

**QUICK  
FACTS  
ABOUT  
NEWSPAPER  
MEDIA**



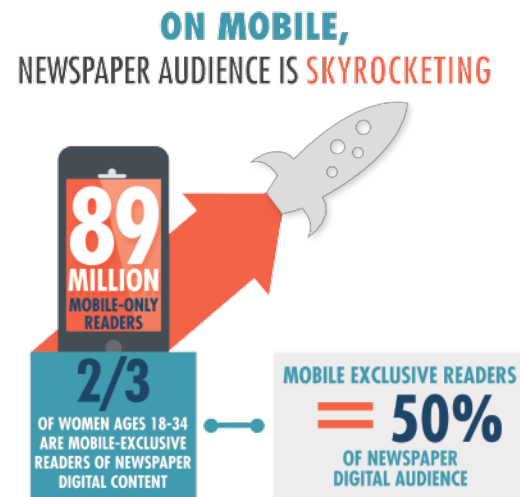
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# 1. Newspaper media consumption is strong and spans print and digital formats.

- 63% of U.S. adults, 153 million, read newspaper media content in an average week.
- 56% of adults ages 18-24 read newspaper media in a typical week.
- 8 in 10 Americans read newspaper digital media each month.
- 29% use a combination of print, online and mobile platforms to access newspaper content.

# 2. The newspaper digital media audience is skyrocketing.

- In June 2016, newspaper digital content reached 175 million U.S. adults, growing 14% since January 2014.
- Newspaper digital net reach is highest for those ages 25-34, at 97% for males and 96% for females in June 2016.



# 3. Younger readers are reading newspaper media in a variety of formats.

- More than one-third (37%) of the newspaper digital audience is age 18-34.
- 56% of the newspaper digital audience is under the age of 45, compared to 53% of the total Internet audience.
- The median age of an adult who uses Facebook is 41. The median age of an adult who uses a mobile device to read newspaper digital content is 39.



**MILLENNIALS ARE TO READ NEWSPAPERS ON A MOBILE DEVICE THAN OTHER AGE GROUPS**



# 4. Millennials are engaged with newspaper media.

- 57% of millennials read newspaper content in print or digital form in a typical week.
- The reach of newspaper digital content is highest among adults age 25-34.
- Millennials are 39% more likely to engage with newspaper media on a mobile device than the overall adult population.
- Two-thirds of millennials who are college graduates read newspaper content on a weekly basis.

# 5. Many categories of consumers read newspaper media, with higher readership among certain subgroups.

- 7 in 10 college graduates read newspaper media.
- 78% of those with a post-graduate degree consume newspaper media in a typical week compared with 54% who have a high school education or less. (See Table 1)
- Upscale consumers are more likely to engage with newspaper media.
- As household income increases, the audience for all newspaper media formats increases.
- 75% of those with annual household incomes of \$250,000 or more read newspaper content. For those with incomes of \$100,000-249,999 it is 71%. (See Table 2)

Table 1. The Newspaper Media Audience by Education Level

Newspaper Media	High school graduate or less	Some college (AA/Associates or 1-3 years of college)	College graduate (4 year college)	Any post graduate work or post graduate degree
Newspaper Print–Past Week	46%	52%	53%	59%
Newspaper Print or Digital–Past Week	54%	65%	71%	78%

Source: Nielsen Scarborough, USA+ Release 2, 2015

Table 2. The Newspaper Media Audience by Household Income Group

Newspaper Media	Household Income– Less than \$50K	HHI \$50K–\$99K	HHI \$100K - \$249,999	HHI \$250K or more
Newspaper Print–Past Week	48%	51%	54%	57%
Newspaper Print or Digital–Past Week	57%	65%	71%	75%

Source: Nielsen Scarborough, USA+ Release 2, 2015

# 6. The use of mobile devices has significantly broadened the reach of newspaper digital media.

- Half of those who consume newspaper content in a digital form during a month do so on mobile devices only, not using desktop or laptop computers.
- However, most use a combination of desktop and laptop platforms to access newspaper digital content.
- Men exceeded women in the growth of exclusively mobile newspaper consumption in the 12 months ending June 2016, growing 13% compared to 7%.



Table 3. The Newspaper Media Audience by Age Group

Newspaper Media	Adults 18–34	Adults 35–49	Adults 55 or older
Newspaper Print–Past Week	39%	44%	64%
Newspaper Print or Digital–Past Week	57%	61%	70%

Source: Nielsen Scarborough, USA+ Release 2, 2015

## 7. Newspaper use of **social media** is increasing engagement, driving up readership.

- Newspaper digital content is **over 50%** more likely to be **re-tweeted** than all other local media, including local television and radio and cable television.
- Half of adult **Twitter** users read a print newspaper during an average week.
- **77%** of adults follow links for news stories on social media.
- **63%** of **Twitter** and **Facebook** users say they get news from social media.

## 8. More than any medium, advertising in newspapers is considered most believable and trustworthy.

- Newspapers are the leading consumer source for coupons. **7 in 10** adults use newspaper-delivered coupons.
- **8 in 10** adults took action after seeing a print newspaper ad in the last 30 days.
- Print and online newspaper media are used by **57%** of adults weekly for shopping planning and purchase decisions.
- Consumers find print newspapers to be more believable and trustworthy (26%) and look forward to print newspaper advertising (22%) more than other advertising sources, including Internet, TV, radio, catalogs, magazines and mail.

## 9. Native advertising is providing consumers with compelling, targeted content that drives traffic and sales to advertisers.

- Through native advertising, advertisers are able to present product information in the newspaper's tone and voice.
- More precise targeting with native advertising provides advertisers more value for money.
- Combining native advertising with sharing on social media is seeing results: The "Native/Social" category of mobile ad spending for local audiences is expected to increase from 14.0% in 2015 to **26% by 2019**.





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