

Online Table 3.1. Relationship between Media Use and Social Categories (2015 Users Survey)

Frequency of Media Use	Age	Gender (1=male; 2=female)	Education	Income	White (1=white)	Black (1=black)
Legacy Media						
Watch television				.12*	.12*	
Listen to the radio		.11*	.12*	.26***	.10*	
Read a magazine	.11*			.17***		
Read a book			.18***	.16**		
Read a newspaper	.17***	-.13*		.16**		
Viewing the Moving Image						
Go out to see a film in a theater	-.19**	-.13*		.09#	.15**	.23***
Watch a film (not on a theater) on TV/tables/phone			-.14**			
Watch videos on a smart phone	-.34**				.17***	.13*
Other Use of Technologies						
Surf the Internet for pleasure, not work	-.09#		.12*	.08#		
Check my email	.10#	.09#	.11*	.13*		
Go on Facebook	-.09#	.24***		-.09#		
Play video games on some device	-.15**					
Text family or friends rather than call them on the phone	-.27**			.09#		
Attending Live Events						
Go to see live musical concerts, events	-.15**	-.12*			.10#	-.17***

Go to see live plays performed in a theater	-.16**				.14**	-.19***
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Note: #=p<.10; *=p<.05; **=p<.01; ***=p<.001