

**Quick
Facts
about
Newspaper
Media**



**Newspaper
Association
of America**

www.naa.org

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

- 65% of U.S. adults, 158 million, read newspaper media content in an average week.
- 54% 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 August 2015, newspaper digital content reached 179 million adults, growing from 164 million in 1 year.
- Newspaper digital net reach is highest among women ages 25-44, at 92%.



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

- 56% of the newspaper digital audience is under the age of 45, compared to 53% of the total Internet audience.
- The median adult age of Facebook users is 40; for mobile users, it's 39.



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



4. Millennials are increasingly engaging with newspaper media.

- Nearly 44 million Millennials read newspaper content in either print, online or on a mobile device.
- Approximately 9 in 10 Millennials ages 25-34 consume newspaper digital media.
- Millennials are 39% more likely to engage with newspaper digital media on a mobile device than other age groups.
- 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.
- Those with some post-graduate education or a post-graduate degree are more likely than those with an undergraduate degree or less to consume newspaper media: 80% of post-grads read newspaper media, compared with 57% of high school grads or less. (See Table 1)

Upscale consumers are more likely to read newspapers.

- As household income increases, audience for all newspaper media formats (print, digital and mobile) increases.
- 75% of those with household incomes of \$250,000 or more read newspaper content, whether print, online or mobile. For those with household income of \$100,000-249,000, it's 74%. (See Table 2)

6. The increased use of mobile devices, including smartphones and tablets, has significantly broadened the reach of newspaper digital media.

- 50% of the newspaper digital audience, or 89 million readers, access news only on a mobile device, an increase of 42% in the last year.
- However, most use a combination of desktop and mobile platforms to access newspaper content.
- Men ages 25-34 had the greatest growth in exclusively mobile newspaper consumption in the 12 months ending in August 2015, at 85%.



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	41%	48%	67%
Newspaper Print or Newspaper Website	50%	57%	70%
Newspaper Print or Website or Mobile	58%	63%	72%

Source: Nielsen Scarborough, USA+, Release 2, 2014

Table 1. The Newspaper Media Audience by Education Level

Newspaper Media	High school graduate or less	Some college (1-3 years-not Graduate or AA/Associates)	College graduate (4 year college)	Any post graduate work or post graduate degree
Newspaper Print-Past Week	49%	56%	56%	63%
Newspaper Print or Newspaper Website	53%	62%	66%	74%
Newspaper Print or Website or Mobile	57%	68%	72%	80%

Source: Nielsen Scarborough, USA+, Release 2, 2014

Table 2. The Newspaper Media Audience by Household Income Group

Newspaper Media	Household Income-Less than \$50K	HHI \$50K-\$99K	HHI \$100K-\$249K	\$250,000 or more
Newspaper Print-Past Week	51%	55%	58%	60%
Newspaper Print or Newspaper Website	55%	63%	68%	69%
Newspaper Print or Website or Mobile	59%	68%	74%	75%

Source: Nielsen Scarborough, USA+, Release 2, 2014

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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4401 Wilson Boulevard, Suite 900
Arlington, VA 22203-1867
Contact: Rich Schiekofer
212.856.6382
rich.schiekofer@naa.org

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