

21 November 2022

EMBARGOED UNTIL 12.01am MONDAY 21 NOVEMBER

News readership: 97 per cent of Australians continue to consume news

ThinkNewsBrands and Roy Morgan Total News figures show 20.6 million Australians over the age of 14 engage with news every month.

The latest release of Total News readership shows a slight softening for news consumption, down 0.5 per cent with 20.6 million Australians continuing to consume news in a four-week period.

The readership figures, produced by Roy Morgan for ThinkNewsBrands, refer to the 12 months to September 2022 and shows that Total News reaches 97 per cent of the population over the age of 14. Total News represents all news brands across print and digital as well as standalone news websites.

News readership is largely digitally driven with 19.6 of the 20.6 million readers engaging with news in digital channels each month. Less than 5 per cent of Australians read news solely in printed format. This is reflected in the September readership figures. While print has seen a 12.2 per cent decline in readership, due to the skew to digital news consumption, overall readership has dipped by just 0.5 per cent.

TOTAL NEWS READERSHIP

	Last 12 months (4 weekly average)	Change vs. same period last year
Total News - Digital and Print	20.6 million	-0.5%
News - Digital	19.6 million	-0.3%
News - Print	12.5 million	-12.2%

ThinkNewsBrands General Manager Vanessa Lyons said: “The Total News readership data continues to demonstrate that news has a greater reach and frequency than many people think. It is important information for agencies and advertisers providing a holistic view of the size, capability and common strengths of news for their audiences.”

Demographically, Total News continues to engage all age groups including younger audiences with 96 per cent of Australians under the age of 40 reading news each month.

READERSHIP DEMOGRAPHICS

Age group	Last 12 months (4 weekly average)	% Total population
Total all ages	20.6 million	97%
14-24	3.1 million	93%
25-34	3.6 million	97%
35-49	5.1 million	98%
50-64	4.5 million	98%
65+	4.3 million	97%

Australia’s trusted masthead brands continue to command large audiences, as demonstrated by the below table.

TOP 10 MOST-READ NEWS BRANDS

Top 10 news brands (print & digital)	Last 12 months (4 weekly average)
The Sydney Morning Herald	8.4 million
The Age	5.8 million
The Herald Sun	4.4 million
The Australian	4.4 million
WAN (West Australian & Perth Now)	4.3 million
The Daily Telegraph	4.0 million
The Australian Financial Review	3.7 million
The Courier Mail	3.0 million
The Adelaide Advertiser	1.7 million
The Saturday Paper	0.9 million

This is the first readership release following the re-engineering of Roy Morgan’s digital audience measurement data which has been updated from July 2020 onwards. The digital data now calls on a broader set of inputs while the algorithm to calculate the digital audiences has been refined.

The recalibrated digital audience data feeds into Total News to present the most accurate view of audience performance and unique audience profiling. Data can be compared year-on-year without a trend break.

Source: Roy Morgan Research, All People 14+. All audience data is based on the last 4 weeks averaged over the 12 months to September 2022.

Total News is defined as Australians aged 14+ reading news in print and/or news in digital. Digital news includes Australian publishers’ news websites/apps, Apple news and non-Australian-owned news. It also includes ABC news and Google news.

Media Enquiries

Brooke Hemphill

bhemphill@premiumcontentalliance.com.au

0419 351 445

About ThinkNewsBrands

Founded by Australian media owners who, collectively, have more than 100 years of experience in producing news, ThinkNewsBrands shines a light on how and why professionally-produced premium news content is the best partner for advertisers looking to grow their brands and businesses.

Find out more: thinknewsbrands.com.au