

# **Emma shows continued upward readership trend**

**Australia's news media has maintained a 2 per cent growth in audience achieved last year in the first emma (Enhanced Media Metrics Australia) data release of 2018, with 16.5 million, or 90 per cent of the population (aged 14+), reading across all platforms.**

The 2017 increase was the second consecutive year of 2 per cent growth, with 2016 reporting the same lift, as consumers increasingly recognise its trustworthy and credible content, and that audience has held into January 2018.

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More than seven in ten Australians (74 per cent), or 13.5 million people, consumed news media on digital devices such as smartphones, tablets and laptops.

National news media was read by 2.5 million, or 14 per cent, of the population in January. Metro newspapers were read by 10.3 million people, or 56 per cent of consumers, over the same period.

More than one third of the population (35 per cent or 6.4 million people) read regional and community news media brands. A total of 3 million people (or 16 per cent aged 14+), read regional newspapers, while community newspapers were read by 3.5 million (or 19 per cent aged 14+).

The emma data also found that news media reaches 97 per cent of women who are the main income earners in their families. Women now represent more than one in three (37.7 per cent) of main income earners, up from 36.5 per cent two years ago. One in five (22.2 per cent) of female main income earners have salaries of \$80,000 a year or more, which is up from 18.6 per cent over the same period.

“It’s been a positive start to 2018 for news media which is holding the audience gains, of some half a million people, it achieved in 2017. Trust is playing a critical role in how Australians consume media and news media provides both readers and advertisers with the highest levels of trust of any media,” NewsMediaWorks CEO Peter Miller said.

“News media continues to attract large and engaged audiences, and while social media can argue it also has large audiences, it simply cannot compete when it comes to quality, credible journalism and brand-safe content. Readers and advertisers have wised up to this dichotomy and are turning back to trusted news sources.

“It’s also interesting to note that high income earning women are key readers of news media and that is growing along with the trend of women becoming the main earners in their household,” Mr Miller said.

*The Sydney Morning Herald* is Australia’s highest-reaching title across all platforms with 5.1 million readers. *The Herald Sun* followed, reaching 4.2 million readers and *The Daily Telegraph* on 4.1 million (see table below).

<b>emma cross platform readership (000s, last four weeks)</b>	<b>emma January 18</b>
Sydney Morning Herald / smh.com.au	5115
Herald Sun / heraldsun.com.au	4211
Daily Telegraph / thetelegraph.com.au	4067
The Australian / theaustralian.com.au	3115
The Age / theage.com.au	3035
Courier-Mail / couriermail.com.au	2555
West Australian / thewest.com.au	1747
Financial Review / afr.com.au	1599
Adelaide Advertiser / AdelaideNow.com.au	1470
Sunday Times / perthnow.com.au	1459
Newcastle Herald / theherald.com.au	714
Canberra Times / canberratimes.com.au	670
Gold Coast Bulletin / goldcoast.com.au	494
Sunshine Coast Daily / sunshinecoastdaily.com.au	435
Mercury (Tas) / themercury.com.au	413

*Sources:*

*1. emma™, 12 months to January 2018. Readership based on last four weeks. Trends compared with 12 months to January 2017. Survey conducted by Ipsos Connect, people 14+, Nielsen Digital Ratings (Monthly), January 2018. Following the introduction of Nielsen Digital Ratings Monthly (DRM) data into emma in February 2016, year on year comparisons of digital audiences are valid from February 2017 onwards.*

*2. Galaxy Research online questionnaire, June 2017 was conducted among a nationally representative sample of 2,863 Australians aged 18 years and older. Results referred to are Net ADTRUST and Net CONTENT TRUST which, on a scale from 1 to 7, is Percentage agreeing (5,6,7) less Percentage disagreeing (1,2,3).*