

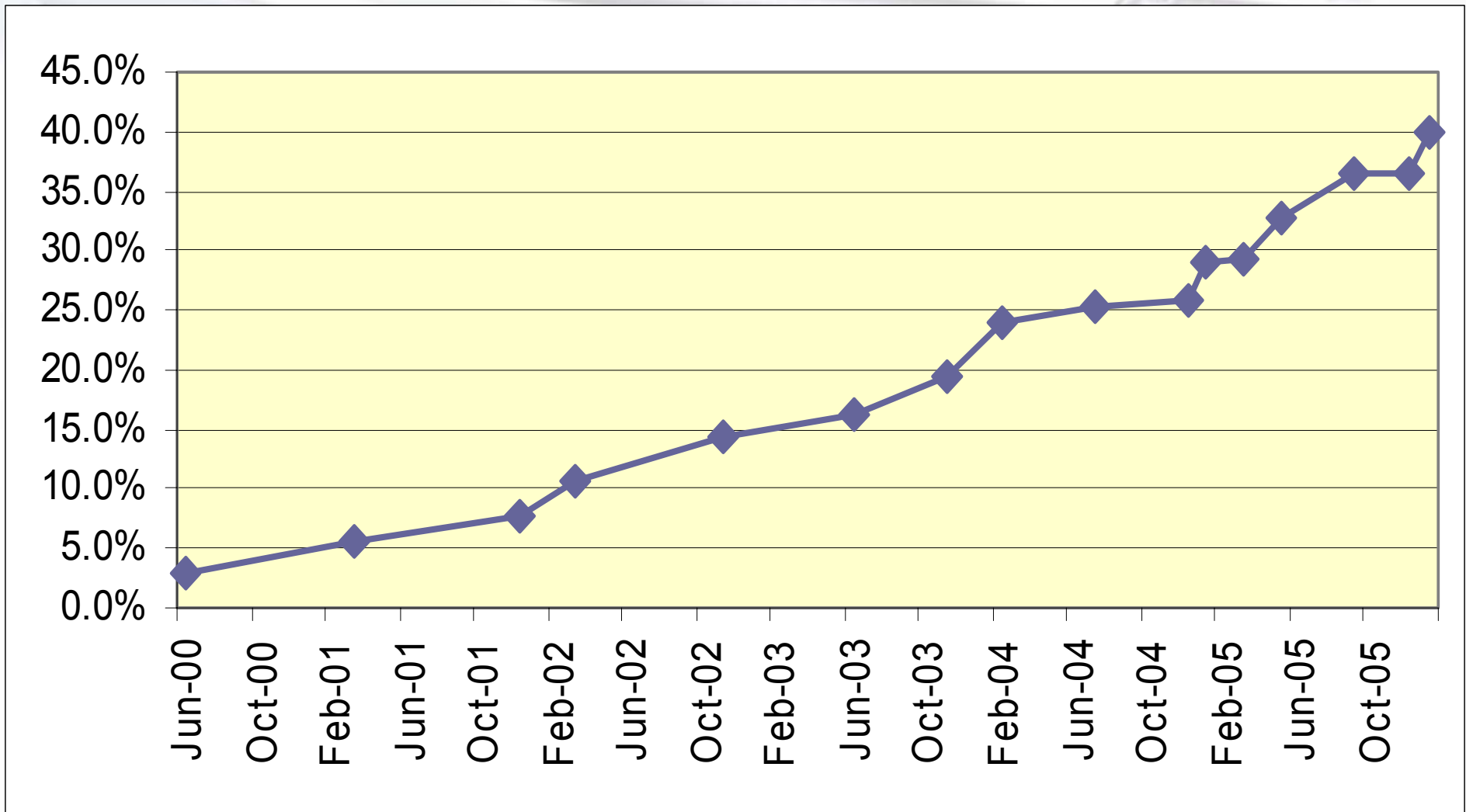
Content creation, information consumption, and home high-speed connections: patterns & implications

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Broadband penetration in the U.S., 2000-2006

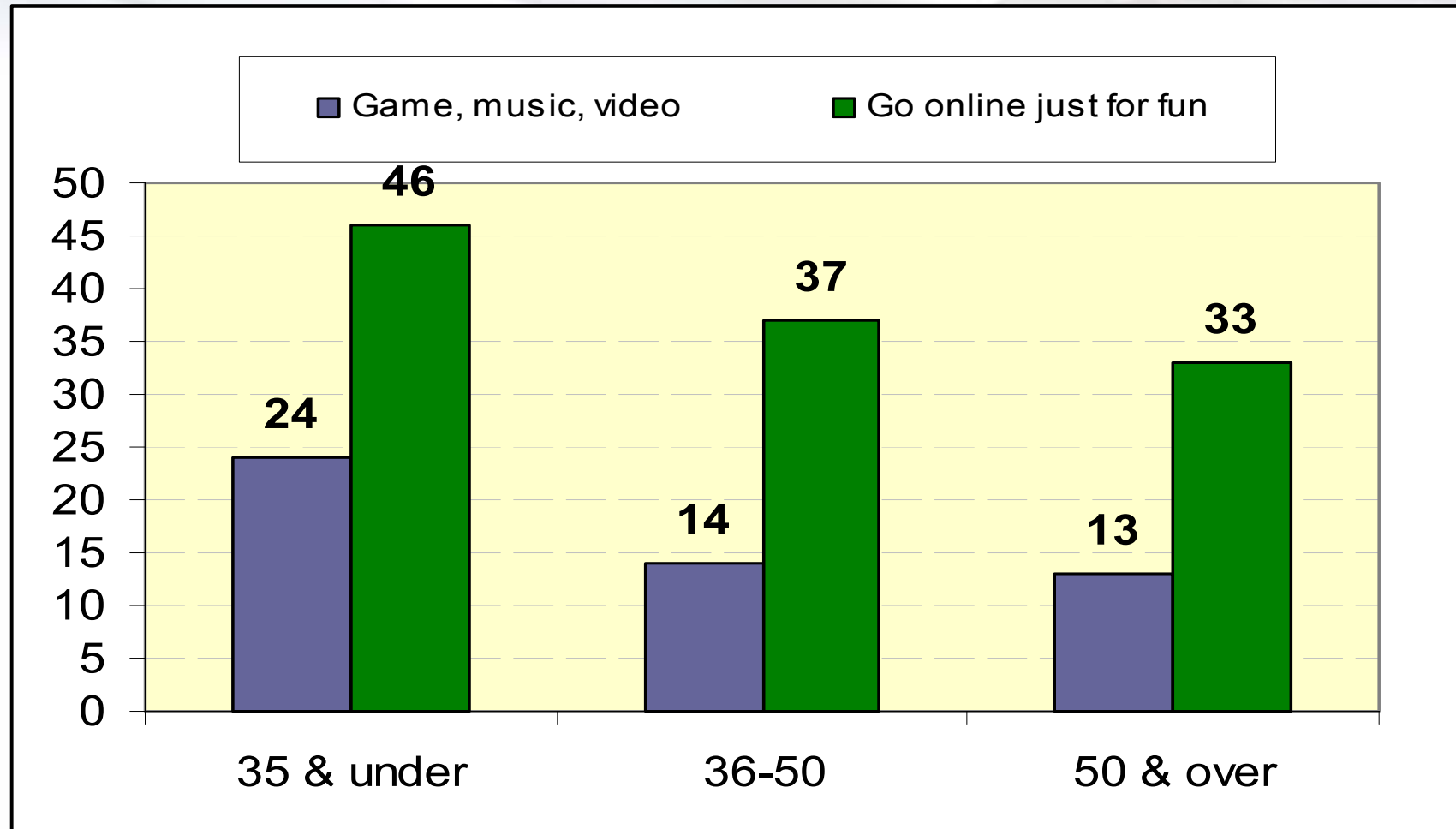
(% adults in the United States)



News consumption, home broadband users by age (% in group on typical day, December 2005)

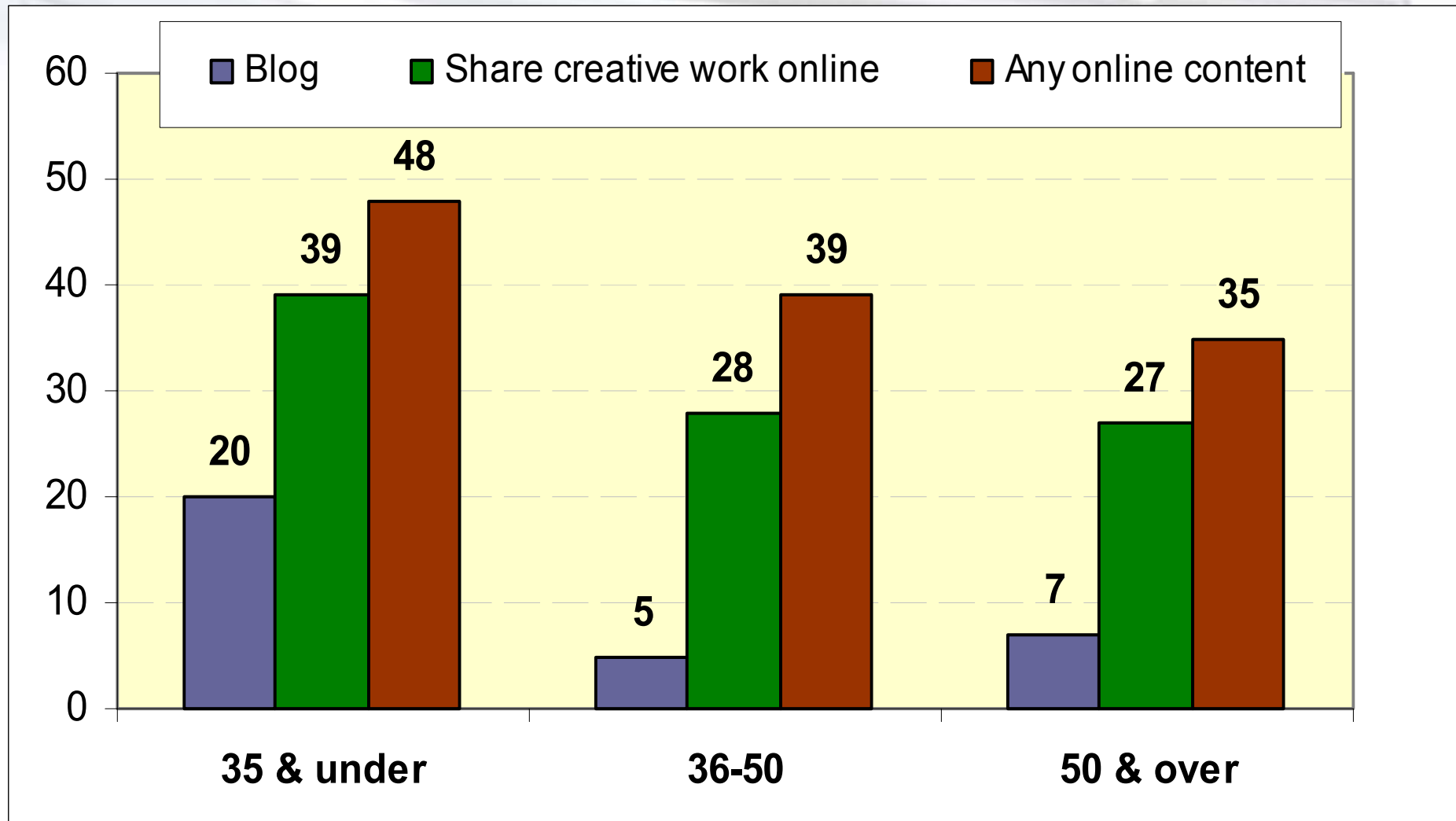
	Age 35 & under	Ages 36 to 50	Age 51 & over
Local TV	51%	60%	61%
Online	46	40	43
National TV	40	49	62
Radio	41	53	58
Local paper	28	41	52
National paper	17	12	23

Entertainment online, home broadband users (% in group on typical day, December 2005)

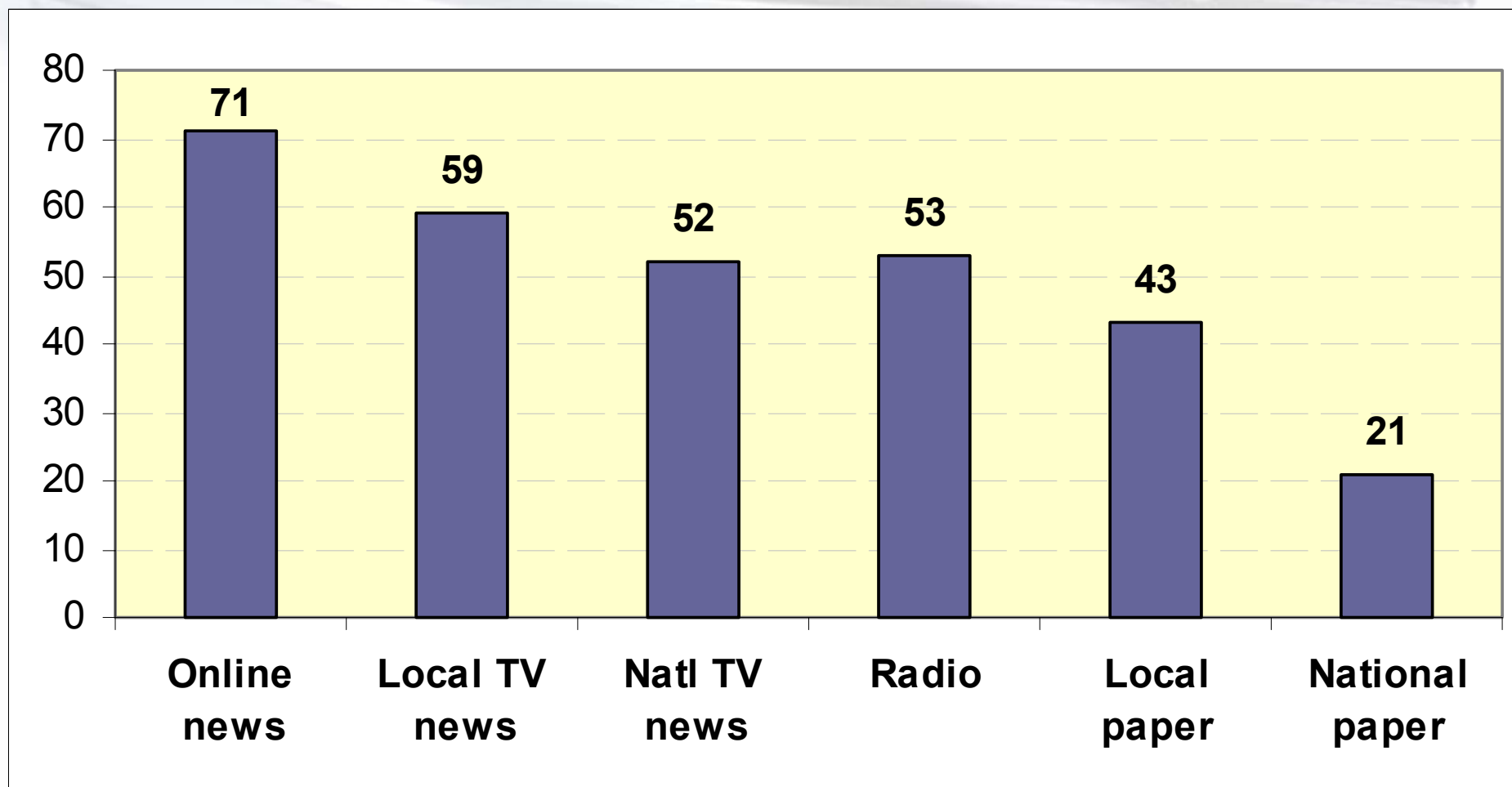


Content creation, broadband users, by age

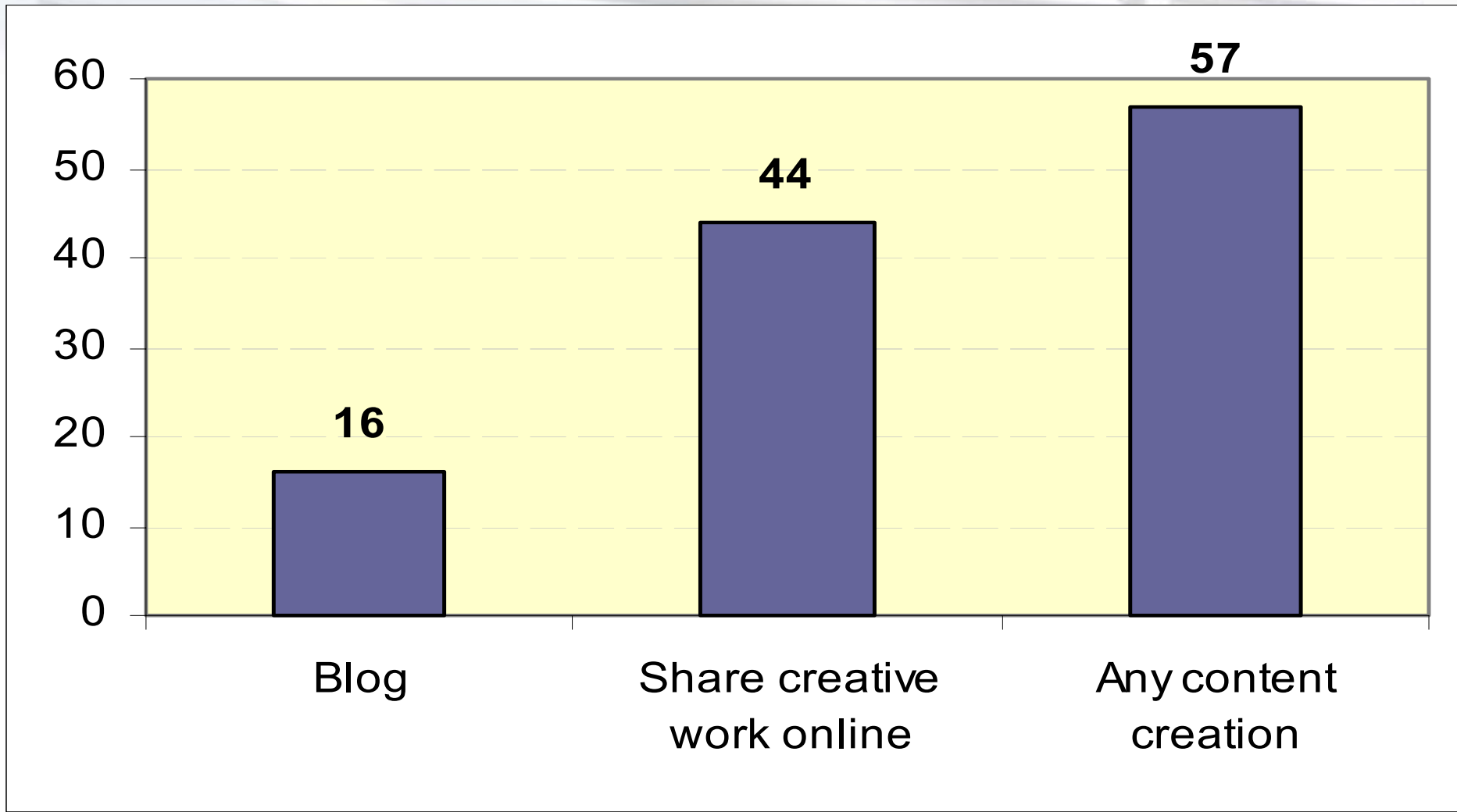
(December 2005, % in age group who have ever done activity)



News habits, high-powered internet users (% in group on typical day, December 2005)



Content creation, high-powered broadband users (December 2005, % who have ever done activity)





News, entertainment, creativity only part of the story

- Citizens
 - 61% of online Americans used the internet for campaign news in 2004
 - 77% of online Americans use e-government
- Friends, family, caregivers
 - Email enhances social connectedness
 - 80% of internet users get health/medical info online – some for themselves, lots when caring for others
- Social networkers:
 - People use the internet to maintain social networks, which has payoffs in access to support & help
 - Romance: 43% of Americans who are single & looking for partners have gone to online dating sites.



Three takeaways

- Internet increasingly embedded in:
 - People's news consumption
 - Entertainment habits
 - Creative lives
 - Social worlds
- Nearing inflection point of greater impact of internet on society
- An open internet is where an embedded internet thrives → network neutrality remains important for users