



# NewsBrands Fundamentals

Joint industry report on the readership of Newsbrands in Australia

Updated August 2021



ROY  
MORGAN



# News

## Key facts about news in Australia



# Total news

The measure of 'total news' refers to all printed and digital news including Australia's leading news publishers. For example:

## National and metro newspapers (print)

The Daily Telegraph

FINANCIAL REVIEW

THE AUSTRALIAN

The West Australian  
thewest.com.au

THE AGE  
INDEPENDENT. ALWAYS.

## National and metro newspapers (digital)

The Daily Telegraph [dailytelegraph.com.au](http://dailytelegraph.com.au)

FINANCIAL REVIEW [afr.com](http://afr.com)

THE AUSTRALIAN [theaustralian.com.au](http://theaustralian.com.au)

The West Australian [thewest.com.au](http://thewest.com.au)

THE AGE [theage.com.au](http://theage.com.au)

## National news sites (digital)

news.com.au

nine.com.au

7NEWS.com.au

NEWS FIRST  
10PLAY.COM.AU/NEWS

# News is a fundamental part of the day for Australians

Every week 19 million Australians read news across papers or online. That's 9 out of 10 Australians aged 14+.

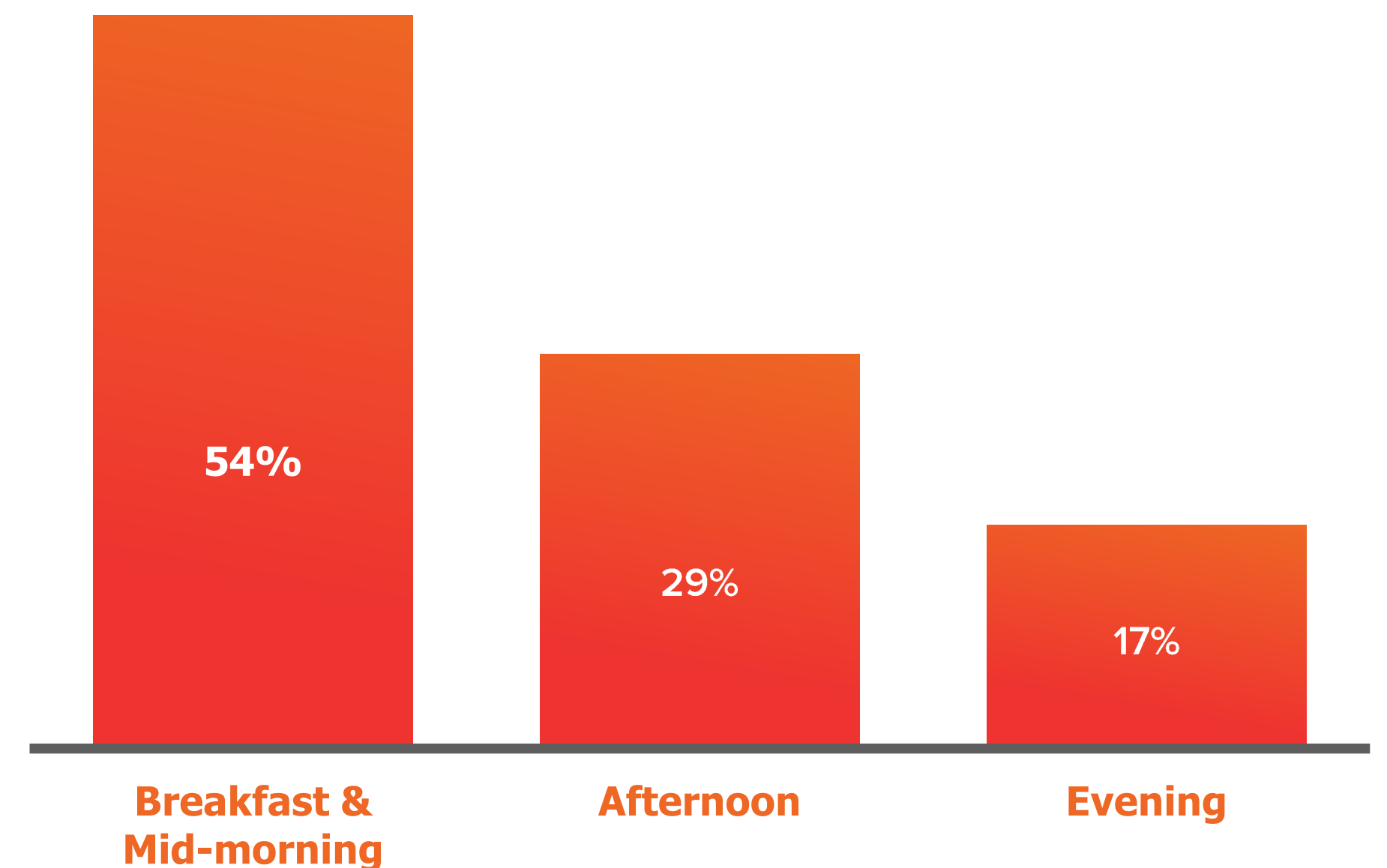


# News is a morning ritual. It's consumed by the time you've had your coffee

➤ News sets the daily agenda for Australians with over half of news readers preferring to read the news before lunchtime.

Time of day news readers prefer to read news

Average Monday to Sunday



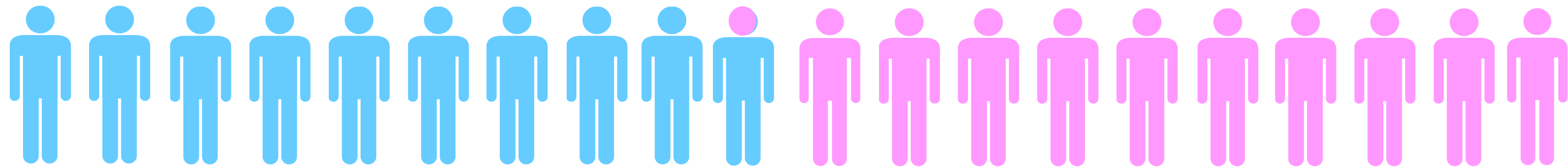
# Readership is high across all age groups, including the hard to reach 14-34's

**Readership and reach:** Total news

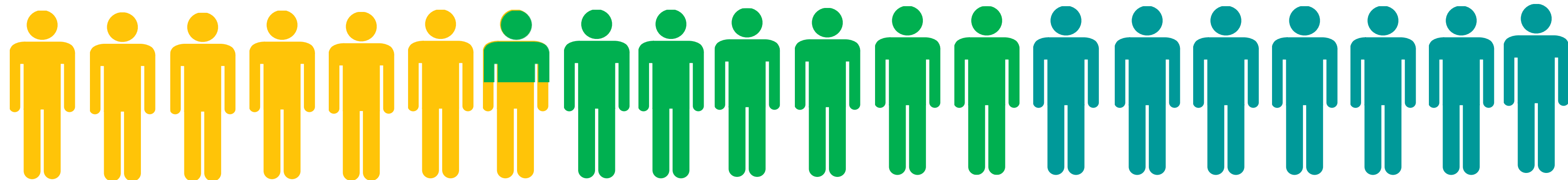
**Reach % to popn 14+: 97%**

**Totals: 20.4m**

**Male: 10m Female: 10.4m**



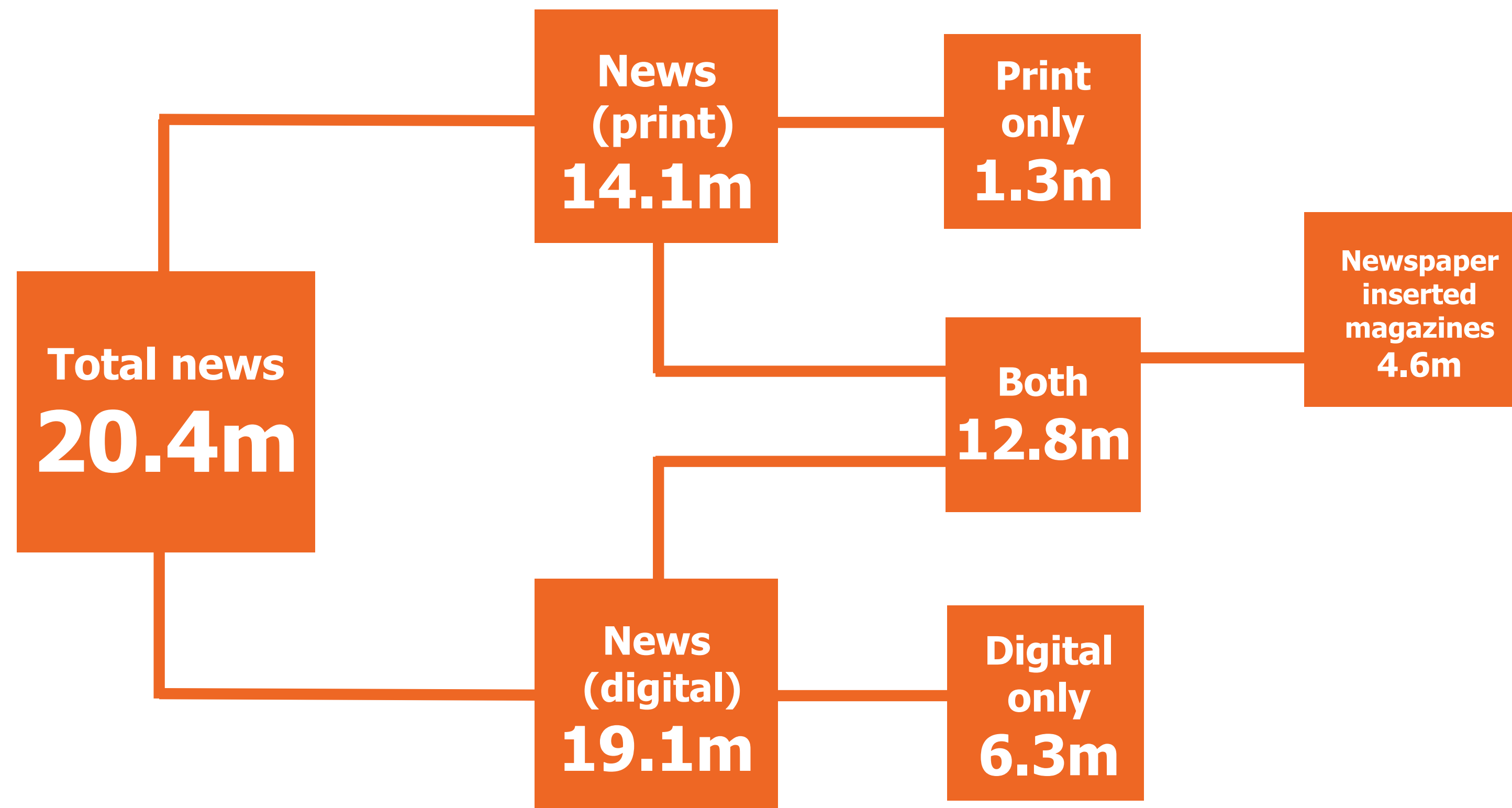
**14-34: 6.7m 35-54: 6.5m 55+: 7.2m**



# All the facts on who is reading the news

Cross platform readership  
by demographic, platform  
and over time

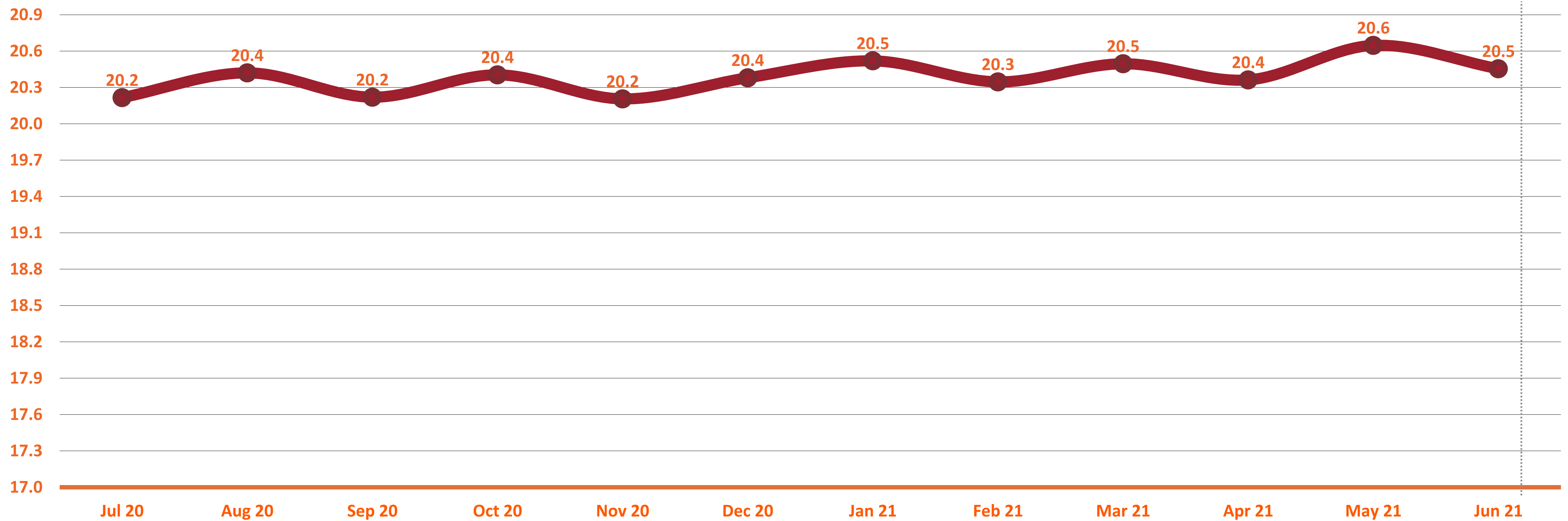
# Readership by news type





# Readership is strong all year round

## News readership by month (millions)

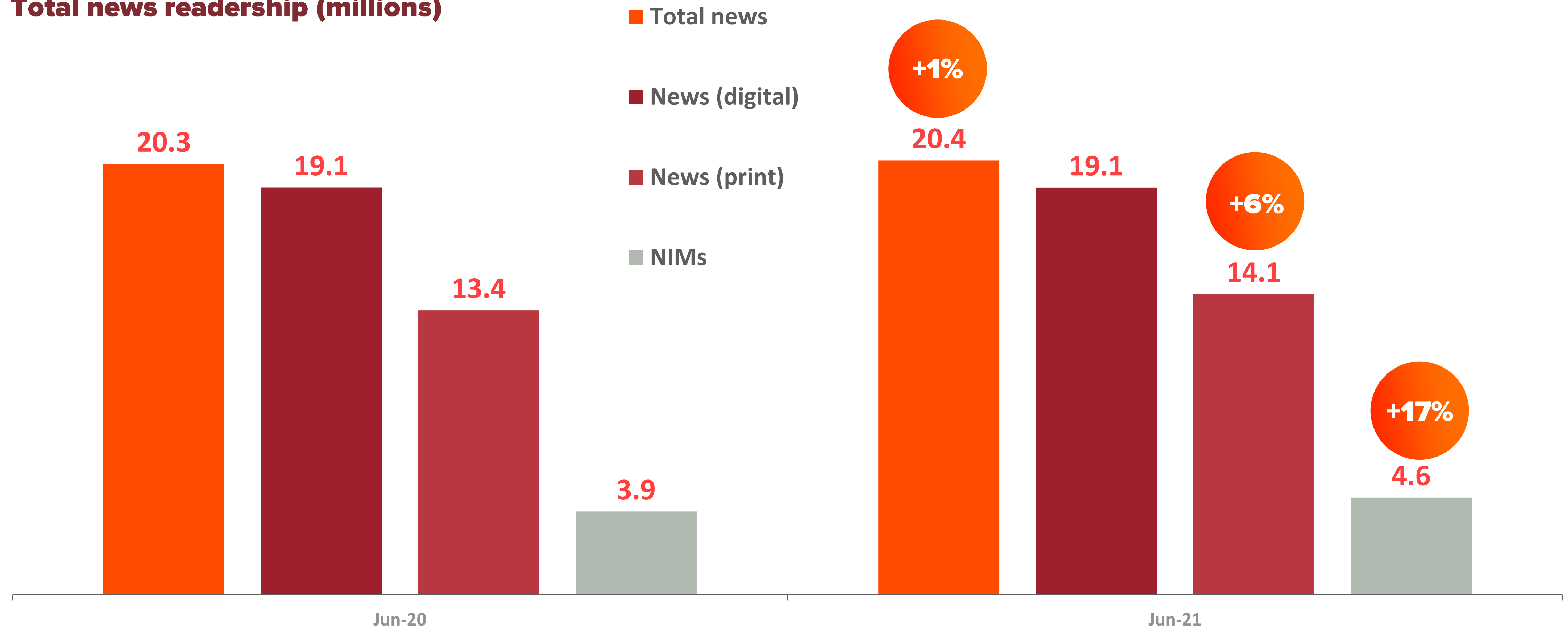


Source : Roy Morgan July 2020 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.

The above graph plots "Read news in the last 4 weeks (print or digital)" by the month they were interviewed. Each month, sample size average is n=5500 with the lowest at n=4500

# Readership news type growth/decline

## Total news readership (millions)



Source: Roy Morgan July 2019 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites e.g. BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.

# Readership news type by age/region

Monthly readership June 2021	Reach % to population 14+	Totals	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Reach to age 14+		97%	97%	97%	93%	98%	98%	97%	96%
Population 14+	100%	21.1m	10.4m	10.7m	7.2m	6.6m	7.3m	15.0m	6.1m
Total news	97%	20.4m	10.0m	10.4m	6.7m	6.5m	7.2m	14.5m	5.9m
News (digital)	90%	19.1m	9.4m	9.7m	6.3m	6.3m	6.5m	13.7m	5.4m
News (print)	67%	14.1m	7.1m	7.0m	3.9m	4.2m	6.0m	9.9m	4.2m
Newspaper inserted magazines (NIMs)	22%	4.6m	2.2m	2.3m	1.1m	1.2m	2.3m	3.5m	1.1m

Source : Roy Morgan July 2020 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.

# How do Australians read news?

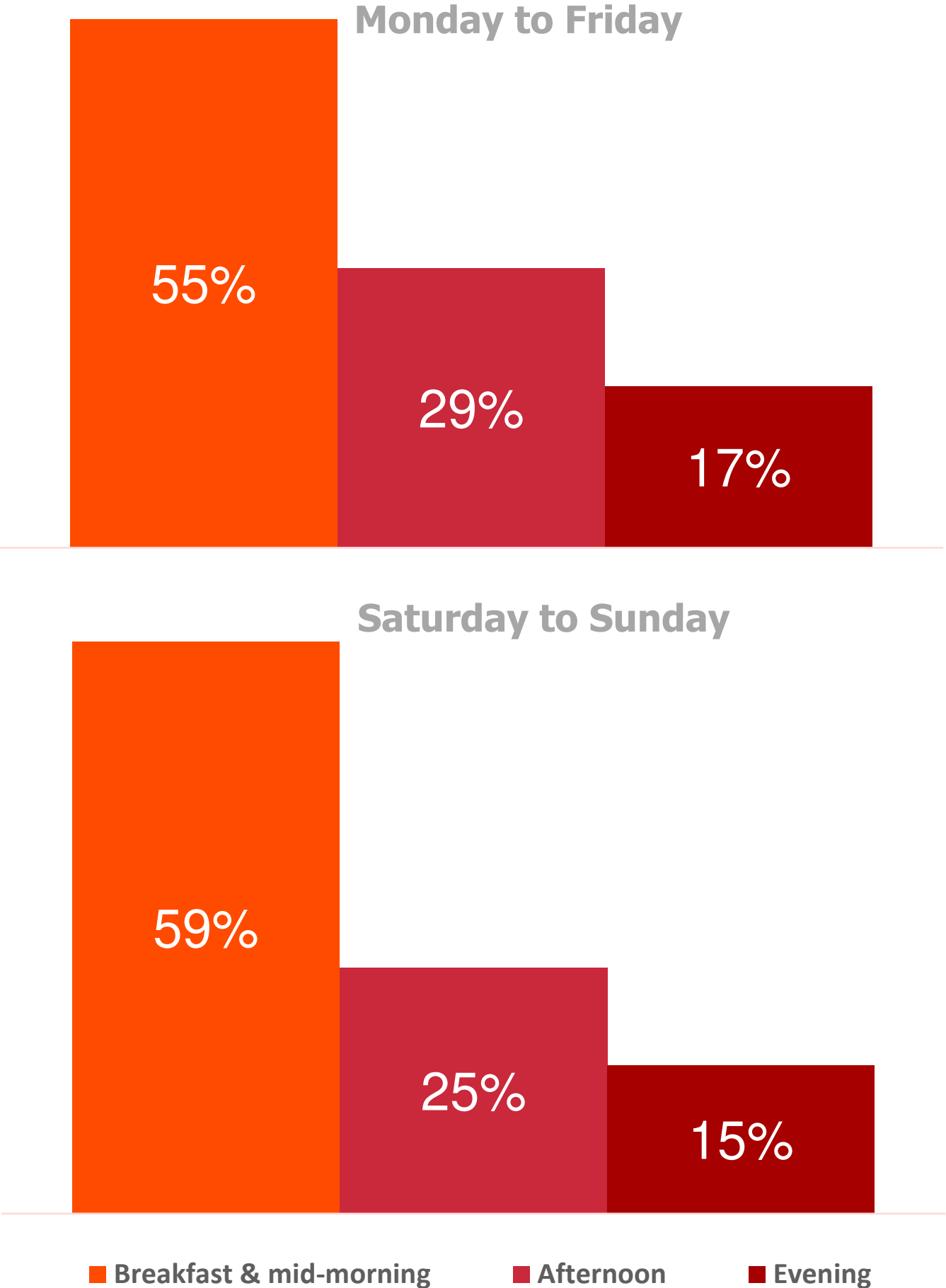
Readership and  
engagement by  
location and  
demographic



# When, how frequent and how long?

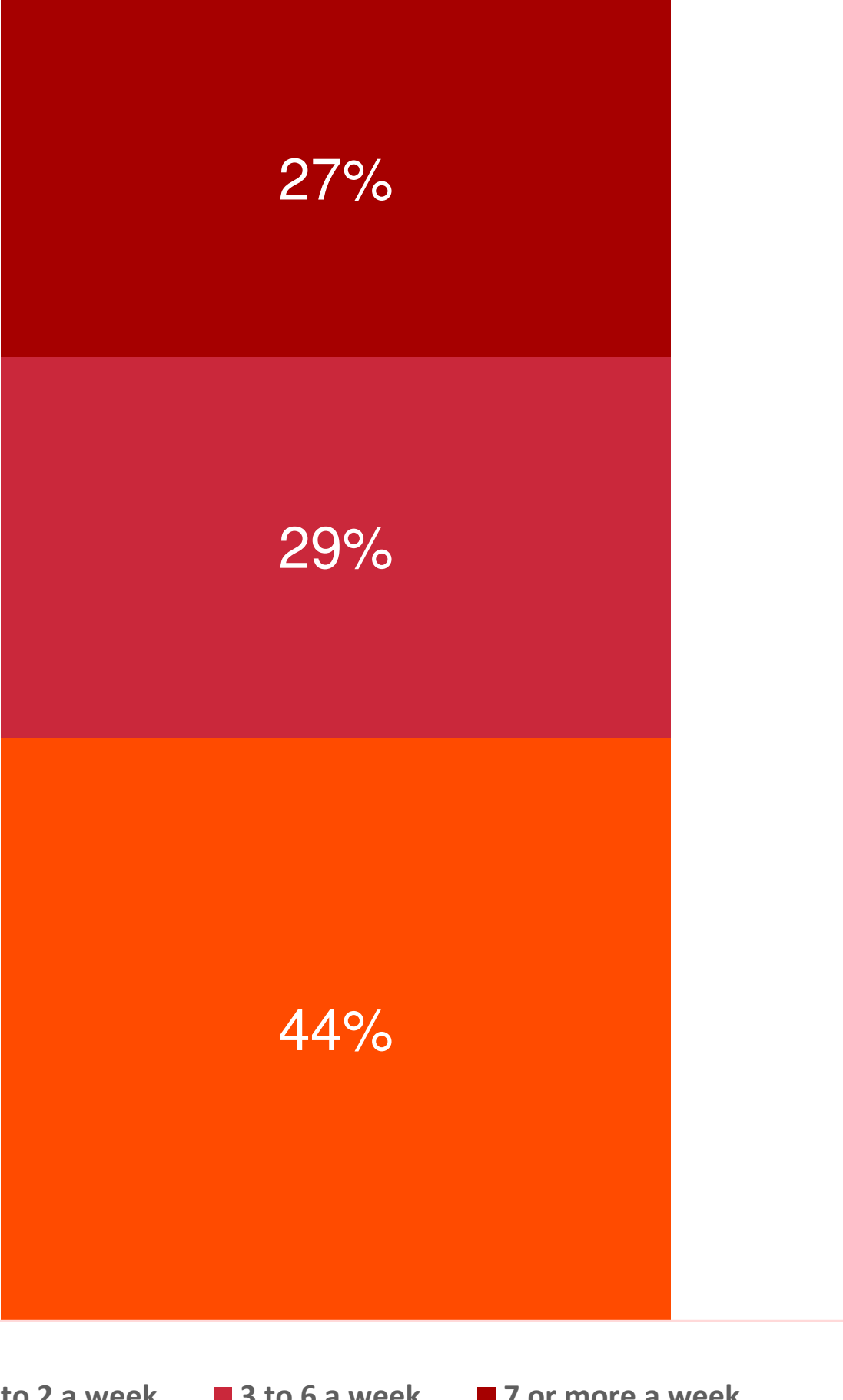
## When

Mondays to Fridays, newspapers are the most engaging media before lunch  
Over half of newspaper readers prefer to be reading papers before lunchtime



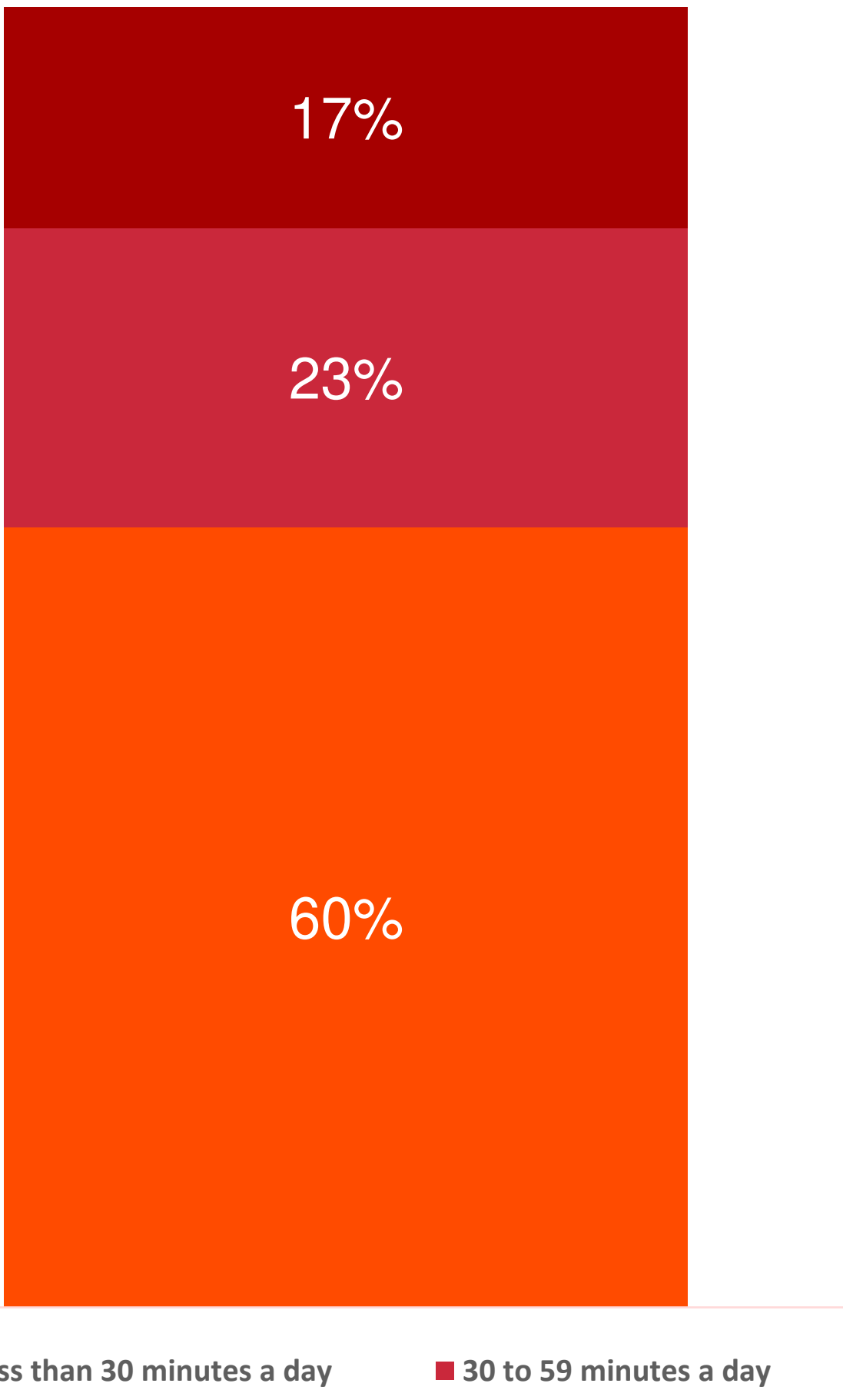
## How frequent

27% of newspaper readers typically read 7 or more issues a week



## How long

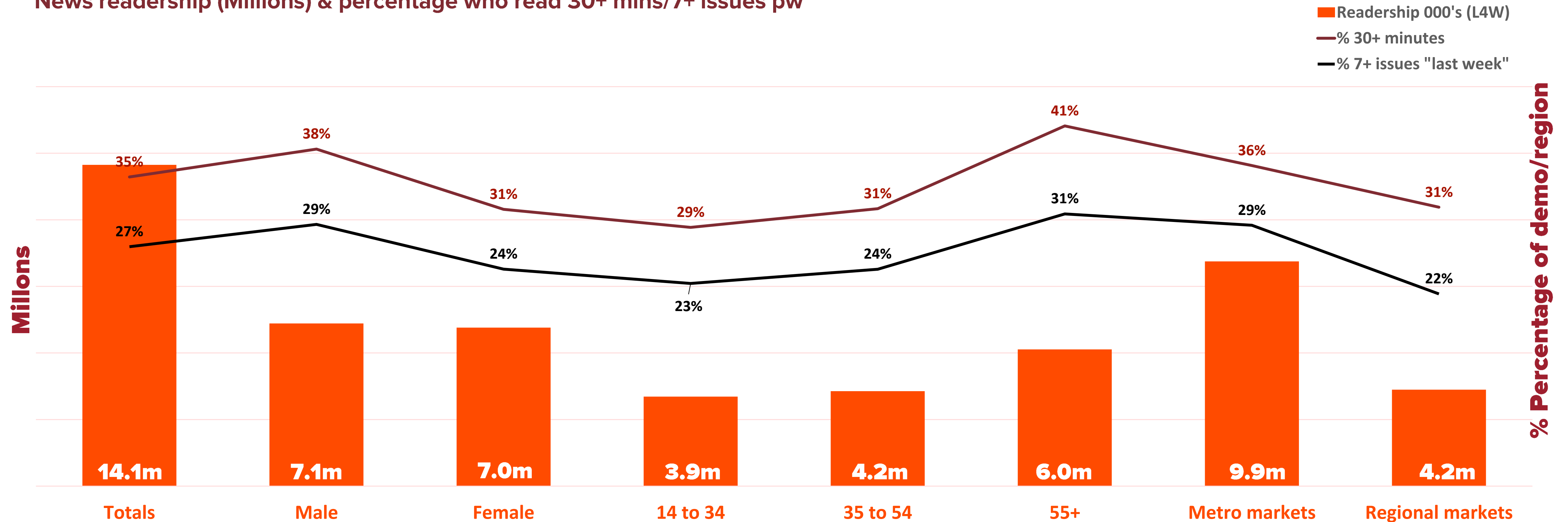
40% of newspaper readers read them for more than 30 minutes



Source : Roy Morgan July 2020 to June 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month  
When : "Which media do you prefer to use at breakfast/mid-morning/lunchtime/afternoon/dinner time/after dinner?" Displayed In the legend as Breakfast & mid-morning, afternoon and evening respectively.  
How frequent : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.  
How long : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"

# Regular readership by age/region

News readership (Millions) & percentage who read 30+ mins/7+ issues pw



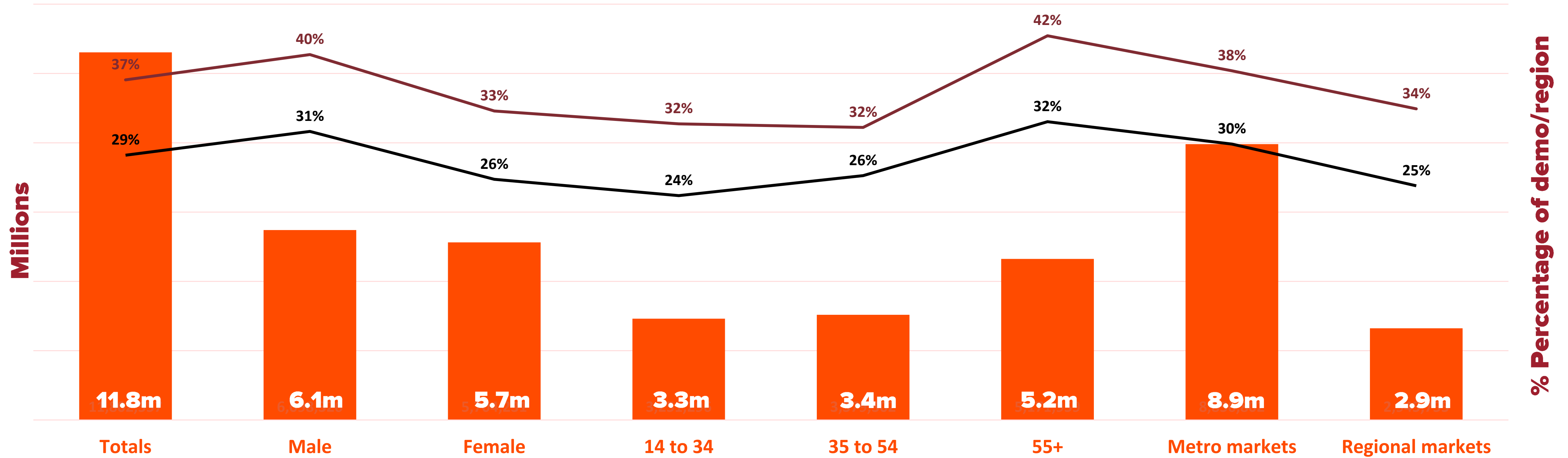
	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
<b>Readership (Millions) (L4W)</b>	<b>67%</b>	<b>14.1m</b>	<b>7.1m</b>	<b>7.0m</b>	<b>3.9m</b>	<b>4.2m</b>	<b>6.0m</b>	<b>9.9m</b>	<b>4.2m</b>
<b>Proportion (%) reading 30+ mins</b>		<b>35%</b>	<b>38%</b>	<b>31%</b>	<b>29%</b>	<b>31%</b>	<b>41%</b>	<b>36%</b>	<b>31%</b>
<b>Proportion (%) reading 7+ issues 'last week'</b>		<b>27%</b>	<b>29%</b>	<b>24%</b>	<b>23%</b>	<b>24%</b>	<b>31%</b>	<b>29%</b>	<b>22%</b>

Source : Roy Morgan July 2020 to June 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month  
 Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"  
 Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.  
 Metro market as per OzTAM definition. Regional markets are all markets outside of the defined OzTAM metro areas.

# Regular readership: national/metro titles by age/region

National/metro masthead readership (Millions) & percentage who read 30+ mins/7+ issues pw

■ Nat/Metro title readership 000s (L4W)  
— % 30+ minutes  
— % 7+ issues 'last week'



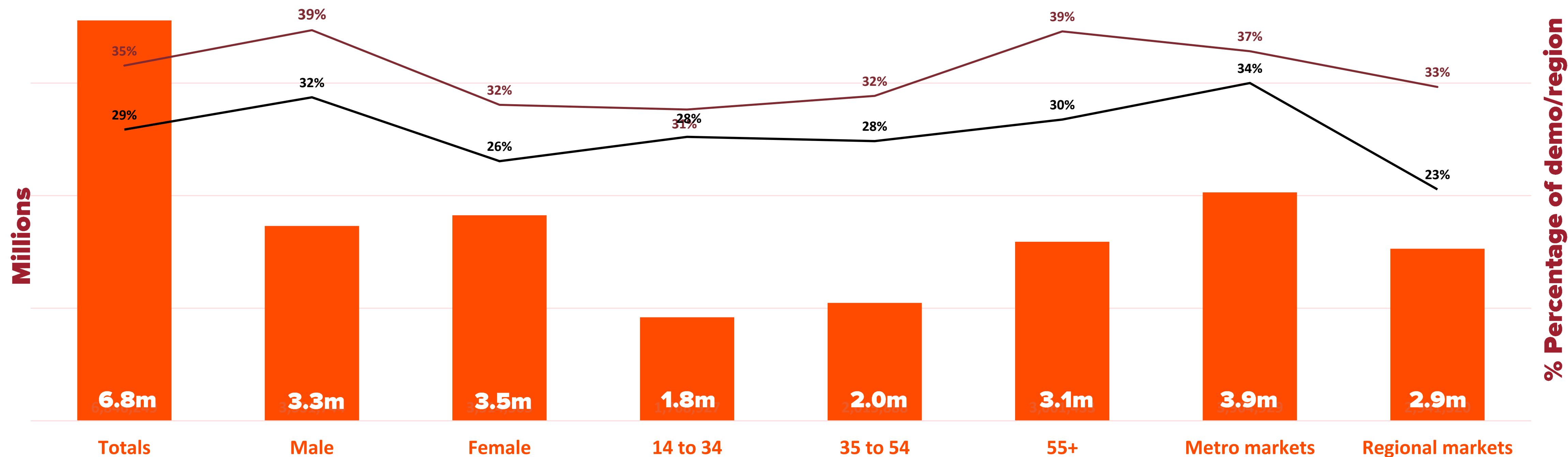
	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
<b>Nat/Metro title readership (Millions) (L4W)</b>	<b>56%</b>	<b>11.8m</b>	<b>6.1m</b>	<b>5.7m</b>	<b>3.3m</b>	<b>3.4m</b>	<b>5.2m</b>	<b>8.9m</b>	<b>2.9m</b>
<b>Proportion (%) reading 30+ mins</b>		<b>37%</b>	<b>40%</b>	<b>33%</b>	<b>32%</b>	<b>32%</b>	<b>42%</b>	<b>38%</b>	<b>34%</b>
<b>Proportion (%) reading 7+ issues 'last week'</b>		<b>29%</b>	<b>31%</b>	<b>26%</b>	<b>24%</b>	<b>26%</b>	<b>32%</b>	<b>30%</b>	<b>25%</b>

Source : Roy Morgan July 2020 to June 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month  
 Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"  
 Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.  
 Metro market as per OzTAM definition. Regional markets are all markets outside of the defined OzTAM metro areas.

# Regular readership: regional titles by age/region

Regional masthead readership (Millions) & percentage who read 30+ mins/7+ issues pw

■ Regional title readership 000s (L4W)  
— % 30+ minutes  
— % 7+ issues 'last week'



	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
<b>Regional title readership (Millions) (L4W)</b>	<b>32%</b>	<b>6.8</b>	<b>3.3</b>	<b>3.5</b>	<b>1.8</b>	<b>2.0</b>	<b>3.1</b>	<b>3.9</b>	<b>2.9</b>
<b>Proportion (%) reading 30+ mins</b>		<b>35%</b>	<b>39%</b>	<b>32%</b>	<b>31%</b>	<b>32%</b>	<b>39%</b>	<b>37%</b>	<b>33%</b>
<b>Proportion (%) reading 7+ issues 'last week'</b>		<b>29%</b>	<b>32%</b>	<b>26%</b>	<b>28%</b>	<b>28%</b>	<b>30%</b>	<b>34%</b>	<b>23%</b>

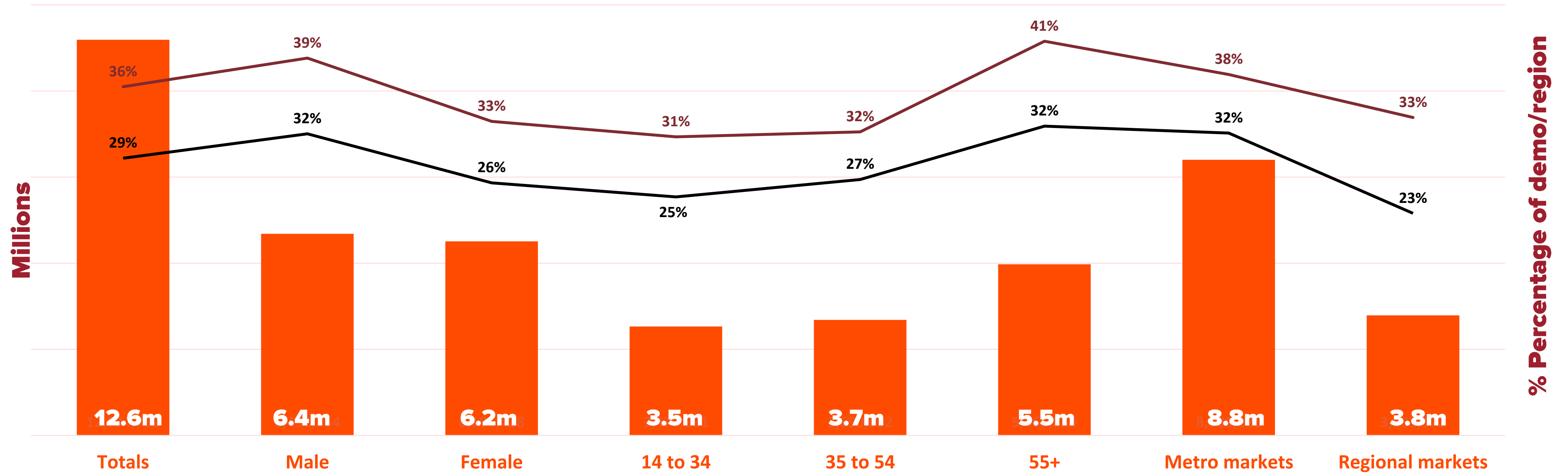
Source : Roy Morgan July 2020 to June 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month  
 Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"  
 Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.  
 Metro market as per OzTAM definition. Regional markets are all markets outside of the defined OzTAM metro areas.



# Regular readership: Mon-Fri titles by age/region

Mon-Fri masthead readership (Millions) & % who read 30+ mins/7+ issues pw

■ Mon-Fri title readership 000s (L4W)  
— % 30+ minutes  
— % 7+ issues 'last week'



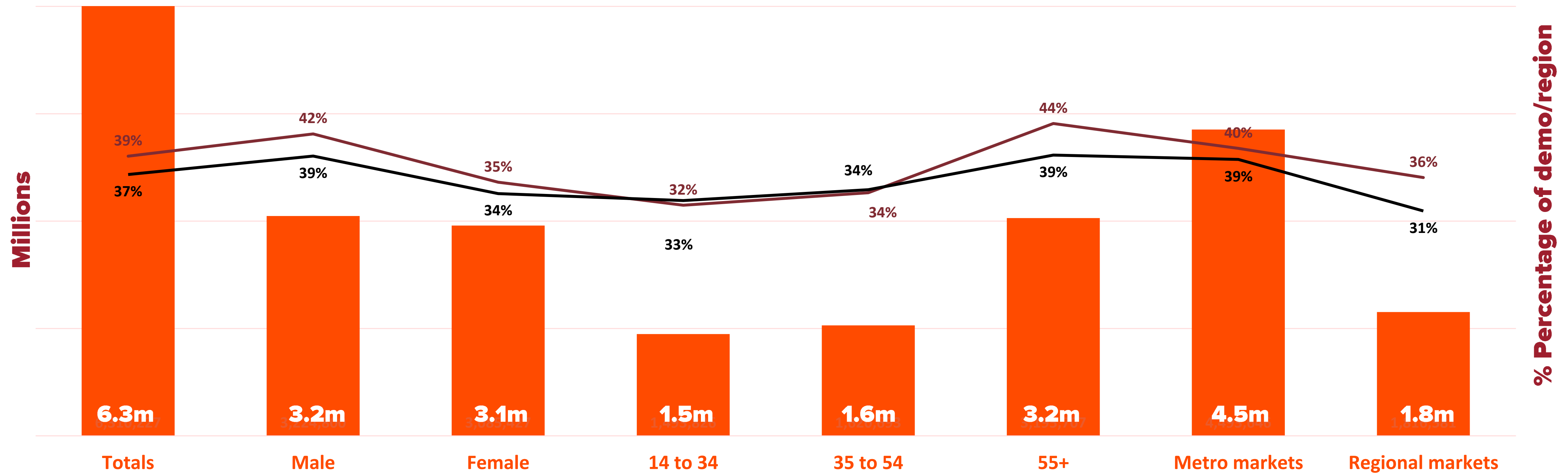
	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
<b>Mon-Fri title readership (Millions) (L4W)</b>	<b>60%</b>	<b>12.6m</b>	<b>6.4m</b>	<b>6.2m</b>	<b>3.5m</b>	<b>3.7m</b>	<b>5.5m</b>	<b>8.8m</b>	<b>3.8m</b>
<b>Proportion (%) reading 30+ mins</b>		<b>36%</b>	<b>39%</b>	<b>33%</b>	<b>31%</b>	<b>32%</b>	<b>41%</b>	<b>38%</b>	<b>33%</b>
<b>Proportion (%) reading 7+ issues 'last week'</b>		<b>29%</b>	<b>32%</b>	<b>26%</b>	<b>25%</b>	<b>27%</b>	<b>32%</b>	<b>32%</b>	<b>23%</b>

Source : Roy Morgan July 2020 to June 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month  
 Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"  
 Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.  
 Metro market as per OzTAM definition. Regional markets are all markets outside of the defined OzTAM metro areas.

# Regular readership: Saturday titles by age/region

Saturday masthead readership (Millions) & % who read 30+ mins/7+ issues pw

■ Saturday title readership 000s (L4W)  
— % 30+ minutes  
— % 7+ issues 'last week'



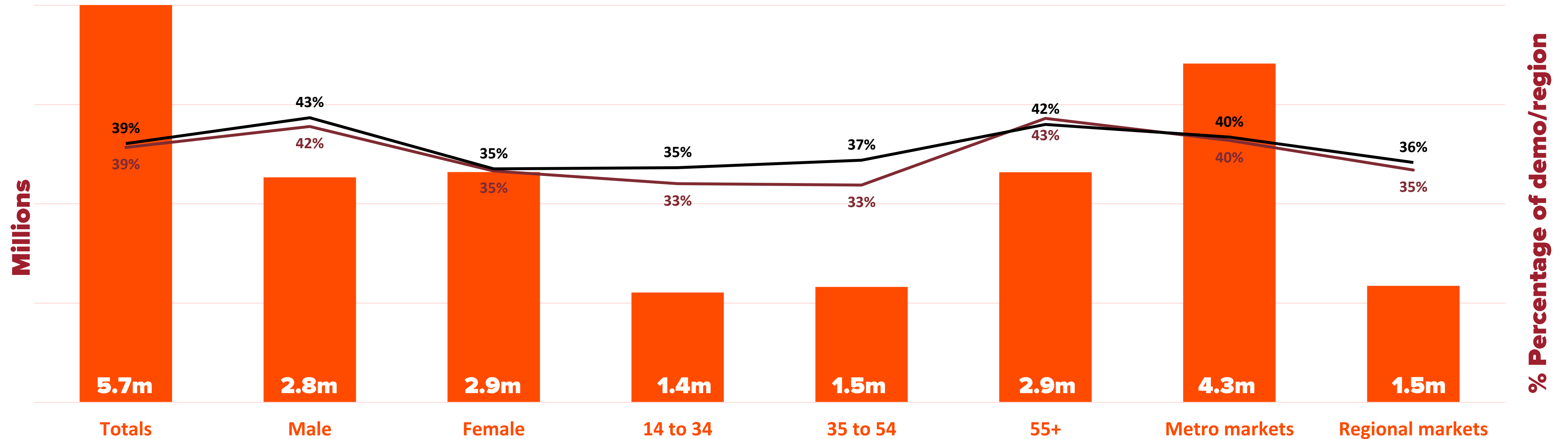
	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
<b>Saturday title readership (Millions) (L4W)</b>	<b>30%</b>	<b>6.3m</b>	<b>3.2m</b>	<b>3.1m</b>	<b>1.5m</b>	<b>1.6m</b>	<b>3.2m</b>	<b>4.5m</b>	<b>1.8m</b>
<b>Proportion (%) reading 30+ mins</b>		<b>39%</b>	<b>42%</b>	<b>35%</b>	<b>32%</b>	<b>34%</b>	<b>44%</b>	<b>40%</b>	<b>36%</b>
<b>Proportion (%) reading 7+ issues 'last week'</b>		<b>37%</b>	<b>39%</b>	<b>34%</b>	<b>33%</b>	<b>34%</b>	<b>39%</b>	<b>39%</b>	<b>31%</b>

Source : Roy Morgan July 2020 to June 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month  
 Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"  
 Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.  
 Metro market as per OzTAM definition. Regional markets are all markets outside of the defined OzTAM metro areas.

# Regular readership: Sunday titles by age/region

Sunday masthead readership (Millions) & % who read 30+ mins/7+ issues pw

■ Sunday title readership 000s (L4W)  
— % 30+ minutes  
— % 7+ issues 'last week'



	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
<b>Sunday title readership (Millions) (L4W)</b>	<b>27%</b>	<b>5.7m</b>	<b>2.8m</b>	<b>2.9m</b>	<b>1.4m</b>	<b>1.5m</b>	<b>2.9m</b>	<b>4.3m</b>	<b>1.5m</b>
<b>Proportion (%) reading 30+ mins</b>		<b>39%</b>	<b>42%</b>	<b>35%</b>	<b>33%</b>	<b>33%</b>	<b>43%</b>	<b>40%</b>	<b>35%</b>
<b>Proportion (%) reading 7+ issues 'last week'</b>		<b>39%</b>	<b>43%</b>	<b>35%</b>	<b>35%</b>	<b>37%</b>	<b>42%</b>	<b>40%</b>	<b>36%</b>

Source : Roy Morgan July 2020 to June 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month  
 Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"  
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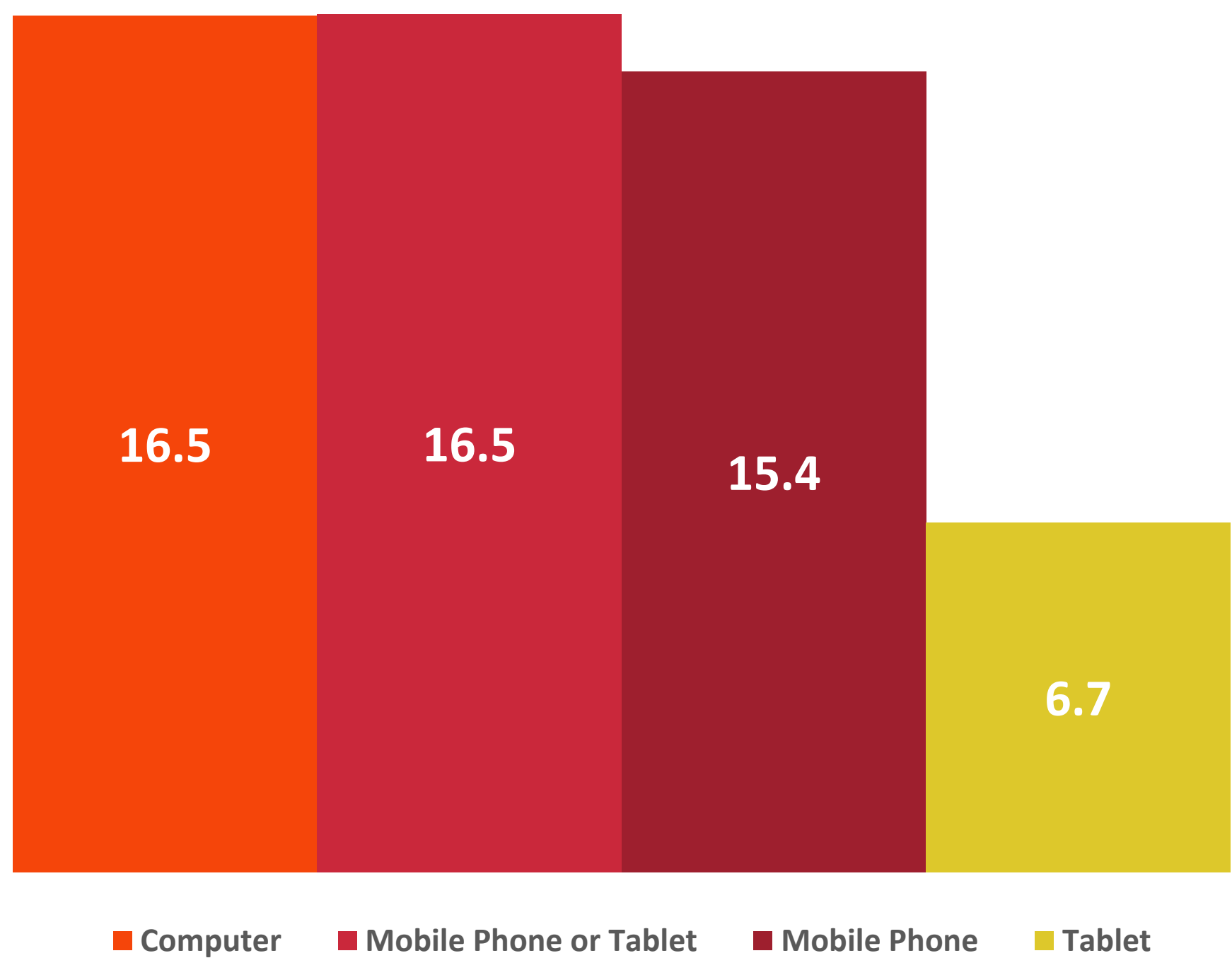
# News (digital)

## News readership and engagement by demographic

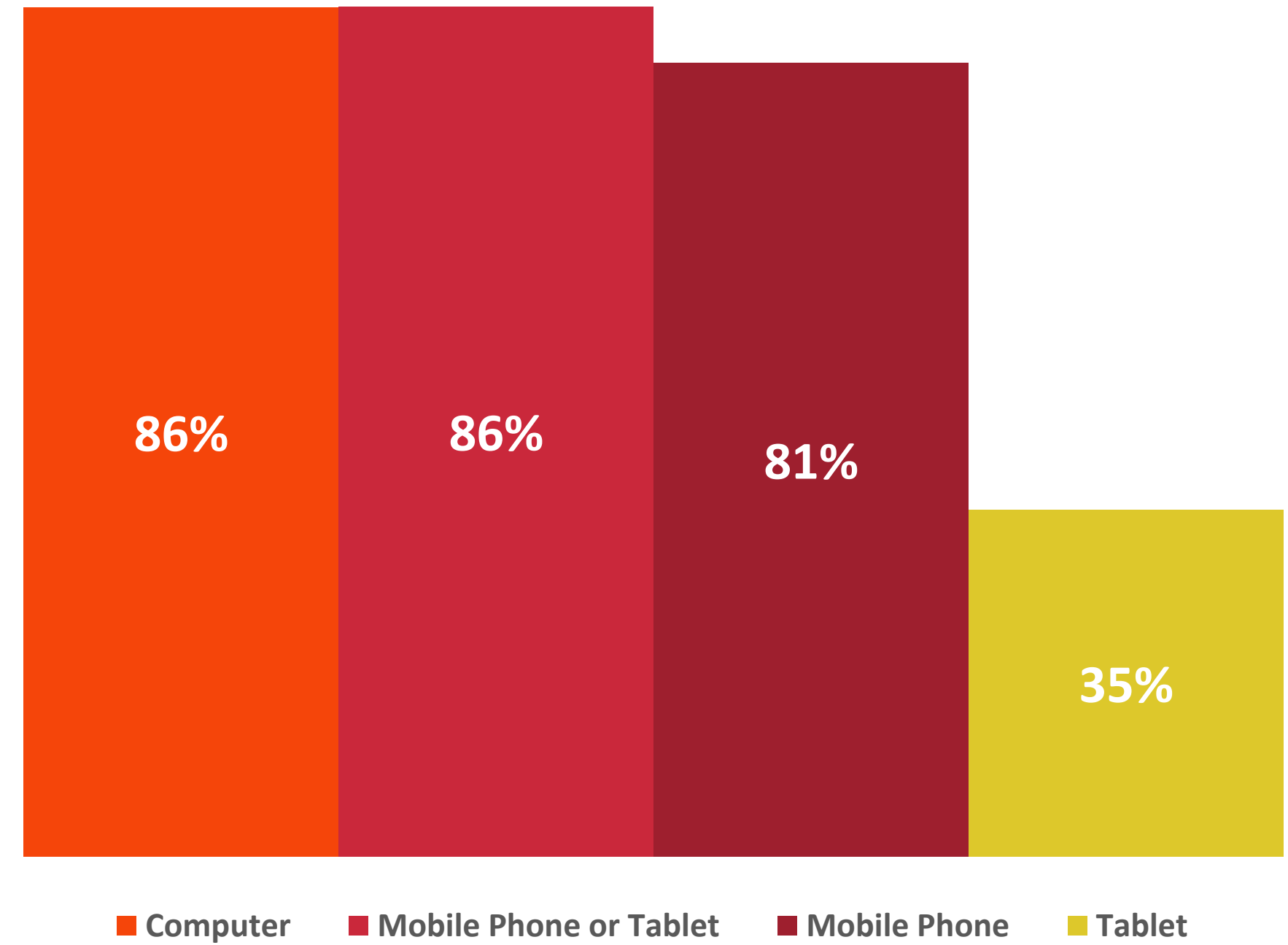


# News (digital): devices used

Read News Digital L4W via device (millions)



Read News L4W via device (% of total read News Digital L4W)

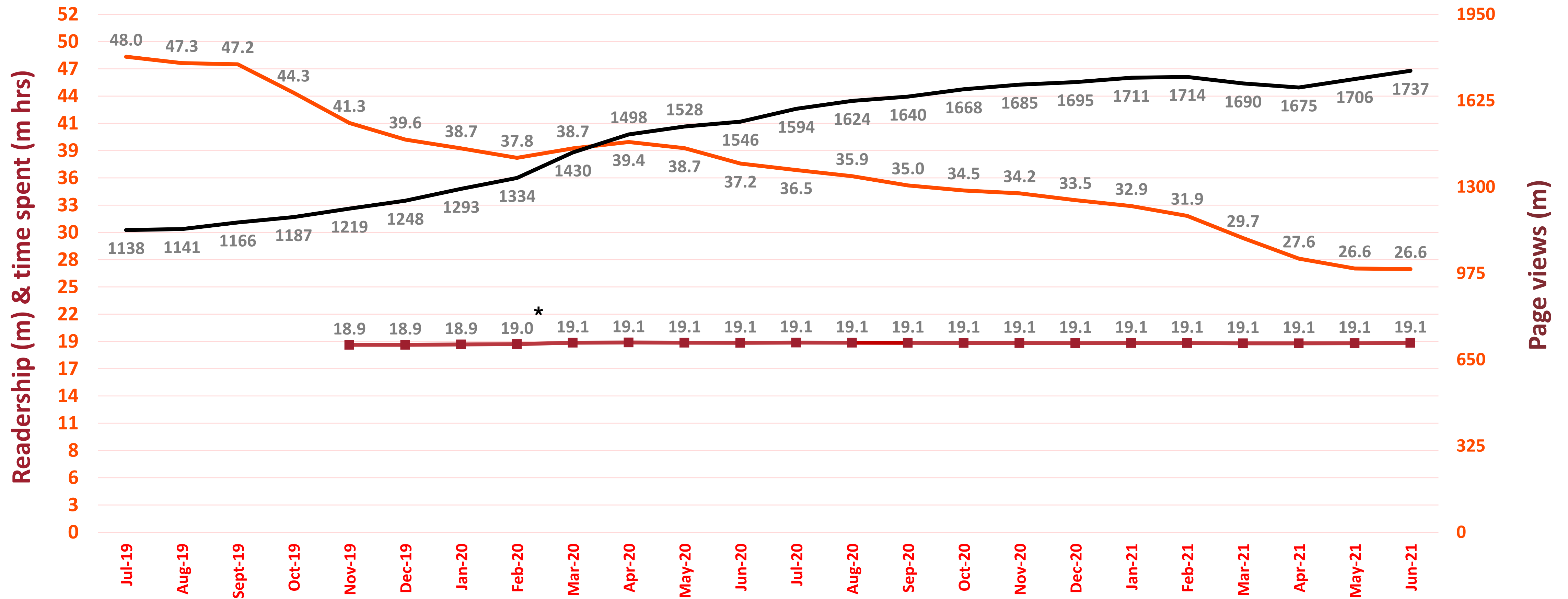


Source : Roy Morgan 12 months July 2020 - June 2021.

# News (digital): readership, page views and time spent

- Readership (millions)
- Total time spent (million hours)
- Page views (millions)

News (digital) - Readership, page views and time spent



Source : Roy Morgan July 2020 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg Buzzfeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.

Total time spent and page views are average 4 weeks over the last 12 months.

\*For readership on this chart \*Digital readership L4W commenced collection November 2019. Readership trend therefore uses the month interviewed. The average sample size each month is n=5000 while minimum is n=3000.

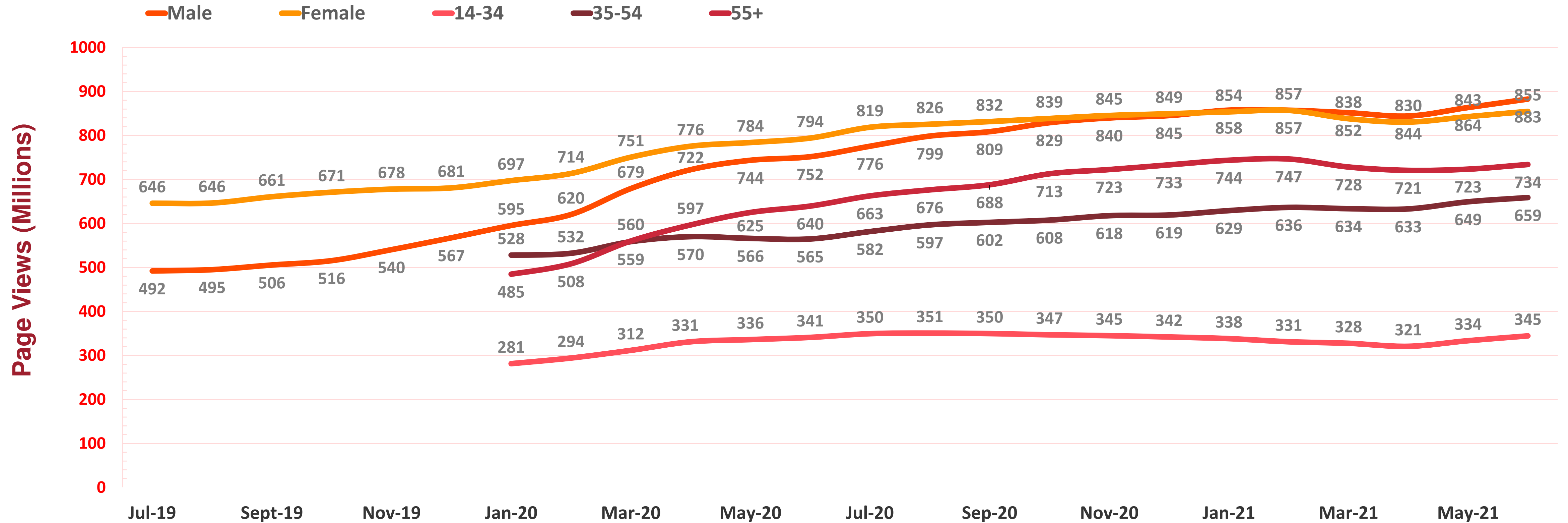
# News (digital): readership, page views and time spent by demographic

Monthly readership and engagement June 2021	Total	Male	Female	14-34	35-54	55+
<b>Reach</b>	97%	97%	97%	93%	98%	98%
<b>Population 14+</b>	21.1m	10.4m	10.7m	7.2m	6.6m	7.3m
<b>News (digital)</b>	19.1m	9.4m	9.7m	6.3m	6.3m	6.5m
<b>Page views (m)</b>	1737m	883m	855m	345m	659m	734m
<b>Time spent (m hours)</b>	26.6m	14.2m	12.4m	5.5m	9.5m	11.6m

Source : Roy Morgan July 2020 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.

# News (digital): page views by demographic

Number of page views for digital news sites by month by demographic (millions)

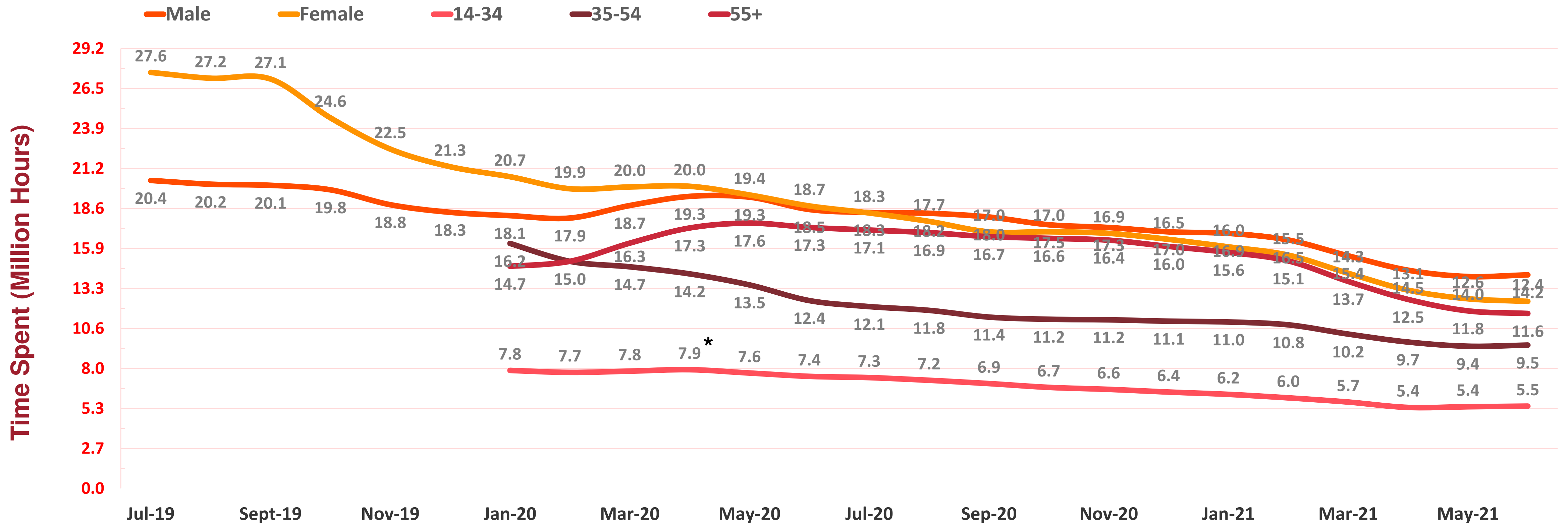


Source : Roy Morgan July 2020 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.  
\* Age breaks are not available prior to January 2020.



# News (digital): time spent by demographic

Time spent reading digital news sites by month by demographic (million hours)



Source : Roy Morgan July 2020 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.  
\* Age breaks are not available prior to January 2020.

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