



Boston TV news holding its own against the Internet

Survey finds newspapers, TV still relevant

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BOSTON - Television news appears to be holding its own against the Internet in the battle for young consumers in Greater Boston, according to a new public opinion survey conducted by Fisher College and Howell Communications.

The survey also found that young and old agree that newspapers continue to play an effective societal role and "carry out the role of watchdog effectively"

The telephone poll of 400 Greater Boston adults 18 years and older corroborated familiar consumer trends toward digital media, but it also showed that in the Greater Boston market, the traditional media remains a force.

Television is by far the main source of news, with 74 percent, followed by newspapers, with 50 percent, and the Internet, with 44 percent.

The poll also illustrated why newspaper subscriptions are a fading business model. Only 32 percent reported having a paid newspaper subscription, and only 29 percent said they would be willing to pay for an online subscription if their paper were no longer in print.

In addition, the age gap among newspaper subscribers was highlighted by the survey. Among those 60 to 79 years old, half had newspaper subscriptions. Among those 20 to 39 years old, less than 15 percent were newspaper subscribers.