News Fundamentals
All the facts about news readership in Australia

Updated February 2022
**Total news**
Represents all printed and digital news as one media channel

<table>
<thead>
<tr>
<th>National and metro newspapers (print)</th>
<th>National and metro newspapers (digital)</th>
<th>National news sites (digital)</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE AUSTRALIAN®</td>
<td>THE AUSTRALIAN® theaustralian.com.au</td>
<td>![7NEWS.com.au]</td>
</tr>
<tr>
<td>The West Australian</td>
<td>The West Australian thewest.com.au</td>
<td></td>
</tr>
<tr>
<td>THE AGE</td>
<td>THE AGE theage.com.au</td>
<td></td>
</tr>
</tbody>
</table>

Note: The above is an example of only and does not represent the full list of news entities within Australia. “Total news” is Australians aged 14+ reading news (print) and/or news (digital) – whether ad supported or not. Digital news therefore includes Australian publishers’ news websites/apps, Apple news and non-Australian owned news. It also includes ABC news and Google news.
News is a fundamental part of the day for Australians

97% of Australians aged 14+ read news across printed newspapers or online in any given month.

Source: Roy Morgan January 2021 to December 2021.
Every week news engages 19 million Australians

Weekly media channel reach

Total News: 19M
- Radio: 17M
- Facebook: 16M
- SVOD: 15M
- YouTube: 15M
- Outdoor: 11M
- Instagram: 10M

Roy Morgan January 2021 to December 2021. Australians aged 14+ reading news (print) and/or news (digital), or accessed content via the other media channels in the last 7 days, averaged over the last 12 months.
The reach of news compares favourably to other leading media channels

Unique audience (millions)

Source: Roy Morgan January 2021 to December 2021.
News continues to grow its audience nationally and across every state and territory.

Nationally, total news grew +0.9% compared to last year, with digital news outperforming at +1.5% for the same period.
News readership is strong all year round

Source: Roy Morgan January 2021 to December 2021. The graph plots "Read news in the last 4 weeks (print or digital)” by the month they were interviewed. Average monthly sample size for this period is n=5424.
News is a morning ritual; it's consumed by the time you’ve had your coffee

News sets the daily agenda for Australians with over half making time to read the news before lunchtime.

Source: Roy Morgan January 2021 to December 2021
Which media do you prefer to read at breakfast/mid-morning, lunchtime/afternoon and dinner time/after dinner. Eg Newspapers – print or online. Unique audience aggregated to Breakfast & Mid-morning/afternoon/evening.
Readership is high across all age groups, including the hard to reach 14-34's

Readership and reach: Total news
Reach % to popn 14+: 97%
Totals: 20.4m

Male: 10.1m  Female: 10.4m

14-34: 6.7m  35-54: 6.5m  55+: 7.3m

Source: Roy Morgan January 2021 to December 2021.
Despite heavy digital consumption, 3 in 5 get their news from a newspaper

Readership by news format

Total news: 20.4m
- News (print): 13.5m
- News (digital): 19.3m
- Digital: 6.9m
- Print: 1.1m
- Both: 12.4m

Source: Roy Morgan January 2021 to December 2021

Despite heavy digital consumption, 3 in 5 get their news from a newspaper.
News readership and engagement
All the readership specifics by location, time and demographic
### Readership news type by age/region

<table>
<thead>
<tr>
<th>Monthly readership March 2021</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>94%</td>
<td>98%</td>
<td>98%</td>
<td>97%</td>
<td>97%</td>
<td>96%</td>
</tr>
<tr>
<td>Population 14+</td>
<td>100%</td>
<td>21.1m</td>
<td>10.4m</td>
<td>10.8m</td>
<td>7.1m</td>
<td>6.6m</td>
<td>7.4m</td>
<td>15.0m</td>
<td>6.1m</td>
</tr>
<tr>
<td>Total news</td>
<td>97%</td>
<td>20.4m</td>
<td>10.1m</td>
<td>10.4m</td>
<td>6.7m</td>
<td>6.5m</td>
<td>7.3m</td>
<td>14.5m</td>
<td>5.9m</td>
</tr>
<tr>
<td>News (digital)</td>
<td>91%</td>
<td>19.3m</td>
<td>9.6m</td>
<td>9.7m</td>
<td>6.3m</td>
<td>6.4m</td>
<td>6.6m</td>
<td>13.8m</td>
<td>5.5m</td>
</tr>
<tr>
<td>News (print)</td>
<td>64%</td>
<td>13.5m</td>
<td>6.9m</td>
<td>6.6m</td>
<td>3.7m</td>
<td>4.0m</td>
<td>5.8m</td>
<td>9.4m</td>
<td>4.1m</td>
</tr>
<tr>
<td>Newspaper inserted magazines (NIMs)</td>
<td>22%</td>
<td>4.7m</td>
<td>2.3m</td>
<td>2.4m</td>
<td>1.1m</td>
<td>1.2m</td>
<td>2.4m</td>
<td>3.6m</td>
<td>1.1m</td>
</tr>
</tbody>
</table>

Source: Roy Morgan January 2021 to December 2021.
When, how frequent and how long?

**When**
Mondays to Fridays, newspapers are the most engaging media before lunch
57% of newspaper readers prefer to be reading papers before lunchtime

**How frequent**
28% of newspaper readers typically read 7 or more issues a week

**How long**
40% of newspaper readers read them for more than 30 minutes

Source: Roy Morgan January 2021 to December 2021.

News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 months.

When: "Which media do you prefer to use at breakfast/mid-morning/lunchtime/afternoon/dinner time/after dinner?" Displayed in the legend as Breakfast & mid-morning, afternoon and evening, respectively.

How frequent: "In the last 4 weeks which newspapers have you read… and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.

How long: "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"
Regular readership by age/region

News readership (000s) & percentage who read 30+ mins/7+ issues pw

<table>
<thead>
<tr>
<th>Age/Region</th>
<th>Total (13,514)</th>
<th>Male (6,902)</th>
<th>Female (6,612)</th>
<th>14 to 34 (3,719)</th>
<th>35 to 54 (3,969)</th>
<th>55+ (5,825)</th>
<th>Metro markets (9,443)</th>
<th>Regional markets (4,071)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readership 000's (L4W)</td>
<td>64%</td>
<td>6.9m</td>
<td>6.6m</td>
<td>3.7m</td>
<td>4.0m</td>
<td>5.8m</td>
<td>9.4m</td>
<td>4.1m</td>
</tr>
<tr>
<td>% 30+ minutes</td>
<td>37%</td>
<td>39%</td>
<td>34%</td>
<td>32%</td>
<td>33%</td>
<td>42%</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>% 7+ issues &quot;last week&quot;</td>
<td>37%</td>
<td>39%</td>
<td>34%</td>
<td>32%</td>
<td>33%</td>
<td>42%</td>
<td>38%</td>
<td>34%</td>
</tr>
</tbody>
</table>

Source: Roy Morgan January 2021 to December 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 months.

Reading 30+ mins: "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? - Read a newspaper".

Reading 7+ issues "last week": "In the last 4 weeks which newspapers have you read, and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.

Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTam metro areas.
Regular readership: national/metro titles by age/region

National/metro masthead readership (000s) & percentage who read 30+ mins/7+ issues pw

<table>
<thead>
<tr>
<th>Age/Region</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>Male</td>
<td>11,364</td>
<td>5,931</td>
<td>5,433</td>
<td>3,065</td>
<td>3,263</td>
<td>5,036</td>
<td>8,483</td>
<td>2,881</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>14 to 34</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>33%</td>
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<tr>
<td>35 to 54</td>
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<td></td>
<td></td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>55+</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>32%</td>
<td></td>
</tr>
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<td>Metro markets</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>32%</td>
<td></td>
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<tr>
<td>Regional markets</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>27%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Roy Morgan January 2021 to December 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month.

Reading 30+ mins: “How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper”

Reading 7+ issues ‘last week’: “In the last 4 weeks which newspapers have you read… and which did you read in the last 7 days?” This metric counts the number of issues the respondent has read in the last 7 days.

Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTam metro areas.
Regular readership: regional titles by age/region

Regional masthead readership (000s) & percentage who read 30+ mins/7+ issues pw

<table>
<thead>
<tr>
<th>Region</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>Regional title readership (millions) (L4W)</td>
<td>30%</td>
<td>6.4m</td>
<td>3.2m</td>
<td>1.7m</td>
<td>1.9m</td>
<td>2.9m</td>
<td>3.6m</td>
<td>2.8m</td>
</tr>
<tr>
<td>Proportion (%) reading 30+ mins</td>
<td>37%</td>
<td>41%</td>
<td>41%</td>
<td>32%</td>
<td>35%</td>
<td>32%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>Proportion (%) reading 7+ issues ‘last week’</td>
<td>31%</td>
<td>34%</td>
<td>28%</td>
<td>32%</td>
<td>30%</td>
<td>32%</td>
<td>36%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Source: Roy Morgan January 2021 to December 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month.

Reading 30+ mins: “How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper”. Reading 7+ issues ‘last week’: “In the last 4 weeks which newspapers have you read, and which did you read in the last 7 days?” This metric counts the number of issues the respondent has read in the last 7 days.

Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTam metro areas.
Regular readership: Mon-Fri titles by age/region

Mon-Fri masthead readership (000s) & % who read 30+ mins/7+ issues pw

Source: Roy Morgan January 2021 to December 2021.

News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 months.

Reading 30+ mins: “How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper”

Reading 7+ issues ‘last week’: “In the last 4 weeks which newspapers have you read… and which did you read in the last 7 days?” This metric counts the number of issues the respondent has read in the last 7 days.

Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTam metro areas.
Regular readership: Saturday titles by age/region

Saturday masthead readership (000s) & % who read 30+ mins/7+ issues pw

| Source: Roy Morgan January 2021 to December 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 months.
| Reading 30+ mins: “How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? - Read a newspaper”
| Reading 7+ issues ‘last week’: “In the last 4 weeks which newspapers have you read… and which did you read in the last 7 days?” This metric counts the number of issues the respondent has read in the last 7 days.
| Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTam metro areas. |
Regular readership: Sunday titles by age/region

Sunday masthead readership (000s) & % who read 30+ mins/7+ issues pw

Source: Roy Morgan January 2021 to December 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 months.

Reading 30+ mins: “How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper”

Reading 7+ issues ‘last week’: “In the last 4 weeks which newspapers have you read, and which did you read in the last 7 days?” This metric counts the number of issues the respondent has read in the last 7 days.

Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTam metro areas.