**Supplementary materials**

**Online reading time in 1999/2000**

We found no suitable data on the time spent reading newspapers online in 1999/2000. As a result, zero minutes of online reading time were included in our calculations for 1999/2000. Given that only about a quarter of the UK population was online in this period (compared to over 90 per cent in 2015), and given that some newspapers in our sample were not online at all in 1999/2000 (including *The Mail*, the brand with which most time was spent in 2016), we expect that this omission has made only very small differences to our results. To take one example, *The Guardian* reported receiving 22,121,860 page impressions in October 2000 (*Guardian* 2000), a figure around 2.5 per cent of the number received (860,638,088) in December 2015, according to the Audit Bureau of Circulations (ABC 2015).

**TABLE A**

Proportion of UK adults of different ages who use newspapers1 as their “main” or “other” source of news, 2015 (*N*=2017)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **16–34** | **35–54** | **55+** |
| **Main source** | 10% | 8% | 9% | 12% |
| **Other source** | 44% | 38% | 42% | 53% |

Source: Media Tracker(Ofcom 2016a).

1 No distinction is made between newspapers’ print and online editions.

**TABLE B**

Proportion of UK adults of different ages who use newspapers weekly, and their average weekly minutes of newspaper consumption, 2016 (*N*=1512)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **16–34** | **35–54** | **55+** |
| **Proportion who use newspapers1 weekly** | 50% | 34% | 46% | 67% |
| **Weekly minutes of newspaper1 consumption** | 219 | 117 | 181 | 288 |

Source: Digital Day (Ofcom 2016b).

1 No distinction is made between newspapers’ print and online editions.

**TABLE C**

Proportion of UK adults of different ages who use newspapers’ print or online editions “nowadays”, 2015 (*N*=2921)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Use for news nowadays** | **All** | **16–34** | **35–54** | **55+** |
| **Printed newspapers** | 31% | 21% | 25% | 44% |
| **Websites/apps of newspapers** | 28% | 26% | 27% | 33% |

Source: News Consumption in the UK, 2015(Ofcom 2015).

**Table D:** Proportion of UK adults of different ages who use specific newspaper brands’ print (Mon–Sat) or online editions “nowadays”, 2015 (*N*=2921)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **16–34** | **35–54** | **55+** |
| *The Sun* (print) | 20% | 27% | 23% | 15% |
| *The Sun* website or app | 2% | 1% | 3% | 0% |
|  |  |  |  |  |
| *The Daily Mail* (print) | 19% | 14% | 9% | 27% |
| *The Daily Mail* website or app | 9% | 7% | 11% | 9% |
|  |  |  |  |  |
| *The Evening Standard* (print) | 6% | 8% | 7% | 4% |
| *The Evening Standard* website or app | \* | \* | \* | 1% |
|  |  |  |  |  |
| *The Daily Star* (print) | 4% | 4% | 8% | 3% |
| *The Daily Star* website or app | \* | \* | 1% | \* |
|  |  |  |  |  |
| *The Metro* (print) | 12% | 25% | 16% | 5% |
| *The Metro* website or app | 1% | 1% | 2% | 2% |
|  |  |  |  |  |
| *The Guardian* (print) | 8% | 13% | 9% | 6% |
| *The Guardian*/*Observer* website or app | 9% | 11% | 7% | 8% |
|  |  |  |  |  |
| *The Times* (print) | 9% | 10% | 6% | 10% |
| *The Times*/*Sunday Times* website or app | 2% | 2% | 1% | 3% |
|  |  |  |  |  |
| *The Daily Mirror* (print) | 13% | 8% | 11% | 15% |
| *The Daily Mirror* website or app | 1% | 1% | 1% | 2% |
|  |  |  |  |  |
| *The Daily Telegraph* (print) | 8% | 6% | 6% | 10% |
| *The Telegraph* website or app | 3% | 2% | 2% | 8% |
|  |  |  |  |  |

Source: News Consumption in the UK, 2015(Ofcom 2015).

\* Small base.

Note: The table excludes exposure to newspaper brands’ Sunday print editions. For reasons of brevity, not all the newspaper brands included in the Ofcom survey have been listed in this table.

**TABLE E**

Proportion of regular (at least once a month) online news consumers in the UK of different ages who use print and online newspapers weekly and as their main source of news, 2016 (*N*=2024)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **18–34** | **35–54** | **55+** |
| **Used print newspapers in previous week** | 34% | 18% | 31% | 50% |
| **Used newspapers’ websites/apps in previous week** | 30% | 36% | 28% | 28% |
| **Print newspaper used as main source of news** | 9% | 5% | 7% | 15% |
| **Newspapers’ websites/apps used as main source of news** | 10% | 15% | 10% | 6% |

Source: Reuters Institute Digital News Survey, 2016.

**Table F:** Proportion of regular (at least once a month) online news consumers in the UK of different ages who use named print and online newspaper brands weekly, 2016 (*N*=2024)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **18–34** | **35–54** | **55+** |
| *The Sun* (print) | 14% | 8% | 22% | 12% |
| The Sun online | 5% | 6% | 5% | 3% |
|  |  |  |  |  |
| *Daily Mail* (print) | 13% | 5% | 11% | 21% |
| MailOnline | 17% | 18% | 15% | 18% |
|  |  |  |  |  |
| *The Guardian* (print) | 4% | 5% | 3% | 4% |
| Guardian online | 14% | 22% | 12% | 8% |
|  |  |  |  |  |
| *The Independent* (print) | 2% | 2% | 2% | 2% |
| Independent online/i100  | 6% | 11% | 6% | 3% |
|  |  |  |  |  |
| *The Telegraph* (print) | 6% | 4% | 4% | 9% |
| Telegraph online | 9% | 11% | 7% | 9% |
|  |  |  |  |  |
| *The Mirror* (print) | 11% | 5% | 12% | 16% |
| Mirror online | 8% | 9% | 9% | 6% |
|  |  |  |  |  |
| *Daily Express* (print) | 2% | 2% | 2% | 3% |
| Express online | 2% | 4% | 1% | 2% |

Source: Reuters Institute Digital News Survey 2016.

**TABLE G**

Sample of newspaper brands used in this study

|  |  |  |  |
| --- | --- | --- | --- |
| **Brand** | **Monday–Friday or Saturday print edition** | **Sunday print edition** | **Collective noun for brands’ online editions1** |
| *The Mail* | *Daily Mail* | *The Mail on Sunday* | DailyMail.co.uk |
| *The Sun* | *The Sun* | *The Sun on Sunday* | The Sun Online |
| *The Telegraph* | *The Daily Telegraph* | *The Sunday Telegraph* | Telegraph.co.uk |
| *Mirror* | *Daily Mirror* | *Sunday Mirror* | Mirror Online |
| *The Times* | *The Times* | *The Sunday Times* | Times Online |
| *The Guardian* | *The Guardian* | *The Observer* | TheGuardian.com |
| *Star* | *Daily Star* | *Daily Star Sunday* | DailyStar.co.uk |
| *Standard* | *London Evening Standard*2 | *n/a* | Standard.co.uk |

1 Taken from comScore’s “Dictionary”.
2 The *London Evening Standard* only publishes Monday–Friday.

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