

MEDIA READ "YESTERDAY"

	<i>Newspaper</i>			<i>News Online</i>			<i>Newspaper Online</i>			<i>(N)</i>
	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>	
	%	%	%	%	%	%	%	%	%	
TOTAL	40	60	*=100	23	77	*=100	9	90	1=100	(3,204)
SEX										
Male	44	56	*	28	72	*	12	88	1	(1,406)
Female	38	62	*	19	81	*	7	93	*	(1,798)
AGE										
18-29	24	76	0	24	75	*	8	91	1	(444)
30-49	36	64	*	29	70	*	12	87	*	(1,110)
50-64	47	52	*	21	78	1	9	91	1	(901)
65+	58	42	*	10	90	*	3	97	*	(666)
AGE/SEX										
Men Under 30	26	74	0	27	72	1	9	90	1	(248)
Women Under 30	22	78	0	21	79	*	8	92	*	(196)
Men 30-49	38	61	*	34	66	*	16	84	*	(485)
Women 30-49	34	66	0	25	74	*	9	90	*	(625)
Men 50+	58	42	0	21	79	1	9	91	1	(640)
Women 50+	47	53	*	13	87	*	5	95	*	(927)
RACE										
White	43	57	*	24	75	1	9	90	1	(2,593)
Non-White	29	71	0	17	83	0	8	92	0	(556)
Black	29	71	0	13	87	0	6	94	0	(348)
Hispanic*	33	67	0	18	82	0	6	94	0	(175)
EDUCATION										
College Grad.+	51	49	*	38	61	*	18	82	1	(1,080)
Some College	39	61	0	28	71	1	9	91	1	(808)
High School Grad.	38	62	*	14	86	*	6	94	*	(1,046)
<High School Grad.	27	73	0	5	95	*	2	98	*	(241)
FAMILY INCOME										
\$75,000+	46	54	0	36	63	*	16	84	*	(827)
\$50,000-\$74,999	43	56	*	29	71	1	12	87	1	(479)
\$30,000-\$49,999	40	60	0	22	78	*	8	92	*	(589)
\$20,000-\$29,999	37	63	0	15	85	*	6	94	*	(319)
<\$20,000	32	68	*	10	90	*	4	96	*	(412)

QUESTION: Did you get a chance to read a daily newspaper yesterday, or not?

Yesterday, did you read a PAPER version of the newspaper, or did you read the newspaper online through the internet?

Did you get any news ONLINE through the internet yesterday, or not?

Many national and local print newspapers also have websites on the internet. When you were online yesterday, did you read anything on a NEWSPAPER'S website, or not?

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED...

	<i>Newspaper</i>			<i>News Online</i>			<i>Newspaper Online</i>			<i>(N)</i>
	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>	
	%	%	%	%	%	%	%	%	%	
TOTAL	40	60	*=100	23	77	*=100	9	90	1=100	(3,204)
REGION										
East	45	55	0	23	77	*	9	90	*	(569)
Midwest	43	57	*	22	78	*	9	91	1	(827)
South	38	62	*	22	77	*	9	90	*	(1,210)
West	38	62	*	25	74	1	10	89	1	(598)
PARTY ID										
Republican	43	57	*	27	73	*	10	90	*	(965)
Democrat	41	59	*	20	80	*	8	91	*	(1,035)
Independent	39	61	0	25	74	1	11	88	1	(906)
CABLE TV										
Subscriber	42	58	*	24	76	*	9	90	*	(2,682)
Non-Subscriber	32	67	*	20	79	*	9	90	*	(522)
ONLINE USE										
Internet User	40	60	0	33	67	1	13	86	1	(1,344)
Not an Internet User	38	62	*	1	99	*	*	99	*	(669)
LIFECYCLE										
Under 30:										
Single w/out Children	21	79	0	26	73	1	9	90	1	(266)
Married	30	70	0	28	72	0	7	93	0	(104)
30-49:										
Single w/out Children	33	67	0	26	74	0	11	89	0	(225)
Married w/out Children	38	62	0	32	68	0	18	82	*	(192)
Married With Children	38	62	*	32	67	1	13	86	1	(535)
50-64:										
Married	54	46	0	23	76	1	10	90	1	(577)
Not Married	37	63	*	17	82	1	7	92	1	(324)
65+										
Married	62	38	*	14	86	0	5	95	0	(330)
Not Married	54	46	*	6	94	*	2	98	*	(336)
Working Mothers	32	68	0	25	75	0	9	91	0	(286)
Single Parent	33	67	0	20	80	0	8	92	0	(279)

MEDIA USE "YESTERDAY"

	<i>Watched TV News Yesterday</i>			<i>Listened to Radio News Yesterday</i>			
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>(N)</u>
TOTAL	57	42	1=100	36	63	1=100	(2,013)
SEX							
Male	57	43	*	42	57	1	(875)
Female	58	41	1	31	68	2	(1,138)
AGE							
18-29	49	51	1	26	73	1	(270)
30-49	53	46	*	43	57	*	(683)
50-64	63	36	1	39	60	1	(583)
65+	69	29	2	27	69	3	(425)
AGE/SEX							
Men Under 30	45	54	1	28	71	1	(139)
Women Under 30	52	48	0	23	75	2	(131)
Men 30-49	54	46	0	51	49	0	(300)
Women 30-49	52	47	1	35	64	1	(383)
Men 50+	66	33	1	40	58	2	(418)
Women 50+	65	34	2	30	68	2	(590)
RACE							
White	56	43	1	37	62	1	(1,649)
Non-White	63	37	1	32	66	2	(330)
Black	69	30	*	33	65	2	(1,766)
Hispanic*	56	44	0	34	65	1	(114)
EDUCATION							
College Grad.+	56	43	1	47	53	1	(681)
Some College	60	40	1	38	60	2	(525)
High School Grad.	58	41	1	32	67	1	(640)
<High School Grad.	53	47	0	18	78	4	(149)
FAMILY INCOME							
\$75,000+	55	45	*	45	54	1	(524)
\$50,000-\$74,999	59	40	1	39	60	2	(310)
\$30,000-\$49,999	62	37	1	37	63	0	(377)
\$20,000-\$29,999	57	42	1	33	66	1	(197)
<\$20,000	57	43	0	26	71	3	(252)

QUESTION: Did you watch THE NEWS OR A NEWS PROGRAM on television yesterday, or not?

About how much time, if any, did you spend listening to any news on the radio yesterday, or didn't you happen to listen to the news on the radio yesterday?

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED...

	<i>Watched TV News Yesterday</i>			<i>Listened to Radio News Yesterday</i>			<i>(N)</i>
	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Yes</u>	<u>No</u>	<u>DK</u>	
	%	%	%	%	%	%	
TOTAL	57	42	1=100	36	63	1=100	(2,013)
REGION							
East	62	37	1	37	61	1	(367)
Midwest	57	43	*	40	59	1	(517)
South	58	41	*	31	68	1	(757)
West	53	46	1	38	60	2	(372)
PARTY ID							
Republican	55	45	1	38	61	1	(620)
Democrat	61	38	1	37	61	2	(665)
Independent	57	43	*	36	63	1	(558)
CABLE TV							
Subscriber	60	39	1	36	63	1	(1,687)
Non-Subscriber	44	55	1	37	61	2	(326)
ONLINE USE							
Internet User	55	45	*	40	60	1	(1,344)
Not an Internet User	63	36	1	28	69	3	(669)
LIFECYCLE							
Under 30:							
Single w/out Children	44	55	1	25	74	1	(156)
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:							
Single w/out Children	55	44	*	34	65	1	(122)
Married w/out Children	55	45	0	45	55	0	(118)
Married With Children	51	48	1	44	55	*	(342)
50-64:							
Married	64	36	1	40	59	1	(368)
Not Married	61	38	1	38	61	1	(215)
65+:							
Married	73	26	1	31	66	3	(220)
Not Married	65	32	3	23	72	5	(205)
Working Mothers	49	51	0	33	66	1	(182)
Single Parent	57	43	0	36	64	*	(169)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Nightly Network News</i>					<i>Cable News Channels</i>					<u>(N)</u>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	28	26	14	31	1=100	34	31	13	22	*=100	(1,021)
SEX											
Male	25	24	16	35	2	35	29	14	22	1	(444)
Female	31	29	13	27	1	33	32	13	22	*	(577)
AGE											
18-29	9	34	15	41	1	29	37	9	23	1	(135)
30-49	24	27	17	32	*	31	30	17	22	0	(344)
50-64	38	25	14	21	1	39	30	13	18	1	(302)
65+	43	20	8	26	3	38	28	11	22	1	(209)
AGE/SEX											
Men Under 30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Women Under 30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Men 30-49	20	25	19	37	1	37	24	17	22	0	(160)
Women 30-49	29	29	15	28	0	25	37	17	21	0	(184)
Men 50+	41	20	13	23	3	39	27	13	20	1	(204)
Women 50+	40	26	11	23	1	38	31	11	20	*	(307)
RACE											
White	27	27	14	30	1	34	30	14	22	*	(846)
Non-White	31	24	14	29	3	34	33	12	19	2	(157)
Black	37	23	10	29	2	37	34	9	18	2	(97)
Hispanic*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
EDUCATION											
College Grad.+	28	25	16	30	1	34	30	14	22	0	(339)
Some College	28	30	18	23	1	37	28	12	21	2	(266)
High School Grad.	30	25	13	31	1	34	30	14	21	1	(328)
<High School Grad.	21	26	7	44	1	27	40	11	23	0	(76)
FAMILY INCOME											
\$75,000+	26	25	19	30	*	40	30	15	15	0	(261)
\$50,000-\$74,999	30	26	19	26	0	40	30	15	16	0	(164)
\$30,000-\$49,999	28	31	13	27	1	38	32	13	17	1	(190)
\$20,000-\$29,999	30	28	8	31	4	22	37	12	29	0	(101)
<\$20,000	25	29	11	34	1	22	32	10	35	*	(129)

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (Watch the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live; Watch cable news channels such as CNN, MSNBC, or the Fox News CABLE Channel).

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED...

	<i>Nightly Network News</i>					<i>Cable News Channels</i>					<i>(N)</i>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	28	26	14	31	1=100	34	31	13	22	*=100	(1,021)
REGION											
East	30	25	15	31	0	36	30	16	18	0	(189)
Midwest	28	30	14	27	1	27	32	14	27	*	(261)
South	28	24	15	31	1	39	30	12	19	1	(385)
West	26	28	12	32	2	31	32	12	24	2	(186)
PARTY ID											
Republican	24	27	16	33	1	39	29	14	17	1	(343)
Democrat	38	30	12	19	1	36	31	10	23	*	(307)
Independent	23	23	17	37	1	27	34	15	24	0	(279)
CABLE TV											
Subscriber	28	28	15	28	1	39	34	13	14	*	(853)
Non-Subscriber	25	20	11	41	2	12	15	11	60	2	(168)
ONLINE USE											
Internet User	24	27	18	30	1	35	31	15	19	*	(690)
Not an Internet User	35	25	6	32	2	31	30	10	28	1	(331)
LIFECYCLE											
Under 30:											
Single w/out Children	6	33	19	41	1	29	36	9	24	1	(87)
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:											
Single w/out Children	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Married w/out Children	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Married With Children	23	31	17	28	1	29	33	17	21	0	(167)
50-64:											
Married	42	23	14	19	2	45	29	15	10	1	(193)
Not Married	32	29	15	24	1	29	30	9	31	0	(109)
65+											
Married	46	20	8	23	2	40	26	14	19	0	(105)
Not Married	39	21	8	29	4	35	30	7	26	1	(104)
Working Mothers	25	32	14	29	0	25	36	23	17	0	(86)
Single Parent	25	24	16	35	0	26	33	20	21	0	(89)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Local News in Viewing Area</i>					<i>Morning Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	54	23	10	13	*=100	23	20	15	42	*=100
SEX										
Male	53	23	11	12	1	17	18	16	49	*
Female	55	24	8	13	*	28	23	14	35	*
AGE										
18-29	42	30	12	16	1	20	22	15	43	1
30-49	51	26	10	12	1	22	22	15	42	0
50-64	60	19	10	10	1	26	17	17	40	*
65+	65	17	5	13	0	23	21	11	45	*
AGE/SEX										
Men Under 30	36	33	11	19	1	17	21	11	51	1
Women Under 30	49	26	12	12	0	24	22	19	35	0
Men 30-49	51	25	11	12	1	14	18	19	50	0
Women 30-49	51	28	9	12	*	29	25	12	34	0
Men 50+	65	16	11	9	1	20	16	17	47	*
Women 50+	59	21	6	14	*	30	21	12	37	*
RACE										
White	54	24	9	13	*	22	20	14	43	*
Non-White	54	23	10	12	1	25	23	16	35	1
Black	58	21	9	12	1	28	25	18	30	*
Hispanic*	52	28	10	8	1	23	21	18	38	0
EDUCATION										
College Grad.+	51	24	13	12	0	22	15	16	46	*
Some College	54	25	10	10	1	22	21	15	42	*
High School Grad.	57	22	7	14	1	24	24	13	39	0
<High School Grad.	53	24	9	14	*	24	21	15	40	0
FAMILY INCOME										
\$75,000+	53	25	11	12	0	21	18	16	45	*
\$50,000-\$74,999	58	24	10	8	*	23	23	13	41	*
\$30,000-\$49,999	59	23	8	9	1	21	21	14	44	0
\$20,000-\$29,999	54	19	11	15	1	21	12	16	51	0
<\$20,000	48	26	8	17	1	28	32	11	30	0

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (Watch the local news about your viewing area which usually comes on before the national news in the evening and again later at night; Watch the Today Show, Good Morning America or The Early Show).

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED...

	<i>Local News in Viewing Area</i>					<i>Morning Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	54	23	10	13	*=100	23	20	15	42	*=100
REGION										
East	49	24	13	14	0	22	19	14	45	0
Midwest	58	23	8	10	0	23	24	14	39	0
South	57	22	7	13	1	26	20	15	39	*
West	47	26	12	14	1	19	18	16	46	*
PARTY ID										
Republican	54	26	9	10	1	20	20	16	45	0
Democrat	59	22	9	10	1	29	23	15	33	*
Independent	51	23	10	16	0	19	19	15	46	*
CABLE TV										
Subscriber	56	24	10	10	*	24	21	15	40	*
Non-Subscriber	44	23	8	24	1	20	16	12	51	1
ONLINE USE										
Internet User	51	25	11	12	*	21	20	17	43	*
Not an Internet User	58	21	6	14	1	26	22	11	40	*
LIFECYCLE										
Under 30:										
Single w/out Children	37	34	11	18	1	18	22	18	41	1
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:										
Single w/out Children	46	25	15	13	1	18	20	13	49	0
Married w/out Children	60	20	9	10	1	18	24	22	37	0
Married With Children	49	28	10	11	1	23	22	14	42	0
50-64:										
Married	66	19	7	7	1	27	16	16	40	0
Not Married	49	20	15	15	1	25	17	18	40	*
65+										
Married	73	14	6	7	0	18	22	11	48	*
Not Married	56	20	5	19	0	29	20	10	41	*
Working Mothers	53	28	9	11	0	26	24	13	37	0
Single Parent	50	27	7	16	0	25	22	14	39	0

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>C-SPAN</i>					<i>NewsHour with Jim Lehrer</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	4	16	17	61	2=100	5	16	14	63	2=100
SEX										
Male	6	17	19	56	2	6	15	15	61	3
Female	3	15	14	65	2	4	16	14	65	1
AGE										
18-29	4	16	14	64	2	4	9	14	70	3
30-49	4	16	18	60	2	4	16	15	64	1
50-64	5	18	18	58	2	6	17	16	60	2
65+	5	17	15	60	4	9	20	11	58	1
AGE/SEX										
Men Under 30	6	17	14	60	3	4	10	13	69	4
Women Under 30	1	14	15	69	2	3	8	15	72	2
Men 30-49	5	16	20	56	2	5	14	15	63	1
Women 30-49	3	15	17	64	1	2	18	15	64	1
Men 50+	6	18	21	53	2	8	20	17	54	2
Women 50+	4	17	13	64	3	7	17	12	63	1
RACE										
White	4	15	17	62	2	5	15	15	64	1
Non-White	6	21	14	56	4	4	18	14	59	5
Black	7	22	14	54	3	4	17	16	59	4
Hispanic*	7	12	20	57	3	6	14	15	63	2
EDUCATION										
College Grad.+	5	18	21	53	2	6	21	16	55	2
Some College	5	15	19	61	1	4	14	14	66	2
High School Grad.	4	18	14	61	2	5	14	15	65	1
<High School Grad.	4	8	10	72	6	6	13	10	67	4
FAMILY INCOME										
\$75,000+	4	18	21	57	0	5	15	17	63	1
\$50,000-\$74,999	7	17	18	56	2	6	14	19	58	3
\$30,000-\$49,999	4	16	17	60	2	6	15	16	61	2
\$20,000-\$29,999	7	17	16	57	3	6	21	11	62	1
<\$20,000	4	12	10	71	3	5	15	11	67	2

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... (Watch C-SPAN; Watch the NewsHour with Jim Lehrer).

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED...

	<i>C-SPAN</i>					<i>NewsHour with Jim Lehrer</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	4	16	17	61	2=100	5	16	14	63	2=100
REGION										
East	3	18	18	59	2	5	18	15	60	2
Midwest	4	15	18	62	1	4	14	17	64	1
South	6	15	17	59	3	6	13	12	67	2
West	4	18	13	63	2	5	19	15	58	2
PARTY ID										
Republican	3	13	19	64	2	4	12	15	67	2
Democrat	6	20	14	58	2	7	17	14	60	1
Independent	5	18	18	58	2	4	18	15	61	2
CABLE TV										
Subscriber	5	18	19	56	2	5	16	15	62	2
Non-Subscriber	2	6	6	83	3	7	14	10	66	3
ONLINE USE										
Internet User	5	17	20	58	1	5	15	17	62	2
Not an Internet User	4	15	11	65	5	6	17	10	65	2
LIFECYCLE										
Under 30:										
Single w/out Children	3	17	13	65	2	4	11	18	65	2
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:										
Single w/out Children	6	20	16	53	5	6	22	13	56	2
Married w/out Children	4	10	24	61	0	3	8	23	65	0
Married With Children	3	16	18	62	1	3	16	13	66	1
50-64:										
Married	5	18	18	56	3	6	15	15	62	2
Not Married	4	17	17	61	1	5	20	17	56	2
65+										
Married	5	16	19	56	4	9	19	14	56	2
Not Married	5	18	10	64	3	10	21	8	59	1
Working Mothers	5	13	15	67	1	2	13	13	71	1
Single Parent	5	16	15	63	2	3	13	13	67	3

LISTENERSHIP OF SELECTED RADIO PROGRAMMING

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	17	19	13	50	1=100	20	22	22	36	*=100
SEX										
Male	18	20	13	47	2	23	21	22	33	*
Female	16	18	13	52	1	17	22	22	39	*
AGE										
18-29	15	19	12	53	1	21	19	26	34	1
30-49	21	19	12	48	1	21	27	22	31	0
50-64	18	20	14	47	2	20	20	25	35	0
65+	11	18	14	55	1	14	17	16	52	*
AGE/SEX										
Men Under 30	17	16	12	52	3	23	19	25	32	1
Women Under 30	12	22	12	54	0	19	19	27	35	0
Men 30-49	22	21	13	43	1	27	25	21	26	0
Women 30-49	19	16	12	52	1	15	27	22	35	0
Men 50+	13	22	13	50	2	19	19	22	40	0
Women 50+	16	17	14	52	1	16	19	20	44	*
RACE										
White	17	19	13	51	1	19	21	22	38	*
Non-White	19	19	15	44	3	23	27	22	28	1
Black	20	20	10	46	3	24	30	22	24	0
Hispanic*	11	18	16	54	1	16	20	21	43	0
EDUCATION										
College Grad.+	25	24	14	36	1	27	23	23	27	0
Some College	16	17	13	53	1	19	22	26	34	*
High School Grad.	13	18	13	55	1	18	23	20	40	*
<High School Grad.	11	16	12	60	1	11	20	19	50	0
FAMILY INCOME										
\$75,000+	20	19	15	46	*	26	22	23	29	0
\$50,000-\$74,999	21	18	14	46	*	25	24	22	29	0
\$30,000-\$49,999	18	18	12	51	1	17	24	21	37	0
\$20,000-\$29,999	16	21	13	49	1	13	24	24	39	0
<\$20,000	12	19	10	58	1	15	19	23	43	0

QUESTION: Now, I'd like to know how often you watch or listen to certain TV and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never ... Listen to National Public Radio (NPR)

How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues and politics – regularly, sometimes, rarely or never?

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED...

	<i>National Public Radio</i>					<i>Political Talk Radio Shows</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	17	19	13	50	1=100	20	22	22	36	*=100
REGION										
East	17	19	11	52	1	16	22	25	38	0
Midwest	19	20	14	46	1	19	24	21	36	*
South	16	18	13	51	1	21	21	19	39	*
West	17	19	12	50	2	21	21	26	32	*
PARTY ID										
Republican	13	17	14	56	1	21	21	23	35	0
Democrat	22	18	13	45	1	20	21	20	38	*
Independent	18	21	12	48	1	20	23	24	33	*
CABLE TV										
Subscriber	16	18	13	51	1	19	21	23	37	*
Non-Subscriber	20	23	11	44	2	22	24	19	34	1
ONLINE USE										
Internet User	19	19	14	47	1	22	23	25	31	0
Not an Internet User	13	19	11	55	2	16	19	17	48	*
LIFECYCLE										
Under 30:										
Single w/out Children	14	22	12	52	1	22	21	25	31	1
Married	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
30-49:										
Single w/out Children	23	15	12	49	1	16	28	17	38	0
Married w/out Children	26	14	10	49	1	20	24	25	31	0
Married With Children	20	21	14	45	1	23	28	22	27	0
50-64:										
Married	16	20	15	48	1	21	23	24	33	0
Not Married	20	19	11	47	2	18	17	26	39	0
65+										
Married	13	22	13	51	1	16	19	18	47	*
Not Married	9	14	16	61	1	12	16	14	58	*
Working Mothers	18	17	13	51	*	10	27	22	41	0
Single Parent	15	18	8	58	1	19	22	25	34	0

READERSHIP OF SELECTED PUBLICATIONS

	<i>News Magazines</i>					<i>Business Magazines</i>					<u>(N)</u>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	14	33	17	36	*=100	5	17	12	66	*=100	(3,204)
SEX											
Male	16	34	17	33	*	7	21	14	58	*	(1,406)
Female	13	33	16	38	*	3	13	10	74	*	(1,798)
AGE											
18-29	13	37	17	33	1	6	14	8	71	1	(444)
30-49	12	36	18	34	*	5	19	14	62	*	(1,110)
50-64	16	33	16	36	*	4	18	12	66	*	(901)
65+	17	26	14	43	*	3	14	11	71	1	(666)
AGE/SEX											
Men Under 30	12	36	16	35	1	8	17	9	64	2	(248)
Women Under 30	14	37	18	30	0	4	11	7	78	0	(196)
Men 30-49	14	35	19	31	*	7	22	15	56	0	(485)
Women 30-49	10	37	16	37	0	3	16	13	68	*	(625)
Men 50+	19	32	16	34	*	7	21	15	58	*	(640)
Women 50+	14	29	15	43	*	2	12	9	77	*	(927)
RACE											
White	14	33	18	36	*	4	15	12	69	*	(2,593)
Non-White	15	37	12	34	1	7	22	13	57	1	(556)
Black	17	35	13	34	*	7	23	14	55	1	(348)
Hispanic*	18	37	15	31	0	9	20	8	62	1	(175)
EDUCATION											
College Grad.+	22	36	19	23	*	6	23	17	53	*	(1,080)
Some College	13	40	17	29	1	5	21	13	61	*	(808)
High School Grad.	10	32	16	42	*	4	12	9	74	*	(1,046)
<High School Grad.	11	21	12	56	0	2	8	6	83	1	(241)
FAMILY INCOME											
\$75,000+	17	37	18	27	0	8	24	15	52	*	(827)
\$50,000-\$74,999	18	33	20	29	*	4	19	14	63	*	(479)
\$30,000-\$49,999	12	34	18	35	*	4	13	13	69	0	(589)
\$20,000-\$29,999	12	36	14	38	*	3	14	10	73	0	(319)
<\$20,000	10	31	14	45	*	3	12	6	78	1	(412)

QUESTION: Now I'd like to know how often you read certain types of publications. As I read each, tell me if you read them regularly, sometimes, hardly ever or never... (News magazines such as Time, U.S. News, or Newsweek; Business magazines such as Fortune and Forbes).

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED...

	<i>News Magazines</i>					<i>Business Magazines</i>					<u>(N)</u>
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	14	33	17	36	*=100	5	17	12	66	*=100	(3,204)
REGION											
East	15	33	16	35	*	5	19	10	65	*	(569)
Midwest	14	33	17	37	*	3	15	13	69	1	(827)
South	14	34	16	36	*	5	17	11	68	*	(1,210)
West	14	33	18	34	1	6	17	15	62	*	(598)
PARTY ID											
Republican	12	31	20	37	*	5	18	12	65	*	(965)
Democrat	17	36	14	32	*	4	16	12	67	1	(1,035)
Independent	14	35	17	34	0	5	17	14	63	*	(906)
CABLE TV											
Subscriber	15	34	16	35	*	5	18	12	65	*	(2,682)
Non-Subscriber	10	30	18	41	1	3	13	10	74	1	(522)
ONLINE USE											
Internet User	15	37	18	31	0	5	19	14	62	0	(1,344)
Not an Internet User	12	27	13	47	1	2	10	8	79	1	(669)
LIFECYCLE											
Under 30:											
Single w/out Children	14	39	19	28	1	5	15	8	70	1	(266)
Married	8	33	15	45	0	5	19	9	67	0	(104)
30-49:											
Single w/out Children	10	36	15	40	0	4	23	15	59	0	(225)
Married w/out Children	13	34	16	36	0	4	19	16	61	0	(192)
Married With Children	14	36	20	30	0	6	18	13	63	*	(535)
50-64:											
Married	15	35	17	32	0	5	21	11	64	0	(577)
Not Married	16	30	12	42	*	4	13	12	70	*	(324)
65+											
Married	18	31	16	34	*	3	19	15	63	1	(330)
Not Married	15	20	12	52	0	3	9	8	79	1	(336)
Working Mothers	8	41	18	33	0	2	19	13	66	0	(286)
Single Parent	13	35	16	35	1	6	13	12	70	0	(279)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>“The Daily Show” with Jon Stewart</i>					<i>“The O’Reilly Factor”</i>				
	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu- larly</u> %	<u>Some- times</u> %	<u>Hardly Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	6	15	11	68	*=100	9	18	11	61	1=100
SEX										
Male	9	16	11	64	*	10	20	11	59	1
Female	4	14	10	71	1	8	17	11	64	1
AGE										
18-29	11	24	12	53	*	4	17	13	66	1
30-49	7	15	11	66	*	7	19	12	62	1
50-64	4	13	11	71	*	11	19	11	58	*
65+	3	8	7	81	1	14	17	9	59	1
AGE/SEX										
Men Under 30	16	24	10	50	1	5	17	10	67	1
Women Under 30	4	23	15	57	0	3	17	15	65	1
Men 30-49	9	16	13	62	*	8	22	12	57	1
Women 30-49	5	15	10	70	*	5	16	11	67	1
Men 50+	4	12	11	73	*	13	19	11	56	*
Women 50+	3	10	9	78	1	12	18	10	60	1
RACE										
White	7	14	10	68	*	10	19	11	60	*
Non-White	6	17	12	65	1	5	16	12	66	2
Black	5	16	11	67	1	4	19	13	64	1
Hispanic*	8	15	16	60	0	7	16	10	66	0
EDUCATION										
College Grad.+	9	16	11	64	*	9	17	13	61	1
Some College	6	15	14	64	1	10	18	13	59	1
High School Grad.	5	15	10	70	1	8	21	10	60	1
<High School Grad.	6	12	6	75	1	7	15	7	70	1
FAMILY INCOME										
\$75,000+	7	17	13	62	*	10	20	14	56	*
\$50,000-\$74,999	9	11	15	65	0	9	21	12	58	1
\$30,000-\$49,999	6	16	10	68	*	8	20	11	61	1
\$20,000-\$29,999	4	12	10	73	1	10	15	10	65	1
<\$20,000	5	17	8	69	1	6	12	8	73	*

QUESTION: Now I'd like to ask you about some other television and radio programs. For each that I read, tell me if you watch or listen to it regularly, sometimes, hardly ever or never... (Watch “The Daily Show” with Jon Stewart; Watch “The O’Reilly Factor” with Bill O’Reilly).

* The designation Hispanic is unrelated to the white-black categorization.

CONTINUED...

	<i>“The Daily Show” with Jon Stewart</i>					<i>“The O’Reilly Factor”</i>				
	<u>Regu- larly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>	<u>Regu- larly</u>	<u>Some- times</u>	<u>Hardly Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	6	15	11	68	*=100	9	18	11	61	1=100
REGION										
East	7	17	9	67	1	10	18	10	61	1
Midwest	6	13	10	71	*	7	18	11	64	1
South	6	14	11	68	*	9	19	12	59	1
West	8	17	12	63	1	8	18	11	62	1
PARTY ID										
Republican	3	11	10	76	1	15	22	10	52	1
Democrat	10	17	11	61	*	5	16	12	67	1
Independent	7	17	11	65	*	7	18	12	63	*
CABLE TV										
Subscriber	7	16	11	65	*	10	20	12	57	*
Non-Subscriber	2	9	7	81	2	2	8	8	80	2
ONLINE USE										
Internet User	7	17	12	63	*	7	20	13	60	*
Not an Internet User	4	10	8	76	1	10	15	9	65	1
LIFECYCLE										
Under 30:										
Single w/out Children	15	29	11	45	1	5	20	12	62	1
Married	4	14	15	66	0	2	14	12	72	0
30-49:										
Single w/out Children	10	15	8	67	1	7	14	10	68	1
Married w/out Children	5	17	15	64	0	8	22	11	59	0
Married With Children	7	16	11	66	*	7	20	13	59	1
50-64:										
Married	4	11	11	73	*	13	21	14	52	*
Not Married	5	14	12	69	1	9	17	7	67	*
65+										
Married	3	7	7	83	1	16	19	8	57	*
Not Married	3	8	7	80	2	12	16	9	61	1
Working Mothers	4	12	11	74	*	4	18	11	66	1
Single Parent	5	15	13	67	*	4	14	12	69	1