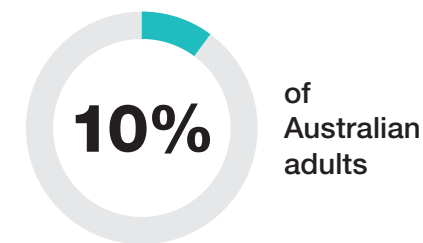


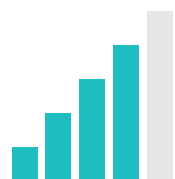


Segment 6: diversity seekers

Diverse news consumers, seeking depth and balance



Consumption



average per week
(vs 9.2 for total population)

Demographics

Middle-aged and older
45–64 (38%) | 65+ (30%)

- Male 58%
- No children in household 72%
- Retired 30%



Habits

Deep-diving, multi-source news seekers

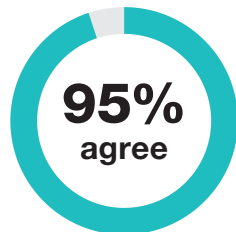
- Actively switch across apps, sites, TV, radio and print depending on context
- Cross-check stories to form a balanced view
- Go beyond headlines for depth and nuance



Attitudes towards news

Critically engaged, actively informed

News is a daily essential and a civic responsibility, delivering value, quality and diversity while shaping informed views.

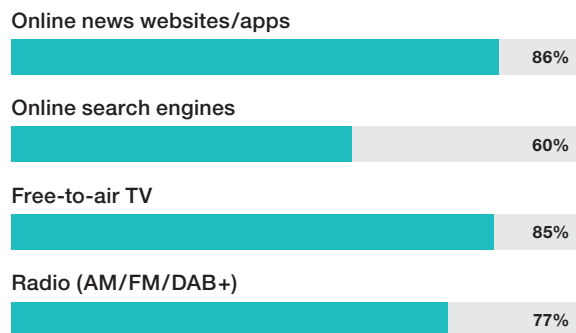


'It's important to stay up to date with what's happening in the news.'

Platforms

High-access, high-variety news consumption

↑ 5.6 platforms accessed per week
(vs 2.7 total population)



Barriers and motivators

All had accessed news in the past 7 days



- Sensationalism
- Trustworthiness
- Political lenses of stories
- Hidden agendas



- Seek a well-rounded understanding by comparing diverse sources to form a balanced, informed view of events