Total News Fact Pack

All the facts about news readership in Australia

Updated August 2023
Data to June 2023
Total News reaches more people
- Consistent and ‘guaranteed’ scale; **96% of Australians** read news each month.
- **Every week 16.6 million Aussies read news** - that’s more than Aussies who drink coffee!
- The **audience with the wallet** is **30%** more likely to read news.

Total News engages more often
- News remains relevant all day, every day, with news delivering more than **58 million interactions per week**.
- News is a **lean-in medium** with **50% heavily engaged** in the content; more than any other channel.

Australians are reading more news
- News covers all interests with high crossover between categories; **70% read 3 or more categories.**
There's no news like total news!

It represents all printed and digital news as one media channel.

Note: The above is an example only and does not represent the full list of news written in 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

96% of Australians engage with News each and every month.

Source: Roy Morgan July 2022 to July 2023
Base: Australians aged 14+, n=66,234
We’re not milking it!

Reading news
16.6 million or 77% of Aussies read the news each WEEK

That’s more than...

Consuming milk
16.0 million or 74%

Watching YouTube
15.0 million or 70%

Eating fresh vegetables
14.6 million or 67%

Drinking coffee
11.8 million or 55%
Nothing beats a good read!

More Aussies access and connect to diverse content by reading, surpassing listening or watching.

Source: Roy Morgan July 2022 to June 2023
Base Australians aged 14+, n=66,234. Based on ways accessed news and current affairs content yesterday.
News is relevant to everyone

Doesn’t matter who you are or where you live, all Aussies read the news, especially those of high value.

Monthly readership
- 96% or 20.7M

by gender
- 96% 10.2M
- 96% 10.5M

by age group
- 14-34: 94% 6.8M
- 35-54: 97% 6.8M
- 55+: 97% 7.2M

by capital cities vs. country
- 96% 13.5M
- 96% 7.2M

by annual household income
- <$50K: 94% 4.1M
- $50K-$100K: 96% 5.3M
- $100K-$150K: 96% 4.5M
- $150K+: 97% 6.9M

Source: Roy Morgan July 2022 to June 2023
Base: Australians aged 14+, n=66,234
Super NEOs are more active with their money. They are 2.4x more likely than the average Australian to earn >$250,000 p.a. and 3x more likely to invest and spend it. And they are 30% more likely to read news!

<table>
<thead>
<tr>
<th>Channel</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total News</td>
<td>1.3x</td>
</tr>
<tr>
<td>Radio</td>
<td>1.1x</td>
</tr>
<tr>
<td>Social Media</td>
<td>1.1x</td>
</tr>
<tr>
<td>SVOD</td>
<td>1.2x</td>
</tr>
</tbody>
</table>
Regular as clockwork

With 61% paying for their news, audiences are reliable for consistent brand exposure and messaging.

61% pay for the news

Paying news readers are 20% more likely than the general population to be homeowners and big spenders. 70% of these readers intend to travel in the next 12 months.

Source: Roy Morgan July 2022 to June 2023
Base: Australians aged 14+, n=66,234
Eat news
sleep
repeat
News takes many forms

Total News delivers an omnichannel experience with more than 1 in 2 reading news across both mediums.

Readership by news format

Total news 20.7M

News (print) 12.3M

News (digital) 19.7M

Both 11.3M
Wake up to good news

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

Source: Roy Morgan July 2022 to June 2023
Base: Australians aged 14+, “Total prefer newspapers (print or digital)”, n=16,495
Get a direct hit

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

Source: Roy Morgan July 2022 to June 2023; Roy Morgan MediaPlanner was used to simulate the weekly number of impressions across print newspapers and news websites (incl. Apple News).
Base: Australians aged 14+ - "Read news in the last 7 days (print or digital)"; n=52,520

Direct to source

58 million

Total news interactions per week
**Vetted environments have a more engaged audience**

Total News is more engaging than other channels with 50% of news consumers considered heavy users of the channel.

**Channel Consumption**

- **Total News**: 50% Heavy, 20% Medium, 19% Light
- **SVOD**: 60% Heavy, 20% Medium, 19% Light
- **Free-to-air TV**: 45% Heavy, 26% Medium, 19% Light
- **Radio**: 34% Heavy, 21% Medium, 45% Light
- **Social**: 36% Heavy, 34% Medium, 30% Light
News goes the distance
## Types of categories read

<table>
<thead>
<tr>
<th>Category</th>
<th>Unique audience</th>
<th>% population</th>
</tr>
</thead>
<tbody>
<tr>
<td>General News</td>
<td>20.5 million</td>
<td>95%</td>
</tr>
<tr>
<td>Property</td>
<td>14.7 million</td>
<td>68%</td>
</tr>
<tr>
<td>Sport</td>
<td>13.2 million</td>
<td>61%</td>
</tr>
<tr>
<td>Lifestyle &amp; Health</td>
<td>12.5 million</td>
<td>58%</td>
</tr>
<tr>
<td>Entertainment &amp; Culture</td>
<td>11.3 million</td>
<td>52%</td>
</tr>
<tr>
<td>Business &amp; Finance</td>
<td>10.4 million</td>
<td>48%</td>
</tr>
<tr>
<td>Auto</td>
<td>6.8 million</td>
<td>31%</td>
</tr>
<tr>
<td>Travel</td>
<td>6.5 million</td>
<td>30%</td>
</tr>
<tr>
<td>Technology</td>
<td>5.0 million</td>
<td>23%</td>
</tr>
<tr>
<td>Other</td>
<td>4.0 million</td>
<td>18%</td>
</tr>
</tbody>
</table>

### Number of categories read with General News

<table>
<thead>
<tr>
<th>Number of categories</th>
<th>% Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 or more</td>
<td>95%</td>
</tr>
<tr>
<td>2 or more</td>
<td>84%</td>
</tr>
<tr>
<td>3 or more</td>
<td>70%</td>
</tr>
<tr>
<td>4 or more</td>
<td>57%</td>
</tr>
<tr>
<td>5 or more</td>
<td>44%</td>
</tr>
<tr>
<td>6 or more</td>
<td>31%</td>
</tr>
<tr>
<td>7 or more</td>
<td>18%</td>
</tr>
<tr>
<td>8 or more</td>
<td>7%</td>
</tr>
<tr>
<td>9 or more</td>
<td>1%</td>
</tr>
</tbody>
</table>
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 91%
3 Titles 84%
2 Titles 71%
1 Title 50%

Source: Roy Morgan July 2022 to June 2023
Base: Australians aged 14+. “Read news in the last 4 weeks (print or digital)”, based on Total News Publishing definition, n=6,234
Who? What? When? Where?

Readership specifics by location, time and demographic
## Monthly readership

<table>
<thead>
<tr>
<th></th>
<th>Reach % to population 14+</th>
<th>Totals</th>
<th>Male</th>
<th>Female</th>
<th>14 to 24</th>
<th>25 to 34</th>
<th>35 to 49</th>
<th>50 to 64</th>
<th>65+</th>
<th>Metro markets</th>
<th>Regional markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach to age 14+</td>
<td>96%</td>
<td>96%</td>
<td>96%</td>
<td>92%</td>
<td>96%</td>
<td>97%</td>
<td>98%</td>
<td>98%</td>
<td>96%</td>
<td>96%</td>
<td>96%</td>
</tr>
<tr>
<td>Population 14+</td>
<td>100%</td>
<td>21.6</td>
<td>10.6</td>
<td>11.0</td>
<td>3.5</td>
<td>3.7</td>
<td>5.2</td>
<td>4.7</td>
<td>4.5</td>
<td>14.1</td>
<td>7.5</td>
</tr>
<tr>
<td>Total news</td>
<td>96%</td>
<td>20.7</td>
<td>10.2</td>
<td>10.5</td>
<td>3.2</td>
<td>3.6</td>
<td>5.1</td>
<td>4.6</td>
<td>4.3</td>
<td>13.5</td>
<td>7.2</td>
</tr>
<tr>
<td>News (digital)</td>
<td>91%</td>
<td>19.7</td>
<td>9.8</td>
<td>9.9</td>
<td>3.0</td>
<td>3.5</td>
<td>4.9</td>
<td>4.4</td>
<td>3.8</td>
<td>13.0</td>
<td>6.8</td>
</tr>
<tr>
<td>News (print)</td>
<td>57%</td>
<td>12.3</td>
<td>6.3</td>
<td>6.1</td>
<td>1.4</td>
<td>2.0</td>
<td>2.9</td>
<td>2.9</td>
<td>3.1</td>
<td>7.9</td>
<td>4.5</td>
</tr>
<tr>
<td>Newspaper inserted magazines (NIMs)</td>
<td>25%</td>
<td>5.3</td>
<td>2.6</td>
<td>2.7</td>
<td>0.5</td>
<td>0.9</td>
<td>1.2</td>
<td>1.3</td>
<td>1.4</td>
<td>3.8</td>
<td>1.5</td>
</tr>
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Base: Australians aged 14+, n=66,234