




WHAT ARE CONSUMERS READING DURING THE COVID-19 OUTBREAK IN AUSTRALIA?

Teads

The ranking of the most read contents reveals growth across a wide variety of interests

AUSTRALIA

1	Health, Disease, Wellness, Hospital 	12M +56%	15	Business enterprise, Companies	1.6M +51%	23	Books	932K +17%
2	Food recipe, Ingredients	10M +42%	16	Marketing	1.6M +14%	24	Comedy	874K +26%
3	Food utensils, Cookware	4.9M +54%	17	Science Misc.	1.4M +7%	25	Home, Gardening	851K +33%
4	Policymakers, Institutions	4.3M +16%	18	Fashion, Beauty	1.2M +6%	26	Economy debt, Inflation	807K +23%
5	Entertainment, Movies	4M +16%	19	Home schooling	1.2M +15%	27	Education, University	751K +8%
6	Entertainment, Celebrities	4M +6%	20	Health Exercise	1M +31%	28	Entertainment, Games	747K +69%
7	Fashion	3.9M +5%	21	Tech, Phones 	1M +38%	29	Food, Establishment	721K +8%
8	Entertainment, TV	3.8M +13%	22	Society, Religion	1M +12%	30	Easter 	643K +121%
9	Health, Nutrition	3.8M +22%						
10	Health, Diet	3.1M +22%						
11	Tech, Social	3M +14%						
12	Shopping, Online discount	2.8M +36%						
13	Food, Drink	1.8M +14%						
14	Family, Marriage	1.7M +15%						

HOW DO THE TRENDS REFLECT ACROSS MASLOW'S PYRAMID?

Each ranked category was assigned to a specific need in Maslow's pyramid. Average growth rate per type of needs in March is represented below.

SELF ACTUALISATION +16%

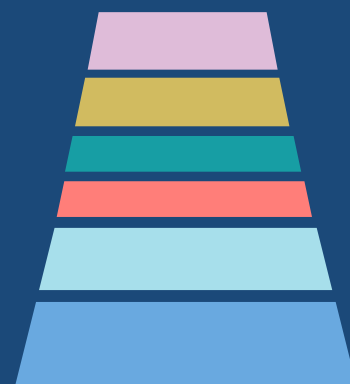
COGNITIVE +73%

ESTEEM +9%

SOCIAL +25%

SAFETY +33%

PHYSIOLOGICAL +39%



Source: Teads Media Barometer / Ranking by volume of page views for the week starting March 2 and % Evol between last week of March vs first week