



Department
for Culture
Media & Sport



Taking Part 2014/15, Focus on: Newspaper Readership



Statistical Release

November 2015



Introduction

This report

This report is one in a series of ten “Taking Part, Focus On” reports, presenting findings on the tenth year of the Taking Part survey (2014/15). Taking Part is a continuous face to face household survey of adults aged 16 years and over and children aged 5 to 15 years old in England. The series expands on and complements the Statistical Release published on 25th June 2015 that presented headline adult findings from the survey, covering April 2014 to March 2015. The “Focus On” series looks in more detail at specific topics, with each report covering one of the following areas:

- 1) Art forms
- 2) Sport
- 3) Heritage
- 4) Free time activities
- 5) Barriers to participation
- 6) Society
- 7) Wellbeing
- 8) Digital engagement
- 9) Newspaper readership**
- 10) First World War Centenary

This ‘*Focus on... Newspaper Readership*’ report looks at the proportion of the adult population in England who regularly read a daily newspaper, and the demographics of this population. It also looks at the relationship between newspaper readership and social media use, together with the demographics of local newspaper readership.

Forthcoming releases

The next adult release, to be published on Thursday 17th December, will present data covering the period October 2014 – September 2015.

Future adult releases of Taking Part will be published every six months. The next biannual release is therefore scheduled for July 2016 and will present data covering the period April 2015 – March 2016. Future adult releases will follow a similar schedule, being released every six months in July and December.

In addition, another series of “Taking Part, Focus on...” reports will be published in April 2016. Like the current report, each ‘short story’ in this series will look at a specific topic in more detail, providing more in-depth analysis of the 2014/15 Taking Part data than seen in the biannual report.

If you would like further information on these releases or the Taking Part survey, please contact the Taking Part team on TakingPart@culture.gov.uk.

Newspaper Readership...

Between April 2014 and March 2015, **48 per cent of adults** read a daily newspaper at least three times a week. This is a significantly lower proportion than in 2013/14, when **51 per cent of adults** read a daily newspaper at least three times a week.

Gender

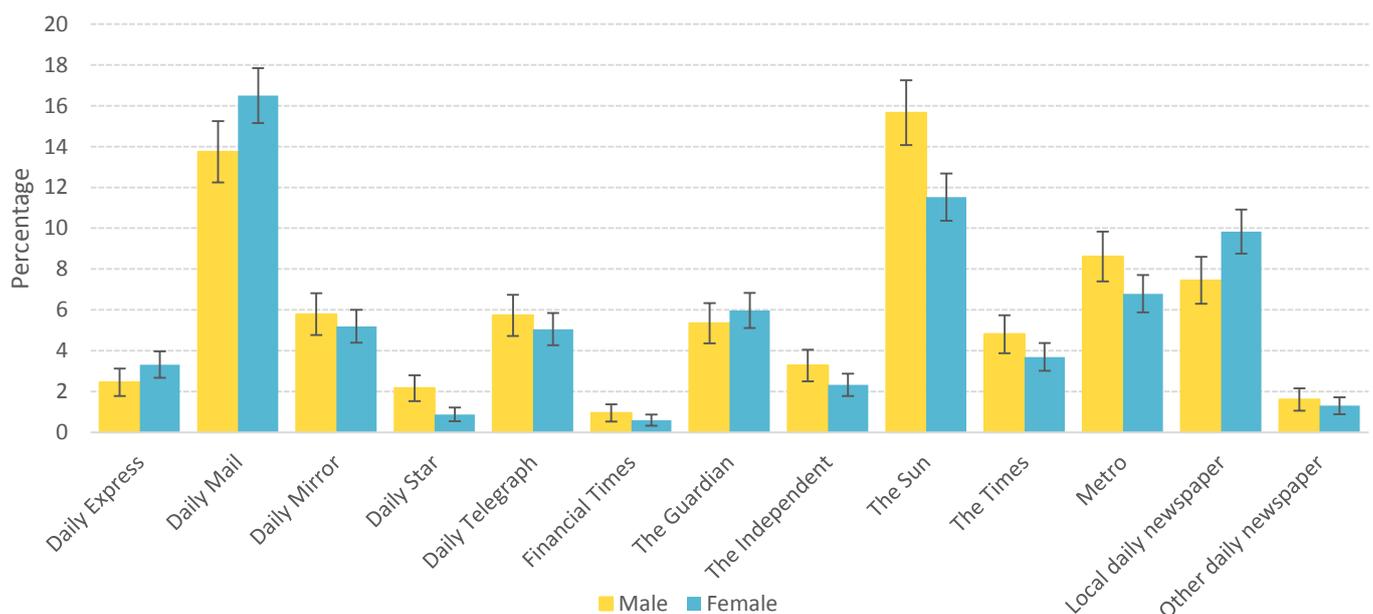
In 2014/15, a significantly greater proportion of men read a daily newspaper at least three times a week than women. **51 per cent of men** read a newspaper at least three times a week, compared to **44 per cent of women**.

The **Daily Mail** was the most popular daily newspaper among all adults: **15 per cent of adults** read the Daily Mail most often, followed by **the Sun (14 per cent)** and a **local daily newspaper (9 per cent)**. The **Daily Mail** was also the most popular daily newspaper among women, **with 17 per cent of women** reading it most often. On the other hand, the most popular newspaper among men was the Sun: **16 per cent of men** said that the Sun is the paper they read most often.

What does significant mean?

A significant increase or decrease at the 95% level means that there is less than a 5% chance (1 in 20) that the difference observed within the sampled respondents is not a real difference and representative of the English population as a whole.

Figure 1: Newspaper readership by gender, April 2014 to March 2015



Notes

(1) Confidence intervals, shown as error bars, range between +/- 0.3 to +/- 1.6

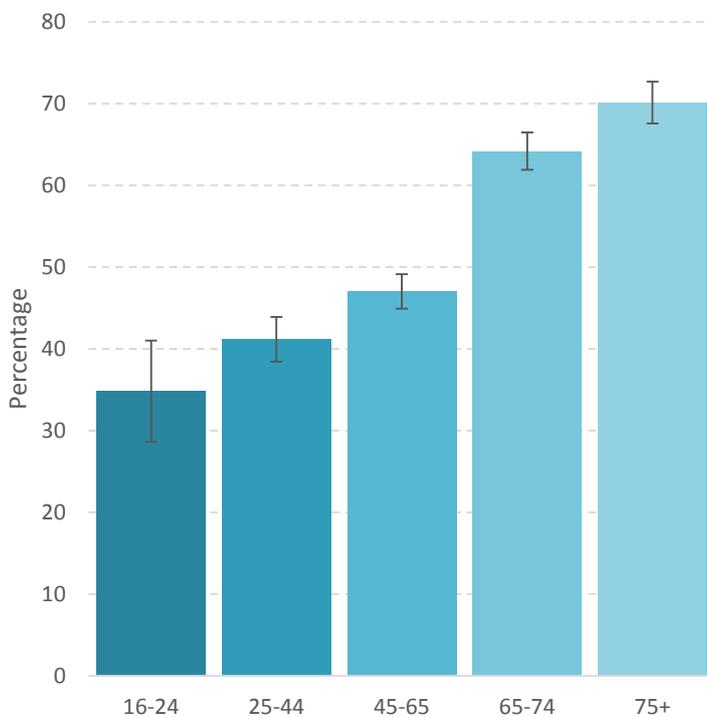


Age

Whilst **48 per cent of adults** read a daily newspaper at least three times a week, there were a number of differences in newspaper readership between different age groups in 2014/15 (see Figure 2).

In 2014/15, **70 per cent of adults over 75 years** of age read a daily newspaper at least three times a week, significantly more than any other age group. This was **twice as many adults** as those in the **16-24 age group**, where **35 per cent of adults** read a daily newspaper at least three times a week.

Figure 2: Newspaper readership by age, April 2014 to March 2015



What is a confidence interval?

A confidence interval provides a range in which there is a specific probability that the true value will lie within. In this survey, 95% confidence intervals are used which means, had the sampling been conducted 100 times, creating 100 confidence intervals, then 95 percent of these intervals would contain the true value.

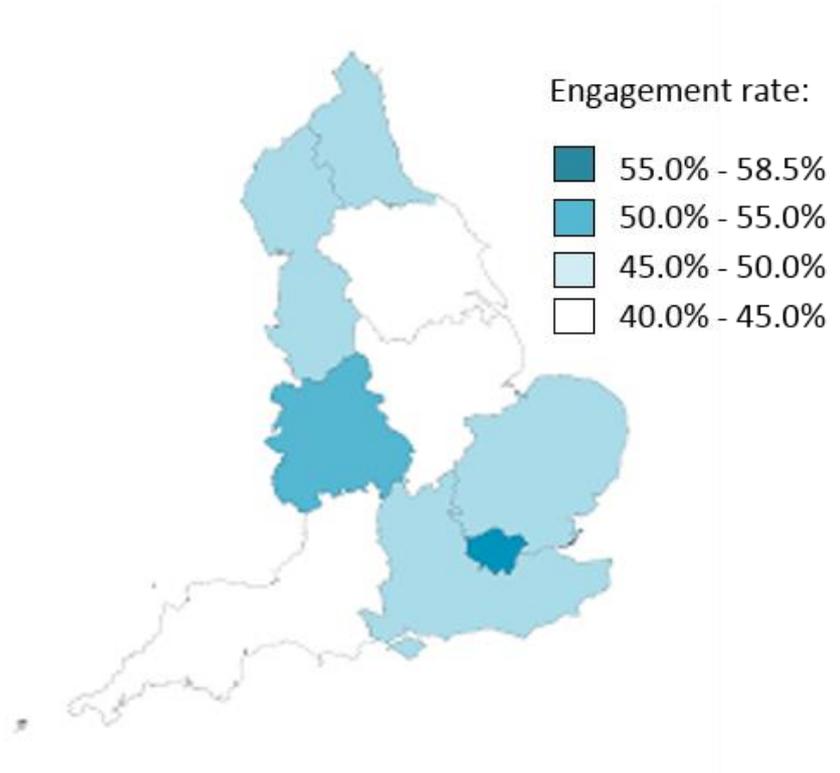
Notes

(1) Confidence intervals, shown as error bars, range between +/-2.1 to +/- 6.2

Region

In 2014/15 there were a number of regional differences in newspaper readership, with a significantly higher proportion of adults in London reading a daily newspaper at least three times a week than any other region. Between April 2014 and March 2015, **59 per cent of adults in London** read a daily newspaper at least three times a week.

There were a significantly lower proportion of adults who read a daily newspaper at least three times a week in the **South West**, where **40 per cent of adults** read a daily newspaper at least three times a week.



Alongside the regional differences in newspaper readership, the most popular daily newspaper also differed between regions (see Table 1). **The Daily Mail and The Sun** featured in the top three most read newspapers for each region: however, the other newspaper changed between regions. There were only three regions where a local daily paper was not in the top three: London; North West and South East.

In London, the **Metro** was the paper read most often.

**The Daily Mail was
the most popular
newspaper in 4 of
the 9 regions in
England**



Table 1: Newspaper readership by region

Ranking → Region ↓	1 st	2 nd	3 rd
North East	Local Daily Newspaper 18%	The Sun 12%	Daily Mail 10%
North West	Daily Mail 14%	Daily Mirror 10%	The Sun 8%
Yorkshire and the Humberside	Local Daily Newspaper 15%	The Sun 13%	Daily Mail 10%
East Midlands	Daily Mail 18%	The Sun 18%	Local Daily Newspaper 7%
West Midlands	The Sun 21%	Daily Mail 18%	Local Daily Newspaper 11%
East of England	Daily Mail 16%	The Sun 13%	Local Daily Newspaper 9%
London	Metro 27%	Daily Mail 11%	The Sun 10%
South East	Daily Mail 20%	The Sun 17%	Daily Telegraph 9%
South West	Daily Mail 16%	Local Daily Newspaper 15%	The Sun 12%

Socio-economic Group

In 2014/15, there were differences in the most popular newspaper among socio-economic groups. Of those in the **upper socio-economic group**, **18 per cent** of adults read the **Daily Mail** most frequently, followed by the **Sun (9 per cent)** and the **Daily Telegraph (8 per cent)**. On the other hand, of those in the **lower-socio economic group** the **Sun** was the most popular newspaper, with **22 per cent** of adults reading it most frequently. This was followed by the **Daily Mail (12 per cent)** and a local daily newspaper (**11 per cent**).

Social Media Usage

In 2014/15, the most frequently accessed social media was **Facebook (58 per cent)**, followed by **YouTube (51 per cent)** and **Instagram (22 per cent)**. For a more in depth analysis of Social Media Usage, see 'Taking Part Focus On: Digital Engagement'.

Of those who read a daily newspaper at least three times a week, Facebook was the most popular social media platform. In 2014/15, **50 per cent** of those who had read a daily newspaper at least three times a week had used **Facebook** at least once in the last 12 months.



The second most popular social media platform for those who had read a daily newspaper at least three times a week was YouTube. Of those who had read a daily newspaper, **45 per cent** had used **YouTube** at least once in the last 12 months.



The third most popular social media platform for those who had read a daily newspaper at least three times a week was Twitter. Of those who had read a daily newspaper, **18 per cent** had used **Twitter** at least once in the last 12 months.

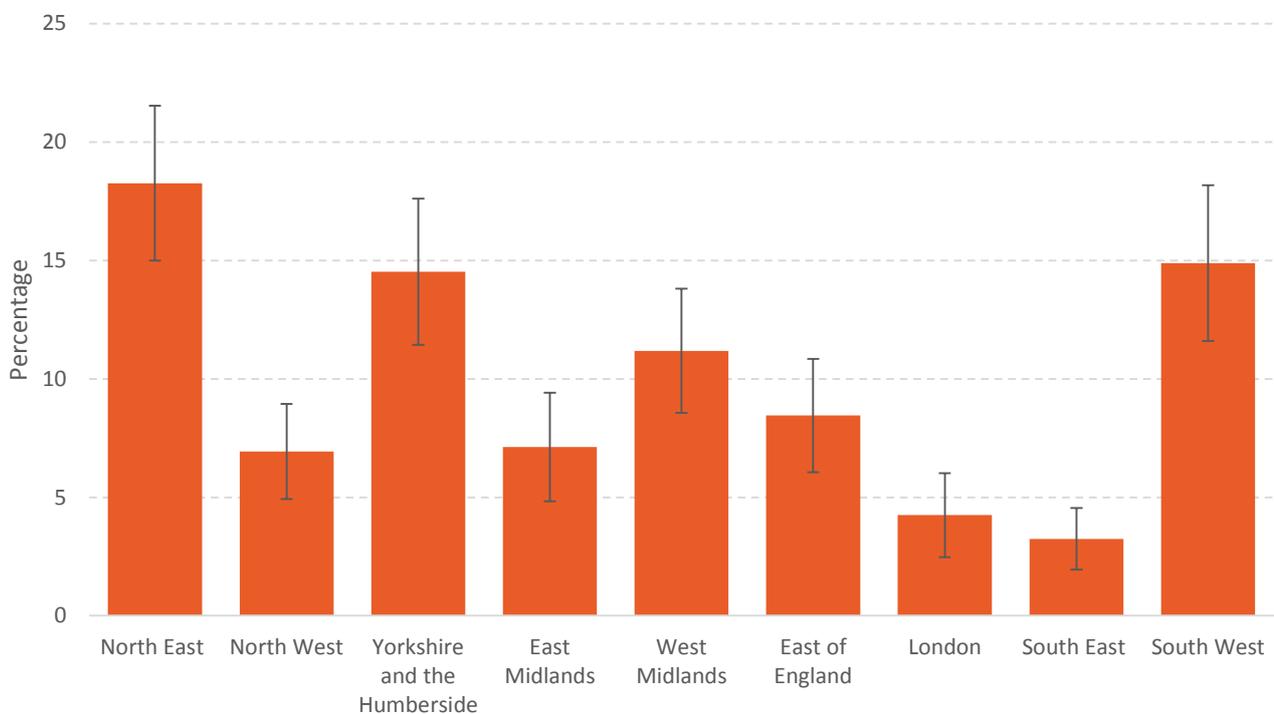


Local Newspaper Readership

Region

Local daily newspapers were the third most popular daily newspaper among all adults, with **9 per cent of adults** reading a local daily newspaper at least three times a week between April 2014 and March 2015. There were differences in the proportion of adults who read a local daily newspaper at least three times a week among geographical regions of England (see Figure 3).

Figure 3: Local newspaper readership by region, April 2014 to March 2015



Notes

(1) Confidence intervals, shown as error bars, range between +/- 1.3 to +/- 3.3.

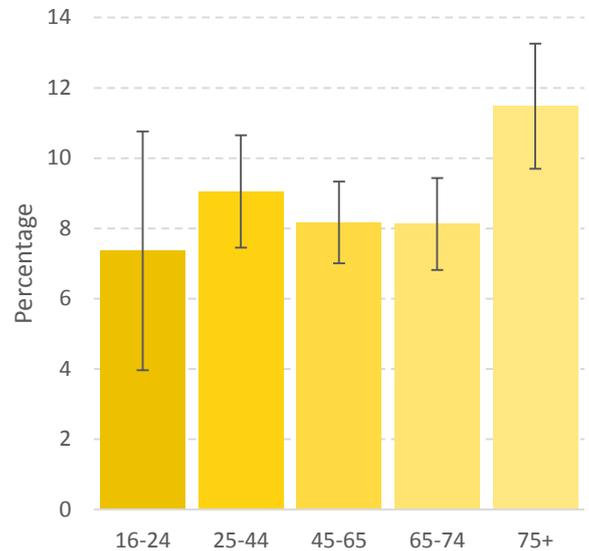
The region with the highest local newspaper readership was the **North East**, where **18 per cent of adults** read a local daily newspaper most often. This differs significantly from the **South East**, which had the lowest local newspaper readership, where **3 per cent of adults** read a local daily newspaper most often.

Age

There were some differences between the ages of those who read a daily newspaper most often (see Figure 4).

Between April 2014 and March 2015, significantly more adults aged 75+ read a local daily newspaper most often, compared to those in any other age group. Of adults aged **75 or greater, 12 per cent** read a local daily newspaper most often. This is significantly greater than adults aged 16 to 24, where **7 per cent** read a local daily most often.

Figure 4: Local newspaper readership by age, April 2014 to March 2015



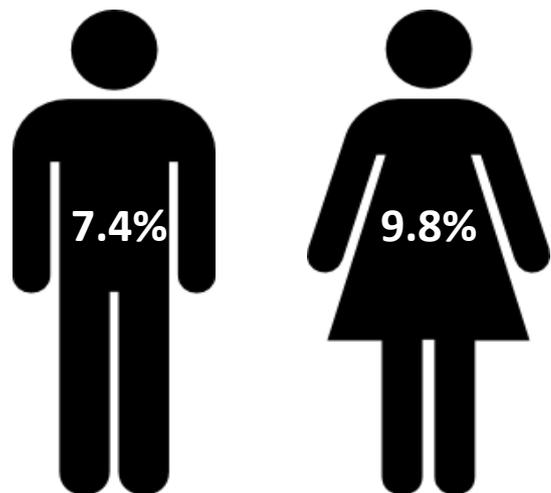
Notes

(1) Confidence intervals, shown as error bars, range between +/- 1.2 and +/- 3.4

Gender

Between April 2014 and March 2015, there were significant differences between the proportion of men and women that read any newspaper most often. These differences also apply to local daily newspapers.

In 2014/15, significantly more females than males read a local daily newspaper, with 10 per cent of adult females reading a local daily newspaper most often. Only 7 per cent of males read a local daily newspaper most often.



Socio-economic group

Between April 2014 and March 2015, there was a significant difference between the proportion of adults in each socio-economic group who read a local daily newspaper most often.

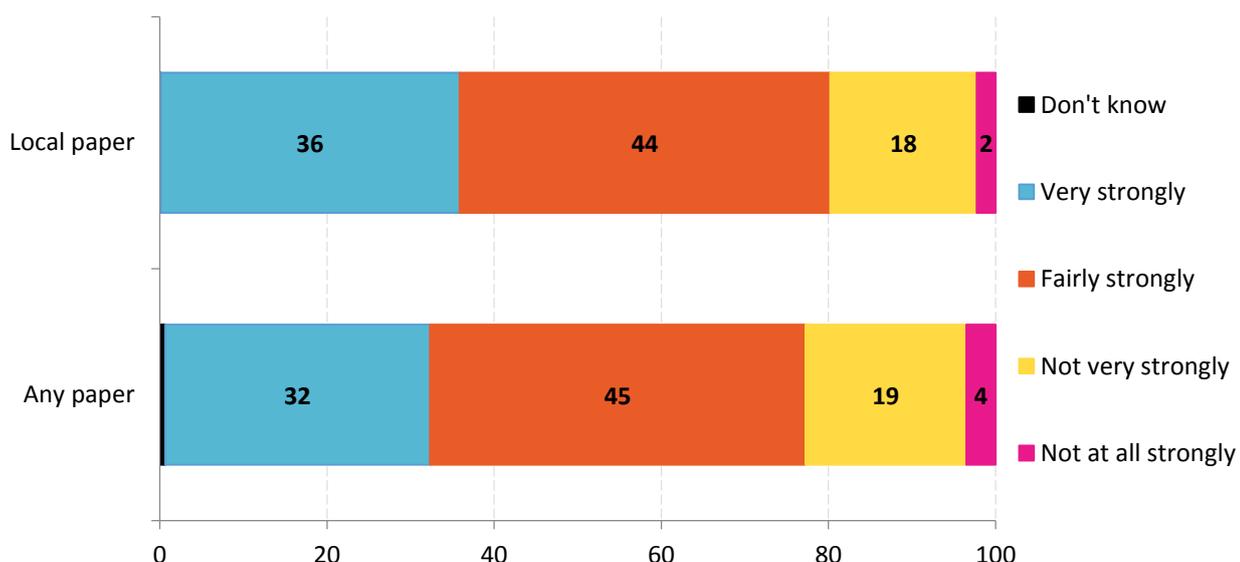
A significantly greater number of those in the lower socio-economic group read a local daily newspaper most frequently, compared to those who were in the upper socio-economic group. Of those in the **lower socio-economic group, 11 per cent** read a local daily newspaper most frequently, whereas **7 per cent of those in the upper socio-economic group** read a local daily newspaper most frequently.

Feeling of belonging in the local area

Respondents were asked how strongly they feel they belong in their local area, rating between feeling very strongly that they belong, and not at all strongly that they belong. **In 2014/15 29 per cent of all adults very strongly felt that they belonged in their area**, a significantly greater proportion than those who **did not feel like they belong in their local area (4 per cent)**.

A similar proportion of those who read a local newspaper most often, and those who read any newspaper once a week very strongly felt that they belonged in their local area.

Figure 5: Feeling of belonging in the local area by newspaper readership, April 2014 – March 2015



Of those who very strongly felt that they belonged in their area, **10 per cent read a local daily newspaper most often**. This differed significantly from those who not at all strongly felt that they belonged in their area. **Of those who not at all strongly felt that they belonged in their local area, 4 per cent read a local daily newspaper most often.**

These differences were also reflected in the feelings of belonging in the local area when looking at all newspaper readership. Of those who **very strongly felt that they belonged** in their local area **52 per cent** read any daily newspaper at least three times a week, in comparison to those who **not at all strongly felt** that they belonged in their local area (**39 per cent**).



Annex A: Further details

1. The Taking Part survey is commissioned by the Department for Culture, Media and Sport (DCMS) and its partner Arm's Length Bodies (ALBs). For 2011 to 2015 these are Arts Council England, Historic England and Sport England.
2. Taking Part is a National Statistic and as such has been produced to the high professional standards set out in the Code of Practice for Official Statistics. National Statistics undergo regular quality assurance reviews to ensure they meet customer needs and are produced free from any political interference. See the [Statistics Authority code of practice](#) for more information.

The UK Statistics Authority has designated these statistics as National Statistics, in accordance with the Statistics and Registration Service Act 2007 and signifying compliance with the Code of Practice for Official Statistics.

Designation can be broadly interpreted to mean that the statistics:

- meet identified user needs;
- are well explained and readily accessible;
- are produced according to sound methods; and
- are managed impartially and objectively in the public interest.

Once statistics have been designated as National Statistics it is a statutory requirement that the Code of Practice shall continue to be observed. See the [UK Statistics Authority assessment](#) for more information.

3. The latest results presented here are based on interviews issued between April 2014 and March 2015. The total sample size for this period is 9,817.
4. Statistical significance tests have been run at the 95% level. A significant increase at the 95% level means that there is less than 5% (1 in 20) chance that the difference observed within the sampled respondents was not also observed in the English population as a whole.
5. For more information see the [Taking Part Survey](#) webpages, including previous publications. Versions of the [questionnaires](#) from all years of the survey are also available.
6. The fieldwork for the survey has been conducted by TNS-BMRB. For more information, see <http://www.tns-bmr.co.uk>
7. The series of reports has been produced by Helen Miller-Bakewell, Wilma Deda, Becky Woods, Catherine Mottram and Niall Goulding (DCMS), Louise O'Sullivan, David Bade and Adala Leeson (Historic England), Eloise Poole (Arts Council England), Rachael Whitney and Helen Price (Sport England). Acknowledgement goes to colleagues within the DCMS, partner ALBs and TNS-BMRB for their assistance with the production and quality assurance of this release.
8. The responsible statistician for this release is Helen Miller-Bakewell. For enquiries on this release, please contact Helen on 0207 211 6355. This release was prepared by Becky Woods.
9. For general enquiries telephone: 0207 211 6200 or email enquiries@culture.gov.uk
10. To be kept informed about Taking Part publications and user events, please sign up to the Taking Part online newsletter [here](#).

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