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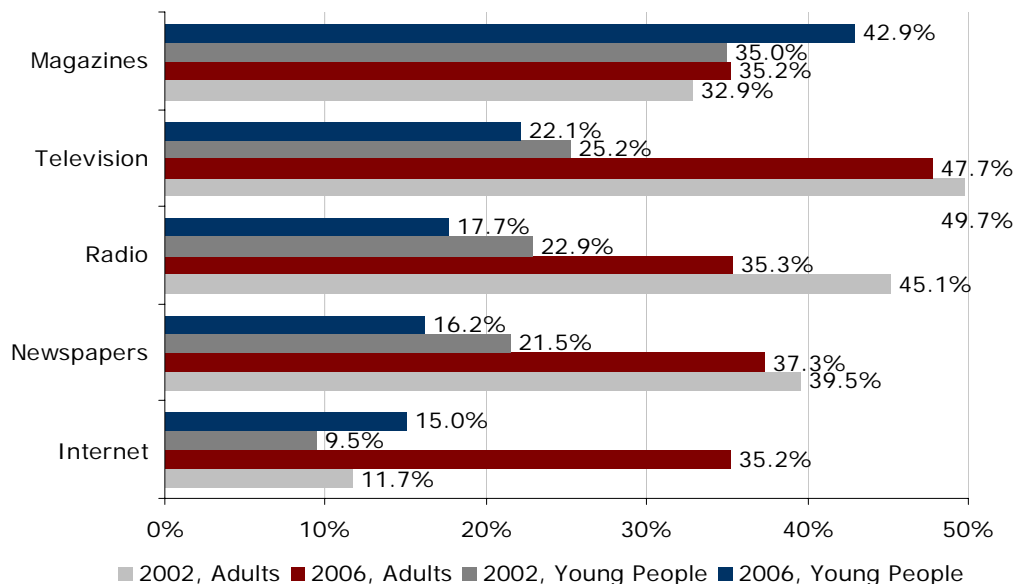
Media Use Among Young People in 2006

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As media technology changes, and new venues are available for news, where young people and adults go to obtain news continues to change. Over the last 30 years, newspapers as the main source of news has fallen, and television news has become more important as a major source of news for all age groups. Furthermore, while the Internet is an important source and more popular source for news and information, it still has not become the main source of information for any age group.

This fact sheet is an expanded update of Michael Olander's 2003 "Media Use Among Young People,"² but uses new data from CIRCLE's 2006 Civic and Political Health of the Nation Survey (CPHS)³ and the General Social Survey (GSS)⁴. The first section of this fact sheet describes the basic pattern of media use among young people and adults in

≡ **Figure 1: Everyday Media Use**



Source: Author's tabulations from the Civic and Political Health of the Nation Survey (CIRCLE), 2002 and 2006
Note: Respondents were coded as "everyday" for magazines if they reported reading a magazine at least once a week.

2006 and 2002. The second section explores the demographics of young media users by medium. The third section compares the media use distribution by the number of days of the week used between young people and adults.

Patterns of Media Use for News in 2006 and 2002

In 2006, young people (and adults) are demonstrating a preference for everyday news and information consumption from magazines (42.9 percent). Following behind magazines are television news (22.1 percent), radio (17.7 percent), newspapers (16.2 percent), and Internet (15.0 percent). This is a departure from the lack of a preferred news and information medium in 2002.

Media Use Demographics

The demographic characteristics of media users by media source are surprisingly different. Table 1 shows the demographics of young people, age 15 to 25, by media daily usage.

First, newspaper, magazine, television news, and radio news users are more likely to be male than consumers who use the Internet as a source of news on a daily basis. This difference in the gender characteristics of media users is especially pronounced among daily newspaper readers (54% male and 46% female) and daily Internet users (53% male and 47% female).

Table 1 – Demographics of Young People, Ages 15 to 25, by Daily Media Use in 2006⁵

	Newspaper	Magazine	Television	Radio	Internet
Sex					
Female	46.0%	45.8%	47.9%	49.3%	53.0%
Male	54.0%	54.2%	52.1%	50.7%	47.0%
Race/Ethnicity					
White	69.9%	57.8%	56.2%	67.3%	59.4%
Black	14.3%	14.1%	15.0%	13.8%	18.9%
Latino	12.1%	14.9%	24.7%	15.9%	11.5%
Asian	3.7%	6.0%	4.2%	3.0%	10.3%
Nativity Status					
Foreign-born to Foreign-born	3.8%	9.4%	17.8%	9.1%	10.4%
U.S.-born to Foreign-born	10.8%	12.2%	12.0%	8.0%	14.0%
U.S.-born to U.S.-born	85.5%	73.2%	70.3%	82.9%	75.6%
Educational Attainment					
Less than High School	33.4%	45.6%	42.1%	38.8%	27.3%
High School	24.2%	21.6%	21.6%	24.1%	16.5%
Some college	30.9%	24.2%	29.5%	29.0%	37.9%
Bachelor's or higher	11.6%	8.6%	6.7%	8.1%	18.3%
Student Status					
Current High School Student	29.5%	39.5%	26.6%	31.0%	28.2%
Current College Student	16.4%	24.6%	18.4%	19.4%	30.5%
Not Enrolled in School	48.4%	35.6%	50.8%	46.2%	33.4%

Source: Author's tabulations from the 2006 Civic and Political Health of the Nation Survey (CIRCLE).

Those who watch television news daily are more likely to be Latino, foreign-born, with less than a high school education, and not enrolled in school compared to other media users. Similar patterns are evident for those who use magazines as a daily source for news.

Those who use the Internet daily are more likely to be Asian American, have some college experience, or be currently enrolled in college than those who use other sources of news daily.

Magazines and Television Dominate

Regardless of age, people prefer to get their news from magazines rather than any other source on a regular basis. News magazines consumption need not be as frequent as other forms of news consumption. Magazines may be popular among all ages because magazine circulations are usually weekly and sometimes monthly, allowing readers to consume news at their

leisure. Figure 2 shows the usage of news magazines. 42.9 percent of young people read news magazines at least once a week compared to only 35.2 percent of adults. News magazine readership has increased from 2002—young people in 2006 are nearly 8 percentage points more likely to read the news on a regular basis than in 2002. To a lesser degree, adults also increased their news magazine consumption.

Television is the leader among daily media use.

See Figure 3. 22.1 percent of young people watch television news everyday, while 79.4 percent watch at least once a week. Adults are more than twice as likely to watch the

Figure 2: News & Information: News Magazines

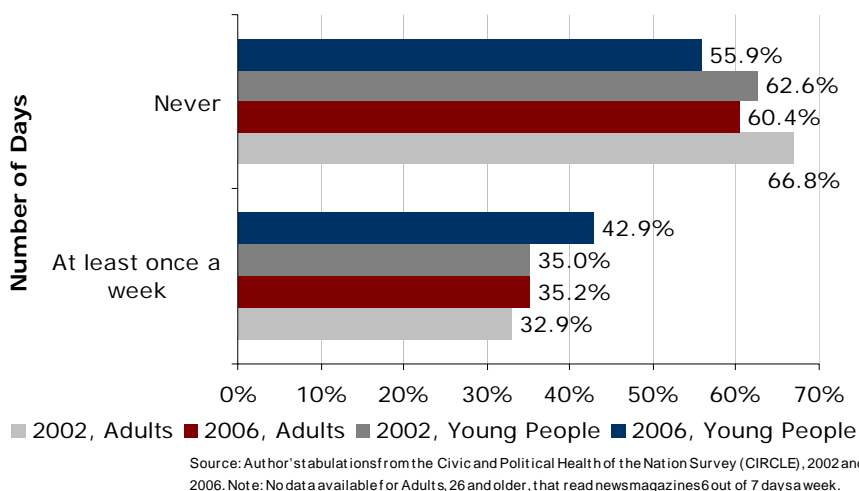
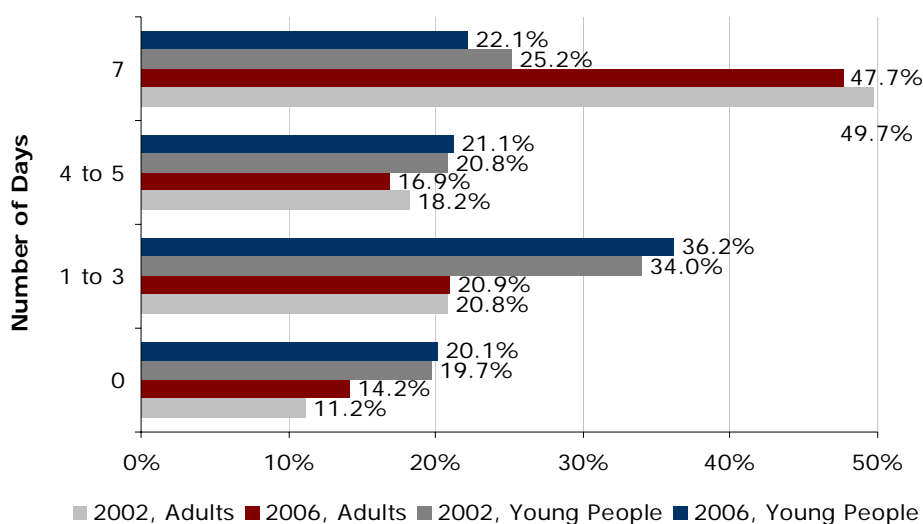


Figure 3: News & Information: Television News

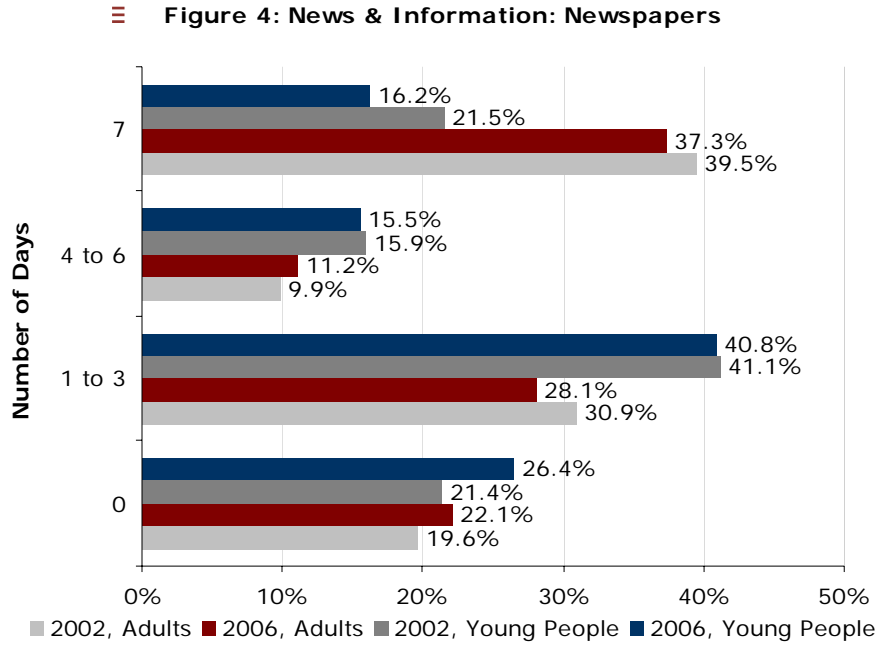


news everyday (47.7 percent) than young people. Among all ages, everyday television news consumption is down from 2002.

Print News Continues to Lag in Popularity

Among young people, radio is a more popular source of news than print news. Yet, print news is more popular than Internet news. Figures 4 – 7 show the usage of radio, newspaper, Internet, and magazines.

Figure 4 shows that 16.2 percent of young people read the newspaper seven days a week; adults reported a proportion twice as high. Nearly one-quarter of young people read the newspaper at least five days a week.

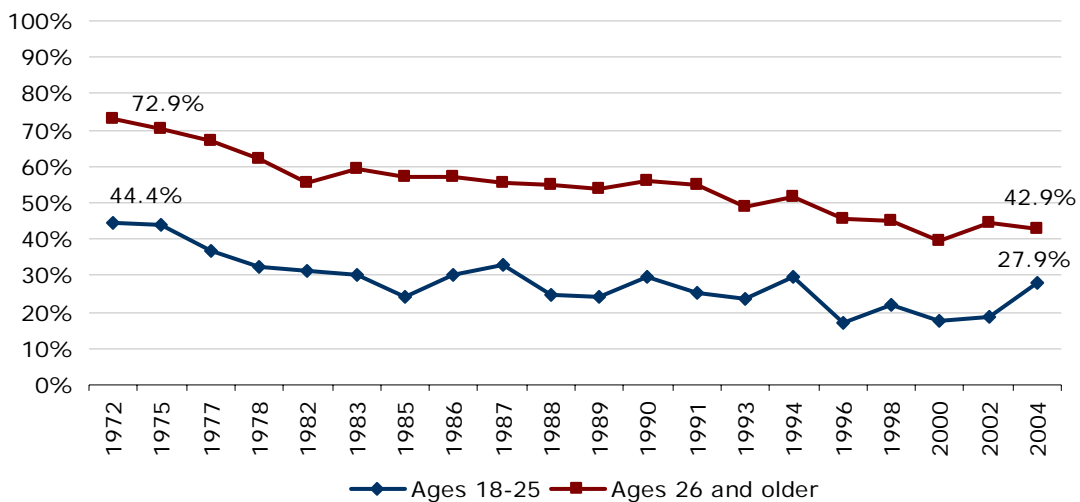


Source: Author's tabulations from the Civic and Political Health of the Nation Survey (CIRCLE). 2002 and 2006

Figure 5 uses longitudinal data from the GSS from 1972 to 2004. The trend

lines show everyday newspaper readership for young people, ages 18 to 25, and adults, 26 and older. Overall, everyday newspaper readership has been declining since 1972, for both adults and young people. Recently, the GSS has recorded a surge in readership among young people from 2002 to 2004. While a gap in readership still remains, Figure

Figure 5: Everyday Newspaper Readership by Age (GSS)



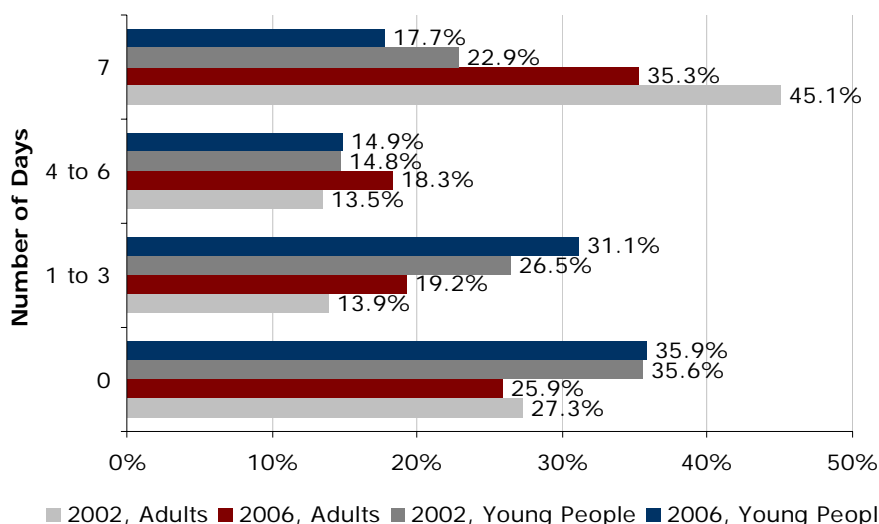
Source: Author's tabulations from the General Social Survey (GSS), 1972-2004.

5 shows that the gap has narrowed from 28.5 percentage points in 1972 to 15.0 percentage points in 2004—a narrowing of 13.5 percentage points. We do not capture the surge in everyday newspaper readership from 2002 to 2006. Our survey finds that young people are less likely to read the newspaper everyday in 2006 than in 2002 (16.2 and 21.5 percent, respectively), a 5.3 percentage point drop.

As Figure 6 shows, adults are about twice as likely to listen to radio news seven days a week than young people (35.3 to 17.7 percent). Overall, adults are more likely to listen to any radio news compared to their younger counterparts and everyday radio news consumption is down from 2002, regardless of age.

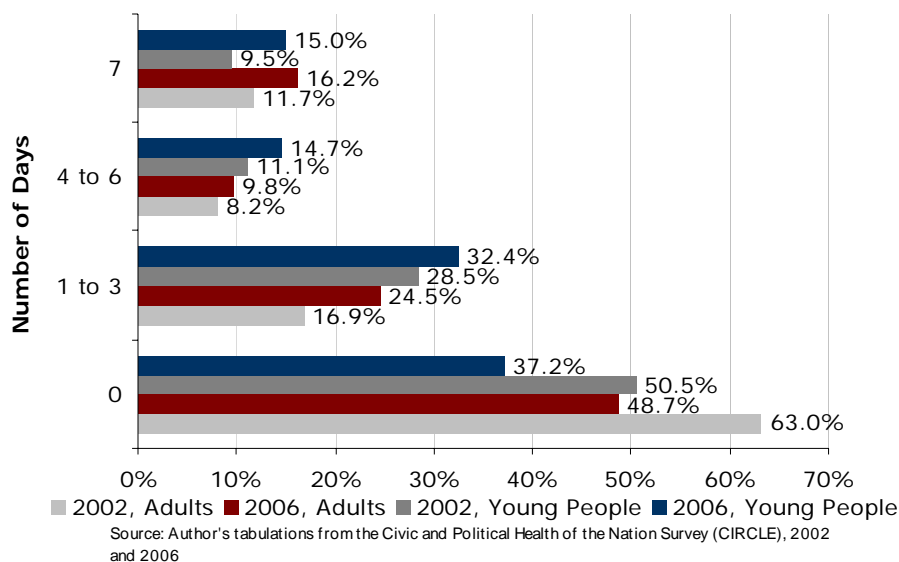
Despite the growing online community and culture, Internet use brings up the rear end of news and information mediums. Along with magazines, Internet news consumption is the only news medium where adults do not dramatically outdo young people. Figure 7 shows Internet usage rates among young people and adults. There is only a 1.2 percentage point gap between adults and young people in daily Internet use for news (16.2 to 15.0 percent). Adults are more likely than young people to never use the Internet as a source of news. Since 2002, internet use for all ages has increased.

Figure 6: News & Information: Radio News



Source: Author's tabulations from the Civic and Political Health of the Nation Survey (CIRCLE), 2002 and 2006

Figure 7: News & Information: Internet News



Source: Author's tabulations from the Civic and Political Health of the Nation Survey (CIRCLE), 2002 and 2006

Trends in Media Use of 8th, 10th, and 12th Graders from Monitoring the Future

Figure 8 shows the trend in new sources among 8th graders. Overall, the trend line is downward sloping for television, radio, magazines, and newspapers. 8th graders are least likely to get their news from the newspaper and most likely to watch television to get their news.

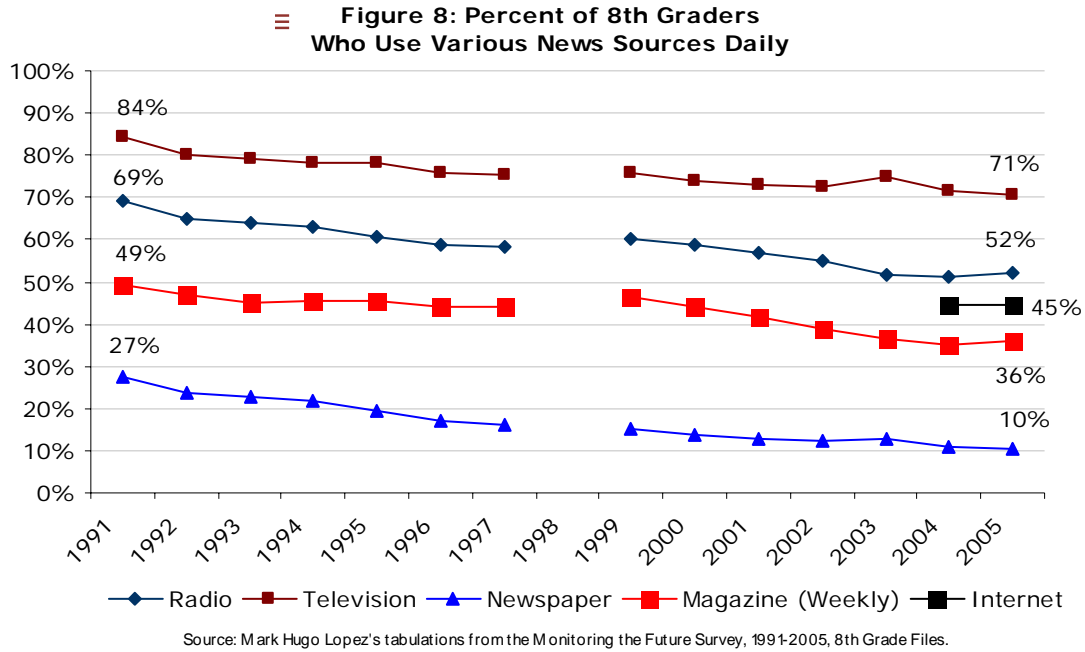
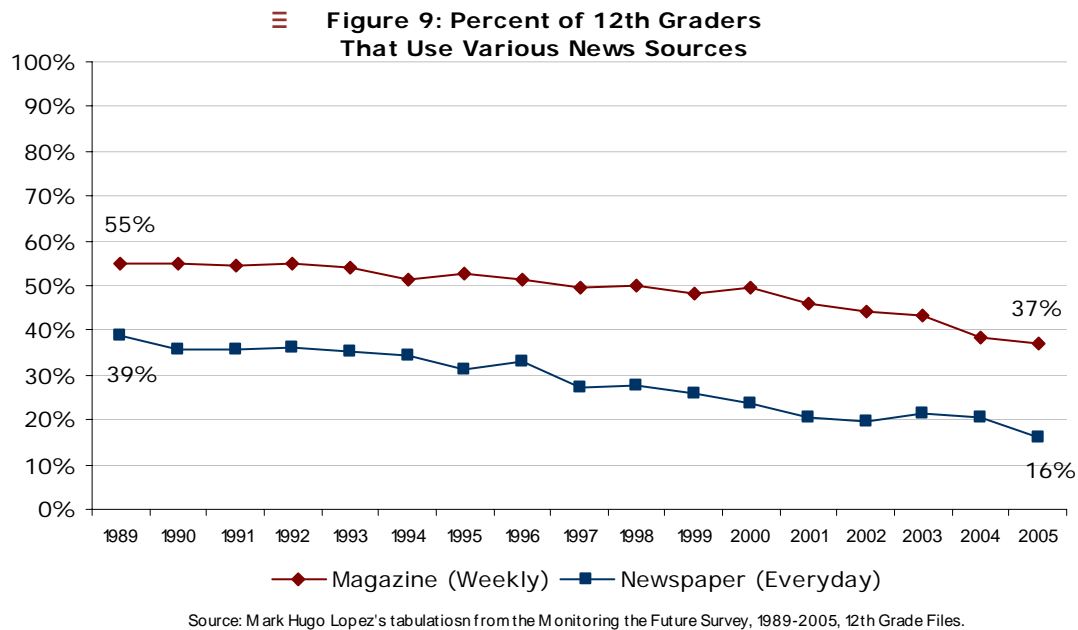


Figure 9 shows a similar downward trend. 12th graders reported less and less use of magazines and newspapers as a source of news since 1989, but at a higher rate than 8th graders.



NOTES

¹ I thank Mark Hugo Lopez, Peter Levine, Abby Kiesa, and Emily Kirby for helpful comments on previous drafts of this fact sheet. A special thanks to Michael Olander—the author of the original fact sheet on this topic. All errors in fact or interpretation are my own.

² Michael Olander. "Media Use Among Young People." July 2003. Center for Information and Research on Civic Learning and Engagement. This fact sheet can be viewed in the archives section: http://www.civicyouth.org/research/products/fact_sheets.htm

³ Center for Information and Research on Civic Learning and Engagement. *Civic and Political Health of the Nation Survey*. 2006. www.civicyouth.org
The survey was conducted from April 27 to June 11, 2006 by telephone and online survey and released on October 3. The survey provides nationally representative samples of young people and adults. Overall, 1,700 young people ages 15 to 25 were surveyed along with 550 adults ages 26 and older. The survey includes over-samples of young Latinos, African-Americans, and Asian-Americans. The questionnaire for this survey largely replicates one designed by Scott Keeter, Cliff Zukin, Molly Andolina, and Krista Jenkins fielded in 2002.

⁴ General Social Survey (GSS) data is made available by the Computer-assisted Survey Methods Program (CSM) at the University of California, Berkeley. It can be accessed at <http://sda.berkeley.edu/>

⁵ Respondents that reported reading a magazine at least once a week were coded as "everyday" magazine users.