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Research in Regional Press

**REGPRESS**

# Identification of Newspapers



## **Introduction**

In this section the strive is to identify the active newspapers in the three areas, Småland, Blekinge and the west coast (area around Borås) and their circulation, subscription level and household coverage as examples. This section also focuses on national trends in regard of subscription, exposure to news, most read in morning papers, revenues and state subsidies. The information which follows in this section is gathered from the TS Media website and the Nordicom website. TS Media is an impartial media audit, which examines Swedish media and the media market. Nordicom is a Nordic knowledgecenter for media and communication, and it's a institution within the Nordic council of ministers (Nordiska Ministerrådet). The statistics from the TS Media website were compiled in an Excel file with all of the available statistics about the daily and the free newspapers, as an example the statistics of circulation; which is summed up in this section. The majority of the information gathered from Nordicom is from the last available SOM-research (SOM Institute: Society, Opinion, Media), 2014, although information from past ones is included as well to show trends and tendencies.

In these three areas: Småland, Blekinge and the west coast (the area around Borås) there are about 84 newspapers, including daily press, free newspapers and newspapers which exists solely on the web. The information about the daily press and the free newspapers are from the *TS Media* website, however they did not have statistics about the web newspapers, among these there could be hidden statistics regarding the number of them, as for the statistics of "clicks", views and visitors, there is no platform where this information is gathered and can there for only be retrieved by asking them directly.

Common for all of the areas Småland (Växjö, Kalmar), Blekinge (Karlskrona), the west coast (Borås) was that one daily newspaper was more dominant in the total household coverage, even though there were almost always more than one daily newspaper that cover the same area. The newspapers with the highest household coverage in the area around Kalmar was Barometern Oskarshamns-Tidningen with 49, 9 percent, while the total circulation was 39 500 and the subscription level 92 percent. In the area around Växjö, the newspaper with the highest household coverage was Smålandsposten (50, 7 percent, total circulation 34 200, subscription level 93 percent). In Blekinge, around Karlskrona was Blekinge Läns Tidning/ Sölvesborgs Tidningen/ Karlshamns Allehanda the paper with the highest household coverage (48, 5 percent, total circulation 31 800,

subscription level 89 percent). Towards the west side of Blekinge (Sölvesborg, Karlshamn) the dominant paper lost some percentages in the household coverage to the daily newspaper which cover the second most households in this area, Sydöstran, Sydöstra Sveriges Dagblad. In the area around Borås on the west coast the same tendencies were prominent, it showed that one daily newspaper had the major coverage. Borås Tidning had the highest household coverage around Borås (43,9 percent, total circulation 40 000, subscription level 92 percent). These daily newspapers: Barometern Oskarshamns-Tidningen, Smålandsposten, Blekinge Läns Tidning/ Sölvesborgs Tidningen/ Karlshamns Allehanda and Borås Tidning, also share a similar trend, between 2013 and 2014 they all decreased their circulation between 3,1-2 percent. Common for all of these dominant papers (and also for some of the non-dominant ones) are that they're part of the Gota Media Group.

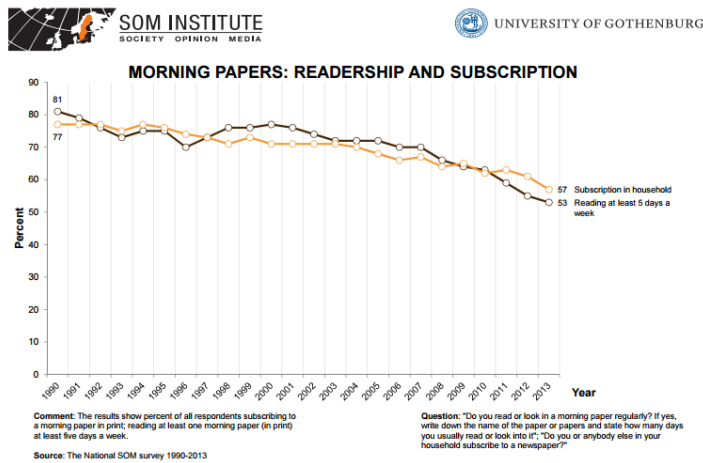
Area	Newspaper	Type of newspaper	Circulation	Change in circulation (2013-2014)	Level of subscription	Household coverage
Småland	(Kalmar) Barometern Oskarshamns-Tidningen	Daily press	39 500	- 2,00 %	92 %	49,90%
Småland	(Kalmar) Östra Småland/ Nyheterna	Daily press	8 800	- 12,00%	83 %	10,00%
Småland	(Växjö) Smålandsposten	Daily press	34 200	- 2,00 %	93 %	50,70%
Småland	(Växjö) Växjöbladet/Kronobergaren	Daily press	2 300		86 %	3,30 %
Blekinge	Blekinge Läns Tidning/ Sölvesborgs Tidningen/ Karlshamns Allehanda Sydöstran Sydöstra Sveriges Dagblad	Daily press	31 800	- 2,20 %	89 %	48,50%
Blekinge		Daily press	10 500	1,00 %	78 %	12,50%
West coast	(Borås) Borås Tidning	Daily press	40 000	- 3,10 %	92 %	43,90%
West coast	(Borås) Ulricehamns Tidning	Daily press	8 200	-	92 %	8,90 %

*Source: TS Media*

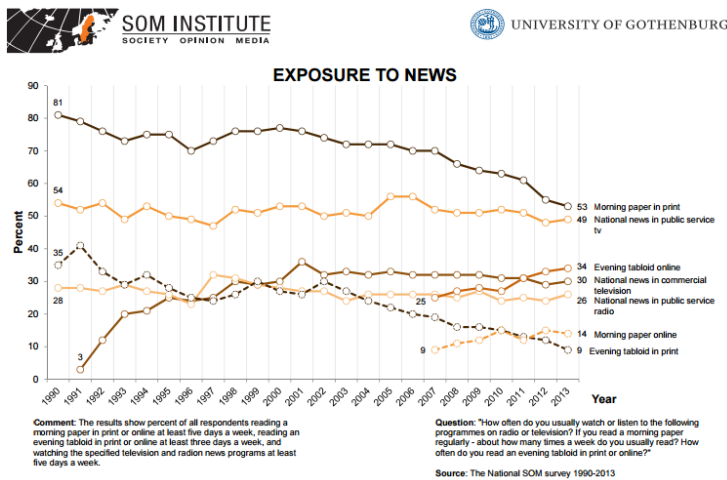
Common for these daily newspapers mentioned above (and the other daily newspapers in these areas) are that they possess a strong local anchoring, with a particular focus on the immediate vicinity. This focus is on the nearby cities, towns and counties and cover most of the papers available news pages, with a broad range of topics from municipal

policy, urban development, school activities, events, healthcare etc. all with a local anchoring. All of the daily newspapers also leave a few pages for domestic and international news as well as sport and culture.

On a national level in Sweden, the daily press subscription levels shows a decline. In the 2014 SOM-research 57 percent of the respondents claimed that they subscribed to a daily newspaper, for 2013 and 2012 it showed a few percent higher. While in the 1990:s 81 percent of the respondents had a subscription to a daily newspaper. The graph below shows the subscription decline of morning newspapers in Sweden.



Although the decline of subscriptions morning paper/ daily press is still the media through which the majority of the respondents in the SOM-research are exposed to news. Even though this also shows a decline since the beginning of 2000. The result still showed that 53 percent of all respondents read the daily paper online or in print at least five days a week. The exposure to news is through the different medias is visible in the graph below.



National news in the public service tv followed daily press. 49 percent of the respondents are exposed to it at least five times a week. National news in the public service tv followed a more stable trend, and didn't have the steep fall of daily press.

The most read segment of daily press, regardless of which year it is, are the local news, with a variation width of 84-89 percent, between 1987-2012.



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SOCIETY OPINION MEDIA



UNIVERSITY OF GOTHENBURG

**MOST READ CONTENT IN LOCAL MORNING PAPERS (Percent)**

Year	1986	1987	1995	1996	2000	2002	2003	2004	2006	2007	2012
Local news		89	88	84	88	85	88	87	85	87	85
About radio and tv	58	67	69	53	59	58	60	60	60	52	60
Foreign news	57	67	67	57	55	56	59	58	60	66	60
Family news	--	54	62	52	58	53	57	56	56	55	56
Letters to the editor		52	59	47	52	48	53	48	50	52	50
Sports	43	43	43	40	41	41	43	43	45	43	45
Culture	24	32	37	31	42	29	34	35	37	43	37

Comment: Five response alternatives to the question asked: "Everything/almost everything; Fairly much; Not very much; Nothing/hardly anything; Don't know". The results show percent respondents answering "Everything/almost everything" or "Fairly much". The results refer to the population of reading a local newspaper at least once a week. Percentages are based on respondents who answered at least one question item.

Question: "How much of the following content types do you usually read in the local morning paper?"

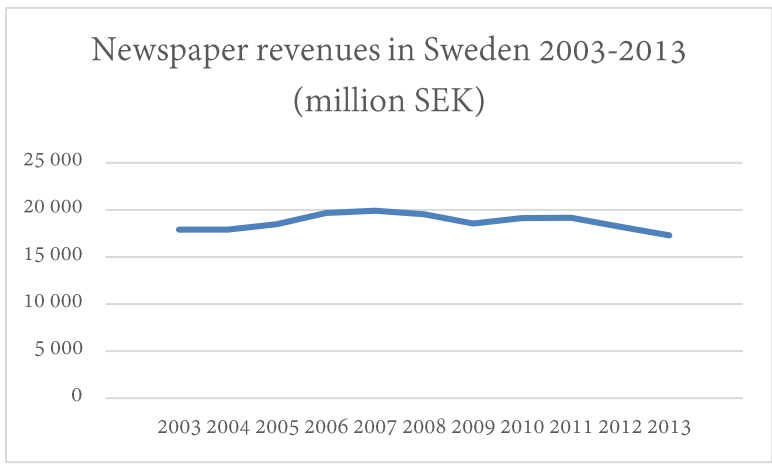
Source: The National SOM survey 1986-2012

The media which the respondents of the SOM-research have the most confidence in (1999-2012) is the Swedish public service tv, followed by local daily press.

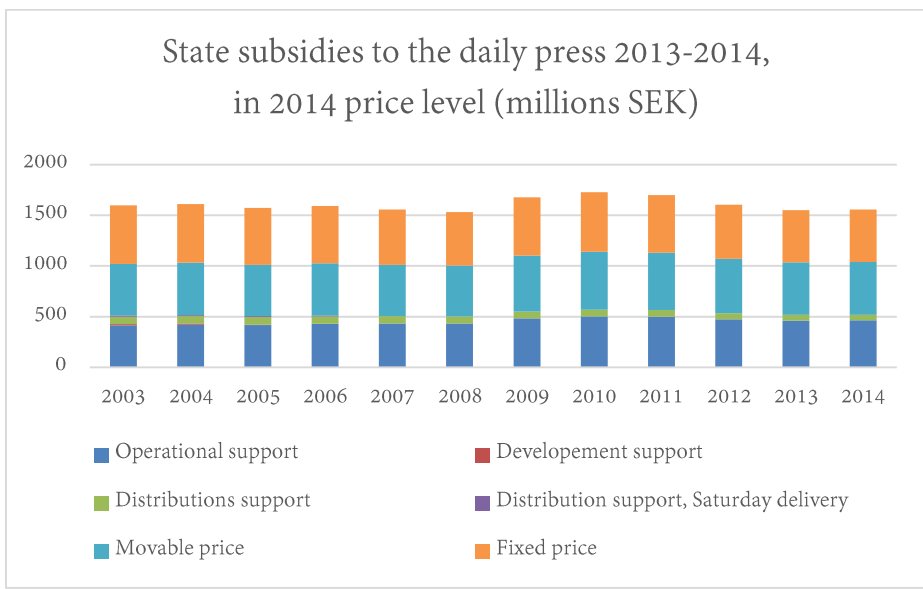
In 2014 newspaper readership, online and paper-versions, reached 66 percent (64 percent men, 67 percent women). It spread out over the age groups as follows: 9-14: 27%, 15-24: 42%, 25-44: 63%, 45-64: 74 %, 65-79: 83 % (*Nordicom*). The readership of the paper version reached 54 percent (51 percent men, 56 percent women). The readership of the paper versions had a higher frequency in the age group 45-79 than 9-44. The online version of the newspaper reached overall 24 percent (26 percent men, 22 percent women) and had the highest frequency in the age group 25-44 (37 percent).

The table below shows newspaper sales, advertising sales and other operating revenues. Including paid-for newspapers and the publishers' free newspapers. Since 2006 newspapers in Sweden shows a slow decline with a few percent a year, except for 2009

where it was a steeper fall with an increase in 2010. Between the years 2012 and 2013 there was a decline of five percent.



Source: Nordicom



Source: Nordicom

Seen to the state subsidies, shown in the table above, the average general level is around the same amount between 2003 and 2014, except a higher peak 2009-2011. While operational support has increased since the beginning of 2000 the distribution support has decreased, almost every year. In regard of the Gota Media Group the state subsidies decreased from 35 M SEK 2013 to 34 M SEK 2014.

In conclusion, all if the areas had a dominant daily newspaper, with about 40-50 percent of the total household coverage, this was also true for the cities not mentioned above as Jönköping, Småland (Jönköpings-Posten 40,6 percent). Coherent was also the

subscription level of the circulation which were about 90 percent for all of the dominant papers, worthy of mentioning were that all areas and most of the cities/towns also had a noticeable secondary paper/s as well. Most of the papers showed a decline in circulation, this is also coherent with the current trend on a national level; both on a local and national level the percentage of subscriptions has decreased a few percent during the last year and it is an ongoing tendency. With the subscriptions of the newspaper decreasing the revenues follow, this is visible on a national level and locally in the Gota Media annual accounts as well.

