

Friday, 15 May 2020

News Corp set to gain increased visibility with over 4.8 million Chemist Warehouse customers

New research from Roy Morgan shows 11.4 million Australians in NSW, Victoria, Queensland or South Australia either read one of the print editions of the local News Corp metropolitan daily newspapers or are customers of Chemist Warehouse during the March quarter 2020.

News Corp and Chemist Warehouse recently announced a trial to sell the media company's four leading metro dailies at 100 Chemist Warehouse stores over the next few months. The leading metropolitan dailies are The Daily Telegraph in NSW, Herald Sun in Victoria, Courier-Mail in Queensland and the Adelaide Advertiser in South Australia.

Analysing the two separately shows 6.6 million Australians currently read one of the News Corp metropolitan dailies in print in an average four weeks and almost 7.2 million in NSW, Victoria, Queensland or South Australia shop at Chemist Warehouse in an average four weeks.

Of the 11.4 million who either read print editions of the News Corp dailies or shop at Chemist Warehouse 4.82 million (42%) only shop at Chemist Warehouse. A further 21%, 2.35 million, read one of the print editions of the News Corp metropolitan dailies and shop at Chemist Warehouse while 4.23 million (37%) only read a print edition of one of the News Corp metropolitan dailies.

The findings are from the Roy Morgan Single Source survey, Australia's most trusted and comprehensive consumer survey, derived from in-depth interviews with 50,000 Australians each year.

Michele Levine, CEO, Roy Morgan, says the sale of News Corp's leading metro dailies at Chemist Warehouse stores puts the newspapers in front of millions of potential subscribers:

"Roy Morgan's [Enhanced Cross-Platform Audience results released on Friday](#) shows that News Corp's metropolitan dailies reach print audiences of millions of Australians – over 2 million for both the Herald Sun (2.4 million) and Daily Telegraph (2 million) in an average four weeks.

"Chemist Warehouse has an extensive network of over 300 stores nationally concentrated in the key states of New South Wales, Victoria, Queensland and South Australia. Nearly 7.2 million Australians shop at the pharmacy retailer in these four States in an average four weeks.

"This potential audience presents a large opportunity for News Corp as over 4.8 million Chemist Warehouse customers in these four States don't currently read any of the print editions of the News Corp metropolitan dailies – around 70% of the retailer's base."

Contact Roy Morgan to learn more about Roy Morgan's latest readership results and in-depth customer data for retail stores including chemists and pharmacies.

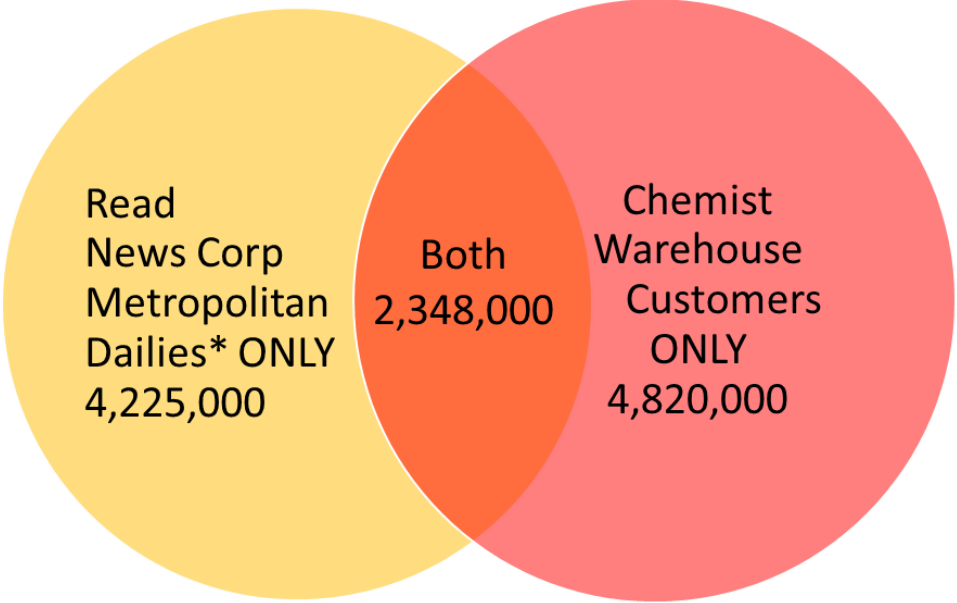
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FOR IMMEDIATE RELEASE

Readers of News Corp Metro Dailies and Chemist Warehouse Customers (NSW, Vic, Qld & SA)



Source: Roy Morgan Single Source: January - March 2020, n=9,039. **Base:** Australians aged 14+ in New South Wales, Victoria, Queensland or South Australia who read a News Corp metropolitan print daily in an average four weeks, shop at Chemist Warehouse in an average four weeks or do both. *News Corp Metropolitan Dailies include The Daily Telegraph (New South Wales), Herald Sun (Victoria), Courier-Mail (Queensland) and the Adelaide Advertiser (South Australia).

About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years’ experience 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%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2