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*Central Files*

*THE WHITE HOUSE*

THE WHITE HOUSE

WASHINGTON

April 29, 1975

MEMORANDUM FOR:

DICK CHENEY  
DON RUMSFELD  
RED CAVANEY  
TERRY O'DONNELL  
SHEILA WEIDENFELD  
ERIC ROSENBERGER  
RON NESSEN  
BILL GREENER  
JERRY WARREN  
TOM DECAIR

FROM:

BOB MEAD *BM*

SUBJECT:

Recent Television Survey - Habits

Since 1959 The Roper Organization has conducted a yearly poll on the subject of television habits. The Television Information Office in New York has provided my office with this year's latest results, and I pass it on to you for your information and interest.

Personal interviews were conducted with 1,995 people, 18 years of age and over.

Key findings:

Television increased its lead as the most believable medium.

51%	Television
20%	Newspapers
8%	Radio
8%	Magazines

Television was cited as the source of most news.

65%	Television
47%	Newspapers
21%	Radio
4%	Magazines

Specific questions were asked about the source of political news in November elections. Newspapers were cited as the best source of information on candidates in local elections.

Local Elections

41%	Newspapers
30%	Television
14%	Word of Mouth
8%	Radio
1%	Magazines

In statewide elections, i. e. gubernatorial and U. S. Senatorial candidates, television led as the best source of information on candidates.

Statewide Elections

48%	Television
33%	Newspapers
6%	Radio
6%	Word of Mouth
1%	Magazines

Television also led as the source of most information about candidates for the U. S. House of Representatives.

40%	Television
35%	Newspapers
8%	Word of Mouth
6%	Radio
1%	Magazines

Various Results

Among college-educated persons questioned, if only one medium was to continue, 45% preferred television over 26% preferring newspapers.

In the upper income level, if only one medium was to continue, preference was also for television - 54% and 25% preferring newspapers.

A larger percentage than ever before (81%) voiced opposition to government control over television news.