



# 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 Australians 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 subscription did not think these services had enough Australian content.



### What Australians are using to watch screen content

- **60 per cent** of Australians 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 were the most common way for children to watch screen content. Both were more likely to be used by children **aged 13-15**.
- Overall, **74 per cent** of Australian parents reported that 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 Australians 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 Australians 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. 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** used Facebook to view news, followed by Google search (**46 per cent**).
- **86 per cent** of Australians 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**).

