

Captives of the Tube

Nearly Half of All Americans Say They Watch TV At Least 3 Hours a Day

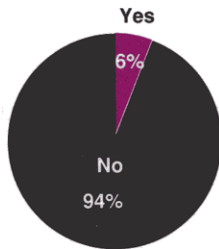
Question: On the average day, about how many hours do you personally watch television?

	1975	1980	1985	1990	1996
0-1 hour	21%	26%	23%	25%	24%
2 hours	27	24	26	28	29
3 hours	20	19	20	19	18
4 hours	15	13	14	12	13
5 or more hours	18	17	16	15	16

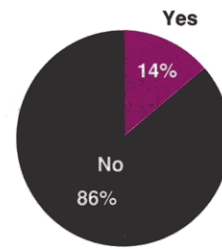
Source: Surveys by National Opinion Research Center, February-April 1975, 1980, 1985, 1990, and February 1-May 25 1996.

In 1949, the Question was, Do You Have a Television? In the Late 1990s, the Question is, How Many Televisions?

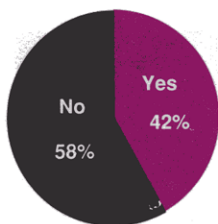
Question: Do you happen to have a television set in your own home?



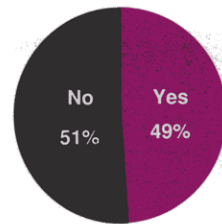
Source: Survey by the Gallup Organization, May 2-7, 1949.



Source: Survey by the Gallup Organization, May 4-9, 1950.

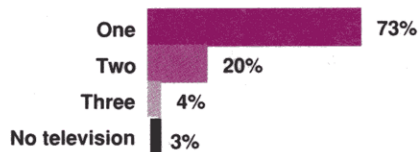


Source: Survey by the Gallup Organization, July 25-30, 1952.

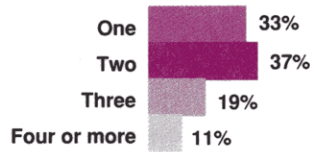


Source: Survey by the Gallup Organization, February 1-5, 1953.

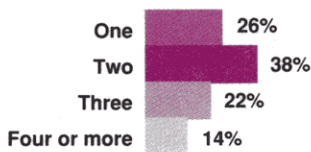
Question: Do you happen to have a television set in your own home? If "yes," how many?



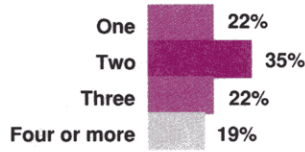
Source: Survey by the Gallup Organization, December 31, 1965-January 5, 1966.



Source: Survey by the Roper Organization, March 21-28, 1987.



Source: Survey by the Roper Organization for TVSM, Inc., March 6-29, 1993.

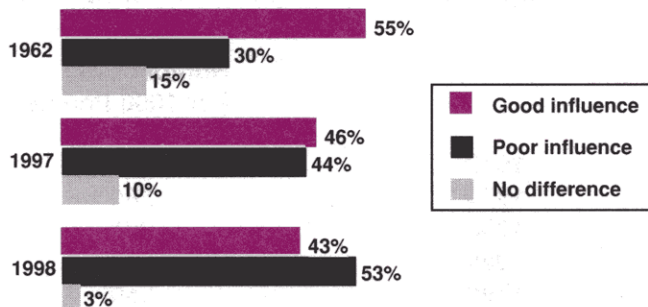


Source: Survey by the Institute for Social Inquiry/Roper Center, University of Connecticut, for Reader's Digest, July 18-30, 1996.

Television's Effects

A Majority Now Say, All in All, It's Bad for the Kids

Question: Would you say that television has been more of a good influence on your own children or more of a poor influence?



Source: Surveys by the Gallup Organization, February 8-13, 1962; Hart and Teeter Research Companies for NBC News/*Wall Street Journal*, June 19-23, 1997; and the Gallup Organization for *CNN/USA Today*, July 7-8, 1998.