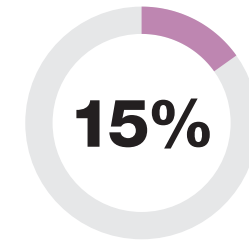




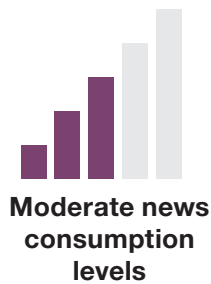
Segment 4: digital devotees

Savvy, digital-first news consumers



of Australian adults

Consumption



average per week
(vs 9.2 for total population)

Demographics

Middle-aged
25–44 (51%)

Male
56%

Have children in household
38%

Employed*
69%



Habits

Digitally savvy, always-on news consumer

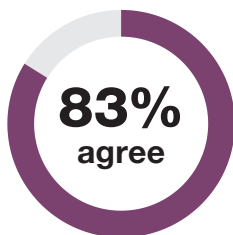
- Global first, local always
- Checks news all day
- Digital, multi-source, cross-checked
- Headline-led, journalist-driven, multi-device



Attitudes towards news

News is central, constant and social

News is an essential, always-accessible part of daily life, and something to share with others.



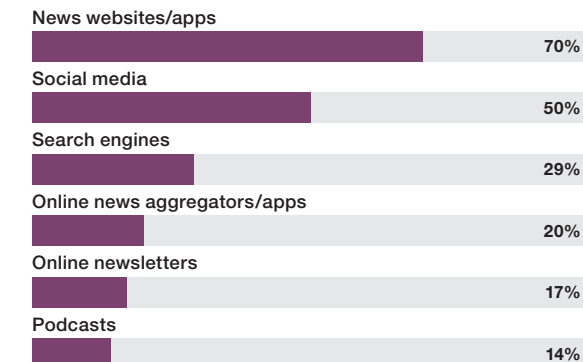
'It is important to stay up to date with what is happening.'

'I have the resources I need to access the news I want when I want.'

Platforms

Digital-led, online consumption
(online total 95%)**

↓ 2.4 platforms accessed per week (vs 2.7 total population)



Barriers and motivators

3% did not access news in the past 7 days



- Lack of time
- Disinterest
- Volume of news
- Distrust



- Stay across important local, national and global issues
- To understand political shifts, regulations, and events that may impact their work or daily life

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'.