9 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 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.

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.
   • 78% of those with a postgraduate 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)

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 1. The Newspaper Media Audience by Education Level

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

Source: Nielsen Scarborough, USA+ Release 2, 2015

Table 2. The Newspaper Media Audience by Household Income Group

<table>
<thead>
<tr>
<th>Newspaper Media</th>
<th>Household Income–Less than $50K</th>
<th>HHI $50K–$99K</th>
<th>HHI $100K - $249K999</th>
<th>HHI $250K or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper Print-Past Week</td>
<td>48%</td>
<td>51%</td>
<td>54%</td>
<td>57%</td>
</tr>
<tr>
<td>Newspaper Print or Digital-Past Week</td>
<td>57%</td>
<td>65%</td>
<td>71%</td>
<td>75%</td>
</tr>
</tbody>
</table>

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.
Unlock value with News Media—Advertise Today: Print-Digital-Inserts-Events

Visit www.newsmediaalliance.org to find out how news can be your 360 media solution.

Sources:
2. comScore, June 2016