Media content consumption survey: Analytical Report

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Social Research Centre

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Background

This report presents the findings from the 2021 Media Content Consumption Survey (the Survey) conducted for the Department of Infrastructure, Transport, Regional Development and Communications (the Department). The Survey aims to explore Australian's 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.

This was the second iteration of the Survey, with data collection undertaken by the Social Research Centre in 2020 and 2021. The main changes to the 2021 Survey included the:

- addition of questions about the types of content the ABC and SBS should provide
- asking of reasons for watching free-to-air television and online subscription services
- addition of frequency of accessing news via social media and search engines
- rating of importance for various local news topics
- asking of types of sports watched, and
- removal of some questions about Australian specific content.

The research methodology was a 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™ and a boost of parents or guardians of children aged 15 and younger using an online non-probability sample. The in-scope population was Australians aged 18 years and older, residing in Australia, and a total of n=4,135 surveys (CATI and online) were completed from 14 September to 5 October 2021. The data was weighted to minimise the average bias (i.e., the difference between the general population and the survey population) and to maximise the representativeness of the sample.

Screen content consumption key findings

The key findings related to screen content consumption are shown in Table 1. Overall, almost all (98%) respondents consumed screen content in the past seven days. Online subscription services (62%) and commercial free-to-air TV (58%) were the most common channels used to watch screen content. The former was more likely to be used by females (65%), those aged 18-34 years (78%) and those in metropolitan areas (64%); whereas the latter was more likely to be used by those aged 55 years or older (76%) and those living in regional areas (62%). Free video streaming services (56%) and publicly owned free-to-air TV (50%) were also commonly used to watch screen content, particularly amongst males (61% and 53% respectively). There was decreased use of commercial (58%) and publicly owned free-to-air television (50%) to watch screen content in 2021 compared to 2020 (61% and 53% respectively), and increased use of pay-per-view services (8% in 2021, 5% in 2020).

Televisions (52%) and mobile phones (48%) were the most common devices used to watch screen content. Those aged 55 years or older (62%), and those living in regional areas (56%), were more likely to use televisions; whereas respondents aged 18-34 (66%) and those living in metropolitan areas (50%) were more likely to use mobile phones.

Most respondents have access to at least one streaming subscription service in their household (79%), with those aged 18-34 (89%) and those living in metropolitan areas (81%) most likely to have access. Respondents aged 18-34 (61%) were more likely to have two or more streaming subscription services in their household. Netflix (67%) is the most common video streaming subscription service. An increased proportion of respondents reported that their household has access to the Disney+ (27% in 2021, 18% in 2020), Stan (26% in 2021, 21% in 2020), Amazon Prime Video (22% in 2021, 16% in 2020), Kayo (11% in 2021, 7% in 2020), Apple TV+ (11% in 2021, 9% in 2020), and Binge (9% in 2021, 4% in 2020) streaming services in 2021 compared to 2020.

Table 1 Screen content consumption key findings

Topic	Highest survey results	Sub-groups with higher results (Compared to other sub-groups)
Consumed screen content in past seven days	Consumed screen content in past seven days (98%)	• None
Channels used to watch screen content in the past seven days	Online subscription services (62%)	• Females (65%) • 18-34 years (78%) • Metro (64%)
	Commercial free-to-air TV (58%) ▼3%	• 55 years or older (76%) • Regional (62%)
	Free video streaming services (56%)	• 18-34 years (72%) • Males (61%) • Metro (58%)
	Publicly owned free-to-air TV (50%) ▼3%	• 55 years or older (70%) • Males (53%)
Devices used to watch screen content on average per week	Television (52% at least once a day)	• 55 years or older (62%) • Regional (56%)
	Mobile phone or smartphone (48% at least once a day)	• 18-34 years (66%) • Metro (50%)
Most common video streaming subscription service	Netflix (67%)	• Females (70%) • 18-34 years (80%)
Number of household streaming subscription services	One (25%)	• None
	Two (21%)	• 18-34 years (23%) • 35-54 years (23%)
	Three or more (26%)	• 18-34 years (38%) • 35-54 years (29%)
	Do not have streaming subscription (26%)	• 55 years or older (41%) • Regional (30%)

▲▼ Significant increase / decrease compared to 2020 at the 95% confidence level.

Children's screen content consumption key findings

Parents or guardians of children aged 15 years or under were asked about their child's screen content consumption. If a respondent had more than one child aged 15 years or under, they were asked to answer questions about the child randomly selected by the survey program. The following section outlines the results about children's screen content consumption. Table 2 presents the key findings related to children's screen content consumption.

Overall, the majority of parents and guardians reported their children consumed screen content in the past seven days (89%). Online subscription services (51%) and free video streaming services (50%) are the most common channels used to watch screen content. Both were more likely to be used by children aged 13-15 (58% and 55% respectively) than other age groups. Parents and guardians were less likely to report that their children watched publicly owned free-to-air television in 2021 (17%) compared to 2020 (25%). Overall in 2021, 76% of parents and guardians reported their child had used an online channel to watch screen content compared to only 47% who had watched free-to-air content.

Table 2 Children's screen content consumption key findings

Topic	Highest survey results	Sub-groups with higher results (Compared to other sub-groups)
Child consumed screen content in past seven days	Consumed screen content in past seven days (89%)	• Children aged 6-12 (92%) • Children aged 13-15 (93%)
Channels child used to watch screen content in the past seven days	NET: Online (76%)	• Children aged 6-12 (78%) • Children aged 13-15 (82%)
	NET: Free-to-air (47%) ▼6%	• None
	Online subscription services (51%)	• Children aged 6-12 (54%) • Children aged 13-15 (58%) • Regional (57%)
	Free video streaming services (50%)	• Children aged 6-12 (53%) • Children aged 13-15 (55%)

▲▼ Significant increase / decrease compared to 2020 at the 95% confidence level.

News content consumption key findings

Table 3 presents the key findings related to news consumption. The majority of respondents reported that they consume local, state, or territory news, Australian national news (politics, current affairs, economy), or international news at least once a week (95%). Reported consumption levels were higher amongst males (96%) and those aged 55 years or older (99%). Consumption of local, state, or territory news was the highest of the three types of news (92%), particularly amongst those aged 55 years or older (97%).

Commercial free-to-air TV (59%), radio (44%), and news websites or apps (49%) were reported as the most common sources of news. There was decreased accessing of news and current affairs via television (77%), newspapers (30%) and radio (44%) in 2021 compared to 2020 (81%, 36%, 52% respectively). In 2021, those aged 55 years or older were more likely to consume news via television (93%), newspapers (45%) and radio (57%). Whereas the two younger age groups (those aged 18-34 and 35-54 years) were more likely to access news and current affairs online (81% and 76% respectively). Regional respondents were more likely to use commercial free-to-air television (62%), local print newspapers (21%) and radio (47%).

Amongst search engine or social media users, the majority reported using Facebook (65%) to access news. Facebook use was more likely for females (71%), those aged 18-34 years (68%) and 35-54 years (69%), and those in regional areas (72%). The next most commonly reported sources of news were Google Search (54%) and Google News (28%). There was increased use of Google Search (54%) and Instagram (21%), and decreased use of Google News (28%), in 2021 compared to 2020 (46%, 16%, 32% respectively).

The majority of respondents reported that they do not have a paid news subscription (86%). Those aged 18-34 years (91%) and 35-54 years (88%) were more likely to report this.

A majority of respondents reported they have sufficient choice of local news (68%). This response was more likely for those aged 55 years or older (72%).

Table 3 News content consumption key findings

Topic	Highest survey results	Sub-groups with higher results (Compared to other sub-groups)
Overall news consumption	Consume at least one type of news at least once a week (95%)	• 55 years or older (99%)
Type of news consumed	Local, state, or territory news (92% at least once a week)	• 55 years or older (97%)
General sources of news	Commercial free-to-air TV (59%) ▼4%	• 55 years or older (72%) • Regional (62%)
	Radio (44%) ▼8%	• 55 years or older (57%) • Regional (47%)
	News website or app (49%)	• Males (53%) • 18-34 years (53%) • 35-54 years (53%) • Metro (54%)
Online news sources (amongst search engine/social media users)	Facebook (65%)	• Females (71%) • 18-34 years (68%) • 35-54 years (69%) • Regional (72%)
	Google Search (54%) ▲8%	• None
	Google News (28%) ▼4%	• Males (33%)
Paid news subscriptions	Do not have a paid news subscription (86%)	• 18-34 years (91%) • 35-54 years (88%)
Sufficient choice of local news	Yes (68%)	• 55 years or older (72%)
	No (31%)	• 18-34 years (36%) • 35-54 years (31%)

▲▼ Significant increase / decrease compared to 2020 at the 95% confidence level.

Sports content consumption key findings

The key findings related to sports content consumption are shown in Table 4. Overall, fewer than half the respondents consumed sports content in the past seven days in both 2020 (45%) and 2021 (44%). Males (56%) and those aged 55 years or older (53%) were more likely to have consumed sport.

Amongst those who consumed sport content in the past seven days, the most common channels they used were commercial free-to-air TV (67%), sports specific websites or apps (25%), and pay TV (25%). There were increases in the use of commercial free-to-air TV (67% in 2021, 63% in 2020), and sports specific websites or apps (25% in 2021, 21% in 2020) in 2021 compared to 2020 and decreases in the use of publicly owned free-to-air TV (19% in 2021, 22% in 2020), and radio (10% in 2021, 15% in 2020) across the two years. Those aged 55 years or older were more likely to use commercial (80%) and publicly owned free-to-air TV (24%) while those aged 18 to 34 years were more likely to use sports specific websites or apps (37%). Regional respondents (72%) were more likely to use commercial free-to-air TV.

The sports events most commonly watched during ‘a normal year’ were the Olympic Games (81%) and the Commonwealth Games (72%) during those years events are held and the Australian Open tennis tournament (63%), followed by other tennis majors (58%) and Australian Rules Football (57%). Females (75%) and respondents aged 55 years or older (79%) were more likely to watch the Commonwealth Games. Metropolitan respondents (66%) and those aged 55 years or older (68%) were most likely to watch the Australian Open.

Table 3 Sports content consumption key findings

Topic	Highest survey results	Sub-groups with higher results (Compared to other sub-groups)
Overall sports content consumption	Consumed sports content in past seven days (44%)	• Males (56%) • 55 years or older (53%)
Channels used to consume sports content (amongst those who consumed sport in the past seven days)	Commercial free-to-air TV, excluding catch-up TV (67%) ▲4%	• 55 years or older (80%) • Regional (72%)
	Sports websites or apps (25%) ▲4%	• 18-34 years (37%)
	Pay TV, including recorded content but excluding streaming (25%) ▼4%	• 55 years or older (30%) • Metro (27%)
Sports watched (amongst those who consumed sport in the past seven days)	Olympic Games (81%)	• None
	Commonwealth Games (72%)	• Females (75%) • 55 years or older (79%)

▲▼ Significant increase / decrease compared to 2020 at the 95% confidence level.

1. Introduction

1.1. Background

The Department of Infrastructure, Transport, Regional Development and Communications (the Department) aims to provide an environment in which all Australians can access and benefit from communications services, creative experiences, and culture. In 2021, the Department engaged with the Social Research Centre to conduct the second iteration (also undertaken in 2020) of the Media Content Consumption Survey to examine media content consumption behaviours.

The findings from the Survey will inform Government about how Australians consume media content, inform future work on media and content policy, and establish a robust evidence base for the development of media and content policy.

1.1.1. Research objectives

The Survey aims to explore Australian's media content consumption behaviours, specifically the:

- content they consume (including traditional broadcast content as well as podcasts, streaming video, music and games, downloaded video, music, and games)
- distribution channels / technology that the content was delivered by, and
- devices used to watch screen content.

1.2. Methodology

The research methodology adopted for the 2020 and 2021 iterations was a 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™ and a boost of parents or guardians of children aged 15 and younger using an online non-probability sample. The in-scope population was Australians aged 18 years and older, residing in Australia.

The 2020 survey was conducted from 14 September to 28 September 2020 and the 2021 survey was conducted from 14 September to 5 October 2021.

More details on the survey methodology can be found in the Technical Report delivered to the Department (named '2722 Media Content Consumption Survey Technical Report 211029').

1.2.1. Sample structure

In 2021, a total of n=4,135 surveys were completed. This comprised of n=3,135 surveys conducted via Life in Australia™, including n=113 computer-assisted telephone interviews (CATI) and n=3,022 online surveys). An additional n=1,000 surveys were conducted with parents or guardians of children aged 15 or younger using an online non-probability sample. The average survey length of the Life in Australia™ survey was 17.9 minutes. The survey was longer for respondents completing over the phone (24.9 minutes) compared to those who self-completed online (17.6 minutes). The average survey length of the non-probability parent boost was 14.3 minutes.

The final achieved sample structure in shown in Table 4.

Table 4 Sample structure

Sub-group	Proportion %	Count n
Total	**100**	**4,135**
Gender		
Male	44	1,832
Female	55	2,285
Other / Prefer not to say	0	18
Age (7 categories)		
18-24 years	3	137
25-34 years	14	573
35-44 years	23	950
45-54 years	20	814
55-64 years	17	684
65-74 years	16	661
75 or more years	8	314
Region		
Capital City	68	2,814
Rest of State	32	1,321
State		
New South Wales	29	1,213
Victoria	26	1,075
Queensland	20	820
South Australia	9	364
Western Australia	10	423
Tasmania	3	111
Northern Territory	0	17
Australian Capital Territory	3	112
Parental status		
Parent of child aged 15 or younger	39	1,603
Not a parent of child aged 15 or younger	61	2,532
Country of birth		
Born in Australia	71	2,934
Born in mainly non-English speaking country	14	588
Born in mainly English-speaking country	11	466

1.3. Analysis

1.3.1. Weighting

The aim of the weighting process was to minimise the average bias (i.e., the difference between the general population and the survey population) and to maximise the representativeness of the sample.

Population distributions for demographic characteristics were obtained from the Australian Bureau of Statistics, and those for survey variables were obtained from Life in Australia™.

Several weighting approaches were examined and considered. Compared to the unweighted solution, the final adopted solution reduced the average bias by 92%, 51% and 63% for primary, secondary and outcome variables, respectively. More details on the weighting approach can be found in the Technical Report.

1.3.2. Significance testing

Data were analysed using Q Research Software (Q), including significance testing. Statistical testing was undertaken to establish whether the responses from one sub-group were statistically significantly different to other sub-groups. Significant differences within the following sub-groups were reported:

- Gender (male vs. female)
- Age (18-34 years vs. 35-54 years vs. 55 years or older)
- Region (metropolitan vs. regional)
- Year (2020 vs. 2021).

A z-test statistical test was used to test the difference in proportions for the same survey question for two mutually exclusive sub-groups.

Significantly higher results compared to all other sub-groups at the 95% confidence interval were indicated with a solid green up arrow (▲), results that show a significantly lower result were indicated by a solid red down arrow (▼).

Within age group significance testing, significantly higher results compared to one other age group at the 95% confidence interval were indicated with an outlined up arrow (△) and the corresponding significantly lower result was indicated by an outlined down arrow (▽).

Sub-group results were only charted if there were significant differences to report.

1.3.3. Quality assurance

All research was undertaken in compliance with the International Standard of ISO 20252 Market, opinion and social research, the Research Society code of practice, standards, the Market and Social Research Privacy Principles, and the Australian Privacy Principles.

2. Screen content

The survey included two sections that asked about screen content consumption. One section asked about the respondent's own screen content consumption. The other section asked parents or guardians of children aged 15 years or under, about their child's screen content consumption. If a respondent had more than one child under children 15 years old, they were asked to think about the child who was going to have the next birthday. The following sections outline the results about screen content consumption.

2.1. Adults' screen content consumption

2.1.1. Channels used to watch screen content

An overwhelming majority (98%) consumed screen content via at least one channel. When asked which channels they used to watch screen content in the past seven days, the most commonly selected were online subscription services (62%) and commercial free-to-air television, excluding catch-up TV (58%), as shown in Figure 1, usage of commercial free-to-air television, excluding catch-up TV in 2021 (58%) represents a decrease compared to 2020 (61%). There was also a decrease in usage of publicly owned free-to-air television excluding catch-up TV in 2021 (50%) which represents a three-percentage point decrease compared to 2020 (53%).

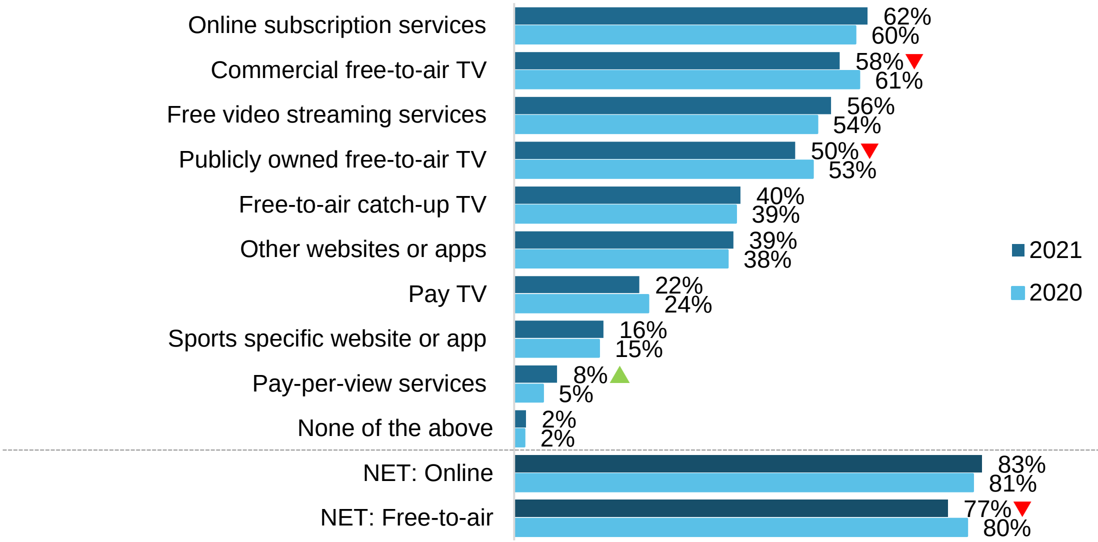
Nearly three in five respondents used free video streaming services such as YouTube, Twitch or Tubi (56%).

The least common platform to view screen content was pay-per-view services such as Google Play and Apple TV+ (8%), however this represents increased usage since 2020 (5%).

Over four in five (83%) respondents used at least one online channel, excluding free-to-air catch-up TV. Three quarters of respondents (77%) watched via a free-to-air channel which is a lower proportion than in 2020 (80%).

Overall, only a minority (2%) reported they did not use any of the channels presented to watch screen content in the past seven days.

Figure 1 Channels used to watch screen content in the past seven days – Total



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?

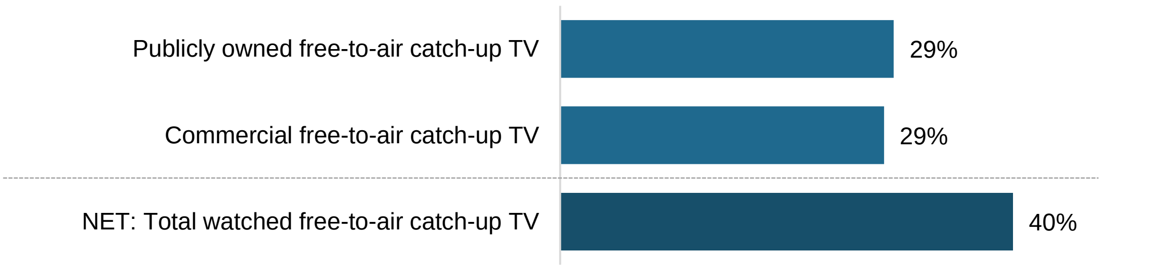
Base: All respondents – Total: 2021 (n=4,135), 2020 (n=4,096).

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (0%). 'NET: Online' includes: 'Online subscription services', 'Free video streaming services', 'Other websites or apps', and 'Sports specific website or app'. 'NET: Free-to-air' includes: 'Commercial free-to-air TV', 'Publicly owned free-to-air TV', and 'Free-to-air catch-up TV'.

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

In 2021 a new question was added to ask those who watched free-to-air catch-up television in the past seven days to indicate which type of free-to air catch-up television they watched. Both commercial and free-to-air catch-up television were watched by three in ten (29%) of all respondents in the past seven days (Figure 2)

Figure 2 Type of free-to-air catch-up TV watched in the past seven days – Total

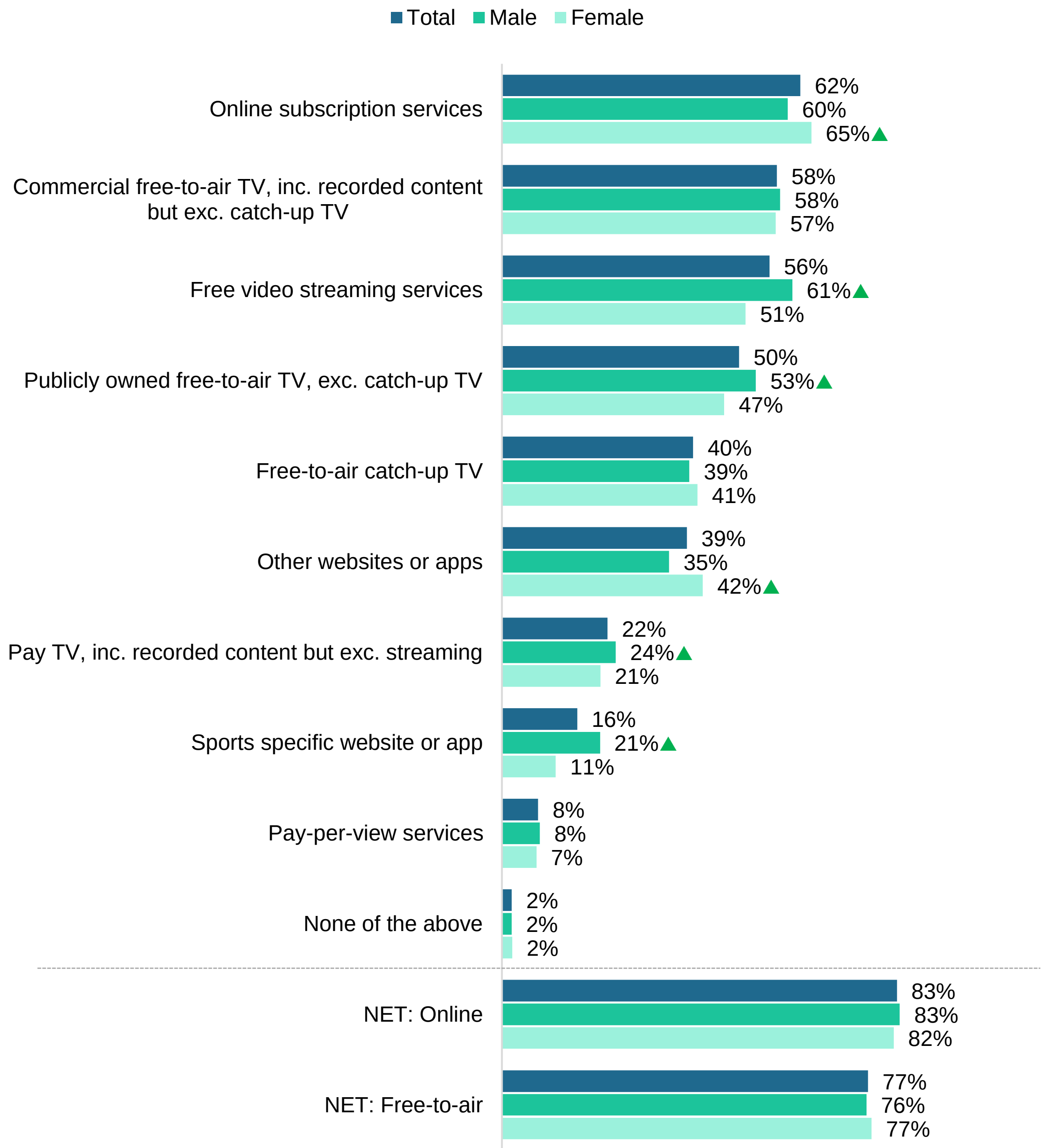


C13. Thinking about free-to-air catch up TV... Which of the following did you use to watch screen content in the past 7 days at home or elsewhere on any device?

Base: Watched screen content in past 7 days – 2021: Total: (n=4,135).

Figure 3 shows the gender differences in channels used to watch screen content in the past seven days. Females were more likely than males to use online subscription services (65%) and other websites or apps (42%) to watch screen content. Compared to females, males were more likely to use free video streaming services (61%), publicly owned free-to-air TV excluding catch-up TV (53%), Pay TV (24%) or sports specific websites or apps (21%).

Figure 3 Channels used to watch screen content in the past seven days – by gender



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? (Multiple responses).

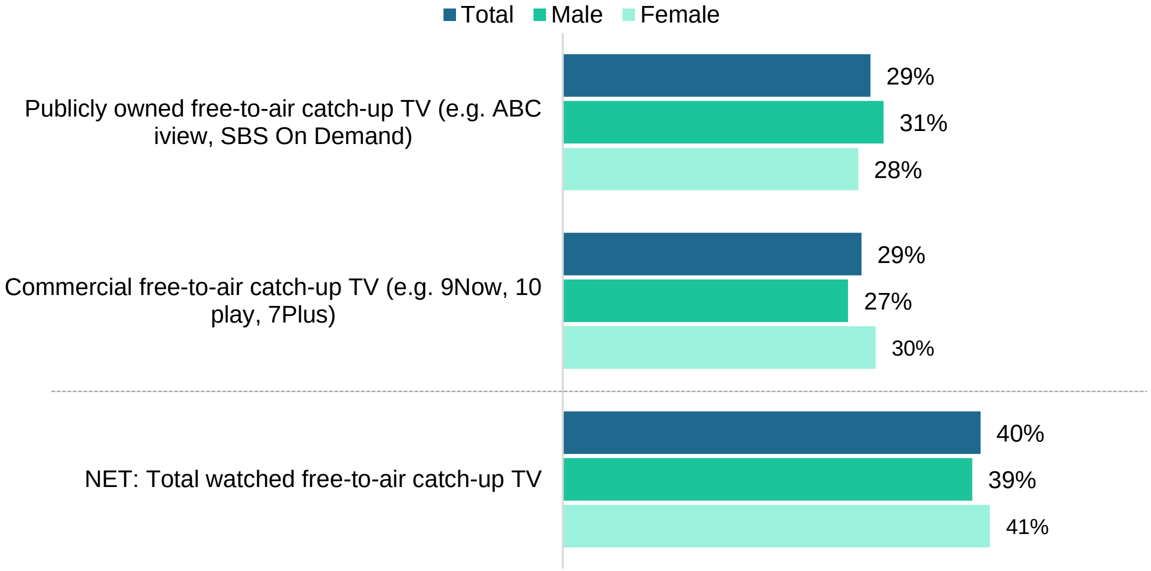
Base: All respondents – 2021: Total (n=4,135), Male (n=1,832), Female (n=2,285).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%).

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

As shown in Figure 4, there were no significant differences between females and males in the types of free-to-air catch-up television watched in the past seven days.

Figure 4 Type of free-to-air catch-up TV watched in the past seven days – by gender

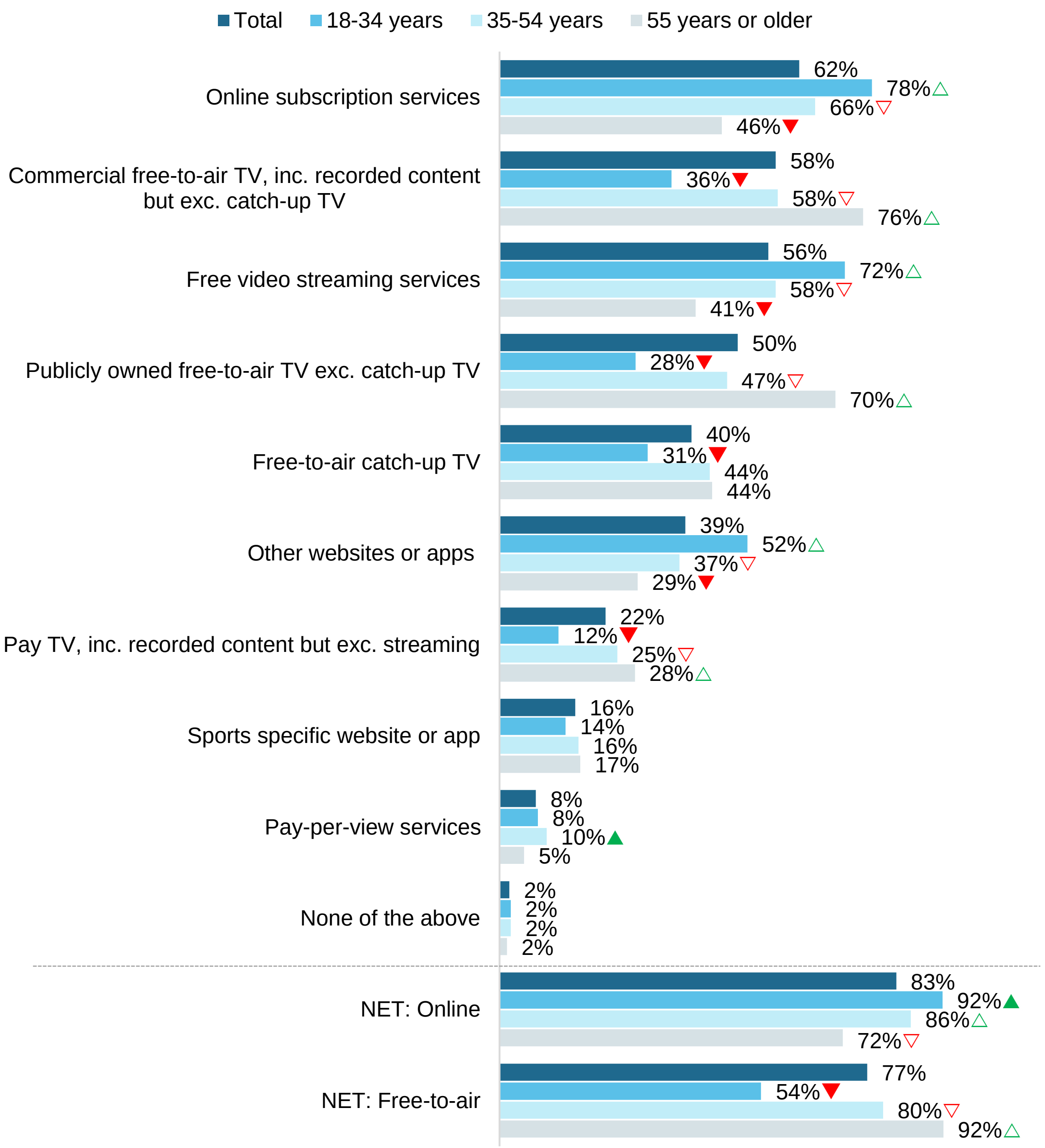


C13. Thinking about free-to-air catch up TV... Which of the following did you use to watch screen content in the past 7 days at home or elsewhere on any device?

Base: Watched screen content in past 7 days – 2021: Total: (n=4,135), Male (n=1,832), Female (n=2,285).

The channels used to watch screen content in the past seven days varied by age, as shown Figure 5 compared to other age groups, those aged 18-34 years were less likely to use free-to-air channels (54%) to watch screen content but were more likely to use online channels (92%). They were also less likely to use Pay TV to watch screen content (12%). By contrast, respondents aged 55 years or older were more likely to consume screen content via free-to-air channels (92%), and less likely to consume via online channels (72%). The decrease in watching commercial free-to-air television in 2021 shown in Figure 1 mainly occurred among respondents aged 35 to 54 years.

Figure 5 Channels used to watch screen content in the past seven days – by age



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? (Multiple responses).

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

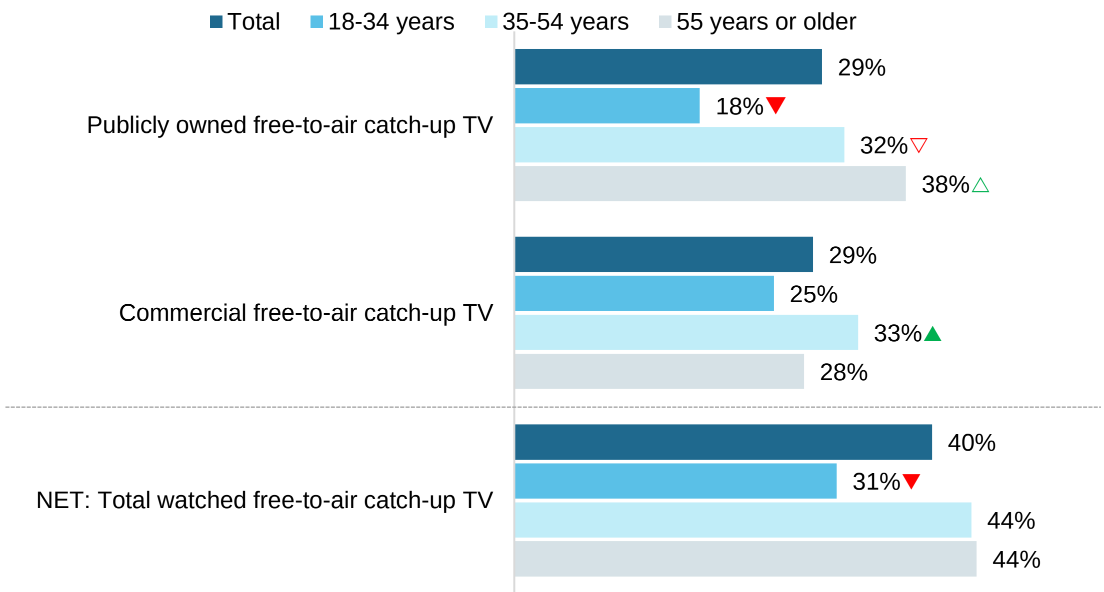
Note: The following were not shown: 'Don't know' (<1%), 'Refused' (0%).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

As shown in Figure 6, respondents aged 35-54 years were more likely to watch commercial free-to-air catch-up television (33%) compared to other age groups. Those aged 55 years or older were more likely to watch publicly owned free-to-air catch-up television (38%) compared to other age groups

Figure 6 Type of free-to-air catch-up TV watched in the past seven days – by age



C13. Thinking about free-to-air catch up TV... Which of the following did you use to watch screen content in the past 7 days at home or elsewhere on any device?

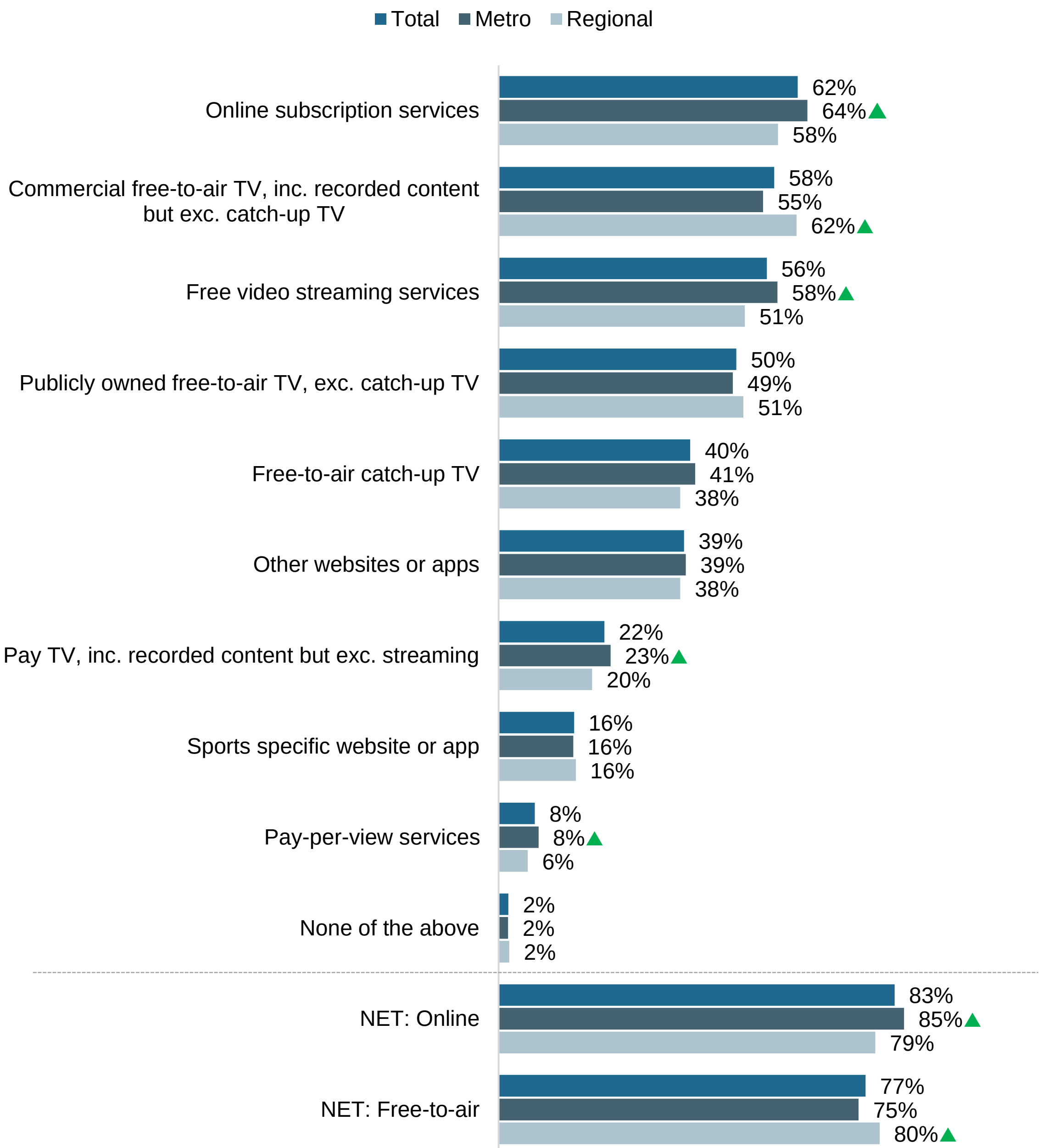
Base: All respondents – 2021: Total (n=4,135), Male (n=1,832), Female (n=2,285)

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

Figure 7 shows that the channels used to watch screen content in the past seven days also varied by region. Those living in metropolitan areas were more likely to use online channels (85%) to watch screen content, whereas those living in regional areas were more likely to use free-to-air (80%).

Figure 7 Channels used to watch screen content in the past seven days – by region



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? (Multiple responses).

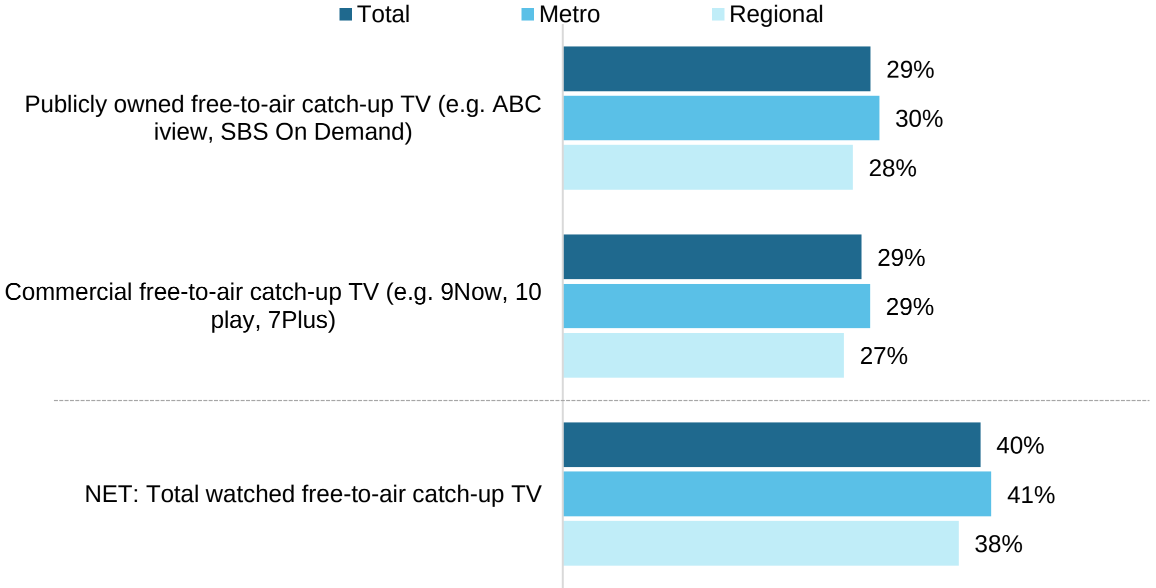
Base: All respondents – 2021: Total (n=4,135), Metro (n=2,814), Regional (n=1,321).

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (0%).

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

As shown in Figure 8, there were no significant differences between metropolitan and regional in the types of free-to-air catch-up television watched in the past seven days.

Figure 8 Type of free-to-air catch-up TV watched in the past seven days – by location



C13. Thinking about free-to-air catch up TV... 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 – 2021: Total (n=4,135), Metro (n=2,814), Regional (n=1,321).

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

2.1.2. Time spent watching screen content

Figure 9 shows the average amount of time spent watching screen content across different channels per week. To allow for direct comparisons between channels, the proportion of those who did not watch via each of the channels in the past seven days are also shown.

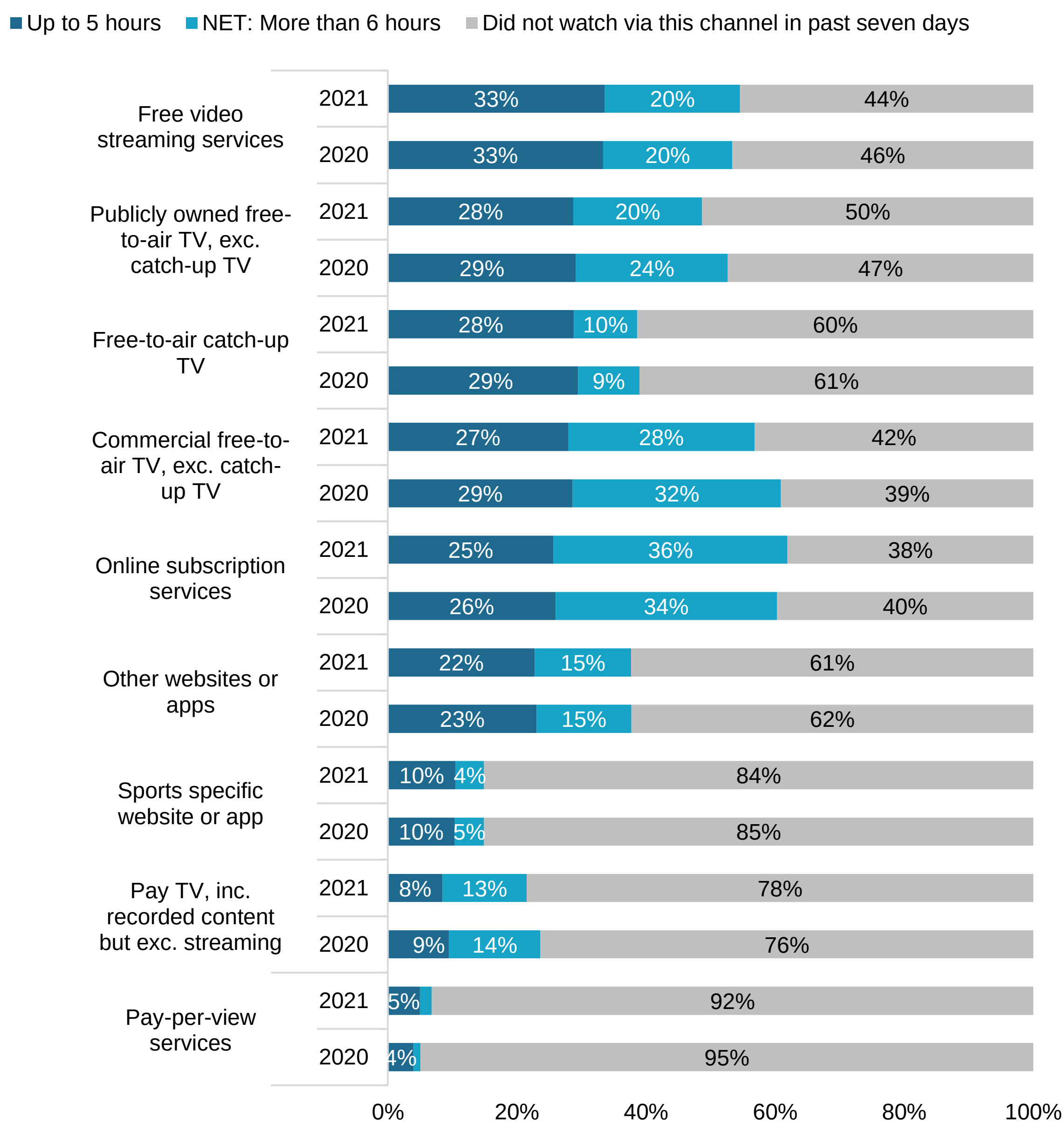
The greatest amount of time spent watching screen content in 2021 was reported for the most commonly used channels, with one in three respondents reporting they watch online subscription services (36%) more than six hours per week on average. This was followed by over one in four (28%) respondents who watch commercial free-to-air TV more than six hours per week on average.

Across all the channels, free video streaming services had the highest proportion of respondents who reported they watch screen content via this channel for five hours or less (33%).

The least amount of time was spent watching pay-per-view services, sports specific websites or apps, and pay TV.

There was an increase from 2020 to 2021 in the proportion of those who did not watch commercial (39% to 42%) and publicly owned (47% to 50%) free-to-air television in the past seven days.

Figure 9 Hours spent watching screen content per week – Total



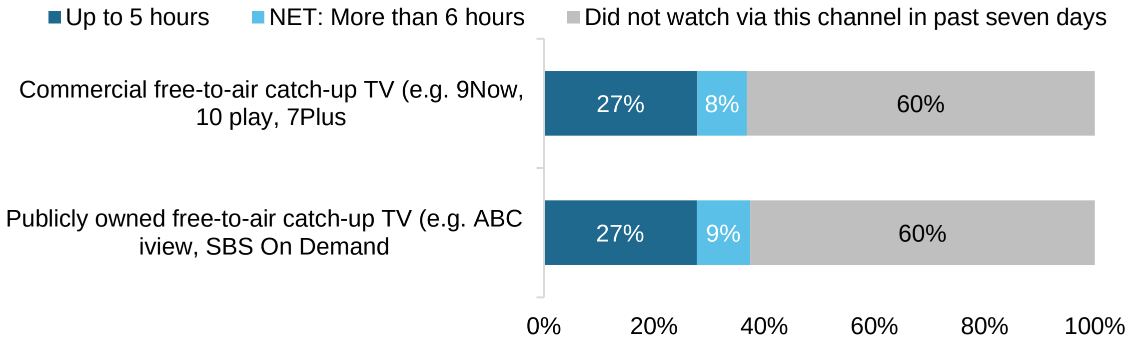
C2. On average, how many hours per week do you spend watching each of the following?

Base: All respondents – 2021: Total (n=4,135). 2020: Total (n=4,039).

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). Labels under 3% are not shown. 'NET: More than 6 hours' includes ('6-10 hours', '11-15 hours', '16-20 hours', '21-25 hours', '26-35 hours', and 'More than 35 hours').

In 2021 a new question was added to ask those who watched free-to-air catch-up television in the past seven days to indicate how much time they spent viewing those types of content in the past week, as shown in Figure 10. Both commercial and free-to-air catch-up television were watched for five hours or less by a quarter (27%) of respondents in the past week.

Figure 10 Hours spent watching free-to-air catch-up television per week – Total

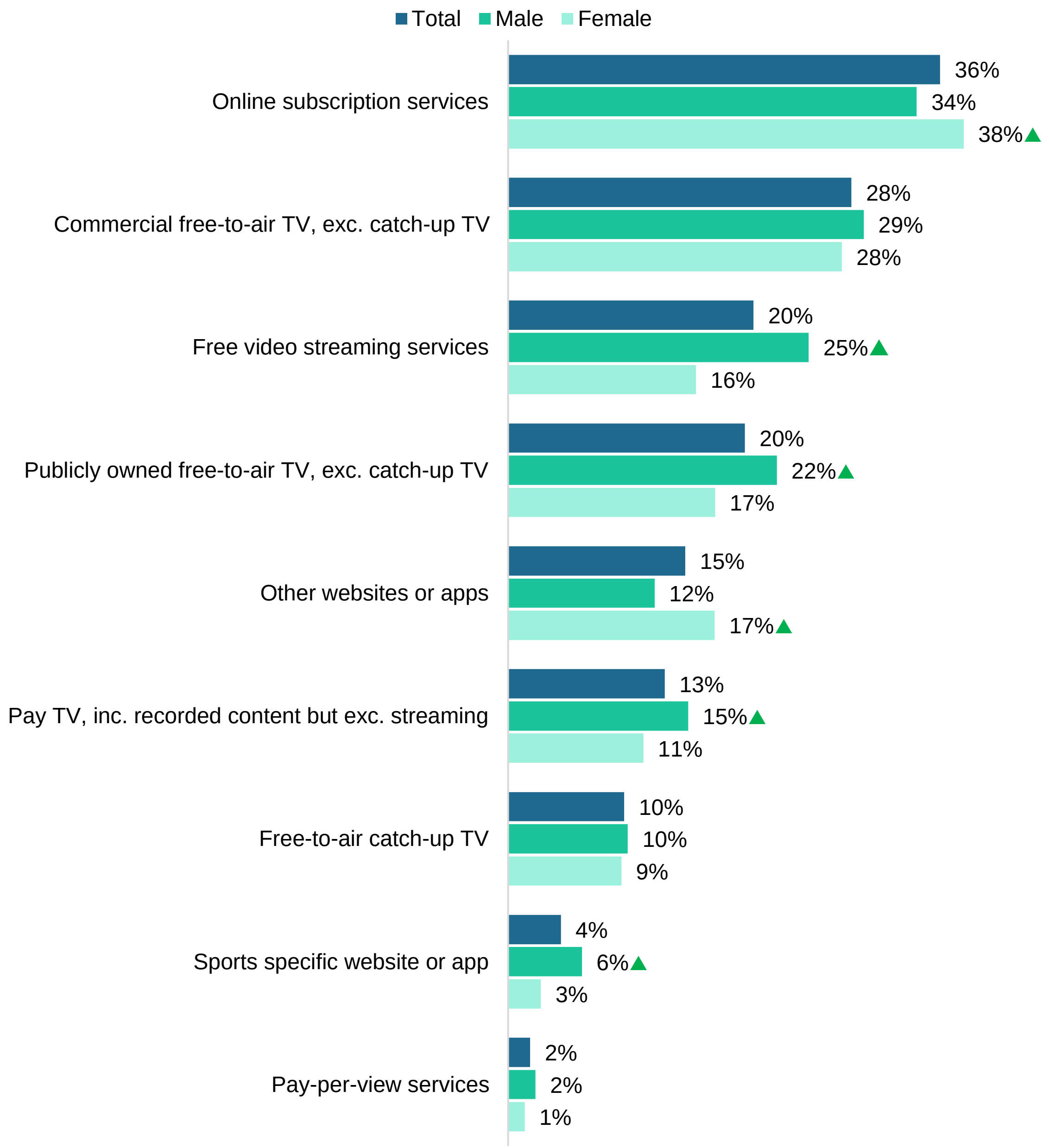


C14. On average, how many hours per week do you spend watching each of the following?
Base: All respondents – 2021: Total (n=4,135).

As shown in Figure 11, compared to females, males were more likely to spend six hours or more per week on average watching free video streaming services (25%), publicly owned free-to-air TV (22%), pay TV (15%), and sports specific websites or apps (6%).

Females were more likely than males to watch online subscription services (38%) and other websites or apps (17%) for six hours or more per week.

Figure 11 Spent six hours or more per week watching screen content – by gender



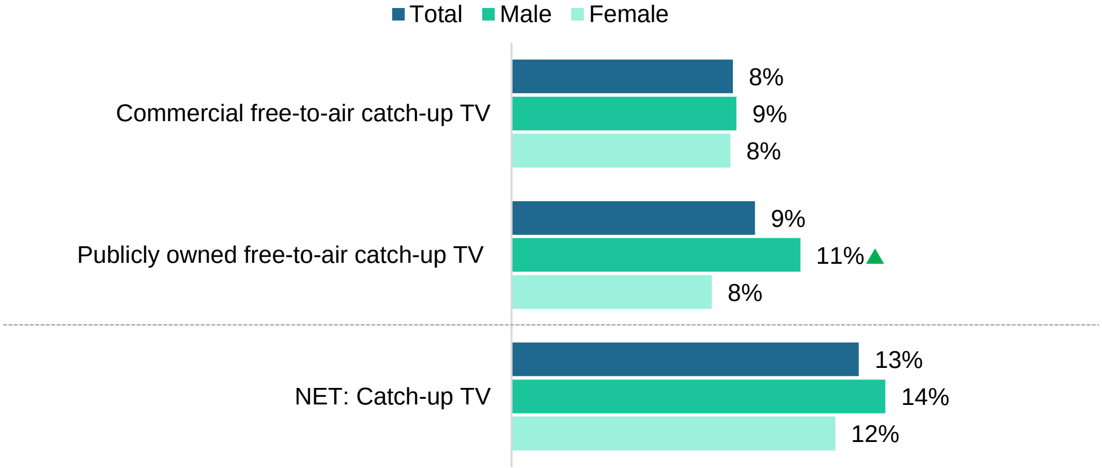
C2. On average, how many hours per week do you spend watching each of the following? ('6-10 hours', '11-15 hours', '16-20 hours', '21-25 hours', '26-35 hours', and 'More than 35 hours').

Base: All respondents – 2021: Total (n=4,135), Male (n=1,832), Female (n=2,285).

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

As shown in Figure 12, males (11%) were more likely than females (8%) to watch publicly owned free-to-air catch-up television for six hours or more per week.

Figure 12 Spent six hours or more per week watching catch-up television – by gender



C14. On average, how many hours per week do you spend watching each of the following? ('6-10 hours', '11-15 hours', '16-20 hours', '21-25 hours', '26-35 hours', and 'More than 35 hours').

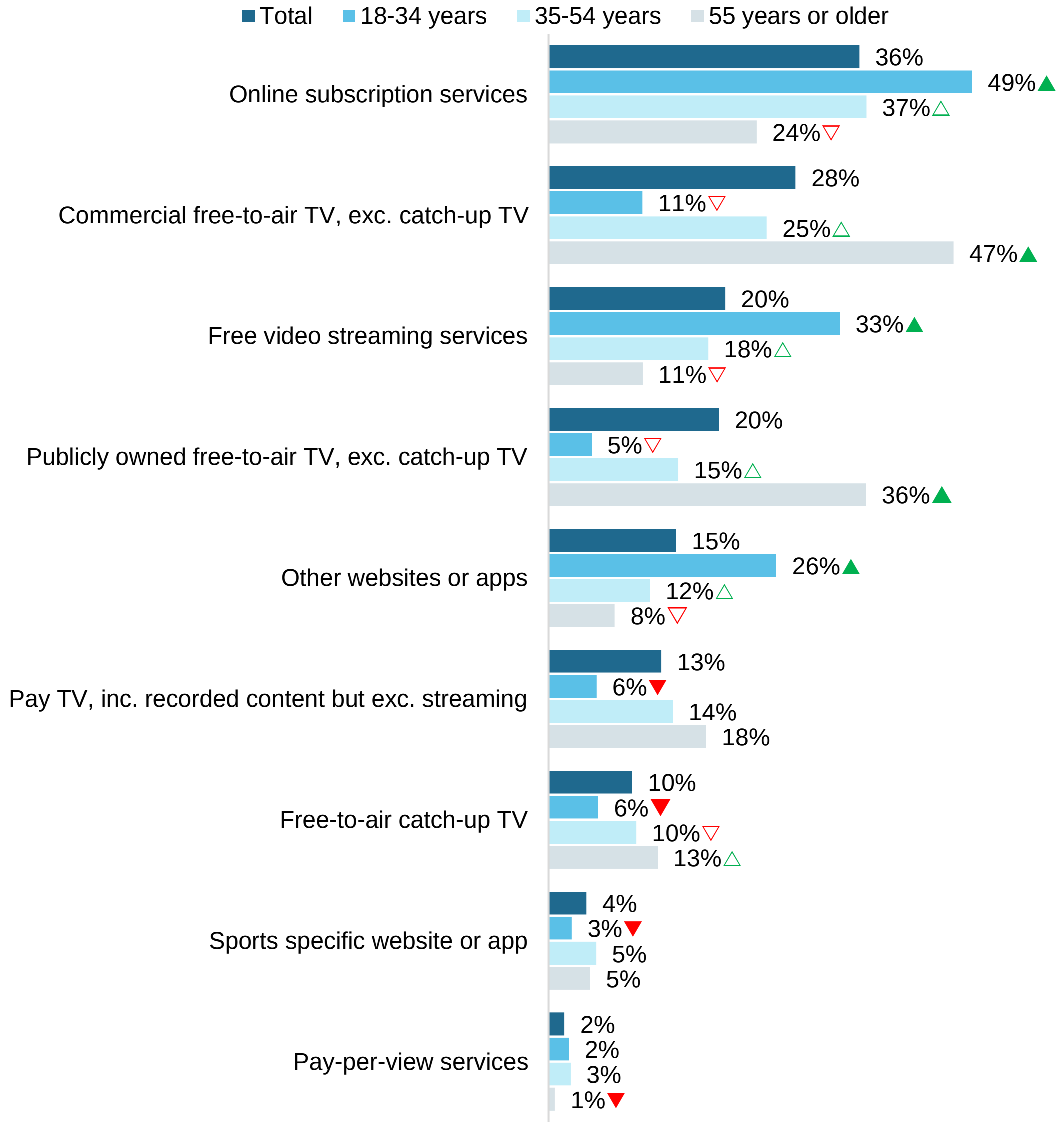
Base: All respondents – 2021: Total (n=4,135), Male (n=1,832), Female (n=2,285).

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

Figure 13 shows the age differences in the proportion of respondents who watch screen content for six hours or more per week across different channels.

Those aged 55 years or older were more likely to watch screen content via commercial and publicly owned free-to-air TV for six hours or more per week (47% and 36% respectively), compared to the two younger age groups. Those aged 35 to 54 years and 55 years or older were more likely to watch free-to-air catch TV for six hours or more per week (10% and 13% respectively) compared to those aged 18-34 years. By contrast, younger respondents aged 18-34 years were more likely to watch screen content via online subscription services (49%), free video streaming services (33%) and other websites or apps (26%) for six hours or more per week. They were less likely to watch commercial and publicly owned free-to-air TV (11% and 5% respectively), sports specific websites or apps (3%) and pay TV (6%) for six hours or more per week.

Figure 13 Spent six hours or more per week watching screen content – by age



C2. On average, how many hours per week do you spend watching each of the following? ('6-10 hours', '11-15 hours', '16-20 hours', '21-25 hours', '26-35 hours', and 'More than 35 hours').

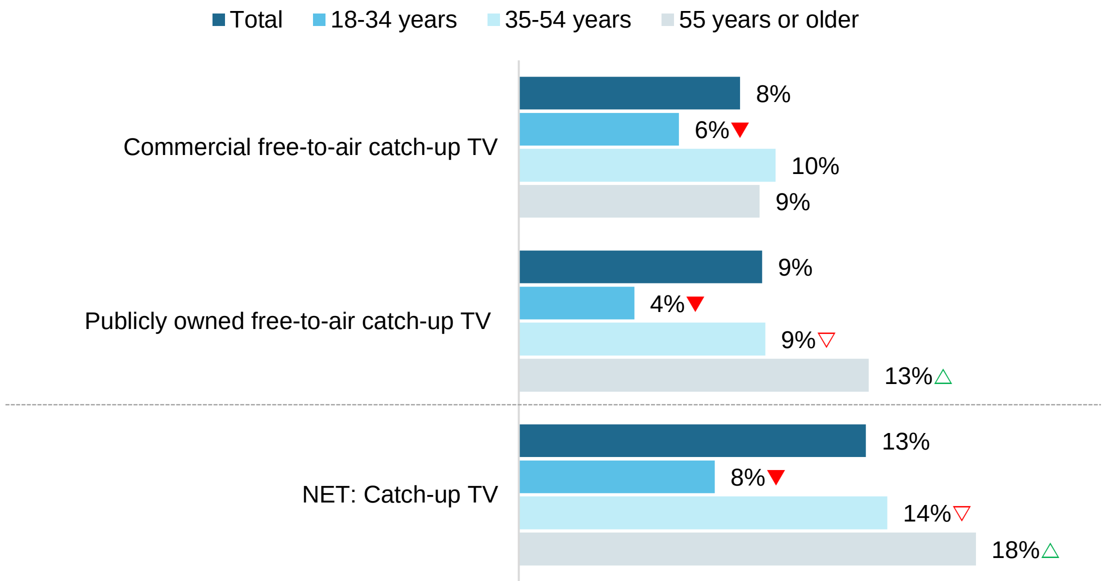
Base: All respondents – 2021: Total (n=4,135), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

As shown in Figure 14, those aged 18 to 34 years were less likely to watch both commercial and publicly owned free-to-air catch-up television for six hours or more per week (6% and 4% respectively) than the older age groups. Those aged 35 to 44 years (9%) were also less likely to watch publicly owned free-to-air catch-up television for six hours or more per week than those 55 years or older.

Figure 14 Spent six hours or more per week watching catch-up television – by age



C14. On average, how many hours per week do you spend watching each of the following? ('6-10 hours', '11-15 hours', '16-20 hours', '21-25 hours', '26-35 hours', and 'More than 35 hours').

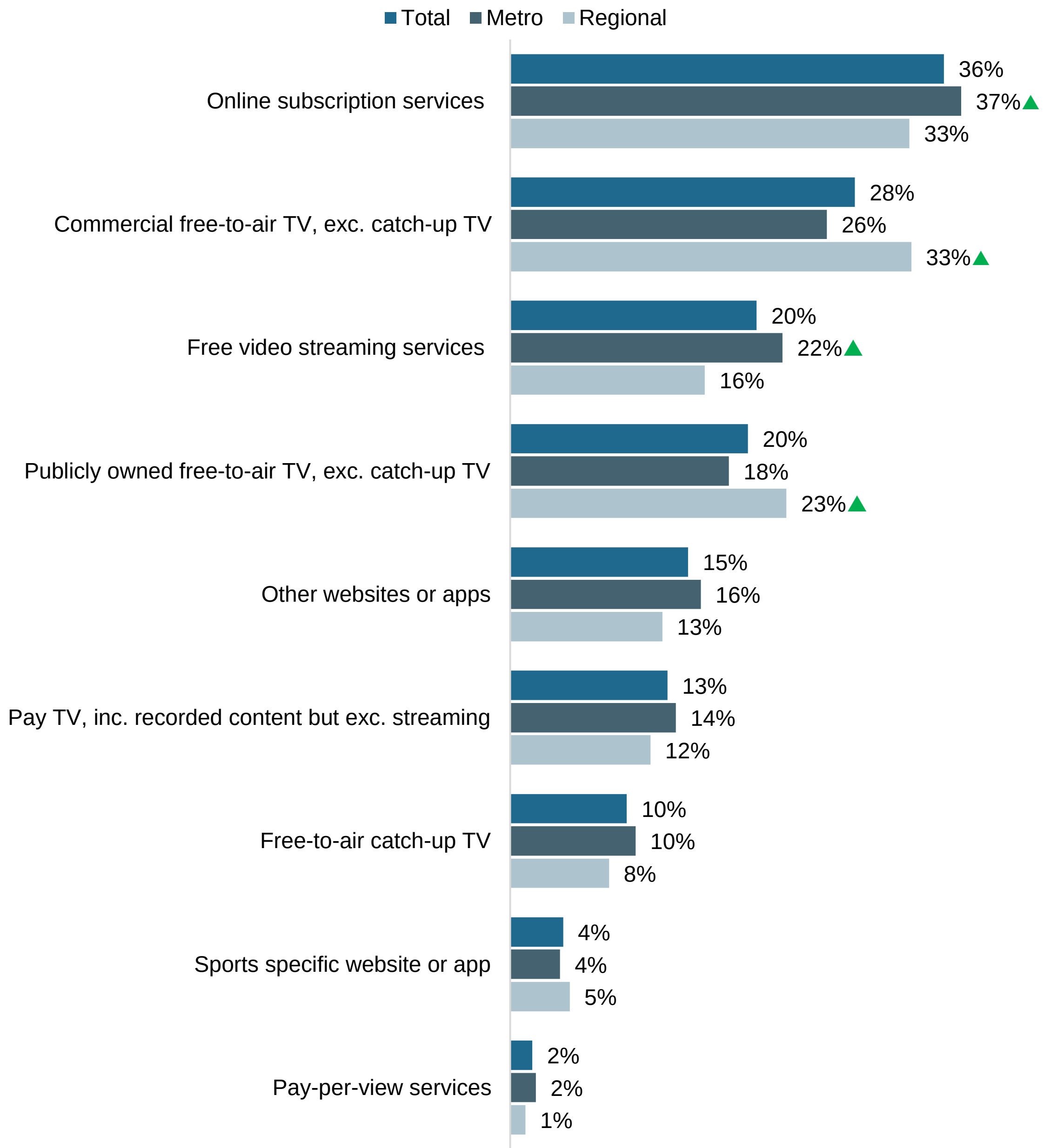
Base: All respondents – 2021: Total (n=4,135), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

Figure 15 shows that screen consumption of six hours or more per week also varies by region. Those living in metropolitan areas were more likely to report this higher level of consumption via online subscription services (37%) and free video streaming services (22%); whereas those living in regional areas were more likely to consume screen content via commercial (33%) and publicly owned (23%) free-to-air TV.

Figure 15 Spent six hours or more per week watching screen content – by region



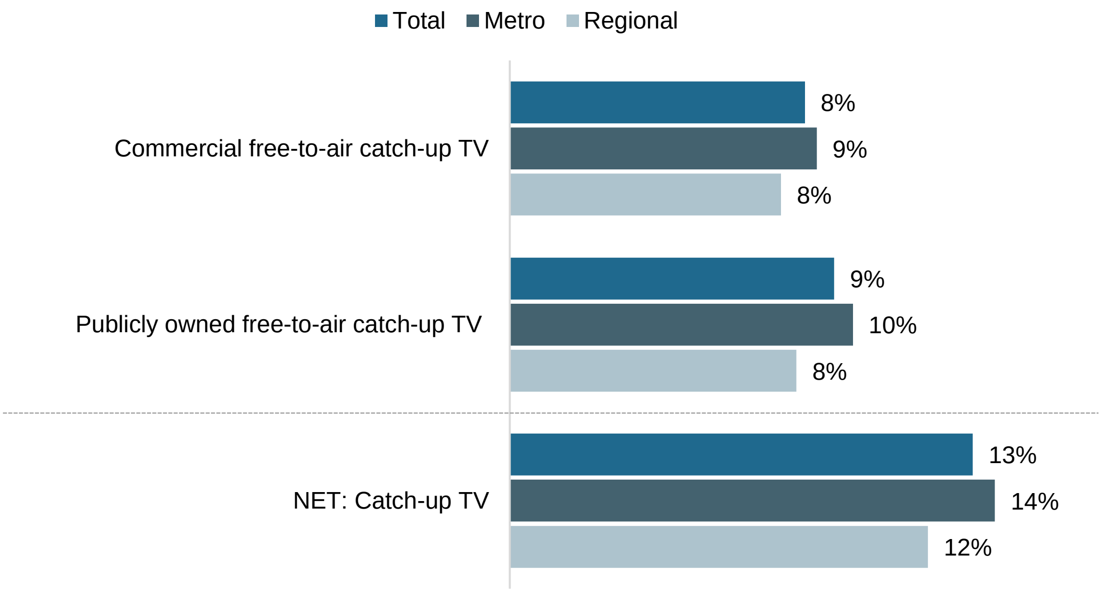
C2. On average, how many hours per week do you spend watching each of the following? ('6-10 hours', '11-15 hours', '16-20 hours', '21-25 hours', '26-35 hours', and 'More than 35 hours').

Base: All respondents – 2021: Total (n=4,135), Metro (n=2,814), Regional (n=1,321).

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

As shown in Figure 16, there were, however, no significant differences between metropolitan and regional respondents in watching commercial and publicly owned free-to-air catch-up television for six hours or more per week.

Figure 16 Spent six hours or more per week watching catch-up television – by region



C14. On average, how many hours per week do you spend watching each of the following? (‘6-10 hours’, ‘11-15 hours’, ‘16-20 hours’, ‘21-25 hours’, ‘26-35 hours’, and ‘More than 35 hours’).

Base: All respondents – 2021: Total (n=4,135), Metro (n=2,814), Regional (n=1,321).

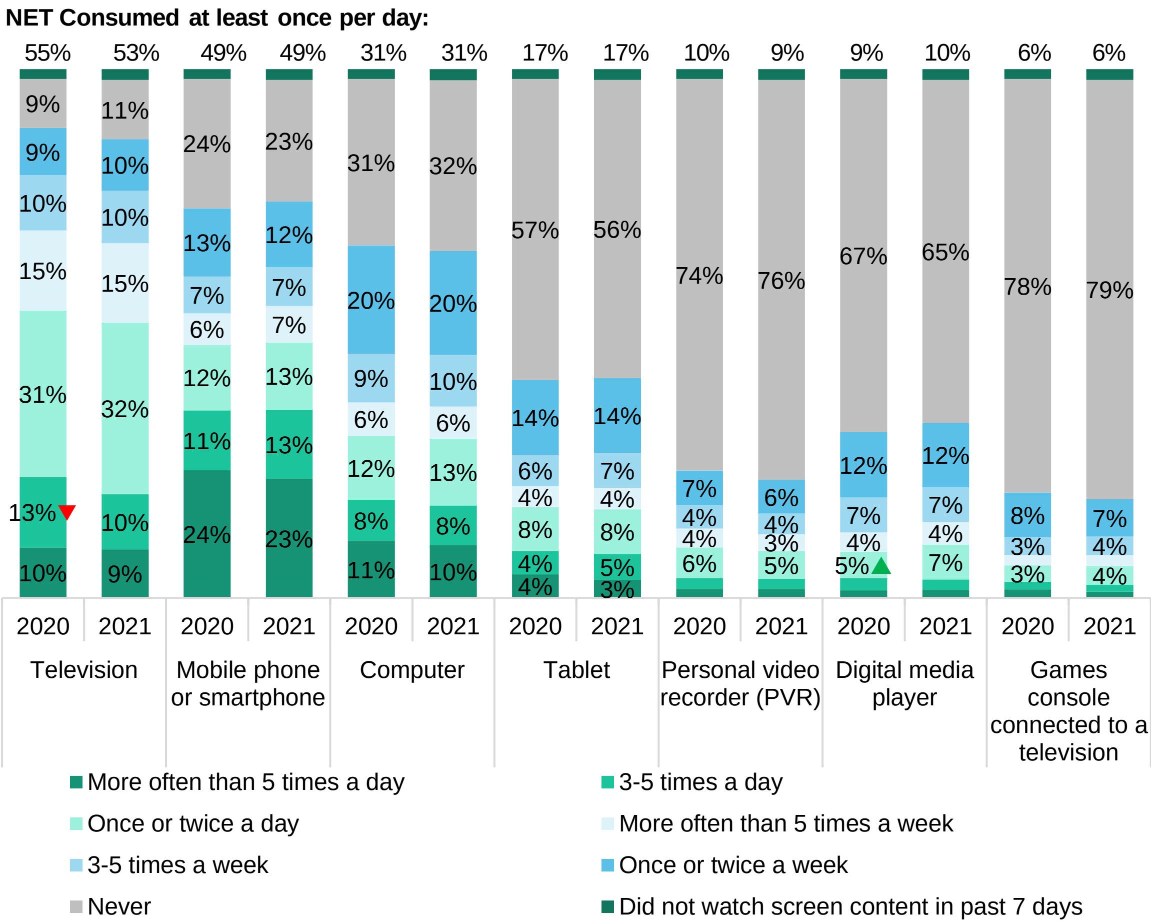
2.1.3. Devices used to watch screen content

The survey included questions about devices used to watch screen content and device preferences for watching screen content. As shown in Figure 17, televisions and mobile phones were the most commonly used devices to watch screen content in 2020 and 2021. There were no significant changes in the overall or daily usage of any devices across the two years.

One in two respondents watch screen content on a television (52%)[1] or a mobile phone (48%) at least once a day. However, mobile phone consumption was more frequent, with one in four (23%) respondents watching 'more often than five times a day', whereas only one in ten (9%) report this frequency on television.

Computers and tablets were the next most used devices to watch screen content. The Survey found that 30% of respondents watch screen content on a computer at least once a day, and 17% watch on a tablet at this frequency.

Figure 17 Device usage frequency to watch screen content on average per week – Total



C4. On average per week, how often do you use the following devices to watch screen content?

Base: Watched screen content in past 7 days – 2021 (n=4,135), 2020 (n=4,096).

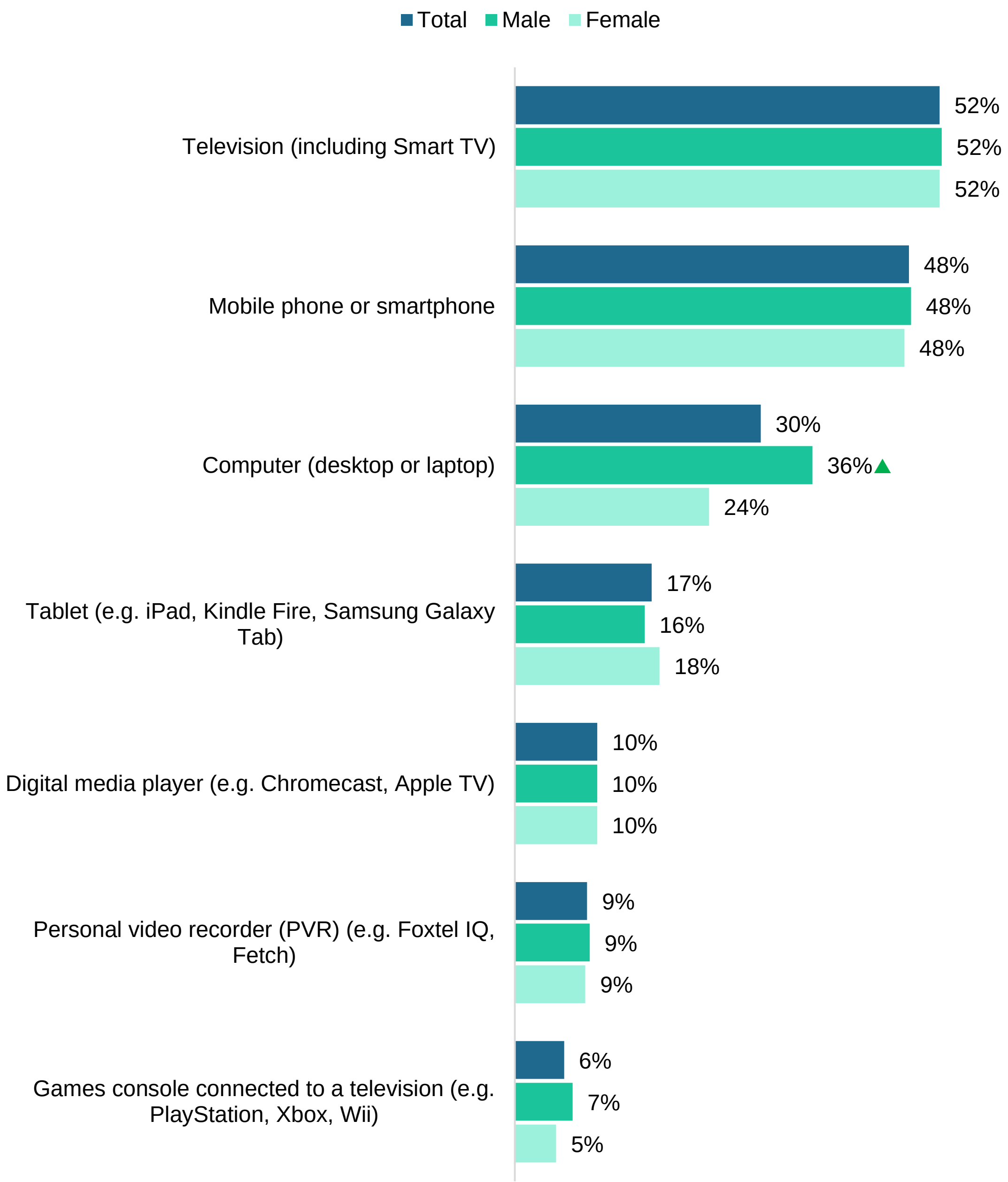
Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). Labels under 3% are not shown. 'NET: Consumed at least once a day' includes 'Once or twice a day', '3-5 times a day', or 'More often than 5 times a day' and may not add up based on data in chart due to rounding.

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

[1] Note proportions for 2021 shown at Figure 17 for those who responded that they watched television at least once a day are 9% 'more than 5 times a day' (9.2%), 10% '3-5 times a day' (10.4%) and 32% 'one or twice a day' (32.4%) which round to 52% (52.0%) as written in text though elements appear to sum to 51%

Figure 18 shows that compared to females, males were more likely to watch screen content on a computer at least once a day (36%).

Figure 18 Devices used at least once a day to watch screen content – by gender



C4. On average per week, how often do you use the following devices to watch screen content? (‘Once or twice a day’, ‘3-5 times a day’, or ‘More often than 5 times a day’).

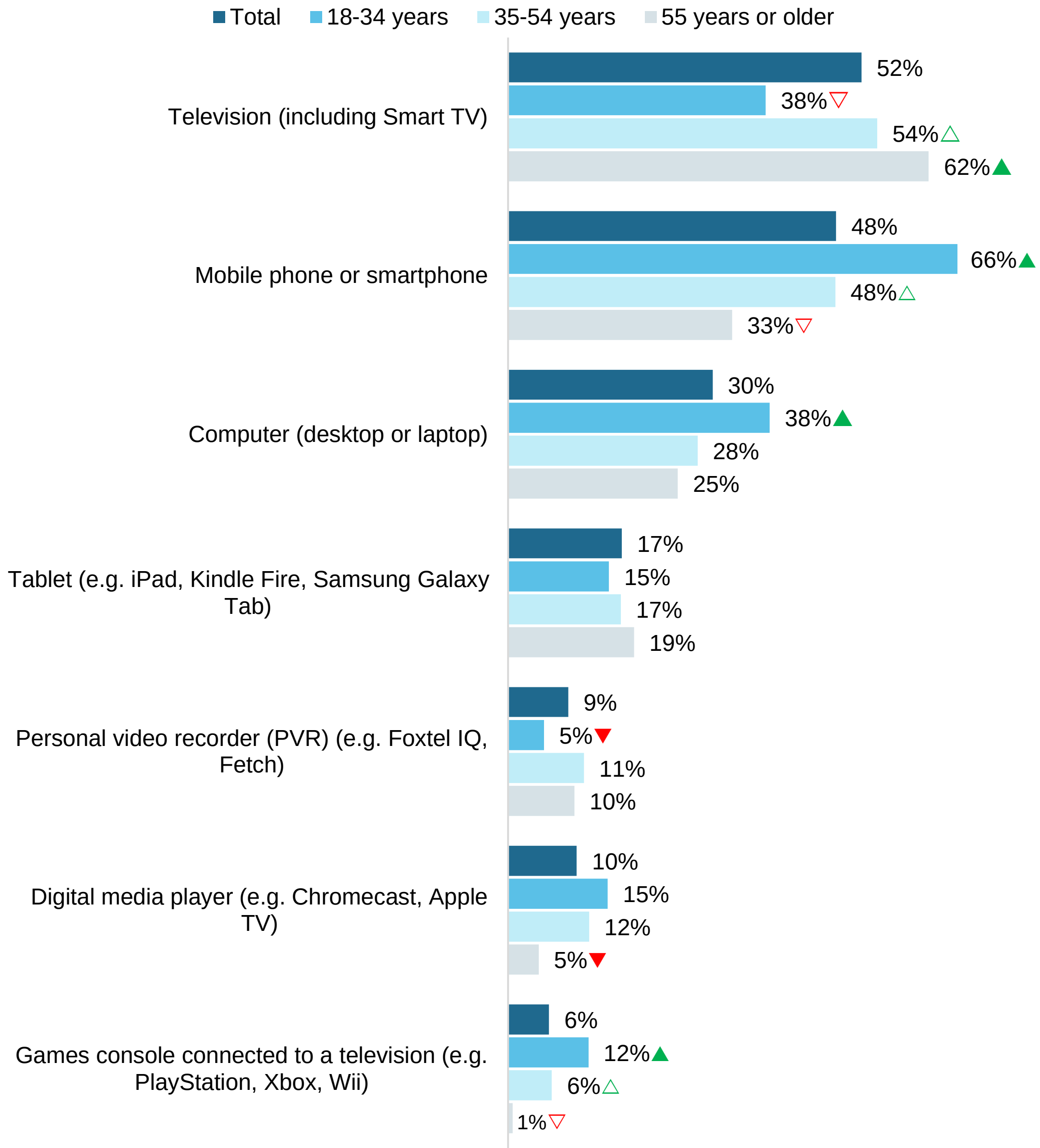
Base: All respondents – 2021: Total (n=4,135), Male (n=1,832), Female (n=2,285),

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

Figure 19 shows the age differences in devices used to watch screen content at least once a day. As shown, respondents aged 55 years or older were more likely to watch screen content on a television (62%) at least once a day, whereas those aged 18 to 34 years were less likely to (38%). Compared to both younger age groups, those aged 55 years or older were less likely to use a mobile phone (33%), digital media player (5%) or games console connected to a television (1%) to watch screen content once a day.

Respondents aged 18-34 years were more likely than the two older age groups to watch screen content at least once a day on a mobile phone (66%), computer (38%), or games console connected to a television (12%); and less likely to watch on a PVR (5%).

Figure 19 Devices used at least once a day to watch screen content – by age



C4. On average per week, how often do you use the following devices to watch screen content? (‘Once or twice a day’, ‘3-5 times a day’, or ‘More often than 5 times a day’).

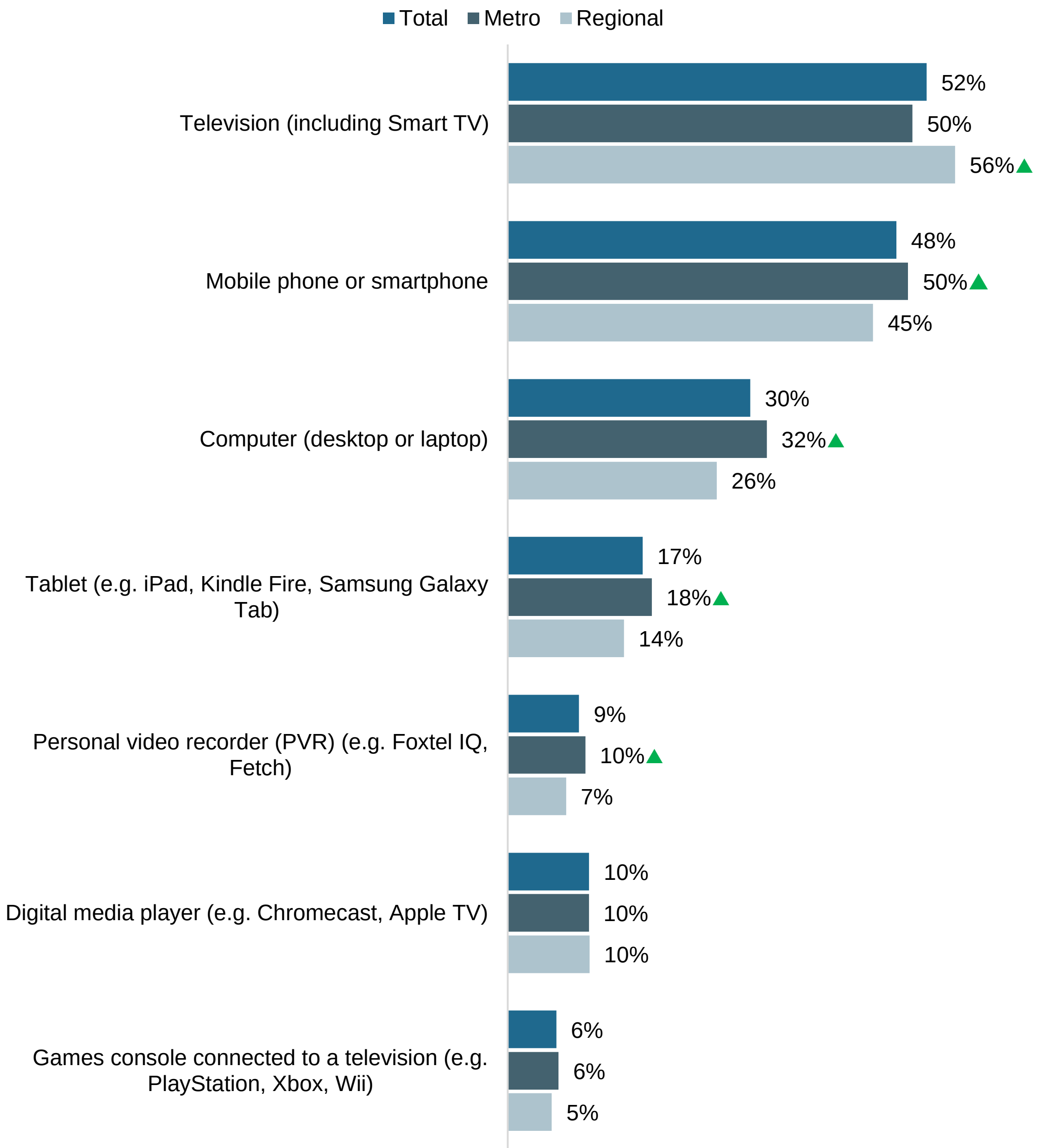
Base: All respondents – 2021: Total (n=4,135), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

As shown in Figure 20, metropolitan respondents were more likely than regional respondents to watch screen content on a mobile phone (50%), computer (32%), tablet (18%), or PVR (10%) at least once a day. Regional respondents were more likely than metropolitan respondents to watch screen content on a television (56%) at least once a day.

Figure 20 Devices used at least once a day to watch screen content – by region



C4. On average, how many hours per week do you spend watching each of the following? (‘Once or twice a day’, ‘3-5 times a day’, or ‘More often than 5 times a day’).

Base: All respondents – 2021: Total (n=4,135), Metro (n=2,814), Regional (n=1,321).

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

2.1.4. Genres watched across screen content channels

Respondents were asked to indicate which genres of content they generally watch on each channel. The results are detailed in Table 5, with the top and bottom three genres for each channel highlighted.

Free-to-air TV, including catch-up TV, were most commonly used to watch news and current affairs and documentaries in 2021. Pay TV, free video streaming services, and sports specific websites were most commonly used to watch documentaries.

Commercial free-to-air television was less likely to be used to watch news and current affairs (42%) and action or adventure content (19%) in 2021 compared to 2020. Publicly owned free-to-air television was less likely to be used to watch news and current affairs (38%) and documentaries (30%) in 2021 compared to 2020.

Table 5 Genres watched on television – Total

	Commercial free-to-air TV	Publicly owned free-to-air TV	Pay TV	Commercial free-to-air catch-up TV	Publicly owned free-to-air catch-up TV	Free video streaming services	Online subscription services	Pay-per-view services	Sports specific website or app	Other websites or apps
News and current affairs	42%	38%	8%	14%	19%	17%	8%	1%	2%	13%
Documentary	27%	30%	13%	15%	21%	23%	32%	3%	2%	7%
Comedy	24%	20%	10%	13%	15%	22%	41%	4%	2%	12%
Drama	24%	20%	11%	14%	16%	10%	39%	4%	2%	4%
Sport	23%	12%	10%	9%	7%	11%	7%	2%	14%	5%
Crime / Thriller	22%	17%	11%	12%	13%	9%	37%	3%	1%	3%
Action / Adventure	19%	12%	10%	10%	9%	11%	40%	4%	1%	4%
Reality	18%	8%	5%	11%	6%	10%	11%	2%	1%	6%
Talk shows / Game shows	15%	10%	3%	4%	5%	6%	4%	1%	1%	3%
Fantasy / Science fiction	8%	7%	6%	6%	5%	8%	27%	3%	1%	3%
User-generated videos	1%	1%	0%	0%	0%	21%	3%	0%	0%	18%
Other	1%	2%	1%	1%	2%	9%	2%	0%	0%	5%

C7a-i. In general, which types of content do you watch on…?

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

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%).

The top three genres for each channel were highlighted in green.

The bottom three genres for each channel were highlighted in red.

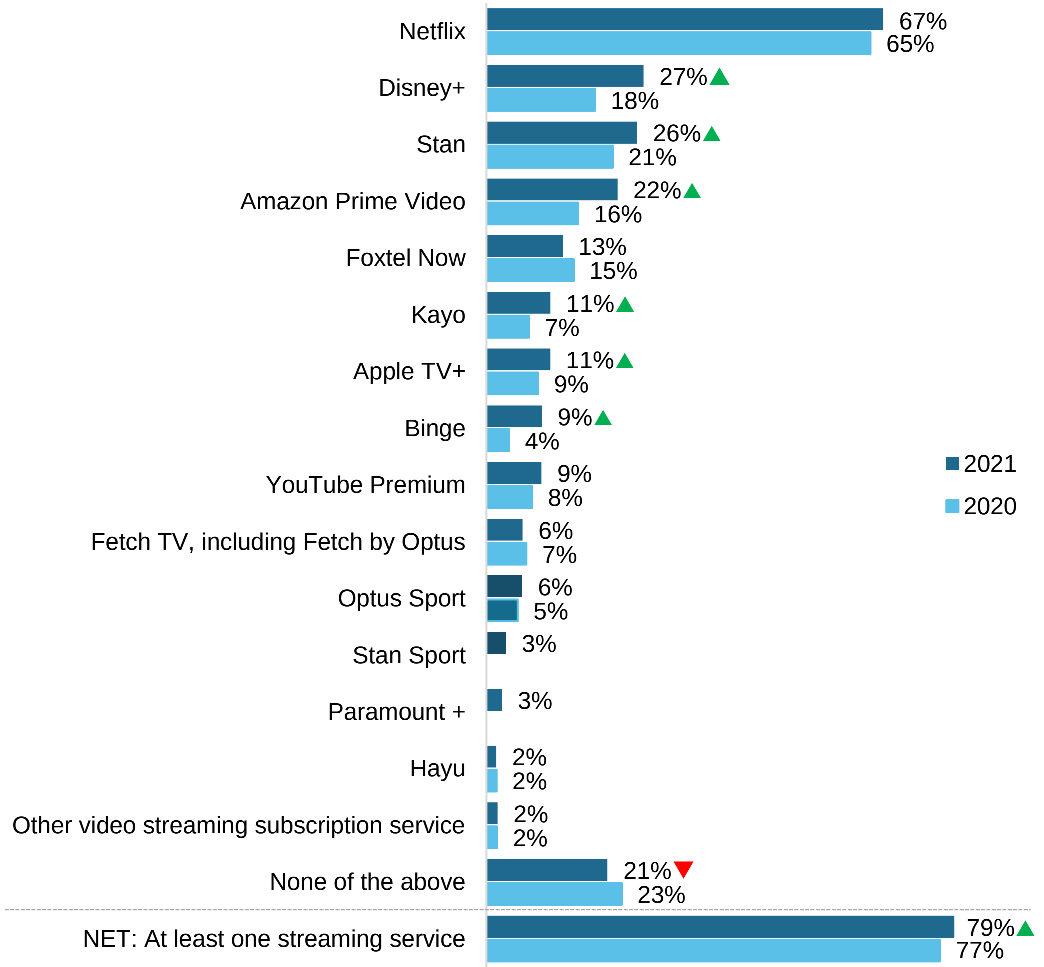
2.1.5. Video streaming subscription services

All respondents were asked which video streaming subscription services their household had access to, excluding catch-up TV and pay-per-view. A list of services was presented and respondents were allowed to select multiple responses.

As shown in Figure 21, the majority (79%) of respondents reported that they have access to video streaming subscription services at home in 2021, a small increase since 2020 (77%), with only one in four (21%) having no access to any of the listed video streaming subscription services in their household. These changes in access from 2020 to 2021 were not driven by any particular gender, age group or location.

The most commonly reported video streaming subscription service was Netflix, with two in three (67%) respondents having access to this service at home. In 2021 an increased proportion of households had access to Disney+ (27%), Stan (26%), Amazon Prime Video (22%), Kayo (11%) and Binge (9%) compared to 2020.

Figure 21 Video streaming subscription services in household – Total



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. (Multiple responses).

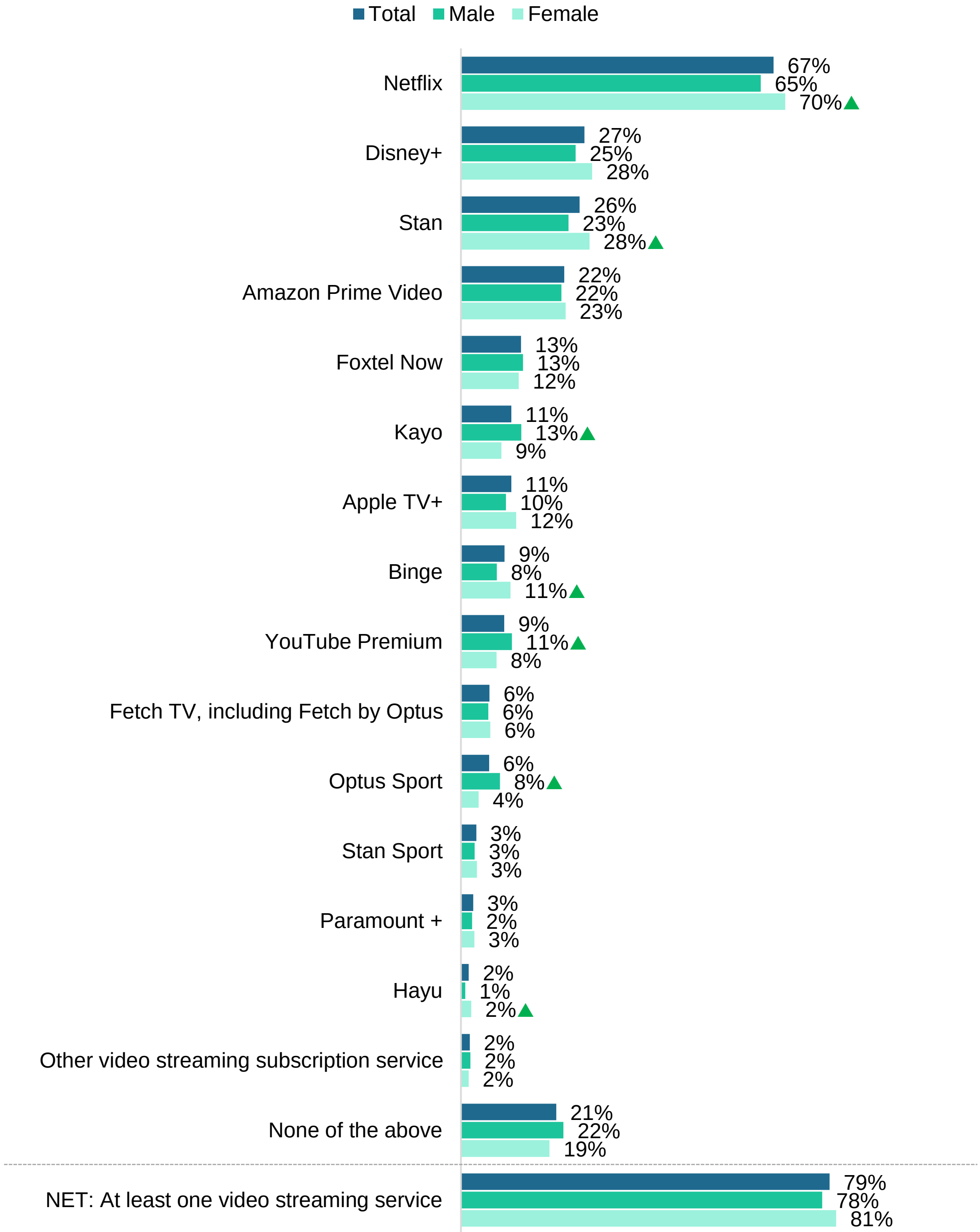
Base: All respondents – 2021: Total (n=4,135). 2020: (n=4,096).

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%).

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

Figure 22 shows that females were more likely to have access to Netflix (70%), Stan (28%), Binge (11%) and Hayu (2%). Males, on the other hand, were more likely to have access to Kayo (13%), YouTube Premium (11%) and Optus Sport (8%).

Figure 22 Video streaming subscription services in household – by gender



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.

Base: All respondents – 2021: Total (n=4,135), Male (n=1,832), Female (n=2,285).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%).

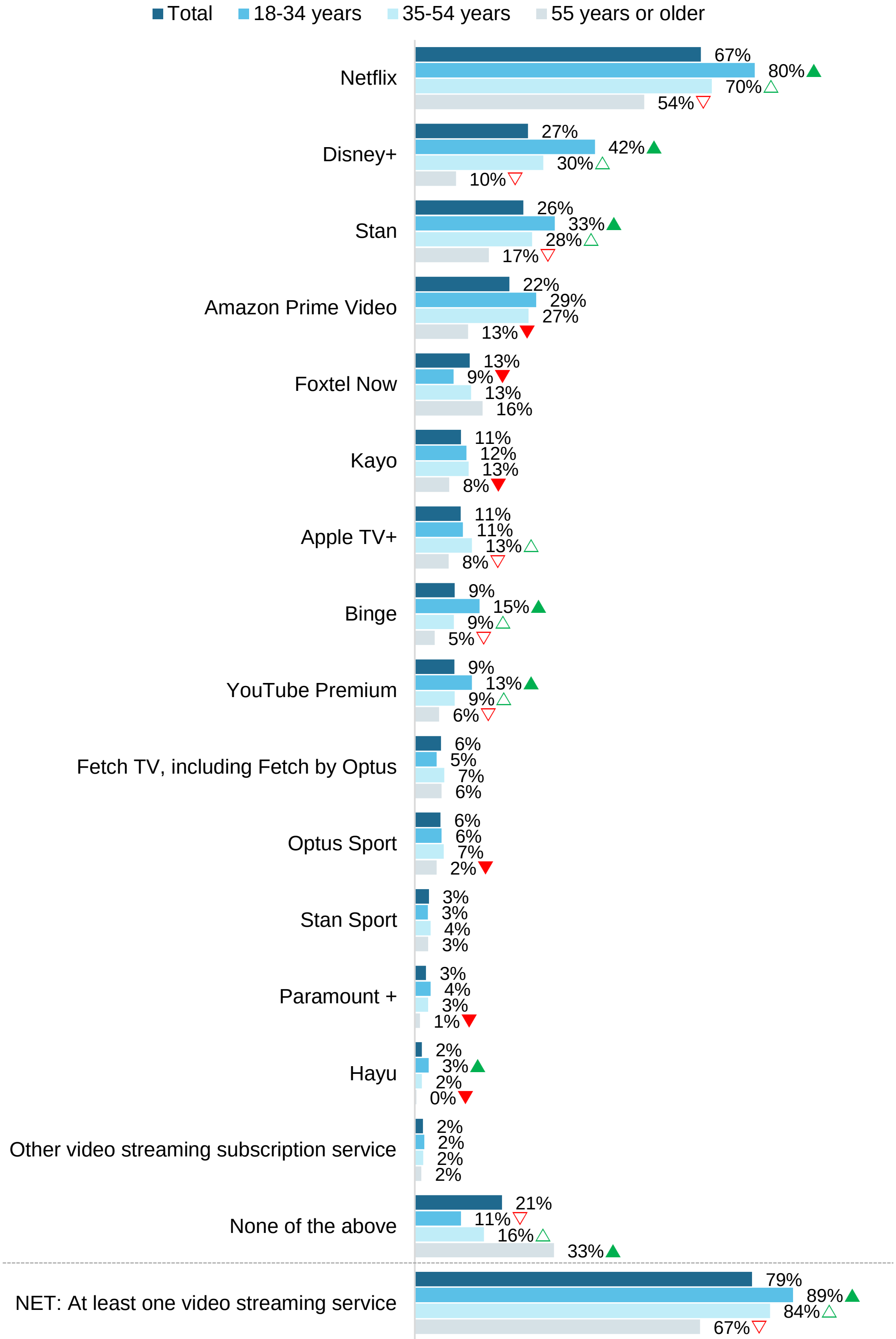
▲▼ Significantly different to the other sub-group at the 95% confidence level.

As shown in Figure 23, respondents aged 18-34 years (89%) were more likely to have access to at least one video streaming subscription service in their household compared to the two older age groups, particularly those aged 55 years or older (67%) who were significantly less likely to have access.

The top three most popular video streaming subscription services, Netflix, Disney+ and Stan, were more likely to be accessed by those aged 18 to 34 years; as were Binge, YouTube Premium and Hayu.

With the exception of Foxtel Now, Fetch TV, Optus Sport and Stan Sport, the oldest age group was less likely to subscribe to all of the services listed compared to the two other younger age groups. They were more likely to subscribe to none of the services listed (33%).

Figure 23 Video streaming subscription services in household – by age



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.

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

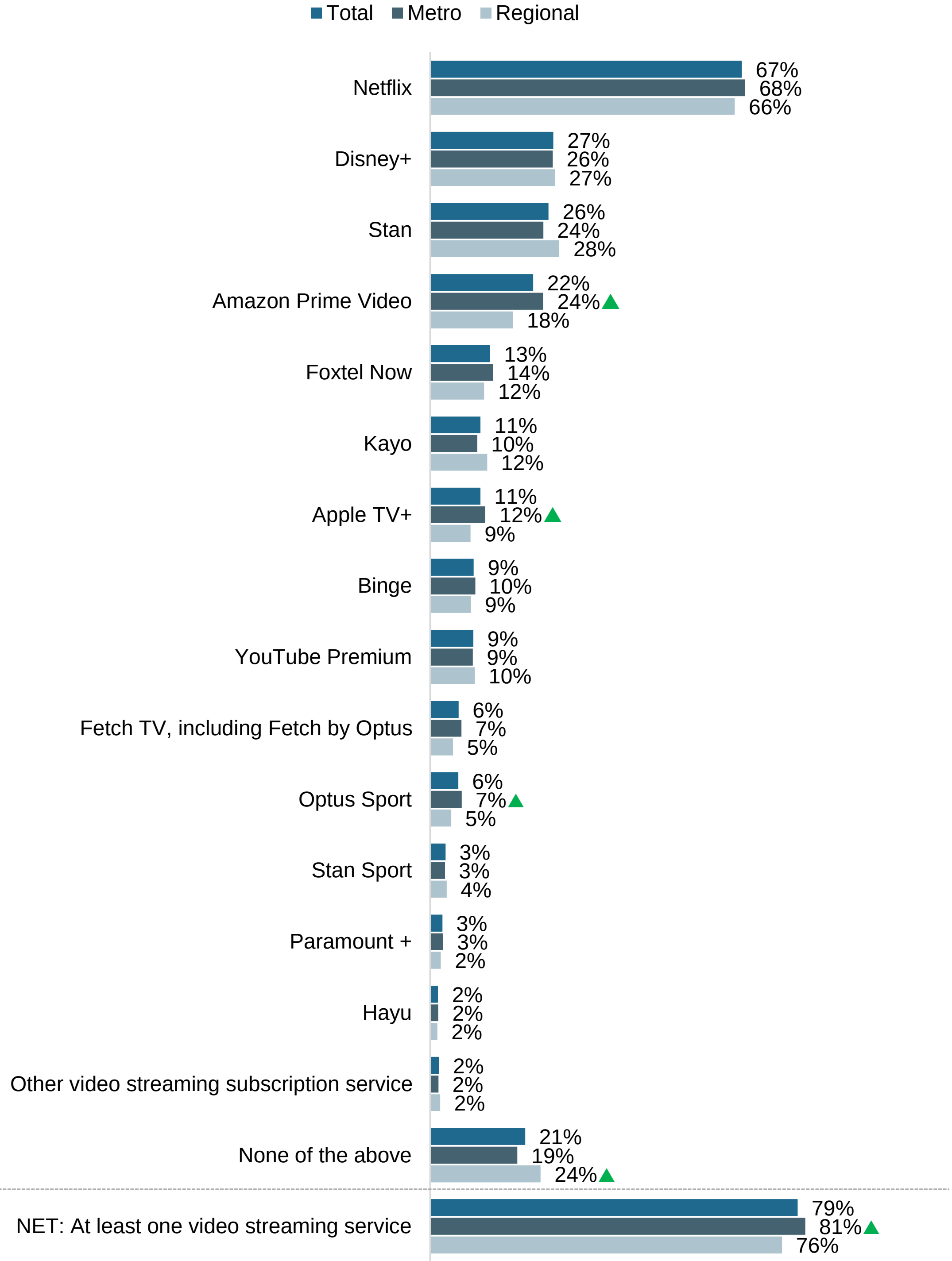
Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

Those living in metropolitan areas (81%) were more likely to have access to at least one video streaming subscription service in their household compared to those living in regional areas (76%), as shown in Figure 24. In particular, they were more likely to have access to Amazon Prime Video, Apple TV+ and Optus Sport.

Figure 24 Video streaming subscription services in household – by region



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. (Multiple responses).

Base: All respondents – Total (n=4,135), Metro (n=2,814), Regional (n=1,321).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%).

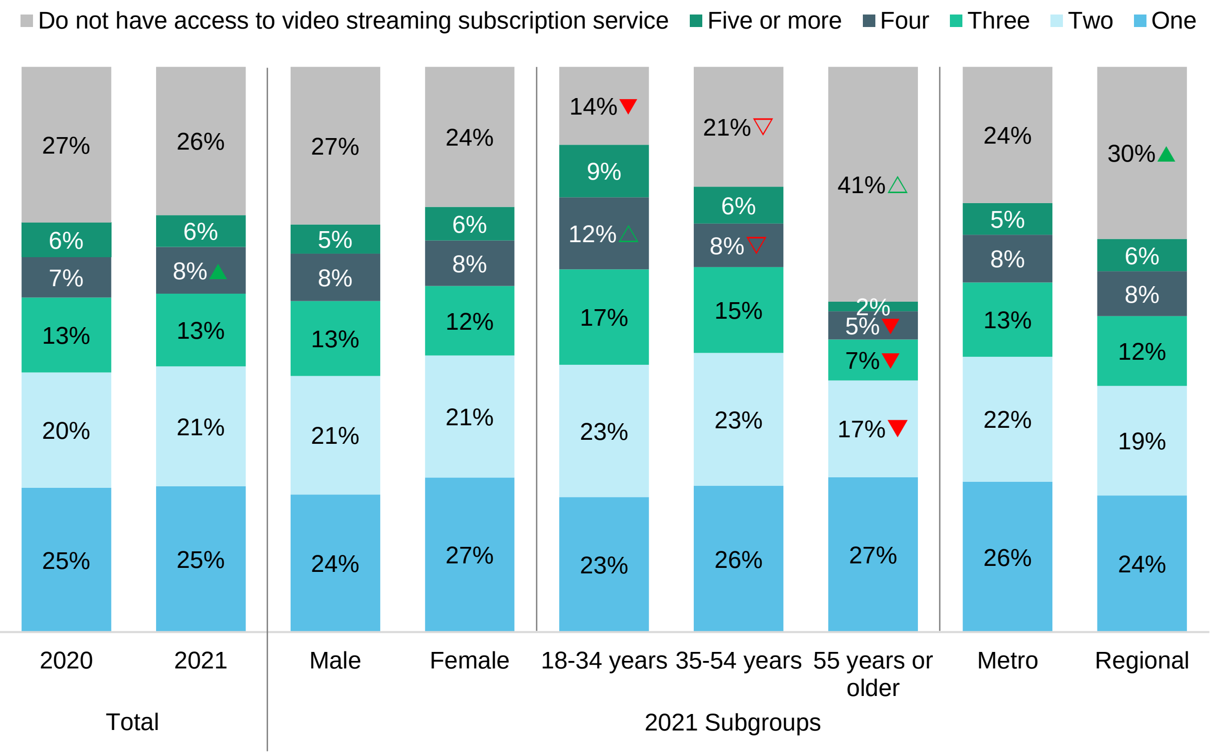
▲▼ Significantly different to the other sub-group at the 95% confidence level.

Respondents were asked to enter the number of video streaming subscription services they have access to in their household. Figure 25 shows the results, including the proportion of respondents who do not have access to video streaming subscription services combined with those who entered a response of ‘0’.

The most common number of video streaming subscription services in 2021 was one (25%) or two (21%) subscriptions. The proportion of respondents with four services increased in 2021 (8%) compared to 2020.

Respondents aged 18-34 were more likely to have access to four (12%) video streaming subscription services compared to older age groups and were less likely to have no access (14%). By contrast, those aged 55 years or older were more likely to have no access to a video streaming subscription service (41%). Respondents living in regional areas were also more likely to have no access to a video streaming subscription service (30%).

Figure 25 Number of video streaming subscription services



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), Male (n=1,832), Female (n=2,285), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659), Metro (n=2,814), Regional (n=1,321). 2020: Total (n=4,096), Male (n=1,763), Female (n=2,322), 18-34 (n=793), 35-54 (n=1,661), 55 or older (n=1,640), Metro (n=2,716), Regional (n=1,379).

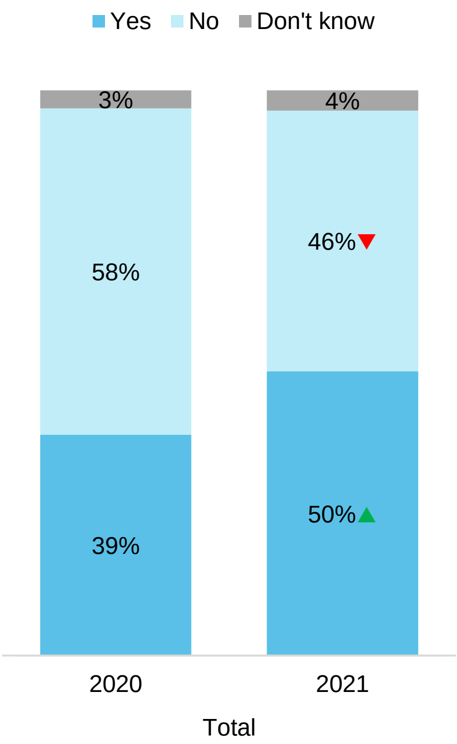
Note: The following were not shown: ‘Don’t know’ (<2%), ‘Refused’ (<1%). Figures may not add to 100% due to rounding.

▲▼ Significantly different to the other sub-group(s)/2020 at the 95% confidence level.

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

Respondents were asked whether video streaming subscription services have enough Australian content. In 2021 this question was asked of all respondents while in 2020 it was asked of those who have access to a video streaming subscription service. Figure 26 compares the 2020 and 2021 results for those who have access to a video streaming subscription service while Figure 27 shows the 2021 results for all respondents. The proportion of respondents who reported that they think video streaming subscription services have enough Australian content increased in 2021 (50%) compared to 2020 (39%).

Figure 26 Video streaming subscription services have enough Australian content by year (among people who have access to at least one service)



C11. In your opinion, do video streaming subscription services have enough Australian content?

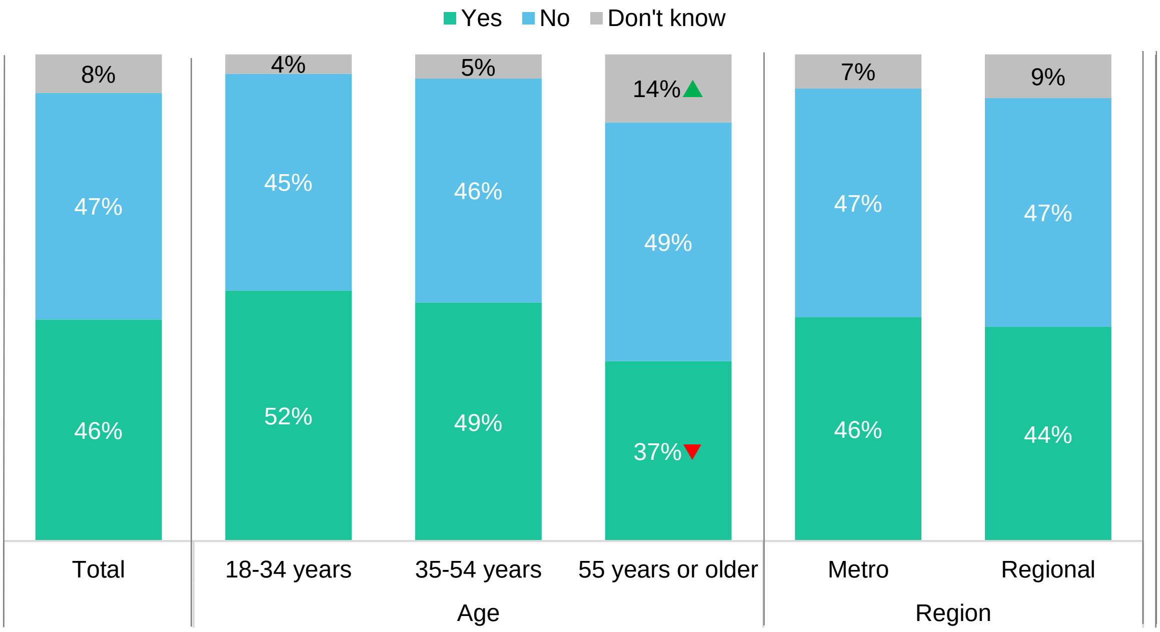
Base: Have a streaming service – 2021: Total (n=3,292), Male (n=1,435), Female (n=1,843), 18-34 (n=650), 35-54 (n=1,490), 55 or older (n=1,150), Metro (n=2,289), Regional (n=1,003). 2020: Total (n=3,144), Male (n=1,321), Female (n=1,815), 18-34 (n=719), 35-54 (n=1,368), 55 or older (n=1,055), Metro (n=2,130), Regional (n=1,014).

Note: The following were not shown: 'Refused' (<1%). Figures may not add to 100% due to rounding.

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

Among all respondents, there were similar proportions in 2021 who reported that they think video streaming subscription services have (46%), and do not have (47%), enough Australian content (Figure 27). Respondents aged 18-34 years (52%) or aged 35-54 years (49%) were more likely to say that video streaming subscription services have enough Australia content when compared to those aged 55 years or older (37%). Respondents aged 55 years or older were more likely to indicate that they don't know if video streaming subscription services have enough Australia content (14%) compared to the younger age groups, which may be because those aged 55 years and older are less likely to have access to a video streaming subscription service (Figure 25).

Figure 27 Video streaming subscription services have enough Australian content (among all respondents)



C11. In your opinion, do video streaming subscription services have enough Australian content?

Base: All respondents – 2021: Total (n=4,135), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659), Metro (n=2,814), Regional (n=1,321).

Note: The following were not shown: 'Refused' (<1%). Figures may not add to 100% due to rounding.

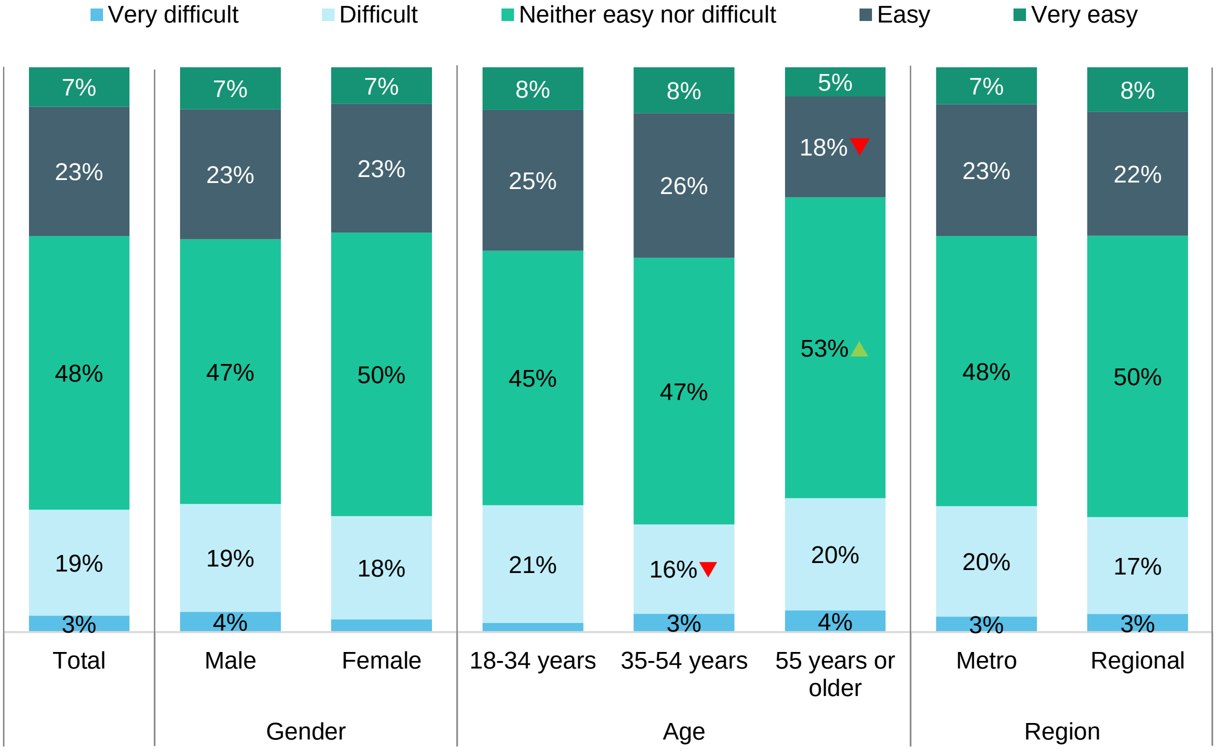
▲▼ Significantly different to the other sub-groups at the 95% confidence level.

2.1.6. Australian content on streaming services

In 2021 respondents were asked to indicate the extent to which Australian content is easy or difficult to find on streaming services. One fifth (19%) reported that they don't look for Australian content. Figure 28 displays the results for those who provided a rating for ease of finding content. Half of those respondents (48%) responded that locating this content is neither easy nor difficult. Three in ten (30%) indicated that locating this content was either very easy (7%) or easy (23%) and one in five (22%) responded that it was either very difficult (3%) or difficult (19%).

Respondents aged 18 to 34 years (25%) and 35 to 54 years (26%) were more likely to respond that this content was easy to find compared to those aged 55 years or over (18%).

Figure 28 Difficulty finding Australian content on streaming services



C18. To what extent is Australian content easy or difficult to find on streaming services?

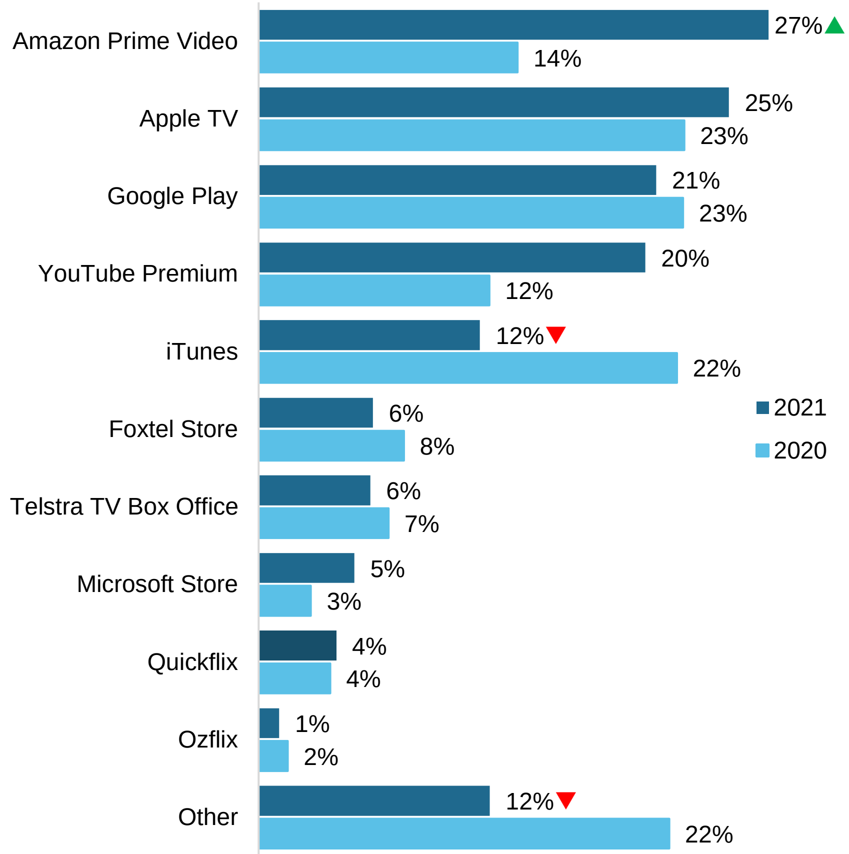
Base: All respondents excluding those who selected 'I don't look for Australian content' (19%) and 'Don't know' (4%) – 2021: Total (n=3,205), Male (n=1,399), Female (n=1.792),18-34 (n=596), 35-54 (n=1,435), 55 or older (n=1,172), Metro (n=2,189), Regional (n=1,016).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

2.1.7. Pay-per-view services

Respondents who used a pay-per-view service to consume screen content in the past seven days were asked which service they used to purchase an individual movie or TV series. As shown in Figure 29, there was increased usage of Amazon Prime Video (27%) in 2021 as compared to 2020 and is now the most common pay-per-view service. In 2021 there was decreased usage of iTunes (12%) compared to 2020. The increased usage of Amazon Prime Video from 2020 to 2021 was greater among males compared to females and occurred entirely among respondents aged 18 to 54 years.

Figure 29 Pay-per-view services used in past seven days – Total



C9. In the past 7 days, which of the following pay-per-view services [ONLINE HOVER OVER: Pay-per-view services were used to purchase individual movies or TV series] did you use to purchase an individual movie/TV series?

Base: Used pay-per-view service to consume screen content in past seven days in C1 – 2021: Total (n=350). 2020: Total (n=225).

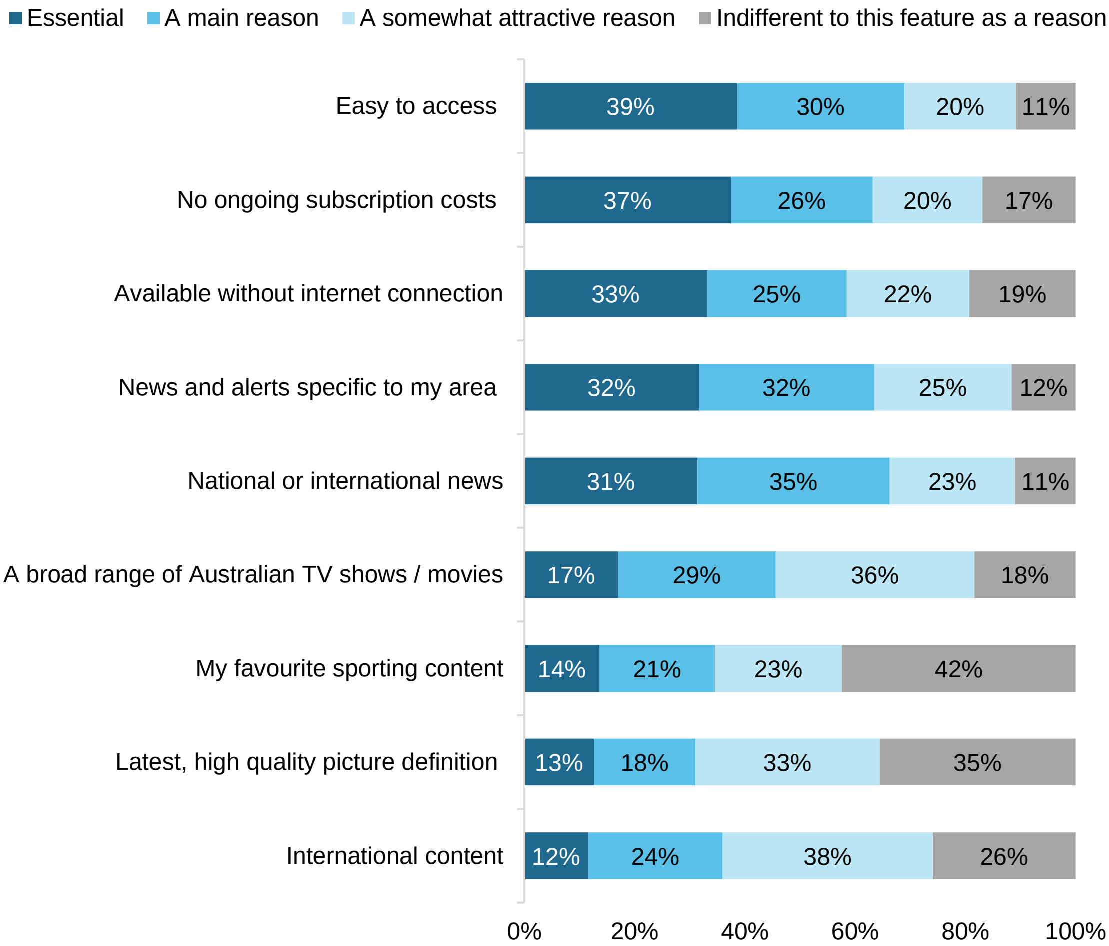
Note: The following were not shown: ‘Don’t know’ (<9%), ‘Refused’ (<3%).

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

2.1.8. Reasons for watching free-to-air television

In 2021 a new question was included for respondents who watched free-to-air television in the past seven days asking them to rate the degree to which a range of attributes feature in their reasons for watching free-to-air television. The attributes that were most commonly rated as essential were that free-to-air television is easy to access (39%), that is has no ongoing subscription costs (37%), it is available without an internet connection (33%), it has news and alerts specific to the respondents' location (32%) and that it has national or international news (31%). The features that respondents were most indifferent to were that it contains their favourite sporting content (42%) and that is has the latest, high quality picture definition (35%).

Figure 30 Reasons for watching free-to-air television

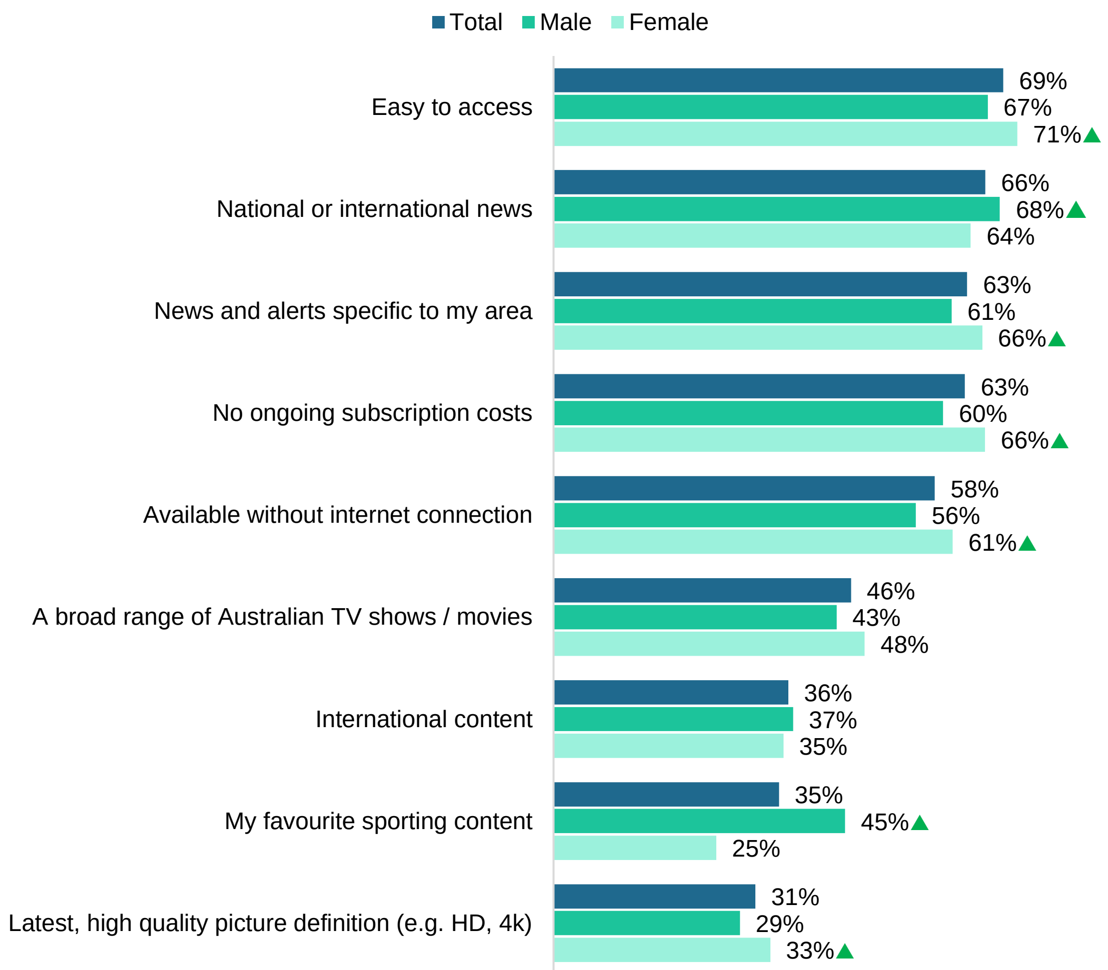


C15. Thinking about the following features of free-to-air TV, please rate each in terms of how they play a part in your reason for watching free-to-air TV? Would you say it is…

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

Figure 31 compares the reasons why females and males watch free-to-air television and displays the sum of those who selected essential and a main reason for each feature. Females were more likely to indicate that free-to-air television is easy to access (71%), has news and alerts specific to their location (66%), has no ongoing subscription costs (66%) and has the latest, high quality picture definition (33%) as reasons for watching compared to males. Males were more likely to indicate that free-to-air television has national or international news (68%) and contains their favourite sporting content (45%) as reasons for watching compared to females.

Figure 31 Reasons for watching free-to-air television (essential / main reason) by gender



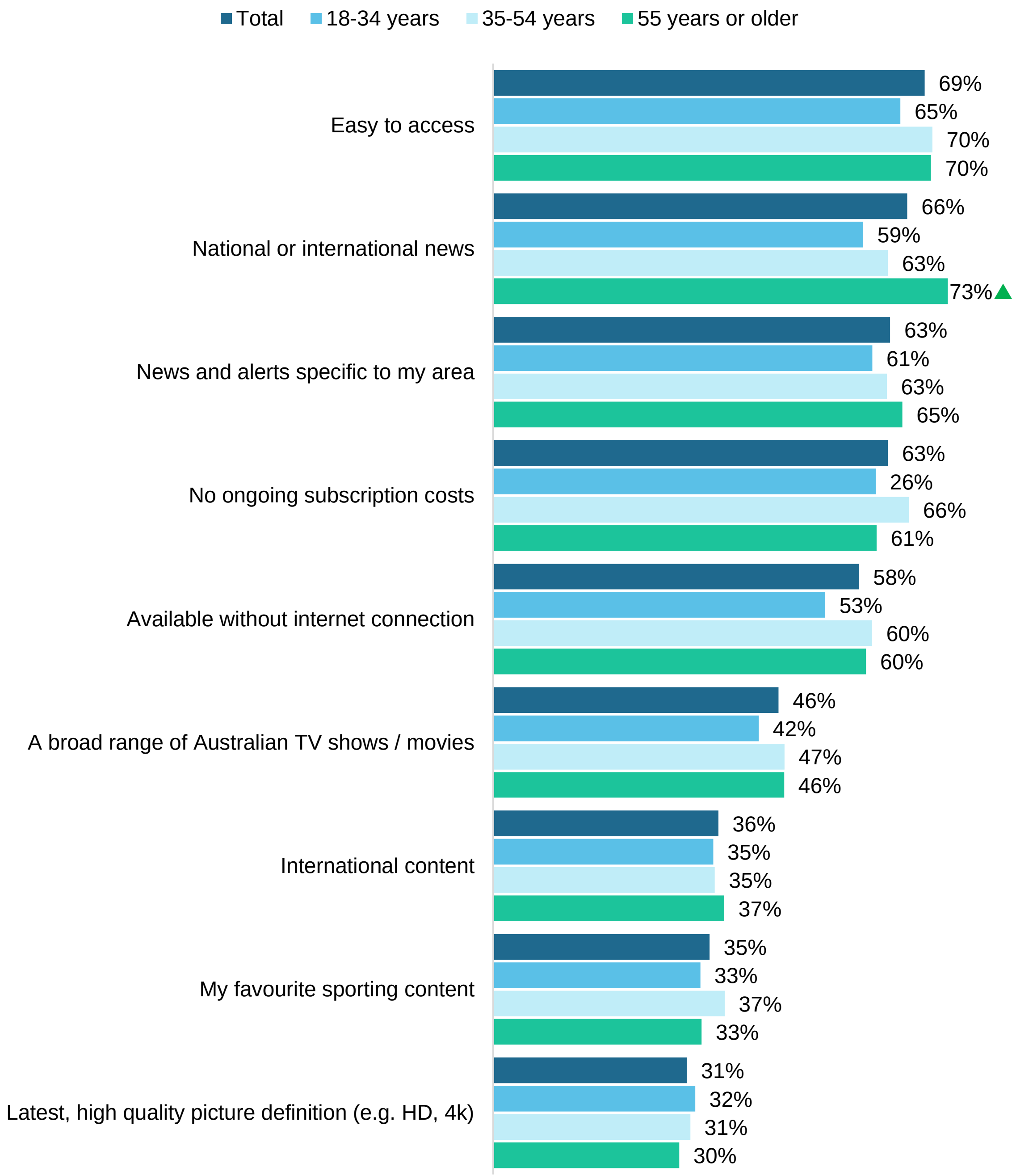
C15. Thinking about the following features of free-to-air TV, please rate each in terms of how they play a part in your reason for watching free-to-air TV? Would you say it is…

Base: Watched free-to-air TV in the past 7 days: 2021 (n=3,337), Male (n=1,488), Female (1,839).

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

As shown in Figure 32, respondents aged 55 years or older were more likely (73%) than the younger age groups to indicate that free-to-air television having national or international news is a reason for watching.

Figure 32 Reasons for watching free-to-air television (essential / main reason) by age



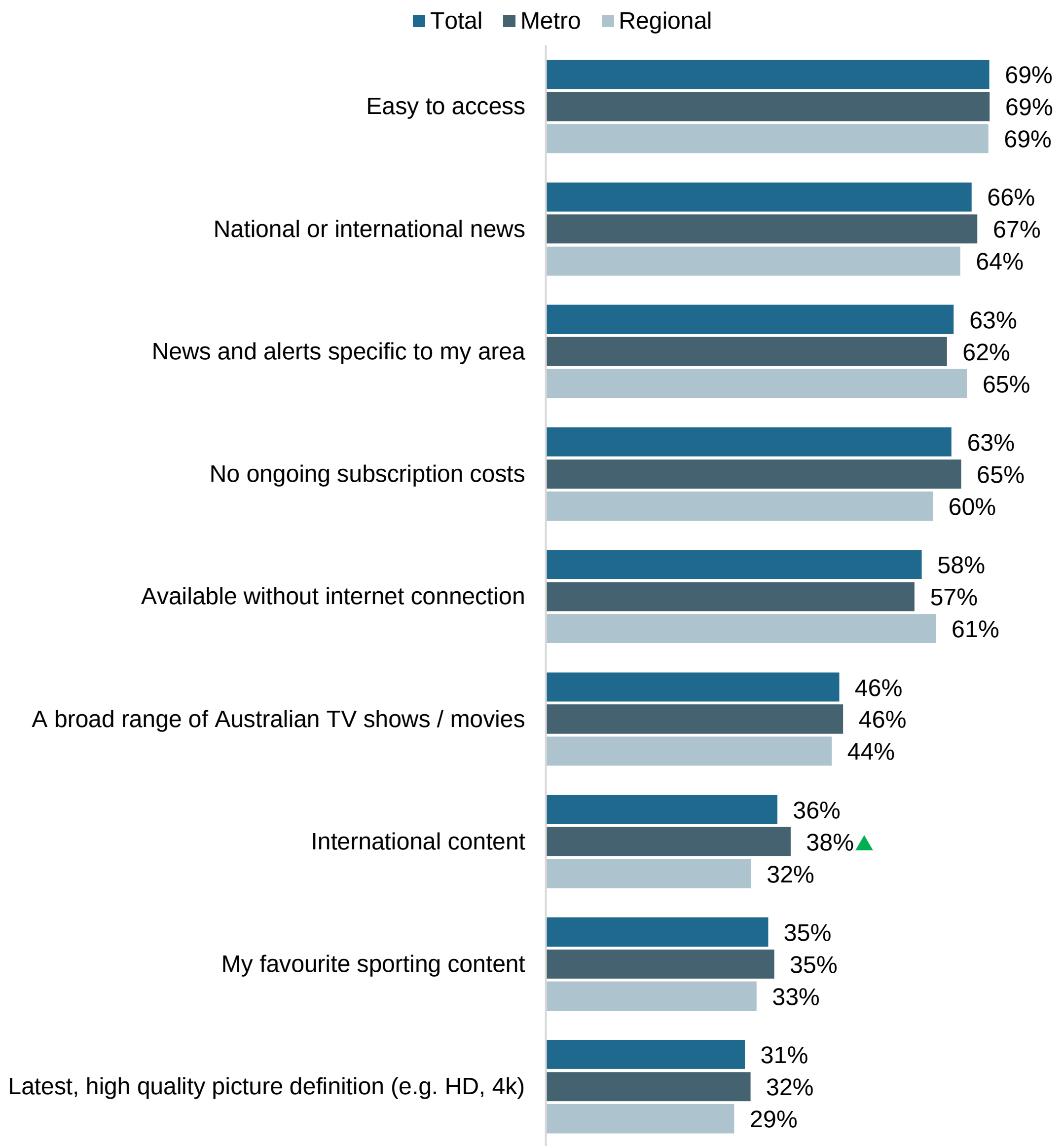
C15. Thinking about the following features of free-to-air TV, please rate each in terms of how they play a part in your reason for watching free-to-air TV? Would you say it is…

Base: Watched free-to-air TV in the past 7 days: 2021 (n=3,337), 18-34 years (n=437), 35-54 years (n=1,435), 55 years or older (n=1,464).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

As shown in Figure 33, metropolitan respondents were more likely (38%) than regional respondents to highlight that free-to-air television having international content is a reason for watching.

Figure 33 Reasons for watching free-to-air television (essential / main reason) by region



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…

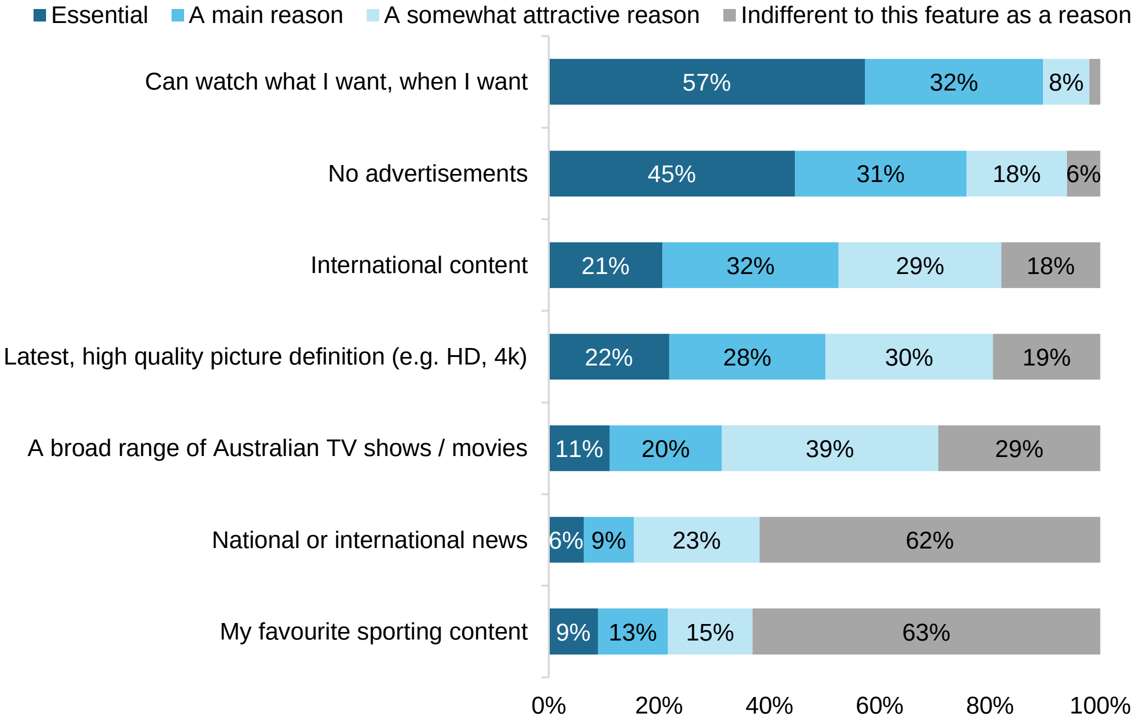
Base: Watched free-to-air TV in the past 7 days: 2021: Total (n=3,337), Metro (n=2,259), Regional (n=1,078).

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

2.1.9. Reasons for watching online subscription service

In 2021 a new question was included for respondents who watched content on online subscription services in the past seven days asking them to rate the degree to which a range of attributes feature in their reasons for watching online subscription services. The attributes that were most commonly rated as essential were that respondents can watch 'what they want, when they want' (57%) on online subscription services and that there are no advertisements (45%). The features that respondents were most indifferent to were that they contain their favourite sporting content (63%) and that they have national or international news (62%).

Figure 34 Reasons for watching online subscription services

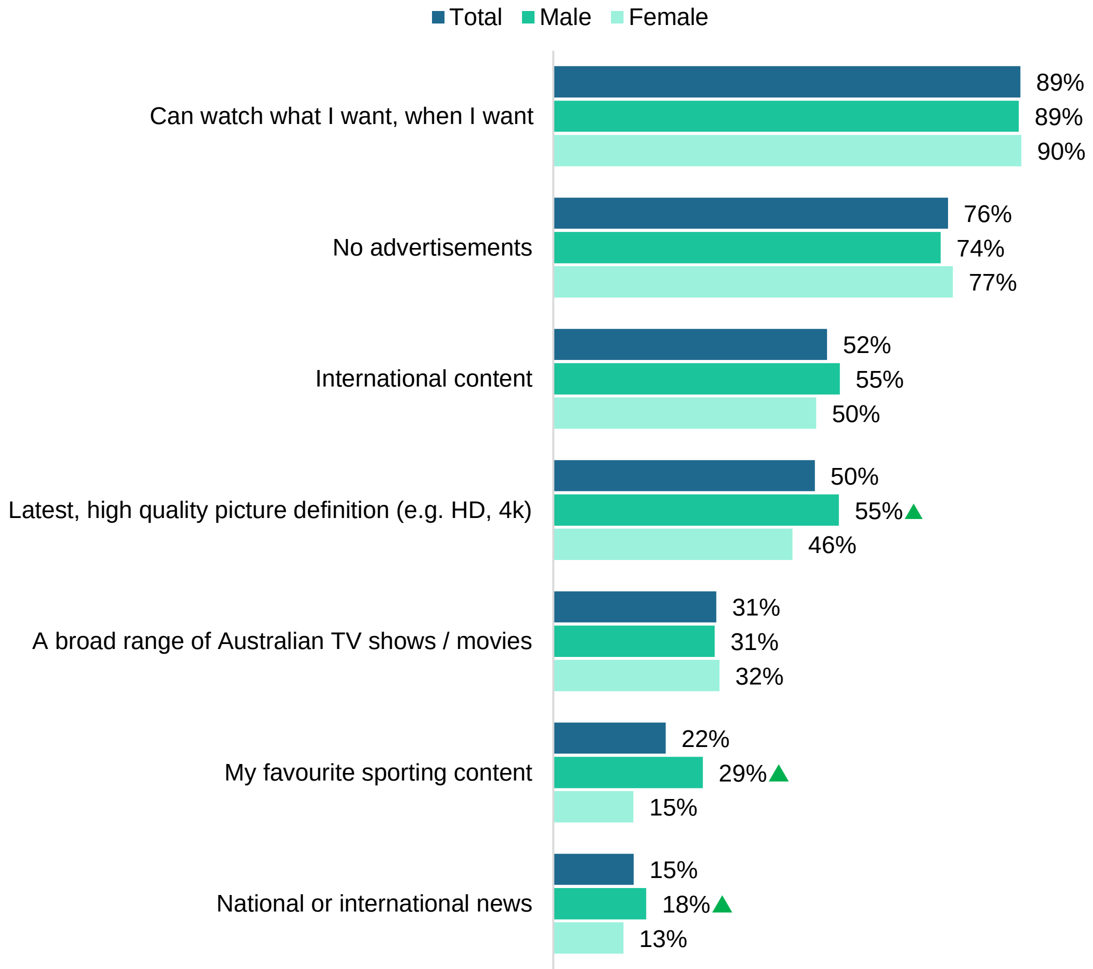


C16. Thinking about the following features of online subscription services (e.g. Netflix, Binge, YouTube Premium, Stan), please rate each in terms of how they feature in your reason for watching online subscription services?

Base: Watched online subscription service in the past 7 days: 2021: Total (n=2,553).

Figure 35 compares the reasons why females and males watch online subscription services and displays the sum of those who selected *essential* and *a main reason* for each feature. Males were more likely to indicate that online subscription services have the latest, high quality picture definition (55%), contains their favourite sporting content (29%) and has national or international news (18%) as reasons for watching compared to females.

Figure 35 Reasons for watching online subscription services (essential / main reason) by gender



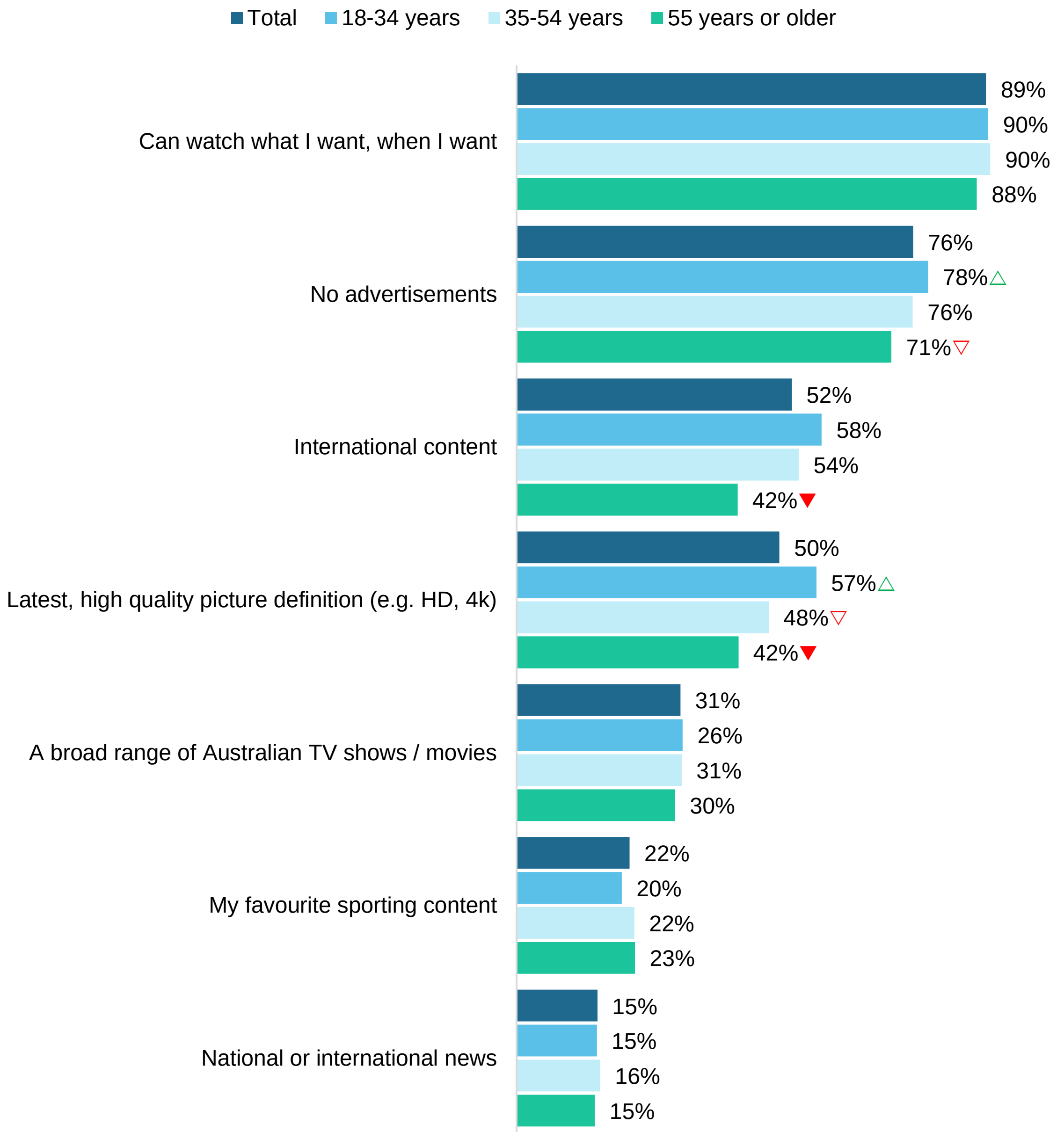
C16. Thinking about the following features of online subscription services (e.g. Netflix, Binge, YouTube Premium, Stan), please rate each in terms of how they feature in your reason for watching online subscription services?

Base: Watched online subscription service in the past 7 days – 2021: Total (n=2,553), Male (n=1,099), Female (1,441).

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

As shown in Figure 36, respondents aged 18 to 34 years were more likely (57%) than the older age groups to indicate that online subscription services have the latest, high quality picture definition is a reason for watching. Respondents aged both 18 to 34 years (58%) and 35 to 54 years (54%) were more likely than those aged 55 years or older to indicate that online subscription services have international content as a reason for watching. Respondents aged 18 to 34 years were more likely (78%) than those aged 55 years or older to indicate that online subscription services have no advertisements as a reason for watching.

Figure 36 Reasons for watching online subscription services (essential / main reason) by age



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?

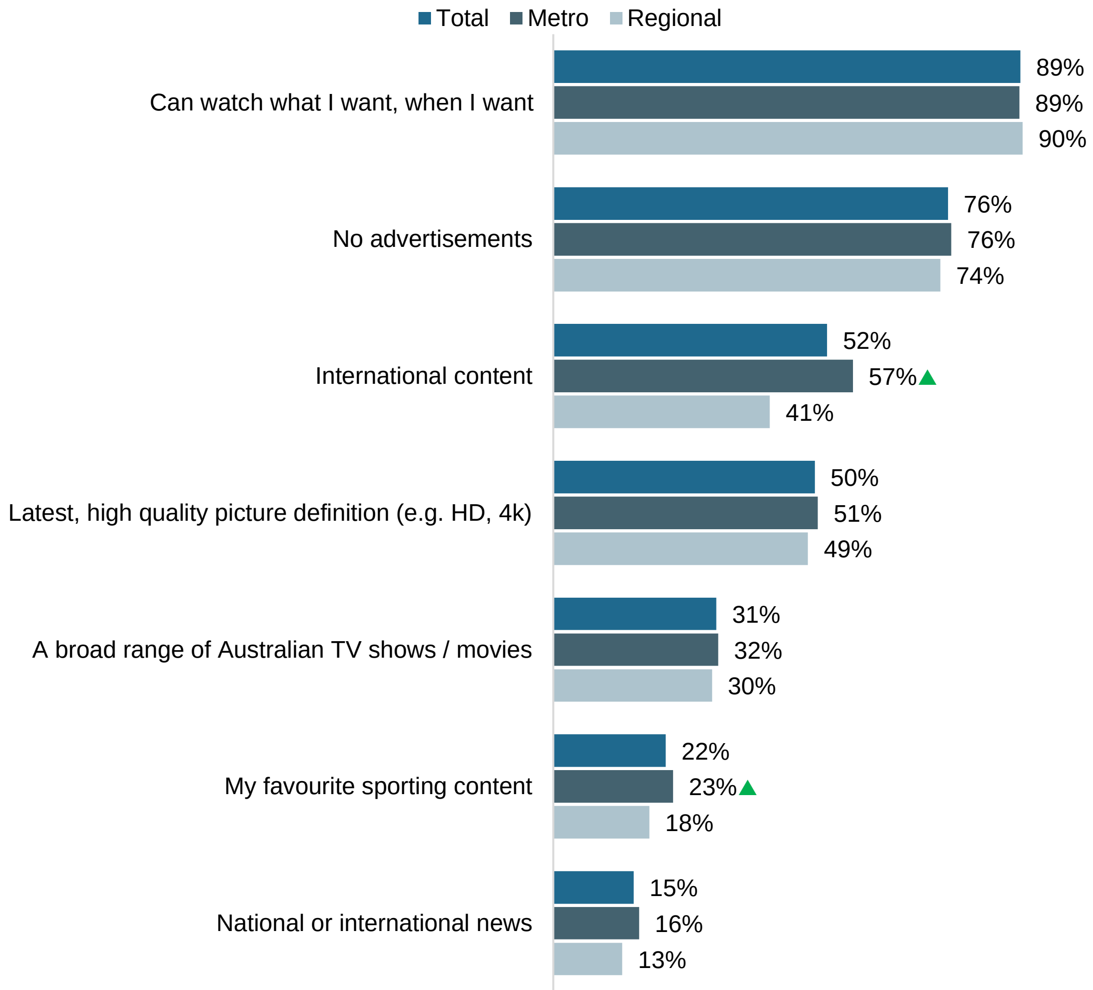
Base: Watched online subscription service in the past 7 days – 2021: Total (n=2,553), 18-34 years (n=559), 35-54 years (n=1,194), 55 years or older (n=799).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

As shown in Figure 37, metropolitan respondents were more likely to indicate that online subscription services having international content (57%) and their favourite sporting content (23%) as reasons for watching compared to regional respondents.

Figure 37 Reasons for watching online subscription services (essential / main reason) by region



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?

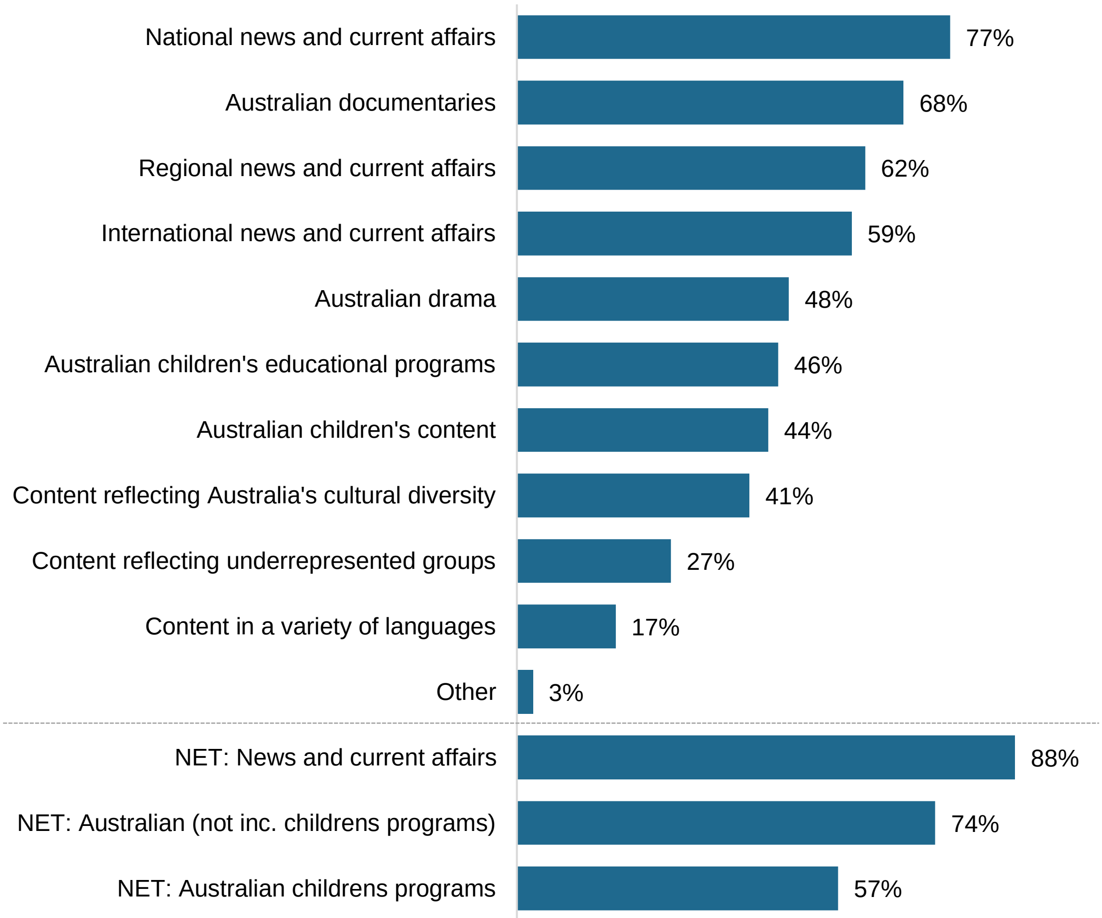
Base: Watched online subscription service in the past 7 days: 2021 (n=3,337), Metro (n=1,787), Regional (n=766).

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

2.1.10. Most important types of ABC content

In 2021 a new question was included for respondents who watched free-to-air television in the past seven days asking them to indicate what the most important types of content are for the ABC to provide. As shown in Figure 38, national news and current affairs (77%) and Australian documentaries (68%) were selected as the two most important.

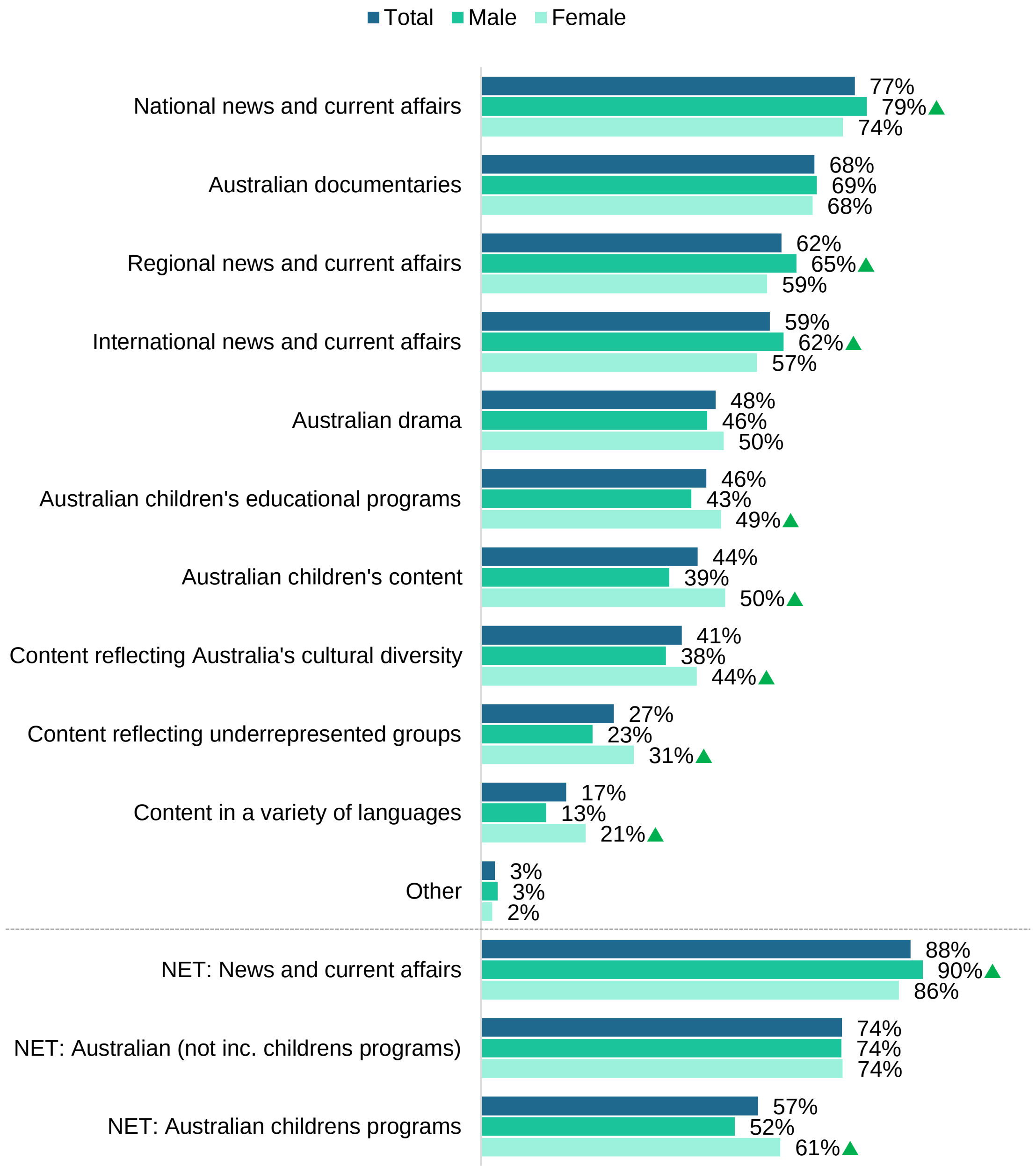
Figure 38 Most important types of content for the ABC to provide



C19. What are the most important types of content for the ABC to provide?
Base: Watched free-to-air TV in the past 7 days: 2021: Total (n=3,427).

Figure 39 compares the types of content females and males indicated are the most important for the ABC to provide. Males were more likely to respond that news and current affairs (90%) is the most important type of content compared to females. Females were more likely to respond that Australian children's content (61%), content reflecting Australia's cultural diversity (44%), underrepresented groups (31%) and content in a variety of languages (21%) are the most important types of content compared to males.

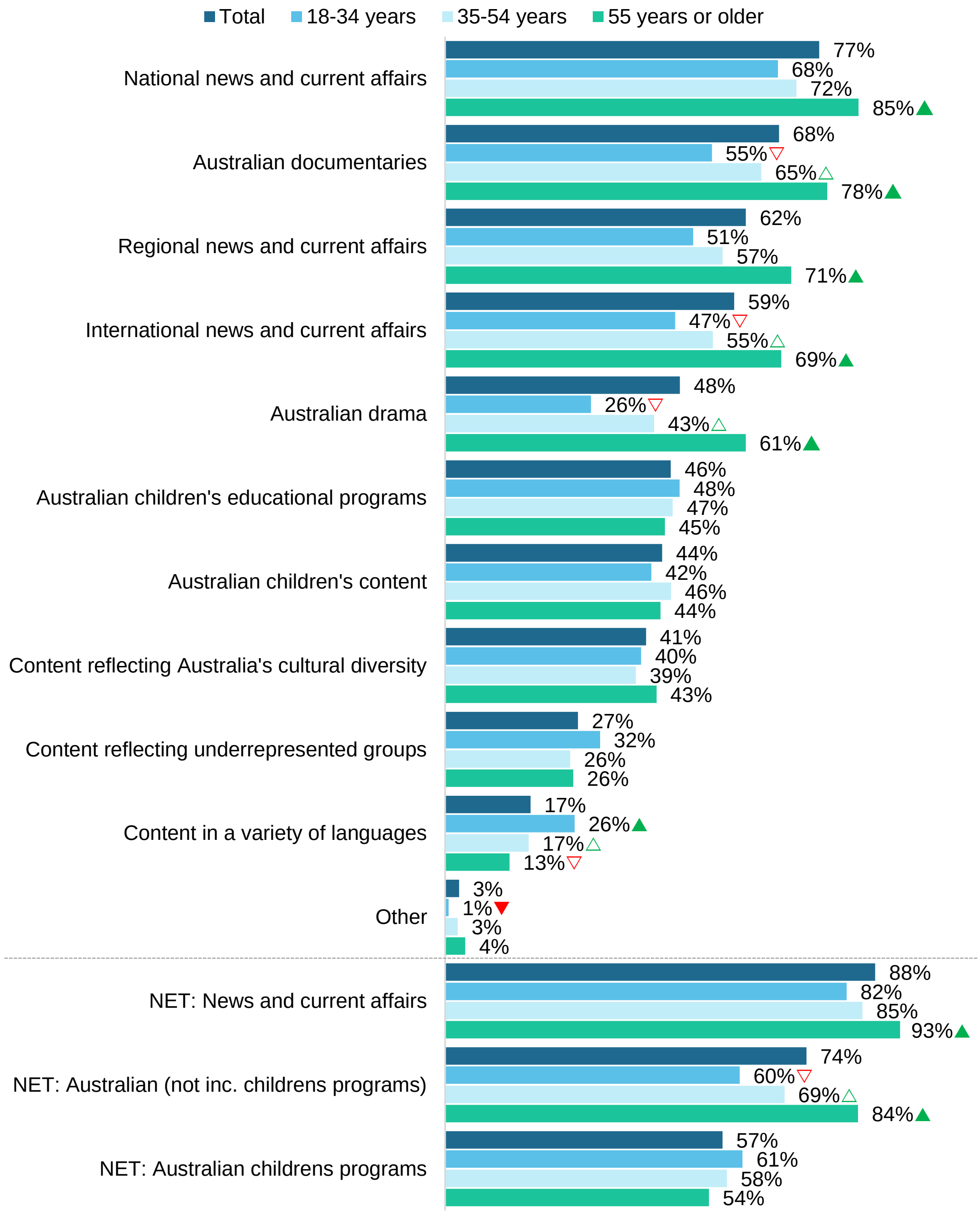
Figure 39 Most important types of content for the ABC to provide by gender



C19. What are the most important types of content for the ABC to provide?
Base: Watched free-to-air TV in the past 7 days: 2021: Total (n=3,427), Male (n=1,528), Female (n=1,888).
▲▼ Significantly different to the other sub-group at the 95% confidence level.

As shown in Figure 40, respondents aged 18 to 34 years were more likely than the older age groups to indicate that content in a variety of languages (26%) is the most important type of content for the ABC to provide. Respondents aged 55 years and older were more likely to respond that news and current affairs (93%), and Australian content excluding Australian children's content (84%) are the most important types compared to the younger age groups.

Figure 40 Most important types of content for the ABC to provide by age



C19. What are the most important types of content for the ABC to provide?

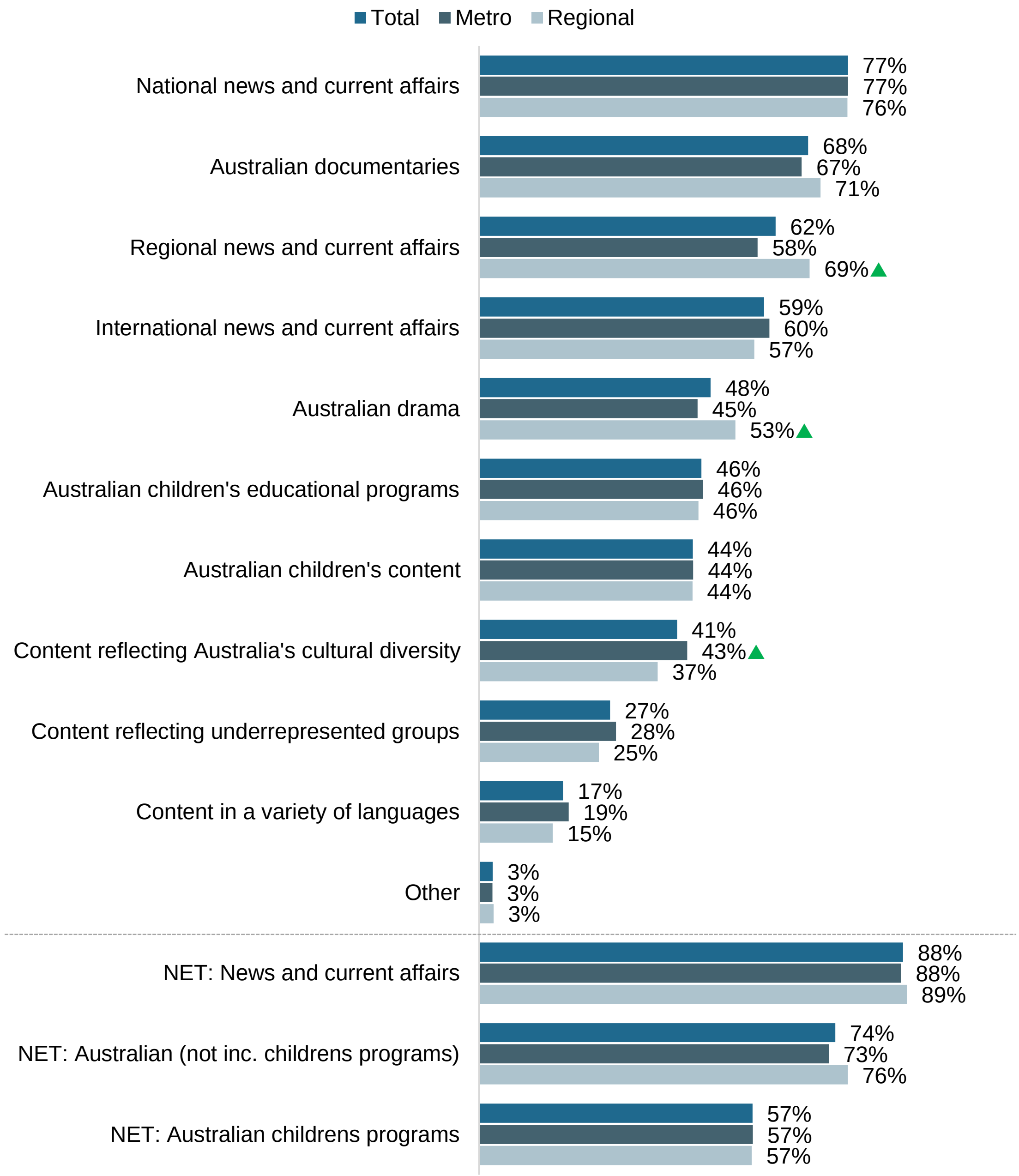
Base: Watched free-to-air TV in the past 7 days: 2021: Total (n=3,337), 18-34 years (n=1,443), 35-54 years (n=1,443), 55 years or older (n=1,443).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

As shown in Figure 41, regional respondents were more likely to indicate that regional news and current affairs (69%) and Australian drama (53%) are the most important types of content for the ABC to provide compared to metropolitan respondents. Metropolitan respondents were more likely to respond that content reflecting Australia's cultural diversity (43%) is the most important type of content compared to regional respondents.

Figure 41 Most important types of content for the ABC to provide by region



C19. What are the most important types of content for the ABC to provide?

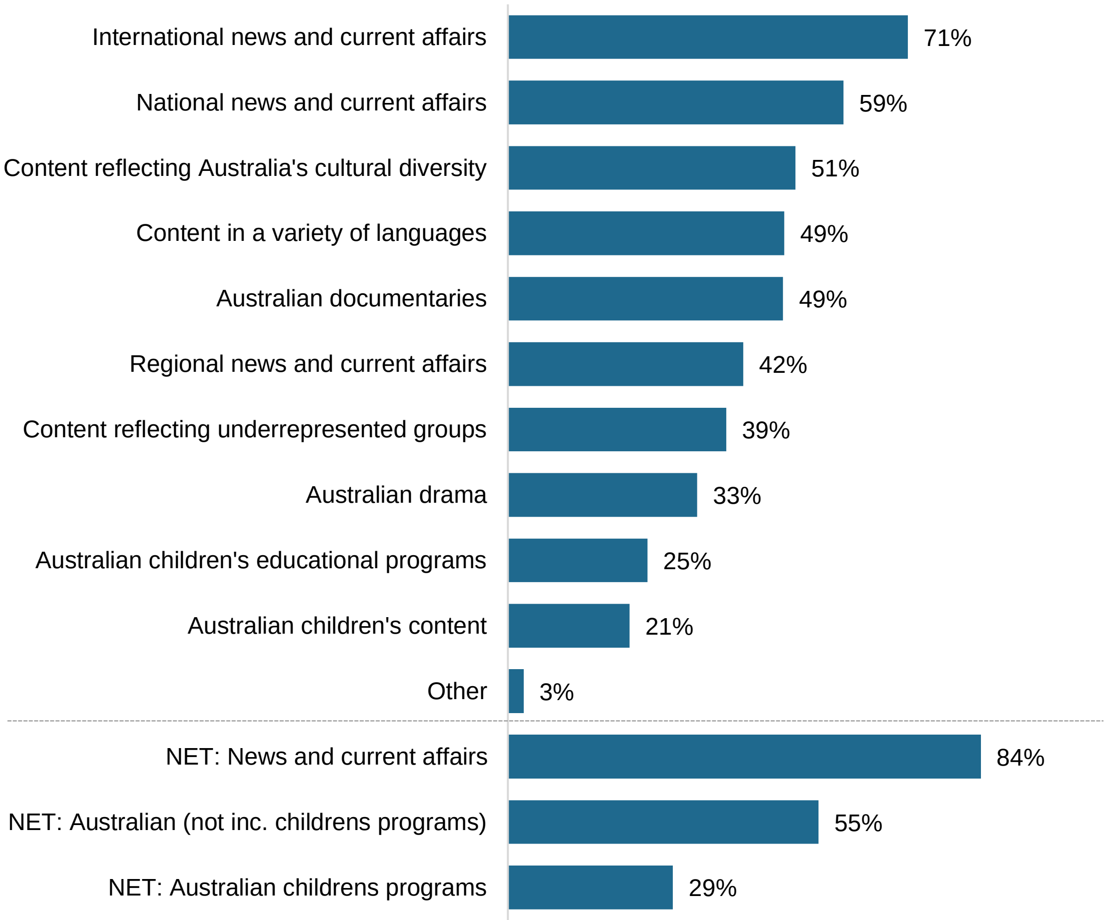
Base: Watched free-to-air TV in the past 7 days: 2021: Total (n=3,337), Metro (n=2,315), Regional (n=1,112).

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

2.1.11. Most important types of SBS content

In 2021 a new question was included for respondents who watched free-to-air television in the past seven days asking them to indicate what the most important types of content are for the SBS to provide. As shown in Figure 42, international (71%) and national (59%) news and current affairs were selected as the two most important.

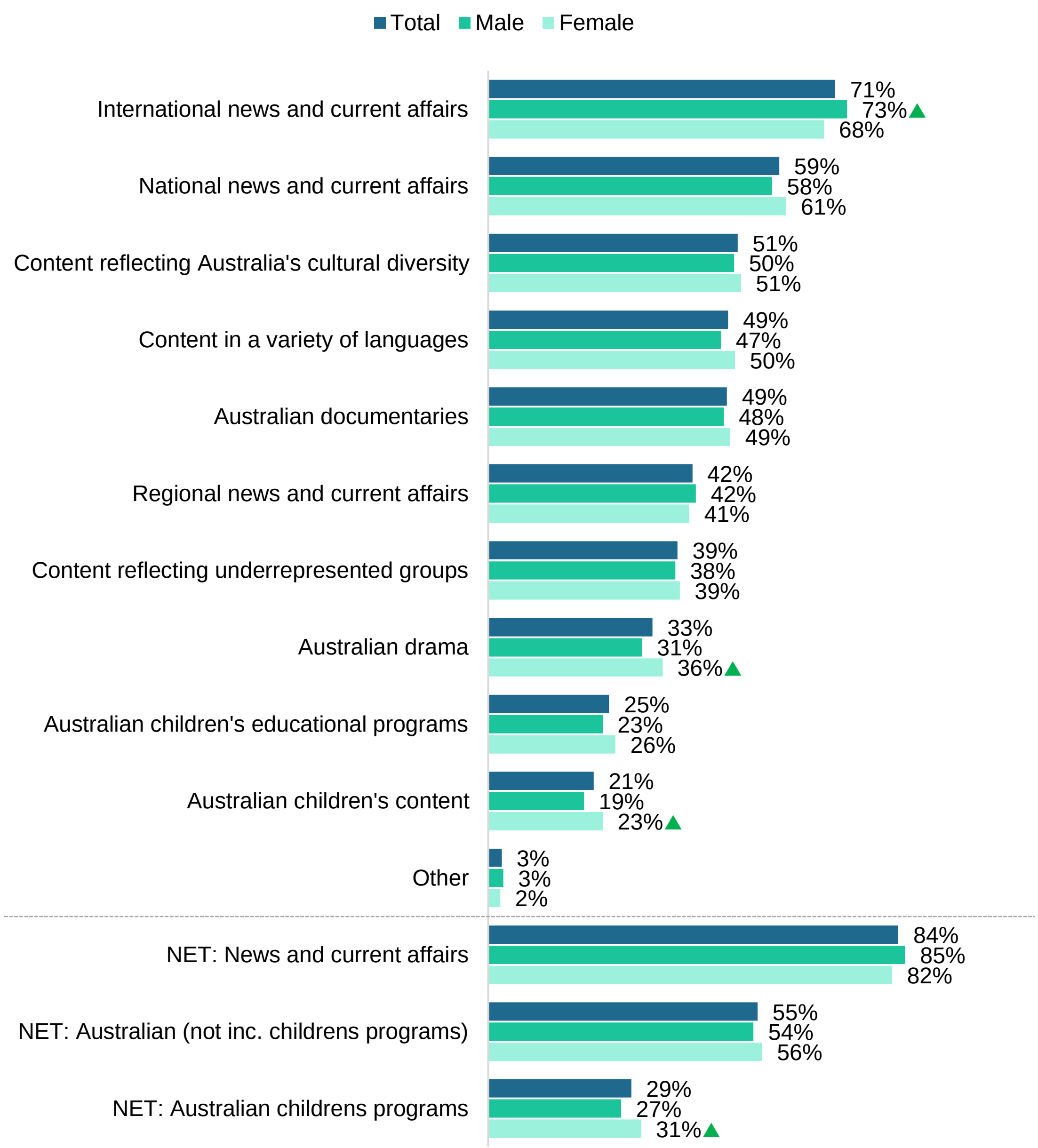
Figure 42 Most important types of content for the SBS to provide



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).

Figure 43 compares the types of content females and males indicated are the most important for SBS to provide. Males were more likely to respond that international news and current affairs (73%) is the most important type of content compared to females. Females were more likely to respond that Australian drama (36%) and Australian children's content (23%) are the most important types of content compared to males.

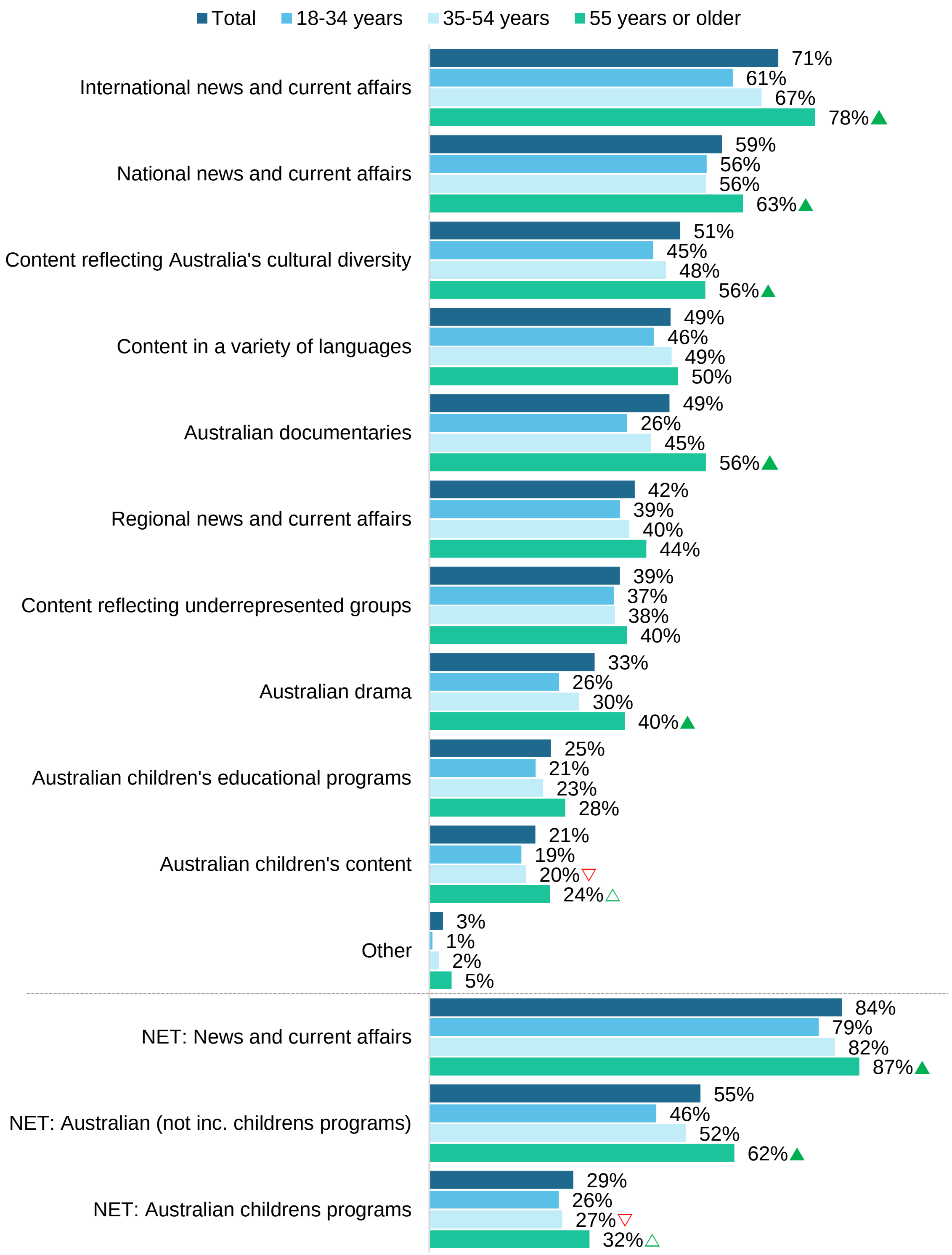
Figure 43 Most important types of content for the SBS to provide by gender



C19b. What are the most important types of content for SBS to provide?
Base: Watched free-to-air TV in the past 7 days – 2021: Total (n=3,337), Male (n=1,528), Female (n=1,888).
▲▼ Significantly different to the other sub-group at the 95% confidence level.

As shown in Figure 44, respondents aged 55 years and older were more likely to indicate that news and current affairs (87%) and Australian content not including children's content (62%) are the most important types of content for SBS to provide compared to the younger age groups.

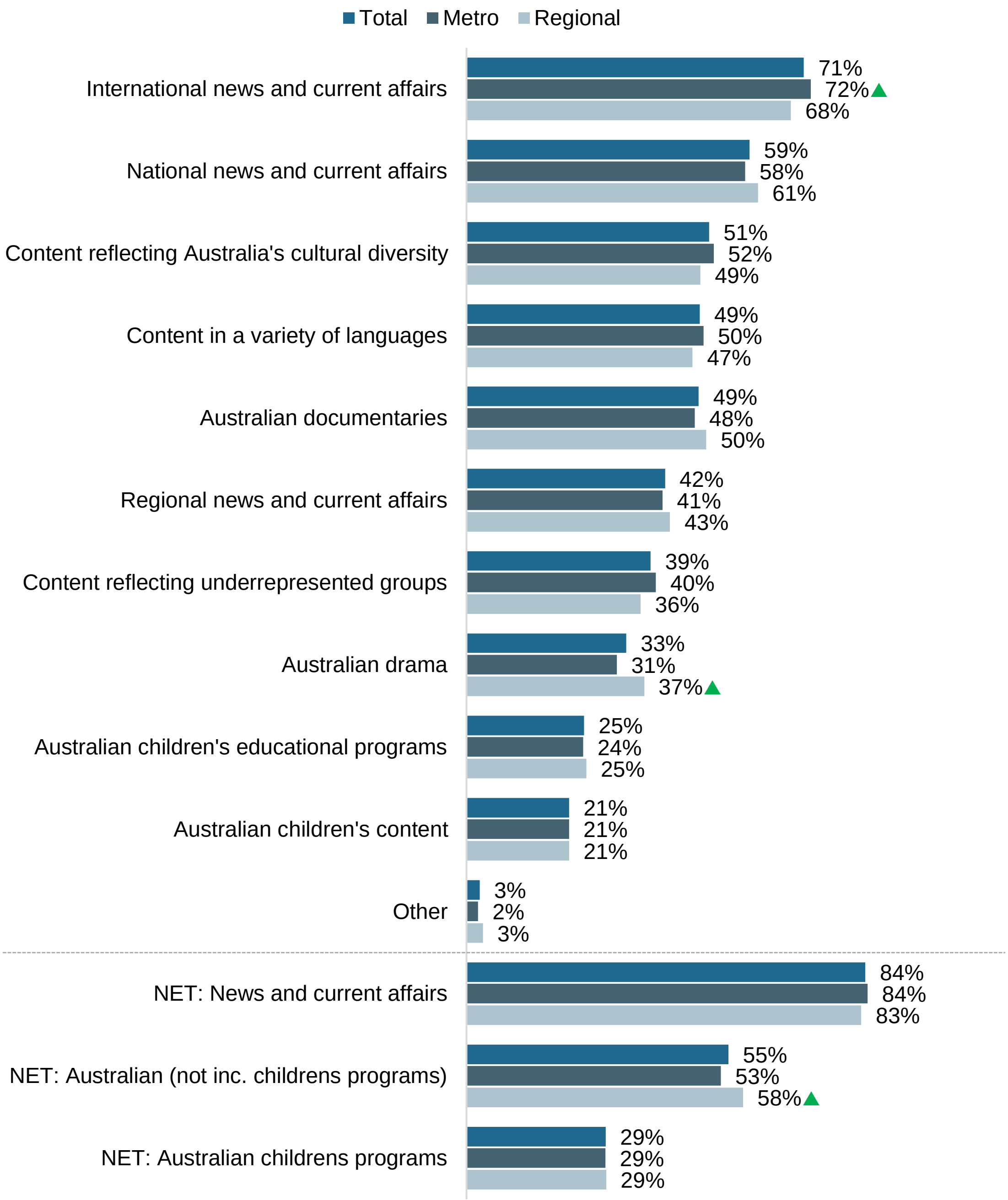
Figure 44 Most important types of content for the SBS to provide by age



C19b. What are the most important types of content for SBS to provide?
Base: Watched free-to-air TV in the past 7 days – 2021: Total (n=3,427), 18-34 years (n=437), 35-54 years (n=1,443), 55 years or older (n=1,546).
▲▼ Significantly different to all other sub-groups at the 95% confidence level.
△▽ Significantly different to sub-group with corresponding arrow at the 95% confidence level.

As shown in Figure 45, metropolitan respondents were more likely to indicate that international news and current affairs (72%) is the most important type of content for SBS to provide compared to regional respondents. Regional respondents were more likely to highlight that Australian drama (37%) is the most important type of content compared to metropolitan respondents.

Figure 45 Most important types of content for the SBS to provide by region



C19b. What are the most important types of content for SBS to provide?

Base: Watched free-to-air TV in the past 7 days: 2021: Total (n=3,427), Metro (n=2,315), Regional (n=1,112).

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

2.2. Children's screen content consumption

Parents or guardians of children aged 15 years or under were asked about their child's screen content consumption. If a respondent had more than one child 15 years old or under, they were asked to answer questions about the child randomly selected by the program. The following section outlines the results about children's screen content consumption.

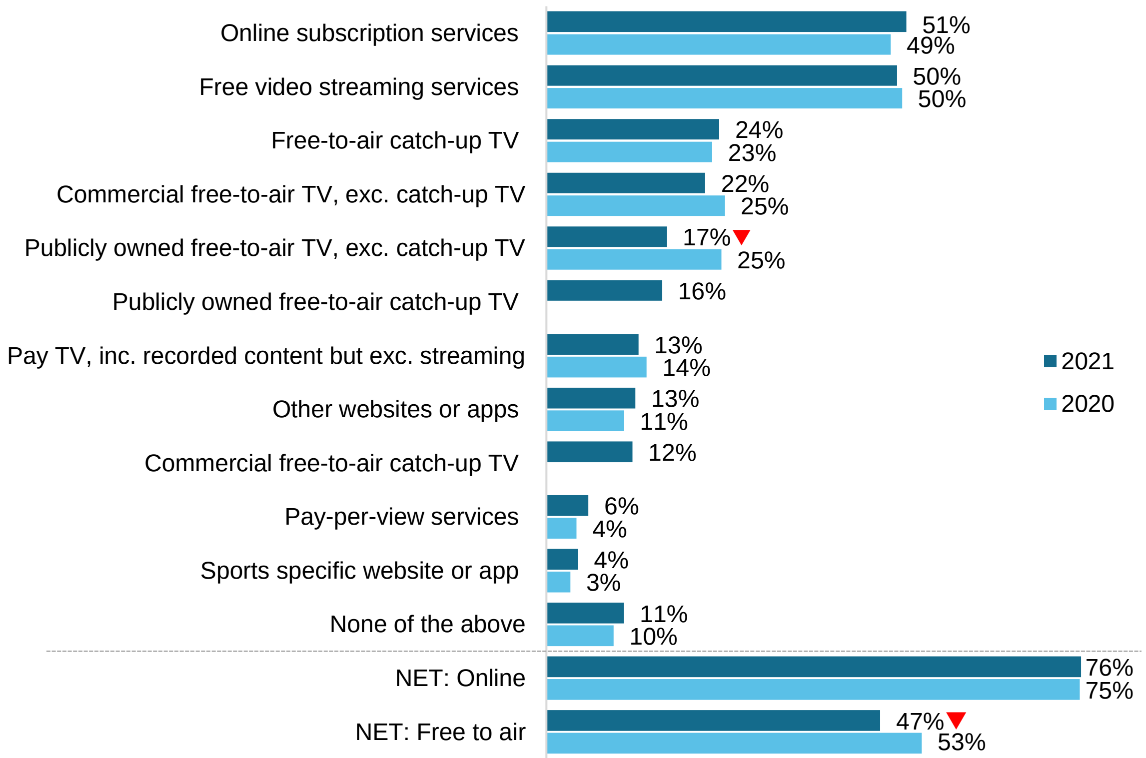
2.2.1. Channels used to watch children's screen content

When asked which channels their child used to watch screen content in the past seven days, parents and guardians most commonly nominated online subscription services (51%) and free video streaming services (50%), as shown in Figure 46. There was decreased usage of publicly owned free-to-air television excluding catch-up television in 2021 (17%) as compared to 2020 (25%). This decreased usage of publicly owned free-to-air television from 2020 to 2021 was primarily among children aged 0 to 5 years.

Three in four (76%) parents and guardians reported their child used at least one online channel, excluding free-to-air catch-up TV. This was higher than the proportion who reported that their child used any of the four forms of free-to-air TV (47%).

Overall, one in ten (11%) parents and guardians reported their children did not use any of the channels to watch screen content, resulting in the remaining nine in ten (89%) parents and guardians reporting their child consumed screen content via at least one channel.

Figure 46 Channels used to watch children's screen content in the past seven days – Total



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

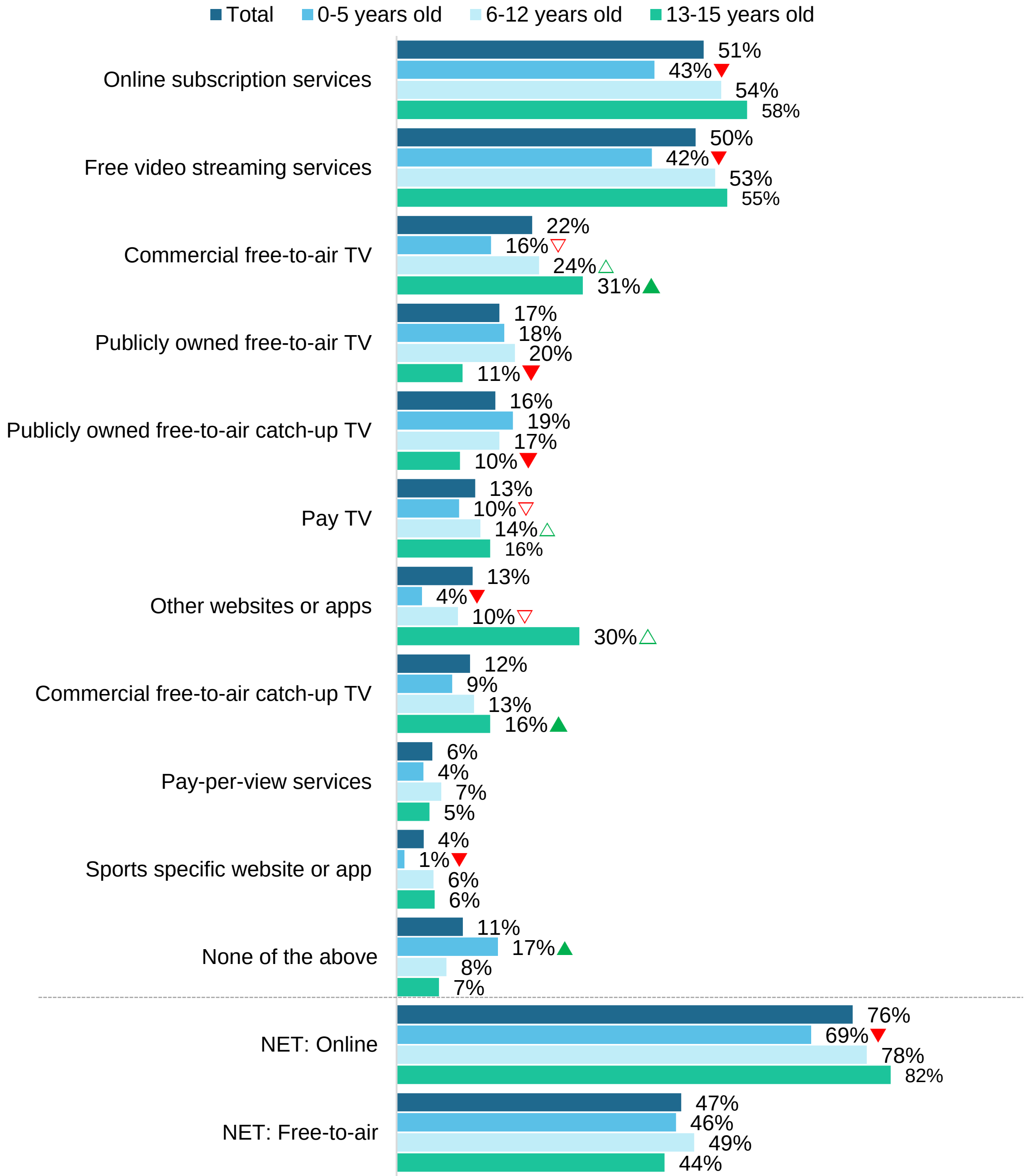
Base: All parents and guardians – 2020: Total (n=1,571). 2021: Total (n=1,603).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (<1%). 'NET: Online' includes: 'Online subscription services', 'Free video streaming services', 'Other websites or apps', and 'Sports specific website or app'. 'NET: Free-to-air' includes: 'Commercial free-to-air TV', 'Publicly owned free-to-air TV', and 'Free-to-air catch-up TV'.

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

When asked which channels their child used to watch screen content in the past seven days, there were some age differences. As shown in Figure 47, parents and guardians reported that younger children, aged 0-5 years, were more likely to watch publicly owned free-to-air TV (18%) and publicly owned free-to-air catch-up TV (19%) but less likely to watch most other channels.

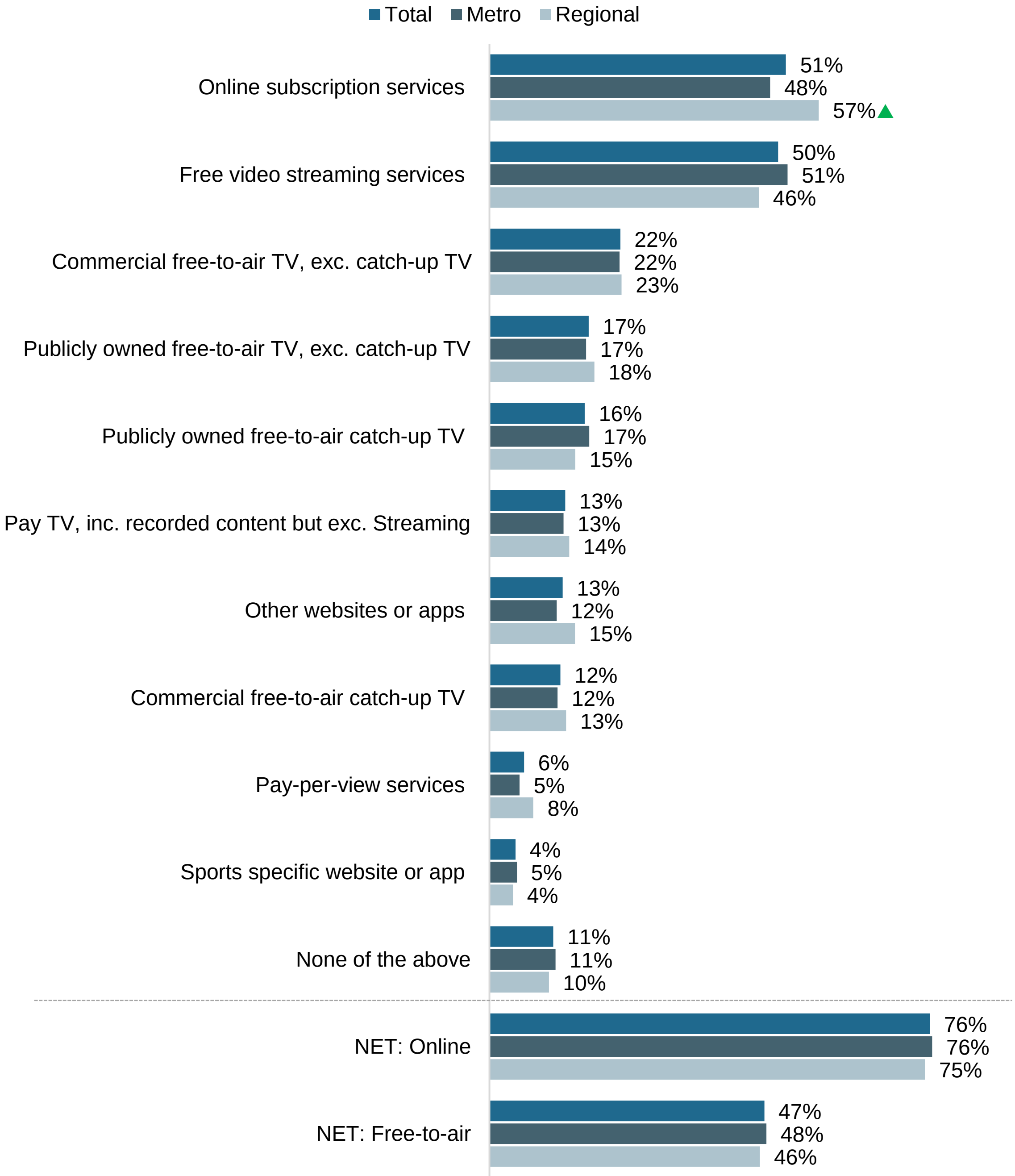
Figure 47 Channels used to watch children's screen content in the past seven days – by age of child



F1.	In the past 7 days, which of the following did your child watch at home or elsewhere on any device? (Multiple responses).
Base:	All parents and guardians – 2021: Total (n=1,603), Child aged: 0-5 (n=478), 6-12 (n=708), 13-15 (n=417).
Note:	The following were not shown: 'Don't know' (0%), 'Refused' (<1%). 'NET: Online' includes: 'Online subscription services', 'Free video streaming services', 'Other websites or apps', and 'Sports specific website or app'. 'NET: Free-to-air' includes: 'Commercial free-to-air TV', 'Publicly owned free-to-air TV', and 'Free-to-air catch-up TV'.
▲▼	Significantly different to all other sub-groups at the 95% confidence level.
△▽	Significantly different to sub-group with corresponding arrow at the 95% confidence level.

Figure 48 shows regional differences in channels used to watch children's screen content. Results from parents and guardians in metropolitan and regional areas were consistent across most channels, with those in regional areas more likely to watch screen content using online subscription services (57%).

Figure 48 Channels used to watch children's screen content in the past seven days – by region



F1. In the past 7 days, which of the following did your child watch at home or elsewhere on any device? (Multiple responses).

Base: All parents and guardians – 2021: Total (n=1,603), Metro (n=1,143), Regional (n=460).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (<1%). 'NET: Online' includes: 'Online subscription services', 'Free video streaming services', 'Other websites or apps', and 'Sports specific website or app'. 'NET: Free-to-air' includes: 'Commercial free-to-air TV', 'Publicly owned free-to-air TV', and 'Free-to-air catch-up TV'.

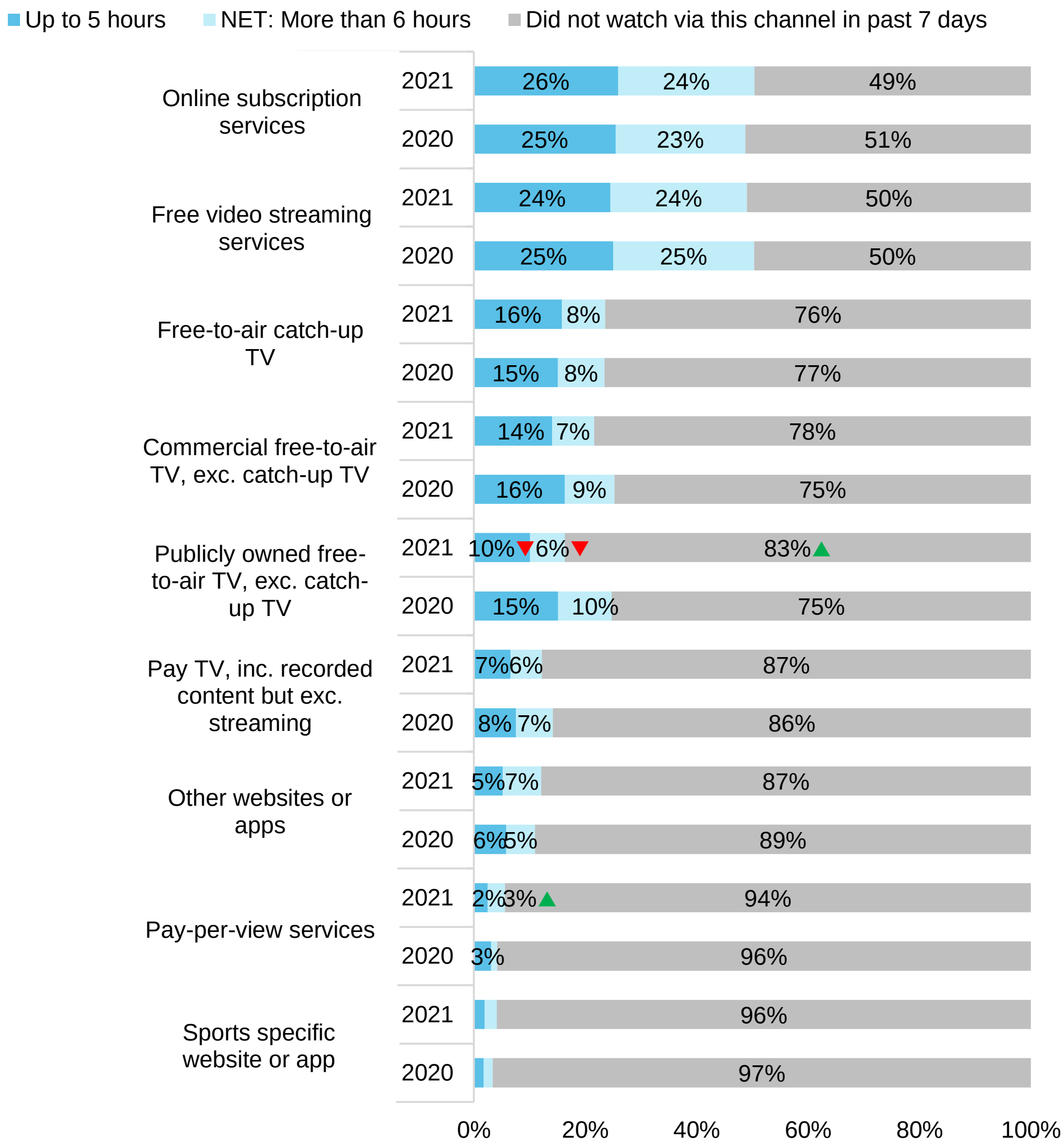
▲▼ Significantly different to the other sub-group at the 95% confidence level.

2.2.2. Time spent watching children's screen content

Parents and guardians were then asked about the amount of time the selected child spends watching each platform in an average week. Figure 49 shows the amount of time spent watching screen content across different channels. To allow for direct comparisons between channels, the proportion of children who did not watch via each of the channels were also shown.

The greatest amount of time spent watching screen content were via the most commonly used channels, with one in four parents and guardians reporting their children watch free video streaming services like YouTube, Twitch and Tubi (24%) and online subscription services (24%) more than six hours per week on average. In 2021 there was an increase in parents and guardians reporting that their children did not watch publicly owned free-to-air television (83%) compared to 2020. The least amount of time was spent watching pay-per-view services and sports specific websites.

Figure 49 Hours spent watching children's screen content per week – Total



F2. On average, how many hours per week does your child spend watching each of the following?

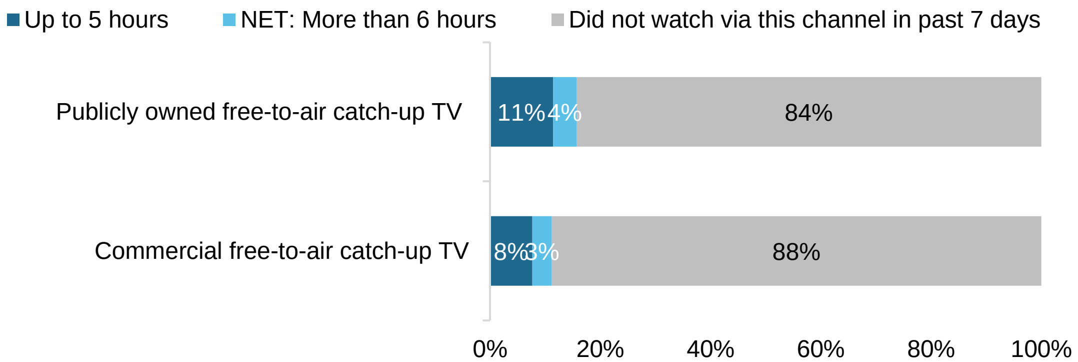
Base: All parents and guardians – 2021: Total (n=1,603). 2020: Total (n=1,571).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%). Labels under 3% are not shown.

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

In 2021 a new question was added to ask parents and guardians whose child watched free-to-air catch-up television in the past seven days to indicate how much time their child spent watching each type of free-to air catch-up television their child watched. Around one in ten children spent up to five hours a week watching publicly owned (11%) or commercial (8%) free-to-air catch-up television in the past week (Figure 50).

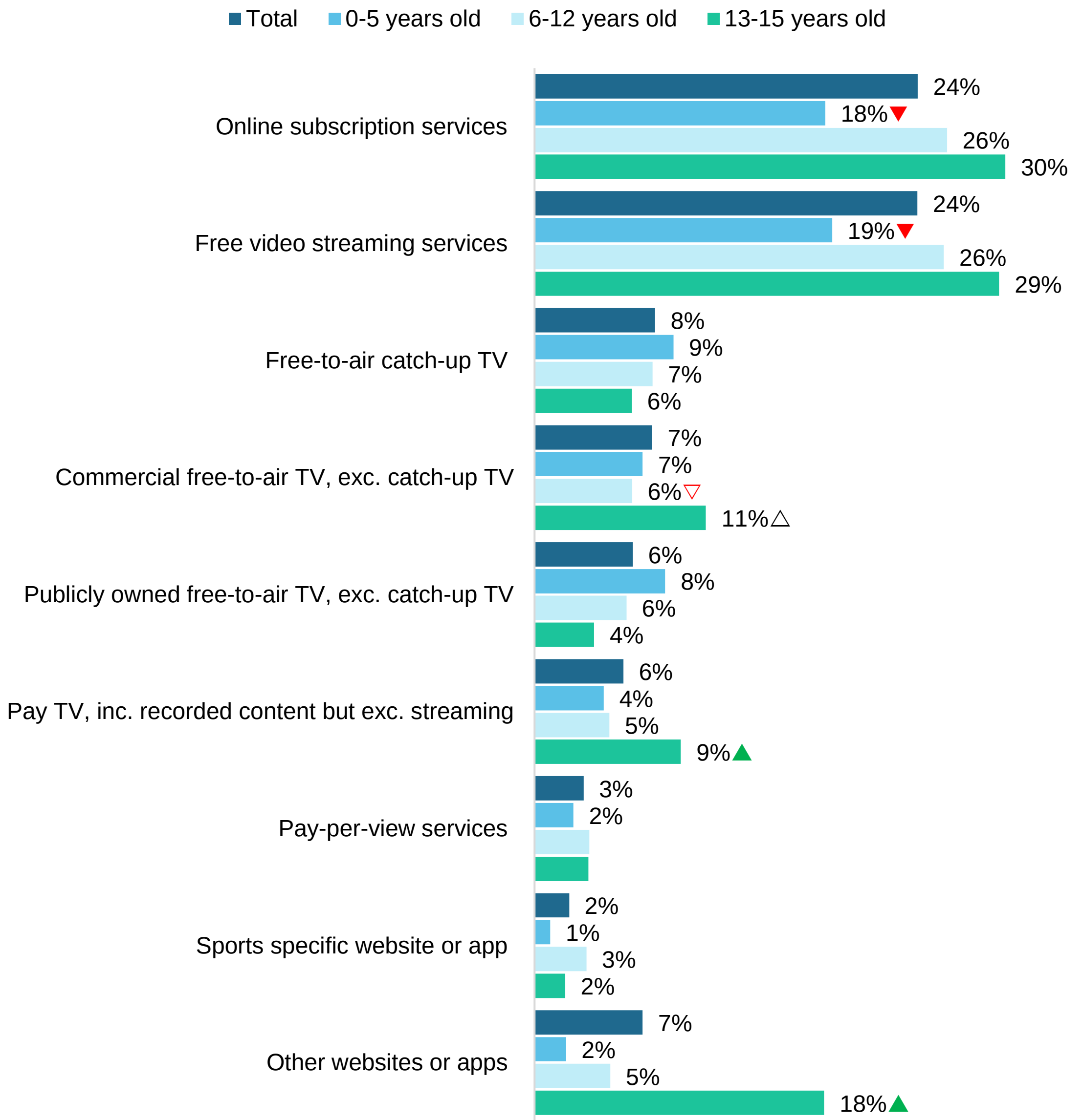
Figure 50 Hours spent watching children's catch-up television per week – Total



F5. On average, how many hours per week does your child spend watching each of the following?
Base: All parents and guardians – 2021: Total (n=1,603).

As shown in Figure 51, compared to parents and guardians of children aged 0-5 years and 6-12 years, those with children aged 13-15 years were more likely to say their child spent six hours or more per week on average watching other websites or apps (18%) and Pay TV (9%). Parents and guardians of children aged 0-5 years were more likely to report use of publicly owned free-to-air TV (8%) than parents and guardians of children aged 13-15 years. Parents and guardians of children aged 0-5 years were less likely to report use of free streaming services (19%) and online subscription services (18%) than parents and guardians of children aged 6-12 years and 13-15 years.

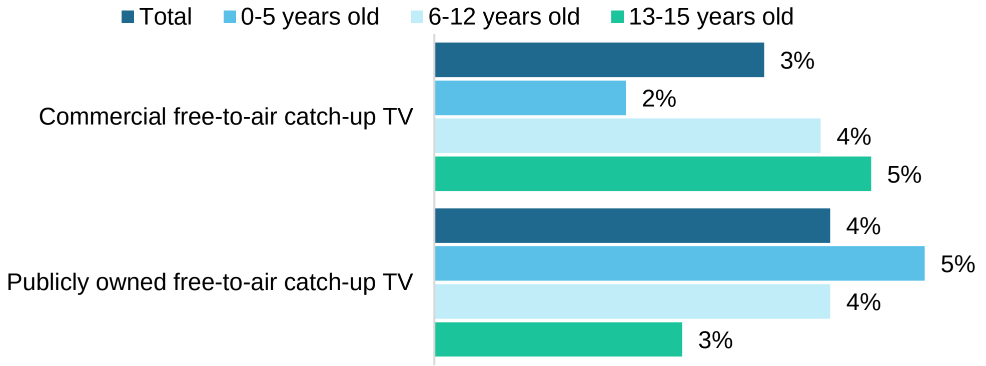
Figure 51 Spent six hours or more per week watching children's screen content – by age of child



F2.	On average, how many hours per week does your child spend watching each of the following? ('6-10 hours', '11-15 hours', '16-20 hours', '21-25 hours', '26-35 hours', and 'More than 35 hours').
Base:	All parents and guardians – 2021: Total (n=1,603), Child aged: 0-5 (n=478), 6-12 (n=708), 13-15 (n=417).
Note:	The following were not shown: 'Don't know' (0%), 'Refused' (0%).
▲▼	Significantly different to all other sub-groups at the 95% confidence level.
△▽	Significantly different to sub-groups with corresponding arrow at the 95% confidence level.

As shown in Figure 52, one in twenty (5%) children aged 0 to 5 years watch publicly owned free-to-air television for six hours or more per week while the same proportion (5%) of children aged 13 to 15 years watch commercial free-to-air television for six hours or more per week.

Figure 52 Spent six hours or more per week watching children's catch-up television – by age of child

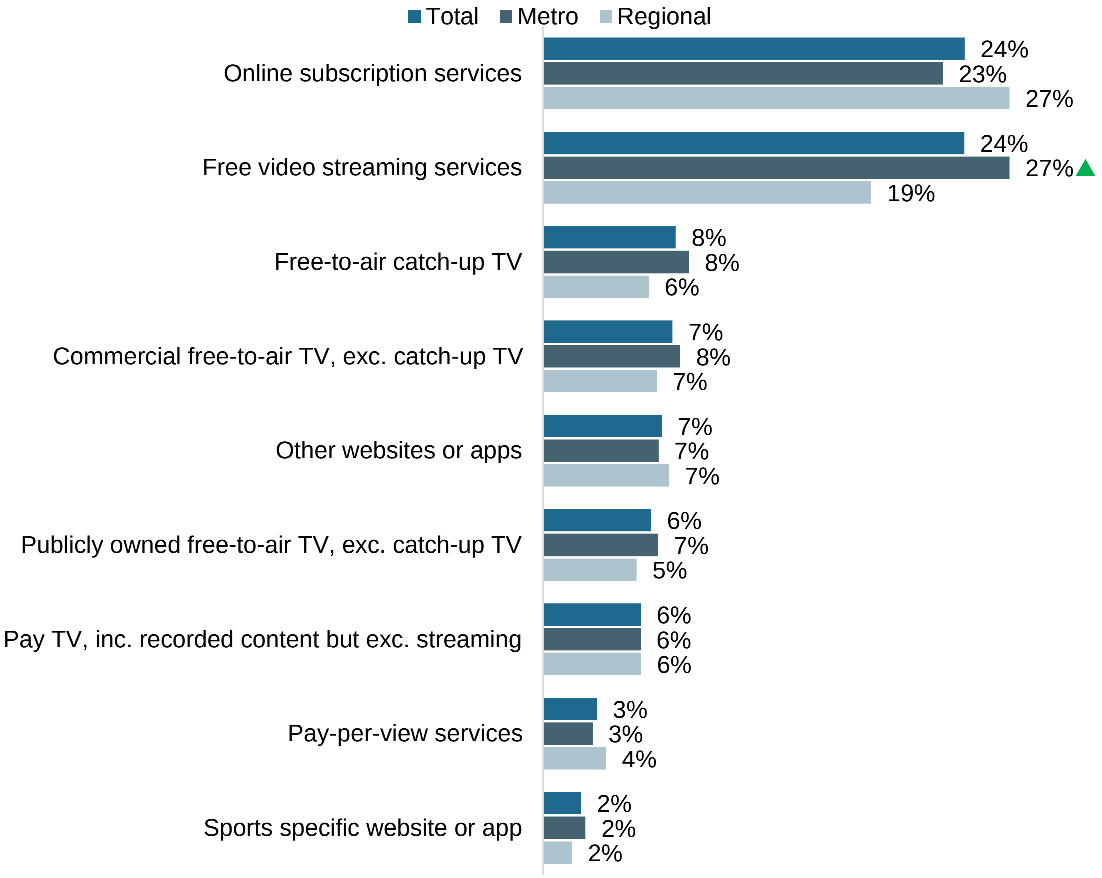


F5. On average, how many hours per week does your child spend watching each of the following?

Base: All parents and guardians – Total (n=1,603), 0-5 years old (n=478), 6-12 years old (n=708), 13-15 years old (n=417).

When looking at region, as shown in Figure 53, compared to parents and guardians in regional areas, those in metropolitan areas were more likely to say their child spent six hours or more per week on average watching free video streaming services (27%).

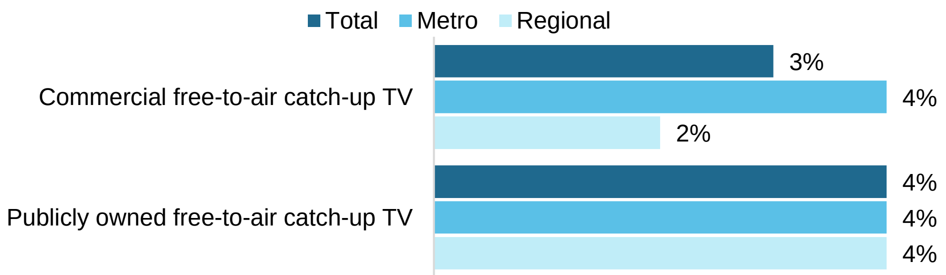
Figure 53 Spent six hours or more per week watching children's screen content – by region



F1. In the past 7 days, which of the following did your child watch at home or elsewhere on any device? (Multiple responses).
Base: All parents and guardians – Total (n=1,603), Metro (n=1,143), Regional (n=460).
Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%).
▲▼ Significantly different to the other sub-group at the 95% confidence level.

As shown in Figure 54, only 4% of children in both regional and metropolitan areas watch publicly owned publicly owned free-to-air television for six hours or more per week.

Figure 54 Spent six hours or more per week watching children's catch-up television – by location



F5. On average, how many hours per week does your child spend watching each of the following?
Base: All parents and guardians – Total (n=1,603), Metro (n=1,143), Regional (n=460).

3. News content

The survey included a section that covered news and current affairs content consumption specifically (referred to throughout as ‘news’), focussing on types of news consumed and sources of news. The following sections outline the results about news content consumption.

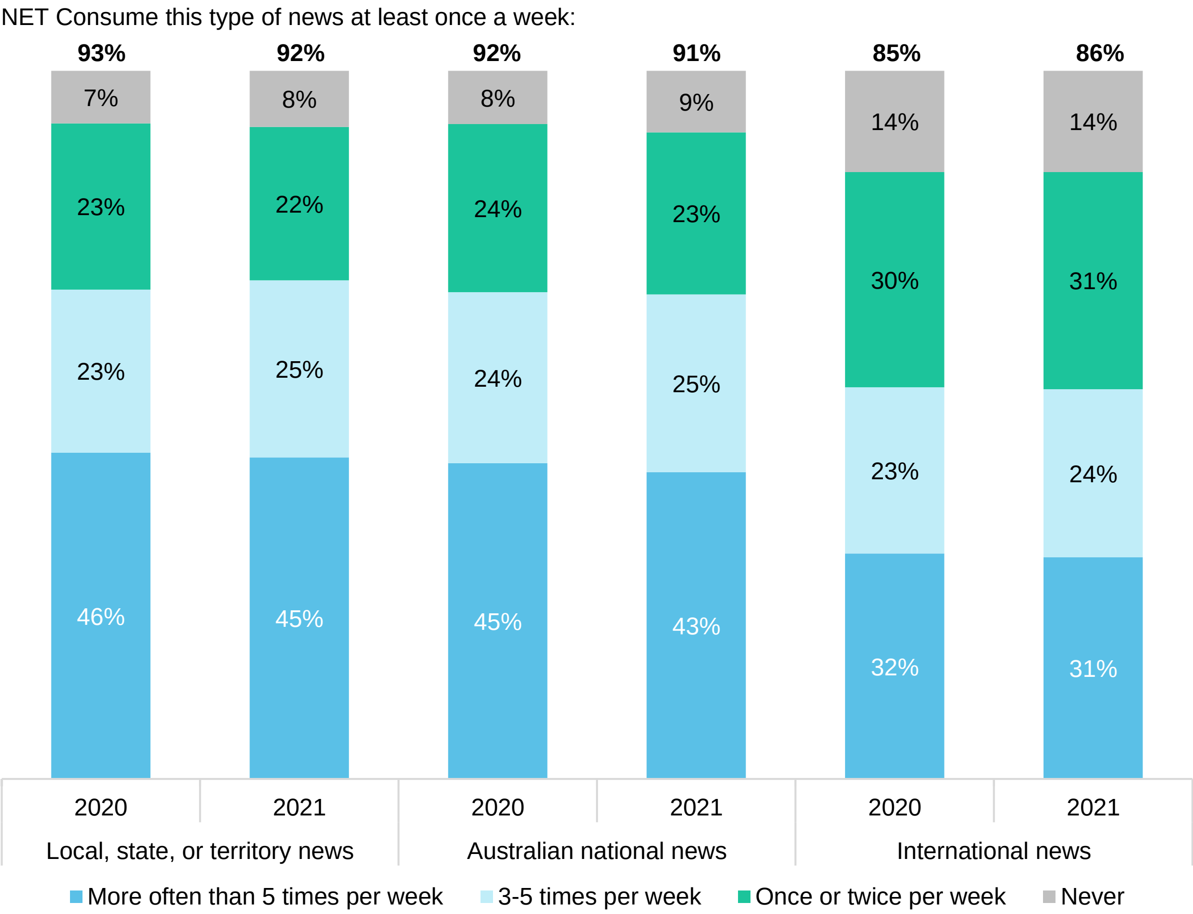
3.1. Types of news consumed

Respondents were asked how often in an average week they read, watch, or listen to three different types of news and current affairs:

- Local (including state or territory) news
- Australian national news (politics, current affairs, economy)
- International news.

Figure 55 shows that consumption levels of local and national news were relatively similar. In 2021, nine in ten (92%) respondents consume local news, and a similar proportion (91%) consume national news. Four in five (86%) consume international news. There were no significant changes in consumption of these news sources between 2020 and 2021.

Figure 55 Average weekly news consumption frequency – Total



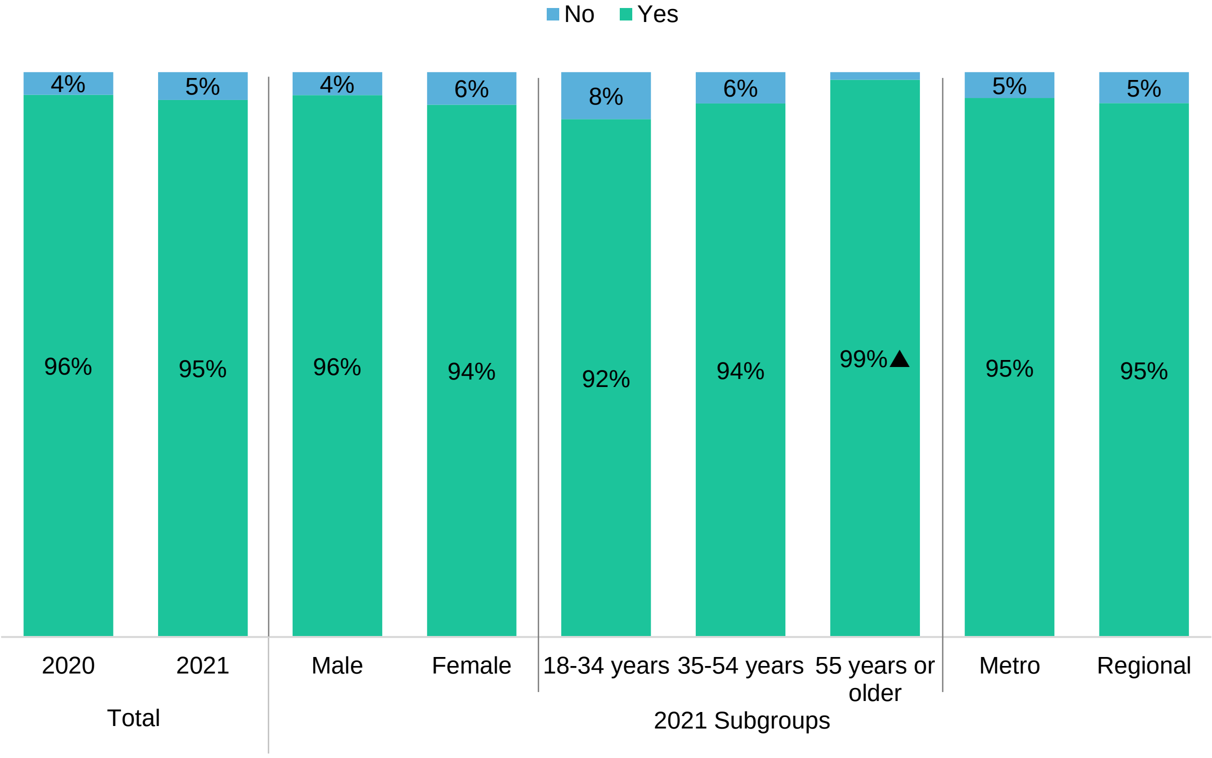
D1. On average per week, how often do you read, watch, or listen to any of the following types of news and current affairs? This includes TV, radio, newspapers, and online.

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

Note: The following were not shown: ‘Don’t know’ (<1%), ‘Refused’ (<1%). Figures may not add to 100% due to rounding.

Figure 56 shows that the majority of respondents (95%) consumed at least one of local news, Australian national news (politics, current affairs, economy), or international news at least once a week in 2021. Respondents aged 55 years or older (99%) were more likely than the younger age groups to consume at least one type of news.

Figure 56 Consume at least one type of news at least once a week – Total



D1. On average per week, how often do you read, watch, or listen to any of the following types of news and current affairs? This includes TV, radio, newspapers, and online.

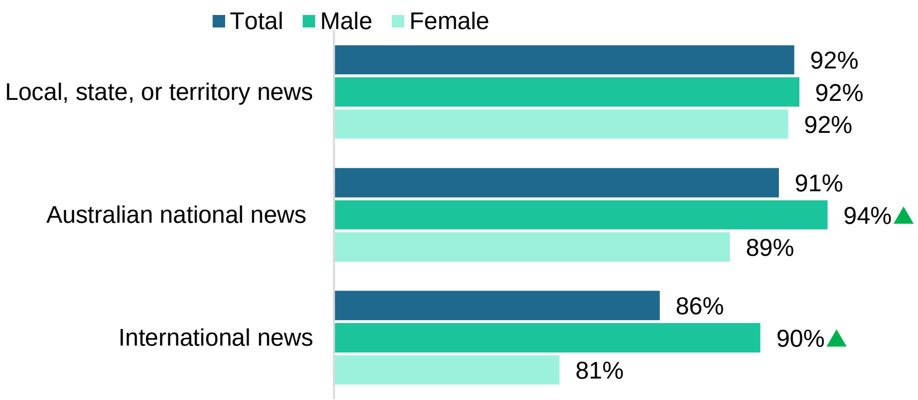
Base: All respondents – 2020: Total (n=4,096). 2021: Total (n=4,135).

Note: Consume at least one type of news at least once a week was defined as: Consume local, national, or international news 'Once or twice per week', '3-5 times per week', or 'More often than 5 times per week'). Figures may not add to 100% due to rounding.

▲ Significantly different to other sub-group(s) at the 95% confidence level.

Figure 57 shows the gender differences in news consumption by type of news. Males were more likely than females to consume national news (94%) and international news (90%).

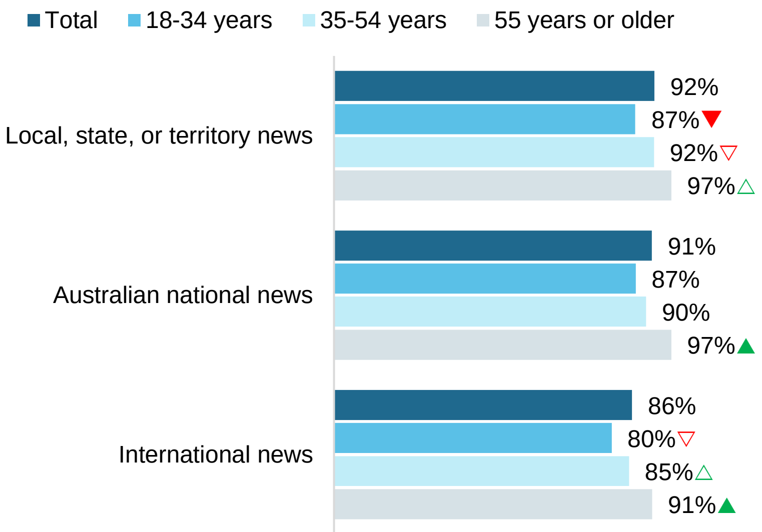
Figure 57 Types of news consumed – by gender



D1.	On average per week, how often do you read, watch, or listen to any of the following types of news and current affairs? This includes TV, radio, newspapers, and online. ('More often than 5 times per week', '3-5 times per week', or 'Once or twice per week').
Base:	All respondents – 2021: Total (n=4,135), Male (n=1,832), Female (n=2,285).
Note:	The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). 'Consume at least one type of news' defined as: Consume local, national, or international news 'Once or twice per week', '3-5 times per week', or 'More often than 5 times per week').
▲▼	Significantly different to the other sub-group at the 95% confidence level.

Figure 58 shows that older respondents aged 55 years or older were more likely to consume all types of news – local (97%), national (97%), and international (91%) compared to the two younger age groups. Younger respondents aged 18-34 were less likely to consume all types of news.

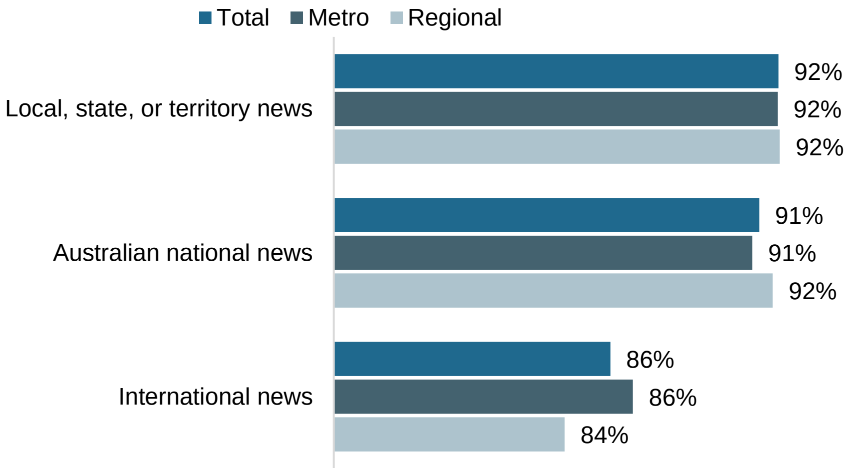
Figure 58 Types of news consumed – by age



D1.	On average per week, how often do you read, watch, or listen to any of the following types of news and current affairs? This includes TV, radio, newspapers, and online. ('More often than 5 times per week', '3-5 times per week', or 'Once or twice per week').
Base:	All respondents – 2021: Total (n=4,145), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659).
Note:	The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). 'Consume at least one type of news' defined as: Consume local, national, or international news 'Once or twice per week', '3-5 times per week', or 'More often than 5 times per week').
▲▼	Significantly different to all other sub-groups at the 95% confidence level.
△▽	Significantly different to sub-group with corresponding arrow at the 95% confidence level.

As shown in Figure 59, there were no significant differences in the consumption of all three news types between respondents living in regional and metropolitan areas.

Figure 59 Types of news consumed – by region



D1. On average per week, how often do you read, watch, or listen to any of the following types of news and current affairs? This includes TV, radio, newspapers, and online. ('More often than 5 times per week', '3-5 times per week', or 'Once or twice per week').

Base: All respondents – Total (n=4,135), Metro (n= 2,814), Regional (n=1,379).

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). 'Consume at least one type of news' defined as: Consume local, national, or international news 'Once or twice per week', '3-5 times per week', or 'More often than 5 times per week').

3.2. Sources of news

To understand the sources of news and current affairs content, respondents who accessed news in the past seven days were asked how they access news and current affairs in general and their main source for accessing different types of news (local, national, and international). The next sections outline the results from these questions.

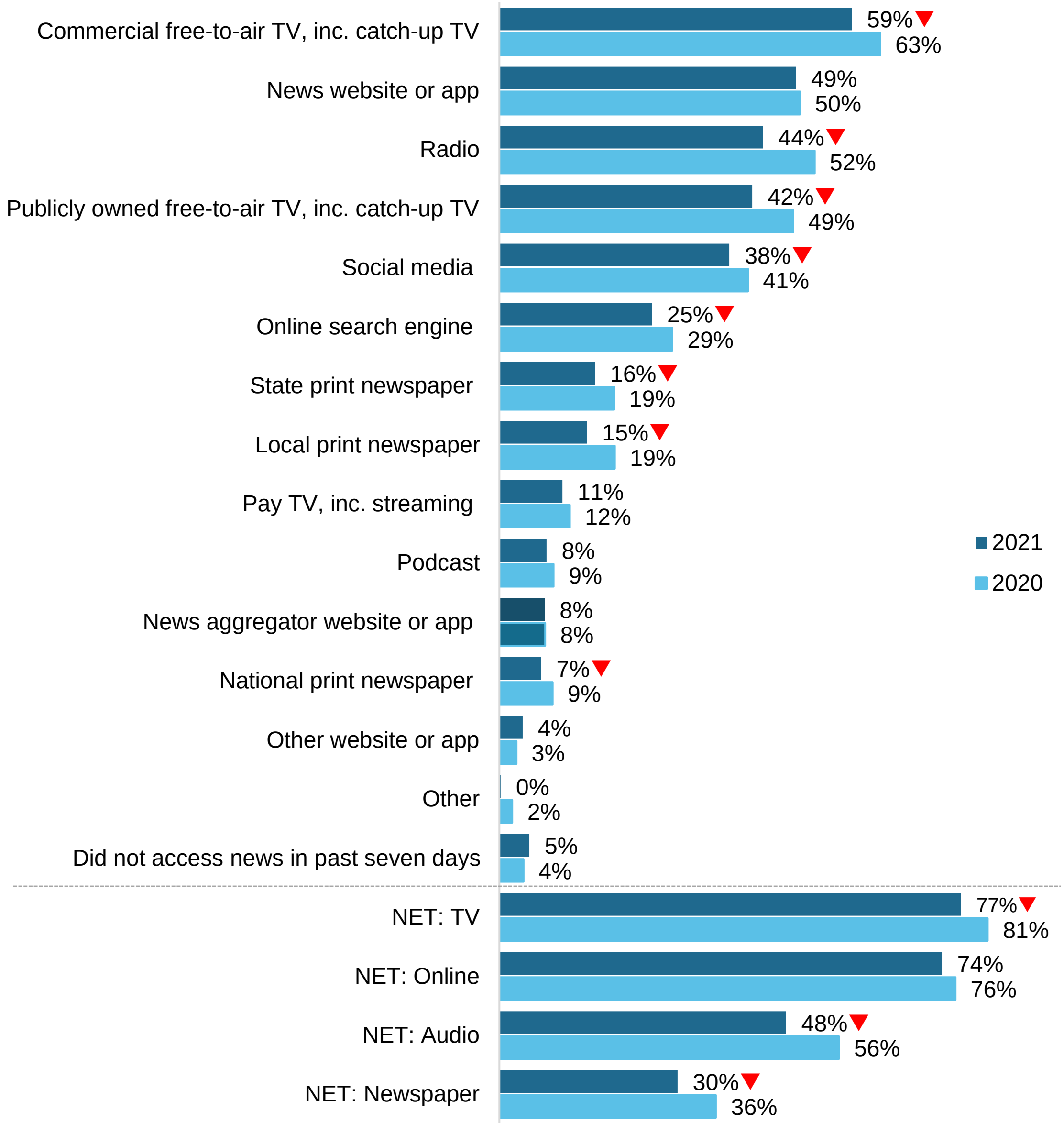
3.2.1. General news sources

When asked about general sources of news, respondents were able to select multiple options from a list that included different television, print newspaper, audio, and online sources. The results are presented in Figure 60.

Television was the most common source of news (77%), followed by online (74%) and audio (48%), whereas newspapers were the least common source of news (30%) in 2021.

In 2021 there was decreased accessing of news and current affairs via television (77%), audio (48%) and newspapers (30%) compared to 2020. These decreases in access from 2020 to 2021 were not driven by any particular gender, age group or location.

Figure 60 General news sources – Total



D2. In general, how do you access news and current affairs? (Multiple responses).

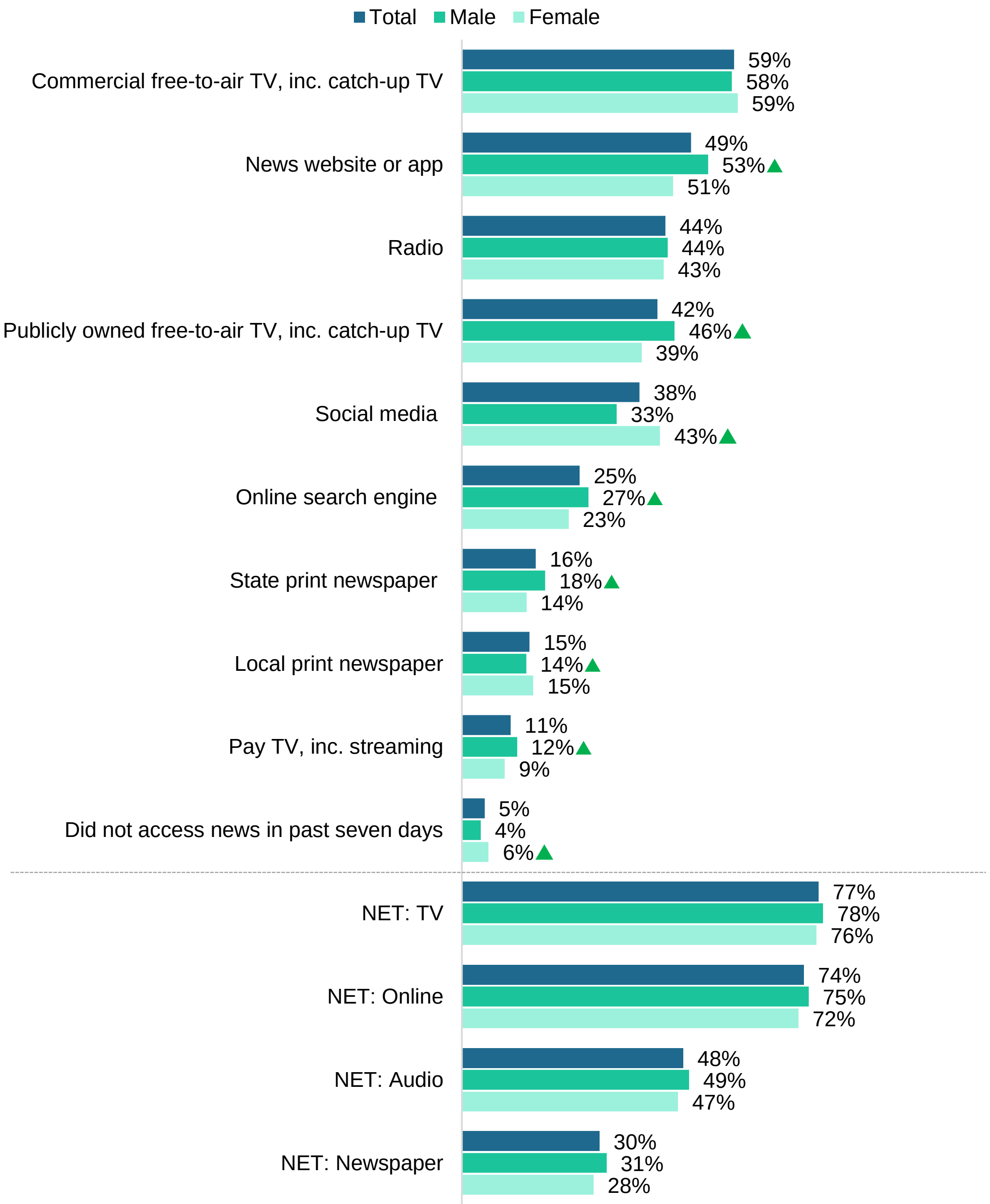
Base: All respondents – 2020 (n=4,096), 2021 (n=4,135).

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). 'NET: Television' includes: 'Commercial free-to-air TV, inc. catch-up TV', 'Publicly owned free-to-air TV, inc. catch-up TV', and 'Pay TV, inc. streaming'. 'NET: Online' includes: 'News website or app', 'Social media', 'Online search engine', 'News aggregator website or app', and 'Other website or app'. 'NET: Audio' includes: 'Radio' and 'Podcast'. 'NET: Newspaper' includes: 'National print newspaper', 'State print newspaper', and 'Local print newspaper'.

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

Figure 61 shows the gender differences in news consumption via various sources. Compared to females, males were more likely to access news via news websites or apps (53%), publicly owned free-to-air TV (46%), online search engines (27%), state (18%) and national (8%) print newspapers, pay TV (12%) news aggregator websites or apps (10%) and other websites or apps (5%). Whereas females were more likely than males to use social media (43%) to access news content.

Figure 61 General news sources – by gender



D2. In general, how do you access news and current affairs? (Multiple responses).

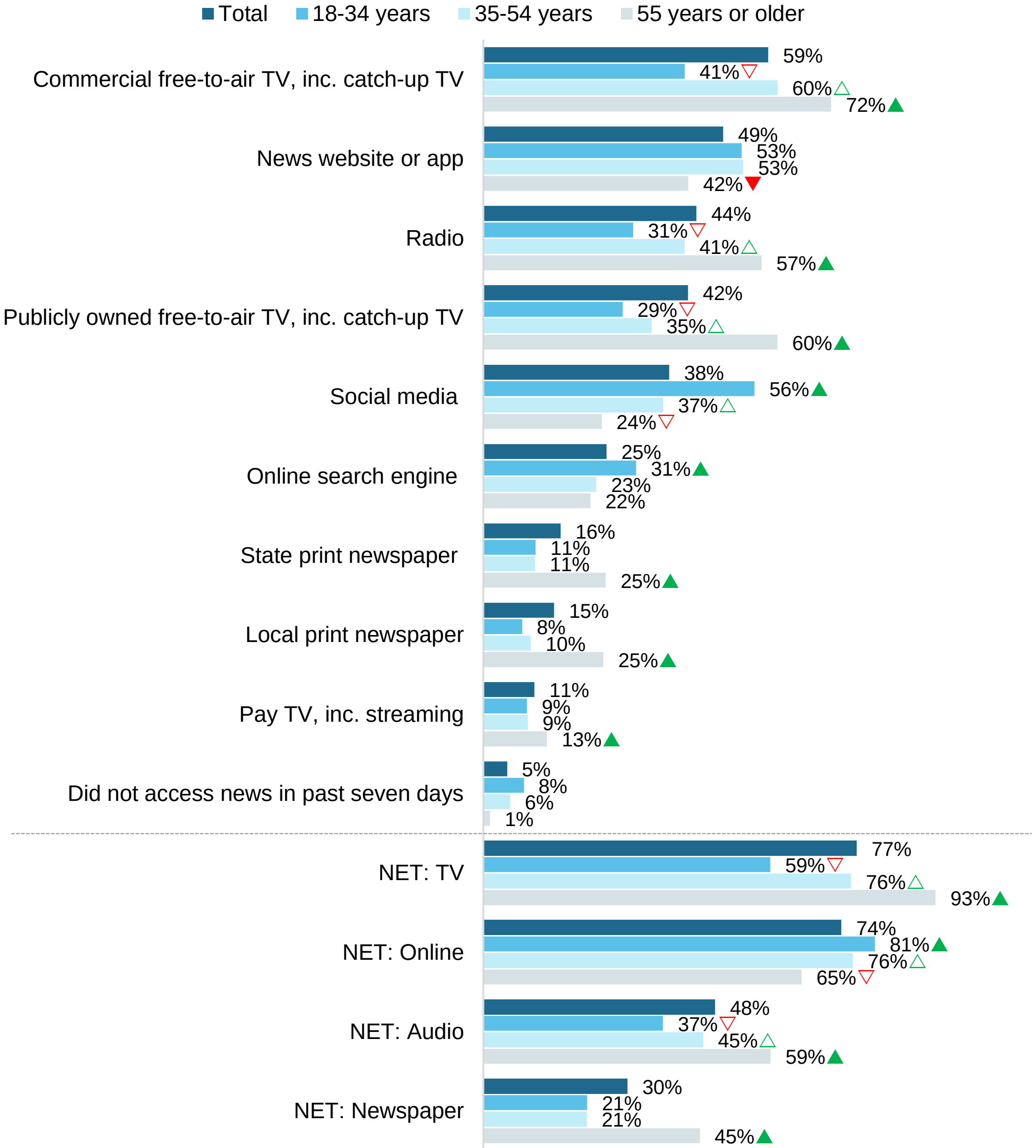
Base: All respondents – 2021: Total (n=4,135), Male (n=1,832), Female (n=2,285).

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). 'NET: Television' includes: 'Commercial free-to-air TV, inc. catch-up TV', 'Publicly owned free-to-air TV, inc. catch-up TV', and 'Pay TV, inc. streaming'. 'NET: Online' includes: 'News website or app', 'Social media', 'Online search engine', 'News aggregator website or app', and 'Other website or app'. 'NET: Audio' includes: 'Radio' and 'Podcast'. 'NET: Newspaper' includes: 'National print newspaper', 'State print newspaper', and 'Local print newspaper'. Categories with less than 10% incidence (Total) are not displayed.

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

As shown in Figure 62, respondents aged 55 years or older were more likely to access news via the television (93%) compared to younger respondents; specifically, commercial free-to-air TV (72%), publicly owned free-to-air TV (60%) and Pay TV (13%). They were also more likely to access news via the radio (57%); as well as newspapers (45%), specifically, local (25%) and state (25%) newspapers. By contrast, they were less likely to use online sources (65%) compared to the two younger age groups; especially online search engines (22%) and social media (24%) when compared to those aged 18-34 years. Younger respondents aged 18-34 years were less likely to use traditional sources like television (59%), radio (31%), and newspapers (21%); and more likely to use digital sources, such as social media (56%) and podcasts (11%).

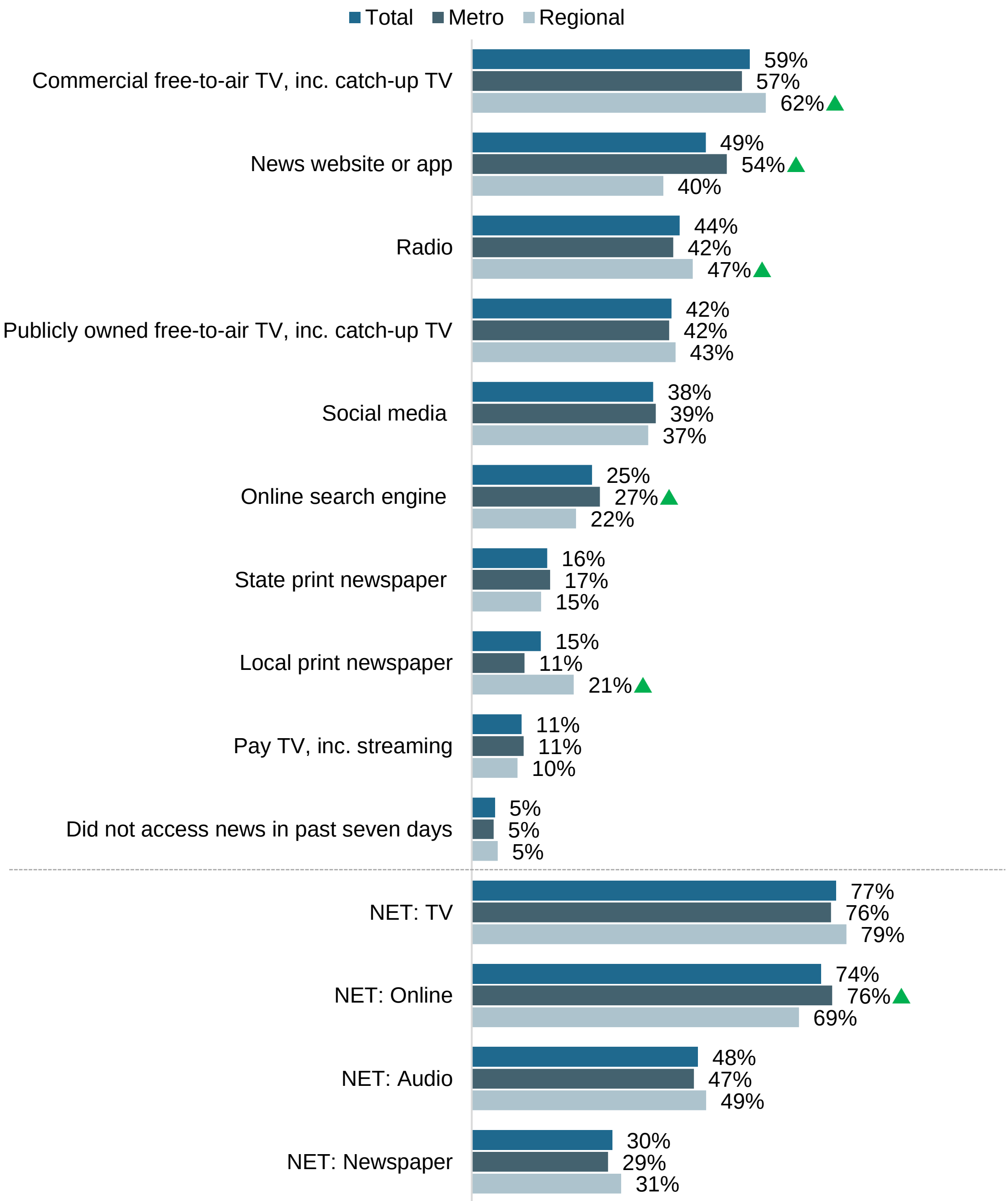
Figure 62 General news sources – by age



D2.	In general, how do you access news and current affairs? (Multiple responses).
Base:	All respondents – 2021: Total (n=4,135), 18-34 (n=710), 35-54 (n=1,764), 55 or older (n=1,659).
Note:	The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). 'NET: Television' includes: 'Commercial free-to-air TV, inc. catch-up TV', 'Publicly owned free-to-air TV, inc. catch-up TV', and 'Pay TV, inc. streaming'. 'NET: Online' includes: 'News website or app', 'Social media', 'Online search engine', 'News aggregator website or app', and 'Other website or app'. 'NET: Audio' includes: 'Radio' and 'Podcast'. 'NET: Newspaper' includes: 'National print newspaper', 'State print newspaper', and 'Local print newspaper'. Categories with less than 10% incidence (Total) are not displayed.
▲▼	Significantly different to all other sub-groups at the 95% confidence level.
△▽	Significantly different to sub-group with corresponding arrow at the 95% confidence level.

Figure 63 shows there were also differences in news sources by region. Those living in metropolitan areas were more likely to access news via news websites or apps (54%), national print newspapers (8%), news websites or apps (54%), online search engines (27%) and news aggregator websites and apps (9%). Those from regional areas were more likely to watch commercial free-to-air television (62%), listen to the radio (47%) and read local print newspapers (21%) than metropolitan respondents.

Figure 63 General news sources – by region



D2. In general, how do you access news and current affairs? (Multiple responses).

Base: All respondents – 2021: Total (n=4,135), Metro (n=2,814), Regional (n=1,321).

Note: The following were not shown: ‘Don’t know’ (<1%), ‘Refused’ (<1%). ‘NET: Television’ includes: ‘Commercial free-to-air TV, inc. catch-up TV’, ‘Publicly owned free-to-air TV, inc. catch-up TV’, and ‘Pay TV, inc. streaming’. ‘NET: Online’ includes: ‘News website or app’, ‘Social media’, ‘Online search engine’, ‘News aggregator website or app’, and ‘Other website or app’. ‘NET: Audio’ includes: ‘Radio’ and ‘Podcast’. ‘NET: Newspaper’ includes: ‘National print newspaper’, ‘State print newspaper’, and ‘Local print newspaper’. Categories with less than 10% incidence (Total) are not displayed.

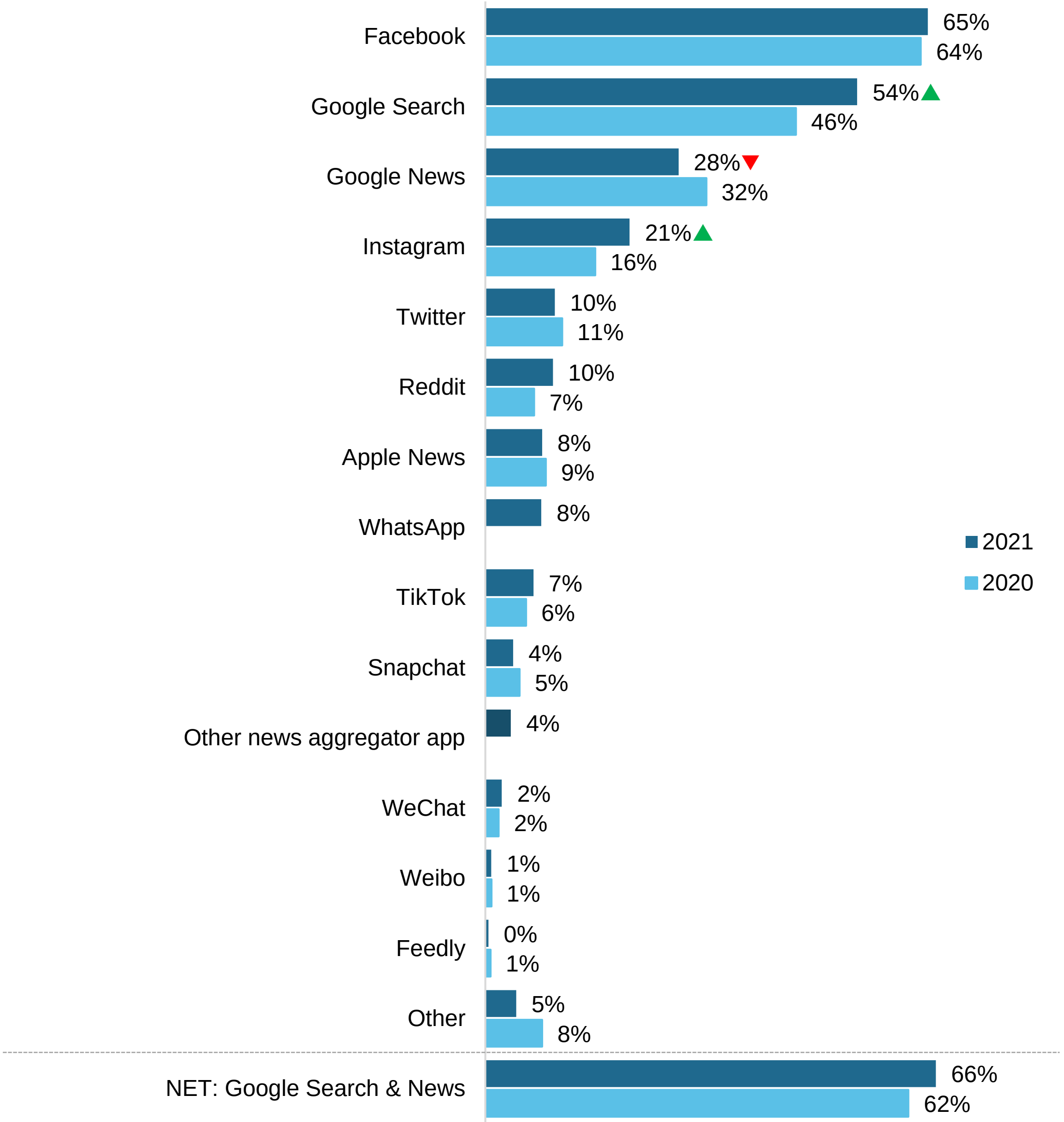
▲▼ Significantly different to the other sub-group at the 95% confidence level.

Online news sources

Respondents who reported they used a search engine or social media to access news were asked which specific online websites or apps they used. The results were shown in Figure 64.

Amongst these respondents, Facebook (65%) was the most commonly used online source to access news in 2021. Google (66%) was the next most common source, including Google Search (54%) and Google News (28%). In 2021 there was decreased usage of Google News (28%) and increased usage of Google Search (54%) and Instagram (21%) compared to 2020. The decreased usage of Google News from 2020 to 2021 mainly occurred among respondents aged 18 to 34 years.

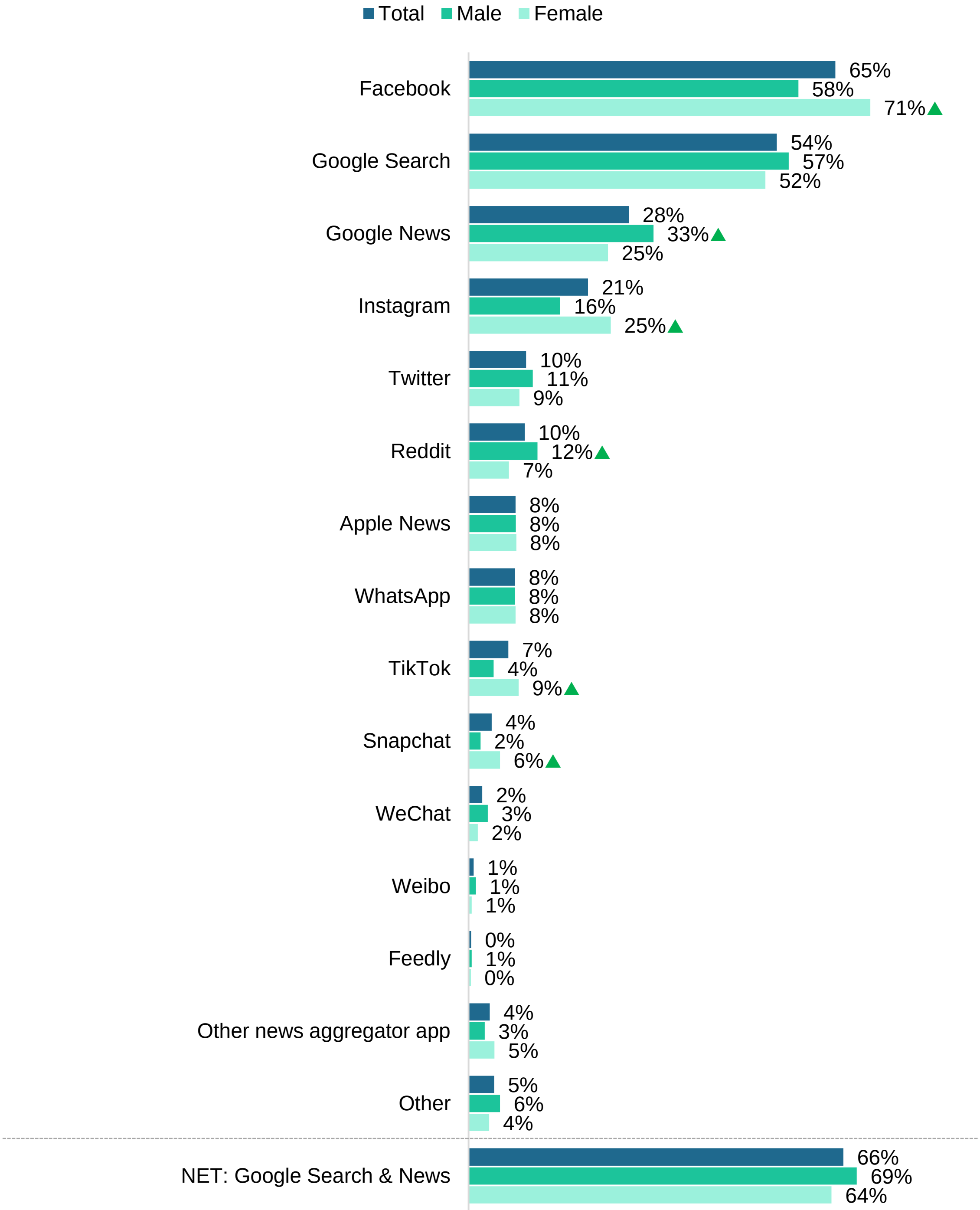
Figure 64 Online news sources (amongst search engine/social media users) – Total



D4. Which online websites or apps do you use to access news and current affairs? (Multiple responses).
Base: Consumed news via 'Search engine' or 'Social media' in D2 – 2020 (n=1,971), 2021 (n=1,818).
Note: The following were not shown: 'Don't know' (1%), 'Refused' (<1%). 'NET: Google Search & News' includes: 'Google Search' and 'Google News'.
▲▼ Significantly different to 2020 at the 95% confidence level.

Figure 65 shows that amongst those who use a search engine or social media to access news, females were more likely to use Facebook (71%), Instagram (25%), TikTok (9%) and Snapchat (6%); whereas males were more likely to use Google News (33%) and Reddit (12%).

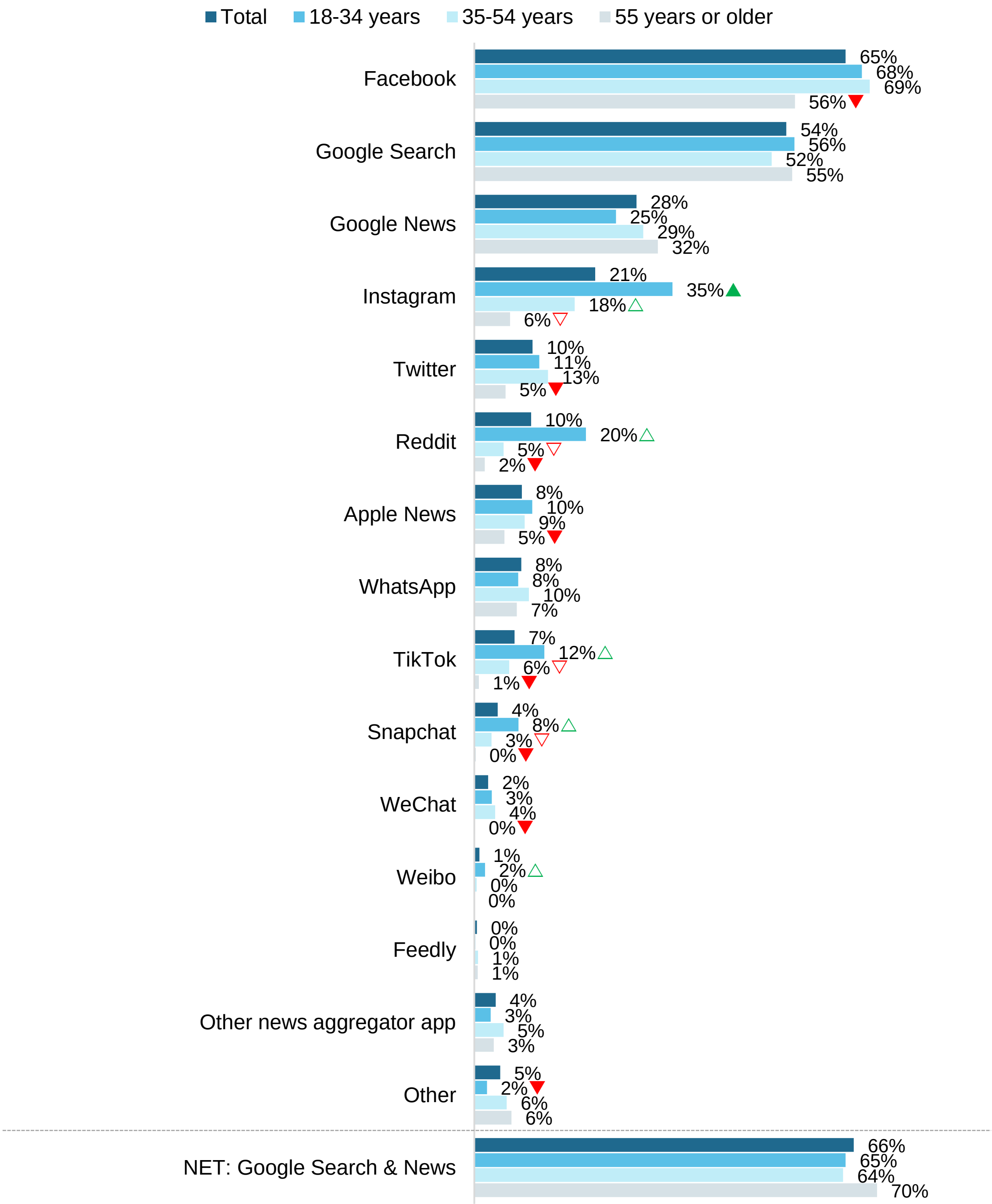
Figure 65 Online news sources (amongst search engine/social media users) – by gender



D4. Which online websites or apps do you use to access news and current affairs? (Multiple responses).
Base: Consumed news via 'Search engine' or 'Social media' in D2 – Total (n=1,813), Male (n=753), Female (n=1,052).
Note: The following were not shown: 'Don't know' (1%), 'Refused' (<1%).
▲▼ Significantly different to the other sub-group at the 95% confidence level.

As shown in Figure 66, amongst those who use a search engine or social media to access news, respondents aged 18-34 years were more likely than older age groups to use Instagram (35%), Reddit (20%), TikTok (12%) and Snapchat (8%). Those aged 55 years or older were less likely to use Facebook (56%), Twitter (5%), Apple News (5%) and WeChat (0%) compared to the younger age groups.

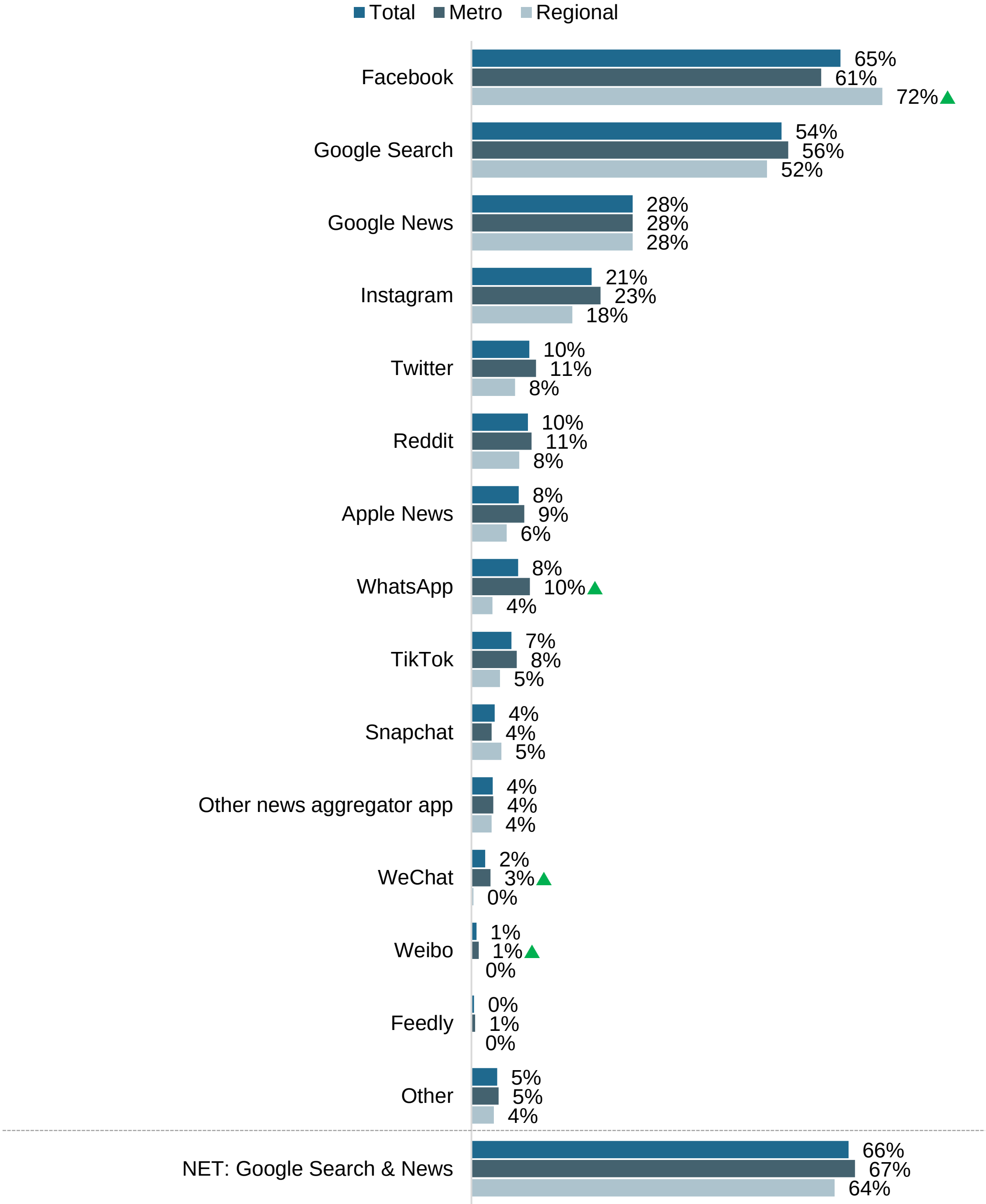
Figure 66 Online news sources (amongst search engine/social media users) – by age



D4.	Which online websites or apps do you use to access news and current affairs? (Multiple responses).
Base:	Consumed news via ‘Search engine’ or ‘Social media’ in D2 – Total (n=1,818), 18-34 (n=429), 35-54 (n=795), 55 or older (n=592).
Note:	The following were not shown: ‘Don’t know’ (1%), ‘Refused’ (<1%).
▲▼	Significantly different to all other sub-groups at the 95% confidence level.
△▽	Significantly different to sub-group with corresponding arrow at the 95% confidence level.

Figure 67 shows that amongst those who use a search engine or social media to access news, respondents living in regional areas were more likely to use Facebook (72%) to access news compared to those living in metropolitan areas. Whereas those living in metropolitan areas were more likely to use one of the WhatsApp (10%), WeChat (3%) and Weibo (1%) compared to regional respondents.

Figure 67 Online news sources (amongst search engine/social media users) – by region



D4. Which online websites or apps do you use to access news and current affairs? (Multiple responses).
Base: Consumed news via 'Search engine' or 'Social media' in D2 – Total (n=1,818), Metro (n=1,256), Regional (n=562).
▲▼ Significantly different to the other sub-group at the 95% confidence level.

3.2.2. Main source of news

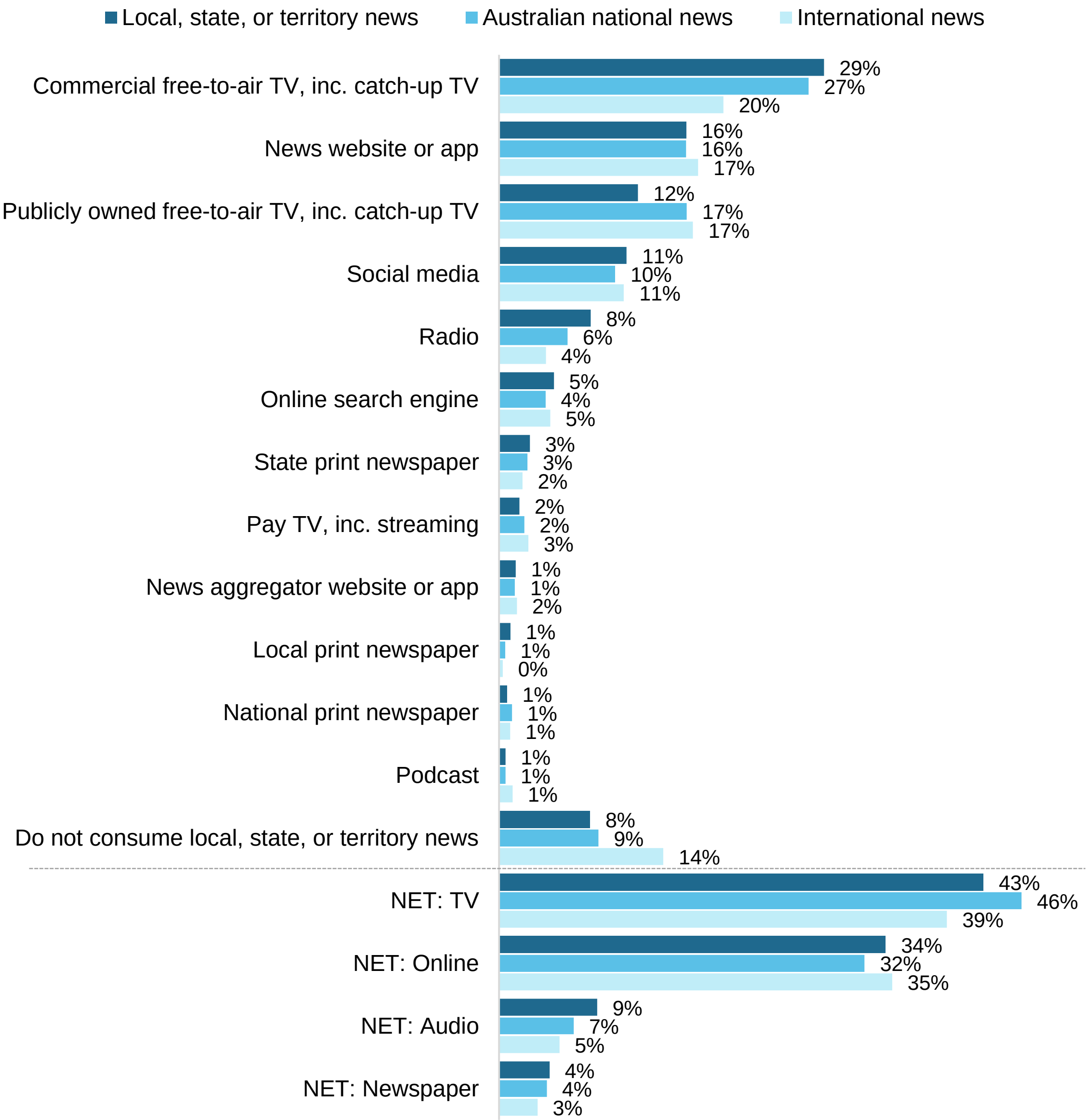
Respondents were asked to select their one main source for each of local, national, and international news. The results are presented in Figure 68.

Overall, the most common source for all types of news was television, specifically commercial free-to-air TV, including catch-up. Nearly three in ten of respondents used commercial free-to-air TV to access local (29%) and national news (27%), and one in five (20%) use it to access international news in 2021.

The second most common way respondents access news was online, specifically news websites or apps, with one in six accessing local (16%), national (16%), and international (17%) news this way.

The third most common way respondents access news was publicly owned free-to-air TV with one in eight accessing local (12%), and one in six accessing national (17%), and international (17%) news this way

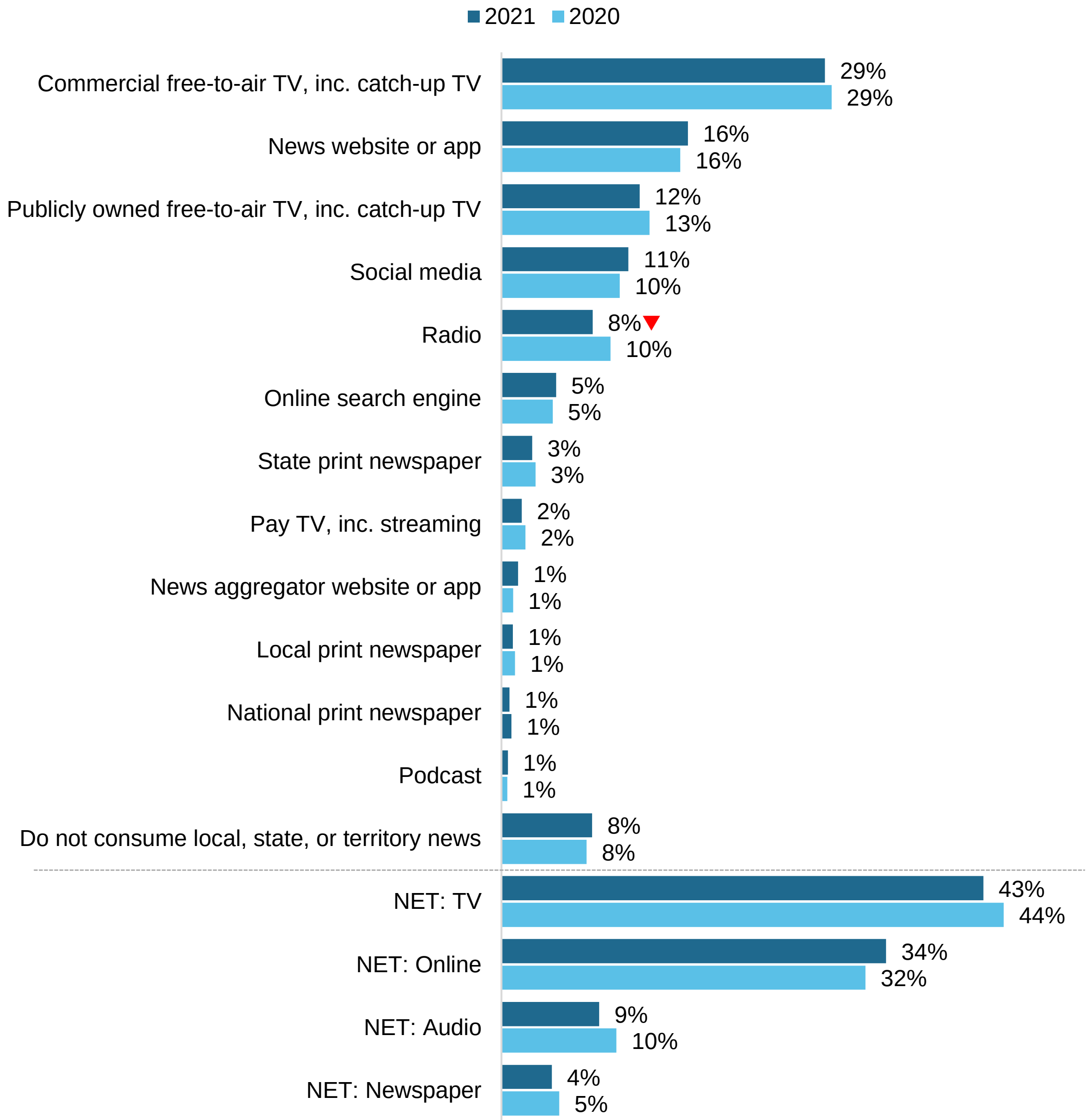
Figure 68 Main source of news – Total



D3. In general, what was your main source for accessing news about each of the following?
Base: Consumed news – 2021: Local news (n=3,873), National news (n=3,844), International news (n=3,619).

As shown in Figure 69, there was a decreased proportion of respondents who used radio as a source of local, state, or territory news in 2021 (8%) compared to 2020.

Figure 69 Main source of local, state, or territory news – Total



D3. In general, what was your main source for accessing news about each of the following?

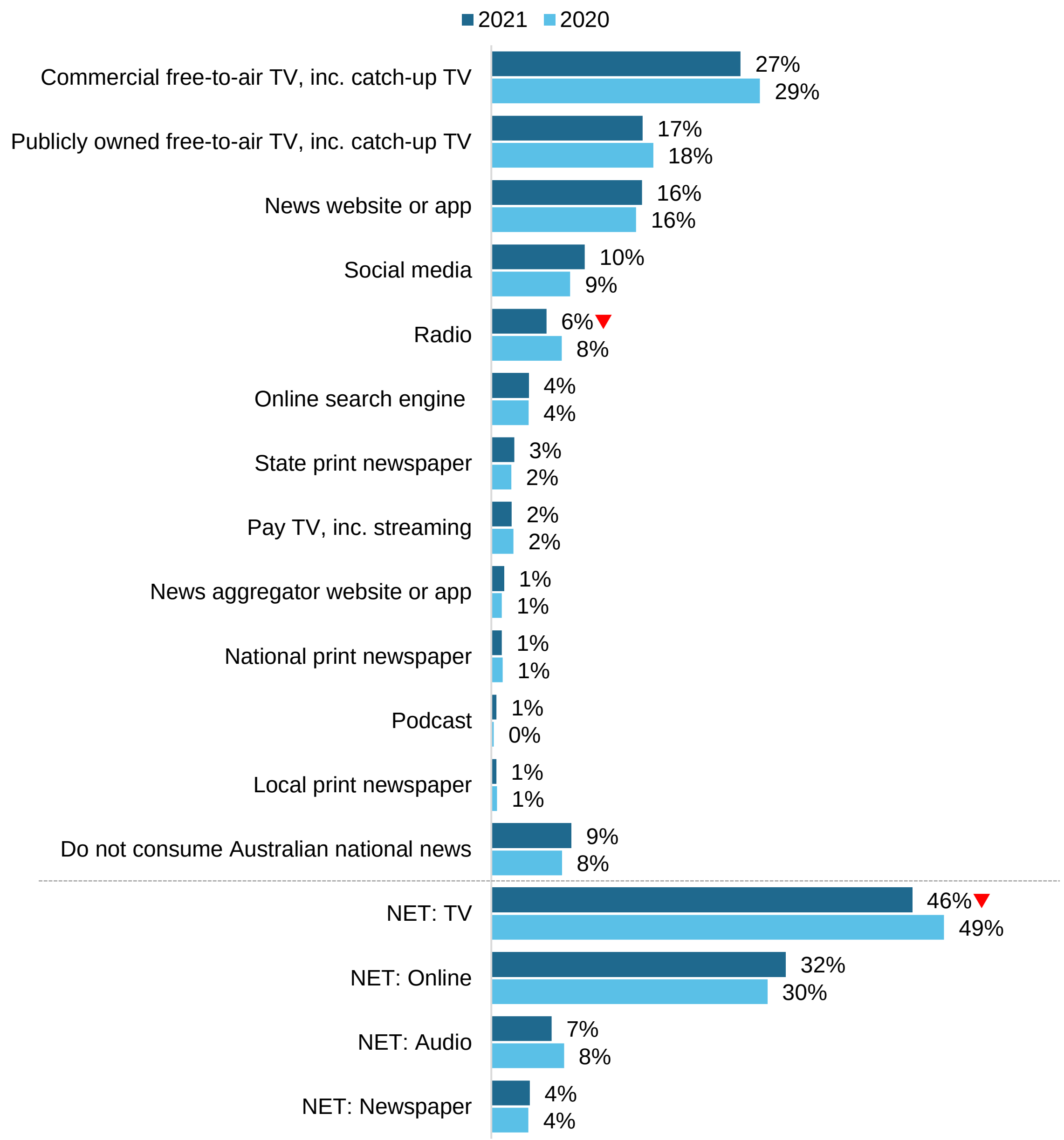
Base: All respondents – 2021: Total (n=4,135). 2020: Total (n=4,096).

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%), Other website or app (<1%), Other (<1%). 'NET: Television' includes: 'Commercial free-to-air TV, inc. catch-up TV', 'Publicly owned free-to-air TV, inc. catch-up TV', and 'Pay TV, inc. streaming'. 'NET: Online' includes: 'News website or app', 'Social media', 'Online search engine', 'News aggregator website or app', and 'Other website or app'. 'NET: Audio' includes: 'Radio' and 'Podcast'. 'NET: Newspaper' includes: 'National print newspaper', 'State print newspaper', and 'Local print newspaper'.

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

There was a decreased proportion of respondents who used television (46%) and radio (6%) as a source of Australian national news in 2021 compared to 2020 (Figure 70).

Figure 70 Main source of Australian national news – Total



D3. In general, what was your main source for accessing news about each of the following?

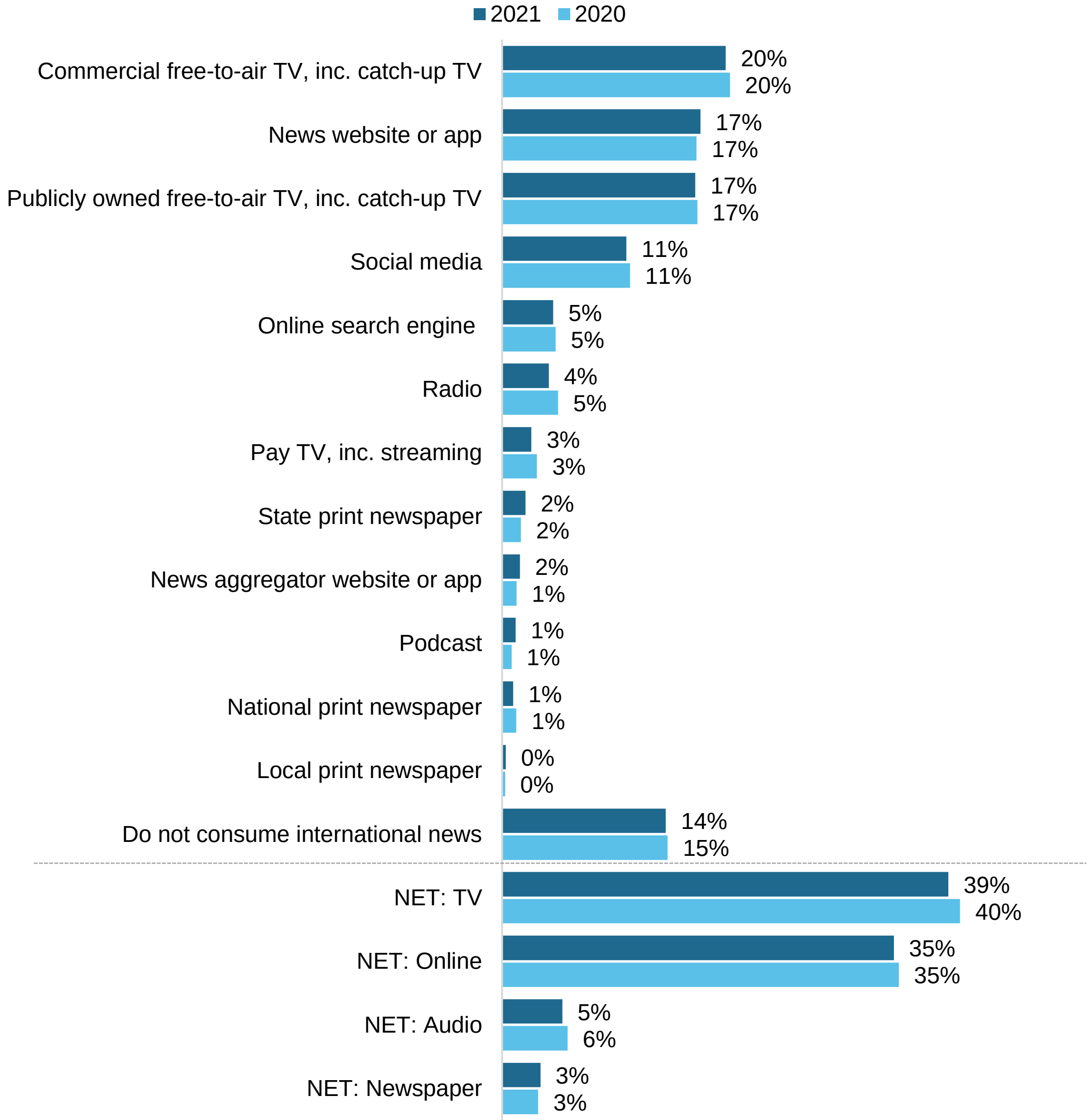
Base: All respondents – 2021: Total (n=4,135). 2020: Total (n=4,096).

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). 'NET: Television' includes: 'Commercial free-to-air TV, inc. catch-up TV', 'Publicly owned free-to-air TV, inc. catch-up TV', and 'Pay TV, inc. streaming'. 'NET: Online' includes: 'News website or app', 'Social media', 'Online search engine', 'News aggregator website or app', and 'Other website or app'. 'NET: Audio' includes: 'Radio' and 'Podcast'. 'NET: Newspaper' includes: 'National print newspaper', 'State print newspaper', and 'Local print newspaper'.

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

There were no significant changes in the sources of international news in 2021 compared to 2020 (Figure 71).

Figure 71 Main source of international news – Total



D3. In general, what was your main source for accessing news about each of the following?

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

Note: The following were not shown: 'Don't know' (<1%), 'Refused' (<1%). 'NET: Television' includes: 'Commercial free-to-air TV, inc. catch-up TV', 'Publicly owned free-to-air TV, inc. catch-up TV', and 'Pay TV, inc. streaming'. 'NET: Online' includes: 'News website or app', 'Social media', 'Online search engine', 'News aggregator website or app', and 'Other website or app'. 'NET: Audio' includes: 'Radio' and 'Podcast'. 'NET: Newspaper' includes: 'National print newspaper', 'State print newspaper', and 'Local print newspaper'.

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

3.3. Paid news subscriptions

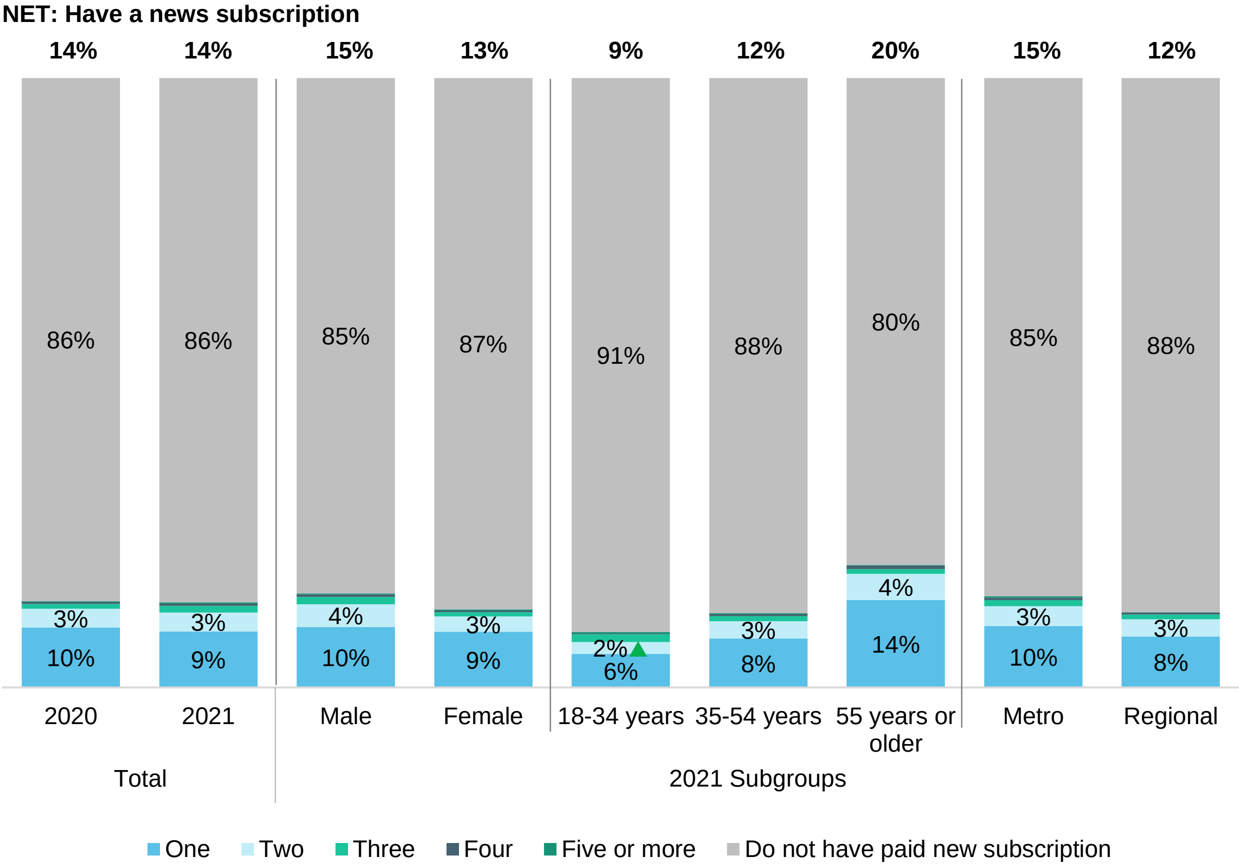
Respondents were asked whether they currently have a paid news subscription and how many news subscriptions they have. The results are presented in Figure 72.

Overall, the majority of respondents did not have a paid news subscription in both 2020 and 2021, with 86% of respondents reporting not having a paid news subscription in both years. Only one in seven (14%) respondents reported they pay for a news subscription.

Regarding sub-group comparisons, respondents aged 55 years or older (19%) were more likely to pay for news than the younger age groups.

Overall, one in eleven (9%) respondents reported only paying for one news subscription, with 3% paying for two subscriptions, and only 2% paying for three or more subscriptions in 2021.

Figure 72 Number of paid news subscriptions



D5. Do you currently have a paid news and current affairs subscription? This includes print or digital subscriptions to news and magazine publications. ('Yes')

D6. How many paid news subscriptions do you currently have?

Base: All respondents – 2020: Total (n=4,096), Male (n=1,763), Female (n=2,322), 18-34 (n=793), 35-54 (n=1,661), 55 or older (n=1,640), Metro (n=2,716), Regional (n=1,379). 2021: Total (n=1,496), Male (n=737), Female (n=757), 18-34 (n=187), 35-54 (n=486), 55 or older (n=823), Metro (n=1,093), Regional (n=403).

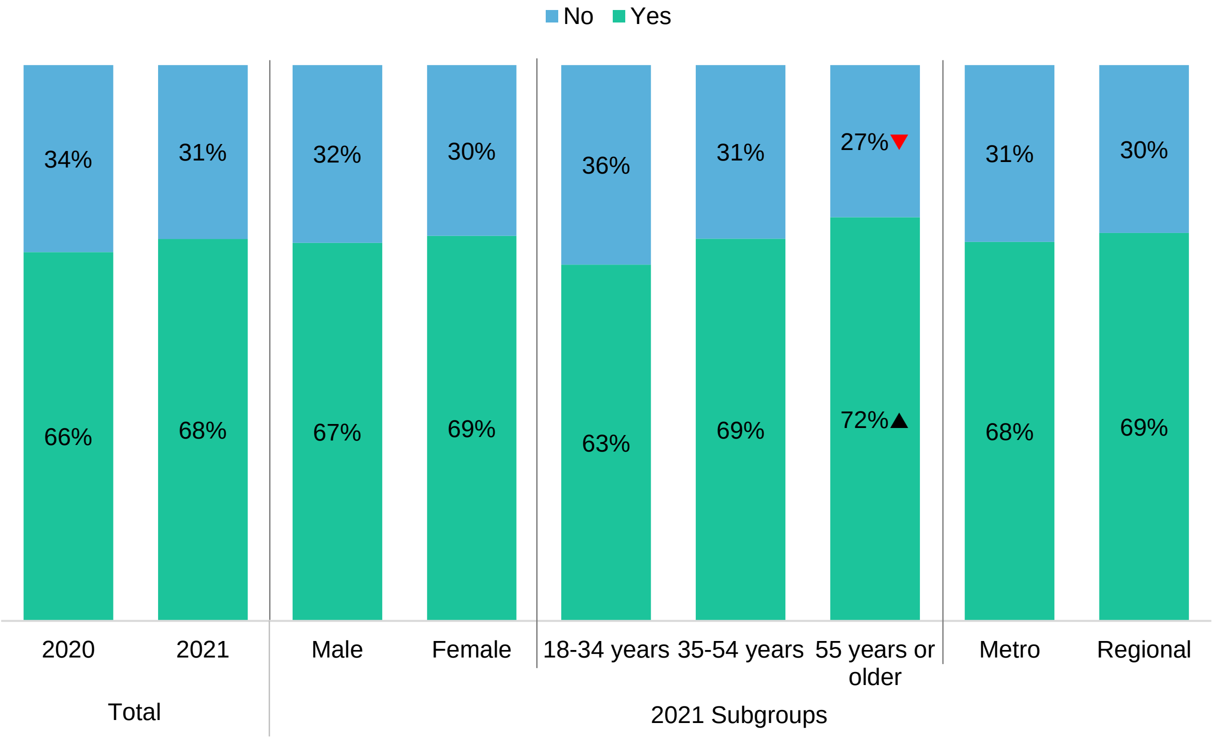
Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%). Figures may not add to 100% due to rounding. Labels under 3% are not shown.

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

Respondents were asked if they feel they have sufficient choice of news sources to inform them about their local community. As shown in Figure 73, two in three (68%) respondents feel they have sufficient choice of local community news sources in 2021, a similar proportion as reported in 2020.

Respondents aged 55 years or older (72%) were more likely to believe that they have sufficient choice of local news compared to those aged 18 to 34 years (63%) and 35 to 54 years (69%).

Figure 73 Sufficient choice of local news – Total



D10. Do you feel you have sufficient choice of news sources to inform you about your local community?

Base: All respondents – 2020: Total (n=4,096), Male (n=1,763), Female (n=2,322), 18-34 years (n=793), 35-54 years (n=1,661), 55 years or older (n=1,640), Metro (n=2,716), Regional (n=1,379). 2021: Total (n=4,135), Male (n=1,832), Female (n=2,285), 18-34 years (n=710), 35-54 years (n=1,764), 55 years or older (n=1,659), Metro (n=2,814), Regional (n=1,321).

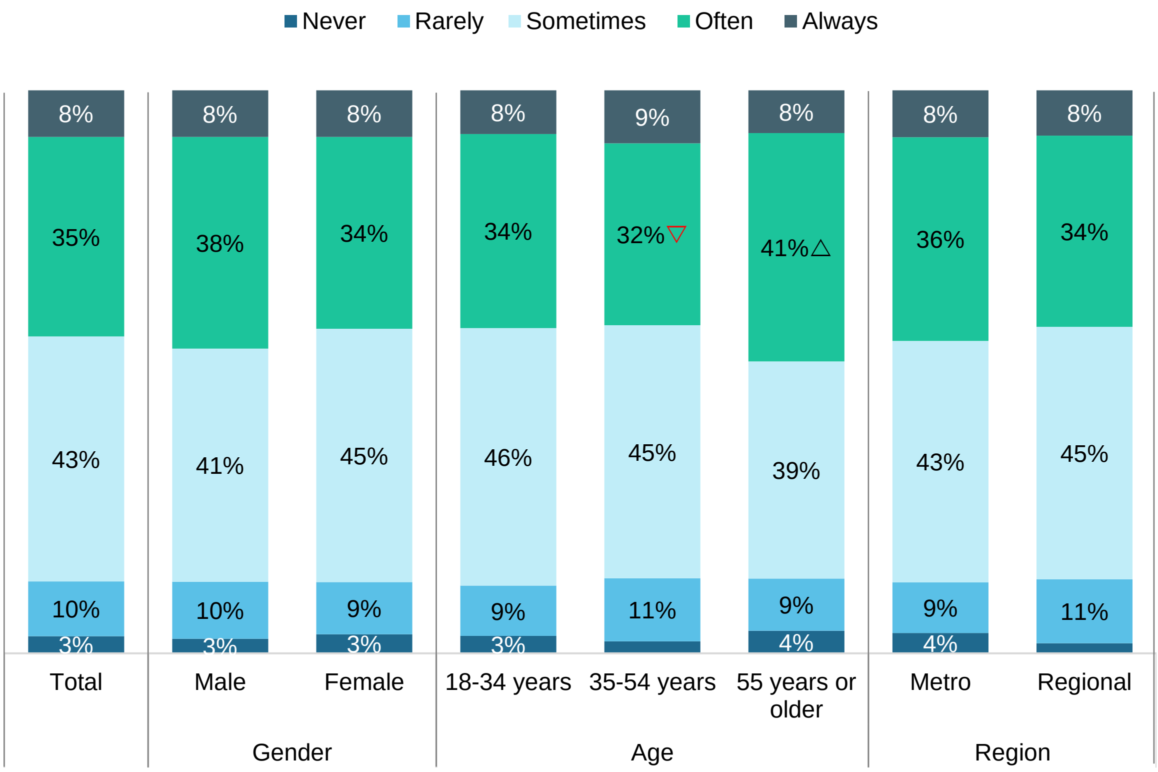
Note: The following were not shown: ‘Don’t know’ (<1%), ‘Refused’ (<1%).

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

3.4. News stories on social media

In 2021 a new question was added asking how often respondents typically click through to the full story on a news publisher when they find a news story of interest in search results or on social media websites, as shown in Figure 74. The most commonly selected responses were ‘sometimes’ (43%) and ‘often’ (24%).

Figure 74 Clicks through to news publisher for news stories of interest



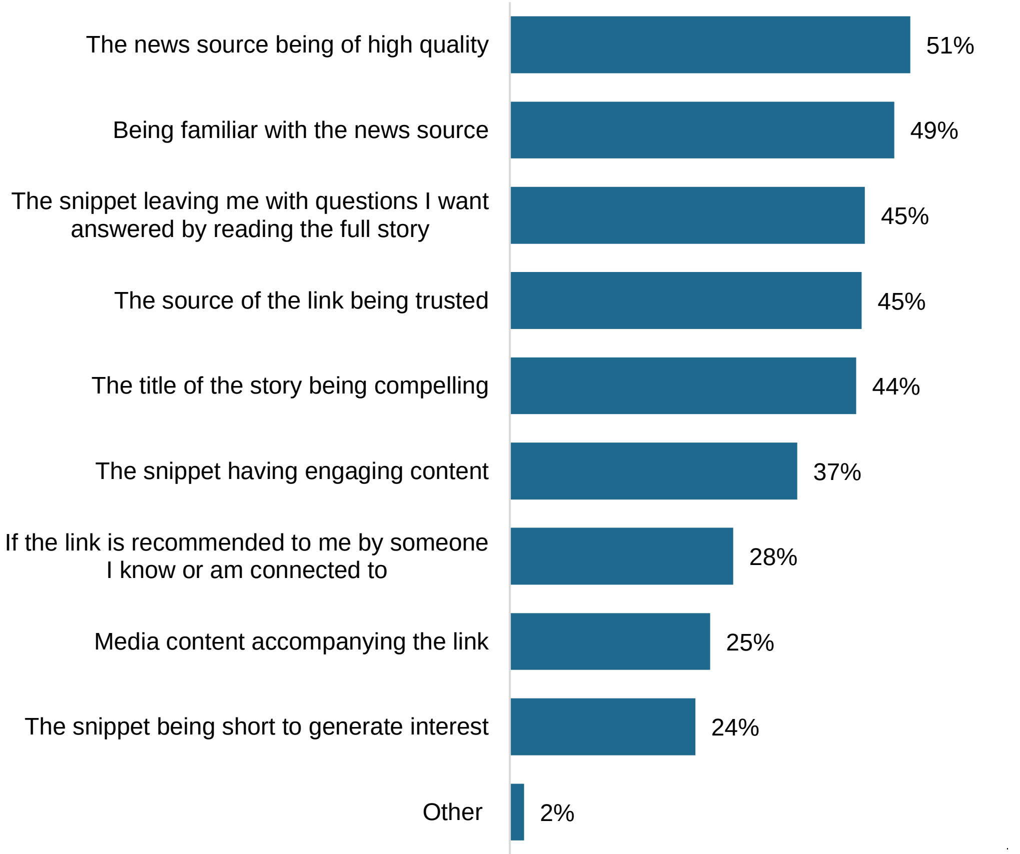
D12. When you find a news story of interest in search results or on social media websites, how often do you typically click through to the full story on the news publisher?

Base: Accessed news online: Total (n=1,819), Male (n=753), Female (n=1,053), 18-34 years (n=429), 35-54 years (n=795), 55 years or older (n=593), Metro (n=1,256), Regional (n=563).

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

In 2021 a follow-up question was added asking respondents why they click through to the full story on a news publisher when they find a news story of interest in search results or on social media websites (Figure 75). The two most common reasons for clicking through were because the new source was of high quality (51%) and because respondents were familiar with the news source (49%).

Figure 75 Most important factors when deciding to click through to a news story

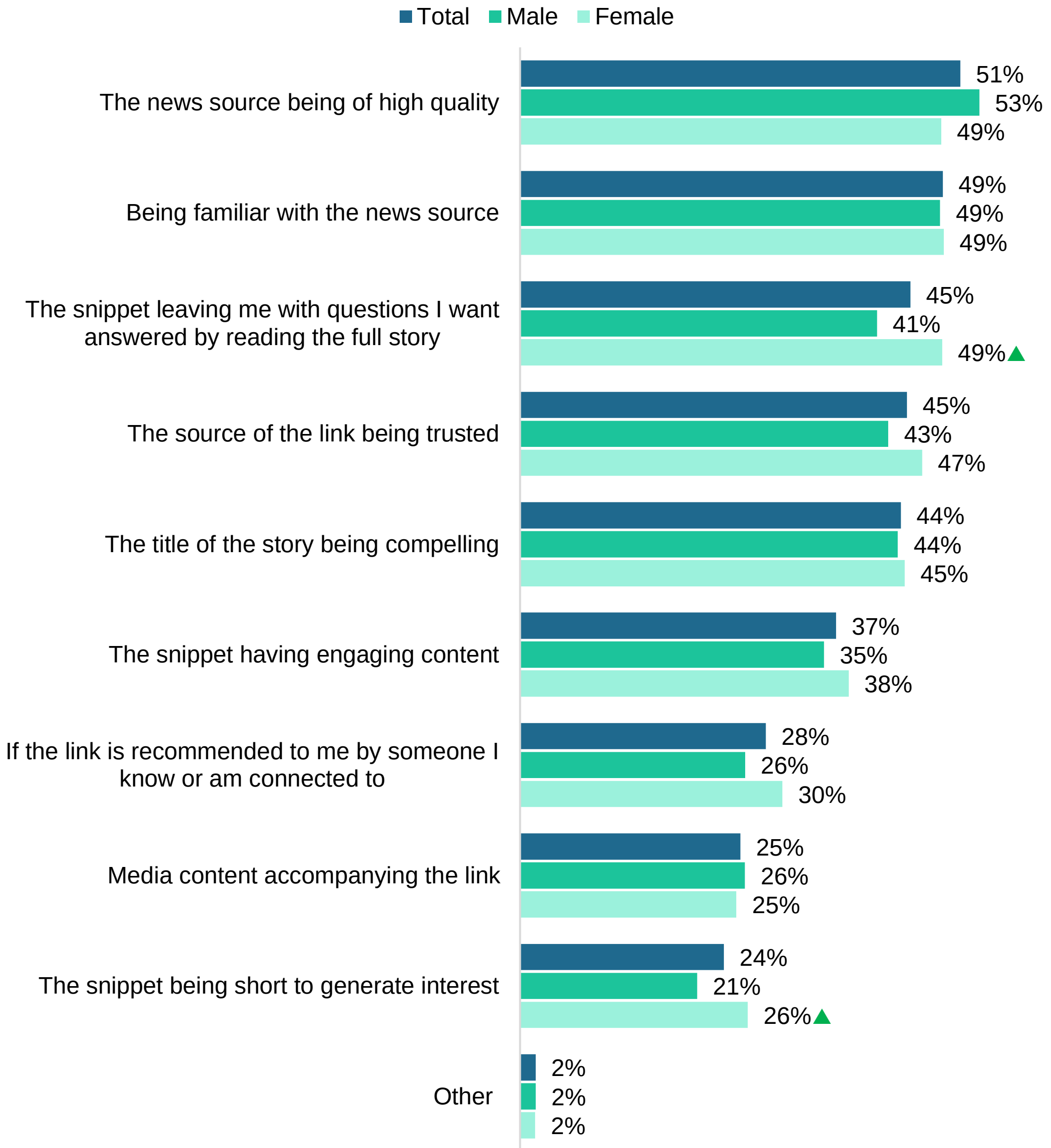


D13. Which of the following factors are most important to you when deciding whether to click through to a news story on a subject that interests you?

Base: Clicked through to news articles: Total (n=1,772).

As shown in Figure 76, females were more likely to click through to the full story because the snippet left them with questions they wanted answered by reading the full story (49%) and because it was short to generate interest (26%) compared to males (21%).

Figure 76 Most important factors when deciding to click through to a news story – by gender



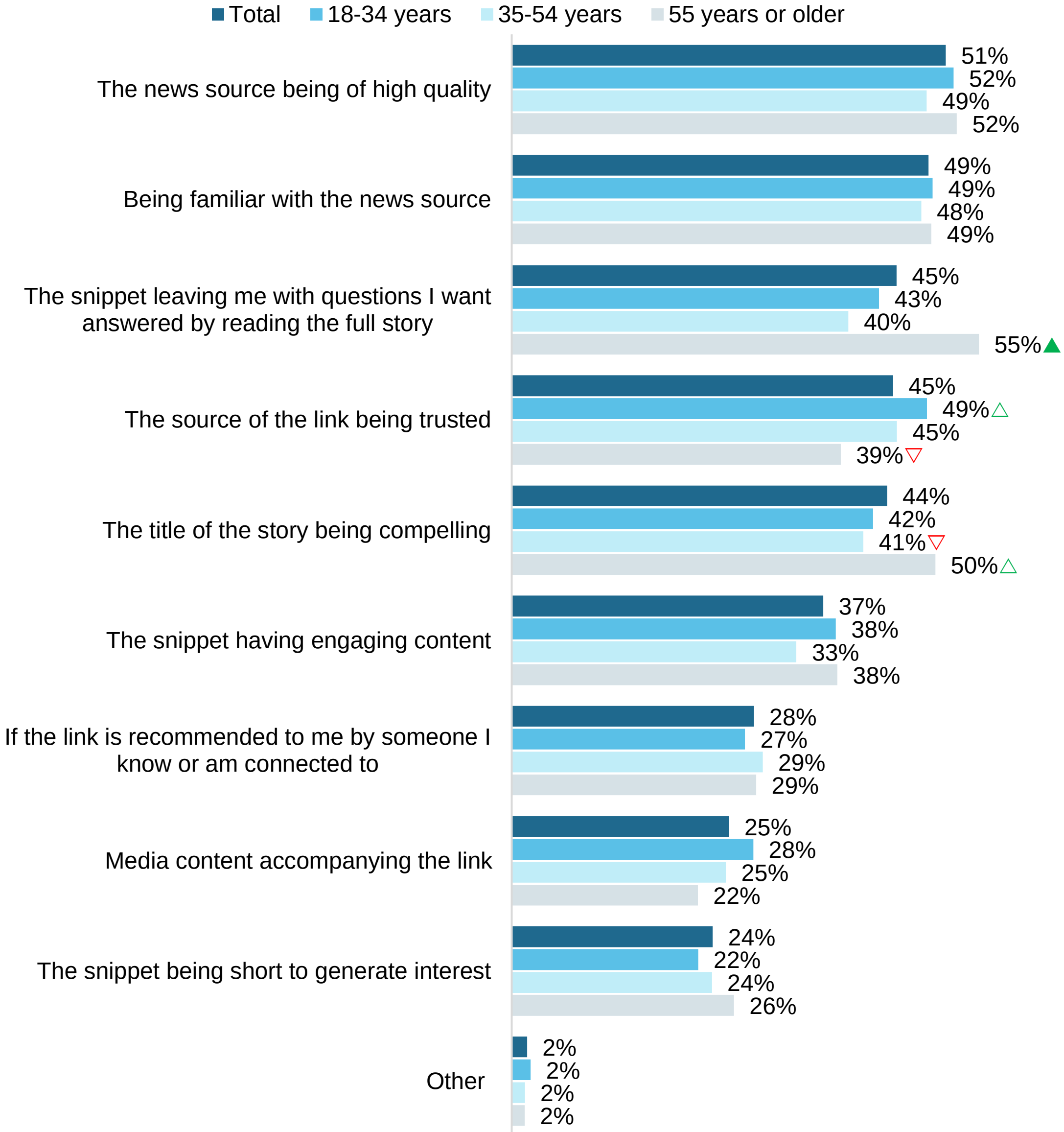
D13. Which of the following factors are most important to you when deciding whether to click through to a news story on a subject that interests you?

Base: Click through to news articles online: Total (n=1,772), Male (n=734), Female (n=1,026).

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

Respondents aged 55 years and older were more likely to click through because the snippet left them with questions they wanted answered by reading the full story (55%) than those in the younger two age groups (Figure 77). Respondents aged 18 to 34 years were more likely to click through because they trusted the source of the link (49%) compared to those aged 55 years or older.

Figure 77 Most important factors when deciding to click through to a news story – by age



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?

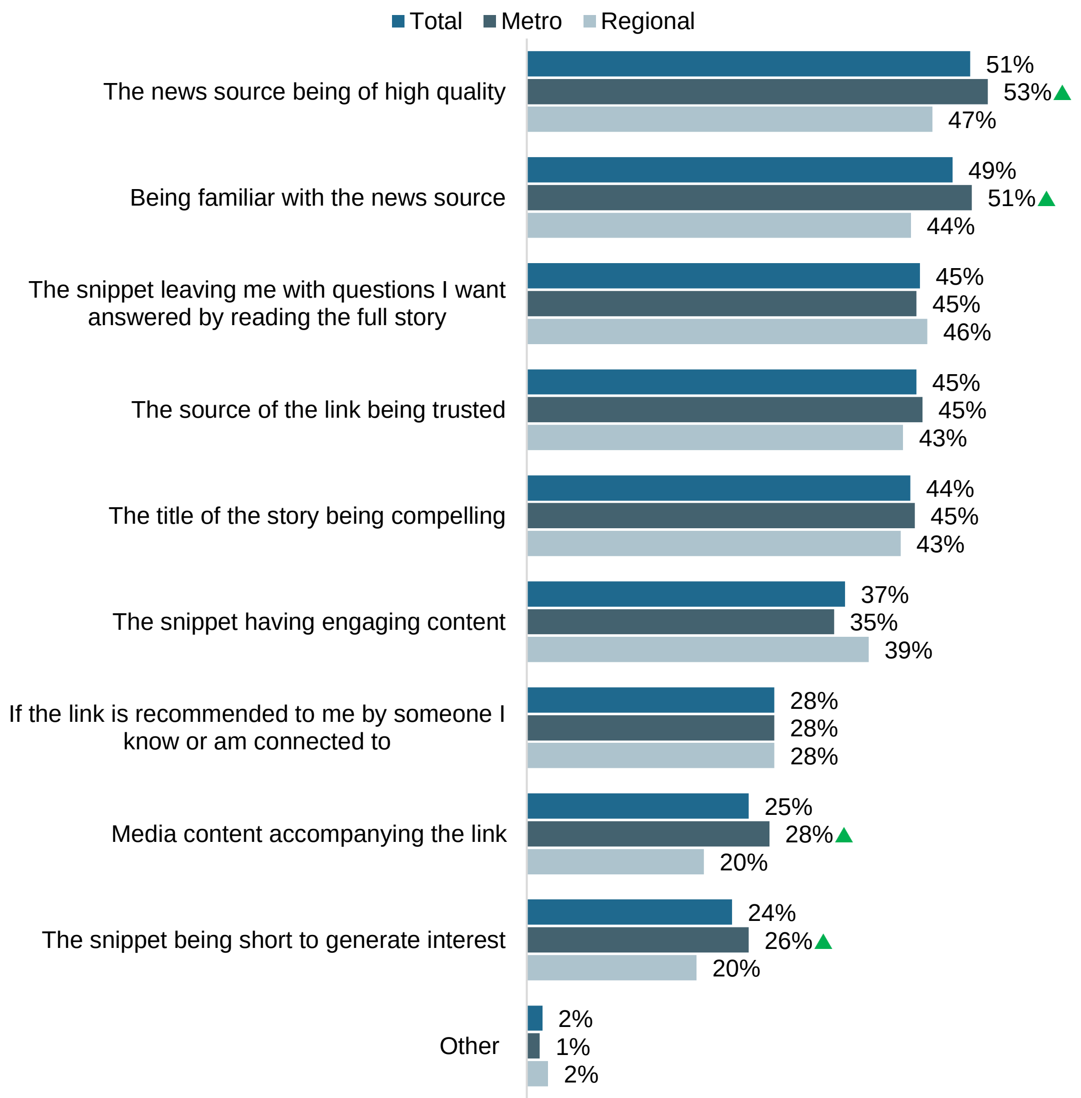
Base: Click through to news articles online: Total (n=1,772), 18-34 years (n=420), 35-54 years (n=780), 55 years or older (n=570).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

Metropolitan respondents were more likely to click through because the source of the news was high quality (53%), because they were familiar with the news source (51%), because of the media content that accompanied the link (28%) and because it was short to generate interest (26%) compared to regional respondents (Figure 78).

Figure 78 Most important factors when deciding to click through to a news story – by location



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: Click through to news articles online: Total (n=1,772), Metro (n=1,221), Regional (n=551).

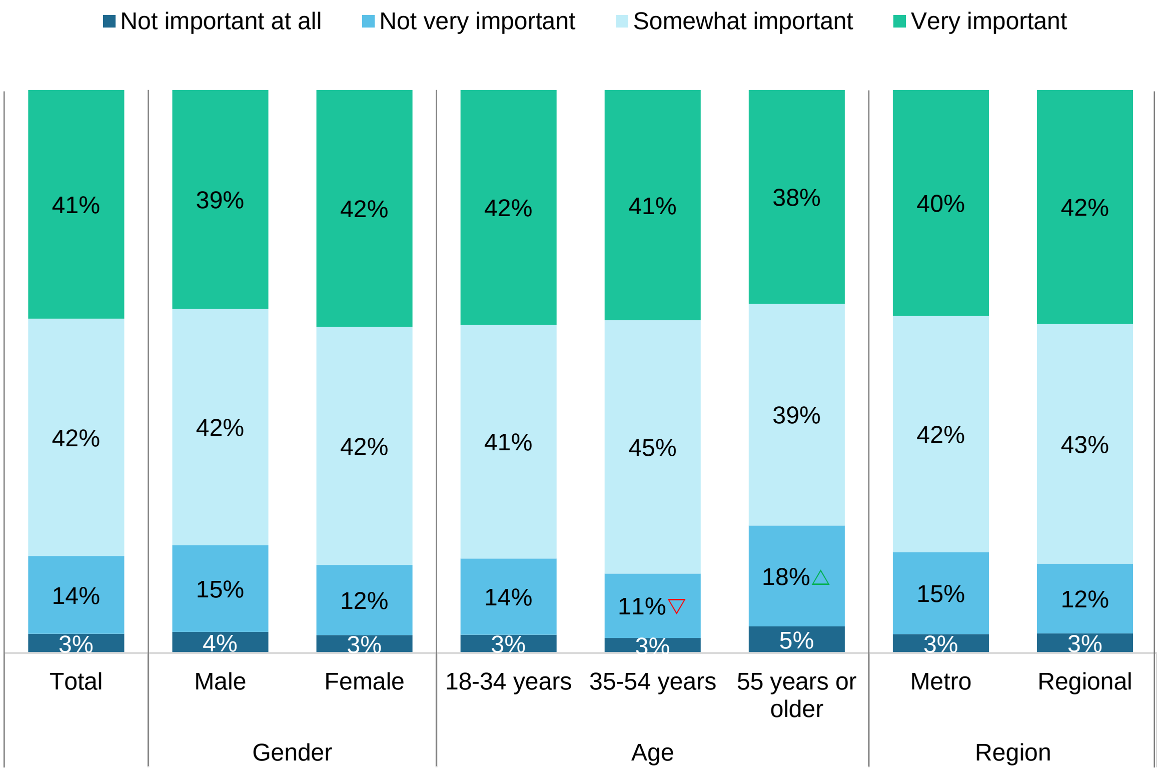
▲▼ Significantly different to the other sub-group at the 95% confidence level.

3.5. Access to news

In 2021 two new questions were added asking respondents the importance to them of having access to news on social media (Figure 79) and of being able to discover news stories via search engines (Figure 80).

Four in five (83%) respondents indicated that having access to news on social media was either somewhat important (42%) or very important (41%). Respondents aged 55 years or older were more likely to indicate that it was not very important (18%) compared to respondents aged 35 to 54 years.

Figure 79 Importance of having access to news on social media



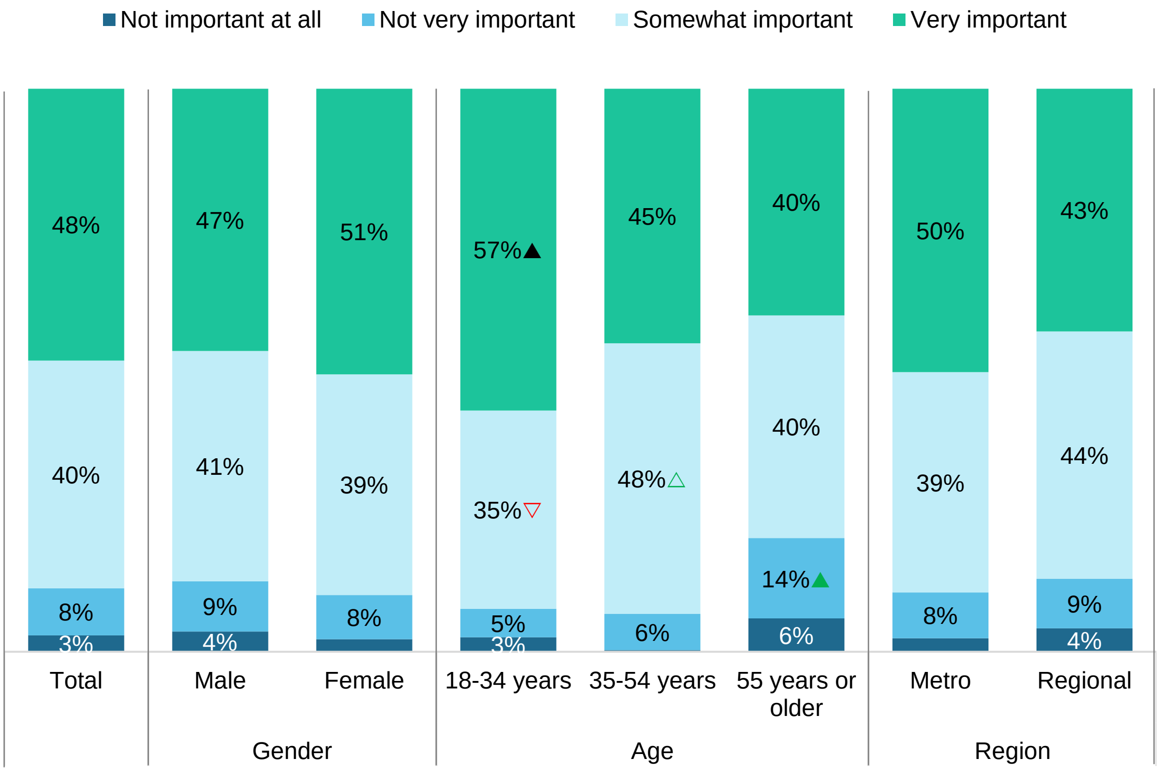
D14. How important is it to you to have access to news on social media?

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.

Nine in ten (89%) respondents indicated that being able to discover news stories via search engines was either somewhat important (40%) or very important (48%). Respondents aged 55 years or older more were less likely to indicate that it was either somewhat important (40%) or very important (40%) compared to the younger two age groups (Figure 80).

Figure 80 Importance of being able to discover news stories via search engines



D15. How important is it for you to be able to discover news stories via search engines?

Base: Accessed news via search engine: Total (n=957), Male (n=452), Female (n=495), 18-34 years (n=212), 35-54 years (n=394), 55 years or older (n=349), Metro (n=690), Regional (n=267).

▲▼ Significantly different to the other sub-group(s) at the 95% confidence level.

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

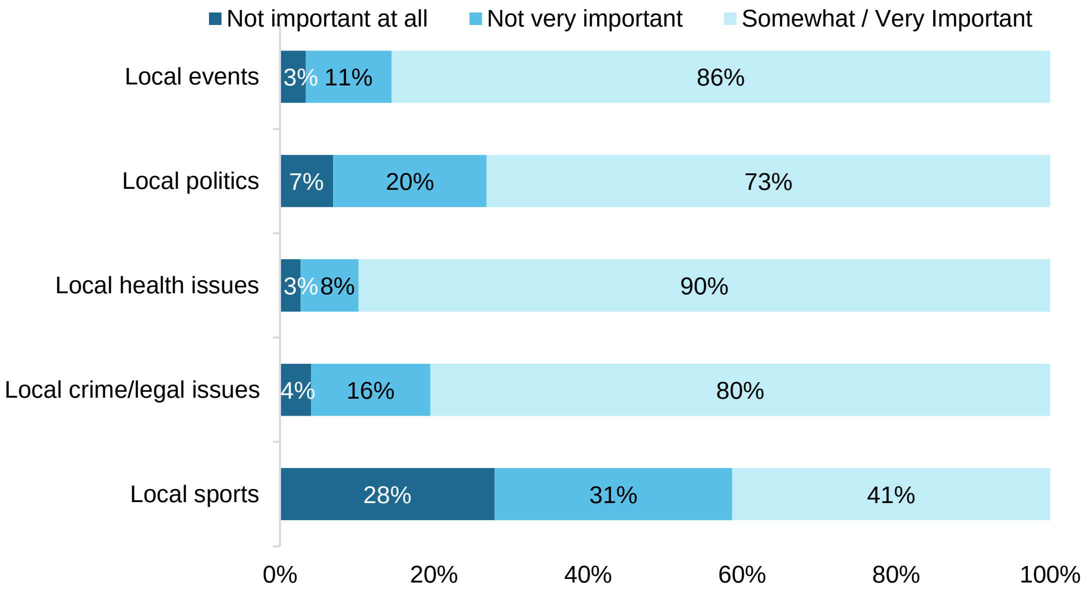
3.6. Importance of news topics

In 2021 a new question was added asking respondents to rate the importance of five topics of local news coverage. Figure 81 displays the proportion of respondents who selected either somewhat important or very important for each topic type. The two topics that were most likely to be rated as somewhat or very important were local health issues (90%) and local events (86%).

When reviewing sub-groups the following sub-group differences were noted.

- Female respondents were more likely to rate local health issues (93%), events (88%), and crime, legal issues or court decisions (84%) as somewhat or very important compared to males.
- Male respondents were more likely to rate local sport (46%) as somewhat or very important compared to females.
- Respondents aged 55 years or older were more likely to rate local health issues (92%), events (90%), politics (80%) and sports (42%) as somewhat or very important compared to the two younger age groups. Regional respondents were more likely to rate local events (88%) as somewhat or very important compared to regional respondents.

Figure 81 Importance of local news topics



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: 2021: Total (n=4,135).

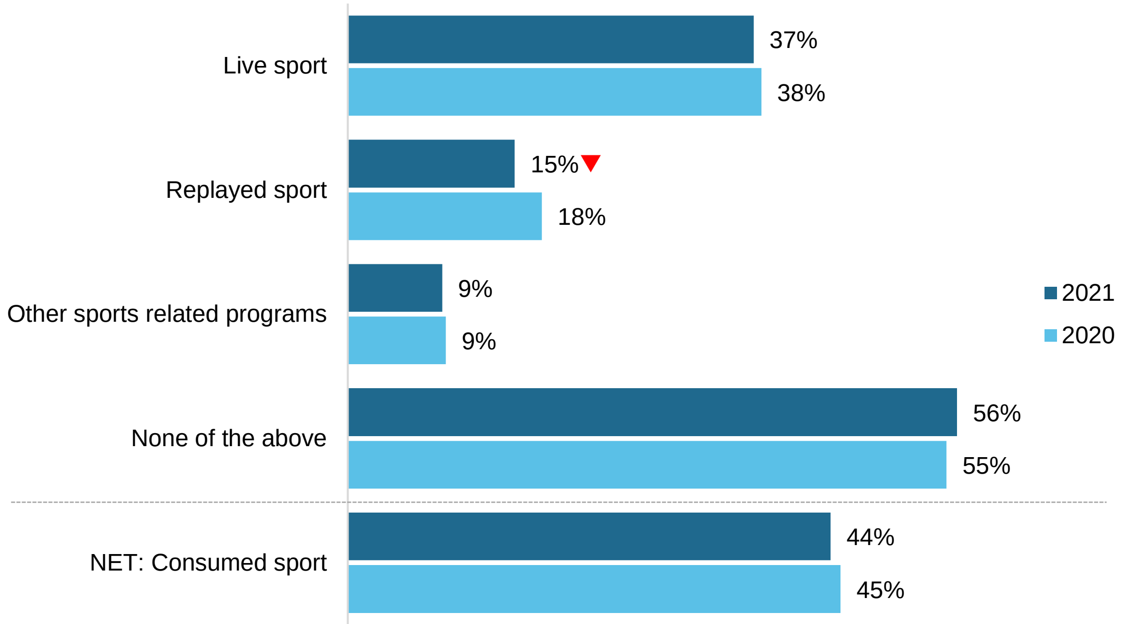
4. Sport content

The survey included a section that asked about sport content consumption specifically focussing on types of content consumed and channels used. The following sections outline the results about sport content consumption.

4.1. Sport content consumption

When asked which type of sport content they had consumed in the past seven days, just under half the respondents (44%) had consumed sport content including live sport, replayed sport, or other sports related programs in 2021. Figure 82 shows the breakdown of the different types of sport consumed, with 37% consuming live sport, 15% consuming replayed sport, and 9% consuming other sports related programs in the last seven days. There was a decrease in the consumption of replayed sport (15%) in 2021 compared to 2020 (18%).

Figure 82 Type of sport content consumed – Total



E1. The next questions were about sports related programs. In the past 7 days, did you watch or listen to…? (Multiple responses).

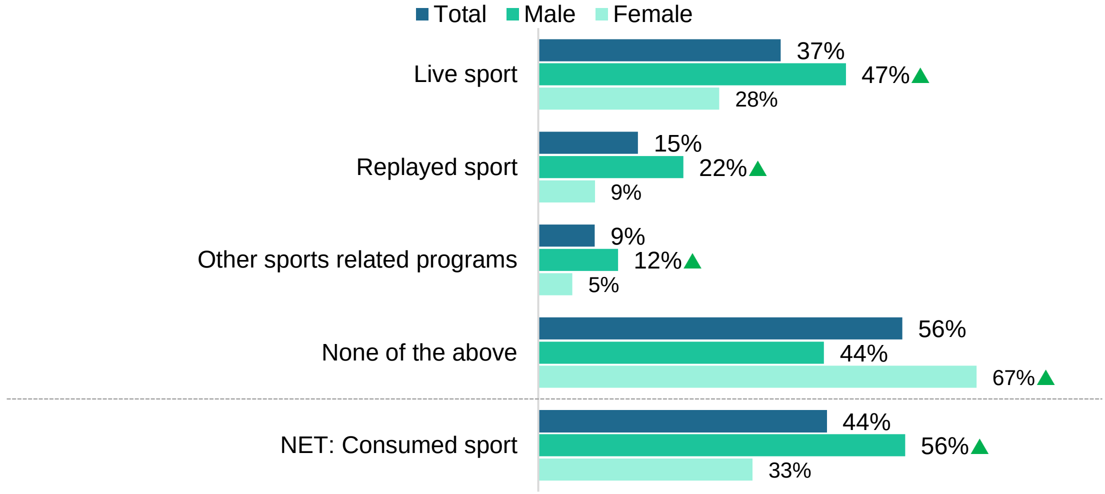
Base: All respondents – 2021: Total (n=4,135). 2020: Total (n=4,096).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%).

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

Figure 83 shows the gender differences in channels used to consume sport content in the past seven days. Males were more likely than females to consume sport in general (56% compared to 33%) as well as each individual type of sports content.

Figure 83 Type of sport content consumed – by gender



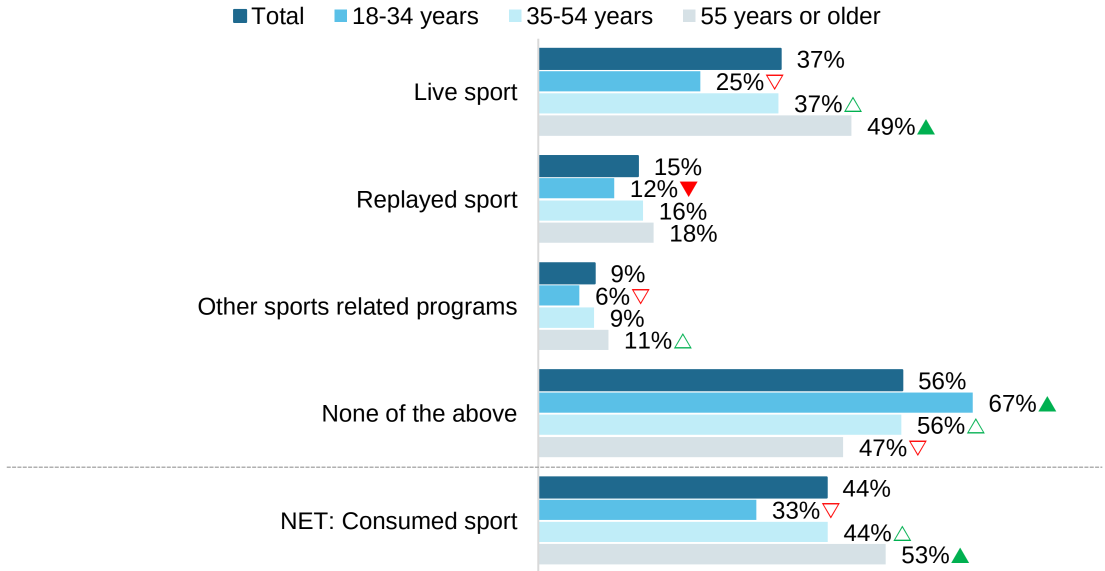
E1. The next questions were about sports related programs. In the past 7 days, did you watch or listen to…? (Multiple responses).

Base: All respondents – Total sample (n=4,135), Male (n=1,832), Female (n=2,285).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%).

Figure 84 shows the age differences in channels used to consume sport content in the past seven days. Those aged 55 years or older were more likely (53%) to have consumed sport in the last seven days than those in the younger age groups. Whereas those aged 18-34 were less likely to have consumed any sport in the last seven days (33%) compared to older age groups.

Figure 84 Type of sport content consumed – by age



E1. The next questions were about sports related programs. In the past 7 days, did you watch or listen to…? (Multiple responses).

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

Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

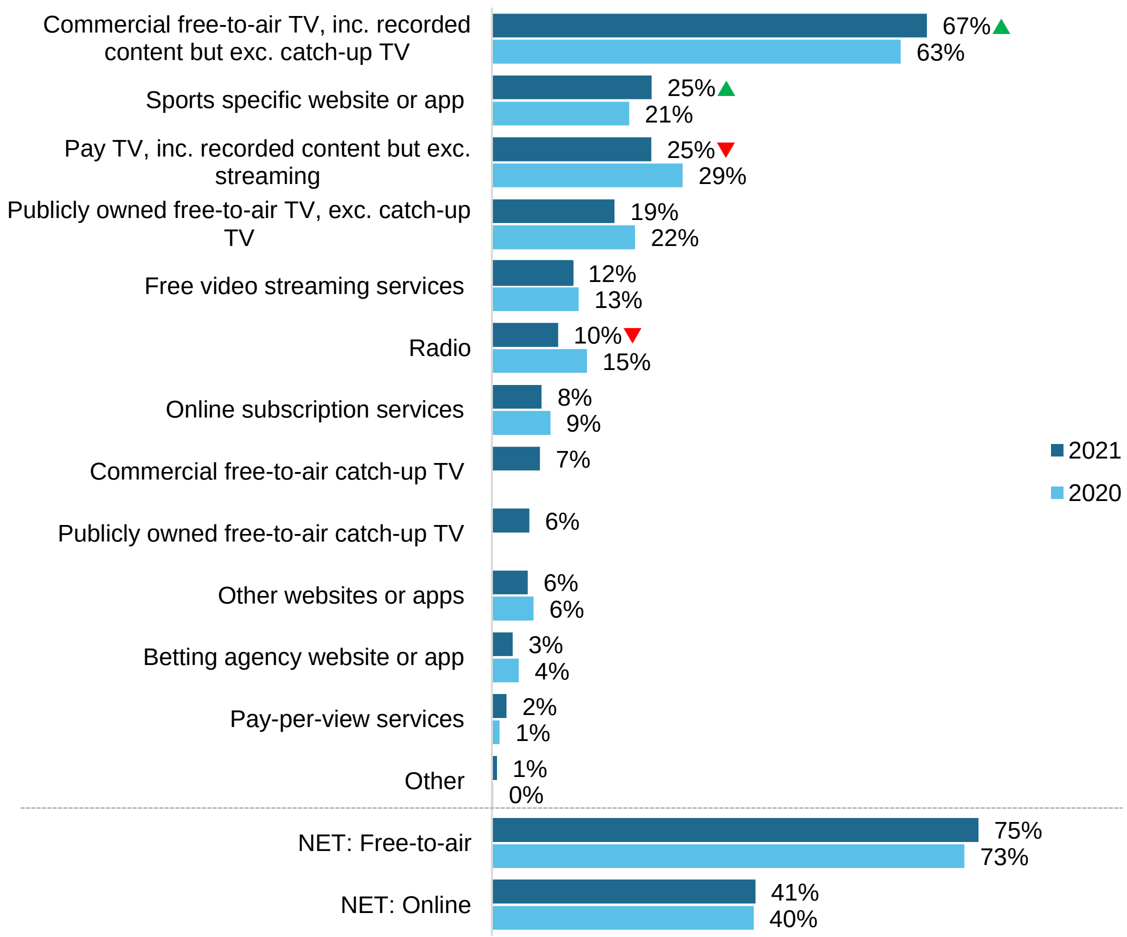
△▽ Significantly different to sub-group with corresponding arrow at the 95% confidence level.

4.1.1. Channels used to watch or listen to sport content

Those that consumed at least one type of sport content in the last seven days were then asked which channels they used to watch or listen to sport content. The most commonly selected channels by respondents in 2021 were commercial free-to-air television excluding catch-up TV (67%), sports specific website and apps (25%) and pay TV, including recorded content but excluding streaming (25%), as shown in Figure 85. Overall, three in four (75%) of those who consumed sport did so via a free-to-air channel, while two in five (41%) consumed via an online channel.

There was an increased incidence of respondents using commercial free-to-air television excluding catch-up television (67%) and sports specific websites or apps (25%) since 2020. There was a decreased incidence of respondents using Pay TV (25%) and radio (10%) since 2020. The decreased incidence of respondents using Pay TV from 2020 to 2021 occurred mainly among respondents aged 18 to 34 years.

Figure 85 Channels used to consume sport content in the past seven days – Total



E2. How did you watch or listen to sports related programs in the past 7 days?

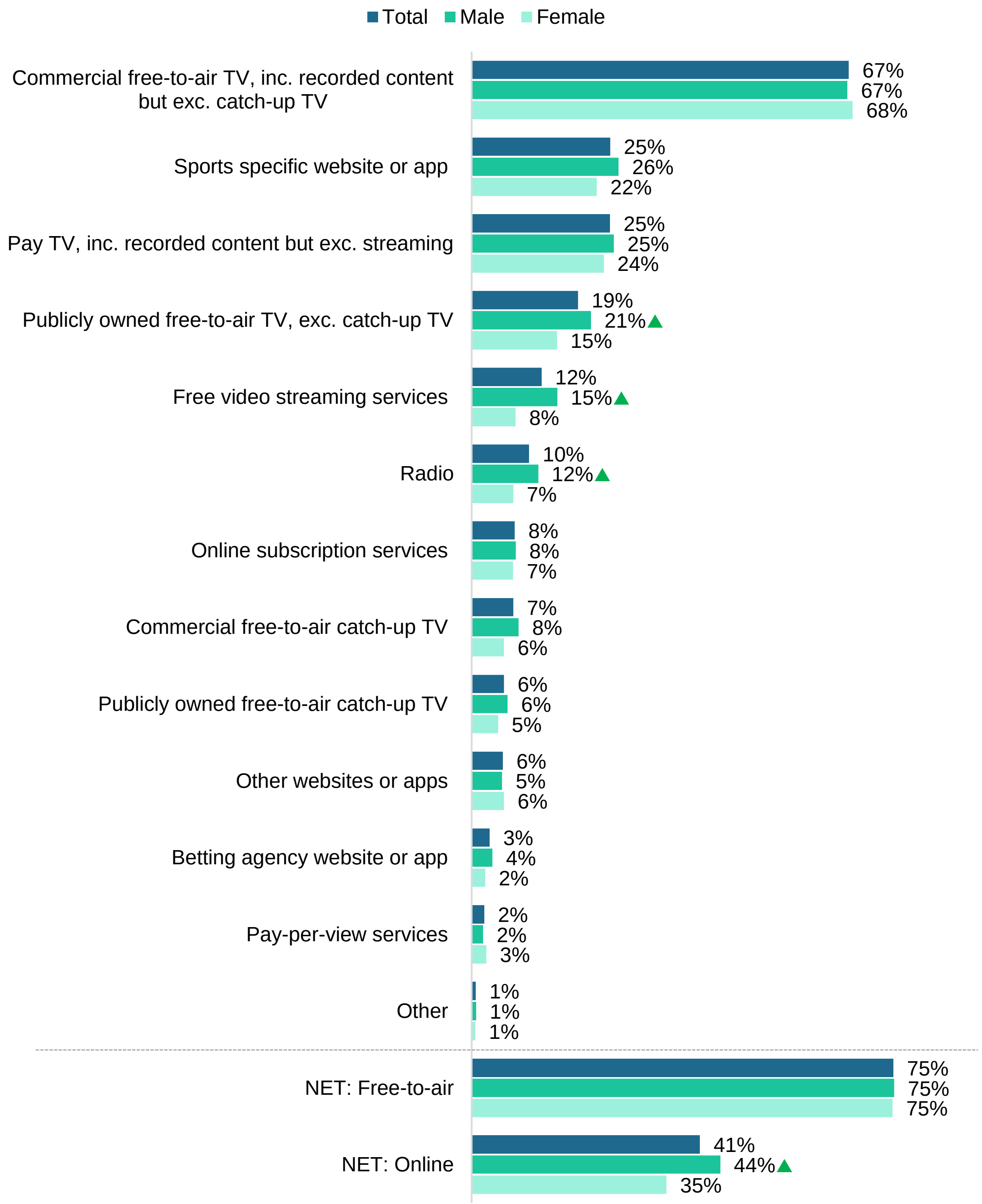
Base: Consumed sport in last seven days at E1 – 2021 (n=1,924), 2020 (n=1,903).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%). 'NET: Online' includes: 'Online subscription services', 'Free video streaming services', 'Other websites or apps', 'Sports specific website or app' and 'Betting agency website or app'. 'NET: Free-to-air' includes: 'Commercial free-to-air TV', 'Publicly owned free-to-air TV', and 'Free-to-air catch-up TV'.

▲▼ Significantly different to other sub-groups at the 95% confidence level.

Figure 86 shows the gender differences in channels used to watch or listen to sport content in the past seven days. Males were more likely than females to access sport content via publicly owned free-to-air television (21%), free video streaming services (15%) and radio (12%). Males were more likely to consume sport online than females (44% compared to 35%).

Figure 86 Channels used to watch sport content in the past seven days – by gender



E2. How did you watch or listen to sports related programs in the past 7 days? (Multiple responses)

Base: Consumed sport in last seven days at E1 – 2021: Total sample (n=1,924), Male (n=1,096), Female (n=825).

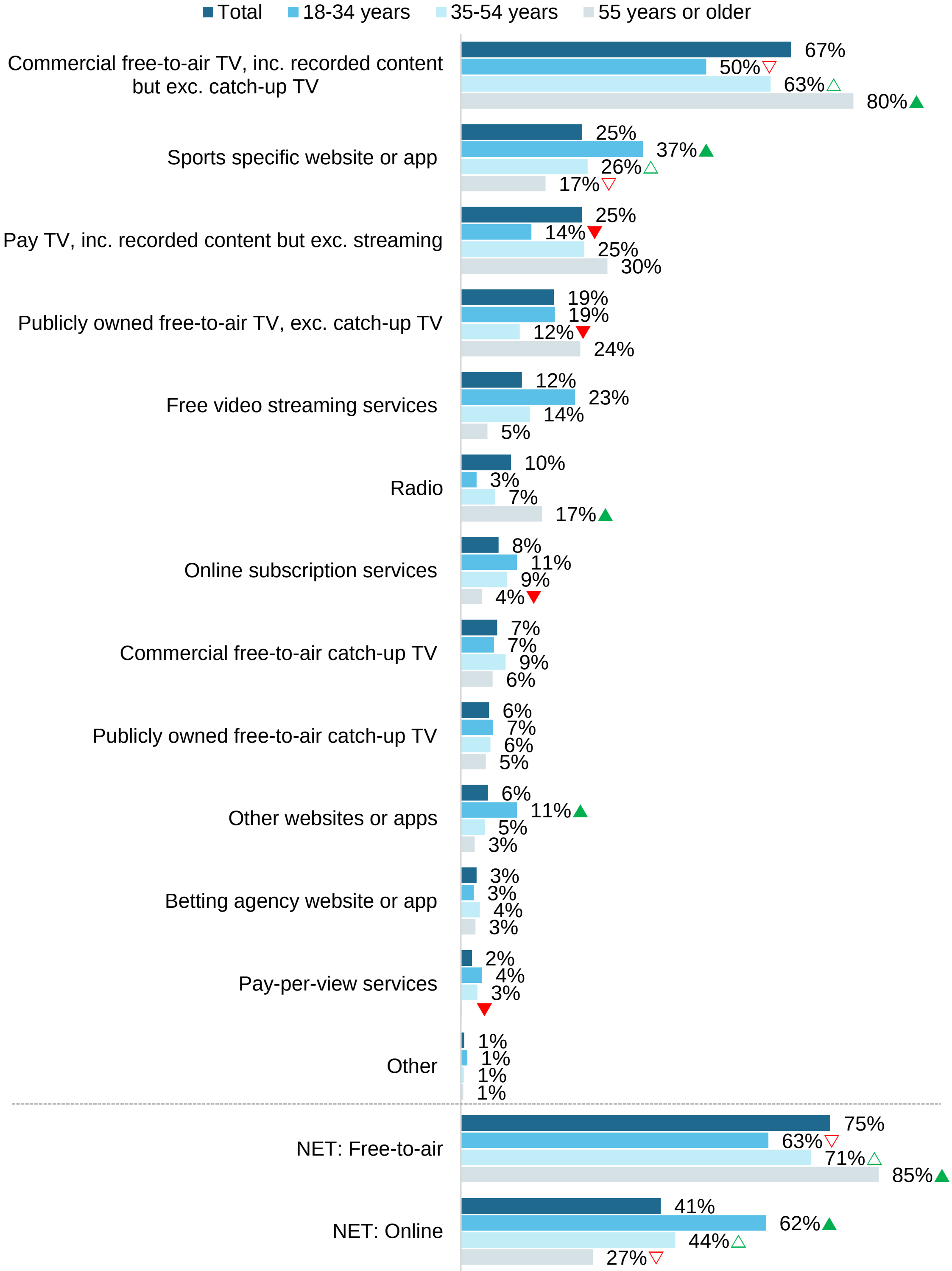
Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%). 'NET: Online' includes: 'Online subscription services', 'Free video streaming services', 'Other websites or apps', 'Sports specific website or app' and 'Betting agency website or app'. 'NET: Free-to-air' includes: 'Commercial free-to-air TV', 'Publicly owned free-to-air TV', and 'Free-to-air catch-up TV'.

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

Figure 87 shows the age differences in channels used to consume sport content in the past seven days. Respondents aged 55 years or older were more likely than other age groups to use traditional channels to consume sport, including commercial free-to-air TV (80%), and radio (17%). Those aged 18-34 years were more likely to use sports specific websites or apps (37%), free video streaming services (23%), and other websites or apps (11%) than those in older age groups.

Overall, those aged 18-34 years were most likely to consume sport content in the last seven days via online media (62%) while those aged 55 years and older were most likely to consume via free-to-air sports programming (85%).

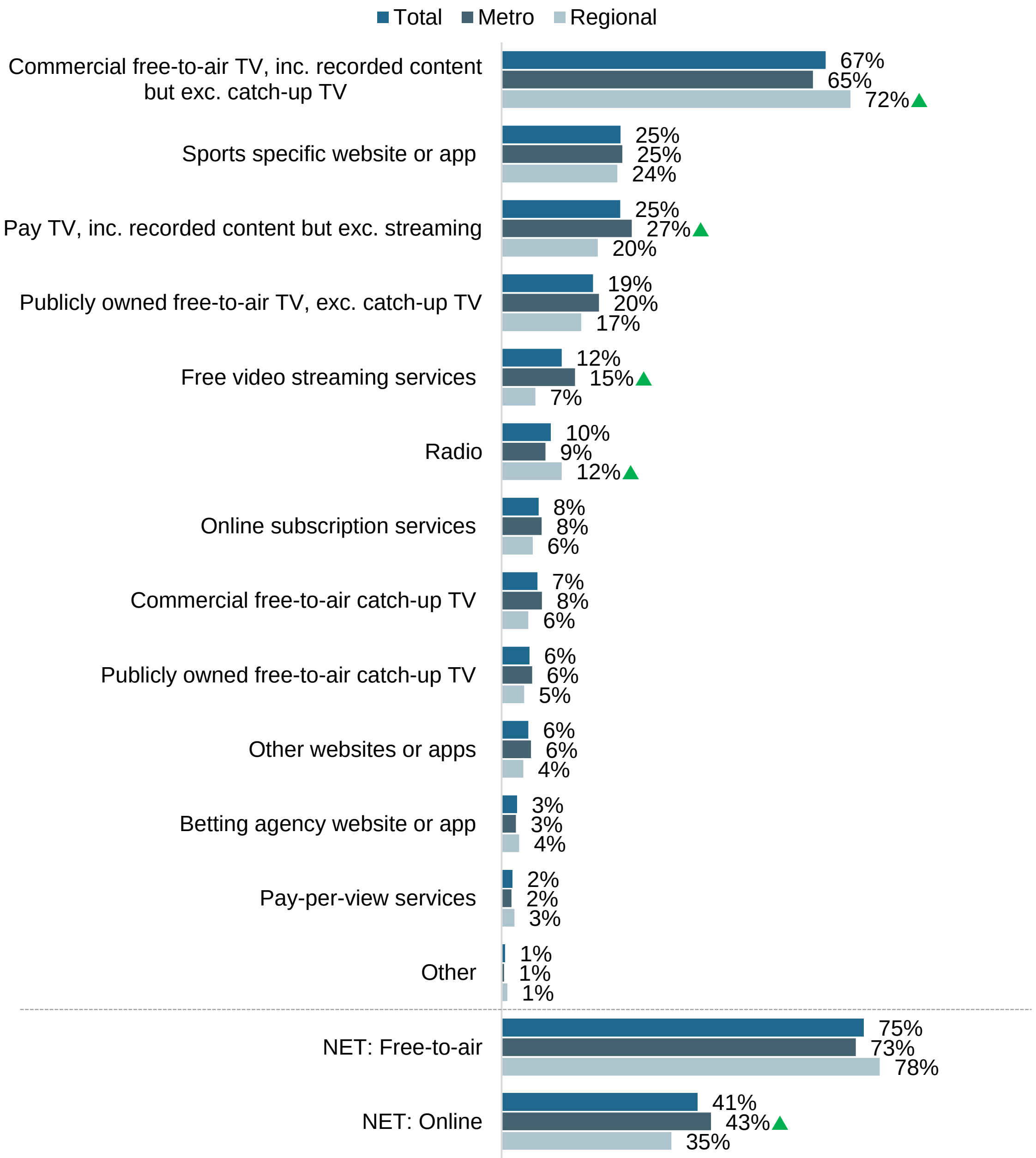
Figure 87 Channels used to watch sport content in the past seven days – by age



E2.	How did you watch or listen to sports related programs in the past 7 days? (Multiple responses)
Base:	Consumed sport in last seven days at E1 – 2021: Total sample (n=1,924), 18-34 (n=255), 35-54 (n=787), 55 or older (n=880).
Note:	The following were not shown: 'Don't know' (0%), 'Refused' (0%). 'NET: Online' includes: 'Online subscription services', 'Free video streaming services', 'Other websites or apps', 'Sports specific website or app' and 'Betting agency website or app'. 'NET: Free-to-air' includes: 'Commercial free-to-air TV', 'Publicly owned free-to-air TV', and 'Free-to-air catch-up TV'.
▲▼	Significantly different to all other sub-groups at the 95% confidence level.
△▽	Significantly different to sub-group with corresponding arrow at the 95% confidence level.

Figure 88 shows that the channels used to consume sport content in the past seven days by region. Those living in regional areas were more likely to consume sport via commercial free-to-air TV (72%) and radio (12%) than those living in metropolitan areas. Those living in metropolitan areas were more likely to consume sport via Pay TV (27%) and free video streaming services (15%) than those living in regional areas (9%). Those in metropolitan areas (43%) were more likely to consume sport online generally than those in regional areas (35%).

Figure 88 Channels used to watch sport content in the past seven days – by region



E2. How did you watch or listen to sports related programs in the past 7 days? (Multiple responses)

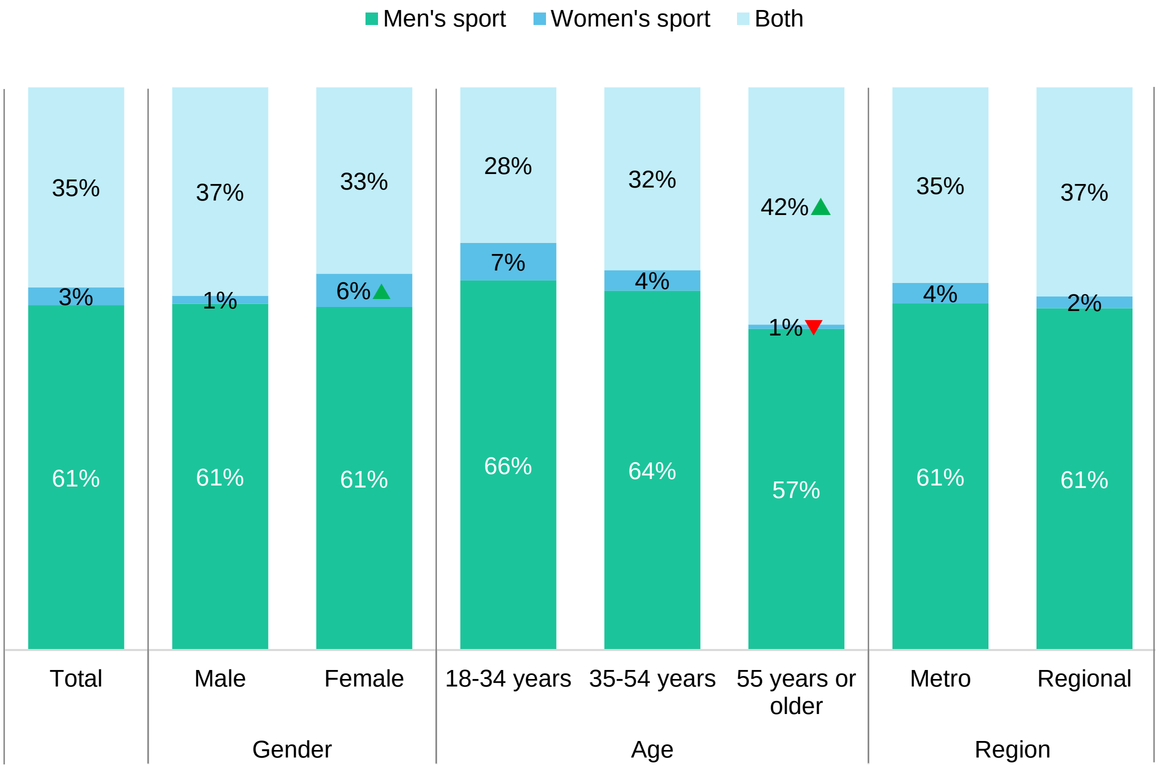
Base: Consumed sport in last seven days at E1 – 2021: Total sample (n=1,925), Metro (n=1,304), Regional (n=620).

Note: The following were not shown: 'Don't know' (0%), 'Refused' (0%). 'NET: Online' includes: 'Online subscription services', 'Free video streaming services', 'Other websites or apps', 'Sports specific website or app' and 'Betting agency website or app'. 'NET: Free-to-air' includes: 'Commercial free-to-air TV', 'Publicly owned free-to-air TV', and 'Free-to-air catch-up TV'.

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

A new question was added in 2021 asking respondents to indicate the gender of the sports programs they watched or listened to. Three in five (61%) indicated they watched or listened to men's sport while a third (35%) indicated they watched or listened to sports of both genders, as shown in Figure 89. Women were more likely to watch only women's sport (6%) compared to men. Respondents aged 55 years or older were more likely to watch both men's and women's sport (42%) as compared to those in the younger age groups.

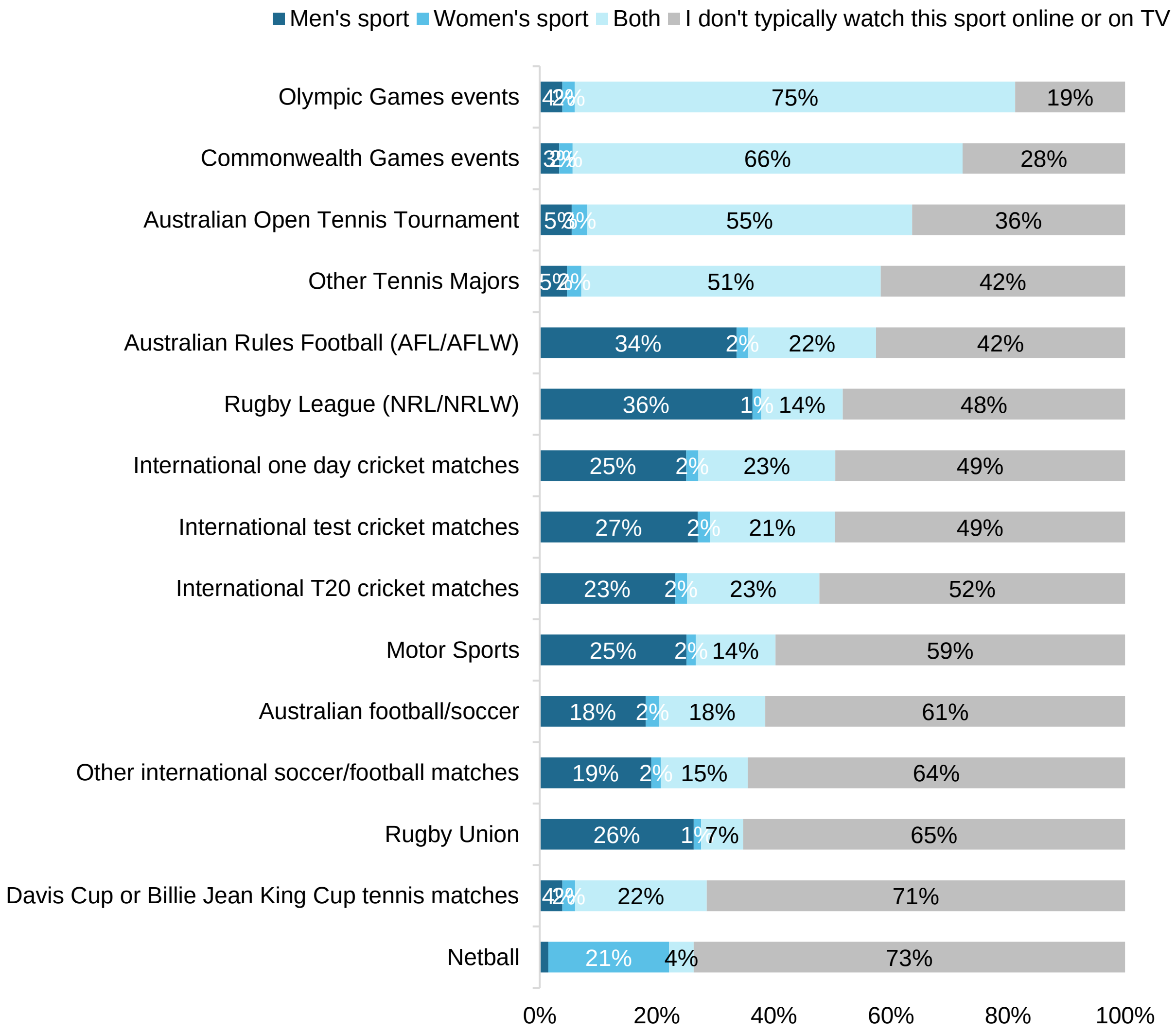
Figure 89 Gender of sport consumed



E3.	Were the sports programs you watched or listened to regarding:
Base:	Consumed sport – 2021: Total sample (n=1,924), Male (n=1,096), Female (n=825), 18-34 years (n=255), 35-54 years (n=787), 55 years or older (n=880), Metro (n=1,304), Regional (n=620).
▲▼	Significantly different to the other sub-group(s) at the 95% confidence level.

A new question was added in 2021 asking respondents to indicate the gender of the sports events they typically watch online or on TV during a normal year. The most commonly watched sports were the Olympic and Commonwealth Games (during those years events are held) where only one in five (19%) respondents indicated that they did not watch the Olympic Games and three in ten (28%) indicated that they did not watch the Commonwealth Games, as shown in Figure 90.

Figure 90 Sports consumed

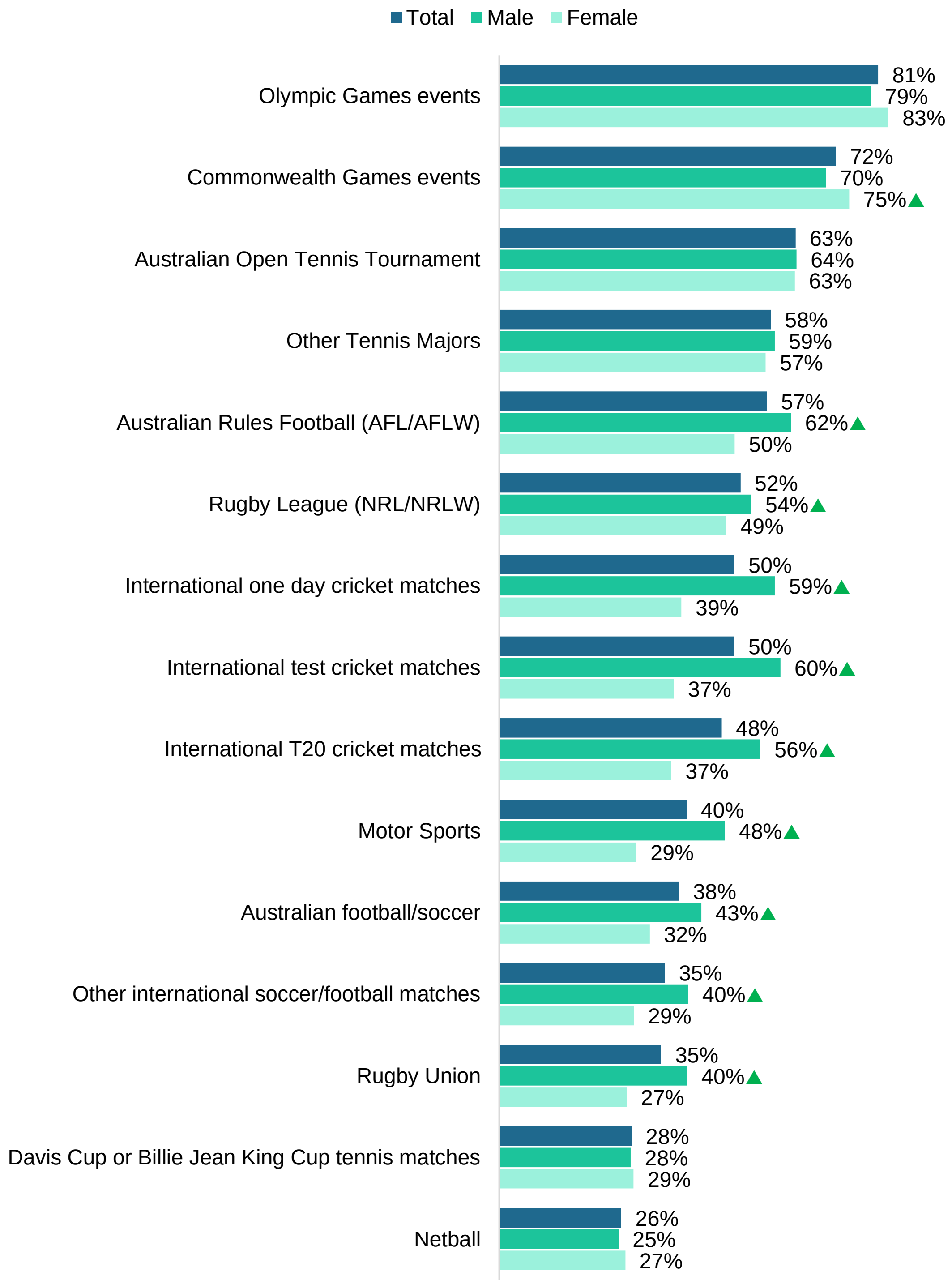


E4. Which of the following sports events do you typically watch online or on TV during a normal year? For each sport please indicate whether you typically watch women's, men's, both or neither.

Base: Consumed sport – 2021: Total sample (n=2,659), Male (n=1,387), Female (n=1,266), 18-34 years (n=376), 35-54 years (n=1,089), 55 years or older (n=1,192), Metro (n=1,801), Regional (n=858).

As shown in Figure 91, males were more likely to watch Australian Rules Football (62%), Rugby League (54%), international one day (59%), test (60%) and T20 (56%) cricket matches, motor sports (48%), Australian soccer (43%), international soccer (40%) and Rugby Union (40%), compared to females. Females were more likely to watch Commonwealth Games events (75%) than males.

Figure 91 Sports consumed – by gender



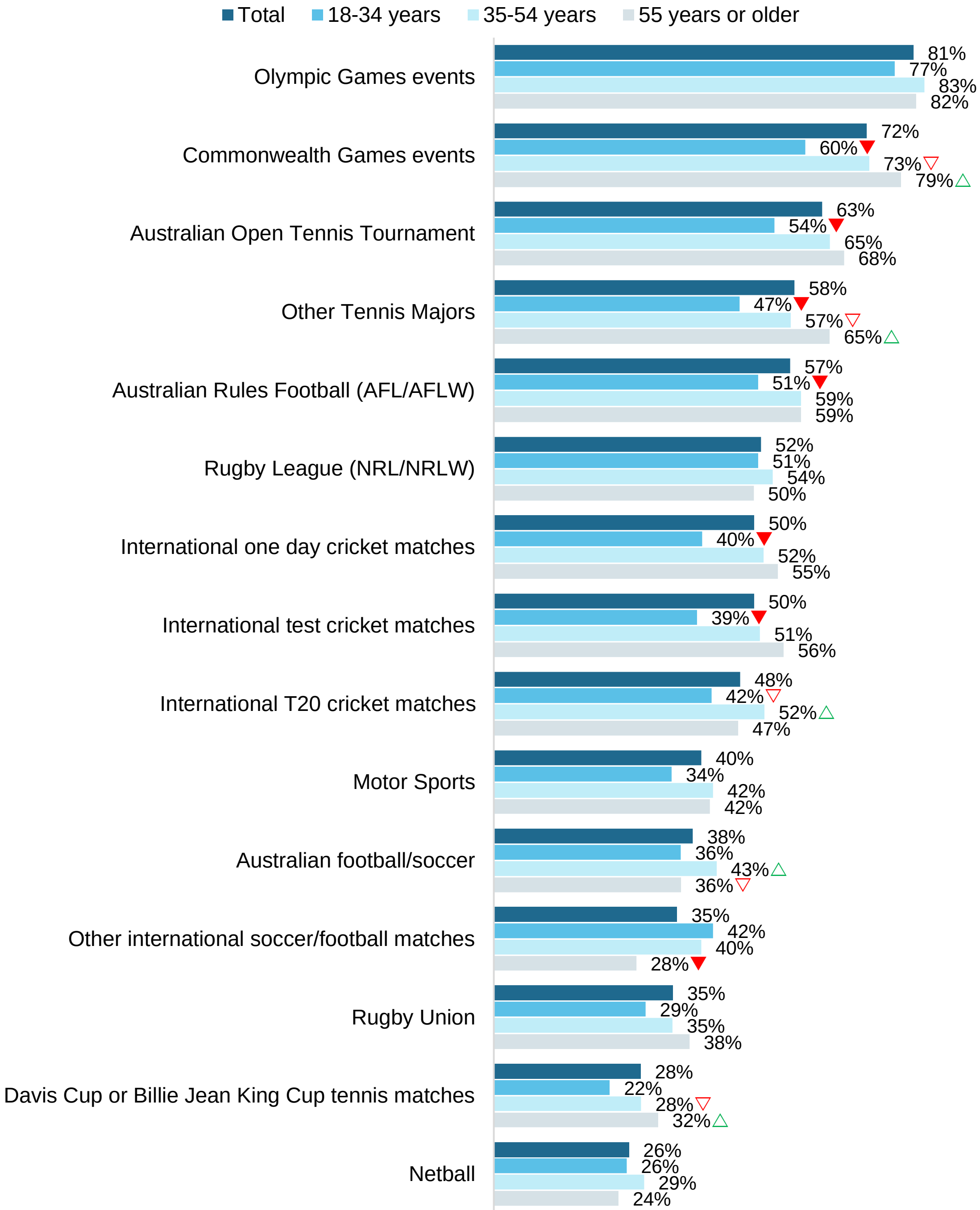
E4. Which of the following sports events do you typically watch online or on TV during a normal year? For each sport please indicate whether you typically watch women's, men's, both or neither.

Base: Consumed sport – 2021: Total sample (n=2,659), Male (n=1,387), Female (n=1,266).

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

Respondents aged 55 years or older were more likely to watch Commonwealth Games events (79%) and tennis majors not including the Australian Open (65%) compared to the younger age groups (Figure 92). Respondents aged 55 years or older were less likely to watch international soccer matches (28%) compared to the younger age groups. Respondents aged 18 to 35 years were less likely to watch the Australian Open (54%), Australian Rules Football (51%), and international one day (40%) and test (39%) cricket matches compared to the two older age groups.

Figure 92 Sports consumed – by age



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.

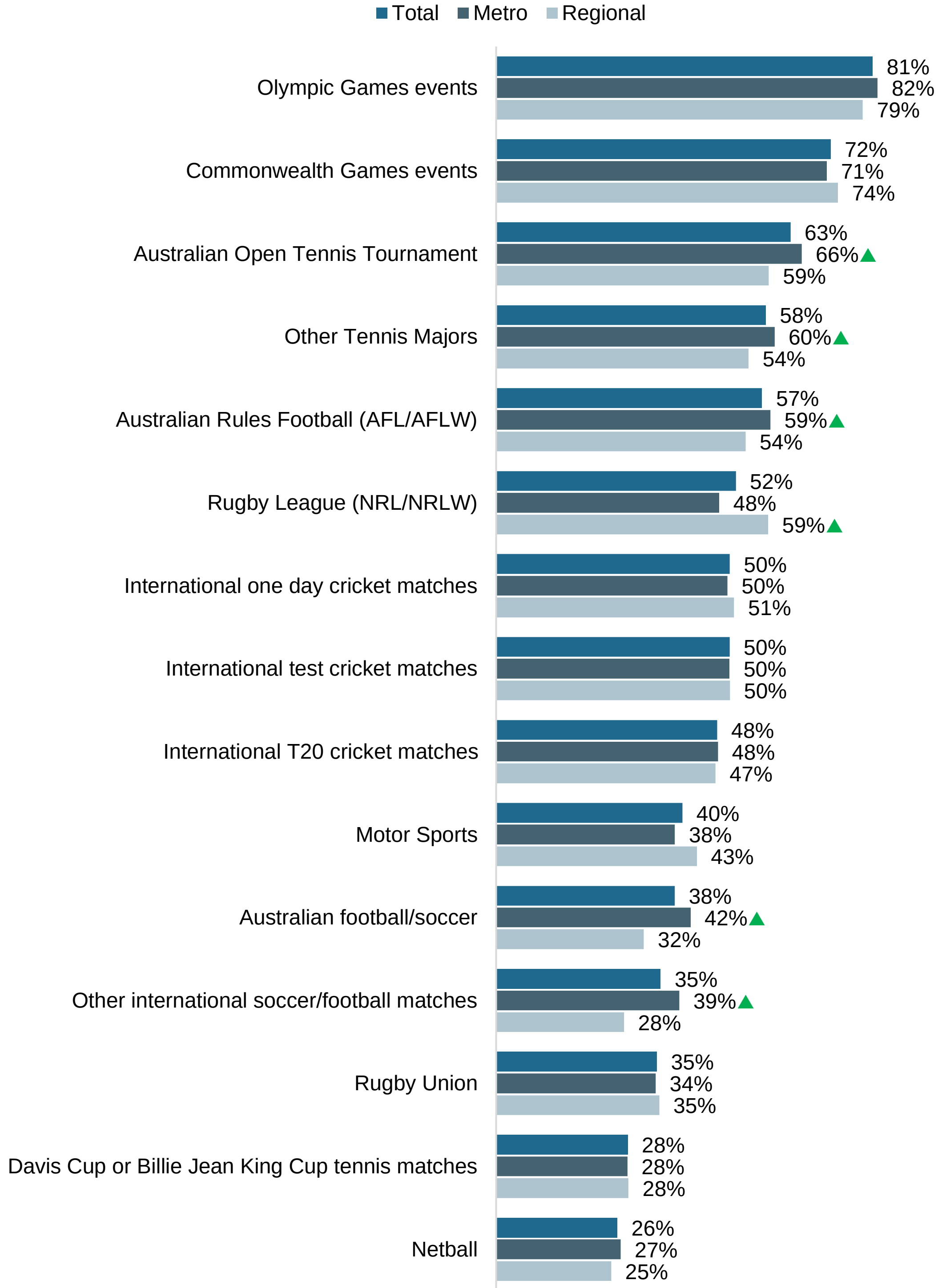
Base: Consumed sport – 2021: Total sample (n=2,659), 18-34 years (n=376), 35-54 years (n=1,089), 55 years or older (n=1,192).

▲▼ Significantly different to all other sub-groups at the 95% confidence level.

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

Metropolitan respondents were more likely to watch the Australian Open (66%), the other tennis majors (60%), Australian Rules Football (59%) and Australian (42%) and international (39%) soccer compared to regional respondents (Figure 93). Regional respondents were more likely to watch Rugby League (59%) compared to metropolitan respondents.

Figure 93 Sports consumed – by location



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: Total sample (n=2,659), Metro (n=1,801), Regional (n=858).

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

Appendix 1Questionnaire

2722 MEDIA CONTENT CONSUMPTION Questionnaire – August 2021

NON-PROBABILITY PILOT INTRODUCTION

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
NPINTRO Welcome to our survey!

The survey will take about 15 minutes to complete and is being conducted by the Social Research Centre. Participation in this survey is voluntary and you can withdraw at any point. If you don't wish to answer any question, you can just click 'Next' to move to the next question.

Your answers will be held in the strictest confidence and under the Privacy Act all information provided will only be used for research purposes. The responses of everyone who participates in this survey will be combined for analysis. This survey also complies with The Research Society and International (ESOMAR) codes of practice for Market & Social Research.

SECTION S: NON-PROBABILITY SAMPLE PROFILING

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
STATE Which state or territory do you live in?

1. NSW
2. VIC
3. QLD
4. SA
5. WA
6. TAS
7. NT
8. ACT

99. Prefer not to say [GO TO TERM1]

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
POSTCODE What is your current residential postcode?

Please enter the postcode for the state or territory you live in into the box below, then click on that postcode when it appears just below the box.

1. <RANGE ALL VALID POSTCODES BASED ON STATE]

98. Not sure [GO TO TERM1]
99. Prefer not to say [GO TO TERM1]

COMPUTE REGION FROM POSTCODE

1. Capital City
2. Rest of State

COMPUTE GEOGRAPHY FROM POSTCODE

1. Greater Sydney

2. Rest of NSW
3. Greater Melbourne
4. Rest of Vic.
5. Greater Brisbane
6. Rest of Qld
7. Greater Adelaide
8. Rest of SA
9. Greater Perth
10. Rest of WA
11. Greater Hobart
12. Rest of Tas.
13. Greater Darwin
14. Rest of NT
15. Australian Capital Territory

COMPUTE SEIFA FROM POSTCODE

1. Quintile 1 - Most disadvantage
2. Quintile 2
3. Quintile 3
4. Quintile 4
5. Quintile 5 - Least disadvantage

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
AGE How old were you last birthday?

1. <RANGE 15-110> [IF UNDER 18 – GO TO TERM4]

99. Prefer not to say

*(AGE=98 OR 99, DK / REF AGE) [AUTO-FILL FROM AGE]
AGE_GROUP Ok, would you mind selecting your age group?

97. Under 18 [GO TO TERM4]
1. 18-24 years
2. 25-34 years
3. 35-44 years
4. 45-54 years
5. 55-64 years
6. 65-74 years
7. 75 or more years

99. Prefer not to say [GO TO TERM1]

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
GENDER Which of the following best describes your current gender identity?

1 Male
2 Female
3 Non-binary / Gender fluid

4. Different identity (please describe)

99. Prefer not to say [GO TO TERM1]

SECTION A: SCREENING FOR PARENTS

*(ALL)
A1 So we can ask you the right questions today, the first set of questions are about your household.

How would you describe the household you live in?

Please select one response only.

(READ OUT)

(SINGLE)

1. One person household
2. Couple without children
3. Couple with child/children (this also includes children aged 18 years and older)
4. One parent/guardian/carer family (this also includes children aged 18 years and older)
5. Other family household (e.g. siblings living together, multi-generational families)
6. Shared household or group house
96. Other (please specify)

99. (Refused) / Prefer not to say

*(A1=3-4, HAVE CHILDREN)
A2 Which age group/s is the child/children in your household in?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE)
1. 0-2 years old
2. 3-5 years old
3. 6-8 years old
4. 9-10 years old
5. 11-12 years old
6. 13-15 years old
7. 16-17 years old
8. 18 years old and over

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(A2=1-6, HAVE CHILDREN AGED 15 OR UNDER)
A3 Are you a parent or guardian of any of the children aged 15 or under in your household?

Please select one response only.

(SINGLE)
1. Yes
2. No

99. (Refused) / Prefer not to say

*(ADD VARIABLE 'PARENT'. CODE AS '1' IF A3=1)

*(ADD VARIABLE 'CHILD' TO CAPTURE AGE OF CHILD FROM A2. IF MORE THAN ONE CODE SELECTED AT A2, RANDOMLY SELECT ONE)

*(NEVER SELECT CODE 7 OR 8 FROM A2)

*(IF (A3≠1) AND PROJECT 2722B, GO TO TERM3)

SECTION C: SCREEN CONTENT BEHAVIOURS AND SPEND

Adapted from QF4 from ACMA Consumer Survey

*(ALL)
C1 The next questions are 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?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-8)

1. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten), including recorded content but excluding catch-up TV
2. **Publicly owned free-to-air TV** (i.e. ABC, SBS), excluding catch-up TV
3. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
4. **Free-to-air catch-up TV** (e.g. ABC iview, 10 play, 7Plus)
5. **Free video streaming services** (e.g. YouTube, Twitch, Tubi)
6. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
7. **Pay-per-view services** (e.g. Google Play, Apple TV+)
8. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

97. None of the above *(EXCLUSIVE)
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(C1=4, WATCHED FREE TO AIR CATCH UP TV IN P7D)
C13 Thinking about free-to-air catch up TV...

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

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-2)

1. **Commercial free-to-air catch-up TV** (e.g. 9Now, 10 play, 7Plus)
2. **Publicly owned free-to-air catch-up TV** (e.g. ABC iview, SBS On Demand)
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

Adapted from QF5 from ACMA Consumer Survey

*(C1=1-96, WATCHED SCREEN CONTENT IN P7D)
C2 On **average**, how many **hours per week** do you spend watching each of the following?

(PROBE TO CODE FRAME)

(STATEMENTS) (ONLY DISPLAY CODES SELECTED AT C1) (DISPLAY ALL CODES ON ONE SCREEN AS GRID) (KEEP ORDER AS C1)

a. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten), including recorded content but excluding catch-up TV
b. **Publicly owned free-to-air TV** (i.e. ABC, SBS), excluding catch-up TV
c. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
d. **Free-to-air catch-up TV** (e.g. ABC iview, 10 play, 7Plus)
e. **Free video streaming services** (e.g. YouTube, Twitch, Tubi)
f. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
g. **Pay-per-view services** (e.g. Google Play, , Apple TV+)
h. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
i. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (SINGLE)

1. Up to 5 hours
2. 6-10 hours
3. 11-15 hours
4. 16-20 hours
5. 21-25 hours
6. 26-35 hours
7. More than 35 hours

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(C1=4, WATCHED FREE TO AIR CATCH UP TV IN P7D)
C14 On **average**, how many **hours per week** do you spend watching each of the following?

(PROBE TO CODE FRAME)

(STATEMENTS) (DISPLAY ALL CODES ON ONE SCREEN AS GRID)

a. **Commercial free-to-air catch-up TV** (e.g. 9Now, 10 play, 7Plus)
b. **Publicly owned free-to-air catch-up TV** (e.g. ABC iview, SBS On Demand)

(RESPONSE FRAME) (SINGLE)

1. Up to 5 hours
2. 6-10 hours
3. 11-15 hours
4. 16-20 hours
5. 21-25 hours

6. 26-35 hours
7. More than 35 hours

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(C1=1-96, WATCHED SCREEN CONTENT IN P7D)
C4 On **average per week**, how often do you use the following **devices** to watch screen content?

(READ OUT)

(SINGLE) (RANDOMISE A-G)

a. Television (including Smart TV)
b. Tablet (e.g. iPad, Kindle Fire, Samsung Galaxy Tab)
c. Computer (desktop or laptop)
d. Mobile phone or smartphone
e. Games console connected to a television (e.g. PlayStation, Xbox, Wii)
f. Personal video recorder (PVR) (e.g. Foxtel IQ, Fetch)
g. Digital media player (e.g. Chromecast, Apple TV)

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1. Never
2. Once or twice a week
3. 3-5 times a week
4. More often than 5 times a week
5. Once or twice a day
6. 3-5 times a day
7. More often than 5 times a day

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(C1=1-96, WATCHED SCREEN CONTENT IN P7D)
C7 In **general**, which **types of content** do you watch on [INSERT STATEMENT]?

Please select all that apply.

(READ OUT OPTIONS ONE BY ONE)

(STATEMENTS) (DISPLAY ONE STATEMENT AT A TIME) (ONLY DISPLAY CODES SELECTED AT C1) (KEEP ORDER AS C1)

*PROGRAMMER NOTE: IF C1=1, DISPLAY A1 IF C1=2, DISPLAY 2. IF C1=3, DISPLAY C3 IF C1=4, DISPLAY 9 & 10. IF C1=5 DISPLAY 5. IF C1=6, DISPLAY 6. IF C1=7, DISPLAY 7. IF C1=8, DISPLAY 8. IF C1=8, DISPLAY 9. IF C1=96, DISPLAY 10.

1. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten), including recorded content but excluding catch-up TV

2. **Publicly owned free-to-air TV** (i.e. ABC, SBS), excluding catch-up TV
3. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
9. **Commercial free-to-air catch-up TV** (e.g. 9Now, 10 play, 7Plus)
10. **Publicly owned free-to-air catch-up TV** (e.g. ABC iview, SBS On Demand)
5. **Free video streaming services** (e.g. YouTube, Twitch,Tubi)
6. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
7. **Pay-per-view services** (e.g. Google Play, Apple TV+)
8. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (MULTIPLE)
*(IF NECESSARY, CLARIFY CODE 11 AS: User generated videos are posted by users on online platforms such as social media.)

1. Action/Adventure
2. Comedy
3. Crime/Thriller
4. Documentary
5. Drama
6. Fantasy/Science fiction
7. News and current affairs
8. Reality
9. Sport
10. Talk shows/Game shows
11. User-generated videos [ONLINE HOVER OVER: Online hover over:
User generated videos are posted by users on online platforms such as social media.]
96. Other

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(C1=1 OR 2 OR 4, WATCHED COMMERCIAL OR PUBLICLY OWNED FREE TO AIR TV IN P7D)
C19 What are the most important types of content for the ABC to provide?

Please select all that apply.

(MULTIPLE) (RANDOMISE 1-10)

1. Australian drama
2. Australian children's content
3. Australian children's educational programs (e.g. history, maths, language, science, arts, etc.)
4. Australian documentaries
5. National news and current affairs
6. Regional news and current affairs
7. International news and current affairs

8. Content in a variety of languages
9. Content reflecting Australia's cultural diversity
10. Content reflecting underrepresented groups
96. Other (please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(C1=1 OR 2 OR 4, WATCHED COMMERCIAL OR PUBLICLY OWNED FREE TO AIR OR CATCH-UP TV IN P7D)

C19B What are the most important types of content for SBS to provide?

Please select all that apply.

(MULTIPLE) (RANDOMISE 1-10)

1. Australian drama
2. Australian children's content
3. Australian children's educational programs (e.g. history, maths, language, science, arts, etc.)
4. Australian documentaries
5. National news and current affairs
6. Regional news and current affairs
7. International news and current affairs
8. Content in a variety of languages
9. Content reflecting Australia's cultural diversity
10. Content reflecting underrepresented groups
96. Other (please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(ONLINE ONLY AND C1=1 OR 2 OR 4, WATCHED COMMERCIAL OR PUBLICLY OWNED FREE TO AIR OR CATCH-UP TV IN P7D)

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…

(ROTATE)

a. Latest, high quality picture definition (e.g. HD, 4k)
b. National or international news
c. My favourite sporting content
d. A broad range of Australian TV shows / movies
e. International content
h. No ongoing subscription costs (is funded by advertisements or public funding)
i. Easy to access (e.g. no sign in, automatic)
j. Available without internet connection
k. News and alerts specific to my area / region/ state

(SINGLE) (RESPONSE FRAME) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1. Essential
2. A main reason
3. A somewhat attractive reason
4. Indifferent to this feature as a reason

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(ONLINE ONLY AND C1=6, WATCHED ONLINE SUBSCRIPTION SERVICES IN P7D)
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? Would you say it is…

(ROTATE)
a. Latest, high quality picture definition (e.g. HD, 4k)
b. National or international news
c. My favourite sporting content
d. A broad range of Australian TV shows / movies
e. International content
g. No advertisements
i. Can watch what I want, when I want

(SINGLE) (RESPONSE FRAME) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1. Essential for watching online subscription services
2. A main reason for watching online subscription services
3. A somewhat attractive reason for watching online subscription services
4. Indifferent to this feature as a reason for watching online subscription services

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(ALL)
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.

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-14)

1. Amazon Prime Video
2. Apple TV+
3. Binge
4. Disney+
5. Fetch TV, including Fetch by Optus
6. Foxtel Now
7. Hayu

8. Kayo
9. Netflix
10. Optus Sport
11. Stan
13. Stan Sport
14. Paramount +
12. YouTube Premium
96. Other video streaming subscription service (Please specify)

97. None of the above *(EXCLUSIVE)
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(C1=7, WATCHED PAY-PER-VIEW IN P7D)
C9 In the **past 7 days**, which of the following **pay-per-view services** [ONLINE HOVER OVER: Pay-per-view services are used to purchase individual movies or TV series] did you use to purchase an individual movie/TV series?

*(IF NECESSARY: Pay-per-view services are used to purchase individual movies or TV series.)

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-10)

1. Amazon Prime Video
2. Apple TV
3. Google Play
4. iTunes
5. Foxtel Store
6. Microsoft Store
7. Ozflix
8. Quickflix
9. Telstra TV Box Office
10. YouTube Premium
96. Other (Please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(C8=1-96, HAVE VIDEO STREAMING SUBSCRIPTION)
C10 How **many video streaming subscriptions** does your household currently pay for? This excludes catch-up TV and pay-per-view.

Please type in your response.

1. (NUMERIC OPEN-END BOX) (WHOLE NUMBER ONLY) (LIMIT TO TWO DIGITS) (SHOW ERROR MESSAGE IF >20: 'Can you please confirm you have [INSERT NUMBER] subscription services?)

98. (Don’t know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(ALL)
C11 In your opinion, do video streaming subscription services have enough Australian content?

Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don’t know) / Not sure
99. (Refused) / Prefer not to say

*(ALL)
C18 To what extent is Australian content easy or difficult to find on streaming services?
(READ OUT)

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER 1-5 AND 5-1 BASED ON ORDER VARIABLE)

1. Very difficult
2. Difficult
3. Neither easy nor difficult
4. Easy
5. Very easy
6. I don't look for Australian content

98. (Don’t know) / Not sure
99. (Refused) / Prefer not to say

SECTION D: NEWS

*(ALL)
D1 The next questions are about **news and current affairs**.

On **average per week**, how often do you read, watch, or listen to any of the following types of news and current affairs? This includes TV, radio, newspapers, and online.

(READ OUT)

(STATEMENTS)

a. Local, state, or territory news
b. Australian national news (politics, current affairs, economy)
c. International news

(RESPONSE FRAME) (SINGLE)

1. Never
2. Once or twice per week
3. 3-5 times per week
4. More often than 5 times per week

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ANY OF D1a-c=2-4, CONSUMED NEWS)

D2 In **general**, how do you currently access most of your news and/ or current affairs?

Please select all that apply.

(READ OUT ONE BY ONE) (DO NOT READ HEADERS)

(MULTIPLE)
*(IF NECESSARY, CLARIFY CODE 10 AS: A news aggregator website or app combines online news content in one location for easy viewing.)

Television *(HEADER TEXT ONLY)

1. Commercial free-to-air TV (e.g. Seven, Nine, Ten), including recorded content and catch-up TV
2. Publicly owned free-to-air TV (i.e. ABC, SBS), including catch-up TV
3. Pay TV (e.g. Foxtel, Fetch TV), including streaming

Print newspaper *(HEADER TEXT ONLY)

4. National print newspaper (e.g. The Australian, The Financial Review)
5. State print newspaper (e.g. Sydney Morning Herald, The Age, The Courier Mail)
6. Local print newspaper

Radio or podcast, including online streaming *(HEADER TEXT ONLY)

7. Radio
8. Podcast

Online *(HEADER TEXT ONLY)

9. News website or app
10. News aggregator website or app (e.g. Apple News, Feedly) [ONLINE HOVER OVER: A news aggregator website or app combines online news content in one location for easy viewing.]
11. Online search engine (e.g. Google News/Reader)
12. Social media (e.g. Facebook, Instagram, Twitter)
95. Other website or app

96. Other (Please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(D2=11 OR 12, ACCESS NEWS AND CURRENT AFFAIRS VIA ONLINE SEARCH ENGINE OR SOCIAL MEDIA)

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?

(READ OUT)

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1. Never
2. Rarely
3. Sometimes
4. Often
5. Always

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D12=2, 3, 4 OR 5, CLICK THROUGH RARELY, SOMETIMES, OFTEN)

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?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-10) (ALWAYS DISPLAY: CODES 1, 2 AND 3 TOGETHER, CODES 7 AND 8 TOGETHER, CODES 5, 9 AND 10 TOGETHER)

HOVER: 'SNIPPET' IS A SHORT SUMMARY OR DESCRIPTION OF A NEWS STORY, TYPICALLY DISPLAYED UNDER A LINK IN SEARCH RESULTS OR SOCIAL MEDIA POSTS.

1. The snippet being short to generate interest
2. The snippet having engaging content
3. The snippet leaving me with questions I want answered by reading the full story
4. The title of the story being compelling
5. Media content accompanying the link (e.g. a thumbnail image or video preview)
7. Being familiar with the news source
8. The news source being of high quality
9. The source of the link (e.g. the search provider or social media user) being trusted
10. If the link is recommended to me by someone I know or am connected to
96. Other (SPECIFY)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D2= 12, ACCESS NEWS AND CURRENT AFFAIRS VIA SOCIAL MEDIA)

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

(READ OUT)

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1. Not important at all
2. Not very important
3. Somewhat important
4. Very important

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D2= 11, ACCESS NEWS AND CURRENT AFFAIRS VIA SEARCH ENGINES)
D15 How important is it for you to be able to discover news stories via search engines?

(READ OUT)

(SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1. Not important at all
2. Not very important
3. Somewhat important
4. Very important

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D2=1-96, RECALL SOURCE OF NEWS)
D3 In **general**, what is your **main** source for accessing news about each of the following?

Please select one response only.

(READ OUT)

(STATEMENTS) (ONLY SHOW IF CODE 2-4 SELECTED AT D1) (SHOW ONE STATEMENT AT A TIME)

a. Local, state, or territory news
b. Australian national news (politics, current affairs, economy)
c. International news

(RESPONSE FRAME) (ONLY SHOW IF SELECTED AT D2) (ONLY SHOW HEADERS IF OPTIONS UNDER THAT HEADER)

*(IF NECESSARY, CLARIFY CODE 10 AS: A news aggregator website or app combines online news content in one location for easy viewing.)

Television *(HEADER TEXT ONLY)

1. Commercial free-to-air TV (e.g. Seven, Nine, Ten), including recorded content and catch-up TV

2. Publicly owned free-to-air TV (i.e. ABC, SBS), including catch-up TV
3. Pay TV (e.g. Foxtel, Fetch TV), including streaming

Print newspaper *(HEADER TEXT ONLY)

4. National print newspaper excluding the online versions (e.g. The Australian, The Financial Review)
5. State print newspaper excluding the online versions (e.g. Sydney Morning Herald, The Age, The Courier Mail)
6. Local print newspaper excluding the online versions

Radio or podcast, including online streaming *(HEADER TEXT ONLY)

7. Radio
8. Podcast

Online *(HEADER TEXT ONLY)

9. News website or app (e.g. news.com.au, ABC news, The Age, Sydney Morning Herald)
10. News aggregator website or app (e.g. Apple News, Google Showcase, Feedly) [ONLINE HOVER OVER: A news aggregator website or app combines online news content in one location for easy viewing.]
11. Online search engine (e.g. Google News/Reader)
12. Social media (e.g. Facebook, Instagram, Twitter)
95. Other website or app

96. <D2_96 response>

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(D2=11 OR 12, CONSUMED NEWS ON SEARCH ENGINE OR SOCIAL MEDIA)

D4 Which **online search engines or social media websites or apps** have you used to access news and current affairs in the **past 7 days**?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (DISPLAY CODE 1 TO 13 IN ALPHABETICAL ORDER)

1. Apple News
2. Facebook
3. Feedly
4. Google News
5. Google search
6. Instagram
7. Reddit
8. Twitter
9. WeChat
10. Weibo
11. TikTok

12. Snapchat
13. WhatsApp
94. Other news aggregator app [ONLINE HOVER OVER: A news aggregator website or app combines online news content in one location for easy viewing.]
96. Other (please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(ALL)
D5 Do you currently personally pay for a paid **news and current affairs subscription**? This includes print or digital subscriptions to news and magazine publications.

Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(D5=1, HAVE A PAID SUBSCRIPTION)
D6 How many **news subscriptions are** you currently personally paying for?

Please select one response only.

(SINGLE)

1. One
2. Two
3. Three
4. Four
5. Five or more

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL)
D10 Do you feel you have sufficient choice of news sources to inform you about **your local community**?

Please select one response only.

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(ALL)
D16 Thinking now about watching local news and coverage of various topics, how important are each of the following topics for you...

a. Local events
b. Local politics
c. Local health issues
d. Local crime/ legal issues/ court decisions
e. Local sports

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)
(READ OUT)
1. Not important at all
2. Not very important
3. Somewhat important
4. Very important

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

SECTION E: SPORT

*(ALL)
E1 The next questions are about **sports** programs.

In the **past 7 days**, did you watch or listen to…?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE)

1. Live sport
2. Replayed sport
96. Other sports related programs

97. I didn't watch sport programs in the past 7 days^
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(E1=1,2 OR 96, CONSUMED SPORT)
E3 Were the sports programs you watched or listened to regarding:

(READ OUT)

(SINGLE)
1. Men's sport

2. Women's sport
3. Both

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(E1=1,2 OR 96, CONSUMED SPORT)
E2 How did you watch or listen to sports related programs in the past 7 days?

Please select all that apply.

(READ OUT)

(MULTIPLE)

1. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten), including recorded content but excluding catch-up TV
2. **Publicly owned free-to-air TV** (i.e. ABC, SBS), excluding catch-up TV
3. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming

12. **Commercial free-to-air catch-up TV** (e.g. 9Now, 10 play, 7Plus)
13. **Publicly owned free-to-air catch-up TV** (e.g. ABC iview, SBS On Demand)
5. **Free video streaming services** (e.g. YouTube, Twitch,Tubi)
6. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
7. **Pay-per-view services** (e.g. Google Play, Apple TV+)
8. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
9. **Betting agency website or app** (e.g. Sportsbet, Ladbrokes, Tabcorp)
10. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)
11. **Radio**
96. Other (Please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(E1=97, 98 OR 99, NOT CONSUMED SPORT PAST 7 DAYS OR REFUSED/DON'T KNOW)
E5 Thinking again about **sports** programs...

Do you watch or listen to sports at all during a normal year?

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(E1=1,2 OR 96 OR E5=1, CONSUMED SPORT)

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.

1. Australian Rules Football (AFL/AFLW)
2. Rugby League (NRL/NRLW)
3. Netball
4. Rugby Union
5. International test cricket matches
6. International one day cricket matches
7. International T20 cricket matches
8. Australian football/soccer
9. Other international soccer/football matches
10. Australian Open Tennis Tournament
11. Other Tennis Majors (eg. Wimbledon, US Open)
12. Davis Cup or Billie Jean King Cup (formerly Federation Cup) tennis matches
13. Motor Sports (Australian Super Car Championships, Bathurst, FIA F1, etc.)
14. Olympic Games events (during those years events are held)
15. Commonwealth Games events (during those years events are held)

(READ OUT)

(RESPONSE FRAME) (SINGLE)

1. Men's sport
2. Women's sport
3. Both
4. Neither

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

SECTION F: CHILDREN'S SCREEN CONTENT

*(PARENT=1, HAVE CHILDREN)

INTROD The next questions are about television programs, movies, or other videos your **child aged (INSERT AGE FROM CHILD)** watches.

When answering these questions, please think about your **child aged (INSERT AGE FROM CHILD)**.

If you have more than one child aged [INSERT AGE FROM CHILD], please think about the child who is going to have the next birthday for the next questions.

*(PARENT=1, HAVE CHILDREN)

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

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (KEEP ORDER AS C1)

1. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten), including recorded content but excluding catch-up TV
2. **Publicly owned free-to-air TV** (i.e. ABC, SBS), excluding catch-up TV
3. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
9. **Commercial free-to-air catch-up TV** (e.g. 9Now, 10 play, 7Plus)
10. **Publicly owned free-to-air catch-up TV** (e.g. ABC iview, SBS On Demand)
5. **Free video streaming services** (e.g. YouTube, Twitch,Tubi)
6. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
7. **Pay-per-view services** (e.g. Google Play, Apple TV+)
8. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)
97. None of the above *(EXCLUSIVE)
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(F1=1-96, CHILD WATCHED CONTENT IN P7D)

F2 On average, how many **hours per week** does your child spend watching each of the following?

(PROBE TO CODE FRAME)

(STATEMENTS) (ONLY DISPLAY CODES SELECTED AT F1) (DISPLAY ALL CODES ON ONE SCREEN AS GRID) (KEEP ORDER AS F1)

a. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten), including recorded content but excluding catch-up TV
b. **Publicly owned free-to-air TV** (i.e. ABC, SBS), excluding catch-up TV
c. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
d. **Free-to-air catch-up TV** (e.g. ABC iview, 10 play, 7Plus)e. **Free video streaming services** (e.g. YouTube, Twitch,Tubi)
f. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
g. **Pay-per-view services** (e.g. Google Play, Apple TV+)
h. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
i. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (SINGLE)

1. Up to 5 hours
2. 6-10 hours
3. 11-15 hours
4. 16-20 hours
5. 21-25 hours
6. 26-35 hours
7. More than 35 hours

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(F1=9-10, CHILD WATCHED CATCH-UP TV IN P7D)
F5 On average, how many **hours per week** does your child spend watching each of the following?

(PROBE TO CODE FRAME)

(STATEMENTS) (DISPLAY ALL CODES ON ONE SCREEN AS GRID)

a. **Commercial free-to-air catch-up TV** (e.g. 9Now, 10 play, 7Plus)
b. **Publicly owned free-to-air catch-up TV** (e.g. ABC iview, SBS On Demand)

(RESPONSE FRAME) (SINGLE)

1. Up to 5 hours
2. 6-10 hours
3. 11-15 hours
4. 16-20 hours
5. 21-25 hours
6. 26-35 hours
7. More than 35 hours

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

SECTION Z: DEMOGRAPHICS

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
Z1 Now, just some questions about your use of the internet.

How often do you…?

(STATEMENTS)
a) Look for information over the Internet
b) Comment or post images to social media sites (Facebook, Twitter, etc.)
c) Post to blogs / forums / interest groups

[ORDER BASED ON 'S_**ORDER'** VARIABLE]
1. Several times a day
2. About once a day
3. Three to five days a week
4. One to two days a week
5. Every few weeks
6. Once a month
7. Less than once a month
8. Never

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
Z2 Thinking about an average weekday, how much time would you spend viewing content on each of the following…?

(STATEMENTS)
a) Commercial free-to-air television (e.g. Seven, Nine, Ten), including recorded content but excluding catch-up TV
b) Pay or subscription TV channels such as Foxtel
c) Online 'Catch-up TV' services from Australian commercial networks such as Plus7, SBS on Demand, Ten Play, 9Now, and including Freeview Plus
d) YouTube
e) Online streaming services such as Netflix, Stan, Disney+, and Amazon Prime
f) Social media, such as Facebook or Instagram
g) Other internet content

(READ OUT)

[ORDER BASED ON 'S_**ORDER'** VARIABLE]
[NOTE: CANNOT ANSWER CODE 1 FOR ALL STATEMENTS. ERROR MESSAGE = 'That is more hours than are in a day. Please review your answer.']
1. Over 4 hours
2. 2 to 4 hours
3. 1 to less than 2 hours
4. 30 to 59 minutes
5. Less than 30 minutes
6. None

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
Z3 Just some questions about yourself to finish off.

In which country were you born?

1. Australia
2. England
3. New Zealand
4. China
5. India
6. Philippines
7. Other (please specify)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(2722B 2559B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
Z4 What is the level of the highest qualification you have completed?

1. Postgraduate Degree Level (incl. master degree, doctoral degree, other postgraduate degree)
2. Graduate Diploma and/or Graduate Certificate Level
3. Bachelor Degree Level
4. Advanced Diploma and/or Diploma Level
5. Certificate III and/or IV Level
6. Certificate I and/or II Level
7. Year 12 level
8. Year 11 or below
96. Other (please specify)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™) [MULTI-RESPONSE]
P_CONCESSIONCARD. Are you covered by any of these concession cards?

Please select all that apply.
(READ OUT ONE BY ONE)

1. Health Care Card (Centrelink) [HOVER OVER POP UP PICTURE 1]
2. Pensioner Concession Card [HOVER OVER POP UP PICTURE 2]
3. Commonwealth Seniors Health Card (Centrelink) – this is different from a State Seniors Card. It is red and yellow in colour and is issued by Centrelink to eligible applicants. [HOVER OVER POP UP PICTURE 3]

97. None of the above ^
98. (Don't know) / Not sure ^
99. (Refused) / Prefer not to say ^

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)
EMP1 Of the following categories, which best describes your **current** job situation?

Please exclude jobs that are voluntary.

(READ OUT)

1. Have a job, currently working paid hours
2. Have a job, but not currently working any paid hours
3. Do not have a paid job

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(EMP1=1 OR 2, HAS JOB)
EMP2 Did you work more, less, or the same number of hours last week as you would usually work?

1. More
2. Less
3. Same

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say
99. (Refused) / Prefer not to say

(ALL)

P_HH_INCOME. Before tax or other deductions, what is the **total** annual **household income** from all sources for you and your family or others living with you? Please include any pensions and allowances, and income from interest or dividends.

(INTERVIEWER NOTE: Seeking estimate only – especially if unsure of income of other household members. Probe with categories.)

IF NEEDED: If on an age pension or disability support pension, for a single person select $20,800 to $25,999 per year. For a couple, select $26,000 - $33,799 per year.

1. $156,000 or more per year ($3,000 or more per week)
2. $104,000 to $155,999 per year ($2,000 - $2,999 per week)
3. $91,000 to $103,999 per year ($1,750 - $1,999 per week)
4. $78,000 to $90,999 per year ($1,500 - $1,749 per week)
5. $65,000 to $77,999 per year ($1,250 - $1,499 per week)
6. $52,000 to $64,999 per year ($1,000 - $1,249 per week)
7. $41,600 to $51,999 per year ($800 - $999 per week)
8. $33,800 to $41,599 per year ($650 - $799 per week)
9. $26,000 to $33,799 per year ($500 - $649 per week)
10. $20,800 to $25,999 per year ($400 - $499 per week)
11. $15,600 to $20,799 per year ($300 - $399 per week)
12. $7,800 to $15,599 per year ($150 - $299 per week)
13. Less than $7,800 per year ($1 - $149 per week)
14. Nil
15. Negative income

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

NON-PROBABILITY CLOSING

*(2722B ONLY, ONLINE PANEL ONLY – NOT Life in Australia™)

CLOSE That was the final question. Thanks for helping with this important research. This research was conducted by the Social Research Centre on behalf of the Department of Infrastructure, Transport, Regional Development and Communications.

This research study has been carried out in compliance with the Privacy Act and the Australian Privacy Principles, and the information you have provided will only be used for research purposes.

Please click 'Next' to be re-directed to the rewards page.

QUOTA FULL

Thank you for your participation, unfortunately we have spoken to enough people in your group. Please click 'Next' to be re-directed to the rewards page.

TERMS – NONPROB ONLY

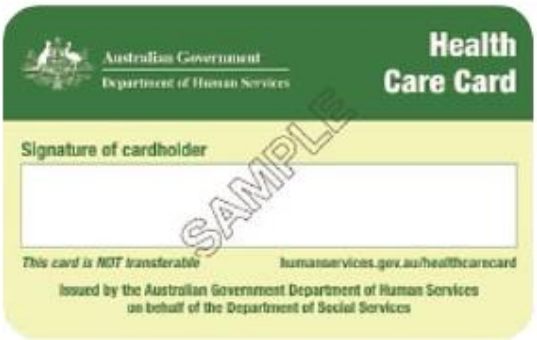
TERM1 Unfortunately, we need this information to continue. Thanks for your time. Please click 'Next' to be re-directed to the rewards page. (DETAILEDCALLOUTCOME=Refused screeners)

TERM3 Unfortunately, for this study, we need to speak to parents or guardians of children under the age of 15. Thanks for your time. Please click 'Next' to be re-directed to the rewards page. (DETAILEDCALLOUTCOME=Not a parent of child 15 or under)

TERM4 Unfortunately, for this study, we need to speak to people over the age of 18. Thanks for your time. Please click ‘Next’ to be re-directed to the rewards page. (DETAILEDCALLOUTCOME=Under 18)

PICTURE POP-UPS

1. Health Care Card



2. Pensioner Concession Card

3. Commonwealth Seniors Health Card