

## Table 1096. **Multimedia Audiences—Summary: 2008**

[In percent, except total (223,672 represents 223,672,000). 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>223,672</b>	<b>94.1</b>	<b>84.5</b>	<b>81.0</b>	<b>82.7</b>	<b>74.5</b>	<b>71.6</b>
18 to 24 years old . . . . .	28,532	90.2	72.6	73.1	87.2	67.9	85.1
25 to 34 years old . . . . .	40,028	92.4	80.8	78.1	88.6	70.0	82.8
35 to 44 years old . . . . .	42,939	94.1	85.8	82.8	90.3	73.3	81.7
45 to 54 years old . . . . .	43,634	94.8	87.7	83.5	86.1	78.3	76.3
55 to 64 years old . . . . .	32,324	96.0	88.6	85.1	81.3	78.0	66.7
65 years old and over . . . . .	36,215	96.5	88.8	81.5	60.9	78.3	35.1
Male . . . . .	108,031	94.3	84.4	81.7	84.5	74.3	70.9
Female . . . . .	115,641	94.0	84.6	80.3	81.1	74.7	72.2
Not high school graduate . . . .	33,953	94.3	84.0	69.0	75.5	59.6	32.9
High school graduate . . . . .	70,385	95.4	85.7	81.5	81.0	73.5	60.9
Attended college . . . . .	60,791	93.7	83.6	82.7	85.7	77.2	84.1
College graduate . . . . .	58,543	92.9	84.2	85.5	85.8	81.5	93.8
Household income:							
Less than \$10,000 . . . . .	11,548	90.4	77.7	57.7	74.8	60.9	38.9
\$10,000 to \$19,999 . . . . .	19,649	94.0	85.2	64.0	72.5	66.8	37.0
\$20,000 to \$29,999 . . . . .	22,199	93.8	83.7	71.1	76.8	69.9	47.9
\$30,000 to \$34,999 . . . . .	11,787	94.6	86.9	74.2	76.8	70.6	57.3
\$35,000 to \$39,999 . . . . .	11,010	94.2	84.2	78.4	79.0	73.9	61.0
\$40,000 to \$49,999 . . . . .	20,909	94.6	84.3	81.4	82.3	72.4	67.6
\$50,000 to \$74,999 . . . . .	43,699	94.8	85.1	84.8	85.0	77.3	78.5
\$75,000 to \$99,999 . . . . .	29,331	94.3	85.3	88.6	88.0	76.2	87.6
\$100,000 or more . . . . .	53,541	94.1	84.7	90.8	88.1	80.7	93.6

<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 2008 (copyright).