



# Total News Fact Pack



All the facts about news readership in Australia

Updated November 2022

Data to September 2022



# News has power



## Total News reaches more people:

- Consistent and 'guaranteed' scale; **97% of Australians** read news each month.
- **Every week 17 million Aussies read news** across printed newspapers and/or online - that's more than Aussies who drink coffee! And as much as any other media channel

## Total News engages more often:

- News remains relevant all day, every day, with news delivering more than **51 million interactions per week**

## Australians are reading more news

- Australians are engaging with news (**150 minutes per week**) with digital engagement growing

# 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



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



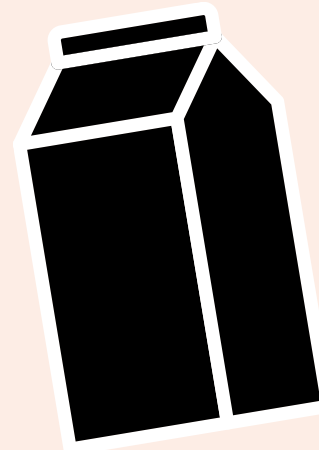
# We're not milking it!



## Reading news

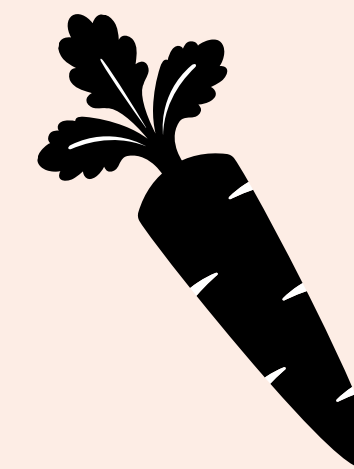
16.6 million or 78% of Aussies read the news **each WEEK**

### That's more than...



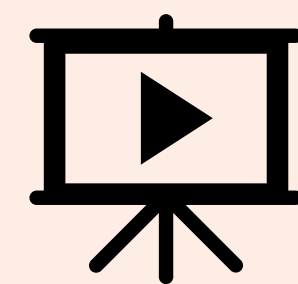
#### Consuming milk

15.8 million or 75%



#### Eating fresh vegetables

15.5 million or 73%



#### Watching YouTube

15.6 million or 73%

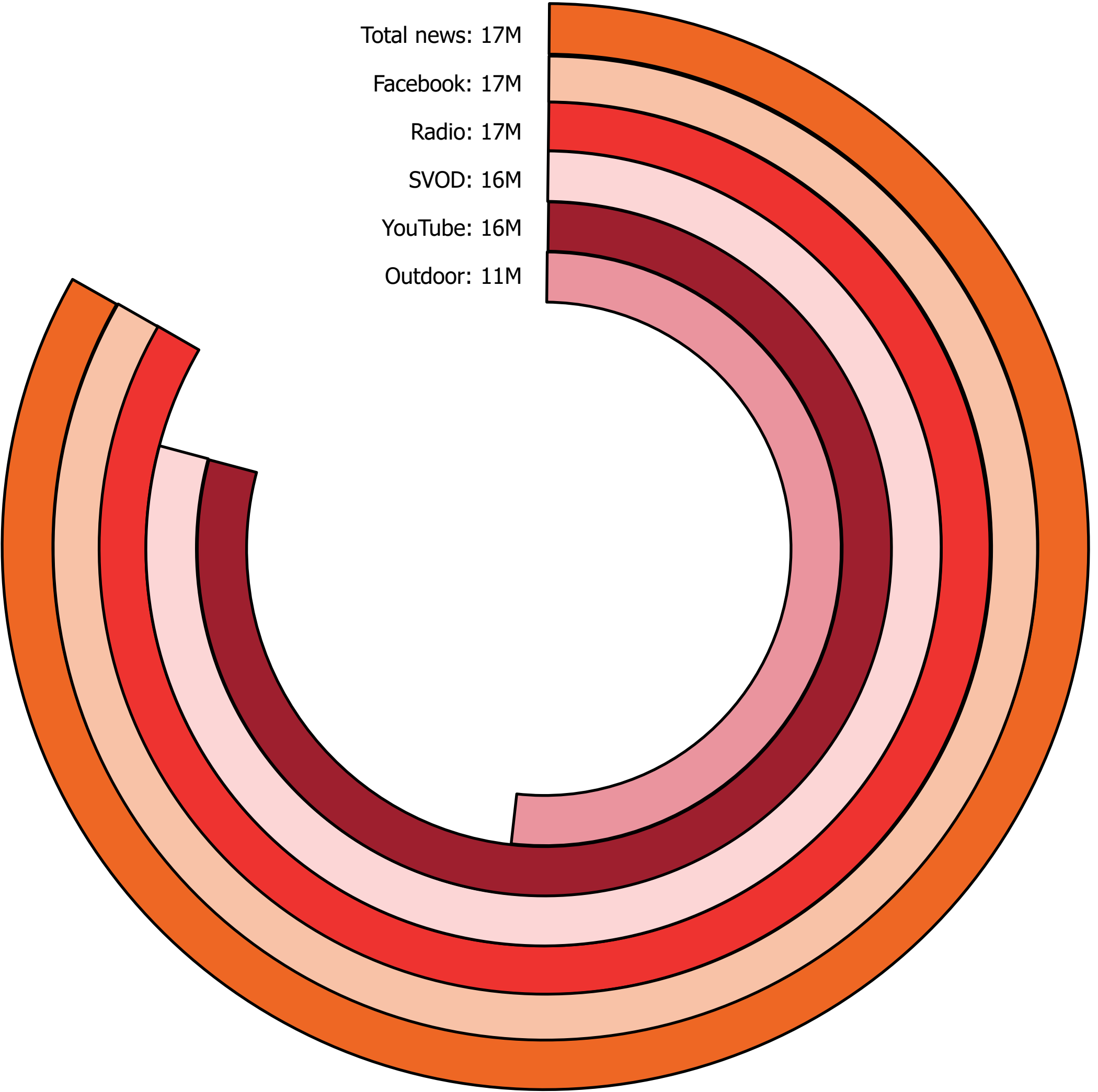


#### Drinking coffee

11.9 million or 56%

Each week news engages Australians as well as any other channel.

# It's all good News!



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

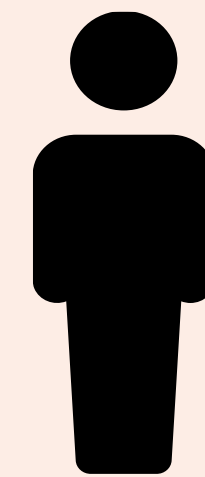
# News doesn't discriminate

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

95%  
6.7M

35-54

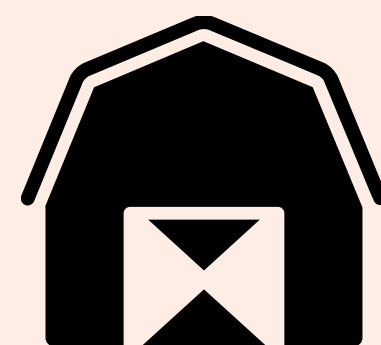
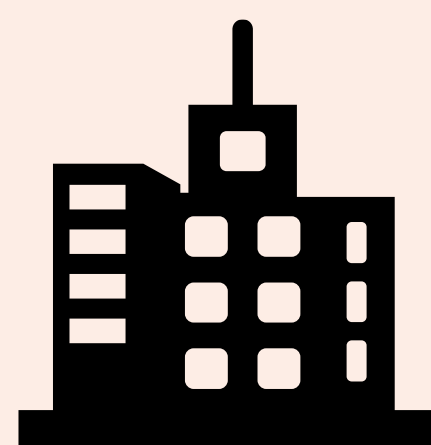
98%  
6.6M

55+

97%  
7.2M

by capital cities vs. country

97%  
13.6M



97%  
7.0M

by annual household income

\$  
< 50K

95%  
4.5M

\$\$

\$50K - \$100K

97%  
5.5M

\$\$\$

\$100K - \$150K

98%  
4.4M

\$\$\$\$

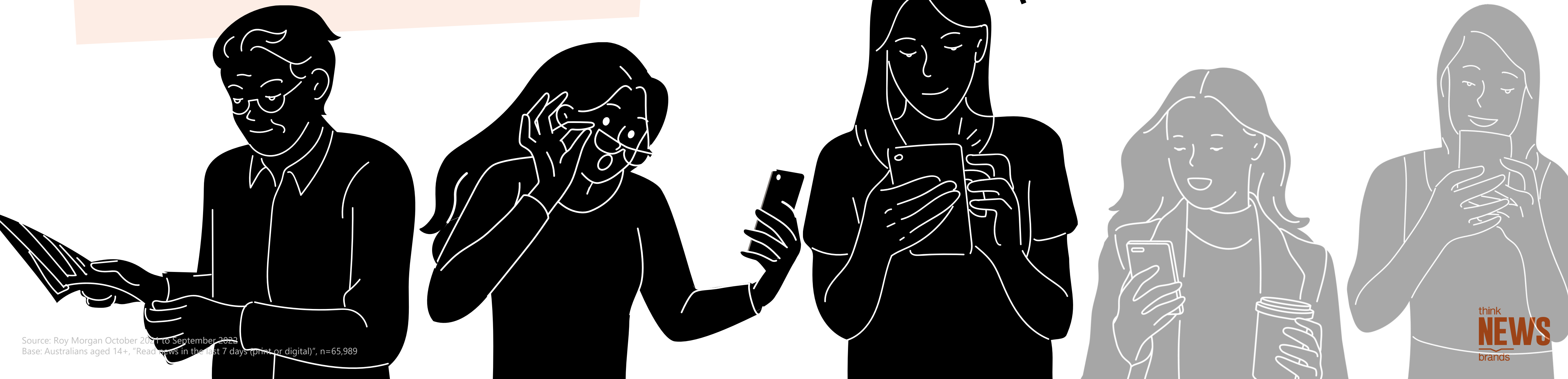
\$150K+

98%  
6.2M

# Regular as clockwork

With 60% paying for their news, audiences are reliable for consistent brand exposure and messaging.

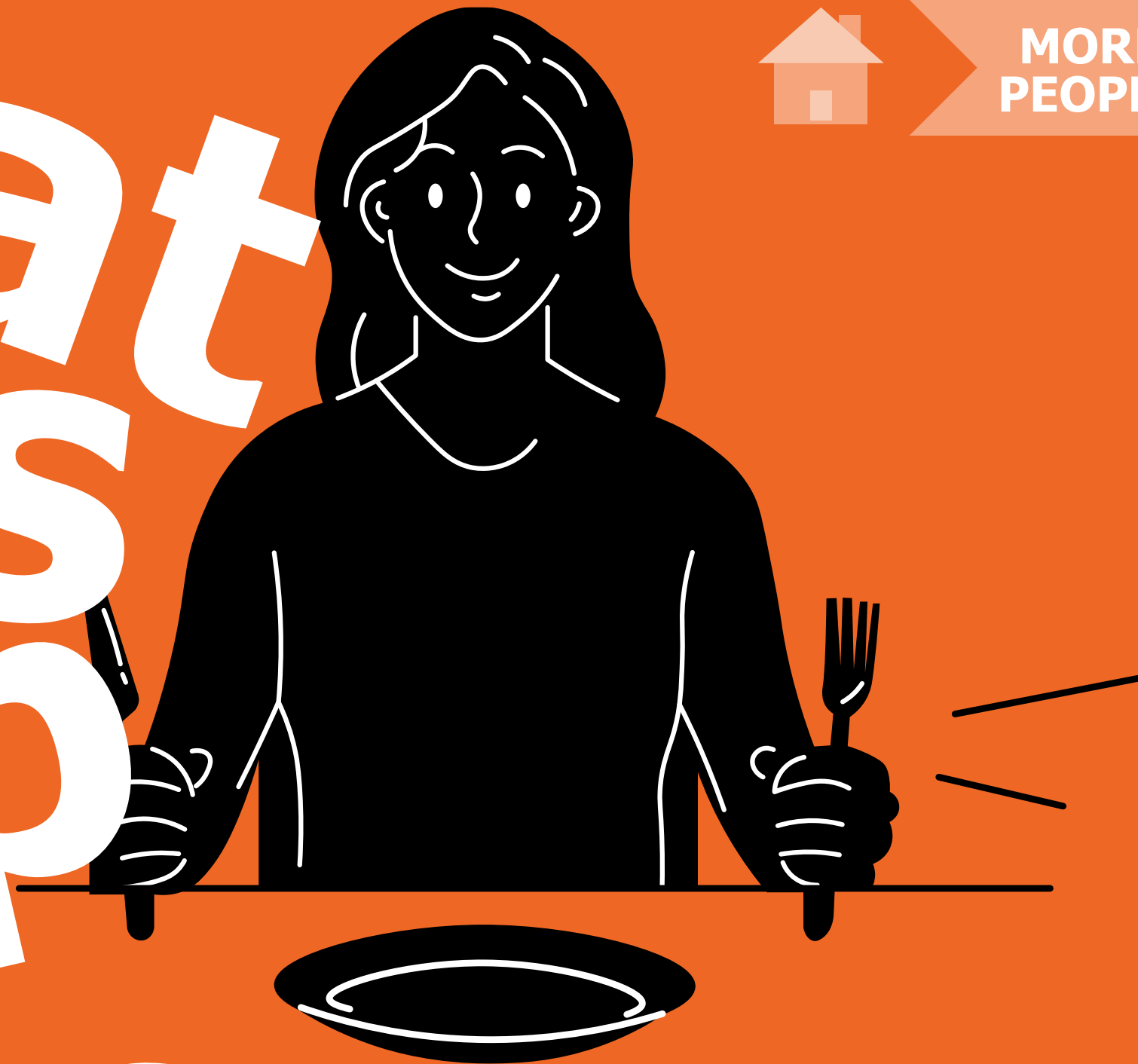
60%  
pay for the news



Source: Roy Morgan October 2021 to September 2023  
Base: Australians aged 14+, "Read news in the last 7 days (print or digital)", n=65,989



Eat  
news  
sleep  
news  
repeat



MORE PEOPLE

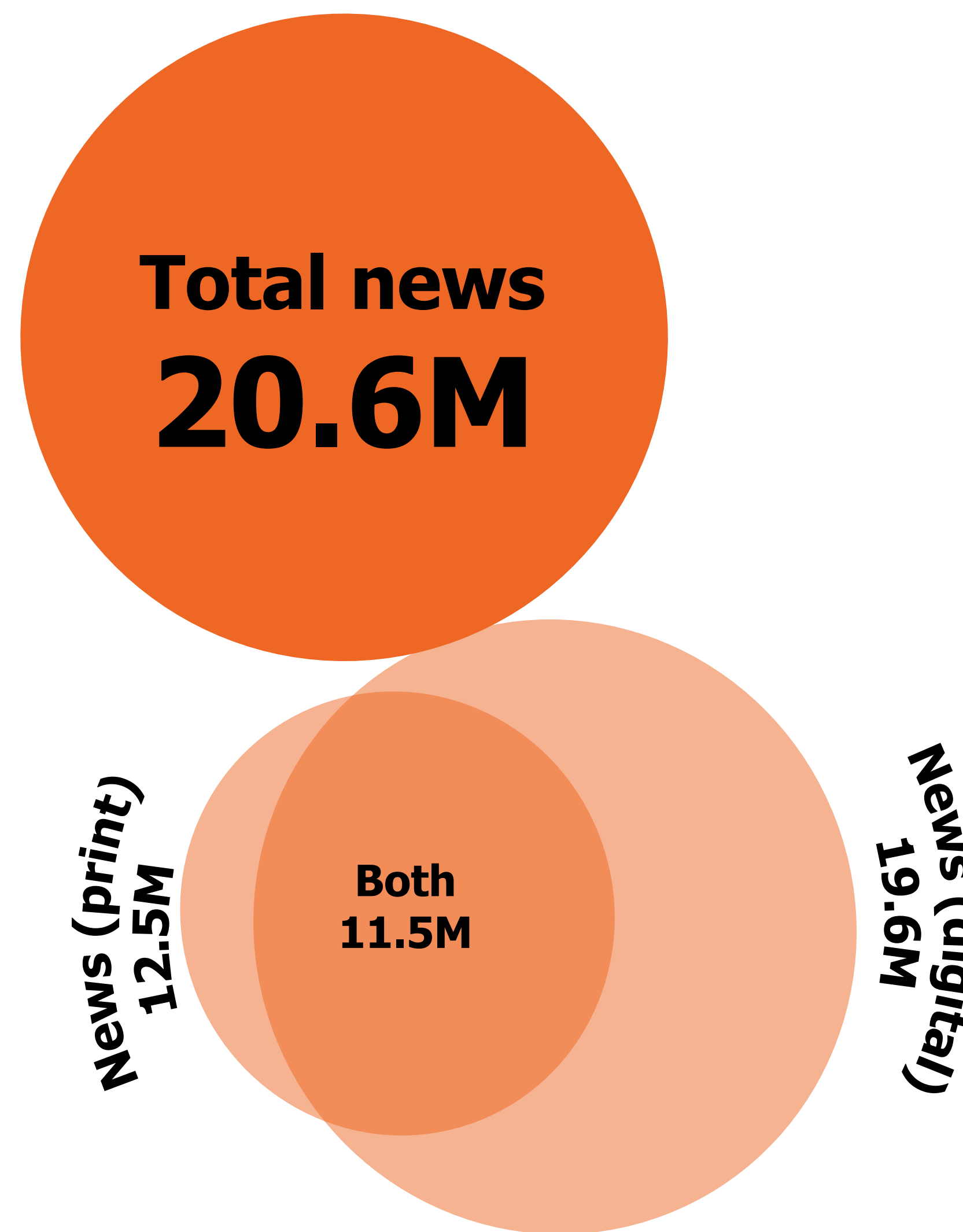
MORE OFTEN

READING MORE

# News takes many forms

There is heavy digital consumption with less than 5% read news solely via a printed means.

## Readership by news format



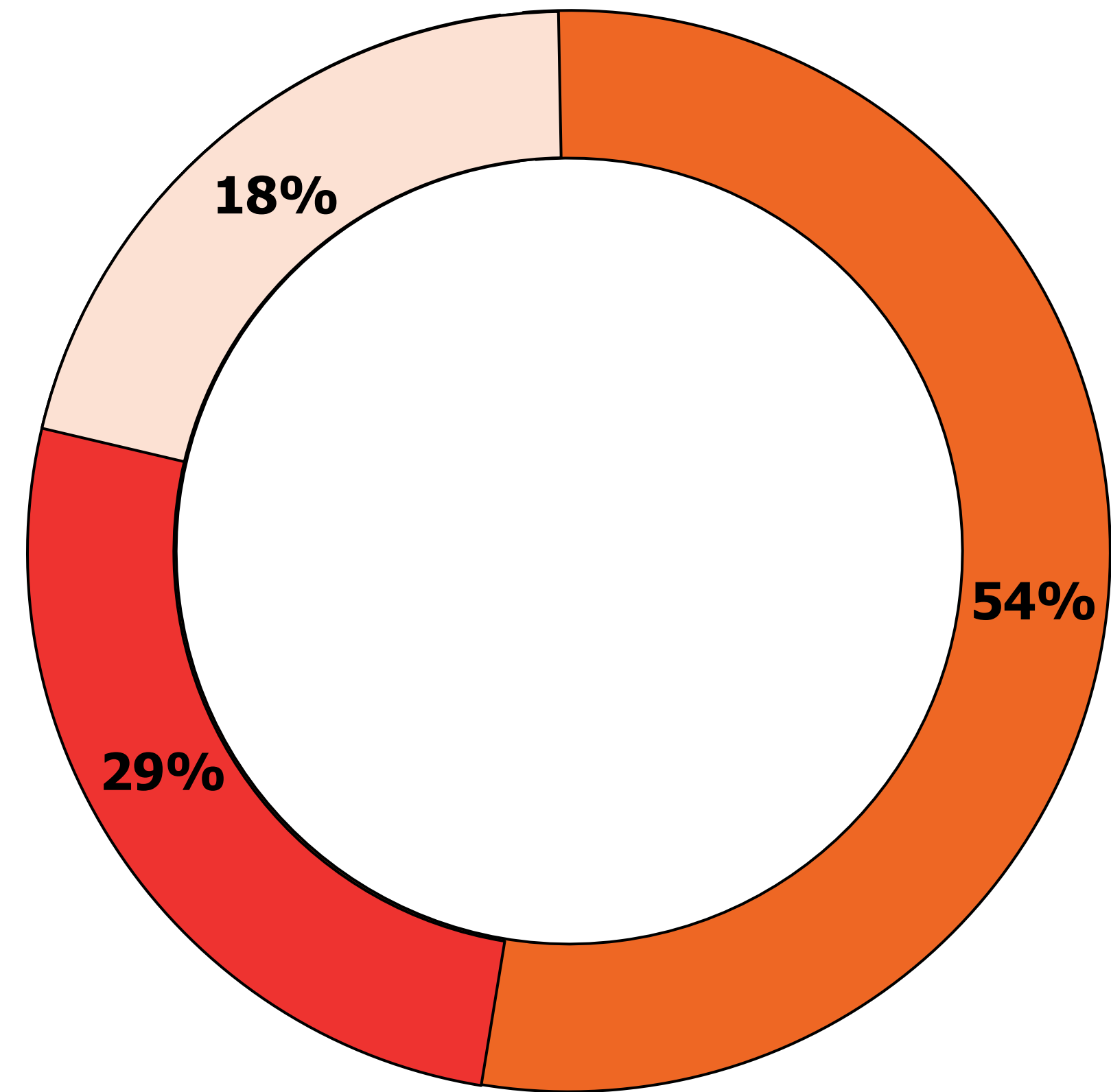
# Wake up to good news



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 October 2021 to September 2022  
Base: Australians aged 14+, "Total prefer newspapers (print or digital)", n=16,648

Get a  
direct  
hit



Direct  
to source  
**51**  
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 **98%**

6 Titles **97%**

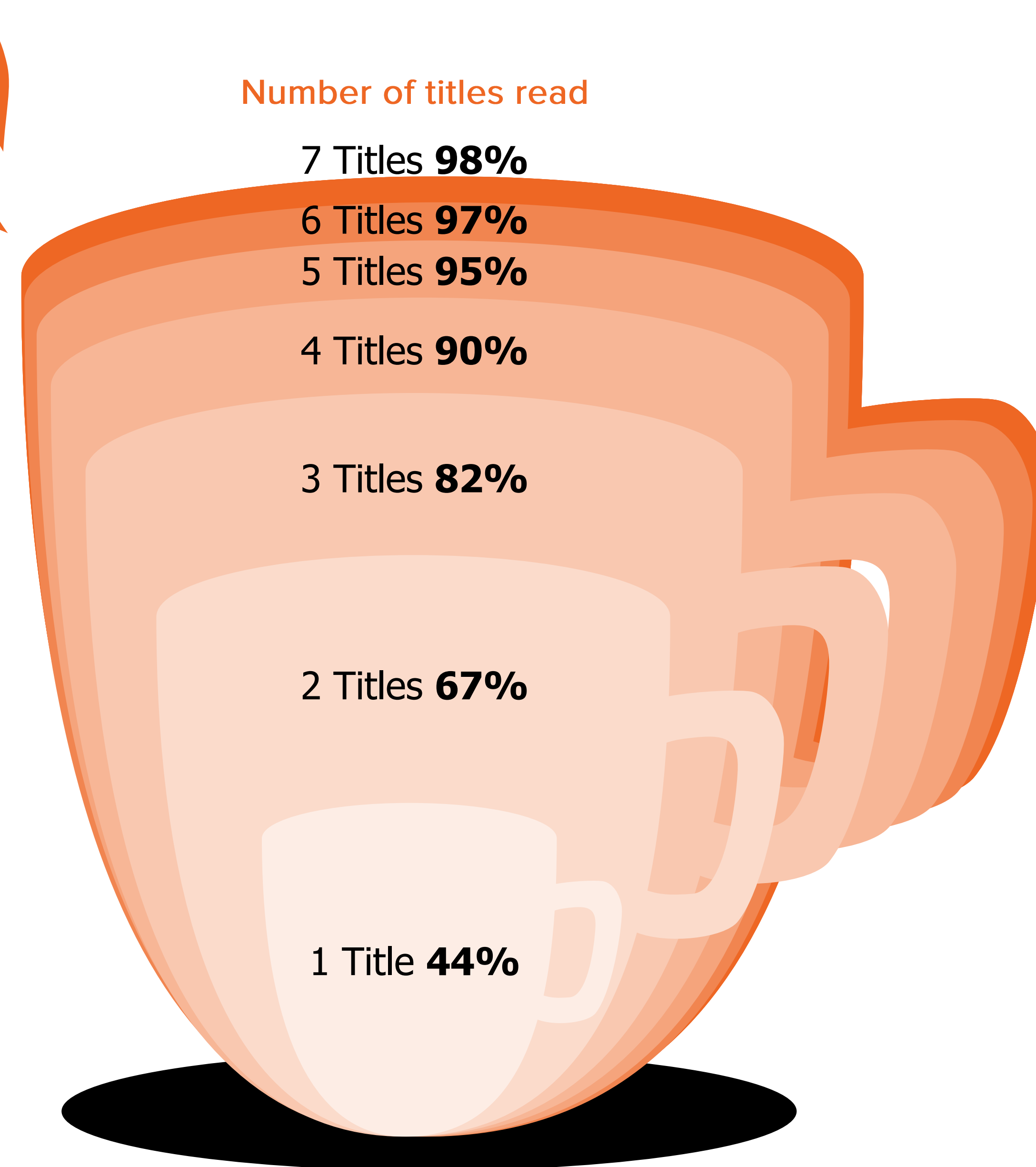
5 Titles **95%**

4 Titles **90%**

3 Titles **82%**

2 Titles **67%**

1 Title **44%**



# News goes the distance



MORE  
PEOPLE

MORE  
OFTEN

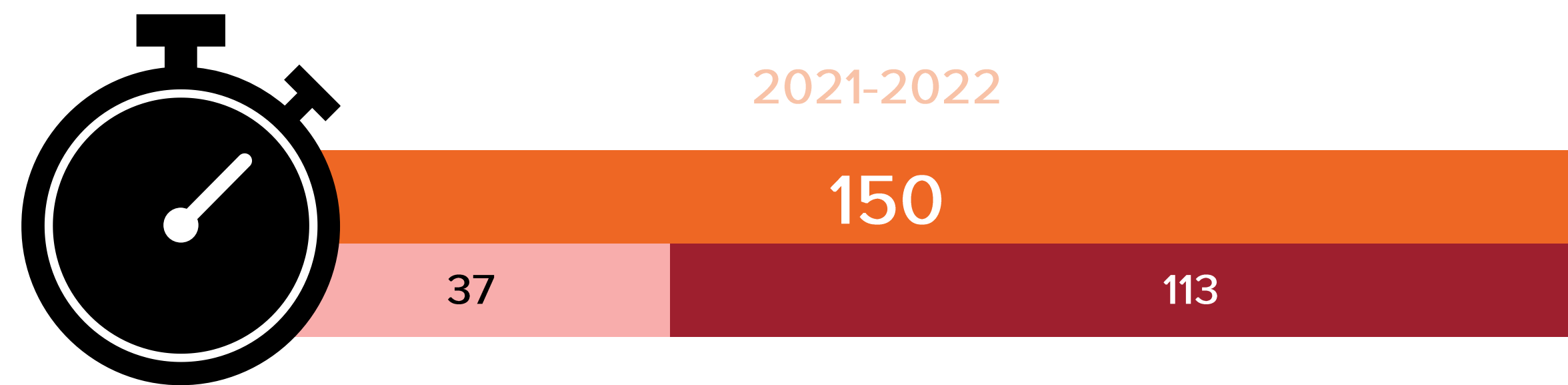
READING  
MORE



# Readers are spending time with news

News dwell time across digital and print  
(minutes per reader)

● Total news ● Digital ● Print

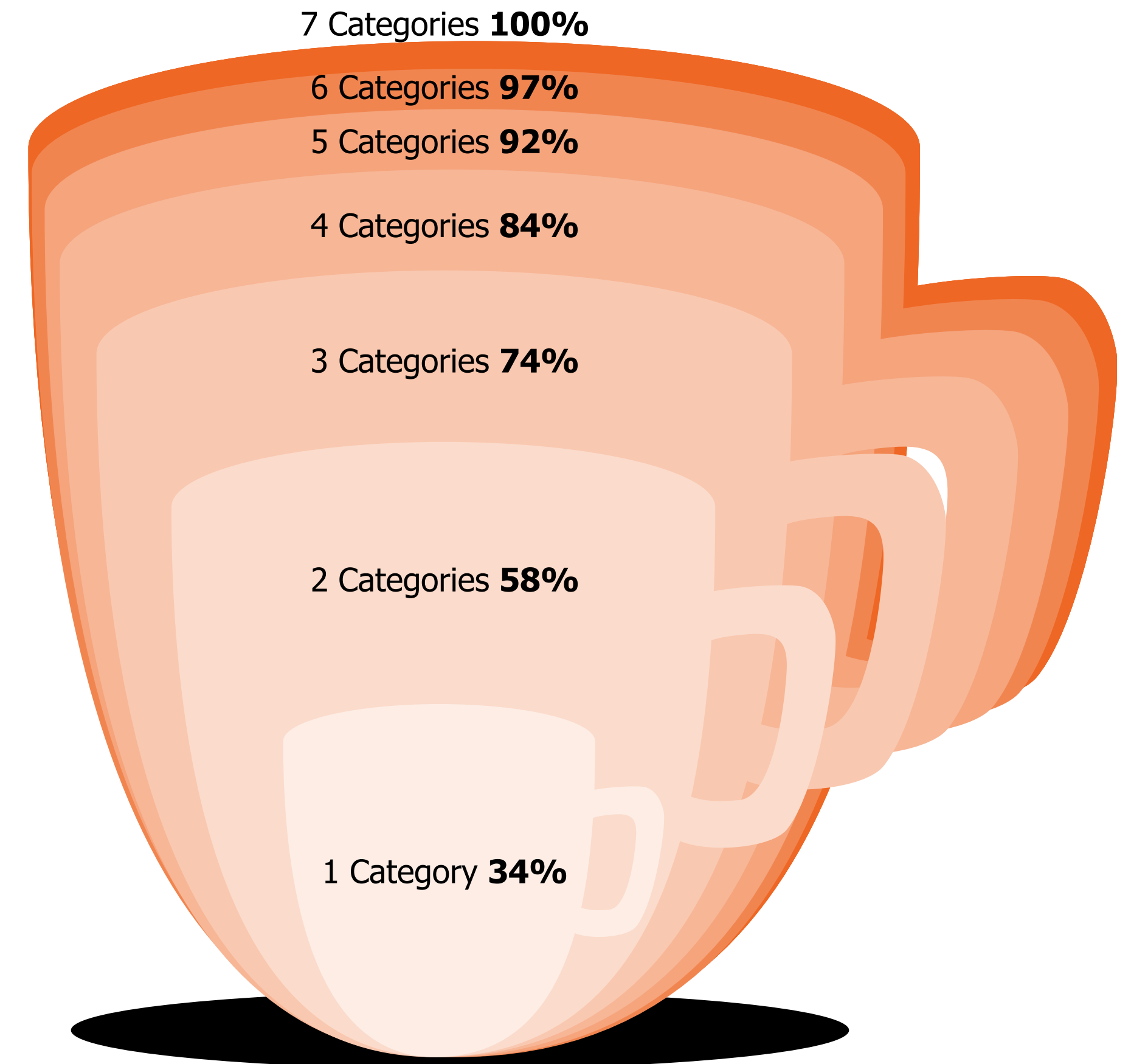


# News covers all interests

## Most popular Total News categories

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

## Number of categories read



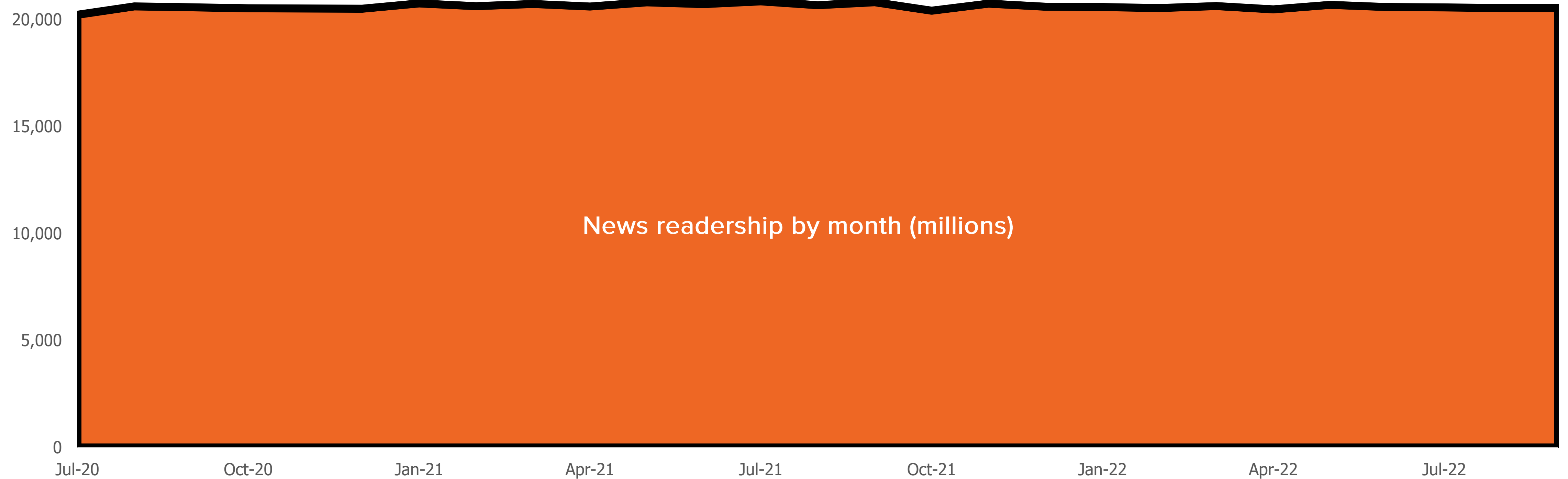




# Who? What? When? Where?

Readership specifics by location,  
time and demographic

# Readership is **Strong** all year round



# The numbers don't lie

Readership by demographic and region

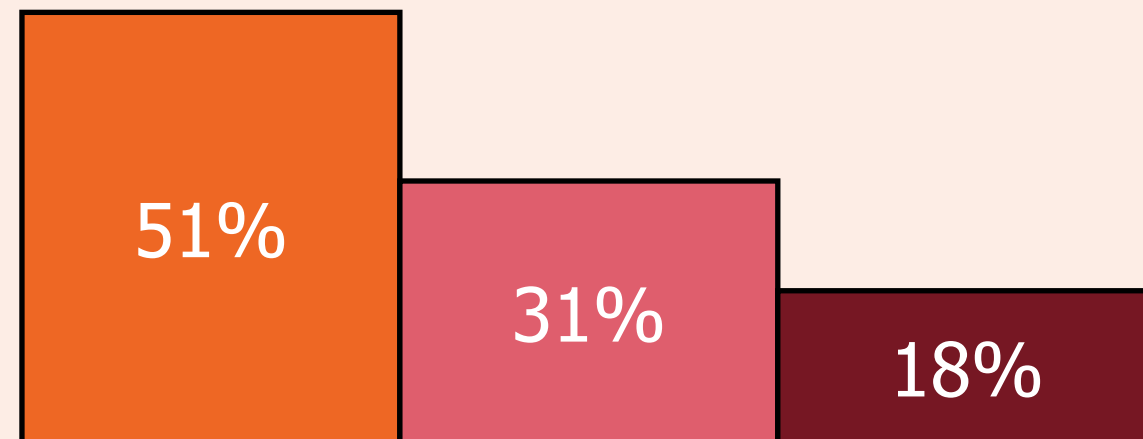
Monthly readership	Reach % to population 14+	Totals	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Reach to age 14+		97%	97%	96%	95%	98%	97%	97%	97%
Population 14+	100%	21.2	10.4	10.8	7.0	6.7	7.5	15.0	6.2
Total news	97%	20.6	10.1	10.4	6.7	6.6	7.2	13.6	7.0
News (digital)	92%	19.6	9.7	9.9	6.5	6.5	6.6	13.0	6.6
News (print)	59%	12.5	6.5	6.0	3.4	3.8	5.3	8.1	4.4
Newspaper inserted magazines (NIMs)	22%	4.6	2.3	2.4	1.1	1.3	2.3	3.3	1.3

# Printed newspaper readership

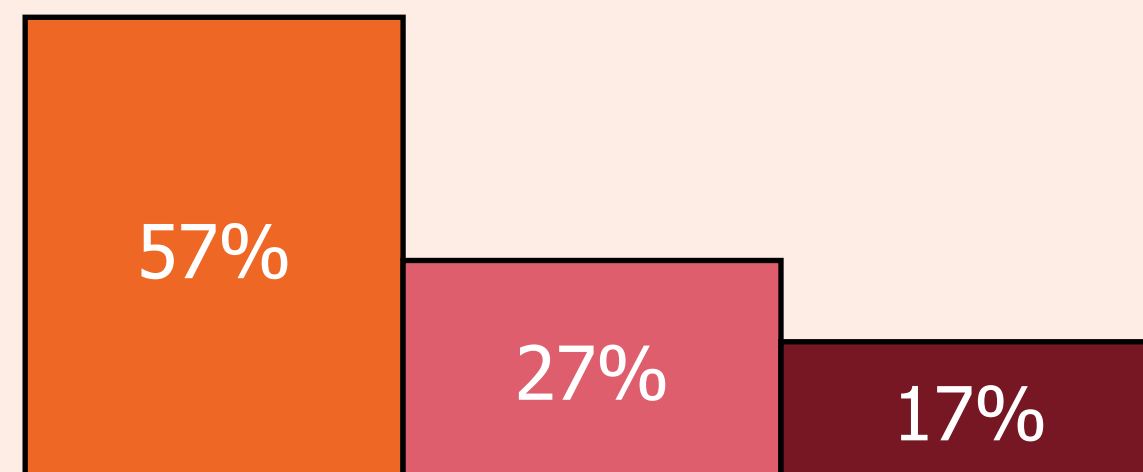
## When?

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



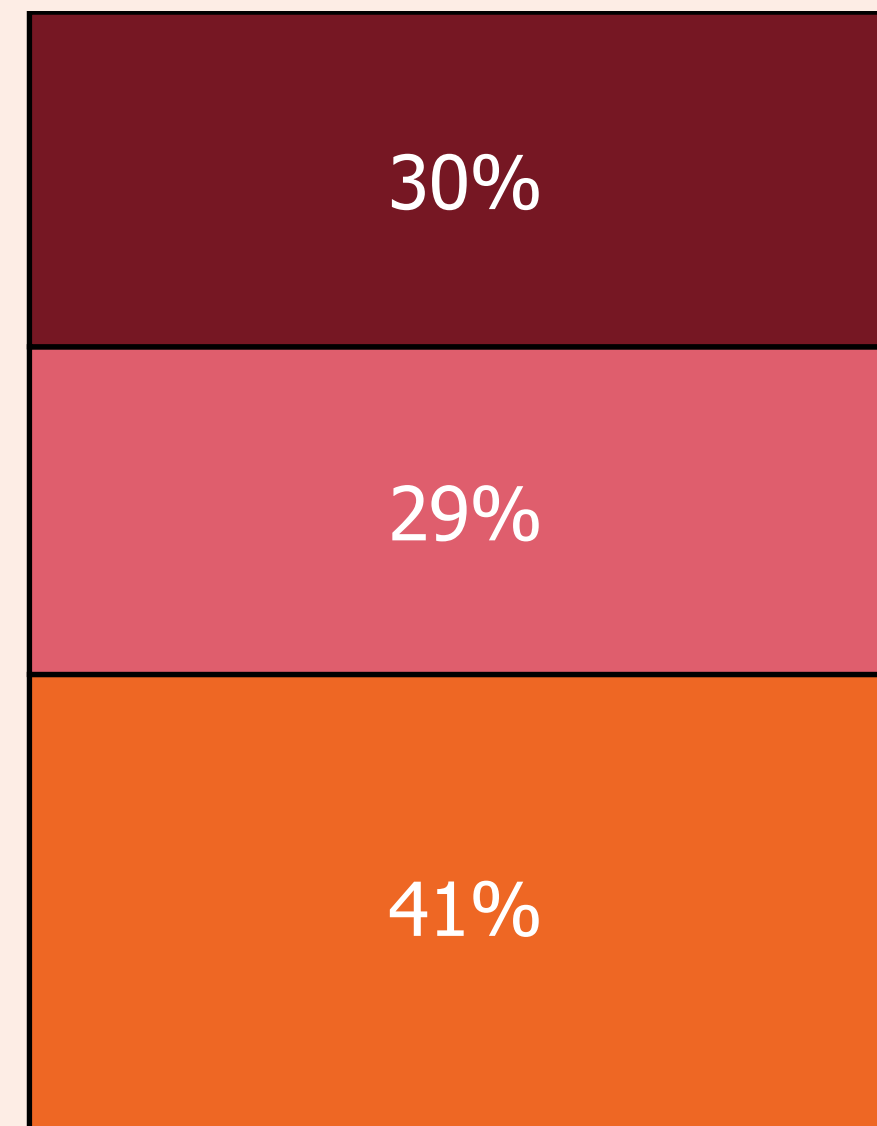
### Saturday to Sunday



● Breakfast & mid-morning ● Afternoon ● Evening

## How frequent?

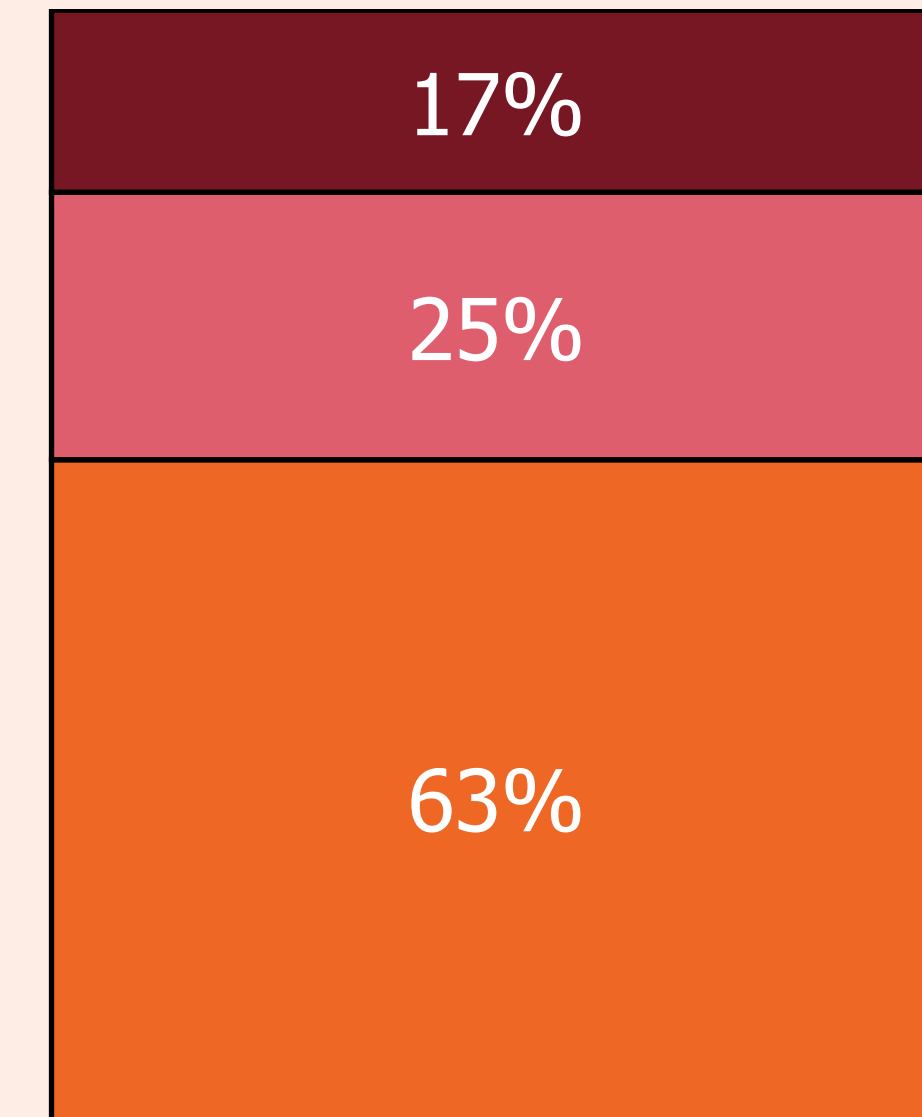
30% of newspaper readers typically read 7 or more issues a week



● 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
<b>Sydney Morning Herald</b>	8.4 million
<b>The Age</b>	5.9 million
<b>Herald Sun</b>	4.4 million
<b>The Australian</b>	4.4 million
<b>WAN (The West Australian &amp; PerthNow)</b>	4.3 million
<b>Daily Telegraph</b>	4.0 million
<b>The Australian Financial Review</b>	3.7 million
<b>The Courier-Mail</b>	3.0 million
<b>The Adelaide Advertiser</b>	1.7 million
<b>The Saturday Paper</b>	0.9 million

think  
**NEWS**  
brands