

The SAS System

The FREQ Procedure

mag_entertainment	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	10888	45.36	10888	45.36
disagree a little	5000	20.83	15888	66.19
neither agree nor disagree	5591	23.29	21479	89.49
agree a little	1699	7.08	23178	96.57
agree a lot	824	3.43	24002	100.00
Frequency Missing = 1437				

resist_mag	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	12250	51.34	12250	51.34
disagree a little	3953	16.57	16203	67.91
neither agree nor disagree	5279	22.13	21482	90.04
agree a little	1595	6.69	23077	96.72
agree a lot	782	3.28	23859	100.00
Frequency Missing = 1580				

rely_mag	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	8853	37.06	8853	37.06
disagree a little	4766	19.95	13619	57.01
neither agree nor disagree	7015	29.37	20634	86.38
agree a little	2426	10.16	23060	96.53
agree a lot	828	3.47	23888	100.00
Frequency Missing = 1551				

worth_mag	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	6166	25.80	6166	25.80
disagree a little	5612	23.48	11778	49.28
neither agree nor disagree	7921	33.14	19699	82.42
agree a little	2933	12.27	22632	94.69
agree a lot	1269	5.31	23901	100.00
Frequency Missing = 1538				

careful_money	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	1036	4.32	1036	4.32
disagree a little	2236	9.33	3272	13.66
neither agree nor disagree	5470	22.83	8742	36.49
agree a little	7719	32.22	16461	68.71
agree a lot	7495	31.29	23956	100.00
Frequency Missing = 1483				

manage_money	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	1232	5.14	1232	5.14
disagree a little	2615	10.91	3847	16.05
neither agree nor disagree	6913	28.83	10760	44.88
agree a little	7664	31.97	18424	76.84
agree a lot	5552	23.16	23976	100.00
Frequency Missing = 1463				

only_shop	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	1041	4.30	1041	4.30
disagree a little	2323	9.59	3364	13.88
neither agree nor disagree	4285	17.68	7649	31.56
agree a little	7932	32.73	15581	64.29
agree a lot	8653	35.71	24234	100.00
Frequency Missing = 1205				

best_price	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	1721	7.13	1721	7.13
disagree a little	1764	7.31	3485	14.45
neither agree nor disagree	4756	19.71	8241	34.16
agree a little	7794	32.31	16035	66.47
agree a lot	8090	33.53	24125	100.00
Frequency Missing = 1314				

cell	Frequency	Percent	Cumulative Frequency	Cumulative Percent

disagree a lot	1122	4.84	1122	4.84
disagree a little	961	4.14	2083	8.98
neither agree nor disagree	5853	25.24	7936	34.22
agree a little	7129	30.74	15065	64.97
agree a lot	8123	35.03	23188	100.00
Frequency Missing = 2251				

fav_brand	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	4479	18.73	4479	18.73
disagree a little	3351	14.01	7830	32.74
neither agree nor disagree	5911	24.71	13741	57.45
agree a little	6128	25.62	19869	83.07
agree a lot	4049	16.93	23918	100.00
Frequency Missing = 1521				

despite	Frequency	Percent	Cumulative Frequency	Cumulative Percent
disagree a lot	3931	16.38	3931	16.38
disagree a little	4784	19.93	8715	36.31
neither agree nor disagree	6970	29.04	15685	65.34
agree a little	5685	23.68	21370	89.03
agree a lot	2634	10.97	24004	100.00
Frequency Missing = 1435				

read_bassmaster	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	25128	98.78	25128	98.78
yes	311	1.22	25439	100.00

read_outdoor_life	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	24771	97.37	24771	97.37
yes	668	2.63	25439	100.00

read_field_stream	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	24628	96.81	24628	96.81
yes	811	3.19	25439	100.00

watch_fox_news	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	20927	82.26	20927	82.26
yes	4512	17.74	25439	100.00

watch_animal_planet	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	22345	87.84	22345	87.84
yes	3094	12.16	25439	100.00

is_male	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	14255	56.04	14255	56.04
yes	11184	43.96	25439	100.00

is_female	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	11184	43.96	11184	43.96
yes	14255	56.04	25439	100.00

is_hispanic	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	16994	66.80	16994	66.80
yes	8445	33.20	25439	100.00

is_not_hispanic	Frequency	Percent	Cumulative Frequency	Cumulative Percent
no	8445	33.20	8445	33.20
yes	16994	66.80	25439	100.00