

# News media reaches nine in ten Australians: emma



News media is read by 17.4 million Australians, or 94 per cent of the population, with 10.3 million of those reading both newspapers and digital news media, according to the latest [emma](#) (Enhanced Media Metrics Australia) data<sup>1</sup> for December 2018, released today.

In print, newspapers are read by 12.1 million people, or 65 per cent of the population and digital news media is read by 15.6 million or 84 per cent of Australians.

Metro newspapers are read by 9.8 million people, or 53 per cent of consumers. Regional and community newspapers are read by 5.7 million people, or a third of the population (31 per cent).

Following release last month of the emma data for the 12 months to November 2018, the December 2018 emma data now marks the third release of digital news media audiences calibrated to Nielsen's IAB accredited currency DCR data, providing a complete picture for tagged sites of audiences both on and off-platform.

In addition to the industry currency readership data, emma CMV<sup>2</sup> provides valuable insights into Australian consumers' product purchases, behaviour and attitudes. This data has revealed that news media readers have higher personal

and household incomes than non-readers and are prime prospects for automotive brands.

The emma CMV data shows that news media readers' average personal income is one third more (+35 per cent) than those who do not read news media. In addition, with an average household income of \$97,000 per annum, news media readers' household income is +18 per cent higher than those who don't read news media. The household income figures are higher for cross platform readers at +23 per cent higher, for those aged 30 to 64 it is +20 per cent higher and for those with children under the age of 18, it is +26 per cent higher.

With new car sales showing negative growth in 2018, according to the Federal Chamber of Automotive Industries, news media has 822,000 readers who are prime prospects intending to buy a new car in the next 12 months. Of that audience, 41 per cent would consider buying an SUV.

In addition, 2.8 million people read the motoring section of newspapers and with an average household income of \$101,300 per annum that represents +24 per cent more than Australians who do not read news media.

NewsMediaWorks CEO, Peter Miller, said: "News media is a valuable channel for advertisers as they attract audiences who have higher incomes and also a large number of prospects who are in the market to buy a new car - these are important targets as car sales faltered last year. The quality of our audience and their unwavering commitment to reading the nation's most trusted media channel for both content and advertising<sup>3</sup> is a compelling proposition for advertisers. Our news media brands continue to hold their commanding position with readers and also advertisers, demonstrated in our recent News Media Index which shows ongoing improvements in advertising revenue."

*The Sydney Morning Herald* is Australia's highest-reaching title across all platforms with 7.68 million readers. *The Daily Telegraph* followed, reaching 4.1 million readers and the *Herald Sun* with 3.86 million (see table below).

emma cross platform readership (000s, last four weeks)	emma December 2018
The Sydney Morning Herald	7675
The Daily Telegraph	4103
Herald Sun	3864
The Age	3658
The Australian	3364
Courier-Mail	2706
<b>West Australian</b>	2351
The Australian Financial Review	2230
Sunday Times / <a href="http://perthnow.com.au">perthnow.com.au</a>	1683
Adelaide Advertiser	1674
Newcastle Herald	784
The Weekly Times	627
Gold Coast Bulletin	625
Canberra Times	624
Sunshine Coast Daily	587
The Saturday Paper	580
Townsville Bulletin	491
Mercury	467
Illawarra Mercury	457
<b>Northern Territory News/Sunday Territorian</b>	413
Cairns Post	408
The Land	359
The Courier	311
Northern Star	275
The Examiner	262
The Border Mail <sup>NDP</sup>	262
The Morning Bulletin	237
The Daily Advertiser <sup>NDP</sup>	127

\* *The digital audience numbers in the TAR are reported only if they meet the sample size thresholds agreed between Nielsen and TRW.*

<sup>NDP</sup> *Figures are not calibrated to DCR for two reported mastheads. The digital sample was too small to report The Standard in December cross platform audiences.*

The incorporation of calibrated Nielsen DCR digital audiences means that emma's digital methodology has changed and there will be a trend break in the data, rendering year-on-year data comparisons of digital news media and total audience data invalid. The trend break will last until October 2019. Print is unaffected.

## Sources:

1. *emma™*, 12 months to December 2018. Readership based on last four weeks. Trends compared with 12 months to December 2017. Survey conducted by Ipsos Connect, people 14+, Nielsen Digital Panel, December 2018, People 14+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. All readership based on last four weeks with the exception of minor regional titles which are based on Average Issue Readership.

The digital unique audience figures in this report are not DCR currency. Nielsen makes every effort to align the NDP digital numbers with DCR but they will not be exactly the same due to the following reasons:

a) A technique known as soft calibration is used to align NDP with tagged websites in DCR - complete alignment isn't possible due to the number of websites involved

b) There is a difference in the universe between the two products; DCR is 13+ and *emma*-CMV is 14+

c) The calibration process used to align NDP with DCR uses text for the targets and not video

2. *Attitudinal and Product analysis emma CMV December 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/](https://newsmediaworks.com.au/research_type/major-reports/)*