

Wednesday, 28 May 2014

## The Australian's website audience is more similar to The Guardian's than its own print edition

Eight million Australians 14+ (42%) visit one or more news websites a week, the latest data from Roy Morgan Research shows, with some striking similarities and differences between the types of people visiting some of the top-ranked sites.

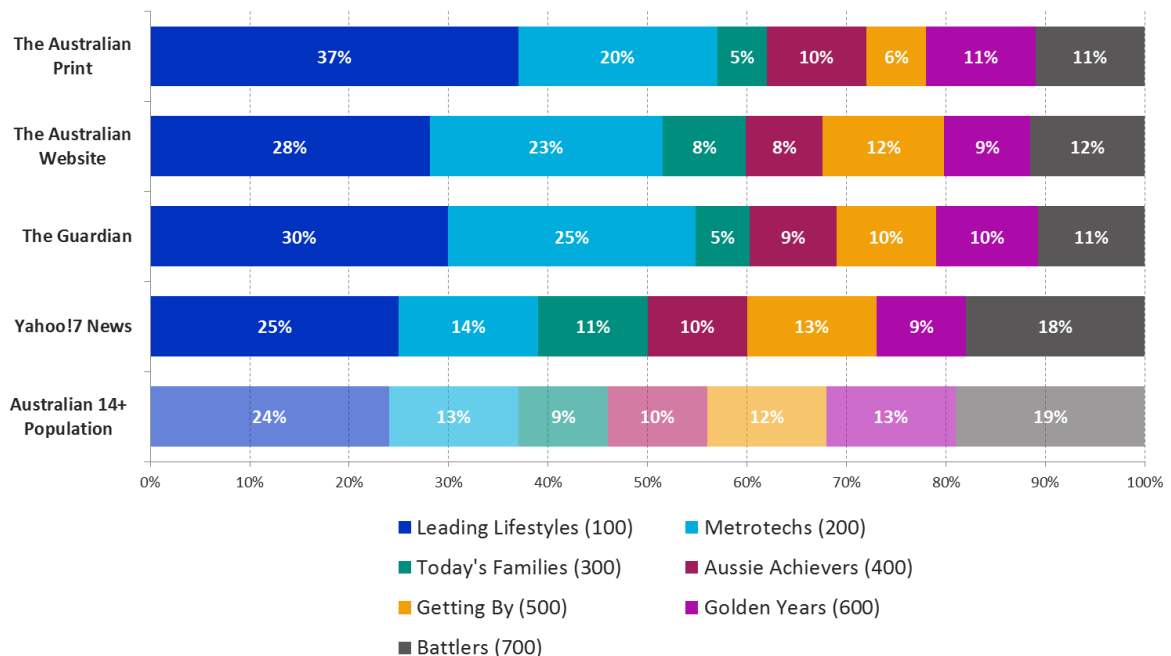
News.com.au and smh.com.au each attracted around 2.5 million unique visitors per week in the 12 months to March 2014, ahead of sites for ABC News (2.05m), The Age (1.80m), Nine News (ninemsn) (1.75m), the Herald Sun (1.35m) and The Telegraph (1.05m).

Three news websites with a national perspective each attract around one million Australians each week: The Guardian, Yahoo!7 News, and The Australian. The latter also has a weekly audience of just over a million for its print edition.

But using [Helix Personas](#) to segment these four similarly sized audiences into identifiable Communities of like-minded Australians reveals two immediate insights:

- The composition of The Australian's online audience is more similar to The Guardian's than its own print edition
- The Yahoo!7 News audience closely reflects the country as a whole.

A million Aussies a week: Helix Audience Profiles



Source: Roy Morgan Single Source Australia, April 2013 – March 2014, n = 48,059 Australians 14+

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

*“Audience segmentation using Helix Personas shows that the online audiences for The Guardian and The Australian are broadly comparable at a Community level. We therefore need to dig down to a Persona level to uncover how they differ.*”

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*“For example, within the [Leading Lifestyles](#) community, which comprises a similar and substantial proportion of both websites’ audiences, its 12 individual Personas differ markedly in their preference.*

*“Worldly and Wise (106), Humanitarians (107) and Successful Bureaucrats (108) are each between 30-85% more likely to visit The Guardian than The Australian’s website, while Blue Chip (101), Financial Freedom (105), Savvy Self-Starters (110) and Set for Life (111) prefer The Oz.*

*“Smart Money (102), Self-Made Lifestylers (103) and Progressive Thinkers (109) are about as likely to visit either website.*

*“Meanwhile two Personas, Status Matters (104) and Full House (112), are each far less likely than the average Australian to visit either website.*

*“The next step for publishers and advertisers is to use these Personas to compare and match audiences with target markets. Are Humanitarians overrepresented in your audience? Is there more to gain advertising to Financial Freedom or Worldly and Wise?*

*“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, telecommunications, financial services and automotive brands.”*

### **For comments or more information please contact:**

Tim Martin, General Manager – Media

Telephone: +61 (3) 9224 5116

[Tim.Martin@roymorgan.com.au](mailto:Tim.Martin@roymorgan.com.au)

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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.

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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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