

# News Fundamentals

All the facts about news readership in Australia

Updated May 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  
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

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.

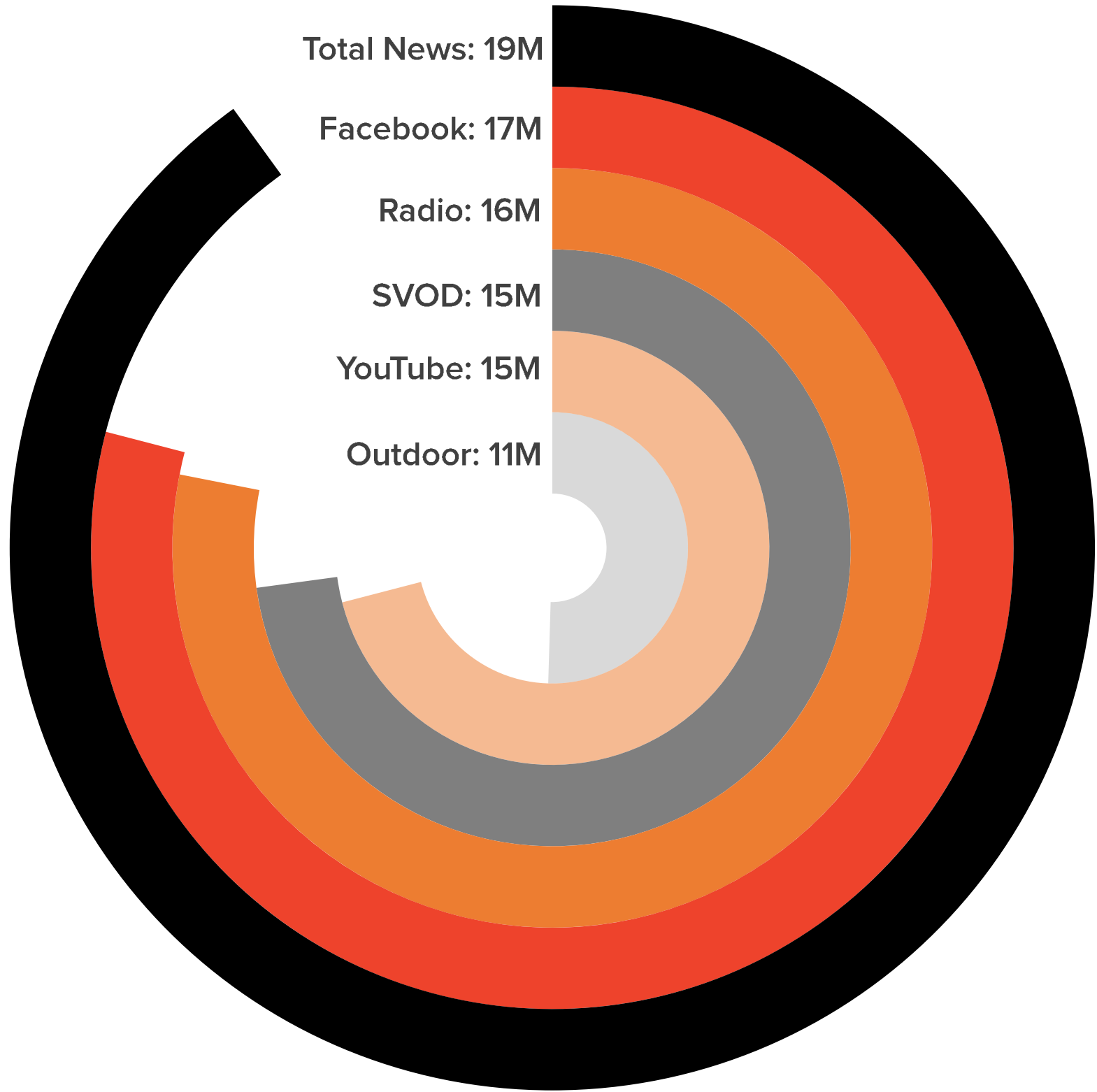
# News is a fundamental part of the day for Australians

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



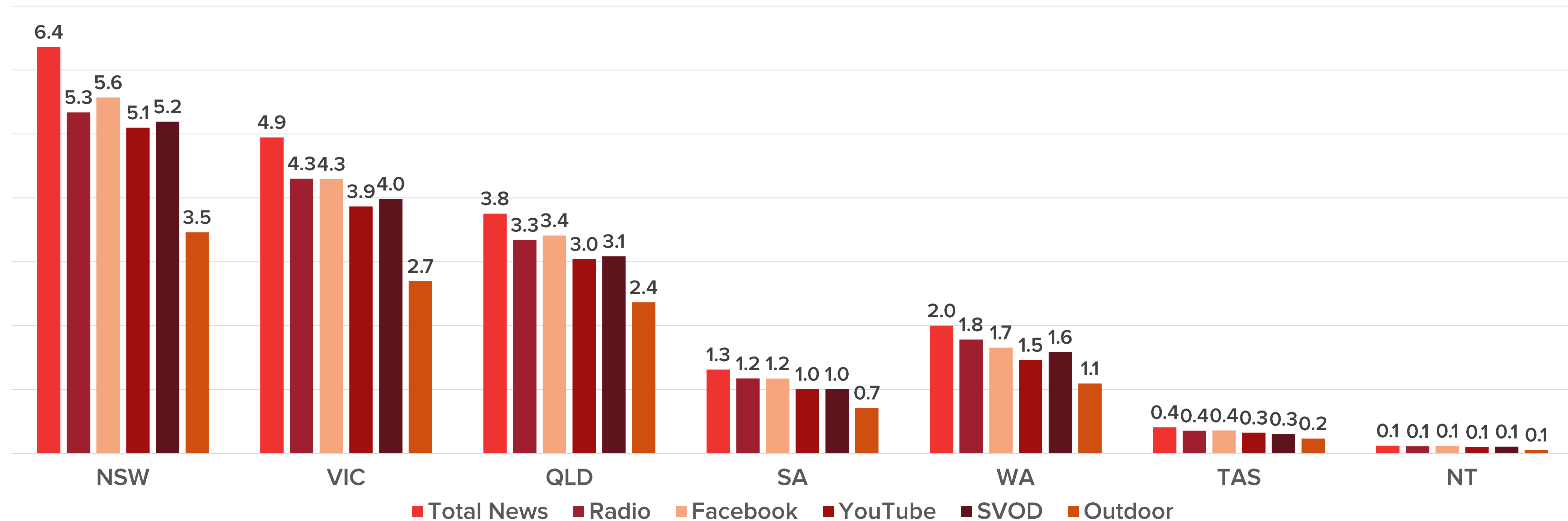
# Each week news engages 19 million Australians

Weekly media channel reach



# The reach of news compares favourably to other leading media channels across every State and Territory

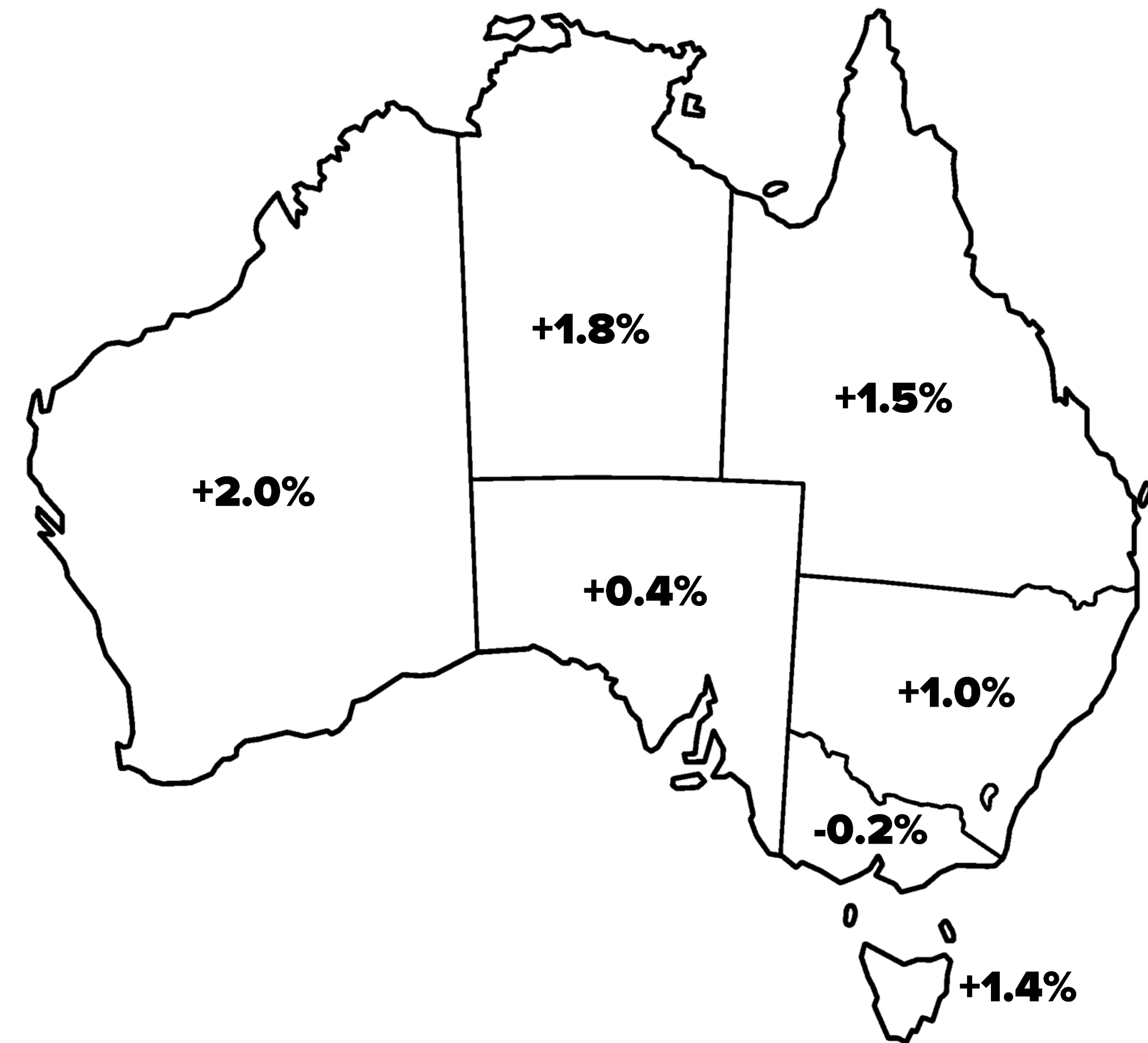
Unique audience (millions)





# News continues to grow its audience nationally and across most States and Territories

## Annual growth in news readership by State



➤ Nationally, Total News grew +0.9% compared to last year, with digital news outperforming at +2.4% for the same period.

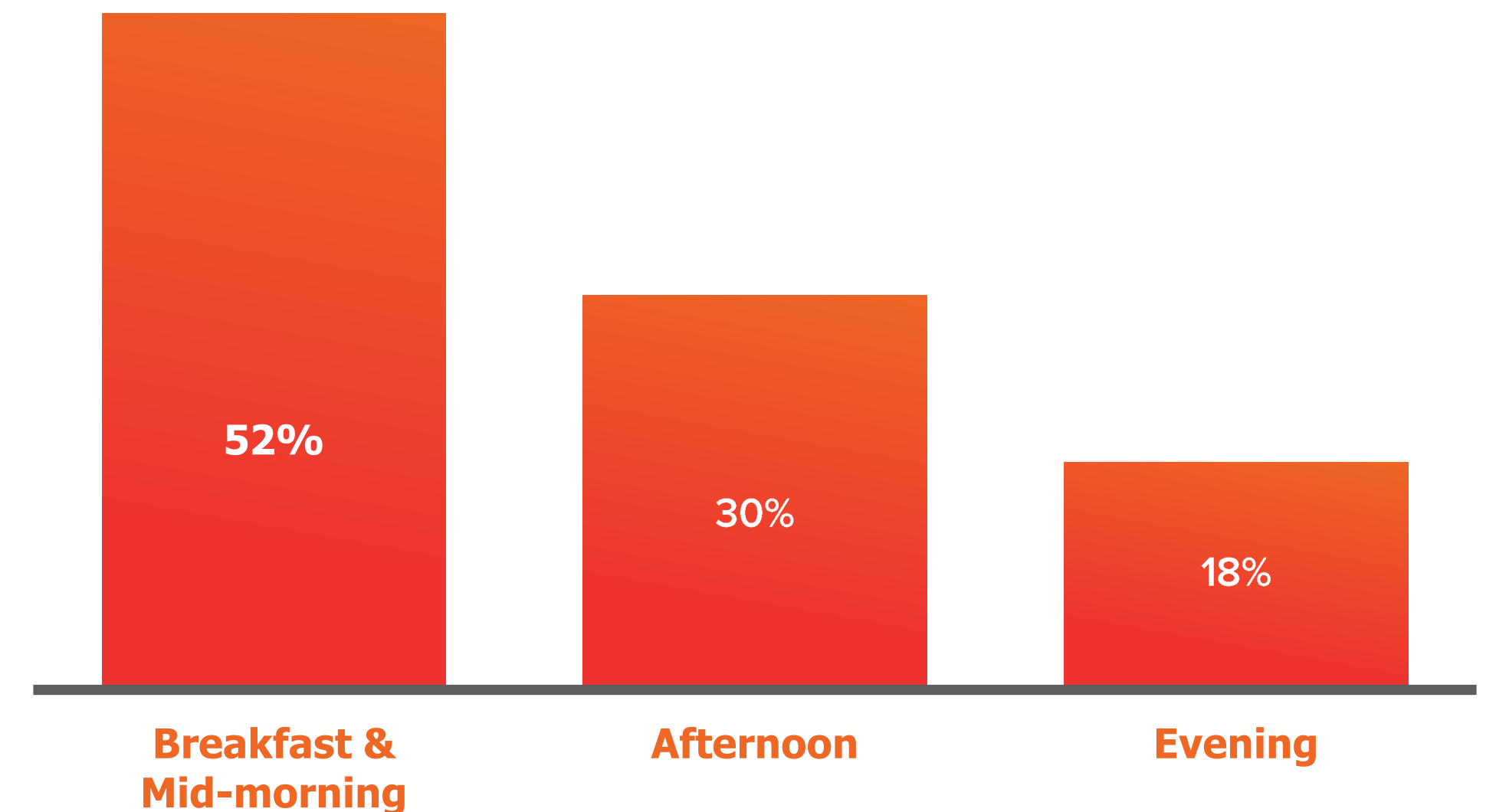
# News is a morning ritual; it's consumed by the time you've had your coffee



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 April 2021 to March 2022.  
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.

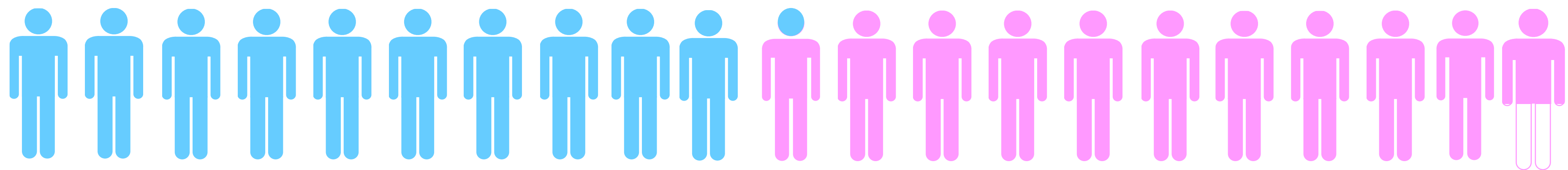
# Readership is high across all age groups, including the hard to reach 14-34's

Readership and reach: Total news

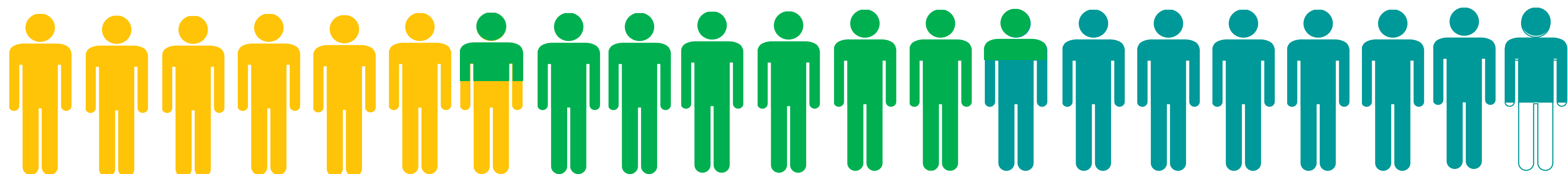
Reach % to popn 14+: 97%

Totals: 20.5m

Male: 10.1m    Female: 10.4m



14-34: 6.6m    35-54: 6.5m    55+: 7.3m

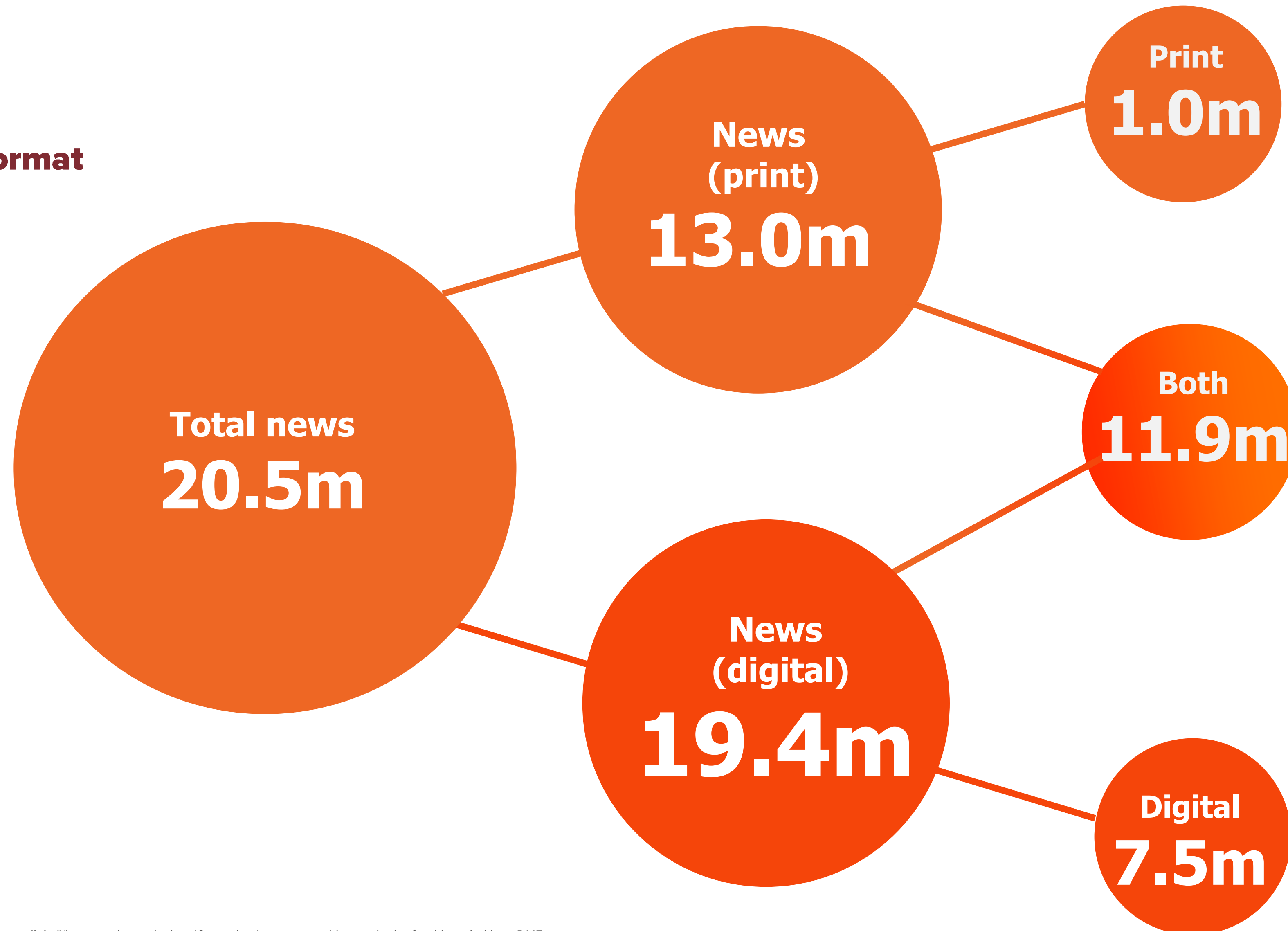


Source : Roy Morgan April 2021 to March 2022. "Read news in the last 4 weeks (print or digital)" averaged over the last 12 months. Average monthly sample size for this period is n=5447



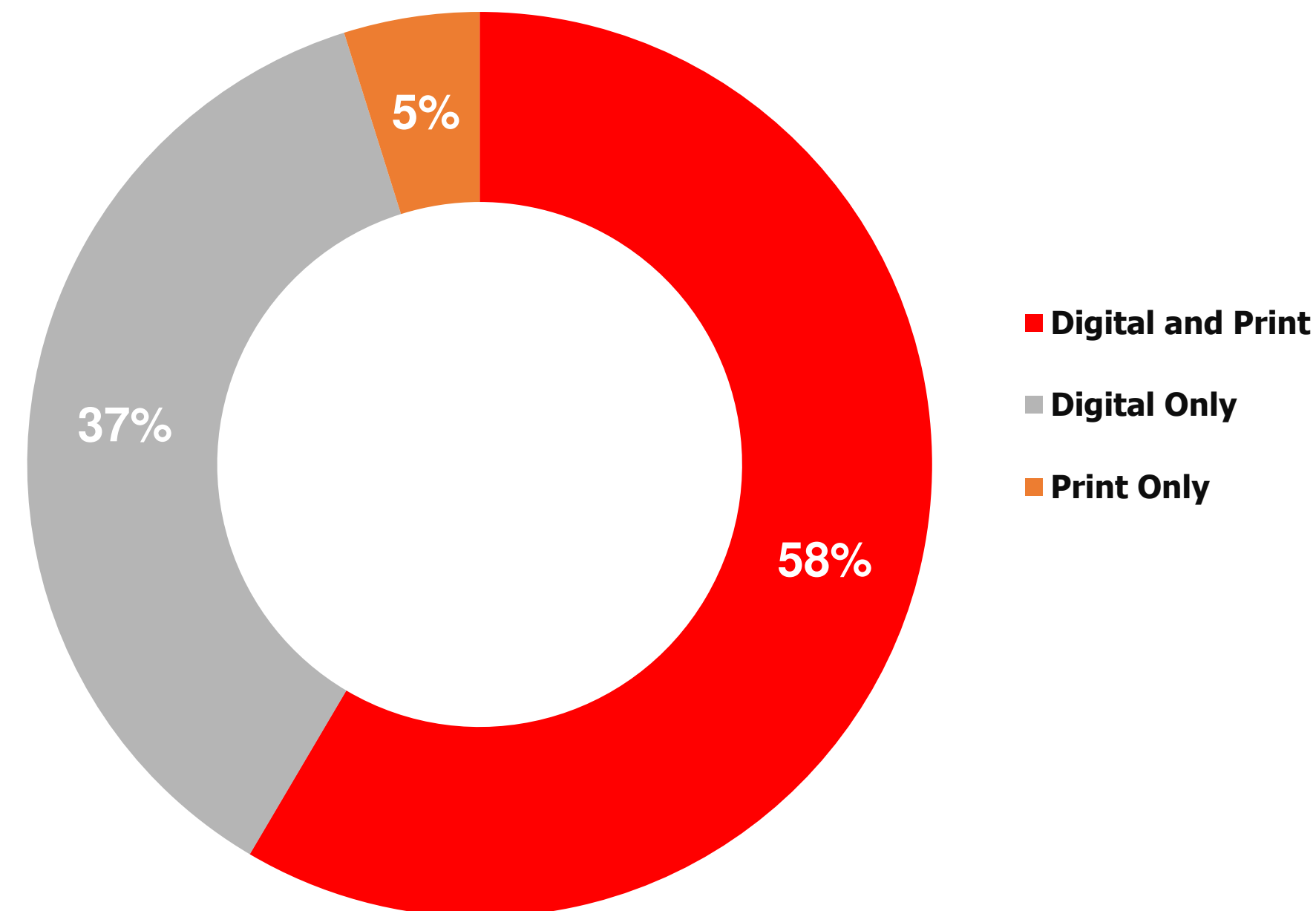
# News is omnichannel and cross platform

## Readership by news format



# Despite heavy digital consumption, 2 in 3 readers get their news from a printed newspaper

Readership by news type



# News readership and engagement

All the readership  
specifics by location,  
time and demographic



# Readership news type by age/region

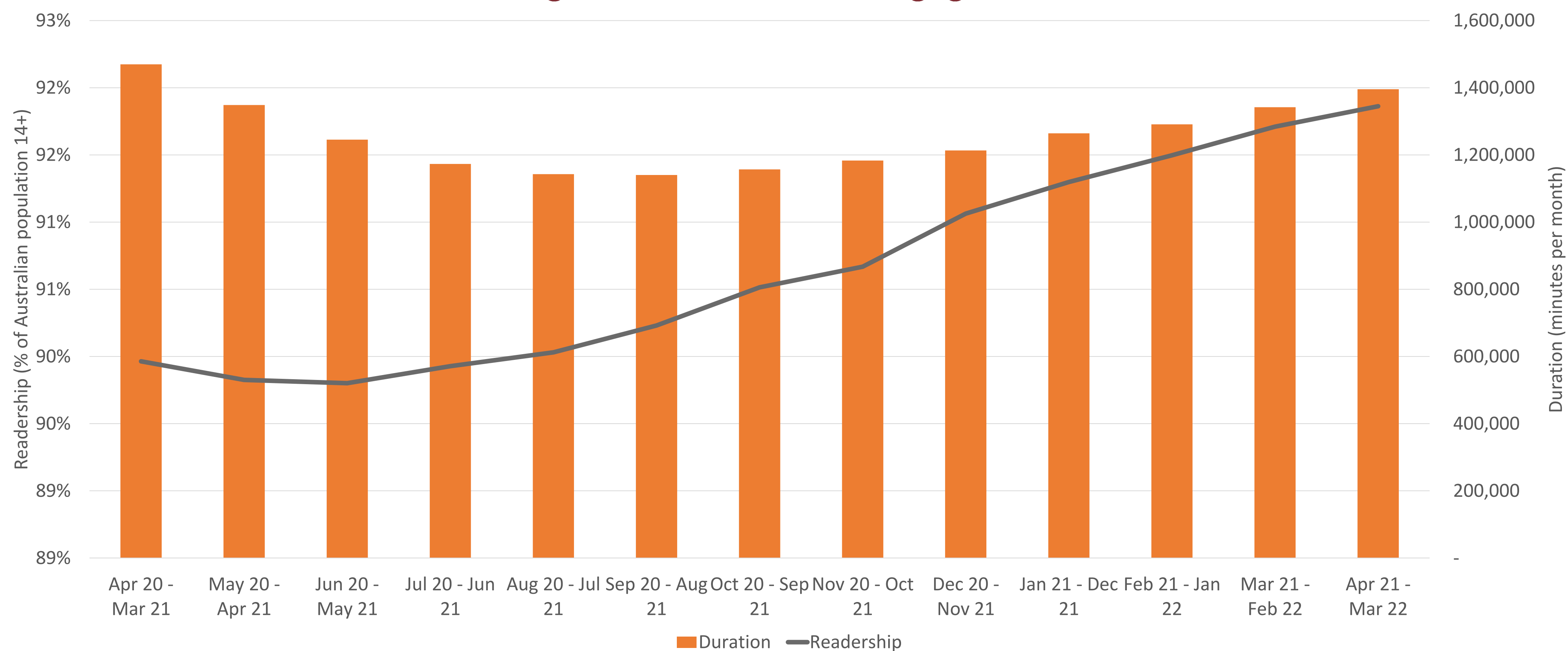
Monthly readership March 2021	Reach % to population 14+	Totals	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Reach to age 14+		97%	97%	96%	94%	98%	98%	97%	96%
Population 14+	100%	21.2m	10.4m	10.8m	7.1m	6.6m	7.5m	15.0m	6.1m
Total news	97%	20.5m	10.1m	10.4m	6.6m	6.5m	7.3m	14.6m	5.9m
News (digital)	92%	19.4m	9.6m	9.8m	6.3m	6.5m	6.6m	13.9m	5.5m
News (print)	61%	13.0m	6.7m	6.3m	3.5m	3.8m	5.7m	9.1m	3.9m
Newspaper inserted magazines (NIMs)	22%	4.6m	2.3m	2.3m	1.0m	1.3m	2.3m	3.5m	1.1m

Source : Roy Morgan April 2021 to March 2022. "Read news in the last 4 weeks (print or digital)" averaged over the last 12 months. Average monthly sample size for this period is n=5447



# Digital reach and engagement

Digital News reach and engagement



Source : Roy Morgan April 2021 to March 2022; Readership of digital news websites in total minutes per month. Based on the last 4 weeks, averaged over 12months.

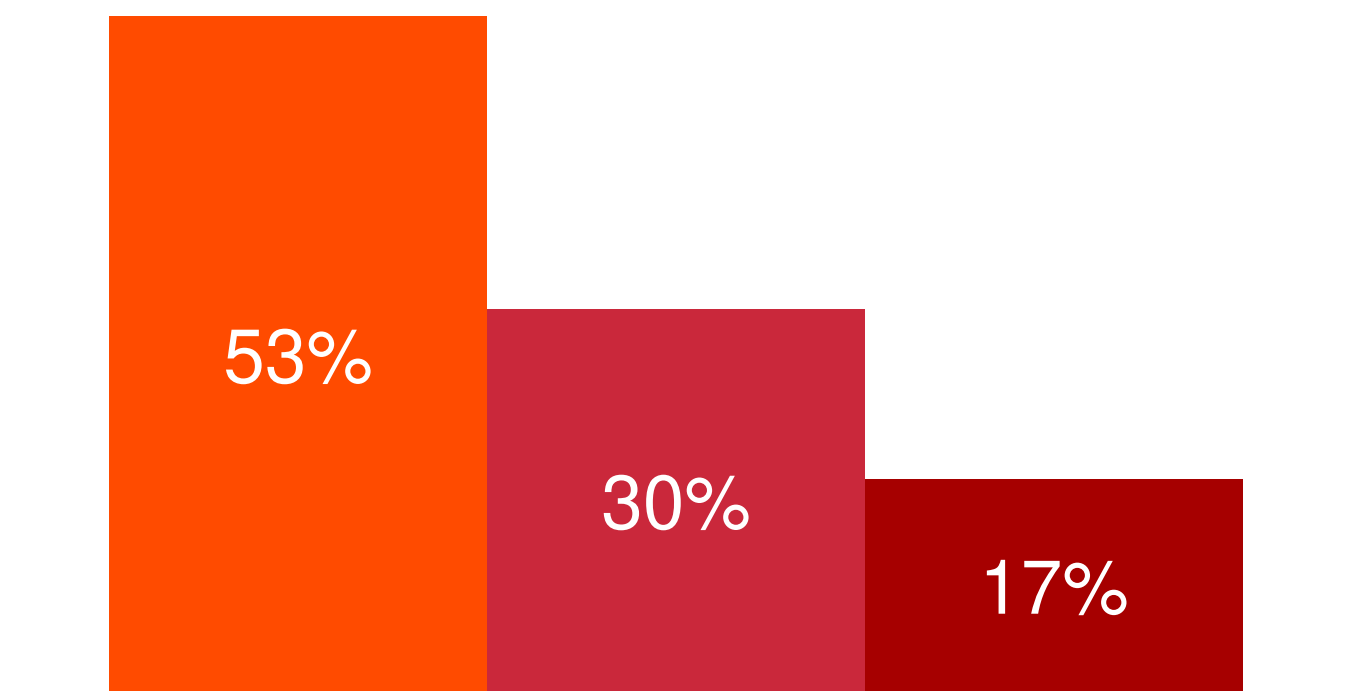
# When, how frequent and how long?

## Printed newspaper readership

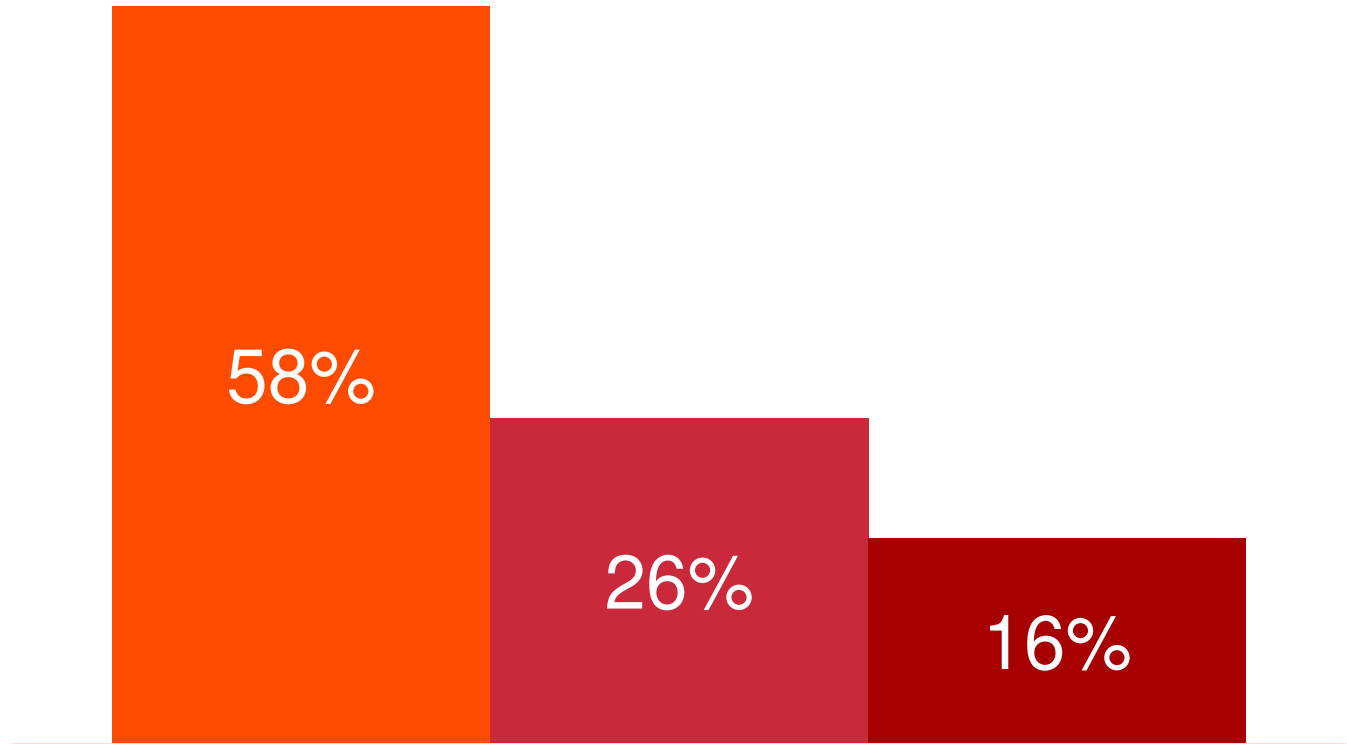
### When

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



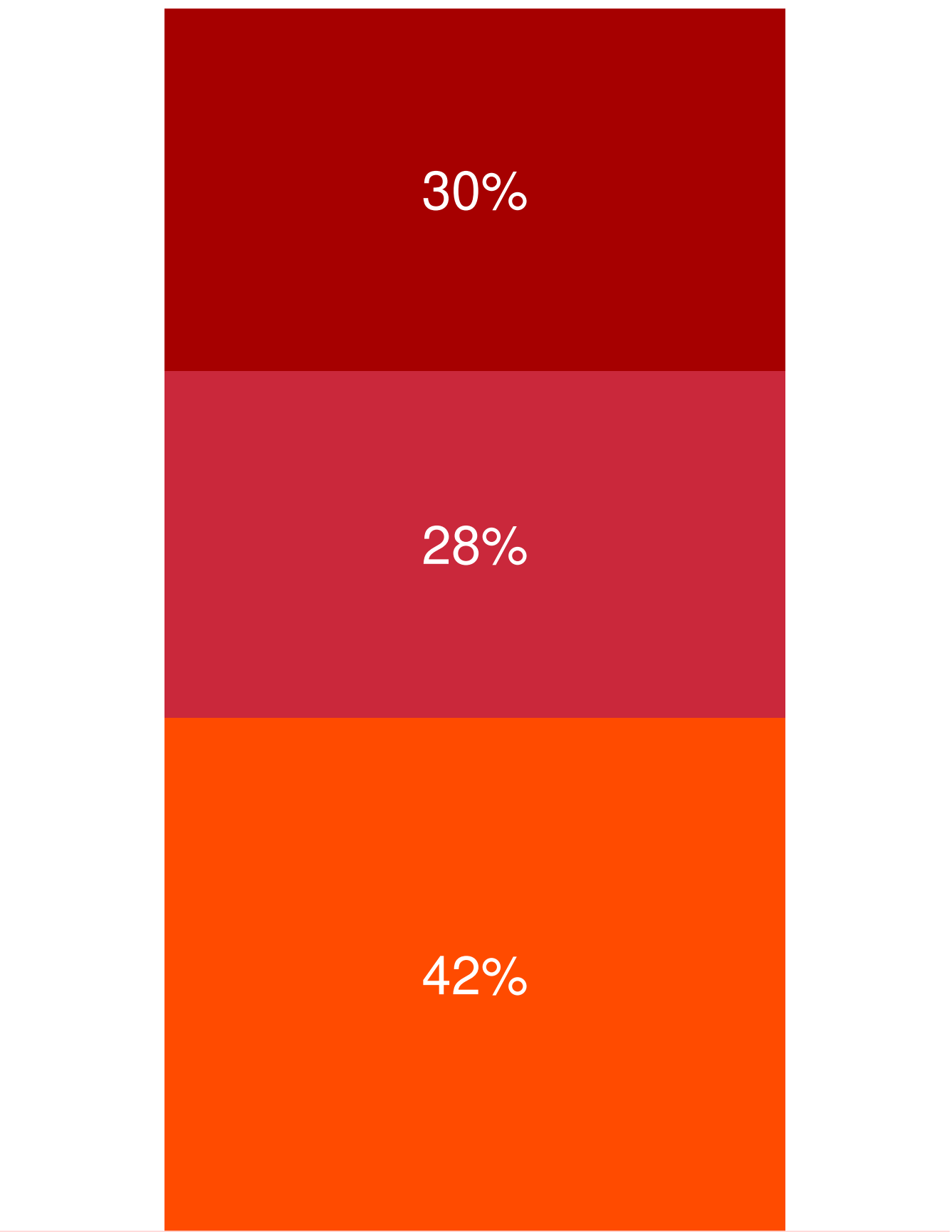
#### Saturday to Sunday



■ Breakfast & mid-morning ■ Afternoon ■ Evening

### How frequent

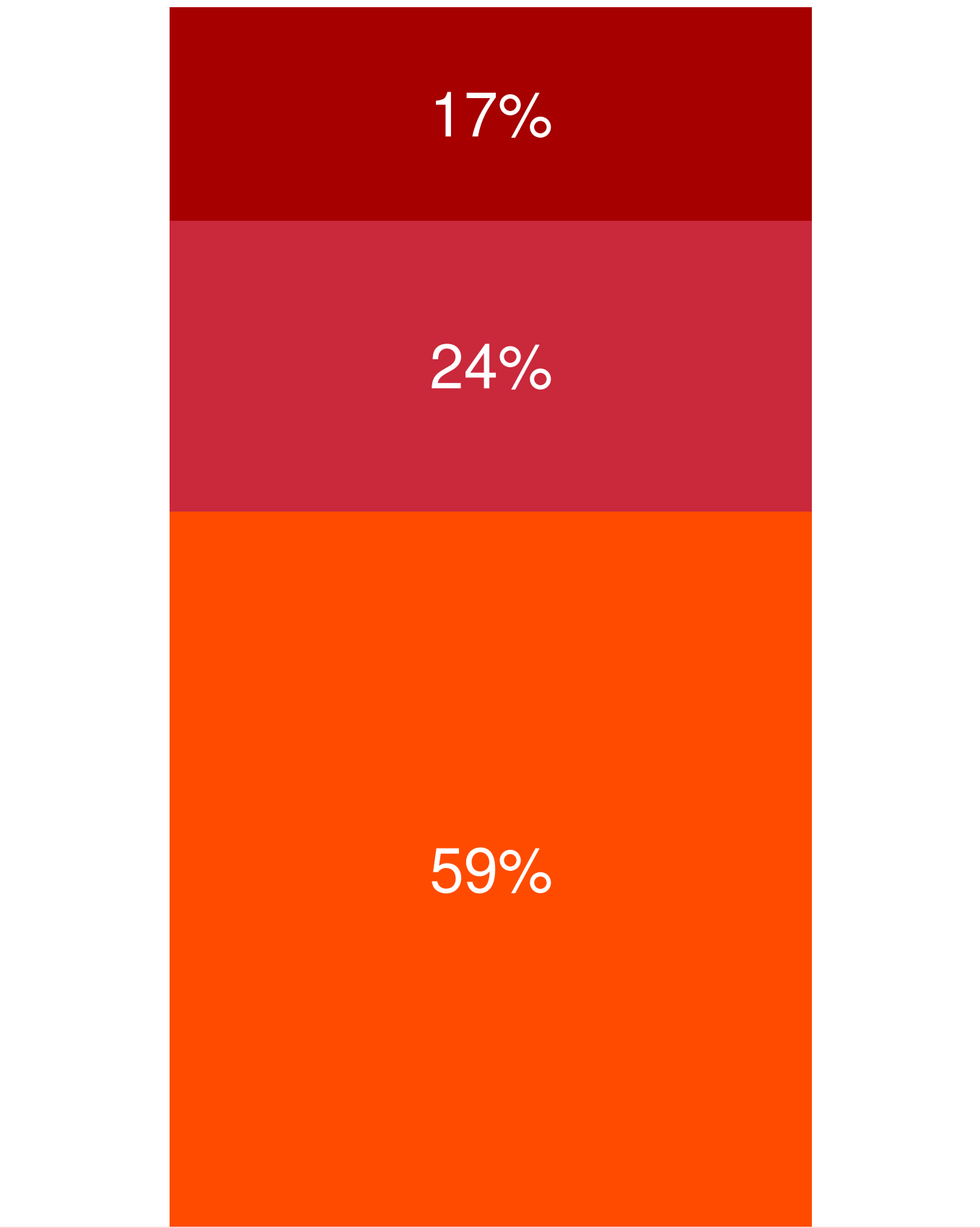
28% of newspaper readers typically read 7 or more issues a week



■ 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

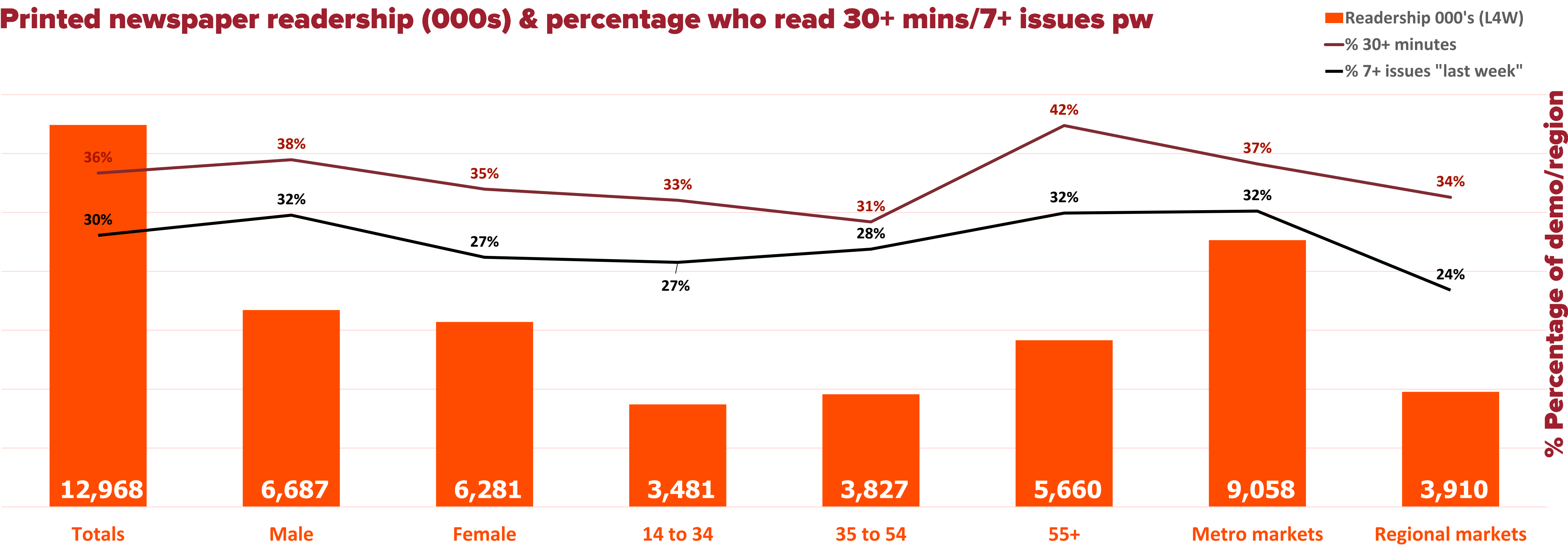


■ Less than 30 minutes a day ■ 30 to 59 minutes a day  
■ 60 or more minutes a day

Source : Roy Morgan April 2021 to March 2022. 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

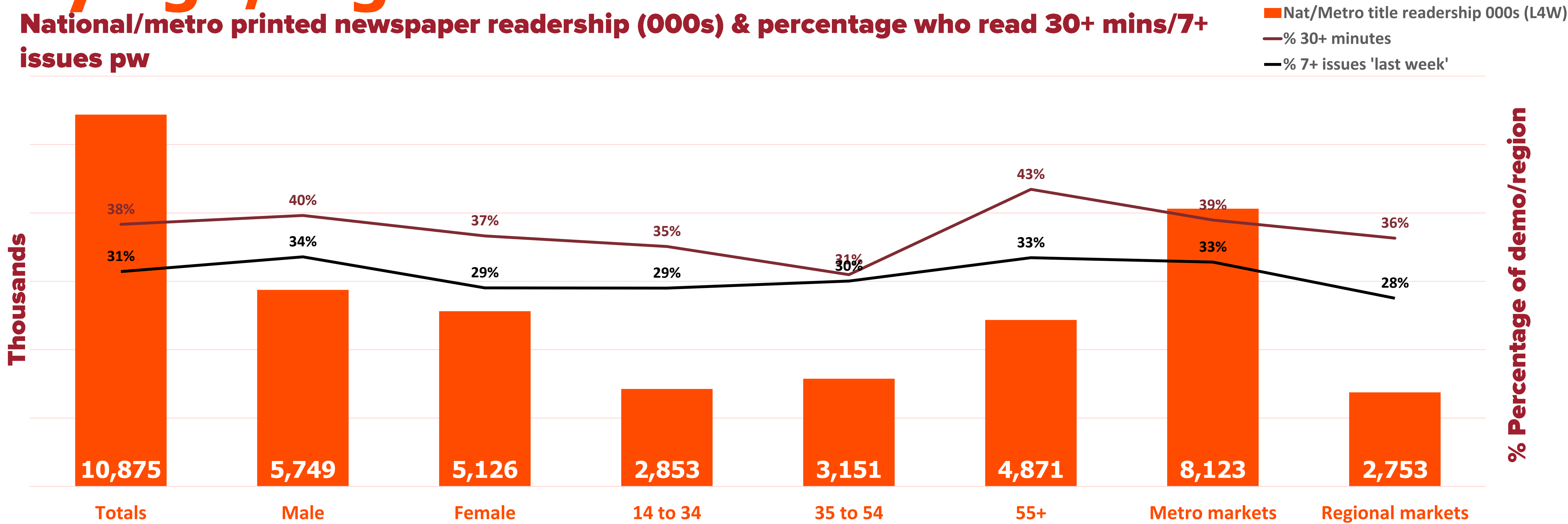


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Readership (Millions) (L4W)	61%	13.0m	6.7m	6.3m	3.5m	3.8m	5.7m	9.1m	3.9m
Proportion (%) reading 30+ mins		36%	38%	35%	33%	31%	42%	37%	34%
Proportion (%) reading 7+ issues 'last week'		30%	32%	27%	27%	28%	32%	32%	24%

Source : Roy Morgan April 2021 to March 2022. 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 printed newspaper readership (000s) & percentage who read 30+ mins/7+ issues pw

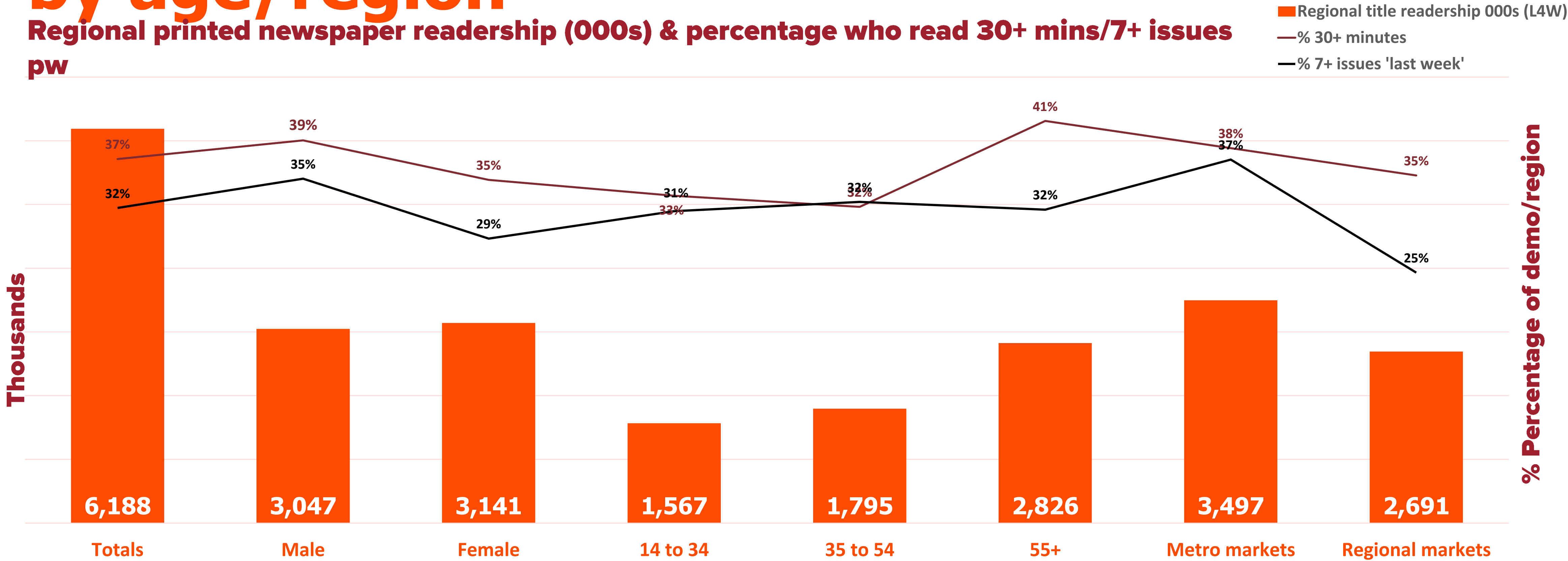


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Nat/Metro title readership (Millions) (L4W)	51%	10.9m	5.7m	5.1m	2.9m	3.2m	4.9m	8.1m	2.8m
Proportion (%) reading 30+ mins		38%	40%	37%	35%	31%	43%	39%	36%
Proportion (%) reading 7+ issues 'last week'		31%	34%	29%	29%	30%	33%	33%	28%

Source : Roy Morgan April 2021 to March 2022. 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 printed newspaper readership (000s) & percentage who read 30+ mins/7+ issues pw

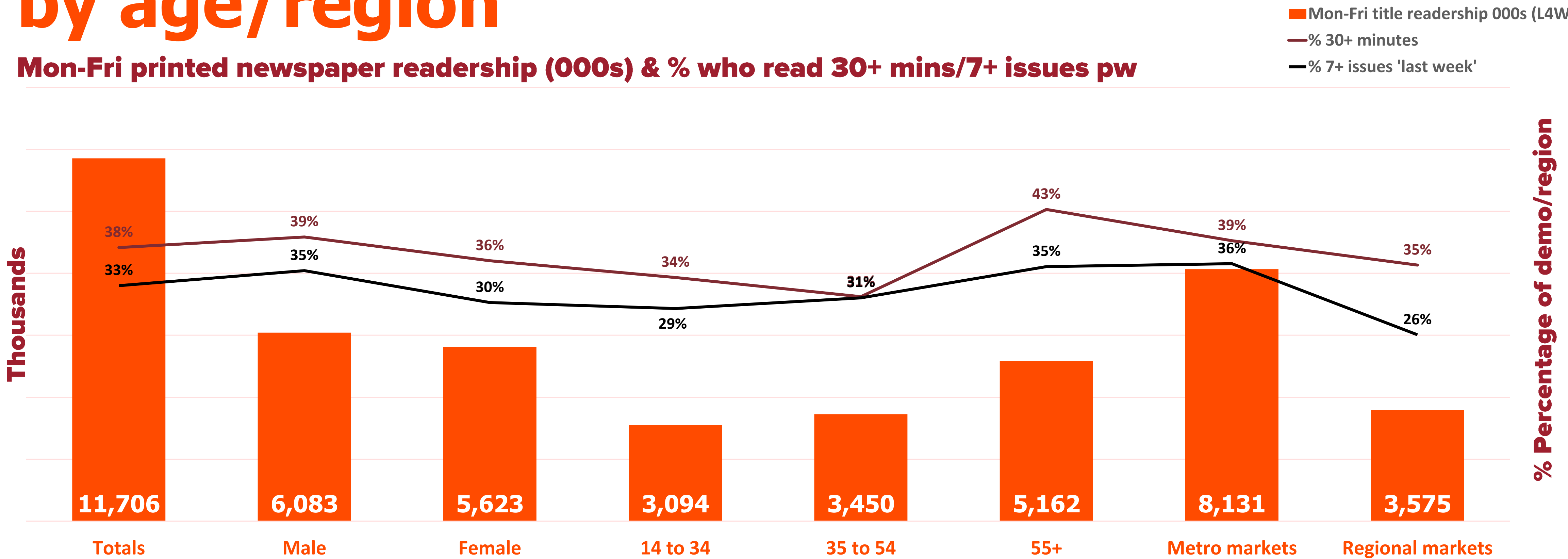


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Regional title readership (Millions) (L4W)	29%	6.2m	3.0m	3.1m	1.6m	1.8m	2.8m	3.5m	2.7m
Proportion (%) reading 30+ mins		37%	39%	35%	33%	32%	41%	38%	35%
Proportion (%) reading 7+ issues 'last week'		32%	35%	29%	31%	32%	32%	37%	25%

Source : Roy Morgan April 2021 to March 2022. 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 printed newspaper readership (000s) & % who read 30+ mins/7+ issues pw

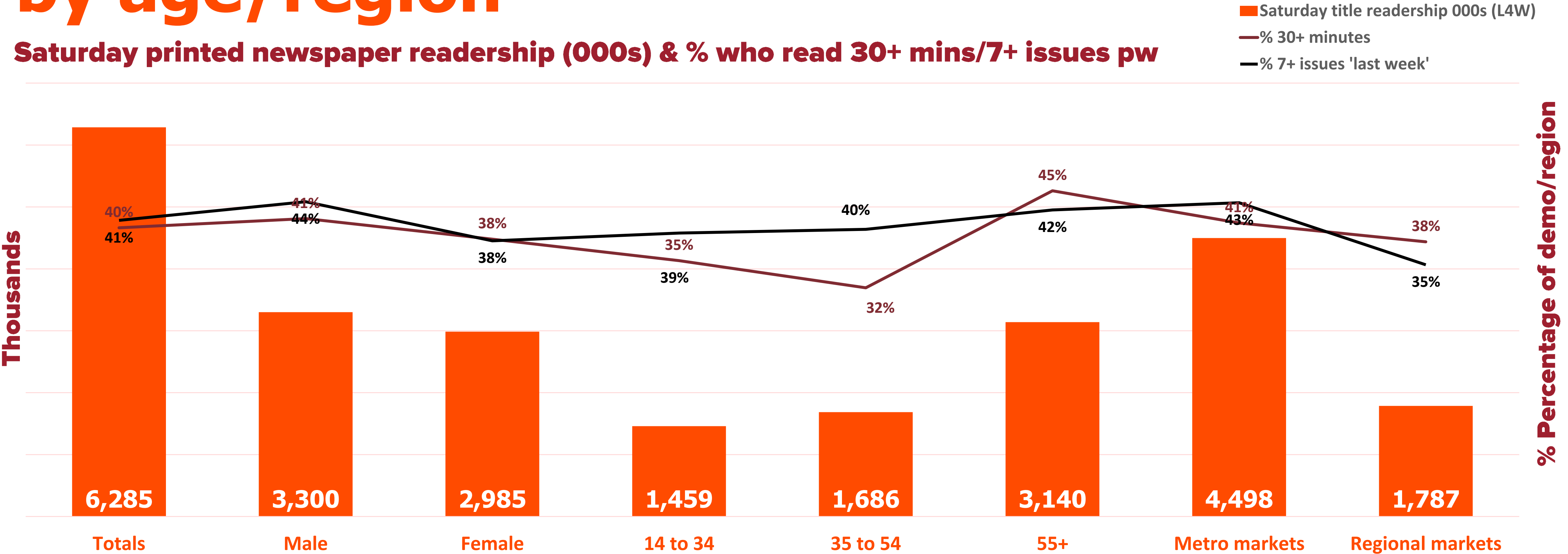


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Mon-Fri title readership (Millions) (L4W)	55%	11.7m	6.1m	5.6m	3.1m	3.5m	5.2m	8.1m	3.6m
Proportion (%) reading 30+ mins		38%	39%	36%	34%	31%	43%	39%	35%
Proportion (%) reading 7+ issues 'last week'		33%	35%	30%	29%	31%	35%	36%	26%

Source : Roy Morgan April 2021 to March 2022. 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 printed newspaper readership (000s) & % who read 30+ mins/7+ issues pw

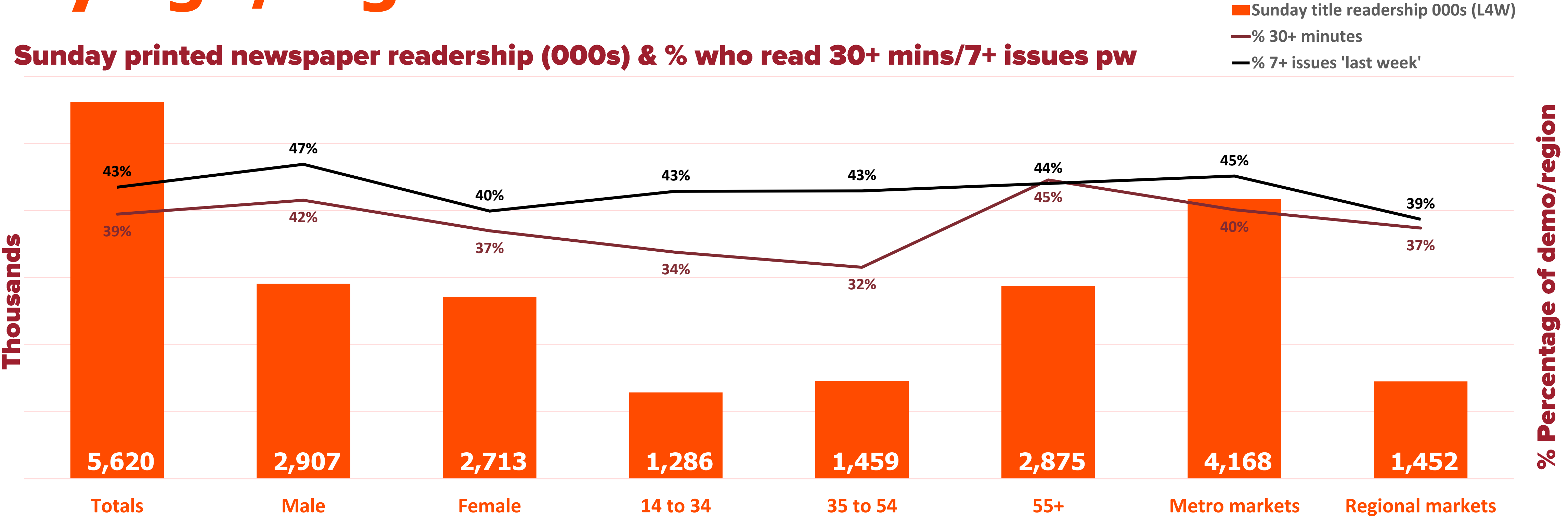


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Saturday title readership (Millions) (L4W)	30%	6.3m	3.3m	3.0m	1.5m	1.7m	3.1m	4.5m	1.8m
Proportion (%) reading 30+ mins		40%	41%	38%	35%	32%	45%	41%	38%
Proportion (%) reading 7+ issues 'last week'		41%	44%	38%	39%	40%	42%	43%	35%

Source : Roy Morgan April 2021 to March 2022. 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 printed newspaper 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%	5.6m	2.9m	2.7m	1.3m	1.5m	2.9m	4.2m	1.5m
Proportion (%) reading 30+ mins		39%	42%	37%	34%	32%	45%	40%	37%
Proportion (%) reading 7+ issues 'last week'		43%	47%	40%	43%	43%	44%	45%	39%

Source : Roy Morgan April 2021 to March 2022. 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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