



**EMBARGOED UNTIL 12:01 AM ET OCTOBER 1, 2012**

---

## **The Future of Mobile News**

*The Explosion in Mobile Audiences and a Close Look at What it Means for News*

**FOR FURTHER INFORMATION:**

Tom Rosenstiel, Director, Pew Research  
Center's Project for Excellence in Journalism

Amy Mitchell, Deputy Director, Pew Research  
Center's Project for Excellence in Journalism

(202) 419-3650  
1615 L St. N.W., Suite 700  
Washington, D.C. 20036  
[www.journalism.org](http://www.journalism.org)

The era of mobile digital technology has crossed a new threshold.

Half of all U.S. adults now have a mobile connection to the web through either a smartphone or tablet, significantly more than a year ago, and this has major implications for how news will be consumed and paid for, according to a detailed new survey of news use on mobile devices by the Pew Research Center's Project for Excellence in Journalism (PEJ) in collaboration with The Economist Group.

At the center of the recent growth in mobile is the rapid embrace by Americans of the tablet computer. Nearly a quarter of U.S. adults, 22%, now own a tablet device—double the number from a year earlier. Another 3% of adults regularly use a tablet owned by someone else in their home. And nearly a quarter of those who don't have a tablet, 23%, plan to get one in the next six months. Even more U.S. adults (44%) have smartphones, according to the survey, [up from 35% in May 2011](#).

News remains an important part of what people do on their mobile devices—64% of tablet owners and 62% of smartphone owners say they use the devices for news at least weekly, tying news statistically with other popular activities such as email and playing games on tablets and behind only email on smartphones (not including talking on the phone). This means fully a third of all U.S. adults now get news on a mobile device at least once a week.

Mobile users, moreover, are not just checking headlines on their devices, although nearly all use the devices for the latest new updates. Many also are reading longer news stories – 73% of adults who consume news on their tablet read in-depth articles at least sometimes, including 19% who do so daily. Fully 61% of smartphone news consumers at least sometimes read longer stories, 11% regularly.

## The Growing Mobile Landscape

### Tablet



**22%**  
of U.S. adults  
own a tablet



**64%**  
of tablet owners get  
news on their device

### Smartphone



**44%**  
of U.S. adults  
own a smartphone



**62%**  
of smartphone  
owners get news on  
their device

### Either tablet or smartphone



**50%**  
of U.S. adults own  
either a tablet or  
smartphone



**66%**  
of tablet or smart-  
phone owners get  
news on their device

N=9,513.

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

The Future of Mobile News

And for many people, mobile devices are adding how much news they consume. More than four in ten mobile news consumers say they are getting more news now and nearly a third say they are adding new sources.

These findings and others in this report build upon a comprehensive study conducted by PEJ and The Economist Group a year ago that provided an in-depth look at news consumption on tablets among early adopters. The new report, which is based on a survey of 9,513 U.S. adults conducted from June-August 2012 (including 4,638 mobile device owners), probes mobile news habits more deeply across the wider population of users, looks at smart phone use as well, and examines the financial implications of those habits for news.

The survey also finds that consumers have yet to embrace certain features that mobile devices offer. While mobile technology allows people to get news anywhere, and any time, most people get news on these devices when they are at home—and roughly half of mobile news users get news on their device just once a day. Similarly, the use of news apps on mobile devices, which many publishers hoped would be a way to charge for content, remains limited. Most people still use a browser for news on their tablet.

Perhaps most pressing for the industry, the survey shows continued resistance to paying for content on mobile devices. More mobile news users have print-only subscriptions than have digital ones. Just 24% of them are considering exchanging their print subscription for a digital one (though these tend to be younger subscribers, which suggests their numbers will grow).

When it comes to advertising, there are suggestions that ads seeking to deliver a message or reinforce a brand may have more potential than those tied to e-commerce.

Taken together, the data reveal that, even with a broadening population owning mobile devices that offer a range of activities, owners are still drawn heavily to news. What's more, there is a sizable cohort using mobile devices to broaden and strengthen their news experience, particularly male mobile news consumers who employ both apps and browsers, have a wireless data plan, get news multiple times throughout the day, and across a wide variety of platforms.

Among the detailed findings of the study:

- **The advent of the new lower-priced tablets in late 2011 brought in a new crop of tablet owners.** Now, just over half, 52%, of tablet owners report owning an iPad, compared with 81% a year ago. Nearly half, 48%, now own an Android-based device; about half of them, 21%, Kindle Fires. iPad owners, however, stand out from Android owners: they use their tablet more often in general and more often for news. Android users are more likely to use social networks and follow news that comes from friends and family.
- **Rather than replacing old technology, the introduction of new devices and formats is creating a new kind of “multi-platform” news consumer.** More than half, 54%, of tablet news users, for

The Future of Mobile News

instance, also get news on a smartphone; 77% get news on a desktop/laptop; 50% get news in print, and a quarter get news on all four platforms. Among smartphone news users, 47% still get news in print, while 75% get news on the laptop/desktop device and 28% get news on a tablet.

- **There is growing evidence that mobile devices are adding to how much news people get.** As many as 43% say the news they get on their tablets is adding to their overall news consumption. And almost a third, 31%, said they get news from *new sources* on their tablet. The increases in news activity is heaviest among those who use all four of the major text-based media for news—computers, smartphones, tablets and print. And when people are asked to recall time spent, the evidence suggests multi-device users spend as much time on each platform as other news users—not substituting one for another.
- **People who get news on both a smartphone and a tablet may carry added appeal for news organizations.** These people tend to be more engaged news users than those who get news on just one device. They are more likely to read deeply (fully 82% sometimes or regularly read in-depth articles on their tablet compared with 62% of those who get news on just the tablet), to send or receive news through email or social networks and to read past issues of magazines. And, while the numbers are still small, dual-device mobile news user are also more likely than others to have paid for digital news content.
- **Similarly, those who get news throughout the day on their mobile devices are more engaged news consumers.** People who get news on their devices multiple times per day, on either the smartphone or tablet, tend to turn to more sources, get news from new sources, read in-depth news articles, watch news videos, and send and receive news through email or social networks. Tablet news consumers who get news more than one time during the day are also twice as likely as those who get news once a day to have paid for news on their tablet (10% versus 4%).
- **Two distinct news audiences have emerged on tablets—new-found digital customers and customers who also remain loyal to the print product.** Nearly a fifth of mobile news users, 19%, have paid for a digital news subscription of some kind in the last year, and a third of tablet news users with digital subscriptions have added new subscriptions since they acquired the device. But even more mobile news users, 31%, have print-only subscriptions, and three quarters of these have no plans to give them up. These print subscribers also prefer their app-based news to be more like a traditional reading experience rather than to have high-tech features. For the news organizations, this brings both the potential for new audiences as well as the challenge of accommodating the differing styles and approaches of these distinct audiences.
- **People notice ads on mobile devices and may be even more likely to click on them than they are to click on other digital ads.** Half of mobile news users (49% of tablet news users and 50% of smartphone news users) sometimes or often notice ads when they are getting news on their mobile device. Following or acting on these ads is less common: Roughly 15% click on ads when

The Future of Mobile News

getting news on one of the mobile devices and about 7% actually buy something. These figures, however, outpace other digital click-through rates. A [recent study by Ad Age](#) finds click-through rates on browser-based display ads to be less than 1%.

- **There has been movement over the last year toward using the browser rather than apps for tablet news consumption.** Fully 60% of tablet news users mainly use the browser to get news on their tablet, just 23% get news mostly through apps and 16% use both equally. In 2011, 40% got news mostly through a browser, 21% mostly through apps and 31% used both equally. But as was revealed in the 2011 survey, app news users—and those who use both apps and the browser equally—remain in many ways more engaged and deeper news users than those who mostly use their browser. The browser is preferred on the smartphone as well (61% get news mostly through a browser, 28% mostly through apps and 11% use both equally).

These mobile news users were also asked about their news habits on the conventional laptop/desktop computer. Their responses suggest that even as the population of tablet owners broadens, the idea that we have entered a post-PC era is overstated—at least when it comes to news. The desktop computer remains an enduring part of people’s news consumption—perhaps because during weekdays it is a work tool. Despite all of the convenience of mobile, fully 41% of mobile users who still get news on the laptop and print prefer the conventional computer for doing so. Tablets rank second at 25%, followed by print. The smartphone ranked last. This is a shift from the very early adopters surveyed in 2011 who showed strong passion for their new devices, and it may speak to both the broadening population and a natural settling down as the “newness” factor wears off.

### About the Study

The analysis in this report is based on a survey conducted June 29-August 8, 2012 among a sample of 9,513 adults, 18 years of age or older, including 2,013 who own and use a tablet computer and 3,947 who own a smartphone. A subset of 1,928 mobile device users, including 810 tablet news users and 1,075 smartphone news users received the full survey, including detailed questions about news consumption on their mobile devices as well as other platforms.

The survey was conducted by Knowledge Networks among a random sample of households in their nationally representative online research panel, where panel members are randomly recruited through random digit dial and address-based sampling methods. The survey was administered in English. The data are weighted to produce a final sample that is representative of the general population of adults in the United States.

The margin of sampling error at the 95% confidence level is plus or minus 3.4 percentage points for results based on tablet owners and 5.4 percentage points for tablet news users. The margin of sampling error is 2.4 percentage points for smartphone owners and 4.7 for smartphone news users.

For more details about these surveys, see the survey methodology.

**Contributors:** A number of individuals worked on this study. Amy Mitchell of the Project for Excellence in Journalism wrote the report. Tom Rosenstiel of PEJ edited the report. Leah Christian of the Pew Research Center for the People & the Press closely reviewed the report and the data. Laura Santhanam provided data cleaning, analysis and number checking and Danielle Gewurz provided further statistical assistance. Mitchell, Rosenstiel and Christian along with Scott Keeter of the Pew Research Center designed the survey. Also at PEJ, Monica Anderson and Kenny Olmstead helped analyze the data, and Dana Page managed communications and design. Jessica Tennant of the Pew Research Center designed the graphics. The study was produced in collaboration with The Economist Group.

### Notes on Terminology

Unless otherwise noted, “tablet owners/users” refers to adults who own and use a tablet computer; “tablet news users” refers to tablet users who get news on their tablets at least once a week; “smartphone owners/users” refers to U.S. adults who own and use a smartphone; “smartphone news users” refers to smartphone owners who get news on their smartphone at least once a week; and “mobile news users” refers to U.S. adults who get news on a tablet and/or a smartphone.

## Device Ownership

Over the last year, tablet ownership has steadily increased from 11% of U.S. adults in July of 2011 to 18% in January of 2012, according to PEJ data. Currently, 22% own a tablet and another 3% regularly use a tablet owned by someone else in the home. This number is very close to new data, released here for the first time, conducted in a separate survey by the Pew Internet & American Life Project on July 16 through August 7 2012 that found 25% of all U.S. adults have a tablet computer.

The growth in tablet adoption is likely related to the advent of the lower-priced tablets in late 2011. Overall, about two-thirds of tablet-owning adults, 68%, got their tablet in the last year, including 32% in 2012 alone.

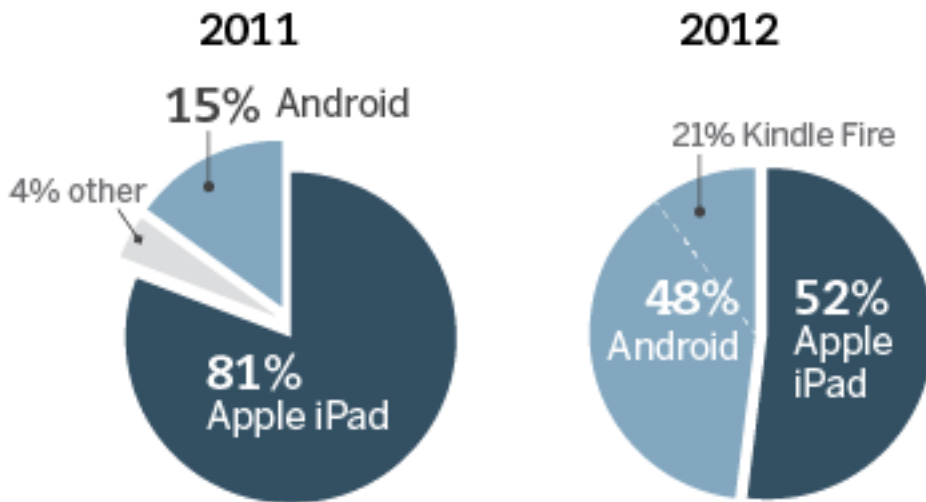
The Future of Mobile News

That has lessened Apple's dominance in the market. Now, just over half, 52%, of tablet owners report owning an iPad, compared with 81% in the survey a year ago. Android-based devices make up the bulk of the remaining tablet ownership, 48% overall, dominated largely by the Kindle Fire. Two in ten, 21%, own a Kindle Fire, 8% the Samsung Galaxy, and the rest, a mix of others. (These numbers match very closely with sales data which put the Apple iPad at 61% of world sales, Android devices at 31% and Windows at 4%.)<sup>1</sup>

---

## Tablet Ownership By Brand

Percent of tablet users who own...



2011 N=1,196; 2012 N=1,069.

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

---

This survey was also conducted before the introduction of Google's Nexus 7 or Amazon's Kindle Fire HD.

Even before these, the influx of Android-based devices has changed the tablet market, much as it did for smartphones over the past several years. Of the 44% of adults who have a smartphone, 46% have an Android phone, 38% have an iPhone and 10% have a Blackberry.

Among those who have both a tablet and smartphone, there is some operating system loyalty. A majority of iPad owners who also have smartphones have an iPhone (57%); just 32% have an Android phone. Similarly, 66% of those who have an Android tablet have an Android phone; 29% have an iPhone.

---

<sup>1</sup> CBS News. "[Worldwide Market Share for Tablet Systems.](#)" August 24, 2012.

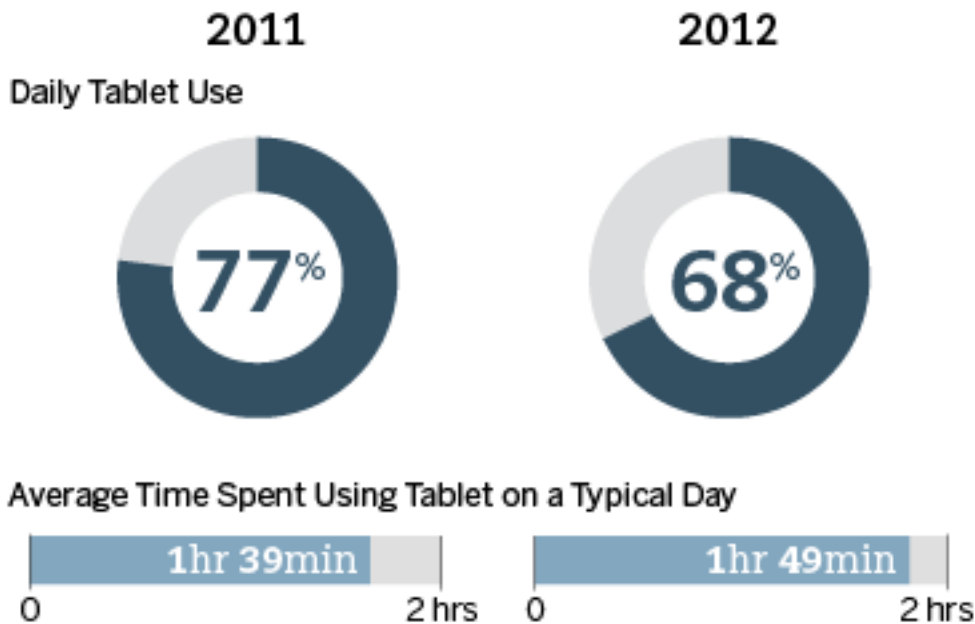
## Mobile Activity: News Ranks High

Despite the growth in tablet ownership and diversity of devices available, recent tablet owners seem to be embracing the devices in ways similar to the first generation of tablet owners.

Most who own tablets—both early and late adopters—have integrated the devices into their routines on a daily basis. About two-thirds (68%) use their tablet every day, down from 77% a year ago. They also use them for a significant amount of time each day. In all, tablet owners spend an average of 1 hour and 49 minutes on their tablet on a typical day. That is nearly identical to the average of 1 hour and 39 minutes in 2011.

---

### Daily Tablet Use Remains High



*2011 N=1,159; 2012 N=2,064 for daily use and 1,069 for time spent on a typical day.*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

---

iPad owners, according to the data, use their device more than Android owners. About half, 54%, of iPad owners use their tablet several times a day, compared with just a third, 33%, of Android owners (and 40% of Kindle Fire owners.) These differences may ease over time, however, as more tablets are introduced with hardware, battery life and capabilities equivalent to those of the iPad.

How people use their tablet also has remained substantially the same, even as the tablet-owning population has doubled.



The Future of Mobile News

News is a large part of what people do with their mobile devices. Fully 64% of tablet owners get news on their devices at least weekly, including 37% who do so daily. The numbers are similar for smartphone owners – 62% consume news weekly or more and 36% do so daily. For both tablets and smartphones news is among the top activities people engage in on the devices.

The amount of time spent on these devices getting news is also substantial. Mobile news consumers spend an average of 50 minutes or more getting news on their tablet or smartphone on a typical day.

For activities other than news, though, people tend to look to one device more heavily than the other. Far more use their smartphones, for instance, for sending or receiving email – 61% do so daily on their phone, compared with 44% on the tablet. More also turn to their phones for daily social networking updates – 46% versus 34% who do so on the tablet.

Perhaps not surprisingly, for reading – both books and magazines – people look to their tablets, but not exclusively. The survey found that 7% of smartphone owners read books on their phones daily and 15% do so weekly. That compares with 18% of tablet owners who read books daily on their tablet and fully 43% who do so at least once a week. These tablet numbers remain about on par with a year ago – even with the introduction of technically advanced e-readers, such as the Kindle Fire.




With lingering issues surrounding Flash technology and the lack of cellular connectivity (as opposed to Wi-Fi which comes standard) on most tablets, video watching of any kind has also remained about on par with a year ago. Just over one-in-ten, 12%, watch videos daily—a percentage that corresponds closely to recent data from comScore.<sup>2</sup>

---

<sup>2</sup> comScore. [“Majority of Tablet Users Watch Video on their Device, 1 in Every 4 Viewers Pay to Watch.”](#) June 8, 2012.

## News Remains a Top Activity on Tablets

Percent of tablet users who use a tablet to...

	Weekly	Daily
 Send or receive e-mail	65%	44%
 Get news	64	37
 Play games	60	34
 Use social networking sites	56	34
 Read books	43	18
 Watch movies	38	12
 Shop	36	7
 Read magazines	22	6

*N=2,013. Icons by The Noun Project.*

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

The new survey suggests that while news remains one of the most popular tablet activities, the number consuming news regularly on the devices is lower now among this broader population using a wider array of devices than it was a year ago among the first adopters. Weekly news consumption, for instance, has declined from 77% of tablet owners to 64% in the new survey. Daily news consumption on the tablet has also declined. Some of this decline may be tied to lower daily news consumption among Android tablet owners, the data indicate. Only 29% of Android owners get news daily compared with 43% of iPad owners.

Android owners also are less likely to use their tablets for many other activities on a daily basis, including social networking (28% vs. 38% of iPad owners) and email (34% vs. 56% of iPad owners). On the other hand, Kindle Fire owners are the most likely to read books daily (34% vs. 13% of iPad and 13% of other Android owners).

### ...And a Top Activity on Smartphones

Percent of smartphone users who use a smartphone to...

	Weekly	Daily
 Send or receive e-mail	<b>80%</b>	<b>61%</b>
 Get news	<b>62</b>	<b>36</b>
 Play games	<b>54</b>	<b>31</b>
 Use social networking sites	<b>62</b>	<b>46</b>
 Read books	<b>15</b>	<b>7</b>
 Watch movies	<b>31</b>	<b>8</b>
 Shop	<b>24</b>	<b>5</b>
 Read magazines	<b>11</b>	<b>4</b>

*N=3,947. Icons by The Noun Project.*

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

The Future of Mobile News

There are also some differences in tablet use by gender. Men are more likely to get news on their tablets every day than women (43% versus 32%). Women on the other hand are twice as likely as men to never use their tablet for news (21% versus 11%). Men also are more likely to get news daily on their smartphones. Those numbers conform with historical data about news consumption by gender generally, particularly newspapers.





### Most Mobile News is Still Consumed at Home and at Habitual Times

Part of the power of mobile technology is that activity can occur anywhere; in transit, at a sports game, at work and at home. We are no longer tethered by place to the internet. To what degree are people taking advantage of this? When it comes to news at least, home still dominates.

On tablets, fully 85% of news users say they tend to be at home when they get news on their tablet during the week (and even more, 92%, tend to be home during the weekend). Just 11% during the week are at work when they get news, and a mere 4% say they get news when they are on the go. Some of that may have to do with the fact that most tablets do not come with cellular connectivity (it is usually optional) and therefore require Wi-Fi, which is commonly available at home and work but less so in places in between. Yet the data show that even for people who don't have that limitation, home is still the dominant place for tablet news consumption. Those who have a data plan are just as likely as those who do not to consume news on their tablet while at home.

#### People Still Mainly Get News on Mobile Devices at Home

Where mobile news users tend to get news during the week

	Tablet	Smartphone
 At home	<b>85%</b>	<b>58%</b>
 At work	<b>11</b>	<b>29</b>
 Commuting or in transit	<b>3</b>	<b>9</b>
 Somewhere else	<b>1</b>	<b>2</b>
No answer	<b>-</b>	<b>2</b>

*Based on weekly tablet (n=771) and smartphone news users who get news on weekdays (N=1,007). Icons by The Noun Project.*

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

The Future of Mobile News

The findings for smartphone news consumption are similar. Even though most smartphones can give you internet access anywhere, just 9% say they tend to get news on it during the week while they are commuting. Far more tend to be at home (59%) or at work (28%) when they use their smartphone for news.

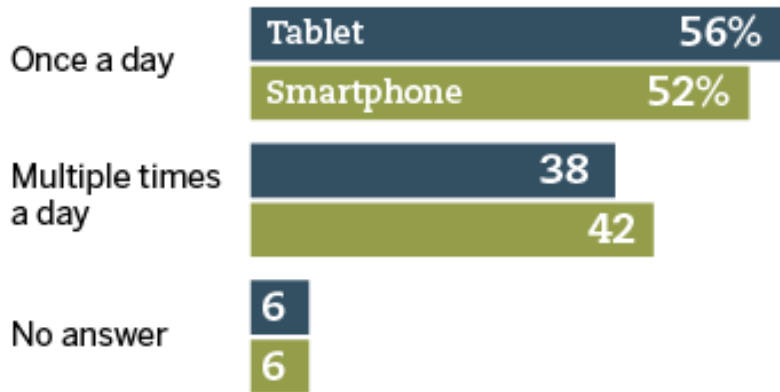
In short, while mobile technology allows people to get news on the go, relatively few people do so.

The lure of home as a place for news consumption is also linked to the findings about when people get their news. Even though mobile devices make it easier to get news whenever you want, mobile device owners still seem to have habitual times of day when they consume news. And for about half of mobile news users on each device, it is just a single time each day.

These numbers may not fully capture whether news is becoming an ongoing activity. Many people also continue to get news on other platforms (print, TV, radio and computer) at other times of day in addition to the news they get on their mobile devices. But the idea that people are turning to the news continually on their mobile devices has not emerged, at least not yet.

**Most Get News Just Once Per Day**

Percent of news users who get news during the week



*Based on weekly tablet (N=810) and smartphone news users (N=1,075).*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

The majority of tablet news consumers, 56%, say they usually consume news on the device just one time a day on weekdays; 38% do so multiple times a day. The pattern is nearly identical for news consumption on the weekends (55% once a day vs. 34% multiple times).

Even smartphone news consumers are more likely to check in with the news just one time a day, even though they likely have their phones in their pocket much of the time. During the week, 52% of smartphone news users said they get news on that device just one time a day while 42% do so multiple

times. And on the weekends, frequent news consumption is even less common; 52% get news once a day and 32% do so multiple times.

## The Most Popular Times of Day Vary

When is the time of day people consume news? (And by implication, when is the best time for potential advertisers, or political actors, to try to reach mobile news consumers?)

Here we find that mobile technology is changing behavior patterns, but in ways that might be more subtle than some might have expected.

To begin with, among those who get news on tablets just once a day during the week, (again just over half of tablet news consumers) the times they check in are fairly traditional ones, similar to those when Americans watched the evening news or read the morning newspaper: 39% get their news on the tablet in the evening between 5 and 9 p.m., while 18% get news early in the morning, before 8 a.m. Another 21% get news on their tablets later in the morning, between 8 a.m. and 12 p.m. Fewer get news late at night, after 9 p.m. (11%).

On the weekend, the one-time-a-day tablet news consumers are split more evenly throughout the morning, midday or evening (with very few consuming news early in the morning or late at night).

---

### Time of Day for News Varies on the Tablet

When tablet news users typically get news during the week

	Before 8am	8am- 12pm	12pm- 5pm	5pm- 9pm	After 9pm
Those who get news once a day	18%	21	12	39	11
Those who get news multiple times a day	56%	43	36	66	50

*Based on weekly tablet news users who get news once a day (N=459) or multiple times a day during the week (N=317). Multiple times a day figures add to more than 100% due to multiple responses.*

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

---

## ...And Even More So On Smartphones

When smartphone news users get news during the week

	Before 8am	8am- 12pm	12pm- 5pm	5pm- 9pm	After 9pm
Those who get news once a day	24%	30	20	18	7
Those who get news multiple times a day	50%	63	56	63	44

*Based on weekly smartphone news users who get news once a day (N=540) or multiple times a day during the week (N=467). Multiple times a day figures add to more than 100% due to multiple responses.*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

However, the behavior of those who check in for news on the tablet multiple times during the day (roughly one-third of tablet news users) is quite different. For these people, the beginning and the end of the day are much more important during the week, perhaps due to the easy, on-demand nature of the devices. About two-thirds of these tablet-based continuous news consumers, 66%, get news in the evening (5 to 9 p.m.) and 56% get news first thing in the morning (before 8 a.m.); 50% check again late at night. And 43% get news later in the morning, between 8 a.m. and noon.

Most of those who get news on the tablet multiple times on a typical weekday also do so more than once on the weekends. But on the weekend, news consumption is spread more evenly throughout the day, though very few check news early in the morning.

The preferred times for smartphone news use are more varied. For those who check in once a day, more prefer sometime before noon to the evening. About a quarter, 24%, of smartphone news consumers who get news once a day do so before 8 a.m., and 30% check in from 8 a.m. to 12 p.m. Far fewer get news in the evening (18%) or late at night (7%).

Among those who get news on their phone multiple times per day, the device is a way to start and end the day with news—but not quite to the same degree as with tablets. During the week, half (50%) of these consumers use their smartphones to check in early morning, and 44% do so late at night, but this is smaller than the percent who check in at other times of day (when more than half say they are consuming news). In other words, the smartphone is a way for the continuous news consumer to get the news throughout the day—morning, day and night.

The Future of Mobile News

The other finding is that people who get news through the day on one device tend to behave that way whether they have a tablet in their hand or a smartphone. The same is true for once-a-day news consumers. Among respondents who get news on both devices, those who get news just once a day on their tablet are also more likely to get news just once a day on their smartphone, and vice versa.

In short, mobile technology is turning news into an activity that can increasingly occur at any time. For more people than not, that still occurs mostly once a day—at least on the mobile devices. But a sizeable number, roughly a third of tablet news consumers and slightly more for smartphone news consumers, are taking advantage of this “always on” feature of mobile devices.

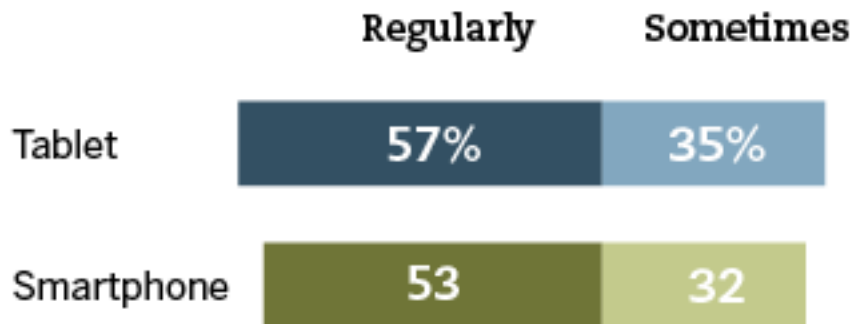
### Mobile News Habits Remain Strong

For almost everyone, mobile technology is a way to get breaking news. People use both mobile devices (tablets and smartphone) heavily for checking headlines: 57% of tablet news users do so regularly and another 35% sometimes. The pattern is nearly identical on smartphones with 53% regularly checking headlines and 32% doing so sometimes.

---

## Most Check Headlines on Mobile Devices

Percent of news users who check news headlines...



On tablets, **69%** end up reading full articles when checking headlines.

*Based on weekly tablet (N=810) and smartphone news users (N=1,075); based on tablet news users who check headlines regularly or sometimes (N=752).*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

---



The Future of Mobile News

While headline-checking seems like an obvious activity on mobile devices, a major question that accompanied the devices' growing popularity was the impact that tablets and smartphones might have on how people in the digital space read and value longer articles. This not only has implications related to the dissemination of knowledge, but also to the financial opportunities for news and information organizations focused more on long-form content than headlines; would people notice the advertising and would they value a news provider?

This was a major issue on the first generation of digital devices, the desktop and laptop computer. Most research and usage data found that people did not read stories on computers for very long and they tended to skip over advertising.

In our initial survey of the first wave of tablet users a year ago, we found [substantial evidence](#) that the earliest adopters of the tablet did use the devices to read long-form articles. This year, we probed deeper into the kinds of in-depth reading people are doing and the extent to which this kind of news consumption also occurs on the smaller-screen smartphone.

### In-depth News Reading on the Tablet

The findings suggest there is some difference between smartphone and tablet news use when it comes to reading longer stories. But the behavior is occurring on both devices to a degree.

Twice as many tablet news users regularly read in-depth articles on their tablet as do smartphone news users, 21% versus 11%, and 19% of tablet users even do so daily.

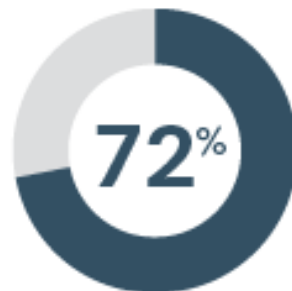
---

### In-Depth News Reading on the Tablet

Among tablet news users who read longer articles...



Read more than one  
in-depth article  
during a sitting



Read in-depth  
articles they were not  
initially looking for

*Based on tablet news users who read in-depth articles very often or somewhat often on their tablet (N=610).*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

---

It does appear that compared with a year ago, the current, broader population of tablet news consumers may be reading long-form less often than the earliest adopters, of whom 42% said they did so “regularly.” But, that fall-off largely disappears when the timeframe is broadened out to those who “sometimes” read long articles. Another 52% of tablet news users “sometimes” read in-depth articles on their tablet, bringing the total to 73%.

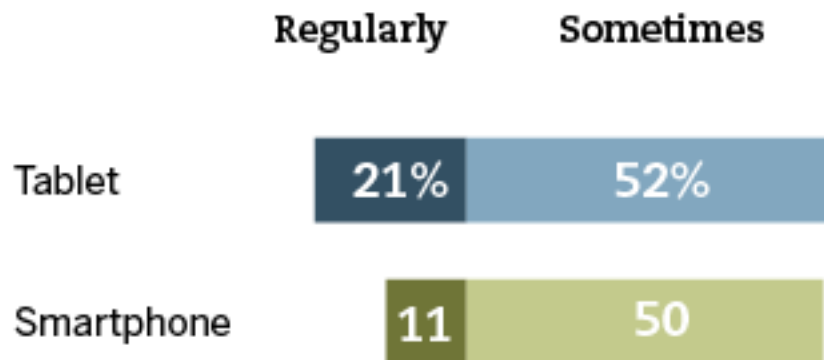
An even larger group of people read long-form news on their smartphones at least sometimes, 62%, which brings that total also to 73%.

Tablet news users in particular appear to be a relatively engaged group. To begin with, even when just checking headlines, tablet news users often end up reading full articles. Nearly seven in ten, 69%, end up reading one or more articles at least a fair amount of the time, including 17% who do so almost all of the time).

---

## Tablets Are Used for More In-Depth Reading

Percent of mobile news users who read longer articles



*Based on weekly tablet (N=810) and smartphone news users (N=1,075).*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

---

And looking at the three-quarters of tablet news users who at least sometimes read in-depth articles, the majority read more than one article in a typical sitting. About six-in-ten (61%) read two to three articles in a sitting and another 17% read four or more. And these are often articles they did not set out to read. Close to three-quarters, 72%, say they read in-depth articles that they weren't looking for at least somewhat often (including 17% who say that is very often the case).

The Future of Mobile News

We also find that much of the long-form reading of news on tablets is the kind that is done to satisfy personal curiosity rather than professional need. More than half of tablet news users, 56%, say most of the in-depth articles they read are for personal interest versus just 6% who say most of them are for work. That does not necessarily mean it is social reading, however. Only 3% say most of the longer articles were recommended by friends or family (20% say some were and 38% say just a few of them were). Android users are more likely to read news that was recommended to them from friends or family. A third of all Android news users, 32%, say some or most of their news comes to them this way (including 38% of Kindle Fire owners), compared with 19% of iPad users.

---

## In-Depth Reading Mainly for Personal Interest

Among tablet news users who read in-depth articles...



*Based on tablet news users who read in-depth articles regularly or sometimes on their tablet (N=610). Icons from the Noun Project.*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

---

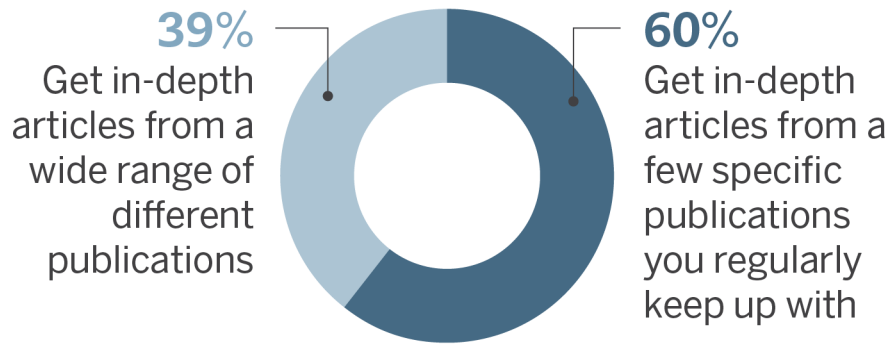
We also probed, in the survey, where people go when they want to read longer articles. For most of their long-form reading, people have regular sources that they turn to. Close to twice as many tablet news users say the in-depth articles they read tend to come from a few specific publications as come from a wide range of places (60% versus 39%). iPad users are more likely than Android users to get in-depth articles from a few trusted publications, 67% versus 54% of Android users (and 52% of Kindle Fire users specifically).

The survey also found that people turn to these sources often. Fully 90% of those who usually turn to a few news publications for reading longer articles do so at least weekly; almost half, 45%, turn to them daily.

---

## Trusted Brands Matter for In-Depth News

Among tablet news users who read in-depth articles



*Based on tablet news users who read in-depth articles regularly or sometimes on their tablet (N=610).*

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

---

The news brands that people turn to on their tablets also tend to be those they turn to on other conventional computers. Nearly two-thirds, 63%, tend to also turn to these publications via their desktop/laptop. The numbers drop, however, when it comes to smartphone and print. Just 30% of adults go to the same sources on their smartphones as they do on tablets, and just 25% said they go to those same sources in print.

As news organizations move toward promoting cross-platform digital subscriptions, we may see more effort to drive consumers who get news on one platform to also connect with that outlet elsewhere.

Another question that some publishers have wondered about on the tablet is whether people will read back issues—particularly of magazines. If the physical print publication is not stacking up on the nightstand or coffee table—but rather is filling up out of sight inside the digital device, will people ever read back copies? And if not, does that reduce the value of a publication for them? The findings show that even for this expanding population of tablet owners, 28% read back issues, down somewhat from 38% in 2011.

## Are New Devices Adding to News Consumption?

What does the growing expansion of mobile mean for news consumption overall? Are people who own mobile technology getting more news now that they have more ready access to it? Or are they merely replacing one platform with another? Here, the findings are as strong as in 2011, and in some cases even stronger, in suggesting that mobile technology is increasing news consumption.

While most, 55%, of tablet news users say the news they get on their tablet is replacing news they would have gotten in other ways, nearly as many, 43%, say the news they get there is adding to the overall news they consume. And when we look at those who get news across all four of the platforms we asked about (tablet, smartphone, laptop/desktop and print), a solid majority, 58%, said their tablet news is adding to the overall amount of news they consume.

In addition, almost a third of respondents, 31%, said they are spending more time getting news now that they have a tablet. That is nearly identical to the 30% who responded that way in 2011. Just 12% say they get less news now.

---

### For Many, Mobile Means More News

News users who said that since getting their tablet they...



Spend more  
time with news

31%



Turn to new sources  
for news

31



Are adding to the  
news they  
consume

43

---

*Based on weekly tablet news (N=810) users. Icons from the Noun Project.*

**Pew Research Center's Project for Excellence in Journalism in collaboration  
with The Economist Group**

---

Similarly, 31% say they are getting news from new sources on their tablet. Again, that is nearly identical to 2011, at 33%.

The Future of Mobile News

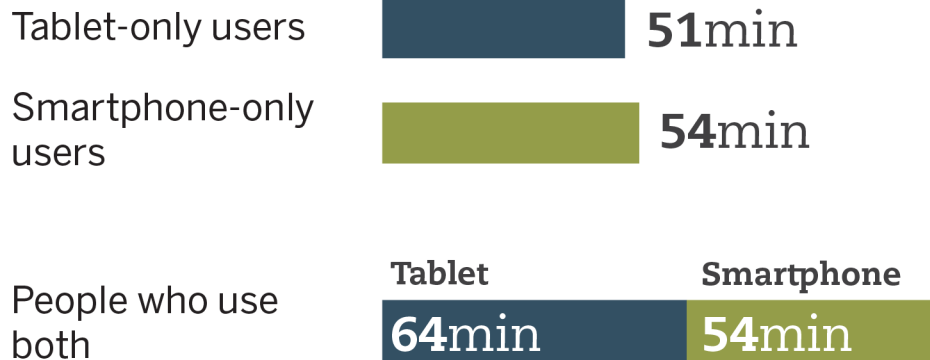
This year, we also asked people to tell us how much time they spent with news on a typical day on each device to see how their habits were changing. Asking people to recall time spent on a typical day can be complicated and hard for them to remember. What we found was that people who get news on multiple devices and platforms reported spending about the same amount of time on each of those platforms as people who just use one. Even if multi-device users are not getting news on all these devices every day, the findings strongly suggested that multi-device users spend more time overall with news.

For example, tablet-only news users spend, on average, 51 minutes getting news on that device on a typical weekday. Those who get news on both the tablet and smartphone average 64 minutes on the tablet. In addition, those consumers who get news on both devices spend just as much time getting news on the smartphone as those who are phone news users only (54 minutes each on a typical weekday.) And, consumers who get news across all platforms asked about—tablet, smartphone, laptop/desktop, print—add in even more time, reporting typical times of 77 minutes getting news on the tablet, 51 minutes getting news on the smartphone, 76 minutes on the laptop/desktop and 56 minutes with print.

---

## More Devices Equal More Time with News

Average time spent getting news



*Based on tablet only news users (N=506), smartphone only (N=771) and those that get news on both devices (N=304).*

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

---

Even if these recollections are imprecise, the numbers strongly suggest that multiple-device users are spending more total time with digital news.

## Revenue

One of the biggest questions about mobile technology—especially tablets—is whether it would establish or re-establish a deeper relationship for consumers with news content. Past research has found that on desktop and laptop computers, people read or watched quickly, even fleetingly.

If the pleasure and convenience of reading on a mobile device that people can hold in their hands and lean back with leads them to stay longer, that might influence people’s willingness to pay for that content. They also might be more likely to notice and even appreciate the advertising accompanying that content.

The survey suggests that the broadening of the tablet universe has not made people more likely to pay for content – or at least to pay for news. Indeed, this broader population of tablet owners was somewhat less willing to pay than the first generation of adopters. Just 6% said they have ever paid for news on their tablet, compared with 14% in 2011.

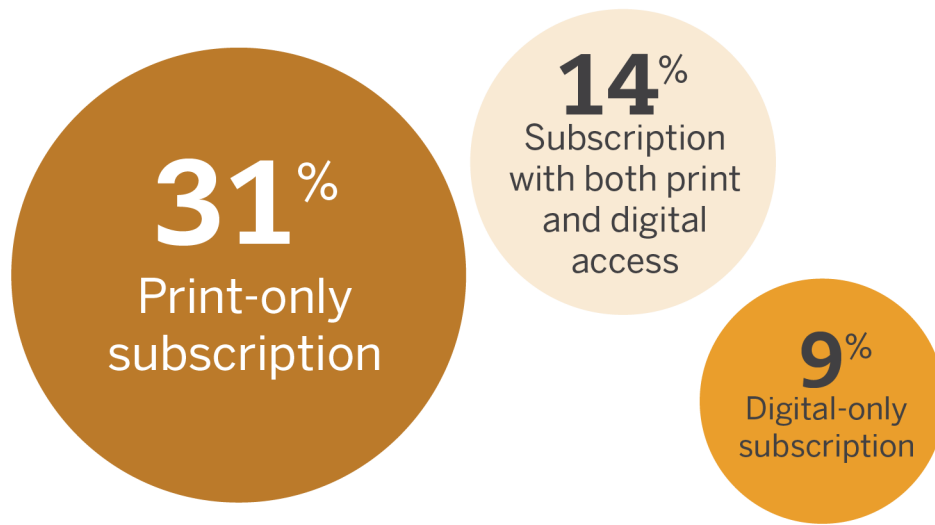
But the picture is a little brighter when mobile news users (those who get news on a tablet and/or a smartphone) are asked specifically about paying for digital subscriptions.

In all, 19% of mobile news users have some kind of digital news subscription: 14% bundled with print and 9% digital only, with some overlap of those who have both.

The tablet also seems to have created some momentum toward these subscriptions. A third of tablet news users with digital subscriptions, 33%, say they have added some kind of new digital subscriptions since getting their device. But only a quarter, 27%, say their digital subscriptions have replaced those they used to get in print, suggesting that a majority of these digital subscribers represent a new source of revenue for news.

---

## Mobile News Users Subscribe More to Print



*Based on those who get news on a tablet or smartphone (N=1,595).*

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

---

At the same time, though, there appears to be another set of mobile news users who carry a strong loyalty to print news publications. Nearly a third, 31%, of mobile news consumers pay for a print-only subscription, twice the number who said they had paid for a bundled digital print subscription and three times those who pay for digital only, at 9%. The higher print-only rate is true of both tablet news users and smartphone news users.



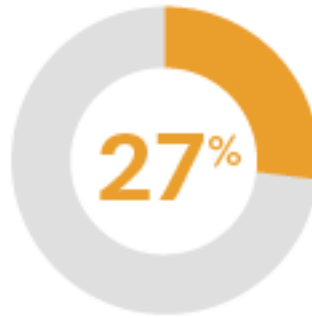
---

## Digital Subscribers Are Often New Subscribers

Percent of digital subscribers who...



**Added new subscriptions  
with digital access since  
getting a tablet**



**Say subscriptions  
replace print  
subscriptions**

*Based on tablet news users with digital subscriptions (N=150) and on mobile news users with digital subscription (N=213).*

**Pew Research Center's Project for Excellence in Journalism in collaboration  
with The Economist Group**

---

These print subscribers are also loyal to the paper version, even though they own mobile devices. A majority has a bundled subscription of some sort, but just one in ten has a digital-only subscription. And only a quarter of print-only subscribers, 24%, say they have thought about giving up their print subscription in favor of subscribing to the same publication(s) digitally.

---

## But Print Loyalists Remain

Percent of mobile news users with print subscriptions who...



also have a digital-only subscription



Thinking of giving up print subscription for a digital one

*Based on people who get news on any digital device and have a print-only or print-digital combination subscription (N=661).*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

---

In other words, there are two distinct audiences in mobile, the new digital subscriber and the print loyalist. Mobile is creating new subscribers among the first group and probably increasing the total amount of news consumption of the second. Yet the extent to which the two groups have different preferences and interests represents both an opportunity and a challenge for news organizations.

And increasing the number of new digital subscribers may not be that easy. Of the mobile news users who don't have any news subscriptions at all, print or digital, only 3% say they are considering paying for one.

Who is likely to have digital subscriptions? Lower-income users reported more often than wealthier users to have paid for a digital-only subscription (19% of those with household incomes of \$30,000 or less versus 8% of households earning \$75,000 or more). Conversely, tablet news users with higher incomes were more likely to buy a print-only news subscription; 37% of those earning \$75,000 or more paid for a print subscription, versus 23% of those earning less than \$30,000.

## Advertising

The other main hope for revenue on mobile devices is advertisements. On computers, years of research have raised significant questions about whether consumers are irritated by or even notice online ads. And there are so many new websites launching all the time that the price that any news producer can

The Future of Mobile News

charge for ads online keeps dropping. Does the tablet change the calculus? Do ads on tablets, with their higher resolution and more print-like interface, change the way people react to them?

There are some encouraging signs in the data for those hoping ads will gain more of a foothold for news on tablets, or even smartphones, than they have on news websites. To begin with, about half of tablet news users, 49%, sometimes or often notice ads when getting news on their tablet (35% hardly ever and 15% never notice ads).

This may hold particular promise for customized ads as well as those designed mainly to deliver a message and create brand recognition.

Digital ads can also be built around e-commerce, in which users click through to a new domain and ultimately make a purchase of some sort.



of weekly tablet news users have  
ever paid for news on their device.

*Based on weekly tablet news users (N=810).*

Pew Research Center's Project for Excellence in Journalism in collaboration  
with The Economist Group

---

Here the numbers are smaller, but do seem to be higher than click-through rates on the conventional computer. Overall, 49% of tablet news users say they notice ads and 14% sometimes click on them. And fewer still, 7% of tablet news users, buy things at least sometimes. That amounts to 2% of all U.S. adults who often or sometimes buy goods or services by clicking through ads they saw while getting news on their tablet.

While these numbers may seem small, [recent data from Ad Age](#) reports click-through rates for display ads to be less than 1%, meaning that the tablet may be a much more effective advertising delivery platform than conventional computers have been.

Despite the difference in screen size, the survey found that the numbers about ads for smartphone news use are strikingly similar: 50% sometimes or often notice ads when getting news there; of those

The Future of Mobile News

who notice them, 15% at least sometimes click on them and from there 20% at least sometimes buy things. That amounts to 6% of all smartphone news users buying things from ads they notice at least sometimes (about 3% of all adults).

---

## People Notice Mobile Ads, But Act On Them Less

Percent of weekly tablet news users who often or sometimes...



Percent of weekly smartphone news users who often or sometimes...



*Based on weekly tablet (N=810) and smartphone (N=1,075) news users.*

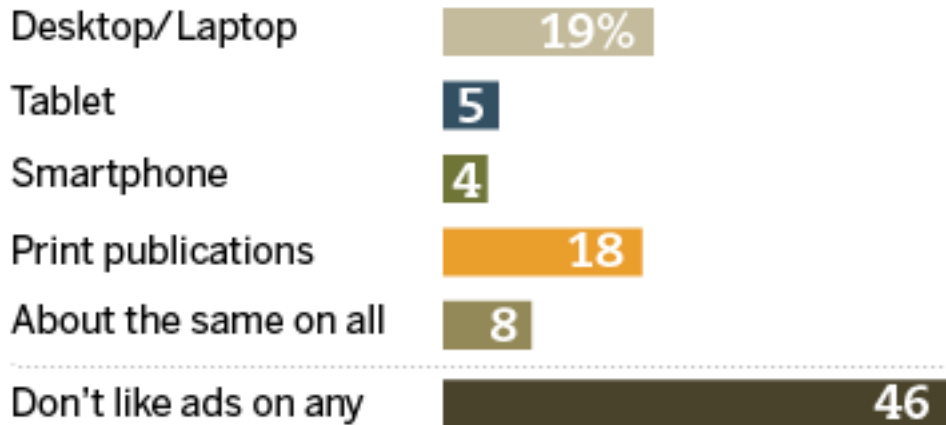
Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

---

Even if they notice ads and even click through them at decent rates, mobile news users are no fonder of them in the mobile realm than elsewhere. When those who get news on all four platforms (tablet, smartphone, laptop/desktop, print) are asked to compare ads across platform, no platform comes out on top. People are somewhat more likely to notice ads on a conventional computer, but overall they say they don't like ads on any platform. When asked which platform they like ads on the most, nearly half, 46%, said none of them.

## People Don't Like Ads on Any Platform

Where do you like to see ads the most?



*Based on adults who get news on all four platforms (N=143).*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

Still, while people don't much enjoy seeing ads on their mobile devices – or anywhere for that matter, they are becoming accustomed to shopping through these mobile devices. About a third of tablet owners (36%) shop at least weekly on that device. That is even a slightly greater rate than seen on the smartphone, where a quarter of owners shop at least weekly.

This raises the question of whether some other kind of economic equation, beyond advertising, might be part of the formula for monetizing digital news content. The options here are harder to imagine, but they could include sharing consumer information for use in tailoring content, or trying to become better connected to digital retail directly. Another option may be to make the experience feel more like shopping than seeing an ad.

### Data Plans Help in Tablet Spending

One group that stands out for being more inclined to spend money via their tablet are those who have a mobile data plan—those who have paid to access the internet from their tablet anytime and virtually anywhere.

Overall, just 26% of tablet owners have a data plan on their tablet. But this survey was conducted before new “data sharing plans” became available from wireless carriers, which could quickly expand the population that has internet access on their tablet at all times. It is a population worth watching as their habits stand out in many ways. They are more likely to have iPads than those who do not have a plan

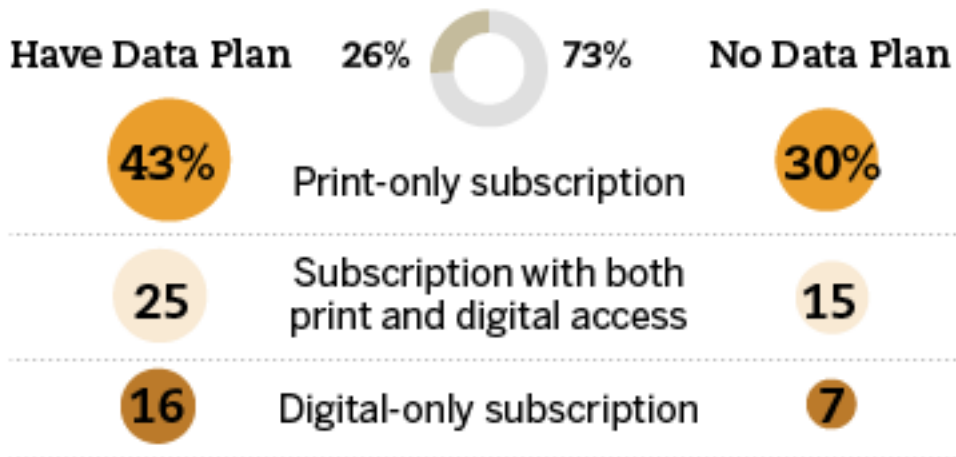
The Future of Mobile News

(65% versus 48%) and are more likely to get news on their tablet multiple times a day (50% versus 33% for those who don't have a data plan).

Perhaps what stands out most, though, is the potential they seem to carry in terms of revenue. These users are far more likely to have subscriptions of all kinds; 43% have a print only-subscription, versus 30% who don't have a plan; 25% have a subscription that gives both print and digital access (versus 15% who don't have a plan) and 16% have a digital-only subscription, double that of those who don't have a plan (7%) – and higher than for mobile news users overall (11%).

## Tablet Data Plan Subscribers Are Different

Percent of tablet news users who...



*Based on tablet users (N=1,069); those with a data plan (N=269) and those without a data plan (N=656).*

**Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group**

People with data plans on their tablets are also more likely to notice ads; 59% do so at least sometimes versus 44% who do not have data plans.<sup>3</sup> This group is also more likely to click through on ads as well. Fully 24% of those with tablet data plans and who notice ads sometimes click, versus 13% who get news on their tablet but do not have the plan.

Those with data plans are also more likely to engage in e-commerce through tablet ads. Fully 28% who click at least sometimes, buy things – versus 13% without a plan and 18% overall. Across the wider population this means that 14% of all people with a data plan sometimes buy things from ads they see versus 5% of all those who do not have a plan.

<sup>3</sup> Those with data plans may also have more opportunity to notice different ads. Within many sites or apps, the ads on the page rotate or change for those who are connected to the internet, while those who are not connected see just one static ad or at times, see no ads at all. The same may be true in the ability to click on them.

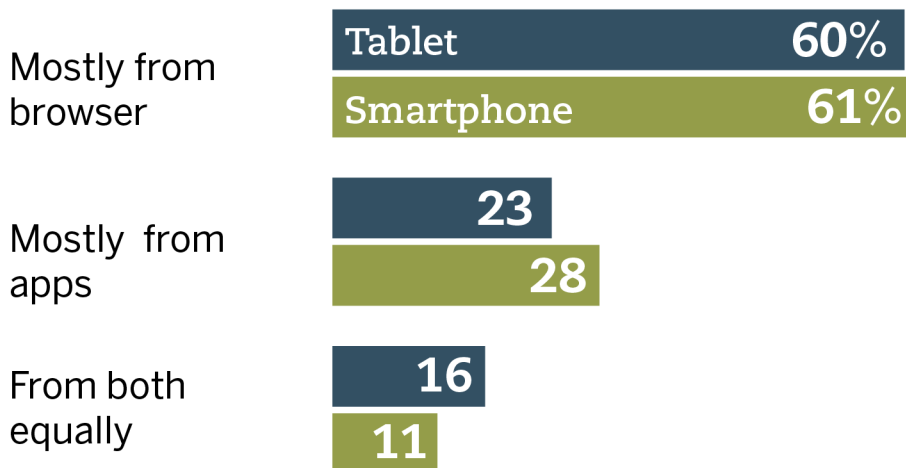
## The App Versus Browser Debate Continues

Another element of the revenue question is how much to build content inside apps – applications that come pre-loaded and that people can download to the devices. Many believe that apps, purposefully built for the touch screen environment, better set up for reading (at least initially) and offering the ability to read offline, would appeal to users and perhaps provide a way to begin to monetize digital content in the mobile space in a way that has proven elusive on conventional computers. This could be particularly important for smartphones, where the efficacy of advertising is even more of a question because of the size of the screen. But apps also require a whole new set of programming for each operating system and screen size, which means more staff and budget resources.

The survey finds that while apps are pervasive on mobile devices, they are far from the universal choice, at least for news. In fact, over the last year, tablet news users moved more toward browsers. The survey even revealed some confusion over what apps even are. When tablet news users were initially asked if they had news apps on their tablet about half, 48%, said yes. The other half of tablet news users who initially said they did not have news apps (52% overall) were provided with a definition of an app and then asked again if they have any. An additional 22% of tablet news users (71% of those who received the follow-up question) then said they in fact had news apps. These users, however, were far more likely to turn to the browser than the apps for news – and to display tablet news habits more in line with other browser users.

### More People Use the Browser for News

Percent of news users who get news...



*Based on weekly tablet (N=810) and smartphone news users (N=1,075).*

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

The Future of Mobile News

Overall, the majority of mobile news users get most of their news on mobile devices through browsers – 60% of tablet news users and 61% of smartphone news users. Less than half as many, 23% of tablet news users and 28% of smartphone news users, mainly go through apps. And 16% and 11%, respectively, say they use apps and the browser equally.

Use of apps is greater on Apple devices – for both tablet and smartphone news users. Fully 72% of tablet news users who use apps and the browser equally have an iPad, as do 66% of those who mostly use apps. Among those who mostly use the browser, about as many have an Android tablet (49%) as have an iPad (52%). For smartphone news users, it is just those who mostly use apps who are more likely to have an iPhone, 54% versus 36% among than those who mostly use the browser and 35% of those who use both equally.

### App News Users Are Different

Percent of tablet news users who...

	Mostly Use Apps	Use Apps/ Browser Equally	Mostly Use Browser
Use tablet daily	<b>89%</b>	<b>88%</b>	<b>74%</b>
Spend more time with news	<b>43</b>	<b>43</b>	<b>25</b>
Turn to 4+ sources	<b>29</b>	<b>21</b>	<b>11</b>
Turn to new sources	<b>54</b>	<b>46</b>	<b>19</b>
Read in-depth articles	<b>90</b>	<b>74</b>	<b>68</b>
Have a digital subscription	<b>38</b>	<b>36</b>	<b>17</b>
Paid for news on a tablet	<b>9</b>	<b>17</b>	<b>2</b>

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group



The Future of Mobile News

In the summer of 2011, browser use was already more popular for news on the tablet, but to a lesser degree. At that time, 40% said they mainly used their browser versus 21% who mainly used apps, while 31% used both equally.<sup>4</sup> We also saw in 2011 among tablet owners that even if these app users were a smaller group overall, they were in many ways more engaged news users; they got news more frequently, spent more time doing so and added new sources. A year later, as browser technology has improved and browser use for news has increased, do we see the same kind of power user among those that favor apps?

The data in this survey suggest yes, app users are still more engaged with news.<sup>5</sup> Tablet news users who mostly use apps and even those who use apps at least as often as the web browser stand out from those who mostly use their browser.

First, people who use apps for news are more likely to use their tablet every day. In all, 89% of those who mostly use apps get news on their tablets daily, as do 88% of those who use apps and the browser equally. Fewer, 74%, of those who mostly use their browser get news daily. And they are more likely to be adding specifically to their news time. Fully 43% of those who mostly use apps, and 43% of those who use apps and the browser equally, say they spend more time getting news now that they have a tablet (versus 25% of those who mostly use the browser).

App news users also turn to more sources – 29% of those who mostly use apps and 21% of those who use both equally and regularly – get news from four or more sources, compared with just 11% of those who mostly use the browser. And, they turn to new news sources. About half of mostly app users (54%) and those who use apps and the browser equally (46%) get news from new sources. Just 19% of mostly browser users say they get news from new sources.

There are also a few places where app-only tablet news users stand out even from those who use both equally, and vice versa.

Mainly app tablet news users stand out for their in-depth news habits. Fully 90% read in-depth news articles at least sometimes, compared with 74% of those who use both equally and 68% of mostly browser users. And fully 83% of mainly app users read in-depth articles they were not initially looking for (versus 74% of those who use both equally and 67% of mostly browser users). App news users also stand out from browser users in reading one or more articles at least a fair amount of the time when they are checking headlines (82% of mostly app users and 80% of those who use both equally versus 63% of those who get news mostly through their browser).

Those who use both equally seem to have a greater appreciation for what technology can bring to the content. They are nearly evenly split between wanting a traditional print-like experience and wanting interactive components (49% to 51%) while those who mostly use apps lean more toward wanting a print experience (63% to 37%).

---

<sup>4</sup> 8% said they didn't know what they used.

<sup>5</sup> The analysis that follows of app versus browser users is based on those who initially answer yes to having news apps. Those who answered no are included in the group who mainly uses browsers.

The Future of Mobile News

Perhaps most promising for news organizations, the data suggest that tablet news users who use apps to either degree are more likely to pay for news. They are about twice as likely to have a digital subscription – 38% of those who mostly use apps and 36% of those who use both equally have a digital news subscription—compared with just 17% of tablet news users who mostly use the browser. And those who use news apps on the tablet are more likely to have paid for news there, with those who use the browser and apps equally the most likely of all: 17% of that group said they have paid for news on their tablet, versus 9% of mainly app users and just 2% of mostly browser users.

There are far fewer differences between those who use apps on their smartphone and those that mostly use their browser. But when it comes to news activities, those who mostly use apps or use both equally are more likely to check headlines and read in-depth articles. Fully 83% of those who use both equally read in-depth articles on their phones, as do 73% of mostly app users. That compares to only about half, 52%, of mostly browser users. But on two other activities – just those who use both equally stand out. They are more likely to watch news videos (54%, versus 29% of mainly app and 29% of mainly browser users). They also are more likely than the mainly apps users to receive news through email or social networking (54% vs. 40%).

### **Tablet Only, Smartphone Only, or Both – Digital Divides**

As mobile and digital platforms continue to explode, one set of differences news organizations and advertisers will be interested in are the news habits of those who choose one device over another and those who get news on multiple mobile devices. Already, the data show some clear distinctions.

In addition to spending more total time with news, dual-device news users are more drawn to using apps for news on their tablet. Fully 58% of those who get news on both a tablet and smartphone have news apps on their tablet, compared with 37% who just get news on the tablet. And, more than a quarter, 27%, mostly get news through apps, versus 18% who just get news on the tablet. Conversely, 54% mainly use the browser, compared with 66% of tablet-only news users. On the smartphone, these differences don't come through as about half of each group (those who just use the smartphone and those who use both), have news apps and a majority of each get news mostly through the browser.

## Dual Device News Users Are Also Different

Based on weekly tablet and smartphone news users

	Tablet		Smartphone	
	<i>tablet news only</i>	<i>use both</i>	<i>smartphone news only</i>	<i>use both</i>
Check headlines	<b>89%</b>	<b>93%</b>	<b>83%</b>	<b>90%</b>
Read in-depth articles	<b>62</b>	<b>82</b>	<b>60</b>	<b>64</b>
Watch news videos	<b>50</b>	<b>57</b>	<b>29</b>	<b>39</b>
Share news through email or social networking	<b>24</b>	<b>38</b>	<b>35</b>	<b>35</b>
Receive news through email or social networking	<b>28</b>	<b>47</b>	<b>45</b>	<b>51</b>
Post comments	<b>9</b>	<b>23</b>	<b>18</b>	<b>18</b>

Responses are 'regularly or sometimes.' Tablet only, N=506, use both, N=304, smartphone only, N=771, use both, N=304.

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

Dual-device news users are also more active news consumers on each of their devices than are those who just use one device. On the tablet, nearly all in both groups read headlines regularly, but dual-device news users are more likely to follow those headlines and read full articles (76% of dual-device news users who check headlines do so at least a fair amount of the time versus 60% of tablet-only news users). Those who get news on both mobile devices are also more likely to at least sometimes read in-depth articles on their tablet (82% versus 62%). Dual-device users are more likely to read past issues of magazines on their tablet, 35% versus 19% of tablet own mobile news users.

The Future of Mobile News

Using the tablet for social networking is also much greater among dual-device news users. They are more likely to get news through email or social networking (47% versus 28%) and to share news that way (38% versus 24%). And nearly a quarter, 23%, regularly or sometimes post comments to news articles versus just 9% of tablet-only news users.

On the phone, the only difference that stands out is greater video news watching among dual-device news users (39% versus 29% of those who just get news on a smartphone).

Perhaps the difference that stands out most is willingness to pay. Dual-device users are more likely than tablet-only news users to have paid for news on the tablet (though still only 9% of dual device news users have paid, compared with 2% of tablet only news users).

In addition, those who get news on both mobile devices are more likely to have a news subscription of any kind – print or digital. About half, 51%, have a news subscription, compared with 38% of tablet only news users and 36% of smartphone only news users. Those who get news on a tablet and smartphone are more likely to have print and digital news subscriptions. What's more, these dual mobile device news users are considering giving up their print subscriptions at a far higher rate, 38%, than those who just use one of the mobile devices but also have a print subscription (20% tablet only news users; 17% smartphone only news users).

### **Cross-Platform Use—Desktops Remain Important**

PEJ has documented in the past that as people expand their mobile news landscape, they are not abandoning older platforms. The data in this new survey confirm those findings and add greater insight into the appeal of these cross-device and cross platform news users to both news organizations and those that advertise with them.

Close to half, 45%, of mobile news consumers (those who gets news on a tablet, smartphone or both) get news on a desktop/laptop daily and 75% do so at least weekly. Print is not nearly as popular, with 45% getting news from print publications weekly and just 18% doing so daily (25% never do).

When asked about the platform they prefer most for different kinds of news consumption, a fondness for these older forms comes through. A majority (56%) of digital news consumers who also get news on the laptop/desktop but not in print prefer the desktop most for news. But digital news users who also get news in print are more divided – 38% prefer print and 34% the desktop or laptop with even fewer preferring the tablet (16%) or smartphone (12%).

For longer articles, the preference for print among those who get news that way is even stronger; 57% of digital and print news consumers prefer reading in-depth articles in print while just 26% prefer the desktop/laptop computer. And among the digital news consumers who do not get news in print, fully 72% prefer their conventional computer for reading in-depth articles.

Mobile news consumers also still turn to their desktop or laptop for their social networking use. More digital news consumers use their computer (58%) most often for sharing and receiving news through social networks than their smartphone (24%) and their tablet (13%).

## Once-a-Day Mobile News Users versus News Use throughout the Day

While only a minority (38% of tablet news users and 42% of smartphone users during the week) get news multiples times throughout the day, their news habits stand out from those who check in just once a day. And this continuous news consumer group probably carries a good deal of appeal for both news organizations and advertisers.

Tablet news users who get news multiple times per day during the week turn to more sources or apps, on their tablet and get news from *new* sources more often. About a quarter, 27%, turn to four or more sources versus 10% of those who get news just once a day. Instead, a full quarter of once-a-day tablet news users have just once source or app they turn to regularly, and another 11% say they don't have any regular news sources on their tablet. In addition a full 43% of several-times-a-day tablet news users regularly get news from new sources, compared with just 26% of those who tune in once a day.

Those who get news more often are far more active tablet news consumers. They are more likely to sometimes or regularly read in-depth news articles (85% versus 68%) to watch news videos (63% versus 50%) receive news through email or social networks (49% versus 32%) and to share news with others (41% versus 26%). They are more likely to check headlines daily and when they do so, to end up reading full articles (84% do so at least a fair amount versus 60% of once a day news users). And these multiple-times-a-day news consumers who read in-depth articles are more likely to say they read articles that they were not initially looking for (80% at least somewhat often versus 67% of one-time-a-day tablet news users) and twice as likely to read back issues of magazines, 44% versus 19%. Heavy majorities of both groups say some or most of the in-depth articles they read are for personal interest, but these multi-time users are twice as likely to read things recommended to them from friends or family (31% versus 16%) and to read things for work (43% say some or most are for work versus 30% of once a day news users).

These several-times-a-day tablet news users also exhibit much more willingness to spend. These more frequent news users are twice as likely to have paid for news on their tablet: 10% versus 4% among those that tend to get news just once a day. Both groups of users notice ads when getting news on their tablet to the same degree but the more frequent users click on the ads they notice more often (26% often or sometimes versus 11% of those who get news one time a day) and end up buying from the ads they click on (26% versus 11%). More frequent tablet users are not more likely to have news subscriptions in general, but they are twice as likely to have a digital only subscription (16% vs. 8%).

## ...So Are People Who Get News More Than Once A Day

Percent of mobile news users who regular or sometimes use a...

	Tablet		Smartphone	
	Once per day	multiple times/day	Once per day	multiple times/day
Check headlines	<b>93%</b>	<b>93%</b>	<b>91%</b>	<b>91%</b>
Read in-depth articles	<b>68</b>	<b>85</b>	<b>64</b>	<b>63</b>
Watch news videos	<b>50</b>	<b>63</b>	<b>32</b>	<b>49</b>
Share news through email or social networking	<b>26</b>	<b>41</b>	<b>34</b>	<b>34</b>
Receive news through email or social networking	<b>32</b>	<b>49</b>	<b>47</b>	<b>55</b>

Responses are 'regularly or sometimes' on weekdays. Tablet once a day N=459, multiple times N=312; smartphone once a day N=161, multiple times N=130.

Pew Research Center's Project for Excellence in Journalism in collaboration with The Economist Group

Smartphone news users who get news throughout the day during the week show similar tendencies in the range of news activities. They turn to a wider range of sources: 20% regularly turn to four or more versus 6% of once-a-day smartphone news users – 43% of whom turn regularly to just once source. Nearly three quarters, 72%, read in-depth articles regularly or sometimes on their phones versus 57% of once a day news users. They are also more likely share news through email or social networking 41% vs. 31%.

But they don't exhibit the same greater tendency to interact or purchase things from the ads on their phone or to have digital only subscriptions.

And in what is perhaps the clearest depiction yet of the 21<sup>st</sup> Century news junky, getting news on mobile devices throughout the day does not make you less likely to turn to print or to your laptop/desktop. Those who get news throughout the day on either the phone, the tablet or both are just as likely to get news on a laptop/desktop and to get news in print as those who use mobile devices once a day for news.

## **Social Networking and Mobile Devices**

Social networking has become a player in the news information landscape [[read more here](#)]. On mobile devices it is part of what people do, but perhaps not to the degree some might expect and less so on tablets than on smartphones.

Just over half, 56%, of tablet owners use their devices at least weekly for social networking. That is the same as in the summer of 2011 and is on par with playing games but higher than reading books or watching video. On the smartphone, 62% use social networks at least weekly. But most of these, 46% of all owners, use their smartphone for social networking on a daily basis. Only one third of tablet owners access their social networks through their tablets each day.

When it comes to social networking and news, smartphone owners again rely on social networks a bit more for news. Nearly half of smartphone news users, 47%, receive news through email or social networks sometimes or regularly while 35% share news this way at least sometimes. On the tablet, somewhat fewer get news this way, 39%, while a similar percentage shares news through social networking, 32%.

For both kinds of mobile news users, though, the conventional computer remains the preferred place for sharing and receiving news through social networks. Roughly half of those who get news on more than one digital device, 48%, prefer the laptop most for sharing and receiving news via social networks. Just under a quarter named tablets or smartphones (24% and 13% respectively).

## **Ethnicity and News Consumption**

The data also contain some hints that mobile technology is possibly being embraced by minority populations as a news source for reading in ways that newspapers never were.

While overall, blacks are somewhat less likely to own a tablet than are whites (14% vs. 22%), those who do are more likely to get news on it daily (56% of black tablet owners are daily news consumers on the devices versus 36% for whites).

The Future of Mobile News

Hispanics are just as likely to own a tablet (24%) as are whites, and just as likely, too, to be daily news consumers on the devices (37%).

And Hispanics are also more likely than whites to own smart phones (51% vs. 40%), and just as likely as whites (36% each) to be daily news consumers on them.

This higher level of news consumption by blacks on tablets, and the relatively equal level of news consumption on both tablets and phones by Hispanics, stand in contrast to data going back many years about newspaper readership. In its biennial media consumption survey this year, for instance, the Pew Research Center for the People & the Press found that whites were more likely to be daily print newspaper readers (34%) than were either African Americans (24%) or Hispanics (13%).

The mobile news consumption data thus may hint at something new. Perhaps tablets and smartphones, which provide ready access to news from any source at lower cost of entry than desktop computers, may translate into a powerful news consumption tool for populations that felt underserved by the media in legacy forms.



## Survey Methodology

The analysis in this report is based on a survey conducted June 29–August 8, 2012 among a sample of 9,513 adults, 18 years of age or older. The survey was conducted by GfK Knowledge Networks (KN) among a random sample of households in their nationally representative online research panel. KN panel members are recruited through probability sampling methods and include both those with internet access and those without (KN provides internet access for those who do not have it and, if needed, a device to access the internet when they join the panel). A combination of random digit dialing (RDD) and address-based sampling (ABS) methodologies have been used to recruit panel members (in 2009 KN switched their sampling methodology for recruiting panel members from RDD to ABS). The panel includes households with landlines and cell phones, including those only with cell phones, and those without a phone. Both the RDD and ABS samples were provided by Marketing Systems Groups (MSG). KN continually recruits new panel members throughout the year to offset panel attrition as people leave the panel. The survey was conducted in English.

Respondents were selected randomly from eligible adult household members of the panel. A total of 9,513 adults responded to the initial screener questions to determine whether they owned a smartphone or tablet computer; the 4,875 who did not own either device were terminated and did not receive any additional questions. To reach target sample sizes, sample selection procedures were used to terminate certain respondents. Of the 2,013 adults who own and use a tablet computer and the 3,947 adults who own a smartphone, 45% of smartphone owners (including those who also own a tablet) were randomly selected to continue with the survey (while the other 55% were terminated) after answering questions about how often they did certain activities on their tablet (Q.14) and/or smartphone (Q.54), including get news on their devices; the order of the tablet and smartphone series was randomized for those with both devices. All of those who got news on their mobile device weekly or more continued with the remainder of the interview while 33% of those who did not consume news on their device weekly continued (and 67% were terminated). This resulted in a sample of 810 tablet news users and 1,075 smartphone news users who received the full survey, including the detailed questions about news consumption on their mobile devices and other platforms. The survey was fielded in two parts. The first phase was conducted from June 28–July 17, 2012 with 2,051 adults interviewed. After analysis of the preliminary data and a few telephone follow-up interviews were conducted, a few small changes were made to the questionnaire (and are noted in the topline), and the second phase was conducted August 1–8, 2012 with 7,462 adults interviewed. All sampled members received an initial email to notify them of the survey and provide a link to the survey questionnaire. Additional follow-up reminders were sent to those who had not yet responded as needed.

The final sample of 9,513 adults was weighted using an iterative technique that matches gender, age, race/ethnicity, education, region to parameters from the June 2012 Census Bureau's Current Population Survey (CPS). In addition, the sample is weighted to match household income to a parameter from the March 2011 CPS survey and to match current patterns of internet access from the October 2010 CPS survey. This weight is multiplied by an initial sampling or base weight that corrects for differences in the probability of selection of various segments of KN's sample and by a panel weight that adjusts for any biases due to nonresponse and noncoverage at the panel recruitment stage (using all of the parameters

described above as well as home ownership status and metropolitan area from the June 2012 CPS). Details about the KN panel-level weights can be found at <http://www.knowledgenetworks.com/knpanel/KNPanel-Design-Summary.html>.

Because of the differential selection procedures employed in the survey, an additional weighting step was taken to correct for any potential bias introduced by these selection procedures (even though random selection procedures were employed). This step weighted the sample of 1,928 mobile device owners selected for the complete survey to match the characteristics of the full sample of 4,638 device owners screened. The sample was weighted using an iterative technique that matches gender, age, race/ethnicity, education, region, metropolitan area, household income, internet access and news consumption among tablet-only owners, smartphone-only owners and those that own both devices to targets derived from the weighted sample of all device owners screened.

Sampling errors and statistical tests of significance take into account the effect of weighting at each of these stages. The margin of sampling error at the 95% confidence level is plus or minus 3.4 percentage points for results based on tablet users (n=2,013) and 5.4 percentage points for tablet news users (n=810). The margin of sampling error is 2.4 percentage points for smartphone owners (n=3,947) and 4.7 for smartphone news users (n=1,075). Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

**PROJECT FOR EXCELLENCE IN JOURNALISM AND THE ECONOMIST  
2012 MOBILE NEWS SURVEY**

June 29-August 8, 2012

N=9513 adults

N=2013 tablet users; N=3947 smartphone owners

N=810 tablet news users; N=1075 smartphone news users

**ASK ALL:**

Q.1 Do you happen to have each of the following, or not?

	<u>Yes</u>	<u>No</u>	<u>No answer</u> <sup>1</sup>
a. A cell phone that is also a smartphone, such as an iPhone, Android, Blackberry or Windows phone			
June 29-Aug 8, 2012	44	56	*
Jan 12-29, 2012	44	43	13
b. A tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire			
June 29-Aug 8, 2012	22	78	*
Jan 12-29, 2012	18	81	1
July 15-30, 2011	11	89	1

**ASK ALL:**

Q.1 Do you happen to have each of the following, or not? A tablet computer, such as an iPad, Samsung Galaxy, Motorola Xoom or Kindle Fire

**ASK ALL:**

Q.2 Does anyone else in your household have a tablet computer?

June 29-Aug 8

2012

%

22	Own a tablet
7	Yes, others in household have a tablet
15	No other tablets in household
*	No answer
78	Do not own a tablet
8	Yes, others in household have a tablet
69	No other tablets in household
*	No answer
*	No answer
30	<i>NET Tablet in household</i>

**ASK IF ANYONE ELSE HAS TABLET IN HOUSEHOLD (Q.2=1):**

Q.2a How many tablet computers in total [IF Q1b=1: including your own] do you have in your household?

**BASED ON ALL TABLET OWNERS AND THOSE WHO HAVE TABLETS IN HH [N=2806]:**

June 29-Aug 8

2012

%

77	1 tablet computer
49	Owned by respondent
23	Owned by someone else in household
18	2 tablet computers
4	3 or more tablet computers
1	No answer

<sup>1</sup> In the current web survey, "No answer" indicates respondents who skipped a question or left it blank. All previous trends are from phone surveys where respondents could volunteer "Don't know" or refuse to answer the question; those figures are shown under the "No answer" option for trends presented here. No answer has a value of -1, as seen in filters.

**RESPONDENTS WHO DID NOT OWN A SMARTPHONE OR TABLET WERE TERMINATED AFTER Q2A. ALL OWNERS OF EITHER DEVICE WERE ASKED QUESTIONS 14 AND 54. 45% OF SMARTPHONE OWNERS, INCLUDING THOSE WHO ALSO OWNED A TABLET, WERE RANDOMLY SELECTED TO CONTINUE WITH THE QUESTIONNAIRE. ALL TABLET ONLY OWNERS RECEIVED THE FULL QUESTIONNAIRE. SAMPLE SIZES FOR THOSE WHO CONTINUED AVAILABLE ON EACH QUESTION.**

**ASK IF NOT A TABLET OWNER (Q.1b=-1,2) [N=848]:**

Q.3 Do you plan to get a tablet computer for yourself in the next six months, or not?

June 29-Aug 8

2012

%

23	Yes, plan to get a tablet
77	No, do not plan to get a tablet
*	No answer

**ASK IF SOMEONE ELSE IN HHLD HAS TABLET, NOT RESPONDENT (Q.2=1 AND Q.1B=-1,2) [N=742]:**

Q.4 How often do you use any of the tablet computers in your household?

June 29-Aug 8

2012

%

12	Several times a day
8	About once a day
12	A few times a week
9	About once a week
30	Less often
28	Never
0	No answer

**NO QUESTIONS 5-9**

**ASK IF TABLET OWNER (Q.1b=1) [N=1080]:**

Next, thinking about your tablet computer...

Q.10 When did you purchase or receive your tablet computer? [OPEN-ENDED]

June 29-Aug 8

2012

%

28	Less than 6 months ago
38	6-11 months ago
17	12-18 months ago
14	19 months ago or more
2	No answer

**NO QUESTION 11**

**ASK IF TABLET OWNER (Q.1b=1) [N=2064]:**

Q.12 How often do you use your tablet?

June 29-Aug 8

2012

%

47	Several times a day
21	About once a day
17	A few times a week
6	About once a week
7	Less often
3	Never
0	No answer

June 30-July 31

2011

%

58
18
13
4
6
1
1

**ASK IF TABLET USER (Q.12=1-5) [N=1069]:**

Q.13 About how much time do you spend using your tablet on a typical day? (*Please use your best estimate.*) **[OPEN-ENDED]**

June 29-Aug 8 <u>2012</u> %		June 30-July 10 <u>2011</u> %	
22	Less than 1 hour	18	
55	1 to less than 3 hours	56	
14	3 to less than 5 hours	14	
6	5 or more hours	11	
1	No answer	1	

**ASK IF TABLET USER (Q.12=1-5) [N=2013]:**

Q.14 How often, if at all, do you use your tablet to do each of the following?

	NET At least <u>daily</u> %	Several <u>a day</u> %	About <u>once a day</u> %	A few <u>times a week</u> %	About <u>once a week</u> %	NET At least <u>weekly</u> %	Less <u>often</u> %	Never %	N/A %
a. Use social networking sites like Facebook, Twitter or LinkedIn									
June 29-Aug 8, 2012	34	17	17	13	9	56	15	29	*
July 15-30, 2011	39	24	15	10	7	56	6	36	*
b. Get news, including everything from the latest headlines to in-depth articles and commentary									
June 29-Aug 8, 2012	37	17	20	15	12	64	19	16	*
July 15-30, 2011	53	29	24	16	8	77	7	16	*
c. Send or receive email									
June 29-Aug 8, 2012	44	25	19	14	7	65	15	19	1
July 15-30, 2011	54	36	18	12	6	72	9	19	*
d. Play games									
June 29-Aug 8, 2012	34	18	17	16	10	60	19	21	*
July 15-30, 2011	30	16	14	15	11	56	10	33	*
e. Watch movies or video									
June 29-Aug 8, 2012	12	5	7	15	11	38	31	31	*
July 15-30, 2011	13	6	7	17	14	44	20	37	*
f. Read books									
June 29-Aug 8, 2012	18	8	10	14	20	43	26	32	*
July 15-30, 2011	17	8	9	12	9	38	14	48	*
g. Read magazines									
June 29-Aug 8, 2012	6	2	4	9	7	22	24	54	*
July 15-30, 2011	7	3	4	8	7	22	15	63	*
h. Shop									
June 29-Aug 8, 2012	7	3	4	14	15	36	34	29	*

**NO QUESTIONS 15-17**

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Now, thinking specifically about the news you get on your **tablet** from any source. Again by news we mean everything from the latest headlines to in-depth articles and commentary.

Q.18 In general do you find that you spend ...? **[RANDOMIZE 1 AND 2]**

June 29-Aug 8		July 15-30
<u>2012</u>		<u>2011</u>
%		%
31	More time getting news now that you have a tablet	30
12	Less time getting news now that you have a tablet	4
	About the same amount of time as you did	
57	before you had a tablet	65
1	No answer	*

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Q.19 About how much time do you spend getting news on your tablet on a typical ...? (*Please use your best estimate.*) **[OPEN-ENDED]**

a. Weekday

b. Weekend day

June 29-Aug 8		June 29-Aug 8	
<u>2012</u>		<u>2012</u>	
%		%	
6	None	13	None
10	Less than 15 minutes	9	Less than 15 minutes
21	15-29 minutes	17	15-29 minutes
17	30-44 minutes	20	30-44 minutes
4	45-59 minutes	2	45-59 minutes
21	1 hour to less than 1 ½ hours	18	1 hour to less than 1 ½ hours
4	1 ½ hours to less than 2 hours	2	1 ½ hours to less than 2 hours
7	2 hours to less than 3 hours	9	2 hours to less than 3 hours
9	3 hours or more	8	3 hours or more
1	No answer	2	No answer
58	<i>Mean # of minutes<sup>2</sup></i>	57	<i>Mean # of minutes</i>

<sup>2</sup> Means exclude outliers of 5 hours (300 minutes) or more.

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Q.20 On a typical weekday and weekend day, when do you usually get news on your tablet? (*Please check all that apply*).

	June 29-Aug 8, 2012	
	<u>Weekday</u>	<u>Weekend day</u>
	%	%
NET: Get news in one time period per day	56	55
NET: Get news in more than time period per day	38	34
No answer	6	12

**BASED ON THOSE WHO GET NEWS ONCE PER WEEKDAY/WEEKEND:**

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	18	12
b. In the morning (8 a.m. – 12 p.m.)	21	27
c. In the afternoon (12 p.m. – 5 p.m.)	12	22
d. In the evening (5 p.m. – 9 p.m.)	39	25
e. Late at night (after 9 p.m.)	11	14
	[N=459]	[N=450]

**BASED ON THOSE WHO GET NEWS MORE THAN ONCE PER WEEKDAY/WEEKEND:**

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	56	28
b. In the morning (8 a.m. – 12 p.m.)	43	61
c. In the afternoon (12 p.m. – 5 p.m.)	36	49
d. In the evening (5 p.m. – 9 p.m.)	66	68
e. Late at night (after 9 p.m.)	50	54
	[N=312]	[N=275]

*Percentages represent the proportion of all weekly tablet news users who selected each answer. Figures add to more than 100% for those who get news more than once a day.*

**ASK IF MORE THAN ONE IN SELECTED FOR 'WEEKDAYS' IN Q.20**

Q.21a On a typical weekday, when do you get news on your tablet MOST often?

**ASK IF MORE THAN ONE IN SELECTED FOR 'WEEKEND DAY' IN Q.20**

Q.22a On a typical weekend day, when do you get news on your tablet MOST often?

**BASED ON THOSE WHO GET NEWS MORE THAN ONCE A DAY:**

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
34	10	Early in the morning (before 8 a.m.)
13	28	In the morning (8 a.m. – 12 p.m.)
9	22	In the afternoon (12 p.m. – 5 p.m.)
27	25	In the evening (5 p.m. – 9 p.m.)
16	15	Late at night (after 9 p.m.)
1	1	No answer
[N=317]	[N=275]	

**ASK IF ANY IN SELECTED FOR 'WEEKDAYS' IN Q.20**

Q.21b On a typical weekday, where do you tend to be when you get news on your tablet [INSERT ANSWER FROM Q.20 FOR WEEKDAY IF CHOSEN ONLY ONE OR ANSWER IN Q.21A; IF Q21A IS REFUSED- SHOW WITHOUT ANY INSERT]?

**ASK IF ANY IN SELECTED FOR 'WEEKEND DAY' IN Q.20**

Q.22b On a typical weekend day, where do you tend to be when you get news on your tablet [INSERT ANSWER FROM Q.20 FOR WEEKEND DAY IF CHOSEN ONLY ONE OR ANSWER IN Q.21B; IF Q21B IS REFUSED- SHOW WITHOUT ANY INSERT]?

**BASED ON WEEKLY TABLET NEWS USERS WHO GET NEWS ON WEEKDAY/WEEKENDS:**

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
85	92	At home
11	4	At work
3	2	Commuting or in transit (e.g. by car, train, or bus)
1	1	Somewhere else
*	2	No answer
[N=771]	[N=725]	

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Q.23 Is the news you get on your tablet...?

June 29-Aug 8	
<u>2012</u>	
%	
55	Mostly just replacing news you would have gotten in other ways
43	Also adding to the overall amount of news you consume
1	No answer

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Q.24 Do you have any news apps or applications on your tablet, or not?

June 29-Aug 8		July 15-30	
<u>2012</u>		<u>2011</u>	
%		%	
48	Yes, have news apps	62	
46	No, do not have apps	36	
5	Not sure if have news apps	-	
1	No answer	2	

**ASK IF HAVE NO APPS (Q.24=2-3) [N=310]:**

Q.24a Apps or applications are software you may download or come already loaded on your tablet. They appear as icons on your screen, separate from your browser. Do you have any of these?<sup>3</sup>

June 29-Aug 8	
<u>2012</u>	
%	
71	Yes, do have apps
28	No, do not have any of these
1	No answer
70	NET: % of tablet news users who have news apps (Q24=1 or Q24a=1)

<sup>3</sup> Q.24a was added midfield, after 171 tablet news users had already been interviewed.



**ASK IF HAVE NEWS APPS ON TABLET (Q.24=1 OR Q.24a=1):**

Q.25 Do you get news on your tablet...?

**BASED ON ALL WEEKLY TABLET NEWS USERS [N=810]:**

June 29-Aug 8		July 15-30
<u>2012</u>		<u>2011</u>
%		%
60	Mostly through a web browser <sup>4</sup>	40
23	Mostly through an app	21
16	Both equally	31
2	No answer	8 <sup>5</sup>

**BASED ON TABLET NEWS USERS WHO SAID THEY HAD APPS IN Q24 (Q24=1) [N=401]:**

June 29-Aug 8	
<u>2012</u>	
%	
25	Mostly through a web browser
45	Mostly through an app
31	Both equally
*	No answer

**ASK IF HAVE NEWS APPS ON TABLET (Q.24=1 OR Q.24a=1) [N=606]:**

Q.26 In choosing to get news from an app on your tablet, which of the following is more important to you? **[RANDOMIZE 1 AND 2]**

June 29-Aug 8	
<u>2012</u>	
%	
58	A traditional "print-like" experience
41	Interactive components with audio, video or other graphical features
1	No answer

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Q.27 How many sources or apps do you use regularly to get news on your tablet? (*Please give your best estimate.*) **[OPEN-ENDED]**

June 29-Aug 8		July 15-30
<u>2012</u>		<u>2011</u>
%		%
13	None	5
20	1 source or app	20
31	2 sources or apps	23
17	3 sources or apps	22
8	4 sources or apps	9
6	5 sources or apps	9
3	6 or more sources or apps	10
2	No answer	3

<sup>4</sup> Those who do not have apps are included with getting news mostly through a web browser.

<sup>5</sup> In the July 15-30, 2011, no answer also included respondents who indicated they got news on neither a web browser or app (7%).

**ASK IF GET NEWS FROM SOME SOURCES REGULARLY (Q.27=1-99 OR Q.27F=1) [N=730]:**

Q.27a Please name the sources or apps you use most often to get news on your tablet. Type in the names of the sources you use most often. **[OPEN-ENDED]**

June 29-Aug 8		June 29-Aug 8	
<u>2012</u>		<u>2012</u>	
%		%	
<b>45</b>	<b>Cable TV</b>	<b>2</b>	<b>Magazine</b>
25	CNN	1	Time
16	Fox News	2	Magazine other
6	MSNBC	<b>2</b>	<b>Radio</b>
5	ESPN	2	NPR
1	The Weather Channel	1	Radio other
1	CNBC		
2	Cable other	7	Other
<b>30</b>	<b>Newspapers</b>	9	None/No answer
10	The New York Times		
9	USA Today		
4	Wall Street Journal		
1	International newspapers		
1	Local newspapers		
1	Washington Post		
10	Newspapers other		
<b>24</b>	<b>Browser/Search Engine</b>		
12	Yahoo, non-specific		
7	MSN		
5	Google, non-specific		
3	AOL		
1	Comcast		
1	Safari		
3	Browser other		
<b>20</b>	<b>Online</b>		
3	Yahoo		
3	Huffington Post		
3	Facebook		
2	Drudge Report		
2	Google News		
1	Politico		
1	Twitter		
1	AOL		
1	TMZ.com		
7	Online other		
<b>19</b>	<b>Network TV</b>		
11	Local network		
6	ABC		
3	NBC		
1	CBS		
*	Network other		
<b>7</b>	<b>Tablet News Services</b>		
2	Pulse		
1	Flipboard		
1	Google Reader		
1	Reeder		
*	Tablet news service other		
<b>4</b>	<b>Wire Services</b>		
3	Associated Press		
1	Bloomberg		
*	Wire other		
<b>3</b>	<b>International Broadcast</b>		
2	BBC		
*	International broadcast other		

*Figures do not add to 100% because multiple responses were allowed.*

**Q.27a TREND FOR COMPARISON...**

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c= 1-4):**

*Which sources or apps do you use most often to get news on your [iPad/tablet/tablets]?*

**[OPEN-ENDED; RECORD UP TO FIVE RESPONSES; PROBE ONCE FOR ADDITIONAL MENTIONS; IF RESPONDENT MENTIONS SAFARI, CHROME OR INTERNET BROWSER GENERALLY, PROBE FOR SPECIFIC SOURCES]**

July 15-30 <u>2011</u> %		July 15-30 <u>2011</u> %	
<b>49</b>	<b>Newspapers</b>	<b>7</b>	<b>Wire Services</b>
16	New York Times	3	Associated Press
9	Local newspapers	2	Bloomberg
8	USA Today	2	Reuters
8	Wall Street Journal	<b>7</b>	<b>Aggregator</b>
5	Washington Post	3	Flipboard
1	Financial Times	2	Pulse
1	International Newspapers other	3	Aggregator other
1	The Guardian	<b>7</b>	<b>International Broadcast</b>
1	Newspapers other	5	BBC
<b>48</b>	<b>Cable TV</b>	1	Al Jazeera
25	CNN	1	International broadcast othe
12	Fox News	<b>6</b>	<b>Magazines</b>
5	MSNBC	2	Economist
2	The Weather Channel	1	Time
1	CNBC	*	U.S. News & World Report
1	ESPN	3	Magazines other
1	Cable other	<b>4</b>	<b>Other</b>
<b>26</b>	<b>Online</b>	1	Local other
5	Huffington Post	6	None/no answer
4	Drudge Report	4	Don't know/refused
2	Google News		
2	AOL News		
1	The Daily		
1	Politico		
1	Yahoo		
1	Twitter		
1	Slate.com		
1	Facebook		
*	Engadget		
7	Online other		
<b>24</b>	<b>Internet browser</b>		
10	Browser (non-specific)		
8	Yahoo (non-specific)		
5	Google (non-specific)		
1	Yahoo search/browser		
*	Google search/browser		
<b>15</b>	<b>Network TV</b>		
6	ABC		
6	Local Network		
2	NBC		
1	CBS		
1	Network other		
<b>8</b>	<b>Radio</b>		
5	NPR		
2	Local radio		
*	Radio other		

*Figures do not add to 100% because multiple responses were allowed.*

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Q.28 Do you regularly get news from NEW sources on your tablet that you did not get news from before you had your tablet?

June 29-Aug 8 <u>2012</u>		July 15-30 <u>2011</u>	
%		%	
31	Yes, regularly get news from new sources	33	
68	No, do not get news from new sources	66	
1	No answer	1	

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Q.29 Have you ever paid, in any way, to get news on your tablet?<sup>6</sup>

June 29-Aug 8 <u>2012</u>		July 15-30 <u>2011</u> <sup>7</sup>	
%		%	
6	Yes, have paid	14	
94	No, have not paid	85	
*	No answer	1	

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=407]**

Q.30 When getting news on your tablet, how often, if at all, do you do each of the following?

**[RANDOMIZE ORDER OF A-C FOLLOWED BY D-F]**

**ASK IF REGULARLY TO ANY IN Q.30 (Q.30a-f=1):**

Q.31 Do you tend to do each of these regular activities on your tablet daily, or not? **[SHOW IN SAME ORDER AS Q.30]**

**BASED ON WEEKLY TABLET NEWS USERS [N=810]:**

	<u>Daily</u>	<u>Regularly</u>	<u>Sometimes</u>	Hardly <u>ever</u>	<u>Never</u>	<u>No answer</u>
	%	%	%	%	%	%
a. Check headlines						
June 29-Aug 8, 2012	49	57	35	6	2	1
July 15-30, 2011	--	52	30	11	6	*
b. Read in-depth articles						
June 29-Aug 8, 2012	19	21	52	21	5	*
July 15-30, 2011	--	42	40	12	6	*
c. Watch news videos						
June 29-Aug 8, 2012	7	9	45	31	15	*
July 15-30, 2011	--	16	35	29	20	*
d. Share news through email or social networking						
June 29-Aug 8, 2012	6	7	25	29	39	*
July 15-30, 2011	--	16	25	18	41	*
e. Receive news through email or social networking						
June 29-Aug 8, 2012	17	13	26	28	32	1
f. Post comments						
June 29-Aug 8, 2012	2	3	13	27	55	1

<sup>6</sup> Before August 1, 2012, question read "Have you ever paid to get news or news apps on your tablet?" and was changed mid field period.

<sup>7</sup> In 2011, question read "Have you ever paid to get news or news apps on your tablet?"

**ASK IF NEVER WATCH NEWS VIDEOS (Q.30c=4) [N=116]:**

Q.32 Why is it that you don't ever watch news videos on your tablet?

June 29-Aug 8

2012

%

25	Do not like or do not care to watch news videos
23	Prefer to watch news videos on other device (television, laptop/desktop computer)
11	Device not compatible with playing news videos (Wi-Fi, Flash)
7	Do not have time to watch news videos
6	Prefer to read news articles
4	Do not know how to watch videos on tablet
1	Do not like news video ads
1	Poor sound quality
6	Other
3	Don't know

**NO QUESTIONS 33-34**

**ASK IF CHECK HEADLINES ON TABLET REGULARLY/SOMETIMES (Q.30a=1,2) [N=752]:**

Q.35 When checking headlines on your tablet, how often do you go to and read one or more articles?

June 29-Aug 8

2012

%

17	Almost all of the time
52	A fair amount of the time
30	Just a little of the time
1	None of the time
*	No answer

**ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1,2) [N=610]:**

Now, thinking about the longer, in-depth articles and analysis you read on your tablet...

Q.36 How many articles do you tend to read during a session?

June 29-Aug 8

2012

%

21	1 article
61	2-3 articles
11	4-5 articles
6	More than 5 articles
1	No answer

**ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1,2) [N=610]:**

Q.37 How often are these longer, in-depth articles that you read ones you were not initially looking for?

June 29-Aug 8

2012

%

17	Very often
55	Somewhat often
26	Not very often
2	Never
1	No answer

**ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1 OR 2)**

**[N=610]:**

Q.38 When you read longer, in-depth articles on your tablet, do they...? **[RANDOMIZE 1 AND 2]**

June 29-Aug 8

2012

%

60 Mostly appear in a few specific publications you regularly keep up with  
 39 Tend to come from a wide range of different publications  
 2 No answer

**ASK IF IN-DEPTH ARTICLES MOSTLY APPEAR IN A FEW PUBLICATIONS (Q.38=1) [N=341]:**

Thinking about the publications you turn to regularly on your tablet ...

Q.39 How often do you read longer, in-depth articles from these publications?

June 29-Aug 8

2012

%

13 Several times a day  
 31 About once a day  
 33 A few times a week  
 14 About once a week  
 9 Less often  
 1 No answer

**ASK IF IN-DEPTH ARTICLES MOSTLY APPEAR IN A FEW PUBLICATIONS (Q.38=1) [N=341]:**

Q.40 Do you also get news from these publications in any of the following ways? Please check all that apply.

June 29-Aug 8

2012

%

63 On a desktop or laptop  
 30 On a cell phone  
 25 In print  
 14 *Did not choose any answer choices*

*Figures add to more than 100% because respondents were able to select more than one answer. Percentages represent the proportion of weekly tablet news users who read in-depth articles from mostly a few publications that selected each answer.*

**ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1,2) [N=610]:**

Q.41 How many, if any, of the longer, in-depth articles you read on your tablet, are...?

	Most of <u>them</u> %	Some of <u>them</u> %	Just a few <u>them</u> %	None of <u>them</u> %	<u>No answer</u>
a. Related to your work or career June 29-Aug 8, 2012	6	30	31	32	1
b. Just for your own personal interest June 29-Aug 8, 2012	56	35	9	*	1

**ASK IF READ IN-DEPTH ARTICLES ON TABLET REGULARLY/SOMETIMES (Q.30b=1,2) [N=610]:**

Q.42 How many, if any, of the longer, in-depth articles you read tend to be things that have been recommended to you by friends or family members?

June 29-Aug 8	
<u>2012</u>	
%	
3	Most of them
20	Some of them
38	Just a few of them
38	None of them
*	No answer

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Q.43 Do you ever read articles from previous issues of magazines on your tablet, or not?

June 29-Aug 8		July 15-30
<u>2012</u>		<u>2012</u>
%		%
28	Yes, read articles from previous issues of magazines	38
72	No, do not read articles from previous issues of magazines	62
*	No answer	*

**NO QUESTIONS 44-45**

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14b=1-4) [N=810]:**

Q.46 How often, if ever, do you notice advertisements when you are getting news on your tablet?

June 29-Aug 8	
<u>2012</u>	
%	
11	Often
38	Sometimes
35	Hardly ever
15	Never
1	No answer

**ASK IF EVER NOTICE ADVERTISEMENTS (Q.46=1-3):**

Q.47 How often, if ever, do you touch or click on ads when getting news on your tablet?

June 29-Aug 8, 2012		
<i>Based on news users</i>	<i>Based on notice ads</i>	
%	%	
1	1	Often
13	16	Sometimes
29	35	Hardly ever
40	48	Never
1	1	No answer
16	--	<i>Do not notice ads</i>
[N=810]	[N=704]	

**NO QUESTION 48**

**ASK IF EVER TOUCH OR CLICK ON AN ADVERTISEMENT (Q.47= 1-3) [N=372]:**

Q.49 How often, if ever, do you buy things from ads when getting news on your tablet?

June 29-Aug 8, 2012		
Based on news users	Based on click ads	
%	%	
*	1	Often
7	17	Sometimes
16	37	Hardly ever
18	43	Never
1	2	No answer
57	--	Do not notice ads/Do not click on ads
[N=810]	[N=372]	

**SMARTPHONE SERIES**

**ASK IF HAVE SMARTPHONE (Q1a=1) [N=3947]:**

Next, we have a short set of questions about how you use your **cell phone**. Please include any cell phones or smartphones you have, for personal use or for work.

Q.54 How often, if at all, do you use your phone to do each of the following? **[RANDOMIZE ORDER OF A-D FOLLOWED BY E-H]**

	NET	Several	About	A few	About	NET	Less	Never	N/A
	At least	times	once	times	once	At least	often		
	<u>daily</u>	<u>a day</u>	<u>a day</u>	<u>a week</u>	<u>a week</u>	<u>weekly</u>			
	%	%	%	%	%	%	%	%	%
a. Use social networking sites like Facebook, Twitter or LinkedIn									
June 29-Aug 8, 2012	46	32	13	10	6	62	11	27	*
May 31-June 10, 2012	49	37	12	9	5	63	5	31	*
b. Get news, including everything from the latest headlines to in-depth articles and commentary									
June 29-Aug 8, 2012	36	18	18	15	10	62	18	20	*
May 31-June 10, 2012	42	26	16	13	8	63	9	28	*
c. Send or receive email									
June 29-Aug 8, 2012	61	45	16	13	6	80	10	10	*
May 31-June 10, 2012	58	46	12	12	6	76	5	19	*
d. Play games									
June 29-Aug 8, 2012	31	18	13	14	8	54	21	25	*
e. Watch movies or video									
June 29-Aug 8, 2012	8	4	4	11	12	31	25	44	*
f. Read books									
June 29-Aug 8, 2012	7	3	4	4	4	15	20	66	*
g. Read magazines									
June 29-Aug 8, 2012	4	2	2	3	4	11	19	70	*
h. Shop									
June 29-Aug 8, 2012	5	2	3	8	10	24	34	42	*



**ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:**

Now, thinking specifically about the news you get on your phone. Again by news we mean everything from the latest headlines to in-depth articles and commentary.

Q.55 About how much time do you spend getting news on your phone on a typical ...? (*Please use your best estimate.*) **[OPEN-ENDED]**

a. Weekday

June 29-Aug 8

2012

%

5	None
17	Less than 15 minutes
15	15-29 minutes
17	30-44 minutes
2	45-59 minutes
24	1 hour to less than 1 ½ hours
2	1 ½ hours to less than 2 hours
9	2 hours to less than 3 hours
7	3 hours or more
1	No answer
54	Mean # of minutes <sup>8</sup>

b. Weekend day

June 29-Aug 8

2012

%

15	None
18	Less than 15 minutes
12	15-29 minutes
13	30-44 minutes
2	45-59 minutes
22	1 hour to less than 1 ½ hours
2	1 ½ hours to less than 2 hours
7	2 hours to less than 3 hours
6	3 hours or more
2	No answer
51	Mean # of minutes

---

<sup>8</sup> Means exclude outliers of 5 hours (300 minutes) or more.

**ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:**

Q.56 On a typical weekday and weekend day, when do you usually get news on your phone? (Please check all that apply).

	June 29-Aug 8, 2012	
	<u>Weekday</u>	<u>Weekend day</u>
	%	%
NET: Get news in one time period per day	52	52
NET: Get news in more than time period per day	42	32
No answer	6	16

**BASED ON THOSE WHO GET NEWS ONCE PER WEEKDAY/WEEKEND:**

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	24	13
b. In the morning (8 a.m. – 12 p.m.)	30	32
c. In the afternoon (12 p.m. – 5 p.m.)	20	25
d. In the evening (5 p.m. – 9 p.m.)	18	18
e. Late at night (after 9 p.m.)	7	12
	[N=540]	[N=535]

**BASED ON THOSE WHO GET NEWS MORE THAN ONCE PER WEEKDAY/WEEKEND:**

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	50	26
b. In the morning (8 a.m. – 12 p.m.)	63	60
c. In the afternoon (12 p.m. – 5 p.m.)	56	64
d. In the evening (5 p.m. – 9 p.m.)	63	65
e. Late at night (after 9 p.m.)	44	57
	[N=467]	[N=359]

Percentages represent the proportion of all weekly phone news users who selected each answer. Figures add to more than 100% for those who get news more than once a day.

**ASK IF MORE THAN ONE SELECTED FOR 'WEEKDAYS' IN Q.56:**

Q.57a On a typical weekday, when do you get news on your phone MOST often?

**ASK IF MORE THAN ONE SELECTED FOR 'WEEKEND' IN Q.56:**

Q.58a On a typical weekend day, when do you get news on your phone MOST often?

**BASED ON THOSE WHO GET NEWS MORE THAN ONCE A DAY:**

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
24	11	Early in the morning (before 8 a.m.)
31	24	In the morning (8 a.m. – 12 p.m.)
25	28	In the afternoon (12 p.m. – 5 p.m.)
14	19	In the evening (5 p.m. – 9 p.m.)
7	17	Late at night (after 9 p.m.)
*	1	No answer
[N=467]	[N=359]	

**ASK IF ANY SELECTED FOR 'WEEKDAYS' IN Q.56 :**

Q.57b On a typical weekday, where do you tend to be when you get news on your phone **[INSERT ANSWER FROM Q.56 FOR WEEKDAY IF CHOSEN ONLY ONE OR ANSWER IN Q.57A; IF Q.57A IS REFUSED – SHOW WITHOUT ANY INSERT]?**

**ASK IF ANY SELECTED FOR 'WEEKEND' IN Q.56:**

Q.58b On a typical weekend day, where do you tend to be when you get news on your phone. **[INSERT ANSWER FROM Q.56 FOR WEEKEND DAY IF CHOSEN ONLY ONE OR ANSWER IN Q.58A; IF Q.58A IS REFUSED – SHOW WITHOUT ANY INSERT]**

**BASED ON PHONE NEWS USERS WHO GET NEWS ON WEEKDAY/WEEKEND:**

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
58	85	At home
28	8	At work
9	4	Commuting or in transit (e.g. by car, train, or bus)
3	2	Somewhere else
1	2	No answer
[N=1007]	[N=894]	

**ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:**

Q.59 Do you have any news apps or applications on your phone, or not?

June 29-Aug 8	
<u>2012</u>	
%	
49	Yes, have news apps
50	No, do not have news apps
1	No answer

**ASK IF HAVE NEWS APPS ON SMARTPHONE (Q.59=1):**

Q.60 Do you get news on your phone...?

June 29-Aug 8, 2012		
<i>Based on</i>		
<i>all phone</i>	<i>Based on</i>	
<i>news users<sup>9</sup></i>	<i>have apps</i>	
%	%	
61	21	Mostly through a web browser
28	56	Mostly through an app
11	23	Both equally
0	0	No answer
[N=1075]	[N=579]	

**ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:**

Q.61 How many sources or apps do you use regularly to get news on your cell phone? *(Please use your best estimate).* **[OPEN-ENDED]**

June 29-Aug 8	
<u>2012</u>	
%	
3	None
33	1 source or app
28	2 sources or apps
13	3 sources or apps
4	4 sources or apps
3	5 sources or apps
6	6 or more sources or apps
2	No answer

<sup>9</sup> For figures based on all phone news users, those who do not have apps are included with "Mostly through a web browser."

**ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:**

Q.62 When getting news on your phone, how often, if at all, do you do each of the following?  
**[RANDOMIZE ORDER OF A-C, FOLLOWED BY D-F]**

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly</u> <u>ever</u>	<u>Never</u>	<u>No answer</u>
	%	%	%	%	%
a. Check headlines June 29-Aug 8, 2012	53	32	9	5	1
b. Read in-depth articles June 29-Aug 8, 2012	11	50	26	12	1
c. Watch news videos June 29-Aug 8, 2012	6	26	37	29	2
d. Share news through email or social networking June 29-Aug 8, 2012	10	25	25	38	2
e. Receive news through email or social networking June 29-Aug 8, 2012	16	31	20	32	2
f. Post comments June 29-Aug 8, 2012	2	16	25	54	2

**NO QUESTIONS 63-65**

**ASK IF GET NEWS ON SMARTPHONE AT LEAST WEEKLY (Q.54b=1-4) [N=1075]:**

Q.66 How often, if ever, do you notice advertisements when you are getting news on your phone?

June 29-Aug 8

2012

%

13	Often
37	Sometimes
30	Hardly ever
18	Never
2	No answer

**ASK IF EVER NOTICE ADVERTISEMENTS ON CELL PHONE (Q.66=1-3):**

Q.67 How often, if ever, do you touch or click on ads when getting news on your phone?

June 29-Aug 8, 2012

*Based on news users*   *Based on notice ads*

%

%	%	
1	1	Often
11	14	Sometimes
21	26	Hardly ever
47	59	Never
1	1	No answer
20	--	<i>Do not notice ads</i>

[N=1075]   [N=862]

**NO QUESTION 68**

**ASK IF EVER TOUCH OR CLICK ON AN ADVERTISEMENT (Q.67= 1-3):**

Q.69 How often, if ever, do you buy things from ads when getting news on your phone?

June 29-Aug 8, 2012		
<i>Based on</i>	<i>Based on</i>	
<i>news users</i>	<i>click ads</i>	
%	%	
1	3	Often
5	17	Sometimes
9	29	Hardly ever
16	50	Never
*	1	No answer
68	--	<i>Do not notice ads/Do not click on ads</i>
[N=1075]	[N=336]	

**LAPTOP/DESKTOP AND PRINT SERIES**

**ASK IF GET NEWS ON TABLET OR SMARTPHONE (Q.14b=1-4 OR Q.54b=1-4) [N=1581]:**

Q.70 How often, if at all, do you use a laptop or desktop computer to get news, including everything from the latest headlines to in-depth articles and commentary?

June 29-Aug 8	
<u>2012</u>	
%	
25	Several times a day
20	About once a day
19	A few times a week
11	About once a week
14	Less often
10	Never
1	No answer

**ASK IF GET NEWS ON TABLET OR SMARTPHONE AND ON DESKTOP/LAPTOP AT LEAST WEEKLY (Q.70=1-4) [N=1217]:**

Q.71 About how much time do you spend getting news on a laptop or desktop computer on a typical day? (Please use your best estimate.) [OPEN-ENDED]

a. Weekday

b. Weekend day

June 29-Aug 8	
<u>2012</u>	
%	
3	None
9	Less than 15 minutes
11	15-29 minutes
18	30-44 minutes
2	45-59 minutes
26	1 hour to less than 1 ½ hours
4	1 ½ hours to less than 2 hours
13	2 hours to less than 3 hours
12	3 hours or more
2	No answer
69	<i>Mean # of minutes<sup>10</sup></i>

June 29-Aug 8	
<u>2012</u>	
%	
11	None
9	Less than 15 minutes
10	15-29 minutes
16	30-44 minutes
2	45-59 minutes
24	1 hour to less than 1 ½ hours
1	1 ½ hours to less than 2 hours
10	2 hours to less than 3 hours
11	3 hours or more
6	No answer
66	<i>Mean # of minutes</i>

<sup>10</sup> Means exclude outliers of 5 hours (300 minutes) or more.

**ASK IF GET NEWS ON MORE THAN ONE DIGITAL DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1 AND Q.70=1-4)) [N=1274]:**

Q.72 Which of the two phrases would you say describes your news habits more?

June 29-Aug 8

2012

%

81	I mostly turn to the SAME sources for news on all my digital devices
18	I mostly turn to DIFFERENT sources for news depending on which device I am using
1	No answer

**NO QUESTION 73**

**ASK IF GET NEWS ON TABLET OR SMARTPHONE (Q.14b=1-4 OR Q.54b=1-4) [N=1581]:**

Q.74 How often, if at all, do you get news from publications in print, like a print newspaper or magazine?

June 29-Aug 8

2012

%

2	Several times a day
16	About once a day
13	A few times a week
16	About once a week
26	Less often
25	Never
2	No answer

**ASK IF GET NEWS IN PRINT AT LEAST WEEKLY (Q.74=1-4) [N=856]:**

Q.75 About how much time do you spend getting news from publications in print on a typical ...? (*Please use your best estimate.*) **[OPEN-ENDED]**

a. Weekday

b. Weekend day

June 29-Aug 8

2012

%

14	None
10	Less than 15 minutes
15	15-29 minutes
17	30-44 minutes
2	45-59 minutes
20	1 hour to less than 1 ½ hours
2	1 ½ hours to less than 2 hours
8	2 hours to less than 3 hours
4	3 hours or more
8	No answer
52	Mean # of minutes <sup>11</sup>

June 29-Aug 8

2012

%

10	None
7	Less than 15 minutes
11	15-29 minutes
19	30-44 minutes
5	45-59 minutes
24	1 hour to less than 1 ½ hours
3	1 ½ hours to less than 2 hours
9	2 hours to less than 3 hours
4	3 hours or more
7	No answer
57	Mean # of minutes

<sup>11</sup> Means exclude outliers of 5 hours (300 minutes) or more.

**ASK IF GET NEWS IN PRINT AT LEAST WEEKLY (Q.74=1-4) [N=856]:**

Q.76 On a typical weekday and weekend day, when do you usually get news from publications in print?  
(Please check all that apply).

	June 29-Aug 8, 2012	
	<u>Weekday</u>	<u>Weekend day</u>
	%	%
NET: Get news once a day	62	74
NET: Get news more than once a day	18	12
No answer	21	14

**BASED ON THOSE WHO GET NEWS ONCE PER WEEKDAY/WEEKEND:**

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	35	24
b. In the morning (8 a.m. – 12 p.m.)	29	41
c. In the afternoon (12 p.m. – 5 p.m.)	16	19
d. In the evening (5 p.m. – 9 p.m.)	17	12
e. Late at night (after 9 p.m.)	3	3
	[N=573]	[N=627]

**BASED ON THOSE WHO GET NEWS MORE THAN ONCE PER WEEKDAY/WEEKEND:**

	<u>Weekday</u>	<u>Weekend day</u>
a. Early in the morning (before 8 a.m.)	68	34
b. In the morning (8 a.m. – 12 p.m.)	55	63
c. In the afternoon (12 p.m. – 5 p.m.)	42	43
d. In the evening (5 p.m. – 9 p.m.)	52	67
e. Late at night (after 9 p.m.)	38	47
	[N=145]	[N=122]

Percentages represent the proportion of all weekly print news users who selected each answer.  
Figures add to more than 100% for those who get news more than once a day.

**ASK IF ANY SELECTED FOR 'WEEKDAY' IN Q.76**

Q.77a On a typical weekday, when do you get news from publications in print MOST often?

**ASK IF ANY SELECTED FOR 'WEEKEND' IN Q.76**

Q.78a On a typical weekend day, when do you get news from publications in print MOST often?

**BASED ON PRINT NEWS USERS WHO GET NEWS MORE THAN ONCE:**

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
35	19	Early in the morning (before 8 a.m.)
32	40	In the morning (8 a.m. – 12 p.m.)
14	14	In the afternoon (12 p.m. – 5 p.m.)
13	16	In the evening (5 p.m. – 9 p.m.)
7	8	Late at night (after 9 p.m.)
0	3	No answer
[N=145]	[N=122]	

**ASK IF ANY SELECTED FOR 'WEEKDAY' IN Q.76**

Q.77b On a typical weekday, where do you tend to be when you get news from publications in print [INSERT ANSWER FROM Q.76 FOR WEEKDAY IF CHOSEN ONLY ONE OR ANSWER IN Q.77A; IF Q.77A IS REFUSED, SHOW WITHOUT ANY INSERT]?

**ASK IF ANY SELECTED FOR 'WEEKEND' IN Q.76:**

Q.78b On a typical weekend day, where do you tend to be when you get news on your phone [INSERT ANSWER FROM Q.76 FOR WEEKDAY IF CHOSEN ONLY ONE OR ANSWER IN Q.78A; IF Q.78A IS REFUSED, SHOW WITHOUT ANY INSERT]?

**BASED ON PRINT NEWS USERS WHO GET NEWS ON WEEKDAY/WEEKEND:**

June 29-Aug 8, 2012		
<u>Weekday</u>	<u>Weekend day</u>	
%	%	
81	91	At home
14	5	At work
3	2	Commuting or in transit (e.g. by car, train, or bus)
2	2	Somewhere else
1	*	No answer
[N=718]	[N=749]	

**ASK IF GET NEWS IN PRINT AT LEAST WEEKLY (Q.74=1-4) [N=856]:**

Q.79 When getting news from printed publications, how often, if at all, do you do each of the following? [RANDOMIZE ORDER]

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No answer</u>
	%	%	%	%	
a. Check headlines					
June 29-Aug 8, 2012	69	22	7	1	1
b. Read in-depth articles					
June 29-Aug 8, 2012	38	47	12	2	1

**MULTI-DEVICE NEWS USERS**

**ASK IF GET NEWS ON MORE THAN ONE DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.74=1-4) OR (Q.54b=1-4 AND Q.74=1-4)):**

Q.81 Which of the following would you say you prefer the most for getting news? [RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]

June 29-Aug 8, 2012				
Based on respondents who get news from...				
<u>Tablet, phone</u>	<u>Tablet, phone</u>	<u>Tablet, PC</u>	<u>Phone, PC</u>	
<u>PC and print</u>	<u>and PC</u>	<u>and print</u>	<u>and print</u>	
%	%	%	%	
24	36	24	--	Tablet computer
41	45	29	45	Laptop/desktop computer
13	18	--	16	Cell phone
20	--	45	38	Printed publications
1	1	1	*	No answer
[N=143]	[N=104]	[N=242]	[N=328]	



**ASK IF GET NEWS ON MORE THAN ONE DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.74=1-4) OR (Q.54b=1-4 AND Q.74=1-4)):**

Q.82 Which of the following would you say you prefer the most for reading longer, in-depth articles?  
**[RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]**

June 29-Aug 8, 2012

*Based on respondents who get news from...*

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
24	37	15	--	Tablet computer
36	58	20	33	Laptop/desktop computer
4	3	--	8	Cell phone
36	--	64	58	Printed publications
0	2	1	1	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

**ASK IF GET NEWS ON MORE THAN ONE DIGITAL DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1 AND Q.70=1-4)):**

Q.83 Which of the following would you say you use most for sharing and receiving news through social networking? **[RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]**

June 29-Aug 8, 2012

*Based on respondents who get news from...*

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
24	22	24	--	Tablet computer
48	54	61	70	Laptop/desktop computer
22	20	--	26	Cell phone
6	4	15	4	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

**ASK IF GET NEWS ON TABLET AND SMARTPHONE (Q.14b=1-4 AND Q.54b=1-4) [N=304]:**

Q.84 All in all, what would you say is the single biggest difference between how you get news on your tablet and on your **cell phone**? **[OPEN-ENDED]**

June 29-Aug 8

2012

%

<b>35</b>	<b>Device Features</b>
20	Screen size
6	Data plan
5	Text size
2	Apps
2	Wi-Fi access
1	Browser
3	Device features other
<b>32</b>	<b>Usability</b>
20	Reading articles is easier on a tablet
8	Phone easier to check headlines
2	Easier to navigate on tablet
2	Reading in-depth articles is more difficult on cell phone
2	Easier to see photos/images on tablet
1	Easy, non-specific
1	Easier to read, non-specific
4	Usability-other
<b>17</b>	<b>Convenience</b>
8	Portability
4	Mobility
2	Convenience
2	Use cell phone more regularly
3	Convenience-other
2	No difference between two devices
1	Other
7	Don't know
20	No answer

*Figures do not add to 100% because multiple responses were allowed.*

**ASK IF GET NEWS ON TABLET AND LAPTOP/DESKTOP (Q.14b=1-4 AND Q.70=1-4) [N=622]:**

Q.85 All in all, what would you say is the single biggest difference between how you get news on your tablet and on your **laptop/desktop** computer? **[OPEN-ENDED]**

June 29-Aug 8

2012

%

<b>29</b>	<b>Usability</b>
9	Have more regular use/More comfortable with laptop/desktop
6	Easier to navigate/use
3	Use a variety of news sources/articles on desktop
2	Easier to read
2	Only situational use of tablet
2	I prefer to use the tablet to read news
1	Easier to see images on desktop
1	Greater ability to multitask while using tablet
7	Usability-other
<b>28</b>	<b>Device Features</b>
11	Screen size/Bigger screen
5	Apps
3	Wi-Fi/Internet access
2	Faster
1	Text/print size
1	Video/Flash
1	Data plan
1	Print capabilities
1	Typing
5	Device features-other
<b>16</b>	<b>Convenience</b>
7	Mobility
5	Portability
4	Convenience
5	No difference between the two devices
*	Other
5	Don't know
23	No answer

*Figures do not add to 100% because multiple responses were allowed.*

**NO QUESTIONS 86-89**

**RANDOMIZE ORDER OF Q.90, Q.91 AND Q.92**

**ASK IF GET NEWS ON MORE THAN ONE DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.74=1-4) OR (Q.54b=1-4 AND Q.74=1-4)):**

Q.90 When getting news, which of the following do you **notice** ads on the most? **[RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]**

June 29-Aug 8, 2012

*Based on respondents who get news from...*

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
15	6	6	--	Tablet computer
28	38	19	34	Laptop/desktop computer
13	12	--	12	Cell phone
17	--	39	31	Printed publications
17	25	22	14	About the same on all of these
11	19	12	10	Don't notice ads on any of these
0	0	1	0	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

**ASK IF GET NEWS ON MORE THAN ONE DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.74=1-4) OR (Q.54b=1-4 AND Q.74=1-4)):**

Q.91 When getting news, which of the following do you **like** ads on the most? **[RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]**

June 29-Aug 8, 2012

*Based on respondents who get news from...*

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
5	7	3	--	Tablet computer
19	13	7	11	Laptop/desktop computer
4	0	--	6	Cell phone
18	--	38	35	Printed publications
8	3	9	9	About the same on all of these
46	77	39	40	Don't notice ads on any of these
1	0	3	0	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

**ASK IF GET NEWS ON MORE THAN ONE DIGITAL DEVICE ((Q.14b=1-4 AND Q.70=1-4) OR (Q.14b=1-4 AND Q.54b=1-4) OR (Q.54b=1-4 AND Q.70=1-4)):**

Q.92 When getting news, which of the following do you **click on or tap** ads on the most? **[RANDOMIZE OPTIONS; ONLY SHOW OPTIONS RESPONDENTS USE FOR NEWS]**

June 29-Aug 8, 2012

*Based on respondents who get news from...*

<i>Tablet, phone PC and print</i>	<i>Tablet, phone and PC</i>	<i>Tablet, PC and print</i>	<i>Phone, PC and print</i>	
%	%	%	%	
10	3	10	--	Tablet computer
25	12	21	25	Laptop/desktop computer
5	4	--	10	Cell phone
10	5	10	8	About the same on all of these
50	76	58	55	Don't notice ads on any of these
0	0	1	1	No answer
[N=143]	[N=104]	[N=242]	[N=328]	

**NO QUESTIONS 93-99**

**SUBSCRIPTIONS**

**ASK ALL WHO GET NEWS ON ANY DIGITAL DEVICE (Q.14b=1-4 OR Q.54b=1-4 OR Q.70=1-4) [N=1595]:**

Q.100 There are many ways that people can subscribe to or get access to news in print and digitally through a computer, tablet or cell phone. In the past 12 months, have you paid for any of the following types of subscriptions to get access to news, or not?

	<u>Yes</u> %	<u>No</u> %	<u>No answer</u> %
a. A print only subscription June 29-Aug 8, 2012	31	66	3
b. A digital only subscription that provides access on a computer, tablet or cell phone June 29-Aug 8, 2012	9	88	4
c. A subscription that provides both print and digital access June 29-Aug 8, 2012	14	81	4
NET Any digital subscription	19		
NET Any print subscription	36		

**ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (Q.14B = 1-4) AND IF HAVE A DIGITAL ONLY SUBSCRIPTION OR SUBSCRIPTION FOR BOTH DIGITAL AND PRINT (Q.100b= 1 AND/OR Q.100c= 1) [N=213]:**

Q.100d Have you added any new subscriptions that include digital access since you got your tablet computer?

June 29-Aug 8		
<u>2012</u>		
%		
33	Yes	
66	No	
1	No answer	

**ASK IF HAVE PRINT SUBSCRIPTION (Q.100a=1 or Q.100c=1) [N=661]:**

Q.101 Have you thought about giving up any of your print subscriptions in favor of just subscribing to those same publications digitally?

June 29-Aug 8		
<u>2012</u>		
%		
24	Yes	
76	No	
*	No answer	

**ASK IF MAY GIVE UP PRINT SUBSCRIPTION (Q.101=1) [N=161]:**

Q.102 When do you think you might give up your print subscriptions in favor of just getting a digital subscription?

June 29-Aug 8, 2012

*Based on*   *Based on*  
*have a*   *may give*  
*print sub*   *up print sub*

%	%	
9	38	In the next 6 months
4	17	More than 6 months from now but in the next year
2	10	More than a year from now
9	33	Not sure
*	2	No answer
76	--	<i>Have a print subscription but not planning to give it up (Q101=2)</i>
*	--	<i>No answer to Q101</i>

[N=661]   [N=161]

**ASK IF HAVE DIGITAL ONLY SUBSCRIPTION (Q.100b=1) [N=150]:**

Q.103 Have any of these digital only subscriptions replaced a subscription that you used to get in print?

June 29-Aug 8

2012

%	
27	Yes
73	No
*	No answer

**ASK IF HAVE NO SUBSCRIPTION (Q.100a=2 AND Q.100b=2 AND Q.100c=2) [N=840]:**

Q.104 Are you currently considering paying for any news subscriptions or news content?

June 29-Aug 8

2012

%	
3	Yes
96	No
*	No answer

**ASK IF TABLET USER (Q.12=1-5) [MULTIPLE MENTIONS ALLOWED] [N=1069]:**

Q.105 What brand of tablet computer do you have?

June 29-Aug 8

2012

%	
52	Apple iPad
21	Kindle Fire
8	Samsung Galaxy
4	Nook color
3	Hewlett Packard (or HP) Touchpad
3	Asus
2	Blackberry Playbook
2	Acer
2	Toshiba
1	Motorola Xoom
1	Google
4	Android-other brand
1	Other
*	Don't know brand
2	No answer
48	<i>NET: Kindle Fire/Android tablet</i>

**ASK IF TABLET USER (Q.12=1-5) [N=1069]:**

Q.106 Do you have a mobile data plan through AT&T, Verizon or another carrier for your tablet computer?

June 29-Aug 8

2012

%

26 Yes

73 No

1 No answer

**ASK IF SMARTPHONE OWNER (Q1a=1) [N=1399]:**

Q.107 Which of the following best describes the type of cell phone or smartphone you have?

June 29-Aug 8

2012

%

44 Android phone

38 iPhone

10 Blackberry phone

4 Windows phone

2 Samsung

1 LG

\* Don't know brand

1 No answer

46 *NET: Android phone*

**ASK IF OWN EITHER TABLET OR SMARTPHONE [N=1928]:**

SNS Do you regularly use social networking sites like Facebook, LinkedIn or Google Plus?

June 29-Aug 8

2012

%

58 Yes, regularly use social networking sites

41 No, do not regularly use social networking sites

1 No answer

**ASK IF OWN EITHER TABLET OR SMARTPHONE [N=1928]:**

EMPLOY Are you now employed full-time, part-time or not employed?

June 29-Aug 8

2012

%

53 Employed full-time

14 Employed part-time

32 Not employed

1 No answer