

ABC Review

COARSE LANGUAGE IN THE MEDIA

AD&I | AUDIENCE DATA & INSIGHTS



FOREWORD

The ABC seeks to reach all Australians and to speak to them in ways that they find relevant and engaging. As we strive to be adventurous, brave and creative, we must always be mindful of community standards and audience expectations. The language that we use to inform, educate and entertain diverse audiences requires careful consideration, in line with our [Editorial Policies](#) for harm and offence.

Attitudes towards coarse language in the media are not fixed: they vary over time and across communities and contexts. One of the many sources the ABC uses to inform itself about material that may cause harm or offence is community research. To that end, in 2011 the ABC commissioned a significant research project to explore the attitudes of Australians towards the use of coarse language in the media. The project included a literature review, followed by qualitative and quantitative research, and publication of an [extensive report](#).

Since that report was published, media has continued to change significantly and today's audiences have more choice than ever before. Social media is an increasingly important source of news and entertainment: it is actively used by the ABC and others to reach new and existing audiences. Video streaming services have proliferated to challenge the hold of traditional broadcast television. Radio services abound, catering to national and local audiences, accessible through an increasing range of devices. A vast array of podcasts compete for listeners across a remarkable range of subjects.

What expectations and experiences do audiences have of the language used on these different services? What allowances are made for the contexts in which coarse language may be used? Have attitudes changed since 2011? To answer these questions, we commissioned the ABC's Audience Data and Insights team to refresh and rerun the quantitative survey work that had informed us in 2011.

The report which follows provides a wealth of findings to inform ABC content teams as they apply harm and offence standards.

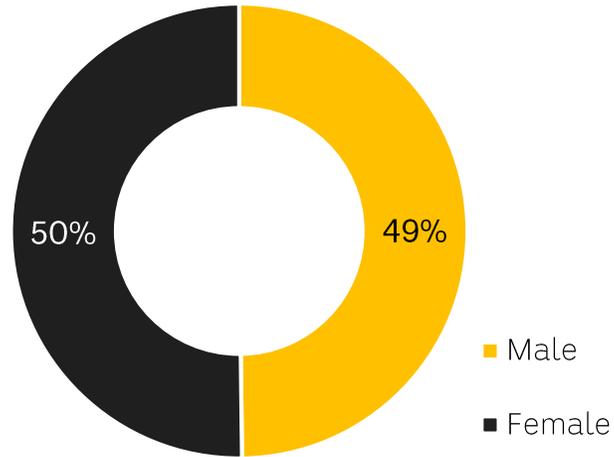
Craig McMurtrie
ABC Editorial Director

BACKGROUND AND METHODOLOGY

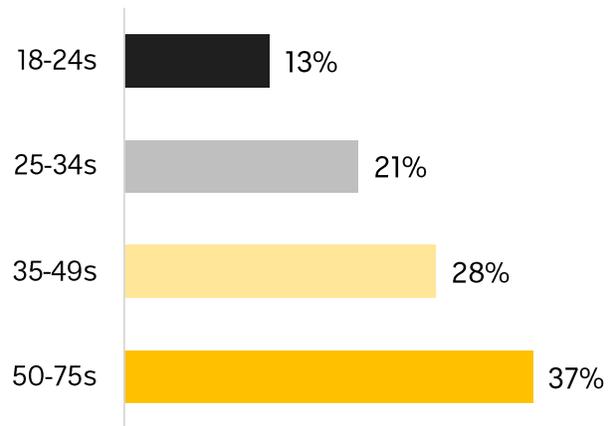
- In early 2019, ABC Editorial Policies sought to update their understanding of community perceptions toward coarse language, in light of media fragmentation, new platforms and changing community standards.
- Audience Data and Insights was asked to revisit the “Community attitudes towards coarse language in the media” research project conducted by Urbis in July 2011.
- Research objectives:
 - To understand community perceptions and attitudes towards coarse language in the media
 - To understand how these perceptions have changed since 2011
 - To determine the community groups that have the biggest concerns with coarse language
 - To understand the context of when and where offence is taken
- A 10 minute quantitative survey based on the survey used by Urbis was developed and conducted online from 26 June to 2 July 2019.
- Changes in methodology (online compared to CATI/telephone in 2011) and new mediums (podcast, social) mean results cannot be directly compared.
- A nationally representative sample was used, with strict quotas on age, gender and location. The CINT Research panel was used for this study.
- A total of 1538 surveys were completed.
- This is NOT a YourSpace study.

SAMPLE DETAILS | NATIONALLY REPRESENTATIVE | AGE, GENDER, LOCATION

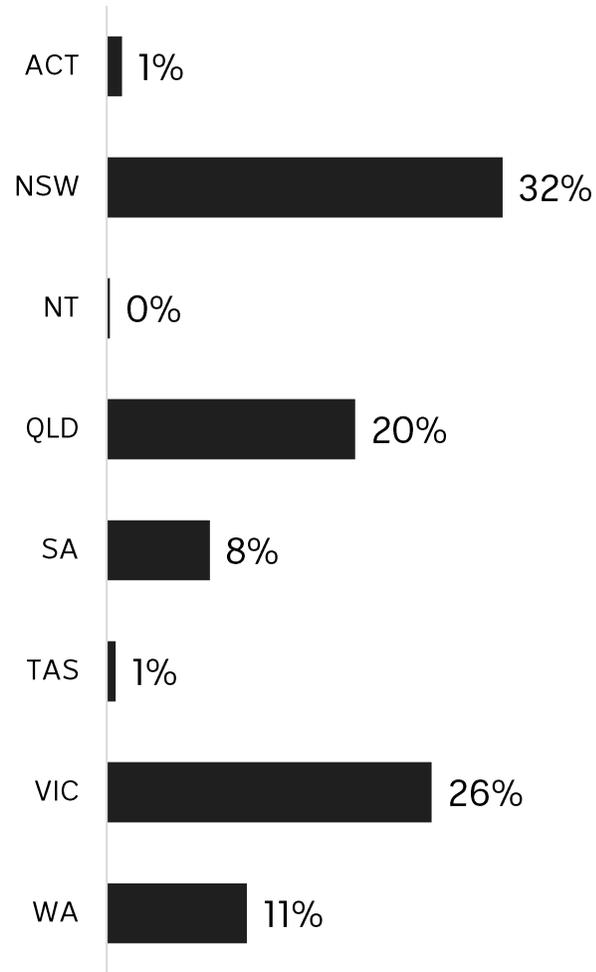
GENDER*



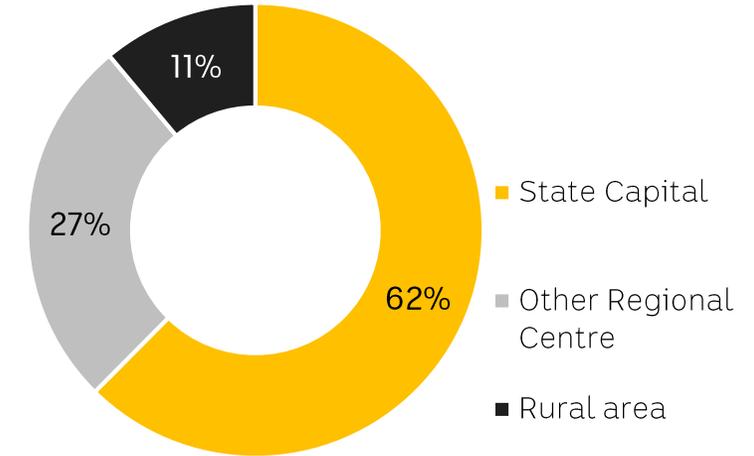
AGE*



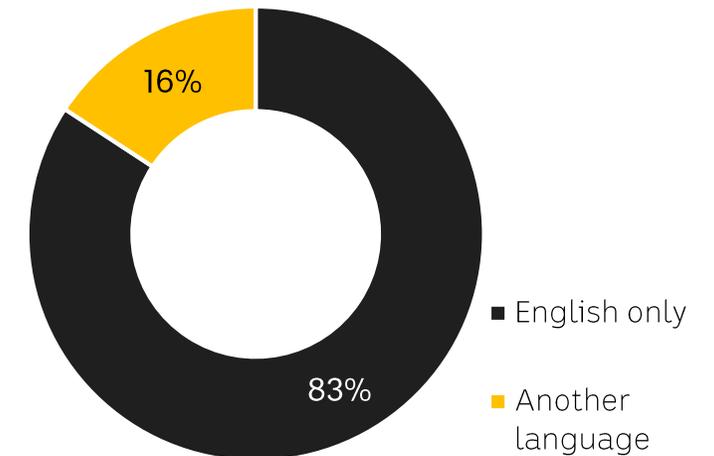
STATE*



AREA TYPE



LANGUAGES



SUMMARY OF FINDINGS

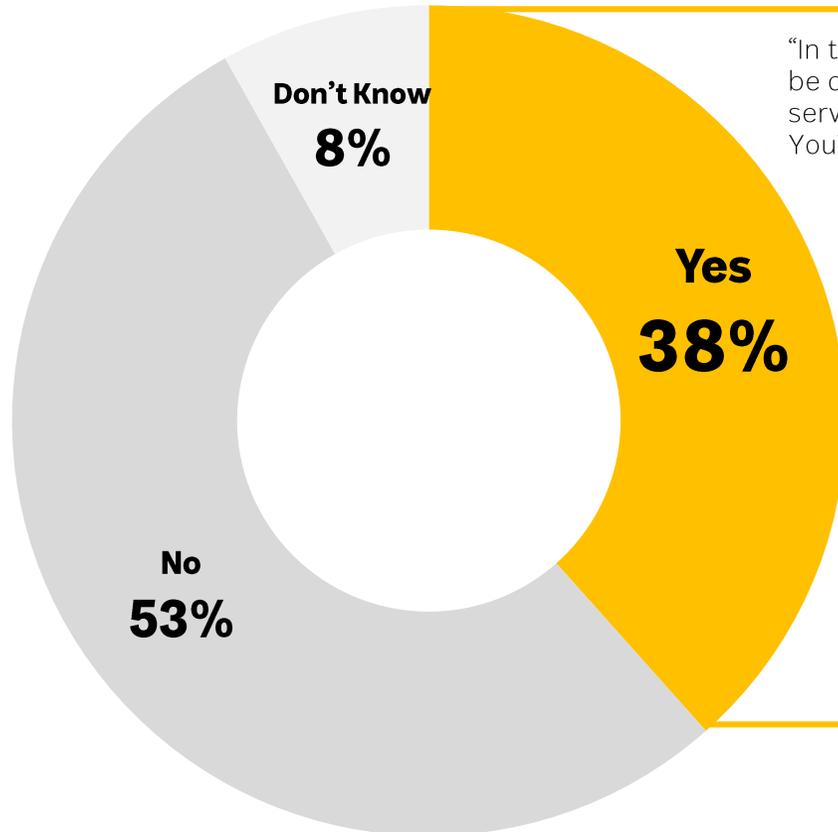
- Australians are seeing and hearing more coarse language than they did five years ago, both in the media and in public. In line with this normalisation of coarse language, concerns relating to the use of coarse language in the media have diminished over time, with 38% of Australians claiming to have seen or heard coarse language that they found to be offensive on either TV, radio or the internet. This compares to 47% in a similar study commissioned by the ABC in 2011.
- Television remains the primary source where people will hear and notice coarse language that causes offence. Most feel that coarse language on television has a greater impact than other media due to the visual element, although far less people hold this true in 2019, compared to 2011 (58% v 75%).
- A considerable amount of concern is levelled at on-demand video streaming services. While it is understood by Australian audiences that these platforms serve content on an on-demand basis, audiences feel that there is noticeably more coarse language than there is on free-to-air channels. Pay TV is also considered to have more coarse language than the free-to-air channels.
- The majority of Australians agree that coarse language is difficult to regulate on the internet. While people understand that the internet is a main contributing factor in shaping our attitudes towards coarse language and that it is a difficult platform to regulate, many are concerned about the language that children are exposed to online.
- Social media is a cause for concern, especially among younger Australians. The rise of social media is considered the top contributing factor in shaping Australians' attitudes towards coarse language. Social media posts are not the only cause for concern, it is also the comments made in reply to certain posts. Many people note that racially offensive coarse language is widespread across the social media landscape.
- Radio and podcasts are not a major source for concern. Radio is considered to have high standards for regulating coarse language, and this is in line with the expectations of the audience. Podcast audiences note that the language used is usually suitable for its audience and that the intended audience is not likely to take offence.
- Television classification information and prior warnings about coarse language in programs remain important to Australian audiences. Limiting or excluding coarse language in timeslots where the likelihood of children being present is high is also considered an important consideration for Australian media organisations.

SUMMARY OF FINDINGS

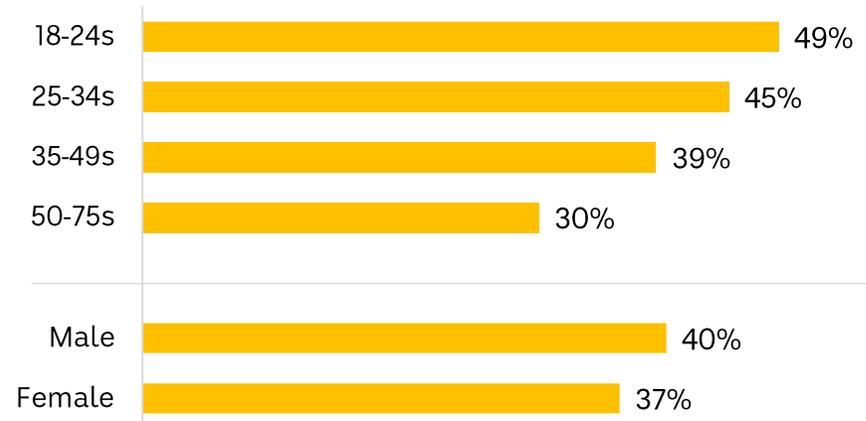
- Younger people are more likely to see and hear coarse language in the media that they find offensive, likely due to their broader choices of content and their heavier interactions with the internet and both free and subscription based content providers. Although younger people have greater exposure to coarse language, they are more tolerant of it and of the circumstances and scenarios that may provoke its use. Younger Australians are also more likely to accept personal responsibility for ensuring they don't see or hear language they find offensive.
- There are fewer people over 50 who are exposed to offensive coarse language, with the majority of their media time spent on commercial TV channels and radio stations, ABC TV and radio stations and SBS. Although older Australians, through their media choices, are exposed to less offensive coarse language, they are far more inclined to be unaccepting of the circumstances surrounding use of coarse language. Older Australians believe not only that there is far more coarse language in the media, but that media organisations should uphold and maintain standards in relation to the use of coarse language.

HEARD OR SEEN OFFENSIVE COARSE LANGUAGE

- Over a third of Australians aged 18+ had seen or heard coarse language in the media that they deemed offensive, within the past 6 months.
 - This is considerably lower, when compared to 2011 (47%)
- Younger people were more likely to see or hear offensive language, with 44% of those aged under 50 claiming to have seen or heard offensive language.
- Males were slightly more likely to have seen or heard offensive language in the media.



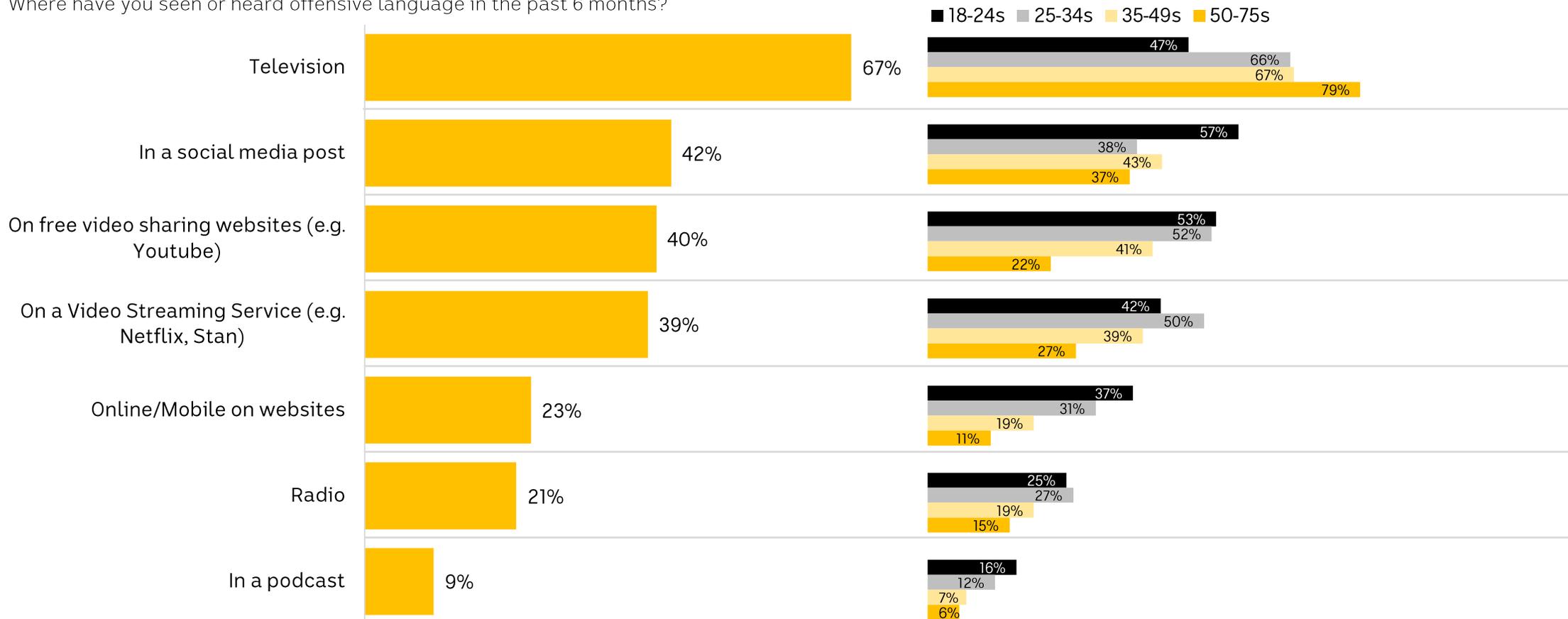
"In the past 6 months, have you seen or heard coarse language in the media that you found to be offensive? This could be on any media platform (e.g. on television, on video streaming services like Netflix, on radio, in a podcast, on media websites, on free video sharing sites like YouTube or in social media)?"



WHERE WAS OFFENSIVE COARSE LANGUAGE SEEN/HEARD

- Television was the primary media platform where offensive coarse language was seen or heard. 79% of people aged 50-75 claimed they had seen/heard coarse language on TV, compared to 47% for 18-24s, likely due to less young Australians viewing TV generally.
- 42% of people claim to have seen/heard coarse language in social media posts, however this rises to 57% when only looking at 18-24s.
- Those aged under 35 were far more likely to have seen coarse language on free video sharing websites like YouTube, or video streaming services like Netflix.
- Radio and podcasts were the media platforms where coarse language was least likely to be heard.

“Where have you seen or heard offensive language in the past 6 months? “



CAUSE FOR MOST CONCERN | OFFENSIVE COARSE LANGUAGE

- Four main themes emerged from the verbatim comments offered by respondents when asked to describe the time they watched/heard coarse language in the media that most concerned them - whether it was on TV, subscription video services, radio, podcasts and/or the internet or social media.

“Could you briefly describe the time you watched/heard coarse language in the media that most concerned you? Record as much detail as possible regarding what was seen or heard and importantly whether it was on TV, subscription video services, radio, podcasts and or the internet or social media.”

01: 27%

F’s & C’s still

top the list: Across all media, especially social media, ‘fuck’ and ‘cunt’ are noticed.

02: 27%

Inappropriate in times when

kids present: When in cars, during times when kids are awake, or when it is not expected.

03: 24%

Pay TV and SVOD: Pay TV and streaming video services were thought to have noticeably more coarse language.

04: 22%

Social media especially

Facebook & YouTube: Racist language was more noticeable on social media posts and within the comments posted.

01 | F's & C's STILL TOP THE LIST | ACROSS ALL MEDIA, ESPECIALLY SOCIAL, THE F-WORD AND C-BOMB ARE NOTED FREQUENTLY

27%
OF RESPONSES

KEY WORDS

- Fuck
- Cunt
- Nigger
- YouTube
- Social media
- News
- Video

“CONSTANT FUCK BOMB.”

“Watching Netflix the Amy Schumer special in the first 5 minutes she uses the word cunt several times.”

“A lot of swearing is common these days, so all words and all swearing..”

“Fuck, cunt, shit, mother-fucker.”

“The violent and misogynistic slurs used on social media, such as cunt, bitch, twat, slut.”

02 | INAPPROPRIATE IN TIMES WHEN KIDS PRESENT | WHEN IN CARS OR DURING TIME WHEN KIDS AWAKE OR WHEN IT IS NOT EXPECTED

27%
OF RESPONSES

KEY WORDS

- Can't remember
- All the time
- Television
- Children
- Comedy

"Hearing coarse language on podcasts that have no age warning etc that are easily accessible by children."

"During the day at the weekend."

"Without warning on radio during the day."

"Was at 1800 and movie did not warn of coarse language."

"10am-Netflix."

"ABC comedy programs and 730 comedy."

03| PAY TV AND SVOD | STREAMING VIDEO SERVICES LIKE NETFLIX & FOXTEL, WITH MOVIES FROM HBO, HAVE NOTICEABLY MORE COARSE LANGUAGE

24%

OF RESPONSES

KEY WORDS

- TV
- HBO
- Netflix
- Movies
- Radio
- Show host
- Comedian

“On TV in movies and **streamed movies on Netflix** and occasionally on talent shows.”

“When a character was about to be assassinated **on my tv series he swore...**”

“Day time on the radio, evening on TV mostly on **STAN and NETFLIX...**”

“**YouTubers** swearing on YouTube. Netflix.”

“Movies series **Vikings, GOT.**”

“In music on the radio and **Foxtel music channels.**”

04 | SOCIAL MEDIA ESPECIALLY FACEBOOK & YOUTUBE | RACIST LANGUAGE MORE NOTICEABLE ON SOCIAL MEDIA POSTS AND WITHIN COMMENTS

22%

OF RESPONSES

KEY WORDS

- Facebook
- Posts
- Offensive
- N-word
- Racial
- Israel Folau
- NRL

“YouTube in particular I have found few people that don’t swear, and those that don’t are encouraged to.”

“Mostly the concerning language is on social media. I especially hate seeing racial slurs and offensive discriminatory words.”

“Racial slurs on Facebook, coarse language on podcasts (especially comedians) and YouTube videos.”

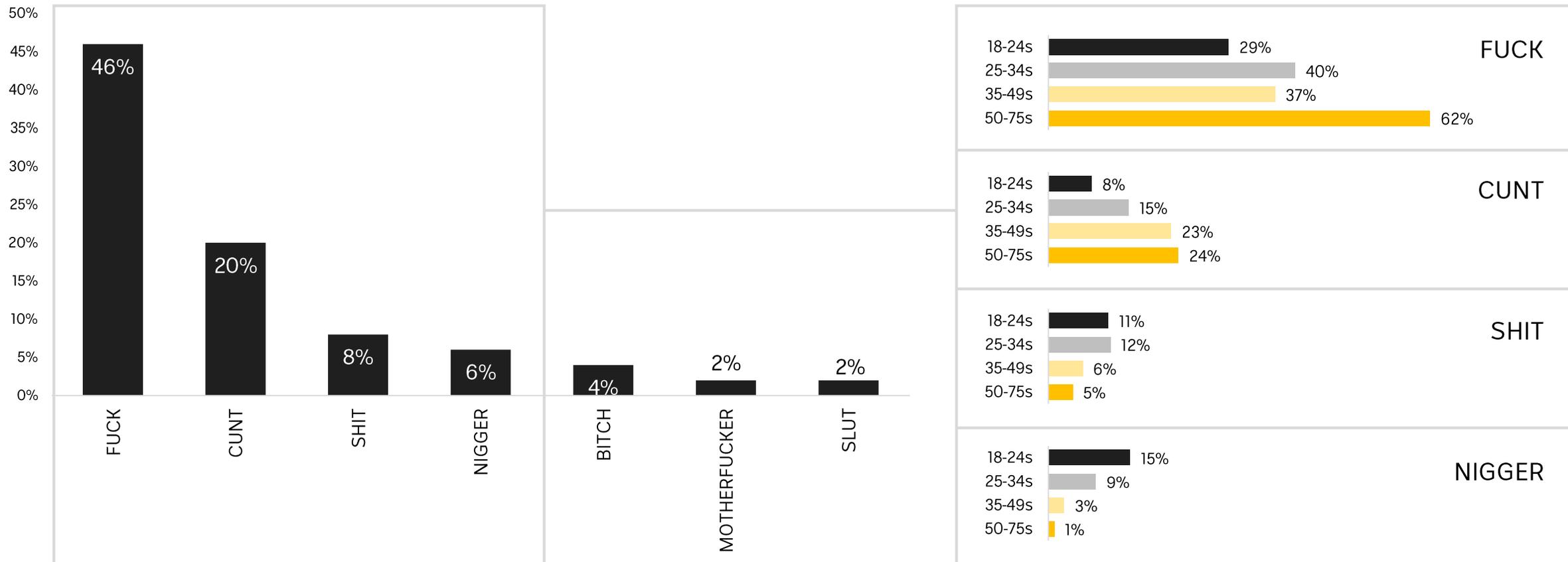
“People saying some racist jokes and stuff.”

“Israel Folau anti-gay views and hate and go fund me page shut down.”

WORDS CAUSING MOST OFFENCE

- Of all the offensive words seen or heard in the media, 'fuck' was deemed most offensive (46%).
- 62% of people aged 50-75 who had seen/heard coarse language said the word 'fuck' caused the most offence, compared to 35% for those aged under 50.
- Younger people aged under 35 were more likely to take offence with the racially offensive word 'nigger' than people over 35.

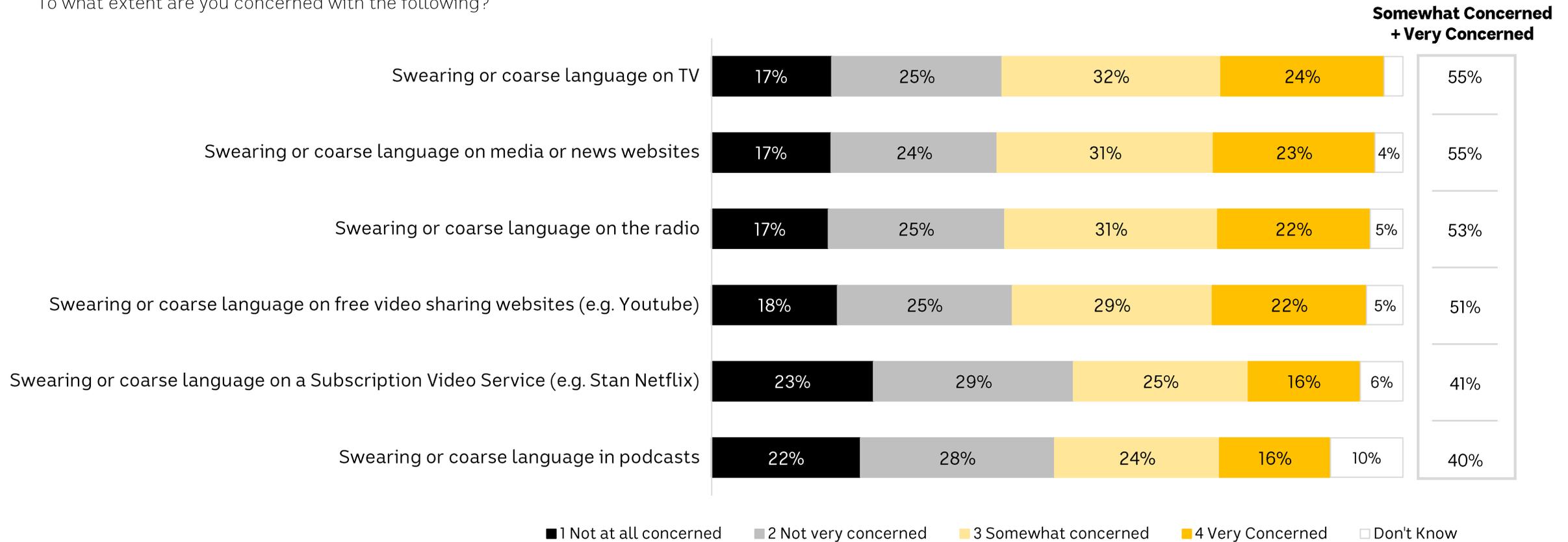
“What was the word or words that you heard or read that were the most offensive? “



EXTENT OF CONCERN

- Australians were equally concerned with coarse language on both TV and media websites, with 55% of people selecting either 'somewhat concerned' or 'very concerned'.
- Coarse language on radio followed closely, with 53% of people claiming to be 'somewhat or very concerned'.
- People were less concerned with coarse language contained within subscription video services and podcasts.

"To what extent are you concerned with the following?"

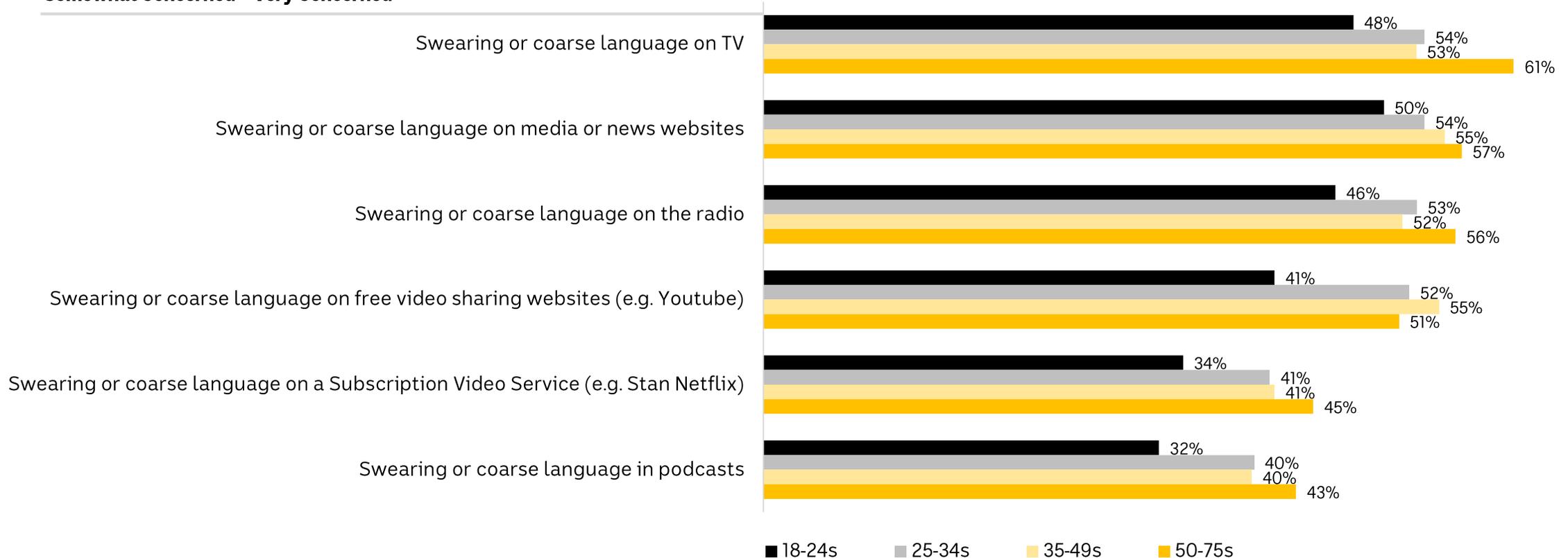


EXTENT OF CONCERN | BY AGE GROUP

- A higher proportion of people aged 50-75 were concerned with coarse language on most media platforms, with the exception of free video sharing websites like YouTube. This is likely due to older Australians using free video sharing websites less than younger Australians.
- For 18-24s, coarse language on media and news websites is of more concern than coarse language on TV & radio.
- For 25-34s and 35-49s, concern was fairly consistent (between 52% - 55%) across TV, radio, media websites and free video sharing websites.

“To what extent are you concerned with the following?”

Somewhat Concerned + Very Concerned

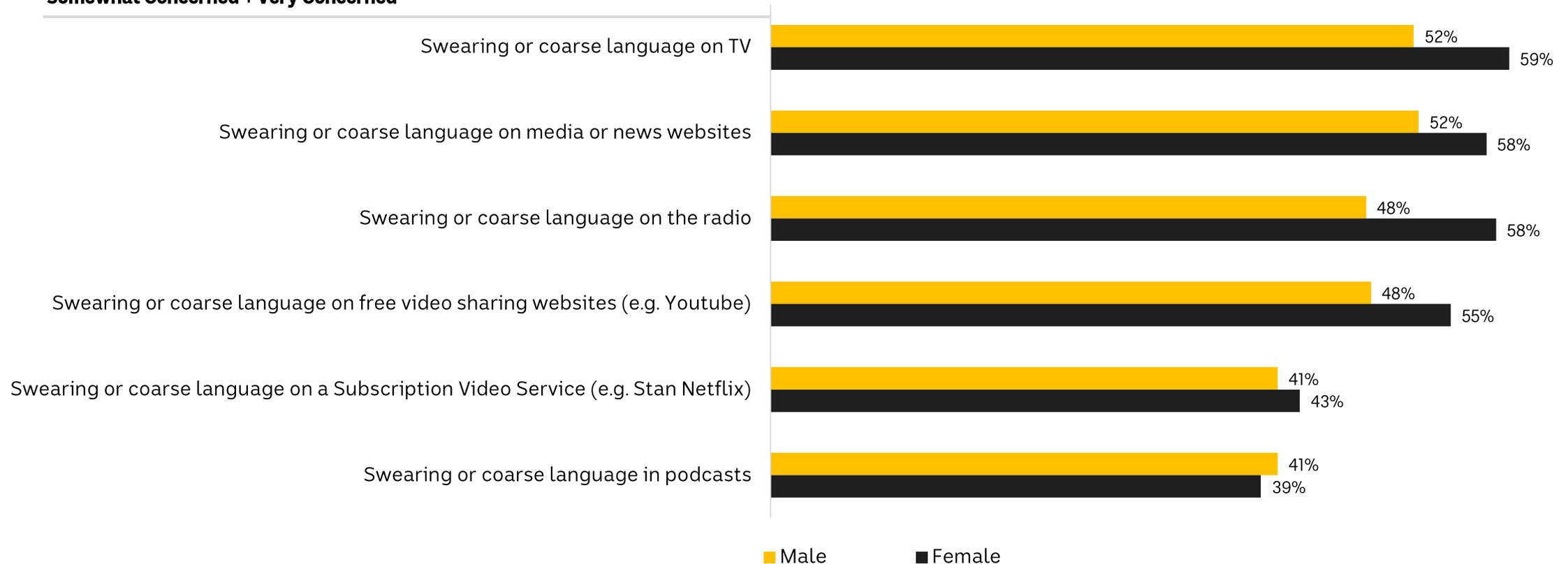


EXTENT OF CONCERN | BY GENDER

- Females were far more likely to be concerned with swearing or coarse language on most of the platforms surveyed. The only exception was podcasts, where a higher proportion of males were 'somewhat or very concerned'.
- The largest disparity between genders was for coarse language on radio, where 48% of males were 'somewhat or very concerned' compared to 58% of females being 'somewhat or very concerned'.

“To what extent are you concerned with the following?”

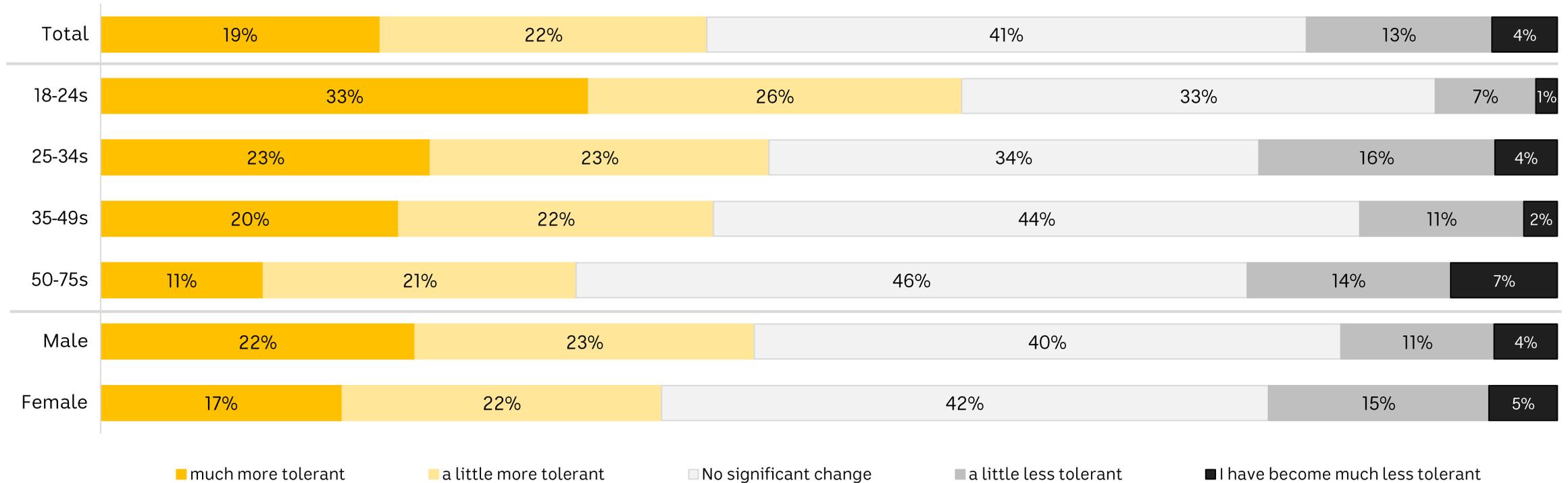
Somewhat Concerned + Very Concerned



TOLERANCE TOWARDS COARSE LANGUAGE

- When asked to what extent their attitudes towards coarse language have changed over the past five years, 41% of total respondents claim to be either 'much more tolerant' or 'a little more tolerant'.
- The younger the age group, the more likely they are to have increased their tolerance towards coarse language.
- Males were more likely than females to have increased their tolerance towards coarse language over the past five years.
- Two in five respondents say there has been no significant change in their attitudes towards coarse language over the past five years.

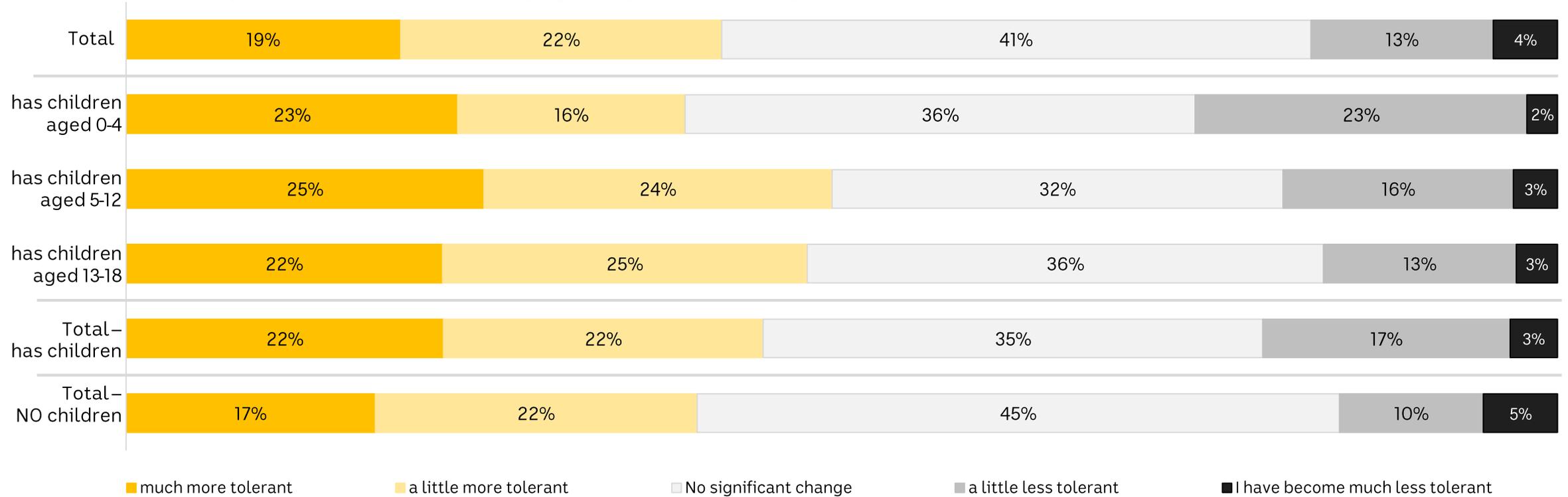
"To what extent have your attitudes towards coarse language changed over the past 5 years?"



TOLERANCE TOWARDS COARSE LANGUAGE | BY THOSE WITH/WITHOUT CHILDREN

- Those with children aged under 18 have become more tolerant of coarse language over the past five years, compared to the total respondent average.
- People with preschool aged children tended to have become less tolerant of coarse language over the past five years.
- Respondents with no children were more likely to report no significant change in their attitudes towards coarse language.

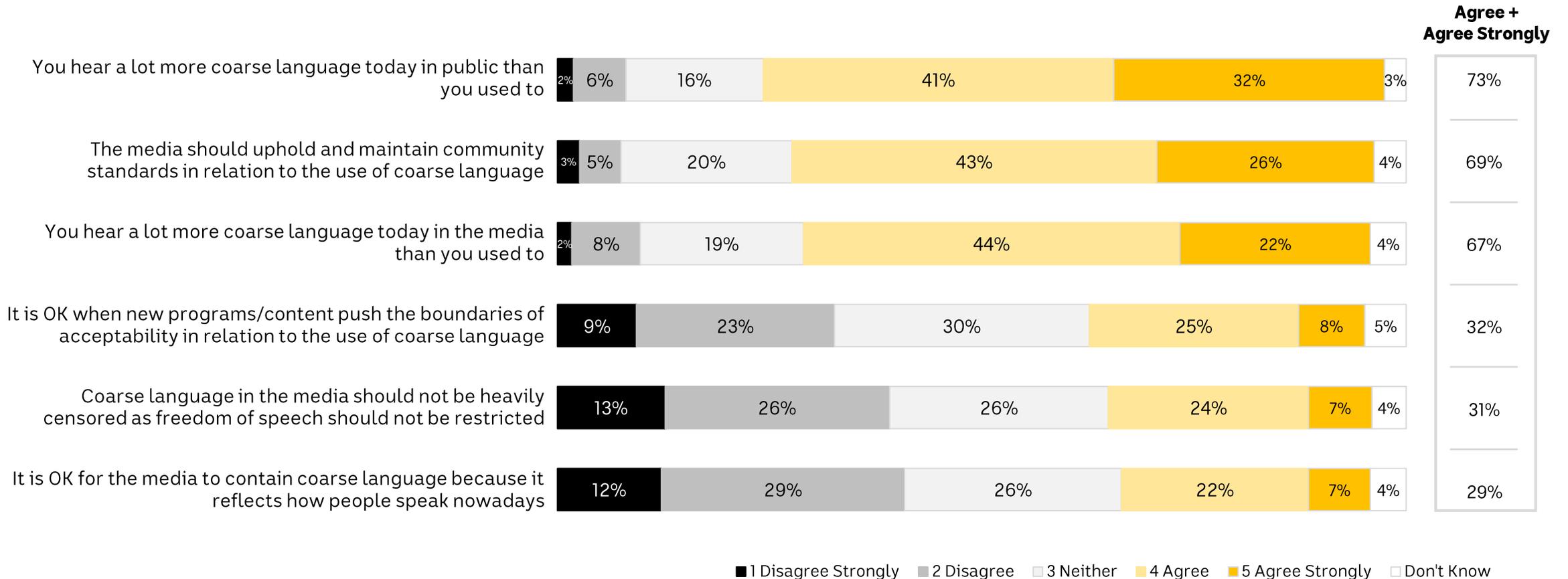
“To what extent have your attitudes towards coarse language changed over the past 5 years?”



COARSE LANGUAGE | STATEMENTS

- The majority of Australians agree that they hear a lot more coarse language than they used to, both in public and in the media.
- Most agree that the media should uphold and maintain community standards in relation to coarse language.
- Almost one in three agree that it is OK for new programs/content to 'push boundaries', that the media 'should not be heavily censored' and that it is ok for the media to contain coarse language 'because it reflects how people speak nowadays'.

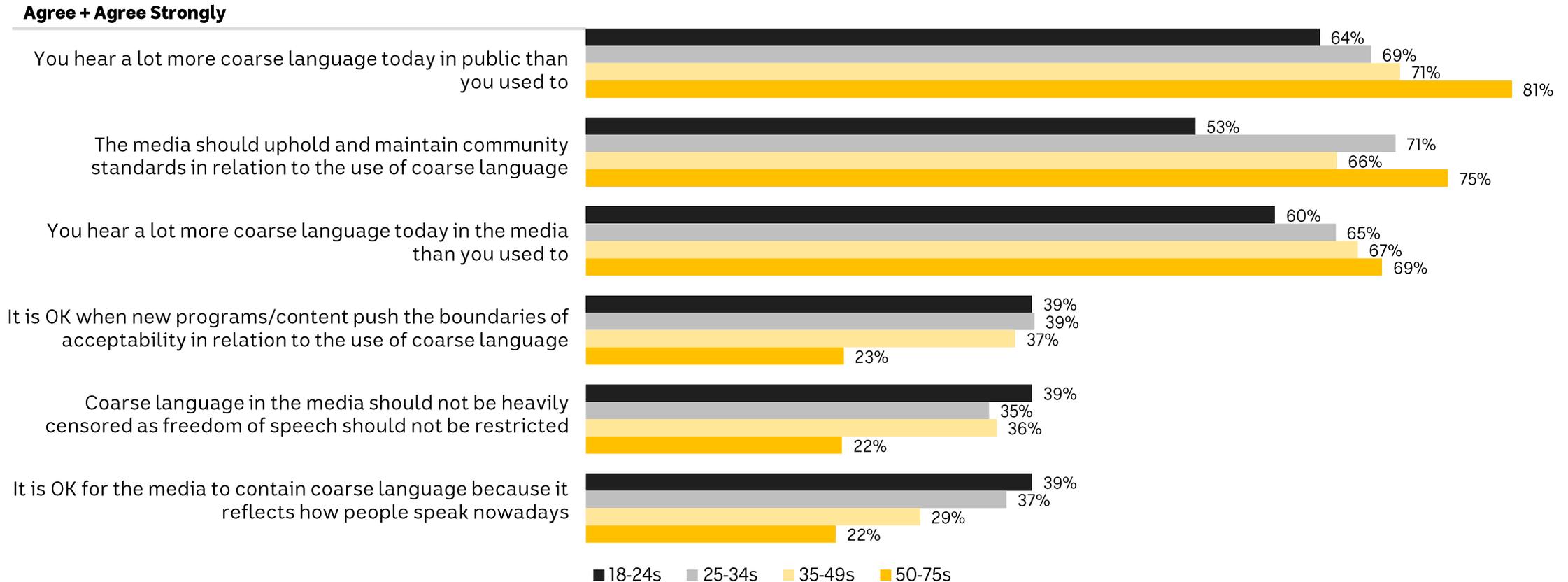
"To what extent do you agree with the following statements?"



COARSE LANGUAGE | STATEMENTS | BY AGE GROUP

- 81% of Australians aged 50-75 agree that they hear a lot more coarse language in public than they used to, compared to between 64% - 71% of 18-49s.
- The proportion of Australians who agree they hear a lot more coarse language in the media was much more closely aligned across age groups, each sitting between 60% to 69%.
- Far fewer 18-24s agree that the media should uphold and maintain community standards in relation to coarse language.
- Nearly 40% of Australians under 50 agree that it's OK for new programs/content to 'push boundaries' compared to 23% for those over 50.

"To what extent do you agree with the following statements?"

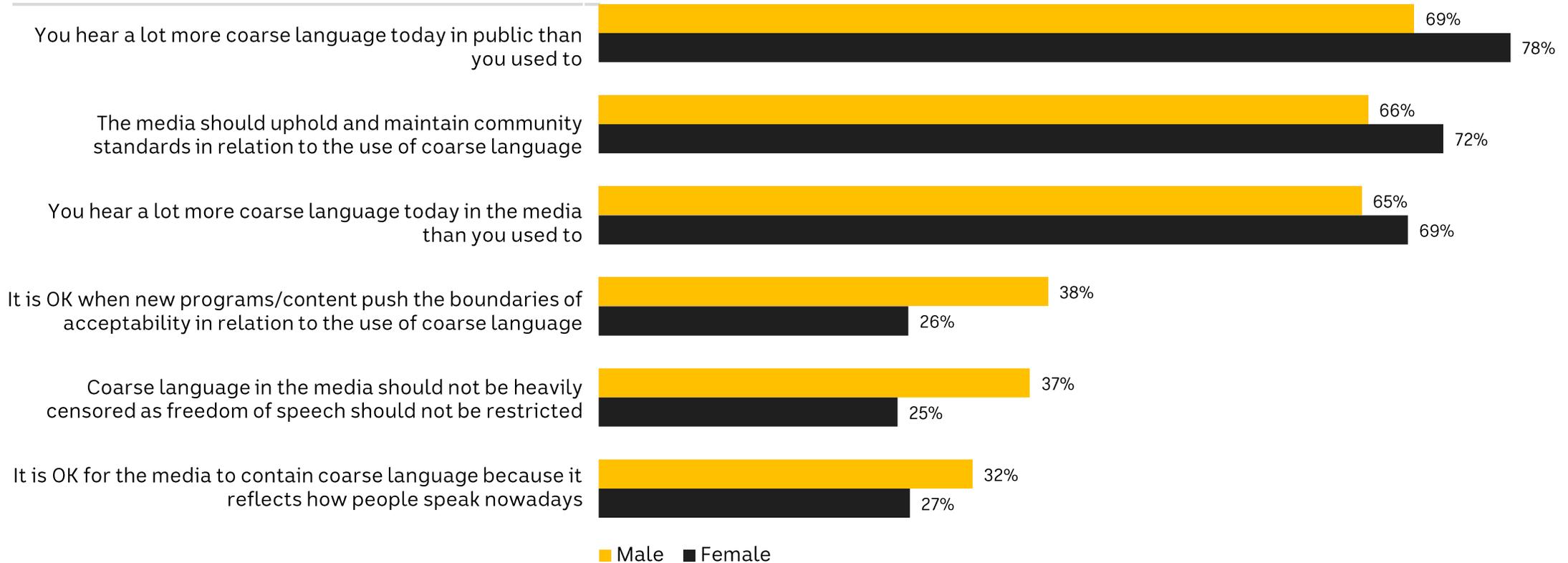


COARSE LANGUAGE | STATEMENTS | BY GENDER

- Females were more inclined to agree that they hear a lot more coarse language both in public and in the media.
- Males were more likely to agree that it is OK for new programs/content to 'push boundaries', that coarse language in the media 'should not be heavily censored' and that it's OK for the media to contain coarse language because 'it reflects how people speak nowadays'.

"To what extent do you agree with the following statements?"

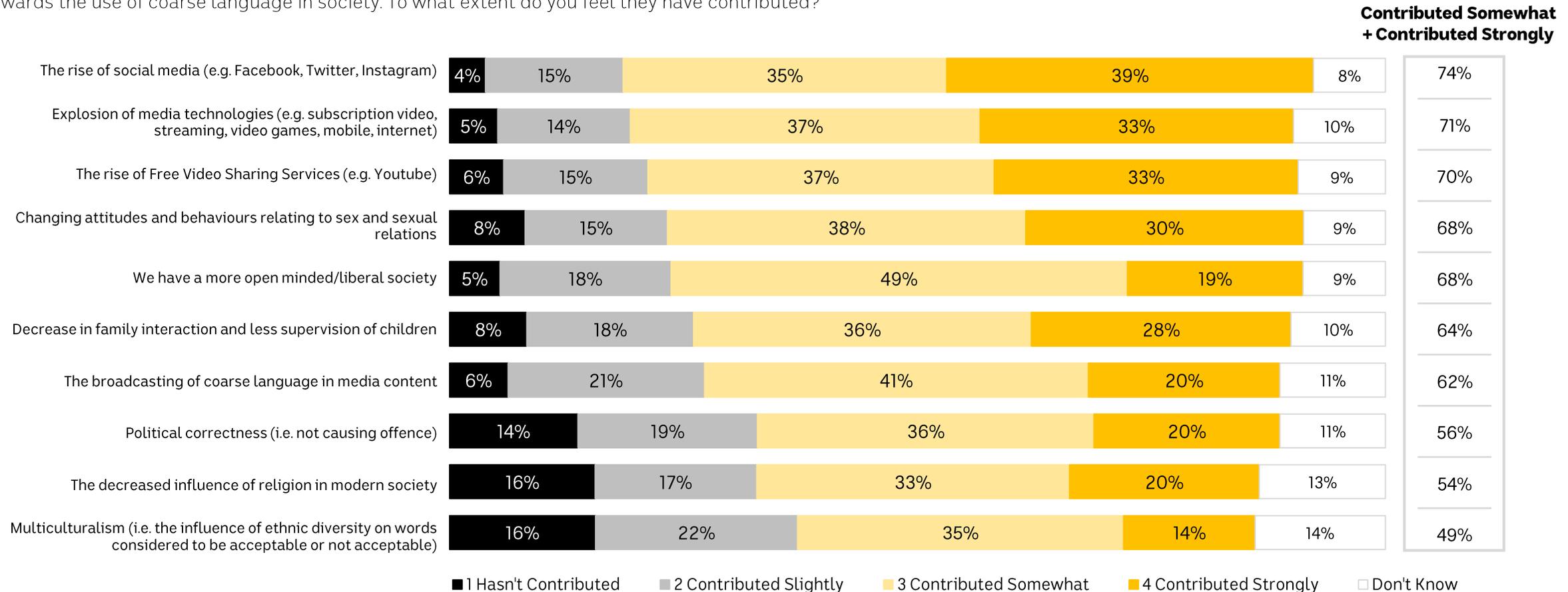
Agree + Agree Strongly



CONTRIBUTING FACTORS | COARSE LANGUAGE

- Australians believe that the rise of social media, new technologies and free video sharing services are the main contributing factors in shaping attitudes towards coarse language in society.
- Multiculturalism was considered the least contributing factor in shaping attitudes towards the use of coarse language, followed by the decreased influence of religion and political correctness.

“Below is a list of factors that people have previously identified as contributing to shaping attitudes towards the use of coarse language in society. To what extent do you feel they have contributed?”

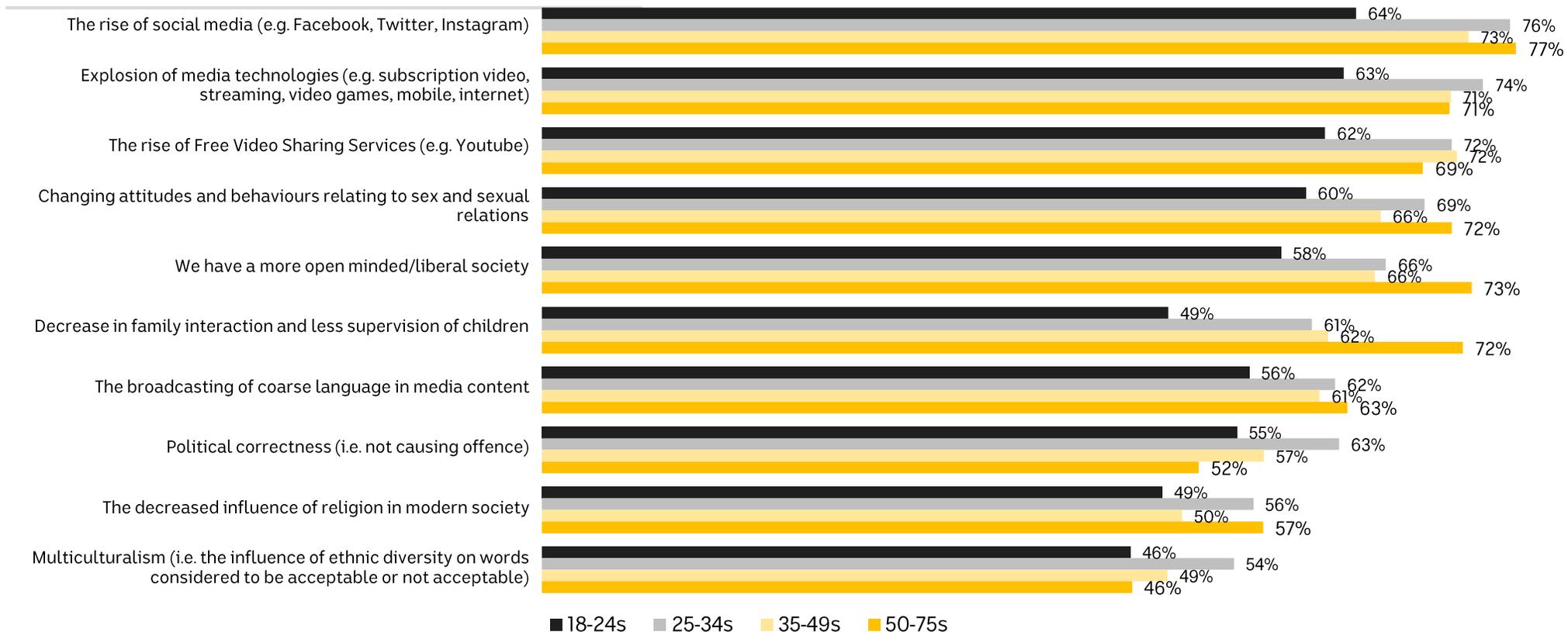


CONTRIBUTING FACTORS | COARSE LANGUAGE | BY AGE GROUP

- Australians aged 50-75 were far more likely to agree that ‘We have a more open minded/liberal society’ and ‘Decrease in family interaction and less supervision of children’ were contributing factors in shaping attitudes, compared to those aged under 50.
- A higher proportion of 25-34s believed ‘political correctness’ was a contributing factor in shaping attitudes towards coarse language.

“Below is a list of factors that people have previously identified as contributing to shaping attitudes towards the use of coarse language in society. To what extent do you feel they have contributed?”

Contributed Somewhat + Contributed Strongly

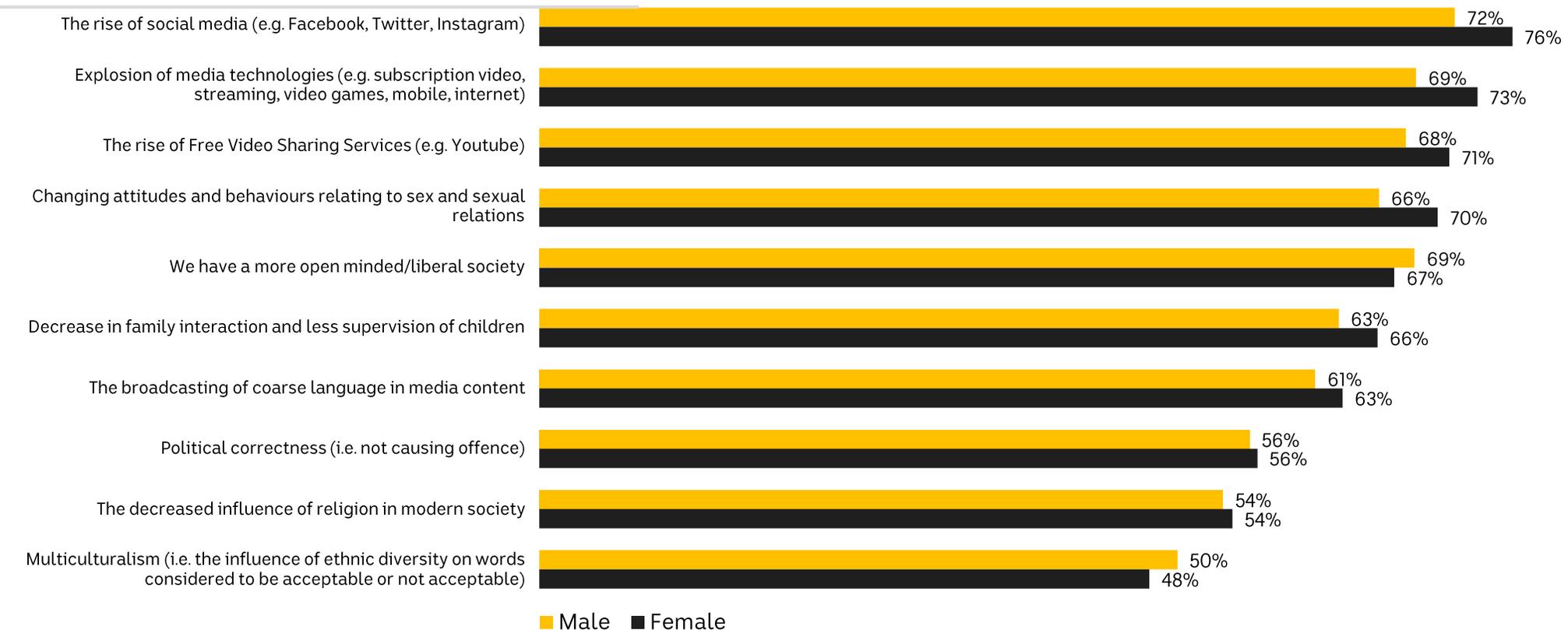


CONTRIBUTING FACTORS | COARSE LANGUAGE | BY GENDER

- Compared to males, females were somewhat more inclined to agree that ‘the rise of social media’, ‘explosion of media technologies’ and ‘changing attitudes and behaviours relating to sex and sexual relations’ contribute to shaping attitudes towards the use of coarse language in society.
- Both ‘political correctness’ and ‘decreased influence of religion in modern society’ were closely aligned across the genders.

“Below is a list of factors that people have previously identified as contributing to shaping attitudes towards the use of coarse language in society. To what extent do you feel they have contributed?”

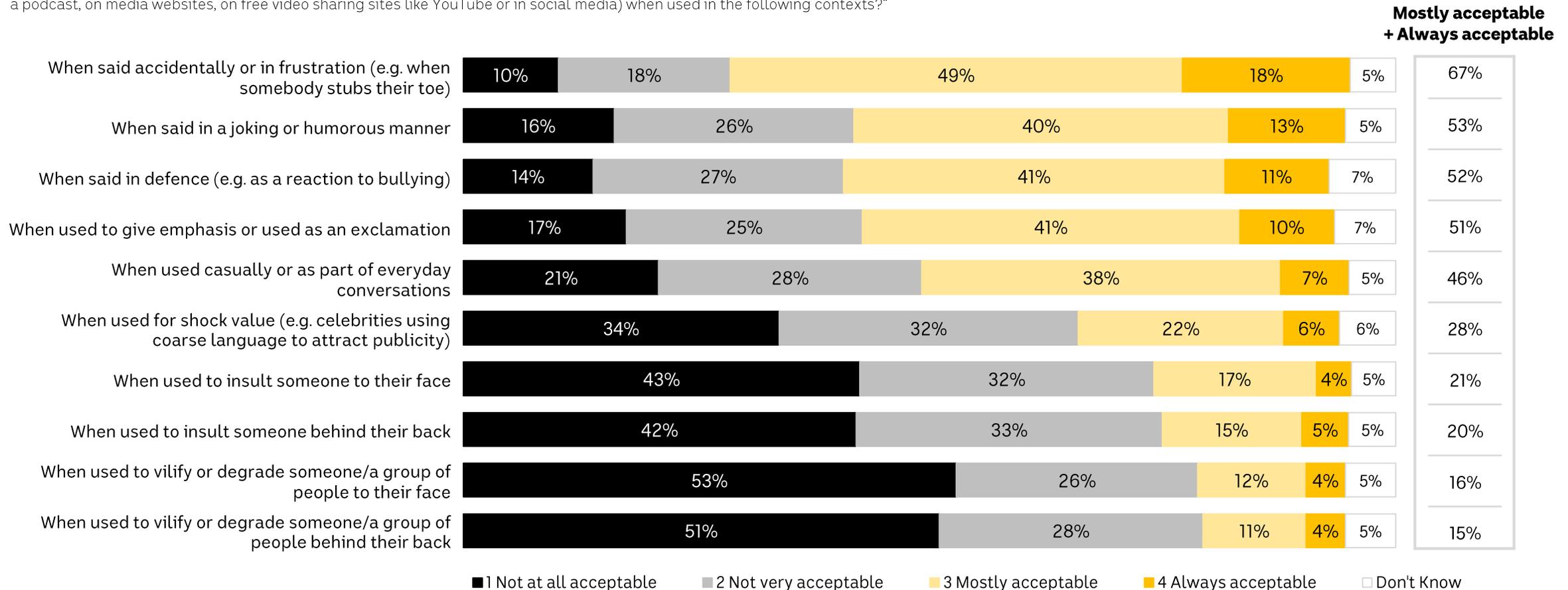
Contributed Somewhat + Contributed Strongly



WHAT'S ACCEPTABLE | CONTEXTS

- The vilification or degradation of someone, either to their face or behind their back, is seen as the least acceptable circumstance for the use of coarse language in the media.
- Coarse language is most acceptable in the media when it is said accidentally or in frustration, and more than half of Australians also agree that it is mostly or always acceptable when said in a joking or humorous manner, when said in defence, or when used to give emphasis or as an exclamation.

“How acceptable is the use of coarse words on any media platform (e.g. on television, on video streaming services like Netflix, on radio, in a podcast, on media websites, on free video sharing sites like YouTube or in social media) when used in the following contexts?”

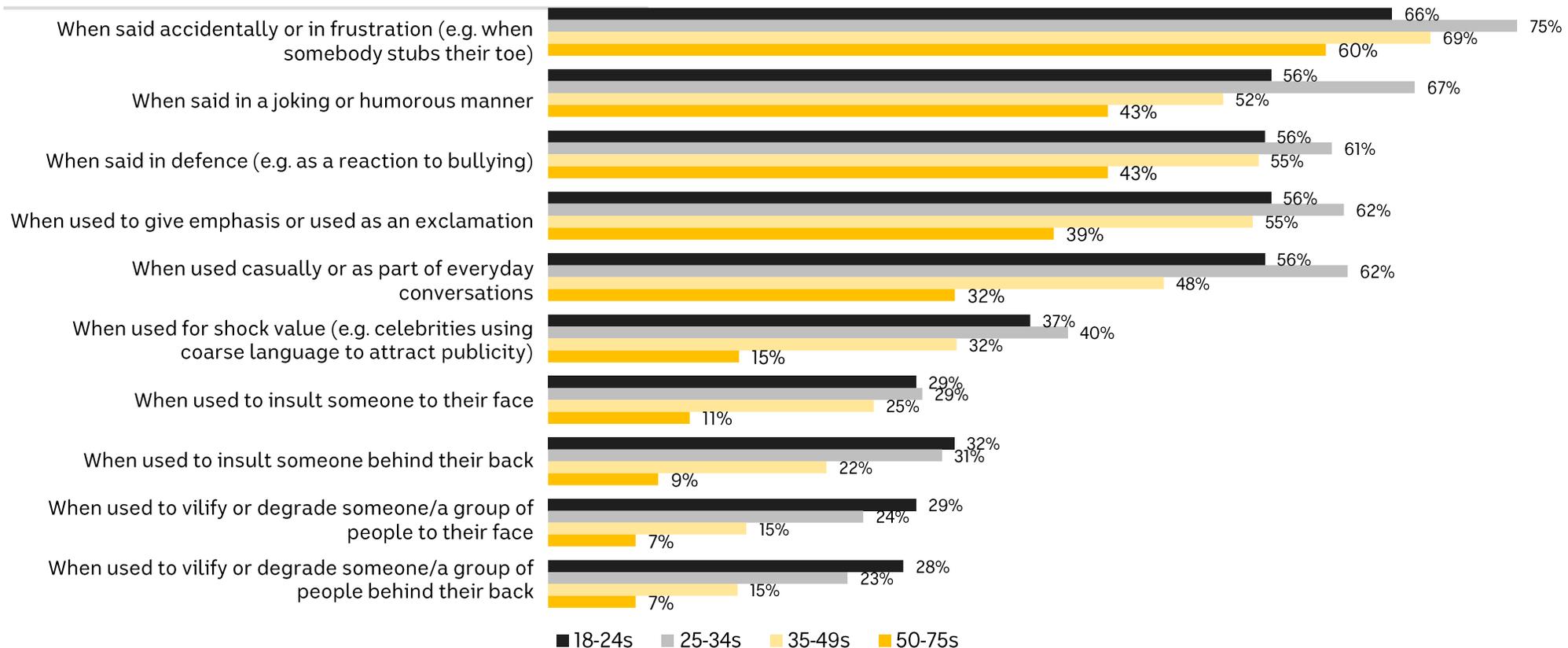


WHAT'S ACCEPTABLE | CONTEXTS | BY AGE GROUP

- Generally, those aged 25-34 were more accepting of a range of circumstances where coarse words were used in the media, especially when said 'accidentally or in frustration' or 'in a joking or humorous manner'.
- Respondents over 50 were far less accepting of coarse language used for 'shock value', 'to insult someone' or to 'vilify or degrade someone'.

"How acceptable is the use of coarse words on any media platform (e.g. on television, on video streaming services like Netflix, on radio, in a podcast, on media websites, on free video sharing sites like YouTube or in social media) when used in the following contexts?"

Mostly acceptable + Always acceptable

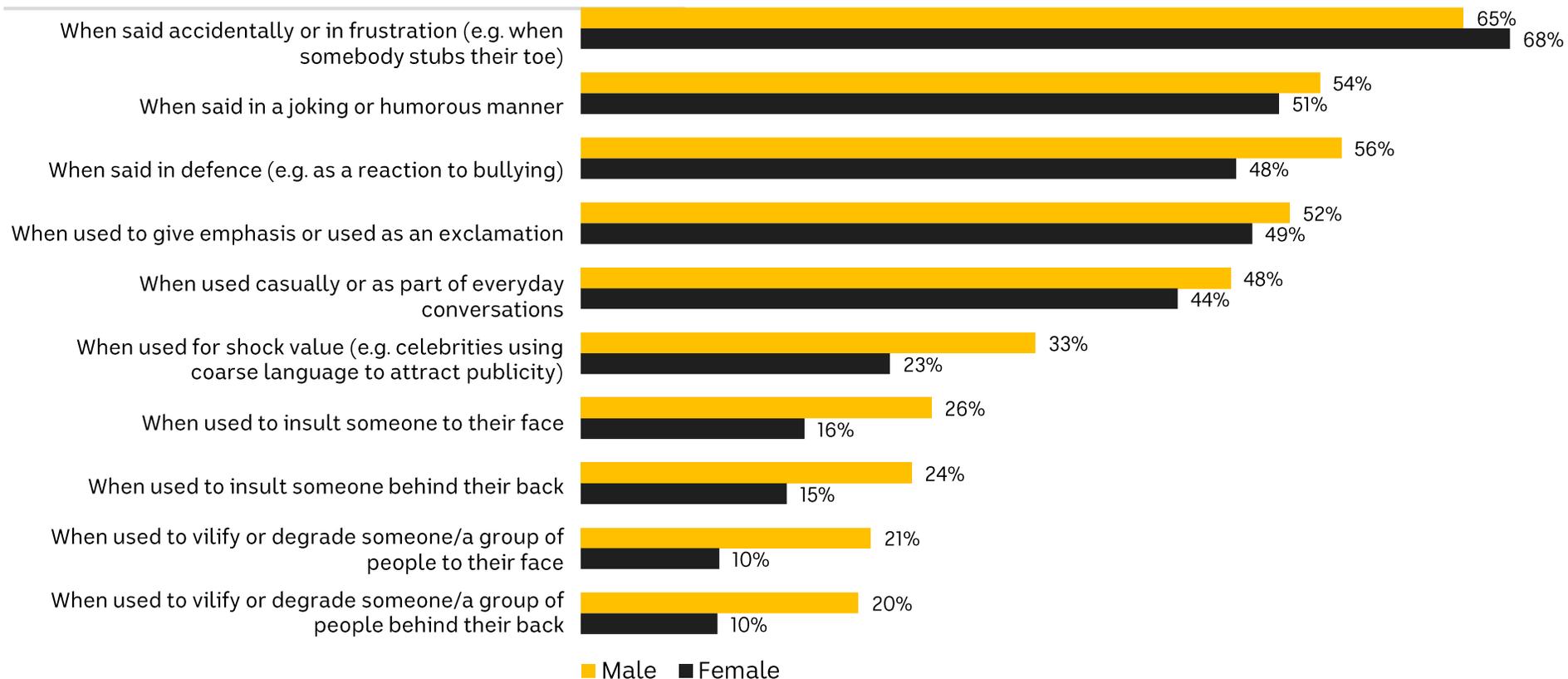


WHAT'S ACCEPTABLE | CONTEXTS | BY AGE GENDER

- Males were far more accepting than females of the use of coarse language for shock value, to insult or vilify or degrade someone, or when said in defence.
- The only context in which females were more likely to be accepting of coarse language than men was when said accidentally or in frustration.

“How acceptable is the use of coarse words on any media platform (e.g. on television, on video streaming services like Netflix, on radio, in a podcast, on media websites, on free video sharing sites like YouTube or in social media) when used in the following contexts?”

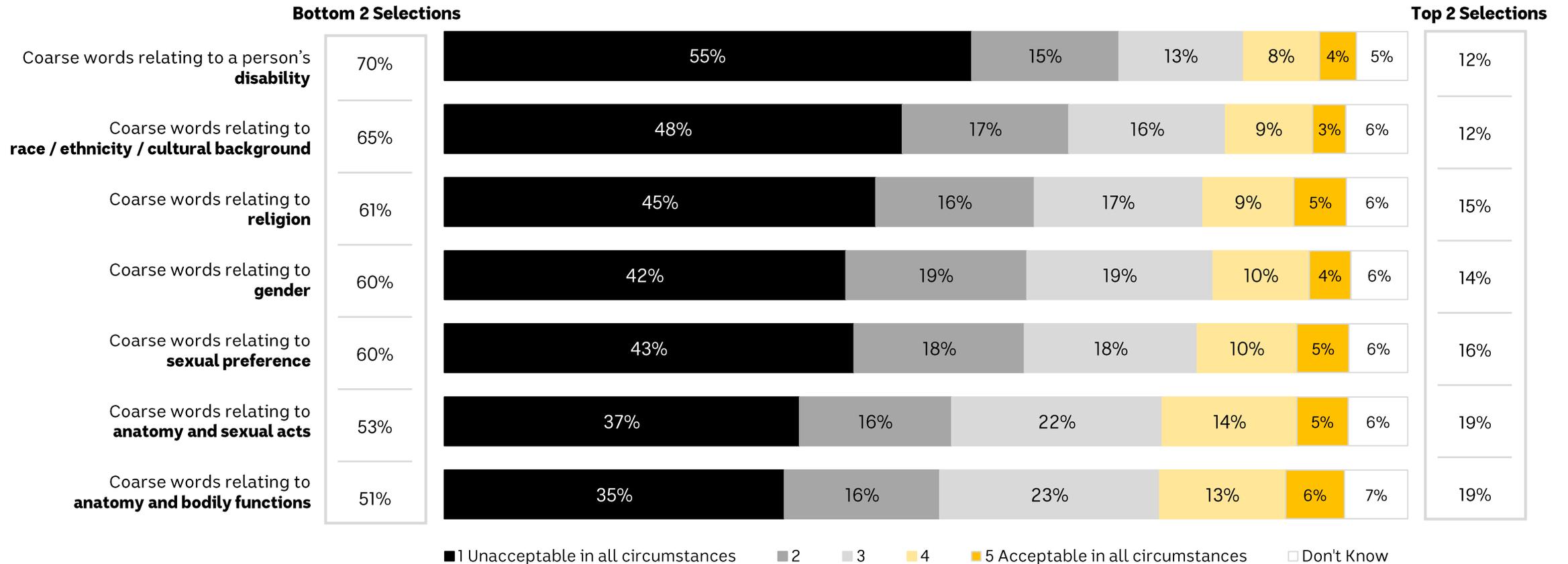
Mostly acceptable + Always acceptable



WHAT'S ACCEPTABLE | WORD TYPES

- Across all seven scenarios, the majority of respondents found coarse words unacceptable to some degree.
- Coarse words relating to a person's disability were considered unacceptable in all circumstances by the majority of respondents.
- Coarse words relating to someone's race/ethnicity/cultural background followed, with 65% of respondents selecting the bottom two points of the scale.
- Around 60% of respondents selected the bottom two points of the scale for coarse words relating to religion, gender or sexual preference.

"How acceptable is it for the following types of coarse words to be used on TV, radio or online – using a scale where 1 equals unacceptable in all circumstances through to 5 acceptable under any circumstance?"

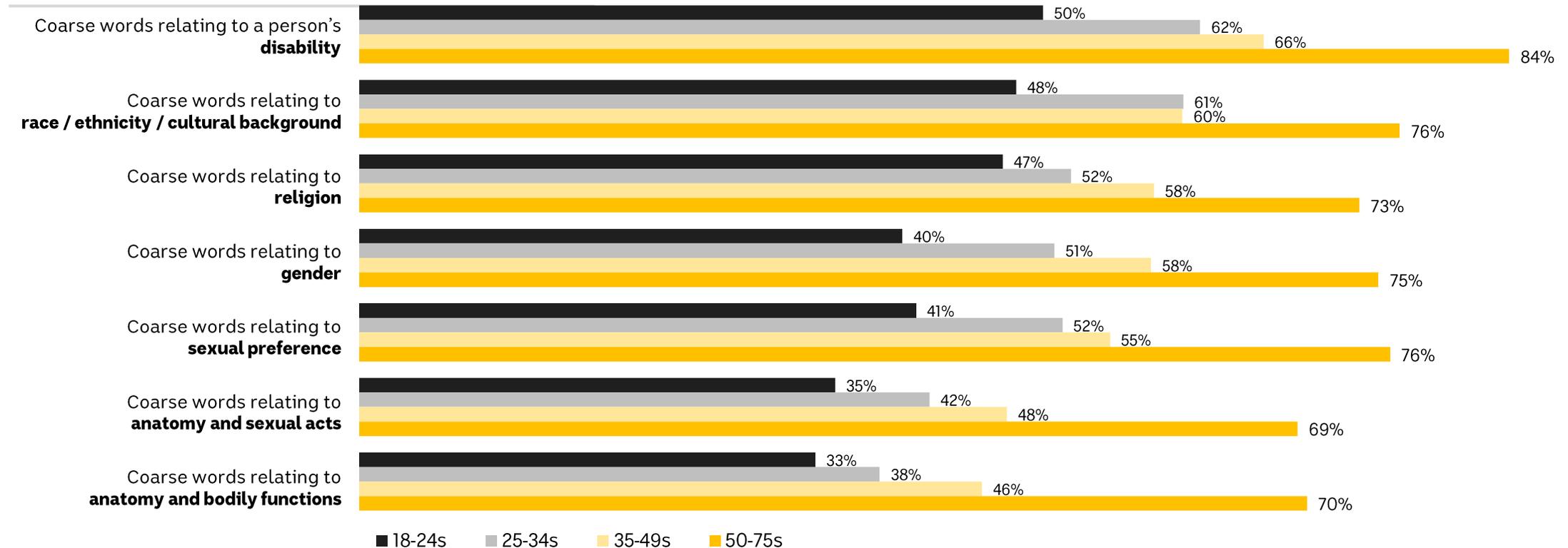


WHAT'S ACCEPTABLE | WORD TYPES | BY AGE

- There were striking differences between those aged over 50 and those aged under 50 and the types of coarse words they considered unacceptable.
- In almost all scenarios, the younger the respondent age, the more accepting they were of the types of coarse language used in the media.
- Respondents over 50 were notably less accepting of each of the word types listed.

“How acceptable is it for the following types of coarse words to be used on TV, radio or online – using a scale where 1 equals unacceptable in all circumstances through to 5 acceptable under any circumstance?”

Bottom 2 Selections (1 Unacceptable in all circumstances + 2)

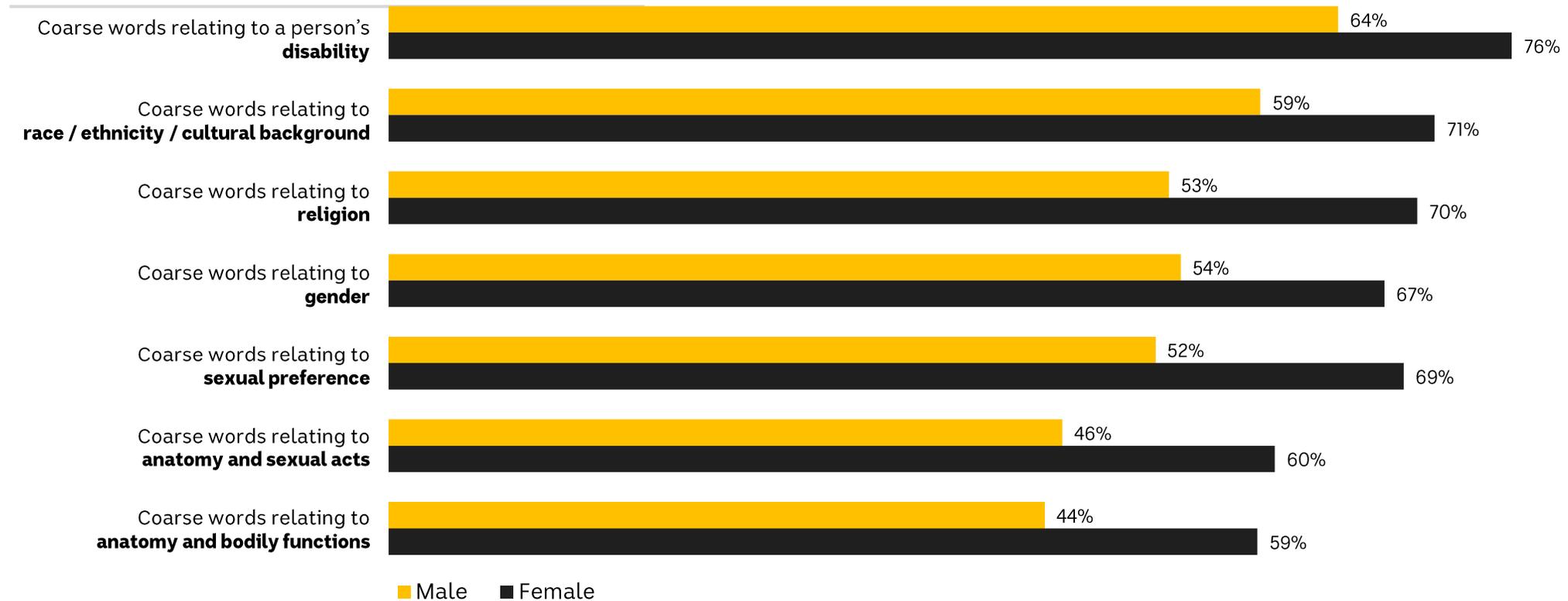


WHAT'S ACCEPTABLE | WORD TYPES | BY GENDER

- Females were markedly less accepting of use in the media of each of the seven types of coarse words.
- On average, the difference between male and female respondents for what they deem unacceptable was 14% across all seven word types.
- The biggest differences between the genders were 'coarse language relating to religion' and 'coarse language relating to sexual preference', both at 17%.

"How acceptable is it for the following types of coarse words to be used on TV, radio or online – using a scale where 1 equals unacceptable in all circumstances through to 5 equals acceptable under any circumstance?"

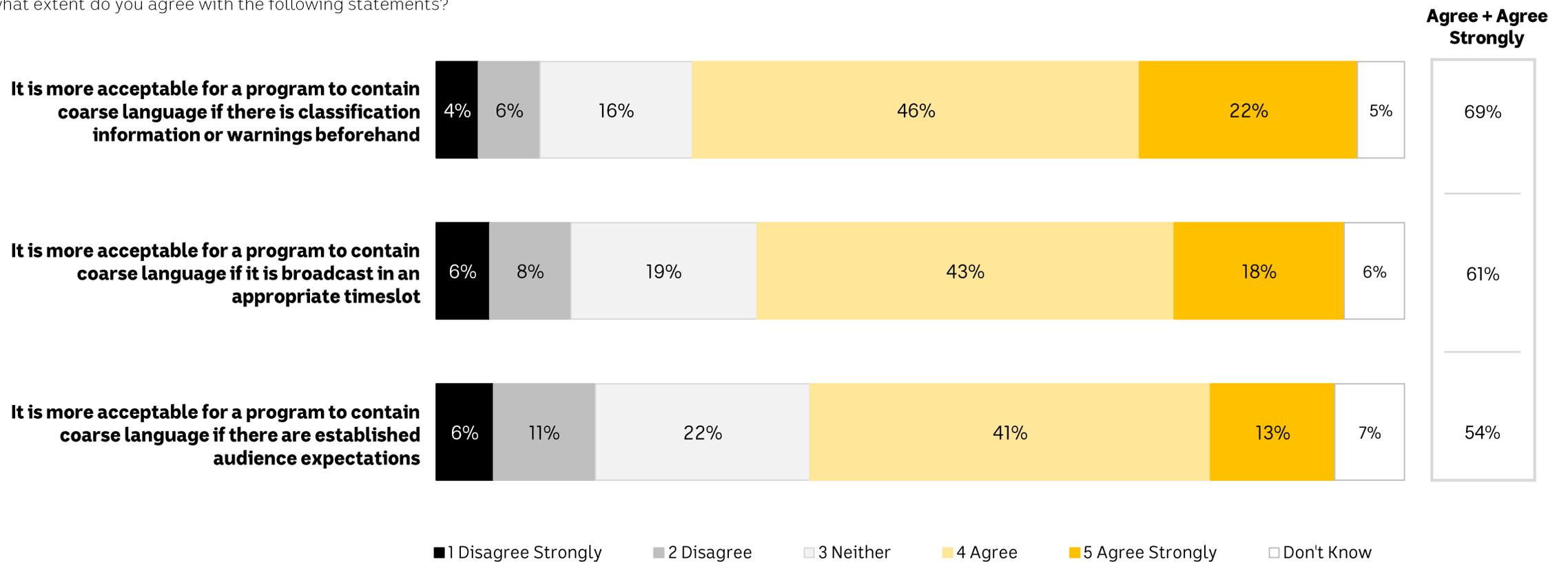
Bottom 2 Selections (1 Unacceptable in all circumstances + 2)



COARSE LANGUAGE | EXCEPTIONS

- The majority of respondents agreed with all three exceptions for the use of coarse language.
- 69% of respondents agreed that it was acceptable for a program to contain coarse language if appropriate classification information or warnings were given beforehand.
- 61% agreed it was acceptable for a program to contain coarse language if it was broadcast in an appropriate timeslot.
- Just over half agreed it was acceptable if there are established audience expectations of the program.

To what extent do you agree with the following statements?

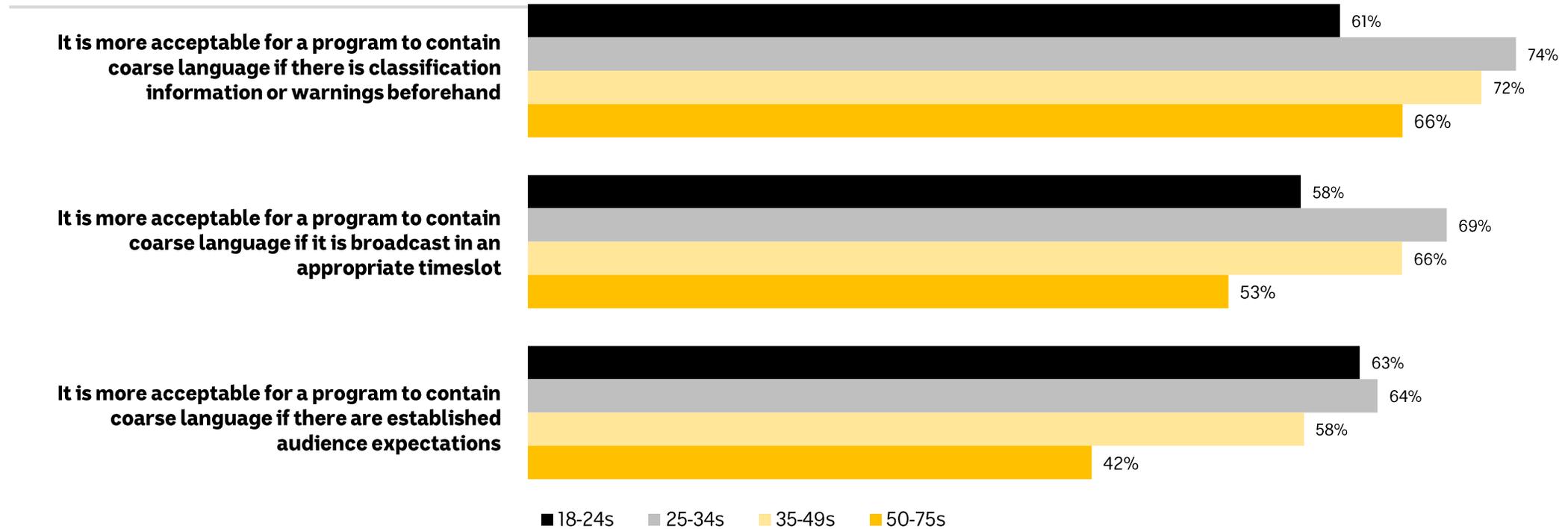


COARSE LANGUAGE | EXCEPTIONS | BY AGE GROUP

- People aged between 25-50 were more likely to agree that it is more acceptable for a program to contain coarse language if there is 'classification information or warnings' or if the program is 'broadcast in an appropriate timeslot'.
- People under 35 were more likely to agree that it is acceptable for a program to contain coarse language if there are 'established audience expectations'.

To what extent do you agree with the following statements?

Agree + Strongly Agree

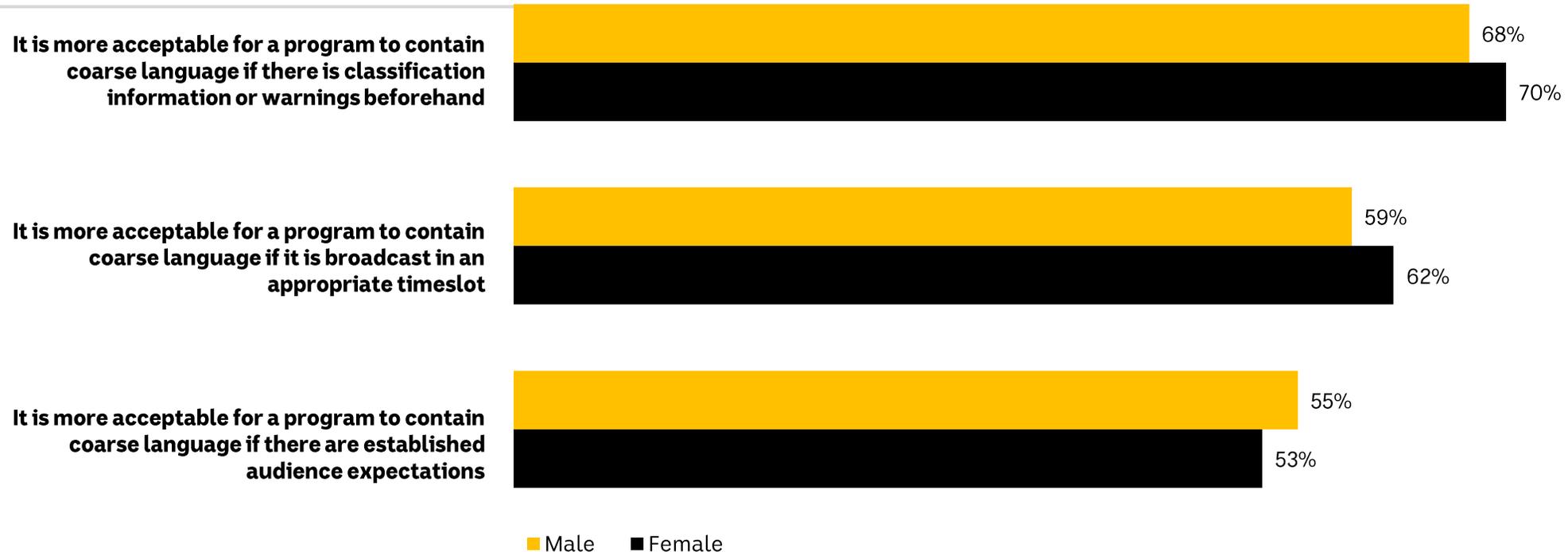


COARSE LANGUAGE | EXCEPTIONS | BY GENDER

- There was far less disparity between males and females in their consideration of coarse language exceptions.
- Females were slightly more likely to agree it is acceptable for a program to contain coarse language if there are 'classifications or warnings' or if the program is 'broadcast in an appropriate timeslot'.
- Males were slightly more likely to agree that it is acceptable for a program to contain coarse language if there are 'established audience expectations'.

To what extent do you agree with the following statements?

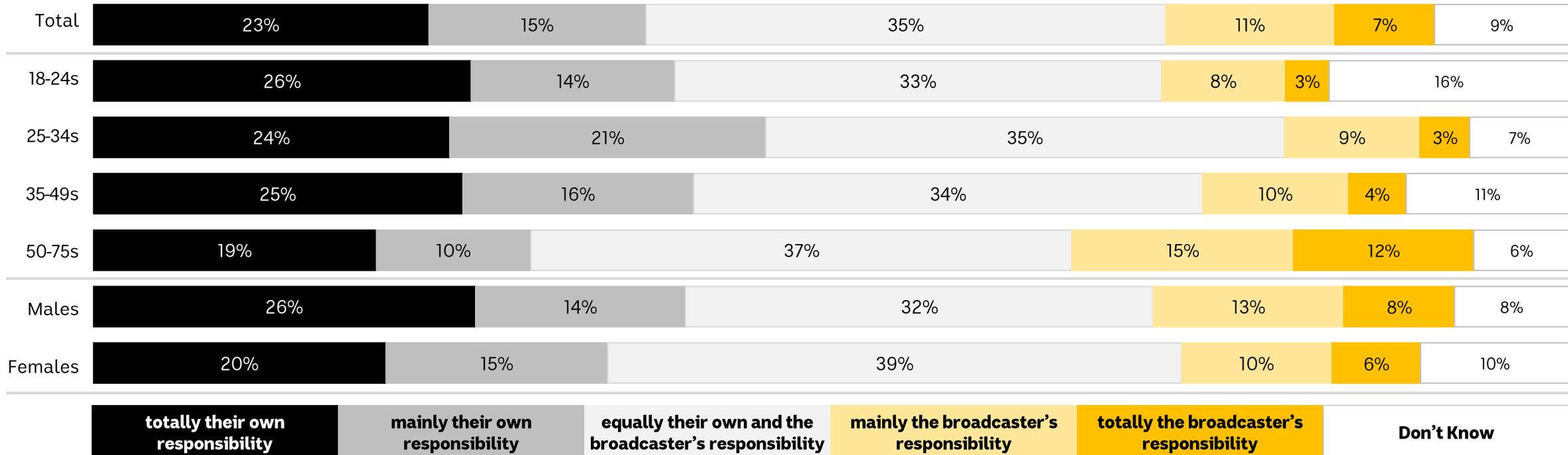
Agree + Strongly Agree



RESPONSIBILITY | ADULTS & COARSE LANGUAGE ON TV/RADIO

- 38% of all respondents agree that it is either totally their own responsibility or mainly their own responsibility to ensure they don't see or hear coarse language that they might find offensive. This increases to 45% for those in the 25-34 age group.
- 35% agree that it is equally their own and a broadcaster's responsibility. Agreement for shared responsibility is more prevalent among females.
- 18% agree that it is either mainly or totally the broadcaster's responsibility to ensure adults do not see or hear coarse language.
- Older respondents 50-75 feel more strongly that it is the broadcaster's responsibility, with 27% selecting 'mainly' or 'totally'. Slightly more males than females were also more likely to agree with this notion.

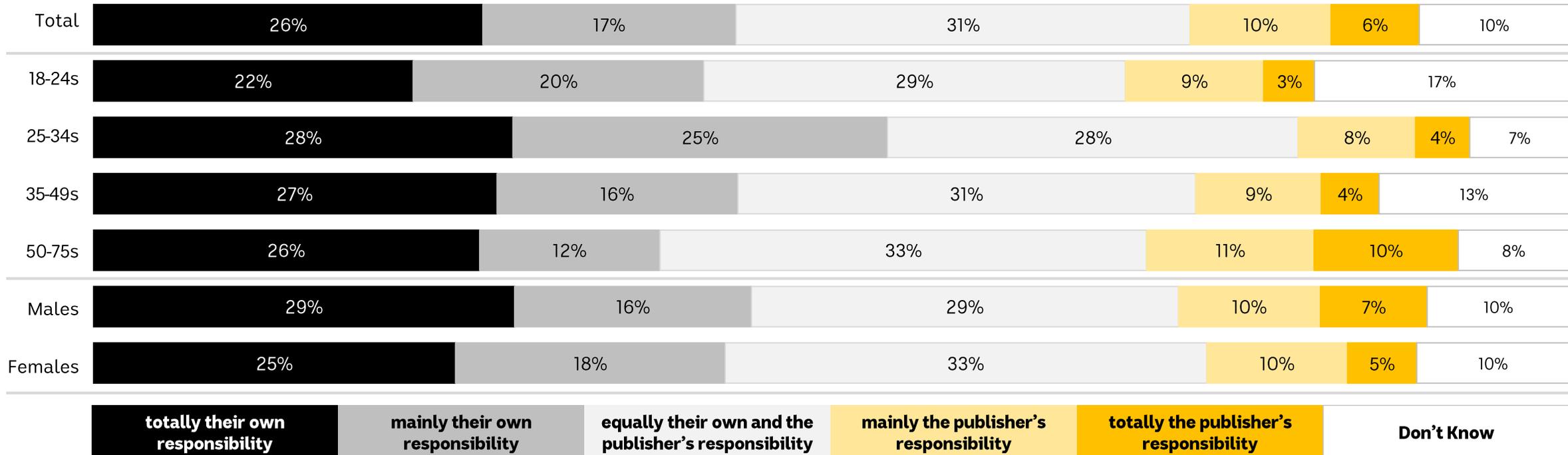
Where do you think the responsibility lies for making sure that an adult does not see or hear coarse language content on TV/radio they might find uncomfortable or offensive?



RESPONSIBILITY | ADULTS & COARSE LANGUAGE ON INTERNET

- 43% of respondents agree that it is either totally or mainly an adult's own responsibility that they don't see or hear offensive coarse language on the internet, with only 16% agreeing that it is either mainly or totally the publisher's responsibility.
- People aged 25-34 were likely to agree that it is either totally or mainly the responsibility of an adult to ensure they don't see or hear offensive coarse language on the internet.
- 31% agree that it is equally the responsibility of an adult and a publisher with regard to seeing or hearing offensive coarse language on the internet.

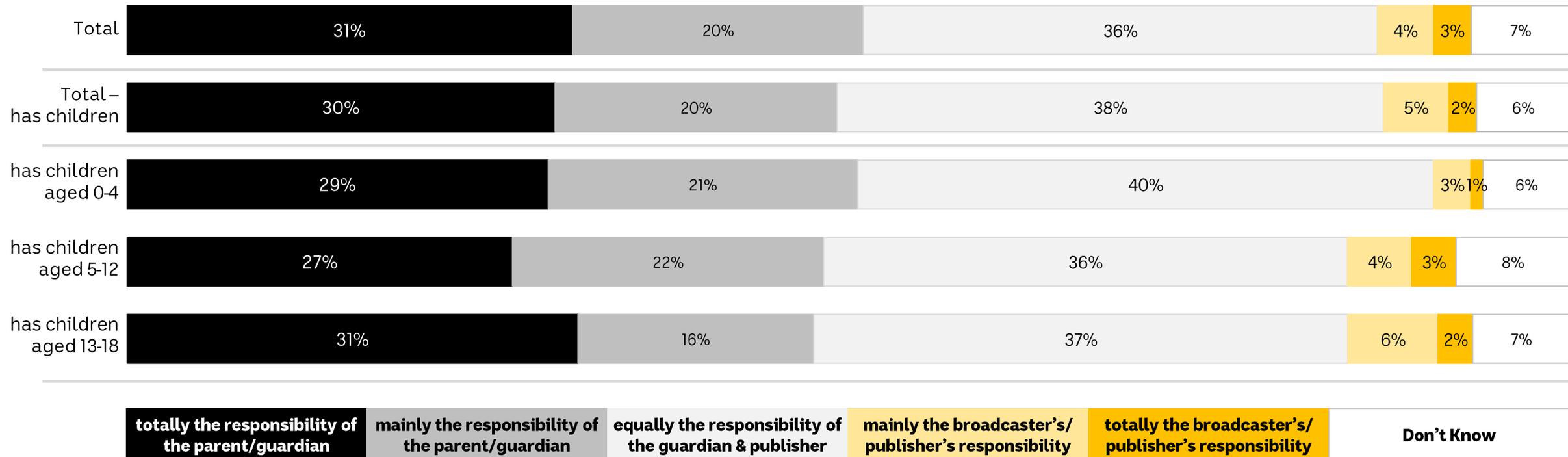
Where do you think the responsibility lies for making sure that an adult does not see or hear coarse language content on the internet they might find uncomfortable or offensive?



RESPONSIBILITY | CHILDREN & COARSE LANGUAGE IN MEDIA

- Just over half of respondents agree that it is a parent/guardian's responsibility to make sure that a child does not see or hear offensive content in the media.
- 36% of total respondents agreed that it is equally the responsibility of the parent/guardian and the broadcaster or publisher. This percentage is slightly higher among parents of children 0-18 (36%), especially those with preschool children (40%).
- Only 7% agree that it is either 'mainly' or 'totally' the broadcaster or publisher's responsibility to protect children from offensive content

Where do you think the responsibility lies for making sure that a child does not see or hear offensive content on TV, Radio or the internet that might be unsuitable for someone their age?



Television

COARSE LANGUAGE BY PLATFORM

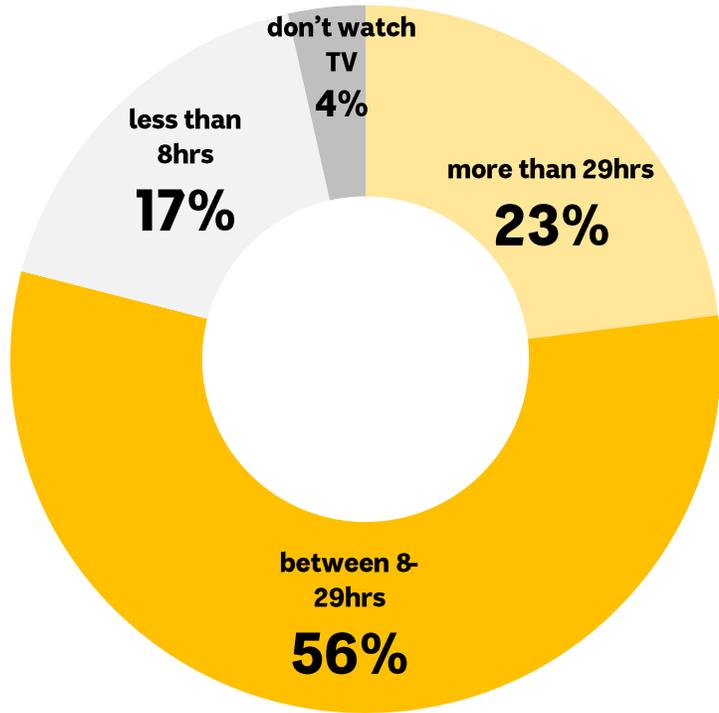
TELEVISION | SUMMARY

- 79% of Australians watch more than 8 hours of television on average per week, including broadcast, streaming and catch-up services.
- ABC stations were viewed by over half of respondents in the past week and the vast majority of viewers believe ABC channels have the least amount of offensive coarse language. While ABC stations are considered to have the fewest programs containing coarse language, it is believed that the ABC should be the most responsible for regulating coarse language.
- Most respondents watched commercial TV in their week, but not as many as there were in 2011 (75% v 81%). Commercial TV is held in the same regard as the ABC, where Australians feel that stations should be responsible in regulating coarse language.
- In the past week, over half of Australians watched subscription video services like Netflix, Stan or Amazon. Many feel that there is noticeably more offensive coarse language within the programs on these platforms.
- While the majority of Australians feel that coarse language on television has a greater impact than other media due to the visual element, parents and guardians of children are more likely to agree with this.
- Most feel the use of coarse language in drama is acceptable when it is used to provide credibility or portray a real-life situation, or when it contributes to the story line or character development. However there are many older Australians who disagree.
- It is more acceptable when coarse language is used in reality and factual programs by real people in real life situations of stress, anger or frustration, but again older Australians are less likely to agree that there are any circumstances where coarse language is acceptable. Many believe reality programs set a bad example and that it is unacceptable when coarse language is used to shock the audience.
- Although most feel that too much coarse language in comedy shows can detract from their humour, it is acceptable for coarse language to be used in programs that fit into the comedy genre.
- It is far less acceptable for news and current affairs programs to use coarse language in any circumstances.

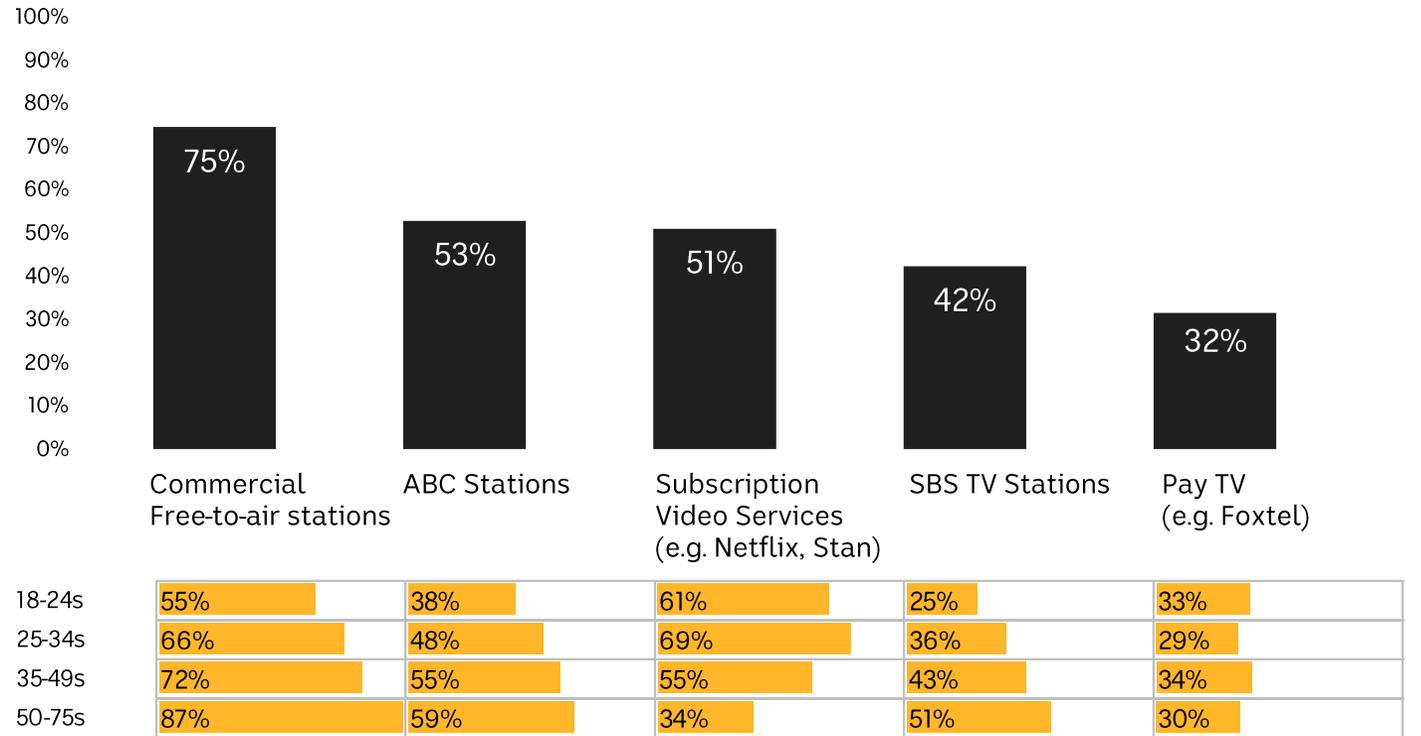
TELEVISION VIEWING

- 79% of Australians say they watch more than 8 hours of television on average per week, with only 4% saying they watch no TV.
- Of all TV viewing, 75% of respondents claimed to have watched commercial FTA stations in the past week. This proportion is much higher among older respondents.
- 51% of respondents said they had watched ABC stations and 42% reported watching SBS stations within the past week. Older respondents were more inclined to watch these channels.
- 53% of respondents said they had watched a subscription video service and 32% had watched Pay TV. This is higher among younger respondents.

“Would you say that you watch TV programs (including broadcast, streaming and catch-up TV) on average (per week)...”



“Which of the following television channels have you watched in the past week?”



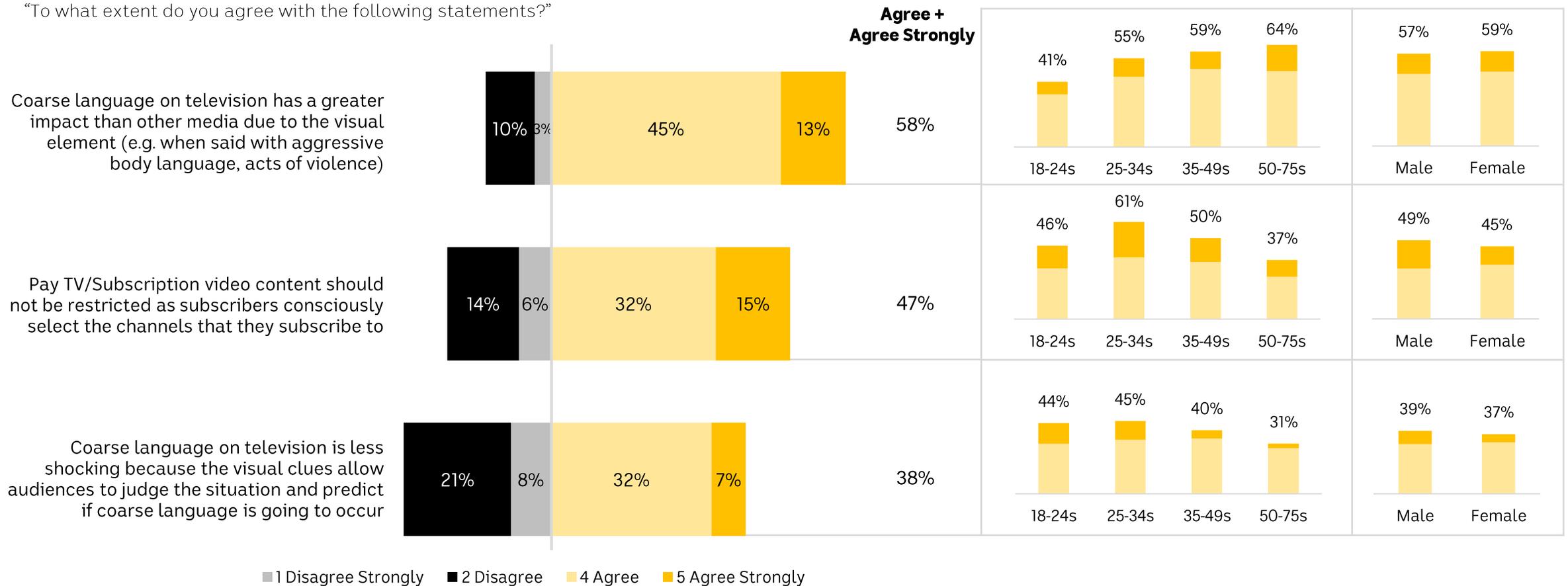
Commercial Stations: 7, 7mate, 7TWO, 7flix, 9, GO!, 9Life, Gem, 10, 10 Bold, 10 Peach
 ABC Stations: ABC, ABC KIDS/ABC COMEDY, ABC ME, ABC NEWS
 SBS Stations: SBS, SBS Food, SBS Viceland, NITV, SBS World Movies



TELEVISION STATEMENTS | BY AGE GROUP & GENDER

- The majority of TV viewers agree that coarse language has a greater impact on TV than in other media. Agreement with this statement was higher among older respondents and slightly higher among females.
- 47% agree that pay and subscription TV content should not be restricted. This increases to 61% for people aged 25-34 and a higher proportion of males agreed with this statement.
- Younger respondents tended to agree more with the statement that coarse language on TV is less shocking because of the visual clues allowing the audience greater judgement and prediction of a situation.

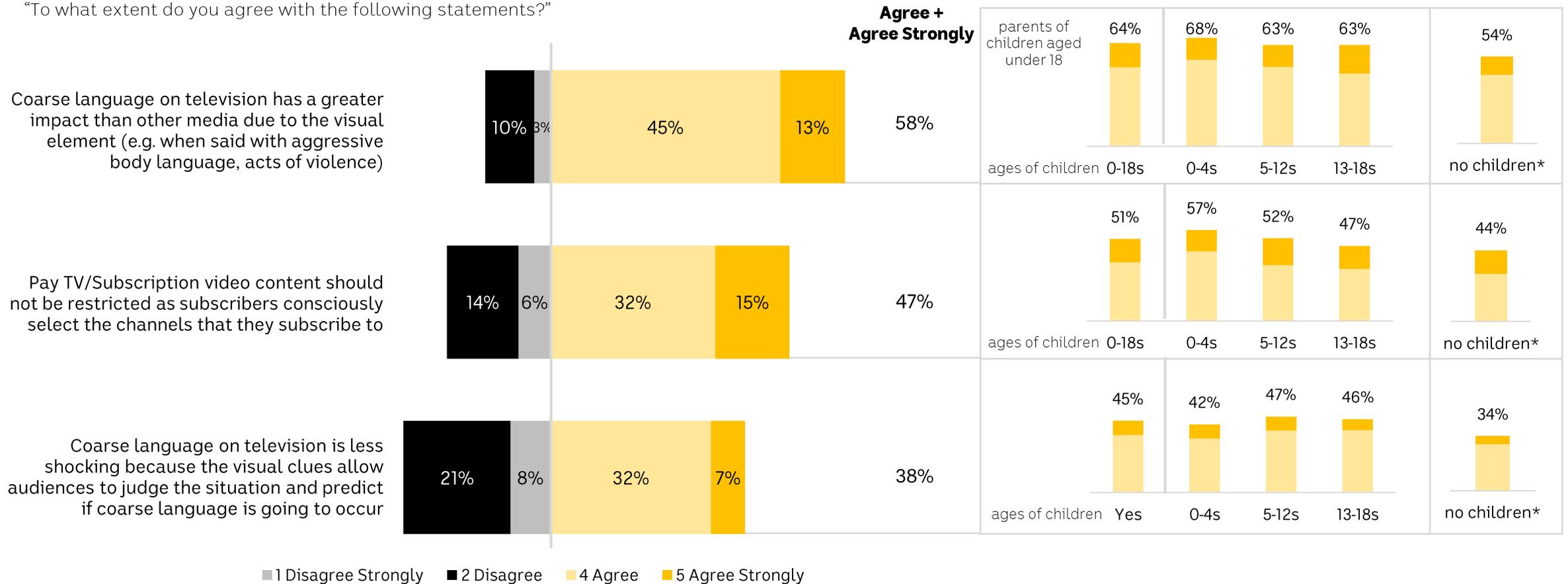
“To what extent do you agree with the following statements?”



TELEVISION STATEMENTS | BY THOSE WITH CHILDREN AT HOME v NO CHILDREN AT HOME

- Compared to respondents without children at home, parents of children aged 0-18 were much more inclined to agree with all three TV related statements.
- Respondents with children at home were 10% more likely than those without to agree that coarse language on TV has a greater impact than in other media.
- 45% of respondents with children at home agree that coarse language on TV is less shocking because of the visual clues, compared to 34% of respondents without children at home.
- Respondents without children at home are also older (aged over 55 yrs).

“To what extent do you agree with the following statements?”

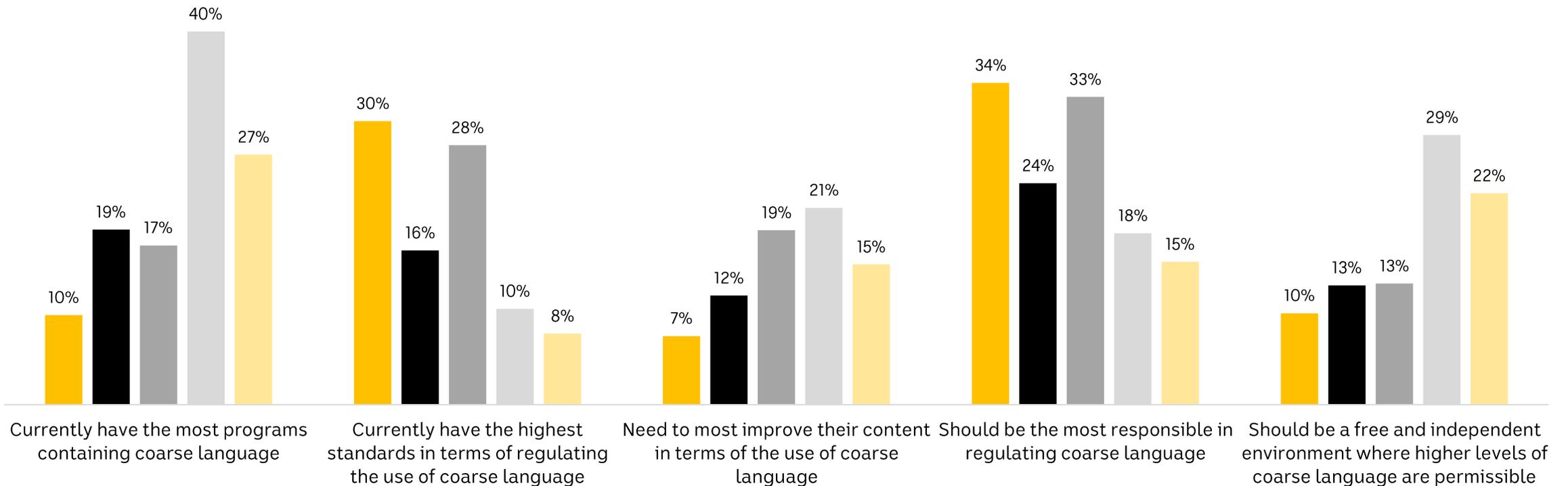


TELEVISION STATION VARIATIONS

- 40% of respondents say that subscription video services have the most programs containing coarse language, followed by 27% for pay TV. These two TV services had a higher proportion of respondents agreeing that they should be a free and independent environment where higher levels of coarse language are permissible.
- One in three respondents agreed that both ABC and commercial TV stations should be the most responsible in regulating coarse language, but also that they have the highest standards in terms of regulating the use of coarse language.
- Commercial TV stations and subscription video services had a higher proportion of people agreeing that they need to improve their content in terms of coarse language.

“Thinking of the different TV channels and the content of their programs, which of the following do you think...(Select as many TV channels that apply)”

■ ABC TV Stations
 ■ SBS TV Stations
 ■ Commercial TV Stations
 ■ Subscription Video Services
 ■ Pay TV



TELEVISION STATION VARIATIONS | BY DEMOGRAPHICS

- A far greater proportion of respondents aged under 50 and parents with children aged 0-18 agreed that subscription video services had the most programs containing coarse language, but that they should be free and independent with regard to coarse language.
- Almost half of respondents aged 50-75 agreed that the ABC should be the most responsible in regulating coarse language.

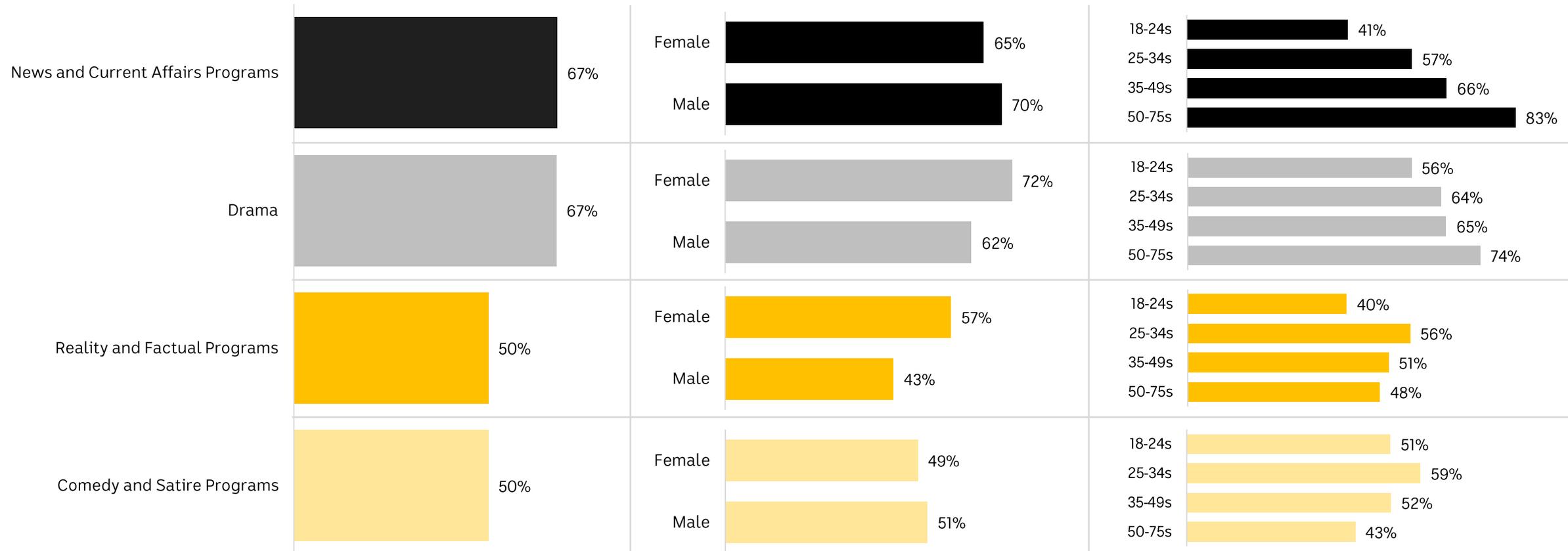
“Thinking of the different TV channels and the content of their programs, which of the following do you think...(Select as many TV channels that apply)”		AGE GROUPS				GENDER		HOUSEHOLDS WITH CHILDREN AGED:		
		18-24s	25-34s	35-49s	50-75s	Male	Female	0-4	5-12	13-18
Currently have the most programs containing coarse language	ABC TV Stations	14%	10%	7%	10%	11%	8%	8%	7%	10%
	SBS TV Stations	8%	21%	17%	21%	22%	16%	21%	16%	23%
	Commercial TV Stations	19%	16%	18%	16%	19%	14%	18%	21%	21%
	Subscription Video Services	50%	52%	42%	28%	37%	42%	58%	42%	45%
	Pay TV	27%	28%	31%	22%	25%	28%	36%	32%	29%
Currently have the highest standards in terms of regulating the use of coarse language	ABC TV Stations	26%	29%	33%	30%	33%	27%	35%	34%	25%
	SBS TV Stations	20%	19%	15%	15%	17%	16%	22%	21%	14%
	Commercial TV Stations	32%	32%	29%	23%	26%	29%	33%	30%	32%
	Subscription Video Services	19%	19%	9%	3%	11%	9%	15%	15%	12%
	Pay TV	12%	11%	8%	4%	9%	6%	8%	12%	10%
Need to most improve their content in terms of the use of coarse language	ABC TV Stations	6%	6%	4%	11%	9%	5%	5%	5%	6%
	SBS TV Stations	8%	8%	11%	16%	15%	8%	10%	11%	17%
	Commercial TV Stations	12%	16%	20%	21%	23%	15%	18%	22%	21%
	Subscription Video Services	26%	23%	19%	19%	22%	20%	27%	25%	25%
	Pay TV	14%	14%	13%	17%	17%	13%	13%	15%	16%
Should be the most responsible in regulating coarse language	ABC TV Stations	23%	26%	29%	46%	34%	35%	33%	31%	34%
	SBS TV Stations	16%	20%	23%	28%	23%	24%	23%	23%	25%
	Commercial TV Stations	29%	34%	32%	34%	30%	35%	35%	33%	35%
	Subscription Video Services	23%	22%	16%	17%	20%	16%	22%	21%	21%
	Pay TV	11%	18%	12%	17%	16%	14%	16%	15%	19%
Should be a free and independent environment where higher levels of coarse language are permissible	ABC TV Stations	11%	12%	9%	8%	12%	7%	11%	9%	9%
	SBS TV Stations	14%	14%	14%	11%	16%	9%	12%	12%	12%
	Commercial TV Stations	19%	13%	15%	9%	17%	9%	10%	11%	15%
	Subscription Video Services	37%	41%	31%	17%	30%	27%	39%	33%	31%
	Pay TV	29%	29%	22%	17%	24%	20%	27%	25%	22%



GENRES VIEWED IN PAST WEEK

- 83% of respondents aged 50-75 have watched news and current affairs in the past week, compared to only 41% for those aged 18-24.
- Drama was the most viewed genre by 18-24s and 25-34s, however a greater proportion of 50-75s claimed to have watched it in the past week (74%).
- 25-34s were more likely to watch comedy/satire programs (59%) and reality & factual programs (56%).
- Males were more likely to view news and current affairs and females were more likely to view drama and reality and factual programs. Comedy and satire viewing tended to be more evenly reported across both males and females.

“Which of the following types of TV programs have you watched in the past week? This could be on broadcast TV or subscription video services (e.g Netflix) or Pay TV”



DRAMA PERCEPTIONS

- The majority of respondents agree (agree + agree strongly) that coarse language is acceptable in drama programs when used to provide credibility or portray a real-life situation, or when it contributes to the story line or character development (both 61%).
- One in five respondents disagreed with both statements.

“To what extent do you agree with the following statements?”

The use of coarse language is acceptable in drama shows when used to provide credibility or portray a real-life situation



The use of coarse language is acceptable in drama shows when it contributes to the story line or character development



■ 1 Disagree Strongly ■ 2 Disagree ■ 3 Neither ■ 4 Agree ■ 5 Agree Strongly □ Don't Know

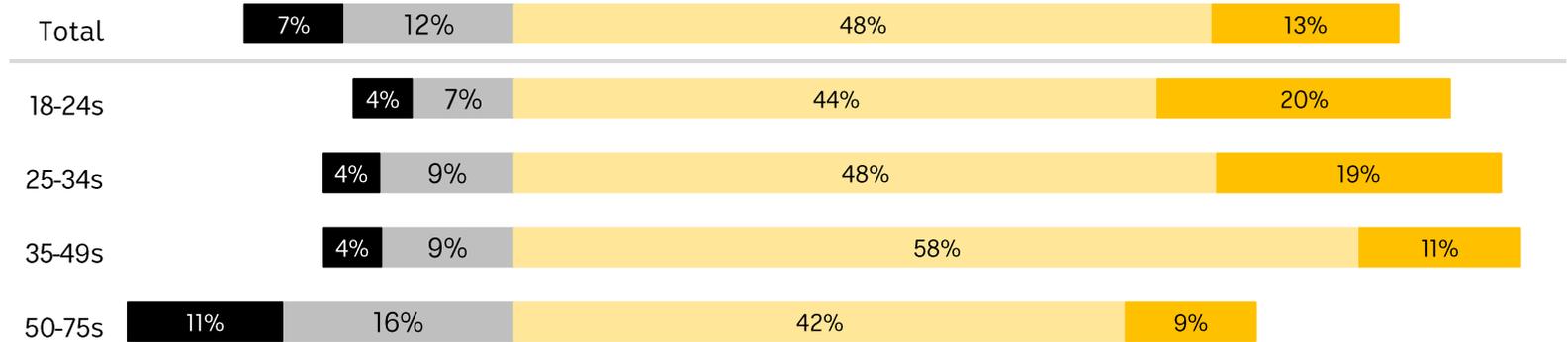
DRAMA PERCEPTIONS | BY AGE GROUPS

- Respondents aged 50-75 were more likely to disagree with both statements regarding use of coarse language in the drama genre.
- Respondents aged 25-34 and 35-49 were the most likely to agree with both drama statements.

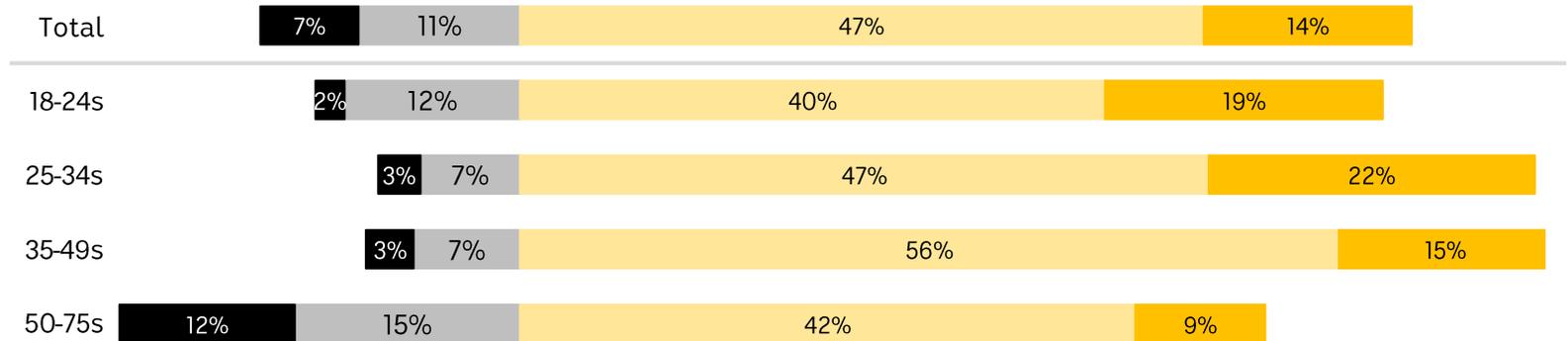
“To what extent do you agree with the following statements?”

■ 2 Disagree ■ 1 Disagree Strongly ■ 4 Agree ■ 5 Agree Strongly

The use of coarse language is acceptable in drama shows when used to provide credibility or portray a real-life situation



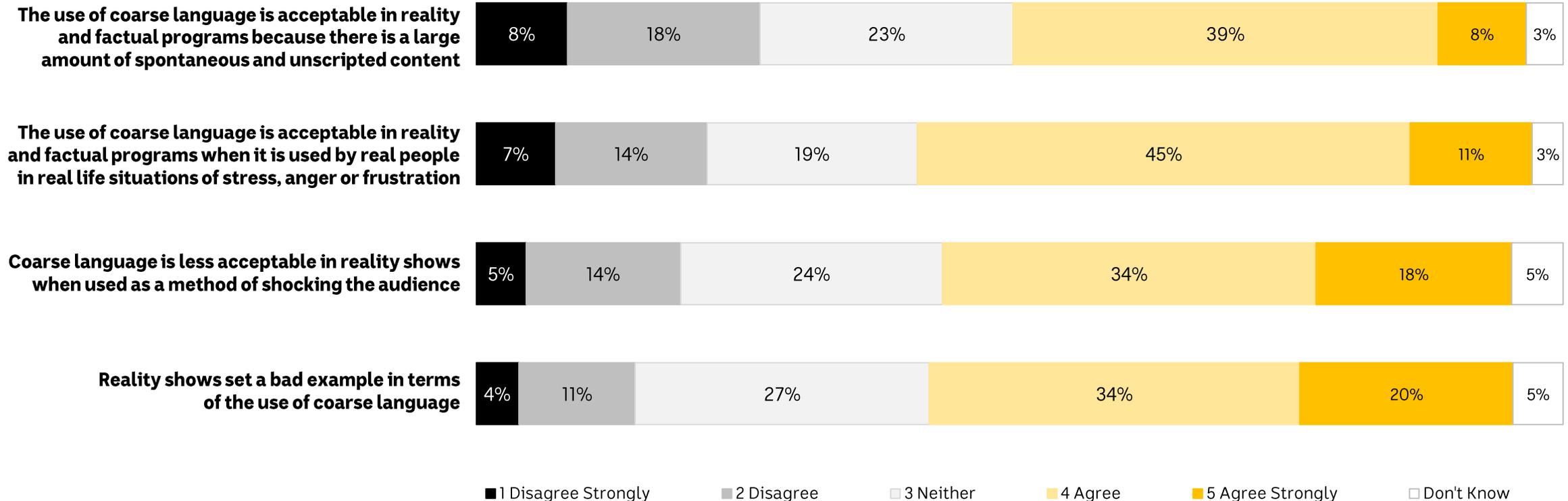
The use of coarse language is acceptable in drama shows when it contributes to the story line or character development



REALITY & FACTUAL PERCEPTIONS

- Of the four statements relating to coarse language in reality and factual programs, more respondents agreed that coarse language is acceptable ‘when it is used by real people in real life situations of stress, anger or frustration’.
- There was a greater number of respondents who disagreed that coarse language is acceptable in reality and factual programs because ‘there is a large amount of spontaneous and unscripted content’.
- Over half of respondents agreed that ‘coarse language is less acceptable in reality shows when used as a method of shocking the audience’ and that reality shows set a bad example in terms of the use of coarse language’.

“To what extent do you agree with the following statements?”



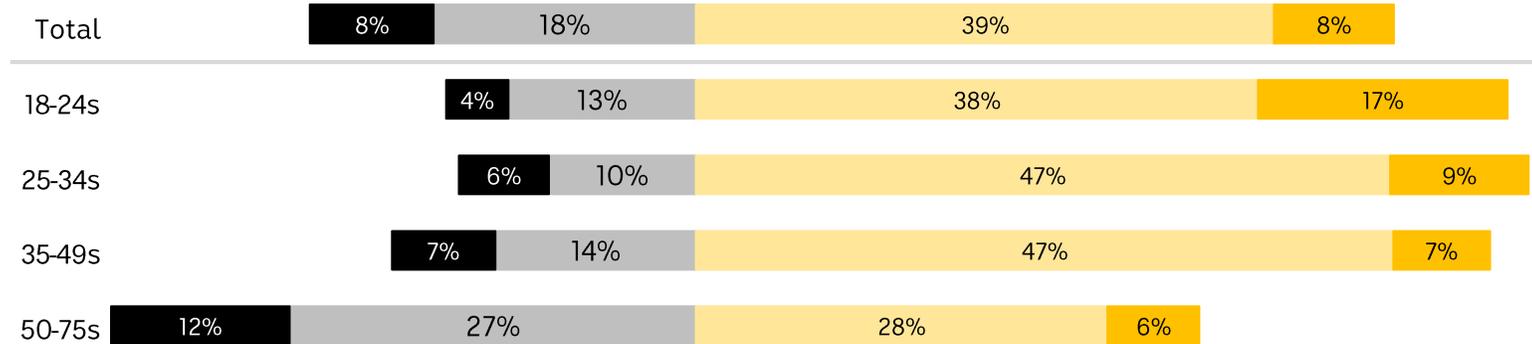
REALITY & FACTUAL PERCEPTIONS | BY AGE GROUPS

- Two in five respondents aged 50-75 disagreed that coarse language is acceptable in reality and factual programs because there is a large amount of spontaneous and unscripted content. A third of this age group also disagreed that the use of coarse language is acceptable in reality and factual programs when it is used by real people in real life situations of stress, anger or frustration.
- Those aged 25-34 were more likely to agree with the statements.

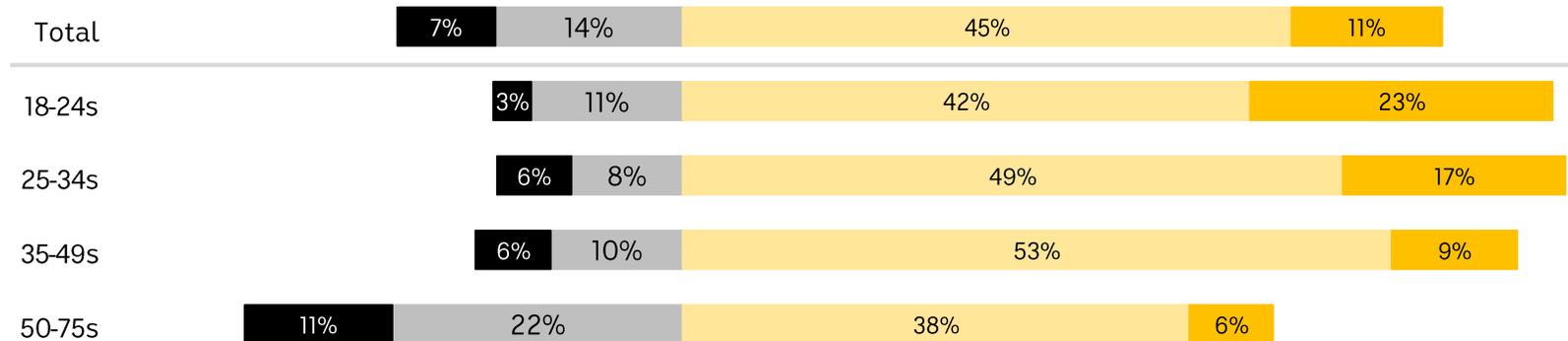
“To what extent do you agree with the following statements?”

■ 2 Disagree ■ 1 Disagree Strongly ■ 4 Agree ■ 5 Agree Strongly

The use of coarse language is acceptable in reality and factual programs because there is a large amount of spontaneous and unscripted content



The use of coarse language is acceptable in reality and factual programs when it is used by real people in real life situations of stress, anger or frustration



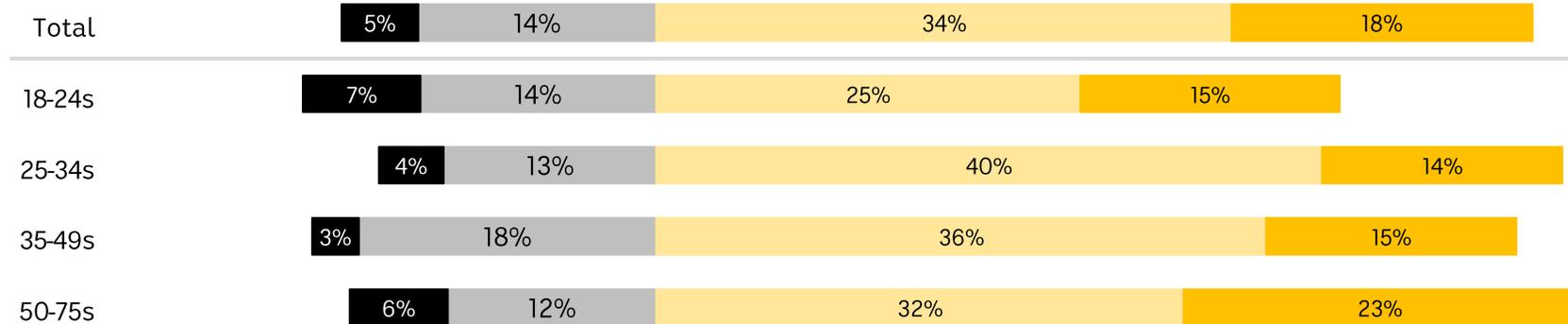
REALITY & FACTUAL PERCEPTIONS | BY AGE GROUPS CONT...

- Respondents aged 50-75 were more likely to agree that 'coarse language is less acceptable in reality shows when used as a method of shocking the audience' and that 'reality shows set a bad example in terms of the use of coarse language', while respondents 18-24 were likely to disagree with both statements.

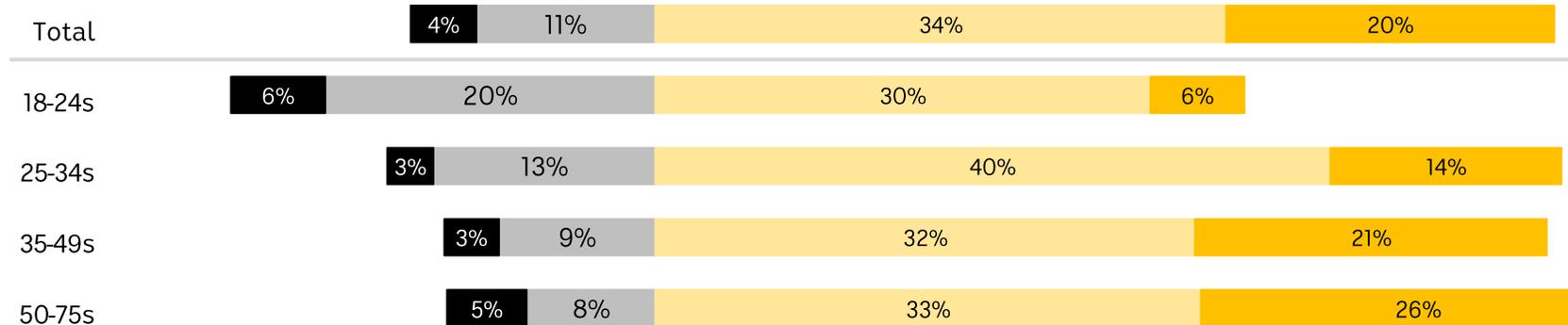
"To what extent do you agree with the following statements?"

■ 2 Disagree ■ 1 Disagree Strongly ■ 4 Agree ■ 5 Agree Strongly

Coarse language is less acceptable in reality shows when used as a method of shocking the audience



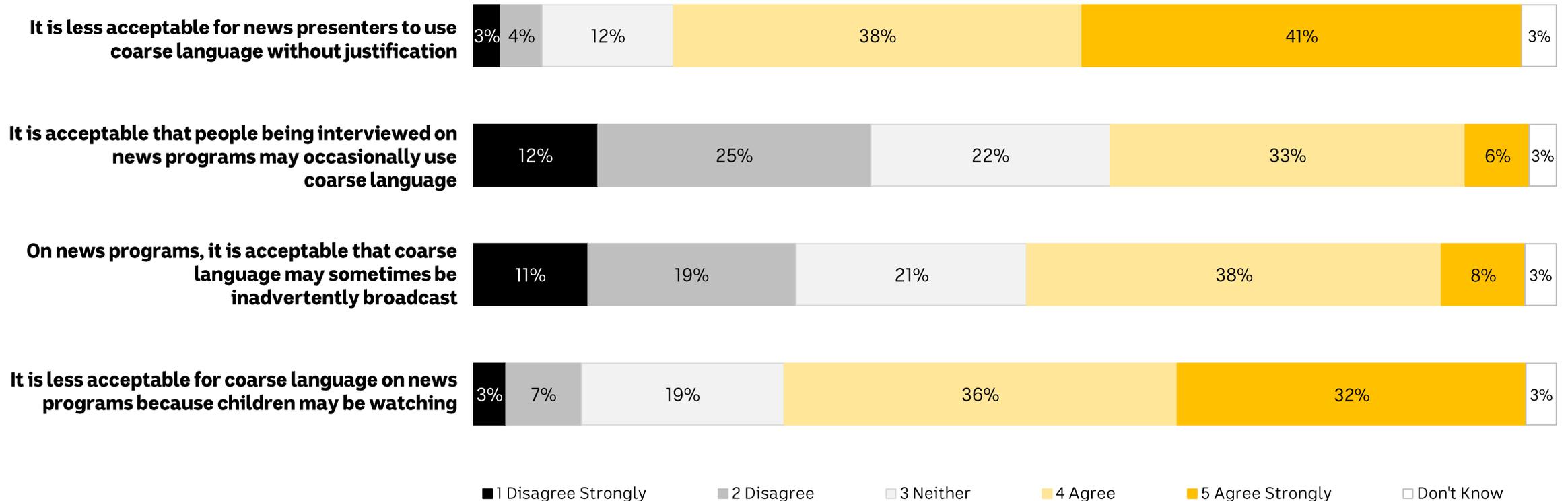
Reality shows set a bad example in terms of the use of coarse language



NEWS & CURRENT AFFAIRS PERCEPTIONS

- The vast majority of respondents agree that ‘it is less acceptable for news presenters to use coarse language without justification’ and that ‘It is less acceptable for coarse language on news programs because children may be watching’.
- 37% of respondents disagree that ‘it is acceptable that people being interviewed on news programs may occasionally use coarse language’ and 30% disagree that ‘it is acceptable that coarse language may sometimes be inadvertently broadcast’ in news and current affairs programs.

“To what extent do you agree with the following statements?”

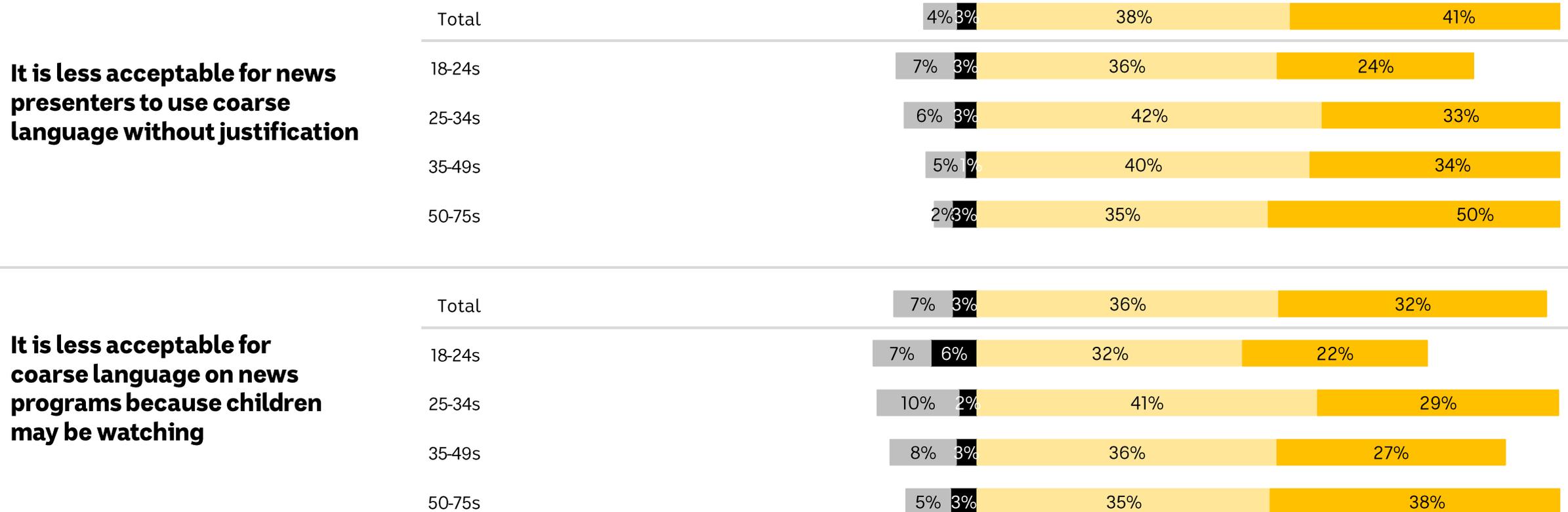


NEWS & CURRENT AFFAIRS PERCEPTIONS | BY AGE GROUPS

- The level of agreement for the statements ‘It is less acceptable for news presenters to use coarse language without justification’ and ‘It is less acceptable for coarse language on news programs because children may be watching’ was fairly similar across age groups over 25.
- Respondents aged 18-24 were slightly more inclined to disagree with both statements.

“To what extent do you agree with the following statements?”

■ 1 Disagree Strongly ■ 2 Disagree ■ 4 Agree ■ 5 Agree Strongly



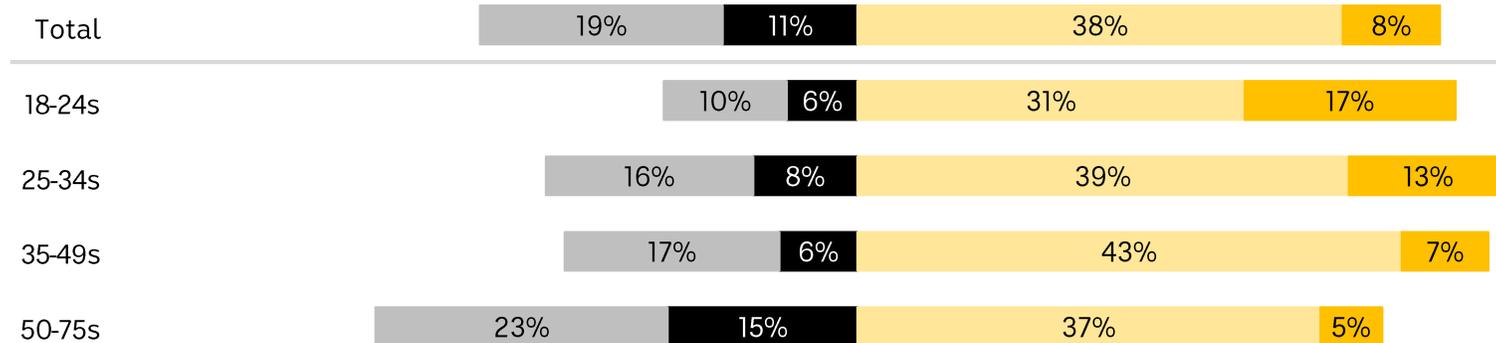
NEWS & CURRENT AFFAIRS PERCEPTIONS | BY AGE GROUPS CONT...

- Respondents aged 50-75 were far more likely to disagree with the statements ‘On news programs, it is acceptable that coarse language may sometimes be inadvertently broadcast’ and ‘It is acceptable that people being interviewed on news programs may occasionally use coarse language’.

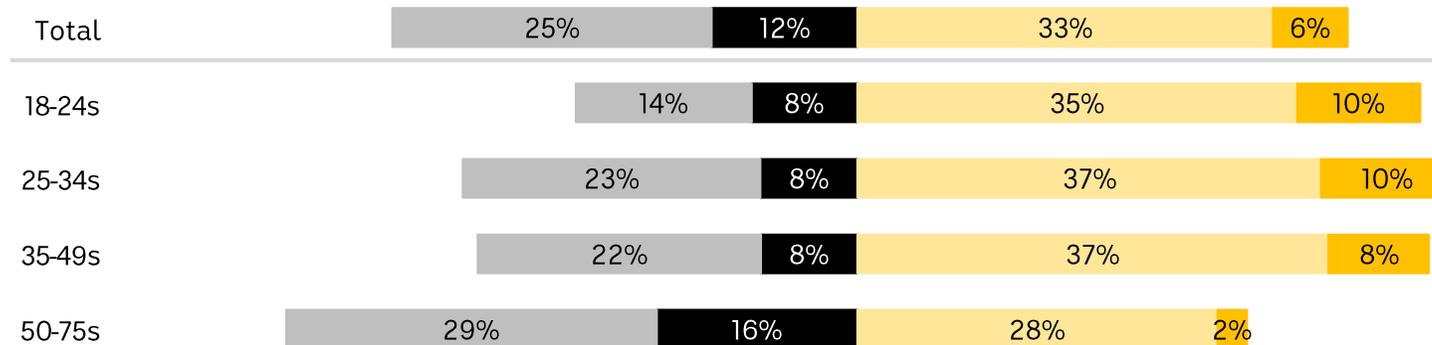
“To what extent do you agree with the following statements?”

■ 1 Disagree Strongly ■ 2 Disagree ■ 4 Agree ■ 5 Agree Strongly

On news programs, it is acceptable that coarse language may sometimes be inadvertently broadcast



It is acceptable that people being interviewed on news programs may occasionally use coarse language



COMEDY & SATIRE PERCEPTIONS

- 68% of respondents agree that 'too much coarse language in comedy shows can detract from their humour'.
- 61% agree that 'It is acceptable for coarse language to be used for humour in comedy shows'.

"To what extent do you agree with the following statements?"

It is acceptable for coarse language to be used for humour in comedy shows



Too much coarse language in comedy shows can detract from their humour



■ 1 Disagree Strongly ■ 2 Disagree ■ 3 Neither ■ 4 Agree ■ 5 Agree Strongly □ Don't Know

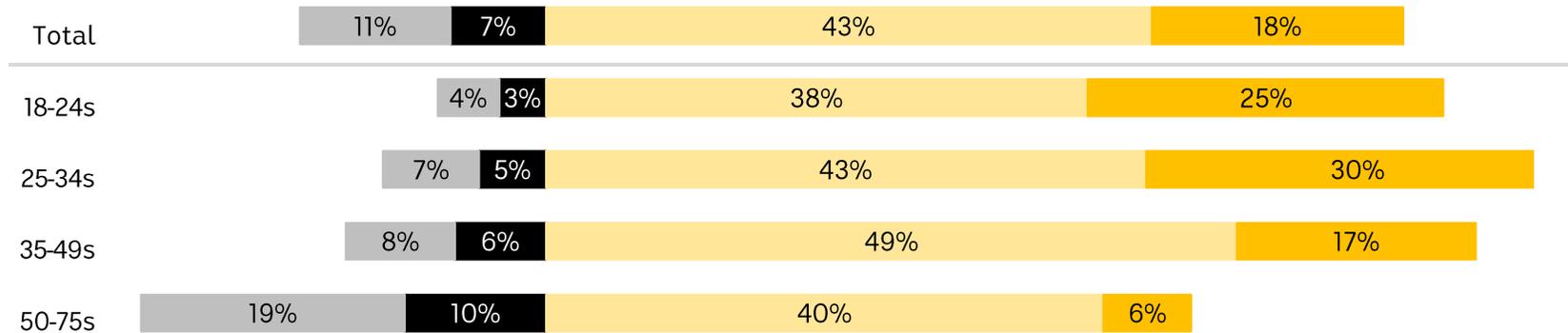
COMEDY & SATIRE PERCEPTIONS | BY AGE GROUPS

- The younger the age group, the more likely they were to disagree that 'too much coarse language in comedy shows can detract from their humour'.
- Likewise, the older the age group of the respondents, the more likely they were to disagree with the statement 'it is acceptable for coarse language to be used for humour in comedy shows'.

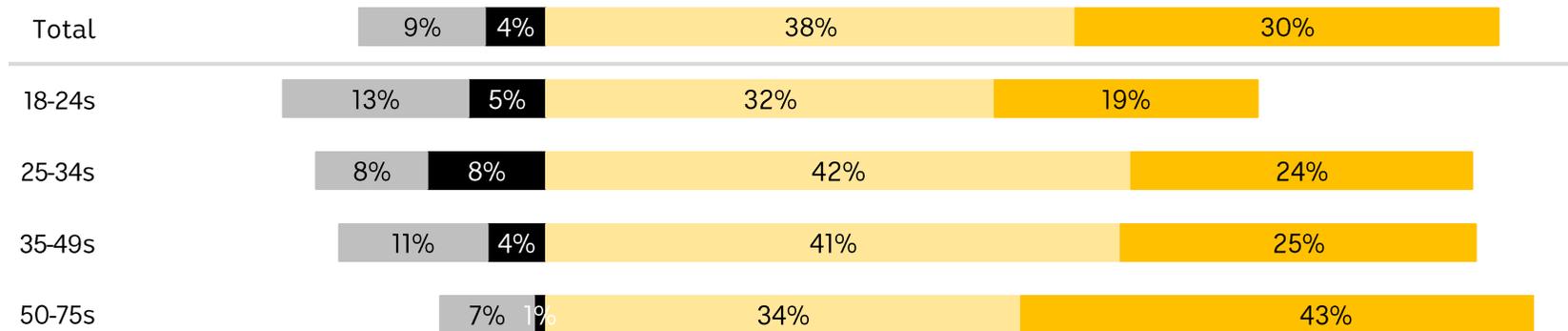
"To what extent do you agree with the following statements?"

■ 1 Disagree Strongly ■ 2 Disagree ■ 4 Agree ■ 5 Agree Strongly

It is acceptable for coarse language to be used for humour in comedy shows



Too much coarse language in comedy shows can detract from their humour



Radio, Podcasts & Music

COARSE LANGUAGE BY PLATFORM

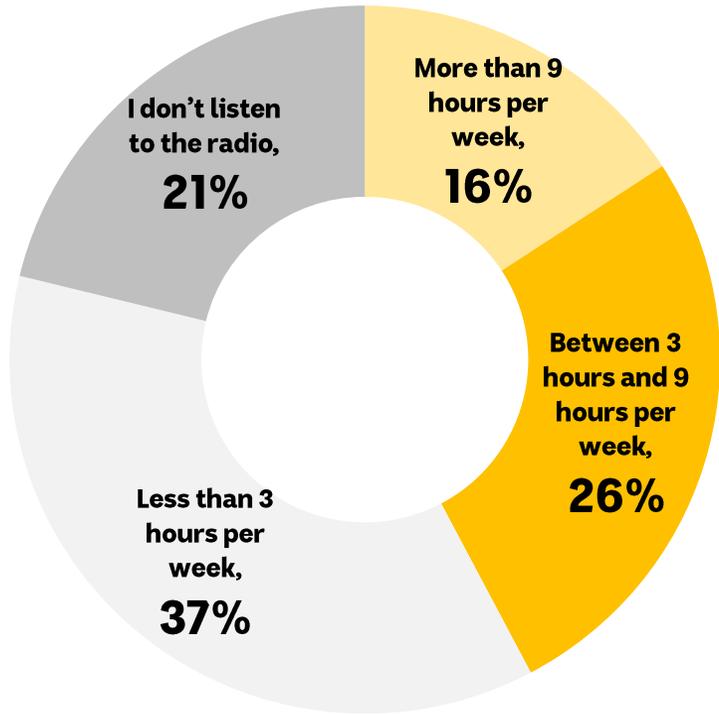
RADIO & PODCAST | SUMMARY

- Commercial radio stations remain the main source of weekly listening for most Australians. Younger Australians are more likely to split their time between commercial stations and non-commercial youth stations, however they still devote the majority of their listening to the commercials.
- ABC Local Radio and RN are held in high regard by their audiences for their standards relating to regulating the use of coarse language. These stations are also believed to have the fewest programs containing coarse language, however their audiences still feel they should be free and independent environments where higher levels of coarse language may exist.
- ABC youth radio station, triple j, is deemed to have the most programs containing coarse language, especially among its core demographic of 18-24s. 25-34s however feel that both triple j and commercial music stations contain the most programs containing coarse language. A quarter of radio listeners feel ABC youth radio should be the most responsible in regulating coarse language, however this view is more likely to be held by people over 50.
- The majority of Australians feel that content aired during times when children are likely to be listening should be handled carefully. It is not appropriate for radio hosts to use coarse language without justification and warnings should be issued for songs containing coarse language.
- One in five Australians listened to a podcast in the past month, but this proportion increases to one in three among Australians under 35.
- Podcast listeners agree that the language used in podcasts is usually suitable for its audience and that it is acceptable for coarse language to be used in podcasts if the intended audience is not likely to take offence. Coarse language in podcasts is deemed more acceptable due to the fact that listeners are mostly listening by themselves.
- Over half of Australians have listened to music on a radio station or in a podcast within the past week, with the biggest listeners of music being the 25-34 age group.
- Most feel there is more coarse language used in contemporary music these days, but many older Australians believe that violent language and adult concepts are not acceptable in songs, even if it reflects characters in the song's narrative.

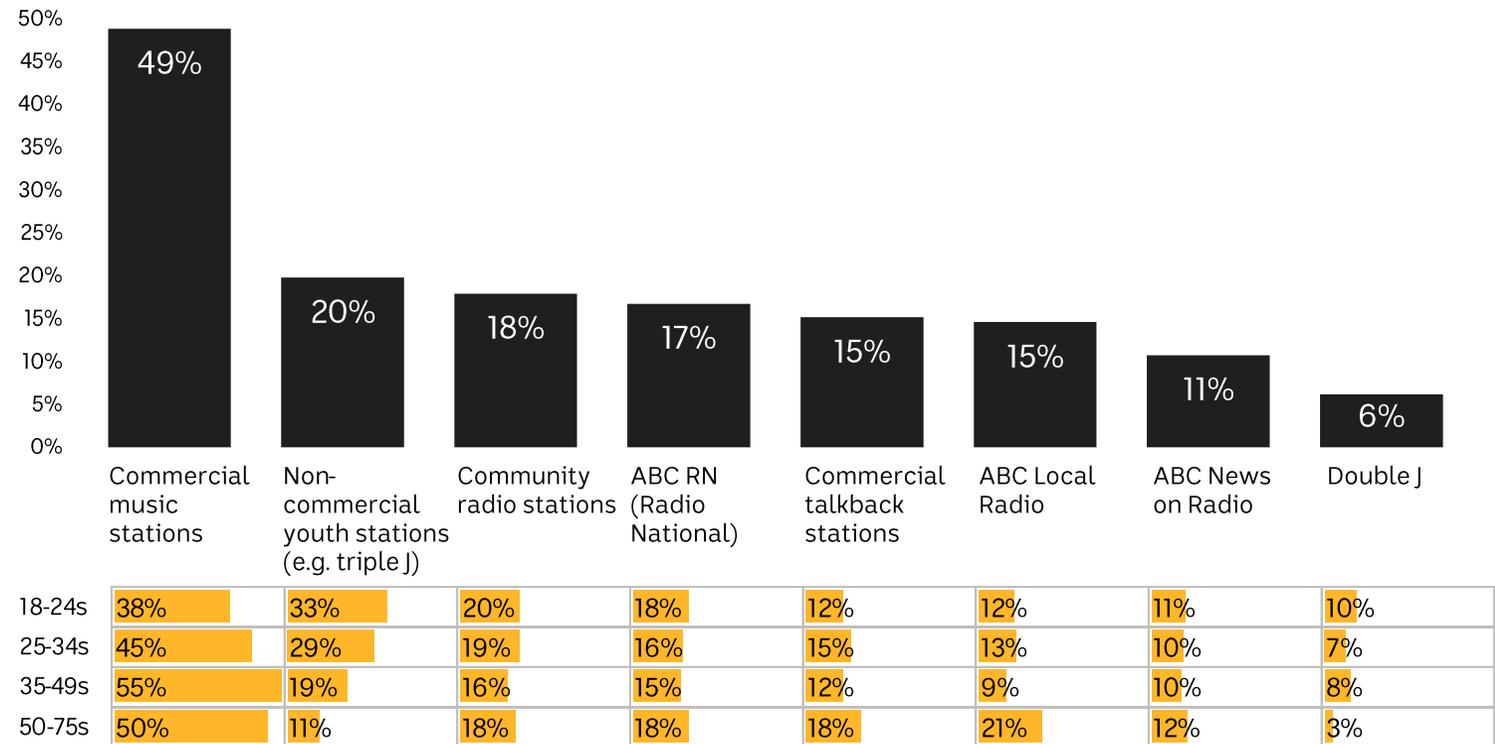
RADIO LISTENING

- 42% of respondents say they listen to more than 3 hours of audio (including live radio and podcasts) on average each week.
- Almost half of audio listeners report listening to commercial music radio stations.
- 20% claim to have listened to non-commercial youth stations and 18% report having listened to community radio stations. 6% said they listened to Double J.
- 17% of respondents listened to RN in the past week, 15% listened to ABC Local Radio and 11% listened to ABC News on Radio.

Would you say that you listen to audio (live radio and podcasts on any device) on average...



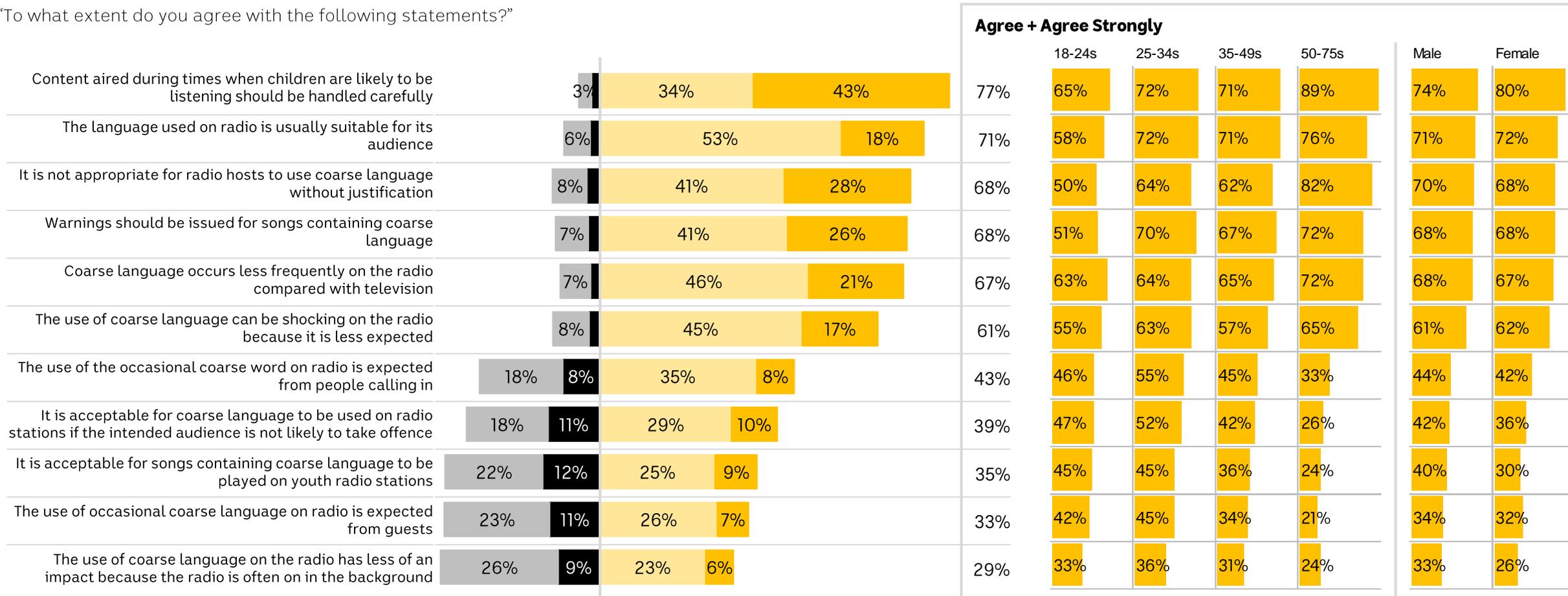
Which of the following types of radio stations have you listened to in the past week?



RADIO STATEMENTS | BY AGE GROUP & GENDER

- The vast majority of respondents agree that ‘content aired during times when children are likely to be listening should be handled carefully’, however females and those aged 50-75 were much more likely to agree with this statement.
- A greater proportion of those under 35 agree that it is acceptable for coarse language to be used ‘on stations if the intended audience is not likely to take offence’ and ‘for songs containing coarse language to be played on youth radio stations’.

“To what extent do you agree with the following statements?”



■ 1 Disagree Strongly ■ 2 Disagree ■ 4 Agree ■ 5 Agree Strongly

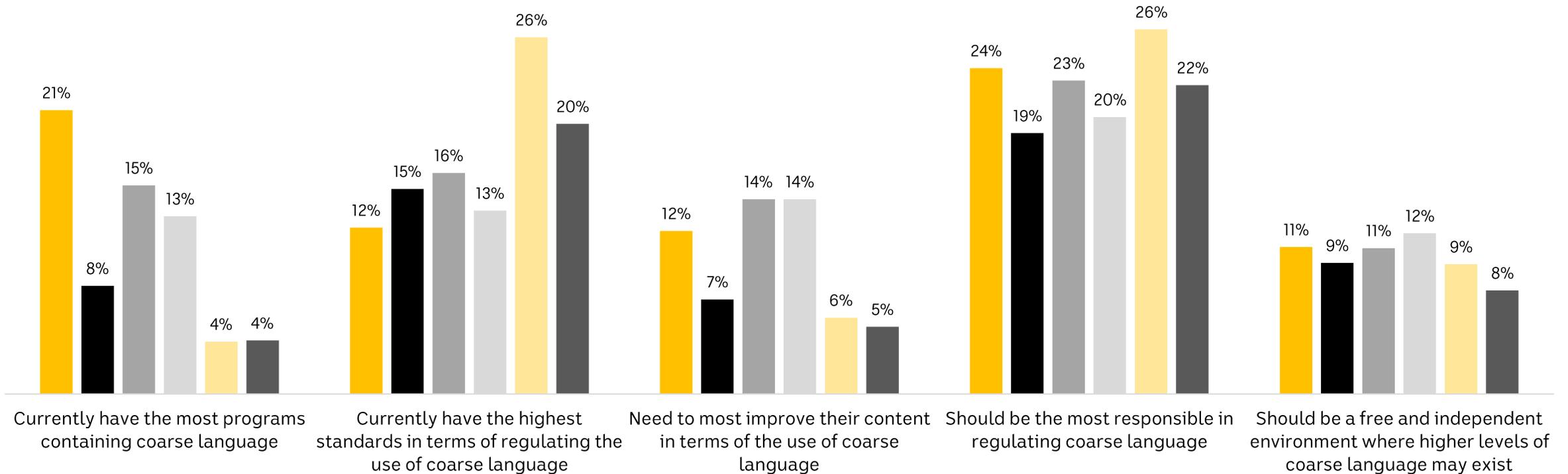


RADIO STATION VARIATIONS

- One in five agree that ABC youth radio currently has the most programs containing coarse language and one in four agree that they should be the most responsible in regulating coarse language.
- 26% of respondents agree that RN has 'the highest standards in terms of regulating the use of coarse language' and 'should be the most responsible in regulating coarse language'.
- An average nine in ten respondents disagreed that any of the radio stations listed should be a 'free and independent of environment where higher levels of coarse language may exist'.

Thinking of different radio stations and the content of their programs, which of the following do you think...

■ ABC Youth Radio (e.g. triple j)
 ■ Community Radio Stations
 ■ Commercial music stations
 ■ Commercial talkback stations
 ■ ABC Radio National
 ■ ABC Local Radio



RADIO STATION VARIATIONS | BY DEMOGRAPHICS

- 18-24s are more likely to agree that ABC youth radio (triple j) has the most programs containing coarse language.
- Older respondents 50-75 are more likely to agree that all radio stations should be responsible in regulating coarse language, especially ABC youth radio, RN and ABC Local Radio.
- 50-75s and males are more likely to agree that RN has the highest standards in terms of regulating the use of coarse language.

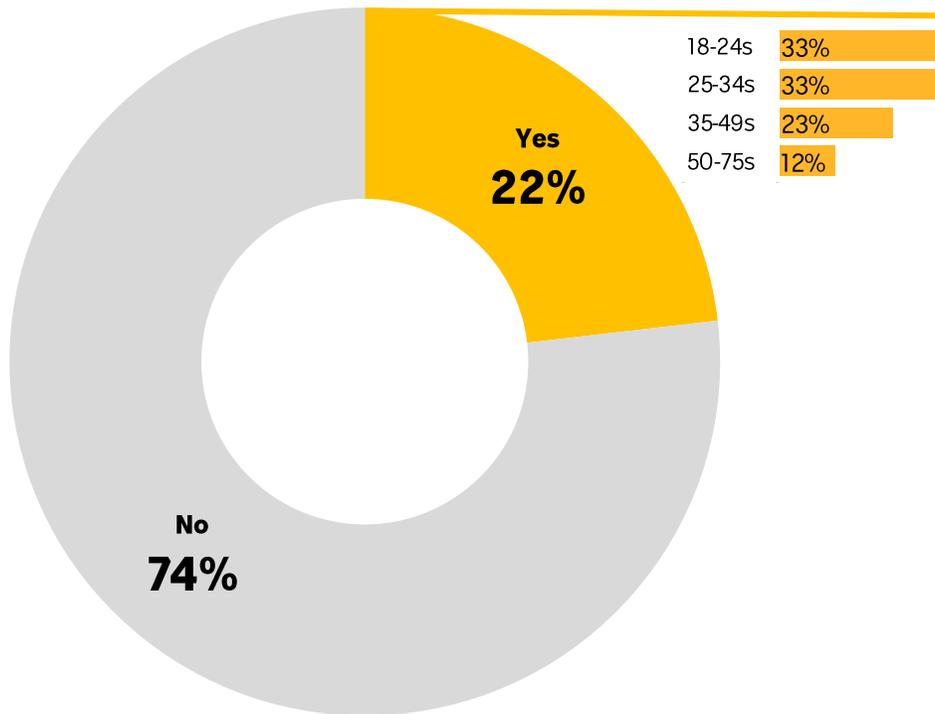
Thinking of different radio stations and the content of their programs, which of the following do you think...		AGE GROUPS				GENDER		HOUSEHOLDS WITH CHILDREN AGED:		
		18-24s	25-34s	35-49s	50-75s	Male	Female	0-4	5-12	13-18
Currently have the most programs containing coarse language	ABC Youth Radio (e.g. triple j)	30%	21%	20%	18%	22%	19%	24%	23%	22%
	Community Radio Stations	9%	11%	9%	4%	10%	6%	12%	9%	11%
	Commercial music stations	20%	21%	18%	8%	17%	13%	21%	19%	15%
	Commercial talkback stations	12%	10%	15%	13%	15%	11%	14%	17%	17%
	ABC Radio National	7%	6%	4%	1%	5%	3%	4%	4%	2%
	ABC Local Radio	7%	6%	4%	2%	5%	3%	5%	6%	5%
Currently have the highest standards in terms of regulating the use of coarse language	ABC Youth Radio (e.g. triple j)	12%	14%	14%	9%	13%	11%	12%	12%	14%
	Community Radio Stations	20%	15%	13%	15%	18%	12%	13%	15%	15%
	Commercial music stations	17%	18%	18%	12%	17%	15%	14%	19%	24%
	Commercial talkback stations	19%	14%	13%	11%	16%	10%	11%	15%	15%
	ABC Radio National	22%	22%	23%	32%	29%	23%	25%	26%	25%
	ABC Local Radio	22%	14%	17%	25%	23%	17%	16%	18%	18%
Need to most improve their content in terms of the use of coarse language	ABC Youth Radio (e.g. triple j)	7%	9%	10%	16%	12%	12%	11%	10%	10%
	Community Radio Stations	4%	6%	9%	6%	8%	6%	7%	8%	12%
	Commercial music stations	14%	19%	13%	12%	17%	11%	17%	20%	19%
	Commercial talkback stations	14%	13%	10%	18%	16%	12%	13%	15%	15%
	ABC Radio National	13%	8%	3%	4%	7%	4%	7%	6%	7%
	ABC Local Radio	8%	8%	2%	4%	6%	4%	6%	6%	7%
Should be the most responsible in regulating coarse language	ABC Youth Radio (e.g. triple j)	10%	22%	21%	31%	21%	26%	25%	24%	22%
	Community Radio Stations	9%	17%	16%	25%	18%	20%	18%	18%	18%
	Commercial music stations	15%	26%	21%	24%	22%	24%	22%	25%	25%
	Commercial talkback stations	13%	21%	18%	24%	22%	18%	17%	22%	25%
	ABC Radio National	19%	20%	24%	35%	27%	26%	25%	24%	25%
	ABC Local Radio	16%	15%	19%	32%	23%	21%	20%	21%	21%
Should be a free and independent environment where higher levels of coarse language may exist	ABC Youth Radio (e.g. triple j)	14%	12%	11%	9%	12%	10%	12%	8%	14%
	Community Radio Stations	8%	11%	12%	7%	13%	6%	7%	8%	13%
	Commercial music stations	17%	14%	11%	6%	14%	7%	9%	11%	11%
	Commercial talkback stations	22%	15%	10%	7%	14%	9%	15%	13%	14%
	ABC Radio National	14%	15%	8%	5%	12%	7%	6%	10%	11%
	ABC Local Radio	8%	11%	6%	6%	9%	6%	8%	8%	9%



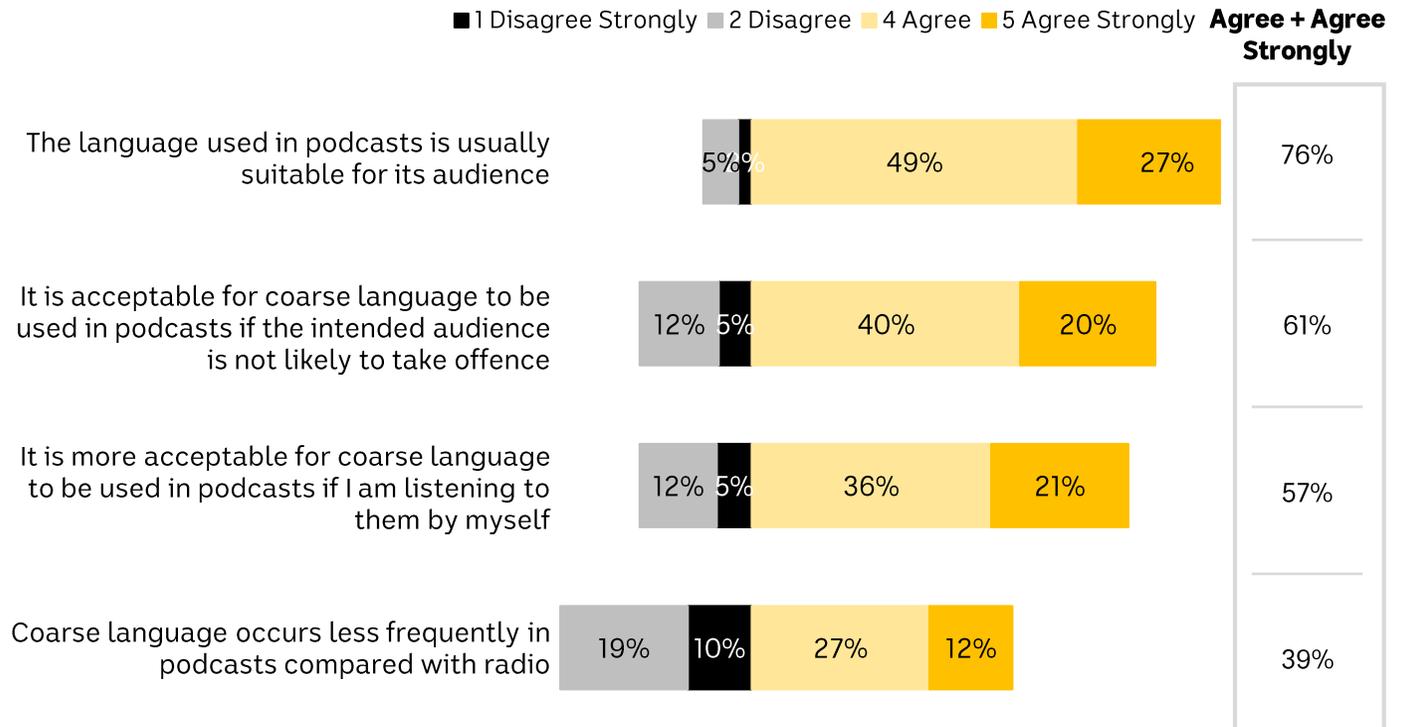
PODCAST LISTENING & PERCEPTIONS

- One in five respondents claim to have listened to a podcast in the past month.
- Three in four podcast listeners agree that the language used in podcasts is 'usually suitable for its audience'.
- The majority of podcast listeners also agree that it is 'acceptable for coarse language to be used in podcasts if the intended audience is not likely to take offence' and that it is more acceptable 'if I am listening by myself'.

Have you listened to a podcast in the past month?



To what extent do you agree with the following statements relating to podcasts?

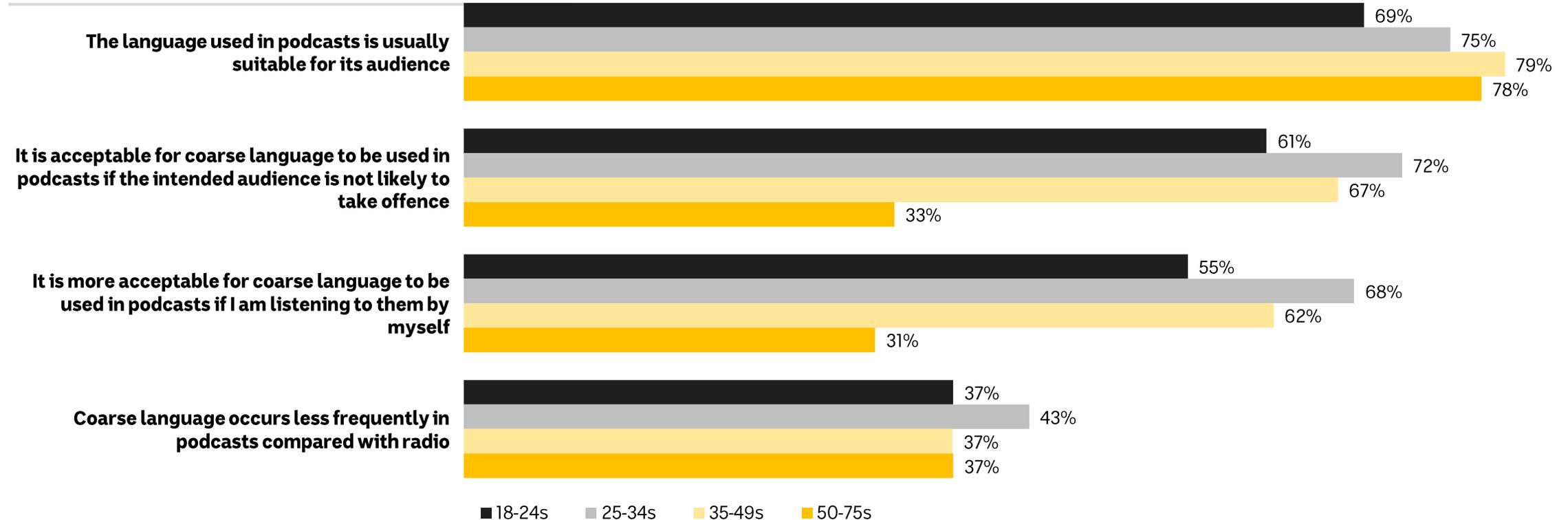


PODCAST PERCEPTIONS | BY AGE GROUP

- All age groups are in agreement that the 'language used in podcasts is usually suitable for its audience'.
- Only a third of respondents aged 50-75 agree that 'it is acceptable for coarse language to be used in podcasts if the intended audience is not likely to take offence' and that 'it is more acceptable for coarse language to be used in podcasts if I am listening to them by myself'.

To what extent do you agree with the following statements relating to podcasts?

Agree + Agree Strongly

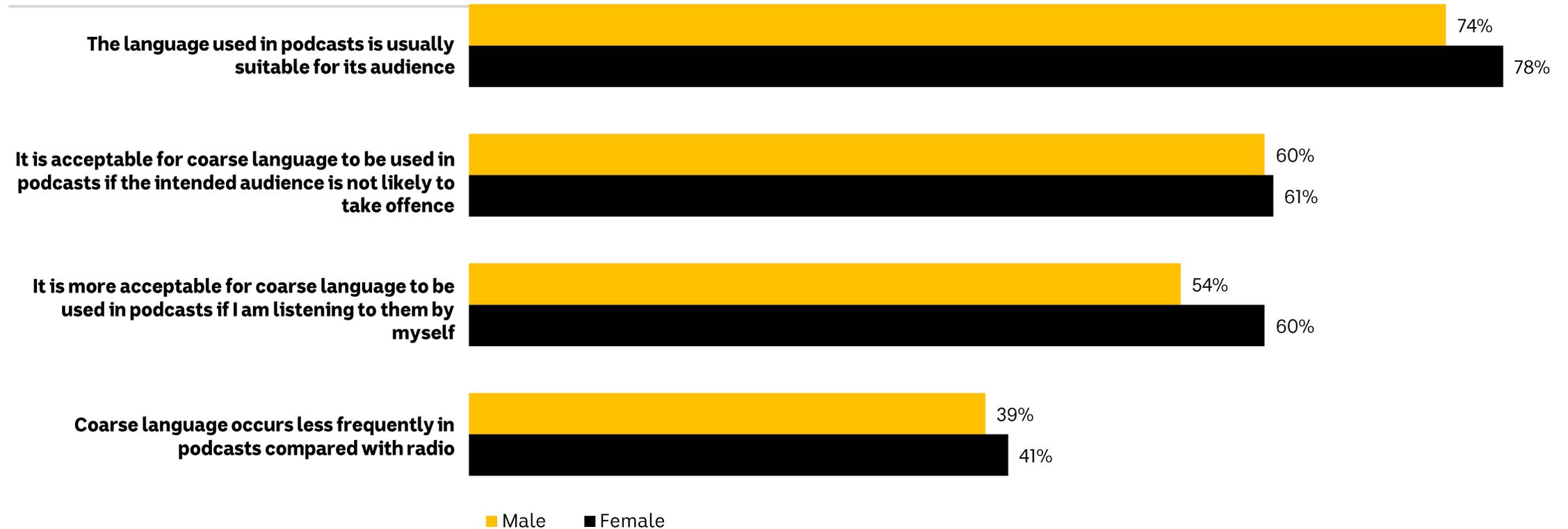


PODCAST PERCEPTIONS | BY GENDER

- Female podcast listeners were generally more inclined to agree with all four statements regarding coarse language in podcasts.
- For both males and females, three in five agreed that 'it is acceptable for coarse language to be used in podcasts if the intended audience is not likely to take offence'.

To what extent do you agree with the following statements relating to podcasts?

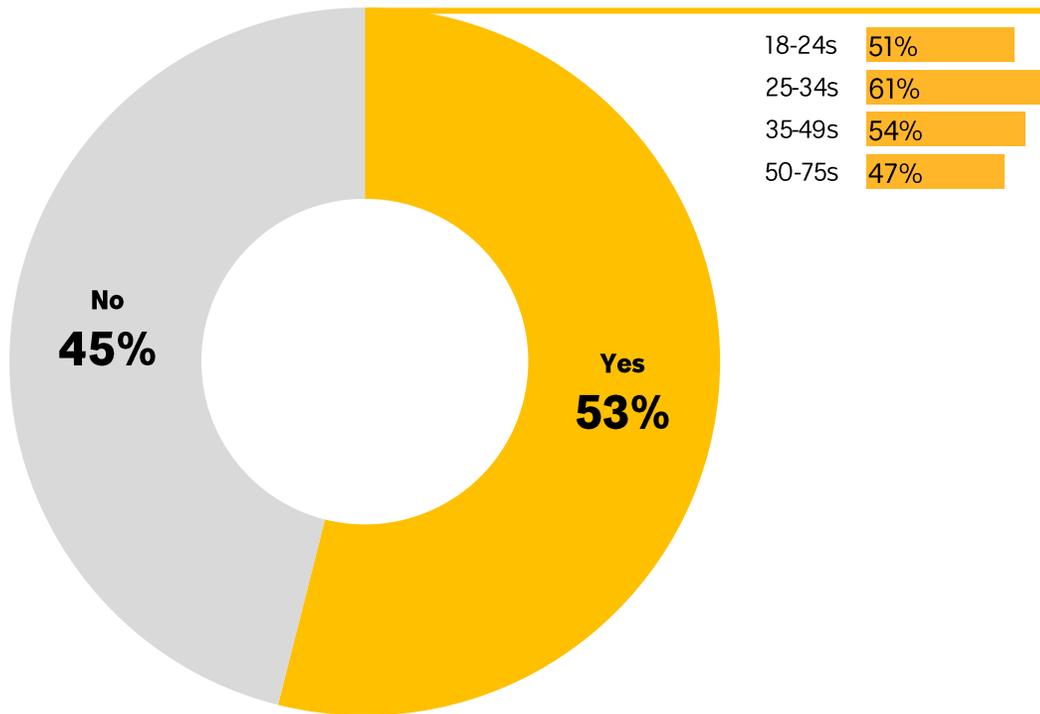
Agree + Agree Strongly



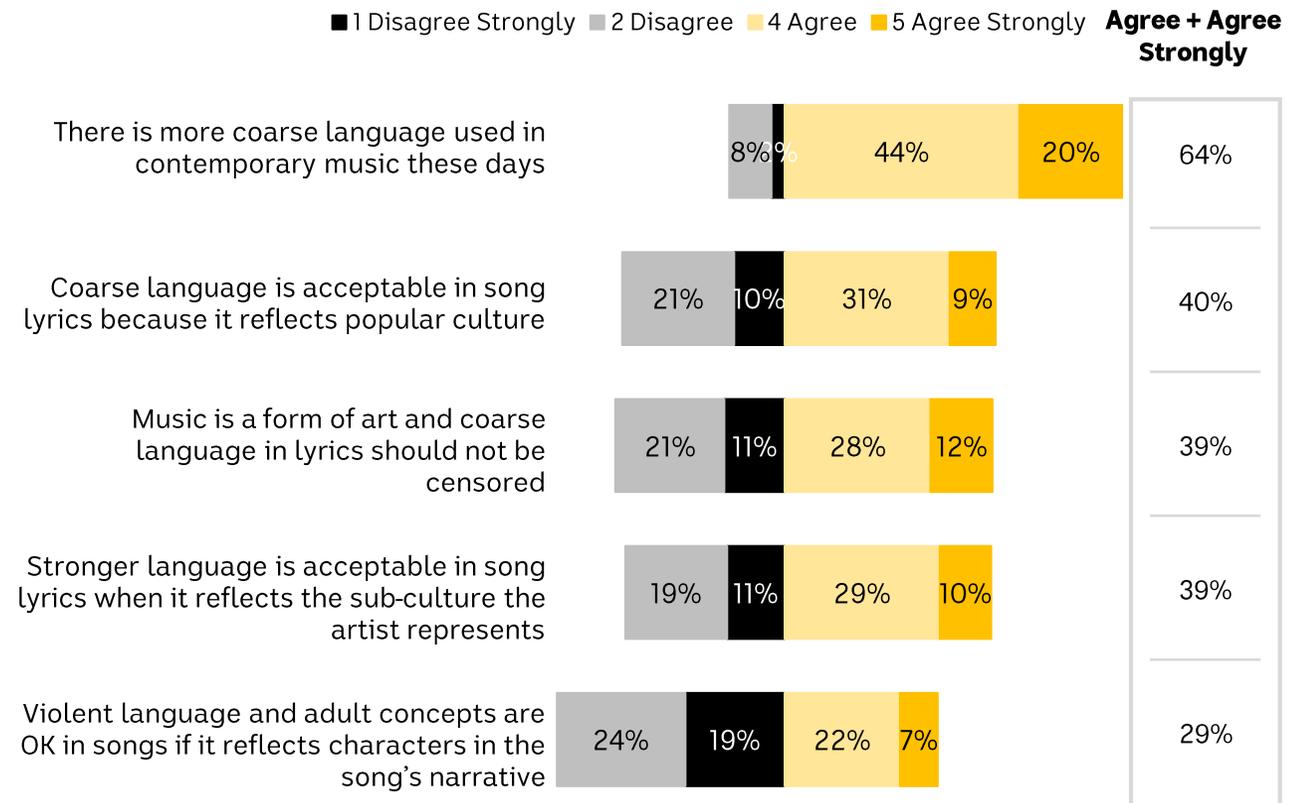
MUSIC LISTENING & PERCEPTIONS

- Over half of respondents claimed to have listened to music on a radio station or in a podcast within the past week.
- 64% of respondents agreed that 'there is more coarse language used in contemporary music these days'.
- One in three people disagreed that 'coarse language is acceptable in song lyrics because it reflects popular culture' and that 'music is a form of art and coarse language in lyrics should not be censored'.
- 43% disagreed that 'violent language and adult concepts are OK in songs if it reflects characters in the song's narrative'.

Have you listened to music on a radio station or in a podcast in the past week?



To what extent do you agree with the following statements relating to music?

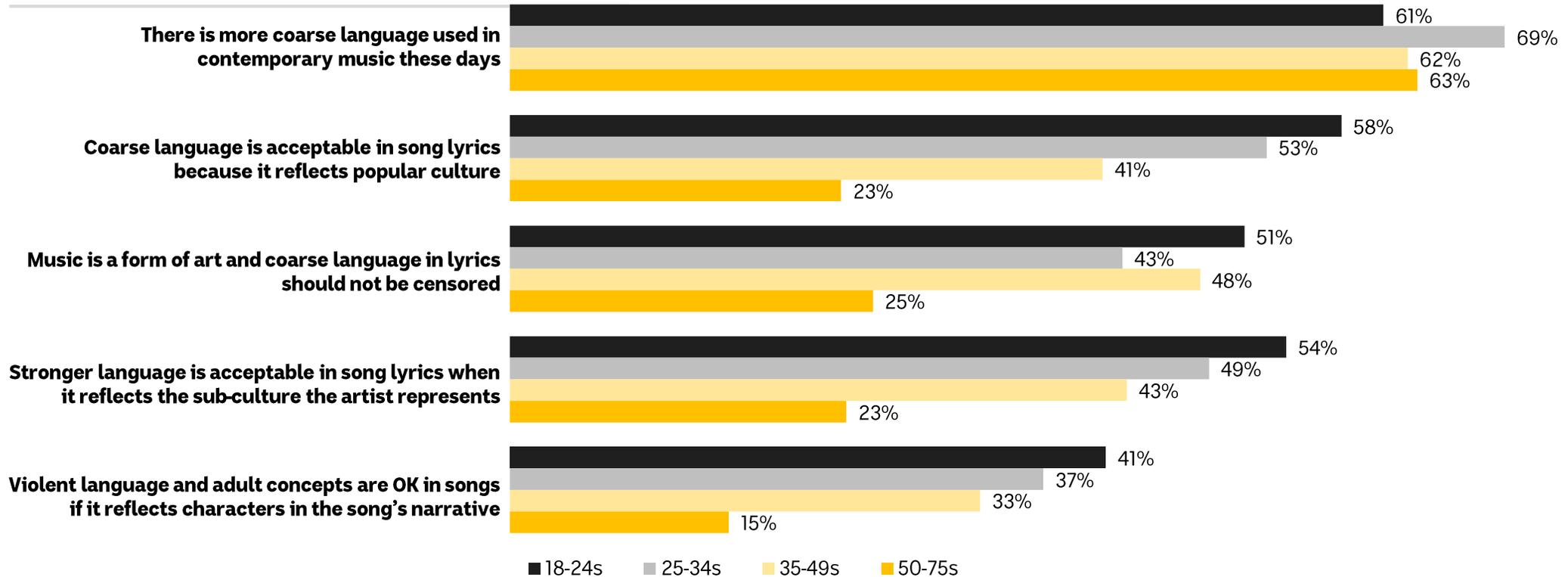


MUSIC PERCEPTIONS | BY AGE GROUP

- Respondents aged 25-34 were more likely to agree that ‘there is more coarse language used in contemporary music these days’.
- Respondents 18-24 were more likely to agree with the four statements supporting music as an art form and that coarse language is more acceptable given certain circumstances, artist representations and song narrative, while respondents 50-75 were far more likely to disagree with these statements.

To what extent do you agree with the following statements relating to music?

Agree + Agree Strongly

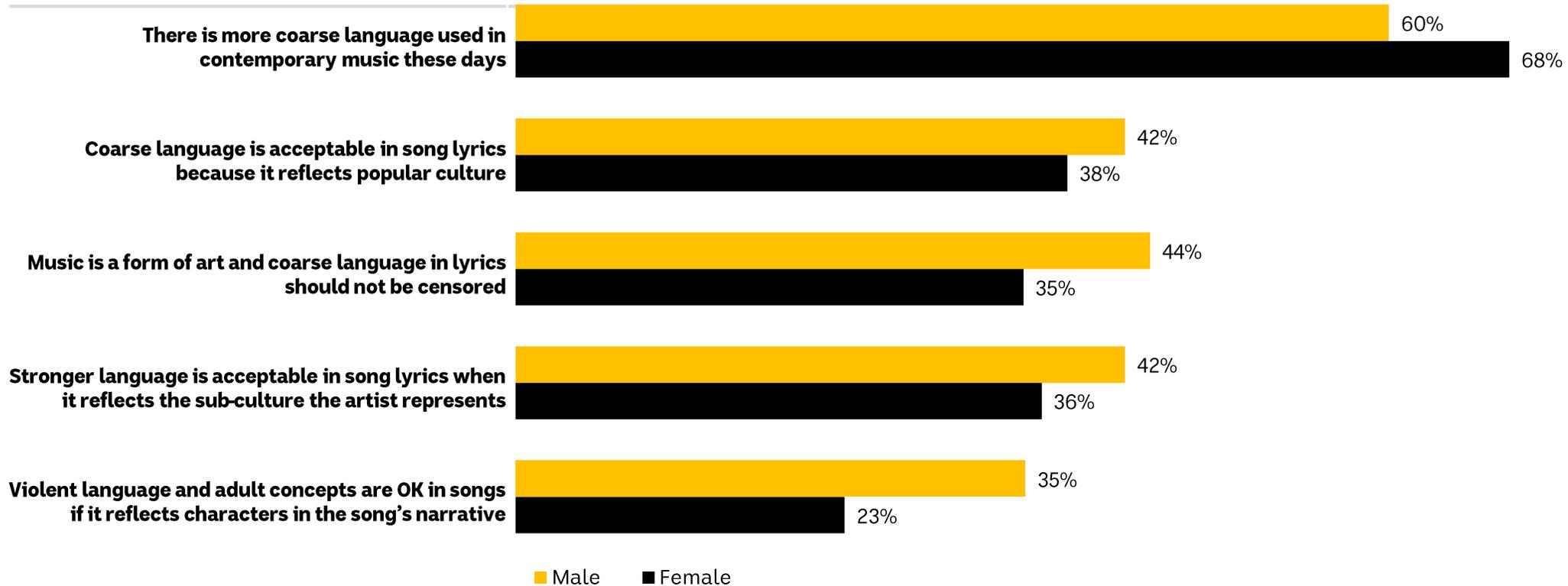


MUSIC PERCEPTIONS | BY GENDER

- Females were more likely to agree that ‘there is more coarse language used in contemporary music these days’.
- Males were more likely to agree with the four statements supporting music as an art form and that coarse language is more acceptable given certain circumstances, artist representations and song narrative.

To what extent do you agree with the following statements relating to podcasts?

Agree + Agree Strongly



Internet

COARSE LANGUAGE BY PLATFORM

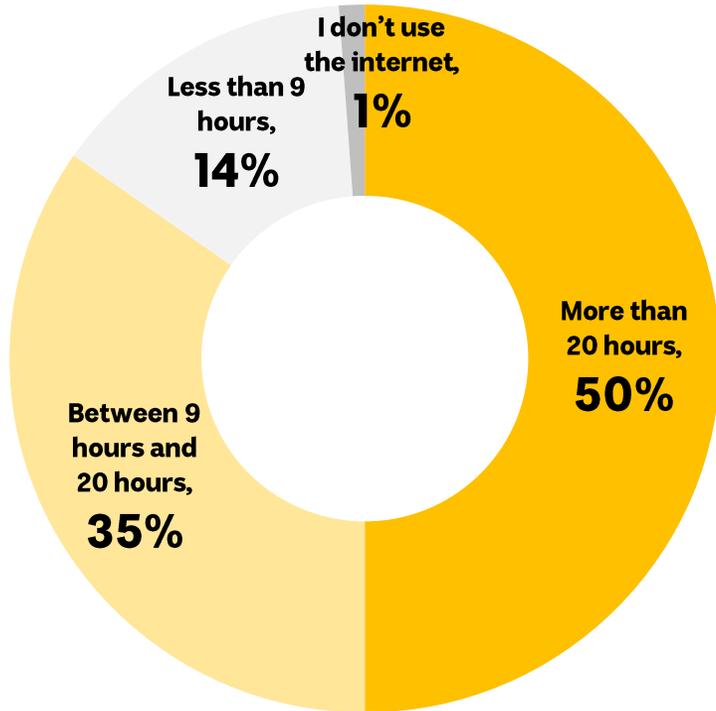
INTERNET | SUMMARY RADIO, PODCASTS & MUSIC

- Internet usage is widespread and substantial among Australians, with 85% claiming to spend more than 9 hours a week online.
- The bulk of Australians' online activity is spent on social networking sites like Facebook and search sites like Google.
- YouTube usage is much stronger among younger Australians, however there is still a considerable amount of people over the age of 50 engaging with the platform.
- Three in five Australians agree that 'it is very difficult for coarse language on the internet to be regulated', however this increases to three in four people when isolating those aged 25-34.
- The majority of Australians are 'concerned about the language that children can see, hear or read online', however far more people aged over 50 and far more females were inclined to agree with this statement.
- The statement 'the internet should be a space where freedom of speech prevails, coarse content should not be censored' divides Australians, with far more younger people under the age of 35 in agreement. Far more males agree that the internet should be a space where freedom of speech prevails and coarse content should not be censored.

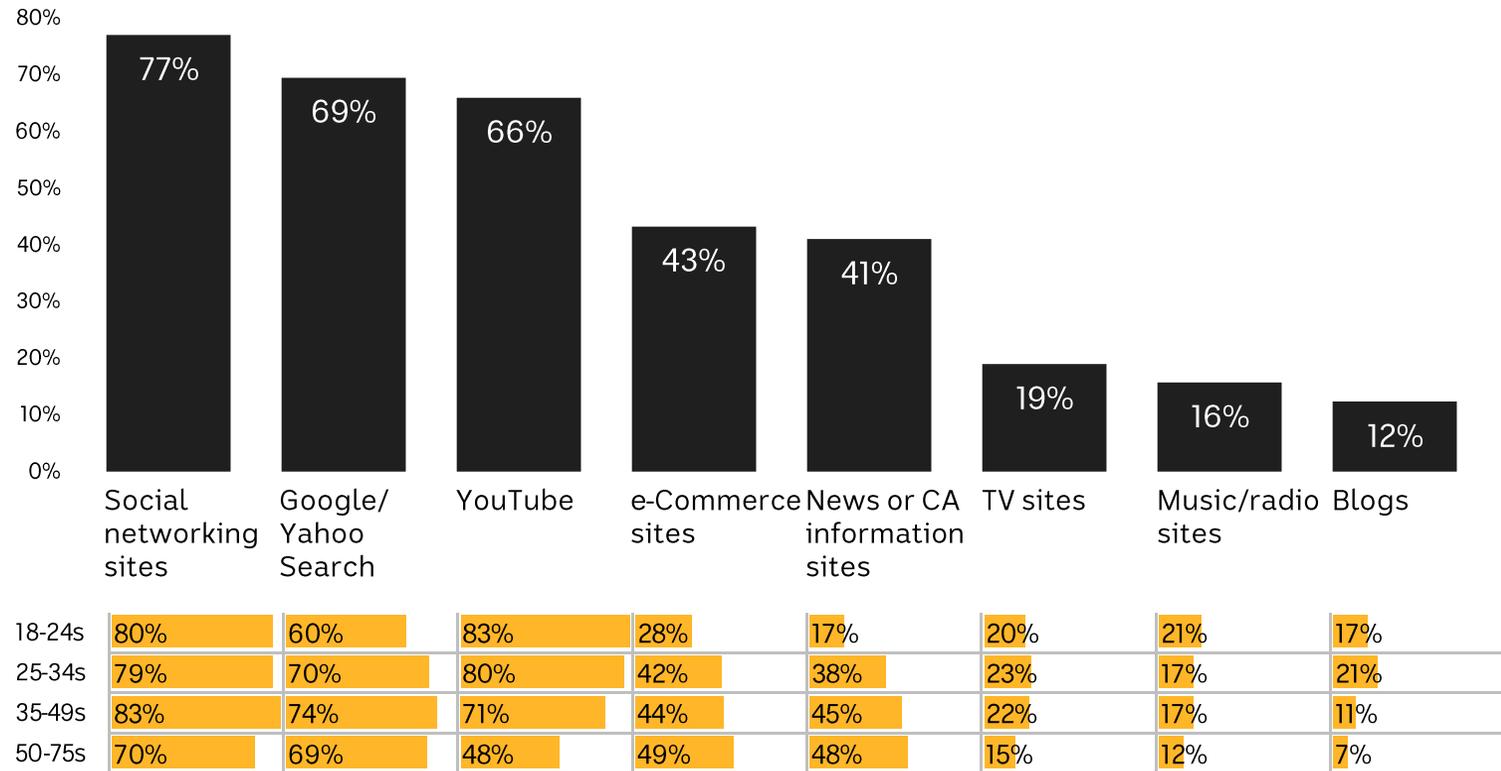
INTERNET USAGE

- 85% of respondents claim to use the internet more than 9 hours per week.
- The largest proportion of time is attributed to social networking sites, followed by search engines and video service YouTube.
- Just over 40% of respondents claim to have used e-commerce sites and visited news and current affairs information sites in the past week.
- Fewer than 20% visited TV websites and music/radio websites.

How many hours per week would you say you spend using the internet (including websites and social media) (per week)?



Which types of internet sites have you visited in the past week?



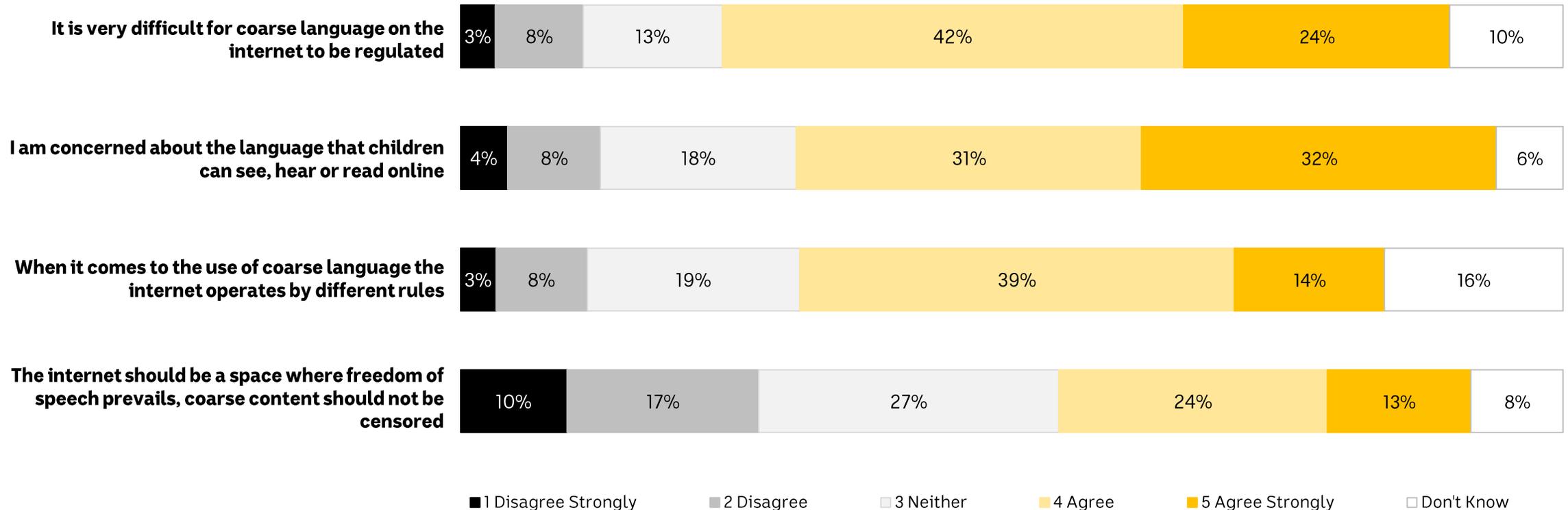
Social networking: e.g. Facebook, Twitter, Snapchat, Instagram, etc
e-Commerce sites: e.g. banking, shopping, paying bills online



INTERNET PERCEPTIONS

- Over 60% of respondents agreed that 'it is very difficult for coarse language on the internet to be regulated' and that they are 'concerned about the language that children can see, hear or read online'.
- Just over half agree that 'when it comes to the use of coarse language the internet operates by different rules'.
- There was more disparity in responses for the statement 'the internet should be a space where freedom of speech prevails, coarse content should not be censored'.

"To what extent do you agree with the following statements?"

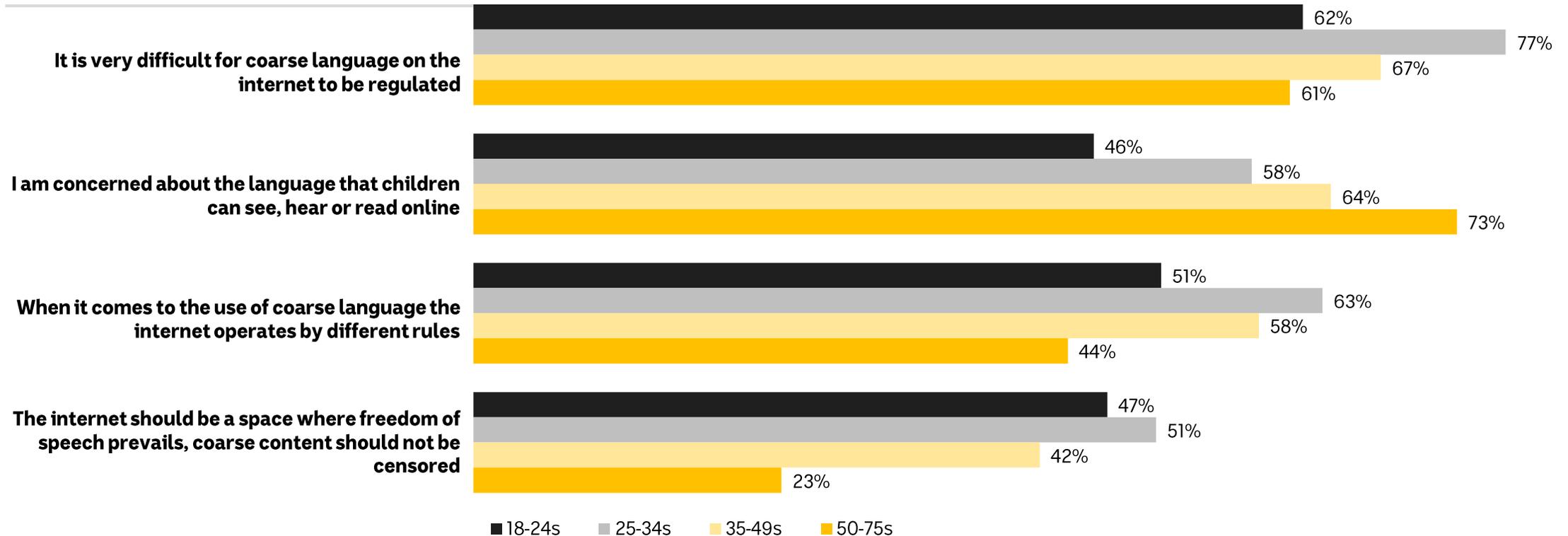


INTERNET PERCEPTIONS | BY AGE GROUP

- 25-34s were more likely to agree with the statements 'it is very difficult for coarse language on the internet to be regulated' and 'when it comes to the use of coarse language the internet operates by different rules'.
- Far more respondents aged 50-75 are 'concerned about the language that children can see, hear or read online'.

"To what extent do you agree with the following statements?"

Agree + Agree Strongly

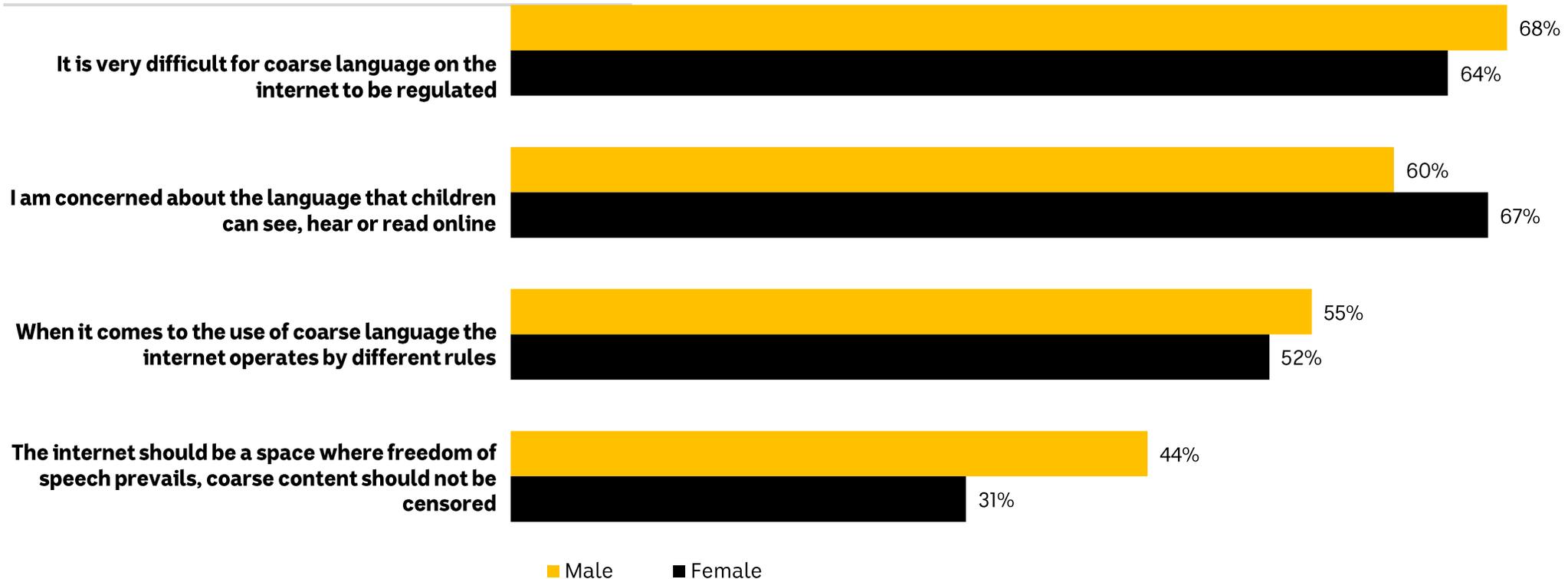


INTERNET PERCEPTIONS | BY GENDER

- Although the majority of both genders were ‘concerned about the language that children can see, hear or read online’, females were more likely to agree with this statement.
- Males were far more likely to agree that ‘the internet should be a space where freedom of speech prevails, coarse content should not be censored’.

“To what extent do you agree with the following statements?”

Agree + Agree Strongly



ABC AD&I

ABC AUDIENCE DATA & INSIGHTS