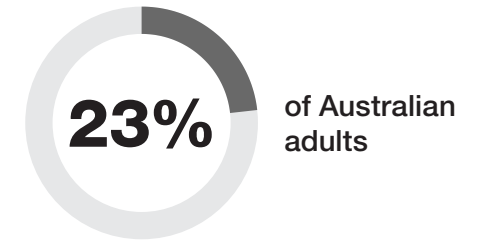


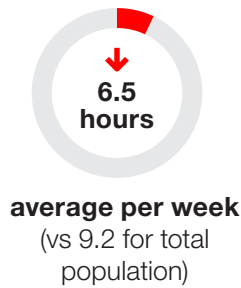
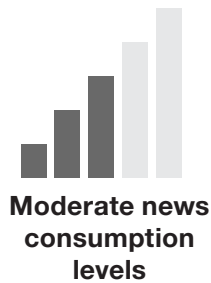


Segment 3: news neutral

Ambivalent, disengaged, news pragmatists



Consumption



Demographics

Younger to middle-aged

18–24 (14%) | 25–44 (44%)



Female
54%



Have children
in household
40%



Employed*
70%



Habits

Passive, intermittent access

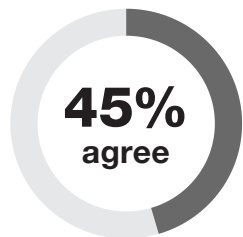
- Skim headlines and alerts; reads full articles
- Consume in short, unscheduled moments
- Encounter news incidentally via social media
- Avoid negative or graphic content



Attitudes towards news

Less engaged and ambivalent

Preference for concise, convenient updates rather than detailed analysis.

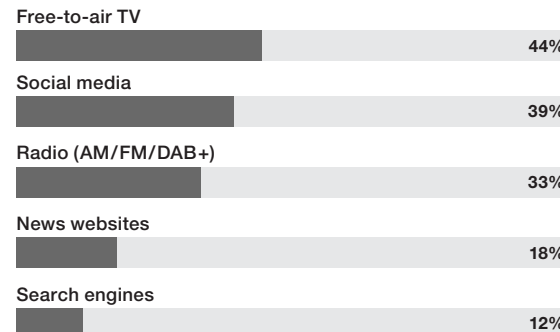


'I don't need to seek out news. If something important happens, I'll hear about it.'

Platforms

Mainstream TV and digital-first, from trusted brands

↓ **1.8 platforms** accessed per week
(vs 2.7 total population)



Barriers and motivators

11% did not access news in the past 7 days



- Lack of interest (31%)
- Lack of time in past week (16%)
- Topic overload or negativity (25%)



- Need-to-know updates (major events, local impacts), helping decision-making at home and work

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'.