



MOSTLY MOBILE

NEWSPAPER DIGITAL AUDIENCE SNAPSHOT

JANUARY 2017

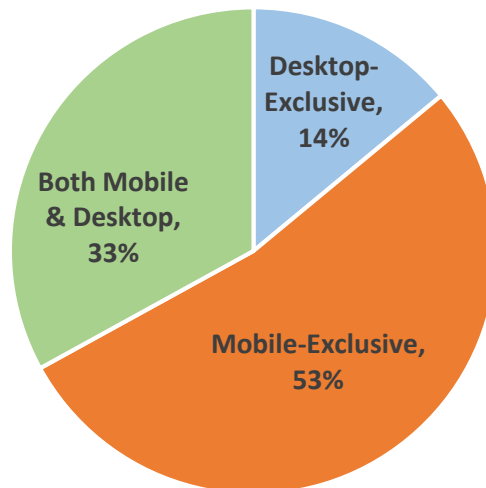
THE MOBILE MAJORITY

The audience engaged with newspaper-affiliated digital platforms topped 179 million adult unique visitors in January 2017, per an analysis of comScore data by the News Media Alliance.

Consumers are increasingly shifting to using mobile devices rather than desktop computers for their news consumption, the data shows. For example, the number of adult unique visitors who used only mobile devices for news consumption increased 6.7 percent in January 2017 compared with the same month a year ago, while those using only desktop devices for the same purpose dropped 26 percent. Those who used both mobile and desktop devices increased by 8.2 percent.

Overall, the majority (53 percent) of adults who engaged with newspaper-affiliated digital platforms in January did so using only their mobile (smartphone or tablet) devices.

Composition of Newspaper Digital Audience by Device Type in January 2017

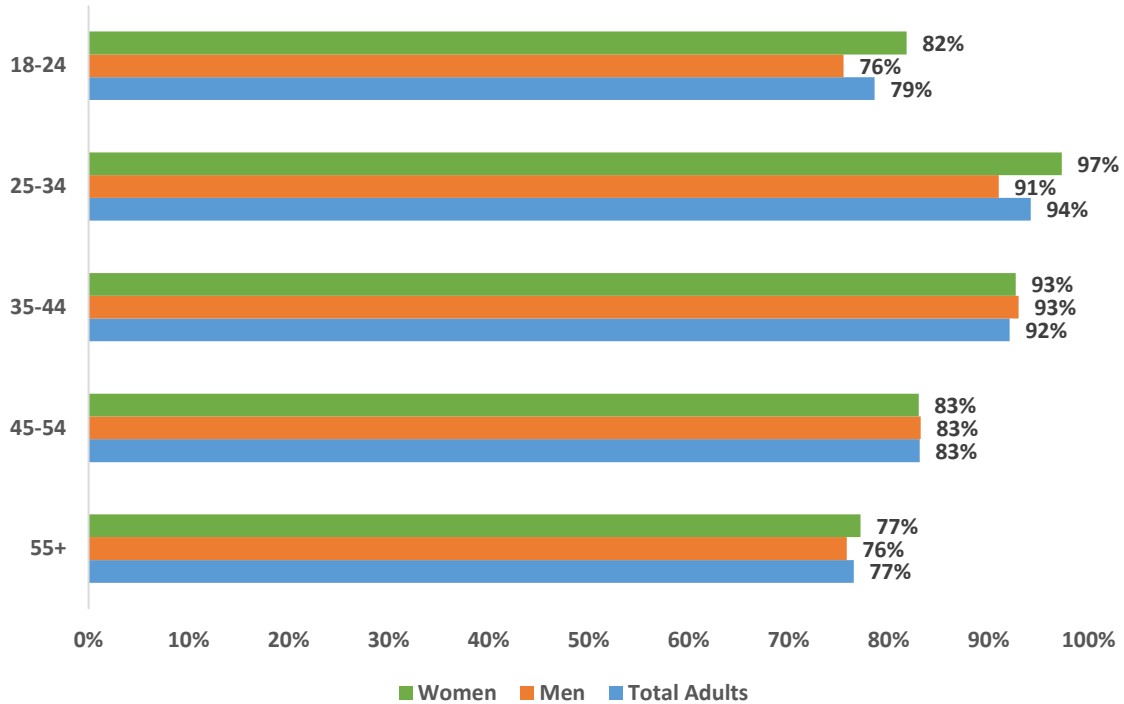


One-third of the audience (33 percent) used a combination of both desktop computers and mobile devices during the month, while only 14 percent used only their desktop computers to engage with those platforms.

HIGH NET REACH ON DIGITAL PLATFORMS AMONG KEY AGE GROUPS

Audiences of all ages and genders engaged at high levels with newspaper-affiliated digital platforms during January. Overall, 84 percent of U.S. adults online that month consumed newspaper digital content (83 percent for women, 85 percent for men).

Net Reach by Age & Gender (% of Adults Online, January 2017)



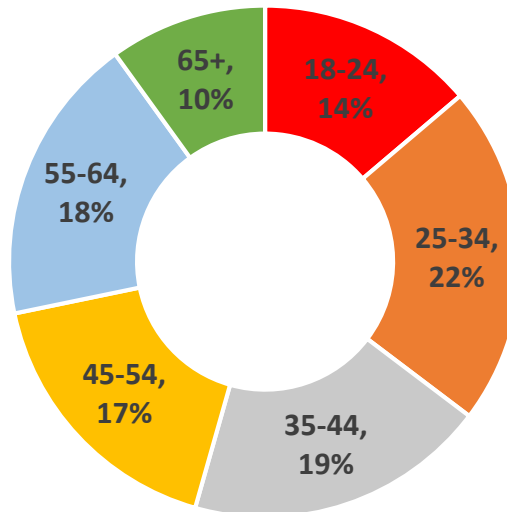
For both men and women, the 25-34 and 35-44 age groups show the highest reach—more than 90 percent—followed by the 45-44 age group (83 percent). Women 25-34 had an especially high level of engagement (97 percent).

The lowest reach for the month occurred for the oldest group, age 55 and over (77 percent), an impressive number nevertheless. The youngest group, age 18-24, showed women with a slightly higher net reach (82 percent) compared to men (76 percent).

MOBILE-EXCLUSIVE USERS SKEW YOUNGER

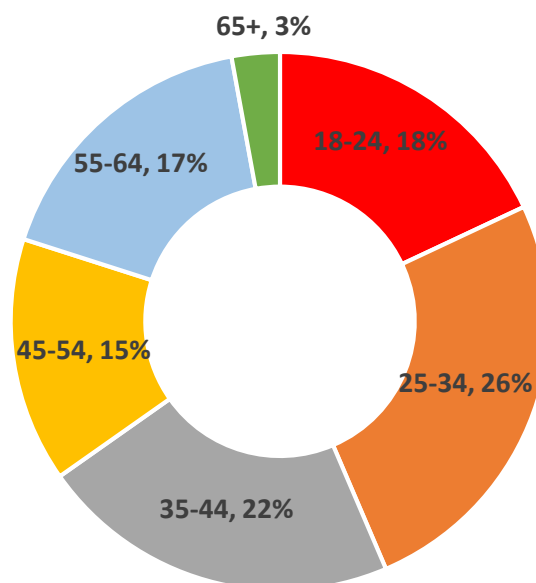
Younger age groups are more likely to be mobile-exclusive users of newspaper digital content. For example, the overall age composition of the total digital audience showed that just over half (55 percent) of the audience was under the age 45.

Age Composition, Newspaper Digital Audience
January, 2017



By contrast, two-thirds (66 percent) of the mobile-exclusive audience is under age 45.

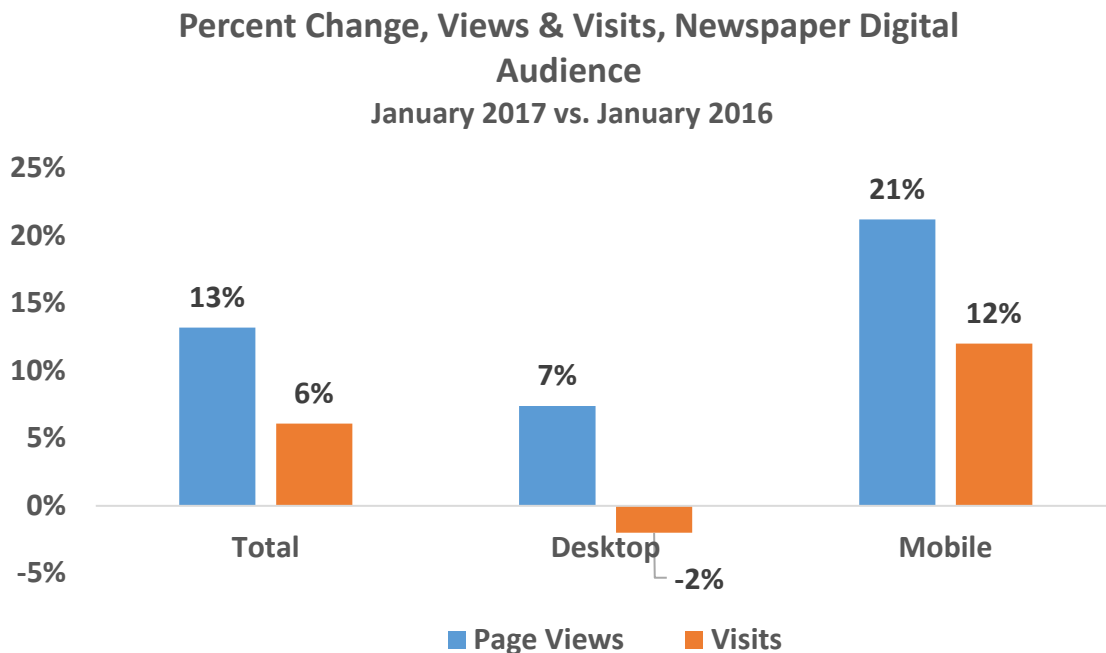
Age Composition, Mobile-Only Newspaper Digital Audience



The 18-24 age group made up 14 percent of the total digital audience but nearly one-fifth (18 percent) of the mobile-exclusive audience. At the other end of the age spectrum, only three percent of the mobile-exclusive digital audience is composed of those aged 65 or older, compared with 10 percent of the overall total audience.

MOBILE PUSHED UP VIEWS, VISITS

The shift to mobile devices is also reflected in page views and visits. Compared with last year, mobile page views increased 21 percent and visits increased by 12 percent. Desktop user page views grew seven percent while visits dropped by two percent. Desktop user page views grew seven percent while visits dropped by two percent.



This “mostly mobile” audience that engages with newspaper digital content appears likely to become even more dominant in the near future.

For more information, contact Jim Conaghan, VP, Research, News Media Alliance (jim@newsmediaalliance.org).