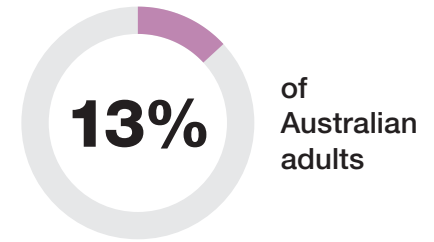


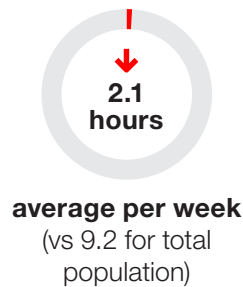
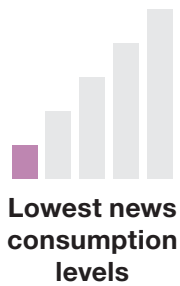


Segment 1: sceptical passives

The disengaged, distrusting, news cynics



Consumption



Demographics

Younger to middle-aged
18–24 (23%) | 25–44 (52%)



Female
59%



Have children
in household
46%



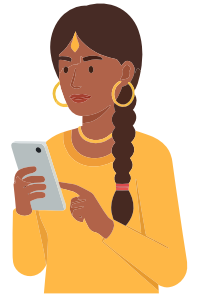
Employed*
72%



Habits

Encounter news incidentally
on social media

Consume news in short,
occasional bursts, often while
scrolling during downtime.

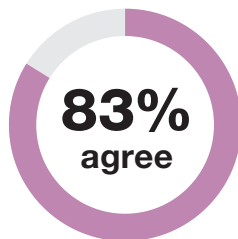


Attitudes towards news

No need to stay constantly informed

Minimal interest and low trust in news.

Important stories will find them.



*'I don't need to
seek out news.
If something
important
happens, I'll
hear about it.'*

Platforms

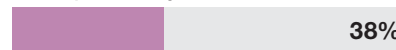
Low platform use, digital-first focus
(online total 51%)**

↓ 0.9 platforms accessed per week
(vs 2.7 total population)

Social media websites/apps



Did not access any news
in the past 7 days



Barriers and motivators

38% did not access news in the past 7 days



- Lack of interest (40%)
- Content too distressing (38%)
- Don't trust the news (29%)



- Engage with news that feels personally relevant or useful
- Direct impact on everyday life, particularly at a local or community level

Note: All data in the infographic is significantly higher or lower compared to all other Australian adults at the 95% confidence level, except for the 'top' used platforms, attitude and barriers.

* Total employed includes 'employed', 'employed casually', and 'self-employed'.

** Total online includes 'online news website or app', 'social media or communication website or app', 'online search engine', 'online newsletters', and 'online news aggregator or app'.