

News media in Australia

Indicator 6 trust and impact¹

Key findings text and chart notes

1. Most relied on news outlets

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

- For free-to-air (FTA) TV, ABC (30%) and Seven Network (28%) were the 2 most relied on outlets. However fewer relied on ABC than in 2024 (30% down from 34%).
- ABC was also the most relied on news outlet for both FTA catch-up/streaming services (catch-up TV) (41%) and news websites/apps (news websites/app) (29%).
- This was followed by 9Now as the second most relied on outlet for FTA catch-up/streaming services (22%), and news.com.au for news websites/apps (20%).
- Compared to 2024, reliance on ABC for FTA catch-up TV declined (41%, down from 53%), while reliance on news.com.au for news websites/apps increased (20%, up from 16%).
- For Radio (AM/FM/DAB+), ABC News Radio (National) was the most relied on news outlet, although reliance decreased from 2024 (14%, down from 22%).
- ABC News Radio (National) was also the most relied on outlet for radio via the internet or app (24%).
- Facebook was the most relied on social media/communications website/app (social media) for news (42%). This was followed by YouTube, which was more heavily relied on than in 2024 (18%, up from 14%).
- Google News was the most relied on online news aggregator (news aggregator) (53%), followed by Apple News (25%).
- For print newspaper, The West Australian (11%) was the most relied on paper.
- ABC News Daily was the most relied on news podcast (26%).

¹ While Indicator 6 examines both trust and impact, the focus of this summary is limited to impact, using the proxy measures of 'reliance' and 'share of attention' as part the ACMA's annual consumer survey. Key findings for trust in news are reported using external data.

Demographic insights

Free-to-air TV

- Those aged 18–44 were more likely than those aged 45 and over to most rely on Network 10 (9% vs 4%). Whereas those 45 and over were more likely to rely on SBS (9% vs 6%), and Sky News Regional (2% vs 1%).
- Males were more likely than females to most rely on ABC (33% vs 27%). Conversely females were more likely to rely on the Seven Network (30% vs 26%).
- Regional residents were more likely than those in metropolitan areas to most rely on the Seven Network (31% vs 26%) and Sky News Regional (4% vs 1%). While those in metropolitan areas were more likely to rely on the Nine Network (29% vs 21%) and SBS (8% vs 5%).

News website

- Those aged 18–44 were more likely than those aged 45 and over to most rely on news.com.au (22% vs 18%). Whereas those aged 45 and over were more likely rely on Sky News Australia (4% vs 2%), and The Age (5% vs 1%).
- Males were more likely than females to most rely on Sky News Australia (4% vs 2%), and The Age (4% vs 2%). Meanwhile females were more likely to rely on 9News (9% vs 6%) and Daily Mail (3% vs 1%).
- Metropolitan residents were more likely than those in regional areas to most rely on The Guardian Australia (8% vs 5%). While those living in regional areas were more likely to rely on Sky News Australia (6% vs 2%).

Social media/communication website/app

- Those aged 18–44 were more likely than those aged 45 and over to most rely on Instagram (18% vs 5%), TikTok (9% vs 2%), and Reddit (8% vs 1%). While those aged 45 and over were more likely to rely on Facebook (50% vs 38%), and YouTube (26% vs 14%).
- Males were more likely than females to most rely on YouTube (26% vs 11%), Reddit (10% vs 2%), and X (7% vs 3%). Conversely, females were more likely to rely on Facebook (48% vs 35%), Instagram (17% vs 10%) and TikTok (9% vs 4%).
- Regional residents were more likely than those in metropolitan areas to most rely on Facebook (56% vs 36%). Whereas those in metropolitan areas were more likely to rely on Instagram (15% vs 9%), and Reddit (7% vs 3%).

Radio (AM/FM/DAB+)

- Australians aged 45 and older (13%) and those living in regional areas (14%) were more likely to rely on ABC Local Radio (National) than those aged 18–44 (3%) and living in metropolitan areas (8%).

Base: Australians aged 18 and over who accessed news in past 7 days via the platform. 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.*

Results for 'Don't know', 'Other' and 'Refused' not shown.

Source: ACMA annual consumer survey, QN6.

2. Reason for reliance

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

- Easy to access was listed as a top 3 reason for reliance on outlets across all platforms, except print newspapers.
- Habit or routine was listed as a top 3 reason for reliance on outlets on free-to-air TV, radio (AM/FM/DAB+) and via the internet, social media, news aggregator/app, search engine and print newspaper.
- Free access was listed as a top 3 reasons for reliance on news outlets for all platforms aside from subscription/pay TV, podcasts and print newspapers.

Base: Accessed news in past 7 days via the platform and specified the source most relied on. Note: Excludes those who said 'Don't know' or 'Refused' at N6 and invalid responses. Results for 'Don't know', 'Other' and 'Refused' not shown.

Source: ACMA annual consumer survey, QN6a.

3. Share of attention

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

- The news outlets with the greatest share of attention were Seven Network on FTA TV (9%) and Facebook on social media (9%), followed by Nine Network on FTA TV (8%).
- When online intermediary outlets (for example, Facebook) are removed from the calculation, following Seven Network (9%) and Nine Network (8%), ABC on FTA TV (7%) had the third greatest share of attention.
- On a platform level, FTA TV had the greatest share of attention (30%), followed by social media (24%, up from 21%) and news websites (15%, down from 19%).
- When excluding online intermediaries, news websites had the second greatest share of attention, followed by radio (AM/FM/DAB+) (10%).

Base: Australians aged over 18 who accessed news in the past 7 days. Note: values less than 0.5% are not shown in charts. Results for 'Don't know', 'Refused', and 'N/A' excluded from the calculation of averages (N4a, N4c), data for the share of attention calculation is extracted from the total survey sample.

Intermediaries include social media/communications website/apps, news aggregator/apps and search engines.

Brand data is not available for 2025 due to environmental changes impacting the variable set.

Please see the glossary for a definition of 'share of attention'

Source: ACMA annual consumer survey, QN4a, QN4c.