

THE NEW NEWS AUDIENCE

12 ways consumers have changed in the digital age

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The internet is the change agent

Then and now

2000

46% of adults use internet

5% with broadband at home

50% own a cell phone

0% connect to internet
wirelessly

<10% use “cloud”

= slow, stationary
connections built around my
computer

2009

79% of adults use internet

63% with broadband at home

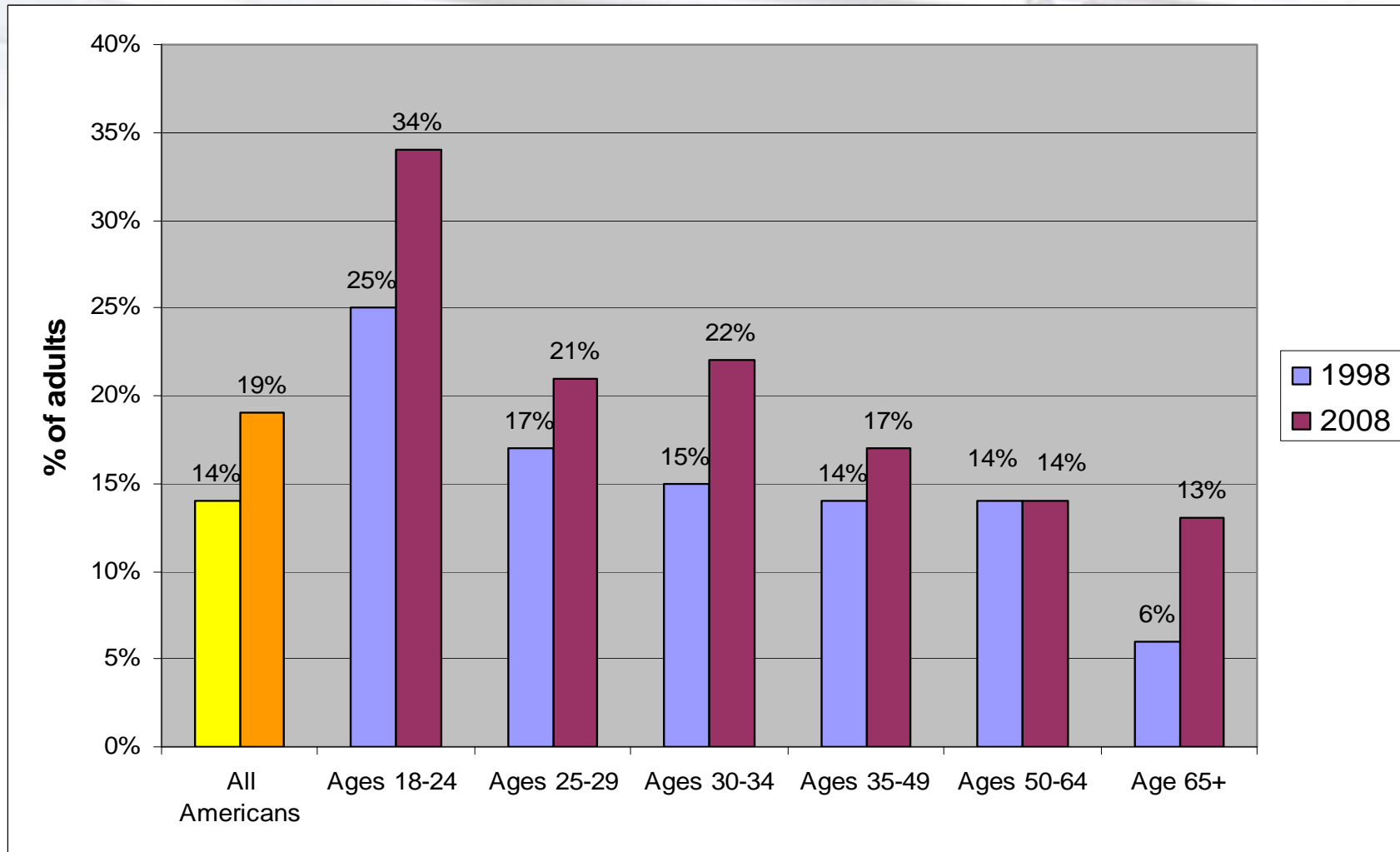
85% own a cell phone

56% connect to internet
wirelessly

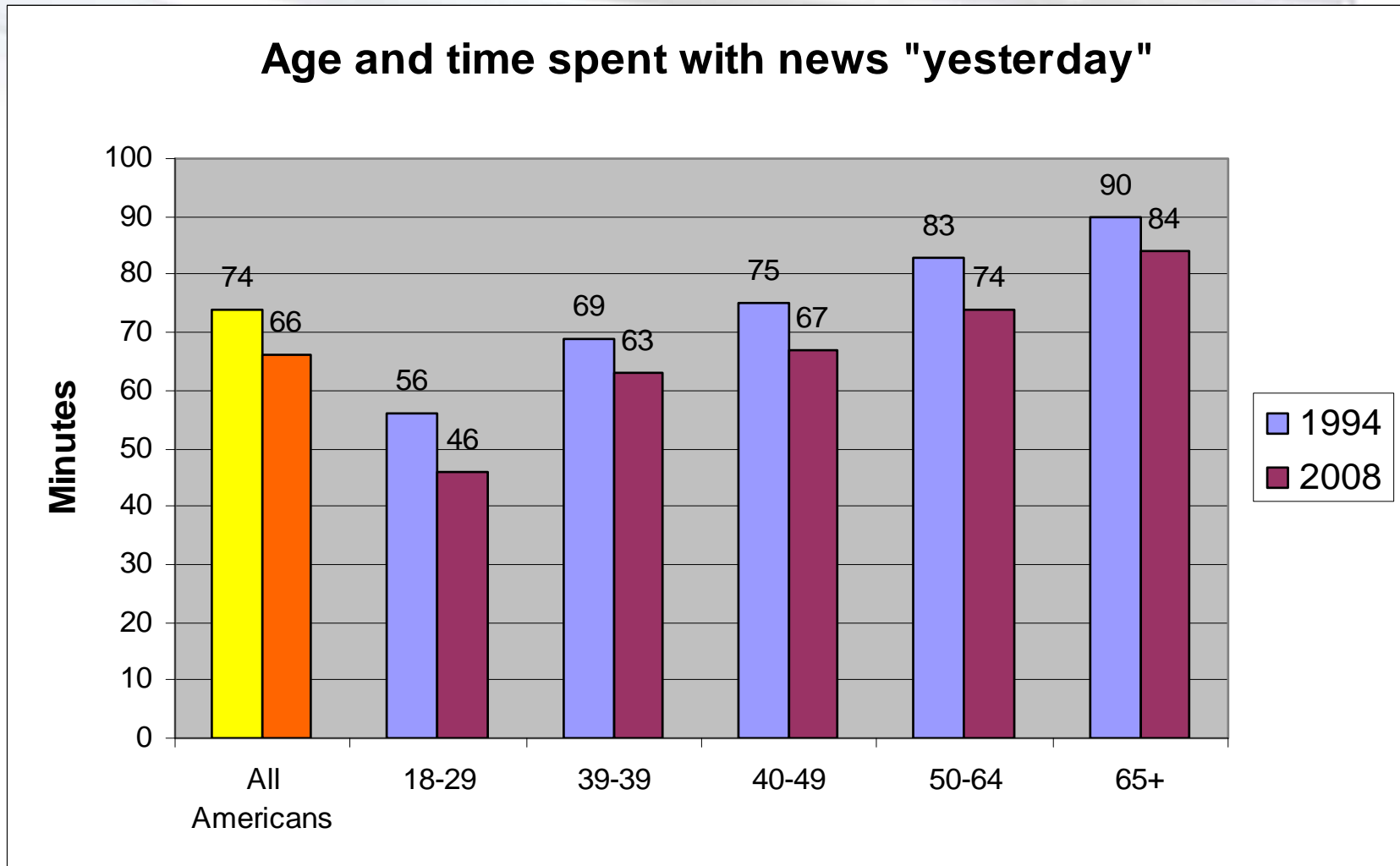
>two-thirds use “cloud”

= fast, mobile connections
built around outside servers
and storage

1 – It's shrinking: 19% get **no** news on avg. day



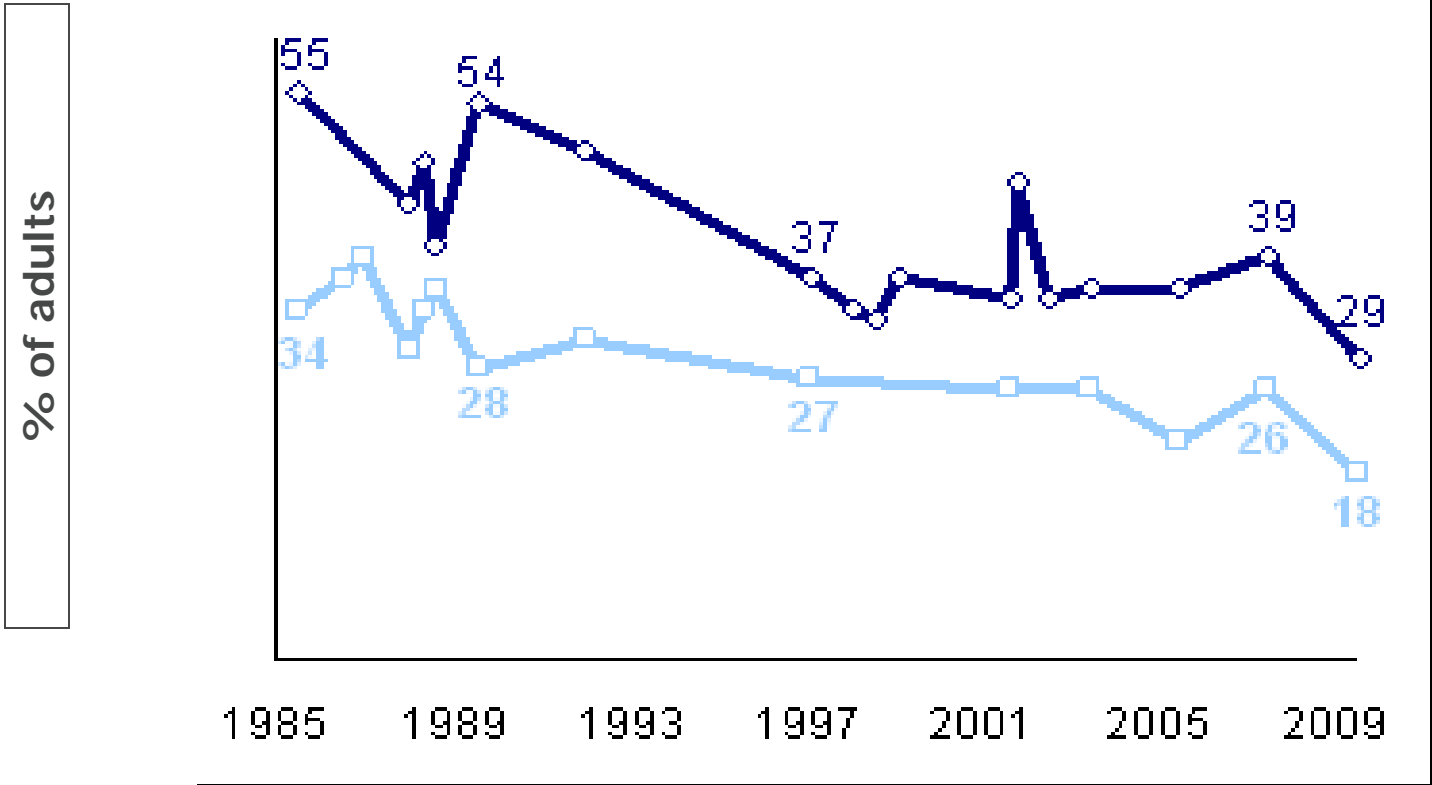
2 – It's spending less time with news



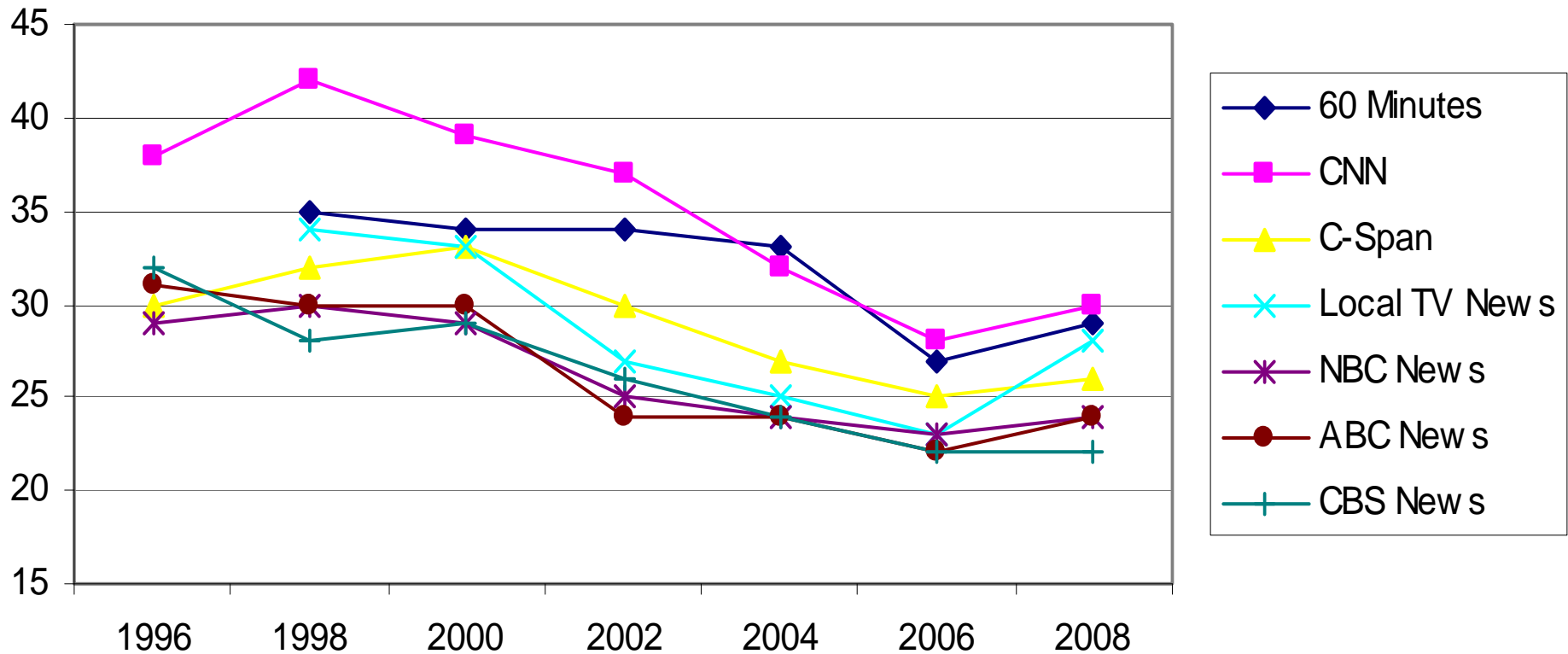
3 – It's losing faith in news organizations

Fewer See Accuracy, Fairness in Press

◆ Get facts straight □ Deal fairly with all sides

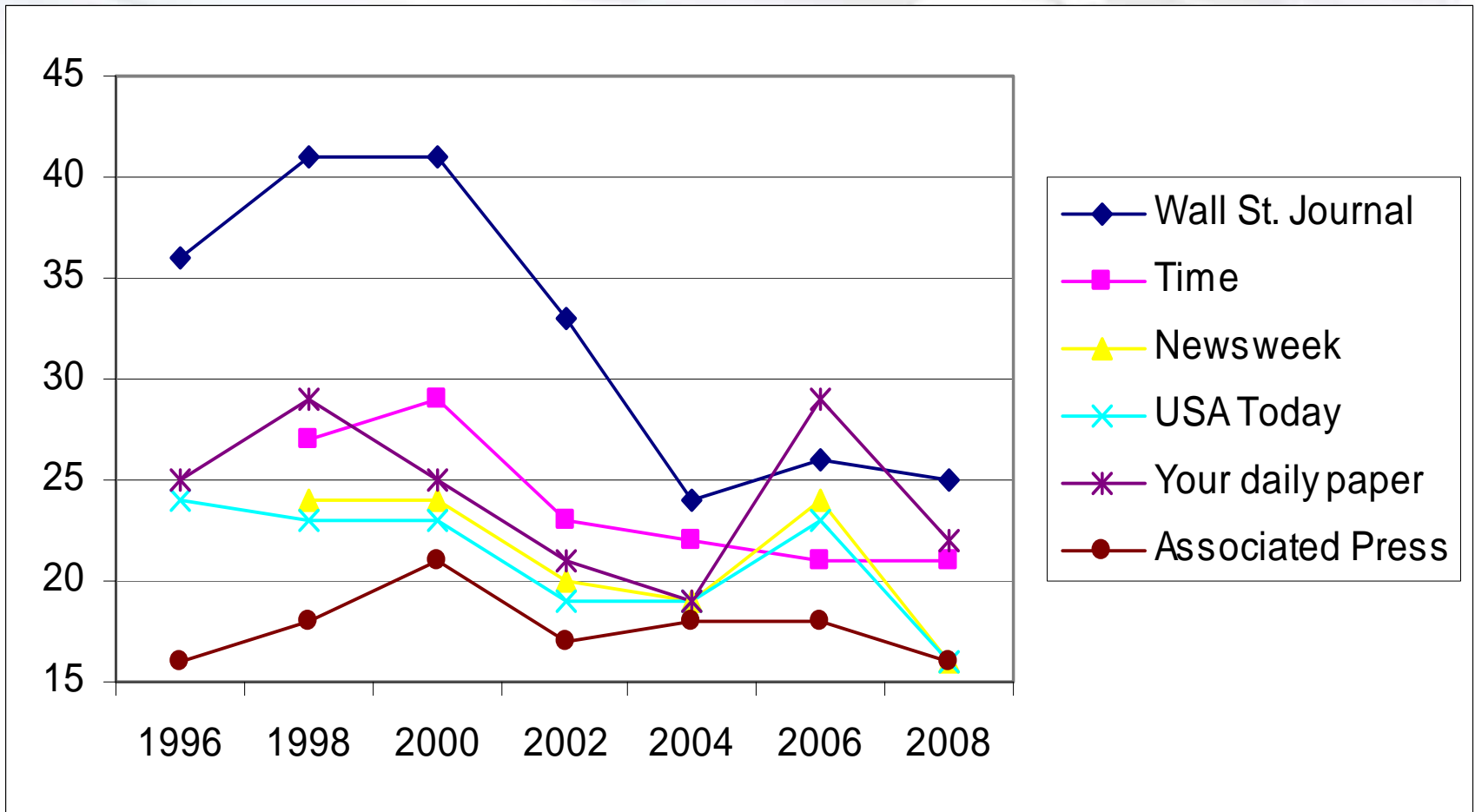


3 – It's losing faith – TV story

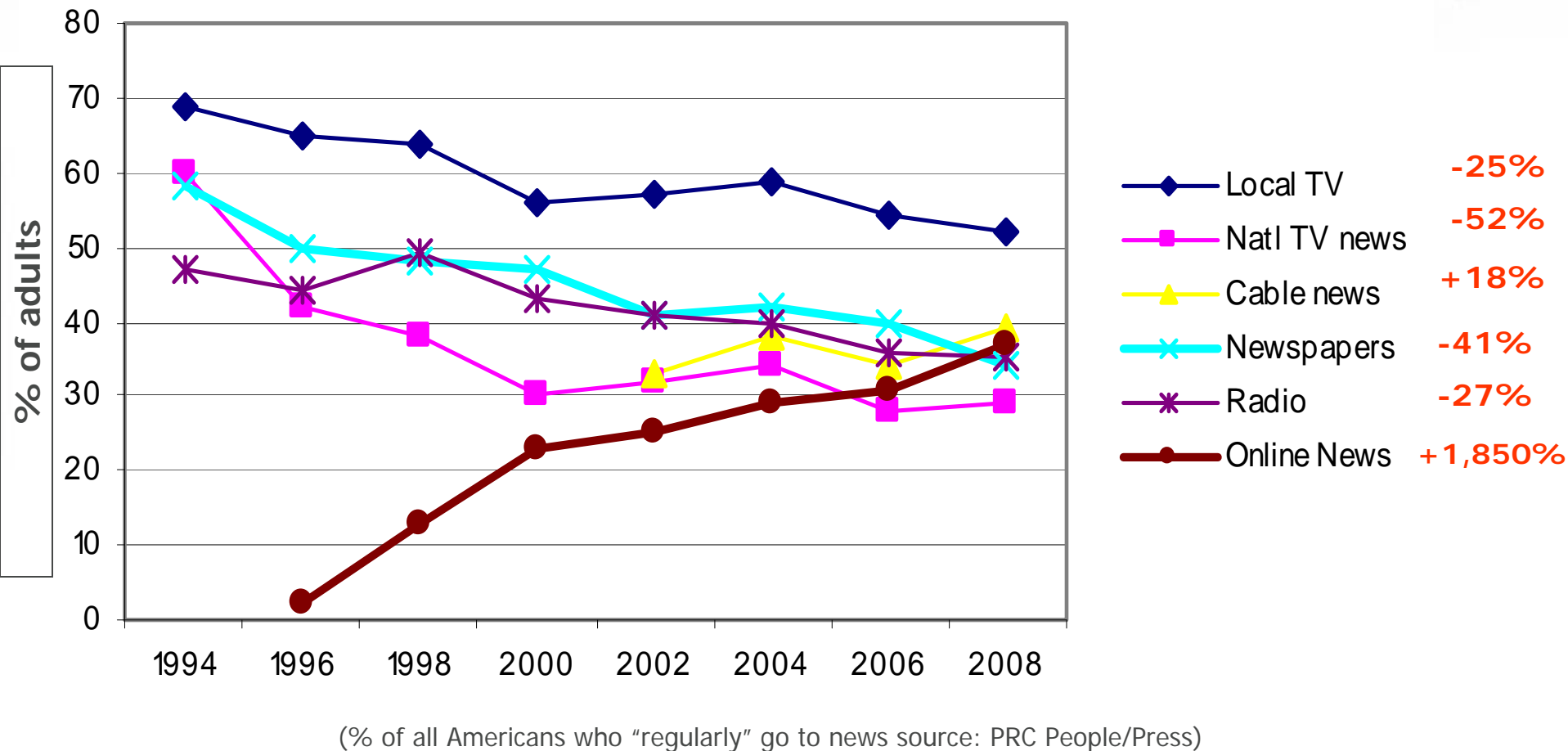


% of those who could rate news source: PRC People/Press)

3 – It's losing faith – print story

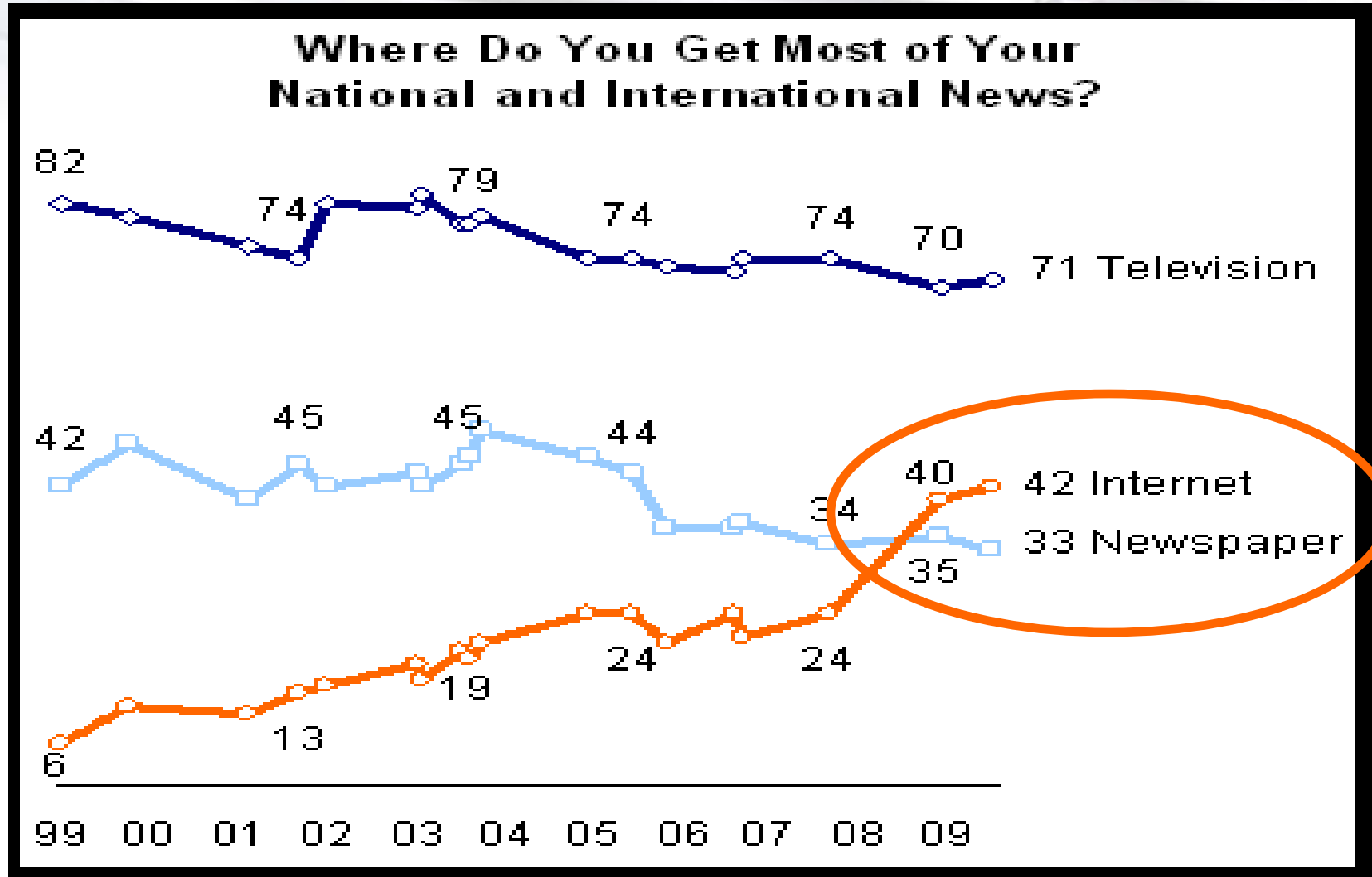


4 – It's shifting platforms: the internet rises, especially among broadband users



4 – It's shifting platforms by topic, especially among broadband users

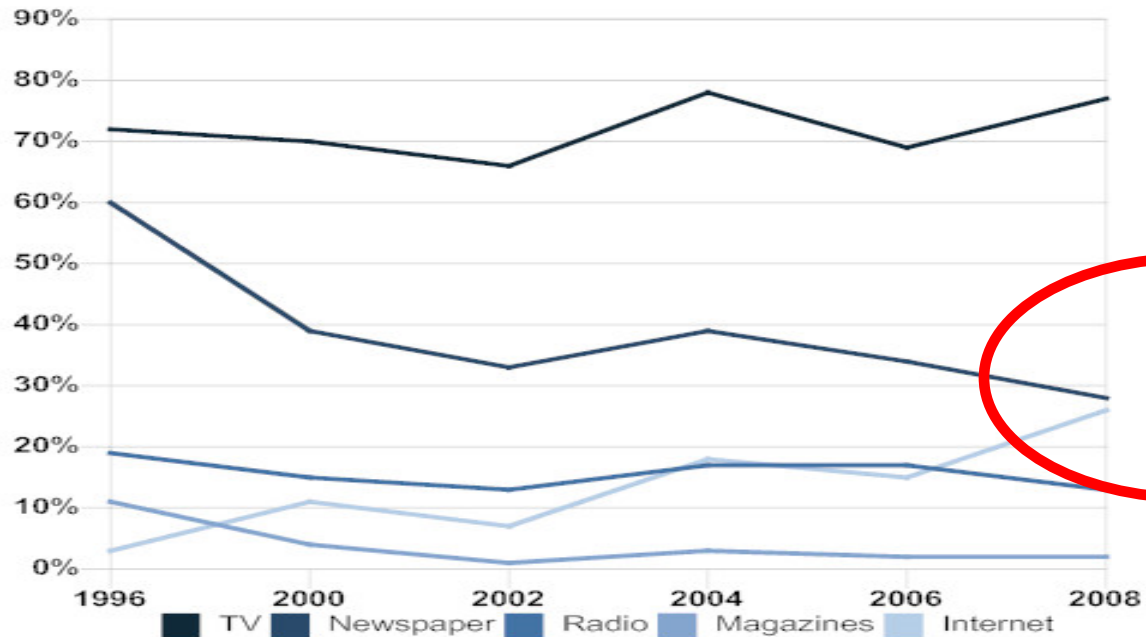
% of American adults – allowed to give 2 sources



4 – It's shifting platforms by topic, especially among broadband users

Major sources of election news

Where Americans get most of their news about politics and the election (among all adults, up to two mentions allowed)



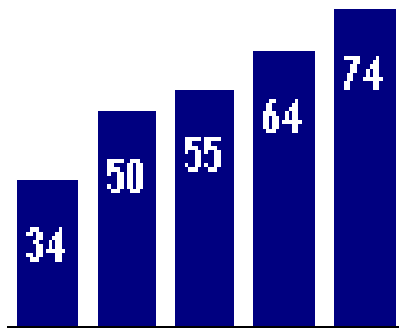
Pew Internet & American Life Project and Pew Research Center for the People and the Press post-election surveys.



5 – It's segmenting – diff. people use diff. platforms

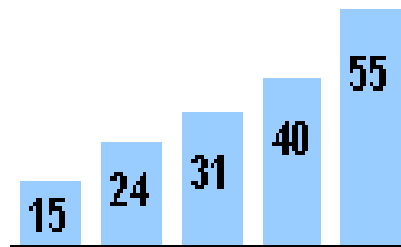
News Consumption Yesterday by Age

TV News



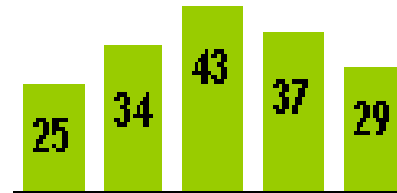
18- 25- 35- 50- 65+
24 34 49 64

Newspaper



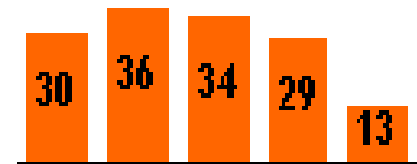
18- 25- 35- 50- 65+
24 34 49 64

Radio News



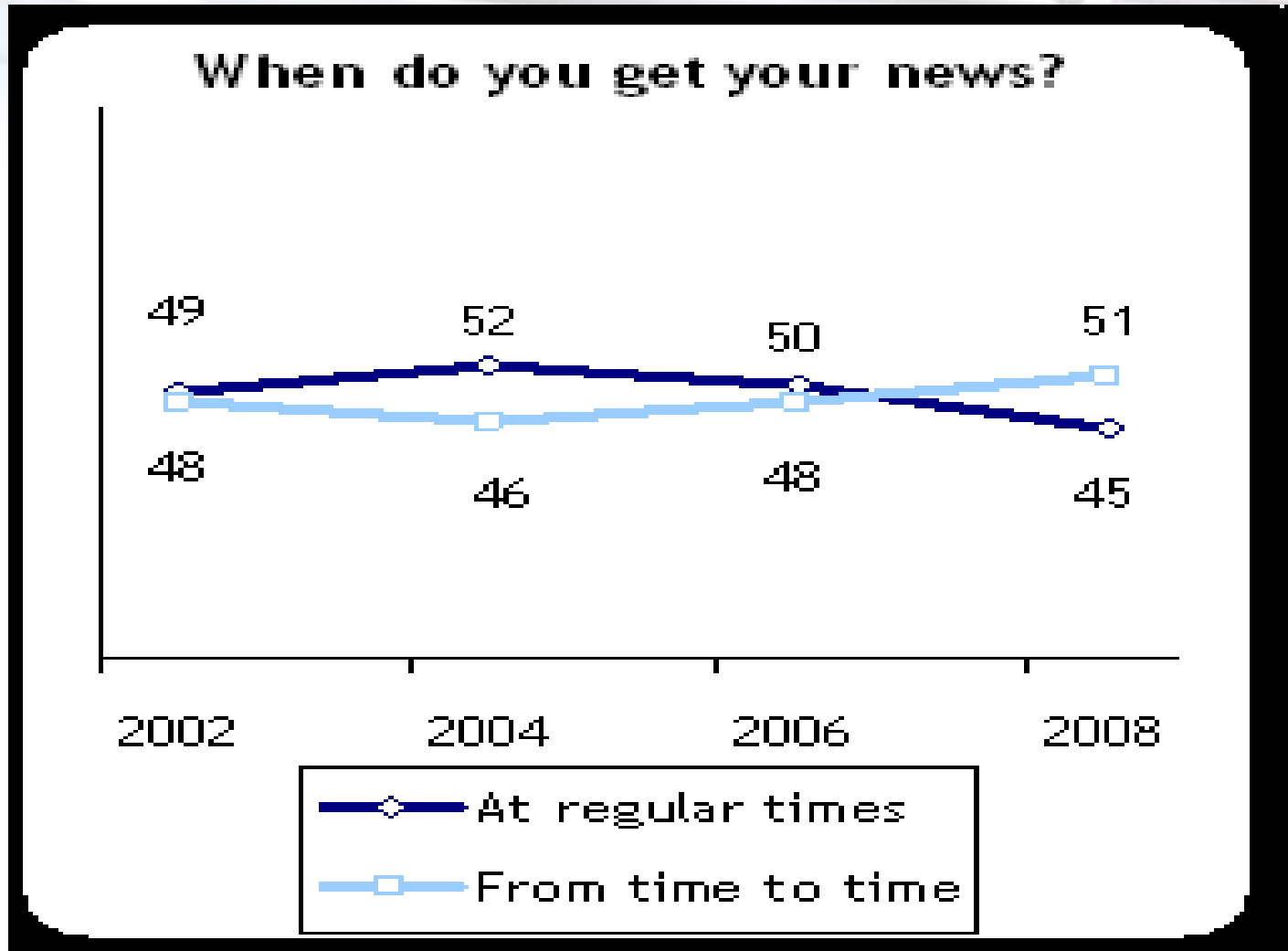
18- 25- 35- 50- 65+
24 34 49 64

Online News



18- 25- 35- 50- 65+
24 34 49 64

6 – It's grazing: news becomes all-day staple



7 – It's becoming mobile – awareness is ambient

29% of mobile phone owners have gotten some kind of news on their phone



8 – It's customizing – “Daily me” and “Daily us”

About half of internet users have personalized a web page, receive RSS feeds, belong to listservs, or get “news alerts” on the topics of their choice

The screenshot displays a customized iGoogle homepage. At the top, there are navigation links for web, images, video, news, maps, Gmail, and more. The iGoogle logo is prominently featured in the center, with a search bar to its right. Below the logo, there are options for Home and Add a tab. The main content area is divided into several sections:

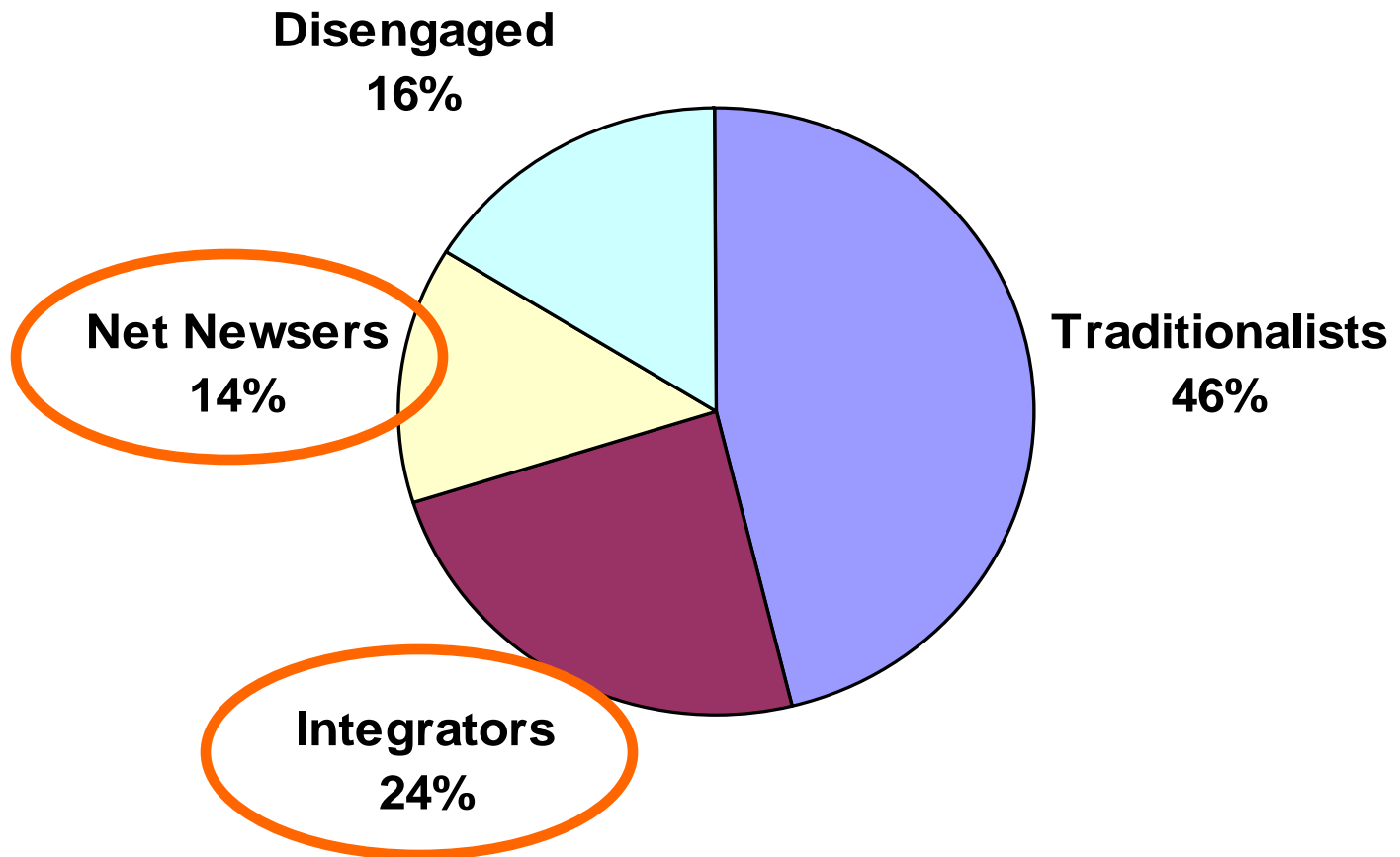
- pew internet - Google News**: A list of news items with expandable icons (+) and close icons (x). The items are:
 - Parents Don't Think Internet Good For Kids - WebProNews
 - Using The Internet Wisely and Safely - NewsChannel 9 WSYR
 - Teens Online No Big Deal To Parents - Security Pronews
- Pew Internet web site**: A section containing a Google Custom Search bar with a Search button and a link to Create your own Custom Search Engine.
- Google Blog Search**: A list of search results with expandable icons (+) and close icons (x). The results are:
 - Pew Report on Pa
 - Online Games
 - New Pew Internet Use
- Top Stories**: A list of top stories with expandable icons (+) and close icons (x). The stories are:
 - US Levels Sanctions New York Times - all
 - California turns come Reuters - all 6143 rel:
 - Nobel laureate retires remarks

9 – It's polarizing – 2007 data

Media choices of Republican and Democratic Voters		
	<i>Voted Republican</i>	<i>Voted Democratic</i>
All forms of TV	69%	74%
<i>Fox Cable</i>	24%**	10%
<i>Local news</i>	22%	25%
<i>ABC Network</i>	11%	13%
<i>NBC Network</i>	10%	14%*
<i>CNN Cable</i>	8%	17%*
<i>CBS Network</i>	7%	11%*
<i>MSNBC Cable</i>	3%	6%*
Newspapers	38%	44%*
Radio	21%**	14%

10 – It's blending platforms

People-Press news consumer typology



Audience Segment: Traditionalists

- **Who they are**
 - 46% of the public
 - Older, less-educated and less affluent
- **What they do**
 - TV is main news source
 - Few get news online
 - Understand news better by seeing pictures, rather than reading or hearing

Audience Segment: Integrators

- **Who they are**
 - 23% of the public
 - Well-educated, affluent, middle aged
- **What they do**
 - TV is their main news source
 - But most get news online on a typical day
 - Greater interest in political news than other audience segments

Audience Segment: Net-Newsters

- **Who they are**
 - 13% of the public
 - Affluent, well-educated, relatively young
 - 58% are men
- **What they do**
 - Web is their main source for news
 - Frequent watch news videos online
 - Heavy tech usage, strong interest in tech news

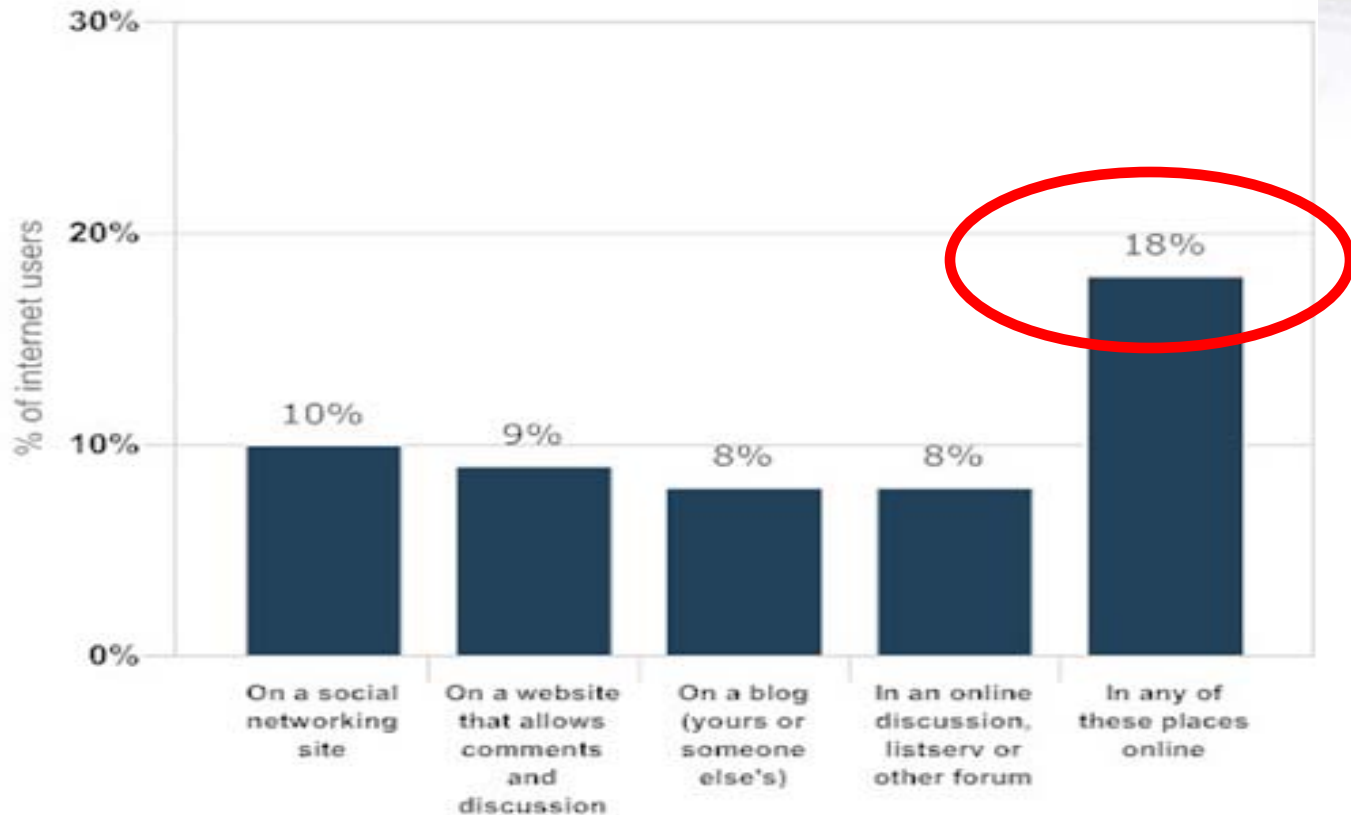
Audience Segment: Disengaged

- **Who they are**
 - 14% of the public
 - Least affluent, least educated
 - 61% are women
- **What they do**
 - Do not closely follow local, national, international, or business & finance news

11 – It's becoming participatory

The online participatory class

One in five internet users has posted political commentary online



Pew Internet & American Life Project Post-Election Survey, November-December 2008. Margin of error is +/-3% based on internet users (n=1,591).

12 – It's becoming social – networks as news filters, news assessors, meaning makers, audience

10% of those with social networking profiles get news through those sites

facebook Home Profile Friends Inbox 1 Lee Rainie

News Feed View Live Feed 5

Washington, DC

Status Updates

Photos

Links

More

What's on your mind?

Alicia 'Lisa' Shepard Lou Dobbs quits CNN abruptly <http://tinyurl.com/ycgddd>
Yesterday at 8:08pm · Comment · Like

View all 13 comments

Elliott Negin George Will has been passing along discredited, wrongheaded information about global warming for months. He's totally irresponsible. If I were the editor of the Washington Post Writers Group, I would can him.
7 hours ago

Judi Hasson Objective was never his strong suit!
8 minutes ago

Write a comment...

Alicia 'Lisa' Shepard Anyone know if this video BastaDobbs made a difference? The director posted it on Huffington Post on Oct. 14. <http://www.youtube.com/watch?v=IqKvSxmUoVQ>

CNN: Lou Dobbs or Latinos in America?
Source: www.youtube.com
Join me and <http://www.BastaDobbs.com> in telling CNN they can't

Applications



Thank you!

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