

National Newspapers - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Changes to Facebook’s News Feed present both problems and opportunities for newspaper publishers. It highlights the need to diversify across platforms to not become reliant on any particularly source for traffic. Some newspapers, however, could gain more prominence on the social network as Facebook takes a more active role in promoting trustworthy sources.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- **Facebook’s News Feed change highlights the importance of diversifying platforms**
- **Fake news and divisive politics offer boost for quality newspapers**

In regards to print, the story remains the same for national newspapers. There was a decline in print circulation in 2017 and there are few indications that the rate of decline will slow or accelerate dramatically over the next five years. Mintel forecasts circulation will fall by further between 2017 and 2022. While there are occasions where some people appear to have a preference for tangible newspaper content (after major events take place) and publishers should not neglect their staple product, clearly online content has to be the focus going forward with publishers continuing to diversify their digital offerings, from VR (virtual reality) to podcasts.

The on-going investigation into fake news does appear to have created a friendlier online environment for newspapers as more consumers become alive to the importance and value of reliable journalism and trusted sources. This is helping to further open the door for newspapers, especially quality ones, to implement strategies that require investment from a reader, monetarily or otherwise.

The primary way that people discover national newspaper articles online is directly from national newspaper websites and apps. This will be encouraging for publishers as other discovery tools, such as social media and aggregators, continue to undergo major shifts in terms of their news content. Notably, Facebook has announced it is changing its News Feed to have less news content, potentially impacting traffic to newspapers’ websites.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know
 Products covered in this Report

Executive Summary

The market
 Print declines were 8% in 2017
 Figure 1: Trend in total UK annual print circulation, 2012-22

Key players
 The Times is the only title to increase its print circulation
 Sunday circulation falls by 11%
 The Independent and The Sun grow online reach significantly
 Trinity Mirror moves forward with attempts to take over Daily Express

The consumer
 More than one in four are registered to an online newspaper
 Figure 2: National newspaper online behaviour, November 2017

Facebook's News Feed change to impact discovery
 Figure 3: Methods of discovering national newspaper articles, November 2017

People want more feel-good stories
 Figure 4: Attitudes towards national newspapers, November 2017

One in 10 trust every national newspaper they read
 Figure 5: Trust in national newspapers, November 2017

Only one in four want broadsheets to become smaller
 Figure 6: Print newspaper preferences, November 2017

What we think

Issues and Insights

Facebook's News Feed change highlights the importance of diversifying platforms
 The facts
 The implications
 Fake news and divisive politics offer boost for quality newspapers
 The facts
 The implications

The Market – What You Need to Know

Print declines were 8% in 2017
 The Times and The Telegraph raise print prices by 20p
 Facebook changes News Feed after further fake news controversy
 Virgin Trains tries to stop selling the Daily Mail

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UK government introduces response unit to tackle fake news
 IPSO creates new logo

Market Size and Forecast

Print volumes down 8% in 2017
 Figure 7: Trend in total UK annual print circulation, 2012-22
 Figure 8: Trend in total UK annual print circulation, 2012-22

Forecast methodology

Market Drivers

The Times and The Telegraph raise print prices by 20p
 Figure 9: Basic UK cover prices for national newspapers, January 2017 and December 2017

Facebook changes News Feed after growing controversy
 Organisations look to tackle the issue of fake news
 UK government introduces response unit
 IPSO creates new logo
 Brands under pressure regarding tabloids
 UK publishers receive donations from Google's innovation fund

Key Players – What You Need to Know

Quality newspapers are the best performing print segment
 Sunday circulation falls by 11%
 The Independent and The Sun grow online reach significantly
 Trinity Mirror moves forward with attempts to take over Daily Express
 The Telegraph concentrates on registered users
 The Guardian goes tabloid
 Publishers band together to launch new advertising marketplace

Market Share

Quality newspapers are the best performing print segment
 Figure 10: Daily national newspapers' average print circulation per issue, 2016 and 2017

Sunday circulation falls by 11%
 Figure 11: Sunday national newspapers' average print circulation per issue, 2016 and 2017

The Independent and The Sun grow online reach significantly
 Figure 12: Average daily unique visits to national newspaper websites, 2015-17

Financial Times read more than ever before
 The Guardian boosts digital revenue
 The Times grows subscription numbers by 10%
 Trinity Mirror moves forward with attempts to take over Daily Express
 The Guardian and Mail lead the way on social media
 Figure 13: Social media presence of select major UK newspapers, 2016-18

Launch Activity and Innovation

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The Telegraph concentrates on registered users
 The Guardian goes tabloid
 Publishers band together to launch new advertising marketplace
 MailOnline includes new video player in sidebar
 The Telegraph and Amazon partner to create Echo show
 iWeekend re-launched by Johnston Press
 The Guardian continues to invest in VR
 The Times launches new subscription legal service
 Daily Mail expands role with TV launch in US

Brand Research

Brand map

Figure 14: Attitudes towards and usage of selected brands, November 2017

Key brand metrics

Figure 15: Key metrics for selected brands, November 2017

Brand attitudes: The i is considered the most innovative brand

Figure 16: Attitudes, by brand, November 2017

Brand personality: The Sun is viewed as more unethical than other newspapers

Figure 17: Brand personality – Macro image, November 2017

The Telegraph and The Times are considered the most authoritative

Figure 18: Brand personality – Micro image, November 2017

Brand analysis

The Guardian is the most trusted newspaper

Figure 19: User profile of The Guardian, November 2017

i stands above other quality newspapers in terms of value and entertainment

Figure 20: User profile of i, November 2017

The Times is thought to offer the most consistent quality

Figure 21: User profile of The Times, November 2017

Perceptions of The Telegraph are not as positive as for other quality newspapers

Figure 22: User profile of The Telegraph, November 2017

Daily Mail inspires similar levels of trust to quality newspapers

Figure 23: User profile of Daily Mail, November 2017

Daily Express fails to stand out

Figure 24: User profile of Daily Express, November 2017

Daily Mirror has similar, but weaker, image to The Sun

Figure 25: User profile of Daily Mirror, November 2017

The Sun inspires strong associations

Figure 26: User profile of The Sun, November 2017

The Consumer – What You Need to Know

Six in 10 read a daily print newspaper

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- Over half of people read national news on a smartphone
- More than one in four are registered to an online newspaper
- Directly visiting websites/apps is still the main way people find articles
- People want more feel-good stories
- One in four search out particular journalists
- Only one in 10 trust every national newspaper they read
- One in three prefer reading print for major events

Print National Newspaper Readership

- One in four read the Daily Mail in print
Figure 27: Daily print national newspaper readership, November 2017
- One in three read only one print newspaper
Figure 28: Repertoire of daily national print newspapers read, November 2017
- Less than half read a Sunday print newspaper
Figure 29: Sunday print national newspaper readership, November 2017

Online National News Websites and Devices

- Over half of people read national news on a smartphone
Figure 30: Devices used to read national news, November 2017
- Smart-speakers offer new platform for news as audio grows in importance
- The BBC remains most popular online news source
Figure 31: National news websites/apps visited, November 2017

National Newspaper Online Behaviour

- More than one in four are registered to an online newspaper
Figure 32: National newspaper online behaviour, November 2017
- One in five will voluntarily donate money
- There is an audience willing to pay for VR journalism
- Tailored editions take social media use to next level

Methods of Discovering Articles

- Facebook's News Feed change to impact discovery
Figure 33: Methods of discovering national newspaper articles, November 2017
- Publishers have mixed experiences with aggregators
- Publishers are in a stronger position to negotiate with aggregators

Attitudes towards National Newspapers

- People want more feel-good stories
Figure 34: Attitudes towards national newspapers, November 2017
- One in four search out particular journalists
- Many are looking for more diverse political views from newspapers

Trust in National Newspapers

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Only one in 10 trust every national newspaper they read

Campaigns run to boost trust in national newspapers

Figure 35: Trust in national newspapers, November 2017

Print Newspaper Preferences

One in three prefer reading print for major events

Success of news magazines could indicate the future of print newspapers

Figure 36: Print newspaper preferences, November 2017

Only one in four want broadsheets to become smaller

16-34-year-olds are more open to using QR codes

Figure 37: Print newspaper preferences, by age, November 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Market forecast

Figure 38: Total UK annual print circulation, 2017-22

Forecast methodology

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