

News media readers love mobile phones

News media readers and their mobile phones are a match made in heaven, with 14.5 million news media readers reporting that they have used their phone to access the internet in the last 7 days.

This comes at a time where mobile phones have become the most-used device for accessing the internet.

Analysis also found that:

- 8.8 million news media readers shopped online in the last 7 days
- 10.6 million news media readers accessed the internet to get news, current affairs or sports coverage in the last 7 days
- [Find out more about the online shopping habits of news media readers here.](#)

Huge opportunity for technology brands

6.1 million news media readers are considering changing their mobile phone brand in the next 12 months. 2.5 million of them are considering buying a Samsung smartphone, while 1.4 million are looking at Apple and 1.4 million are interested in a Google phone.

What do news media readers want out of their new smartphone? The biggest reasons for changing brand are value, ease of use and reliability. The most important features they're looking for are a good price, long battery life and brand.

NEWS MEDIA READERS LOVE MOBILE PHONES

14.5M NEWS MEDIA READERS USED THEIR PHONE TO ACCESS THE INTERNET (LAST 7 DAYS)^{1,2}



MOBILE PHONES ARE NOW THE DEVICE MOST USED TO ACCESS THE INTERNET¹

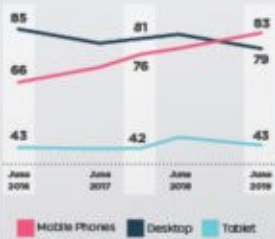


NEWS MEDIA READERS ACCESS THE INTERNET AT SCALE VIA MOBILE PHONES¹

83%

OF NEWS MEDIA READERS USED THEIR PHONE FOR INTERNET ACCESS (LAST 7 DAYS)¹

NEWS MEDIA READERS INTERNET USAGE ACROSS PLATFORMS (%)



14.5M

NEWS MEDIA READERS USED THEIR PHONE TO ACCESS THE INTERNET (LAST 7 DAYS)¹

DEVICES USED TO ACCESS THE INTERNET IN THE LAST 7 DAYS - NEWS MEDIA READERS (M)

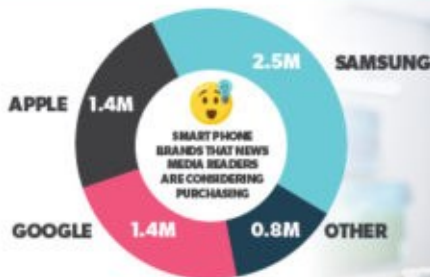


LAST 7 DAYS
2.5
IS THE AVERAGE NUMBER OF DEVICES USED TO ACCESS THE INTERNET¹

LAST 7 DAYS
8.8M
NEWS MEDIA READERS SHOPPED ONLINE¹

LAST 7 DAYS
10.6M
NEWS MEDIA READERS ACCESSED THE INTERNET TO GET NEWS, CURRENT AFFAIRS OR SPORT¹

6.1M NEWS MEDIA READERS ARE CONSIDERING CHANGING THEIR MOBILE PHONE BRAND IN THE NEXT 12 MONTHS



GOOD VALUE, EASY TO USE AND RELIABLE ARE THE BIGGEST REASONS TO CHANGE BRAND

PRICE, BATTERY LIFE AND BRAND ARE THE MOST IMPORTANT FEATURES WHEN DECIDING ON A HANDSET



Source: emma™, 12 months to June 2019. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ Aged Nation Consumer & Media View (CMV), Nation Digital Panel, 4 weeks to June 2019, people 14+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. ¹ Of 17.4m news media readers (14+), 17m accessed the internet in the last 7 days; 14.5m (83%) of news media readers used a mobile phone to access it. Across the week, they used an average of 2.5 devices for access; 11.7m used both a mobile phone and a desktop to access (not shown). ² 8.8m news media readers bought something online in the last 7 days. ³ 10.6m news media readers said they used the internet for news, current affairs or sport in the last 7 days. This compares to 6.5m who visited a news website in the last 4 weeks (not shown).

Download the full research deck and infographic below: