



FEDERAL COMMUNICATIONS COMMISSION

Media Ownership Working Group

Consumer Survey
On
Media Usage

Nielsen Media Research

September 2002

FCC PHONE SURVEY

INTRODUCTION:

BASE: ALL RESPONDENTS

Good (morning/afternoon/evening), this is (GIVE FIRST AND LAST NAME) of Nielsen Media Research. Today we are calling to conduct a special survey among a select group of households. This is not a sales call.

BASE: ALL RESPONDENTS

QA. Have I reached the (READ NAME) residence?

YES (CORRECT RESIDENCE)	1 (GO TO QC)
NO (NOT CORRECT RESIDENCE)	2 (GO TO QB)
REFUSE	9 (GO TO PERSUADER 1)

BASE: QA=2

QB. Is this (READ PHONE NUMBER)?

YES (CORRECT NUMBER)	1 (GO TO CLOSE)
NO (NOT CORRECT NUMBER)	2 (GO TO CLOSE)
REFUSE	9 (GO TO CLOSE)

BASE: QA=9

PERSUADER 1:

We are conducting a survey to find out your opinions. The interview will only take a few minutes. We really appreciate your help.

AGREE TO CONTINUE	1 (GO TO QA)
REFUSE	9 (GO TO CLOSE)

BASE: QA = 1 (CORRECT HOUSEHOLD)

QC. Some time ago, your household was kind enough to participate in a Nielsen Media Research diary study. We are now conducting a brief telephone survey in your area. In order to be sure we are representing all age groups in our survey (may I speak/am I speaking with/insert gender) household member who was (INSERT AGE) in (INSERT NSI DIARY MONTH/YEAR)?

SAME RESPONDENT	1 (GO TO Q1)
NEW RESPONDENT COMES TO PHONE	2 (REINTRO. & REREAD QC)
RESPONDENT UNAVAILABLE	3 (ARRANGE CALLBACK)
NO SUCH PERSON	4 (GO TO CLOSE)
RESPONDENT NOT AVAILABLE DURING CALLING DATES	5 (GO TO CLOSE)
REFUSE	9 (GO TO PERSUADER 2)

BASE: QC=9

PERSUADER 2:

Since yours was one of only a few households selected for this survey, your participation is very important to us.

AGREE	1 (GO TO QC)
REFUSE	9 (GO TO CLOSE)

BASE: ALL RESPONDENTS

Q1. What sources, if any, have you used in the past 7 days for LOCAL news and current affairs?

(DON'T READ)	(MULTIPLE RESPONSE)
NONE	00
INTERNET	01
MAGAZINES	02
NEWSPAPER	03
RADIO	04
TELEVISION	05
FRIENDS/FAMILY	06
OTHER	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

BASE: Q1 NE 01-05 (ANY)

Q2. In the past 7 days, have you used (INSERT CHOICE) for LOCAL news and current affairs?

YES	1
NO	2
DON'T KNOW	8
REFUSE	9

LIST: (SCRAMBLE/ROTATE)

- A. The Internet
- B. Magazines
- C. A Newspaper
- D. Radio
- E. Television

BASE: Q1=03 OR Q2C=1 (GET LOCAL NEWS FROM NEWSPAPER)

Q3A. Is the newspaper you read in the past 7 days for LOCAL news and current affairs a DAILY newspaper or a LOCAL WEEKLY newspaper or both?

(DON'T READ)	(SINGLE RESPONSE)
DAILY	1
LOCAL WEEKLY	2
BOTH	3
DON'T KNOW	8
REFUSE	9

BASE: Q1=05 OR Q2E=1 (GET LOCAL NEWS FROM TELEVISION)

Q3B. In the past 7 days did you watch LOCAL news and current affairs on...?

(READ LIST)

(MULTIPLE RESPONSE)

Broadcast Television Channels	01
Cable or Satellite News Channels	02
Some Other Channel	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

BASE: ALL RESPONDENTS

Q4. What sources, if any, have you used in the past 7 days for NATIONAL news and current affairs?

(DON'T READ)

(MULTIPLE RESPONSE)

NONE	00
INTERNET	01
MAGAZINES	02
NEWSPAPER	03
RADIO	04
TELEVISION	05
OTHER	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

BASE: Q4 NE 01-05 (ANY)

Q5. In the past 7 days, have you used (INSERT CHOICE) for NATIONAL news and current affairs?

YES	1
NO	2
DON'T KNOW	8
REFUSE	9

LIST: (SCRAMBLE/ROTATE)

A.	The Internet
B.	Magazines
C.	Newspaper
D.	Radio
E.	Television

BASE: Q4=03 OR Q5C=1 (GET NATIONAL NEWS FROM NEWSPAPER)

Q6A. Is the newspaper you read in the past 7 days for NATIONAL news and current affairs a DAILY newspaper, a LOCAL WEEKLY newspaper or both?

(DON'T READ) (SINGLE RESPONSE)

DAILY	1
LOCAL WEEKLY	2
BOTH	3
DON'T KNOW	8
REFUSE	9

BASE: Q4=05 OR Q5E=1 (GET NATIONAL NEWS FROM TELEVISION)

Q6B. In the past 7 days did you watch NATIONAL news and current affairs on...?

(READ LIST) (MULTIPLE RESPONSE)

Broadcast Television Channels	01
Cable or Satellite News Channels	02
Some Other Channel	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

BASE: Q3B=01 OR Q6B=01 (GET NEWS FROM BROADCAST TELEVISION)

Q7. What are the names of the LOCAL OR NATIONAL news or current affairs programs you watched in the past 7 days on BROADCAST television channels?

(DON'T READ) (MULTIPLE RESPONSE)

20/20	01
48 HOURS	02
60 MINUTES	03
ABC NIGHTLY NEWS	04
CBS EVENING NEWS	05
LOCAL NEWS	06
NBC NIGHTLY NEWS	07
NEWSHOUR WITH JIM LEHRER	08
NIGHTLINE	09
DATELINE NBC	10
FOX NEWS	11
GOOD MORNING AMERICA	12
TODAY SHOW	13
ABC WORLD NEWS TONIGHT	14
OTHER	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

BASE: Q3B=02 OR Q6B=02 (GET NEWS FROM CABLE TELEVISION)

Q8. What are the names of the News Channels you watched in the past 7 days on cable or satellite for LOCAL OR NATIONAL news or current affairs?

(DON'T READ)

(MULTIPLE RESPONSE)

CNN	01
FOX NEWS CHANNEL	02
HEADLINE NEWS	03
LOCAL CABLE NEWS CHANNEL	04
MSNBC	05
CNBC	06
OTHER	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

BASE: Q1=01 OR Q2A=1 OR Q4=01 OR Q5A=1

Q9. Which Internet sites, if any, have you used in the past 7 days as a source of LOCAL OR NATIONAL news and current affairs?

(DON'T READ)

(MULTIPLE RESPONSE)

NONE	00
AOL.COM	01
CBSNEWS.COM	02
CNN.COM	03
MSN.COM	04
NEWYORKTIMES.COM	05
YAHOO.COM	06
ABCNEWS.COM	07
ATT.NET	08
ESPN.COM	09
EXCITE.COM	10
FOXNEWS.COM	11
IWON.COM	12
MSNBC.COM	13
NETSCAPE.COM	14
USATODAY.COM	15
WALLSTREETJOURNAL.COM	16
WASHINGTONPOST.COM	17
OTHER	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

BASE: Q1=01-05, 77, 88, 99 OR Q2A -E=1, 8, 9 OR Q4=01-05, 77, 88, 99 OR Q5A-E=1, 8, 9

Q10. What single source do you use MOST OFTEN for LOCAL OR NATIONAL news and current affairs? Do you use...?

(ROTATE)

(READ ENTIRE LIST)

(SINGLE RESPONSE)

NONE	00
Broadcast TV Channels	01
Cable or Satellite News Channels	02
The Internet	03
Magazines	04
A Daily Newspaper	05
A Local Weekly Newspaper	06
Radio	07
Some Other Source	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

CATI NOTE: DO NOT READ RESPONSE FROM Q10 AS PART OF LIST

BASE: Q10=01-77

Q11. Using a scale of 1 to 5, with 1 meaning NO MORE LIKELY and 5 meaning MUCH MORE LIKELY, if (INSERT RESPONSE Q10) were no longer available, how much more likely would you be to use (INSERT LIST) for LOCAL OR NATIONAL news and current affairs?

(DON'T READ)

(SINGLE RESPONSE)

1	NO MORE LIKELY
2	
3	
4	
5	MUCH MORE LIKELY
8	DON'T KNOW
9	REFUSE

LIST: (SCRAMBLE/ROTATE)

A.	Broadcast TV Channels
B.	Cable or Satellite News Channels
C.	The Internet
D.	Magazines
E.	A Daily Newspaper
F.	A Local Weekly Newspaper
G.	Radio

BASE: ALL RESPONDENTS

Q12. In the future, for LOCAL OR NATIONAL news and information about current affairs, would you say you expect to use (INSERT CHOICE) MORE OFTEN, LESS OFTEN OR ABOUT THE SAME amount as you do today?

(DON'T READ)	(SINGLE RESPONSE)
MORE OFTEN	1
LESS OFTEN	2
ABOUT THE SAME	3
DON'T KNOW	8
REFUSE	9

LIST: (SCRAMBLE/ROTATE)

- A. The Radio
- B. The Internet
- C. Magazines
- D. Broadcast Television Channels
- E. Cable or Satellite News Channels
- F. A Daily Newspaper
- G. A Local Weekly Newspaper

BASE: ALL RESPONDENTS

Q13. Do you currently have access to the Internet at home, at work or both?

(DON'T READ)	(SINGLE RESPONSE)
NO ACCESS TO INTERNET	0
HOME	1
WORK	2
BOTH	3
DON'T KNOW	8
REFUSE	9

BASE: Q13 NE 0

Q14. How do you normally access the Internet and the World Wide Web? Do you access it through your cable company along their cable line, through a telephone company using a DSL line, or through your phone company using a standard telephone line?

(DON'T READ)

(MULTIPLE RESPONSE)

CABLE LINE	1
DSL LINE	2
TELEPHONE LINE	3
OTHER	7 (SPECIFY)
DON'T KNOW	8
REFUSE	9

BASE: ALL RESPONDENTS

Q15. To which, if any, of the following does your household currently subscribe?

(READ ENTIRE LIST)

(MULTIPLE RESPONSE)

NONE	0
A Cable Television Service	1
A Satellite Service	2
A Daily Newspaper	3
A Local Weekly Newspaper	4
DON'T KNOW	8
REFUSE	9

BASE: ALL RESPONDENTS

Q16A. Which, if any, DAILY newspapers have you read in the past 7 days?

(DON'T READ)	(MULTIPLE RESPONSE)
NONE	00
ARIZONA REPUBLIC	01
ATLANTA JOURNAL-CONSTITUTIONAL	02
BOSTON GLOBE	03
CHICAGO SUN-TIMES	04
CHICAGO TRIBUNE	05
DAILY NEWS, NEW YORK	06
DALLAS MORNING NEWS	07
DENVER ROCKY MOUNTAIN NEWS	08
HOUSTON CHRONICLE	09
MIAMI HERALD	10
LOS ANGELES TIMES	11
NEW YORK POST	12
NEW YORK TIMES	13
NEWSDAY	14
PHILADELPHIA INQUIRER	15
PLAIN DEALER, CLEVELAND	16
SAN DIEGO UNION-TRIBUNE	17
SAN FRANCISCO CHRONICLE	18
STAR-LEDGER, NEWARK	19
USA TODAY	20
WALL STREET JOURNAL	21
WASHINGTON POST	22
OTHER	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

BASE: Q3A NE 2 OR 3 AND Q6A NE 2 OR 3 AND Q10 NE 06

Q16B. In the past 7 days, have you read a local weekly newspaper, that is a newspaper that may serve a smaller area such as a county, suburb or neighborhood, than a daily newspaper?

YES	1
NO	2
DON'T KNOW	8
REFUSE	9

BASE: ALL RESPONDENTS

Q17. In the past 7 days, which, if any, magazines have you read?

(DON'T READ)

(MULTIPLE RESPONSE)

NONE	00
AMERICAN LEGION MAGAZINE	01
BETTER HOMES & GARDENS	02
CABLE GUIDE	03
COSMOPOLITAN	04
FAMILY CIRCLE	05
GOOD HOUSEKEEPING	06
LADIES' HOME JOURNAL	07
MODERN MATURITY	08
NATIONAL GEOGRAPHIC	09
NEWSWEEK	10
PEOPLE	11
PLAYBOY	12
PREVENTION	13
READER'S DIGEST	14
REDBOOK	15
SPORTS ILLUSTRATED	16
TIME	17
TV GUIDE	18
VIA MAGAZINE	19
SOUTHERN LIVING	20
US NEWS & WORLD REPORT	21
WOMENS DAY	22
OTHER	77 (SPECIFY)
DON'T KNOW	88
REFUSE	99

BASE: ALL RESPONDENTS

Q18. On a typical weekday, that is MONDAY through FRIDAY, how much time would you say you currently spend...?

(IVR: ENTER HOURS, MINUTES)

DON'T KNOW	88
REFUSE	99

LIST: (SCRAMBLE/ROTATE)

- A. Listening To The Radio
 - B. Accessing The Internet
 - C. Reading Magazines
 - D. Watching Broadcast Television Channels
 - E. Watching Cable or Satellite News Channels
 - F. Reading a Daily Newspaper
-

BASE: ALL RESPONDENTS

Q19. On a typical weekend, that is SATURDAY AND SUNDAY, how much time would you say you currently spend...?

(IVR: ENTER FOUR DIGIT HOURS, MINUTES)

DON'T KNOW	88
REFUSE	99

LIST: (SCRAMBLE/ROTATE)

- A. Listening To The Radio
 - B. Accessing The Internet
 - C. Reading Magazines
 - D. Watching Broadcast Television Channels
 - E. Watching Cable or Satellite News Channels
 - F. Reading a Daily Newspaper
-

BASE: ALL RESPONDENTS

Q20. In what month and year were you born?

(IVR: ENTER 2-DIGIT MONTH, XX)

(IVR: ENTER 4-DIGIT YEAR, XXXX)

RF REFUSE

BASE: ALL RESPONDENTS

Q21. (IVR: ENTER RESPONDENT SEX)

1 MALE

2 FEMALE

CLOSE:

Again, my name is (INSERT FIRST AND LAST NAME), and I want to thank you for taking part in our survey. Good-bye.

*****ITEMS IN BOLD PRINT ARE ADDITIONAL CATEGORIES ADDED AFTER PHONING*****

TABLE 001

Q1. WHAT SOURCES, IF ANY, HAVE YOU USED IN THE PAST 7 DAYS FOR LOCAL NEWS AND CURRENT AFFAIRS?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
TELEVISION	84.8
NEWSPAPER	62.8
RADIO	35.3
INTERNET	18.8
MAGAZINES	6.4
FRIENDS/FAMILY	1.1
OTHER	0.6
NONE	4.4
DON'T KNOW	0.7
REFUSE	0.3

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 002

Q2A. IN THE PAST 7 DAYS, HAVE YOU USED...

*** THE INTERNET ***

FOR LOCAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION THE INTERNET

	TOTAL

UNWEIGHTED TOTAL	2614
WEIGHTED TOTAL	167093
(000)	100.0
YES	18.5
NO	81.2
DON'T KNOW	0.1
REFUSE	0.2

TABLE 003

Q2B. IN THE PAST 7 DAYS, HAVE YOU USED...

*** MAGAZINES ***

FOR LOCAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION MAGAZINES

	TOTAL

UNWEIGHTED TOTAL	2928
WEIGHTED TOTAL	192744
(000)	100.0
YES	14.4
NO	85.6
DON'T KNOW	0.0
REFUSE	-

TABLE 004

Q2C. IN THE PAST 7 DAYS, HAVE YOU USED...

*** A NEWSPAPER ***

FOR LOCAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION A NEWSPAPER

	TOTAL

UNWEIGHTED TOTAL	1111
WEIGHTED TOTAL	76767
(000)	100.0
YES	39.9
NO	59.8
DON'T KNOW	-
REFUSE	0.2

TABLE 005

Q2D. IN THE PAST 7 DAYS, HAVE YOU USED...

*** A RADIO ***

FOR LOCAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION RADIO

	TOTAL

UNWEIGHTED TOTAL	1980
WEIGHTED TOTAL	132912
(000)	100.0
YES	48.8
NO	51.1
DON'T KNOW	0.0
REFUSE	0.1

TABLE 006

Q2E. IN THE PAST 7 DAYS, HAVE YOU USED...

*** TELEVISION ***

FOR LOCAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION TELEVISION

	TOTAL

UNWEIGHTED TOTAL	497
WEIGHTED TOTAL	35609
(000)	100.0
YES	46.2
NO	53.7
DON'T KNOW	0.1
REFUSE	-

TABLE 007

Q3A. IS THE NEWSPAPER YOU READ IN THE PAST 7 DAYS FOR LOCAL NEWS AND CURRENT AFFAIRS A DAILY NEWSPAPER OR A LOCAL WEEKLY NEWSPAPER OR BOTH?

BASE: RESPONDENTS WHO GET THEIR LOCAL NEWS FROM NEWSPAPER

	TOTAL

UNWEIGHTED TOTAL	2500
WEIGHTED TOTAL	159391
(000)	100.0
DAILY	61.5
LOCAL WEEKLY	10.2
BOTH	27.3
DON'T KNOW	0.3
REFUSE	0.7

TABLE 008

Q3B. IN THE PAST 7 DAYS DID YOU WATCH LOCAL NEWS AND CURRENT AFFAIRS ON...?

BASE: RESPONDENTS WHO GET THEIR LOCAL NEWS FROM TELEVISION

	TOTAL

UNWEIGHTED TOTAL	2876
WEIGHTED TOTAL	186340
(000)	100.0
BROADCAST TELEVISION CHANNELS	67.0
CABLE OR SATELLITE NEWS CHANNELS	58.0
SOME OTHER CHANNEL	4.0
DON'T KNOW	0.9
REFUSE	2.1

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TABLE 009

Q4. WHAT SOURCES, IF ANY, HAVE YOU USED IN THE PAST 7 DAYS FOR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
TELEVISION	83.4
NEWSPAPER	49.6
RADIO	30.2
INTERNET	21.3
MAGAZINES	8.4
OTHER	0.7
NONE	5.2
DON'T KNOW	0.6
REFUSE	0.3

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 010

Q5A. IN THE PAST 7 DAYS, HAVE YOU USED...

*** THE INTERNET ***

FOR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION THE INTERNET

	TOTAL

UNWEIGHTED TOTAL	2543
WEIGHTED TOTAL	161955
(000)	100.0
YES	12.7
NO	87.2
DON'T KNOW	0.1
REFUSE	0.1

TABLE 011

Q5B. IN THE PAST 7 DAYS, HAVE YOU USED...

*** MAGAZINES ***

FOR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION MAGAZINES

	TOTAL

UNWEIGHTED TOTAL	2870
WEIGHTED TOTAL	188501
(000)	100.0
YES	11.6
NO	88.3
DON'T KNOW	-
REFUSE	0.1

TABLE 012

Q5C. IN THE PAST 7 DAYS, HAVE YOU USED...

*** A NEWSPAPER ***

FOR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION NEWSPAPER

	TOTAL

UNWEIGHTED TOTAL	1525
WEIGHTED TOTAL	103934
(000)	100.0
YES	38.9
NO	61.0
DON'T KNOW	0.1
REFUSE	0.0

TABLE 013

Q5D. IN THE PAST 7 DAYS, HAVE YOU USED...

*** RADIO ***

FOR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION RADIO

	TOTAL

UNWEIGHTED TOTAL	2167
WEIGHTED TOTAL	143473
(000)	100.0
YES	34.6
NO	65.1
DON'T KNOW	0.2
REFUSE	0.1

TABLE 014

Q5E. IN THE PAST 7 DAYS, HAVE YOU USED...

*** TELEVISION ***

FOR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO DID NOT MENTION TELEVISION

	TOTAL

UNWEIGHTED TOTAL	554
WEIGHTED TOTAL	40178
(000)	100.0
YES	43.1
NO	56.9
DON'T KNOW	-
REFUSE	-

TABLE 015

Q6A. IS THE NEWSPAPER YOU READ IN THE PAST 7 DAYS FOR NATIONAL NEWS AND
 CURRENT AFFAIRS A DAILY NEWSPAPER, A LOCAL WEEKLY NEWSPAPER OR BOTH?

BASE: RESPONDENTS WHO GET NATIONAL NEWS FROM NEWSPAPER

	TOTAL

UNWEIGHTED TOTAL	2259
WEIGHTED TOTAL	142012
(000)	100.0
DAILY	69.6
LOCAL WEEKLY	5.8
BOTH	24.2
DON'T KNOW	0.1
REFUSE	0.3

TABLE 016

Q6B. IN THE PAST 7 DAYS DID YOU WATCH NATIONAL NEWS AND CURRENT AFFAIRS ON...?

BASE: RESPONDENTS WHO GET NATIONAL NEWS FROM TELEVISION

	TOTAL

UNWEIGHTED TOTAL	2828
WEIGHTED TOTAL	182641
(000)	100.0
BROADCAST TELEVISION CHANNELS	62.8
CABLE OR SATELLITE NEWS CHANNELS	65.5
SOME OTHER CHANNEL	2.6
DON'T KNOW	0.6
REFUSE	1.5

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TABLE 017

Q7. WHAT ARE THE NAMES OF THE LOCAL OR NATIONAL NEWS OR CURRENT AFFAIRS
 PROGRAMS YOU WATCHED IN THE PAST 7 DAYS ON BROADCAST TELEVISION CHANNELS?

BASE: RESPONDENTS WHO GET NEWS FROM BROADCAST TELEVISION

	TOTAL

UNWEIGHTED TOTAL	2066
WEIGHTED TOTAL	134350
(000)	100.0
LOCAL NEWS	27.4
NBC NIGHTLY NEWS	26.5
ABC NIGHTLY NEWS	21.4
CBS EVENING NEWS	18.3
TODAY SHOW	3.8
DATELINE NBC	3.7
60 MINUTES	3.6
GOOD MORNING AMERICA	3.1
FOX NEWS	3.0
20/20	2.9
48 HOURS	2.0
NIGHTLINE	1.7
NEWSHOOR WITH JIM LEHRER	1.3

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 017 (continued)

Q7. WHAT ARE THE NAMES OF THE LOCAL OR NATIONAL NEWS OR CURRENT AFFAIRS
 PROGRAMS YOU WATCHED IN THE PAST 7 DAYS ON BROADCAST TELEVISION CHANNELS?

BASE: RESPONDENTS WHO GET NEWS FROM BROADCAST TELEVISION

	TOTAL

ABC WORLD NEWS TONIGHT	1.0
OTHER	47.9
DON'T KNOW	5.3
REFUSE	0.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 018

Q8. WHAT ARE THE NAMES OF THE NEWS CHANNELS YOU WATCHED IN THE PAST 7 DAYS
 ON CABLE OR SATELLITE FOR LOCAL OR NATIONAL NEWS OR CURRENT AFFAIRS?

BASE: RESPONDENTS WHO GET NEWS FROM CABLE TELEVISION

	TOTAL

UNWEIGHTED TOTAL	1964
WEIGHTED TOTAL	128158
(000)	100.0
CNN	57.7
FOX NEWS CHANNEL	27.1
MSNBC	16.5
LOCAL CABLE NEWS CHANNEL	10.8
HEADLINE NEWS	5.9
CNBC	5.1
OTHER	48.9
DON'T KNOW	4.6
REFUSE	1.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 019

Q9. WHICH INTERNET SITES, IF ANY, HAVE YOU USED IN THE PAST 7 DAYS AS A SOURCE OF LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO GET NEWS FROM INTERNET SITES

	TOTAL

UNWEIGHTED TOTAL	1075
WEIGHTED TOTAL	76764
(000)	100.0
MSN.COM	22.4
CNN.COM	19.1
YAHOO.COM	17.9
AOL.COM	13.3
MSNBC.COM	5.9
NEWYORKTIMES.COM	5.1
FOXNEWS.COM	2.2
USATODAY.COM	1.8
ABCNEWS.COM	1.8
CBSNEWS.COM	1.7
NETSCAPE.COM	1.7
EXCITE.COM	1.3
ESPN.COM	1.3
IWON.COM	1.2

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
 AND ARE SUPPLIED FOR INTERNAL USE ONLY.
 RESPONSES MAY ADD TO MORE THAN 100% DUE TO MULTIPLE RESPONSES
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TABLE 019 (continued)

Q9. WHICH INTERNET SITES, IF ANY, HAVE YOU USED IN THE PAST 7 DAYS AS A SOURCE OF LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO GET NEWS FROM INTERNET SITES

	TOTAL

AT&T.NET	1.1
WASHINGTONPOST.COM	1.1
WALLSTREETJOURNAL.COM	1.0
OTHER	34.9
NONE	7.3
DON'T KNOW	3.5
REFUSE	0.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
 AND ARE SUPPLIED FOR INTERNAL USE ONLY.
 RESPONSES MAY ADD TO MORE THAN 100% DUE TO MULTIPLE RESPONSES
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TABLE 020

Q10. WHAT SINGLE SOURCE DO YOU USE MOST OFTEN FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?
 DO YOU USE...?

BASE: RESPONDENTS WHO GET NEWS FROM VARIOUS SOURCES

	TOTAL

UNWEIGHTED TOTAL	3110
WEIGHTED TOTAL	203462
(000)	100.0
BROADCAST TV CHANNELS	33.1
CABLE OR SATELLITE NEWS CHANNELS	23.3
A DAILY NEWSPAPER	23.3
RADIO	10.0
THE INTERNET	5.9
A LOCAL WEEKLY NEWSPAPER	1.9
MAGAZINES	0.6
SOME OTHER SOURCE	0.3
NONE	0.5
DON'T KNOW	0.2
REFUSE	0.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 021

Q11AB. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** BROADCAST TV CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** CABLE OR SATELLITE NEWS CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE BROADCAST TV CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	1018
WEIGHTED TOTAL	66529
(000)	100.0
TOP 2 BOX (%4-5)	
-----	56.3
5 MUCH MORE LIKELY	38.3
4	18.0
3	12.9
2	6.2
1 NO MORE LIKELY	22.2
DON'T KNOW	0.3
REFUSE	2.0
MEAN	3.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 022

Q11AC. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** BROADCAST TV CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** THE INTERNET ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE BROADCAST TV CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	1018
WEIGHTED TOTAL	66529
(000)	100.0
TOP 2 BOX (%4-5)	
-----	28.0
5 MUCH MORE LIKELY	13.9
4	14.0
3	19.8
2	11.0
1 NO MORE LIKELY	37.8
DON'T KNOW	1.1
REFUSE	2.4
MEAN	2.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 023

Q11AD. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** BROADCAST TV CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** MAGAZINES ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE BROADCAST TV CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	1018
WEIGHTED TOTAL	66529
(000)	100.0
TOP 2 BOX (%4-5)	
-----	10.5
5 MUCH MORE LIKELY	6.0
4	4.6
3	13.3
2	16.6
1 NO MORE LIKELY	58.6
DON'T KNOW	0.3
REFUSE	0.8
MEAN	1.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 024

Q11AE. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** BROADCAST TV CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A DAILY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE BROADCAST TV CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	1018
WEIGHTED TOTAL	66529
(000)	100.0
TOP 2 BOX (%4-5)	
-----	49.7
5 MUCH MORE LIKELY	33.1
4	16.6
3	20.2
2	10.3
1 NO MORE LIKELY	18.7
DON'T KNOW	0.1
REFUSE	0.9
MEAN	3.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 025

Q11AF. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** BROADCAST TV CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A LOCAL WEEKLY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE BROADCAST TV CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	1018
WEIGHTED TOTAL	66529
(000)	100.0
TOP 2 BOX (%4-5)	
-----	39.5
5 MUCH MORE LIKELY	24.7
4	14.8
3	18.4
2	11.6
1 NO MORE LIKELY	29.5
DON'T KNOW	0.3
REFUSE	0.7
MEAN	2.9

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 026

Q11AG. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** BROADCAST TV CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** RADIO ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE BROADCAST TV CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	1018
WEIGHTED TOTAL	66529
(000)	100.0
TOP 2 BOX (%4-5)	
-----	48.5
5 MUCH MORE LIKELY	30.5
4	18.0
3	25.3
2	9.2
1 NO MORE LIKELY	16.8
DON'T KNOW	-
REFUSE	0.2
MEAN	3.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 027

Q11BA. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** CABLE OR SATELLITE NEWS CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** BROADCAST TV CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE CABLE OR SATELLITE NEWS CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	727
WEIGHTED TOTAL	47120
(000)	100.0
TOP 2 BOX (%4-5)	
-----	61.5
5 MUCH MORE LIKELY	43.5
4	18.0
3	15.3
2	7.4
1 NO MORE LIKELY	12.5
DON'T KNOW	2.4
REFUSE	1.0
MEAN	3.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 028

Q11BC. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** CABLE OR SATELLITE NEWS CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** THE INTERNET ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE CABLE OR SATELLITE NEWS CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	727
WEIGHTED TOTAL	47120
(000)	100.0
TOP 2 BOX (%4-5)	
-----	33.0
5 MUCH MORE	
LIKELY	19.8
4	13.2
3	14.4
2	9.7
1 NO MORE LIKELY	39.9
DON'T KNOW	0.9
REFUSE	2.2
MEAN	2.6

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 029

Q11BD. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** CABLE OR SATELLITE NEWS CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** MAGAZINES ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE CABLE OR SATELLITE NEWS CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	727
WEIGHTED TOTAL	47120
(000)	100.0
TOP 2 BOX (%4-5)	
-----	12.5
5 MUCH MORE LIKELY	7.0
4	5.6
3	16.2
2	15.2
1 NO MORE LIKELY	55.2
DON'T KNOW	0.1
REFUSE	0.8
MEAN	1.9

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 030

Q11BE. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** CABLE OR SATELLITE NEWS CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A DAILY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE CABLE OR SATELLITE NEWS CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	727
WEIGHTED TOTAL	47120
(000)	100.0
TOP 2 BOX (%4-5)	
-----	52.2
5 MUCH MORE LIKELY	34.9
4	17.2
3	17.2
2	10.5
1 NO MORE LIKELY	19.7
DON'T KNOW	0.2
REFUSE	0.2
MEAN	3.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 031

Q11BF. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** CABLE OR SATELLITE NEWS CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A LOCAL WEEKLY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE CABLE OR SATELLITE NEWS CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	727
WEIGHTED TOTAL	47120
(000)	100.0
TOP 2 BOX (%4-5)	
-----	39.2
5 MUCH MORE LIKELY	26.8
4	12.4
3	19.0
2	12.2
1 NO MORE LIKELY	28.1
DON'T KNOW	0.5
REFUSE	1.0
MEAN	3.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 032

Q11BG. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** CABLE OR SATELLITE NEWS CHANNELS ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** RADIO ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE CABLE OR SATELLITE NEWS CHANNELS MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	727
WEIGHTED TOTAL	47120
(000)	100.0
TOP 2 BOX (%4-5)	
-----	46.0
5 MUCH MORE LIKELY	30.8
4	15.2
3	22.7
2	12.3
1 NO MORE LIKELY	18.6
DON'T KNOW	0.1
REFUSE	0.2
MEAN	3.3

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 033

Q11CA. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** THE INTERNET ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** BROADCAST TV CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE THE INTERNET MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	148
WEIGHTED TOTAL	11961
(000)	100.0
TOP 2 BOX (%4-5)	
-----	60.1
5 MUCH MORE	
LIKELY	33.7
4	26.4
3	14.8
2	10.2
1 NO MORE LIKELY	14.4
DON'T KNOW	-
REFUSE	0.5
MEAN	3.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 034

Q11CB. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** THE INTERNET ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** CABLE OR SATELLITE NEWS CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE THE INTERNET MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	148
WEIGHTED TOTAL	11961
(000)	100.0
TOP 2 BOX (%4-5)	
-----	65.2
5 MUCH MORE LIKELY	36.6
4	28.6
3	12.8
2	6.7
1 NO MORE LIKELY	15.4
DON'T KNOW	-
REFUSE	-
MEAN	3.6

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 035

Q11CD. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** THE INTERNET ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** MAGAZINES ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE THE INTERNET MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	148
WEIGHTED TOTAL	11961
(000)	100.0
TOP 2 BOX (%4-5)	
-----	11.8
5 MUCH MORE LIKELY	4.7
4	7.0
3	15.6
2	22.9
1 NO MORE LIKELY	49.1
DON'T KNOW	-
REFUSE	0.6
MEAN	1.9

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 036

Q11CE. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** THE INTERNET ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A DAILY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE THE INTERNET MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	148
WEIGHTED TOTAL	11961
(000)	100.0
TOP 2 BOX (%4-5)	
-----	35.3
5 MUCH MORE LIKELY	16.6
4	18.7
3	24.1
2	14.0
1 NO MORE LIKELY	26.1
DON'T KNOW	-
REFUSE	0.5
MEAN	2.9

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 037

Q11CF. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** THE INTERNET ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A LOCAL WEEKLY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE THE INTERNET MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	148
WEIGHTED TOTAL	11961
(000)	100.0
TOP 2 BOX (%4-5)	
-----	25.8
5 MUCH MORE LIKELY	12.0
4	13.8
3	15.8
2	16.7
1 NO MORE LIKELY	40.5
DON'T KNOW	-
REFUSE	1.2
MEAN	2.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 038

Q11CG. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** THE INTERNET ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** RADIO ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE THE INTERNET MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	148
WEIGHTED TOTAL	11961
(000)	100.0
TOP 2 BOX (%4-5)	
-----	29.3
5 MUCH MORE LIKELY	11.8
4	17.5
3	35.4
2	13.1
1 NO MORE LIKELY	22.2
DON'T KNOW	-
REFUSE	-
MEAN	2.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 039

Q11DA. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** MAGAZINES ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** BROADCAST TV CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE MAGAZINES MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	15
WEIGHTED TOTAL	1247
(000)	100.0
TOP 2 BOX (%4-5)	
-----	69.2
5 MUCH MORE LIKELY	37.3
4	31.9
3	9.8
2	5.6
1 NO MORE LIKELY	15.4
DON'T KNOW	-
REFUSE	-
MEAN	3.7

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 040

Q11DB. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** MAGAZINES ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** CABLE OR SATELLITE NEWS CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE MAGAZINES MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	15
WEIGHTED TOTAL	1247
(000)	100.0
TOP 2 BOX (%4-5)	
-----	37.0
5 MUCH MORE LIKELY	17.2
4	19.8
3	30.9
2	27.8
1 NO MORE LIKELY	4.4
DON'T KNOW	-
REFUSE	-
MEAN	3.2

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 041

Q11DC. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** MAGAZINES ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** THE INTERNET ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE MAGAZINES MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	15
WEIGHTED TOTAL	1247
(000)	100.0
TOP 2 BOX (%4-5)	
-----	30.9
5 MUCH MORE LIKELY	4.5
4	26.4
3	25.6
2	5.5
1 NO MORE LIKELY	38.1
DON'T KNOW	-
REFUSE	-
MEAN	2.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 042

Q11DE. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** MAGAZINES ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A DAILY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE MAGAZINES MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	15
WEIGHTED TOTAL	1247
(000)	100.0
TOP 2 BOX (%4-5)	
-----	40.0
5 MUCH MORE LIKELY	20.2
4	19.8
3	31.9
2	-
1 NO MORE LIKELY	28.1
DON'T KNOW	-
REFUSE	-
MEAN	3.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 043

Q11DF. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** MAGAZINES ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A LOCAL WEEKLY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE MAGAZINES MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	15
WEIGHTED TOTAL	1247
(000)	100.0
TOP 2 BOX (%4-5)	
-----	29.3
5 MUCH MORE LIKELY	23.8
4	5.5
3	40.7
2	10.9
1 NO MORE LIKELY	19.1
DON'T KNOW	-
REFUSE	-
MEAN	3.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 044

Q11DG. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** MAGAZINES ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** RADIO ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE MAGAZINES MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	15
WEIGHTED TOTAL	1247
(000)	100.0
TOP 2 BOX (%4-5)	
-----	35.7
5 MUCH MORE LIKELY	11.3
4	24.4
3	12.7
2	30.8
1 NO MORE LIKELY	20.8
DON'T KNOW	-
REFUSE	-
MEAN	2.7

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 045

Q11EA. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A DAILY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** BROADCAST TV CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A DAILY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	766
WEIGHTED TOTAL	47363
(000)	100.0
TOP 2 BOX (%4-5)	
-----	65.5
5 MUCH MORE LIKELY	44.3
4	21.2
3	16.3
2	6.5
1 NO MORE LIKELY	11.0
DON'T KNOW	0.2
REFUSE	0.4
MEAN	3.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 046

Q11EB. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A DAILY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** CABLE OR SATELLITE NEWS CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A DAILY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	766
WEIGHTED TOTAL	47363
(000)	100.0
TOP 2 BOX (%4-5)	
-----	53.8
5 MUCH MORE	
LIKELY	31.7
4	22.1
3	16.1
2	7.8
1 NO MORE LIKELY	20.9
DON'T KNOW	0.6
REFUSE	0.8
MEAN	3.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 047

Q11EC. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A DAILY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** THE INTERNET ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A DAILY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	766
WEIGHTED TOTAL	47363
(000)	100.0
TOP 2 BOX (%4-5)	
-----	30.8
5 MUCH MORE LIKELY	15.7
4	15.1
3	18.1
2	10.8
1 NO MORE LIKELY	38.2
DON'T KNOW	0.6
REFUSE	1.5
MEAN	2.6

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 048

Q11ED. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A DAILY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** MAGAZINES ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A DAILY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	766
WEIGHTED TOTAL	47363
(000)	100.0
TOP 2 BOX (%4-5)	
-----	9.2
5 MUCH MORE LIKELY	4.0
4	5.2
3	15.6
2	18.6
1 NO MORE LIKELY	55.2
DON'T KNOW	0.2
REFUSE	1.2
MEAN	1.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 049

Q11EF. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A DAILY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A LOCAL WEEKLY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A DAILY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	766
WEIGHTED TOTAL	47363
(000)	100.0
TOP 2 BOX (%4-5)	
-----	36.4
5 MUCH MORE LIKELY	23.1
4	13.3
3	17.4
2	12.1
1 NO MORE LIKELY	31.9
DON'T KNOW	0.7
REFUSE	1.4
MEAN	2.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 050

Q11EG. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A DAILY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** RADIO ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A DAILY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	766
WEIGHTED TOTAL	47363
(000)	100.0
TOP 2 BOX (%4-5)	
-----	40.0
5 MUCH MORE LIKELY	22.3
4	17.6
3	24.4
2	13.4
1 NO MORE LIKELY	21.8
DON'T KNOW	0.1
REFUSE	0.4
MEAN	3.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 051

Q11FA. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A LOCAL WEEKLY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** BROADCAST TV CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A LOCAL WEEKLY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	61
WEIGHTED TOTAL	3955
(000)	100.0
TOP 2 BOX (%4-5)	
-----	46.2
5 MUCH MORE LIKELY	39.6
4	6.6
3	16.6
2	9.1
1 NO MORE LIKELY	25.4
DON'T KNOW	1.7
REFUSE	1.0
MEAN	3.3

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 052

Q11FB. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A LOCAL WEEKLY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** CABLE OR SATELLITE NEWS CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A LOCAL WEEKLY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	61
WEIGHTED TOTAL	3955
(000)	100.0
TOP 2 BOX (%4-5)	
-----	41.3
5 MUCH MORE LIKELY	30.5
4	10.8
3	12.6
2	1.8
1 NO MORE LIKELY	39.9
DON'T KNOW	1.3
REFUSE	3.1
MEAN	2.9

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 053

Q11FC. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A LOCAL WEEKLY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** THE INTERNET ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A LOCAL WEEKLY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	61
WEIGHTED TOTAL	3955
(000)	100.0
TOP 2 BOX (%4-5)	
-----	19.3
5 MUCH MORE	
LIKELY	8.2
4	11.1
3	5.4
2	7.5
1 NO MORE LIKELY	57.7
DON'T KNOW	1.7
REFUSE	8.4
MEAN	1.9

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 054

Q11FD. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A LOCAL WEEKLY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** MAGAZINES ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A LOCAL WEEKLY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	61
WEIGHTED TOTAL	3955
(000)	100.0
TOP 2 BOX (%4-5)	
-----	11.1
5 MUCH MORE LIKELY	9.7
4	1.4
3	11.8
2	15.2
1 NO MORE LIKELY	59.0
DON'T KNOW	-
REFUSE	3.0
MEAN	1.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 055

Q11FE. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A LOCAL WEEKLY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A DAILY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A LOCAL WEEKLY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	61
WEIGHTED TOTAL	3955
(000)	100.0
TOP 2 BOX (%4-5)	
-----	49.8
5 MUCH MORE LIKELY	39.2
4	10.6
3	16.1
2	4.2
1 NO MORE LIKELY	24.0
DON'T KNOW	-
REFUSE	5.9
MEAN	3.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 056

Q11FG. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** A LOCAL WEEKLY NEWSPAPER ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** RADIO ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE A LOCAL WEEKLY NEWSPAPER MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	61
WEIGHTED TOTAL	3955
(000)	100.0
TOP 2 BOX (%4-5)	
-----	25.8
5 MUCH MORE LIKELY	18.0
4	7.8
3	27.0
2	3.6
1 NO MORE LIKELY	37.8
DON'T KNOW	-
REFUSE	5.8
MEAN	2.6

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 057

Q11GA. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** RADIO ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** BROADCAST TV CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE RADIO MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	295
WEIGHTED TOTAL	20328
(000)	100.0
TOP 2 BOX (%4-5)	
-----	58.8
5 MUCH MORE	
LIKELY	34.4
4	24.4
3	19.5
2	7.1
1 NO MORE LIKELY	14.2
DON'T KNOW	-
REFUSE	0.5
MEAN	3.6

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 058

Q11GB. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** RADIO ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** CABLE OR SATELLITE NEWS CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE RADIO MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	295
WEIGHTED TOTAL	20328
(000)	100.0
TOP 2 BOX (%4-5)	
-----	44.1
5 MUCH MORE LIKELY	23.9
4	20.2
3	14.2
2	12.3
1 NO MORE LIKELY	27.1
DON'T KNOW	0.2
REFUSE	2.0
MEAN	3.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 059

Q11GC. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** RADIO ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** THE INTERNET ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE RADIO MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	295
WEIGHTED TOTAL	20328
(000)	100.0
TOP 2 BOX (%4-5)	
-----	24.9
5 MUCH MORE LIKELY	12.0
4	12.8
3	15.7
2	17.6
1 NO MORE LIKELY	38.7
DON'T KNOW	0.8
REFUSE	2.3
MEAN	2.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 060

Q11GD. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** RADIO ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** MAGAZINES ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE RADIO MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	295
WEIGHTED TOTAL	20328
(000)	100.0
TOP 2 BOX (%4-5)	
-----	8.4
5 MUCH MORE LIKELY	4.8
4	3.6
3	14.0
2	18.2
1 NO MORE LIKELY	58.6
DON'T KNOW	-
REFUSE	0.7
MEAN	1.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 061

Q11GE. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** RADIO ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A DAILY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE RADIO MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	295
WEIGHTED TOTAL	20328
(000)	100.0
TOP 2 BOX (%4-5)	
-----	42.9
5 MUCH MORE LIKELY	23.8
4	19.1
3	19.6
2	11.4
1 NO MORE LIKELY	24.4
DON'T KNOW	0.3
REFUSE	1.4
MEAN	3.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 062

Q11GF. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** RADIO ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A LOCAL WEEKLY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE RADIO MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	295
WEIGHTED TOTAL	20328
(000)	100.0
TOP 2 BOX (%4-5)	
-----	29.0
5 MUCH MORE LIKELY	16.7
4	12.3
3	20.3
2	16.2
1 NO MORE LIKELY	33.7
DON'T KNOW	-
REFUSE	0.7
MEAN	2.6

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 063

Q11HA. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** SOME OTHER SOURCE ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** BROADCAST TV CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE SOME OTHER SOURCE MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	11
WEIGHTED TOTAL	600
(000)	100.0
TOP 2 BOX (%4-5)	
-----	68.1
5 MUCH MORE LIKELY	27.7
4	40.4
3	6.7
2	9.2
1 NO MORE LIKELY	9.2
DON'T KNOW	6.7
REFUSE	-
MEAN	3.7

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 064

Q11HB. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** SOME OTHER SOURCE ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** CABLE OR SATELLITE NEWS CHANNELS ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE SOME OTHER SOURCE MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	11
WEIGHTED TOTAL	600
(000)	100.0
TOP 2 BOX (%4-5)	
-----	59.2
5 MUCH MORE LIKELY	59.2
4	-
3	11.2
2	-
1 NO MORE LIKELY	18.4
DON'T KNOW	11.2
REFUSE	-
MEAN	3.9

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 065

Q11HC. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** SOME OTHER SOURCE ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** THE INTERNET ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE SOME OTHER SOURCE MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	11
WEIGHTED TOTAL	600
(000)	100.0
TOP 2 BOX (%4-5)	
-----	24.7
5 MUCH MORE LIKELY	6.7
4	18.0
3	-
2	-
1 NO MORE LIKELY	57.3
DON'T KNOW	11.2
REFUSE	6.7
MEAN	2.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 066

Q11HD. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** SOME OTHER SOURCE ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** MAGAZINES ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE SOME OTHER SOURCE MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	11
WEIGHTED TOTAL	600
(000)	100.0
TOP 2 BOX (%4-5)	
-----	8.2
5 MUCH MORE LIKELY	8.2
4	-
3	-
2	22.4
1 NO MORE LIKELY	62.6
DON'T KNOW	6.7
REFUSE	-
MEAN	1.6

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 067

Q11HE. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** SOME OTHER SOURCE ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A DAILY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE SOME OTHER SOURCE MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	11
WEIGHTED TOTAL	600
(000)	100.0
TOP 2 BOX (%4-5)	
-----	24.2
5 MUCH MORE LIKELY	24.2
4	-
3	30.7
2	27.2
1 NO MORE LIKELY	-
DON'T KNOW	11.2
REFUSE	6.7
MEAN	3.3

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 068

Q11HF. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** SOME OTHER SOURCE ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** A LOCAL WEEKLY NEWSPAPER ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE SOME OTHER SOURCE MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	11
WEIGHTED TOTAL	600
(000)	100.0
TOP 2 BOX (%4-5)	
-----	26.2
5 MUCH MORE LIKELY	26.2
4	-
3	19.5
2	9.2
1 NO MORE LIKELY	45.1
DON'T KNOW	-
REFUSE	-
MEAN	2.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 069

Q11HG. USING A SCALE OF 1 TO 5, WITH 1 MEANING NO MORE LIKELY AND 5 MEANING MUCH MORE LIKELY, IF...

*** SOME OTHER SOURCE ***

WERE NO LONGER AVAILABLE, HOW MUCH MORE LIKELY WOULD YOU BE TO USE...

*** RADIO ***

FOR LOCAL OR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO USE SOME OTHER SOURCE MOST OFTEN AS THEIR SOURCE FOR LOCAL OR NATIONAL NEWS

	TOTAL

UNWEIGHTED TOTAL	11
WEIGHTED TOTAL	600
(000)	100.0
TOP 2 BOX (%4-5)	
-----	42.2
5 MUCH MORE LIKELY	15.0
4	27.2
3	8.2
2	29.2
1 NO MORE LIKELY	20.4
DON'T KNOW	-
REFUSE	-
MEAN	2.9

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 070

Q12A. IN THE FUTURE, FOR LOCAL OR NATIONAL NEWS AND INFORMATION
 ABOUT CURRENT AFFAIRS, WOULD YOU SAY YOU EXPECT TO USE...

*** THE RADIO ***

MORE OFTEN, LESS OFTEN OR ABOUT THE SAME AMOUNT AS YOU DO TODAY?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
MORE OFTEN	15.2
LESS OFTEN	9.5
ABOUT THE SAME	74.8
DON'T KNOW	0.1
REFUSE	0.5

TABLE 071

Q12B. IN THE FUTURE, FOR LOCAL OR NATIONAL NEWS AND INFORMATION
 ABOUT CURRENT AFFAIRS, WOULD YOU SAY YOU EXPECT TO USE ...

*** THE INTERNET ***

MORE OFTEN, LESS OFTEN OR ABOUT THE SAME AMOUNT AS YOU DO TODAY?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
MORE OFTEN	24.7
LESS OFTEN	16.4
ABOUT THE SAME	54.5
DON'T KNOW	0.7
REFUSE	3.8

TABLE 072

Q12C. IN THE FUTURE, FOR LOCAL OR NATIONAL NEWS AND INFORMATION
 ABOUT CURRENT AFFAIRS, WOULD YOU SAY YOU EXPECT TO USE...

*** MAGAZINES ***

MORE OFTEN, LESS OFTEN OR ABOUT THE SAME AMOUNT AS YOU DO TODAY?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
MORE OFTEN	5.3
LESS OFTEN	25.4
ABOUT THE SAME	67.6
DON'T KNOW	0.1
REFUSE	1.6

TABLE 073

Q12D. IN THE FUTURE, FOR LOCAL OR NATIONAL NEWS AND INFORMATION
 ABOUT CURRENT AFFAIRS, WOULD YOU SAY YOU EXPECT TO USE...

*** BROADCAST TELEVISION CHANNELS ***

MORE OFTEN, LESS OFTEN OR ABOUT THE SAME AMOUNT AS YOU DO TODAY?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
MORE OFTEN	18.2
LESS OFTEN	5.7
ABOUT THE SAME	75.2
DON'T KNOW	0.4
REFUSE	0.5

TABLE 074

Q12E. IN THE FUTURE, FOR LOCAL OR NATIONAL NEWS AND INFORMATION ABOUT CURRENT AFFAIRS, WOULD YOU SAY YOU EXPECT TO USE...

*** CABLE OR SATELLITE NEWS CHANNELS ***

MORE OFTEN, LESS OFTEN OR ABOUT THE SAME AMOUNT AS YOU DO TODAY?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
MORE OFTEN	21.8
LESS OFTEN	8.5
ABOUT THE SAME	68.2
DON'T KNOW	0.2
REFUSE	1.3

TABLE 075

Q12F. IN THE FUTURE, FOR LOCAL OR NATIONAL NEWS AND INFORMATION
 ABOUT CURRENT AFFAIRS, WOULD YOU SAY YOU EXPECT TO USE...

*** A DAILY NEWSPAPER ***

MORE OFTEN, LESS OFTEN OR ABOUT THE SAME AMOUNT AS YOU DO TODAY?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
MORE OFTEN	15.8
LESS OFTEN	9.4
ABOUT THE SAME	74.0
DON'T KNOW	0.0
REFUSE	0.8

TABLE 076

Q12G. IN THE FUTURE, FOR LOCAL OR NATIONAL NEWS AND INFORMATION ABOUT CURRENT AFFAIRS, WOULD YOU SAY YOU EXPECT TO USE...

*** A LOCAL WEEKLY NEWSPAPER ***

MORE OFTEN, LESS OFTEN OR ABOUT THE SAME AMOUNT AS YOU DO TODAY?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
MORE OFTEN	10.1
LESS OFTEN	15.7
ABOUT THE SAME	72.5
DON'T KNOW	0.5
REFUSE	1.2

TABLE 077

Q13. DO YOU CURRENTLY HAVE ACCESS TO THE INTERNET AT HOME, AT WORK OR BOTH?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
NO ACCESS TO INTERNET	20.6
HOME	34.5
WORK	6.3
BOTH	38.4
DON'T KNOW	-
REFUSE	0.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 078

Q14. HOW DO YOU NORMALLY ACCESS THE INTERNET AND THE WORLD WIDE WEB? DO YOU ACCESS IT THROUGH YOUR CABLE COMPANY ALONG THEIR CABLE LINE, THROUGH A TELEPHONE COMPANY USING A DSL LINE, OR THROUGH YOUR PHONE COMPANY USING A STANDARD TELEPHONE LINE?

BASE: RESPONDENTS WHO HAVE ACCESS TO THE INTERNET AT HOME, AT WORK OR BOTH

	TOTAL

UNWEIGHTED TOTAL	2429
WEIGHTED TOTAL	163215
(000)	100.0
CABLE LINE	18.9
DSL LINE	14.7
TELEPHONE LINE	66.1
OTHER	3.5
DON'T KNOW	5.9
REFUSE	0.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS AND ARE SUPPLIED FOR INTERNAL USE ONLY.
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TABLE 079

Q15. TO WHICH, IF ANY, OF THE FOLLOWING DOES YOUR HOUSEHOLD CURRENTLY SUBSCRIBE?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
A CABLE TELEVISION SERVICE	62.9
A SATELLITE SERVICE	20.5
A DAILY NEWSPAPER	49.8
A LOCAL WEEKLY NEWSPAPER	24.0
NONE	7.7
DON'T KNOW	-
REFUSE	0.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 080

Q16A. WHICH, IF ANY, DAILY NEWSPAPERS HAVE YOU READ IN THE PAST 7 DAYS?

BASE: ALL RESPONDENTS

	TOTAL -----
UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL (000)	205510 100.0
USA TODAY	4.0
NEW YORK TIMES	3.7
WALL STREET JOURNAL	2.3
LOS ANGELES TIMES	2.0
CHICAGO TRIBUNE	1.8
WASHINGTON POST	1.3
DALLAS MORNING NEWS	1.3
DAILY NEWS, NEW YORK	1.2
HOUSTON CHRONICLE	1.1
ATLANTA JOURNAL- CONSTITUTIONAL	1.1
PHILADELPHIA INQUIRER	0.8
CHICAGO SUN-TIMES	0.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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 RESPONSES MAY ADD TO MORE THAN 100% DUE TO MULTIPLE RESPONSES
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TABLE 080 (continued)

Q16A. WHICH, IF ANY, DAILY NEWSPAPERS HAVE YOU READ IN THE PAST 7 DAYS?

BASE: ALL RESPONDENTS

	TOTAL -----
BOSTON GLOBE	0.8
ARIZONA REPUBLIC	0.8
NEWSDAY	0.7
NEW YORK POST	0.7
SAN FRANCISCO CHRONICLE	0.7
MIAMI HERALD	0.6
DENVER ROCKY MOUNTAIN NEWS	0.6
SAN DIEGO UNION- TRIBUNE	0.5
PLAIN DEALER, CLEVELAND	0.4
STAR-LEDGER, NEWARK	0.3
OTHER	67.8
NONE	19.4
DON'T KNOW	0.3
REFUSE	0.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 081

Q16B. IN THE PAST 7 DAYS, HAVE YOU READ A LOCAL WEEKLY NEWSPAPER, THAT IS A NEWSPAPER THAT MAY SERVE A SMALLER AREA SUCH AS A COUNTY, SUBURB OR NEIGHBORHOOD, THAN A DAILY NEWSPAPER?

BASE: RESPONDENTS WHO HAVE NOT MENTIONED READING A LOCAL WEEKLY NEWSPAPER IN THE PAST 7 DAYS

	TOTAL

UNWEIGHTED TOTAL	2022
WEIGHTED TOTAL	132968
(000)	100.0
YES	27.5
NO	71.7
DON'T KNOW	0.6
REFUSE	0.2

TABLE 082

Q17. IN THE PAST 7 DAYS, WHICH, IF ANY, MAGAZINES HAVE YOU READ?

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
TIME	7.4
PEOPLE	5.5
NEWSWEEK	5.4
READER'S DIGEST	4.9
BETTER HOMES & GARDENS	3.1
NATIONAL GEOGRAPHIC	2.7
GOOD HOUSEKEEPING	2.7
SPORTS ILLUSTRATED	2.6
FAMILY CIRCLE	2.1
US NEWS & WORLD REPORT	2.0
WOMEN'S DAY	1.8
LADIES' HOME JOURNAL	1.5
SOUTHERN LIVING	1.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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 RESPONSES MAY ADD TO MORE THAN 100% DUE TO MULTIPLE RESPONSES
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TABLE 082 (continued)

Q17. IN THE PAST 7 DAYS, WHICH, IF ANY, MAGAZINES HAVE YOU READ?

BASE: ALL RESPONDENTS

	TOTAL -----
TV GUIDE	1.2
COSMOPOLITAN	1.1
REDBOOK	0.7
PREVENTION	0.6
MODERN MATURITY	0.4
PLAYBOY	0.4
AMERICAN LEGION MAGAZINE	0.2
VIA MAGAZINE	0.0
CABLE GUIDE	0.0
OTHER	37.7
NONE	45.9
DON'T KNOW	0.5
REFUSE	0.2

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 083

Q18A. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** LISTENING TO THE RADIO***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	23.3
ONE HOUR TO LESS THAN TWO HOURS	24.5
TWO HOURS TO LESS THAN THREE HOURS	13.0
THREE HOURS TO LESS THAN FOUR HOURS	6.1
FOUR HOURS TO LESS THAN FIVE HOURS	4.3
FIVE HOURS TO LESS THAN SIX HOURS	3.2
SIX HOURS TO LESS THAN SEVEN HOURS	2.1
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.9
EIGHT HOURS TO LESS THAN NINE HOURS	3.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 083 (continued)

Q18A. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** LISTENING TO THE RADIO***

BASE: ALL RESPONDENTS

	TOTAL

NINE HOURS TO LESS THAN TEN HOURS	0.6
TEN HOURS TO LESS THAN ELEVEN HOURS	2.0
ELEVEN HOURS TO LESS THAN TWELVE HOURS	0.1
TWELVE HOURS OR MORE	2.1
NONE	13.4
DON'T KNOW	0.5
REFUSE	0.4
MEAN	2.3

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 084

Q18B. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** ACCESSING THE INTERNET ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	23.7
ONE HOUR TO LESS THAN TWO HOURS	19.0
TWO HOURS TO LESS THAN THREE HOURS	9.5
THREE HOURS TO LESS THAN FOUR HOURS	3.9
FOUR HOURS TO LESS THAN FIVE HOURS	3.0
FIVE HOURS TO LESS THAN SIX HOURS	3.4
SIX HOURS TO LESS THAN SEVEN HOURS	1.0
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.2
EIGHT HOURS TO LESS THAN NINE HOURS	1.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 084 (continued)

Q18B. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** ACCESSING THE INTERNET ***

BASE: ALL RESPONDENTS

	TOTAL -----
NINE HOURS TO LESS THAN TEN HOURS	0.2
TEN HOURS TO LESS THAN ELEVEN HOURS	1.3
ELEVEN HOURS TO LESS THAN TWELVE HOURS	-
TWELVE HOURS OR MORE	1.1
NONE	31.3
DON'T KNOW	0.5
REFUSE	0.6
MEAN	1.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 085

Q18C. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** READING MAGAZINES ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	33.8
ONE HOUR TO LESS THAN TWO HOURS	16.3
TWO HOURS TO LESS THAN THREE HOURS	5.1
THREE HOURS TO LESS THAN FOUR HOURS	1.4
FOUR HOURS TO LESS THAN FIVE HOURS	0.5
FIVE HOURS TO LESS THAN SIX HOURS	0.7
SIX HOURS TO LESS THAN SEVEN HOURS	0.1
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.1
EIGHT HOURS TO LESS THAN NINE HOURS	0.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 085 (continued)

Q18C. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** READING MAGAZINES ***

BASE: ALL RESPONDENTS

	TOTAL

NINE HOURS TO LESS THAN TEN HOURS	-
TEN HOURS TO LESS THAN ELEVEN HOURS	0.1
ELEVEN HOURS TO LESS THAN TWELVE HOURS	-
TWELVE HOURS OR MORE	0.1
NONE	40.3
DON'T KNOW	0.8
REFUSE	0.8
MEAN	0.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 086

Q18D. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** WATCHING BROADCAST TELEVISION CHANNELS ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	15.5
ONE HOUR TO LESS THAN TWO HOURS	25.0
TWO HOURS TO LESS THAN THREE HOURS	19.7
THREE HOURS TO LESS THAN FOUR HOURS	10.4
FOUR HOURS TO LESS THAN FIVE HOURS	5.9
FIVE HOURS TO LESS THAN SIX HOURS	5.2
SIX HOURS TO LESS THAN SEVEN HOURS	2.4
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.5
EIGHT HOURS TO LESS THAN NINE HOURS	1.3

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 086 (continued)

Q18D. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** WATCHING BROADCAST TELEVISION CHANNELS ***

BASE: ALL RESPONDENTS

	TOTAL

NINE HOURS TO LESS THAN TEN HOURS	0.1
TEN HOURS TO LESS THAN ELEVEN HOURS	1.8
ELEVEN HOURS TO LESS THAN TWELVE HOURS	0.1
TWELVE HOURS OR MORE	1.6
NONE	9.0
DON'T KNOW	0.9
REFUSE	0.6
MEAN	2.4

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 087

Q18E. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** WATCHING CABLE OR SATELLITE NEWS CHANNELS***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	18.8
ONE HOUR TO LESS THAN TWO HOURS	23.8
TWO HOURS TO LESS THAN THREE HOURS	14.0
THREE HOURS TO LESS THAN FOUR HOURS	5.7
FOUR HOURS TO LESS THAN FIVE HOURS	4.3
FIVE HOURS TO LESS THAN SIX HOURS	3.0
SIX HOURS TO LESS THAN SEVEN HOURS	1.7
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.3
EIGHT HOURS TO LESS THAN NINE HOURS	1.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 087 (continued)

Q18E. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** WATCHING CABLE OR SATELLITE NEWS CHANNELS***

BASE: ALL RESPONDENTS

	TOTAL -----
NINE HOURS TO LESS THAN TEN HOURS	0.0
TEN HOURS TO LESS THAN ELEVEN HOURS	0.8
ELEVEN HOURS TO LESS THAN TWELVE HOURS	0.0
TWELVE HOURS OR MORE	1.5
NONE	24.1
DON'T KNOW	0.4
REFUSE	0.5
MEAN	1.7

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 088

Q18F. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** READING A DAILY NEWSPAPER ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	47.2
ONE HOUR TO LESS THAN TWO HOURS	20.5
TWO HOURS TO LESS THAN THREE HOURS	4.8
THREE HOURS TO LESS THAN FOUR HOURS	1.1
FOUR HOURS TO LESS THAN FIVE HOURS	0.4
FIVE HOURS TO LESS THAN SIX HOURS	1.0
SIX HOURS TO LESS THAN SEVEN HOURS	0.2
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.1
EIGHT HOURS TO LESS THAN NINE HOURS	0.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 088 (continued)

Q18F. ON A TYPICAL WEEKDAY, THAT IS MONDAY THROUGH FRIDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** READING A DAILY NEWSPAPER ***

BASE: ALL RESPONDENTS

	TOTAL

NINE HOURS TO LESS THAN TEN HOURS	-
TEN HOURS TO LESS THAN ELEVEN HOURS	0.1
ELEVEN HOURS TO LESS THAN TWELVE HOURS	-
TWELVE HOURS OR MORE	0.1
NONE	23.8
DON'T KNOW	0.2
REFUSE	0.4
MEAN	0.7

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 089

Q19A. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** LISTENING TO THE RADIO ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	17.2
ONE HOUR TO LESS THAN TWO HOURS	19.3
TWO HOURS TO LESS THAN THREE HOURS	13.4
THREE HOURS TO LESS THAN FOUR HOURS	4.9
FOUR HOURS TO LESS THAN FIVE HOURS	5.0
FIVE HOURS TO LESS THAN SIX HOURS	2.3
SIX HOURS TO LESS THAN SEVEN HOURS	1.5
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.3
EIGHT HOURS TO LESS THAN NINE HOURS	1.3

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 089 (continued)

Q19A. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** LISTENING TO THE RADIO ***

BASE: ALL RESPONDENTS

	TOTAL -----
NINE HOURS TO LESS THAN TEN HOURS	0.1
TEN HOURS TO LESS THAN ELEVEN HOURS	0.9
ELEVEN HOURS TO LESS THAN TWELVE HOURS	0.0
TWELVE HOURS OR MORE	1.7
NONE	31.6
DON'T KNOW	0.2
REFUSE	0.4
MEAN	1.6

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 090

Q19B. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** ACCESSING THE INTERNET ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	14.7
ONE HOUR TO LESS THAN TWO HOURS	17.1
TWO HOURS TO LESS THAN THREE HOURS	10.9
THREE HOURS TO LESS THAN FOUR HOURS	4.0
FOUR HOURS TO LESS THAN FIVE HOURS	3.7
FIVE HOURS TO LESS THAN SIX HOURS	1.7
SIX HOURS TO LESS THAN SEVEN HOURS	1.7
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.1
EIGHT HOURS TO LESS THAN NINE HOURS	0.7

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 090 (continued)

Q19B. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** ACCESSING THE INTERNET ***

BASE: ALL RESPONDENTS

	TOTAL

NINE HOURS TO LESS THAN TEN HOURS	0.1
TEN HOURS TO LESS THAN ELEVEN HOURS	0.5
ELEVEN HOURS TO LESS THAN TWELVE HOURS	-
TWELVE HOURS OR MORE	0.3
NONE	43.9
DON'T KNOW	0.2
REFUSE	0.4
MEAN	1.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 091

Q19C. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** READING MAGAZINES ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	20.7
ONE HOUR TO LESS THAN TWO HOURS	15.3
TWO HOURS TO LESS THAN THREE HOURS	6.1
THREE HOURS TO LESS THAN FOUR HOURS	1.2
FOUR HOURS TO LESS THAN FIVE HOURS	0.5
FIVE HOURS TO LESS THAN SIX HOURS	0.2
SIX HOURS TO LESS THAN SEVEN HOURS	0.2
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.1
EIGHT HOURS TO LESS THAN NINE HOURS	0.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 091 (continued)

Q19C. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** READING MAGAZINES ***

BASE: ALL RESPONDENTS

	TOTAL

NINE HOURS TO LESS THAN TEN HOURS	-
TEN HOURS TO LESS THAN ELEVEN HOURS	-
ELEVEN HOURS TO LESS THAN TWELVE HOURS	-
TWELVE HOURS OR MORE	0.1
NONE	55.1
DON'T KNOW	0.3
REFUSE	0.2
MEAN	0.5

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 092

Q19D. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** WATCHING BROADCAST TELEVISION CHANNELS ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	8.7
ONE HOUR TO LESS THAN TWO HOURS	16.7
TWO HOURS TO LESS THAN THREE HOURS	20.1
THREE HOURS TO LESS THAN FOUR HOURS	10.3
FOUR HOURS TO LESS THAN FIVE HOURS	10.4
FIVE HOURS TO LESS THAN SIX HOURS	5.2
SIX HOURS TO LESS THAN SEVEN HOURS	5.0
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.7
EIGHT HOURS TO LESS THAN NINE HOURS	2.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 092 (continued)

Q19D. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** WATCHING BROADCAST TELEVISION CHANNELS ***

BASE: ALL RESPONDENTS

	TOTAL

NINE HOURS TO LESS THAN TEN HOURS	0.4
TEN HOURS TO LESS THAN ELEVEN HOURS	2.1
ELEVEN HOURS TO LESS THAN TWELVE HOURS	0.0
TWELVE HOURS OR MORE	2.0
NONE	14.6
DON'T KNOW	0.6
REFUSE	0.6
MEAN	2.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 093

Q19E. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** WATCHING CABLE OR SATELLITE NEWS CHANNELS ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	14.2
ONE HOUR TO LESS THAN TWO HOURS	19.2
TWO HOURS TO LESS THAN THREE HOURS	15.0
THREE HOURS TO LESS THAN FOUR HOURS	6.0
FOUR HOURS TO LESS THAN FIVE HOURS	5.1
FIVE HOURS TO LESS THAN SIX HOURS	2.9
SIX HOURS TO LESS THAN SEVEN HOURS	1.9
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.3
EIGHT HOURS TO LESS THAN NINE HOURS	1.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 093 (continued)

Q19E. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** WATCHING CABLE OR SATELLITE NEWS CHANNELS ***

BASE: ALL RESPONDENTS

	TOTAL

NINE HOURS TO LESS THAN TEN HOURS	0.1
TEN HOURS TO LESS THAN ELEVEN HOURS	1.1
ELEVEN HOURS TO LESS THAN TWELVE HOURS	0.1
TWELVE HOURS OR MORE	1.1
NONE	30.0
DON'T KNOW	0.5
REFUSE	0.5
MEAN	1.7

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 094

Q19F. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** READING A DAILY NEWSPAPER ***

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
LESS THAN ONE HOUR	28.4
ONE HOUR TO LESS THAN TWO HOURS	29.0
TWO HOURS TO LESS THAN THREE HOURS	11.7
THREE HOURS TO LESS THAN FOUR HOURS	2.6
FOUR HOURS TO LESS THAN FIVE HOURS	1.1
FIVE HOURS TO LESS THAN SIX HOURS	0.2
SIX HOURS TO LESS THAN SEVEN HOURS	0.1
SEVEN HOURS TO LESS THAN EIGHT HOURS	0.0
EIGHT HOURS TO LESS THAN NINE HOURS	0.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 094 (continued)

Q19F. ON A TYPICAL WEEKEND, THAT IS SATURDAY AND SUNDAY, HOW MUCH TIME WOULD YOU SAY YOU CURRENTLY SPEND...?

*** READING A DAILY NEWSPAPER ***

BASE: ALL RESPONDENTS

	TOTAL

NINE HOURS TO LESS THAN TEN HOURS	-
TEN HOURS TO LESS THAN ELEVEN HOURS	0.1
ELEVEN HOURS TO LESS THAN TWELVE HOURS	-
TWELVE HOURS OR MORE	-
NONE	26.4
DON'T KNOW	0.1
REFUSE	0.3
MEAN	0.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 095

Q20 RESPONDENT'S AGE

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
18-24	12.2
25-34	18.1
35-49	31.6
50-54	9.2
55-64	12.7
65+	16.2
MEAN	45.6
MEDIAN	44.0

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 096

Q21. RESPONDENT'S GENDER

BASE: ALL RESPONDENTS

	TOTAL

UNWEIGHTED TOTAL	3136
WEIGHTED TOTAL	205510
(000)	100.0
MALE	47.9
FEMALE	52.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 097
 SUMMARY TABLE A: LOCAL NEWS

Q1. WHAT SOURCES, IF ANY, HAVE YOU USED IN THE PAST 7 DAYS FOR LOCAL NEWS AND CURRENT AFFAIRS?

Q2. IN THE PAST 7 DAYS, HAVE YOU USED...***INSERT CHOICE***FOR LOCAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO HAVE ACCESSED LOCAL NEWS AND CURRENT AFFAIRS IN THE PAST 7 DAYS

	TOTAL

UNWEIGHTED TOTAL	3099
WEIGHTED TOTAL	202545
(000)	100.0
INTERNET	34.2
MAGAZINES	20.0
NEWSPAPER	78.7
RADIO	67.9
TELEVISION	92.1

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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TABLE 098
 SUMMARY TABLE B: NATIONAL NEWS

Q4. WHAT SOURCES, IF ANY, HAVE YOU USED IN THE PAST 7 DAYS FOR NATIONAL NEWS AND CURRENT AFFAIRS?

Q5. IN THE PAST 7 DAYS, HAVE YOU USED...***INSERT CHOICE***FOR NATIONAL NEWS AND CURRENT AFFAIRS?

BASE: RESPONDENTS WHO HAVE ACCESSED NATIONAL NEWS AND CURRENT AFFAIRS IN THE PAST 7 DAYS

	TOTAL

UNWEIGHTED TOTAL	3063
WEIGHTED TOTAL	199344
(000)	100.0
INTERNET	32.2
MAGAZINES	19.6
NEWSPAPER	71.2
RADIO	56.0
TELEVISION	91.8

DATA BASED UPON FEWER THAN 145 RESPONDENTS DO NOT MEET MINIMUM REPORTING STANDARDS
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NIELSEN MEDIA RESEARCH

**FEDERAL COMMUNICATIONS COMMISSION
TELEPHONE RECONTACT STUDY
WEIGHTED DATA**

AUGUST 23 – SEPTEMBER 1 and SEPTEMBER 3-5, 2002

ISSUED: SEPTEMBER 2002

NIELSEN MEDIA RESEARCH

Acceptance of this report constitutes acceptance and acknowledgment of the terms, conditions and restrictions set forth herein.

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I. DESCRIPTION OF METHODOLOGY

DESCRIPTION OF METHODOLOGY

A. PURPOSE

The primary purpose of the study was to gain a deeper understanding of consumer's media usage patterns to assess how the FCC's media ownership policies could better reflect today's dynamic media market. The objectives of the study were to recontact persons 18 years of age or older in households in the United States who completed a Nielsen diary and collect information regarding their media usage patterns.

B. SAMPLE

1. Sample Frame

The sample frame for this study consisted of NSI in-tab diary households in the United States with one or more household members 18 years of age or older who may or may not have viewed one or more quarter hours television during the NSI diary week. The sample was selected from the February 2002 and May 2002 NSI diary measurement periods.

2. Sample Design

First an equal probability sample of households was selected from the sample frame. Then a systematic sample of eligible persons 18 years of age or older was selected.

3. Sample Size

The sample disposition is provided in Section II. A gross sample of 14,735 households was selected. The sample was put into equal sized representative replicates of approximately 50 phone listings per replicate. Replicates were opened as needed. A total of 11,029 households were called for the study.

DESCRIPTION OF METHODOLOGY (cont'd)

C. DATA COLLECTION PERIOD

The survey was conducted from August 23 – September 1, and September 3-5, 2002.

D. DATA COLLECTION

Telephone interviews, using a computer assisted telephone interviewing system (CATI), were used to collect the information from the sample households. Interviews were conducted with a pre-designated member of the household. If the selected respondent was available, the interview was conducted; otherwise the interviewer attempted to arrange a callback. Up to eight attempts were made to interview the selected respondent.

Interviews were done by trained, experienced interviewers from a supervised phone center with facilities for monitoring interviews. Interviewers were given detailed instructions on procedures.

The CATI Callback Scheduling system controlled callbacks to non-contacted households and ensured that each sample household received up to eight (8) attempts over a minimum of three (3) days. The CATI system also controlled the flow of the interview by controlling skip patterns and by built-in logic checks (e.g., such as for valid codes).

DESCRIPTION OF METHODOLOGY (cont'd)

E. WEIGHTING OF DATA

These weights sum to an estimated projection of persons 18 years of age or older who may or may not have viewed television during the February 2002 or May 2002 NSI measurement periods in the United States. Person projections were calculated in the following manner:

$$A_{ag} = \sum (DAF_{ij} \times HHWT_i) \text{ for all eligible persons in the frame.}$$

$$INTWT_c = 1 \div Prob_c$$

$$B_{ag} = \sum (INTWT_c)$$

$$FACTOR_{ag} = (A_{ag} \div B_{ag})$$

$$FNLWT_c = (FACTOR_{ag} \times INTWT_c) \text{ rounded to whole number.}$$

Where:

i = Household in frame.

j = Eligible person in a household.

a = Reported age category.

g = Reported gender Category.

c = Completed Interview.

A_{ag} = Sum of every eligible person's DAF times their NSI household weight by age category and gender.

DAF_{ij} = Demographic Adjustment Factor for eligible person, j , in household, i .

$HHWT_i$ = NSI Weight of household, i .

$INTWT_c$ = Initial weight for complete, c .

$Prob_c$ = Probability of selection for complete, c .

B_{ag} = Sum of initial weight of completes by age category and gender.

$FNLWT_c$ = Final Person Projection of the completed interview, c , rounded to a whole number.

DESCRIPTION OF METHODOLOGY (cont'd)

F. PRESENTATION OF RESULTS

Each table provides the unweighted base, weighted base and weighted percentages for the various bases and responses to the question specified on each table. Percentages may add to more to 100% due to multiple responses.

II. SAMPLE DISPOSITION

OVERALL SAMPLE DISPOSITION

TOTAL SAMPLE		<u>11029</u>	<u>100.0%</u>
TOTAL COMPLETED INTERVIEWS		3,136	28.4%
TOTAL NON-COMPLETED INTERVIEWS		5,508	49.9%
REFUSAL	3,226		
RESPONDENT UNAVAILABLE	498		
NO ELIGIBLE INDIVIDUAL	447		
MISCELLANEOUS NON-COMPLETED	1,337		
TOTAL NON-CONTACTED		1,032	9.4%
NON-WORKING NUMBER	821		
MISCELLANEOUS	211		
ELIGIBILITY NOT ESTABLISHED		1,353	12.3%
NO ANSWER	434		
BUSY	20		
ANSWERING MACHINE	899		

III. LIMITATIONS

LIMITATIONS

A. UNIVERSE

Estimates in this report apply to the following universe: Persons 18 years of age or older living in television households located in the United States.

B. SAMPLING ERROR

Because the estimates in this report came from a sample selected from the sampling frame described in Section B.1 of the methodology section, they will differ from a census of the universe using the same methods. No estimates of sampling error are provided in this report.

C. NON-SAMPLING ERROR

1. NON-COVERAGE ERROR

Households not included in the sampling frame include, but are not limited to, non-television households, non-telephone households, households not returning an NSI diary and households selected for other special surveys.

2. NON-RESPONSE ERROR

The achieved sample is not a perfect probability sample because the sample excluded households that were not contacted or that refused to participate in the survey. The characteristics of non-contacted and non-cooperating households may differ from the households used for this report.

LIMITATIONS (cont'd)

C. NON-SAMPLING ERROR (cont'd)

3. RESPONSE ERROR

Some persons may not provide accurate information because they are unable or unwilling to do so or because they are unable to recall information. Despite efforts to maintain homogeneity in the interviewer technique, interviewers may have influenced responses. Questionnaires, telephone interviewer monitoring and supervision were designed to minimize such response error. The extent to which such error occurred in this study is unknown.

4. PROCESSING ERRORS

Although substantial efforts were made to ensure quality in the processing of the data collected, some deviations from instructions may have occurred.

5. RECALL DATA

Data collected using recall methodology is dependent upon the respondents memory and on the subjects importance to the respondent.

LIMITATIONS (cont'd)

D. LIABILITY

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IV. PERMISSIBLE USES OF THIS STUDY

PERMISSIBLE USES

The results of this study are being furnished for the use of The Federal Communications Commission. Nielsen Media Research's prior written approval is required for publication of estimates from this study in advertising, promotion or press releases, or in any publication of any kind. Such approval may be withheld unless the quotation is in accordance with Nielsen Media Research's policies as may be indicated to the client in writing from time to time. No officer or employee of Nielsen Media Research is authorized to give oral approval of any form of publication. The client may not use nor permit or allow the use of all or any portion of these data in any legal proceedings. Nielsen Media Research will require the immediate return of the report plus all copies, summaries and abstracts in the event that the permissible uses are violated.

V. INTERVIEW RESULTS

VI. QUESTIONNAIRE