

2012 RJI-DPA Mobile Media News Consumption National Survey

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Overview

- 1,015** randomly selected participants completed the survey between Jan. 17 and Mar. 25.
- 44** Average age; ages ranged from 18 to 88
- 56%** Men
- 44%** Women
- 57%** Only had a cell phone
- 26%** Had a cell phone and landline phone
- 17%** Only had a landline telephone
- 40%** Subscribed to a printed newspaper or newsmagazine
- 67%** Owned at least one mobile media device



Mobile media devices used during the seven days prior to taking the survey

57% used a smartphone

21% used a large media tablet

13% used an e-reader

7% used a small media tablet

24% used some other mobile media device

60% of all smartphone owners used at least one other mobile media device



Profiles of Smartphone Users

	Android	iPhone	Blackberry
Users	42%	39%	13%
Men	65%	61%	56%
Women	35%	39%	44%
Age 18-44	70%	61%	57%
Age 45 and older	30%	39%	43%
Income < \$75,000	64%	38%	41%
Income > \$75,000	36%	62%	59%
College Degrees	48%	64%	63%
Print Subscribers	32%	43%	49%



Profiles of Large Media Tablet Users

	Android	iPad	Other
Users	8%	88%	4%
Men	81%	63%	44%
Women	19%	37%	56%
Age 18-44	63%	59%	56%
Age 45 and older	37%	41%	44%
Income < \$75,000	62%	39%	44%
Income > \$75,000	38%	61%	56%
College Degrees	56%	67%	67%
Print Subscribers	25%	48%	56%



Profiles of Small Media Tablet Users

	Kindle Fire	Nook Tablet	Other
Users	68%	15%	17%
Men	43%	50%	71%
Women	57%	50%	29%
Age 18-44	46%	33%	71%
Age 45 and older	54%	67%	29%
Income < \$75,000	45%	42%	67%
Income > \$75,000	55%	58%	33%
College Degrees	24%	42%	7%
Print Subscribers	46%	50%	29%



Profiles of E-Reader Users

	Kindle	Nook	Other
Users	73%	22%	5%
Men	48%	29%	71%
Women	52%	71%	29%
Age 18-44	54%	46%	43%
Age 45 and older	46%	54%	57%
Income < \$75,000	53%	46%	57%
Income > \$75,000	47%	54%	43%
College Degrees	66%	71%	43%
Print Subscribers	60%	58%	71%



What are owners doing with their mobile media devices?

85% Interpersonal communication

40% averaged one or more hours per day

73% Entertainment

36% averaged one or more hours per day

68% Web searching and surfing (non-news)

16% averaged one or more hours per day

63% Keeping up with the news

17% averaged one or more hours per day



What are owners doing with their mobile media devices?

58% Social media and networks

16% averaged one or more hours per day

54% Leisure reading

17% averaged one or more hours per day

49% Financial activities

4.5% averaged one or more hours per day

42% Creating, editing, managing content

6% averaged one or more hours per day



What are owners doing with their mobile media devices?

40% Work-related activities

16% averaged one or more hours per day

34% E-Commerce

2% averaged one or more hours per day

25% Educational activities

9% averaged one or more hours per day

10% Other activities

24% averaged one or more hours per day



What presentation formats did owners of mobile media devices prefer for reading news?

- 54%** News organization websites
- 22%** News organization apps
- 7% Social media websites or apps
- 7% News aggregator apps
- 1% Digital replica editions
- 1% Blogs
- 1% RSS Feeds



How do mobile devices compare with traditional media for consuming news?

53% Better than printed newspapers or newsmagazines

18% Worse than printed newspapers or newsmagazines

50% Better than television news programs

21% Worse than television news programs

62% Better than radio news programs

13% Worse than radio news programs



Likelihood of purchasing a mobile media device in the next six months

28% said they are considering purchasing a mobile media device.

44% Likely to purchase a large media tablet

78% now would choose an Apple iPad

37% Likely to purchase a smartphone

52% now would choose an Apple iPhone

9% Likely to purchase a small media tablet

50% now would choose a Kindle Fire



Likelihood of purchasing a mobile media device in the next six months

28% said they are considering purchasing a mobile media device.

6% Likely to purchase an e-reader

59% now would choose a Kindle

14% Likely to purchase some other device

13% now would choose an Apple device

9% Not sure of what they will purchase



Current subscribers to printed newspapers and/or newsmagazines

40% said they currently subscribed to at least one newspaper or newsmagazine.

76% subscribed to a local daily or Sunday newspaper

31% subscribed to a newsmagazine

29% subscribed to a weekly community newspaper

17% subscribed to a national newspaper



Attitudes toward the news media and journalists

Statement: Professional journalists play a vital role in our society.

73% Agree **16%** Neutral **10%** Disagree

Statement: I prefer news stories produced and selected by professional journalists.

63% Agree **25%** Neutral **12%** Disagree

Statement: I prefer to get only the news that interests me.

44% Agree **22%** Neutral **34%** Disagree



Attitudes toward the news media and journalists

Statement: I expect to get all my news from mobile digital devices within the next 10 years.

36% Agree **19%** Neutral **45%** Disagree

Statement: I consider some advertising to be useful content.

35% Agree **30%** Neutral **36%** Disagree

Statement: I don't trust the mainstream news media.

31% Agree **32%** Neutral **37%** Disagree



Attitudes toward the news media and journalists

Statement: News is news; it doesn't matter to me who produced it.

24% Agree **15%** Neutral **61%** Disagree

Statement: I am willing to pay extra to get my news without advertising.

23% Agree **19%** Neutral **58%** Disagree

Statement: I prefer to get most of my news from friends I trust.

21% Agree **19%** Neutral **60%** Disagree



Please visit
www.RJOnline.org

For more about our mobile media
news consumption research

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