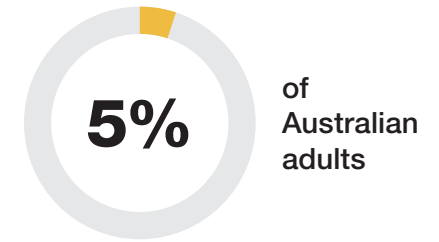


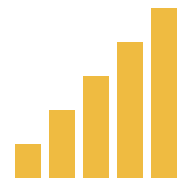


Segment 7: news advocates

Heaviest consumption news devotees



Consumption



Highest news consumption levels



average per week
(vs 9.2 for total population)

Demographics

Older ages

65+ (36%)

Male 65%

No children in household 74%

Retired 33%



Habits

News is a central, daily ritual

- Consume news many times a day across multiple formats, often starting first thing in the morning
- Rely on established, professional outlets, using news as a core part of daily conversation and decision-making



Attitudes towards news

Passionate, highly engaged news enthusiast

Heaviest news consumers, driven by a strong desire to stay informed, with news as a key personal interest.

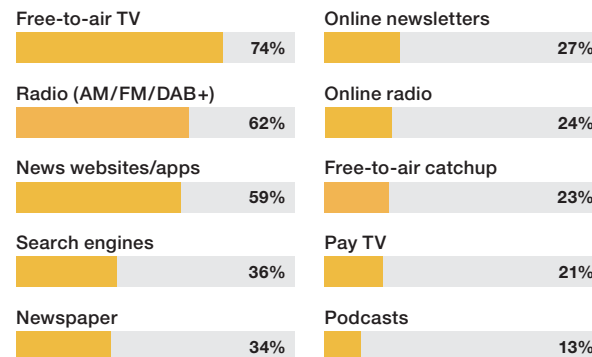


'It's important to stay up to date with what's happening in the news.'

Platforms

High-variety news consumption

↑ 4.4 platforms accessed per week
(vs 2.7 total population)



Barriers and motivators

All had accessed news in the past 7 days



- Paywalls
- Declines in local news availability and local reporting
- Ability to discern fact from opinion in news



- Feeling fully informed and connected
- 'News is a core part of my identity' mindset
- Staying intellectually engaged and confidently across what's happening locally, nationally and globally