

ACROSS PLATFORMS, 7 IN 10 ADULTS ACCESS CONTENT FROM NEWSPAPER MEDIA EACH WEEK

NAA RELEASES SENSEMAKER REPORT BASED ON SCARBOROUGH RESEARCH, WHICH INCLUDES KEY FINDINGS ON THE AUDIENCE FOR NEWSPAPER CONTENT

Michelle Hunt
Brian Communications
(484) 385-2922
mhunt@briantierney.com

March 25, 2013

Arlington, Va. – Today, the Newspaper Association of America released its SenseMaker Report that assesses the latest data on consumption from Scarborough Research, which surveys some 206,000 U.S. adults. The report found that 69% of U.S. adults, 164 million, read newspaper media content in print or online in a typical week or access it on mobile device in a typical month. The study also found that the majority (59%) of young adults, ages 18-24, read newspaper media in a typical week or access it on a mobile device in a typical month. The report indicates that the mobile newspaper audience is growing fast—up 58% in an average month in 2012 compared with 2011.

“When you look at the newspaper audience across all platforms—print, online and mobile—it is easy to see that the content our members create has incredible reach,” said Caroline Little, NAA president and CEO. “Despite growing competition from other forms of news media, newspaper content continues to be widely consumed with the audience for newspaper content in print and online each week being larger than the audience over the course of a month for Google, Facebook, Yahoo and YouTube.”

Other key findings in the NAA SenseMaker Report include:

- The mobile audience skews young; the median age of an adult newspaper mobile user is 17 years younger than the print reader.
- The mobile-exclusive audience is even younger and that mobile-exclusive audience grew 83% in 2012 compared with a year-ago.
- Adults in high-income households continue to be more likely to engage with newspaper media. Three quarters of U.S. adults with incomes above \$100,000 consume newspaper content, compared with 71% of those earning \$51,000 to \$100,000 and 67% of U.S. adults generally.
- Newspapers continue to engage a highly educated audience; while 67% of all adults consume newspaper content in a typical week, the number is 79% among those who have some level of graduate education, and 73% who have a four-year college degree.

View the full **SenseMaker Report**.

Additional information on [Scarborough Research data collection and details surrounding methodology](#).

About NAA

NAA is a nonprofit organization representing nearly 2,000 newspapers and their multiplatform businesses in the United States and Canada. NAA members include daily newspapers, as well as nondailies, other print publications and online products. Headquartered near Washington, D.C., in Arlington, Va., the association focuses on the major issues that affect today's newspaper industry: public policy/legal matters, advertising revenue growth and audience development across the medium's broad portfolio of products and digital platforms. Information about NAA and the industry also may be found at www.naa.org.