

LORDS COMMUNICATIONS COMMITTEE RECEIVES EVIDENCE ON THE LONG TERM TRENDS OF NEWSPAPER READERSHIP - FIGURES

Notes on the figures

1. The full evidence from the National Readership Survey is available at www.parliament.uk/parliamentary_committees/communications.cfm
2. The NRS's estimates of newspaper readership are based on a continuous process of personal interviews with members of the public, conducted by Ipsos MORI. A full explanation of the NRS methodology is available on its website www.nrs.co.uk
3. All the figures quoted are averages for the periods January - December 1992 and January - December 2006. They are rounded to the nearest thousand. They refer to adult readership (15 years and older) of national newspapers that are readily available throughout Great Britain.
4. The NRS produces its estimates by interviewing a sample of the general population. This methodology means that the estimates of the readership of smaller newspapers such as the Financial Times may be more affected by sample variation than the larger titles. The figures the Committee received only show how many people read physical newspapers, readers who access news from a newspaper's website are not represented.
5. The figures do not reflect readership of Scottish, Welsh, regional or local papers. Nor do they include readership of the free newspapers. However because of the unique relationship between the Daily Mirror and the Daily Record the figures include readership of both.

Notes to editors

Full detail of the Committee and its inquiry including the Call for Evidence and previous written and oral evidence can be found at:
www.parliament.uk/parliamentary_committees/communications.cfm

Table 1: Overall readers and reach of top ten national daily newspapers in Great Britain

Estimated Number of Readers of an Average Issue (Jan-Dec)	Readers (000's)		Change		Reach* (%)		Change
	1992	2006	000's	%	1992	2006	%
Daily Telegraph	2534	2147	-387	-15	5.6	4.5	-20
Times	1027	1740	+713	+69	2.3	3.6	+59
Guardian	1285	1248	-37	-3	2.8	2.6	-9
Independent	1064	763	-301	-28	2.3	1.6	-33
Financial Times	637	390	-247	-39	1.4	0.8	-42
Gross Total	6547	6288	-259	-4	14.5	13.0	-10
Daily Mail	4478	5302	+824	+18	9.9	11.0	+11
Daily Express	3777	1720	-2057	-54	8.3	3.6	-57
Gross Total	8255	7022	-1233	-15	18.2	14.6	-20
Sun	9717	7716	-2001	-21	21.5	16.0	-25
Daily Mirror/Daily Record**	9610	4935	-4675	-49	21.2	10.2	-52
Daily Star	2448	1557	-891	-36	5.4	3.2	-40
Gross Total	21775	14208	-7567	-35	48.1	29.5	-39
Net Total	26743	21723	-5019	-19	59.0	45.1	-24

Gross Totals count individuals more than once if they read more than one of these newspapers on an average day (Mon-Sat)
 Net Totals count individuals once, no matter how many of these newspapers they read on an average day (Mon-Sat)

*Reach is the number of readers expressed as a percentage of the population (adults) over the period

**The Daily Record is the sister publication in Scotland to the Daily Mirror

Table 2: Population, readership and reach of top ten national daily newspapers in Great Britain by Age Group

Age Groups	Population (000's)		Change	Readers* (000's)		Change	Reach* (%)		Change
	1992	2006	%	1992	2006	%	1992	2006	%
15-24	7678	7623	-1	4448	2810	-37	58	37	-36
25-34	8828	7534	-15	4823	2898	-40	55	38	-30
35-44	7561	8993	+19	4324	3571	-17	57	40	-31
45-54	6727	7610	+13	4226	3503	-17	63	46	-27
55-64	5644	6973	+24	3522	3678	+4	62	53	-15
65+	8862	9453	+7	5400	5263	-3	61	56	-9
Total	45300	48186	+6	26743	21723	-19	59	45	-24

* Based on estimates of the number of adults reading any one or more of the top ten dailies on an average day (Monday-Saturday)

Table 3: Overall readers and reach of top ten national Sunday newspapers in Great Britain

Estimated Number of Readers of an Average Issue (Jan-Dec)	Readers (000's)		Change		Reach (%)		Change
	1992	2006	000's	%	1992	2006	%
Sunday Times	3516	3590	+74	+2	7.8	7.5	-4
Sunday Telegraph	1814	1913	+99	+6	4.0	4.0	-1
Observer	1665	1475	-190	-11	3.7	3.1	-17
Independent on Sunday	1252	822	-430	-34	2.8	1.7	-38
Gross Total	8247	7800	-447	-5	18.2	16.2	-11
Mail on Sunday	5828	6081	+253	+4	12.9	12.6	-2
Sunday Express	4907	2015	-2892	-59	10.8	4.2	-61
Gross Total	10735	8096	-2639	-25	23.7	16.8	-29
News of the World	12502	8258	-4244	-34	27.6	17.1	-38
People	6069	1819	-4250	-70	13.4	3.8	-72
Sunday Mirror	8755	4155	-4600	-53	19.3	8.6	-55
Daily Star Sunday*	n/a	985			n/a	2.0	
Gross Total	27326	15217	-12109	-44	60.3	31.6	-48
Net Total	29175	23050	-6125	-21	64.4	47.8	-26

* Added to survey in 2003

Gross Totals count individuals more than once if they read more than one of these newspapers in an average week.

Net Totals count individuals once, no matter how many of these newspapers they read in an average week

Table 4: Population, readership and reach of top ten national Sunday newspapers in Great Britain by age group

Age Group	Population (000's)		Change		Readers* (000's)		Change		Reach* (%)		Change
	1992	2006	%		1992	2006	%		1992	2006	%
15-24	7678	7623	-1		5111	3047	-40		67	40	-40
25-34	8828	7534	-15		5686	3424	-40		64	45	-29
35-44	7561	8993	+19		4779	4237	-11		63	47	-25
45-54	6727	7610	+13		4575	3812	-17		68	50	-26
55-64	5644	6973	+24		3759	3803	+1		67	55	-18
65+	8862	9453	+7		5265	4727	-10		59	50	-16
Total	45300	48186	+6		29175	23050	-21		64	48	-26

* Based on estimates of the number of adults reading any 1 or more of the Top 10 National Sundays in an average week