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Oscar's Best Pictures win over heavy print readers

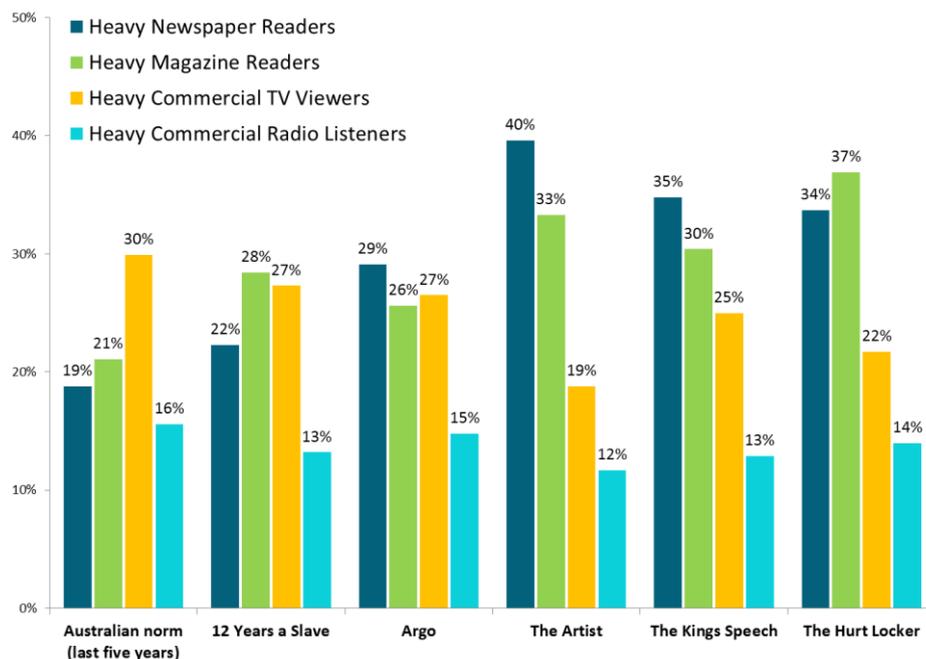
The Academy Award nominations will be revealed tomorrow, and many of the top contenders are now in cinemas. 'Oscar Buzz' generates media activity across the board—and many of those who go see these movies are also big fans of print media: Australians who see Oscar-winning movies at the cinema are far more likely to be heavy newspaper and magazine readers, Roy Morgan shows.

Over the last five years, an average of 19% of Australians (14+) are classified as Heavy Newspaper Readers, reading at seven or more a week. 21% of us are Heavy Magazine Readers (five or more issues), 30% are Heavy Commercial TV viewers and 16% are Heavy Commercial Radio Listeners (three or more hours per day).

But higher proportions of those who went to the cinema to see any of the five previous Oscar champs read 7+ newspapers a week or 5+ magazines, despite the varying genre and content of these films.

People who saw *The Artist* at the cinema were the most likely to be heavy newspaper readers (40%) but the least likely to consume a lot of commercial TV (19%) or radio (12%). Cinema attendees for *The Hurt Locker* were the most likely to be heavy magazine readers (37%) with Business, Financial and airline being the most preferred for the group. The most-seen film of the bunch was *The King's Speech*—and around a third of these 2.5 million Aussies were heavy readers of newspapers and magazines.

% of Best Picture cinema attendees who are heavy consumers of other media



Source: Roy Morgan Single Source, October 2011 –September 2014, average annual sample = 51,212 Australians 14+

Audiences of last year's winner *12 Years a Slave* were the least likely to read seven or more papers a week (22%), but instead were more likely to read 5+ magazines (28%). *Argo* had the largest proportion

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of audience listening to three or more hours of commercial radio a day (15%), just slightly below the norm.

These last two winners also had a larger share of audiences watching a heavy amount of commercial television (27%) than did any of the previous three.

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

“Although the frontrunner Boyhood has already come and gone from Australian screens, other films such as Birdman, The Imitation Game, The Theory of Everything and Selma are either in theatres now or coming soon. This time of year is perfect to combine efforts of advertisers across the media spectrum. The diversification works so well because the audiences enjoying those in the running for Best Picture are also so attractive as consumers.

“Best Picture Oscar nominations certainly help drive audiences to the cinema—and those going to see such critically acclaimed movies are more likely to be older, educated, higher income home-owners.”

To learn more about the in the new media landscape and how to reach Australians with cross-over media consumption habits, contact:

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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.

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