

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	
Female	3	15	14	65	2	4	16	14	65	
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		14	15	69	2	3	8	15		
Men 30-49	5	16	20	56	2	5	14	15	63	
Women 30-49	3	15	17	64	1	2	18	15	64	
Men 50+	6	18	21	53	2	8	20	17	54	
Women 50+	4	17	13	64	3	7	17	12	63	
RACE										
White	4	15	17	62	2	5	15	15	64	
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	7
EDUCATION										
College Grad.+	5	18	21	53	2	6	21	16	55	2
Some College	5	15	19	61		4	14	14	66	2
High School Grad.	4	18	14	61	2	5	14	15	65	
<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		
\$50,000-\$74,999	7	17	18	56	2	6	14	19	58	
\$30,000-\$49,999	4	16	17	60	2	6	15	16	61	
\$20,000-\$29,999	7	17	16	57	3	6	21		62	
<\$20,000	4	12	10	71	3	5	15		67	

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.

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	<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		4	14	17	64	
South	6	15	17	59	3	6	13	12	67	
West	4	18	13	63	2	5	19	15	58	
PARTY ID										
Republican	3	13	19	64	2	4	12	15	67	
Democrat	6	20	14	58	2	7	17	14	60	
Independent	5	18	18	58	2	4	18	15	61	2
CABLE TV										
Subscriber	5	18	19	56	2	5	16	15	62	
Non-Subscriber	2	6	6	83	3	7	14	10	66	3
ONLINE USE										
Internet User	5	17	20	58		5	15	17	62	
Not an Internet User	4	15	11	65	5	6	17	10	65	
LIFECYCLE										
Under 30:										
Single w/out Children	3	17	13	65	2	4	11	18	65	
Married	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	
Married w/out Children	4	10	24	61	0	3	8	23	65	
Married With Children	3	16	18	62	1	3	16	13	66	
50-64:										
Married	5	18	18	56	3	6	15	15	62	
Not Married	4	17	17	61		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		2	13	13	71	
Single Parent	5	16	15	63	2	3	13	13	67	3