

Thursday, 1 May 2014

Mag fans making a meal of new products

Lovers of magazines are ready to pounce: not just on new issues hitting the stands, but also new products hitting the shelves, the latest research from Roy Morgan shows.

Australians who have read four or more latest magazine issues are around a third more likely than the average to agree they are often one of the first to try new food products, new supermarket brands or new health foods. And in fact, of all media types, magazines have the highest proportion of heavy users who appear to be receptive to trying new grocery type products.

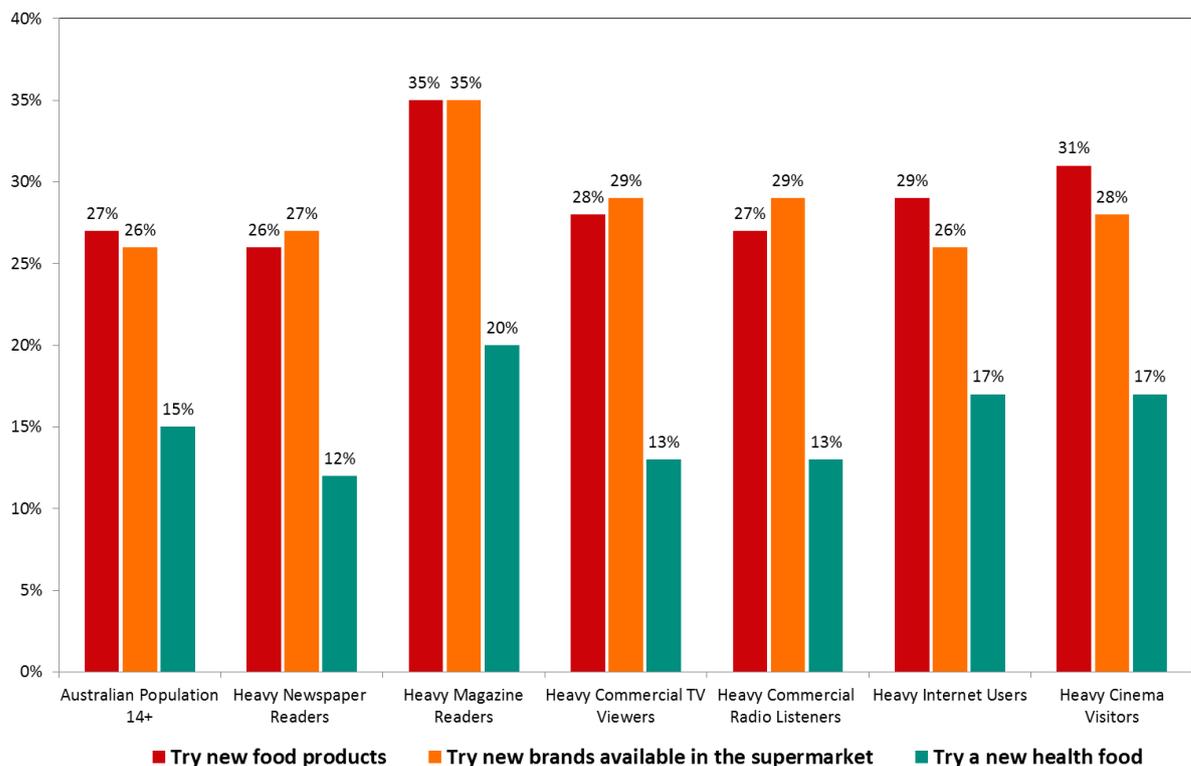
Overall 26% of Australians say they are one of the first to try new brands available in the supermarket; among heavy magazine readers it's 35%. Heavy users of other media including newspapers, internet and cinema are all within 2% points of the national norm.

35% of heavy magazine readers agree they are among the first to try new food products, followed by 31% of heavy cinema visitors and 29% of heavy internet users. By comparison, heavy users of other media such as newspaper, TV and radio are in line with the population average.

20% of heavy magazine readers will eagerly test a new health food, compared with 15% of all Australians. This again scores well against heavy users of other media including newspapers, TV and radio.

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% of Heavy Media Users* who agree 'I'm often one of the first to...'



Source: Roy Morgan Single Source (Australia), January – December 2013, n = 48,835 Australians 14+

* Heavy Newspaper = 8+ in last week; Heavy Magazine = 4+ last issues; Heavy Commercial TV = 3+ hours per day; Heavy Commercial Radio = 3+ hours per day; Heavy Internet = 15+ hours per week; Heavy Cinema = 2+ visits in last three months.

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Tim Martin, General Manager – Media, Roy Morgan Research, says:

“These results provide a compelling argument for the value of advertising new products in magazines.

“As well as being quick on the uptake when it comes to new grocery items on supermarket shelves, heavy magazine readers are also much more likely than the average Australian—and heavy users of all other media types—to be among the first to dine out at the latest restaurants, buy the latest fashions, try a new hotel or resort, try a new diet or buy a new model car.

“Roy Morgan Research can provide publishers and advertisers with full cross-media analysis of where to find these early adopters, and how to target those who not only try a new product, but talk about it with their family and friends.”

For comments or more information please contact:

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Related Research

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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