



# Total News Fact Pack



All the facts about news readership in Australia

Updated August 2023  
Data to June 2023



# News has



# power

## 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

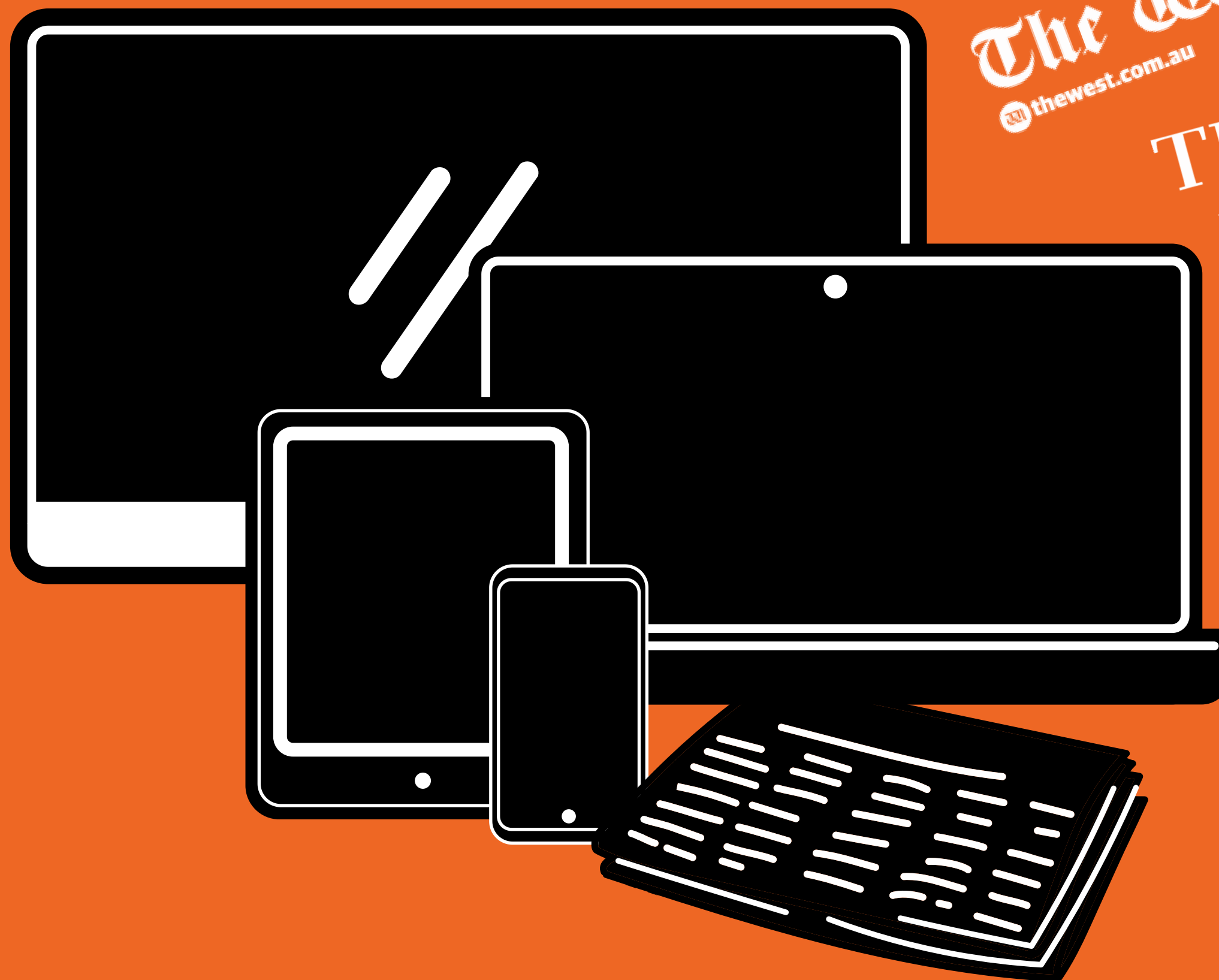
- News remains relevant all day, every day, with news delivering more than **58 million interactions per week**.
- News is a **lean-in medium** with **50% heavily engaged** in the content; more than any other channel.

## 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



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

96%

of Australians engage with News each and every month.



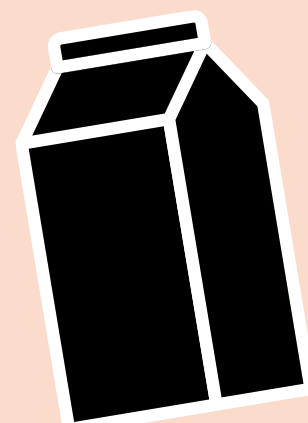
# We're not milking it!



## 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%



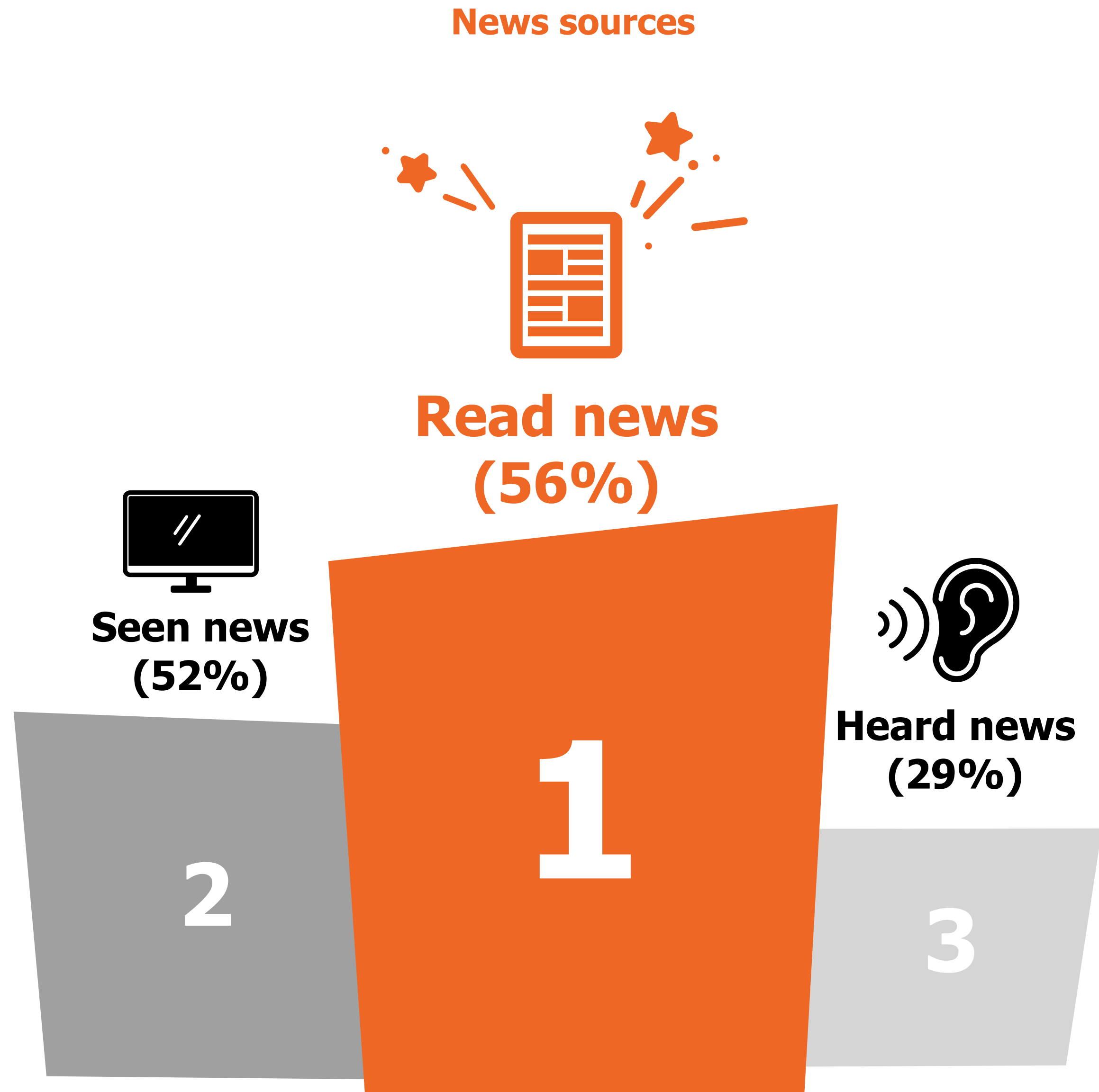
**Eating fresh vegetables**  
14.6 million or 67%



**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



# 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.

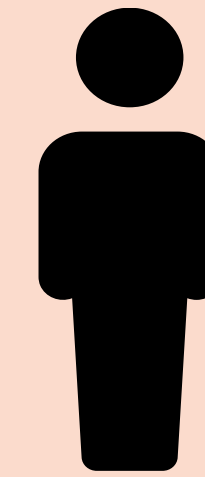
Monthly readership



96% or 20.7M

by gender

96%  
10.2M



96%  
10.5M

by age group

14-34

94%  
6.8M

35-54

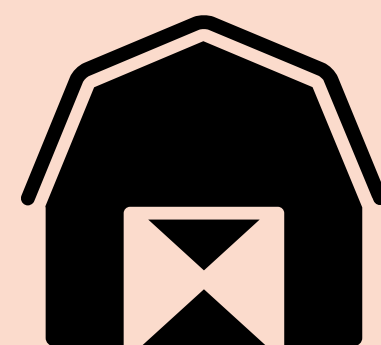
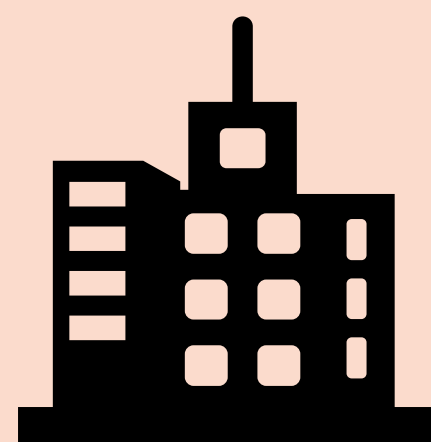
97%  
6.8M

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

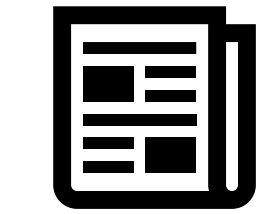
# News

delivers

high value,  
downturn  
resilient  
audiences

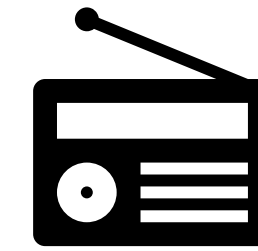


## Super NEOs likelihood to engage with channel



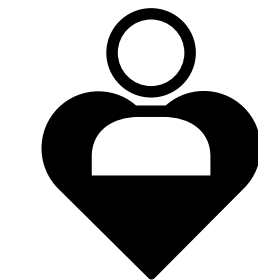
Total News

1.3x



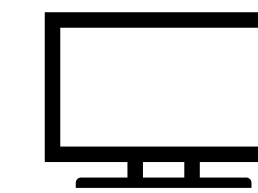
Radio

1.1x



Social Media

1.1x



SVOD

1.2x

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!



# Regular as clockwork

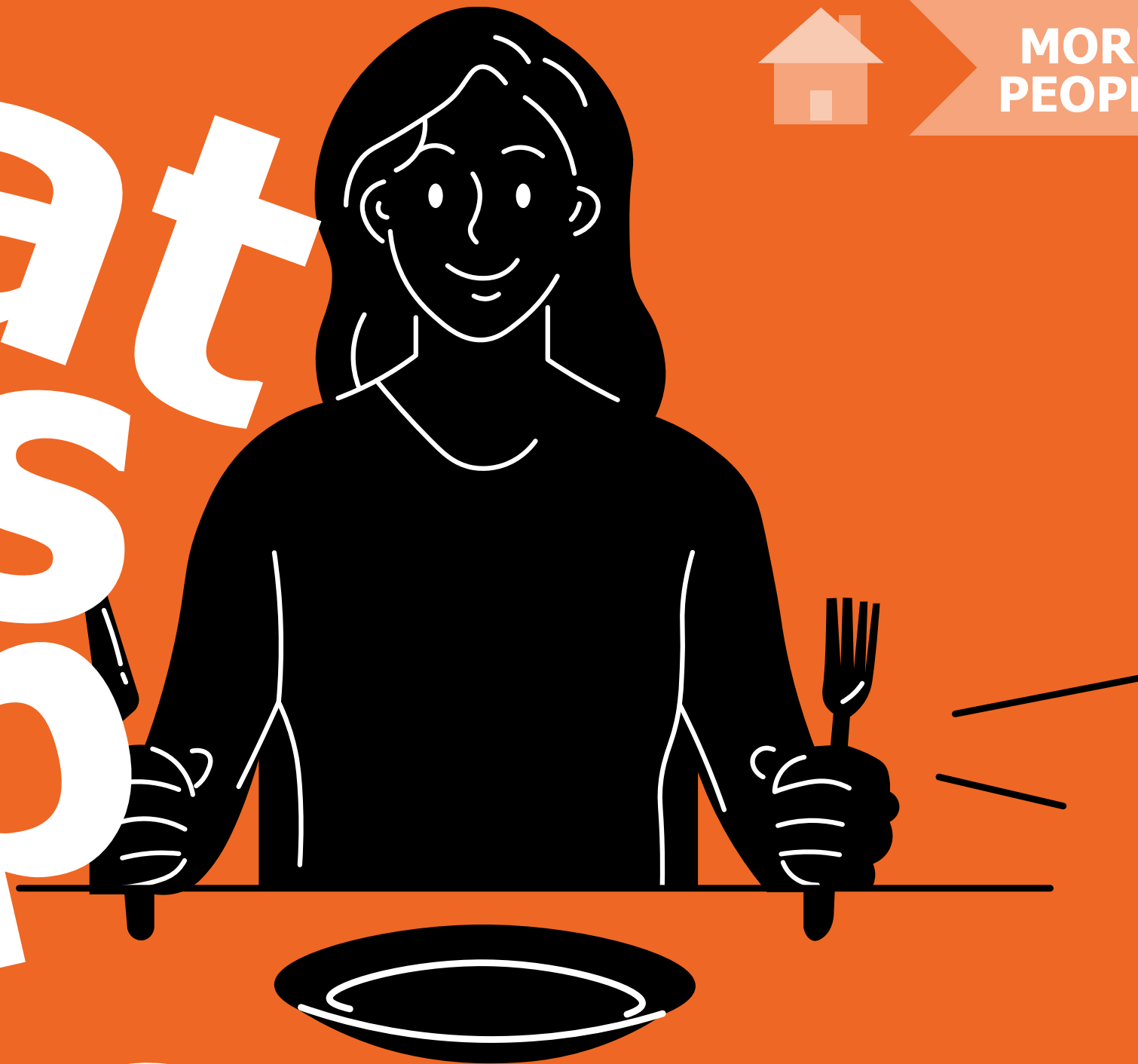
**61%**  
pay for the news

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

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.



Eat  
news  
sleep  
news  
repeat



MORE PEOPLE

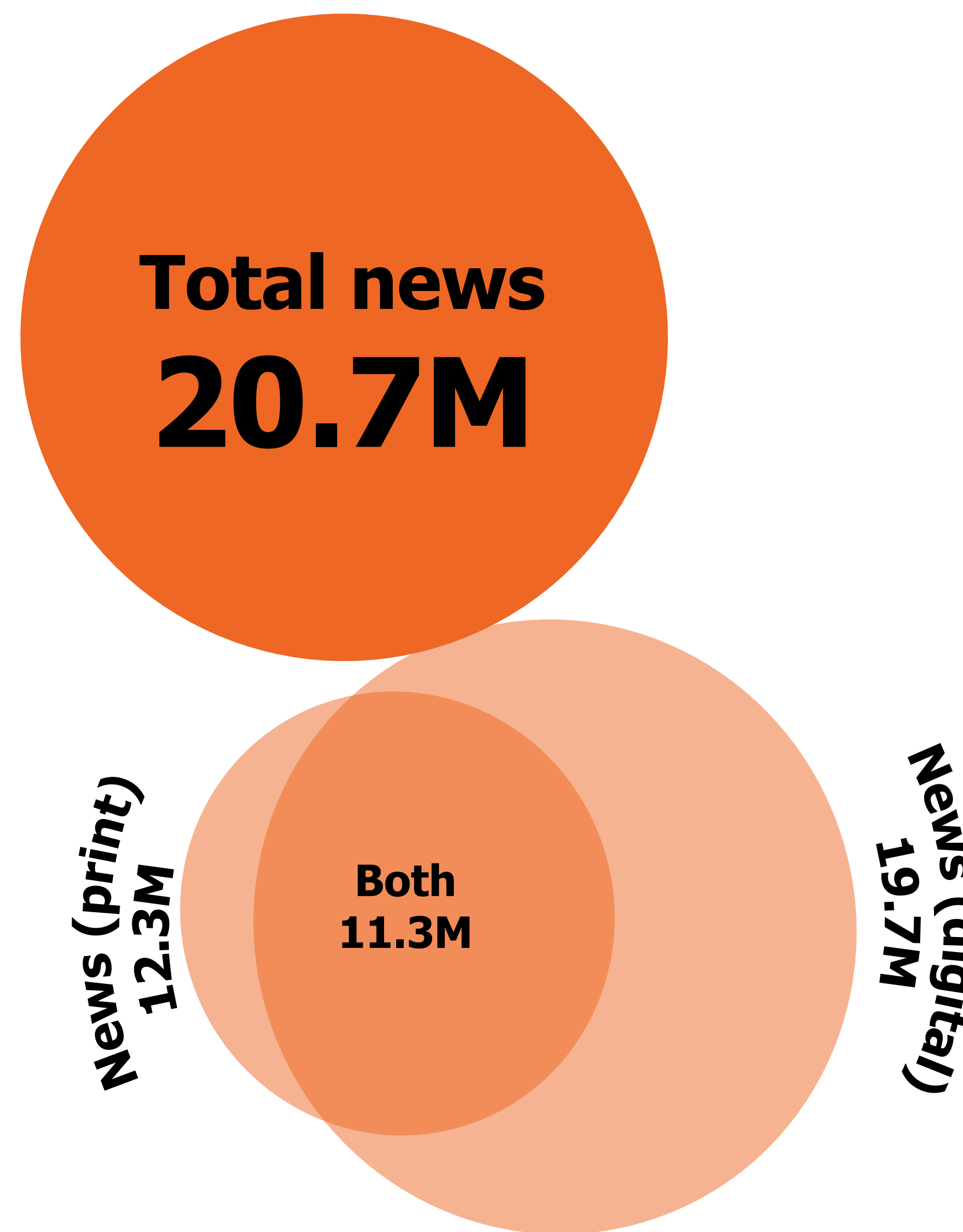
MORE OFTEN

READING MORE

# 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



# Wake up to good news

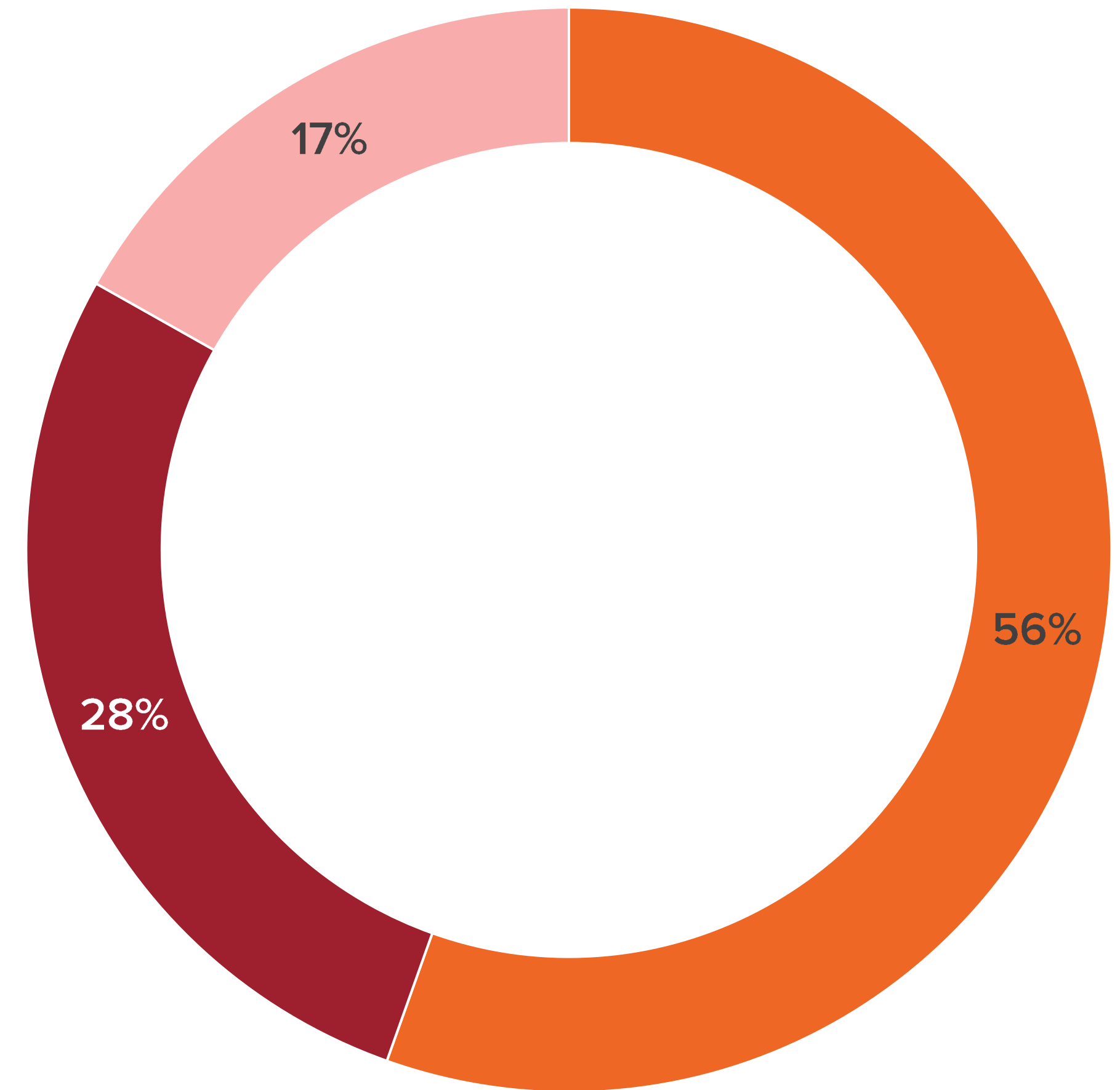


News is like coffee,  
you get your first fix in  
the morning, then  
keep consuming  
throughout the day.

Source: Roy Morgan July 2022 to June 2023  
Base: Australians aged 14+, "Total prefer newspapers (print or digital)", n=16,495

Time of day readers prefer to read total news

■ Breakfast ■ Afternoon ■ Evening



# Get a direct hit



Direct  
to source  
**58**  
million

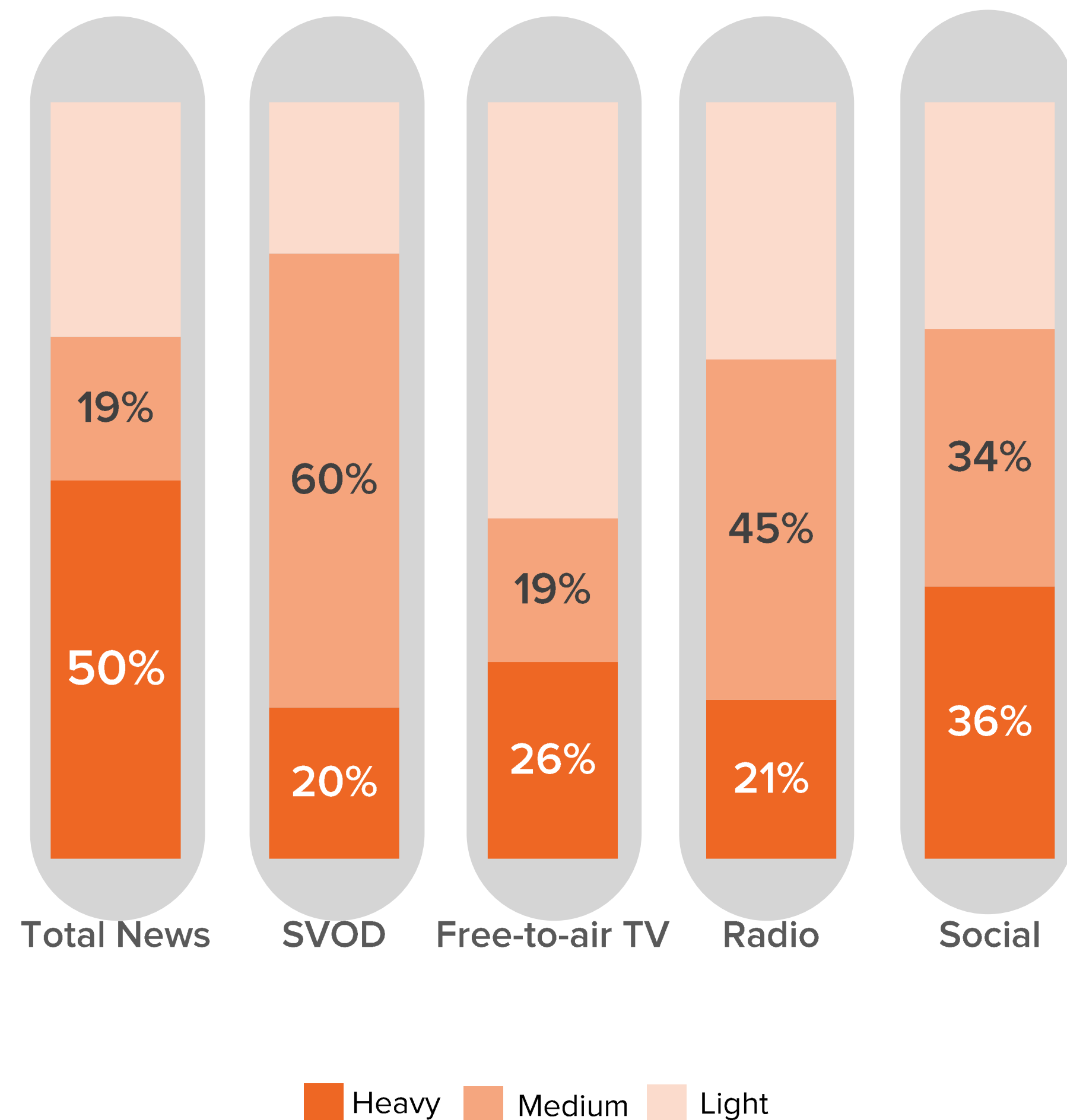
Total news  
interactions per week

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

# 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



# News goes the distance



MORE  
PEOPLE

MORE  
OFTEN

READING  
MORE

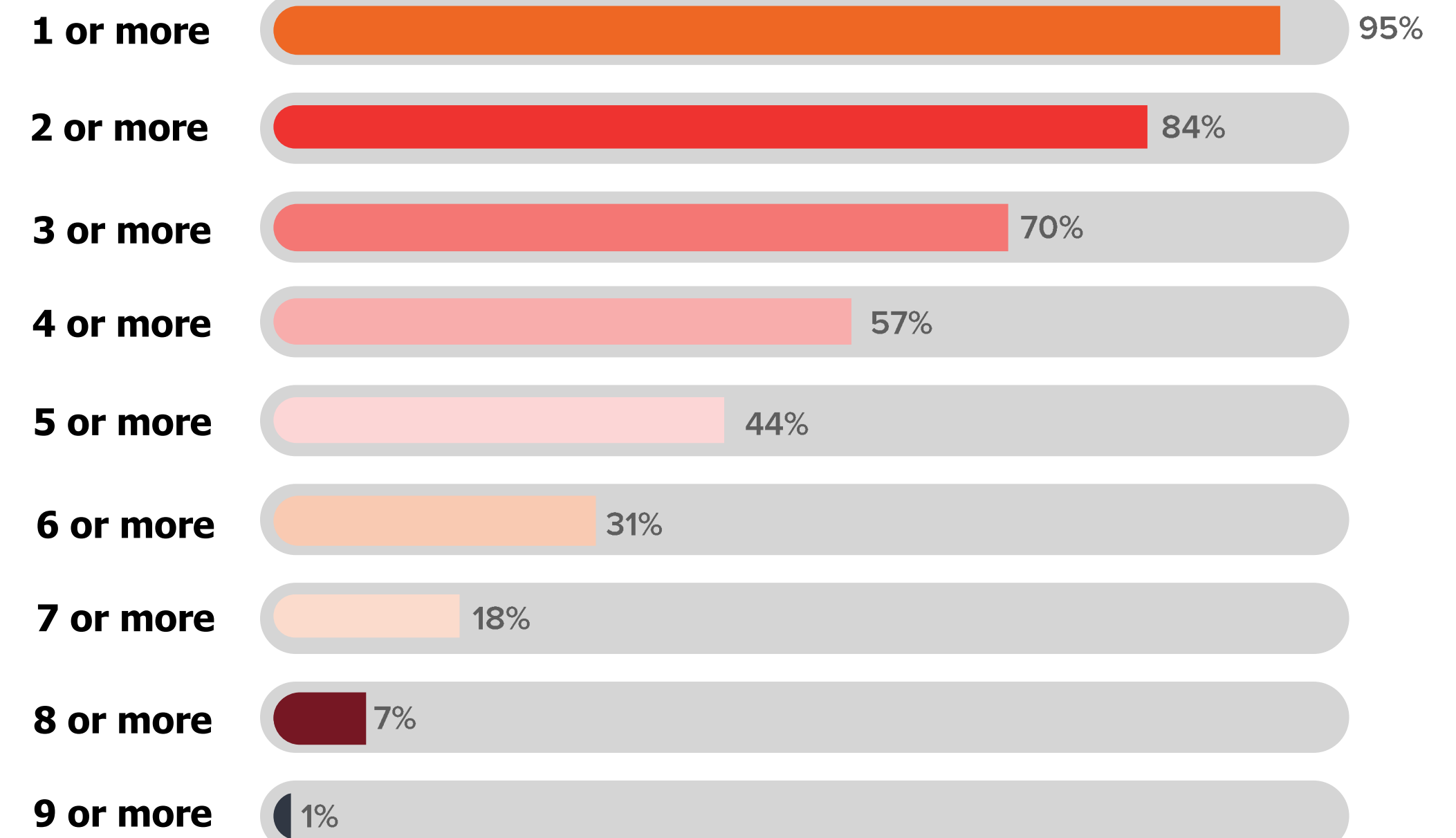


# News covers all interests

## Types of categories read

Category	Unique audience	% population
General News	20.5 million	95%
Property	14.7 million	68%
Sport	13.2 million	61%
Lifestyle & Health	12.5 million	58%
Entertainment & Culture	11.3 million	52%
Business & Finance	10.4 million	48%
Auto	6.8 million	31%
Travel	6.5 million	30%
Technology	5.0 million	23%
Other	4.0 million	18%

## Number of categories read with General News



% Population



# 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%



Who?  
What?  
When?  
Where?

Readership specifics by location,  
time and demographic

# The numbers don't lie

## Readership by demographic and region

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

think  
**NEWS**  
brands