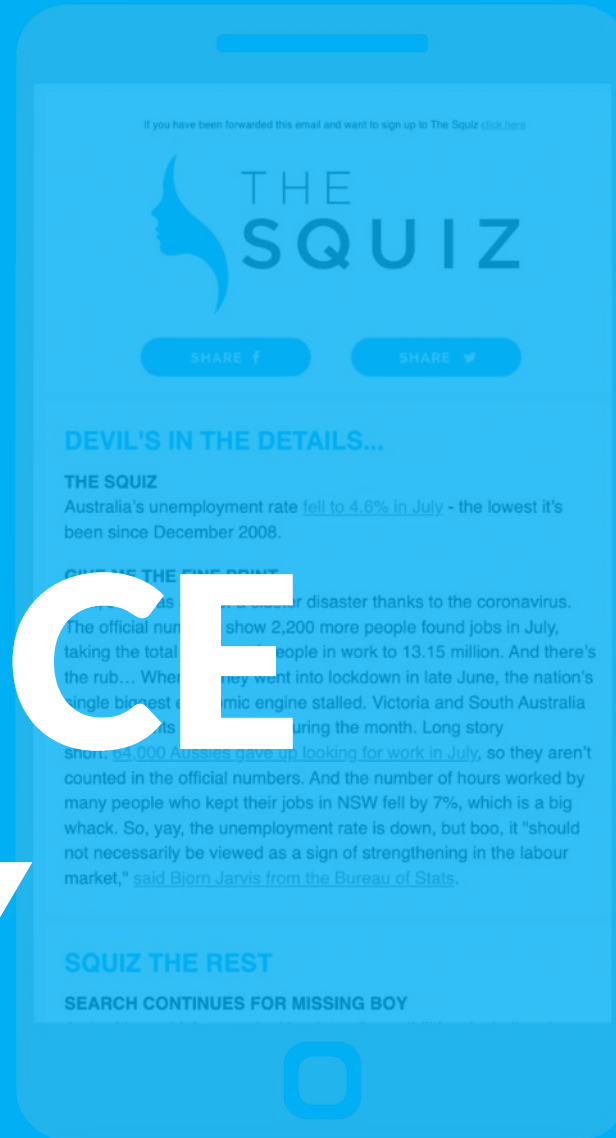


THE  
SQUIZ

2023

# AUDIENCE SURVEY



# Key takeaways

## Super engaged

### **4,328 survey responses**

In just 5 days we received over 4,000 survey responses. And it went deep, some 30-odd questions about The Squiz, our partnerships and about them.

## Trust is high

### **We're a trusted source of news**

Squizers tell us this is why we are part of their daily routine. We provide news and info without the doom and gloom.

## Advertising works

### **Brand lift is real**

Squizers, think more highly of brands that team up with us. And get this - a whopping 90% of Squizers can recall our brand partners.

**We remain  
Australia's go-to  
news podcast and  
newsletter for  
busy, educated,  
influential women.**

**\$150k**

Media income p.a.

**25 -75**

years old

**47%**

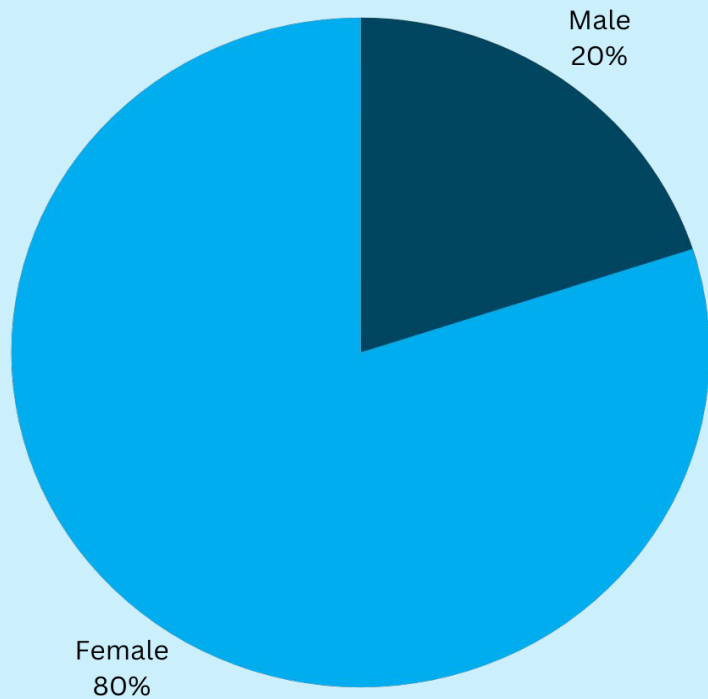
have a postgraduate  
qualification

**32%**

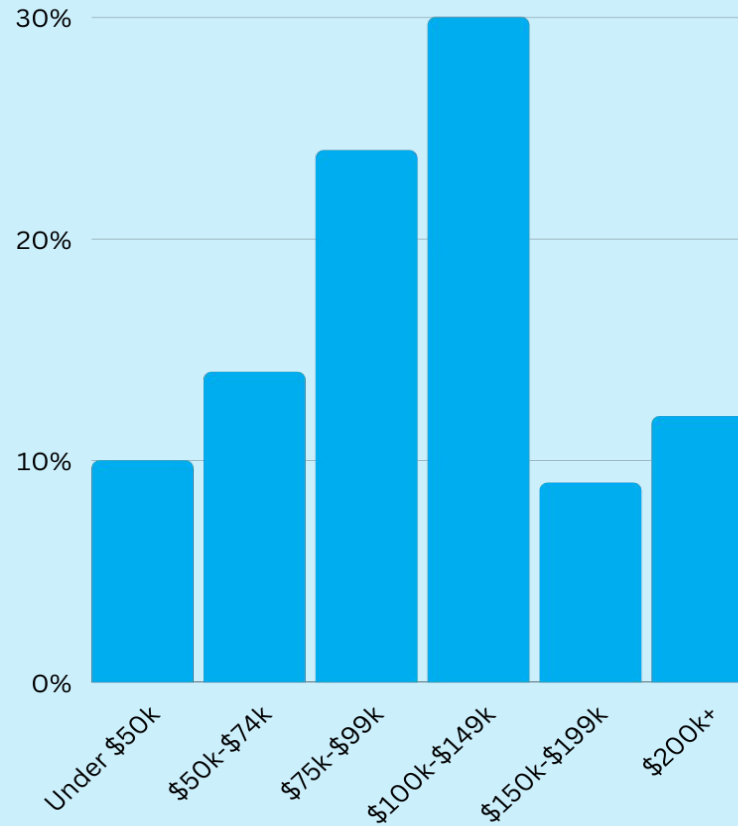
are a C-suite or business  
owner



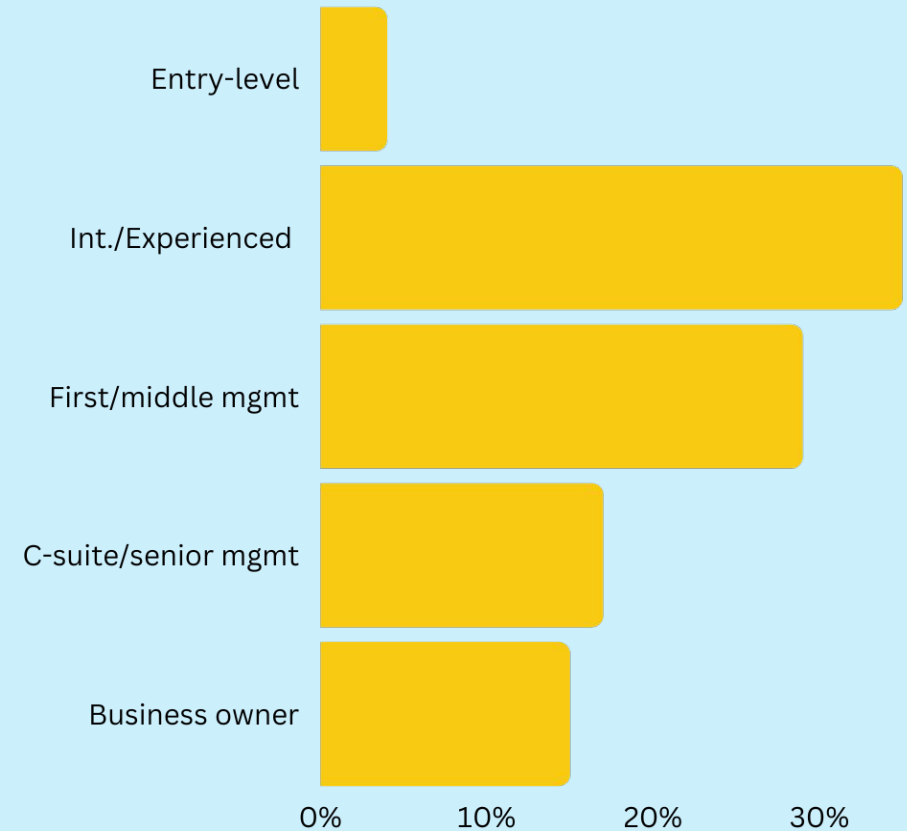
# Survey snapshot



**Female**



**High income**



**Influential**

# Their priorities

Squizers are values-driven. When asked “over the next 12 months, what are your biggest priorities/concerns?” Outside of, to have a holiday and look after their health, Squizers wanted to “make a positive social impact on the world and their community” and “be environmentally conscious”.

56%

Of our audience said being more environmentally conscious

47%

Of our audience said having a positive social impact on the world and their communities

# Trust

Trust in our leaders, in our institutions and in our media is at an all-time low. So we're proud to say we continue to be a highly trusted place for news and information.

95%

vs.

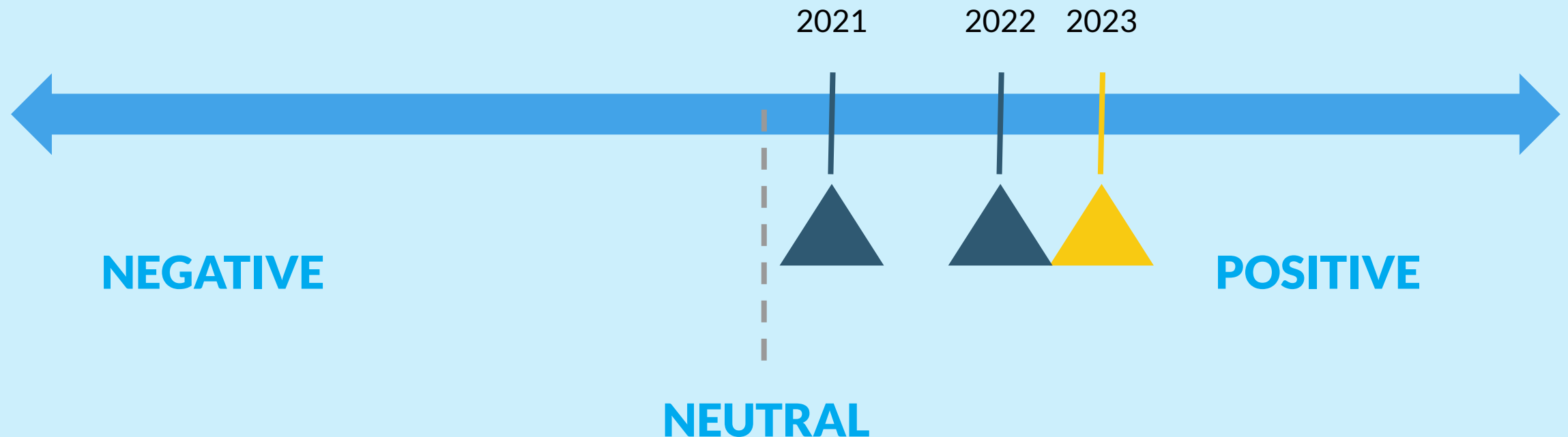
43%

Of our audience say the Squiz is a trustworthy source of information

Of Australians consider media to be trustworthy, according to the 2022 Edelman's Trust Barometer

# Brand lift is real

By lining your brand up against our trust your brand sentiment will positively shift. We know this as year on year we have asked our audience “*generally speaking, how do advertisers' partnerships with The Squiz make you think about them?*”. Every year it gets more positive.



## They're taking action

90%

of Squizers could recall a Squiz advertising partner



41% of Squizers have taken action after hearing/seeing an ad on The Squiz



# Take it from them

# 3,351

Comments recalling our advertising partners, or mentioning actions taken as a result of partners messaging.

*I have really enjoyed the interviews you have done with key people from the companies, after the end of the podcast. It's not often you get to hear directly from those people, and even though they have a marketing agenda behind it, it's still nice to hear a real person associated with a big brand.*

*I loved how NGS Super sponsored the How Far We've Come series. It was relevant to what they do, and how the ad was tied into the series was very cleverly done. And I found out a lot!*

*I am impressed by the positive elements you draw on with advertisers I may have outright dismissed. It's encouraging to know about socially/environmentally responsible initiatives in powerful companies.*

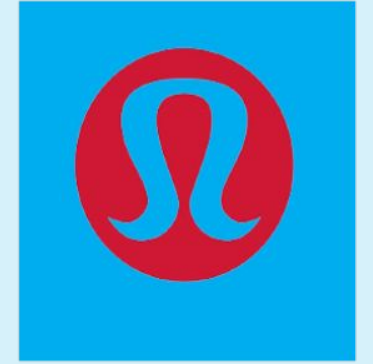
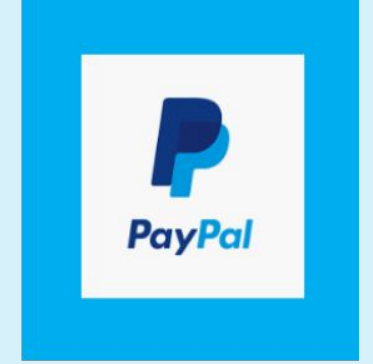


*Since discovering the squiz a few years ago I have systematically removed myself as a customer of all other news outlets. I'll get up in the mornings, make my takeaway coffee and listen to the podcast on my drive to keep me informed but not unnecessarily anxious about the state of our world.*

*The length is perfect, the tone is brilliant, the balance with good news or quirky stories and the squiz recommends are brilliant.*

**Dan, Squiz survey respondent**

Thank you to  
our partners.



**We're fresh, we're different and we're  
growing.  
*Come with us.***

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