



# Total News Publishing Fact Pack

All the facts about total news publishing audience insights in Australia

Updated November 2025

Data to September 2025



# Total News Publishing has power



## Delivering effective scale



News Publishing connects with 97% or 22.4 million Australians each month.

In fact, more Aussies read news any given week than visit a supermarket or consume coffee.

22.4M

## Aussies trust news

It is also one of the most trusted sources of news and current affairs.

2.8x

more than social media (28.2% vs 10.0%)



## News for everyone

Most sought out news categories are:

General News: 96%  
Property: 70%  
Sport: 56%  
Entertainment & Culture: 52%  
Lifestyle & Health: 49%  
Business & Finance: 42%



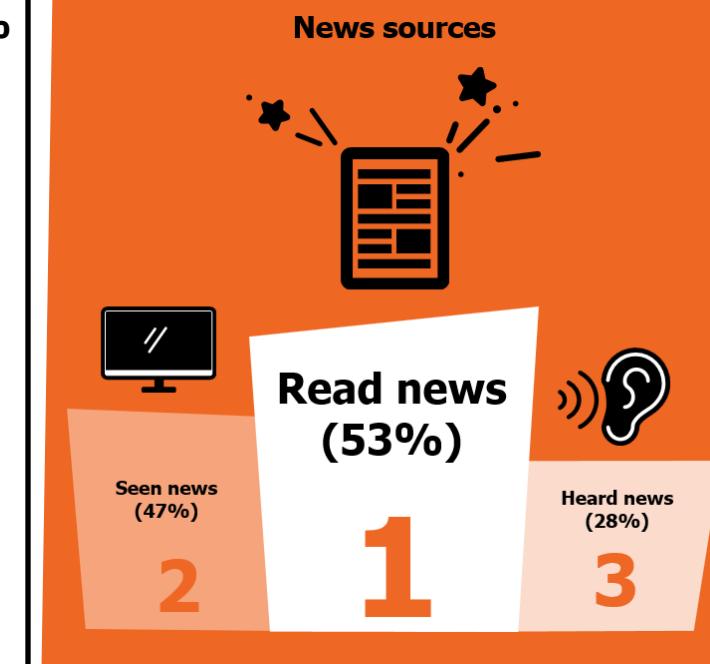
4.2

news categories read on average



## Nothing beats a good read

Reading is the nation's preferred gateway to news, surpassing listening and watching.



## Top news brands

The diversity of news content consumption reflects the richness of Australia's interests.



From national to local publications, general to special interest news categories, there's something for every Australian reader.

# Total News Publishing Audience Insights

Did  
you  
know  
...

**22.4M Aussies,  
97% of population,  
read news publishing.**

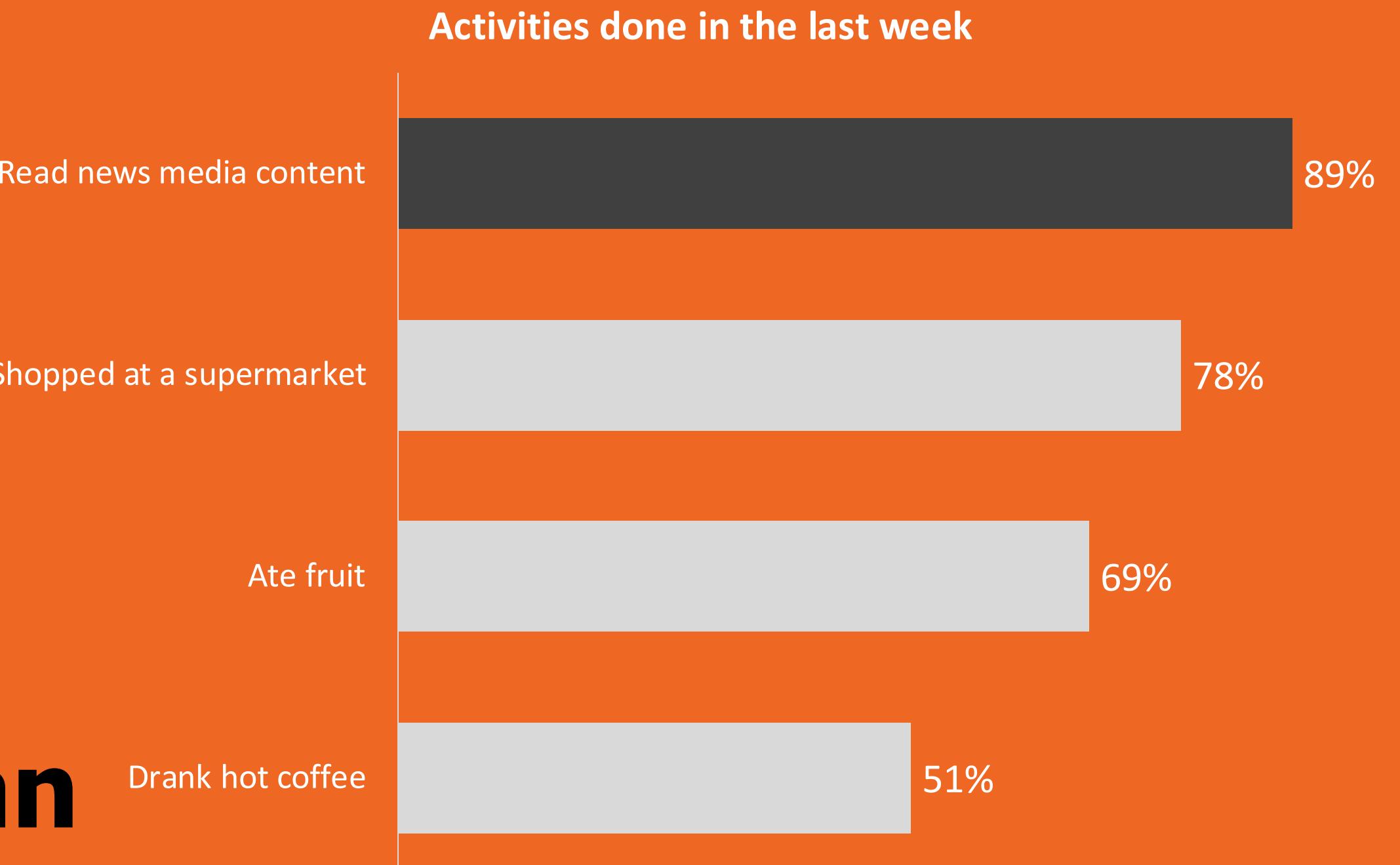


Source: Roy Morgan, digital audiences use Roy Morgan iris.  
Base: Australians aged 14+, monthly average over 12 months to September 2025



**Did  
you  
know  
...**

**Reading  
news content is  
more common than  
a supermarket trip.**



**Did  
you  
know  
...**

When it comes to news  
and current affairs sources,  
**Aussies trust news  
2.8x more than social  
media.**

**Did  
you  
know  
...**

**General News  
is the most read category...  
... Aussies read a variety of  
news content, reading  
4.2 categories on average.**

## Types of categories read

Category	% of population	Unique audience
General News	96%	22.0 million
Property	70%	16.2 million
Sport	56%	12.9 million
Entertainment & Culture	52%	11.9 million
Lifestyle & Health	49%	11.2 million
Business & Finance	42%	9.7 million
Auto	36%	8.3 million
Travel	30%	7.0 million
Technology	26%	6.0 million
Other	19%	4.4 million

# Total News Publishing Audience Insights

**Did  
you  
know  
...**

More Aussies opt to **READ** news, outpacing watching and listening.

**News sources**



**Read news  
(53%)**



**Heard news  
(28%)**

**2**

**Seen news  
(47%)**

**1**

**3**

Source: Roy Morgan

Base: Australians aged 14+, monthly average over 12 months to September 2025

 **ROY  
MORGAN**

**think  
NEWS**  
brands

# Total News Publishing Audience Insights

## Top news brands

### Types of brands read

Brands	% population	Unique audience	Brands	% population	Unique audience
1. <b>ABC News</b>	55%	12.6 million	11. <b>The Australian</b>	22%	5.0 million
2. <b>news.com.au</b>	52%	12.0 million	12. <b>SBS News</b>	21%	4.8 million
3. <b>nine.com.au</b>	43%	10.0 million	13. <b>The Herald Sun</b>	20%	4.6 million
4. <b>7News.com.au</b>	35%	8.1 million	14. <b>BBC News</b>	19%	4.4 million
5. <b>The Guardian</b>	34%	7.8 million	15. <b>The Daily Telegraph</b>	18%	4.2 million
6. <b>The Sydney Morning Herald</b>	34%	7.8 million	16. <b>WAN (West Australian/Sunday Times/Perth Now)</b>	17%	3.8 million
7. <b>Daily Mail</b>	34%	7.7 million	17. <b>The Courier-Mail</b>	16%	3.8 million
8. <b>msn (Website)</b>	27%	6.2 million	18. <b>Sky News</b>	15%	3.3 million
9. <b>Yahoo! News</b>	24%	5.5 million	19. <b>The Australian Financial Review</b>	14%	3.3 million
10. <b>The Age</b>	23%	5.3 million	20. <b>The Nightly</b>	13%	2.9 million

Source: Roy Morgan, digital audiences use Roy Morgan iris.

Base: Australians aged 14+, monthly average over 12 months to September 2025

think  
**NEWS**  
brands