The Net-Powered Generation and Information

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Technographics
Forrester
Get ready for a new breed of information users — the Net-powered generation.
Agenda

- Why should information professionals and scientists know young consumers?
- What does the information landscape look like for young consumers?
- How do young consumers differ from adults?
Defining young consumers

Today’s 16-to 22-year-olds — the first generation to grow up with the Internet
How we know what we know

- More than a year dedicated to understanding young consumer issues
- Surveys of 30,000 online young consumers
- Continuous contact with media and technology companies targeting young consumers
Agenda

- Why should information professionals and scientists know young consumers?
  - Sheer numbers
  - Long-term potential
  - Understanding and preparing for the future
Sizing the young consumer market

Total US population: 274.6 million

Number of 16- to 22-year-olds: 27.2 million

16- to 22-year-olds as percent of total population: 10%
Young consumers are active Internet users

<table>
<thead>
<tr>
<th>Young consumers</th>
<th>1999</th>
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<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
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</thead>
<tbody>
<tr>
<td>Number of 16- to 22-year-olds (in millions)</td>
<td>26.9</td>
<td>27.2</td>
<td>27.7</td>
<td>28.1</td>
<td>28.3</td>
<td>28.5</td>
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<tr>
<td>Percent of 16- to 22-year-olds online</td>
<td>56%</td>
<td>61%</td>
<td>66%</td>
<td>71%</td>
<td>74%</td>
<td>76%</td>
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<tr>
<td>Number of 16- to 22-year-olds online (in millions)</td>
<td>15.0</td>
<td>16.6</td>
<td>18.3</td>
<td>19.9</td>
<td>20.9</td>
<td>21.7</td>
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<tr>
<td>Percent of 16- to 22-year-olds buying online</td>
<td>33%</td>
<td>42%</td>
<td>48%</td>
<td>53%</td>
<td>58%</td>
<td>61%</td>
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Note: All numbers are for the US only. Projections are based on the Census Bureau’s latest population and household projections.
Agenda

- What does the information landscape look like for young consumers?
Young consumers value information...

Why do you seek out information?

Because I’m interested in what’s going on 86%

To be able to make better decisions 81%

To have fun/relax 79%

To do well at school/work 70%

To have something to talk about with others 60%

People who are important to me expect me to stay on top of information 39%
TV channels young consumers watch

- Fox: 85%
- ABC: 82%
- NBC: 78%
- CBS: 75%
- Comedy Central: 57%
- MTV: 56%
- USA: 51%
TV channel sites they visit

<table>
<thead>
<tr>
<th>Channel</th>
<th>Watch the channel</th>
<th>Have visited the site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fox</td>
<td>85%</td>
<td>22%</td>
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<tr>
<td>ABC</td>
<td>82%</td>
<td>28%</td>
</tr>
<tr>
<td>NBC</td>
<td>78%</td>
<td>26%</td>
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<tr>
<td>CBS</td>
<td>75%</td>
<td>20%</td>
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<tr>
<td>Comedy Central</td>
<td>57%</td>
<td>32%</td>
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<tr>
<td>MTV</td>
<td>56%</td>
<td>28%</td>
</tr>
<tr>
<td>USA</td>
<td>51%</td>
<td>6%</td>
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</tbody>
</table>

Legend: Blue = Watch the channel, Yellow = Have visited the site.
Types of print magazines they read

- Arts and entertainment: 55%
- Women's: 46%
- Computer: 38%
- Weekly news: 38%
- Science and technology: 24%
Types of online magazines they read

<table>
<thead>
<tr>
<th>Type</th>
<th>Read the magazine</th>
<th>Have visited the site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts &amp; entertainment</td>
<td>18%</td>
<td>37%</td>
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<tr>
<td>Women's</td>
<td>17%</td>
<td>29%</td>
</tr>
<tr>
<td>Computer</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>Weekly News</td>
<td>12%</td>
<td>26%</td>
</tr>
<tr>
<td>Science &amp; technology</td>
<td>8%</td>
<td>16%</td>
</tr>
</tbody>
</table>

0% 25% 50% 75%
Types of print newspapers they read

- Major local newspapers: 66%
- College/university newspapers: 59%
- National newspapers: 40%
Types of on-line newspapers they read

- Major local newspapers: 66% read the newspaper, 28% have visited the site
- College/university newspapers: 59% read the newspaper, 13% have visited the site
- National newspapers: 40% read the newspaper, 20% have visited the site
TV is the primary source of information

TV
- Local news
- National news
- World news
- Weather
- Breaking news
- Sports
- TV listings

Newspapers
- Job listings
- Real estate ads
- Auto ads
- Consumer goods
- and grocery ads
- Business news
- Stock quotes
- Movie listings

Radio
- Music

Radio
- Music

Word of mouth
- Campus news

Internet
- Games information
- Travel information
- Adult entertainment
- PC and technology information
- Personal finance information

Magazines
- Only a secondary information source

Forrester
Print and online information complement each other

Read news ...

  online only  10%
  in print only  11%
  online and in print  62%
Don’t read news online or in print  17%
Online newspapers and magazines do not cause a decline in subscriptions

- 6% have canceled a subscription to a print publication due to the availability of the
- 94% have not canceled a subscription to a print publication due to the availability of the
Online editions may stimulate interest in print newspapers and magazines

- Seeing the online edition of a print publication has caused them to buy the print
- Seeing the online edition of a print publication has not caused them to buy the print

79%

21%
Online editions may stimulate interest in print newspapers and magazines.

Being online makes me more interested in reading magazines, newspapers, and newspapers. 27%

- Online less than 1 year
- Online 2 to 3 years
- Online 4 years or more

Average agreement rating
The online channel serves a purpose

Why do you read news online?

- I can access most online news services for free 70%
- I like the up-to-date information of online news services 64%
- It is faster to read online 58%
- It is easier to read online 46%
- I like to be able to access archived stories online 36%
- I can view video clips or listen to audio files 32%
- I can access information about my hometown online 29%
- I can get more in-depth information online 29%
- I like the personalized content of online news services 27%
- Other 6%
The print channel serves a purpose

Why do you read news in print?

I like being able to take a newspaper or magazine wherever I go 63%
I don’t have to log on to the computer to read news 51%
I like the feel of a print newspaper or magazine 34%
It’s harder to read on the computer screen 22%
I like the ads 19%
I trust the print content more 13%
I can’t find what I’m interested in online 8%
Other 11%
Young consumers trust content online less than in traditional media content.

Average rating of trusting content in these channels:

- Newspapers: 3.89
- TV: 3.74
- Radio: 3.7
- Magazines: 3.62
- Internet in general: 3.29
- Direct mail: 3.13
Online, young consumers trust traditional media and people they know.
Using multiple media may cause information overload.

Sometimes I feel overwhelmed by the amount of information available today.
Information overload brings a need for filtering

Feel overwhelmed by the amount of information available

- 54% Skim information
- 27% Neutral
- 19% Don’t skim information
Agenda

- How do young consumers differ from adults?
Consumer adoption curve

- Early adopters
- Mainstream
- Laggards
The young consumer adoption curve
Young consumers are on the cutting edge of Net use

<table>
<thead>
<tr>
<th>Low</th>
<th>High</th>
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<tr>
<td>Percent online</td>
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<tr>
<td>Hours spent online per week</td>
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<tr>
<td>Number of locations from which they access the Web</td>
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<tr>
<td>Number of activities they regularly use the Web for</td>
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<td>Interest in high-speed access</td>
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</table>

A: Online adult consumers  Y: Online young consumers
Why young consumers are different from adults

Adults “adopt” the Web,
while young consumers “internalize” it
Young consumers are wired differently

“Children growing up with computers will have a facility with them, an affinity to them, that adults or anyone who didn’t grow up with them won’t have. They don’t even have to think about using technology”

Mike Merzenich, neuroscientist, UCSF
What adoption does

When consumers adopt technology, they do old things in new ways

➤ Electronic catalogs
➤ Shopping bots
➤ Online auctions
➤ Stock trading
What internalization does

When people internalize technology, they find new things to do

➤ File sharing — Napster, Freenet
➤ Demand-driven pricing
➤ Multitasking
Young consumers multitask

- TV
- Radio
- Newspapers
- Internet
- Magazines
<table>
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<tr>
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<td>Winamp\Rick Springfield - 'Jesse &amp; Girl.mp3</td>
<td>2,718,482</td>
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<td>Winamp\Robyn - 'Show Me Love.mp3</td>
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**Playlist Control Panel**
- **Add**
- **Delete**
- **Save**
- **Load**
- **Clear**

**Playing:**
- Britney Spears - 'Oops I Did It Again - CD Version.mp3
- C:\My Documents\Winamp\Artists\Britney Spears\Oops I Did It Again - CD Version.mp3
- C:\My Documents\Winamp\Artists\Big Country\In A Big Country.mp3
- C:\My Documents\Winamp\Artists\Duran Duran\Hungry Like the Wolf.mp3

**Audio Information:**
- **Artist:** Britney Spears
- **Title:** Oops I Did It Again
- **Encoding:** CD Version
- **Quality:** MPEG1 Layer 3, 192 kbps, 44100 Hz
- **Time:** 00:00:07

**Sharing:**
- Online (Ian75): Sharing 39 files

**Library:**
- Currently 390,345 files (1,557 gigabytes) available in 3,850 libraries.
Napster is just a catalyst

It's not just Napster — there are Scour, Freenet, Gnutella, iMesh.com ... New technology is breaking the old models
Chuck D weighs in on the digital revolution

“This is the first time the technology has actually gotten to the public before the industry has gotten it.”
Napster is just a catalyst

It’s not just Napster — there are Scour, Freenet, Gnutella, iMesh.com . . .

New technology is breaking the old models

Revolutions aren’t led by old men in boardrooms
You’re next

Today — music, because that’s what young consumers care about

Tomorrow — everything else that young consumers will care about soon

Digital products will be revolutionized first...

Information is a digital product...
The pain of serving young consumers

Information is everywhere
Summary

- Young consumers will intensify the online revolution
- Young consumers don’t adopt the Net, they internalize it
- The Internet does not replace old media, it complements them
- You must get ready for the Net-powered generation — seize the credibility and filtering opportunities ahead
Thank you

Ekaterina O. Walsh

www.forrester.com