MOBILE-FIRST NEWS:

HOW PEOPLE USE SMARTPHONES TO ACCESS INFORMATION

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Knight Foundation

PART ONE

NEWS GOES MOBILE: HOW PEOPLE USE SMARTPHONES TO ACCESS INFORMATION

PART TWO

MOBILE AMERICA: HOW DIFFERENT AUDIENCES TAP MOBILE NEWS

PART ONE
NEWS GOES MOBILE:

HOW PEOPLE USE SMARTPHONES TO ACCESS INFORMATION

THE CHALLENGE

Rapid advances in technology have left news organizations scrambling to manage how news is created, consumed and delivered. People have shifted towards accessing news first via desktops and laptops, and now through the ubiquitous smartphone.

Since 2011, the rate of adult U.S. smartphone ownership has increased notably from 46 to 82 percent[1], and is nearing a saturation point among some age groups. In just the past two years, individual mobile news consumption has grown rapidly. In fact, 89 percent of the U.S. mobile population (144 million users) now access news and information via their mobile devices.[2] As news organizations seek to better manage this digital transformation across platforms, engage with their audience and stay competitive, what should they understand about their audience's changing behavior on mobile news? And, how are diverse audiences approaching access to mobile news and information differently?

This two-part series, excerpted from a custom research study conducted with Nielsen and commissioned by Knight Foundation in September 2015, delves first into several key findings, and then dives into how specific groups of people use different mobile platforms for news.

1. Nielsen Mobile Insights Survey 2011-2015.
2. Nielsen Electronic Mobile Measurement Panel, Average Monthly Penetration, P18+, Oct 2013-Sept 2015.

The findings show that:

- There is a substantial audience for mobile news. Nearly the entire population of adult mobile users consume news on their devices, and more users are spending news time on social platforms.

- While mobile users only spend 5 percent of mobile time on news, on average, the time they do spend includes "hard" news about current events and global news, as opposed to routine weather reports and other forms of "soft" news.

- Mobile users who access news through apps spend more time reading the content, but the overall audience for apps is small, so it's essential to know who those users are.

- Social media sites and apps are important sources of news for social media users, although television remains their top source. However, social media users also depend on friends, contacts and individuals they follow as trusted news sources as much as or more than they depend on media outlets.

- Mobile news users active on social networks do not just passively engage with news content but take offline action related to the content.

Other studies on mobile news behavior rely heavily on self-reported survey data but Knight Foundation wanted a clearer picture of genuine behaviors. To obtain actual user data, Knight worked with Nielsen's Electronic Mobile Measurement Panel to conduct a 24-month mobile news trend analysis. Panel recruits use an "always-on" meter on their mobile devices to monitor user activity, both across apps and on browsers. Nielsen also conducted a supplementary, self-reported survey to account for in-app news consumption on social networking sites (for example, reading an article posted on Twitter or Facebook).

AUDIENCE SIZE AND TIME SPENT READING NEWS ON MOBILE

A substantial mobile news audience exists, and many of those users are spending news time on social platforms.

Eighty-nine percent of the adult U.S. mobile population (144 million people) access news and information via their mobile device. While analysis of the mobile news audience shows that it had grown 9 percent from the previous year (see Figure 3), but the increase has recently slowed, suggesting that the mobile news audience is reaching a plateau.

FIGURE 1: MOBILE NEWS CONSUMPTION BY POPULATION

Non-Users
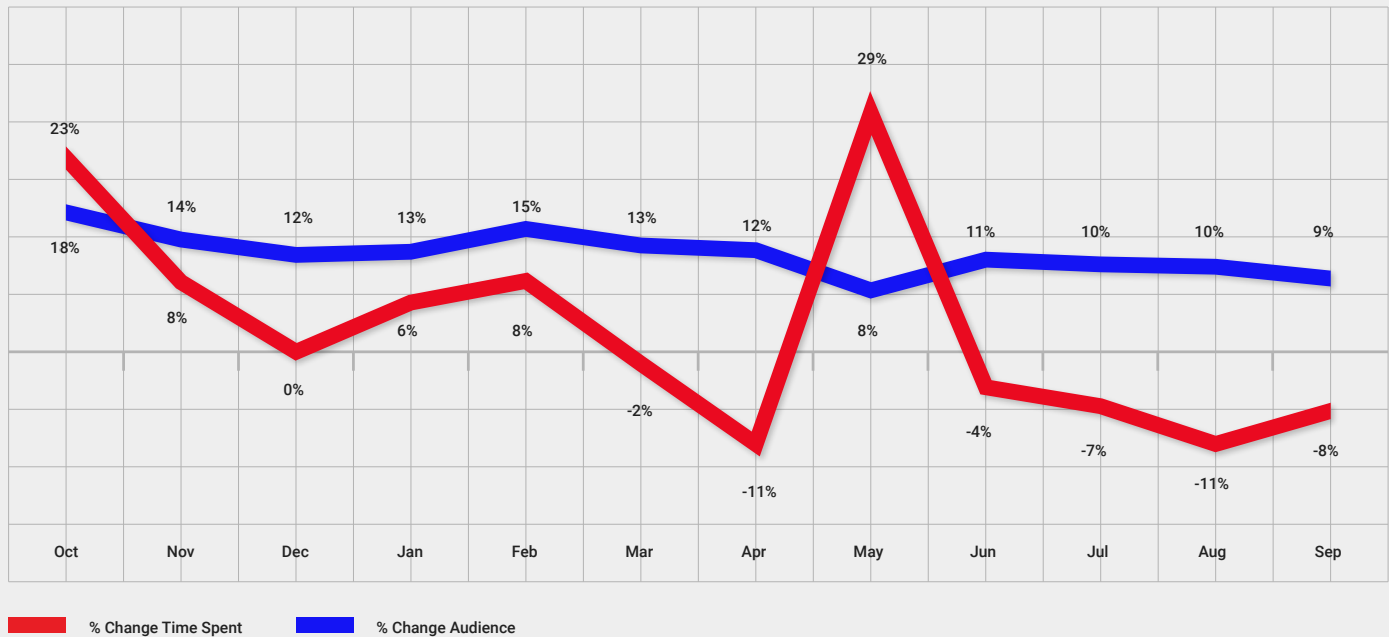18.2 million

11%

Users
144 million

89%
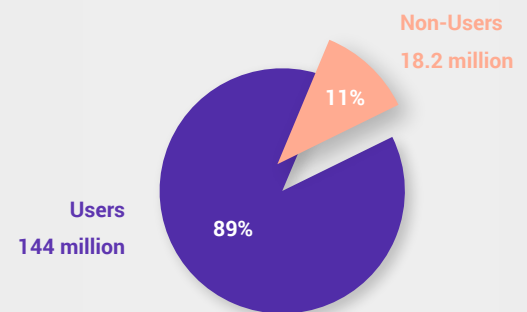
TOTAL NUMBER OF MOBILE USERS IS 162.2 MILLION

FIGURE 2: MONTHLY MOBILE CONSUMPTION BY TIME SPENT

News Time
2Hrs 13Mins

5%

All Other Usage
28Hrs 55Mins

68%

27%

Social Networking
12Hrs 25Mins
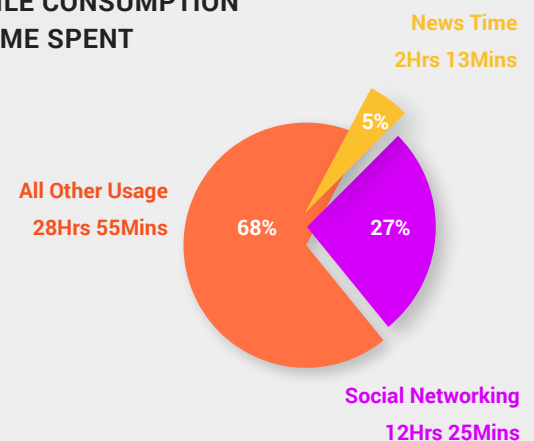
FIGURE 3: MONTHLY MOBILE NEWS USAGE 2013/14 VS. 2014/15
News Category (Web + Apps)

% Change Time Spent   % Change Audience

But the activities people perform on mobile is changing. The metered data from the Nielsen panel show that mobile news-seekers, on average, dedicate nearly 5 percent (or more than 2 hours) of their monthly mobile time to news (see Figure 2).[3] However, an analysis of year-over-year changes (see Figure 3) suggests that time spent directly on mobile apps and sites has declined over the past year.[4] This decline contrasts with substantial news activity taking place on social networking platforms.

Indeed, 27 percent of mobile time (more than 12 hours per month) is spent on social networking sites, and Nielsen's supplemental survey showed that half of social networkers spend time looking at news; 70 percent of Facebook users, for example, use Facebook for news every day.[5]

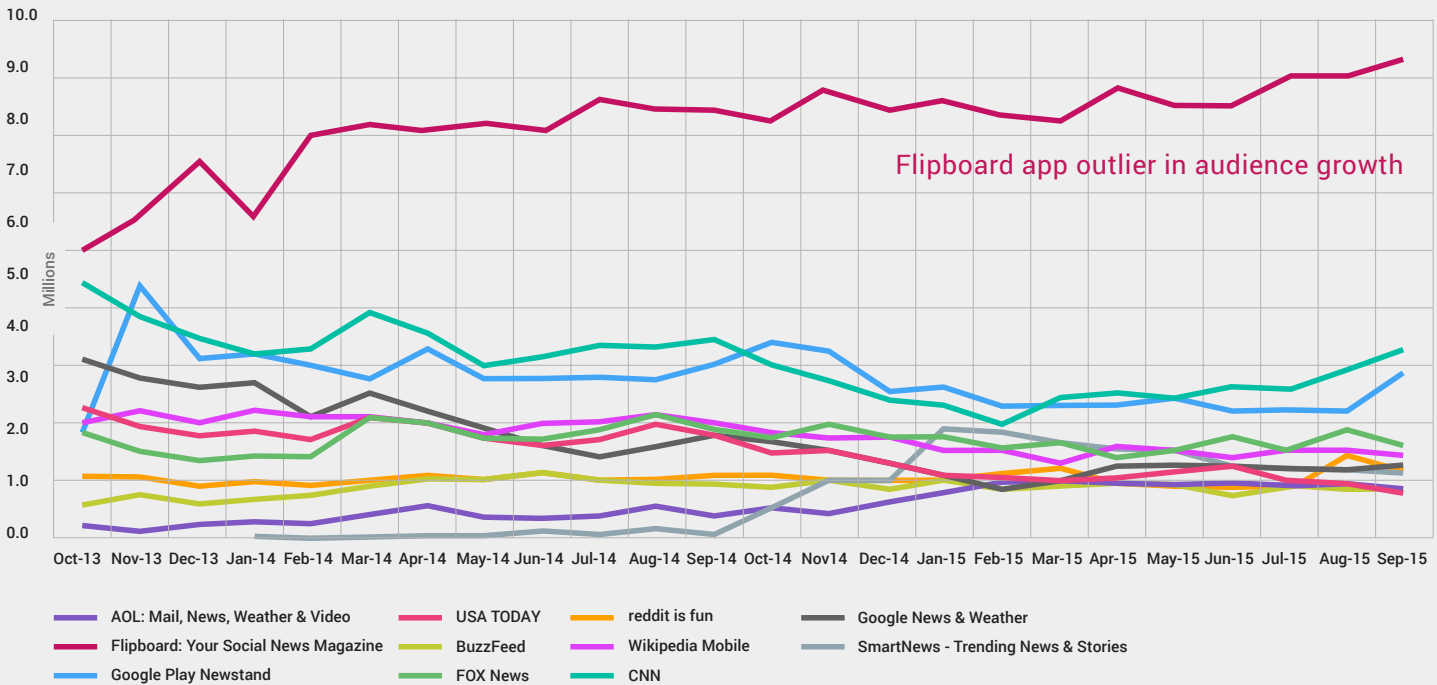While news organizations with national (or international) reach are experimenting with and active on mobile and social media platforms, many local and regional outlets have been slower to migrate toward the capabilities needed to become "digital-first" operations – meaning their workflow (and the content they develop) prioritizes production for mobile and online platforms over print. Even large publishers and online outlets are wrestling with how to distribute digital content via social channels such as Facebook's Instant Articles to make the most of possible revenue from this large audience.

> **TODAY, MOBILE NEWS REACHES NEARLY 90 PERCENT OF MOBILE USERS BUT READING TIME MAY BE SHIFTING TOWARDS SOCIAL NETWORKS.**

3. Nielsen EMM Panel, Average Monthly Penetration, P18+, Oct13-Sept15, and Nielsen EMM Panel, Average Monthly Time Spent, P18+, Oct13-Sept15. Percentages are rounded to represent whole numbers.
4. Outliers seen as in May usually indicate a media event that attracts national attention. One potential media event that cascaded across news channels in May 2015 was the delivery of Princess Charlotte by Kate Middleton, the Duchess of Cambridge.
5. Nielsen EMM Social Networking Survey, 2015. Base: Get news from top 5 social networking apps (n varies: Facebook – 1092; Instagram – 563; Google+ - 493; Twitter – 588; LinkedIn – 401).

FIGURE 4: MONTHLY AUDIENCE BY APPLICATION
Top Apps in Mobile News Category

Flipboard app outlier in audience growth

Legend:
- AOL: Mail, News, Weather & Video
- Flipboard: Your Social News Magazine
- Google Play Newstand
- USA TODAY
- BuzzFeed
- FOX News
- reddit is fun
- Wikipedia Mobile
- CNN
- Google News & Weather
- SmartNews - Trending News & Stories
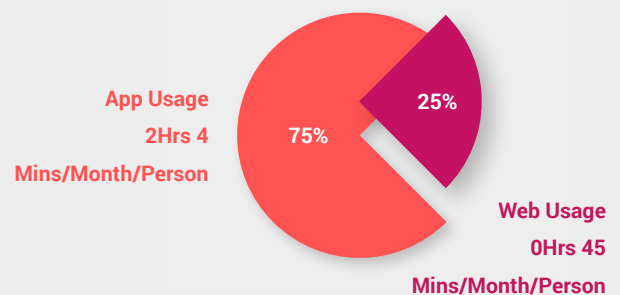
WHY DEVELOP A NEWS APP

News-seekers spend significant time using apps, but news organizations need to understand the users to maximize the benefits.

The data from the custom Nielsen research study among users of the top 10 mobile news sites and applications show that while the mobile news audience largely uses both app and sites the majority of mobile time is spent within apps (see Figure 5).

The audience, however, is generally much more limited among apps overall. As the Nielsen study illustrates, the audience of Flipboard (a top news aggregator app) is the only one that has been steadily increasing[6] while audiences for other top apps are flattening.

News organizations across the spectrum are grappling with this issue, trying to determine a value proposition for developing a native (or brand) app versus focusing on a mobile responsive site. The audience for apps tends to consist of "power," or loyal, users, but the audience that uses mobile news sites (versus apps) may be quite different. Figures 6 and 7 highlight the substantial difference between audience size and monthly time spent on top apps versus mobile sites.

FIGURE 5: TOTAL MOBILE NEWS TIME SPENT (APP V. WEB BROWSER)

App Usage
2Hrs 4
Mins/Month/Person

75%

25%

Web Usage
0Hrs 45
Mins/Month/Person

6. Flipboard acquired CNN's Zite news app and integrated its users and content in mid-2014, which may account for a slight increase in audience size during that period.

FIGURE 6: AVERAGE MONTHLY USERS (TOP APPS)
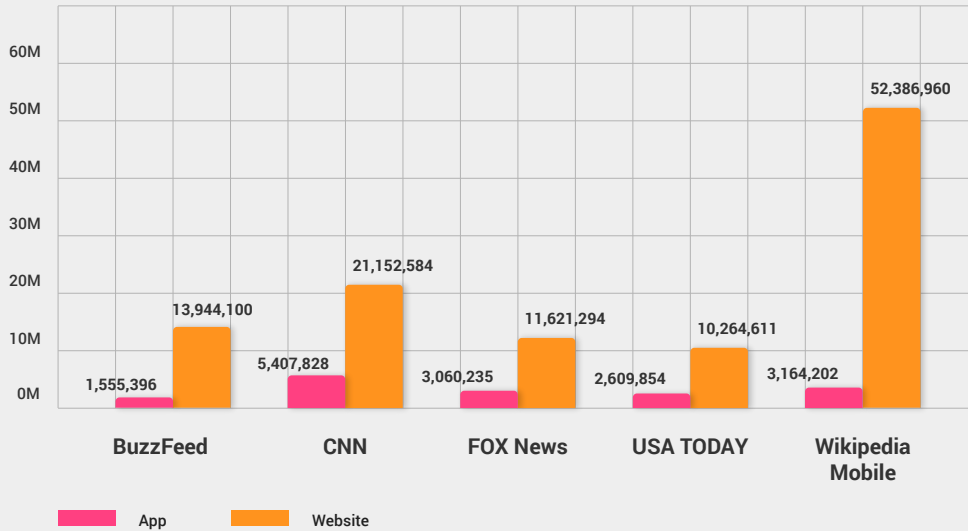
TIME SPENT ON APPS HIGH, BUT AUDIENCES MUCH SMALLER

FIGURE 7: AVERAGE MONTHLY TIME SPENT PER PERSON

An emerging discussion on the value of apps shows that some publishers believe that discussions around mobile strategy are too app-centric, and they question whether building an app is worth the time and expense. Others are betting that if an app is well designed and the audience is targeted, there could be substantial revenue opportunities. While the answer may look different depending on a news organization's audience and behavior, this area is still wide open for much experimentation.
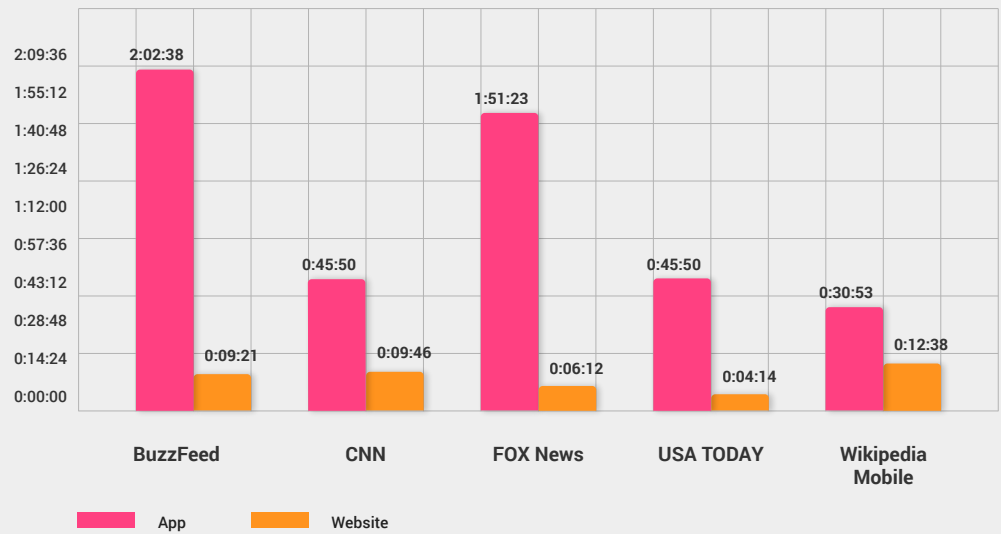
FIGURE 8: AVERAGE MONTHLY DISTRIBUTION OF USERS BY NEWS SUBCATEGORY
News Category (Web + Apps)

- Weather — 75.6% / 31.8%
- Reference & Education — 64.4% / 14.8%
- Current Events & Global News — 59.9% / 21.5%
- Multicategory — 46.4% / 26.4%
- Special Interest News & Information — 36.5% / 2.9%
- Directory & Local Guides — 33.4% / 2.6%

█ % News Category Users   █ % News Category Time Spent
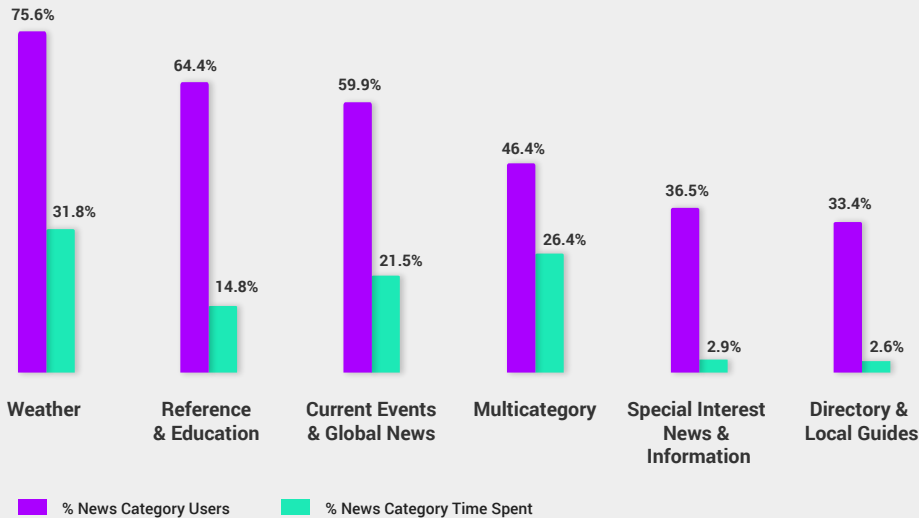
Nielsen's News and Information Subcategories Defined

Multicategory news: Apps and sites that contain multiple (two-plus) news and information categories.

Current events and global news: Apps and sites that provide information about local, national, and/or world news.

WHAT TYPES OF NEWS CONTENT DOMINATE ON MOBILE

The content users access and how they do it varies by platform.

Nearly half the time spent on news is within what Nielsen classifies as "multicategory news" and all current event and global news content areas on sites and apps.[7] However, weather and reference sites and apps (including dominant sites such as Wikipedia[8]) are the most popular areas in terms of total audience size, with current events and global news not far behind. Multicategory news includes mobile news sites containing multiple areas of news content areas, such as BuzzFeed, Mashable or National Geographic. Figure 8 illustrates that mobile news readers' interests (and a significant amount of monthly mobile news time) extend well beyond reference information or "soft news"-type weather content.

The supplemental survey of social networkers in the panel provides data as to the frequency of news consumption within social apps (see Figure 9).[9] The data around frequency does suggest that the time spent reading news of all kinds on mobile is greater than the 5 percent of what is trackable given the prevalence of in-app usage.[10]

7. Nielsen EMM Panel, Average % of News Category Users and % of Time Spent on News Category, P18+, Oct 2013–Sept 2015.
8. Full disclosure statement: Wikimedia Foundation receives Knight Foundation grant support.
9. Nielsen EMM Social Networking Survey, 2015. Base: Get news from top 5 social networking apps (n varies: Facebook – 1092; Instagram – 563; Google+ - 493; Twitter – 588; LinkedIn – 401).
10. Note that data on mobile time spent on news are drawn only from the metered behavioral data collected by Nielsen from its opt-in Electronic Mobile Measurement panel, which directly measures a users' time spent on their mobile phones. The meter data does not contain news consumption time happening within social media platforms.

The news content accessed looks different in social media and between social platforms. Nielsen's survey also provided more granular insights into the types of news consumed across social media platforms. As Figure 10 illustrates, entertainment news dominates social networking news consumption and patterns of news consumption are similar across Facebook, Twitter and Google+. However, consumption patterns diverge on Instagram and LinkedIn. LinkedIn, for example, is highly accessed by news-seekers looking for tech and financial/business news whereas Instagram's content on lifestyle dominates.[11]

FIGURE 9: FREQUENCY OF USING SOCIAL NETWORKING APPS FOR NEWS-SEEKING

Facebook: 70%, 23%, 4%, 2%, 2%
Twitter: 34%, 31%, 15%, 9%, 12%
Google+: 26%, 31%, 15%, 12%, 16%
Instagram: 20%, 19%, 14%, 13%, 34%
LinkedIn: 13%, 18%, 19%, 18%, 31%

Legend: Every Day | Once a week or more | Once a month or more | Less than once a month or | Never
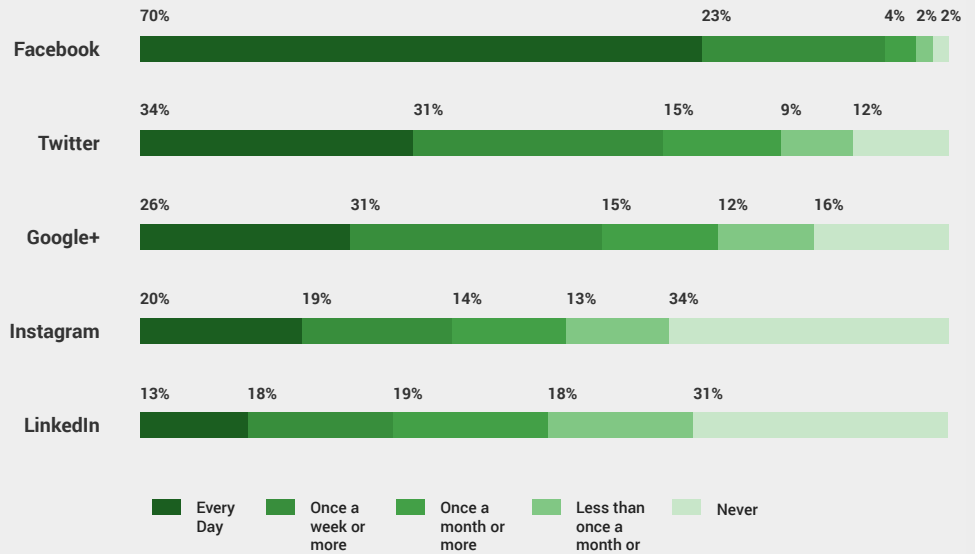
FIGURE 10: TYPES OF NEWS CONSUMED, BY APP

Legend: Entertainment | U.S. | World | Politics | LifeStyle | Technology | Sport | Financial/Business | Other

Facebook: 81%, 71%, 63%, 63%, 62%, 59%, 55%, 33%, 5%

Twitter: 73%, 50%, 49%, 50%, 47%, 46%, 49%, 26%, 4%

Google+: 56%, 47%, 45%, 38%, 42%, 42%, 35%, 29%, 5%

Instagram: 70%, 29%, 26%, 12%, 59%, 33%, 34%, 9%, 2%

LinkedIn: 24%, 30%, 28%, 16%, 20%, 45%, 11%, 57%, 4%
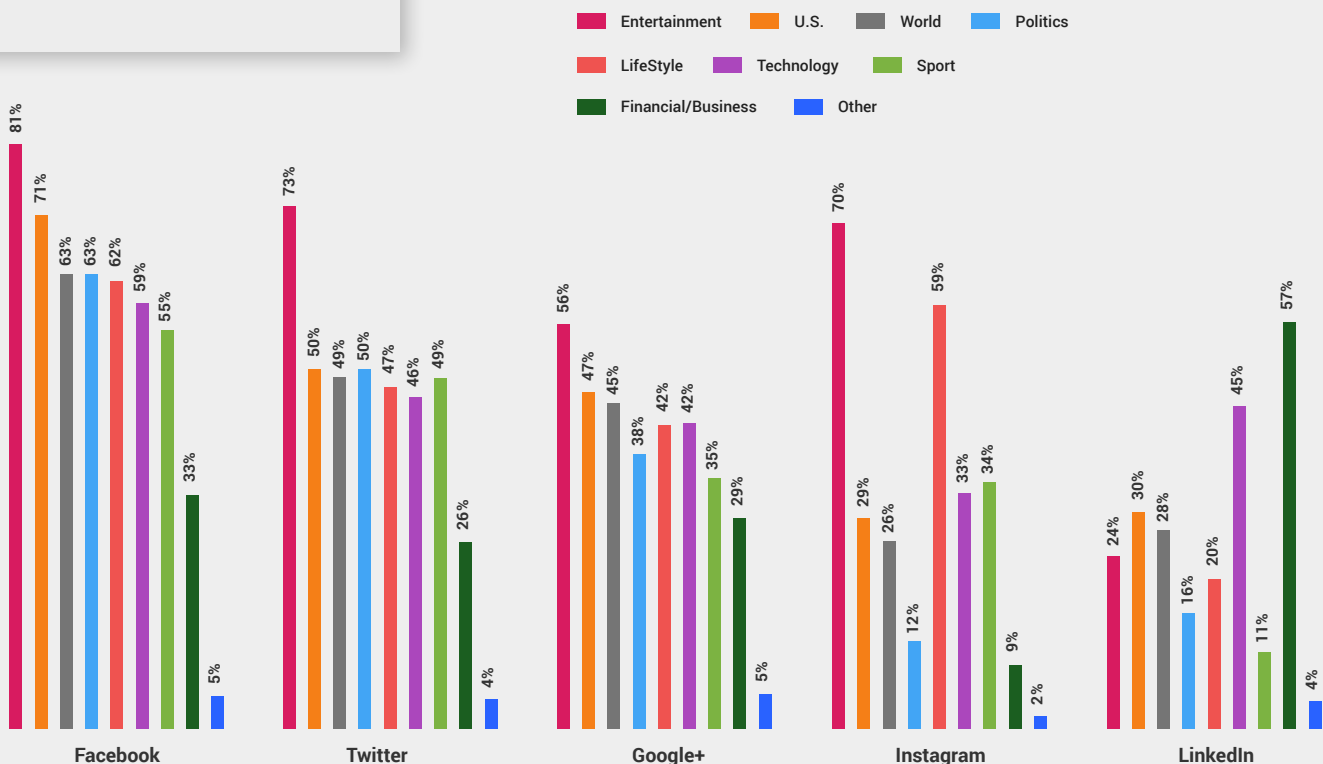
11. Nielsen EMM Social Networking Survey, 2015. Base: Get news from top five social networking apps monthly or more often (n varies: Facebook – 1046; Instagram – 283; Google+ - 357; Twitter – 462; LinkedIn – 206).

HOW MOBILE USERS ENGAGE WITH NEWS CONTENT

Mobile news-seekers engage both online and off and trust shared content.

The behavioral and survey data illustrate that the audience is immense for news across mobile sites and apps and continues to grow within social platforms. Indeed, **social networking apps on mobile compete as a news source with other media forms** trailing only TV but pulling ahead of radio, newspapers and magazines among social networkers (see Figure 11).[12]

Moreover, respondents were also asked how they receive their news on select social networking apps. **News-seekers depend on friends, contacts and individuals followed as trusted news sources** as much as or more than they depend on the media outlets themselves (see Figure 12).[13]
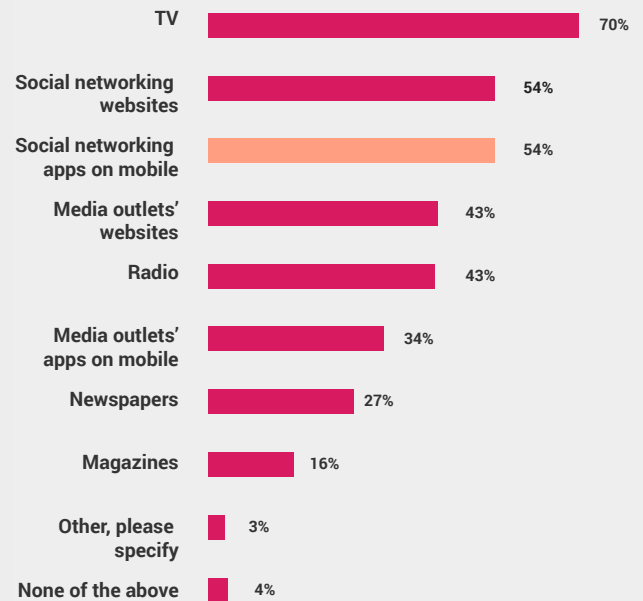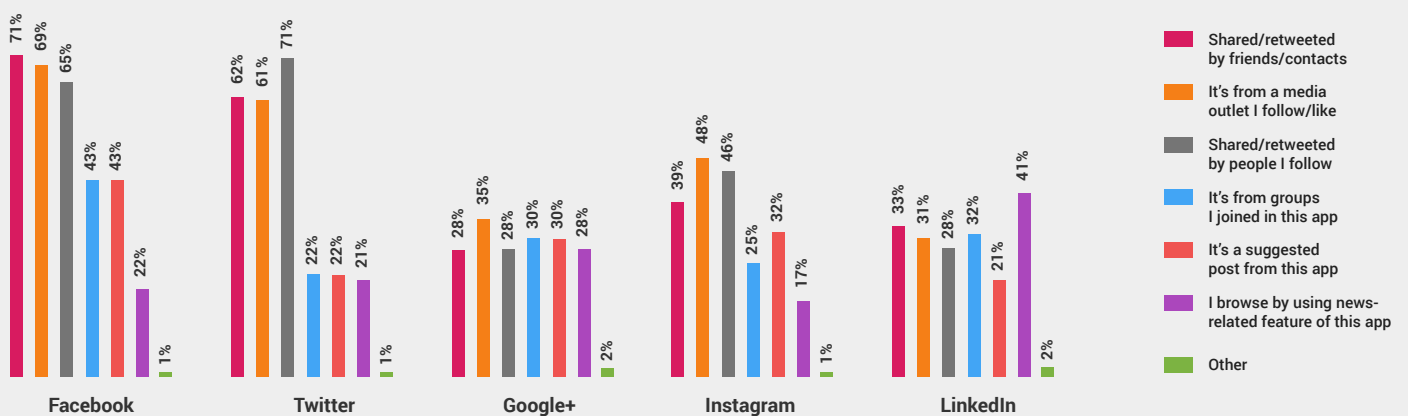
FIGURE 11: SOURCES USED FOR NEWS-SEEKING

Source	Percentage
TV	70%
Social networking websites	54%
Social networking apps on mobile	54%
Media outlets' websites	43%
Radio	43%
Media outlets' apps on mobile	34%
Newspapers	27%
Magazines	16%
Other, please specify	3%
None of the above	4%

FIGURE 12: HOW TO RECEIVE NEWS BY APP

Legend:
- Shared/retweeted by friends/contacts
- It's from a media outlet I follow/like
- Shared/retweeted by people I follow
- It's from groups I joined in this app
- It's a suggested post from this app
- I browse by using news-related feature of this app
- Other

Facebook: 71%, 69%, 65%, 43%, 43%, 22%, 1%
Twitter: 62%, 61%, 71%, 22%, 22%, 21%, 1%
Google+: 28%, 35%, 28%, 30%, 30%, 28%, 2%
Instagram: 39%, 48%, 46%, 25%, 32%, 17%, 1%
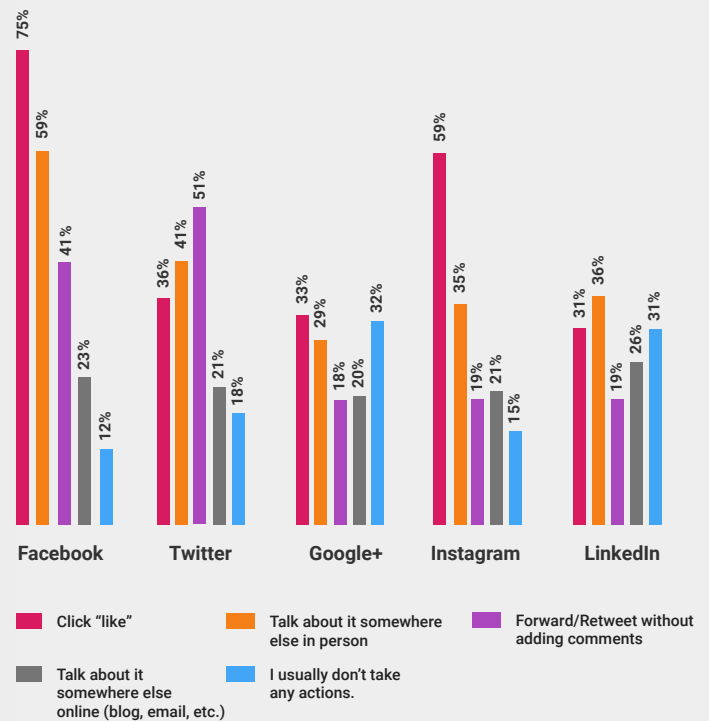**LinkedIn:** 33%, 31%, 28%, 32%, 21%, 41%, 2%

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12. Nielsen EMM Social Networking Survey, 2015. Base: Social networking mobile users (n=2176).
13. Nielsen EMM Social Networking Survey, 2015. Base: Get news from top 5 social networking apps monthly or more often (n varies: Facebook – 1046; Instagram – 283; Google+ - 357; Twitter – 462; LinkedIn – 206). Survey question: Within each of the following social networking apps, how do you receive news?

But what happens after a person accesses news, and how does that person engage with content both online and off? **The data from Nielsen's custom commissioned study show that a high number of social network news readers take action after accessing news.**[14] More than 80 percent of Facebook, Twitter and Instagram users take action after accessing news, the dominant actions being clicking "like" (in Facebook and Instagram) or "retweeting without comment" (see Figure 13). Typically, the data illustrated that low-intensity forms of engagement are the most common but that rates of higher-intensity forms of engagement were also notable. For example, 59 percent of Facebook users and 41 percent of Twitter users reported that they talk about news somewhere else in person. As publishers think about how they would like audiences to engage with their content, these different platforms offer insights into the opportunities.

FIGURE 13: ACTIONS TAKEN, BY SOCIAL APP

Legend:
- Click "like"
- Talk about it somewhere else in person
- Forward/Retweet without adding comments
- Talk about it somewhere else online (blog, email, etc.)
- I usually don't take any actions.

Facebook: 75%, 59%, 41%, 23%, 12%
Twitter: 36%, 41%, 51%, 21%, 18%
Google+: 33%, 29%, 18%, 20%, 32%
Instagram: 59%, 35%, 19%, 21%, 15%
LinkedIn: 31%, 36%, 19%, 26%, 31%

59% OF FACEBOOK USERS AND 41% OF TWITTER USERS TALK ABOUT NEWS SOMEWHERE ELSE IN PERSON.

CONCLUSION

Part one of this series provides a snapshot of mobile news access across sites, apps and social networking platforms. The data show that a fundamental shift has happened toward accessing news via mobile—and that the landscape continues to evolve. Adapting to and leveraging the opportunities in these evolving audience trends in news behavior is critical to any news organization's survival.

14. Survey question leading to this insight was "Within each of the following social networking apps, what kind of actions do you often take after accessing news? Select all that apply for each app." Answer list included Facebook, Twitter, Google+, Instagram and LinkedIn. The term "accessing news" was self-defined by respondents and could indicate actions such as reading a headline, reading the synopsis of a post or clicking through to an article.

PART TWO
MOBILE AMERICA:

HOW DIFFERENT AUDIENCES TAP MOBILE NEWS

INTRODUCTION

Millennials loom large in mobile usage (85 percent have a smartphone[15]), but data on how news is accessed (and by whom) paint a more complex and evolving demographic picture.

Demographic shifts (by age, race/ethnicity and income) and changing behaviors in mobile news usage could have profound implications for both legacy and upstart news providers. In the mobile era, the reality may be that news organizations must have astute targeting and audience development, as well as flexibility with digital strategy.

Over the past decade, news organizations have been managing a sea change in the way news is consumed and delivered. In just the past two years, individual mobile news consumption has grown rapidly. In fact, 89 percent of the adult U.S. mobile population (144 million users) now access news and information via their mobile devices.[16] As news organizations look to manage this digital transformation, engage with a changing audience base, and stay competitive, what should they understand about how different audiences approach access to mobile news and information?

This second installment of Knight's two-part series on mobile news usage takes a deeper dive into specific demographics and different mobile platforms. Highlights from the custom research study conducted with Nielsen showed that:

15. www.nielsen.com/us/en/insights/news/2014/mobile-millennials-over-85-percent-of-generation-y-owns-smartphones.html
16. Nielsen EMM Panel, Average Monthly Penetration, P18+, Oct13-Sept15

- The mobile news user base as a whole reflects the current U.S. population with all its racial, ethnic and economic diversity.

- The younger generations of mobile news users are actively consuming news, but in a different way; they tend to find news through social media and emerging chat apps.

- An increasingly diverse mobile news user base offers glimpses of the future news audience.

- The information and reference site Wikipedia is linked to news behavior and is a critical pathway to the news and information ecosystem.

WHO'S ACTIVE ON MOBILE NEWS

The audience for mobile news is more diverse than at first glance.

The emerging demographic variations among social networking news users certainly offer a glimpse into the future audience for news.[17] While the entire EMM panel provides an overarching demographic snapshot of the mobile news audience, part one of this mobile research showed that much of mobile news time is happening within social networks.

17. The social networking survey confidence interval was 95 percent. The survey was conducted online, in English, and weighted on age, gender and education. While we can look at attitudinal and behavioral variations among racial/ethnic groups, the data are not necessarily representative of these groups, as it was not weighted using these variables. For a full description of survey methodology, please see the section at the end of this document.
18. Please note that all EMM panelists are recruited in English only and may not be fully representative of the Hispanic population.

SNAPSHOTS FROM THE NIELSEN MOBILE PANEL

Metered Behavioral Data mobile news consumer (on sites and news apps)

Users skew older adult (ages 35+) and higher income, but in line with racial/ethnic groups compared to the general population.

6 in 10 are non-Hispanic whites who are employed and/or with household incomes above $50,000.

Lower-income households (less than $50,000) also seek out news on mobile at 37.6 percent of all mobile news users.

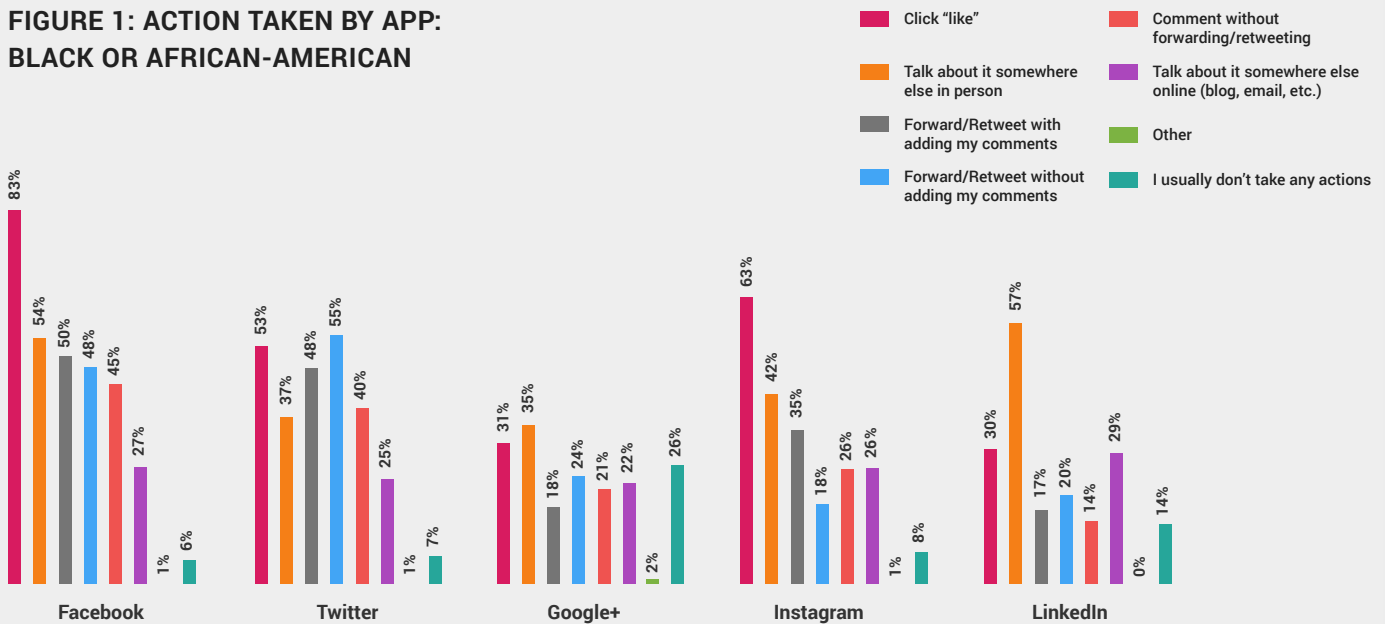Among minority populations, Hispanics lead mobile news-seeking in all categories.[18]

As education increases, so does time spent on mobile news.

Older millennials (ages 25-34) tap into news earlier in the day and are slightly more likely than their younger counterparts (ages 18-24) to seek out mobile news.

FINDING OF IN-APP SOCIAL NETWORKING SURVEY MOBILE NEWS CONSUMER

Overall, younger millennials (ages 18-24) and the affluent ($75,000+) are more likely to seek news within social networking apps.

FIGURE 1: ACTION TAKEN BY APP: BLACK OR AFRICAN-AMERICAN

Legend:
- Click "like"
- Talk about it somewhere else in person
- Forward/Retweet with adding my comments
- Forward/Retweet without adding my comments
- Comment without forwarding/retweeting
- Talk about it somewhere else online (blog, email, etc.)
- Other
- I usually don't take any actions

Facebook: 83%, 54%, 50%, 48%, 45%, 27%, 1%, 6%

Twitter: 53%, 37%, 48%, 55%, 40%, 25%, 1%, 7%

Google+: 31%, 35%, 18%, 24%, 21%, 22%, 2%, 26%

Instagram: 63%, 42%, 35%, 18%, 26%, 26%, 1%, 8%
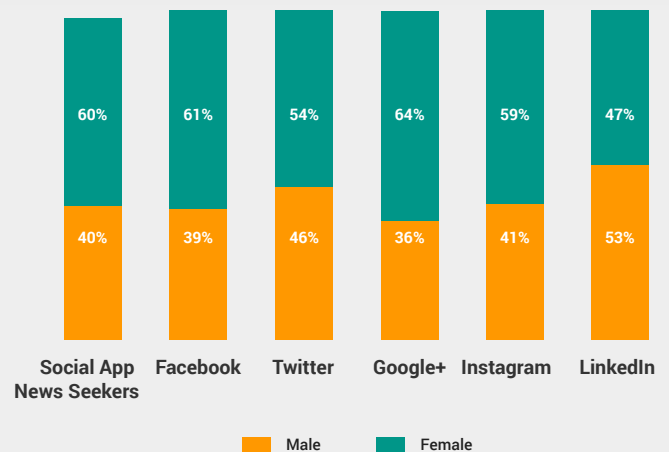
LinkedIn: 30%, 57%, 17%, 20%, 14%, 29%, 0%, 14%

These survey data also hint at the distinct behaviors emerging among various demographics and how they engage with mobile news. For instance, **African-Americans actively engage on certain social media platforms.** They are more likely to "like" tweets on Twitter and forward posts with commentary on Instagram (see Figure 1).[19]

Moreover, other mobile research conducted by Nielsen indicates that Hispanics are intensive smartphone users spending on average more than 14 hours a week for app, audio, video and web purposes.[20] Given that projections suggest that this demographic will account for more than half of the U.S. population growth in less than five years, understanding evolving behavior among this large and diverse demographic could help news content providers develop and target relevant audiences.

The metered data show that mobile news-seekers are also roughly evenly split between men and women but begin to diverge when looking at social apps for news.[21] With the exception of LinkedIn, women were more likely than their male counterparts to seek news across the five social networking platforms studied (see Figure 2).[22]

FIGURE 2: ACTION TAKEN, BY SOCIAL APP

|	Female	Male
Social App News Seekers	60%	40%
Facebook	61%	39%
Twitter	54%	46%
Google+	64%	36%
Instagram	59%	41%
LinkedIn	47%	53%

Legend: Male, Female

19. Nielsen EMM Social Networking Survey, 2015. Base: Get news from top 5 social networking apps monthly or more often (n varies: Facebook – 1046; Instagram – 283; Google+ - 357; Twitter – 462; LinkedIn – 206). LinkedIn also showed high rates of engagement but the sample size for the African-American demographic is small.
Q17: Within each of the following social networking apps, what kind(s) of actions do you often take after accessing news? Select all that apply for each app.
20. From Nielsen Mobile Insights research focused on Super Consumer market segments: http://www.nielsen.com/us/en/insights/news/2015/us-hispanics-are-super-mobile-super-consumers.html.
21. Nielsen EMM Panel, Average Monthly Penetration by demographic group, Oct13-Sept15.
22. Nielsen EMM Social Networking Survey, 2015. Base: Get news from social networking apps (n varies: Social Apps News-Seekers – 1113; Facebook – 1046; Instagram – 283; Google+ - 357; Twitter – 462; LinkedIn – 206).

FIGURE 3: UNIQUE AUDIENCE FROM APPS USED PRIOR TO NEWS-RELATED APPS
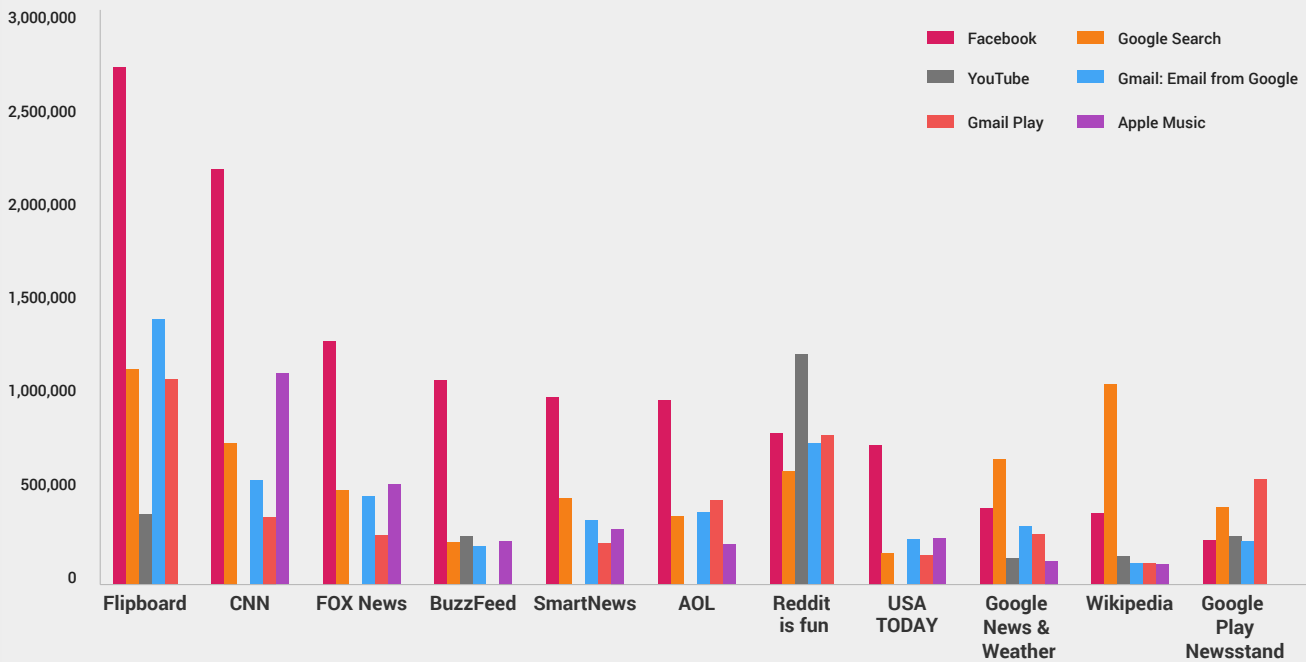
HOW PEOPLE ACCESS NEWS CONTENT

The pathways—and who's coming—to news content are varied and evolving.

Nielsen metered data reveal that **search, email and social networking sites are launching pads for news-seeking activity in both apps and mobile sites**.[23]

Email newsletters that drive audience to news content are often not appreciated as much as social networks, but they are worth highlighting (see Figure 3). It seems that news-seekers still value curated content that lasts longer than a feed and that they have chosen to opt into.[24] The challenge for publishers in the mobile age is to be nimble not just in one channel but several.

Information and reference sites are linked to news behavior and often drive traffic to news content. Wikipedia figures prominently in mobile content access.

Among mobile sites, Wikipedia reigns in terms of popularity (the app does well too) and amount of time users spend on the entity. **Wikipedia's site reaches almost one-third of the total mobile population each month (see Figure 6).**[25] Current news and events are often embedded within Wikipedia entries so it presents an opportunity to learn about an area of interest after reading a news article. What is clear from the Nielsen data is that the popular information site also drives traffic *to news*. For instance, Wikipedia was one of the top 10 websites visited prior to exploring sites as varied as BuzzFeed, Daily MailOnline, nytimes.com, usatoday.com, washingtonpost.com and Tribune Newspapers.[26]

Younger and diverse audiences highlight changing news behaviors on mobile. News-seekers coming from

23. Nielsen EMM Panel, Top 6 Sources for News-Seekers used Prior to News-Related Apps, Average Monthly Unique Audience from each website that goes to each News App, P18+, July-Sept 2015.
24. "For Email Newsletters, a Death Greatly Exaggerated". http://www.nytimes.com/2014/06/30/business/media/for-email-a-death-greatly-exaggerated.html.
25. Nielsen EMM Panel, % of Total Mobile Audience that visit the website in an average month, P18+, Oct13-Sept15.
26. Tribune Newspapers include the following: Los Angeles Times, Chicago Tribune, Orlando Sentinel, Sun-Sentinel, Baltimore Sun, The Hartford Courant, The Morning Call, Daily Press, Chicago Now.
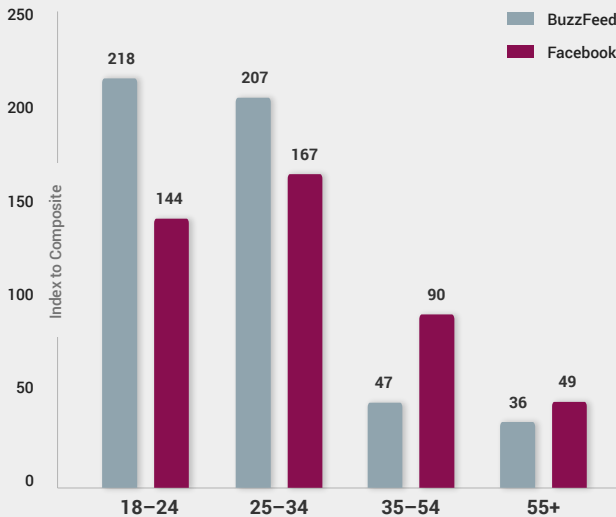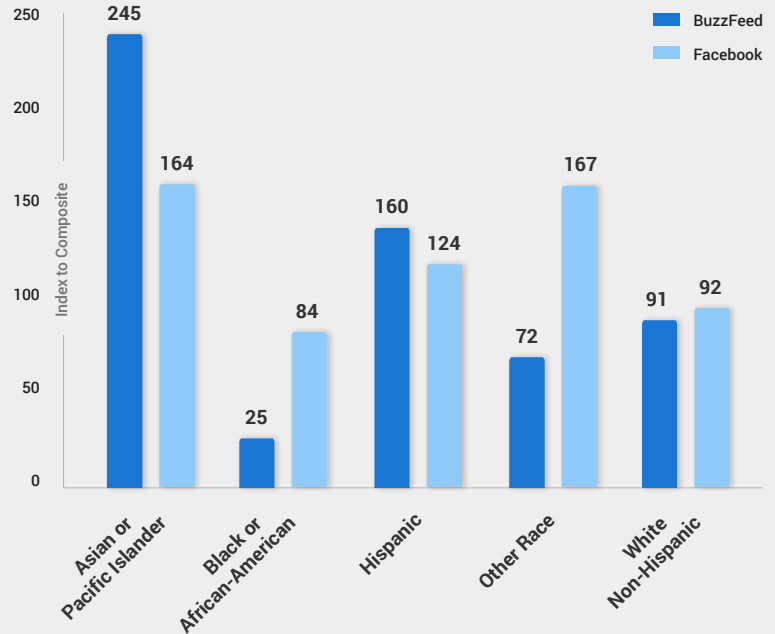
FIGURE 4: REFERRAL PROFILE, BY AGE

FIGURE 5: REFERRAL PROFILE, BY RACE/ETHNICITY

social sites and chat apps such as Snapchat, Facebook Messenger, Google Hangouts, Instagram and Pinterest **tend to be younger and more ethnically diverse**. YouTube referrals also play prominently among young millennials (ages 18-24). Conversely, mobile apps such as ESPN, Yahoo Stocks and Yahoo.com tend to bring in an older (ages 35+) and more affluent audience.[27]

The referral analysis also highlighted some notable players among younger and diverse audiences. Among mobile sites, BuzzFeed and Reddit dominate in bringing in young millennials to other mobile news sites. Those sites, in addition to CNN and Facebook, are also more likely to lead diverse audiences such as Asians and Hispanics to other mobile news content.[28] For example, figures 4 and 5 highlight the audience profile of BuzzFeed and Facebook as referral sources to other news sites — with higher concentrations of referrals coming from both younger and older millennials (ages 18-34) and Asians, Hispanics and Other Races highly represented.[29]

WHERE THEY COME FROM AND WHO THEY ARE

Young millennials (ages 18-24) are 3 and 4x more likely than typical online adults to go to news content from Instagram, Pinterest and Snapchat.

African-Americans are 2.5x more likely than typical online adults to go to news content from Twitter.

26. Nielsen EMM Panel, July 2015, Aug 2015, Sept 2015, Source Report, App used prior , Persons 18+ Average % of Total Demo that goes from each app to a news related app, Demo % indexed to Total US %..
27. Nielsen EMM Panel, July 2015, Aug 2015, Sept 2015, Source Report, App used prior , Persons 18+. Average % of Total Demo that goes from each app to a news related app, Demo % indexed to Total US %.
28. Nielsen EMM Panel, July 2015, Aug 2015, Sept 2015, Source Report, App used prior , Persons 18+. Average % of Total Demo that goes from each app to a news related app, Demo % indexed to Total US %.
29. Ibid.

Reddit users are also going deeper into the content. **Reddit devotees go to the app often (twice a day) and spend roughly five times the amount of time with Reddit's app than other top news apps.**[30] The popularity of this discussion forum and news aggregator app among younger audiences may suggest a tendency toward accessing multiple news source perspectives but also a desire for news that is personalized to their interests. Publishers of all sizes are reckoning with news aggregations' impact—whether through social media platforms or news apps—on their traditional distribution channels and related revenue models.
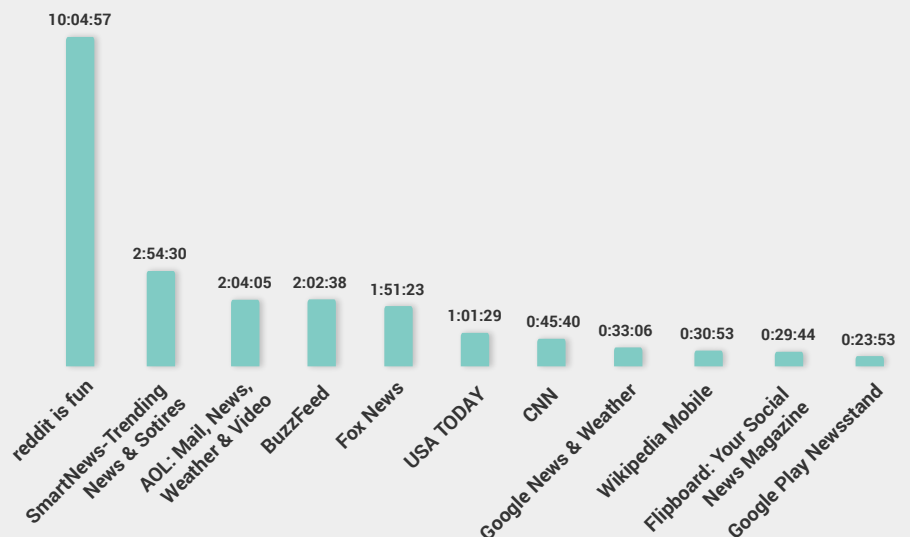
CONCLUSION

Part two of this series provides a snapshot of the evolving mobile news audience, as well as the behaviors on different social media platforms. Mobile pathways to news content can help news organizations better understand the changing demographics of those news consumers, as well as the impact to discourse that these demographic forces may entail. Overall, the data show that a fundamental shift has happened toward accessing news via mobile—and that the landscape continues to evolve. Adapting to and leveraging the opportunities in these audience trends in news behavior remains critical to any news organization's survival.

FIGURE 6: AVERAGE MONTHLY AUDIENCE REACH %
Top mobile websites

Website	Reach
Wikipedia	32.1%
CNN Digital Network	13.1%
About.com	11.4%
BuzzFeed	8.5%
Fox News Digital Network	7.1%
USA TODAY	6.3%
nytimes.com	5.9%
Tribune Newspapers	5.7%
MailOnline	5.6%
washingtonpost.com	4.9%
Times.com Sites	4.8%

FIGURE 7: AVERAGE MONTHLY TIME SPENT PER PERSON
Top News Category Apps

App	Time
reddit is fun	10:04:57
SmartNews: Trending News & Sotires	2:54:30
AOL: Mail, News, Weather & Video	2:04:05
BuzzFeed	2:02:38
Fox News	1:51:23
USA TODAY	1:01:29
CNN	0:45:40
Google News & Weather	0:33:06
Wikipedia Mobile	0:30:53
Flipboard: Your Social News Magazine	0:29:44
Google Play Newsstand	0:23:53

30. Nielsen EMM Panel, Average Time Spent on each App by Month, P18+, Oct 2013-Sept 2015.

METHODOLOGY

Behavioral Insights Methodology

Nielsen's Electronic Mobile Measurement 3.0 is an observational, user-centric approach that uses passive metering technology on smartphones to track device and application usage on an opt-in convenience panel. At present there are approximately 9,000 panelists in the U.S. across both iOS and Android smartphone devices. Because the behavior is being tracked without interruption, this method provides a holistic view on all the activity on a smartphone.

A number of steps are taken after the data collection process to ensure that the reported data are representative of the adult mobile population. Weighting controls are applied across five characteristics (gender, age, income, race and ethnicity), while independent enumeration studies are carried out on a continuous basis to provide the most current estimate of the mobile population (aka Universe Estimation). Recruitment is conducted in English.

Survey Insights Methodology

Nielsen Electronic Mobile Measurement (EMM) Panel collects smartphone and tablet users' behavioral data of application (app) and website usage.

- A five-minute online survey, regarding news-seeking behaviors within social networking apps, was conducted among social networking users of EMM Panel in October 2015.

- The sample of mobile social networking users, including 2176 respondents, was weighted based on EMM Panel's Q3 2015 benchmark data of smartphone[31] social networking users. Weighting variables include age, gender, income and education.*

- Among the sample of mobile social networking users, 1078 respondents were identified as those who consume news within top five social networking apps (Facebook, Twitter, Google+, Instagram and LinkedIn).

- To facilitate a better recall, all behavior questions in this survey were asked based on the most recent-30-day time frame.

- "News" was defined for the survey participants as "current events happening somewhere, which could include a range of topics, such as world, U.S., technology, sports, entertainment, etc."

*Note: The survey was conducted online, in English, and weighted on age, gender and education. While we can look at attitudinal and behavioral variations among racial/ethnic groups, the data are not necessarily representative of these groups, as it was not weighted using these variables.

31. Among those 2,176 mobile social networking users, only 47 respondents (2 percent) do not use smartphones (they use only a tablet).

KEY TERMS IN THE STUDY

Active Reach (%): Percentage of all active eligible people on smartphones who visited the entities in News Category, calculated as such: Unique Audience on smartphones for News Category in the reporting period / Total Unique Audience in the Mobile Universe (smartphones) in that reporting period

Audience: Total number of unique persons who visited the entity (app or site) in the news category on smartphones at least once in the specified reporting period and within the U.S.

Minutes: Total time spent on entities in the news category in minutes.

News and Information Category: Apps/sites that specifically focus on news and/or resources to find very specific information points.

News and Information Subcategories:
- **Current Events and Global News**: Apps/sites that provide information about local, national, and/or world news.
- **Directories and Local Guides**: Apps/sites that provide information, products and/or services on directional information about a local area such as local dining. Multicategory News and Information: Apps/sites that contain multiple (two or more) news and information subcategories.
- **Multicategory News and Information**: Apps/sites that contain information specifically focused on one topic.
- **Weather**: Apps/sites that provide information, products and/or services on weather forecasts.