

News Fundamentals

All the facts about news readership in Australia

Updated February 2022

think
NEWS
brands

Total news

Represents all printed and digital news as one media channel

National and metro newspapers (print)

The Daily Telegraph

FINANCIAL REVIEW

THE AUSTRALIAN

The West Australian

THE AGE
INDEPENDENT. ALWAYS.

National and metro newspapers (digital)

The Daily Telegraph dailytelegraph.com.au

FINANCIAL REVIEW afr.com

THE AUSTRALIAN theaustralian.com.au

The West Australian thewest.com.au

THE AGE theage.com.au

National news sites (digital)


news.com.au

nine.com.au

7NEWS.com.au

Note: The above is an example of only and does not represent the full list of news entities within Australia. "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. It also includes ABC news and Google news.

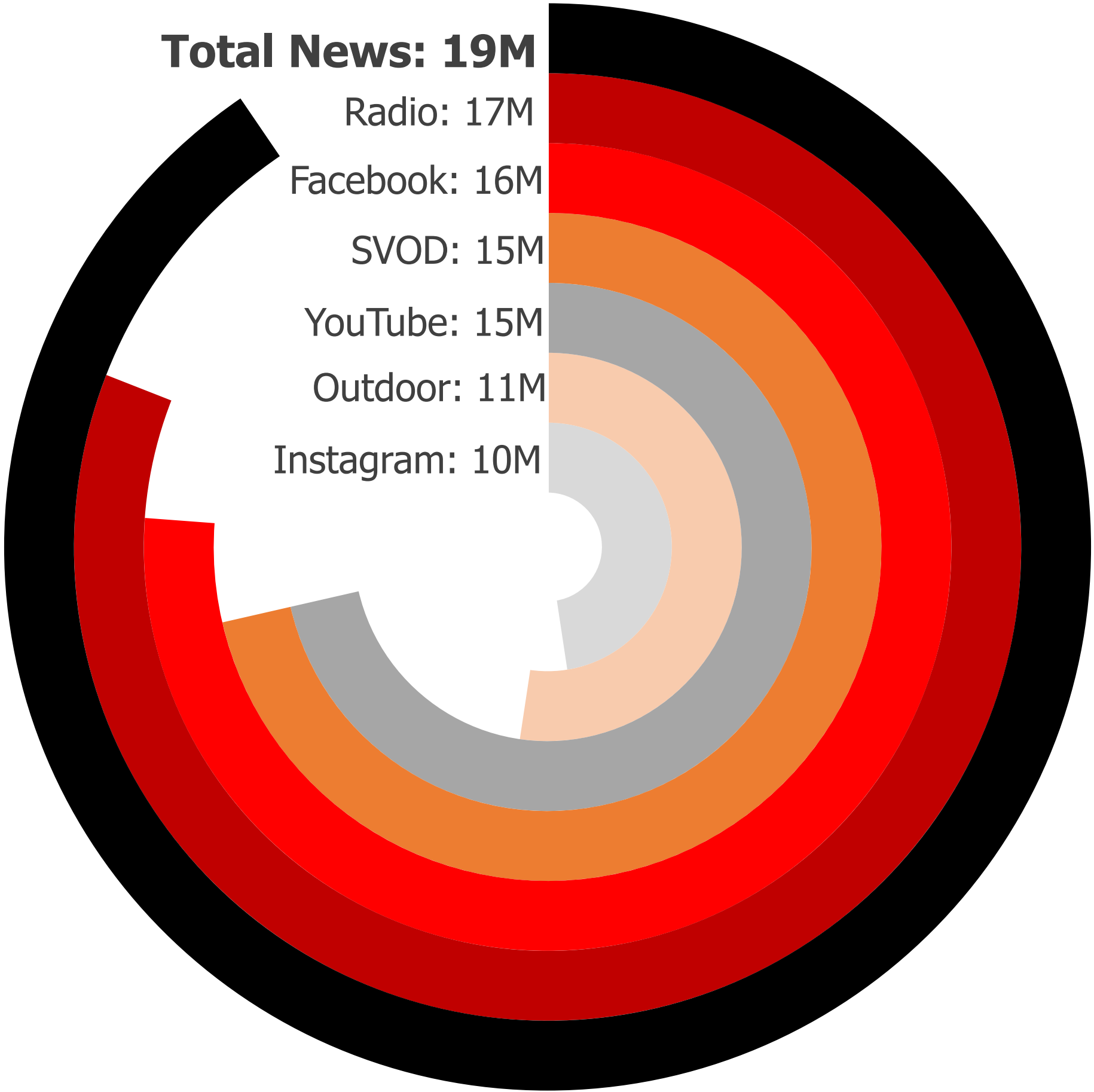
News is a fundamental part of the day for Australians

 97% of Australians aged 14+ read news across printed newspapers or online in any given month.



Every week news engages 19 million Australians

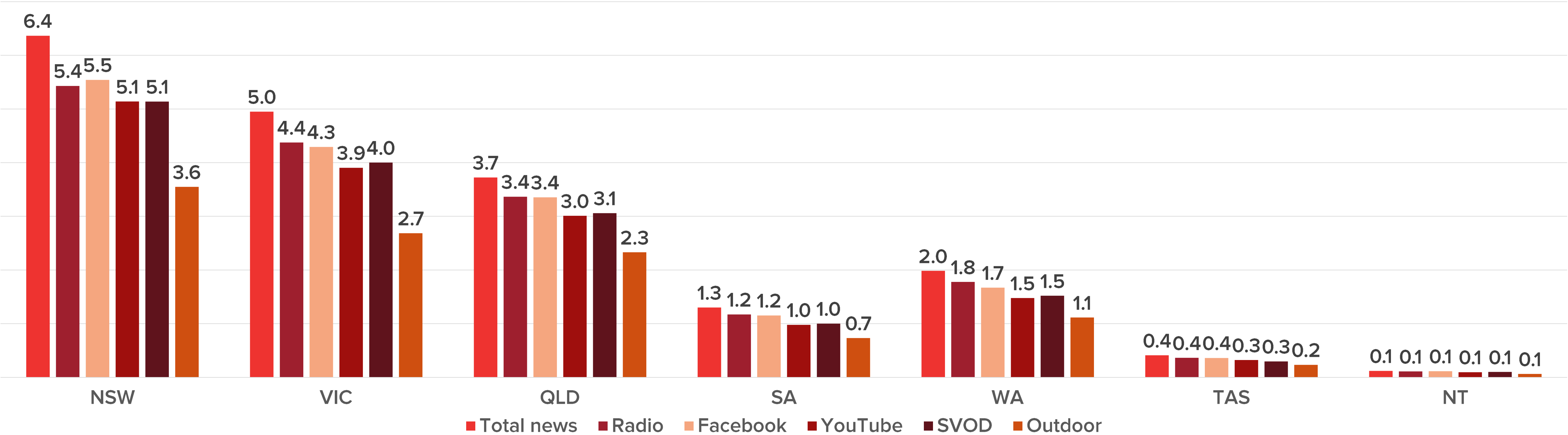
Weekly media channel reach



Roy Morgan January 2021 to December 2021. Australians aged 14+ reading news (print) and/or news (digital), or accessed content via the other media channels in the last 7 days, averaged over the last 12 months.

The reach of news compares favourably to other leading media channels

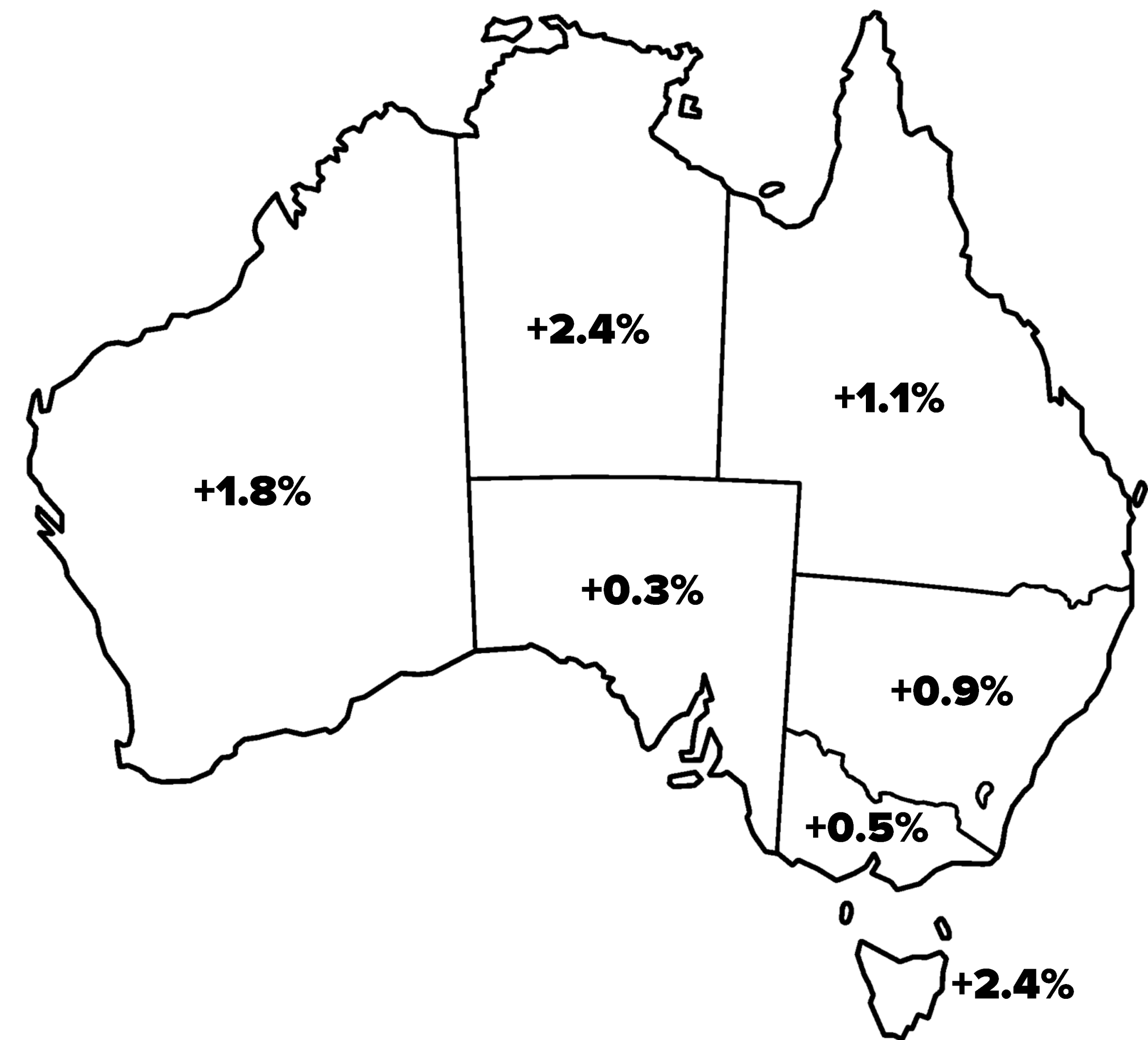
Unique audience (millions)



Source : Roy Morgan January 2021 to December 2021.

News continues to grow its audience nationally and across every state and territory

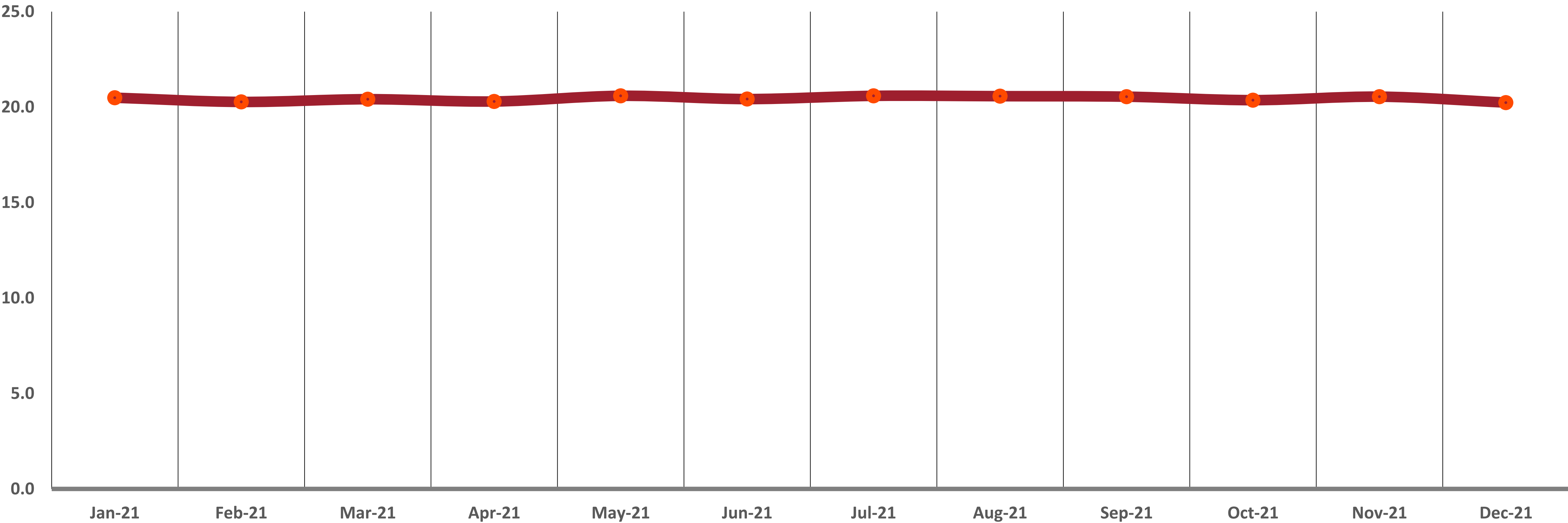
Annual growth in news readership by state



➤ Nationally, total news grew +0.9% compared to last year, with digital news outperforming at +1.5% for the same period.

News readership is strong all year round

News readership by month (millions)



Source : Roy Morgan January 2021 to December 2021. The graph plots "Read news in the last 4 weeks (print or digital)" by the month they were interviewed. Average monthly sample size for this period is n=5424

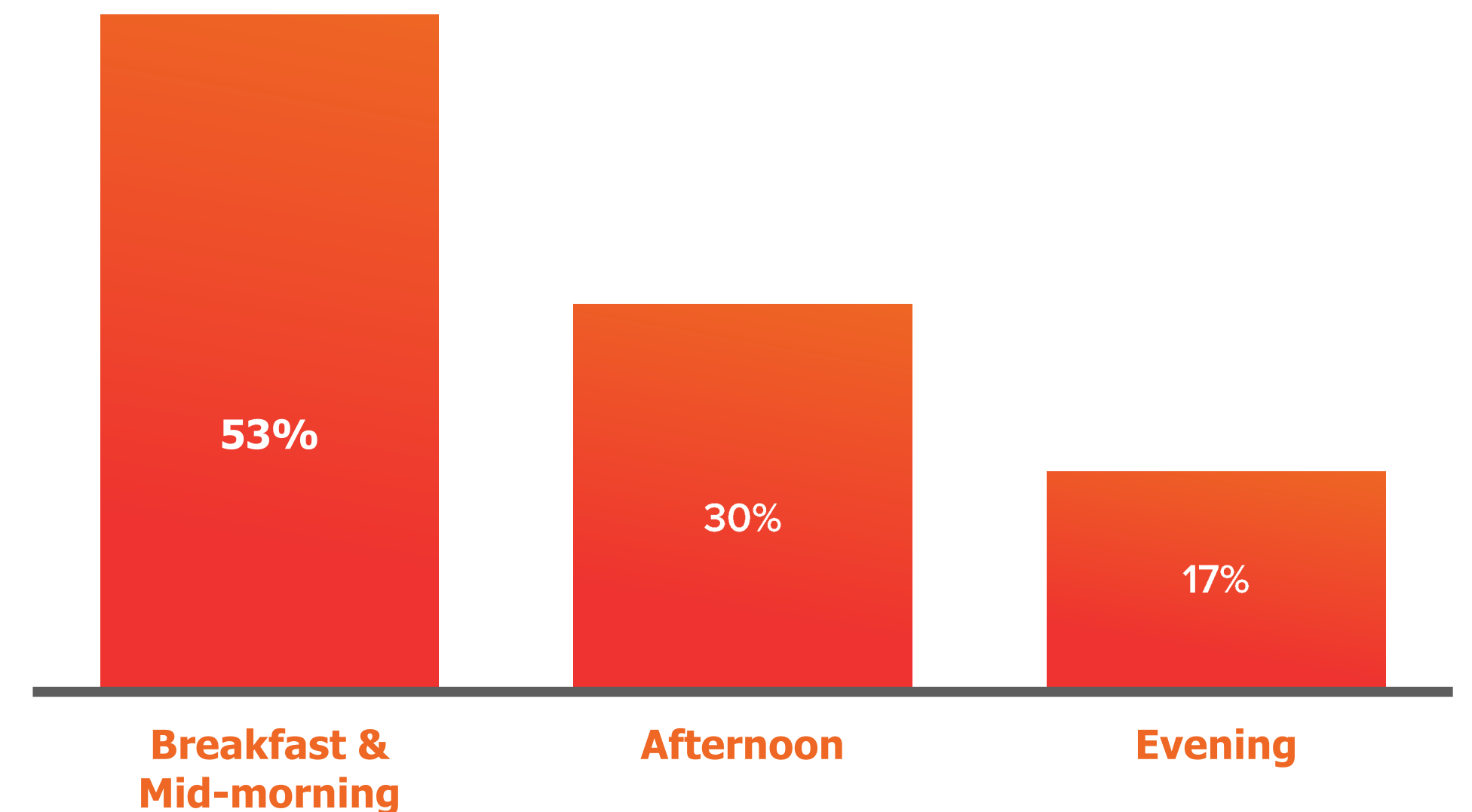
News is a morning ritual; it's consumed by the time you've had your coffee



News sets the daily agenda for Australians with over half making time to read the news before lunchtime.

Time of day readers prefer to read news

Average Monday to Sunday



Source : Roy Morgan January 2021 to December 2021.
Which media do you prefer to use at breakfast/mid-morning, lunchtime/afternoon and dinner time/after dinner. Eg Newspapers – print or online. Unique audience aggregated to Breakfast & Mid-morning/afternoon/evening.

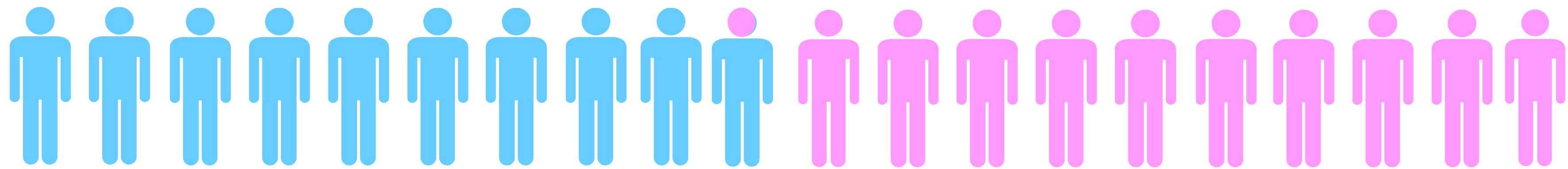
Readership is high across all age groups, including the hard to reach 14-34's

Readership and reach: Total news

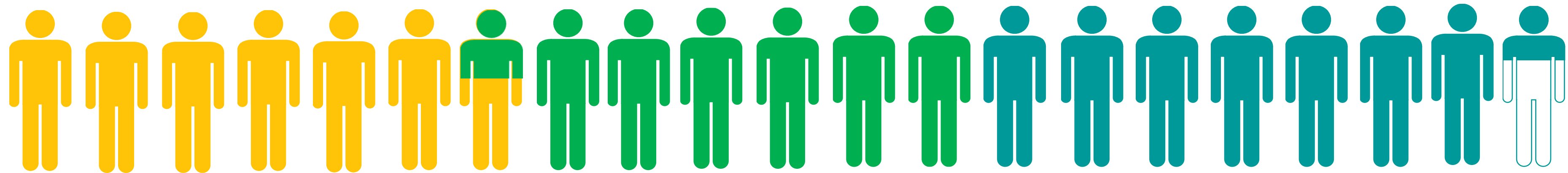
Reach % to popn 14+: 97%

Totals: 20.4m

Male: 10.1m Female: 10.4m



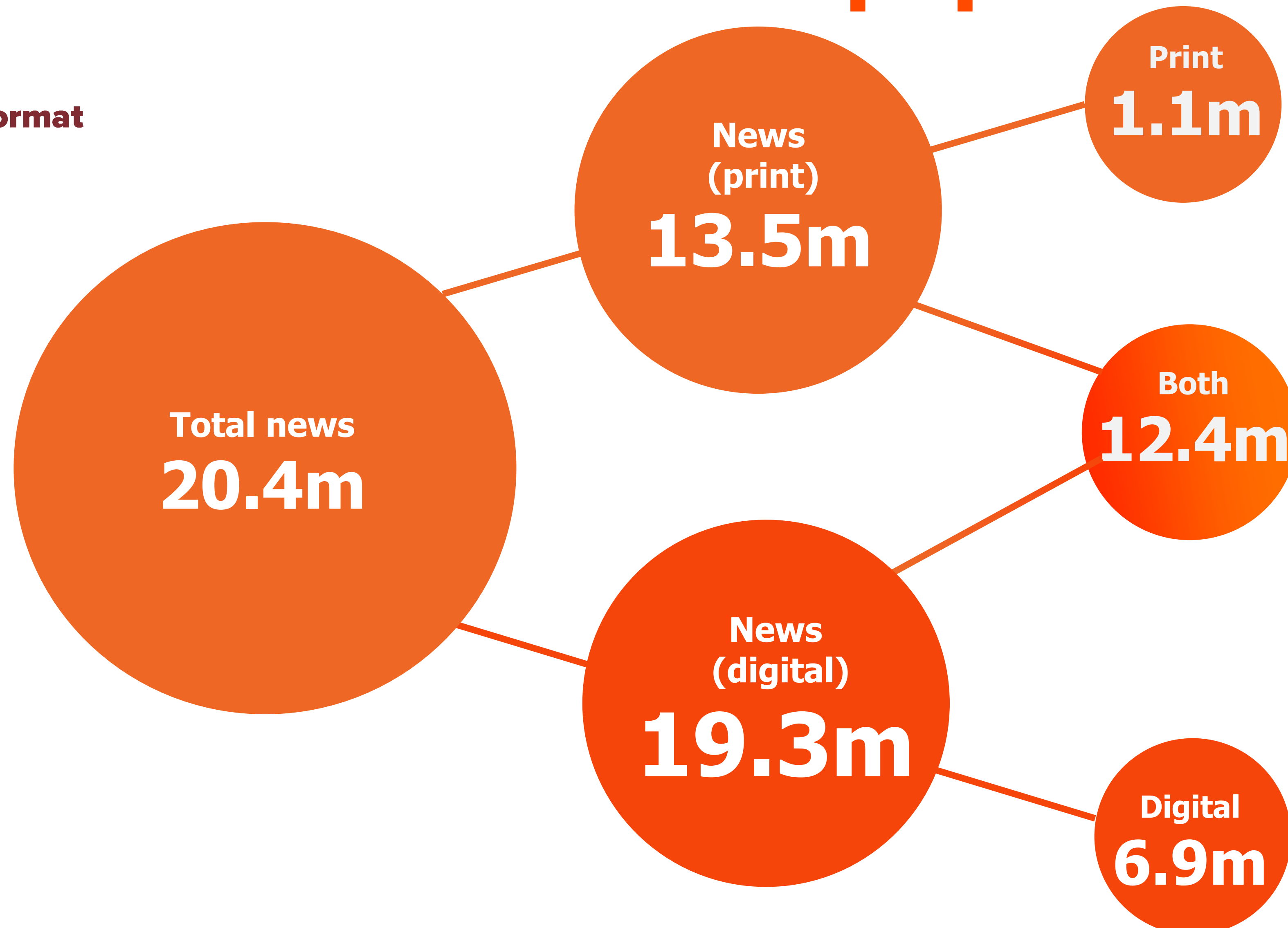
14-34: 6.7m 35-54: 6.5m 55+: 7.3m



Source : Roy Morgan January 2021 to December 2021.

Despite heavy digital consumption, 3 in 5 get their news from a newspaper

Readership by news format



News readership and engagement

All the readership
specifics by location,
time and demographic



Readership news type by age/region

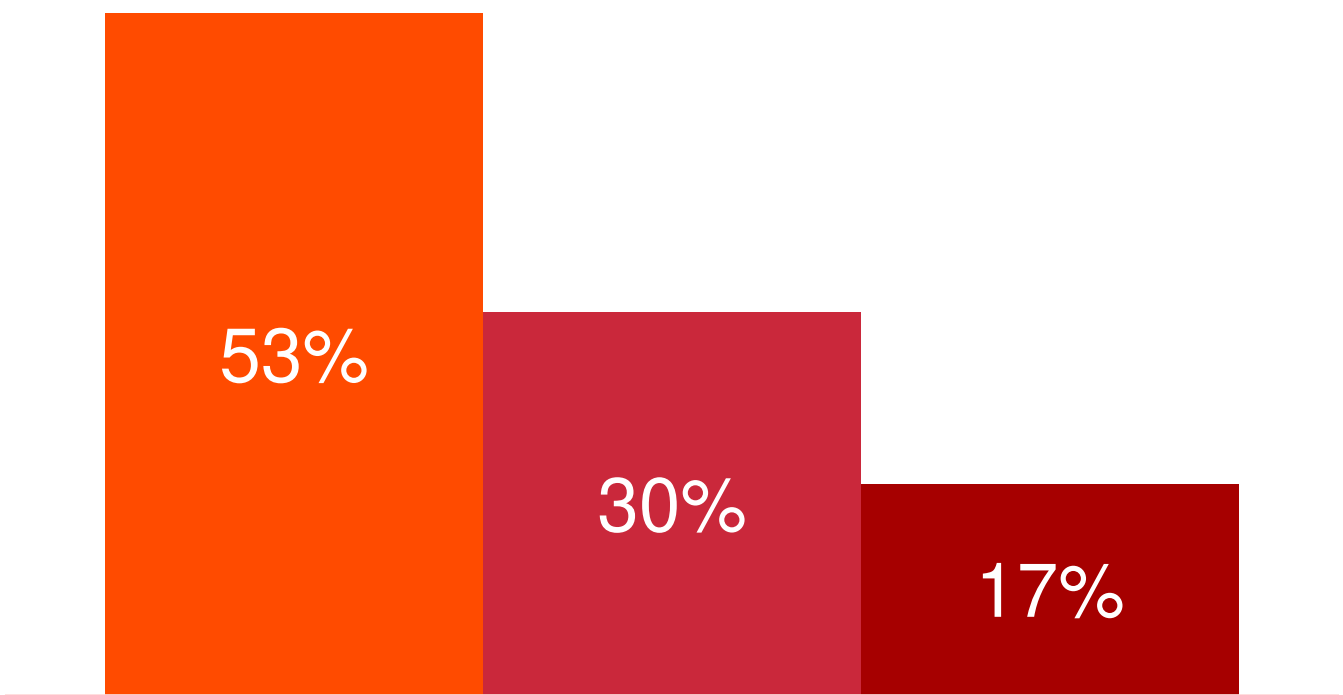
Monthly readership March 2021	Reach % to population 14+	Totals	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Reach to age 14+		97%	97%	96%	94%	98%	98%	97%	96%
Population 14+	100%	21.1m	10.4m	10.8m	7.1m	6.6m	7.4m	15.0m	6.1m
Total news	97%	20.4m	10.1m	10.4m	6.7m	6.5m	7.3m	14.5m	5.9m
News (digital)	91%	19.3m	9.6m	9.7m	6.3m	6.4m	6.6m	13.8m	5.5m
News (print)	64%	13.5m	6.9m	6.6m	3.7m	4.0m	5.8m	9.4m	4.1m
Newspaper inserted magazines (NIMs)	22%	4.7m	2.3m	2.4m	1.1m	1.2m	2.4m	3.6m	1.1m

When, how frequent and how long?

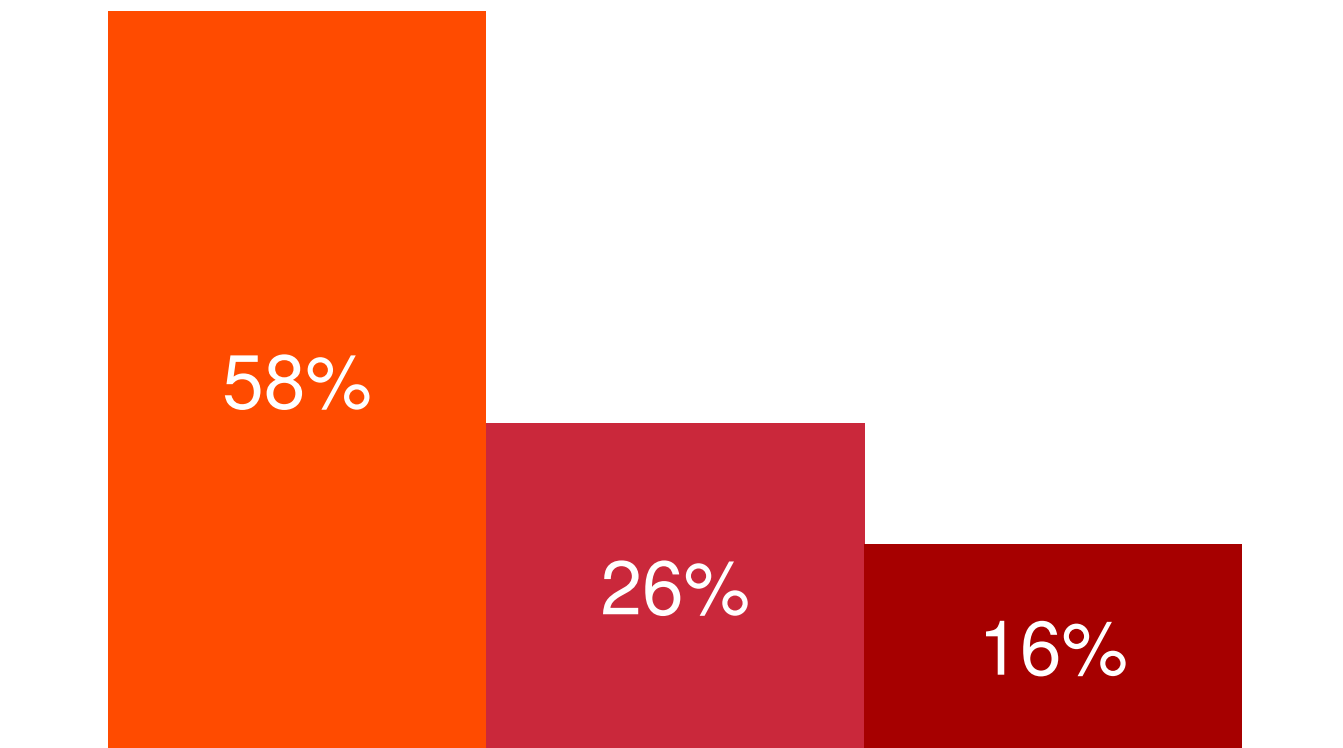
When

Mondays to Fridays, newspapers are the most engaging media before lunch
57% of newspaper readers prefer to be reading papers before lunchtime

Monday to Friday



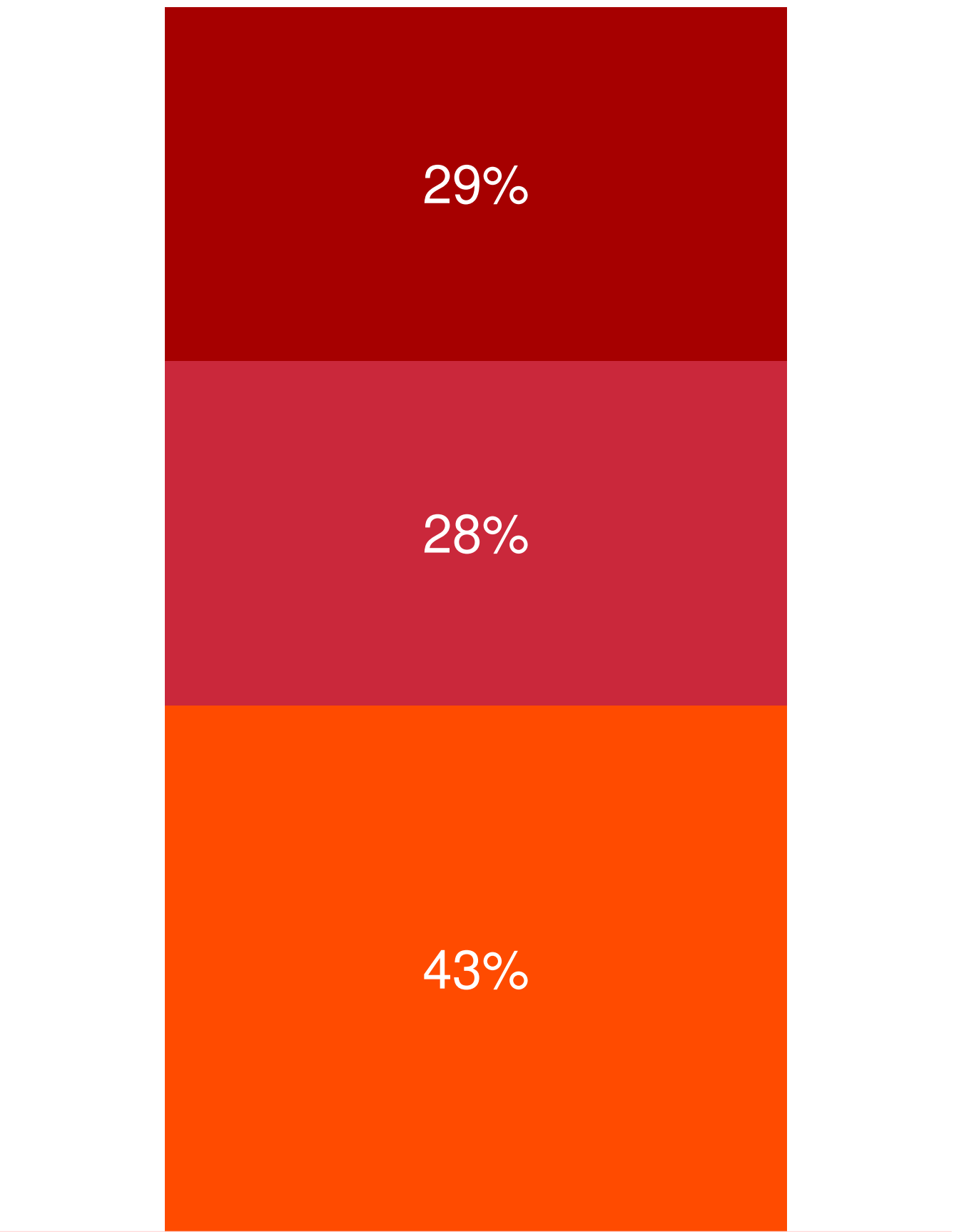
Saturday to Sunday



Breakfast & mid-morning Afternoon Evening

How frequent

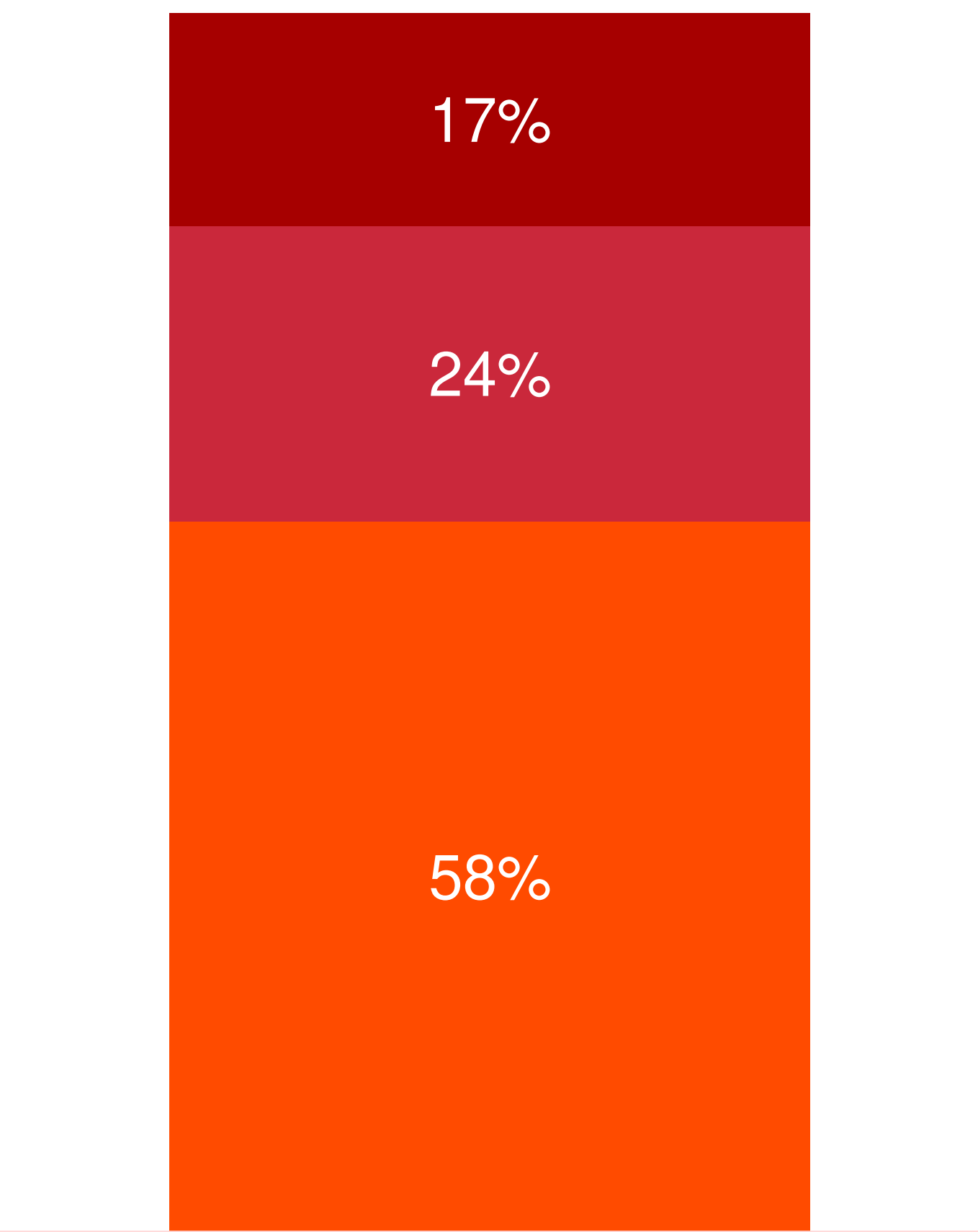
28% of newspaper readers typically read 7 or more issues a week



1 to 2 a week 3 to 6 a week 7 or more a week

How long

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

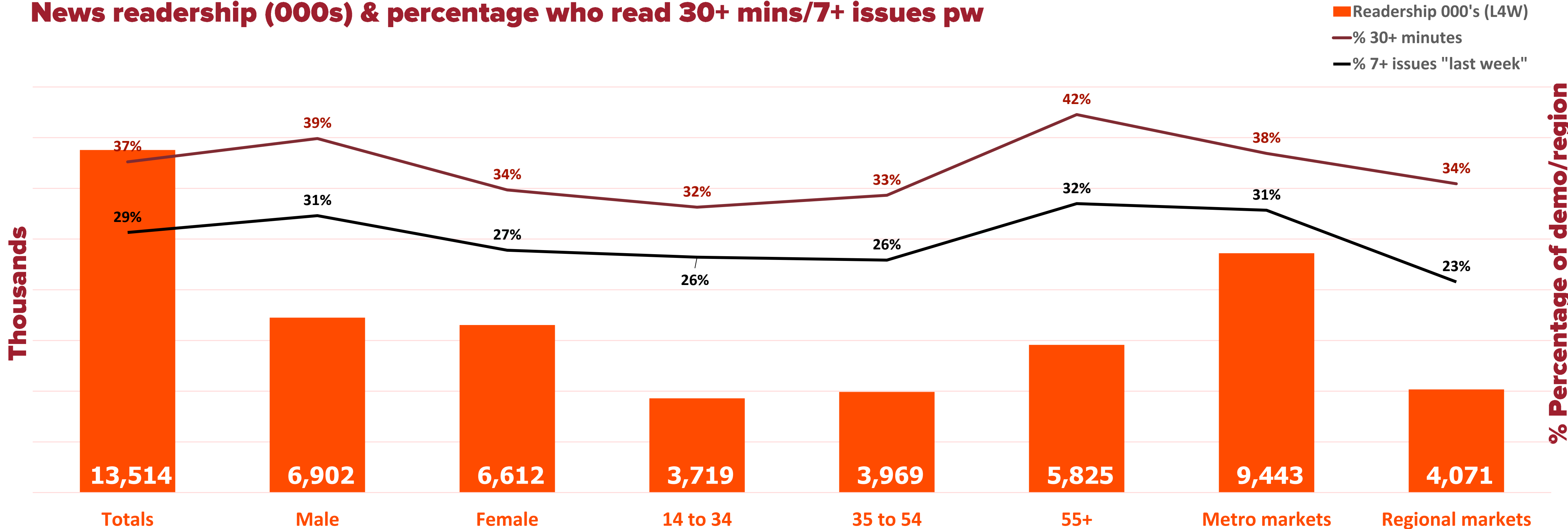


Less than 30 minutes a day 30 to 59 minutes a day 60 or more minutes a day

Source : Roy Morgan January 2021 to December 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 (000s) & percentage who read 30+ mins/7+ issues pw



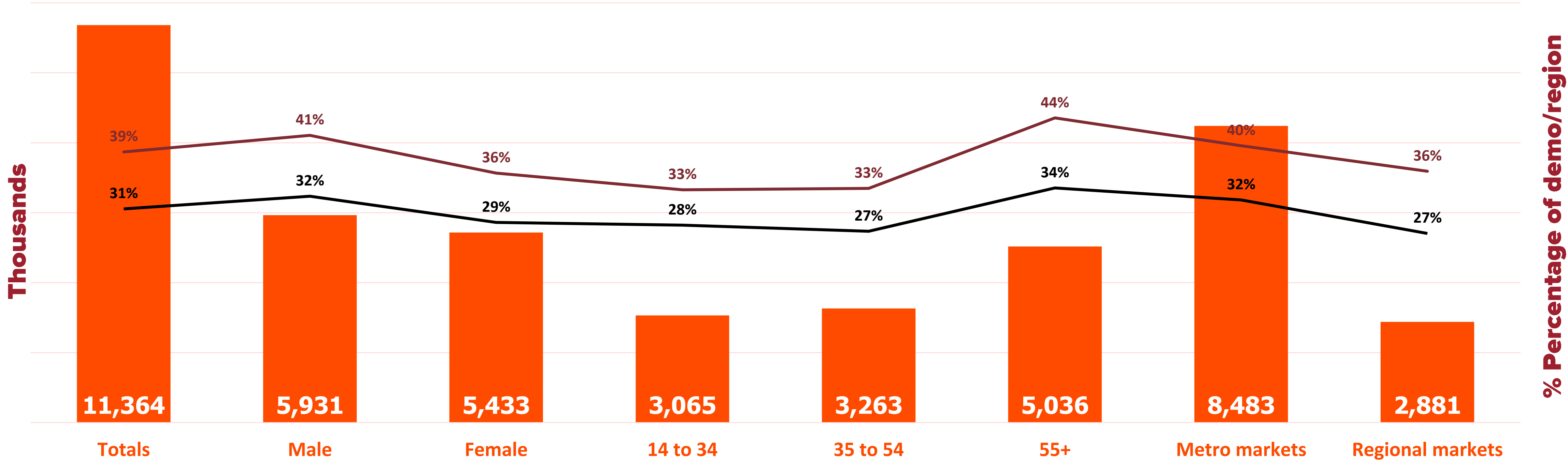
	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Readership (millions) (L4W)	64%	13.5m	6.9m	6.6m	3.7m	4.0m	5.8m	9.4m	4.1m
Proportion (%) reading 30+ mins		37%	39%	34%	32%	33%	42%	38%	34%
Proportion (%) reading 7+ issues 'last week'		29%	31%	27%	26%	26%	32%	31%	23%

Source : Roy Morgan January 2021 to December 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 (000s) & percentage who read 30+ mins/7+ issues pw

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

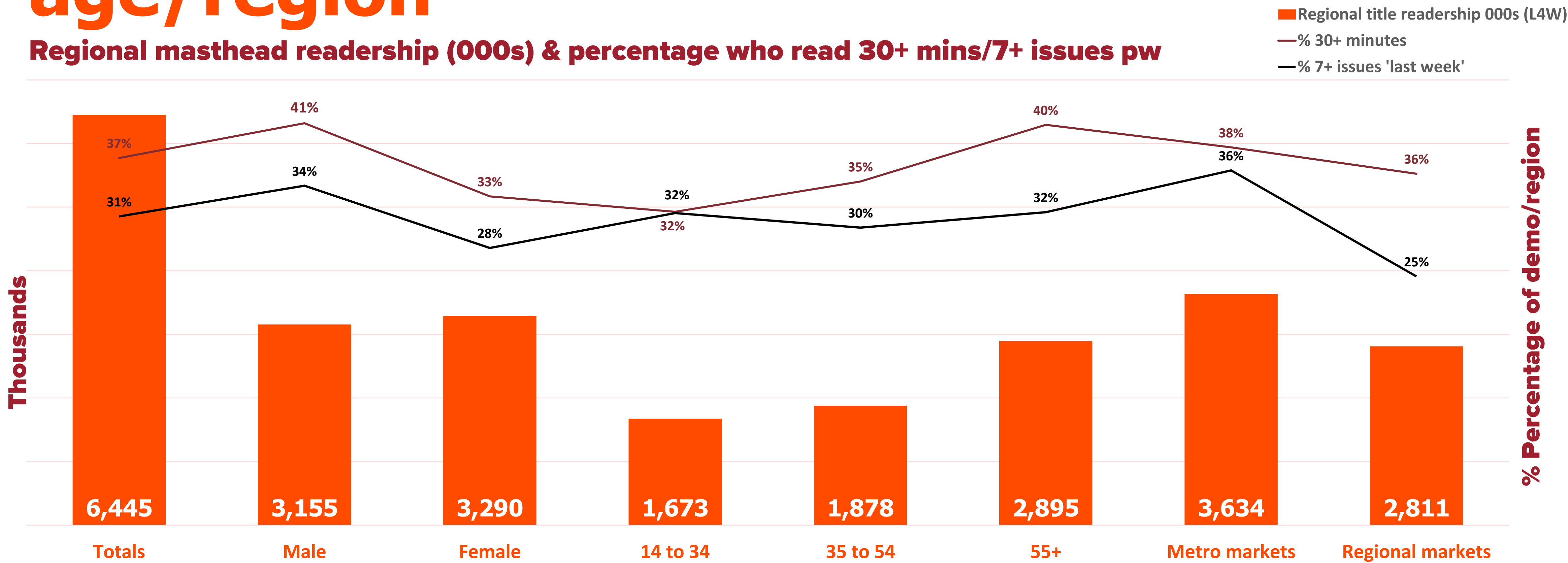


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Nat/Metro title readership (millions) (L4W)	54%	11.4m	5.9m	5.4m	3.1m	3.3m	5.0m	8.5m	2.9m
Proportion (%) reading 30+ mins		39%	41%	36%	33%	33%	44%	40%	36%
Proportion (%) reading 7+ issues 'last week'		31%	32%	29%	28%	27%	34%	32%	27%

Source : Roy Morgan January 2021 to December 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.
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Regular readership: regional titles by age/region

Regional masthead readership (000s) & percentage who read 30+ mins/7+ issues pw

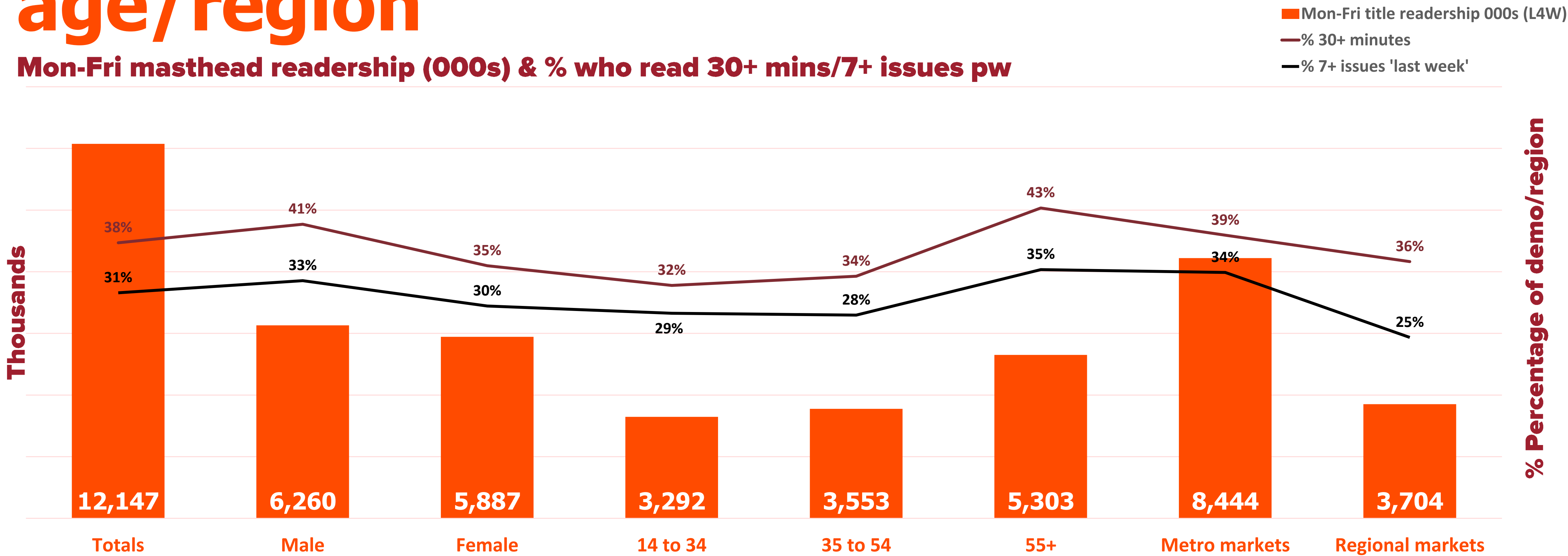


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Regional title readership (millions) (L4W)	30%	6.4m	3.2m	3.3m	1.7m	1.9m	2.9m	3.6m	2.8m
Proportion (%) reading 30+ mins		37%	41%	33%	32%	35%	40%	38%	36%
Proportion (%) reading 7+ issues 'last week'		31%	34%	28%	32%	30%	32%	36%	25%

Source : Roy Morgan January 2021 to December 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.
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Regular readership: Mon-Fri titles by age/region

Mon-Fri masthead readership (000s) & % who read 30+ mins/7+ issues pw

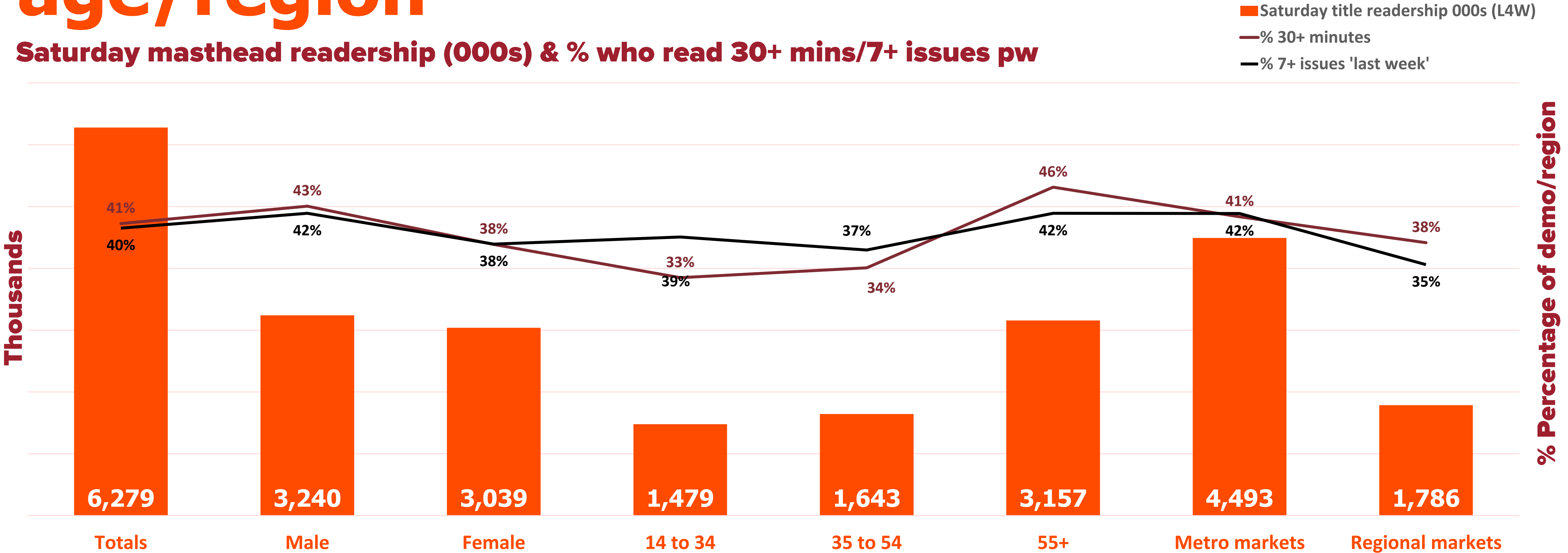


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Mon-Fri title readership (millions) (L4W)	57%	12.1m	6.3m	5.9m	3.3m	3.6m	5.3m	8.4m	3.7m
Proportion (%) reading 30+ mins		38%	41%	35%	32%	34%	43%	39%	36%
Proportion (%) reading 7+ issues 'last week'		31%	33%	30%	29%	28%	35%	34%	25%

Source : Roy Morgan January 2021 to December 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.
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Regular readership: Saturday titles by age/region

Saturday masthead readership (000s) & % who read 30+ mins/7+ issues pw

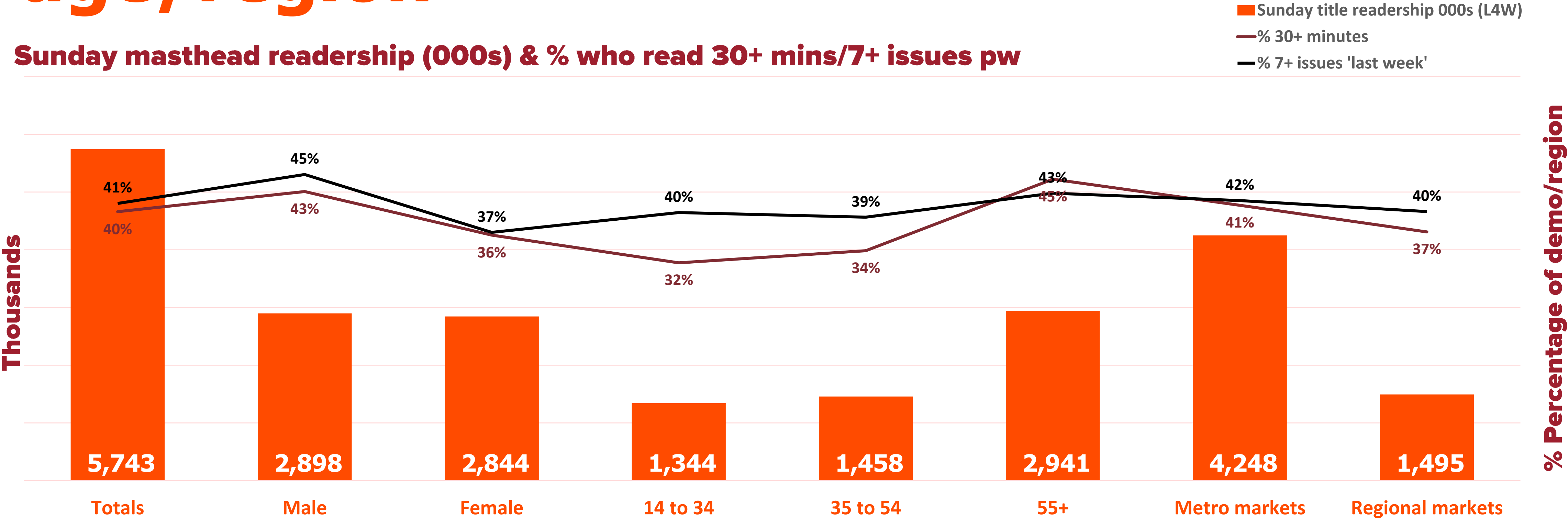


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Saturday title readership (millions) (L4W)	30%	6.3m	3.2m	3.0m	1.5m	1.6m	3.2m	4.5m	1.8m
Proportion (%) reading 30+ mins		41%	43%	38%	33%	34%	46%	41%	38%
Proportion (%) reading 7+ issues 'last week'		40%	42%	38%	39%	37%	42%	42%	35%

Source : Roy Morgan January 2021 to December 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 (000s) & % 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
Sunday title readership (millions) (L4W)	27%	5.7m	2.9m	2.8m	1.3m	1.5m	2.9m	4.2m	1.5m
Proportion (%) reading 30+ mins		40%	43%	36%	32%	34%	45%	41%	37%
Proportion (%) reading 7+ issues 'last week'		42%	45%	39%	41%	40%	43%	43%	38%

Source : Roy Morgan January 2021 to December 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.
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