



Audience Atlas Victoria

Appendix 3: Supplementary media
tables by Culture Segment

October 2019

CREATIVE VICTORIA

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Media consumption by Culture Segment

How to read these tables

Data should be read down columns. For example, 31% of Affirmation watch 2 or more hours of on-demand television in a typical week

Instances where a segment significantly differs from the culture market overall have been highlighted blue or red to indicate decreases and increases respectively. For example, Perspective is significantly less likely to watch 2 or more hours of on-demand television, and significantly less likely to watch no on-demand television in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Watched on-demand television									
2 hours or more	27%	25%	33%	31%	22%	31%	21%	16%	22%
Less than 2 hours	39%	40%	37%	41%	38%	43%	37%	35%	36%
No time	35%	35%	29%	28%	40%	26%	42%	49%	42%
	Base [2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]
	Culture market average	Where % is significantly higher than average		Where % is significantly lower than average					

Statistical significance explained: Throughout this appendix, there will be references to significant differences. Statistical significance is the likelihood that a relationship between two or more variables is caused by something other than chance. This is determined by calculating the comparative error between two data points. If the difference is larger than the comparative error, the difference is significant. In this document, there are instances where the data point might be the same for two or more segments, but only one of these is a significant change. For example, 42% of Entertainment and Release spent no time watching on-demand television in a typical week, but only Entertainment is significantly different than average. This is because the comparative error is 7.01% and the difference is 6.85% for Entertainment, and 6.91% and 6.55% for Release.

Cover image: One Step at a Time Like This. Since I Suppose (2013) Photograph by Paul Moir

A vocative performance work incorporating digital technologies, city locales and inhabitants, and Shakespeare’s Measure For Measure.

Media consumption key findings

Free-to-air television has highest penetration of all sources

Of the media sources tested, free-to-air television has the highest consumption, with 9 in 10 watching at least an hour in a typical week and **7 in 10 watching at least 2 hours in a typical week**. Some of the more conservative segments, such as Enrichment and Perspective, were significantly more likely to consume over 7 hours a week than all other segments.

The most commonly cited channels by those who do watch free television were **Channel 7**, **Channel 9** and **Channel 10** respectively. Essence tended to favour ABC and SBS, along with their associated channels, whereas Entertainment were significantly more likely to consume Channel 9 and 10 than any other segment.

Social media used by 8 in 10

After free-to-air television, **social media held the second highest penetration rate** with 8 in 10 using social media in a typical week, 53% doing so for more than 2 hours. Victorians are using social media much more frequently than they were in 2014, where 41% of the culture market used social media for more than 2 hours a week. This represents a significant increase of 12 percentage points. There has also been a significant decline in people who don't use social media in a typical week – from 28% in 2014 to 20% in 2019.

At 88%, **Facebook** was by far the **most commonly cited** social media channel. This was consistent across audiences. The only exception to this was those who live in Inner-Melbourne. Those who lived in Inner-Melbourne were significantly less likely to use Facebook, and instead significantly more likely to have used Instagram.

Distinct age disparity in podcast consumption

The culture market was more likely to listen to podcasts in a typical week than to read both online and print magazines and regional newspapers at 37%. Looking at age, there are significant differences in podcast consumption between those aged 16–34 and those aged 65+. Those in the younger age bracket were significantly more likely than average to listen to podcasts in a typical week (54%), whereas fewer than 1 in 5 aged 65+ listened to podcasts (17%).

Media engagement - in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
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Watched free-to-air television

2 hours or more	68%	60%	68%	73%	77%	69%	55%	72%	70%
Less than 2 hours	25%	29%	26%	22%	19%	25%	33%	21%	25%
No time	7%	11%	6%	6%	4%	6%	12%	8%	5%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]

Free-to-air television channels watched in a typical week by the 93% who do

Channel 7	71%	60%	71%	74%	72%	68%	69%	74%	76%
Channel 9	61%	48%	56%	65%	64%	64%	61%	63%	70%
Channel 10	55%	57%	50%	58%	56%	54%	54%	52%	64%
7mate	37%	30%	41%	42%	36%	37%	33%	37%	38%
7Two	35%	33%	37%	37%	38%	29%	32%	39%	30%
SBS One	36%	52%	37%	36%	39%	37%	31%	35%	19%
Go!	29%	24%	32%	33%	22%	30%	27%	29%	30%
ABC1	35%	49%	31%	36%	41%	39%	27%	36%	19%
ABC News 24	24%	25%	28%	26%	24%	20%	24%	22%	16%
GEM	24%	22%	28%	25%	28%	22%	19%	28%	19%
SBS Viceland	23%	31%	23%	24%	25%	27%	21%	20%	15%
ABC2	19%	25%	20%	24%	18%	18%	14%	17%	12%
Base	[1935]	[204]	[411]	[257]	[226]	[271]	[192]	[183]	[191]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
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Watched on-demand television

2 hours or more	27%	25%	33%	31%	22%	31%	21%	16%	22%
Less than 2 hours	39%	40%	37%	41%	38%	43%	37%	35%	36%
No time	35%	35%	29%	28%	40%	26%	42%	49%	42%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]

On-demand television channels watched in a typical week by the 65% who do

SBS on demand	43%	57%	39%	46%	50%	44%	36%	38%	36%
ABC iView	40%	50%	39%	39%	48%	44%	34%	37%	26%
7Plus	35%	23%	39%	33%	37%	37%	29%	38%	41%
9Now	34%	28%	37%	34%	30%	31%	33%	38%	36%
10Play	25%	23%	27%	30%	24%	23%	24%	17%	21%
Freeview	14%	16%	14%	19%	10%	12%	7%	16%	20%
Other	6%	4%	4%	7%	8%	6%	8%	10%	8%
Base	[1368]	[150]	[308]	[195]	[142]	[217]	[131]	[107]	[118]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
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Watched television / film subscription service

2 hours or more	44%	44%	51%	47%	34%	50%	40%	33%	42%
Less than 2 hours	22%	23%	19%	25%	17%	28%	24%	18%	19%
No time	34%	33%	30%	28%	49%	22%	36%	49%	39%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]

Subscription channels watched in a typical week by the 66% who do

Netflix	83%	90%	81%	85%	77%	87%	80%	77%	80%
Foxtel	39%	30%	41%	42%	40%	39%	34%	40%	47%
Stan	25%	22%	26%	31%	21%	26%	30%	14%	20%
Apple TV	8%	5%	11%	9%	5%	7%	9%	6%	5%
Amazon Prime	8%	4%	10%	7%	7%	11%	5%	9%	5%
Fetch TV	6%	1%	8%	8%	6%	5%	9%	4%	2%
Presto	1%	-	2%	1%	-	1%	1%	-	-
Other	3%	2%	4%	1%	2%	2%	3%	7%	-
Base	[1329]	[146]	[297]	[190]	[121]	[223]	[133]	[97*]	[122]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
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Actively listened to the radio

2 hours or more	43%	46%	45%	40%	46%	47%	36%	39%	46%
Less than 2 hours	41%	42%	43%	48%	40%	40%	42%	37%	37%
No time	15%	12%	12%	12%	14%	13%	22%	24%	16%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]

Top radio stations listened to in a typical week by the 85% who do

Gold 104	24%	27%	25%	19%	22%	29%	22%	24%	21%
Triple M	21%	19%	24%	24%	11%	28%	18%	16%	23%
Nova	21%	22%	24%	26%	10%	24%	20%	12%	19%
FOX	21%	19%	24%	24%	11%	24%	25%	10%	22%
Other commercial radio	17%	14%	14%	17%	23%	13%	16%	26%	18%
Triple J	14%	21%	16%	15%	9%	19%	14%	6%	10%
ABC Local radio	14%	19%	14%	14%	21%	9%	11%	17%	8%
Mix FM	11%	15%	17%	9%	8%	6%	9%	4%	10%
ABC News Radio	9%	15%	9%	10%	11%	10%	5%	6%	3%
ABC Radio National	8%	13%	10%	9%	7%	6%	6%	9%	1%
ABC Classic FM	6%	11%	9%	7%	8%	4%	4%	4%	-
Other community radio	5%	4%	6%	9%	7%	3%	3%	9%	3%
Base	[1763]	[201]	[385]	[237]	[203]	[253]	[166]	[156]	[162]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Read a <u>print</u> version of a national newspaper									
2 hours or more	13%	8%	19%	12%	11%	12%	7%	15%	11%
Less than 2 hours	35%	38%	41%	39%	34%	37%	31%	22%	28%
No time	53%	54%	40%	49%	55%	52%	62%	63%	61%
Read a <u>print</u> version of a metro newspaper									
2 hours or more	8%	5%	13%	7%	11%	8%	4%	3%	8%
Less than 2 hours	31%	36%	34%	32%	29%	32%	27%	27%	22%
No time	61%	59%	53%	60%	61%	60%	68%	70%	69%
Read a <u>print</u> version of a regional newspaper									
2 hours or more	5%	2%	9%	4%	3%	5%	3%	2%	3%
Less than 2 hours	27%	31%	32%	26%	31%	22%	24%	31%	18%
No time	68%	67%	59%	69%	66%	73%	74%	66%	78%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Read a print version of an Australian magazine									
2 hours or more	5%	2%	10%	4%	3%	6%	3%	3%	6%
Less than 2 hours	25%	32%	30%	28%	26%	22%	21%	22%	17%
No time	70%	65%	60%	68%	72%	72%	76%	75%	77%
Read a print version of an international magazine									
2 hours or more	4%	1%	8%	4%	2%	4%	3%	1%	2%
Less than 2 hours	12%	14%	18%	14%	6%	13%	12%	7%	6%
No time	84%	85%	74%	82%	92%	83%	85%	92%	92%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]
	Culture market average	Where % is significantly higher than average		Where % is significantly lower than average					

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Print versions of newspaper or magazine read in a typical week by the 60% who do									
Herald Sun	56%	48%	52%	58%	58%	58%	55%	58%	69%
Sunday Herald Sun	34%	28%	36%	36%	37%	29%	28%	40%	36%
The Age	28%	26%	31%	32%	25%	31%	31%	16%	21%
The Saturday Age	16%	23%	18%	15%	19%	17%	13%	10%	12%
The Sunday Age	14%	14%	19%	13%	15%	16%	10%	13%	5%
Special interest magazines	10%	12%	12%	9%	11%	14%	9%	10%	3%
The Australian	10%	10%	14% +	9%	9%	12%	12%	3%	5%
Weekend Australian	7%	11%	10%	7%	6%	6%	4%	2%	6%
The Saturday Paper	7%	6%	9%	8%	6%	3%	5%	9%	6%
Australian Financial Review	6%	5%	7%	7%	8%	5%	2%	2%	5%
The Guardian	5%	3%	7%	5%	4%	4%	4%	3%	4%
TV Listings magazines	4%	4%	4%	5%	4%	4%	2%	4%	6%
News / current affairs mag.	3%	3%	5%	2%	2%	2%	3%	3%	-
Street Press	1%	-	2%	2%	1%	1%	4%	1%	-
Other local free paper	19%	26%	22%	16%	19%	18%	15%	23%	16%
Other local paid paper	9%	9%	11%	8%	9%	10%	4%	11%	9%
Other – magazine	8%	8%	6%	10%	12%	7%	7%	12%	7%
Other – newspaper	5%	7%	3%	3%	10%	4%	3%	10%	3%
Base	[1246]	[143]	[306]	[171]	[136]	[174]	[111]	[108]	[97*]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Read an <u>online</u> version of a national newspaper									
2 hours or more	13%	9%	16%	14%	10%	17%	9%	12%	15%
Less than 2 hours	36%	41%	44%	39%	31%	44%	30%	26%	22%
No time	51%	50%	40%	48%	59%	38%	61%	62%	63%
Read an <u>online</u> version of a metro newspaper									
2 hours or more	7%	4%	11%	7%	4%	9%	6%	4%	8%
Less than 2 hours	23%	29%	25%	27%	21%	30%	19%	15%	13%
No time	70%	67%	64%	67%	74%	61%	75%	80%	79%
Read an <u>online</u> version of a regional newspaper									
2 hours or more	4%	<1%	9%	3%	1%	5%	3%	2%	3%
Less than 2 hours	16%	14%	21%	16%	13%	15%	16%	14%	11%
No time	81%	86%	71%	81%	86%	80%	81%	84%	86%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Read an <u>online</u> version of an Australian magazine									
2 hours or more	4%	3%	9%	4%	2%	3%	3%	3%	3%
Less than 2 hours	12%	14%	19%	14%	8%	15%	10%	7%	4%
No time	83%	83%	72%	81%	90%	81%	87%	91%	93%
Read an <u>online</u> version of an international magazine									
2 hours or more	4%	2%	8%	6%	2%	5%	3%	3%	1%
Less than 2 hours	13%	15%	21%	15%	6%	17%	11%	8%	5%
No time	82%	83%	72%	79%	92%	79%	86%	90%	94%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Online versions of newspaper or magazine read in a typical week by the 55% who do									
The Age	46%	49%	42%	44%	49%	54%	50%	37%	47%
Herald Sun	40%	23%	42%	43%	44%	39%	32%	45%	47%
The Guardian	17%	29%	16%	17%	8%	20%	18%	16%	8%
Daily Mail Online	15%	15%	14%	23%	4%	20%	12%	7%	18%
Huffington Post	14%	15%	20%	16%	8%	13%	16%	4%	7%
The Australian	13%	14%	15%	15%	8%	14%	11%	5%	9%
News / current affairs mag.	10%	14%	9%	13%	5%	9%	8%	11%	9%
Australian Financial Review	9%	6%	10%	9%	14%	11%	8%	3%	1%
Special interest magazines	7%	13%	9%	7%	9%	4%	5%	4%	-
The Saturday Paper	4%	4%	6%	5%	2%	3%	3%	1%	-
The Weekly Review	3%	4%	5%	2%	-	2%	3%	2%	-
TV Listings magazines	2%	3%	3%	4%	5%	2%	1%	1%	-
Vox	2%	2%	2%	4%	2%	1%	4%	1%	1%
The Atlantic	2%	4%	4%	3%	-	1%	-	1%	1%
Crikey	2%	1%	3%	4%	<1%	2%	1%	-	-
Slate	2%	1%	2%	2%	<1%	1%	2%	1%	-
Street Press	2%	1%	3%	2%	1%	-	3%	1%	-
Other – newspaper	11%	18%	8%	7%	14%	11%	4%	19%	14%
Other – magazine	5%	10%	4%	4%	6%	2%	2%	13%	2%
Base	[1138]	[127]	[287]	[159]	[108]	[198]	[94*]	[85*]	[80*]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
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Used social media

2 hours or more	53%	51%	61%	59%	42%	58%	45%	39%	55%
Less than 2 hours	27%	31%	27%	23%	28%	27%	31%	29%	23%
No time	20%	17%	12%	17%	31%	15%	24%	32%	22%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]

Top social media channels used in a typical week by the 80% who do

Facebook	88%	89%	87%	87%	90%	86%	86%	88%	90%
YouTube	54%	44%	64%	56%	47%	58%	49%	41%	51%
Instagram	46%	51%	46%	53%	35%	55%	44%	30%	40%
LinkedIn	21%	26%	24%	25%	14%	23%	16%	7%	17%
Snapchat	19%	15%	18%	26%	12%	18%	19%	10%	29%
Twitter	17%	20%	19%	18%	13%	19%	21%	13%	15%
Pinterest	15%	20%	18%	22%	13%	12%	13%	6%	5%
TripAdvisor	14%	16%	16%	19%	8%	17%	10%	12%	10%
WeChat	4%	4%	5%	5%	1%	4%	3%	2%	1%
Tumblr	3%	1%	5%	3%	4%	3%	1%	4%	3%
Vimeo	2%	4%	4%	2%	<1%	2%	1%	-	1%
Twitch	2%	2%	3%	3%	-	3%	2%	1%	-
Base	[1662]	[173]	[391]	[220]	[147]	[253]	[174]	[132]	[172]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Media engagement – in a typical week

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Used a music subscription service									
2 hours or more	26%	26%	29%	28%	15%	38%	22%	16%	20%
Less than 2 hours	20%	20%	25%	25%	11%	24%	22%	12%	16%
No time	54%	54%	46%	47%	74%	38%	56%	72%	63%
Listened to podcasts									
2 hours or more	13%	18%	16%	13%	4%	14%	13%	8%	10%
Less than 2 hours	24%	28%	27%	30%	17%	30%	21%	15%	16%
No time	63%	54%	57%	57%	79%	57%	66%	77%	74%
Base	[2069]	[225]	[437]	[270]	[236]	[289]	[214]	[198]	[200]
 Culture market average Where % is significantly higher than average Where % is significantly lower than average									

Information sources used to find out about arts events in Victoria

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
TV	36%	34%	43%	43%	32%	38%	28%	31%	25%
Recommendation / word-of-mouth	33%	45%	36%	39%	31%	40%	28%	27%	14%
Social networking channels	27%	37%	29%	32%	18%	37%	23%	18%	18%
Radio	27%	31%	30%	30%	24%	34%	22%	20%	20%
Email newsletters / promotions / listings	27%	36%	31%	29%	23%	33%	20%	20%	13%
Newspapers (print)	26%	29%	32%	28%	26%	28%	18%	24%	18%
Brochures / flyers / posters	23%	33%	29%	27%	16%	26%	15%	19%	9%
Newspapers (online)	17%	21%	21%	22%	11%	22%	12%	12%	8%
Online user reviews (e.g. through TripAdvisor, Google local guides)	16%	19%	22%	19%	9%	17%	14%	8%	8%
Arts organisations / venue websites	14%	28%	17%	16%	10%	18%	8%	8%	3%
Online listings e.g. Concrete Playground or Broadsheet	14%	15%	18%	17%	5%	22%	11%	7%	5%
Tourist information centres	12%	15%	16%	14%	12%	12%	8%	12%	6%
Base	[4083]	[427]	[871]	[572]	[465]	[534]	[428]	[402]	[384]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

Information sources used to find out about arts events in Victoria (continued)

	Total	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Arts organisations / venue mailing lists	11%	25%	13%	12%	5%	14%	7%	5%	3%
Magazines (lifestyle or special interest) (print)	10%	11%	14%	14%	8%	12%	9%	6%	4%
A critic review in a print versions of a newspaper or magazine	9%	16%	10%	9%	10%	11%	8%	7%	2%
Apps on a mobile device (e.g. Eventbrite, Eventfinda)	9%	10%	10%	12%	4%	11%	6%	5%	5%
Magazines (lifestyle or special interest) (online)	8%	9%	12%	11%	4%	12%	5%	5%	2%
Online critic reviews	6%	9%	8%	7%	3%	6%	5%	2%	3%
Artist websites	6%	10%	9%	7%	1%	8%	3%	1%	1%
Guidebooks	4%	5%	6%	6%	3%	5%	2%	2%	2%
Blogs	4%	5%	8%	4%	1%	6%	2%	1%	1%
Recommendations through streaming services like Spotify	3%	2%	5%	6%	0%	3%	5%	1%	2%
Other	3%	2%	5%	6%	<1%	3%	5%	1%	2%
None of these	20%	6%	10%	9%	29%	9%	33%	30%	46%
Base	[4083]	[427]	[871]	[572]	[465]	[534]	[428]	[402]	[384]

Culture market average
 Where % is significantly higher than average
 Where % is significantly lower than average

CREATIVE VICTORIA

▶ **morris**
▶ **hargreaves**
▶ **mcintyre**