

Onramps to the internet and news consumption

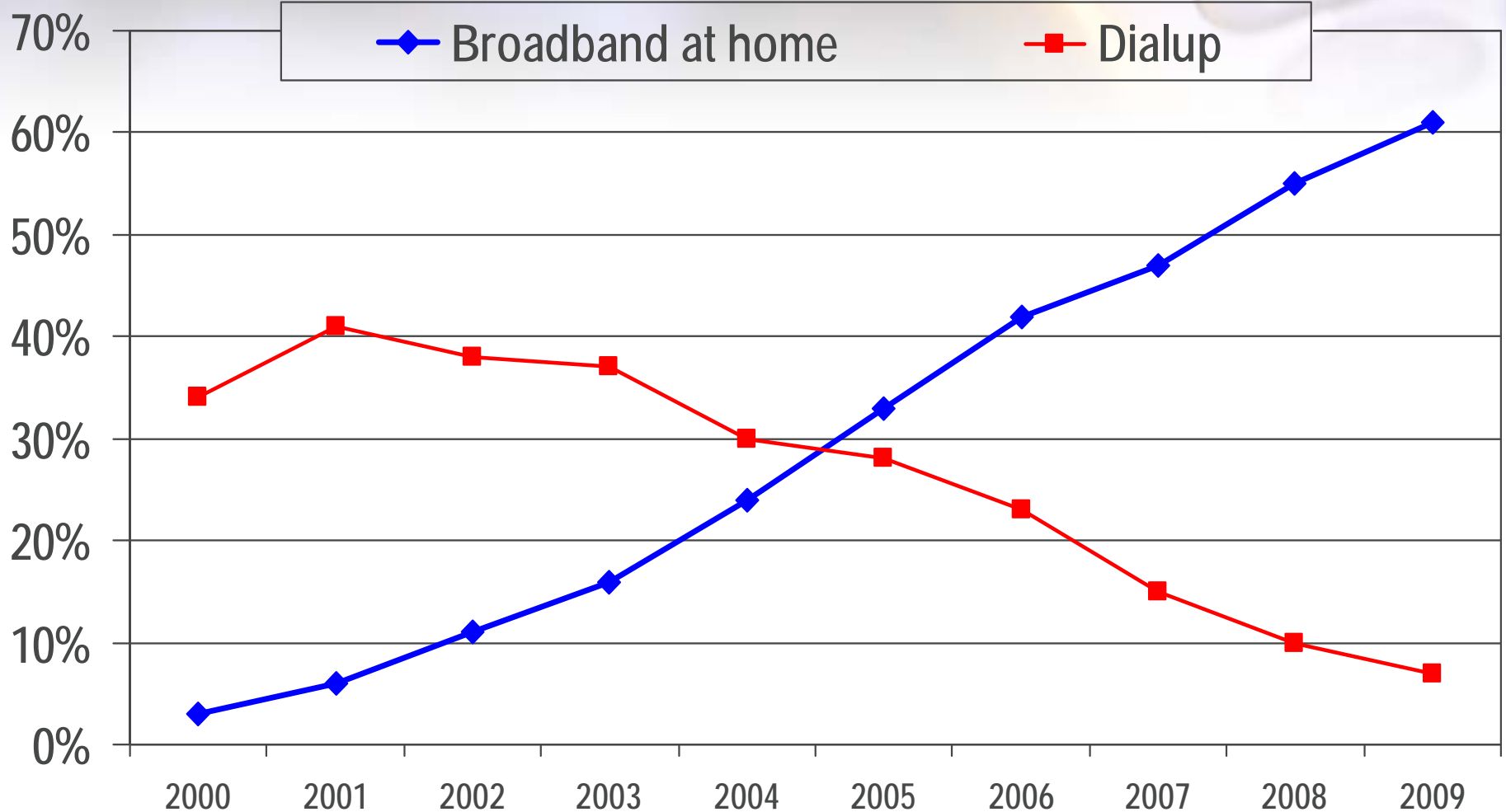
John B. Horrigan, PhD

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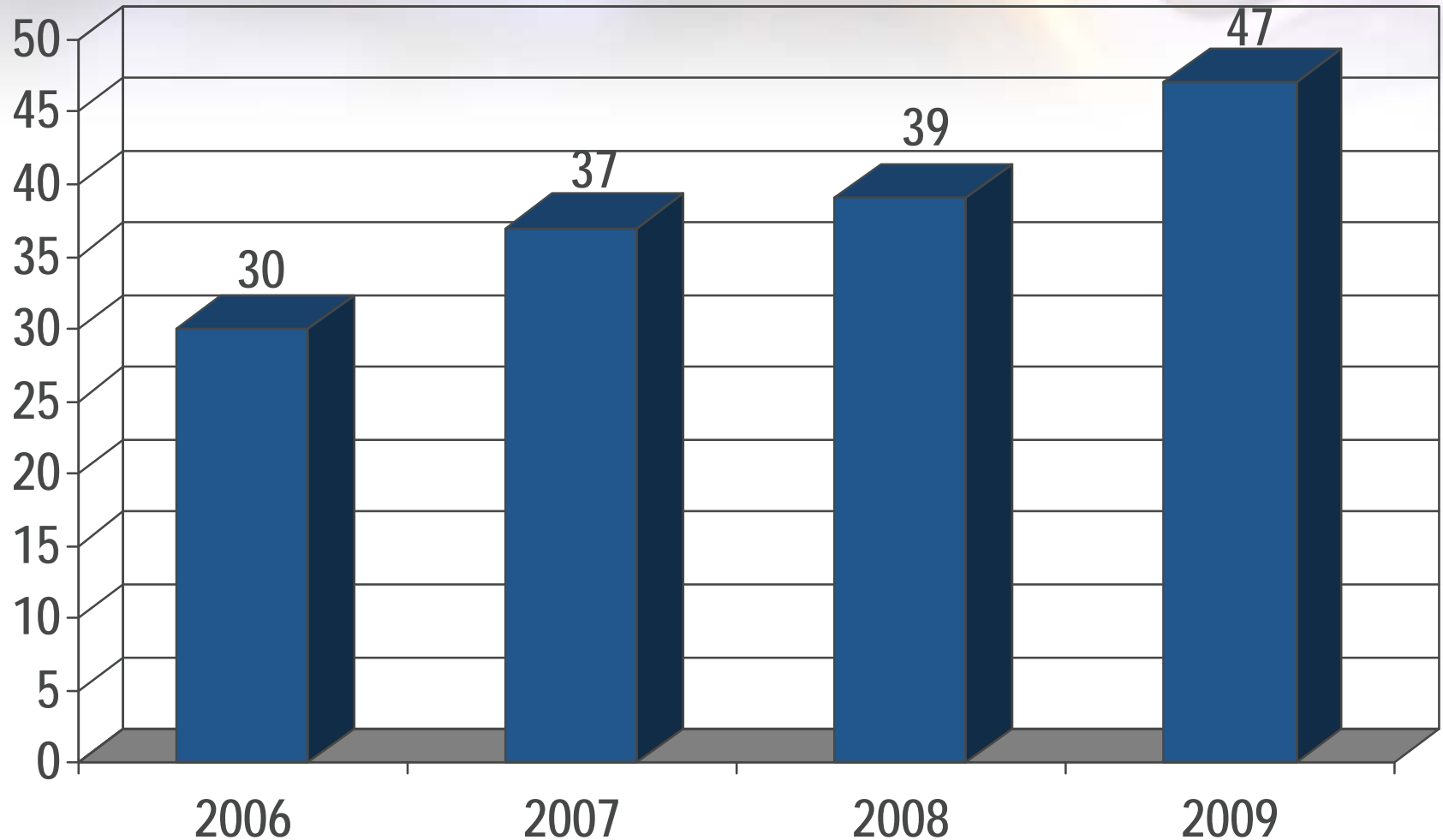
Structure of Talk

- On ramps: Who has what for getting online
- Trends & Patterns in news consumption
- Implications

Onramps: broadband at home



Onramps: % of adults with laptops



Among laptop users

- 80% connect using Wifi
- 37% connect using wireless broadband (e.g., AirCard)
- 31% use both ways to connect wirelessly

Mobile internet access

- When asked if they use cell, Blackberry, or other device to access the internet:
 - 18% of adults had done this in late 2007
 - 27% of adults had done this in early 2009

- ❖ 85% of adults have cell phone

Frequency of mobile access

- Among those who access the internet on handheld:
 - 24% do this several times a day
- Where they use it:
 - 22% do so mostly at home
 - 10% mostly at work
 - 41% someplace other than home or work
 - 16% some combination of home/work/elsewhere

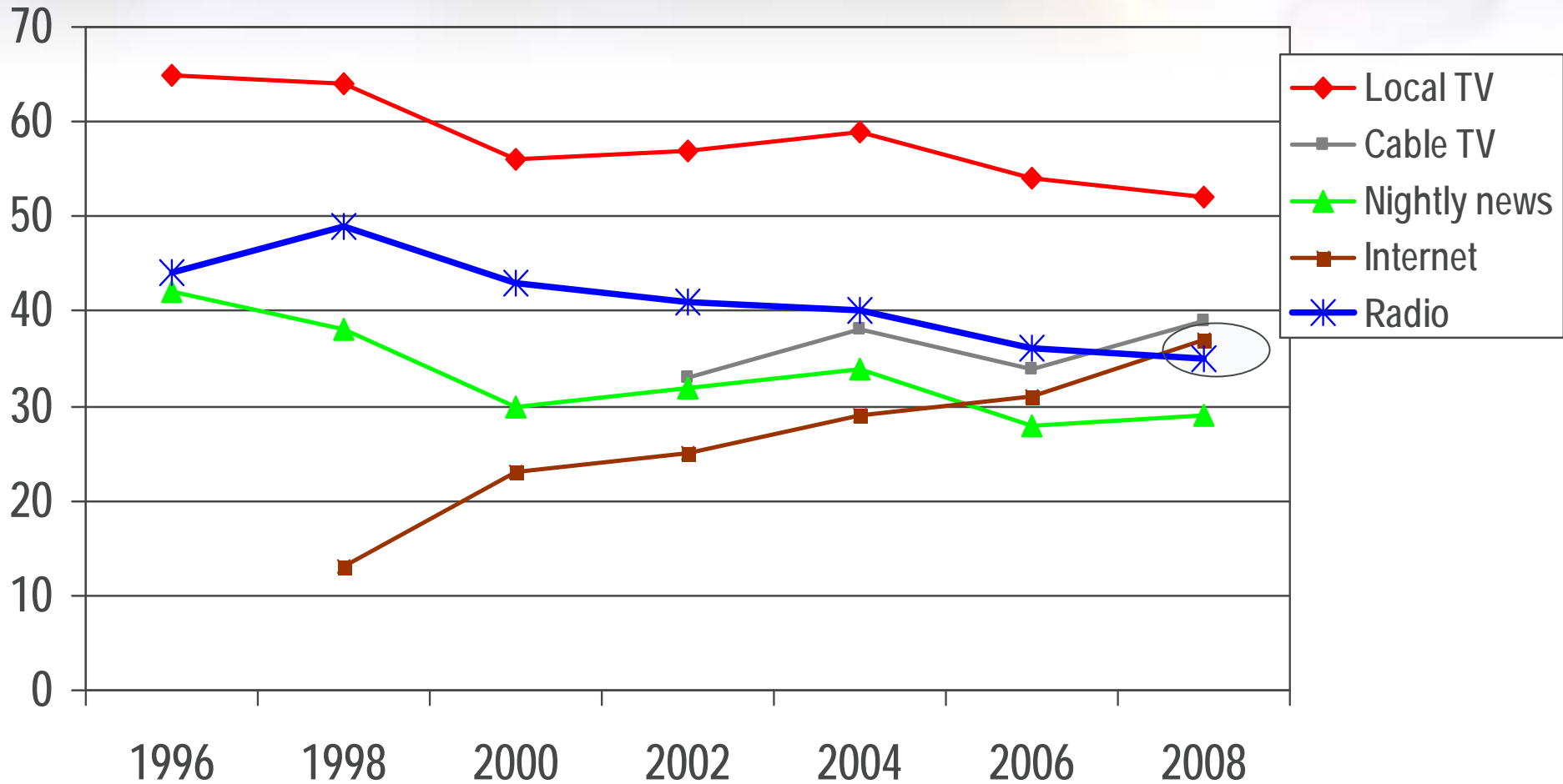
Overall . . .

- 70% of adults have either broadband at home, laptop with wireless access, OR use the internet on mobile device.
 - 45% have access to at least two of these access means.
 - 17% of adults have all THREE of these means of access.
- Among those who access wirelessly (i.e., with a laptop or a cell/smart phone):
 - 86% have broadband at home

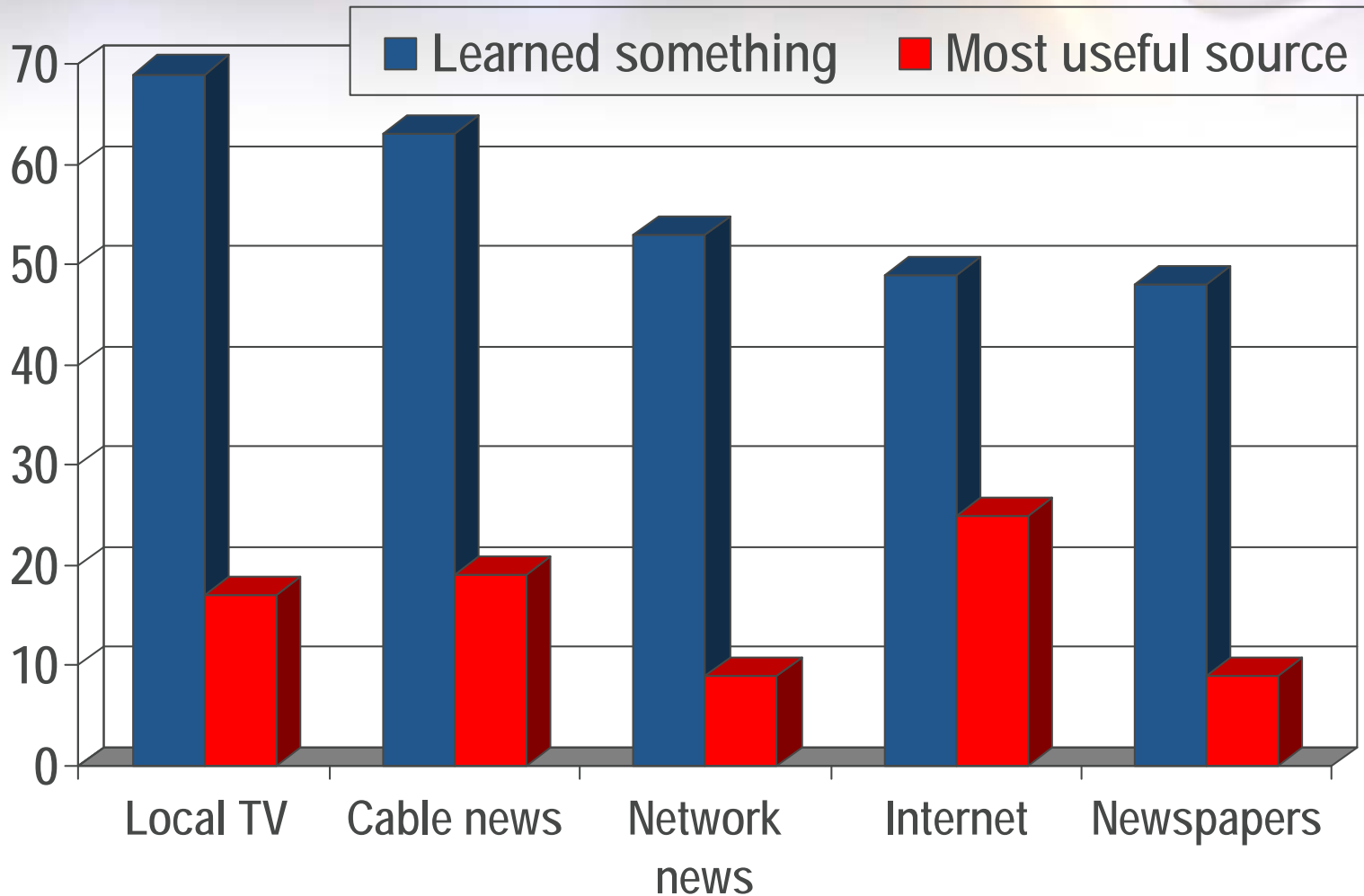
The Mobile Difference is huge

- 39% of adult population is “motivated by mobility”
 - Have positive & improving attitudes about mobile-enabled information access & social availability
 - This widens & deepens people’s relationship to online information
- Key demographic for “motivated by mobility” users:
 - Young
 - Ethnically diverse – disproportionately Hispanic & African American

Trends in news consumption

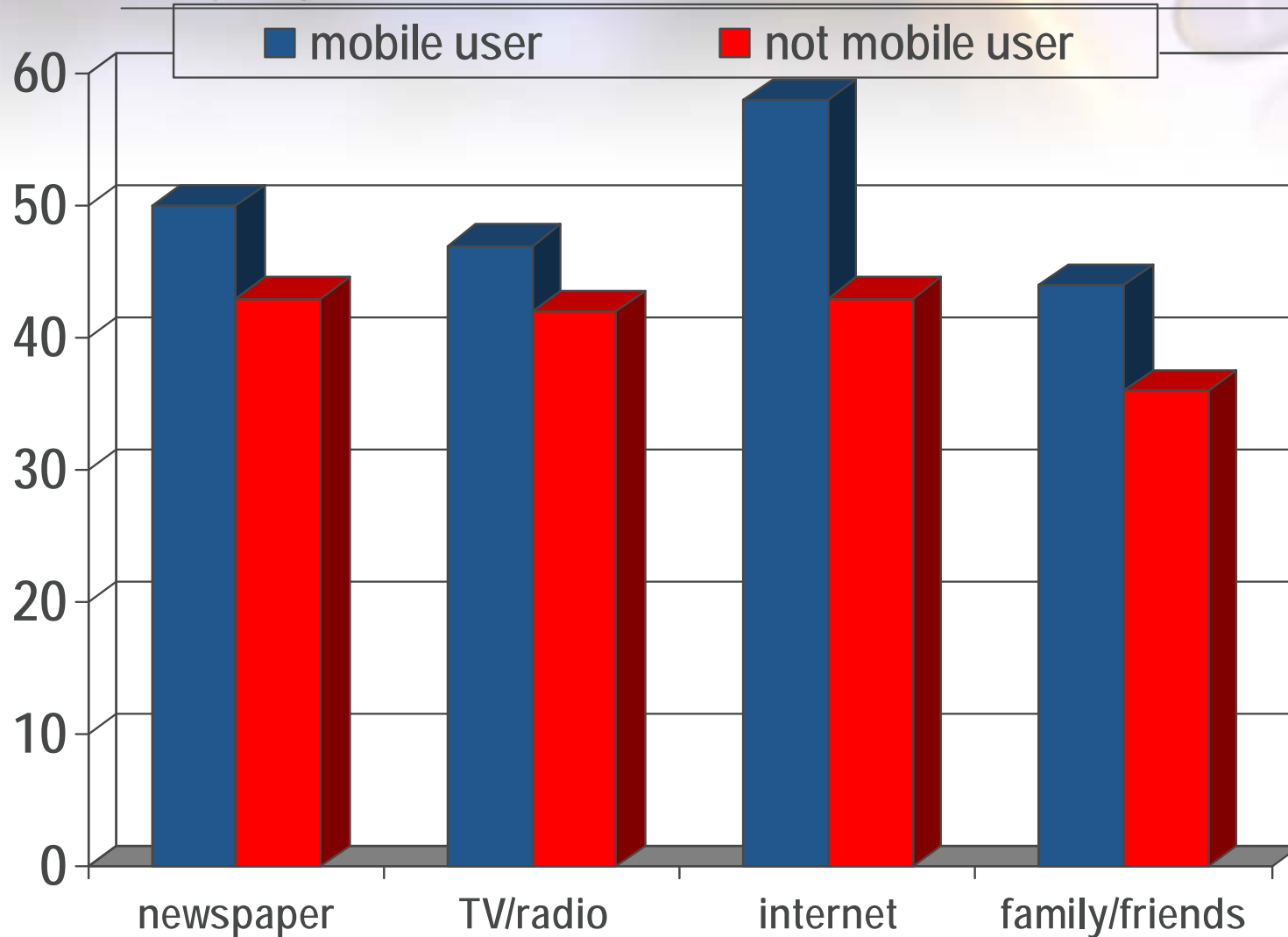


News sources: swine flu



Mobile Difference – recession's impact

(% of online adults using different tools about recession's impact on them, comparing those who access internet with mobile devices to those who don't)



Range of sources online: Politics 2008

- Among three-quarters of online users who got campaign news online:
 - 64% went to network TV websites (e.g., cnn.com)
 - 54% went to portals such as Google or Yahoo
 - 43% went to sites of local news organizations
 - 34% went to sites of major national papers
 - 26% visited blogs
 - 24% went to issue oriented websites
 - 21% went to sites of radio news organizations
 - 19% went to news satire sites (Onion, Daily Show)
 - 12% visited “alternative” sites (e.g., newsmax or alternet)
- 60% of campaign news users visited 4 or more sources
 - 35% visited 6 or more sources

Range of sources & point of view of news source

When you get political news online, would you say most of the sites you visit:	Low [1-2] (40%)	Medium [3-5] (40%)	High [6-11] (20%)
Sites that share my point of view	27%	39%	54%
Don't have a point of view	28	25	12
Challenge my point of view	23	22	27
Don't know/refused	22	14	7

Conclusions

- Mobile access associated with wide range of news sources:
 - Handheld as nudge to explore variety of online & offline sources
- Mobile difference helps drive highly differentiated news demand
- Diverse demographic profile of mobile users suggests potential for rich innovative environment