



WOMEN AND NEWS

Trust, attention and values



Trust, attention and values

Welcome to the *2022 Women and News Report* by Squiz Media. Getting and keeping the attention of audiences is increasingly competitive. We have media coming at us from every angle, at all hours of the day. On top of this, there is pessimism about the world following a period that has seen a global pandemic, war, issues with big tech, and concerns about the state of the environment.

Sentiment tells us this has led to news avoidance and that audiences are seeking out more positive ways to stay informed. To explore this, we have surveyed over 2,600 Aussie women on their media consumption to understand how they're feeling about the news and the world. This report lifts the lid on what they trust, what they value and where their attention lies.

Key findings

1

Women are taking steps to tune out of news as it make them anxious

2

Optimism is low, shaped by concerns about the current state of the world

3

They're worried about the big issues - and are motivated to understand what brands are doing to help

Survey Snapshot

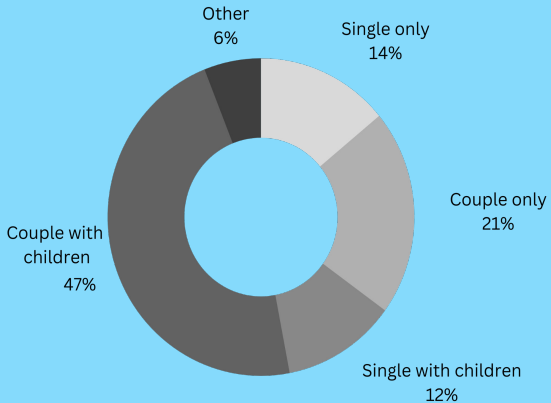
Respondents

2,681

Median Annual Income

\$100-150k

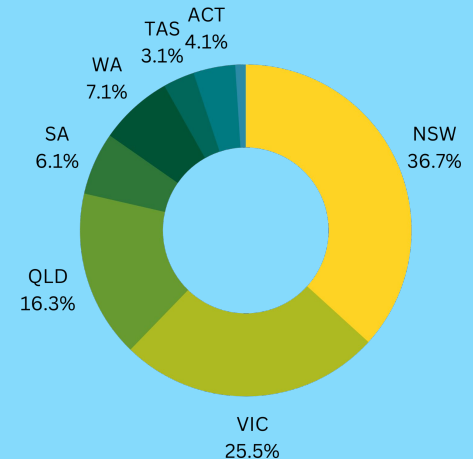
Household



Age

18-65yo

Location



Trust

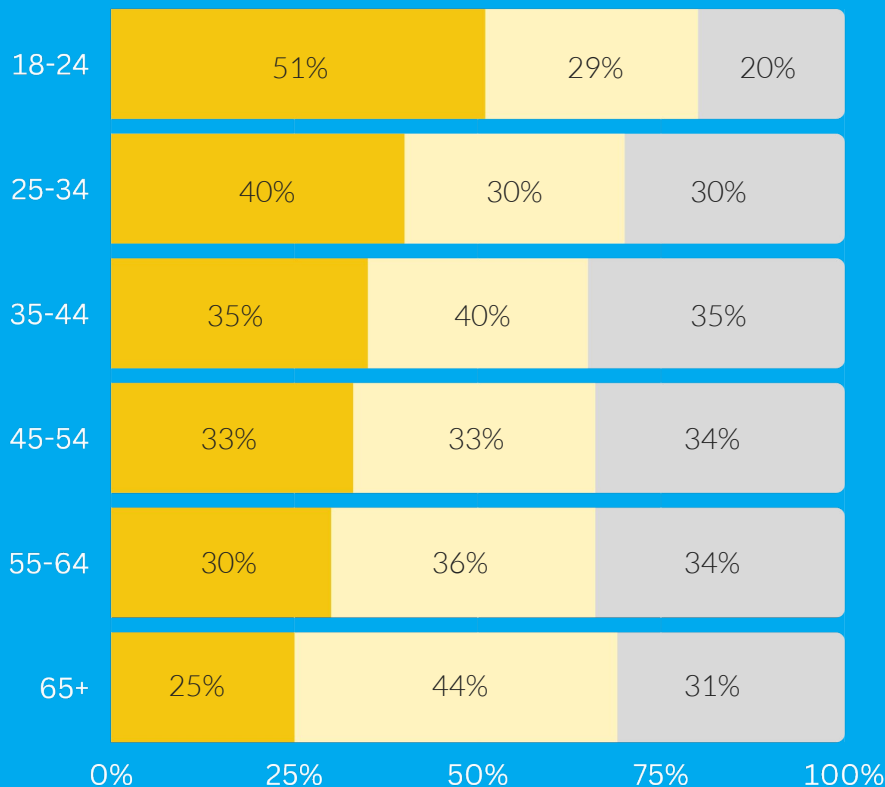
“There’s so much garbage in the media, but I have my key sources of information that I trust and seek information from regularly.”

Respondent 2,590

GENERALLY SPEAKING, DO YOU TRUST THE MEDIA?



Yes No Depends



Trust in media diminishes with age

According to the 2022 *Edelman's Trust Barometer*, media was the only institution in Australia distrusted by a majority of the population. This is reflective of our findings with 34% saying they don't trust the media.

Trust decreases with age with respondents over 65yo the most sceptical about media. However, the audience is discerning and thoughtful on the topic of media and trust with many commenting that it depends on the source.

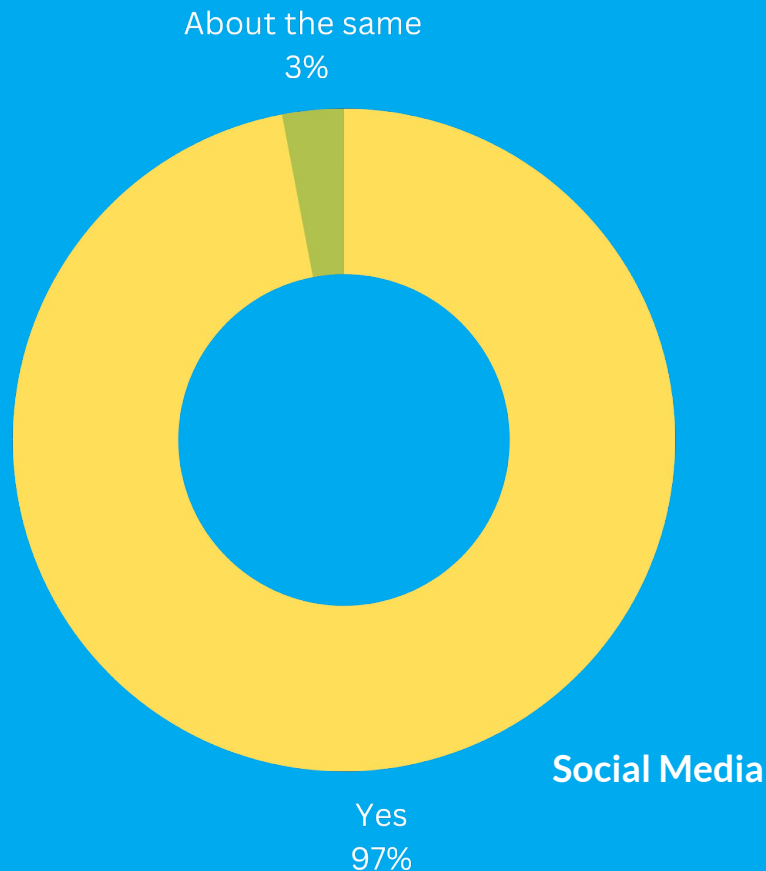
WHEN IT COMES TO NEWSLETTERS/PODCASTS, DO YOU FIND THEM MORE TRUSTWORTHY THAN...



Social media **struggles** for trust across all ages and demographics

Social media isn't a place for reliable and trustworthy news. When asked if podcast/newsletter news sources are more trustworthy than social media, 97% said yes.

They also considered podcasts and newsletters more trustworthy than friends and family (52%) and mainstream news sources (50%).



THINKING ABOUT NEWS, WHICH OF THE FOLLOWING ARE TRUE FOR YOU?



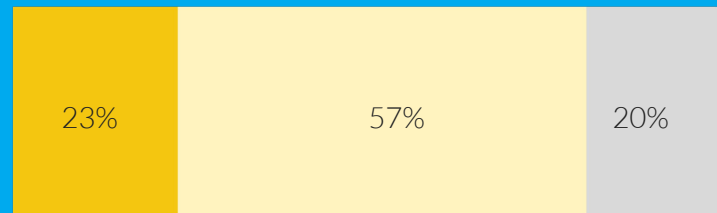
Women say the news makes them feel anxious

Young women aged 18-24yo are most likely to say the news can make them anxious (88%).

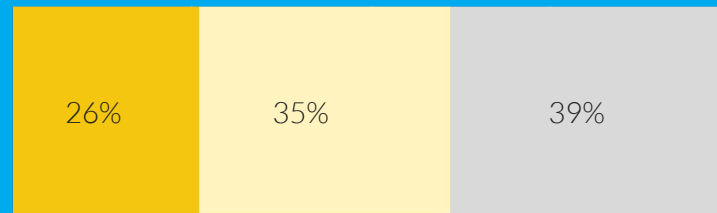
In addition, 60% of total respondents said they have actively taken steps to tune out of news eg turn off social media.

Yes Somewhat No

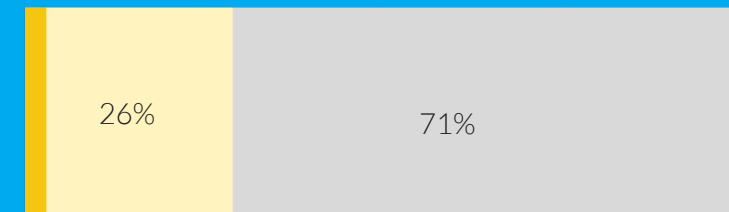
The news can make me feel anxious



I have taken steps to tune out of the news.



I try to avoid talking about the news with friends, family, colleagues



0% 25% 50% 75% 100%

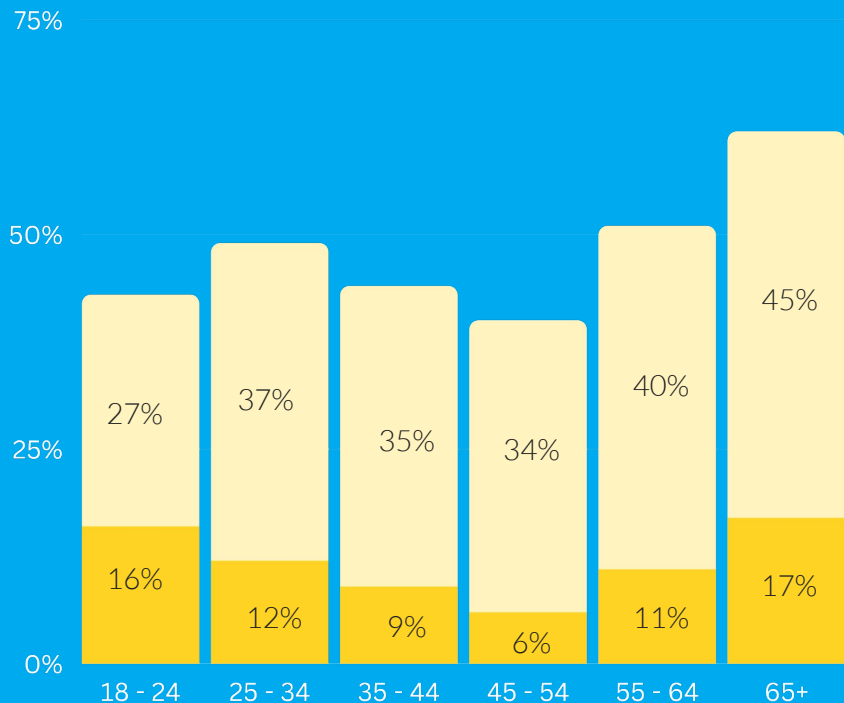
THINKING ABOUT NEWS, WHICH OF THE FOLLOWING ARE TRUE FOR YOU?



I struggle to determine fact from opinion

Yes

Somewhat



Distinguishing fact from opinion is hard

News and opinion often sit together when it comes to news discovery and consumption.

Half of all respondents said they find it somewhat difficult to determine what is fact and what is opinion.

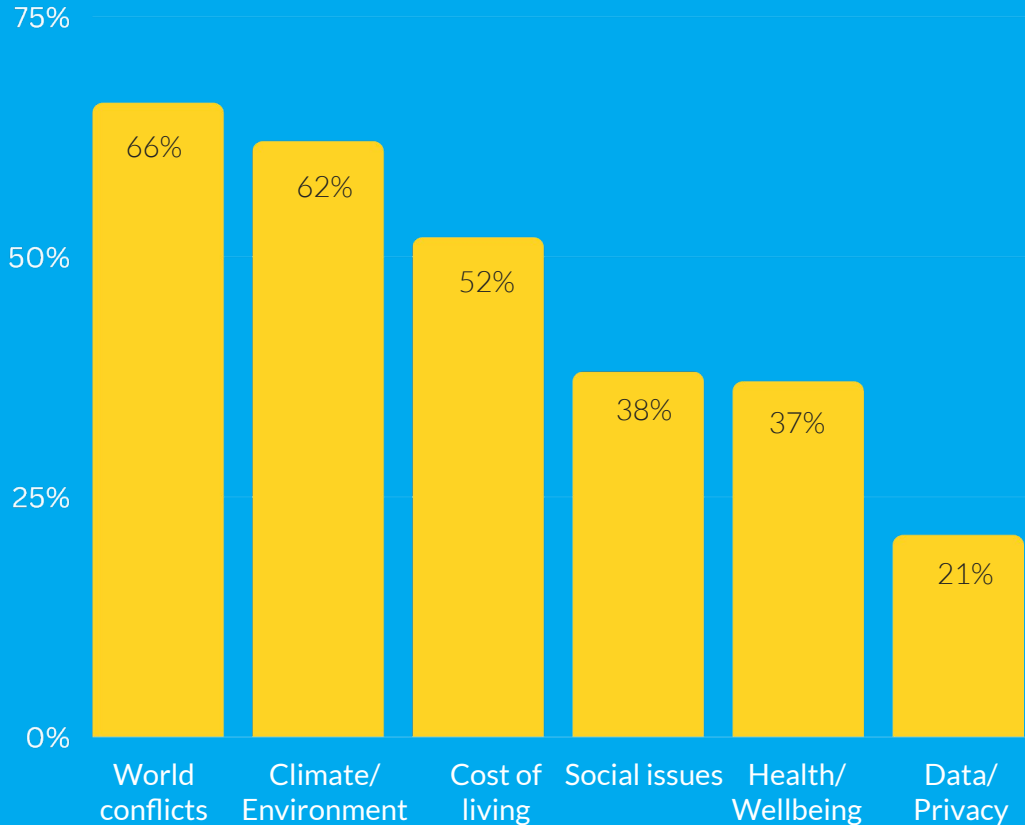
Those who were more likely to answer 'yes' bookended the age brackets surveyed.

Attention

“If a topic comes up in conversation I feel a bit knowledgeable and have some idea of what is going on. I can’t watch 6pm news. I saw my Dad become very anxious about the state of the world by watching these outlets. It worries me.”

Respondent 1,433

WHICH OF THE FOLLOWING BIG ISSUES ARE KEEPING YOU UP AT NIGHT?



World affairs, the climate, and cost of living are keeping women up at night

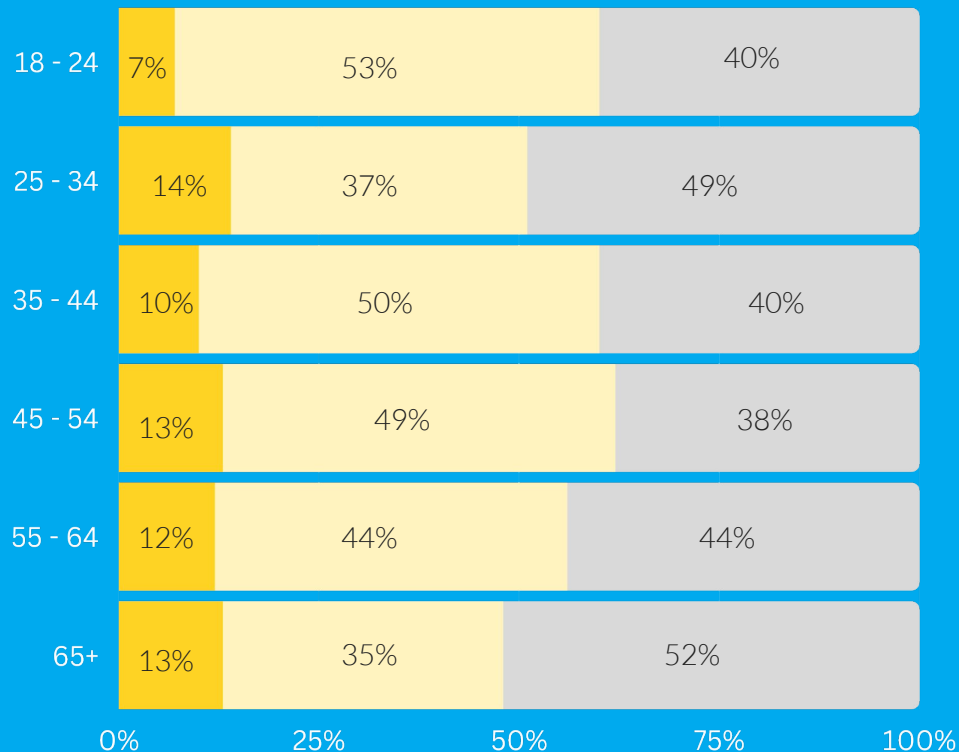
When you look at respondents by income, women who earn less than \$100k pa are the most likely to worry about cost of living.

However, those same women rank climate and the environment as equally concerning.

HOW DO YOU FEEL ABOUT THE CURRENT STATE OF THE WORLD?



Optimistic Neutral Pessimistic



Optimism about the state of the world is low

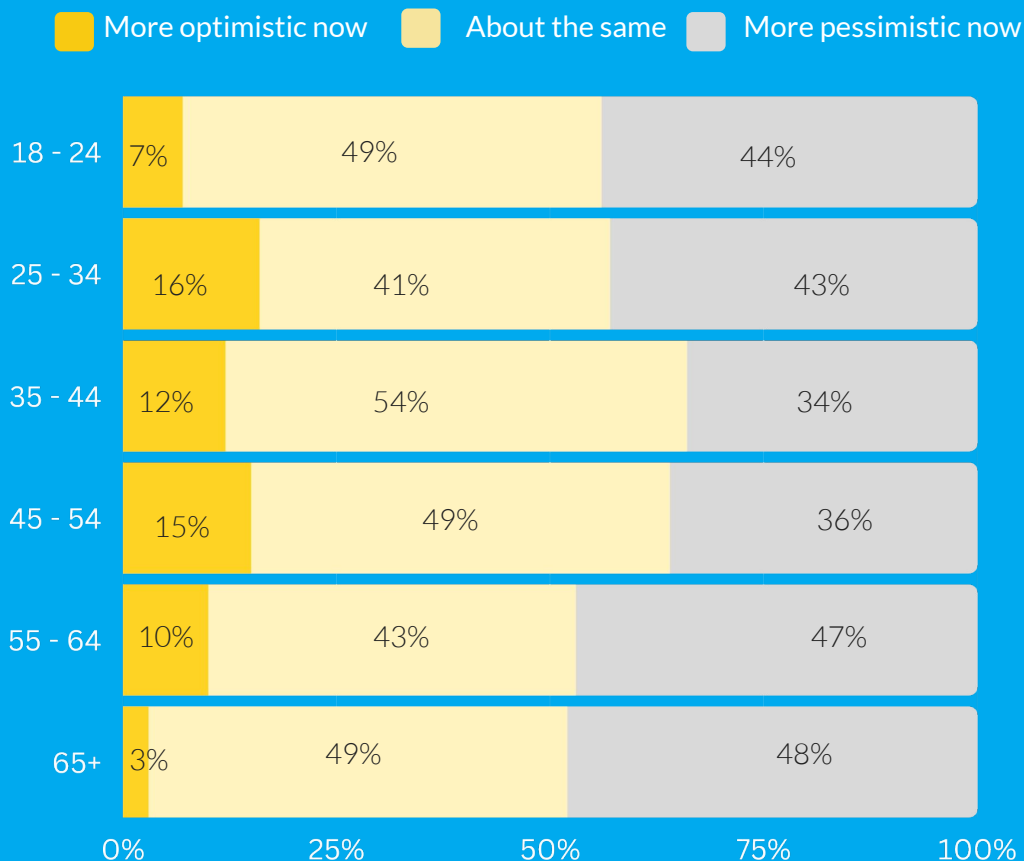
Just 12% of all respondents said they felt optimistic about the world. When you focus on Gen Z women, they are the least optimistic at just 7%.

Of total respondents, nearly 45% reported feeling pessimistic.

And it's been going down over time

When we asked if this has changed in the past 12 months, 42% of respondents said they feel more pessimistic than the same time last year.

Only 11% are feeling more optimistic despite factors such as a change of government and emerging from a global pandemic.



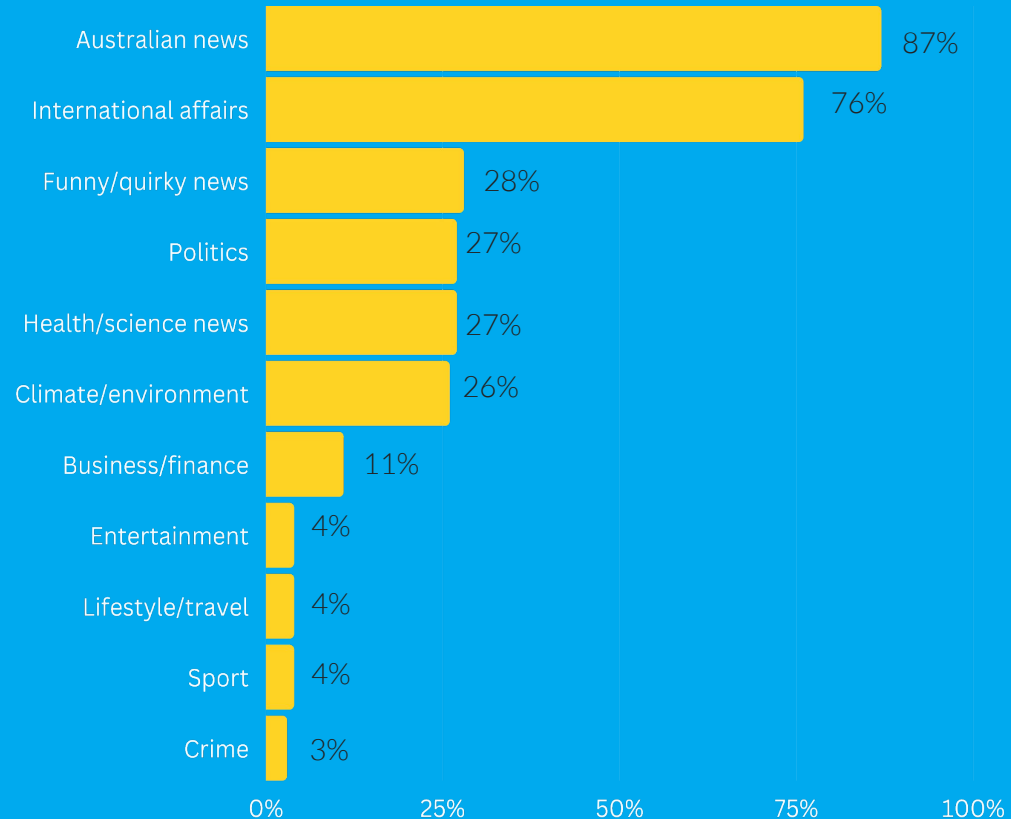
THINKING ABOUT YOUR NEWS CONSUMPTION, WHICH TOPICS ARE MOST IMPORTANT TO YOU?



Positive news rivals politics, environment and business news

Respondents were asked to choose their top 3 topics - overwhelmingly they considered Australian news and international affairs as the most important.

Perhaps reflecting the negativity about news and the world, funny/quirky news is considered just as important as political, climate and business news in their regular news diet.

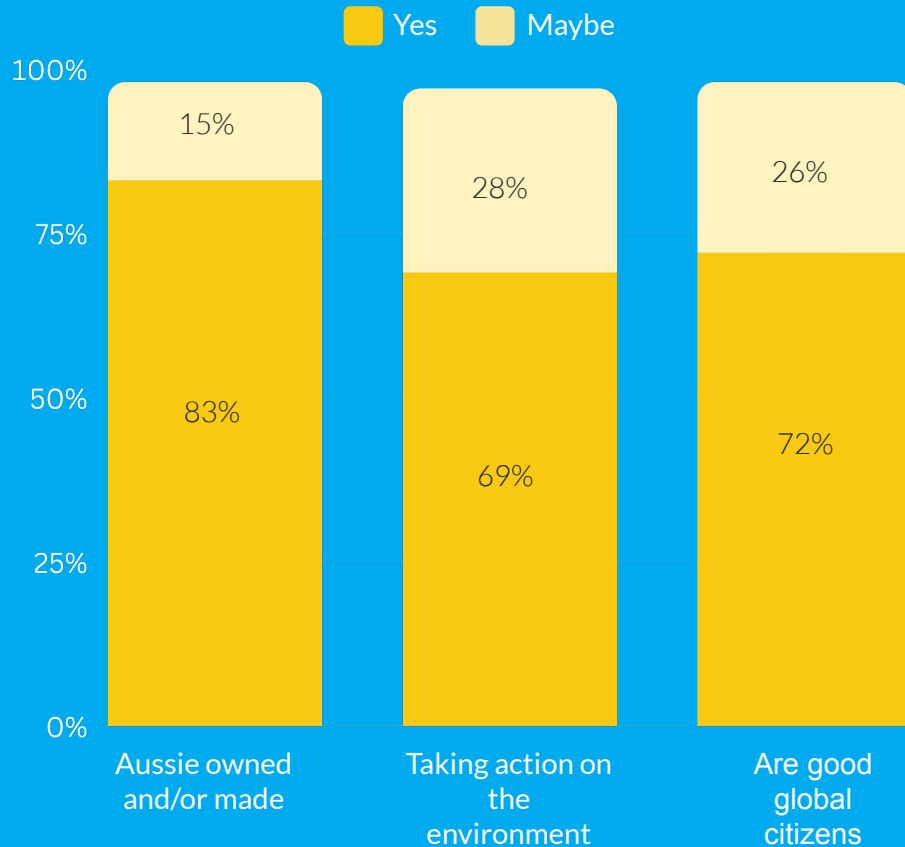


Values

“I consider it a form of learning. It opens my eyes to the world, helps me explain life to my children. It helps in forming a viewpoint, opens my eyes to other views, prompts me to look into and learn more about topics and current events.”

Respondent 1,669

ARE YOU MORE INCLINED TO PURCHASE FROM A BRAND THAT...



Aussie owned is where they're putting their money

...closely followed by brands that take action on the environment and are good global citizens.

<35yos are also highly inclined to support brands that promote diversity and inclusion (78%) or social causes they care about (77%).

And those in older age groups (55yo+) are less inclined to support a brand based on ESG values.

IN THE NEXT 12 MONTHS, HOW LIKELY ARE YOU TOO...



90%

90% of total respondents said they would look to take steps to be more

environmentally sustainable.

93% of respondents said they were more inclined to purchase from an environmentally sustainable brand.

25-34 yos were the most inclined (80%), with those over 65 yo the least likely (60%).

IN THE NEXT 12 MONTHS, HOW LIKELY ARE YOU TO...

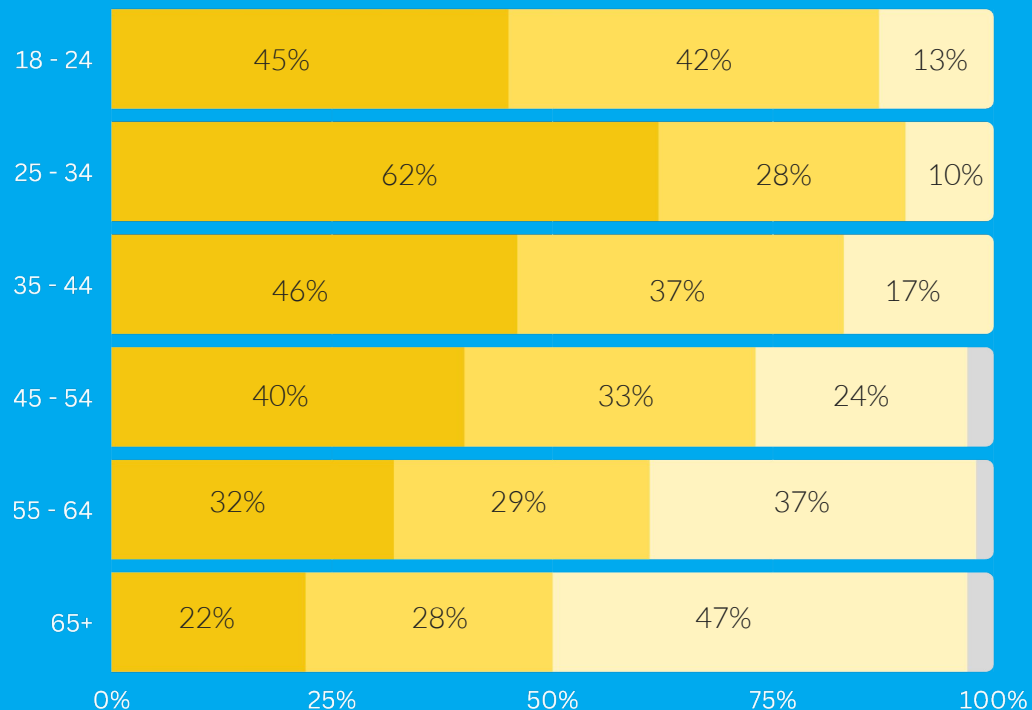


Look at how you manage your finances (e.g. change banks/ invest in shares/ get private health)

Likely Possibly Not likely Unsure

Millennial women are thinking about their money

90% of women aged 25-34yo indicated they will/are likely to take steps to look at how they manage their finances.



IN THE NEXT 12 MONTHS, HOW LIKELY ARE YOU TO...

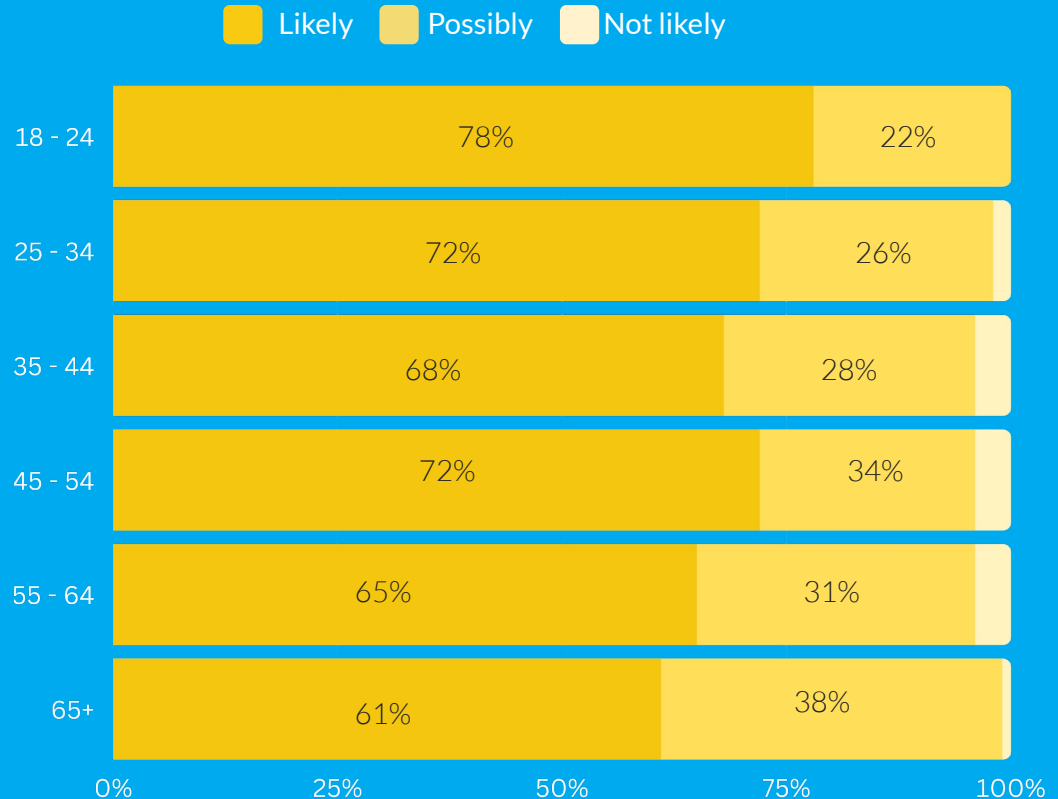


Young women are thinking about **their** **health** - and so is Gen X

78% of Gen Z and 72% of millennials are likely to make steps to improve their health in the next 12 months.

And health issues are on the minds of Gen Xers as they hit their late 40s/early 50s.

Take steps to improve your health



**We've only
scratched
the surface.**

Our audience want to talk to us and tell us what they think about the world.

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