

27 February 2023

EMBARGOED UNTIL 12.01am MONDAY 27 FEBRUARY

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 compared to the same period in 2021 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 December 2022 and show 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.

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	8.1 million
The Age	5.6 million
The Herald Sun	4.3 million
The Australian	4.3 million
WAN (West Australian & Perth Now)	4.0 million
The Daily Telegraph	4.0 million
The Australian Financial Review	3.6 million
The Courier Mail	3.0 million
The Adelaide Advertiser	1.7 million
The Saturday Paper	0.9 million

ThinkNewsBrands General Manager Vanessa Lyons said: *“The latest Total News readership figures demonstrate how much of a deeply ingrained daily habit news is in the lives of Australians; news has a consistent and enduring appeal for most of the population. The figures underscore the importance of news, particularly during challenging economic times when trustworthy and reliable information is crucial.”*

Demographically, Total News continues to engage audiences across all age groups including the hard-to-reach under-40s.

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	4.6 million	98%
65+	4.3 million	97%

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

About ThinkNewsBrands

Founded by Australian media owners who, collectively, have more than 100 years’ 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