

FOLLOW INTERNATIONAL NEWS

	-----April 2002-----			-----April 2004-----			<i>Change in Most of the time</i>	<i>(N)</i>
	Only when something <u>important</u>	Most of <u>the time</u>	<u>DK/Ref</u>	Only when something <u>important</u>	Most of <u>the time</u>	<u>DK/Ref</u>		
	%	%	%	%	%	%		
TOTAL	61	37	2=100	47	52	1=100	+15	(3000)
SEX								
Male	56	42	2	46	52	2	+10	(1350)
Female	66	32	2	48	51	1	+19	(1650)
AGE								
18-29	72	26	2	58	40	2	+14	(519)
30-49	65	33	2	50	49	1	+16	(1127)
50-64	55	43	2	37	62	1	+19	(728)
65+	45	51	4	39	59	2	+8	(581)
AGE/SEX								
Men Under 30	69	30	1	57	41	2	+11	(271)
Women Under 30	76	23	2	60	39	1	+14	(248)
Men 30-49	58	40	2	48	51	1	+11	(486)
Women 30-49	72	25	3	51	48	1	+23	(641)
Men 50+	46	51	3	37	61	2	+10	(576)
Women 50+	54	43	3	39	60	1	+17	(733)
RACE								
White	61	37	2	47	52	1	+15	(2474)
Non-white	65	33	2	49	50	1	+17	(473)
Black	64	33	3	43	57	0	+24	(295)
Hispanic*	67	32	1	52	45	3	+13	(207)
EDUCATION								
College Grad.	52	47	1	42	57	1	+10	(1008)
Some College	63	36	1	47	52	1	+16	(751)
High School Grad.	64	33	3	48	51	1	+18	(954)
< High School Grad.	66	28	6	53	44	4	+16	(269)
FAMILY INCOME								
\$75,000+	54	45	1	41	59	*	+14	(697)
\$50,000-\$74,999	61	38	1	45	55	0	+17	(441)
\$30,000-\$49,999	65	34	1	51	48	1	+14	(639)
\$20,000-\$29,999	58	38	4	46	52	2	+14	(323)
<\$20,000	63	33	4	51	47	2	+14	(448)

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

Question: Which one of the following two statements best describes you: I follow INTERNATIONAL news closely ONLY when something important or interesting is happening OR I follow INTERNATIONAL news most of the time?

CONTINUED ...

	-----April 2002-----			-----April 2004-----			<i>Change in Most of the time</i>	(N)
	Only when something <u>important</u>	Most of <u>the time</u>	<u>DK/Ref</u>	Only when something <u>important</u>	Most of <u>the time</u>	<u>DK/Ref</u>		
	%	%	%	%	%	%		
TOTAL	61	37	2=100	47	52	1=100	+15	(3000)
REGION								
East	59	39	2	49	49	2	+10	(529)
Midwest	60	38	2	45	53	2	+15	(768)
South	63	34	3	46	53	1	+19	(1078)
West	61	37	2	48	51	1	+14	(625)
PARTY ID								
Republican	59	39	2	43	56	1	+17	(943)
Democrat	61	38	1	47	52	1	+14	(1021)
Independent	60	37	3	48	51	1	+14	(758)
CABLE TV								
Subscriber	62	36	2	46	53	1	+17	(2509)
Non-subscriber	60	36	4	53	46	2	+10	(411)
ONLINE USE								
Internet User	62	37	1	47	52	1	+15	(2049)
Non an Internet User	59	37	4	46	52	2	+15	(951)
LIFE CYCLE								
Under 30:								
Single w/out children	70	28	2	58	40	2	+12	(283)
Married	73	25	2	55	45	*	+20	(153)
30-49:								
Single w/out Children	63	34	3	54	45	1	+11	(251)
Married w/out Children	60	37	3	51	47	2	+10	(177)
Married with Children	66	32	2	47	52	1	+20	(540)
50-64:								
Married	53	45	2	37	63	*	+18	(485)
Not Married	58	40	2	39	60	1	+20	(243)
65+:								
Married	42	56	2	37	62	1	+6	(275)
Not Married	48	46	6	41	56	3	+10	(306)
Working Mother	74	24	2	47	52	1	+28	(310)
Single Mother	71	27	2	54	45	1	+18	(269)

MEDIA USE "YESTERDAY"

	<i>Read a Newspaper Yesterday</i>			<i>Watched TV News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
TOTAL	42	58	*=100	60	40	*=100
SEX						
Male	47	53	*	60	40	*
Female	37	63	*	60	40	*
AGE						
18-29	23	77	0	44	55	1
30-49	39	61	*	58	42	*
50-64	52	48	*	67	33	*
65+	60	40	*	74	25	1
AGE/SEX						
Men Under 30	27	73	0	41	59	0
Women Under 30	20	80	0	48	51	1
Men 30-49	45	55	*	59	41	0
Women 30-49	33	67	*	57	43	*
Men 50+	61	39	*	72	28	*
Women 50+	50	50	*	69	31	*
RACE						
White	44	56	*	60	40	*
Non-White	36	64	*	60	40	0
Black	35	65	*	65	35	0
Hispanic*	32	68	0	57	43	0
EDUCATION						
College Grad.+	56	44	*	61	39	0
Some College	41	59	*	57	43	*
High School Grad.	38	62	*	62	38	1
< High School Grad.	30	70	0	58	42	0
FAMILY INCOME						
\$75,000+	55	45	0	60	40	0
\$50,000-\$74,999	53	47	0	58	41	1
\$30,000-\$49,999	37	63	*	60	40	0
\$20,000-\$29,999	33	67	0	61	39	*
<\$20,000	27	73	0	60	40	*

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

Did you watch the news or a news program on television yesterday, or not?

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

CONTINUED ...

	<i>Read a Newspaper Yesterday</i>			<i>Watched TV News Yesterday</i>		
	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %	<u>Yes</u> %	<u>No</u> %	<u>DK</u> %
TOTAL	42	58	*=100	60	40	*=100
REGION						
East	45	55	0	59	41	*
Midwest	45	55	*	61	39	*
South	40	60	*	60	40	*
West	40	60	*	60	39	1
PARTY ID						
Republican	45	55	*	60	39	1
Democrat	46	54	*	64	36	*
Independent	39	61	*	57	43	*
CABLE TV						
Subscriber	45	55	*	62	38	*
Non-Subscriber	31	69	*	50	50	*
ONLINE USE						
Internet User	43	57	*	59	41	*
Not an Internet User	40	60	*	63	37	*
LIFE CYCLE						
Under 30:						
Single w/out Children	26	74	0	39	61	0
Married	18	82	0	49	50	1
30-49:						
Single w/out Children	38	62	0	60	40	0
Married w/out Children	44	56	*	58	42	0
Married With Children	40	60	*	57	43	*
50-64:						
Married	61	39	*	68	32	*
Not Married	36	64	0	66	33	1
65+:						
Married	73	27	*	78	22	0
Not Married	49	51	*	71	28	1
Working Mothers	34	66	0	55	44	1
Single Parent	28	72	0	55	44	1

MEDIA USE "YESTERDAY"

	<i>Read a Magazine 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> %
TOTAL	25	75	*=100	40	59	1=100
SEX						
Male	23	77	*	45	55	*
Female	26	74	*	37	63	*
AGE						
18-29	26	74	*	28	71	1
30-49	24	76	0	47	53	*
50-64	23	77	0	47	53	*
65+	27	73	*	33	67	*
AGE/SEX						
Men Under 30	26	74	*	32	67	1
Women Under 30	25	74	1	24	75	1
Men 30-49	22	78	0	48	52	*
Women 30-49	26	74	0	45	55	*
Men 50+	24	76	*	48	52	*
Women 50+	25	75	0	35	65	*
RACE						
White	25	75	*	41	58	1
Non-White	24	76	0	36	63	1
Black	24	76	0	33	66	1
Hispanic *	23	77	0	34	66	0
EDUCATION						
College Grad.+	33	67	*	51	49	*
Some College	24	76	*	43	57	*
High School Grad.	22	78	0	36	63	1
< High School Grad.	17	83	0	27	72	1
FAMILY INCOME						
\$75,000+	29	71	*	51	48	1
\$50,000-\$74,999	26	74	0	49	51	*
\$30,000-\$49,999	23	77	0	41	58	1
\$20,000-\$29,999	25	75	*	36	64	*
<\$20,000	19	81	*	27	72	1

QUESTION: Thinking about yesterday, did you spend any time reading magazines?

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>Read a Magazine 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> %
TOTAL	25	75	*=100	40	59	1=100
REGION						
East	24	76	0	46	53	1
Midwest	23	77	*	44	55	1
South	23	77	0	36	63	1
West	29	71	*	38	62	*
PARTY ID						
Republican	25	75	0	48	52	*
Democrat	24	76	*	38	61	1
Independent	25	75	0	38	62	*
CABLE TV						
Subscriber	26	74	*	40	59	1
Non-Subscriber	20	80	*	42	58	*
ONLINE USE						
Internet User	26	74	*	44	55	1
Not an Internet User	21	79	*	33	66	1
LIFE CYCLE						
Under 30:						
Single w/out Children	27	73	*	30	69	1
Married	23	77	0	33	67	0
30-49:						
Single w/out Children	23	77	0	40	59	1
Married w/out Children	28	72	0	48	52	0
Married With Children	23	77	0	50	50	*
50-64:						
Married	24	76	0	50	50	*
Not Married	20	80	0	41	58	1
65+:						
Married	30	70	0	39	61	0
Not Married	25	75	*	28	71	1
Working Mothers	23	77	0	40	60	0
Single Parent	26	74	0	35	65	*

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Nightly Network News</i>					<i>Cable News Channels</i>					<i>(N)</i>
	<u>Regu-</u>	<u>Some-</u>	<u>Hardly</u>	<u>Never</u>	<u>DK</u>	<u>Regu-</u>	<u>Some-</u>	<u>Hardly</u>	<u>Never</u>	<u>DK</u>	
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u> </u>	<u> </u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u> </u>	<u> </u>	
	%	%	%	%	%	%	%	%	%	%	
TOTAL	34	28	16	22	*=100	38	33	10	19	*=100	(1493)
SEX											
Male	30	28	17	24	1	41	32	9	18	*	(660)
Female	37	28	14	21	0	35	33	12	20	*	(833)
AGE											
18-29	18	35	17	30	0	29	37	12	22	0	(250)
30-49	26	30	20	24	*	37	33	12	18	0	(577)
50-64	42	23	15	19	1	40	31	9	19	1	(359)
65+	57	22	6	16	*	46	28	6	19	1	(287)
AGE/SEX											
Men Under 30	16	33	20	31	0	31	40	9	20	0	(122)
Women Under 30	20	36	15	29	0	27	36	14	23	0	(128)
Men 30-49	22	30	21	26	1	38	31	12	19	0	(251)
Women 30-49	30	30	19	21	0	35	35	13	18	0	(326)
Men 50+	46	21	13	19	1	49	27	6	17	1	(278)
Women 50+	51	23	10	16	0	38	31	9	21	1	(368)
RACE											
White	34	27	16	23	*	38	31	11	20	*	(1230)
Non-White	31	33	17	19	0	38	36	8	18	*	(232)
Black	30	32	15	23	0	38	39	7	17	0	(145)
Hispanic *	24	35	13	28	0	26	42	9	23	0	(95)
EDUCATION											
College Grad.+	35	24	20	21	*	43	29	12	16	0	(506)
Some College	29	28	21	22	0	35	35	12	18	*	(358)
High School Grad.	37	30	11	21	1	32	35	10	22	1	(492)
< High School Grad.	32	30	10	27	1	43	29	6	21	1	(131)
FAMILY INCOME											
\$75,000+	36	23	19	22	0	44	31	13	12	0	(350)
\$50,000-\$74,999	31	31	15	22	1	42	35	9	13	1	(215)
\$30,000-\$49,999	33	26	15	26	*	35	33	10	22	0	(320)
\$20,000-\$29,999	33	31	15	20	1	38	29	9	24	0	(167)
<\$20,000	33	30	15	21	1	31	33	9	26	1	(226)

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 ... (the national nightly network news on CBS, ABC or NBC? This is different from local news shows about the area where you live; 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>
	<i>Regu-</i>	<i>Some-</i>	<i>Hardly</i>			<i>Regu-</i>	<i>Some-</i>	<i>Hardly</i>			
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	
	%	%	%	%	%	%	%	%	%	%	
TOTAL	34	28	16	22	*=100	38	33	10	19	*=100	(1493)
REGION											
East	38	33	10	19	*	37	39	10	14	*	(257)
Midwest	34	27	15	23	1	36	27	12	25	0	(381)
South	35	25	17	23	*	41	31	11	16	1	(549)
West	27	30	19	24	*	33	35	9	22	1	(306)
PARTY ID											
Republican	31	25	17	26	1	46	27	11	16	*	(466)
Democrat	36	29	19	16	0	36	36	10	17	1	(509)
Independent	35	28	13	23	1	36	32	11	21	0	(380)
CABLE TV											
Subscriber	35	27	16	22	*	43	35	11	11	*	(1254)
Non-Subscriber	28	31	16	25	*	8	21	9	61	1	(204)
ONLINE USE											
Internet User	30	28	18	24	*	36	34	13	17	*	(1023)
Not an Internet User	41	29	11	19	*	40	30	6	23	1	(470)
LIFE CYCLE											
Under 30:											
Single w/out Children	17	34	22	27	0	32	39	11	18	0	(139)
Married	20	30	17	33	0	23	38	14	25	0	(68)
30-49:											
Single w/out Children	26	33	21	20	0	35	30	20	15	0	(121)
Married w/out Children	37	24	24	15	0	40	31	13	16	0	(90)
Married With Children	24	31	18	27	0	35	36	10	19	0	(279)
50-64:											
Married	44	24	14	17	1	45	32	8	14	1	(232)
Not Married	39	21	18	22	0	32	28	11	27	2	(127)
65+:											
Married	62	20	4	13	1	50	31	6	13	0	(137)
Not Married	52	23	7	18	0	43	26	5	24	2	(150)
Working Mothers	33	28	19	20	0	35	33	15	17	0	(156)
Single Parent	23	33	15	28	1	35	32	10	23	0	(148)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Local News In Viewing Area</i>					<i>News Magazine Shows</i>					<u>(N)</u>
	<u>Regu-</u> <u>larly</u> %	<u>Some-</u> <u>times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu-</u> <u>larly</u> %	<u>Some-</u> <u>times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	59	23	8	10	*=100	22	42	16	20	*=100	(3000)
SEX											
Male	56	24	9	11	*	17	40	19	24	*	(1350)
Female	61	23	7	9	*	26	44	13	17	*	(1650)
AGE											
18-29	46	30	10	14	*	12	43	18	27	*	(519)
30-49	58	24	7	11	0	19	44	18	19	*	(1127)
50-64	64	21	8	7	*	28	40	15	17	0	(728)
65+	70	16	4	9	*	34	39	9	18	*	(581)
AGE/SEX											
Men Under 30	43	28	13	16	*	8	40	22	30	*	(271)
Women Under 30	48	31	8	13	0	16	46	14	24	0	(248)
Men 30-49	56	25	7	11	0	16	42	19	23	*	(486)
Women 30-49	60	23	7	10	0	22	46	16	16	0	(641)
Men 50+	63	20	8	9	0	25	38	16	22	*	(576)
Women 50+	69	18	6	7	*	36	41	10	13	*	(733)
RACE											
White	58	24	8	10	*	22	42	16	20	*	(2474)
Non-White	59	22	7	11	1	24	41	14	20	1	(473)
Black	72	19	2	6	1	30	40	13	16	1	(295)
Hispanic *	51	29	8	12	0	15	46	12	27	0	(207)
EDUCATION											
College Grad.+	54	24	12	10	0	21	43	19	17	0	(1008)
Some College	58	27	7	8	0	22	44	19	15	*	(751)
High School Grad.	62	22	6	10	*	23	43	12	22	0	(954)
< High School Grad.	58	22	6	14	*	21	36	13	30	*	(269)
FAMILY INCOME											
\$75,000+	58	22	9	11	0	23	44	17	16	*	(697)
\$50,000-\$74,999	58	24	9	9	0	17	46	20	17	0	(441)
\$30,000-\$49,999	60	25	5	10	0	22	41	15	22	*	(639)
\$20,000-\$29,999	62	18	7	13	0	23	42	14	21	0	(323)
<\$20,000	57	25	7	11	0	24	40	12	23	1	(448)

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; news magazines shows such as 60 Minutes, 20/20, or Dateline).

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

CONTINUED ...

	<i>Local News in Viewing Area</i>					<i>News Magazine Shows</i>					<i>(N)</i>
	<u>Regu-</u> <u>larly</u> %	<u>Some-</u> <u>times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu-</u> <u>larly</u> %	<u>Some-</u> <u>times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	
TOTAL	59	23	8	10	*=100	22	42	16	20	*=100	(3000)
REGION											
East	57	23	9	11	*	22	41	16	21	*	(529)
Midwest	63	22	7	8	*	21	42	17	20	*	(768)
South	62	21	6	11	*	25	43	13	19	0	(1078)
West	49	29	10	12	0	19	42	18	21	*	(625)
PARTY ID											
Republican	60	23	7	10	*	21	42	19	18	0	(943)
Democrat	64	21	7	8	*	26	43	14	17	*	(1021)
Independent	53	26	9	12	*	20	43	14	23	*	(758)
CABLE TV											
Subscriber	60	23	7	10	*	23	42	16	19	*	(2509)
Non-Subscriber	50	27	8	15	*	18	44	14	25	0	(411)
ONLINE USE											
Internet User	57	25	8	10	*	20	44	18	18	*	(951)
Not an Internet User	62	21	7	10	*	27	39	11	23	*	(2049)
LIFE CYCLE											
Under 30:											
Single w/out Children	35	37	12	16	*	10	42	21	27	*	(283)
Married	61	22	6	11	0	13	48	16	23	0	(153)
30-49:											
Single w/out Children	52	27	9	12	0	23	40	17	19	*	(251)
Married w/out Children	62	23	6	9	0	21	46	16	18	0	(177)
Married With Children	59	24	7	10	0	15	47	20	18	0	(546)
50-64:											
Married	64	21	9	6	0	28	41	17	14	0	(485)
Not Married	62	21	6	10	1	30	38	11	21	0	(243)
65+:											
Married	74	12	3	11	0	34	39	10	17	0	(275)
Not Married	67	20	5	8	*	33	39	8	19	1	(306)
Working Mothers	59	22	9	10	0	21	47	16	16	0	(310)
Single Parent	56	24	7	13	0	19	40	15	26	0	(269)

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>C-SPAN</i>					<i>NewsHour with Jim Lehrer</i>				
	<u>Regu-</u> <u>larly</u> %	<u>Some-</u> <u>times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	<u>Regu-</u> <u>larly</u> %	<u>Some-</u> <u>times</u> %	<u>Hardly</u> <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	5	18	17	59	1=100	5	15	14	65	1=100
SEX										
Male	6	20	20	53	1	5	16	16	62	1
Female	4	17	15	63	1	4	14	12	68	2
AGE										
18-29	5	15	17	63	1	2	11	13	73	1
30-49	4	18	17	61	*	4	13	13	69	1
50-64	6	21	19	53	1	6	18	17	59	*
65+	8	18	15	55	4	8	21	13	55	3
AGE/SEX										
Men Under 30	6	17	19	58	*	2	14	14	69	1
Women Under 30	3	13	15	68	1	2	8	12	77	1
Men 30-49	4	21	21	54	*	5	13	16	66	*
Women 30-49	4	16	13	66	1	3	12	11	72	2
Men 50+	8	21	19	50	2	8	20	17	54	1
Women 50+	5	18	16	58	3	6	19	14	59	2
RACE										
White	5	17	18	59	1	4	15	14	66	1
Non-White	7	22	13	56	2	6	17	15	60	2
Black	8	23	11	56	2	5	16	14	63	3
Hispanic *	4	18	15	62	1	3	14	15	67	1
EDUCATION										
College Grad.+	5	22	22	50	1	9	17	17	56	1
Some College	4	22	20	53	1	3	16	17	63	1
High School Grad.	4	15	15	65	1	3	12	12	72	1
< High School Grad.	6	13	10	68	3	4	15	8	69	4
FAMILY INCOME										
\$75,000+	5	22	22	50	1	6	15	15	63	1
\$50,000-\$74,999	6	17	19	57	1	5	13	17	64	1
\$30,000-\$49,999	5	18	19	57	1	5	15	13	66	1
\$20,000-\$29,999	4	20	12	62	2	2	16	14	67	1
<\$20,000	6	15	12	65	2	4	16	12	65	3

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 ... (C-SPAN; 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>				
	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %	Regu- <u>larly</u> %	Some- <u>times</u> %	Hardly <u>Ever</u> %	<u>Never</u> %	<u>DK</u> %
TOTAL	5	18	17	59	1=100	5	15	14	65	1=100
REGION										
East	6	18	17	58	1	6	16	14	63	1
Midwest	5	18	14	62	1	4	14	13	68	1
South	5	18	19	56	2	3	14	14	67	2
West	4	18	17	59	2	7	15	15	62	1
PARTY ID										
Republican	4	17	20	58	1	4	14	14	68	*
Democrat	6	19	18	55	2	5	15	15	63	2
Independent	6	18	16	59	1	5	16	14	63	2
CABLE TV										
Subscriber	6	20	19	54	1	4	15	15	65	1
Non-Subscriber	3	11	8	77	1	8	15	11	65	1
ONLINE USE										
Internet User	5	19	19	56	1	5	14	15	66	1
Not an Internet User	6	16	13	62	3	5	17	11	65	2
LIFE CYCLE										
Under 30:										
Single w/out Children	5	15	16	64	*	3	10	14	72	1
Married	4	13	22	60	1	0	10	17	71	2
30-49:										
Single w/out Children	4	19	15	62	*	7	13	12	67	1
Married w/out Children	3	23	16	58	0	5	16	11	69	0
Married With Children	3	17	21	58	1	3	13	14	69	1
50-64:										
Married	6	23	19	51	1	6	19	18	57	*
Not Married	6	17	18	58	1	5	16	16	62	1
65+:										
Married	9	20	17	51	3	9	18	14	58	1
Not Married	7	16	13	59	5	8	24	11	53	4
Working Mothers										
Single Parent	3	17	17	63	*	2	10	13	74	1
Single Parent	4	16	13	66	1	3	9	12	74	2

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	16	19	15	49	1=100	17	23	22	38	*=100
SEX										
Male	18	20	16	45	1	21	23	23	33	*
Female	15	18	14	52	1	13	23	21	43	*
AGE										
18-29	11	22	13	54	*	12	25	23	40	0
30-49	19	19	15	46	1	20	24	23	33	*
50-64	19	18	17	45	1	20	22	22	36	0
65+	12	18	15	53	2	12	16	18	53	1
AGE/SEX										
Men Under 30	13	22	16	49	*	14	24	26	36	0
Women Under 30	9	21	10	60	0	10	25	21	44	0
Men 30-49	20	19	16	44	1	25	24	23	28	0
Women 30-49	18	18	15	49	*	16	24	22	38	*
Men 50+	17	18	18	45	2	21	20	21	37	1
Women 50+	15	17	15	52	1	12	20	20	48	*
RACE										
White	16	19	15	50	1	17	22	22	39	*
Non-White	19	20	16	44	1	17	27	21	35	*
Black	21	20	15	43	1	18	29	21	32	*
Hispanic *	18	17	15	49	1	15	22	23	40	0
EDUCATION										
College Grad.+	26	20	19	34	1	22	24	26	27	1
Some College	13	21	15	50	1	18	23	22	37	*
High School Grad.	13	17	14	55	1	15	23	20	42	*
< High School Grad.	11	17	13	57	2	10	17	20	52	1
FAMILY INCOME										
\$75,000+	21	20	16	43	1	23	26	25	26	*
\$50,000-\$74,999	16	21	19	44	*	21	24	22	33	*
\$30,000-\$49,999	15	18	18	48	1	17	23	23	37	*
\$20,000-\$29,999	14	19	12	54	1	14	19	22	45	*
<\$20,000	13	18	12	56	1	11	21	19	49	*

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 ...
National Public Radio.
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	16	19	15	49	1=100	17	23	22	38	*=100
REGION										
East	19	18	14	48	1	17	24	22	38	*
Midwest	14	20	16	49	1	17	23	24	36	*
South	16	19	16	48	1	16	22	21	41	*
West	16	20	13	50	1	19	23	21	37	0
PARTY ID										
Republican	13	18	18	50	1	24	23	21	32	*
Democrat	19	19	15	46	1	13	22	23	42	0
Independent	17	20	13	49	1	16	23	23	38	*
CABLE TV										
Subscriber	15	19	15	50	1	17	23	22	38	*
Non-Subscriber	22	17	16	44	1	18	23	22	37	0
ONLINE USE										
Internet User	19	19	16	46	*	19	24	24	33	*
Not an Internet User	12	18	13	55	2	13	20	18	49	*
LIFE CYCLE										
Under 30:										
Single w/out Children	11	22	15	52	*	12	20	27	41	0
Married	16	24	13	47	0	13	32	18	37	0
30-49:										
Single w/out Children	23	19	12	45	1	18	20	23	39	0
Married w/out Children	21	21	14	43	1	19	24	23	34	0
Married With Children	17	17	18	48	*	22	25	25	28	*
50-64:										
Married	17	18	20	44	1	22	23	21	34	0
Not Married	21	17	14	47	1	15	20	25	40	0
65+:										
Married	12	20	18	48	2	15	15	19	50	1
Not Married	12	16	12	58	2	10	17	18	54	1
Working Mothers	18	19	10	53	0	14	27	23	36	0
Single Parent	15	19	12	55	*	16	26	19	39	0

VIEWERSHIP OF SELECTED PROGRAMMING & PUBLICATIONS

	<i>Morning Shows</i>					<i>Literary Magazines</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	22	21	14	43	*=100	2	8	11	79	*=100
SEX										
Male	16	18	16	50	*	2	8	11	79	*
Female	28	24	12	36	*	3	8	10	79	*
AGE										
18-29	16	22	14	48	0	2	9	9	80	*
30-49	22	20	15	43	*	2	7	10	81	0
50-64	26	20	14	40	*	3	10	13	74	0
65+	26	22	11	40	1	2	5	9	83	1
AGE/SEX										
Men Under 30	11	19	13	57	0	2	10	10	78	*
Women Under 30	22	24	14	40	0	2	8	9	81	0
Men 30-49	12	17	19	52	0	2	7	9	82	0
Women 30-49	30	24	11	35	*	3	7	10	80	0
Men 50+	22	18	14	45	*	3	8	12	77	*
Women 50+	30	23	11	35	1	3	8	11	78	*
RACE										
White	23	20	13	44	*	2	7	10	81	*
Non-White	21	23	16	40	*	3	10	14	73	0
Black	26	23	14	36	1	3	10	15	72	0
Hispanic *	22	24	11	43	*	2	8	12	78	0
EDUCATION										
College Grad.+	23	19	16	42	0	5	12	16	67	0
Some College	21	20	18	41	*	1	8	11	80	*
High School Grad.	23	22	11	44	*	1	5	8	86	*
<High School Grad.	23	22	11	43	1	2	7	6	85	*
FAMILY INCOME										
\$75,000+	23	19	15	43	*	4	11	12	73	*
\$50,000-\$74,999	21	20	16	43	*	2	7	11	79	1
\$30,000-\$49,999	23	20	14	43	0	1	7	11	81	0
\$20,000-\$29,999	22	23	12	43	0	1	5	10	84	0
<\$20,000	22	25	13	40	*	1	8	8	83	*

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 Today Show, Good Morning America or the Early show; read magazines such as The Atlantic, Harpers or The New Yorker.

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

CONTINUED ...

	<i>Morning Shows</i>					<i>Literary Magazines</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	22	21	14	43	*=100	2	8	11	79	*=100
REGION										
East	22	20	14	44	0	3	12	14	71	*
Midwest	21	21	12	46	*	1	5	7	87	0
South	26	22	14	38	*	2	7	10	80	1
West	18	19	15	48	0	4	8	12	76	*
PARTY ID										
Republican	22	19	14	45	*	1	6	9	84	0
Democrat	25	22	14	39	*	3	9	12	76	*
Independent	19	21	14	46	0	3	9	10	78	0
CABLE TV										
Subscriber	23	20	14	43	*	2	8	11	79	*
Non-Subscriber	16	24	15	44	1	3	8	10	78	1
ONLINE USE										
Internet User	21	21	15	43	*	3	8	13	76	*
Not an Internet User	24	21	11	43	1	2	7	6	85	*
LIFE CYCLE										
Under 30:										
Single w/out Children	12	20	15	53	0	2	12	10	76	*
Married	22	25	13	40	0	0	4	8	88	0
30-49:										
Single w/out Children	20	18	17	45	0	3	9	11	77	0
Married w/out Children	26	17	13	44	0	2	6	11	81	0
Married With Children	21	22	15	42	0	2	8	8	82	0
50-64:										
Married	25	20	14	41	*	3	10	13	74	0
Not Married	28	22	12	38	0	1	11	15	73	0
65+:										
Married	25	21	13	41	*	2	5	11	82	*
Not Married	27	22	10	40	1	3	5	7	84	1
Working Mothers	28	23	11	38	0	2	5	8	85	0
Single Parent	22	22	11	44	1	3	4	12	81	0

READERSHIP OF SELECTED PUBLICATIONS

	<i>News Magazines</i>					<i>Business Magazines</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	13	34	18	35	*=100	4	16	14	66	*=100
SEX										
Male	13	34	19	34	*	6	19	16	59	*
Female	12	34	16	38	*	2	14	12	72	0
AGE										
18-29	12	39	15	34	*	3	14	14	69	*
30-49	12	35	19	34	*	5	19	14	62	0
50-64	12	36	18	34	*	5	18	15	62	*
65+	17	24	17	42	*	3	11	12	73	1
AGE/SEX										
Men Under 30	13	38	16	32	1	6	17	16	61	*
Women Under 30	10	39	14	37	0	1	10	11	78	0
Men 30-49	12	34	21	33	0	7	20	17	56	0
Women 30-49	11	36	18	35	*	3	18	12	67	0
Men 50+	14	32	20	34	*	6	19	15	59	1
Women 50+	14	29	16	41	*	3	12	12	73	0
RACE										
White	12	34	18	36	*	4	15	13	68	*
Non-White	14	37	17	32	0	6	21	16	57	*
Black	15	35	15	35	0	6	23	14	56	1
Hispanic*	10	41	14	35	0	4	19	14	63	0
EDUCATION										
College Grad.+	21	37	23	19	0	8	24	19	49	*
Some College	15	37	18	30	*	6	19	17	58	*
High School Grad.	9	32	15	44	*	2	11	11	76	0
< High School Grad.	3	29	13	54	1	1	9	8	81	1
FAMILY INCOME										
\$75,000+	18	39	20	23	*	9	26	16	49	*
\$50,000-\$74,999	14	38	22	26	*	5	18	18	59	0
\$30,000-\$49,999	12	33	19	36	*	3	15	13	69	*
\$20,000-\$29,999	10	38	12	40	0	2	10	12	76	0
<\$20,000	7	30	14	49	0	1	12	12	75	*

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>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	13	34	18	35	*=100	4	16	14	66	*=100
REGION										
East	14	32	19	35	0	5	14	15	66	0
Midwest	12	34	17	37	*	3	16	14	67	*
South	12	33	18	37	*	4	17	13	66	*
West	13	38	17	32	0	5	18	14	63	*
PARTY ID										
Republican	13	33	21	33	*	6	17	13	64	*
Democrat	15	34	17	34	*	4	14	15	67	*
Independent	11	37	17	35	0	4	19	14	63	0
CABLE TV										
Subscriber	13	34	18	35	*	4	17	14	65	*
Non-Subscriber	10	35	18	37	*	4	13	15	68	0
ONLINE USE										
Internet User	14	37	20	29	*	5	20	16	59	*
Not an Internet User	9	29	14	48	*	2	10	10	78	*
LIFE CYCLE										
Under 30:										
Single w/out Children	13	39	14	33	1	4	17	13	66	*
Married	10	39	17	34	0	3	10	16	71	0
30-49:										
Single w/out Children	15	33	17	35	0	7	17	15	61	0
Married /out Children	12	38	22	28	0	6	18	17	59	0
Married With Children	11	36	21	32	*	4	20	14	62	0
50-64:										
Married	12	38	19	31	*	5	18	16	61	0
Not Married	10	33	16	41	0	4	18	13	65	0
65+:										
Married	19	23	20	38	*	5	15	13	66	1
Not Married	15	25	15	45	*	1	8	11	78	1
Working Mothers	9	43	15	33	0	1	20	10	69	0
Single Parent	10	35	13	42	0	3	15	10	72	0

VIEWERSHIP OF SELECTED PROGRAMMING

	<i>Larry King Live</i>					<i>The O'Reilly Factor</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	5	22	17	56	*=100	8	18	11	63	*=100
SEX										
Male	4	20	20	56	*	8	21	11	60	0
Female	5	24	15	56	*	7	17	10	65	1
AGE										
18-29	2	15	18	65	0	5	16	11	68	0
30-49	2	22	18	58	0	7	17	10	66	*
50-64	6	23	18	53	0	10	24	13	53	0
65+	11	29	13	47	*	11	18	7	63	1
AGE/SEX										
Men Under 30	2	15	21	62	0	6	18	11	65	0
Women Under 30	1	16	16	67	0	4	14	12	70	0
Men 30-49	2	20	19	59	0	8	17	12	63	0
Women 30-49	3	25	16	56	0	6	17	9	68	*
Men 50+	7	22	20	50	*	10	26	10	54	0
Women 50+	9	29	12	50	0	10	18	11	60	1
RACE										
White	4	22	18	56	*	9	19	11	61	*
Non-White	6	24	14	56	0	3	18	11	67	1
Black	5	24	13	58	0	2	16	11	70	1
Hispanic *	1	23	17	58	1	3	19	8	70	0
EDUCATION										
College Grad.+	4	24	20	52	*	10	20	13	57	0
Some College	4	19	19	58	0	6	21	15	58	*
High School Grad.	6	22	14	58	0	7	16	8	69	0
< High School Grad.	4	24	16	55	1	8	16	7	68	1
FAMILY INCOME										
\$75,000+	4	20	25	51	0	8	25	15	52	0
\$50,000-\$74,999	4	26	16	54	0	13	21	7	59	0
\$30,000-\$49,999	3	22	18	57	0	9	19	10	62	*
\$20,000-\$29,999	4	21	10	65	0	7	17	7	69	0
<\$20,000	6	19	16	58	1	5	11	10	74	1

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 ... Larry King Live; The O'Reilly Factor with Bill O'Reilly.

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

CONTINUED ...

	<i>Larry King Live</i>					<i>The O'Reilly Factor</i>				
	Regu-	Some-	Hardly			Regu-	Some-	Hardly		
	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>	<u>larly</u>	<u>times</u>	<u>Ever</u>	<u>Never</u>	<u>DK</u>
	%	%	%	%	%	%	%	%	%	%
TOTAL	5	22	17	56	*=100	8	18	11	63	*=100
REGION										
East	4	31	16	49	0	8	20	13	58	1
Midwest	5	18	16	61	*	8	17	9	66	*
South	6	21	17	56	0	7	19	10	64	*
West	3	21	20	56	*	8	18	12	62	0
PARTY ID										
Republican	5	21	16	58	0	16	24	9	51	0
Democrat	6	23	18	53	*	3	15	12	69	1
Independent	3	25	17	55	0	6	18	12	64	0
CABLE TV										
Subscriber	5	25	18	52	*	9	20	11	60	*
Non-Subscriber	1	10	13	76	0	3	11	8	78	0
ONLINE USE										
Internet User	3	23	19	55	0	8	20	11	61	*
Not an Internet User	7	21	14	58	*	8	16	9	66	1
LIFE CYCLE										
Under 30:										
Single w/out Children	3	14	19	64	0	5	15	14	66	0
Married	0	17	18	65	0	6	17	9	68	0
30-49:										
Single w/out Children	3	28	23	46	0	8	14	11	67	0
Married w/out Children	5	25	22	48	0	7	17	12	64	0
Married With Children	1	20	16	63	0	8	19	11	62	*
50-64:										
Married	6	26	18	50	0	12	27	14	47	0
Not Married	7	19	18	56	0	6	19	11	64	0
65+:										
Married	7	33	16	44	1	14	22	8	56	0
Not Married	15	25	10	50	0	9	14	7	68	2
Working Mothers	2	25	17	56	0	6	19	10	65	0
Single Parent	3	19	15	64	0	3	16	8	73	0

AUDIENCE INTEREST PROFILE

Based on "Regular" Viewers, Listeners, Readers

% Who Follow Each "Very Closely"	Total	Daily News-paper*	Nightly Network News	Cable News Channels	Local TV News	TV News Mags.	TV Morning Shows	CNN	FOX News Channel	CNBC	MS-NBC	C-SPAN	News-Hour	NPR	Talk radio	(Read) News Mags.	Late Night TV	Internet News**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
News about political figures and events in Washington	24	32	36	42	28	36	31	39	35	35	39	55	46	37	44	43	29	36
Sports	25	29	20	28	27	25	25	31	29	30	31	29	26	20	31	29	35	30
Business & finance	14	19	18	19	16	17	15	21	22	29	23	24	22	20	25	26	16	21
International affairs	24	30	33	37	25	34	29	37	31	34	37	46	49	37	39	42	32	35
Local government	22	30	33	30	29	36	32	30	28	28	36	43	33	24	29	39	28	24
Religion	20	22	25	25	23	28	25	24	27	22	25	33	21	22	25	23	20	16
People/events in your own community	28	36	38	34	35	39	39	32	32	43	37	43	31	28	31	36	34	27
Entertainment	15	15	14	15	16	21	19	24	20	28	23	20	16	13	14	16	28	16
Consumer news	13	17	20	19	16	20	19	16	13	22	21	22	27	17	20	22	17	16
Science & technology	16	19	18	20	16	18	17	21	18	26	26	26	33	27	26	29	23	25
Health News	26	31	38	34	32	39	38	34	31	41	36	42	33	28	32	40	32	25
Crime	32	37	41	41	39	44	45	40	44	42	36	44	35	30	36	38	44	32
Culture & the arts	10	13	10	10	10	14	12	15	10	20	18	20	25	20	13	21	17	14

* - Based on Read a daily newspaper regularly

** - Based on Go online at least 3 days per week.