



2021 Media content consumption survey

Key results

January 2022



What Australians are using to watch screen content

- **Online subscription services** and commercial free-to-air television were the **most popular ways to watch screen content in 2021**. **Sixty-two per cent** of Australian adults reported watching screen content on an online subscription service, and **58% for commercial free-to-air television** (compared to **60%** and **61%** respectively in 2020).
- Free video streaming services (**56%**) and publicly owned free-to-air television (**50%**) were the next most popular ways to watch screen content in 2021.
- **Seventy-nine per cent** of Australian adults had access to at least one streaming service in their household.



How children are watching screen content

- Parents/guardians cited online subscription services (**51%**) and free video streaming services (**50%**) as the most popular ways for their child to watch screen content. **Twenty-two per cent** of parents/guardians cited that their child watched commercial free-to-air broadcast television.
- Those in regional areas were more likely to have a child that watched online subscription services (**57%**), than those in metro areas (**48%**).



How do Australians choose how to watch screen content?

- Viewers of online subscription services were most likely to rate 'the ability to watch what I want, when I want' (**89%**) and that there are 'no advertisements' (**76%**) as an essential or a main reason to watch these services. The least important attributes were news and sporting content.
- Viewers of free-to-air television were most likely to rate that it is 'easy to access' (**69%**) and that it has 'national or international news' (**66%**) as an essential or main reason for watching this service. The least important reasons were sporting content and picture quality.





How much sport Australians are watching

- **Forty-four per cent** of Australian adults watched sport content. Men (**56%**) and those aged 55 plus (**53%**) were more likely to have watched sport content.
- Commercial free-to-air television was the most popular way to watch sport content (**67%**), followed by sport websites or apps and pay TV (both **25%**).
- Those aged 55 plus (**85%**) were more likely to use commercial and publicly owned free-to-air television. Those aged 18-34 were more likely to watch sport online (**62%**). Regional Australians were more likely to use commercial free-to-air television.
- **Sixty-one per cent** watched or listened to men's sport while **35%** watched or listened to both men's and women's sports.



How news is being accessed

- **Eighty-six per cent** of Australian adults did not report having a paid news subscription.
- **Fifty-nine per cent** accessed news via commercial free-to-air television (down from **63%** in 2020), followed by a news website or app (**49%**) and radio (**44%** down from **52%** in 2020).
- Australians aged 55 and older were more likely to consume news via commercial free-to-air television (**72%**), publicly owned free-to-air television (**60%**) and radio (**57%**).
- Australians aged 34 and under were more likely to consume news via social media (**56%**) and news websites or apps (**53%**).
- Australians living in regional areas were more likely to watch commercial free-to-air television (**62%**), listen to the radio (**47%** but down from **56%** in 2020) and read local print newspapers (**21%** but down from **28%** in 2020).



Methodological overview

- The 2021 survey was conducted from 14 September to 5 October 2021.
- A total of 4,135 surveys were completed via online and telephone surveys using the Social Research Centre's national probability-based online panel - Life in Australia™ and a boost of parents or guardians of children aged 15 and younger using an online non-probability sample.
- Questions generally asked about respondent's use of media in the last 7 days. A detailed analytical report, including questions asked, is available on the department's website.

