Total News Fact Pack

All the facts about news readership in Australia

Updated February 2023
Data to December 2022
Total News reaches more people:

- Consistent and ‘guaranteed’ scale; 97% of Australians read news each month.
- Every week 17 million Aussies read news - that’s more than Aussies who drink coffee!
- News offers quality audiences; downturn resilient audiences are 33% more likely to engage with news.

Total News engages more often:

- News remains relevant all day, every day, with news delivering more than 60 million interactions per week.
- News is omni-channel, digitally led; 1 in 2 read news across multiple platforms.

Australians are reading more news:

- News covers all interests with 74% of readers seeking out 3 or more categories.
There's no news like total news!

It represents all read news as one media channel.
News draws a Crowd

97% of Australians engage with News each and every month.

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+ - 19/01/23
We’re not milking it!

Reading news
17 million or 78% of Aussies read the news each WEEK

That’s more than...

- Consuming milk
  16 million or 75%

- Watching YouTube
  16 million or 73%

- Eating fresh vegetables
  16 million or 74%

- Drinking coffee
  12 million or 56%

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+, n=65,928
News doesn’t discriminate

Doesn’t matter who you are or where you live, all Aussies read the news.

Monthly readership

by gender
- 97% (10.2M)
- 96% (10.4M)

by age group
- 14-34
  - 95% (6.7M)
- 35-54
  - 98% (6.6M)
- 55+
  - 97% (7.2M)

by capital cities vs. country
- 97% (13.6M)
- 96% (7.0M)

by annual household income
- $ < 50K
  - 95% (4.4M)
- $50K - $100K
  - 97% (5.4M)
- $100K - $150K
  - 97% (4.4M)
- $150K+
  - 98% (6.4M)

Source: Roy Morgan January 2022 to December 2022
Base Australians aged 14+ n=65,928
Regular as clockwork

With 60% paying for their news, audiences are reliable for consistent brand exposure and messaging.

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+, “Read news in the last 7 days (print or digital)”, n=65,928

pay for the news
Super NEOs are 2.5x more likely than the average Australian to earn >$250,000 p.a. and 3x more likely to invest/spend it. They are active with their money and spend it on experiences that make their hearts sing.

Source: Roy Morgan January 2022 to December 2022
Base: SuperNEOs, Australians aged 14+, n=65,928; NEOs is a consumer lens based on over 20 years of published and awarded research by Dr. Ross Honeywill that uses finance, attitudinal and behavioural data from Roy Morgan Single Source to identify the most valuable consumers in the economy. These are called NEOs, and they spend 2.6 to 3 times more than their counterparts, Traditional.
Eat news
sleep news
repeat
News takes many forms

There is heavy digital consumption, yet more than 1 in 2 engage with news in multiple platforms.

Readership by news format

Total news 20.6M

News (print) 12.4M

News (digital) 19.6M

Both 11.4M

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+, “Read news in the last 4 weeks (print or digital)”, n=65,928
Wake up to good news

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

Time of day readers prefer to read total news

- Breakfast: 18%
- Afternoon: 28%
- Evening: 54%

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+, “Total prefer newspapers (print or digital)”, n=8,795
Get a direct hit

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

Direct to source 60 million
Total news interactions per week

Source: Roy Morgan January 2022 to December 2022; Roy Morgan MediaPlanner was used to simulate the weekly number of impressions across print newspapers and news websites (incl. Apple News). Base: Australians aged 14+ “Read news in the last 7 days (print or digital)” n=52,907
Thirsty for more?

News offers a breadth of titles to engage readers time and time again.

<table>
<thead>
<tr>
<th>Number of titles read</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 Titles</td>
<td>98%</td>
</tr>
<tr>
<td>6 Titles</td>
<td>97%</td>
</tr>
<tr>
<td>5 Titles</td>
<td>95%</td>
</tr>
<tr>
<td>4 Titles</td>
<td>91%</td>
</tr>
<tr>
<td>3 Titles</td>
<td>82%</td>
</tr>
<tr>
<td>2 Titles</td>
<td>68%</td>
</tr>
<tr>
<td>1 Title</td>
<td>47%</td>
</tr>
</tbody>
</table>

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+; "Read news in the last 4 weeks (print or digital)", n=65,928
News goes the distance
Readers are spending time with news

News dwell time across digital and print (minutes per reader)

- Total news: 148
- Digital: 38
- Print: 110

Source: Roy Morgan January 2022 to December 2022. Print Dwell Time is based on ‘claimed’ minutes spent reading per week, while digital dwell time is based on passively collected device data about online behavior.

Base: Australians aged 14+, n=65,928
News covers all interests

Most popular Total News categories

<table>
<thead>
<tr>
<th>RANK</th>
<th>NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>★☆ General News</td>
</tr>
<tr>
<td>2</td>
<td>★☆ Lifestyle &amp; Health</td>
</tr>
<tr>
<td>3</td>
<td>★☆ Property</td>
</tr>
<tr>
<td>4</td>
<td>★☆ Entertainment &amp; Culture</td>
</tr>
<tr>
<td>5</td>
<td>★☆ Business &amp; Finance</td>
</tr>
<tr>
<td>6</td>
<td>★☆ Sport</td>
</tr>
</tbody>
</table>

Number of categories read

- 7 Categories 100%
- 6 Categories 97%
- 5 Categories 92%
- 4 Categories 84%
- 3 Categories 74%
- 2 Categories 58%
- 1 Category 34%

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+, "Read news in the last 4 weeks (print or digital)", n= 65,928
Who?  What?  When?  Where?

Readership specifics by location, time and demographic
Readership is **strong all year round**

News readership by month (millions)

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+, "Read news in the last 4 weeks (print or digital)", n=126,879
## Readership by demographic and region

<table>
<thead>
<tr>
<th>Monthly readership</th>
<th>Reach % to population 14+</th>
<th>Totals</th>
<th>Male</th>
<th>Female</th>
<th>14 to 34</th>
<th>35 to 54</th>
<th>55+</th>
<th>Metro markets</th>
<th>Regional markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach to age 14+</td>
<td>97%</td>
<td>97%</td>
<td>96%</td>
<td>95%</td>
<td>98%</td>
<td></td>
<td></td>
<td>97%</td>
<td>97%</td>
</tr>
<tr>
<td>Population 14+</td>
<td>100%</td>
<td>21.3</td>
<td>10.5</td>
<td>10.9</td>
<td>7.0</td>
<td>6.8</td>
<td>7.4</td>
<td>14.0</td>
<td>7.3</td>
</tr>
<tr>
<td>Total news</td>
<td>97%</td>
<td>20.1</td>
<td>10.2</td>
<td>10.4</td>
<td>6.7</td>
<td>6.7</td>
<td>7.2</td>
<td>13.6</td>
<td>7.0</td>
</tr>
<tr>
<td>News (digital)</td>
<td>92%</td>
<td>19.6</td>
<td>9.7</td>
<td>9.9</td>
<td>6.5</td>
<td>6.5</td>
<td>6.6</td>
<td>13.0</td>
<td>6.6</td>
</tr>
<tr>
<td>News (print)</td>
<td>58%</td>
<td>12.4</td>
<td>6.4</td>
<td>6.0</td>
<td>3.4</td>
<td>3.9</td>
<td>5.1</td>
<td>8.0</td>
<td>4.4</td>
</tr>
<tr>
<td>Newspaper inserted magazines (NIMs)</td>
<td>24%</td>
<td>5.0</td>
<td>2.4</td>
<td>2.6</td>
<td>1.3</td>
<td>1.5</td>
<td>2.2</td>
<td>3.6</td>
<td>1.4</td>
</tr>
</tbody>
</table>

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+, n=65,928
Printed newspaper readership

**When?**
Mondays to Fridays, newspapers are the most engaging media before lunch.
58% of newspaper readers prefer to be reading papers before lunchtime.

- **Monday to Friday**:
  - Breakfast & mid-morning: 51%
  - Afternoon: 30%
  - Evening: 19%

- **Saturday to Sunday**:
  - Breakfast & mid-morning: 57%
  - Afternoon: 26%
  - Evening: 17%

**How frequent?**
30% of newspaper readers typically read 7 or more issues a week.

- 1 to 2 a week: 30%
- 3 to 6 a week: 40%
- 7 or more a week: 30%

**How long?**
41% of newspaper readers read them for more than 30 minutes.

- Less than 30 minutes a day: 17%
- 30 to 59 minutes a day: 25%
- 60 or more minutes a day: 63%
## Top News titles

<table>
<thead>
<tr>
<th>Last 12 months (4 weekly average)</th>
<th>Unique Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney Morning Herald</td>
<td>8.1 million</td>
</tr>
<tr>
<td>The Age</td>
<td>5.6 million</td>
</tr>
<tr>
<td>Herald Sun</td>
<td>4.3 million</td>
</tr>
<tr>
<td>The Australian</td>
<td>4.3 million</td>
</tr>
<tr>
<td>WAN (The West Australian &amp; PerthNow)</td>
<td>4.0 million</td>
</tr>
<tr>
<td>Daily Telegraph</td>
<td>4.0 million</td>
</tr>
<tr>
<td>The Australian Financial Review</td>
<td>3.6 million</td>
</tr>
<tr>
<td>The Courier-Mail</td>
<td>3.0 million</td>
</tr>
<tr>
<td>The Adelaide Advertiser</td>
<td>1.8 million</td>
</tr>
<tr>
<td>The Saturday Paper</td>
<td>0.9 million</td>
</tr>
</tbody>
</table>

Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+，“Read news in the last 4 weeks (print or digital)”, n=65,928