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Interview dates: September 6-8, 2005
Interviews: 1,002 adults
Margin of error: ±3.1

**THE ASSOCIATED PRESS/TV GUIDE STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
RELEASE DATE: SEPTEMBER 9, 2005
PROJECT #81-5139-54**

NOTE: all results shown are percentages unless otherwise labeled.

TV GUIDE STUDY

1. Thinking about the types of programs on television, do you think there is too much, not enough, or about the right amount of each of the following?

	<u>Too Much</u>	<u>Not Enough</u>	<u>Right Amount</u>	<u>Not Sure</u>
Crime shows	50	6	42	2
Sitcoms	28	20	49	3
Reality TV shows	80	4	14	2
Dramas	18	19	61	2
Talk shows	56	3	39	2
News programs	22	17	60	1
Game shows	29	12	56	3
Sports.....	25	14	60	1

2. In general, how truthful do you think reality shows are?

As true as real life.....	2
Mostly true, but they take some liberties.....	14
They show some truth but are mostly distorted	57
They are totally made up.....	25
Not sure.....	2

3. How much does it matter whether reality shows are truthful?

A lot.....	30
A little.....	24
Not at all.....	44
Not sure.....	2

4. About how many hours a week on average would you say that you watch television?

None.....	2
1-5 hours	23
6-10 hours	28
11-20 hours	26
21-30 hours	13
More than 30 hours	8
Not sure.....	-
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<i>Mean</i>	15
<i>Median</i>	10

[ASKED ONLY OF THOSE WHO SAY IN Q.4 THAT THEY WATCH TV]

5. I'm going to read you a list of television shows that were first aired in the last television season, and I'm going to read the list twice. Please tell me which one of these shows you are most looking forward to seeing again in the new fall television season. The shows are ...

CSI New York	22
Desperate Housewives.....	13
House	11
Lost.....	11
Grey's Anatomy	5
Medium	5
The Office	5
Joey	3
Stacked.....	-
(NOT READ) Other.....	3
(NOT READ) None/ none of the above.....	9
Not sure	13

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	31
35-49	30
50-64	23
65 and over	15
Refused/not sure	1

D2. Are you employed:

TOTAL EMPLOYED	65
- Full time.....	55
- Part time.....	10
Not employed	15
Retired.....	20
Refused/not sure	-

D3. What is the last year of school you completed?

Grade school or some high school	6
Completed high school	22
Some college but did not finish.....	24
Completed a two year college degree	11
Completed a four year college degree.....	24
Completed a post-graduate degree such as a Master's or Ph.D.	13
Refused/not sure	-

D4. Are you currently married:

Yes	52
No.....	48
Refused/not sure	-

D5. Including yourself and any children, how many people are currently living in your household?

1	21
2	34
3	19
4	13
5	7
6 or more	5
Refused/not sure	1

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D6.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	37
Under 6.....	20
6-12	16
13-17	14
NO CHILDREN	62
Refused/not sure	1

D7a. Are you of Hispanic ethnicity?

(Q.D7b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D7a.)

D7b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	71
Black.....	12
Hispanic.....	12
Asian.....	4
American Indian.....	-
Other.....	-
Refused	1

D8. Could you please tell me your household income from all sources in 2004?

Under \$15,000.....	13
\$15,000 to less than \$20,000	5
\$20,000 to less than \$25,000	8
\$25,000 to less than \$30,000	5
\$30,000 to less than \$40,000	9
\$40,000 to less than \$50,000	10
\$50,000 to less than \$75,000	16
\$75,000 to less than \$100,000	10
\$100,000 or more	14
Refused/not sure	10

REGION:

Northeast.....	20
Midwest.....	22
South.....	36
West.....	22

METROPOLITAN STATUS:

Urban.....	30
Suburban.....	51
Rural.....	19

GENDER:

Male.....	48
Female.....	52