

Demo Memo: When it comes to Newspapers, print rules over the InterWeb

Written by Administrator

Sunday, 03 May 2015 18:38 - Last Updated Sunday, 03 May 2015 23:08

Print Still Dominates Newspaper Readership

News junkies rather huff hard copy than online pubs



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Photo: tinytowntimes.com archives. Credit:franklincrawford

Pew's *State of the News Media 2015* report shows that print -- hard copy -- the dominant platform for newspaper readers.

Here is the distribution of newspaper readership by platform...

Distribution of newspaper readership by platform

- Print only: 55%
- Print/desktop: 15%
- Print/desktop/mobile: 10%
- Desktop only: 7%
- Desktop/mobile: 5%
- Print/mobile: 4%
- Mobile only: 3%

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What sounds like good news for the publishing industry ain't necessarily so: Newspaper readership has declined: Only 24 percent of Americans aged 18 or older read a newspaper every day, according to the 2014 General Social Survey, down from 53 percent in pre-Internet 1990.

Among Millennials, the figure is just 14 percent. The fact that print still dominates today's (shrinking) newspaper audience means younger generations are looking elsewhere for news.

What are they reading? Check the Facebook for those numbers.

Source: Pew Research Center, State of the News Media 2015 and 2014 General Social Survey

From *Demo Memo* by Cheryl Russell <http://demomemo.blogspot.com/>

Russell is a demographer and the editorial director of New Strategist Publications. She is the former editor-in-chief of American Demographics magazine (then located in Ithaca) and The Boomer Report. She is the author of Bet You Didn't Know and other books on demographic trends. She holds a master's degree in sociology/demography from Cornell University.

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