

# ***HOW DO THEY USE MEDIA?***



**Women's Voices**  
**Women Vote.**

**Media consumption habits for unmarried Americans differ from married Americans. Reaching these targets means finding them and that means late night television, less newspaper, and different websites.**

# FAST FACTS

## HOW DO THEY USE THE MEDIA?

	UNMARRIED	MARRIED
<b>AVERAGE NUMBER OF HOURS OF TV PER DAY</b> (General Social Survey, 2004)	4.38	2.70
<b>WATCHED CABLE TV IN THE PAST 7 DAYS</b> (Scarborough USA, 2006) *voters only		
<b>NON-PREMIUM CABLE</b>	80.6%	83.6%
<b>PREMIUM CABLE</b>	29.3%	28.7%
<b>LISTENS TO NEWS ON THE RADIO REGULARLY</b> (Pew Media Consumption survey, 2006)	42.1%	54.4%
<b>USES COMPUTER FOR HOME, SCHOOL OR WORK</b> (General Social Survey, 2004)	70.9%	80.0%

# **FAST FACTS**

## **HOW DO THEY USE THE MEDIA?**

	<b>UNMARRIED WOMEN</b>	<b>MARRIED WOMEN</b>
<b>AVERAGE NUMBER OF HOURS OF TV PER DAY</b> (General Social Survey, 2004)	<b>5.02</b>	<b>2.88</b>
<b>WATCHED CABLE TV IN THE PAST 7 DAYS</b> (Scarborough USA, 2006) *voters only		
<b>NON-PREMIUM CABLE</b>	<b>79.4%</b>	
<b>PREMIUM CABLE</b>	<b>28.1%</b>	
<b>LISTENS TO NEWS ON THE RADIO REGULARLY</b> (Pew Media Consumption survey, 2006)	<b>40.9%</b>	<b>48.8%</b>
<b>USES COMPUTER FOR HOME, SCHOOL OR WORK</b> (General Social Survey, 2004)	<b>70.8%</b>	<b>85.0%</b>

# SUMMARY

## *HOW DO THEY USE MEDIA?*

- *Unmarried voters tend to watch more television than married voters. Both married and unmarried Americans have wide access to cable – a very important way to reach unmarried Americans.*
- *Importantly, unmarried Americans prefer television news to a newspaper and are more likely to have watched a news show in the past day than to have read a newspaper article.*
- *Unmarried Americans prefer television news because it is a quick way to receive an update and because it is visual.*
- *Local news and local news stations receive more attention from unmarried America.*

# **SUMMARY**

## **HOW DO THEY USE MEDIA?**

- ***Unmarried Americans tend to watch television later at night – they watch late night shows like Leno and Letterman more than married Americans do.***
- ***Those who do read a newspaper prefer the local coverage the paper gives. This is important because they probably seek local information that is more relevant to their lives.***
- ***There is widespread use of computers, especially email and the world wide web. However, unmarried Americans use computers slightly less than married Americans.***
- ***Unmarried Americans heavily use three main websites for their news searches: MSN, Yahoo, and CNN.***

# **SUMMARY**

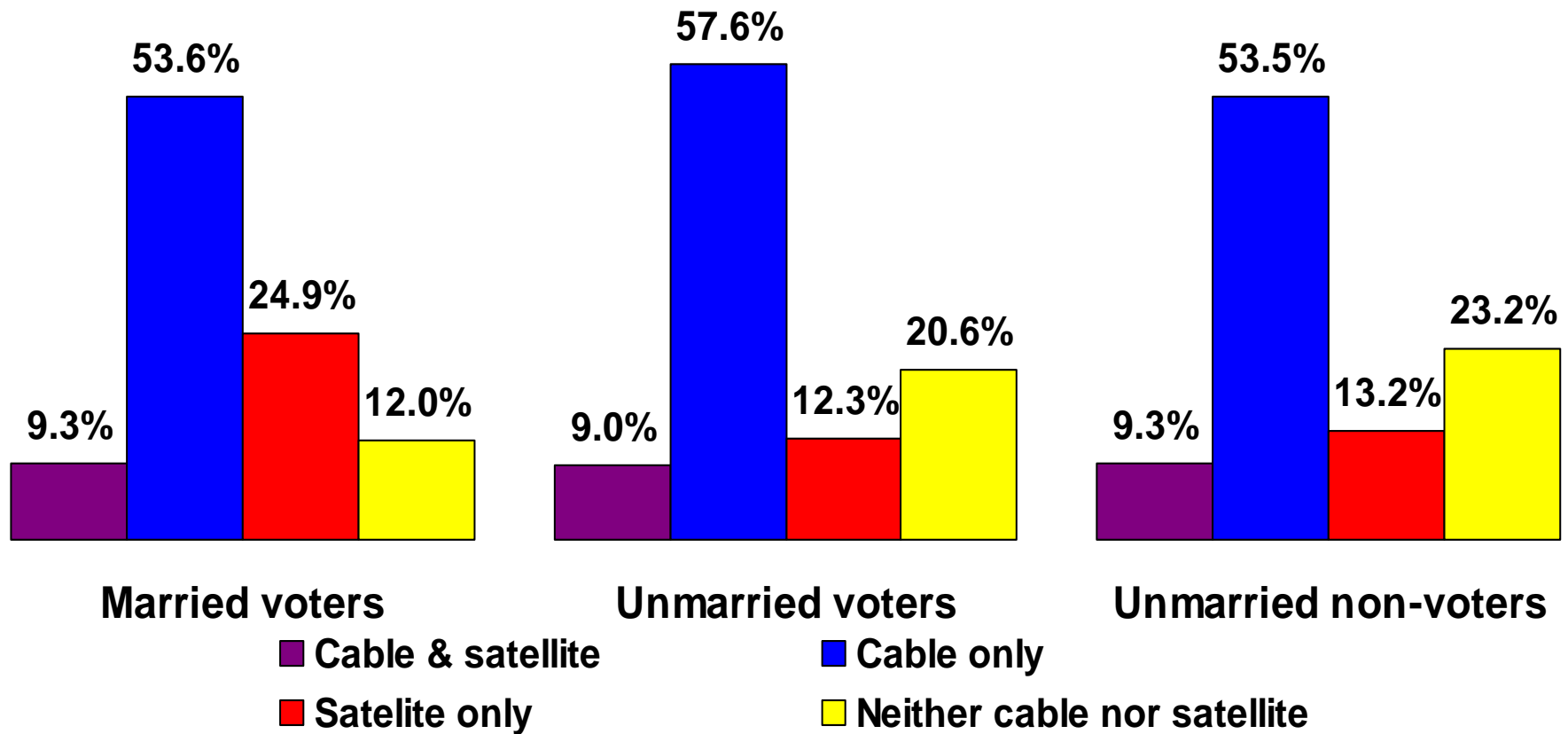
## **HOW DO THEY USE MEDIA?**

### **Unmarried Women**

- ***Unmarried women are greater consumers of local TV news than unmarried men are. More than half of unmarried women usually watch the local evening news. This points strongly to the need to focus on issues of local interest to get the attention of unmarried women.***
- ***To reach unmarried women, it is important to advertise on TV news programs more often than in mainstream newspapers.***
- ***They are not nearly as interested in news/talk radio: barely more than one out of ten unmarried women listen to a news/talk station regularly, preferring pop and country stations instead.***
- ***Unmarried women voters watch slightly less cable TV than unmarried men who vote, and slightly less than the general population. They watch many of the same cable channels as men – except for ESPN – but they are also attracted to channels like Food Network and Lifetime that are more geared towards women.***

*One in five unmarried Americans does not have cable television, while the same is true for only one in ten married Americans. Still, seven in ten unmarried Americans have access to cable or satellite.*

### GET CABLE AND/OR DISH TV



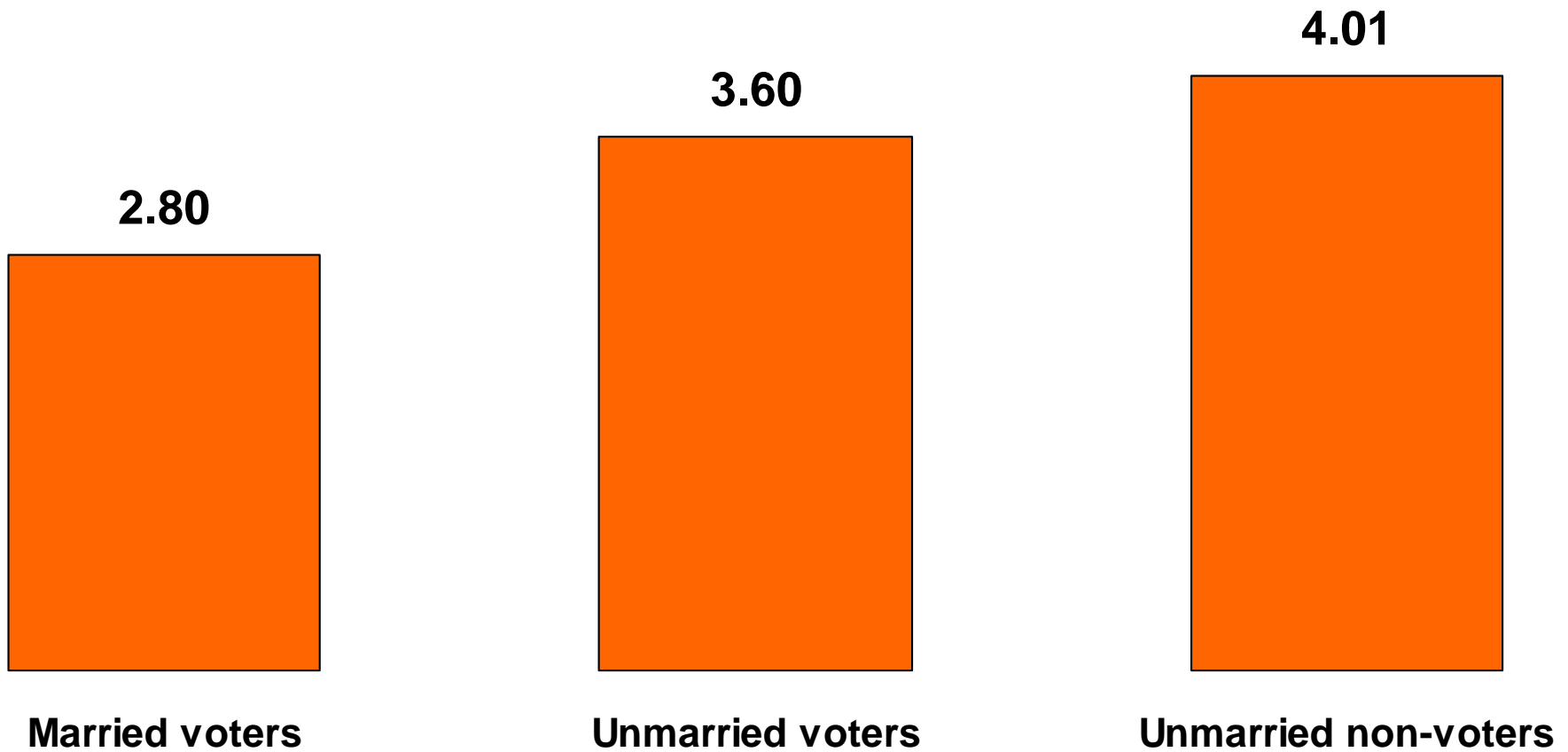
Pew Media Consumption survey, 2006

Unmarried America, 2007



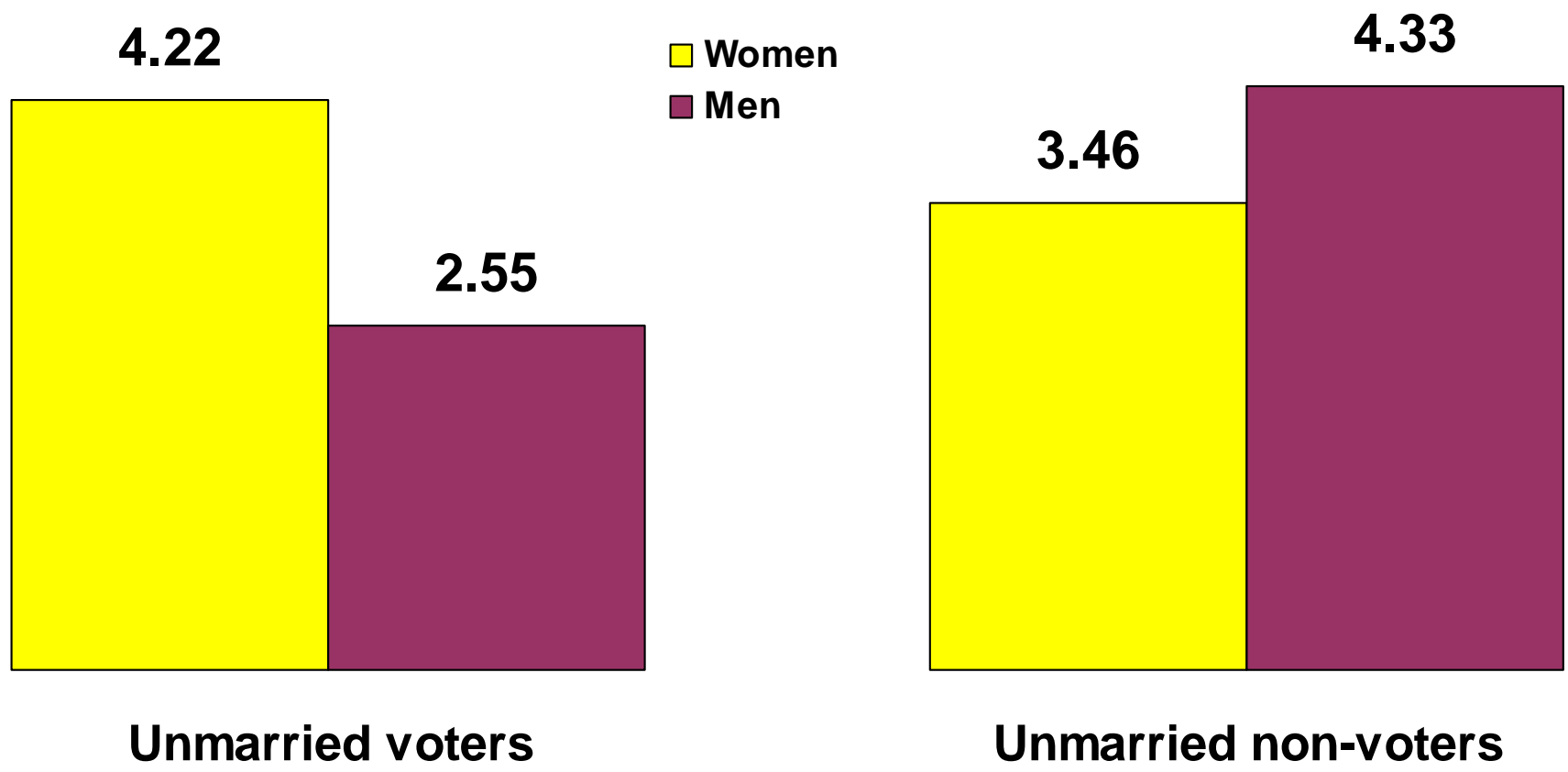
*Unmarrieds are great targets for television communication. They watch more TV than do married voters – by almost an hour a day – and non-voters watch even more.*

### AVERAGE NUMBER OF HOURS OF TV PER DAY



*While unmarried women who vote watch more television than unmarried men who vote, the reverse is true among unmarried non-voters where men watch slightly more television.*

### AVERAGE NUMBER OF HOURS OF TV PER DAY UNMARRIEDS ONLY



General Social Survey, 2004

Unmarried America, 2007



*Unmarried Americans are somewhat more likely to watch non-premium cable stations, and less likely to watch premium cable (i.e. HBO, Showtime, etc.). Among unmarried Americans, blacks are most likely to watch cable, and Latinos – especially Latino women – are less likely. In terms of age, older unmarrieds are much less likely to watch cable TV – especially premium cable.*

**ANY CABLE WATCHING IN PAST 7 DAYS**

	Non-premium	Premium		Non-premium	Premium
<b>ALL UNMARRIEDS</b>	79.0%	30.5%			
<b>Voters</b>	80.6%	29.3%	<b>Men</b>	78.6%	33.3%
<b>Non-voters</b>	76.2%	32.5%	<b>Women</b>	79.4%	28.1%
<b>Whites</b>	79.7%	27.1%	<b>18-29</b>	80.7%	35.6%
<b>African-Americans</b>	81.2%	41.0%	<b>30-49</b>	78.9%	33.2%
<b>Latinos</b>	74.5%	34.7%	<b>50-64</b>	77.8%	28.7%
			<b>65+</b>	77.3%	17.6%
<b>MARRIED VOTERS</b>	83.6%	28.7%			

**UNMARRIED LATINAS**  
**NON-PREMIUM – 73.1%**  
**PREMIUM – 33.5%**

Scarborough USA, 2006

Unmarried America, 2007



***Unmarried voters say they like television news because it is a highly visual medium and preferable to reading the newspaper. Unmarried non-voters like television news because it is easily accessible.***

**“what is it that you like about TV news that sets it apart from newspapers, radio or the internet?” (CODED OPEN-ENDED RESPONSES)**

#### **MARRIED VOTERS**

- Accessible, any day or time, regularity of when it is on – 19.6%
- Up-to-date/up to minute/live aspect/news flash – 14.1%
- Concise, quick, direct – 13.7%
- Watch/visual – 12.6%

#### **UNMARRIED VOTERS**

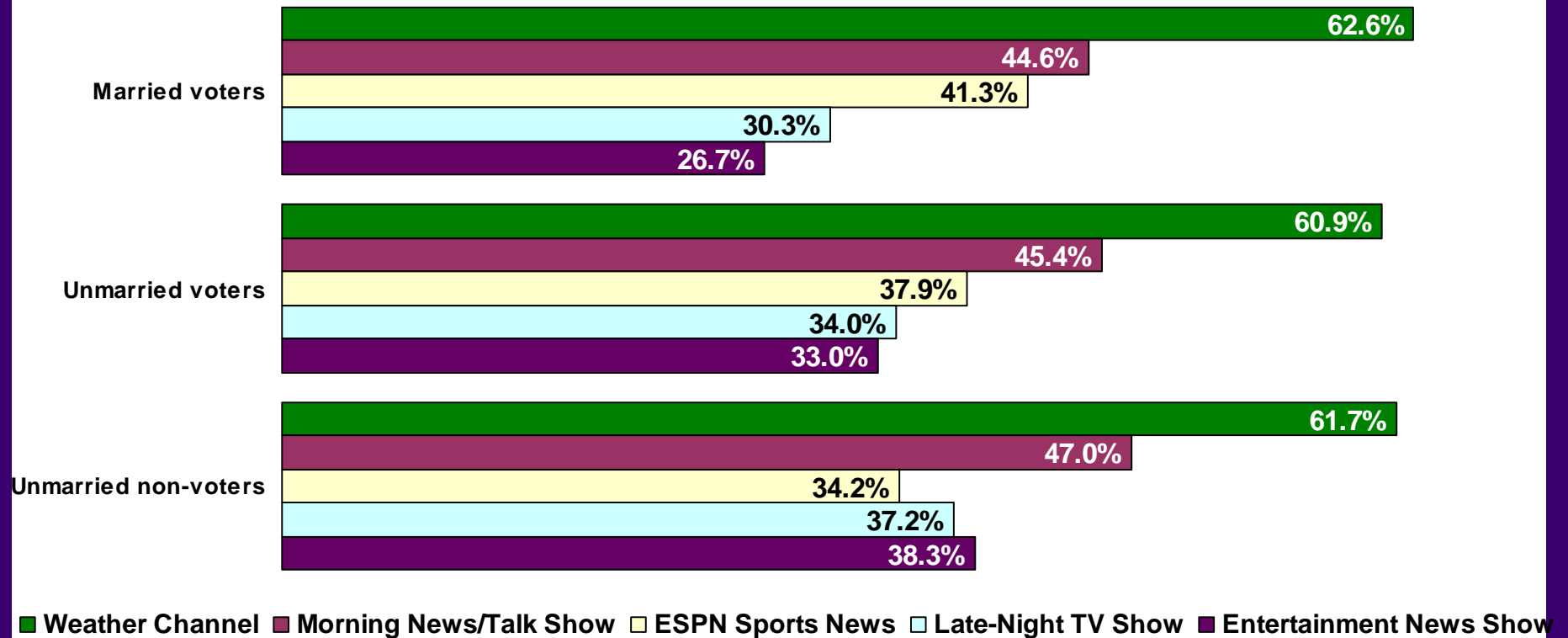
- Watch/visual – 16.1%
- Up-to-date/up to minute/live aspect/news flash – 15.1%
- Accessible, any day or time, regularity of when it is on – 14.4%
- Concise, quick, direct – 14.1%

#### **UNMARRIED NON-VOTERS**

- Accessible, any day or time, regularity of when it is on – 24.4%
- Up-to-date/up to minute/live aspect/news flash – 17.6%
- Concise, quick, direct – 14.3%

*Unmarried voters tend to watch more late-night television than do married voters, and they watch more entertainment-news shows. The Weather Channel is the top channel that Americans tend to view at least sometimes.*

### NON-NEWS SHOWS AND CHANNELS VIEWED AT LEAST SOMETIMES



Pew Media Consumption survey, 2006

Unmarried America, 2007



**Unmarried women are bigger fans of dramas and daytime talk shows while unmarried men are much more likely to watch sports. Women are also more likely to watch evening and morning local news.**

### TOP TYPES OF TV SHOWS WATCH TYPICALLY

#### UNMARRIED WOMEN

- Movies – 65.8%
- Local news, evening – 54.5%
- Comedies – 52.9%
- Local news, morning – 42.9%
- Dramas – 42.5%
- Game shows – 30.2%
- Documentaries – 28.5%
- Daytime talk shows – 27.6%
- National/network news – 27.2%
- Sports – 27.1%
- Local news, late – 27.0%
- Reality, adventure/dating/talent – 26.9%
- Daytime soap operas – 21.7%
- Music videos – 20.5%

#### UNMARRIED MEN

- Movies – 65.8%
- Comedies – 58.3%
- Sports – 53.7%
- Local news, evening – 46.9%
- Documentaries – 39.1%
- Local news, morning – 33.6%
- National/network news – 30.0%
- Dramas – 29.8%
- Science fiction – 26.6%
- Local news, late – 26.0%
- Game shows – 22.1%
- Music videos – 21.3%
- Reality - adventure/dating/talent – 20.9%

Scarborough USA, 2006

Unmarried America, 2007

*Unmarried non-voters' TV viewing habits skew more heavily than unmarried voters toward movies and comedies. They are also less likely to watch local evening news and national or network news shows.*

TOP TYPES OF TV SHOWS WATCH TYPICALLY

**UNMARRIED VOTERS**

- Movies – 63.9%
- Local news, evening – 54.6%
- Comedies – 53.5%
- Local news, morning – 40.9%
- Sports – 40.6%
- Dramas – 39.7%
- Documentaries – 36.6%
- National/network news – 33.5%
- Local news, late – 26.8%
- Game shows – 26.6%
- Reality, adventure/dating/ talent – 23.1%
- Daytime talk shows – 20.0%

**UNMARRIED NON-VOTERS**

- Movies – 69.3%
- Comedies – 58.6%
- Local news, evening – 44.5%
- Sports – 36.7%
- Local news, morning – 34.5%
- Dramas – 31.4%
- Music videos – 29.4%
- Documentaries – 27.4%
- Game shows – 26.3%
- Local news, late – 26.2%
- Reality - adventure/dating/ talent – 26.1%
- Science fiction – 21.9%

**ONLY 19.5% TYPICALLY WATCH NATIONAL/NETWORK NEWS**

Scarborough USA, 2006

Unmarried America, 2007



***Movies, comedies and local evening news are the top three types of shows among unmarried white, African American, and Latina women.***

**TOP TYPES OF TV SHOWS WATCH TYPICALLY  
WOMEN ONLY**

**UNMARRIED WHITES**

- Movies – 64.2%
- Comedies – 53.8%
- Local news, evening – 51.6%
- Sports – 39.1%
- Local news, morning – 37.7%
- Dramas – 37.4%
- Documentaries – 34.2%
- National/network news – 30.7%
- Game shows – 26.0%
- Local news, late – 23.4%
- Reality, adventure/ dating/talent – 23.3%

**UNMARRIED AFRICAN-AMERICANS**

- Movies – 70.2%
- Comedies – 58.0%
- Local news, evening – 56.9%
- Local news, morning – 48.4%
- Dramas – 40.7%
- Sports – 38.4%
- Local news, late – 34.0%
- Game shows – 32.5%
- Daytime talk shows – 30.3%
- Documentaries – 30.0%
- Music videos – 29.1%

**UNMARRIED LATINOS**

- Movies – 68.1%
- Comedies – 57.9%
- Local news, evening – 45.4%
- Sports – 41.1%
- Local news, morning – 35.2%
- Local news, late – 33.9%
- Music videos – 32.1%
- Documentaries – 31.9%
- Dramas – 29.3%
- Reality - adventure/ dating/talent – 25.7%
- Game shows – 24.9%

Scarborough USA, 2006

Unmarried America, 2007

*As unmarried Americans become older they watch more evening news and fewer movies. Reality TV is a top ten genre for unmarrieds under age 30, but is not a top ten category for any other group.*

**TOP TYPES OF TV SHOWS WATCH TYPICALLY**

**UNMARRIED 18-29**

- Movies – 72.1%
- Comedies – 66.6%
- Sports – 41.9%
- Local news, evening – 39.9%
- Dramas – 38.0%
- Music videos – 34.1%
- Reality - adventure/dating/talent – 32.6%

**UNMARRIED 30-49**

- Movies – 67.1%
- Comedies – 59.7%
- Local news, evening – 47.7%
- Sports – 40.3%
- Local news, morning – 39.9%
- Dramas – 39.0%
- Documentaries – 35.6%

**UNMARRIED 50-64**

- Movies – 63.5%
- Local news, evening – 57.2%
- Comedies – 47.9%
- Local news, morning – 43.4%
- Dramas – 38.6%
- Sports – 37.1%

**UNMARRIED 65 & OVER**

- Local news, evening – 72.7%
- Movies – 53.5%
- Local news, morning – 49.6%
- National/network news – 38.0%
- Game shows – 36.4%
- Sports – 33.9%
- Comedies – 33.3%

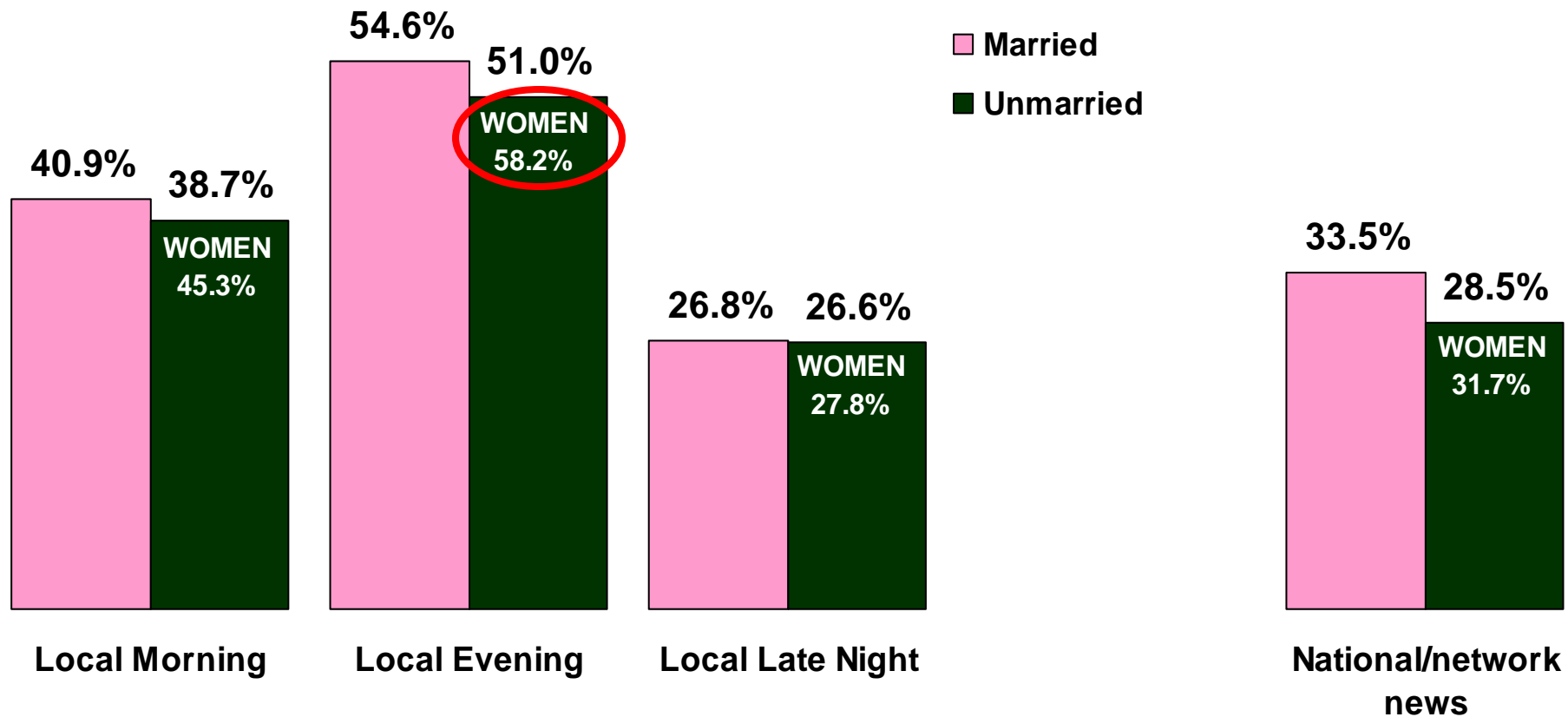
Scarborough USA, 2006

Unmarried America, 2007



*Local evening news is the most popular news show among both married and unmarried voters. Notably, unmarried female voters tune in more than unmarried male voters. National or network news is considerably less popular, but there is a big gap in viewing between married and unmarried voters.*

### TV NEWS SHOWS TYPICALLY WATCHED VOTERS ONLY



Scarborough USA, 2006

Unmarried America, 2007



*The Discovery Channel and TNT are the most popular cable stations for unmarried Americans. Unmarrieds who vote are considerably more likely than non-voters to watch the History Channel, the A&E network, the Weather Channel, ESPN and the news stations. Non-voters are more likely to view MTV, perhaps reflecting in part their age.*

### TOP NON-PREMIUM CABLE STATIONS WATCHED IN THE PAST 7 DAYS

#### UNMARRIED VOTERS

- Discovery Channel – 34.3%
- TNT – 30.6%
- History Channel – 30.2%
- A&E – 29.0%
- Weather Channel – 28.6%
- ESPN – 27.5%
- CNN – 27.3%
- FOX News Channel – 25.5%
- USA Network – 25.2%
- Food Network – 22.0%
- TBS Superstation – 22.0%
- Comedy Central – 21.9%
- CNN Headline News – 21.8%

#### UNMARRIED NON-VOTERS

- Discovery Channel – 30.9%
- TNT – 28.3%
- USA Network – 24.8%
- Comedy Central – 24.5%
- TBS Superstation – 22.6%
- MTV – 22.0%
- History Channel – 21.1%
- A&E – 20.6%
- ESPN – 20.6%
- Cartoon Network – 20.4%
- Weather Channel – 20.3%

Scarborough USA, 2006

Unmarried America, 2007

*Unmarried women and men watch many of the same channels – such as TNT, Discovery and A&E – but unmarried women are also big viewers of stations targeted to women, such as Lifetime and the Food Network. They are significantly less likely to watch ESPN and the History Channel.*

## TOP NON-PREMIUM CABLE STATIONS WATCHED IN THE PAST 7 DAYS

### UNMARRIED WOMEN

- TNT – 28.2%
- Discovery Channel – 28.0%
- A&E – 26.3%
- Weather Channel – 25.9%
- Lifetime Movie Network – 24.0%
- Food Network – 23.6%
- Lifetime Television – 23.6%
- USA Network – 23.5%
- CNN – 22.7%
- FOX News Channel – 20.8%
- Animal Planet – 20.4%
- TBS Superstation – 20.3%

### UNMARRIED MEN

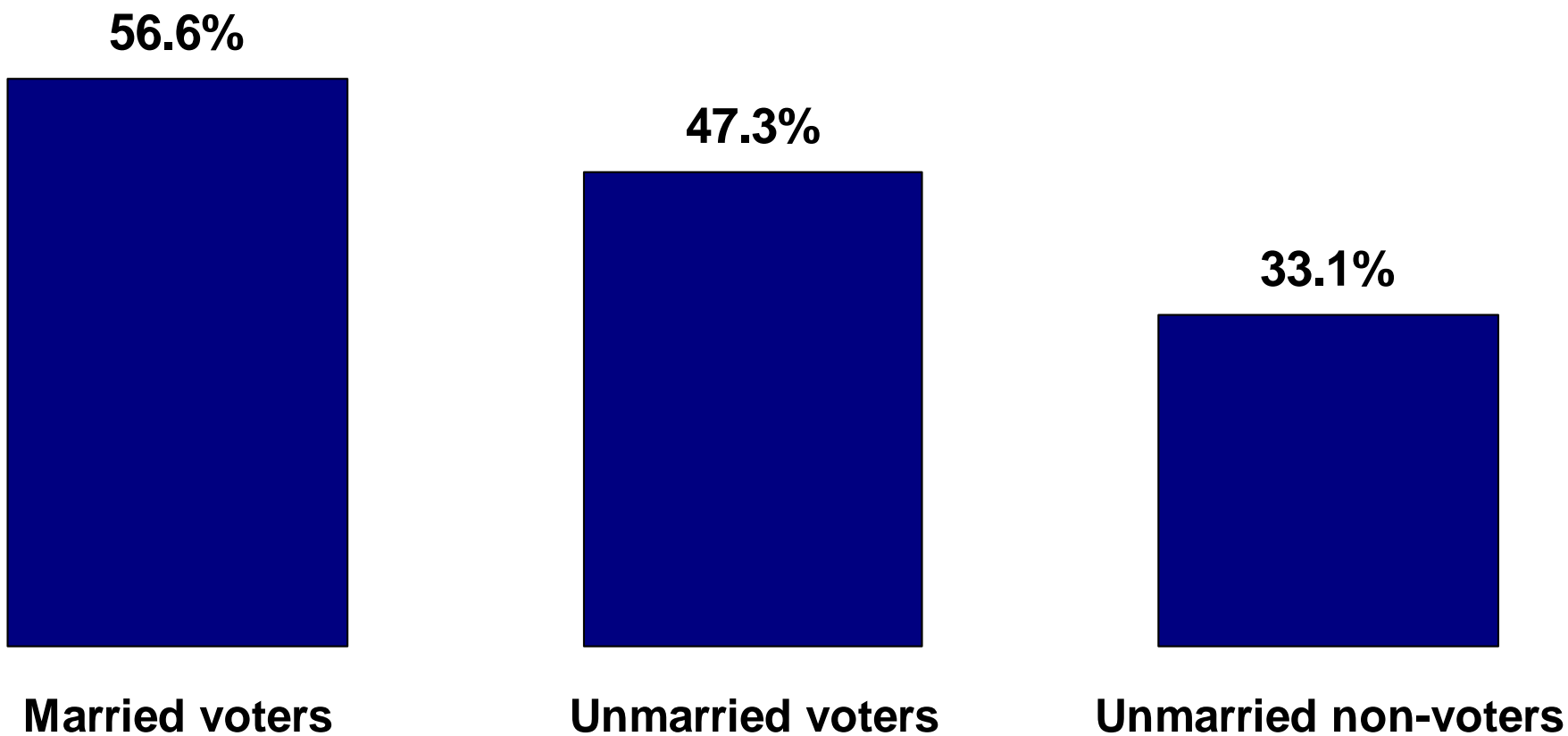
- Discovery Channel – 39.2%
- ESPN – 36.7%
- History Channel – 35.6%
- TNT – 31.7%
- Comedy Central – 29.8%
- USA Network – 26.9%
- Spike TV – 25.9%
- A&E – 25.7%
- ESPN2 – 25.6%
- Weather Channel – 25.4%
- CNN – 25.1%
- TBS Superstation – 24.5%
- FOX News Channel – 24.0%
- SCI-FI – 22.8%

Scarborough USA, 2006

Unmarried America, 2007

*Less than half of unmarried America listens to the radio on a regular basis. This number is even lower among unmarried non-voters.* 20

## LISTENS TO NEWS ON THE RADIO REGULARLY



*Radio station preferences are pretty similar between unmarried voters and non-voters, except that for voters news/talk radio is their second most favored radio genre but does not make the top six for unmarried non-voters.*

### TOP TYPES OF RADIO STATIONS LISTEN TO TYPICALLY

#### UNMARRIED VOTERS

- Country – 18.1%
- News/Talk/Information – 17.3%
- Pop Contemporary Hit Radio – 15.8%
- Adult Contemporary – 13.7%
- Rhythmic Contemporary Hit Radio – 10.8%
- Classic Rock – 10.0%

#### UNMARRIED NON-VOTERS

- Pop Contemporary Hit Radio – 20.4%
- Country – 18.2%
- Rhythmic Contemporary Hit Radio – 18.1%
- Urban Contemporary – 12.7%
- Adult Contemporary – 12.4%
- Classic Rock – 10.5%

ONLY 8.9% TYPICALLY LISTEN TO NEWS/TALK/INFORMATION RADIO

Scarborough USA, 2006

Unmarried America, 2007

*Unmarried women and men listen to similar radio, but unmarried women are more likely to listen to contemporary music rather than news or talk radio.*

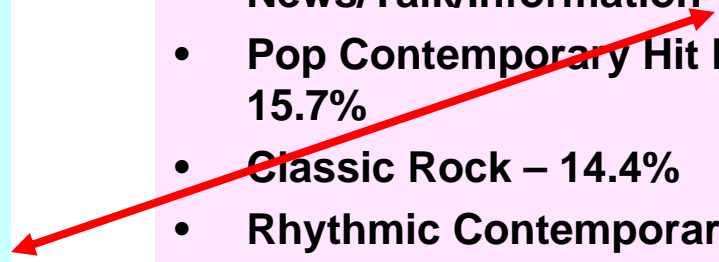
### TOP TYPES OF RADIO STATIONS LISTEN TO TYPICALLY

#### UNMARRIED WOMEN

- Country – 19.5%
- Pop Contemporary Hit Radio – 18.8%
- Adult Contemporary – 15.7%
- Rhythmic Contemporary Hit Radio – 12.9%
- News/Talk/Information – 12.8%
- Urban Contemporary – 11.1%

#### UNMARRIED MEN

- Country – 16.5%
- News/Talk/Information – 16.1%
- Pop Contemporary Hit Radio – 15.7%
- Classic Rock – 14.4%
- Rhythmic Contemporary Hit Radio – 14.0%
- Alternative – 10.7%
- Adult Contemporary – 10.4%
- Urban Contemporary – 10.3%



Scarborough USA, 2006

Unmarried America, 2007

*There are important differences in radio preferences among the different races of unmarried adults. Country and news/talk are most popular among whites, urban (rap, hip-hop, etc.) dominates among blacks, and dance music and Spanish stations are the most popular stations for Latinos.*

## TOP TYPES OF RADIO STATIONS LISTEN TO TYPICALLY

### UNMARRIED WHITES

- Country – 24.7%
- News/Talk/Information – 18.5%
- Pop Contemporary Hit Radio – 17.3%
- Adult Contemporary – 14.7%
- Classic Rock – 13.6%
- Hot AC – 9.7%
- Alternative – 9.3%

### UNMARRIED AFRICAN-AMERICANS

- Urban Contemporary – 42.5%
- Urban AC – 40.5%
- Rhythmic Contemporary Hit Radio – 24.3%
- Pop Contemporary Hit Radio – 13.4%
- New AC/Smooth Jazz – 11.8%
- Gospel – 10.8%

### UNMARRIED LATINOS

- Rhythmic Contemporary Hit Radio – 25.0%
- Mexican Regional – 22.8%
- Spanish Contemporary – 21.6%
- Pop Contemporary Hit Radio – 18.7%
- Adult Contemporary – 10.7%
- Spanish Tropical – 10.3%
- Urban Contemporary – 9.1%

Scarborough USA, 2006

Unmarried America, 2007

# *News/talk radio becomes more popular as unmarried adults get older.*

## TOP TYPES OF RADIO STATIONS LISTEN TO TYPICALLY

### UNMARRIED 18-29

- Pop Contemporary Hit Radio – 34.6%
- Rhythmic Contemporary Hit Radio – 27.5%
- Country – 20.1%
- Urban Contemporary – 19.2%
- Alternative – 15.1%

News/Talk/Information – 5.6%

### UNMARRIED 50-64

- News/Talk/Information – 21.7%
- Country – 19.0%
- Adult Contemporary – 16.7%
- Oldies – 12.1%

### UNMARRIED 30-49

- Country – 19.4%
- Adult Contemporary – 16.8%
- Classic Rock – 15.5%
- Pop Contemporary Hit Radio – 15.2%
- News/Talk/Information – 14.6%

### UNMARRIED 65 & OVER

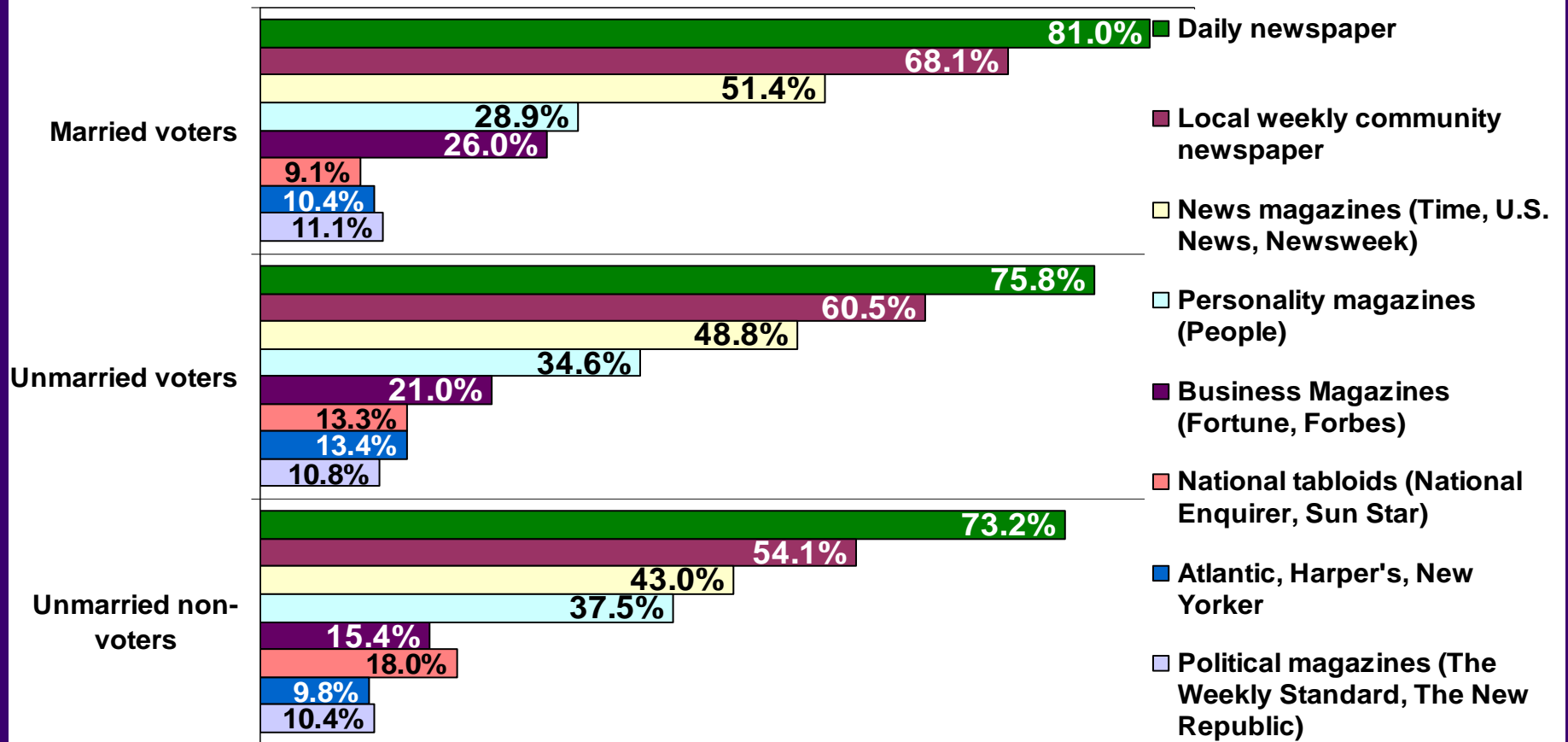
- News/Talk/Information – 23.7%
- Country – 11.1%
- Adult Contemporary – 7.7%
- Classical – 6.5%
- All News – 5.9%

Scarborough USA, 2006

Unmarried America, 2007

*The most often-read news publications, not surprisingly, are newspapers which are available on a daily basis. After that, unmarried Americans read weekly community papers and news magazines most often.*

### READ PUBLICATION AT LEAST SOMETIMES



Pew Media Consumption survey, 2006

Unmarried America, 2007



***Among unmarried voters who read a newspaper, they report that being able to read it on their own schedules (convenience) and the more in-depth reporting are the main draws.***

**What is it that you like about newspapers that sets them apart from other sources such as TV, radio and the internet? (CODED OPEN-ENDED RESPONSES)**

#### **MARRIED VOTERS**

- Time/Leisure/Read whenever/take with/re-read/ convenient – 34.7%
- Local – 17.6%
- More in-depth/details/informative – 15.5%

#### **UNMARRIED VOTERS**

- Time/Leisure/Read whenever/take with/re-read/ convenient – 30.1%
- Local – 14.0%
- More in-depth/details/informative – 12.9%

#### **UNMARRIED NON-VOTERS**

- More in-depth/details/informative – 20.0%
- Time/Leisure/Read whenever/take with/re-read/ convenient – 19.9%
- Available/accessible/hard copy/tangent – 13.7%
- Fair/unbiased/consistent coverage/facts/balance/different views – 11.1%

*The main reason unmarried Americans do not read a newspaper is because they do not have the time, although unmarried non-voters are also likely to say that the newspaper has nothing of interest to them.*

“What is it that you like less about newspapers compared to TV, radio or the internet?”  
(CODED OPEN-ENDED RESPONSES)

**MARRIED VOTERS**

- Don't have time – 31.8%
- Inconvenient – 13.3%
- Biased/Opinionated – 12.2%

**UNMARRIED VOTERS**

- Don't have time – 26.3%
- Inconvenient – 17.1%
- Biased/Opinionated – 14.9%

**UNMARRIED NON-VOTERS**

- Don't have time – 21.3%
- **Not interesting/Nothing there – 15.9%**
- Inconvenient to get/Don't subscribe – 10.6%
- Just piles up/have to throw away – 9.3%
- Inconvenient – 9.1%

***Local news and gossip are the most interesting things in the newspaper to both married and unmarried voters, as well as unmarried non-voters.***

**“What things in the newspaper are the most interesting to you?” (CODED OPEN-ENDED RESPONSES)**

**MARRIED VOTERS**

- Local\Metro\State\Obits\Gossip\Crime\Scandal – 40.1%
- Headlines\Current Events\Features – 36.6%
- Sports – 27.7%

**UNMARRIED VOTERS**

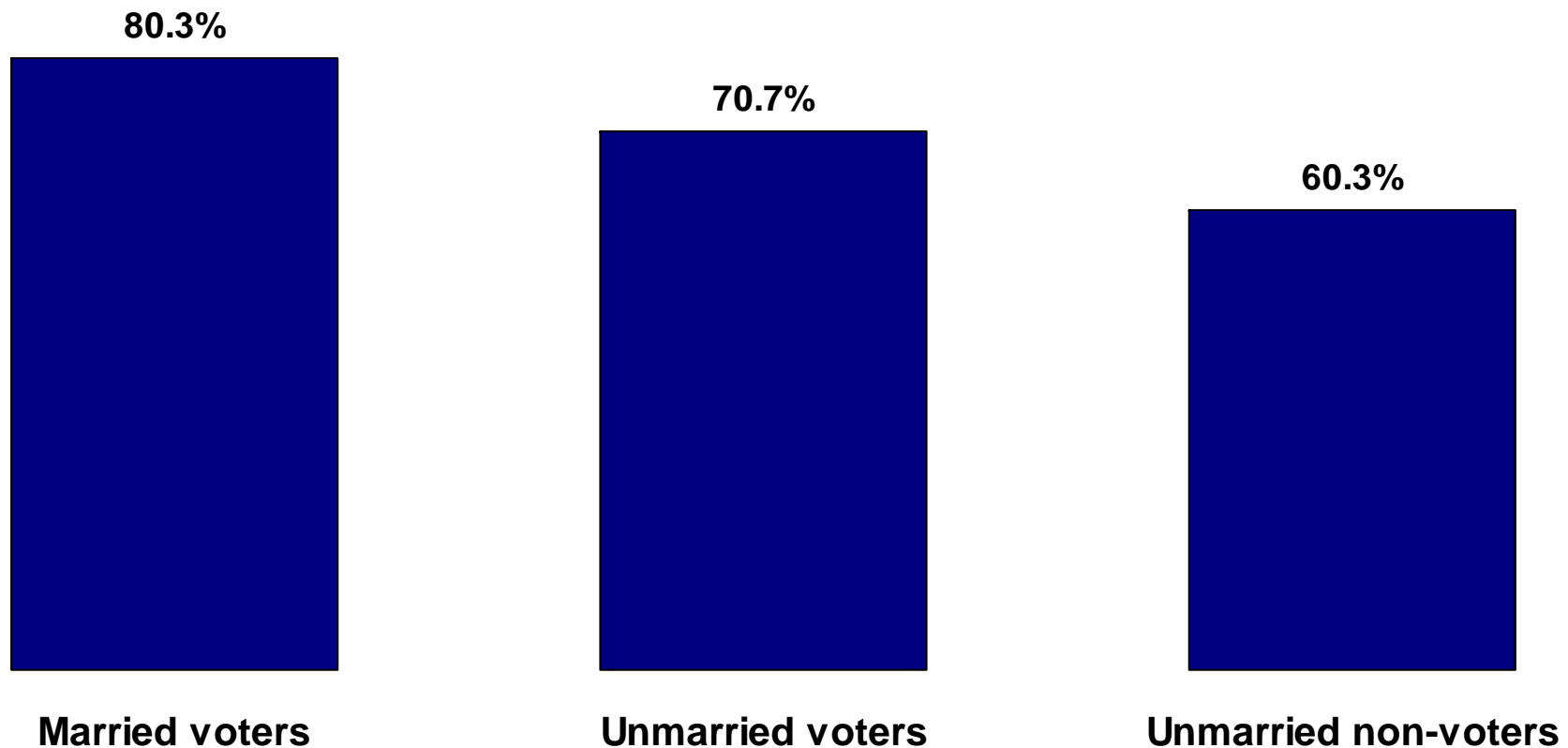
- Local\Metro\State\Obits\Gossip\Crime\Scandal – 43.2%
- Headlines\Current Events\Features – 34.4%
- Sports – 21.2%

**UNMARRIED NON-VOTERS**

- Local\Metro\State\Obits\Gossip\Crime\Scandal – 31.2%
- Sports – 27.5%
- Headlines\Current Events\Features – 22.2%

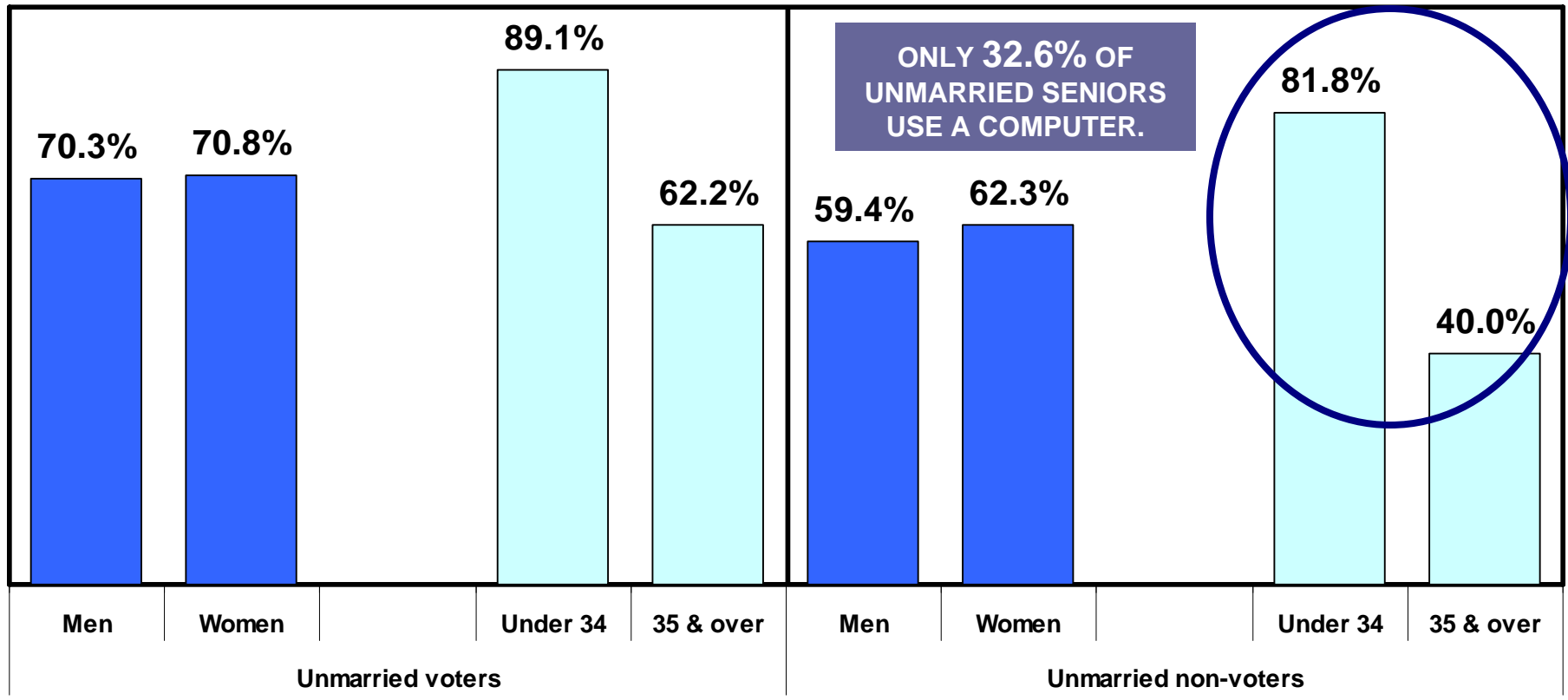
*While at least six in ten unmarried Americans use the computer for work, school or personal use, that trails the eight in ten married Americans who use a computer.*

## USE COMPUTER FOR WORK, SCHOOL OR PERSONAL USE



*While computer usage among men and women is pretty consistent, unmarrieds under 35 are much more likely to use a computer than people 35 and older. This is especially evident among non-voters.*

### USE COMPUTER FOR WORK, SCHOOL OR PERSONAL USE



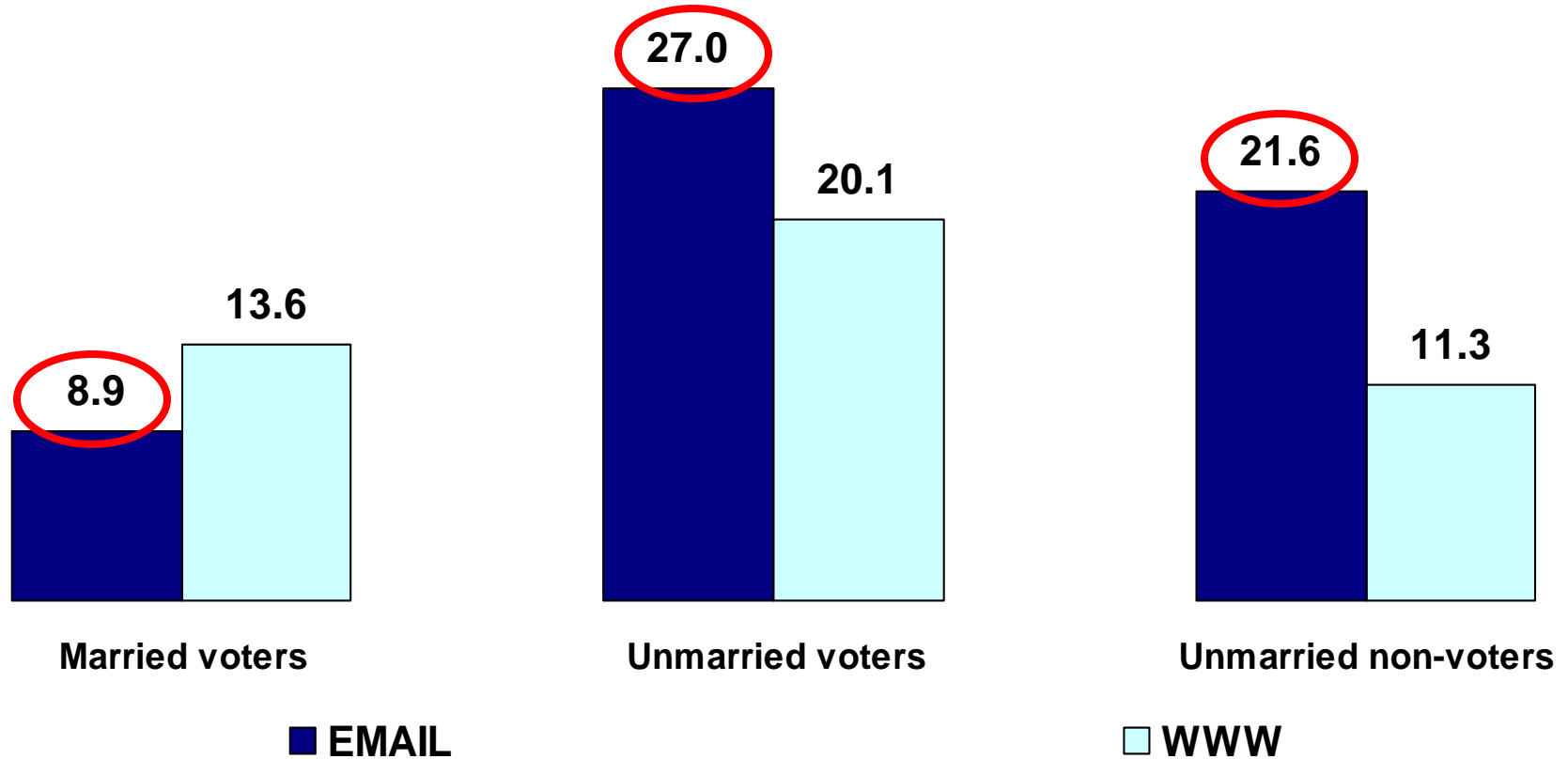
General Social Survey, 2004

Unmarried America, 2007



*Unmarried Americans who do have access to a computer spend more time sending email than married Americans who have computer access. As with other computer-related variables, this relationship is probably influenced by age.*

**MEAN # OF HOURS PER WEEK AMONG THOSE WITH ACCESS**



***News and travel sites are the two most visited types of sites for all marital/voting groups, with over three quarters of unmarried voters visiting a news site at some point in the past 30 days.***

#### **MARRIED VOTERS**

- News – 71.5%
- Travel – 69.2%
- Work – 58.4%
- Education – 52.6%
- Health Info – 52.2%

#### **UNMARRIED VOTERS**

- News – 78.2%
- Travel – 61.3%
- Political – 60.5%
- Work – 58.9%
- Health Info – 52.0%
- Movie/TV – 51.6%
- Education – 51.2%

#### **UNMARRIED NON-VOTERS**

- News – 69.0%
- Travel – 62.0%
- Health Info – 53.5%
- Work – 52.1%
- Music – 52.1%
- Hobby – 51.4%
- Financial Info – 50.0%

The complete list of websites is ART, COOKING, EDUCATION, FINANCIAL INFO, GAMING, HEALTH, HOBBY, HUMOR, MOVIE/TV. MUSIC, NEWS, PERSONAL, POLITICAL INFO, PORN, RELIGION, SCHOOL, SCIENCE, SPORTS, TRAVEL, & WORK

*For unmarried women, news and travel sites are among the most popular for both voters and non-voters, but non-voting women also visit health sites frequently. Other major differences are the voters tend to visit political, financial and education sites more often, while non-voters skew toward sites for hobbies, work, school and music.*

### UNMARRIED VOTING WOMEN

- News – 73.2%
- Travel – 59.8%
- Work – 54.3%
- Political – 53.1%
- Financial Info – 51.2%
- Education – 50.0%

### UNMARRIED NON-VOTING WOMEN

- News – 69.4%
- Travel – 69.4%
- Health – 69.4%
- Hobby – 61.1%
- Work – 55.6%
- School – 51.4%
- Music – 50.0%

The complete list of websites is ART, COOKING, EDUCATION, FINANCIAL INFO, GAMING, HEALTH, HOBBY, HUMOR, MOVIE/TV. MUSIC, NEWS, PERSONAL, POLITICAL INFO, PORN, RELIGION, SCHOOL, SCIENCE, SPORTS, TRAVEL, & WORK



Pew Media Consumption survey, 2006

Unmarried America, 2007



***The Internet appeals to unmarried Americans because the information is easily accessible (unmarried voters) and because of the speed of the process (unmarried non-voters).***

**“What is it that you like about the internet as a source of news and information that sets it apart from newspapers, TV or radio?” (CODED OPEN-ENDED RESPONSES)**

**MARRIED VOTERS**

- Accessible, available, fingertips, etc – 32.5%
- Navigate, choose sites, custom tailor, browse, search – 20.9%
- Updated, faster, up to date, breaking news, headlines – 19.9%

**UNMARRIED VOTERS**

- Accessible, available, fingertips, etc – 37.8%
- Navigate, choose sites, custom tailor, browse, search – 23.3%
- Better information, full picture, in-depth coverage – 14.7%

**UNMARRIED NON-VOTERS**

- Speed/quick – 27.4%
- Accessible, available, fingertips, etc – 25.3%
- Navigate, choose sites, custom tailor, browse, search – 18.8%

**Unmarried Americans – both voters and non-voters – go online for headlines and current events. However, while unmarried voters also look for information on international and world news, unmarried non-voters tend to look for arts and entertainment and sporting information.**

**“What subjects on the internet are of the most interest to you?” (CODED OPEN-ENDED RESPONSES)**

**MARRIED VOTERS**

- Headlines\Current Events\Features – 29.7%
- Intl Affairs\War\ World News – 21.8%
- Sports – 18.9%
- Business\Finance\ Stocks\Economics – 15.9%
- **Politics\Issues and People in Wash\ Elections – 15.1%**

**UNMARRIED VOTERS**

- Headlines\Current Events\Features – 34.6%
- Intl Affairs\War\ World News – 31.5%
- **Politics\Issues and People in Wash\ Elections – 14.8%**
- Arts\Entertainment\ Music\Celebrities – 14.3%
- Sports – 13.6%

**UNMARRIED NON-VOTERS**

- Headlines\Current Events\Features – 29.7%
- Arts\Entertainment\ Music\Celebrities – 20.8%
- Sports – 17.9%
- **Politics\Issues and People in Wash\ Elections – 14.7%**

**APPROXIMATELY EQUAL INTEREST IN POLITICAL SUBJECTS ONLINE.**

*Headlines are the number-one news interest on the internet for unmarried women – especially non-voters. Not surprisingly, voting unmarried females are far more interested in news on the war and international affairs than the non-voting females, and while political news does not stir much interest among unmarried women, it is viewed more often by the voters.*

“What subjects on the internet are of the most interest to you?” (CODED OPEN-ENDED RESPONSES)

### UNMARRIED VOTING WOMEN

- Headlines\Current Events\Features – 39.0%
- Intl Affairs\War\ World News – 35.9%
- Arts\Entertainment\ Music\Celebrities – 16.9%
- Politics\Issues and People in Wash\ Elections – 13.0%

### UNMARRIED NON-VOTING WOMEN

- Headlines\Current Events\Features – 58.7%
- Arts\Entertainment\ Music\Celebrities – 30.7%
- Intl Affairs\War\ World News – 10.1%
- Politics\Issues and People in Wash\ Elections – 6.9%

*There are three news sites that are head and shoulder above the rest for on-line news: MSN, Yahoo and CNN – and they have similar appeal among married and unmarried Americans.*

**“What websites do you use to get (most of your) news and information?”  
(CODED OPEN-ENDED RESPONSES)**

#### **MARRIED VOTERS**

- MSN – 31.7%
- CNN – 28.7%
- Yahoo – 22.7%

#### **UNMARRIED VOTERS**

- MSN – 34.3%
- Yahoo – 27.6%
- CNN – 21.6%

#### **UNMARRIED NON-VOTERS**

- MSN – 35.3%
- Yahoo – 30.5%
- CNN – 14.4%

*The same three sites are also most popular for unmarried women, but the rate for unmarried non-voting females on MSN and Yahoo is over 40 percent. Also, for voting unmarried women, Google's news site is also popular.*

**“What websites do you use to get (most of your) news and information?”  
(CODED OPEN-ENDED RESPONSES)**

### **UNMARRIED VOTING WOMEN**

- MSN – 38.2%
- Yahoo – 26.3%
- CNN – 21.3%%
- Google – 15.7%

### **UNMARRIED NON-VOTING WOMEN**

- MSN – 46.6%
- Yahoo – 41.4%
- CNN – 14.5%