

Los Angeles Times / Bloomberg

Jon Stewart? No Way. Teens Stay Caught Up By Watching Local News *A Look Inside The Entertainment Life Of 12-24 Year Olds*

This is the first annual Los Angeles Times/Bloomberg survey of pop culture and entertainment in the United States. The survey focuses on teenagers between the ages of 12 and 17 and young adults between the ages of 18 and 24, a group that is very important to the entertainment industry. The industry is busy working out ways to target and keep this audience. Do they release music for downloading and CD sales at the same time? Do they release movies to DVD and for downloading when they are first being screened in theaters? Is piracy affecting their profit margins and is there a way to financially tap into file sharing networks? The survey takes a look at this group of young people who are driving an industry to innovate, shape and adapt.

This is the fourth of four poll releases, a look at way teens and young adults stay informed, watch their shows, and interact with various media. Poll stories and this release can be found at: www.latimes.com/timespoll.

Where do you get current events

It's been said that teenagers and young adults get their information about current events from unconventional news shows or blogs or the internet. The poll wanted to test this and actually find out where young Americans get their news. The question was: "Where are you getting your best information about current events these days?" (The respondents were allowed up to two replies.) It doesn't appear that most get the news in unconventional ways. Just 3% of teenagers and 6% of 18-24 year olds said they got their current events from The Daily Show with Jon Stewart, Talk Soup, teen news on Nickelodeon, or some such non-mainstream news show. Nearly two in five young adults get their news from local TV news, 22% said they talked with friends and family, 19% from network TV news, 17% from newspapers and 11% from the internet/blogs.

For teenagers, 32% said they got their news from friends and family, 28% from local TV news, 21% from the classroom, 16% from network TV news, 10% each from MTV and the Internet/blogs and 9% from newspapers.

Where are you getting most of your information about current events these days? (Top 7 replies)

	----12-14-----			-----15-17-----		
	ALL	BOYS	GIRLS	ALL	BOYS	GIRLS
Local TV news	27	25	29	30	29	31
Talking with family/ friends	35	33	37	29	30	27
School/classroom	25	24	26	18	18	18
Network TV news	16	14	18	15	15	15
MTV	12	12	12	8	7	10
Unconventional news	4	4	3	2	3	1
Blogs/Internet	7	4	9	13	15	11

	-----18-20-----			-----21-24-----		
	ALL	MEN	WOMEN	ALL	MEN	WOMEN
Local TV news	31	31	30	42	35	48
Talking with family/friends	25	20	31	20	18	23
School/classroom	3	2	5	2	3	1
Network TV news	19	18	20	18	17	20
MTV	10	11	8	2	1	4
Unconventional news	8	11	5	5	5	5
Blogs/Internet	12	14	9	11	12	10

Watching TV: Both age groups watch on average about 4 hours of television a day. More women 18-24 spend time watching TV (4.5 hrs) than men in that age group (3.33 hrs). Just 2% of teenagers and 7% of young adults do not watch television at all.

About a third of teenagers said they didn't have TiVo or any other recording devices, but those who did, a third are still watching the *same* number of TV shows at their scheduled times, while another 13% said they are watching *more* shows at their respective time. However, a fifth said they are recording shows and watching them on their own schedule. Nearly half of the young adults said they don't have any recording devices, but 23% are watching the *same* number of shows at their scheduled times, while 12% are watching *more*. While about a fifth are recording shows and watching them at their convenience.

Television influenced behavior: Younger girls' (12-14) behavior appear to be influenced more by what they see on TV, compared to the rest of the age groups, especially those who are the oldest (21-24 years old). Nearly three-fifths of the youngest group had their behavior influenced in some way, which included 36% who said it influenced the way they spoke, 32% said it influenced the music they listened to, 25% said it had an impact in the way they dressed and 22% said it also impacted the products they used. More than a third of 21-24 year olds said they were influenced in some way by TV shows.

Analysis by Susan H. Pinkus and Jill Darling Richardson

Results from the Los Angeles Times/Bloomberg
Entertainment Poll
 (of teenagers and young adults)
 June 23-July 03, 2006

Note: indicates less than 0.5%

Q12. Has a television show or network ever influenced your behavior in any of the following ways? (Multiple responses allowed)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Been influenced (net)	<u>53</u>	<u>51</u>	<u>65</u>	<u>42</u>	<u>56</u>	<u>39</u>	<u>40</u>	<u>52</u>	<u>38</u>	<u>34</u>
In the way I dress	22	14	34	16	23	13	5	25	12	14
In the way I talk, such as different words and phrases	30	31	40	25	26	19	24	22	19	13
What music I listen to	28	21	41	19	32	17	14	26	20	13
What social activities I take part in	8	9	10	7	6	9	11	6	9	9
What products I use	20	17	26	14	25	15	17	19	12	15
Some other way	3	4	1	2	4	2	2	2	3	1
TV has not influenced me in doing any of these things	<u>47</u>	<u>49</u>	<u>35</u>	<u>58</u>	<u>44</u>	<u>61</u>	<u>60</u>	<u>48</u>	<u>62</u>	<u>66</u>

Q13. Where are you getting your best information about current events these days, or don't you follow current events? (SELECT UP TO TWO REPLIES)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Local television news	28	30	25	29	31	38	31	30	35	48
Network television news (CBS,ABC,NBC)	16	14	18	15	15	19	18	20	17	20
Television talk shows (such as Oprah Winfrey,Rush Limbaugh,Larry King)	4	3	5	2	7	2	-	1	4	1
TV morning shows (such as Today,Good Morning America,CBS This Morning)	3	5	5	1	3	3	1	9	1	2
MTV	10	12	12	7	10	5	11	8	1	4
Cable news shows on stations such as CNN/FOX/MSNBC	6	2	4	9	8	8	9	4	10	9
C-Span	-	-	-	-	1	1	1	-	-	-
Internet/blogs	10	4	9	15	11	11	14	9	12	10
Public television, educational TV	2	1	-	3	2	1	-	-	3	-
Radio news, national public radio	5	4	3	4	8	3	2	6	3	2
Radio talk shows, call-in shows	7	5	11	6	6	7	8	1	11	7
Newspapers	9	8	7	13	8	17	19	12	20	15
Newsmagazines (Time, Newsweek, U.S. News, etc.)	2	5	1	-	1	2	2	2	2	1
Talking with friends and family	32	33	37	30	27	22	20	31	18	23
Unconventional news/ humor shows (John Stewart, Daily show, Talk soup, Bill Maher, Teen News, Colbert report, etc.)	3	4	3	3	1	6	11	5	5	5
School/classroom	21	24	26	18	18	2	2	5	3	1
Don't pay attention to current events	10	12	7	12	9	12	13	13	13	11
Other	2	1	3	2	3	2	2	5	-	2
No place/can't get good information	2	1	2	1	3	4	2	4	4	5

As you may know, entertainment is being offered on a variety of different kinds of screens and devices these days.(NEXT TWO QUESTIONS ARE ROTATED)

Q16. On which of the following devices would you want to watch a movie? (SELECT ALL THAT APPLY)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Computer	47	48	49	49	41	45	54	49	45	38
Cellphone	11	10	15	10	7	6	4	10	8	5
Video iPod or similar device	18	21	24	13	17	9	6	17	10	5
I would not want to watch a movie on any of the above screens	38	36	33	39	46	48	41	45	46	55

Q17. On which of the following devices would you want to watch a TV show? (SELECT ALL THAT APPLY)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Computer	42	36	47	47	38	40	47	41	42	33
Cellphone	14	13	20	12	13	9	7	12	10	9
Video iPod or similar device	17	17	23	12	14	7	9	9	7	3
I would not want to watch a TV show on any of the above screens	43	45	35	43	48	51	47	49	46	58

Q21. When you are watching television at home, do you usually prefer to focus on just the television show you're watching, or do you like to do other things at the same time?

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Focus on the television	41	47	36	46	34	42	54	37	45	34
Do other things at the same time	56	52	62	51	62	55	45	61	52	62
Don't watch television	3	1	2	3	4	3	1	2	3	4

(ASKED OF THOSE WHO DO OTHER THINGS AT THE SAME TIME AS WATCHING TV)

Q21A: Which of the following do you usually like to do while watching television? (SELECT ALL THAT APPLY)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Instant messaging	22	16	20	29	21	18	24	26	17	12
Going on the internet	32	33	29	35	32	29	31	32	30	26
Doing my homework	45	25	52	40	56	24	22	31	24	21
Sending or reading email	16	13	18	14	20	22	24	28	21	20
Text messaging	23	14	23	19	36	16	16	25	12	15
Listening to music	30	21	36	27	34	16	23	32	13	7
Talking on the phone	48	42	45	43	63	40	42	55	36	35
Playing a video game	17	33	12	21	5	8	15	1	21	1
Watching another TV show	8	4	12	4	10	11	12	10	15	7
Watching a movie	3	2	4	3	1	2	2	-	-	4
It depends on the TV show										
I'm watching	16	16	14	21	14	23	30	15	21	23
Other	6	14	9	1	1	7	2	6	5	12
Domestic activities										
(housework/chores/cook)	2	4	1	-	2	10	2	4	11	16
Eating	2	1	3	2	2	2	2	2	3	1

CNT21A: Number of multitasking things respondent does while watching television.

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Don't multitask / don't watch	<u>44</u>	<u>49</u>	<u>38</u>	<u>49</u>	<u>38</u>	<u>45</u>	<u>55</u>	<u>40</u>	<u>48</u>	<u>38</u>
One	<u>21</u>	<u>22</u>	<u>23</u>	<u>23</u>	<u>15</u>	<u>28</u>	<u>24</u>	<u>22</u>	<u>28</u>	<u>34</u>
Two	<u>11</u>	<u>10</u>	<u>11</u>	<u>8</u>	<u>16</u>	<u>10</u>	<u>6</u>	<u>12</u>	<u>8</u>	<u>13</u>
Three	<u>9</u>	<u>8</u>	<u>10</u>	<u>5</u>	<u>13</u>	<u>4</u>	<u>4</u>	<u>5</u>	<u>3</u>	<u>4</u>
Four or (net)	<u>15</u>	<u>12</u>	<u>18</u>	<u>15</u>	<u>18</u>	<u>13</u>	<u>11</u>	<u>21</u>	<u>13</u>	<u>11</u>
Four	6	5	6	8	6	6	2	12	6	5
Five	4	6	6	1	4	3	4	3	2	3
Six	3	-	2	3	5	3	3	5	3	2
Seven	1	-	1	1	3	1	1	1	2	1
Eight	1	-	1	1	-	-	1	-	-	-
Nine	-	-	1	-	-	-	-	-	-	-
Ten	-	-	1	1	-	-	-	-	-	-

(ASKED OF EVERYONE)

Q36. On an average weekday, how much time do you spend watching TV? (SELECT ONE)

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Under 2hrs (net)	<u>33</u>	<u>22</u>	<u>32</u>	<u>30</u>	<u>48</u>	<u>38</u>	<u>37</u>	<u>37</u>	<u>47</u>	<u>32</u>
30 minutes to under 1 hour	9	5	6	11	15	12	14	12	12	11
1 hour to under 1.5 hours	12	10	14	9	17	13	13	10	19	10
1.5 hours to under 2 hours	12	7	13	10	16	13	10	14	16	10
Under 4hrs (net)	<u>42</u>	<u>51</u>	<u>43</u>	<u>40</u>	<u>33</u>	<u>32</u>	<u>33</u>	<u>36</u>	<u>32</u>	<u>31</u>
2 hours to under 2.5 hours	10	14	8	10	10	12	15	11	12	11
2.5 hours to under 3 hours	11	9	14	9	12	7	7	11	6	7
3 hours to under 3.5 hours	15	23	12	18	8	8	5	10	7	11
3.5 hours to under 4 hours	5	5	8	3	3	5	5	4	8	2
More than 4 hrs (net)	<u>23</u>	<u>25</u>	<u>23</u>	<u>27</u>	<u>17</u>	<u>23</u>	<u>23</u>	<u>22</u>	<u>15</u>	<u>28</u>
4 hours to under 4.5 hours	7	6	6	8	4	6	5	7	5	6
4.5 hours to under 5 hours	4	8	2	6	1	4	8	2	2	4
5 hours or more a day	13	11	15	13	12	13	11	14	7	18
Don't watch any TV	<u>2</u>	<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	<u>7</u>	<u>7</u>	<u>5</u>	<u>6</u>	<u>10</u>

(ASKED OF RESPONDENTS WHO WATCH TV)

Q37. Compared to last year, which of the following best describes your TV viewing habits and your use of TiVo or other recording devices.

	Teens	---Ages 12-14--		---Ages 15-17--		Adults	---Ages 18-20--		---Ages 21-24--	
	12-17	Male	Female	Male	Female	18-24	Male	Female	Male	Female
Watching fewer TV shows at their scheduled time and using a recording device to watch on own schedule	21	19	27	15	23	19	11	26	20	20
Watching more TV shows at their scheduled time and not using a recording device	13	16	11	15	11	12	16	7	10	12
Watching same number of TV shows at their scheduled times	32	32	29	33	32	23	28	12	32	18
Do not have Tivo or other recording devices -- this doesn't apply to me	34	33	33	37	34	46	45	55	38	50

How the poll was conducted

The Los Angeles Times/ Bloomberg poll was conducted between June 23 and July 3, 2006 using the Knowledge Networks web-enabled panel, which provides a representative nationwide sample of U.S. households. Of the 4,466 minors and young adults invited to participate in the survey, 1,904 (43%) responded to the survey with 1,650 qualifying. The 1,650 qualified respondents included 839 minors between the ages of 12 and 17 years old and 811 young adults between the ages of 18 and 24 years old. The margin of sampling error for both groups is plus or minus 3 percentage points in either direction. In order to provide as representative a sample as possible, the survey results were weighted to U.S. Census population benchmarks for 12 to 24 year olds residing in the United States in terms of age, race/ethnicity, gender, region, urban/rural and internet access.