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## **Survey of Architects' Magazine and Journal Readership 2004**

Study No. 13850

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## Introduction and methodology

As part of a regular readership research program, Sweeney Research was commissioned in November 2003 by Architecture Media Pty Ltd, publisher of *Architecture Australia*, *Architectural Product News*, *Houses* and *Artichoke* magazines, to conduct a telephone survey of registered architects. The survey examined architects' readership of professional journals and other publications claiming to target the architecture profession, and was based on similar surveys by Sweeney Research published in 2001 and 1998.

As well as the readership information, the survey collected data about the respondents – their practice type and size, their professional experience and whether or not they were members of the Royal Australian Institute of Architects (RAIA).

As with previous research, respondents were selected on a randomised basis from the Registration Board lists of architects in each state and territory. A total of 300 interviews were completed. The sample closely approximated the proportions of architects in each state and territory and also the proportion of registered architects with membership of the RAIA (about 60% of registered architects are members of the RAIA). Thus the sample is considered to be representative of Australian architects. (See Appendix 2: Characteristics of the sample.)

Note that in the presentation of results, percentages are rounded to the nearest whole number.

## Questions asked

Respondents were asked a series of questions about Australian magazines and journals related to architecture.

Initial questions collected data about the respondents – their practice type and size, their professional experience and whether or not they were members of the Royal Australian Institute of Architects (RAIA).

- *“Are you a member of the Royal Australian Institute of Architects (RAIA)?”*
- *“Do you presently work as a practising architect and if so are you a sole practitioner, a partner in an architecture firm or an employed architect?”*
- *“How many people in total work in your firm?”*
- *“How many years of professional experience do you have?”*

For the next series of questions, respondents were asked about awareness and readership of magazines and journals related to architecture, in particular unprompted awareness, prompted awareness, and readership measured on a response scale of Always Read, Often Read, Occasionally Read, and Never Read.

- *“When you think of Australian architecture journals and magazines, what are the first names you think of?”*
- *“And are you aware of the following?”* [Interviewer reads out from list of titles (see Appendix 1) those not mentioned in response to the question above.]
- *“Would you always read, often read, occasionally read or never read the following magazines or product guides?”* [Interviewer reads out from list of titles (see Appendix 1).]

The full results (in alphabetical order of publications) for these are shown in Appendix 1: Awareness and readership – summary of results.

The next series of questions asked respondents to name journals and magazines that were best for different types of information. Responses to these questions were all unprompted (i.e. respondents were not given a list of magazines to choose from).

"I'd like to ask your opinions on which magazines are best for different things." [Interviewer reads out topic for each.]

- *"Could you please tell me which Australian magazine is best for useful design information?"*
- *"Which Australian magazine is best for information or ideas on house design?"*
- *"Which is best for finding out what's going on in the profession in Australia?"*

For the final series of questions, respondents were asked to name journals and magazines that they preferred. Again, responses to these questions were all unprompted (i.e. respondents were not given a list of magazines to choose from).

- *"Which Australian magazine do you feel is the most respected by architects?"*
- *"If you could only have one architecture (or related) magazine, which one would you choose?"*

## Readership

To better examine the information contained in the table in Appendix 1, summary tables have been prepared. Of most interest are the results for Always Read and Always Read/Often Read, shown below. Similar tables can be constructed from the full readership results in Appendix 1 for Occasionally Read, Never Read and Not Recalled.

### Readership – Always Read

	%
1. Architectural Product News	45
2. Architecture Australia	43
3. Building Products News	34
4. Infolink Architectural	27
5. BCME	26
6. Houses	22
7. Architectural Review Australia	17
8. Monument	9
9. Indesign	5
10. Inside	5
11. Specifier	4
12. Trends	4
13. Artichoke	3
14. Belle	3
15. Vogue Living	3
16. POL Oxygen	2
17. Luxury Home Design	1

## Readership – Always Read/Often Read

	%
1. Architectural Product News	68
2. Architecture Australia	65
3. Building Products News	56
4. Infolink Architectural	43
5. BCME	42
6. Houses	39
7. Architectural Review Australia	29
8. Monument	19
9. Specifier	15
10. Inside	13
11. Indesign	11
12. Trends	11
13. Vogue Living	10
14. Belle	8
15. Artichoke	6
16. Luxury Home Design	4
17. POL Oxygen	3

## Magazines “best for ...”

Architects were asked to name journals or magazines that were best for different types of information or for different purposes. Responses to these questions were all **unprompted** (i.e. respondents were not given a list of magazines to choose from).

Questions: *“I’d like to ask your opinions on which magazines are best for different things.”*  
[Interviewer reads out topic for each.] *“Could you please tell me which Australian magazine is best for useful design information?”* And *“Which Australian magazine is best for information or ideas on house design?”* And *“Which is best for finding out what’s going on in the profession in Australia?”*

### Best for useful design information

	%
1. Architecture Australia	26
2. Houses	14
3. Architectural Review Australia	12
4. Monument	8
5. Building Products News	4
6. Infolink Architectural	4
7. Architectural Product News	2
8. Indesign	1
9. Inside	1
10. Luxury Home Design	1
11. Trends	1
12. BCME	1
13. UME	1
14. Others*	1
<i>None/Don't know</i>	23

## Best for information or ideas on house design

	%
1. Houses	48
2. Architecture Australia	8
3. Architectural Review Australia	4
4. Monument	4
5. Belle	2
6. Luxury Home Design	1
7. Trends	1
8. Vogue Living	1
9. Building Products News	1
10. House & Garden	1
11. Others*	3
<i>None/Don't know</i>	25

## Best for finding out what's going on in the profession in Australia

	%
1. Architecture Australia	66
2. RAlA State Chapter Publications	7
3. Architectural Review Australia	5
4. Building Products News	1
5. Others*	4
<i>None/Don't know</i>	17

\*All magazines in this category attracted less than 0.5%.

## Magazines preferred

Architects were asked to name journals or magazines that they preferred. Again responses to these questions were all **unprompted** (i.e. respondents were not given a list of magazines to choose from).

Question: *"Which Australian magazine do you feel is the most respected by architects?"*

### Magazine most respected by architects

	%
1. Architecture Australia	53
2. Architectural Review Australia	11
3. Monument	8
4. Houses	2
5. UME	1
6. Others*	2
<i>None/Don't know</i>	24

Question: "If you could only have one architecture (or related) magazine, which one would you choose?"

## Magazine of choice of architects

	%
1. Architecture Australia	40
2. Houses	15
3. Architectural Review Australia	12
4. Monument	9
5. Building Products News	3
6. The Architectural Review (UK)	2
7. UME	2
8. Trends	1
9. BCME	1
10. Infolink Architectural	1
11. Others*	5
<i>None/Don't know</i>	9

\*All magazines in this category attracted less than 0.5%.

## Awareness

Questions: *"When you think of Australian architecture journals and magazines, what are the first names you think of?"* [Unprompted.] And *"Are you aware of any of ... ?"* [Interviewer reads out from list of titles (see Appendix 1) those not mentioned in response to previous question.]

Note: The awareness questions were asked before the readership questions (see the Questions Asked section on page 2).

### Unprompted awareness

	%
1. Architecture Australia	84
2. Architectural Review Australia	30
3. Houses	22
4. Monument	21
5. Inside	6
6. Artichoke	4
7. Indesign	4
8. Belle	3
9. Trends	2
10. Vogue Living	2
11. Building Products News	2
12. Architectural Product News	1
13. BCME	1

**Total awareness – sum of unprompted and prompted awareness**

	%
1. Architecture Australia	99
2. Architectural Product News	96
3. Vogue Living	92
4. Houses	91
5. Architectural Review Australia	91
6. Belle	89
7. Building Products News	88
8. Infolink Architectural	83
9. Artichoke	78
10. BCME	73
11. Specifier	69
12. Monument	68
13. Trends	68
14. Indesign	63
15. Inside	63
16. Luxury Home Design	35
17. POL Oxygen	24

## Appendix 1

# Awareness and readership – summary of results

The following table shows the results (in alphabetical order) of all the awareness and readership questions (see the Questions Asked section on page 2). Results are expressed as percentages, rounded to the nearest whole number.

	Awareness %			Readership %				
	Unprompted awareness	Prompted awareness	Not recalled	Always read	Often read	Occasionally read	Never read	Not recalled
1. Architectural Product News	1	95	4	45	23	25	3	4
2. Architectural Review Australia	30	62	8	17	12	43	19	8
3. Architecture Australia	84	15	1	43	22	27	7	1
4. Artichoke	4	74	22	3	3	29	43	22
5. BCME	1	72	27	26	16	23	8	27
6. Belle	3	86	11	3	5	46	35	11
7. Building Products News	2	86	12	34	21	28	4	12
8. Houses	22	69	9	22	16	35	17	9
9. Indesign	4	59	37	5	6	23	29	37
10. Infolink Architectural	0	83	17	27	16	31	10	17
11. Inside	6	57	37	5	8	30	20	37
12. Luxury Home Design	0	35	65	1	3	15	16	65
13. Monument	21	47	32	9	10	35	14	32
14. POL Oxygen	0	23	77	2	1	12	9	77
15. Specifier	0	69	31	4	11	36	18	31
16. Trends	2	67	31	4	7	36	22	31
17. Vogue Living	2	90	8	3	7	50	33	8

## Appendix 2

# Characteristics of the sample

The sample closely approximated the proportion of registered architects in each state and territory and also the proportion of registered architects with membership of the RAI.

### State distribution of respondents

	%
New South Wales	33
Victoria	28
Queensland	20
South Australia	5
Western Australia	10
ACT & Tasmania	3
Northern Territory	2

### RAIA membership status

	%
RAIA member	60
Non RAI member	40

### Employment status of respondents

	%
A sole practitioner	60
Partner in a firm	19
Employed architect	12
Educator in architecture	2
Not presently working in architecture	6

Continued over

Appendix 2 continued

**Total number of people working in the respondent's firm**

	%
1	42
2-5	37
6-10	6
11-20	5
21-50	3
Over 50	7

**Years of professional experience**

	%
Less than 5	1
5-10	12
11-20	24
Over 20	63

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