

# Staying Informed - How you Get the News - US - December 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The balance of power in news media has shifted as consumers realize that non-news organizations can add valuable insight and coverage of events. The rise of social media as a news platform has empowered this trend by giving anyone and everyone an opportunity to broadcast opinions, but brands also have opportunities to participate in these discussions and to offer their own take."

Bryant Harland, Technology Analyst

## This report looks at the following areas:

- Consumers are frustrated with the way news stories are portrayed
- Demographic trends vary by subject matter and publishing platform
- Social discussion versus social reading

### Definition

For the purposes of this report, Mintel has used the following definitions:

News includes any reporting on current events, whether by a professional news organization or non-news company. This report covers what platforms consumers use to get the news, when and how much time they spend getting the news, and other news media consumption habits and opinions. The following platforms for news consumption are discussed in this report:

- Television
- Radio
- Social media
- Magazines (online and print)
- Newspapers (online and print)
- News aggregate websites (eg, Google News)
- Search engines
- News organizations' websites
- Non-news organizations' websites

Although mobile is discussed as a way to enhance consumer engagement with the news, this format is not the primary focus of this report.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

## DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Staying Informed - How you Get the News - US - December 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Executive Summary

#### The issues

Consumers are frustrated with the way news stories are portrayed

Figure 1: Opinions regarding the news – Agree, September 2015

Demographic trends vary by subject matter and publishing platform

Figure 2: Sports news sought on television and social media, by household income, September 2015

Social discussion versus social reading

Figure 3: Opinions regarding the news, September 2015

#### The opportunities

Show all sides to the major stories

Figure 4: Habits regarding news consumption, by platforms used for news, September 2015

Personalization will drive engagement

Figure 5: Opinions regarding the news, September 2015

Create safe environments for online discussion

What it means

### The Market – What You Need to Know

Print newspaper readership in decline

### Market Factors

Consumers' attention turning away from print media

Figure 6: Incidence of reading print newspapers in the previous six months, 2010-15

### Key Players – What You Need to Know

Network TV news sees growth but digital is a priority

The news is social, but discussions can be heated

National newspapers can find opportunity in engaging readers digitally

Virtual reality has implications for the future of news

### What's Working?

Network news sees viewership growth and digital expansion

### What's Struggling?

Controlling online user behavior

### What's Next?

Can print news make a successful digital transition?

Figure 7: Technology adoption of national print news readers (percentages), April 2014-June 2015

Figure 8: Technology adoption of national print news readers (index), April 2014-June 2015

Virtual reality – To see the news in first-person

### The Consumer – What You Need to Know

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Staying Informed - How you Get the News - US - December 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

TV leads news consumption overall, but social media is competitive among young consumers

Largest share of consumers get their news in the morning

Publishing platforms push content diversity

News is a social experience

News followers receptive to sponsored content

## Where Consumers Get the News

Television: The most popular medium for news

Figure 9: Platforms used to consume news, September 2015

Television even more dominant among Black consumers

Figure 10: Platforms used to consume news – Television, by race, September 2015

Social media prevails among 18-24s

Figure 11: News consumption on social media and print newspapers, by age, September 2015

## Where Consumers Look for News Topics

Television

Top five news topics sought on television

Figure 12: Top five news topics looked for on television, September 2015

How gender impacts topic preferences on TV and radio

Figure 13: Entertainment news sought on television and radio, by gender, September 2015

Interest in sports TV news trends upward with household income

Figure 14: Sports news sought on television and social media, by household income, September 2015

Social networks

Consumers demand a diverse range of news content on social media

Figure 15: Top news topics looked for on social media, September 2015

News topic preferences vary by individual social network

Figure 16: Entertainment news and local news on social media, by social networks visited daily, September 2015

Fashion news can reach men and women on social media

Figure 17: Fashion news on social media, by gender, September 2015

Print newspaper

Technology goes against print news trends

Figure 18: Technology news on print newspapers, by age, September 2015

Non-White news readers seek variety

Figure 19: Fashion news on print newspapers, by race, September 2015

## When Consumers Get the News

Many consumers get their news in the morning

Figure 20: Time of day most news is consumed, September 2015

Consumers 18-24 have more spread out news viewing habits

Figure 21: Time of day most news is consumed, by age, September 2015

More than one third of consumers watch news for 10+ hours per week

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Staying Informed - How you Get the News - US - December 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 22: Amount of time spent watching the news per week, September 2015

## What Consumers Think About the News and News Organizations

### Social influence on news consumption

Figure 23: Opinions regarding the news – Agree, by demographics, September 2015

### Younger consumers more apt to discuss news on social media

Figure 24: Opinions regarding the news – Agree, by age, September 2015

### Consumer frustration with sensationalized stories

Figure 25: Opinions regarding the news – Agree, by race, September 2015

### Consumers living in urban areas more receptive to sponsored content

Figure 26: Opinions regarding the news – Agree, by area, September 2015

## Perceptions of Broadcast News Brands

### Little difference in perceptions of news brands

Figure 27: Perceptions of selected news brands, September 2015

## General News Consumption Habits

### Time constraints limit news viewing among young consumers

Figure 28: Habits regarding news consumption, by age, September 2015

### Lukewarm interest in mobile news apps, except among large households

Figure 29: Habits regarding news consumption, by household size, September 2015

### Opportunity to target parents with newsletters

Figure 30: Habits regarding news consumption, parental status, September 2015

## Appendix – Data Sources and Abbreviations

### Data sources

Consumer survey data

Experian Marketing Services Cluster Segmentation Solutions

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

## Appendix – Consumer

### Consumer attitudes toward media

Figure 31: Consumer opinions regarding media, April 2014-June 2015

Figure 32: Consumer opinions regarding media, April 2014-June 2015 (continued)

### Consumer attitudes toward the news

Figure 33: Opinions regarding the news, September 2015

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)