

# Consumer Use of News

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**Prepared for:**

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## 2 Executive Summary

This report was prepared for the Australian Competition and Consumer Commission (ACCC) and contains findings from an online consumer survey of 2,031 people age 18 years and over, across Australia conducted by Roy Morgan Research. The survey was conducted in September 2018.

The purpose of the research was to assist in understanding and analysing patterns in the consumption of news and journalistic content in Australia and thereby inform matters relevant to the ACCC's Digital Platforms Inquiry, in particular, the following objectives of:

- Understanding the types of news that are relevant to consumers and the types of media organisations that consumers consider as news sources.
- Developing a clear picture of how Australian consumers access news across different news mediums, outlets and devices.
- Ascertaining whether Australians feel they can trust the news (in general and the news they consume), and to explore the issues around fake news.
- Gaining an understanding of whether Australians currently pay for news content and whether they would be willing to pay for news content.
- Understanding what genres of news consumers believe enable them to participate in political, economic and community life in Australia, and
- Ascertaining what Australians think about having access to a diverse range of news content and news providers.

### Main Findings

#### 2.1 Pathways to News

Nearly nine in ten Australians aged 18+ reported having accessed news at least on a daily basis (89%).

The most common types of devices used to access news in the last week were television (76%), mobile phone (62%), websites (61%) and radio (60%).

Television is the most commonly reported 'main' platform for accessing news (32%). Over three quarters said that they chose their main platform to access news due to convenience (78%), and half of Australians aged 18+ cited the platform being free (51%).

The highest ranked reason for choosing one's preferred news source was that 'it provides me with news relevant to my interests/news requirements' (42%). This reason was only slightly more popular than 'it provides the most accurate and reliable factual information' (39%). However, when choosing an article to read, the quality most commonly identified as 'very important' or 'important' is that the 'text explaining article looks interesting' (74%), followed by 'interesting headline' (70%), and 'recognise and trust news provider' (66%).

### 2.2 Perception of news outlets

Under two-thirds of Australians aged 18+ find national news 'highly relevant' (62%), just over half find local news 'highly relevant' (53%) while only two-fifths find international news 'highly relevant' (42%). 'News of the day' was considered to be highly relevant by a majority of Australians aged 18+ (63%). The next most common genre to be found 'highly relevant' was Australian politics (36%). The news genres found irrelevant by the greatest proportion of Australians aged 18+ were 'entertainment/celebrity' (52%), followed by 'sport' (40%).

Television (67%), radio (39%), and news websites (36%) were most commonly used to access sport (amongst those who found that genre somewhat or highly relevant). Similarly, television (67%), radio (47%), and news websites (39%) were most commonly used to access 'news of the day'. The highest reported use of 'other online sources' (41%) was amongst those who found entertainment/celebrity news content highly relevant or somewhat relevant.

### 2.3 Trust in news

Australians aged 18+ are more likely to believe that the news **they** consume is trustworthy than the news **others** consume. Almost three-fifths of Australians aged 18+ either agree or strongly agree with the statement 'I think I can trust most of the news I consume most of the time' (58%), and only 36% agree or strongly agree with 'I think most people can trust the news they consume most of the time'.

The quality most commonly deemed 'very important' or 'important' in building trust of news sources is the accuracy of reporting (93%), followed by the neutrality and unbiased nature of the reporting (90%) and 'the news provider is independent from political and/or government interests' (73%). The quality that had the lowest proportion of people indicating that it was important or very important was 'I tend to agree with the opinions of the journalists/presenters' (26%). However, the quality that the highest proportion of people indicated to be 'not at all important' was that 'the news provider is commercially funded/ independent from government funding' (40%).

Almost a quarter of Australians aged 18+ had found themselves actively avoiding news content in the last week (23%). Of this group, almost half reported that this was because of the mood altering effects the news had on them (48%), 40% felt that news content is biased towards a particular ideology, and 31% felt that they could not be sure that the news would be accurate.

Of the 76% of Australians aged 18+ that had reported experiencing mistakes/inaccuracies in news media within the past month, only 6% reported that they made a complaint about it. Three-fifths of those who did not report a mistake/inaccuracy they found in the news within the past three months believed that a complaint would not accomplish much (60%), with 38% stated that they haven't seen a problem serious enough to lodge a complaint, while 30% stated that they did not realise reporting the mistake was an option.

Twenty-seven per cent of Australians aged 18+ reported that they were not aware of any of the named reporting bodies.

## **Consumer Use of News**

Just under a third of Australians aged 18+ reported that the issue they are mostly concerned about in the news is 'stories that are made up for political or commercial reasons' (29%) followed by misleading news commentary (19%). The issue of least concern is 'doctored photographs' (2%).

### **2.4 Willingness to pay for news**

Almost three fifths of Australians aged 18+ reported that they have not paid for news in any form over the past year (57%). Among those who were paying for news (43%), the methods used were either via the purchase of an individual issue or article of news (25%) and/or subscription to news platform (21%). Of those who have paid for news within the past year, the most commonly cited reasons were 'it allowed me to have a physical copy if I chose' (38%), 'better access to news content' (30%), and 'it allows convenient access to news' (28%).

Of the majority who had not paid for news within the past year, two-thirds reported that this was because 'I can access the same content for free'. The next most common reason, cited by a little over a third of the population (36%) was that 'the most important news stories will be available for free'.

Nine out of ten (91%) of those who had not paid for news within the last year stated that it was either 'very unlikely' or 'unlikely' that they would start to pay for news in the next twelve months.

### **2.5 Importance of news**

Over three-quarters (77%) of Australians aged 18+ stated that they believed news services are important or very important in allowing participation and engagement in Australian society. Local and national news were the two types of news content that were most often cited to be important in allowing people to participate and engage in Australian society (71% and 70%). The specific genres of news that were most often cited as important were 'News of the Day' (65%) and 'Australian politics' (65%).

The most commonly cited genres to be 'over-represented' were news about entertainment/celebrity (55%), sport (46%), and Australian politics (41%). Science and technology (41%) and environment (32%) were the most commonly cited genres to be 'under-represented'.

A greater proportion of Australians aged 18+ either 'agree' or 'strongly agree' with the statement 'I have access to a sufficient range of news content that meets my particular interests' (86%), than the statement 'I have access to a sufficient range of diverse voices and opinions in the news' (68%), indicating that while overall Australians aged 18+ are satisfied with the range of their news content, they perceive a relative lack of diversity in the opinions within the news content they consume.



## 3 Introduction

This report was prepared for the ACCC and contains findings from an online consumer survey of 2,031 people age 18 years and over across Australia conducted by Roy Morgan.

### 3.1 Background

On 4 December 2017, the Treasurer, the Hon Scott Morrison MP, directed the ACCC to conduct an inquiry into digital platforms. The inquiry is considering the effect that digital search engines, social media platforms and other digital content aggregation platforms (collectively referred to as 'digital platforms') have on competition in media and advertising services markets. In particular, the inquiry looks at the impact of digital platforms on the supply of news and journalistic content and the implications of this for media content creators, advertisers and consumers. The ACCC commissioned Roy Morgan to conduct a survey of general population age 18 years and over in Australia to assist in informing their inquiry to explore the themes around the research objective outlined earlier.

### 3.2 Methodology

The findings of this report are based on an online survey of 2,031 people in Australia. In order to be eligible, respondents to the survey were required to be aged 18+ years and living in Australia.

Minimum interlocking quotas were set for age by region (metro vs regional) to ensure representativeness across those areas and sufficient numbers in each quota group to enable deeper analysis into each as required.

An outline of the full methodology is outlined in the Appendices.

#### 3.2.1 Reliability

The margin of error associated with this survey is +/- 1.5%, given a 95% confidence level. For example, if 50% of customers surveyed reported having accessed news more than once per day, we could be 95% sure that the true incidence among the broader consumer market would be between 48.5% and 51.5%.

#### 3.2.2 Tests for significance

The tests for statistical significance have been conducted on particular sub-groups of interest in this report. Tests have been undertaken at a 95% confidence level (please note significance testing could not be undertaken on sample sizes smaller than n=30).

### 3.3 Structure of Report

The remainder of this report is set out in six main sections, as follows:

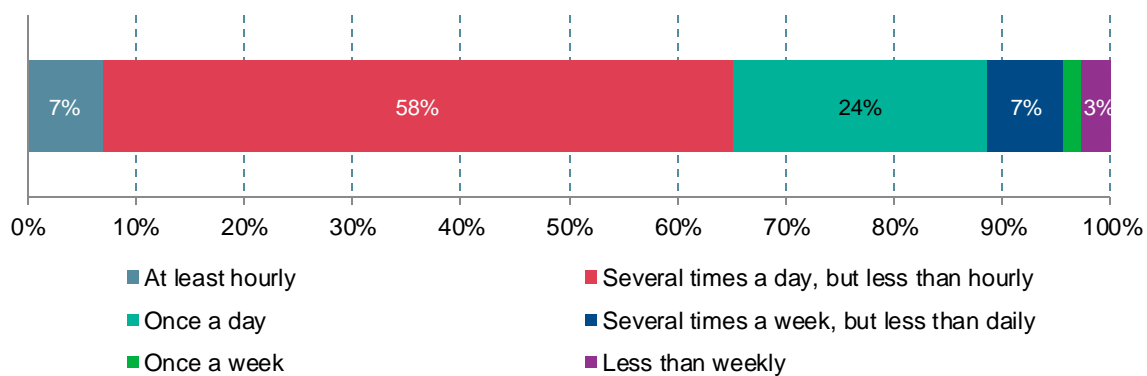
- Section Four: Pathways to news
- Section Five: Perception of news outlets
- Section Six: Trust in News
- Section Seven: Willingness to pay for news
- Section Eight: Importance of news
- Section Nine: Appendix, where the questionnaire may be found

## 4 Pathways to News

The survey asked respondents about both the electronic devices they used to access news, and the platform they accessed news on. The survey also asked Australians aged 18+ their opinions on what platforms they used to access news. On the basis of their selection they were then asked deeper information about the specific program and channels used to access news in each of these platforms. They were also asked to identify the one platform they mainly used to access news and their reasons for this. They were then asked to indicate what the most important factors for them were in choosing news sources (i.e. brands), and articles to read.

As shown in Chart 1, nearly nine in ten Australians aged 18+ reported accessing news at least on a daily basis (89%), with almost two thirds (65%) reporting to access news several times a day.

Chart 1: Reported frequency of news access



Source: ACCC Consumer Use of News Survey 2018. Q1. Typically, how often do you access news? By news we mean national, international, regional/ local news and other topical events accessed via any platform (radio, TV, newspaper or online).

Base: People aged 18+ living in Australia (n=2031)

### 4.1 Devices and platforms used to access news sources

As the methods to access the media produced by news brands are becoming increasingly diverse (i.e. with the popularisation of apps, catch-up viewing, podcasting, etc.), this report refers to 'platforms' of news to incorporate the multiple methods of access one may use to reach the same news content. A device is defined as the **electronic item used to access the news source**, while a platform is defined as the device the news content was **originally created for**.

Television as a device is defined as accessing news in any way through a **physical television**. However, if a respondent accessed the ABC news that was **originally created for** television, they would select 'television' as a platform they use to access news media. This is even if they also accessed ABC News through catch-up methods on a different device (i.e. laptop) such as ABC iView.

As televisions have the ability to access digital radio and internet, as well as traditional broadcast, the use of 'television' as a **device** may result in the access of other platforms. Similarly, access of

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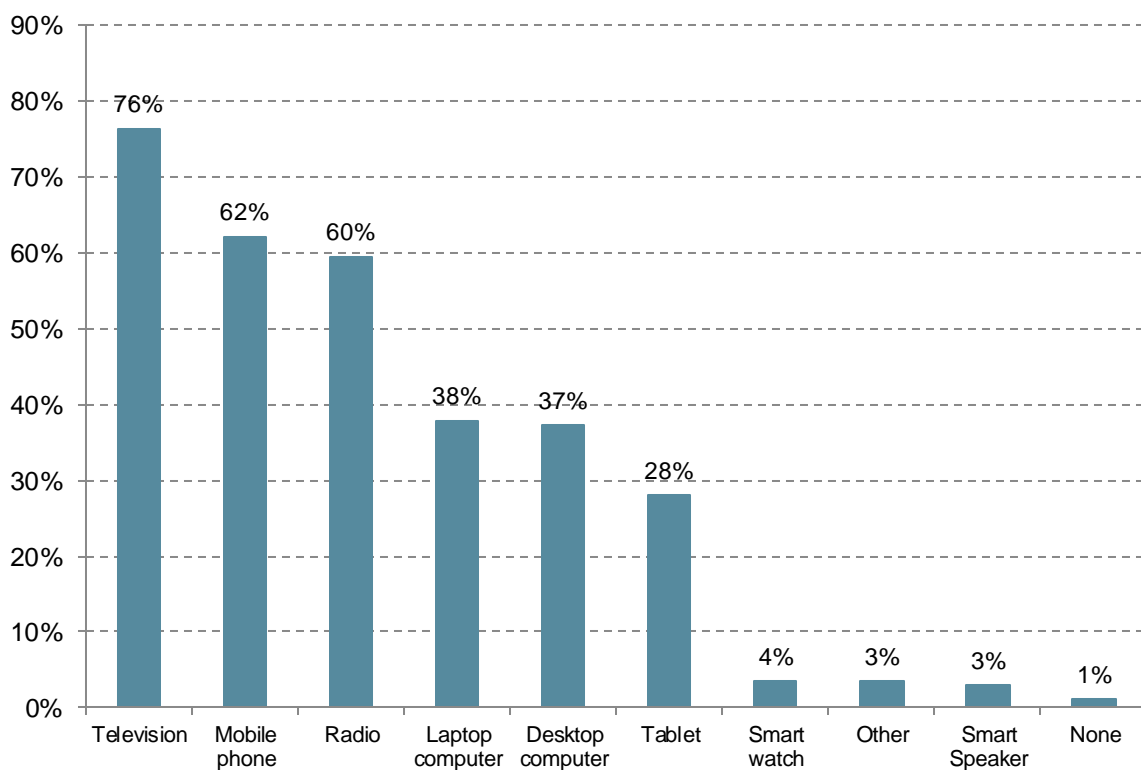
news through ‘television’ **platform** can be done on devices such as desktop computer, laptop computer, tablet, mobile phone, etc.

Reference to news **sources** is made when discussing the brand and/or channel one used to access. For example, news sources include Huffington Post, the Australian Financial Review, or Fox News.

### 4.1.1 Devices used to access news

Overall, television is the most commonly used device to access news, with 76% of Australians 18+ reporting having used a television to access news in the last week. This is followed by mobile phone (62%), radio (60%), laptop computers (38%), desktop computers, (37%), tablets (28%).

Chart 2: Devices used to access news



Source: ACCC Consumer Use of News Survey 2018. Q2 Which, if any, of the following devices have you used to access news in the last week?

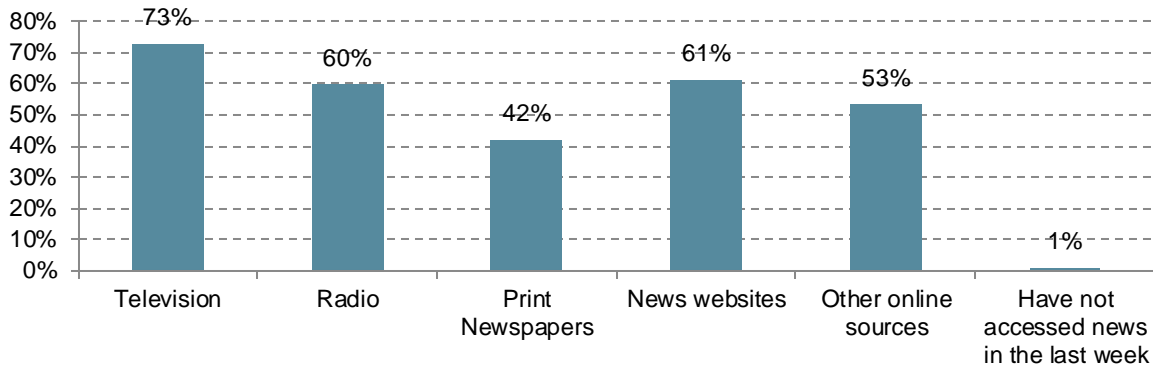
Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Base: Australian Population 18+ (n=2031)

### 4.1.2 Platforms used to access news

Television is also the most commonly reported platform used to access news, with 73% of Australians aged 18+ indicating that they have accessed television news either via live broadcast or catch-up (e.g. ABC iView, 9Now, Freeview Catch Up). The second most commonly reported platform to access news was news websites (61%), followed by radio (either live or catch-up) (60%), other online sources (53%) and print newspapers (42%).

**Chart 3: Platforms used to access news in past week**



Source: ACCC Consumer Use of News Survey 2018. Q3 Which of the following platforms have you accessed news with in the last week?

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Base: Australian Population 18+ (n=2031)

**4.1.2.1 Television**

Of the 73% of people who had reported using a television platform to access news content, 80% reported viewing it on commercial TV, 75% reported accessing it via public broadcasters, and 21% reported accessing it through subscription TV. The incidence of Catch-Up viewing was reported to be the highest amongst those who watch news on Subscription TV channels (30%), followed by Public Broadcasters (23%) and Commercial TV (12%).

**4.1.2.2 Radio**

Of the 60% of Australians aged 18+ who had reported using radio platforms to access news content, a greater proportion reported accessing it via public broadcasters (66%) than commercial channels (64%). 18% reported accessing radio news via community channels.

Of those who have accessed news content through radio platforms on any channel (i.e. commercial, public broadcasters, or community radio) within the last week, 96% accessed it through a live broadcast, 15% indicated that they used ‘catch up’ methods, 8% reported they used a podcast, and 3% said they accessed it through ‘other’ methods.

Of those who had accessed news content via radio platforms on any channel (i.e. commercial, public broadcasters, or community radio) in the last week, 95% had reported accessing ‘News Bulletins’, and 36% reported accessing ‘other news programming’.

**4.1.2.3 Newspaper**

State/ territory newspapers were reported to be the most common type of newspaper accessed within the past week, with over four-fifths (83%) of those who have accessed print newspaper accessing this in the past week. The second most common type is national (50%), followed by community/suburban newspapers (49%), regional newspapers (41%) and international newspapers (32%).

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Print copy was the most common channel of accessing news via newspapers, reported as being accessed by 91% of those who accessed news by newspaper<sup>1</sup> in the past week. The second most common channel was the newspapers' own app or website (42%), followed by the newspapers' social media accounts (26%), and news aggregators (16%).

### 4.1.2.4 News Websites and Apps

Most Australians aged 18+ reported accessing news via news websites (61%) or other online sources (53%). Over half of those who reported accessing news content through news websites in the past week had accessed ABC News online (57%). Over two fifths of the same population had accessed News.com.au (43%) while approximately a third had accessed Sydney Morning Herald online and/or The Age online (32%).

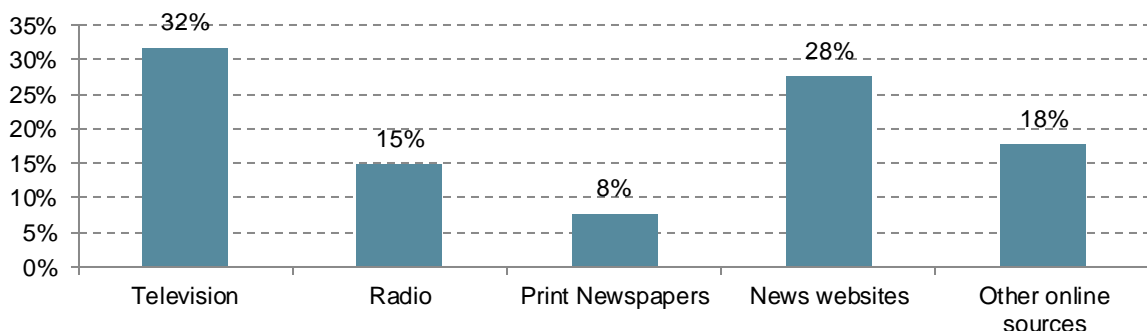
The most commonly reported search app for both general use and access to news in the last week was Google (82% of population reported using Google in general, while 29% reported using it to access news). The most commonly reported social and messaging apps were Facebook (71% for general use, 23% for news access) followed by YouTube (58% for general use, 8% for news access) and Facebook Messenger (56% for general use, 3 % for news access). Amongst the news aggregators, 26% of Australians aged 18+ reported to use Google News, 13% reported to use Apple News and 6% reported to use Flipboard.

## 4.2 Main platform used to access news

As shown in Chart 4, television is the most common platform to be reported as the main source of news (32%), followed by news websites (28%), other online sources (18%), radio (15%) and print newspapers (8%).

While 42% of the population reported accessing news via the newspaper within the last week, the proportion of those reporting the newspaper as their main platform for news content drops to 8% of the population.

Chart 4: Main platform used to access news



Source: ACCC Consumer Use of News Survey 2018. Q9 Which of the following would you say is your main source of news?  
Base: Australian Population 18+ (n=2031)

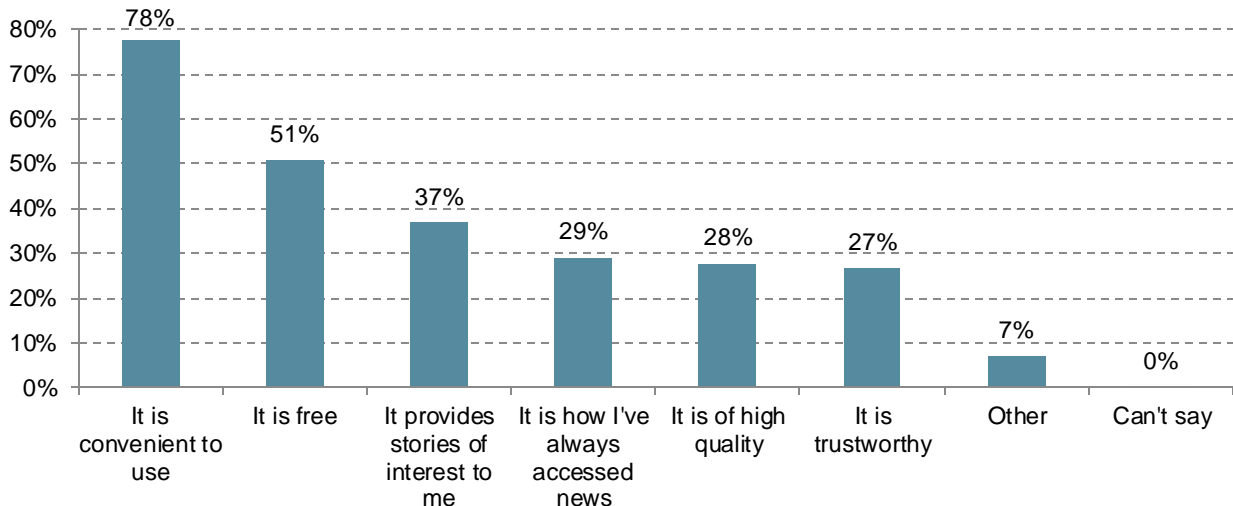
<sup>1</sup> Of any type including national newspapers, state/territory newspapers, regional newspapers, community/suburban newspapers, and/or international newspapers

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### 4.2.1 Reasons for selecting main news platform

As shown in Chart 5, at an overall level the most commonly reported reason for selecting the main news platform was convenience (stated by 78%). The second most commonly cited reason was the platform being free (51%), followed by it providing stories of interest (37%), it being how the respondent has always accessed news (29%), it being of high quality (28%), and it being trustworthy (27%).

Chart 5: Reasons for choosing the main news platform



Source: ACCC Consumer Use of News Survey 2018. Q10 *Why is <MAIN SOURCE OF NEWS> your main source of news?*  
Note: This question allowed for multiple responses and therefore the figures will not sum to 100%  
Base: Australian Population 18+ (n=2031)

### 4.2.2 Reasons across main platforms

Those who use Print Newspapers as their main platform to access news are much more likely to cite the following reasons:

- it is convenient to use (66%)
- it is how I've always accessed news (60%)
- it provides stories of interest to me (54%)
- it is of high quality (41%)

The platforms that were significantly more likely identified as the user's main platform due to it being considered 'trustworthy' were radio (34%), news websites (32%), and print newspapers (31%).

## 4.3 Choice of news sources

In terms of the factors driving choice of news sources for Australians aged 18+, the factor commonly ranked the most important was that 'it provides me with news relevant to my interests/news requirements' (42%). This reason was only slightly more popular than 'it provides the most accurate and reliable factual information' (39%). The lowest ranked factor in terms of reported importance was 'it contains opinions and commentary that I tend to agree with' (44% of Australians aged 18+ ranked

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this the least important factor). It must be recognised that these are reported rankings of importance, whereas behavioural data may demonstrate a different story.

Table 1 shows the average ranking of importance given to these statements, with 1 = most important and 7 = least important. Therefore, the lower the mean ranking, the more important the quality was ranked to be, on average.

Table 1: Importance of factors in choosing news sources - ranked

Statement	Mean Ranking
It provides me with news relevant to my interests / news requirements	2.33
It provides the most accurate and reliable factual information	2.35
It makes sense of serious and complex issues	3.65
It provides a range of viewpoints and opinions	3.68
It is entertaining to read / watch / listen	4.11
It contains opinions and commentary that I tend to agree with	4.87

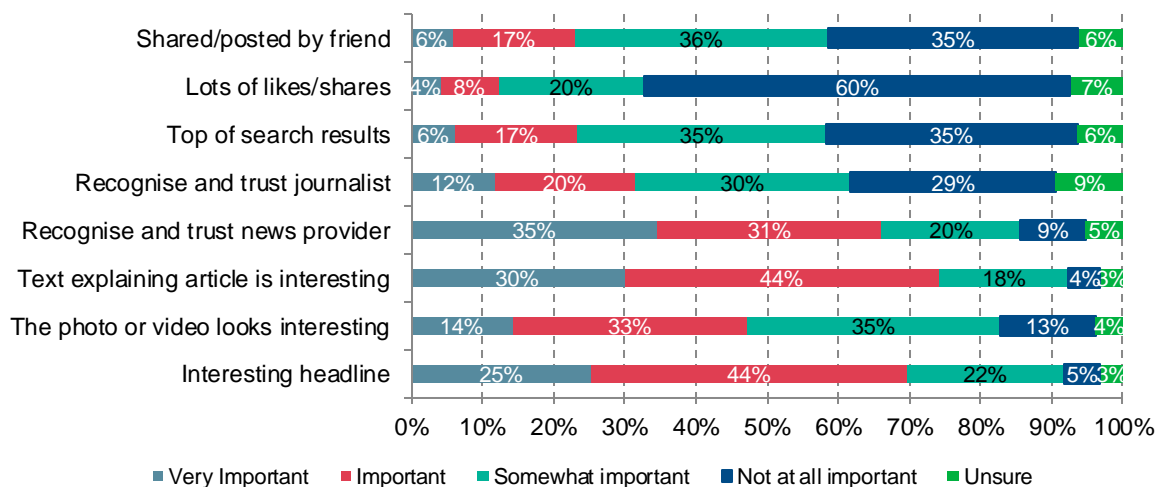
Source: ACCC Consumer Use of News Survey 2018. Q15 In terms of the news sources you choose to consume, rank the following factors in order of importance:  
Base: Australian Population 18+, (n=2031)

## 4.4 Choosing articles to read

As shown in Chart 6, the quality most commonly identified as 'very important' in choosing an article to read is that the respondent can 'recognise and trust the news provider' (35%). The qualities most commonly identified as 'very important' or 'important' include the 'text explaining article looks interesting' (74%) and 'interesting headline' (69%).

The quality that was most commonly identified as 'not at all important' was that the article had 'lots of likes/shares' with 60% of the respondents, followed by being 'top of search results' (35%) and 'shared/ posted by a friend' (35%).

Chart 6: Importance of qualities used to choose articles to read



Source: ACCC Consumer Use of News Survey 2018. Q8B When you see a news article on your social media feed, search results, or in a news aggregator, how important are the following characteristics in helping you decide which articles to read?  
Base: Australian Population 18+, (n=2031)



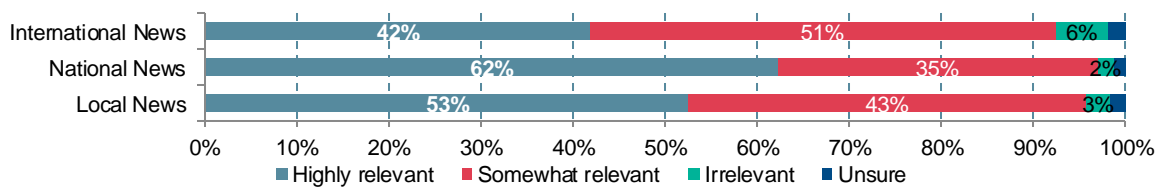
## 5 Perception of News Outlets

The survey asked Australians aged 18+ how relevant they found different focuses of news, breaking it down to international, national or local. Relevance of several genres of news was also asked. Those that stated they found a focus and/or genre 'relevant' or 'highly relevant', were asked what platforms they usually access the news content through.

### 5.1 Perceived relevance of news focus and genre

As shown in Chart 7, approximately two-thirds of Australians aged 18+ find national news 'highly relevant' (62%), just over half find local news 'highly relevant' (53%) while only two-fifths find international news 'highly relevant' (42%).

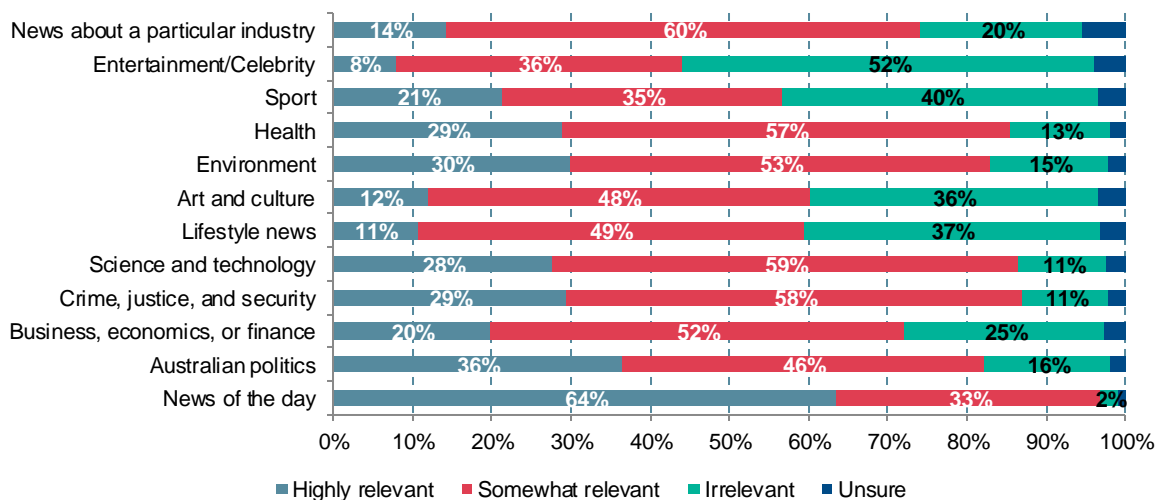
Chart 7: Relevance of news focus



Source: ACCC Consumer Use of News Survey 2018. Q12 Coming to the focus of news content, please indicate how relevant or irrelevant you feel each of these news types are to you.  
Base: Australian Population 18+, (n=2031)

The survey asked Australians aged 18+ how relevant they found different genres of news. As shown in Chart 8, 'news of the day' was reported as highly relevant by a majority (63%). The next genre found highly relevant was Australian politics (36%). The news genres found irrelevant by a high proportion were 'entertainment/celebrity' (52%), 'sport' (40%), and lifestyle news (37%).

Chart 8: Relevance of news genre



Source: ACCC Consumer Use of News Survey 2018. Q13 Coming to specific news topics, please indicate how relevant or irrelevant you feel each of these topics are to you.  
Base: Australian Population 18+, (n=2031)

## 5.2 Pathways to news genres

Those who indicated that they found the news focus in question either 'somewhat relevant' or 'highly relevant' were asked what platforms they utilised to access the news content of that focus area. Television was reported as the most commonly utilised platform to access all three focuses of news (local news: 57%, national news: 70%, international news 64%). For both local and national news, radio was the second most commonly utilised platform (local: 43%, national: 49%).

The proportion of people who reported using 'Other online sources' was highest within an international news focus (international: 30%, national: 27%, local: 27%).

While television remains the most common platform to access each of the named genres, the proportion of those who access news via television platforms ranges widely between genres. For example, while 67% of Australians aged 18+ who find 'news of the day' somewhat or highly relevant access it through television platforms, only 38% of those who find 'art and culture' somewhat or highly relevant access it through television platforms.

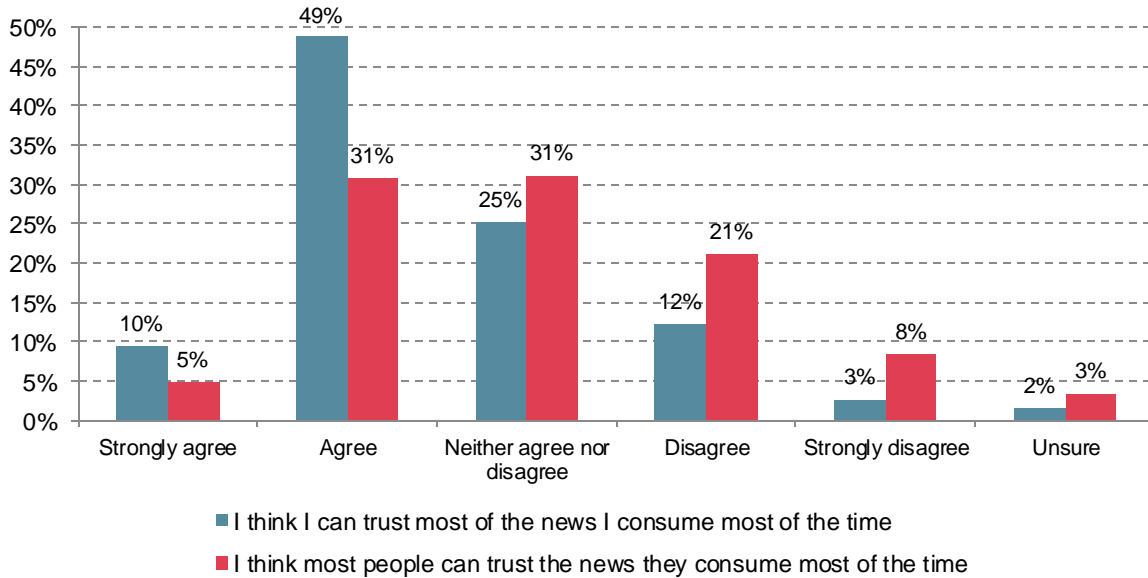
The highest reported use of radio (47%) was amongst those who found 'news of the day' either highly or somewhat relevant. The highest reported use of 'news websites' (39%) was also amongst those who found news of the day highly relevant or somewhat relevant. The highest reported use of 'other online sources' was amongst those who found entertainment/celebrity news content highly relevant or somewhat relevant.

## 6 Trust in News

In order to understand whether Australians aged 18+ believe the news they consume is more trustworthy than the news others consume, the survey asked respondents to indicate how much they agreed with the statements ‘I think I can trust most of the news I consume most of the time’ and ‘I think most people can trust the news they consume most of the time’.

As shown in Chart 9, Australians aged 18+ appear to believe that the news they consume is more trustworthy than the news others consume, with almost three-fifths (59%) agreeing with the statement ‘I think I can trust most of the news I consume most of the time’, and only 36% agreeing ‘I think most people can trust the news they consume most of the time’.

Chart 9: Trust in news



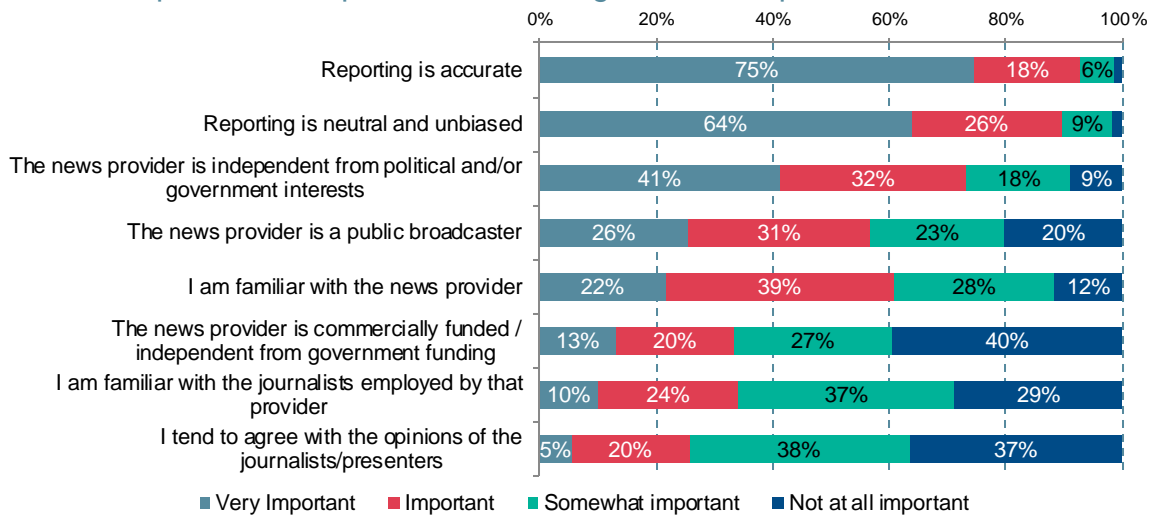
Source: ACCC Consumer Use of News Survey 2018. Q17 Please indicate whether you agree or disagree with the following statements ‘I think I can trust most of the news I consume most of the time’ and ‘I think most people can trust the news they consume most of the time’

Base: Australian Population 18+, (n=2031)

### 6.1 Importance of qualities in trusting news providers

The survey asked respondents to indicate the importance they placed on a list of certain characteristics when deciding which news providers to trust. As shown in Chart 10, the quality that the greatest proportion of people report as ‘very important’ or ‘important’ is accuracy of reporting (93%), followed by the neutrality and unbiased nature of the reporting (90%), and that ‘the news provider is independent from political and/or government interests’ (73%). While the quality that had the lowest proportion of people indicating that it was important or very important was ‘I tend to agree with the opinions of the journalists/presenters’ (26%), the quality that the greatest proportion of people indicated was ‘not at all important’ was that ‘the news provider is commercially funded/independent from government funding’ (40%).

Chart 10: Importance of qualities in deciding what news providers to trust



Source: ACCC Consumer Use of News Survey 2018. Q18 When deciding which news providers to trust, how important are the following characteristics?  
 Base: Australian Population 18+, (n=2031)

## 6.2 Trustworthiness of news brands

The survey asked respondents to indicate whether they found specific news brands trustworthy, untrustworthy, neither trustworthy nor untrustworthy, or if they were unaware of the brand. The proportion of Australians aged 18+ who found each brand trustworthy or untrustworthy was quite broad; for example, the brand most commonly identified as ‘trustworthy’ was seen as such by 70% of Australians aged 18+, while the brand that was the least likely to be identified was only seen as trustworthy by 4% of Australians aged 18+. The brand most commonly identified as ‘untrustworthy’ was identified as such by 33% of Australians aged 18+, while the brand least commonly identified as ‘untrustworthy’ was only identified as such by 5% of Australians aged 18+.

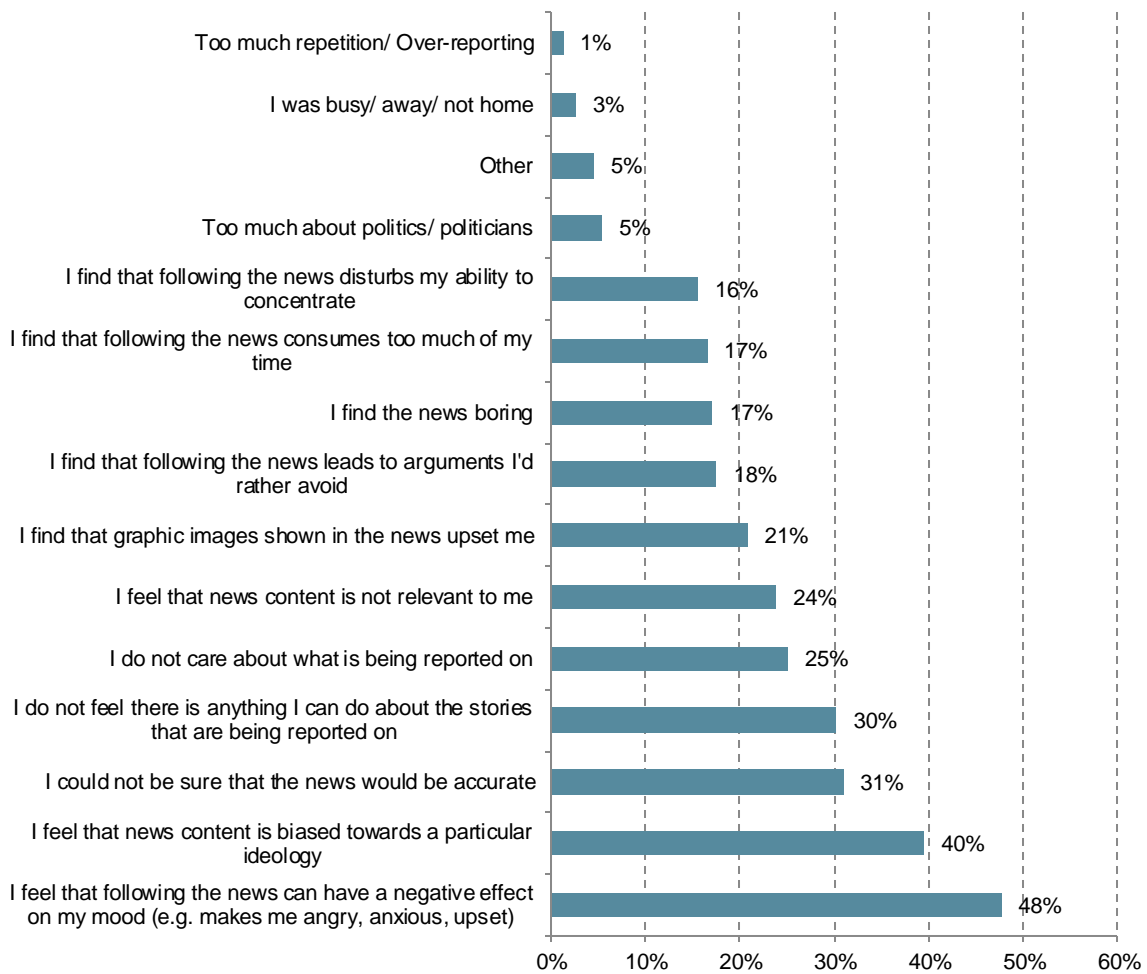
## 6.3 Avoidance of news

The survey asked respondents if they had found themselves actively avoiding news content in the last week. Over three quarters of Australians aged 18+ indicated that they had not (77%).

### 6.3.1 Reasons for avoidance of news

Of those who stated that they had found themselves avoiding news content sometime in the last week, almost half reported that this was because of the mood altering effects the news had on them (48%).

Chart 11: Reasons for avoiding news



Source: ACCC Consumer Use of News Survey 2018. Q22 What were your reasons for actively avoiding news in the last week?

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

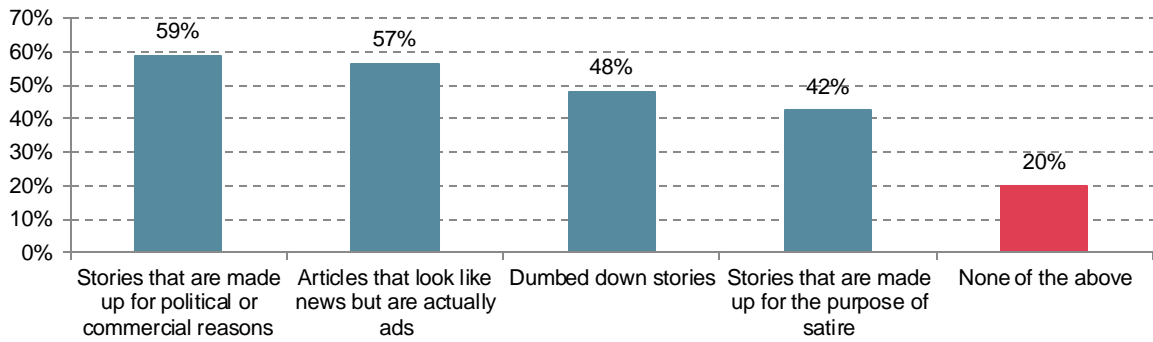
Base: Australian Population 18+ who reported that they had found themselves actively avoiding news content in the last week (n=435)

## 6.4 Quality of news media

### 6.4.1 Misleading news

As shown in Chart 12, the most commonly reported type of misleading news (of those asked about) was ‘stories that are made up for political or commercial reasons’, with 59% of the population reporting that they had experienced this sometime in the last three months. This was followed by ‘articles that look like news but are actually ads (57%), ‘dumbed down stories’ (48%), and ‘stories that are made up for the purpose of satire’ (42%). A greater proportion of Australians aged 18+ had experienced all of these within the past three months (24%) than none of these (20%).

Chart 12: Misleading news



Source: ACCC Consumer Use of News Survey 2018. Q23a *In the last 3 months, which (if any) of the following have you come across in the news? Select all apply*

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

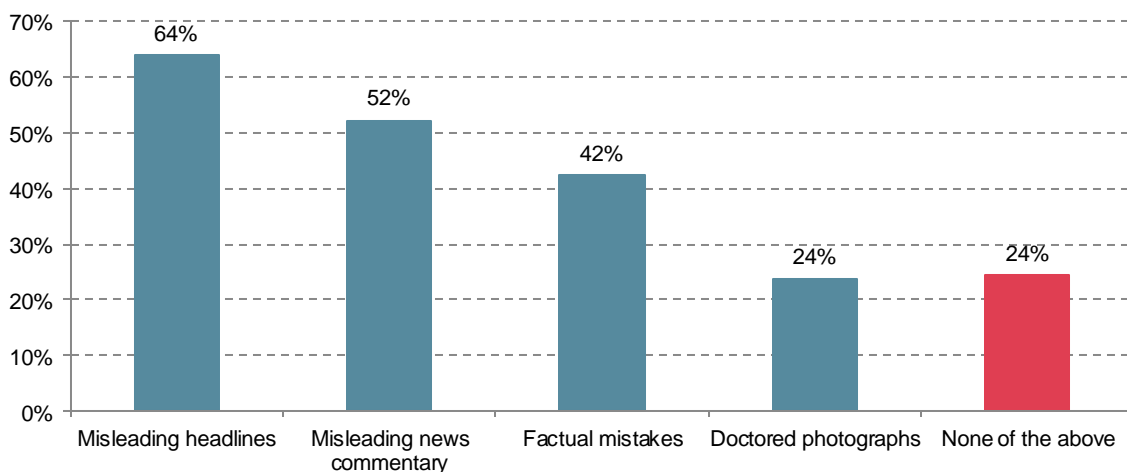
Base: Australian Population 18+ (n=2031)

### 6.4.2 Mistakes/inaccuracies in news

As shown in Chart 13, the mistake/inaccuracy that had been experienced by the greatest proportion of Australians aged 18+ is ‘misleading headlines’ with almost two-thirds (64%) of the population having experienced this sometime in the past three months. This was followed by ‘misleading news commentary’ (52%), ‘factual mistakes’ (42%), and ‘doctored photographs’ (24%). About a quarter of the population had reported to have not experienced any of these mistakes/inaccuracies in the past three months (24%), while 15% of the population had reported to have experienced them all.

More than three fifths of mistakes/inaccuracies were reportedly found in social media (e.g. 62% of those who found factual mistakes reported that they found it in social media, and 69% of those who found doctored photographs reported that they found it in social media).

Chart 13: Mistakes/inaccuracies in news



Source: ACCC Consumer Use of News Survey 2018. Q23b *In the last 3 months, which (if any) of the following have you come across in the news? Select all apply*

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Base: Australian Population 18+ (n=2031)

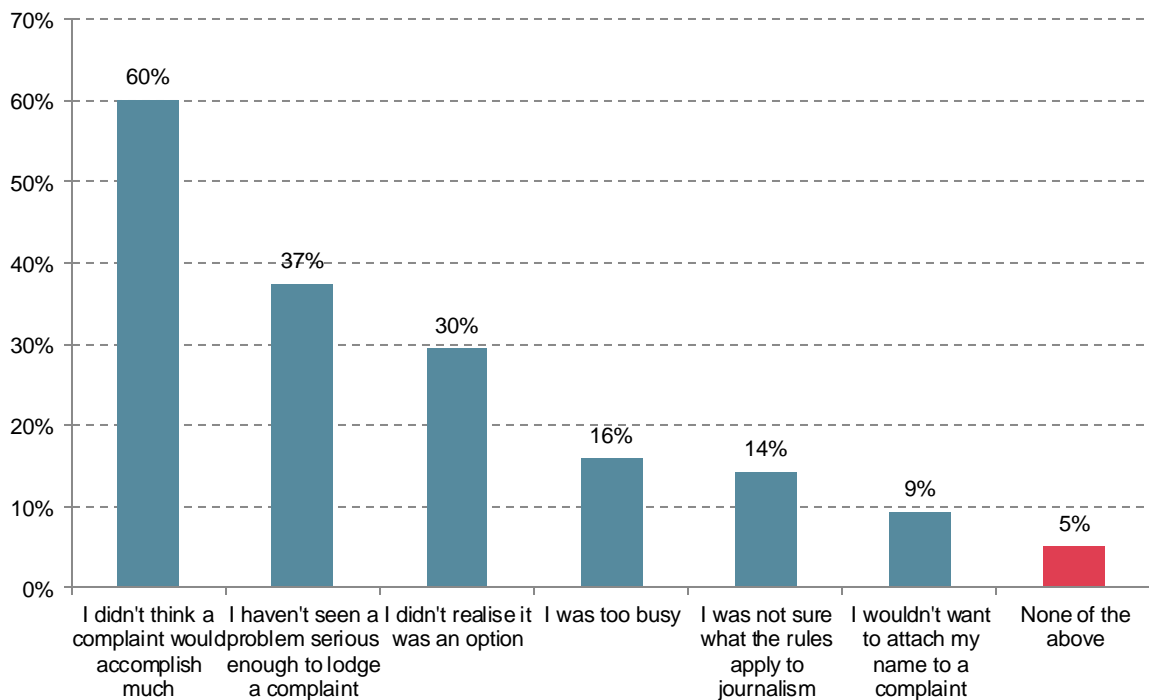
## 6.5 Reporting mistakes/inaccuracies in news

Of those who had reported experiencing mistakes/inaccuracies in news media within the past month, only 6% reported making a complaint about it. The proportion that experienced doctored photographs and made a complaint (10%) was significantly higher than the overall proportion that made a complaint. However, the proportion of people who experienced misleading headlines and made a complaint (4%) was significantly lower.

## 6.6 Reasons for not reporting mistakes/inaccuracies in news

As shown in Chart 14, three-fifths of those who did not report a mistake/inaccuracy they found in the news within the past three months believed that a complaint would not accomplish much (60%). Nearly another third stated that they did not realise reporting the mistake was an option (30%).

Chart 14: Reasons for not reporting mistakes/inaccuracies



Source: ACCC Consumer Use of News Survey 2018. Q24c Why did you not make a complaint about the <mistake/inaccuracy> you encountered in the news?

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Base: Australian Population 18+ who experienced factual mistakes and did not make a complaint (n=1428)

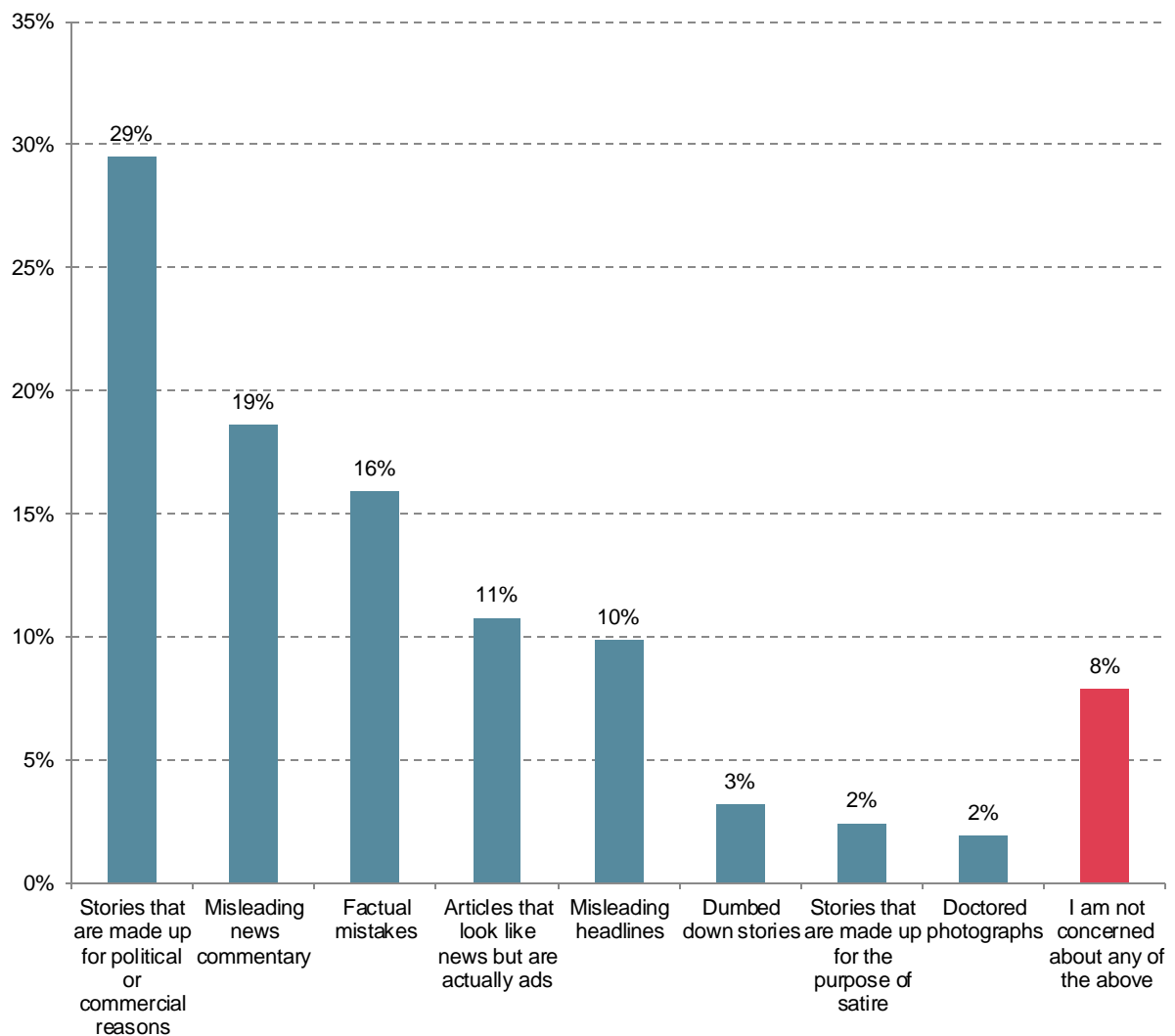
## 6.7 Awareness of complaints bodies

The survey listed five of the most active media complaints and reporting bodies in Australia and asked respondents to indicate whether they were aware of any of them. Twenty-seven percent of Australians aged 18+ reported that they were not aware of any of the named complaints and reporting bodies. The most commonly recognised complaints and reporting body was identified by under a third of Australians aged 18+ (30%) while the least recognised of those queried was only known to 4% of Australians aged 18+.

## 6.8 Main issue of concern

As seen in Chart 15, just under a third of Australians aged 18+ reported that their main issue of concern are 'stories that are made up for political or commercial reasons' (29%). The issue of least concern is 'doctored photographs', with only 2% of Australians aged 18+ reporting this as their main issue of concern, About 8% of people reported that they were not concerned about any of the named issues.

Chart 15: Main issue of concern



Source: ACCC Consumer Use of News Survey 2018. Q25 Which of the following issues are you most concerned about?  
Base: Australian Population 18+ (n=2031)

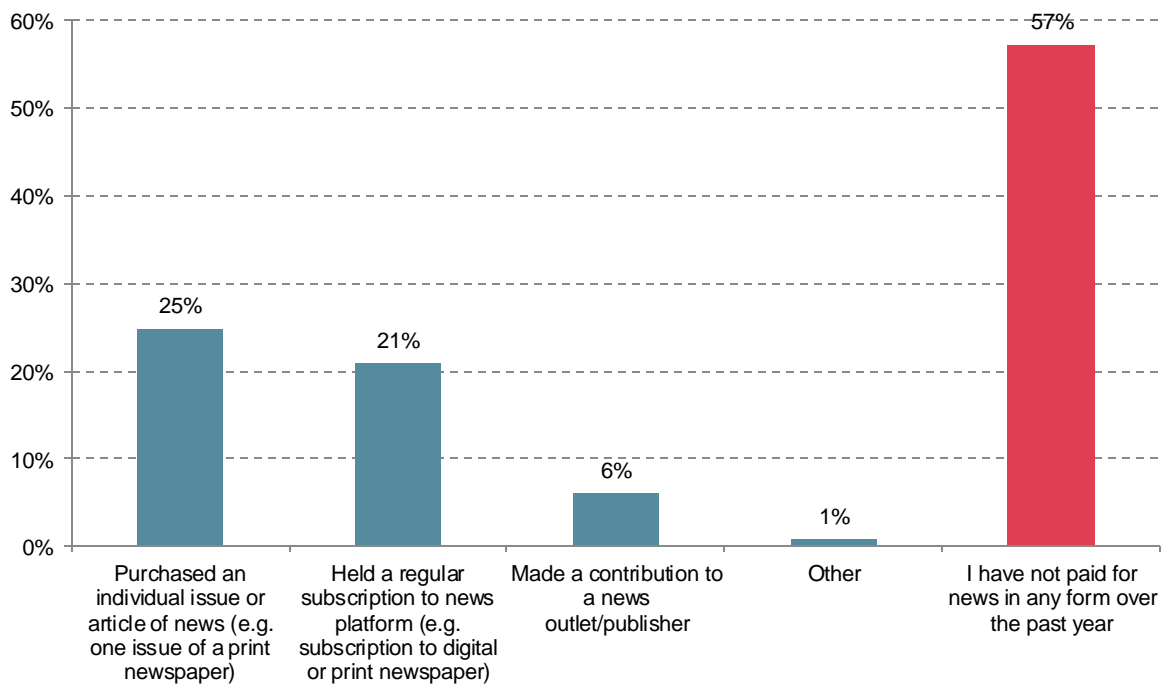


## 7 Willingness to pay for news

### 7.1 Methods used to purchase news

As shown in Chart 16, almost three fifths of Australians aged 18+ reported not paying for news in any form over the past year (57%). The most common method of paying for news was the purchase of an individual issue or article of news (25%), while 21% of Australians aged 18+ reported holding a regular subscription to a news platform.

Chart 16: Methods used to purchase news



Source: ACCC Consumer Use of News Survey 2018. Q26 *In the last year, which of the following ways have you paid for access to news media?*

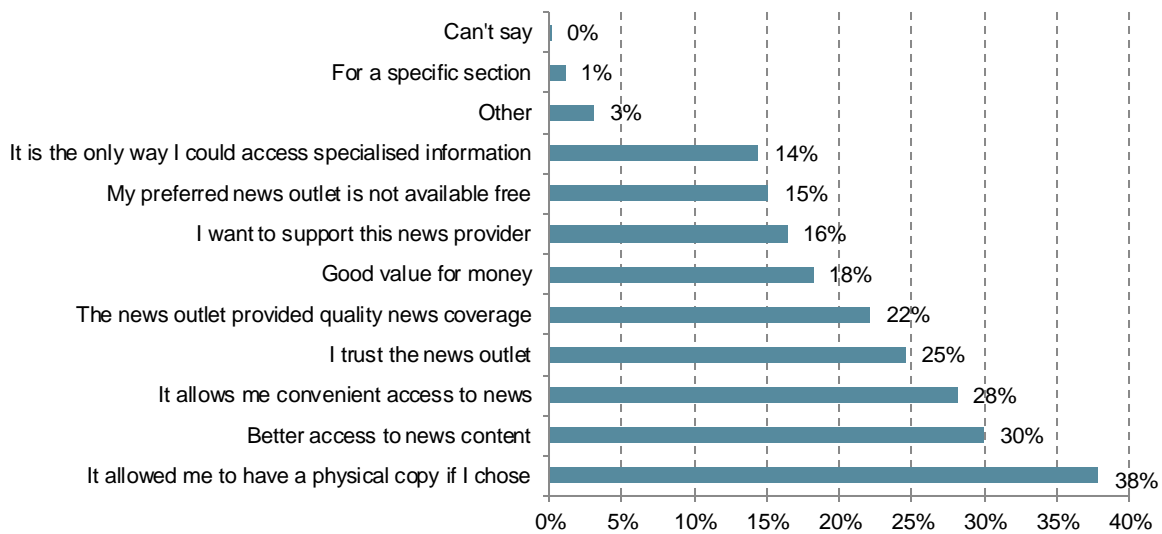
Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Base: Australian Population 18+ (n=2031)

### 7.2 Reasons for paying for news

As shown in Chart 17, of those who have paid for news within the past year, the most commonly cited reason was 'it allowed me to have a physical copy if I chose' (38%). Just under a third (30%) claimed that they paid for news as it allowed them 'better access to news content'.

Chart 17: Most important reasons for paying for news



Source: ACCC Consumer Use of News Survey 2018. Q27 What are your most important reasons for paying for news? (Please select up to three reasons)

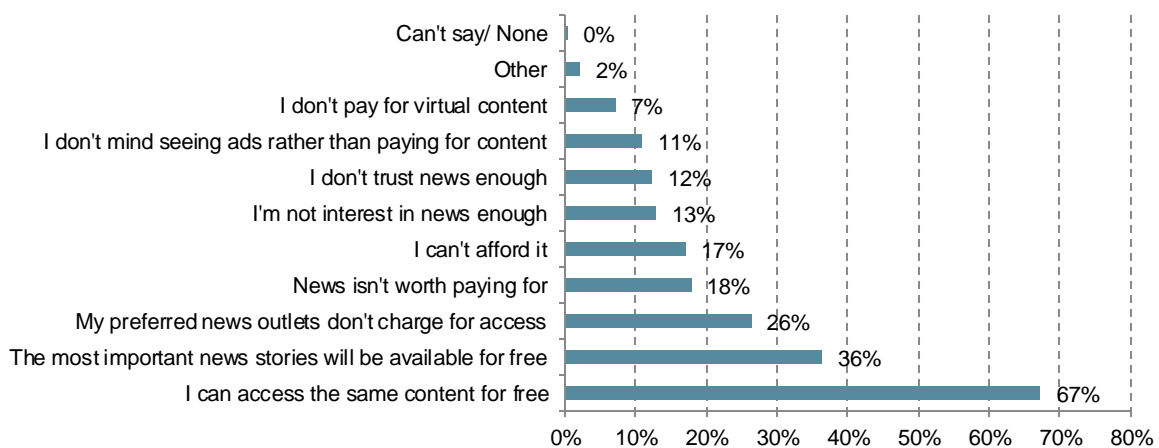
Note: This question allowed for multiple responses and therefore the figures will not sum to 100%  
 Base: Australian Population 18+ who have paid for news in the past year (n=930)

### 7.3 Reasons for not paying for news

Of those who have not paid for news in the past year, over two-thirds (67%) reported that this was because they 'can access the same content for free'. The next most common reason, cited by a little over a third of the population (36%) was that 'the most important news stories will be available for free'.

Of those who have not paid for news within the past year, nine out of ten (91%) stated that it was either 'very unlikely' or 'unlikely' that they would start to pay for news in the next twelve months.

Chart 18: Most important reasons for not paying for news



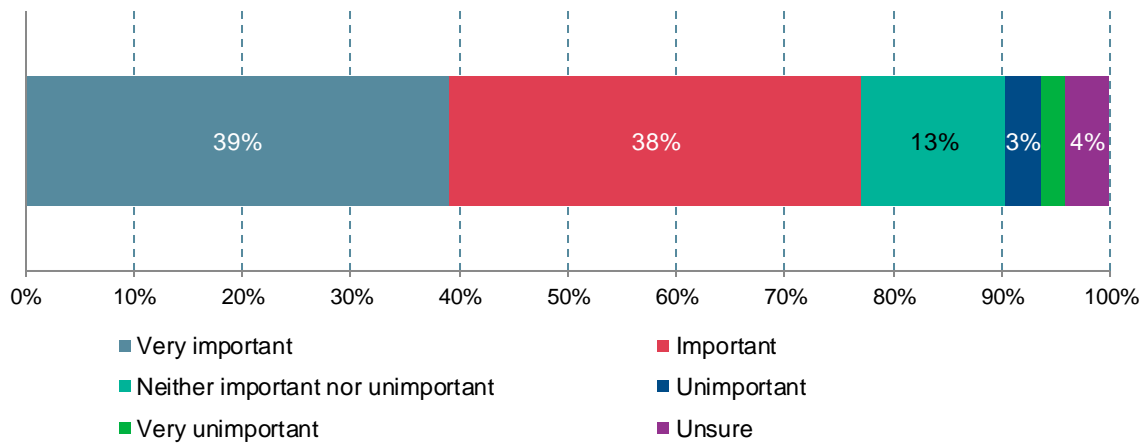
Source: ACCC Consumer Use of News Survey 2018. Q28a What are your most important reasons for not paying for news? (Please select up to three reasons)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%  
 Base: Australian Population 18+ who have not paid for news in the past year (n=1101)

## 8 Importance of news

The survey asked respondents to indicate how important they believed news services are in allowing participation and engagement in Australian society. Over three-quarters (77%) stated that they believed news services are either 'important' or 'very important' in this. Only 6% of Australians aged 18+ reported that they believed news services are 'unimportant' or 'very unimportant' in allowing participation and engagement in Australian society.

Chart 19: Perception of importance of news in allowing participation and engagement in Australian society

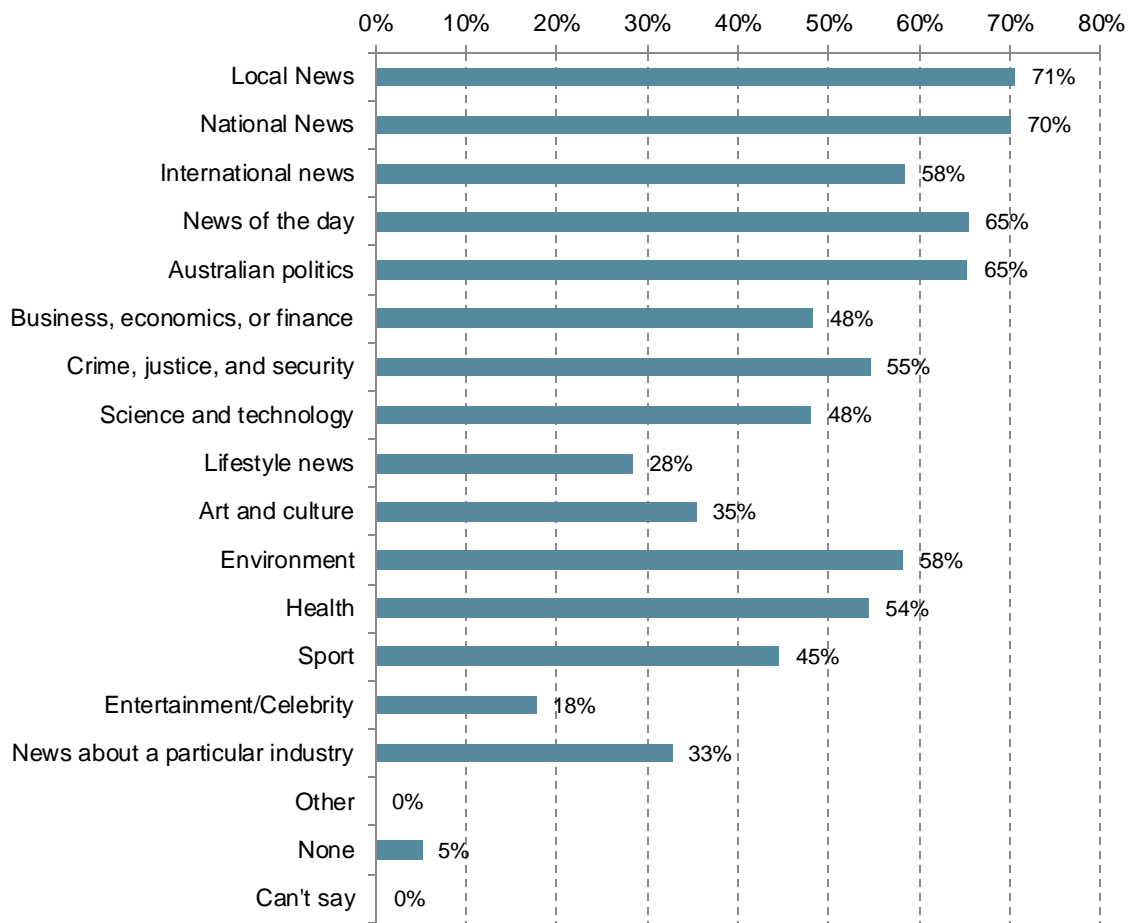


Source: ACCC Consumer Use of News Survey 2018. Q30 How important are news services in allowing people to participate and engage in Australian society?  
Base: Australian Population 18+ (n=2031)

### 8.1 Genres of news content that are important in allowing people to participate and engage in Australian society

'Local' and 'national News' were the two focuses that were most often cited to be important in allowing people to participate and engage in Australian society (71% and 70%). The specific genres of news that were most often cited as important were 'news of the day' (65%) and 'Australian politics' (65%).

Chart 20: Genres of news content that are important in allowing people to participate and engage in Australian society



Source: ACCC Consumer Use of News Survey 2018. Q31 What genres of news content are important in allowing people to participate and engage in Australian society?

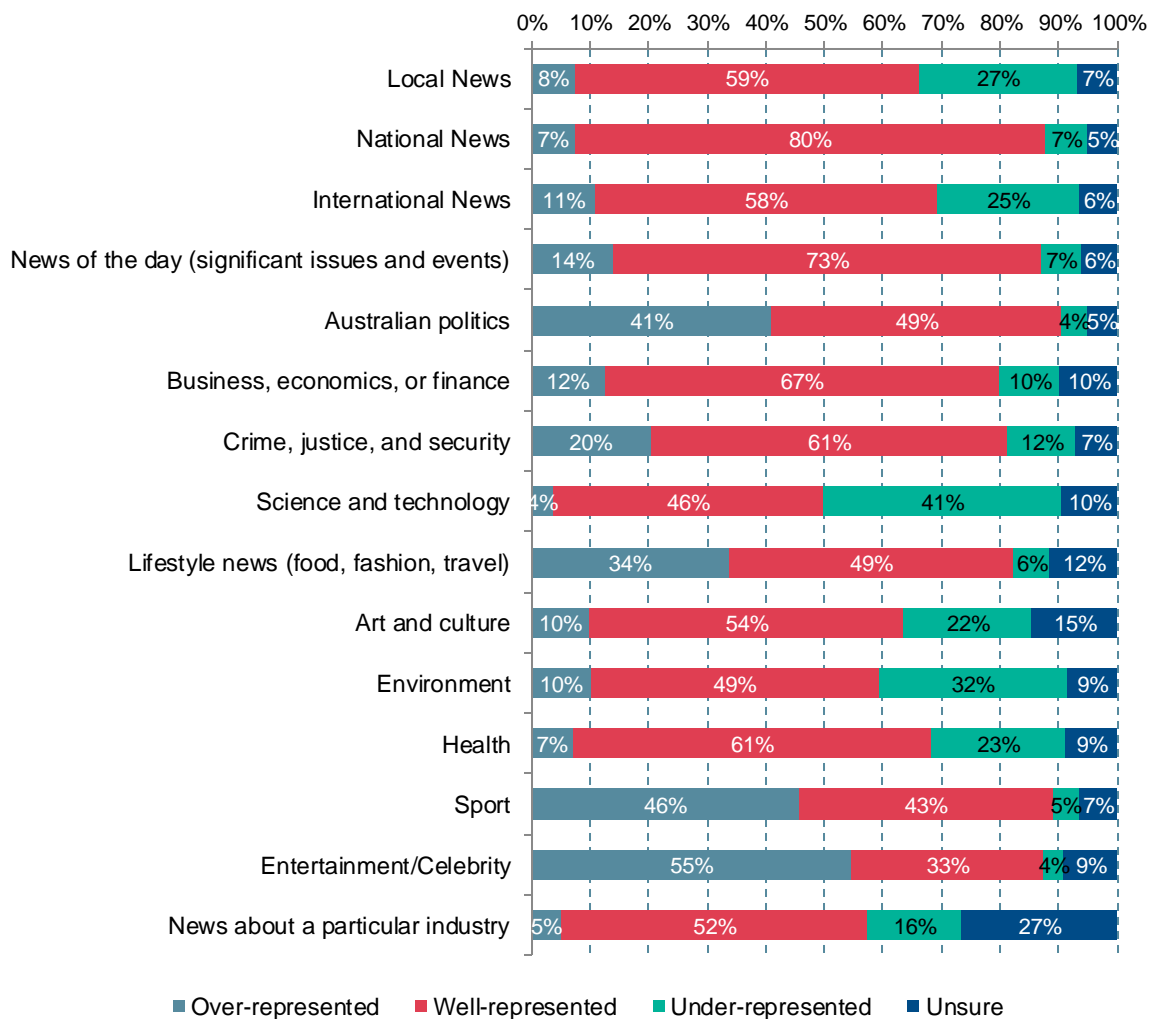
Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Base: Australian Population 18+ (n=2031)

## 8.2 Representation of Stories

As shown in Chart 21, over half of Australians aged 18+ believe that news about entertainment/celebrity is ‘overrepresented’ (55%). The next most commonly cited genre to be ‘overrepresented’ is ‘sport’ (46%) as well as Australian politics (41%). Science and technology is the most commonly cited genre to be ‘underrepresented’ (41%) followed by the environment (32%).

Chart 21: Representation of news focus/genre



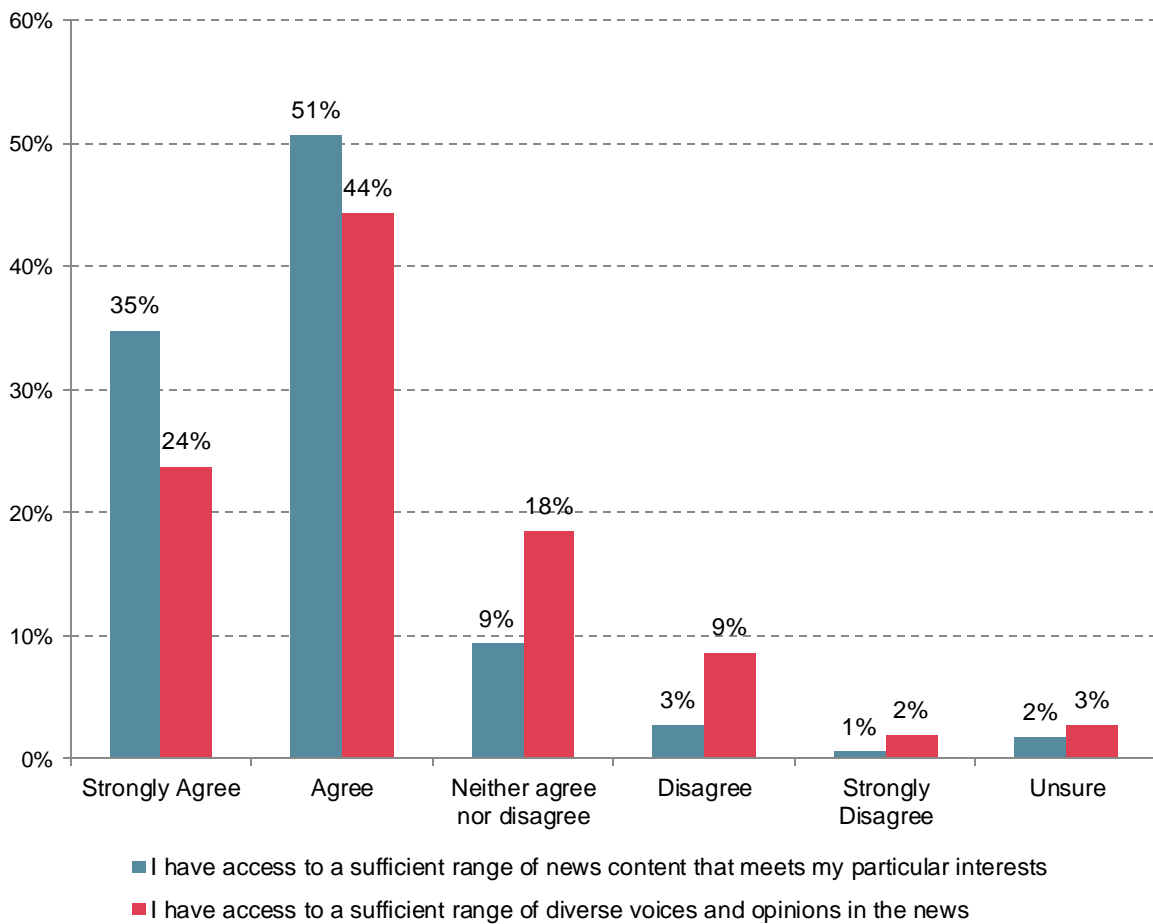
Source: ACCC Consumer Use of News Survey 2018. Q32 How well do you believe the following genres are represented in the news?  
 Base: Australian Population 18+ (n=2031)

While 65% of Australians aged 18+ believe that news about Australian politics is important in allowing participation and engagement in Australian society, 41% believe that this genre is ‘overrepresented’. Only 4% believe that this genre is ‘underrepresented’. This suggests that, while it is generally believed that the genre is important (97% of Australians aged 18+ reported that Australian politics was ‘highly relevant’ or ‘somewhat relevant’ to them), the popular opinion is that there is at least enough political news to fulfil the importance.

### 8.3 Access to diverse range of news

As shown in Chart 22, a greater proportion of Australians aged 18+ ‘agree’ or ‘strongly agree’ with the statement ‘I have access to a sufficient range of news content that meets my particular interests’ (86%), than the statement ‘I have access to a sufficient range of diverse voices and opinions in the news’ (68%), indicating that while overall Australians aged 18+ are satisfied with the range of their news content, they perceive a relative lack of diversity in the opinions within the news content they consume .

Chart 22: Perception of access to sufficient range and diversity of news



Source: ACCC Consumer Use of News Survey 2018. Q33 Thinking about the news content available to you, to what extent do you agree with the following statements: ‘I have access to a sufficient range of news content that meets my particular interests’ and ‘I have access to a sufficient range of diverse voices and opinions in the news’  
 Base: Australian Population 18+ (n=2031)

## 9 Appendix

### 9.1 Methodology

A quantitative survey was conducted online via Roy Morgan's Consumer Panel, and occurred in two parts:

- An initial **pilot** survey was conducted from 31 August to 4 September and obtained 201 respondents.
  - This survey was designed to test the overall readability and usability of the survey.
  - Based on results of the survey, a number of changes to the final survey were made.
  - This sample was subsequently excluded from being invited to participate in the main survey.
  - Given the extent of variation between the two surveys, the pilot group were not included in the final sample.
- The **main** survey was conducted from 11 September to 26 September and obtained 2,031 respondents.
  - Average survey length was 21 minutes and 47 seconds.
  - An external contractor, SSI, was commissioned to assist in fulfilling specific hard to fill quota groups, namely Australians aged 18-24 and those aged 80+.
  - The final database incorporated respondents from only the main surveys, giving a total final count of 2,031 respondents.

#### 9.1.1 Sample selection

Eligible respondents to the survey had to be aged 18+ years and living in Australia. Minimum interlocking quotas were set for age by region (metro vs regional) to ensure representativeness across those areas and sufficient numbers in each quota group to enable deeper analysis into each as required.

Table 2 below shows the minimum quotas – please note that the total sample size achieved was higher, and is discussed later in this report.

**Table 2: Minimum quota requirements for the main survey**

AGE	METRO	REGIONAL	TOTAL
18-24 years	150	150	300
25-34 years	150	150	300
35-49 years	150	150	300
50-64 years	150	150	300
65-79 years	150	150	300
80+ years	150	150	300
<b>TOTAL</b>			<b>1800</b>

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The final survey sample (n=2,031) was weighted to the total population of Australians aged 18 or more based on September 2018 population data provided by the ABS. The weights were applied by age, gender and region.

### **9.1.2 Questionnaire design**

As the questionnaire aimed to identify how Australians access news and their expectations and perceptions of news, the questionnaire was effectively designed (in conjunction with the ACCC) to be in six main parts:

- Perceptions of news outlets
- Pathways to news
- Trust in news
- Willingness to pay for news
- Importance of news
- Demographic questions.

A copy of the questionnaire is available in Section 9.2.

#### **Perceptions of news outlets**

This section was designed to understand the types of news that are relevant to consumers and the types of media organisation that consumers consider to be news sources.

#### **Pathways to news**

This section looked at how Australian consumers access news across different news mediums, outlets and devices.

#### **Trust in news**

This section was designed to ascertain whether Australians feel they can trust the news (in general and the news they consume), and to explore the issues around fake news.

#### **Willingness to pay for news**

This section looked at whether Australians currently pay for news content and whether they would be willing to pay for news content.

#### **Importance of news**

The aim of this section was to understand what genres of news consumers believe enable them to participate in political, economic and community life in Australia.

#### **Demographics**

The demographic questions were split between the beginning and end of the survey, with some questions being asked to assist with quota allocation (namely age, gender, and postcode), and others being asked at the end of the survey to assist with additional analysis (namely education, income, English as a second language, and Aboriginal and/or Torres Strait Islander status).

With respect to the gender variable, respondents were given three options (male, female, other). Respondents who selected 'other' were randomly allocated as either male or female to assist with weighting. This is standard practice to ensure that all respondent results are counted, as national



## Consumer Use of News

statistics provided by both the ABS and Roy Morgan's Single Source data do not include reliable weighting metrics (due to low numbers). Individuals who selected 'other' comprised 0.6% of the total respondents to this survey.

A breakdown of the demographic profile of respondents is shown in Table 3.

**Table 3: Demographic profile of respondents**

	Survey Respondents	Weighted Count ('000)	Percentage (of weighted)
<b>Gender (Allocated)</b>			
Male	1021	9518	49.0%
Female	1010	9908	51.0%
<b>Age</b>			
18-24 years	301	2350	12.1%
25-35 years	338	3734	19.2%
35-49 years	367	4983	25.7%
50-64 years	352	4426	22.8%
65-79 years	371	2922	15.0%
80 years or older	302	1011	5.2%
<b>State</b>			
NSW (inc. ACT)	645	5757	29.6%
VIC	518	5398	27.8%
QLD	455	3948	20.3%
SA (inc. NT)	199	2140	11.0%
WA	138	1454	7.5%
TAS	76	730	3.8%
<b>Region</b>			
Metro	1057	13146	67.7%
Regional	974	6280	32.3%
<b>Education</b>			
Some Tertiary	1357	13872.64481	71.4%
No Tertiary	632	5195	26.7%
<b>Language Spoken at Home</b>			
English Only	1749	16113	82.9%
Language other than English	282	3313	17.1%
<b>Aboriginal/Torres Strait Islander Origin</b>			
ATSI Origin	62	563	2.9%
Not ATSI Origin	1969	18863	97.1%

## 9.2 Questionnaire

ACCC Consumer Use of News Survey 2018 2018

### **SDGEN**

What is your gender?

- Male (1)
- Female (2)
- Unspecified (3)

### **S1 - S1**

What is your age?

- 17 years or under (1)
- 18-24 years (2)
- 25-34 years (3)
- 35-49 years (4)
- 50-64 years (5)
- 65-79 years (6)
- 80 years or older (7)
- Prefer not to answer (99)

**IF S1 = 1 OR 99 TERMINATE**

### **S2 - S2**

What is your postcode?

*This survey is being conducted on behalf of the Australian Competition and Consumer Commission (ACCC), and aims to understand your views on and experiences accessing news from different platforms. These include television, radio, newspapers, social media sites, and news aggregator sites (sites that collect news from many different sources and present it to you in one location, like Google News or Apple News).*

*There are no right or wrong answers, as we're only interested in your opinions and experiences.*

### **Q1 - Q1**

Typically, how often do you access news?

By news we mean national, international, regional/ local news and other topical events accessed via any platform (radio, TV, newspaper or online).

- At least hourly (1)
- Several times a day, but less than hourly (2)
- Once a day (3)
- Several times a week, but less than daily (4)
- Once a week (5)
- Less than weekly (6)

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**Q2 - Q2**

Which, if any, of the following devices have you used to access news in the last week?

- Television (1)
- Radio (2)
- Desktop computer (3)
- Laptop computer (4)
- Tablet (5)
- Mobile phone (6)
- Smart Speaker (i.e. Voice activated, internet connected speaker) (7)
- Smart watch (8)
- Other (please specify) (9) \_\_\_\_\_ [Keep position ♦ Other]
- None (10) [Keep position ♦ Exclusive]

**Q3 - Q3**

Which of the following platforms have you accessed news with in the last week?

- Television  
Either live broadcast or catch-up (e.g. ABC iView, 9Now, Freeview Catch Up). (1)
- Radio  
Either live broadcast or catch-up (e.g. 2GB, Triple J, Nova, FoxFM) (2)
- Print Newspapers  
e.g. The Age, The Australian, The Courier Mail, The Daily Telegraph, your local community newspaper, etc.
- News websites  
e.g. ABC News online, news.com.au, theage.com.au, The Conversation, Crikey, the Guardian, etc. (4) [Keep position]
- Other online sources  
e.g. Facebook, Twitter, Google News, Apple News, Reddit etc. (5) [Keep position]
- Have not accessed news in the last week (9) [Keep position ♦ Exclusive]

**Ask if selected option 1 in Q3**

**Q4A - Q4A**

In the last week, what type of news content did you access on Television, and how was it accessed?

	Q4A_1 - Commercial TV (e.g. 7, 9, 10, Prime, WIN, Southern Cross)	Q4A_2 - Public Broadcasters (e.g. ABC, SBS)	Q4A_3 - Subscription TV (e.g. Fox News, CNN, Sky News)
News Program (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Current Affairs Program (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not access in the last week (3) [Keep position ♦ Exclusive]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Consumer Use of News**

**Q4B - Q4B**

[Scale display order=Rotate]

In the last week, how did you access Television news content?

	Q4B_1 - Commercial TV (e.g. 7, 9, 10, Prime, WIN, Southern Cross) <b>[hide if 'did not access in last week' selected in Q4a]</b>	Q4B_2 - Public Broadcasters (e.g. ABC, SBS) <b>[hide if 'did not access in last week' selected in Q4a]</b>	Q4B_3 - Subscription TV (e.g. Fox News, CNN, Sky News) <b>[hide if 'did not access in last week' selected in Q4a]</b>
Live Broadcast (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catch up (e.g. app, website, smart TV) (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (3) [Keep position]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Ask if selected option 2 in Q3**

**Q5A - Q5A**

[Scale display order=Rotate]

In the last week, what type of news content did you access on Radio, and how was it accessed?

	Q5A_1 - Commercial Radio (e.g. Triple M, Nova, FoxFM)	Q5A_2 - Public Broadcasters (e.g. Triple J, ABC, SBS)	Q5A_3 - Community Radio (e.g. 4ZZZ, FBi Radio, Koori Radio)
News Bulletin (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Program (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not access in the last week (3) [Keep position ♦ Exclusive]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q5B - Q5B**

[Scale display order=Rotate]

In the last week, how did you access radio news content?

**Consumer Use of News**

	Q5B_1 - Commercial Radio (e.g. Triple M, Nova, FoxFM) [hide if 'did not access in last week' selected in Q5a]	Q5B_2 - Public Broadcasters (e.g. Triple J, ABC, SBS) [hide if 'did not access in last week' selected in Q5a]	Q5B_3 - Community Radio (e.g. 4ZZZ, FBi Radio, Koori Radio) [hide if 'did not access in last week' selected in Q5a]
Live broadcast (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catch up (e.g. app, website, or other online) (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcast (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Ask if selected option 3 in Q3**

**Q6A - Q6A**

In the last week, how did you access Newspaper news content?

	Print/ Physical copy	News outlet's app or website	Social media	News Aggregator (Google News, Apple News etc.)	Did not access in the last week [single select]
<b>National Newspapers</b> (e.g. <i>The Australian, The Australian Financial Review</i> )					
<b>State/Territory Newspapers</b> (e.g. <i>The Sydney Morning Herald, The Age, The Courier-Mail, The Advertiser, The Mercury</i> )					
<b>Regional Newspapers</b> (publications)					

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<p><i>providing news to towns or regional areas outside of major cities e.g. the Illawarra Mercury, the Townsville Bulletin, the Albany Advertiser or the Flinders News)</i></p>					
<p><b>Community/ Suburban Newspapers</b> <i>(publications providing news to suburbs and communities within major cities e.g. the Blacktown Advocate, the Frankston Standard Leader, the Freemantle Gazette)</i></p>					
<p><b>International Newspapers</b> <i>(The Wall Street Journal, The Financial Times, The New York Times)</i></p>					

**Ask if selected option 4 in Q3**

**Q7 - Q7**

[Rotated answerlist ♦ Field width=1 ♦ Force Number of Items: Min 1]

In the last week, how did you access News Website news content?

- ABC News Online (1)
- News.com.au (2)
- Nine.com.au (3)
- The Conversation (12)
- Vice News (13)
- Crikey (14)

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- Yahoo!7 (4)
- Sydney Morning Herald Online / The Age online (5)
- Daily Telegraph online (6)
- Guardian online (7)
- BuzzFeed News (8)
- Skynews.com.au (9)
- Channel TEN news online (10)
- Mail Online (11)
- Junkee (15)
- Huffington Post/Politico (16)
- Couriermail.com.au (17)
- Thewest.com.au (18)
- Goldcoastbulletin.com.au (19)
- Theaustralian.com.au (21)
- Other (please specify) (20) \_\_\_\_\_ [Keep position + Other]

**Q8A - Q8A**

In the last week, which of the following Apps did you use in general, and which ones for news?

	In general	For News	Did not use in the last week <b>[SINGLE]</b>
<b>Search Apps</b>			
Google			
Bing			
DuckDuckGo			
Other Search App (please specify)			

**Q8b**

	In general	For News	Did not use in the last week <b>[SINGLE]</b>
<b>Social and Messaging Apps</b>			
Facebook			
YouTube			
Instagram			
Twitter			
LinkedIn			
WhatsApp			
Facebook Messenger			
Snapchat			
Viber			
WeChat			
Other Social and/or Messaging App (please specify)			

**Q8c**

	In general	For News	Did not use in the last week <b>[SINGLE]</b>
<b>News Aggregators</b>			
Apple News			

**Consumer Use of News**

Google News			
Flipboard			
Other News Aggregator App (please specify)			

**Q8B1 - Q8B1**

When you see a news article on your social media feed, search results, or in a news aggregator, how important are the following characteristics in helping you decide which articles to read?

	Very Important (1)	Important (2)	Somewhat important (3)	Not at all important (4)	Unsure (5)
Interesting headline (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The photo or video looks interesting (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aside from the headline, the text explaining the article interests me (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I recognise and trust the news provider (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I recognise and trust the journalist (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is at the top of the search results (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It has a lot of likes or shares (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was shared or posted by a friend (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q9 - Q9**

[Rotated answerlist]

Which of the following would you say is your main source of news:

- Television  
Either live broadcast or catch-up (e.g. ABC iView, 9Now, Freeview Catch Up). (1)
- Radio  
Either live broadcast or catch-up (e.g. 2GB, Triple J, Nova, FoxFM) (2)
- Print Newspapers  
e.g. The Age, The Australian, The Courier Mail, The Daily Telegraph, your local community newspaper, ect. (3)
- News websites  
e.g. ABC News online, news.com.au, theage.com.au, The Conversation, Crikey, the Guardian, ect. (4)
- Other online sources  
e.g. Facebook, Twitter, Google News, Apple News, Reddit etc. (5)



**Consumer Use of News**

**Q10 - Q10**

[Rotated answerlist]

Why <sup>^text\_from\_Q9()</sup> your main source of news?

- It provides stories of interest to me (1)
- It is convenient to use (2)
- It is how I've always accessed news (3)
- It is free (4)
- It is trustworthy (5)
- It is of high quality (6)
- Other (please specify) (7) \_\_\_\_\_ [Keep position ♦ Other]

**Q12 - Q12**

Coming to the focus of news content, please indicate how relevant or irrelevant you feel each of these news types are to you.

	Highly relevant  I often seek out this type of news (1)	Somewhat relevant  I will consume this type of news when convenient (2)	Irrelevant  I have no interest in this type of news (3)	Unsure  &nbsp; (4)
Local News (events and issues in my city, town, or local area) (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National News (events and issues across Australia) (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International news (including issues, events, and politics) (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q13 - Q13**

Coming to specific news topics, please indicate how relevant or irrelevant you feel each of these topics are to you.

	Highly relevant  I often seek out this type of news (1)	Somewhat relevant  I will consume this type of news when convenient (2)	Irrelevant  I have no interest in this type of news (3)	Unsure  &nbsp; (4)
News of the day (significant issues and	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Consumer Use of News**

	Highly relevant  I often seek out this type of news (1)	Somewhat relevant  I will consume this type of news when convenient (2)	Irrelevant  I have no interest in this type of news (3)	Unsure  &nbsp; (4)
events) (1)				
Australian politics (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business, economics, or finance (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crime, justice, and security (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science and technology (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifestyle news (food, fashion, travel) (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art and culture (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health (9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport (10)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment/Celebrity (11)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News about a particular industry (12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q11A - Q11A**

How do you usually access the following types of news?

	<b>Television</b> <i>Either live broadcast or catch-up</i>	<b>Radio</b> <i>Either live broadcast or catch-up</i>	<b>Print Newspaper</b> <i>Sydney Morning Herald, The Australian, ect</i>	<b>News Websites</b> <i>e.g. smh.com.au, Conversation, Crikey, the Guardian, New York Times, or Daily Mail</i>	<b>Other Online Source</b> <i>Facebook, Google News, Apple News etc.</i>	<b>Do not access this type of news</b>
<b>Locality</b>						
Local News (events and issues in my city, town, or local area)						
National News (events and issues across Australia)						

**Consumer Use of News**

International news (including issues, events, and politics)						
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**Q11B - Q11B**

How do you usually access the following types of news?

	<b>Television</b> <i>Either live broadcast or catch-up</i>	<b>Radio</b> <i>Either live broadcast or catch-up</i>	<b>Print Newspaper</b> <i>Sydney Morning Herald, The Australian, ect</i>	<b>News Websites</b> <i>e.g. smh.com.au, Conversation, Crikey, the Guardian, New York Times, or Daily Mail</i>	<b>Other Online Source</b> <i>Facebook, Google News, Apple News etc.</i>	<b>Do not access this type of news</b>
<b>Topic</b>						
News of the day (significant issues and events)						
Australian politics						
Business, economics, or finance						
Crime, justice, and security						
Science and technology						
Lifestyle news (food, fashion, travel)						
Art and culture						
Environment						
Health						
Sport						
Entertainment/Celebrity						
News about a particular industry						

**Consumer Use of News**

**Q15 - Q15**

[Ranking]

In terms of the news sources you choose to consume, rank the following factors in order of importance:

- \_\_\_ It provides me with news relevant to my interests / news requirements (1)
- \_\_\_ It is entertaining to read / watch / listen (2)
- \_\_\_ It contains opinions and commentary that I tend to agree with (3)
- \_\_\_ It provides the most accurate and reliable factual information (4)
- \_\_\_ It provides a range of viewpoints and opinions (5)
- \_\_\_ It makes sense of serious and complex issues (6)

**Q17 - Q17**

Please indicate whether you agree or disagree with the following statements:

	Strongly agree (1)	Agree (2)	Neither agree nor disagree (3)	Disagree (4)	Strongly disagree (5)	Unsure (6)
I think I can trust most of the news I consume most of the time (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think most people can trust the news they consume most of the time (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q18 - Q18**

[Rotated answerlist]

When deciding which news providers to trust, how important are the following characteristics?

	Very Important (1)	Important (2)	Somewhat important (3)	Not at all important (4)
Reporting is accurate (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reporting is neutral and unbiased (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am familiar with the news provider (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am familiar with the journalists employed by that provider (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The news provider is a public broadcaster (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The news provider is commercially funded / independent from government funding (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The news provider is independent from	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Consumer Use of News**

	Very Important (1)	Important (2)	Somewhat important (3)	Not at all important (4)
political and/or government interests (6)				
I tend to agree with the opinions of the journalists/presenters (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q20A - Q20A**

[Rotated answerlist ♦ Group display order=Rotate]

Which of the following television news brands would you consider being trustworthy, and which ones would you consider untrustworthy?

	Trustworthy (1)	Neither trustworthy nor untrustworthy (2)	Untrustworthy (3)	Unaware of this brand (4)
ABC News (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel 7 News (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel 9 News (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel TEN News (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WIN Television (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southern Cross Television (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prime7 (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Al Jazeera (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CNN (9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky News (10)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fox News (11)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SBS News (12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC News (13)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q20B - Q20B**

[Rotated answerlist ♦ Group display order=Rotate]

Which of the following radio news brands would you consider being trustworthy, and which ones would you consider untrustworthy?

	Trustworthy (1)	Neither trustworthy nor untrustworthy (2)	Untrustworthy (3)	Unaware of this brand (4)
Triple M (15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KIIS (Mix FM) (16)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ABC Radio (17)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southern Cross Radio (18)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Triple J /Double J/ Unearthed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Consumer Use of News**

	Trustworthy (1)	Neither trustworthy nor untrustworthy (2)	Untrustworthy (3)	Unaware of this brand (4)
(19)				
Nova (20)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fox FM (21)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SBS (22)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q20C - Q20C**

[Rotated answerlist ♦ Group display order=Rotate]

Which of the following print newspaper brands would you consider being trustworthy, and which ones would you consider untrustworthy?

	Trustworthy (1)	Neither trustworthy nor untrustworthy (2)	Untrustworthy (3)	Unaware of this brand (4)
The local or community newspaper in your region (24)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Herald Sun (25)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Telegraph (26)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sydney Morning Herald / The Age (27)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Australian (28)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Australian Financial Review (29)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Advertiser (30)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courier Mail (31)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The West Australian (32)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q20D - Q20D**

[Rotated answerlist ♦ Group display order=Rotate]

Which of the following online news brands would you consider being trustworthy, and which ones would you consider untrustworthy?

	Trustworthy (1)	Neither trustworthy nor untrustworthy (2)	Untrustworthy (3)	Unaware of this brand (4)
ABC News Online (34)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News.com.au (35)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nine.com.au (36)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yahoo!7 (37)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Consumer Use of News**

	Trustworthy (1)	Neither trustworthy nor untrustworthy (2)	Untrustworthy (3)	Unaware of this brand (4)
Sydney Morning Herald Online / The Age online (38)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Telegraph online (39)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guardian online (40)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buzzfeed News (41)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skynews.com.au (42)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel TEN news online (43)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail Online (44)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Conversation (45)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vice News (46)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crikey (47)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Junkee (48)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Huffington Post/Politico (49)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Couriermail.com.au (50)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thewest.com.au (51)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goldcoastbulletin.com.au (52)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theaustralian.com.au (53)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q21 - Q21**

In the last week, have you found yourself actively avoiding news content?

- Yes (1)
- No (2)

**If selected Option 1 in Q21, ask Q22:**

**Q22 - Q22**

[Rotated answerlist]

What were your reasons for actively avoiding news in the last week?

- I feel that following the news can have a negative effect on my mood (e.g. makes me angry, anxious, upset) (1)
- I could not be sure that the news would be accurate (2)
- I feel that news content is biased towards a particular ideology (3)
- I feel that news content is not relevant to me (4)
- I do not feel there is anything I can do about the stories that are being reported on (5)
- I find that graphic images shown in the news upset me (6)
- I find that following the news leads to arguments I'd rather avoid (7)
- I find that following the news disturbs my ability to concentrate (8)
- I find that following the news consumes too much of my time (9)
- I find the news boring (10)
- I do not care about what is being reported on (11)

**Consumer Use of News**

Other (please specify) (12)\_\_\_\_\_ [Keep position ♦ Other]

**Q23A - Q23A**

[Rotated answerlist]

In the last 3 months, which (if any) of the following have you come across in the news?

Select all apply

- Stories that are made up for the purpose of satire (1)
- Articles that look like news but are actually ads (2)
- Stories that are made up for political or commercial reasons (3)
- Dumbed down stories (4)
- None of the above (5) [Keep position ♦ Exclusive]

**Q23B - Q23B**

[Rotated answerlist]

In the last 3 months, which (if any) of the following have you come across recently in the news?

Select all apply

- Factual mistakes (1)
- Misleading headlines (2)
- Doctored photographs (3)
- Misleading news commentary (4)
- None of the above (5) [Keep position ♦ Exclusive]

**If select options 5 in Q23b, skip to Q24d**

**Q24A - Q24A**

You mentioned in the last question that you have seen <IF Q23b=1 AND 2 AND 3 AND 4, THEN 'factual mistakes, misleading headlines, doctored photographs, and misleading news commentary'/ IF Q23b=1 AND 2 AND 3, THEN 'factual mistakes, misleading headlines, and doctored photographs'/ IF Q23b=1 AND 2, THEN 'factual mistakes and misleading headlines'/ IF Q23b=1 AND 3, THEN 'factual mistakes and doctored photographs'/ IF Q23b=1 AND 4, THEN 'factual mistakes and misleading news commentary'/ IF Q23b=1, THEN 'factual mistakes'/ IF Q23b=2, THEN 'misleading headlines'/ IF Q23b=2 AND 3, THEN 'misleading headlines and doctored photographs' / IF Q23b=2 AND 4, THEN 'misleading headlines and misleading news commentary'/ IF Q23b= 2 AND 3 AND 4 THEN 'misleading headlines, doctored photographs, and misleading news commentary' / IF Q23b=3, THEN 'doctored photographs'/ IF Q23b=3 AND 4, THEN 'doctored photographs and misleading news commentary'/ IF Q23b=4, THEN 'misleading news commentary'> in news sources within the past 3 months. What news sources did you see <IF one option selected THEN 'this'/ IF more than one option selected THEN 'these'> in?

^get\_Qtext\_Q24A()^

Select all apply



## Consumer Use of News

- News website (e.g. ABC News online, news.com.au, The Conversation etc.) (1)
- Social media (e.g. Facebook, Twitter, Snapchat, etc.) (2)
- Search engine (e.g. Google, Bing, DuckDuckGo, etc.) (3)
- News aggregator (e.g. Google News, Apple News, Flipboard etc.) (4)
- Television (5)
- Radio (6)
- Print newspapers (7)
- Other (please specify) (8)\_\_\_\_\_ [Keep position ♦ Other]

### Q24B - Q24B

Did you make a complaint about the <IF Q23b=1 AND 2 AND 3 AND 4, THEN 'factual mistakes, misleading headlines, doctored photographs, and misleading news commentary'/ IF Q23b=1 AND 2 AND 3, THEN 'factual mistakes, misleading headlines, and doctored photographs'/ IF Q23b=1 AND 2, THEN 'factual mistakes and misleading headlines'/ IF Q23b=1 AND 3, THEN 'factual mistakes and doctored photographs'/ IF Q23b=1 AND 4, THEN 'factual mistakes and misleading news commentary'/ IF Q23b=1, THEN 'factual mistakes'/ IF Q23b=2, THEN 'misleading headlines'/ IF Q23b=2 AND 3, THEN 'misleading headlines and doctored photographs' / IF Q23b=2 AND 4, THEN 'misleading headlines and misleading news commentary'/ IF Q23b= 2 AND 3 AND 4 THEN 'misleading headlines, doctored photographs, and misleading news commentary' / IF Q23b=3, THEN 'doctored photographs'/ IF Q23b=3 AND 4, THEN 'doctored photographs and misleading news commentary'/ IF Q23b=4, THEN 'misleading news commentary'> you encountered in the news?

- Yes (1)
- No (2)

**If selected Option 2 in Q24b, ask Q24c:**

### Q24C - Q24C

[Rotated answerlist]

Why did you not make a complaint about the <IF Q23b=1 AND 2 AND 3 AND 4, THEN 'factual mistakes, misleading headlines, doctored photographs, and misleading news commentary'/ IF Q23b=1 AND 2 AND 3, THEN 'factual mistakes, misleading headlines, and doctored photographs'/ IF Q23b=1 AND 2, THEN 'factual mistakes and misleading headlines'/ IF Q23b=1 AND 3, THEN 'factual mistakes and doctored photographs'/ IF Q23b=1 AND 4, THEN 'factual mistakes and misleading news commentary'/ IF Q23b=1, THEN 'factual mistakes'/ IF Q23b=2, THEN 'misleading headlines'/ IF Q23b=2 AND 3, THEN 'misleading headlines and doctored photographs' / IF Q23b=2 AND 4, THEN 'misleading headlines and misleading news commentary'/ IF Q23b= 2 AND 3 AND 4 THEN 'misleading headlines, doctored photographs, and misleading news commentary' / IF Q23b=3, THEN 'doctored photographs'/ IF Q23b=3 AND 4, THEN 'doctored photographs and misleading news commentary'/ IF Q23b=4, THEN 'misleading news commentary'> you encountered in the news?

Select all apply

## Consumer Use of News

- I haven't seen a problem serious enough to lodge a complaint (1)
- I was too busy (2)
- I didn't realise it was an option (3)
- I was not sure what the rules apply to journalism (4)
- I didn't think a complaint would accomplish much (5)
- I wouldn't want to attach my name to a complaint (6)
- None of the above (7) [*Keep position ♦ Exclusive*]

### Q24D - Q24D

[Rotated answerlist]

Which of the following complaints bodies are you familiar with?

Select all apply

- APC (Australian Press Council) (1)
- ACMA (Australian Communication and Media Authority) (2)
- MEAA (Media Entertainment & Arts Alliance) (3)
- IMA (Independent Media Council) (4)
- FreeTV Australia (5)
- None of the above (6) [*Keep position ♦ Exclusive*]

### Q25 - Q25

[Rotated answerlist]

Which of the following issues are you most concerned about?

- Stories that are made up for the purpose of satire (1)
- Articles that look like news but are actually ads (2)
- Stories that are made up for political or commercial reasons (3)
- Factual mistakes (4)
- Dumbed down stories (5)
- Misleading headlines (6)
- Doctored photographs (7)
- Misleading news commentary (8)
- I am not concerned about any of the above (9) [*Keep position*]

### Q26 - Q26

In the last year, which of the following ways have you paid for access to news media?

- Purchased an individual issue or article of news (e.g. one issue of a print newspaper) (1)
- Held a regular subscription to news platform (e.g. subscription to digital or print newspaper) (2)
- Made a contribution to a news outlet/publisher (3)
- Other (please specify) (4) \_\_\_\_\_ [*Keep position ♦ Other*]
- I have not paid for news in any form over the past year (5) [*Keep position ♦ Exclusive*]

**Ask only if selected any of 1-4 in Q26**

**Consumer Use of News**

**Q27A - Q27A**

[Force Number of Items: Min 1 ♦ Force Number of Items: Max 3]

What are your most important reasons for paying for news?

Please select up to three reasons.

- Better access to news content (1)
- Good value for money (2)
- My preferred news outlet is not available free (3)
- I trust the news outlet (4)
- It allowed me to have a physical copy if I chose (5)
- The news outlet provided quality news coverage (6)
- It is the only way I could access specialised information (7)
- It allows me convenient access to news (8)
- I want to support this news provider (9)
- Other (please specify) (10)\_\_\_\_\_ [Keep position ♦ Other]

**Ask only if selected 5 in Q26**

**Q28A - Q28A**

[Force Number of Items: Min 1 ♦ Force Number of Items: Max 3]

What are your most important reasons for not paying for news?

Please select up to three reasons.

- I can access the same content for free (1)
- My preferred news outlets don't charge for access (2)
- I don't trust news enough (3)
- News isn't worth paying for (4)
- I can't afford it (5)
- I don't pay for virtual content (6)
- I'm not interest in news enough (7)
- I don't mind seeing ads rather than paying for content (8)
- The most important news stories will be available for free (9)
- Other (please specify) (10)\_\_\_\_\_ [Keep position ♦ Other]

**Ask only if selected 5 in Q26**

**Q28B - Q28B**

How likely is it that you will start to pay for news in the next 12 months?

	Very likely (1)	Likely (2)	Unlikely (3)	Very unlikely (4)	Don't know (5)
(1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Consumer Use of News**

**Q30 - Q30**

How important are news services in allowing people to participate and engage in Australian society?

	Very important (1)	Important (2)	Neither important nor unimportant (3)	Unimportant (4)	Very unimportant (5)	Unsure (6)
(1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q31 - Q31**

[Randomized answerlist]

What genres of news content are important in allowing people to participate and engage in Australian society?

- Local News (events and issues in my city, town, or local area) (1)
- National News (events and issues across Australia) (2)
- International news (including issues, events, and politics) (3)
- News of the day (significant issues and events) (4)
- Australian politics (5)
- Business, economics, or finance (6)
- Crime, justice, and security (7)
- Science and technology (8)
- Lifestyle news (food, fashion, travel) (9)
- Art and culture (10)
- Environment (11)
- Health (12)
- Sport (13)
- Entertainment/Celebrity (14)
- News about a particular industry (15)
- Other (please specify) (16) \_\_\_\_\_ [Keep position ♦ Other]
- None (17) [Keep position ♦ Exclusive]

**Q32 - Q32**

How well do you believe the following genres are represented in the news?

	Over-represented I see these types of stories in the news too much (1)	Well-represented I see enough of this type of story &nbsp; (2)	Under-represented I would like to see more of this type of story in the news (3)	Unsure (4)
Locality (a)				
Local News (events and issues in my city, town, or local area) (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National News (events and issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Consumer Use of News**

	Over- represented  I see these types of stories in the news too much (1)	Well- represented  I see enough of this type of story &nbsp; (2)	Under- represented  I would like to see more of this type of story in the news (3)	Unsure  (4)
across Australia) (2)				
International news (including issues, events, and politics) (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Topic (b)				
News of the day (significant issues and events) (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Australian politics (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business, economics, or finance (6)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crime, justice, and security (7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science and technology (8)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifestyle news (food, fashion, travel) (9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art and culture (10)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment (11)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health (12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sport (13)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment/Celebrity (14)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News about a particular industry (15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q33 - Q33**

Thinking about the news content available to you, to what extent do you agree with the following statements:

	Strongly Agree (1)	Agree (2)	Neither agree nor disagree (3)	Disagree (4)	Strongly Disagree (5)	Unsure (6)
I have access to a sufficient range of news content that meets my particular interests (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have access to a sufficient range of diverse voices and opinions in the news (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## **Consumer Use of News**

### **SDEDU - SDEDU**

What is the highest level of education you've reached?

- Some Primary School (1)
- Finished Primary School (2)
- Some Secondary School (3)
- Some Technical Or Commercial/ TAFE (4)
- Passed School Certificate / Passed 4th Form / Passed Intermediate / Year 10 / Junior or Achievement certificate (5)
- Passed 5th Form / Year 11 / Passed Leaving or Sub-senior certificate (6)
- Finished Technical School / Commercial College / TAFE (including trade certificate) / other certificate or apprenticeship (7)
- Finished or now studying for Matriculation, Higher School Certificate (H.S.C.), V.C.E., Year 12, or Senior Certificate (8)
- Some University or some college of Advanced Education training (9)
- Diploma from College of Advanced Education or TAFE (Not Degree), Tertiary or Management Training (including Diploma other than University Degree) (10)
- Now at University or College of Advanced Education (11)
- Degree from University or College of Advanced Education (12)
- Higher Degree or Higher Diploma (e.g. Ph.D, Masters) (13)
- Prefer not to say (99)

### **SDINR - STANDARD DEMOGRAPHIC QUESTION**

Please indicate your current approximate annual income from all sources before tax. If you are not certain, please give your best estimate.

- Less than \$6000 (1)
- \$6,000 - \$9,999 (2)
- \$10,000 - \$14,999 (3)
- \$15,000 - \$19,999 (4)
- \$20,000 - \$24,999 (5)
- \$25,000 - \$29,999 (6)
- \$30,000 - \$34,999 (7)
- \$35,000 - \$39,999 (8)
- \$40,000 - \$44,999 (9)
- \$45,000 - \$49,999 (10)
- \$50,000 - \$59,999 (11)
- \$60,000 - \$69,999 (12)
- \$70,000 - \$79,999 (13)
- \$80,000 - \$89,999 (14)
- \$90,000 - \$99,999 (15)
- \$100,000 - \$109,999 (16)
- \$110,000 - \$119,999 (17)
- \$120,000 - \$129,999 (18)
- \$130,000 - \$149,999 (19)
- \$150,000 - \$199,999 (20)
- \$200,000 - \$249,999 (21)
- \$250,000 - \$299,999 (22)
- \$300,000 Or More (23)
- Can't Say (98)

**Consumer Use of News**

- Prefer not to answer (99)

**SDINRR - STANDARD DEMOGRAPHIC QUESTION**

Could you please tell me whether your income would be over \$50,000 or under \$50,000 per annum?

- Under \$50,000 (1)  
 \$50,000 Or More (2)  
 Can't Say (98)  
 Prefer not to answer (99)

**QLang - QLang**

Do you, yourself, speak a language other than English at home?

- Yes (1)  
 No (2)

**QDesc - QDesc**

Are you of Aboriginal or Torres Strait Islander descent?

- Yes, Aboriginal (1)  
 Yes, Torres Strait Islander (2)  
 Yes, both Aboriginal and Torres Strait Islander (3)  
 Neither (4)

*Consumer Use of News*

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