



Audience Atlas Victoria

**Appendix 4:
Supplementary media tables by
culture segment**

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**ARTS
VICTORIA**



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Media consumption by Culture Segment

How to read these tables

Data should be read down columns. For example, 39% of the culture market watch Channel 7 for more than 2 hours each week

The top three media channels consumed by each segment are highlighted, with the channel with the highest penetration in the strongest opacity. Here, Channel 7 has the highest penetration for Expression, followed by Channels Nine and Ten

Each segment has a column showing what proportion consume a media source for (a) more than two hours a week and (b) at all per week

	Culture Market		Essence		Expression		Affirmation		Enrichment		Stimulation		Release		Perspective		Entertainment	
	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all
ABC News 24	11%	28%	12%	31%	14%	32%	11%	31%	14%	31%	7%	25%	6%	18%	10%	24%	8%	23%
Channel 7	39%	67%	27%	56%	41%	68%	41%	70%	45%	72%	39%	68%	39%	66%	39%	66%	41%	72%
7Mate	14%	36%	10%	29%	15%	37%	13%	35%	13%	35%	14%	36%	15%	39%	17%	40%	17%	44%
7Two	14%	38%	10%	34%	15%	38%	13%	38%	19%	45%	12%	37%	13%	37%	18%	41%	13%	40%
Channel Nine	35%	66%	27%	55%	37%	68%	38%	70%	37%	67%	36%	66%	31%	63%	35%	62%	39%	74%
Channel Ten	32%	63%	25%	54%	32%	64%	32%	65%	33%	66%	3%	64%	32%	63%	32%	61%	35%	72%
None of these	18%	6%	23%	10%	15%	5%	17%	5%	17%	5%	17%	5%	24%	8%	17%	5%	18%	4%

Note: options such as 'None of these' or 'other' have been excluded from our calculation of the top three media sources,

Television has the highest penetration of all media sources

Across all media sources – television, radio and print – television has the highest penetration in terms of the proportion of the culture market consuming it on a regular basis.

Channel 7, Channel Nine and Channel Ten are the three most consumed channels by the culture market overall, and this is reflected across all segments except for essence, for whom ABC1 is their most consumed source.

Gold 104 has high penetration and broad appeal

Radio consumption is lower compared to TV and print consumption. Across all segments, the highest penetration for a single station is 25%, and between 13–25% do not listen to any radio at all (compared to 4–10% for TV).

Gold 104 has the greatest penetration overall, and has broad appeal across the segments, though the overall rate of consumption is still relatively low.

Newspapers have higher penetration than magazines

The Herald Sun, The Age and the Sunday Herald Sun are the three most consumed overall and by all segments, with the exception of Essence, a higher proportion of whom are more likely to consume The Sunday Age than the Sunday Herald Sun.

Communicating with the Segments: Weekly TV Consumption

	Culture Market		Essence		Expression		Affirmation		Enrichment		Stimulation		Release		Perspective		Entertainment	
	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all
Channel One	7%	25%	6%	20%	8%	27%	7%	23%	6%	22%	9%	25%	6%	24%	7%	29%	8%	30%
ABC1	27%	55%	33%	61%	28%	61%	26%	54%	37%	61%	25%	57%	19%	42%	29%	58%	13%	37%
ABC2	11%	32%	12%	33%	10%	35%	14%	35%	11%	27%	10%	33%	13%	29%	11%	31%	6%	21%
ABC3	3%	11%	3%	12%	4%	13%	2%	10%	1%	5%	3%	11%	3%	11%	1%	10%	2%	11%
ABC News 24	11%	28%	12%	31%	14%	32%	11%	31%	14%	31%	7%	25%	6%	18%	10%	24%	8%	23%

Communicating with the Segments: Weekly TV Consumption (cont.)

	Culture Market		Essence		Expression		Affirmation		Enrichment		Stimulation		Release		Perspective		Entertainment	
	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all
Channel 7	39%	67%	27%	56%	41%	68%	41%	70%	45%	72%	39%	68%	39%	66%	39%	66%	41%	72%
7Mate	14%	36%	10%	29%	15%	37%	13%	35%	13%	35%	14%	36%	15%	39%	17%	40%	17%	44%
7Two	14%	38%	10%	34%	15%	38%	13%	38%	19%	45%	12%	37%	13%	37%	18%	41%	13%	40%
Channel Nine	35%	66%	27%	55%	37%	68%	38%	70%	37%	67%	36%	66%	31%	63%	35%	62%	39%	74%
Channel Ten	32%	63%	25%	54%	32%	64%	32%	65%	33%	66%	3%	64%	32%	63%	32%	61%	35%	72%
Eleven	13%	35%	8%	30%	12%	36%	14%	36%	13%	33%	14%	34%	17%	44%	12%	30%	19%	43%
NITV	1%	5%	1%	5%	1%	4%	1%	5%	1%	5%	1%	7%	0%	3%	2%	7%	-	4%
SBS One	16%	44%	23%	56%	17%	47%	17%	45%	18%	43%	13%	42%	9%	34%	18%	45%	6%	25%
SBS Two	6%	22%	9%	29%	6%	23%	8%	23%	6%	21%	7%	21%	4%	19%	7%	22%	3%	10%
Southern Cross Television	4%	8%	1%	4%	4%	9%	5%	9%	6%	10%	4%	8%	2%	7%	6%	13%	3%	6%
WIN Television	6%	13%	4%	9%	6%	13%	7%	13%	9%	15%	5%	11%	4%	12%	8%	19%	4%	9%
Channel 31	1%	8%	0%	9%	2%	10%	2%	7%	0%	7%	1%	6%	1%	6%	2%	7%	1%	9%
GEM	14%	40%	11%	38%	15%	41%	14%	41%	15%	41%	12%	37%	13%	37%	15%	39%	14%	46%
Go!	15%	41%	14%	35%	14%	40%	16%	43%	13%	36%	16%	41%	17%	45%	16%	39%	17%	49%
Pay TV (e.g. Foxtel)	22%	26%	17%	21%	20%	27%	21%	26%	17%	18%	24%	28%	25%	29%	24%	28%	26%	29%
None of these	18%	6%	23%	10%	15%	5%	17%	5%	17%	5%	17%	5%	24%	8%	17%	5%	18%	4%

Communicating with the Segments: Weekly Radio Consumption

	Culture Market		Essence		Expression		Affirmation		Enrichment		Stimulation		Release		Perspective		Entertainment	
	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all
ABC Radio National	7%	14%	10%	21%	10%	19%	5%	11%	6%	16%	5%	14%	2%	9%	6%	13%	3%	7%
ABC Classic FM	4%	8%	7%	15%	6%	11%	3%	9%	6%	9%	3%	6%	1%	4%	3%	4%	1%	1%
ABC News Radio	4%	10%	5%	13%	6%	13%	5%	11%	6%	12%	3%	9%	2%	8%	3%	9%	2%	4%
SBS Radio	1%	3%	0%	2%	3%	6%	-	3%	0%	1%	1%	2%	-	2%	1%	1%	0%	1%
ABC Local Radio	9%	13%	11%	17%	8%	13%	10%	13%	12%	17%	8%	11%	6%	11%	12%	18%	2%	3%
Nova	7%	17%	7%	18%	9%	19%	9%	22%	3%	8%	8%	18%	6%	15%	5%	13%	7%	18%
Gold 104	9%	21%	7%	20%	11%	24%	8%	20%	4%	14%	9%	20%	8%	20%	12%	22%	13%	23%
Triple J	5%	12%	7%	14%	6%	15%	6%	13%	1%	4%	6%	16%	4%	11%	3%	9%	4%	9%
Mix FM	6%	16%	5%	14%	7%	16%	8%	21%	1%	11%	6%	17%	7%	17%	5%	9%	6%	18%
FOX	9%	21%	6%	18%	11%	23%	11%	25%	5%	12%	10%	23%	8%	23%	5%	13%	11%	23%
Triple M	6%	14%	5%	14%	8%	17%	3%	12%	3%	7%	10%	16%	7%	18%	6%	11%	6%	15%
Joy FM	1%	2%	0%	2%	1%	3%	1%	2%	0%	1%	1%	2%	0%	2%	1%	1%	-	-
Triple R	1%	3%	3%	5%	2%	4%	1%	4%	-	0%	2%	4%	1%	2%	1%	1%	-	1%
PBS	1%	2%	2%	4%	1%	2%	1%	2%	-	0%	1%	4%	1%	1%	-	1%	0%	1%
Other commercial station	17%	27%	14%	22%	19%	28%	16%	29%	25%	37%	15%	25%	11%	19%	24%	34%	16%	24%
Other community station	4%	8%	5%	10%	4%	9%	4%	9%	5%	10%	4%	8%	3%	5%	4%	8%	2%	5%
None of these	38%	17%	37%	16%	32%	14%	35%	13%	41%	17%	39%	16%	50%	25%	36%	17%	46%	23%

Communicating with the Segments: Weekly Print and Digital Media Consumption

	Culture Market		Essence		Expression		Affirmation		Enrichment		Stimulation		Release		Perspective		Entertainment	
	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all
The Australian	3%	8%	3%	9%	5%	12%	2%	9%	2%	4%	2%	9%	2%	5%	2%	5%	0%	3%
The Weekend Australian	2%	5%	3%	5%	3%	7%	2%	8%	1%	2%	2%	5%	0%	1%	2%	3%	1%	2%
The Australian Financial Review	2%	5%	2%	6%	3%	7%	2%	5%	1%	2%	2%	5%	1%	2%	1%	2%	0%	3%
The Age	16%	33%	22%	40%	19%	36%	15%	34%	16%	28%	15%	38%	13%	27%	11%	25%	3%	16%
The Saturday Age	8%	20%	11%	29%	10%	23%	7%	20%	10%	22%	7%	24%	3%	13%	5%	12%	2%	8%
The Sunday Age	6%	19%	9%	27%	8%	23%	5%	18%	7%	19%	6%	23%	3%	13%	4%	12%	1%	6%
The Herald Sun	20%	43%	14%	35%	25%	51%	20%	45%	22%	42%	22%	46%	12%	32%	22%	44%	19%	41%
The Sunday Herald Sun	11%	29%	8%	25%	14%	34%	9%	29%	13%	33%	12%	31%	7%	22%	12%	27%	10%	31%
MX	3%	11%	1%	9%	4%	16%	3%	11%	1%	6%	3%	15%	3%	12%	2%	6%	2%	4%
Other free local/regional paper	5%	32%	4%	38%	8%	36%	5%	32%	6%	42%	4%	26%	2%	22%	5%	37%	2%	22%
Other paid local/regional paper	3%	10%	3%	8%	4%	11%	3%	9%	4%	13%	2%	9%	3%	8%	4%	12%	2%	5%
TV listings magazines	1%	11%	1%	9%	2%	14%	1%	13%	0%	13%	1%	10%	1%	10%	0%	8%	0%	10%
Current affairs magazines	3%	9%	5%	10%	3%	12%	3%	13%	2%	4%	3%	10%	2%	7%	1%	2%	0%	2%
Gossip/Celebrity magazines	2%	9%	1%	7%	5%	14%	3%	11%	2%	7%	2%	10%	1%	9%	1%	4%	2%	5%
Fashion/Lifestyle magazines	3%	11%	3%	12%	6%	18%	3%	12%	2%	7%	4%	13%	2%	9%	2%	4%	0%	4%
Home/Gardening magazines	4%	15%	5%	18%	6%	20%	5%	16%	4%	16%	2%	10%	3%	11%	3%	12%	2%	7%

Communicating with the Segments: Weekly Print and Digital Media Consumption (cont.)

	Culture Market		Essence		Expression		Affirmation		Enrichment		Stimulation		Release		Perspective		Entertainment	
	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all	2 hrs+	at all
Music/Film magazines	2%	6%	1%	6%	3%	12%	1%	4%	-	2%	2%	7%	0%	4%	0%	1%	1%	5%
Technology magazines	3%	6%	2%	8%	4%	9%	2%	5%	3%	6%	2%	6%	2%	6%	2%	4%	2%	4%
Motoring magazines	1%	5%	2%	4%	2%	5%	0%	6%	1%	6%	2%	5%	0%	2%	2%	7%	2%	4%
Men's lifestyle magazines	0%	3%	-	2%	1%	5%	1%	2%	-	0%	0%	5%	-	1%	-	0%	-	2%
Gay or lesbian magazines	1%	1%	1%	2%	1%	2%	0%	1%	-	1%	0%	0%	1%	2%	1%	1%	1%	1%
Sports magazines	2%	6%	1%	6%	2%	8%	2%	6%	0%	1%	3%	9%	0%	3%	2%	5%	1%	5%
Street Press	0%	2%	-	3%	0%	3%	0%	2%	-	0%	-	2%	-	1%	-	1%	-	-
Other types of magazines	5%	12%	5%	15%	5%	11%	5%	12%	7%	15%	3%	9%	5%	12%	6%	15%	4%	9%
None of these	51%	18%	52%	15%	39%	13%	52%	17%	51%	17%	48%	13%	60%	26%	55%	23%	66%	32%

Communicating with the Segments: Weekly online newspaper consumption (overall)

	Culture Market	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
No time	39%	36%	33%	35%	49%	33%	38%	53%	56%
Less than 2 hours	43%	45%	46%	46%	38%	45%	45%	30%	35%
More than 2 hours	18%	20%	20%	19%	14%	22%	16%	16%	9%

Communicating with the Segments: Weekly social media use

	Culture Market	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
No time	28%	28%	21%	24%	44%	24%	23%	43%	30%
Less than 2 hours	31%	29%	36%	32%	31%	31%	33%	23%	31%
More than 2 hours	41%	44%	43%	45%	25%	45%	44%	33%	39%

Communicating with the Segments: Commonly accessed websites and applications (used at least once per month)

	Culture Market	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
Facebook	71%	73%	77%	75%	60%	75%	72%	57%	67%
YouTube	65%	70%	70%	69%	49%	74%	62%	51%	58%
iTunes	36%	39%	42%	36%	22%	47%	35%	23%	31%
Google+	40%	44%	50%	44%	34%	37%	31%	36%	31%
LinkedIn	21%	26%	26%	22%	13%	26%	19%	13%	17%
TripAdvisor	21%	30%	23%	25%	16%	24%	11%	15%	8%
Twitter	17%	16%	22%	16%	9%	23%	20%	9%	14%
Instagram	14%	15%	16%	14%	5%	18%	15%	6%	13%
MSN	11%	15%	15%	10%	7%	10%	12%	8%	9%
Pinterest	10%	14%	11%	9%	7%	11%	8%	7%	4%
Tumblr	6%	7%	6%	4%	2%	8%	8%	3%	3%

Communicating with the Segments: Weekly email use

	Culture Market	Essence	Expression	Affirmation	Enrichment	Stimulation	Release	Perspective	Entertainment
No time	2%	1%	1%	2%	2%	2%	3%	1%	5%
Less than 2 hours	44%	35%	43%	44%	41%	45%	48%	44%	52%
More than 2 hours	54%	63%	56%	54%	58%	53%	49%	54%	43%

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