



# The TRU Presentation 2010

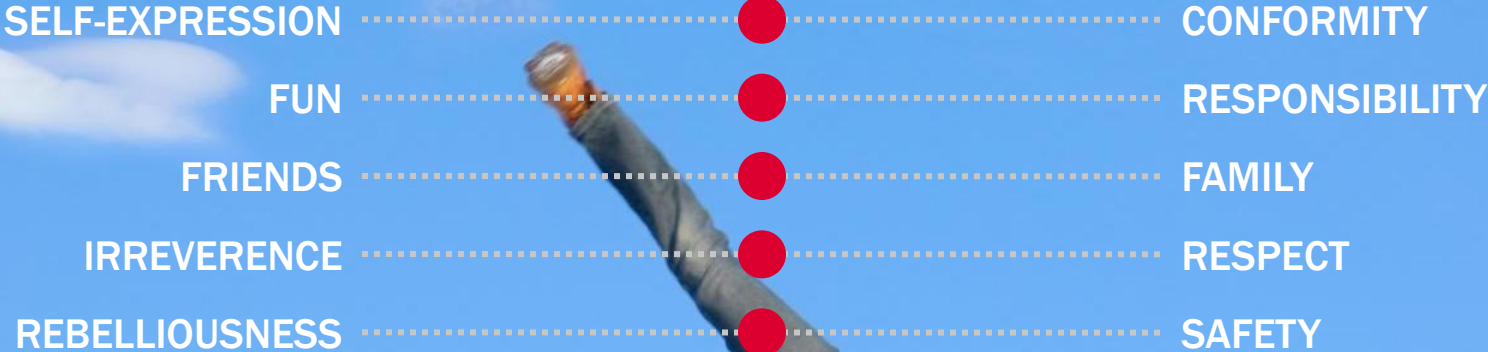
Youth Truths / Legacy / 03.23.10



# Teen Need States: Which side are they on?



# Teen Need States: Which side are they on?



# Biggest Everyday Complaints



TEENS (2000)

**31%** Stress

**30%** Not enough money

**29%** Not enough time in the day

**25%** Not enough sleep

**21%** School



**12%** Parents



TEENS (2010)

**50%** Not enough money

**29%** School

**26%** Not enough time in the day

**20%** Stress

**19%** Not enough sleep

**13%** Too many rules

# Which medium is the one you can't live without?



## TEENS (2000)



## TEENS (2010)



# Which medium do you trust the most?

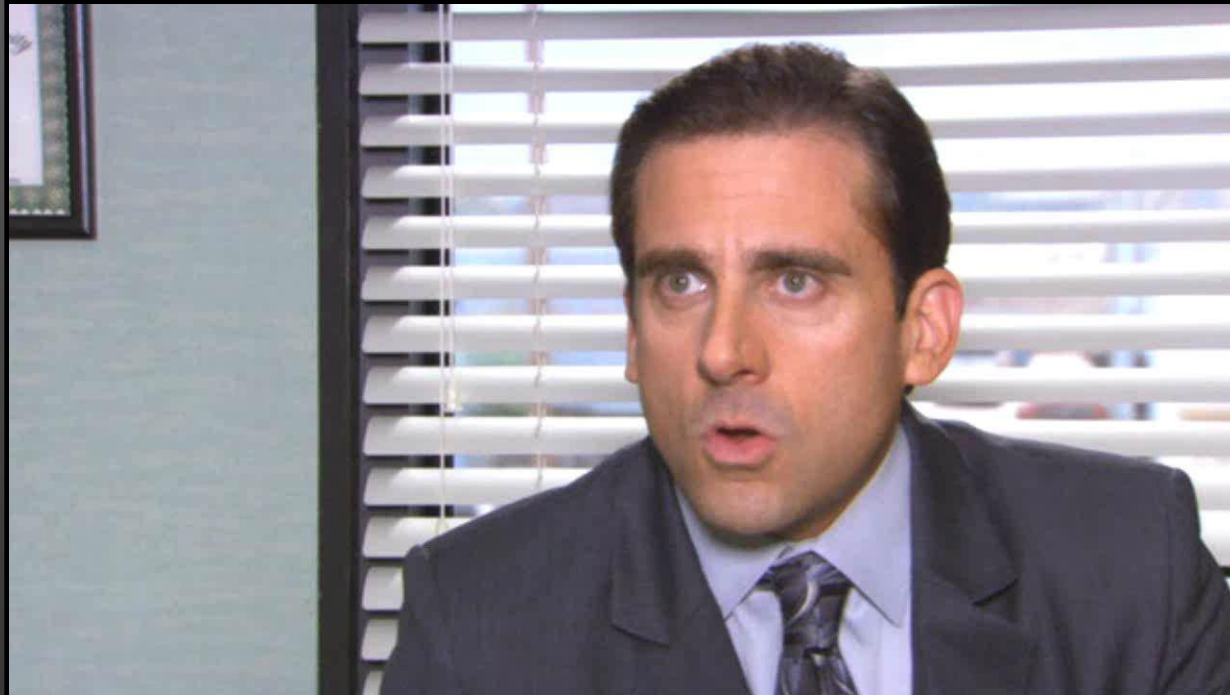


## TEENS (2000)



## TEENS (2010)





# Teens' Favorite Websites

## TEENS (2000)

- 44 YAHOO
- 24 MTV
- 7 HOTMAIL
- 6 NAPSTER
- 6 WWF
- 6 NSYNC.COM  
EBAY  
ESPN.COM  
ASIAN AVENUE  
ALLOY  
BLUEMOUNTAIN.COM

## TEENS (2010)

- 35 FACEBOOK
- 30 MYSPACE
- 29 YOUTUBE
- 4 YAHOO
- 3 GOOGLE
- 29 EBAY, AMAZON
- 4 ESPN, GMAIL
- 3 SEVENTEEN  
AOL  
TWITTER  
HULU  
HOTMAIL

Where is everybody  
and what are they doing?

How can I connect with  
people like me?

Do you have any idea  
how **AWESOME** I am?

# Social Networking Facts

80%  
participate  
in social  
networking



1/2 of  
Millennials'  
online hours  
(source: Nielsen)



63% visited  
Facebook  
past 30 days



46% visited  
MySpace  
past 30 days



19% visited  
Twitter past  
30 days



1 in 4  
teens have  
tweeted



1 in 3  
twenties  
have  
tweeted

# TRU Value Monitor™ Tracking

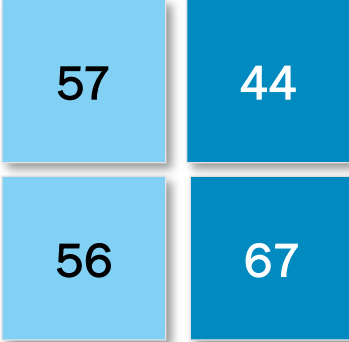
## Teens



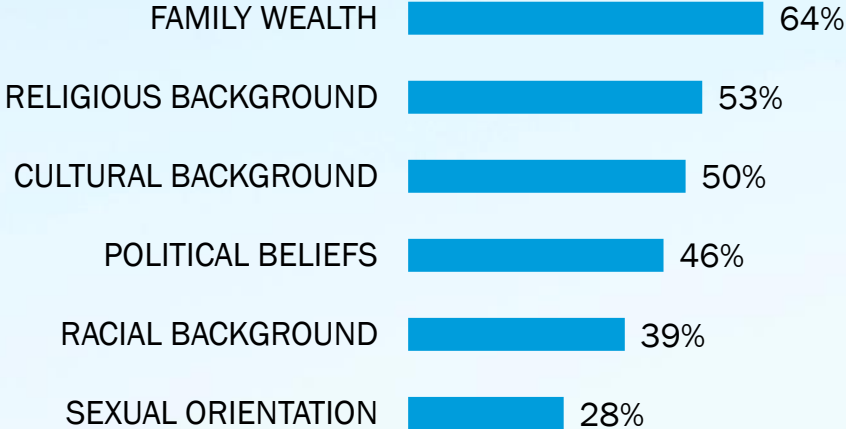
**My religion/faith is one of the most important parts of my life**

**Doing things for others and making the world a better place is important to me**

2000      2010



# “My friends are different than me in terms of ...”



TRU calls this: **Centergy™**





Thanks!

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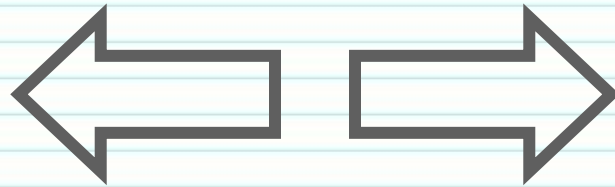




**80 % of today's teens  
expect to  
complete their  
life goals by the  
time they are 30**

# Show Tape

**Up the  
stakes**



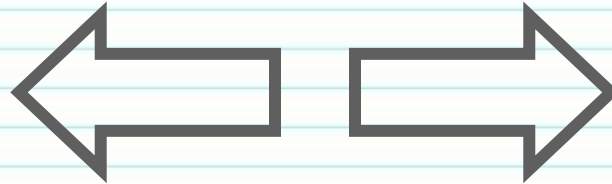
**Do it for  
others**

*Boomer  
parenting*

**Millennial**  
§

*Millennial  
chaos*

Listened to  
Loved  
Coddled  
Trophied



Columbine  
Sept 11  
Iraq  
Katrina  
Economic Crisis  
Cyber-stalkers  
Haiti

# What Is Positive Risk?



# Mood of the Media Industry





# THE STATE OF THE NEWS MEDIA

AN ANNUAL REPORT ON AMERICAN JOURNALISM

2009

Search Report 

GO

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 Charts & Tables

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Intro | Content Analysis | Audience | Economics |  
 News Investment | Ownership | Digital Trends |  
 Alternative Channels | Charts & Tables



### PREFACE

The State of the News Media 2009 is the sixth edition of our annual report on the health and status of American journalism.

Our goals are to take stock of the revolution occurring in how Americans get information and provide a resource for citizens, journalists and researchers to make their own assessments. To do so we gather in one place as much data as possible about all the major sectors of journalism, identify trends, mark key indicators, note areas for further inquiry.

For each area we have produced original research and aggregated existing data into a narrative on the state of journalism that we hope is the most comprehensive anywhere. Statistical data also exists in an interactive format (see our



**Table 1: Frequency of Exposure to News Mediums by Age**

<b>Newspaper's News Pages</b>	<b>Teenagers</b>	<b>Young Adults</b>	<b>Older Adults</b>
Everyday	9%	16%	35%
Several times a week	17%	13%	14%
About once a week	23%	20%	15%
Less than once a week	5%	6%	3%
Hardly ever/ Not at all	46%	45%	33%
	100%	100%	100%
<b>National TV News</b>			
Everyday	31%	31%	57%
Several times a week	22%	26%	23%
About once a week	23%	16%	10%
Less than once a week	6%	3%	1%
Hardly ever/ Not at all	10%	24%	9%
	100%	100%	100%
<b>Local TV News</b>			
Everyday	30%	36%	62%
Several times a week	23%	25%	19%
About once a week	24%	14%	7%
Less than once a week	3%	5%	1%
Hardly ever/ Not at all	20%	20%	11%
	100%	100%	100%
<b>Radio News</b>			
Everyday	25%	29%	38%
Several times a week	13%	15%	20%
About once a week	18%	11%	10%
Less than once a week	8%	5%	2%
Hardly ever/ Not at all	36%	40%	30%
	100%	100%	100%
<b>Internet-based News</b>			
Everyday	20%	22%	20%
Several times a week	23%	16%	11%
About once a week	15%	13%	11%
Less than once a week	10%	4%	4%
Hardly ever/ Not at all	32%	45%	54%
	100%	100%	100%

# Screens!



# More limbs...



