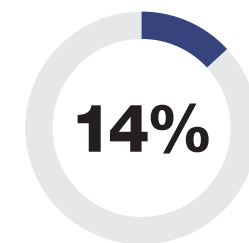




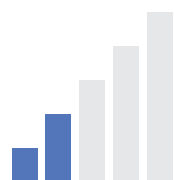
# Segment 2: online browsers

Selective, scanning, digital news consumers



of Australian adults

## Consumption



Low news consumption levels



average per week  
(vs 9.2 for total population)

## Demographics

Younger to middle-aged

18–24 (18%) | 25–44 (50%)

Female 57%

Have children in household 40%

Employed\* 73%



## Habits

Quick headlines

Check news on phones via apps or social feeds, usually by scanning headlines during spare moments.

*Let news 'find me', instead of me seeking it out.*

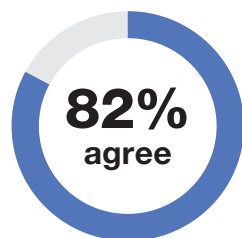


## Attitudes towards news

News is useful, but not central

Most people stay informed without deep engagement.

They value accessibility, relying on news to offer context for conversations or decisions.



*'It's so easy to access news these days.'*

## Platforms

Heavy reliance on online platforms

(online total 99%)\*\*

↑ 3.3 platforms accessed per week (vs 2.7 total population)

Heaviest use of social media



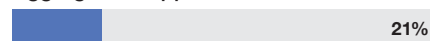
News websites/apps



Search engines



Aggregators/apps



## Barriers and motivators

All had accessed news in the past week



- Paywalls
- Limited time
- Negativity in news
- Sensationalism in news



- Quick, convenient updates
- Keeping informed without effort (particularly during downtime or gaps in the day)

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