



THE PEW RESEARCH CENTER  
For The People & The Press

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More Young People Cite Internet than TV

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## Internet Gains on Television as Public's Main News Source

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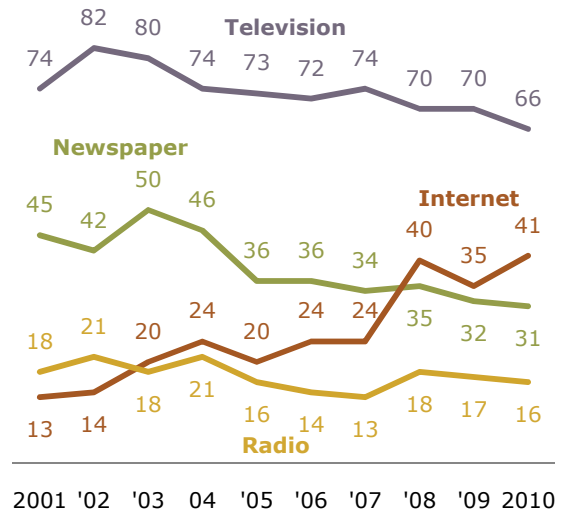
The internet is slowly closing in on television as Americans' main source of national and international news. Currently, 41% say they get most of their news about national and international news from the internet, which is little changed over the past two years but up 17 points since 2007. Television remains the most widely used source for national and international news – 66% of Americans say it is their main source of news – but that is down from 74% three years ago and 82% as recently as 2002.

The national survey by the Pew Research Center for the People & the Press, conducted Dec. 1-5, 2010 among 1,500 adults reached on cell phones and landlines, finds that more people continue to cite the internet than newspapers as their main source of news, reflecting both the growth of the internet, and the gradual decline in newspaper readership (from 34% in 2007 to 31% now). The proportion citing radio as their main source of national and international news has remained relatively stable in recent years; currently, 16% say it is their main source.

An analysis of how different generations are getting their news suggests that these trends are likely to continue. In 2010, for the first time, the internet has surpassed television as the main source of national and international news for people younger than 30. Since 2007, the number of 18 to 29 year olds citing the internet as their main source has nearly doubled, from 34% to 65%. Over this period, the number of young people citing television as their main news source has dropped from 68% to 52%.

Among those 30 to 49, the internet is on track to equal, or perhaps surpass, television as the main source of national and international news within the next few years. Currently, 48% say the internet is their main source – up 16 points from 2007 – and 63% cite television – down eight points.

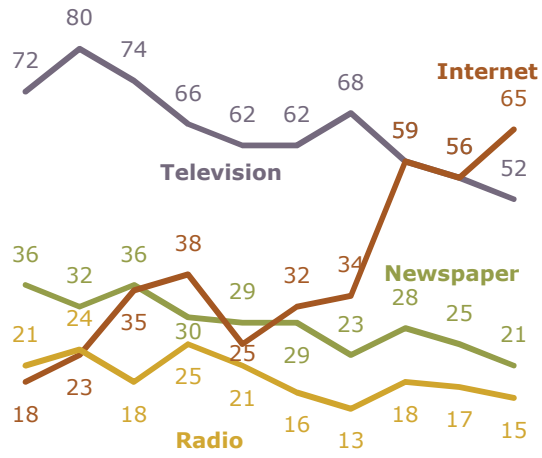
### Where Do You Get Most of your News About National and International Issues?



PEW RESEARCH CENTER Dec 1-5, 2010. Figures add to more than 100% because respondents could volunteer up to two main sources. If asked more than once in a calendar year, trend shows final datapoint from each year.

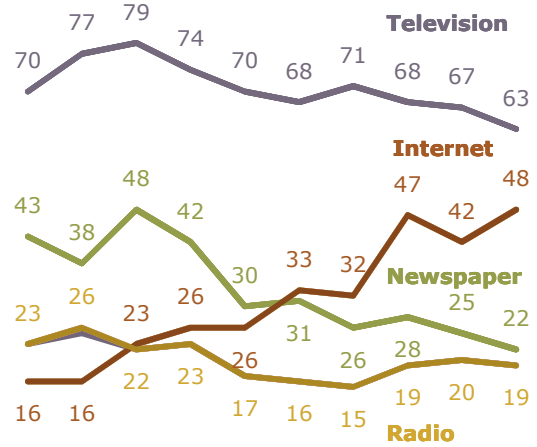
## Main News Source, By Age

18-29 Year-Olds



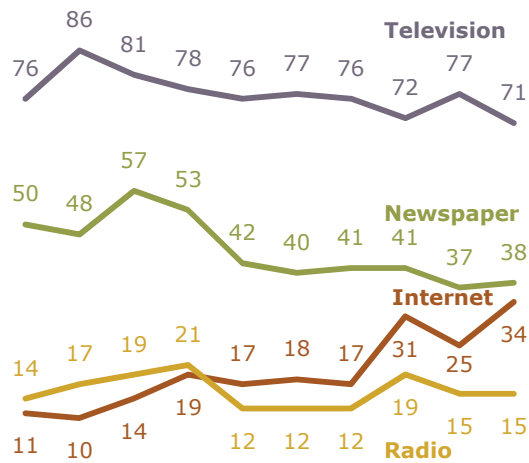
2001 '02 '03 '04 '05 '06 '07 '08 '09 2010

30-49 Year-Olds



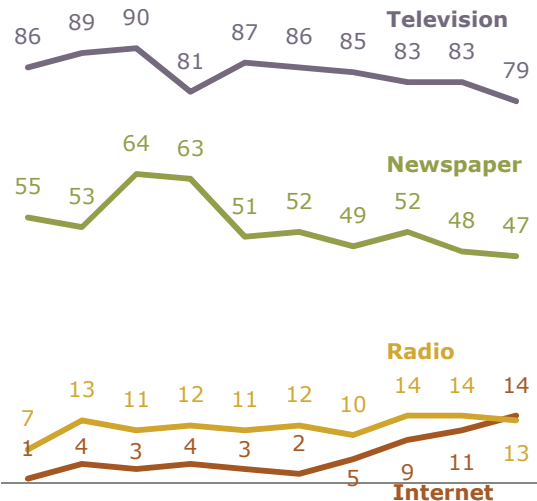
2001 '02 '03 '04 '05 '06 '07 '08 '09 2010

50-64 Year-Olds



2001 '02 '03 '04 '05 '06 '07 '08 '09 2010

65 Years Old and Over



2001 '02 '03 '04 '05 '06 '07 '08 '09 2010

PEW RESEARCH CENTER Dec 1-5, 2010. Figures add to more than 100% because respondents could volunteer up to two main sources.

The internet also has grown as a news source for people ages 50 to 64; currently 34% say the internet is their main source of national and international news, nearly equal to the number who cite newspapers (38%), though still far below television (71%). There has been relatively little change in the how people age 65 and older get their news. The internet has risen to 14% from 5% in 2007, but is still far behind newspapers (47%) and television (79%) as a main source.

The decline in the share of Americans who cite television as their main source of national and international news crosses all age groups. Over the past three years, the number saying TV is their main source has fallen 16 points among 18-29 year-olds, eight points among those 30 to 49, and six points among those age 50 and older.

### TV News Still Dominates Among Less Educated

College graduates are about as likely to get most of their national and international news from the internet (51%) as television (54%). Those with some college are just as likely as college grads to cite the internet as their main source (51%), while 63% cite television. By contrast, just 29% of those with no more than a high school education cite the internet while more than twice as many (75%) cite television.

Similarly, those with household incomes of \$75,000 or more are about as likely to get most of their news on the internet (54%) as from television (57%). People with household incomes under \$30,000 are far more likely to cite television (72%) than the internet (34%).

There also are different patterns of news consumption across regions of the country. Notably, people living in the West are the most likely to cite the internet as their main

### Internet Now Rivals TV as Main News Source for College Grads

	Tele- vision %	Inter- net %	News- paper %	Radio %	Maga- zines %
Total	66	41	31	16	3
Men	61	43	29	17	3
Women	70	39	33	15	3
Men 18-49	55	56	21	19	3
Women 18-49	62	53	23	16	3
Men 50+	69	28	39	14	3
Women 50+	78	24	45	14	3
White	64	41	32	18	3
Black	86	35	30	9	3
Hispanic	66	45	28	12	3
College grad+	54	51	35	20	5
Some college	63	51	30	15	2
HS or less	75	29	29	14	2
\$75k or more	57	54	29	22	4
\$30k-\$74,999	67	42	29	17	3
Less than \$30k	72	34	33	12	2
Northeast	63	40	38	15	5
Midwest	73	38	30	17	2
South	68	41	29	13	3
West	55	47	30	20	2
Republican	67	38	29	18	3
Democrat	69	43	32	12	5
Independent	63	43	33	18	2

PEW RESEARCH CENTER Dec 1-5, 2010. Figures read across and add to more than 100% because respondents could volunteer up to two main sources. Whites and blacks include only those who are not Hispanic; Hispanics are of any race.

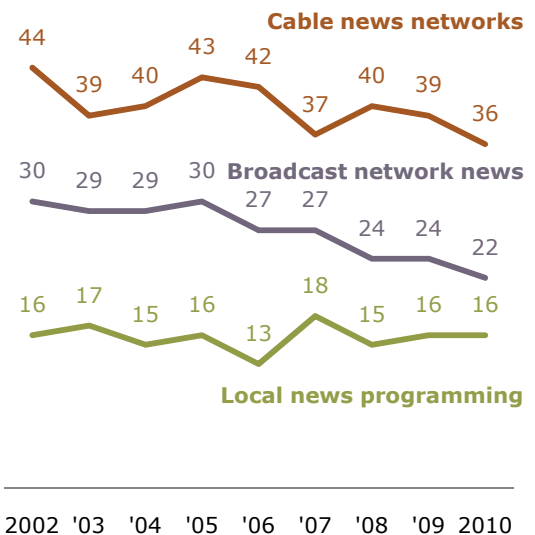
source of national and international news (47% vs. 40% in other parts of the country), and the least likely to cite television (55% vs. 68% elsewhere).

## Both Cable News and Broadcast News See Declines

Reflecting the slow decline in the proportion of people getting most of their national and international news from television, the numbers specifically citing cable news outlets or broadcast networks as their main news source has fallen. When asked where on television they get most of their news, 36% name a cable network such as CNN, the Fox News Channel or MSNBC; 22% name ABC News, CBS News or NBC News; and 16% say they get most of their national and international news from local news programming.

Compared with five years ago, the share citing a cable network as their main source is down seven points (from 43% to 36%), and the share citing a broadcast network is down eight points (from 30% to 22%). The local news figure has remained relatively constant over this period.

### On Television, Do You Get Most of Your News About National and International Issues From...?



PEW RESEARCH CENTER Dec 1-5, 2010. Figures add to more than the percent citing television overall because respondents could volunteer multiple TV news sources.

## About the Survey

The analysis in this report is based on telephone interviews conducted December 1-5, 2010 among a national sample of 1,500 adults 18 years of age or older living in the continental United States (1,000 respondents were interviewed on a landline telephone, and 500 were interviewed on a cell phone, including 201 who had no landline telephone). Interviewing was conducted under the direction of Princeton Survey Research Associates International. Both the landline and cell phone samples were provided by Survey Sampling International. Interviews were conducted in English. For detailed information about our survey methodology, see: <http://people-press.org/methodology/>

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race/ethnicity, region, and population density to parameters from the March 2009 Census Bureau's Current Population Survey. The sample also is weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2009 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size within the landline sample. Sampling errors and statistical tests of significance take into account the effect of weighting. The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>Group</b>	<b>Sample Size</b>	<b>Plus or minus ...</b>
Total sample	1500	3.0 percentage points
Republican	415	6.0 percentage points
Democratic	481	5.5 percentage points
Independent	499	5.5 percentage points

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

## About the Pew Research Center for the People & the Press

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

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**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**DECEMBER 2010 POLITICAL SURVEY**  
**FINAL TOPLINE**  
**December 1-5, 2010**  
**N=1500**

**Q.1 THROUGH Q.3 PREVIOUSLY RELEASED**

**ASK ALL:**

Q.4 How do you get most of your news about national and international issues? From **[READ AND RANDOMIZE]**? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE ONCE FOR ADDITIONAL: "Anything Else?"]**

	Tele- vision	News- papers	Radio	Maga- zines	Internet	(VOL.) Other	(VOL.) DK/Ref
Dec 1-5, 2010	66	31	16	3	41	1	1
July 8-11, 2010	68	24	17	3	41	2	1
Dec 9-13, 2009	70	32	17	3	35	1	1
July 22-26, 2009	71	33	21	3	42	1	1
December, 2008	70	35	18	5	40	2	1
September, 2007	74	34	13	2	24	2	1
Late September, 2006	74	37	16	4	21	3	1
August, 2006	72	36	14	4	24	2	1
November, 2005	73	36	16	2	20	2	*
<b>Early Sept, 2005<sup>1</sup> (Hurricane Katrina)</b>	<b>89</b>	<b>35</b>	<b>17</b>	<b>*</b>	<b>21</b>	<b>3</b>	<b>*</b>
June, 2005	74	44	22	5	24	2	1
December, 2004	74	46	21	4	24	2	3
October, 2003	80	50	18	4	20	2	1
August, 2003	79	46	15	3	18	2	1
Early July, 2003	79	45	16	5	19	1	*
<b>March, 2003 (War in Iraq)</b>	<b>89</b>	<b>24</b>	<b>19</b>	<b>*</b>	<b>11</b>	<b>2</b>	<b>*</b>
February, 2003	83	42	19	4	15	3	*
January, 2003	81	44	22	4	17	2	1
January, 2002	82	42	21	3	14	2	*
<b>Mid-September, 2001 (Terror Attacks)</b>	<b>90</b>	<b>11</b>	<b>14</b>	<b>*</b>	<b>5</b>	<b>1</b>	<b>1</b>
Early September, 2001	74	45	18	6	13	1	*
February, 2001	76	40	16	4	10	2	1
October, 1999	80	48	19	5	11	2	*
January, 1999	82	42	18	4	6	2	*
January, 1996	88	61	25	8	--	2	*
September, 1995	82	63	20	10	--	1	1
January, 1994	83	51	15	10	--	5	1
September, 1993	83	60	17	9	--	3	*
January, 1993	83	52	17	5	--	1	1
<b>Early January, 1991 (Persian Gulf)</b>	<b>82</b>	<b>40</b>	<b>15</b>	<b>4</b>	<b>--</b>	<b>1</b>	<b>*</b>

*Figures add to more than 100% because of multiple responses.*

<sup>1</sup> In Early September 2005, the question was worded "news about the impact of Hurricane Katrina." In March 2003, the question was worded "news about the war in Iraq," and in Mid-September 2001, the question was worded "news about the terrorist attacks." In September 1995, question wording did not include "international." In Early January 1991 the question asked about "the latest developments in the Persian Gulf."



**IF '1' TELEVISION AS EITHER 1ST OR 2ND RESPONSE IN Q.4 ASK:**

Q.5 On television, do you get most of your news about national and international issues from [READ, RANDOMIZE ITEMS 2 THRU 4 AND 5 THRU 7 SEPARATELY, AND RANDOMIZE SETS OF ITEMS (LOCAL; NETWORK; CABLE). ACCEPT MULTIPLE ANSWERS BUT DO NOT PROBE FOR ADDITIONAL]

**BASED ON TOTAL:**

	<u>Local</u>	<u>ABC</u>	<u>CBS</u>	<u>NBC</u>	<u>CNN</u>	<u>MSNBC</u>	<u>Channel</u>	<u>Other</u>	<u>DK/Ref</u>	<i>TV not a main source</i>
Dec 1-5, 2010	16	10	7	9	16	7	16	3	2	(34)
July 8-11, 2010	17	9	8	8	17	5	19	4	2	(32)
Dec 9-13, 2009	16	12	8	10	19	6	19	3	2	(30)
July 22-26, 2009	18	11	10	13	22	6	19	3	1	(29)
December, 2008	15	12	9	10	23	8	17	4	2	(30)
September, 2007	18	11	8	13	22	7	16	3	2	(26)
August, 2006	13	10	9	12	24	6	20	6	1	(28)
November, 2005	16	14	12	15	24	8	22	5	3	(27)
<b>Early Sept, 2005<sup>2</sup></b> <b>(Hurricane Katrina)</b>	<b>19</b>	<b>14</b>	<b>8</b>	<b>12</b>	<b>31</b>	<b>9</b>	<b>22</b>	<b>3</b>	<b>3</b>	<b>(11)</b>
June, 2005	13	12	9	12	18	5	16	2	4	(26)
December, 2004	15	11	9	14	20	6	19	3	3	(26)
October, 2003	17	12	8	13	20	6	17	--	4	(20)
August, 2003	17	12	10	15	26	7	18	3	4	(21)
Early July, 2003	17	12	11	14	27	9	22	3	3	(21)
January, 2002	16	11	11	15	28	8	16	4	2	(18)

*Figures add to more than 100% because of multiple responses.*

**NO QUESTIONS 6-8****Q.9 THROUGH TEAPARTY PREVIOUSLY RELEASED**

<sup>2</sup> In early September 2005, the question was worded: "Have you been getting most of your news about the disaster from ..."