

USE OF THE INTERNET

1.1 Use Of The Internet

Pew Research Center (www.pewresearch.org) reported adult use of the Internet as follows (percentage of U.S. adults):

• 2000:	52%	• 2012:	83%
• 2001:	55%	• 2013:	84%
• 2002:	59%	• 2014:	84%
• 2003:	61%	• 2015:	86%
• 2004:	63%	• 2016:	88%
• 2005:	68%	• 2018:	89%
• 2006:	71%	• 2019:	90%
• 2007:	74%	• 2020:	91%
• 2008:	74%	• 2021:	93%
• 2009:	76%	• 2022:	93%
• 2010:	76%	• 2023:	95%
• 2011:	79%		

In 2023, 95% of U.S. adults used the Internet. Demographics are as follows:

Gender

• Female:	96%
• Male:	94%

Age

• 18-to-29:	97%
• 30-to-49:	98%
• 50-to-64:	96%
• 65 and older:	88%

Education

• High school or less:	90%
• Some college:	98%
• College degree:	98%

Ethnicity/Race

• Asian:	98%
• Black:	91%

- Caucasian: 96%
- Hispanic: 97%

Income

- Less than \$30,000: 87%
- \$30,000 to \$69,999: 96%
- \$70,000 to \$99,999: 98%
- \$100,000 or more: 99%

Community

- Urban: 95%
- Suburban: 97%
- Rural: 93%

1.2 Home Broadband

According to Leichtman Research Group (www.leichtmanresearch.com), 92% of U.S. households had an Internet service at home at year-end 2023, compared to 83% in 2018 and 76% in 2008. Broadband accounted for 98% of households with an Internet service at home; 90% of all households had a broadband Internet service.

Mean reported monthly spending on broadband Internet service in 2023 was \$75.20, an increase of 12% from five years prior.

Pew Research Center reported a lower penetration of home broadband than Leichtman, assessing that 80% of U.S. households had the service in 2023.

1.3 Broadband Access Providers

Leichtman Research Group reported 114,691,505 households with broadband access at year-end 2023, distributed by provider as follows:

Cable Providers

- Comcast: 32,253,000
- Charter: 30,588,000
- Altice: 4,517,900
- Cable One: 1,059,300
- Breezeline/Atlantic Broadband: 663,286
- Cox, Mediacom & other: 7,020,000
- Total: 76,101,486

Telephone Providers

- AT&T: 15,288,000
- Verizon: 7,650,000
- Frontier: 2,943,000
- Lumen: 2,758,000

- Windstream: 1,175,000
- TDS: 539,800
- Consolidated: 363,219
- Total: 30,747,019

Fixed Wireless Service

- T-Mobile: 4,776,000
- Verizon: 3,067,000
- Total: 7,843,000

1.4 Time Spent Online

The 2023 National Public Opinion Reference Survey, by Pew Research Center, found that U.S. adults go online as follows:

- Almost constantly: 41%
- Several times a day: 43%
- Daily or several times a week: 8%
- Less than daily or never: 6%

Demographics of adults that are online almost constantly are as follows:

Age

- 18-to-29: 62%
- 30-to-49: 54%
- 50-to-64: 32%
- 65 and older: 15%

Education

- High school or less: 31%
- Some college: 42%
- College degree: 51%

Ethnicity/Race

- Asian: 68%
- Black: 44%
- Caucasian: 37%
- Hispanic: 48%

Income

- Less than \$30,000: 37%
- \$30,000 to \$69,999: 36%
- \$70,000 to \$99,999: 38%
- \$100,000 or more: 52%

Community

- Urban: 48%
- Suburban: 43%
- Rural: 32%

Among U.S. teens ages 13-to-17, 46% use the Internet almost constantly.

1.5 Devices Used For Internet Connection

The *Digital Future Project*, published by the Center for the Digital Future (www.digitalcenter.org), University of Southern California, Annenberg School for Communication, reported devices used to connect to the Internet as follows (percentage of Internet users):

- Mobile phone: 93%
- Desktop computer: 89%
- Laptop computer: 79%
- Tablet: 65%

By device, Emarketer assessed the number of U.S. Internet users as follows:

- Dual desktop/laptop and mobile users: 223.5 million
- Desktop/laptop users only: 10.7 million
- Mobile only users: 52.3 million
- Total: 286.4 million

Similarweb (www.similarweb.com) assessed U.S. Internet traffic share by platform as follows:

- Mobile: 53.4%
- Desktop: 43.8%
- Tablet: 2.8%

1.6 Use Of Digital Media

Emarketer assesses time spent by adults (ages 18 and older) with digital media as follows (hours:minutes per day):

	2020	2021	2022	2023	2024
• Mobile (non-voice):	4:16	4:24	4:30	4:36	4:39
- audio:	1:10	1:17	1:20	1:22	1:25
- social networks:	1:03	1:07	1:08	1:09	1:09
- video:	0:49	0:52	0:54	0:56	0:57
- other:	1:13	1:08	1:08	1:09	1:08
• Desktop/laptop:	2:03	2:00	1:57	1:54	1:52
- video:	0:26	0:26	0:26	0:25	0:25
- audio:	0:20	0:20	0:20	0:20	0:20

- social networks:	0:07	0:07	0:07	0:06	0:06
- other:	1:09	1:06	1:05	1:03	1:02
• Other connected devices:	1:35	1:41	1:47	1:53	1:57
• Total digital:	7:54	8:05	8:14	8:23	8:28

1.7 Activities By Adult Internet Users

The *Digital Future Project* reported the frequency that adult Internet users engage in various online activities as follows:

Browse The Web

- Several times a day: 35%
- Daily: 33%
- Weekly: 15%
- Monthly: 5%
- Less than monthly: 7%
- Never: 6%

Buy Things

- Several times a day: 2%
- Daily: 5%
- Weekly: 28%
- Monthly: 34%
- Less than monthly: 25%
- Never: 7%

Check Email

- Several times a day: 52%
- Daily: 31%
- Weekly: 8%
- Monthly: 2%
- Less than monthly: 3%
- Never: 4%

Compare Prices Of Products/Services

- Several times a day: 3%
- Daily: 12%
- Weekly: 34%
- Monthly: 22%
- Less than monthly: 17%
- Never: 12%

Distance Learning For A Degree Or Job Training

- Several times a day: 2%
- Daily: 5%
- Weekly: 5%
- Monthly: 6%
- Less than monthly: 17%
- Never: 66%

Download/Listen To Music

- Several times a day: 20%
- Daily: 22%
- Weekly: 19%
- Monthly: 9%
- Less than monthly: 15%
- Never: 16%

Download/Watch Videos

- Several times a day: 16%
- Daily: 24%
- Weekly: 21%
- Monthly: 10%
- Less than monthly: 13%
- Never: 17%

Find/Check A Fact

- Several times a day: 13%
- Daily: 24%
- Weekly: 30%
- Monthly: 13%
- Less than monthly: 12%
- Never: 8%

Gamble

- Several times a day: 2%
- Daily: 3%
- Weekly: 6%
- Monthly: 3%
- Less than monthly: 14%
- Never: 74%

Get Information For School/Work (among students only)

- Several times a day: 31%
- Daily: 37%
- Weekly: 19%

- Monthly: 4%
- Less than monthly: 3%
- Never: 6%

Get Product Information

- Several times a day: 5%
- Daily: 20%
- Weekly: 35%
- Monthly: 19%
- Less than monthly: 16%
- Never: 6%

Instant Messaging/Chat

- Several times a day: 27%
- Daily: 29%
- Weekly: 15%
- Monthly: 6%
- Less than monthly: 12%
- Never: 12%

Investing

- Several times a day: 1%
- Daily: 3%
- Weekly: 4%
- Monthly: 5%
- Less than monthly: 14%
- Never: 74%

Listen To Online Radio

- Several times a day: 6%
- Daily: 15%
- Weekly: 14%
- Monthly: 9%
- Less than monthly: 17%
- Never: 39%

Look At Religious/Spiritual Sites

- Several times a day: 2%
- Daily: 10%
- Weekly: 12%
- Monthly: 7%
- Less than monthly: 20%
- Never: 49%

Look At Sites With Sexual Content

- Several times a day: 2%
- Daily: 6%
- Weekly: 15%
- Monthly: 8%
- Less than monthly: 12%
- Never: 57%

Look For Health Information

- Several times a day: 3%
- Daily: 8%
- Weekly: 21%
- Monthly: 25%
- Less than monthly: 31%
- Never: 13%

Look For Humorous Content

- Several times a day: 8%
- Daily: 18%
- Weekly: 16%
- Monthly: 9%
- Less than monthly: 22%
- Never: 27%

Look For Jobs/Work

- Several times a day: 4%
- Daily: 6%
- Weekly: 8%
- Monthly: 9%
- Less than monthly: 29%
- Never: 45%

Look For News

- Several times a day: 14%
- Daily: 35%
- Weekly: 21%
- Monthly: 8%
- Less than monthly: 12%
- Never: 10%

Look For Travel Information

- Several times a day: 2%
- Daily: 5%
- Weekly: 11%

- Monthly: 22%
- Less than monthly: 42%
- Never: 18%

Look Up A Definition

- Several times a day: 7%
- Daily: 17%
- Weekly: 31%
- Monthly: 19%
- Less than monthly: 18%
- Never: 8%

Make Travel Reservations

- Several times a day: 1%
- Daily: 2%
- Weekly: 4%
- Monthly: 14%
- Less than monthly: 50%
- Never: 30%

Make/Receive Phone Calls

- Several times a day: 7%
- Daily: 11%
- Weekly: 14%
- Monthly: 8%
- Less than monthly: 19%
- Never: 41%

Online Dating

- Several times a day: 2%
- Daily: 6%
- Weekly: 5%
- Monthly: 2%
- Less than monthly: 14%
- Never: 72%

Pay Bills/eBanking

- Several times a day: 3%
- Daily: 11%
- Weekly: 30%
- Monthly: 31%
- Less than monthly: 6%
- Never: 21%

Play Games

- Several times a day: 14%
- Daily: 20%
- Weekly: 16%
- Monthly: 7%
- Less than monthly: 12%
- Never: 32%

Post On Discussion Boards

- Several times a day: 6%
- Daily: 10%
- Weekly: 12%
- Monthly: 10%
- Less than monthly: 22%
- Never: 40%

Post On Social Networking Sites

- Several times a day: 10%
- Daily: 15%
- Weekly: 20%
- Monthly: 12%
- Less than monthly: 12%
- Never: 32%

Post Self-Made Content (Photos/Videos)

- Several times a day: 3%
- Daily: 8%
- Weekly: 14%
- Monthly: 14%
- Less than monthly: 19%
- Never: 42%

Re-post/Share Links/Content Created By Others

- Several times a day: 5%
- Daily: 12%
- Weekly: 22%
- Monthly: 11%
- Less than monthly: 21%
- Never: 29%

Read Blogs

- Several times a day: 4%
- Daily: 10%
- Weekly: 16%

- Monthly: 12%
- Less than monthly: 18%
- Never: 40%

Sell Things

- Several times a day: 1%
- Daily: 2%
- Weekly: 4%
- Monthly: 11%
- Less than monthly: 32%
- Never: 52%

Surf the Web (i.e., go online without a specific destination)

- Often: 31%
- Sometimes: 51%
- Never: 18%

Visit Social Networking Sites

- Several times a day: 32%
- Daily: 28%
- Weekly: 12%
- Monthly: 5%
- Less than monthly: 7%
- Never: 16%

CONTENT CREATORS

9.1 Content Creators

Content creators, or influencers, are people who create and share original content on the Internet.

SignalFire (www.signalfire.com) estimated that there are 87 million creators in the U.S. and 300 million worldwide. Reasons people choose to be content creators are as follows (percentage of respondents):

- Freedom of expression: 46%
- Desire to make a difference: 28%
- Earn income: 26%

Ninety-three percent (93%) of content creators consider themselves to be amateurs.

Top Creators 2023, by *Forbes*, reported the 50 Top Creators have amassed a combined 2.6 billion followers across Instagram, TikTok, and YouTube. In aggregate, their annual earnings are \$700 million. Ranked by influence, the following are the Top 20 creators:

1. Jimmy Donaldson (MrBeast)
2. Olajide Olatunji (KSI)
3. Jake Paul
4. Rhett & Link
5. Charli D'Amelio
6. Logan Paul
7. Elliot Tebele (F*ckJerry)
8. Emma Chamberlain
9. Matt Rife
10. Brent Rivera
11. Khabane (Khaby) Lame
12. Alexandra Cooper
13. Mark Edward Fischbach (Markiplier)
14. Sean McLoughlin (Jacksepticeye)
15. Huda Kattan
16. Preston Arsement (PrestonPlayz)
17. Ryan Kaji
18. Dixie D'Amelio
19. Zach King
20. Drew Desbordes (Druski)

The *Creator Pulse Survey*, by Mavrck (www.mavrck.com), reported the revenue stream for U.S. influencers as follows:

- Brand collaborations: 68.1%
- Affiliate marketing: 9.3%
- Ads: 7.4%
- Selling professional services: 7.1%
- Selling merchandise of personally designed products: 3.2%
- Digital marketplaces (e.g., Amazon Storefront, Instagram Shopping): 2.2%
- Other: 2.7%

Emarketer (www.emarketer.com) assesses spending by brands to influencers as follows (change from prior year in parenthesis):

Emarketer assesses U.S. influencer marketing spending* as follows (change from prior year in parenthesis):

- 2019: \$2.42 billion (26.4%)
- 2020: \$2.90 billion (20.0%)
- 2021: \$3.90 billion (34.7%)
- 2022: \$4.99 billion (27.8%)
- 2023: \$6.16 billion (23.4%)
- 2024: \$7.14 billion (15.9%)

* Emarketer defines influencer marketing spending as payments made to influencers or their representatives to promote products and services primarily on social media and other platforms featuring user-generated content. It excludes non-cash payments such as free products or trips and paid media.

9.2 Followers

In a 2023 survey by CivicScience (www.civicscience.com), 40% of U.S. adults say they regularly follow content creators online. The number of creators followed are as follows (percentage of respondents):

- 1-to-5: 57%
- 5-to-10: 22%
- 10 or more: 21%

Eighty-seven percent (87%) of Gen Z adults (ages 18-to-24) and 71% of young Millennials (ages 25-to-34) regularly follow content creators. One-quarter of Gen Z adults follow 10 or more.

Platforms used to follow content creators are as follows (percentage of respondents):

- YouTube: 64%
- Facebook: 51%
- Instagram: 33%
- TikTok: 30%
- Twitch: 10%

- Spotify: 7%
- Patreon: 7%
- OnlyFans: 5%
- Medium: 2%

Among those that follow video content, types of content followed most often are as follows (percentage of respondents):

- Educational/how-to: 34%
- Food/cooking: 34%
- Entertainment/vlogs/gaming: 29%
- Health/fitness: 22%
- Home renovation/DIY: 20%
- Travel: 17%
- Product reviews: 14%
- Beauty/fashion: 11%
- Personal finance: 9%
- Other: 35%

9.3 Market Assessment

In addition to content creators, the sector includes companies providing support services, as follows (source: Neoreach [www.neoreach.com]):

- Ad platforms
- Administrative tools
- Blockchain
- Community management
- Content creation
- Courses/coaching
- Fan interactions
- Merchandise
- Reference landing pages
- Subscriptions

Estimates of the global content creator economy in 2023 range from \$21.1 billion to \$104.2 billion.

“The creator economy could be a more than \$100 billion industry, but market sizing is difficult.”

Emarketer, 2/23/23

9.4 Top Companies

According to *Top 100 Creator Economy Companies*, by NeoReach, the top 10 companies are as follows:

	Revenue	Type of Company
• Shopify:	\$5.2 billion	Merchandise
• OnlyFans:	\$2.5 billion	Subscriptions
• BitCloud:	\$1.0 billion	Blockchain
• Impact:	\$ 234 million	Ad platforms
• JellySmack:	\$ 216 million	Community management, analytics
• Spring:	\$ 184 million	Merchandise
• Patreon:	\$ 160 million	Subscriptions
• Acast:	\$ 148 million	Ad platforms
• Discord:	\$ 130 million	Community management, analytics
• OpenSea:	\$ 94 million	Blockchain

DIGITAL NEWS

10.1 How Consumers Obtain The News

State of the News Media, by Pew Research Center (www.pewresearch.org), reported that U.S. adults got news in 2023 from the following media sources (percentage of respondents):

	Often	Sometimes	Rarely	Never
• Digital devices:	56%	29%	8%	6%
• Television:	32%	30%	22%	15%
• Radio:	16%	35%	25%	23%
• Print publications:	9%	28%	33%	30%

“A large majority of U.S. adults (88%) say they often or sometimes get news from a smartphone, computer or tablet, including 56% who say they do so often. The portion who gets news from digital devices continues to outpace those who get news from television. Americans turn to radio and print publications for news far less frequently than to digital devices and television.”

State of the News Media
Pew Research Center

The preferred news platform among U.S. adults in 2023 was as follows (percentage of respondents):

• Digital devices:	58%
• Television:	27%
• Radio:	6%
• Print publications:	5%

10.2 Digital News Media

State of the News Media reported that U.S. adults got digital news in 2023 from the following media sources (percentage of respondents):

	Often	Sometimes	Rarely	Never
• Websites/apps:	29%	38%	16%	16%
• Search:	27%	44%	15%	13%
• Social media:	19%	31%	19%	31%
• Podcasts:	9%	21%	22%	47%

The preferred digital news platform among U.S. adults is as follows (percentage of respondents):

• Websites/apps:	24%
• Search:	11%
• Social media:	10%
• Podcasts:	4%

10.3 Demographics

Adults that at least sometimes got news from digital sources in 2023 were as follows:

	News Apps/ Websites	Social Media	Search	Podcasts
Total:	67%	49%	71%	30%
Gender				
• Female:	66%	54%	72%	27%
• Male:	68%	44%	71%	33%
Age				
• 18-to-29:	59%	69%	77%	41%
• 30-to-49:	70%	55%	74%	35%
• 50-to-64:	72%	40%	71%	26%
• 65 and older:	63%	34%	62%	17%
Race/Ethnicity				
• Asian:	83%	61%	82%	43%
• Black:	64%	53%	71%	33%
• Hispanic:	60%	56%	74%	31%
• White:	68%	46%	69%	28%
Education				
• High school or less:	57%	48%	65%	24%
• Some college:	69%	52%	75%	30%
• College graduate:	76%	49%	74%	36%

Income

• Less than \$30,000:	56%	52%	70%	28%
• \$30,000-\$79,999:	70%	49%	73%	30%
• More than \$80,000:	81%	46%	72%	37%

10.4 Digital Native News Publishers

Pew Research Center dubs digital news organizations not tied to a legacy platform as “digital native news sites.”

There are 35 digital native news publishers that meet the following criteria: they were “born on the web,” cover a range of news subjects, and have received a minimum of 10 million unique visitors, as measured by comScore (www.comscore.com). User-generated and aggregated content platforms (e.g., Medium, Reddit, and Wikipedia), and branded content such as NBA.com, are excluded.

The following are 35 digital native news sites:

- 12up.com
- 247sports.com
- Bgr.com
- Bleacherreport.com
- Breitbart.com
- Businessinsider.com
- Bustle.com
- BuzzFeed.com
- Cnet.com
- Deadspin.com
- Digitaltrends.com
- Eater.com
- Elitedaily.com
- Gamespot.com
- Gizmodo.com
- Huffingtonpost.com
- Ibtimes.com
- Ign.com
- Investopedia.com
- Jezebel.com
- Mashable.com
- Maxpreps.com
- Politico.com
- Qz.com
- Refinery29.com
- Sbnation.com
- Slate.com
- Thedailybeast.com
- Theverge.com
- Thrillist.com
- Tmz.com
- Topix.net
- Uproxx.com
- Upworthy.com
- Vox.com

The 35 digital native news outlets have approximately 22 million monthly unique visitors.

10.5 News From Social Media Sites

Pew Research Center reported adults that got news on social media in 2023 as follows (percentage of U.S. adults):

- Often: 19%
- Sometimes: 31%
- Rarely: 19%
- Never: 31%

Adults that regularly got news on social media sites in 2023 did so on the following social media sites (percentage of U.S. adults):

- Facebook: 30%
- YouTube: 26%
- Instagram: 16%
- TikTok: 14%
- X (Twitter): 12%
- Reddit: 8%
- Nextdoor: 5%
- LinkedIn: 5%
- Snapchat: 4%
- WhatsApp: 3%
- Twitch: 1%

“When it comes to where Americans regularly get news on social media, Facebook outpaces all other social media sites.”

Emarketer

10.6 Market Resources

Digital News Fact Sheet, Pew Research Center, November 2023.
(www.pewresearch.org/journalism/fact-sheet/digital-news/)

News Platform Fact Sheet, Pew Research Center, November 2023.
(www.pewresearch.org/journalism/fact-sheet/news-platform-fact-sheet/)

State of the News Media, Pew Research Center.
(www.pewresearch.org/topics/state-of-the-news-media/)