



2021 Media Content Consumption Survey – Key results

Contents

03

Key Findings

05

Screen content consumption - adults

13

Screen content consumption - children

15

News consumption

23

Sports consumption

27

Background and Methodology



Social
Research
Centre

www.srcentre.com.au

What is the Media Content Consumption Survey ?

The survey focuses on:

- Australian screen content consumption
- Children's screen content consumption
- News consumption
- Sports screen content
- Subscription video on demand (SVOD) subscription rates

Further information including detailed findings available at: www.infrastructure.gov.au



Key findings



Use of **online subscription services** has **overtaken** use of commercial free-to-air television since 2020 and is now the **main source** of screen content for adults.



Streaming services are the **main source** of screen content for Australian **children**. There has been a **decrease** in the use of **publicly owned free-to-air television** by children since 2020.



There has been a **decrease** in **accessing news** via **television, audio** and **newspapers** since 2020.

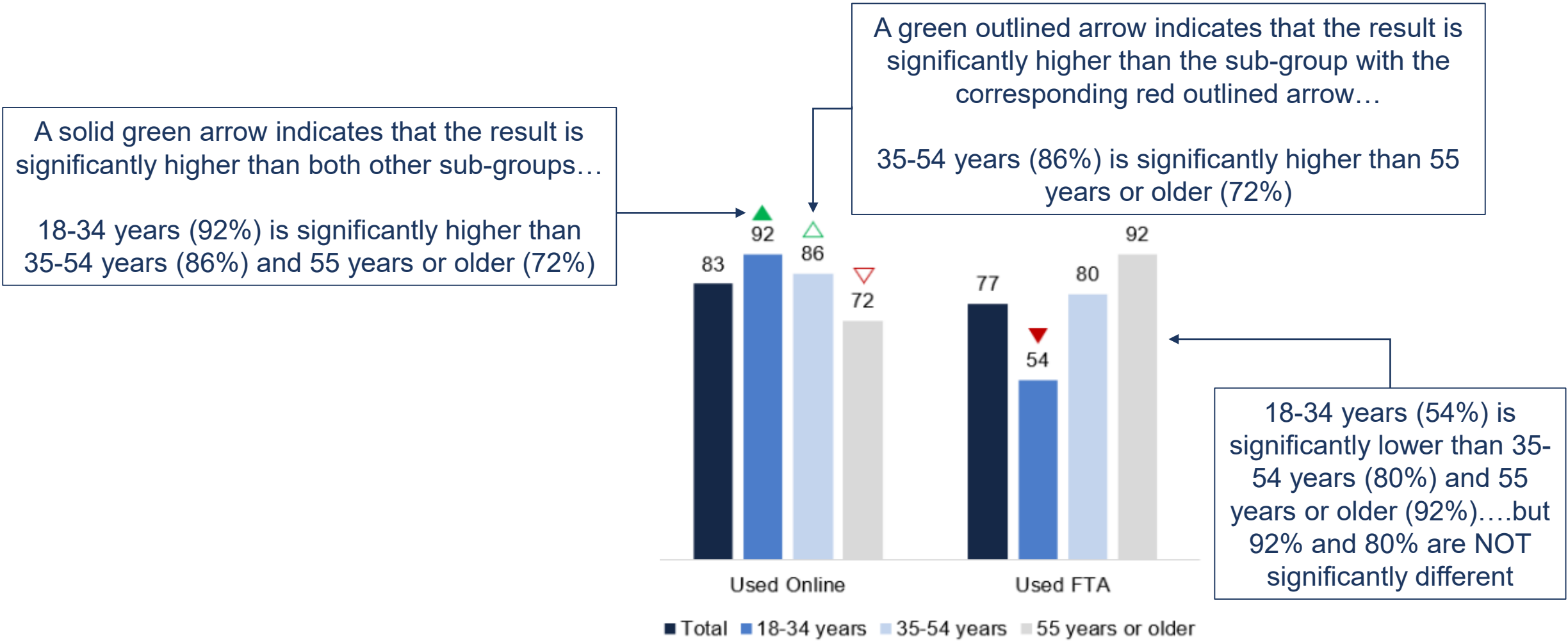


Older respondents are more likely to **access news** by **television, audio sources** and **newspapers** than younger respondents.



Less than half of respondents had **watched sport** in the previous seven days. **Commercial free-to-air television** is the **main channel** for consuming sport.

Showing statistically significant differences

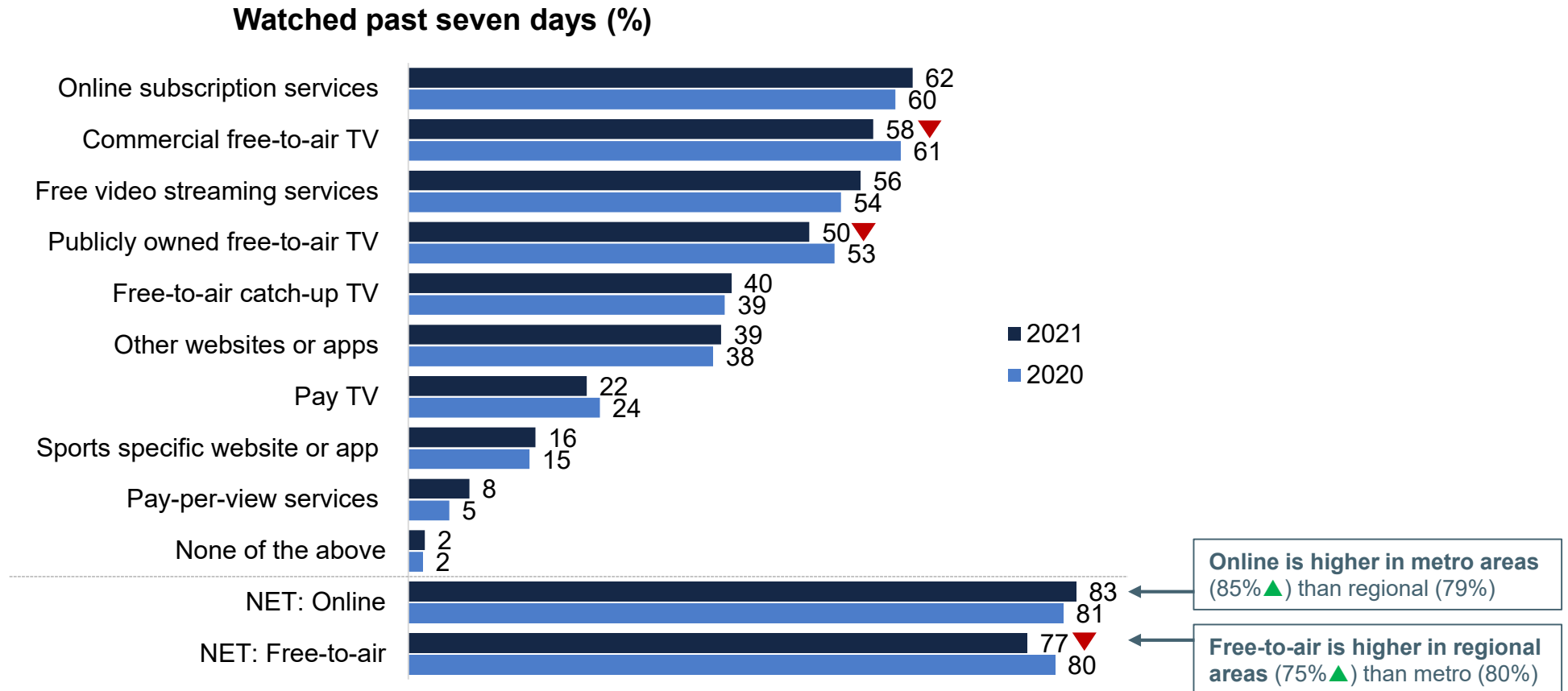




Screen Content Consumption - Adults



Use of online subscription services has overtaken use of commercial free-to-air television since 2020.

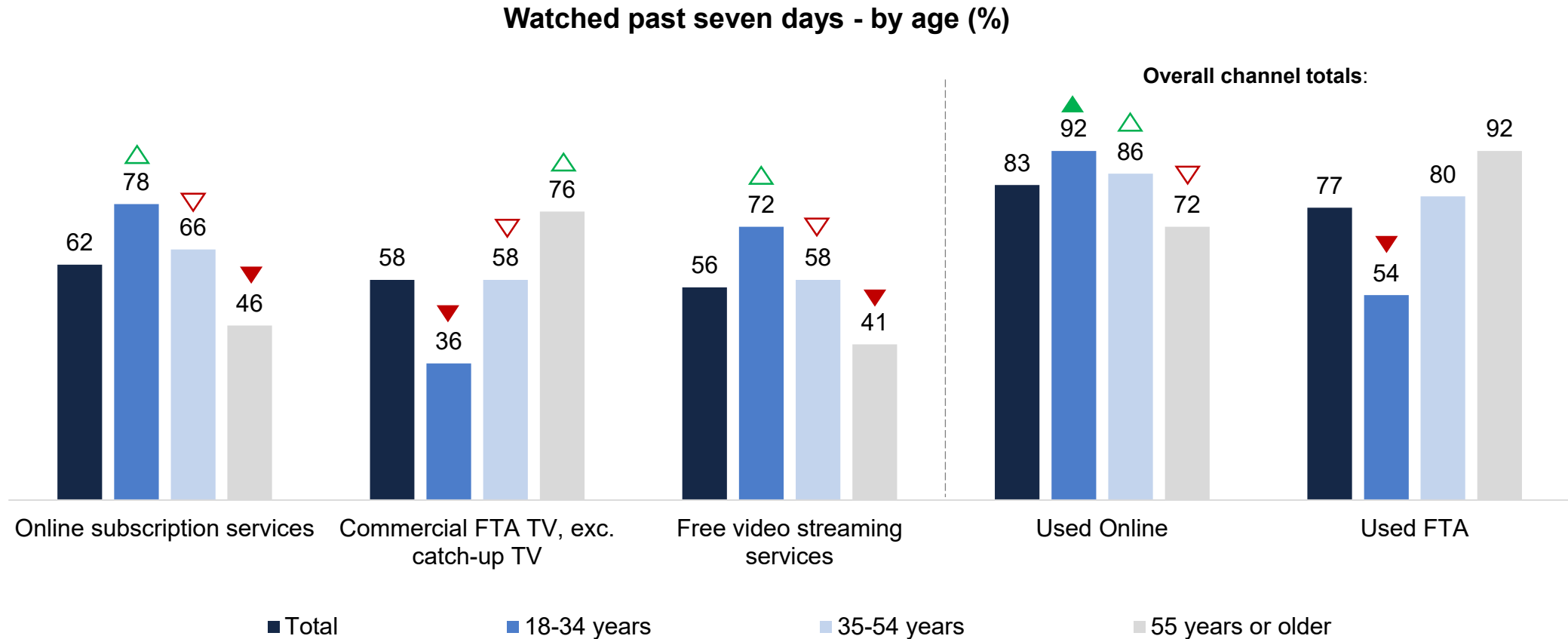


Source: C1. The next questions were about content you personally watch, including things like television shows, movies and documentaries. Which of the following did you use to watch screen content in the past 7 days at home or elsewhere on any device?

Base: All respondents – Total: 2021 (n=4,135), 2020 (n=4,096).

▲ ▼ Significantly different to 2020 at the 95% confidence level.

 Younger adults are more likely to use online sources whereas older adults are more likely to access content via free-to-air television.



Source: C1. Which of the following did you use to watch screen content in the past 7 days at home or elsewhere on any device?

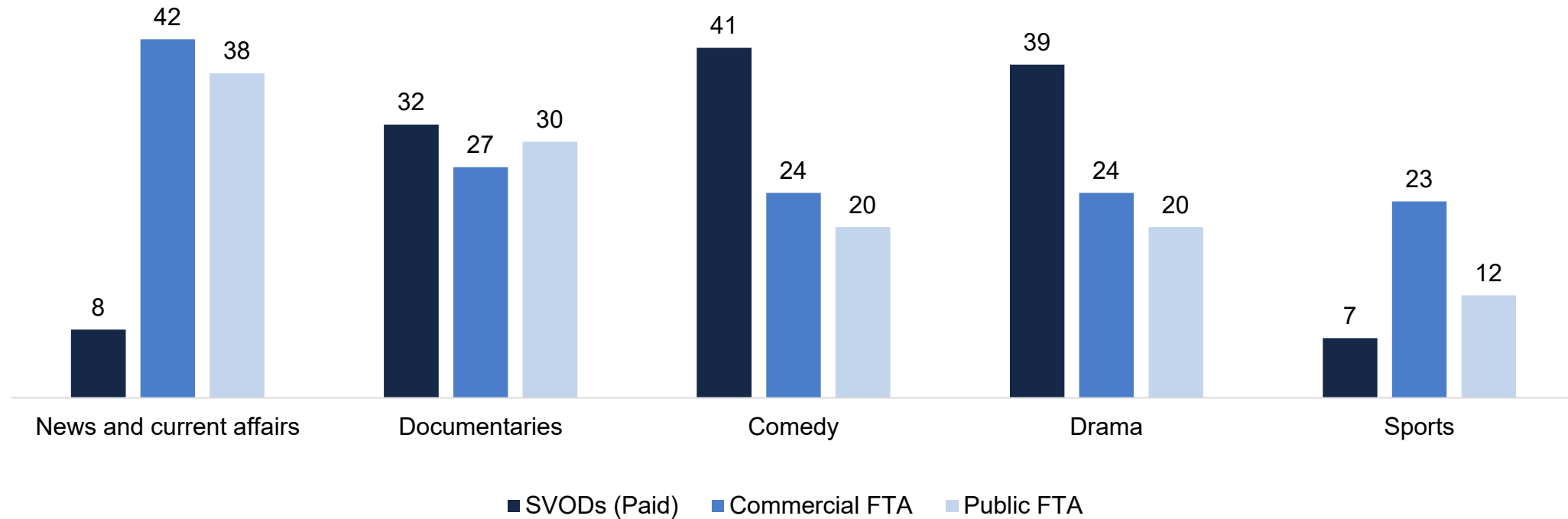
Base: C1. All respondents: Total (n=4,135), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659); F1. All parents and guardians: Total (n=1,603), Child aged: 0-5 (n=478), 6-12 (n=708), 13-15 (n=417).

Note: ▲ ▼ Significantly different to the other sub-group at the 95% confidence level. ▲ ▼ Significantly different to sub-group with corresponding arrow at the 95% confidence level.



Television and online subscription services are used to watch different genres, other than for documentaries.

Genre of content - by platform (%)

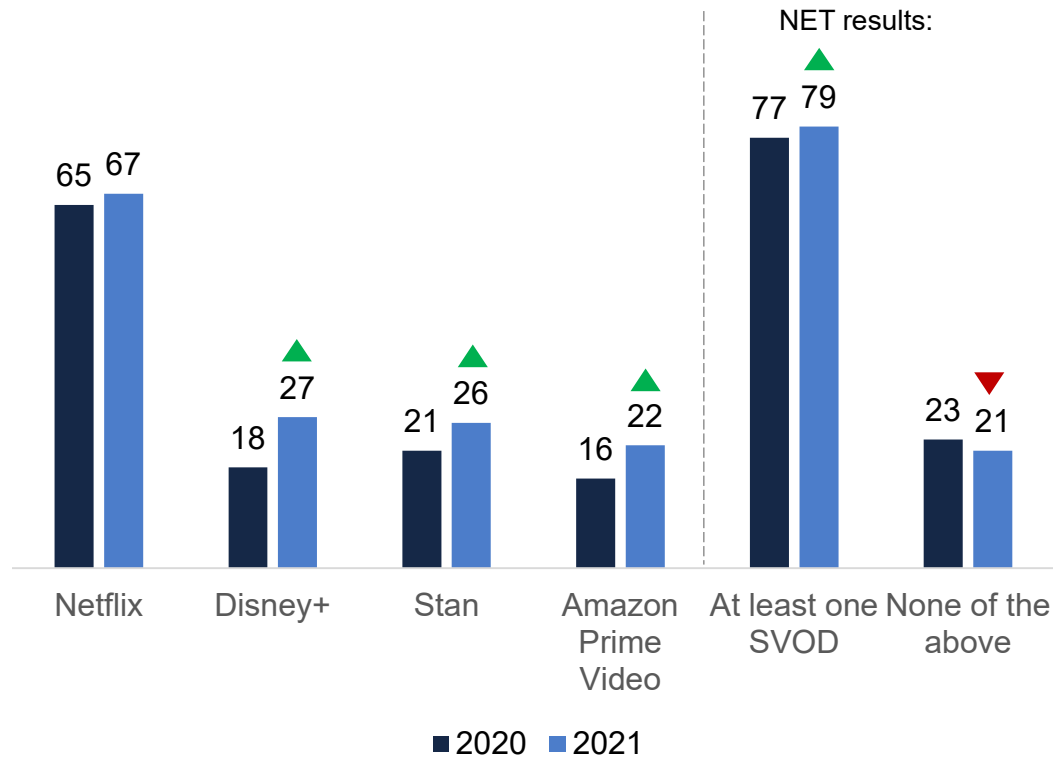


Source: C7a-i. In general, which types of content do you watch on...?
Base: All respondents: n=4,135.

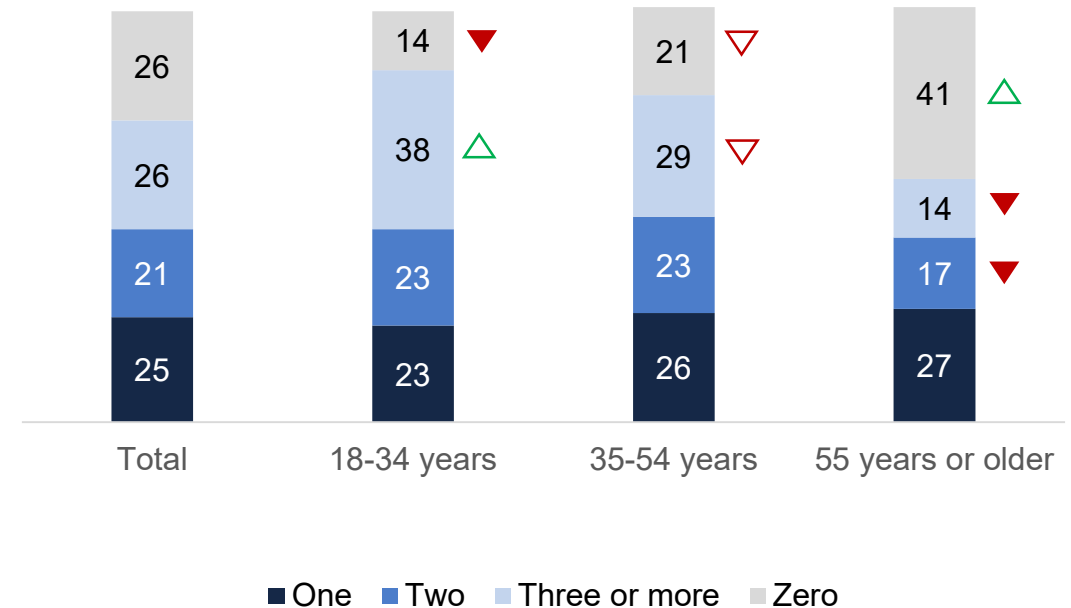


There has been a significant increase in access to three of the four leading services since 2020.

Video streaming subscription services in household - by year (%)



Number of video streaming subscription services in household - 2021 by age (%)

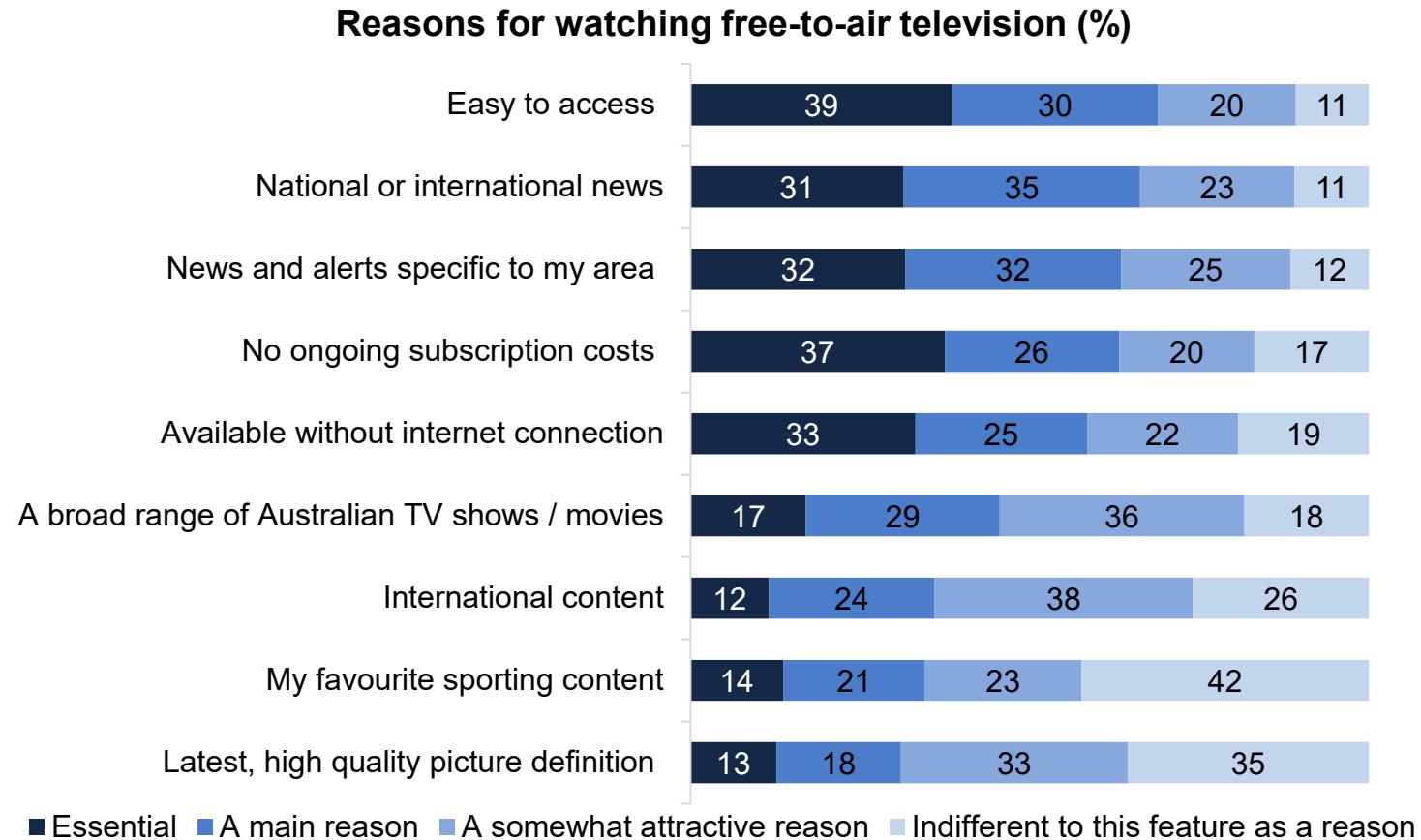


Source: C8. Which of the following video streaming subscription services does your household currently have access to? This excludes catch-up TV and pay-per-view. C10. How many video streaming subscription services does your household currently have access to? This excludes catch-up TV and pay-per-view.

Base: All respondents – 2021: Total (n=4,135). 2020: (n=4,096). 2021: 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659).

Note: ▲ ▼ Significantly different to the other sub-group / 2020 at the 95% confidence level. ▲ ▼ Significantly different to sub-group with corresponding arrow at the 95% confidence level.

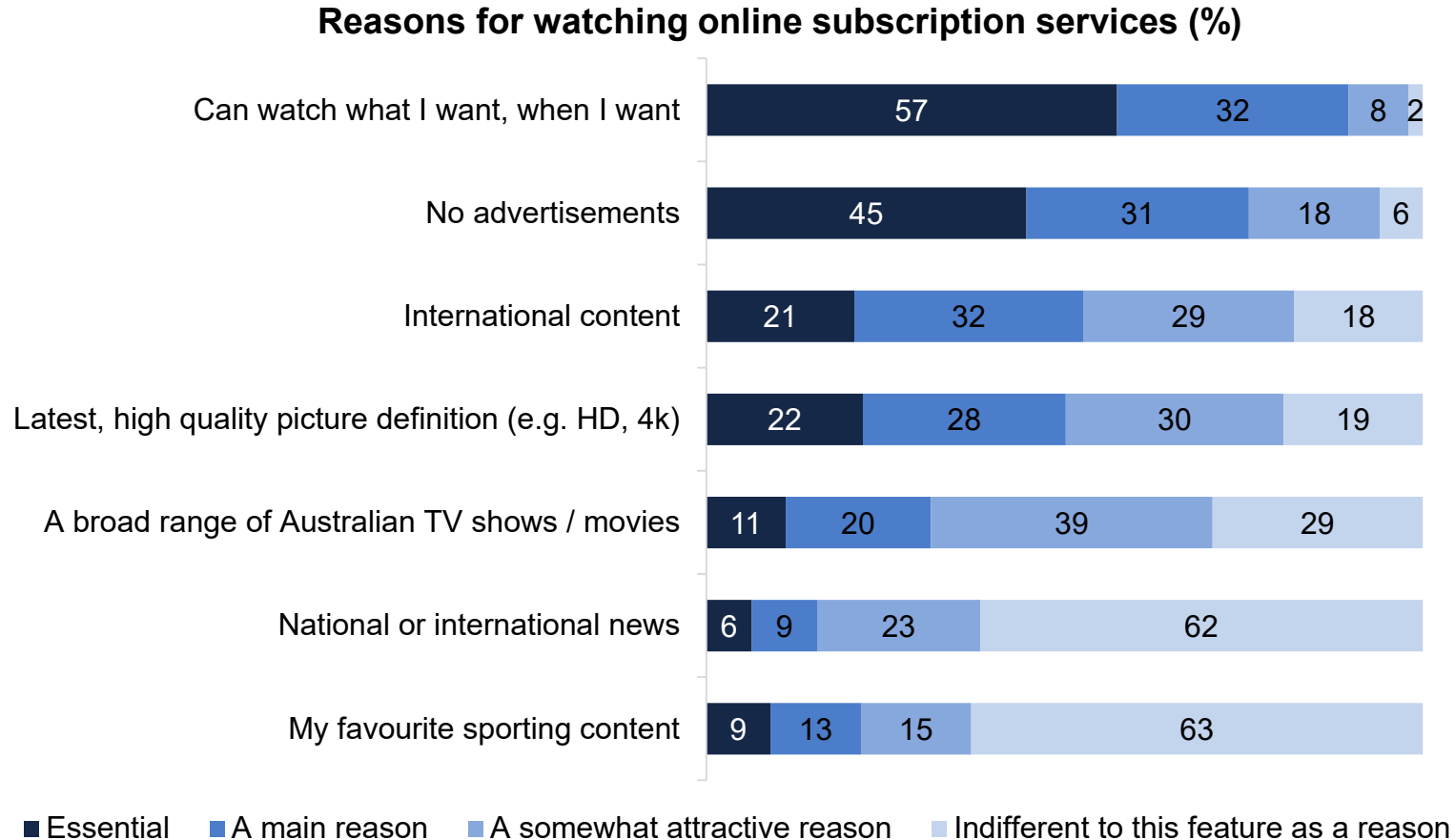
Free-to-air TV is watched because it is easy to access and is a source of news.



Source: C15. Thinking about the following features of free-to-air TV, please rate each in terms of how they play a part in your reason for watching free-to-air TV? Would you say it is...

Base: C15. Watched free to air TV in the past 7 days: 2021 (n=3,337).

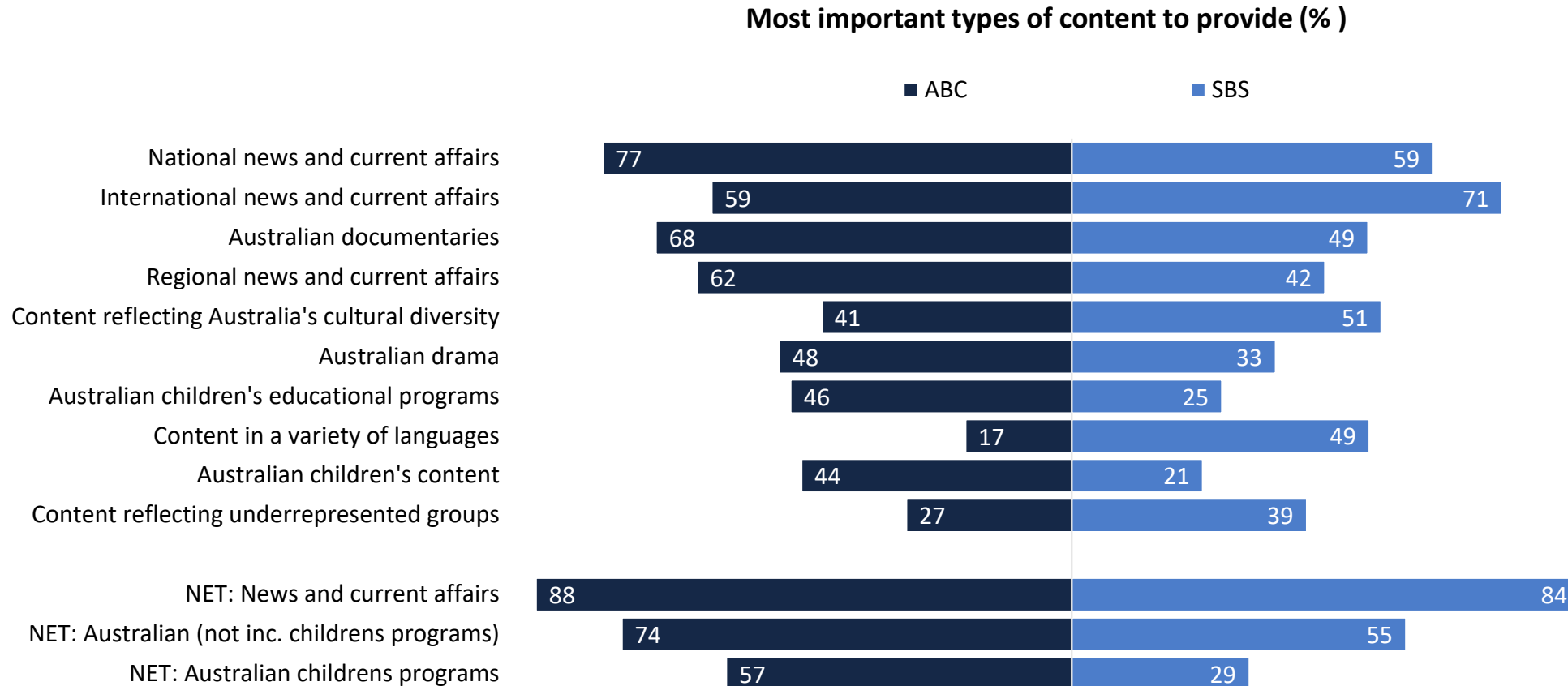
The benefits of online are its flexibility and lack of ads.



Source: C16. Thinking about the following features of online subscription services (e.g. Netflix, Binge, YouTube Premium, Stan), please rate each in terms of how they feature in your reason for watching online subscription services?
Base: C16. Watched online subscription service in the past 7 days: 2021: Total (n=2,553).



There is a greater expectation that the ABC will provide Australian content compared to SBS, while SBS should reflect diversity.



Source: C19. What are the most important types of content for the ABC to provide? C19b. What are the most important types of content for SBS to provide?
Base: Watched free to air TV in the past 7 day – 2021: Total (n=3,337).

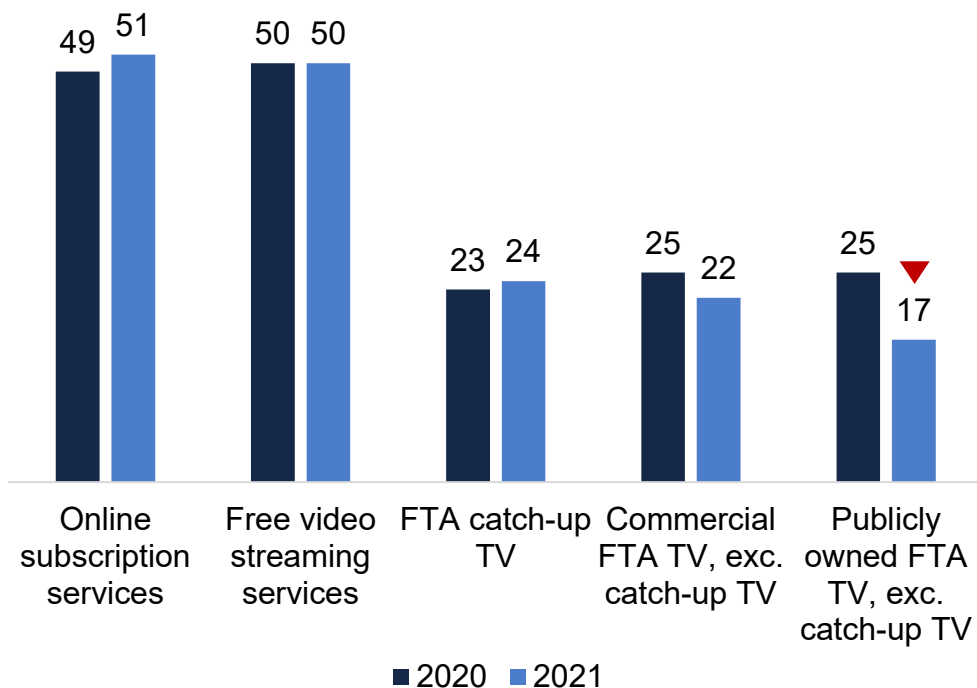


Screen Content Consumption - Children

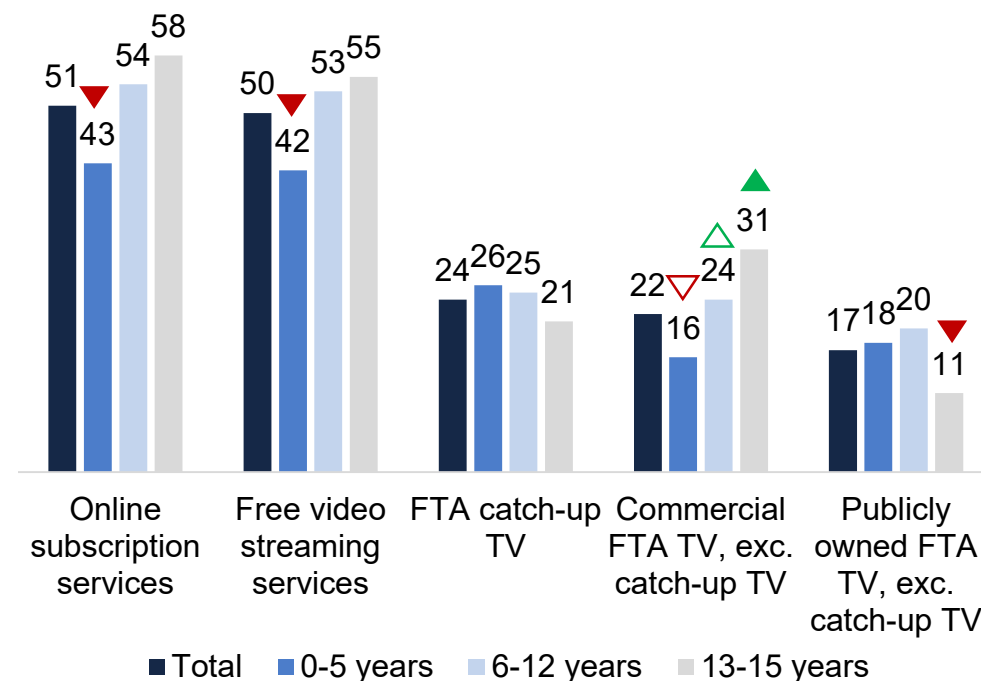


There has been a decrease in the use of publicly owned free-to-air television by children since 2020.

Watched past seven days - by year (%)



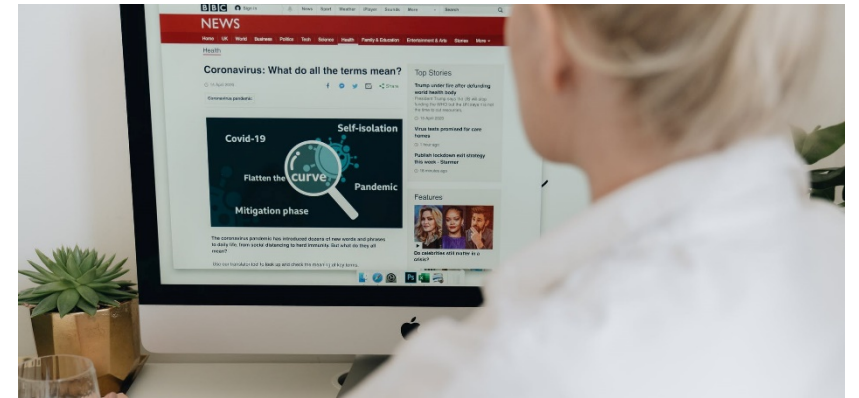
Watched past seven days – 2021 by child age (%)



Source: F1. In the past 7 days, which of the following did your child watch at home or elsewhere on any device?.

Base: All parents and guardians – 2020: Total (n=1,571). 2021: Total (n=1,603). 2021: Child aged: 0-5 (n=478), 6-12 (n=708), 13-15 (n=417).

Note: ▲ ▼ Significantly different to the other sub-group / 2020 at the 95% confidence level. ▲ ▼ Significantly different to sub-group with corresponding arrow at the 95% confidence level.

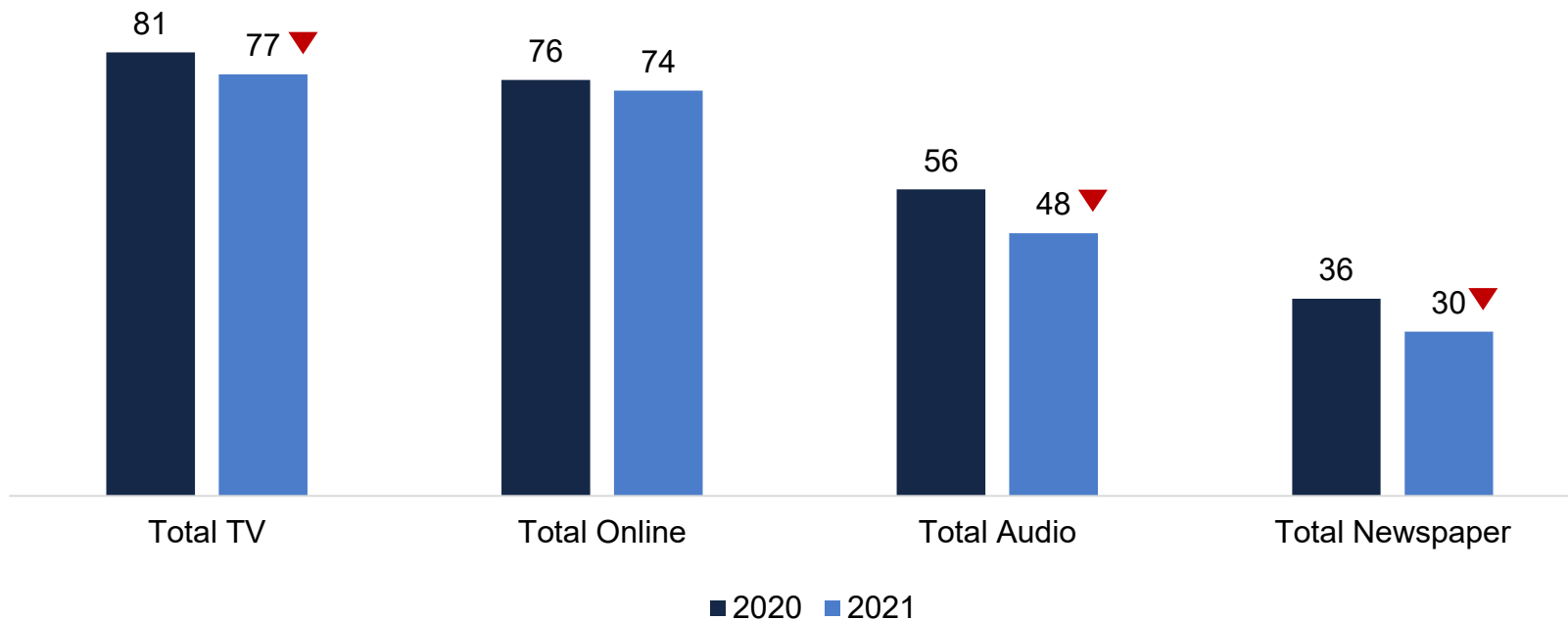


News Consumption



Television remains the top source for viewing news.

News consumption - by year (%)



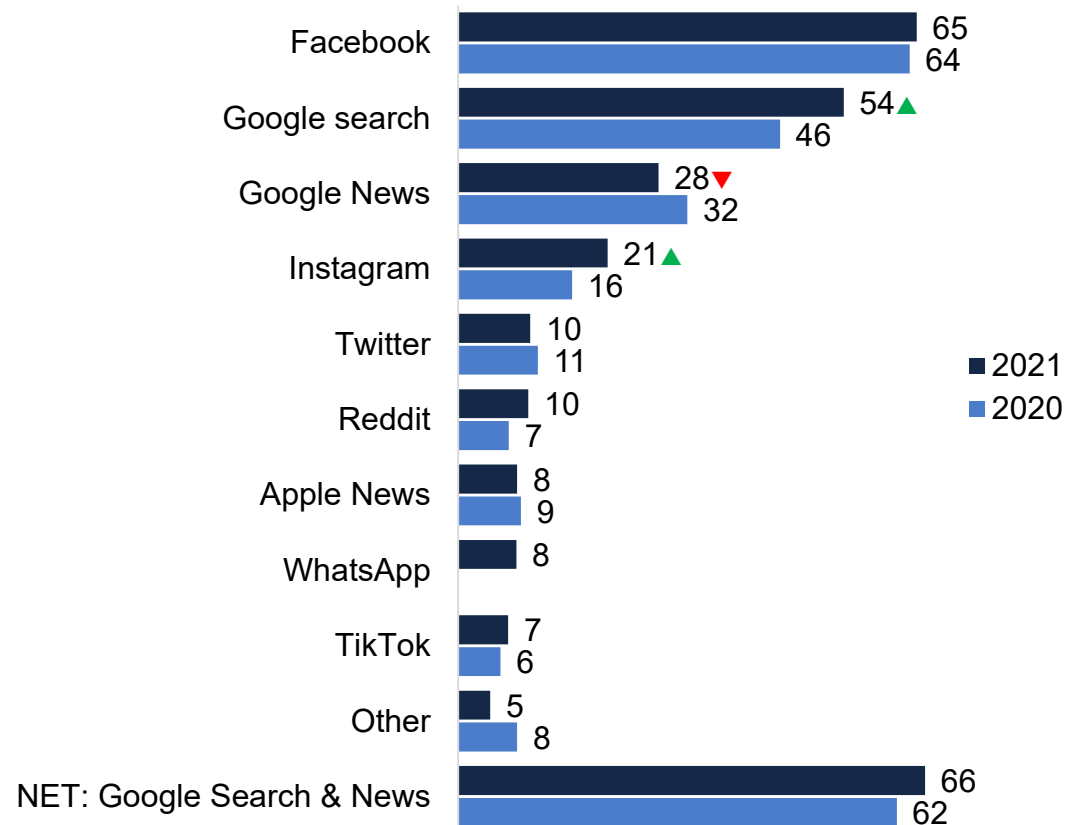
TV = live, catch-up and pay TV
Online = website / app, social media, online search engine
Audio = radio, podcast
Newspaper = local, state and national print

Source: D2. In general, how do you access news and current affairs?
Base: All respondents – 2020 (n=4,096), 2021 (n=4,135).
Note: ▲ ▼ Significantly different to 2020 at the 95% confidence level.



Facebook, Google search and Google News were the most used websites to access news online.

Online websites or apps used to access news (%)



Source: D4. Which online websites or apps do you use to access news and current affairs?

Base: Consumed news via 'Search engine' or 'Social media' in D2 – 2020 (n=1,971), 2021 (n=1,818).

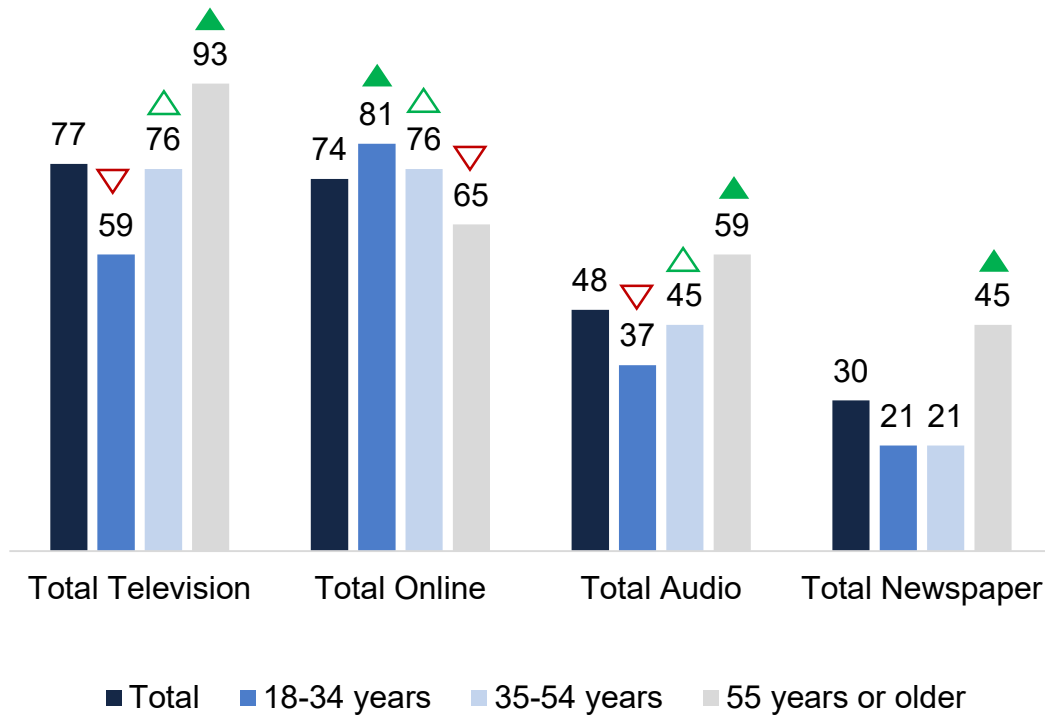
Note: Platforms with incidence <5% are not shown. 'NET: Google search & News' includes: 'Google search' and 'Google News'.

▲▼ Significantly different to 2020 at the 95% confidence level.

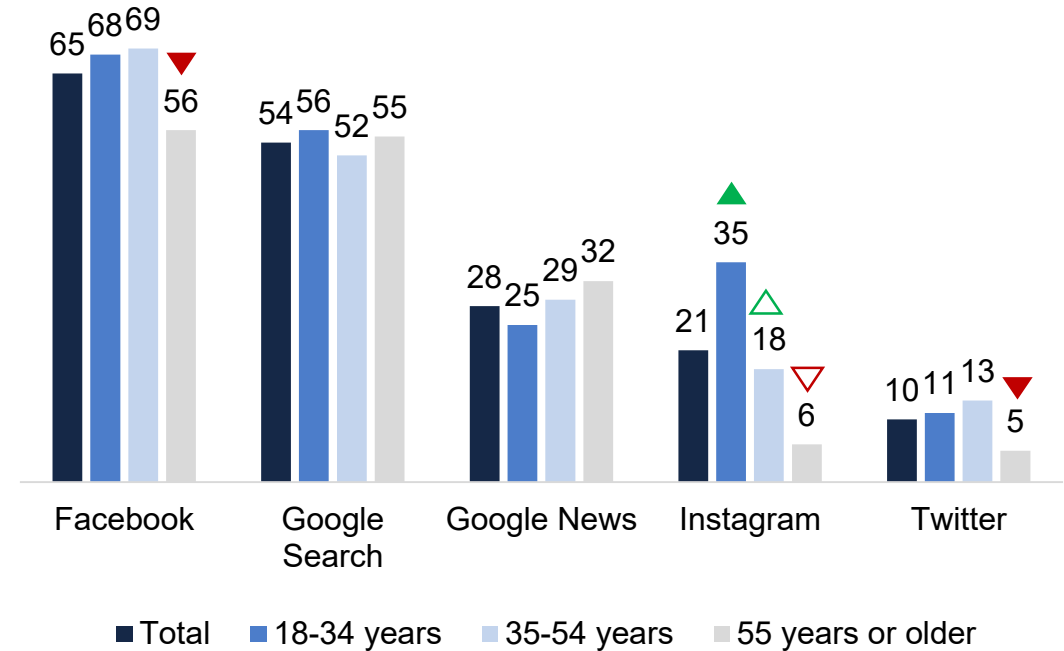


Older respondents are more likely to access news by television, audio sources and newspapers than younger respondents.

General news sources - by age (%)



Online news sources - by age (%)



Source: D2. In general, how do you access news and current affairs? D4. Which online websites or apps do you use to access news and current affairs?

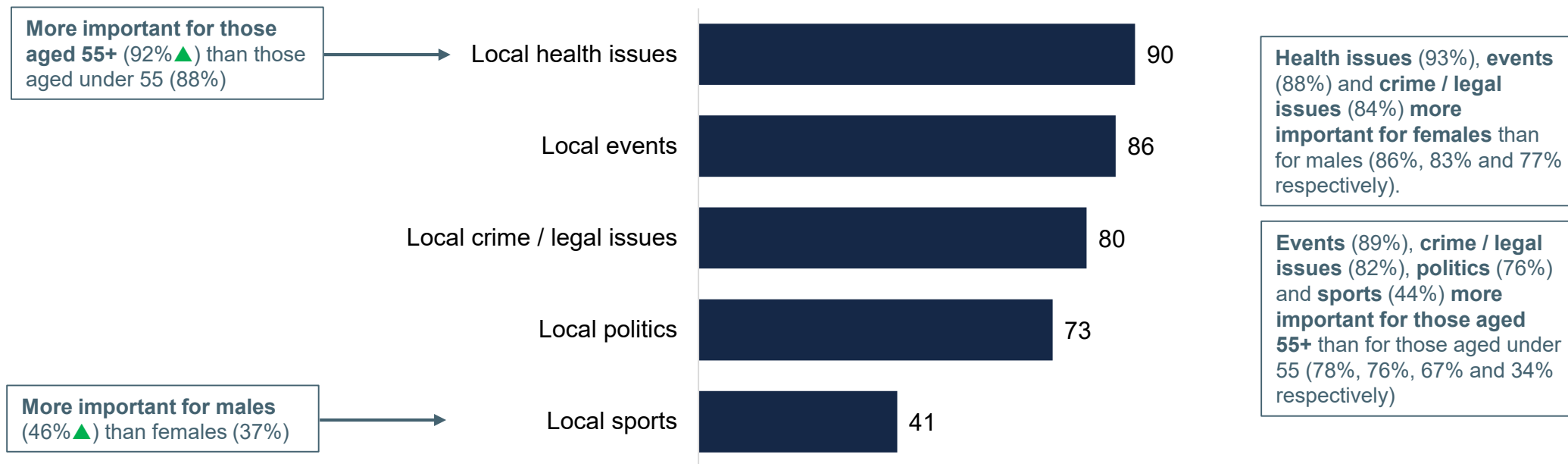
Base: D2. All respondents: Total (n=4,135), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659). D4. Consumed news via 'Search engine' or 'Social media' – Total (n=1,818), 18-34 (n=429), 35-54 (n=795), 55 or older (n=592).

Note: ▲ ▼ Significantly different to the other sub-group at the 95% confidence level. ▲ ▼ Significantly different to sub-group with corresponding arrow at the 95% confidence level.



Local health issues and events are the two main reasons for watching local news.

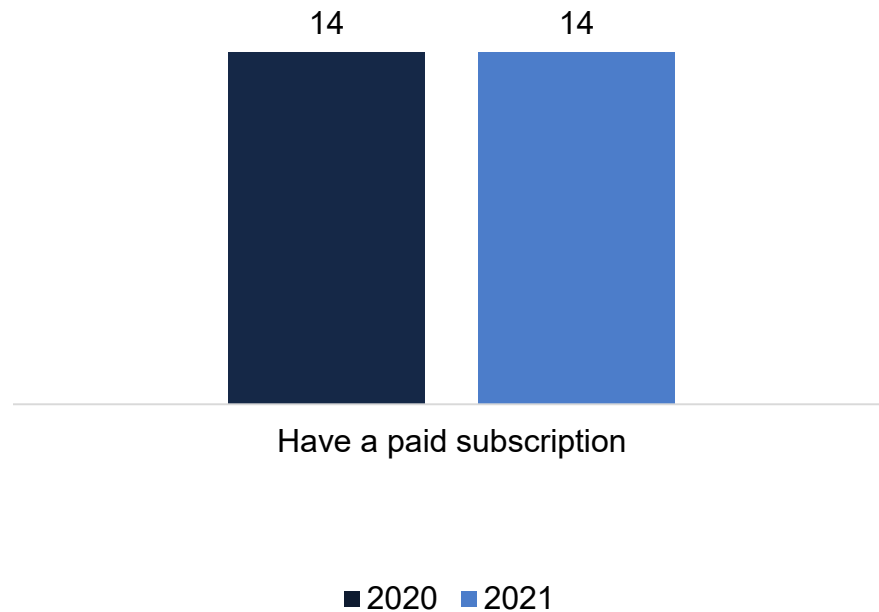
Local news topics - somewhat / very important (%)



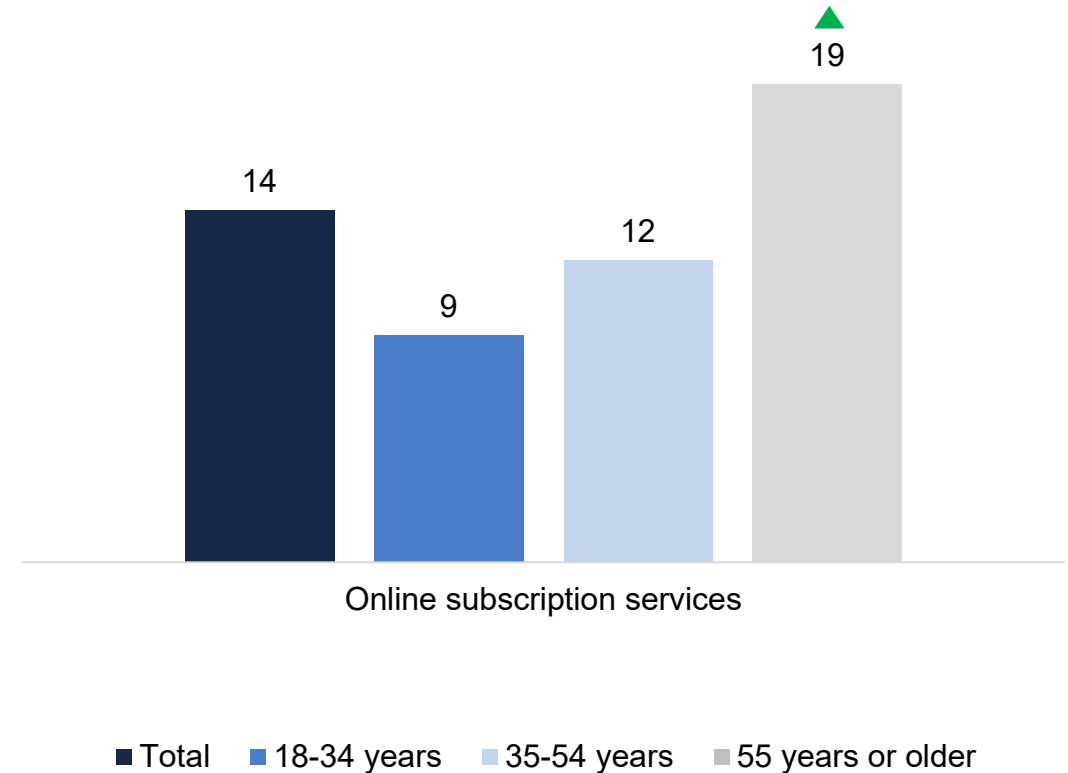
Source: D16. Thinking now about watching local news and coverage of various topics, how important are each of the following topics for you...
Base: All respondents: n=4,135.

Older people are the most likely to have a paid online news subscription despite accessing online news less than younger people.

Have a paid new subscription - by year (%)



Have a paid news subscription – by age (%)



Source: D5. Do you currently have a paid news and current affairs subscription? This includes print or digital subscriptions to news and magazine publications.

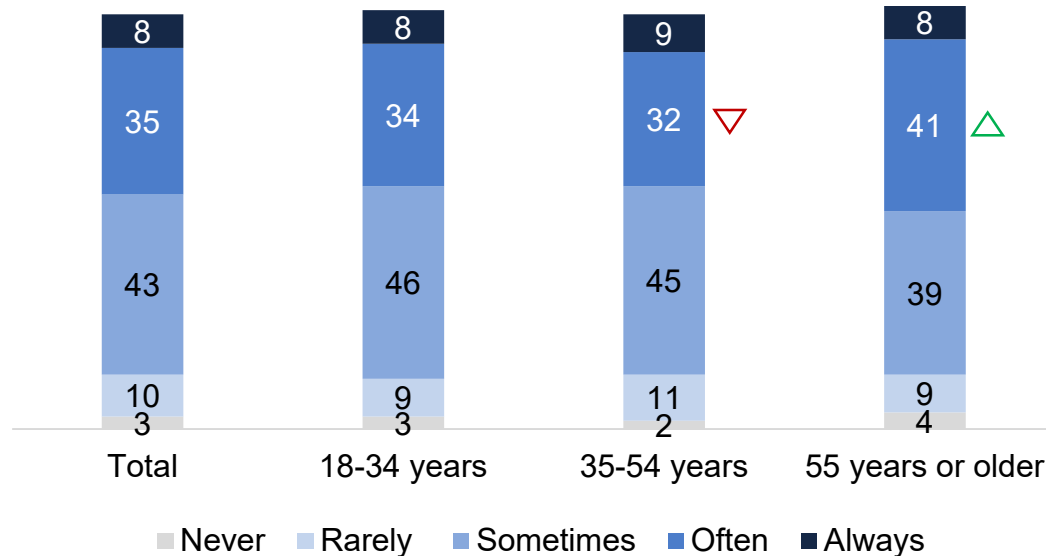
Base: All respondents – 2020: Total (n=4,096), 2021: Total (n=4,135), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659).

Note: ▲ ▼ Significantly different to the other sub-group / 2020 at the 95% confidence level.

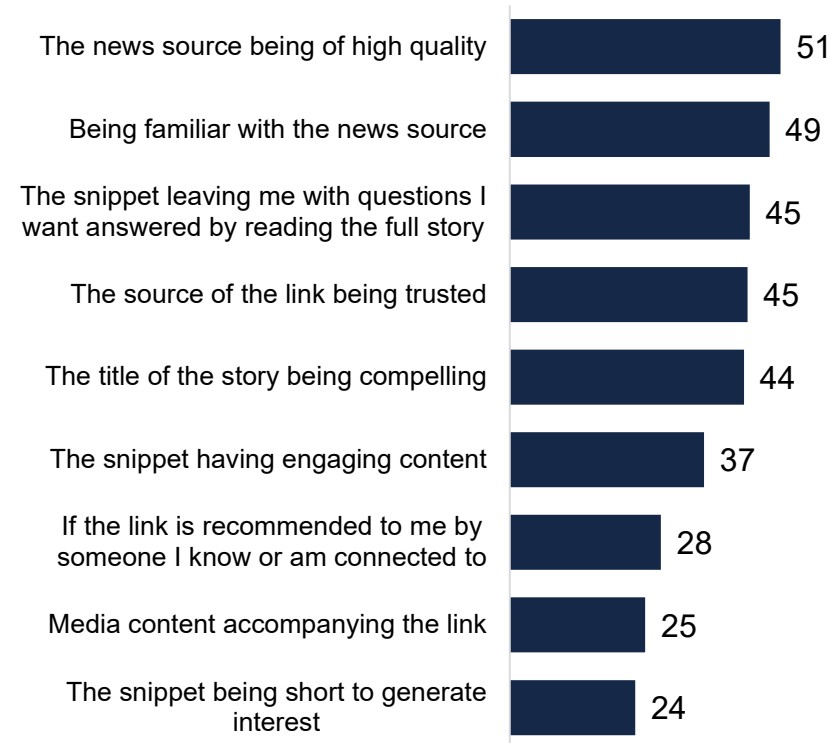


A news source being high quality, familiar, and trusted are key reasons people click through to them.

Frequency clicks through to news publisher
- by age (%)



Reasons for clicking through (%)



Source: D12. When you find a news story of interest in search results or on social media websites, how often do you typically click through to the full story on the news publisher? D13. Which of the following factors are most important to you when deciding whether to click through to a news story on a subject that interests you?

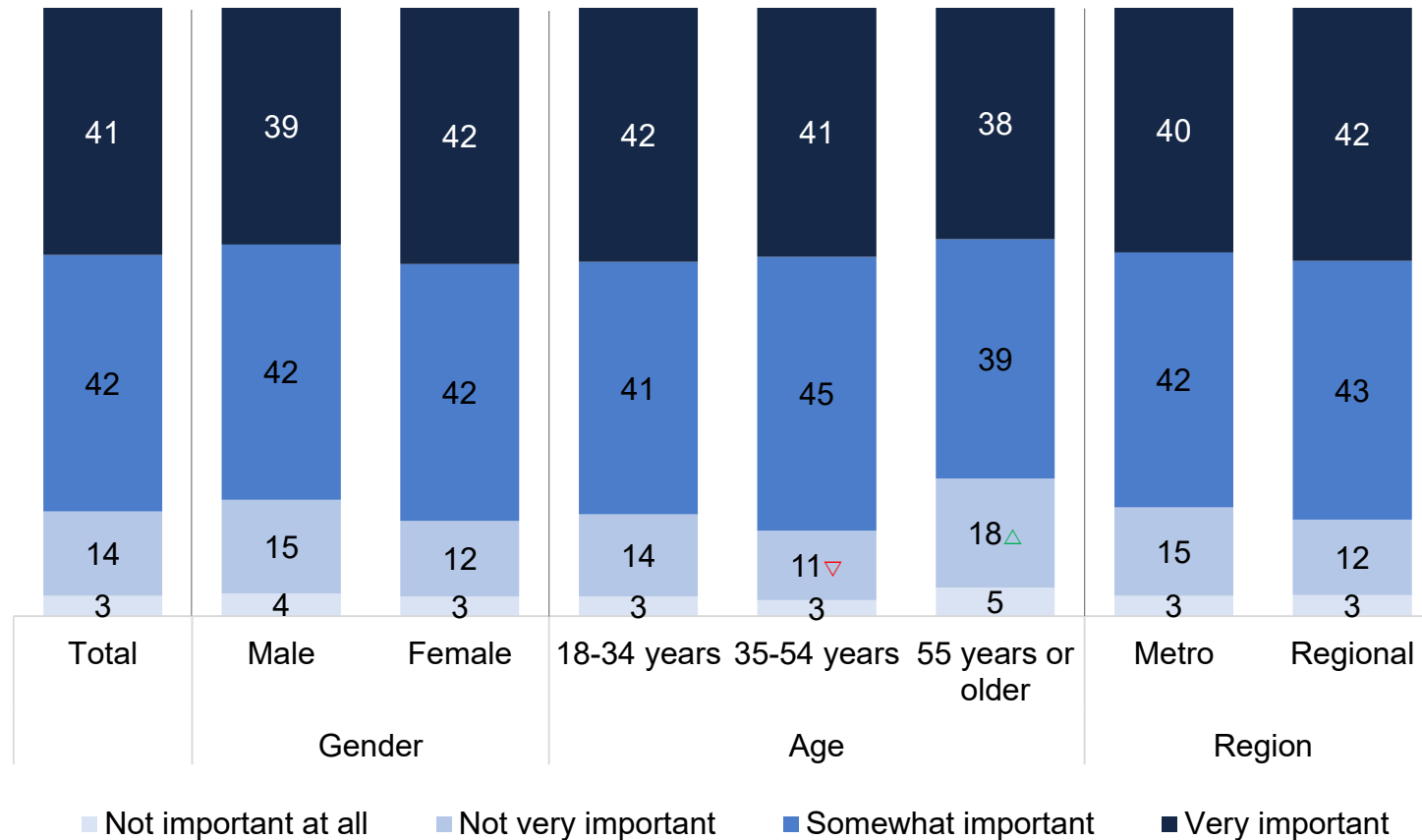
Base: D12. Accessed news online: Total (n=1,819), 18-34 years (n=429), 35-54 years (n=795), 55 years or older (n=593). D13. Clicked through to news articles: Total (n=1,772).

Note: △ ▽ Significantly different to sub-group with corresponding arrow at the 95% confidence level.



Having access to news on social media is largely seen as somewhat or very important amongst those who access news via that channel.

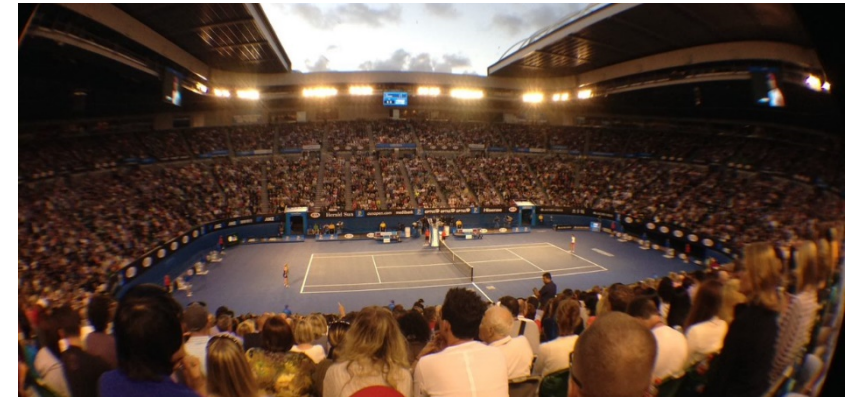
Importance of accessing news on social media (%)



Source: D14. How important is it to you to have access to news on social media?

Base: Accessed news via social media: Total (n=1,350), Male (n=509), Female (n=832), 18-34 years (n=367), 35-54 years (n=611), 55 years or older (n=371), Metro (n=921), Regional (n=429).

△▽ Significantly different to sub-group with corresponding arrow at the 95% confidence level.

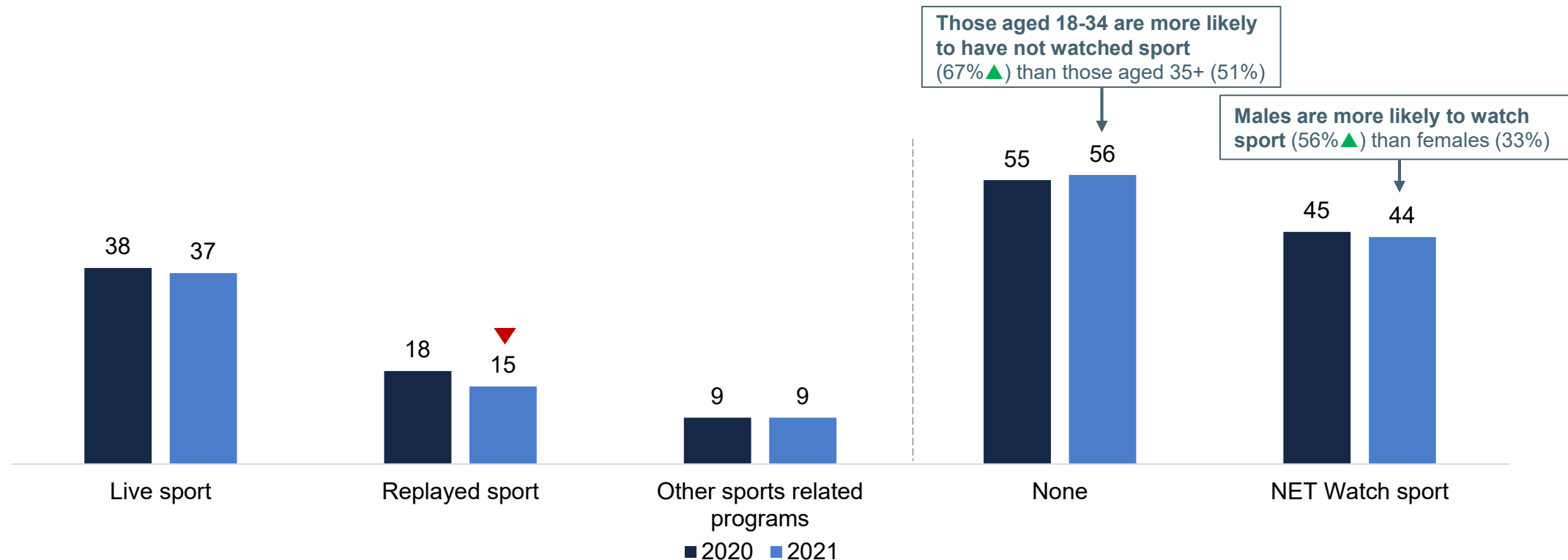


Sports Consumption



Less than half of respondents had watched sport in the previous seven days. Live sport was the main type of sport consumed.

Type of sport content consumed - by year (%)



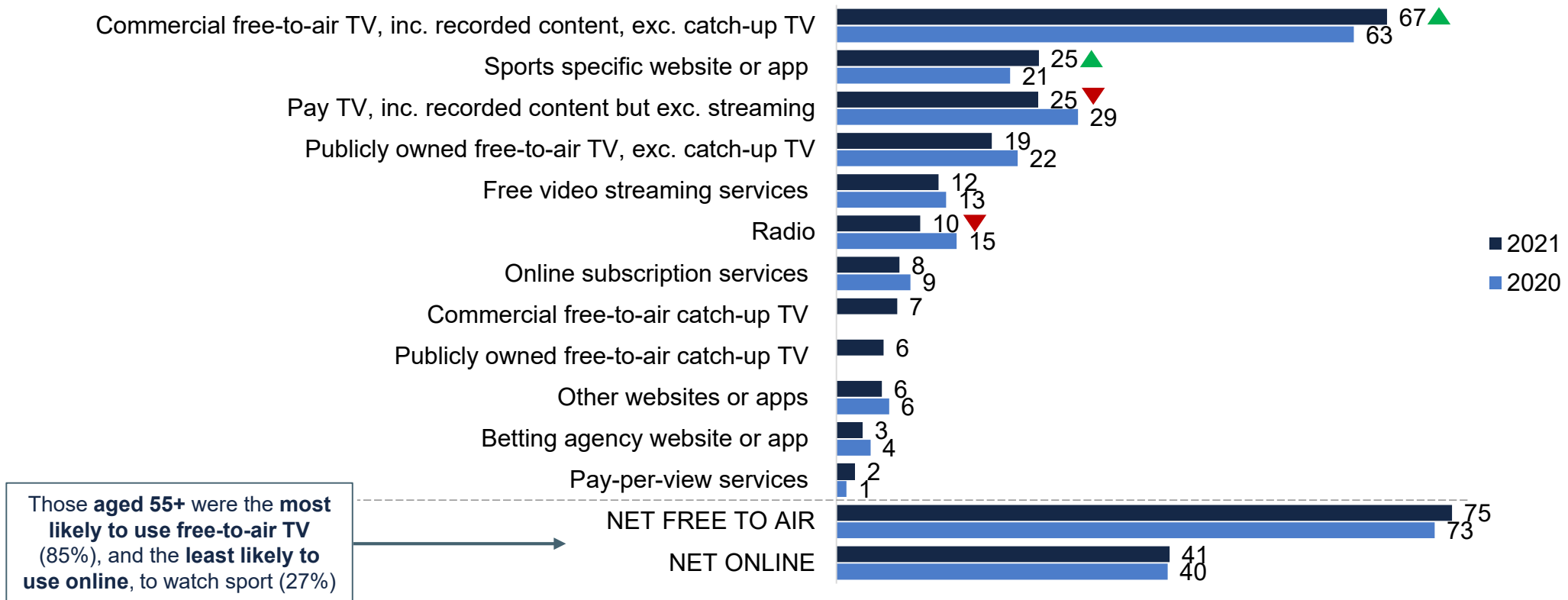
Source: E1. The next questions were about sports related programs. In the past 7 days, did you watch or listen to...?

Base: All respondents – 2021: Total (n=4,135). 2020: Total (n=4,096).

Note: ▲ ▼ Significantly different to 2020 at the 95% confidence level.

There was increased incidence of commercial free-to-air television and sports websites and apps use to watch sport since 2020.

Channels used to consume sport in past seven days (%)

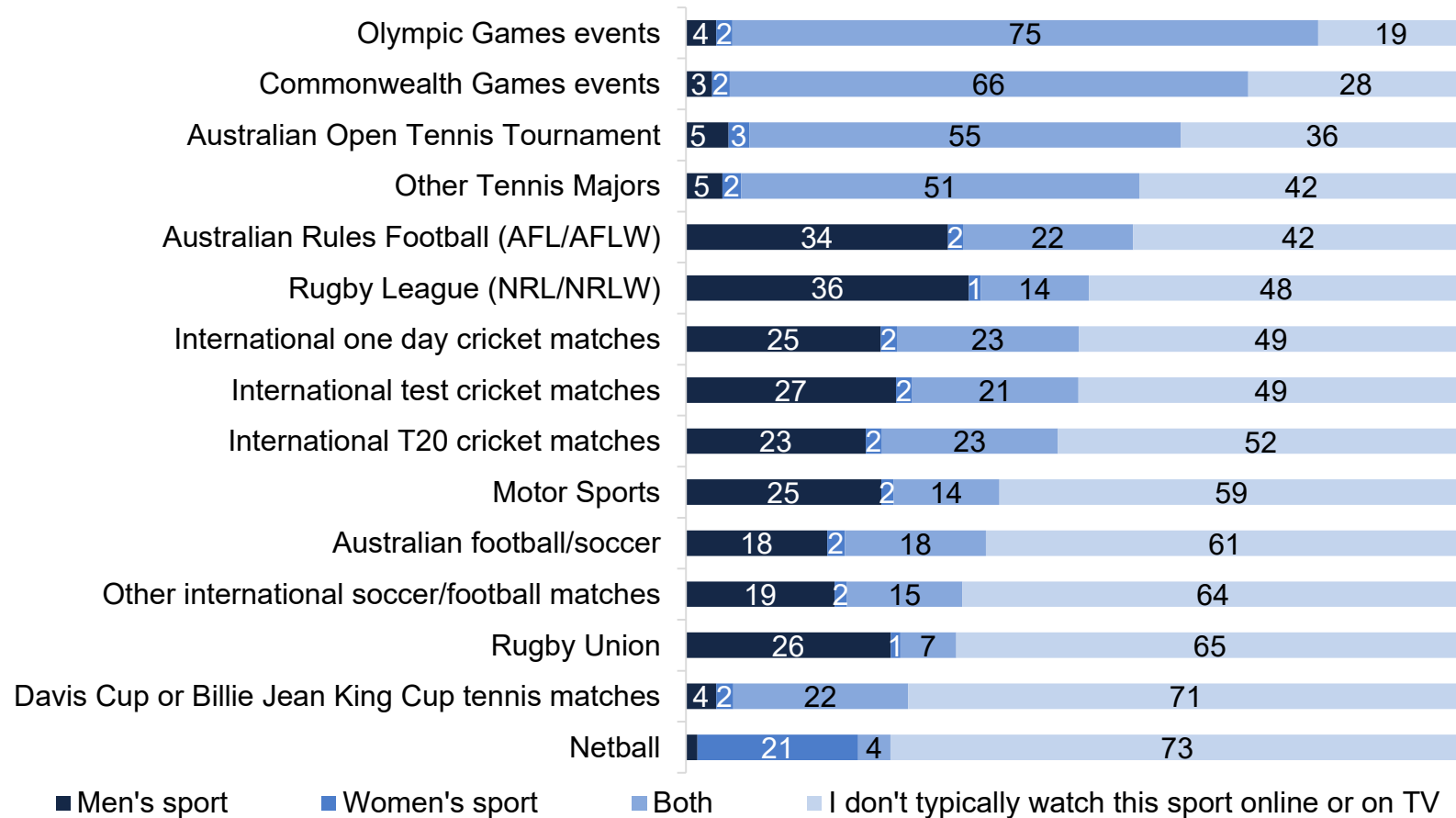


Source: E2. How did you watch or listen to sports related programs in the past 7 days?
Base: Consumed sport in last seven days at E1 – 2021 (n=1,924), 2020 (n=1,903).
Note: ▲ ▼ Significantly different to 2020 at the 95% confidence level.



The most commonly viewed sports were the Olympic Games, Commonwealth Games, and Australian Open.

Sports consumed across normal year by gender (%)



Source: E4. Which of the following sports events do you typically watch online or on TV during a normal year? For each sport please indicate whether you typically watch women's, men's, both or neither.
Base: Consumed sport – 2021: (n=2,659).

Background

Survey Scope

Australians' media content consumption behaviours, specifically the:

- screen and news content they consume
- distribution channels/technology that the content is delivered by, and
- devices used to watch screen content.

Survey Purpose

- Inform Government about how Australians consume media content, and their views about different ways of consuming content
- Inform future work on media and content policy, and
- Establish a robust evidence base for the development of policy.

Methodology

Overview



- n = 4,135 respondents



- 14 Sept to 5 Oct 2021



- Sample: Australian population



- Data representative of the Australian adult population

Research Methodology

- Mixed-mode approach, comprising quantitative online and telephone surveys conducted via the Social Research Centre's national probability-based online panel, known as Life in Australia™.
- Boost of parents of children aged 15 and younger using an online non-probability sample.
- Weighted to increase accuracy and representativeness.