

74pc of news media readers rate quality over price: emma

Across print and digital news media, 88 per cent of Australians, or 16.3 million people, read news media in July 2018

According to the data, newspapers alone are read by 12.1 million people, or 66 per cent of the population. Metro newspapers are read by 10 million people, or 54 per cent of consumers. Regional and community news media brands are read by 5.8 million people, or one third of the population (32 per cent).

In addition to the industry currency readership data, emma CMV provides valuable insights into Australian consumers' product purchases, behaviour and attitudes. This data has revealed that Australians are becoming more discerning, with three in four Australians (74 per cent aged 14+) seeking quality over price when it comes to their purchases. A greater proportion of men (77 per cent) agree with this than women (72 per cent).

Half of all Australians now believe that stores' own-brand products offer equal quality to well-known brands. More women (51 per cent) agree with this than men (44 per cent).

"The inexorable rise of the ubiquitous smartphone device will continue to drive digital readership of our news media, as people seek their trusted news brands on the go and in the palm of their hands. This equips publishers with compelling commercial opportunities in cross platform brand and content propositions, which is a terrific, positive outcome," NewsMediaWorks chief executive Peter Miller said.

"It's interesting to note that consumers overwhelmingly say they value quality over price. This is also clearly reflected in the news media sector where digital subscriptions are growing because of the trust that authoritative, credible journalism commands. The Galaxy data from the ADTRUST study demonstrates that greater trust in a media channel positively impacts purchase intent³."

This is the fifth month of emma cross platform readership data to come from Nielsen, in a new strategic collaboration announced in May. Under the new

arrangement, Nielsen leads the fusion process that brings together the industry accredited print readership data from Ipsos and Nielsen’s IAB-accredited digital audience data, to deliver a total audience readership. Nielsen Consumer & Media View (CMV) is fused to the emma Cross Platform data to provide critical product and attitudinal data.

The *Sydney Morning Herald* is Australia’s highest-reaching title across all platforms with 5.03 million readers. The *Herald Sun* followed, reaching 4.02 million readers and *The Daily Telegraph* on 3.83 million (see table below).

emma cross platform readership (000s, last four weeks)	emma July 18
Sydney Morning Herald / smh.com.au	5029
Herald Sun / heraldsun.com.au	4020
Daily Telegraph / dailytelegraph.com.au	3830
The Australian / theaustralian.com.au	3180
The Age / theage.com.au	2810
Courier-Mail / couriermail.com.au	2520
West Australian / thewest.com.au	2091
Financial Review / afr.com.au	1842
Adelaide Advertiser / AdelaideNow.com.au	1487
Sunday Times / perthnow.com.au	1461
Canberra Times / canberratimes.com.au	581
Newcastle Herald / theherald.com.au	569
Gold Coast Bulletin / goldcoastbulletin.com.au	481
Sunshine Coast Daily / sunshinecoastdaily.com.au	387
Mercury (Tas) / themercury.com.au	339

Sources:

1. emma™, 12 months to July 2018. Readership based on last four weeks. Trends compared with 12 months to July 2017. Survey conducted by Ipsos Connect, people 14+, Nielsen Digital Ratings (Monthly), now Nielsen Digital Panel, NDP

July 2018, People 14+

2. Attitudinal and Product analysis emma CMV July 2018

3. ADTRUST; Galaxy Research online questionnaire, June 2017 (n=2,863 : 2 legs of n=1400 per media) and April 2018 (n=1400 : 1 leg of n=1400 per media) was conducted among a nationally representative sample of Australians aged 18 years and older. View full results at https://newsmediaworks.com.au/research_type/major-reports/