

**Table 1100. Multimedia Audiences—Summary: 2006**

[In percent, except total (218,289 represents 218,289,000). As of fall. For persons 18 years old and over. Represents the percent of persons participating during the prior week, except as indicated. Based on sample and subject to sampling error; see source for details]

Item	Total population (1,000)	Television viewing	Television prime time viewing	Cable viewing <sup>1</sup>	Radio listening	Newspaper reading	Accessed Internet <sup>2</sup>
<b>Total . . . . .</b>	<b>218,289</b>	<b>94.1</b>	<b>84.2</b>	<b>79.4</b>	<b>81.7</b>	<b>75.7</b>	<b>65.6</b>
18 to 24 years old . . . . .	28,098	90.1	74.2	74.5	85.3	69.0	78.3
25 to 34 years old . . . . .	39,485	91.9	82.2	77.4	86.3	71.5	75.6
35 to 44 years old . . . . .	43,532	93.8	84.6	80.2	88.0	75.1	75.0
45 to 54 years old . . . . .	42,127	94.3	85.2	81.4	86.9	78.5	72.2
55 to 64 years old . . . . .	29,660	96.4	88.5	83.3	80.5	79.7	61.8
65 years old and over . . . . .	35,387	97.7	89.1	78.6	60.9	79.6	27.9
Male . . . . .	105,176	94.2	84.3	79.5	83.3	76.1	64.6
Female . . . . .	113,113	93.9	84.1	79.2	80.3	75.3	66.5
Not high school graduate . . . . .	34,355	93.7	83.4	64.5	71.4	57.0	22.1
High school graduate . . . . .	69,653	95.4	86.2	80.9	80.4	74.0	53.5
Attended college . . . . .	59,432	94.4	84.0	82.8	85.6	80.2	80.4
College graduate . . . . .	54,849	92.2	82.5	83.0	85.6	84.7	92.0
Household income:							
Less than \$10,000 . . . . .	13,121	93.2	83.1	60.9	71.3	64.6	31.7
\$10,000 to \$19,999 . . . . .	21,735	94.4	84.9	65.0	68.5	67.4	33.1
\$20,000 to \$29,999 . . . . .	24,022	94.2	84.7	70.3	75.8	72.4	40.5
\$30,000 to \$34,999 . . . . .	11,935	93.8	85.2	77.2	78.2	69.4	53.2
\$35,000 to \$39,999 . . . . .	11,090	96.1	85.2	76.0	80.6	73.1	58.2
\$40,000 to \$49,999 . . . . .	20,898	94.0	82.7	79.4	83.2	75.6	62.3
\$50,000 to \$74,999 . . . . .	43,599	94.1	84.1	83.1	85.5	77.0	74.9
\$75,000 to \$99,999 . . . . .	28,599	94.5	85.6	87.5	87.6	79.3	84.9
\$100,000 or more . . . . .	43,289	93.4	83.3	89.4	87.6	83.7	90.7

<sup>1</sup> In the past 7 days. <sup>2</sup> In the last 30 days.