



## NEWSPAPER ASSOCIATION OF AMERICA

### Newspaper Digital Audience Grew Twice as Fast as the Internet in Past 12 Months

*Latest comScore data shows highest newspaper digital audience growth occurring among younger age groups*

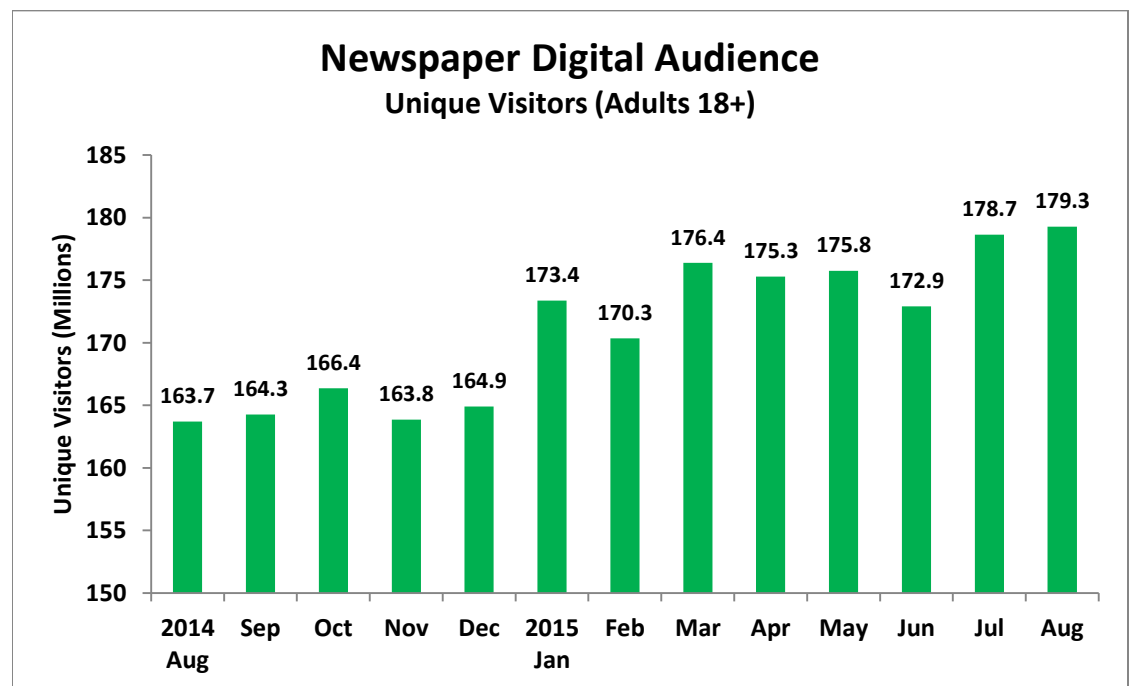
October 8, 2015

#### Key Facts

The digital audience engaged with newspaper content reached a new peak in August 2015, totaling 179.3 million adult unique visitors. The count is a 10% increase in adult unique visitors measured by comScore since August 2014, and is double the growth rate for the Internet overall (5%).

The latest data also revealed:

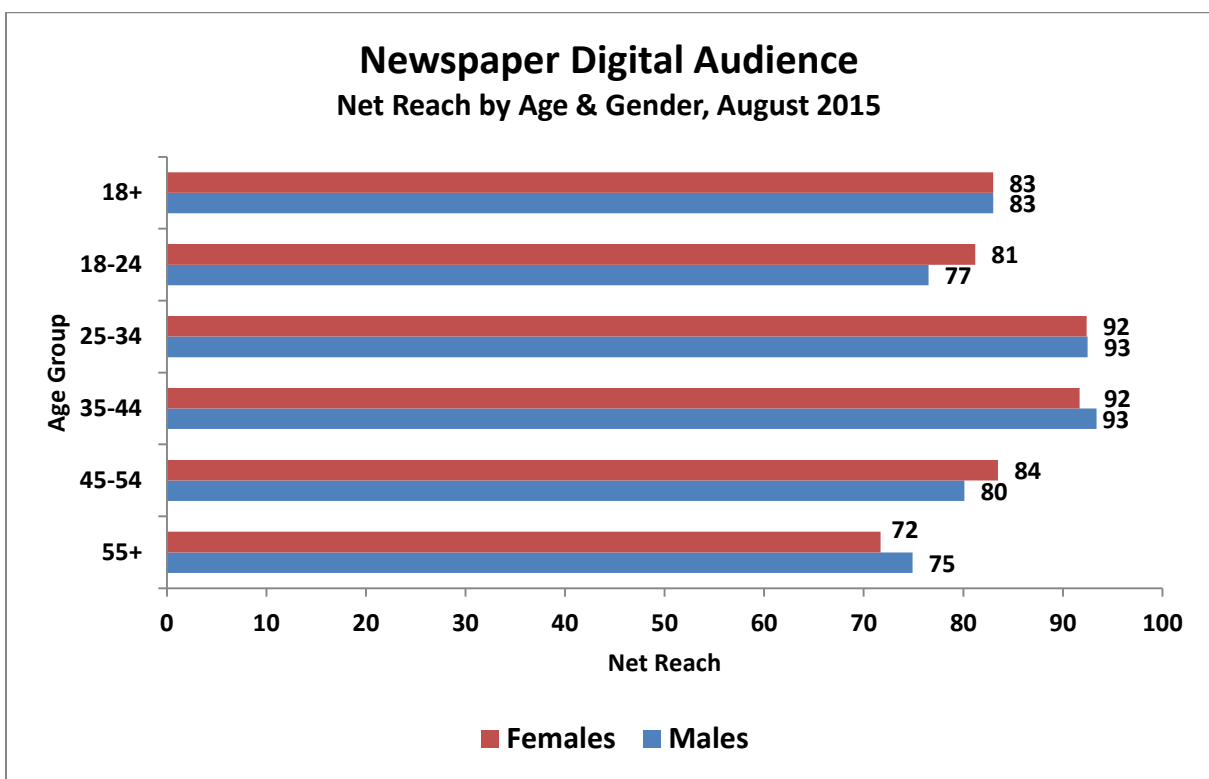
- More than nine in 10 men (93%) and women (92%) ages 25-44 who were online in August 2015 engaged with newspaper digital content.
- The newspaper digital audience grew more than twice as fast as the overall internet audience for age groups 18-24, 25-34 and 35-44.
- Half of the newspaper digital audience is composed of those who use only mobile devices (smartphones or tablets) for their newspaper digital content
- Eight in 10 of the newspaper mobile audience use smartphones exclusively for access.



## Detailed Findings

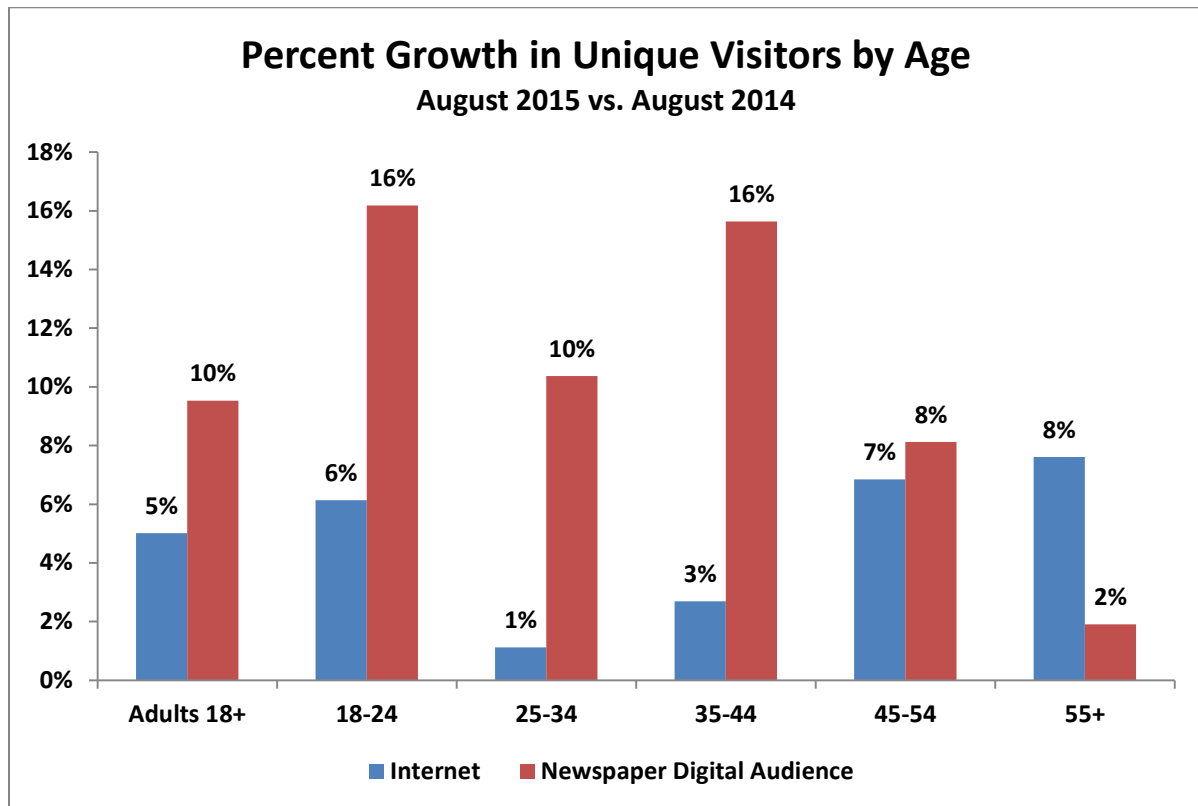
Large majorities of adults online in all age groups interacted with newspaper digital platforms in August 2015 (see chart below).

Overall, more than eight in 10 (83%) of adult men and women online during the month engaged with newspaper digital platforms on their desktop or mobile devices. Among the youngest age group, those 18-24, slightly more men (81%) than women (77%) were part of the newspaper digital audience. Two middle range age segments, those 25-34 and 35-44, had nearly identical proportions of online adults reached — 93% for men and 92% for women.



Among adults 45-54, slightly more women (84%) were reached than men (80%). The oldest age group, those 55 and older, had a net reach among men (75%) slightly higher than that for women (72%).

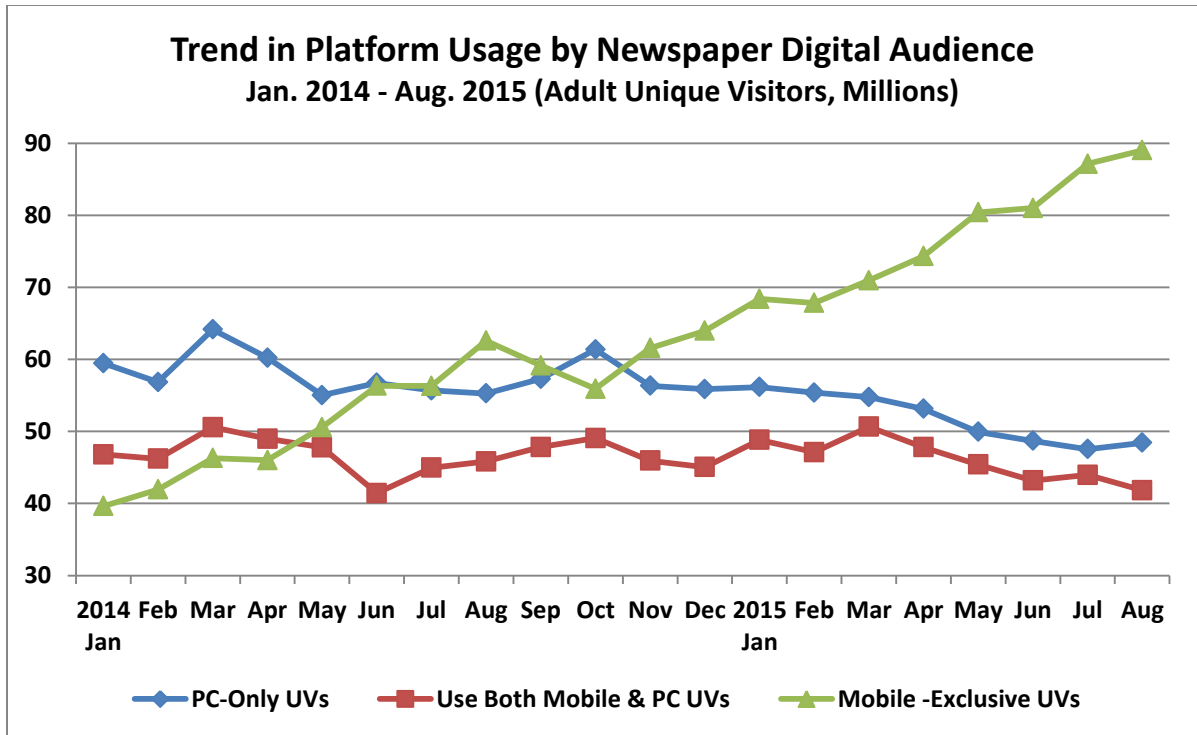
Over the past 12 months, the newspaper digital audience grew at a rate (+10%) double that of the Internet (+5%).



The difference in the growth rates was especially striking among the younger age groups. The newspaper digital audience in terms of unique visitors grew 16% over the past year among 18-24 year olds, while it increased 6% in that age group for the Internet overall. The total Internet audience barely grew at all for those 25-34 (+1%) and those 35-44 (+3%), while the newspaper digital audience grew 10% and 16%, respectively, in those segments.

The trend is different for the two oldest age groups. For those 45-54, the gain was nearly identical, with the Internet overall increasing 7% while the newspaper digital audience rose 8%. The only segment where newspaper digital audience growth was lower than that for the Internet was for those 55 and older. For that cluster, the number of unique visitors for the Internet rose 8% while the newspaper digital audience edged up by 2%.

The explosive growth in the usage of mobile devices — smartphones and tablets — for news and information during the past year persistently boosted the newspaper digital audience. For each successive month since November 2014 (see chart below), those using only mobile devices to interact with newspaper websites is the largest audience component. By contrast, there has been a downward trend for those using only PCs (desktop or laptops), or those using a combination of PCs and mobile during the month.

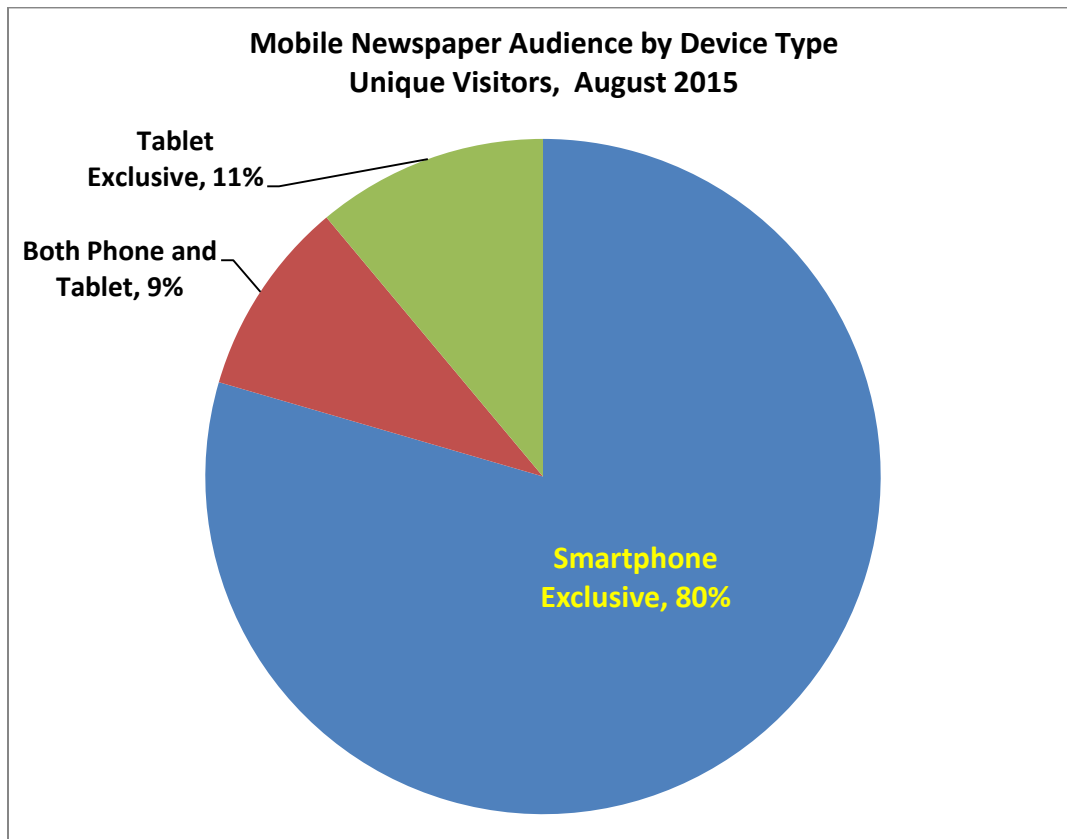


As compiled for August 2015, half of the newspaper digital audience is composed of those who use only mobile devices to interact with newspaper websites. Just over one-quarter (27%) of the audience uses PCs (desktop or laptops) only, while less than one-quarter (23%) use both mobile and PCs during the month.

**Composition of Newspaper Digital Audience  
by Platform Type, August 2015  
(Adult Unique Visitors)**

<b>Mobile-Exclusive</b>	<b>50%</b>
<b>PC (desktop/laptop)</b>	<b>27%</b>
<b>Both PC and Mobile</b>	<b>23%</b>

Smartphones are the devices of choice for the newspaper mobile audience (see chart). Eight in 10 use only smartphones to engage with digital newspapers. Tablet-exclusive users account for 11% of the mobile audience and less than one in ten (9%) use both a tablet and a smartphone during the month to engage with newspapers.



The trends illustrated in this report demonstrate the growing attraction of newspapers in digital form for consumers and continue to reinforce the vitality of newspaper media.

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**Notes:**

1. Usage of the traditional printed newspaper is not captured in the comScore dataset. This report details the digital audience only.
2. Data on the newspaper digital audience contained in this report is the NAA Aggregate in the comScore database. It is the unduplicated count for the digital audience of domestic U.S. newspaper digital properties, excluding digital-only newspapers.
3. The term “mobile-only” or “mobile-exclusive” refers to using only a smartphone or tablet, and not a desktop or laptop computer to access newspaper digital content during the month.