

**Table 1091. Multimedia Audiences—Summary: 2007**

[In percent, except total (220,847 represents 220,847,000). 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>220,847</b>	<b>94.2</b>	<b>83.6</b>	<b>79.8</b>	<b>82.9</b>	<b>73.9</b>	<b>67.4</b>
18 to 24 years old . . . . .	28,105	91.3	75.3	73.8	88.7	65.0	80.5
25 to 34 years old . . . . .	39,660	92.5	81.0	76.6	88.4	70.7	79.4
35 to 44 years old . . . . .	43,314	93.2	83.2	80.8	88.8	74.4	77.6
45 to 54 years old . . . . .	42,978	94.6	85.4	82.2	86.6	75.9	70.7
55 to 64 years old . . . . .	31,107	96.4	88.5	84.0	81.4	77.3	63.9
65 years old and over . . . . .	35,684	97.1	87.2	80.2	62.2	78.8	30.2
Male . . . . .	106,534	94.3	83.4	79.7	84.6	73.8	67.1
Female . . . . .	114,313	94.1	83.8	79.9	81.4	74.1	67.6
Not high school graduate . . . . .	34,042	91.9	80.6	65.5	73.3	58.7	27.5
High school graduate . . . . .	69,734	95.5	85.7	80.2	81.7	72.6	54.9
Attended college . . . . .	60,792	94.8	83.1	82.3	85.9	77.4	81.2
College graduate . . . . .	56,279	93.3	83.5	85.2	87.0	81.1	92.1
Household income:							
Less than \$10,000 . . . . .	12,633	92.3	78.5	57.3	76.1	63.2	35.5
\$10,000 to \$19,999 . . . . .	21,042	93.4	82.6	63.3	73.2	64.7	33.3
\$20,000 to \$29,999 . . . . .	22,916	93.5	82.9	70.7	75.0	70.5	43.7
\$30,000 to \$34,999 . . . . .	11,481	94.3	82.5	75.2	78.3	71.9	55.1
\$35,000 to \$39,999 . . . . .	10,910	95.1	84.0	80.8	80.7	73.5	57.9
\$40,000 to \$49,999 . . . . .	21,185	94.4	83.5	78.1	82.8	72.4	64.1
\$50,000 to \$74,999 . . . . .	43,816	94.5	84.6	83.7	85.9	74.9	75.4
\$75,000 to \$99,999 . . . . .	29,142	94.8	85.2	87.0	88.4	78.5	84.7
\$100,000 or more . . . . .	47,723	94.4	84.1	91.0	88.4	80.2	90.8

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

Source: Mediamark Research Inc., New York, NY, *Multimedia Audiences*, fall 2007 (copyright).