

KANTAR

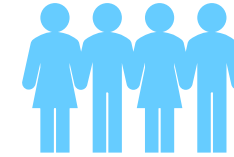


Getting up close and personal with the Newsbrands Print & Digital Audience

31st May 2022



A Powerful Combination



3,109,000
(79%)

Newsbrands
total media audience
(read a print title or visit a
website/app once a week)

Passion for News

Massive Reach via News audiences:

Total Print



69%

Total Digital



67%

Total Print & Digital



82%

Appetite for News

49% have **news**/newspaper **apps** on their phone/tablet

90% read newspaper, magazine or other news **articles online**

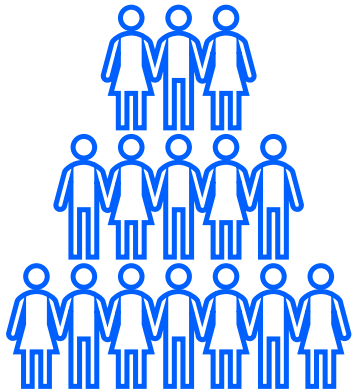
63% Listen to News on **Radio**

65% Watch news content on **Live TV or VOD**

% of People who Agree with these statements	
Action	News Consumers
I value the local papers because it covers local news	62%
I listen to the radio more intently when the news comes on	60%
I rely on TV to keep me informed	54%
I read a newspaper most days	40%
I prefer local radio because it covers local news	40%

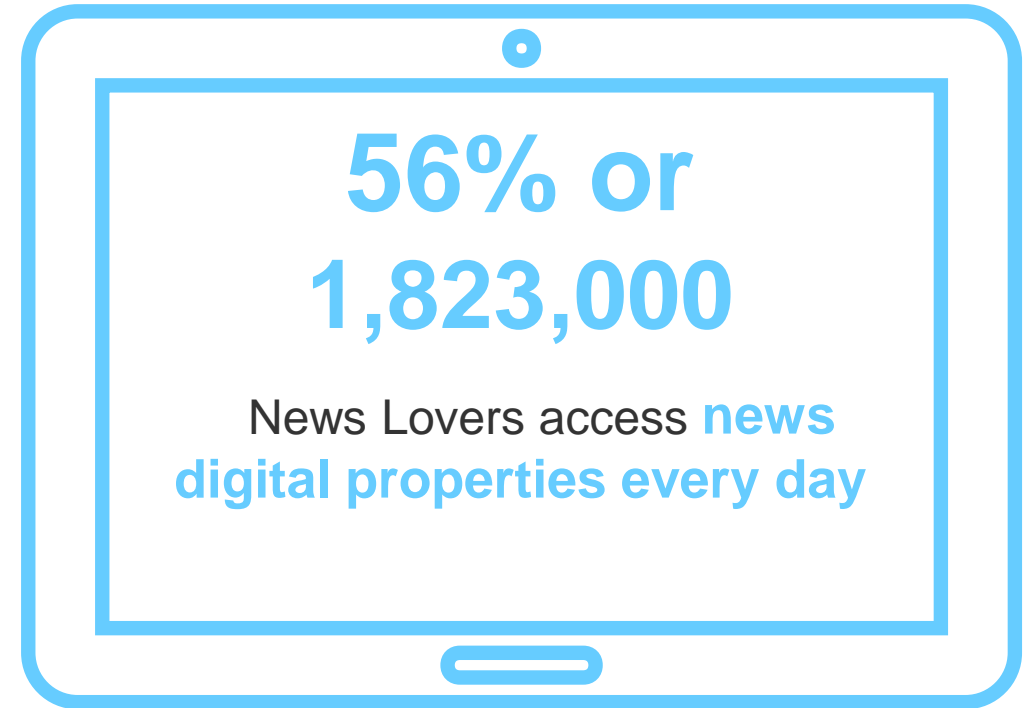
Loyalty for News

1,004,000 news lovers read a newspaper 4+ times a week



31%

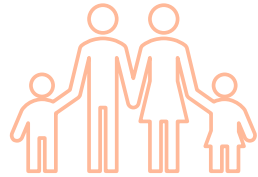
of News Lovers are **Heavy newspaper readers**



Looking closer at News Lovers

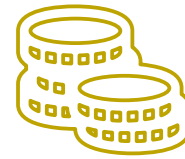


57% are
chief income
earners

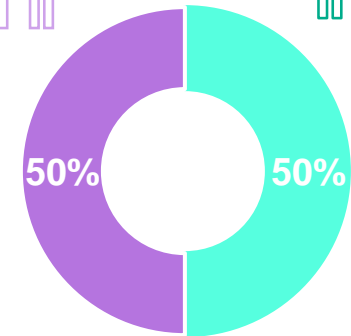


**29% have children
in household**

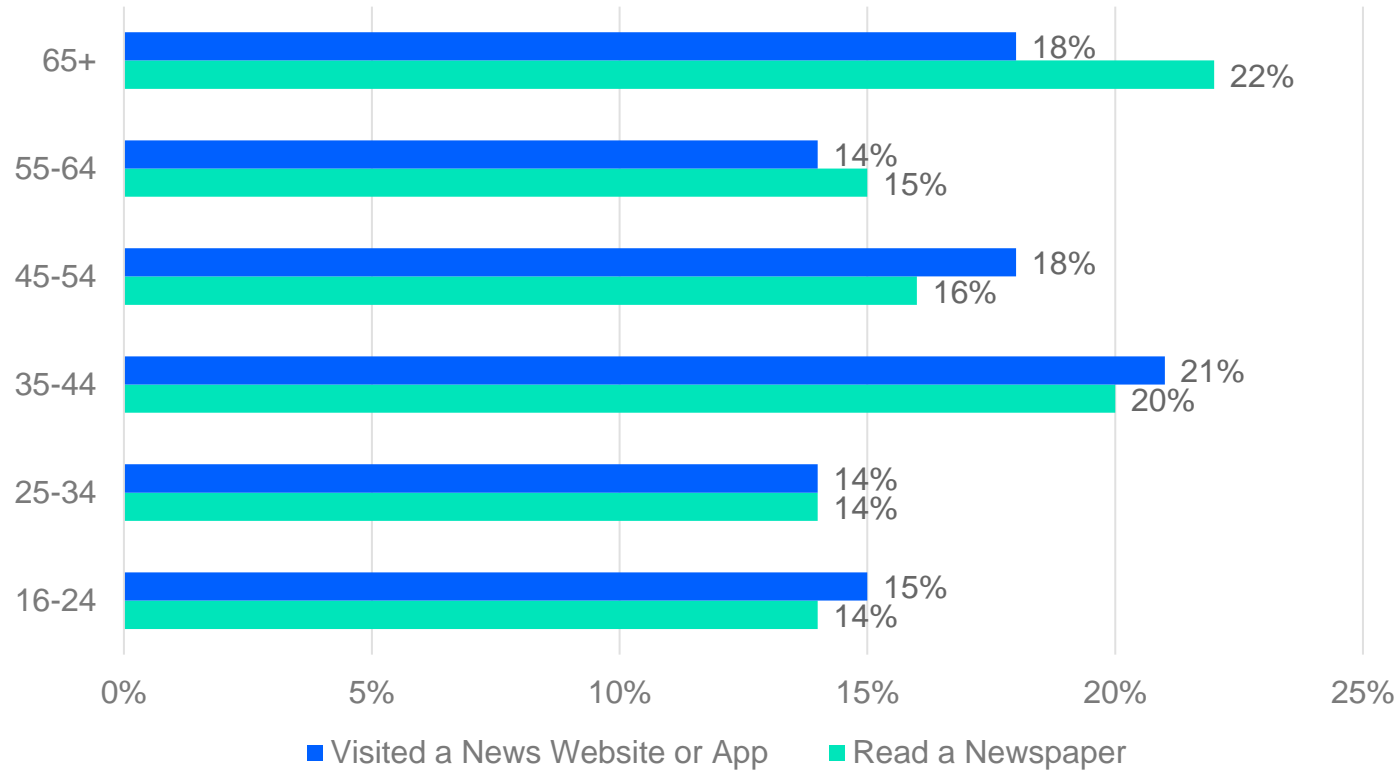
- 10% children 0-4yrs
- 13% children 5-9yrs
- 16% children 10-15yrs



**Average Family
Income**
€40,765



Over ¾ million 16-34 Year olds are regularly accessing news





921,000 (78%)

16-34yrs
read a news title
or visited a
site/app in last
7 days.

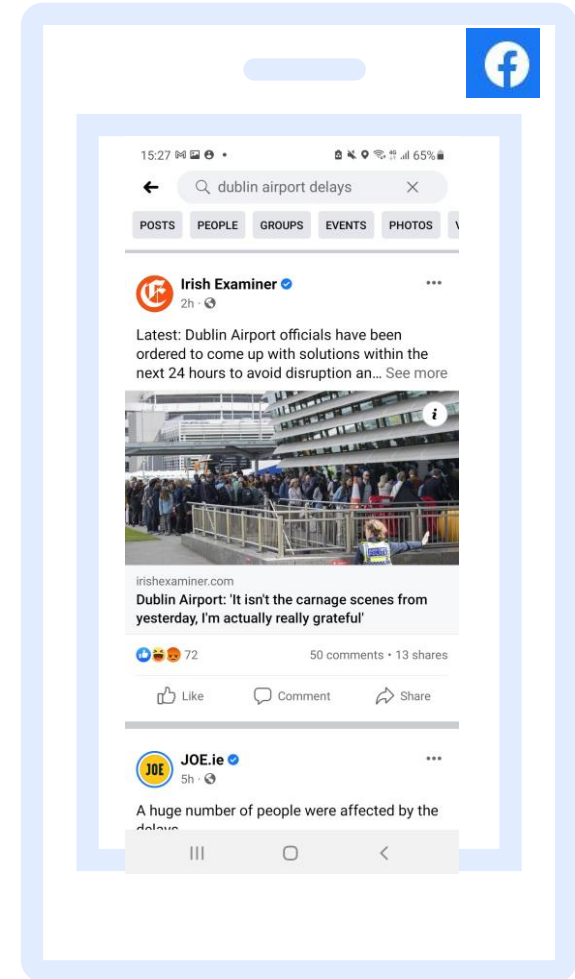
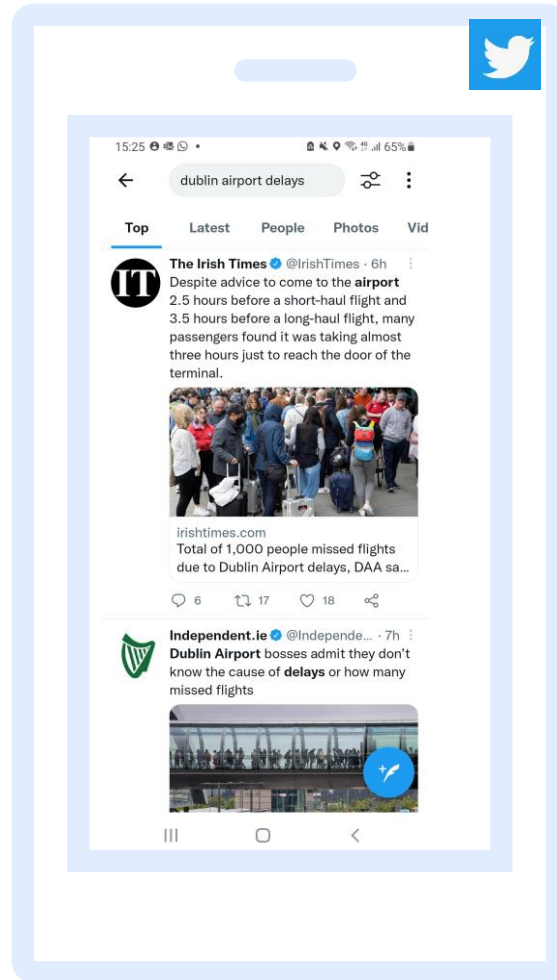
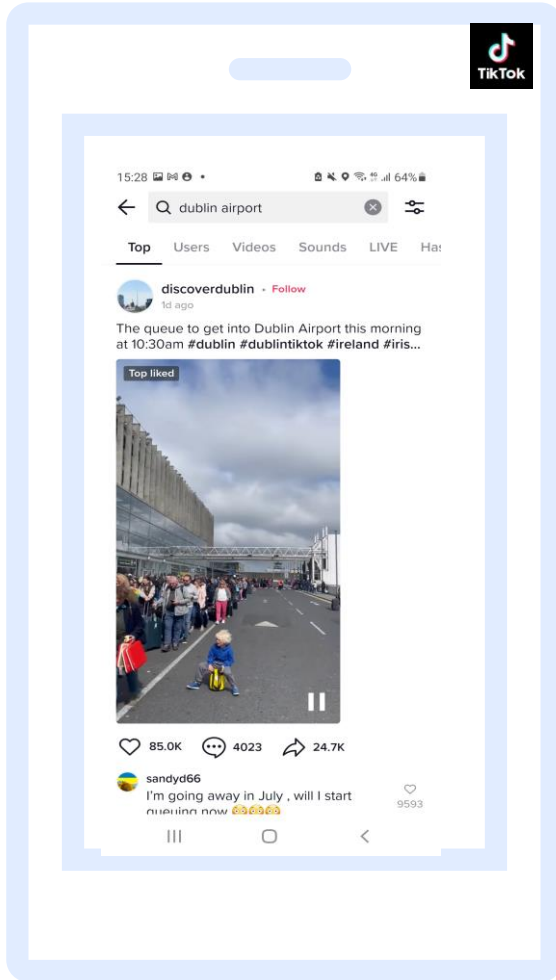
Where else are News Lovers consuming their news

 **33.2 million** hours spent per week listening to radio → **74%** listening to news content on radio

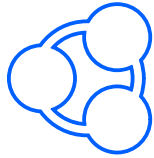
 **66 million** hours spent per week watching Television → **59%** watching news content on TV

 **71 million** hours spent per week online → **86%** surfing news content online

Social Media Driving News Consumption



News Consumers & Social Networking



1,312,000

keeping up to date with news & current affairs

667,000

keeping up to date with sports news/scores

221,000

reacting directly to newspaper/magazine articles

553,000

sharing/posting other content (not your own) to your profile page

Statements	News Consumer
I feel the need to check social networking sites every day	48%
I would be lost without social media	35%
I tend to be influenced by comments/reviews posted online by other internet users	31%
Social Media is the first and last thing I look at each day	30%

Active Social Presence

1,475,718,000

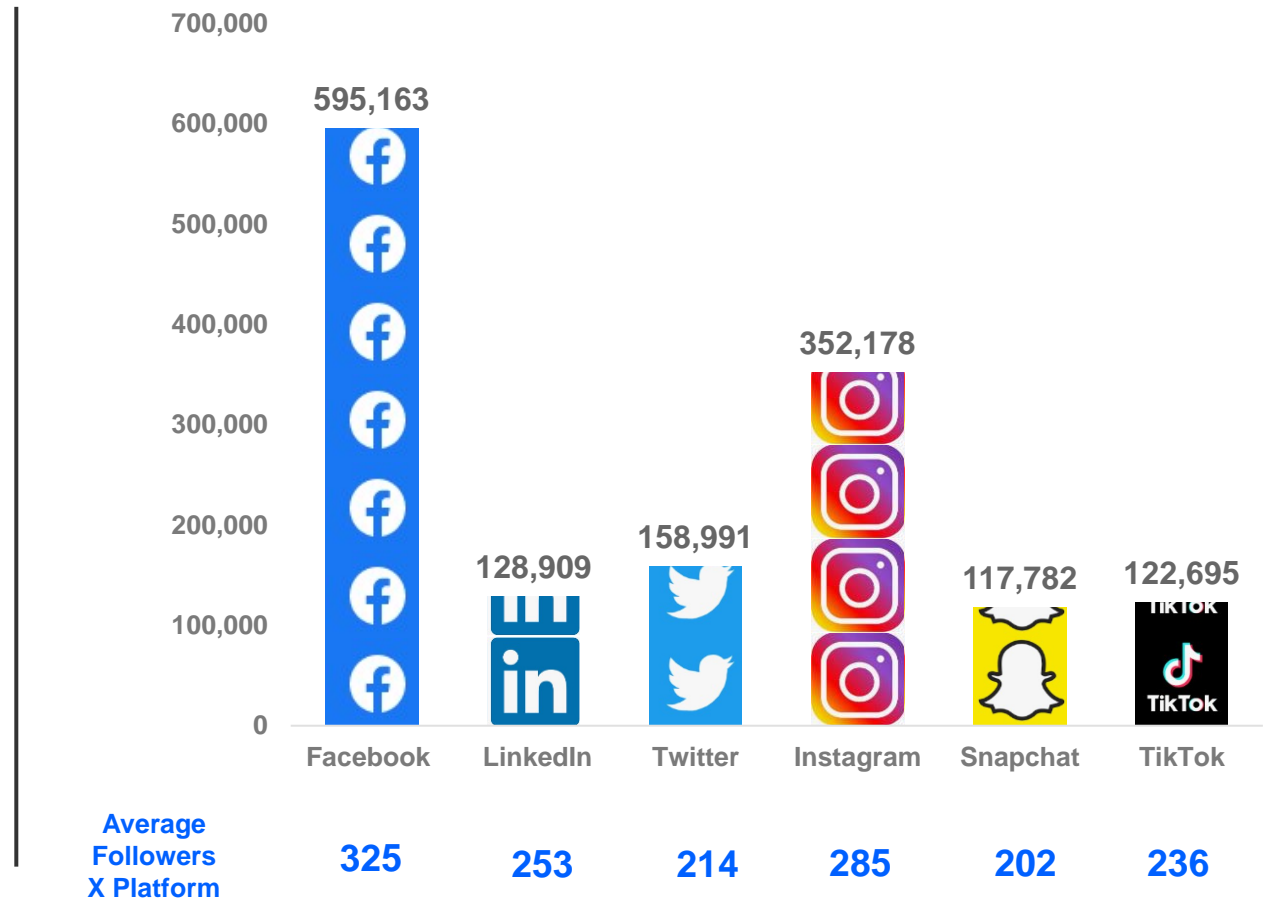
Followers across social media

591

Average number of followers, all platforms

18% are heavy users
(3+ Hours daily)

40% are medium users
(1-3 Hours daily)



Environment – Green Credentials

% of news consumers who state they “always” try to take the following sustainable actions		
	Action	News Consumers
	Take your own shopping bag when shopping	70%
	Use leftover food rather than throwing it away	33%
	Re-use items like empty bottles, tubs, jars, envelopes or paper	26%
	Consume/purchase locally manufactured food and other products	12%
	Reduce meat consumption	10%



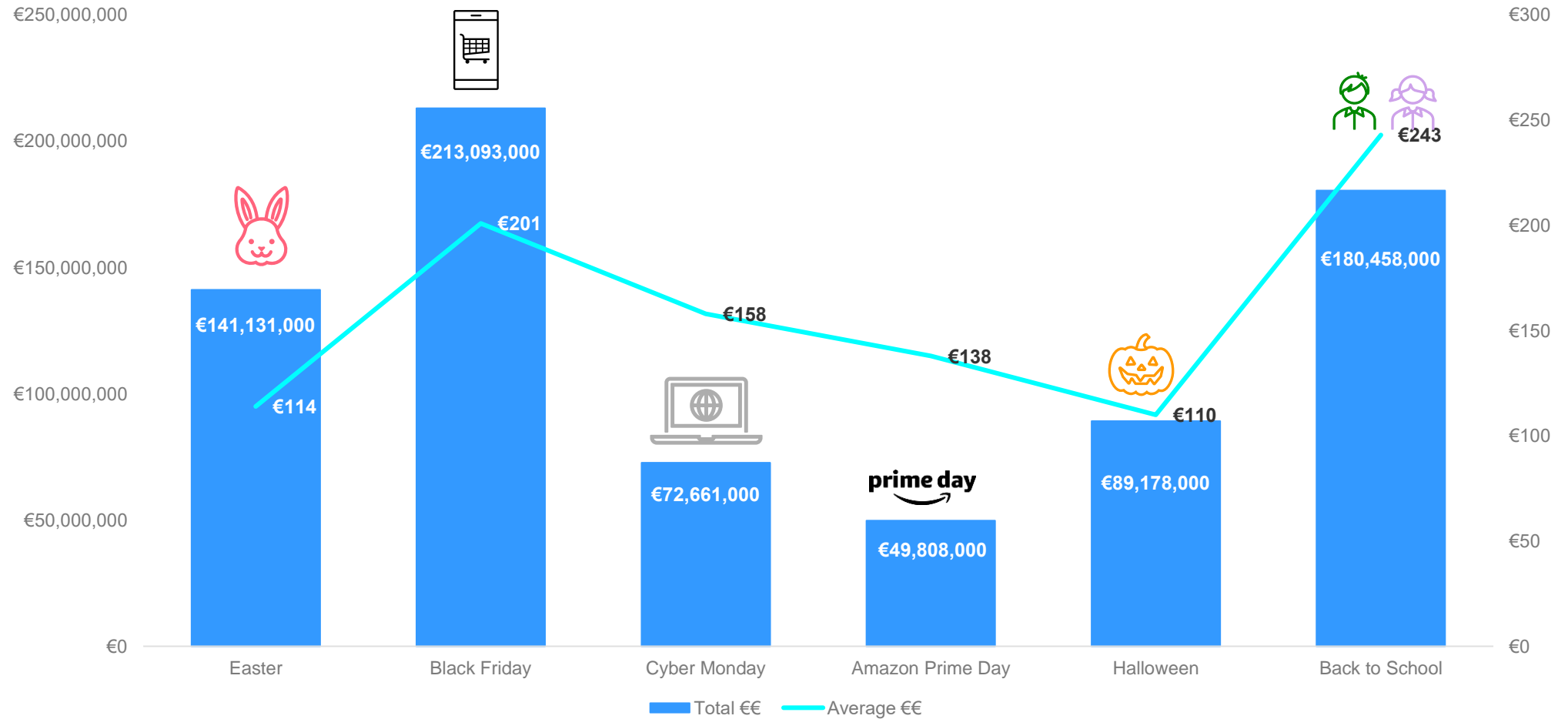
24% agree that they prefer to buy from brands that are committed to sustainability



20% say that they intended to buy a Electric or Hybrid car in the next two years.

Key Retail Dates

New Consumer Expenditure



News Consumers Spending Power

A total **€1,541,882,000** was spent last
Christmas presents



On average the news consumers spent **€509**
on presents last Christmas

47% do their Christmas present shopping in
November/December

News Consumers Spending Power



News consumers spend a total of
€310,262,000 each week on groceries

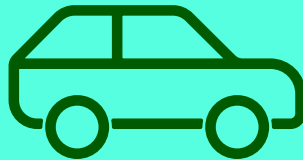
Average basket size on the weekly grocery
shop is **€96.90**

9% more likely to spend **€151 or more**
than average adult

News Consumers Spending Power

16% intend to buy in next 12 months

The intend to spend **€12,304** on average (3% more than the average adult)



- **39%** intend to by a new car
- **59%** intend to by a second car

News Consumers Spending Power

€1,308 is the average range spend on holidays or short breaks annually

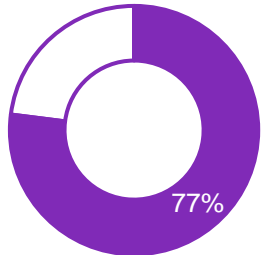
A total **€2,383,221,000** spent in the last 12 months

2.86 holidays or short breaks taken aboard per year



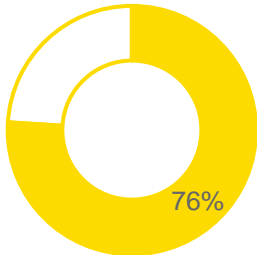
Diversity and Inclusion

An overview of how Irish News Consumers feel about diversity and inclusion



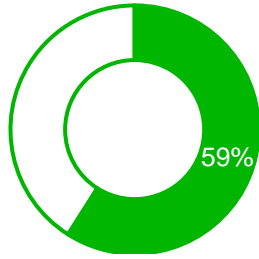
77%
Agree

Homosexuality should be accepted



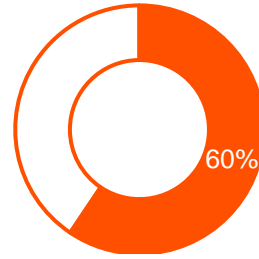
76%
Agree

I feel that society has become more diverse in recent years



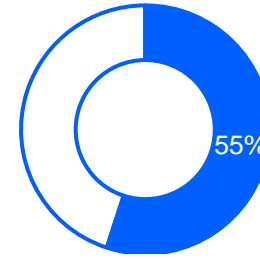
59%
Agree

Brands have an important part to play in the social conversations about issues such as gender equality and race or immigration



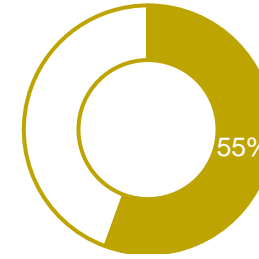
60%
Agree

It is important to me that the companies I buy from actively promote diversity and inclusion in their own business or so



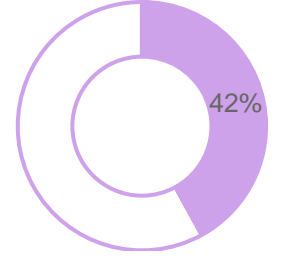
55%
Agree

I feel that society has become more inclusive in recent years



55%
Agree

People in Ireland today are not sensitive enough to the concerns of racial, ethnic or social minorities










42%
Agree








Not enough brands do a good job of representing people similar to me or my community

Ad Engagement & Utility

Newspapers & online ads are in the top 3 for attention & purchase decisions

Types of ads that adults pay most attention to		%
	Television	29%
	Newspapers	15%
	Online	15%
	Radio	9%
	Cinema	6%
	Outdoor	6%
	Magazines	4%

Our news lovers are **18%** more likely to pay most attention to ads in newspapers, than the average adult

Ads found most useful for making purchase decision		%
	Online	28%
	Television	21%
	Newspapers	11%
	Magazines	6%
	Radio	6%
	Outdoor	3%
	Cinema	2%

Our news lovers are 18% more likely to find ads in Newspapers more useful & 12% more likely to find as in magazines most useful, when making a purchase decisions

Discover more with Kantar TGI

Make smarter decisions

Power your marketing

Grow your business

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