Your audience is tuned in with news apps

New research reveals that brands can reach an engaged audience throughout the day with news apps. Read on to discover who is using news apps and how to best get their attention.

Men and women of all ages use news apps

<table>
<thead>
<tr>
<th>By gender</th>
<th>By age</th>
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<tbody>
<tr>
<td>44% of app users are female</td>
<td>56% of app users are male</td>
</tr>
<tr>
<td>16% 55-65 years old</td>
<td>19% 45-54 years old</td>
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<tr>
<td>21% 35-44 years old</td>
<td>24% 25-34 years old</td>
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<tr>
<td>20% 18-24 years old</td>
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News app users are often the main shoppers and main earners in their households

- 73% of news app users identify as the main earner in their household
- 79% of news app users identify as the main shopper in their household

News app users check in frequently to stay up to date on current events

- 8% more than 4x per day
- 72% at least once per day
- 91% at least once a week
- 93% at least once a month

Average use for news apps

- 31 minutes a day
- more than 2x per day
- 10 minutes per session

News app users stay informed throughout the day

- 39% while relaxing
- 35% at breakfast
- 32% in the evening
- 31% on their lunch break

Learn how to captivate audiences on news apps

Read the full Display & Video 360 Guide to Advertising in Apps to learn how to reach and engage your audience with news apps.