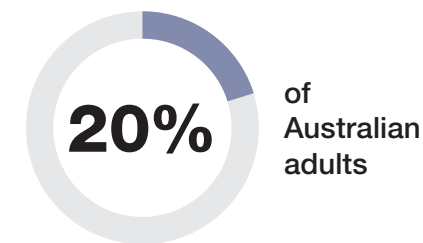


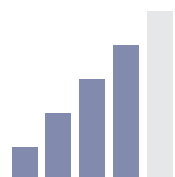


Segment 5: trusting traditionalists

Traditional-format, mainstream news loyalists



Consumption



High news consumption levels



average per week
(vs 9.2 for total population)

Demographics

Middle-aged and older

45–64 (35%) | 65+ (56%)

Male
58%

No children in household
87%

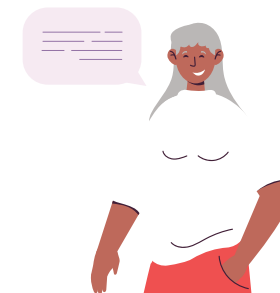
Retired
55%



Habits

Routine-driven, brand-loyal

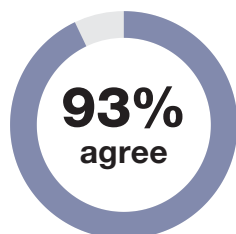
- Watch free-to-air TV news as a daily routine
- Rely on TV and radio; use online news sparingly for details
- Loyal to familiar, trusted news brands
- Share and explain news within the family



Attitudes towards news

News is an important part of everyday life

News is a daily habit and the main way to stay informed, socially connected, and mentally active.



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

Platforms

Mainstream TV and radio: easy, everyday news consumption (TV total 96%)*

↓ 2.6 platforms accessed per week (vs 2.7 total population)

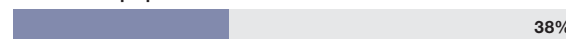
Free-to-air TV



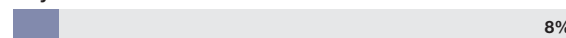
Radio (AM/FM/DAB+)



Print newspaper



Pay TV



Barriers and motivators

All had accessed at least some news in the past 7 days



- Time constraints
- Fitting news into daily routines



- Value news as a reliable, routine way to stay informed about local, national and global events, helping feel connected and up-to-date

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 TV includes 'free-to-air TV', 'free-to-air catch-up or streaming service', and 'subscription or Pay TV service'.