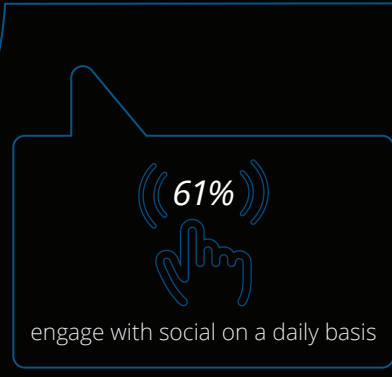
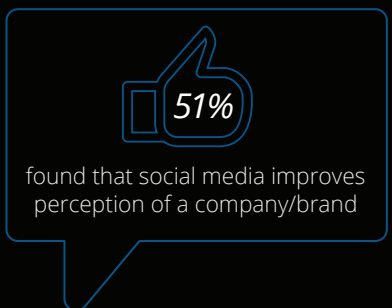
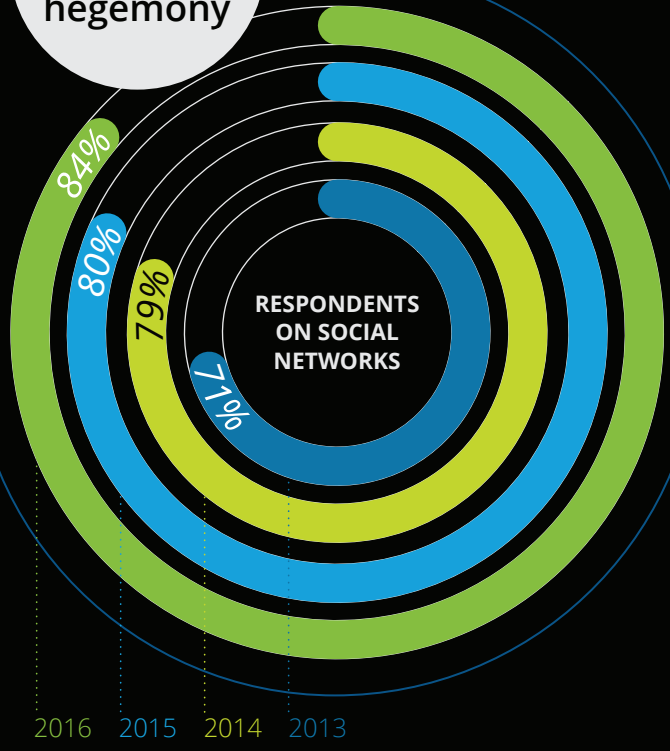


Media Consumer Survey 2016

Australian media and digital preferences
5th edition

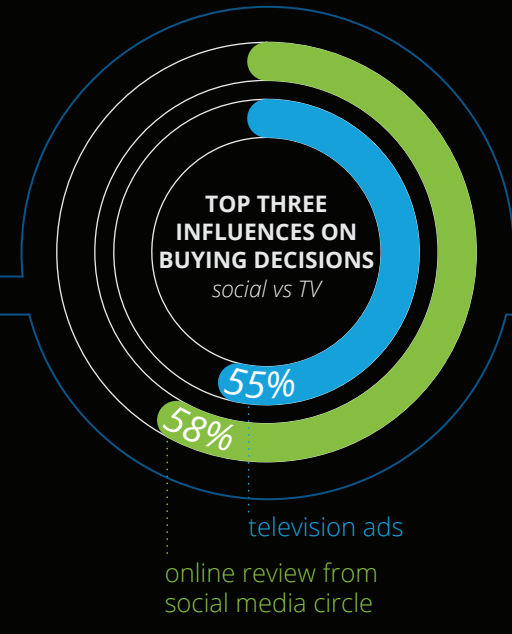
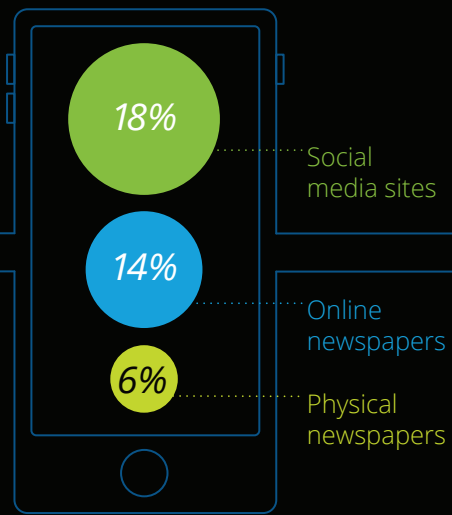
Trailing Millennials
14-26
Leading Millennials
27-32
Xers
33-49
Boomers
50-68
Matures
69+

The social hegemony

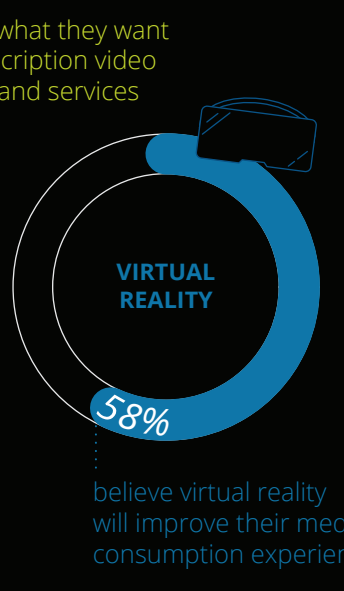
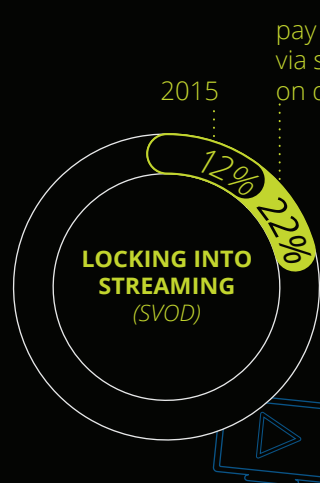
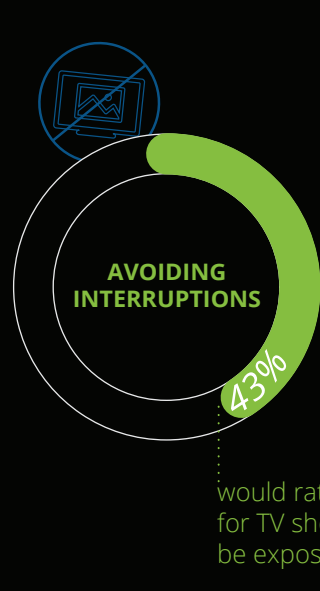


MOST FREQUENTLY USED SOURCE OF NEWS

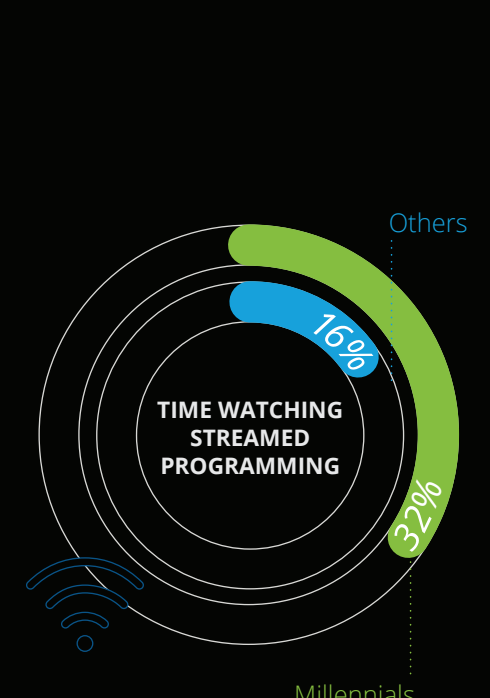
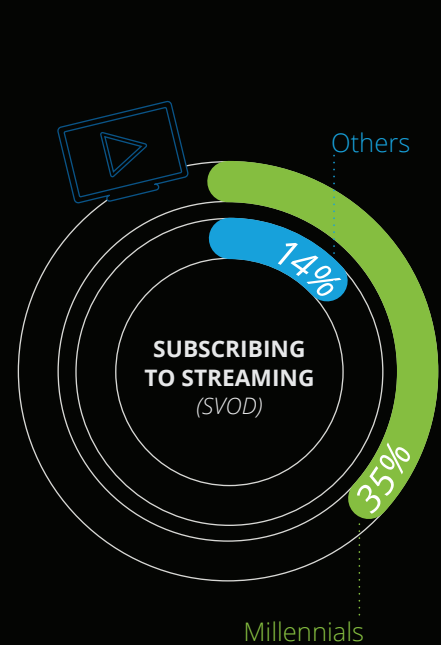
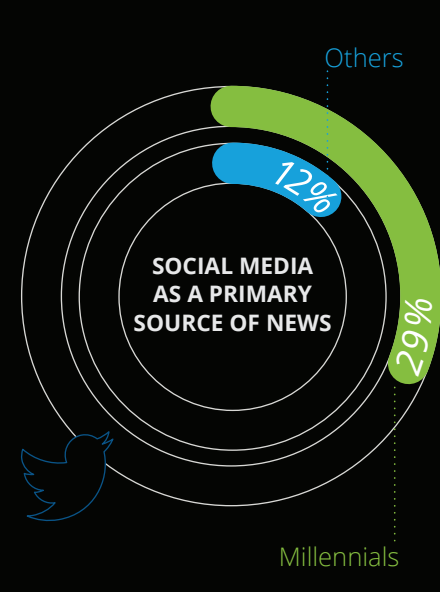
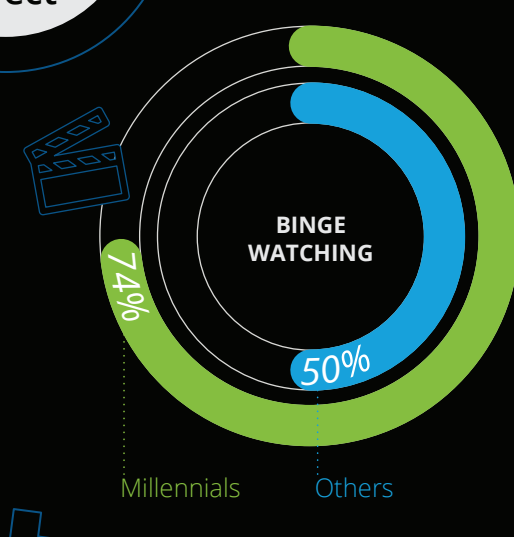
social vs newspapers



Immersed in content



The Millennial effect



Then and now

