

# GET THE FACTS: WHY PRINT IS ESSENTIAL



## WHY PRINT IS ESSENTIAL – THE FACTS OF IT

- > The paper, print, publishing, mail and distribution sectors employ 258,999 Australians across 17,756 businesses. An industry value of \$18.9BN AUD across metropolitan and regional, skilled, unskilled and contractor arrangements. We are the largest manufacturing employer industry in the country and to protect jobs, we need to remain open.
- > Over 2.5M Australians do not have internet connectivity in their homes (ABS, 2018) and more than four million Australians access the internet solely through a mobile connection. In 2019, mobile-only users have an Australian Digital Index Inclusion (ADII) score of 43.7, **some 18.2 points lower than the national average** (61.9) (ADII, 2019).
- > People aged 65+ are Australia's least digitally included age group. The ADII score for this age is **19.5 points lower** than the most digitally included age group (people aged 25-34 years) (ADII, 2019).
- > Those on a disability pension and living with a disability are **9.9 points lower** than the national average (ADII, 2019).
- > Australians with low levels of income, education, and employment are significantly less digitally included. Australians in Q5 low-income households have a **30.5 points lower** score than those in Q1 high-income households (ADII, 2019).
- > Indigenous Australians living in urban and regional areas have low digital inclusion (55.1, or **6.8 points lower** than the national average) (ADII, 2019).
- > There are substantial differences between Australians living in rural and urban areas with digital inclusion being 8.1 points higher in capital cities (63.8) than in country areas (55.7) (ADII, 2019).
- > ACCC ScamWatch January 2020 figures report Mail/Letterbox fraud costing Australians \$108,683 compared to a staggering \$4,284,669 across Digital channels – in a period of fear and misleading messages being communicated to Australians the Letterbox is a channel of strength and trust (ACCC, 2020).
- > We are a highly sought-after media channel and reach more Australians than any other - Letterbox - addressed and unaddressed reaches 24.4M Australians daily. Magazines delivered direct to Subscribers reach 6.3M Australians and that's before secondary reading and sharing in the home (TRMC, 2020). Aus.gov.au/WhatsApp, whilst a good digital initiative, only has 482,000 Australian registrations at the time of writing this piece (ABC, 2020).
- > Established media channels have stronger readership, higher trust (in a time where well-sourced and credible information is paramount) and wider reach than other digital channels.