

20 “TWEETABLE TRUTHS” ABOUT THE NEWSPAPER INDUSTRY

01

AUDIENCE

Approximately 2.5 billion adults around the world read print #newspapers. #KnowYourNews (@NewspaperWorld)



TWEET THIS

02

AUDIENCE

Today, #newspaper digital media reaches more Americans than ever – 8 in 10 read it each month. (@NAAupdates) #KnowYourNews



TWEET THIS

03

AUDIENCE

In August 2015, #newspaper digital audience reached a new peak with 179 million U.S. adult unique users. <http://bit.ly/1u0ZgeL> #KnowYourNews



TWEET THIS

04

AUDIENCE

92% of women ages 25-44 read #newspaper digital media – the highest among any age or gender group. <http://bit.ly/1u0ZgeL> #KnowYourNews



TWEET THIS

05

AUDIENCE

The exclusively #mobile #newspaper audience is skyrocketing. It increased by 53% in just one year. (@NAAupdates) #KnowYourNews



TWEET THIS

06

AUDIENCE

Millennials are 39% more likely to read #newspapers on a #mobile device than any other age group. <http://bit.ly/1ENatGJ> #KnowYourNews



TWEET THIS

07

SOCIAL MEDIA

#Newspaper content is 50% more likely to be retweeted than all other local media, including television & radio. #KnowYourNews (@risj_oxford)



TWEET THIS

08

SOCIAL MEDIA

Social media and search are the most common ways for millennials to find news – 88% encounter news on Facebook. #KnowYourNews (@AmPress)



TWEET THIS

09

SOCIAL MEDIA

46% of Twitter users follow news organizations, reporters or commentators. #KnowYourNews (@pe-wresearch)



TWEET THIS

10

SOCIAL MEDIA

After accessing news through social media, 30% of people subscribed to a news outlet. #KnowYourNews (@risj_oxford)



TWEET THIS

11

SOCIAL MEDIA

Facebook referrals to top news sites have grown 42% in just one year. #KnowYourNews (@risj_oxford)



TWEET THIS

12

ADVERTISING

8 in 10 adults took action after seeing a #newspaper print ad in the last month. (@NAAupdates) #KnowYourNews



TWEET THIS

13

ADVERTISING

57% of adults use print & online #newspaper media for weekly #shopping planning & purchase decisions. <http://bit.ly/1uAfctZ> #KnowYourNews



TWEET THIS

14

ADVERTISING

#Newspapers are the no. 1 consumer source for coupons – 7 in 10 adults use newspaper-delivered coupons. <http://bit.ly/1uAfcTZ> #KnowYourNews



TWEET THIS

15

ADVERTISING

#Mobile ad spending is expected to surpass that of desktop in 2016 with an estimated spend of \$40.5 billion. #KnowYourNews (@eMarketer)



TWEET THIS

16

MISCELLANEOUS

The #newspaper digital audience grew 2x as fast as the Internet audience in the past year: <http://bit.ly/1u0zgeL> #KnowYourNews



TWEET THIS

17

MISCELLANEOUS

#Newspaper media is more trusted by consumers than both local television and social media. (@NAAupdates) #KnowYourNews



TWEET THIS

18

MISCELLANEOUS

84% of people follow the news because they want to know what is going on in the world around them. #KnowYourNews (@risj_oxford)



TWEET THIS

19

MISCELLANEOUS

85% of #millennials say keeping up with the news is at least somewhat important to them, and 69% get news daily. #KnowYourNews (@AmPress)



TWEET THIS

20

MISCELLANEOUS

People today have more control over the info. they consume, the sources they seek & the pathways they use. #digital #KnowYourNews (@AmPress)



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