

News media in Australia

Indicator 5: how we consume news

Key findings and chart notes

1.1 Accessed news – Accessed news

Base: Australian adults, previous 7 days to June 2025

- Overall, 92% accessed news in 2025 (consistent with 2024), while only 8% didn't access any news in this period.
- Males were more likely than females to access news (94% vs 90%).
- Those aged 18–24 and 25–34 were less likely to access news than all older age groups (85% and 88% respectively).

Base: Australians aged 18 and over. Note: 'Accessed news' is a NET of codes at QN1 excluding 'Refused', 'Don't know', 'Invalid' and 'I didn't access any news in the past 7 days'. 8% of Australian adults said they didn't access any news in the past 7 days at QN1.

Source: ACMA annual consumer survey, QN1.

1.2. Accessed news – Preferred type of news

Base: Australian adults who accessed news in the past 7 days, previous 7 days to June 2025

- The most commonly preferred type of news accessed was international (64%), followed by national (62%) and news about the weather (58%).
- Males were more likely than females to access international news (69 vs 58%) and national news (64% vs 60%).
- Metropolitan residents were more likely than those in regional areas to access international news (65% vs 62%).
- Regional residents were more likely than those in metropolitan areas to access national news (66% vs 60%), local or community news (56% vs 39%) and news about the weather (63% vs 56%).

Base: Australians aged 18 and over who accessed news in past 7 days. Note: Results for 'Don't know', 'Refused', 'Other' and 'Invalid' not shown.

Source: ACMA annual consumer survey, QN1a.

2.1. Changes in news access – Changes in news access

Base: Australian adults who accessed news, previous 7 days to June 2025

- Overall, 61% accessed 'about the same amount' of news and 17% accessed 'less' or 'a lot less' news compared to the same time last year.
- Females were more likely than males (22% vs 13%) to access 'less' or 'a lot less' than the previous year.

Base: Australians aged 18 and over who accessed news in past 7 days. Note: Values less than 0.5% are not shown in chart. Results for 'Don't know' and 'Refused' not shown.

Source: ACMA annual consumer survey, QN1c.

2.2. Changes in news access – Reasons for accessing news less

Base: Australian adults who accessed ‘less’ or ‘a lot less’ news than the same time last year, previous 7 days to June 2025

- The top reason for consuming less news compared to the same time in the previous year, was that the news content is ‘too distressing or negative’ (43%), feeling ‘overwhelmed or worn out by the news’ (38%), or being ‘less interested in the news’ (31%).
- Females were more likely than males to find the news ‘too distressing or negative’ (50% vs 34%), or to be ‘overwhelmed or worn out’ by the news (44% vs 28%).
- Males were more likely than females to have consumed less news because they ‘don’t trust the news’ (33% vs 21%).

Base: Australians aged 18 and over who accessed less/a lot less news than the same time in the previous year. *Note:* Values less than 0.5% are not shown in chart. Results for ‘Don’t know’ and ‘Refused’ not shown.

Source: ACMA annual consumer survey, QN1d.

2.3. Changes in news access – Reasons for not accessing news

Base: Australian adults who did not access news, previous 7 days to June 2025

- Only 8% of Australian adults did not access news in the previous 7 days to June 2025.
- The top reasons were that they’re ‘not interested in the news’ (37%), ‘find news content too distressing or negative’ (32%) or ‘don’t trust the news’ (24%).
- Females were more likely than males to not access news because the content is ‘too distressing or negative’ (39% vs 22%).
- Males were more likely than females to not access news because they ‘don’t trust the news’ (33% vs 19%).

Base: Australians aged 18 and over who did not access news in the past 7 days. *Note:* Results for ‘Don’t know’ and ‘Refused’ not shown.

Source: ACMA annual consumer survey, QN1b.

4.1. Platforms accessed – Platforms accessed

Base: Australian adults, previous 7 days to June 2025.

- Overall, we were more likely to access news via online platforms (social media/comms apps, news websites, search engines or news aggregators apps) (70%) than via TV platforms (free-to-air TV, free-to-air catch-up/streaming, subscription/pay TV) (56%), audio platforms (radio (AM/FM/DAB+), radio via the internet/app, podcast) (43%) or print newspapers (15%).
- Free-to-air (FTA) TV was the most popular platform for news (51%), followed by social media/communications websites/apps (social media/comms app) (43%).
- Since 2024, news access decreased via news websites/apps (39%, from 46% in 2024), news aggregators/apps (14%, from 16%), and radio AM/FM/DAB+ (37%, from 39%).
- More of us accessed news via FTA catch-up or streaming services than in 2024 (10% up from 8%).
- Those aged 75+ (87%) were more likely to access news via FTA TV or print newspaper (47%) than all younger age groups.
- Females were more likely than males to access news via social media (47% vs 40%).
- Males were more likely than females to access news via all other platforms except online newsletters and FTA catch-up.

- Metropolitan residents were more likely than those in regional areas to access news via social media (45%, vs 40%), news websites (41% vs 36%), and search engines (26% vs 22%).
- Regional residents were more likely than those in metropolitan areas to access news via FTA TV (56% vs 48%), radio AM/FM/DAB+ (41% vs 34%), and print newspaper (18% vs 14%).

Base: Australians aged 18 and over. Note: Results for 'Don't know', 'Other' and 'Refused' not shown. Missing bars indicate where options were not asked that year.

**In 2025 'Newsletter' was updated to 'Online newsletters (i.e. news that you receive via email after subscribing)'.*

Source: ACMA annual consumer survey, QN1.

4.2. Platforms accessed – Main platform

Base: Australian adults, previous 7 days to June 2025.

- Free-to-air (FTA) TV (27%) and social media (22%) were the main platforms used to access news 2025, with significantly more using social media as their main platform (22% up from 19% in 2024).
- Younger Australians, aged 18–24 (40%) and 25–34 (38%), were more likely than all older age groups to use social media as their main news platform.
- Those aged 75+ were most likely to report FTA TV (60%) as their main source of news – higher than all younger age groups.

Base: Australians aged 18 and over. Note: Results for 'Don't know', 'Other' and 'Refused' not shown. Missing bars indicate where options were not asked that year.

**In 2025 'Newsletter' was updated to 'Online newsletters (i.e. news that you receive via email after subscribing)'.*

Source: ACMA annual consumer survey, QN2.

4.3. Platforms accessed – Number of platforms

Base: Australian adults who accessed news, previous 7 days to June 2025.

- Those who accessed news did so via an average of 2.9 platforms in 2025 (consistent with 2024).

Base: Australians aged 18 and over who accessed news in past 7 days.

Source: ACMA annual consumer survey, QN1.

5. News outlets

Base: Australian adults who accessed news from a platform, previous 7 days to June 2025.

- ABC led across several platforms and was the most popular news outlet for online news websites or apps (54%), free-to-air (FTA) catch-up or streaming services (52%), and podcasts (37%). It was also one of the 3 most popular outlets for FTA TV (50%).
- Despite ABC holding the lead for FTA catch-up TV, access of ABC iview for news fell to 52% from 62% in 2024.
- The most accessed news outlet on FTA TV was the Seven Network (54%).
- The Australian (National) was the most popular newspaper (14%).

Free-to-air TV

- Younger Australians, aged 18–44 were more likely to watch news on Network 10 than those aged 45 and over (29% vs 22%), while those aged 45 and over were more likely to watch ABC (52% vs 46%) and SBS (31% vs 24%).
- Males were more likely than females to access ABC news outlets on FTA TV (54% vs 46%) and SBS news (31% vs 26%).
- Regional residents were more likely than those in metropolitan areas to have used Seven Network to access news (57% vs 52%), as well as WIN (14% vs 2%) and Sky News Regional (9% vs 3%).
- Metropolitan residents were more likely than those in regional areas to have used Nine Network (54% vs 46%), SBS (31% vs 25%), and Network 10 (26% vs 21%) to access news.

News website

- Younger Australians (aged 18–44) were more likely to use 'news.com.au' for news than older Australians (aged 45+) (45% vs 37%).
- Males were more likely than females to use ABC News (56% vs 51%), BBC News (17% vs 11%), Sky News Australia (10% vs 5%), Al Jazeera (8% vs 4%), and the Australian Financial Review (AFR) (8% vs 4%).
- Females were more likely than males to use The Guardian Australia (26% vs 25%), 9News (25% vs 20%), 7NEWS (17% vs 14%), and Daily Mail (14% vs 7%).

Base: Australians aged 18 and over who accessed news via the platform in the past 7 days. Note: values less than 2% are not shown in chart. Base excludes invalid responses. Sample size for subscription/pay TV for ages 18 to 44 are small (n<100 interviews), interpret results with caution.

**Reworded in 2025. See Methodology for full details.*

FTA=free-to-air. FTA catch-up=Free-to-air catch-up/streaming service.

Source: ACMA annual consumer survey, QN4.

6.1. Use of online intermediaries – Use of online intermediaries

Base: Australian adults who accessed news via the platform, previous 7 days to June 2025

- Facebook was the top social media platform for news (63%) followed by Instagram (33%) and YouTube (33%). More of us accessed YouTube, up from 25% in 2024.
- Google Search remains the most popular search engine for accessing news, used by 94%.
- Google News was the most accessed news aggregator (58%), followed by Apple News (30%).

Social Media

- Those aged 18–44 were more likely than those aged 45 and over to access news via Instagram (41% vs 18%), TikTok (21% vs 8%), Reddit (15% vs 3%), Snapchat (5% vs 1%), Discord 4% vs 1% and Weibo (1% vs 0%).
- Those aged 45 and over were more likely than those aged 18–44 to access news via Facebook (69% vs 60%), YouTube (41% vs 28%) and Rumble (1% vs 0%).
- Females were more likely than males to access news via Facebook (68% vs 58%), Instagram (37% vs 29) and TikTok (19 vs 13%).

- Males were more likely than Females to access news via YouTube (69% vs 60%), X (41% vs 28%), Reddit (15% vs 3%), LinkedIn (6% vs 4%), Telegram (4% vs 2%), and Discord (5% vs 1%).
- Those living in regional areas were more likely than those in metropolitan areas to have used Facebook to access news (73% vs 59%)
- Those living in metropolitan areas were more likely than those in regional areas to have accessed news via Instagram (36% vs 25%), TikTok (18% vs 12%), Reddit (13% vs 7%), WhatsApp (9% vs 5%), LinkedIn (6% vs 3%), Snapchat (5% vs 3%), Discord (4% vs 1%), WeChat (3% vs 1%), and Weibo (3% vs 1%)

Base: Australians aged 18 and over who accessed news via the platform in the past 7 days. Note: values less than 2% are not shown in chart. Base excludes invalid responses. Results for 'Don't know' and 'Refused' not shown.

References to 'social media' represent the survey code label, 'social media/communication website/app'.

Source: ACMA annual consumer survey, QN4.

6.2. Use of online intermediaries – Outlets

Base: Australian adults who accessed news via online search engine, online news aggregator or professionally produced news on social media, previous 7 days to June 2025

- ABC news was the top professional news outlet accessed via news aggregators (32%), search engines (27%), and social media (39%).
- Almost one-third (30%) did not know the original source of the news they saw via search engines – higher than that for any individual outlet.

Base: Australians aged 18 and over who accessed news via online news aggregator/app in the past 7 days. Note: values less than 2% are not shown in chart. Base excludes invalid responses. Results for 'Don't know' and 'Refused' not shown.

Base: Australians aged 18 and over who accessed news via online search engine in the past 7 days. Note: values less than 2% are not shown in chart. Results for 'Don't know' and 'Refused' not shown.

Base: Australians aged 18 and over who accessed news via social media/communication website/app that came from professionally produced news media in the past 7 days. Note: values less than 2% are not shown in chart. Base excludes invalid responses. Results for 'Don't know' and 'Refused' not shown.

References to 'social media' represent the survey code label, 'social media/communication website/app'

Source: ACMA annual consumer survey, QN8a.

7.1. Source of social media/comms app – Use of social media/comms apps

Base: Australian adults who accessed news via social media, previous 7 days to June 2025.

- Professionally produced news media was the most common source of news accessed via social media, although fewer did so than in 2024 (60%, down from 66%).
- Trusted professionals using personal accounts was the second most accessed source of news via social media (41%).
- More accessed news from unknown sources on social media than in 2024 (21%, up from 13%).
- Those aged 18–44 were more likely than those aged 45 and over to source news from professionally produced news media (63% vs 55%) and official or government sources (38% vs 32%).

Base: Australians aged 18 and over who accessed news via social media/communications website/app in the past 7 days. Note: Invalid responses excluded from base. Results for 'Don't know', 'Refused' and 'Invalid' not shown.

References to 'social media' represent the survey code label, 'social media/communication website/app'

Source: ACMA annual consumer survey, QN3.

7.2. Source of social media/comms app – Source for professionally produced

Base: Australian adults who accessed news via social media that came from professionally produced media, previous 7 days to June 2025.

- For those who accessed professionally produced news on social media, 55% saw news stories trending on their wall or feed posted by an account they don't follow, and 44% saw news in posts by traditional news organisations they actively followed.
- Australians aged 18–44 were more likely than those aged 45 and over to see news that is trending on their wall or feed posted by an account they don't follow (59%, compared to 47%).

Base: Australians aged 18 and over that accessed news via social media/communications website/app that came from professionally produced media in the past 7 days. Note: Base excludes invalid responses. Results for 'Don't know' and 'Refused' not shown.

References to 'social media' represent the survey code label, 'social media/communication website/app'

Source: ACMA annual consumer survey, QN3b.