

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

## More Young People Cite Internet than TV

January 4, 2011

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 age 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 ages 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.

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 ages 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 ages 30 to 49, and six points among those ages 50 and older.

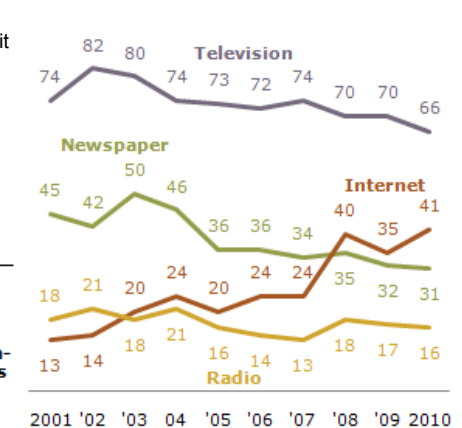
### TV News Still Dominates Among Less Educated

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 education 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 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%)

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.

Internet Now Rivals TV as Main News Source for College Grads

	Television	Internet	Newspaper	Radio	Magazines
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.

elsewhere).

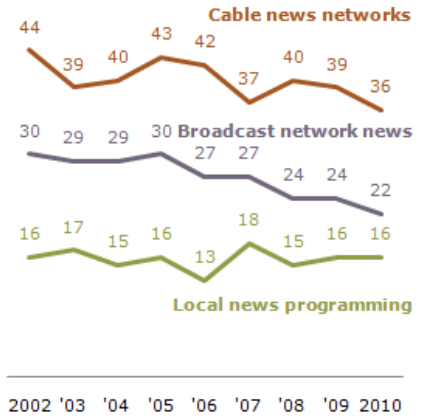
**Both Cable News and Broadcast News See Declines**

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.

View [the topline](#) and [survey methodology](#) at [people-press.org](#).

**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.