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Thursday, 5 February 2015

## Roy Morgan Newspaper Readership and Cross-Platform Audience Results for 2014

Roy Morgan Research today releases the latest Print Readership and seven-day Cross-Platform Audience results for Australian Newspapers for the survey period 12 months to December 2014.

### *Not all doom and gloom for print*

Average issue Print Readership of *The Age* in Victoria grew to 566,000 for its Mon-Fri edition (a very healthy increase of 8.0%) and 580,000 for *The Sunday Age* (up 3.8%), *The Saturday Age* remained stable.

Both weekend editions of the *Canberra Times* did well, with Saturday's readership holding steady at 103,000 and Sunday's rising to 76,000 readers (an increase of 15.2%). The *Illawarra Mercury* saw a modest increase in readership for its weekday editions (+6.7%) and a solid performance from the Saturday paper (+2.0%). This was matched by the *Northern Territory News* (Monday-Friday +5.4%; Saturday +4.0%).

One of the biggest print newspaper success stories in these challenging times was the impressive growth of Victorian edition of *mX* (+15.0%).

However, with the exception of the above, the overall decline in print readership of Australia's major daily newspapers continues, with figures for 2014 down on 2013. In an average week last year, print newspapers reached 9,251,000 Australians overall, down 6.5% on 2013, when they were read by 9,892,000 people.

As they were last survey period, weekend newspapers were impacted worse than the weekday papers. Readership for Saturday papers was down 9.5% (or 559,000 people), while Sunday papers lost 477,000 readers (an 8.8% decrease). Monday-Friday papers were down 482,000 readers (a drop of 6.6%).

### *The changing face of Saturdays*

All Saturday editions experienced declining reader numbers, with the exception of those mentioned above. The one new entrant to the market, *The Saturday Paper*, launched in March is reaching an average of 99,000 hard-copy readers per issue. In NSW and Victoria, it is reaching 49,000 people who are not reading the Saturday editions of the state-wide major daily newspapers.

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## Australian Newspaper Readership, 12 months to December 2014

(average issue readership)

Newspapers	M-F	M-F	Sat	Sat	Sun	Sun
	Dec 2013	Dec 2014	Dec 2013	Dec 2014	Dec 2013	Dec 2014
	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)
<b>National</b>						
The Australian	354	340	741	663	-	-
Aust. Financial Review	234	197	158	127	-	-
<b>NSW</b>						
Daily Telegraph	752	638	667	596	-	-
Sydney Morning Herald	529	518	772	737	-	-
Sunday Telegraph	-	-	-	-	1,175	1,036
The Sun-Herald	-	-	-	-	752	682
MX	162	119	-	-	-	-
Newcastle Herald	104	94	158	121	-	-
Illawarra Mercury	45	48	49	50	-	-
Canberra Times	79	70	102	103	66	76
The Saturday Paper (NSW) (from Jul14)	-	-	-	55	-	-
<b>VIC</b>						
Herald Sun	1,040	892	1,028	857	-	-
The Age	524	566	698	695	-	-
Sunday Herald Sun	-	-	-	-	1,033	903
The Sunday Age	-	-	-	-	559	580
MX	127	146	-	-	-	-
Geelong Advertiser	60	55	85	76	-	-
The Saturday Paper (VIC) (from Jul14)	-	-	-	44	-	-
<b>QLD</b>						
Courier-Mail	486	468	611	555	-	-
The Sunday Mail	-	-	-	-	896	835
MX	61	43	-	-	-	-
Cairns Post	57	55	83	81	-	-
Gold Coast Bulletin	88	75	110	80	-	-
Townsville Bulletin	47	54	78	66	-	-
<b>SA</b>						
Adelaide Advertiser	389	351	500	411	-	-
Sunday Mail	-	-	-	-	532	467
<b>WA</b>						
West Australian	508	431	-	-	-	-
Weekend West	-	-	664	593	-	-
Sunday Times	-	-	-	-	547	478
<b>Tasmania</b>						
The Mercury	87	79	112	103	-	-
The Examiner	58	56	76	68	-	-
The Advocate	37	37	45	42	-	-
Sunday Tasmanian (Tas)	-	-	-	-	95	90
Sunday Examiner	-	-	-	-	68	66
<b>Northern Territory</b>						
Northern Territory News	37	39	50	52	-	-
Sunday Territorian	-	-	-	-	35	30

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Newspaper Insert Magazines	Readership			Readership		
	% of Population 14+			('000s)		
	Dec 2013	Dec 2014	Gain/Loss	Dec 2013	Dec 2014	% Change
Wish	0.4	0.4	0.0	78	76	-2.6
Weekend Australian Magazine	3.9	3.6	-0.3	747	693	-7.2
Financial Review Magazine	2.0	2.3	0.3	385	446	15.8
Boss	0.6	0.5	-0.1	109	105	-3.7
Good Weekend (NSW & Vic)	7.5	6.9	-0.6	1,430	1,341	-6.2
Sunday Style (NSW & Vic)	6.1	5.1	-1.0	1,174	977	-16.8
Sunday Life (NSW & Vic)	5.0	4.7	-0.3	958	906	-5.4
Sunday Telegraph TV Guide (NSW)	4.0	3.3	-0.7	765	640	-16.3
Sunday Herald Sun TV Guide (Vic)	3.4	2.7	-0.7	644	517	-19.7
Qweekend (Qld)	2.3	2.0	-0.3	449	383	-14.7
Sunday Mail TV Guide (Qld)	3.0	2.6	-0.4	573	506	-11.7
Gold Coast Eye (Qld)	0.3	0.2	-0.1	53	45	-15.1
Sunday Mail TV Guide (SA)	2.0	1.7	-0.3	386	332	-14.0
SA Weekend	1.8	1.6	-0.2	346	310	-10.4
Sunday Times TV Guide (WA)	1.9	1.6	-0.3	365	304	-16.7
STM - Sunday Times Magazine (WA)	1.9	1.5	-0.4	358	300	-16.2
Seven Days (WA)	2.2	1.8	-0.4	428	347	-18.9
West Weekend (WA)	2.2	1.9	-0.3	420	374	-11.0

### *Cross-Platform Audiences*

Cross Platform Audience is the number of Australians who have read or accessed individual newspaper content via print, web, or app in a 7 day period.

While the net 7 day print readership has declined for all major daily newspapers except The Age (+5.0%) and Canberra Times (+0.6%), as shown in the table below, most have seen improvements in their digital audiences.

The Sydney Morning Herald and The Age both showed gains in Total Cross Platform Audience. The Sydney Morning Herald increased by 6.7% to 3,494,000, The Age increased by 2.8% to 2,528,000, the Courier Mail increased by 5.4% to 1,949,000, Canberra Times increased 3.6% to 492,000 and the Adelaide Advertiser was up 107% to 1,069,000.

There were widespread increases in digital audience as a percentage of total audience, with digital readers currently comprising around 50% of the total audience for the majority of major dailies. This proportion is considerably higher for the *Canberra Times* (79%), *SMH* (79%) and *The Age* (75%).

## Cross Platform Audiences for Newspapers – average 7 days

Publication	Print (net 7 days)		Digital (web or app)		Total Cross-Platform Audience (print, web or app - net 7 days)		
	Dec 2013 (000's)	Dec 2014 (000's)	Dec 2013 (000's)	Dec 2014 (000's)	Dec 2013 (000's)	Dec 2014 (000's)	% change in Total Cross- Platform Audience
Adelaide Advertiser	785	713	412	498	1051	1069	1.7%
Canberra Times	158	159	354	387	475	492	3.6%
Courier-Mail	1317	1264	783	928	1849	1949	5.4%
Daily Telegraph	1791	1563	1046	1125	2594	2456	-5.3%
Financial Review	460	416	335	335	730	700	-4.1%
Herald Sun	1826	1615	1341	1303	2810	2611	-7.1%
Mercury	155	147	112	87	247	208	-15.8%
Newcastle Herald	224	183	91	120	298	290	-2.7%
Sunday Times	547	478	475	433	928	832	-10.3%
Sydney Morning Herald	1365	1277	2394	2753	3274	3494	6.7%
The Age	1035	1087	1828	1889	2460	2528	2.8%
The Australian	1044	989	1003	956	1857	1760	-5.2%
West Australian	952	882	548	505	1333	1236	-7.3%

Print is net 7 day readership; digital is website visitation and app usage in an average 7 days. Cross-Platform Audience is the number of Australians who have read or accessed individual newspaper content via print, web or app.

**Click here to see the results for  
[Newspaper Print Readership](#) or [Total Newspaper Cross-Platform Audiences](#)  
for the 12 months to December 2014.**

**Tim Martin, General Manager - Media, Roy Morgan Research, says:**

*“The trend continues towards digital readership of newspapers, with online audiences comprising more than three-quarters of some newspapers' total audience. However, our latest results show some print editions holding strong, and even growing their readership - a mighty achievement in this challenging climate.*

*“Roy Morgan’s ‘average issue’ print readership and ‘average 7 days’ cross-platform audience numbers are the industry standard for advertisers and media agencies looking to get a real and applicable understanding of how many Australians they can reach.*

*“Adding exponential depth to these readership results, Roy Morgan Research’s Single Source data is the preferred multi-media audience measurement currency used by the majority of Australian media strategy, planning and buying agencies as well as telecommunications, financial services and automotive brands.”*

**For comments or more information about Roy Morgan Research Readership, please contact:**

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