

# Media content consumption survey—key results

February 2021

The survey was conducted by the Social Research Centre from 14 September to 28 September 2020, with 4,096 respondents.

## The importance of Australian content on our screens

* 85 per cent of Australian adults agreed or strongly agreed that Australian film and TV stories are important for contributing to our sense of Australian identity.
* ‘Made in Australia’ was the aspect considered by most Australian adults as what makes media content ‘Australian’
* 58 per cent of Australian adults with access to a streaming service did not think these services had enough Australian content.

## What Australians are using to watch screen content

* 60 per cent of Australian adults reported that they had watched screen content on an online subscription service in the past 7 days, while 61 per cent reported that they had watched commercial free-to air.
* 77 per cent of Australian households had at least one streaming subscription service.
* The most popular streaming service was Netflix (65 per cent), followed by Stan (21 per cent) and Disney+ (18 per cent).

## How children are watching screen content

* Free video streaming services and online subscription services are the most common way for children used to watch screen content. Both were more likely to be used by children aged 13–15.
* Overall, 74 per cent of Australian parents reported their child had used an online channel to watch screen content compared to only 53 per cent who had watched free-to-air content
* 81 per cent of Australian parents considered it ‘very important’ or ‘somewhat important’ for their children to have access to Australian children’s screen content.

## How much sport Australians are watching

* Overall, fewer than half of Australian adults (45 per cent) consumed sports content in the past seven days.
* Males and those aged 55 years or older 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 (excluding catch-up TV), pay TV (including recorded content but excluding streaming), and publicly owned free-to-air TV (excluding catch-up TV).
* Those aged 55 years or older were more likely to use commercial and publicly owned free-to-air TV to view sport.
* Regional Australians were more likely to use commercial free-to-air TV to view sport.

## How news is being accessed

* Commercial free-to-air television was the most popular source of news content, with 63 per cent of Australian adults reporting it as their general source, followed by radio (52 per cent),a news website or app (50 per cent)
* The answers differed based on age of the individual. Those aged 55 years or older were more likely to consume news via commercial free-to-air TV and radio. Whereas the two younger age groups (those aged 18-34 and 35-54 years) and males were more likely to use news websites or apps
* Those living in metropolitan areas were more likely to access news via news websites or apps (56 per cent), and state (20 per cent) and national (10 per cent) print newspapers. Those from regional areas, on the other hand, were more likely to listen to the radio (56 per cent) and read local print newspapers (28 per cent).
* Of those Australians who used online news sources, 64 per cent use Facebook to view news, followed by Google search (46 per cent).
* 86 per cent of Australian adults do not have a paid news subscription.
* The main reasons reported for not paying for news were ‘free news meets my needs’ (63 per cent), ‘I do not believe I should have to pay for news’ (40 per cent), and ‘I do not want to commit to paying an ongoing subscription’ (33 per cent)