

23 May 2022

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Total News readership continues to grow

Total News readership is up 0.9 per cent for the 12 months to March 2022 as news continues to reach 97 per cent of Australians over the age of 14.

The latest release of Total News readership shows news consumption continues to grow with 20.5 million Australians consuming news in a four-week period, an increase of 0.9 per cent compared to the same period last year.

The readership figures, produced by Roy Morgan for ThinkNewsBrands, refer to the 12 months to March 2022 and show that Total News reaches 97 per cent of the population aged 14+. Total News represents all news brands (print and digital) and news websites as one media channel.

While digital is the growth engine for news and the preferred medium for most readers (19.5 million) almost two in three readers (13.0 million) engage with printed newspaper formats.

TOTAL NEWS READERSHIP

	Last 12 months (4 weekly average)	Change vs. same period last year
Total News - Digital and print	20.5 million	+0.9%
News - Digital	19.4 million	+2.4%
News - Print	13.0 million	-7.0%

READERSHIP DEMOGRAPHICS

Age group	Last 12 months (4 weekly average)	% total population
Total all ages	20.5 million	97%
14-24	3.1 million	91%
25-34	3.6 million	96%
35-49	5.1 million	98%
50-64	4.5 million	98%
65+	4.2 million	97%

ThinkNewsBrands General Manager Vanessa Lyons said: “With major national and international news events dominating the headlines in the first three months of this year, including the war in Ukraine, the devastating floods and the upcoming Federal Election, it’s little surprise news readership is up for this period in line with the previous one. News continues to solidify the important role it plays in the lives of Australians.”

TOP 10 MOST READ NEWS BRANDS

Top 10 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
The Sydney Morning Herald	8.4 million	-1.8%
The Age	6.1 million	1.6%
The Australian	5.1 million	-0.6%
The Herald Sun	4.7 million	2.5%
WAN (West Australian/Sunday Times)	4.6 million	19.4%
The Daily Telegraph	4.6 million	-5.3%
The Australian Financial Review	3.5 million	6.7%
The Courier-Mail	3.2 million	11.0%
The Adelaide Advertiser	1.7 million	-2.9%
The Saturday Paper	1 million	12.9%

Source: Roy Morgan Research, All People 14+. All audience data is based on the last 4 weeks averaged over the 12 months to March 2021.

Total News is defined as Australians aged 14+ reading news in print and/or news in digital. Digital news includes Australian publishers' news websites/apps, Apple news and non-Australian owned news. It also includes ABC news and Google news.

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About ThinkNewsBrands

Founded by Australian media owners who, collectively, have more than 100 years' experience in producing news, ThinkNewsBrands shines a light on how and why professionally-produced premium news content is the best partner for advertisers looking to grow their brands and businesses.

Find out more: thinknewsbrands.com.au