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**The Internet Passes Radio, Closes in on Television as “Most Essential” Medium  
in American Life, According to a New Report by Edison Media Research**

*Since 2002, the Internet has shown enormous advancement  
as important and relevant to consumers’ lives*

NEW YORK, June 20, 2007 – Consumer media perceptions and habits are changing as the Internet becomes an increasingly important medium for information and entertainment, according to a new *Internet and Multimedia 2007* report by Edison Media Research. Consumers age 12 and older were asked to choose the “most essential” medium in their life; 33 percent chose the Internet, just behind television (36 percent), but above radio (17 percent) and newspapers (10 percent); in 2002, the Internet trailed TV on this perception by a significant margin (20 percent vs. 39 percent), and also trailed radio’s 26 percent.

This new report specifically looks at consumers’ media perceptions from the Edison Media Research/ Arbitron *Internet and Multimedia 2007* study trended against data from five years ago. Other highlights include:

- “Least essential” medium: Newspapers had the most mentions for this perception (35 percent), Internet was mentioned by 24 percent (was the most mentioned in 2002 at 33 percent), and both radio and television had the fewest mentions at 18 percent.
- “Most cool and exciting” medium: The Internet and television have swapped places in the last half-decade. The Internet is now mentioned by 38 percent for this perception in 2007 (vs. 25 percent in 2002); 35 percent now say television is the “most cool and exciting” medium (vs. 48 percent in 2002).
- Medium “using more lately”: The Internet approaches the lead for this perception, up to 34 percent (from 19 percent in 2002); however, television still leads with 37 percent (compared to 41 percent in 2002).

“It is not a stretch to say that the Internet has become just as important as television as an important source of information and entertainment in the lives of Americans,” said Larry Rosin, President, Edison Media Research. “It is entirely possible that the Internet will lead in all positive categories five years from now. Edison Media Research and Arbitron will continue to track these items, and of course report to the public on the changes.”

(more)

### **How the surveys were conducted**

In January and February 2007, a total of 1,855 telephone interviews were conducted with respondents age 12 and older chosen at random from a national sample of Arbitron's Fall 2006 survey diarykeepers. In certain geographic areas (representing four percent of the national population), a sample of Arbitron diarykeepers was not available for the survey, and a supplemental sample was interviewed through random digit dialing.

In 2002, a total of 2,508 telephone interviews were conducted with respondents age 12 and older chosen at random from a national sample of Arbitron's Fall 2001 survey diarykeepers.

Since 1998, Edison Media Research and Arbitron have conducted 15 groundbreaking studies to find out about how consumers are using the Internet, streaming media and other new digital devices and services.

### **About Edison Media Research**

Edison Media Research conducts survey research and provides strategic information to radio stations, television stations, newspapers, cable networks, record labels, Internet companies and other media organizations. Edison Media Research works with many of the largest American radio ownership groups, including Entercom, ABC Radio, CBS Radio, Bonneville and Westwood One; and also conducts strategic and perceptual research for a broad array of companies including Time Warner, Google, Yahoo!, Sony Music, Princeton University, Northwestern University, Universal Music Group, Time Life Music and the Voice of America. Edison Media Research also conducts research for successful radio stations in South America, Africa, Asia, Canada and Europe. Edison Media Research also conducts all exit polls and election projections for the six major news organizations: ABC, CBS, CNN, FOX, and the Associated Press.

All of Edison Media Research's industry studies can be found on the company's Web site at [www.edisonresearch.com](http://www.edisonresearch.com) and can be downloaded free of charge.

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