

NEWSPAPERS: On the way out? **Not for the “Top 1%” – the 173,000 Australians who really count!**

The “Top 1%” of the market – some 173,000 Australians who are the most senior Executives and Directors, all earning \$120,000 or more per annum – are crucial to the success of newspapers.

In an exclusive analysis of the readership behaviour of more than 1,000 of the “Top 1%” of the population, the latest ‘Roy Morgan “Top 1%” Readership Survey’ shows high levels of newspaper readership.

Table 1. Readership of Major Newspapers March 2006 vs September 2005

	M-F Average Issue Readership		M-F Read any Issue		M-S ¹ Read any Issue	
	SEP 2005	MAR 2006	SEP 2005	MAR 2006	SEP 2005	MAR 2006
Financial Review	47,000	47,000	63,000	63,000	67,000	66,000
Sydney Morning Herald	36,000	37,000	42,000	44,000	60,000	62,000
Age	21,000	20,000	26,000	25,000	32,000	33,000
Australian	21,000	22,000	31,000	31,000	43,000	44,000
Herald Sun	15,000	15,000	19,000	18,000	24,000	23,000
Daily Telegraph	14,000	13,000	17,000	16,000	30,000	32,000
West Australian	7,000	8,000	9,000	10,000	12,000	14,000

An average weekday issue of the Financial Review, which tops the list, is read by an estimated 47,000 of the “Top 1%”, while on Friday the Financial Review is read by 52,000, and 66,000 read at least one issue of the publication in an “average” week. While weekday reading of the Financial Review among the “Top 1%” is well above that of The Australian (47,000 cf 22,000), weekend editions of each paper show the reverse – 29,000 of the “Top 1%” read The Weekend Australian, compared with 19,000 for the weekend edition of the Financial Review.

The Sydney Morning Herald has a Monday-Friday “average issue” readership of 37,000 of the “Top 1%”, Saturday readership of 46,000 and Sunday readership of 37,000, bringing the net Monday-Sunday readership to 62,000, almost double that of the Daily Telegraph (net Monday-Sunday readership of 32,000).

In Melbourne, The Age attracts a Monday-Friday “average issue” readership of 20,000 of the “Top 1%” compared to 15,000 for the Herald Sun. Saturday readership of The Age is also higher than that of the Herald Sun amongst this group (26,000 compared with 13,000). Readership of the Sunday Age (20,000) is also higher than the Sunday Herald Sun (14,000).

¹ Indicates Monday-Saturday reading for the Financial Review, Australian and West Australian, and Monday-Sunday reading for all others

Table 2. Readership of Major Newspapers by Day of the Week

DAY-BY-DAY READERSHIP							
	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Financial Review	45,000	46,000	46,000	46,000	52,000	19,000	N/A
Sydney Morning Herald	37,000	36,000	35,000	34,000	39,000	46,000	37,000 ²
Age	19,000	19,000	20,000	20,000	21,000	26,000	20,000 ³
Australian	20,000	21,000	21,000	22,000	26,000	29,000	N/A
Herald Sun	15,000	15,000	14,000	14,000	16,000	13,000	14,000 ⁴
Daily Telegraph	12,000	13,000	13,000	13,000	14,000	10,000	25,000 ⁵
West Australian	8,000	8,000	8,000	8,000	8,000	12,000	N/A

Newspaper Inserted Magazines are also popular amongst the “Top 1%”. Good Weekend attracts significantly more readers from the “Top 1%” than does the next most popular Newspaper Inserted Magazine for this group, Sunday Life. Good Weekend has an “average issue” readership of 65,000 of the “Top 1%” followed by 39,000 for Sunday Life.

“Average issue” readership of the Financial Review Magazine is 28,000 amongst the “Top 1%”, as is The Weekend Australian Magazine. The Sunday Magazine (NSW and Vic) has an “average issue” readership of 30,000, while Boss has 21,000

Table 3. Average Issue Readership of Newspaper Inserted Magazines

	Sep '05	Mar '06
Good Weekend	63,000	65,000
Sunday Life	39,000	39,000
Financial Review Magazine	32,000	28,000
Weekend Australian Magazine	27,000	28,000
Sunday Magazine	28,000	30,000
Boss	22,000	21,000
Sunday Telegraph TV Guide	14,000	14,000
Sydney Magazine	14,000	14,000
Age Melbourne Magazine	9,000	10,000
West Magazine	10,000	10,000
Sunday Herald Sun TV Guide	10,000	9,000

² Sun-Herald

³ Sunday Age

⁴ Sunday Herald Sun

⁵ Sunday Telegraph

In terms of Business Magazines, BRW has an “average issue” readership of 26,000 of the “Top 1%” – around twice the number of the Bulletin (16,000) and Time (11,000). The in-flight magazine – QANTAS The Australian Way – has an “average issue” readership of 40,000 amongst this group, while competitive titles Voyeur (Virgin Blue) and Jetstar attract relatively few of the “Top 1%” (5,000 and 4,000 respectively). Investment magazine Money Magazine has an “average issue” readership of 8,000, while Wealth Creator Magazine has fewer readers who are in the “Top 1%” (3,000).

Table 4. Average Issue Readership Of Business Magazines

	Sep '05	Mar '06
Qantas The Australian Way	40,000	40,000
BRW	28,000	26,000
Bulletin	18,000	16,000
Time	15,000	11,000
Money Magazine	9,000	8,000
New Scientist	6,000	5,000
Virgin Blue Voyeur	5,000	5,000
Jetstar	3,000	4,000
Wealth Creator Magazine	3,000	3,000

The above findings are drawn from the ‘Roy Morgan “Top 1%” Readership Survey’, contains comprehensive interviews with 1,041 Australians interviewed between April 2004 and March 2006.

The “Top 1%” is defined as those individuals in the top seven occupation classes (Chairman/Managing Director; Other Director; Owner, Partner or Proprietor of a business with 25 or more people; General Manager; Member of Management Board/Executive Committee; Company Accountant /Treasurer/Company Secretary; Department Head, Administrative Managers, Branch Managers in businesses of 25 or more people) earning \$120,000 or more per annum. They comprise just 1% of the Australian population.

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