

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Radio-Wkday AM	297	98.0%
Gender * Radio-Wkday PM	297	98.0%
Gender * Radio-Wkday Eve	297	98.0%
Gender * Radio-Wkend AM	297	98.0%
Gender * Radio-Wkend PM	297	98.0%
Gender * Radio-Wkend Eve	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Radio-Wkday AM	6	2.0%	303	100.0%
Gender * Radio-Wkday PM	6	2.0%	303	100.0%
Gender * Radio-Wkday Eve	6	2.0%	303	100.0%
Gender * Radio-Wkend AM	6	2.0%	303	100.0%
Gender * Radio-Wkend PM	6	2.0%	303	100.0%
Gender * Radio-Wkend Eve	6	2.0%	303	100.0%

Gender * Radio-Wkday AM Crosstabulation

			Radio-Wkday AM		Total
			Yes	No	
Gender	Male	Count	80	32	112
		% within Gender	71.4%	28.6%	100.0%
		% within Radio-Wkday AM	35.2%	45.7%	37.7%
		% of Total	26.9%	10.8%	37.7%
	Female	Count	147	38	185
		% within Gender	79.5%	20.5%	100.0%
		% within Radio-Wkday AM	64.8%	54.3%	62.3%
		% of Total	49.5%	12.8%	62.3%
Total		Count	227	70	297
		% within Gender	76.4%	23.6%	100.0%
		% within Radio-Wkday AM	100.0%	100.0%	100.0%
		% of Total	76.4%	23.6%	100.0%

Gender * Radio-Wkday PM Crosstabulation

			Radio-Wkday PM		Total
			Yes	No	
Gender	Male	Count	39	73	112
		% within Gender	34.8%	65.2%	100.0%
		% within Radio-Wkday PM	29.3%	44.5%	37.7%
		% of Total	13.1%	24.6%	37.7%
	Female	Count	94	91	185
		% within Gender	50.8%	49.2%	100.0%
		% within Radio-Wkday PM	70.7%	55.5%	62.3%
		% of Total	31.6%	30.6%	62.3%
Total		Count	133	164	297
		% within Gender	44.8%	55.2%	100.0%
		% within Radio-Wkday PM	100.0%	100.0%	100.0%
		% of Total	44.8%	55.2%	100.0%

Gender * Radio-Wkday Eve Crosstabulation

			Radio-Wkday Eve		Total
			Yes	No	
Gender	Male	Count	41	71	112
		% within Gender	36.6%	63.4%	100.0%
		% within Radio-Wkday Eve	34.5%	39.9%	37.7%
		% of Total	13.8%	23.9%	37.7%
	Female	Count	78	107	185
		% within Gender	42.2%	57.8%	100.0%
		% within Radio-Wkday Eve	65.5%	60.1%	62.3%
		% of Total	26.3%	36.0%	62.3%
Total		Count	119	178	297
		% within Gender	40.1%	59.9%	100.0%
		% within Radio-Wkday Eve	100.0%	100.0%	100.0%
		% of Total	40.1%	59.9%	100.0%

Gender * Radio-Wkend AM Crosstabulation

			Radio-Wkend AM		Total
			Yes	No	
Gender	Male	Count	21	91	112
		% within Gender	18.8%	81.3%	100.0%
		% within Radio-Wkend AM	28.8%	40.6%	37.7%
		% of Total	7.1%	30.6%	37.7%
	Female	Count	52	133	185
		% within Gender	28.1%	71.9%	100.0%
		% within Radio-Wkend AM	71.2%	59.4%	62.3%
		% of Total	17.5%	44.8%	62.3%
Total		Count	73	224	297
		% within Gender	24.6%	75.4%	100.0%
		% within Radio-Wkend AM	100.0%	100.0%	100.0%
		% of Total	24.6%	75.4%	100.0%

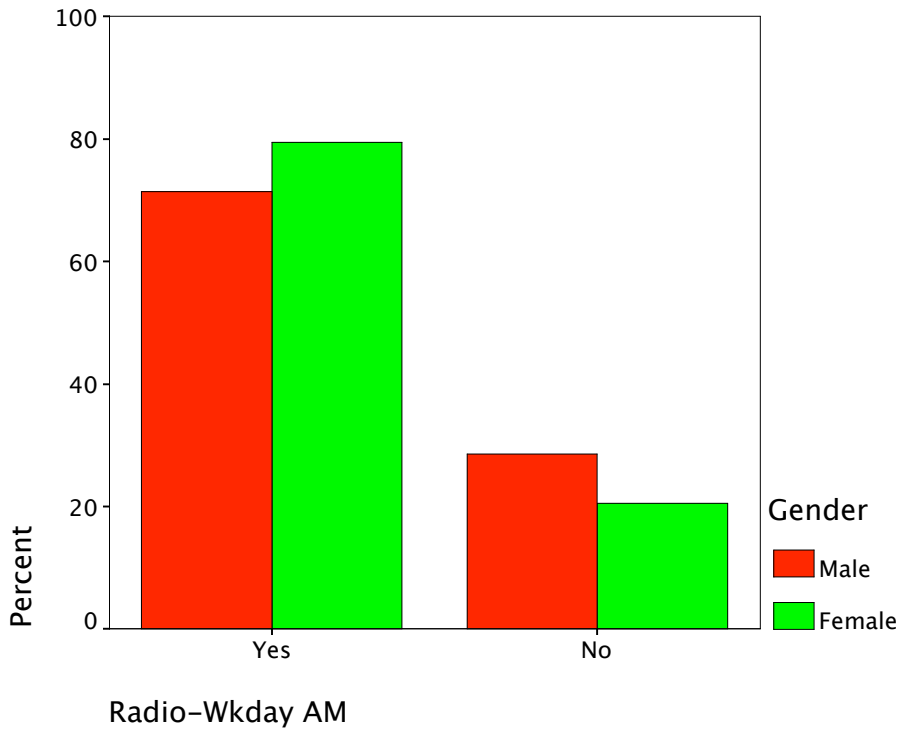
Gender * Radio-Wkend PM Crosstabulation

			Radio-Wkend PM		Total
			Yes	No	
Gender	Male	Count	25	87	112
		% within Gender	22.3%	77.7%	100.0%
		% within Radio-Wkend PM	28.7%	41.4%	37.7%
		% of Total	8.4%	29.3%	37.7%
	Female	Count	62	123	185
		% within Gender	33.5%	66.5%	100.0%
		% within Radio-Wkend PM	71.3%	58.6%	62.3%
		% of Total	20.9%	41.4%	62.3%
Total		Count	87	210	297
		% within Gender	29.3%	70.7%	100.0%
		% within Radio-Wkend PM	100.0%	100.0%	100.0%
		% of Total	29.3%	70.7%	100.0%

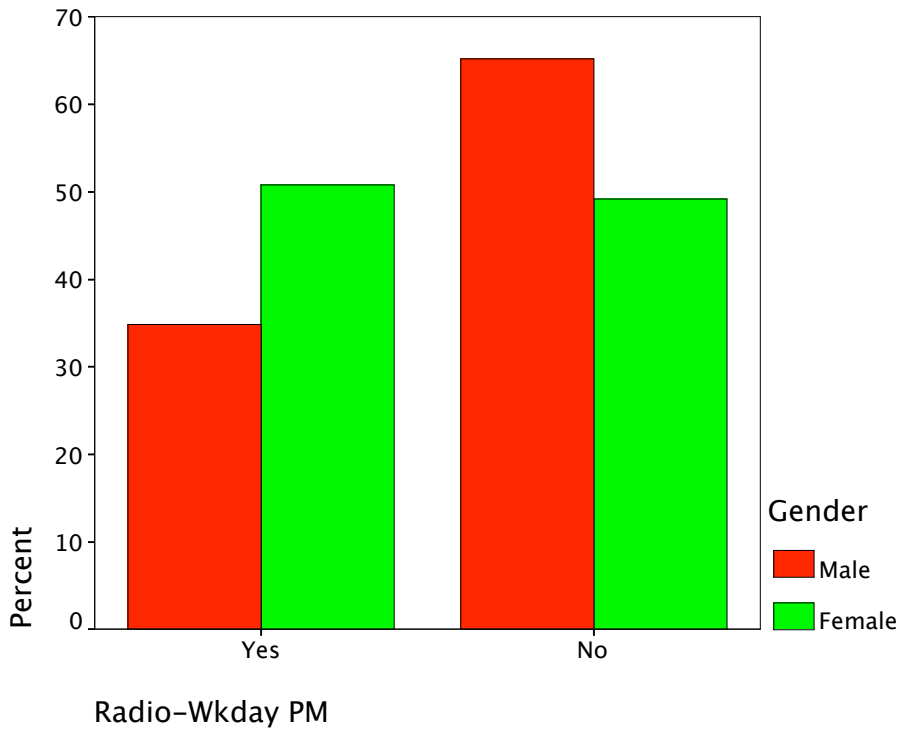
Gender * Radio-Wkend Eve Crosstabulation

			Radio-Wkend Eve		Total
			Yes	No	
Gender	Male	Count	33	79	112
		% within Gender	29.5%	70.5%	100.0%
		% within Radio-Wkend Eve	38.8%	37.3%	37.7%
		% of Total	11.1%	26.6%	37.7%
	Female	Count	52	133	185
		% within Gender	28.1%	71.9%	100.0%
		% within Radio-Wkend Eve	61.2%	62.7%	62.3%
		% of Total	17.5%	44.8%	62.3%
Total		Count	85	212	297
		% within Gender	28.6%	71.4%	100.0%
		% within Radio-Wkend Eve	100.0%	100.0%	100.0%
		% of Total	28.6%	71.4%	100.0%

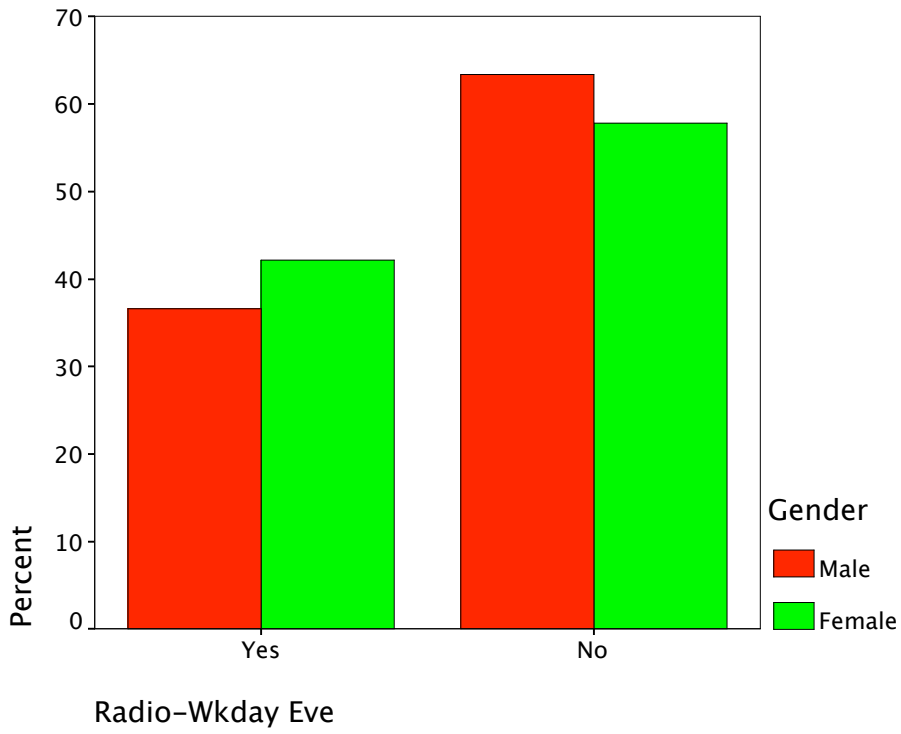
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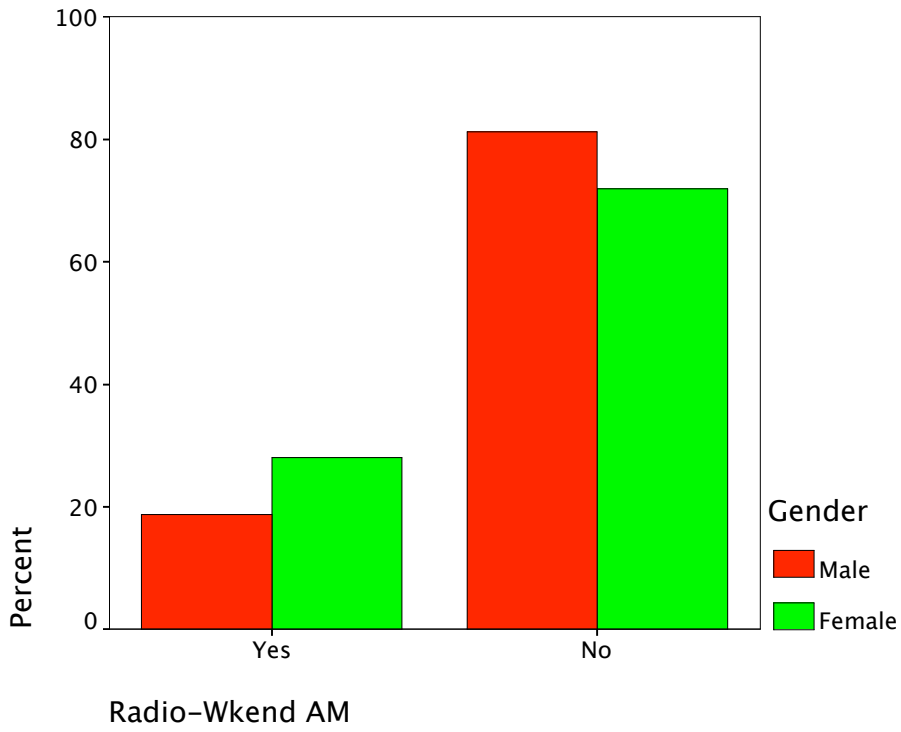
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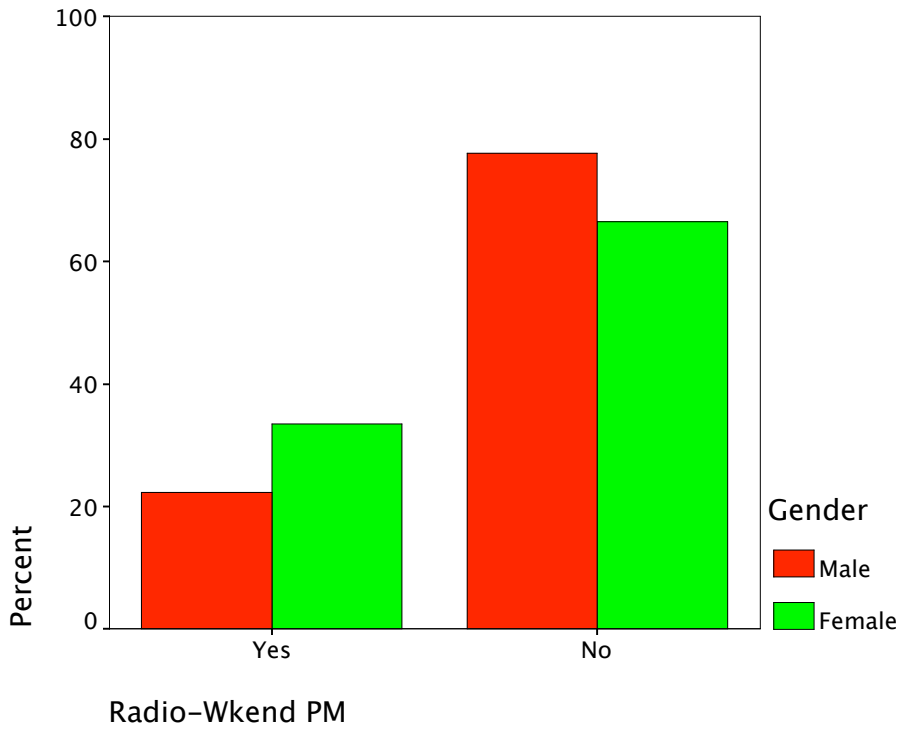
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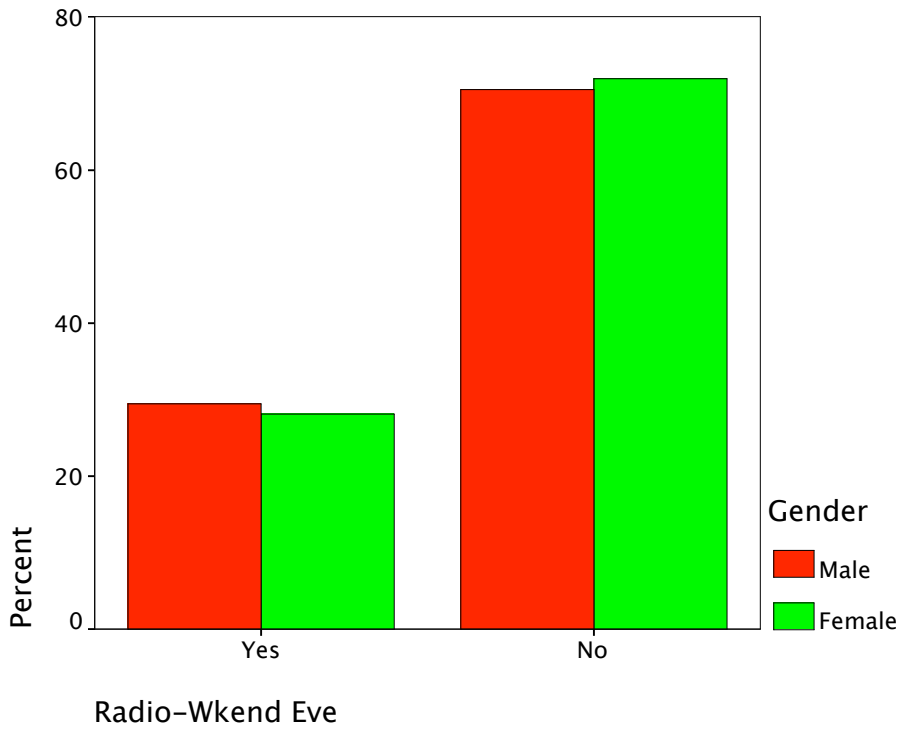
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Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Radio-Home	297	98.0%
Gender * Radio-Car	297	98.0%
Gender * Radio-Work	297	98.0%
Gender * Radio-School	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Radio-Home	6	2.0%	303	100.0%
Gender * Radio-Car	6	2.0%	303	100.0%
Gender * Radio-Work	6	2.0%	303	100.0%
Gender * Radio-School	6	2.0%	303	100.0%

Gender * Radio-Home Crosstabulation

			Radio-Home		Total
			Yes	No	
Gender	Male	Count	30	82	112
		% within Gender	26.8%	73.2%	100.0%
	% within Radio-Home	% within Radio-Home	30.6%	41.2%	37.7%
		% of Total	10.1%	27.6%	37.7%
Female	Count	Count	68	117	185
		% within Gender	36.8%	63.2%	100.0%
	% within Radio-Home	% within Radio-Home	69.4%	58.8%	62.3%
		% of Total	22.9%	39.4%	62.3%
Total	Count	Count	98	199	297
		% within Gender	33.0%	67.0%	100.0%
	% within Radio-Home	% within Radio-Home	100.0%	100.0%	100.0%
		% of Total	33.0%	67.0%	100.0%

Gender * Radio-Car Crosstabulation

			Radio-Car		Total
			Yes	No	
Gender	Male	Count	104	8	112
		% within Gender	92.9%	7.1%	100.0%
		% within Radio-Car	37.7%	38.1%	37.7%
		% of Total	35.0%	2.7%	37.7%
	Female	Count	172	13	185
		% within Gender	93.0%	7.0%	100.0%
		% within Radio-Car	62.3%	61.9%	62.3%
		% of Total	57.9%	4.4%	62.3%
Total		Count	276	21	297
		% within Gender	92.9%	7.1%	100.0%
		% within Radio-Car	100.0%	100.0%	100.0%
		% of Total	92.9%	7.1%	100.0%

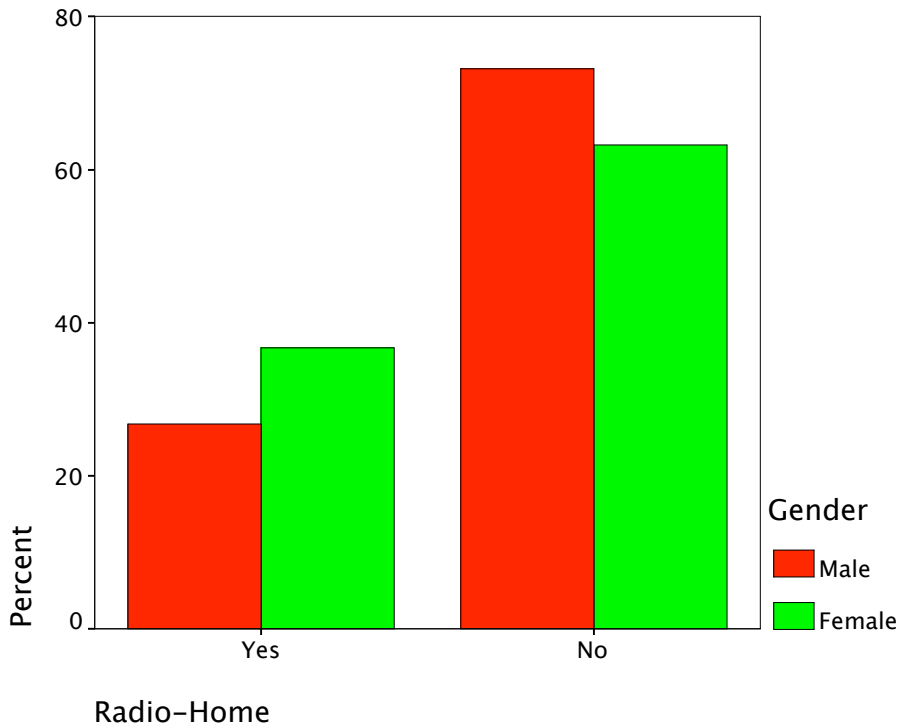
Gender * Radio-Work Crosstabulation

			Radio-Work		Total
			Yes	No	
Gender	Male	Count	22	90	112
		% within Gender	19.6%	80.4%	100.0%
		% within Radio-Work	36.7%	38.0%	37.7%
		% of Total	7.4%	30.3%	37.7%
	Female	Count	38	147	185
		% within Gender	20.5%	79.5%	100.0%
		% within Radio-Work	63.3%	62.0%	62.3%
		% of Total	12.8%	49.5%	62.3%
Total		Count	60	237	297
		% within Gender	20.2%	79.8%	100.0%
		% within Radio-Work	100.0%	100.0%	100.0%
		% of Total	20.2%	79.8%	100.0%

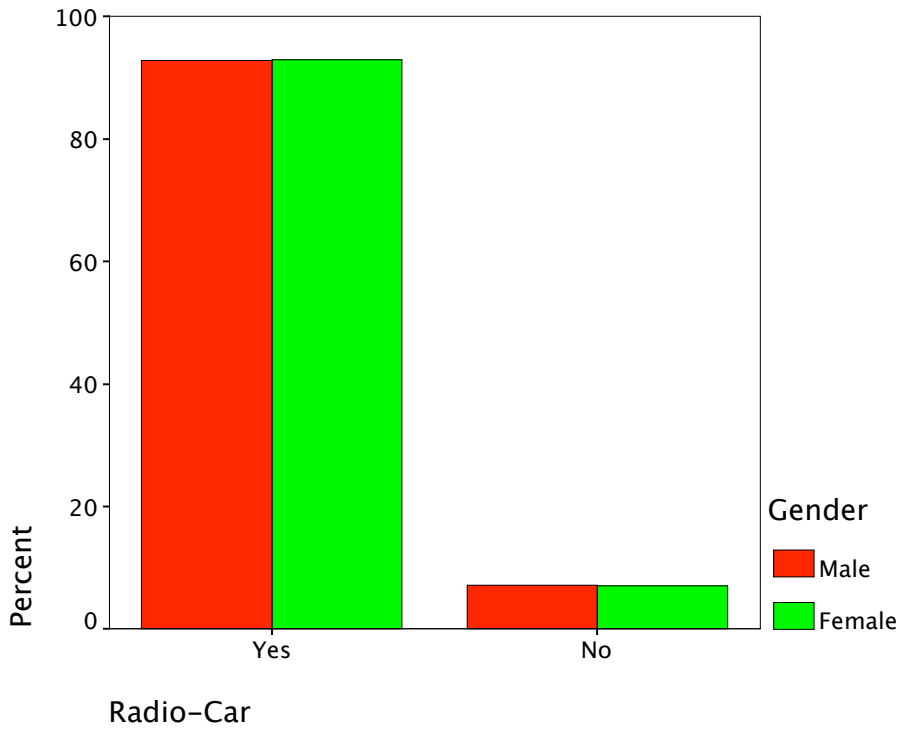
Gender * Radio-School Crosstabulation

			Radio-School		Total
			Yes	No	
Gender	Male	Count	2	110	112
		% within Gender	1.8%	98.2%	100.0%
		% within Radio-School	22.2%	38.2%	37.7%
		% of Total	.7%	37.0%	37.7%
Female	Female	Count	7	178	185
		% within Gender	3.8%	96.2%	100.0%
		% within Radio-School	77.8%	61.8%	62.3%
		% of Total	2.4%	59.9%	62.3%
Total	Total	Count	9	288	297
		% within Gender	3.0%	97.0%	100.0%
		% within Radio-School	100.0%	100.0%	100.0%
		% of Total	3.0%	97.0%	100.0%

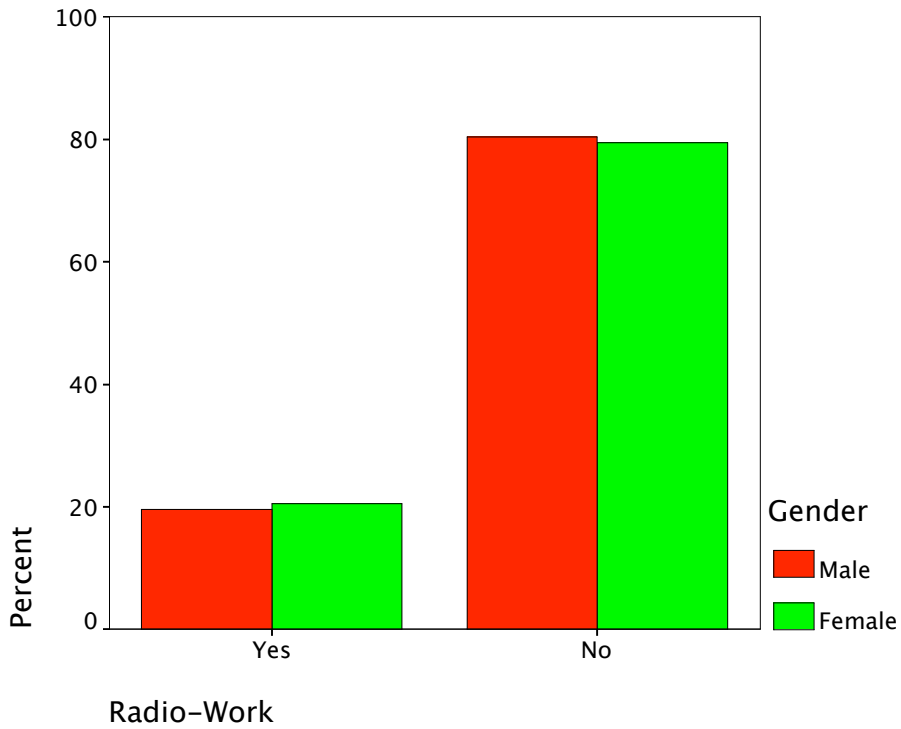
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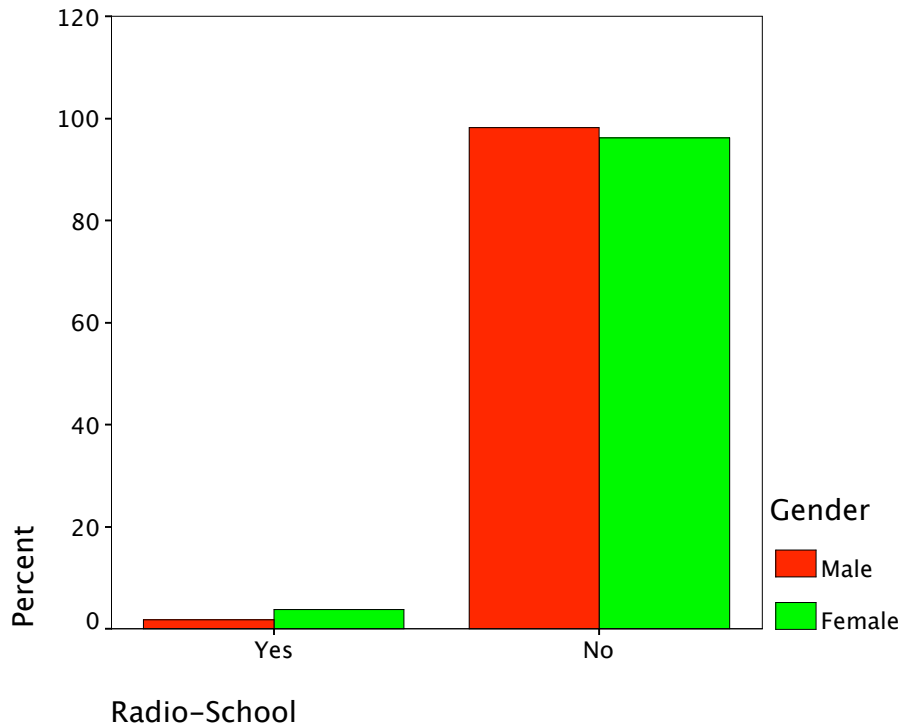
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Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Radio Format Pref	281	92.7%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Radio Format Pref	22	7.3%	303	100.0%

Gender * Radio Format Pref Crosstabulation

			Radio Format Pref			
			Adult Contemporary	Alternative	Classical	Country
Gender	Male	Count	14	31	5	6
		% within Gender	13.3%	29.5%	4.8%	5.7%
		% within Radio Format Pref	36.8%	46.3%	55.6%	18.2%
		% of Total	5.0%	11.0%	1.8%	2.1%
	Female	Count	24	36	4	27
		% within Gender	13.6%	20.5%	2.3%	15.3%
		% within Radio Format Pref	63.2%	53.7%	44.4%	81.8%
		% of Total	8.5%	12.8%	1.4%	9.6%
Total	Count	38	67	9	33	
	% within Gender	13.5%	23.8%	3.2%	11.7%	
	% within Radio Format Pref	100.0%	100.0%	100.0%	100.0%	
	% of Total	13.5%	23.8%	3.2%	11.7%	

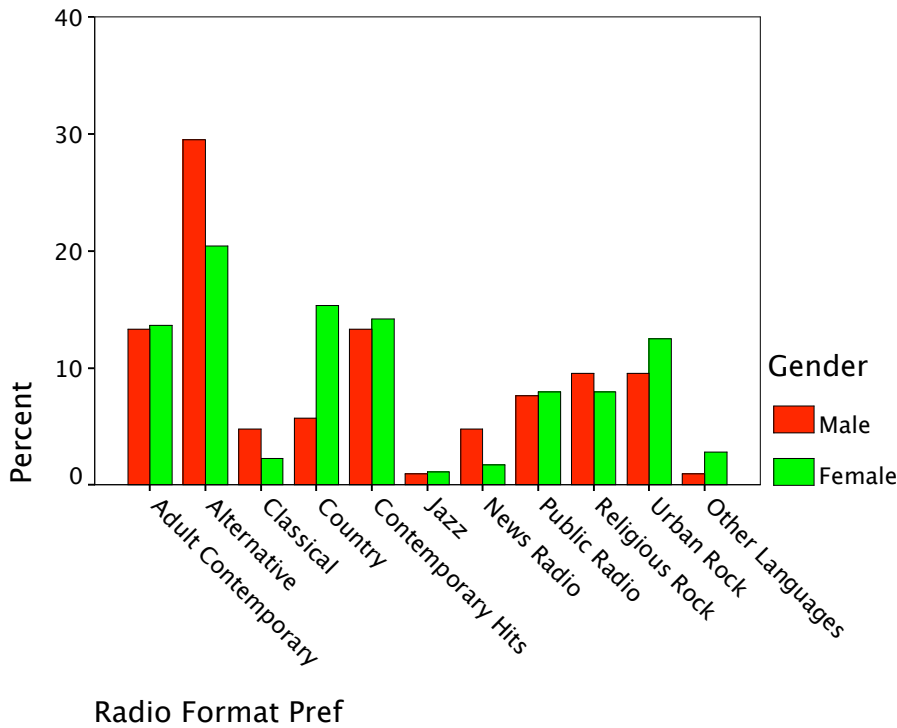
Gender * Radio Format Pref Crosstabulation

			Radio Format Pref			
			Contemporar y Hits	Jazz	News Radio	Public Radio
Gender	Male	Count	14	1	5	8
		% within Gender	13.3%	1.0%	4.8%	7.6%
		% within Radio Format Pref	35.9%	33.3%	62.5%	36.4%
		% of Total	5.0%	.4%	1.8%	2.8%
	Female	Count	25	2	3	14
		% within Gender	14.2%	1.1%	1.7%	8.0%
		% within Radio Format Pref	64.1%	66.7%	37.5%	63.6%
		% of Total	8.9%	.7%	1.1%	5.0%
Total		Count	39	3	8	22
		% within Gender	13.9%	1.1%	2.8%	7.8%
		% within Radio Format Pref	100.0%	100.0%	100.0%	100.0%
		% of Total	13.9%	1.1%	2.8%	7.8%

Gender * Radio Format Pref Crosstabulation

			Radio Format Pref			Total
			Religious Rock	Urban Rock	Other Languages	
Gender Male	Count	10	10	1	105	
	% within Gender	9.5%	9.5%	1.0%	100.0%	
	% within Radio Format Pref	41.7%	31.3%	16.7%	37.4%	
	% of Total	3.6%	3.6%	.4%	37.4%	
Female	Count	14	22	5	176	
	% within Gender	8.0%	12.5%	2.8%	100.0%	
	% within Radio Format Pref	58.3%	68.8%	83.3%	62.6%	
	% of Total	5.0%	7.8%	1.8%	62.6%	
Total	Count	24	32	6	281	
	% within Gender	8.5%	11.4%	2.1%	100.0%	
	% within Radio Format Pref	100.0%	100.0%	100.0%	100.0%	
	% of Total	8.5%	11.4%	2.1%	100.0%	

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Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * TV-Wkday AM	297	98.0%
Gender * TV-Wkday PM	297	98.0%
Gender * TV-Wkday Eve	297	98.0%
Gender * TV-Wkend AM	297	98.0%
Gender * TV-Wkend PM	297	98.0%
Gender * TV-Wkend Eve	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * TV-Wkday AM	6	2.0%	303	100.0%
Gender * TV-Wkday PM	6	2.0%	303	100.0%
Gender * TV-Wkday Eve	6	2.0%	303	100.0%
Gender * TV-Wkend AM	6	2.0%	303	100.0%
Gender * TV-Wkend PM	6	2.0%	303	100.0%
Gender * TV-Wkend Eve	6	2.0%	303	100.0%

Gender * TV-Wkday AM Crosstabulation

			TV-Wkday AM		Total
			Yes	No	
Gender	Male	Count	21	91	112
		% within Gender	18.8%	81.3%	100.0%
		% within TV-Wkday AM	33.9%	38.7%	37.7%
		% of Total	7.1%	30.6%	37.7%
	Female	Count	41	144	185
		% within Gender	22.2%	77.8%	100.0%
		% within TV-Wkday AM	66.1%	61.3%	62.3%
		% of Total	13.8%	48.5%	62.3%
Total		Count	62	235	297
		% within Gender	20.9%	79.1%	100.0%
		% within TV-Wkday AM	100.0%	100.0%	100.0%
		% of Total	20.9%	79.1%	100.0%

Gender * TV-Wkday PM Crosstabulation

			TV-Wkday PM		Total
			Yes	No	
Gender	Male	Count	25	87	112
		% within Gender	22.3%	77.7%	100.0%
		% within TV-Wkday PM	38.5%	37.5%	37.7%
		% of Total	8.4%	29.3%	37.7%
	Female	Count	40	145	185
		% within Gender	21.6%	78.4%	100.0%
		% within TV-Wkday PM	61.5%	62.5%	62.3%
		% of Total	13.5%	48.8%	62.3%
Total		Count	65	232	297
		% within Gender	21.9%	78.1%	100.0%
		% within TV-Wkday PM	100.0%	100.0%	100.0%
		% of Total	21.9%	78.1%	100.0%

Gender * TV-Wkday Eve Crosstabulation

			TV-Wkday Eve		Total
			Yes	No	
Gender	Male	Count	90	22	112
		% within Gender	80.4%	19.6%	100.0%
		% within TV-Wkday Eve	36.1%	45.8%	37.7%
		% of Total	30.3%	7.4%	37.7%
	Female	Count	159	26	185
		% within Gender	85.9%	14.1%	100.0%
		% within TV-Wkday Eve	63.9%	54.2%	62.3%
		% of Total	53.5%	8.8%	62.3%
Total		Count	249	48	297
		% within Gender	83.8%	16.2%	100.0%
		% within TV-Wkday Eve	100.0%	100.0%	100.0%
		% of Total	83.8%	16.2%	100.0%

Gender * TV-Wkend AM Crosstabulation

			TV-Wkend AM		Total
			Yes	No	
Gender	Male	Count	23	89	112
		% within Gender	20.5%	79.5%	100.0%
		% within TV-Wkend AM	36.5%	38.0%	37.7%
		% of Total	7.7%	30.0%	37.7%
	Female	Count	40	145	185
		% within Gender	21.6%	78.4%	100.0%
		% within TV-Wkend AM	63.5%	62.0%	62.3%
		% of Total	13.5%	48.8%	62.3%
Total		Count	63	234	297
		% within Gender	21.2%	78.8%	100.0%
		% within TV-Wkend AM	100.0%	100.0%	100.0%
		% of Total	21.2%	78.8%	100.0%

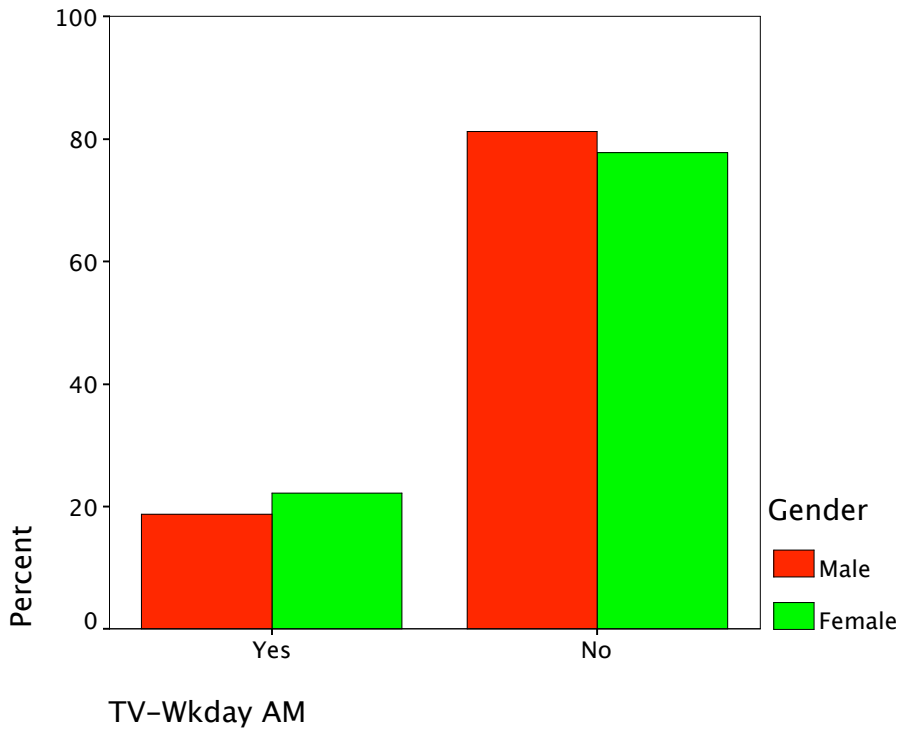
Gender * TV-Wkend PM Crosstabulation

			TV-Wkend PM		Total
			Yes	No	
Gender	Male	Count	41	71	112
		% within Gender	36.6%	63.4%	100.0%
		% within TV-Wkend PM	39.8%	36.6%	37.7%
		% of Total	13.8%	23.9%	37.7%
	Female	Count	62	123	185
		% within Gender	33.5%	66.5%	100.0%
		% within TV-Wkend PM	60.2%	63.4%	62.3%
		% of Total	20.9%	41.4%	62.3%
Total		Count	103	194	297
		% within Gender	34.7%	65.3%	100.0%
		% within TV-Wkend PM	100.0%	100.0%	100.0%
		% of Total	34.7%	65.3%	100.0%

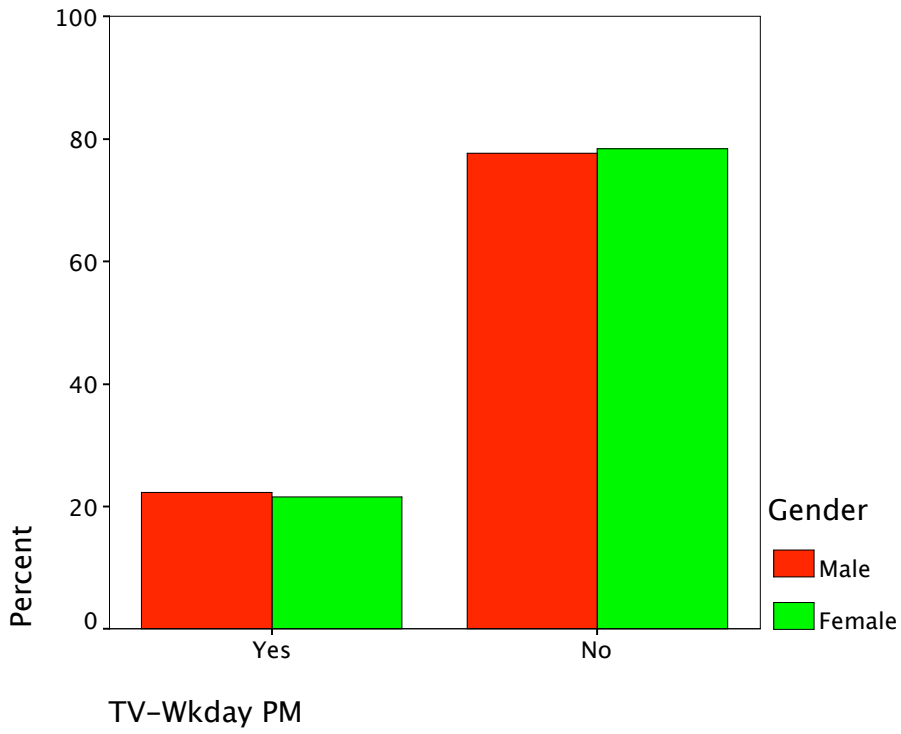
Gender * TV-Wkend Eve Crosstabulation

			TV-Wkend Eve		Total
			Yes	No	
Gender	Male	Count	56	56	112
		% within Gender	50.0%	50.0%	100.0%
		% within TV-Wkend Eve	32.4%	45.2%	37.7%
		% of Total	18.9%	18.9%	37.7%
Female	Count	117	68	185	
	% within Gender	63.2%	36.8%	100.0%	
	% within TV-Wkend Eve	67.6%	54.8%	62.3%	
	% of Total	39.4%	22.9%	62.3%	
Total	Count	173	124	297	
	% within Gender	58.2%	41.8%	100.0%	
	% within TV-Wkend Eve	100.0%	100.0%	100.0%	
	% of Total	58.2%	41.8%	100.0%	

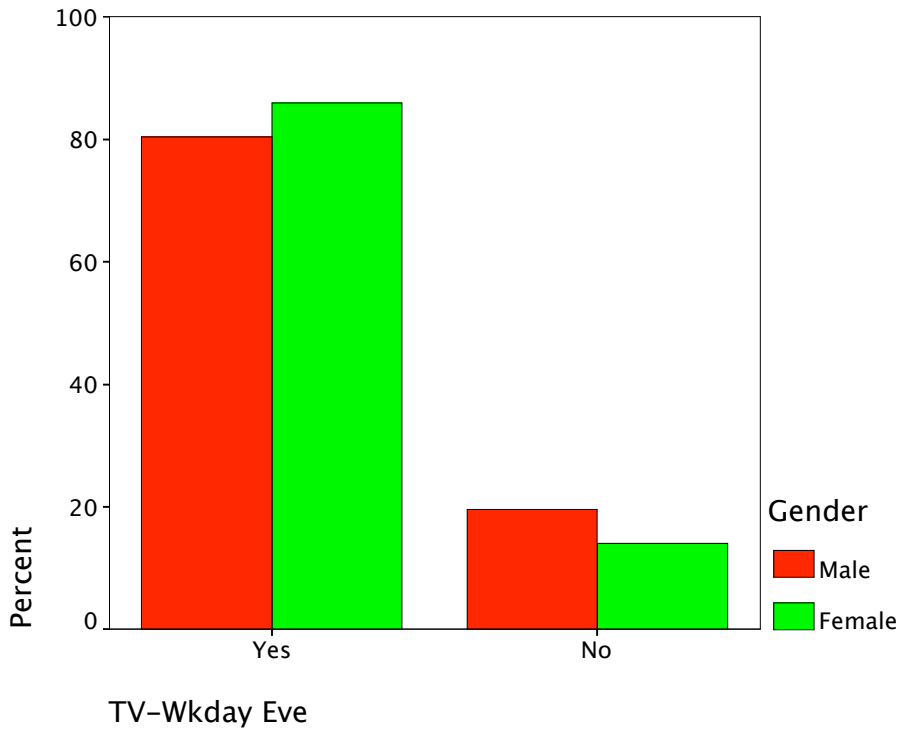
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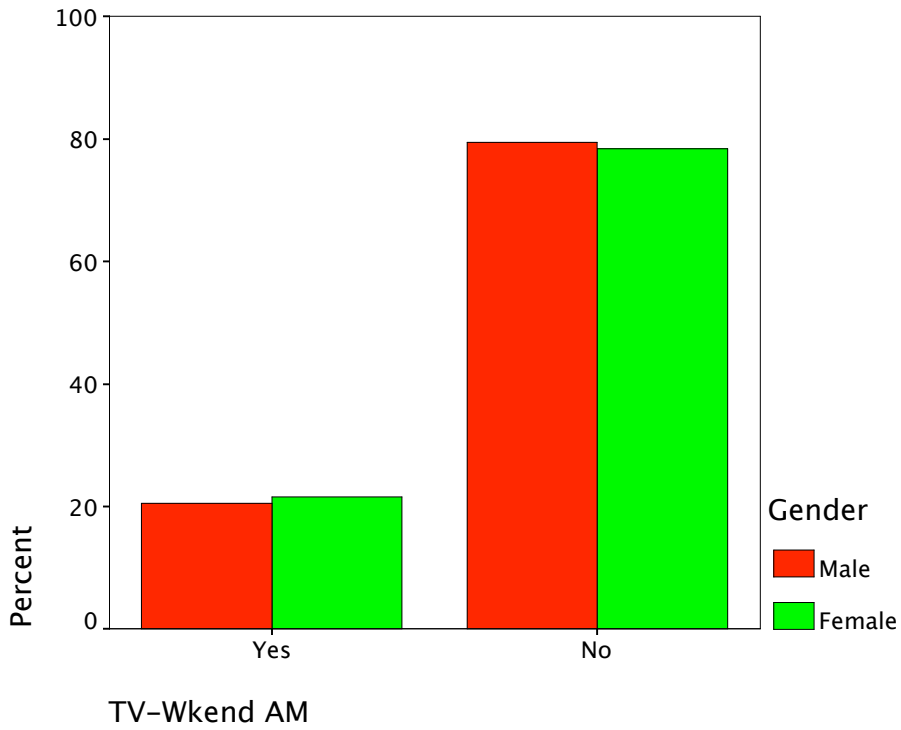
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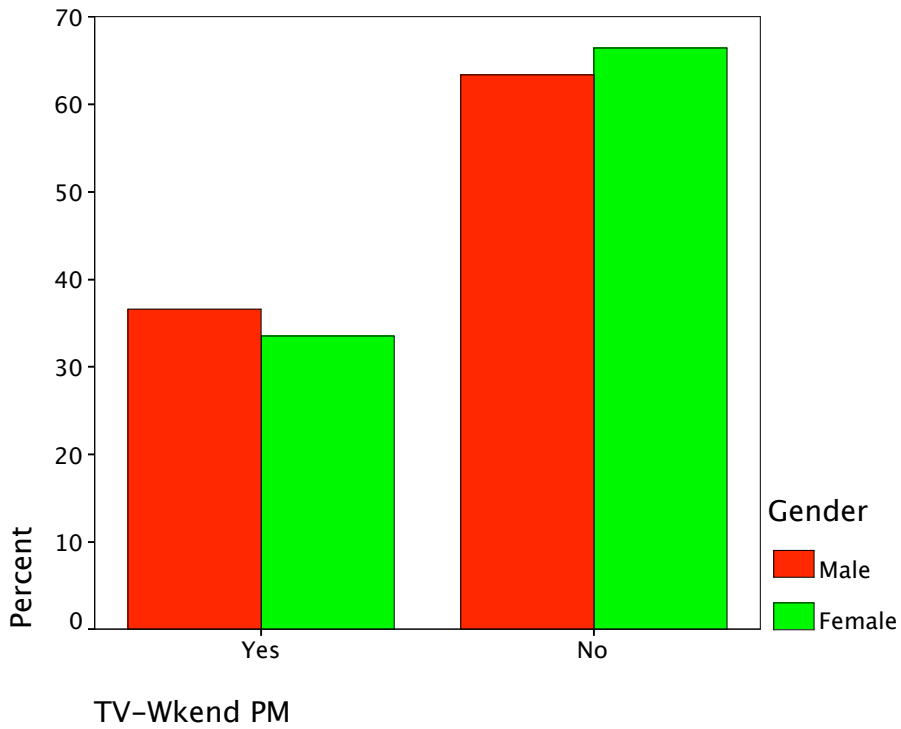
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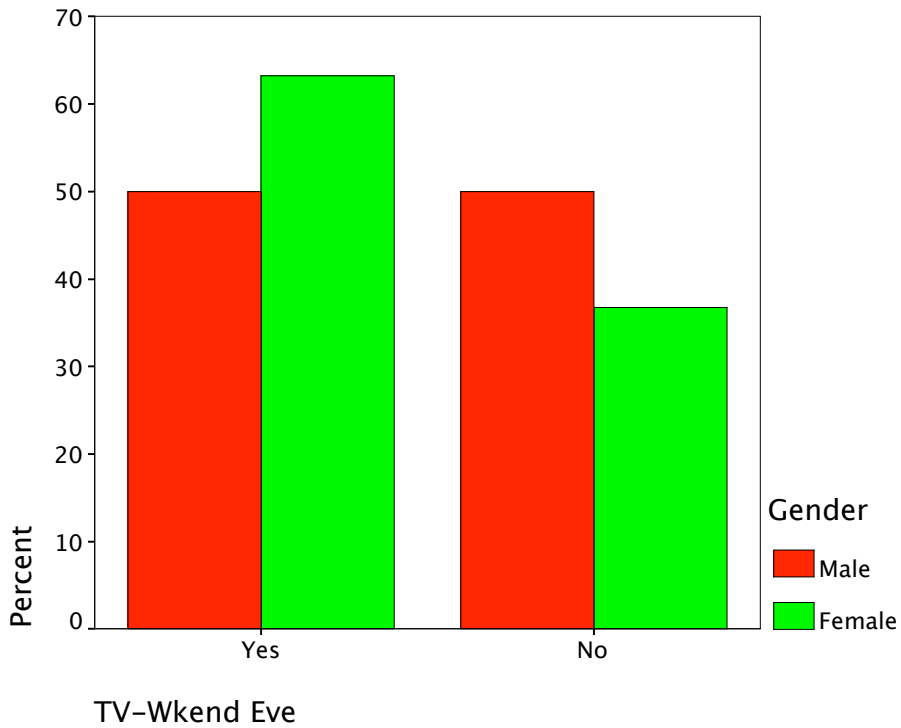
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Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Bloomberg	297	98.0%
Gender * CNBC	297	98.0%
Gender * CNN	297	98.0%
Gender * FoxNews	297	98.0%
Gender * CNN Headline News	297	98.0%
Gender * MSNBC	297	98.0%
Gender * Early Local News	297	98.0%
Gender * Late Local News	297	98.0%
Gender * Don't Watch News	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Bloomberg	6	2.0%	303	100.0%
Gender * CNBC	6	2.0%	303	100.0%
Gender * CNN	6	2.0%	303	100.0%
Gender * FoxNews	6	2.0%	303	100.0%
Gender * CNN Headline News	6	2.0%	303	100.0%
Gender * MSNBC	6	2.0%	303	100.0%
Gender * Early Local News	6	2.0%	303	100.0%
Gender * Late Local News	6	2.0%	303	100.0%
Gender * Don't Watch News	6	2.0%	303	100.0%

Gender * Bloomberg Crosstabulation

			Bloomberg		Total
			Yes	No	
Gender	Male	Count	1	111	112
		% within Gender	.9%	99.1%	100.0%
		% within Bloomberg	33.3%	37.8%	37.7%
		% of Total	.3%	37.4%	37.7%
	Female	Count	2	183	185
		% within Gender	1.1%	98.9%	100.0%
		% within Bloomberg	66.7%	62.2%	62.3%
		% of Total	.7%	61.6%	62.3%
Total		Count	3	294	297
		% within Gender	1.0%	99.0%	100.0%
		% within Bloomberg	100.0%	100.0%	100.0%
		% of Total	1.0%	99.0%	100.0%

Gender * CNBC Crosstabulation

			CNBC		Total
			Yes	No	
Gender	Male	Count	12	100	112
		% within Gender	10.7%	89.3%	100.0%
		% within CNBC	37.5%	37.7%	37.7%
		% of Total	4.0%	33.7%	37.7%
	Female	Count	20	165	185
		% within Gender	10.8%	89.2%	100.0%
		% within CNBC	62.5%	62.3%	62.3%
		% of Total	6.7%	55.6%	62.3%
Total	Count	32	265	297	
	% within Gender	10.8%	89.2%	100.0%	
	% within CNBC	100.0%	100.0%	100.0%	
	% of Total	10.8%	89.2%	100.0%	

Gender * CNN Crosstabulation

			CNN		Total
			Yes	No	
Gender	Male	Count	34	78	112
		% within Gender	30.4%	69.6%	100.0%
		% within CNN	46.6%	34.8%	37.7%
		% of Total	11.4%	26.3%	37.7%
	Female	Count	39	146	185
		% within Gender	21.1%	78.9%	100.0%
		% within CNN	53.4%	65.2%	62.3%
		% of Total	13.1%	49.2%	62.3%
Total	Count	73	224	297	
	% within Gender	24.6%	75.4%	100.0%	
	% within CNN	100.0%	100.0%	100.0%	
	% of Total	24.6%	75.4%	100.0%	

Gender * FoxNews Crosstabulation

			FoxNews		Total
			Yes	No	
Gender	Male	Count	34	78	112
		% within Gender	30.4%	69.6%	100.0%
		% within FoxNews	37.8%	37.7%	37.7%
		% of Total	11.4%	26.3%	37.7%
	Female	Count	56	129	185
		% within Gender	30.3%	69.7%	100.0%
		% within FoxNews	62.2%	62.3%	62.3%
		% of Total	18.9%	43.4%	62.3%
Total		Count	90	207	297
		% within Gender	30.3%	69.7%	100.0%
		% within FoxNews	100.0%	100.0%	100.0%
		% of Total	30.3%	69.7%	100.0%

Gender * CNN Headline News Crosstabulation

			CNN Headline News		Total
			Yes	No	
Gender	Male	Count	15	97	112
		% within Gender	13.4%	86.6%	100.0%
		% within CNN Headline News	34.1%	38.3%	37.7%
		% of Total	5.1%	32.7%	37.7%
	Female	Count	29	156	185
		% within Gender	15.7%	84.3%	100.0%
		% within CNN Headline News	65.9%	61.7%	62.3%
		% of Total	9.8%	52.5%	62.3%
Total		Count	44	253	297
		% within Gender	14.8%	85.2%	100.0%
		% within CNN Headline News	100.0%	100.0%	100.0%
		% of Total	14.8%	85.2%	100.0%

Gender * MSNBC Crosstabulation

			MSNBC		Total
			Yes	No	
Gender	Male	Count	31	81	112
		% within Gender	27.7%	72.3%	100.0%
		% within MSNBC	49.2%	34.6%	37.7%
		% of Total	10.4%	27.3%	37.7%
	Female	Count	32	153	185
		% within Gender	17.3%	82.7%	100.0%
		% within MSNBC	50.8%	65.4%	62.3%
		% of Total	10.8%	51.5%	62.3%
Total	Count	63	234	297	
	% within Gender	21.2%	78.8%	100.0%	
	% within MSNBC	100.0%	100.0%	100.0%	
	% of Total	21.2%	78.8%	100.0%	

Gender * Early Local News Crosstabulation

			Early Local News		Total
			Yes	No	
Gender	Male	Count	27	85	112
		% within Gender	24.1%	75.9%	100.0%
		% within Early Local News	35.5%	38.5%	37.7%
		% of Total	9.1%	28.6%	37.7%
	Female	Count	49	136	185
		% within Gender	26.5%	73.5%	100.0%
		% within Early Local News	64.5%	61.5%	62.3%
		% of Total	16.5%	45.8%	62.3%
Total	Count	76	221	297	
	% within Gender	25.6%	74.4%	100.0%	
	% within Early Local News	100.0%	100.0%	100.0%	
	% of Total	25.6%	74.4%	100.0%	

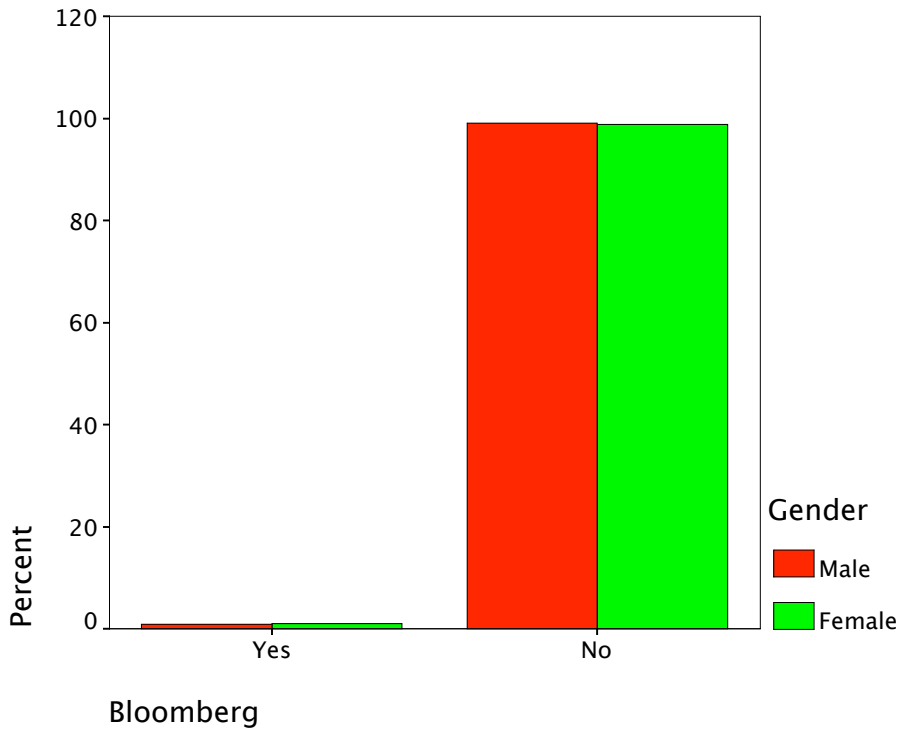
Gender * Late Local News Crosstabulation

			Late Local News		Total
			Yes	No	
Gender	Male	Count	35	77	112
		% within Gender	31.3%	68.8%	100.0%
		% within Late Local News	32.1%	41.0%	37.7%
		% of Total	11.8%	25.9%	37.7%
	Female	Count	74	111	185
		% within Gender	40.0%	60.0%	100.0%
		% within Late Local News	67.9%	59.0%	62.3%
		% of Total	24.9%	37.4%	62.3%
Total		Count	109	188	297
		% within Gender	36.7%	63.3%	100.0%
		% within Late Local News	100.0%	100.0%	100.0%
		% of Total	36.7%	63.3%	100.0%

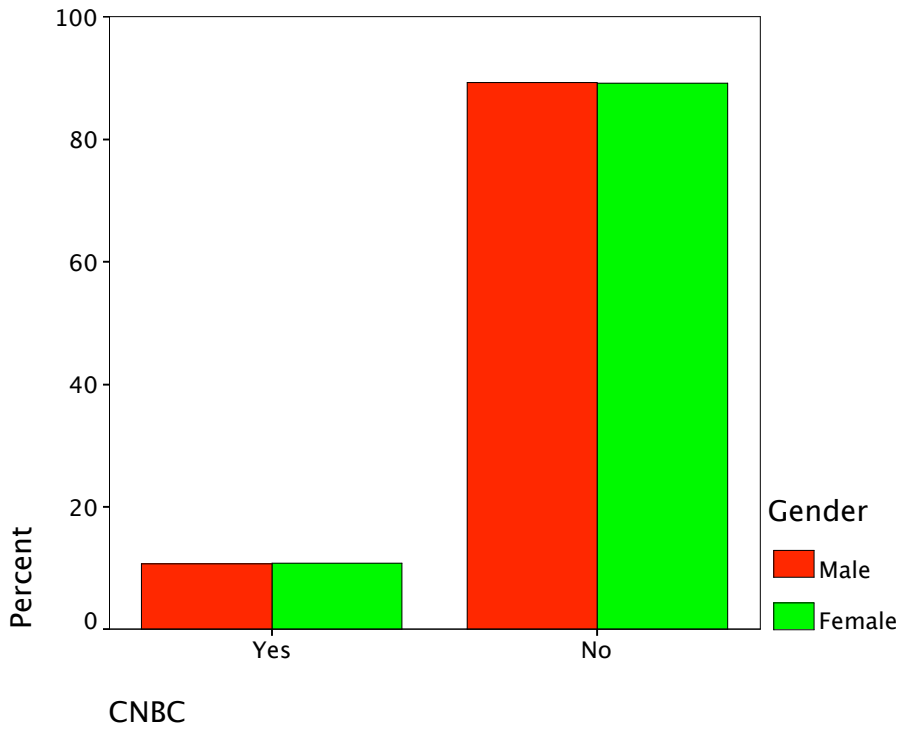
Gender * Don't Watch News Crosstabulation

			Don't Watch News		Total
			Yes	No	
Gender	Male	Count	24	88	112
		% within Gender	21.4%	78.6%	100.0%
		% within Don't Watch News	44.4%	36.2%	37.7%
		% of Total	8.1%	29.6%	37.7%
	Female	Count	30	155	185
		% within Gender	16.2%	83.8%	100.0%
		% within Don't Watch News	55.6%	63.8%	62.3%
		% of Total	10.1%	52.2%	62.3%
Total		Count	54	243	297
		% within Gender	18.2%	81.8%	100.0%
		% within Don't Watch News	100.0%	100.0%	100.0%
		% of Total	18.2%	81.8%	100.0%

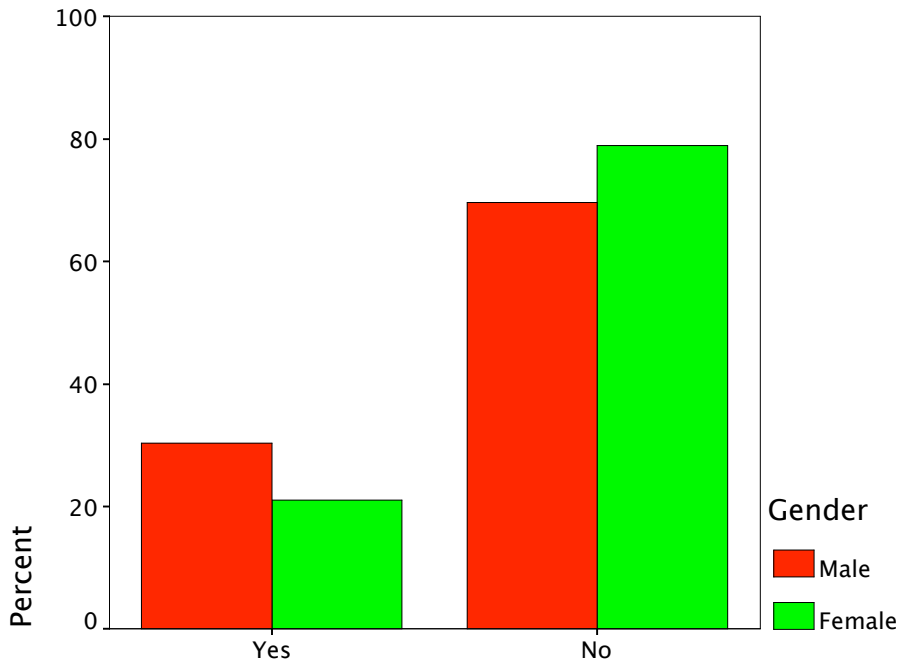
Graph



Graph

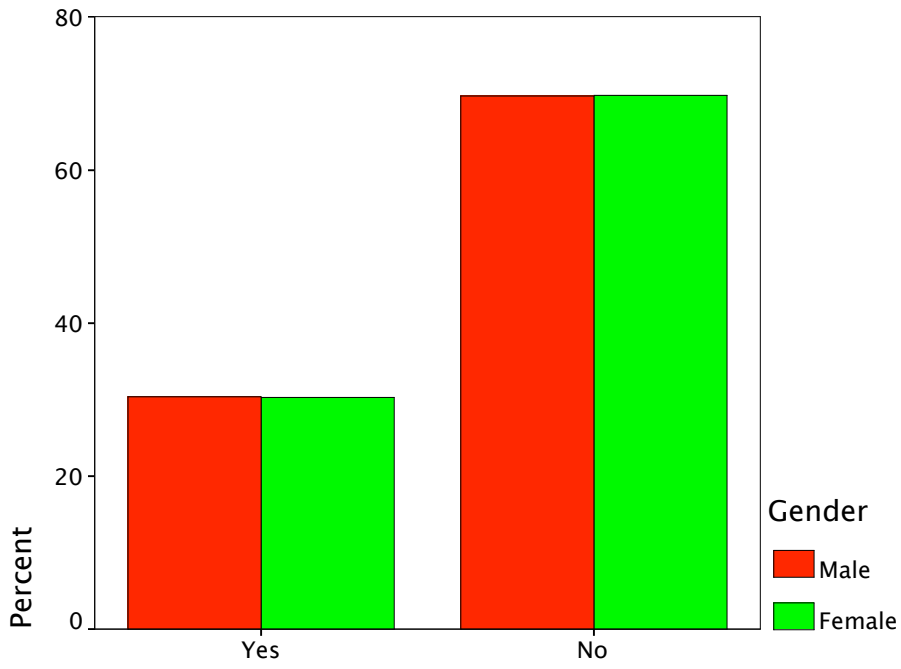


Graph



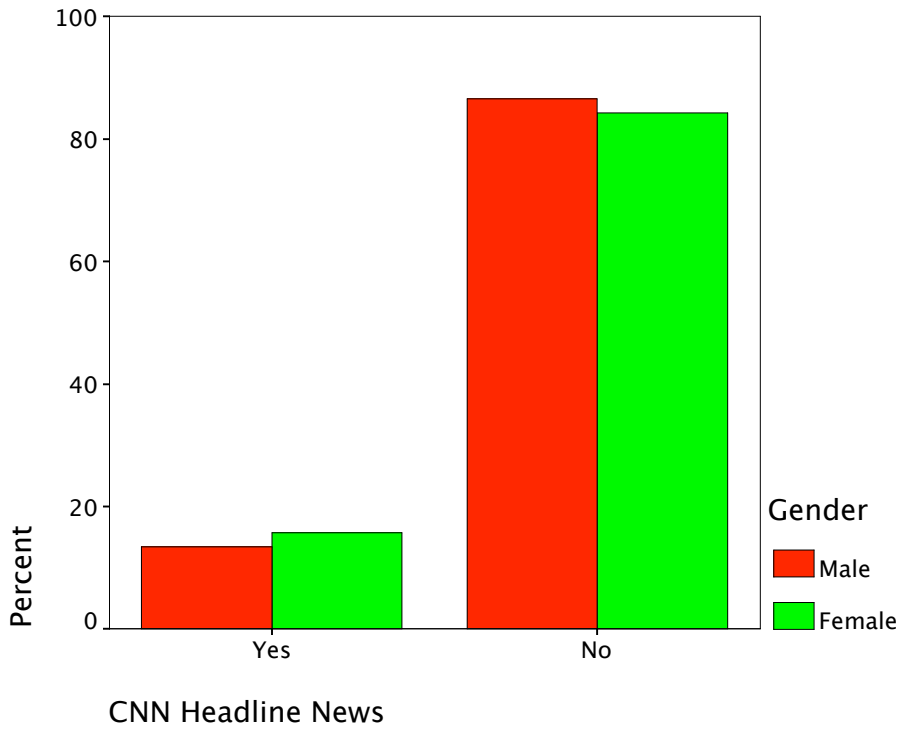
CNN

Graph

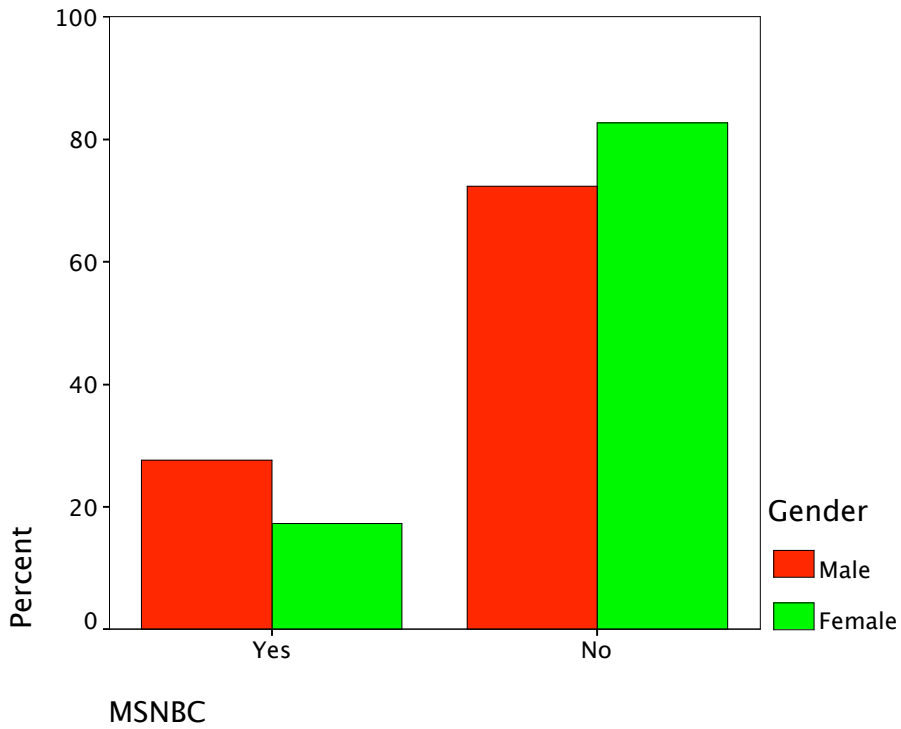


FoxNews

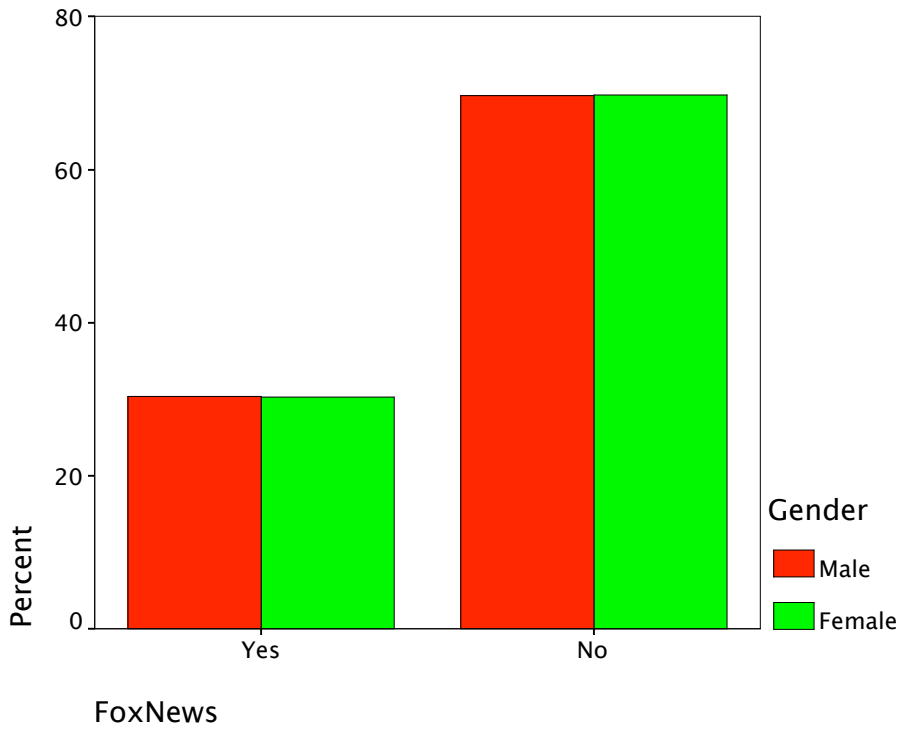
Graph



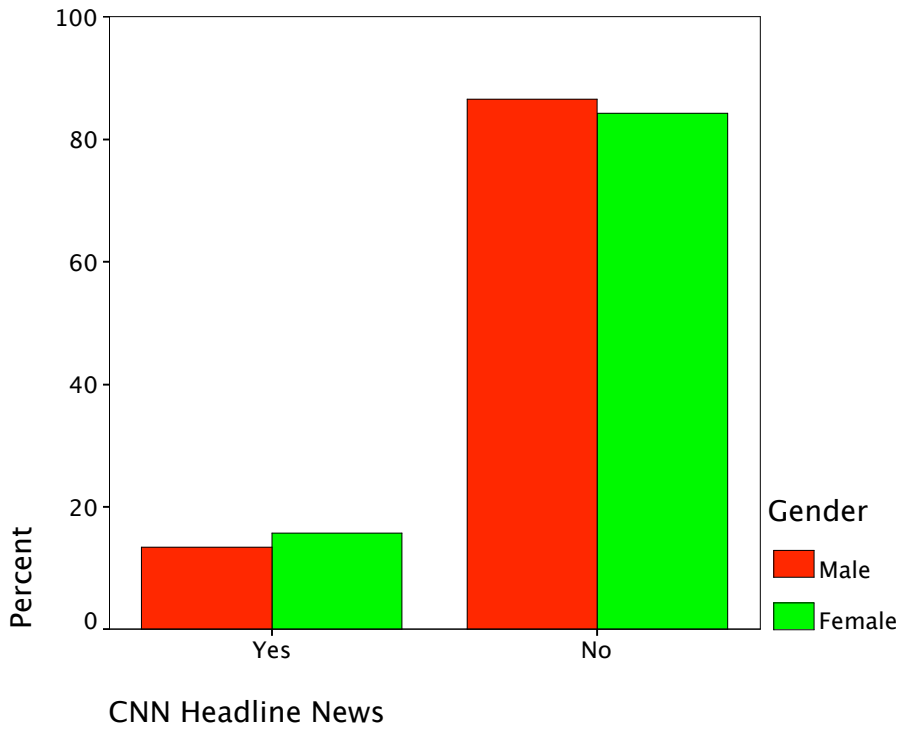
Graph



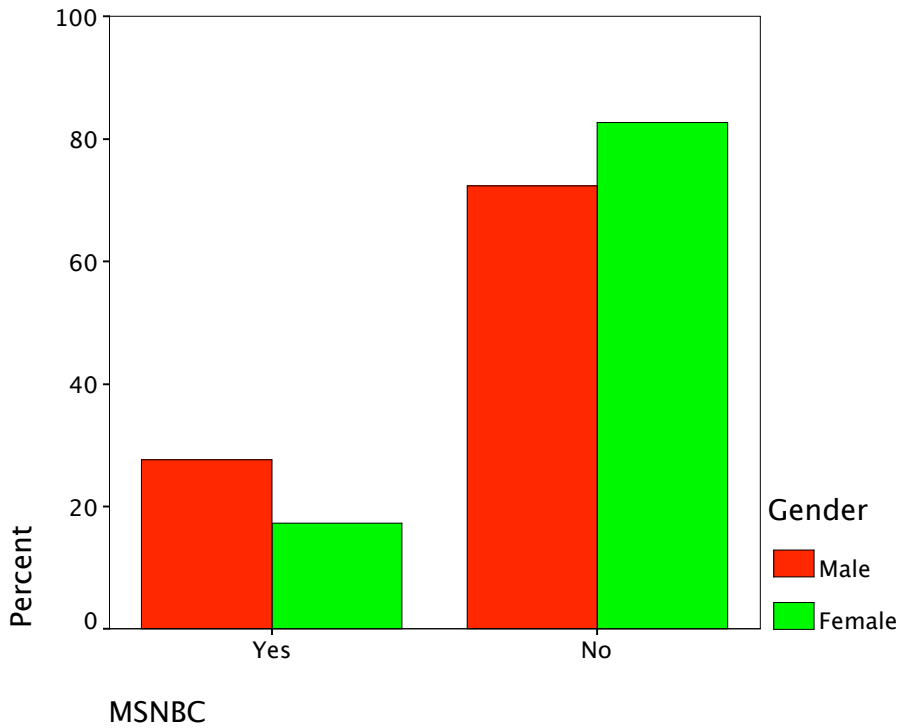
Graph



Graph



Graph



Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * ABC	297	98.0%	6	2.0%	303	100.0%
Gender * CBS	297	98.0%	6	2.0%	303	100.0%
Gender * FOX	297	98.0%	6	2.0%	303	100.0%
Gender * NBC	297	98.0%	6	2.0%	303	100.0%
Gender * PBS	297	98.0%	6	2.0%	303	100.0%

Gender * ABC Crosstabulation

			ABC		Total
			Yes	No	
Gender	Male	Count	59	53	112
		% within Gender	52.7%	47.3%	100.0%
		% within ABC	31.1%	49.5%	37.7%
		% of Total	19.9%	17.8%	37.7%
	Female	Count	131	54	185
		% within Gender	70.8%	29.2%	100.0%
		% within ABC	68.9%	50.5%	62.3%
		% of Total	44.1%	18.2%	62.3%
Total		Count	190	107	297
		% within Gender	64.0%	36.0%	100.0%
		% within ABC	100.0%	100.0%	100.0%
		% of Total	64.0%	36.0%	100.0%

Gender * CBS Crosstabulation

			CBS		Total
			Yes	No	
Gender	Male	Count	60	52	112
		% within Gender	53.6%	46.4%	100.0%
		% within CBS	35.9%	40.0%	37.7%
		% of Total	20.2%	17.5%	37.7%
	Female	Count	107	78	185
		% within Gender	57.8%	42.2%	100.0%
		% within CBS	64.1%	60.0%	62.3%
		% of Total	36.0%	26.3%	62.3%
Total		Count	167	130	297
		% within Gender	56.2%	43.8%	100.0%
		% within CBS	100.0%	100.0%	100.0%
		% of Total	56.2%	43.8%	100.0%

Gender * FOX Crosstabulation

			FOX		Total
			Yes	No	
Gender	Male	Count	71	41	112
		% within Gender	63.4%	36.6%	100.0%
		% within FOX	40.1%	34.2%	37.7%
		% of Total	23.9%	13.8%	37.7%
	Female	Count	106	79	185
		% within Gender	57.3%	42.7%	100.0%
		% within FOX	59.9%	65.8%	62.3%
		% of Total	35.7%	26.6%	62.3%
Total	Count	177	120	297	
	% within Gender	59.6%	40.4%	100.0%	
	% within FOX	100.0%	100.0%	100.0%	
	% of Total	59.6%	40.4%	100.0%	

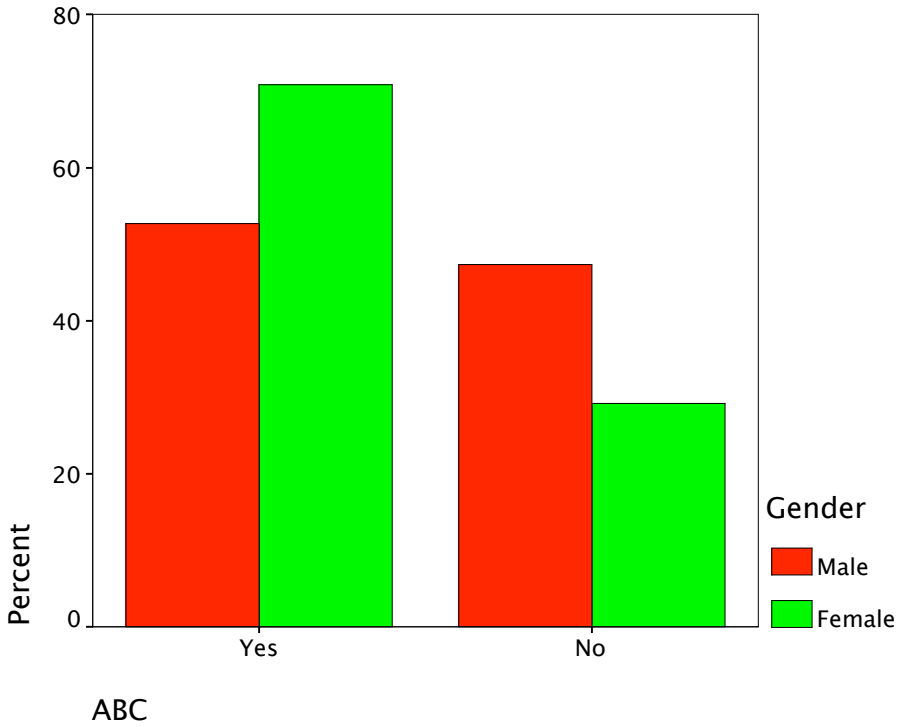
Gender * NBC Crosstabulation

			NBC		Total
			Yes	No	
Gender	Male	Count	65	47	112
		% within Gender	58.0%	42.0%	100.0%
		% within NBC	40.1%	34.8%	37.7%
		% of Total	21.9%	15.8%	37.7%
	Female	Count	97	88	185
		% within Gender	52.4%	47.6%	100.0%
		% within NBC	59.9%	65.2%	62.3%
		% of Total	32.7%	29.6%	62.3%
Total	Count	162	135	297	
	% within Gender	54.5%	45.5%	100.0%	
	% within NBC	100.0%	100.0%	100.0%	
	% of Total	54.5%	45.5%	100.0%	

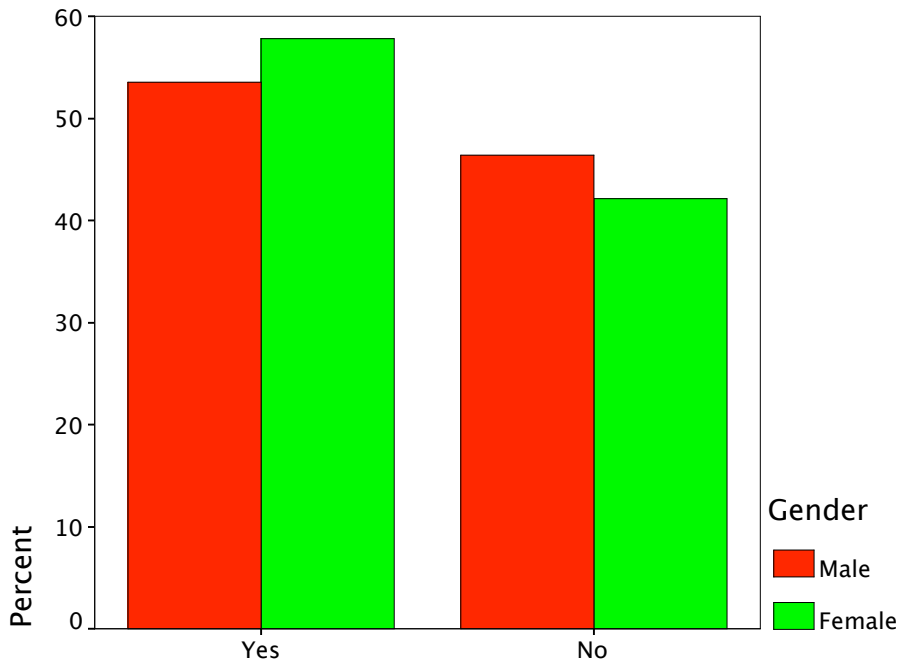
Gender * PBS Crosstabulation

			PBS		Total
			Yes	No	
Gender	Male	Count	38	74	112
		% within Gender	33.9%	66.1%	100.0%
		% within PBS	41.8%	35.9%	37.7%
		% of Total	12.8%	24.9%	37.7%
	Female	Count	53	132	185
		% within Gender	28.6%	71.4%	100.0%
		% within PBS	58.2%	64.1%	62.3%
		% of Total	17.8%	44.4%	62.3%
Total		Count	91	206	297
		% within Gender	30.6%	69.4%	100.0%
		% within PBS	100.0%	100.0%	100.0%
		% of Total	30.6%	69.4%	100.0%

Graph

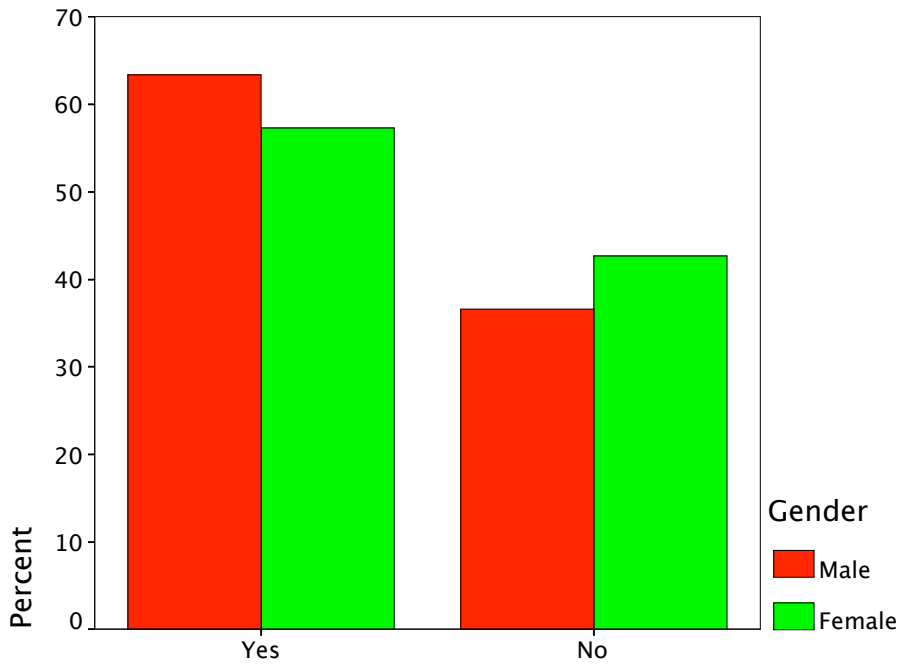


Graph



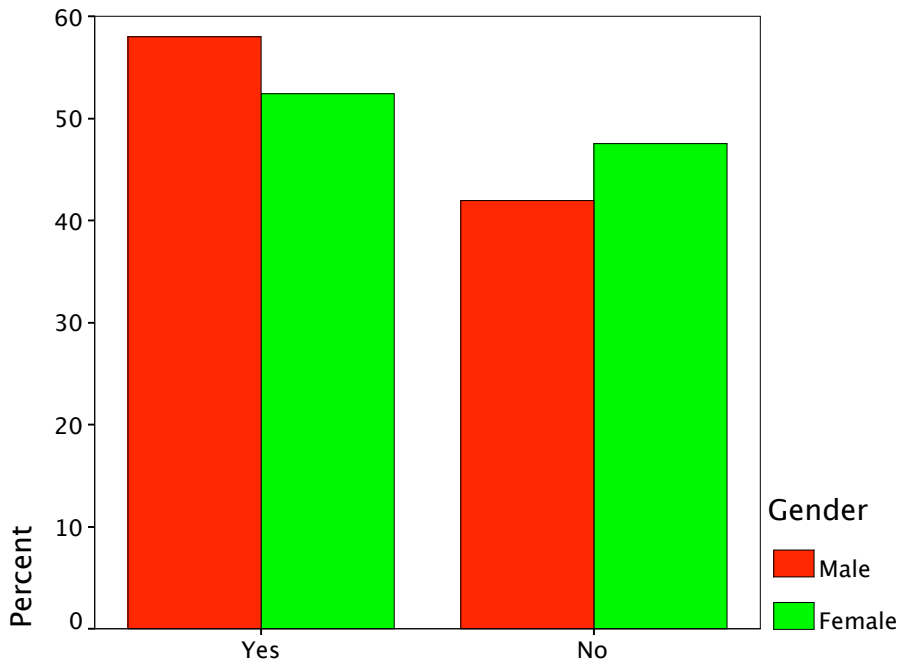
CBS

Graph



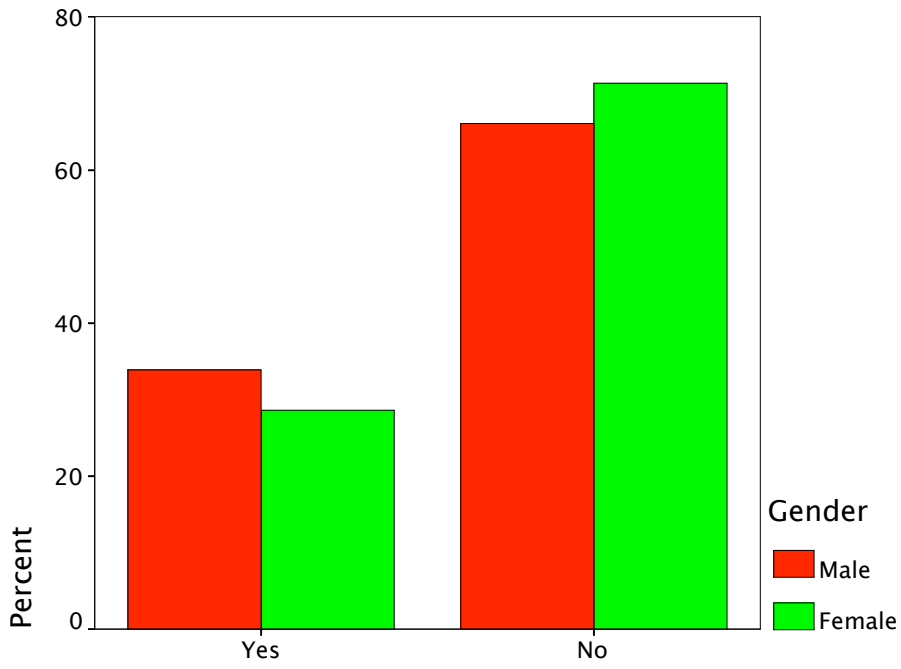
FOX

Graph



NBC

Graph



PBS

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * CW	297	98.0%
Gender * A&E	297	98.0%
Gender * Animal Planet	297	98.0%
Gender * B-E-T	297	98.0%
Gender * Bravo	297	98.0%
Gender * Cartoon	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * CW	6	2.0%	303	100.0%
Gender * A&E	6	2.0%	303	100.0%
Gender * Animal Planet	6	2.0%	303	100.0%
Gender * B-E-T	6	2.0%	303	100.0%
Gender * Bravo	6	2.0%	303	100.0%
Gender * Cartoon	6	2.0%	303	100.0%

Gender * CW Crosstabulation

			CW		Total
			Yes	No	
Gender	Male	Count	24	88	112
		% within Gender	21.4%	78.6%	100.0%
		% within CW	30.4%	40.4%	37.7%
		% of Total	8.1%	29.6%	37.7%
	Female	Count	55	130	185
		% within Gender	29.7%	70.3%	100.0%
		% within CW	69.6%	59.6%	62.3%
		% of Total	18.5%	43.8%	62.3%
Total		Count	79	218	297
		% within Gender	26.6%	73.4%	100.0%
		% within CW	100.0%	100.0%	100.0%
		% of Total	26.6%	73.4%	100.0%

Gender * A&E Crosstabulation

			A&E		Total
			Yes	No	
Gender	Male	Count	21	91	112
		% within Gender	18.8%	81.3%	100.0%
		% within A&E	30.9%	39.7%	37.7%
		% of Total	7.1%	30.6%	37.7%
	Female	Count	47	138	185
		% within Gender	25.4%	74.6%	100.0%
		% within A&E	69.1%	60.3%	62.3%
		% of Total	15.8%	46.5%	62.3%
Total	Count	68	229	297	
	% within Gender	22.9%	77.1%	100.0%	
	% within A&E	100.0%	100.0%	100.0%	
	% of Total	22.9%	77.1%	100.0%	

Gender * Animal Planet Crosstabulation

			Animal Planet		Total
			Yes	No	
Gender	Male	Count	20	92	112
		% within Gender	17.9%	82.1%	100.0%
		% within Animal Planet	30.8%	39.7%	37.7%
		% of Total	6.7%	31.0%	37.7%
	Female	Count	45	140	185
		% within Gender	24.3%	75.7%	100.0%
		% within Animal Planet	69.2%	60.3%	62.3%
		% of Total	15.2%	47.1%	62.3%
Total	Count	65	232	297	
	% within Gender	21.9%	78.1%	100.0%	
	% within Animal Planet	100.0%	100.0%	100.0%	
	% of Total	21.9%	78.1%	100.0%	

Gender * B-E-T Crosstabulation

			B-E-T		Total
			Yes	No	
Gender	Male	Count	6	106	112
		% within Gender	5.4%	94.6%	100.0%
		% within B-E-T	46.2%	37.3%	37.7%
		% of Total	2.0%	35.7%	37.7%
	Female	Count	7	178	185
		% within Gender	3.8%	96.2%	100.0%
		% within B-E-T	53.8%	62.7%	62.3%
		% of Total	2.4%	59.9%	62.3%
Total	Count	13	284	297	
	% within Gender	4.4%	95.6%	100.0%	
	% within B-E-T	100.0%	100.0%	100.0%	
	% of Total	4.4%	95.6%	100.0%	

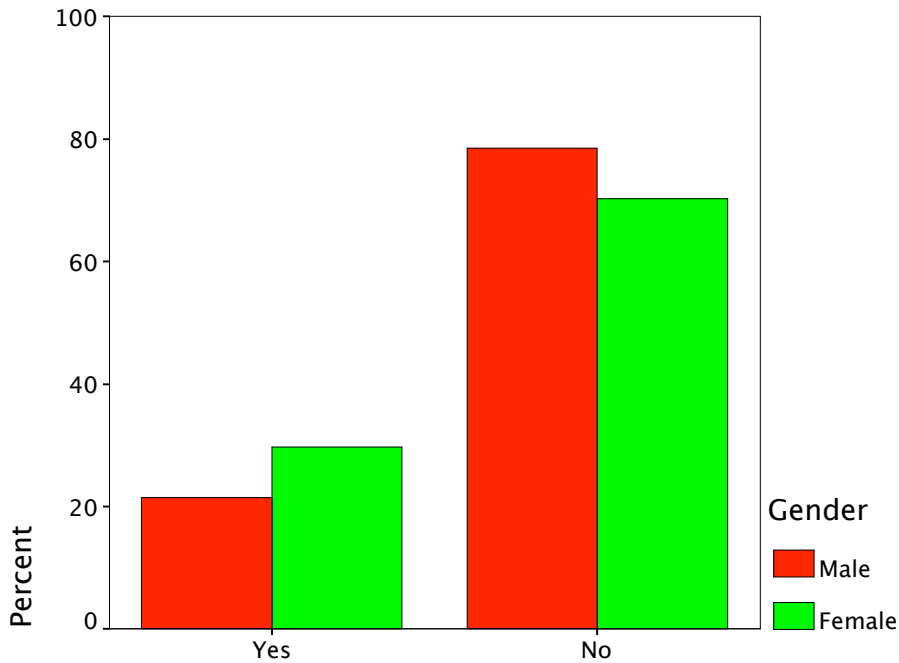
Gender * Bravo Crosstabulation

			Bravo		Total
			Yes	No	
Gender	Male	Count	8	104	112
		% within Gender	7.1%	92.9%	100.0%
		% within Bravo	19.0%	40.8%	37.7%
		% of Total	2.7%	35.0%	37.7%
	Female	Count	34	151	185
		% within Gender	18.4%	81.6%	100.0%
		% within Bravo	81.0%	59.2%	62.3%
		% of Total	11.4%	50.8%	62.3%
Total	Count	42	255	297	
	% within Gender	14.1%	85.9%	100.0%	
	% within Bravo	100.0%	100.0%	100.0%	
	% of Total	14.1%	85.9%	100.0%	

Gender * Cartoon Crosstabulation

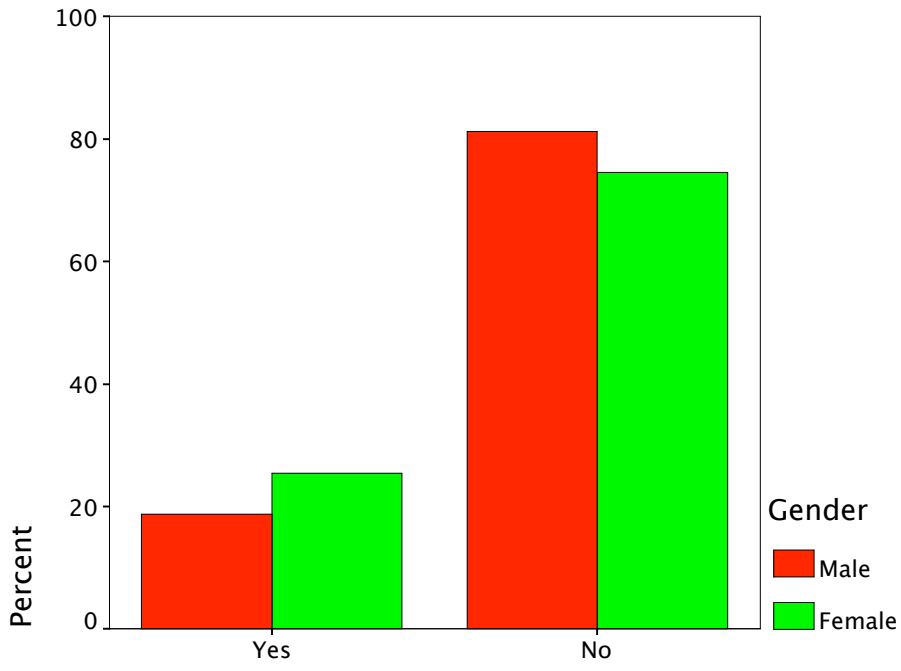
			Cartoon		Total
			Yes	No	
Gender	Male	Count	31	81	112
		% within Gender	27.7%	72.3%	100.0%
		% within Cartoon	45.6%	35.4%	37.7%
		% of Total	10.4%	27.3%	37.7%
	Female	Count	37	148	185
		% within Gender	20.0%	80.0%	100.0%
		% within Cartoon	54.4%	64.6%	62.3%
		% of Total	12.5%	49.8%	62.3%
Total		Count	68	229	297
		% within Gender	22.9%	77.1%	100.0%
		% within Cartoon	100.0%	100.0%	100.0%
		% of Total	22.9%	77.1%	100.0%

Graph



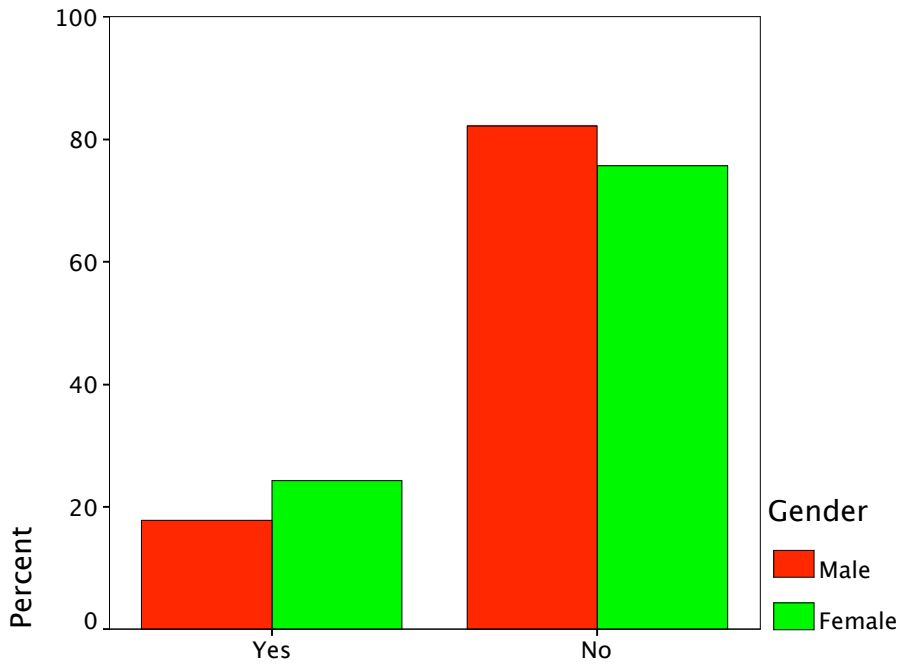
CW

Graph



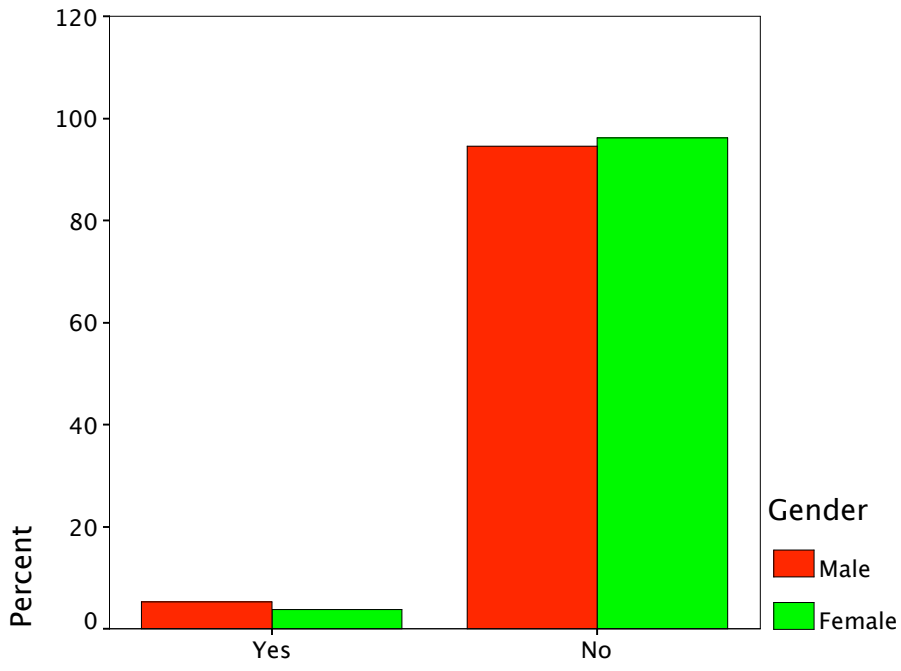
A&E

Graph



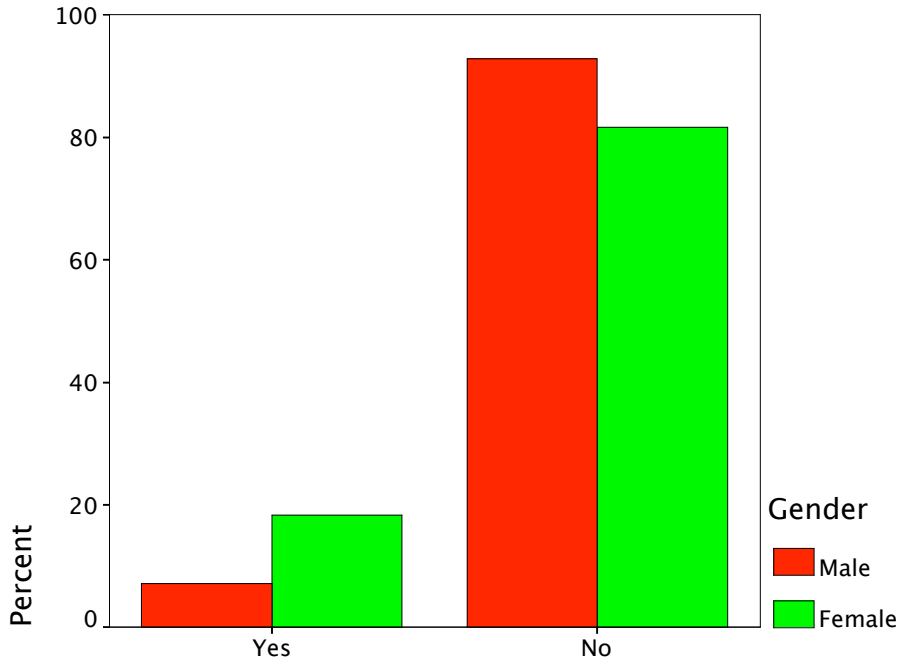
Animal Planet

Graph



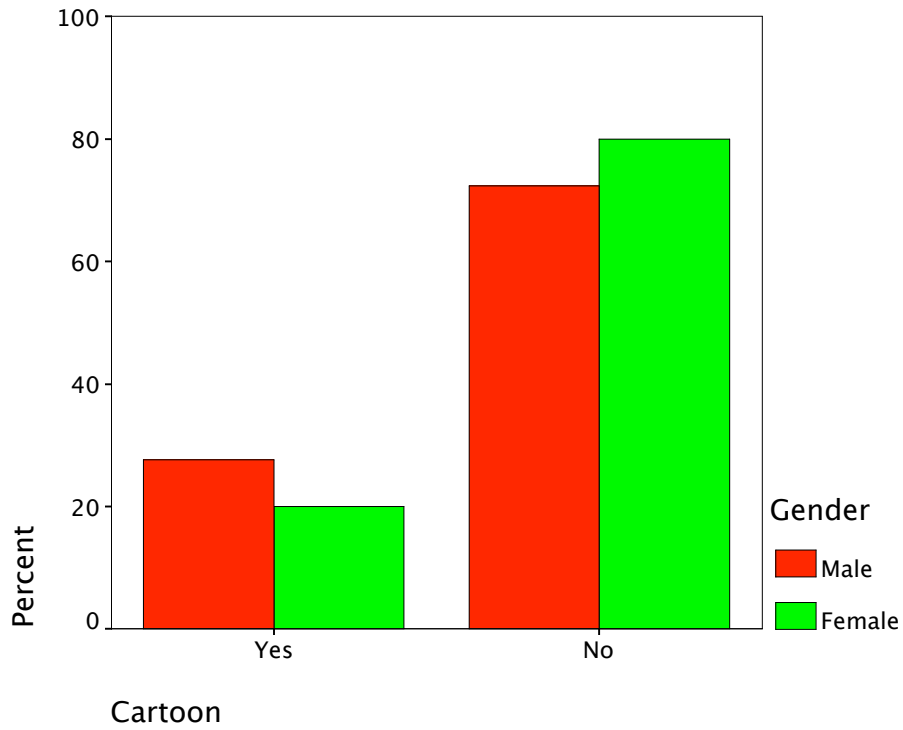
B-E-T

Graph



Bravo

Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * CMT	297	98.0%
Gender * Comedy	297	98.0%
Gender * Court TV	297	98.0%
Gender * CSPAN	297	98.0%
Gender * Discovery	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * CMT	6	2.0%	303	100.0%
Gender * Comedy	6	2.0%	303	100.0%
Gender * Court TV	6	2.0%	303	100.0%
Gender * CSPAN	6	2.0%	303	100.0%
Gender * Discovery	6	2.0%	303	100.0%

Gender * CMT Crosstabulation

			CMT		Total
			Yes	No	
Gender	Male	Count	13	99	112
		% within Gender	11.6%	88.4%	100.0%
		% within CMT	32.5%	38.5%	37.7%
		% of Total	4.4%	33.3%	37.7%
	Female	Count	27	158	185
		% within Gender	14.6%	85.4%	100.0%
		% within CMT	67.5%	61.5%	62.3%
		% of Total	9.1%	53.2%	62.3%
Total		Count	40	257	297
		% within Gender	13.5%	86.5%	100.0%
		% within CMT	100.0%	100.0%	100.0%
		% of Total	13.5%	86.5%	100.0%

Gender * Comedy Crosstabulation

			Comedy		Total
			Yes	No	
Gender	Male	Count	43	69	112
		% within Gender	38.4%	61.6%	100.0%
		% within Comedy	39.4%	36.7%	37.7%
		% of Total	14.5%	23.2%	37.7%
	Female	Count	66	119	185
		% within Gender	35.7%	64.3%	100.0%
		% within Comedy	60.6%	63.3%	62.3%
		% of Total	22.2%	40.1%	62.3%
Total		Count	109	188	297
		% within Gender	36.7%	63.3%	100.0%
		% within Comedy	100.0%	100.0%	100.0%
		% of Total	36.7%	63.3%	100.0%

Gender * Court TV Crosstabulation

			Court TV		Total
			Yes	No	
Gender	Male	Count	6	106	112
		% within Gender	5.4%	94.6%	100.0%
		% within Court TV	16.7%	40.6%	37.7%
		% of Total	2.0%	35.7%	37.7%
	Female	Count	30	155	185
		% within Gender	16.2%	83.8%	100.0%
		% within Court TV	83.3%	59.4%	62.3%
		% of Total	10.1%	52.2%	62.3%
Total		Count	36	261	297
		% within Gender	12.1%	87.9%	100.0%
		% within Court TV	100.0%	100.0%	100.0%
		% of Total	12.1%	87.9%	100.0%

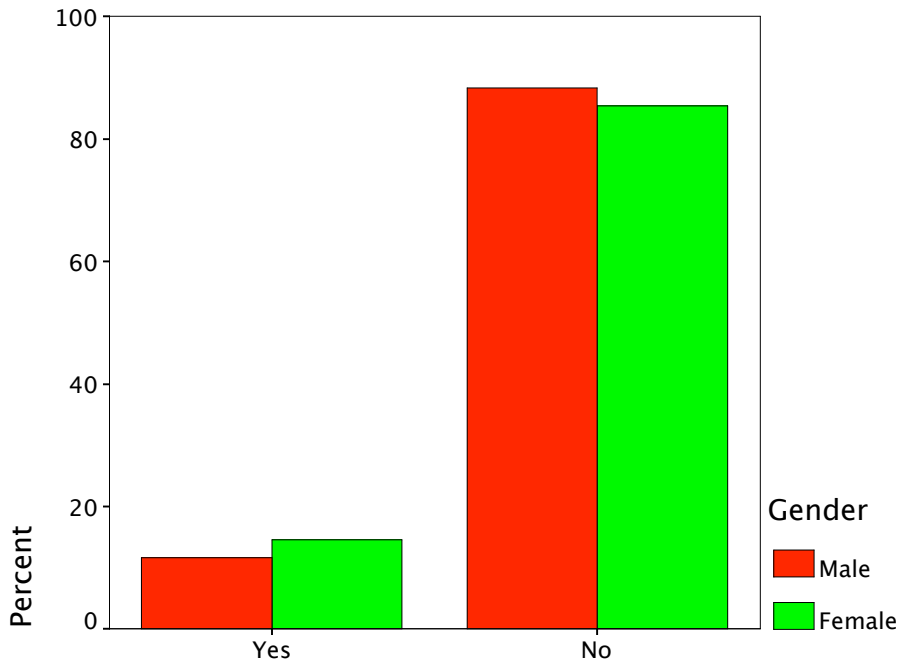
Gender * CSPAN Crosstabulation

			CSPAN		Total
			Yes	No	
Gender	Male	Count	3	109	112
		% within Gender	2.7%	97.3%	100.0%
		% within CSPAN	42.9%	37.6%	37.7%
		% of Total	1.0%	36.7%	37.7%
	Female	Count	4	181	185
		% within Gender	2.2%	97.8%	100.0%
		% within CSPAN	57.1%	62.4%	62.3%
		% of Total	1.3%	60.9%	62.3%
Total		Count	7	290	297
		% within Gender	2.4%	97.6%	100.0%
		% within CSPAN	100.0%	100.0%	100.0%
		% of Total	2.4%	97.6%	100.0%

Gender * Discovery Crosstabulation

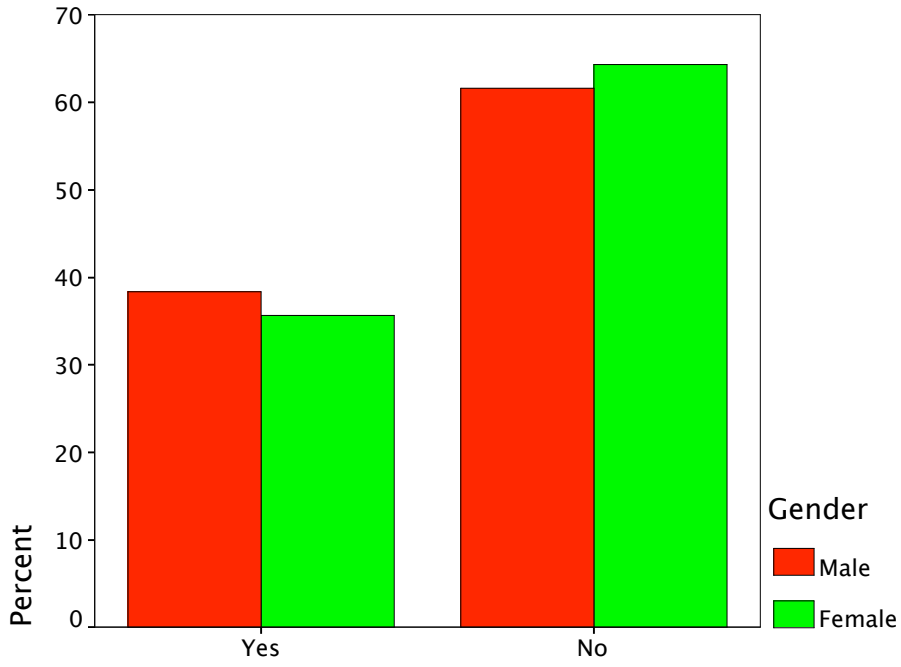
			Discovery		Total
			Yes	No	
Gender	Male	Count	66	46	112
		% within Gender	58.9%	41.1%	100.0%
		% within Discovery	42.6%	32.4%	37.7%
		% of Total	22.2%	15.5%	37.7%
	Female	Count	89	96	185
		% within Gender	48.1%	51.9%	100.0%
		% within Discovery	57.4%	67.6%	62.3%
		% of Total	30.0%	32.3%	62.3%
Total		Count	155	142	297
		% within Gender	52.2%	47.8%	100.0%
		% within Discovery	100.0%	100.0%	100.0%
		% of Total	52.2%	47.8%	100.0%

Graph



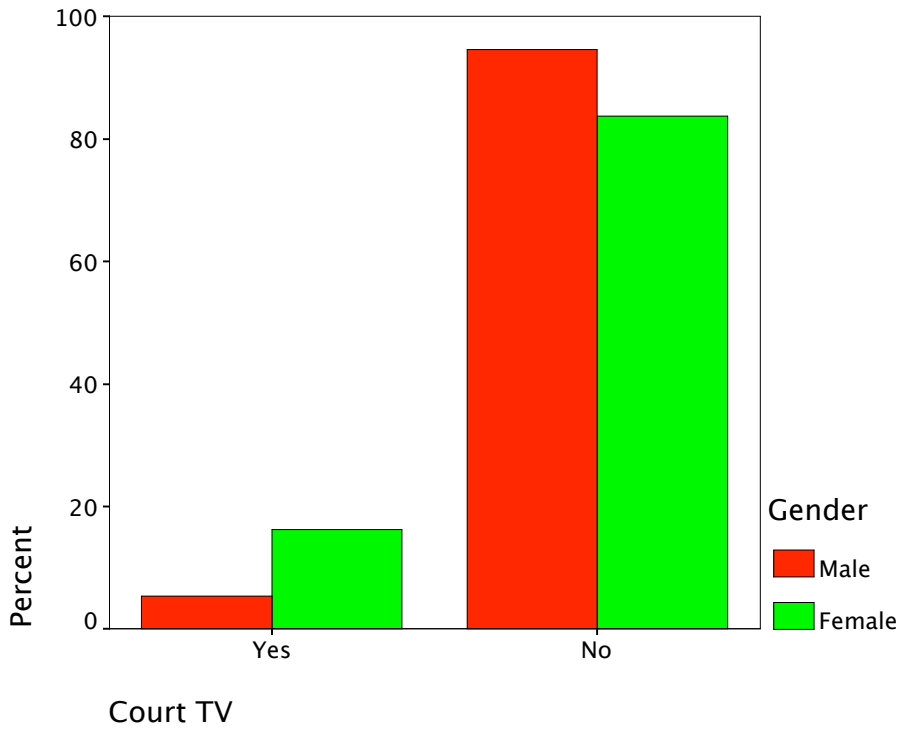
CMT

Graph

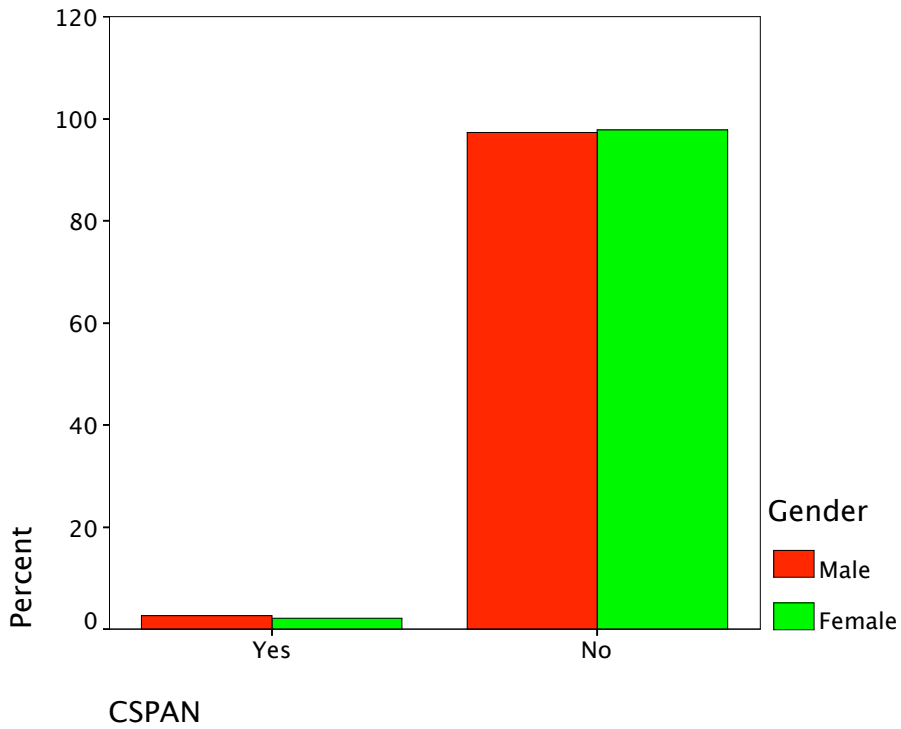


Comedy

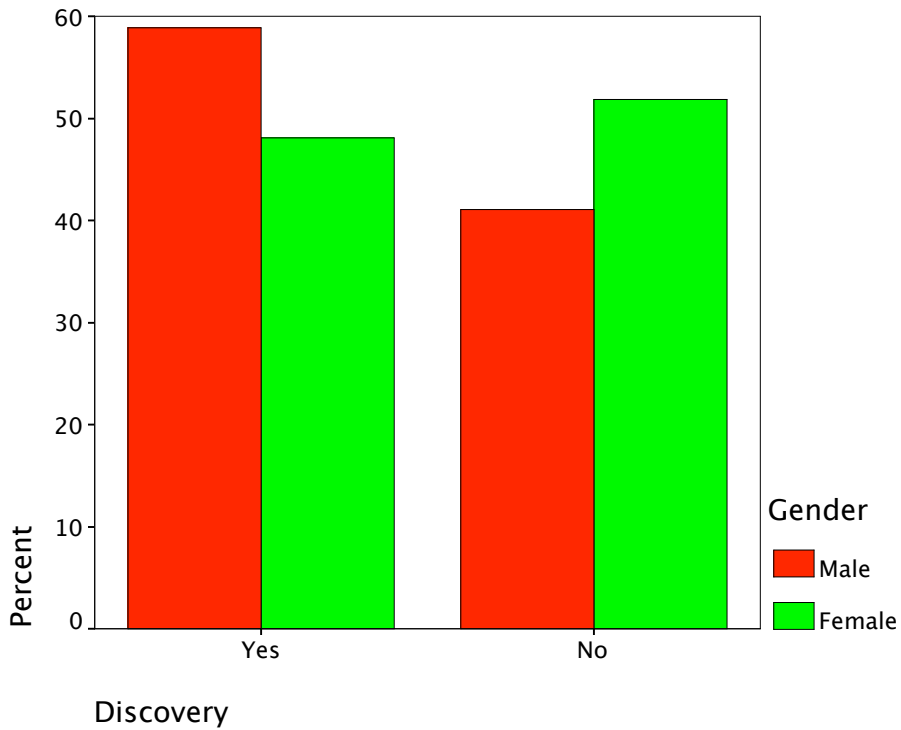
Graph



Graph



Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Disney	297	98.0%
Gender * My Net TV	297	98.0%
Gender * ESPN	297	98.0%
Gender * Food Channel	297	98.0%
Gender * FX	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Disney	6	2.0%	303	100.0%
Gender * My Net TV	6	2.0%	303	100.0%
Gender * ESPN	6	2.0%	303	100.0%
Gender * Food Channel	6	2.0%	303	100.0%
Gender * FX	6	2.0%	303	100.0%

Gender * Disney Crosstabulation

			Disney		Total
			Yes	No	
Gender	Male	Count	18	94	112
		% within Gender	16.1%	83.9%	100.0%
		% within Disney	36.0%	38.1%	37.7%
		% of Total	6.1%	31.6%	37.7%
	Female	Count	32	153	185
		% within Gender	17.3%	82.7%	100.0%
		% within Disney	64.0%	61.9%	62.3%
		% of Total	10.8%	51.5%	62.3%
Total		Count	50	247	297
		% within Gender	16.8%	83.2%	100.0%
		% within Disney	100.0%	100.0%	100.0%
		% of Total	16.8%	83.2%	100.0%

Gender * My Net TV Crosstabulation

			My Net TV		Total
			Yes	No	
Gender	Male	Count	1	111	112
		% within Gender	.9%	99.1%	100.0%
		% within My Net TV	11.1%	38.5%	37.7%
		% of Total	.3%	37.4%	37.7%
	Female	Count	8	177	185
		% within Gender	4.3%	95.7%	100.0%
		% within My Net TV	88.9%	61.5%	62.3%
		% of Total	2.7%	59.6%	62.3%
Total		Count	9	288	297
		% within Gender	3.0%	97.0%	100.0%
		% within My Net TV	100.0%	100.0%	100.0%
		% of Total	3.0%	97.0%	100.0%

Gender * ESPN Crosstabulation

			ESPN		Total
			Yes	No	
Gender	Male	Count	41	71	112
		% within Gender	36.6%	63.4%	100.0%
		% within ESPN	60.3%	31.0%	37.7%
		% of Total	13.8%	23.9%	37.7%
	Female	Count	27	158	185
		% within Gender	14.6%	85.4%	100.0%
		% within ESPN	39.7%	69.0%	62.3%
		% of Total	9.1%	53.2%	62.3%
Total		Count	68	229	297
		% within Gender	22.9%	77.1%	100.0%
		% within ESPN	100.0%	100.0%	100.0%
		% of Total	22.9%	77.1%	100.0%

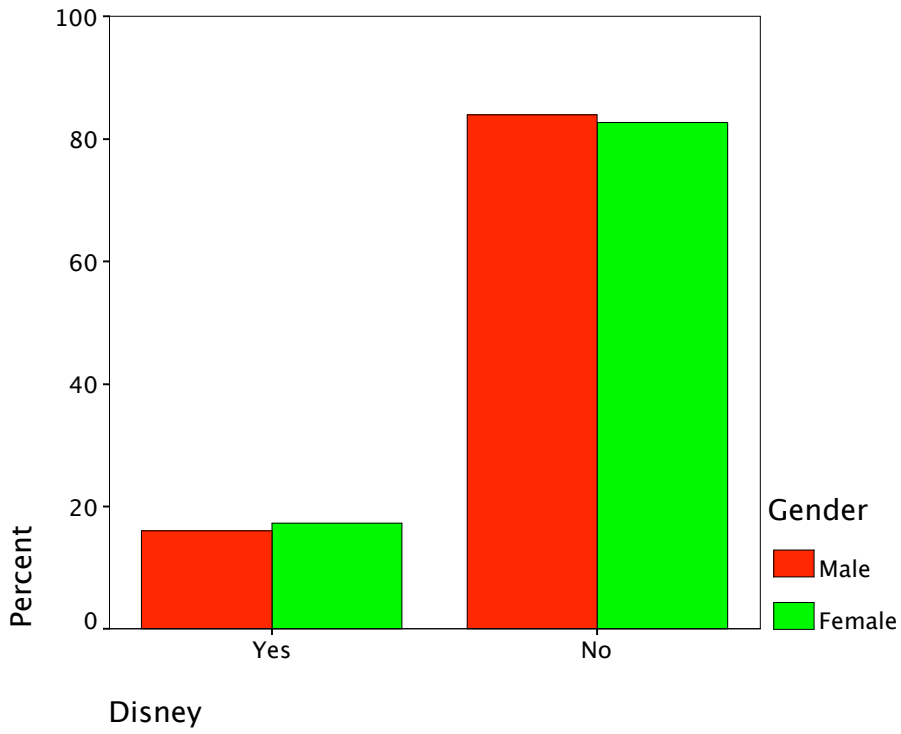
Gender * Food Channel Crosstabulation

			Food Channel		Total
			Yes	No	
Gender	Male	Count	19	93	112
		% within Gender	17.0%	83.0%	100.0%
		% within Food Channel	20.9%	45.1%	37.7%
		% of Total	6.4%	31.3%	37.7%
	Female	Count	72	113	185
		% within Gender	38.9%	61.1%	100.0%
		% within Food Channel	79.1%	54.9%	62.3%
		% of Total	24.2%	38.0%	62.3%
Total		Count	91	206	297
		% within Gender	30.6%	69.4%	100.0%
		% within Food Channel	100.0%	100.0%	100.0%
		% of Total	30.6%	69.4%	100.0%

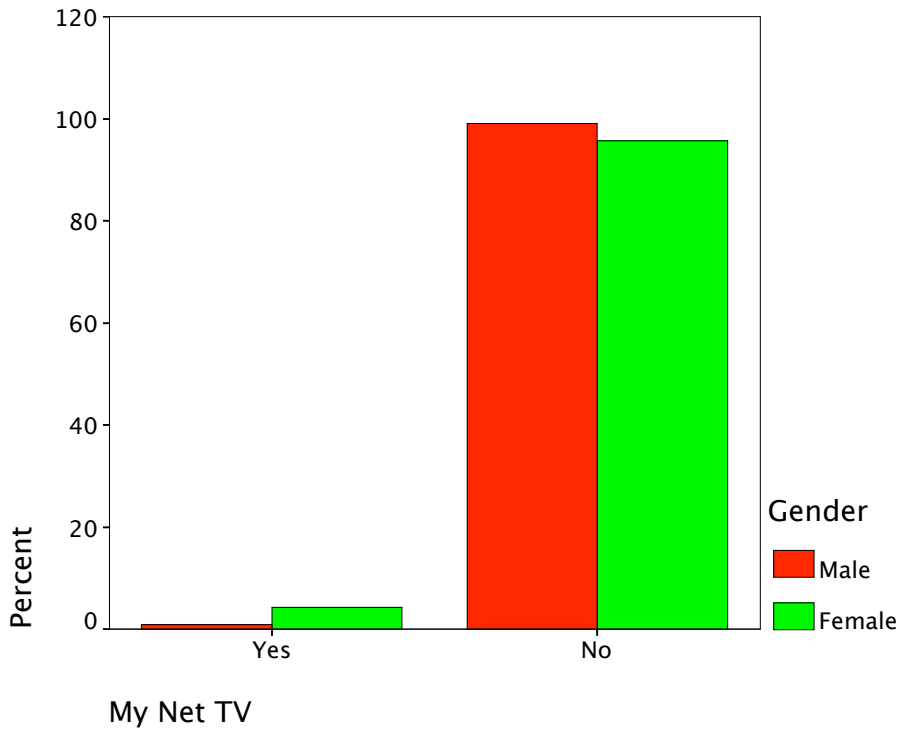
Gender * FX Crosstabulation

			FX		Total
			Yes	No	
Gender	Male	Count	28	84	112
		% within Gender	25.0%	75.0%	100.0%
		% within FX	45.2%	35.7%	37.7%
		% of Total	9.4%	28.3%	37.7%
	Female	Count	34	151	185
		% within Gender	18.4%	81.6%	100.0%
		% within FX	54.8%	64.3%	62.3%
		% of Total	11.4%	50.8%	62.3%
Total		Count	62	235	297
		% within Gender	20.9%	79.1%	100.0%
		% within FX	100.0%	100.0%	100.0%
		% of Total	20.9%	79.1%	100.0%

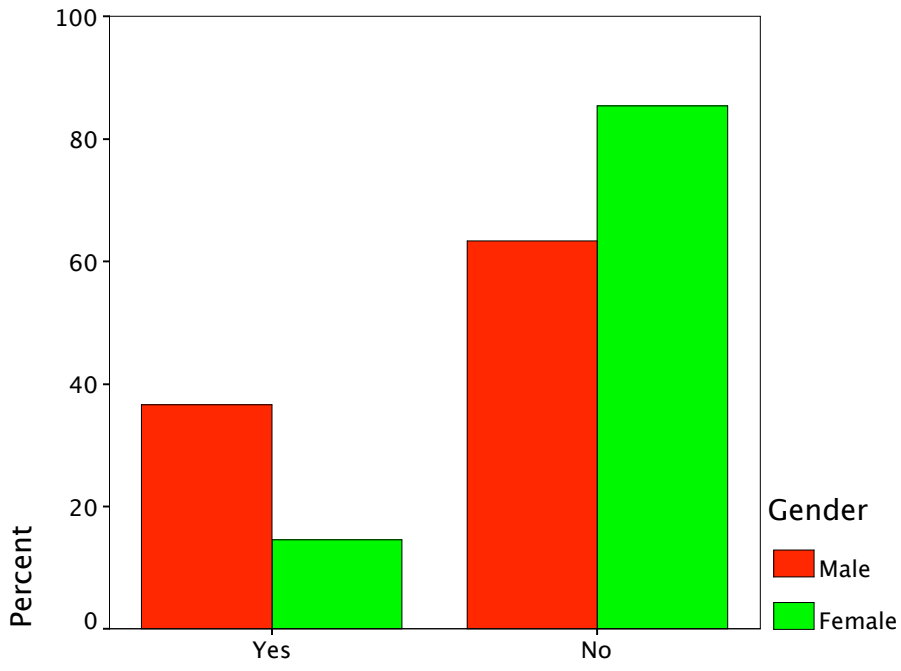
Graph



Graph

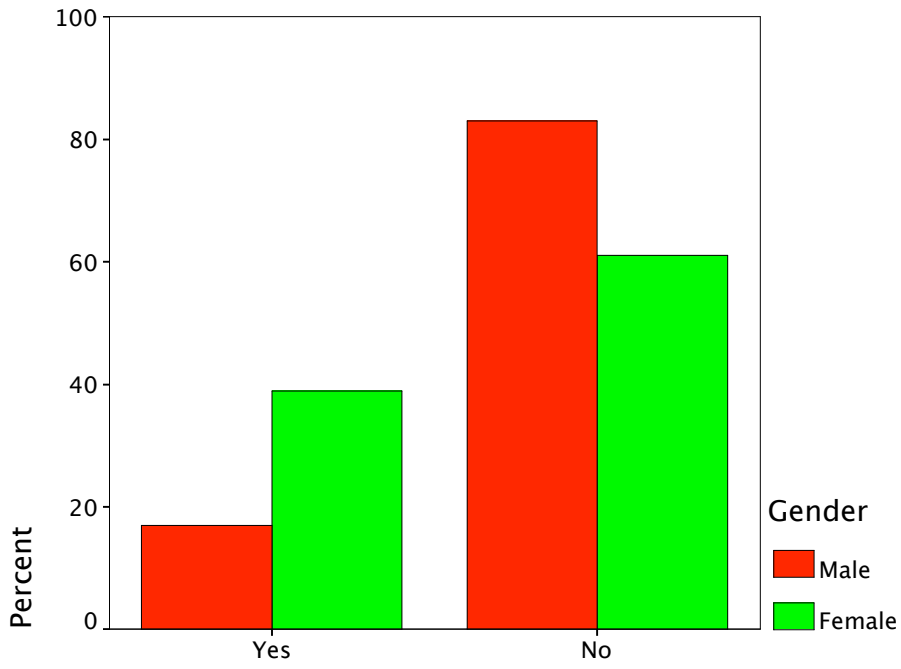


Graph



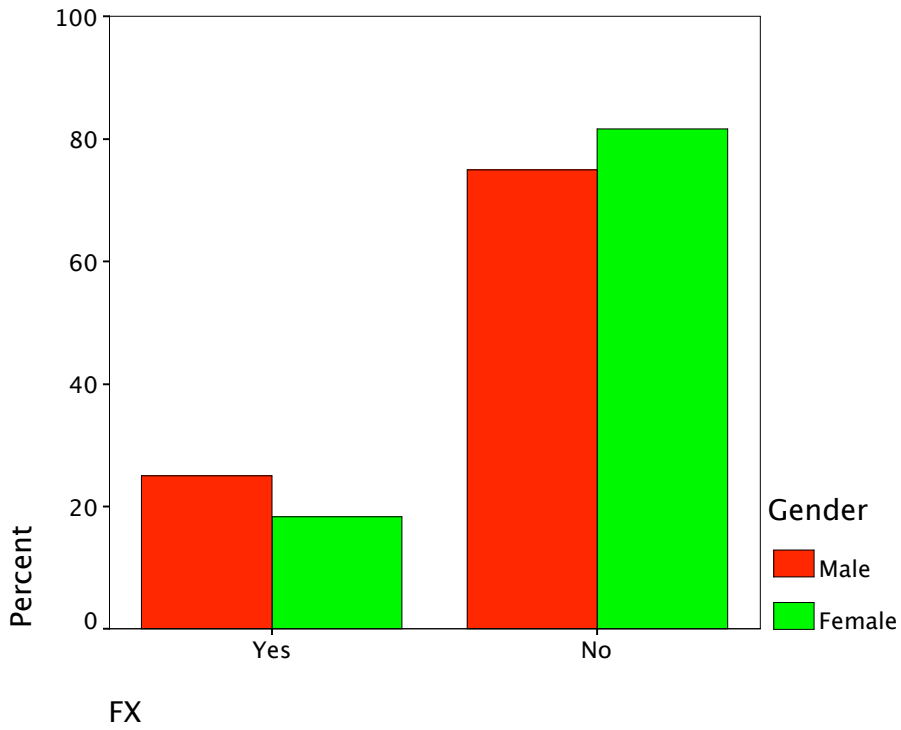
ESPN

Graph



Food Channel

Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * G4	297	98.0%
Gender * History	297	98.0%
Gender * HGTV	297	98.0%
Gender * HSN	297	98.0%
Gender * Lifetime	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * G4	6	2.0%	303	100.0%
Gender * History	6	2.0%	303	100.0%
Gender * HGTV	6	2.0%	303	100.0%
Gender * HSN	6	2.0%	303	100.0%
Gender * Lifetime	6	2.0%	303	100.0%

Gender * G4 Crosstabulation

			G4		Total
			Yes	No	
Gender	Male	Count	9	103	112
		% within Gender	8.0%	92.0%	100.0%
		% within G4	64.3%	36.4%	37.7%
		% of Total	3.0%	34.7%	37.7%
	Female	Count	5	180	185
		% within Gender	2.7%	97.3%	100.0%
		% within G4	35.7%	63.6%	62.3%
		% of Total	1.7%	60.6%	62.3%
Total		Count	14	283	297
		% within Gender	4.7%	95.3%	100.0%
		% within G4	100.0%	100.0%	100.0%
		% of Total	4.7%	95.3%	100.0%

Gender * History Crosstabulation

			History		Total
			Yes	No	
Gender	Male	Count	46	66	112
		% within Gender	41.1%	58.9%	100.0%
		% within History	42.2%	35.1%	37.7%
		% of Total	15.5%	22.2%	37.7%
	Female	Count	63	122	185
		% within Gender	34.1%	65.9%	100.0%
		% within History	57.8%	64.9%	62.3%
		% of Total	21.2%	41.1%	62.3%
Total	Count	109	188	297	
	% within Gender	36.7%	63.3%	100.0%	
	% within History	100.0%	100.0%	100.0%	
	% of Total	36.7%	63.3%	100.0%	

Gender * HGTV Crosstabulation

			HGTV		Total
			Yes	No	
Gender	Male	Count	6	106	112
		% within Gender	5.4%	94.6%	100.0%
		% within HGTV	14.0%	41.7%	37.7%
		% of Total	2.0%	35.7%	37.7%
	Female	Count	37	148	185
		% within Gender	20.0%	80.0%	100.0%
		% within HGTV	86.0%	58.3%	62.3%
		% of Total	12.5%	49.8%	62.3%
Total	Count	43	254	297	
	% within Gender	14.5%	85.5%	100.0%	
	% within HGTV	100.0%	100.0%	100.0%	
	% of Total	14.5%	85.5%	100.0%	

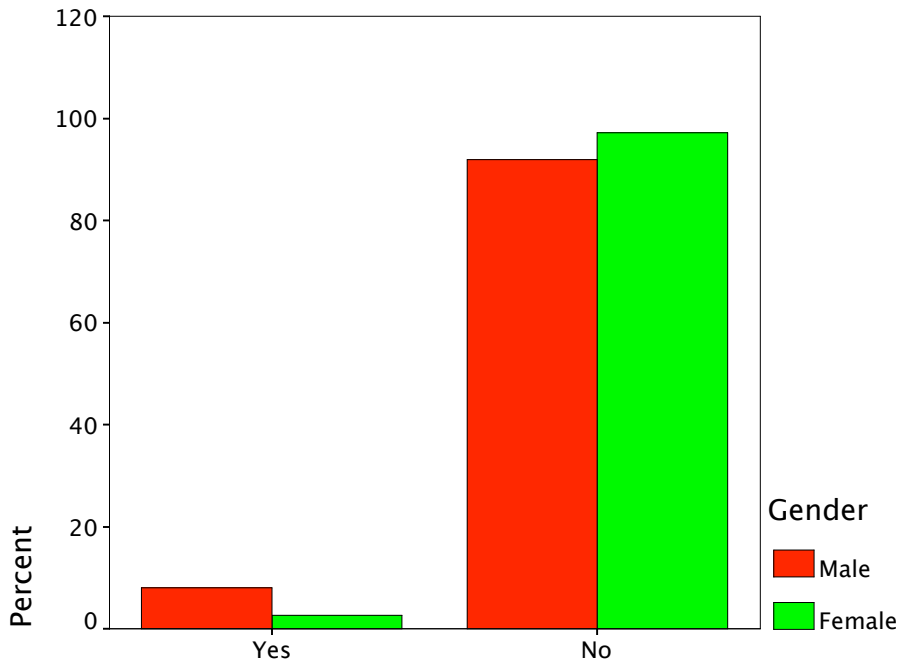
Gender * HSN Crosstabulation

			HSN		Total
			Yes	No	
Gender	Male	Count		112	112
		% within Gender		100.0%	100.0%
		% within HSN		37.8%	37.7%
		% of Total		37.7%	37.7%
	Female	Count	1	184	185
		% within Gender	.5%	99.5%	100.0%
		% within HSN	100.0%	62.2%	62.3%
		% of Total	.3%	62.0%	62.3%
Total		Count	1	296	297
		% within Gender	.3%	99.7%	100.0%
		% within HSN	100.0%	100.0%	100.0%
		% of Total	.3%	99.7%	100.0%

Gender * Lifetime Crosstabulation

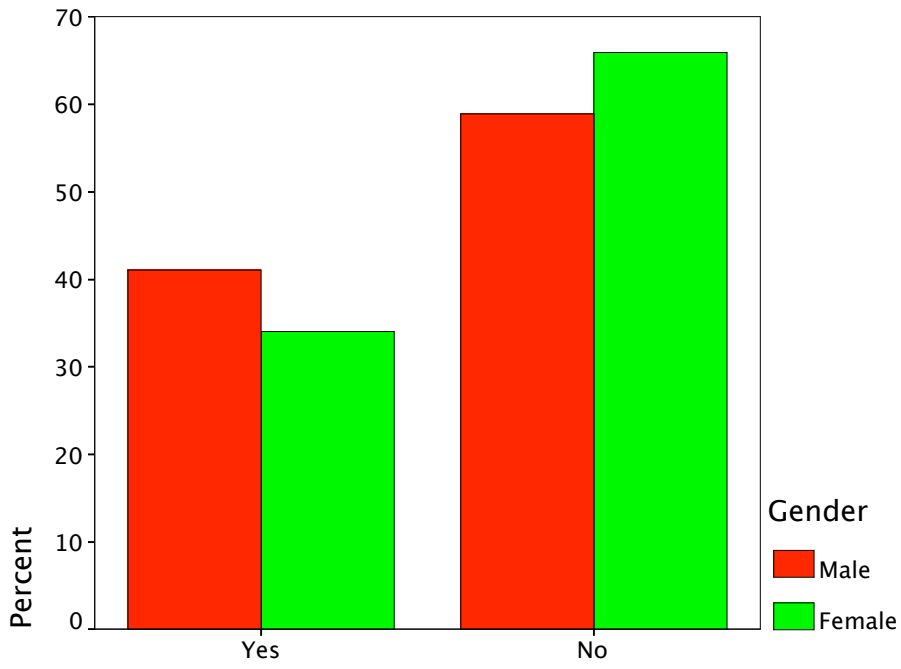
			Lifetime		Total
			Yes	No	
Gender	Male	Count	6	106	112
		% within Gender	5.4%	94.6%	100.0%
		% within Lifetime	10.5%	44.2%	37.7%
		% of Total	2.0%	35.7%	37.7%
	Female	Count	51	134	185
		% within Gender	27.6%	72.4%	100.0%
		% within Lifetime	89.5%	55.8%	62.3%
		% of Total	17.2%	45.1%	62.3%
Total		Count	57	240	297
		% within Gender	19.2%	80.8%	100.0%
		% within Lifetime	100.0%	100.0%	100.0%
		% of Total	19.2%	80.8%	100.0%

Graph



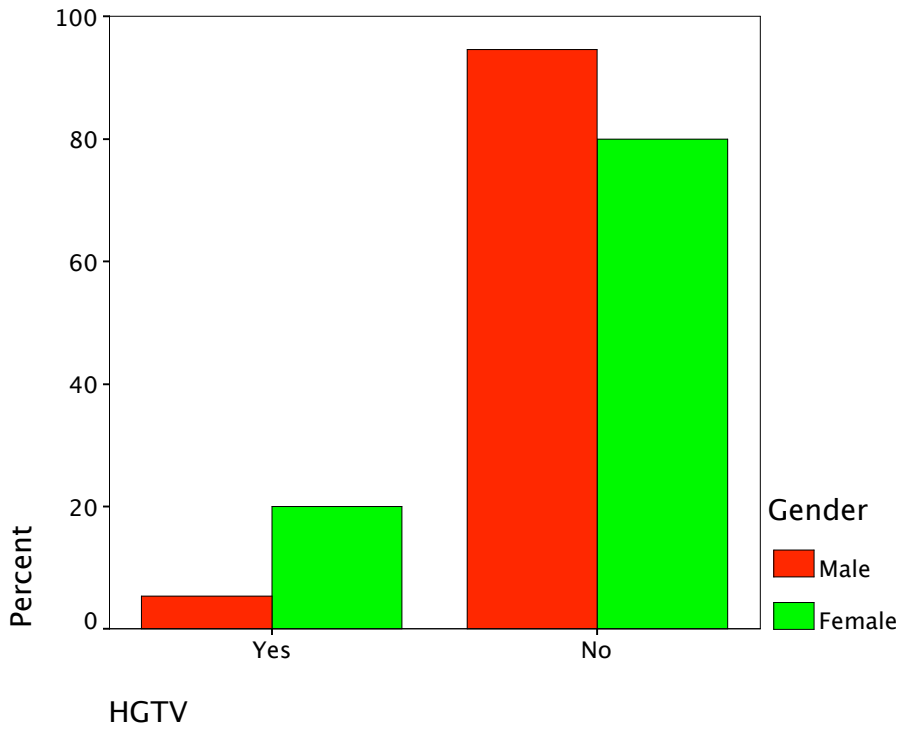
G4

Graph

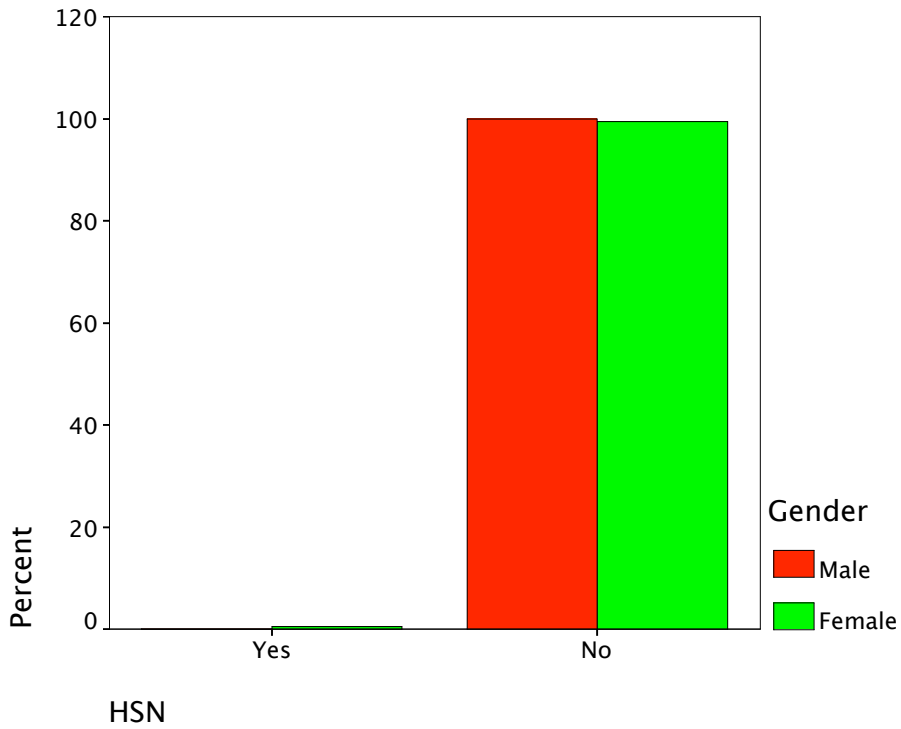


History

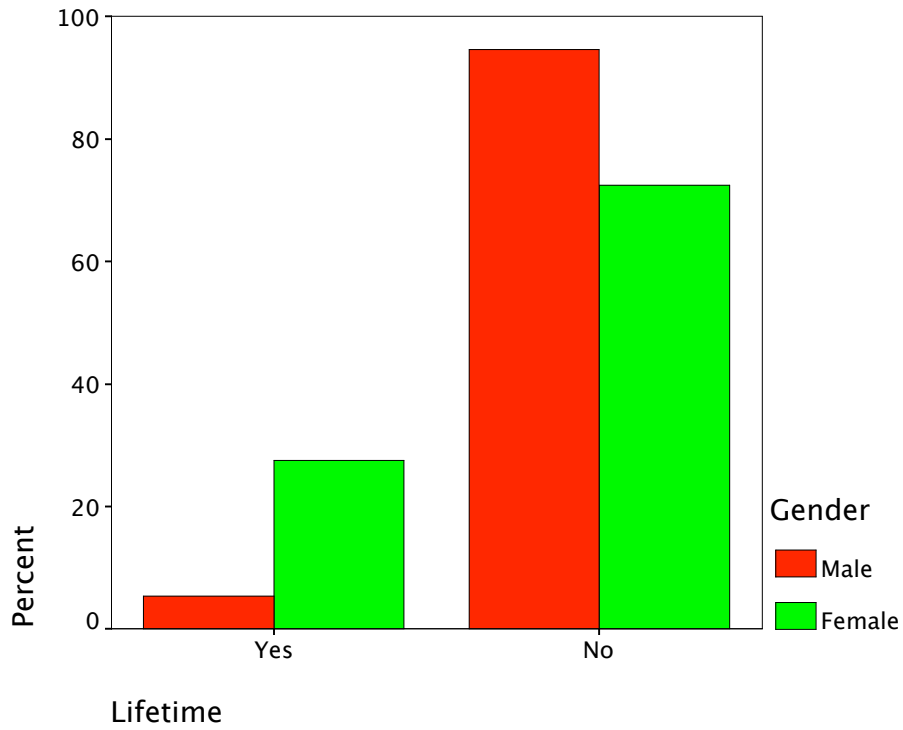
Graph



Graph



Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * MTV	297	98.0%
Gender * Nickelodeon	297	98.0%
Gender * OLN	297	98.0%
Gender * Oxygen	297	98.0%
Gender * SciFi	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * MTV	6	2.0%	303	100.0%
Gender * Nickelodeon	6	2.0%	303	100.0%
Gender * OLN	6	2.0%	303	100.0%
Gender * Oxygen	6	2.0%	303	100.0%
Gender * SciFi	6	2.0%	303	100.0%

Gender * MTV Crosstabulation

			MTV		Total
			Yes	No	
Gender	Male	Count	36	76	112
		% within Gender	32.1%	67.9%	100.0%
		% within MTV	35.0%	39.2%	37.7%
		% of Total	12.1%	25.6%	37.7%
	Female	Count	67	118	185
		% within Gender	36.2%	63.8%	100.0%
		% within MTV	65.0%	60.8%	62.3%
		% of Total	22.6%	39.7%	62.3%
Total		Count	103	194	297
		% within Gender	34.7%	65.3%	100.0%
		% within MTV	100.0%	100.0%	100.0%
		% of Total	34.7%	65.3%	100.0%

Gender * Nickelodeon Crosstabulation

			Nickelodeon		Total
			Yes	No	
Gender	Male	Count	14	98	112
		% within Gender	12.5%	87.5%	100.0%
		% within Nickelodeon	33.3%	38.4%	37.7%
		% of Total	4.7%	33.0%	37.7%
	Female	Count	28	157	185
		% within Gender	15.1%	84.9%	100.0%
		% within Nickelodeon	66.7%	61.6%	62.3%
		% of Total	9.4%	52.9%	62.3%
Total		Count	42	255	297
		% within Gender	14.1%	85.9%	100.0%
		% within Nickelodeon	100.0%	100.0%	100.0%
		% of Total	14.1%	85.9%	100.0%

Gender * OLN Crosstabulation

			OLN		Total
			Yes	No	
Gender	Male	Count	8	104	112
		% within Gender	7.1%	92.9%	100.0%
		% within OLN	66.7%	36.5%	37.7%
		% of Total	2.7%	35.0%	37.7%
	Female	Count	4	181	185
		% within Gender	2.2%	97.8%	100.0%
		% within OLN	33.3%	63.5%	62.3%
		% of Total	1.3%	60.9%	62.3%
Total		Count	12	285	297
		% within Gender	4.0%	96.0%	100.0%
		% within OLN	100.0%	100.0%	100.0%
		% of Total	4.0%	96.0%	100.0%

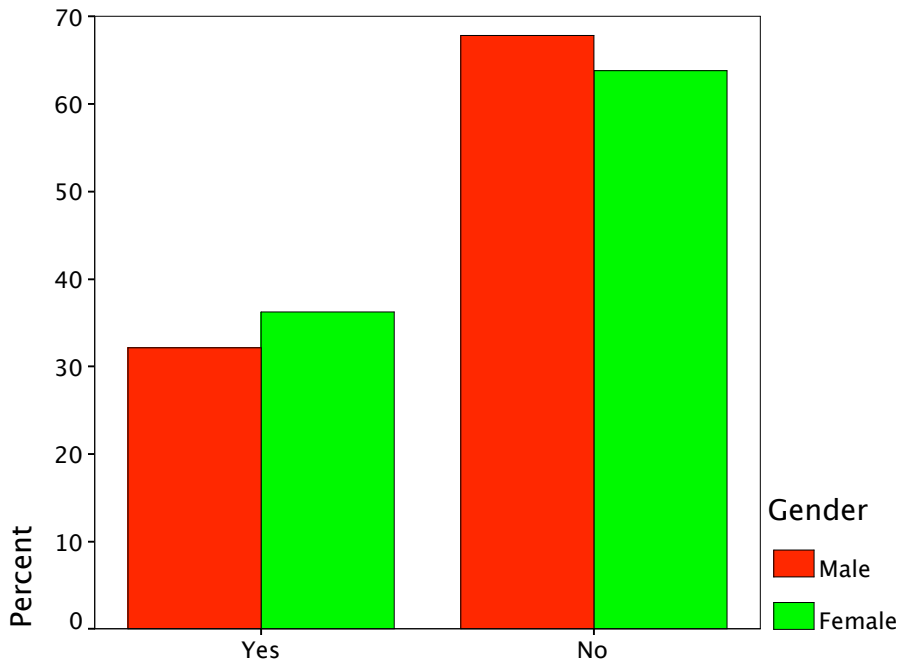
Gender * Oxygen Crosstabulation

			Oxygen		Total
			Yes	No	
Gender	Male	Count	3	109	112
		% within Gender	2.7%	97.3%	100.0%
		% within Oxygen	10.3%	40.7%	37.7%
		% of Total	1.0%	36.7%	37.7%
	Female	Count	26	159	185
		% within Gender	14.1%	85.9%	100.0%
		% within Oxygen	89.7%	59.3%	62.3%
		% of Total	8.8%	53.5%	62.3%
Total		Count	29	268	297
		% within Gender	9.8%	90.2%	100.0%
		% within Oxygen	100.0%	100.0%	100.0%
		% of Total	9.8%	90.2%	100.0%

Gender * SciFi Crosstabulation

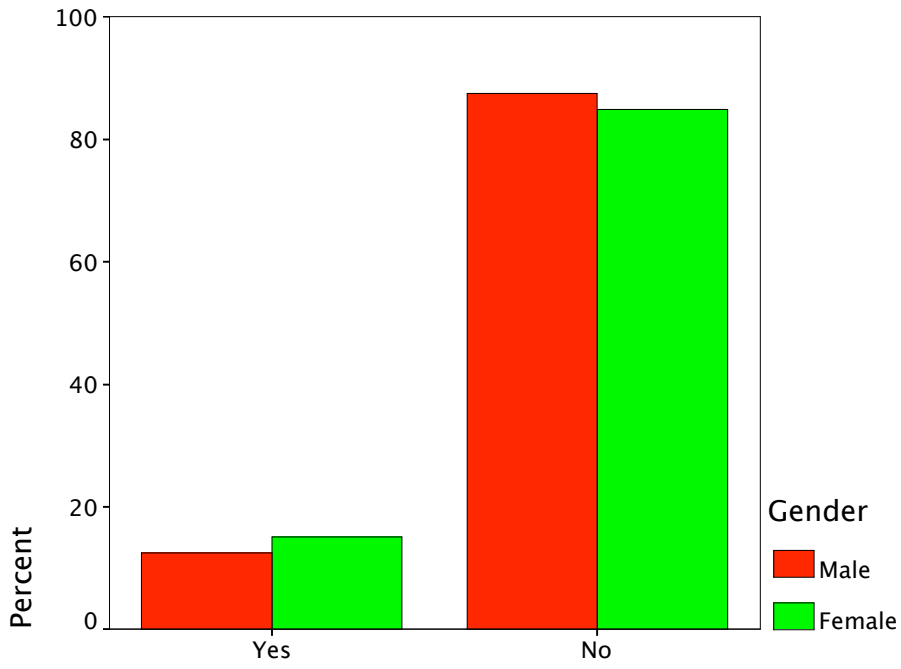
			SciFi		Total
			Yes	No	
Gender	Male	Count	34	78	112
		% within Gender	30.4%	69.6%	100.0%
		% within SciFi	50.0%	34.1%	37.7%
		% of Total	11.4%	26.3%	37.7%
	Female	Count	34	151	185
		% within Gender	18.4%	81.6%	100.0%
		% within SciFi	50.0%	65.9%	62.3%
		% of Total	11.4%	50.8%	62.3%
Total		Count	68	229	297
		% within Gender	22.9%	77.1%	100.0%
		% within SciFi	100.0%	100.0%	100.0%
		% of Total	22.9%	77.1%	100.0%

Graph



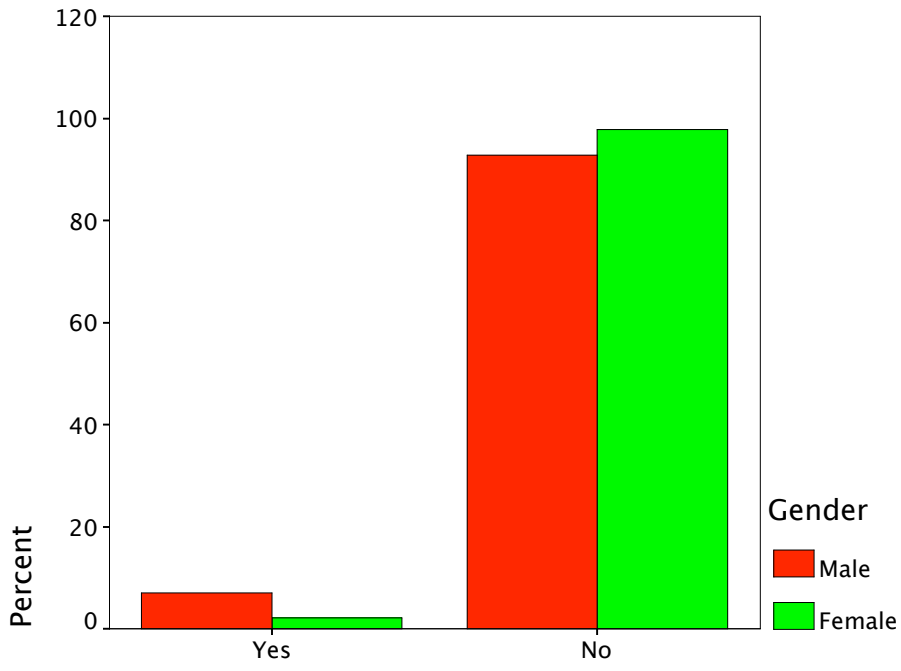
MTV

Graph



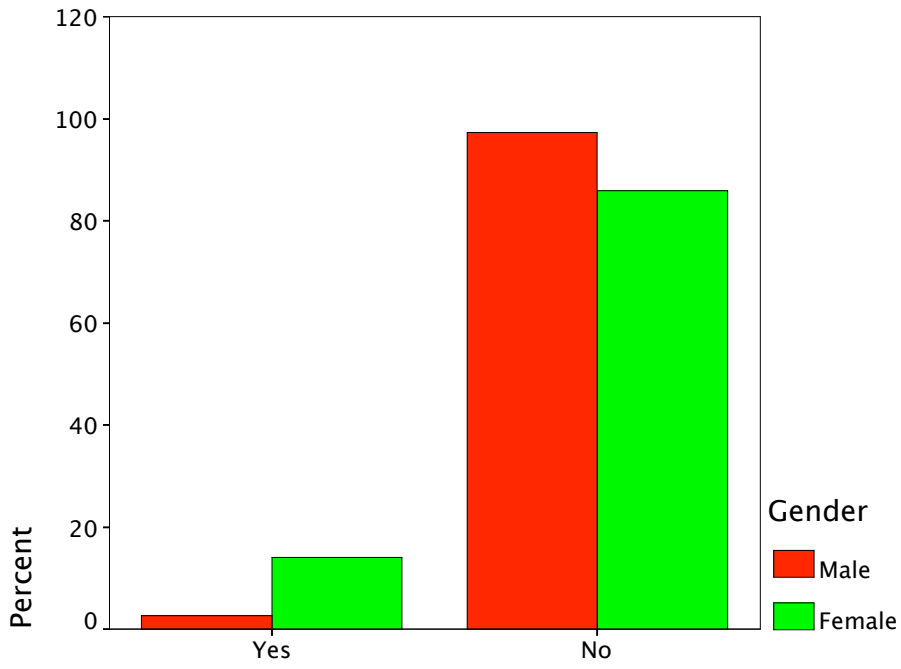
Nickelodeon

Graph



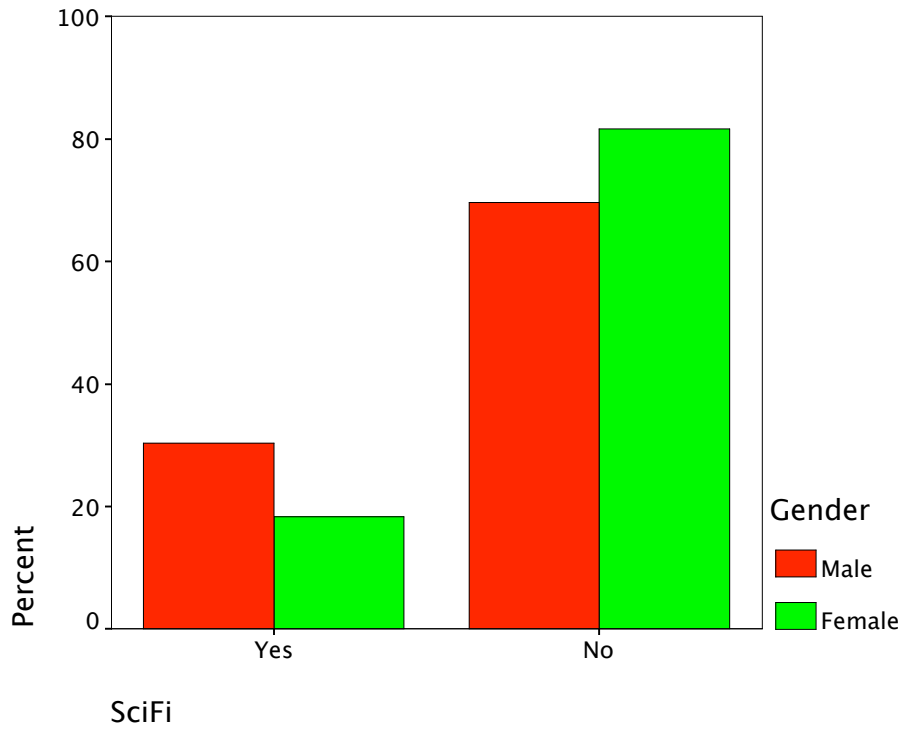
OLN

Graph



Oxygen

Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Soap	297	98.0%
Gender * Speed	297	98.0%
Gender * Spike	297	98.0%
Gender * TBS	297	98.0%
Gender * TLC	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Soap	6	2.0%	303	100.0%
Gender * Speed	6	2.0%	303	100.0%
Gender * Spike	6	2.0%	303	100.0%
Gender * TBS	6	2.0%	303	100.0%
Gender * TLC	6	2.0%	303	100.0%

Gender * Soap Crosstabulation

		Soap		Total	
		Yes	No		
Gender	Male	Count		112	112
		% within Gender		100.0%	100.0%
		% within Soap		39.6%	37.7%
		% of Total		37.7%	37.7%
	Female	Count	14	171	185
		% within Gender	7.6%	92.4%	100.0%
		% within Soap	100.0%	60.4%	62.3%
		% of Total	4.7%	57.6%	62.3%
Total		Count	14	283	297
		% within Gender	4.7%	95.3%	100.0%
		% within Soap	100.0%	100.0%	100.0%
		% of Total	4.7%	95.3%	100.0%

Gender * Speed Crosstabulation

			Speed		Total
			Yes	No	
Gender	Male	Count	15	97	112
		% within Gender	13.4%	86.6%	100.0%
		% within Speed	78.9%	34.9%	37.7%
		% of Total	5.1%	32.7%	37.7%
	Female	Count	4	181	185
		% within Gender	2.2%	97.8%	100.0%
		% within Speed	21.1%	65.1%	62.3%
		% of Total	1.3%	60.9%	62.3%
Total	Count	19	278	297	
	% within Gender	6.4%	93.6%	100.0%	
	% within Speed	100.0%	100.0%	100.0%	
	% of Total	6.4%	93.6%	100.0%	

Gender * Spike Crosstabulation

			Spike		Total
			Yes	No	
Gender	Male	Count	35	77	112
		% within Gender	31.3%	68.8%	100.0%
		% within Spike	61.4%	32.1%	37.7%
		% of Total	11.8%	25.9%	37.7%
	Female	Count	22	163	185
		% within Gender	11.9%	88.1%	100.0%
		% within Spike	38.6%	67.9%	62.3%
		% of Total	7.4%	54.9%	62.3%
Total	Count	57	240	297	
	% within Gender	19.2%	80.8%	100.0%	
	% within Spike	100.0%	100.0%	100.0%	
	% of Total	19.2%	80.8%	100.0%	

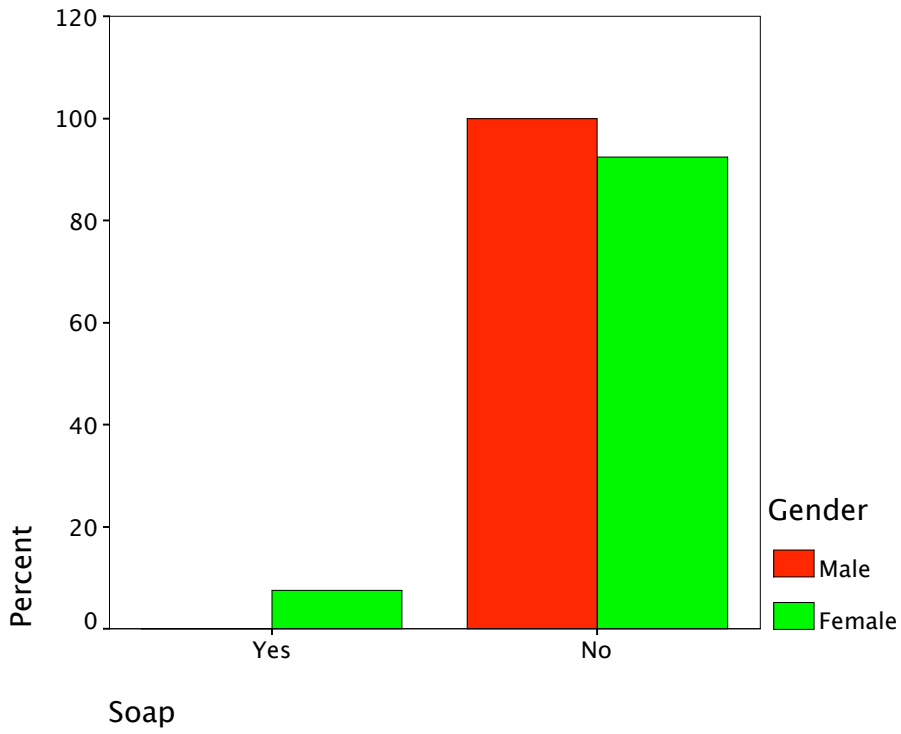
Gender * TBS Crosstabulation

			TBS		Total
			Yes	No	
Gender	Male	Count	28	84	112
		% within Gender	25.0%	75.0%	100.0%
		% within TBS	34.1%	39.1%	37.7%
		% of Total	9.4%	28.3%	37.7%
	Female	Count	54	131	185
		% within Gender	29.2%	70.8%	100.0%
		% within TBS	65.9%	60.9%	62.3%
		% of Total	18.2%	44.1%	62.3%
Total		Count	82	215	297
		% within Gender	27.6%	72.4%	100.0%
		% within TBS	100.0%	100.0%	100.0%
		% of Total	27.6%	72.4%	100.0%

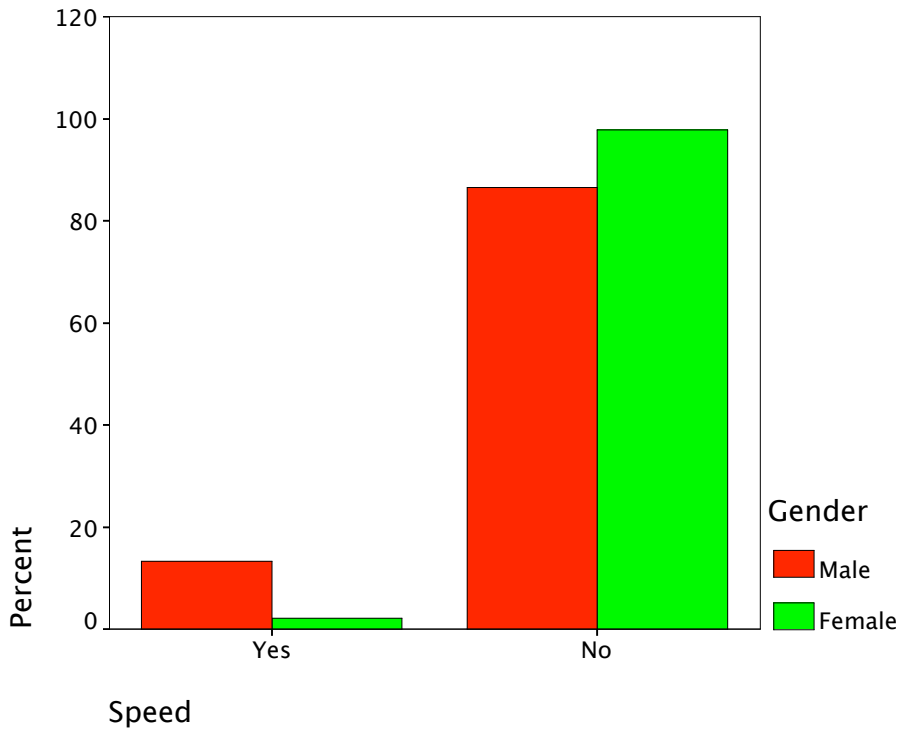
Gender * TLC Crosstabulation

			TLC		Total
			Yes	No	
Gender	Male	Count	18	94	112
		% within Gender	16.1%	83.9%	100.0%
		% within TLC	25.7%	41.4%	37.7%
		% of Total	6.1%	31.6%	37.7%
	Female	Count	52	133	185
		% within Gender	28.1%	71.9%	100.0%
		% within TLC	74.3%	58.6%	62.3%
		% of Total	17.5%	44.8%	62.3%
Total		Count	70	227	297
		% within Gender	23.6%	76.4%	100.0%
		% within TLC	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

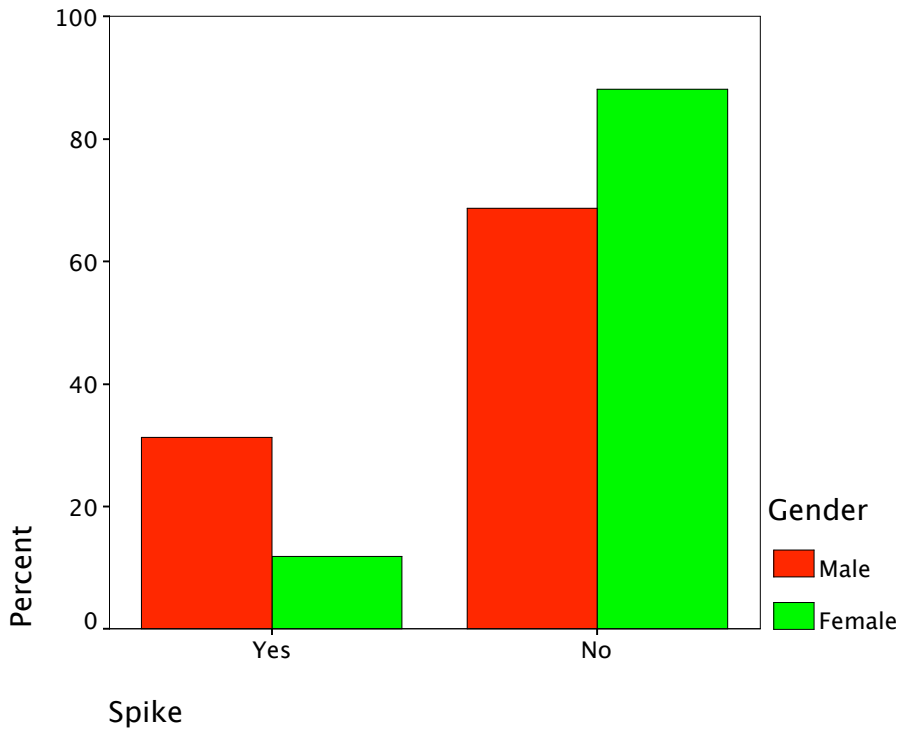
Graph



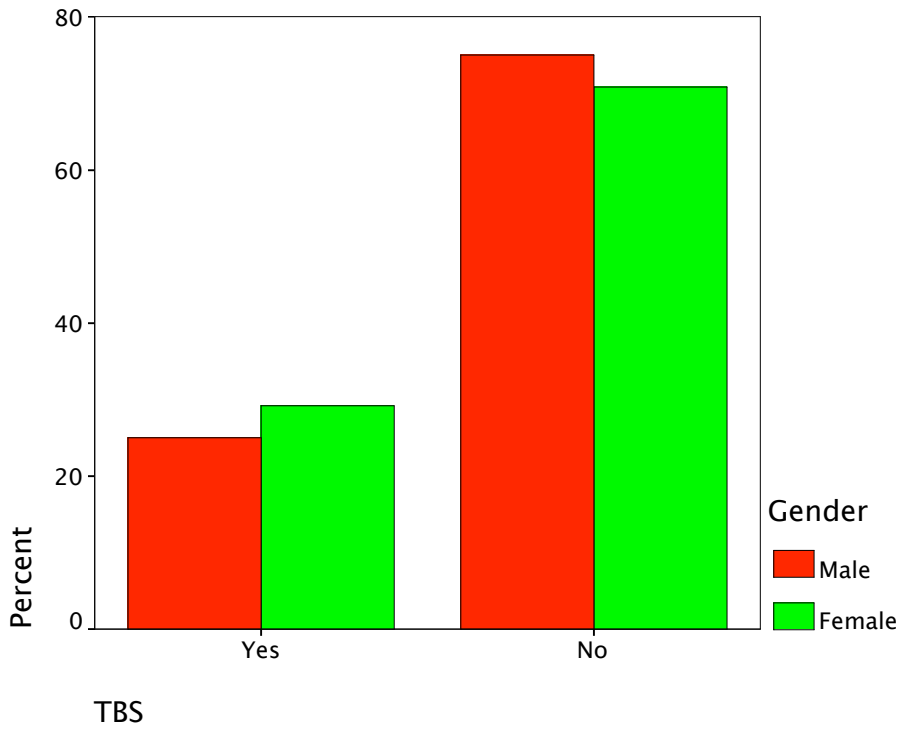
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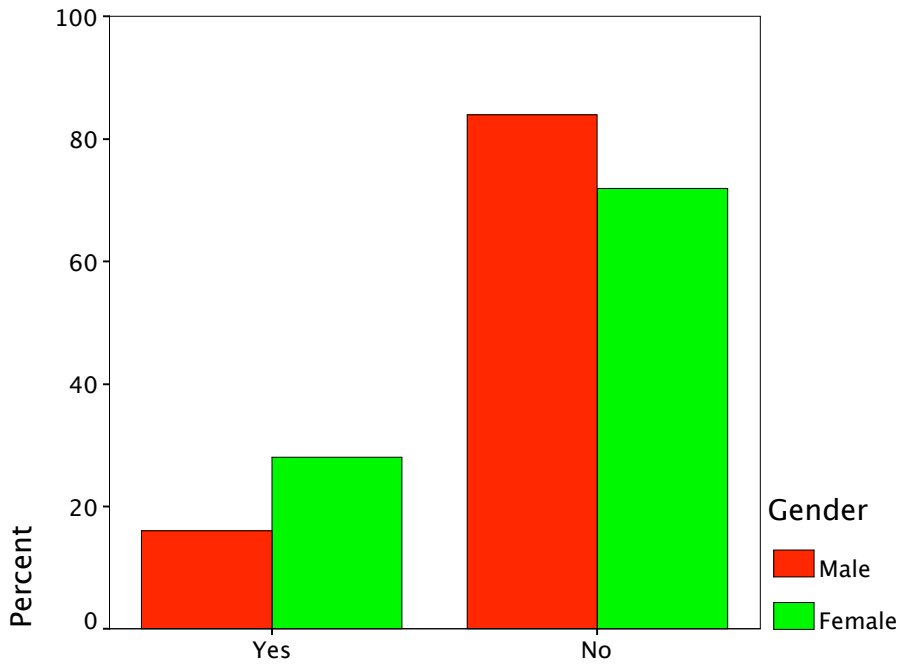
Graph



Graph



Graph



TLC

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * TNT	297	98.0%
Gender * Travel	297	98.0%
Gender * VH1	297	98.0%
Gender * USA	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * TNT	6	2.0%	303	100.0%
Gender * Travel	6	2.0%	303	100.0%
Gender * VH1	6	2.0%	303	100.0%
Gender * USA	6	2.0%	303	100.0%

Gender * TNT Crosstabulation

			TNT		Total
			Yes	No	
Gender	Male	Count	30	82	112
		% within Gender	26.8%	73.2%	100.0%
		% within TNT	37.5%	37.8%	37.7%
		% of Total	10.1%	27.6%	37.7%
	Female	Count	50	135	185
		% within Gender	27.0%	73.0%	100.0%
		% within TNT	62.5%	62.2%	62.3%
		% of Total	16.8%	45.5%	62.3%
Total		Count	80	217	297
		% within Gender	26.9%	73.1%	100.0%
		% within TNT	100.0%	100.0%	100.0%
		% of Total	26.9%	73.1%	100.0%

Gender * Travel Crosstabulation

			Travel		Total
			Yes	No	
Gender	Male	Count	14	98	112
		% within Gender	12.5%	87.5%	100.0%
		% within Travel	33.3%	38.4%	37.7%
		% of Total	4.7%	33.0%	37.7%
	Female	Count	28	157	185
		% within Gender	15.1%	84.9%	100.0%
		% within Travel	66.7%	61.6%	62.3%
		% of Total	9.4%	52.9%	62.3%
Total		Count	42	255	297
		% within Gender	14.1%	85.9%	100.0%
		% within Travel	100.0%	100.0%	100.0%
		% of Total	14.1%	85.9%	100.0%

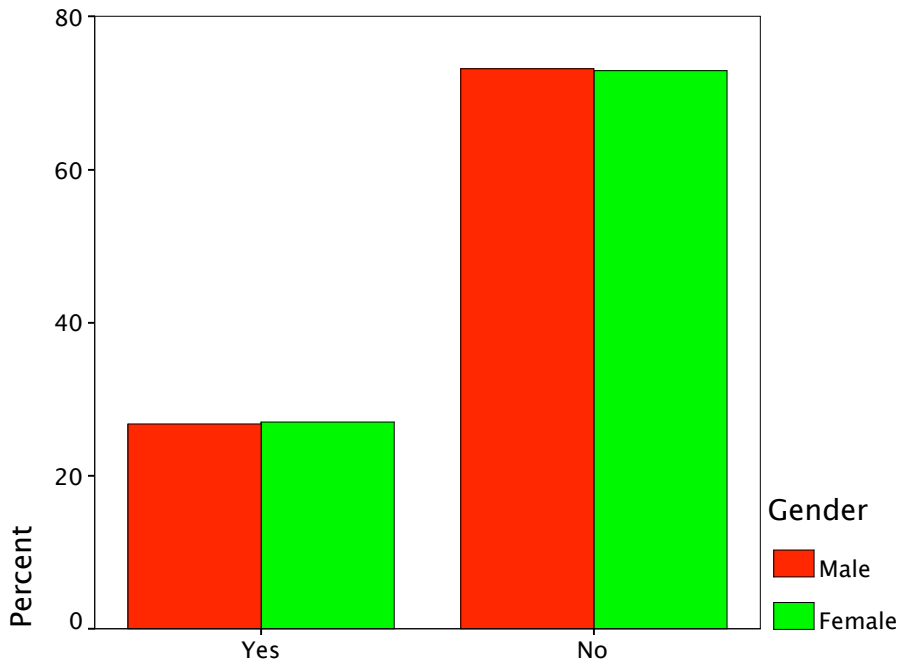
Gender * VH1 Crosstabulation

			VH1		Total
			Yes	No	
Gender	Male	Count	24	88	112
		% within Gender	21.4%	78.6%	100.0%
		% within VH1	30.0%	40.6%	37.7%
		% of Total	8.1%	29.6%	37.7%
	Female	Count	56	129	185
		% within Gender	30.3%	69.7%	100.0%
		% within VH1	70.0%	59.4%	62.3%
		% of Total	18.9%	43.4%	62.3%
Total		Count	80	217	297
		% within Gender	26.9%	73.1%	100.0%
		% within VH1	100.0%	100.0%	100.0%
		% of Total	26.9%	73.1%	100.0%

Gender * USA Crosstabulation

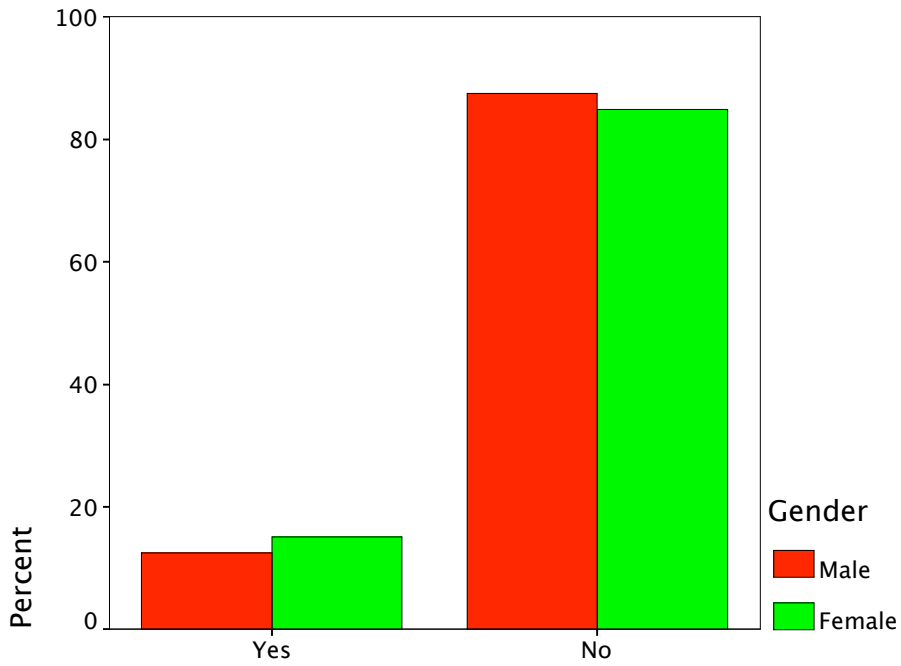
			USA		Total
			Yes	No	
Gender	Male	Count	24	88	112
		% within Gender	21.4%	78.6%	100.0%
		% within USA	34.3%	38.8%	37.7%
		% of Total	8.1%	29.6%	37.7%
	Female	Count	46	139	185
		% within Gender	24.9%	75.1%	100.0%
		% within USA	65.7%	61.2%	62.3%
		% of Total	15.5%	46.8%	62.3%
Total		Count	70	227	297
		% within Gender	23.6%	76.4%	100.0%
		% within USA	100.0%	100.0%	100.0%
		% of Total	23.6%	76.4%	100.0%

Graph



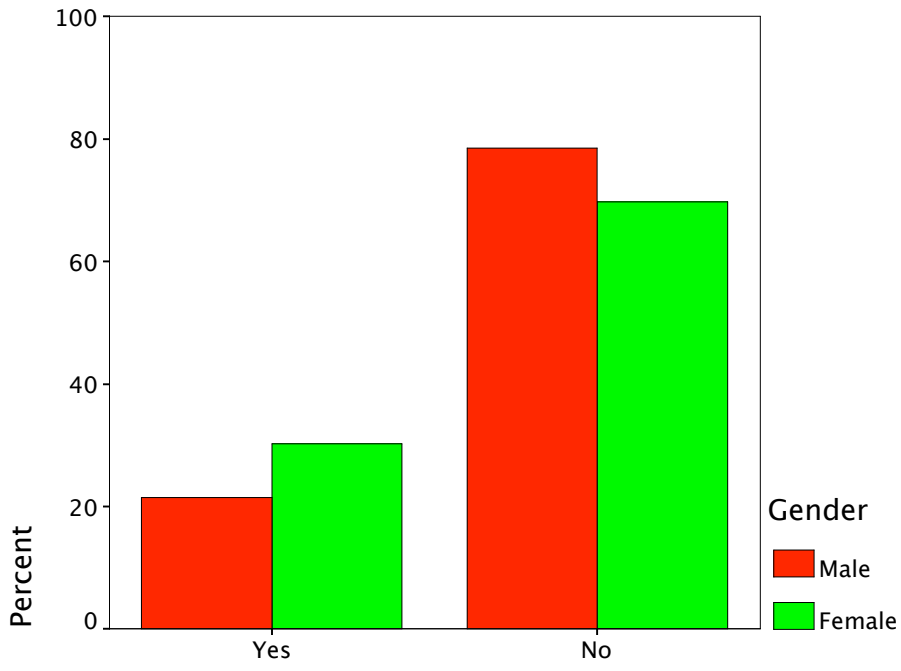
TNT

Graph



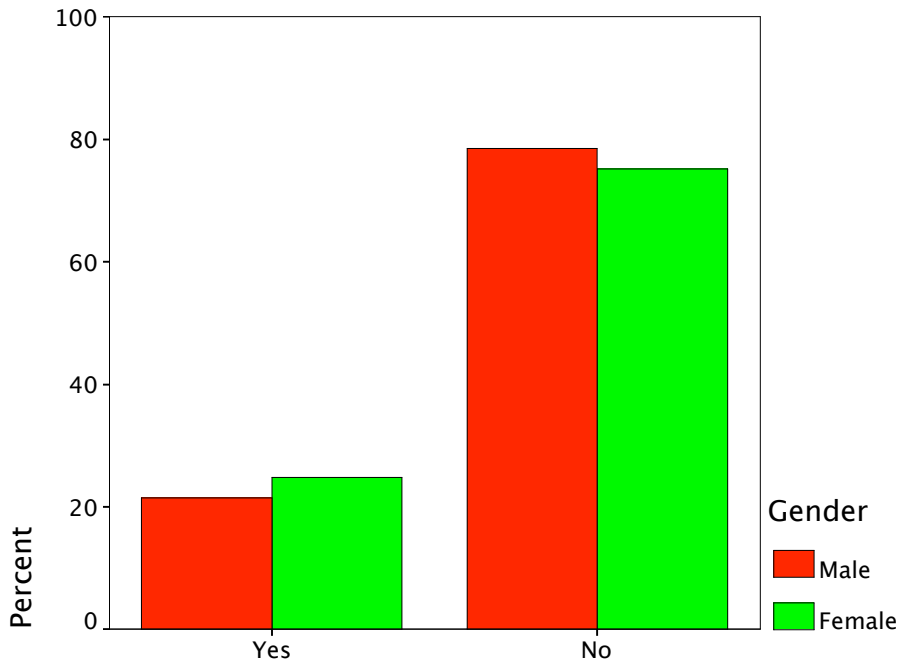
Travel

Graph



VH1

Graph



USA

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Read Paper Daily	297	98.0%
Gender * Read Paper Wkly	292	96.4%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Read Paper Daily	6	2.0%	303	100.0%
Gender * Read Paper Wkly	11	3.6%	303	100.0%

Gender * Read Paper Daily Crosstabulation

			Read Paper Daily			
			Every Day	Weekdays	Saturday Only	Sunday Only
Gender	Male	Count	16	7	2	15
		% within Gender	14.3%	6.3%	1.8%	13.4%
	% within Read Paper Daily	37.2%	36.8%	66.7%	24.6%	
	% of Total	5.4%	2.4%	.7%	5.1%	
Female	Count	Count	27	12	1	46
		% within Gender	14.6%	6.5%	.5%	24.9%
	% within Read Paper Daily	62.8%	63.2%	33.3%	75.4%	
	% of Total	9.1%	4.0%	.3%	15.5%	
Total	Count	Count	43	19	3	61
		% within Gender	14.5%	6.4%	1.0%	20.5%
	% within Read Paper Daily	100.0%	100.0%	100.0%	100.0%	
	% of Total	14.5%	6.4%	1.0%	20.5%	

Gender * Read Paper Daily Crosstabulation

			Read Paper Daily		Total
			Rarely	Never	
Gender	Male	Count	54	18	112
		% within Gender	48.2%	16.1%	100.0%
		% within Read Paper Daily	46.2%	33.3%	37.7%
		% of Total	18.2%	6.1%	37.7%
	Female	Count	63	36	185
		% within Gender	34.1%	19.5%	100.0%
		% within Read Paper Daily	53.8%	66.7%	62.3%
		% of Total	21.2%	12.1%	62.3%
Total		Count	117	54	297
		% within Gender	39.4%	18.2%	100.0%
		% within Read Paper Daily	100.0%	100.0%	100.0%
		% of Total	39.4%	18.2%	100.0%

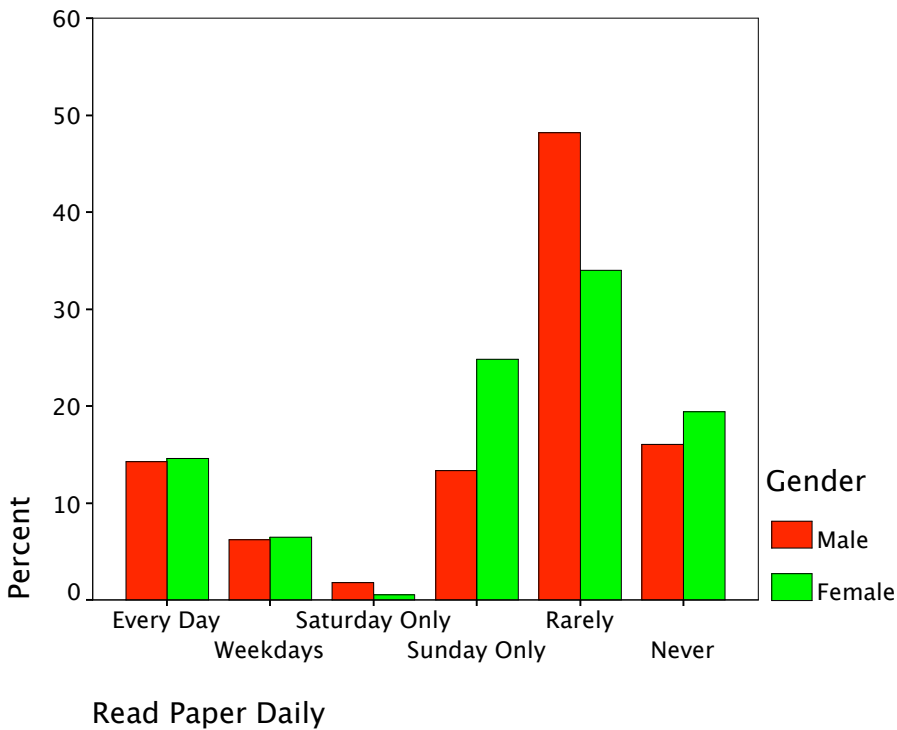
Gender * Read Paper Wkly Crosstabulation

			Read Paper Wkly			
			Every Week	Every Couple Weeks	Once a Month	Rarely
Gender	Male	Count	17	7	7	33
		% within Gender	15.6%	6.4%	6.4%	30.3%
		% within Read Paper Wkly	35.4%	25.9%	43.8%	41.3%
		% of Total	5.8%	2.4%	2.4%	11.3%
	Female	Count	31	20	9	47
		% within Gender	16.9%	10.9%	4.9%	25.7%
		% within Read Paper Wkly	64.6%	74.1%	56.3%	58.8%
		% of Total	10.6%	6.8%	3.1%	16.1%
Total		Count	48	27	16	80
		% within Gender	16.4%	9.2%	5.5%	27.4%
		% within Read Paper Wkly	100.0%	100.0%	100.0%	100.0%
		% of Total	16.4%	9.2%	5.5%	27.4%

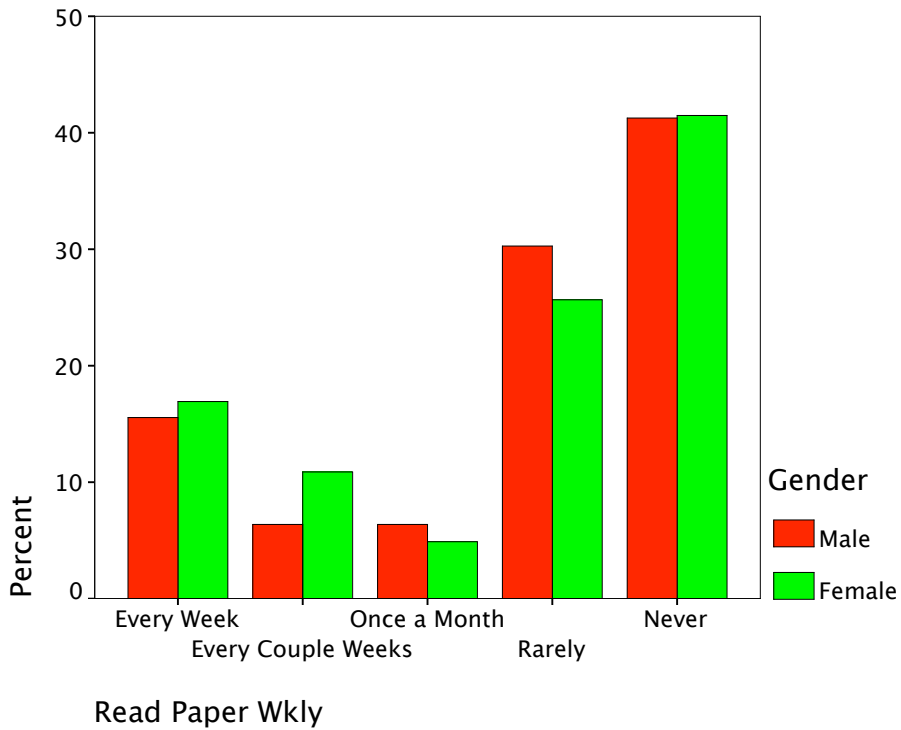
Gender * Read Paper Wkly Crosstabulation

			Read Paper	
			Never	Total
Gender	Male	Count	45	109
		% within Gender	41.3%	100.0%
		% within Read Paper Wkly	37.2%	37.3%
		% of Total	15.4%	37.3%
Gender	Female	Count	76	183
		% within Gender	41.5%	100.0%
		% within Read Paper Wkly	62.8%	62.7%
		% of Total	26.0%	62.7%
Total		Count	121	292
		% within Gender	41.4%	100.0%
		% within Read Paper Wkly	100.0%	100.0%
		% of Total	41.4%	100.0%

Graph



Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Read News	297	98.0%
Gender * Read Comics	297	98.0%
Gender * Read Ads	297	98.0%
Gender * Read Theater	297	98.0%
Gender * Read Events	297	98.0%
Gender * Read Classifieds	297	98.0%
Gender * Read Sports	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Read News	6	2.0%	303	100.0%
Gender * Read Comics	6	2.0%	303	100.0%
Gender * Read Ads	6	2.0%	303	100.0%
Gender * Read Theater	6	2.0%	303	100.0%
Gender * Read Events	6	2.0%	303	100.0%
Gender * Read Classifieds	6	2.0%	303	100.0%
Gender * Read Sports	6	2.0%	303	100.0%

Gender * Read News Crosstabulation

			Read News		Total
			Yes	No	
Gender	Male	Count	88	24	112
		% within Gender	78.6%	21.4%	100.0%
		% within Read News	40.9%	29.3%	37.7%
		% of Total	29.6%	8.1%	37.7%
	Female	Count	127	58	185
		% within Gender	68.6%	31.4%	100.0%
		% within Read News	59.1%	70.7%	62.3%
		% of Total	42.8%	19.5%	62.3%
Total		Count	215	82	297
		% within Gender	72.4%	27.6%	100.0%
		% within Read News	100.0%	100.0%	100.0%
		% of Total	72.4%	27.6%	100.0%

Gender * Read Comics Crosstabulation

			Read Comics		Total
			Yes	No	
Gender	Male	Count	36	76	112
		% within Gender	32.1%	67.9%	100.0%
		% within Read Comics	41.4%	36.2%	37.7%
		% of Total	12.1%	25.6%	37.7%
	Female	Count	51	134	185
		% within Gender	27.6%	72.4%	100.0%
		% within Read Comics	58.6%	63.8%	62.3%
		% of Total	17.2%	45.1%	62.3%
Total		Count	87	210	297
		% within Gender	29.3%	70.7%	100.0%
		% within Read Comics	100.0%	100.0%	100.0%
		% of Total	29.3%	70.7%	100.0%

Gender * Read Ads Crosstabulation

			Read Ads		Total
			Yes	No	
Gender	Male	Count	31	81	112
		% within Gender	27.7%	72.3%	100.0%
		% within Read Ads	31.3%	40.9%	37.7%
		% of Total	10.4%	27.3%	37.7%
	Female	Count	68	117	185
		% within Gender	36.8%	63.2%	100.0%
		% within Read Ads	68.7%	59.1%	62.3%
		% of Total	22.9%	39.4%	62.3%
Total		Count	99	198	297
		% within Gender	33.3%	66.7%	100.0%
		% within Read Ads	100.0%	100.0%	100.0%
		% of Total	33.3%	66.7%	100.0%

Gender * Read Theater Crosstabulation

			Read Theater		Total
			Yes	No	
Gender	Male	Count	25	87	112
		% within Gender	22.3%	77.7%	100.0%
		% within Read Theater	37.3%	37.8%	37.7%
		% of Total	8.4%	29.3%	37.7%
	Female	Count	42	143	185
		% within Gender	22.7%	77.3%	100.0%
		% within Read Theater	62.7%	62.2%	62.3%
		% of Total	14.1%	48.1%	62.3%
Total		Count	67	230	297
		% within Gender	22.6%	77.4%	100.0%
		% within Read Theater	100.0%	100.0%	100.0%
		% of Total	22.6%	77.4%	100.0%

Gender * Read Events Crosstabulation

			Read Events		Total
			Yes	No	
Gender	Male	Count	53	59	112
		% within Gender	47.3%	52.7%	100.0%
		% within Read Events	35.6%	39.9%	37.7%
		% of Total	17.8%	19.9%	37.7%
	Female	Count	96	89	185
		% within Gender	51.9%	48.1%	100.0%
		% within Read Events	64.4%	60.1%	62.3%
		% of Total	32.3%	30.0%	62.3%
Total		Count	149	148	297
		% within Gender	50.2%	49.8%	100.0%
		% within Read Events	100.0%	100.0%	100.0%
		% of Total	50.2%	49.8%	100.0%

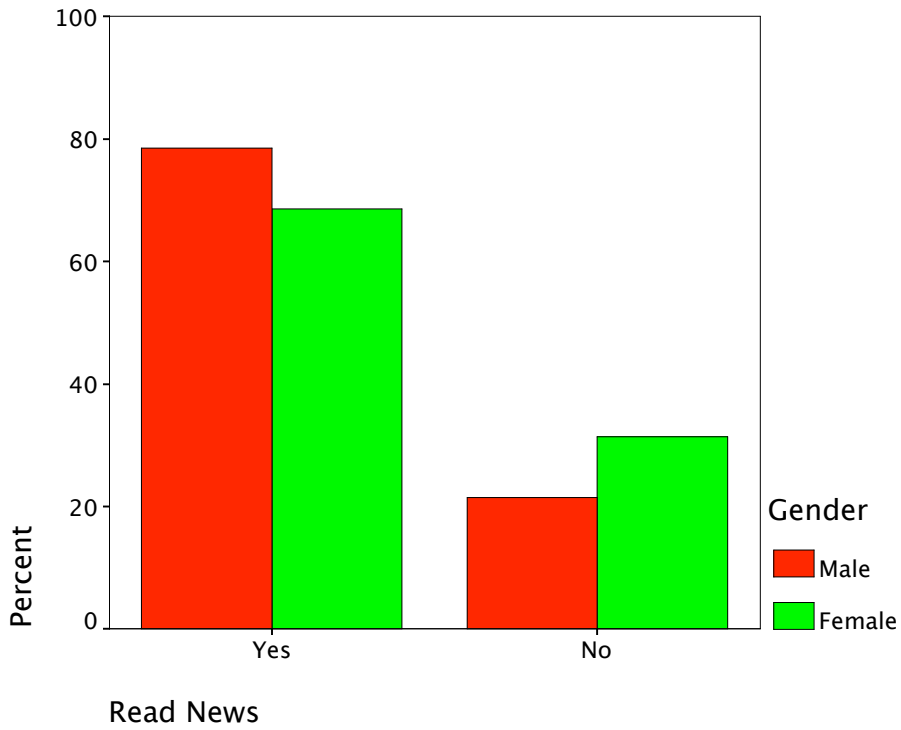
Gender * Read Classifieds Crosstabulation

			Read Classifieds		Total
			Yes	No	
Gender	Male	Count	42	70	112
		% within Gender	37.5%	62.5%	100.0%
		% within Read Classifieds	34.1%	40.2%	37.7%
		% of Total	14.1%	23.6%	37.7%
	Female	Count	81	104	185
		% within Gender	43.8%	56.2%	100.0%
		% within Read Classifieds	65.9%	59.8%	62.3%
		% of Total	27.3%	35.0%	62.3%
Total	Count	123	174	297	
	% within Gender	41.4%	58.6%	100.0%	
	% within Read Classifieds	100.0%	100.0%	100.0%	
	% of Total	41.4%	58.6%	100.0%	

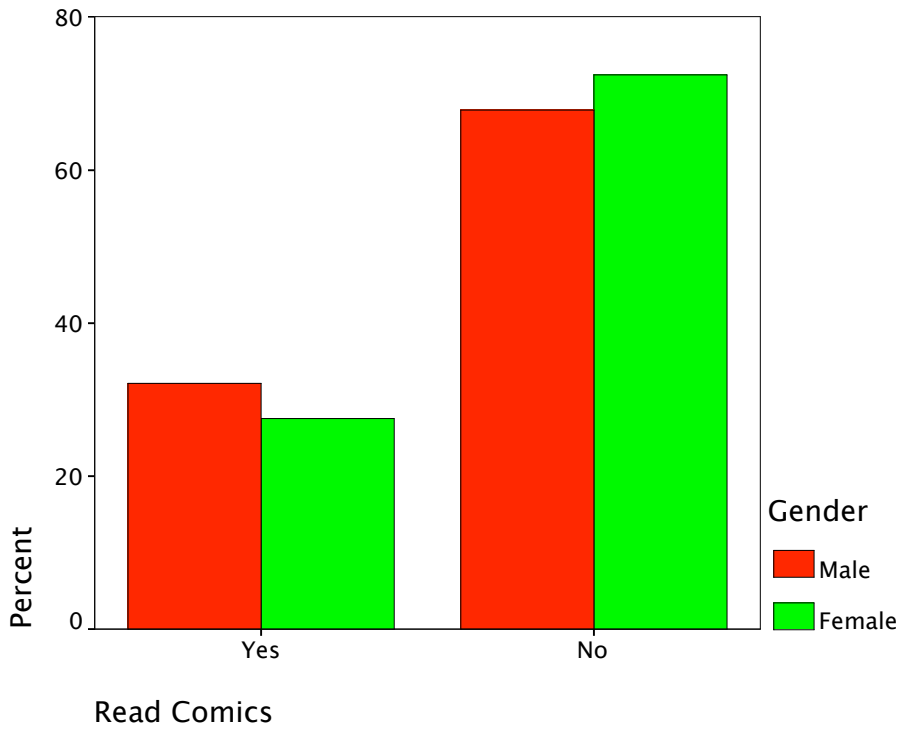
Gender * Read Sports Crosstabulation

			Read Sports		Total
			Yes	No	
Gender	Male	Count	36	76	112
		% within Gender	32.1%	67.9%	100.0%
		% within Read Sports	53.7%	33.0%	37.7%
		% of Total	12.1%	25.6%	37.7%
	Female	Count	31	154	185
		% within Gender	16.8%	83.2%	100.0%
		% within Read Sports	46.3%	67.0%	62.3%
		% of Total	10.4%	51.9%	62.3%
Total	Count	67	230	297	
	% within Gender	22.6%	77.4%	100.0%	
	% within Read Sports	100.0%	100.0%	100.0%	
	% of Total	22.6%	77.4%	100.0%	

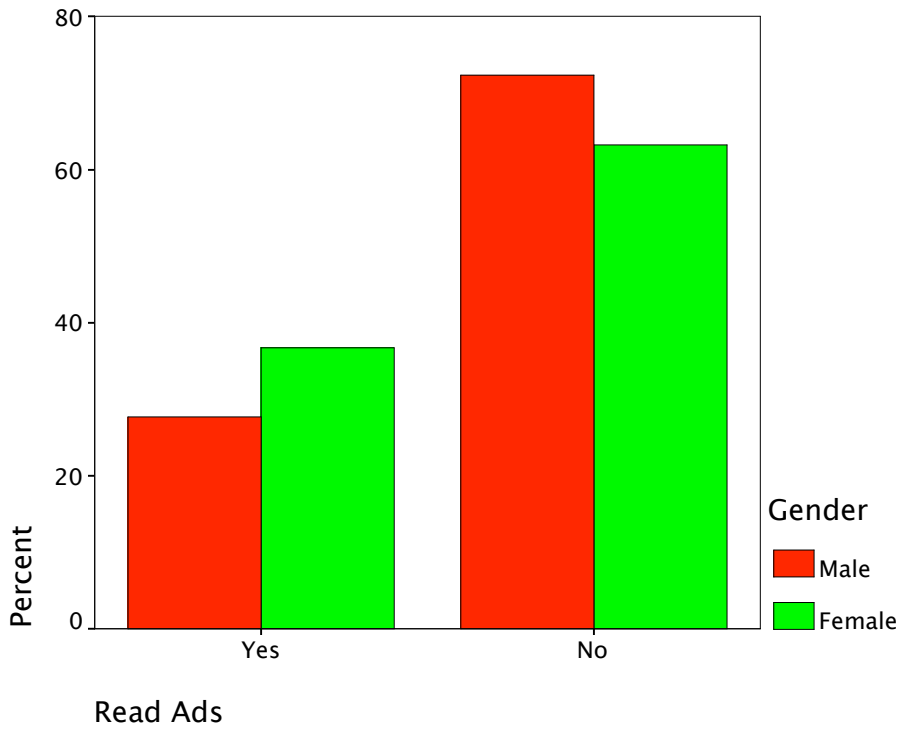
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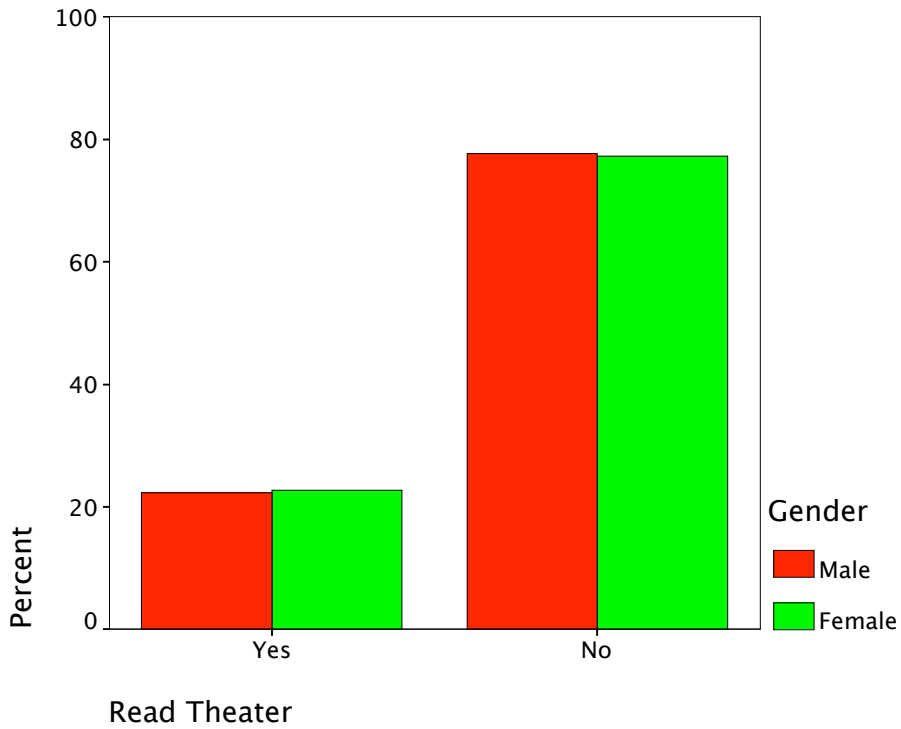
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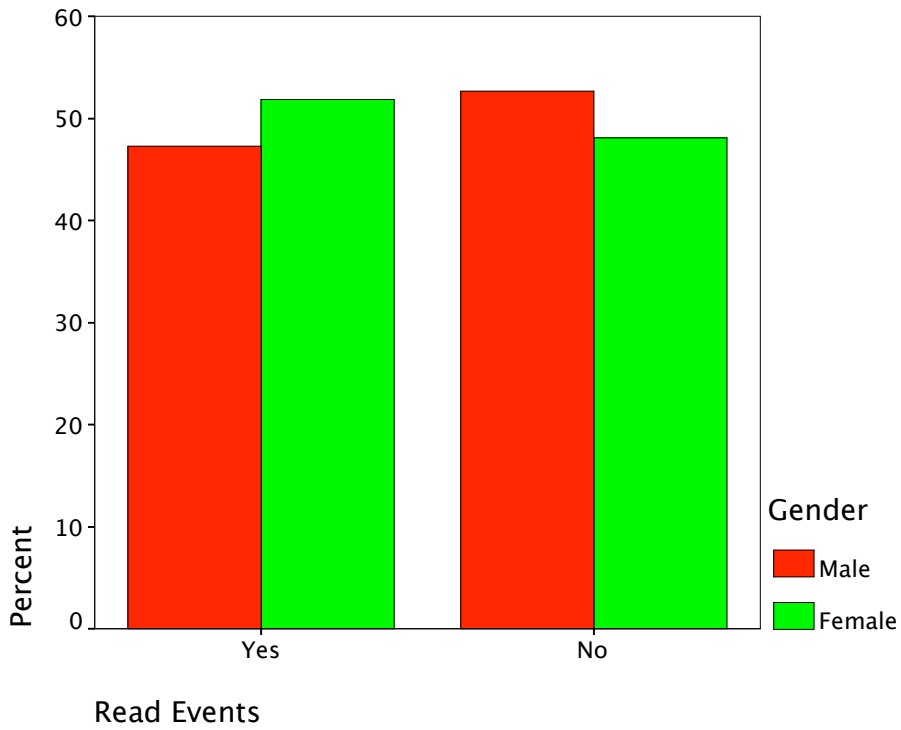
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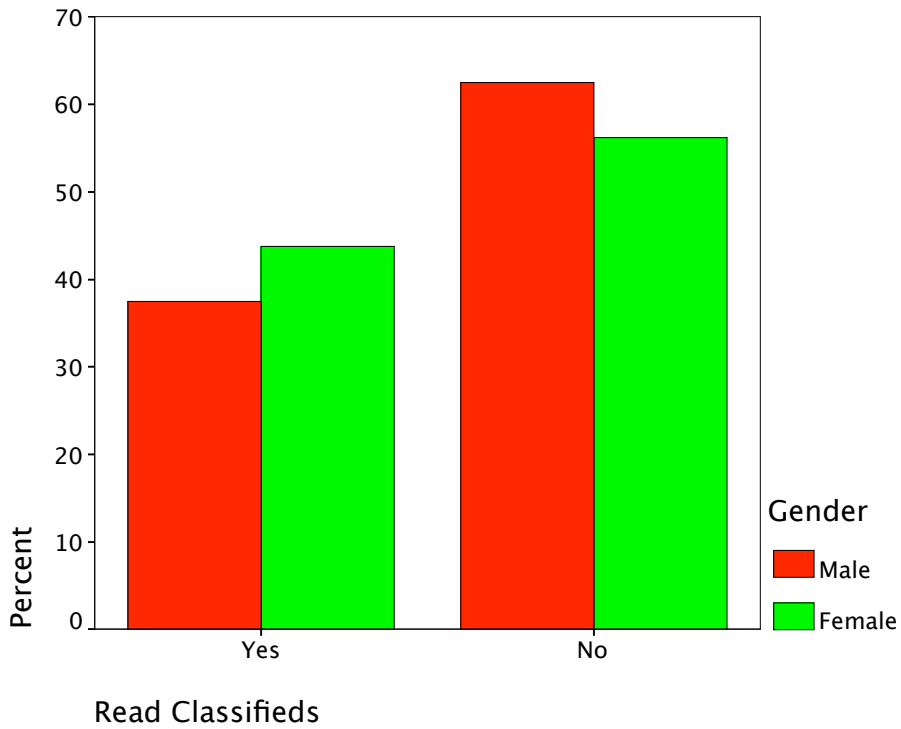
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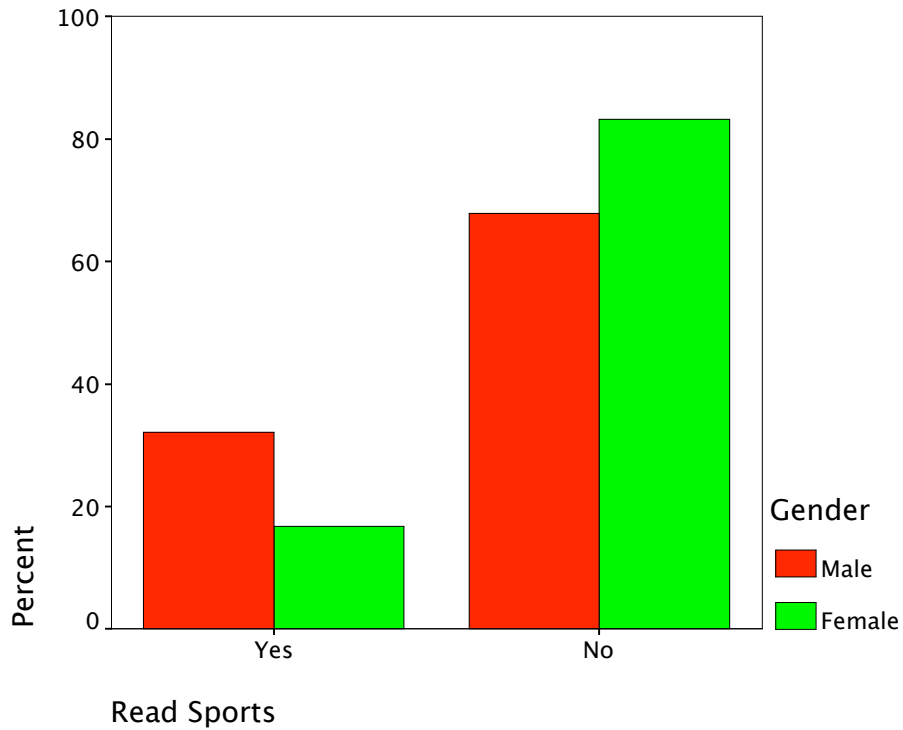
Graph



Graph



Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Reach- Mail	293	96.7%
Gender * Reach- Email	293	96.7%
Gender * Reach- Office Ph	291	96.0%
Gender * Reach- Home Ph	293	96.7%
Gender * Reach- Cell	293	96.7%
Gender * Reach- Text	293	96.7%
Gender * Reach-IM	293	96.7%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Reach- Mail	10	3.3%	303	100.0%
Gender * Reach- Email	10	3.3%	303	100.0%
Gender * Reach- Office Ph	12	4.0%	303	100.0%
Gender * Reach- Home Ph	10	3.3%	303	100.0%
Gender * Reach- Cell	10	3.3%	303	100.0%
Gender * Reach- Text	10	3.3%	303	100.0%
Gender * Reach-IM	10	3.3%	303	100.0%

Gender * Reach- Mail Crosstabulation

			Reach- Mail			
			Strongly Dislike	Dislike	Slightly Dislike	Slightly Like
Gender	Male	Count	17	8	23	20
		% within Gender	15.3%	7.2%	20.7%	18.0%
		% within Reach- Mail	45.9%	47.1%	62.2%	33.3%
		% of Total	5.8%	2.7%	7.8%	6.8%
	Female	Count	20	9	14	40
		% within Gender	11.0%	4.9%	7.7%	22.0%
		% within Reach- Mail	54.1%	52.9%	37.8%	66.7%
		% of Total	6.8%	3.1%	4.8%	13.7%
Total		Count	37	17	37	60
		% within Gender	12.6%	5.8%	12.6%	20.5%
		% within Reach- Mail	100.0%	100.0%	100.0%	100.0%
		% of Total	12.6%	5.8%	12.6%	20.5%

Gender * Reach- Mail Crosstabulation

			Reach- Mail		Total
			Like	Strongly Like	
Gender	Male	Count	33	10	111
		% within Gender	29.7%	9.0%	100.0%
		% within Reach- Mail	34.4%	21.7%	37.9%
		% of Total	11.3%	3.4%	37.9%
	Female	Count	63	36	182
		% within Gender	34.6%	19.8%	100.0%
		% within Reach- Mail	65.6%	78.3%	62.1%
		% of Total	21.5%	12.3%	62.1%
Total		Count	96	46	293
		% within Gender	32.8%	15.7%	100.0%
		% within Reach- Mail	100.0%	100.0%	100.0%
		% of Total	32.8%	15.7%	100.0%

Gender * Reach- Email Crosstabulation

			Reach- Email			
			Strongly Dislike	Dislike	Slightly Dislike	Slightly Like
Gender	Male	Count	14	7	13	20
		% within Gender	12.6%	6.3%	11.7%	18.0%
		% within Reach- Email	43.8%	33.3%	41.9%	43.5%
		% of Total	4.8%	2.4%	4.4%	6.8%
	Female	Count	18	14	18	26
		% within Gender	9.9%	7.7%	9.9%	14.3%
		% within Reach- Email	56.3%	66.7%	58.1%	56.5%
		% of Total	6.1%	4.8%	6.1%	8.9%
Total		Count	32	21	31	46
		% within Gender	10.9%	7.2%	10.6%	15.7%
		% within Reach- Email	100.0%	100.0%	100.0%	100.0%
		% of Total	10.9%	7.2%	10.6%	15.7%

Gender * Reach- Email Crosstabulation

			Reach- Email		Total
			Like	Strongly Like	
Gender	Male	Count	32	25	111
		% within Gender	28.8%	22.5%	100.0%
		% within Reach- Email	36.8%	32.9%	37.9%
		% of Total	10.9%	8.5%	37.9%
	Female	Count	55	51	182
		% within Gender	30.2%	28.0%	100.0%
		% within Reach- Email	63.2%	67.1%	62.1%
		% of Total	18.8%	17.4%	62.1%
Total		Count	87	76	293
		% within Gender	29.7%	25.9%	100.0%
		% within Reach- Email	100.0%	100.0%	100.0%
		% of Total	29.7%	25.9%	100.0%

Gender * Reach- Office Ph Crosstabulation

			Reach- Office Ph			
			Strongly Dislike	Dislike	Slightly Dislike	Slightly Like
Gender	Male	Count	73	15	9	8
		% within Gender	67.0%	13.8%	8.3%	7.3%
		% within Reach- Office Ph	37.1%	37.5%	32.1%	57.1%
		% of Total	25.1%	5.2%	3.1%	2.7%
	Female	Count	124	25	19	6
		% within Gender	68.1%	13.7%	10.4%	3.3%
		% within Reach- Office Ph	62.9%	62.5%	67.9%	42.9%
		% of Total	42.6%	8.6%	6.5%	2.1%
Total		Count	197	40	28	14
		% within Gender	67.7%	13.7%	9.6%	4.8%
		% within Reach- Office Ph	100.0%	100.0%	100.0%	100.0%
		% of Total	67.7%	13.7%	9.6%	4.8%

Gender * Reach- Office Ph Crosstabulation

			Reach- Office Ph		Total
			Like	Strongly Like	
Gender	Male	Count	3	1	109
		% within Gender	2.8%	.9%	100.0%
		% within Reach-Office Ph	27.3%	100.0%	37.5%
		% of Total	1.0%	.3%	37.5%
	Female	Count	8		182
		% within Gender	4.4%		100.0%
		% within Reach-Office Ph	72.7%		62.5%
		% of Total	2.7%		62.5%
Total		Count	11	1	291
		% within Gender	3.8%	.3%	100.0%
		% within Reach-Office Ph	100.0%	100.0%	100.0%
		% of Total	3.8%	.3%	100.0%

Gender * Reach- Home Ph Crosstabulation

			Reach- Home Ph			
			Strongly Dislike	Dislike	Slightly Dislike	Slightly Like
Gender	Male	Count	63	18	12	11
		% within Gender	56.8%	16.2%	10.8%	9.9%
		% within Reach-Home Ph	40.9%	41.9%	30.0%	36.7%
		% of Total	21.5%	6.1%	4.1%	3.8%
	Female	Count	91	25	28	19
		% within Gender	50.0%	13.7%	15.4%	10.4%
		% within Reach-Home Ph	59.1%	58.1%	70.0%	63.3%
		% of Total	31.1%	8.5%	9.6%	6.5%
Total		Count	154	43	40	30
		% within Gender	52.6%	14.7%	13.7%	10.2%
		% within Reach-Home Ph	100.0%	100.0%	100.0%	100.0%
		% of Total	52.6%	14.7%	13.7%	10.2%

Gender * Reach- Home Ph Crosstabulation

			Reach- Home Ph		Total
			Like	Strongly Like	
Gender	Male	Count	4	3	111
		% within Gender	3.6%	2.7%	100.0%
		% within Reach-Home Ph	23.5%	33.3%	37.9%
		% of Total	1.4%	1.0%	37.9%
	Female	Count	13	6	182
		% within Gender	7.1%	3.3%	100.0%
		% within Reach-Home Ph	76.5%	66.7%	62.1%
		% of Total	4.4%	2.0%	62.1%
Total		Count	17	9	293
		% within Gender	5.8%	3.1%	100.0%
		% within Reach-Home Ph	100.0%	100.0%	100.0%
		% of Total	5.8%	3.1%	100.0%

Gender * Reach- Cell Crosstabulation

			Reach- Cell			
			Strongly Dislike	Dislike	Slightly Dislike	Slightly Like
Gender	Male	Count	66	10	8	5
		% within Gender	59.5%	9.0%	7.2%	4.5%
		% within Reach- Cell	40.2%	41.7%	26.7%	22.7%
		% of Total	22.5%	3.4%	2.7%	1.7%
	Female	Count	98	14	22	17
		% within Gender	53.8%	7.7%	12.1%	9.3%
		% within Reach- Cell	59.8%	58.3%	73.3%	77.3%
		% of Total	33.4%	4.8%	7.5%	5.8%
Total		Count	164	24	30	22
		% within Gender	56.0%	8.2%	10.2%	7.5%
		% within Reach- Cell	100.0%	100.0%	100.0%	100.0%
		% of Total	56.0%	8.2%	10.2%	7.5%

Gender * Reach- Cell Crosstabulation

			Reach- Cell		Total
			Like	Strongly Like	
Gender	Male	Count	15	7	111
		% within Gender	13.5%	6.3%	100.0%
		% within Reach- Cell	48.4%	31.8%	37.9%
		% of Total	5.1%	2.4%	37.9%
	Female	Count	16	15	182
		% within Gender	8.8%	8.2%	100.0%
		% within Reach- Cell	51.6%	68.2%	62.1%
		% of Total	5.5%	5.1%	62.1%
Total		Count	31	22	293
		% within Gender	10.6%	7.5%	100.0%
		% within Reach- Cell	100.0%	100.0%	100.0%
		% of Total	10.6%	7.5%	100.0%

Gender * Reach- Text Crosstabulation

			Reach- Text			
			Strongly Dislike	Dislike	Slightly Dislike	Slightly Like
Gender	Male	Count	65	8	8	8
		% within Gender	59.1%	7.3%	7.3%	7.3%
		% within Reach- Text	39.9%	34.8%	44.4%	30.8%
		% of Total	22.2%	2.7%	2.7%	2.7%
	Female	Count	98	15	10	18
		% within Gender	53.6%	8.2%	5.5%	9.8%
		% within Reach- Text	60.1%	65.2%	55.6%	69.2%
		% of Total	33.4%	5.1%	3.4%	6.1%
Total		Count	163	23	18	26
		% within Gender	55.6%	7.8%	6.1%	8.9%
		% within Reach- Text	100.0%	100.0%	100.0%	100.0%
		% of Total	55.6%	7.8%	6.1%	8.9%

Gender * Reach- Text Crosstabulation

			Reach- Text		Total
			Like	Strongly Like	
Gender	Male	Count	15	6	110
		% within Gender	13.6%	5.5%	100.0%
		% within Reach- Text	41.7%	22.2%	37.5%
		% of Total	5.1%	2.0%	37.5%
	Female	Count	21	21	183
		% within Gender	11.5%	11.5%	100.0%
		% within Reach- Text	58.3%	77.8%	62.5%
		% of Total	7.2%	7.2%	62.5%
Total		Count	36	27	293
		% within Gender	12.3%	9.2%	100.0%
		% within Reach- Text	100.0%	100.0%	100.0%
		% of Total	12.3%	9.2%	100.0%

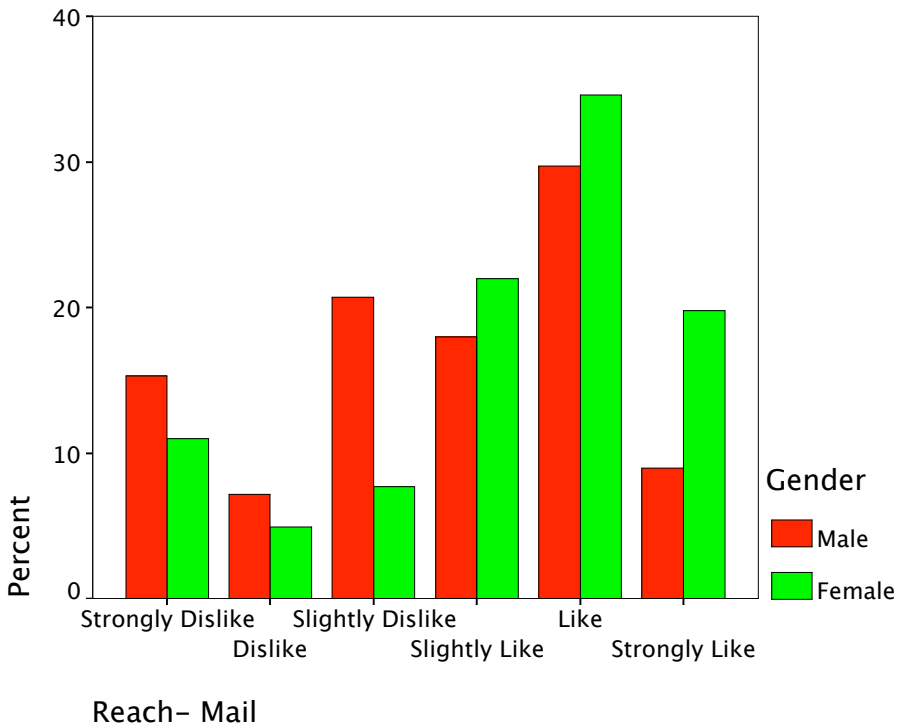
Gender * Reach-IM Crosstabulation

			Reach-IM			
			Strongly Dislike	Dislike	Slightly Dislike	Slightly Like
Gender	Male	Count	44	14	16	11
		% within Gender	40.0%	12.7%	14.5%	10.0%
		% within Reach-IM	36.1%	41.2%	45.7%	25.6%
		% of Total	15.0%	4.8%	5.5%	3.8%
	Female	Count	78	20	19	32
		% within Gender	42.6%	10.9%	10.4%	17.5%
		% within Reach-IM	63.9%	58.8%	54.3%	74.4%
		% of Total	26.6%	6.8%	6.5%	10.9%
Total		Count	122	34	35	43
		% within Gender	41.6%	11.6%	11.9%	14.7%
		% within Reach-IM	100.0%	100.0%	100.0%	100.0%
		% of Total	41.6%	11.6%	11.9%	14.7%

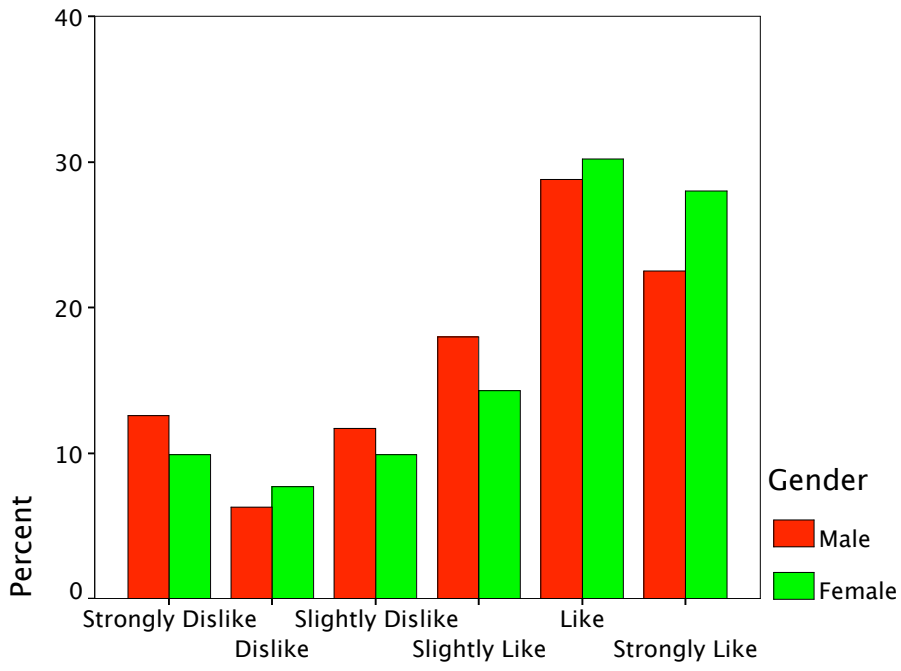
Gender * Reach-IM Crosstabulation

			Reach-IM		Total
			Like	Strongly Like	
Gender	Male	Count	19	6	110
		% within Gender	17.3%	5.5%	100.0%
		% within Reach-IM	50.0%	28.6%	37.5%
		% of Total	6.5%	2.0%	37.5%
	Female	Count	19	15	183
		% within Gender	10.4%	8.2%	100.0%
		% within Reach-IM	50.0%	71.4%	62.5%
		% of Total	6.5%	5.1%	62.5%
Total	Count	38	21	293	
	% within Gender	13.0%	7.2%	100.0%	
	% within Reach-IM	100.0%	100.0%	100.0%	
	% of Total	13.0%	7.2%	100.0%	

Graph

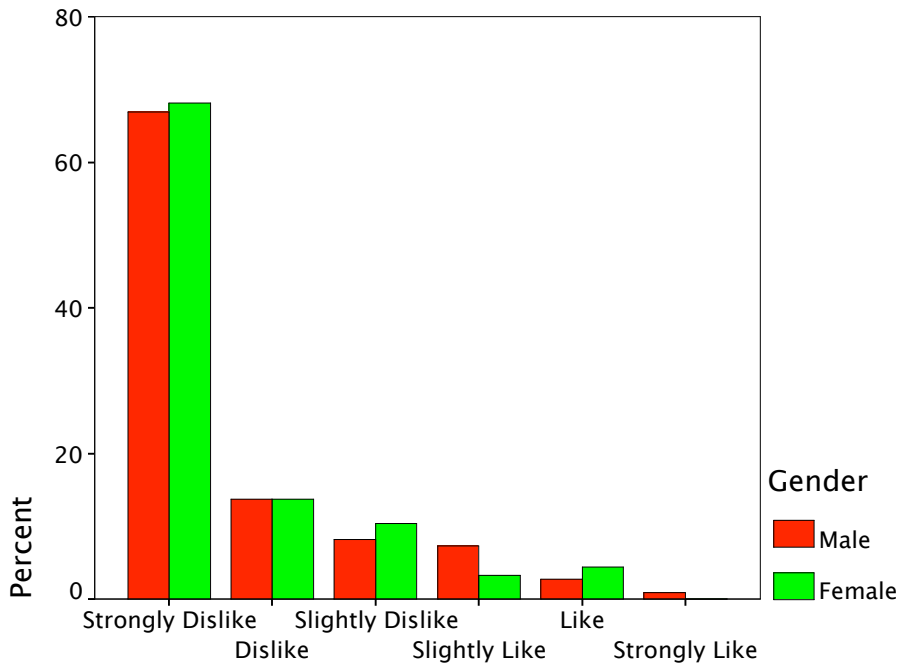


Graph



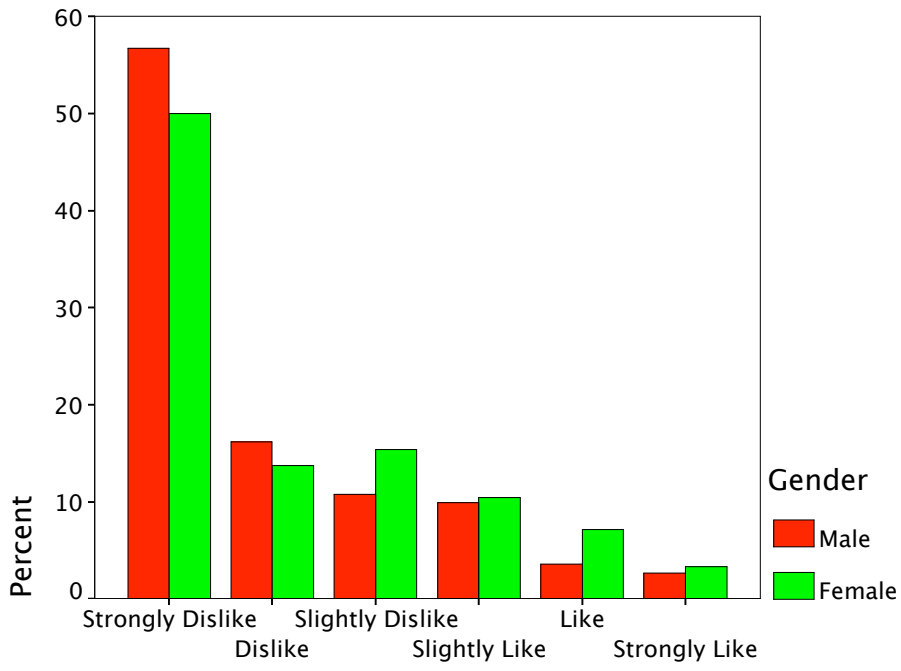
Reach- Email

Graph



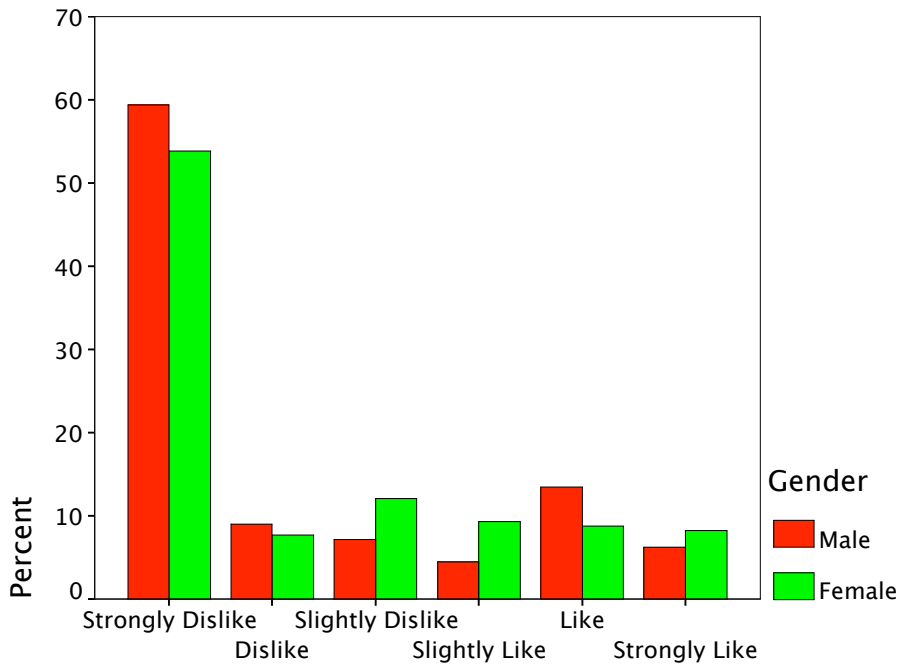
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Graph



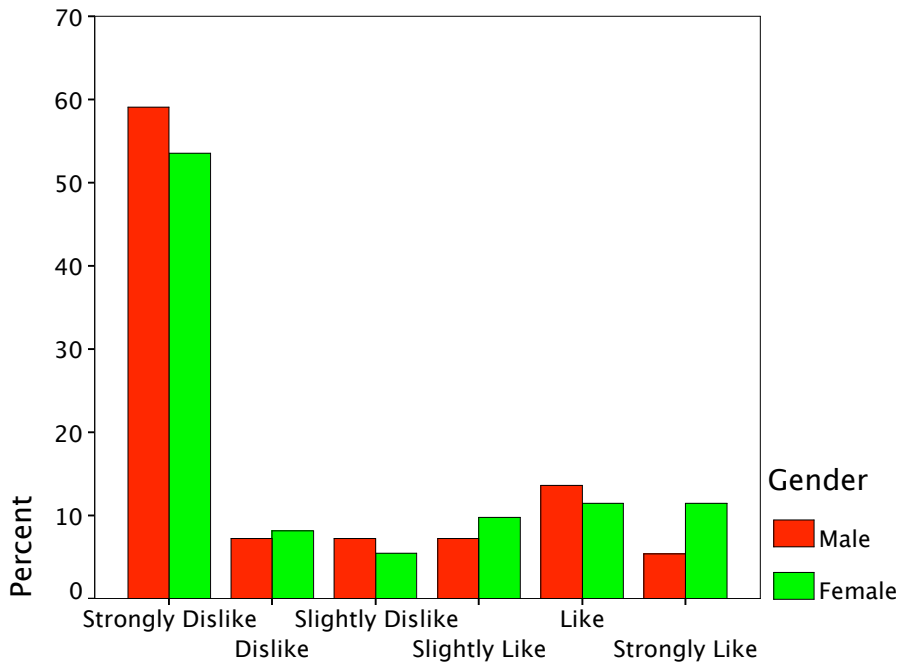
Reach- Home Ph

Graph



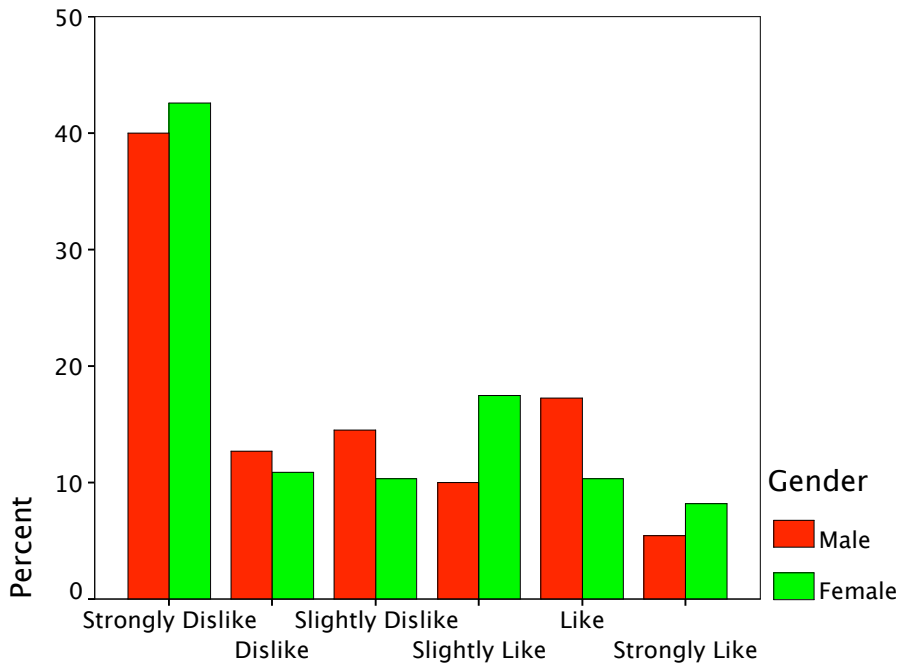
Reach- Cell

Graph



Reach- Text

Graph



Reach-IM

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Ski * Gender	296	97.7%
Bike * Gender	293	96.7%
Coffee Houses * Gender	295	97.4%
Mall * Gender	295	97.4%
Bowling * Gender	294	97.0%
Antiquing * Gender	295	97.4%
Public Transit * Gender	294	97.0%
Car Races * Gender	294	97.0%
Movies * Gender	295	97.4%
Concerts * Gender	294	97.0%
Music or Game Shops * Gender	295	97.4%
Auction * Gender	294	97.0%
Festivals * Gender	296	97.7%
High School Sports * Gender	294	97.0%
Our College Sports * Gender	294	97.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Ski * Gender	7	2.3%	303	100.0%
Bike * Gender	10	3.3%	303	100.0%
Coffee Houses * Gender	8	2.6%	303	100.0%
Mall * Gender	8	2.6%	303	100.0%
Bowling * Gender	9	3.0%	303	100.0%
Antiquing * Gender	8	2.6%	303	100.0%
Public Transit * Gender	9	3.0%	303	100.0%
Car Races * Gender	9	3.0%	303	100.0%
Movies * Gender	8	2.6%	303	100.0%
Concerts * Gender	9	3.0%	303	100.0%
Music or Game Shops * Gender	8	2.6%	303	100.0%
Auction * Gender	9	3.0%	303	100.0%
Festivals * Gender	7	2.3%	303	100.0%
High School Sports * Gender	9	3.0%	303	100.0%
Our College Sports * Gender	9	3.0%	303	100.0%

Ski * Gender Crosstabulation

			Gender		Total
			Male	Female	
Ski	Never	Count	83	144	227
		% within Ski	36.6%	63.4%	100.0%
		% within Gender	74.1%	78.3%	76.7%
		% of Total	28.0%	48.6%	76.7%
	Seldom	Count	7	20	27
		% within Ski	25.9%	74.1%	100.0%
		% within Gender	6.3%	10.9%	9.1%
		% of Total	2.4%	6.8%	9.1%
	Not Often	Count	7	8	15
		% within Ski	46.7%	53.3%	100.0%
		% within Gender	6.3%	4.3%	5.1%
		% of Total	2.4%	2.7%	5.1%
	Sometimes	Count	9	6	15
		% within Ski	60.0%	40.0%	100.0%
		% within Gender	8.0%	3.3%	5.1%
		% of Total	3.0%	2.0%	5.1%
	Frequently	Count	3	4	7
		% within Ski	42.9%	57.1%	100.0%
		% within Gender	2.7%	2.2%	2.4%
		% of Total	1.0%	1.4%	2.4%
Always	Count	3	2	5	
	% within Ski	60.0%	40.0%	100.0%	
	% within Gender	2.7%	1.1%	1.7%	
	% of Total	1.0%	.7%	1.7%	
Total	Count	112	184	296	
	% within Ski	37.8%	62.2%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.8%	62.2%	100.0%	

Bike * Gender Crosstabulation

			Gender		Total
			Male	Female	
Bike	Never	Count	31	69	100
		% within Bike	31.0%	69.0%	100.0%
		% within Gender	28.4%	37.5%	34.1%
		% of Total	10.6%	23.5%	34.1%
	Seldom	Count	26	48	74
		% within Bike	35.1%	64.9%	100.0%
		% within Gender	23.9%	26.1%	25.3%
		% of Total	8.9%	16.4%	25.3%
	Not Often	Count	17	31	48
		% within Bike	35.4%	64.6%	100.0%
		% within Gender	15.6%	16.8%	16.4%
		% of Total	5.8%	10.6%	16.4%
	Sometimes	Count	24	26	50
		% within Bike	48.0%	52.0%	100.0%
		% within Gender	22.0%	14.1%	17.1%
		% of Total	8.2%	8.9%	17.1%
	Frequently	Count	8	7	15
		% within Bike	53.3%	46.7%	100.0%
		% within Gender	7.3%	3.8%	5.1%
		% of Total	2.7%	2.4%	5.1%
Always	Count	3	3	6	
	% within Bike	50.0%	50.0%	100.0%	
	% within Gender	2.8%	1.6%	2.0%	
	% of Total	1.0%	1.0%	2.0%	
Total	Count	109	184	293	
	% within Bike	37.2%	62.8%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.2%	62.8%	100.0%	

Coffee Houses * Gender Crosstabulation

			Gender		Total
			Male	Female	
Coffee Houses	Never	Count	31	32	63
		% within Coffee Houses	49.2%	50.8%	100.0%
		% within Gender	27.9%	17.4%	21.4%
		% of Total	10.5%	10.8%	21.4%
	Seldom	Count	14	30	44
		% within Coffee Houses	31.8%	68.2%	100.0%
		% within Gender	12.6%	16.3%	14.9%
		% of Total	4.7%	10.2%	14.9%
	Not Often	Count	13	24	37
		% within Coffee Houses	35.1%	64.9%	100.0%
		% within Gender	11.7%	13.0%	12.5%
		% of Total	4.4%	8.1%	12.5%
	Sometimes	Count	35	54	89
		% within Coffee Houses	39.3%	60.7%	100.0%
		% within Gender	31.5%	29.3%	30.2%
		% of Total	11.9%	18.3%	30.2%
	Frequently	Count	13	28	41
		% within Coffee Houses	31.7%	68.3%	100.0%
		% within Gender	11.7%	15.2%	13.9%
		% of Total	4.4%	9.5%	13.9%
Always	Count	5	16	21	
	% within Coffee Houses	23.8%	76.2%	100.0%	
	% within Gender	4.5%	8.7%	7.1%	
	% of Total	1.7%	5.4%	7.1%	
Total	Count	111	184	295	
	% within Coffee Houses	37.6%	62.4%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.6%	62.4%	100.0%	

Mall * Gender Crosstabulation

			Gender		Total
			Male	Female	
Mall	Never	Count	4	2	6
		% within Mall	66.7%	33.3%	100.0%
		% within Gender	3.6%	1.1%	2.0%
		% of Total	1.4%	.7%	2.0%
	Seldom	Count	23	20	43
		% within Mall	53.5%	46.5%	100.0%
		% within Gender	20.7%	10.9%	14.6%
		% of Total	7.8%	6.8%	14.6%
	Not Often	Count	10	31	41
		% within Mall	24.4%	75.6%	100.0%
		% within Gender	9.0%	16.8%	13.9%
		% of Total	3.4%	10.5%	13.9%
	Sometimes	Count	39	73	112
		% within Mall	34.8%	65.2%	100.0%
		% within Gender	35.1%	39.7%	38.0%
		% of Total	13.2%	24.7%	38.0%
	Frequently	Count	28	34	62
		% within Mall	45.2%	54.8%	100.0%
		% within Gender	25.2%	18.5%	21.0%
		% of Total	9.5%	11.5%	21.0%
Always	Count	7	24	31	
	% within Mall	22.6%	77.4%	100.0%	
	% within Gender	6.3%	13.0%	10.5%	
	% of Total	2.4%	8.1%	10.5%	
Total	Count	111	184	295	
	% within Mall	37.6%	62.4%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.6%	62.4%	100.0%	

Bowling * Gender Crosstabulation

			Gender		Total
			Male	Female	
Bowling	Never	Count	21	44	65
		% within Bowling	32.3%	67.7%	100.0%
		% within Gender	18.8%	24.2%	22.1%
		% of Total	7.1%	15.0%	22.1%
	Seldom	Count	30	41	71
		% within Bowling	42.3%	57.7%	100.0%
		% within Gender	26.8%	22.5%	24.1%
		% of Total	10.2%	13.9%	24.1%
	Not Often	Count	22	45	67
		% within Bowling	32.8%	67.2%	100.0%
		% within Gender	19.6%	24.7%	22.8%
		% of Total	7.5%	15.3%	22.8%
	Sometimes	Count	28	38	66
		% within Bowling	42.4%	57.6%	100.0%
		% within Gender	25.0%	20.9%	22.4%
		% of Total	9.5%	12.9%	22.4%
	Frequently	Count	8	9	17
		% within Bowling	47.1%	52.9%	100.0%
		% within Gender	7.1%	4.9%	5.8%
		% of Total	2.7%	3.1%	5.8%
Always	Count	3	5	8	
	% within Bowling	37.5%	62.5%	100.0%	
	% within Gender	2.7%	2.7%	2.7%	
	% of Total	1.0%	1.7%	2.7%	
Total	Count	112	182	294	
	% within Bowling	38.1%	61.9%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	38.1%	61.9%	100.0%	

Antiquing * Gender Crosstabulation

			Gender		Total
			Male	Female	
Antiquing	Never	Count	70	92	162
		% within Antiquing	43.2%	56.8%	100.0%
		% within Gender	63.1%	50.0%	54.9%
		% of Total	23.7%	31.2%	54.9%
	Seldom	Count	24	32	56
		% within Antiquing	42.9%	57.1%	100.0%
		% within Gender	21.6%	17.4%	19.0%
		% of Total	8.1%	10.8%	19.0%
	Not Often	Count	10	33	43
		% within Antiquing	23.3%	76.7%	100.0%
		% within Gender	9.0%	17.9%	14.6%
		% of Total	3.4%	11.2%	14.6%
	Sometimes	Count	4	21	25
		% within Antiquing	16.0%	84.0%	100.0%
		% within Gender	3.6%	11.4%	8.5%
		% of Total	1.4%	7.1%	8.5%
	Frequently	Count	3	4	7
		% within Antiquing	42.9%	57.1%	100.0%
		% within Gender	2.7%	2.2%	2.4%
		% of Total	1.0%	1.4%	2.4%
	Always	Count		2	2
		% within Antiquing		100.0%	100.0%
		% within Gender		1.1%	.7%
		% of Total		.7%	.7%
Total	Count	111	184	295	
	% within Antiquing	37.6%	62.4%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.6%	62.4%	100.0%	

Public Transit * Gender Crosstabulation

			Gender		Total
			Male	Female	
Public Transit	Never	Count	80	136	216
		% within Public Transit	37.0%	63.0%	100.0%
		% within Gender	72.1%	74.3%	73.5%
		% of Total	27.2%	46.3%	73.5%
	Seldom	Count	16	26	42
		% within Public Transit	38.1%	61.9%	100.0%
		% within Gender	14.4%	14.2%	14.3%
		% of Total	5.4%	8.8%	14.3%
	Not Often	Count	6	10	16
		% within Public Transit	37.5%	62.5%	100.0%
		% within Gender	5.4%	5.5%	5.4%
		% of Total	2.0%	3.4%	5.4%
	Sometimes	Count	6	9	15
		% within Public Transit	40.0%	60.0%	100.0%
		% within Gender	5.4%	4.9%	5.1%
		% of Total	2.0%	3.1%	5.1%
	Frequently	Count	1	2	3
		% within Public Transit	33.3%	66.7%	100.0%
		% within Gender	.9%	1.1%	1.0%
		% of Total	.3%	.7%	1.0%
Always	Count	2		2	
	% within Public Transit	100.0%		100.0%	
	% within Gender	1.8%		.7%	
	% of Total	.7%		.7%	
Total	Count	111	183	294	
	% within Public Transit	37.8%	62.2%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.8%	62.2%	100.0%	

Car Races * Gender Crosstabulation

			Gender		Total
			Male	Female	
Car Races	Never	Count	76	133	209
		% within Car Races	36.4%	63.6%	100.0%
		% within Gender	69.1%	72.3%	71.1%
		% of Total	25.9%	45.2%	71.1%
	Seldom	Count	16	25	41
		% within Car Races	39.0%	61.0%	100.0%
		% within Gender	14.5%	13.6%	13.9%
		% of Total	5.4%	8.5%	13.9%
	Not Often	Count	10	12	22
		% within Car Races	45.5%	54.5%	100.0%
		% within Gender	9.1%	6.5%	7.5%
		% of Total	3.4%	4.1%	7.5%
	Sometimes	Count	5	8	13
		% within Car Races	38.5%	61.5%	100.0%
		% within Gender	4.5%	4.3%	4.4%
		% of Total	1.7%	2.7%	4.4%
	Frequently	Count	2	4	6
		% within Car Races	33.3%	66.7%	100.0%
		% within Gender	1.8%	2.2%	2.0%
		% of Total	.7%	1.4%	2.0%
	Always	Count	1	2	3
		% within Car Races	33.3%	66.7%	100.0%
		% within Gender	.9%	1.1%	1.0%
		% of Total	.3%	.7%	1.0%
Total	Count	110	184	294	
	% within Car Races	37.4%	62.6%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.4%	62.6%	100.0%	

Movies * Gender Crosstabulation

			Gender		Total
			Male	Female	
Movies	Never	Count	2	4	6
		% within Movies	33.3%	66.7%	100.0%
		% within Gender	1.8%	2.2%	2.0%
		% of Total	.7%	1.4%	2.0%
	Seldom	Count	15	16	31
		% within Movies	48.4%	51.6%	100.0%
		% within Gender	13.4%	8.7%	10.5%
		% of Total	5.1%	5.4%	10.5%
	Not Often	Count	8	27	35
		% within Movies	22.9%	77.1%	100.0%
		% within Gender	7.1%	14.8%	11.9%
		% of Total	2.7%	9.2%	11.9%
	Sometimes	Count	41	81	122
		% within Movies	33.6%	66.4%	100.0%
		% within Gender	36.6%	44.3%	41.4%
		% of Total	13.9%	27.5%	41.4%
	Frequently	Count	37	35	72
		% within Movies	51.4%	48.6%	100.0%
		% within Gender	33.0%	19.1%	24.4%
		% of Total	12.5%	11.9%	24.4%
Always	Count	9	20	29	
	% within Movies	31.0%	69.0%	100.0%	
	% within Gender	8.0%	10.9%	9.8%	
	% of Total	3.1%	6.8%	9.8%	
Total	Count	112	183	295	
	% within Movies	38.0%	62.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	38.0%	62.0%	100.0%	

Concerts * Gender Crosstabulation

			Gender		Total
			Male	Female	
Concerts	Never	Count	25	26	51
		% within Concerts	49.0%	51.0%	100.0%
		% within Gender	22.7%	14.1%	17.3%
		% of Total	8.5%	8.8%	17.3%
	Seldom	Count	19	33	52
		% within Concerts	36.5%	63.5%	100.0%
		% within Gender	17.3%	17.9%	17.7%
		% of Total	6.5%	11.2%	17.7%
	Not Often	Count	23	31	54
		% within Concerts	42.6%	57.4%	100.0%
		% within Gender	20.9%	16.8%	18.4%
		% of Total	7.8%	10.5%	18.4%
	Sometimes	Count	25	56	81
		% within Concerts	30.9%	69.1%	100.0%
		% within Gender	22.7%	30.4%	27.6%
		% of Total	8.5%	19.0%	27.6%
	Frequently	Count	14	24	38
		% within Concerts	36.8%	63.2%	100.0%
		% within Gender	12.7%	13.0%	12.9%
		% of Total	4.8%	8.2%	12.9%
Always	Count	4	14	18	
	% within Concerts	22.2%	77.8%	100.0%	
	% within Gender	3.6%	7.6%	6.1%	
	% of Total	1.4%	4.8%	6.1%	
Total	Count	110	184	294	
	% within Concerts	37.4%	62.6%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.4%	62.6%	100.0%	

Music or Game Shops * Gender Crosstabulation

			Gender		Total
			Male	Female	
Music or Game Shops	Never	Count	15	35	50
		% within Music or Game Shops	30.0%	70.0%	100.0%
		% within Gender	13.5%	19.0%	16.9%
		% of Total	5.1%	11.9%	16.9%
	Seldom	Count	19	42	61
		% within Music or Game Shops	31.1%	68.9%	100.0%
		% within Gender	17.1%	22.8%	20.7%
		% of Total	6.4%	14.2%	20.7%
	Not Often	Count	15	23	38
		% within Music or Game Shops	39.5%	60.5%	100.0%
		% within Gender	13.5%	12.5%	12.9%
		% of Total	5.1%	7.8%	12.9%
	Sometimes	Count	30	43	73
		% within Music or Game Shops	41.1%	58.9%	100.0%
		% within Gender	27.0%	23.4%	24.7%
		% of Total	10.2%	14.6%	24.7%
	Frequently	Count	26	25	51
		% within Music or Game Shops	51.0%	49.0%	100.0%
		% within Gender	23.4%	13.6%	17.3%
		% of Total	8.8%	8.5%	17.3%
	Always	Count	6	16	22
		% within Music or Game Shops	27.3%	72.7%	100.0%
		% within Gender	5.4%	8.7%	7.5%
		% of Total	2.0%	5.4%	7.5%
Total	Count	111	184	295	
	% within Music or Game Shops	37.6%	62.4%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.6%	62.4%	100.0%	

Auction * Gender Crosstabulation

			Gender		Total
			Male	Female	
Auction	Never	Count	74	117	191
		% within Auction	38.7%	61.3%	100.0%
		% within Gender	66.1%	64.3%	65.0%
		% of Total	25.2%	39.8%	65.0%
	Seldom	Count	25	34	59
		% within Auction	42.4%	57.6%	100.0%
		% within Gender	22.3%	18.7%	20.1%
		% of Total	8.5%	11.6%	20.1%
	Not Often	Count	5	17	22
		% within Auction	22.7%	77.3%	100.0%
		% within Gender	4.5%	9.3%	7.5%
		% of Total	1.7%	5.8%	7.5%
Sometimes	Count	2	8	10	
	% within Auction	20.0%	80.0%	100.0%	
	% within Gender	1.8%	4.4%	3.4%	
	% of Total	.7%	2.7%	3.4%	
Frequently	Count	6	4	10	
	% within Auction	60.0%	40.0%	100.0%	
	% within Gender	5.4%	2.2%	3.4%	
	% of Total	2.0%	1.4%	3.4%	
Always	Count		2	2	
	% within Auction		100.0%	100.0%	
	% within Gender		1.1%	.7%	
	% of Total		.7%	.7%	
Total	Count	112	182	294	
	% within Auction	38.1%	61.9%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	38.1%	61.9%	100.0%	

Festivals * Gender Crosstabulation

			Gender		Total
			Male	Female	
Festivals	Never	Count	25	30	55
		% within Festivals	45.5%	54.5%	100.0%
		% within Gender	22.3%	16.3%	18.6%
		% of Total	8.4%	10.1%	18.6%
	Seldom	Count	30	25	55
		% within Festivals	54.5%	45.5%	100.0%
		% within Gender	26.8%	13.6%	18.6%
		% of Total	10.1%	8.4%	18.6%
	Not Often	Count	22	39	61
		% within Festivals	36.1%	63.9%	100.0%
		% within Gender	19.6%	21.2%	20.6%
		% of Total	7.4%	13.2%	20.6%
	Sometimes	Count	25	51	76
		% within Festivals	32.9%	67.1%	100.0%
		% within Gender	22.3%	27.7%	25.7%
		% of Total	8.4%	17.2%	25.7%
	Frequently	Count	9	30	39
		% within Festivals	23.1%	76.9%	100.0%
		% within Gender	8.0%	16.3%	13.2%
		% of Total	3.0%	10.1%	13.2%
	Always	Count	1	9	10
		% within Festivals	10.0%	90.0%	100.0%
		% within Gender	.9%	4.9%	3.4%
		% of Total	.3%	3.0%	3.4%
Total	Count	112	184	296	
	% within Festivals	37.8%	62.2%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.8%	62.2%	100.0%	

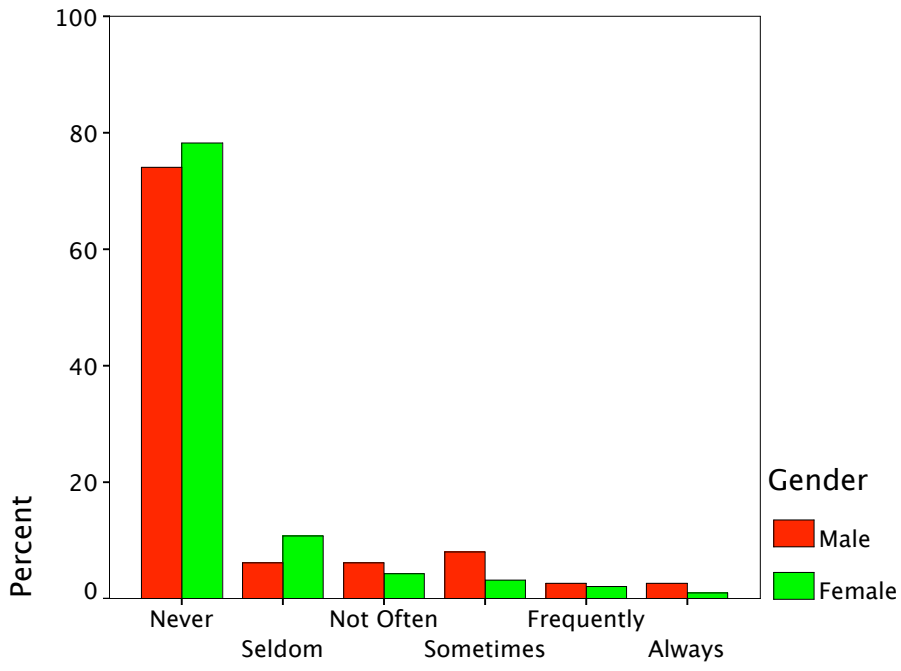
High School Sports * Gender Crosstabulation

			Gender		Total
			Male	Female	
High School Sports	Never	Count	53	96	149
		% within High School Sports	35.6%	64.4%	100.0%
		% within Gender	48.2%	52.2%	50.7%
		% of Total	18.0%	32.7%	50.7%
	Seldom	Count	26	27	53
		% within High School Sports	49.1%	50.9%	100.0%
		% within Gender	23.6%	14.7%	18.0%
		% of Total	8.8%	9.2%	18.0%
	Not Often	Count	11	24	35
		% within High School Sports	31.4%	68.6%	100.0%
		% within Gender	10.0%	13.0%	11.9%
		% of Total	3.7%	8.2%	11.9%
	Sometimes	Count	11	18	29
		% within High School Sports	37.9%	62.1%	100.0%
		% within Gender	10.0%	9.8%	9.9%
		% of Total	3.7%	6.1%	9.9%
	Frequently	Count	7	14	21
		% within High School Sports	33.3%	66.7%	100.0%
		% within Gender	6.4%	7.6%	7.1%
		% of Total	2.4%	4.8%	7.1%
	Always	Count	2	5	7
		% within High School Sports	28.6%	71.4%	100.0%
		% within Gender	1.8%	2.7%	2.4%
		% of Total	.7%	1.7%	2.4%
Total	Count	110	184	294	
	% within High School Sports	37.4%	62.6%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.4%	62.6%	100.0%	

Our College Sports * Gender Crosstabulation

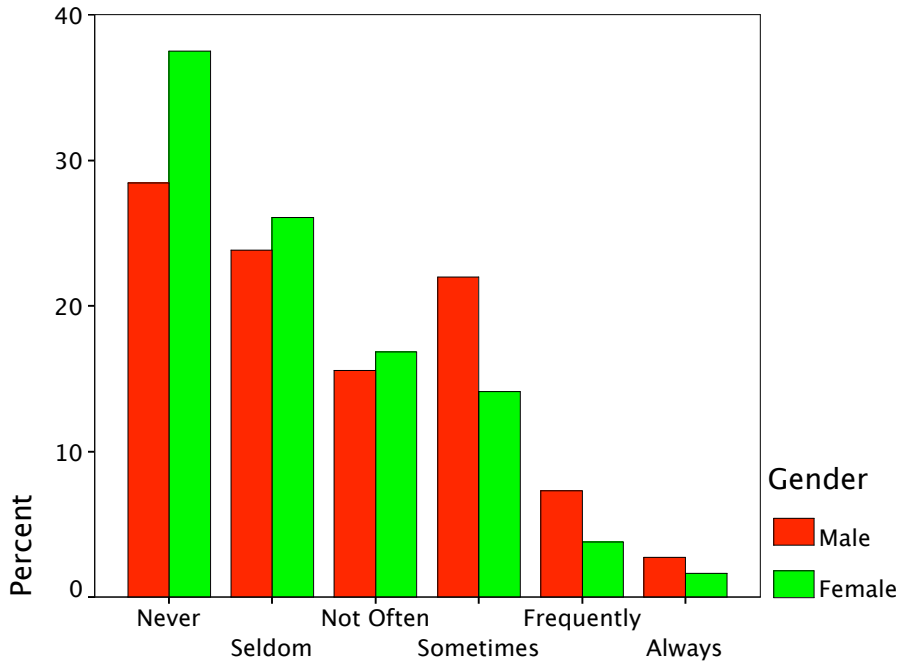
			Gender		Total
			Male	Female	
Our College Sports	Never	Count	60	102	162
		% within Our College Sports	37.0%	63.0%	100.0%
		% within Gender	54.1%	55.7%	55.1%
		% of Total	20.4%	34.7%	55.1%
	Seldom	Count	20	26	46
		% within Our College Sports	43.5%	56.5%	100.0%
		% within Gender	18.0%	14.2%	15.6%
		% of Total	6.8%	8.8%	15.6%
	Not Often	Count	10	18	28
		% within Our College Sports	35.7%	64.3%	100.0%
		% within Gender	9.0%	9.8%	9.5%
		% of Total	3.4%	6.1%	9.5%
	Sometimes	Count	14	21	35
		% within Our College Sports	40.0%	60.0%	100.0%
		% within Gender	12.6%	11.5%	11.9%
		% of Total	4.8%	7.1%	11.9%
	Frequently	Count	4	10	14
		% within Our College Sports	28.6%	71.4%	100.0%
		% within Gender	3.6%	5.5%	4.8%
		% of Total	1.4%	3.4%	4.8%
Always	Count	3	6	9	
	% within Our College Sports	33.3%	66.7%	100.0%	
	% within Gender	2.7%	3.3%	3.1%	
	% of Total	1.0%	2.0%	3.1%	
Total	Count	111	183	294	
	% within Our College Sports	37.8%	62.2%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.8%	62.2%	100.0%	

Graph



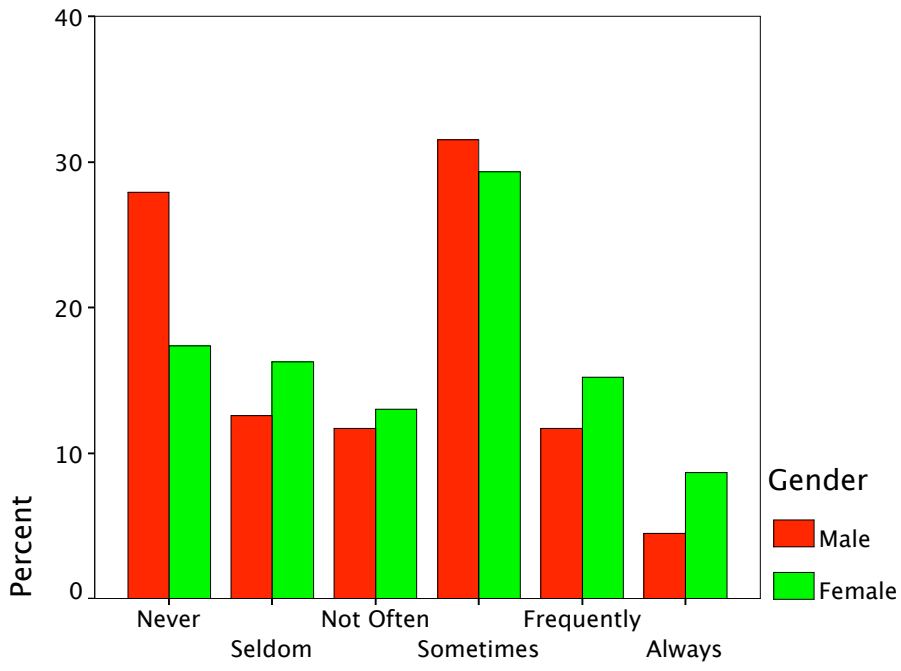
Ski

Graph



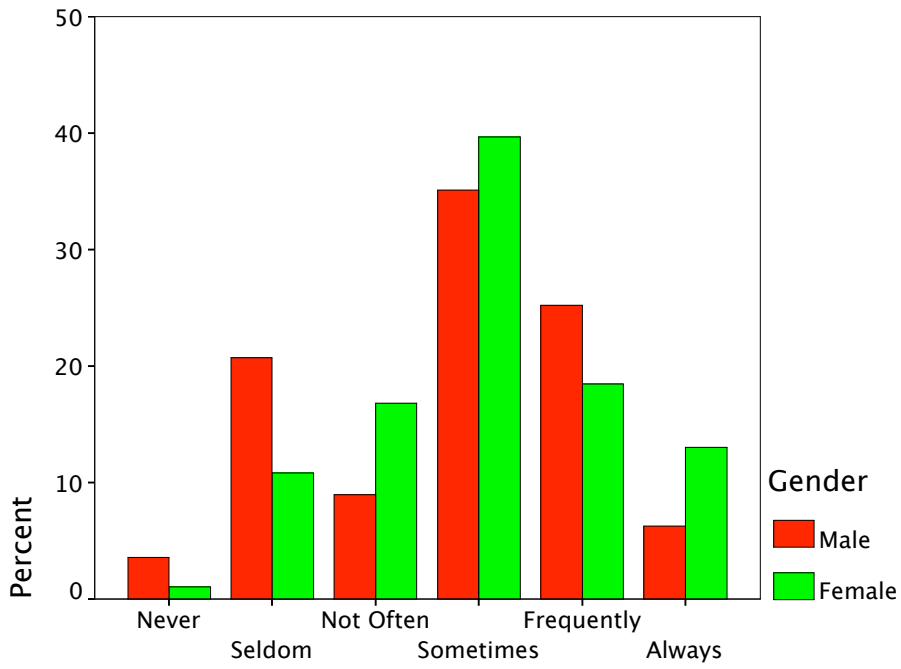
Bike

Graph



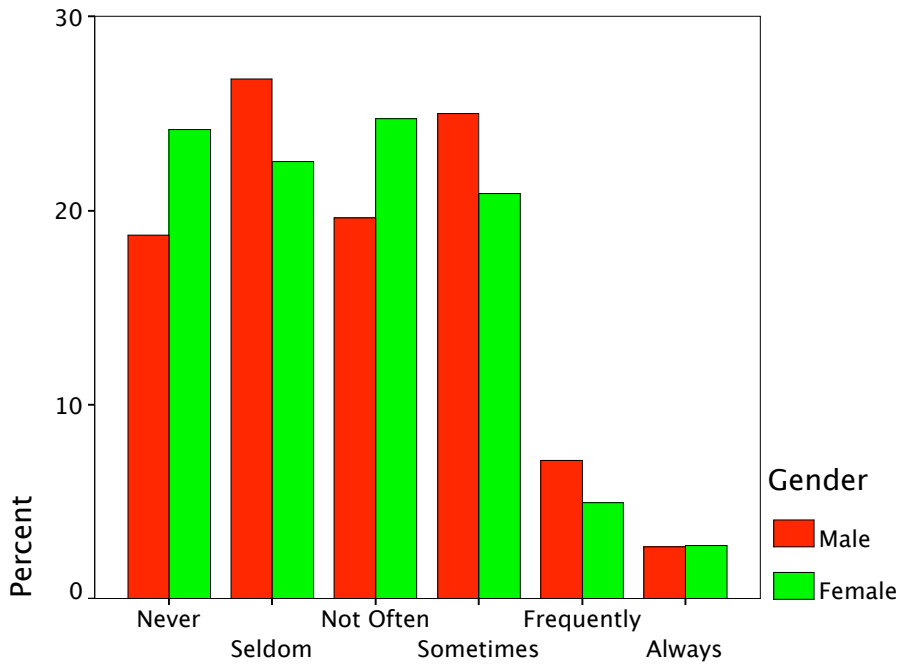
Coffee Houses

Graph



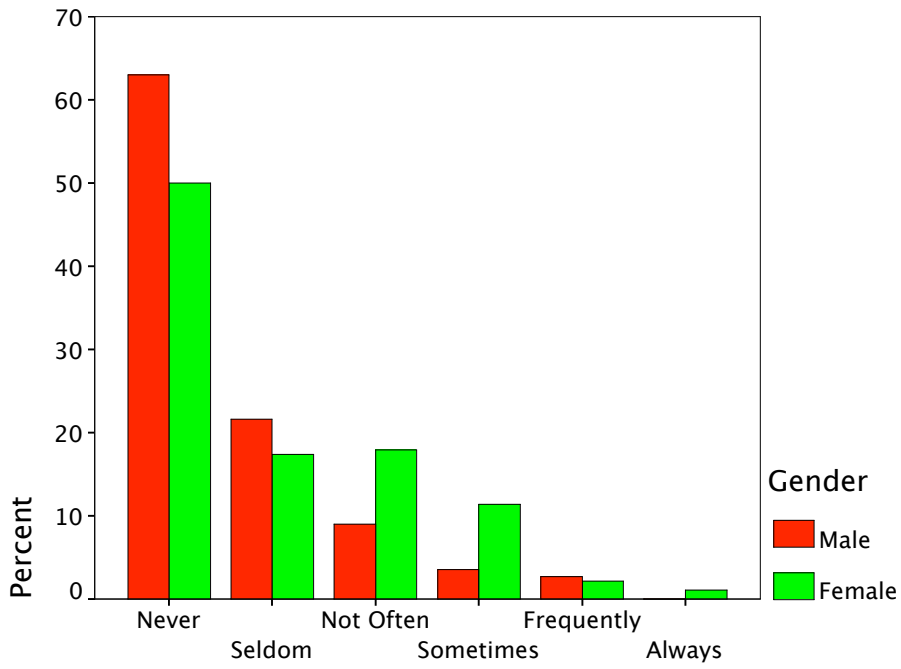
Mall

Graph



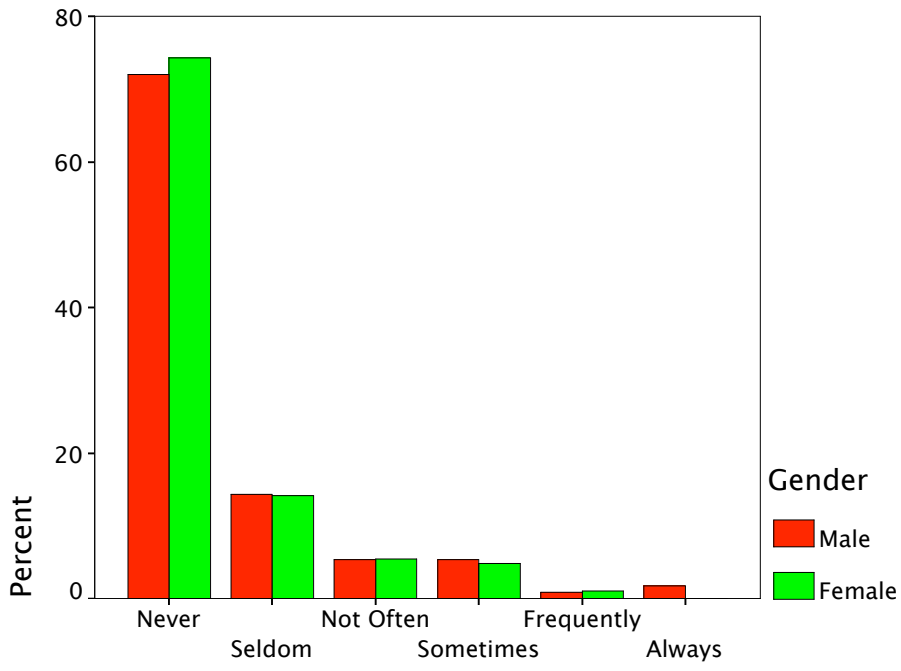
Bowling

Graph



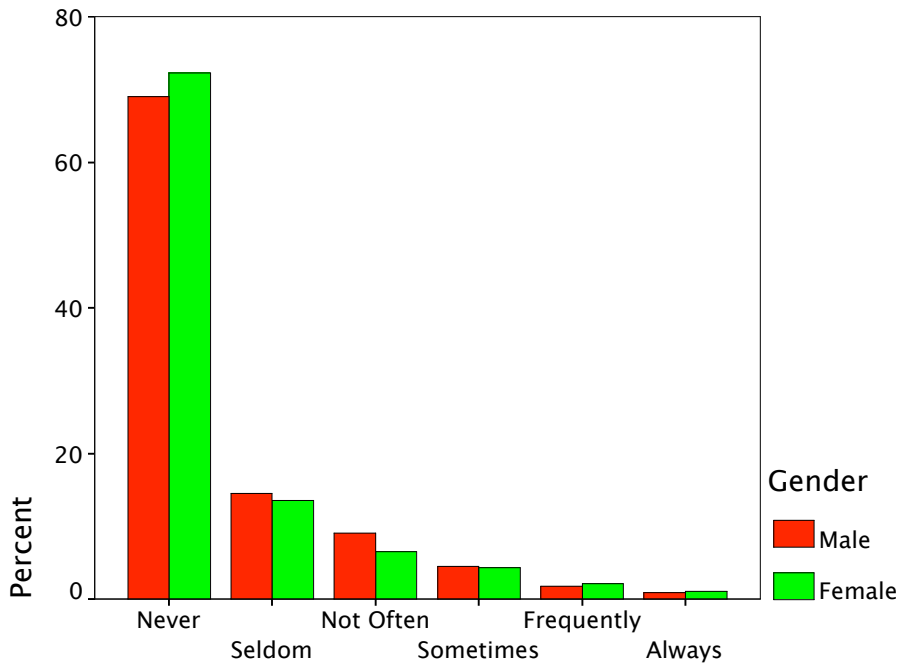
Antiquing

Graph



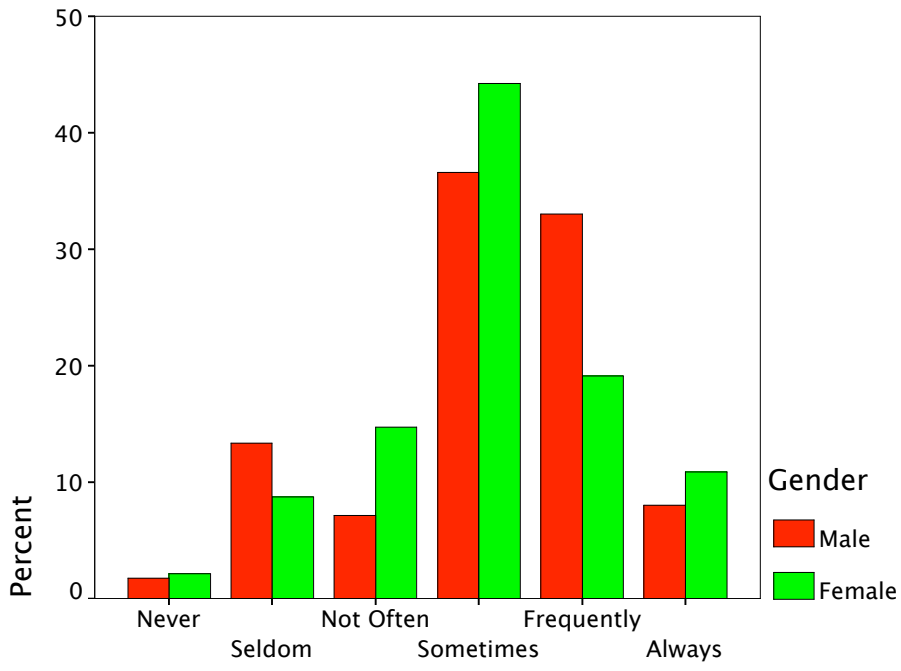
Public Transit

Graph



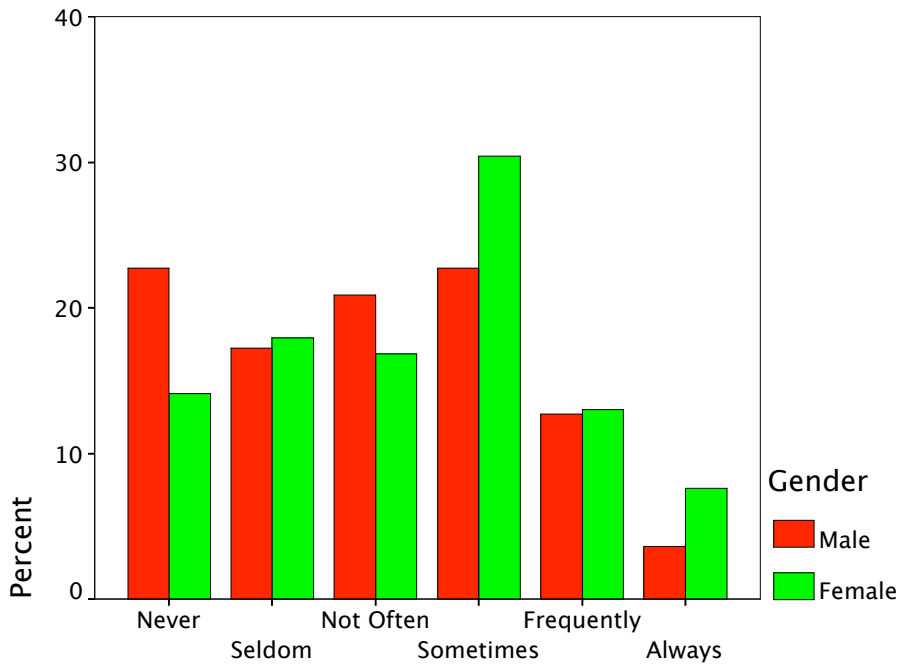
Car Races

Graph



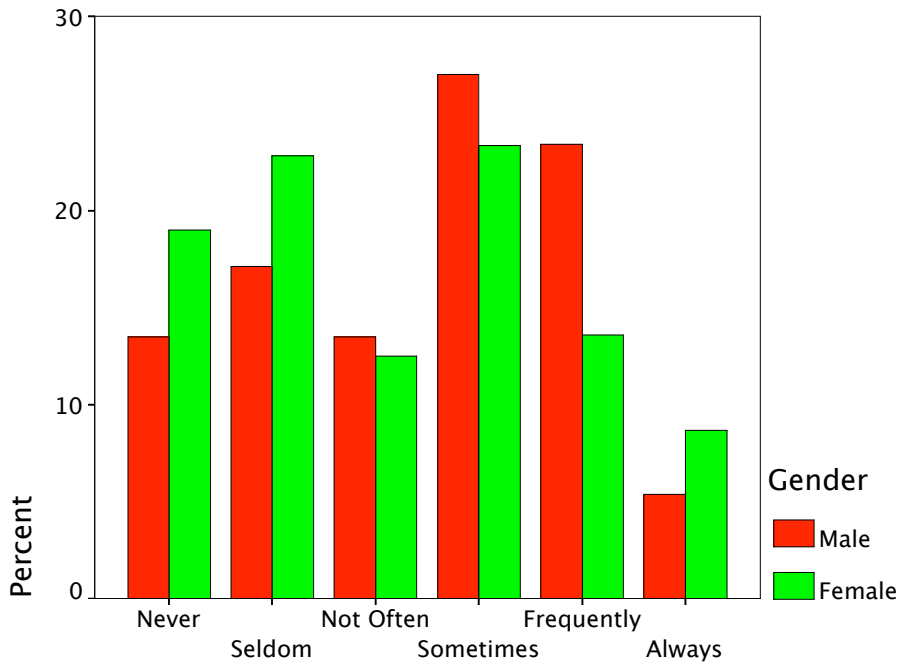
Movies

Graph



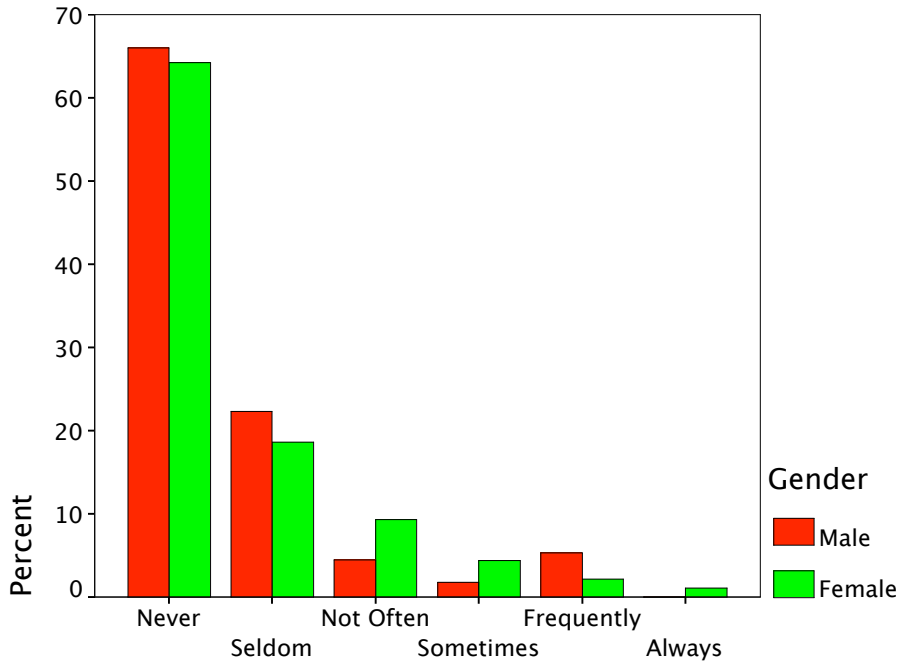
Concerts

Graph



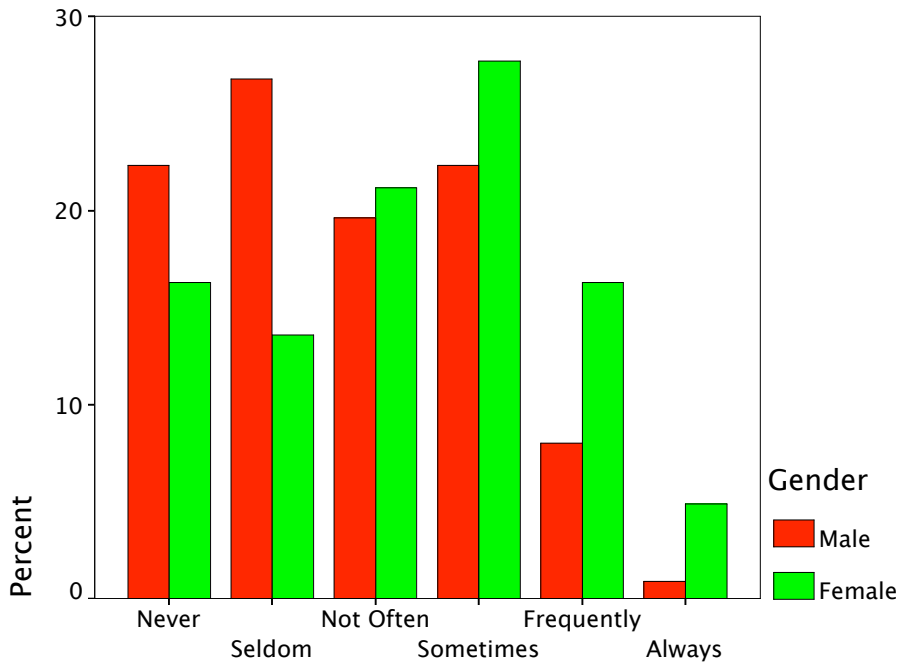
Music or Game Shops

Graph



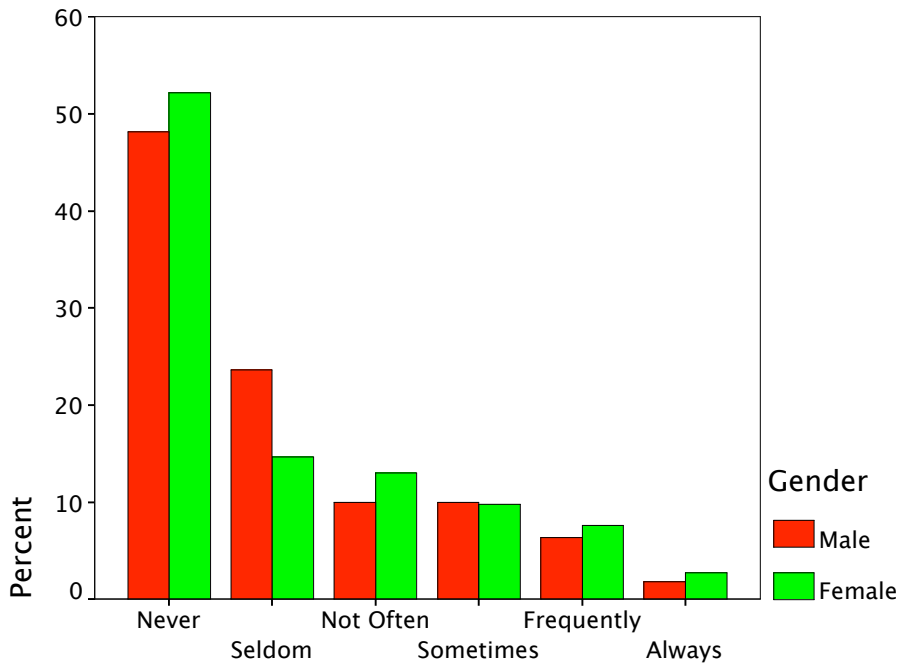
Auction

Graph



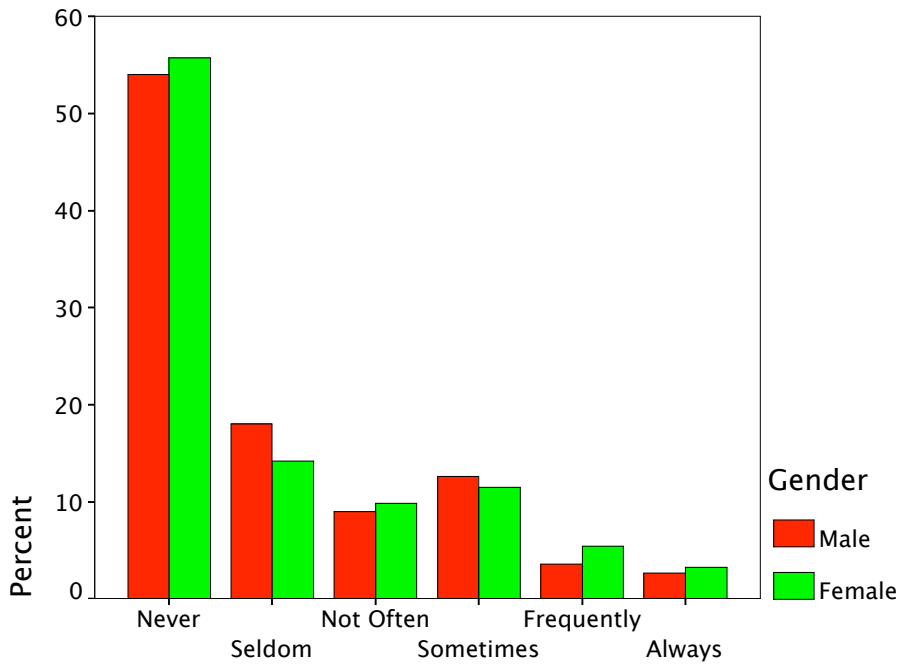
Festivals

Graph



High School Sports

Graph



Our College Sports

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Class Schedules * Gender	295	97.4%
Financial Aid * Gender	296	97.7%
Catalog * Gender	295	97.4%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Class Schedules * Gender	8	2.6%	303	100.0%
Financial Aid * Gender	7	2.3%	303	100.0%
Catalog * Gender	8	2.6%	303	100.0%

Class Schedules * Gender Crosstabulation

			Gender		Total
			Male	Female	
Class Schedules	Mailed Home-Print	Count	26	51	77
		% within Class Schedules	33.8%	66.2%	100.0%
		% within Gender	23.2%	27.9%	26.1%
		% of Total	8.8%	17.3%	26.1%
	Mailed Home-CD	Count	2	3	5
		% within Class Schedules	40.0%	60.0%	100.0%
		% within Gender	1.8%	1.6%	1.7%
		% of Total	.7%	1.0%	1.7%
	Public-College	Count	15	19	34
		% within Class Schedules	44.1%	55.9%	100.0%
		% within Gender	13.4%	10.4%	11.5%
		% of Total	5.1%	6.4%	11.5%
	Public-Community	Count	1	2	3
		% within Class Schedules	33.3%	66.7%	100.0%
		% within Gender	.9%	1.1%	1.0%
		% of Total	.3%	.7%	1.0%
	Download-Website	Count	49	62	111
		% within Class Schedules	44.1%	55.9%	100.0%
		% within Gender	43.8%	33.9%	37.6%
		% of Total	16.6%	21.0%	37.6%
Searchable on Site	Count	19	46	65	
	% within Class Schedules	29.2%	70.8%	100.0%	
	% within Gender	17.0%	25.1%	22.0%	
	% of Total	6.4%	15.6%	22.0%	
Total	Count	112	183	295	
	% within Class Schedules	38.0%	62.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	38.0%	62.0%	100.0%	

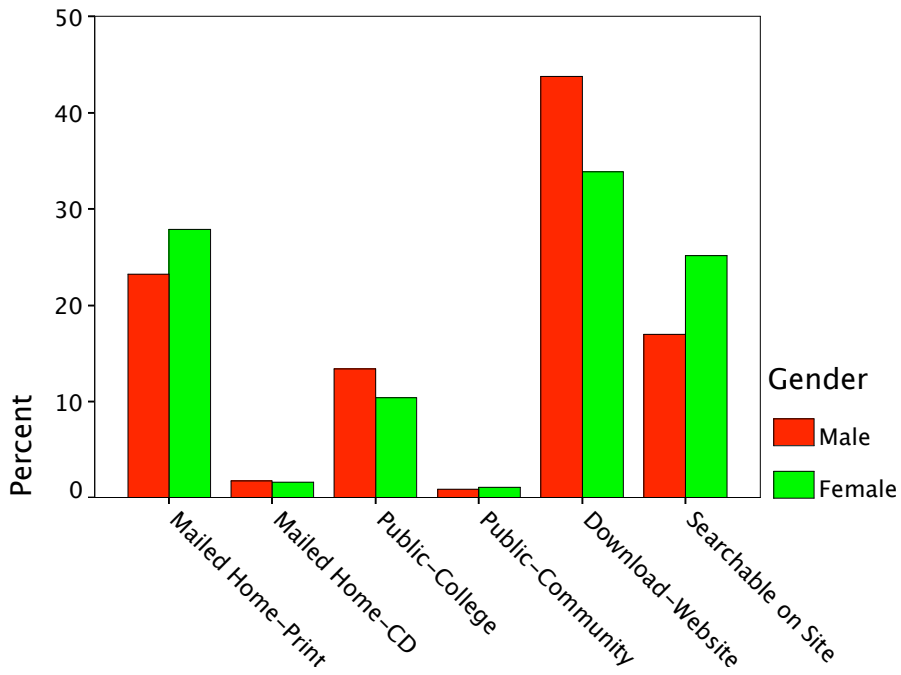
Financial Aid * Gender Crosstabulation

			Gender		Total
			Male	Female	
Financial Aid	Mailed Home-Print	Count	37	86	123
		% within Financial Aid	30.1%	69.9%	100.0%
		% within Gender	33.0%	46.7%	41.6%
		% of Total	12.5%	29.1%	41.6%
	Mailed Home-CD	Count	2	2	4
		% within Financial Aid	50.0%	50.0%	100.0%
		% within Gender	1.8%	1.1%	1.4%
		% of Total	.7%	.7%	1.4%
	Public-College	Count	15	11	26
		% within Financial Aid	57.7%	42.3%	100.0%
		% within Gender	13.4%	6.0%	8.8%
		% of Total	5.1%	3.7%	8.8%
	Public-Community	Count	1	2	3
		% within Financial Aid	33.3%	66.7%	100.0%
		% within Gender	.9%	1.1%	1.0%
		% of Total	.3%	.7%	1.0%
Download-Website	Count	36	50	86	
	% within Financial Aid	41.9%	58.1%	100.0%	
	% within Gender	32.1%	27.2%	29.1%	
	% of Total	12.2%	16.9%	29.1%	
Searchable on Site	Count	21	33	54	
	% within Financial Aid	38.9%	61.1%	100.0%	
	% within Gender	18.8%	17.9%	18.2%	
	% of Total	7.1%	11.1%	18.2%	
Total	Count	112	184	296	
	% within Financial Aid	37.8%	62.2%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	37.8%	62.2%	100.0%	

Catalog * Gender Crosstabulation

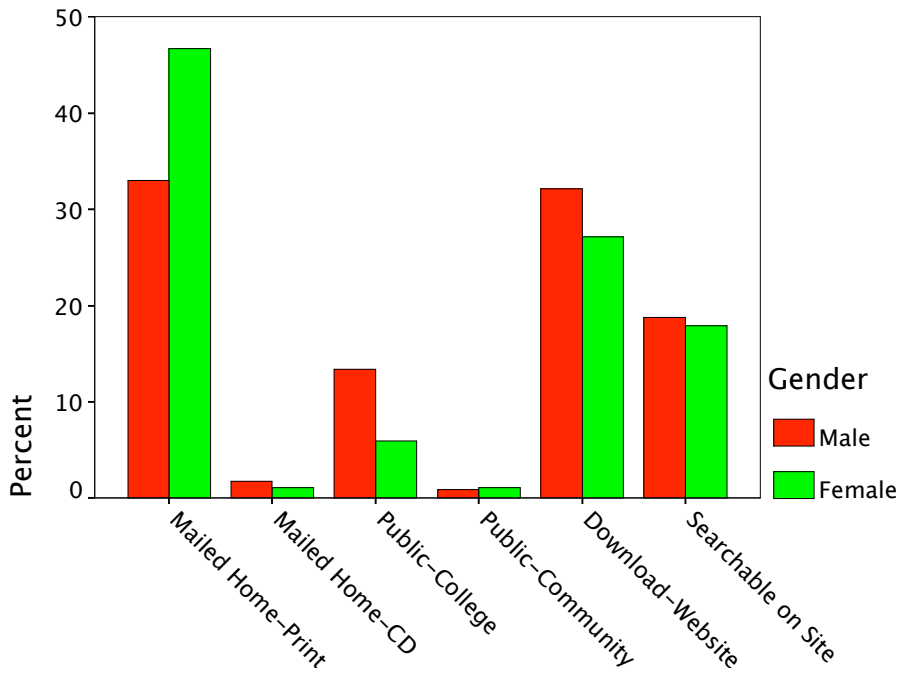
			Gender		Total
			Male	Female	
Catalog	Mailed to Home-CD	Count	18	33	51
		% within Catalog	35.3%	64.7%	100.0%
		% within Gender	16.1%	18.0%	17.3%
		% of Total	6.1%	11.2%	17.3%
	Public-Community	Count	30	61	91
		% within Catalog	33.0%	67.0%	100.0%
		% within Gender	26.8%	33.3%	30.8%
		% of Total	10.2%	20.7%	30.8%
	Download-Website	Count	40	50	90
		% within Catalog	44.4%	55.6%	100.0%
		% within Gender	35.7%	27.3%	30.5%
		% of Total	13.6%	16.9%	30.5%
	Searchable on Site	Count	24	39	63
		% within Catalog	38.1%	61.9%	100.0%
		% within Gender	21.4%	21.3%	21.4%
		% of Total	8.1%	13.2%	21.4%
Total	Count	112	183	295	
	% within Catalog	38.0%	62.0%	100.0%	
	% within Gender	100.0%	100.0%	100.0%	
	% of Total	38.0%	62.0%	100.0%	

Graph



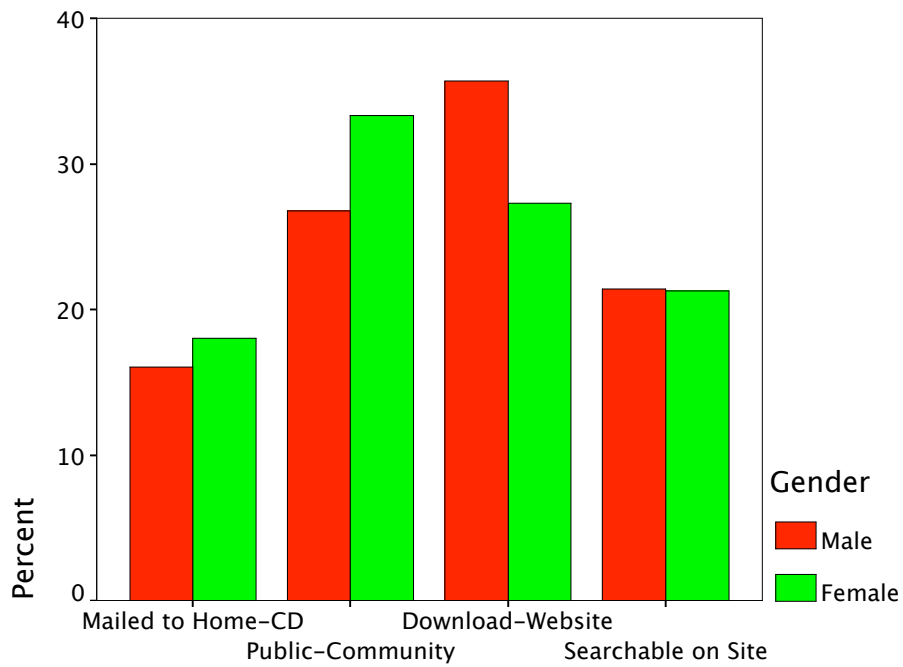
Class Schedules

Graph



Financial Aid

Graph



Catalog

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Comm. w/Professors	297	98.0%
Gender * Comm. w/Advisors	297	98.0%
Gender * College comm. w/you?	296	97.7%
Gender * You comm. w/students?	295	97.4%
Gender * Alum comm. w/you?	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Comm. w/Professors	6	2.0%	303	100.0%
Gender * Comm. w/Advisors	6	2.0%	303	100.0%
Gender * College comm. w/you?	7	2.3%	303	100.0%
Gender * You comm. w/students?	8	2.6%	303	100.0%
Gender * Alum comm. w/you?	6	2.0%	303	100.0%

Gender * Comm. w/Professors Crosstabulation

			Comm. w/Professors			
			F2F in office	Phone	Email	Instant Messaging
Gender	Male	Count	56		51	5
		% within Gender	50.0%		45.5%	4.5%
		% within Comm. w/Professors	43.8%		33.1%	55.6%
		% of Total	18.9%		17.2%	1.7%
	Female	Count	72	5	103	4
		% within Gender	38.9%	2.7%	55.7%	2.2%
		% within Comm. w/Professors	56.3%	100.0%	66.9%	44.4%
		% of Total	24.2%	1.7%	34.7%	1.3%
Total	Count	128	5	154	9	
	% within Gender	43.1%	1.7%	51.9%	3.0%	
	% within Comm. w/Professors	100.0%	100.0%	100.0%	100.0%	
	% of Total	43.1%	1.7%	51.9%	3.0%	

Gender * Comm. w/Professors Crosstabulation

			Comm.	Total
			Text Messaging	
Gender	Male	Count		112
		% within Gender		100.0%
		% within Comm. w/Professors		37.7%
		% of Total		37.7%
	Female	Count	1	185
		% within Gender	.5%	100.0%
		% within Comm. w/Professors	100.0%	62.3%
		% of Total	.3%	62.3%
Total		Count	1	297
		% within Gender	.3%	100.0%
		% within Comm. w/Professors	100.0%	100.0%
		% of Total	.3%	100.0%

Gender * Comm. w/Advisors Crosstabulation

			Comm. w/Advisors		
			F2F in office	Phone	Email
Gender	Male	Count	74	3	33
		% within Gender	66.1%	2.7%	29.5%
		% within Comm. w/Advisors	36.5%	50.0%	39.3%
		% of Total	24.9%	1.0%	11.1%
	Female	Count	129	3	51
		% within Gender	69.7%	1.6%	27.6%
		% within Comm. w/Advisors	63.5%	50.0%	60.7%
		% of Total	43.4%	1.0%	17.2%
Total		Count	203	6	84
		% within Gender	68.4%	2.0%	28.3%
		% within Comm. w/Advisors	100.0%	100.0%	100.0%
		% of Total	68.4%	2.0%	28.3%

Gender * Comm. w/Advisors Crosstabulation

			Comm.	Total
			Instant Messaging	
Gender	Male	Count	2	112
		% within Gender	1.8%	100.0%
		% within Comm. w/Advisors	50.0%	37.7%
		% of Total	.7%	37.7%
	Female	Count	2	185
		% within Gender	1.1%	100.0%
		% within Comm. w/Advisors	50.0%	62.3%
		% of Total	.7%	62.3%
Total		Count	4	297
		% within Gender	1.3%	100.0%
		% within Comm. w/Advisors	100.0%	100.0%
		% of Total	1.3%	100.0%

Gender * College comm. w/you? Crosstabulation

			College comm. w/you?			
			Email	Newsletter Home	Newsletter Email	Campus Posters
Gender	Male	Count	63	30	10	4
		% within Gender	56.8%	27.0%	9.0%	3.6%
		% within College comm. w/you?	39.6%	37.5%	25.6%	57.1%
		% of Total	21.3%	10.1%	3.4%	1.4%
	Female	Count	96	50	29	3
		% within Gender	51.9%	27.0%	15.7%	1.6%
		% within College comm. w/you?	60.4%	62.5%	74.4%	42.9%
		% of Total	32.4%	16.9%	9.8%	1.0%
Total		Count	159	80	39	7
		% within Gender	53.7%	27.0%	13.2%	2.4%
		% within College comm. w/you?	100.0%	100.0%	100.0%	100.0%
		% of Total	53.7%	27.0%	13.2%	2.4%

Gender * College comm. w/you? Crosstabulation

			College	Total
			College Newspaper	
Gender	Male	Count	4	111
		% within Gender	3.6%	100.0%
		% within College comm. w/you?	36.4%	37.5%
		% of Total	1.4%	37.5%
	Female	Count	7	185
		% within Gender	3.8%	100.0%
		% within College comm. w/you?	63.6%	62.5%
		% of Total	2.4%	62.5%
Total		Count	11	296
		% within Gender	3.7%	100.0%
		% within College comm. w/you?	100.0%	100.0%
		% of Total	3.7%	100.0%

Gender * You comm. w/students? Crosstabulation

			You comm. w/students?			
			F2F Meetings	Phone	Conference Call	Email
Gender	Male	Count	66	6	1	26
		% within Gender	59.5%	5.4%	.9%	23.4%
		% within You comm. w/students?	41.5%	37.5%	33.3%	32.1%
		% of Total	22.4%	2.0%	.3%	8.8%
	Female	Count	93	10	2	55
		% within Gender	50.5%	5.4%	1.1%	29.9%
		% within You comm. w/students?	58.5%	62.5%	66.7%	67.9%
		% of Total	31.5%	3.4%	.7%	18.6%
Total		Count	159	16	3	81
		% within Gender	53.9%	5.4%	1.0%	27.5%
		% within You comm. w/students?	100.0%	100.0%	100.0%	100.0%
		% of Total	53.9%	5.4%	1.0%	27.5%

Gender * You comm. w/students? Crosstabulation

			You comm. w/students?			Total
			Chat Room	Instant Messaging	Text Messaging	
Gender	Male	Count	8	3	1	111
		% within Gender	7.2%	2.7%	.9%	100.0%
		% within You comm. w/students?	30.8%	50.0%	25.0%	37.6%
		% of Total	2.7%	1.0%	.3%	37.6%
	Female	Count	18	3	3	184
		% within Gender	9.8%	1.6%	1.6%	100.0%
		% within You comm. w/students?	69.2%	50.0%	75.0%	62.4%
		% of Total	6.1%	1.0%	1.0%	62.4%
Total		Count	26	6	4	295
		% within Gender	8.8%	2.0%	1.4%	100.0%
		% within You comm. w/students?	100.0%	100.0%	100.0%	100.0%
		% of Total	8.8%	2.0%	1.4%	100.0%

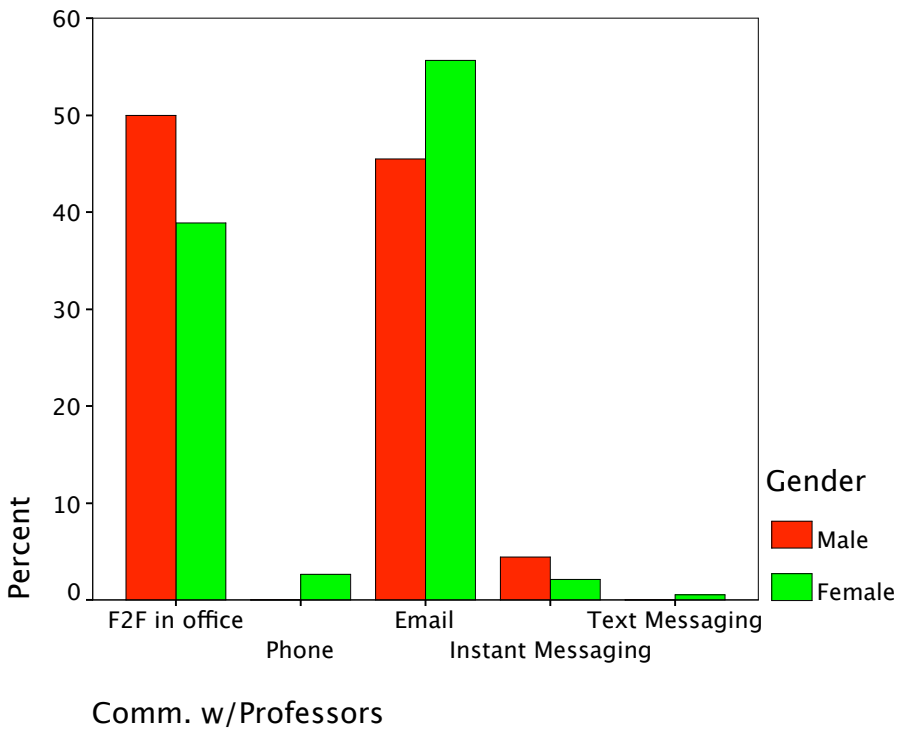
Gender * Alum comm. w/you? Crosstabulation

			Alum comm. w/you?			
			Direct Mail	Phone	Email	Instant Messaging
Gender	Male	Count	38	4	55	1
		% within Gender	33.9%	3.6%	49.1%	.9%
		% within Alum comm. w/you?	36.2%	44.4%	36.4%	100.0%
		% of Total	12.8%	1.3%	18.5%	.3%
	Female	Count	67	5	96	
		% within Gender	36.2%	2.7%	51.9%	
		% within Alum comm. w/you?	63.8%	55.6%	63.6%	
		% of Total	22.6%	1.7%	32.3%	
Total		Count	105	9	151	1
		% within Gender	35.4%	3.0%	50.8%	.3%
		% within Alum comm. w/you?	100.0%	100.0%	100.0%	100.0%
		% of Total	35.4%	3.0%	50.8%	.3%

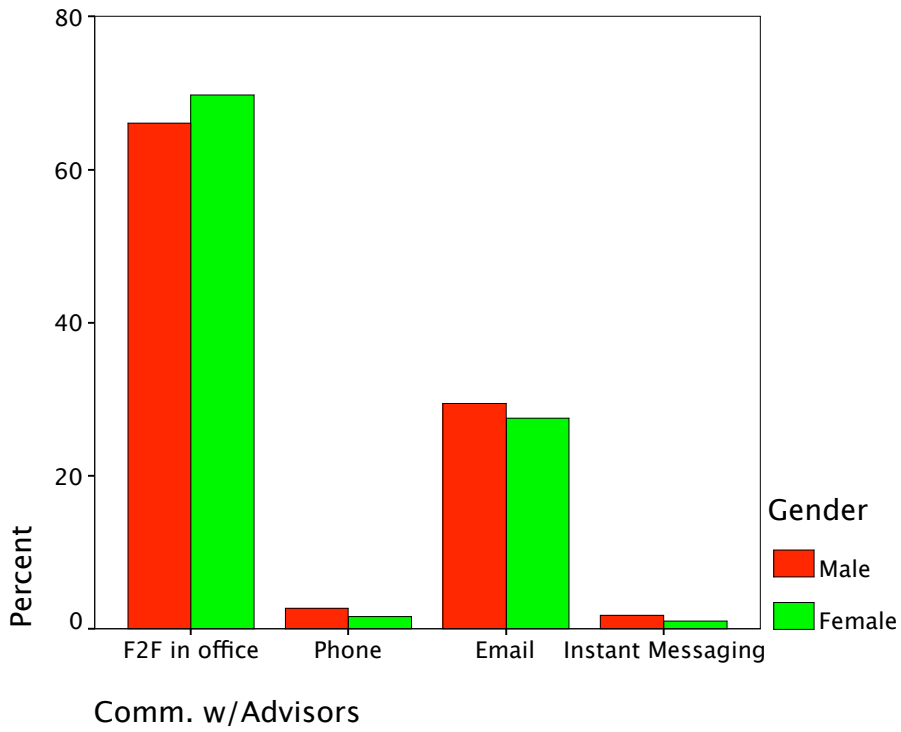
Gender * Alum comm. w/you? Crosstabulation

			Alum comm.	
			Not Interested	Total
Gender	Male	Count	14	112
		% within Gender	12.5%	100.0%
		% within Alum comm. w/you?	45.2%	37.7%
		% of Total	4.7%	37.7%
Female	Count	17	185	
	% within Gender	9.2%	100.0%	
	% within Alum comm. w/you?	54.8%	62.3%	
	% of Total	5.7%	62.3%	
Total	Count	31	297	
	% within Gender	10.4%	100.0%	
	% within Alum comm. w/you?	100.0%	100.0%	
	% of Total	10.4%	100.0%	

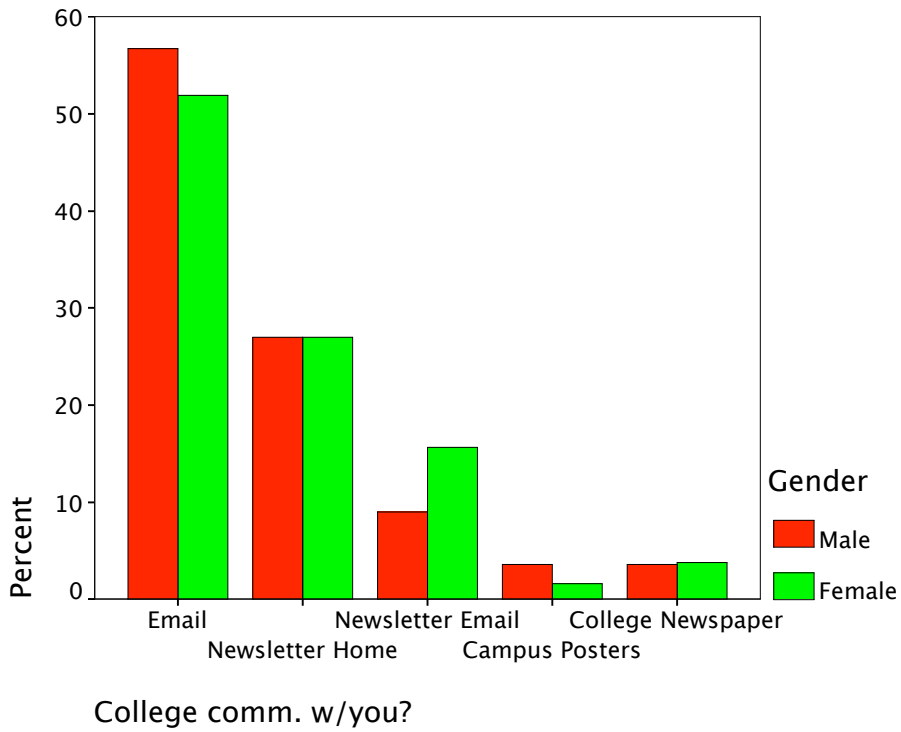
Graph



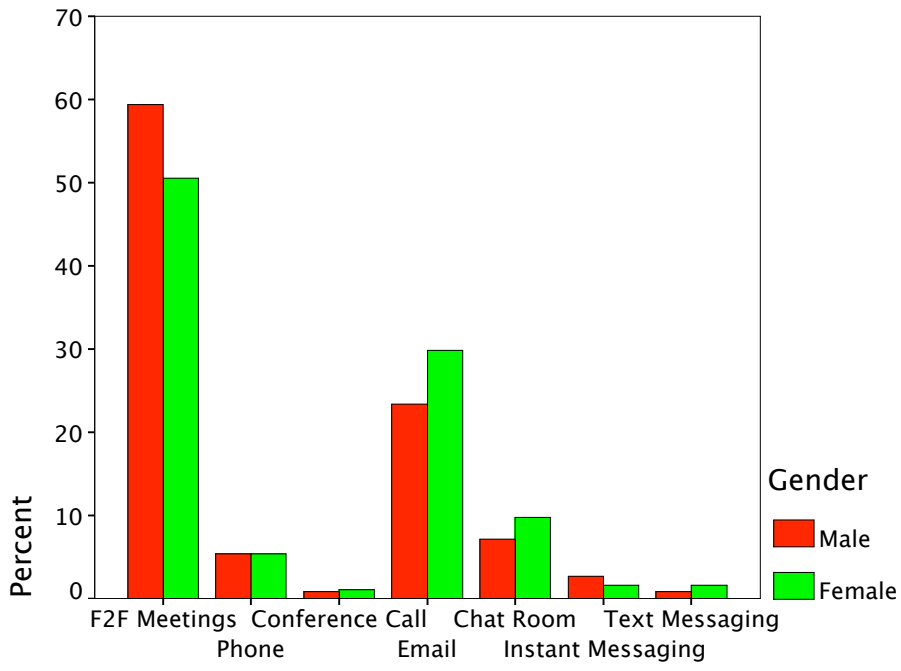
Graph



Graph

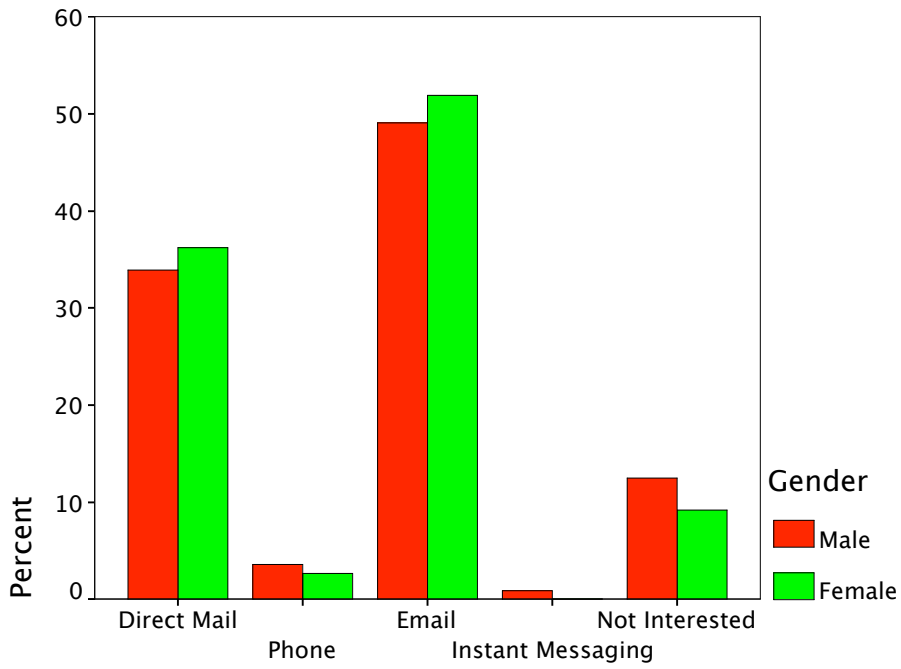


Graph



You comm. w/students?

Graph



Alum comm. w/you?

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Transfer:Student Believe	221	72.9%
Gender * Transfer:Student True	215	71.0%
Gender * Transfer:Faculty Believe	224	73.9%
Gender * Transfer:Faculty True	217	71.6%
Gender * Transfer:Narrator Believe	228	75.2%
Gender * Transfer:Narrator True	220	72.6%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Transfer:Student Believe	82	27.1%	303	100.0%
Gender * Transfer:Student True	88	29.0%	303	100.0%
Gender * Transfer:Faculty Believe	79	26.1%	303	100.0%
Gender * Transfer:Faculty True	86	28.4%	303	100.0%
Gender * Transfer:Narrator Believe	75	24.8%	303	100.0%
Gender * Transfer:Narrator True	83	27.4%	303	100.0%

Gender * Transfer:Student Believe Crosstabulation

			Transfer:Student Believe			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	3	3	12	31
		% within Gender	3.2%	3.2%	12.8%	33.0%
		% within Transfer:Student Believe	50.0%	33.3%	66.7%	39.2%
		% of Total	1.4%	1.4%	5.4%	14.0%
	Female	Count	3	6	6	48
		% within Gender	2.4%	4.7%	4.7%	37.8%
		% within Transfer:Student Believe	50.0%	66.7%	33.3%	60.8%
		% of Total	1.4%	2.7%	2.7%	21.7%
Total	Count	6	9	18	79	
	% within Gender	2.7%	4.1%	8.1%	35.7%	
	% within Transfer:Student Believe	100.0%	100.0%	100.0%	100.0%	
	% of Total	2.7%	4.1%	8.1%	35.7%	

Gender * Transfer:Student Believe Crosstabulation

			Transfer:Student Believe		Total
			Frequently	Always	
Gender	Male	Count	36	9	94
		% within Gender	38.3%	9.6%	100.0%
		% within Transfer:Student Believe	47.4%	27.3%	42.5%
		% of Total	16.3%	4.1%	42.5%
	Female	Count	40	24	127
		% within Gender	31.5%	18.9%	100.0%
		% within Transfer:Student Believe	52.6%	72.7%	57.5%
		% of Total	18.1%	10.9%	57.5%
Total	Count	76	33	221	
	% within Gender	34.4%	14.9%	100.0%	
	% within Transfer:Student Believe	100.0%	100.0%	100.0%	
	% of Total	34.4%	14.9%	100.0%	

Gender * Transfer:Student True Crosstabulation

			Transfer:Student True			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	1	3	12	35
		% within Gender	1.1%	3.3%	13.2%	38.5%
		% within Transfer:Student True	50.0%	30.0%	52.2%	53.0%
		% of Total	.5%	1.4%	5.6%	16.3%
	Female	Count	1	7	11	31
		% within Gender	.8%	5.6%	8.9%	25.0%
		% within Transfer:Student True	50.0%	70.0%	47.8%	47.0%
		% of Total	.5%	3.3%	5.1%	14.4%
Total	Count	2	10	23	66	
	% within Gender	.9%	4.7%	10.7%	30.7%	
	% within Transfer:Student True	100.0%	100.0%	100.0%	100.0%	
	% of Total	.9%	4.7%	10.7%	30.7%	

Gender * Transfer:Student True Crosstabulation

			Transfer:Student True		Total
			Frequently	Always	
Gender	Male	Count	33	7	91
		% within Gender	36.3%	7.7%	100.0%
		% within Transfer:Student True	39.8%	22.6%	42.3%
		% of Total	15.3%	3.3%	42.3%
	Female	Count	50	24	124
		% within Gender	40.3%	19.4%	100.0%
		% within Transfer:Student True	60.2%	77.4%	57.7%
		% of Total	23.3%	11.2%	57.7%
Total		Count	83	31	215
		% within Gender	38.6%	14.4%	100.0%
		% within Transfer:Student True	100.0%	100.0%	100.0%
		% of Total	38.6%	14.4%	100.0%

Gender * Transfer:Faculty Believe Crosstabulation

			Transfer:Faculty Believe			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	7	8	15	33
		% within Gender	7.5%	8.6%	16.1%	35.5%
		% within Transfer:Faculty Believe	53.8%	47.1%	42.9%	39.8%
		% of Total	3.1%	3.6%	6.7%	14.7%
	Female	Count	6	9	20	50
		% within Gender	4.6%	6.9%	15.3%	38.2%
		% within Transfer:Faculty Believe	46.2%	52.9%	57.1%	60.2%
		% of Total	2.7%	4.0%	8.9%	22.3%
Total		Count	13	17	35	83
		% within Gender	5.8%	7.6%	15.6%	37.1%
		% within Transfer:Faculty Believe	100.0%	100.0%	100.0%	100.0%
		% of Total	5.8%	7.6%	15.6%	37.1%

Gender * Transfer:Faculty Believe Crosstabulation

			Transfer:Faculty Believe		Total
			Frequently	Always	
Gender	Male	Count	28	2	93
		% within Gender	30.1%	2.2%	100.0%
		% within Transfer:Faculty Believe	52.8%	8.7%	41.5%
		% of Total	12.5%	.9%	41.5%
	Female	Count	25	21	131
		% within Gender	19.1%	16.0%	100.0%
		% within Transfer:Faculty Believe	47.2%	91.3%	58.5%
		% of Total	11.2%	9.4%	58.5%
Total	Count	53	23	224	
	% within Gender	23.7%	10.3%	100.0%	
	% within Transfer:Faculty Believe	100.0%	100.0%	100.0%	
	% of Total	23.7%	10.3%	100.0%	

Gender * Transfer:Faculty True Crosstabulation

			Transfer:Faculty True			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	4	6	14	34
		% within Gender	4.4%	6.6%	15.4%	37.4%
		% within Transfer:Faculty True	50.0%	42.9%	42.4%	48.6%
		% of Total	1.8%	2.8%	6.5%	15.7%
	Female	Count	4	8	19	36
		% within Gender	3.2%	6.3%	15.1%	28.6%
		% within Transfer:Faculty True	50.0%	57.1%	57.6%	51.4%
		% of Total	1.8%	3.7%	8.8%	16.6%
	Total	Count	8	14	33	70
		% within Gender	3.7%	6.5%	15.2%	32.3%
		% within Transfer:Faculty True	100.0%	100.0%	100.0%	100.0%
		% of Total	3.7%	6.5%	15.2%	32.3%

Gender * Transfer:Faculty True Crosstabulation

			Transfer:Faculty True		Total
			Frequently	Always	
Gender	Male	Count	30	3	91
		% within Gender	33.0%	3.3%	100.0%
		% within Transfer:Faculty True	42.3%	14.3%	41.9%
		% of Total	13.8%	1.4%	41.9%
	Female	Count	41	18	126
		% within Gender	32.5%	14.3%	100.0%
		% within Transfer:Faculty True	57.7%	85.7%	58.1%
		% of Total	18.9%	8.3%	58.1%
Total		Count	71	21	217
		% within Gender	32.7%	9.7%	100.0%
		% within Transfer:Faculty True	100.0%	100.0%	100.0%
		% of Total	32.7%	9.7%	100.0%

Gender * Transfer:Narrator Believe Crosstabulation

			Transfer:Narrator Believe			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	6	10	14	31
		% within Gender	6.3%	10.5%	14.7%	32.6%
		% within Transfer:Narrator Believe	42.9%	41.7%	36.8%	47.7%
		% of Total	2.6%	4.4%	6.1%	13.6%
	Female	Count	8	14	24	34
		% within Gender	6.0%	10.5%	18.0%	25.6%
		% within Transfer:Narrator Believe	57.1%	58.3%	63.2%	52.3%
		% of Total	3.5%	6.1%	10.5%	14.9%
Total		Count	14	24	38	65
		% within Gender	6.1%	10.5%	16.7%	28.5%
		% within Transfer:Narrator Believe	100.0%	100.0%	100.0%	100.0%
		% of Total	6.1%	10.5%	16.7%	28.5%

Gender * Transfer:Narrator Believe Crosstabulation

			Transfer:Narrator Believe		Total
			Frequently	Always	
Gender	Male	Count	28	6	95
		% within Gender	29.5%	6.3%	100.0%
		% within Transfer:Narrator Believe	48.3%	20.7%	41.7%
		% of Total	12.3%	2.6%	41.7%
	Female	Count	30	23	133
		% within Gender	22.6%	17.3%	100.0%
		% within Transfer:Narrator Believe	51.7%	79.3%	58.3%
		% of Total	13.2%	10.1%	58.3%
Total	Count	58	29	228	
	% within Gender	25.4%	12.7%	100.0%	
	% within Transfer:Narrator Believe	100.0%	100.0%	100.0%	
	% of Total	25.4%	12.7%	100.0%	

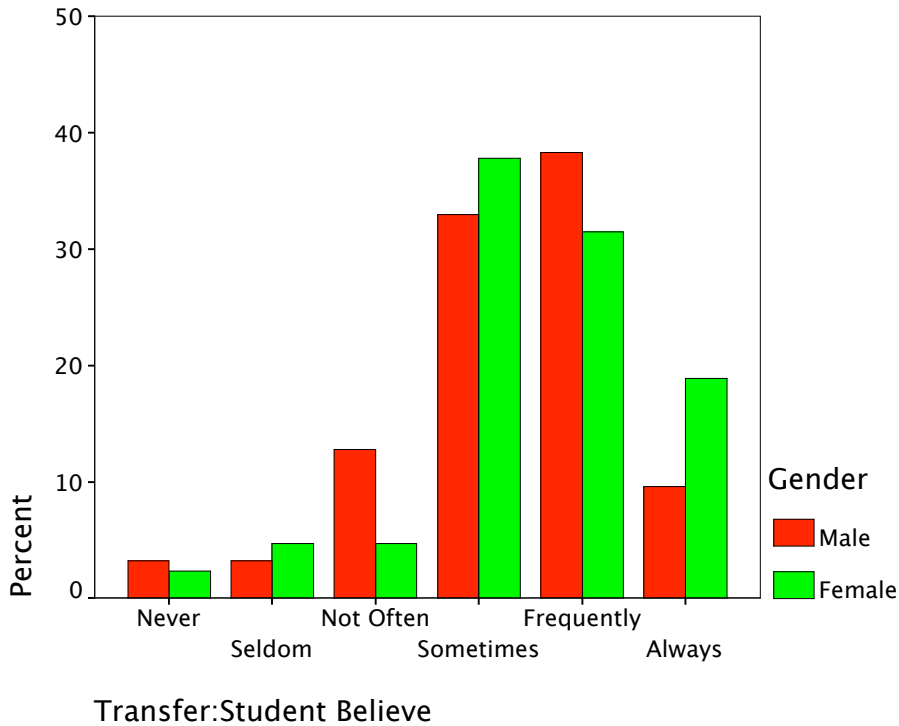
Gender * Transfer:Narrator True Crosstabulation

			Transfer:Narrator True			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	2	9	14	32
		% within Gender	2.2%	9.8%	15.2%	34.8%
		% within Transfer:Narrator True	25.0%	40.9%	45.2%	50.0%
		% of Total	.9%	4.1%	6.4%	14.5%
	Female	Count	6	13	17	32
		% within Gender	4.7%	10.2%	13.3%	25.0%
		% within Transfer:Narrator True	75.0%	59.1%	54.8%	50.0%
		% of Total	2.7%	5.9%	7.7%	14.5%
	Total	Count	8	22	31	64
		% within Gender	3.6%	10.0%	14.1%	29.1%
		% within Transfer:Narrator True	100.0%	100.0%	100.0%	100.0%
		% of Total	3.6%	10.0%	14.1%	29.1%

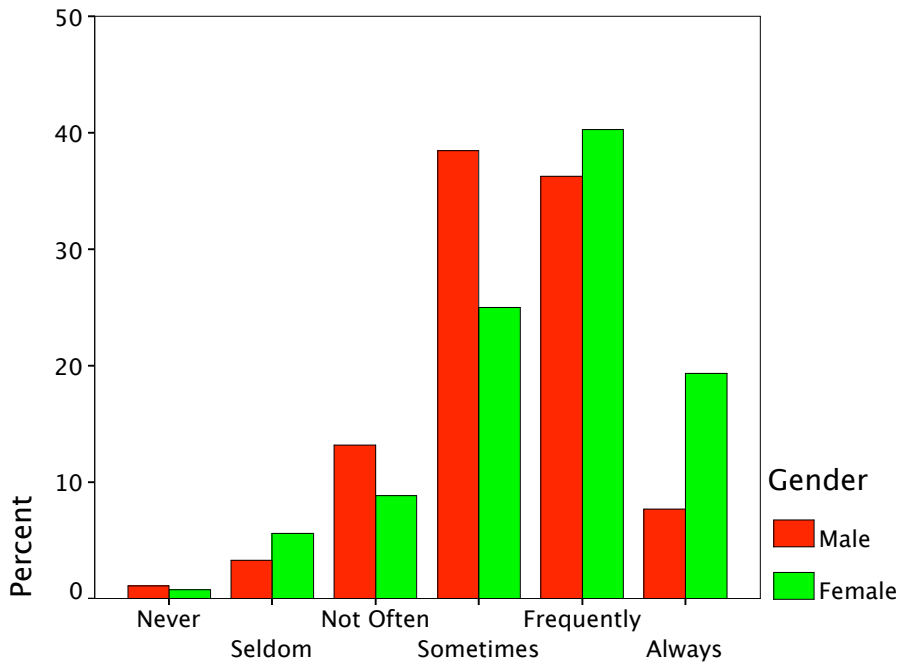
Gender * Transfer:Narrator True Crosstabulation

			Transfer:Narrator True		Total
			Frequently	Always	
Gender	Male	Count	29	6	92
		% within Gender	31.5%	6.5%	100.0%
		% within Transfer:Narrator True	42.0%	23.1%	41.8%
		% of Total	13.2%	2.7%	41.8%
Female	Female	Count	40	20	128
		% within Gender	31.3%	15.6%	100.0%
		% within Transfer:Narrator True	58.0%	76.9%	58.2%
		% of Total	18.2%	9.1%	58.2%
Total	Total	Count	69	26	220
		% within Gender	31.4%	11.8%	100.0%
		% within Transfer:Narrator True	100.0%	100.0%	100.0%
		% of Total	31.4%	11.8%	100.0%

Graph

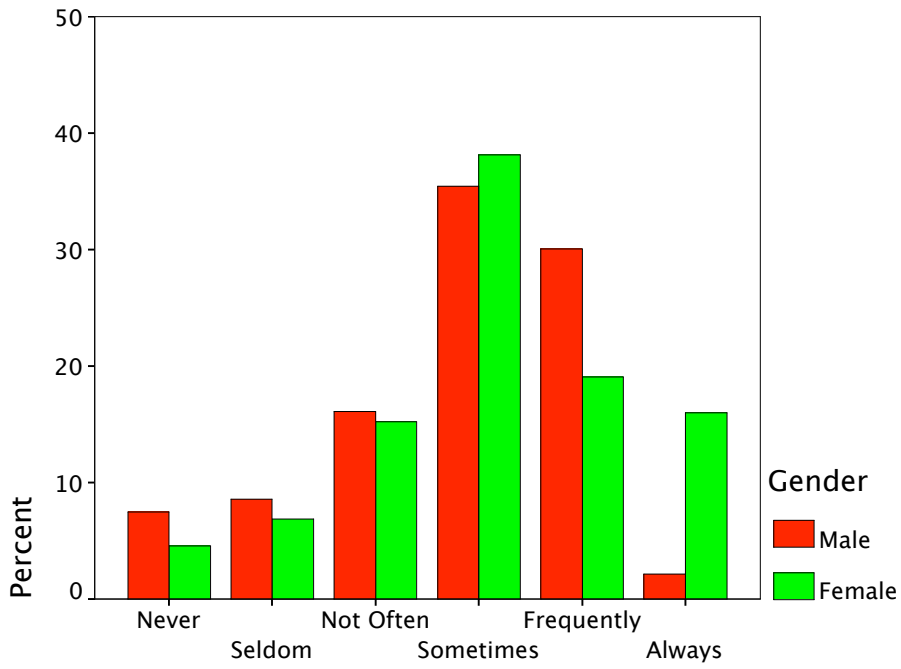


Graph



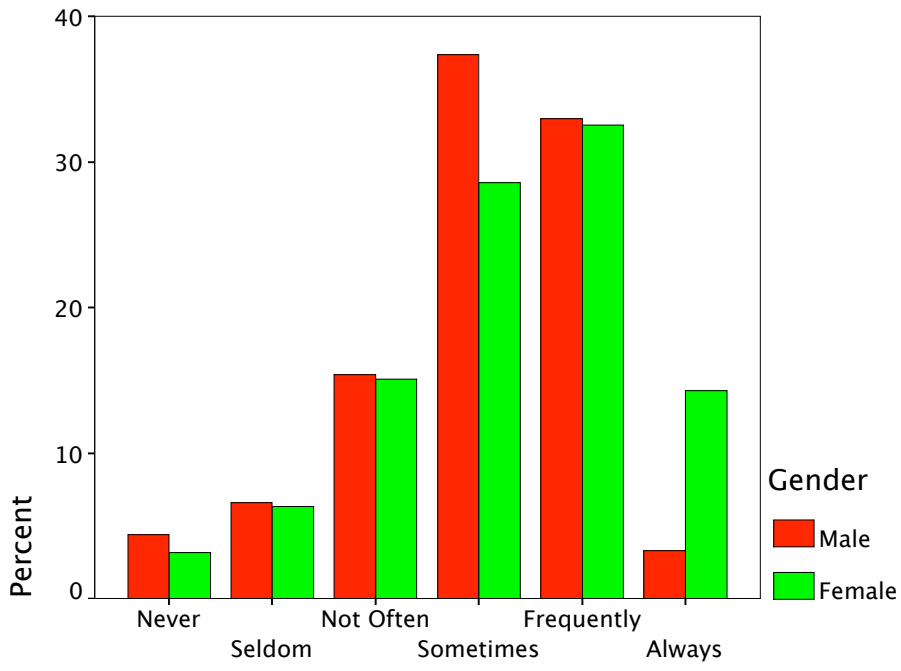
Transfer:Student True

Graph



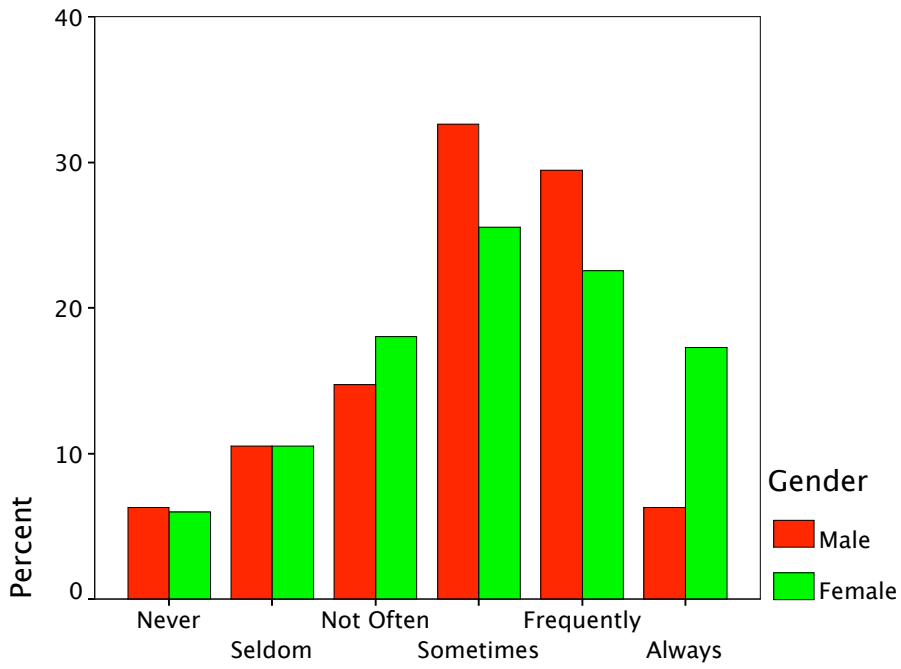
Transfer:Faculty Believe

Graph



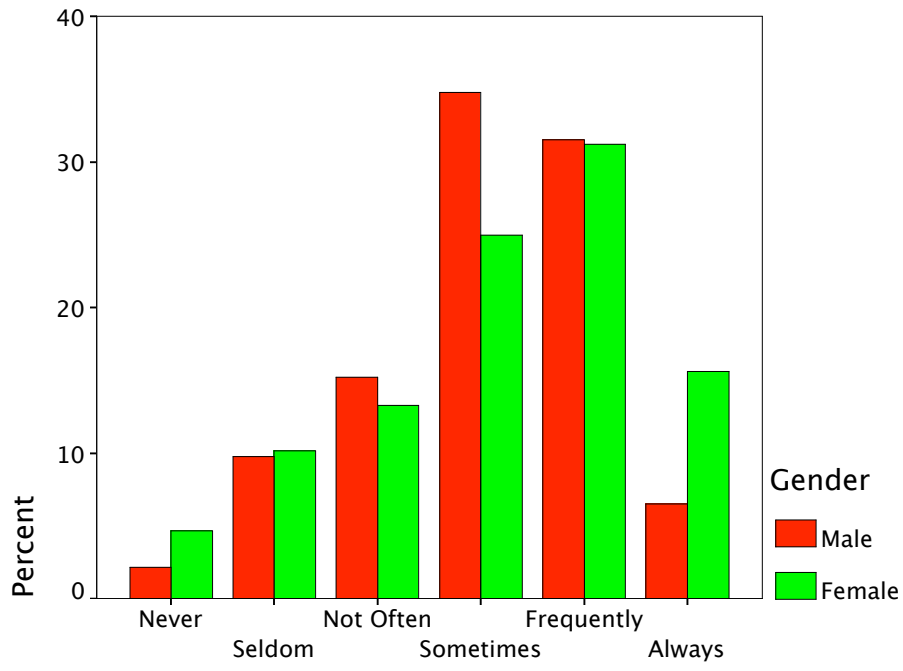
Transfer:Faculty True

Graph



Transfer:Narrator Believe

Graph



Transfer:Narrator True

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Job:Student Believe	215	71.0%
Gender * Job:Student True	207	68.3%
Gender * Job:Faculty Believe	212	70.0%
Gender * Job:Faculty True	204	67.3%
Gender * Job:Narrator Believe	214	70.6%
Gender * Job:Narrator True	205	67.7%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Job:Student Believe	88	29.0%	303	100.0%
Gender * Job:Student True	96	31.7%	303	100.0%
Gender * Job:Faculty Believe	91	30.0%	303	100.0%
Gender * Job:Faculty True	99	32.7%	303	100.0%
Gender * Job:Narrator Believe	89	29.4%	303	100.0%
Gender * Job:Narrator True	98	32.3%	303	100.0%

Gender * Job:Student Believe Crosstabulation

			Job:Student Believe			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	5	10	18	34
		% within Gender	5.3%	10.6%	19.1%	36.2%
		% within Job:Student Believe	41.7%	50.0%	58.1%	39.5%
		% of Total	2.3%	4.7%	8.4%	15.8%
Female	Female	Count	7	10	13	52
		% within Gender	5.8%	8.3%	10.7%	43.0%
		% within Job:Student Believe	58.3%	50.0%	41.9%	60.5%
		% of Total	3.3%	4.7%	6.0%	24.2%
Total	Total	Count	12	20	31	86
		% within Gender	5.6%	9.3%	14.4%	40.0%
		% within Job:Student Believe	100.0%	100.0%	100.0%	100.0%
		% of Total	5.6%	9.3%	14.4%	40.0%

Gender * Job:Student Believe Crosstabulation

			Job:Student Believe		Total
			Frequently	Always	
Gender	Male	Count	25	2	94
		% within Gender	26.6%	2.1%	100.0%
		% within Job:Student Believe	49.0%	13.3%	43.7%
		% of Total	11.6%	.9%	43.7%
	Female	Count	26	13	121
		% within Gender	21.5%	10.7%	100.0%
		% within Job:Student Believe	51.0%	86.7%	56.3%
		% of Total	12.1%	6.0%	56.3%
Total	Count	51	15	215	
	% within Gender	23.7%	7.0%	100.0%	
	% within Job:Student Believe	100.0%	100.0%	100.0%	
	% of Total	23.7%	7.0%	100.0%	

Gender * Job:Student True Crosstabulation

			Job:Student True			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	6	7	20	37
		% within Gender	6.6%	7.7%	22.0%	40.7%
		% within Job:Student True	85.7%	43.8%	62.5%	41.1%
		% of Total	2.9%	3.4%	9.7%	17.9%
	Female	Count	1	9	12	53
		% within Gender	.9%	7.8%	10.3%	45.7%
		% within Job:Student True	14.3%	56.3%	37.5%	58.9%
		% of Total	.5%	4.3%	5.8%	25.6%
	Total	Count	7	16	32	90
		% within Gender	3.4%	7.7%	15.5%	43.5%
		% within Job:Student True	100.0%	100.0%	100.0%	100.0%
		% of Total	3.4%	7.7%	15.5%	43.5%

Gender * Job:Student True Crosstabulation

			Job:Student True		Total
			Frequently	Always	
Gender	Male	Count	17	4	91
		% within Gender	18.7%	4.4%	100.0%
		% within Job:Student True	39.5%	21.1%	44.0%
		% of Total	8.2%	1.9%	44.0%
	Female	Count	26	15	116
		% within Gender	22.4%	12.9%	100.0%
		% within Job:Student True	60.5%	78.9%	56.0%
		% of Total	12.6%	7.2%	56.0%
Total		Count	43	19	207
		% within Gender	20.8%	9.2%	100.0%
		% within Job:Student True	100.0%	100.0%	100.0%
		% of Total	20.8%	9.2%	100.0%

Gender * Job:Faculty Believe Crosstabulation

			Job:Faculty Believe			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	7	5	21	31
		% within Gender	7.6%	5.4%	22.8%	33.7%
		% within Job:Faculty Believe	63.6%	29.4%	51.2%	42.5%
		% of Total	3.3%	2.4%	9.9%	14.6%
	Female	Count	4	12	20	42
		% within Gender	3.3%	10.0%	16.7%	35.0%
		% within Job:Faculty Believe	36.4%	70.6%	48.8%	57.5%
		% of Total	1.9%	5.7%	9.4%	19.8%
Total		Count	11	17	41	73
		% within Gender	5.2%	8.0%	19.3%	34.4%
		% within Job:Faculty Believe	100.0%	100.0%	100.0%	100.0%
		% of Total	5.2%	8.0%	19.3%	34.4%

Gender * Job:Faculty Believe Crosstabulation

			Job:Faculty Believe		Total
			Frequently	Always	
Gender	Male	Count	25	3	92
		% within Gender	27.2%	3.3%	100.0%
		% within Job:Faculty Believe	49.0%	15.8%	43.4%
		% of Total	11.8%	1.4%	43.4%
	Female	Count	26	16	120
		% within Gender	21.7%	13.3%	100.0%
		% within Job:Faculty Believe	51.0%	84.2%	56.6%
		% of Total	12.3%	7.5%	56.6%
Total		Count	51	19	212
		% within Gender	24.1%	9.0%	100.0%
		% within Job:Faculty Believe	100.0%	100.0%	100.0%
		% of Total	24.1%	9.0%	100.0%

Gender * Job:Faculty True Crosstabulation

			Job:Faculty True			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	7	5	17	35
		% within Gender	8.0%	5.7%	19.3%	39.8%
		% within Job:Faculty True	70.0%	45.5%	54.8%	41.2%
		% of Total	3.4%	2.5%	8.3%	17.2%
	Female	Count	3	6	14	50
		% within Gender	2.6%	5.2%	12.1%	43.1%
		% within Job:Faculty True	30.0%	54.5%	45.2%	58.8%
		% of Total	1.5%	2.9%	6.9%	24.5%
Total		Count	10	11	31	85
		% within Gender	4.9%	5.4%	15.2%	41.7%
		% within Job:Faculty True	100.0%	100.0%	100.0%	100.0%
		% of Total	4.9%	5.4%	15.2%	41.7%

Gender * Job:Faculty True Crosstabulation

			Job:Faculty True		Total
			Frequently	Always	
Gender	Male	Count	21	3	88
		% within Gender	23.9%	3.4%	100.0%
		% within Job:Faculty True	42.0%	17.6%	43.1%
		% of Total	10.3%	1.5%	43.1%
	Female	Count	29	14	116
		% within Gender	25.0%	12.1%	100.0%
		% within Job:Faculty True	58.0%	82.4%	56.9%
		% of Total	14.2%	6.9%	56.9%
Total		Count	50	17	204
		% within Gender	24.5%	8.3%	100.0%
		% within Job:Faculty True	100.0%	100.0%	100.0%
		% of Total	24.5%	8.3%	100.0%

Gender * Job:Narrator Believe Crosstabulation

			Job:Narrator Believe			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	6	2	12	29
		% within Gender	6.5%	2.2%	13.0%	31.5%
		% within Job:Narrator Believe	66.7%	18.2%	63.2%	46.8%
		% of Total	2.8%	.9%	5.6%	13.6%
	Female	Count	3	9	7	33
		% within Gender	2.5%	7.4%	5.7%	27.0%
		% within Job:Narrator Believe	33.3%	81.8%	36.8%	53.2%
		% of Total	1.4%	4.2%	3.3%	15.4%
Total		Count	9	11	19	62
		% within Gender	4.2%	5.1%	8.9%	29.0%
		% within Job:Narrator Believe	100.0%	100.0%	100.0%	100.0%
		% of Total	4.2%	5.1%	8.9%	29.0%

Gender * Job:Narrator Believe Crosstabulation

			Job:Narrator Believe		Total
			Frequently	Always	
Gender	Male	Count	34	9	92
		% within Gender	37.0%	9.8%	100.0%
		% within Job:Narrator Believe	42.5%	27.3%	43.0%
		% of Total	15.9%	4.2%	43.0%
	Female	Count	46	24	122
		% within Gender	37.7%	19.7%	100.0%
		% within Job:Narrator Believe	57.5%	72.7%	57.0%
		% of Total	21.5%	11.2%	57.0%
Total		Count	80	33	214
		% within Gender	37.4%	15.4%	100.0%
		% within Job:Narrator Believe	100.0%	100.0%	100.0%
		% of Total	37.4%	15.4%	100.0%

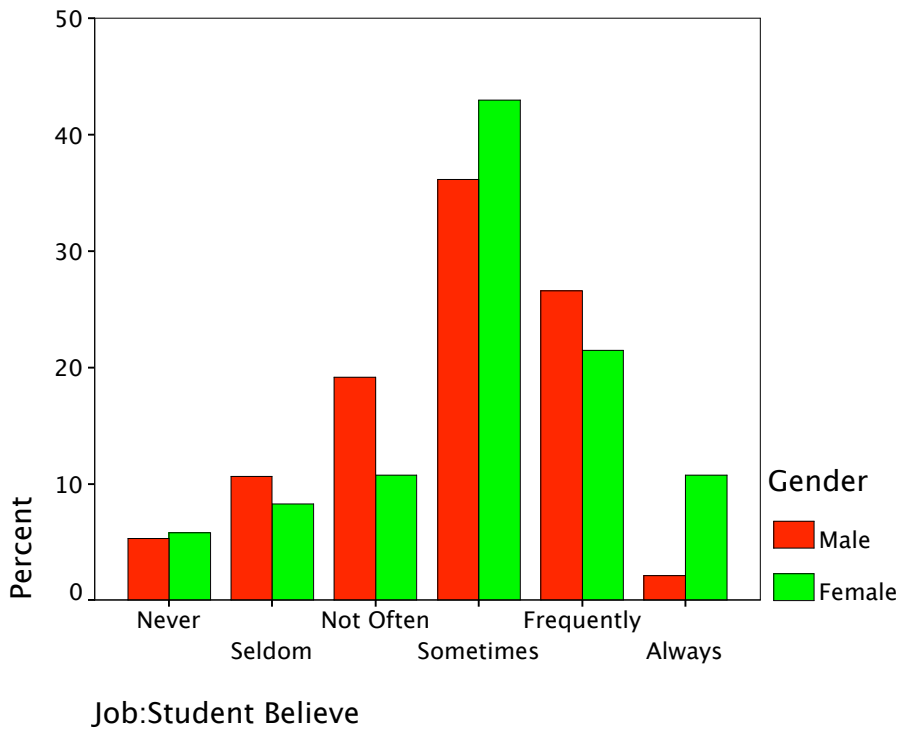
Gender * Job:Narrator True Crosstabulation

			Job:Narrator True			
			Never	Seldom	Not Often	Sometimes
Gender	Male	Count	4	5	15	34
		% within Gender	4.4%	5.5%	16.5%	37.4%
		% within Job:Narrator True	80.0%	45.5%	55.6%	54.8%
		% of Total	2.0%	2.4%	7.3%	16.6%
	Female	Count	1	6	12	28
		% within Gender	.9%	5.3%	10.5%	24.6%
		% within Job:Narrator True	20.0%	54.5%	44.4%	45.2%
		% of Total	.5%	2.9%	5.9%	13.7%
Total		Count	5	11	27	62
		% within Gender	2.4%	5.4%	13.2%	30.2%
		% within Job:Narrator True	100.0%	100.0%	100.0%	100.0%
		% of Total	2.4%	5.4%	13.2%	30.2%

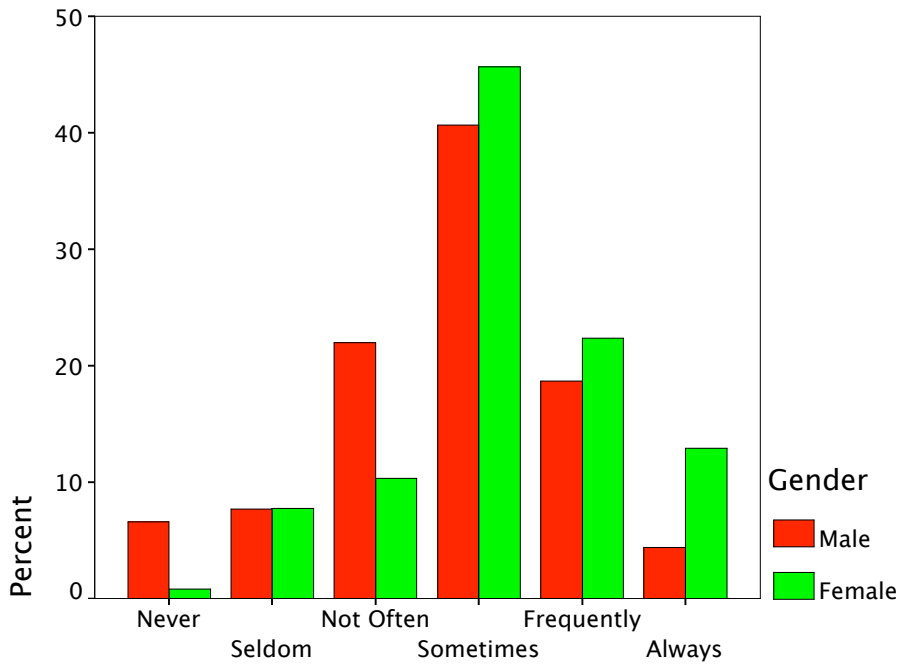
Gender * Job:Narrator True Crosstabulation

			Job:Narrator True		Total
			Frequently	Always	
Gender	Male	Count	25	8	91
		% within Gender	27.5%	8.8%	100.0%
		% within Job:Narrator True	34.7%	28.6%	44.4%
		% of Total	12.2%	3.9%	44.4%
Female	Female	Count	47	20	114
		% within Gender	41.2%	17.5%	100.0%
		% within Job:Narrator True	65.3%	71.4%	55.6%
		% of Total	22.9%	9.8%	55.6%
Total	Total	Count	72	28	205
		% within Gender	35.1%	13.7%	100.0%
		% within Job:Narrator True	100.0%	100.0%	100.0%
		% of Total	35.1%	13.7%	100.0%

Graph

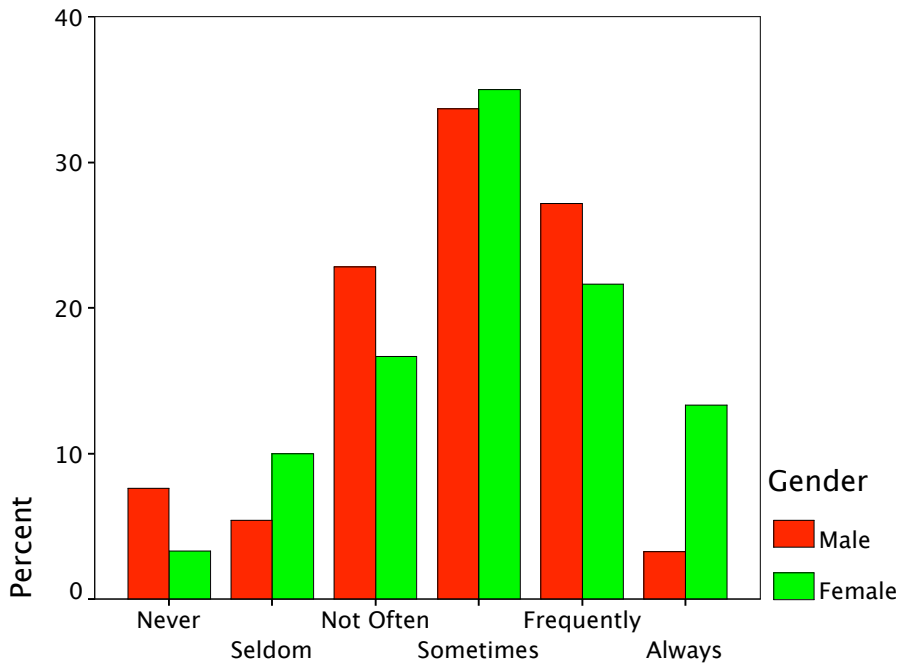


Graph



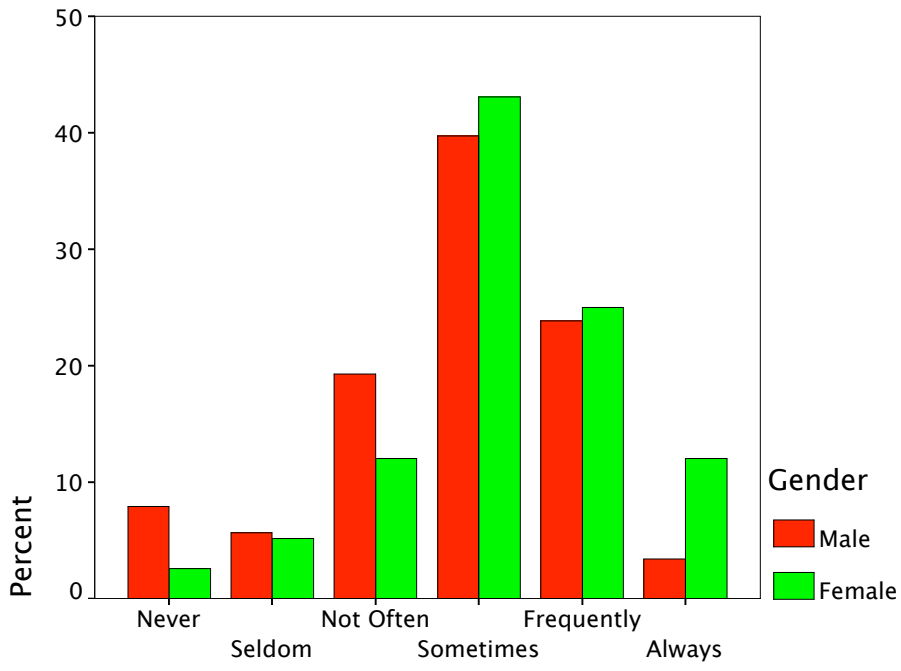
Job:Student True

Graph



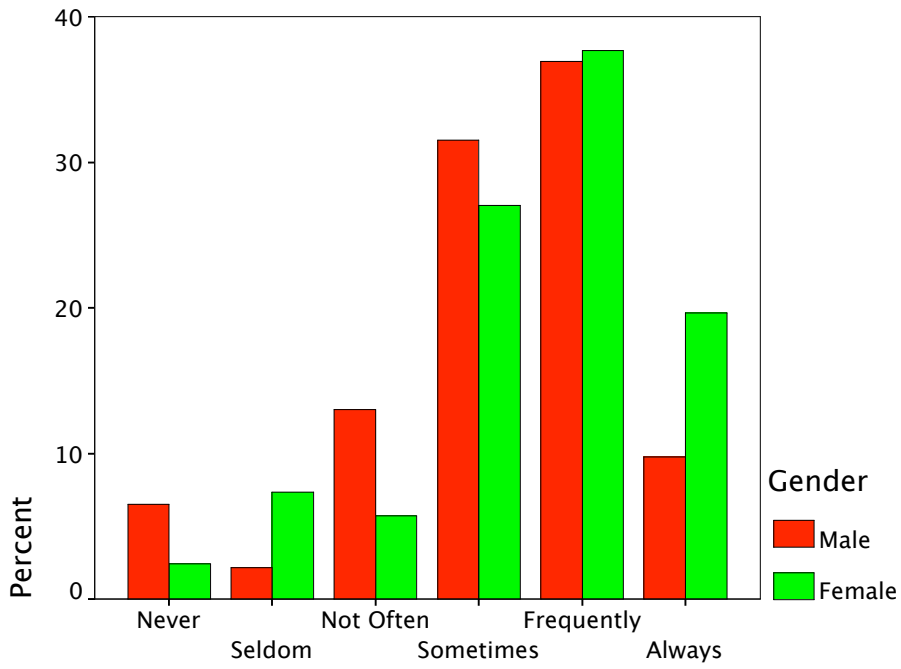
Job:Faculty Believe

Graph



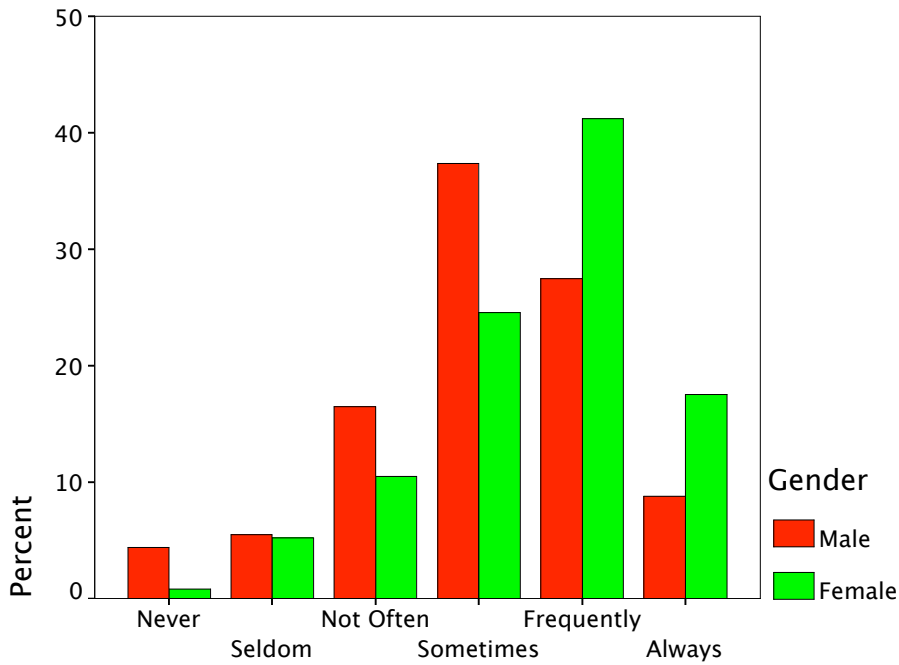
Job:Faculty True

Graph



Job:Narrator Believe

Graph



Job:Narrator True

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Coll. uses web comm. w/students	296	97.7%
Gender * Coll. uses web to spread info	296	97.7%
Gender * Coll. used email to recruit me	294	97.0%
Gender * Visited coll. site during coll. search	295	97.4%
Gender * Decided to Apply/Not from site info	295	97.4%
Gender * Judge quality of school:view site	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Coll. uses web comm. w/students	7	2.3%	303	100.0%
Gender * Coll. uses web to spread info	7	2.3%	303	100.0%
Gender * Coll. used email to recruit me	9	3.0%	303	100.0%
Gender * Visited coll. site during coll. search	8	2.6%	303	100.0%
Gender * Decided to Apply/Not from site info	8	2.6%	303	100.0%
Gender * Judge quality of school:view site	6	2.0%	303	100.0%

Gender * Coll. uses web comm. w/students Crosstabulation

			Coll. uses web comm. w/students			
			Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree
Gender	Male	Count	3	1	7	34
		% within Gender	2.7%	.9%	6.3%	30.6%
		% within Coll. uses web comm. w/students	37.5%	8.3%	38.9%	39.5%
		% of Total	1.0%	.3%	2.4%	11.5%
	Female	Count	5	11	11	52
		% within Gender	2.7%	5.9%	5.9%	28.1%
		% within Coll. uses web comm. w/students	62.5%	91.7%	61.1%	60.5%
		% of Total	1.7%	3.7%	3.7%	17.6%
Total		Count	8	12	18	86
		% within Gender	2.7%	4.1%	6.1%	29.1%
		% within Coll. uses web comm. w/students	100.0%	100.0%	100.0%	100.0%
		% of Total	2.7%	4.1%	6.1%	29.1%

Gender * Coll. uses web comm. w/students Crosstabulation

			Coll. uses web comm.		Total
			Agree	Strongly Agree	
Gender	Male	Count	43	23	111
		% within Gender	38.7%	20.7%	100.0%
		% within Coll. uses web comm. w/students	36.8%	41.8%	37.5%
		% of Total	14.5%	7.8%	37.5%
	Female	Count	74	32	185
		% within Gender	40.0%	17.3%	100.0%
		% within Coll. uses web comm. w/students	63.2%	58.2%	62.5%
		% of Total	25.0%	10.8%	62.5%
Total		Count	117	55	296
		% within Gender	39.5%	18.6%	100.0%
		% within Coll. uses web comm. w/students	100.0%	100.0%	100.0%
		% of Total	39.5%	18.6%	100.0%

Gender * Coll. uses web to spread info Crosstabulation

			Coll. uses web to spread info			
			Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree
Gender	Male	Count	3	3	16	28
		% within Gender	2.7%	2.7%	14.3%	25.0%
		% within Coll. uses web to spread info	50.0%	25.0%	44.4%	36.4%
		% of Total	1.0%	1.0%	5.4%	9.5%
	Female	Count	3	9	20	49
		% within Gender	1.6%	4.9%	10.9%	26.6%
		% within Coll. uses web to spread info	50.0%	75.0%	55.6%	63.6%
		% of Total	1.0%	3.0%	6.8%	16.6%
Total		Count	6	12	36	77
		% within Gender	2.0%	4.1%	12.2%	26.0%
		% within Coll. uses web to spread info	100.0%	100.0%	100.0%	100.0%
		% of Total	2.0%	4.1%	12.2%	26.0%

Gender * Coll. uses web to spread info Crosstabulation

			Coll. uses web to spread info		Total
			Agree	Strongly Agree	
Gender	Male	Count	44	18	112
		% within Gender	39.3%	16.1%	100.0%
		% within Coll. uses web to spread info	36.7%	40.0%	37.8%
		% of Total	14.9%	6.1%	37.8%
	Female	Count	76	27	184
		% within Gender	41.3%	14.7%	100.0%
		% within Coll. uses web to spread info	63.3%	60.0%	62.2%
		% of Total	25.7%	9.1%	62.2%
Total		Count	120	45	296
		% within Gender	40.5%	15.2%	100.0%
		% within Coll. uses web to spread info	100.0%	100.0%	100.0%
		% of Total	40.5%	15.2%	100.0%

Gender * Coll. used email to recruit me Crosstabulation

			Coll. used email to recruit me			
			Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree
Gender	Male	Count	35	26	21	16
		% within Gender	31.3%	23.2%	18.8%	14.3%
		% within Coll. used email to recruit me	36.8%	29.2%	51.2%	47.1%
		% of Total	11.9%	8.8%	7.1%	5.4%
	Female	Count	60	63	20	18
		% within Gender	33.0%	34.6%	11.0%	9.9%
		% within Coll. used email to recruit me	63.2%	70.8%	48.8%	52.9%
		% of Total	20.4%	21.4%	6.8%	6.1%
Total		Count	95	89	41	34
		% within Gender	32.3%	30.3%	13.9%	11.6%
		% within Coll. used email to recruit me	100.0%	100.0%	100.0%	100.0%
		% of Total	32.3%	30.3%	13.9%	11.6%

Gender * Coll. used email to recruit me Crosstabulation

			Coll. used email to recruit		Total
			Agree	Strongly Agree	
Gender	Male	Count	9	5	112
		% within Gender	8.0%	4.5%	100.0%
		% within Coll. used email to recruit me	37.5%	45.5%	38.1%
		% of Total	3.1%	1.7%	38.1%
	Female	Count	15	6	182
		% within Gender	8.2%	3.3%	100.0%
		% within Coll. used email to recruit me	62.5%	54.5%	61.9%
		% of Total	5.1%	2.0%	61.9%
Total		Count	24	11	294
		% within Gender	8.2%	3.7%	100.0%
		% within Coll. used email to recruit me	100.0%	100.0%	100.0%
		% of Total	8.2%	3.7%	100.0%

Gender * Visited coll. site during coll. search Crosstabulation

			Visited coll. site during coll. search			
			Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree
Gender	Male	Count	13	10	6	13
		% within Gender	11.7%	9.0%	5.4%	11.7%
		% within Visited coll. site during coll. search	31.0%	38.5%	46.2%	40.6%
		% of Total	4.4%	3.4%	2.0%	4.4%
	Female	Count	29	16	7	19
		% within Gender	15.8%	8.7%	3.8%	10.3%
		% within Visited coll. site during coll. search	69.0%	61.5%	53.8%	59.4%
		% of Total	9.8%	5.4%	2.4%	6.4%
Total		Count	42	26	13	32
		% within Gender	14.2%	8.8%	4.4%	10.8%
		% within Visited coll. site during coll. search	100.0%	100.0%	100.0%	100.0%
		% of Total	14.2%	8.8%	4.4%	10.8%

Gender * Visited coll. site during coll. search Crosstabulation

			Visited coll. site during coll.		Total
			Agree	Strongly Agree	
Gender	Male	Count	35	34	111
		% within Gender	31.5%	30.6%	100.0%
		% within Visited coll. site during coll. search	36.8%	39.1%	37.6%
		% of Total	11.9%	11.5%	37.6%
	Female	Count	60	53	184
		% within Gender	32.6%	28.8%	100.0%
		% within Visited coll. site during coll. search	63.2%	60.9%	62.4%
		% of Total	20.3%	18.0%	62.4%
Total		Count	95	87	295
		% within Gender	32.2%	29.5%	100.0%
		% within Visited coll. site during coll. search	100.0%	100.0%	100.0%
		% of Total	32.2%	29.5%	100.0%

Gender * Decided to Apply/Not from site info Crosstabulation

			Decided to Apply/Not from site info			
			Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree
Gender	Male	Count	22	19	11	26
		% within Gender	19.6%	17.0%	9.8%	23.2%
		% within Decided to Apply/Not from site info	35.5%	39.6%	34.4%	37.1%
		% of Total	7.5%	6.4%	3.7%	8.8%
	Female	Count	40	29	21	44
		% within Gender	21.9%	15.8%	11.5%	24.0%
		% within Decided to Apply/Not from site info	64.5%	60.4%	65.6%	62.9%
		% of Total	13.6%	9.8%	7.1%	14.9%
Total		Count	62	48	32	70
		% within Gender	21.0%	16.3%	10.8%	23.7%
		% within Decided to Apply/Not from site info	100.0%	100.0%	100.0%	100.0%
		% of Total	21.0%	16.3%	10.8%	23.7%

Gender * Decided to Apply/Not from site info Crosstabulation

			Decided to Apply/Not from		Total
			Agree	Strongly Agree	
Gender	Male	Count	21	13	112
		% within Gender	18.8%	11.6%	100.0%
		% within Decided to Apply/Not from site info	44.7%	36.1%	38.0%
		% of Total	7.1%	4.4%	38.0%
	Female	Count	26	23	183
		% within Gender	14.2%	12.6%	100.0%
		% within Decided to Apply/Not from site info	55.3%	63.9%	62.0%
		% of Total	8.8%	7.8%	62.0%
Total		Count	47	36	295
		% within Gender	15.9%	12.2%	100.0%
		% within Decided to Apply/Not from site info	100.0%	100.0%	100.0%
		% of Total	15.9%	12.2%	100.0%

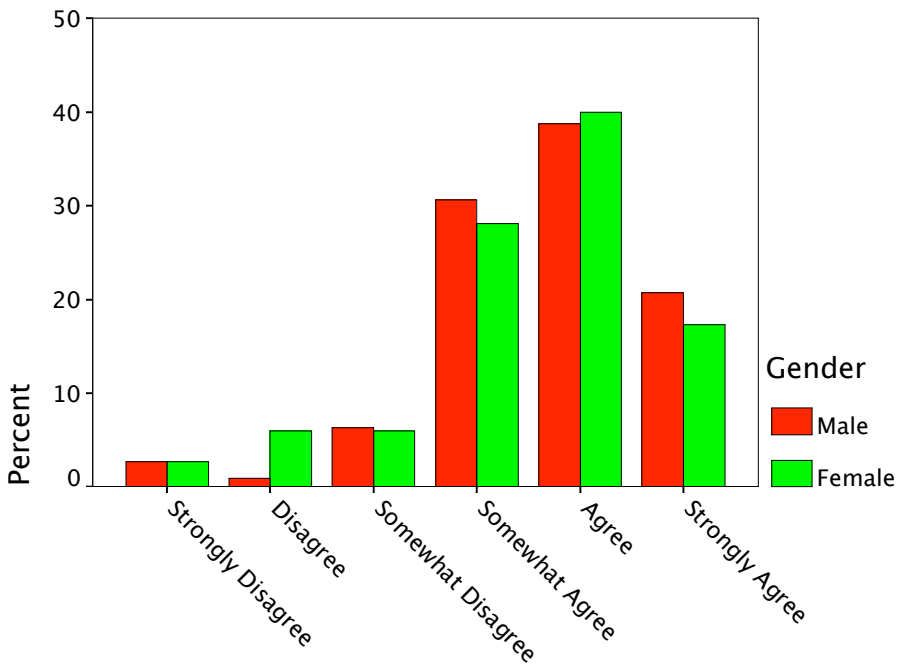
Gender * Judge quality of school:view site Crosstabulation

			Judge quality of school:view site			
			Strongly Disagree	Dislike	Somewhat Disagree	Somewhat Agree
Gender	Male	Count	17	18	11	21
		% within Gender	15.2%	16.1%	9.8%	18.8%
		% within Judge quality of school:view site	37.8%	43.9%	33.3%	30.9%
		% of Total	5.7%	6.1%	3.7%	7.1%
	Female	Count	28	23	22	47
		% within Gender	15.1%	12.4%	11.9%	25.4%
		% within Judge quality of school:view site	62.2%	56.1%	66.7%	69.1%
		% of Total	9.4%	7.7%	7.4%	15.8%
Total		Count	45	41	33	68
		% within Gender	15.2%	13.8%	11.1%	22.9%
		% within Judge quality of school:view site	100.0%	100.0%	100.0%	100.0%
		% of Total	15.2%	13.8%	11.1%	22.9%

Gender * Judge quality of school:view site Crosstabulation

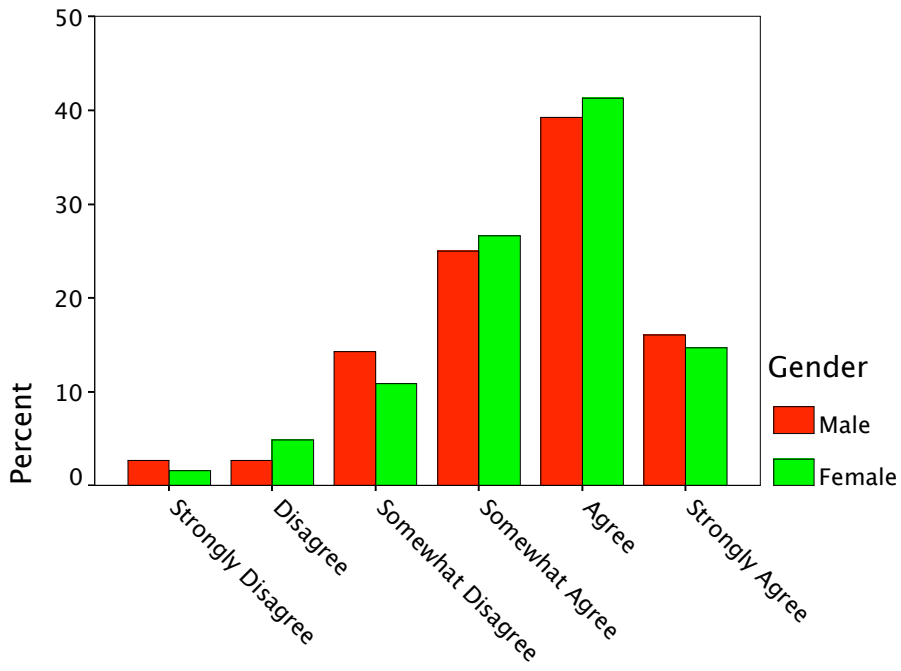
			Judge quality of school:view		Total
			Agree	Strongly Agree	
Gender	Male	Count	23	22	112
		% within Gender	20.5%	19.6%	100.0%
		% within Judge quality of school:view site	42.6%	39.3%	37.7%
		% of Total	7.7%	7.4%	37.7%
Female	Female	Count	31	34	185
		% within Gender	16.8%	18.4%	100.0%
		% within Judge quality of school:view site	57.4%	60.7%	62.3%
		% of Total	10.4%	11.4%	62.3%
Total	Total	Count	54	56	297
		% within Gender	18.2%	18.9%	100.0%
		% within Judge quality of school:view site	100.0%	100.0%	100.0%
		% of Total	18.2%	18.9%	100.0%

Graph



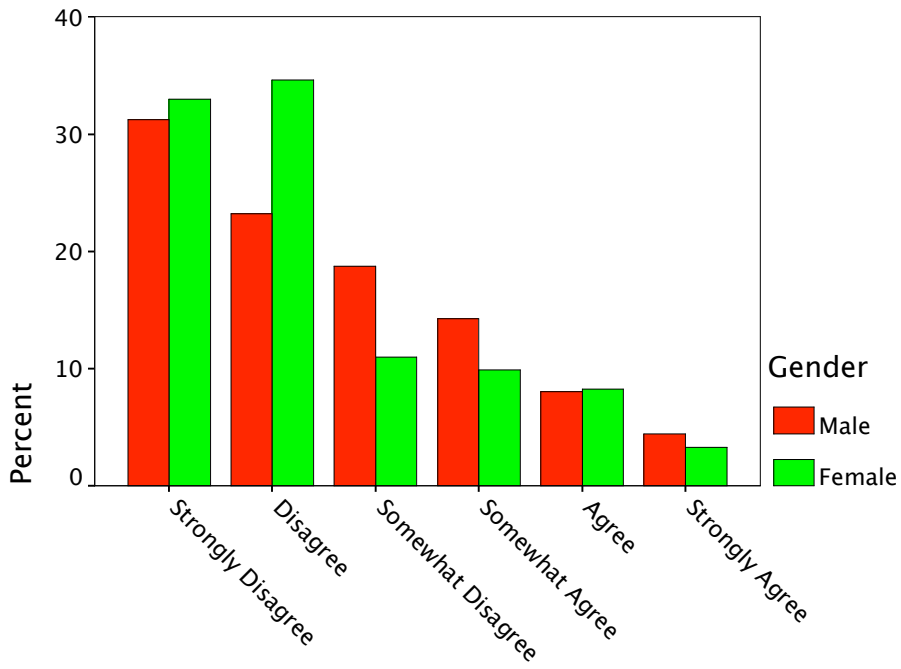
Coll. uses web comm. w/students

Graph



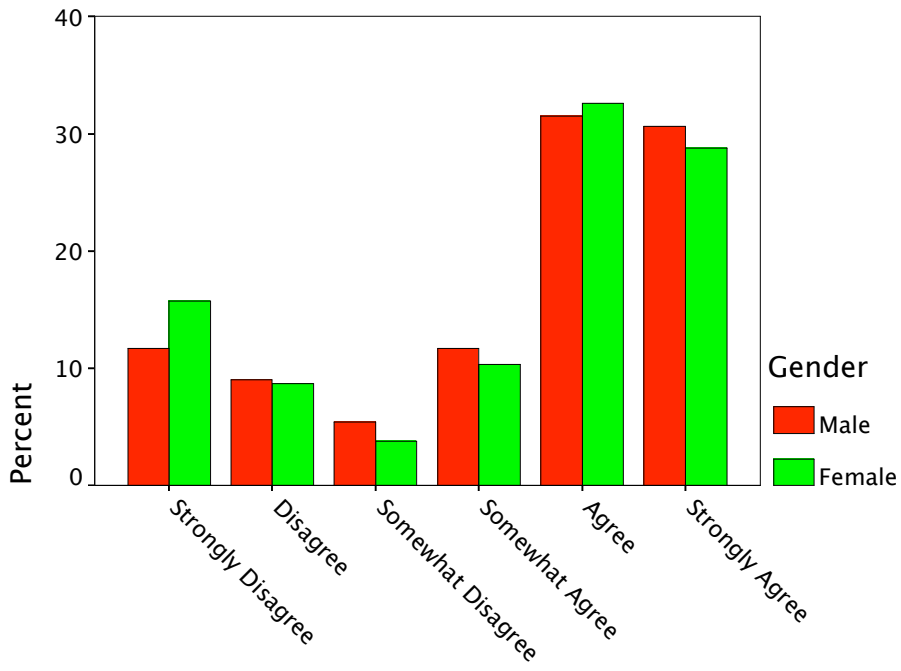
Coll. uses web to spread info

Graph



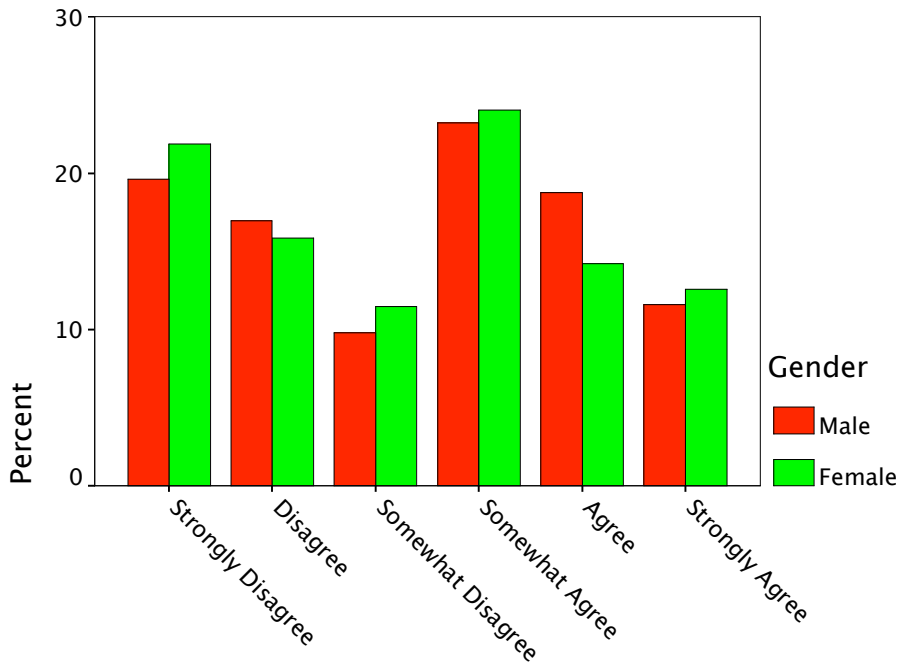
Coll. used email to recruit me

Graph



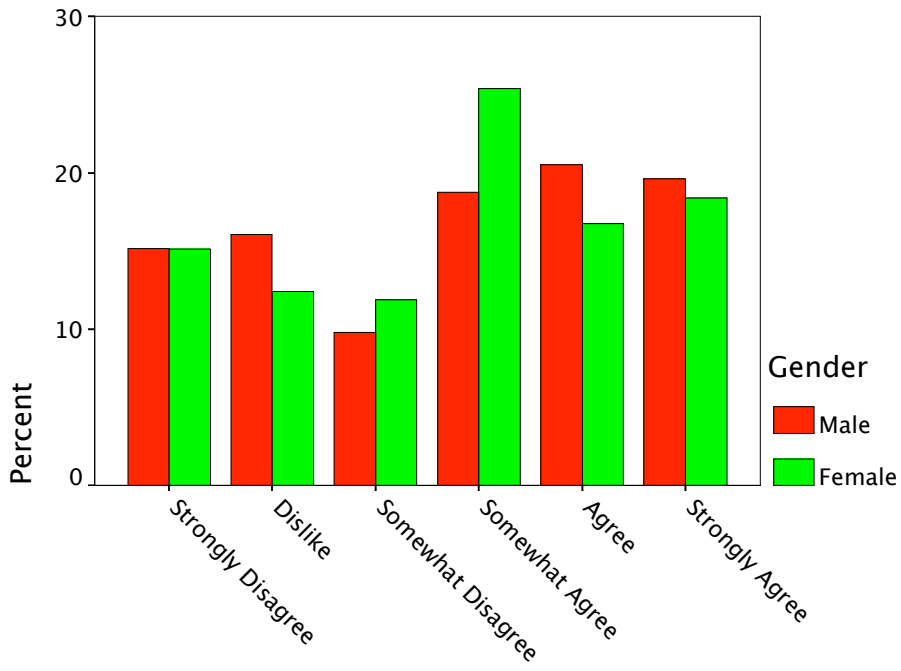
Visited coll. site during coll. search

Graph



Decided to Apply/Not from site info

Graph



Judge quality of school:view site

Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Internet Home	276	91.1%
Gender * Internet Work	149	49.2%
Gender * Internet School	260	85.8%
Gender * Internet Access Speed	296	97.7%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Internet Home	27	8.9%	303	100.0%
Gender * Internet Work	154	50.8%	303	100.0%
Gender * Internet School	43	14.2%	303	100.0%
Gender * Internet Access Speed	7	2.3%	303	100.0%

Gender * Internet Home Crosstabulation

			Internet Home	Total
			Yes	
Gender	Male	Count	103	103
		% within Gender	100.0%	100.0%
		% within Internet Home	37.3%	37.3%
		% of Total	37.3%	37.3%
	Female	Count	173	173
		% within Gender	100.0%	100.0%
		% within Internet Home	62.7%	62.7%
		% of Total	62.7%	62.7%
Total		Count	276	276
		% within Gender	100.0%	100.0%
		% within Internet Home	100.0%	100.0%
		% of Total	100.0%	100.0%

Gender * Internet Work Crosstabulation

			Internet Work	
			Yes	Total
Gender	Male	Count	58	58
		% within Gender	100.0%	100.0%
		% within Internet Work	38.9%	38.9%
		% of Total	38.9%	38.9%
	Female	Count	91	91
		% within Gender	100.0%	100.0%
		% within Internet Work	61.1%	61.1%
		% of Total	61.1%	61.1%
Total		Count	149	149
		% within Gender	100.0%	100.0%
		% within Internet Work	100.0%	100.0%
		% of Total	100.0%	100.0%

Gender * Internet School Crosstabulation

			Internet School	
			Yes	Total
Gender	Male	Count	107	107
		% within Gender	100.0%	100.0%
		% within Internet School	41.2%	41.2%
		% of Total	41.2%	41.2%
	Female	Count	153	153
		% within Gender	100.0%	100.0%
		% within Internet School	58.8%	58.8%
		% of Total	58.8%	58.8%
Total		Count	260	260
		% within Gender	100.0%	100.0%
		% within Internet School	100.0%	100.0%
		% of Total	100.0%	100.0%

Gender * Internet Access Speed Crosstabulation

			Internet Access Speed		
			Dial-Up	Broadband	Neither
Gender	Male	Count	12	89	9
		% within Gender	10.7%	79.5%	8.0%
		% within Internet Access Speed	40.0%	41.0%	25.0%
		% of Total	4.1%	30.1%	3.0%
	Female	Count	18	128	27
		% within Gender	9.8%	69.6%	14.7%
		% within Internet Access Speed	60.0%	59.0%	75.0%
		% of Total	6.1%	43.2%	9.1%
Total	Count	30	217	36	
	% within Gender	10.1%	73.3%	12.2%	
	% within Internet Access Speed	100.0%	100.0%	100.0%	
	% of Total	10.1%	73.3%	12.2%	

Gender * Internet Access Speed Crosstabulation

			Internet	
			Not Sure	Total
Gender	Male	Count	2	112
		% within Gender	1.8%	100.0%
		% within Internet Access Speed	15.4%	37.8%
		% of Total	.7%	37.8%
	Female	Count	11	184
		% within Gender	6.0%	100.0%
		% within Internet Access Speed	84.6%	62.2%
		% of Total	3.7%	62.2%
Total		Count	13	296
		% within Gender	4.4%	100.0%
		% within Internet Access Speed	100.0%	100.0%
		% of Total	4.4%	100.0%

Graph

>Warning # 19185
 >Cannot produce high-resolution chart - there are not enough categories.
 >The category variable(s) must generate at least two distinct categories.

>Error # 17897
 >The Graph procedure did not produce any charts.
 >This command not executed.

Graph

>Warning # 19185
 >Cannot produce high-resolution chart - there are not enough categories.
 >The category variable(s) must generate at least two distinct categories.

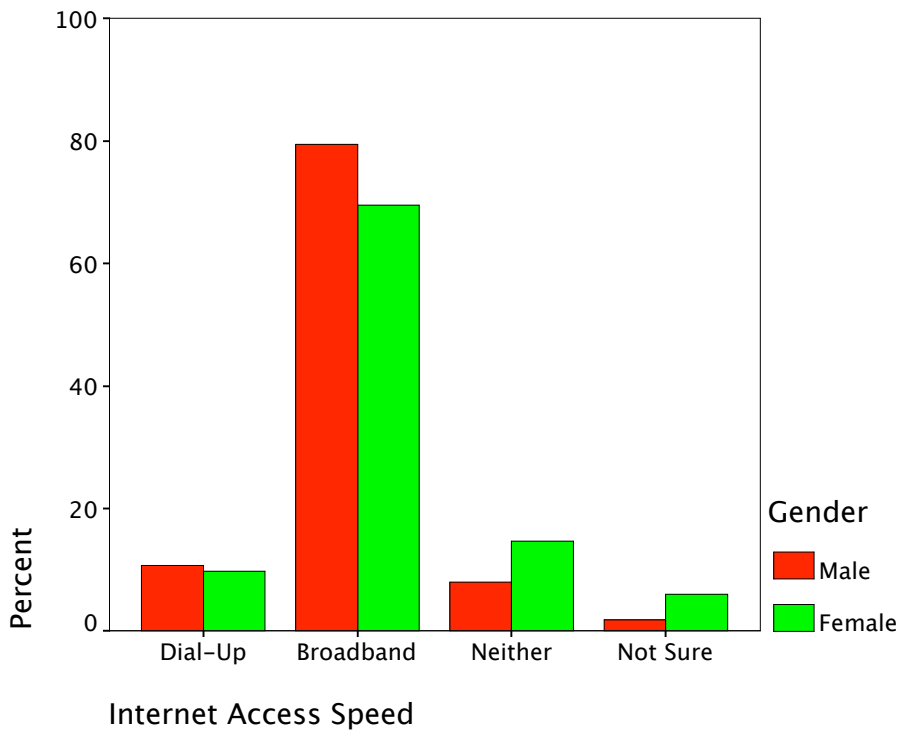
>Error # 17897
 >The Graph procedure did not produce any charts.
 >This command not executed.

Graph

>Warning # 19185
 >Cannot produce high-resolution chart - there are not enough categories.
 >The category variable(s) must generate at least two distinct categories.

>Error # 17897
 >The Graph procedure did not produce any charts.
 >This command not executed.

Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Own iPod/MP3	297	98.0%

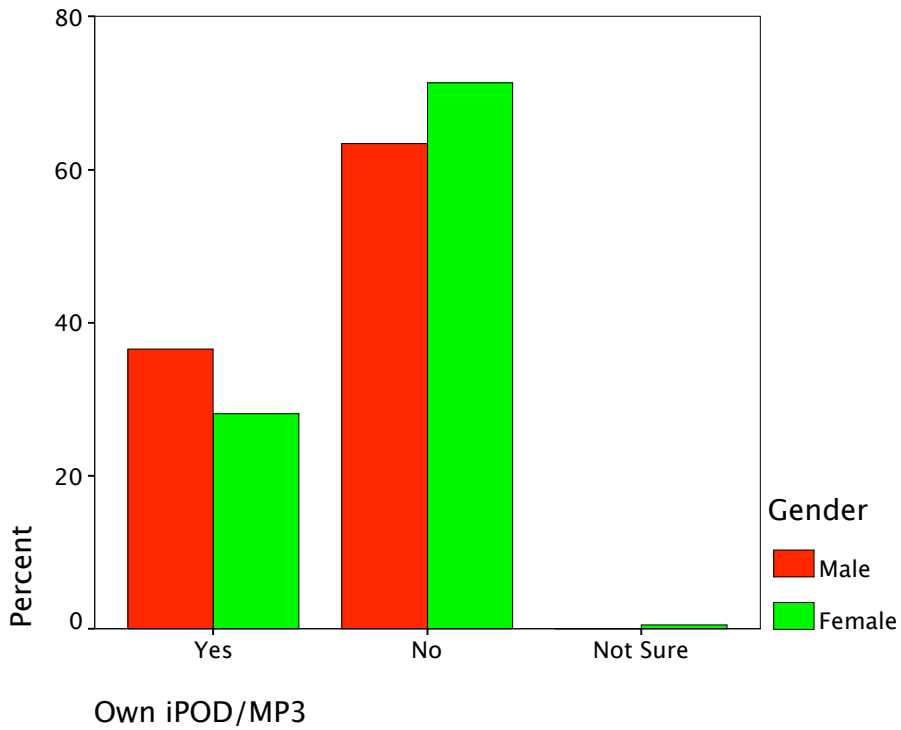
Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Own iPod/MP3	6	2.0%	303	100.0%

Gender * Own iPod/MP3 Crosstabulation

			Own iPod/MP3			Total
			Yes	No	Not Sure	
Gender	Male	Count	41	71		112
		% within Gender	36.6%	63.4%		100.0%
		% within Own iPod/MP3	44.1%	35.0%		37.7%
		% of Total	13.8%	23.9%		37.7%
	Female	Count	52	132	1	185
		% within Gender	28.1%	71.4%	.5%	100.0%
		% within Own iPod/MP3	55.9%	65.0%	100.0%	62.3%
		% of Total	17.5%	44.4%	.3%	62.3%
Total		Count	93	203	1	297
		% within Gender	31.3%	68.4%	.3%	100.0%
		% within Own iPod/MP3	100.0%	100.0%	100.0%	100.0%
		% of Total	31.3%	68.4%	.3%	100.0%

Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Wkly # of People IM on Computer	297	98.0%
Gender * # of People w/your IM Address	297	98.0%
Gender * Wkly - # of People TM on Phone	296	97.7%
Gender * # of People w/your TM address	297	98.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Wkly # of People IM on Computer	6	2.0%	303	100.0%
Gender * # of People w/your IM Address	6	2.0%	303	100.0%
Gender * Wkly - # of People TM on Phone	7	2.3%	303	100.0%
Gender * # of People w/your TM address	6	2.0%	303	100.0%

Gender * Wkly # of People IM on Computer Crosstabulation

			Wkly # of People IM on Computer			
			None	1 - 5 People	6 - 10 People	11 - 15 People
Gender	Male	Count	47	45	11	3
		% within Gender	42.0%	40.2%	9.8%	2.7%
		% within Wkly # of People IM on Computer	33.8%	41.7%	32.4%	60.0%
		% of Total	15.8%	15.2%	3.7%	1.0%
	Female	Count	92	63	23	2
		% within Gender	49.7%	34.1%	12.4%	1.1%
		% within Wkly # of People IM on Computer	66.2%	58.3%	67.6%	40.0%
		% of Total	31.0%	21.2%	7.7%	.7%
Total		Count	139	108	34	5
		% within Gender	46.8%	36.4%	11.4%	1.7%
		% within Wkly # of People IM on Computer	100.0%	100.0%	100.0%	100.0%
		% of Total	46.8%	36.4%	11.4%	1.7%

Gender * Wkly # of People IM on Computer Crosstabulation

			Wkly # of People IM on		Total
			16 - 20 People	> 20 People	
Gender	Male	Count	2	4	112
		% within Gender	1.8%	3.6%	100.0%
		% within Wkly # of People IM on Computer	50.0%	57.1%	37.7%
		% of Total	.7%	1.3%	37.7%
	Female	Count	2	3	185
		% within Gender	1.1%	1.6%	100.0%
		% within Wkly # of People IM on Computer	50.0%	42.9%	62.3%
		% of Total	.7%	1.0%	62.3%
Total		Count	4	7	297
		% within Gender	1.3%	2.4%	100.0%
		% within Wkly # of People IM on Computer	100.0%	100.0%	100.0%
		% of Total	1.3%	2.4%	100.0%

Gender * # of People w/your IM Address Crosstabulation

			# of People w/your IM Address			
			None	1 - 5 People	6 - 10 People	11 - 15 People
Gender	Male	Count	31	22	19	6
		% within Gender	27.7%	19.6%	17.0%	5.4%
		% within # of People w/your IM Address	36.0%	34.4%	46.3%	35.3%
		% of Total	10.4%	7.4%	6.4%	2.0%
	Female	Count	55	42	22	11
		% within Gender	29.7%	22.7%	11.9%	5.9%
		% within # of People w/your IM Address	64.0%	65.6%	53.7%	64.7%
		% of Total	18.5%	14.1%	7.4%	3.7%
Total		Count	86	64	41	17
		% within Gender	29.0%	21.5%	13.8%	5.7%
		% within # of People w/your IM Address	100.0%	100.0%	100.0%	100.0%
		% of Total	29.0%	21.5%	13.8%	5.7%

Gender * # of People w/your IM Address Crosstabulation

			# of People w/your IM		Total
			16 - 20 People	> 20 People	
Gender	Male	Count	5	29	112
		% within Gender	4.5%	25.9%	100.0%
		% within # of People w/your IM Address	50.0%	36.7%	37.7%
		% of Total	1.7%	9.8%	37.7%
	Female	Count	5	50	185
		% within Gender	2.7%	27.0%	100.0%
		% within # of People w/your IM Address	50.0%	63.3%	62.3%
		% of Total	1.7%	16.8%	62.3%
Total		Count	10	79	297
		% within Gender	3.4%	26.6%	100.0%
		% within # of People w/your IM Address	100.0%	100.0%	100.0%
		% of Total	3.4%	26.6%	100.0%

Gender * Wkly - # of People TM on Phone Crosstabulation

			Wkly - # of People TM on Phone			
			None	1 - 5 People	6 - 10 People	11 - 15 People
Gender	Male	Count	42	41	14	7
		% within Gender	37.5%	36.6%	12.5%	6.3%
		% within Wkly - # of People TM on Phone	37.8%	36.0%	37.8%	50.0%
		% of Total	14.2%	13.9%	4.7%	2.4%
	Female	Count	69	73	23	7
		% within Gender	37.5%	39.7%	12.5%	3.8%
		% within Wkly - # of People TM on Phone	62.2%	64.0%	62.2%	50.0%
		% of Total	23.3%	24.7%	7.8%	2.4%
Total		Count	111	114	37	14
		% within Gender	37.5%	38.5%	12.5%	4.7%
		% within Wkly - # of People TM on Phone	100.0%	100.0%	100.0%	100.0%
		% of Total	37.5%	38.5%	12.5%	4.7%

Gender * Wkly - # of People TM on Phone Crosstabulation

			Wkly - # of People TM on		Total
			16 - 20 People	> 20 People	
Gender	Male	Count	3	5	112
		% within Gender	2.7%	4.5%	100.0%
		% within Wkly - # of People TM on Phone	33.3%	45.5%	37.8%
		% of Total	1.0%	1.7%	37.8%
	Female	Count	6	6	184
		% within Gender	3.3%	3.3%	100.0%
		% within Wkly - # of People TM on Phone	66.7%	54.5%	62.2%
		% of Total	2.0%	2.0%	62.2%
Total		Count	9	11	296
		% within Gender	3.0%	3.7%	100.0%
		% within Wkly - # of People TM on Phone	100.0%	100.0%	100.0%
		% of Total	3.0%	3.7%	100.0%

Gender * # of People w/your TM address Crosstabulation

			# of People w/your TM address			
			None	1 - 5 People	6 - 10 People	11 - 15 People
Gender	Male	Count	32	21	11	4
		% within Gender	28.6%	18.8%	9.8%	3.6%
		% within # of People w/your TM address	33.7%	33.3%	44.0%	50.0%
		% of Total	10.8%	7.1%	3.7%	1.3%
	Female	Count	63	42	14	4
		% within Gender	34.1%	22.7%	7.6%	2.2%
		% within # of People w/your TM address	66.3%	66.7%	56.0%	50.0%
		% of Total	21.2%	14.1%	4.7%	1.3%
Total		Count	95	63	25	8
		% within Gender	32.0%	21.2%	8.4%	2.7%
		% within # of People w/your TM address	100.0%	100.0%	100.0%	100.0%
		% of Total	32.0%	21.2%	8.4%	2.7%

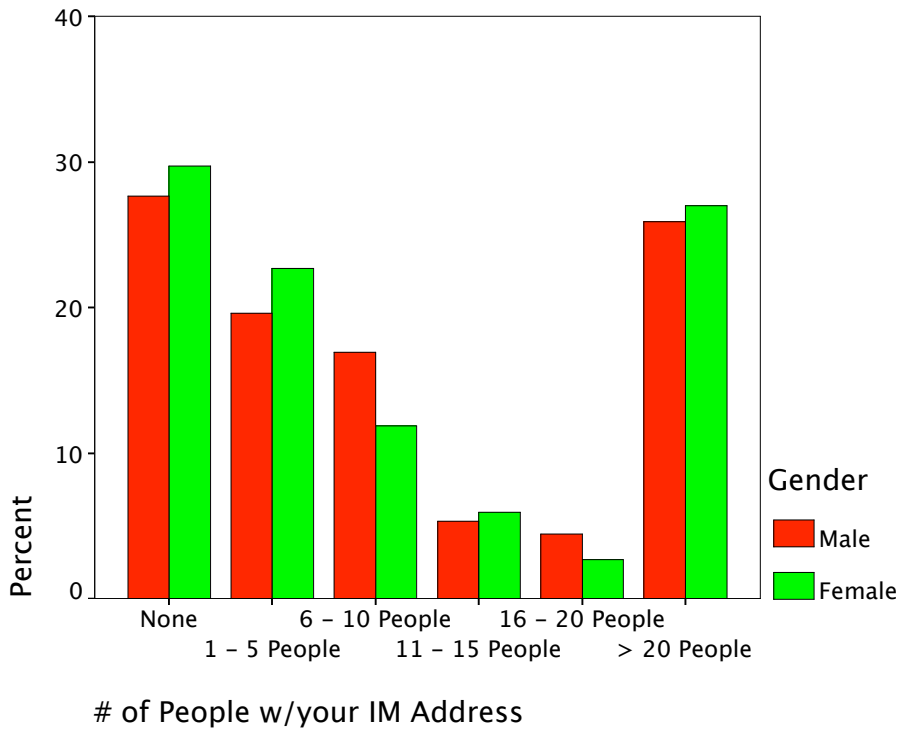
Gender * # of People w/your TM address Crosstabulation

			# of People w/your TM		Total
			16 - 20 People	> 20 People	
Gender	Male	Count	4	40	112
		% within Gender	3.6%	35.7%	100.0%
		% within # of People w/your TM address	30.8%	43.0%	37.7%
		% of Total	1.3%	13.5%	37.7%
Female	Female	Count	9	53	185
		% within Gender	4.9%	28.6%	100.0%
		% within # of People w/your TM address	69.2%	57.0%	62.3%
		% of Total	3.0%	17.8%	62.3%
Total	Total	Count	13	93	297
		% within Gender	4.4%	31.3%	100.0%
		% within # of People w/your TM address	100.0%	100.0%	100.0%
		% of Total	4.4%	31.3%	100.0%

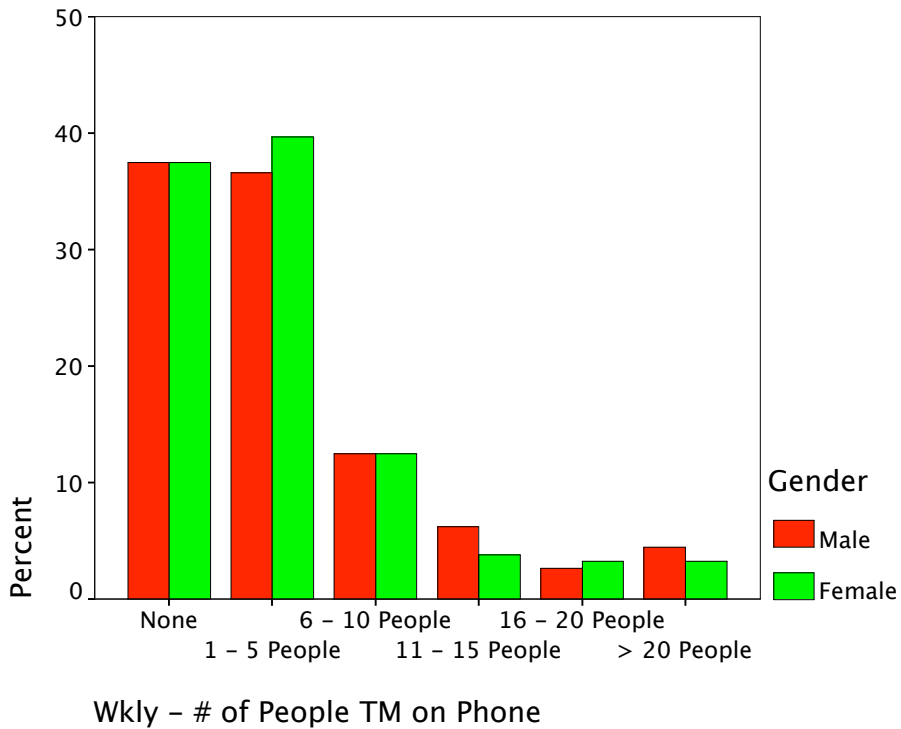
Graph



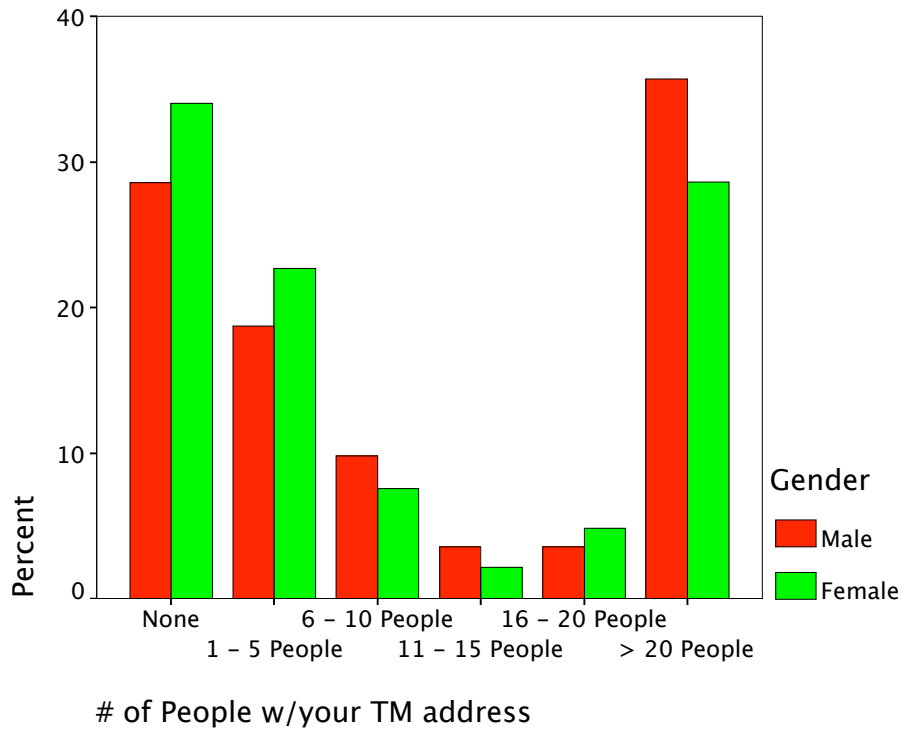
Graph



Graph



Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Expected response time to email?	296	97.7%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Expected response time to email?	7	2.3%	303	100.0%

Gender * Expected response time to email? Crosstabulation

			Expected response time to email?			
			1 hour	2 hours	3 hours	4 hours
Gender	Male	Count	6	6	2	2
		% within Gender	5.4%	5.4%	1.8%	1.8%
		% within Expected response time to email?	33.3%	37.5%	28.6%	22.2%
		% of Total	2.0%	2.0%	.7%	.7%
	Female	Count	12	10	5	7
		% within Gender	6.5%	5.4%	2.7%	3.8%
		% within Expected response time to email?	66.7%	62.5%	71.4%	77.8%
		% of Total	4.1%	3.4%	1.7%	2.4%
Total	Count	18	16	7	9	
	% within Gender	6.1%	5.4%	2.4%	3.0%	
	% within Expected response time to email?	100.0%	100.0%	100.0%	100.0%	
	% of Total	6.1%	5.4%	2.4%	3.0%	

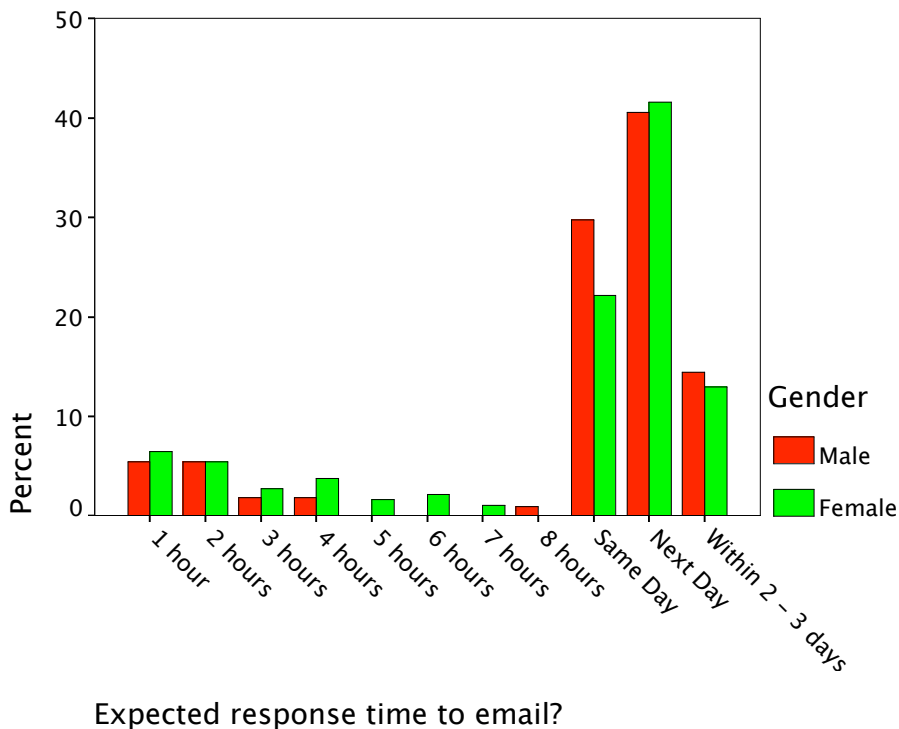
Gender * Expected response time to email? Crosstabulation

			Expected response time to email?			
			5 hours	6 hours	7 hours	8 hours
Gender	Male	Count				1
		% within Gender				.9%
		% within Expected response time to email?				100.0%
		% of Total				.3%
	Female	Count	3	4	2	
		% within Gender	1.6%	2.2%	1.1%	
		% within Expected response time to email?	100.0%	100.0%	100.0%	
		% of Total	1.0%	1.4%	.7%	
Total		Count	3	4	2	1
		% within Gender	1.0%	1.4%	.7%	.3%
		% within Expected response time to email?	100.0%	100.0%	100.0%	100.0%
		% of Total	1.0%	1.4%	.7%	.3%

Gender * Expected response time to email? Crosstabulation

			Expected response time to email?			Total
			Same Day	Next Day	Within 2 - 3 days	
Gender	Male	Count	33	45	16	111
		% within Gender	29.7%	40.5%	14.4%	100.0%
	% within Expected response time to email?		44.6%	36.9%	40.0%	37.5%
		% of Total	11.1%	15.2%	5.4%	37.5%
Female	Count		41	77	24	185
		% within Gender	22.2%	41.6%	13.0%	100.0%
	% within Expected response time to email?		55.4%	63.1%	60.0%	62.5%
		% of Total	13.9%	26.0%	8.1%	62.5%
Total	Count		74	122	40	296
		% within Gender	25.0%	41.2%	13.5%	100.0%
	% within Expected response time to email?		100.0%	100.0%	100.0%	100.0%
		% of Total	25.0%	41.2%	13.5%	100.0%

Graph



Crosstabs

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Lots of Color	297	98.0%
Gender * Lots of Things to Look At	295	97.4%
Gender * Lots of White Space	296	97.7%
Gender * Different Type Styles and Sizes	296	97.7%
Gender * Lots of Txt in Paragraphs	295	97.4%
Gender * Short txt Blocks w/Bullet Points	295	97.4%
Gender * Min. Amnt of Txt	294	97.0%
Gender * All Navigation Left	296	97.7%
Gender * All Navigation Top	293	96.7%
Gender * Navigation through pg	295	97.4%
Gender * Nav shrtcts deep into site	292	96.4%
Gender * Site "sticks" to LH side window	295	97.4%
Gender * Website "floats" in mid of window	289	95.4%
Gender * Photos/graphics of students	297	98.0%
Gender * Photos/graphics of the campus	294	97.0%
Gender * Photos/graphics of the faculty	294	97.0%
Gender * Photos/graphics that change	294	97.0%
Gender * Pgs w/out photos/graphics	294	97.0%
Gender * Pgs w/lots of white space	294	97.0%
Gender * Flash Animation	295	97.4%
Gender * A lot to Click on/Do	296	97.7%
Gender * A lot to Read	295	97.4%

Case Processing Summary

	Cases	
	Valid	
	N	Percent
Gender * Games	295	97.4%
Gender * Podcasts or Vodcasts	294	97.0%
Gender * Good Internal Search Engine	297	98.0%
Gender * Content updated once/mnth	296	97.7%
Gender * A unique site for current students	296	97.7%
Gender * Ability to buy textbooks online	294	97.0%
Gender * Pages may be customized	293	96.7%
Gender * Coll. IM address for all students	293	96.7%
Gender * Photos of students like me	295	97.4%
Gender * Chat w/Coll. Staff	296	97.7%
Gender * Able to IM w/Coll. Staff	294	97.0%
Gender * Student Blog about the coll.	296	97.7%
Gender * Coll. News Blog	293	96.7%
Gender * Able to IM w/current students	293	96.7%
Gender * Videos about each program	294	97.0%
Gender * Virtual Campus Tour	296	97.7%
Gender * Register Online	294	97.0%
Gender * Download Mtrls from Library	294	97.0%
Gender * Online advising/counseling	294	97.0%
Gender * Free Email from Coll.	295	97.4%
Gender * Web content updated daily	290	95.7%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Lots of Color	6	2.0%	303	100.0%
Gender * Lots of Things to Look At	8	2.6%	303	100.0%
Gender * Lots of White Space	7	2.3%	303	100.0%
Gender * Different Type Styles and Sizes	7	2.3%	303	100.0%
Gender * Lots of Txt in Paragraphs	8	2.6%	303	100.0%
Gender * Short txt Blocks w/Bullet Points	8	2.6%	303	100.0%
Gender * Min. Amnt of Txt	9	3.0%	303	100.0%
Gender * All Navigation Left	7	2.3%	303	100.0%
Gender * All Navigation Top	10	3.3%	303	100.0%
Gender * Navigation through pg	8	2.6%	303	100.0%
Gender * Nav shrtcts deep into site	11	3.6%	303	100.0%
Gender * Site "sticks" to LH side window	8	2.6%	303	100.0%
Gender * Website "floats" in mid of window	14	4.6%	303	100.0%
Gender * Photos/graphics of students	6	2.0%	303	100.0%
Gender * Photos/graphics of the campus	9	3.0%	303	100.0%
Gender * Photos/graphics of the faculty	9	3.0%	303	100.0%
Gender * Photos/graphics that change	9	3.0%	303	100.0%
Gender * Pgs w/out photos/graphics	9	3.0%	303	100.0%
Gender * Pgs w/lots of white space	9	3.0%	303	100.0%
Gender * Flash Animation	8	2.6%	303	100.0%
Gender * A lot to Click on/Do	7	2.3%	303	100.0%
Gender * A lot to Read	8	2.6%	303	100.0%

Case Processing Summary

	Cases			
	Missing		Total	
	N	Percent	N	Percent
Gender * Games	8	2.6%	303	100.0%
Gender * Podcasts or Vodcasts	9	3.0%	303	100.0%
Gender * Good Internal Search Engine	6	2.0%	303	100.0%
Gender * Content updated once/mnth	7	2.3%	303	100.0%
Gender * A unique site for current students	7	2.3%	303	100.0%
Gender * Ability to buy textbooks online	9	3.0%	303	100.0%
Gender * Pages may be customized	10	3.3%	303	100.0%
Gender * Coll. IM address for all students	10	3.3%	303	100.0%
Gender * Photos of students like me	8	2.6%	303	100.0%
Gender * Chat w/Coll. Staff	7	2.3%	303	100.0%
Gender * Able to IM w/Coll. Staff	9	3.0%	303	100.0%
Gender * Student Blog about the coll.	7	2.3%	303	100.0%
Gender * Coll. News Blog	10	3.3%	303	100.0%
Gender * Able to IM w/current students	10	3.3%	303	100.0%
Gender * Videos about each program	9	3.0%	303	100.0%
Gender * Virtual Campus Tour	7	2.3%	303	100.0%
Gender * Register Online	9	3.0%	303	100.0%
Gender * Download Mtrls from Library	9	3.0%	303	100.0%
Gender * Online advising/counseling	9	3.0%	303	100.0%
Gender * Free Email from Coll.	8	2.6%	303	100.0%
Gender * Web content updated daily	13	4.3%	303	100.0%

Gender * Lots of Color Crosstabulation

			Lots of Color			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	3	5	8	57
		% within Gender	2.7%	4.5%	7.1%	50.9%
		% within Lots of Color	75.0%	45.5%	50.0%	44.2%
		% of Total	1.0%	1.7%	2.7%	19.2%
	Female	Count	1	6	8	72
		% within Gender	.5%	3.2%	4.3%	38.9%
		% within Lots of Color	25.0%	54.5%	50.0%	55.8%
		% of Total	.3%	2.0%	2.7%	24.2%
Total	Count	4	11	16	129	
	% within Gender	1.3%	3.7%	5.4%	43.4%	
	% within Lots of Color	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.3%	3.7%	5.4%	43.4%	

Gender * Lots of Color Crosstabulation

			Lots of Color		Total
			Like It	Love It	
Gender	Male	Count	30	9	112
		% within Gender	26.8%	8.0%	100.0%
		% within Lots of Color	32.3%	20.5%	37.7%
		% of Total	10.1%	3.0%	37.7%
	Female	Count	63	35	185
		% within Gender	34.1%	18.9%	100.0%
		% within Lots of Color	67.7%	79.5%	62.3%
		% of Total	21.2%	11.8%	62.3%
Total		Count	93	44	297
		% within Gender	31.3%	14.8%	100.0%
		% within Lots of Color	100.0%	100.0%	100.0%
		% of Total	31.3%	14.8%	100.0%

Gender * Lots of Things to Look At Crosstabulation

			Lots of Things to Look At			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	1	5	12	51
		% within Gender	.9%	4.5%	10.8%	45.9%
		% within Lots of Things to Look At	25.0%	55.6%	35.3%	47.7%
		% of Total	.3%	1.7%	4.1%	17.3%
	Female	Count	3	4	22	56
		% within Gender	1.6%	2.2%	12.0%	30.4%
		% within Lots of Things to Look At	75.0%	44.4%	64.7%	52.3%
		% of Total	1.0%	1.4%	7.5%	19.0%
Total		Count	4	9	34	107
		% within Gender	1.4%	3.1%	11.5%	36.3%
		% within Lots of Things to Look At	100.0%	100.0%	100.0%	100.0%
		% of Total	1.4%	3.1%	11.5%	36.3%

Gender * Lots of Things to Look At Crosstabulation

			Lots of Things to Look At		Total
			Like It	Love It	
Gender	Male	Count	31	11	111
		% within Gender	27.9%	9.9%	100.0%
		% within Lots of Things to Look At	31.6%	25.6%	37.6%
		% of Total	10.5%	3.7%	37.6%
	Female	Count	67	32	184
		% within Gender	36.4%	17.4%	100.0%
		% within Lots of Things to Look At	68.4%	74.4%	62.4%
		% of Total	22.7%	10.8%	62.4%
Total	Count	98	43	295	
	% within Gender	33.2%	14.6%	100.0%	
	% within Lots of Things to Look At	100.0%	100.0%	100.0%	
	% of Total	33.2%	14.6%	100.0%	

Gender * Lots of White Space Crosstabulation

			Lots of White Space			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	13	27	22	36
		% within Gender	11.7%	24.3%	19.8%	32.4%
		% within Lots of White Space	26.5%	36.5%	29.3%	46.2%
		% of Total	4.4%	9.1%	7.4%	12.2%
	Female	Count	36	47	53	42
		% within Gender	19.5%	25.4%	28.6%	22.7%
		% within Lots of White Space	73.5%	63.5%	70.7%	53.8%
		% of Total	12.2%	15.9%	17.9%	14.2%
Total	Count	49	74	75	78	
	% within Gender	16.6%	25.0%	25.3%	26.4%	
	% within Lots of White Space	100.0%	100.0%	100.0%	100.0%	
	% of Total	16.6%	25.0%	25.3%	26.4%	

Gender * Lots of White Space Crosstabulation

			Lots of White Space		Total
			Like It	Love It	
Gender	Male	Count	8	5	111
		% within Gender	7.2%	4.5%	100.0%
		% within Lots of White Space	57.1%	83.3%	37.5%
		% of Total	2.7%	1.7%	37.5%
	Female	Count	6	1	185
		% within Gender	3.2%	.5%	100.0%
		% within Lots of White Space	42.9%	16.7%	62.5%
		% of Total	2.0%	.3%	62.5%
Total		Count	14	6	296
		% within Gender	4.7%	2.0%	100.0%
		% within Lots of White Space	100.0%	100.0%	100.0%
		% of Total	4.7%	2.0%	100.0%

Gender * Different Type Styles and Sizes Crosstabulation

			Different Type Styles and Sizes			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	6	14	19	40
		% within Gender	5.4%	12.6%	17.1%	36.0%
		% within Different Type Styles and Sizes	50.0%	53.8%	45.2%	35.7%
		% of Total	2.0%	4.7%	6.4%	13.5%
	Female	Count	6	12	23	72
		% within Gender	3.2%	6.5%	12.4%	38.9%
		% within Different Type Styles and Sizes	50.0%	46.2%	54.8%	64.3%
		% of Total	2.0%	4.1%	7.8%	24.3%
Total		Count	12	26	42	112
		% within Gender	4.1%	8.8%	14.2%	37.8%
		% within Different Type Styles and Sizes	100.0%	100.0%	100.0%	100.0%
		% of Total	4.1%	8.8%	14.2%	37.8%

Gender * Different Type Styles and Sizes Crosstabulation

			Different Type Styles and		Total
			Like It	Love It	
Gender	Male	Count	29	3	111
		% within Gender	26.1%	2.7%	100.0%
		% within Different Type Styles and Sizes	34.1%	15.8%	37.5%
		% of Total	9.8%	1.0%	37.5%
	Female	Count	56	16	185
		% within Gender	30.3%	8.6%	100.0%
		% within Different Type Styles and Sizes	65.9%	84.2%	62.5%
		% of Total	18.9%	5.4%	62.5%
Total		Count	85	19	296
		% within Gender	28.7%	6.4%	100.0%
		% within Different Type Styles and Sizes	100.0%	100.0%	100.0%
		% of Total	28.7%	6.4%	100.0%

Gender * Lots of Txt in Paragraphs Crosstabulation

			Lots of Txt in Paragraphs			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	9	19	33	41
		% within Gender	8.1%	17.1%	29.7%	36.9%
		% within Lots of Txt in Paragraphs	33.3%	38.0%	37.9%	41.4%
		% of Total	3.1%	6.4%	11.2%	13.9%
	Female	Count	18	31	54	58
		% within Gender	9.8%	16.8%	29.3%	31.5%
		% within Lots of Txt in Paragraphs	66.7%	62.0%	62.1%	58.6%
		% of Total	6.1%	10.5%	18.3%	19.7%
Total		Count	27	50	87	99
		% within Gender	9.2%	16.9%	29.5%	33.6%
		% within Lots of Txt in Paragraphs	100.0%	100.0%	100.0%	100.0%
		% of Total	9.2%	16.9%	29.5%	33.6%

Gender * Lots of Txt in Paragraphs Crosstabulation

			Lots of Txt in Paragraphs		Total
			Like It	Love It	
Gender	Male	Count	8	1	111
		% within Gender	7.2%	.9%	100.0%
		% within Lots of Txt in Paragraphs	33.3%	12.5%	37.6%
		% of Total	2.7%	.3%	37.6%
	Female	Count	16	7	184
		% within Gender	8.7%	3.8%	100.0%
		% within Lots of Txt in Paragraphs	66.7%	87.5%	62.4%
		% of Total	5.4%	2.4%	62.4%
Total		Count	24	8	295
		% within Gender	8.1%	2.7%	100.0%
		% within Lots of Txt in Paragraphs	100.0%	100.0%	100.0%
		% of Total	8.1%	2.7%	100.0%

Gender * Short txt Blocks w/Bullet Points Crosstabulation

			Short txt Blocks w/Bullet Points			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	2	4	8	44
		% within Gender	1.8%	3.6%	7.2%	39.6%
		% within Short txt Blocks w/Bullet Points	25.0%	40.0%	57.1%	43.6%
		% of Total	.7%	1.4%	2.7%	14.9%
	Female	Count	6	6	6	57
		% within Gender	3.3%	3.3%	3.3%	31.0%
		% within Short txt Blocks w/Bullet Points	75.0%	60.0%	42.9%	56.4%
		% of Total	2.0%	2.0%	2.0%	19.3%
Total		Count	8	10	14	101
		% within Gender	2.7%	3.4%	4.7%	34.2%
		% within Short txt Blocks w/Bullet Points	100.0%	100.0%	100.0%	100.0%
		% of Total	2.7%	3.4%	4.7%	34.2%

Gender * Short txt Blocks w/Bullet Points Crosstabulation

			Short txt Blocks w/Bullet		Total
			Like It	Love It	
Gender	Male	Count	49	4	111
		% within Gender	44.1%	3.6%	100.0%
		% within Short txt Blocks w/Bullet Points	38.3%	11.8%	37.6%
		% of Total	16.6%	1.4%	37.6%
	Female	Count	79	30	184
		% within Gender	42.9%	16.3%	100.0%
		% within Short txt Blocks w/Bullet Points	61.7%	88.2%	62.4%
		% of Total	26.8%	10.2%	62.4%
Total		Count	128	34	295
		% within Gender	43.4%	11.5%	100.0%
		% within Short txt Blocks w/Bullet Points	100.0%	100.0%	100.0%
		% of Total	43.4%	11.5%	100.0%

Gender * Min. Amnt of Txt Crosstabulation

			Min. Amnt of Txt			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count		5	19	51
		% within Gender		4.5%	17.1%	45.9%
		% within Min. Amnt of Txt		26.3%	40.4%	36.2%
		% of Total		1.7%	6.5%	17.3%
	Female	Count	3	14	28	90
		% within Gender	1.6%	7.7%	15.3%	49.2%
		% within Min. Amnt of Txt	100.0%	73.7%	59.6%	63.8%
		% of Total	1.0%	4.8%	9.5%	30.6%
Total		Count	3	19	47	141
		% within Gender	1.0%	6.5%	16.0%	48.0%
		% within Min. Amnt of Txt	100.0%	100.0%	100.0%	100.0%
		% of Total	1.0%	6.5%	16.0%	48.0%

Gender * Min. Amnt of Txt Crosstabulation

			Min. Amnt of Txt		Total
			Like It	Love It	
Gender	Male	Count	28	8	111
		% within Gender	25.2%	7.2%	100.0%
		% within Min. Amnt of Txt	45.2%	36.4%	37.8%
		% of Total	9.5%	2.7%	37.8%
	Female	Count	34	14	183
		% within Gender	18.6%	7.7%	100.0%
		% within Min. Amnt of Txt	54.8%	63.6%	62.2%
		% of Total	11.6%	4.8%	62.2%
Total		Count	62	22	294
		% within Gender	21.1%	7.5%	100.0%
		% within Min. Amnt of Txt	100.0%	100.0%	100.0%
		% of Total	21.1%	7.5%	100.0%

Gender * All Navigation Left Crosstabulation

			All Navigation Left			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	5	6	11	39
		% within Gender	4.5%	5.4%	9.8%	34.8%
		% within All Navigation Left	41.7%	26.1%	36.7%	34.5%
		% of Total	1.7%	2.0%	3.7%	13.2%
	Female	Count	7	17	19	74
		% within Gender	3.8%	9.2%	10.3%	40.2%
		% within All Navigation Left	58.3%	73.9%	63.3%	65.5%
		% of Total	2.4%	5.7%	6.4%	25.0%
Total		Count	12	23	30	113
		% within Gender	4.1%	7.8%	10.1%	38.2%
		% within All Navigation Left	100.0%	100.0%	100.0%	100.0%
		% of Total	4.1%	7.8%	10.1%	38.2%

Gender * All Navigation Left Crosstabulation

			All Navigation Left		Total
			Like It	Love It	
Gender	Male	Count	32	19	112
		% within Gender	28.6%	17.0%	100.0%
		% within All Navigation Left	41.6%	46.3%	37.8%
		% of Total	10.8%	6.4%	37.8%
	Female	Count	45	22	184
		% within Gender	24.5%	12.0%	100.0%
		% within All Navigation Left	58.4%	53.7%	62.2%
		% of Total	15.2%	7.4%	62.2%
Total	Count	77	41	296	
	% within Gender	26.0%	13.9%	100.0%	
	% within All Navigation Left	100.0%	100.0%	100.0%	
	% of Total	26.0%	13.9%	100.0%	

Gender * All Navigation Top Crosstabulation

			All Navigation Top			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	6	3	17	45
		% within Gender	5.5%	2.7%	15.5%	40.9%
		% within All Navigation Top	40.0%	25.0%	42.5%	38.5%
		% of Total	2.0%	1.0%	5.8%	15.4%
	Female	Count	9	9	23	72
		% within Gender	4.9%	4.9%	12.6%	39.3%
		% within All Navigation Top	60.0%	75.0%	57.5%	61.5%
		% of Total	3.1%	3.1%	7.8%	24.6%
	Total	Count	15	12	40	117
		% within Gender	5.1%	4.1%	13.7%	39.9%
		% within All Navigation Top	100.0%	100.0%	100.0%	100.0%
		% of Total	5.1%	4.1%	13.7%	39.9%

Gender * All Navigation Top Crosstabulation

			All Navigation Top		Total
			Like It	Love It	
Gender	Male	Count	28	11	110
		% within Gender	25.5%	10.0%	100.0%
		% within All Navigation Top	36.4%	34.4%	37.5%
		% of Total	9.6%	3.8%	37.5%
	Female	Count	49	21	183
		% within Gender	26.8%	11.5%	100.0%
		% within All Navigation Top	63.6%	65.6%	62.5%
		% of Total	16.7%	7.2%	62.5%
Total	Count	77	32	293	
	% within Gender	26.3%	10.9%	100.0%	
	% within All Navigation Top	100.0%	100.0%	100.0%	
	% of Total	26.3%	10.9%	100.0%	

Gender * Navigation through pg Crosstabulation

			Navigation through pg			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	10	15	11	35
		% within Gender	9.0%	13.5%	9.9%	31.5%
		% within Navigation through pg	38.5%	45.5%	32.4%	37.2%
		% of Total	3.4%	5.1%	3.7%	11.9%
	Female	Count	16	18	23	59
		% within Gender	8.7%	9.8%	12.5%	32.1%
		% within Navigation through pg	61.5%	54.5%	67.6%	62.8%
		% of Total	5.4%	6.1%	7.8%	20.0%
Total	Count	26	33	34	94	
	% within Gender	8.8%	11.2%	11.5%	31.9%	
	% within Navigation through pg	100.0%	100.0%	100.0%	100.0%	
	% of Total	8.8%	11.2%	11.5%	31.9%	

Gender * Navigation through pg Crosstabulation

			Navigation through pg		Total
			Like It	Love It	
Gender	Male	Count	31	9	111
		% within Gender	27.9%	8.1%	100.0%
		% within Navigation through pg	39.2%	31.0%	37.6%
		% of Total	10.5%	3.1%	37.6%
	Female	Count	48	20	184
		% within Gender	26.1%	10.9%	100.0%
		% within Navigation through pg	60.8%	69.0%	62.4%
		% of Total	16.3%	6.8%	62.4%
Total		Count	79	29	295
		% within Gender	26.8%	9.8%	100.0%
		% within Navigation through pg	100.0%	100.0%	100.0%
		% of Total	26.8%	9.8%	100.0%

Gender * Nav shrtcts deep into site Crosstabulation

			Nav shrtcts deep into site			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	10	10	17	34
		% within Gender	9.0%	9.0%	15.3%	30.6%
		% within Nav shrtcts deep into site	30.3%	37.0%	41.5%	36.6%
		% of Total	3.4%	3.4%	5.8%	11.6%
	Female	Count	23	17	24	59
		% within Gender	12.7%	9.4%	13.3%	32.6%
		% within Nav shrtcts deep into site	69.7%	63.0%	58.5%	63.4%
		% of Total	7.9%	5.8%	8.2%	20.2%
Total		Count	33	27	41	93
		% within Gender	11.3%	9.2%	14.0%	31.8%
		% within Nav shrtcts deep into site	100.0%	100.0%	100.0%	100.0%
		% of Total	11.3%	9.2%	14.0%	31.8%

Gender * Nav shrtcts deep into site Crosstabulation

			Nav shrtcts deep into site		Total
			Like It	Love It	
Gender	Male	Count	31	9	111
		% within Gender	27.9%	8.1%	100.0%
		% within Nav shrtcts deep into site	50.0%	25.0%	38.0%
		% of Total	10.6%	3.1%	38.0%
	Female	Count	31	27	181
		% within Gender	17.1%	14.9%	100.0%
		% within Nav shrtcts deep into site	50.0%	75.0%	62.0%
		% of Total	10.6%	9.2%	62.0%
Total		Count	62	36	292
		% within Gender	21.2%	12.3%	100.0%
		% within Nav shrtcts deep into site	100.0%	100.0%	100.0%
		% of Total	21.2%	12.3%	100.0%

Gender * Site "sticks" to LH side window Crosstabulation

			Site "sticks" to LH side window			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	30	14	25	29
		% within Gender	26.8%	12.5%	22.3%	25.9%
		% within Site "sticks" to LH side window	43.5%	35.9%	32.5%	39.2%
		% of Total	10.2%	4.7%	8.5%	9.8%
	Female	Count	39	25	52	45
		% within Gender	21.3%	13.7%	28.4%	24.6%
		% within Site "sticks" to LH side window	56.5%	64.1%	67.5%	60.8%
		% of Total	13.2%	8.5%	17.6%	15.3%
Total		Count	69	39	77	74
		% within Gender	23.4%	13.2%	26.1%	25.1%
		% within Site "sticks" to LH side window	100.0%	100.0%	100.0%	100.0%
		% of Total	23.4%	13.2%	26.1%	25.1%

Gender * Site "sticks" to LH side window Crosstabulation

			Site "sticks" to LH side		Total
			Like It	Love It	
Gender	Male	Count	11	3	112
		% within Gender	9.8%	2.7%	100.0%
		% within Site "sticks" to LH side window	44.0%	27.3%	38.0%
		% of Total	3.7%	1.0%	38.0%
	Female	Count	14	8	183
		% within Gender	7.7%	4.4%	100.0%
		% within Site "sticks" to LH side window	56.0%	72.7%	62.0%
		% of Total	4.7%	2.7%	62.0%
Total		Count	25	11	295
		% within Gender	8.5%	3.7%	100.0%
		% within Site "sticks" to LH side window	100.0%	100.0%	100.0%
		% of Total	8.5%	3.7%	100.0%

Gender * Website "floats" in mid of window Crosstabulation

			Website "floats" in mid of window			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	15	11	22	36
		% within Gender	13.6%	10.0%	20.0%	32.7%
		% within Website "floats" in mid of window	38.5%	28.9%	31.9%	38.7%
		% of Total	5.2%	3.8%	7.6%	12.5%
	Female	Count	24	27	47	57
		% within Gender	13.4%	15.1%	26.3%	31.8%
		% within Website "floats" in mid of window	61.5%	71.1%	68.1%	61.3%
		% of Total	8.3%	9.3%	16.3%	19.7%
Total		Count	39	38	69	93
		% within Gender	13.5%	13.1%	23.9%	32.2%
		% within Website "floats" in mid of window	100.0%	100.0%	100.0%	100.0%
		% of Total	13.5%	13.1%	23.9%	32.2%

Gender * Website "floats" in mid of window Crosstabulation

			Website "floats" in mid of		Total
			Like It	Love It	
Gender	Male	Count	17	9	110
		% within Gender	15.5%	8.2%	100.0%
		% within Website "floats" in mid of window	48.6%	60.0%	38.1%
		% of Total	5.9%	3.1%	38.1%
	Female	Count	18	6	179
		% within Gender	10.1%	3.4%	100.0%
		% within Website "floats" in mid of window	51.4%	40.0%	61.9%
		% of Total	6.2%	2.1%	61.9%
Total		Count	35	15	289
		% within Gender	12.1%	5.2%	100.0%
		% within Website "floats" in mid of window	100.0%	100.0%	100.0%
		% of Total	12.1%	5.2%	100.0%

Gender * Photos/graphics of students Crosstabulation

			Photos/graphics of students			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	5	2	10	54
		% within Gender	4.5%	1.8%	8.9%	48.2%
		% within Photos/graphics of students	62.5%	28.6%	43.5%	42.9%
		% of Total	1.7%	.7%	3.4%	18.2%
	Female	Count	3	5	13	72
		% within Gender	1.6%	2.7%	7.0%	38.9%
		% within Photos/graphics of students	37.5%	71.4%	56.5%	57.1%
		% of Total	1.0%	1.7%	4.4%	24.2%
Total		Count	8	7	23	126
		% within Gender	2.7%	2.4%	7.7%	42.4%
		% within Photos/graphics of students	100.0%	100.0%	100.0%	100.0%
		% of Total	2.7%	2.4%	7.7%	42.4%

Gender * Photos/graphics of students Crosstabulation

			Photos/graphics of students		Total
			Like It	Love It	
Gender	Male	Count	33	8	112
		% within Gender	29.5%	7.1%	100.0%
		% within Photos/graphics of students	33.7%	22.9%	37.7%
		% of Total	11.1%	2.7%	37.7%
	Female	Count	65	27	185
		% within Gender	35.1%	14.6%	100.0%
		% within Photos/graphics of students	66.3%	77.1%	62.3%
		% of Total	21.9%	9.1%	62.3%
Total	Count	98	35	297	
	% within Gender	33.0%	11.8%	100.0%	
	% within Photos/graphics of students	100.0%	100.0%	100.0%	
	% of Total	33.0%	11.8%	100.0%	

Gender * Photos/graphics of the campus Crosstabulation

			Photos/graphics of the campus			
			Dislike It	It's Not OK	It's OK	Like It
Gender	Male	Count			47	42
		% within Gender			42.0%	37.5%
		% within Photos/graphics of the campus			46.5%	34.4%
		% of Total			16.0%	14.3%
	Female	Count	3	1	54	80
		% within Gender	1.6%	.5%	29.7%	44.0%
		% within Photos/graphics of the campus	100.0%	100.0%	53.5%	65.6%
		% of Total	1.0%	.3%	18.4%	27.2%
	Total	Count	3	1	101	122
		% within Gender	1.0%	.3%	34.4%	41.5%
% within Photos/graphics of the campus		100.0%	100.0%	100.0%	100.0%	
% of Total		1.0%	.3%	34.4%	41.5%	

Gender * Photos/graphics of the campus Crosstabulation

			Photos/	
			Love It	Total
Gender	Male	Count	23	112
		% within Gender	20.5%	100.0%
		% within Photos/graphics of the campus	34.3%	38.1%
		% of Total	7.8%	38.1%
	Female	Count	44	182
		% within Gender	24.2%	100.0%
		% within Photos/graphics of the campus	65.7%	61.9%
		% of Total	15.0%	61.9%
Total		Count	67	294
		% within Gender	22.8%	100.0%
		% within Photos/graphics of the campus	100.0%	100.0%
		% of Total	22.8%	100.0%

Gender * Photos/graphics of the faculty Crosstabulation

			Photos/graphics of the faculty			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	2	1	8	57
		% within Gender	1.8%	.9%	7.1%	50.9%
		% within Photos/graphics of the faculty	50.0%	20.0%	40.0%	44.9%
		% of Total	.7%	.3%	2.7%	19.4%
	Female	Count	2	4	12	70
		% within Gender	1.1%	2.2%	6.6%	38.5%
		% within Photos/graphics of the faculty	50.0%	80.0%	60.0%	55.1%
		% of Total	.7%	1.4%	4.1%	23.8%
Total		Count	4	5	20	127
		% within Gender	1.4%	1.7%	6.8%	43.2%
		% within Photos/graphics of the faculty	100.0%	100.0%	100.0%	100.0%
		% of Total	1.4%	1.7%	6.8%	43.2%

Gender * Photos/graphics of the faculty Crosstabulation

			Photos/graphics of the		Total
			Like It	Love It	
Gender	Male	Count	31	13	112
		% within Gender	27.7%	11.6%	100.0%
		% within Photos/graphics of the faculty	32.0%	31.7%	38.1%
		% of Total	10.5%	4.4%	38.1%
	Female	Count	66	28	182
		% within Gender	36.3%	15.4%	100.0%
		% within Photos/graphics of the faculty	68.0%	68.3%	61.9%
		% of Total	22.4%	9.5%	61.9%
Total		Count	97	41	294
		% within Gender	33.0%	13.9%	100.0%
		% within Photos/graphics of the faculty	100.0%	100.0%	100.0%
		% of Total	33.0%	13.9%	100.0%

Gender * Photos/graphics that change Crosstabulation

			Photos/graphics that change			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	1	2	5	44
		% within Gender	.9%	1.8%	4.5%	39.3%
		% within Photos/graphics that change	33.3%	40.0%	33.3%	41.9%
		% of Total	.3%	.7%	1.7%	15.0%
	Female	Count	2	3	10	61
		% within Gender	1.1%	1.6%	5.5%	33.5%
		% within Photos/graphics that change	66.7%	60.0%	66.7%	58.1%
		% of Total	.7%	1.0%	3.4%	20.7%
Total		Count	3	5	15	105
		% within Gender	1.0%	1.7%	5.1%	35.7%
		% within Photos/graphics that change	100.0%	100.0%	100.0%	100.0%
		% of Total	1.0%	1.7%	5.1%	35.7%

Gender * Photos/graphics that change Crosstabulation

			Photos/graphics that change		Total
			Like It	Love It	
Gender	Male	Count	43	17	112
		% within Gender	38.4%	15.2%	100.0%
		% within Photos/graphics that change	37.4%	33.3%	38.1%
		% of Total	14.6%	5.8%	38.1%
	Female	Count	72	34	182
		% within Gender	39.6%	18.7%	100.0%
		% within Photos/graphics that change	62.6%	66.7%	61.9%
		% of Total	24.5%	11.6%	61.9%
Total		Count	115	51	294
		% within Gender	39.1%	17.3%	100.0%
		% within Photos/graphics that change	100.0%	100.0%	100.0%
		% of Total	39.1%	17.3%	100.0%

Gender * Pgs w/out photos/graphics Crosstabulation

			Pgs w/out photos/graphics			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	21	32	26	26
		% within Gender	18.9%	28.8%	23.4%	23.4%
		% within Pgs w/out photos/graphics	35.6%	40.5%	37.1%	40.6%
		% of Total	7.1%	10.9%	8.8%	8.8%
	Female	Count	38	47	44	38
		% within Gender	20.8%	25.7%	24.0%	20.8%
		% within Pgs w/out photos/graphics	64.4%	59.5%	62.9%	59.4%
		% of Total	12.9%	16.0%	15.0%	12.9%
Total		Count	59	79	70	64
		% within Gender	20.1%	26.9%	23.8%	21.8%
		% within Pgs w/out photos/graphics	100.0%	100.0%	100.0%	100.0%
		% of Total	20.1%	26.9%	23.8%	21.8%

Gender * Pgs w/out photos/graphics Crosstabulation

			Pgs w/out photos/graphics		Total
			Like It	Love It	
Gender	Male	Count	4	2	111
		% within Gender	3.6%	1.8%	100.0%
		% within Pgs w/out photos/graphics	22.2%	50.0%	37.8%
		% of Total	1.4%	.7%	37.8%
	Female	Count	14	2	183
		% within Gender	7.7%	1.1%	100.0%
		% within Pgs w/out photos/graphics	77.8%	50.0%	62.2%
		% of Total	4.8%	.7%	62.2%
Total		Count	18	4	294
		% within Gender	6.1%	1.4%	100.0%
		% within Pgs w/out photos/graphics	100.0%	100.0%	100.0%
		% of Total	6.1%	1.4%	100.0%

Gender * Pgs w/lots of white space Crosstabulation

			Pgs w/lots of white space			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	31	23	24	25
		% within Gender	28.2%	20.9%	21.8%	22.7%
		% within Pgs w/lots of white space	38.3%	33.8%	34.3%	42.4%
		% of Total	10.5%	7.8%	8.2%	8.5%
	Female	Count	50	45	46	34
		% within Gender	27.2%	24.5%	25.0%	18.5%
		% within Pgs w/lots of white space	61.7%	66.2%	65.7%	57.6%
		% of Total	17.0%	15.3%	15.6%	11.6%
Total		Count	81	68	70	59
		% within Gender	27.6%	23.1%	23.8%	20.1%
		% within Pgs w/lots of white space	100.0%	100.0%	100.0%	100.0%
		% of Total	27.6%	23.1%	23.8%	20.1%

Gender * Pgs w/lots of white space Crosstabulation

			Pgs w/lots of white space		Total
			Like It	Love It	
Gender	Male	Count	5	2	110
		% within Gender	4.5%	1.8%	100.0%
		% within Pgs w/lots of white space	41.7%	50.0%	37.4%
		% of Total	1.7%	.7%	37.4%
	Female	Count	7	2	184
		% within Gender	3.8%	1.1%	100.0%
		% within Pgs w/lots of white space	58.3%	50.0%	62.6%
		% of Total	2.4%	.7%	62.6%
Total		Count	12	4	294
		% within Gender	4.1%	1.4%	100.0%
		% within Pgs w/lots of white space	100.0%	100.0%	100.0%
		% of Total	4.1%	1.4%	100.0%

Gender * Flash Animation Crosstabulation

			Flash Animation			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	5	6	11	41
		% within Gender	4.5%	5.5%	10.0%	37.3%
		% within Flash Animation	62.5%	27.3%	25.0%	38.3%
		% of Total	1.7%	2.0%	3.7%	13.9%
	Female	Count	3	16	33	66
		% within Gender	1.6%	8.6%	17.8%	35.7%
		% within Flash Animation	37.5%	72.7%	75.0%	61.7%
		% of Total	1.0%	5.4%	11.2%	22.4%
Total		Count	8	22	44	107
		% within Gender	2.7%	7.5%	14.9%	36.3%
		% within Flash Animation	100.0%	100.0%	100.0%	100.0%
		% of Total	2.7%	7.5%	14.9%	36.3%

Gender * Flash Animation Crosstabulation

			Flash Animation		Total
			Like It	Love It	
Gender	Male	Count	35	12	110
		% within Gender	31.8%	10.9%	100.0%
		% within Flash Animation	44.9%	33.3%	37.3%
		% of Total	11.9%	4.1%	37.3%
	Female	Count	43	24	185
		% within Gender	23.2%	13.0%	100.0%
		% within Flash Animation	55.1%	66.7%	62.7%
		% of Total	14.6%	8.1%	62.7%
Total	Count	78	36	295	
	% within Gender	26.4%	12.2%	100.0%	
	% within Flash Animation	100.0%	100.0%	100.0%	
	% of Total	26.4%	12.2%	100.0%	

Gender * A lot to Click on/Do Crosstabulation

			A lot to Click on/Do			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	2	5	13	46
		% within Gender	1.8%	4.5%	11.6%	41.1%
		% within A lot to Click on/Do	40.0%	35.7%	40.6%	39.3%
		% of Total	.7%	1.7%	4.4%	15.5%
	Female	Count	3	9	19	71
		% within Gender	1.6%	4.9%	10.3%	38.6%
		% within A lot to Click on/Do	60.0%	64.3%	59.4%	60.7%
		% of Total	1.0%	3.0%	6.4%	24.0%
Total	Count	5	14	32	117	
	% within Gender	1.7%	4.7%	10.8%	39.5%	
	% within A lot to Click on/Do	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.7%	4.7%	10.8%	39.5%	

Gender * A lot to Click on/Do Crosstabulation

			A lot to Click on/Do		Total
			Like It	Love It	
Gender	Male	Count	34	12	112
		% within Gender	30.4%	10.7%	100.0%
		% within A lot to Click on/Do	40.5%	27.3%	37.8%
		% of Total	11.5%	4.1%	37.8%
	Female	Count	50	32	184
		% within Gender	27.2%	17.4%	100.0%
		% within A lot to Click on/Do	59.5%	72.7%	62.2%
		% of Total	16.9%	10.8%	62.2%
Total		Count	84	44	296
		% within Gender	28.4%	14.9%	100.0%
		% within A lot to Click on/Do	100.0%	100.0%	100.0%
		% of Total	28.4%	14.9%	100.0%

Gender * A lot to Read Crosstabulation

			A lot to Read			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	1	5	23	53
		% within Gender	.9%	4.5%	20.7%	47.7%
		% within A lot to Read	10.0%	23.8%	37.1%	42.7%
		% of Total	.3%	1.7%	7.8%	18.0%
	Female	Count	9	16	39	71
		% within Gender	4.9%	8.7%	21.2%	38.6%
		% within A lot to Read	90.0%	76.2%	62.9%	57.3%
		% of Total	3.1%	5.4%	13.2%	24.1%
Total		Count	10	21	62	124
		% within Gender	3.4%	7.1%	21.0%	42.0%
		% within A lot to Read	100.0%	100.0%	100.0%	100.0%
		% of Total	3.4%	7.1%	21.0%	42.0%

Gender * A lot to Read Crosstabulation

			A lot to Read		Total
			Like It	Love It	
Gender	Male	Count	24	5	111
		% within Gender	21.6%	4.5%	100.0%
		% within A lot to Read	38.7%	31.3%	37.6%
		% of Total	8.1%	1.7%	37.6%
	Female	Count	38	11	184
		% within Gender	20.7%	6.0%	100.0%
		% within A lot to Read	61.3%	68.8%	62.4%
		% of Total	12.9%	3.7%	62.4%
Total		Count	62	16	295
		% within Gender	21.0%	5.4%	100.0%
		% within A lot to Read	100.0%	100.0%	100.0%
		% of Total	21.0%	5.4%	100.0%

Gender * Games Crosstabulation

			Games			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	17	11	18	31
		% within Gender	15.3%	9.9%	16.2%	27.9%
		% within Games	47.2%	32.4%	41.9%	34.4%
		% of Total	5.8%	3.7%	6.1%	10.5%
	Female	Count	19	23	25	59
		% within Gender	10.3%	12.5%	13.6%	32.1%
		% within Games	52.8%	67.6%	58.1%	65.6%
		% of Total	6.4%	7.8%	8.5%	20.0%
Total		Count	36	34	43	90
		% within Gender	12.2%	11.5%	14.6%	30.5%
		% within Games	100.0%	100.0%	100.0%	100.0%
		% of Total	12.2%	11.5%	14.6%	30.5%

Gender * Games Crosstabulation

			Games		Total
			Like It	Love It	
Gender	Male	Count	26	8	111
		% within Gender	23.4%	7.2%	100.0%
		% within Games	47.3%	21.6%	37.6%
		% of Total	8.8%	2.7%	37.6%
	Female	Count	29	29	184
		% within Gender	15.8%	15.8%	100.0%
		% within Games	52.7%	78.4%	62.4%
		% of Total	9.8%	9.8%	62.4%
Total	Count	55	37	295	
	% within Gender	18.6%	12.5%	100.0%	
	% within Games	100.0%	100.0%	100.0%	
	% of Total	18.6%	12.5%	100.0%	

Gender * Podcasts or Vodcasts Crosstabulation

			Podcasts or Vodcasts			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	9	12	19	37
		% within Gender	8.0%	10.7%	17.0%	33.0%
		% within Podcasts or Vodcasts	39.1%	42.9%	42.2%	33.9%
		% of Total	3.1%	4.1%	6.5%	12.6%
	Female	Count	14	16	26	72
		% within Gender	7.7%	8.8%	14.3%	39.6%
		% within Podcasts or Vodcasts	60.9%	57.1%	57.8%	66.1%
		% of Total	4.8%	5.4%	8.8%	24.5%
	Total	Count	23	28	45	109
		% within Gender	7.8%	9.5%	15.3%	37.1%
		% within Podcasts or Vodcasts	100.0%	100.0%	100.0%	100.0%
		% of Total	7.8%	9.5%	15.3%	37.1%

Gender * Podcasts or Vodcasts Crosstabulation

			Podcasts or Vodcasts		Total
			Like It	Love It	
Gender	Male	Count	20	15	112
		% within Gender	17.9%	13.4%	100.0%
		% within Podcasts or Vodcasts	33.9%	50.0%	38.1%
		% of Total	6.8%	5.1%	38.1%
	Female	Count	39	15	182
		% within Gender	21.4%	8.2%	100.0%
		% within Podcasts or Vodcasts	66.1%	50.0%	61.9%
		% of Total	13.3%	5.1%	61.9%
Total		Count	59	30	294
		% within Gender	20.1%	10.2%	100.0%
		% within Podcasts or Vodcasts	100.0%	100.0%	100.0%
		% of Total	20.1%	10.2%	100.0%

Gender * Good Internal Search Engine Crosstabulation

			Good Internal Search Engine			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	2			16
		% within Gender	1.8%			14.3%
		% within Good Internal Search Engine	50.0%			37.2%
		% of Total	.7%			5.4%
	Female	Count	2	3	2	27
		% within Gender	1.1%	1.6%	1.1%	14.6%
		% within Good Internal Search Engine	50.0%	100.0%	100.0%	62.8%
		% of Total	.7%	1.0%	.7%	9.1%
Total		Count	4	3	2	43
		% within Gender	1.3%	1.0%	.7%	14.5%
		% within Good Internal Search Engine	100.0%	100.0%	100.0%	100.0%
		% of Total	1.3%	1.0%	.7%	14.5%

Gender * Good Internal Search Engine Crosstabulation

			Good Internal Search Engine		Total
			Like It	Love It	
Gender	Male	Count	40	54	112
		% within Gender	35.7%	48.2%	100.0%
		% within Good Internal Search Engine	40.0%	37.2%	37.7%
		% of Total	13.5%	18.2%	37.7%
	Female	Count	60	91	185
		% within Gender	32.4%	49.2%	100.0%
		% within Good Internal Search Engine	60.0%	62.8%	62.3%
		% of Total	20.2%	30.6%	62.3%
Total		Count	100	145	297
		% within Gender	33.7%	48.8%	100.0%
		% within Good Internal Search Engine	100.0%	100.0%	100.0%
		% of Total	33.7%	48.8%	100.0%

Gender * Content updated once/mnth Crosstabulation

			Content updated once/mnth			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	1	4	9	39
		% within Gender	.9%	3.6%	8.0%	34.8%
		% within Content updated once/mnth	20.0%	44.4%	40.9%	45.9%
		% of Total	.3%	1.4%	3.0%	13.2%
	Female	Count	4	5	13	46
		% within Gender	2.2%	2.7%	7.1%	25.0%
		% within Content updated once/mnth	80.0%	55.6%	59.1%	54.1%
		% of Total	1.4%	1.7%	4.4%	15.5%
Total		Count	5	9	22	85
		% within Gender	1.7%	3.0%	7.4%	28.7%
		% within Content updated once/mnth	100.0%	100.0%	100.0%	100.0%
		% of Total	1.7%	3.0%	7.4%	28.7%

Gender * Content updated once/mnth Crosstabulation

			Content updated once/mnth		Total
			Like It	Love It	
Gender	Male	Count	36	23	112
		% within Gender	32.1%	20.5%	100.0%
		% within Content updated once/mnth	37.1%	29.5%	37.8%
		% of Total	12.2%	7.8%	37.8%
	Female	Count	61	55	184
		% within Gender	33.2%	29.9%	100.0%
		% within Content updated once/mnth	62.9%	70.5%	62.2%
		% of Total	20.6%	18.6%	62.2%
Total		Count	97	78	296
		% within Gender	32.8%	26.4%	100.0%
		% within Content updated once/mnth	100.0%	100.0%	100.0%
		% of Total	32.8%	26.4%	100.0%

Gender * A unique site for current students Crosstabulation

			A unique site for current students		
			It's Not OK	It's OK	Like It
Gender	Male	Count	4	30	55
		% within Gender	3.6%	26.8%	49.1%
		% within A unique site for current students	66.7%	43.5%	41.4%
		% of Total	1.4%	10.1%	18.6%
	Female	Count	2	39	78
		% within Gender	1.1%	21.2%	42.4%
		% within A unique site for current students	33.3%	56.5%	58.6%
		% of Total	.7%	13.2%	26.4%
Total		Count	6	69	133
		% within Gender	2.0%	23.3%	44.9%
		% within A unique site for current students	100.0%	100.0%	100.0%
		% of Total	2.0%	23.3%	44.9%

Gender * A unique site for current students Crosstabulation

			A unique site	
			Love It	Total
Gender	Male	Count	23	112
		% within Gender	20.5%	100.0%
		% within A unique site for current students	26.1%	37.8%
		% of Total	7.8%	37.8%
	Female	Count	65	184
		% within Gender	35.3%	100.0%
		% within A unique site for current students	73.9%	62.2%
		% of Total	22.0%	62.2%
Total	Count		88	296
	% within Gender		29.7%	100.0%
	% within A unique site for current students		100.0%	100.0%
	% of Total		29.7%	100.0%

Gender * Ability to buy textbooks online Crosstabulation

			Ability to buy textbooks online			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count			3	24
		% within Gender			2.7%	21.6%
		% within Ability to buy textbooks online			37.5%	47.1%
		% of Total			1.0%	8.2%
	Female	Count	1	1	5	27
		% within Gender	.5%	.5%	2.7%	14.8%
		% within Ability to buy textbooks online	100.0%	100.0%	62.5%	52.9%
		% of Total	.3%	.3%	1.7%	9.2%
Total	Count		1	1	8	51
	% within Gender		.3%	.3%	2.7%	17.3%
	% within Ability to buy textbooks online		100.0%	100.0%	100.0%	100.0%
	% of Total		.3%	.3%	2.7%	17.3%

Gender * Ability to buy textbooks online Crosstabulation

			Ability to buy textbooks		Total
			Like It	Love It	
Gender	Male	Count	46	38	111
		% within Gender	41.4%	34.2%	100.0%
		% within Ability to buy textbooks online	40.4%	31.9%	37.8%
		% of Total	15.6%	12.9%	37.8%
	Female	Count	68	81	183
		% within Gender	37.2%	44.3%	100.0%
		% within Ability to buy textbooks online	59.6%	68.1%	62.2%
		% of Total	23.1%	27.6%	62.2%
Total		Count	114	119	294
		% within Gender	38.8%	40.5%	100.0%
		% within Ability to buy textbooks online	100.0%	100.0%	100.0%
		% of Total	38.8%	40.5%	100.0%

Gender * Pages may be customized Crosstabulation

			Pages may be customized			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	1	1	10	33
		% within Gender	.9%	.9%	8.9%	29.5%
		% within Pages may be customized	100.0%	50.0%	66.7%	37.9%
		% of Total	.3%	.3%	3.4%	11.3%
	Female	Count		1	5	54
		% within Gender		.6%	2.8%	29.8%
		% within Pages may be customized		50.0%	33.3%	62.1%
		% of Total		.3%	1.7%	18.4%
Total		Count	1	2	15	87
		% within Gender	.3%	.7%	5.1%	29.7%
		% within Pages may be customized	100.0%	100.0%	100.0%	100.0%
		% of Total	.3%	.7%	5.1%	29.7%

Gender * Pages may be customized Crosstabulation

			Pages may be customized		Total
			Like It	Love It	
Gender	Male	Count	40	27	112
		% within Gender	35.7%	24.1%	100.0%
		% within Pages may be customized	38.8%	31.8%	38.2%
		% of Total	13.7%	9.2%	38.2%
	Female	Count	63	58	181
		% within Gender	34.8%	32.0%	100.0%
		% within Pages may be customized	61.2%	68.2%	61.8%
		% of Total	21.5%	19.8%	61.8%
Total		Count	103	85	293
		% within Gender	35.2%	29.0%	100.0%
		% within Pages may be customized	100.0%	100.0%	100.0%
		% of Total	35.2%	29.0%	100.0%

Gender * Coll. IM address for all students Crosstabulation

			Coll. IM address for all students			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	4	3	10	44
		% within Gender	3.6%	2.7%	8.9%	39.3%
		% within Coll. IM address for all students	50.0%	21.4%	47.6%	45.4%
		% of Total	1.4%	1.0%	3.4%	15.0%
	Female	Count	4	11	11	53
		% within Gender	2.2%	6.1%	6.1%	29.3%
		% within Coll. IM address for all students	50.0%	78.6%	52.4%	54.6%
		% of Total	1.4%	3.8%	3.8%	18.1%
Total		Count	8	14	21	97
		% within Gender	2.7%	4.8%	7.2%	33.1%
		% within Coll. IM address for all students	100.0%	100.0%	100.0%	100.0%
		% of Total	2.7%	4.8%	7.2%	33.1%

Gender * Coll. IM address for all students Crosstabulation

			Coll. IM address for all		Total
			Like It	Love It	
Gender	Male	Count	29	22	112
		% within Gender	25.9%	19.6%	100.0%
		% within Coll. IM address for all students	35.8%	30.6%	38.2%
		% of Total	9.9%	7.5%	38.2%
	Female	Count	52	50	181
		% within Gender	28.7%	27.6%	100.0%
		% within Coll. IM address for all students	64.2%	69.4%	61.8%
		% of Total	17.7%	17.1%	61.8%
Total		Count	81	72	293
		% within Gender	27.6%	24.6%	100.0%
		% within Coll. IM address for all students	100.0%	100.0%	100.0%
		% of Total	27.6%	24.6%	100.0%

Gender * Photos of students like me Crosstabulation

			Photos of students like me			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	12	11	17	52
		% within Gender	10.8%	9.9%	15.3%	46.8%
		% within Photos of students like me	32.4%	34.4%	40.5%	44.8%
		% of Total	4.1%	3.7%	5.8%	17.6%
	Female	Count	25	21	25	64
		% within Gender	13.6%	11.4%	13.6%	34.8%
		% within Photos of students like me	67.6%	65.6%	59.5%	55.2%
		% of Total	8.5%	7.1%	8.5%	21.7%
Total		Count	37	32	42	116
		% within Gender	12.5%	10.8%	14.2%	39.3%
		% within Photos of students like me	100.0%	100.0%	100.0%	100.0%
		% of Total	12.5%	10.8%	14.2%	39.3%

Gender * Photos of students like me Crosstabulation

			Photos of students like me		Total
			Like It	Love It	
Gender	Male	Count	10	9	111
		% within Gender	9.0%	8.1%	100.0%
		% within Photos of students like me	27.8%	28.1%	37.6%
		% of Total	3.4%	3.1%	37.6%
	Female	Count	26	23	184
		% within Gender	14.1%	12.5%	100.0%
		% within Photos of students like me	72.2%	71.9%	62.4%
		% of Total	8.8%	7.8%	62.4%
Total		Count	36	32	295
		% within Gender	12.2%	10.8%	100.0%
		% within Photos of students like me	100.0%	100.0%	100.0%
		% of Total	12.2%	10.8%	100.0%

Gender * Chat w/Coll. Staff Crosstabulation

			Chat w/Coll. Staff			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	3	1	4	39
		% within Gender	2.7%	.9%	3.6%	34.8%
		% within Chat w/Coll. Staff	33.3%	20.0%	26.7%	43.8%
		% of Total	1.0%	.3%	1.4%	13.2%
	Female	Count	6	4	11	50
		% within Gender	3.3%	2.2%	6.0%	27.2%
		% within Chat w/Coll. Staff	66.7%	80.0%	73.3%	56.2%
		% of Total	2.0%	1.4%	3.7%	16.9%
Total		Count	9	5	15	89
		% within Gender	3.0%	1.7%	5.1%	30.1%
		% within Chat w/Coll. Staff	100.0%	100.0%	100.0%	100.0%
		% of Total	3.0%	1.7%	5.1%	30.1%

Gender * Chat w/Coll. Staff Crosstabulation

			Chat w/Coll. Staff		Total
			Like It	Love It	
Gender	Male	Count	40	25	112
		% within Gender	35.7%	22.3%	100.0%
		% within Chat w/Coll. Staff	36.7%	36.2%	37.8%
		% of Total	13.5%	8.4%	37.8%
	Female	Count	69	44	184
		% within Gender	37.5%	23.9%	100.0%
		% within Chat w/Coll. Staff	63.3%	63.8%	62.2%
		% of Total	23.3%	14.9%	62.2%
Total		Count	109	69	296
		% within Gender	36.8%	23.3%	100.0%
		% within Chat w/Coll. Staff	100.0%	100.0%	100.0%
		% of Total	36.8%	23.3%	100.0%

Gender * Able to IM w/Coll. Staff Crosstabulation

			Able to IM w/Coll. Staff			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	7	1	8	41
		% within Gender	6.3%	.9%	7.1%	36.6%
		% within Able to IM w/Coll. Staff	50.0%	16.7%	44.4%	48.8%
		% of Total	2.4%	.3%	2.7%	13.9%
	Female	Count	7	5	10	43
		% within Gender	3.8%	2.7%	5.5%	23.6%
		% within Able to IM w/Coll. Staff	50.0%	83.3%	55.6%	51.2%
		% of Total	2.4%	1.7%	3.4%	14.6%
Total		Count	14	6	18	84
		% within Gender	4.8%	2.0%	6.1%	28.6%
		% within Able to IM w/Coll. Staff	100.0%	100.0%	100.0%	100.0%
		% of Total	4.8%	2.0%	6.1%	28.6%

Gender * Able to IM w/Coll. Staff Crosstabulation

			Able to IM w/Coll. Staff		Total
			Like It	Love It	
Gender	Male	Count	31	24	112
		% within Gender	27.7%	21.4%	100.0%
		% within Able to IM w/Coll. Staff	30.7%	33.8%	38.1%
		% of Total	10.5%	8.2%	38.1%
	Female	Count	70	47	182
		% within Gender	38.5%	25.8%	100.0%
		% within Able to IM w/Coll. Staff	69.3%	66.2%	61.9%
		% of Total	23.8%	16.0%	61.9%
Total		Count	101	71	294
		% within Gender	34.4%	24.1%	100.0%
		% within Able to IM w/Coll. Staff	100.0%	100.0%	100.0%
		% of Total	34.4%	24.1%	100.0%

Gender * Student Blog about the coll. Crosstabulation

			Student Blog about the coll.			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	4	8	10	45
		% within Gender	3.6%	7.1%	8.9%	40.2%
		% within Student Blog about the coll.	25.0%	57.1%	37.0%	41.7%
		% of Total	1.4%	2.7%	3.4%	15.2%
	Female	Count	12	6	17	63
		% within Gender	6.5%	3.3%	9.2%	34.2%
		% within Student Blog about the coll.	75.0%	42.9%	63.0%	58.3%
		% of Total	4.1%	2.0%	5.7%	21.3%
Total		Count	16	14	27	108
		% within Gender	5.4%	4.7%	9.1%	36.5%
		% within Student Blog about the coll.	100.0%	100.0%	100.0%	100.0%
		% of Total	5.4%	4.7%	9.1%	36.5%

Gender * Student Blog about the coll. Crosstabulation

			Student Blog about the coll.		Total
			Like It	Love It	
Gender	Male	Count	29	16	112
		% within Gender	25.9%	14.3%	100.0%
		% within Student Blog about the coll.	36.7%	30.8%	37.8%
		% of Total	9.8%	5.4%	37.8%
	Female	Count	50	36	184
		% within Gender	27.2%	19.6%	100.0%
		% within Student Blog about the coll.	63.3%	69.2%	62.2%
		% of Total	16.9%	12.2%	62.2%
Total		Count	79	52	296
		% within Gender	26.7%	17.6%	100.0%
		% within Student Blog about the coll.	100.0%	100.0%	100.0%
		% of Total	26.7%	17.6%	100.0%

Gender * Coll. News Blog Crosstabulation

			Coll. News Blog			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	2	2	9	45
		% within Gender	1.8%	1.8%	8.0%	40.2%
		% within Coll. News Blog	28.6%	40.0%	60.0%	40.5%
		% of Total	.7%	.7%	3.1%	15.4%
	Female	Count	5	3	6	66
		% within Gender	2.8%	1.7%	3.3%	36.5%
		% within Coll. News Blog	71.4%	60.0%	40.0%	59.5%
		% of Total	1.7%	1.0%	2.0%	22.5%
Total		Count	7	5	15	111
		% within Gender	2.4%	1.7%	5.1%	37.9%
		% within Coll. News Blog	100.0%	100.0%	100.0%	100.0%
		% of Total	2.4%	1.7%	5.1%	37.9%

Gender * Coll. News Blog Crosstabulation

			Coll. News Blog		Total
			Like It	Love It	
Gender	Male	Count	36	18	112
		% within Gender	32.1%	16.1%	100.0%
		% within Coll. News Blog	35.3%	34.0%	38.2%
		% of Total	12.3%	6.1%	38.2%
	Female	Count	66	35	181
		% within Gender	36.5%	19.3%	100.0%
		% within Coll. News Blog	64.7%	66.0%	61.8%
		% of Total	22.5%	11.9%	61.8%
Total		Count	102	53	293
		% within Gender	34.8%	18.1%	100.0%
		% within Coll. News Blog	100.0%	100.0%	100.0%
		% of Total	34.8%	18.1%	100.0%

Gender * Able to IM w/current students Crosstabulation

			Able to IM w/current students			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	8	1	11	48
		% within Gender	7.3%	.9%	10.0%	43.6%
		% within Able to IM w/current students	44.4%	14.3%	45.8%	47.5%
		% of Total	2.7%	.3%	3.8%	16.4%
	Female	Count	10	6	13	53
		% within Gender	5.5%	3.3%	7.1%	29.0%
		% within Able to IM w/current students	55.6%	85.7%	54.2%	52.5%
		% of Total	3.4%	2.0%	4.4%	18.1%
Total		Count	18	7	24	101
		% within Gender	6.1%	2.4%	8.2%	34.5%
		% within Able to IM w/current students	100.0%	100.0%	100.0%	100.0%
		% of Total	6.1%	2.4%	8.2%	34.5%

Gender * Able to IM w/current students Crosstabulation

			Able to IM w/current		Total
			Like It	Love It	
Gender	Male	Count	23	19	110
		% within Gender	20.9%	17.3%	100.0%
		% within Able to IM w/current students	31.5%	27.1%	37.5%
		% of Total	7.8%	6.5%	37.5%
	Female	Count	50	51	183
		% within Gender	27.3%	27.9%	100.0%
		% within Able to IM w/current students	68.5%	72.9%	62.5%
		% of Total	17.1%	17.4%	62.5%
Total		Count	73	70	293
		% within Gender	24.9%	23.9%	100.0%
		% within Able to IM w/current students	100.0%	100.0%	100.0%
		% of Total	24.9%	23.9%	100.0%

Gender * Videos about each program Crosstabulation

			Videos about each program			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	1	2	9	29
		% within Gender	.9%	1.8%	8.0%	25.9%
		% within Videos about each program	20.0%	33.3%	52.9%	37.2%
		% of Total	.3%	.7%	3.1%	9.9%
	Female	Count	4	4	8	49
		% within Gender	2.2%	2.2%	4.4%	26.9%
		% within Videos about each program	80.0%	66.7%	47.1%	62.8%
		% of Total	1.4%	1.4%	2.7%	16.7%
Total		Count	5	6	17	78
		% within Gender	1.7%	2.0%	5.8%	26.5%
		% within Videos about each program	100.0%	100.0%	100.0%	100.0%
		% of Total	1.7%	2.0%	5.8%	26.5%

Gender * Videos about each program Crosstabulation

			Videos about each program		Total
			Like It	Love It	
Gender	Male	Count	40	31	112
		% within Gender	35.7%	27.7%	100.0%
		% within Videos about each program	37.7%	37.8%	38.1%
		% of Total	13.6%	10.5%	38.1%
	Female	Count	66	51	182
		% within Gender	36.3%	28.0%	100.0%
		% within Videos about each program	62.3%	62.2%	61.9%
		% of Total	22.4%	17.3%	61.9%
Total		Count	106	82	294
		% within Gender	36.1%	27.9%	100.0%
		% within Videos about each program	100.0%	100.0%	100.0%
		% of Total	36.1%	27.9%	100.0%

Gender * Virtual Campus Tour Crosstabulation

			Virtual Campus Tour			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	1	1	4	22
		% within Gender	.9%	.9%	3.6%	19.6%
		% within Virtual Campus Tour	50.0%	33.3%	33.3%	40.0%
		% of Total	.3%	.3%	1.4%	7.4%
	Female	Count	1	2	8	33
		% within Gender	.5%	1.1%	4.3%	17.9%
		% within Virtual Campus Tour	50.0%	66.7%	66.7%	60.0%
		% of Total	.3%	.7%	2.7%	11.1%
Total		Count	2	3	12	55
		% within Gender	.7%	1.0%	4.1%	18.6%
		% within Virtual Campus Tour	100.0%	100.0%	100.0%	100.0%
		% of Total	.7%	1.0%	4.1%	18.6%

Gender * Virtual Campus Tour Crosstabulation

			Virtual Campus Tour		Total
			Like It	Love It	
Gender	Male	Count	52	32	112
		% within Gender	46.4%	28.6%	100.0%
		% within Virtual Campus Tour	40.9%	33.0%	37.8%
		% of Total	17.6%	10.8%	37.8%
	Female	Count	75	65	184
		% within Gender	40.8%	35.3%	100.0%
		% within Virtual Campus Tour	59.1%	67.0%	62.2%
		% of Total	25.3%	22.0%	62.2%
Total		Count	127	97	296
		% within Gender	42.9%	32.8%	100.0%
		% within Virtual Campus Tour	100.0%	100.0%	100.0%
		% of Total	42.9%	32.8%	100.0%

Gender * Register Online Crosstabulation

			Register Online		
			It's Not OK	It's OK	Like It
Gender	Male	Count	3	13	24
		% within Gender	2.7%	11.7%	21.6%
		% within Register Online	42.9%	50.0%	33.8%
		% of Total	1.0%	4.4%	8.2%
	Female	Count	4	13	47
		% within Gender	2.2%	7.1%	25.7%
		% within Register Online	57.1%	50.0%	66.2%
		% of Total	1.4%	4.4%	16.0%
Total		Count	7	26	71
		% within Gender	2.4%	8.8%	24.1%
		% within Register Online	100.0%	100.0%	100.0%
		% of Total	2.4%	8.8%	24.1%

Gender * Register Online Crosstabulation

			Register	
			Love It	Total
Gender	Male	Count	71	111
		% within Gender	64.0%	100.0%
		% within Register Online	37.4%	37.8%
		% of Total	24.1%	37.8%
	Female	Count	119	183
		% within Gender	65.0%	100.0%
		% within Register Online	62.6%	62.2%
		% of Total	40.5%	62.2%
Total		Count	190	294
		% within Gender	64.6%	100.0%
		% within Register Online	100.0%	100.0%
		% of Total	64.6%	100.0%

Gender * Download Mtrls from Library Crosstabulation

			Download Mtrls from Library			
			Dislike It	It's Not OK	It's OK	Like It
Gender	Male	Count	1	1	14	27
		% within Gender	.9%	.9%	12.6%	24.3%
		% within Download Mtrls from Library	100.0%	50.0%	51.9%	35.1%
		% of Total	.3%	.3%	4.8%	9.2%
	Female	Count		1	13	50
		% within Gender		.5%	7.1%	27.3%
		% within Download Mtrls from Library		50.0%	48.1%	64.9%
		% of Total		.3%	4.4%	17.0%
Total		Count	1	2	27	77
		% within Gender	.3%	.7%	9.2%	26.2%
		% within Download Mtrls from Library	100.0%	100.0%	100.0%	100.0%
		% of Total	.3%	.7%	9.2%	26.2%

Gender * Download Mtrls from Library Crosstabulation

			Download	
			Love It	Total
Gender	Male	Count	68	111
		% within Gender	61.3%	100.0%
		% within Download Mtrls from Library	36.4%	37.8%
		% of Total	23.1%	37.8%
	Female	Count	119	183
		% within Gender	65.0%	100.0%
		% within Download Mtrls from Library	63.6%	62.2%
		% of Total	40.5%	62.2%
Total		Count	187	294
		% within Gender	63.6%	100.0%
		% within Download Mtrls from Library	100.0%	100.0%
		% of Total	63.6%	100.0%

Gender * Online advising/counseling Crosstabulation

			Online advising/counseling			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	2	1	6	25
		% within Gender	1.8%	.9%	5.4%	22.5%
		% within Online advising/counseling	50.0%	50.0%	75.0%	42.4%
		% of Total	.7%	.3%	2.0%	8.5%
	Female	Count	2	1	2	34
		% within Gender	1.1%	.5%	1.1%	18.6%
		% within Online advising/counseling	50.0%	50.0%	25.0%	57.6%
		% of Total	.7%	.3%	.7%	11.6%
Total		Count	4	2	8	59
		% within Gender	1.4%	.7%	2.7%	20.1%
		% within Online advising/counseling	100.0%	100.0%	100.0%	100.0%
		% of Total	1.4%	.7%	2.7%	20.1%

Gender * Online advising/counseling Crosstabulation

			Online advising/counseling		Total
			Like It	Love It	
Gender	Male	Count	34	43	111
		% within Gender	30.6%	38.7%	100.0%
		% within Online advising/counseling	42.5%	30.5%	37.8%
		% of Total	11.6%	14.6%	37.8%
	Female	Count	46	98	183
		% within Gender	25.1%	53.6%	100.0%
		% within Online advising/counseling	57.5%	69.5%	62.2%
		% of Total	15.6%	33.3%	62.2%
Total		Count	80	141	294
		% within Gender	27.2%	48.0%	100.0%
		% within Online advising/counseling	100.0%	100.0%	100.0%
		% of Total	27.2%	48.0%	100.0%

Gender * Free Email from Coll. Crosstabulation

			Free Email from Coll.			
			Hate It	Dislike It	It's Not OK	It's OK
Gender	Male	Count	1	1	2	27
		% within Gender	.9%	.9%	1.8%	24.1%
		% within Free Email from Coll.	100.0%	50.0%	28.6%	60.0%
		% of Total	.3%	.3%	.7%	9.2%
	Female	Count		1	5	18
		% within Gender		.5%	2.7%	9.8%
		% within Free Email from Coll.		50.0%	71.4%	40.0%
		% of Total		.3%	1.7%	6.1%
Total		Count	1	2	7	45
		% within Gender	.3%	.7%	2.4%	15.3%
		% within Free Email from Coll.	100.0%	100.0%	100.0%	100.0%
		% of Total	.3%	.7%	2.4%	15.3%

Gender * Free Email from Coll. Crosstabulation

			Free Email from Coll.		Total
			Like It	Love It	
Gender	Male	Count	26	55	112
		% within Gender	23.2%	49.1%	100.0%
		% within Free Email from Coll.	36.1%	32.7%	38.0%
		% of Total	8.8%	18.6%	38.0%
	Female	Count	46	113	183
		% within Gender	25.1%	61.7%	100.0%
		% within Free Email from Coll.	63.9%	67.3%	62.0%
		% of Total	15.6%	38.3%	62.0%
Total		Count	72	168	295
		% within Gender	24.4%	56.9%	100.0%
		% within Free Email from Coll.	100.0%	100.0%	100.0%
		% of Total	24.4%	56.9%	100.0%

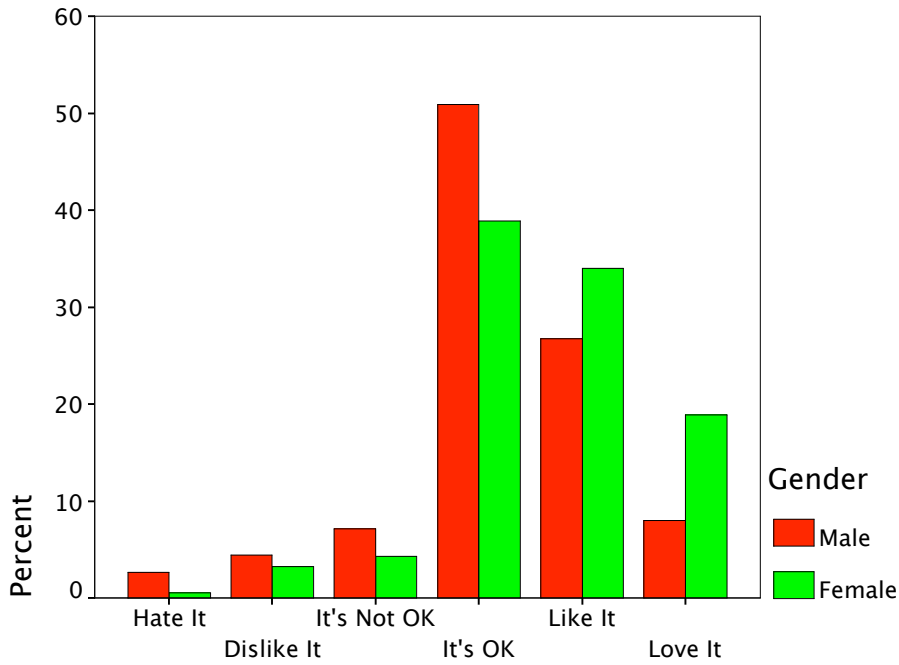
Gender * Web content updated daily Crosstabulation

			Web content updated daily			
			Dislike It	It's Not OK	It's OK	Like It
Gender	Male	Count	1	1	23	30
		% within Gender	.9%	.9%	21.1%	27.5%
		% within Web content updated daily	50.0%	50.0%	43.4%	35.7%
		% of Total	.3%	.3%	7.9%	10.3%
	Female	Count	1	1	30	54
		% within Gender	.6%	.6%	16.6%	29.8%
		% within Web content updated daily	50.0%	50.0%	56.6%	64.3%
		% of Total	.3%	.3%	10.3%	18.6%
Total		Count	2	2	53	84
		% within Gender	.7%	.7%	18.3%	29.0%
		% within Web content updated daily	100.0%	100.0%	100.0%	100.0%
		% of Total	.7%	.7%	18.3%	29.0%

Gender * Web content updated daily Crosstabulation

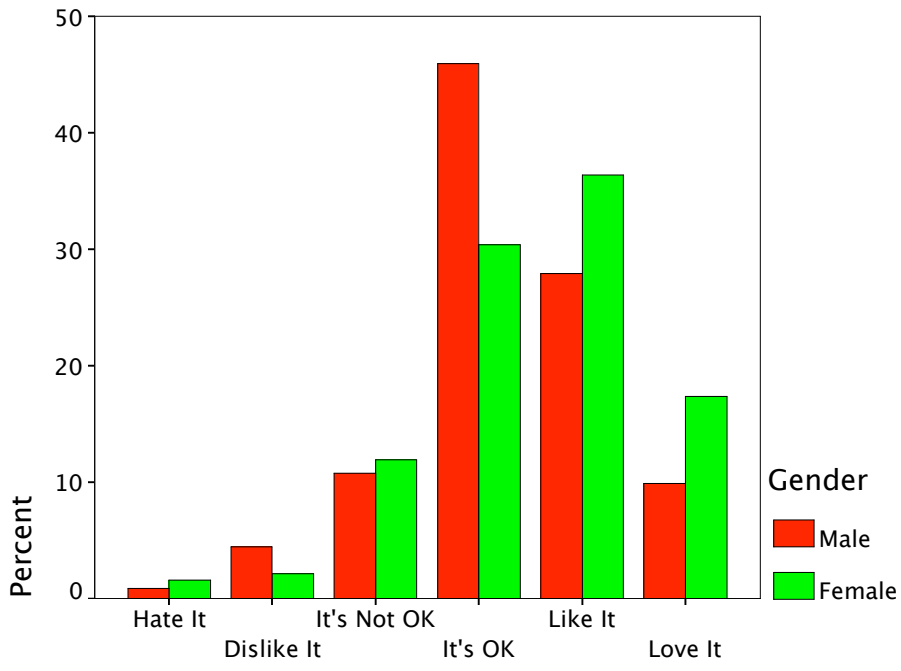
			Web content	
			Love It	Total
Gender	Male	Count	54	109
		% within Gender	49.5%	100.0%
		% within Web content updated daily	36.2%	37.6%
		% of Total	18.6%	37.6%
Female	Count	95	181	
	% within Gender	52.5%	100.0%	
	% within Web content updated daily	63.8%	62.4%	
	% of Total	32.8%	62.4%	
Total	Count	149	290	
	% within Gender	51.4%	100.0%	
	% within Web content updated daily	100.0%	100.0%	
	% of Total	51.4%	100.0%	

Graph



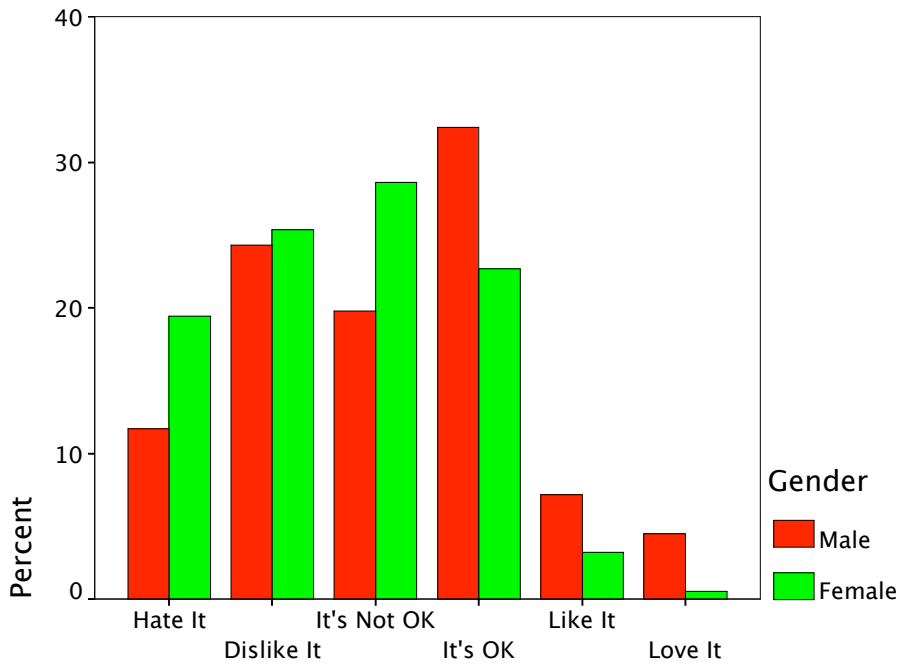
Lots of Color

Graph



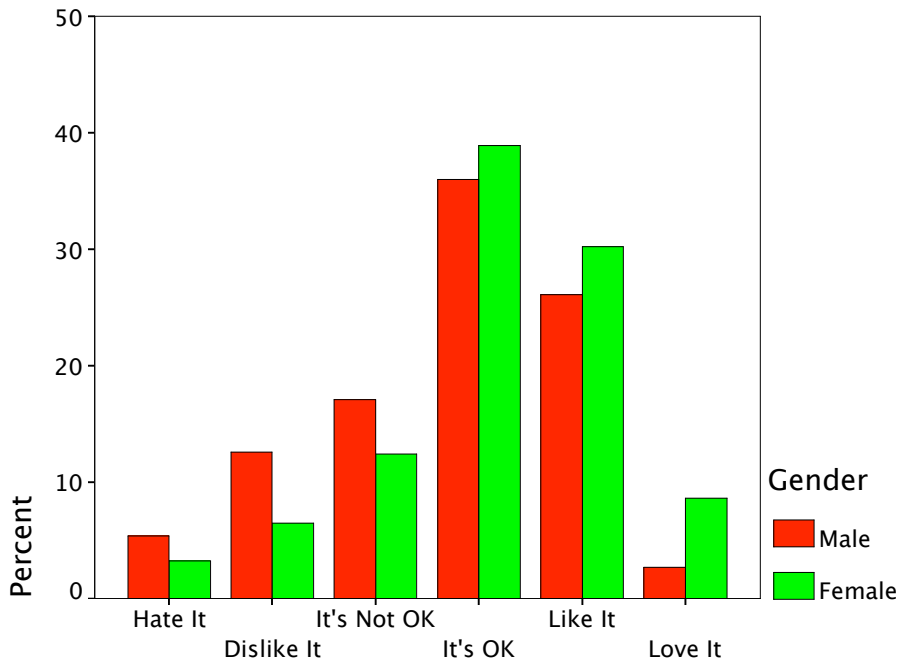
Lots of Things to Look At

Graph



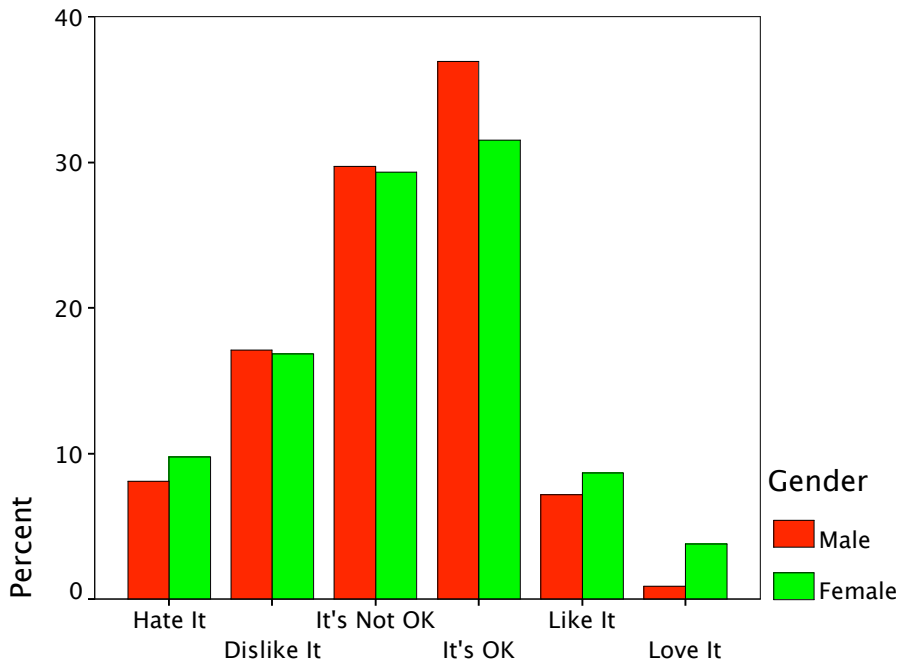
Lots of White Space

Graph



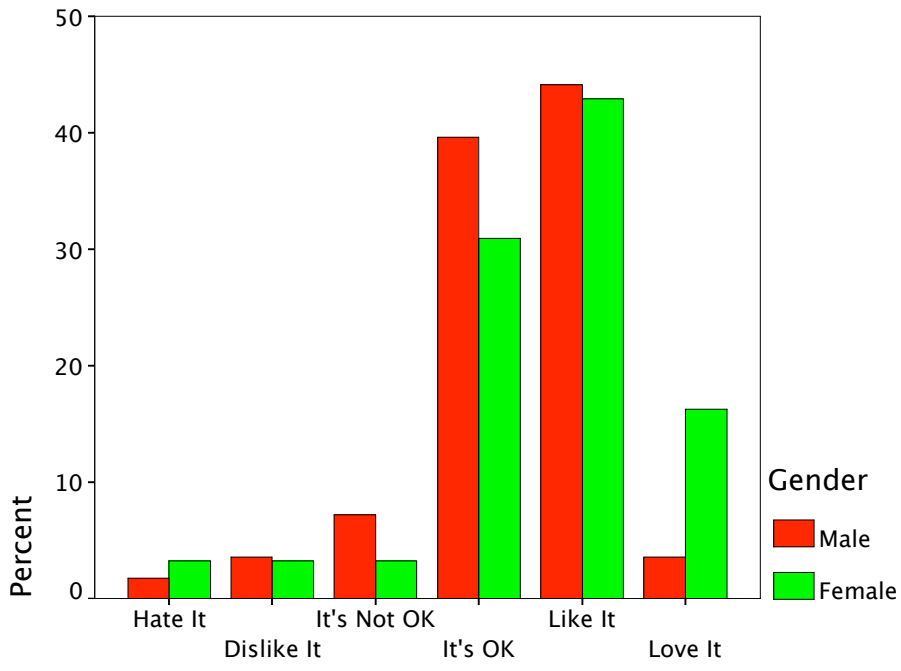
Different Type Styles and Sizes

Graph



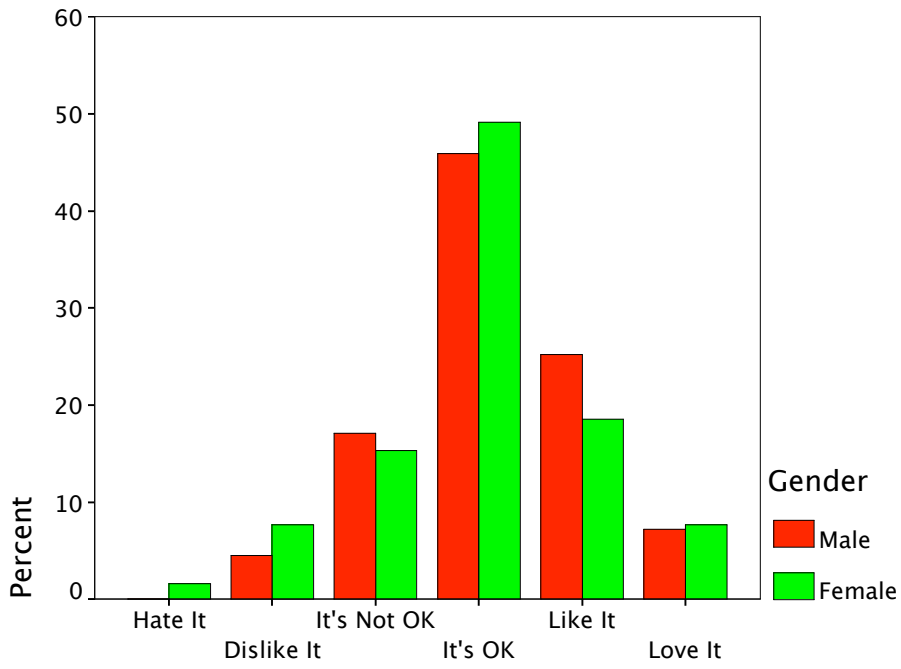
Lots of Txt in Paragraphs

Graph



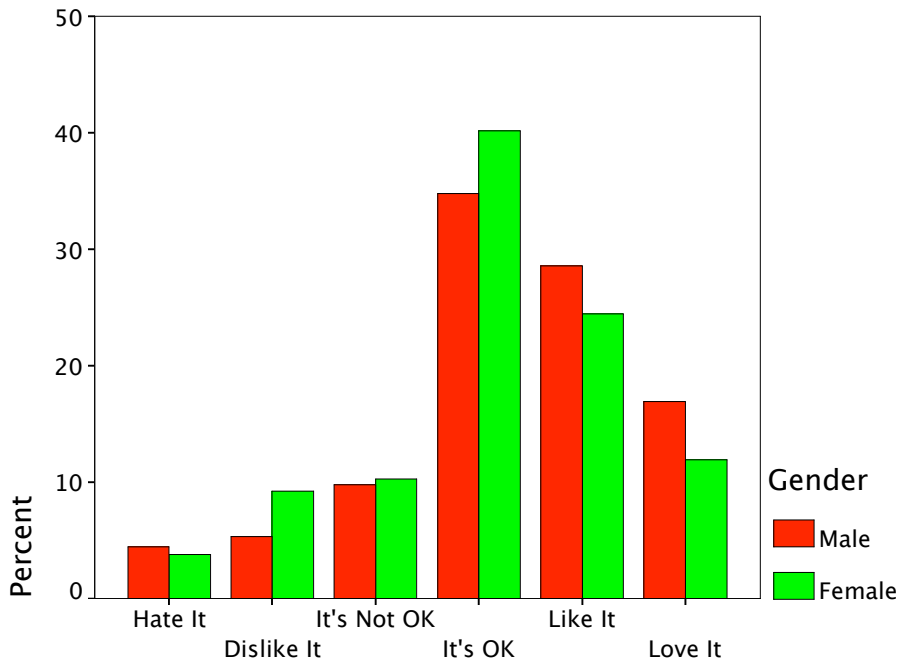
Short txt Blocks w/Bullet Points

Graph



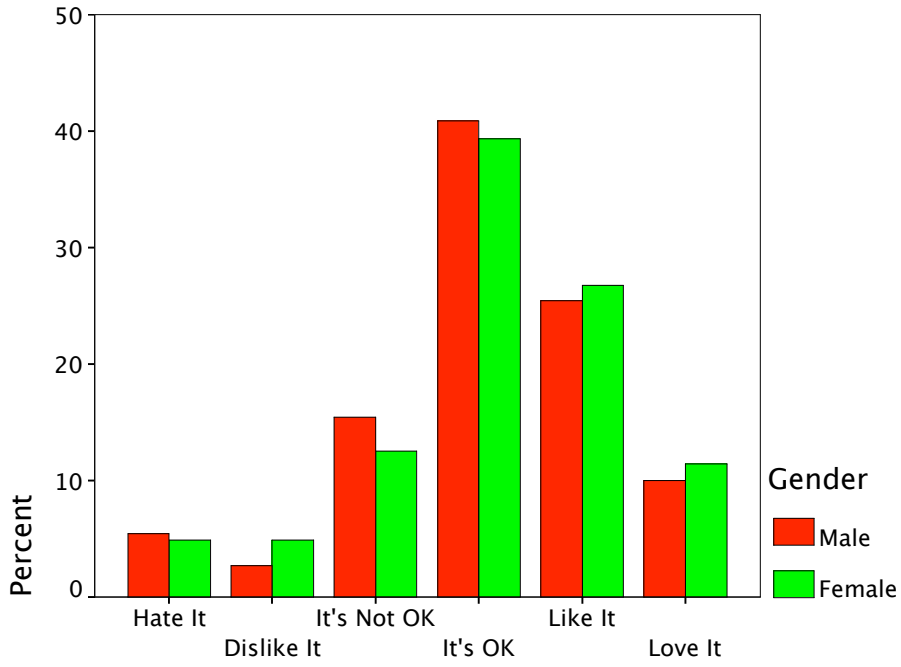
Min. Amnt of Txt

Graph



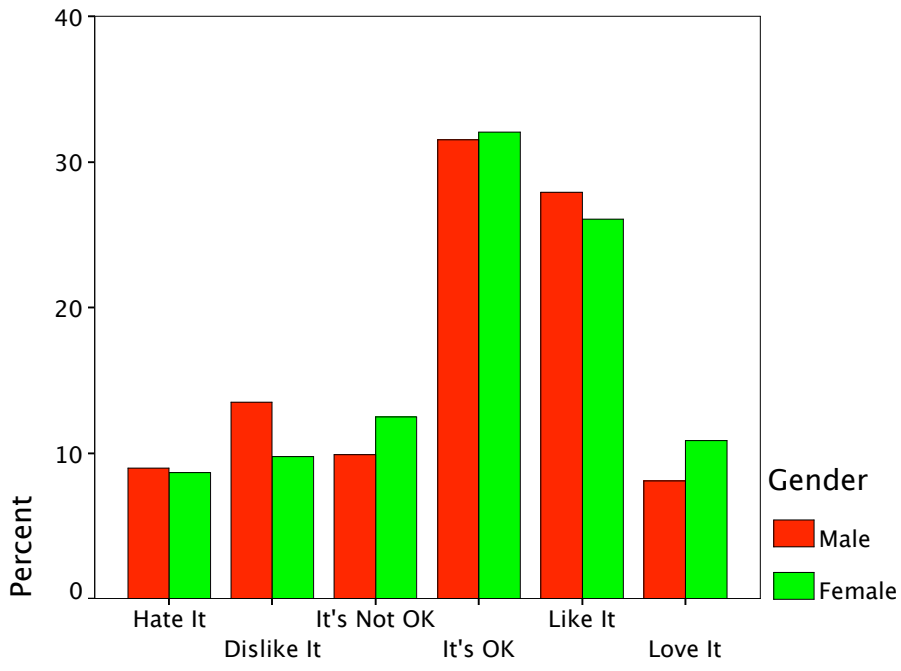
All Navigation Left

Graph



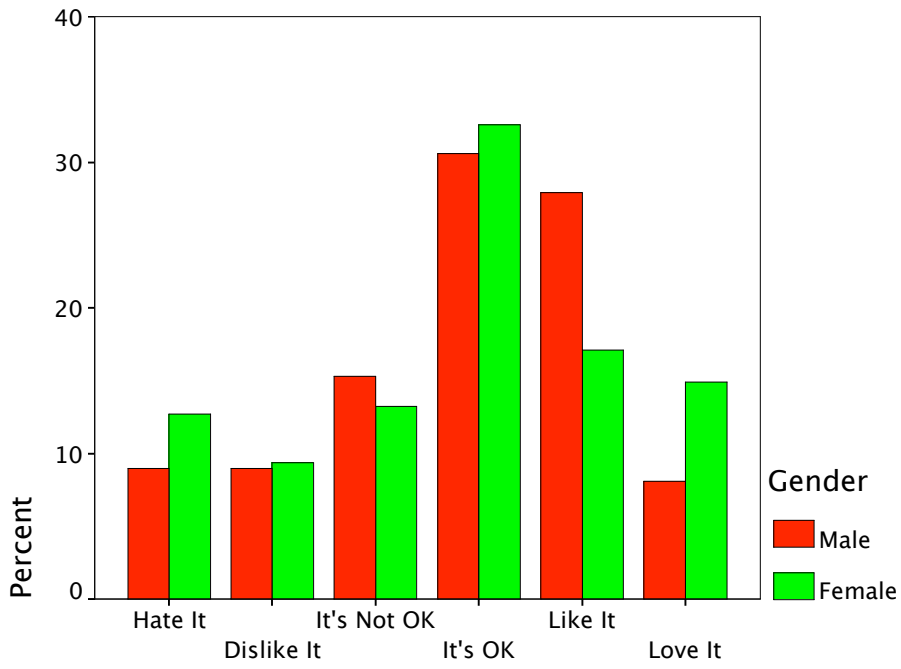
All Navigation Top

Graph



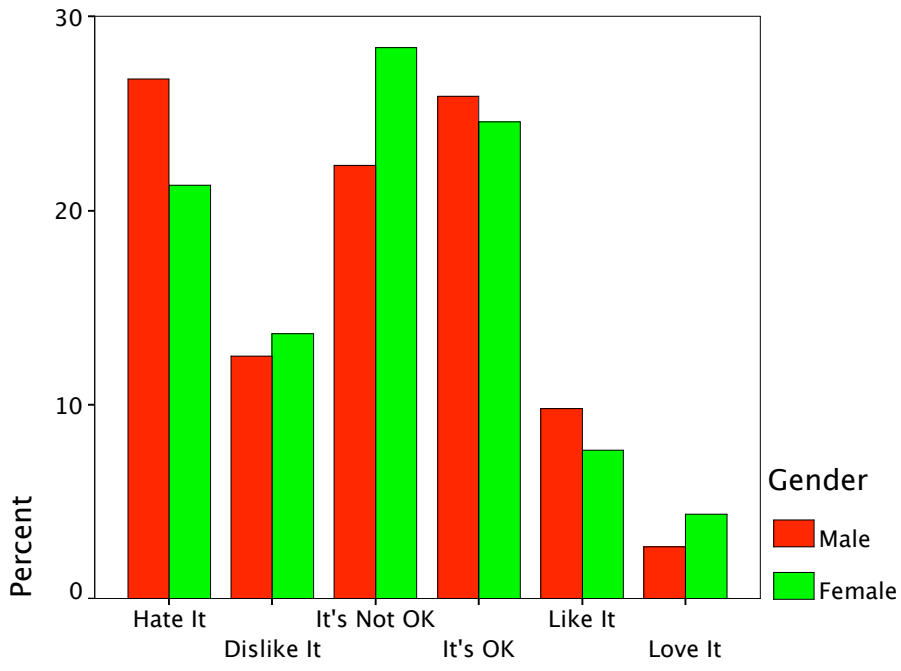
Navigation through pg

Graph



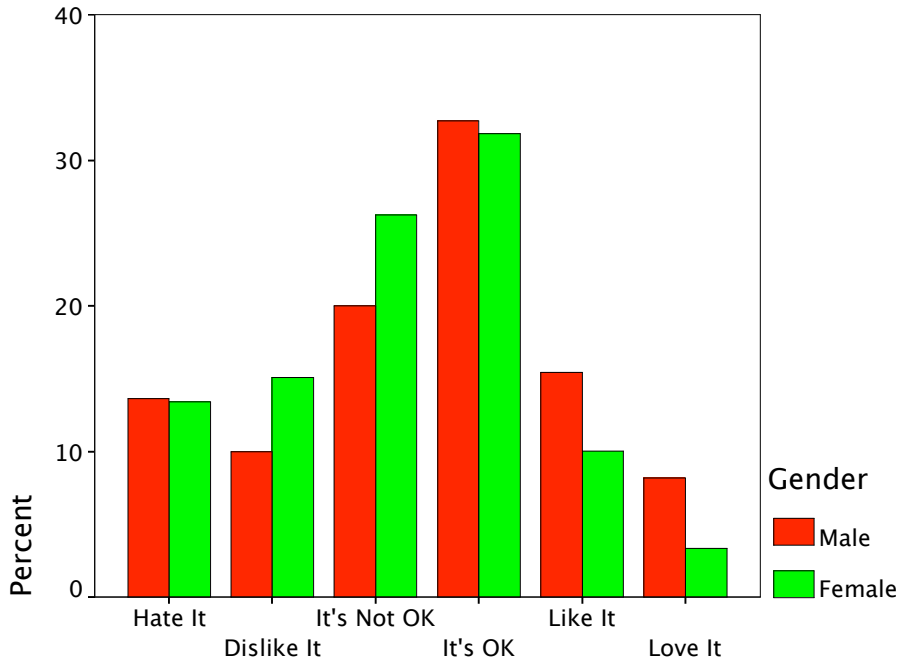
Nav shrtcts deep into site

Graph



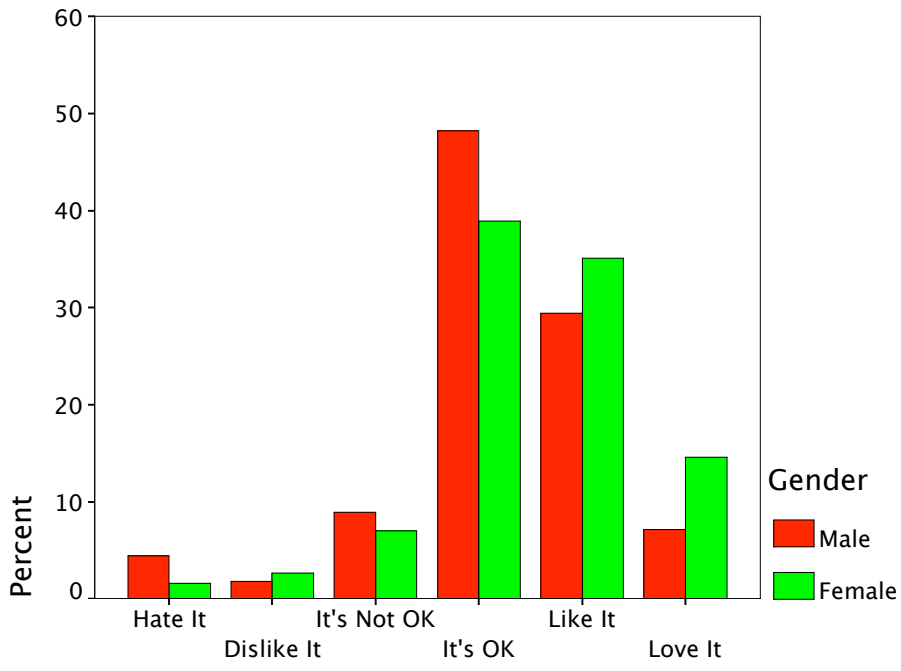
Site "sticks" to LH side window

Graph



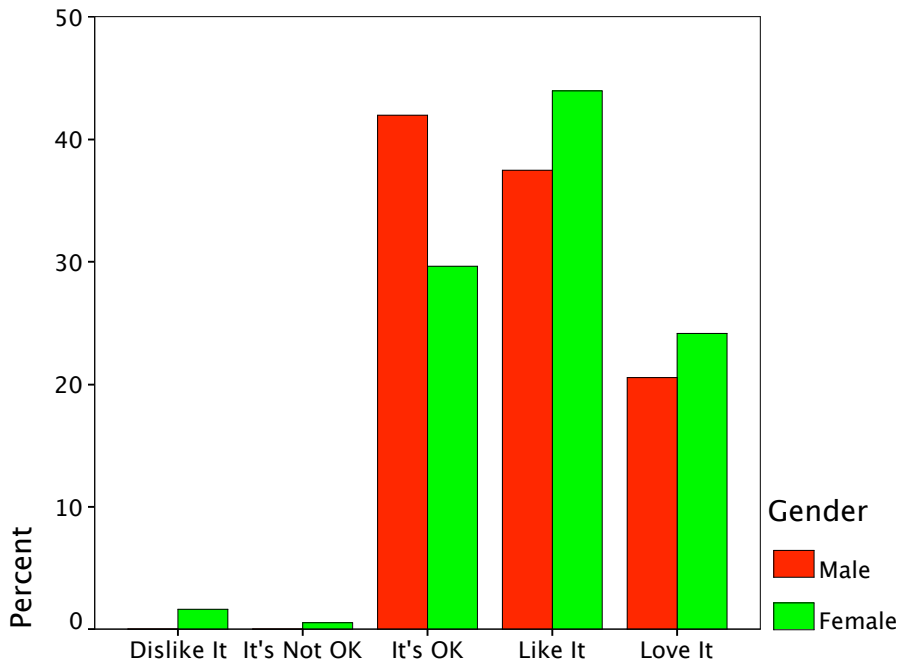
Website "floats" in mid of window

Graph



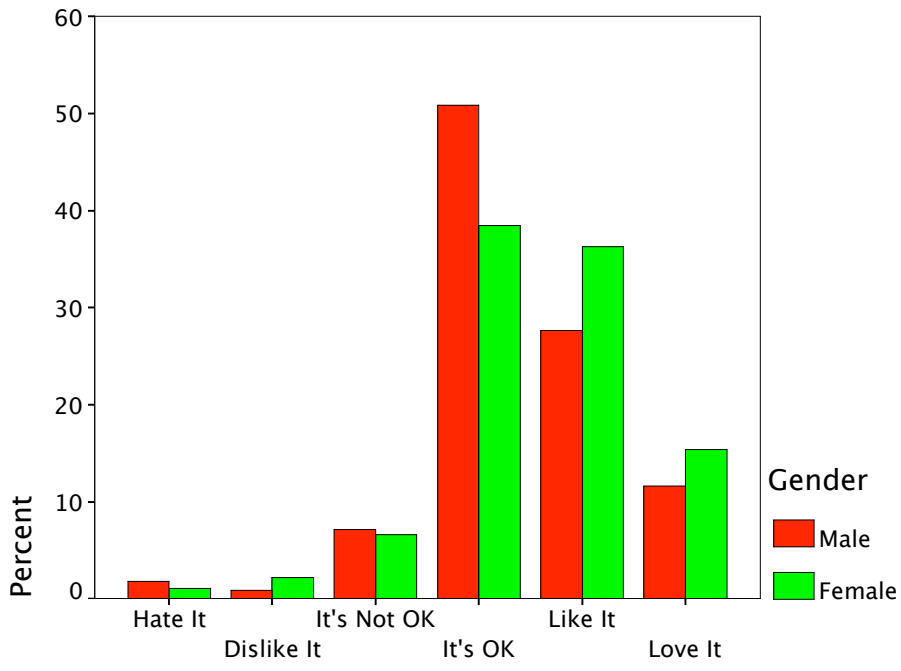
Photos/graphics of students

Graph



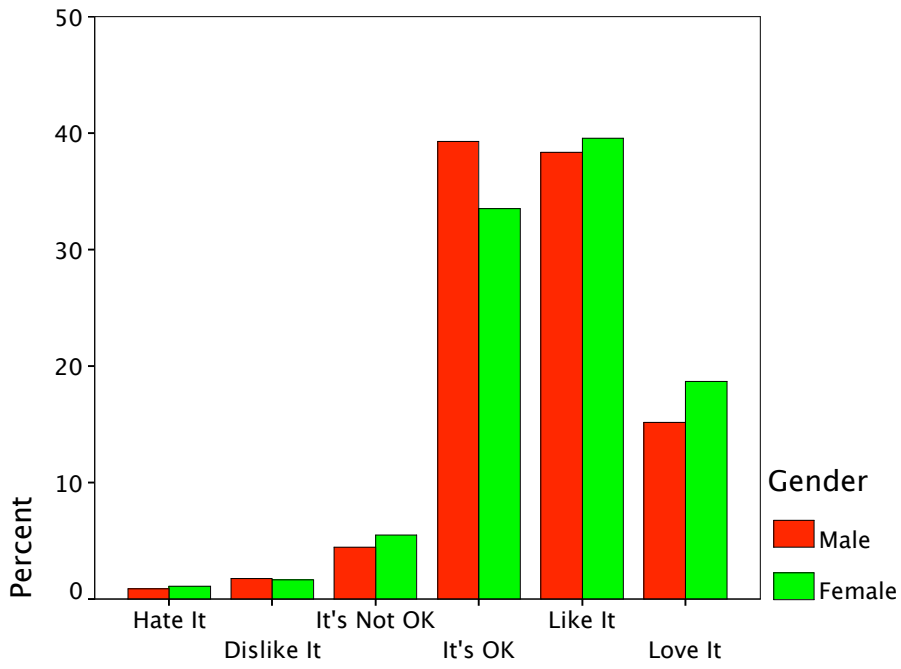
Photos/graphics of the campus

Graph



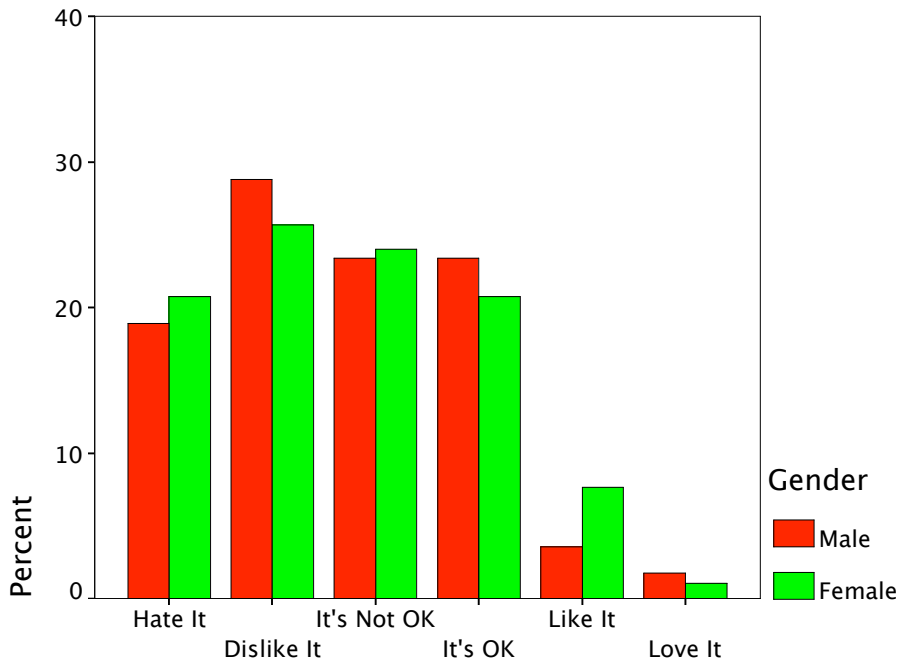
Photos/graphics of the faculty

Graph



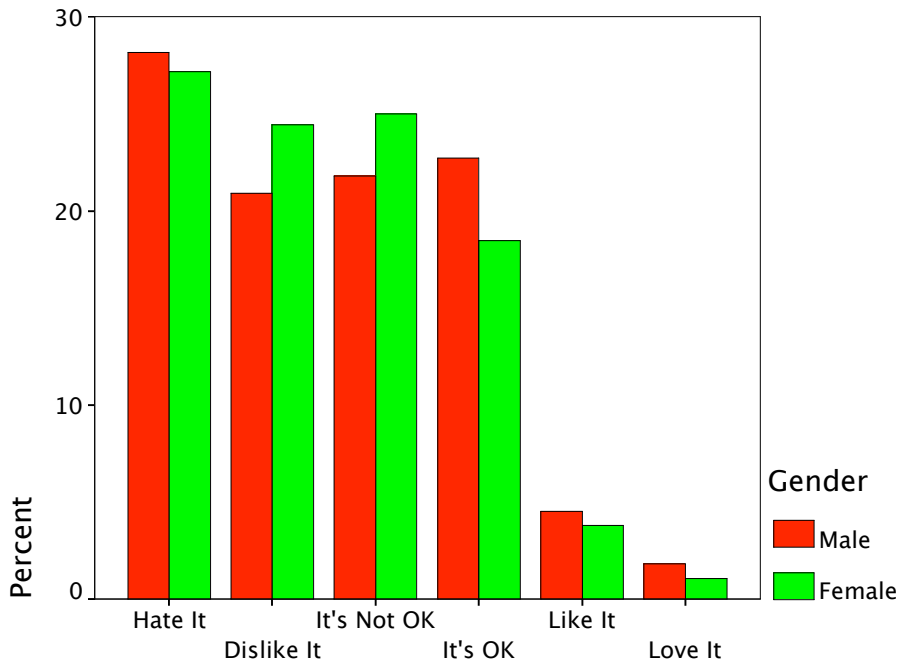
Photos/graphics that change

Graph



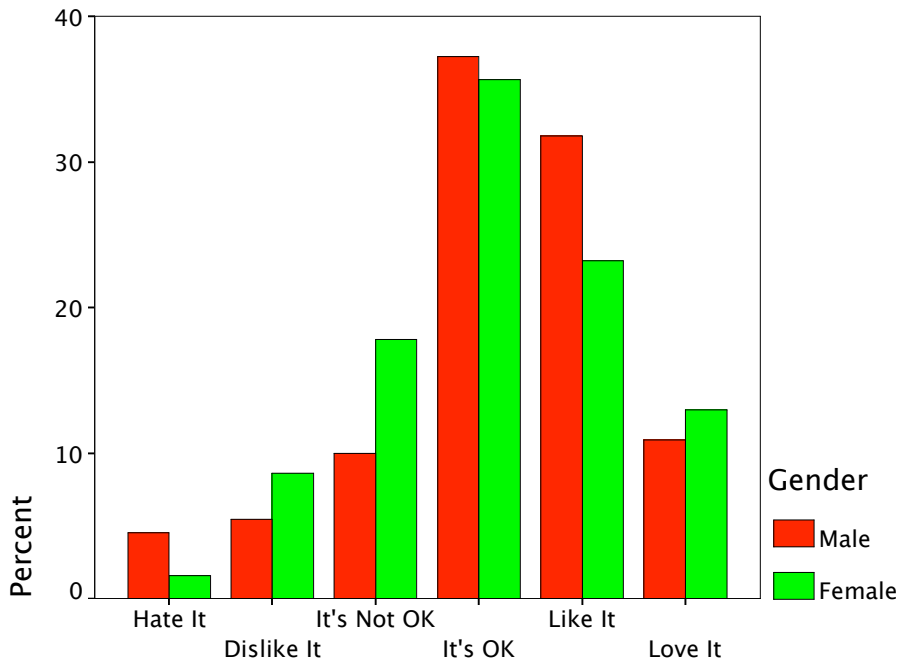
Pgs w/out photos/graphics

Graph



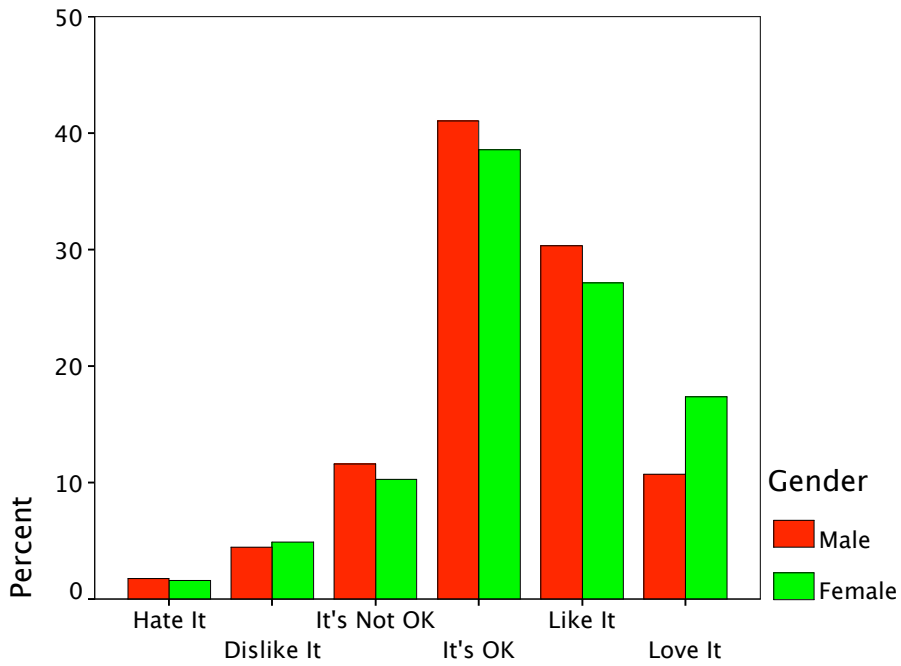
Pgs w/lots of white space

Graph



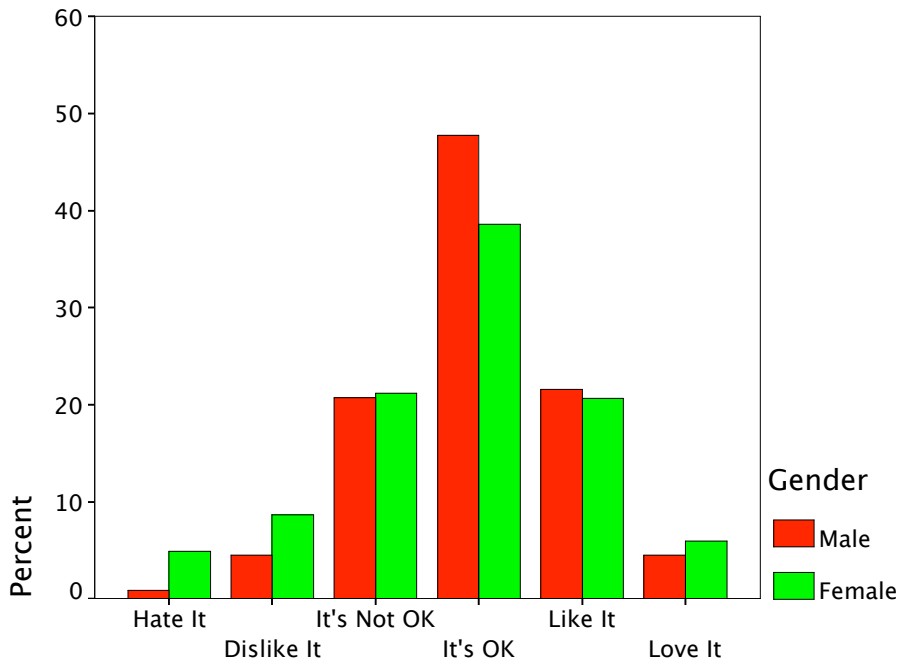
Flash Animation

Graph



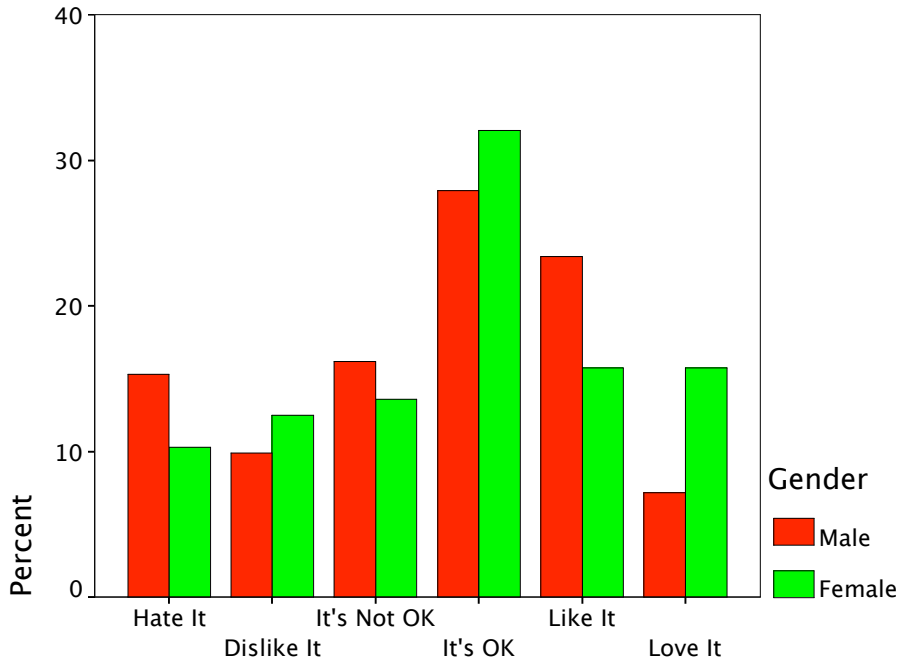
A lot to Click on/Do

Graph



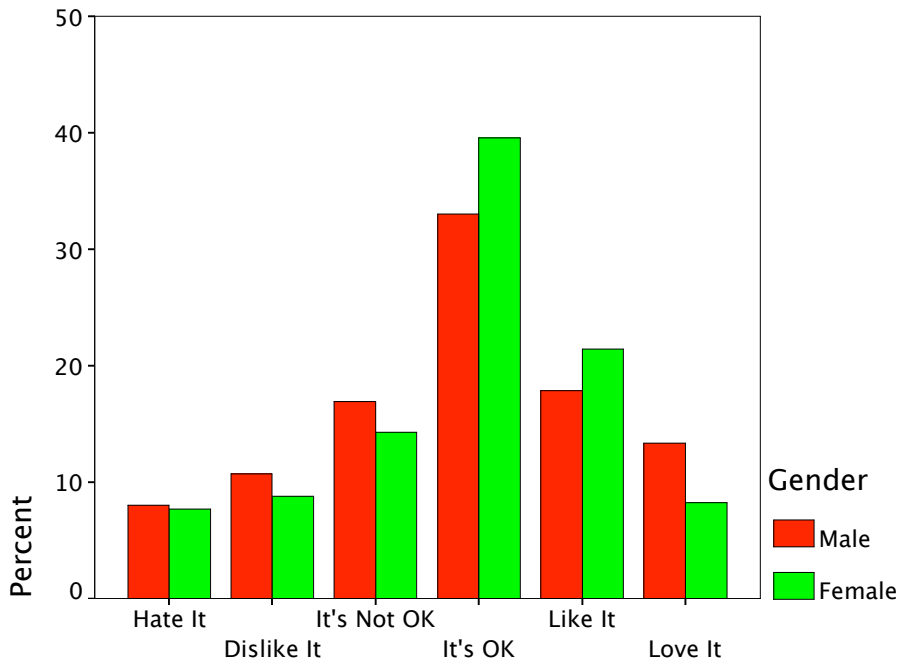
A lot to Read

Graph



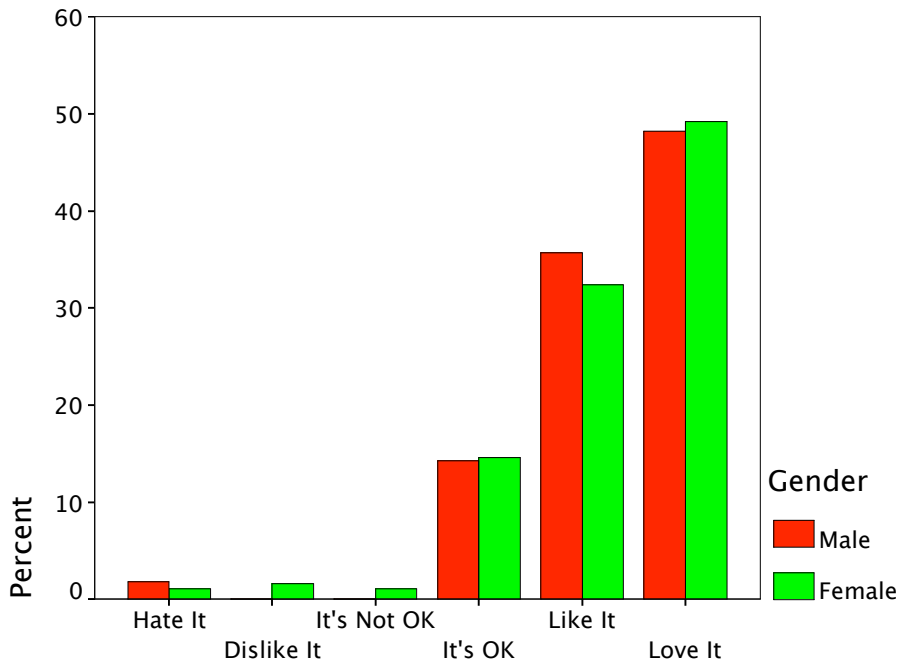
Games

Graph



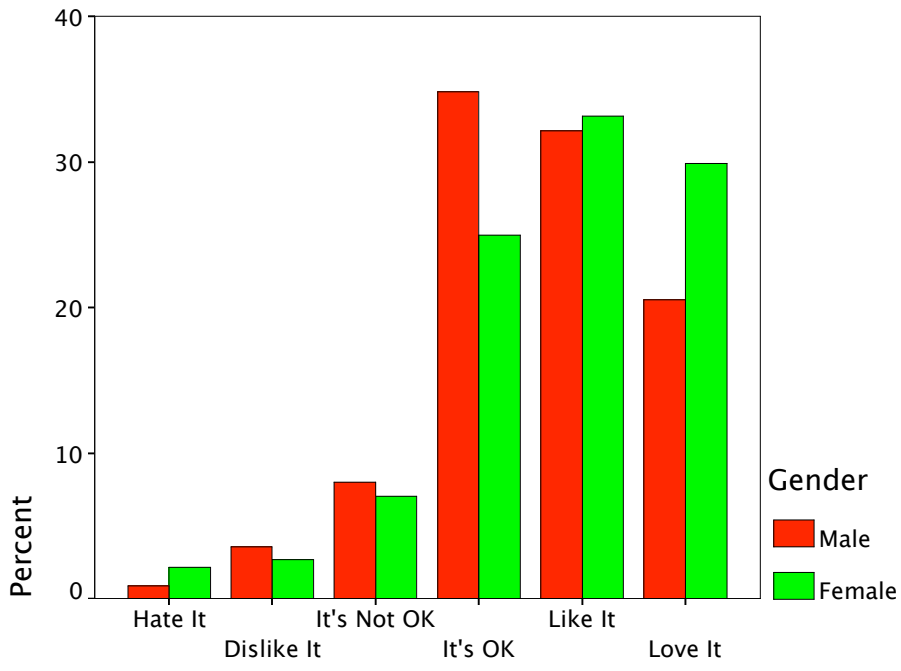
Podcasts or Vodcasts

Graph



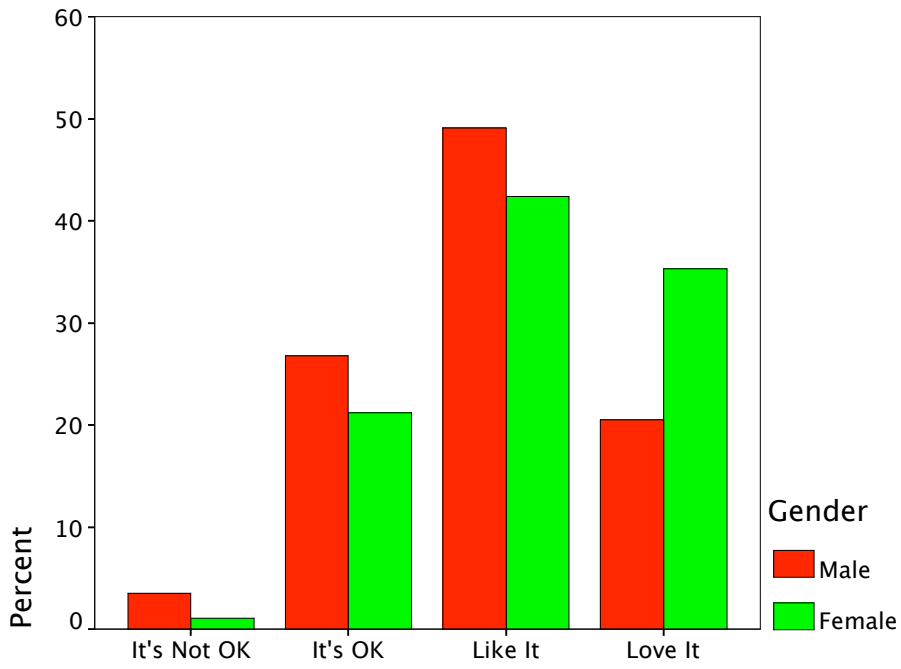
Good Internal Search Engine

Graph



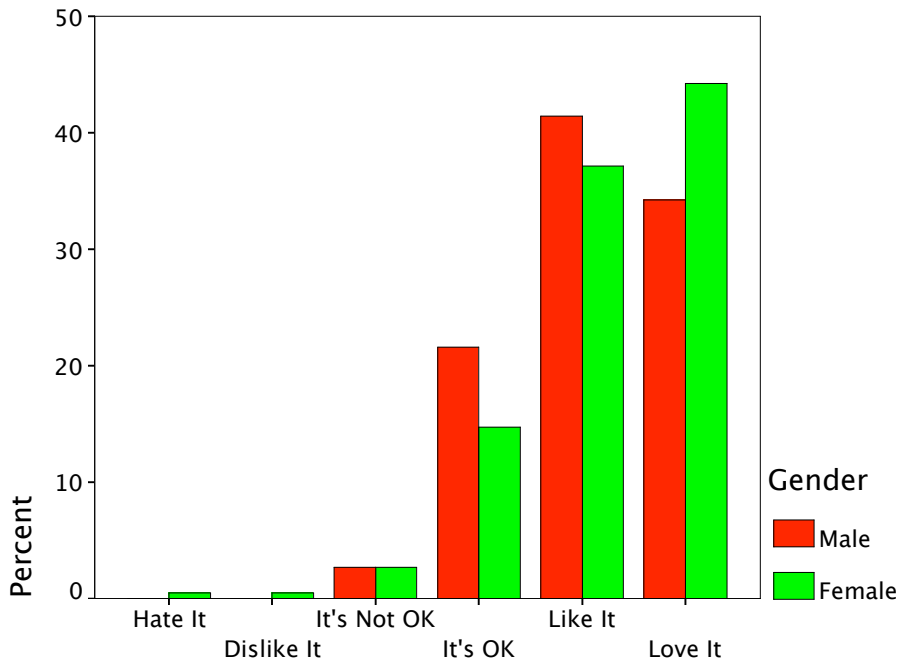
Content updated once/mnth

Graph



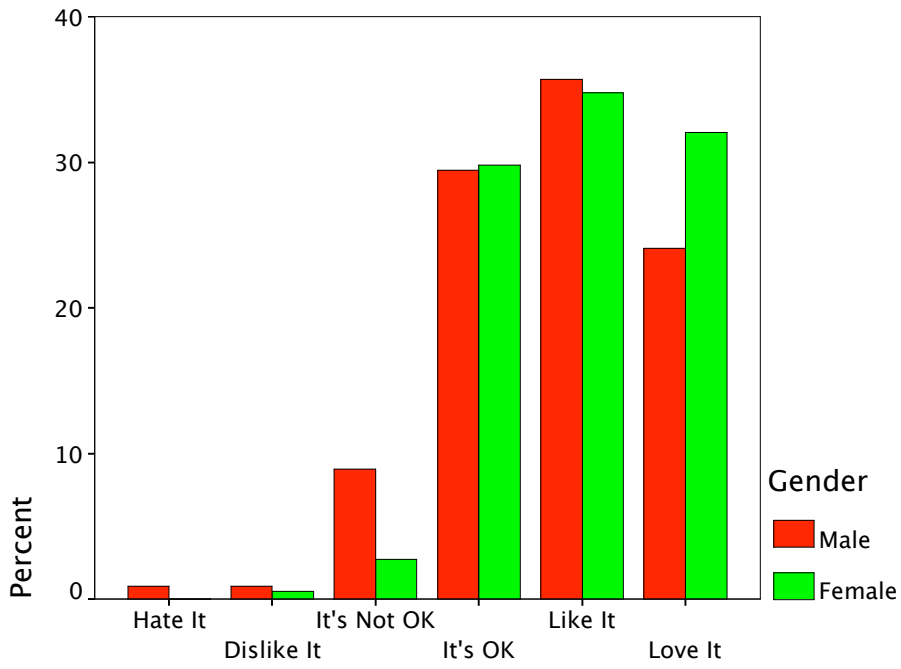
A unique site for current students

Graph



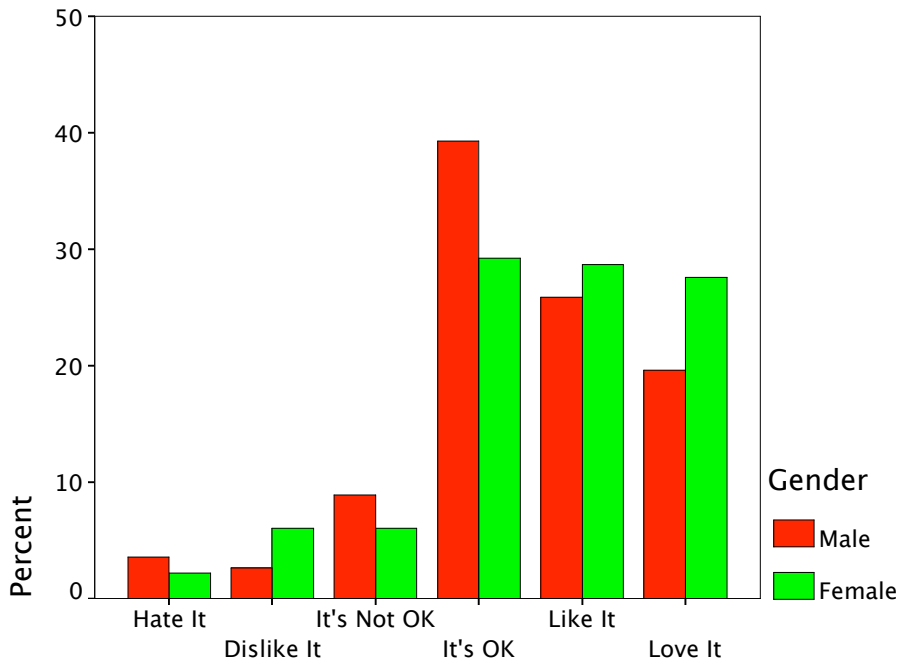
Ability to buy textbooks online

Graph



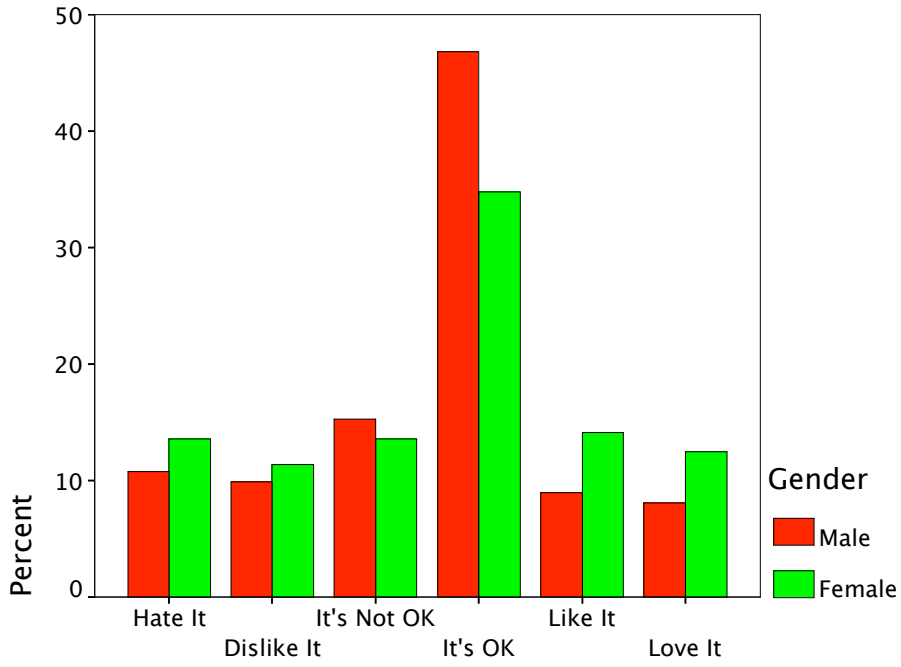
Pages may be customized

Graph



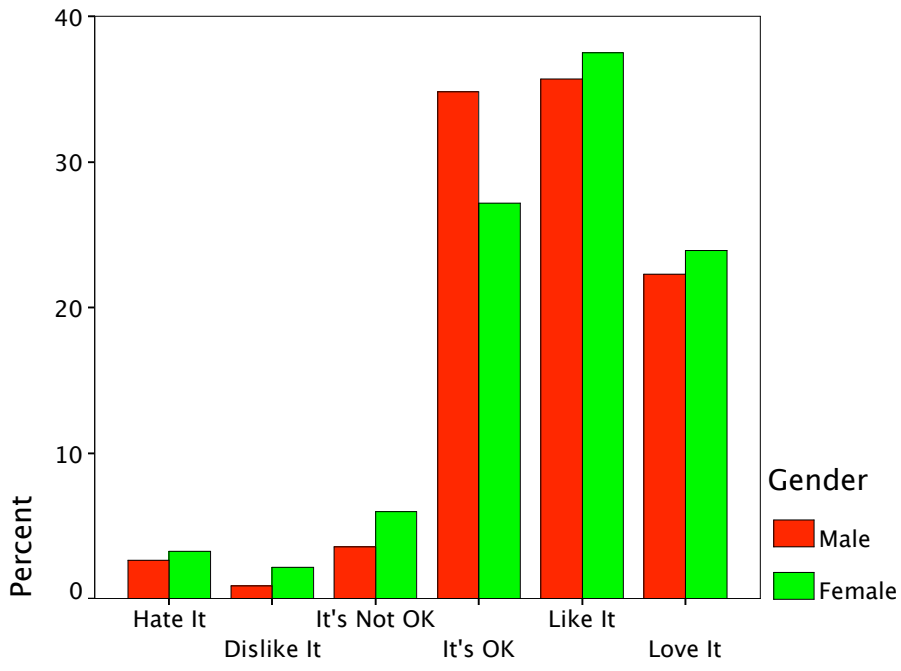
Coll. IM address for all students

Graph



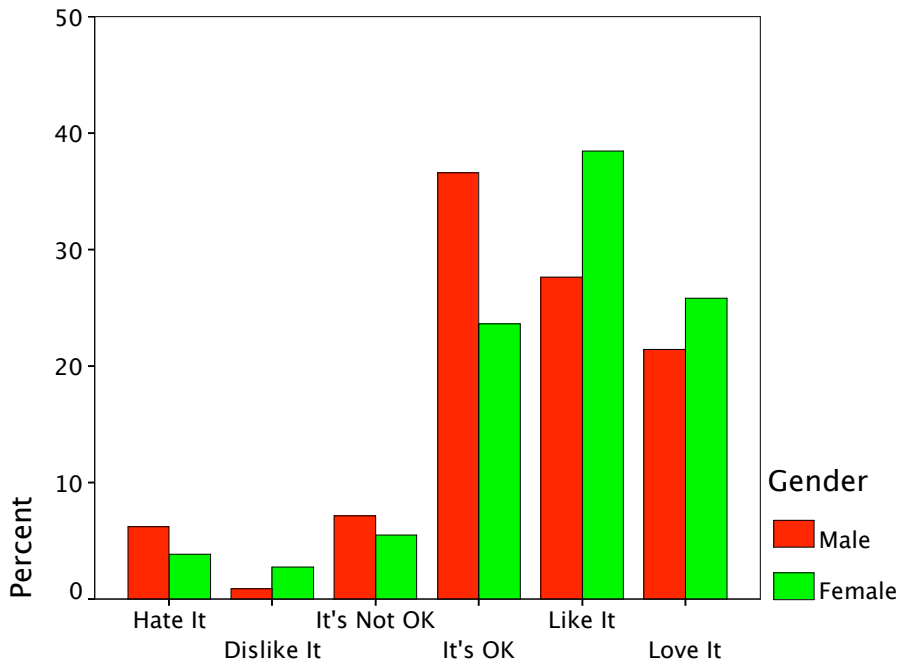
Photos of students like me

Graph



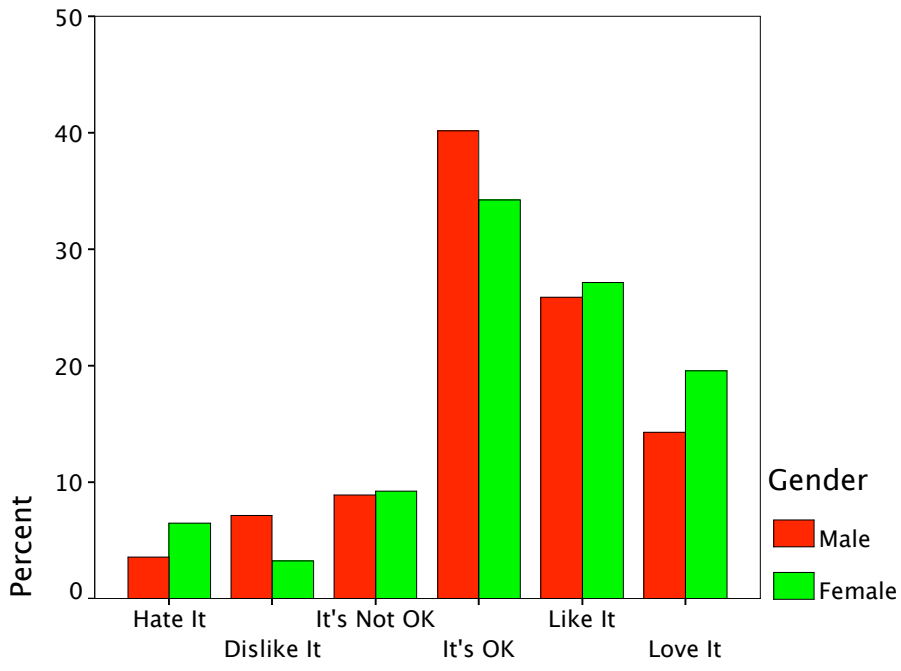
Chat w/Coll. Staff

Graph



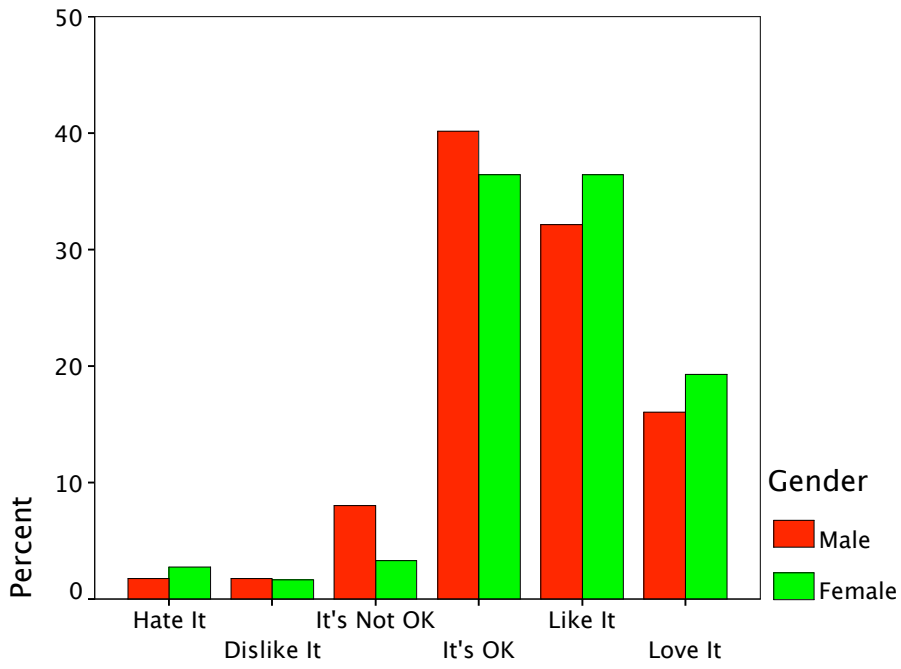
Able to IM w/Coll. Staff

Graph



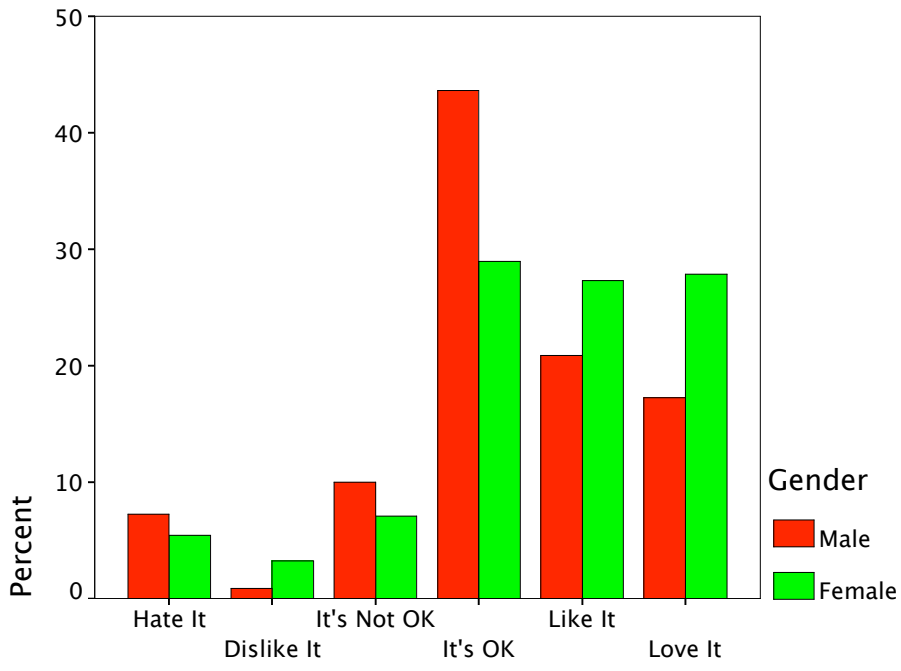
Student Blog about the coll.

Graph



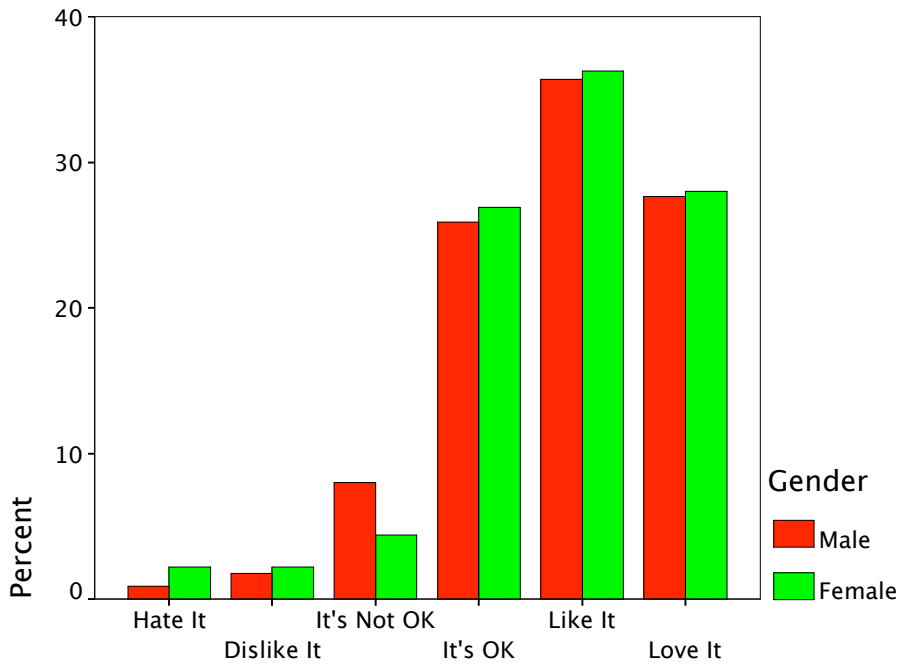
Coll. News Blog

Graph



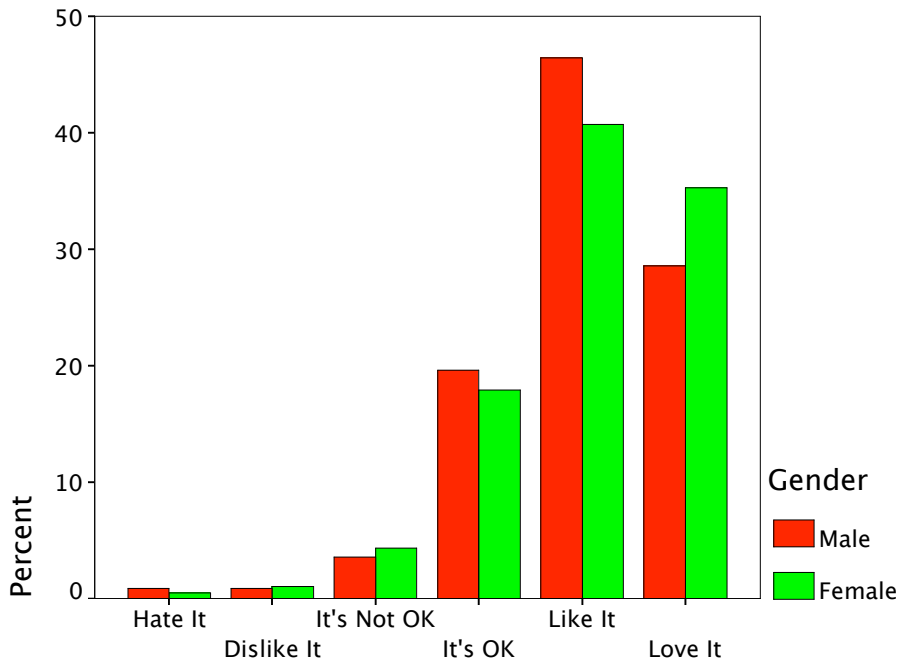
Able to IM w/current students

Graph



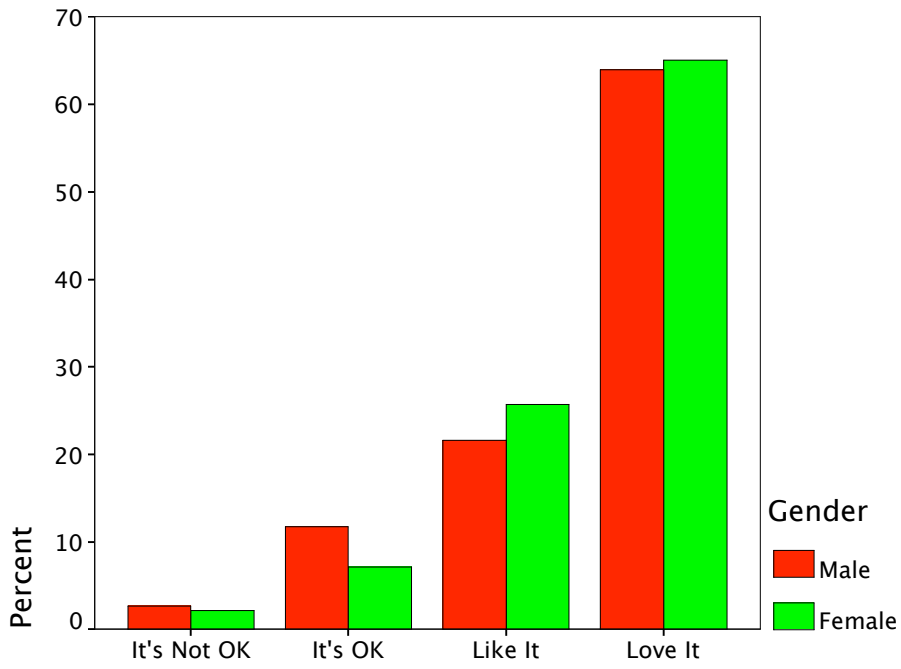
Videos about each program

Graph



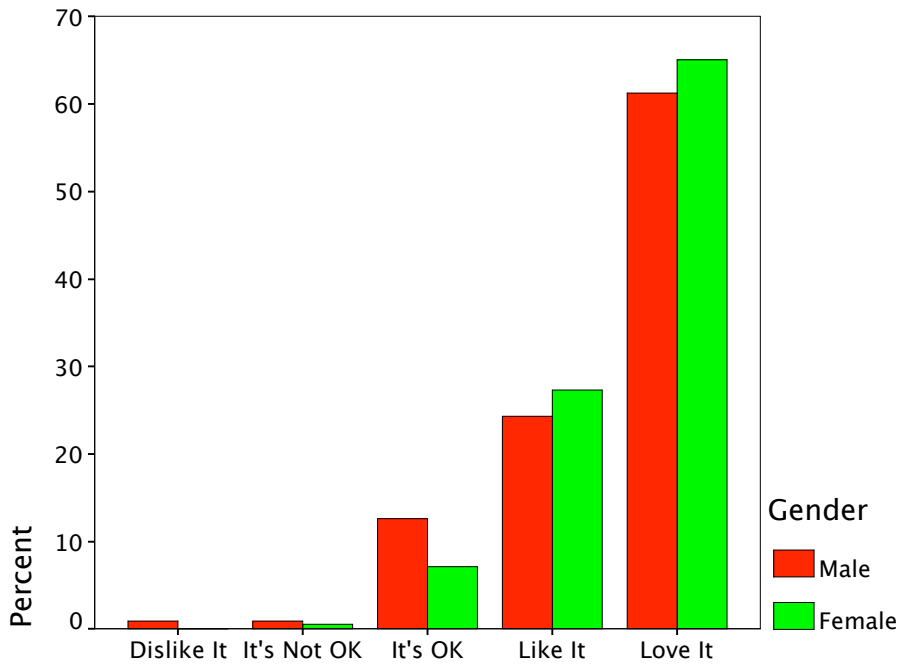
Virtual Campus Tour

Graph



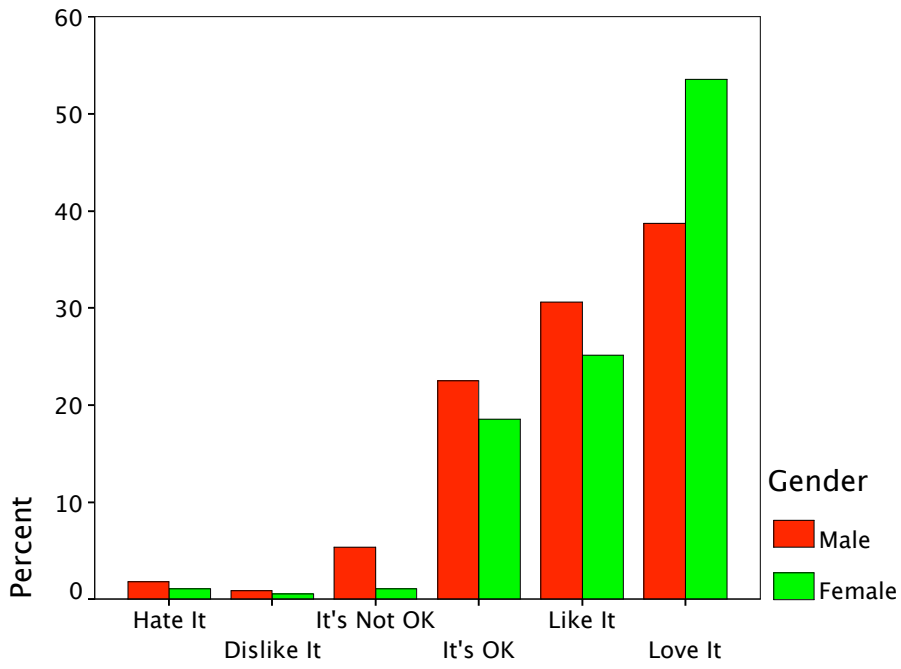
Register Online

Graph



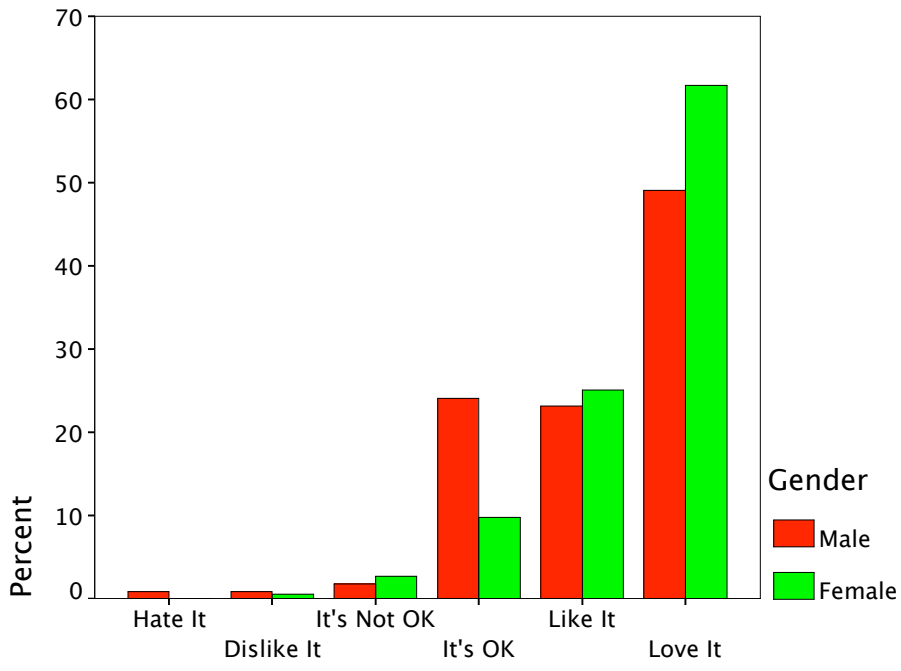
Download Mtrls from Library

Graph



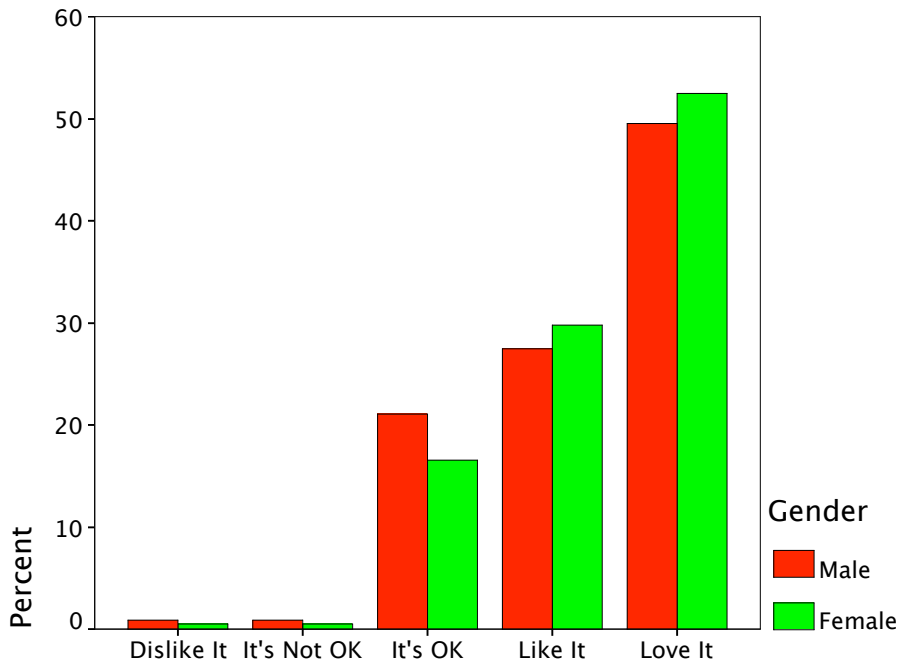
Online advising/counseling

Graph



Free Email from Coll.

Graph



Web content updated daily