

Generational differences

A generational shift in media use is evident from the *Digital Australians* research, with differences most pronounced between 18 to 29 year olds and those aged 55 and over.

Some of the generational differences in media use were reflected in attitudes towards technology and interest in learning more about online media. With some exceptions however, online survey respondents shared similar attitudes to media content and expectations for regulation.

Media use

Online survey findings showed more young adults using a range of online media than older adults. Young adults aged 18–29 years were the most active online social networkers (71 per cent participating in the past month) and 36 per cent also obtained news from these sites (36 per cent). They were also more likely than adults aged 55 years and older to watch online video content (68 per cent compared to 32 per cent), be online gamers (41 per cent compared to 25 per cent), and watch catch-up television (31 per cent compared to 11 per cent) (Table 1).

Table 1 Media activities by age, 2011

Media activity	Total sample (n=1,250)	18–29 (n=262)	30–44 (n=353)	45–54 (n=233)	55+ (n=402)
	%	%	%	%	%
Watched free-to-air television (not online)	65	67	68	63	63
Listened to the radio (not online)	54	50	55	50	56
Visited the website of a news organisation	52	50	54	54	51
Undertaken other social networking activities, (e.g. browsing others' profiles, staying in touch with friends)	49	71	49	41	41
NET viewing online video content	45	68	50	34	32
Watched video content from the internet from sites like YouTube	33	53	36	23	22
Watched video content through a social media website such as Facebook	25	45	25	20	14
Watched video content from the internet from sites like BitTorrent or Pirate Bay or other peer-to-peer networks	13	26	15	7	6
Played games on the internet (online games)	30	41	31	25	25
Watched pay TV (e.g. Foxtel, Austar) (not online)	26	27	25	30	23
Accessed the news through a social media website (e.g. Facebook, Twitter, MySpace, Bebo – not YouTube)	22	36	25	15	13
Visited a TV broadcaster's website (but not to watch catch-up TV over the internet)	20	20	22	19	18
Watched catch-up TV over the internet (e.g. iView, Plus7, FOXplay, etc)	17	31	17	13	11
Listened to an internet radio service	14	16	17	11	12
Created and uploaded video content to the internet (YouTube etc)	6	9	8	7	3

Source: ACMA, *Digital Australians online survey, 2011*

B1 ASK ALL: In the past month, which of the following have you done? M/R RANDOMISE

Note: Blue numbers represent differences that are significantly higher and red numbers significantly lower.

There were no significant age differences for some other online media activities, including visiting news websites (undertaken by an average 52 per cent of survey respondents) and visiting television or radio broadcaster's websites mainly for information about programs, schedules and competitions (averaging 20 per cent).

Broadcast television (free-to-air and subscription) and radio audiences were also similar across different age groups.

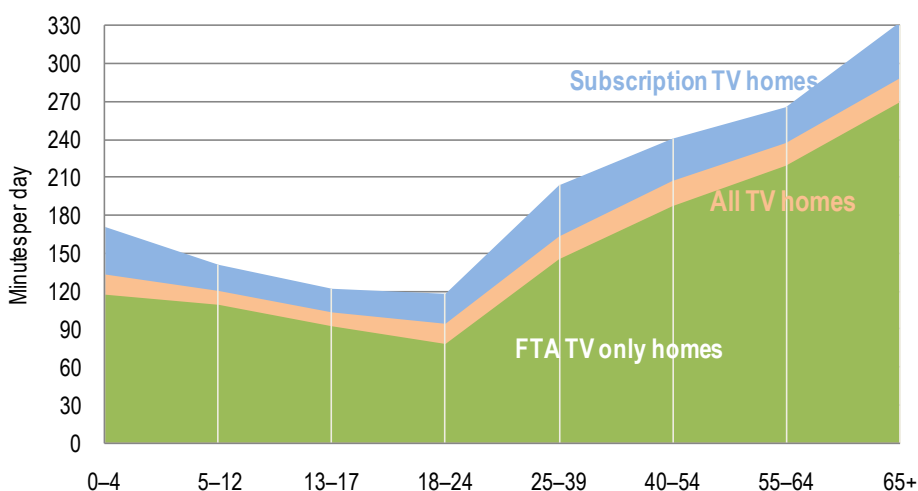
Generational differences in internet use have been consistently reported in Australian research. In June 2010 Roy Morgan Research found 46 per cent of Australians aged 18–24 years and 40 per cent of 25–34 year olds spent more than 15 hours per week using the internet for personal use (covers all internet activities including communications use and accessing media content). This compared with 19 per cent of people aged 55–64 years and eight per cent of those aged 65 years and over who spent more than 15 hours per week online.¹

Television

While people of all ages watch television, OzTAM audience data shows that 18–24 year olds spend less time watching television than older age groups, and there has also been a decline over the last two decades in the time young people spend watching television.

Broadcast television viewing appears to be particularly important for people aged 55–64 years where average daily viewing ranges from three hours and 39 minutes (219 minutes) in free-to-air only television households to four hours and 26 minutes (266 minutes) in households with subscription television. Television exceeds these amounts for audiences aged 65 years and over (Figure 1).

Figure 1 Average time spent viewing broadcast television by age group and household type, 2010



Source: OzTAM consolidated time spent viewing (ATV) data, 2010, five-city metro, 6am–midnight. 'Consolidated' data includes time-shifted viewing. Includes free-to-air multichannels.

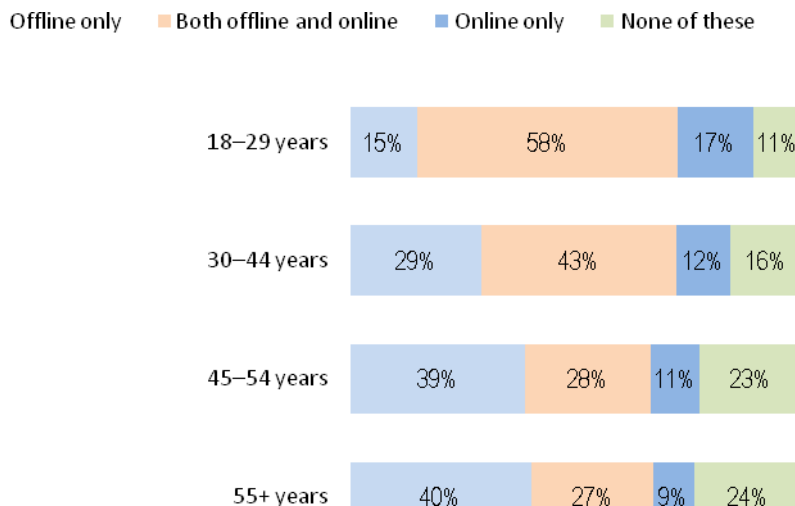
Video content

The online survey found significant differences in the consumption of television and online video content between age groups. Figure 2 combines the television and online video content activities into one category—i.e. television/video viewing—and summarises the proportion of respondents in each age group who watched television/video from online and offline sources. Over half (58 per cent) of 18–29 year olds viewed that material using both offline and online media, decreasing to just over a

¹ Roy Morgan Single Source, cited in ACMA, 2009-10 Communications Report Series, *Report 1: Australia in the digital economy: The shift to the online environment*, 2010.

quarter for those aged 45 years and over. Approximately 40 per cent of these older respondents did not report watching any online television/video in the past month (only watched broadcast television offline), compared with 15 per cent of 18–29 year olds.

Figure 2 NET television and video content viewed offline and/or online by age group, 2011



Source: ACMA Digital Australians online survey, 2011

B1 ASK ALL: In the past month, which of the following have you done? M/R RANDOMISE

Base samples by age: 18-29 yrs n=262; 30-44 yrs n=353; 45-54 yrs n=233; 55+ yrs n=402.

Some percentages add to more than 100 per cent due to rounding.

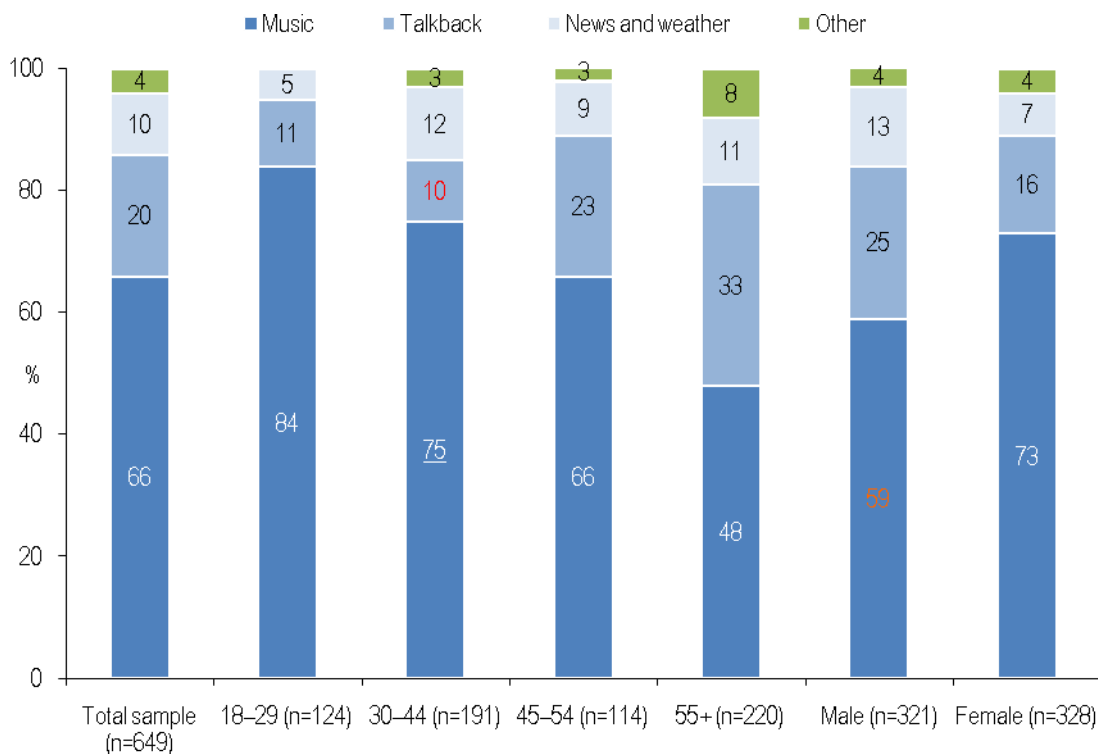
Radio

Younger respondents were as likely to have listened to the radio in the last month as were adults generally (50 per cent compared to 54 per cent).

However, older people spent substantially more time listening to radio than younger people, ranging from an average of one hour and 36 minutes per day for 10–17 year olds to three hours and 54 minutes by those aged 55 years and over. There has also been an overall decline in radio listening over the last two decades except for those aged 55 years and over.

Older online respondents (aged 55 years and over) who listened to radio were significantly more likely to be talkback listeners than younger adult listeners. Younger listeners were more likely than their older counterparts to listen to music (Figure 3).

Figure 3 Radio formats listened to most, 2011



Source: ACMA, Digital Australians online survey, 2011

B39 ASK THOSE LISTENED TO RADIO (ITEM 11 = CODES 02-06 ON B1a): Earlier you indicated that you have listened to the radio. Which of the following have you listened to most in the past week? S/R RANDOMISE

Note: Blue numbers represent differences that are significantly higher and red numbers significantly lower.

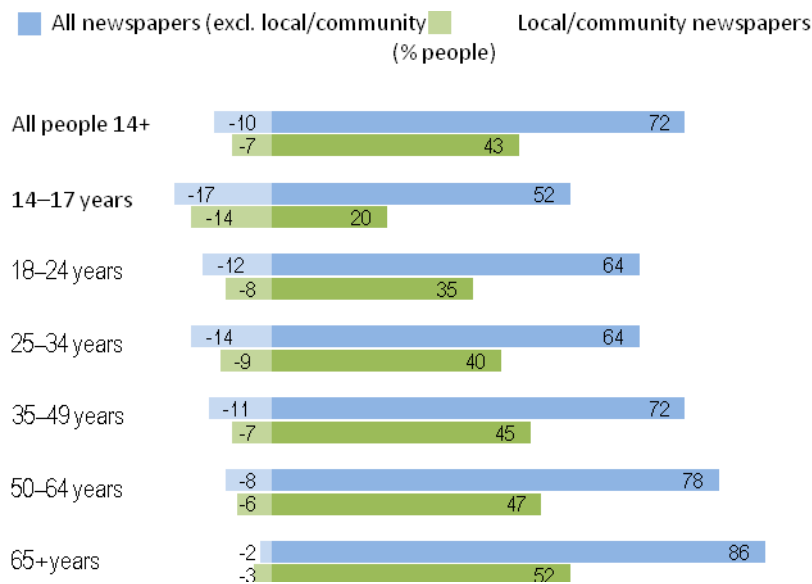
Base: Respondents who had listened to radio (not online) in the past week, n=649.

Newspapers

Roy Morgan Single Source data indicates that an average 72 per cent of Australians aged 14 years and over reported reading a newspaper (excluding local or community newspapers) in the last week when interviewed during 2010–2011, and 43 per cent had read a local or community newspaper over that same period (Figure 4).

Readership levels for all newspapers generally increases with age being highest for older people aged 65 years and over and lowest for 14–17 year olds. Figure 4 also shows that there has been a decrease in reading newspapers across all age groups since 2006–2007 with greater decreases amongst younger age groups.

Figure 4 Newspaper readership in 2010-11 and decline since 2006-07



Source: Roy Morgan Single Source, July 2006 to June 2007, and July 2010 to June 2011. Weighted to the projected population of Australians aged 14+ years.

News

Main sources of news

Overall, 68 per cent of online survey respondents indicated that traditional media (television, radio and print) was their main source of news, with half (49 per cent) using television as their main source. Twenty three per cent cited online news sources (Table 2).

Those aged 18-29 were more likely to report an online sources as their main news source (37 per cent compared to 13 per cent of those aged 55 years and over), in particular an Australian news website (not a newspaper website). Traditional media, especially metro/national newspapers and ABC or SBS television, were more likely to be reported as the main source of news by older respondents (79 per cent of those aged 55 years and over compared to 51 per cent of 18-29 year olds).

Table 2 Main source of news

Main source of news	Total sample (n=1,250)	Male (n=613)	Female (n=637)	18–29 (n=262)	30–44 (n=353)	45–54 (n=233)	55+ (n=402)
	%	%	%	%	%	%	%
Commercial TV (7, Nine, Ten)	36	33	38	30	36	41	36
Australian news websites (not newspaper websites)	10	8	11	17	9	7	7
Local newspaper (not online)	9	8	9	6	8	9	10
Australian newspaper websites	8	9	8	11	10	9	4
Australian Metro/national newspaper (not online)	8	10	6	5	7	6	13
ABC or SBS television	8	9	7	5	6	9	12
Social media websites	4	3	4	5	5	3	2
Radio	4	4	3	2	4	3	4
Sky News Australia	2	2	1	0	2	2	2
International news websites	2	2	1	3	2	1	0
Fox News, BBC World News, CNBC or CNN	1	2	1	2	2	0	1
International newspaper (not online)	1	1	1	2	1	1	0
None of these	9	9	9	12	8	7	8
NET TV, radio, print	68	69	67	51	66	72	79
NET Online	23	22	24	37	26	21	13

Source: ACMA Digital Australians online survey, 2011

C1 ASK ALL: Which of the following would you say is your main source of news? That is to say, which of these do you use the most?
S/R RANDOMISE

Note: Blue numbers represent differences that are significantly higher and red numbers significantly lower.

Expectations about standards for news

Respondents agreed that the same standards that apply to accuracy and fairness of news stories offline should apply to online news on Australian broadcasters’ and news organisations’ sites (77 per cent). It was just as important for nearly three-quarters (74 per cent) of respondents to be able to make a clear distinction between advertising and other content on the websites of Australian broadcasters as on radio and television, and 79 per cent considered that on the internet Australian news organisations should take the time to check the facts before publishing a news story.

Older respondents generally had stronger attitudes about accuracy, fairness and transparency of online news than their younger counterparts. Whereas 70 per cent of those aged 18–29 expected that websites of Australian broadcasters should have the same rules about accuracy and fairness as their news items shown on broadcast television, 83 per cent of those over 55 thought this. Otherwise, there were similar expectations about standards for news content across age groups.

Table 3 Attitudes towards accuracy and fairness of various news sources

	Total sample (n=1,250)	18–29 (n=262)	30–44 (n=353)	45–54 (n=233)	55+ (n=402)	Male (n=613)	Female (n=637)
	%	%	%	%	%	%	%
On the internet, Australian news organisations should take the time to check the facts before publishing a news story	79	74	76	81	84	78	80
Websites of Australian television broadcasters should have the same rules about accuracy and fairness as their news items shown on television	77	70	75	79	83	76	79
It is just as important to be able to make a clear distinction between advertising and other content on the websites of Australian broadcasters as on radio and TV	74	69	69	77	80	73	75
There should be some way for me to make a formal complaint about the accuracy of online news content	65	63	64	69	66	66	65
On the news on television, there should be warnings that prepare me for graphic photos or video material	64	64	63	67	63	57	70
On news organisations' websites on the internet there should be warnings that prepare me for graphic photos or video material	61	60	64	63	58	55	67

Source: ACMA, Digital Australians online survey, 2011

D4 ASK ALL Below are some statements that other people have made about news programs on TV and the internet. Please indicate to what extent you agree or disagree with each statement: S/R PER ITEM, RANDOMISE ITEMS

Attitudes to regulation

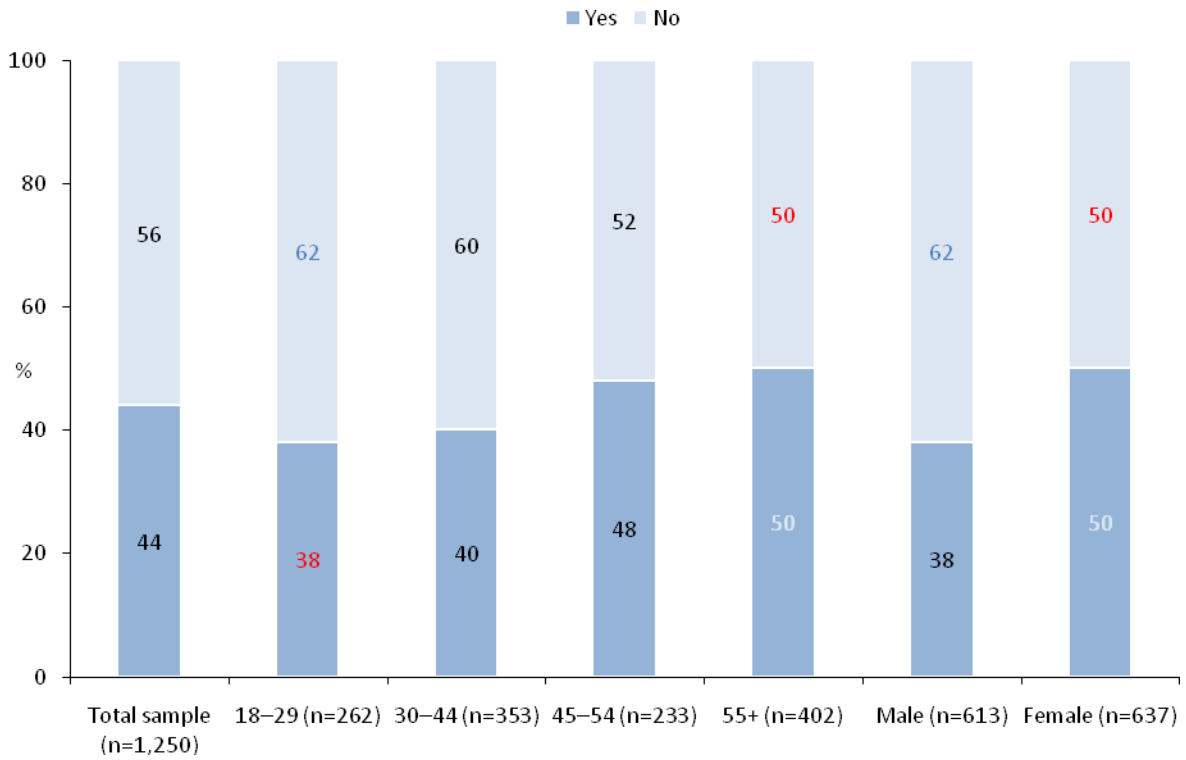
Concerns about television and the internet

When asked whether they had any concerns about what is shown on television, under half (44 per cent) of all respondents indicated that they did have concerns (Figure 5). Just over half (56 per cent) said they did have concerns about what was on the internet (Figure 6).

Younger respondents (those aged 18–29 years) were less likely to have concerns about what is shown on television (38 per cent) while those aged 55 and over were more likely to cite concerns (50 per cent)

In contrast to television content, younger people were as likely to have concerns about what is on the internet as other adults

Figure 5 Have concerns about what is shown on television

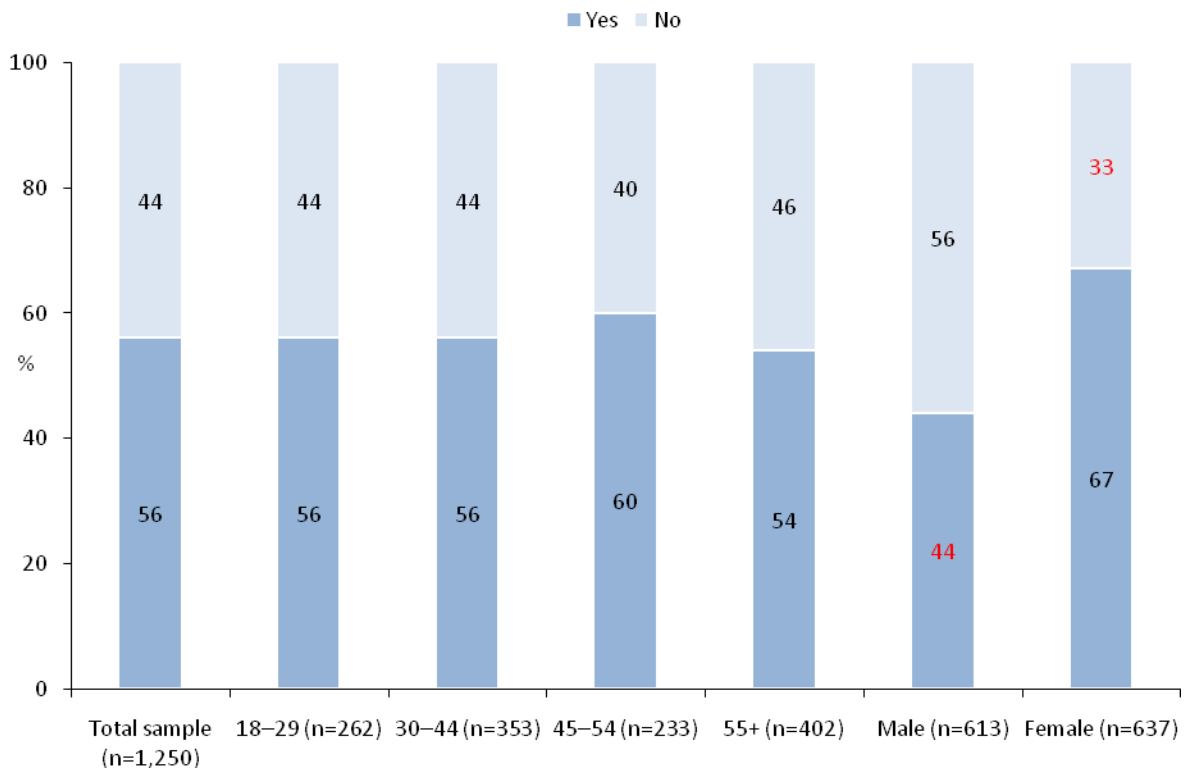


Source: ACMA, Digital Australians online survey, 2011

E1 ASK ALL: Do you have any concerns about what is shown on TV? S/R

Note: Blue numbers represent differences that are significantly higher and red numbers significantly lower.

Figure 6 Have concerns about what is on the internet



Source: ACMA, Digital Australians online survey, 2011

E3 ASK ALL: Do you have any concerns about what is on the internet? [Note that access can be on any device connected to the internet: a desktop computer, a laptop computer or netbook, a mobile phone (e.g. iPhone or other 'smart phone'), an iPod or similar device, a tablet computer (e.g. an iPad), or an internet-enabled television] S/R

Note: Blue numbers represent differences that are significantly higher and red numbers significantly lower.

Responsibility for preventing children from seeing too much sex and violence on the internet

Older people were more likely to think parents were most responsible for preventing children from seeing too much sex and violence on the internet (85 per cent of those aged 55 and over compared to 80 per cent for all respondents). Younger respondents were less likely to think this (73 per cent) (Table 4).

Table 4 Who is *most* responsible for preventing children from seeing too much sex or violence on the internet?

	Totalsample (n=1,223)	18–29 (n=250)	30–44 (n=348)	45–54 (n=232)	55+ (n=393)	Male (n=596)	Female (n=627)
	%	%	%	%	%	%	%
Parents	80	73	81	77	85	79	81
The industry/ content providers/ broadcasters	12	15	11	17	9	12	13
The government	8	12	8	6	5	8	7
Someone else	0	0	0	0	0	1	0

Source: ACMA, Digital Australians online survey, 2011

G2 ASK THOSE SELECTING CODES 01-04 AT G1: Who do you consider to be *most responsible* for preventing children from seeing content with too much sex or violent *on the internet?* S/R RETAIN ORDER FROM G1

Note: Blue numbers represent differences that are significantly higher and red numbers significantly lower.

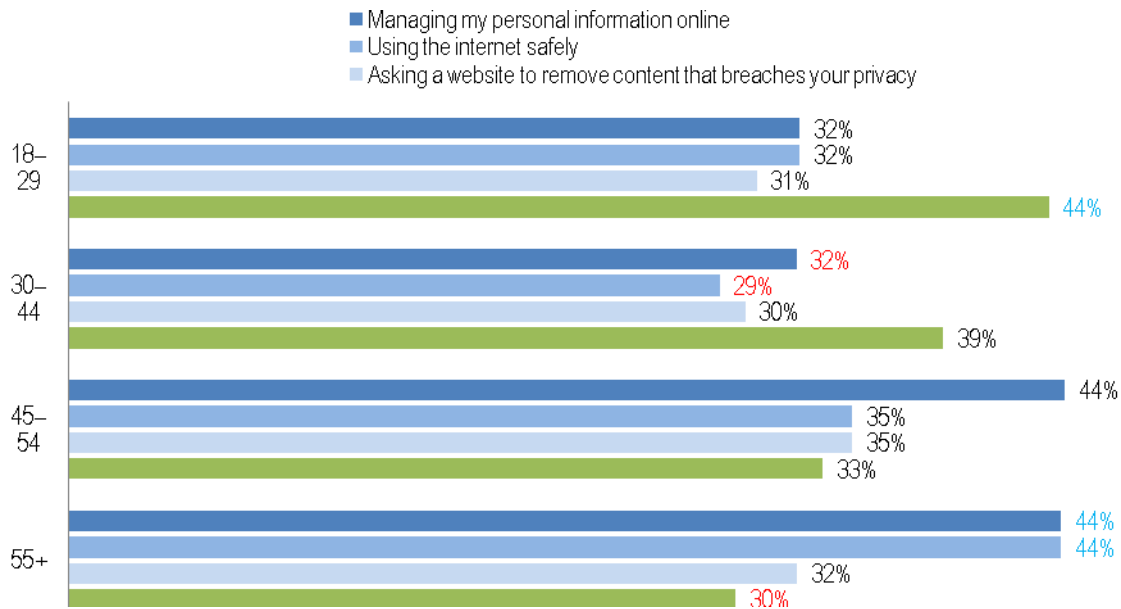
Base: Respondents who thought that anyone was responsible for preventing children from seeing certain content on the internet, n=1223.

Interest in learning digital skills

While there was little difference in reported confidence to manage security risks online, younger people were generally less interested in learning digital skills than older age groups in the survey. Forty-four per cent of the 18–29 age group answered they were not interested in learning any of six skills presented to them in the survey. Those most interested in learning new skills were Australians aged 55 and over (Figure 7).

The exception was the area of privacy where all age groups were equally interested in learning more about asking a website to remove content that breaches their privacy (32 per cent). Learning more about managing personal information online (38 per cent), and learning to use the internet safely (36 per cent) were identified as priorities generally.

Figure 7 Skills or abilities online Australians would be most interested learning more about, by age group



Source: ACMA, Digital Australians online survey, 2011

I3 ASK ALL Which, if any, of the following would you be interested in learning more about?

Note: Blue numbers represent differences that are significantly higher and red numbers significantly lower.

Base sample by age: 18-29 yrs n=262; 30-44 yrs n=353; 45-54 yrs n=233; 55+ yrs n=402.