dr. Laura?
- _____ % 37. when you do change the station, what percentage of the time do
you use the scan, seek or tune buttons?
- _____ % 38. when you do change the station, what percentage of the time do
you use the preset channel buttons?

Section 6 - This is the final section. In order to better classify our data, we need some additional information. Naturally, all responses are anonymous.

39. What is your gender?

_____ female

_____ male

40. What is your race?

_____ Asian/Pacific Islander

_____ Native American

_____ Black

_____ Multiracial

_____ Caucasian/White

_____ Other

_____ Hispanic/Latino

_____ I'd rather not answer

41. How old are you? _____

42. Are you currently a registered student at the University of Tennessee?

_____ yes

_____ no

Appendix B

Walker & Bellamy Surveys

Walker & Bellamy Surveys

We would like to find out your opinions about using a remote control to change TV channels and about watching TV in general. Even if you rarely use a remote control or watch TV, we are still interested in your opinions. Please write the number of your answer in the blank space beside the question.

1. Have you ever used a remote control to change television channels?

(1) no (2) yes

2. Do you have a television where you live?

(1) no (2) yes

3. Do you have cable television where you live?

(1) no (2) yes

4. Do you have a television with a remote control where you live?

(1) no (2) yes

5. Do you have a VCR (Video Cassette Recorder) where you live?

(1) no (2) yes

6. Do you have a personal computer where you live?

(1) no (2) yes

7. Do you have a stereo where you live?

(1) no (2) yes

8. Do you have a compact disc player where you live?

(1) no (2) yes

9. Do you have a stereo television where you live?

(1) no (2) yes

10. Do you have a car stereo system with a tape player?

(1) no (2) yes

11. Do you have a portable stereo or boom box?

1) no (2) yes

12. During a typical hour of TV viewing, how often do you change the channel?

(1) never (2) seldom (3) sometimes (4) often (5) very often

13. During a typical hour of TV viewing, how often do you mute the sound (turn the sound off)?

(1) never (2) seldom (3) sometimes (4) often (5) very often

14. When you watch television, how often do you use the remote control to flip from channel to channel?

(1) never (2) seldom (3) sometimes (4) often (5) very often

15. When you watch television, how often do you use the remote control to switch channels so you can avoid commercials?

(1) never (2) seldom (3) sometimes (4) often (5) very often

16. When you watch television, how often do you use the remote control to switch channels so you can follow more than one program at a time?

(1) never (2) seldom (3) sometimes (4) often (5) very often

Please indicate how much you agree or disagree with the following statements. Put the number representing the strength of your agreement or disagreement in the blanks to the left of each statement. Choose one of these six responses.

(1) strongly agree (2) agree (3) slightly agree

(4) slightly disagree (5) disagree (6) strongly disagree

17. I like to use the remote control because it makes it easier to control what I see on TV.

18. I like to use the remote control because I can annoy members of my family with it.

19. I like to use the remote control because it helps me avoid TV commercials.

20. I like the remote control because I enjoy playing with the buttons.

21. I like to use the remote control because I don't miss as much of the good stuff on

other stations.

22. I like to use the remote control because I can catch the news almost any time.

23. I like to use the remote control because I can catch a music video instead of a commercial.

24. I like to use the remote control because I can change channels without getting up.

25. I like to use the remote control because it's fun to tease other people watching the same TV set.

26. I like to use the remote control because I can zap someone on TV that I don't like.

27. I like to use the remote control because it makes television more interesting.

28. I like to use the remote control to check out what's on TV.

29. I like to use the remote control because it helps me get the most out of cable TV.

30. I like to use the remote control because I can compare newscasts.

31. I like to use the remote control because I can change channels when political ads that I don't agree with come on.

32. I like to use the remote control because I can see what's on all of the other stations.

33. I like to use the remote control because I can change channels when some actor that I don't like comes on.

Choose one of these six responses.

(1) strongly agree (2) agree (3) slightly agree (4) slightly disagree (5) disagree
(6) strongly disagree

34. I like to use the remote control because I feel that I have more control over the TV networks.

35. I like to use the remote control because I can zap annoying commercials.

36. I like the remote control because it gives me something to do with my hands while I'm watching TV.

37. I like to use the remote control because I can avoid the dull parts of a program.

38. I like to use the remote control because I can catch sports coverage almost anytime.

39. I like to use the remote control because I can catch videos of the top recording stars almost anytime.

40. I like to use the remote control because it makes it easier to be a couch potato when that's what I want.

41. I like to use the remote control because I can annoy my friends with it.

42. I like to use the remote control because I can avoid some of the obnoxious people on TV.

43. I like to use the remote control because TV doesn't have to be as boring.

44. I like to use the remote control because because I can find out what's on without looking at the TV listings in the paper or the TV Guide.

45. I like to use the remote control because it makes it easier to use my VCR.

46. I like to use the remote control because I get more out of watching TV.

47. I like to use the remote control because I can change channels when political ads come on.

48. I like to use the remote control because I can change channels when some news story that I don't like comes on.

49. I like to use the remote control because I can create my own program by choosing bits and pieces from several different channels.

Choose one of these six responses.

(1) strongly agree (2) agree (3) slightly agree (4) slightly disagree (5) disagree
(6) strongly disagree

50. I like to use the remote control because I don't have to watch as many commercials.

51. I like the remote control because I like most electronic gadgets.

52. I like to use the remote control because I can catch just the good parts of a program.

53. I like to use the remote control because I get to see more news.
54. I like to use the remote control because I can see more music videos.
55. I like to use the remote control because it makes it easier to watch TV.
56. I like to use the remote control because it makes it possible to control what others in the room are watching.
57. I like to use the remote control because I can avoid people I don't agree with.
58. I like to use the remote control because I can avoid the boring parts of a program.
59. I like to use the remote control because you don't need a TV listing.
60. I like to use the remote control because it makes it easier to watch a greater variety of cable channels.
61. I like to use the remote control because I can change channels when some politician that I don't like comes on.
62. I like to use the remote control because I can change channels when some news reporter that I don't like comes on.
63. I like to use the remote control because I can catch the weather almost anytime.
64. Television lets me see what happens in other places as if I were really there.
65. Television sometimes reminds me of past events in my life.
66. I use television to understand what is going on in the country and the world.
67. Watching TV is one of the most important things I do each day.
68. Television helps me to relax.
69. Television shows what others are thinking about people like me.
70. TV does not show life as it really is.

Choose one of these six responses.

- (1) strongly agree (2) agree (3) slightly agree (4) slightly disagree (5) disagree
(6) strongly disagree

71. I can use television to find out about things I need to know about in my daily life.

72. Television is a good way of passing the time when I don't feel like doing anything else.

73. If the TV wasn't working, I would not miss it.

74. Television gives me support for my ideas.

75. I can use television to keep up with what the government is doing.

76. Television lets me really see how other people live.

77. Television sometimes gives me a good laugh or cry.

78. When I watch television, I sometimes find examples of how to get along with others.

79. I would rather watch TV than do anything else.

80. Television helps me to satisfy my sense of curiosity.

81. Television helps me to get away from everyday worries.

82. If I see something on TV, I can't be sure it really is that way.

83. Television makes me wish I were like some of the people I see on it.

84. Television helps me to judge what political leaders are really like.

85. I could easily do without television for several days.

86. Television helps me when I want to be cheered up.

87. I can imagine myself in situations I see on television.

88. Television presents things as they really are in life.

89. Television shows me what society is like nowadays.

90. Television is a good thing to turn to when I'm alone.

91. I would feel lost without television to watch.

92. Television makes me feel as if I really know the people I see on it.

93. Television makes me want to learn more about things.

Please answer the next four questions by giving the appropriate number.

94. On a typical weekend day (Saturday or Sunday), approximately how many hours do you spend watching television?

95. On a typical weekday, approximately how many hours do you spend watching television?

96. During a typical month, how many TV programs do you record on a VCR? 97.

During a typical month, how many tapes do you rent to view on a VCR?

Please answer the next four questions by giving a percentage from 0% to 100%.

% 98. Cable viewers can watch both broadcast stations (channels 3, 5, 10, 13, 24, and 30) and cable channels (ESPN, WTBS, WWOR, MTV, HBO, and many others). What percentage of the time you spend watching television is spent watching cable channels? (If you do not have access to cable TV, your answer would be 0%).

% 99. VCR owners can watch video tapes or regular television channels. What percentage of the time you spend watching television is spent watching a VCR? (If you do not have access to a VCR, your answer would be 0%).

% 100. Some people like to use the remote control to flip from channel to channel. What percentage of the time you spend watching television is spent flipping from channel to channel?

% 101. Some people like to use the remote control to mute the sound (turn the sound off) from time to time while watching television. What percentage of the time you spend watching television is spent watching with the sound muted?

% 102. Some people like to watch two or more programs at the same time using a remote control. What percentage of the time you spend watching television is spent watching two or more programs at the same time?

Here are the last few questions. In order to better classify our data, we need some additional individual information. Naturally, all responses are anonymous.

103. What is your sex? (1)MALE (2)FEMALE

104. What is your race? (1)BLACK (2)WHITE (3)ASIAN (4)OTHER

105. Which of these income categories best describes the total income of all members of your household during one year.

(1)up to \$12,000 (2)\$12,000 to \$19,000 (3)\$19,000 to \$30,000 (4)\$30,000 to \$40,000
(5)\$40,000 to \$60,000 (6)over \$60,000

106. How old were you on your last birthday?

Thank you very much for your help with our survey.

Your efforts are very much appreciated

Appendix C

Tables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	284	1.00	7.00	5.6954	1.8820
How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	283	.00	12.00	2.1871	1.9891
On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?	258	.00	14.00	6.3140	1.9059
On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	277	.00	30.00	9.9531	4.7550
On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	280	.00	18.00	7.1143	3.3858
On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	282	.00	12.00	3.7642	2.2285
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	284	2.00	100.00	75.1796	28.2764

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	283	.00	100.00	64.0565	28.1511
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	283	2.00	100.00	77.9117	24.4842
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	284	.00	95.00	11.2588	18.1080
Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?	283	.00	80.00	7.6396	15.7587
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	279	.00	100.00	21.8602	27.1765
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?	279	.00	100.00	75.1039	30.6157
How old are you?	279	18.00	47.00	22.4910	5.0143
Valid N (listwise)	239				

Statistics

	Do you regularly use a vehicle with a functioning radio?	Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?	How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)	Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)
N	299	294	284	283	285	285
Valid	0	5	15	16	14	14
Missing						

Statistics

	Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)	Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)	On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?
N	285	285	285	285	285	258
Valid	14	14	14	14	14	41
Missing						

Statistics

	On the radio receiver in the vehicle you typically use, did you personally program any of the preset radio stations?	On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?
N	285	277	280	282	285	285
Valid	14	22	19	17	14	14
Missing						

Statistics

	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?	I change the station on my vehicle's radio because it helps me avoid commercials.	I change the station on my vehicle's radio because I enjoy playing with the buttons.	I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.	I change the station on my vehicle's radio because I can find the news almost any time.
N	284	284	282	282	282	282
Valid	15	15	17	17	17	17
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid a personality I do not like.	I change the station on my vehicle's radio because I can compare songs.	I change the station on my vehicle's radio because I can compare newscasts.	I change the station on my vehicle's radio because I can compare traffic reports.	I change the station on my vehicle's radio because I feel like I have more control over the radio stations.	I change the station on my vehicle's radio because it gives me something to do while I'm driving.
N	282	282	282	282	281	283
Valid	17	17	17	17	18	16
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid boredom.	I change the station on my vehicle's radio because I can find sports coverage almost anytime.	I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.	I change the station on my vehicle's radio because I get to hear more music.	I change the station on my vehicle's radio because it's possible to control what others hear.	I change the station on my vehicle's radio because I can hear a greater variety of stations.
N	283	283	283	283	282	283
Valid	16	16	16	16	17	16
Missing						

Statistics

	I change the station on my vehicle's radio because I can catch a weather report almost anytime.	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?
N	283	284	283	283	284	283
Valid	16	15	16	16	15	16
Missing						

Statistics

	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the preset channel buttons?	What is your gender?	What is your race?	How old are you?	Are you currently a registered student at the University of Tennessee?
N	279	279	279	278	279	280
Valid	20	20	20	21	20	19
Missing						

Do you regularly use a vehicle with a functioning radio?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	294	98.3	98.3	98.3
No	5	1.7	1.7	100.0
Total	299	100.0	100.0	

Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	285	95.3	96.9	96.9
No	9	3.0	3.1	100.0
Total	294	98.3	100.0	
Missing System	5	1.7		
Total	299	100.0		

How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 Day	11	3.7	3.9	3.9
1.50	1	.3	.4	4.2
2 Days	18	6.0	6.3	10.6
3 Days	21	7.0	7.4	18.0
3.50	1	.3	.4	18.3
4 Days	13	4.3	4.6	22.9
4.50	1	.3	.4	23.2
5 Days	29	9.7	10.2	33.5
6 Days	22	7.4	7.7	41.2
7 Days	167	55.9	58.8	100.0
Total	284	95.0	100.0	
Missing System	15	5.0		
Total	299	100.0		

How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	3	1.0	1.1	1.1
.17	1	.3	.4	1.4
.20	1	.3	.4	1.8
.25	1	.3	.4	2.1
.33	1	.3	.4	2.5
.50	15	5.0	5.3	7.8
.75	3	1.0	1.1	8.8
1 hour	87	29.1	30.7	39.6
1.50	23	7.7	8.1	47.7
1.75	1	.3	.4	48.1
2 hours	78	26.1	27.6	75.6
2.50	10	3.3	3.5	79.2
3 hours	21	7.0	7.4	86.6
3.50	2	.7	.7	87.3
4 hours	12	4.0	4.2	91.5
5 hours	4	1.3	1.4	92.9
6 hours	5	1.7	1.8	94.7
7 hours	2	.7	.7	95.4
8 hours	5	1.7	1.8	97.2
10 hours	7	2.3	2.5	99.6
12 hours	1	.3	.4	100.0
Total	283	94.6	100.0	
Missing System	16	5.4		
Total	299	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	79	26.4	27.7	27.7
No	206	68.9	72.3	100.0
Total	285	95.3	100.0	
Missing	14	4.7		
System				
Total	299	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	109	36.5	38.2	38.2
No	176	58.9	61.8	100.0
Total	285	95.3	100.0	
Missing	14	4.7		
System				
Total	299	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	78	26.1	27.4	27.4
No	207	69.2	72.6	100.0
Total	285	95.3	100.0	
Missing	14	4.7		
System				
Total	299	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	106	35.5	37.2	37.2
No	179	59.9	62.8	100.0
Total	285	95.3	100.0	
Missing	14	4.7		
System	299	100.0		
Total				

Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	102	34.1	35.8	35.8
No	183	61.2	64.2	100.0
Total	285	95.3	100.0	
Missing	14	4.7		
System	299	100.0		
Total				

Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	139	46.5	48.8	48.8
No	146	48.8	51.2	100.0
Total	285	95.3	100.0	
Missing	14	4.7		
System	299	100.0		
Total				

Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	175	58.5	61.4	61.4
No	110	36.8	38.6	100.0
Total	285	95.3	100.0	
Missing	14	4.7		
System	299	100.0		
Total				

On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Buttons	1	.3	.4	.4
3 Buttons	1	.3	.4	.8
4 Buttons	13	4.3	5.0	5.8
5 Buttons	41	13.7	15.9	21.7
6 Buttons	166	55.5	64.3	86.0
7 Buttons	5	1.7	1.9	88.0
8 Buttons	4	1.3	1.6	89.5
10 Buttons	10	3.3	3.9	93.4
12.00	16	5.4	6.2	99.6
14.00	1	.3	.4	100.0
Total	258	86.3	100.0	
Missing	41	13.7		
System	299	100.0		
Total				

On the radio receiver in the vehicle you typically use, did you personally program any of the prest radio stations?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	270	90.3	94.7	94.7
No	15	5.0	5.3	100.0
Total	285	95.3	100.0	
Missing	14	4.7		
Total	299	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	1	.3	.4	.4
3 Stations	2	.7	.7	1.1
4 Stations	8	2.7	2.9	4.0
5 Stations	22	7.4	7.9	11.9
6 Stations	81	27.1	29.2	41.2
7 Stations	7	2.3	2.5	43.7
8 Stations	4	1.3	1.4	45.1
10 Stations	22	7.4	7.9	53.1
12 Stations	93	31.1	33.6	86.6
14 Stations	1	.3	.4	87.0
15 Stations	1	.3	.4	87.4
16 Stations	2	.7	.7	88.1
18 Stations	24	8.0	8.7	96.8
20 Stations	3	1.0	1.1	97.8
21 Stations	1	.3	.4	98.2
24 Stations	3	1.0	1.1	99.3
30.00	2	.7	.7	100.0
Total	277	92.6	100.0	
Missing	22	7.4		
Total	299	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	6	2.0	2.1	2.1
1 Station	3	1.0	1.1	3.2
2 Stations	8	2.7	2.9	6.1
3 Stations	9	3.0	3.2	9.3
4 Stations	20	6.7	7.1	16.4
5 Stations	30	10.0	10.7	27.1
6 Stations	106	35.5	37.9	65.0
7 Stations	7	2.3	2.5	67.5
8 Stations	9	3.0	3.2	70.7
9 Stations	3	1.0	1.1	71.8
10 Stations	21	7.0	7.5	79.3
11 Stations	1	.3	.4	79.6
12 Stations	50	16.7	17.9	97.5
14 Stations	3	1.0	1.1	98.6
15 Stations	1	.3	.4	98.9
18 Stations	3	1.0	1.1	100.0
Total	280	93.6	100.0	
Missing	19	6.4		
Total	299	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	13	4.3	4.6	4.6
1 Station	20	6.7	7.1	11.7
2 Stations	51	17.1	18.1	29.8
2.50	4	1.3	1.4	31.2
3 Stations	53	17.7	18.8	50.0
3.50	1	.3	.4	50.4
4 Stations	54	18.1	19.1	69.5
5 Stations	24	8.0	8.5	78.0
6 Stations	43	14.4	15.2	93.3
7 Stations	5	1.7	1.8	95.0
8 Stations	4	1.3	1.4	96.5
9 Stations	3	1.0	1.1	97.5
10 Stations	2	.7	.7	98.2
11 Stations	1	.3	.4	98.6
12 Stations	4	1.3	1.4	100.0
Total	282	94.3	100.0	
Missing	17	5.7		
Total	299	100.0		

On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	78	26.1	27.4	27.4
Seldom	169	56.5	59.3	86.7
Sometimes	31	10.4	10.9	97.5
Often	2	.7	.7	98.2
Very Often	5	1.7	1.8	100.0
Total	285	95.3	100.0	
Missing System	14	4.7		
Total	299	100.0		

During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	10	3.3	3.5	3.5
Seldom	30	10.0	10.5	14.0
Sometimes	56	18.7	19.6	33.7
Often	111	37.1	38.9	72.6
Very Often	78	26.1	27.4	100.0
Total	285	95.3	100.0	
Missing System	14	4.7		
Total	299	100.0		

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	50	16.7	17.6	17.6
Seldom	115	38.5	40.5	58.1
Sometimes	63	21.1	22.2	80.3
Often	38	12.7	13.4	93.7
Very Often	18	6.0	6.3	100.0
Total	284	95.0	100.0	
Missing	15	5.0		
Total	299	100.0		

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	14	4.7	4.9	4.9
Seldom	17	5.7	6.0	10.9
Sometimes	25	8.4	8.8	19.7
Often	81	27.1	28.5	48.2
Very Often	147	49.2	51.8	100.0
Total	284	95.0	100.0	
Missing	15	5.0		
Total	299	100.0		

I change the station on my vehicle's radio because it helps me avoid commercials.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	171	57.2	60.6	60.6
Agree	88	29.4	31.2	91.8
Disagree	16	5.4	5.7	97.5
Strongly Disagree	7	2.3	2.5	100.0
Total	282	94.3	100.0	
Missing System	17	5.7		
Total	299	100.0		

I change the station on my vehicle's radio because I enjoy playing with the buttons.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	7	2.3	2.5	2.5
Agree	22	7.4	7.8	10.3
Disagree	81	27.1	28.7	39.0
Strongly Disagree	172	57.5	61.0	100.0
Total	282	94.3	100.0	
Missing System	17	5.7		
Total	299	100.0		

I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	43	14.4	15.2	15.2
Agree	141	47.2	50.0	65.2
Disagree	74	24.7	26.2	91.5
Strongly Disagree	24	8.0	8.5	100.0
Total	282	94.3	100.0	
Missing	17	5.7		
Total	299	100.0		

I change the station on my vehicle's radio because I can find the news almost any time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	7	2.3	2.5	2.5
Agree	67	22.4	23.8	26.2
Disagree	135	45.2	47.9	74.1
Strongly Disagree	73	24.4	25.9	100.0
Total	282	94.3	100.0	
Missing	17	5.7		
Total	299	100.0		

I change the station on my vehicle's radio because I can avoid a personality I do not like.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	53	17.7	18.8	18.8
Agree	133	44.5	47.2	66.0
Disagree	61	20.4	21.6	87.6
Strongly Disagree	35	11.7	12.4	100.0
Total	282	94.3	100.0	
Missing	17	5.7		
System				
Total	299	100.0		

I change the station on my vehicle's radio because I can compare songs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	45	15.1	16.0	16.0
Agree	110	36.8	39.0	55.0
Disagree	77	25.8	27.3	82.3
Strongly Disagree	50	16.7	17.7	100.0
Total	282	94.3	100.0	
Missing	17	5.7		
System				
Total	299	100.0		

I change the station on my vehicle's radio because I can compare newscasts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	10	3.3	3.5	3.5
Agree	41	13.7	14.5	18.1
Disagree	134	44.8	47.5	65.6
Strongly Disagree	97	32.4	34.4	100.0
Total	282	94.3	100.0	
Missing System	17	5.7		
Total	299	100.0		

I change the station on my vehicle's radio because I can compare traffic reports.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	17	5.7	6.0	6.0
Agree	65	21.7	23.0	29.1
Disagree	111	37.1	39.4	68.4
Strongly Disagree	89	29.8	31.6	100.0
Total	282	94.3	100.0	
Missing System	17	5.7		
Total	299	100.0		

I change the station on my vehicle's radio because I feel like I have more control over the radio stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	30	10.0	10.7	10.7
Agree	69	23.1	24.6	35.2
Disagree	109	36.5	38.8	74.0
Strongly Disagree	73	24.4	26.0	100.0
Total	281	94.0	100.0	
Missing	18	6.0		
System Total	299	100.0		

I change the station on my vehicle's radio because it gives me something to do while I'm driving.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	13	4.3	4.6	4.6
Agree	54	18.1	19.1	23.7
Disagree	136	45.5	48.1	71.7
Strongly Disagree	80	26.8	28.3	100.0
Total	283	94.6	100.0	
Missing	16	5.4		
System Total	299	100.0		

I change the station on my vehicle's radio because I can avoid boredom.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	58	19.4	20.5	20.5
Agree	125	41.8	44.2	64.7
Disagree	58	19.4	20.5	85.2
Strongly Disagree	42	14.0	14.8	100.0
Total	283	94.6	100.0	
Missing System	16	5.4		
Total	299	100.0		

I change the station on my vehicle's radio because I can find sports coverage almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	11	3.7	3.9	3.9
Agree	42	14.0	14.8	18.7
Disagree	135	45.2	47.7	66.4
Strongly Disagree	95	31.8	33.6	100.0
Total	283	94.6	100.0	
Missing System	16	5.4		
Total	299	100.0		

I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	28	9.4	9.9	9.9
Agree	98	32.8	34.6	44.5
Disagree	93	31.1	32.9	77.4
Strongly Disagree	64	21.4	22.6	100.0
Total	283	94.6	100.0	
Missing	16	5.4		
Total	299	100.0		

I change the station on my vehicle's radio because I get to hear more music.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	141	47.2	49.8	49.8
Agree	112	37.5	39.6	89.4
Disagree	16	5.4	5.7	95.1
Strongly Disagree	14	4.7	4.9	100.0
Total	283	94.6	100.0	
Missing	16	5.4		
Total	299	100.0		

I change the station on my vehicle's radio because it's possible to control what others hear.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	8	2.7	2.8	2.8
Agree	49	16.4	17.4	20.2
Disagree	128	42.8	45.4	65.6
Strongly Disagree	97	32.4	34.4	100.0
Total	282	94.3	100.0	
Missing System	17	5.7		
Total	299	100.0		

I change the station on my vehicle's radio because I can hear a greater variety of stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	74	24.7	26.1	26.1
Agree	149	49.8	52.7	78.8
Disagree	38	12.7	13.4	92.2
Strongly Disagree	22	7.4	7.8	100.0
Total	283	94.6	100.0	
Missing System	16	5.4		
Total	299	100.0		

I change the station on my vehicle's radio because I can catch a weather report almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	9	3.0	3.2	3.2
Agree	59	19.7	20.8	24.0
Disagree	135	45.2	47.7	71.7
Strongly Disagree	80	26.8	28.3	100.0
Total	283	94.6	100.0	
Missing System	16	5.4		
Total	299	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.3	.4	.4
2.00	1	.3	.4	.7
3.00	5	1.7	1.8	2.5
5.00	6	2.0	2.1	4.6
10.00	1	.3	.4	4.9
14.00	2	.7	.7	5.6
15.00	11	3.7	3.9	9.5
20.00	1	.3	.4	9.9
25.00	10	3.3	3.5	13.4
30.00	1	.3	.4	13.7
35.00	3	1.0	1.1	14.8
40.00	3	1.0	1.1	15.8
45.00	28	9.4	9.9	25.7
50.00	9	3.0	3.2	28.9
60.00	2	.7	.7	29.6
65.00	1	.3	.4	29.9
66.00	3	1.0	1.1	31.0
70.00	1	.3	.4	31.3
72.00	17	5.7	6.0	37.3
75.00	23	7.7	8.1	45.4
80.00	7	2.3	2.5	47.9
85.00	39	13.0	13.7	61.6
90.00	1	.3	.4	62.0
93.00	26	8.7	9.2	71.1
95.00	1	.3	.4	71.5
96.00	2	.7	.7	72.2
98.00	11	3.7	3.9	76.1
99.00	68	22.7	23.9	100.0
100.00	284	95.0	100.0	
Total				

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Missing System	15	5.0		
Total	299	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	8	2.7	2.8	2.8
1.00	1	.3	.4	3.2
2.00	3	1.0	1.1	4.2
5.00	6	2.0	2.1	6.4
10.00	5	1.7	1.8	8.1
15.00	3	1.0	1.1	9.2
20.00	6	2.0	2.1	11.3
25.00	5	1.7	1.8	13.1
26.00	1	.3	.4	13.4
27.00	1	.3	.4	13.8
30.00	9	3.0	3.2	17.0
35.00	1	.3	.4	17.3
40.00	10	3.3	3.5	20.8
43.00	1	.3	.4	21.2
45.00	3	1.0	1.1	22.3
50.00	41	13.7	14.5	36.7
55.00	2	.7	.7	37.5
60.00	10	3.3	3.5	41.0
65.00	4	1.3	1.4	42.4
70.00	17	5.7	6.0	48.4
75.00	29	9.7	10.2	58.7
80.00	29	9.7	10.2	68.9

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	5.4	5.7	74.6
85.00	1	.3	.4	74.9
89.00	36	12.0	12.7	87.6
90.00	1	.3	.4	88.0
93.00	13	4.3	4.6	92.6
95.00	2	.7	.7	93.3
98.00	3	1.0	1.1	94.3
99.00	16	5.4	5.7	100.0
100.00	283	94.6	100.0	
Total	16	5.4		
Missing System	299	100.0		
Total				

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.3	.4	.4
2.00	1	.3	.4	.7
5.00	1	.3	.4	1.1
8.00	4	1.3	1.4	2.5
10.00	1	.3	.4	2.8
15.00	6	2.0	2.1	4.9
20.00	10	3.3	3.5	8.5
30.00	3	1.0	1.1	9.5
35.00	1	.3	.4	9.9
38.00	11	3.7	3.9	13.8
40.00	1	.3	.4	14.1
45.00	14	4.7	4.9	19.1
50.00	9	3.0	3.2	22.3
60.00				

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
65.00	2	.7	.7	23.0
66.00	1	.3	.4	23.3
70.00	9	3.0	3.2	26.5
72.00	1	.3	.4	26.9
75.00	22	7.4	7.8	34.6
80.00	23	7.7	8.1	42.8
85.00	12	4.0	4.2	47.0
86.00	1	.3	.4	47.3
90.00	54	18.1	19.1	66.4
95.00	27	9.0	9.5	76.0
96.00	1	.3	.4	76.3
97.00	1	.3	.4	76.7
98.00	4	1.3	1.4	78.1
99.00	13	4.3	4.6	82.7
100.00	49	16.4	17.3	100.0
Total	283	94.6	100.0	
Missing	16	5.4		
Total	299	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	119	39.8	41.9	41.9
.00				
.50	1	.3	.4	42.3
1.00	9	3.0	3.2	45.4
2.00	9	3.0	3.2	48.6
5.00	37	12.4	13.0	61.6
6.00	1	.3	.4	62.0
7.00	1	.3	.4	62.3
10.00	34	11.4	12.0	74.3
15.00	11	3.7	3.9	78.2
20.00	12	4.0	4.2	82.4
24.00	1	.3	.4	82.7
25.00	11	3.7	3.9	86.6
30.00	8	2.7	2.8	89.4
33.00	1	.3	.4	89.8
35.00	2	.7	.7	90.5
40.00	3	1.0	1.1	91.5
50.00	11	3.7	3.9	95.4
60.00	6	2.0	2.1	97.5
65.00	2	.7	.7	98.2
70.00	1	.3	.4	98.6
80.00	1	.3	.4	98.9
90.00	2	.7	.7	99.6
95.00	1	.3	.4	100.0
Total	284	95.0	100.0	
Missing	15	5.0		
Total	299	100.0		

Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	159	53.2	56.2	56.2
.00				
1.00	9	3.0	3.2	59.4
2.00	9	3.0	3.2	62.5
3.00	4	1.3	1.4	64.0
4.00	2	.7	.7	64.7
5.00	29	9.7	10.2	74.9
7.00	1	.3	.4	75.3
8.00	1	.3	.4	75.6
10.00	18	6.0	6.4	82.0
11.00	1	.3	.4	82.3
15.00	7	2.3	2.5	84.8
20.00	12	4.0	4.2	89.0
24.00	1	.3	.4	89.4
25.00	9	3.0	3.2	92.6
30.00	3	1.0	1.1	93.6
40.00	4	1.3	1.4	95.1
50.00	3	1.0	1.1	96.1
60.00	3	1.0	1.1	97.2
65.00	1	.3	.4	97.5
70.00	2	.7	.7	98.2
75.00	3	1.0	1.1	99.3
80.00	2	.7	.7	100.0
Total	283	94.6	100.0	
Missing System	16	5.4		
Total	299	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	54	18.1	19.4	19.4
1.00	7	2.3	2.5	21.9
2.00	12	4.0	4.3	26.2
3.00	2	.7	.7	26.9
4.00	1	.3	.4	27.2
5.00	44	14.7	15.8	43.0
10.00	40	13.4	14.3	57.3
15.00	11	3.7	3.9	61.3
20.00	17	5.7	6.1	67.4
21.00	1	.3	.4	67.7
25.00	13	4.3	4.7	72.4
30.00	10	3.3	3.6	76.0
33.00	1	.3	.4	76.3
35.00	2	.7	.7	77.1
40.00	8	2.7	2.9	79.9
50.00	28	9.4	10.0	90.0
70.00	2	.7	.7	90.7
75.00	5	1.7	1.8	92.5
80.00	5	1.7	1.8	94.3
85.00	1	.3	.4	94.6
90.00	3	1.0	1.1	95.7
95.00	1	.3	.4	96.1
99.00	1	.3	.4	96.4
100.00	10	3.3	3.6	100.0
Total	279	93.3	100.0	
Missing System	20	6.7		
Total	299	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15	5.0	5.4	5.4
.00	3	1.0	1.1	6.5
1.00	5	1.7	1.8	8.2
5.00	3	1.0	1.1	9.3
10.00	5	1.7	1.8	11.1
20.00	4	1.3	1.4	12.5
25.00	3	1.0	1.1	13.6
40.00	1	.3	.4	14.0
42.00	1	.3	.4	14.3
45.00	27	9.0	9.7	24.0
50.00	6	2.0	2.2	26.2
60.00	1	.3	.4	26.5
65.00	1	.3	.4	26.9
66.00	14	4.7	5.0	31.9
70.00	15	5.0	5.4	37.3
75.00	12	4.0	4.3	41.6
80.00	11	3.7	3.9	45.5
85.00	32	10.7	11.5	57.0
90.00	1	.3	.4	57.3
94.00	38	12.7	13.6	71.0
95.00	1	.3	.4	71.3
96.00	11	3.7	3.9	75.3
98.00	10	3.3	3.6	78.9
99.00	59	19.7	21.1	100.0
100.00	279	93.3	100.0	
Total	20	6.7		
Missing System	299	100.0		
Total				

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Female	169	56.5	60.6	60.6
Male	110	36.8	39.4	100.0
Total	279	93.3	100.0	
Missing	20	6.7		
System Total	299	100.0		

What is your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Asian/Pacific Islander	8	2.7	2.9	2.9
Black	19	6.4	6.8	9.7
Caucasian/White	237	79.3	85.3	95.0
Hispanic/Latino	1	.3	.4	95.3
Multiracial	4	1.3	1.4	96.8
Other	2	.7	.7	97.5
I'd rather not answer	7	2.3	2.5	100.0
Total	278	93.0	100.0	
Missing	21	7.0		
System Total	299	100.0		

How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
18.00	10	3.3	3.6	3.6
19.00	38	12.7	13.6	17.2
20.00	56	18.7	20.1	37.3
21.00	68	22.7	24.4	61.6
22.00	30	10.0	10.8	72.4
23.00	26	8.7	9.3	81.7
24.00	9	3.0	3.2	84.9
25.00	7	2.3	2.5	87.5
26.00	1	.3	.4	87.8
27.00	7	2.3	2.5	90.3
29.00	4	1.3	1.4	91.8
30.00	2	.7	.7	92.5
31.00	5	1.7	1.8	94.3
32.00	1	.3	.4	94.6
33.00	1	.3	.4	95.0
34.00	2	.7	.7	95.7
35.00	2	.7	.7	96.4
37.00	1	.3	.4	96.8
40.00	2	.7	.7	97.5
41.00	1	.3	.4	97.8
43.00	1	.3	.4	98.2
44.00	1	.3	.4	98.6
45.00	3	1.0	1.1	99.6
47.00	1	.3	.4	100.0
Total	279	93.3	100.0	
Missing	20	6.7		
Total	299	100.0		

Are you currently a registered student at the University of Tennessee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	279	93.3	99.6	99.6
No	1	.3	.4	100.0
Total	280	93.6	100.0	
Missing	19	6.4		
System				
Total	299	100.0		

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	110	1.00	7.00	5.6682	1.8278
How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	109	.00	10.00	2.1892	2.0883
On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?	94	4.00	12.00	5.9468	1.1581
On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	108	3.00	30.00	10.3704	5.1584
On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	108	.00	18.00	6.8333	3.3836
On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	109	.00	12.00	3.5275	2.2318
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	110	5.00	100.00	76.2818	28.7189

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	109	.00	100.00	67.8532	26.2495
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	109	5.00	100.00	75.5229	25.2350
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	110	.00	95.00	17.3000	22.2552
Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?	110	.00	80.00	11.3273	19.8023
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	108	.00	100.00	22.4722	29.4585
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?	108	.00	100.00	72.3889	33.7912
How old are you?	110	18.00	45.00	23.4818	5.5632
Valid N (listwise)	90				

Statistics

	Do you regularly use a vehicle with a functioning radio?	Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?	How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	Between what times of the day do you listen to radio regularly in your vehicle? (before 8 am)	Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)
N	110	110	110	109	110	110
Valid	0	0	0	1	0	0
Missing						

Statistics

	Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)	Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)	On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?
N	110	110	110	110	110	94
Valid	0	0	0	0	0	16
Missing						

Statistics

	On the radio receiver in the vehicle you typically use, did you personally program any of the preset radio stations?	On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?
N	110	108	108	109	110	110
Valid	0	2	2	1	0	0
Missing						

Statistics

	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?	I change the station on my vehicle's radio because it helps me avoid commercials.	I change the station on my vehicle's radio because I enjoy playing with the buttons.	I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.	I change the station on my vehicle's radio because I can find the news almost any time.
N	109	109	109	109	109	109
Valid	1	1	1	1	1	1
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid a personality I do not like.	I change the station on my vehicle's radio because I can compare songs.	I change the station on my vehicle's radio because I can compare newscasts.	I change the station on my vehicle's radio because I can compare traffic reports.	I change the station on my vehicle's radio because I feel like I have more control over the radio stations.	I change the station on my vehicle's radio because it gives me something to do while I'm driving.
N	109	109	109	109	108	109
Valid	1	1	1	1	2	1
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid boredom.	I change the station on my vehicle's radio because I can find sports coverage almost anytime.	I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.	I change the station on my vehicle's radio because I get to hear more music.	I change the station on my vehicle's radio because it's possible to control what others hear.	I change the station on my vehicle's radio because I can hear a greater variety of stations.
N	109	109	109	109	108	109
Valid	1	1	1	1	2	1
Missing						

Statistics

	I change the station on my vehicle's radio because I can catch a weather report almost anytime.	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?
N	109	110	109	109	110	110
Valid	1	0	1	1	0	0
Missing						

Statistics

	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the preset channel buttons?	What is your gender?	What is your race?	How old are you?	Are you currently a registered student at the University of Tennessee?
N	108	108	110	109	110	110
Valid	2	2	0	1	0	0
Missing						

Do you regularly use a vehicle with a functioning radio?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	110	100.0	100.0	100.0
Yes				

Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	110	100.0	100.0	100.0
Yes				

How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 Day	3	2.7	2.7	2.7
1.50	1	.9	.9	3.6
2 Days	7	6.4	6.4	10.0
3 Days	9	8.2	8.2	18.2
4 Days	3	2.7	2.7	20.9
5 Days	16	14.5	14.5	35.5
6 Days	11	10.0	10.0	45.5
7 Days	60	54.5	54.5	100.0
Total	110	100.0	100.0	

How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	1	.9	.9	.9
.17	1	.9	.9	1.8
.20	1	.9	.9	2.8
.50	6	5.5	5.5	8.3
.75	1	.9	.9	9.2
1 hour	33	30.0	30.3	39.4
1.50	10	9.1	9.2	48.6
2 hours	33	30.0	30.3	78.9
2.50	3	2.7	2.8	81.7
3 hours	7	6.4	6.4	88.1
4 hours	3	2.7	2.8	90.8
5 hours	1	.9	.9	91.7
6 hours	2	1.8	1.8	93.6
7 hours	1	.9	.9	94.5
8 hours	2	1.8	1.8	96.3
10 hours	4	3.6	3.7	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	32	29.1	29.1	29.1
No	78	70.9	70.9	100.0
Total	110	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	38	34.5	34.5	34.5
No	72	65.5	65.5	100.0
Total	110	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	27	24.5	24.5	24.5
No	83	75.5	75.5	100.0
Total	110	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	38	34.5	34.5	34.5
No	72	65.5	65.5	100.0
Total	110	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	41	37.3	37.3	37.3
No	69	62.7	62.7	100.0
Total	110	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	53	48.2	48.2	48.2
No	57	51.8	51.8	100.0
Total	110	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	64	58.2	58.2	58.2
No	46	41.8	41.8	100.0
Total	110	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
4 Buttons	6	5.5	6.4	6.4
5 Buttons	14	12.7	14.9	21.3
6 Buttons	67	60.9	71.3	92.6
7 Buttons	3	2.7	3.2	95.7
10 Buttons	3	2.7	3.2	98.9
12.00	1	.9	1.1	100.0
Total	94	85.5	100.0	
Missing System	16	14.5		
Total	110	100.0		

On the radio receiver in the vehicle you typically use, did you personally program any of the prest radio stations?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	101	91.8	91.8	91.8
No	9	8.2	8.2	100.0
Total	110	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Stations	1	.9	.9	.9
4 Stations	3	2.7	2.8	3.7
5 Stations	8	7.3	7.4	11.1
6 Stations	31	28.2	28.7	39.8
7 Stations	3	2.7	2.8	42.6
8 Stations	2	1.8	1.9	44.4
10 Stations	8	7.3	7.4	51.9
12 Stations	33	30.0	30.6	82.4
15 Stations	1	.9	.9	83.3
16 Stations	1	.9	.9	84.3
18 Stations	12	10.9	11.1	95.4
20 Stations	1	.9	.9	96.3
21 Stations	1	.9	.9	97.2
24 Stations	2	1.8	1.9	99.1
30.00	1	.9	.9	100.0
Total	108	98.2	100.0	
Missing System	2	1.8		
Total	110	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	4	3.6	3.7	3.7
1 Station	1	.9	.9	4.6
2 Stations	3	2.7	2.8	7.4
3 Stations	5	4.5	4.6	12.0
4 Stations	7	6.4	6.5	18.5
5 Stations	10	9.1	9.3	27.8
6 Stations	43	39.1	39.8	67.6
7 Stations	4	3.6	3.7	71.3
8 Stations	4	3.6	3.7	75.0
10 Stations	5	4.5	4.6	79.6
12 Stations	21	19.1	19.4	99.1
18 Stations	1	.9	.9	100.0
Total	108	98.2	100.0	
Missing System	2	1.8		
Total	110	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	6	5.5	5.5	5.5
1 Station	11	10.0	10.1	15.6
2 Stations	23	20.9	21.1	36.7
2.50	1	.9	.9	37.6
3 Stations	19	17.3	17.4	55.0
4 Stations	19	17.3	17.4	72.5
5 Stations	6	5.5	5.5	78.0
6 Stations	17	15.5	15.6	93.6
7 Stations	4	3.6	3.7	97.2
8 Stations	1	.9	.9	98.2
12 Stations	2	1.8	1.8	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	26	23.6	23.6	23.6
Seldom	72	65.5	65.5	89.1
Sometimes	10	9.1	9.1	98.2
Very Often	2	1.8	1.8	100.0
Total	110	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	3	2.7	2.7	2.7
Seldom	14	12.7	12.7	15.5
Sometimes	27	24.5	24.5	40.0
Often	40	36.4	36.4	76.4
Very Often	26	23.6	23.6	100.0
Total	110	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	24	21.8	22.0	22.0
Seldom	45	40.9	41.3	63.3
Sometimes	16	14.5	14.7	78.0
Often	13	11.8	11.9	89.9
Very Often	11	10.0	10.1	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	7	6.4	6.4	6.4
Seldom	9	8.2	8.3	14.7
Sometimes	11	10.0	10.1	24.8
Often	34	30.9	31.2	56.0
Very Often	48	43.6	44.0	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because it helps me avoid commercials.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	62	56.4	56.9	56.9
Agree	36	32.7	33.0	89.9
Disagree	7	6.4	6.4	96.3
Strongly Disagree	4	3.6	3.7	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because I enjoy playing with the buttons.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	1	.9	.9	.9
Agree	13	11.8	11.9	12.8
Disagree	30	27.3	27.5	40.4
Strongly Disagree	65	59.1	59.6	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because I don't want to miss
much of the good stuff on other stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	17	15.5	15.6	15.6
Agree	48	43.6	44.0	59.6
Disagree	33	30.0	30.3	89.9
Strongly Disagree	11	10.0	10.1	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because I can find the news almost any time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	1	.9	.9	.9
Agree	25	22.7	22.9	23.9
Disagree	52	47.3	47.7	71.6
Strongly Disagree	31	28.2	28.4	100.0
Total	109	99.1	100.0	
Missing	1	.9		
System				
Total	110	100.0		

I change the station on my vehicle's radio because I can avoid a personality I do not like.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	23	20.9	21.1	21.1
Agree	47	42.7	43.1	64.2
Disagree	26	23.6	23.9	88.1
Strongly Disagree	13	11.8	11.9	100.0
Total	109	99.1	100.0	
Missing	1	.9		
System				
Total	110	100.0		

I change the station on my vehicle's radio because I can compare songs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	18	16.4	16.5	16.5
Agree	36	32.7	33.0	49.5
Disagree	32	29.1	29.4	78.9
Strongly Disagree	23	20.9	21.1	100.0
Total	109	99.1	100.0	
Missing	1	.9		
System				
Total	110	100.0		

I change the station on my vehicle's radio because I can compare newscasts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	5	4.5	4.6	4.6
Agree	10	9.1	9.2	13.8
Disagree	50	45.5	45.9	59.6
Strongly Disagree	44	40.0	40.4	100.0
Total	109	99.1	100.0	
Missing	1	.9		
System				
Total	110	100.0		

I change the station on my vehicle's radio because I can compare traffic reports.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	4	3.6	3.7	3.7
Agree	23	20.9	21.1	24.8
Disagree	43	39.1	39.4	64.2
Strongly Disagree	39	35.5	35.8	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because I feel like I have more control over the radio stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	12	10.9	11.1	11.1
Agree	28	25.5	25.9	37.0
Disagree	38	34.5	35.2	72.2
Strongly Disagree	30	27.3	27.8	100.0
Total	108	98.2	100.0	
Missing System	2	1.8		
Total	110	100.0		

I change the station on my vehicle's radio because it gives me something to do while I'm driving.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	5	4.5	4.6	4.6
Agree	17	15.5	15.6	20.2
Disagree	54	49.1	49.5	69.7
Strongly Disagree	33	30.0	30.3	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because I can avoid boredom.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	20	18.2	18.3	18.3
Agree	51	46.4	46.8	65.1
Disagree	18	16.4	16.5	81.7
Strongly Disagree	20	18.2	18.3	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because I can find sports coverage almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	9	8.2	8.3	8.3
Agree	22	20.0	20.2	28.4
Disagree	53	48.2	48.6	77.1
Strongly Disagree	25	22.7	22.9	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	12	10.9	11.0	11.0
Agree	35	31.8	32.1	43.1
Disagree	34	30.9	31.2	74.3
Strongly Disagree	28	25.5	25.7	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because I get to hear more music.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	46	41.8	42.2	42.2
Agree	50	45.5	45.9	88.1
Disagree	4	3.6	3.7	91.7
Strongly Disagree	9	8.2	8.3	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because it's possible to control what others hear.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	3	2.7	2.8	2.8
Agree	18	16.4	16.7	19.4
Disagree	44	40.0	40.7	60.2
Strongly Disagree	43	39.1	39.8	100.0
Total	108	98.2	100.0	
Missing System	2	1.8		
Total	110	100.0		

I change the station on my vehicle's radio because I can hear a greater variety of stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	18	16.4	16.5	16.5
Agree	59	53.6	54.1	70.6
Disagree	20	18.2	18.3	89.0
Strongly Disagree	12	10.9	11.0	100.0
Total	109	99.1	100.0	
Missing	1	.9		
Total	110	100.0		

I change the station on my vehicle's radio because I can catch a weather report almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	5	4.5	4.6	4.6
Agree	17	15.5	15.6	20.2
Disagree	52	47.3	47.7	67.9
Strongly Disagree	35	31.8	32.1	100.0
Total	109	99.1	100.0	
Missing	1	.9		
Total	110	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	3	2.7	2.7	2.7
10.00	3	2.7	2.7	5.5
14.00	1	.9	.9	6.4
20.00	5	4.5	4.5	10.9
25.00	1	.9	.9	11.8
30.00	2	1.8	1.8	13.6
35.00	1	.9	.9	14.5
40.00	1	.9	.9	15.5
50.00	8	7.3	7.3	22.7
60.00	2	1.8	1.8	24.5
65.00	1	.9	.9	25.5
66.00	1	.9	.9	26.4
70.00	2	1.8	1.8	28.2
75.00	5	4.5	4.5	32.7
80.00	12	10.9	10.9	43.6
85.00	3	2.7	2.7	46.4
90.00	15	13.6	13.6	60.0
95.00	11	10.0	10.0	70.0
99.00	4	3.6	3.6	73.6
100.00	29	26.4	26.4	100.0
Total	110	100.0	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	4	3.6	3.7	3.7
10.00	1	.9	.9	4.6
15.00	2	1.8	1.8	6.4
20.00	3	2.7	2.8	9.2
26.00	1	.9	.9	10.1
30.00	2	1.8	1.8	11.9
40.00	2	1.8	1.8	13.8
45.00	2	1.8	1.8	15.6
50.00	18	16.4	16.5	32.1
60.00	5	4.5	4.6	36.7
65.00	2	1.8	1.8	38.5
70.00	10	9.1	9.2	47.7
75.00	8	7.3	7.3	55.0
80.00	10	9.1	9.2	64.2
85.00	8	7.3	7.3	71.6
90.00	14	12.7	12.8	84.4
95.00	5	4.5	4.6	89.0
98.00	1	.9	.9	89.9
99.00	3	2.7	2.8	92.7
100.00	8	7.3	7.3	100.0
Total	109	99.1	100.0	
Missing	1	.9		
System				
Total	110	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
5.00	1	.9	.9	.9
8.00	1	.9	.9	1.8
10.00	3	2.7	2.8	4.6
20.00	1	.9	.9	5.5
30.00	3	2.7	2.8	8.3
35.00	2	1.8	1.8	10.1
38.00	1	.9	.9	11.0
40.00	5	4.5	4.6	15.6
50.00	6	5.5	5.5	21.1
60.00	3	2.7	2.8	23.9
65.00	2	1.8	1.8	25.7
66.00	1	.9	.9	26.6
70.00	5	4.5	4.6	31.2
75.00	8	7.3	7.3	38.5
80.00	12	10.9	11.0	49.5
85.00	4	3.6	3.7	53.2
90.00	21	19.1	19.3	72.5
95.00	7	6.4	6.4	78.9
97.00	1	.9	.9	79.8
99.00	7	6.4	6.4	86.2
100.00	15	13.6	13.8	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
.00	31	28.2	28.2	28.2
1.00	3	2.7	2.7	30.9
2.00	4	3.6	3.6	34.5
5.00	12	10.9	10.9	45.5
10.00	16	14.5	14.5	60.0
15.00	7	6.4	6.4	66.4
20.00	5	4.5	4.5	70.9
24.00	1	.9	.9	71.8
25.00	6	5.5	5.5	77.3
30.00	6	5.5	5.5	82.7
33.00	1	.9	.9	83.6
35.00	2	1.8	1.8	85.5
40.00	1	.9	.9	86.4
50.00	6	5.5	5.5	91.8
60.00	3	2.7	2.7	94.5
65.00	1	.9	.9	95.5
70.00	1	.9	.9	96.4
80.00	1	.9	.9	97.3
90.00	2	1.8	1.8	99.1
95.00	1	.9	.9	100.0
Total	110	100.0	100.0	

Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
.00	49	44.5	44.5	44.5
1.00	3	2.7	2.7	47.3
2.00	6	5.5	5.5	52.7
3.00	1	.9	.9	53.6
5.00	13	11.8	11.8	65.5
7.00	1	.9	.9	66.4
10.00	8	7.3	7.3	73.6
11.00	1	.9	.9	74.5
15.00	6	5.5	5.5	80.0
20.00	4	3.6	3.6	83.6
25.00	5	4.5	4.5	88.2
30.00	2	1.8	1.8	90.0
40.00	1	.9	.9	90.9
50.00	2	1.8	1.8	92.7
60.00	2	1.8	1.8	94.5
70.00	2	1.8	1.8	96.4
75.00	2	1.8	1.8	98.2
80.00	2	1.8	1.8	100.0
Total	110	100.0	100.0	

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22	20.0	20.4	20.4
.00	4	3.6	3.7	24.1
1.00	5	4.5	4.6	28.7
2.00	1	.9	.9	29.6
4.00	16	14.5	14.8	44.4
5.00	16	14.5	14.8	59.3
10.00	4	3.6	3.7	63.0
15.00	7	6.4	6.5	69.4
20.00	1	.9	.9	70.4
21.00	4	3.6	3.7	74.1
25.00	1	.9	.9	75.0
30.00	1	.9	.9	75.9
33.00	4	3.6	3.7	79.6
40.00	9	8.2	8.3	88.0
50.00	1	.9	.9	88.9
70.00	1	.9	.9	89.8
75.00	3	2.7	2.8	92.6
80.00	1	.9	.9	93.5
90.00	7	6.4	6.5	100.0
100.00	108	98.2	100.0	
Total	2	1.8		
Missing System	110	100.0		
Total				

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	10	9.1	9.3	9.3
5.00	2	1.8	1.9	11.1
10.00	2	1.8	1.9	13.0
20.00	3	2.7	2.8	15.7
25.00	1	.9	.9	16.7
42.00	1	.9	.9	17.6
45.00	1	.9	.9	18.5
50.00	9	8.2	8.3	26.9
60.00	3	2.7	2.8	29.6
66.00	1	.9	.9	30.6
70.00	5	4.5	4.6	35.2
75.00	4	3.6	3.7	38.9
80.00	3	2.7	2.8	41.7
85.00	3	2.7	2.8	44.4
90.00	13	11.8	12.0	56.5
95.00	15	13.6	13.9	70.4
96.00	1	.9	.9	71.3
98.00	6	5.5	5.6	76.9
99.00	4	3.6	3.7	80.6
100.00	21	19.1	19.4	100.0
Total	108	98.2	100.0	
Missing System	2	1.8		
Total	110	100.0		

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	110	100.0	100.0	100.0

What is your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Asian/Pacific Islander	4	3.6	3.7	3.7
Black	4	3.6	3.7	7.3
Caucasian/White	94	85.5	86.2	93.6
Hispanic/Latino	1	.9	.9	94.5
Multiracial	1	.9	.9	95.4
Other	1	.9	.9	96.3
I'd rather not answer	4	3.6	3.7	100.0
Total	109	99.1	100.0	
Missing System	1	.9		
Total	110	100.0		

How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18.00	3	2.7	2.7	2.7
19.00	14	12.7	12.7	15.5
20.00	13	11.8	11.8	27.3
21.00	18	16.4	16.4	43.6
22.00	17	15.5	15.5	59.1
23.00	16	14.5	14.5	73.6
24.00	4	3.6	3.6	77.3
25.00	5	4.5	4.5	81.8
26.00	1	.9	.9	82.7
27.00	5	4.5	4.5	87.3
29.00	1	.9	.9	88.2
30.00	2	1.8	1.8	90.0
31.00	4	3.6	3.6	93.6
34.00	1	.9	.9	94.5
40.00	2	1.8	1.8	96.4
41.00	1	.9	.9	97.3
43.00	1	.9	.9	98.2
45.00	2	1.8	1.8	100.0
Total	110	100.0	100.0	

Are you currently a registered student at the University of Tennessee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	110	100.0	100.0	100.0

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	168	1.00	7.00	5.6964	1.9206
How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	168	.00	12.00	2.2103	1.9544
On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?	158	.00	14.00	6.5506	2.2362
On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	163	.00	30.00	9.6810	4.4676
On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	166	.00	18.00	7.2169	3.3122
On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	167	.00	12.00	3.8234	2.1036
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	168	2.00	100.00	74.6726	27.9284

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	168	.00	100.00	62.3214	29.0499
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	168	2.00	100.00	80.2202	23.4800
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	168	.00	65.00	6.9911	13.1948
Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?	168	.00	75.00	5.0179	11.6775
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	167	.00	100.00	21.5988	25.8259
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?	167	.00	100.00	76.6527	28.5528
How old are you?	168	18.00	47.00	21.8512	4.5368
Valid N (listwise)	148				

Statistics

	Do you regularly use a vehicle with a functioning radio?	Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?	How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	Between what times of the day do you listen to radio regularly in your vehicle? (before 8 am)	Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)
N	169	169	168	168	169	169
Valid	0	0	1	1	0	0
Missing						

Statistics

	Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)	Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)	On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?
N	169	169	169	169	169	158
Valid	0	0	0	0	0	11
Missing						

Statistics

	On the radio receiver in the vehicle you typically use, did you personally program any of the preset radio stations?	On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	On the radio receiver in the vehicle you typically use, do you choose to reprogram any single preset station button, for any reason other than moving or relocating?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?
N	169	163	166	167	169	169
Valid	0	6	3	2	0	0
Missing						

Statistics

	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?	I change the station on my vehicle's radio because it helps me avoid commercials.	I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.	I change the station on my vehicle's radio because I can find the news almost any time.
N	Valid	Valid	Valid	Valid	Valid
	169	169	167	167	167
	0	0	2	2	2
	Missing	Missing	Missing	Missing	Missing

Statistics

	I change the station on my vehicle's radio because I can avoid a personality I do not like.	I change the station on my vehicle's radio because I can compare songs.	I change the station on my vehicle's radio because I can compare newscasts.	I change the station on my vehicle's radio because I can compare traffic reports.	I change the station on my vehicle's radio because I feel like I have more control over the radio stations.	I change the station on my vehicle's radio because it gives me something to do while I'm driving.
N	167	167	167	167	167	168
Valid	2	2	2	2	2	1
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid boredom.	I change the station on my vehicle's radio because I can find sports coverage almost anytime.	I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.	I change the station on my vehicle's radio because I get to hear more music.	I change the station on my vehicle's radio because it's possible to control what others hear.	I change the station on my vehicle's radio because I can hear a greater variety of stations.
N	168	168	168	168	168	168
Valid	1	1	1	1	1	1
Missing						

Statistics

	I change the station on my vehicle's radio because I can catch a weather report almost anytime.	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?
N	168	168	168	168	168	168
Valid	1	1	1	1	1	1
Missing						

Statistics

	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the preset channel buttons?	What is your gender?	What is your race?	How old are you?	Are you currently a registered student at the University of Tennessee?
N	167	167	169	168	168	169
Valid	2	2	0	1	1	0
Missing						

Do you regularly use a vehicle with a functioning radio?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	169	100.0	100.0	100.0
Yes				

Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	169	100.0	100.0	100.0
Yes				

How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 Day	8	4.7	4.8	4.8
2 Days	10	5.9	6.0	10.7
3 Days	12	7.1	7.1	17.9
3.50	1	.6	.6	18.5
4 Days	10	5.9	6.0	24.4
4.50	1	.6	.6	25.0
5 Days	13	7.7	7.7	32.7
6 Days	11	6.5	6.5	39.3
7 Days	102	60.4	60.7	100.0
Total	168	99.4	100.0	
Missing	1	.6		
Total	169	100.0		

How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	2	1.2	1.2	1.2
.25	1	.6	.6	1.8
.33	1	.6	.6	2.4
.50	8	4.7	4.8	7.1
.75	2	1.2	1.2	8.3
1 hour	52	30.8	31.0	39.3
1.50	12	7.1	7.1	46.4
1.75	1	.6	.6	47.0
2 hours	44	26.0	26.2	73.2
2.50	7	4.1	4.2	77.4
3 hours	13	7.7	7.7	85.1
3.50	2	1.2	1.2	86.3
4 hours	9	5.3	5.4	91.7
5 hours	3	1.8	1.8	93.5
6 hours	3	1.8	1.8	95.2
7 hours	1	.6	.6	95.8
8 hours	3	1.8	1.8	97.6
10 hours	3	1.8	1.8	99.4
12 hours	1	.6	.6	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	44	26.0	26.0	26.0
No	125	74.0	74.0	100.0
Total	169	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	69	40.8	40.8	40.8
No	100	59.2	59.2	100.0
Total	169	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	49	29.0	29.0	29.0
No	120	71.0	71.0	100.0
Total	169	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	65	38.5	38.5	38.5
No	104	61.5	61.5	100.0
Total	169	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	59	34.9	34.9	34.9
No	110	65.1	65.1	100.0
Total	169	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	84	49.7	49.7	49.7
No	85	50.3	50.3	100.0
Total	169	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	109	64.5	64.5	64.5
No	60	35.5	35.5	100.0
Total	169	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 Buttons	1	.6	.6	.6
3 Buttons	1	.6	.6	1.3
4 Buttons	7	4.1	4.4	5.7
5 Buttons	26	15.4	16.5	22.2
6 Buttons	94	55.6	59.5	81.6
7 Buttons	2	1.2	1.3	82.9
8 Buttons	4	2.4	2.5	85.4
10 Buttons	7	4.1	4.4	89.9
12.00	15	8.9	9.5	99.4
14.00	1	.6	.6	100.0
Total	158	93.5	100.0	
Missing System	11	6.5		
Total	169	100.0		

On the radio receiver in the vehicle you typically use, did you personally program any of the prest radio stations?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	163	96.4	96.4	96.4
No	6	3.6	3.6	100.0
Total	169	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	1	.6	.6	.6
3 Stations	1	.6	.6	1.2
4 Stations	5	3.0	3.1	4.3
5 Stations	13	7.7	8.0	12.3
6 Stations	48	28.4	29.4	41.7
7 Stations	4	2.4	2.5	44.2
8 Stations	2	1.2	1.2	45.4
10 Stations	14	8.3	8.6	54.0
12 Stations	58	34.3	35.6	89.6
14 Stations	1	.6	.6	90.2
16 Stations	1	.6	.6	90.8
18 Stations	11	6.5	6.7	97.5
20 Stations	2	1.2	1.2	98.8
24 Stations	1	.6	.6	99.4
30.00	1	.6	.6	100.0
Total	163	96.4	100.0	
Missing	6	3.6		
Total	169	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	2	1.2	1.2	1.2
1 Station	2	1.2	1.2	2.4
2 Stations	5	3.0	3.0	5.4
3 Stations	4	2.4	2.4	7.8
4 Stations	13	7.7	7.8	15.7
5 Stations	19	11.2	11.4	27.1
6 Stations	61	36.1	36.7	63.9
7 Stations	3	1.8	1.8	65.7
8 Stations	5	3.0	3.0	68.7
9 Stations	2	1.2	1.2	69.9
10 Stations	16	9.5	9.6	79.5
11 Stations	1	.6	.6	80.1
12 Stations	28	16.6	16.9	97.0
14 Stations	3	1.8	1.8	98.8
15 Stations	1	.6	.6	99.4
18 Stations	1	.6	.6	100.0
Total	166	98.2	100.0	
Missing System	3	1.8		
Total	169	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	7	4.1	4.2	4.2
1 Station	9	5.3	5.4	9.6
2 Stations	27	16.0	16.2	25.7
2.50	3	1.8	1.8	27.5
3 Stations	34	20.1	20.4	47.9
4 Stations	34	20.1	20.4	68.3
5 Stations	18	10.7	10.8	79.0
6 Stations	26	15.4	15.6	94.6
7 Stations	1	.6	.6	95.2
8 Stations	2	1.2	1.2	96.4
9 Stations	2	1.2	1.2	97.6
10 Stations	2	1.2	1.2	98.8
11 Stations	1	.6	.6	99.4
12 Stations	1	.6	.6	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	52	30.8	30.8	30.8
Seldom	93	55.0	55.0	85.8
Sometimes	19	11.2	11.2	97.0
Often	2	1.2	1.2	98.2
Very Often	3	1.8	1.8	100.0
Total	169	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	7	4.1	4.1	4.1
Seldom	15	8.9	8.9	13.0
Sometimes	28	16.6	16.6	29.6
Often	70	41.4	41.4	71.0
Very Often	49	29.0	29.0	100.0
Total	169	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	25	14.8	14.8	14.8
Seldom	67	39.6	39.6	54.4
Sometimes	46	27.2	27.2	81.7
Often	24	14.2	14.2	95.9
Very Often	7	4.1	4.1	100.0
Total	169	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	7	4.1	4.1	4.1
Seldom	8	4.7	4.7	8.9
Sometimes	13	7.7	7.7	16.6
Often	46	27.2	27.2	43.8
Very Often	95	56.2	56.2	100.0
Total	169	100.0	100.0	

I change the station on my vehicle's radio because it helps me avoid commercials.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	105	62.1	62.9	62.9
Agree	50	29.6	29.9	92.8
Disagree	9	5.3	5.4	98.2
Strongly Disagree	3	1.8	1.8	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

I change the station on my vehicle's radio because I enjoy playing with the buttons.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	6	3.6	3.6	3.6
Agree	9	5.3	5.4	9.0
Disagree	50	29.6	29.9	38.9
Strongly Disagree	102	60.4	61.1	100.0
Total	167	98.8	100.0	
Missing	2	1.2		
System				
Total	169	100.0		

I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	26	15.4	15.6	15.6
Agree	89	52.7	53.3	68.9
Disagree	40	23.7	24.0	92.8
Strongly Disagree	12	7.1	7.2	100.0
Total	167	98.8	100.0	
Missing	2	1.2		
System				
Total	169	100.0		

I change the station on my vehicle's radio because I can find the news almost any time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	6	3.6	3.6	3.6
Agree	41	24.3	24.6	28.1
Disagree	78	46.2	46.7	74.9
Strongly Disagree	42	24.9	25.1	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

I change the station on my vehicle's radio because I can avoid a personality I do not like.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	27	16.0	16.2	16.2
Agree	84	49.7	50.3	66.5
Disagree	34	20.1	20.4	86.8
Strongly Disagree	22	13.0	13.2	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

I change the station on my vehicle's radio because I can compare songs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	27	16.0	16.2	16.2
Agree	74	43.8	44.3	60.5
Disagree	40	23.7	24.0	84.4
Strongly Disagree	26	15.4	15.6	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

I change the station on my vehicle's radio because I can compare newscasts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	5	3.0	3.0	3.0
Agree	30	17.8	18.0	21.0
Disagree	81	47.9	48.5	69.5
Strongly Disagree	51	30.2	30.5	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

I change the station on my vehicle's radio because I can compare traffic reports.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	12	7.1	7.2	7.2
Agree	42	24.9	25.1	32.3
Disagree	65	38.5	38.9	71.3
Strongly Disagree	48	28.4	28.7	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

I change the station on my vehicle's radio because I feel like I have more control over the radio stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	17	10.1	10.2	10.2
Agree	40	23.7	24.0	34.1
Disagree	69	40.8	41.3	75.4
Strongly Disagree	41	24.3	24.6	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

I change the station on my vehicle's radio because it gives me something to do while I'm driving.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	8	4.7	4.8	4.8
Agree	36	21.3	21.4	26.2
Disagree	79	46.7	47.0	73.2
Strongly Disagree	45	26.6	26.8	100.0
Total	168	99.4	100.0	
Missing	1	.6		
Total	169	100.0		

I change the station on my vehicle's radio because I can avoid boredom.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	38	22.5	22.6	22.6
Agree	70	41.4	41.7	64.3
Disagree	39	23.1	23.2	87.5
Strongly Disagree	21	12.4	12.5	100.0
Total	168	99.4	100.0	
Missing	1	.6		
Total	169	100.0		

I change the station on my vehicle's radio because I can find sports coverage almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	1	.6	.6	.6
Agree	17	10.1	10.1	10.7
Disagree	80	47.3	47.6	58.3
Strongly Disagree	70	41.4	41.7	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	16	9.5	9.5	9.5
Agree	61	36.1	36.3	45.8
Disagree	56	33.1	33.3	79.2
Strongly Disagree	35	20.7	20.8	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

I change the station on my vehicle's radio because I get to hear more music.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	94	55.6	56.0	56.0
Agree	59	34.9	35.1	91.1
Disagree	10	5.9	6.0	97.0
Strongly Disagree	5	3.0	3.0	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

I change the station on my vehicle's radio because it's possible to control what others hear.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	4	2.4	2.4	2.4
Agree	30	17.8	17.9	20.2
Disagree	80	47.3	47.6	67.9
Strongly Disagree	54	32.0	32.1	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

I change the station on my vehicle's radio because I can hear a greater variety of stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	54	32.0	32.1	32.1
Agree	90	53.3	53.6	85.7
Disagree	14	8.3	8.3	94.0
Strongly Disagree	10	5.9	6.0	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

I change the station on my vehicle's radio because I can catch a weather report almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	4	2.4	2.4	2.4
Agree	42	24.9	25.0	27.4
Disagree	77	45.6	45.8	73.2
Strongly Disagree	45	26.6	26.8	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
2.00	1	.6	.6	.6
3.00	1	.6	.6	1.2
5.00	2	1.2	1.2	2.4
10.00	3	1.8	1.8	4.2
15.00	2	1.2	1.2	5.4
20.00	5	3.0	3.0	8.3
30.00	8	4.7	4.8	13.1
40.00	2	1.2	1.2	14.3
45.00	3	1.8	1.8	16.1
50.00	18	10.7	10.7	26.8
60.00	7	4.1	4.2	31.0
65.00	1	.6	.6	31.5
70.00	1	.6	.6	32.1
72.00	1	.6	.6	32.7
75.00	12	7.1	7.1	39.9
80.00	11	6.5	6.5	46.4
85.00	4	2.4	2.4	48.8
90.00	24	14.2	14.3	63.1
93.00	1	.6	.6	63.7
95.00	14	8.3	8.3	72.0
96.00	1	.6	.6	72.6
98.00	2	1.2	1.2	73.8
99.00	7	4.1	4.2	78.0
100.00	37	21.9	22.0	100.0
Total	168	99.4	100.0	
Missing System Total	1	.6		
	169	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	4	2.4	2.4	2.4
1.00	1	.6	.6	3.0
2.00	3	1.8	1.8	4.8
5.00	5	3.0	3.0	7.7
10.00	4	2.4	2.4	10.1
15.00	1	.6	.6	10.7
20.00	3	1.8	1.8	12.5
25.00	5	3.0	3.0	15.5
30.00	7	4.1	4.2	19.6
35.00	1	.6	.6	20.2
40.00	8	4.7	4.8	25.0
43.00	1	.6	.6	25.6
50.00	21	12.4	12.5	38.1
55.00	2	1.2	1.2	39.3
60.00	5	3.0	3.0	42.3
65.00	2	1.2	1.2	43.5
70.00	7	4.1	4.2	47.6
75.00	21	12.4	12.5	60.1
80.00	19	11.2	11.3	71.4
85.00	7	4.1	4.2	75.6
89.00	1	.6	.6	76.2
90.00	22	13.0	13.1	89.3
93.00	1	.6	.6	89.9
95.00	8	4.7	4.8	94.6
98.00	1	.6	.6	95.2
100.00	8	4.7	4.8	100.0
Total	168	99.4	100.0	
Missing	1	.6		
Total	169	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
2.00	1	.6	.6	.6
10.00	1	.6	.6	1.2
20.00	5	3.0	3.0	4.2
30.00	7	4.1	4.2	8.3
35.00	1	.6	.6	8.9
40.00	5	3.0	3.0	11.9
45.00	1	.6	.6	12.5
50.00	7	4.1	4.2	16.7
60.00	5	3.0	3.0	19.6
70.00	4	2.4	2.4	22.0
72.00	1	.6	.6	22.6
75.00	14	8.3	8.3	31.0
80.00	11	6.5	6.5	37.5
85.00	7	4.1	4.2	41.7
86.00	1	.6	.6	42.3
90.00	32	18.9	19.0	61.3
95.00	20	11.8	11.9	73.2
96.00	1	.6	.6	73.8
98.00	4	2.4	2.4	76.2
99.00	6	3.6	3.6	79.8
100.00	34	20.1	20.2	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	86	50.9	51.2	51.2
.50	1	.6	.6	51.8
1.00	6	3.6	3.6	55.4
2.00	5	3.0	3.0	58.3
5.00	25	14.8	14.9	73.2
6.00	1	.6	.6	73.8
7.00	1	.6	.6	74.4
10.00	17	10.1	10.1	84.5
15.00	4	2.4	2.4	86.9
20.00	6	3.6	3.6	90.5
25.00	5	3.0	3.0	93.5
30.00	2	1.2	1.2	94.6
40.00	1	.6	.6	95.2
50.00	4	2.4	2.4	97.6
60.00	3	1.8	1.8	99.4
65.00	1	.6	.6	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	109	64.5	64.9	64.9
.00				
1.00	6	3.6	3.6	68.5
2.00	3	1.8	1.8	70.2
3.00	3	1.8	1.8	72.0
4.00	2	1.2	1.2	73.2
5.00	15	8.9	8.9	82.1
10.00	9	5.3	5.4	87.5
15.00	1	.6	.6	88.1
20.00	8	4.7	4.8	92.9
24.00	1	.6	.6	93.5
25.00	4	2.4	2.4	95.8
30.00	1	.6	.6	96.4
40.00	3	1.8	1.8	98.2
60.00	1	.6	.6	98.8
65.00	1	.6	.6	99.4
75.00	1	.6	.6	100.0
Total	168	99.4	100.0	
Missing	1	.6		
Total	169	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	31	18.3	18.6	18.6
1.00	3	1.8	1.8	20.4
2.00	7	4.1	4.2	24.6
3.00	2	1.2	1.2	25.7
5.00	27	16.0	16.2	41.9
10.00	23	13.6	13.8	55.7
15.00	7	4.1	4.2	59.9
20.00	10	5.9	6.0	65.9
25.00	9	5.3	5.4	71.3
30.00	9	5.3	5.4	76.6
35.00	2	1.2	1.2	77.8
40.00	4	2.4	2.4	80.2
50.00	18	10.7	10.8	91.0
70.00	1	.6	.6	91.6
75.00	4	2.4	2.4	94.0
80.00	2	1.2	1.2	95.2
85.00	1	.6	.6	95.8
90.00	2	1.2	1.2	97.0
95.00	1	.6	.6	97.6
99.00	1	.6	.6	98.2
100.00	3	1.8	1.8	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	3.0	3.0	3.0
1.00	3	1.8	1.8	4.8
5.00	3	1.8	1.8	6.6
10.00	1	.6	.6	7.2
20.00	2	1.2	1.2	8.4
25.00	3	1.8	1.8	10.2
40.00	3	1.8	1.8	12.0
50.00	17	10.1	10.2	22.2
60.00	3	1.8	1.8	24.0
65.00	1	.6	.6	24.6
70.00	9	5.3	5.4	29.9
75.00	11	6.5	6.6	36.5
80.00	9	5.3	5.4	41.9
85.00	8	4.7	4.8	46.7
90.00	18	10.7	10.8	57.5
94.00	1	.6	.6	58.1
95.00	22	13.0	13.2	71.3
98.00	5	3.0	3.0	74.3
99.00	6	3.6	3.6	77.8
100.00	37	21.9	22.2	100.0
Total	167	98.8	100.0	
Missing System	2	1.2		
Total	169	100.0		

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	169	100.0	100.0	100.0

What is your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Asian/Pacific Islander	4	2.4	2.4	2.4
Black	15	8.9	8.9	11.3
Caucasian/White	142	84.0	84.5	95.8
Multiracial	3	1.8	1.8	97.6
Other	1	.6	.6	98.2
I'd rather not answer	3	1.8	1.8	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	4.1	4.2	4.2
18.00				
19.00	24	14.2	14.3	18.5
20.00	43	25.4	25.6	44.0
21.00	49	29.0	29.2	73.2
22.00	13	7.7	7.7	81.0
23.00	10	5.9	6.0	86.9
24.00	5	3.0	3.0	89.9
25.00	2	1.2	1.2	91.1
27.00	2	1.2	1.2	92.3
29.00	3	1.8	1.8	94.0
31.00	1	.6	.6	94.6
32.00	1	.6	.6	95.2
33.00	1	.6	.6	95.8
34.00	1	.6	.6	96.4
35.00	2	1.2	1.2	97.6
37.00	1	.6	.6	98.2
44.00	1	.6	.6	98.8
45.00	1	.6	.6	99.4
47.00	1	.6	.6	100.0
Total	168	99.4	100.0	
Missing System	1	.6		
Total	169	100.0		

Are you currently a registered student at the University of Tennessee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	168	99.4	99.4	99.4
No	1	.6	.6	100.0
Total	169	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	227	1.00	7.00	5.6696	1.9022
How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	227	.00	12.00	2.2292	2.1086
On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?	205	3.00	14.00	6.4195	1.8602
On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	224	3.00	30.00	10.3259	4.7687
On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	225	.00	18.00	7.5244	3.3555
On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	226	.00	12.00	3.8982	2.1162
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	227	2.00	100.00	75.4758	28.1385

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	226	.00	100.00	63.6858	28.2556
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	227	2.00	100.00	80.0793	23.5519
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	227	.00	90.00	9.2753	15.6089
Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?	227	.00	80.00	6.3392	13.7935
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	224	.00	100.00	20.2768	24.6079
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?	224	.00	100.00	78.0446	27.4639
How old are you?	228	18.00	23.00	20.6491	1.3340
Valid N (listwise)	197				

Statistics

	Do you regularly use a vehicle with a functioning radio?	Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?	How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)	Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)
N	228	228	227	227	228	228
Valid	0	0	1	1	0	0
Missing						

Statistics

	Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)	Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)	On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?
N	228	228	228	228	228	205
Valid	0	0	0	0	0	23
Missing						

Statistics

	On the radio receiver in the vehicle you typically use, did you personally program any of the prest radio stations?	On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?
N	228	224	225	226	228	228
Valid	0	4	3	2	0	0
Missing						

Statistics

	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?	I change the station on my vehicle's radio because it helps me avoid commercials.	I change the station on my vehicle's radio because I enjoy playing with the buttons.	I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.	I change the station on my vehicle's radio because I can find the news almost any time.
N	228	228	225	225	225	225
Valid	0	0	3	3	3	3
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid a personality I do not like.	I change the station on my vehicle's radio because I can compare songs.	I change the station on my vehicle's radio because I can compare newscasts.	I change the station on my vehicle's radio because I can compare traffic reports.	I change the station on my vehicle's radio because I feel like I have more control over the radio stations.	I change the station on my vehicle's radio because it gives me something to do while I'm driving.
N	225	225	225	225	224	226
Valid	3	3	3	3	4	2
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid boredom.	I change the station on my vehicle's radio because I can find sports coverage almost anytime.	I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.	I change the station on my vehicle's radio because I get to hear more music.	I change the station on my vehicle's radio because it's possible to control what others hear.	I change the station on my vehicle's radio because I can hear a greater variety of stations.
N	Valid Missing	226 2	226 2	226 2	225 3	226 2

Statistics

	I change the station on my vehicle's radio because I can catch a weather report almost anytime.	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?
N	226	227	226	227	227	227
Valid	2	1	2	1	1	1
Missing						

Statistics

	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the preset channel buttons?	What is your gender?	What is your race?	How old are you?	Are you currently a registered student at the University of Tennessee?
N	224	224	227	226	228	228
Valid	4	4	1	2	0	0
Missing						

Do you regularly use a vehicle with a functioning radio?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	228	100.0	100.0	100.0
Yes				

Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	228	100.0	100.0	100.0
Yes				

How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
1 Day	10	4.4	4.4	4.4
1.50	1	.4	.4	4.8
2 Days	14	6.1	6.2	11.0
3 Days	16	7.0	7.0	18.1
3.50	1	.4	.4	18.5
4 Days	11	4.8	4.8	23.3
5 Days	23	10.1	10.1	33.5
6 Days	20	8.8	8.8	42.3
7 Days	131	57.5	57.7	100.0
Total	227	99.6	100.0	
Missing	System			
Total	1	.4		
	228	100.0		

How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	2	.9	.9	.9
.20	1	.4	.4	1.3
.25	1	.4	.4	1.8
.33	1	.4	.4	2.2
.50	13	5.7	5.7	7.9
.75	2	.9	.9	8.8
1 hour	73	32.0	32.2	41.0
1.50	17	7.5	7.5	48.5
1.75	1	.4	.4	48.9
2 hours	58	25.4	25.6	74.4
2.50	10	4.4	4.4	78.9
3 hours	18	7.9	7.9	86.8
3.50	2	.9	.9	87.7
4 hours	7	3.1	3.1	90.7
5 hours	4	1.8	1.8	92.5
6 hours	3	1.3	1.3	93.8
7 hours	1	.4	.4	94.3
8 hours	5	2.2	2.2	96.5
10 hours	7	3.1	3.1	99.6
12 hours	1	.4	.4	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	53	23.2	23.2	23.2
No	175	76.8	76.8	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	89	39.0	39.0	39.0
No	139	61.0	61.0	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	62	27.2	27.2	27.2
No	166	72.8	72.8	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	92	40.4	40.4	40.4
No	136	59.6	59.6	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	84	36.8	36.8	36.8
No	144	63.2	63.2	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	110	48.2	48.2	48.2
No	118	51.8	51.8	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	147	64.5	64.5	64.5
No	81	35.5	35.5	100.0
Total	228	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Buttons	1	.4	.5	.5
4 Buttons	9	3.9	4.4	4.9
5 Buttons	24	10.5	11.7	16.6
6 Buttons	140	61.4	68.3	84.9
7 Buttons	5	2.2	2.4	87.3
8 Buttons	3	1.3	1.5	88.8
10 Buttons	10	4.4	4.9	93.7
12.00	12	5.3	5.9	99.5
14.00	1	.4	.5	100.0
Total	205	89.9	100.0	
Missing System	23	10.1		
Total	228	100.0		

On the radio receiver in the vehicle you typically use, did you personally program any of the preset radio stations?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	222	97.4	97.4	97.4
No	6	2.6	2.6	100.0
Total	228	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Stations	1	.4	.4	.4
4 Stations	5	2.2	2.2	2.7
5 Stations	11	4.8	4.9	7.6
6 Stations	67	29.4	29.9	37.5
7 Stations	6	2.6	2.7	40.2
8 Stations	4	1.8	1.8	42.0
10 Stations	19	8.3	8.5	50.4
12 Stations	78	34.2	34.8	85.3
14 Stations	1	.4	.4	85.7
16 Stations	1	.4	.4	86.2
18 Stations	23	10.1	10.3	96.4
20 Stations	3	1.3	1.3	97.8
21 Stations	1	.4	.4	98.2
24 Stations	2	.9	.9	99.1
30.00	2	.9	.9	100.0
Total	224	98.2	100.0	
Missing System	4	1.8		
Total	228	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	3	1.3	1.3	1.3
1 Station	1	.4	.4	1.8
2 Stations	4	1.8	1.8	3.6
3 Stations	8	3.5	3.6	7.1
4 Stations	13	5.7	5.8	12.9
5 Stations	18	7.9	8.0	20.9
6 Stations	88	38.6	39.1	60.0
7 Stations	7	3.1	3.1	63.1
8 Stations	9	3.9	4.0	67.1
9 Stations	2	.9	.9	68.0
10 Stations	20	8.8	8.9	76.9
12 Stations	45	19.7	20.0	96.9
14 Stations	3	1.3	1.3	98.2
15 Stations	1	.4	.4	98.7
18 Stations	3	1.3	1.3	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	7	3.1	3.1	3.1
1 Station	14	6.1	6.2	9.3
2 Stations	37	16.2	16.4	25.7
2.50	4	1.8	1.8	27.4
3 Stations	43	18.9	19.0	46.5
4 Stations	46	20.2	20.4	66.8
5 Stations	22	9.6	9.7	76.5
6 Stations	38	16.7	16.8	93.4
7 Stations	5	2.2	2.2	95.6
8 Stations	4	1.8	1.8	97.3
9 Stations	1	.4	.4	97.8
10 Stations	2	.9	.9	98.7
12 Stations	3	1.3	1.3	100.0
Total	226	99.1	100.0	
Missing System	2	.9		
Total	228	100.0		

On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	59	25.9	25.9	25.9
Seldom	139	61.0	61.0	86.8
Sometimes	25	11.0	11.0	97.8
Often	1	.4	.4	98.2
Very Often	4	1.8	1.8	100.0
Total	228	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	7	3.1	3.1
	Seldom	19	8.3	11.4
	Sometimes	43	18.9	30.3
	Often	94	41.2	71.5
	Very Often	65	28.5	100.0
	Total	228	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	37	16.2	16.2
	Seldom	97	42.5	58.8
	Sometimes	51	22.4	81.1
	Often	29	12.7	93.9
	Very Often	14	6.1	100.0
	Total	228	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	7	3.1	3.1	3.1
Seldom	13	5.7	5.7	8.8
Sometimes	15	6.6	6.6	15.4
Often	66	28.9	28.9	44.3
Very Often	127	55.7	55.7	100.0
Total	228	100.0	100.0	

I change the station on my vehicle's radio because it helps me avoid commercials.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	143	62.7	63.6	63.6
Agree	69	30.3	30.7	94.2
Disagree	11	4.8	4.9	99.1
Strongly Disagree	2	.9	.9	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

I change the station on my vehicle's radio because I enjoy playing with the buttons.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	4	1.8	1.8	1.8
Agree	18	7.9	8.0	9.8
Disagree	71	31.1	31.6	41.3
Strongly Disagree	132	57.9	58.7	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

I change the station on my vehicle's radio because I don't want to miss
much of the good stuff on other stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	36	15.8	16.0	16.0
Agree	119	52.2	52.9	68.9
Disagree	58	25.4	25.8	94.7
Strongly Disagree	12	5.3	5.3	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

I change the station on my vehicle's radio because I can find the news almost any time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	5	2.2	2.2	2.2
Agree	57	25.0	25.3	27.6
Disagree	106	46.5	47.1	74.7
Strongly Disagree	57	25.0	25.3	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

I change the station on my vehicle's radio because I can avoid a personality I do not like.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	40	17.5	17.8	17.8
Agree	107	46.9	47.6	65.3
Disagree	49	21.5	21.8	87.1
Strongly Disagree	29	12.7	12.9	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

I change the station on my vehicle's radio because I can compare songs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	36	15.8	16.0	16.0
Agree	89	39.0	39.6	55.6
Disagree	63	27.6	28.0	83.6
Strongly Disagree	37	16.2	16.4	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

I change the station on my vehicle's radio because I can compare newscasts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	7	3.1	3.1	3.1
Agree	31	13.6	13.8	16.9
Disagree	111	48.7	49.3	66.2
Strongly Disagree	76	33.3	33.8	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

I change the station on my vehicle's radio because I can compare traffic reports.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	12	5.3	5.3	5.3
Agree	56	24.6	24.9	30.2
Disagree	89	39.0	39.6	69.8
Strongly Disagree	68	29.8	30.2	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

I change the station on my vehicle's radio because I feel like I have more control over the radio stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	26	11.4	11.6	11.6
Agree	54	23.7	24.1	35.7
Disagree	86	37.7	38.4	74.1
Strongly Disagree	58	25.4	25.9	100.0
Total	224	98.2	100.0	
Missing System	4	1.8		
Total	228	100.0		

I change the station on my vehicle's radio because it gives me something to do while I'm driving.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	12	5.3	5.3	5.3
	Agree	48	21.1	21.2	26.5
	Disagree	112	49.1	49.6	76.1
	Strongly Disagree	54	23.7	23.9	100.0
	Total	226	99.1	100.0	
Missing	System	2	.9		
Total		228	100.0		

I change the station on my vehicle's radio because I can avoid boredom.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	50	21.9	22.1	22.1
	Agree	101	44.3	44.7	66.8
	Disagree	49	21.5	21.7	88.5
	Strongly Disagree	26	11.4	11.5	100.0
	Total	226	99.1	100.0	
Missing	System	2	.9		
Total		228	100.0		

I change the station on my vehicle's radio because I can find sports coverage almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	10	4.4	4.4	4.4
Agree	32	14.0	14.2	18.6
Disagree	112	49.1	49.6	68.1
Strongly Disagree	72	31.6	31.9	100.0
Total	226	99.1	100.0	
Missing System	2	.9		
Total	228	100.0		

I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	21	9.2	9.3	9.3
Agree	81	35.5	35.8	45.1
Disagree	78	34.2	34.5	79.6
Strongly Disagree	46	20.2	20.4	100.0
Total	226	99.1	100.0	
Missing System	2	.9		
Total	228	100.0		

I change the station on my vehicle's radio because I get to hear more music.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	115	50.4	50.9	50.9
Agree	94	41.2	41.6	92.5
Disagree	11	4.8	4.9	97.3
Strongly Disagree	6	2.6	2.7	100.0
Total	226	99.1	100.0	
Missing System	2	.9		
Total	228	100.0		

I change the station on my vehicle's radio because it's possible to control what others hear.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	6	2.6	2.7	2.7
Agree	38	16.7	16.9	19.6
Disagree	110	48.2	48.9	68.4
Strongly Disagree	71	31.1	31.6	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

I change the station on my vehicle's radio because I can hear a greater variety of stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	62	27.2	27.4	27.4
Agree	120	52.6	53.1	80.5
Disagree	30	13.2	13.3	93.8
Strongly Disagree	14	6.1	6.2	100.0
Total	226	99.1	100.0	
Missing	2	.9		
Total	228	100.0		

I change the station on my vehicle's radio because I can catch a weather report almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	7	3.1	3.1	3.1
Agree	50	21.9	22.1	25.2
Disagree	107	46.9	47.3	72.6
Strongly Disagree	62	27.2	27.4	100.0
Total	226	99.1	100.0	
Missing	2	.9		
Total	228	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
2.00	1	.4	.4	.4
5.00	4	1.8	1.8	2.2
10.00	5	2.2	2.2	4.4
14.00	1	.4	.4	4.8
15.00	2	.9	.9	5.7
20.00	9	3.9	4.0	9.7
25.00	1	.4	.4	10.1
30.00	8	3.5	3.5	13.7
35.00	1	.4	.4	14.1
40.00	2	.9	.9	15.0
45.00	1	.4	.4	15.4
50.00	20	8.8	8.8	24.2
60.00	8	3.5	3.5	27.8
65.00	2	.9	.9	28.6
66.00	1	.4	.4	29.1
70.00	3	1.3	1.3	30.4
72.00	1	.4	.4	30.8
75.00	14	6.1	6.2	37.0
80.00	16	7.0	7.0	44.1
85.00	6	2.6	2.6	46.7
90.00	35	15.4	15.4	62.1
93.00	1	.4	.4	62.6
95.00	23	10.1	10.1	72.7
96.00	1	.4	.4	73.1
98.00	1	.4	.4	73.6
99.00	8	3.5	3.5	77.1
100.00	52	22.8	22.9	100.0
Total	227	99.6	100.0	
Missing	1	.4		
System				
Total	228	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	8	3.5	3.5	3.5
1.00	1	.4	.4	4.0
2.00	3	1.3	1.3	5.3
5.00	3	1.3	1.3	6.6
10.00	2	.9	.9	7.5
15.00	3	1.3	1.3	8.8
20.00	6	2.6	2.7	11.5
25.00	4	1.8	1.8	13.3
26.00	1	.4	.4	13.7
30.00	7	3.1	3.1	16.8
35.00	1	.4	.4	17.3
40.00	10	4.4	4.4	21.7
43.00	1	.4	.4	22.1
45.00	1	.4	.4	22.6
50.00	35	15.4	15.5	38.1
55.00	2	.9	.9	38.9
60.00	6	2.6	2.7	41.6
65.00	4	1.8	1.8	43.4
70.00	13	5.7	5.8	49.1
75.00	23	10.1	10.2	59.3
80.00	21	9.2	9.3	68.6
85.00	14	6.1	6.2	74.8
89.00	1	.4	.4	75.2
90.00	28	12.3	12.4	87.6
93.00	1	.4	.4	88.1
95.00	11	4.8	4.9	92.9
98.00	1	.4	.4	93.4
99.00	3	1.3	1.3	94.7
100.00	12	5.3	5.3	100.0
Total	226	99.1	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Missing	2	.9		
System Total	228	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
2.00	1	.4	.4	.4
8.00	1	.4	.4	.9
10.00	2	.9	.9	1.8
20.00	6	2.6	2.6	4.4
30.00	8	3.5	3.5	7.9
35.00	1	.4	.4	8.4
38.00	1	.4	.4	8.8
40.00	8	3.5	3.5	12.3
45.00	1	.4	.4	12.8
50.00	8	3.5	3.5	16.3
60.00	6	2.6	2.6	18.9
65.00	2	.9	.9	19.8
66.00	1	.4	.4	20.3
70.00	7	3.1	3.1	23.3
72.00	1	.4	.4	23.8
75.00	15	6.6	6.6	30.4
80.00	16	7.0	7.0	37.4
85.00	9	3.9	4.0	41.4
86.00	1	.4	.4	41.9
90.00	47	20.6	20.7	62.6
95.00	26	11.4	11.5	74.0
96.00	1	.4	.4	74.4
98.00	4	1.8	1.8	76.2
99.00	12	5.3	5.3	81.5
100.00	42	18.4	18.5	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	98	43.0	43.2	43.2
.00	1	.4	.4	43.6
.50	9	3.9	4.0	47.6
1.00	8	3.5	3.5	51.1
2.00	32	14.0	14.1	65.2
5.00	1	.4	.4	65.6
6.00	1	.4	.4	66.1
7.00	28	12.3	12.3	78.4
10.00	8	3.5	3.5	81.9
15.00	10	4.4	4.4	86.3
20.00	1	.4	.4	86.8
24.00	9	3.9	4.0	90.7
25.00	3	1.3	1.3	92.1
30.00	1	.4	.4	92.5
33.00	2	.9	.9	93.4
35.00	2	.9	.9	94.3
40.00	6	2.6	2.6	96.9
50.00	3	1.3	1.3	98.2
60.00	1	.4	.4	98.7
65.00	1	.4	.4	99.1
70.00	1	.4	.4	99.6
80.00	1	.4	.4	100.0
90.00	1	.4	.4	
Total	227	99.6	100.0	
Missing System Total	1	.4		
	228	100.0		

Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	130	57.0	57.3	57.3
.00	9	3.9	4.0	61.2
1.00	8	3.5	3.5	64.8
2.00	3	1.3	1.3	66.1
3.00	2	.9	.9	67.0
4.00	24	10.5	10.6	77.5
5.00	1	.4	.4	78.0
7.00	15	6.6	6.6	84.6
10.00	1	.4	.4	85.0
11.00	6	2.6	2.6	87.7
15.00	9	3.9	4.0	91.6
20.00	1	.4	.4	92.1
24.00	7	3.1	3.1	95.2
25.00	1	.4	.4	95.6
30.00	2	.9	.9	96.5
40.00	1	.4	.4	96.9
50.00	2	.9	.9	97.8
60.00	1	.4	.4	98.2
65.00	2	.9	.9	99.1
70.00	1	.4	.4	99.6
75.00	1	.4	.4	100.0
80.00	1	.4	.4	100.0
Total	227	99.6	100.0	
Missing	1	.4		
System	228	100.0		
Total				

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	42	18.4	18.8	18.8
.00				
1.00	5	2.2	2.2	21.0
2.00	10	4.4	4.5	25.4
3.00	1	.4	.4	25.9
5.00	38	16.7	17.0	42.9
10.00	31	13.6	13.8	56.7
15.00	11	4.8	4.9	61.6
20.00	16	7.0	7.1	68.8
21.00	1	.4	.4	69.2
25.00	12	5.3	5.4	74.6
30.00	8	3.5	3.6	78.1
33.00	1	.4	.4	78.6
35.00	2	.9	.9	79.5
40.00	7	3.1	3.1	82.6
50.00	20	8.8	8.9	91.5
70.00	2	.9	.9	92.4
75.00	5	2.2	2.2	94.6
80.00	5	2.2	2.2	96.9
85.00	1	.4	.4	97.3
90.00	1	.4	.4	97.8
95.00	1	.4	.4	98.2
100.00	4	1.8	1.8	100.0
Total	224	98.2	100.0	
Missing System	4	1.8		
Total	228	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	5	2.2	2.2	2.2
1.00	2	.9	.9	3.1
5.00	3	1.3	1.3	4.5
10.00	3	1.3	1.3	5.8
20.00	5	2.2	2.2	8.0
25.00	4	1.8	1.8	9.8
40.00	2	.9	.9	10.7
42.00	1	.4	.4	11.2
50.00	20	8.8	8.9	20.1
60.00	5	2.2	2.2	22.3
65.00	1	.4	.4	22.8
66.00	1	.4	.4	23.2
70.00	13	5.7	5.8	29.0
75.00	13	5.7	5.8	34.8
80.00	11	4.8	4.9	39.7
85.00	11	4.8	4.9	44.6
90.00	21	9.2	9.4	54.0
94.00	1	.4	.4	54.5
95.00	35	15.4	15.6	70.1
98.00	9	3.9	4.0	74.1
99.00	9	3.9	4.0	78.1
100.00	49	21.5	21.9	100.0
Total	224	98.2	100.0	
Missing System	4	1.8		
Total	228	100.0		

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Female	146	64.0	64.3	64.3
Male	81	35.5	35.7	100.0
Total	227	99.6	100.0	
Missing	1	.4		
System Total	228	100.0		

What is your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Asian/Pacific Islander	5	2.2	2.2	2.2
Black	14	6.1	6.2	8.4
Caucasian/White	198	86.8	87.6	96.0
Hispanic/Latino	1	.4	.4	96.5
Multiracial	3	1.3	1.3	97.8
I'd rather not answer	5	2.2	2.2	100.0
Total	226	99.1	100.0	
Missing	2	.9		
System Total	228	100.0		

How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18.00	10	4.4	4.4	4.4
19.00	38	16.7	16.7	21.1
20.00	56	24.6	24.6	45.6
21.00	68	29.8	29.8	75.4
22.00	30	13.2	13.2	88.6
23.00	26	11.4	11.4	100.0
Total	228	100.0	100.0	

Are you currently a registered student at the University of Tennessee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	227	99.6	99.6	99.6
No	1	.4	.4	100.0
Total	228	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	269	1.00	7.00	5.7305	1.8780
How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	269	.00	12.00	2.1541	1.9409
On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?	246	3.00	14.00	6.3333	1.8458
On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	263	3.00	30.00	10.0418	4.7424
On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	265	.00	18.00	7.2981	3.2494
On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	268	.00	12.00	3.9049	2.1739
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	269	2.00	100.00	75.5465	28.1406

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	268	.00	100.00	63.9366	27.8012
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	268	2.00	100.00	78.0784	24.2653
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	269	.00	95.00	10.7342	17.6196
Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?	268	.00	80.00	7.3022	15.3282
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	264	.00	100.00	20.1515	24.7488
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?	264	.00	100.00	78.2879	27.1543
How old are you?	264	18.00	47.00	22.2727	4.7924
Valid N (listwise)	228				

Statistics

	Do you regularly use a vehicle with a functioning radio?	Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?	How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	Between what times of the day do you listen to radio regularly in your vehicle? (before 8 am)	Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)
N	270	270	269	269	270	270
Valid	0	0	1	1	0	0
Missing						

Statistics

	Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)	Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)	On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?
N	270	270	270	270	270	246
Valid	0	0	0	0	0	24
Missing						

Statistics

	On the radio receiver in the vehicle you typically use, did you personally program any of the preset radio stations?	On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations do you listen to regularly?	On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?
N	270	263	265	268	270	270
Valid	0	7	5	2	0	0
Missing						

Statistics

	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?	I change the station on my vehicle's radio because it helps me avoid commercials.	I change the station on my vehicle's radio because I enjoy playing with the buttons.	I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.	I change the station on my vehicle's radio because I can find the news almost any time.
N	270	270	267	267	267	267
Valid	0	0	3	3	3	3
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid a personality I do not like.	I change the station on my vehicle's radio because I can compare songs.	I change the station on my vehicle's radio because I can compare newscasts.	I change the station on my vehicle's radio because I can compare traffic reports.	I change the station on my vehicle's radio because I feel like I have more control over the radio stations.	I change the station on my vehicle's radio because it gives me something to do while I'm driving.
N	267	267	267	267	266	268
Valid	3	3	3	3	4	2
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid boredom.	I change the station on my vehicle's radio because I can find sports coverage almost anytime.	I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.	I change the station on my vehicle's radio because I get to hear more music.	I change the station on my vehicle's radio because it's possible to control what others hear.	I change the station on my vehicle's radio because I can hear a greater variety of stations.
N	268	268	268	268	267	268
Valid	2	2	2	2	3	2
Missing						

Statistics

	I change the station on my vehicle's radio because I can catch a weather report almost anytime.	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?
N	268	269	268	268	269	268
Valid	2	1	2	2	1	2
Missing						

Statistics

	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the preset channel buttons?	What is your gender?	What is your race?	How old are you?	Are you currently a registered student at the University of Tennessee?
N	264	264	264	263	264	265
Valid	6	6	6	7	6	5
Missing						

Do you regularly use a vehicle with a functioning radio?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	270	100.0	100.0	100.0
Yes				

Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	270	100.0	100.0	100.0
Yes				

How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Day	10	3.7	3.7
	1.50	1	.4	4.1
	2 Days	18	6.7	10.8
	3 Days	18	6.7	17.5
	3.50	1	.4	17.8
	4 Days	12	4.4	22.3
	4.50	1	.4	22.7
	5 Days	26	9.6	32.3
	6 Days	20	7.4	39.8
	7 Days	162	60.0	100.0
	Total	269	99.6	
Missing	System	1	.4	
Total		270	100.0	

How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	3	1.1	1.1	1.1
.17	1	.4	.4	1.5
.20	1	.4	.4	1.9
.25	1	.4	.4	2.2
.33	1	.4	.4	2.6
.50	13	4.8	4.8	7.4
.75	3	1.1	1.1	8.6
1 hour	84	31.1	31.2	39.8
1.50	22	8.1	8.2	48.0
1.75	1	.4	.4	48.3
2 hours	74	27.4	27.5	75.8
2.50	10	3.7	3.7	79.6
3 hours	21	7.8	7.8	87.4
3.50	2	.7	.7	88.1
4 hours	11	4.1	4.1	92.2
5 hours	3	1.1	1.1	93.3
6 hours	5	1.9	1.9	95.2
7 hours	1	.4	.4	95.5
8 hours	5	1.9	1.9	97.4
10 hours	6	2.2	2.2	99.6
12 hours	1	.4	.4	100.0
Total	269	99.6	100.0	
Missing System	1	.4		
Total	270	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	71	26.3	26.3	26.3
No	199	73.7	73.7	100.0
Total	270	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	102	37.8	37.8	37.8
No	168	62.2	62.2	100.0
Total	270	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	74	27.4	27.4	27.4
No	196	72.6	72.6	100.0
Total	270	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	105	38.9	38.9	38.9
No	165	61.1	61.1	100.0
Total	270	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	98	36.3	36.3	36.3
No	172	63.7	63.7	100.0
Total	270	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	130	48.1	48.1	48.1
No	140	51.9	51.9	100.0
Total	270	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	166	61.5	61.5	61.5
No	104	38.5	38.5	100.0
Total	270	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Buttons	1	.4	.4	.4
4 Buttons	12	4.4	4.9	5.3
5 Buttons	37	13.7	15.0	20.3
6 Buttons	163	60.4	66.3	86.6
7 Buttons	4	1.5	1.6	88.2
8 Buttons	4	1.5	1.6	89.8
10 Buttons	9	3.3	3.7	93.5
12.00	15	5.6	6.1	99.6
14.00	1	.4	.4	100.0
Total	246	91.1	100.0	
Missing System	24	8.9		
Total	270	100.0		

On the radio receiver in the vehicle you typically use, did you personally program any of the preset radio stations?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	270	100.0	100.0	100.0

On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Stations	2	.7	.8	.8
4 Stations	7	2.6	2.7	3.4
5 Stations	20	7.4	7.6	11.0
6 Stations	79	29.3	30.0	41.1
7 Stations	5	1.9	1.9	43.0
8 Stations	4	1.5	1.5	44.5
10 Stations	20	7.4	7.6	52.1
12 Stations	90	33.3	34.2	86.3
14 Stations	1	.4	.4	86.7
15 Stations	1	.4	.4	87.1
16 Stations	2	.7	.8	87.8
18 Stations	24	8.9	9.1	97.0
20 Stations	2	.7	.8	97.7
21 Stations	1	.4	.4	98.1
24 Stations	3	1.1	1.1	99.2
30.00	2	.7	.8	100.0
Total	263	97.4	100.0	
Missing	7	2.6		
Total	270	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	1	.4	.4	.4
1 Station	2	.7	.8	1.1
2 Stations	6	2.2	2.3	3.4
3 Stations	9	3.3	3.4	6.8
4 Stations	19	7.0	7.2	14.0
5 Stations	28	10.4	10.6	24.5
6 Stations	106	39.3	40.0	64.5
7 Stations	6	2.2	2.3	66.8
8 Stations	9	3.3	3.4	70.2
9 Stations	3	1.1	1.1	71.3
10 Stations	19	7.0	7.2	78.5
11 Stations	1	.4	.4	78.9
12 Stations	49	18.1	18.5	97.4
14 Stations	3	1.1	1.1	98.5
15 Stations	1	.4	.4	98.9
18 Stations	3	1.1	1.1	100.0
Total	265	98.1	100.0	
Missing	5	1.9		
System Total	270	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	5	1.9	1.9	1.9
1 Station	19	7.0	7.1	9.0
2 Stations	49	18.1	18.3	27.2
2.50	4	1.5	1.5	28.7
3 Stations	51	18.9	19.0	47.8
3.50	1	.4	.4	48.1
4 Stations	53	19.6	19.8	67.9
5 Stations	24	8.9	9.0	76.9
6 Stations	43	15.9	16.0	92.9
7 Stations	5	1.9	1.9	94.8
8 Stations	4	1.5	1.5	96.3
9 Stations	3	1.1	1.1	97.4
10 Stations	2	.7	.7	98.1
11 Stations	1	.4	.4	98.5
12 Stations	4	1.5	1.5	100.0
Total	268	99.3	100.0	
Missing System	2	.7		
Total	270	100.0		

On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	65	24.1	24.1	24.1
Seldom	167	61.9	61.9	85.9
Sometimes	31	11.5	11.5	97.4
Often	2	.7	.7	98.1
Very Often	5	1.9	1.9	100.0
Total	270	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	9	3.3	3.3	3.3
Seldom	25	9.3	9.3	12.6
Sometimes	54	20.0	20.0	32.6
Often	106	39.3	39.3	71.9
Very Often	76	28.1	28.1	100.0
Total	270	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	47	17.4	17.4	17.4
Seldom	111	41.1	41.1	58.5
Sometimes	60	22.2	22.2	80.7
Often	34	12.6	12.6	93.3
Very Often	18	6.7	6.7	100.0
Total	270	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	6	2.2	2.2	2.2
Seldom	14	5.2	5.2	7.4
Sometimes	25	9.3	9.3	16.7
Often	80	29.6	29.6	46.3
Very Often	145	53.7	53.7	100.0
Total	270	100.0	100.0	

I change the station on my vehicle's radio because it helps me avoid commercials.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	165	61.1	61.8	61.8
Agree	84	31.1	31.5	93.3
Disagree	14	5.2	5.2	98.5
Strongly Disagree	4	1.5	1.5	100.0
Total	267	98.9	100.0	
Missing System	3	1.1		
Total	270	100.0		

I change the station on my vehicle's radio because I enjoy playing with the buttons.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	7	2.6	2.6	2.6
Agree	20	7.4	7.5	10.1
Disagree	79	29.3	29.6	39.7
Strongly Disagree	161	59.6	60.3	100.0
Total	267	98.9	100.0	
Missing System	3	1.1		
Total	270	100.0		

I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	40	14.8	15.0	15.0
Agree	135	50.0	50.6	65.5
Disagree	71	26.3	26.6	92.1
Strongly Disagree	21	7.8	7.9	100.0
Total	267	98.9	100.0	
Missing System	3	1.1		
Total	270	100.0		

I change the station on my vehicle's radio because I can find the news almost any time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	7	2.6	2.6	2.6
Agree	65	24.1	24.3	27.0
Disagree	127	47.0	47.6	74.5
Strongly Disagree	68	25.2	25.5	100.0
Total	267	98.9	100.0	
Missing System	3	1.1		
Total	270	100.0		

I change the station on my vehicle's radio because I can avoid a personality I do not like.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	50	18.5	18.7	18.7
Agree	126	46.7	47.2	65.9
Disagree	60	22.2	22.5	88.4
Strongly Disagree	31	11.5	11.6	100.0
Total	267	98.9	100.0	
Missing System	3	1.1		
Total	270	100.0		

I change the station on my vehicle's radio because I can compare songs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	44	16.3	16.5	16.5
Agree	106	39.3	39.7	56.2
Disagree	73	27.0	27.3	83.5
Strongly Disagree	44	16.3	16.5	100.0
Total	267	98.9	100.0	
Missing System	3	1.1		
Total	270	100.0		

I change the station on my vehicle's radio because I can compare newscasts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	10	3.7	3.7	3.7
Agree	39	14.4	14.6	18.4
Disagree	128	47.4	47.9	66.3
Strongly Disagree	90	33.3	33.7	100.0
Total	267	98.9	100.0	
Missing System	3	1.1		
Total	270	100.0		

I change the station on my vehicle's radio because I can compare traffic reports.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	17	6.3	6.4	6.4
Agree	62	23.0	23.2	29.6
Disagree	106	39.3	39.7	69.3
Strongly Disagree	82	30.4	30.7	100.0
Total	267	98.9	100.0	
Missing System	3	1.1		
Total	270	100.0		

I change the station on my vehicle's radio because I feel like I have more control over the radio stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	29	10.7	10.9	10.9
Agree	65	24.1	24.4	35.3
Disagree	106	39.3	39.8	75.2
Strongly Disagree	66	24.4	24.8	100.0
Total	266	98.5	100.0	
Missing System	4	1.5		
Total	270	100.0		

I change the station on my vehicle's radio because it gives me something to do while I'm driving.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	13	4.8	4.9	4.9
Agree	50	18.5	18.7	23.5
Disagree	129	47.8	48.1	71.6
Strongly Disagree	76	28.1	28.4	100.0
Total	268	99.3	100.0	
Missing System	2	.7		
Total	270	100.0		

I change the station on my vehicle's radio because I can avoid boredom.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	56	20.7	20.9	20.9
Agree	116	43.0	43.3	64.2
Disagree	57	21.1	21.3	85.4
Strongly Disagree	39	14.4	14.6	100.0
Total	268	99.3	100.0	
Missing System	2	.7		
Total	270	100.0		

I change the station on my vehicle's radio because I can find sports coverage almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	11	4.1	4.1	4.1
Agree	41	15.2	15.3	19.4
Disagree	127	47.0	47.4	66.8
Strongly Disagree	89	33.0	33.2	100.0
Total	268	99.3	100.0	
Missing System	2	.7		
Total	270	100.0		

I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	28	10.4	10.4	10.4
Agree	94	34.8	35.1	45.5
Disagree	89	33.0	33.2	78.7
Strongly Disagree	57	21.1	21.3	100.0
Total	268	99.3	100.0	
Missing	2	.7		
System				
Total	270	100.0		

I change the station on my vehicle's radio because I get to hear more music.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	134	49.6	50.0	50.0
Agree	108	40.0	40.3	90.3
Disagree	16	5.9	6.0	96.3
Strongly Disagree	10	3.7	3.7	100.0
Total	268	99.3	100.0	
Missing	2	.7		
System				
Total	270	100.0		

I change the station on my vehicle's radio because it's possible to control what others hear.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	8	3.0	3.0	3.0
Agree	47	17.4	17.6	20.6
Disagree	124	45.9	46.4	67.0
Strongly Disagree	88	32.6	33.0	100.0
Total	267	98.9	100.0	
Missing System	3	1.1		
Total	270	100.0		

I change the station on my vehicle's radio because I can hear a greater variety of stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	71	26.3	26.5	26.5
Agree	143	53.0	53.4	79.9
Disagree	37	13.7	13.8	93.7
Strongly Disagree	17	6.3	6.3	100.0
Total	268	99.3	100.0	
Missing System	2	.7		
Total	270	100.0		

I change the station on my vehicle's radio because I can catch a weather report almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	8	3.0	3.0	3.0
Agree	57	21.1	21.3	24.3
Disagree	129	47.8	48.1	72.4
Strongly Disagree	74	27.4	27.6	100.0
Total	268	99.3	100.0	
Missing System	2	.7		
Total	270	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
2.00	1	.4	.4	.4
3.00	1	.4	.4	.7
5.00	4	1.5	1.5	2.2
10.00	6	2.2	2.2	4.5
14.00	1	.4	.4	4.8
15.00	2	.7	.7	5.6
20.00	10	3.7	3.7	9.3
25.00	1	.4	.4	9.7
30.00	9	3.3	3.3	13.0
35.00	1	.4	.4	13.4
40.00	3	1.1	1.1	14.5
45.00	3	1.1	1.1	15.6
50.00	26	9.6	9.7	25.3
60.00	9	3.3	3.3	28.6
65.00	2	.7	.7	29.4
66.00	1	.4	.4	29.7
70.00	2	.7	.7	30.5
72.00	1	.4	.4	30.9
75.00	16	5.9	5.9	36.8
80.00	20	7.4	7.4	44.2
85.00	7	2.6	2.6	46.8
90.00	38	14.1	14.1	61.0
93.00	1	.4	.4	61.3
95.00	26	9.6	9.7	71.0
96.00	1	.4	.4	71.4
98.00	2	.7	.7	72.1
99.00	10	3.7	3.7	75.8
100.00	65	24.1	24.2	100.0
Total	269	99.6	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Missing System	1	.4		
Total	270	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	2.6	2.6	2.6
.00	1	.4	.4	3.0
1.00	3	1.1	1.1	4.1
2.00	6	2.2	2.2	6.3
5.00	4	1.5	1.5	7.8
10.00	3	1.1	1.1	9.0
15.00	6	2.2	2.2	11.2
20.00	5	1.9	1.9	13.1
25.00	1	.4	.4	13.4
26.00	1	.4	.4	13.8
27.00	7	2.6	2.6	16.4
30.00	1	.4	.4	16.8
35.00	10	3.7	3.7	20.5
40.00	1	.4	.4	20.9
43.00	3	1.1	1.1	22.0
45.00	39	14.4	14.6	36.6
50.00	2	.7	.7	37.3
55.00	10	3.7	3.7	41.0
60.00	4	1.5	1.5	42.5
65.00	17	6.3	6.3	48.9
70.00	28	10.4	10.4	59.3
75.00	28	10.4	10.4	69.8
80.00				

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
85.00	16	5.9	6.0	75.7
89.00	1	.4	.4	76.1
90.00	34	12.6	12.7	88.8
93.00	1	.4	.4	89.2
95.00	11	4.1	4.1	93.3
98.00	1	.4	.4	93.7
99.00	3	1.1	1.1	94.8
100.00	14	5.2	5.2	100.0
Total	268	99.3	100.0	
Missing System	2	.7		
Total	270	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
2.00	1	.4	.4	.4
5.00	1	.4	.4	.7
8.00	1	.4	.4	1.1
10.00	3	1.1	1.1	2.2
15.00	1	.4	.4	2.6
20.00	6	2.2	2.2	4.9
30.00	9	3.3	3.4	8.2
35.00	2	.7	.7	9.0
38.00	1	.4	.4	9.3
40.00	11	4.1	4.1	13.4
45.00	1	.4	.4	13.8
50.00	14	5.2	5.2	19.0
60.00	8	3.0	3.0	22.0

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
65.00	2	.7	.7	22.8
66.00	1	.4	.4	23.1
70.00	8	3.0	3.0	26.1
72.00	1	.4	.4	26.5
75.00	21	7.8	7.8	34.3
80.00	22	8.1	8.2	42.5
85.00	11	4.1	4.1	46.6
86.00	1	.4	.4	47.0
90.00	53	19.6	19.8	66.8
95.00	25	9.3	9.3	76.1
96.00	1	.4	.4	76.5
97.00	1	.4	.4	76.9
98.00	4	1.5	1.5	78.4
99.00	12	4.4	4.5	82.8
100.00	46	17.0	17.2	100.0
Total	268	99.3	100.0	
Missing	2	.7		
Total	270	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	115	42.6	42.8	42.8
.00	1	.4	.4	43.1
.50	9	3.3	3.3	46.5
1.00	9	3.3	3.3	49.8
2.00	36	13.3	13.4	63.2
5.00	1	.4	.4	63.6
6.00	1	.4	.4	63.9
7.00	32	11.9	11.9	75.8
10.00	9	3.3	3.3	79.2
15.00	12	4.4	4.5	83.6
20.00	1	.4	.4	84.0
24.00	10	3.7	3.7	87.7
25.00	5	1.9	1.9	89.6
30.00	1	.4	.4	90.0
33.00	2	.7	.7	90.7
35.00	3	1.1	1.1	91.8
40.00	10	3.7	3.7	95.5
50.00	6	2.2	2.2	97.8
60.00	2	.7	.7	98.5
65.00	1	.4	.4	98.9
70.00	1	.4	.4	99.3
80.00	1	.4	.4	99.6
90.00	1	.4	.4	100.0
95.00	1	.4	.4	100.0
Total	269	99.6	100.0	
Missing System Total	1	.4		
	270	100.0		

Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	152	56.3	56.7	56.7
.00				
1.00	9	3.3	3.4	60.1
2.00	9	3.3	3.4	63.4
3.00	4	1.5	1.5	64.9
4.00	2	.7	.7	65.7
5.00	27	10.0	10.1	75.7
7.00	1	.4	.4	76.1
8.00	1	.4	.4	76.5
10.00	17	6.3	6.3	82.8
11.00	1	.4	.4	83.2
15.00	6	2.2	2.2	85.4
20.00	11	4.1	4.1	89.6
24.00	1	.4	.4	89.9
25.00	8	3.0	3.0	92.9
30.00	3	1.1	1.1	94.0
40.00	4	1.5	1.5	95.5
50.00	2	.7	.7	96.3
60.00	3	1.1	1.1	97.4
65.00	1	.4	.4	97.8
70.00	2	.7	.7	98.5
75.00	2	.7	.7	99.3
80.00	2	.7	.7	100.0
Total	268	99.3	100.0	
Missing System	2	.7		
Total	270	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50	18.5	18.9	18.9
.00	7	2.6	2.7	21.6
1.00	12	4.4	4.5	26.1
2.00	2	.7	.8	26.9
3.00	1	.4	.4	27.3
4.00	42	15.6	15.9	43.2
5.00	40	14.8	15.2	58.3
10.00	11	4.1	4.2	62.5
15.00	17	6.3	6.4	68.9
20.00	1	.4	.4	69.3
21.00	13	4.8	4.9	74.2
25.00	10	3.7	3.8	78.0
30.00	1	.4	.4	78.4
33.00	2	.7	.8	79.2
35.00	7	2.6	2.7	81.8
40.00	27	10.0	10.2	92.0
50.00	2	.7	.8	92.8
70.00	5	1.9	1.9	94.7
75.00	4	1.5	1.5	96.2
80.00	1	.4	.4	96.6
85.00	3	1.1	1.1	97.7
90.00	1	.4	.4	98.1
95.00	5	1.9	1.9	100.0
100.00	264	97.8	100.0	
Total	6	2.2		
Missing System Total	270	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	6	2.2	2.3	2.3
1.00	2	.7	.8	3.0
5.00	5	1.9	1.9	4.9
10.00	3	1.1	1.1	6.1
20.00	3	1.1	1.1	7.2
25.00	4	1.5	1.5	8.7
40.00	3	1.1	1.1	9.8
42.00	1	.4	.4	10.2
45.00	1	.4	.4	10.6
50.00	26	9.6	9.8	20.5
60.00	6	2.2	2.3	22.7
65.00	1	.4	.4	23.1
66.00	1	.4	.4	23.5
70.00	14	5.2	5.3	28.8
75.00	15	5.6	5.7	34.5
80.00	12	4.4	4.5	39.0
85.00	11	4.1	4.2	43.2
90.00	32	11.9	12.1	55.3
94.00	1	.4	.4	55.7
95.00	37	13.7	14.0	69.7
96.00	1	.4	.4	70.1
98.00	11	4.1	4.2	74.2
99.00	10	3.7	3.8	78.0
100.00	58	21.5	22.0	100.0
Total	264	97.8	100.0	
Missing				
System	6	2.2		
Total	270	100.0		

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Female	163	60.4	61.7	61.7
Male	101	37.4	38.3	100.0
Total	264	97.8	100.0	
Missing	6	2.2		
System	270	100.0		
Total				

What is your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Asian/Pacific Islander	8	3.0	3.0	3.0
Black	18	6.7	6.8	9.9
Caucasian/White	224	83.0	85.2	95.1
Hispanic/Latino	1	.4	.4	95.4
Multiracial	4	1.5	1.5	97.0
Other	2	.7	.8	97.7
I'd rather not answer	6	2.2	2.3	100.0
Total	263	97.4	100.0	
Missing	7	2.6		
System	270	100.0		
Total				

How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	3.3	3.4	3.4
18.00	37	13.7	14.0	17.4
19.00	55	20.4	20.8	38.3
20.00	66	24.4	25.0	63.3
21.00	30	11.1	11.4	74.6
22.00	25	9.3	9.5	84.1
23.00	7	2.6	2.7	86.7
24.00	7	2.6	2.7	89.4
25.00	7	2.6	2.7	92.0
27.00	2	.7	.8	92.8
29.00	1	.4	.4	93.2
30.00	4	1.5	1.5	94.7
31.00	1	.4	.4	95.1
32.00	1	.4	.4	95.5
33.00	2	.7	.8	96.2
34.00	1	.4	.4	96.6
35.00	1	.4	.4	97.0
37.00	2	.7	.8	97.7
40.00	1	.4	.4	98.1
41.00	1	.4	.4	98.5
43.00	1	.4	.4	98.9
44.00	2	.7	.8	99.6
45.00	1	.4	.4	100.0
47.00	264	97.8	100.0	
Total	6	2.2		
Missing System	270	100.0		
Total				

Are you currently a registered student at the University of Tennessee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	264	97.8	99.6	99.6
No	1	.4	.4	100.0
Total	265	98.1	100.0	
Missing	5	1.9		
System				
Total	270	100.0		

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	248	1.00	7.00	5.7964	1.8069
How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	247	.00	12.00	2.1619	1.9134
On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?	227	3.00	14.00	6.4185	1.9476
On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	244	3.00	30.00	10.2131	4.7484
On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	246	2.00	18.00	7.5285	3.1837
On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	249	2.00	12.00	4.1827	2.0230
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	249	3.00	100.00	76.3092	27.2537

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	248	.00	100.00	64.2823	27.6052
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	248	5.00	100.00	79.0282	23.5773
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	249	.00	95.00	10.8655	17.5741
Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?	248	.00	80.00	7.6250	15.8444
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	246	.00	100.00	19.0813	22.9973
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?	246	.00	100.00	80.9919	23.7702
How old are you?	244	18.00	47.00	22.2910	4.8798
Valid N (listwise)	213				

Statistics

	Do you regularly use a vehicle with a functioning radio?	Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?	How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)	Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)
N	249	249	248	247	249	249
Valid	0	0	1	2	0	0
Missing						

Statistics

	Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)	Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)	On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?
N	249	249	249	249	249	227
Valid	0	0	0	0	0	22
Missing						

Statistics

	On the radio receiver in the vehicle you typically use, did you personally program any of the prest radio stations?	On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations do you listen to regularly?	On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?
N	249	244	246	249	249	249
Valid	0	5	3	0	0	0
Missing						

Statistics

	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?	I change the station on my vehicle's radio because it helps me avoid commercials.	I change the station on my vehicle's radio because I enjoy playing with the buttons.	I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.	I change the station on my vehicle's radio because I can find the news almost any time.
N	249	249	248	248	248	248
Valid	0	0	1	1	1	1
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid a personality I do not like.	I change the station on my vehicle's radio because I can compare songs.	I change the station on my vehicle's radio because I can compare newscasts.	I change the station on my vehicle's radio because I can compare traffic reports.	I change the station on my vehicle's radio because I feel like I have more control over the radio stations.	I change the station on my vehicle's radio because it gives me something to do while I'm driving.
N	248	248	248	248	247	249
Valid	1	1	1	1	2	0
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid boredom.	I change the station on my vehicle's radio because I can find sports coverage almost anytime.	I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.	I change the station on my vehicle's radio because I get to hear more music.	I change the station on my vehicle's radio because it's possible to control what others hear.	I change the station on my vehicle's radio because I can hear a greater variety of stations.
N	249	249	249	249	248	249
Valid	0	0	0	0	1	0
Missing						

Statistics

	I change the station on my vehicle's radio because I can catch a weather report almost anytime.	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?
N	249	249	248	248	249	248
Valid	0	0	1	1	0	1
Missing						

Statistics

	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the preset channel buttons?	What is your gender?	What is your race?	How old are you?	Are you currently a registered student at the University of Tennessee?
N	246	246	243	244	244	244
Valid	3	3	6	5	5	5
Missing						

Do you regularly use a vehicle with a functioning radio?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	249	100.0	100.0	100.0
Yes				

Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	249	100.0	100.0	100.0
Yes				

Pushing Your Buttons:

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Master of Science Degree at the University of Tennessee-Knoxville**

Chandler Harriss

December 2001

Volume 2

How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Day	6	2.4	2.4
	1.50	1	.4	2.8
	2 Days	17	6.8	9.7
	3 Days	16	6.4	16.1
	3.50	1	.4	16.5
	4 Days	12	4.8	21.4
	4.50	1	.4	21.8
	5 Days	23	9.2	31.0
	6 Days	20	8.0	39.1
	7 Days	151	60.6	100.0
	Total	248	99.6	
Missing	System	1	.4	
Total		249	100.0	

How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	1	.4	.4	.4
.17	1	.4	.4	.8
.33	1	.4	.4	1.2
.50	13	5.2	5.3	6.5
.75	3	1.2	1.2	7.7
1 hour	77	30.9	31.2	38.9
1.50	20	8.0	8.1	47.0
1.75	1	.4	.4	47.4
2 hours	71	28.5	28.7	76.1
2.50	10	4.0	4.0	80.2
3 hours	18	7.2	7.3	87.4
3.50	2	.8	.8	88.3
4 hours	10	4.0	4.0	92.3
5 hours	3	1.2	1.2	93.5
6 hours	4	1.6	1.6	95.1
7 hours	1	.4	.4	95.5
8 hours	5	2.0	2.0	97.6
10 hours	5	2.0	2.0	99.6
12 hours	1	.4	.4	100.0
Total	247	99.2	100.0	
Missing System	2	.8		
Total	249	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	66	26.5	26.5	26.5
No	183	73.5	73.5	100.0
Total	249	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	93	37.3	37.3	37.3
No	156	62.7	62.7	100.0
Total	249	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	71	28.5	28.5	28.5
No	178	71.5	71.5	100.0
Total	249	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	97	39.0	39.0	39.0
No	152	61.0	61.0	100.0
Total	249	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	90	36.1	36.1	36.1
No	159	63.9	63.9	100.0
Total	249	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	127	51.0	51.0	51.0
No	122	49.0	49.0	100.0
Total	249	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	153	61.4	61.4	61.4
No	96	38.6	38.6	100.0
Total	249	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Buttons	1	.4	.4	.4
4 Buttons	11	4.4	4.8	5.3
5 Buttons	32	12.9	14.1	19.4
6 Buttons	150	60.2	66.1	85.5
7 Buttons	4	1.6	1.8	87.2
8 Buttons	2	.8	.9	88.1
10 Buttons	10	4.0	4.4	92.5
12.00	16	6.4	7.0	99.6
14.00	1	.4	.4	100.0
Total	227	91.2	100.0	
Missing System	22	8.8		
Total	249	100.0		

On the radio receiver in the vehicle you typically use, did you personally program any of the prest radio stations?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	244	98.0	98.0	98.0
No	5	2.0	2.0	100.0
Total	249	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Stations	2	.8	.8	.8
4 Stations	6	2.4	2.5	3.3
5 Stations	16	6.4	6.6	9.8
6 Stations	71	28.5	29.1	38.9
7 Stations	6	2.4	2.5	41.4
8 Stations	3	1.2	1.2	42.6
10 Stations	18	7.2	7.4	50.0
12 Stations	87	34.9	35.7	85.7
14 Stations	1	.4	.4	86.1
15 Stations	1	.4	.4	86.5
16 Stations	1	.4	.4	86.9
18 Stations	24	9.6	9.8	96.7
20 Stations	3	1.2	1.2	98.0
21 Stations	1	.4	.4	98.4
24 Stations	2	.8	.8	99.2
30.00	2	.8	.8	100.0
Total	244	98.0	100.0	
Missing	5	2.0		
System				
Total	249	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
2 Stations	5	2.0	2.0	2.0
3 Stations	7	2.8	2.8	4.9
4 Stations	15	6.0	6.1	11.0
5 Stations	24	9.6	9.8	20.7
6 Stations	102	41.0	41.5	62.2
7 Stations	6	2.4	2.4	64.6
8 Stations	9	3.6	3.7	68.3
9 Stations	3	1.2	1.2	69.5
10 Stations	19	7.6	7.7	77.2
11 Stations	1	.4	.4	77.6
12 Stations	48	19.3	19.5	97.2
14 Stations	3	1.2	1.2	98.4
15 Stations	1	.4	.4	98.8
18 Stations	3	1.2	1.2	100.0
Total	246	98.8	100.0	
Missing System	3	1.2		
Total	249	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
2 Stations	51	20.5	20.5	20.5
2.50	4	1.6	1.6	22.1
3 Stations	53	21.3	21.3	43.4
3.50	1	.4	.4	43.8
4 Stations	54	21.7	21.7	65.5
5 Stations	24	9.6	9.6	75.1
6 Stations	43	17.3	17.3	92.4
7 Stations	5	2.0	2.0	94.4
8 Stations	4	1.6	1.6	96.0
9 Stations	3	1.2	1.2	97.2
10 Stations	2	.8	.8	98.0
11 Stations	1	.4	.4	98.4
12 Stations	4	1.6	1.6	100.0
Total	249	100.0	100.0	

On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	57	22.9	22.9	22.9
Seldom	157	63.1	63.1	85.9
Sometimes	28	11.2	11.2	97.2
Often	2	.8	.8	98.0
Very Often	5	2.0	2.0	100.0
Total	249	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	1	.4	.4	.4
Seldom	17	6.8	6.8	7.2
Sometimes	50	20.1	20.1	27.3
Often	108	43.4	43.4	70.7
Very Often	73	29.3	29.3	100.0
Total	249	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	40	16.1	16.1	16.1
Seldom	104	41.8	41.8	57.8
Sometimes	60	24.1	24.1	81.9
Often	30	12.0	12.0	94.0
Very Often	15	6.0	6.0	100.0
Total	249	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	1	.4	.4	.4
Seldom	10	4.0	4.0	4.4
Sometimes	19	7.6	7.6	12.0
Often	74	29.7	29.7	41.8
Very Often	145	58.2	58.2	100.0
Total	249	100.0	100.0	

I change the station on my vehicle's radio because it helps me avoid commercials.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	158	63.5	63.7	63.7
Agree	79	31.7	31.9	95.6
Disagree	11	4.4	4.4	100.0
Total	248	99.6	100.0	
Missing System	1	.4		
Total	249	100.0		

I change the station on my vehicle's radio because I enjoy playing with the buttons.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	7	2.8	2.8	2.8
Agree	20	8.0	8.1	10.9
Disagree	75	30.1	30.2	41.1
Strongly Disagree	146	58.6	58.9	100.0
Total	248	99.6	100.0	
Missing	1	.4		
System				
Total	249	100.0		

I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	38	15.3	15.3	15.3
Agree	134	53.8	54.0	69.4
Disagree	66	26.5	26.6	96.0
Strongly Disagree	10	4.0	4.0	100.0
Total	248	99.6	100.0	
Missing	1	.4		
System				
Total	249	100.0		

I change the station on my vehicle's radio because I can find the news almost any time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	6	2.4	2.4	2.4
Agree	58	23.3	23.4	25.8
Disagree	124	49.8	50.0	75.8
Strongly Disagree	60	24.1	24.2	100.0
Total	248	99.6	100.0	
Missing System	1	.4		
Total	249	100.0		

I change the station on my vehicle's radio because I can avoid a personality I do not like.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	49	19.7	19.8	19.8
Agree	122	49.0	49.2	69.0
Disagree	51	20.5	20.6	89.5
Strongly Disagree	26	10.4	10.5	100.0
Total	248	99.6	100.0	
Missing System	1	.4		
Total	249	100.0		

I change the station on my vehicle's radio because I can compare songs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	43	17.3	17.3	17.3
Agree	103	41.4	41.5	58.9
Disagree	68	27.3	27.4	86.3
Strongly Disagree	34	13.7	13.7	100.0
Total	248	99.6	100.0	
Missing System	1	.4		
Total	249	100.0		

I change the station on my vehicle's radio because I can compare newscasts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	10	4.0	4.0	4.0
Agree	40	16.1	16.1	20.2
Disagree	121	48.6	48.8	69.0
Strongly Disagree	77	30.9	31.0	100.0
Total	248	99.6	100.0	
Missing System	1	.4		
Total	249	100.0		

I change the station on my vehicle's radio because I can compare traffic reports.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	15	6.0	6.0	6.0
Agree	61	24.5	24.6	30.6
Disagree	102	41.0	41.1	71.8
Strongly Disagree	70	28.1	28.2	100.0
Total	248	99.6	100.0	
Missing System	1	.4		
Total	249	100.0		

I change the station on my vehicle's radio because I feel like I have more control over the radio stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	28	11.2	11.3	11.3
Agree	65	26.1	26.3	37.7
Disagree	96	38.6	38.9	76.5
Strongly Disagree	58	23.3	23.5	100.0
Total	247	99.2	100.0	
Missing System	2	.8		
Total	249	100.0		

I change the station on my vehicle's radio because it gives me something to do while I'm driving.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	13	5.2	5.2	5.2
Agree	48	19.3	19.3	24.5
Disagree	126	50.6	50.6	75.1
Strongly Disagree	62	24.9	24.9	100.0
Total	249	100.0	100.0	

I change the station on my vehicle's radio because I can avoid boredom.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	51	20.5	20.5	20.5
Agree	113	45.4	45.4	65.9
Disagree	54	21.7	21.7	87.6
Strongly Disagree	31	12.4	12.4	100.0
Total	249	100.0	100.0	

I change the station on my vehicle's radio because I can find sports coverage almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	10	4.0	4.0	4.0
Agree	40	16.1	16.1	20.1
Disagree	125	50.2	50.2	70.3
Strongly Disagree	74	29.7	29.7	100.0
Total	249	100.0	100.0	

I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	26	10.4	10.4	10.4
Agree	94	37.8	37.8	48.2
Disagree	82	32.9	32.9	81.1
Strongly Disagree	47	18.9	18.9	100.0
Total	249	100.0	100.0	

I change the station on my vehicle's radio because I get to hear more music.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	128	51.4	51.4	51.4
Agree	106	42.6	42.6	94.0
Disagree	13	5.2	5.2	99.2
Strongly Disagree	2	.8	.8	100.0
Total	249	100.0	100.0	

I change the station on my vehicle's radio because it's possible to control what others hear.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	8	3.2	3.2	3.2
Agree	45	18.1	18.1	21.4
Disagree	116	46.6	46.8	68.1
Strongly Disagree	79	31.7	31.9	100.0
Total	248	99.6	100.0	
Missing System	1	.4		
Total	249	100.0		

I change the station on my vehicle's radio because I can hear a greater variety of stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	69	27.7	27.7	27.7
Agree	135	54.2	54.2	81.9
Disagree	36	14.5	14.5	96.4
Strongly Disagree	9	3.6	3.6	100.0
Total	249	100.0	100.0	

I change the station on my vehicle's radio because I can catch a weather report almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	9	3.6	3.6	3.6
Agree	54	21.7	21.7	25.3
Disagree	122	49.0	49.0	74.3
Strongly Disagree	64	25.7	25.7	100.0
Total	249	100.0	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	1	.4	.4	.4
5.00	5	2.0	2.0	2.4
10.00	4	1.6	1.6	4.0
15.00	2	.8	.8	4.8
20.00	8	3.2	3.2	8.0
25.00	1	.4	.4	8.4
30.00	8	3.2	3.2	11.6
35.00	1	.4	.4	12.0
40.00	3	1.2	1.2	13.3
45.00	2	.8	.8	14.1
50.00	25	10.0	10.0	24.1
60.00	9	3.6	3.6	27.7
65.00	2	.8	.8	28.5
66.00	1	.4	.4	28.9
70.00	1	.4	.4	29.3
72.00	1	.4	.4	29.7
75.00	16	6.4	6.4	36.1
80.00	18	7.2	7.2	43.4
85.00	7	2.8	2.8	46.2
90.00	38	15.3	15.3	61.4
93.00	1	.4	.4	61.8
95.00	25	10.0	10.0	71.9
96.00	1	.4	.4	72.3
98.00	2	.8	.8	73.1
99.00	10	4.0	4.0	77.1
100.00	57	22.9	22.9	100.0
Total	249	100.0	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	2.4	2.4	2.4
.00	1	.4	.4	2.8
1.00	2	.8	.8	3.6
2.00	6	2.4	2.4	6.0
5.00	4	1.6	1.6	7.7
10.00	2	.8	.8	8.5
15.00	6	2.4	2.4	10.9
20.00	5	2.0	2.0	12.9
25.00	1	.4	.4	13.3
27.00	7	2.8	2.8	16.1
30.00	1	.4	.4	16.5
35.00	10	4.0	4.0	20.6
40.00	1	.4	.4	21.0
43.00	2	.8	.8	21.8
45.00	35	14.1	14.1	35.9
50.00	2	.8	.8	36.7
55.00	10	4.0	4.0	40.7
60.00	3	1.2	1.2	41.9
65.00	15	6.0	6.0	48.0
70.00	27	10.8	10.9	58.9
75.00	25	10.0	10.1	69.0
80.00	16	6.4	6.5	75.4
85.00	1	.4	.4	75.8
89.00	33	13.3	13.3	89.1
90.00	1	.4	.4	89.5
93.00	10	4.0	4.0	93.5
95.00	1	.4	.4	94.0
98.00	3	1.2	1.2	95.2
99.00	12	4.8	4.8	100.0
100.00	248	99.6	100.0	
Total				

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Missing	1	.4		
System	249	100.0		
Total				

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
5.00	1	.4	.4	.4
8.00	1	.4	.4	.8
10.00	3	1.2	1.2	2.0
15.00	1	.4	.4	2.4
20.00	5	2.0	2.0	4.4
30.00	7	2.8	2.8	7.3
35.00	2	.8	.8	8.1
40.00	10	4.0	4.0	12.1
45.00	1	.4	.4	12.5
50.00	13	5.2	5.2	17.7
60.00	8	3.2	3.2	21.0
65.00	2	.8	.8	21.8
66.00	1	.4	.4	22.2
70.00	7	2.8	2.8	25.0
72.00	1	.4	.4	25.4
75.00	19	7.6	7.7	33.1
80.00	19	7.6	7.7	40.7
85.00	10	4.0	4.0	44.8
86.00	1	.4	.4	45.2
90.00	50	20.1	20.2	65.3
95.00	25	10.0	10.1	75.4
96.00	1	.4	.4	75.8
97.00	1	.4	.4	76.2
98.00	4	1.6	1.6	77.8
99.00	13	5.2	5.2	83.1
100.00	42	16.9	16.9	100.0
Total	248	99.6	100.0	
Missing	1	.4		
System				
Total	249	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	103	41.4	41.4	41.4
.50	1	.4	.4	41.8
1.00	9	3.6	3.6	45.4
2.00	8	3.2	3.2	48.6
5.00	34	13.7	13.7	62.2
6.00	1	.4	.4	62.7
7.00	1	.4	.4	63.1
10.00	32	12.9	12.9	75.9
15.00	8	3.2	3.2	79.1
20.00	10	4.0	4.0	83.1
24.00	1	.4	.4	83.5
25.00	9	3.6	3.6	87.1
30.00	6	2.4	2.4	89.6
33.00	1	.4	.4	90.0
35.00	2	.8	.8	90.8
40.00	3	1.2	1.2	92.0
50.00	9	3.6	3.6	95.6
60.00	6	2.4	2.4	98.0
65.00	2	.8	.8	98.8
80.00	1	.4	.4	99.2
90.00	1	.4	.4	99.6
95.00	1	.4	.4	100.0
Total	249	100.0	100.0	

Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	136	54.6	54.8	54.8
.00				
1.00	9	3.6	3.6	58.5
2.00	9	3.6	3.6	62.1
3.00	4	1.6	1.6	63.7
4.00	2	.8	.8	64.5
5.00	28	11.2	11.3	75.8
7.00	1	.4	.4	76.2
8.00	1	.4	.4	76.6
10.00	15	6.0	6.0	82.7
15.00	6	2.4	2.4	85.1
20.00	10	4.0	4.0	89.1
24.00	1	.4	.4	89.5
25.00	7	2.8	2.8	92.3
30.00	3	1.2	1.2	93.5
40.00	4	1.6	1.6	95.2
50.00	2	.8	.8	96.0
60.00	3	1.2	1.2	97.2
65.00	1	.4	.4	97.6
70.00	1	.4	.4	98.0
75.00	3	1.2	1.2	99.2
80.00	2	.8	.8	100.0
Total	248	99.6	100.0	
Missing System	1	.4		
Total	249	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	46	18.5	18.7	18.7
.00				
1.00	5	2.0	2.0	20.7
2.00	12	4.8	4.9	25.6
3.00	1	.4	.4	26.0
4.00	1	.4	.4	26.4
5.00	43	17.3	17.5	43.9
10.00	39	15.7	15.9	59.8
15.00	10	4.0	4.1	63.8
20.00	15	6.0	6.1	69.9
25.00	13	5.2	5.3	75.2
30.00	9	3.6	3.7	78.9
33.00	1	.4	.4	79.3
35.00	2	.8	.8	80.1
40.00	7	2.8	2.8	82.9
50.00	25	10.0	10.2	93.1
70.00	2	.8	.8	93.9
75.00	5	2.0	2.0	95.9
80.00	5	2.0	2.0	98.0
85.00	1	.4	.4	98.4
90.00	2	.8	.8	99.2
95.00	1	.4	.4	99.6
100.00	1	.4	.4	100.0
Total	246	98.8	100.0	
Missing System	3	1.2		
Total	249	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	1	.4	.4	.4
5.00	5	2.0	2.0	2.4
10.00	3	1.2	1.2	3.7
20.00	2	.8	.8	4.5
25.00	3	1.2	1.2	5.7
40.00	3	1.2	1.2	6.9
45.00	1	.4	.4	7.3
50.00	24	9.6	9.8	17.1
60.00	6	2.4	2.4	19.5
65.00	1	.4	.4	19.9
66.00	1	.4	.4	20.3
70.00	13	5.2	5.3	25.6
75.00	15	6.0	6.1	31.7
80.00	12	4.8	4.9	36.6
85.00	11	4.4	4.5	41.1
90.00	30	12.0	12.2	53.3
94.00	1	.4	.4	53.7
95.00	38	15.3	15.4	69.1
96.00	1	.4	.4	69.5
98.00	11	4.4	4.5	74.0
99.00	10	4.0	4.1	78.0
100.00	54	21.7	22.0	100.0
Total	246	98.8	100.0	
Missing System	3	1.2		
Total	249	100.0		

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Female	151	60.6	62.1	62.1
Male	92	36.9	37.9	100.0
Total	243	97.6	100.0	
Missing	6	2.4		
System	249	100.0		
Total				

What is your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Asian/Pacific Islander	7	2.8	2.9	2.9
Black	12	4.8	4.9	7.8
Caucasian/White	214	85.9	87.7	95.5
Multiracial	4	1.6	1.6	97.1
Other	2	.8	.8	98.0
I'd rather not answer	5	2.0	2.0	100.0
Total	244	98.0	100.0	
Missing	5	2.0		
System	249	100.0		
Total				

How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	4.0	4.1	4.1
18.00	34	13.7	13.9	18.0
19.00	49	19.7	20.1	38.1
20.00	60	24.1	24.6	62.7
21.00	28	11.2	11.5	74.2
22.00	24	9.6	9.8	84.0
23.00	7	2.8	2.9	86.9
24.00	6	2.4	2.5	89.3
25.00	7	2.8	2.9	92.2
27.00	2	.8	.8	93.0
29.00	1	.4	.4	93.4
30.00	3	1.2	1.2	94.7
31.00	1	.4	.4	95.1
32.00	2	.8	.8	95.9
34.00	1	.4	.4	96.3
35.00	1	.4	.4	96.7
37.00	2	.8	.8	97.5
40.00	1	.4	.4	98.0
41.00	1	.4	.4	98.4
43.00	1	.4	.4	98.8
44.00	2	.8	.8	99.6
45.00	1	.4	.4	100.0
47.00	244	98.0	100.0	
Total	5	2.0		
Missing System Total	249	100.0		

Are you currently a registered student at the University of Tennessee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	243	97.6	99.6	99.6
No	1	.4	.4	100.0
Total	244	98.0	100.0	
Missing	5	2.0		
System				
Total	249	100.0		

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	227	1.00	7.00	5.8436	1.7602
How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	227	.00	12.00	2.2024	2.0604
On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?	207	3.00	14.00	6.4155	1.9808
On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	224	3.00	30.00	10.3214	4.7592
On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	225	.00	18.00	7.5200	3.2072
On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	226	.00	12.00	4.2633	2.1162
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	228	3.00	100.00	75.8904	27.4722

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	227	.00	100.00	64.4141	27.6830
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	227	8.00	100.00	79.2907	23.0068
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	228	.00	90.00	10.9452	17.7324
Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?	227	.00	80.00	7.6388	15.8360
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	226	.00	100.00	18.2699	22.1444
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?	226	5.00	100.00	83.3053	20.4307
How old are you?	224	18.00	47.00	22.0179	4.4449
Valid N (listwise)	196				

Statistics

	Do you regularly use a vehicle with a functioning radio?	Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?	How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)	Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)
N	228	228	227	227	228	228
Valid	0	0	1	1	0	0
Missing						

Statistics

	Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)	Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)	On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?
N	228	228	228	228	228	207
Valid	0	0	0	0	0	21
Missing						

Statistics

	On the radio receiver in the vehicle you typically use, did you personally program any of the preset radio stations?	On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?
N	228	224	225	226	228	228
Valid	0	4	3	2	0	0
Missing						

Statistics

	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?	I change the station on my vehicle's radio because it helps me avoid commercials.	I change the station on my vehicle's radio because I enjoy playing with the buttons.	I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.	I change the station on my vehicle's radio because I can find the news almost any time.
N	228	228	227	227	227	227
Valid	0	0	1	1	1	1
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid a personality I do not like.	I change the station on my vehicle's radio because I can compare songs.	I change the station on my vehicle's radio because I can compare newscasts.	I change the station on my vehicle's radio because I can compare traffic reports.	I change the station on my vehicle's radio because I feel like I have more control over the radio stations.	I change the station on my vehicle's radio because it gives me something to do while I'm driving.
N	227	227	227	227	226	228
Valid	1	1	1	1	2	0
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid boredom.	I change the station on my vehicle's radio because I can find sports coverage almost anytime.	I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.	I change the station on my vehicle's radio because I get to hear more music.	I change the station on my vehicle's radio because it's possible to control what others hear.	I change the station on my vehicle's radio because I can hear a greater variety of stations.
N	228	228	228	228	227	228
Valid	0	0	0	0	1	0
Missing						

Statistics

	I change the station on my vehicle's radio because I can catch a weather report almost anytime.	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?
N	228	228	227	227	228	227
Valid	0	0	1	1	0	1
Missing						

Statistics

	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the preset channel buttons?	What is your gender?	What is your race?	How old are you?	Are you currently a registered student at the University of Tennessee?
N	226	226	223	224	224	224
Valid	2	2	5	4	4	4
Missing						

Do you regularly use a vehicle with a functioning radio?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	228	100.0	100.0	100.0
Yes				

Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	228	100.0	100.0	100.0
Yes				

How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Day	5	2.2	2.2
	1.50	1	.4	2.6
	2 Days	12	5.3	7.9
	3 Days	17	7.5	15.4
	3.50	1	.4	15.9
	4 Days	12	5.3	21.1
	4.50	1	.4	21.6
	5 Days	19	8.3	30.0
	6 Days	19	8.3	38.3
	7 Days	140	61.4	100.0
	Total	227	100.0	
Missing	System	1	.4	
Total		228	100.0	

How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	.9	.9	.9
.00	1	.4	.4	1.3
.17	1	.4	.4	1.8
.20	1	.4	.4	2.2
.25	1	.4	.4	2.6
.33	1	.4	.4	7.9
.50	12	5.3	5.3	9.3
.75	3	1.3	1.3	40.1
1 hour	70	30.7	30.8	48.5
1.50	19	8.3	8.4	48.9
1.75	1	.4	.4	75.8
2 hours	61	26.8	26.9	79.7
2.50	9	3.9	4.0	86.8
3 hours	16	7.0	7.0	87.7
3.50	2	.9	.9	91.2
4 hours	8	3.5	3.5	92.1
5 hours	2	.9	.9	94.3
6 hours	5	2.2	2.2	94.7
7 hours	1	.4	.4	96.9
8 hours	5	2.2	2.2	99.6
10 hours	6	2.6	2.6	100.0
12 hours	1	.4	.4	
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	57	25.0	25.0	25.0
No	171	75.0	75.0	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	87	38.2	38.2	38.2
No	141	61.8	61.8	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	66	28.9	28.9	28.9
No	162	71.1	71.1	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	89	39.0	39.0	39.0
No	139	61.0	61.0	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	83	36.4	36.4	36.4
No	145	63.6	63.6	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	114	50.0	50.0	50.0
No	114	50.0	50.0	100.0
Total	228	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	141	61.8	61.8	61.8
No	87	38.2	38.2	100.0
Total	228	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Buttons	1	.4	.5	.5
4 Buttons	13	5.7	6.3	6.8
5 Buttons	26	11.4	12.6	19.3
6 Buttons	136	59.6	65.7	85.0
7 Buttons	5	2.2	2.4	87.4
8 Buttons	1	.4	.5	87.9
10 Buttons	9	3.9	4.3	92.3
12.00	15	6.6	7.2	99.5
14.00	1	.4	.5	100.0
Total	207	90.8	100.0	
Missing System	21	9.2		
Total	228	100.0		

On the radio receiver in the vehicle you typically use, did you personally program any of the preset radio stations?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	225	98.7	98.7	98.7
No	3	1.3	1.3	100.0
Total	228	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Stations	1	.4	.4	.4
4 Stations	7	3.1	3.1	3.6
5 Stations	13	5.7	5.8	9.4
6 Stations	62	27.2	27.7	37.1
7 Stations	6	2.6	2.7	39.7
8 Stations	4	1.8	1.8	41.5
10 Stations	17	7.5	7.6	49.1
12 Stations	81	35.5	36.2	85.3
14 Stations	1	.4	.4	85.7
15 Stations	1	.4	.4	86.2
16 Stations	1	.4	.4	86.6
18 Stations	23	10.1	10.3	96.9
20 Stations	2	.9	.9	97.8
21 Stations	1	.4	.4	98.2
24 Stations	2	.9	.9	99.1
30.00	2	.9	.9	100.0
Total	224	98.2	100.0	
Missing System	4	1.8		
Total	228	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	1	.4	.4	.4
2 Stations	1	.4	.4	.9
3 Stations	7	3.1	3.1	4.0
4 Stations	18	7.9	8.0	12.0
5 Stations	22	9.6	9.8	21.8
6 Stations	91	39.9	40.4	62.2
7 Stations	6	2.6	2.7	64.9
8 Stations	8	3.5	3.6	68.4
9 Stations	3	1.3	1.3	69.8
10 Stations	17	7.5	7.6	77.3
11 Stations	1	.4	.4	77.8
12 Stations	43	18.9	19.1	96.9
14 Stations	3	1.3	1.3	98.2
15 Stations	1	.4	.4	98.7
18 Stations	3	1.3	1.3	100.0
Total	225	98.7	100.0	
Missing System	3	1.3		
Total	228	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	2	.9	.9	.9
1 Station	5	2.2	2.2	3.1
2 Stations	34	14.9	15.0	18.1
2.50	4	1.8	1.8	19.9
3 Stations	47	20.6	20.8	40.7
3.50	1	.4	.4	41.2
4 Stations	50	21.9	22.1	63.3
5 Stations	21	9.2	9.3	72.6
6 Stations	43	18.9	19.0	91.6
7 Stations	5	2.2	2.2	93.8
8 Stations	4	1.8	1.8	95.6
9 Stations	3	1.3	1.3	96.9
10 Stations	2	.9	.9	97.8
11 Stations	1	.4	.4	98.2
12 Stations	4	1.8	1.8	100.0
Total	226	99.1	100.0	
Missing System	2	.9		
Total	228	100.0		

On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	49	21.5	21.5	21.5
Seldom	147	64.5	64.5	86.0
Sometimes	26	11.4	11.4	97.4
Often	1	.4	.4	97.8
Very Often	5	2.2	2.2	100.0
Total	228	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	2	.9	.9	.9
Seldom	6	2.6	2.6	3.5
Sometimes	47	20.6	20.6	24.1
Often	100	43.9	43.9	68.0
Very Often	73	32.0	32.0	100.0
Total	228	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	34	14.9	14.9	14.9
Seldom	97	42.5	42.5	57.5
Sometimes	56	24.6	24.6	82.0
Often	29	12.7	12.7	94.7
Very Often	12	5.3	5.3	100.0
Total	228	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Often	81	35.5	35.5	35.5
Very Often	147	64.5	64.5	100.0
Total	228	100.0	100.0	

I change the station on my vehicle's radio because it helps me avoid commercials.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	157	68.9	69.2	69.2
Agree	64	28.1	28.2	97.4
Disagree	6	2.6	2.6	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

I change the station on my vehicle's radio because I enjoy playing with the buttons.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	6	2.6	2.6	2.6
Agree	16	7.0	7.0	9.7
Disagree	71	31.1	31.3	41.0
Strongly Disagree	134	58.8	59.0	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	38	16.7	16.7	16.7
Agree	123	53.9	54.2	70.9
Disagree	56	24.6	24.7	95.6
Strongly Disagree	10	4.4	4.4	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

I change the station on my vehicle's radio because I can find the news almost any time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	6	2.6	2.6	2.6
Agree	58	25.4	25.6	28.2
Disagree	108	47.4	47.6	75.8
Strongly Disagree	55	24.1	24.2	100.0
Total	227	99.6	100.0	
Missing	1	.4		
System Total	228	100.0		

I change the station on my vehicle's radio because I can avoid a personality I do not like.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	45	19.7	19.8	19.8
Agree	108	47.4	47.6	67.4
Disagree	51	22.4	22.5	89.9
Strongly Disagree	23	10.1	10.1	100.0
Total	227	99.6	100.0	
Missing	1	.4		
System Total	228	100.0		

I change the station on my vehicle's radio because I can compare songs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	41	18.0	18.1	18.1
Agree	92	40.4	40.5	58.6
Disagree	63	27.6	27.8	86.3
Strongly Disagree	31	13.6	13.7	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

I change the station on my vehicle's radio because I can compare newscasts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	10	4.4	4.4	4.4
Agree	34	14.9	15.0	19.4
Disagree	112	49.1	49.3	68.7
Strongly Disagree	71	31.1	31.3	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

I change the station on my vehicle's radio because I can compare traffic reports.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	13	5.7	5.7	5.7
Agree	55	24.1	24.2	30.0
Disagree	92	40.4	40.5	70.5
Strongly Disagree	67	29.4	29.5	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

I change the station on my vehicle's radio because I feel like I have more control over the radio stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	27	11.8	11.9	11.9
Agree	59	25.9	26.1	38.1
Disagree	85	37.3	37.6	75.7
Strongly Disagree	55	24.1	24.3	100.0
Total	226	99.1	100.0	
Missing System	2	.9		
Total	228	100.0		

I change the station on my vehicle's radio because it gives me something to do while I'm driving.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	11	4.8	4.8	4.8
Agree	43	18.9	18.9	23.7
Disagree	118	51.8	51.8	75.4
Strongly Disagree	56	24.6	24.6	100.0
Total	228	100.0	100.0	

I change the station on my vehicle's radio because I can avoid boredom.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	50	21.9	21.9	21.9
Agree	100	43.9	43.9	65.8
Disagree	49	21.5	21.5	87.3
Strongly Disagree	29	12.7	12.7	100.0
Total	228	100.0	100.0	

I change the station on my vehicle's radio because I can find sports coverage almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	11	4.8	4.8	4.8
Agree	33	14.5	14.5	19.3
Disagree	115	50.4	50.4	69.7
Strongly Disagree	69	30.3	30.3	100.0
Total	228	100.0	100.0	

I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	24	10.5	10.5	10.5
Agree	84	36.8	36.8	47.4
Disagree	75	32.9	32.9	80.3
Strongly Disagree	45	19.7	19.7	100.0
Total	228	100.0	100.0	

I change the station on my vehicle's radio because I get to hear more music.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	123	53.9	53.9	53.9
Agree	93	40.8	40.8	94.7
Disagree	11	4.8	4.8	99.6
Strongly Disagree	1	.4	.4	100.0
Total	228	100.0	100.0	

I change the station on my vehicle's radio because it's possible to control what others hear.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	7	3.1	3.1	3.1
Agree	41	18.0	18.1	21.1
Disagree	105	46.1	46.3	67.4
Strongly Disagree	74	32.5	32.6	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

I change the station on my vehicle's radio because I can hear a greater variety of stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	67	29.4	29.4	29.4
Agree	127	55.7	55.7	85.1
Disagree	26	11.4	11.4	96.5
Strongly Disagree	8	3.5	3.5	100.0
Total	228	100.0	100.0	

I change the station on my vehicle's radio because I can catch a weather report almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	7	3.1	3.1	3.1
Agree	50	21.9	21.9	25.0
Disagree	110	48.2	48.2	73.2
Strongly Disagree	61	26.8	26.8	100.0
Total	228	100.0	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	1	.4	.4	.4
5.00	5	2.2	2.2	2.6
10.00	4	1.8	1.8	4.4
15.00	2	.9	.9	5.3
20.00	7	3.1	3.1	8.3
25.00	1	.4	.4	8.8
30.00	7	3.1	3.1	11.8
35.00	1	.4	.4	12.3
40.00	3	1.3	1.3	13.6
45.00	3	1.3	1.3	14.9
50.00	21	9.2	9.2	24.1
60.00	9	3.9	3.9	28.1
65.00	2	.9	.9	28.9
66.00	1	.4	.4	29.4
70.00	1	.4	.4	29.8
72.00	1	.4	.4	30.3
75.00	15	6.6	6.6	36.8
80.00	16	7.0	7.0	43.9
85.00	7	3.1	3.1	46.9
90.00	34	14.9	14.9	61.8
93.00	1	.4	.4	62.3
95.00	25	11.0	11.0	73.2
96.00	1	.4	.4	73.7
98.00	1	.4	.4	74.1
99.00	10	4.4	4.4	78.5
100.00	49	21.5	21.5	100.0
Total	228	100.0	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	3.1	3.1	3.1
.00				
1.00	1	.4	.4	3.5
2.00	2	.9	.9	4.4
5.00	6	2.6	2.6	7.0
10.00	2	.9	.9	7.9
15.00	2	.9	.9	8.8
20.00	4	1.8	1.8	10.6
25.00	5	2.2	2.2	12.8
30.00	6	2.6	2.6	15.4
35.00	1	.4	.4	15.9
40.00	10	4.4	4.4	20.3
43.00	1	.4	.4	20.7
45.00	2	.9	.9	21.6
50.00	31	13.6	13.7	35.2
55.00	2	.9	.9	36.1
60.00	9	3.9	4.0	40.1
65.00	3	1.3	1.3	41.4
70.00	14	6.1	6.2	47.6
75.00	26	11.4	11.5	59.0
80.00	22	9.6	9.7	68.7
85.00	16	7.0	7.0	75.8
89.00	1	.4	.4	76.2
90.00	29	12.7	12.8	89.0
93.00	1	.4	.4	89.4
95.00	10	4.4	4.4	93.8
98.00	1	.4	.4	94.3
99.00	1	.4	.4	94.7
100.00	12	5.3	5.3	100.0
Total	227	99.6	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Missing	1	.4		
Total	228	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
8.00	1	.4	.4	.4
10.00	3	1.3	1.3	1.8
20.00	4	1.8	1.8	3.5
30.00	7	3.1	3.1	6.6
35.00	2	.9	.9	7.5
40.00	11	4.8	4.8	12.3
45.00	1	.4	.4	12.8
50.00	10	4.4	4.4	17.2
60.00	8	3.5	3.5	20.7
65.00	2	.9	.9	21.6
66.00	1	.4	.4	22.0
70.00	6	2.6	2.6	24.7
72.00	1	.4	.4	25.1
75.00	18	7.9	7.9	33.0
80.00	17	7.5	7.5	40.5
85.00	10	4.4	4.4	44.9
86.00	1	.4	.4	45.4
90.00	45	19.7	19.8	65.2
95.00	24	10.5	10.6	75.8
96.00	1	.4	.4	76.2
97.00	1	.4	.4	76.7
98.00	4	1.8	1.8	78.4
99.00	13	5.7	5.7	84.1
100.00	36	15.8	15.9	100.0
Total	227	99.6	100.0	
Missing	1	.4		
Total	228	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	95	41.7	41.7	41.7
.50	1	.4	.4	42.1
1.00	9	3.9	3.9	46.1
2.00	8	3.5	3.5	49.6
5.00	33	14.5	14.5	64.0
6.00	1	.4	.4	64.5
7.00	1	.4	.4	64.9
10.00	25	11.0	11.0	75.9
15.00	8	3.5	3.5	79.4
20.00	8	3.5	3.5	82.9
24.00	1	.4	.4	83.3
25.00	7	3.1	3.1	86.4
30.00	4	1.8	1.8	88.2
33.00	1	.4	.4	88.6
35.00	2	.9	.9	89.5
40.00	3	1.3	1.3	90.8
50.00	11	4.8	4.8	95.6
60.00	5	2.2	2.2	97.8
65.00	2	.9	.9	98.7
70.00	1	.4	.4	99.1
80.00	1	.4	.4	99.6
90.00	1	.4	.4	100.0
Total	228	100.0	100.0	

Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	126	55.3	55.5	55.5
.00				
1.00	9	3.9	4.0	59.5
2.00	9	3.9	4.0	63.4
3.00	4	1.8	1.8	65.2
4.00	1	.4	.4	65.6
5.00	21	9.2	9.3	74.9
7.00	1	.4	.4	75.3
10.00	16	7.0	7.0	82.4
15.00	6	2.6	2.6	85.0
20.00	10	4.4	4.4	89.4
24.00	1	.4	.4	89.9
25.00	5	2.2	2.2	92.1
30.00	3	1.3	1.3	93.4
40.00	4	1.8	1.8	95.2
50.00	2	.9	.9	96.0
60.00	2	.9	.9	96.9
65.00	1	.4	.4	97.4
70.00	2	.9	.9	98.2
75.00	3	1.3	1.3	99.6
80.00	1	.4	.4	100.0
Total	227	99.6	100.0	
Missing System	1	.4		
Total	228	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	41	18.0	18.1	18.1
1.00	4	1.8	1.8	19.9
2.00	11	4.8	4.9	24.8
3.00	2	.9	.9	25.7
4.00	1	.4	.4	26.1
5.00	41	18.0	18.1	44.2
10.00	35	15.4	15.5	59.7
15.00	11	4.8	4.9	64.6
20.00	15	6.6	6.6	71.2
25.00	13	5.7	5.8	77.0
30.00	9	3.9	4.0	81.0
33.00	1	.4	.4	81.4
35.00	2	.9	.9	82.3
40.00	6	2.6	2.7	85.0
50.00	20	8.8	8.8	93.8
70.00	2	.9	.9	94.7
75.00	5	2.2	2.2	96.9
80.00	3	1.3	1.3	98.2
90.00	2	.9	.9	99.1
100.00	2	.9	.9	100.0
Total	226	99.1	100.0	
Missing System	2	.9		
Total	228	100.0		

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	1	.4	.4
	10.00	2	.9	1.3
	20.00	1	.4	1.8
	25.00	4	1.8	3.5
	40.00	2	.9	4.4
	45.00	1	.4	4.9
	50.00	20	8.8	13.7
	60.00	5	2.2	15.9
	65.00	1	.4	16.4
	66.00	1	.4	16.8
	70.00	13	5.7	22.6
	75.00	15	6.6	29.2
	80.00	12	5.3	34.5
	85.00	11	4.8	39.4
	90.00	28	12.3	51.8
	94.00	1	.4	52.2
	95.00	37	16.2	68.6
	96.00	1	.4	69.0
	98.00	10	4.4	73.5
	99.00	9	3.9	77.4
	100.00	51	22.4	100.0
Total	226	99.1	22.6	
Missing System	2	.9	100.0	
Total	228	100.0		

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Female	141	61.8	63.2	63.2
Male	82	36.0	36.8	100.0
Total	223	97.8	100.0	
Missing	5	2.2		
System	228	100.0		
Total				

What is your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Asian/Pacific Islander	6	2.6	2.7	2.7
Black	12	5.3	5.4	8.0
Caucasian/White	198	86.8	88.4	96.4
Multiracial	4	1.8	1.8	98.2
I'd rather not answer	4	1.8	1.8	100.0
Total	224	98.2	100.0	
Missing	4	1.8		
System	228	100.0		
Total				

How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	3.5	3.6	3.6
18.00				
19.00	32	14.0	14.3	17.9
20.00	48	21.1	21.4	39.3
21.00	59	25.9	26.3	65.6
22.00	25	11.0	11.2	76.8
23.00	21	9.2	9.4	86.2
24.00	5	2.2	2.2	88.4
25.00	5	2.2	2.2	90.6
27.00	7	3.1	3.1	93.8
29.00	2	.9	.9	94.6
31.00	2	.9	.9	95.5
33.00	1	.4	.4	96.0
34.00	1	.4	.4	96.4
35.00	1	.4	.4	96.9
37.00	1	.4	.4	97.3
40.00	2	.9	.9	98.2
41.00	1	.4	.4	98.7
43.00	1	.4	.4	99.1
44.00	1	.4	.4	99.6
47.00	1	.4	.4	100.0
Total	224	98.2	100.0	
Missing				
System	4	1.8		
Total	228	100.0		

Are you currently a registered student at the University of Tennessee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	223	97.8	99.6	99.6
No	1	.4	.4	100.0
Total	224	98.2	100.0	
Missing	4	1.8		
System				
Total	228	100.0		

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	183	1.00	7.00	5.6858	1.8748
How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	183	.00	12.00	2.0967	1.8872
On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?	166	3.00	14.00	6.3855	1.9530
On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	178	3.00	30.00	10.1180	4.7219
On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	180	.00	18.00	7.1333	3.3500
On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	181	.00	12.00	3.8177	2.1909
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	183	5.00	100.00	77.8033	26.9063

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	182	.00	100.00	64.0165	28.1300
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	183	8.00	100.00	79.0219	23.6122
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	183	.00	90.00	10.7896	18.2351
Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?	183	.00	75.00	7.1694	15.1389
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	183	.00	100.00	23.6612	27.7880
Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?	183	.00	100.00	76.8962	27.4984
How old are you?	179	18.00	45.00	22.1676	4.4387
Valid N (listwise)	157				

Statistics

	Do you regularly use a vehicle with a functioning radio?	Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?	How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?	How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?	Between what times of the day do you listen to radio regularly in your vehicle? (before 8 am)	Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)
N	Valid Missing	Valid Missing	Valid Missing	Valid Missing	Valid Missing	Valid Missing
	183 0	183 0	183 0	183 0	183 0	183 0

Statistics.

	Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)	Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)	Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)	On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?
N	183	183	183	183	183	166
Valid	0	0	0	0	0	17
Missing						

Statistics

	On the radio receiver in the vehicle you typically use, did you personally program any of the preset radio stations?	On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?	On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?	On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?
N	183	178	180	181	183	183
Valid	0	5	3	2	0	0
Missing						

Statistics

	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?	During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?	I change the station on my vehicle's radio because it helps me avoid commercials.	I change the station on my vehicle's radio because I enjoy playing with the buttons.	I change the station on my vehicle's radio because I don't want to miss much of the good stuff on other stations.	I change the station on my vehicle's radio because I can find the news almost any time.
N	Valid Missing	182 1	182 1	182 1	182 1	182 1

Statistics

	I change the station on my vehicle's radio because I can avoid a personality I do not like.	I change the station on my vehicle's radio because I can compare songs.	I change the station on my vehicle's radio because I can compare newscasts.	I change the station on my vehicle's radio because I can compare traffic reports.	I change the station on my vehicle's radio because I feel like I have more control over the radio stations.	I change the station on my vehicle's radio because it gives me something to do while I'm driving.
N	182	182	182	182	182	183
Valid	1	1	1	1	1	0
Missing						

Statistics

	I change the station on my vehicle's radio because I can avoid boredom.	I change the station on my vehicle's radio because I can find sports coverage almost anytime.	I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.	I change the station on my vehicle's radio because I get to hear more music.	I change the station on my vehicle's radio because it's possible to control what others hear.	I change the station on my vehicle's radio because I can hear a greater variety of stations.
N	Valid Missing	183 0	183 0	183 0	183 0	183 0

Statistics

	I change the station on my vehicle's radio because I can catch a weather report almost anytime.	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?	Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?	Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?
N	Valid 183	183	182	183	183	183
Missing	0	0	1	0	0	0

Statistics

	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?	Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the preset channel buttons?	What is your gender?	What is your race?	How old are you?	Are you currently a registered student at the University of Tennessee?
N	183	183	180	180	179	180
Valid	0	0	3	3	4	3
Missing						

Do you regularly use a vehicle with a functioning radio?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	183	100.0	100.0	100.0
Yes				

Do you listen to broadcast (AM or FM) radio in your vehicle at least once per week?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	183	100.0	100.0	100.0
Yes				

How many days a week (between 1 and 7) do you listen to broadcast radio in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Day	7	3.8	3.8	3.8
1.50	1	.5	.5	4.4
2 Days	11	6.0	6.0	10.4
3 Days	12	6.6	6.6	16.9
3.50	1	.5	.5	17.5
4 Days	11	6.0	6.0	23.5
4.50	1	.5	.5	24.0
5 Days	19	10.4	10.4	34.4
6 Days	13	7.1	7.1	41.5
7 Days	107	58.5	58.5	100.0
Total	183	100.0	100.0	

How many hours (between 0 and 24) do you listen to radio in your vehicle in a typical day?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	2	1.1	1.1	1.1
.17	1	.5	.5	1.6
.20	1	.5	.5	2.2
.25	1	.5	.5	2.7
.33	1	.5	.5	3.3
.50	11	6.0	6.0	9.3
.75	2	1.1	1.1	10.4
1 hour	51	27.9	27.9	38.3
1.50	17	9.3	9.3	47.5
1.75	1	.5	.5	48.1
2 hours	51	27.9	27.9	76.0
2.50	8	4.4	4.4	80.3
3 hours	16	8.7	8.7	89.1
3.50	1	.5	.5	89.6
4 hours	8	4.4	4.4	94.0
5 hours	1	.5	.5	94.5
6 hours	2	1.1	1.1	95.6
7 hours	1	.5	.5	96.2
8 hours	2	1.1	1.1	97.3
10 hours	4	2.2	2.2	99.5
12 hours	1	.5	.5	100.0
Total	183	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (before 8 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	54	29.5	29.5	29.5
No	129	70.5	70.5	100.0
Total	183	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (8 am - 10 am)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	77	42.1	42.1	42.1
No	106	57.9	57.9	100.0
Total	183	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (10 am - Noon)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	56	30.6	30.6	30.6
No	127	69.4	69.4	100.0
Total	183	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (Noon - 2 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	65	35.5	35.5	35.5
No	118	64.5	64.5	100.0
Total	183	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (2 pm - 4 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	66	36.1	36.1	36.1
No	117	63.9	63.9	100.0
Total	183	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (4 pm - 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	89	48.6	48.6	48.6
No	94	51.4	51.4	100.0
Total	183	100.0	100.0	

Between what times of the day do you listen to the radio regularly in your vehicle? (after 6 pm)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	118	64.5	64.5	64.5
No	65	35.5	35.5	100.0
Total	183	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many preset channel buttons are there?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Buttons	1	.5	.6	.6
4 Buttons	8	4.4	4.8	5.4
5 Buttons	27	14.8	16.3	21.7
6 Buttons	106	57.9	63.9	85.5
7 Buttons	2	1.1	1.2	86.7
8 Buttons	3	1.6	1.8	88.6
10 Buttons	7	3.8	4.2	92.8
12.00	11	6.0	6.6	99.4
14.00	1	.5	.6	100.0
Total	166	90.7	100.0	
Missing System	17	9.3		
Total	183	100.0		

On the radio receiver in the vehicle you typically use, did you personally program any of the prest radio stations?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	174	95.1	95.1	95.1
No	9	4.9	4.9	100.0
Total	183	100.0	100.0	

On the radio receiver in the vehicle you typically use, how many FM radio stations could possibly be programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
3 Stations	1	.5	.6	.6
4 Stations	5	2.7	2.8	3.4
5 Stations	15	8.2	8.4	11.8
6 Stations	51	27.9	28.7	40.4
7 Stations	3	1.6	1.7	42.1
8 Stations	2	1.1	1.1	43.3
10 Stations	14	7.7	7.9	51.1
12 Stations	61	33.3	34.3	85.4
14 Stations	1	.5	.6	86.0
15 Stations	1	.5	.6	86.5
16 Stations	2	1.1	1.1	87.6
18 Stations	16	8.7	9.0	96.6
20 Stations	2	1.1	1.1	97.8
21 Stations	1	.5	.6	98.3
24 Stations	2	1.1	1.1	99.4
30.00	1	.5	.6	100.0
Total	178	97.3	100.0	
Missing System	5	2.7		
Total	183	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations are currently programmed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	4	2.2	2.2	2.2
1 Station	1	.5	.6	2.8
2 Stations	4	2.2	2.2	5.0
3 Stations	7	3.8	3.9	8.9
4 Stations	14	7.7	7.8	16.7
5 Stations	18	9.8	10.0	26.7
6 Stations	68	37.2	37.8	64.4
7 Stations	4	2.2	2.2	66.7
8 Stations	8	4.4	4.4	71.1
9 Stations	1	.5	.6	71.7
10 Stations	15	8.2	8.3	80.0
11 Stations	1	.5	.6	80.6
12 Stations	30	16.4	16.7	97.2
14 Stations	3	1.6	1.7	98.9
18 Stations	2	1.1	1.1	100.0
Total	180	98.4	100.0	
Missing System	3	1.6		
Total	183	100.0		

On the radio receiver in the vehicle you typically use, how many FM radio stations currently programmed do you listen to regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
0 Stations	6	3.3	3.3	3.3
1 Station	10	5.5	5.5	8.8
2 Stations	35	19.1	19.3	28.2
2.50	4	2.2	2.2	30.4
3 Stations	38	20.8	21.0	51.4
4 Stations	31	16.9	17.1	68.5
5 Stations	17	9.3	9.4	77.9
6 Stations	29	15.8	16.0	93.9
7 Stations	2	1.1	1.1	95.0
8 Stations	2	1.1	1.1	96.1
9 Stations	2	1.1	1.1	97.2
10 Stations	2	1.1	1.1	98.3
12 Stations	3	1.6	1.7	100.0
Total	181	98.9	100.0	
Missing System	2	1.1		
Total	183	100.0		

On the radio receiver in the vehicle you typically use, how frequently do you choose to reprogram any single preset station button, for any reason other than moving or relocating?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	51	27.9	27.9	27.9
Seldom	108	59.0	59.0	86.9
Sometimes	19	10.4	10.4	97.3
Often	1	.5	.5	97.8
Very Often	4	2.2	2.2	100.0
Total	183	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the radio station?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	4	2.2	2.2	2.2
Seldom	18	9.8	9.8	12.0
Sometimes	29	15.8	15.8	27.9
Often	81	44.3	44.3	72.1
Very Often	51	27.9	27.9	100.0
Total	183	100.0	100.0	

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using the scan, seek or tune button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	39	21.3	21.4	21.4
Seldom	59	32.2	32.4	53.8
Sometimes	43	23.5	23.6	77.5
Often	31	16.9	17.0	94.5
Very Often	10	5.5	5.5	100.0
Total	182	99.5	100.0	
Missing System	1	.5		
Total	183	100.0		

During a typical hour of broadcast radio listening in your vehicle, how often do you change the station by using a preset channel button?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Never	6	3.3	3.3	3.3
Seldom	9	4.9	4.9	8.2
Sometimes	16	8.7	8.8	17.0
Often	52	28.4	28.6	45.6
Very Often	99	54.1	54.4	100.0
Total	182	99.5	100.0	
Missing System	1	.5		
Total	183	100.0		

I change the station on my vehicle's radio because it helps me avoid commercials.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	116	63.4	63.7	63.7
Agree	54	29.5	29.7	93.4
Disagree	8	4.4	4.4	97.8
Strongly Disagree	4	2.2	2.2	100.0
Total	182	99.5	100.0	
Missing System	1	.5		
Total	183	100.0		

I change the station on my vehicle's radio because I enjoy playing with the buttons.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	5	2.7	2.7	2.7
Agree	15	8.2	8.2	11.0
Disagree	48	26.2	26.4	37.4
Strongly Disagree	114	62.3	62.6	100.0
Total	182	99.5	100.0	
Missing System	1	.5		
Total	183	100.0		

I change the station on my vehicle's radio because I don't want to miss
much of the good stuff on other stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	25	13.7	13.7	13.7
Agree	93	50.8	51.1	64.8
Disagree	49	26.8	26.9	91.8
Strongly Disagree	15	8.2	8.2	100.0
Total	182	99.5	100.0	
Missing System	1	.5		
Total	183	100.0		

I change the station on my vehicle's radio because I can find the news almost any time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	3	1.6	1.6	1.6
Agree	39	21.3	21.4	23.1
Disagree	90	49.2	49.5	72.5
Strongly Disagree	50	27.3	27.5	100.0
Total	182	99.5	100.0	
Missing	System	1		
Total	183	100.0		

I change the station on my vehicle's radio because I can avoid a personality I do not like.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	34	18.6	18.7	18.7
Agree	87	47.5	47.8	66.5
Disagree	38	20.8	20.9	87.4
Strongly Disagree	23	12.6	12.6	100.0
Total	182	99.5	100.0	
Missing	System	1		
Total	183	100.0		

I change the station on my vehicle's radio because I can compare songs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	28	15.3	15.4	15.4
Agree	73	39.9	40.1	55.5
Disagree	50	27.3	27.5	83.0
Strongly Disagree	31	16.9	17.0	100.0
Total	182	99.5	100.0	
Missing	1	.5		
System				
Total	183	100.0		

I change the station on my vehicle's radio because I can compare newscasts.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Strongly Agree	7	3.8	3.8	3.8
Agree	21	11.5	11.5	15.4
Disagree	85	46.4	46.7	62.1
Strongly Disagree	69	37.7	37.9	100.0
Total	182	99.5	100.0	
Missing	1	.5		
System				
Total	183	100.0		

I change the station on my vehicle's radio because I can compare traffic reports.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	11	6.0	6.0	6.0
Agree	41	22.4	22.5	28.6
Disagree	68	37.2	37.4	65.9
Strongly Disagree	62	33.9	34.1	100.0
Total	182	99.5	100.0	
Missing System	1	.5		
Total	183	100.0		

I change the station on my vehicle's radio because I feel like I have more control over the radio stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	22	12.0	12.1	12.1
Agree	42	23.0	23.1	35.2
Disagree	70	38.3	38.5	73.6
Strongly Disagree	48	26.2	26.4	100.0
Total	182	99.5	100.0	
Missing System	1	.5		
Total	183	100.0		

I change the station on my vehicle's radio because it gives me something to do while I'm driving.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	8	4.4	4.4	4.4
Agree	34	18.6	18.6	23.0
Disagree	88	48.1	48.1	71.0
Strongly Disagree	53	29.0	29.0	100.0
Total	183	100.0	100.0	

I change the station on my vehicle's radio because I can avoid boredom.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	38	20.8	20.8	20.8
Agree	78	42.6	42.6	63.4
Disagree	38	20.8	20.8	84.2
Strongly Disagree	29	15.8	15.8	100.0
Total	183	100.0	100.0	

I change the station on my vehicle's radio because I can find sports coverage almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	8	4.4	4.4	4.4
Agree	23	12.6	12.6	16.9
Disagree	87	47.5	47.5	64.5
Strongly Disagree	65	35.5	35.5	100.0
Total	183	100.0	100.0	

I change the station on my vehicle's radio because I can create my own program by choosing bits and pieces from several different stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	20	10.9	10.9	10.9
Agree	61	33.3	33.3	44.3
Disagree	53	29.0	29.0	73.2
Strongly Disagree	49	26.8	26.8	100.0
Total	183	100.0	100.0	

I change the station on my vehicle's radio because I get to hear more music.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	91	49.7	49.7	49.7
Agree	73	39.9	39.9	89.6
Disagree	11	6.0	6.0	95.6
Strongly Disagree	8	4.4	4.4	100.0
Total	183	100.0	100.0	

I change the station on my vehicle's radio because it's possible to control what others hear.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	4	2.2	2.2	2.2
Agree	28	15.3	15.3	17.5
Disagree	78	42.6	42.6	60.1
Strongly Disagree	73	39.9	39.9	100.0
Total	183	100.0	100.0	

I change the station on my vehicle's radio because I can hear a greater variety of stations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	50	27.3	27.3	27.3
Agree	93	50.8	50.8	78.1
Disagree	25	13.7	13.7	91.8
Strongly Disagree	15	8.2	8.2	100.0
Total	183	100.0	100.0	

I change the station on my vehicle's radio because I can catch a weather report almost anytime.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	6	3.3	3.3	3.3
Agree	37	20.2	20.2	23.5
Disagree	84	45.9	45.9	69.4
Strongly Disagree	56	30.6	30.6	100.0
Total	183	100.0	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening in your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5.00	3	1.6	1.6	1.6
10.00	4	2.2	2.2	3.8
15.00	2	1.1	1.1	4.9
20.00	6	3.3	3.3	8.2
25.00	1	.5	.5	8.7
30.00	5	2.7	2.7	11.5
40.00	1	.5	.5	12.0
45.00	3	1.6	1.6	13.7
50.00	14	7.7	7.7	21.3
60.00	6	3.3	3.3	24.6
65.00	1	.5	.5	25.1
66.00	1	.5	.5	25.7
70.00	2	1.1	1.1	26.8
72.00	1	.5	.5	27.3
75.00	11	6.0	6.0	33.3
80.00	16	8.7	8.7	42.1
85.00	3	1.6	1.6	43.7
90.00	28	15.3	15.3	59.0
93.00	1	.5	.5	59.6
95.00	17	9.3	9.3	68.9
99.00	8	4.4	4.4	73.2
100.00	49	26.8	26.8	100.0
Total	183	100.0	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening alone?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	6	3.3	3.3	3.3
1.00	1	.5	.5	3.8
5.00	5	2.7	2.7	6.6
10.00	3	1.6	1.6	8.2
15.00	2	1.1	1.1	9.3
20.00	4	2.2	2.2	11.5
25.00	4	2.2	2.2	13.7
27.00	1	.5	.5	14.3
30.00	3	1.6	1.6	15.9
40.00	10	5.5	5.5	21.4
43.00	1	.5	.5	22.0
45.00	3	1.6	1.6	23.6
50.00	25	13.7	13.7	37.4
55.00	1	.5	.5	37.9
60.00	4	2.2	2.2	40.1
65.00	2	1.1	1.1	41.2
70.00	10	5.5	5.5	46.7
75.00	20	10.9	11.0	57.7
80.00	23	12.6	12.6	70.3
85.00	9	4.9	4.9	75.3
89.00	1	.5	.5	75.8
90.00	23	12.6	12.6	88.5
95.00	9	4.9	4.9	93.4
98.00	1	.5	.5	94.0
99.00	2	1.1	1.1	95.1
100.00	9	4.9	4.9	100.0
Total	182	99.5	100.0	
Missing System	1	.5		
Total	183	100.0		

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
8.00	1	.5	.5	.5
10.00	3	1.6	1.6	2.2
15.00	1	.5	.5	2.7
20.00	3	1.6	1.6	4.4
30.00	5	2.7	2.7	7.1
35.00	3	1.6	1.6	8.7
40.00	7	3.8	3.8	12.6
45.00	1	.5	.5	13.1
50.00	8	4.4	4.4	17.5
60.00	5	2.7	2.7	20.2
65.00	1	.5	.5	20.8
66.00	1	.5	.5	21.3
70.00	8	4.4	4.4	25.7
72.00	1	.5	.5	26.2
75.00	11	6.0	6.0	32.2
80.00	14	7.7	7.7	39.9
85.00	9	4.9	4.9	44.8
86.00	1	.5	.5	45.4
90.00	39	21.3	21.3	66.7
95.00	17	9.3	9.3	76.0
96.00	1	.5	.5	76.5
98.00	2	1.1	1.1	77.6
99.00	8	4.4	4.4	82.0
100.00	33	18.0	18.0	100.0
Total	183	100.0	100.0	

Of all the time you spend listening to broadcast radio, what percentage of time is spent listening to talk shows?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
.00	83	45.4	45.4	45.4
.50	1	.5	.5	45.9
1.00	6	3.3	3.3	49.2
2.00	4	2.2	2.2	51.4
5.00	21	11.5	11.5	62.8
6.00	1	.5	.5	63.4
7.00	1	.5	.5	63.9
10.00	21	11.5	11.5	75.4
15.00	10	5.5	5.5	80.9
20.00	7	3.8	3.8	84.7
24.00	1	.5	.5	85.2
25.00	4	2.2	2.2	87.4
30.00	4	2.2	2.2	89.6
33.00	1	.5	.5	90.2
35.00	1	.5	.5	90.7
50.00	7	3.8	3.8	94.5
60.00	5	2.7	2.7	97.3
65.00	2	1.1	1.1	98.4
70.00	1	.5	.5	98.9
90.00	2	1.1	1.1	100.0
Total	183	100.0	100.0	

Of all the time you spend listening to broadcast radio what percentage of time is spent listening to national personalities like ManCow, Howard Stern, Rush Limbaugh or Dr. Laura?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	105	57.4	57.4	57.4
1.00	4	2.2	2.2	59.6
2.00	6	3.3	3.3	62.8
3.00	2	1.1	1.1	63.9
4.00	2	1.1	1.1	65.0
5.00	18	9.8	9.8	74.9
8.00	1	.5	.5	75.4
10.00	15	8.2	8.2	83.6
15.00	6	3.3	3.3	86.9
20.00	8	4.4	4.4	91.3
24.00	1	.5	.5	91.8
25.00	4	2.2	2.2	94.0
40.00	2	1.1	1.1	95.1
50.00	2	1.1	1.1	96.2
60.00	2	1.1	1.1	97.3
65.00	1	.5	.5	97.8
70.00	1	.5	.5	98.4
75.00	3	1.6	1.6	100.0
Total	183	100.0	100.0	

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of the time do you use the scan, seek or tune buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	48	26.2	26.2	26.2
1.00	4	2.2	2.2	28.4
2.00	11	6.0	6.0	34.4
3.00	1	.5	.5	35.0
4.00	1	.5	.5	35.5
5.00	1	.5	.5	36.1
10.00	27	14.8	14.8	50.8
15.00	8	4.4	4.4	55.2
20.00	12	6.6	6.6	61.7
25.00	12	6.6	6.6	68.3
30.00	8	4.4	4.4	72.7
33.00	1	.5	.5	73.2
35.00	1	.5	.5	73.8
40.00	6	3.3	3.3	77.0
50.00	24	13.1	13.1	90.2
75.00	5	2.7	2.7	92.9
80.00	2	1.1	1.1	94.0
85.00	1	.5	.5	94.5
95.00	1	.5	.5	95.1
99.00	1	.5	.5	95.6
100.00	8	4.4	4.4	100.0
Total	183	100.0	100.0	

Of all the time you spend listening to broadcast radio, when you do change the station, what percentage of time do you use the preset channel buttons?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
.00	8	4.4	4.4	4.4
1.00	1	.5	.5	4.9
5.00	1	.5	.5	5.5
10.00	2	1.1	1.1	6.6
20.00	1	.5	.5	7.1
25.00	3	1.6	1.6	8.7
50.00	24	13.1	13.1	21.9
60.00	6	3.3	3.3	25.1
65.00	1	.5	.5	25.7
66.00	1	.5	.5	26.2
70.00	8	4.4	4.4	30.6
75.00	14	7.7	7.7	38.3
80.00	11	6.0	6.0	44.3
85.00	9	4.9	4.9	49.2
90.00	25	13.7	13.7	62.8
94.00	1	.5	.5	63.4
95.00	2	1.1	1.1	64.5
96.00	1	.5	.5	65.0
98.00	10	5.5	5.5	70.5
99.00	5	2.7	2.7	73.2
100.00	49	26.8	26.8	100.0
Total	183	100.0	100.0	

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Female	110	60.1	61.1	61.1
Male	70	38.3	38.9	100.0
Total	180	98.4	100.0	
Missing	3	1.6		
System				
Total	183	100.0		

What is your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Asian/Pacific Islander	2	1.1	1.1	1.1
Black	9	4.9	5.0	6.1
Caucasian/White	158	86.3	87.8	93.9
Hispanic/Latino	1	.5	.6	94.4
Multiracial	4	2.2	2.2	96.7
Other	1	.5	.6	97.2
I'd rather not answer	5	2.7	2.8	100.0
Total	180	98.4	100.0	
Missing	3	1.6		
System				
Total	183	100.0		

How old are you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
18.00	10	5.5	5.6	5.6
19.00	23	12.6	12.8	18.4
20.00	36	19.7	20.1	38.5
21.00	46	25.1	25.7	64.2
22.00	17	9.3	9.5	73.7
23.00	17	9.3	9.5	83.2
24.00	3	1.6	1.7	84.9
25.00	6	3.3	3.4	88.3
26.00	1	.5	.6	88.8
27.00	5	2.7	2.8	91.6
29.00	2	1.1	1.1	92.7
30.00	1	.5	.6	93.3
31.00	4	2.2	2.2	95.5
32.00	1	.5	.6	96.1
33.00	1	.5	.6	96.6
34.00	1	.5	.6	97.2
37.00	1	.5	.6	97.8
40.00	1	.5	.6	98.3
41.00	1	.5	.6	98.9
43.00	1	.5	.6	99.4
45.00	1	.5	.6	100.0
Total	179	97.8	100.0	
Missing System	4	2.2		
Total	183	100.0		

Are you currently a registered student at the University of Tennessee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	180	98.4	100.0	100.0
Missing System	3	1.6		
Total	183	100.0		

Appendix D

Data

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	vehicle	weekly	days	hours	before8	am8to10
1	No	.	.	.	.	.
2	Yes	Yes	7 Days	2 hours	No	Yes
3	Yes	Yes	7 Days	3 hours	Yes	Yes
4	Yes	Yes	4.50	2 hours	No	No
5	Yes	Yes	7 Days	10 hours	Yes	Yes
6	Yes	Yes	5 Days	1 hour	No	No
7	Yes	Yes	5 Days	2 hours	No	Yes
8	Yes	Yes	7 Days	10 hours	Yes	Yes
9	Yes	Yes	5 Days	1 hour	Yes	No
10	Yes	Yes	7 Days	2 hours	No	No
11	Yes	Yes	7 Days	2 hours	Yes	No
12	Yes	Yes	7 Days	1.75	Yes	Yes
13	Yes	Yes	5 Days	10 hours	No	No
14	Yes	Yes	7 Days	10 hours	Yes	Yes

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	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
1	.	.	.	.	.	.
2	Yes	Yes	Yes	Yes	Yes	.
3	No	No	No	Yes	Yes	6 Buttons
4	No	No	No	No	Yes	5 Buttons
5	No	Yes	Yes	Yes	No	5 Buttons
6	No	No	Yes	No	Yes	6 Buttons
7	No	No	No	No	Yes	5 Buttons
8	Yes	Yes	Yes	No	No	.
9	Yes	Yes	No	No	Yes	6 Buttons
10	No	No	Yes	No	No	5 Buttons
11	No	Yes	No	No	No	5 Buttons
12	Yes	Yes	Yes	Yes	Yes	12.00
13	No	No	No	Yes	Yes	6 Buttons
14	Yes	Yes	Yes	Yes	No	.

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	program	totalfm	currntfm	regfm	reprogram	change
1	.	.	.	.	.	.
2	No	.	1 Station	.	Never	Very Ofte
3	Yes	6 Station	6 Station	3 Station	Seldom	Seldom
4	Yes	5 Station	5 Station	3 Station	Sometime	Often
5	Yes	5 Station	5 Station	3 Station	Very Ofte	Often
6	Yes	12 Statio	6 Station	3 Station	Seldom	Often
7	Yes	5 Station	5 Station	0 Station	Never	Seldom
8	Yes	.	.	.	Seldom	Sometime
9	Yes	12 Statio	12 Statio	7 Station	Seldom	Very Ofte
10	Yes	5 Station	5 Station	4 Station	Seldom	Often
11	Yes	10 Sation	6 Station	2 Station	Seldom	Sometime
12	Yes	12 Statio	9 Station	4 Station	Seldom	Very Ofte
13	Yes	6 Station	6 Station	2 Station	Seldom	Often
14	Yes	12 Statio	12 Statio	5 Station	Never	Sometime

Wednesday, 26 September, 2001 08:32:02 PM

3/176

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	scan	preset	ads	play	goodstf	news
1	.	.	.	.	.	.
2	Often	Seldom	Agree	Agree	Strongly	Disagree
3	Seldom	Sometime	Agree	Disagree	Disagree	Disagree
4	Sometime	Very Ofte	Agree	Strongly	Disagree	Disagree
5	Seldom	Often	Strongly	Disagree	Agree	Disagree
6	Seldom	Very Ofte	Strongly	Strongly	Disagree	Strongly
7	Seldom	Never	Strongly	Strongly	Strongly	Strongly
8	Sometime	Often	Agree	Disagree	Disagree	Disagree
9	Sometime	Very Ofte	Strongly	Strongly	Strongly	Agree
10	Never	Very Ofte	Agree	Disagree	Agree	Disagree
11	Seldom	Very Ofte	Agree	Strongly	Disagree	Strongly
12	Seldom	Very Ofte	Strongly	Disagree	Disagree	Strongly
13	Never	Often	Strongly	Agree	Agree	Agree
14	Never	Very Ofte	Disagree	Strongly	Disagree	Disagree

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	person	songs	newscast	traffic	control	todo
1	.	.	.	.	.	.
2	Agree	Agree	Disagree	Disagree	Disagree	Agree
3	Agree	Agree	Disagree	Disagree	Disagree	Disagree
4	Agree	Agree	Disagree	Strongly	Disagree	Strongly
5	Agree	Disagree	Strongly	Strongly	Strongly	Disagree
6	Agree	Strongly	Strongly	Disagree	Strongly	Strongly
7	Disagree	Agree	Disagree	Disagree	Disagree	Strongly
8	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
9	Strongly	Strongly	Disagree	Disagree	Strongly	Agree
10	Strongly	Disagree	Strongly	Strongly	Agree	Disagree
11	Strongly	Agree	Disagree	Strongly	Disagree	Strongly
12	Agree	Agree	Disagree	Agree	Disagree	Agree
13	Strongly	Agree	Strongly	Strongly	Strongly	Disagree
14	Strongly	Agree	Agree	Agree	Strongly	Disagree

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	boredom	sports	bits	music	others	variety
1	.	.	.	.	.	.
2	Strongly	Disagree	Disagree	Strongly	Agree	Agree
3	Disagree	Disagree	Disagree	Agree	Disagree	Disagree
4	Agree	Disagree	Strongly	Agree	Agree	Agree
5	Agree	Strongly	Strongly	Strongly	Agree	Agree
6	Disagree	Disagree	Agree	Agree	Strongly	Agree
7	Strongly	Strongly	Agree	Strongly	Disagree	Agree
8	Agree	Disagree	Disagree	Agree	Disagree	Agree
9	Strongly	Strongly	Agree	Strongly	Strongly	Strongly
10	Agree	Strongly	Agree	Strongly	Agree	Agree
11	Strongly	Disagree	Strongly	Agree	Strongly	Agree
12	Agree	Disagree	Disagree	Disagree	Disagree	Agree
13	Agree	Disagree	Strongly	Strongly	Disagree	Strongly
14	Strongly	Strongly	Strongly	Strongly	Strongly	Disagree

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	weather	cartime	alone	tunes	talk	national
1	.	.	.	.	.	.
2	Disagree	80.00	80.00	60.00	30.00	20.00
3	Disagree	100.00	75.00	100.00	5.00	5.00
4	Agree	45.00	5.00	80.00	10.00	10.00
5	Agree	50.00	50.00	90.00	.00	.00
6	Strongly	95.00	95.00	80.00	15.00	.00
7	Strongly	20.00	15.00	20.00	.00	.00
8	Disagree	90.00	90.00	40.00	50.00	10.00
9	Agree	100.00	100.00	98.00	2.00	2.00
10	Agree	95.00	80.00	80.00	10.00	10.00
11	Strongly	100.00	85.00	35.00	65.00	2.00
12	Disagree	72.00	43.00	72.00	6.00	.00
13	Disagree	100.00	100.00	100.00	.00	.00
14	Disagree	50.00	50.00	10.00	90.00	75.00

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	seekchg	prsetchg	gender	race	age	student
1	.	.	.	.	.	.
2	99.00	1.00	Female	Caucasian	29.00	Yes
3	2.00	98.00	Male	Caucasian	22.00	Yes
4	20.00	80.00	Female	Multiracia	27.00	Yes
5	30.00	70.00	Female	Caucasian	23.00	Yes
6	10.00	90.00	Male	Caucasian	22.00	Yes
7	.00	.00	Female	Black	21.00	Yes
8	20.00	90.00	Male	Caucasian	22.00	Yes
9	5.00	95.00	Female	Caucasian	21.00	Yes
10	.00	100.00	Male	Caucasian	23.00	Yes
11	4.00	96.00	Male	Caucasian	27.00	Yes
12	.00	100.00	Female	Caucasian	22.00	Yes
13	.00	100.00	Male	I'd rather	23.00	Yes
14	25.00	75.00	Male	Caucasian	22.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
15	Yes	Yes	7 Days	3 hours	Yes	Yes
16	Yes	Yes	7 Days	1.50	Yes	No
17	Yes	Yes	7 Days	1 hour	Yes	No
18	Yes	Yes	5 Days	1 hour	No	No
19	Yes	Yes	7 Days	1 hour	No	No
20	Yes	Yes	7 Days	8 hours	No	Yes
21	Yes	Yes	7 Days	1.50	No	Yes
22	No	.	.	.	.	.
23	Yes	Yes	1 Day	.00	No	No
24	Yes	Yes	7 Days	10 hours	Yes	No
25	Yes	Yes	7 Days	2 hours	Yes	Yes
26	Yes	Yes	5 Days	6 hours	Yes	No
27	Yes	Yes	3 Days	3 hours	No	No
28	Yes	Yes	7 Days	1.50	Yes	Yes

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	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
15	No	Yes	Yes	No	Yes	.
16	Yes	No	No	No	No	6 Buttons
17	No	No	No	No	Yes	6 Buttons
18	No	No	Yes	Yes	Yes	7 Buttons
19	No	No	No	Yes	Yes	5 Buttons
20	No	Yes	No	Yes	Yes	6 Buttons
21	Yes	Yes	Yes	No	No	5 Buttons
22	.	.	.	.	.	.
23	No	No	No	No	No	8 Buttons
24	Yes	No	No	No	Yes	6 Buttons
25	No	No	No	Yes	Yes	5 Buttons
26	No	No	Yes	No	Yes	6 Buttons
27	Yes	No	No	Yes	Yes	6 Buttons
28	Yes	Yes	No	Yes	Yes	6 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
15	Yes	6 Station	6 Station	1 Station	Never	Never
16	Yes	18 Statio	6 Station	6 Station	Seldom	Sometime
17	Yes	6 Station	6 Station	3 Station	Often	Very Ofte
18	No	7 Station	7 Station	3 Station	Seldom	Sometime
19	Yes	5 Station	1 Station	1 Station	Sometime	Sometime
20	Yes	12 Statio	6 Station	3 Station	Sometime	Very Ofte
21	Yes	5 Station	5 Station	2 Station	Seldom	Often
22	.	.	.	.	.	.
23	Yes	16 Statio	4 Station	0 Station	Never	Never
24	Yes	6 Station	6 Station	6 Station	Sometime	Often
25	No	10 Sation	10 Statio	0 Station	Never	Sometime
26	Yes	12 Statio	6 Station	5 Station	Seldom	Very Ofte
27	Yes	4 Station	2 Station	2 Station	Seldom	Sometime
28	Yes	6 Station	6 Station	5 Station	Never	Very Ofte

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	scan	preset	ads	play	goodstf	news
15	Never	Never	.	.	.	.
16	Seldom	Often	Strongly	Strongly	Agree	Strongly
17	Very Ofte	Often	Agree	Strongly	Agree	Strongly
18	Sometime	Very Ofte	Strongly	Disagree	Disagree	Disagree
19	Often	Seldom	Agree	Disagree	Disagree	Agree
20	Sometime	Very Ofte	Strongly	Strongly	Agree	Agree
21	Often	Sometime	Disagree	Strongly	Disagree	Disagree
22	.	.	.	.	.	.
23	Often	Sometime	Strongly	Strongly	Strongly	Agree
24	Seldom	Very Ofte	Agree	Strongly	Disagree	Disagree
25	Sometime	Never	Disagree	Strongly	Agree	Disagree
26	Seldom	Very Ofte	Strongly	Disagree	Disagree	Agree
27	Seldom	Sometime	Agree	Strongly	Disagree	Disagree
28	Seldom	Very Ofte	Strongly	Strongly	Strongly	Disagree

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	person	songs	newscast	traffic	control	todo
15	.	.	.	.	.	.
16	Agree	Agree	Disagree	Disagree	Disagree	Disagree
17	Agree	Agree	Disagree	Disagree	Strongly	Disagree
18	Agree	Disagree	Disagree	Disagree	Agree	Disagree
19	Disagree	Disagree	Disagree	Disagree	Disagree	Agree
20	Agree	Disagree	Disagree	Agree	Agree	Disagree
21	Agree	Disagree	Disagree	Disagree	Disagree	Disagree
22	.	.	.	.	.	.
23	Agree	Agree	Strongly	Strongly	Strongly	Strongly
24	Agree	Agree	Disagree	Disagree	Disagree	Disagree
25	Strongly	Strongly	Strongly	Strongly	Strongly	Disagree
26	Strongly	Agree	Agree	Agree	Strongly	Agree
27	Disagree	Agree	Disagree	Strongly	Agree	Strongly
28	Agree	Agree	Disagree	Disagree	Agree	Agree

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	boredom	sports	bits	music	others	variety
15	.	.	.	.	.	.
16	Agree	Disagree	Disagree	Agree	Strongly	Disagree
17	Agree	Agree	Agree	Agree	Strongly	Agree
18	Agree	Disagree	Disagree	Agree	Disagree	Agree
19	Agree	Agree	Disagree	Strongly	Disagree	Agree
20	Strongly	Disagree	Agree	Strongly	Disagree	Agree
21	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
22	.	.	.	.	.	.
23	Strongly	Strongly	Strongly	Strongly	Disagree	Disagree
24	Disagree	Strongly	Agree	Agree	Disagree	Agree
25	Agree	Disagree	Strongly	Strongly	Strongly	Agree
26	Agree	Disagree	Strongly	Strongly	Disagree	Agree
27	Agree	Strongly	Strongly	Agree	Disagree	Strongly
28	Strongly	Disagree	Strongly	Strongly	Strongly	Strongly

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	weather	cartime	alone	tunes	talk	national
15	.	100.00	50.00	50.00	25.00	25.00
16	Disagree	95.00	95.00	20.00	80.00	80.00
17	Disagree	90.00	90.00	85.00	50.00	5.00
18	Disagree	50.00	100.00	80.00	5.00	5.00
19	Agree	10.00	70.00	90.00	.00	.00
20	Agree	60.00	85.00	30.00	1.00	.00
21	Disagree	100.00	90.00	90.00	10.00	.00
22	.	.	.	.	.	.
23	Agree	100.00	90.00	80.00	.00	.00
24	Disagree	80.00	50.00	100.00	.00	.00
25	Disagree	80.00	95.00	10.00	90.00	50.00
26	Agree	95.00	99.00	99.00	1.00	.00
27	Strongly	50.00	50.00	50.00	5.00	5.00
28	Disagree	90.00	5.00	90.00	.00	20.00

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	seekchg	prsetchg	gender	race	age	student
15	.	.	Male	Caucasian	23.00	Yes
16	5.00	95.00	Male	Caucasian	23.00	Yes
17	75.00	25.00	Female	Caucasian	23.00	Yes
18	5.00	95.00	Male	Caucasian	23.00	Yes
19	50.00	.00	Male	Asian/Pa	24.00	Yes
20	30.00	70.00	Female	Caucasian	20.00	Yes
21	85.00	10.00	Female	I'd rather	21.00	Yes
22	.	.	.	.	.	.
23	100.00	.00	Female	Caucasian	.	Yes
24	15.00	70.00	Female	I'd rather	20.00	Yes
25	100.00	.00	Male	Caucasian	30.00	Yes
26	5.00	95.00	Male	Caucasian	23.00	Yes
27	10.00	5.00	Female	Black	24.00	Yes
28	15.00	85.00	Female	Caucasian	21.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
29	Yes	Yes	2 Days	.50	No	Yes
30	Yes	Yes	7 Days	4 hours	Yes	Yes
31	Yes	Yes	7 Days	2 hours	Yes	No
32	Yes	Yes	3 Days	4 hours	No	No
33	Yes	Yes	3 Days	1 hour	Yes	No
34	Yes	Yes	1 Day	1 hour	No	No
35	Yes	Yes	7 Days	1.50	No	Yes
36	Yes	Yes	7 Days	1 hour	No	Yes
37	Yes	Yes	7 Days	2 hours	No	No
38	Yes	Yes	7 Days	2 hours	No	Yes
39	Yes	Yes	5 Days	1 hour	No	Yes
40	Yes	Yes	6 Days	2 hours	No	Yes
41	Yes	Yes	3 Days	1 hour	No	Yes
42	Yes	Yes	4 Days	.50	No	Yes

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	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
29	No	No	No	No	No	6 Buttons
30	No	No	Yes	Yes	Yes	12.00
31	No	No	No	Yes	No	6 Buttons
32	No	No	No	Yes	No	5 Buttons
33	No	Yes	No	No	No	6 Buttons
34	No	No	No	No	Yes	6 Buttons
35	Yes	No	No	Yes	Yes	6 Buttons
36	No	Yes	No	No	No	6 Buttons
37	Yes	No	Yes	No	Yes	6 Buttons
38	No	No	Yes	No	Yes	6 Buttons
39	No	No	Yes	No	No	6 Buttons
40	No	No	No	No	Yes	6 Buttons
41	No	No	No	Yes	No	6 Buttons
42	No	No	No	No	Yes	6 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
29	Yes	12 Statio	6 Station	4 Station	Never	Very Ofte
30	Yes	12 Statio	12 Statio	10 Statio	Seldom	Very Ofte
31	Yes	6 Station	5 Station	0 Station	Seldom	Seldom
32	No	5 Station	5 Station	0 Station	Never	Never
33	Yes	6 Station	4 Station	2 Station	Never	Often
34	Yes	12 Statio	6 Station	4 Station	Never	Very Ofte
35	Yes	12 Statio	12 Statio	8 Station	Never	Very Ofte
36	Yes	6 Station	6 Station	4 Station	Seldom	Very Ofte
37	Yes	12 Statio	12 Statio	4 Station	Sometime	Very Ofte
38	Yes	6 Station	3 Station	1 Station	Sometime	Very Ofte
39	Yes	12 Statio	12 Statio	1 Station	Seldom	Never
40	Yes	12 Statio	12 Statio	6 Station	Seldom	Often
41	Yes	12 Statio	12 Statio	3 Station	Never	Often
42	Yes	6 Station	6 Station	2 Station	Seldom	Often

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	scan	preset	ads	play	goodstf	news
29	Seldom	Very Ofte	Strongly	Disagree	Strongly	Agree
30	Never	Very Ofte	Agree	Strongly	Strongly	Disagree
31	Seldom	Seldom	Disagree	Strongly	Strongly	Strongly
32	Never	Never	Strongly	Strongly	Strongly	Strongly
33	Seldom	Often	Agree	Disagree	Disagree	Agree
34	Sometime	Often	Strongly	Agree	Agree	Strongly
35	Seldom	Very Ofte	Strongly	Disagree	Strongly	Strongly
36	Seldom	Very Ofte	Strongly	Disagree	Agree	Agree
37	Seldom	Very Ofte	Strongly	Disagree	Agree	Agree
38	Very Ofte	Seldom	Strongly	Strongly	Strongly	Disagree
39	Seldom	Never	Disagree	Strongly	Strongly	Disagree
40	Never	Very Ofte	Strongly	Strongly	Strongly	Disagree
41	Never	Often	Strongly	Disagree	Agree	Disagree
42	Seldom	Often	Agree	Disagree	Strongly	Disagree

dbase.sav

	person	songs	newscast	traffic	control	todo
29	Agree	Agree	Disagree	Strongly	Agree	Disagree
30	Disagree	Agree	Disagree	Strongly	Agree	Strongly
31	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
32	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
33	Strongly	Strongly	Agree	Agree	Disagree	Disagree
34	Strongly	Agree	Strongly	Strongly	Agree	Agree
35	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
36	Strongly	Strongly	Agree	Disagree	Agree	Agree
37	Strongly	Disagree	Agree	Strongly	Disagree	Disagree
38	Strongly	Disagree	Strongly	Strongly	Disagree	Strongly
39	Disagree	Strongly	Strongly	Strongly	Disagree	Strongly
40	Agree	Strongly	Agree	Disagree	Agree	Disagree
41	Agree	Disagree	Disagree	Disagree	Disagree	Disagree
42	Agree	Agree	Disagree	Agree	Disagree	Disagree

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	boredom	sports	bits	music	others	variety
29	Agree	Strongly	Agree	Strongly	Agree	Strongly
30	Strongly	Agree	Agree	Agree	Disagree	Agree
31	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
32	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
33	Agree	Agree	Agree	Strongly	Agree	Agree
34	Agree	Strongly	Strongly	Disagree	Disagree	Strongly
35	Disagree	Disagree	Disagree	Strongly	Strongly	Agree
36	Strongly	Disagree	Agree	Strongly	Disagree	Disagree
37	Strongly	Strongly	Agree	Strongly	Disagree	Agree
38	Strongly	Strongly	Disagree	Strongly	Strongly	Strongly
39	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
40	Strongly	Agree	Disagree	Strongly	Disagree	Strongly
41	Strongly	Agree	Disagree	Strongly	Disagree	Disagree
42	Agree	Disagree	Disagree	Agree	Disagree	Disagree

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	weather	cartime	alone	tunes	talk	national
29	Agree	100.00	100.00	100.00	.00	.00
30	Agree	80.00	40.00	90.00	10.00	25.00
31	Strongly	50.00	75.00	75.00	.00	.00
32	Strongly	30.00	30.00	30.00	.00	.00
33	Disagree	50.00	100.00	80.00	20.00	20.00
34	Strongly	75.00	25.00	100.00	.00	.00
35	Disagree	96.00	93.00	99.00	.00	.00
36	Disagree	75.00	95.00	90.00	.00	.00
37	Agree	93.00	95.00	95.00	5.00	5.00
38	Disagree	70.00	65.00	70.00	.00	.00
39	Strongly	100.00	70.00	90.00	.00	.00
40	Agree	95.00	90.00	95.00	2.00	3.00
41	Agree	10.00	80.00	95.00	.00	.00
42	Disagree	100.00	95.00	75.00	24.00	.00

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	seekchg	prsetchg	gender	race	age	student
29	.00	100.00	Female	Caucasian	23.00	Yes
30	.00	100.00	Female	Caucasian	22.00	Yes
31	1.00	1.00	Female	Black	21.00	Yes
32	.00	.00	Female	Black	29.00	Yes
33	.00	80.00	Female	Asian/Pa	23.00	Yes
34	50.00	50.00	Female	Caucasian	21.00	Yes
35	5.00	95.00	Female	Caucasian	21.00	Yes
36	5.00	95.00	Female	Caucasian	21.00	Yes
37	2.00	98.00	Female	Caucasian	22.00	Yes
38	100.00	.00	Male	Hispanic/	21.00	Yes
39	.00	100.00	Female	Caucasian	19.00	Yes
40	5.00	95.00	Female	Caucasian	22.00	Yes
41	.00	100.00	Male	Caucasian	21.00	Yes
42	1.00	99.00	Male	Caucasian	19.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
43	Yes	Yes	7 Days	1 hour	Yes	No
44	Yes	Yes	1 Day	2 hours	No	Yes
45	Yes	Yes	7 Days	1 hour	No	Yes
46	Yes	Yes	7 Days	1.50	No	Yes
47	Yes	Yes	7 Days	1 hour	No	Yes
48	Yes	Yes	3 Days	.50	Yes	No
49	Yes	Yes	7 Days	1 hour	No	Yes
50	Yes	Yes	7 Days	1 hour	No	Yes
51	Yes	Yes	7 Days	1 hour	No	No
52	Yes	Yes	7 Days	1.50	No	Yes
53	Yes	Yes	3 Days	1 hour	Yes	Yes
54	Yes	Yes	5 Days	1.50	Yes	No
55	Yes	Yes	3 Days	1 hour	No	No
56	Yes	Yes	7 Days	1 hour	No	No

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	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
43	No	No	No	Yes	Yes	6 Buttons
44	No	No	No	No	Yes	6 Buttons
45	No	No	No	Yes	No	7 Buttons
46	Yes	Yes	No	Yes	No	6 Buttons
47	No	Yes	No	No	Yes	6 Buttons
48	No	No	No	Yes	No	12.00
49	No	No	Yes	No	Yes	6 Buttons
50	Yes	Yes	No	No	No	6 Buttons
51	No	Yes	No	Yes	Yes	6 Buttons
52	No	Yes	No	Yes	Yes	6 Buttons
53	Yes	No	No	No	Yes	4 Buttons
54	Yes	No	No	Yes	Yes	6 Buttons
55	No	No	No	Yes	Yes	10 Butto
56	Yes	No	No	No	Yes	6 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
43	Yes	6 Station	6 Station	2 Station	Seldom	Seldom
44	Yes	12 Statio	12 Statio	5 Station	Seldom	Seldom
45	Yes	7 Station	7 Station	1 Station	Never	Seldom
46	Yes	18 Statio	18 Statio	8 Station	Seldom	Very Ofte
47	Yes	6 Station	6 Station	2 Station	Never	Often
48	No	12 Statio	12 Statio	2 Station	Never	Often
49	Yes	12 Statio	4 Station	3 Station	Seldom	Often
50	Yes	12 Statio	6 Station	3 Station	Seldom	Often
51	Yes	6 Station	6 Station	2 Station	Never	Very Ofte
52	Yes	6 Station	6 Station	6 Station	Seldom	Often
53	No	4 Station	4 Station	4 Station	Never	Often
54	Yes	6 Station	6 Station	5 Station	Seldom	Often
55	Yes	10 Statio	10 Statio	3 Station	Seldom	Sometime
56	Yes	6 Station	6 Station	4 Station	Seldom	Often

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	scan	preset	ads	play	goodstf	news
43	Seldom	Sometime	Disagree	Strongly	Strongly	Strongly
44	Seldom	Seldom	Strongly	Strongly	Disagree	Disagree
45	Never	Often	Agree	Strongly	Disagree	Disagree
46	Seldom	Very Ofte	Strongly	Strongly	Agree	Agree
47	Very Ofte	Seldom	Agree	Strongly	Agree	Disagree
48	Seldom	Very Ofte	Strongly	Strongly	Agree	Agree
49	Sometime	Very Ofte	Strongly	Strongly	Agree	Strongly
50	Sometime	Very Ofte	Strongly	Strongly	Agree	Disagree
51	Never	Very Ofte	Strongly	Strongly	Disagree	Strongly
52	Seldom	Often	Agree	Strongly	Agree	Agree
53	Often	Often	Strongly	Strongly	Agree	Disagree
54	Sometime	Very Ofte	Strongly	Strongly	Agree	Disagree
55	Seldom	Often	Disagree	Strongly	Disagree	Agree
56	Seldom	Very Ofte	Strongly	Disagree	Agree	Disagree

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	person	songs	newscast	traffic	control	todo
43	Agree	Disagree	Disagree	Disagree	Disagree	Strongly
44	Agree	Strongly	Strongly	Disagree	Disagree	Disagree
45	Agree	Disagree	Disagree	Disagree	Agree	Disagree
46	Strongly	Strongly	Strongly	Strongly	Strongly	Disagree
47	Agree	Strongly	Strongly	Strongly	Disagree	Disagree
48	Strongly	Agree	Disagree	Agree	Strongly	Disagree
49	Strongly	Agree	Strongly	Strongly	Strongly	Disagree
50	Disagree	Agree	Disagree	Disagree	Disagree	Disagree
51	Agree	Strongly	Strongly	Strongly	Strongly	Strongly
52	Agree	Agree	Agree	Disagree	Disagree	Disagree
53	Agree	Agree	Agree	Agree	Agree	Disagree
54	Agree	Agree	Disagree	Agree	Agree	Agree
55	Strongly	Agree	Agree	Agree	Agree	Strongly
56	Agree	Agree	Disagree	Agree	Disagree	Disagree

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	boredom	sports	bits	music	others	variety
43	Agree	Strongly	Strongly	Strongly	Disagree	Disagree
44	Disagree	Disagree	Agree	Strongly	Disagree	Agree
45	Disagree	Disagree	Disagree	Disagree	Disagree	Agree
46	Agree	Agree	Strongly	Disagree	Disagree	Disagree
47	Agree	Disagree	Agree	Agree	Disagree	Agree
48	Strongly	Disagree	Strongly	Agree	Strongly	Agree
49	Disagree	Strongly	Strongly	Agree	Strongly	Agree
50	Agree	Disagree	Strongly	Strongly	Agree	Agree
51	Strongly	Strongly	Strongly	Strongly	Strongly	Agree
52	Agree	Disagree	Agree	Agree	Disagree	Agree
53	Agree	Disagree	Agree	Strongly	Disagree	Strongly
54	Agree	Disagree	Agree	Agree	Disagree	Agree
55	Agree	Disagree	Disagree	Agree	Disagree	Agree
56	Agree	Disagree	Agree	Agree	Disagree	Agree

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	weather	cartime	alone	tunes	talk	national
43	Disagree	98.00	95.00	50.00	.00	.00
44	Disagree	95.00	90.00	90.00	.00	5.00
45	Disagree	95.00	95.00	90.00	5.00	.00
46	Disagree	95.00	85.00	60.00	40.00	5.00
47	Disagree	100.00	80.00	75.00	20.00	10.00
48	Agree	5.00	90.00	95.00	.00	.00
49	Strongly	100.00	65.00	90.00	.00	.00
50	Disagree	60.00	75.00	95.00	.00	.00
51	Strongly	100.00	60.00	90.00	10.00	.00
52	Disagree	90.00	70.00	90.00	.00	5.00
53	Strongly	99.00	75.00	99.00	50.00	75.00
54	Disagree	85.00	90.00	85.00	15.00	.00
55	Agree	90.00	75.00	95.00	.00	.00
56	Disagree	85.00	20.00	90.00	10.00	.00

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	seekchg	prsetchg	gender	race	age	student
43	5.00	99.00	Female	Caucasian	34.00	Yes
44	.00	100.00	Female	Caucasian	23.00	Yes
45	.00	100.00	Female	Caucasian	21.00	Yes
46	5.00	95.00	.	Caucasian	21.00	Yes
47	95.00	5.00	Female	Caucasian	23.00	Yes
48	.00	100.00	Female	Caucasian	21.00	Yes
49	25.00	75.00	Female	Caucasian	21.00	Yes
50	25.00	75.00	Female	Caucasian	21.00	Yes
51	.00	100.00	Male	Caucasian	31.00	Yes
52	10.00	90.00	Male	Caucasian	21.00	Yes
53	50.00	50.00	Female	Caucasian	24.00	Yes
54	15.00	85.00	Female	Caucasian	20.00	Yes
55	5.00	95.00	Female	Caucasian	21.00	Yes
56	10.00	90.00	Female	Caucasian	20.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
57	Yes	Yes	7 Days	2 hours	No	Yes
58	Yes	Yes	7 Days	3.50	No	Yes
59	Yes	Yes	1 Day	.25	No	Yes
60	Yes	Yes	7 Days	2 hours	No	No
61	Yes	Yes	7 Days	2.50	No	Yes
62	Yes	Yes	4 Days	1 hour	No	No
63	Yes	Yes	7 Days	2 hours	No	No
64	Yes	Yes	4 Days	2 hours	No	No
65	Yes	Yes	7 Days	2 hours	No	No
66	Yes	Yes	4 Days	.50	No	No
67	Yes	Yes	7 Days	1.50	Yes	No
68	Yes	Yes	7 Days	2 hours	No	No
69	Yes	Yes	7 Days	2.50	No	Yes
70	Yes	Yes	7 Days	4 hours	Yes	No

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	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
57	Yes	Yes	Yes	Yes	Yes	6 Buttons
58	Yes	Yes	Yes	Yes	Yes	5 Buttons
59	No	No	No	No	Yes	4 Buttons
60	No	Yes	No	Yes	Yes	6 Buttons
61	No	Yes	No	No	Yes	6 Buttons
62	Yes	Yes	Yes	Yes	No	5 Buttons
63	No	Yes	No	No	No	6 Buttons
64	No	No	Yes	Yes	Yes	5 Buttons
65	No	No	No	Yes	Yes	6 Buttons
66	Yes	No	Yes	No	Yes	12.00
67	Yes	No	No	Yes	No	6 Buttons
68	No	No	No	Yes	Yes	.
69	No	No	Yes	Yes	Yes	12.00
70	No	No	No	Yes	No	6 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
57	Yes	12 Statio	12 Statio	5 Station	Seldom	Sometime
58	Yes	5 Station	5 Station	5 Station	Seldom	Often
59	Yes	4 Station	4 Station	1 Station	Seldom	Often
60	Yes	12 Statio	12 Statio	6 Station	Sometime	Very Ofte
61	Yes	6 Station	6 Station	3 Station	Seldom	Often
62	Yes	10 Satio	10 Statio	3 Station	Seldom	Often
63	Yes	12 Statio	12 Statio	4 Station	Seldom	Often
64	Yes	7 Station	5 Station	4 Station	Never	Very Ofte
65	Yes	6 Station	6 Station	6 Station	Very Ofte	Very Ofte
66	Yes	12 Statio	6 Station	2.50	Sometime	Sometime
67	Yes	6 Station	6 Station	6 Station	Seldom	Often
68	Yes	12 Statio	12 Statio	4 Station	Sometime	Often
69	Yes	12 Statio	12 Statio	6 Station	Seldom	Often
70	Yes	6 Station	6 Station	2 Station	Seldom	Seldom

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	scan	preset	ads	play	goodstf	news
57	Sometime	Sometime	Agree	Agree	Disagree	Disagree
58	Often	Often	Strongly	Agree	Strongly	Agree
59	Often	Often	Agree	Strongly	Disagree	Disagree
60	Seldom	Very Ofte	Strongly	Disagree	Strongly	Disagree
61	Seldom	Very Ofte	Strongly	Disagree	Agree	Agree
62	Often	Very Ofte	Strongly	Strongly	Agree	Disagree
63	Sometime	Sometime	Agree	Disagree	Agree	Disagree
64	Never	Very Ofte	Strongly	Disagree	Agree	Strongly
65	Sometime	Very Ofte	Strongly	Strongly	Strongly	Agree
66	Seldom	Very Ofte	Agree	Strongly	Disagree	Disagree
67	Never	Very Ofte	Strongly	Strongly	Strongly	Strongly
68	Very Ofte	Seldom	Strongly	Agree	Agree	Strongly
69	Sometime	Very Ofte	Agree	Disagree	Agree	Disagree
70	Never	Seldom	Disagree	Strongly	Strongly	Disagree

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	person	songs	newscast	traffic	control	todo
57	Agree	Disagree	Disagree	Disagree	Disagree	Agree
58	Agree	Agree	Strongly	Strongly	Strongly	Agree
59	Disagree	Strongly	Strongly	Agree	Disagree	Disagree
60	Agree	Strongly	Strongly	Strongly	Disagree	Agree
61	Agree	Agree	Agree	Agree	Strongly	Strongly
62	Agree	Strongly	Disagree	Disagree	Strongly	Agree
63	Agree	Agree	Disagree	Disagree	Agree	Agree
64	Strongly	Disagree	Disagree	Disagree	Agree	Disagree
65	Disagree	Agree	Strongly	Strongly	Disagree	Disagree
66	Agree	Agree	Disagree	Disagree	Agree	Strongly
67	Strongly	Agree	Strongly	Strongly	Strongly	Strongly
68	Agree	Agree	Agree	Agree	Strongly	Strongly
69	Strongly	Agree	Disagree	Disagree	Agree	Disagree
70	Strongly	Strongly	Strongly	Strongly	Agree	Strongly

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	boredom	sports	bits	music	others	variety
57	Agree	Strongly	Disagree	Agree	Disagree	Disagree
58	Agree	Disagree	Disagree	Strongly	Disagree	Strongly
59	Agree	Strongly	Strongly	Disagree	Disagree	Agree
60	Strongly	Disagree	Disagree	Strongly	Disagree	Agree
61	Strongly	Agree	Strongly	Strongly	Agree	Strongly
62	Agree	Strongly	Agree	Strongly	Strongly	Agree
63	Agree	Disagree	Agree	Agree	Disagree	Agree
64	Strongly	Strongly	Agree	Strongly	Disagree	Agree
65	Strongly	Agree	Disagree	Strongly	Strongly	Strongly
66	Agree	Strongly	Strongly	Strongly	Disagree	Agree
67	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
68	Agree	Agree	Agree	Strongly	Disagree	Agree
69	Agree	Disagree	Agree	Strongly	Disagree	Agree
70	Strongly	Strongly	Agree	Disagree	Disagree	Agree

dbase.sav

	weather	cartime	alone	tunes	talk	national
57	Disagree	50.00	50.00	80.00	5.00	4.00
58	Agree	90.00	90.00	95.00	5.00	20.00
59	Disagree	20.00	50.00	30.00	.00	.00
60	Disagree	90.00	75.00	95.00	.00	2.00
61	Agree	100.00	85.00	90.00	10.00	.00
62	Strongly	80.00	89.00	96.00	1.00	1.00
63	Disagree	90.00	90.00	85.00	10.00	60.00
64	Disagree	100.00	.00	95.00	.00	.00
65	Agree	100.00	90.00	100.00	.00	.00
66	Strongly	90.00	80.00	100.00	.00	.00
67	Strongly	50.00	75.00	75.00	1.00	.00
68	Disagree	100.00	50.00	75.00	25.00	.00
69	Disagree	80.00	40.00	90.00	.00	10.00
70	Strongly	80.00	90.00	5.00	95.00	80.00

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	seekchg	prsetchg	gender	race	age	student
57	50.00	50.00	Female	Caucasian	20.00	Yes
58	30.00	70.00	Female	Caucasian	20.00	Yes
59	30.00	70.00	Female	Black	22.00	Yes
60	10.00	95.00	Female	Caucasian	19.00	Yes
61	5.00	95.00	Female	Caucasian	21.00	Yes
62	40.00	60.00	Female	Caucasian	20.00	Yes
63	80.00	70.00	Male	Caucasian	22.00	Yes
64	.00	100.00	Female	Caucasian	20.00	Yes
65	5.00	95.00	Male	Asian/Pa	27.00	Yes
66	10.00	90.00	Female	Caucasian	23.00	Yes
67	2.00	98.00	Female	Caucasian	22.00	Yes
68	.	.	Male	Caucasian	22.00	Yes
69	20.00	80.00	Female	Caucasian	19.00	Yes
70	1.00	90.00	Male	Caucasian	45.00	Yes

dbase.sav

	vehicle	weekly	days	hours	before8	am8to10
71	Yes	Yes	7 Days	2 hours	No	No
72	Yes	Yes	7 Days	1 hour	No	No
73	Yes	Yes	7 Days	2 hours	No	Yes
74	Yes	Yes	6 Days	3 hours	No	No
75	Yes	Yes	7 Days	2.50	No	No
76	Yes	Yes	7 Days	1.50	Yes	No
77	Yes	Yes	7 Days	1 hour	No	No
78	Yes	Yes	7 Days	2.50	No	No
79	Yes	Yes	2 Days	5 hours	No	No
80	Yes	Yes	2 Days	1 hour	No	No
81	Yes	Yes	5 Days	.50	No	No
82	Yes	Yes	5 Days	.50	No	No
83	Yes	Yes	5 Days	1 hour	No	Yes
84	Yes	Yes	7 Days	12 hours	No	Yes

dbase.sav

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
71	Yes	No	No	No	Yes	12.00
72	No	No	Yes	No	No	5 Buttons
73	No	Yes	Yes	No	No	5 Buttons
74	Yes	No	Yes	No	Yes	.
75	No	Yes	No	Yes	Yes	6 Buttons
76	No	No	Yes	No	Yes	6 Buttons
77	Yes	No	Yes	Yes	Yes	12.00
78	Yes	No	Yes	No	Yes	6 Buttons
79	No	Yes	Yes	Yes	Yes	6 Buttons
80	No	No	No	No	Yes	5 Buttons
81	No	No	Yes	Yes	Yes	3 Buttons
82	Yes	No	Yes	No	Yes	.
83	No	No	No	No	No	6 Buttons
84	Yes	Yes	Yes	Yes	Yes	6 Buttons

dbase.sav

	program	totalfm	currntfm	regfm	reprogram	change
71	Yes	12 Statio	12 Statio	4 Station	Never	Often
72	Yes	12 Statio	5 Station	3 Station	Never	Often
73	Yes	10 Sation	5 Station	4 Station	Never	Sometime
74	Yes	18 Statio	8 Station	4 Station	Seldom	Sometime
75	Yes	6 Station	6 Station	6 Station	Never	Very Ofte
76	Yes	6 Station	2 Station	1 Station	Seldom	Seldom
77	Yes	12 Statio	8 Station	4 Station	Seldom	Sometime
78	Yes	6 Station	3 Station	2 Station	Seldom	Often
79	Yes	6 Station	6 Station	3 Station	Seldom	Often
80	Yes	5 Station	5 Station	1 Station	Never	Seldom
81	Yes	6 Station	3 Station	3 Station	Seldom	Often
82	No	6 Station	0 Station	0 Station	Never	Often
83	Yes	6 Station	2 Station	2 Station	Never	Seldom
84	Yes	6 Station	3 Station	3 Station	Seldom	Very Ofte

dbase.sav

	scan	preset	ads	play	goodstf	news
71	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree
72	Sometime	Often	Strongly	Strongly	Disagree	Strongly
73	Seldom	Very Ofte	Strongly	Strongly	Agree	Strongly
74	Seldom	Very Ofte	Agree	Disagree	Agree	Agree
75	Sometime	Very Ofte	Strongly	Strongly	Agree	Disagree
76	Never	Sometime	Strongly	Strongly	Strongly	Strongly
77	Sometime	Often	Agree	Disagree	Agree	Disagree
78	Seldom	Often	Strongly	Strongly	Agree	Disagree
79	Often	Sometime	Strongly	Strongly	Agree	Strongly
80	Seldom	Sometime	Strongly	Strongly	Strongly	Strongly
81	Sometime	Very Ofte	Strongly	Disagree	Agree	Agree
82	Often	Never	Strongly	Strongly	Agree	Strongly
83	Seldom	Sometime	Agree	Disagree	Agree	Disagree
84	Sometime	Very Ofte	Disagree	Strongly	Strongly	Strongly

dbase.sav

	person	songs	newscast	traffic	control	todo
71	Agree	Disagree	Strongly	Strongly	Disagree	Agree
72	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
73	Agree	Agree	Strongly	Strongly	Disagree	Disagree
74	Agree	Disagree	Disagree	Disagree	Strongly	Disagree
75	Agree	Strongly	Strongly	Strongly	Disagree	Agree
76	Agree	Agree	Strongly	Disagree	Strongly	Strongly
77	Agree	Disagree	Disagree	Disagree	Disagree	Agree
78	Agree	Agree	Disagree	Strongly	Disagree	Disagree
79	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
80	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
81	Agree	Disagree	Disagree	Disagree	Disagree	Agree
82	Strongly	Strongly	Strongly	Strongly	Agree	Agree
83	Disagree	Agree	Agree	Agree	Disagree	Agree
84	Strongly	Agree	Disagree	Strongly	Strongly	Disagree

dbase.sav

	boredom	sports	bits	music	others	variety
71	Agree	Strongly	Agree	Strongly	Disagree	Strongly
72	Strongly	Strongly	Disagree	Strongly	Strongly	Agree
73	Agree	Strongly	Disagree	Strongly	Strongly	Agree
74	Strongly	Disagree	Disagree	Agree	Agree	Agree
75	Strongly	Strongly	Disagree	Strongly	Strongly	Agree
76	Agree	Strongly	Strongly	Strongly	Strongly	Strongly
77	Agree	Disagree	Agree	Agree	Disagree	Agree
78	Agree	Disagree	Disagree	Strongly	Disagree	Disagree
79	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
80	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
81	Agree	Disagree	Disagree	Strongly	Strongly	Agree
82	Agree	Strongly	Agree	Agree	Strongly	Agree
83	Agree	Disagree	Disagree	Agree	Disagree	Agree
84	Disagree	Disagree	Disagree	Strongly	Agree	Strongly

dbase.sav

	weather	cartime	alone	tunes	talk	national
71	Strongly	100.00	50.00	90.00	.00	.00
72	Strongly	90.00	.00	90.00	.00	.00
73	Strongly	100.00	80.00	80.00	5.00	5.00
74	Agree	90.00	85.00	99.00	1.00	5.00
75	Strongly	50.00	70.00	100.00	.00	.00
76	Strongly	30.00	45.00	80.00	15.00	.00
77	Disagree	95.00	40.00	90.00	.00	.00
78	Disagree	80.00	70.00	90.00	15.00	15.00
79	Strongly	100.00	50.00	100.00	.00	.00
80	Strongly	100.00	90.00	100.00	.00	.00
81	Agree	45.00	80.00	90.00	5.00	5.00
82	Strongly	100.00	50.00	100.00	.00	.00
83	Disagree	100.00	50.00	70.00	20.00	.00
84	Strongly	60.00	40.00	85.00	.00	.00

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	seekchg	prsetchg	gender	race	age	student
71	10.00	90.00	Female	Caucasian	21.00	Yes
72	.00	100.00	Female	Caucasian	19.00	Yes
73	5.00	95.00	Female	Caucasian	27.00	Yes
74	2.00	98.00	Male	Caucasian	21.00	Yes
75	30.00	70.00	Female	Caucasian	19.00	Yes
76	50.00	50.00	Male	Black	25.00	Yes
77	75.00	75.00	Male	Caucasian	19.00	Yes
78	20.00	85.00	Male	Caucasian	20.00	Yes
79	50.00	50.00	Female	Caucasian	19.00	Yes
80	.00	100.00	Male	Caucasian	23.00	Yes
81	50.00	50.00	Female	Black	21.00	Yes
82	100.00	.00	Male	Caucasian	20.00	Yes
83	10.00	90.00	Female	Black	18.00	Yes
84	25.00	75.00	Female	Black	19.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
85	Yes	Yes	7 Days	1 hour	No	No
86	Yes	Yes	7 Days	2 hours	No	No
87	Yes	Yes	7 Days	1 hour	No	Yes
88	Yes	Yes	5 Days	10 hours	No	No
89	Yes	Yes	6 Days	2 hours	No	No
90	Yes	Yes	1 Day	.50	Yes	No
91	Yes	Yes	7 Days	2 hours	No	Yes
92	Yes	Yes	1 Day	.50	No	No
93	Yes	Yes	7 Days	2 hours	Yes	Yes
94	Yes	Yes	7 Days	1.50	Yes	No
95	Yes	Yes	7 Days	2 hours	No	No
96	Yes	Yes	2 Days	.17	No	Yes
97	Yes	Yes	7 Days	2 hours	No	No
98	Yes	Yes	7 Days	3 hours	No	Yes

dbase.sav

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
85	No	No	Yes	Yes	Yes	6 Buttons
86	Yes	No	No	Yes	Yes	6 Buttons
87	No	No	Yes	No	No	6 Buttons
88	No	Yes	No	No	No	5 Buttons
89	No	No	No	Yes	Yes	6 Buttons
90	No	No	No	No	No	6 Buttons
91	No	No	No	Yes	No	6 Buttons
92	No	No	Yes	No	Yes	14.00
93	No	No	Yes	Yes	Yes	6 Buttons
94	No	No	Yes	No	No	5 Buttons
95	Yes	No	No	No	Yes	6 Buttons
96	No	No	Yes	No	No	5 Buttons
97	No	No	Yes	Yes	No	6 Buttons
98	No	No	No	No	Yes	6 Buttons

dbase.sav

	program	totalfm	currntfm	regfm	reprogram	change
85	Yes	6 Station	6 Station	3 Station	Seldom	Often
86	Yes	12 Statio	10 Statio	6 Station	Never	Very Ofte
87	Yes	12 Statio	.	5 Station	Never	Very Ofte
88	Yes	10 Sation	10 Statio	4 Station	Never	Sometime
89	Yes	6 Station	6 Station	6 Station	Seldom	Very Ofte
90	Yes	6 Station	6 Station	2 Station	Never	Very Ofte
91	Yes	30.00	6 Station	3 Station	Seldom	Sometime
92	Yes	14 Statio	14 Statio	2 Station	Sometime	Often
93	Yes	6 Station	6 Station	3 Station	Seldom	Very Ofte
94	Yes	5 Station	5 Station	4 Station	Seldom	Very Ofte
95	Yes	12 Statio	12 Statio	12 Statio	Sometime	Often
96	Yes	5 Station	5 Station	5 Station	Seldom	Very Ofte
97	Yes	12 Statio	12 Statio	4 Station	Seldom	Often
98	Yes	6 Station	6 Station	2 Station	Never	Sometime

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	scan	preset	ads	play	goodstf	news
85	Sometime	Often	Agree	Strongly	Agree	Agree
86	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree
87	Very Ofte	Very Ofte	Agree	Strongly	Agree	Disagree
88	Never	Very Ofte	Agree	Disagree	Agree	Agree
89	Sometime	Very Ofte	Strongly	Strongly	Strongly	Agree
90	Very Ofte	Sometime	Strongly	Agree	Agree	Agree
91	Seldom	Often	Strongly	Strongly	Disagree	Agree
92	Often	Very Ofte	Strongly	Strongly	Strongly	Strongly
93	Often	Very Ofte	Agree	Strongly	Agree	Disagree
94	Very Ofte	Often	Strongly	Disagree	Strongly	Disagree
95	Seldom	Very Ofte	Agree	Disagree	Strongly	Agree
96	Very Ofte	Often	Strongly	Strongly	Agree	Strongly
97	Seldom	Very Ofte	Agree	Strongly	Disagree	Agree
98	Never	Often	Agree	Strongly	Disagree	Disagree

dbase.sav

	person	songs	newscast	traffic	control	todo
85	Agree	Agree	Agree	Agree	Agree	Agree
86	Agree	Strongly	Strongly	Strongly	Disagree	Strongly
87	Agree	Strongly	Strongly	Strongly	Strongly	Strongly
88	Disagree	Disagree	Strongly	Strongly	Disagree	Strongly
89	Disagree	Strongly	Disagree	Disagree	Disagree	Agree
90	Strongly	Strongly	Disagree	Agree	Agree	Disagree
91	Strongly	Disagree	Disagree	Agree	Agree	Disagree
92	Agree	Strongly	Disagree	Disagree	Strongly	Strongly
93	Disagree	Disagree	Strongly	Disagree	Disagree	Strongly
94	Strongly	Strongly	Disagree	Disagree	Agree	Disagree
95	Disagree	Disagree	Strongly	Agree	Agree	Disagree
96	Agree	Agree	Disagree	Disagree	Disagree	Strongly
97	Disagree	Agree	Strongly	Strongly	Disagree	Disagree
98	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree

dbase.sav

	boredom	sports	bits	music	others	variety
85	Strongly	Disagree	Disagree	Agree	Agree	Agree
86	Agree	Strongly	Agree	Strongly	Strongly	Agree
87	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
88	Agree	Disagree	Disagree	Agree	Disagree	Strongly
89	Agree	Disagree	Disagree	Strongly	Disagree	Agree
90	Agree	Disagree	Disagree	Agree	Agree	Agree
91	Strongly	Strongly	Agree	Strongly	Agree	Agree
92	Agree	Strongly	Strongly	Strongly	Strongly	Strongly
93	Strongly	Agree	Agree	Agree	Disagree	Agree
94	Strongly	Disagree	Agree	Strongly	Disagree	Strongly
95	Strongly	Strongly	Strongly	Agree	Agree	Strongly
96	Strongly	Disagree	Agree	Agree	Agree	Agree
97	Agree	Disagree	Disagree	Agree	Disagree	Agree
98	Agree	Disagree	Disagree	Agree	Disagree	Agree

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	weather	cartime	alone	tunes	talk	national
85	Agree	100.00	50.00	30.00	20.00	5.00
86	Disagree	100.00	80.00	90.00	.00	10.00
87	Strongly	90.00	90.00	85.00	40.00	40.00
88	Strongly	100.00	75.00	80.00	25.00	20.00
89	Disagree	60.00	30.00	100.00	.00	20.00
90	Disagree	20.00	80.00	100.00	10.00	5.00
91	Agree	60.00	60.00	40.00	20.00	70.00
92	Strongly	100.00	75.00	100.00	.00	.00
93	Agree	99.00	50.00	50.00	50.00	.00
94	Agree	85.00	90.00	.	.00	.00
95	Strongly	75.00	85.00	100.00	.00	.00
96	Strongly	5.00	90.00	95.00	5.00	75.00
97	Disagree	95.00	90.00	99.00	10.00	7.00
98	Disagree	50.00	30.00	20.00	.00	.00

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	seekchg	prsetchg	gender	race	age	student
85	30.00	70.00	Female	Caucasian	20.00	Yes
86	5.00	95.00	Female	Caucasian	21.00	Yes
87	70.00	70.00	Female	Caucasian	21.00	Yes
88	10.00	100.00	Male	Caucasian	22.00	Yes
89	20.00	100.00	Female	Caucasian	21.00	Yes
90	10.00	5.00	Male	Caucasian	21.00	Yes
91	10.00	70.00	Male	Caucasian	23.00	Yes
92	50.00	50.00	Female	Caucasian	20.00	Yes
93	50.00	50.00	Male	Caucasian	43.00	Yes
94	90.00	45.00	Male	Caucasian	24.00	Yes
95	.00	100.00	Male	Caucasian	19.00	Yes
96	10.00	90.00	Male	Caucasian	27.00	Yes
97	5.00	95.00	Male	Caucasian	20.00	Yes
98	.00	100.00	Female	Caucasian	21.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
99	Yes	Yes	7 Days	1.50	No	No
100	Yes	Yes	7 Days	1 hour	No	No
101	Yes	Yes	6 Days	6 hours	Yes	No
102	Yes	Yes	7 Days	3 hours	No	Yes
103	Yes	No	.	.	.	.
104	Yes	Yes	1 Day	1 hour	No	No
105	Yes	Yes	7 Days	1 hour	No	No
106	Yes	Yes	7 Days	2 hours	No	No
107	Yes	Yes	7 Days	2 hours	Yes	Yes
108	Yes	Yes	1 Day	1 hour	No	No
109	Yes	Yes	7 Days	1 hour	No	No
110	Yes	Yes	6 Days	2 hours	No	No
111	Yes	Yes	5 Days	2 hours	No	No
112	Yes	Yes	6 Days	1 hour	No	Yes

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	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
99	No	Yes	Yes	No	Yes	6 Buttons
100	No	No	Yes	No	Yes	5 Buttons
101	No	Yes	No	No	Yes	6 Buttons
102	No	Yes	Yes	No	Yes	6 Buttons
103	.	.	.	.	.	.
104	No	Yes	No	No	No	6 Buttons
105	Yes	Yes	No	Yes	Yes	6 Buttons
106	No	Yes	Yes	No	No	6 Buttons
107	No	Yes	No	No	Yes	8 Buttons
108	No	No	No	No	Yes	8 Buttons
109	No	Yes	No	No	Yes	10 Butto
110	Yes	Yes	No	No	Yes	6 Buttons
111	No	Yes	Yes	No	No	.
112	No	Yes	No	No	Yes	6 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
99	Yes	12 Statio	3 Station	3 Station	Never	Very Ofte
100	Yes	5 Station	5 Station	3.50	Seldom	Often
101	Yes	6 Station	6 Station	6 Station	Never	Very Ofte
102	Yes	6 Station	6 Station	6 Station	Seldom	Often
103	.	.	.	.	.	.
104	Yes	10 Sation	6 Station	1 Station	Seldom	Seldom
105	Yes	12 Statio	12 Statio	4 Station	Seldom	Often
106	Yes	12 Statio	12 Statio	12 Statio	Sometime	Very Ofte
107	Yes	.	8 Station	2 Station	Never	Seldom
108	Yes	24 Statio	10 Statio	1 Station	Never	Never
109	Yes	10 Sation	10 Statio	6 Station	Seldom	Very Ofte
110	Yes	18 Statio	12 Statio	2 Station	Never	Often
111	Yes	18 Statio	12 Statio	6 Station	Seldom	Very Ofte
112	Yes	18 Statio	6 Station	4 Station	Seldom	Sometime

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	scan	preset	ads	play	goodstf	news
99	Seldom	Very Ofte	Agree	Strongly	Strongly	Disagree
100	Sometime	Often	Strongly	Disagree	Agree	Disagree
101	Often	Very Ofte	Strongly	Strongly	Strongly	Strongly
102	Seldom	Very Ofte	Agree	Strongly	Agree	Agree
103	.	.	.	.	.	.
104	Seldom	Seldom	Disagree	Disagree	Disagree	Disagree
105	Often	Often	Strongly	Disagree	Agree	Agree
106	Seldom	Very Ofte	Strongly	Agree	Agree	Strongly
107	Never	Sometime	Agree	Strongly	Agree	Agree
108	Never	Sometime	Agree	Strongly	Agree	Agree
109	Never	Very Ofte	Strongly	Disagree	Agree	Disagree
110	Sometime	Very Ofte	Strongly	Disagree	Agree	Agree
111	Very Ofte	Very Ofte	Strongly	Agree	Strongly	Agree
112	Seldom	Often	Strongly	Strongly	Agree	Strongly

Wednesday, 26 September, 2001 08:32:12 PM

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	person	songs	newscast	traffic	control	todo
99	Disagree	Strongly	Disagree	Agree	Disagree	Disagree
100	Agree	Disagree	Disagree	Disagree	Disagree	Disagree
101	Strongly	Strongly	Strongly	Strongly	Strongly	Agree
102	Agree	Disagree	Agree	Agree	Strongly	Strongly
103	.	.	.	.	.	.
104	Strongly	Strongly	Disagree	Agree	Disagree	Disagree
105	Strongly	Agree	Disagree	Disagree	Disagree	Disagree
106	Disagree	Agree	Strongly	Strongly	Strongly	Agree
107	Agree	Disagree	Disagree	Disagree	Disagree	Disagree
108	Disagree	Agree	Agree	Agree	Disagree	Disagree
109	Disagree	Agree	Agree	Agree	Agree	Agree
110	Agree	Disagree	Disagree	Agree	Strongly	Agree
111	Strongly	Disagree	Strongly	Disagree	Strongly	Strongly
112	Strongly	Agree	Disagree	Disagree	Strongly	Disagree

dbase.sav

	boredom	sports	bits	music	others	variety
99	Disagree	Strongly	Agree	Strongly	Disagree	Disagree
100	Agree	Disagree	Disagree	Agree	Disagree	Disagree
101	Agree	Agree	Strongly	Strongly	Strongly	Strongly
102	Agree	Disagree	Disagree	Agree	Strongly	Agree
103	.	.	.	.	.	.
104	Strongly	Agree	Disagree	Strongly	Agree	Agree
105	Disagree	Agree	Agree	Agree	Disagree	Agree
106	Agree	Strongly	Agree	Strongly	Agree	Agree
107	Disagree	Agree	Disagree	Agree	Disagree	Disagree
108	Disagree	Disagree	Disagree	Agree	Disagree	Disagree
109	Agree	Disagree	Agree	Strongly	Disagree	Agree
110	Agree	Agree	Agree	Strongly	Agree	Strongly
111	Strongly	Strongly	Strongly	Strongly	Agree	Strongly
112	Disagree	Disagree	Disagree	Agree	Strongly	Disagree

dbase.sav

	weather	cartime	alone	tunes	talk	national
99	Disagree	90.00	75.00	95.00	.00	.00
100	Disagree	20.00	5.00	85.00	.00	.
101	Strongly	50.00	60.00	40.00	10.00	.00
102	Disagree	50.00	25.00	86.00	7.00	24.00
103	.	.	.	.	.	.
104	Disagree	14.00	26.00	38.00	2.00	11.00
105	Agree	50.00	50.00	75.00	5.00	2.00
106	Agree	75.00	50.00	90.00	.00	25.00
107	Agree	10.00	10.00	20.00	10.00	.00
108	Disagree	2.00	2.00	2.00	.00	.00
109	Agree	100.00	50.00	75.00	.00	.00
110	Disagree	30.00	90.00	95.00	.00	.00
111	Disagree	100.00	50.00	66.00	33.00	10.00
112	Strongly	80.00	70.00	80.00	20.00	.00

dbase.sav

	seekchg	prsetchg	gender	race	age	student
99	5.00	95.00	Female	Caucasian	20.00	Yes
100	.	.	.	.	.	.
101	10.00	100.00	Female	Caucasian	19.00	Yes
102	5.00	94.00	Female	Caucasian	21.00	Yes
103	.	.	.	.	.	.
104	21.00	42.00	Male	.	19.00	Yes
105	50.00	50.00	Male	Caucasian	21.00	Yes
106	10.00	99.00	Male	Caucasian	22.00	Yes
107	.00	100.00	Female	Caucasian	20.00	Yes
108	1.00	1.00	Female	.	20.00	Yes
109	.00	100.00	Female	Caucasian	19.00	Yes
110	20.00	80.00	Female	Asian/Pa	18.00	Yes
111	33.00	66.00	Male	Caucasian	19.00	Yes
112	5.00	95.00	Male	Caucasian	20.00	Yes

dbase.sav

	vehicle	weekly	days	hours	before8	am8to10
113	Yes	Yes	4 Days	2.50	No	Yes
114	Yes	Yes	3 Days	1 hour	No	No
115	Yes	Yes	7 Days	1 hour	No	No
116	Yes	Yes	7 Days	3 hours	Yes	No
117	Yes	Yes	.	1 hour	No	No
118	Yes	Yes	3 Days	1 hour	No	No
119	Yes	Yes	7 Days	1.50	No	Yes
120	Yes	Yes	3 Days	2 hours	No	Yes
121	Yes	Yes	7 Days	2 hours	Yes	Yes
122	Yes	Yes	7 Days	2.50	No	Yes
123	Yes	Yes	2 Days	2 hours	No	No
124	Yes	Yes	2 Days	1 hour	No	No
125	Yes	Yes	7 Days	1.50	Yes	No
126	Yes	Yes	7 Days	3 hours	No	Yes

dbase.sav

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
113	Yes	No	No	No	Yes	5 Buttons
114	No	No	Yes	Yes	No	6 Buttons
115	No	No	Yes	No	Yes	6 Buttons
116	Yes	No	Yes	No	No	5 Buttons
117	No	No	No	No	Yes	.
118	Yes	Yes	Yes	No	No	6 Buttons
119	No	No	No	No	Yes	6 Buttons
120	No	No	No	Yes	No	6 Buttons
121	Yes	No	No	Yes	Yes	4 Buttons
122	No	No	Yes	No	Yes	6 Buttons
123	Yes	No	No	No	No	5 Buttons
124	No	Yes	Yes	No	No	4 Buttons
125	No	No	No	Yes	No	6 Buttons
126	Yes	Yes	Yes	No	No	12.00

dbase.sav

	program	totalfm	currntfm	regfm	reprogram	change
113	Yes	5 Station	5 Station	5 Station	Never	Sometime
114	Yes	18 Statio	12 Statio	4 Station	Never	Sometime
115	Yes	6 Station	6 Station	3 Station	Never	Very Ofte
116	Yes	10 Sation	10 Statio	2 Station	Never	Often
117	Yes	8 Station	8 Station	4 Station	Seldom	Often
118	Yes	6 Station	6 Station	3 Station	Seldom	Often
119	Yes	6 Station	2 Station	2 Station	Seldom	Sometime
120	Yes	12 Statio	6 Station	3 Station	Seldom	Sometime
121	Yes	4 Station	4 Station	4 Station	Sometime	Often
122	Yes	18 Statio	6 Station	5 Station	Seldom	Often
123	Yes	5 Station	5 Station	3 Station	Seldom	Often
124	Yes	8 Station	8 Station	2 Station	Seldom	Sometime
125	Yes	18 Statio	4 Station	3 Station	Seldom	Often
126	Yes	12 Statio	6 Station	3 Station	Seldom	Sometime

dbase.sav

	scan	preset	ads	play	goodstf	news
113	Seldom	Often	Strongly	Strongly	Disagree	Strongly
114	Seldom	Very Ofte	Strongly	Agree	Disagree	Agree
115	Often	Very Ofte	Strongly	Disagree	Disagree	Disagree
116	Seldom	Often	Strongly	Strongly	Disagree	Disagree
117	Sometime	Often	Agree	Strongly	Disagree	Disagree
118	Often	Often	Strongly	Disagree	Disagree	Agree
119	Never	Often	Disagree	Strongly	Disagree	Disagree
120	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree
121	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree
122	Seldom	Often	Agree	Strongly	Agree	Strongly
123	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree
124	Sometime	Often	Strongly	Strongly	Strongly	Strongly
125	Seldom	Often	Agree	Strongly	Agree	Strongly
126	Seldom	Very Ofte	Strongly	Strongly	Disagree	Disagree

dbase.sav

	person	songs	newscast	traffic	control	todo
113	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
114	Strongly	Disagree	Disagree	Disagree	Agree	Disagree
115	Disagree	Agree	Disagree	Disagree	Agree	Strongly
116	Agree	Disagree	Disagree	Disagree	Agree	Disagree
117	Agree	Strongly	Strongly	Strongly	Agree	Agree
118	Strongly	Agree	Agree	Agree	Disagree	Disagree
119	Strongly	Disagree	Disagree	Agree	Disagree	Disagree
120	Disagree	Disagree	Disagree	Agree	Strongly	Disagree
121	Strongly	Disagree	Disagree	Disagree	Strongly	Disagree
122	Agree	Agree	Strongly	Agree	Strongly	Disagree
123	Strongly	Strongly	Disagree	Agree	Disagree	Disagree
124	Agree	Agree	Strongly	Strongly	Strongly	Strongly
125	Agree	Strongly	Strongly	Disagree	Disagree	Disagree
126	Disagree	Agree	Disagree	Disagree	Strongly	Disagree

dbase.sav

	boredom	sports	bits	music	others	variety
113	Disagree	Disagree	Agree	Agree	Disagree	Agree
114	Agree	Agree	Strongly	Strongly	Disagree	Strongly
115	Strongly	Disagree	Disagree	Agree	Agree	Agree
116	Strongly	Disagree	Agree	Agree	Disagree	Disagree
117	Agree	Disagree	Agree	Strongly	Agree	Strongly
118	Strongly	Disagree	Agree	Strongly	Disagree	Agree
119	Agree	Disagree	Disagree	Disagree	Disagree	Agree
120	Disagree	Disagree	Agree	Agree	Disagree	Agree
121	Agree	Strongly	Agree	Agree	Disagree	Agree
122	Disagree	Disagree	Disagree	Agree	Disagree	Agree
123	Agree	Strongly	Agree	Strongly	Disagree	Agree
124	Disagree	Strongly	Disagree	Strongly	Strongly	Strongly
125	Disagree	Disagree	Agree	Agree	Strongly	Agree
126	Disagree	Strongly	Strongly	Strongly	Agree	Strongly

dbase.sav

	weather	cartime	alone	tunes	talk	national
113	Disagree	60.00	40.00	100.00	.00	.00
114	Agree	99.00	100.00	80.00	20.00	2.00
115	Agree	75.00	25.00	75.00	.00	.00
116	Agree	100.00	50.00	35.00	65.00	65.00
117	Agree	50.00	50.00	90.00	2.00	2.00
118	Disagree	15.00	50.00	50.00	.00	.00
119	Disagree	50.00	75.00	40.00	60.00	60.00
120	Agree	80.00	70.00	95.00	5.00	2.00
121	Strongly	90.00	80.00	95.00	.00	.00
122	Disagree	75.00	75.00	60.00	5.00	3.00
123	Strongly	80.00	5.00	80.00	.00	.00
124	Strongly	100.00	.00	100.00	.00	.00
125	Disagree	90.00	70.00	60.00	.00	.00
126	Disagree	100.00	80.00	90.00	10.00	40.00

dbase.sav

	seekchg	prsetchg	gender	race	age	student
113	10.00	90.00	Female	Caucasian	20.00	Yes
114	.00	100.00	Male	Caucasian	20.00	Yes
115	75.00	75.00	Female	Caucasian	21.00	Yes
116	.00	100.00	Female	Caucasian	23.00	Yes
117	50.00	40.00	Female	Caucasian	21.00	Yes
118	50.00	50.00	Female	Caucasian	21.00	Yes
119	.00	100.00	Female	Caucasian	19.00	Yes
120	5.00	95.00	Male	Caucasian	20.00	Yes
121	10.00	100.00	Female	Caucasian	19.00	Yes
122	.00	99.00	Female	Caucasian	19.00	Yes
123	.00	100.00	Female	Caucasian	25.00	Yes
124	25.00	75.00	Male	Caucasian	18.00	Yes
125	2.00	98.00	Male	Caucasian	25.00	Yes
126	5.00	95.00	Female	Caucasian	35.00	Yes

dbase.sav

	vehicle	weekly	days	hours	before8	am8to10
127	Yes	Yes	3 Days	1 hour	No	No
128	Yes	Yes	7 Days	2 hours	No	No
129	Yes	Yes	2 Days	.50	No	No
130	Yes	Yes	7 Days	.	No	Yes
131	Yes	Yes	2 Days	.50	Yes	No
132	Yes	Yes	7 Days	8 hours	No	No
133	Yes	Yes	5 Days	1.50	Yes	Yes
134	Yes	Yes	6 Days	2 hours	Yes	No
135	Yes	Yes	5 Days	2 hours	No	No
136	Yes	No	.	.	.	.
137	Yes	Yes	7 Days	2 hours	Yes	Yes
138	Yes	Yes	7 Days	1.50	Yes	No
139	Yes	Yes	7 Days	3 hours	No	Yes
140	Yes	Yes	7 Days	2 hours	No	No

dbase.sav

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
127	Yes	No	No	No	No	6 Buttons
128	No	No	No	Yes	No	6 Buttons
129	No	No	Yes	Yes	Yes	5 Buttons
130	No	No	No	Yes	Yes	5 Buttons
131	No	No	No	No	No	6 Buttons
132	No	No	No	Yes	Yes	6 Buttons
133	No	No	No	No	Yes	5 Buttons
134	Yes	No	No	No	Yes	6 Buttons
135	Yes	No	No	Yes	No	5 Buttons
136	.	.	.	.	.	.
137	No	Yes	No	Yes	Yes	6 Buttons
138	No	No	No	Yes	No	5 Buttons
139	Yes	Yes	Yes	Yes	Yes	6 Buttons
140	Yes	Yes	Yes	Yes	No	.

dbase.sav

	program	totalfm	currntfm	regfm	reprogram	change
127	Yes	12 Statio	12 Statio	2 Station	Seldom	Often
128	Yes	12 Statio	12 Statio	6 Station	Seldom	Seldom
129	Yes	30.00	14 Statio	2.50	Seldom	Often
130	No	7 Station	5 Station	3 Station	Never	Often
131	Yes	6 Station	6 Station	2 Station	Seldom	Sometime
132	Yes	6 Station	3 Station	2 Station	Never	Often
133	Yes	.	.	1 Station	Never	Seldom
134	No	5 Station	0 Station	0 Station	Never	Seldom
135	Yes	5 Station	4 Station	3 Station	Never	Sometime
136	.	.	.	.	.	.
137	Yes	12 Statio	9 Station	9 Station	Sometime	Very Ofte
138	Yes	5 Station	5 Station	5 Station	Seldom	Often
139	Yes	12 Statio	12 Statio	9 Station	Seldom	Very Ofte
140	Yes	6 Station	6 Station	6 Station	Seldom	Often

dbase.sav

	scan	preset	ads	play	goodstf	news
127	Often	Very Ofte	Strongly	Strongly	Agree	Strongly
128	Seldom	Very Ofte	Strongly	Disagree	Strongly	Agree
129	Sometime	Often	Strongly	Disagree	Agree	Strongly
130	Never	Never	Agree	Strongly	Agree	Agree
131	Often	Sometime	Agree	Strongly	Disagree	Disagree
132	Sometime	Often	Agree	Disagree	Disagree	Disagree
133	Very Ofte	Sometime	Strongly	Strongly	Strongly	Strongly
134	Seldom	Never	Strongly	Strongly	Strongly	Strongly
135	Sometime	Sometime	Agree	Strongly	Agree	Disagree
136	.	.	.	.	.	.
137	Seldom	Very Ofte	Agree	Strongly	Agree	Disagree
138	Sometime	Often	Strongly	Strongly	Agree	Strongly
139	Sometime	Very Ofte	Strongly	Strongly	Agree	Disagree
140	Seldom	Very Ofte	Strongly	Agree	Strongly	Agree

dbase.sav

	person	songs	newscast	traffic	control	todo
127	Strongly	Agree	Strongly	Disagree	Agree	Strongly
128	Agree	Agree	Disagree	Disagree	Disagree	Disagree
129	Agree	Strongly	Strongly	Disagree	Disagree	Agree
130	Agree	Agree	Agree	Agree	Strongly	Agree
131	Strongly	Disagree	Strongly	Strongly	Agree	Strongly
132	Strongly	Disagree	Disagree	Agree	Disagree	Disagree
133	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
134	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
135	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
136	.	.	.	.	.	.
137	Agree	Disagree	Disagree	Disagree	Disagree	Strongly
138	Strongly	Strongly	Disagree	Agree	Strongly	Strongly
139	Agree	Agree	Disagree	Disagree	Disagree	Disagree
140	Strongly	Agree	Agree	Agree	Disagree	Disagree

dbase.sav

	boredom	sports	bits	music	others	variety
127	Strongly	Strongly	Strongly	Strongly	Strongly	Agree
128	Agree	Disagree	Disagree	Agree	Disagree	Agree
129	Agree	Strongly	Agree	Strongly	Disagree	Agree
130	Agree	Agree	Agree	Strongly	Agree	Strongly
131	Agree	Agree	Agree	Disagree	Strongly	Disagree
132	Disagree	Disagree	Disagree	Agree	Agree	Disagree
133	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
134	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
135	Agree	Disagree	Agree	Agree	Strongly	Disagree
136	.	.	.	.	.	.
137	Strongly	Agree	Disagree	Agree	Disagree	Strongly
138	Strongly	Agree	Agree	Strongly	Strongly	Agree
139	Disagree	Disagree	Strongly	Strongly	Disagree	Agree
140	Strongly	Disagree	Strongly	Agree	Strongly	Agree

dbase.sav

	weather	cartime	alone	tunes	talk	national
127	Strongly	100.00	60.00	60.00	40.00	30.00
128	Strongly	85.00	85.00	99.00	.00	1.00
129	Disagree	15.00	25.00	95.00	.00	.00
130	Strongly	90.00	90.00	100.00	30.00	.00
131	Disagree	50.00	27.00	15.00	.00	8.00
132	Disagree	50.00	50.00	50.00	50.00	50.00
133	Strongly	100.00	80.00	80.00	20.00	20.00
134	Strongly	20.00	100.00	85.00	15.00	.00
135	Disagree	100.00	80.00	50.00	25.00	25.00
136	.	.	.	.	.	.
137	Disagree	50.00	50.00	50.00	50.00	50.00
138	Disagree	50.00	25.00	75.00	10.00	.00
139	Disagree	70.00	90.00	85.00	5.00	10.00
140	Agree	95.00	90.00	40.00	60.00	60.00

dbase.sav

	seekchg	prsetchg	gender	race	age	student
127	100.00	50.00	Male	Caucasian	40.00	Yes
128	5.00	95.00	Male	Caucasian	23.00	Yes
129	25.00	75.00	Female	Caucasian	20.00	Yes
130	.00	.00	Male	Caucasian	31.00	Yes
131	50.00	50.00	.	.	.	.
132	50.00	50.00	Male	Multiracia	20.00	Yes
133	100.00	.00	Male	Caucasian	31.00	Yes
134	100.00	.00	Male	I'd rather	24.00	Yes
135	40.00	60.00	Male	Caucasian	22.00	Yes
136	.	.	.	.	.	.
137	.	.	.	.	.	.
138	30.00	90.00	Female	Caucasian	29.00	Yes
139	30.00	70.00	Female	Caucasian	18.00	Yes
140	.00	100.00	Male	Caucasian	29.00	Yes

dbase.sav

	vehicle	weekly	days	hours	before8	am8to10
141	Yes	Yes	3 Days	1 hour	No	No
142	Yes	No	.	.	.	.
143	Yes	Yes	5 Days	2 hours	No	Yes
144	Yes	No	.	.	.	.
145	Yes	Yes	4 Days	2 hours	No	No
146	Yes	Yes	7 Days	1 hour	No	No
147	Yes	Yes	3 Days	.00	No	No
148	Yes	Yes	7 Days	6 hours	No	Yes
149	Yes	Yes	4 Days	1 hour	Yes	No
150	Yes	Yes	7 Days	2 hours	Yes	No
151	Yes	Yes	1 Day	2 hours	Yes	No
152	Yes	Yes	7 Days	1 hour	Yes	No
153	Yes	Yes	7 Days	3 hours	No	No
154	Yes	Yes	2 Days	1 hour	No	No

dbase.sav

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
141	No	Yes	No	No	Yes	6 Buttons
142	.	.	.	.	.	.
143	No	No	No	Yes	No	4 Buttons
144	.	.	.	.	.	.
145	No	Yes	No	Yes	Yes	10 Butto
146	No	Yes	Yes	Yes	Yes	7 Buttons
147	No	No	No	No	Yes	6 Buttons
148	No	No	Yes	No	Yes	4 Buttons
149	No	No	Yes	No	No	0 Buttons
150	No	No	Yes	No	No	6 Buttons
151	No	No	No	No	Yes	6 Buttons
152	Yes	No	No	No	Yes	.
153	No	Yes	Yes	No	No	6 Buttons
154	No	Yes	Yes	No	No	6 Buttons

dbase.sav

	program	totalfm	currntfm	regfm	reprogram	change
141	Yes	12 Statio	5 Station	2 Station	Seldom	Sometime
142	.	.	.	.	.	.
143	Yes	.	4 Station	4 Station	Never	Often
144	.	.	.	.	.	.
145	Yes	10 Sation	10 Statio	6 Station	Very Ofte	Seldom
146	Yes	7 Station	7 Station	7 Station	Sometime	Very Ofte
147	Yes	6 Station	6 Station	0 Station	Never	Often
148	Yes	6 Station	4 Station	2 Station	Sometime	Sometime
149	No	0 Station	0 Station	0 Station	Never	Seldom
150	Yes	18 Statio	14 Statio	2 Station	Seldom	Very Ofte
151	Yes	6 Station	6 Station	3 Station	Seldom	Sometime
152	Yes	18 Statio	6 Station	6 Station	Seldom	Often
153	Yes	6 Station	6 Station	1 Station	Never	Never
154	Yes	6 Station	6 Station	2 Station	Seldom	Sometime

dbase.sav

	scan	preset	ads	play	goodstf	news
141	Often	Often	Agree	Strongly	Agree	Disagree
142	.	.	.	.	.	.
143	Often	Often	Agree	Disagree	Agree	Agree
144	.	.	.	.	.	.
145	Seldom	Very Ofte	Agree	Strongly	Agree	Disagree
146	Very Ofte	Very Ofte	Strongly	Strongly	Strongly	Strongly
147	Often	Often	Strongly	Strongly	Agree	Agree
148	Seldom	Often	Disagree	Disagree	Agree	Disagree
149	Never	Never	Agree	Disagree	Strongly	Disagree
150	Seldom	Very Ofte	Strongly	Disagree	Agree	Strongly
151	Never	Very Ofte	Strongly	Strongly	Disagree	Strongly
152	Never	Very Ofte	Strongly	Strongly	Agree	Strongly
153	Never	Never	Agree	Strongly	Strongly	Strongly
154	Seldom	Sometime	Agree	Disagree	Agree	Disagree

dbase.sav

	person	songs	newscast	traffic	control	todo
141	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
142	.	.	.	.	.	.
143	Disagree	Agree	Agree	Disagree	Disagree	Disagree
144	.	.	.	.	.	.
145	Disagree	Agree	Strongly	Strongly	Strongly	Strongly
146	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
147	Disagree	Disagree	Disagree	Strongly	Disagree	Strongly
148	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
149	Agree	Disagree	Disagree	Disagree	Agree	Strongly
150	Disagree	Agree	Strongly	Disagree	Disagree	Disagree
151	Agree	Strongly	Strongly	Agree	Strongly	Disagree
152	Agree	Agree	Strongly	Strongly	Strongly	Strongly
153	Agree	Strongly	Strongly	Strongly	Strongly	Strongly
154	Agree	Strongly	Strongly	Strongly	Agree	Agree

dbase.sav

	boredom	sports	bits	music	others	variety
141	Strongly	Strongly	Strongly	Agree	Strongly	Strongly
142	.	.	.	.	.	.
143	Disagree	Disagree	Disagree	Agree	Disagree	Agree
144	.	.	.	.	.	.
145	Agree	Disagree	Strongly	Strongly	Strongly	Agree
146	Strongly	Strongly	Agree	Strongly	Strongly	Agree
147	Agree	Strongly	Agree	Strongly	Disagree	Agree
148	Agree	Disagree	Disagree	Agree	Disagree	Agree
149	Strongly	Strongly	Strongly	Strongly	Disagree	Strongly
150	Disagree	Disagree	Disagree	Strongly	Disagree	Strongly
151	Disagree	Strongly	Strongly	Agree	Strongly	Strongly
152	Strongly	Strongly	Agree	Agree	Agree	Agree
153	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
154	Strongly	Strongly	Agree	Agree	Disagree	Agree

dbase.sav

	weather	cartime	alone	tunes	talk	national
141	Strongly	80.00	40.00	85.00	.00	.00
142	.	.	.	.	.	.
143	Disagree	75.00	50.00	75.00	.00	.00
144	.	.	.	.	.	.
145	Strongly	90.00	85.00	99.00	1.00	.00
146	Strongly	100.00	85.00	95.00	5.00	1.00
147	Disagree	100.00	100.00	100.00	.00	.00
148	Disagree	80.00	85.00	97.00	30.00	30.00
149	Disagree	75.00	30.00	75.00	25.00	25.00
150	Strongly	75.00	80.00	100.00	.00	.00
151	Agree	30.00	90.00	75.00	25.00	25.00
152	Strongly	100.00	55.00	100.00	10.00	.00
153	Strongly	50.00	50.00	100.00	.00	.00
154	Strongly	20.00	20.00	90.00	.00	.00

dbase.sav

	seekchg	prsetchg	gender	race	age	student
141	40.00	60.00	Male	Caucasian	20.00	Yes
142	.	.	.	.	.	.
143	90.00	90.00	Female	Caucasian	47.00	Yes
144	.	.	.	.	.	.
145	10.00	90.00	Female	Multiracia	19.00	Yes
146	5.00	95.00	Male	Caucasian	22.00	Yes
147	100.00	50.00	Female	Caucasian	20.00	Yes
148	10.00	70.00	Male	Black	24.00	Yes
149	.00	.00	Female	Caucasian	35.00	Yes
150	.00	100.00	Female	Caucasian	18.00	Yes
151	.00	100.00	Female	Caucasian	23.00	Yes
152	.00	100.00	Female	Caucasian	19.00	Yes
153	.00	.00	Male	Black	20.00	Yes
154	20.00	90.00	Male	Asian/Pa	19.00	Yes

dbase.sav

	vehicle	weekly	days	hours	before8	am8to10
155	Yes	Yes	7 Days	2 hours	Yes	No
156	Yes	Yes	7 Days	1 hour	Yes	No
157	Yes	Yes	7 Days	.50	No	No
158	Yes	Yes	7 Days	10 hours	Yes	Yes
159	Yes	Yes	7 Days	2 hours	No	Yes
160	Yes	Yes	7 Days	1.50	No	Yes
161	Yes	Yes	2 Days	2 hours	No	No
162	Yes	Yes	7 Days	.50	No	No
163	Yes	Yes	5 Days	1 hour	No	No
164	Yes	No	.	.	.	.
165	Yes	Yes	6 Days	1 hour	No	No
166	Yes	Yes	7 Days	3.50	No	Yes
167	Yes	Yes	6 Days	1 hour	Yes	No
168	Yes	Yes	2 Days	4 hours	No	Yes

dbase.sav

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
155	Yes	No	No	No	No	6 Buttons
156	Yes	No	Yes	No	Yes	6 Buttons
157	No	Yes	No	No	No	6 Buttons
158	No	No	No	Yes	No	6 Buttons
159	No	Yes	Yes	No	Yes	6 Buttons
160	No	Yes	No	No	Yes	6 Buttons
161	No	No	No	Yes	No	4 Buttons
162	No	No	Yes	No	Yes	6 Buttons
163	Yes	No	No	No	No	4 Buttons
164	.	.	.	.	.	.
165	No	Yes	No	No	Yes	6 Buttons
166	No	Yes	Yes	No	Yes	6 Buttons
167	No	No	No	No	No	6 Buttons
168	No	No	No	Yes	No	6 Buttons

dbase.sav

	program	totalfm	currntfm	regfm	reprogram	change
155	Yes	6 Station	6 Station	3 Station	Never	Sometime
156	Yes	6 Station	6 Station	3 Station	Never	Sometime
157	Yes	10 Sation	6 Station	4 Station	Seldom	Often
158	No	6 Station	0 Station	0 Station	Never	Seldom
159	Yes	6 Station	6 Station	4 Station	Seldom	Often
160	Yes	18 Statio	6 Station	6 Station	Seldom	Very Ofte
161	Yes	.	4 Station	2 Station	Seldom	Sometime
162	Yes	6 Station	6 Station	4 Station	Seldom	Sometime
163	Yes	4 Station	4 Station	4 Station	Very Ofte	Often
164	.	.	.	.	.	.
165	Yes	12 Statio	4 Station	2 Station	Seldom	Sometime
166	Yes	18 Statio	9 Station	4 Station	Seldom	Sometime
167	Yes	6 Station	5 Station	2 Station	Seldom	Often
168	Yes	12 Statio	6 Station	2 Station	Seldom	Sometime

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	scan	preset	ads	play	goodstf	news
155	Often	Very Ofte	Strongly	Disagree	Agree	Strongly
156	Never	Sometime	Strongly	Strongly	Disagree	Strongly
157	Never	Often	Agree	Strongly	Disagree	Disagree
158	Sometime	Never	Strongly	Strongly	Disagree	Disagree
159	Seldom	Often	Strongly	Disagree	Agree	Disagree
160	Never	Very Ofte	Agree	Strongly	Strongly	Agree
161	Seldom	Often	Agree	Strongly	Agree	Disagree
162	Sometime	Often	Agree	Strongly	Agree	Agree
163	Often	Often	Strongly	Disagree	Strongly	Disagree
164	.	.	.	.	.	.
165	Often	Often	Agree	Strongly	Disagree	Disagree
166	Seldom	Very Ofte	Strongly	Disagree	Agree	Disagree
167	Very Ofte	Very Ofte	Strongly	Strongly	Agree	Disagree
168	Seldom	Seldom	Agree	Disagree	Agree	Disagree

dbase.sav

	person	songs	newscast	traffic	control	todo
155	Agree	Strongly	Strongly	Strongly	Agree	Disagree
156	Strongly	Disagree	Strongly	Strongly	Strongly	Strongly
157	Agree	Agree	Disagree	Disagree	Disagree	Disagree
158	Disagree	Disagree	Strongly	Strongly	Strongly	Disagree
159	Strongly	Agree	Disagree	Disagree	Disagree	Disagree
160	Agree	Strongly	Strongly	Strongly	Strongly	Agree
161	Agree	Agree	Agree	Agree	Agree	Strongly
162	Agree	Strongly	Agree	Strongly	Disagree	Disagree
163	Strongly	Strongly	Strongly	Strongly	Agree	Disagree
164	.	.	.	.	.	.
165	Strongly	Strongly	Strongly	Agree	Disagree	Agree
166	Agree	Disagree	Disagree	Disagree	Agree	Agree
167	Agree	Strongly	Strongly	Strongly	Agree	Strongly
168	Agree	Disagree	Disagree	Agree	Disagree	Disagree

dbase.sav

	boredom	sports	bits	music	others	variety
155	Strongly	Strongly	Strongly	Strongly	Strongly	Agree
156	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
157	Disagree	Disagree	Disagree	Agree	Disagree	Agree
158	Agree	Disagree	Disagree	Strongly	Strongly	Strongly
159	Agree	Disagree	Agree	Agree	Disagree	Agree
160	Agree	Agree	Strongly	Agree	Strongly	Strongly
161	Strongly	Disagree	Agree	Agree	Agree	Agree
162	Disagree	Disagree	Agree	Agree	Agree	Agree
163	Strongly	Strongly	Strongly	Strongly	Agree	Strongly
164	.	.	.	.	.	.
165	Agree	Disagree	Agree	Agree	Disagree	Disagree
166	Agree	Strongly	Disagree	Agree	Disagree	Agree
167	Strongly	Disagree	Strongly	Strongly	Agree	Disagree
168	Agree	Disagree	Disagree	Agree	Agree	Agree

dbase.sav

	weather	cartime	alone	tunes	talk	national
155	Strongly	99.00	100.00	60.00	.00	.00
156	Strongly	100.00	100.00	100.00	.00	.00
157	Disagree	90.00	75.00	100.00	.00	.00
158	Agree	80.00	95.00	95.00	.00	10.00
159	Disagree	95.00	75.00	99.00	5.00	5.00
160	Strongly	100.00	75.00	90.00	5.00	2.00
161	Agree	10.00	30.00	30.00	.00	.00
162	Disagree	3.00	75.00	10.00	5.00	5.00
163	Strongly	5.00	.00	10.00	15.00	15.00
164	.	.	.	.	.	.
165	Strongly	50.00	80.00	85.00	.00	15.00
166	Agree	99.00	98.00	100.00	2.00	1.00
167	Disagree	10.00	.	8.00	2.00	2.00
168	Disagree	30.00	30.00	30.00	.00	.00

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	seekchg	prsetchg	gender	race	age	student
155	20.00	80.00	Female	Caucasian	21.00	Yes
156	.00	100.00	Male	Other	25.00	Yes
157	.00	100.00	Female	Caucasian	18.00	Yes
158	100.00	.00	Female	Caucasian	21.00	Yes
159	15.00	85.00	Female	Caucasian	21.00	Yes
160	1.00	99.00	Male	Caucasian	22.00	Yes
161	10.00	40.00	Female	Asian/Pa	20.00	Yes
162	3.00	75.00	Female	Black	25.00	Yes
163	50.00	50.00	Male	Caucasian	21.00	Yes
164	.	.	.	.	.	.
165	50.00	50.00	Male	Caucasian	19.00	Yes
166	5.00	100.00	Female	Caucasian	20.00	Yes
167	20.00	80.00	Male	I'd rather	21.00	Yes
168	20.00	20.00	Female	Caucasian	21.00	Yes

dbase.sav

	vehicle	weekly	days	hours	before8	am8to10
169	Yes	Yes	2 Days	2 hours	No	Yes
170	Yes	Yes	6 Days	2 hours	No	Yes
171	Yes	Yes	7 Days	2 hours	No	Yes
172	Yes	Yes	7 Days	2 hours	Yes	Yes
173	Yes	Yes	7 Days	2.50	No	Yes
174	Yes	Yes	5 Days	2 hours	No	No
175	Yes	Yes	6 Days	2 hours	No	Yes
176	Yes	Yes	7 Days	4 hours	No	Yes
177	Yes	Yes	6 Days	2 hours	No	Yes
178	Yes	Yes	7 Days	1 hour	No	Yes
179	Yes	Yes	7 Days	1 hour	Yes	No
180	Yes	Yes	7 Days	1 hour	No	Yes
181	Yes	Yes	4 Days	2 hours	Yes	Yes
182	Yes	Yes	6 Days	1 hour	No	No

dbase.sav

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
169	Yes	No	No	No	No	6 Buttons
170	No	Yes	No	No	No	6 Buttons
171	No	Yes	No	No	No	6 Buttons
172	Yes	Yes	No	No	Yes	5 Buttons
173	No	No	Yes	No	Yes	6 Buttons
174	No	No	No	No	Yes	6 Buttons
175	No	Yes	No	No	No	5 Buttons
176	No	Yes	No	Yes	No	6 Buttons
177	No	Yes	No	No	Yes	6 Buttons
178	No	Yes	No	No	Yes	4 Buttons
179	Yes	No	Yes	Yes	Yes	6 Buttons
180	No	Yes	No	No	Yes	6 Buttons
181	Yes	Yes	Yes	Yes	Yes	.
182	No	No	Yes	Yes	No	5 Buttons

dbase.sav

	program	totalfm	currntfm	regfm	reprogram	change
169	Yes	6 Station	6 Station	4 Station	Seldom	Often
170	Yes	6 Station	6 Station	3 Station	Seldom	Seldom
171	Yes	12 Statio	12 Statio	6 Station	Seldom	Very Ofte
172	Yes	5 Station	5 Station	2.50	Seldom	Very Ofte
173	Yes	12 Statio	6 Station	4 Station	Seldom	Sometime
174	Yes	12 Statio	6 Station	4 Station	Seldom	Often
175	Yes	12 Statio	10 Statio	3 Station	Never	Never
176	Yes	18 Statio	12 Statio	6 Station	Seldom	Often
177	Yes	6 Station	4 Station	3 Station	Seldom	Often
178	Yes	7 Station	7 Station	3 Station	Seldom	Very Ofte
179	Yes	12 Statio	12 Statio	3 Station	Never	Sometime
180	Yes	6 Station	6 Station	4 Station	Seldom	Often
181	Yes	12 Statio	12 Statio	3 Station	Seldom	Sometime
182	Yes	5 Station	2 Station	2 Station	Sometime	Often

dbase.sav

	scan	preset	ads	play	goodstf	news
169	Sometime	Often	Strongly	Disagree	Agree	Agree
170	Sometime	Often	Agree	Strongly	Agree	Disagree
171	Often	Very Ofte	Strongly	Disagree	Strongly	Agree
172	Seldom	Very Ofte	Strongly	Strongly	Strongly	Strongly
173	Seldom	Very Ofte	Strongly	Strongly	Disagree	Disagree
174	Seldom	Often	Strongly	Disagree	Agree	Strongly
175	Never	Often	.	.	.	.
176	Sometime	Very Ofte	Agree	Disagree	Disagree	Disagree
177	Seldom	Often	Strongly	Strongly	Agree	Strongly
178	Often	Very Ofte	Strongly	Strongly	Strongly	Strongly
179	Never	Very Ofte	Strongly	Strongly	Agree	Agree
180	Sometime	Often	Strongly	Disagree	Agree	Disagree
181	Never	Very Ofte	Strongly	Disagree	Disagree	Disagree
182	Often	Sometime	Disagree	Strongly	Agree	Disagree

dbase.sav

	person	songs	newscast	traffic	control	todo
169	Agree	Agree	Agree	Disagree	Strongly	Agree
170	Agree	Agree	Agree	Agree	Disagree	Agree
171	Agree	Disagree	Strongly	Strongly	Agree	Strongly
172	Agree	Disagree	Disagree	Agree	Strongly	Disagree
173	Agree	Agree	Disagree	Strongly	Strongly	Strongly
174	Disagree	Disagree	Strongly	Strongly	Disagree	Strongly
175	.	.	.	.	.	Disagree
176	Strongly	Agree	Disagree	Strongly	Disagree	Disagree
177	Strongly	Strongly	Strongly	Strongly	Disagree	Disagree
178	Strongly	Agree	Strongly	Strongly	Strongly	Strongly
179	Agree	Disagree	Strongly	Strongly	Disagree	Disagree
180	Agree	Agree	Agree	Agree	Disagree	Disagree
181	Disagree	Agree	Disagree	Agree	Agree	Disagree
182	Strongly	Agree	Disagree	Strongly	Disagree	Strongly

dbase.sav

	boredom	sports	bits	music	others	variety
169	Agree	Disagree	Agree	Agree	Agree	Strongly
170	Agree	Agree	Disagree	Strongly	Strongly	Agree
171	Strongly	Disagree	Disagree	Strongly	Strongly	Strongly
172	Agree	Disagree	Disagree	Strongly	Disagree	Strongly
173	Agree	Strongly	Disagree	Agree	Strongly	Agree
174	Strongly	Disagree	Strongly	Agree	Disagree	Agree
175	Agree	Strongly	Agree	Agree	Disagree	Disagree
176	Strongly	Disagree	Agree	Strongly	Agree	Strongly
177	Strongly	Disagree	Disagree	Agree	Disagree	Strongly
178	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
179	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
180	Disagree	Disagree	Agree	Strongly	Disagree	Agree
181	Agree	Strongly	Agree	Strongly	Strongly	Agree
182	Disagree	Strongly	Strongly	Strongly	Disagree	Strongly

dbase.sav

	weather	cartime	alone	tunes	talk	national
169	Disagree	30.00	60.00	80.00	50.00	30.00
170	Agree	30.00	10.00	20.00	5.00	5.00
171	Disagree	90.00	90.00	95.00	5.00	.00
172	Disagree	95.00	40.00	60.00	10.00	10.00
173	Agree	30.00	20.00	30.00	.00	.00
174	Disagree	80.00	60.00	80.00	10.00	10.00
175	Disagree	90.00	70.00	90.00	.00	.00
176	Disagree	30.00	65.00	60.00	15.00	.00
177	Disagree	95.00	90.00	99.00	15.00	.00
178	Strongly	100.00	50.00	90.00	.00	.00
179	Disagree	90.00	50.00	100.00	.00	.00
180	Disagree	100.00	.00	100.00	.00	.00
181	Disagree	100.00	80.00	90.00	.00	.00
182	Agree	90.00	80.00	90.00	10.00	5.00

dbase.sav

	seekchg	prsetchg	gender	race	age	student
169	40.00	50.00	Female	Caucasian	21.00	Yes
170	10.00	5.00	Female	Asian/Pa	22.00	Yes
171	40.00	60.00	Female	Caucasian	21.00	Yes
172	2.00	99.00	Female	Caucasian	21.00	Yes
173	10.00	90.00	Female	Caucasian	22.00	Yes
174	10.00	90.00	Male	Caucasian	21.00	Yes
175	.00	100.00	Female	Caucasian	20.00	Yes
176	5.00	95.00	Female	Caucasian	19.00	Yes
177	35.00	65.00	Female	Caucasian	20.00	Yes
178	75.00	25.00	Female	Caucasian	20.00	Yes
179	5.00	95.00	Female	Caucasian	19.00	Yes
180	5.00	95.00	Female	Caucasian	20.00	Yes
181	.00	100.00	Male	Caucasian	27.00	Yes
182	50.00	50.00	Female	Caucasian	21.00	Yes

dbase.sav

	vehicle	weekly	days	hours	before8	am8to10
183	Yes	Yes	3 Days	1 hour	No	No
184	Yes	Yes	4 Days	2 hours	No	Yes
185	Yes	Yes	2 Days	1 hour	No	No
186	Yes	Yes	5 Days	2 hours	No	Yes
187	Yes	Yes	5 Days	2 hours	Yes	Yes
188	No	.	.	.	.	.
189	Yes	Yes	7 Days	1.50	No	No
190	Yes	Yes	7 Days	1 hour	No	Yes
191	Yes	Yes	7 Days	1.50	Yes	No
192	Yes	Yes	4 Days	2 hours	Yes	No
193	Yes	Yes	5 Days	1.50	No	No
194	Yes	Yes	7 Days	5 hours	No	No
195	Yes	Yes	7 Days	4 hours	Yes	No
196	Yes	Yes	3 Days	3 hours	Yes	No

dbase.sav

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
183	No	Yes	No	No	Yes	4 Buttons
184	No	No	No	Yes	No	.
185	No	Yes	No	No	Yes	10 Butto
186	No	No	No	No	No	4 Buttons
187	No	No	No	No	No	10 Butto
188	.	.	.	.	.	.
189	No	Yes	No	Yes	No	6 Buttons
190	No	No	No	No	Yes	6 Buttons
191	No	Yes	No	No	No	6 Buttons
192	Yes	No	No	Yes	Yes	6 Buttons
193	Yes	No	No	Yes	Yes	5 Buttons
194	No	Yes	Yes	No	Yes	6 Buttons
195	No	No	No	Yes	Yes	6 Buttons
196	Yes	No	No	No	Yes	6 Buttons

dbase.sav

	program	totalfm	currntfm	regfm	reprogram	change
183	Yes	4 Station	4 Station	4 Station	Never	Very Ofte
184	Yes	18 Statio	12 Statio	12 Statio	Sometime	Very Ofte
185	Yes	10 Sation	10 Statio	5 Station	Sometime	Often
186	Yes	4 Station	4 Station	2 Station	Sometime	Often
187	No	20 Statio	10 Statio	2 Station	Never	Often
188	.	.	.	.	.	.
189	Yes	6 Station	6 Station	6 Station	Seldom	Often
190	Yes	6 Station	4 Station	.	Seldom	Sometime
191	Yes	12 Statio	6 Station	4 Station	Seldom	Very Ofte
192	Yes	6 Station	6 Station	3 Station	Seldom	Often
193	Yes	20 Statio	10 Statio	5 Station	Seldom	Very Ofte
194	Yes	6 Station	6 Station	4 Station	Sometime	Often
195	Yes	6 Station	6 Station	3 Station	Seldom	Often
196	Yes	16 Statio	6 Station	2 Station	Seldom	Sometime

	scan	preset	ads	play	goodstf	news
183	Never	Very Ofte	Strongly	Strongly	Strongly	Disagree
184	Sometime	Very Ofte	Strongly	Strongly	Agree	Disagree
185	Sometime	Very Ofte	Strongly	Disagree	Agree	Strongly
186	Seldom	Very Ofte	Strongly	Strongly	Strongly	Agree
187	Often	Seldom	Agree	Strongly	Disagree	Disagree
188	.	.	.	.	.	.
189	Never	Very Ofte	Strongly	Agree	Strongly	Disagree
190	Seldom	Often	Agree	Strongly	Agree	Agree
191	Never	Very Ofte	Strongly	Strongly	Strongly	Agree
192	Never	Often	Strongly	Strongly	Disagree	Agree
193	Sometime	Very Ofte	Strongly	Disagree	Strongly	Disagree
194	Seldom	Very Ofte	Strongly	Strongly	Strongly	Strongly
195	Sometime	Very Ofte	Strongly	Disagree	Agree	Strongly
196	Often	Very Ofte	Strongly	Strongly	Disagree	Disagree

dbase.sav

	person	songs	newscast	traffic	control	todo
183	Strongly	Strongly	Strongly	Strongly	Strongly	Agree
184	Disagree	Strongly	Strongly	Strongly	Disagree	Disagree
185	Agree	Strongly	Disagree	Disagree	Agree	Disagree
186	Strongly	Strongly	Strongly	Strongly	Disagree	Strongly
187	Agree	Disagree	Disagree	Disagree	Disagree	Disagree
188	.	.	.	.	.	.
189	Disagree	Agree	Strongly	Strongly	Agree	Agree
190	Disagree	Disagree	Disagree	Strongly	Disagree	Disagree
191	Strongly	Strongly	Disagree	Disagree	Strongly	Strongly
192	Strongly	Strongly	Disagree	Strongly	Disagree	Disagree
193	Agree	Disagree	Disagree	Disagree	Disagree	Disagree
194	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
195	Disagree	Disagree	Disagree	Strongly	Strongly	Disagree
196	Agree	Strongly	Disagree	Agree	Strongly	Strongly

dbase.sav

	boredom	sports	bits	music	others	variety
183	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
184	Strongly	Strongly	Strongly	Strongly	Disagree	Strongly
185	Agree	Strongly	Agree	Strongly	Disagree	Agree
186	Strongly	Agree	Strongly	Strongly	Agree	Agree
187	Disagree	Disagree	Agree	Agree	Strongly	Disagree
188	.	.	.	.	.	.
189	Disagree	Strongly	Agree	Strongly	Strongly	Agree
190	Disagree	Disagree	Disagree	Agree	Disagree	Agree
191	Strongly	Strongly	Agree	Agree	Strongly	Strongly
192	Agree	Disagree	Disagree	Strongly	Agree	Strongly
193	Agree	Disagree	Agree	Strongly	Disagree	Strongly
194	Strongly	Strongly	Strongly	Disagree	Strongly	Strongly
195	Strongly	Strongly	Agree	Strongly	Disagree	Agree
196	Strongly	Disagree	Agree	Strongly	Strongly	Agree

dbase.sav

	weather	cartime	alone	tunes	talk	national
183	Strongly	100.00	75.00	50.00	50.00	.00
184	Strongly	90.00	80.00	100.00	.00	.00
185	Strongly	100.00	50.00	90.00	5.00	.00
186	Strongly	40.00	70.00	50.00	50.00	.00
187	Disagree	100.00	50.00	100.00	10.00	.00
188	.	.	.	.	.	.
189	Disagree	66.00	50.00	40.00	30.00	.00
190	Disagree	10.00	.00	100.00	5.00	10.00
191	Strongly	100.00	50.00	100.00	.00	20.00
192	Disagree	60.00	40.00	50.00	.00	.00
193	Disagree	50.00	75.00	100.00	.00	.00
194	Strongly	98.00	100.00	100.00	.00	.00
195	Agree	99.00	1.00	98.00	.00	.00
196	Strongly	90.00	70.00	90.00	10.00	.00

dbase.sav

	seekchg	prsetchg	gender	race	age	student
183	.00	100.00	Female	Caucasian	21.00	Yes
184	20.00	80.00	Female	Caucasian	19.00	Yes
185	5.00	95.00	Female	Caucasian	20.00	Yes
186	10.00	90.00	Male	Caucasian	40.00	Yes
187	80.00	20.00	Male	Caucasian	18.00	Yes
188	.	.	.	.	.	.
189	.00	100.00	Male	Caucasian	21.00	Yes
190	3.00	100.00	Female	Black	20.00	Yes
191	.00	100.00	Female	Black	21.00	Yes
192	.00	100.00	Female	Caucasian	20.00	Yes
193	25.00	75.00	Female	Caucasian	19.00	Yes
194	50.00	100.00	Female	Caucasian	19.00	No
195	25.00	75.00	Female	Caucasian	18.00	Yes
196	50.00	50.00	Male	Caucasian	20.00	Yes

dbase.sav

	vehicle	weekly	days	hours	before8	am8to10
197	Yes	Yes	3 Days	.50	No	Yes
198	Yes	No	.	.	.	.
199	Yes	Yes	7 Days	3 hours	Yes	No
200	Yes	Yes	7 Days	1 hour	Yes	No
201	Yes	Yes	7 Days	3 hours	No	Yes
202	Yes	Yes	7 Days	2 hours	Yes	No
203	Yes	Yes	7 Days	2.50	Yes	Yes
204	Yes	Yes	7 Days	2 hours	No	No
205	Yes	Yes	7 Days	2 hours	No	No
206	Yes	Yes	1.50	1.50	No	Yes
207	Yes	Yes	7 Days	4 hours	Yes	No
208	Yes	Yes	7 Days	8 hours	No	No
209	Yes	No	.	.	.	.
210	Yes	Yes	5 Days	8 hours	No	No

dbase.sav

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
197	No	Yes	Yes	No	Yes	6 Buttons
198	.	.	.	.	.	.
199	Yes	No	No	No	No	4 Buttons
200	Yes	No	Yes	No	Yes	6 Buttons
201	No	No	No	No	Yes	12.00
202	Yes	Yes	No	No	Yes	5 Buttons
203	Yes	Yes	Yes	Yes	Yes	6 Buttons
204	No	No	Yes	Yes	No	6 Buttons
205	No	Yes	Yes	No	No	5 Buttons
206	No	No	No	Yes	No	10 Butto
207	No	Yes	No	Yes	Yes	6 Buttons
208	No	No	No	Yes	Yes	.
209	.	.	.	.	.	.
210	Yes	No	Yes	Yes	Yes	5 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
197	Yes	8 Station	0 Station	0 Station	Seldom	Sometime
198	.	.	.	.	.	.
199	Yes	4 Station	4 Station	1 Station	Seldom	Never
200	Yes	6 Station	5 Station	5 Station	Never	Very Ofte
201	Yes	12 Statio	8 Station	5 Station	Seldom	Very Ofte
202	Yes	10 Sation	5 Station	1 Station	Never	Never
203	Yes	12 Statio	12 Statio	4 Station	Seldom	Seldom
204	Yes	12 Statio	6 Station	3 Station	Never	Often
205	Yes	3 Station	2 Station	2 Station	Often	Often
206	Yes	10 Sation	10 Statio	5 Station	Seldom	Very Ofte
207	Yes	24 Statio	6 Station	6 Station	Seldom	Very Ofte
208	Yes	6 Station	6 Station	2 Station	Seldom	Often
209	.	.	.	.	.	.
210	Yes	6 Station	5 Station	4 Station	Seldom	Sometime

dbase.sav

	scan	preset	ads	play	goodstf	news
197	Often	Very Ofte	Strongly	Strongly	Strongly	Agree
198	.	.	.	.	.	.
199	Seldom	Often	Strongly	Strongly	Agree	Strongly
200	Sometime	Often	Agree	Strongly	Strongly	Strongly
201	Sometime	Very Ofte	Strongly	Strongly	Disagree	Disagree
202	Never	Never	Strongly	Strongly	Strongly	Strongly
203	Never	Seldom	Agree	Strongly	Disagree	Disagree
204	Seldom	Very Ofte	Strongly	Strongly	Agree	Strongly
205	Sometime	Sometime	Agree	Strongly	Agree	Strongly
206	Sometime	Very Ofte	Agree	Disagree	Agree	Agree
207	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree
208	Seldom	Often	Agree	Strongly	Disagree	Agree
209	.	.	.	.	.	.
210	Seldom	Often	Agree	Disagree	Disagree	Agree

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	person	songs	newscast	traffic	control	todo
197	Agree	Disagree	Strongly	Agree	Strongly	Strongly
198	.	.	.	.	.	.
199	Disagree	Strongly	Strongly	Strongly	Strongly	Strongly
200	Disagree	Disagree	Disagree	Disagree	.	Disagree
201	Agree	Agree	Agree	Disagree	Disagree	Disagree
202	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
203	Strongly	Strongly	Disagree	Disagree	Disagree	Disagree
204	Disagree	Agree	Strongly	Strongly	Strongly	Strongly
205	Strongly	Agree	Agree	Agree	Strongly	Strongly
206	Agree	Agree	Disagree	Agree	Disagree	Disagree
207	Agree	Strongly	Strongly	Strongly	Agree	Strongly
208	Agree	Disagree	Disagree	Disagree	Disagree	Disagree
209	.	.	.	.	.	.
210	Agree	Agree	Disagree	Disagree	Disagree	Disagree

	boredom	sports	bits	music	others	variety
197	Strongly	Strongly	Strongly	Disagree	Strongly	Strongly
198	.	.	.	.	.	.
199	Strongly	Strongly	Strongly	Strongly	Agree	Agree
200	Disagree	Disagree	Agree	Agree	.	Agree
201	Agree	Disagree	Disagree	Agree	Disagree	Agree
202	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
203	Agree	Agree	Strongly	Agree	Disagree	Agree
204	Agree	Disagree	Agree	Strongly	Strongly	Strongly
205	Agree	Disagree	Agree	Agree	Agree	Disagree
206	Disagree	Disagree	Disagree	Agree	Strongly	Disagree
207	Agree	Disagree	Disagree	Strongly	Strongly	Agree
208	Agree	Agree	Disagree	Strongly	Disagree	Strongly
209	.	.	.	.	.	.
210	Disagree	Disagree	Disagree	Agree	Disagree	Agree

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	weather	cartime	alone	tunes	talk	national
197	Strongly	100.00	50.00	75.00	5.00	.00
198	.	.	.	.	.	.
199	Agree	80.00	100.00	100.00	50.00	.00
200	Disagree	95.00	90.00	95.00	25.00	25.00
201	Disagree	75.00	75.00	45.00	.00	.00
202	Strongly	100.00	75.00	80.00	20.00	.00
203	Disagree	90.00	99.00	95.00	5.00	5.00
204	Strongly	90.00	50.00	99.00	.00	.00
205	Agree	50.00	70.00	80.00	30.00	.00
206	Disagree	65.00	45.00	80.00	15.00	15.00
207	Disagree	100.00	75.00	75.00	2.00	.00
208	Disagree	60.00	50.00	99.00	1.00	.00
209	.	.	.	.	.	.
210	Disagree	40.00	30.00	50.00	10.00	1.00

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	seekchg	prsetchg	gender	race	age	student
197	15.00	25.00	Male	Caucasian	19.00	Yes
198	.	.	.	.	.	.
199	20.00	20.00	Male	Caucasian	21.00	Yes
200	15.00	10.00	Male	Caucasian	23.00	Yes
201	20.00	80.00	Female	Caucasian	20.00	Yes
202	.	.	Female	Caucasian	20.00	Yes
203	.00	100.00	Male	Caucasian	22.00	Yes
204	2.00	98.00	Male	Black	21.00	Yes
205	30.00	40.00	Female	Other	24.00	Yes
206	15.00	85.00	Male	Caucasian	23.00	Yes
207	.00	100.00	Male	I'd rather	34.00	Yes
208	70.00	70.00	Male	Caucasian	19.00	Yes
209	.	.	.	.	.	.
210	5.00	98.00	Female	Black	21.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
211	Yes	Yes	7 Days	4 hours	Yes	No
212	Yes	Yes	1 Day	5 hours	No	No
213	Yes	Yes	4 Days	1 hour	No	No
214	Yes	No	.	.	.	.
215	Yes	Yes	7 Days	3 hours	Yes	No
216	Yes	Yes	7 Days	1 hour	No	No
217	Yes	Yes	7 Days	4 hours	No	No
218	Yes	Yes	7 Days	1 hour	No	No
219	Yes	Yes	7 Days	8 hours	Yes	No
220	Yes	Yes	2 Days	.50	No	No
221	Yes	Yes	6 Days	2 hours	No	Yes
222	Yes	Yes	7 Days	3 hours	Yes	No
223	Yes	Yes	6 Days	1.50	No	Yes
224	Yes	Yes	7 Days	2 hours	No	No

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	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
211	No	No	No	No	Yes	6 Buttons
212	No	No	No	No	Yes	5 Buttons
213	No	No	Yes	Yes	No	.
214	.	.	.	.	.	.
215	No	Yes	No	No	No	6 Buttons
216	Yes	No	Yes	No	No	6 Buttons
217	Yes	No	No	Yes	No	6 Buttons
218	No	No	No	No	No	6 Buttons
219	No	Yes	No	Yes	Yes	5 Buttons
220	No	No	No	No	Yes	.
221	No	Yes	No	Yes	No	6 Buttons
222	Yes	Yes	No	Yes	Yes	.
223	Yes	No	Yes	Yes	No	6 Buttons
224	No	No	Yes	Yes	Yes	6 Buttons

	program	totalfm	currntfm	regfm	reprogram	change
211	Yes	6 Station	6 Station	6 Station	Seldom	Seldom
212	No	10 Sation	2 Station	0 Station	Seldom	Seldom
213	Yes	18 Statio	12 Statio	4 Station	Never	Often
214	.	.	.	:	.	.
215	Yes	6 Station	6 Station	4 Station	Sometime	Seldom
216	Yes	12 Statio	12 Statio	12 Statio	Seldom	Very Ofte
217	Yes	12 Statio	6 Station	6 Station	Never	Often
218	Yes	6 Station	6 Station	6 Station	Seldom	Often
219	Yes	5 Station	5 Station	3 Station	Seldom	Sometime
220	Yes	12 Statio	6 Station	3 Station	Seldom	Sometime
221	Yes	12 Statio	6 Station	5 Station	Never	Often
222	Yes	18 Statio	12 Statio	4 Station	Never	Seldom
223	Yes	12 Statio	6 Station	4 Station	Sometime	Very Ofte
224	Yes	6 Station	6 Station	6 Station	Seldom	Very Ofte

	scan	preset	ads	play	goodstf	news
211	Sometime	Very Ofte	Strongly	Strongly	Agree	Disagree
212	Seldom	Seldom	Disagree	Strongly	Strongly	Disagree
213	Seldom	Very Ofte	Agree	Strongly	Agree	Disagree
214	.	.	.	.	.	.
215	Never	Very Ofte	Strongly	Strongly	Strongly	Disagree
216	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree
217	Sometime	Often	Agree	Strongly	Strongly	Disagree
218	Often	Very Ofte	Strongly	Strongly	Agree	Disagree
219	Sometime	Often	Agree	Disagree	Disagree	Disagree
220	Seldom	Often	Disagree	Agree	Disagree	Strongly
221	Seldom	Very Ofte	Strongly	Disagree	Agree	Agree
222	Never	Seldom	Agree	Disagree	Disagree	Strongly
223	Very Ofte	Very Ofte	Strongly	Disagree	Agree	Strongly
224	Never	Very Ofte	Strongly	Strongly	Disagree	Strongly

	person	songs	newscast	traffic	control	todo
211	Strongly	Strongly	Strongly	Agree	Disagree	Strongly
212	Strongly	Strongly	Disagree	Disagree	Disagree	Disagree
213	Strongly	Strongly	Strongly	Strongly	Agree	Disagree
214	.	.	.	.	.	.
215	Disagree	Disagree	Disagree	Disagree	Strongly	Disagree
216	Strongly	Disagree	Agree	Strongly	Strongly	Agree
217	Agree	Strongly	Strongly	Strongly	Agree	Disagree
218	Agree	Agree	Agree	Disagree	Strongly	Strongly
219	Strongly	Agree	Disagree	Agree	Disagree	Disagree
220	Agree	Strongly	Strongly	Strongly	Agree	Strongly
221	Agree	Agree	Disagree	Disagree	Agree	Disagree
222	Agree	Agree	Strongly	Disagree	Agree	Disagree
223	Disagree	Agree	Strongly	Agree	Strongly	Disagree
224	Disagree	Strongly	Agree	Agree	Disagree	Strongly

	boredom	sports	bits	music	others	variety
211	Strongly	Agree	Disagree	Strongly	Strongly	Strongly
212	Agree	Disagree	Disagree	Strongly	Disagree	Agree
213	Agree	Strongly	Disagree	Strongly	Disagree	Strongly
214	.	.	.	.	.	.
215	Disagree	Strongly	Disagree	Agree	Disagree	Disagree
216	Agree	Disagree	Agree	Strongly	Agree	Strongly
217	Disagree	Disagree	Strongly	Strongly	Strongly	Strongly
218	Strongly	Disagree	Strongly	Strongly	Strongly	Agree
219	Disagree	Disagree	Disagree	Agree	Disagree	Agree
220	Strongly	Agree	Disagree	Agree	Disagree	Agree
221	Agree	Disagree	Agree	Strongly	Disagree	Strongly
222	Agree	Strongly	Disagree	Agree	Disagree	Agree
223	Disagree	Strongly	Agree	Agree	Disagree	Strongly
224	Strongly	Strongly	Agree	Strongly	Agree	Agree

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	weather	cartime	alone	tunes	talk	national
211	Disagree	95.00	5.00	95.00	.00	.00
212	Disagree	70.00	.00	70.00	30.00	.00
213	Disagree	99.00	85.00	75.00	25.00	15.00
214	.	.	.	.	.	.
215	Disagree	100.00	45.00	40.00	20.00	.00
216	Disagree	100.00	50.00	90.00	10.00	10.00
217	Disagree	60.00	10.00	75.00	25.00	.00
218	Strongly	99.00	85.00	90.00	10.00	.00
219	Disagree	65.00	55.00	100.00	5.00	.00
220	Strongly	75.00	20.00	30.00	.00	.00
221	Agree	95.00	80.00	90.00	1.00	1.00
222	Strongly	80.00	99.00	100.00	.00	.00
223	Strongly	95.00	95.00	40.00	60.00	40.00
224	Strongly	90.00	90.00	70.00	.00	.00

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	seekchg	prsetchg	gender	race	age	student
211	50.00	50.00	Female	Caucasian	18.00	Yes
212	40.00	20.00	Male	Caucasian	19.00	Yes
213	5.00	95.00	Female	Caucasian	22.00	Yes
214	.	.	.	.	.	.
215	.00	100.00	.	.	.	.
216	10.00	90.00	.	.	.	.
217	10.00	90.00	Female	Caucasian	24.00	Yes
218	.00	100.00	Male	Caucasian	22.00	Yes
219	35.00	85.00	Female	Caucasian	22.00	Yes
220	10.00	99.00	Male	Caucasian	19.00	Yes
221	1.00	99.00	Female	Black	21.00	Yes
222	10.00	95.00	Male	Caucasian	20.00	Yes
223	50.00	50.00	Female	Caucasian	20.00	Yes
224	.00	100.00	Male	Caucasian	21.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
225	Yes	Yes	7 Days	3 hours	No	Yes
226	Yes	Yes	7 Days	2 hours	No	Yes
227	Yes	Yes	6 Days	2 hours	No	Yes
228	Yes	Yes	7 Days	1 hour	No	No
229	Yes	Yes	6 Days	7 hours	Yes	No
230	Yes	Yes	7 Days	2 hours	Yes	No
231	Yes	Yes	7 Days	2 hours	Yes	No
232	Yes	Yes	7 Days	6 hours	Yes	No
233	Yes	Yes	3 Days	.20	No	Yes
234	Yes	Yes	6 Days	2 hours	No	Yes
235	Yes	Yes	7 Days	3 hours	No	Yes
236	Yes	Yes	5 Days	2 hours	No	Yes
237	Yes	Yes	2 Days	.75	No	Yes
238	Yes	Yes	7 Days	4 hours	No	Yes

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
225	No	No	No	Yes	Yes	6 Buttons
226	No	Yes	No	Yes	Yes	6 Buttons
227	No	No	No	Yes	No	6 Buttons
228	No	Yes	Yes	Yes	Yes	6 Buttons
229	No	No	No	Yes	No	6 Buttons
230	No	No	No	Yes	Yes	.
231	No	No	No	Yes	No	6 Buttons
232	Yes	No	No	Yes	Yes	6 Buttons
233	No	No	No	No	No	6 Buttons
234	No	Yes	No	Yes	No	6 Buttons
235	No	Yes	No	Yes	No	6 Buttons
236	No	No	Yes	Yes	Yes	6 Buttons
237	No	No	No	Yes	Yes	6 Buttons
238	Yes	No	No	Yes	Yes	5 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
225	Yes	12 Statio	12 Statio	2 Station	Seldom	Often
226	Yes	12 Statio	6 Station	6 Station	Seldom	Very Ofte
227	Yes	12 Statio	12 Statio	7 Station	Seldom	Very Ofte
228	Yes	6 Station	6 Station	6 Station	Never	Very Ofte
229	No	12 Statio	2 Station	1 Station	Never	Seldom
230	Yes	18 Statio	18 Statio	6 Station	Seldom	Very Ofte
231	Yes	12 Statio	6 Station	6 Station	Seldom	Very Ofte
232	Yes	12 Statio	12 Statio	4 Station	Never	Often
233	Yes	12 Statio	12 Statio	1 Station	Seldom	Sometime
234	Yes	6 Station	6 Station	4 Station	Sometime	Very Ofte
235	Yes	12 Statio	8 Station	6 Station	Sometime	Often
236	Yes	12 Statio	7 Station	3 Station	Seldom	Seldom
237	Yes	6 Station	6 Station	3 Station	Never	Sometime
238	Yes	5 Station	5 Station	1 Station	Never	Never

	scan	preset	ads	play	goodstf	news
225	Often	Very Ofte	Strongly	Strongly	Agree	Strongly
226	Seldom	Very Ofte	Strongly	Agree	Strongly	Disagree
227	Seldom	Very Ofte	Agree	Agree	Strongly	Disagree
228	Never	Very Ofte	Strongly	Strongly	Strongly	Strongly
229	Seldom	Never	Strongly	Strongly	Strongly	Strongly
230	Sometime	Very Ofte	Strongly	Strongly	Agree	Disagree
231	Seldom	Very Ofte	Strongly	Strongly	Agree	Strongly
232	Seldom	Very Ofte	Agree	Strongly	Agree	Agree
233	Never	Very Ofte	Strongly	Strongly	Disagree	Agree
234	Often	Very Ofte	Strongly	Strongly	Agree	Disagree
235	Often	Very Ofte	Agree	Strongly	Disagree	Agree
236	Never	Sometime	Agree	Strongly	Disagree	Disagree
237	Never	Very Ofte	Agree	Strongly	Disagree	Disagree
238	Never	Never	Strongly	Strongly	Strongly	Strongly

	person	songs	newscast	traffic	control	todo
225	Agree	Strongly	Strongly	Disagree	Strongly	Strongly
226	Disagree	Agree	Disagree	Disagree	Strongly	Disagree
227	Disagree	Agree	Disagree	Agree	Strongly	Agree
228	Agree	Strongly	Disagree	Agree	Agree	Disagree
229	Agree	Strongly	Strongly	Strongly	Strongly	Strongly
230	Agree	Strongly	Disagree	Agree	Strongly	Disagree
231	Agree	Strongly	Strongly	Agree	Agree	Disagree
232	Agree	Strongly	Disagree	Disagree	Disagree	Disagree
233	Agree	Strongly	Disagree	Strongly	Agree	Disagree
234	Agree	Strongly	Agree	Disagree	Strongly	Disagree
235	Disagree	Strongly	Strongly	Agree	Strongly	Strongly
236	Disagree	Agree	Disagree	Strongly	Disagree	Disagree
237	Agree	Agree	Disagree	Strongly	Strongly	Strongly
238	Agree	Strongly	Strongly	Strongly	Strongly	Strongly

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	boredom	sports	bits	music	others	variety
225	Disagree	Disagree	Agree	Strongly	Strongly	Strongly
226	Agree	Agree	Strongly	Disagree	Disagree	Disagree
227	Disagree	Strongly	Agree	Agree	Strongly	Agree
228	Agree	Disagree	Strongly	Strongly	Strongly	Agree
229	Agree	Strongly	Strongly	Strongly	Strongly	Strongly
230	Disagree	Disagree	Disagree	Agree	Strongly	Disagree
231	Agree	Disagree	Strongly	Strongly	Disagree	Agree
232	Disagree	Disagree	Agree	Agree	Agree	Strongly
233	Disagree	Disagree	Disagree	Agree	Disagree	Strongly
234	Agree	Disagree	Strongly	Strongly	Disagree	Strongly
235	Strongly	Strongly	Strongly	Agree	Strongly	Agree
236	Agree	Disagree	Disagree	Agree	Strongly	Agree
237	Agree	Strongly	Strongly	Strongly	Strongly	Agree
238	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly

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	weather	cartime	alone	tunes	talk	national
225	Strongly	100.00	100.00	100.00	.00	.00
226	Strongly	95.00	75.00	90.00	10.00	.00
227	Strongly	75.00	65.00	90.00	10.00	5.00
228	Disagree	100.00	90.00	90.00	10.00	5.00
229	Strongly	50.00	10.00	90.00	10.00	5.00
230	Disagree	90.00	80.00	90.00	2.00	.00
231	Disagree	100.00	50.00	100.00	.00	.00
232	Disagree	99.00	80.00	95.00	.00	.00
233	Disagree	80.00	80.00	30.00	70.00	70.00
234	Disagree	75.00	85.00	65.00	35.00	15.00
235	Strongly	90.00	75.00	75.00	25.00	25.00
236	Disagree	100.00	100.00	90.00	.00	.00
237	Disagree	100.00	90.00	70.00	5.00	.00
238	Strongly	99.00	80.00	100.00	.00	.00

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	seekchg	prsetchg	gender	race	age	student
225	10.00	90.00	Female	Caucasian	20.00	Yes
226	2.00	98.00	Male	Caucasian	18.00	Yes
227	5.00	95.00	Male	Caucasian	19.00	Yes
228	.00	100.00	Male	Caucasian	21.00	Yes
229	5.00	.00	Male	Caucasian	45.00	Yes
230	20.00	80.00	Male	Caucasian	23.00	Yes
231	25.00	75.00	Male	Caucasian	25.00	Yes
232	15.00	85.00	Female	Caucasian	21.00	Yes
233	.00	100.00	Male	Caucasian	21.00	Yes
234	10.00	90.00	Male	Caucasian	23.00	Yes
235	25.00	75.00	Female	Caucasian	22.00	Yes
236	.00	100.00	Male	Caucasian	23.00	Yes
237	.00	100.00	Female	Caucasian	21.00	Yes
238	50.00	50.00	Female	Caucasian	31.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
239	Yes	Yes	7 Days	2 hours	Yes	No
240	Yes	Yes	7 Days	.	No	No
241	Yes	Yes	5 Days	1 hour	No	Yes
242	No	.	.	.	.	.
243	Yes	Yes	7 Days	1.50	No	Yes
244	Yes	Yes	7 Days	1 hour	No	Yes
245	Yes	Yes	6 Days	2 hours	No	No
246	Yes	Yes	7 Days	3 hours	Yes	No
247	Yes	Yes	7 Days	1 hour	No	Yes
248	Yes	Yes	3 Days	1 hour	No	No
249	No	.	.	.	.	.
250	Yes	Yes	5 Days	6 hours	Yes	No
251	Yes	Yes	1 Day	1 hour	No	No
252	Yes	Yes	7 Days	3 hours	Yes	No

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
239	No	No	Yes	Yes	Yes	6 Buttons
240	Yes	Yes	No	Yes	No	6 Buttons
241	No	No	No	Yes	No	6 Buttons
242	.	.	.	.	.	.
243	No	No	No	Yes	Yes	.
244	No	No	No	No	Yes	6 Buttons
245	Yes	No	Yes	No	No	7 Buttons
246	No	Yes	No	No	Yes	6 Buttons
247	No	No	No	Yes	No	.
248	No	Yes	Yes	Yes	Yes	6 Buttons
249	.	.	.	.	.	.
250	No	No	Yes	Yes	No	6 Buttons
251	No	Yes	No	Yes	No	.
252	Yes	No	No	No	Yes	.

	program	totalfm	currntfm	regfm	reprogram	change
239	Yes	12 Statio	12 Statio	4 Station	Seldom	Sometime
240	Yes	6 Station	6 Station	6 Station	Never	Often
241	Yes	12 Statio	3 Station	2 Station	Seldom	Sometime
242	.	.	.	.	.	.
243	No	12 Statio	0 Station	0 Station	Never	Very Ofte
244	Yes	18 Statio	6 Station	6 Station	Sometime	Very Ofte
245	Yes	21 Statio	7 Station	3 Station	Seldom	Often
246	Yes	6 Station	6 Station	6 Station	Seldom	Very Ofte
247	Yes	10 Statio	5 Station	2 Station	Sometime	Sometime
248	Yes	6 Station	3 Station	1 Station	Sometime	Very Ofte
249	.	.	.	.	.	.
250	Yes	12 Statio	4 Station	1 Station	Seldom	Very Ofte
251	Yes	18 Statio	18 Statio	6 Station	Seldom	Often
252	Yes	.	.	4 Station	Seldom	Often

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	scan	preset	ads	play	goodstf	news
239	Seldom	Often	Strongly	Strongly	Agree	Disagree
240	Seldom	Very Ofte	Strongly	Strongly	Agree	Strongly
241	Sometime	Very Ofte	Agree	Disagree	Disagree	Disagree
242	.	.	.	.	.	.
243	.	.	Strongly	Agree	Agree	Strongly
244	Sometime	Very Ofte	Strongly	Disagree	Agree	Strongly
245	Very Ofte	Often	Strongly	Strongly	Agree	Agree
246	Sometime	Very Ofte	Strongly	Disagree	Agree	Strongly
247	Often	Often	Agree	Strongly	Disagree	Agree
248	Very Ofte	Sometime	Strongly	Disagree	Disagree	Agree
249	.	.	.	.	.	.
250	Often	Often	Strongly	Disagree	Strongly	Agree
251	Sometime	Very Ofte	Agree	Agree	Agree	Disagree
252	Seldom	Often	Strongly	Strongly	Agree	Strongly

	person	songs	newscast	traffic	control	todo
239	Disagree	Agree	Agree	Agree	Agree	Disagree
240	Disagree	Disagree	Disagree	Disagree	Disagree	Agree
241	Agree	Strongly	Strongly	Strongly	Strongly	Disagree
242	.	.	.	.	.	.
243	Strongly	Strongly	Strongly	Strongly	Strongly	Agree
244	Disagree	Disagree	Disagree	Disagree	Strongly	Agree
245	Strongly	Strongly	Disagree	Disagree	Strongly	Strongly
246	Disagree	Disagree	Disagree	Disagree	Strongly	Strongly
247	Agree	Strongly	Agree	Strongly	Disagree	Disagree
248	Agree	Agree	Disagree	Disagree	Strongly	Agree
249	.	.	.	.	.	.
250	Strongly	Agree	Disagree	Strongly	Disagree	Agree
251	Disagree	Agree	Agree	Disagree	Agree	Strongly
252	Strongly	Agree	Strongly	Strongly	Strongly	Strongly

	boredom	sports	bits	music	others	variety
239	Disagree	Agree	Disagree	Agree	Disagree	Agree
240	Agree	Disagree	Disagree	Strongly	Disagree	Strongly
241	Strongly	Strongly	Strongly	Agree	Strongly	Agree
242	.	.	.	.	.	.
243	Agree	Strongly	Strongly	Strongly	Strongly	Strongly
244	Agree	Strongly	Strongly	Agree	Strongly	Strongly
245	Strongly	Strongly	Strongly	Strongly	Disagree	Strongly
246	Strongly	Strongly	Agree	Strongly	Disagree	Strongly
247	Disagree	Strongly	Agree	Strongly	Disagree	Strongly
248	Strongly	Disagree	Strongly	Strongly	Agree	Strongly
249	.	.	.	.	.	.
250	Agree	Strongly	Agree	Agree	Strongly	Agree
251	Strongly	Agree	Agree	Strongly	Agree	Agree
252	Strongly	Strongly	Strongly	Agree	Strongly	Agree

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	weather	cartime	alone	tunes	talk	national
239	Agree	95.00	85.00	95.00	5.00	.00
240	Disagree	95.00	60.00	100.00	10.00	.00
241	Disagree	90.00	60.00	50.00	50.00	20.00
242	.	.	.	.	.	.
243	Strongly	100.00	98.00	35.00	15.00	15.00
244	Strongly	90.00	50.00	100.00	.00	.00
245	Strongly	100.00	70.00	90.00	10.00	10.00
246	Strongly	90.00	90.00	100.00	.00	4.00
247	Strongly	100.00	90.00	85.00	15.00	.00
248	Agree	100.00	50.00	95.00	10.00	.00
249	.	.	.	.	.	.
250	Strongly	45.00	100.00	85.00	.00	.00
251	Agree	100.00	80.00	100.00	.00	.00
252	Strongly	100.00	80.00	20.00	60.00	20.00

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	seekchg	prsetchg	gender	race	age	student
239	5.00	95.00	Female	Caucasian	20.00	Yes
240	5.00	100.00	Female	Caucasian	20.00	Yes
241	40.00	60.00	Male	Caucasian	31.00	Yes
242	.	.	.	.	.	.
243	100.00	.00	Male	Caucasian	26.00	Yes
244	25.00	75.00	Female	Caucasian	20.00	Yes
245	30.00	70.00	Male	Caucasian	22.00	Yes
246	15.00	85.00	Female	Caucasian	19.00	Yes
247	50.00	50.00	Female	Caucasian	21.00	Yes
248	90.00	20.00	Female	I'd rather	20.00	Yes
249	.	.	.	.	.	.
250	10.00	90.00	Female	Caucasian	33.00	Yes
251	50.00	50.00	Female	Caucasian	20.00	Yes
252	40.00	60.00	Female	Caucasian	20.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
253	Yes	Yes	7 Days	1 hour	No	Yes
254	Yes	Yes	3 Days	2 hours	No	No
255	Yes	Yes	7 Days	2 hours	No	No
256	Yes	Yes	7 Days	2 hours	Yes	No
257	Yes	Yes	2 Days	.00	No	No
258	Yes	Yes	7 Days	2 hours	Yes	No
259	Yes	Yes	5 Days	1 hour	Yes	No
260	Yes	Yes	7 Days	.75	No	Yes
261	Yes	Yes	6 Days	1 hour	No	No
262	Yes	Yes	7 Days	1 hour	No	No
263	Yes	Yes	7 Days	1 hour	Yes	No
264	Yes	Yes	7 Days	3 hours	No	Yes
265	Yes	Yes	7 Days	.75	No	Yes
266	Yes	Yes	7 Days	5 hours	No	Yes

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
253	No	Yes	No	Yes	No	12.00
254	No	No	No	No	Yes	6 Buttons
255	Yes	Yes	Yes	Yes	Yes	.
256	No	No	No	No	Yes	8 Buttons
257	No	Yes	No	Yes	Yes	6 Buttons
258	No	Yes	No	Yes	Yes	12.00
259	No	No	No	Yes	No	6 Buttons
260	Yes	No	No	No	No	5 Buttons
261	No	No	Yes	No	Yes	6 Buttons
262	No	Yes	No	Yes	Yes	6 Buttons
263	No	No	No	Yes	Yes	6 Buttons
264	No	No	Yes	Yes	Yes	6 Buttons
265	No	No	No	Yes	No	12.00
266	No	No	No	Yes	No	6 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
253	Yes	12 Statio	12 Statio	11 Statio	Seldom	Very Ofte
254	Yes	12 Statio	6 Statio	2 Statio	Seldom	Seldom
255	Yes	20 Statio	15 Statio	5 Statio	Never	Sometime
256	Yes	8 Statio	8 Statio	4 Statio	Seldom	Very Ofte
257	Yes	18 Statio	12 Statio	7 Statio	Seldom	Often
258	Yes	12 Statio	11 Statio	9 Statio	Never	Often
259	Yes	12 Statio	6 Statio	4 Statio	Seldom	Often
260	Yes	5 Statio	5 Statio	3 Statio	Seldom	Often
261	Yes	12 Statio	6 Statio	4 Statio	Seldom	Often
262	Yes	6 Statio	6 Statio	3 Statio	Seldom	Often
263	Yes	12 Statio	12 Statio	4 Statio	Seldom	Often
264	Yes	12 Statio	10 Statio	5 Statio	Seldom	Sometime
265	Yes	12 Statio	12 Statio	6 Statio	Seldom	Very Ofte
266	Yes	12 Statio	6 Statio	4 Statio	Seldom	Very Ofte

	scan	preset	ads	play	goodstf	news
253	Very Ofte	Very Ofte	Strongly	Agree	Strongly	Disagree
254	Never	Seldom	Disagree	Strongly	Disagree	Disagree
255	Very Ofte	Very Ofte	Strongly	Disagree	Agree	Disagree
256	Seldom	Very Ofte	Strongly	Disagree	Agree	Strongly
257	Seldom	Very Ofte	Agree	Strongly	Strongly	Disagree
258	Sometime	Often	Strongly	Strongly	Agree	Disagree
259	Sometime	Very Ofte	Strongly	Strongly	Agree	Strongly
260	Sometime	Often	Strongly	Disagree	Agree	Disagree
261	Seldom	Often	Strongly	Disagree	Agree	Disagree
262	Seldom	Often	Agree	Strongly	Disagree	Strongly
263	Never	Very Ofte	Agree	Strongly	Disagree	Disagree
264	Sometime	Very Ofte	Agree	Strongly	Agree	Strongly
265	Sometime	Very Ofte	Strongly	Disagree	Agree	Disagree
266	Seldom	Very Ofte	Strongly	Disagree	Strongly	Disagree

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	person	songs	newscast	traffic	control	todo
253	Agree	Strongly	Agree	Disagree	Agree	Disagree
254	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
255	Agree	Disagree	Disagree	Disagree	Disagree	Disagree
256	Strongly	Strongly	Strongly	Agree	Strongly	Disagree
257	Disagree	Disagree	Disagree	Disagree	Disagree	Strongly
258	Disagree	Agree	Disagree	Disagree	Disagree	Strongly
259	Disagree	Disagree	Strongly	Strongly	Strongly	Strongly
260	Disagree	Disagree	Disagree	Disagree	Agree	Disagree
261	Disagree	Agree	Disagree	Disagree	Strongly	Disagree
262	Strongly	Agree	Strongly	Strongly	Agree	Strongly
263	Strongly	Disagree	Disagree	Disagree	Agree	Disagree
264	Strongly	Agree	Strongly	Strongly	Strongly	Strongly
265	Agree	Agree	Agree	Disagree	Disagree	Disagree
266	Agree	Disagree	Strongly	Agree	Agree	Strongly

	boredom	sports	bits	music	others	variety
253	Strongly	Strongly	Agree	Strongly	Strongly	Strongly
254	Disagree	Disagree	Disagree	Disagree	Disagree	Disagree
255	Agree	Disagree	Disagree	Agree	Disagree	Agree
256	Disagree	Strongly	Strongly	Agree	Strongly	Agree
257	Strongly	Agree	Strongly	Agree	Disagree	Strongly
258	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
259	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
260	Disagree	Disagree	Disagree	Agree	Agree	Agree
261	Disagree	Disagree	Disagree	Strongly	Disagree	Agree
262	Agree	Disagree	Agree	Strongly	Strongly	Disagree
263	Agree	Agree	Agree	Disagree	Strongly	Disagree
264	Disagree	Strongly	Disagree	Strongly	Strongly	Strongly
265	Disagree	Disagree	Disagree	Strongly	Disagree	Agree
266	Strongly	Disagree	Strongly	Strongly	Disagree	Strongly

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	weather	cartime	alone	tunes	talk	national
253	Disagree	100.00	90.00	90.00	5.00	5.00
254	Disagree	75.00	60.00	100.00	.00	.00
255	Disagree	40.00	35.00	40.00	.00	.00
256	Agree	75.00	90.00	99.00	.50	1.00
257	Disagree	20.00	30.00	99.00	.00	.00
258	Disagree	80.00	80.00	70.00	.00	.00
259	Agree	90.00	90.00	100.00	.00	.00
260	Disagree	50.00	75.00	70.00	30.00	10.00
261	Agree	35.00	75.00	60.00	10.00	10.00
262	Strongly	99.00	95.00	75.00	5.00	.00
263	Disagree	95.00	80.00	40.00	60.00	3.00
264	Strongly	75.00	95.00	95.00	5.00	.00
265	Disagree	90.00	60.00	80.00	.00	.00
266	Agree	100.00	80.00	95.00	5.00	.00

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	seekchg	prsetchg	gender	race	age	student
253	50.00	100.00	Female	Caucasian	24.00	Yes
254	.00	100.00	Female	Caucasian	32.00	Yes
255	80.00	85.00	Female	Caucasian	22.00	Yes
256	2.00	98.00	Female	Caucasian	20.00	Yes
257	50.00	50.00	Male	Caucasian	20.00	Yes
258	10.00	90.00	Female	Caucasian	37.00	Yes
259	10.00	90.00	Female	Caucasian	20.00	Yes
260	10.00	90.00	Male	Caucasian	41.00	Yes
261	25.00	90.00	Male	Caucasian	21.00	Yes
262	5.00	95.00	Male	Caucasian	19.00	Yes
263	1.00	98.00	Male	Caucasian	25.00	Yes
264	25.00	75.00	Female	Caucasian	23.00	Yes
265	5.00	95.00	Female	Caucasian	20.00	Yes
266	5.00	95.00	Female	Caucasian	20.00	Yes

	vehicle	weekly	days	hours	before8	am8to10
267	Yes	Yes	3.50	.33	No	No
268	Yes	Yes	3 Days	1.50	No	Yes
269	Yes	Yes	7 Days	1 hour	No	Yes
270	Yes	No	.	.	.	.
271	Yes	Yes	7 Days	1 hour	No	Yes
272	Yes	Yes	7 Days	1 hour	Yes	No
273	Yes	Yes	7 Days	2 hours	No	Yes
274	Yes	Yes	5 Days	1 hour	Yes	No
275	Yes	Yes	7 Days	2 hours	No	Yes
276	Yes	Yes	7 Days	1 hour	No	No
277	Yes	Yes	2 Days	1 hour	No	No
278	Yes	Yes	7 Days	4 hours	Yes	Yes
279	Yes	Yes	7 Days	1 hour	No	No
280	Yes	Yes	3 Days	.50	No	No

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	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
267	No	No	No	Yes	Yes	6 Buttons
268	No	No	No	Yes	Yes	6 Buttons
269	No	No	Yes	Yes	Yes	6 Buttons
270	.	.	.	.	.	.
271	No	No	No	No	Yes	.
272	No	No	Yes	No	Yes	.
273	No	Yes	No	Yes	Yes	.
274	No	No	Yes	No	No	6 Buttons
275	Yes	Yes	No	No	Yes	5 Buttons
276	No	No	No	Yes	No	5 Buttons
277	No	Yes	No	No	Yes	6 Buttons
278	Yes	Yes	Yes	Yes	Yes	6 Buttons
279	No	Yes	Yes	Yes	Yes	.
280	No	No	No	No	Yes	4 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
267	Yes	12 Statio	6 Station	2 Station	Seldom	Often
268	Yes	6 Station	6 Station	3 Station	Seldom	Often
269	Yes	6 Station	6 Station	6 Station	Seldom	Very Ofte
270	.	.	.	.	.	.
271	Yes	18 Statio	6 Station	4 Station	Seldom	Often
272	Yes	12 Statio	6 Station	4 Station	Sometime	Often
273	Yes	10 Sation	10 Statio	8 Station	Seldom	Often
274	Yes	6 Station	6 Station	2 Station	Never	Seldom
275	Yes	15 Statio	5 Station	3 Station	Seldom	Often
276	Yes	10 Sation	10 Statio	5 Station	Seldom	Often
277	Yes	18 Statio	6 Station	2 Station	Seldom	Often
278	Yes	12 Statio	12 Statio	7 Station	Seldom	Often
279	Yes	12 Statio	6 Station	2 Station	Seldom	Very Ofte
280	Yes	3 Station	3 Station	2 Station	Never	Often

	scan	preset	ads	play	goodstf	news
267	Seldom	Very Ofte	Strongly	Strongly	Agree	Strongly
268	Never	Often	Strongly	Agree	Agree	Disagree
269	Seldom	Very Ofte	Strongly	Disagree	Strongly	Strongly
270	.	.	.	.	.	.
271	Seldom	Very Ofte	Strongly	Strongly	Disagree	Disagree
272	Seldom	Very Ofte	Agree	Disagree	Disagree	Agree
273	Seldom	Often	Strongly	Strongly	Disagree	Strongly
274	Seldom	Sometime	Strongly	Strongly	Disagree	Disagree
275	Never	Often	Strongly	Strongly	Disagree	Disagree
276	Seldom	Seldom	Agree	Agree	Agree	Agree
277	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree
278	Never	Very Ofte	Strongly	Disagree	Agree	Disagree
279	Seldom	Very Ofte	Agree	Agree	Agree	Disagree
280	Seldom	Often	Agree	Strongly	Agree	Disagree

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	person	songs	newscast	traffic	control	todo
267	Strongly	Agree	Strongly	Strongly	Strongly	Strongly
268	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
269	Strongly	Agree	Strongly	Disagree	Agree	Disagree
270	.	.	.	.	.	.
271	Agree	Disagree	Disagree	Strongly	Strongly	Disagree
272	Agree	Agree	Agree	Agree	Agree	Disagree
273	Disagree	Disagree	Strongly	Strongly	Agree	Agree
274	Agree	Strongly	Strongly	Strongly	Strongly	Strongly
275	Agree	Strongly	Disagree	Disagree	Agree	Disagree
276	Agree	Agree	Agree	Agree	Agree	Agree
277	Agree	Disagree	Disagree	Disagree	Disagree	Agree
278	Agree	Strongly	Disagree	Disagree	Disagree	Strongly
279	Agree	Strongly	Disagree	Disagree	Agree	Disagree
280	Agree	Disagree	Disagree	Disagree	Disagree	Disagree

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	boredom	sports	bits	music	others	variety
267	Strongly	Strongly	Strongly	Strongly	Strongly	Agree
268	Strongly	Disagree	Strongly	Strongly	Disagree	Strongly
269	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
270	.	.	.	.	.	.
271	Agree	Disagree	Agree	Strongly	Disagree	Disagree
272	Agree	Agree	Disagree	Agree	Agree	Agree
273	Agree	Strongly	Strongly	Strongly	Disagree	Agree
274	Strongly	Agree	Strongly	Strongly	Strongly	Agree
275	Agree	Disagree	Disagree	Strongly	Disagree	Agree
276	Agree	Agree	Agree	Agree	Agree	Agree
277	Agree	Disagree	Agree	Agree	Disagree	Agree
278	Strongly	Disagree	Strongly	Strongly	Disagree	Strongly
279	Agree	Disagree	Disagree	Agree	Agree	Disagree
280	Disagree	Agree	Agree	Agree	Strongly	Disagree

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	weather	cartime	alone	tunes	talk	national
267	Strongly	100.00	75.00	90.00	.00	.00
268	Strongly	20.00	40.00	90.00	5.00	5.00
269	Strongly	90.00	90.00	100.00	.00	.00
270	.	.	.	.	.	.
271	Disagree	90.00	70.00	75.00	25.00	.00
272	Agree	80.00	40.00	80.00	.00	.00
273	Strongly	90.00	15.00	90.00	.00	5.00
274	Disagree	80.00	100.00	30.00	60.00	25.00
275	Disagree	95.00	75.00	75.00	.00	40.00
276	Agree	80.00	20.00	90.00	10.00	5.00
277	Disagree	5.00	50.00	90.00	5.00	5.00
278	Disagree	100.00	.00	80.00	20.00	20.00
279	Disagree	50.00	75.00	90.00	.00	.00
280	Disagree	25.00	50.00	80.00	10.00	10.00

	seekchg	prsetchg	gender	race	age	student
267	10.00	90.00	Female	Caucasian	21.00	Yes
268	20.00	80.00	Female	Caucasian	20.00	Yes
269	5.00	95.00	Female	Caucasian	22.00	Yes
270	.	.	.	.	.	.
271	5.00	95.00	Male	Caucasian	23.00	Yes
272	20.00	80.00	Female	Caucasian	21.00	Yes
273	15.00	85.00	Male	Caucasian	23.00	Yes
274	5.00	5.00	Male	Caucasian	30.00	Yes
275	.00	100.00	Male	Asian/Pa	27.00	Yes
276	10.00	90.00	Female	Caucasian	19.00	Yes
277	5.00	95.00	Male	Caucasian	21.00	Yes
278	.00	100.00	Male	Caucasian	22.00	Yes
279	5.00	95.00	Female	Caucasian	20.00	Yes
280	20.00	80.00	Male	Caucasian	19.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
281	Yes	Yes	7 Days	3 hours	No	No
282	Yes	Yes	6 Days	1 hour	No	No
283	Yes	Yes	7 Days	1 hour	No	No
284	Yes	Yes	5 Days	1 hour	No	No
285	Yes	Yes	6 Days	1 hour	No	Yes
286	Yes	Yes	7 Days	2.50	No	No
287	Yes	Yes	7 Days	2 hours	No	No
288	Yes	Yes	7 Days	7 hours	No	No
289	Yes	Yes	7 Days	1 hour	No	No
290	Yes	Yes	7 Days	4 hours	Yes	No
291	Yes	Yes	7 Days	2.50	No	No
292	Yes	Yes	7 Days	2 hours	No	No
293	Yes	Yes	2 Days	1 hour	Yes	No
294	Yes	Yes	7 Days	1 hour	No	No

	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
281	No	Yes	Yes	Yes	No	10 Butto
282	No	No	Yes	Yes	Yes	12.00
283	No	Yes	Yes	Yes	Yes	10 Butto
284	No	Yes	No	No	Yes	6 Buttons
285	Yes	No	Yes	Yes	No	6 Buttons
286	No	No	No	Yes	Yes	6 Buttons
287	Yes	No	No	Yes	No	12.00
288	No	No	Yes	Yes	Yes	6 Buttons
289	No	No	No	Yes	No	7 Buttons
290	No	No	Yes	No	Yes	6 Buttons
291	Yes	Yes	Yes	Yes	Yes	10 Butto
292	No	No	No	Yes	No	12.00
293	No	No	No	No	Yes	12.00
294	No	Yes	Yes	No	No	5 Buttons

	program	totalfm	currntfm	regfm	reprogram	change
281	Yes	12 Statio	10 Statio	2 Station	Seldom	Often
282	Yes	12 Statio	12 Statio	3 Station	Seldom	Often
283	Yes	10 Sation	10 Statio	10 Statio	Very Ofte	Very Ofte
284	Yes	12 Statio	12 Statio	6 Station	Seldom	Often
285	Yes	6 Station	6 Station	6 Station	Seldom	Very Ofte
286	Yes	24 Statio	6 Station	2.50	Seldom	Very Ofte
287	Yes	12 Statio	6 Station	3 Station	Never	Often
288	Yes	18 Statio	6 Station	6 Station	Sometime	Very Ofte
289	Yes	7 Station	7 Station	2 Station	Seldom	Sometime
290	Yes	12 Statio	12 Statio	8 Station	Seldom	Sometime
291	Yes	10 Sation	10 Statio	5 Station	Seldom	Very Ofte
292	Yes	12 Statio	12 Statio	3 Station	Seldom	Very Ofte
293	Yes	.	.	2 Station	Seldom	Seldom
294	Yes	10 Sation	10 Statio	5 Station	Never	Very Ofte

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	scan	preset	ads	play	goodstf	news
281	Seldom	Often	Strongly	Strongly	Agree	Disagree
282	Seldom	Often	Strongly	Strongly	Disagree	Disagree
283	Sometime	Very Ofte	Strongly	Strongly	Strongly	Agree
284	Seldom	Very Ofte	Strongly	Strongly	Disagree	Agree
285	Sometime	Very Ofte	Strongly	Agree	Agree	Agree
286	Very Ofte	Often	Strongly	Disagree	Agree	Disagree
287	Seldom	Very Ofte	Strongly	Disagree	Agree	Disagree
288	Often	Very Ofte	Strongly	Strongly	Strongly	Strongly
289	Seldom	Very Ofte	Agree	Strongly	Agree	Agree
290	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree
291	Sometime	Very Ofte	Strongly	Disagree	Agree	Disagree
292	Often	Very Ofte	Strongly	Strongly	Agree	Strongly
293	Sometime	Sometime	Agree	Strongly	Disagree	Agree
294	Sometime	Very Ofte	Strongly	Strongly	Agree	Strongly

	person	songs	newscast	traffic	control	todo
281	Agree	Agree	Disagree	Agree	Strongly	Disagree
282	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
283	Strongly	Strongly	Disagree	Disagree	Strongly	Agree
284	Agree	Disagree	Disagree	Agree	Disagree	Disagree
285	Agree	Agree	Agree	Agree	Agree	Agree
286	Disagree	Disagree	Disagree	Disagree	Strongly	Agree
287	Agree	Agree	Disagree	Disagree	Disagree	Disagree
288	Strongly	Strongly	Strongly	Agree	Strongly	Strongly
289	Strongly	Disagree	Disagree	Disagree	Agree	Agree
290	Agree	Agree	Disagree	Disagree	Strongly	Strongly
291	Agree	Agree	Disagree	Disagree	Strongly	Strongly
292	Strongly	Strongly	Disagree	Disagree	Agree	Agree
293	Agree	Agree	Agree	Agree	Disagree	Strongly
294	Strongly	Strongly	Strongly	Strongly	Disagree	Agree

	boredom	sports	bits	music	others	variety
281	Strongly	Strongly	Agree	Agree	Strongly	Agree
282	Disagree	Disagree	Agree	Agree	Strongly	Agree
283	Strongly	Disagree	Strongly	Strongly	Disagree	Strongly
284	Disagree	Disagree	Agree	Agree	Disagree	Agree
285	Agree	Agree	Agree	Agree	Strongly	Strongly
286	Agree	Agree	Disagree	Agree	Disagree	Agree
287	Agree	Strongly	Agree	Agree	Agree	Agree
288	Strongly	Strongly	Strongly	Strongly	Strongly	Strongly
289	Agree	Agree	Agree	Strongly	Strongly	Agree
290	Agree	Disagree	Disagree	Strongly	Strongly	Agree
291	Agree	Disagree	Disagree	Strongly	Strongly	Agree
292	Strongly	Disagree	Strongly	Strongly	Agree	Strongly
293	Disagree	Disagree	Disagree	Disagree	Strongly	Agree
294	Disagree	Strongly	Strongly	Strongly	Strongly	Strongly

	weather	cartime	alone	tunes	talk	national
281	Agree	80.00	95.00	70.00	.00	.00
282	Strongly	85.00	70.00	90.00	.00	.00
283	Strongly	100.00	85.00	100.00	5.00	.00
284	Disagree	20.00	2.00	50.00	.00	.00
285	Agree	90.00	20.00	95.00	.00	1.00
286	Disagree	30.00	30.00	70.00	30.00	5.00
287	Disagree	75.00	90.00	90.00	5.00	.00
288	Strongly	20.00	80.00	40.00	.00	.00
289	Agree	50.00	50.00	100.00	20.00	20.00
290	Disagree	95.00	70.00	90.00	2.00	5.00
291	Disagree	95.00	70.00	98.00	5.00	3.00
292	Disagree	5.00	2.00	75.00	1.00	1.00
293	Agree	90.00	10.00	100.00	.00	.00
294	Disagree	85.00	85.00	98.00	.00	.00

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	seekchg	prsetchg	gender	race	age	student
281	2.00	100.00	Female	Caucasian	21.00	Yes
282	5.00	99.00	Female	Caucasian	21.00	Yes
283	50.00	50.00	Female	Caucasian	21.00	Yes
284	10.00	99.00	Female	Caucasian	20.00	Yes
285	10.00	90.00	Male	Caucasian	22.00	Yes
286	80.00	10.00	Male	Caucasian	20.00	Yes
287	.00	100.00	Female	Caucasian	21.00	Yes
288	75.00	25.00	Female	Caucasian	21.00	Yes
289	10.00	100.00	Female	Black	19.00	Yes
290	2.00	98.00	Female	Caucasian	19.00	Yes
291	5.00	95.00	Female	Caucasian	21.00	Yes
292	80.00	100.00	Female	Black	19.00	Yes
293	50.00	50.00	Female	Caucasian	45.00	Yes
294	10.00	90.00	Female	Caucasian	21.00	Yes

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	vehicle	weekly	days	hours	before8	am8to10
295	Yes	Yes	5 Days	1 hour	No	No
296	Yes	Yes	4 Days	1 hour	No	Yes
297	Yes	Yes	4 Days	1 hour	No	No
298	Yes	Yes	7 Days	2 hours	No	No
299	Yes	Yes	7 Days	1 hour	No	No

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	am10to12	pm12to2	pm2to4	pm4to6	after6	buttons
295	No	Yes	No	No	Yes	6 Buttons
296	No	Yes	No	No	Yes	10 Butto
297	Yes	Yes	No	Yes	Yes	6 Buttons
298	Yes	No	No	Yes	No	6 Buttons
299	Yes	Yes	Yes	Yes	Yes	6 Buttons

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	program	totalfm	currntfm	regfm	reprogram	change
295	Yes	12 Statio	1 Station	1 Station	Never	Seldom
296	Yes	10 Sation	8 Station	5 Station	Seldom	Often
297	Yes	12 Statio	4 Station	2 Station	Never	Often
298	Yes	6 Station	6 Station	4 Station	Seldom	Sometime
299	Yes	12 Statio	12 Statio	6 Station	Sometime	Very Ofte

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	scan	preset	ads	play	goodstf	news
295	Seldom	Seldom	.	.	.	.
296	Sometime	Often	Strongly	Strongly	Agree	Disagree
297	Seldom	Often	Strongly	Disagree	Agree	Disagree
298	Seldom	Often	Agree	Strongly	Disagree	Disagree
299	Seldom	Very Ofte	Strongly	Strongly	Agree	Disagree

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	person	songs	newscast	traffic	control	todo
295	.	.	.	.	.	.
296	Strongly	Agree	Strongly	Strongly	Strongly	Strongly
297	Agree	Disagree	Disagree	Disagree	Agree	Agree
298	Agree	Agree	Agree	Strongly	Disagree	Disagree
299	Agree	Strongly	Strongly	Strongly	Strongly	Disagree

	boredom	sports	bits	music	others	variety
295	.	.	.	.	.	.
296	Agree	Disagree	Strongly	Strongly	Strongly	Disagree
297	Agree	Agree	Agree	Strongly	Disagree	Agree
298	Agree	Disagree	Disagree	Agree	Agree	Agree
299	Agree	Agree	Disagree	Agree	Agree	Agree

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	weather	cartime	alone	tunes	talk	national
295	.	.	.	.	.	.
296	Disagree	20.00	15.00	90.00	5.00	5.00
297	Agree	95.00	5.00	90.00	10.00	10.00
298	Disagree	50.00	75.00	75.00	.00	.00
299	Disagree	85.00	90.00	65.00	35.00	.00

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	seekchg	prsetchg	gender	race	age	student
295	.	.	Female	Caucasian	21.00	Yes
296	10.00	90.00	Male	Caucasian	21.00	Yes
297	15.00	85.00	Female	Multiracia	20.00	Yes
298	2.00	90.00	Female	Caucasian	44.00	Yes
299	5.00	95.00	Male	Caucasian	22.00	Yes

Vita

Chandler Harriss was born at Camp Lejeune Marine Base in North Carolina on April 22, 1971. He was raised just to the west of Knoxville in Lenoir City, TN where he attended elementary, middle and high schools. He graduated from Lenoir City High School in 1989. From there, he attended the University of Tennessee where he received a Bachelor of Science in Journalism in 1993. Then, he operated a printing business for six years before returning to UTK pursue a Master of Science in Broadcasting in 1999.

Chandler is currently applying to various doctoral programs and is finishing his MS at UTK.