nielsen

US MOBILE NEWS SEEKING TRENDS

Knight Foundation

Based on October 2013- September 2015 data.
Excerpted from a full findings report delivered November 2015.

BACKGROUND

Knight Foundation commissioned Nielsen to delve into US mobile users' news seeking habits. Nielsen leveraged its **Electronic Mobile Measurement (EMM) panel** to provide mobile news seeking trends from the past two years. Opt-in panel members use an "always on" Nielsen meter on their mobile devices, tracking actual user activity, across apps and mobile web sites.

To better understand in-app news seeking activity, Nielsen supplemented the behavioral insights with **a survey among its EMM panelists** who reported tapping into social networks for news.

The analysis also includes a specific examination of the top news websites and apps, as well as sources the mobile news seekers used 10 seconds prior to visiting these top mobile news properties.

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 US across both iOS and Android smartphone devices. This method provides a holistic view on all the activity on a smartphone as the behavior is being tracked without interruption.

A number of steps are taken after the data collection process to ensure the reported data is representative of the 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).

SURVEY INSIGHTS METHODOLOGY

Nielsen Electronic Mobile Measurement Panel (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* 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 5 social networking apps (Facebook, Twitter, Google+, Instagram and LinkedIn).

- In order to facilitate a better recall, all behavior questions in this survey were asked based upon the last-30-day time frame.

Among those 2176 mobile social networking users, there are only 47 respondents (2%) who do not use smartphone (only use tablet).
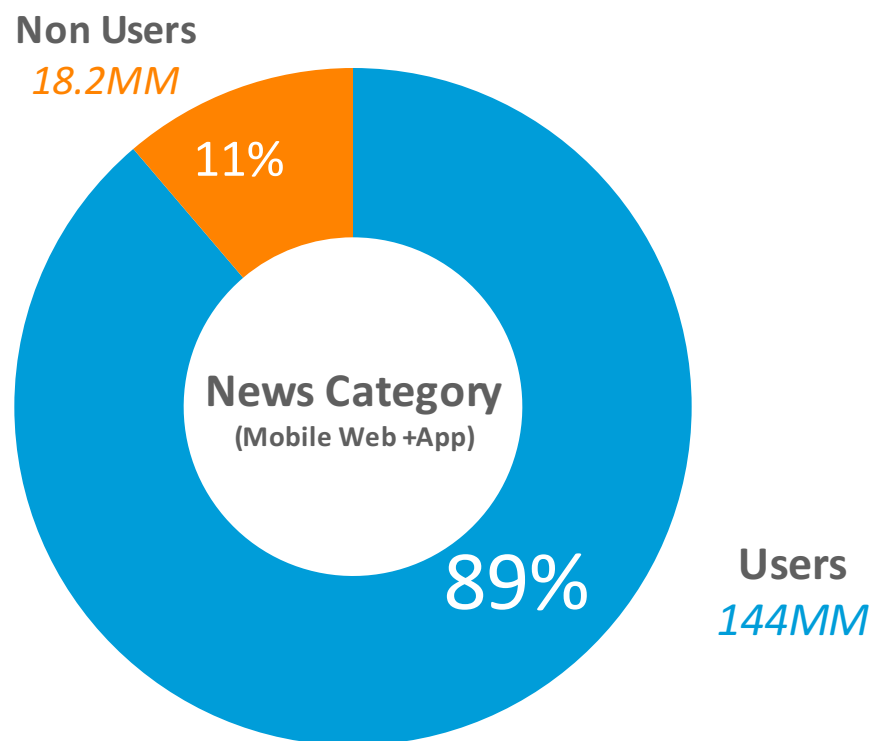
KEY TERMS

- **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 that visited the entity (app or site) in the News category on smartphones at least once in the specified reporting period and for US.
- **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 Sub-Categories:**
  - ➢ **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.
  - ➢ **Multi-category News and Information:** Apps/Sites that contain multiple (2+) news and information subcategories.
  - ➢ **Special Interest 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.

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89% OF US MOBILE POPULATION (144.2MM MOBILE USERS PER MONTH) TAP INTO THEIR DEVICES FOR NEWS

Non Users
18.2MM

11%

News Category
(Mobile Web +App)

89%

Users
144MM

Nielsen EMM Panel, Average Monthly Penetration, P18+, Oct13-Sept15

TIME SPENT ON MOBILE NEWS SEEKING ACTIVITY GENERALLY PEAKS IN Q2 AND STARTS DECLINING IN Q3.

Average Monthly Time Spent on Mobile Per Person
News Category (Web + Apps)

**Monthly Average:
2:13:55**

Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sept

2013/14   2014/15

Nielsen EMM Panel, Average Monthly Time Spent Per Person, P18+, Oct13-Sept15
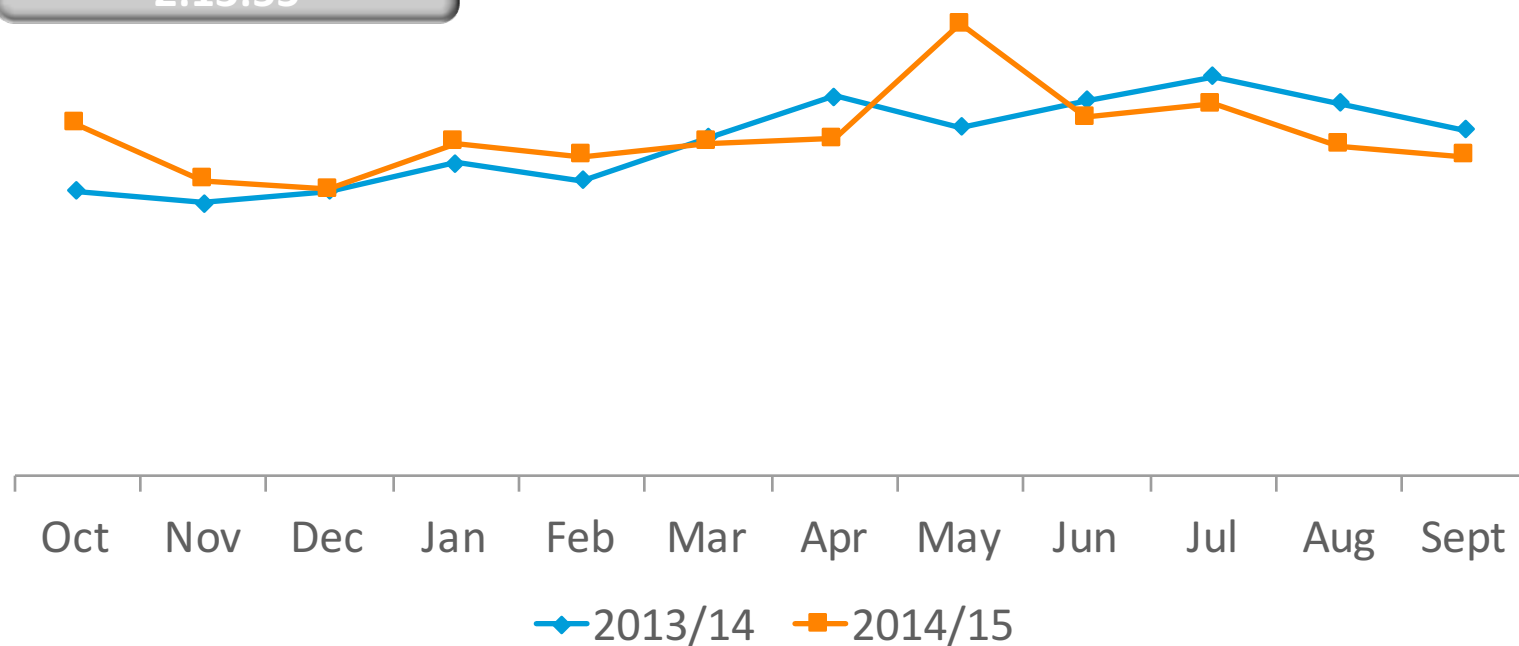
MOBILE NEWS AUDIENCE SIZE IS REACHING A PLATEAU

- Year over year, mobile news audience size has grown. Yet the increase has recently slowed.
- Time spent on mobile news has also been declining, with the exception of lift seen in May.

Monthly Mobile News Usage 2013/14 vs. 2014/15

News Category (Web + Apps)

Legend: ◆ % Change Time Spent   ■ % Change Audience

Time Spent values: Oct 23%, Nov 8%, Dec 0%, Jan 6%, Feb 8%, Mar -2%, Apr -11%, May 29%, Jun -4%, Jul -7%, Aug -11%, Sept -8%

Audience values: Oct 18%, Nov 14%, Dec 12%, Jan 13%, Feb 15%, Mar 13%, Apr 12%, May 8%, Jun 11%, Jul 10%, Aug 10%, Sept 9%

Nielsen EMM Panel, Average Monthly Time Spent and Unique Audience, P18+, Oct13-Sept15
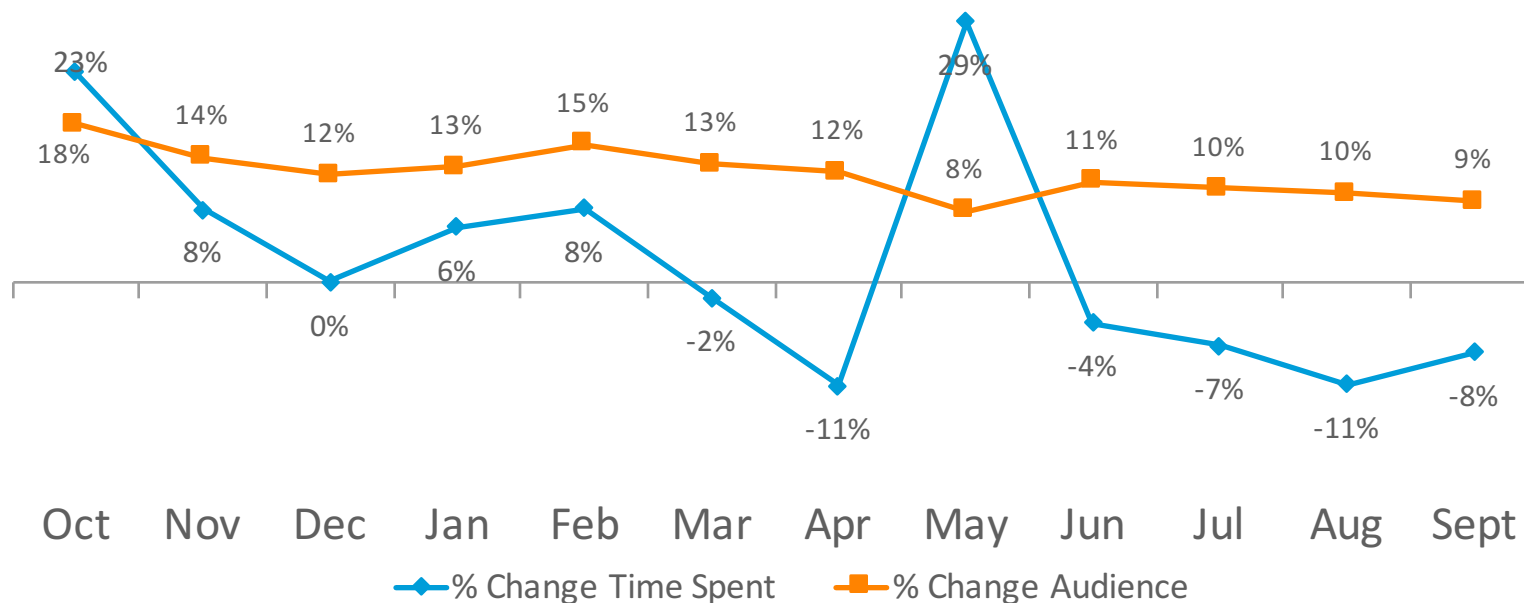
US MOBILE NEWS SEEKERS SPEND MORE OF THEIR MOBILE TIME ON SOCIAL NETWORKING SITES THAN ON NEWS SITES

News Category
2Hrs 13Mins/month/ person

Social Networking
12Hrs 25Mins/month/ person

5%

27%

Mobile Usage
(Mobile Web +App)

69%

All Other Usage
28Hrs 55 Mins/month/ person
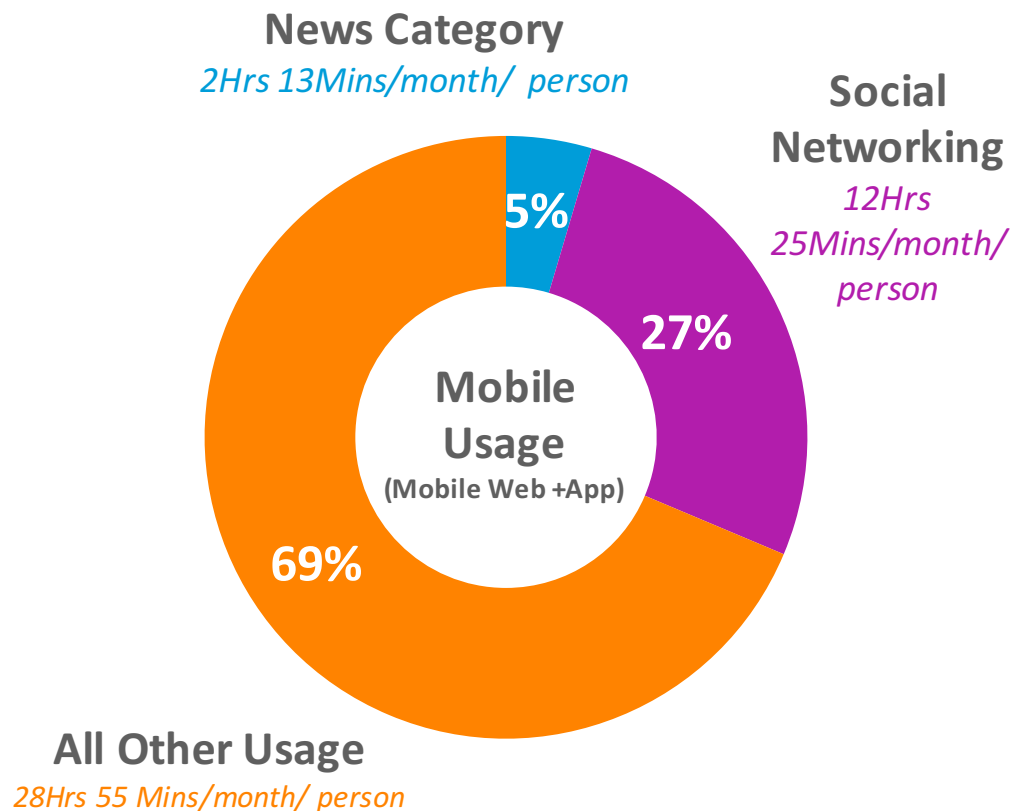
NOTE: Mobile news seekers may also be getting news from social networking sites. The survey insights section of this report include details on this behavior.

Nielsen EMM Panel, Average Monthly Time Spent, P18+, Oct13-Sept15, Percentages are rounded to represent whole numbers

MOBILE NEWS USERS SKEW OLDER; THE MAJORITY OF NEWS MOBILE USERS ARE 35+

Average Monthly Distribution of Users by Age/Gender Groups
News Category (Web + Apps)

Nielsen EMM Panel, Average Monthly Penetration by demographic Gourp, Oct13-Sept15
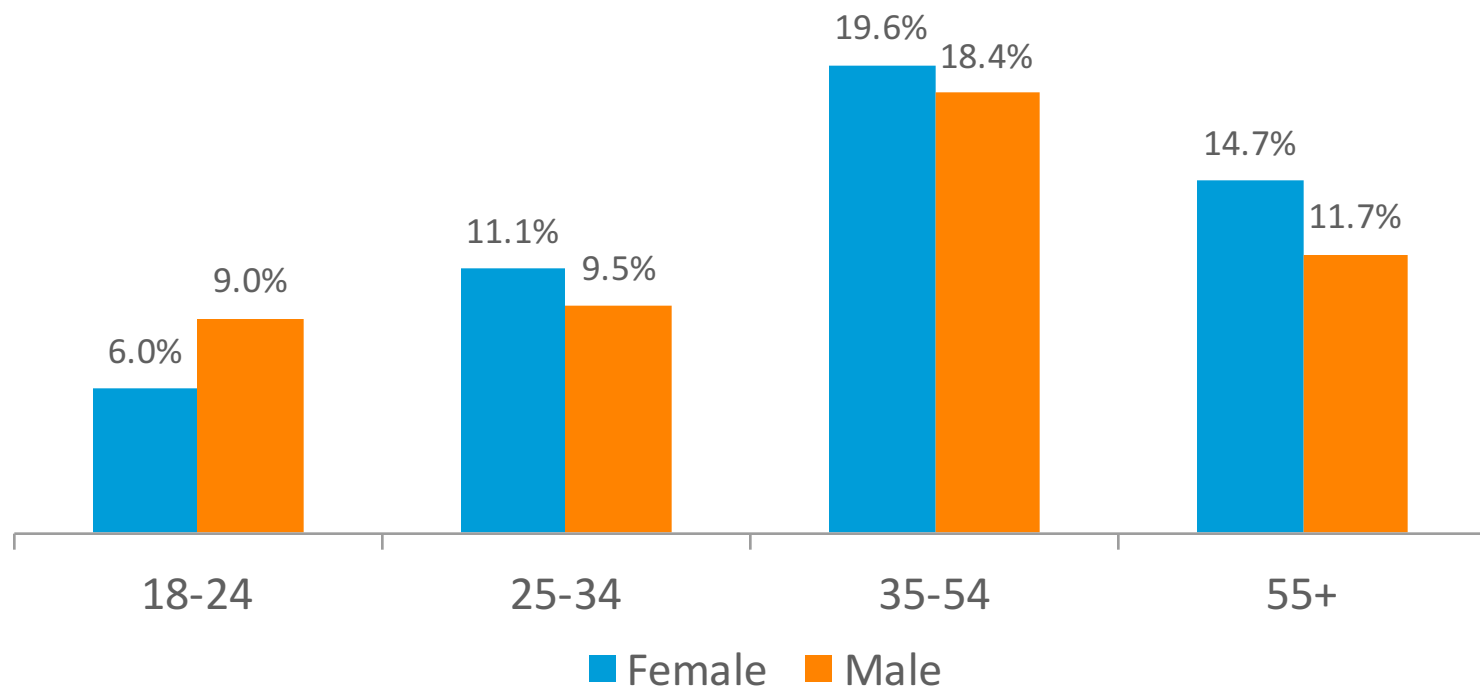
SIX IN 10 MOBILE NEWS SEEKERS ARE WHITE NON-HISPANIC, EMPLOYED, WITH INCOME ABOVE $50K.

		Monthly Avg Unique Audience	Composition %	Index to Total US	Monthly Avg Time Per Person
Education	Some college or less	85,681,654	59.4%	148	2:01:05
	Bachelor's degree+	58,480,168	40.6%	68	2:32:47
Employment	Employed full time	80,988,584	56.2%	101	2:16:26
	Employed part time	15,299,081	10.6%	99	2:12:54
Income	Up to $49,999	54,165,657	37.6%	99	2:04:12
	$50,000 to $99,999	47,001,004	32.6%	100	2:19:53
	$100,000 and above	42,988,502	29.8%	100	2:19:31
Race/Ethnicity	Asian or Pacific Islander	8,196,867	5.7%	97	2:23:33
	Black or African-American	18,037,437	12.5%	100	1:55:52
	Hispanic	25,254,492	17.5%	98	1:59:08
	White	103,557,392	71.8%	100	2:17:28
	White Non-Hispanic	90,791,878	63.0%	101	2:20:52
	Other Race	14,381,183	10.0%	100	2:05:54

Nielsen EMM Panel, Average Monthly Penetration by demographic Group, P18+, Oct13-Sept15

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USERS SPEND MORE THAN ONE HOUR PER MONTH ON MULTI-CATEGORY NEWS AND INFORMATION SITES

Weather information follows suit.

Average Monthly Time Spent by News Subcategory
News Category (Web + Apps)

Category	Time
Multi-Category News & Information	1:15:35
Weather	0:56:37
Current Events & Global News	0:47:51
Reference/Education	0:30:30
Special Interest News & Information	0:10:42
Directory/Local Guides	0:10:19

Nielsen EMM Panel, Average News Category Time Spent, P18+, Oct13-Sept15

MAJORITY OF NEWS CATEGORY USERS ARE WHITE NON-HISPANIC

Among minority populations, Hispanics lead mobile news seeking across sub-categories.

Average Monthly % User Composition by Race/Ethnicity
News Category (Web + Apps)

Category	Asian or Pacific Islander	Black or African-American	Hispanic	Other Race	White Non-Hispanic
ALL	6%	13%	18%	10%	63%
Current Events & Global News	6%	13%	17%	10%	63%
Directory/Local Guides	6%	13%	18%	11%	61%
Multi-Category News & Information	6%	14%	18%	11%	61%
Reference/Education	6%	14%	19%	11%	60%
Special Interest News & Information	5%	13%	19%	12%	60%
Weather	5%	11%	16%	9%	66%

■ Asian or Pacific Islander ■ Black or African-American ■ Hispanic ■ Other Race ■ White Non-Hispanic

Nielsen EMM Panel, Average % of News Category Users and % of Users in each Sub-Category with each Ethnicity/Race, Oct14-Sept15
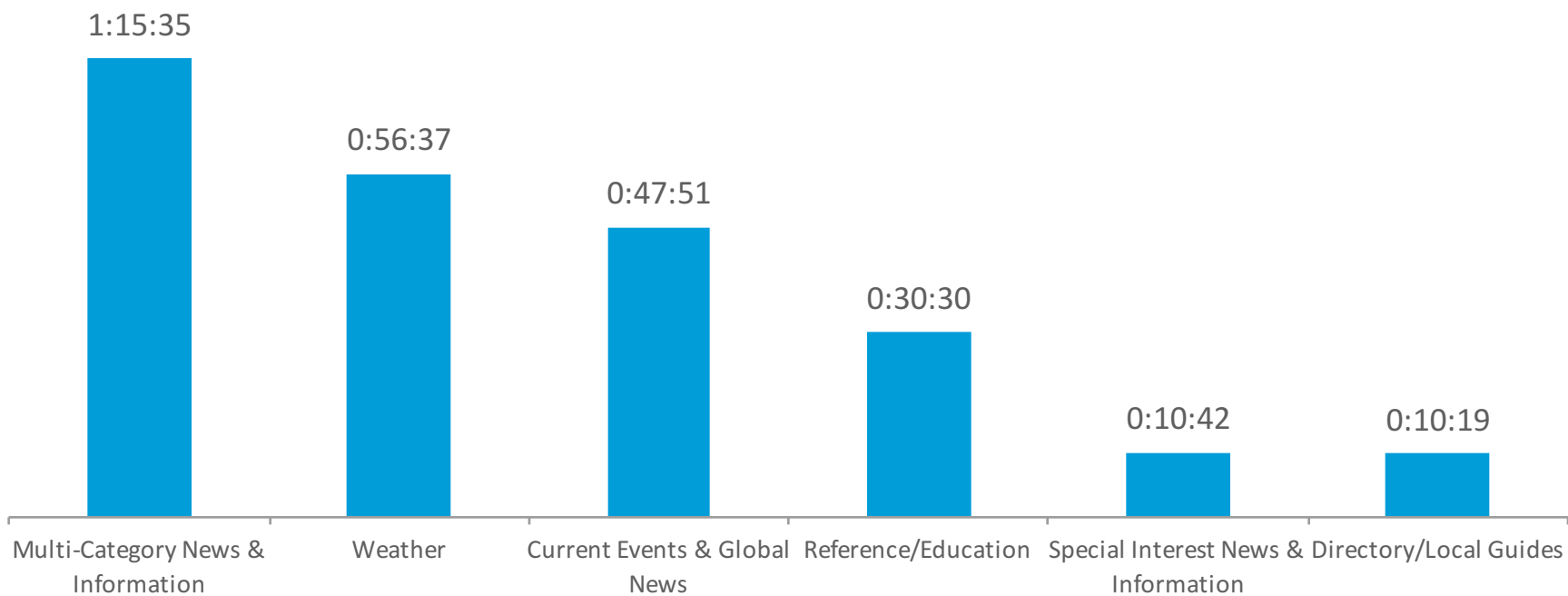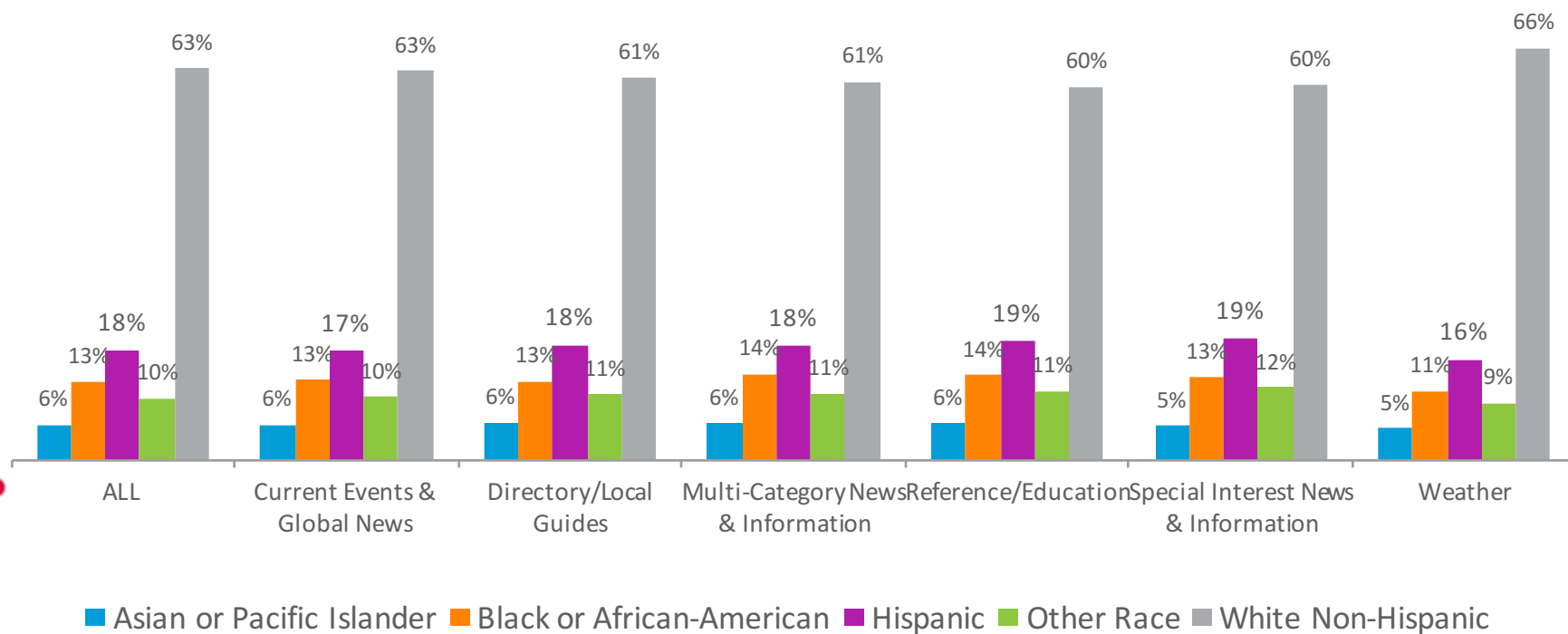
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TIME SPENT ON THE MOBILE NEWS CATEGORY PEAKS BETWEEN 7AM-9AM WHILE AUDIENCE SIZE PEAKS LATER (4PM-7PM)

Hourly Reach and Average Time Spent per Person
Mobile News Category (Web + Apps)

Monthly Average:
Persons: 144.1MM
Time Spent: 2:13:55

Legend: Audience (Persons), Time Per Person

Nielsen EMM Panel, Average Monthly Reach and Time Spent Per Person by Hour, P18+, Oct13-Sept15
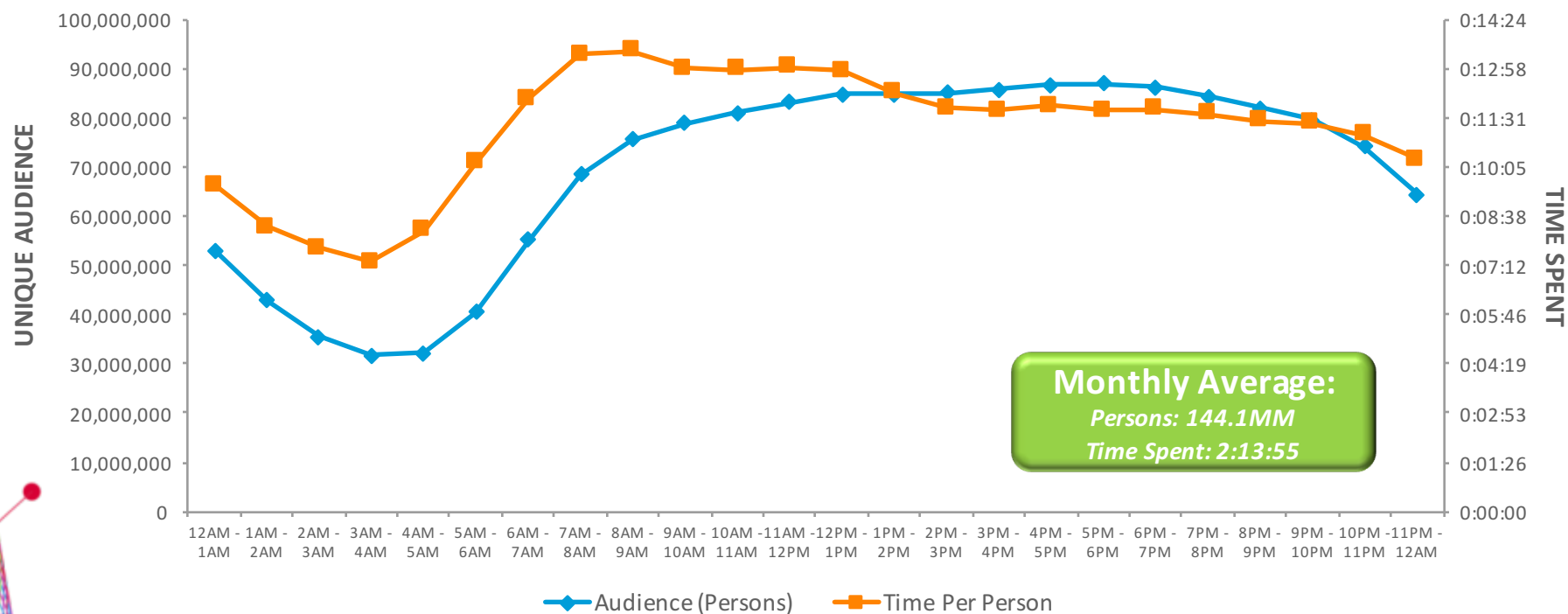
THOSE AGED 55+ SPEND THE MOST TIME IN THE MOBILE NEWS CATEGORY THROUGHOUT THE DAY

P18-24 peak time (11AM-1P) is later in the morning than those 25+ (6A-9A).

Hourly Time Spent by Age Group

Mobile News Category (Web + Apps)
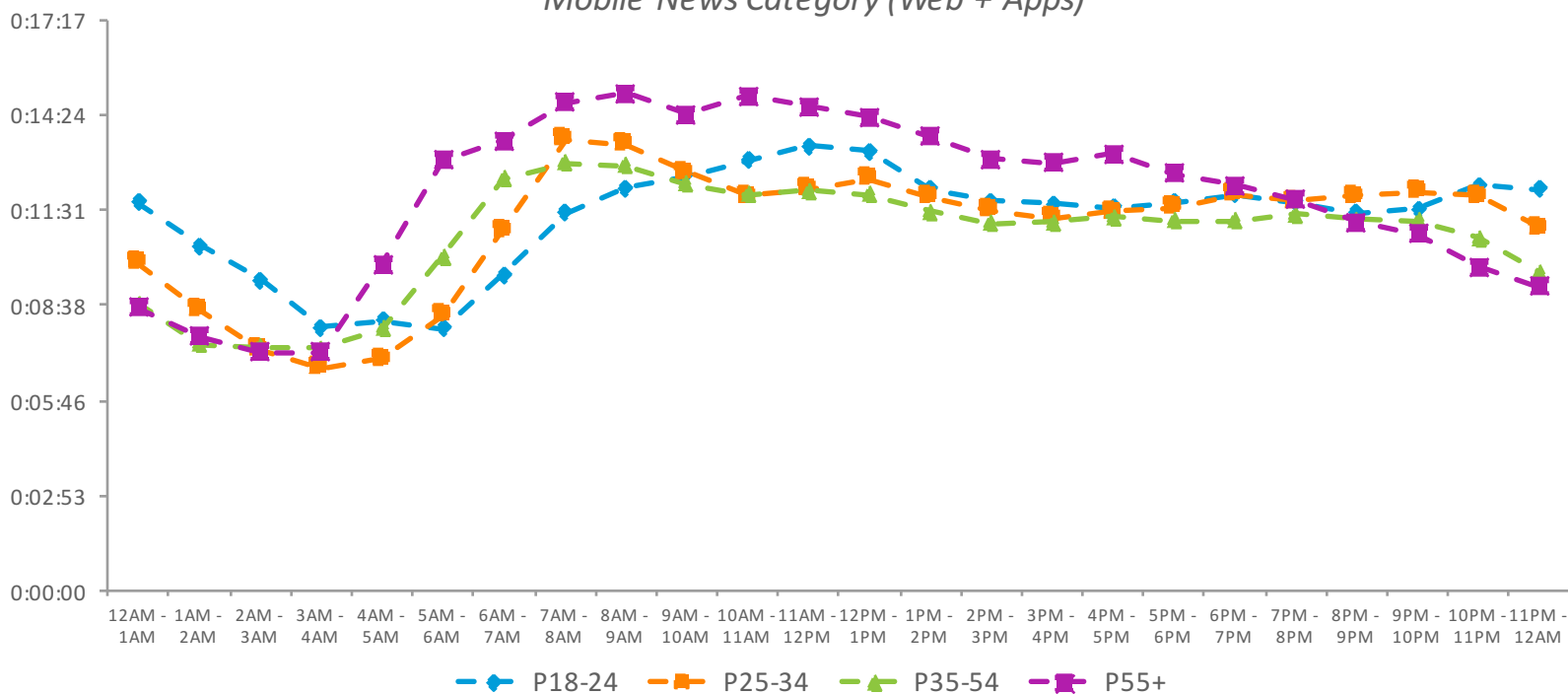
THOSE WITH COLLEGE DEGREES SPEND MORE TIME ON SITES THAN THOSE WITH LESS EDUCATION

Hourly Reach and Average Time Spent per Person
Mobile News Category (Web + Apps)

Legend:
- Some college or less (Audience)
- Bachelor's degree and Post Grad (Audience)
- Some college or less (Time Spent)
- Bachelor's degree and Post Grad (Time Spent)

Nielsen EMM Panel, Average Monthly Reach and Time Spent Per Person by Hour of the day, P18+, Oct13-Sept15
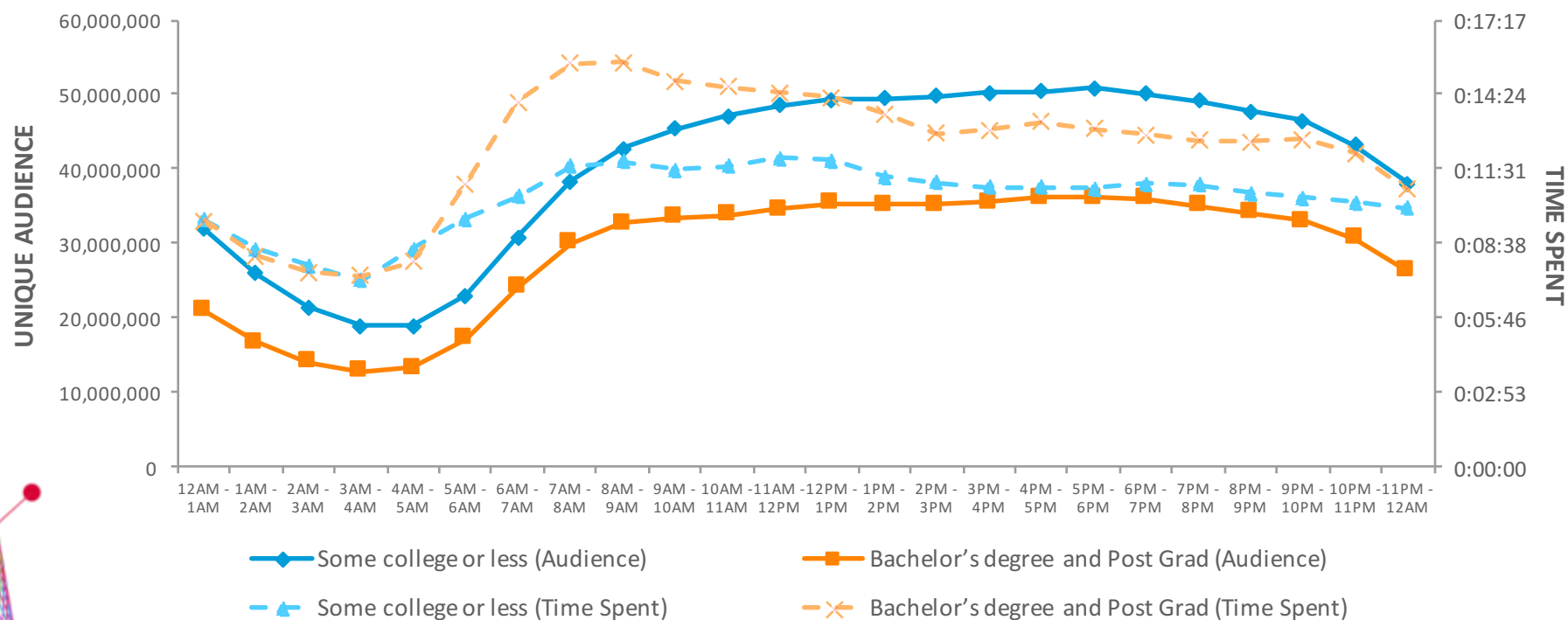
LOWER INCOME GROUPS SPEND MOST TIME ON MOBILE NEWS AFTER 9AM; THE AFFLUENT USE SPIKES IN EARLY MORNING

Hourly Reach and Average Time Spent per Person by Income
Mobile News Category (Web + Apps)
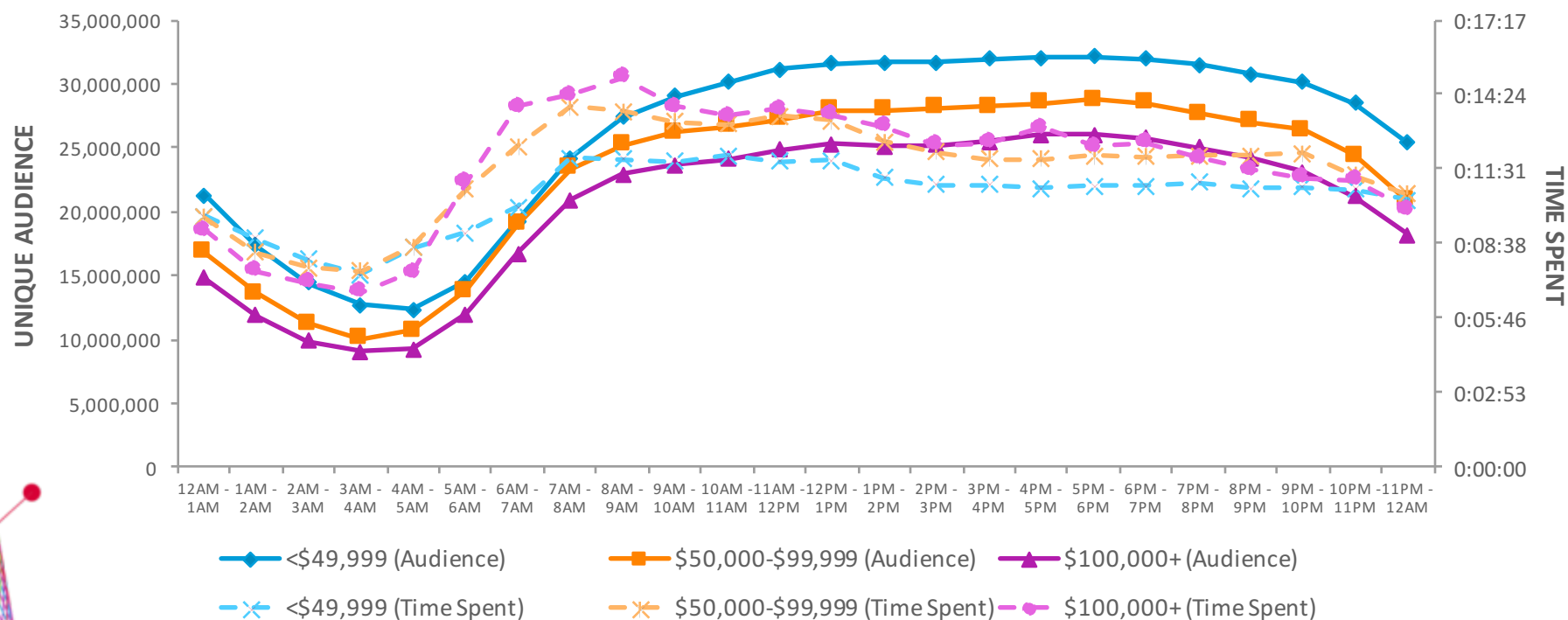
Legend:
- <$49,999 (Audience)
- $50,000-$99,999 (Audience)
- $100,000+ (Audience)
- <$49,999 (Time Spent)
- $50,000-$99,999 (Time Spent)
- $100,000+ (Time Spent)

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NEWS APPLICATIONS: SOURCE OF AUDIENCE
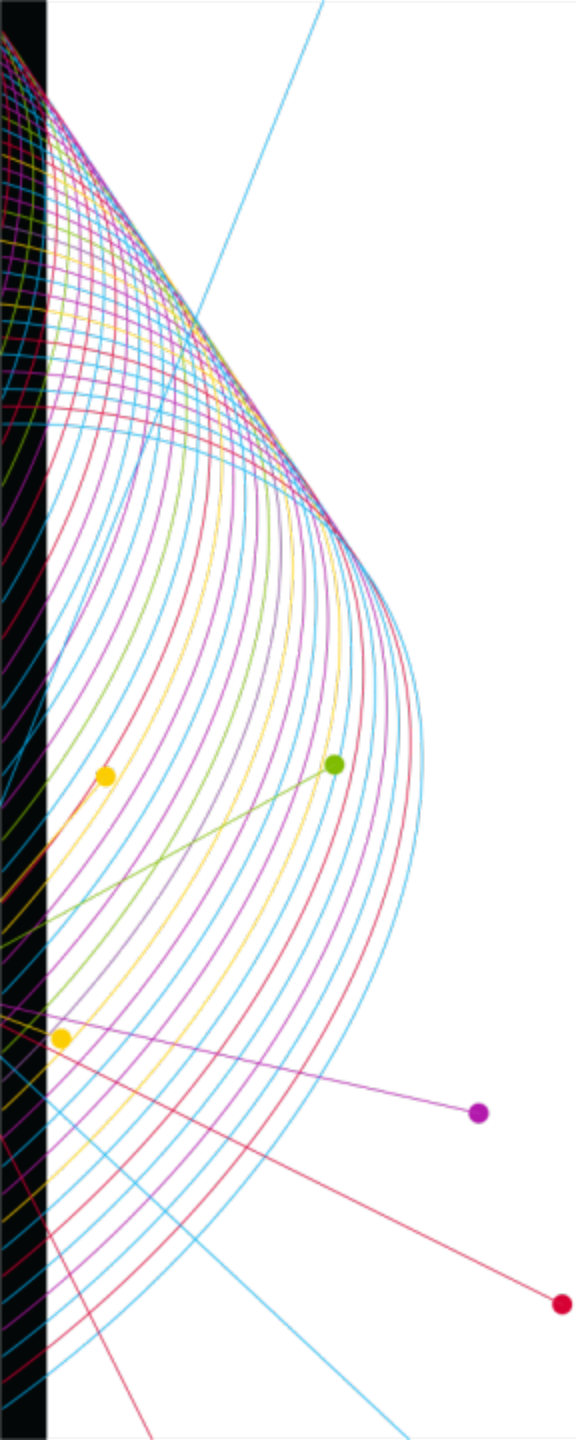
FACEBOOK, GOOGLE SEARCH, AND YOUTUBE ARE THE TOP SOURCES FOR NEWS SEEKERS GOING TO NEWS RELATED APPS

Reddit however gains a significant amount of users from Youtube.

Unique Audience from Apps used Prior to News Related Apps
Top 6 Sources

Legend: ■ Facebook ■ Google Search ■ YouTube ■ Gmail - email from Google ■ Google Play ■ Apple Music

Nielsen EMM, 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
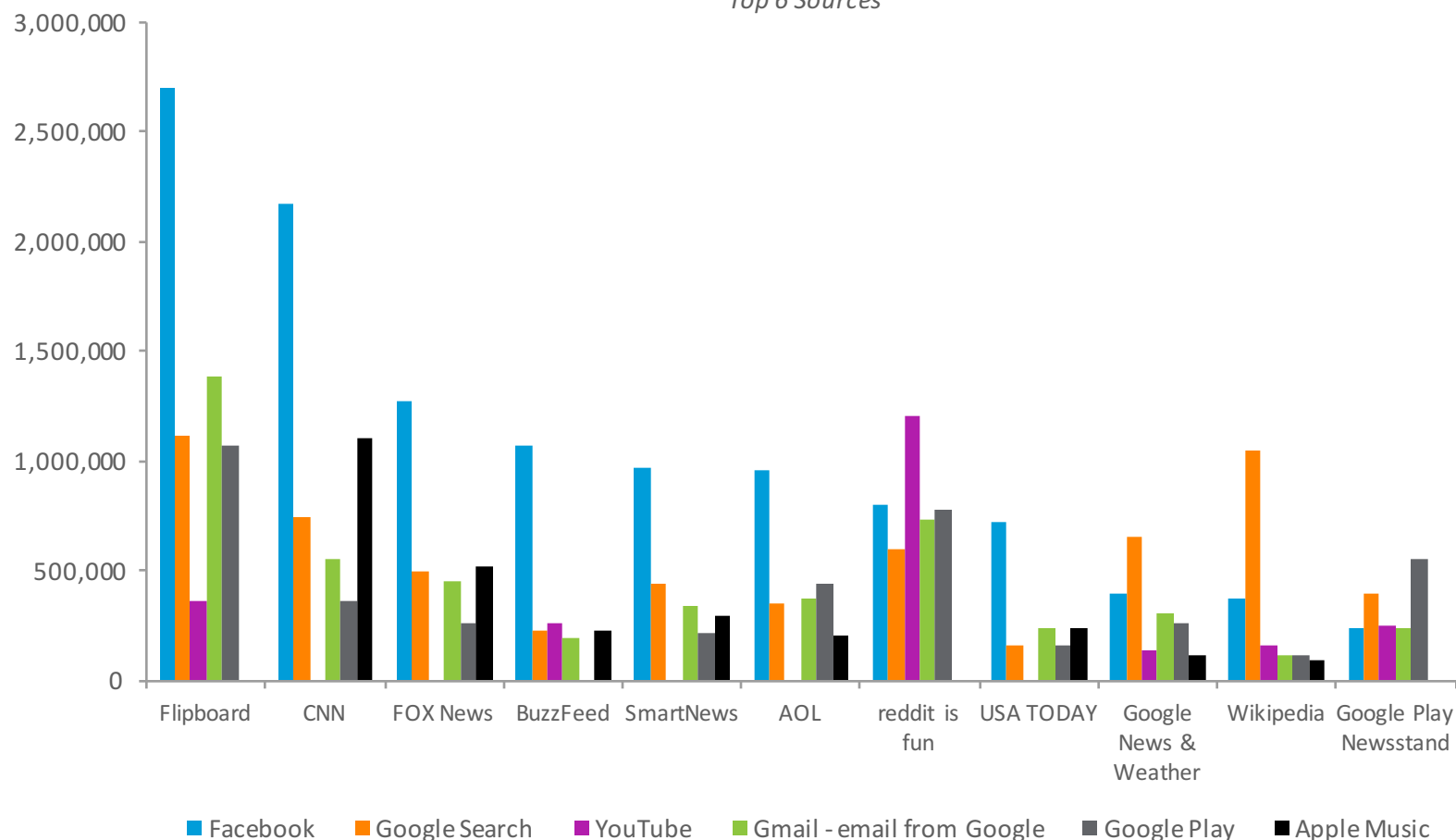
NEWS SEEKERS COMING FROM SOCIAL SITES TEND TO BE YOUNGER AND MORE ETHNICALLY DIVERSE…

Index to Total Pop of Average % of News Seekers coming from each App

Sources Visited Before News-Related Apps

Demo Group	Demo	Facebook Messenger	Google Maps	Hangouts	Instagram	Nova Launcher	Pinterest	Snapchat	Team Stream	Twitter	YouTube
PERSONS AGE	18-24	225	348	222	306	237	326	453	228	230	357
	25-34	98	85	258	159	80	124	119	369	110	182
	35-54	107	75	80	88	52	73	36	183	114	64
	55+	135	116	35	69	162	69		90	76	41
GENDER	FEMALE	107	74	39	90	25	123	46		81	47
	MALE	106	128	166	116	189	75	158	208	120	165
Race/Ethnicity	Asian or Pacific Islander	251	279	185	246	178	124	375		190	305
	Black or African-American	187	64	125	135	128	76	59	276	268	101
	Hispanic	121	145	161	191	180	105	104	326	143	141
	Other Race	119	170	244	162	205	133	94	560	172	150
	White Non-Hispanic	106	95	86	91	108	126	110	63	97	93
Education	Bachelor's degree and Post Grad	118	75	79	119	108	125	55	243	122	64
	Some college or less	94	118	115	97	95	82	137	167	84	126
Employment	Employed full time	88	81	109	83	113	79	46	160	90	76
	Employed part time	206	182	223	173	235	158	176	251	192	227
Income	Up to $49,999	113	95	95	97	91	74	94	42	66	109
	$50,000 to $99,999	98	133	134	112	83	106	83	284	101	101
	$100,000 and above	118	89	105	142	142	145	157	239	166	111

Note: Blank cells indicate insufficient sample for analysis.

WHILE OTHER REFERRAL APPS TEND TO BRING AN OLDER AND MORE AFFLUENT AUDIENCE

Index to Total Pop of Average % of News Seekers coming from each App

Sources Visited Before News-Related Apps

Demo Group	Demo	Amazon Mobile	ESPN	Firefox Home	Google Play	shopkick	Stocks	The Weather Channel	Verizon Messages	Weather	Wells Fargo Mobile	Yahoo
PERSONS AGE	18-24	162		106	166	159		71	25	96		
	25-34	163	164	71	114	146	21	50	22	100	79	63
	35-54	116	220	232	96	131	15	135	79	76	115	50
	55+	101	300		119		320	193	217	210	146	239
GENDER	FEMALE	75	61	30	73	74	52	80	65	91	99	36
	MALE	128	142	192	129	128	152	131	137	119	101	170
Race/Ethnicity	Asian or Pacific Islander				193	181				142		
	Black or African-American	284	260	129	190			202	150	324		89
	Hispanic	239	183	348	161	77		185	23	204	245	71
	Other Race	115		650	137	132		47	164	181		
	White Non-Hispanic	51	132	42	84	120	157	135	102	102	90	120
Education	Bachelor's degree and Post Grad	90	202	191	105	93	114	183	60	124	22	222
	Some college or less	107	54	35	99	105	90	71	128	92	156	13
Employment	Employed full time	95	209	140	94	11	142	118	95	93	90	115
	Employed part time	127		107	158	227	227	295	54	158		333
Income	Up to $49,999	133	123	67	111	61	44	63	49	129		20
	$50,000 to $99,999	46		45	114	20	47	135	100	103	20	257
	$100,000 and above	229	255	201	87	235	247	190	165	133	313	36

Note: Blank cells indicate insufficient sample for analysis.
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 (columns) to a news related app, Demo % indexed to Total US %

MOBILE NEWS WEBSITES: SOURCE OF AUDIENCE

GOOGLE AND FACEBOOK ARE TOP SOURCES FOR MOBILE NEWS WEBSITES

Among sites that get Facebook referrals, Buzzfeed gains the most from the social network.

Unique Audience from Apps used Prior to News Related Mobile Sites
Top 6 Sources

Legend: google.com | facebook.com | bing.com | gstatic.com | yahoo.com | googlesyndication.com

Nielsen EMM, Top 6 Sources for News Seekers used Prior to News Related Websites, Average Monthly Unique Audience from each website that goes to each News Site, P18+, July-Sept 2015

MEN AND WOMEN APPROACH MOBILE NEWS SITES FROM DIFFERENT AREAS

While the Drudge Report is mostly likely to bring in male news seekers, Washington Post mobile site refers women to other news-related mobile sites.

Index to Total Pop of Average % of News Seekers coming from each Website

Sources Visited Before News-Related Mobile Sites

Demo Group	Demo	bing	drudge report	pinterest	turner	washington post	yahoo
PERSONS AGE	18-24	79		93	70		89
	25-34	97	118	110	141	62	104
	35-54	109	117	72	131	92	116
	55+	105	117	132	48	207	105
GENDER	FEMALE	117	29	127	107	130	103
	MALE	82	177	71	93	68	96
Race/Ethnicity	Asian or Pacific Islander	279		172	449	1224	196
	Black or African-American	89		52	78	377	113
	Hispanic	111	133	172	85	183	104
	Other Race	99	228	65	97		93
	White Non-Hispanic	87	121	103	77	66	101
Education	Bachelor's degree and Post Grad	109	194	132	175	188	121
	Some college or less	94	33	77	47	74	85
Employment	Employed full time	83	176	98	109	90	105
	Employed part time	82		158	107	155	112
Income	Up to $49,999	79		96	28	75	77
	$50,000 to $99,999	146	209	106	98	170	114
	$100,000 and above	89	113	99	194	115	128

Note: Blank cells indicate insufficient sample for analysis.
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 (columns) to a news related website, Demo % indexed to Total US %
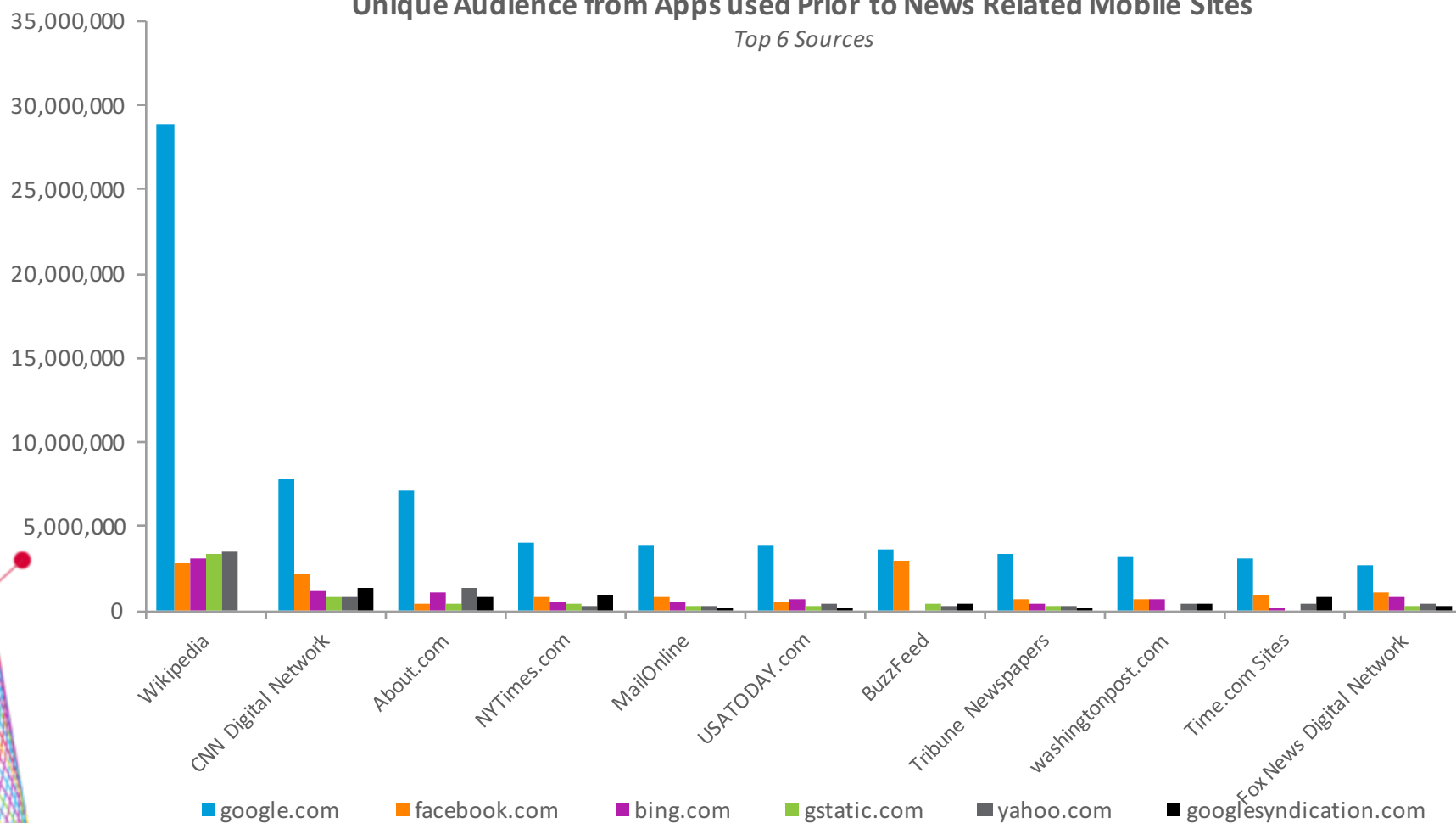
BUZZFEED AND REDDIT BRING YOUNG MILLENNIALS TO OTHER MOBILE SITES

Buzzfeed, CNN, Facebook and Reddit are more likely to lead diverse audiences (Asian/Pacific Islander, Hispanic) to other mobile news sites.

Index to Total Pop of Average % of News Seekers coming from each Website

Sources Visited Before News-Related Mobile Sites

Demo Group	Demo	buzzfeed	cnn	drudge report	facebook	fortune	google	nytimes	reddit
PERSONS AGE	18-24	218	143		144	230	161	173	295
	25-34	207	167	118	167	50	140	87	150
	35-54	47	126	117	90	153	94	108	89
	55+	36	37	117	49		50	61	41
GENDER	FEMALE	163	97	29	115	74	88	82	37
	MALE	32	104	177	84	128	113	120	184
Race/Ethnicity	Asian or Pacific Islander	245	162		164	84	116	63	203
	Black or African-American	25	113		84		100	30	113
	Hispanic	140	103	133	124		115	23	184
	Other Race	72	232	228	167	47	130	30	73
	White Non-Hispanic	91	102	121	92	142	94	142	93
Education	Bachelor's degree and Post Grad	151	148	194	118	186	103	113	129
	Some college or less	63	65	33	87	38	98	91	80
Employment	Employed full time	96	129	176	99	111	101	73	120
	Employed part time	252	151		116	155	95	145	82
Income	Up to $49,999	74	80		100	39	102	63	69
	$50,000 to $99,999	126	123	209	111	21	103	81	90
	$100,000 and above	105	122	113	91	262	94	168	149

Note: Blank cells indicate insufficient sample for analysis.
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 (columns) to a news related website, Demo % indexed to Total US %
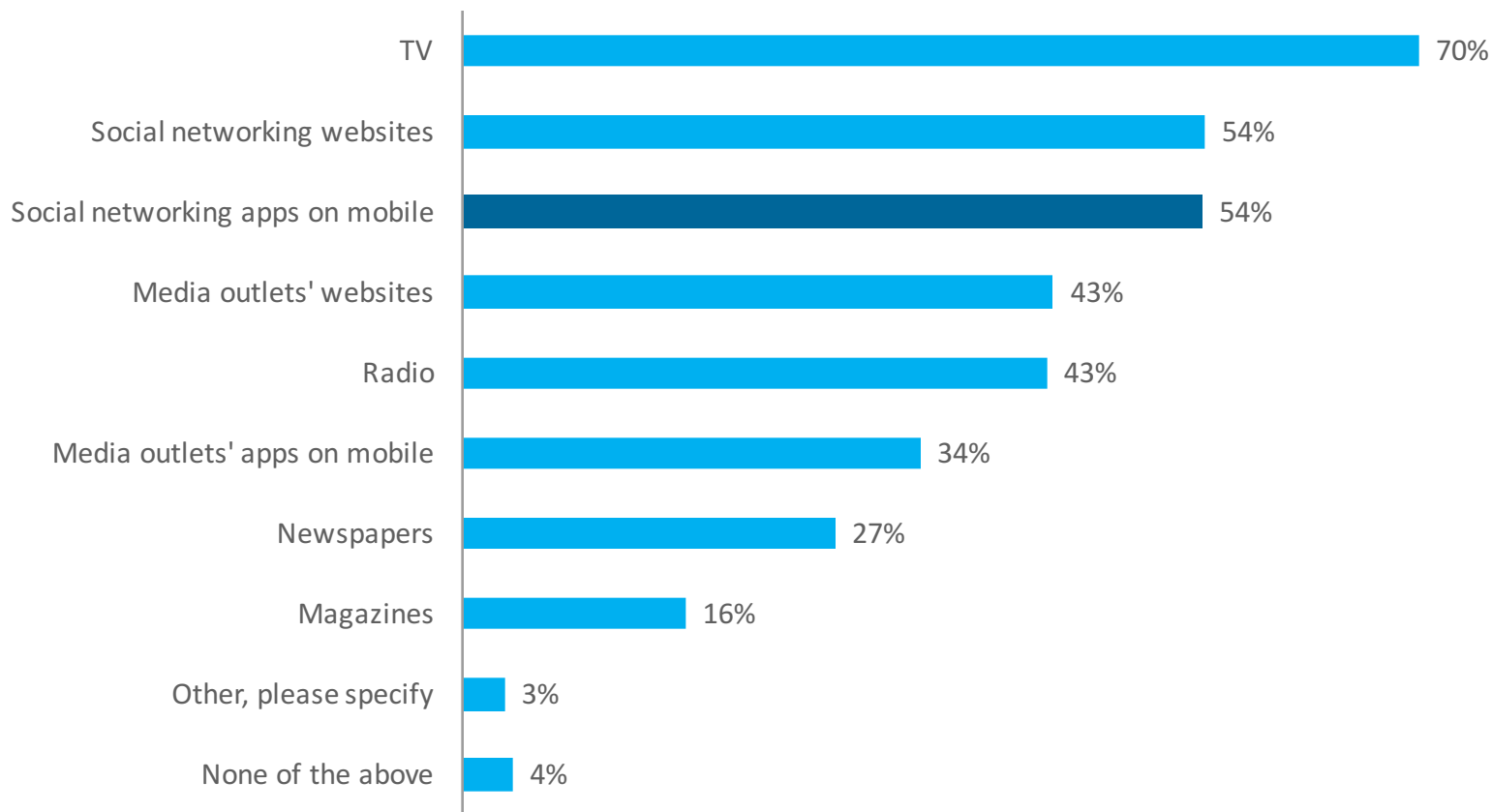
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Note: Survey Insights

OVER HALF (54%) OF SOCIAL NETWORKING USERS OBTAIN NEWS FROM SOCIAL NETWORKING APPS

- TV is still the most popular source used for news seeking
- Social networking websites are equally popular with social networking apps

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%

Base: Social networking mobile users (n=2176)
Q8: Which of the following sources did you use to get news in the last 30 days? By news we mean current events happening somewhere, which could include a range of topics, such as world, U.S., technology, sports,

ALMOST ALL (98%) OF THOSE SOCIAL APP NEWS SEEKERS DO SO ON THEIR SMARTPHONE

Nearly two-thirds (63%) do it on smartphone only

Mobile Devices Used for News Seeking in Social Networking Apps

63% on **Smartphone Only**

35% on **Smartphone and Tablet**

2% on **Tablet Only**
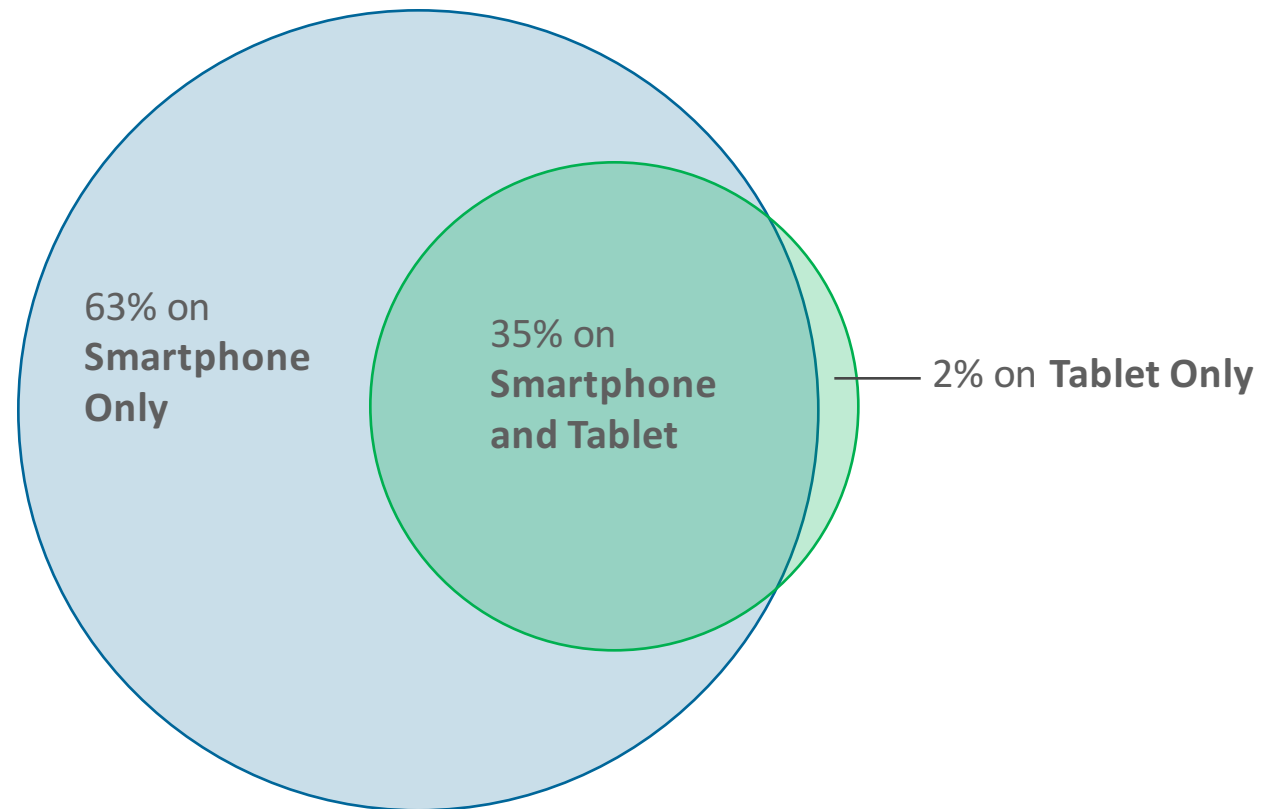
Base: Get news from social networking app (n=1113)
Q9: Which mobile device(s) did you use to get news in social networking app(s) in the last 30 days?

FACEBOOK IS THE MOST POPULAR SOCIAL NETWORKING APPS USED FOR NEWS SEEKING

- Nearly three-quarter of Facebook News Seekers (70%) get news from Facebook everyday
- Twitter is the second popular social networking app used for news seeking

Frequency of Using Social Networking Apps for News Seeking
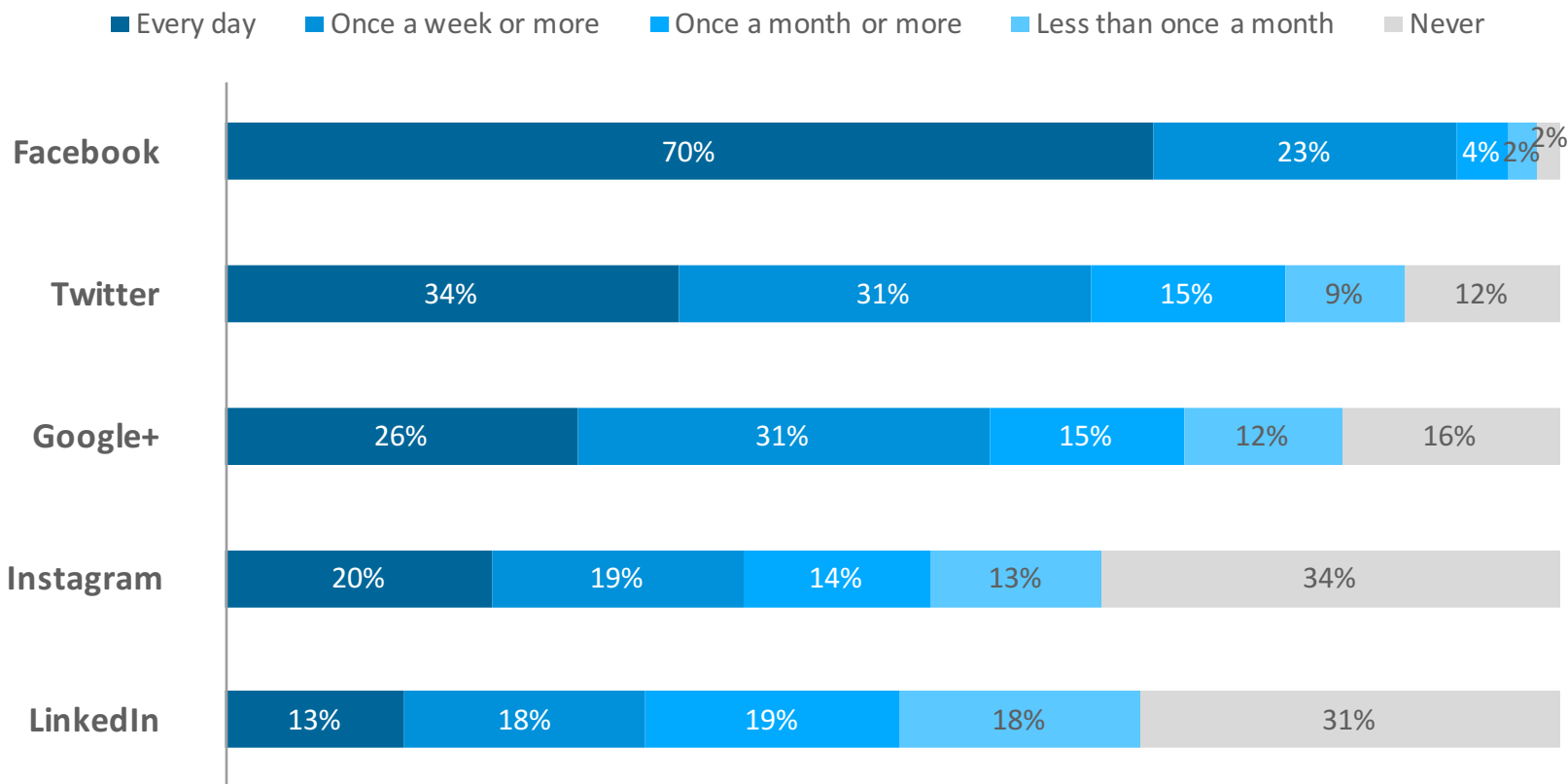
■ Every day ■ Once a week or more ■ Once a month or more ■ Less than once a month ■ Never

App	Every day	Once a week or more	Once a month or more	Less than once a month	Never
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%

Base: Get news from top 5 social networking apps (n varies: Facebook – 1092; Instagram – 563; Google+ - 493; Twitter – 588; LinkedIn – 401)
Q11: How often, if ever, do you get news in each of the following social networking apps on your mobile device(s)? Again, by news we mean current events happening somewhere, which could include a range of topics, such as world, U.S., technology, sports, entertainment, etc.

ON FACEBOOK AND TWITTER, SHARES AND RETWEETS COMPETE WITH MEDIA OUTLETS AS NEWS SOURCES

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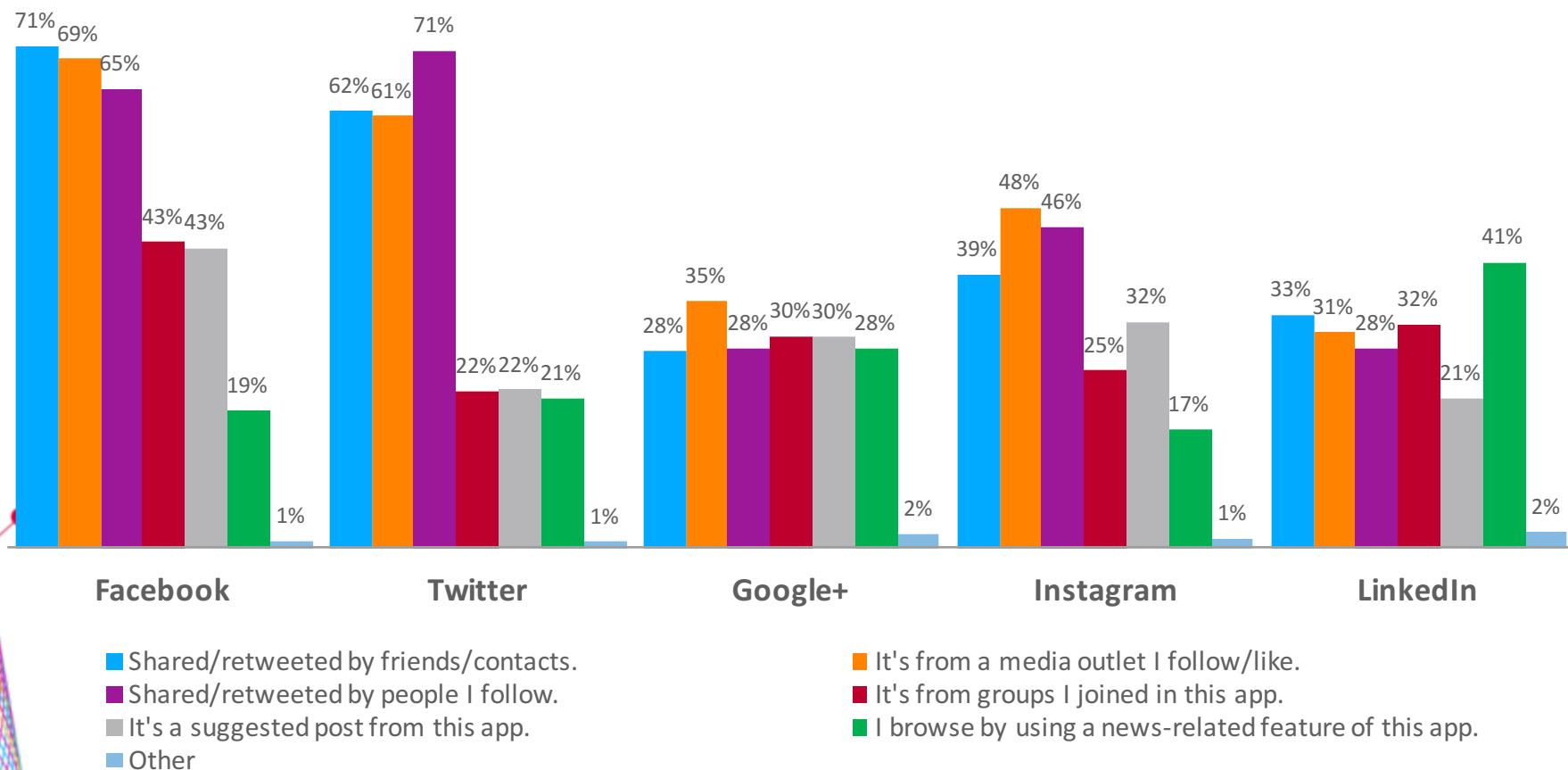
Legend:
- Shared/retweeted by friends/contacts.
- It's from a media outlet I follow/like.
- Shared/retweeted by people I follow.
- It's from groups I joined in this app.
- It's a suggested post from this app.
- I browse by using a news-related feature of this app.
- Other

OVERALL, THE AFFLUENT ARE MORE LIKELY TO SEEK NEWS WITHIN SOCIAL NETWORKING APPS

Lower income groups tend to be young so are also relatively more likely to seek news

Use Social Networking Apps for News by Income

Income	Percent
Total	54%
Less than $15,000	55%
$15,000 to $24,999	55%
$25,000 to $34,999	55%
$35,000 to $49,999	50%
$50,000 to $74,999	50%
$75,000 to $99,999	57%
$100,000 to $124,999	61%
$125,000 to $149,999	57%
$150,000 or more	57%

Base: Social networking mobile users by race/ethnicity (n varies: Total – 2176; Less than $15,000 – 181; $15,000 to $24,999 – 204; $25,000 to $34,999 – 245; $35,000 to $49,999 – 367; $50,000 to $74,999 – 463; $75,000 to $99,999 – 324; $100,000 to $124,999 – 198; $125,000 to $149,999 – 82; $150,000 or more – 112)
Q8: Which of the following sources did you use to get news in the last 30 days? By news we mean current events happening somewhere, which could include a range of topics, such as world, U.S., technology, sports, entertainment, etc. Please select all that apply.

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BEHAVIORAL INSIGHTS APPENDIX

GRAND MAJORITY OF NEWS SEEKERS USE SOCIAL NETWORKING ON THEIR MOBILE DEVICE IN AN AVERAGE MONTH

Non Users
5MM

4%

News Seekers

96%

Social Network Users
139MM
13Hr/11Min/Person/Month

Nielsen EMM Panel, Average Monthly Penetration among Mobile News Seekers, P18+, Oct13-Sept15
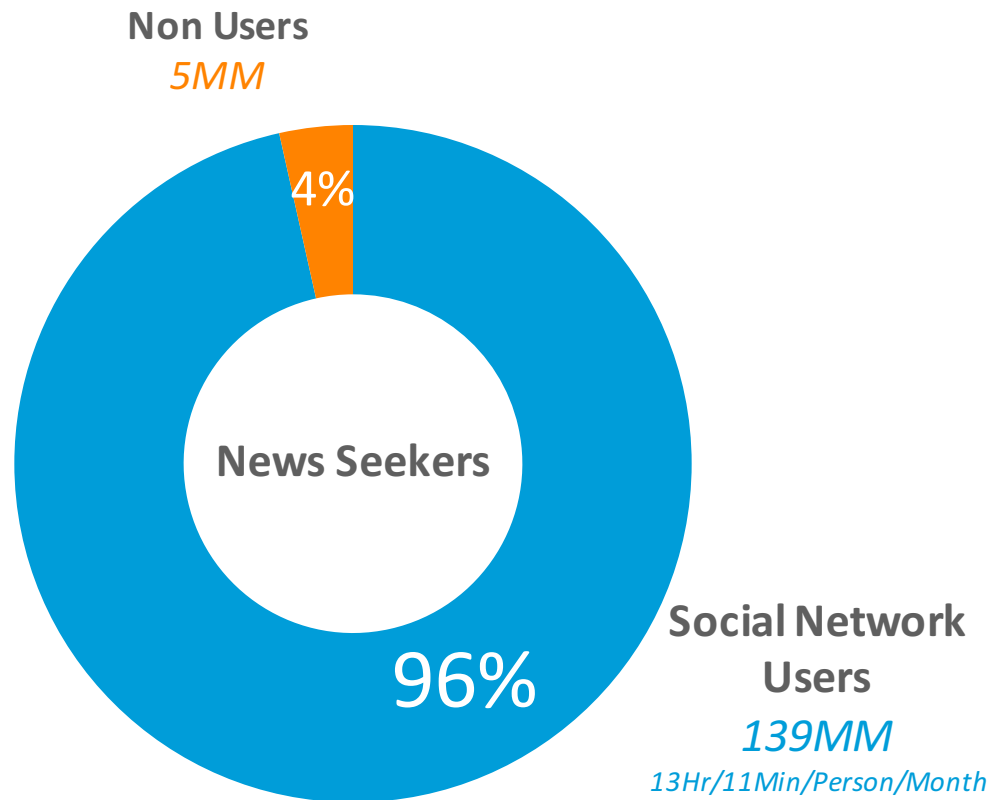
THE MAJORITY OF NEWS CATEGORY USERS HAVE A SIMILAR PROFILE TO THE US POPULATION OF MOBILE USERS

Average Monthly User Composition % Index by Demographics
News Category (Web + Apps), Demo Composition %/Total Mobile Population Composition %

	Education		Employment		Income		
	Some college or less	Bachelor's degree and Post Grad	Employed full time	Employed part time	Up to $49,999	$50,000 to $99,999	$100,000 and above
News Category Total	99	101	101	99	99	100	100
Current Events & Global News	96	105	104	97	98	101	102
Directory/Local Guides	101	98	100	103	105	100	94
Multi-Category News & Information	99	102	101	96	105	100	94
Reference/Education	101	98	99	101	106	99	94
Special Interest News & Information	102	97	99	100	109	99	90
Weather	97	104	103	95	94	103	104

Legend: News Category Total · Current Events & Global News · Directory/Local Guides · Multi-Category News & Information · Reference/Education · Special Interest News & Information · Weather

Nielsen EMM Panel, Average Monthly Penetration by Income and Education, Oct13-Sept15

SURVEY INSIGHTS APPENDIX

ALMOST ALL SOCIAL NETWORKING MOBILE USERS ACCESS SOCIAL NETWORKING APPS ON SMARTPHONE

40% access social networking apps on both smartphone and tablet

Mobile Devices Used for Social Networking Apps

58% on **Smartphone Only**

40% on **Smartphone and Tablet**

2% on **Tablet Only**
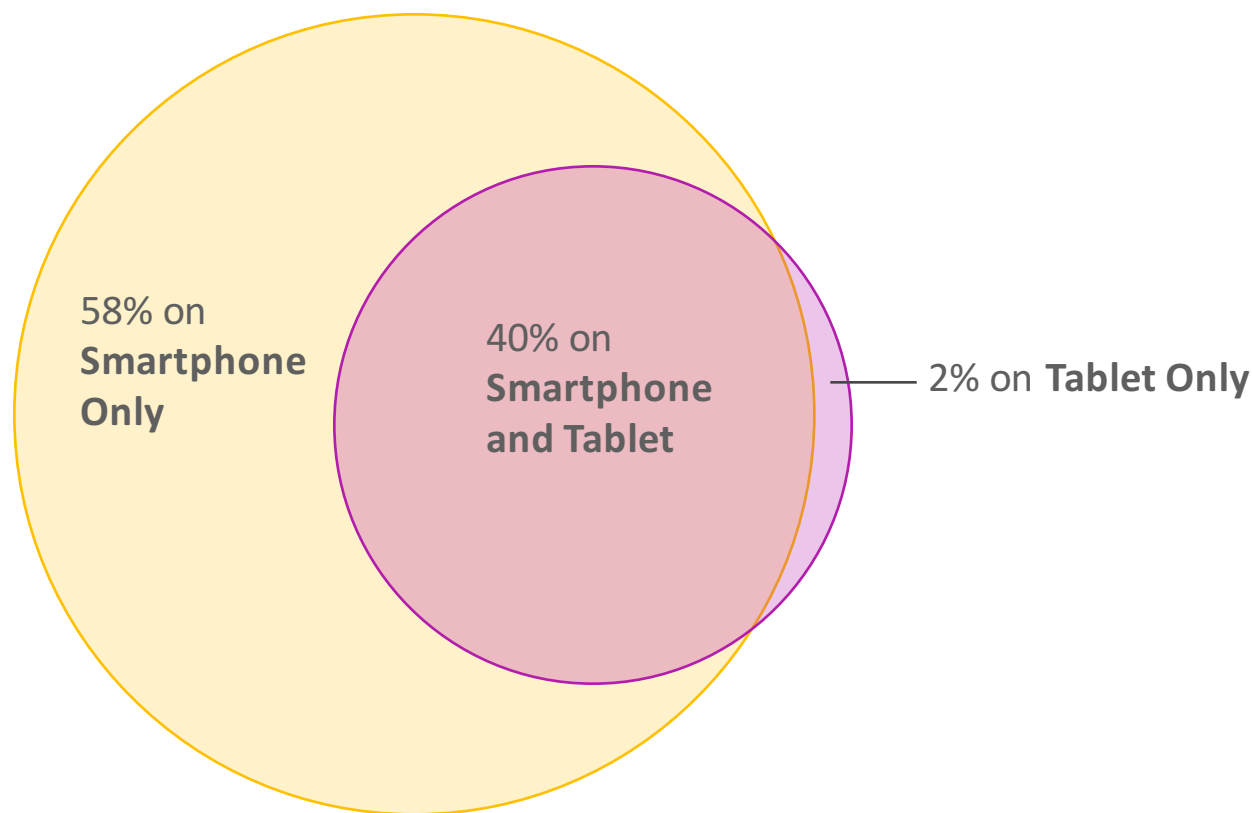
Base: Social networking mobile users (n=2176)
Q7: You mentioned you use both a smartphone and a tablet. Which mobile device(s) have you used to access social networking apps in the last 30 days?

HOME IS WHERE MOST OF USERS CONSUME NEWS WITHIN SOCIAL NETWORKING APPS
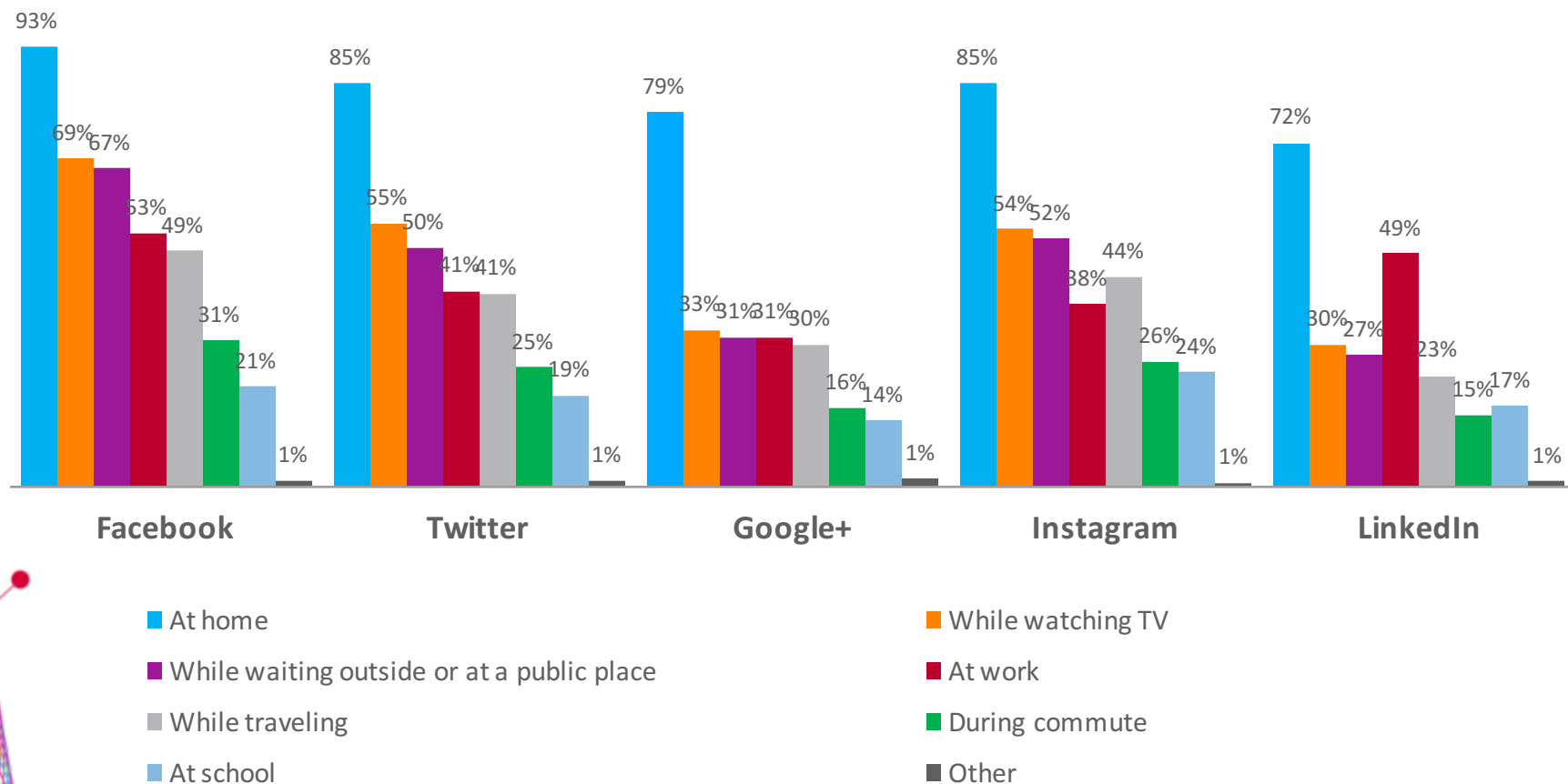
A third to two thirds of social networking app users access news in-app while watching TV.

Locations of News Consumption by App

Legend:
- At home
- While waiting outside or at a public place
- While traveling
- At school
- While watching TV
- At work
- During commute
- Other

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)
Q18: Where/when do you typically use each of the following social networking apps to consume news? Select all that apply for each app.

EVENING (6PM TO 12AM) IS THE PEAK TIME TO CONSUME NEWS FOR MOST OF SOCIAL APPS ON WEEK DAYS

Time Slots of News Consumption by App: Week Days
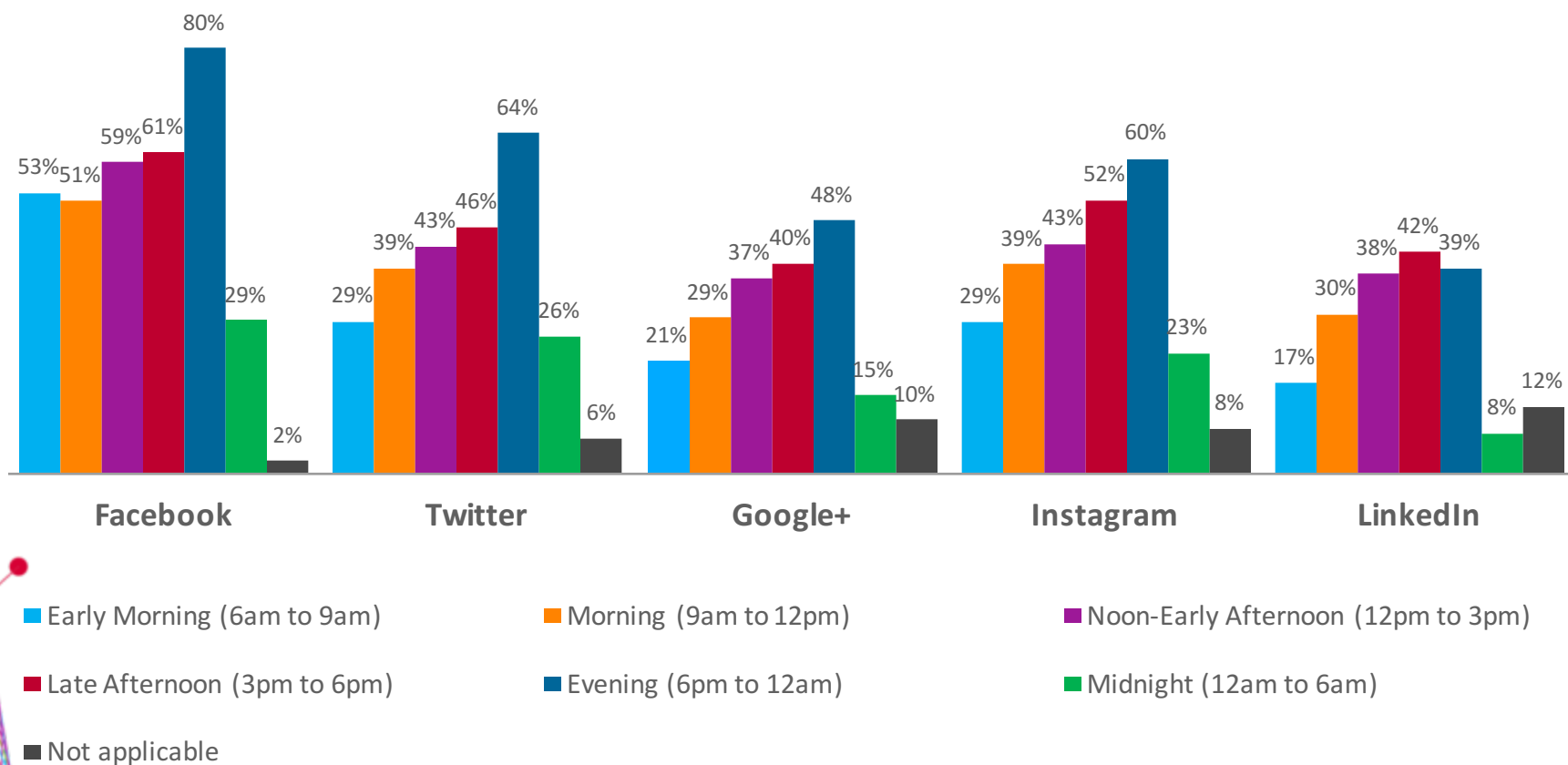
Legend:
- Early Morning (6am to 9am)
- Morning (9am to 12pm)
- Noon-Early Afternoon (12pm to 3pm)
- Late Afternoon (3pm to 6pm)
- Evening (6pm to 12am)
- Midnight (12am to 6am)
- Not applicable

Facebook: 53%, 51%, 59%, 61%, 80%, 29%, 2%
Twitter: 29%, 39%, 43%, 46%, 64%, 26%, 6%
Google+: 21%, 29%, 37%, 40%, 48%, 15%, 10%
Instagram: 29%, 39%, 43%, 52%, 60%, 23%, 8%
LinkedIn: 17%, 30%, 38%, 42%, 39%, 8%, 12%

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)
Q19: On a typical weekday, during which time slots do you use each of the following social networking apps to consume news? Select all that apply for each app.

EVENING (6PM TO 12AM) IS THE PEAK TIME TO CONSUME NEWS FOR ALL SOCIAL APPS ON WEEKEND DAYS
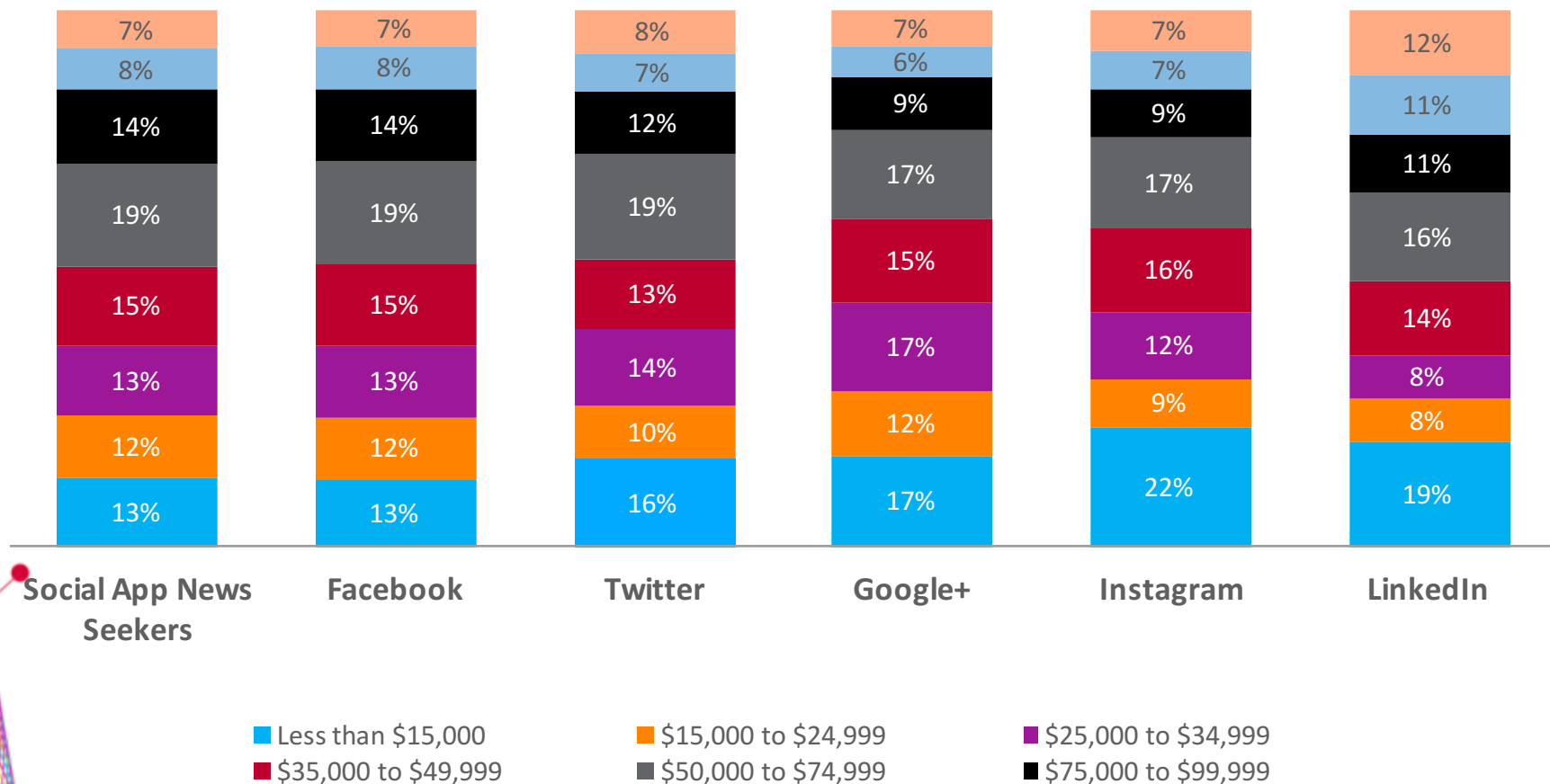
Time Slots of News Consumption by App: Weekend Days
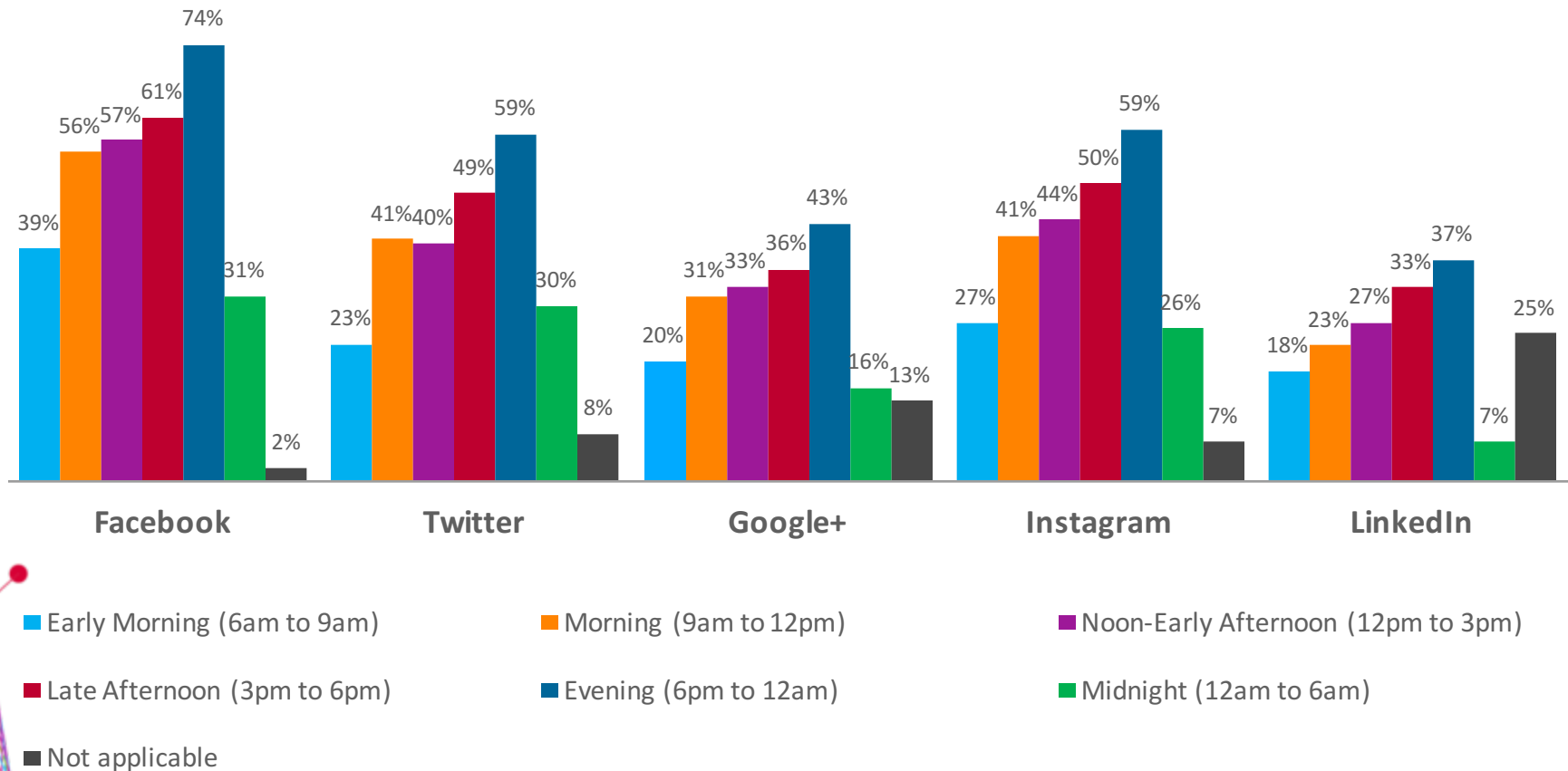
Facebook: 39%, 56%, 57%, 61%, 74%, 31%, 2%
Twitter: 23%, 41%, 40%, 49%, 59%, 30%, 8%
Google+: 20%, 31%, 33%, 36%, 43%, 16%, 13%
Instagram: 27%, 41%, 44%, 50%, 59%, 26%, 7%
LinkedIn: 18%, 23%, 27%, 33%, 37%, 7%, 25%

Legend:
- ■ Early Morning (6am to 9am)
- ■ Morning (9am to 12pm)
- ■ Noon-Early Afternoon (12pm to 3pm)
- ■ Late Afternoon (3pm to 6pm)
- ■ Evening (6pm to 12am)
- ■ Midnight (12am to 6am)
- ■ Not applicable

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)
Q20: On a typical weekend day, during which time slots do you use each of the following social networking apps to consume news? Select all that apply for each app.

LINKEDIN'S NEWS SEEKERS TEND TO BE RELATIVELY MORE AFFLUENT

Income

	Social App News Seekers	Facebook	Twitter	Google+	Instagram	LinkedIn
$75,000 to $99,999 (peach)	7%	7%	8%	7%	7%	12%
(light blue)	8%	8%	7%	6%	7%	11%
$75,000 to $99,999 (black)	14%	14%	12%	9%	9%	11%
$50,000 to $74,999 (gray)	19%	19%	19%	17%	17%	16%
$35,000 to $49,999 (red)	15%	15%	13%	15%	16%	14%
$25,000 to $34,999 (purple)	13%	13%	14%	17%	12%	8%
$15,000 to $24,999 (orange)	12%	12%	10%	12%	9%	8%
Less than $15,000 (blue)	13%	13%	16%	17%	22%	19%

Legend:
- Less than $15,000
- $15,000 to $24,999
- $25,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999

Base: Get news from social networking apps (n varies: Social Apps News Seekers – 1113; Facebook – 1046; Instagram – 283; Google+ - 357; Twitter – 462; LinkedIn – 206)
Q22: Which of the following income categories best describes your total household income before taxes in 2014?