

The Roy Morgan Research Centre Pty. Ltd.

Australia's Only Nation wide Consumer Research Organisation.

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18 January, 1974.

Sir Philip Jones,
Chairman of Directors,
Herald & Weekly Times,
44-74 Flinders Street,
MELBOURNE.

Dear Sir Philip,

Thank you for your enquiry regarding our conducting a survey for you on the problems related to why people don't buy or read the Melbourne Herald.

Putting the situation simply, the circulation and readership of a newspaper can be increased in one or more of the following ways:

1. Making casual buyers/readers into regular buyers/readers,
2. Making non-buyers/readers into casual buyers/readers, or
3. Make non-buyers/readers into regular buyers/readers.

Table 1: Readership Monday-Friday 1971-1973

	<u>All people</u>	<u>Total men</u>	<u>Total women</u>
<u>Melbourne Sun</u> (Page 206) %	%	%	%
Regular readers	53	56	50
Fairly casual	12 } 20	13	11
Very casual	8 }	8	7
Non-readers	27	23	32
<u>Melbourne Age</u> (Page 216)			
Regular readers	17	20	15
Fairly casual	11 } 25	11	12
Very casual	14 }	14	14
Non-readers	58	55	59
<u>Melbourne Herald</u> (Page 245)			
Regular readers	41	43	40
Fairly casual	20 } 32	19	20
Very casual	12 }	15	10
Non-readers	27	23	30
<u>Sydney Sun or Mirror</u> (Page 13 - Second section)			
Regular readers	49	44	55
Fairly casual	18 } 28	19	16
Very casual	10 }	12	7
Non-readers	23	25	22

Table 11a: Readership Over Two Weekends 1971-1973

	<u>All people</u>	<u>Men and Women</u>			
		<u>14-24</u>	<u>25-34</u>	<u>35-49</u>	<u>50 & over</u>
<u>Saturday Sun</u> (Page 206)	%	%	%	%	%
Regular readers - read both weekends	50	48	43	52	55
Casual readers - read one weekend	17	19	19	16	14
Non-readers - read neither weekend	33	33	38	32	31
<u>Saturday Age</u> (Page 216)					
Regular readers - read both weekends	24	(18)	23	31	25
Casual readers - read one weekend	21	(21)	23	24	16
Non-readers - read neither weekend	55	61	54	45	59
<u>Saturday Herald</u> (Page 245)					
Regular readers - read both weekends	42	(37)	41	45	(47)
Casual readers - read one weekend	24	23	21	25	25
Non-readers - read neither weekend	34	40	38	30	28
<u>Sunday Observer</u> (Page 11 - Third section)					
Regular readers - read both weekends	5	5	4	6	5
Casual readers - read one weekend	11	(15)	(12)	10	8
Non-readers - read neither weekend	84	80	84	84	87