

# Total News has power



## Trust in the staying power of Total News



### Super Scale

**20.8M**  
(96%)

Aussies (aged 14+) read news every month.

### That's more than...



Consuming milk  
16.0 million (74%)



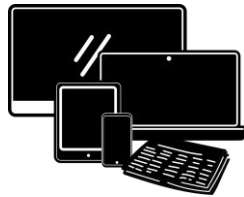
Eating fresh fruit  
15.0 million (69%)



Watching YouTube  
14.8 million (68%)



Drinking coffee  
11.8 million (55%)



### Anywhere, anyway

**19.8M**

Australians consume news digitally each month

**Over 1 in 2**

read both digital and print news each month



News sources



Read news (55%)



Seen news (51%)

2

1



Heard news (29%)

3



### News for everyone

**3 in 5**

News readers read 3+ special interest categories on top of general, breaking news

### Top Categories



Property – 67%  
Sport – 60%  
Lifestyle & Health – 57%  
Entertainment & Culture – 51%  
Business & Finance – 47%



### Engaging 'ready to buy' audiences

Readers of top titles within the auto, business & lifestyle news categories 20-35% more likely than general population to have high discretionary spending

Readers of top 3 titles within business categories 25% more likely to be very confident in their financial situation

Category readers more likely to be early adopters of new cars, tech and trying new travel experiences



### Eyes with wallets

**61%**

Of news readers are paying for access

Paying news readers are 25% more likely than the general population to be homeowners and big spenders

On average, they hold 2X level of wealth greater than average Aussie (\$150K in savings/ investments vs \$70K)