

Wednesday, 17 August 2016

Three million Australians active in the blogosphere

Over three million Australians now engage with online journals, blogs and forums—whether by reading, commenting, or publishing their own, Roy Morgan Research shows.

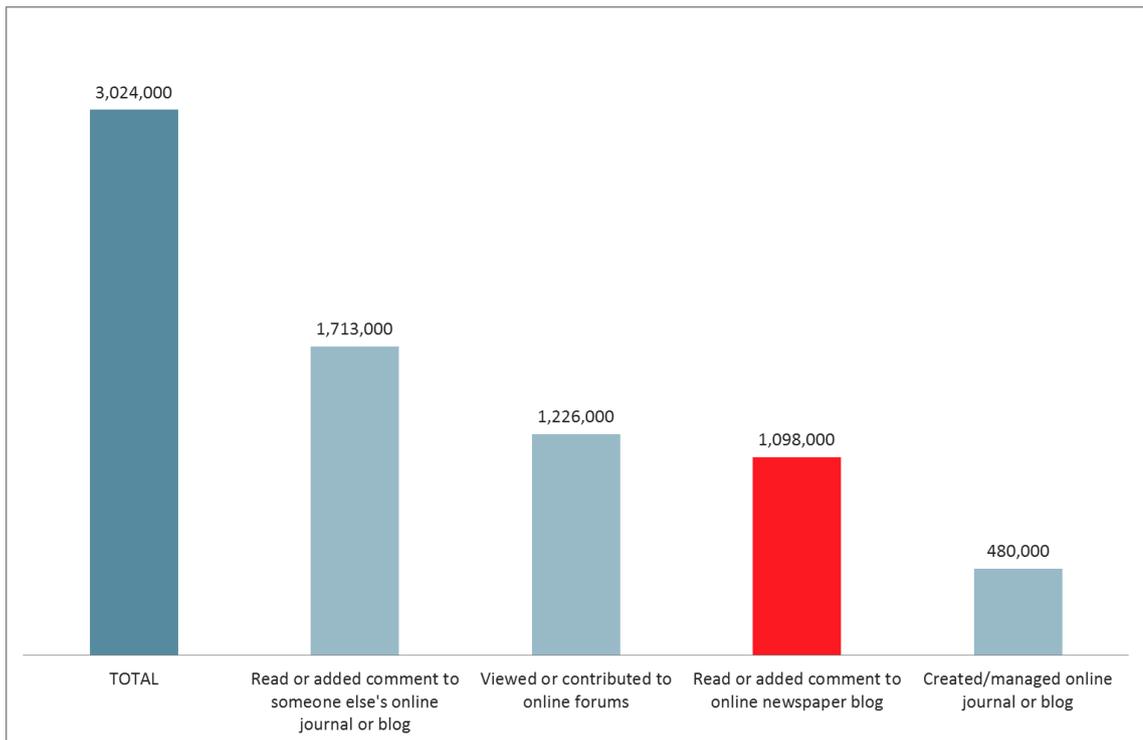
In the 12 months to June 2016, a total 3,024,000 Australians 14+ (15%) read or added comment to blogs or forums, or managed a blog themselves in an average four-week period.

Within the blogosphere, 1,713,000 read or added comment to someone else’s online journal or blog, 1,226,000 viewed or contributed to online forums, and 480,000 created or managed an online journal or blog themselves.

Newspaper publishers have also capitalised on Australians’ interest in blog content as a means to reach and engage audiences. In an average four weeks, almost 1.1 million of us read or add comment to an online newspaper blog—with some publishers’ digital audiences more keen than others.

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Number of Australians who access online journals, blogs or forums in an average four weeks



Sources: Roy Morgan Single Source Australia, July 2015 – June 2016 n = 50,712 Australians 14+

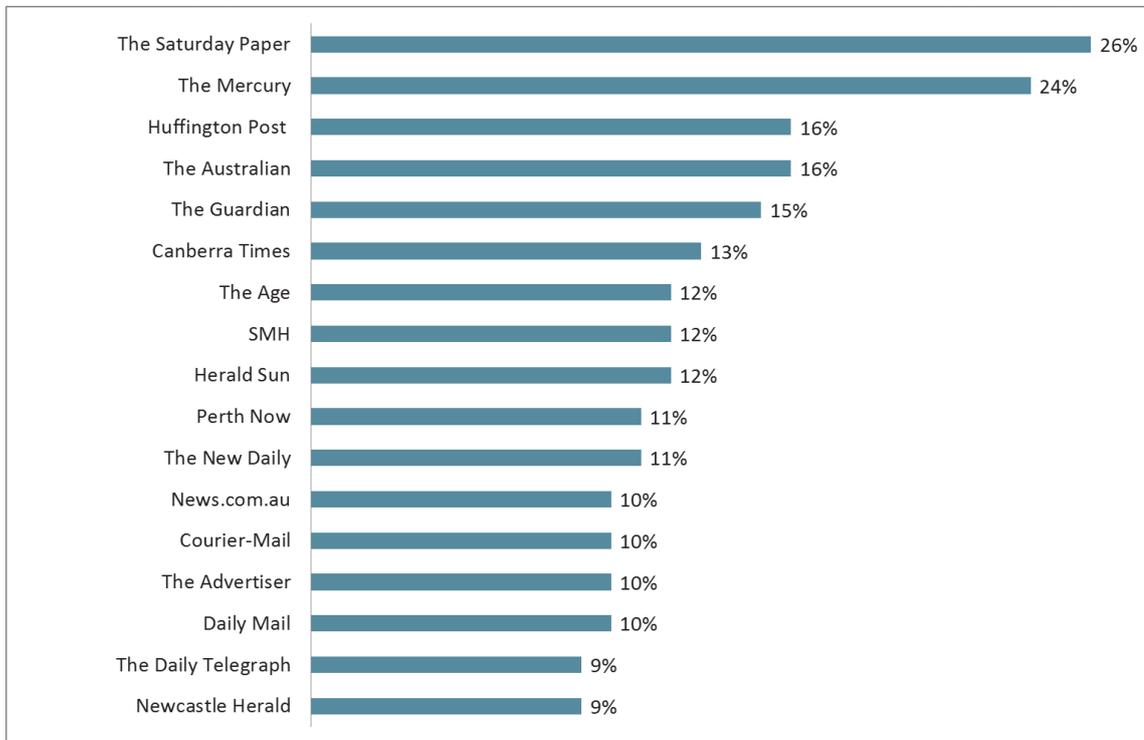
Newspaper Blogs

Engagement with newspaper blogs varies between online mastheads. The website audiences of two titles in particular stand out as being highly active blog readers or contributors: 26% of *The Saturday Paper*’s website visitors in a four week period and 24% of *The Mercury*’s engage with newspaper blogs (whether on that newspaper site or not).

Other mastheads with strong newspaper blog engagement among their website audiences include the Huffington Post (16%), *The Australian* (16%), *The Guardian* (15%), and the *Canberra Times* (13%).

12% of visitors to The Age, SMH or Herald Sun websites engage with newspaper blogs, marginally more than the readers of online-only titles New Daily (11%) and Daily Mail (10%).

% of newspaper's website audience who read or add comment to newspaper blogs



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Michele Levine, CEO – Roy Morgan Research, says:

“The number of Australians engaging with blogs and forums online has grown consistently over the past four years. In an average four weeks, three million of us now read, add comments to or manage a blog or forum, up 28% overall since 2012.

“All this growth in blogging activity has been driven by rising visitation via mobile phone. Newspaper blogs in particular have benefited from the rise of smartphones. Visitation via computer has been fairly flat since 2012—but quadrupled on mobiles. Nearly 1.1 million Australians read or add comment to newspaper blogs, and 52% now do some or all of their newspaper blog reading and posting via mobile phone.

“With many newspapers now ‘live blogging’ major events online, and hosting blogs on a wide range of topics, mobiles have become the ideal device to refresh posts, scroll through updates and read the latest comments throughout the day.”

To learn more about Roy Morgan’s internet activity data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and

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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

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