

2012 RJI-DPA Mobile Media News Consumption National Survey

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

57% used a smartphone

21% used a large media tablet

13% used an e-reader

7% used a small media tablet

24% used some other mobile media device

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



Profiles of Smartphone Users

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



Profiles of Large Media Tablet Users

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



Profiles of Small Media Tablet Users

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



Profiles of E-Reader Users

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



What are owners doing with their mobile media devices?

Interpersonal Communication

89% All Mobile Media Device Owners

Actual usage: **10.6** average hours per week

92% Ages 18-34

Actual usage: **13.3** average hours per week

89% Ages 35-54

Actual usage: **8.5** average hours per week

84% Ages 55 or Older

Actual usage: **7.8** average hours per week



What are owners doing with their mobile media devices?

Entertainment

74% All Mobile Media Device Owners

Actual usage: **10.7** average hours per week

86% Ages 18-34

Actual usage: **12.7** average hours per week

67% Ages 35-54

Actual usage: **9.6** average hours per week

60% Ages 55 or Older

Actual usage: **6.8** average hours per week



What are owners doing with their mobile media devices?

Web Other Than News

70% All Mobile Media Device Owners

Actual usage: **5.0** average hours per week

73% Ages 18-34

Actual usage: **6.2** average hours per week

69% Ages 35-54

Actual usage: **4.2** average hours per week

66% Ages 55 or Older

Actual usage: **3.6** average hours per week



What are owners doing with their mobile media devices?

Keeping Up With The News

63% All Mobile Media Device Owners

Actual usage: **5.0** average hours per week

67% Ages 18-34

Actual usage: **5.0** average hours per week

62% Ages 35-54

Actual usage: **5.6** average hours per week

58% Ages 55 or Older

Actual usage: **4.0** average hours per week



What are owners doing with their mobile media devices?

Social Media and Networks

61% All Mobile Media Device Owners

Actual usage: **5.9** average hours per week

73% Ages 18-34

Actual usage: **8.1** average hours per week

56% Ages 35-54

Actual usage: **3.8** average hours per week

42% Ages 55 or Older

Actual usage: **2.8** average hours per week



What are owners doing with their mobile media devices?

Leisure Reading

55% All Mobile Media Device Owners

Actual usage: **6.1** average hours per week

54% Ages 18-34

Actual usage: **6.1** average hours per week

54% Ages 35-54

Actual usage: **5.9** average hours per week

60% Ages 55 or Older

Actual usage: **6.3** average hours per week



What are owners doing with their mobile media devices?

Financial Activities

49% All Mobile Media Device Owners

Actual usage: **2.4** average hours per week

54% Ages 18-34

Actual usage: **2.8** average hours per week

52% Ages 35-54

Actual usage: **2.1** average hours per week

36% Ages 55 or Older

Actual usage: **2.2** average hours per week



What are owners doing with their mobile media devices?

Creating, Managing Content

42% All Mobile Media Device Owners

Actual usage: **3.7** average hours per week

48% Ages 18-34

Actual usage: **4.2** average hours per week

38% Ages 35-54

Actual usage: **3.5** average hours per week

35% Ages 55 or Older

Actual usage: **2.4** average hours per week



What are owners doing with their mobile media devices?

Work Related

40% All Mobile Media Device Owners

Actual usage: **7.9** average hours per week

38% Ages 18-34

Actual usage: **7.3** average hours per week

46% Ages 35-54

Actual usage: **7.3** average hours per week

34% Ages 55 or Older

Actual usage: **10.5** average hours per week



What are owners doing with their mobile media devices?

E-Commerce

35% All Mobile Media Device Owners

Actual usage: **1.9** average hours per week

26% Ages 18-34

Actual usage: **2.3** average hours per week

45% Ages 35-54

Actual usage: **1.6** average hours per week

37% Ages 55 or Older

Actual usage: **1.6** average hours per week



What are owners doing with their mobile media devices?

Education

23% All Mobile Media Device Owners

Actual usage: **6.9** average hours per week

30% Ages 18-34

Actual usage: **8.4** average hours per week

21% Ages 35-54

Actual usage: **5.3** average hours per week

14% Ages 55 or Older

Actual usage: **3.9** average hours per week



Please visit
www.RJOnline.org

For more about our mobile media
news consumption research

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