



# AUDIENCE GAPS A FOCUS ON WORKING PARENTS

31<sup>st</sup> October 2016

Presentation to the ABC Executive



## Contents

### PAGE

■ Project Objectives	<b>3</b>
■ The Working Parents Segment	<b>5</b>
■ Migrants as a sub group of Working Parents	<b>8</b>
■ Success Stories	<b>11</b>
■ Recommendations	<b>13</b>
■ Appendices	<b>18</b>

# SO, WHAT DID WE SET OUT TO DO?

PROJECT OBJECTIVES



**Our objective was to explore ways the ABC could increase our reach and relevance to every Australian, every day, by:**

- identifying and prioritising key audience gap(s) to focus on
- developing a useful, easily digestible breakdown of data
- developing a way of communicating this to the wider ABC
- identifying who will be responsible
- identifying data gaps
- making clear, targeted, constructive recommendations.

**We formed these recommendations about our key audience group, Working Parents, with attention to:**

- content, product/distribution, and marketing
- cross-divisional gap champions
- proposing a different way of working for the ABC: a shift from product focus to segment/audience focus, and
- proposing a more open sharing of audience information with staff, to enable us to make decisions based on data and insights, with a shared purpose.

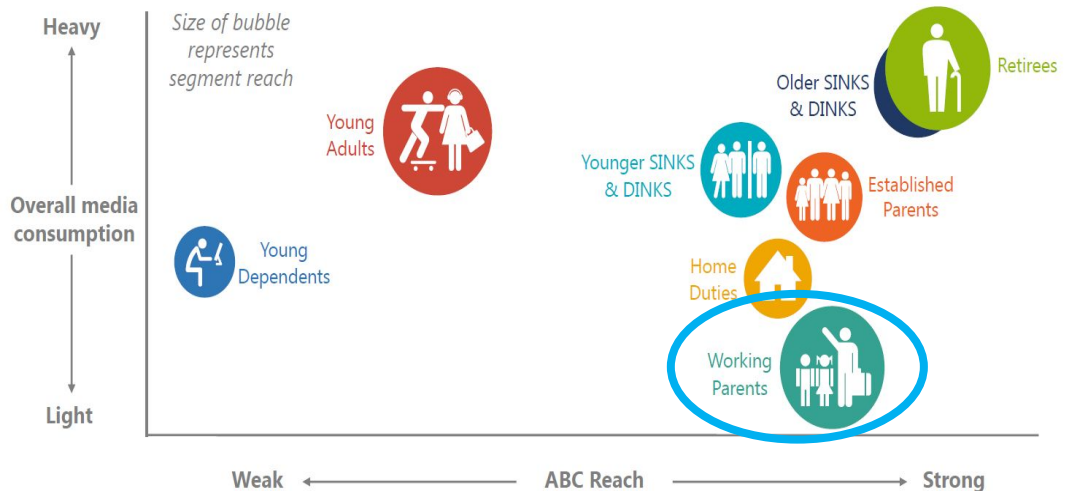
# WHAT DOES THIS AUDIENCE GAP LOOK LIKE?

THE WORKING PARENTS SEGMENT



## Identifying Our Audience Gap: Working Parents

### OVERALL MEDIA CONSUMPTION WITH ABC REACH



Source: Nielsen CMV, 2015 S05 National & Metro NOL 4-way

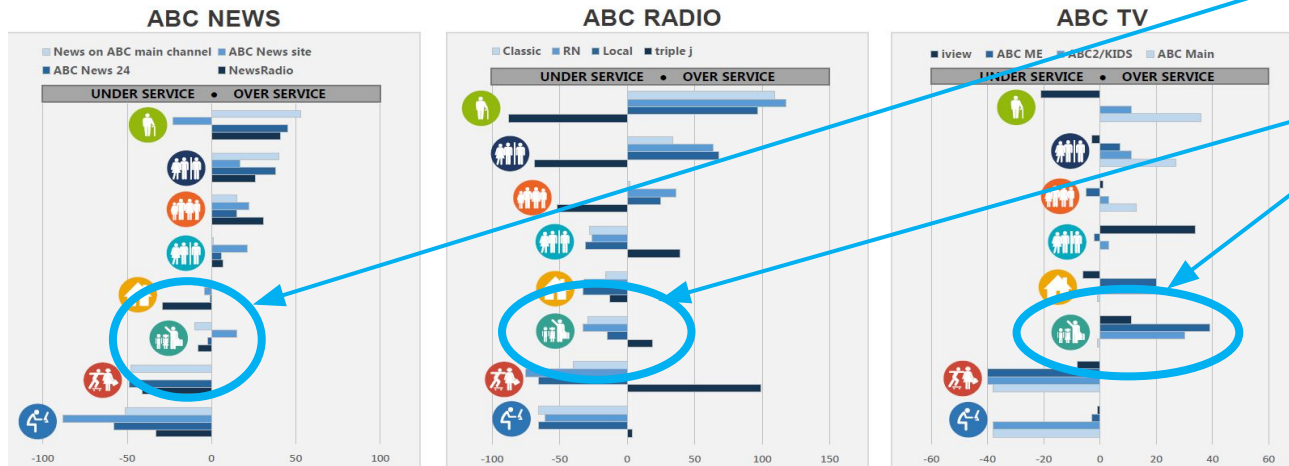
Source: Graph has been provided by Audience Insights, from the Nielsen CMV database.

- We have collected all audience data available to us. Based on the many sources we have read and discussed, and based on numerous consultations, we've identified a crucial under-served audience as working parents.
- With this group, we have monthly reach but not a big weekly reach and very light media consumption (generally low engagement) compared to other audience groups.
- Other demographic patterns are also worth considering, namely:
  - 40% of all Australian families are 'migrant' families, defined by the ABS as having at least one parent born overseas.
  - While the biggest migrant populations are still from UK and New Zealand, the biggest growing populations are from China (37%) and India (47%).
  - We think further audience research is needed to give us a deeper sense of media consumption and preferences among these sub-groups.



# Propensity to Reach Working Parents

## ABC PROPENSITY TO REACH BY SEGMENT



Working parents more likely to:

- Access news online (possibly desktop at work)
- Listen to triple j
- Access kids content on TV

Source: Graph has been provided by Audience Insights, from the Nielsen CMV database.

Source: Nielsen CMV, 2015 S05 Metro NOL 4-way (rounded data calculation)



## Working Parent Behaviours

- Time poor
- Want to be able to customise
- Believe they deserve 'something light and easy' after a long day at work
- Often watch programs they're not necessarily interested in or wouldn't watch by themselves so they can spend time with the people they care about
- Time is precious so they want to get to what they want fast
- Parents tend not to expose young children to news. 'The Project' on Channel 10 is the exception.
- High level of digital use in the evenings
- Content needs to be brought to them - don't have time to look for something
- Often only contact with the ABC is through kids

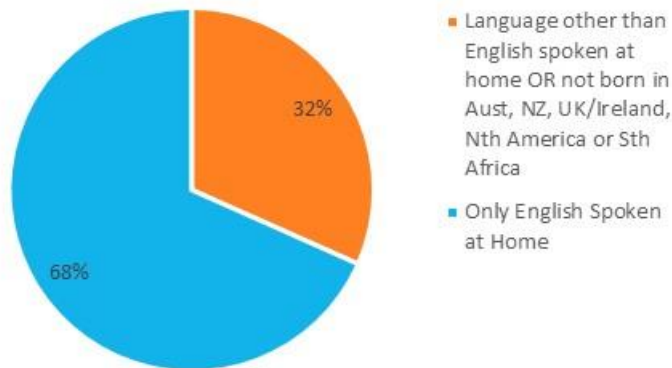
# AND WHAT ABOUT MIGRANT FAMILIES?

MIGRANTS AS A SUB GROUP OF WORKING  
PARENTS





## Cultural Diversity within the Working Parents Segment



Data source: Data has been provided by Audience Insights, from the Nielsen CMV database.

### Migrants within the Working Parents Segment:

- 26% of working parents were born outside Australia in a non-English speaking country.
- 32% of working parents were either born outside Australia in a non-English speaking country or have a member of their household who speaks a non-English language at home

### About Migrant Working Parents

- Time poor
- Light users of ABC content
- Less TV viewing
- Check news on train to work
- Stick to home-country entertainment
- Some may experience language as a barrier

See appendix page 20 for more information on cultural diversity across audience segments

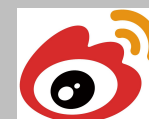
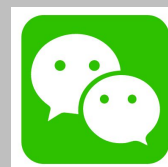
### INDIAN MIGRANTS



You Tube



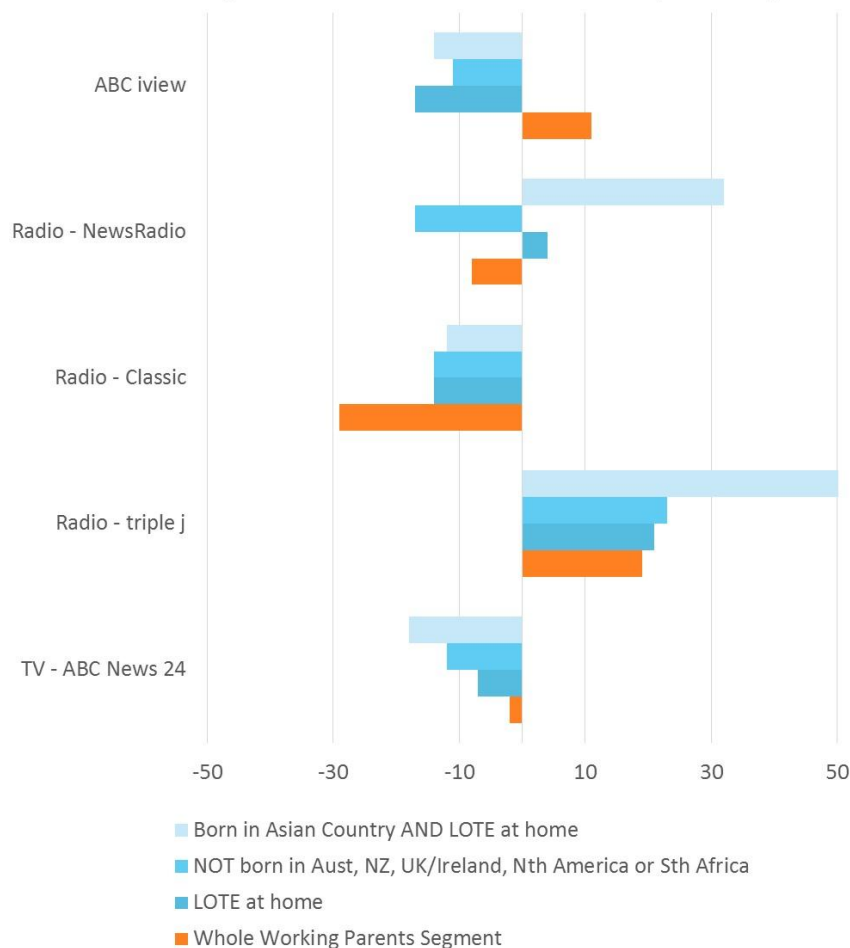
### CHINESE MIGRANTS





## Cultural Diversity within the Working Parents Segment

Propensity to Access individual services by  
Working Parents with Cultural Diversity Overlays



Data source: Data has been provided by Audience Insights, from the Nielsen CMV database.

### Insights

- People born in non-English speaking countries, or with LOTE spoken at home, are slightly less likely (than total working parents) to watch linear TV channels, but significantly less likely to watch iview
- People born in non-English speaking countries, or with LOTE spoken at home, are more likely to listen to Classic FM than those born in English speaking countries (incl Australia)
- People born in Asian countries are significantly more likely to use Triple J and News Radio than total working parents
- People born in non-English speaking countries, or with LOTE spoken at home, have similar propensity to use main channel News Caff and ABC News Online, but less likely to use News 24. In particular migrants from Asian countries are less likely to use News 24.
- See appendix for further details and data collected from immersions

### Action

- Based on the findings, more research should be done on various culturally diverse groups with all segment.
- At a high level, the working parents culturally diverse groups appeared to be consistent with the working parents segment as a whole, however, there have been a number of interesting insights when drilling down to a network level.

*See appendix pages 21 and 22 for a summary of migrant media behaviours, based on immersions.*

# WHAT ARE WE ALREADY DOING WELL?

SUCCESS STORIES



### ABC Co-listening Experience: Short & Curly

- A fun-filled ethics podcast for kids and parents, specifically created to plug an audience gap
- Specifically designed to be listened to alone or as a family, with questions to think about and time to discuss it together
- Audience surveys showed that parents of young children felt guilty about how time kids were spending in front of a screen
- Podcast was created to solve that problem for parents
- Also created to start kids using podcasts when they are young with view that they would continue to listen to ABC podcasts as they grow up
- Batch delivered just before school holidays which was a new method of delivery
- Podcasts are a good way to experiment and to serve niche audiences

### The Katering Show

- Tap into existing fan base from series 1 which ran on youtube
- Commissioned as iview exclusive content, but ran on ABC as well
- Successfully reached large audience on both platforms and in particular younger demos (half of TV audience was < 50)
- Commissioning decision based on quality first (ie was it funny), and demographic second (but was very much targeted at an audience gap)
- Short duration and on demand viewing suits busy, time poor people in the target demo
- Key learning for iview content this year has been that content only on iview doesn't do as well as one with a linear broadcast (eg Luke Warm Sex), simultaneous Facebook release (eg Sammy J), or prior awareness from 3rd party channel (eg Katering)



# WHAT DO WE NEED NOW?

RECOMMENDATIONS



## Recommendation – Audience Champions

### Purpose

- Develop an audience and content champions group to specifically target key audience gaps.
- Pilot with working parents group.

### Membership

- Sponsors: David Anderson and Leisa Bacon
- Cross functional team: reps from TV, Radio, News, Digital Network, Marketing, International, Regional, Commercial

### Role

- Create environment to foster new ideas to target audience gap
- Visibility over commissioning to ensure audience gaps addressed
- Take risks on emerging talent and keep them
- Commit to greater diversity of representation

### What will success look like?

- Increase in reach
- Increase in time spent on ABC media consumption
- Increase in products accessed
- Increase in audience satisfaction
- Shared KPIs across audience champions team
- Increase in representation on the YourSpace panel
- Everyone at the ABC understands our audience gaps and our strategy to target them – pulse survey
- Survey with content makers to ensure understanding of gaps and strategy deployed to target

### Outputs

- Detailed analysis of audience gap (e.g. what shows are watched, what is accessed etc.)
- Deliver strategy on how to target audience gap (content, product, marketing & distribution)
- Comms plan to roll out strategy to ABC so audience gap is front and centre in everything ABC staff do
- Develop metrics and measurement to determine success: reach, engagement, time spent
- Set up working parents focus group made up of ABC staff to gather ideas
- Increase representation on YourSpace panel, particularly migrant families
- Piggy back off Arts genre group





## Opportunities – Audience Insights & Staff Communications

### Audience Insights & Data

### Staff Communications

#### Existing Initiatives relevant to Working Parents

- AI working on new segmentation data in conjunction with Nielsen
- NEO Research

- Information about audiences and audience gaps as part of divisional strategic plans
- Informal discussions among content makers and content directors
- ABC strategy information on the intranet

#### Quick Wins

- Modify the existing Audience Segmentation deck so that it is not confidential and can be distributed to all staff (work in progress by Audience Insights)

- Publish audience segmentation deck with narratives about our strategy on the ABC Intranet
- Reference in MD newsletter to audience gaps - start to get the ABC staff to think about segment, rather than product/division
- Adapt working parents visual presentation to help wider understanding of this segment & what they want from the ABC
- Communicate success stories, examples of innovation in reaching new audiences

#### New Ideas / Longer Term Opportunities

- Further research into CALD/NESB Australians media usage/ ABC touch points, in particular
  - why iview usage is lower,
  - why News 24 usage is lower,
  - radio consumption habits
- Increase Working Parents & CALD representation of YourSpace panel

- Build audience gap data into commissioning processes
- Build audience gap data into development resource allocation processes
- Leverage New Intranet or Microsoft 365 to enable greater sharing of audience data
- Develop a short-form video campaign to increase awareness among staff



## Opportunities - Content, Product/Distribution, Marketing

### Content

### Product / Distribution

### Marketing

#### Existing Initiatives relevant to Working Parents

- Kids audio (*see appendix page 24 for further information on Kids audio*)
- Short & Curlies podcast
- NYE (family co-viewing)
- Short form commissioned content for iview (e.g. You Can't Ask That)

- Relaunch Flagship App (*see appendix page 25 for outline of the Flagship app release plan*)
- Connected cars
- iview recommendations
- News – Equal Digital Life

- Digital acquisition initiatives
- Tent pole events

#### Quick Wins

- ABC homepage tile aggregating family content
- iview collection for family co-viewing
- Leverage ABC International language and education services to target new migrants in Australia

- ABC WeChat account (*see appendix page 23 for details*)
- Audience segment approach to relaunch of flagship App

- Map out key opportunities to reach working families across ABC network (e.g. NYE, Hottest 100)

#### New Ideas / Longer Term Opportunities

- TV family co viewing opportunities
- New migrant success stories
- Practical education programs
- Provide selected content in languages

- Enhanced opportunities for online communities to develop around ABC content
- Facilitate advocacy in the community – prominent people as signal boosters

- Pilot segment marketing focus (shift from product to audience focus)
- Drive to recruit more working parents / migrants to YourSpace to improve data





# Working Parents Marketing Strategy Pilot

## Audience segment approach, rather than product approach

**Objective:** Develop a pan ABC strategy to target working parents at existing ABC touch points to change their perceptions of the ABC and increase breadth/frequency of usage

**KPI:** Increase weekly reach and engagement of working parents over a 12 month period

**Brand message:**

- ABC is for your whole family
- We are wherever you are

**Owned media opportunities include:**

- Send our audience around the network (creative concept should work across all platforms)
- Tap into existing audience (e.g. parents of fans of ABCKids) to broaden engagement and increase weekly reach and engagement
- Capitalise on big events (e.g. NYE) that bring in lighter viewers in this segment

**Example creative concept:**

- Start of day: Annabel Crabb at home with kids. Kids watching ABCKids, partner checks weather on app, Annabel is listening to RN Breakfast
- Drop off: Waleed Aly is dropping off kids to school. They're listening to Short & Curly podcast through connected car Apple Play.
- Day time: Leigh Sales is checking for news on desktop in the office; also checking Twitter for breaking news
- Going home commute: Wendy Harmer is on the train with mobile, headphones on listening to 702, checking ABC posts on Facebook: she likes some and shares others
- Evening time: Robbie Buck at home with young child. He is relaxing by watching Gruen on the tv with his partner. Child is watching Peppa Pig on kids iview. He checks the app one last time for breaking news before going to bed.
- This is in parallel with 'ordinary' Australians doing similar things, the idea to show that we all use the ABC and there's something for everyone in your family. It also gives "serious" ABC presenters a human face.



















# WHERE IS ALL THE STUFF TO BACK IT UP?

APPENDICES



## Audience Segment Definitions

### UNDERSTANDING OUR AUDIENCE SEGMENTS

								
	Young Dependants	Young Adults	Working Parents	Home Duties	Younger SINKS & DINKS	Established Parents	Older SINKS & DINKS	Retirees
<b>Size / % pop (nationally)</b>	1.2 million / 6%	3.8 million / 19%	3.5 million / 18%	1.5 million / 7%	2.1 million / 11%	1.8 million / 9%	2.5 million / 12%	3.5 million / 18%
<b>Age</b>	14-17	18-29	25-54	25-54	30-49	40-64	50+	55+
<b>Occupational status</b>	Students	Students / Employed	Employed	Home Duties	Employed	Employed	Employed	Retired
<b>Children</b>	No children	No children	Youngest child aged 12 or younger	Children of mixed ages	No children	Teens / adult kids at home, youngest child aged 13+	No children / empty nesters	No children in home
<b>Living situation</b>	Living at home with parents	Living at home with parents or alone / with another / others	Parents with children at home	Women with children at home	Living alone or with another / others	Parents with children at home	Living alone or with another	Living alone or with another
<b>% born in Australia</b>	92%	83%	72%	77%	77%	72%	74%	70%
<b>Overall media consumption</b>								

Source: Nielsen CMV, 2015 S05 National & Metro NOL 4-way, Media time spent – red indicates low time spent, yellow moderate, green heavy



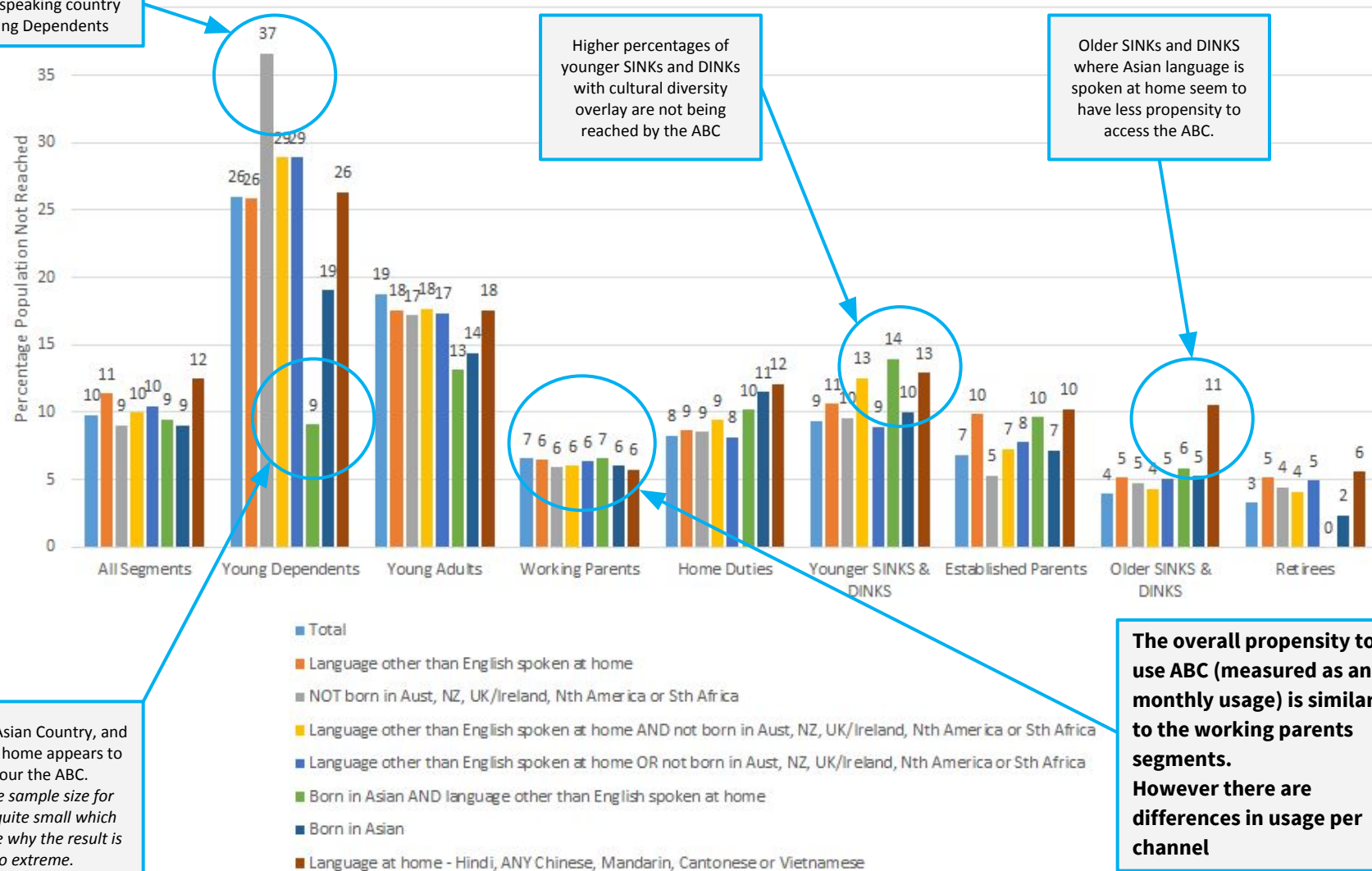
Source: Graph has been provided by Audience Insights, from the Nielsen CMV database.



# Who aren't we Reaching? (With a Cultural Diversity Overlay)

Data source: Data has been provided by Audience Insights, from the Nielsen CMV database.

## TOTAL % Not being Reached Monthly (Nielsen definition)





**To understand the media consumption of working parents who are migrants of Australia, we've done the following migrant immersions with:**

- 5 Chinese migrant families, 30 mins each
- 5 Indian migrant families, 30 mins each
- Indonesian team (based on their talk with migrant families), 30mins
- Vietnamese team (based on their talk with migrant families), 30 mins



# Migrant Audience Media Consumption Behaviour Comparison

Behaviours	Indian	Chinese	Indonesian	Vietnamese
<b>Platform/Sources</b>	<ul style="list-style-type: none"> <li>• YouTube</li> <li>• ABC</li> <li>• Indian news sites and apps</li> <li>• SBS</li> </ul>	<ul style="list-style-type: none"> <li>• WeChat</li> <li>• Chinese news sites and apps</li> <li>• YouTube</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Indonesian websites and TV channels</li> <li>• SBS</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Mobile</li> <li>• Familiar websites</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>• Indian reality shows, TV series, movies</li> <li>• News: international news</li> <li>• Documentary</li> </ul>	<ul style="list-style-type: none"> <li>• Chinese reality shows, movies, TV series, comedies</li> <li>• News, hot topics and opinions</li> </ul>	<ul style="list-style-type: none"> <li>• Headline news</li> <li>• Australian reality shows, cooking shows and spelling bee</li> </ul>	<ul style="list-style-type: none"> <li>• Vietnamese and Australian reality shows and cooking shows</li> <li>• News about Vietnam and Vietnamese in Australia</li> </ul>
<b>ABC content access</b>	<ul style="list-style-type: none"> <li>• Kids</li> <li>• News</li> </ul>	<ul style="list-style-type: none"> <li>• Kids</li> <li>• Breaking news</li> </ul>	<ul style="list-style-type: none"> <li>• Kids</li> <li>• Breaking news</li> </ul>	<ul style="list-style-type: none"> <li>• Kids</li> <li>• Breaking news</li> </ul>
<b>Language barrier a factor</b>	<b>No</b>	<b>Yes</b>	<b>No</b>	<b>Yes</b>
<b>Time</b>	<ul style="list-style-type: none"> <li>• On commute to/from work</li> <li>• After 9pm</li> </ul>	<ul style="list-style-type: none"> <li>• On commute to/from work</li> <li>• Lunch break</li> <li>• After 9pm</li> </ul>	<ul style="list-style-type: none"> <li>• Before and after school</li> <li>• Before dinner</li> </ul>	<ul style="list-style-type: none"> <li>• On commute to/from work</li> <li>• After 9pm</li> </ul>
<b>Cares/concerns</b>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Safety</li> </ul>	<ul style="list-style-type: none"> <li>• Education for the next generation</li> <li>• Relationship between Australian parties and China</li> </ul>	<ul style="list-style-type: none"> <li>• Australian government policies that'll impact them</li> </ul>	<ul style="list-style-type: none"> <li>• Education</li> </ul>
<b>Want from ABC</b>	<ul style="list-style-type: none"> <li>• Indian news</li> <li>• Indian and Chinese movies</li> <li>• Practical education programs</li> <li>• Real estate content (how to buy a house)</li> <li>• Health programs</li> <li>• Cooking programs</li> <li>• Religious programs</li> </ul>	<ul style="list-style-type: none"> <li>• Practical education programs</li> <li>• Career English App in audio and text</li> <li>• Interview with Asian celebrities</li> <li>• Storybook-reading videos</li> <li>• Tips of living in Australia</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment content such as reality shows</li> <li>• Indonesian news</li> <li>• Migrant related programs such as Go Back to Where You Come From (SBS)</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Practical education programs</li> <li>• Lifestyle, fashion, soft news</li> </ul>
<b>How to reach</b>	<ul style="list-style-type: none"> <li>• Email</li> </ul>	<ul style="list-style-type: none"> <li>• WeChat</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> </ul>



## Quick win : WeChat

### Official Accounts become a main channel for acquiring information & news

#### Main Purposes for Users to Follow a WeChat Public Account % of respondents



Source: WeChat Economics Social Influence Analytical Report; Tencent Penguin Intelligence and China Academy of Information and Communications Technology (CAICT); Industry and Planning Institute

- News and promotions are the two main reasons why people follow WeChat accounts

WALKTHECHAT

#### About WeChat

- 90% of users use WeChat everyday
- 74.2% of users use WeChat to acquire news and information

#### Opportunities:

- ABC brand recognition
- Content reach
  - Policy explainer
  - Voice and opinions
- Instant feedback
- Real-time engagement
  - Program promos
  - Event promos

#### Recommendations:

- Set up a WeChat strategy
- Utilize our current WeChat account -APlus
- Review the feasibility of setting up an ABC WeChat account and adding resources (e.g. band 4 part time position, located in ABC International and would deliver ABC content in English plus rework international content in Chinese languages for domestic and international audiences )





- Desire to reach new, diverse Australian audiences aged 25-49
- Majority of adults in this age group are parents: 71.5% of households in Australia are families with 37-40% of all families with at least one dependent child under the age of 5.
- Kids currently engage with ABC Kids TV, they are also seeking family audio experiences and leaving ABC to find them on commercial services
- Spotify, Pandora and Apple Music have their own kids and family sections; iHeartMedia have launched a family app
- DAB+kinderling radio is transferring traditional ABC Radio listeners across to the commercial radio space
- Targeting 25-45 year old parents and their 2-5 year old kids to increase the ABC's overall engagement and reach
- Also create original bilingual material to reach CALD audiences in outer suburban areas that ABC Radio struggles to attract
- Also including content relevant to Indigenous families to assist in the Close the Gap target





# ABC Flagship

## ABC App Release Plan

ABC App will have 4 releases timed to coincide with the Network enablers coming online. Each release builds on previous releases both in terms of features and functionality and test data collected to support future iteration.

### 1 We Hear you

Modernised look and feel, additional video capability and greater content visibility

### 2 We're with you

Introduces profiles, personal content and rec's. Some language testing.

### 3 We know you

Greater personalisation based on preferences, multiple locations, languages

### 4 We are you

Ability to anticipate needs with responsive content and moderated relationships

## Objective:

Maintain existing audience

Acquire new audience

Increase breadth of activity

Acquire new audience

Re-installs from existing audience

Increased new installs

Expansion of audience diversity

Opt in for rec's and profiles

Opt in for rec's and profiles

Minimal opt out for rec's

Increased profile activity

Increased audience intensity

Increases content sharing

Use of algorithm led content

Opt in for languages

Use of geo led content

## Audience Experience

- Simplified navigation to reduce effort
- Some embedded video match mobile trends

- Clear benefit for any action undertaken (profiles, recommendations)
- discreet choices to facilitate rapid decision making and clear feedback for decisions
- increased perception of control around navigation
- Reduce effort on return
- Balance light touch and intensive interaction and content
- support deep dive: clear pathways in and out of long form content

- Increase the social exchange value of content (offer unique sharable content)
- Transparent next steps - understand action/reversible action
- Track my interests
- Remove or mask what been read/viewed

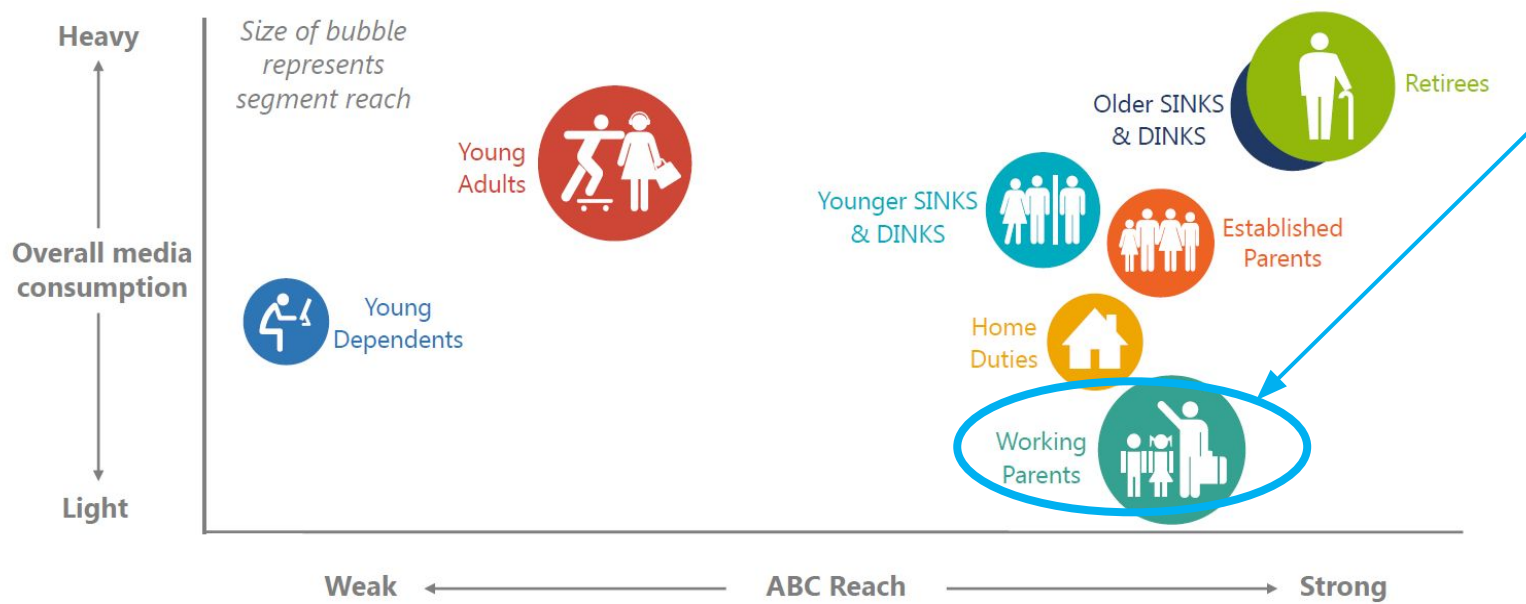
- Increase sense of being part of an active community
- Content is contextual to my routines, location and activity
- Think less but do more (when I want light info but more interaction ) think more and do less (when I want rapid deep dive)
- Contingent on platform, enabler and content strategy



# Putting audience at the centre

ABC FOI 2017-010  
Document 02

## OVERALL MEDIA CONSUMPTION WITH ABC REACH



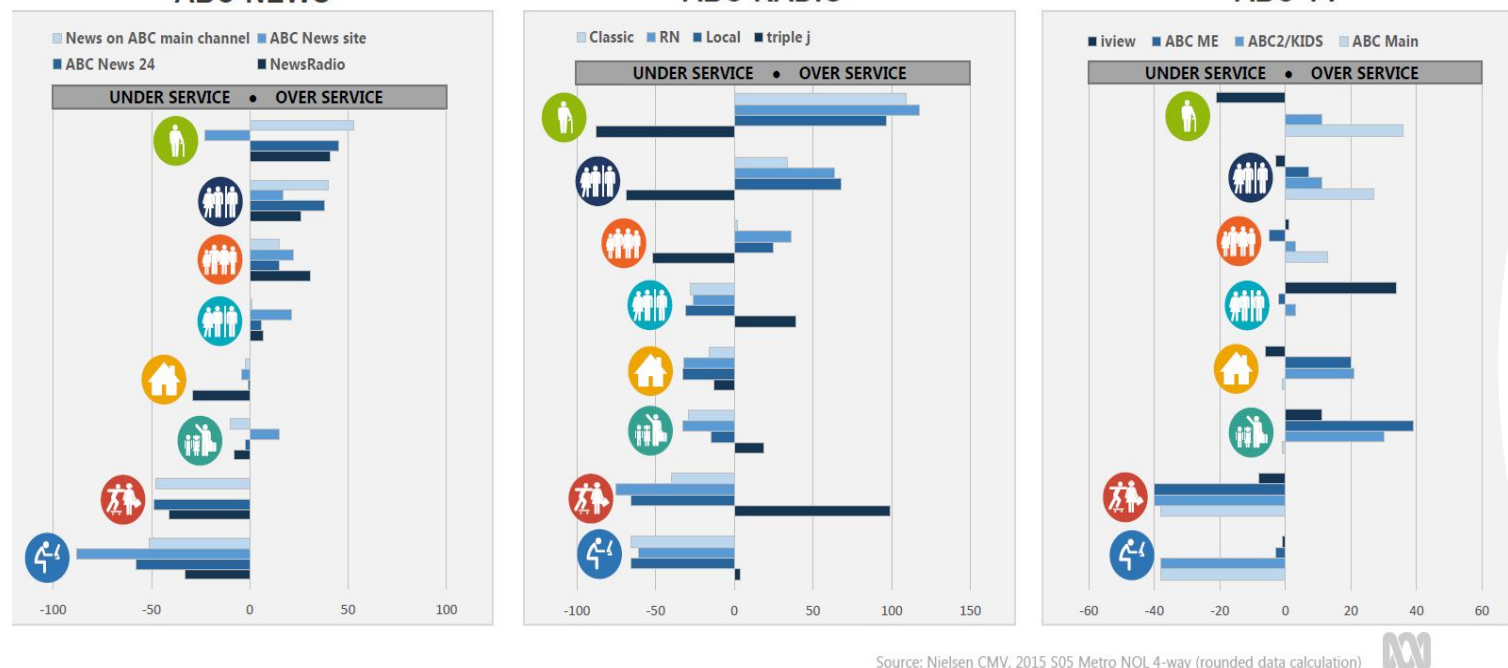
### About Working Parents

- Time poor
- Light users of ABC content
- Less TV viewing
- Check news on train to work

### Unique to CALD Migrant Parents

- Stick to home-country entertainment
- Some may experience language as a barrier\*

## ABC PROPENSITY TO REACH BY SEGMENT



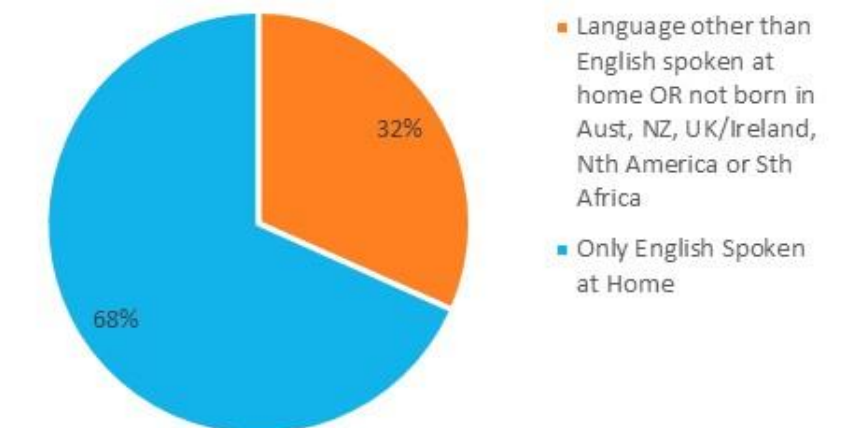
### OPPORTUNITY

We need to shift our thinking from a product focus to a segment focus to increase reach and engagement, and be relevant to all Australian families.

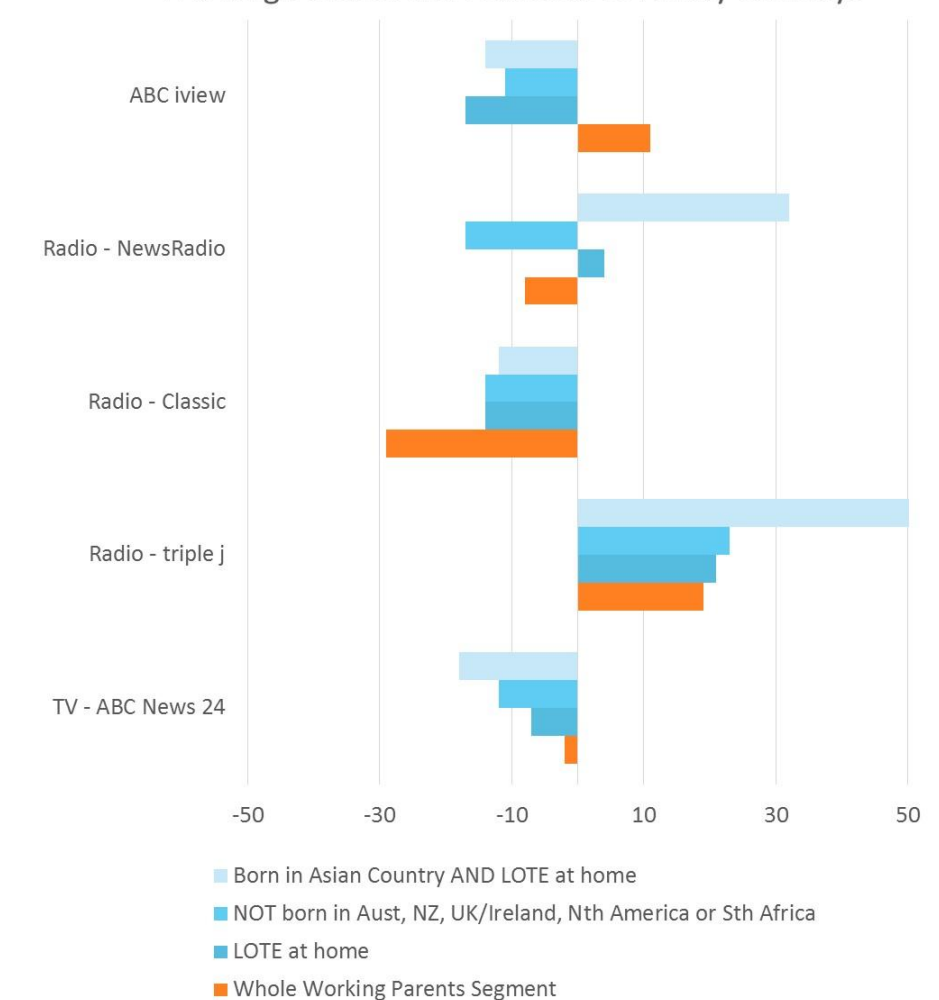


### WORKING PARENTS AT THE CENTRE

## CULTURAL DIVERSITY WITHIN THE WORKING PARENTS SEGMENT



Propensity to Access individual services by Working Parents with Cultural Diversity Overlays



## APPOINT AUDIENCE CONTENT CHAMPION COMMITTEE

### Sponsors:

- David Anderson
- Leisa Bacon

### Membership:

#### Representatives from:

- TV
- Radio
- News
- Digital Network
- Marketing
- International
- Regional
- Commercial
- Corporate Strategy

## KEY OUTPUTS OF THE CROSS-FUNCTIONAL GROUP:

- Detailed analysis on working parents segment, including further analysis on CALD communities
- Strategy on how to target working parents, through:
  - Marketing
  - Products
  - Content
  - Distribution
- Project plan to deliver strategy
- Communications strategy and plan for rollout to all ABC staff

### Related Projects

- Content Alliances pilot
- New migrants "First Handshake"





# Audience Gaps

- [Home](#)
- [News](#)
- [News 2017](#)
- [Think-X 2016](#)
- Audience Gaps



## Week eight

- [Audience Gaps ABC Executive Presentation](#) [PDF 2.24 Mb]
- [Audience Gaps one-pager](#) [PDF 674 Kb]

We presented our audience gaps project to Michelle and the ABC Executive this week. Some of the research and analysis we have completed will be used by the Audience Insights team to roll out to other divisions. It will also be shared with content collaboration teams. We have proposed that a cross functional team be brought together to look at working parents as an audience gap opportunity for the ABC and put together a strategy and project plan to address this gap, including the migrant market as a subset of this. David Anderson and Leisa Bacon, as Executive Sponsors of this project, have taken this on. We also made a great video, in a very short time frame, with help from ABC Open, the ABC Advisory Council, Radio National and the Western Sydney News Bureau which interviews lots of working parents around Australia on their view of the ABC.

## Week seven

The **Audience Gaps** team have spent the week looking further into data on working parents and culturally diverse families. Working parents are a group which we underservice and which we often reach through kids. While the kids may be avid watchers of ABCkids, we don't necessarily reach their parents, and certainly not on a regular basis.

We are also conscious that we do not offer much in the co-viewing and co-listening space. The Short & Curly podcast is a great example of where we do and the team spent some time this week speaking to areas in the ABC that do proactively aim to reach 'the family' as the audience.

We are eagerly awaiting visual presentations that the ABC Advisory Council, ABC Open and ABC News are putting together where they have been talking to audience

members within this group who do not watch the ABC regularly. These visuals will be a part of our final presentation to the ABC Executive on 31<sup>st</sup> October.

## **Week six**

The **Audience Gaps** team have looked at the various groups that are underserved by the ABC and have decided to focus our attention on the 25-49 age group and specifically working parents and culturally diverse families.

We are working with the ABC Advisory Council, ABC Open and ABC News to talk to audience members within this group who do not watch the ABC regularly. The aim is to ask them what they want from us and put together a video to help the ABC better understand the needs of this important audience group. This would act as a companion piece to the excellent audience data already being compiled by the Audience Insights team, which we also hope to make more widely accessible.

We are also working on a recommendation to provide cross divisional accountability for reaching this audience group, with a champion from each division coming together to enable a more coordinated approach.

## **Week five**

During week five, each of the teams continued work on their projects and provided a live update on our progress during a Zoom stream and live YamJam on Monday 10 October. The session was not recorded but you can take a look at some of the questions that were asked in the Yammer group. We plan to host another live zoom session before the end of the project, stay tuned for more details.

The 'our people' group invite you to add your thoughts to our 'what can I do to make the ABC a better place to work?' wall which is outside the Think-X space on level 7 Ultimo B. We know that many of you aren't in Ultimo, so we would love to hear your thoughts [via this short survey](#). And, we encourage you to engage with all teams in the [Yammer](#) group.

## **Week four**

The **100% Reach** team spent our week poring over data, data and more data from across the ABC and beyond. We know there are some audiences we serve very well, some audiences we under-serve, and still others – a crucial group – we don't reach. We know that our audiences are at the heart of everything we do at the ABC so, as projects go, this is a biggie! The data and insights we collect will inform decision-making around content, community engagement and staff engagement. By the end of our work with Think-X, we'll share all this information with you as widely as possible, in an accessible way. We want to give you a data-driven foundation on which to make informed decisions about how to bridge audience gaps, collaboratively, across the ABC. Next week, we're talking with and listening to as many people as we can, about those 'missing' audiences, specifically people from migrant communities. Feel free to get in touch if you want to share your insights,

opinions and knowledge. We've also posted a question on the Yammer group, and you're very welcome to join the conversation.

[Updates for weeks one to three are on the ThinkX homepage](#)

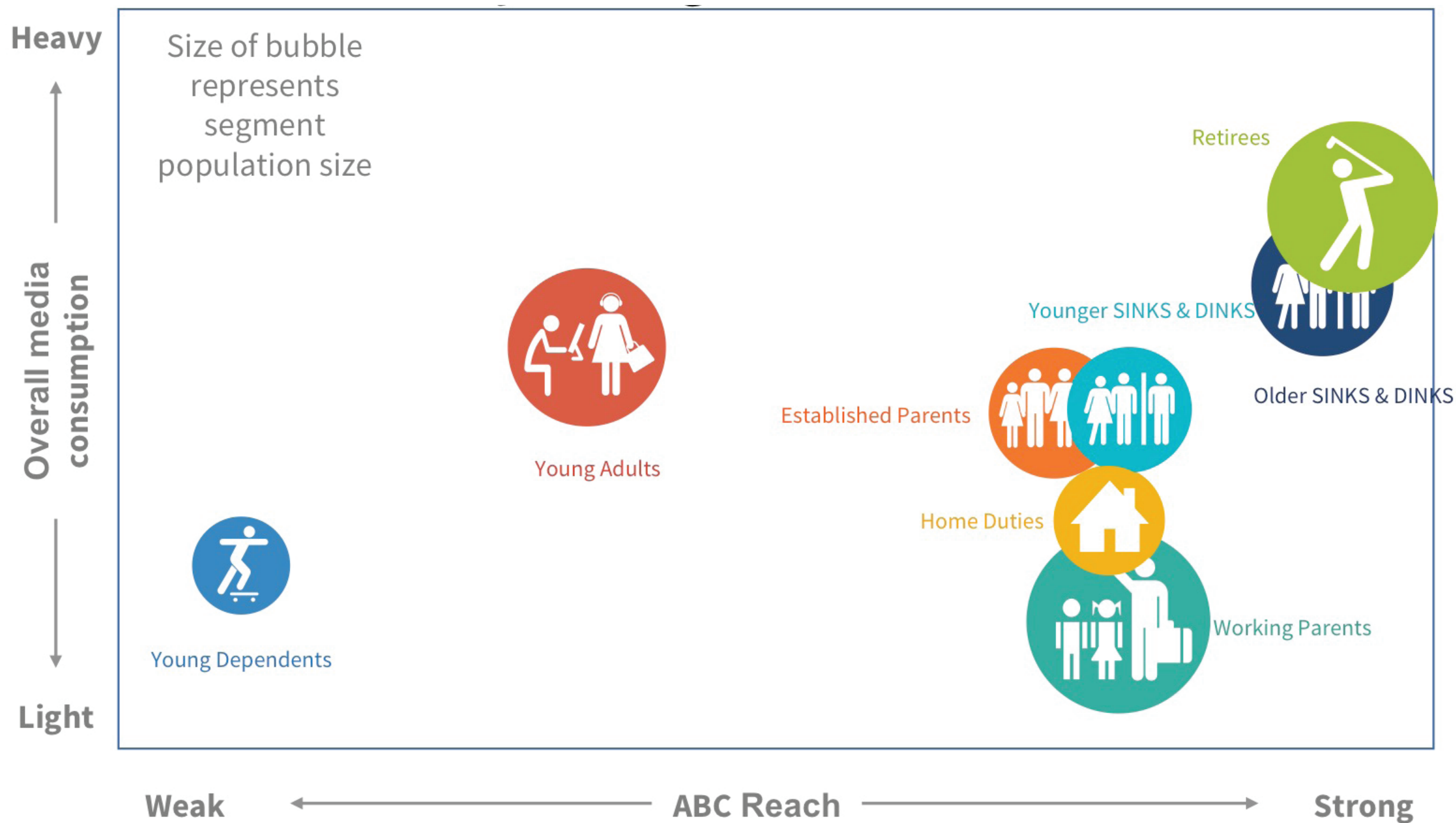
Page last updated 21 November 2016 | Author: [Administrator](#)













# We have significant audience gaps

## ABC audiences by life stage



								
	Young Dependants	Young Adults	Working Parents	Home Duties	Younger SINKs and DINKs	Established Parents	Older SINKs and DINKs	Retirees
Size (% national population)	1.2 million (6%)	3.1 million (15%)	4.1 million (21%)	1.5 million (7%)	2.1 million (11%)	1.9 million (10%)	2.5 million (12%)	3.5 million (18%)
Age	14–17	18–29	25–54	25–54	30–49	40–64	50+	55+
Occupational status	Students	Students/ Employed	Employed	Home Duties	Employed	Employed	Employed	Retired
Children	No children	No children	Youngest child aged 12 or younger	Children of mixed ages	No children	Teens/adult kids at home, youngest child aged 13+	No children/empty nesters	No children in home
Living situation	Living at home with parents	Living at home with parents or alone/with another/others	Parents with children at home	Women with children at home	Living alone or with another / others	Parents with children at home	Living alone or with another	Living alone or with another
% born in Australia	91%	83%	74%	77%	77%	73%	74%	70%
Overall media consumption	