

2023 WOMEN AND NEWS



Discerning, values driven and influential

Welcome to the second annual Women and News Report by Squiz Media.

In 2022, we looked at trust and attention and found high levels of pessimism, which led to news avoidance.

This year, pessimism is still very high, but it means women are more inclined to seek high-quality news and information. They're also more likely to consider the values of a brand - an important consideration given it's women who are making the purchasing decisions in their households.

Audience Snapshot

3,400+

Survey respondents

81%

Female

\$100-150k

Median personal income

58%

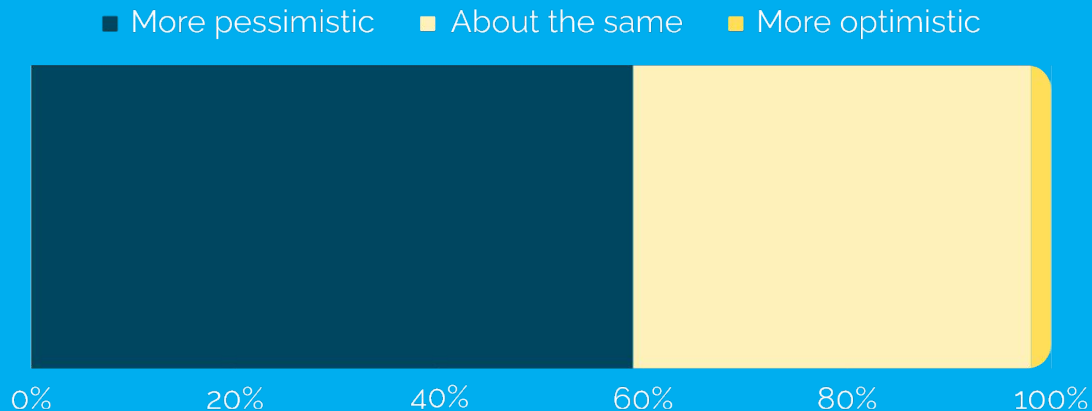
Are parents/carers



They feel more pessimistic about the state of the world...

In 2022, 57% said they felt optimistic or neutral about the state of the world. In 2023, only 36% still hold that view.

Q: The current state of the world - how have your feelings changed from 12 months ago?



But they're still tuning into the news...

While over 3 in 4 said the news can make them feel anxious, only 1 in 4 said they've taken steps to tune it out.

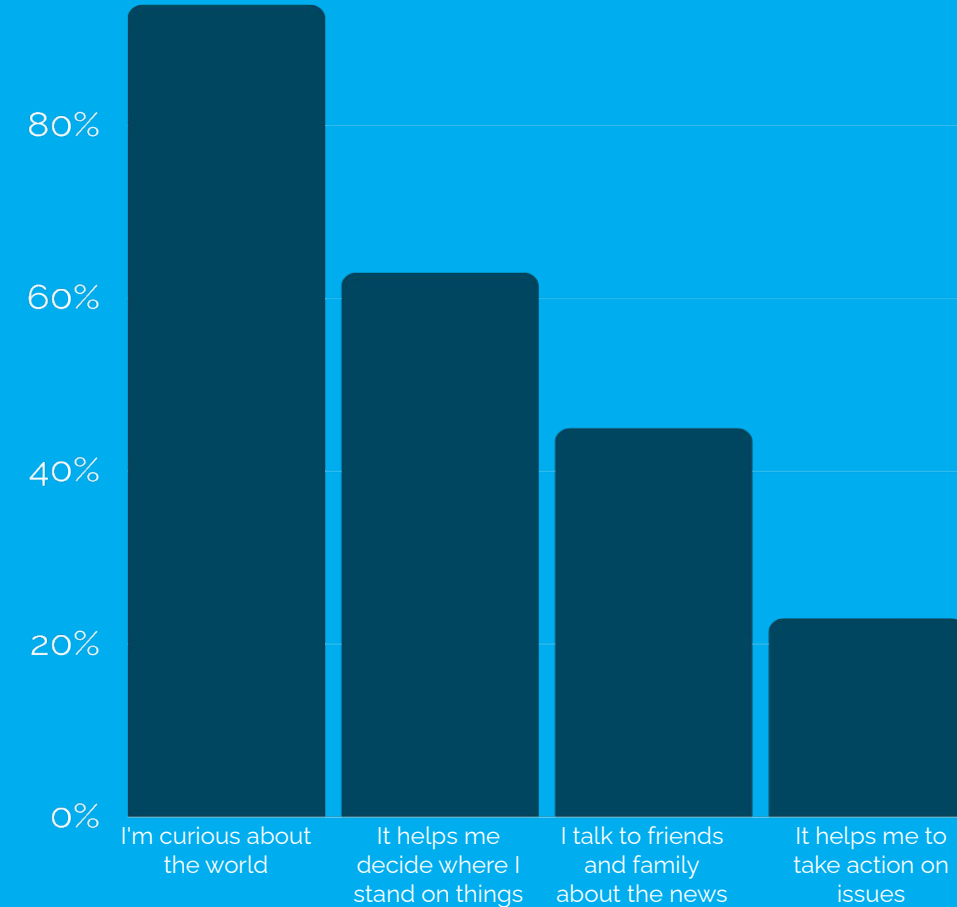
Only

5%

Said they avoid talking about the news
with friends and family.

100%

Q: Why do you read, watch or listen to the news?

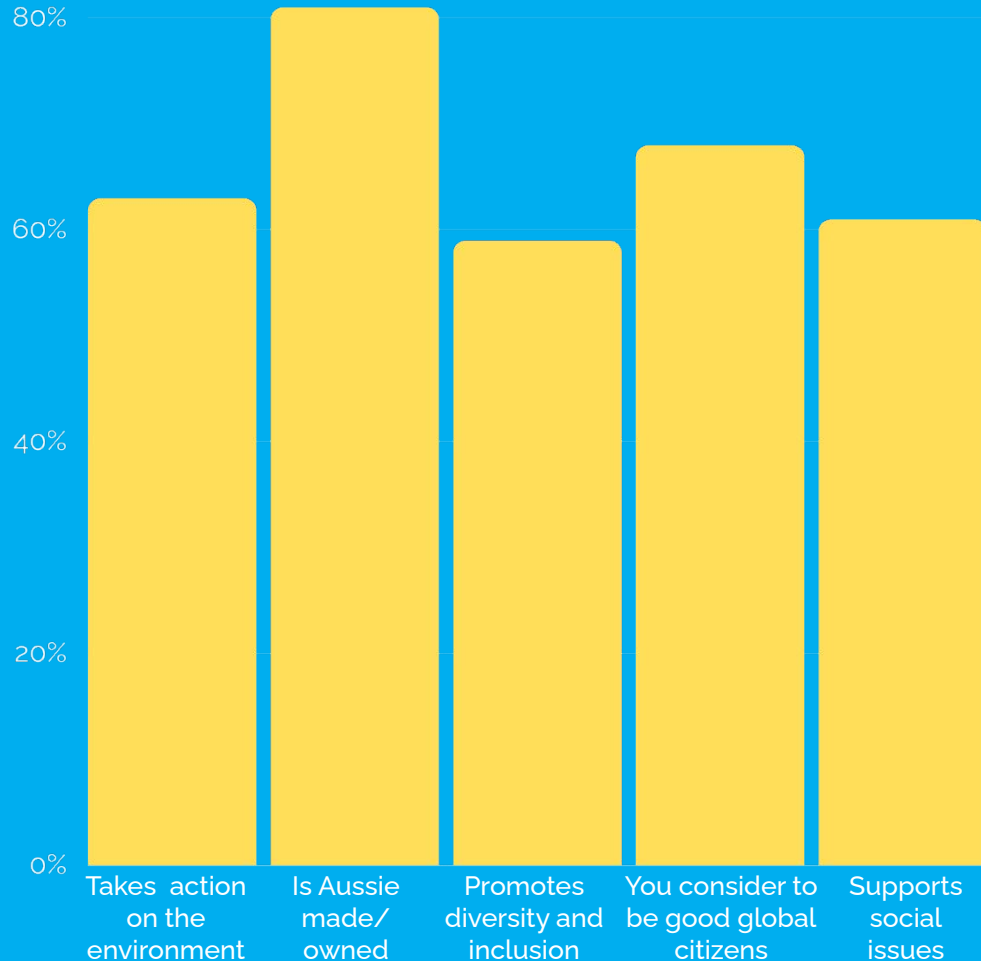


News helps them know where they stand on the issues...

In 2023, respondents tuning into the news to help form their view on certain things increased by 14%.

When it comes to what they're talking about, women said the top 3 are world **conflicts**, **social issues** and the **cost of living**.

Q: Are you more inclined to purchase from a brand that...



And brand values matter...

Women are 2x more likely than men to purchase from a brand based on company values.

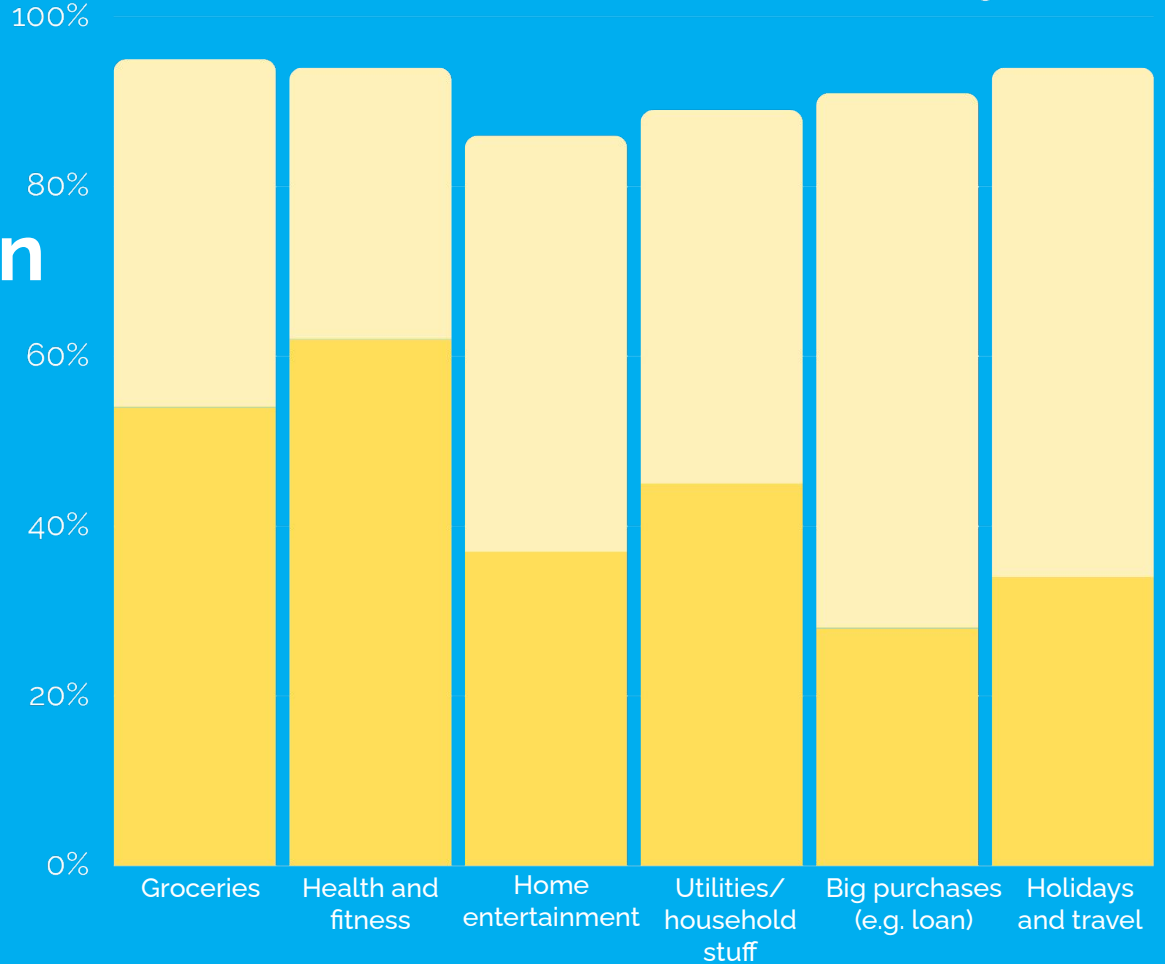
When it comes to priorities over the next 12 months, there's been a 17% increase in those prioritising financial management. Other key focuses include health, holidays, and sustainability.

Which is important because women are making the spending decisions...

Across all categories, women are **1.9x** more likely than men to be the primary decision makers for purchases in their households.

Q: When it comes to your household, who's the one managing these purchases?

■ I make all or most of the decisions ■ We decide together



**We know news and we
know women. Let's chat.**

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