

Magazine Media Readers are



FULL
RESEARCH
REPORT

Social



Detailed Research Findings By Segments

Which if any of the following forms of social media are you currently using?

Top social media brands - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base:</i>	1,019	418	601	277	742	390	559
Facebook	91%	90%	92%	91%	91%	90%	98%
YouTube	61	70	55	73	57	67	83
Twitter	40	48	34	45	38	46	64
Google+	33	39	29	33	33	39	54
LinkedIn	24	30	21	20	26	28	38
Pinterest	24	12	31	23	24	26	37
Instagram	12	14	11	17	10	15	22
Tumblr	9	10	8	15	7	12	16
Foursquare	9	13	6	8	9	15	16
Meebo	3	5	2	3	3	4	5
Other social media	4	5	4	5	4	5	7

Agreement with the following statements about media.

Social media activity - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base:</i>	1,019	418	601	277	742	390	559
<i>Top two box agreement</i>							
I believe technology has improved the experience of accessing various media.	68%	66%	69%	67%	68%	81%	71%
The more media I can access to learn about a story or topic, the better informed I become.	62	63	61	63	61	79	65
I consider myself a 'media multi-tasker.'	50	52	49	55	49	71	60
I like creating my own media schedule and use technology to customize what I read/watch on my terms.	50	51	49	57	47	69	56
I like to share information about my daily activities with family and friends.	47	46	48	50	46	66	53
The experience of interacting with media is generally enhanced when shared with others.	48	49	46	55	45	67	56
I am an avid magazine reader.	38	40	37	39	38	100	43
Magazines to me are one of the most highly credible sources of information for areas that I am personally interested in.	33	38	30	34	33	62	37
When I read a magazine, I tune out all other media.	33	39	28	30	34	51	36
I trust the opinion of a magazine editor.	30	35	26	35	28	54	36

Do you personally own any of the following digital devices?

Digital device ownership - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base:</i>	1,019	418	601	277	742	390	559
Smartphones	69%	72%	67%	69%	69%	72%	77%
Apple iPhone	32	36	30	31	32	36	40
Android	30	33	29	36	28	31	33
Blackberry	8	8	7	5	9	10	9
Other smartphone	6	5	6	5	6	6	5
Tablets	41%	49	36	42	41	50	51
Apple iPad	26	33	21	26	26	32	33
Amazon Fire	10	14	7	10	10	12	14
Barnes & Noble Nook Tablet	4	4	3	4	4	5	4
Other tablet	8	7	9	8	8	10	9
e-Readers	27%	31	24	27	27	31	34
Amazon Kindle	19	23	17	20	19	23	27
Barnes & Noble Nook	5	5	5	6	5	6	6
Sony eReader	2	3	2	2	2	4	3
Other eReader	3	3	3	3	2	3	3

Agreement with the following shopping activities engaged in

Engagement in the following shopping activities - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base: Top two box agreement</i>	1,019	418	601	277	742	390	559
Enter contests on Facebook or Twitter in order to win products or receive discount.	59%	58%	60%	56%	60%	66%	69%
Download coupons from a company's Facebook page.	53	51	54	48	55	63	61
Tell your friends on Facebook or Twitter about a special sale that you'd heard about.	53	54	53	54	53	62	66
Redeem an offer from a company's Twitter feed or Facebook page.	51	53	50	49	52	61	61
Seek the opinion of your Facebook friends before buying a product.	50	56	46	50	50	62	61
Share a Groupon or similar 'daily deal' with your friends on Facebook.	44	48	41	38	46	56	53
Complain about a product or service to your friends on Facebook or Twitter.	44	49	40	43	44	53	54
Check a company's Twitter feed for complaints before buying a product or service.	34	44	27	31	35	47	43
Redeem an offer from a 'check in' service such as FourSquare.	29	40	21	28	29	41	39
Tweet a complaint to a company's Twitter feed or Facebook page.	29	38	22	26	30	39	37

Agreement with the following statements regarding social media involvement

Social media activity - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base: Top two box agreement</i>	1,019	418	601	277	742	390	559
I often use other media while watching television.	55%	51%	58%	56%	54%	66%	60%
I use the internet and any other resource to engage with brands that are really interesting or important to me.	52	53	51	55	51	65	59
I use social media to enhance my experiences with other media.	39	44	36	46	37	55	49
I love to share articles or products that I see in magazines immediately with others.	35	36	34	39	33	54	42
I like to use social media to talk about what I am watching on television.	34	35	32	42	30	47	43
I interact with my favorite media brands across multiple social media platforms.	34	37	33	42	31	53	45
I often use other media while reading magazines.	36	38	35	43	34	50	43
I don't like to be distracted by other media while I am reading a magazine.	32	38	29	35	31	42	32
I don't like to be distracted by other media while I am watching television.	30	34	27	30	29	39	29
Chatting with friends via social media while watching TV is almost as good as having them here.	30	32	29	34	29	46	38
I like to use social media to talk about what I am reading in magazines.	29	35	26	37	27	47	39
It is important to me to be able to engage with a magazine brand on a social media platform.	27	31	25	29	27	46	36

How often do you engage in the following social media activities before, during or soon after reading printed or digital versions of magazines?

Social media activity - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base:</i>	1,019	418	601	277	742	390	559
<i>Top two box agreement (Frequently/Sometimes)</i>							
Follow a magazine on Twitter.	56%	62%	49%	54%	56%	69%	58%
Follow a magazine on Pinterest or re-pin content from a magazine.	56	65	53	56	56	65	58
'Like' a magazine on Facebook.	52	56	50	55	51	67	61
Re-tweet an article from a magazine's Twitter feed.	51	57	44	47	53	66	53
Use hashtags created by a magazine/magazine editor, or create your own, to refer to an article.	49	56	42	48	50	67	51
Follow a magazine editor or columnist on Twitter	49	56	41	44	51	65	50
Post a magazine article to Facebook.	47	53	44	49	47	62	58
Post other magazine content to Facebook.	45	52	40	47	44	59	54
Chat with friends on Facebook while reading a magazine and share what you are reading.	42	50	36	44	41	57	50
Become a subscriber of a magazine editor or columnist on Facebook.	40	52	32	39	40	55	47
Upload content (such as recipes) to a magazine's Facebook page.	33	43	26	31	34	46	40
Post photos to a magazine's Facebook page.	32	42	25	32	31	44	39

* Percentage of users of that platform.

Thinking about magazines and social media... Have you ever done the following?

Magazine and social media activity - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base:</i>	1,019	418	601	277	742	390	559
<i>Multiple Responses</i>							
Visited any magazine's Facebook page?	49%	52%	47%	52%	48%	63%	61%
'Liked' a magazine's Facebook page?	41	43	40	45	40	54	51
No	43	38	46	39	45	28	32

For which of the following reasons have you visited or would you visit a magazine's Facebook page?

Reasons for visiting a magazine's Facebook page - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base; Multiple Responses</i>	1,019	418	601	277	742	390	559
The content is relevant to me	59%	62%	58%	59%	59%	64%	66%
For special contests and games	41	35	45	38	42	45	46
To check out ideas like recipes and photos posted by other readers or the magazine	39	29	46	38	40	41	45
To see what other people have to say	35	36	35	34	36	41	42
To get additional magazine content that is not available in print or digital versions	35	31	37	35	35	42	42
For special offers from advertisers or the magazine	32	26	37	33	32	33	37
To comment	26	31	23	27	26	34	35
To interact with other readers	15	17	14	15	15	21	20
No particular reason	18	18	19	22	17	19	18

What are the reasons why you haven't visited any magazine's Facebook page?

Reasons for not visiting a magazine's Facebook page - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base; Never visited magazine Facebook page Multiple Responses</i>	437	160	277	107	330	110	178
I visit the magazine's website instead	15%	14%	15%	15%	15%	17%	16%
I spend all my time on Facebook chatting with my own friends	8	8	8	14	6	7	9
I'm concerned about privacy	6	8	4	1	7	8	5
I prefer to follow magazines on Twitter	2	3	1	1	2	-	3
I follow my favorite magazines in other social media communities	2	2	1	1	2	1	1
Never considered doing it	69	68	70	71	68	65	70

Have you ever done the following?

Social media activity - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base: Multiple Responses</i>	1,019	418	601	277	742	390	559
Searched for a magazine on Twitter.	19%	27%	15%	20%	19%	30%	30%
Followed any magazine's Twitter feed.	16	21	13	19	15	24	27

Have you ever responded in any of the following ways to a magazine or a magazine editor's Twitter?

Responded to a magazine's Twitter - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base: Responded to a magazine or a magazine editor's Twitter</i>	273	154	119	78	195	154	221
<i>Multiple Responses</i>							
Re-tweeted	56%	56%	56%	60%	54%	58%	62%
Answered a question/gave feedback on a topic	51	55	46	47	52	56	52
Replied	44	50	37	39	47	51	48
Mentioned	38	40	36	35	40	42	40
Direct messaged (DM)	12	14	10	5	15	15	15

What prompted your responding to a magazine or a magazine editor's Twitter?

Reasons for responding to magazine or magazine editor's Twitter - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base: Responded to a magazine or a magazine editor's Twitter</i>	273	154	119	78	195	154	221
<i>Multiple responses</i>							
Inspired	60%	60%	61%	59%	61%	65%	61%
Entertained/Amused	55	57	53	54	56	57	60
Compelled to share	33	30	36	32	33	37	34
Angered/Provoked	18	23	12	15	19	20	19

For which of the following reasons have you followed or would you follow a magazine's Twitter feed?

Reasons for following/would follow a magazine's Twitter - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base:</i>	273	154	119	78	195	154	221
<i>Multiple Responses</i>							
For special offers, contests or games	54%	47%	59%	53%	54%	54%	56%
To check real-time news and updates	31	35	28	28	32	34	36
To see what other readers have to say	30	38	25	32	30	36	34
For links to articles	30	34	28	30	30	34	36
To be able to interact immediately with a favorite brand	18	23	14	18	18	26	23

What are the reasons why you do not follow a magazine's Twitter feed?

Reasons for responding to magazine or magazine editor's Twitter - By segments:

	<u>Total Respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base: Don't follow magazine on twitter</i>	775	282	493	204	571	252	351
<i>Multiple Responses</i>							
I visit the magazine's website instead	14%	16%	13%	12%	15%	18%	18%
I prefer to visit magazines on Facebook	13	11	14	13	13	14	16
I'm concerned about privacy	5	6	5	4	6	7	7
I follow my favorite magazines on other social media communities	5	3	6	4	5	8	6
The content on the magazine's Twitter doesn't appeal to me	5	6	4	5	4	5	5
I stopped following a magazine because of their excessive tweeting	3	3	2	3	3	2	4
I spend all my time on Twitter talking with my own friends	2	4	1	2	2	3	3

Which of the following newsreaders, if any have you used to follow a magazine?

Users of newsreader - By segments:

	<u>Total Respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base: used newsreaders to follow a magazine</i>	1019	418	601	277	742	390	559
<i>Multiple Responses</i>							
Users of newsreaders	28%	38%	20%	29%	27%	37%	36%

Newsreaders used to follow a magazine - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base:</i>	280	158	122	79	201	144	202
<i>Multiple Responses</i>							
Pulse	42%	40%	45%	46%	41%	44%	48%
Currents	29	34	24	25	31	32	33
Editions	25	29	21	20	27	29	27
Livestand	25	29	21	29	23	28	29
Flipboard	25	26	24	20	27	29	28
Feedly	20	25	13	28	17	24	24
Zite	9	11	7	13	8	10	11
Other	19	16	24	22	18	17	15

For what reason do you follow a magazine on a newsreader?

Reasons for following a magazine on a newsreader - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base: Used newsreaders to follow a magazine</i>	280	158	122	79	201	144	202
<i>Multiple Responses</i>							
It's fun	46%	41%	52%	52%	43%	52%	50%
Ability to follow multiple magazines at one time	37	34	41	32	39	40	42
No cost involved	37	35	39	46	33	33	36
Easier to share	34	36	31	29	36	41	37
Customized for me	31	34	26	28	32	34	31

Pleasing layout/design 31 29 34 32 30 36 35

Which social media platforms or applications do you believe have the best product for use in interacting/engaging with a magazine brand?

Best product for use in interacting/engaging with a magazine - By segments:

	<u>Total respondents</u> 844	<u>M</u> 360	<u>F</u> 484	<u>18-24</u> 234	<u>25-34</u> 610	<u>Avid Magazine Reader</u> 336	<u>3+ Social Media User</u> 500
<i>Base: Used any social media platform</i>							
<i>Multiple Responses</i>							
Facebook	74%	76%	73%	75%	74%	77%	81%
Twitter	28	37	23	35	26	34	42
Google+	17	22	14	17	17	22	22
Pinterest	12	5	17	15	11	14	17
Tumblr	4	5	3	6	3	5	6
Instagram	3	3	3	4	3	4	5
Foursquare	2	3	2	2	2	4	3
Other	3	3	2	4	2	3	2

Are you more interested in following a magazine's editors, writers or columnists, or following the magazine brand itself?

Twitter magazine account activity - By segments:

	<u>Total respondents</u> 1,019	<u>M</u> 418	<u>F</u> 601	<u>18-24</u> 277	<u>25-34</u> 742	<u>Avid Magazine Reader</u> 390	<u>3+ Social Media User</u> 559
<i>Base:</i>							
Magazine brand itself	51%	44%	56%	53%	51%	44%	50%
Editors, writers and columnists	10	13	8	11	10	12	11
Both equally	39	43	36	36	40	44	39

Which of the following could be offered by a magazine exclusively for its subscribers on Facebook or Twitter that would add considerable value to a magazine subscription?

Magazine offerings that would add value - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base:</i>	1,019	418	601	277	742	390	559
Opportunities to sample new products and offer your insights	50%	38%	58%	49%	50%	52%	52%
Special offers from advertisers available only to subscribers	44	38	48	46	43	43	46
Additional articles/stories available only to subscribers	32	34	30	30	32	33	33
An exclusive sneak preview of feature stories/articles in future issues	26	26	26	25	26	27	29
Access to an extended library of video footage from the magazine	26	31	22	23	27	28	29
Reader submissions such as articles, tips, recipes, photos that could then be selected for publication	25	22	27	24	25	27	26
Webcasts of 'behind the scenes' of stories and photo shoots	21	25	18	21	21	24	24
Be part of an exclusive club or community	17	18	17	21	16	21	21
Have editors available for chat sessions during important current events (breaking national news, major sports events...)	16	19	14	16	16	15	20
Ability to upload/share photos and videos with other subscribers	16	16	15	14	16	19	19

Agreement with the following statements

Social media activity - By segments:

	<u>Total respondents</u>	<u>M</u>	<u>F</u>	<u>18-24</u>	<u>25-34</u>	<u>Avid Magazine Reader</u>	<u>3+ Social Media User</u>
<i>Base: Top two box agreement</i>	1,019	418	601	277	742	390	559
It's easy to access offers and contests on a magazine's Facebook page	44%	44%	43%	47%	43%	56%	52%
I like chatting with people whom I may not know but who shares common interests	31	37	27	33	31	44	39
Magazine's social media enables me to meet new friends who share common interests	29	35	25	30	29	43	36
I trust the advertising and offers on a magazine's Facebook page	28	31	27	34	26	43	35
I trust the opinions shared on a magazine's Facebook page or Twitter feed	26	31	22	28	25	40	33