

Figures and tables

TABLE 1: Estimated proportions of total annual time spent with each of five UK national newspapers by their British and overseas print and online audiences, April 2015–March 2016 (inclusive)

	% of annual time spent with the brand			
	British audience ¹		Overseas audience	
	Print	Online	Print	Online
Express	92	4	3	2
The Telegraph	84	9	3	4
The Sun	93	2	4	0
The Mail	68	20	5	7
Star	84	4	11 ²	2
AVERAGE	84	8	5	3

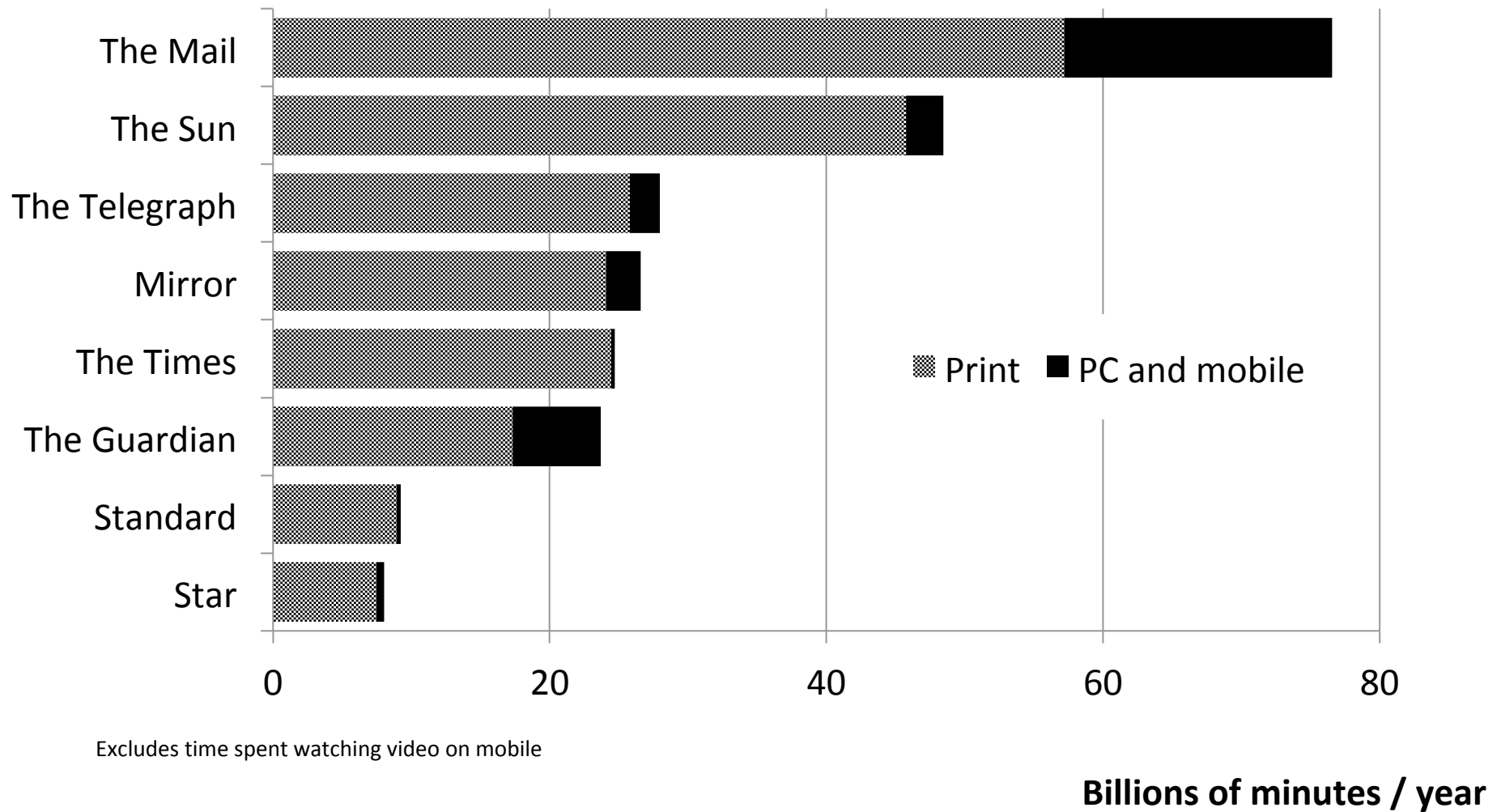
¹ These proportions differ from those in Figure 1 because the data is eight months older, during which period there was a minor increase in the proportion of reading time coming from newspapers' online editions.

² The relatively high proportion of overseas print reading time received by the Star is due to its high circulation in the Republic of Ireland.

Rows may not add up to 100% due to rounding.

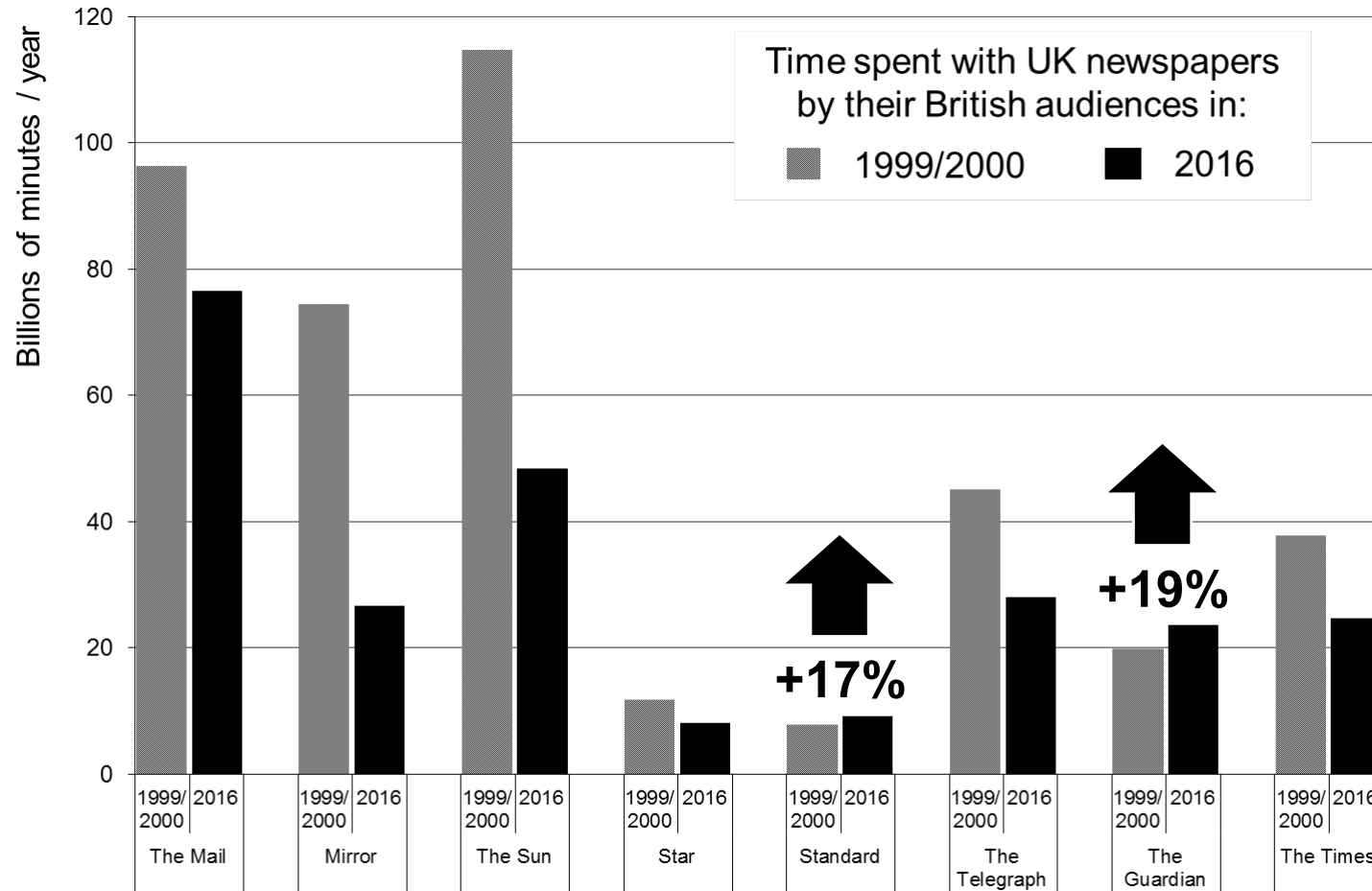
Sources: NRS, comScore, ABC.

FIGURE 1: Total minutes spent reading by the aggregated British print, PC, and mobile readerships (18+) of each of eight UK newspaper brands, 2016



Sources: NRS and comScore.

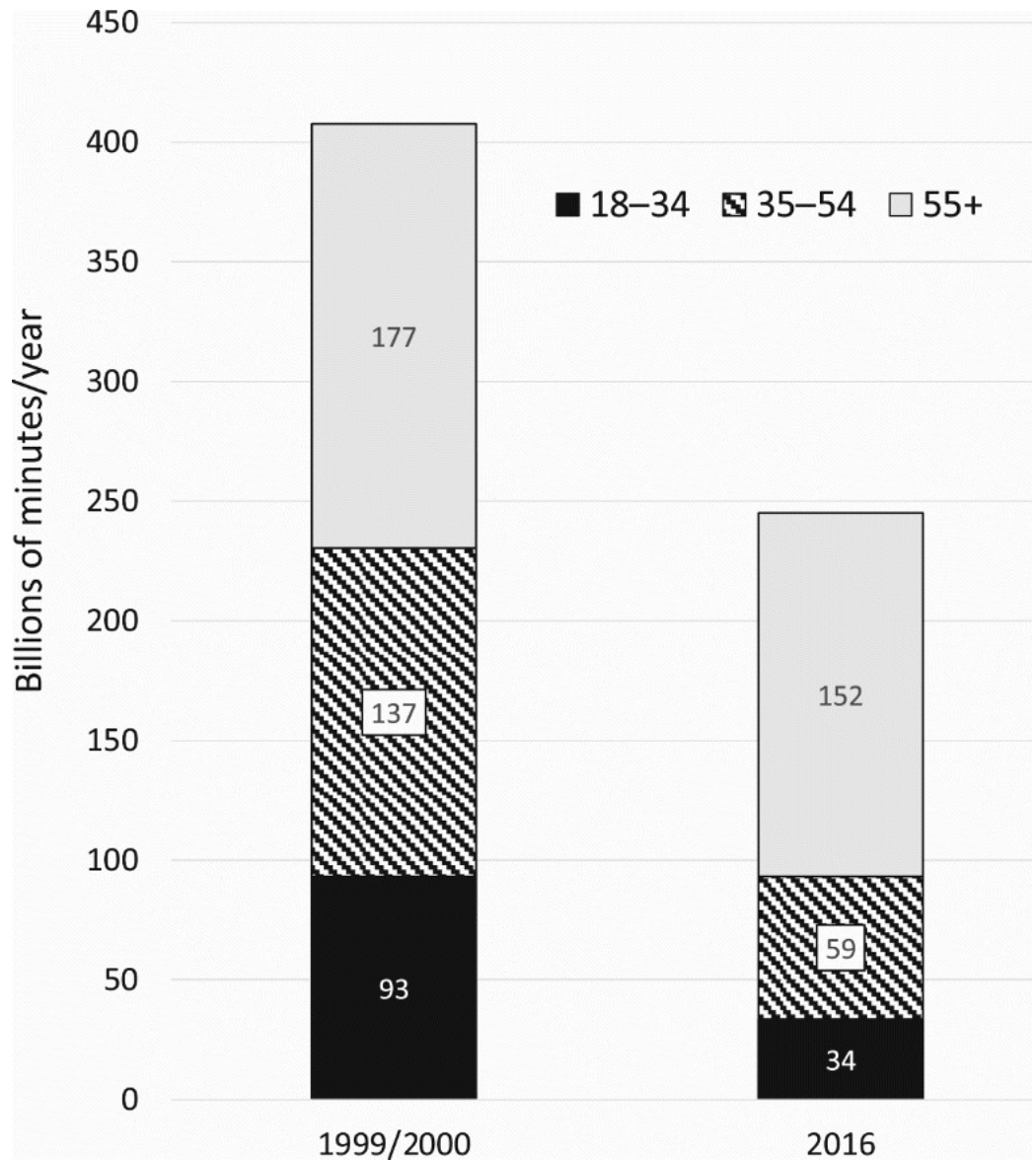
FIGURE 2: Changes in total annual attention (measured by minutes spent reading) received by each of eight UK newspaper brands from their British audiences between 1999/2000 and 2016



Reading time for 2016 includes PC, mobile, and print audiences. Only print reading time is included in the 1999/2000 figures. In 1999/2000 the time spent reading online was insignificant for this sample of newspaper brands.

Sources: NRS and comScore.

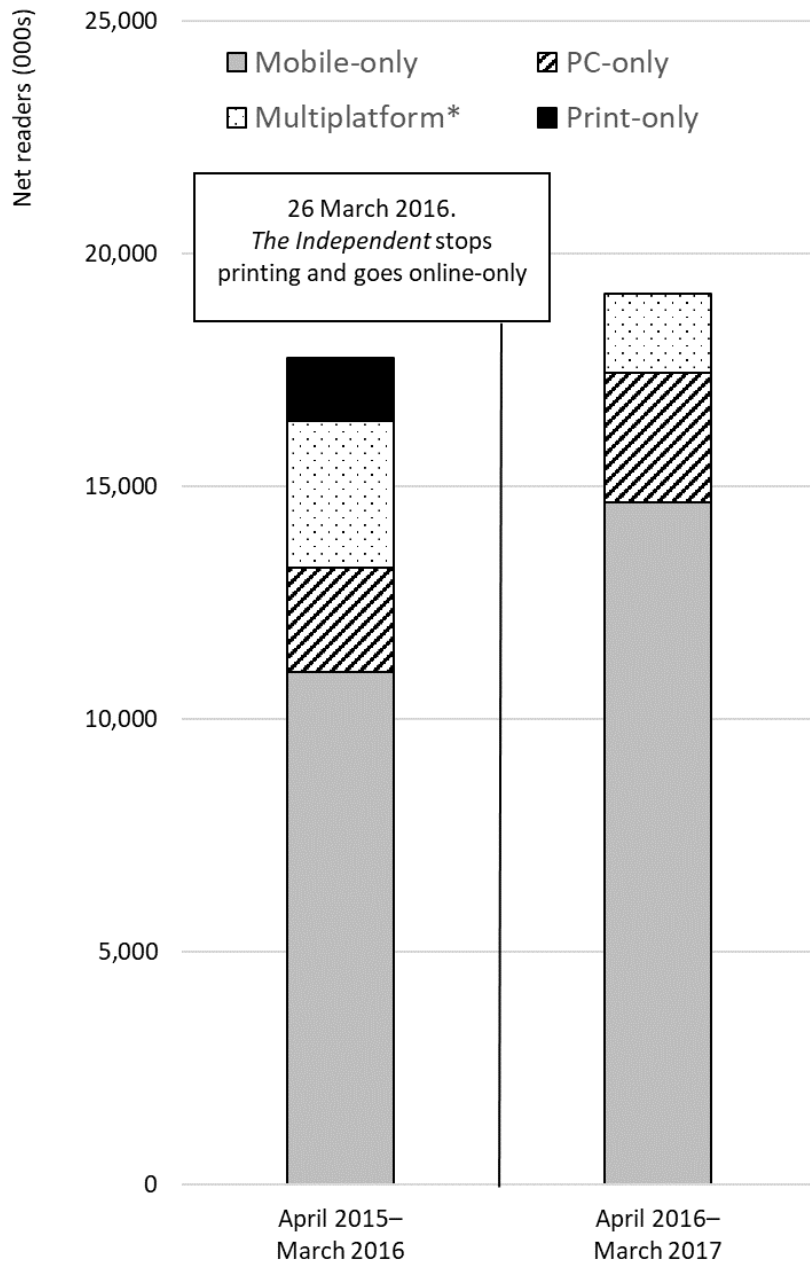
FIGURE 3: Changes in total annual attention received by eight UK newspaper brands* from their younger (18–34), middle-aged (35–54), and older (55+) British audiences between 1999/2000 and 2016



Reading time for 2016 includes PC, mobile, and print audiences. Only print reading is included in the 1999/2000 figures. In 1999/2000 the time spent reading online was insignificant for this sample of newspaper brands.

* The Mail, Mirror, Star, The Telegraph, The Guardian, The Sun, Standard, and Times
Sources: NRS and comScore

FIGURE 4: Net (deduplicated) monthly British readership (aged 15+) of The Independent in the 12 months before and the 12 months after it stopped printing and went online-only



* For the period April 2015–March 2016 a multiplatform reader is defined as one who read The Independent via print & PC, or print & mobile, or print, PC, & mobile, or PC & mobile. For the period April 2016–March 2017 a multiplatform reader is defined as one who read The Independent via PC & mobile.

Source: NRS PADD.

FIGURE 5: Changes in the total attention (measured by time spent reading) received by The Independent from its British audience before and after it went online-only

