

USA: Mobile "Apps" For Magazines, Newspapers Nearly Equal In Popularity Among U.S. Adults

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Readership of magazines and newspapers by adults via applications or "apps" for cell phones and other mobile devices are nearly equal in popularity, according to the most recent data from GfK MRI.

Four percent of adults ages 18+ report they read a newspaper via a mobile app in the last 30 days, compared to 3.7% of adults who report they read a magazine in this manner.

Millenials More Likely Than Other Age Groups To Be Print App Readers

This represents an active base of adult print app users of 9.2 million and 8.4 million adults, respectively.

The Millennial age group (born between 1977 and 1994) are particularly strong app users: they are almost twice as likely as the average adult to have read a magazine via an app and 73% more likely to have read a newspaper via an app in the last 30 days.

Moreover, Millenials comprised 57.3% of all adults who used a magazine app and 50.1% of all adults who used a newspaper app. Just 18.4% of Baby Boomers (born between 1946 and 1964) are magazine app readers and 20% are newspaper app users.

There is a male skew to current magazine app users: of all adults who used a magazine app in the last 30 days, approximately 60% were male and 40% were female. The same percentages also applied to newspaper app usage.

Print readership via apps is an upscale activity; in fact, adults who read a magazine via an app in the last 30 days are 53% more likely to live in households with incomes greater than \$100,000 and adults who read a newspaper via an app in the last 30 days are 69% more likely to live in this type of household.

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