

News Fact pack

All the facts about news
readership in Australia

Updated August 2022
Data to June 2022

think
NEWS
brands

**Think
news
is
dead?**



**You're
dead
wrong**

News has power



Total News reaches more people:

- Consistent and 'guaranteed' scale.
- **Every week 19 million Aussies read news** across printed newspapers and/or online - that's more than Aussies who drink coffee! And certainly more than any other media channel

Total News engages more often:

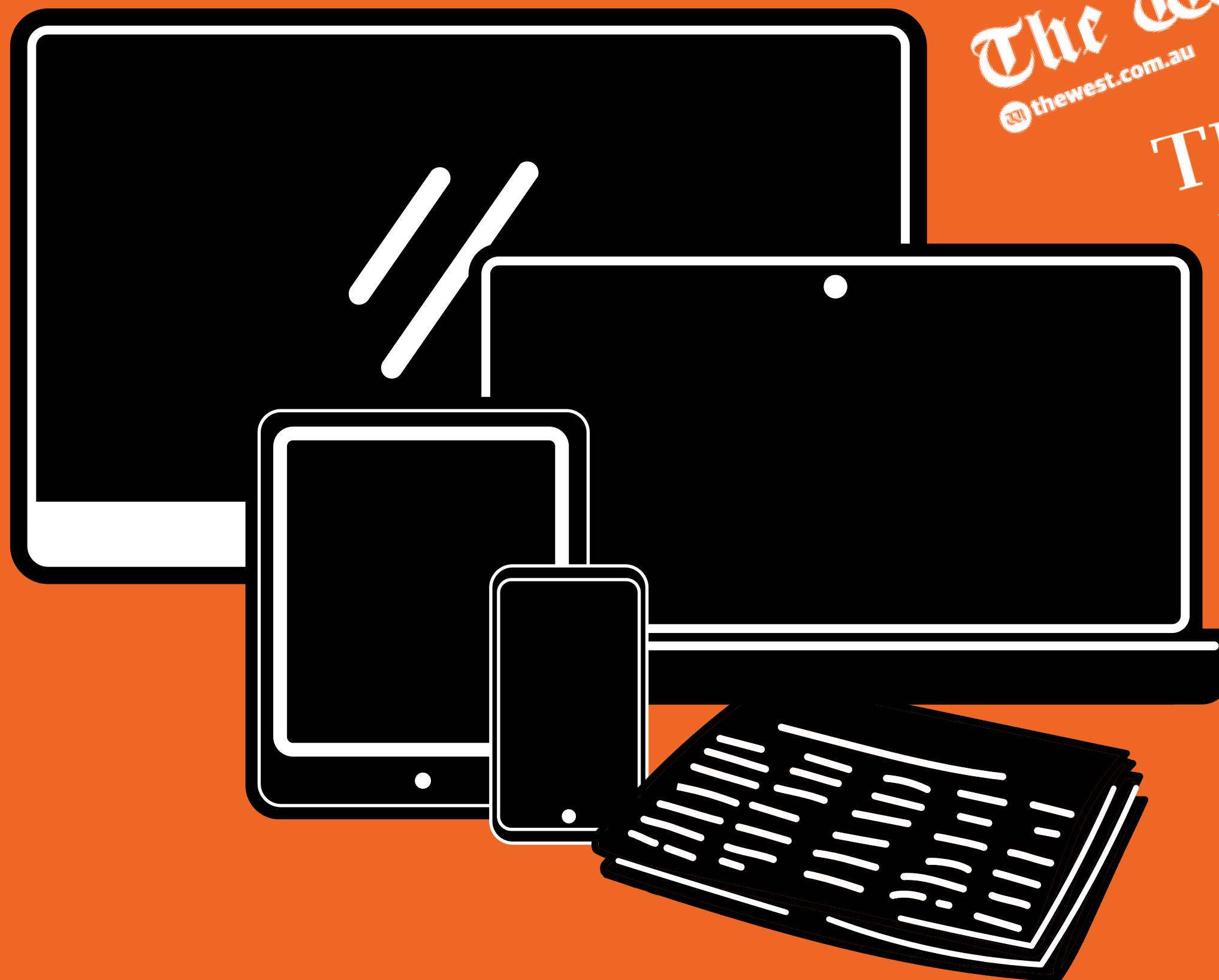
- News remains relevant all day, every day, with news delivering almost **70 million interactions per week**

Australians are reading more news

- Australians are engaging with news longer (**237 minutes per week; +20%**)

There's no news like **total** news!

It represents all printed
and digital news as
one media channel



The Daily Telegraph

FINANCIAL REVIEW

THE AUSTRALIAN

The West Australian
thewest.com.au

THE AGE
INDEPENDENT. ALWAYS.

news.com.au

nine.com.au

7 NEWS.com.au

Note: The above is an example 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 draws a Crowd



MORE PEOPLE

MORE OFTEN

READING MORE

97% of Australians engage with News each and every month.



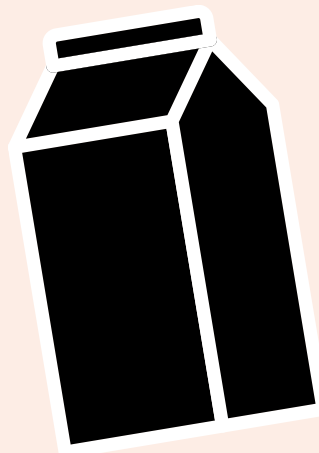
We're not milking it!



Reading news

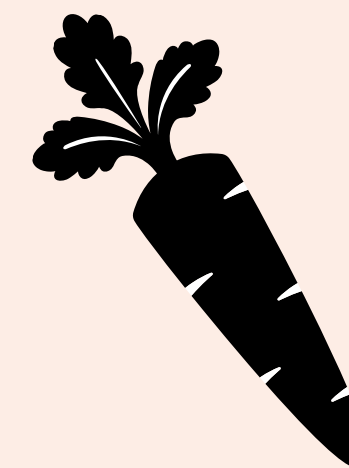
19.0 million or 90% of Aussies read the news each WEEK

That's more than...



Consuming milk

15.8 million or 75%



Eating fresh vegetables

15.6 million or 74%



Listening to radio

16.5 million or 78%



Drinking coffee

12.0 million or 57%

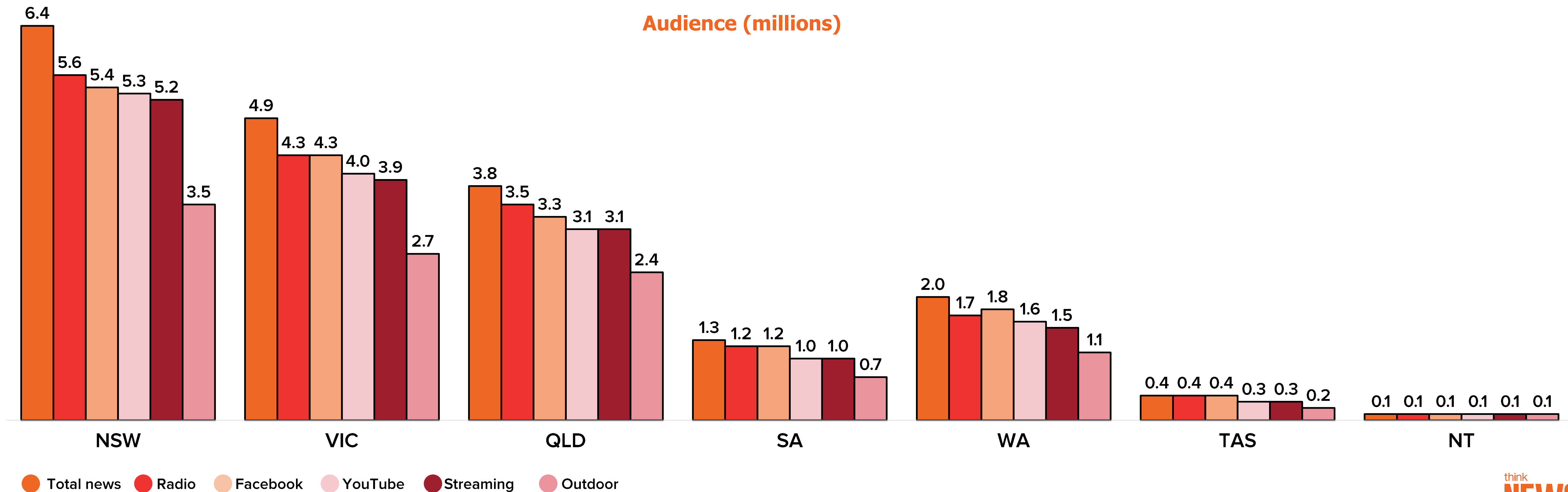
Nothing beats good News!

Each week news engages more Australians than any other channel.



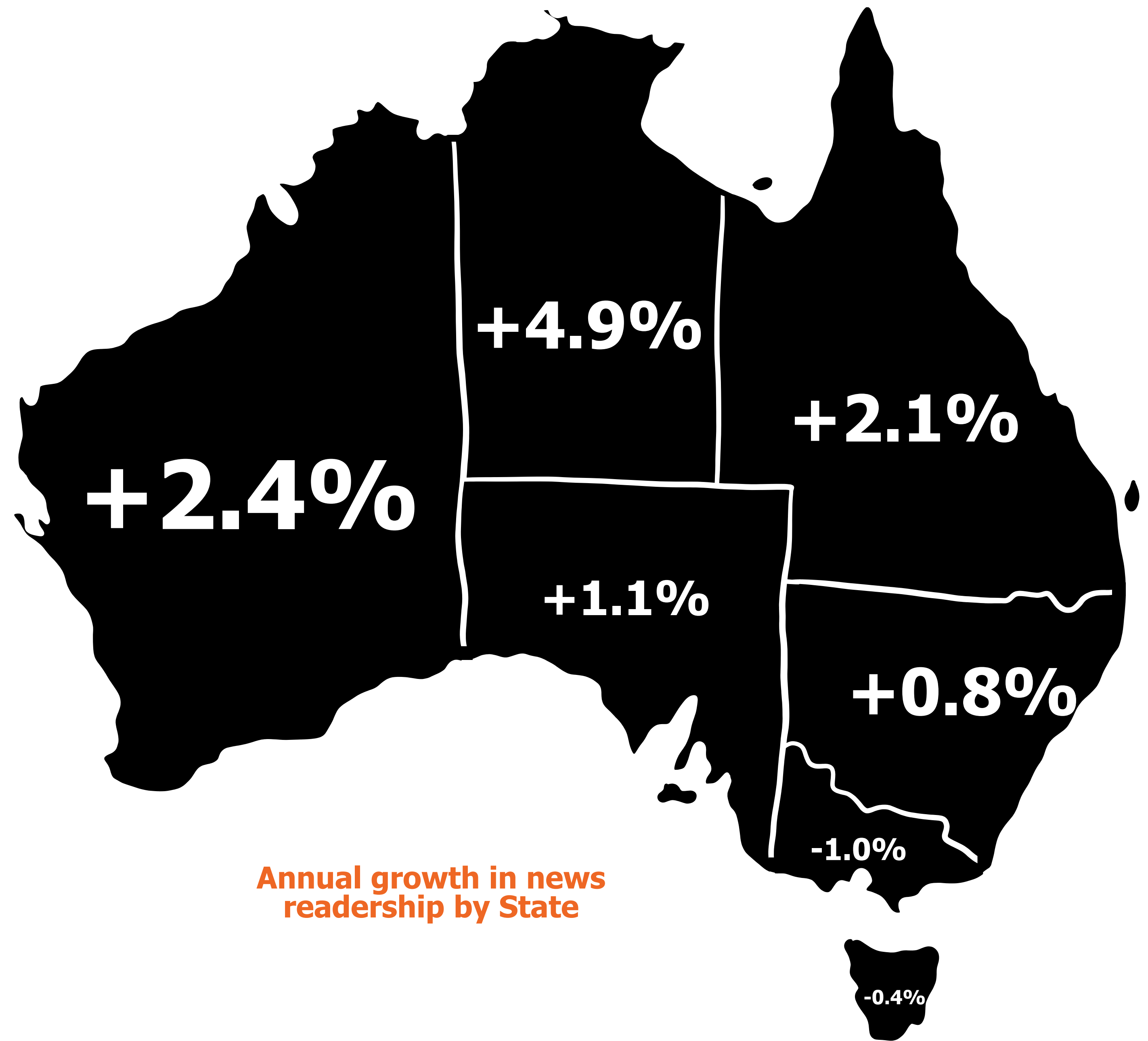
State Champs!

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



Source: Roy Morgan July 2021 to June 2022
Base: Australians aged 14+, n=65,321

Look at it Grow!



Nationally, total news grew +0.8% compared to last year, with digital news outperforming at +3.1% for the same period.

Annual growth in news readership by State

Source: Roy Morgan July 2020 to June 2022
Base: Australians aged 14+, n=130,294

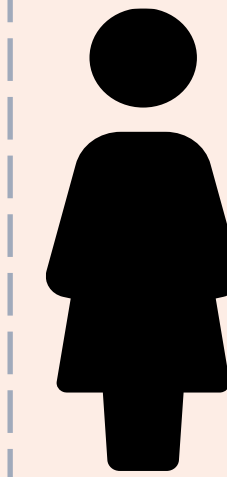
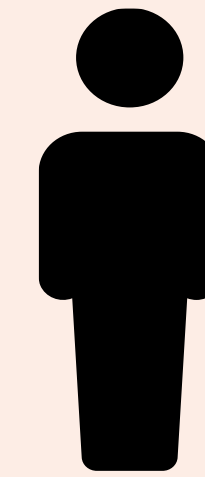
News doesn't discriminate

Doesn't matter who you are or where you live, all Aussies read the news.

Monthly readership

by gender

97%
10.1M



96%
10.4M

by age group

14-34

94%
6.6M

35-54

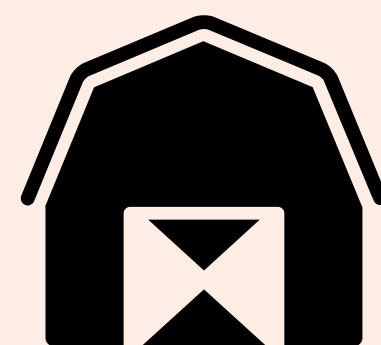
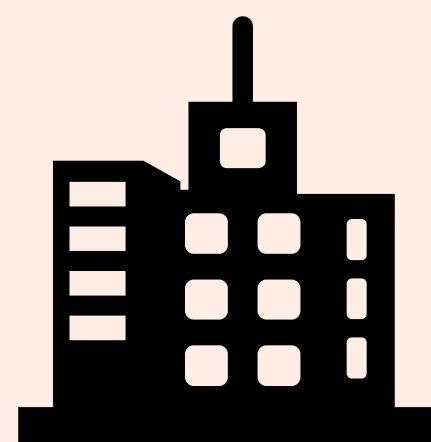
99%
6.6M

55+

98%
7.3M

by capital cities vs. country

97%
13.5M



96%
7.0M

by annual household income

\$
< 50K

95%
4.6M

\$\$

\$50K - \$100K

97%
5.4M

\$\$\$

\$100K - \$150K

97%
4.4M

\$\$\$\$

\$150K+

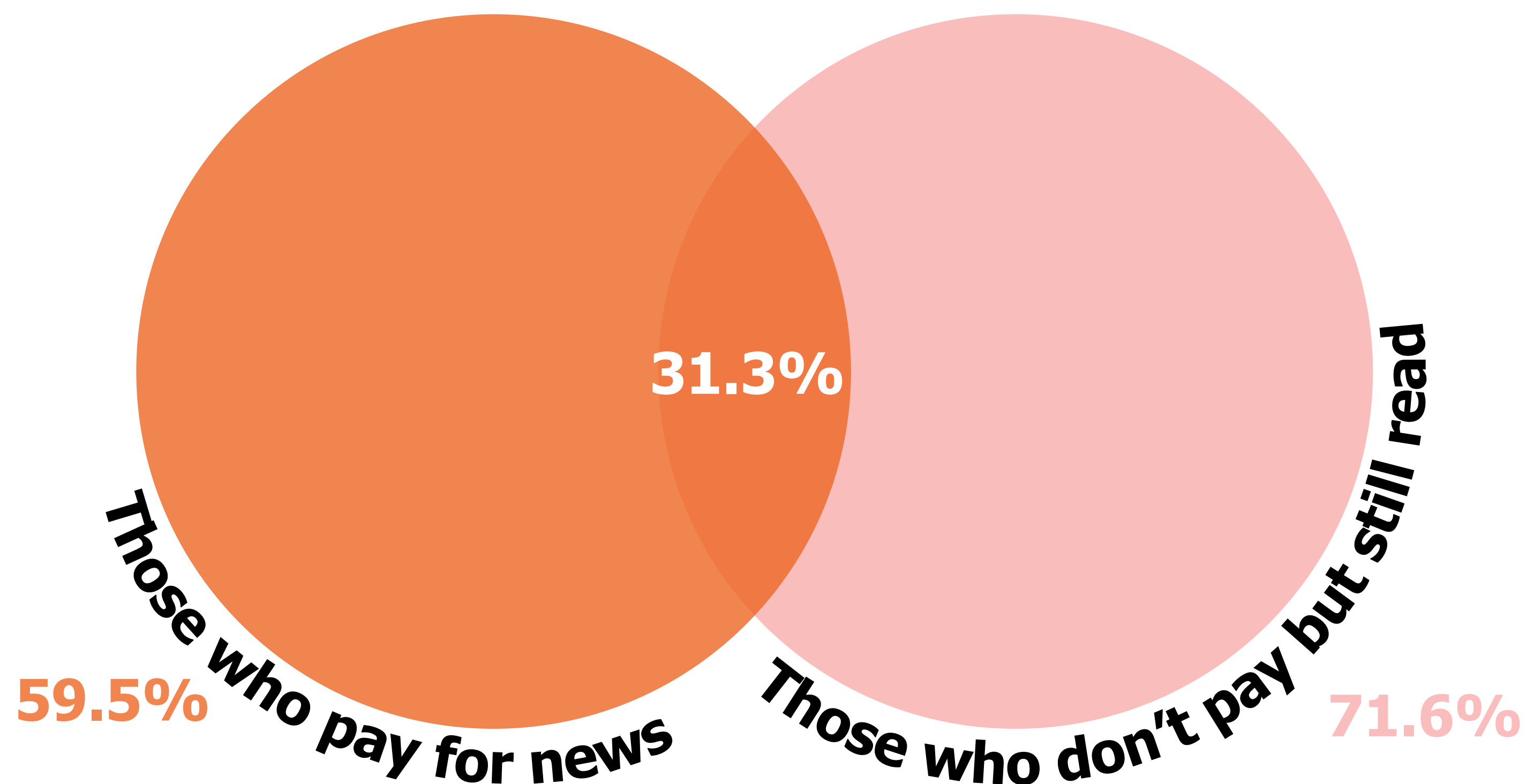
98%
6.1M

Eyes on the prize

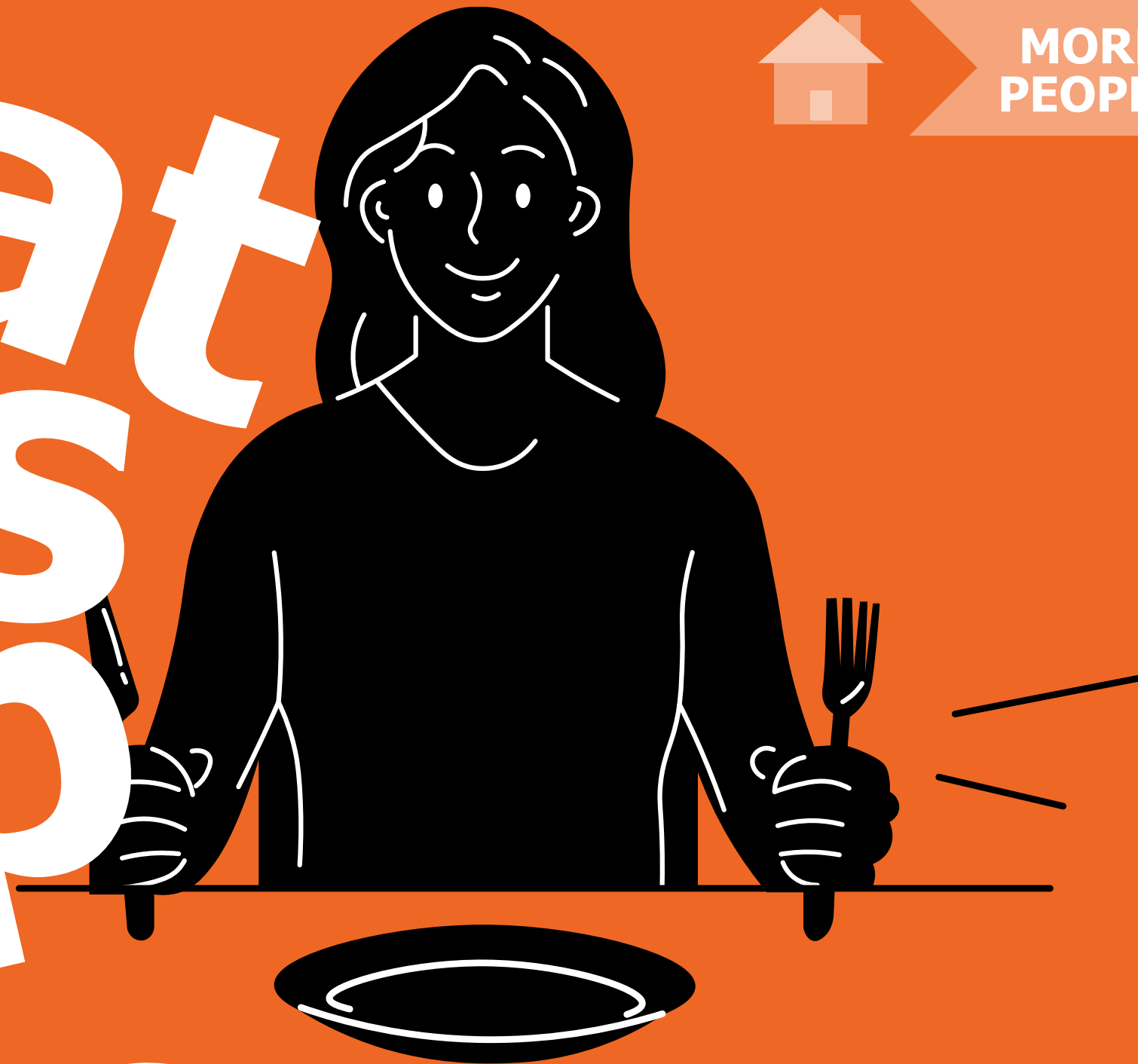
News offers a guaranteed audience that gets results, and so much more!

Total news
Total news read in the last 7 days (19.0M)

● Primary ● Secondary



Eat
news
sleep
news
repeat



MORE PEOPLE

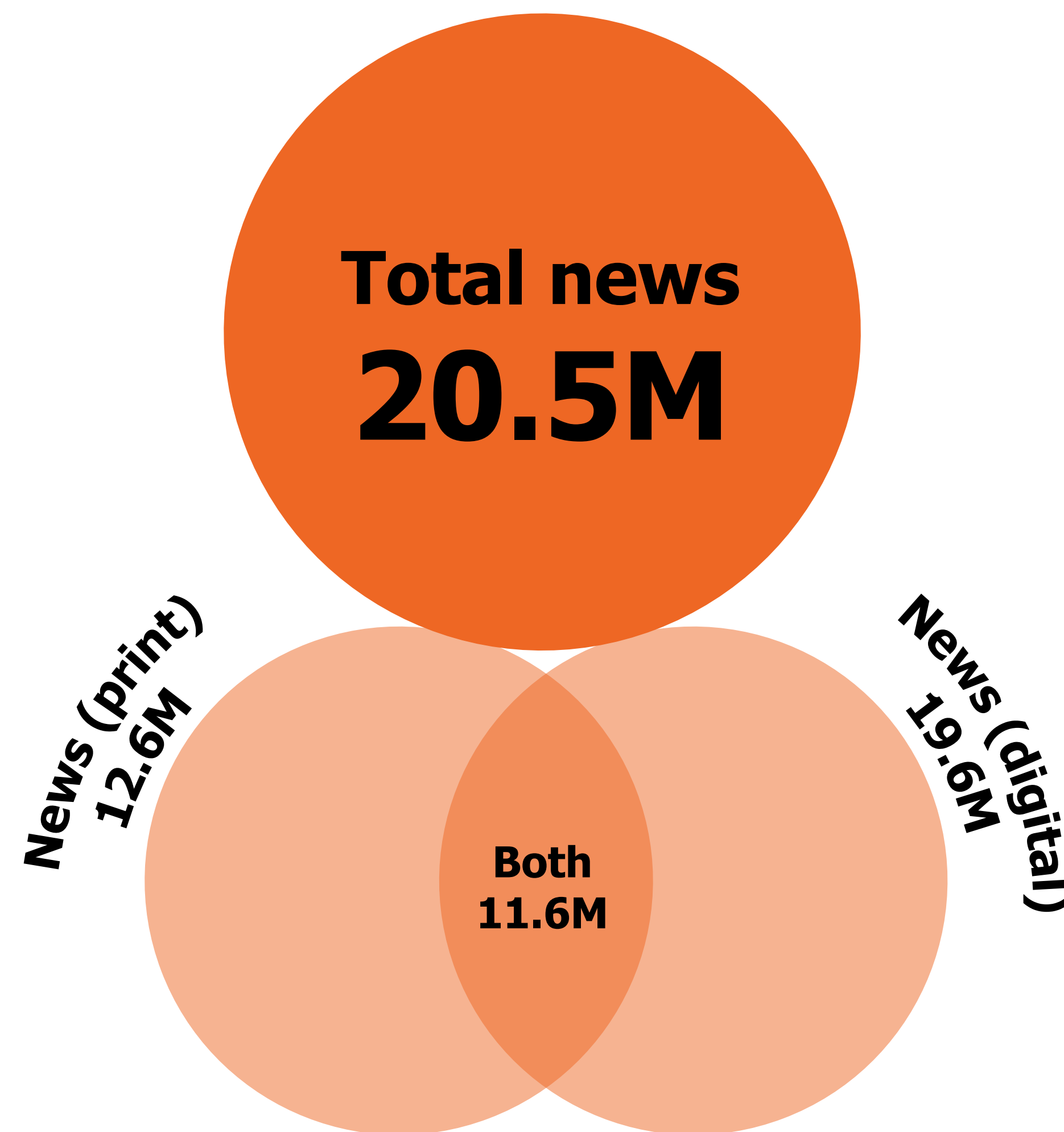
MORE OFTEN

READING MORE

News takes many forms

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

Readership by news format



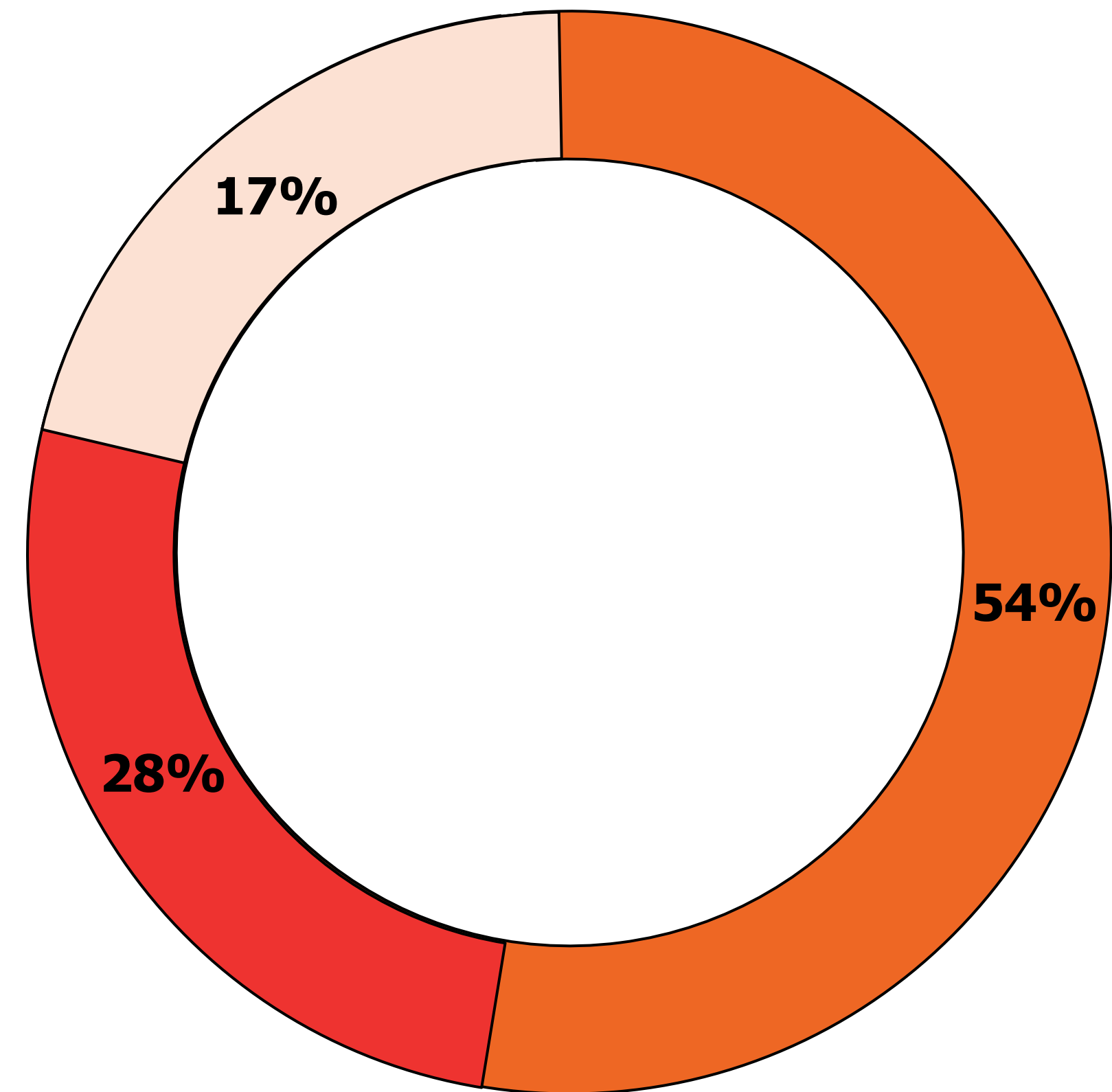
Wake up to good news



News is like coffee,
you get your first fix in
the morning, then
keep consuming
throughout the day.

Time of day readers prefer to read total news

● Breakfast ● Afternoon ● Evening



Source : Roy Morgan July 2021 to June 2022
Base: Australians aged 14+, "Total prefer newspapers (print or digital)", n=17,743

Get a direct hit



Direct
to source
68
million

Total news
interactions per week

If you're not advertising in
news you are missing out.

Thirsty for more?

News offers a breadth of titles to engage readers time and time again.

Number of titles read

7 Titles 100%

6 Titles 97%

5 Titles 94%

4 Titles 89%

3 Titles 80%

2 Titles 65%

1 Title 41%

News goes the distance



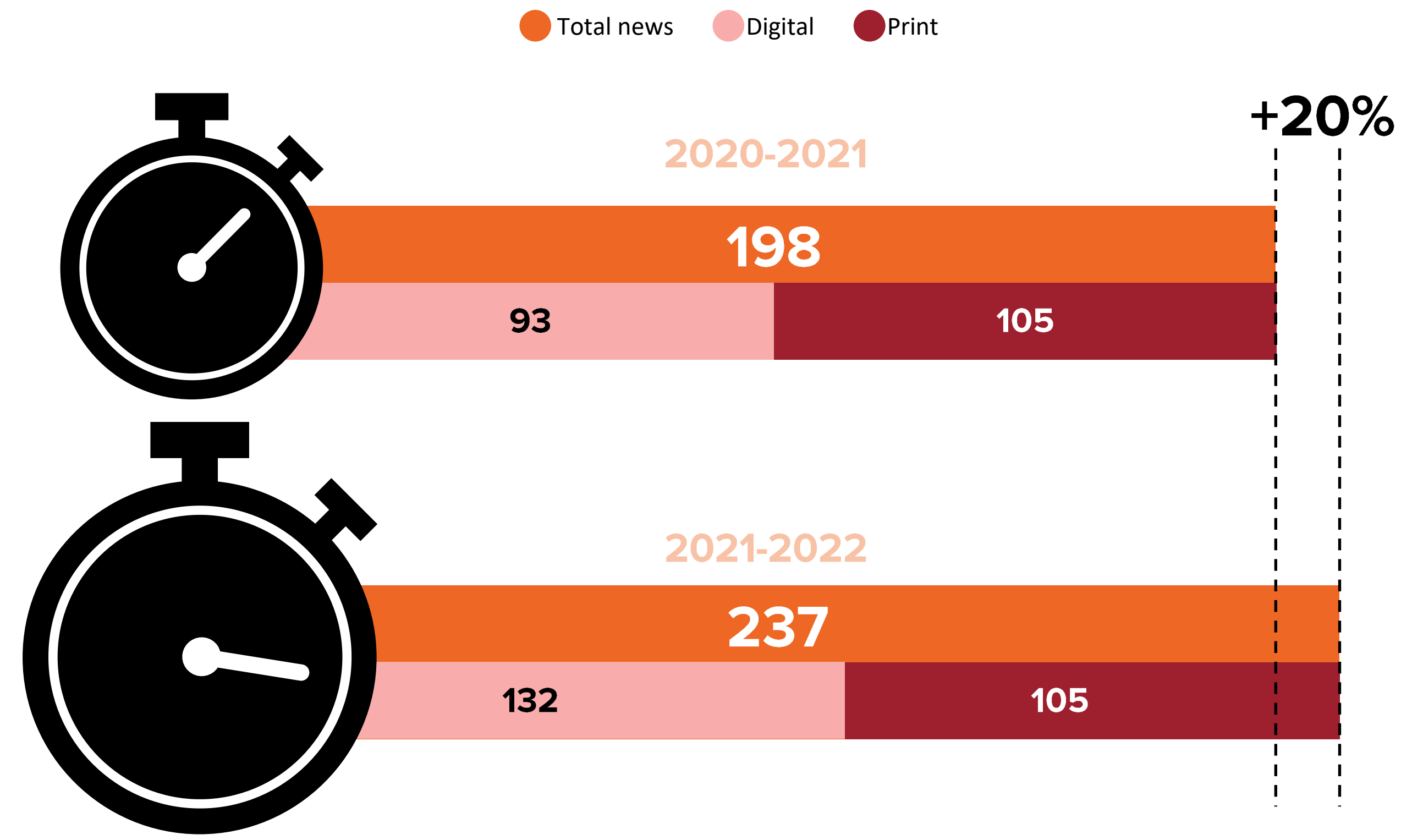
MORE
PEOPLE

MORE
OFTEN

READING
MORE

Regardless of platform,
readers
are spending
more
time
with news

News dwell time across digital and print
(minutes)



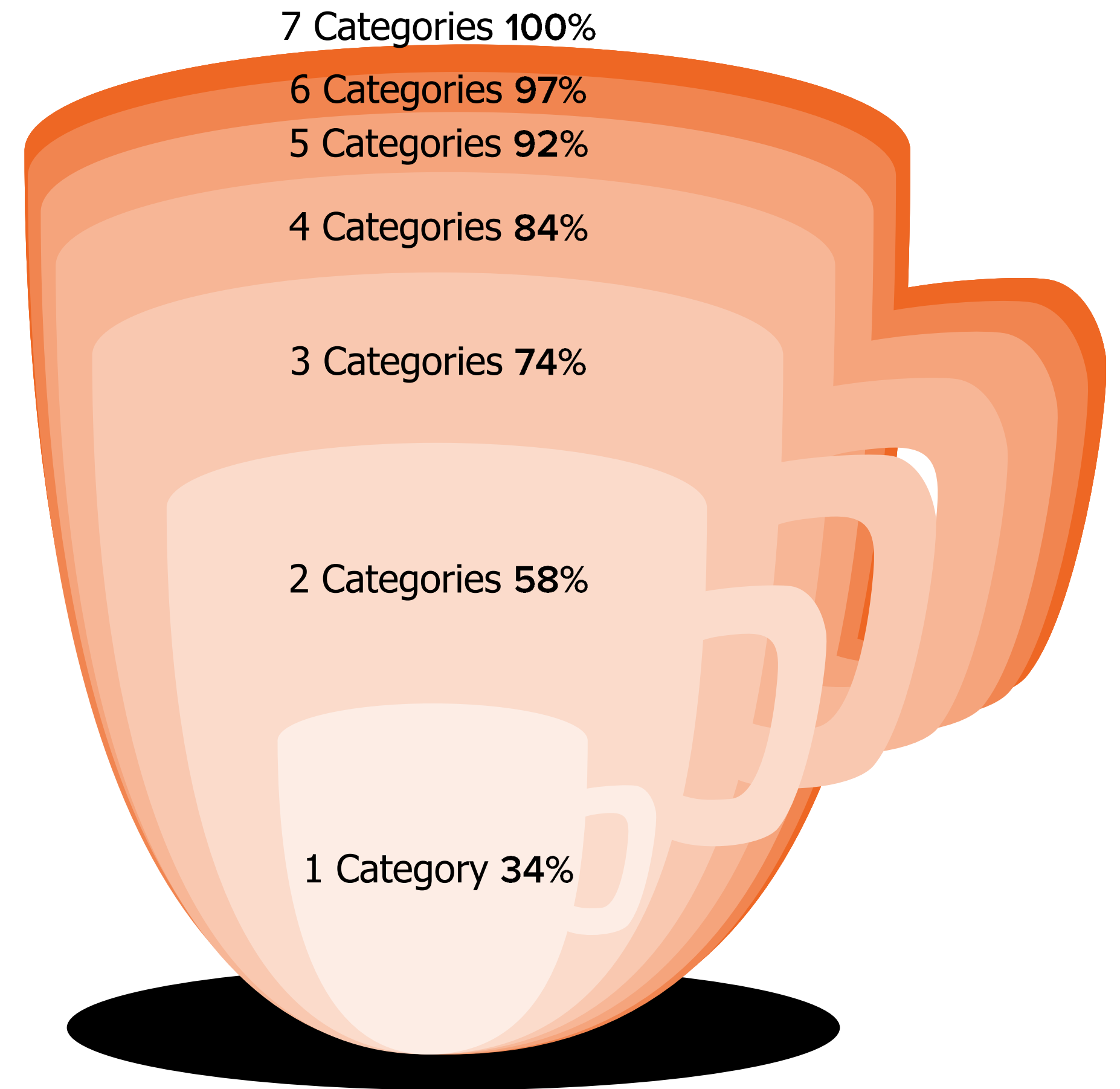
Source : Roy Morgan July 2020 to June 2022
Base: Australians aged 14+, "Read news in the last 7 days (print)", n=118,026

News covers all interests

Most popular Total News categories

RANK	NAME
1	★ General News
2	★ Lifestyle & Health
3	★ Entertainment & Culture
4	★ Business & Finance
5	★ Property
6	★ Sport

Number of categories read

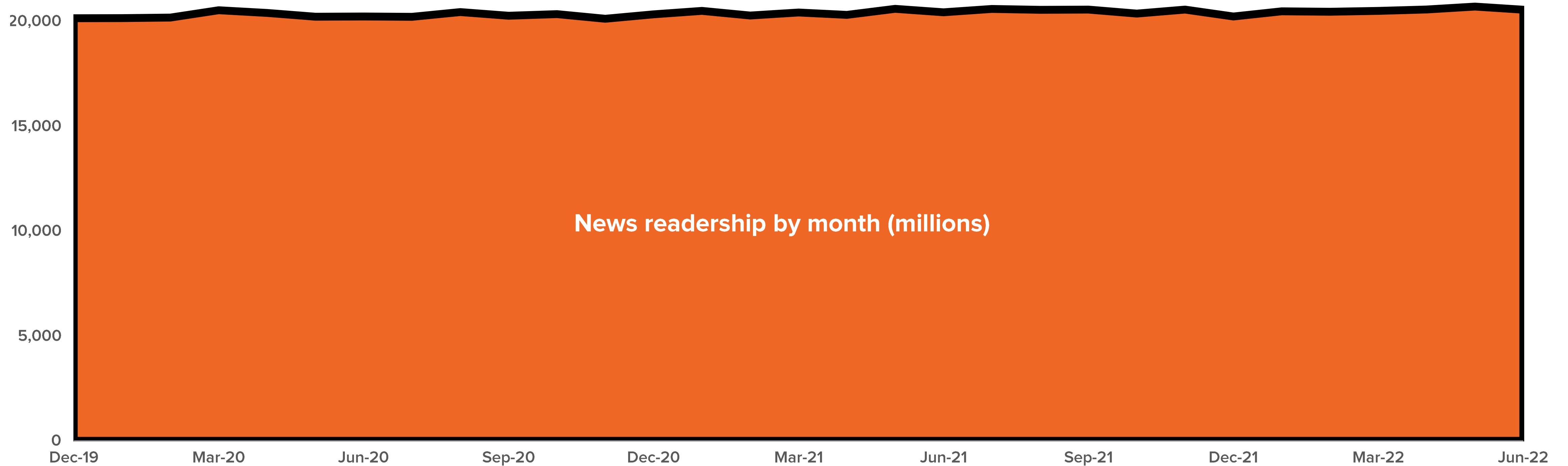




Who?
What?
When?
Where?

Readership specifics by location,
time and demographic

Readership is **Strong** all year round



The numbers don't lie

Readership by demographic and region

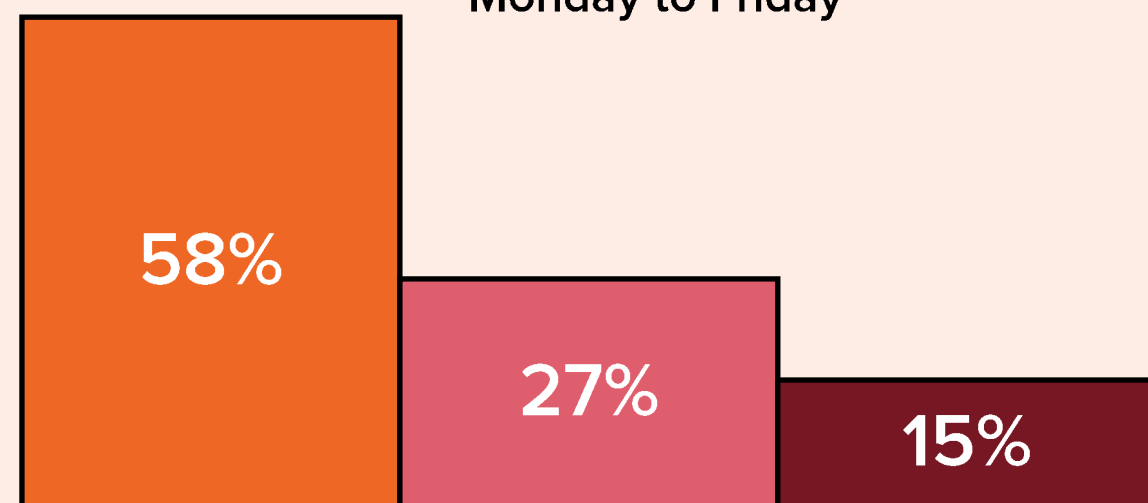
Monthly readership	Reach % to population 14+	Totals	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Reach to age 14+		97%	97%	96%	94%	99%	98%	97%	96%
Population 14+	100%	21.2	10.4	10.8	7.0	6.7	7.5	15.0	6.2
Total news	97%	20.5	10.1	10.4	6.6	6.6	7.3	13.5	7.0
News (digital)	92%	19.6	9.7	9.9	6.4	6.5	6.7	13.0	6.6
News (print)	59%	12.6	6.5	6.1	3.3	3.8	5.5	8.2	4.4
Newspaper inserted magazines (NIMs)	22%	4.6	2.3	2.3	1.0	1.3	2.3	3.3	1.3

Printed newspaper readership

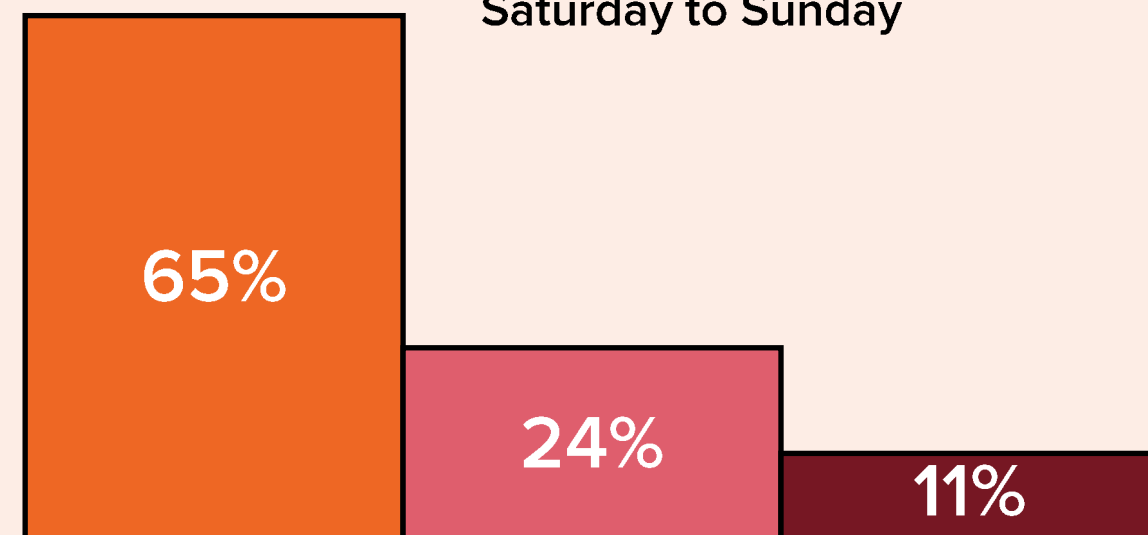
When?

Mondays to Fridays, newspapers are the most engaging media before lunch
58% of newspaper readers prefer to be reading papers before lunchtime

Monday to Friday



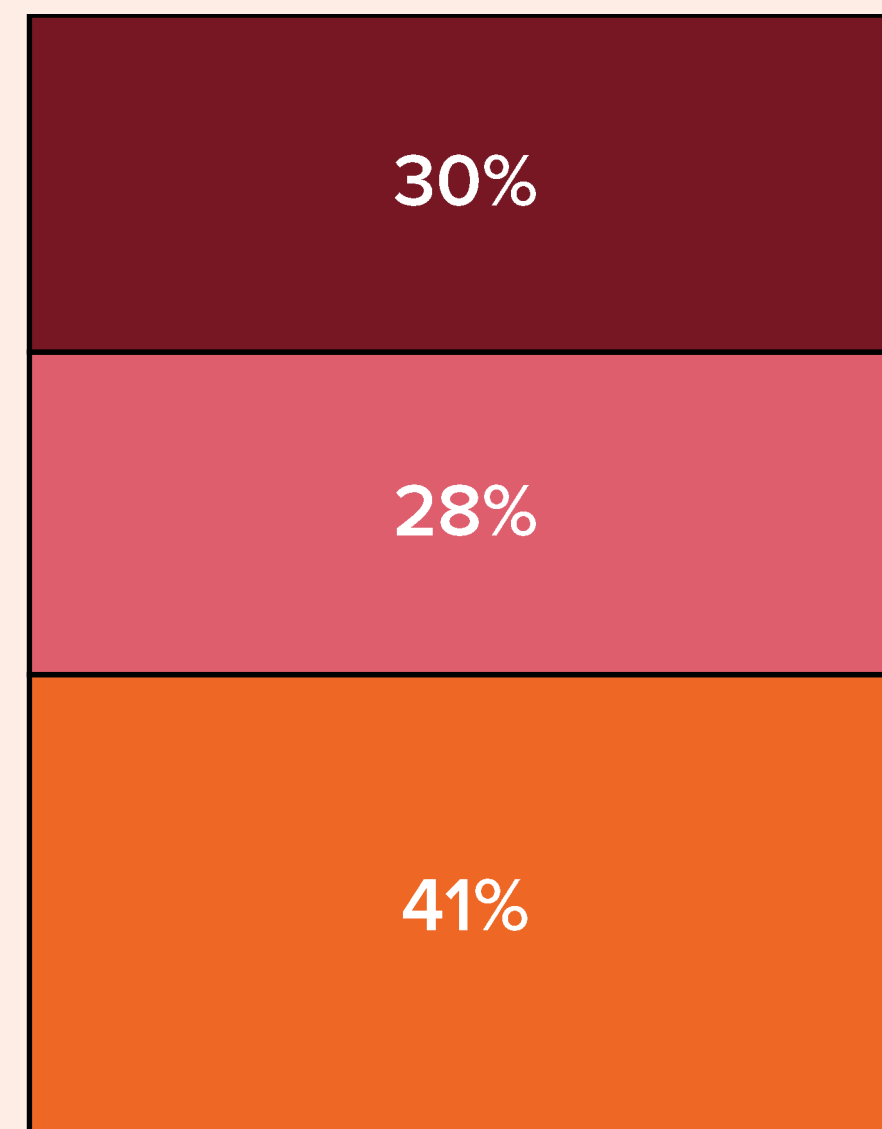
Saturday to Sunday



● Breakfast & mid-morning ● Afternoon ● Evening

How frequent?

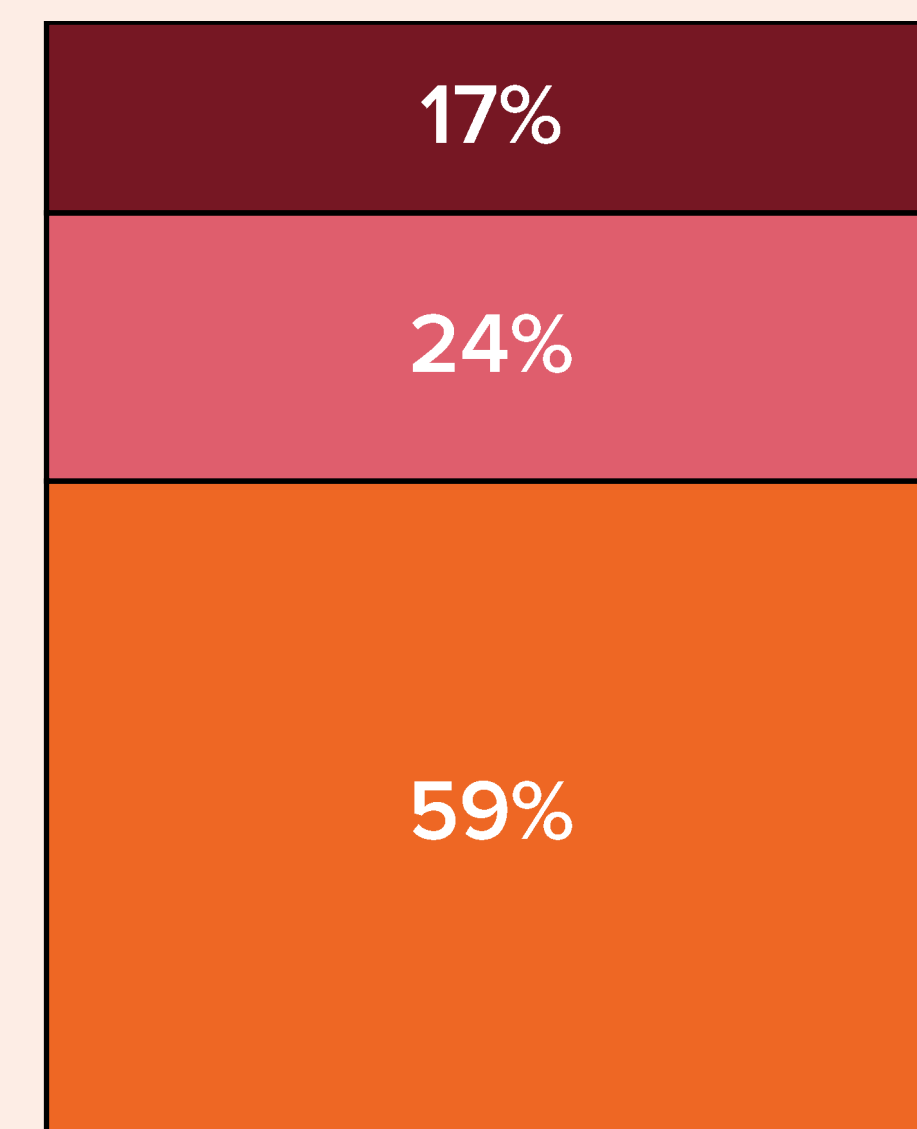
30% of newspaper readers typically read 7 or more issues a week



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

How long?

41% 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

Top News titles

Last 12 months (4 weekly average)	Unique Audience
The Sydney Morning Herald	8.4 million
The Age	5.9 million
The Australian	5.0 million
WAN (The West Australian & PerthNow)	4.7 million
The Daily Telegraph	4.6 million
The Herald Sun	4.5 million
The Australian Financial Review	3.5 million
The Courier-Mail	3.3 million
The Adelaide Advertiser	1.7 million
The Saturday Paper	1.0 million

think
NEWS
brands