

Polling - Subscription-video-on-demand services

May 2021

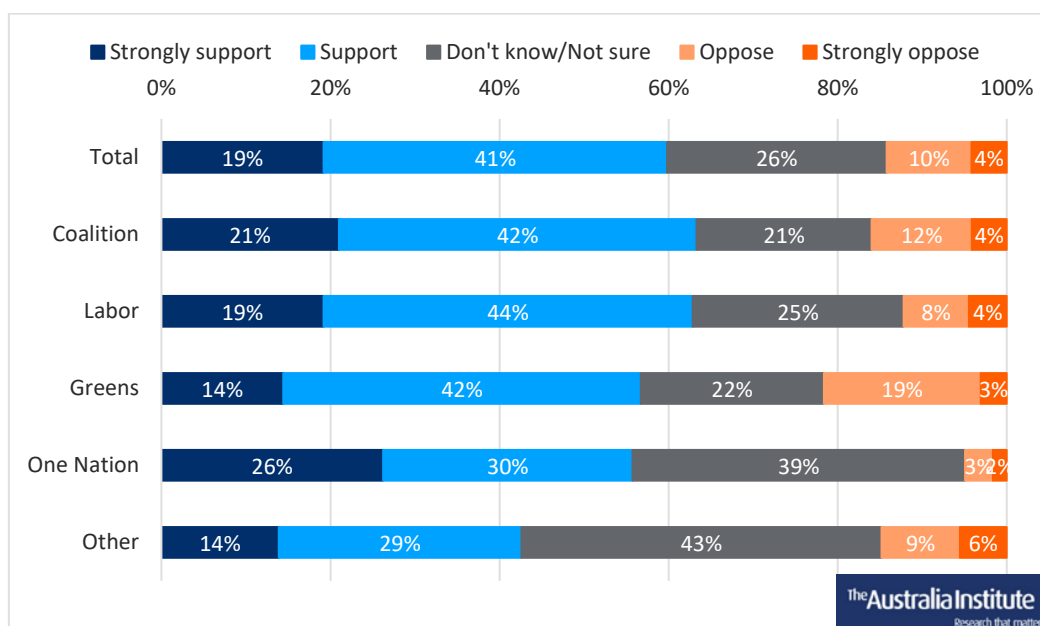
Key results

The Australia Institute surveyed a nationally representative sample of 1,006 Australians in March and 1,000 in May 2021 about their use of subscription-video-on-demand (SVOD) services, concerns about their impacts on children and attitudes towards requiring SVODs to provide more Australian content.

The results show that

- Seven in ten (69%) Australians use a SVOD service.
 - Netflix is by far the most popular SVOD service, used by over half (57%) of Australians.
- Three in five (60%) Australians have some level of concern about children missing out on Australian history and culture due to the prevalence of American content on media platforms.
- Three in five (60%) Australians support requiring SVOD services to spend at least 20% of their revenue on Australian content.

Figure 1: Support for requiring 20% of revenue to be spent on Australian content

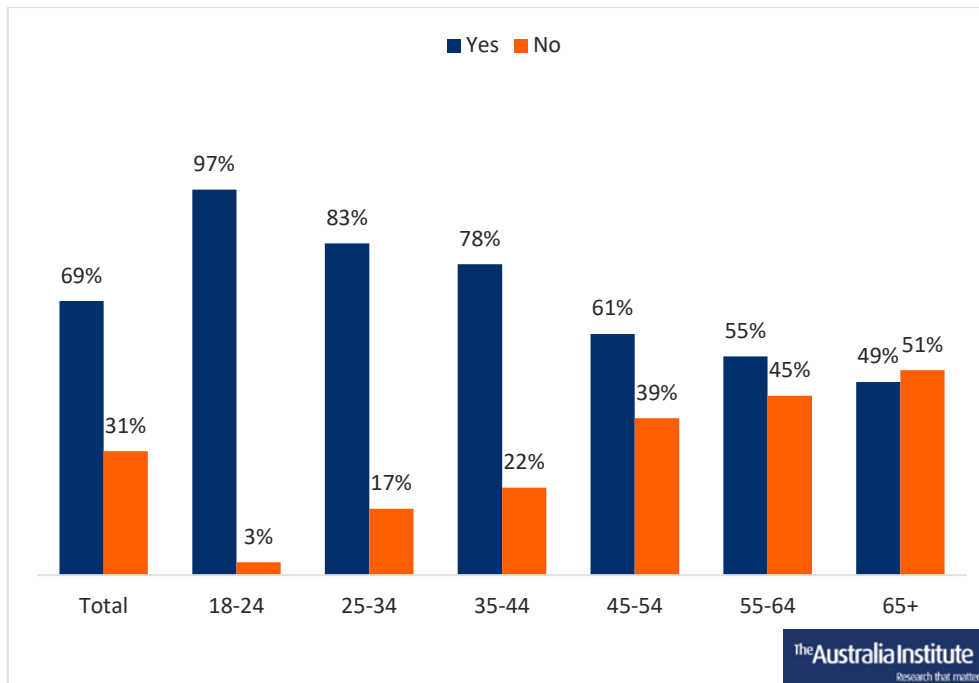


Subscription-video-on-demand use

In March 2021, respondents were asked which, if any, SVOD services they use.

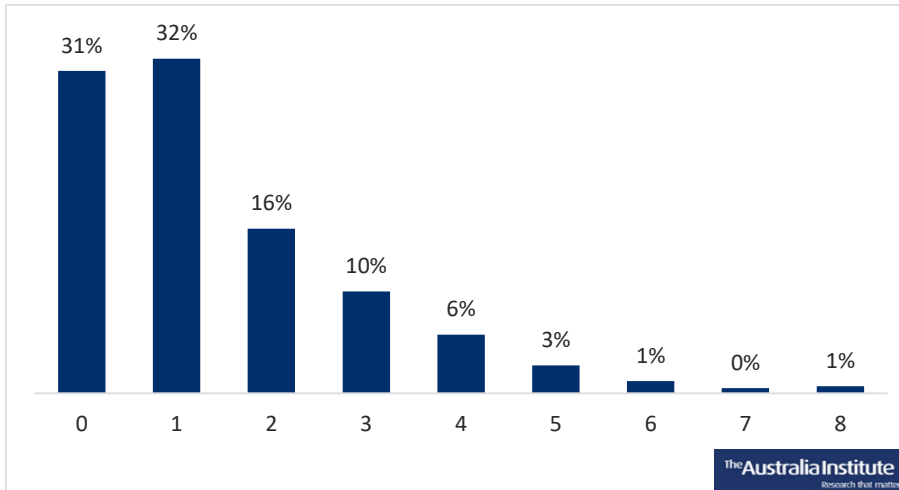
- Seven in ten Australians (69%) use a SVOD service, and 31% do not use a SVOD service.
- SVOD service use decreases with age. The average respondent aged 18-24 is twice as likely to use an SVOD service as the average respondent aged 65+.
 - Australians aged 18-24 (97%) and 25-34 (83%) are the most likely to use an SVOD service.
 - Australians aged 55-64 (55%) and 65+ (49%) are the least likely to use SVOD services.

Figure 2: SVOD use by age



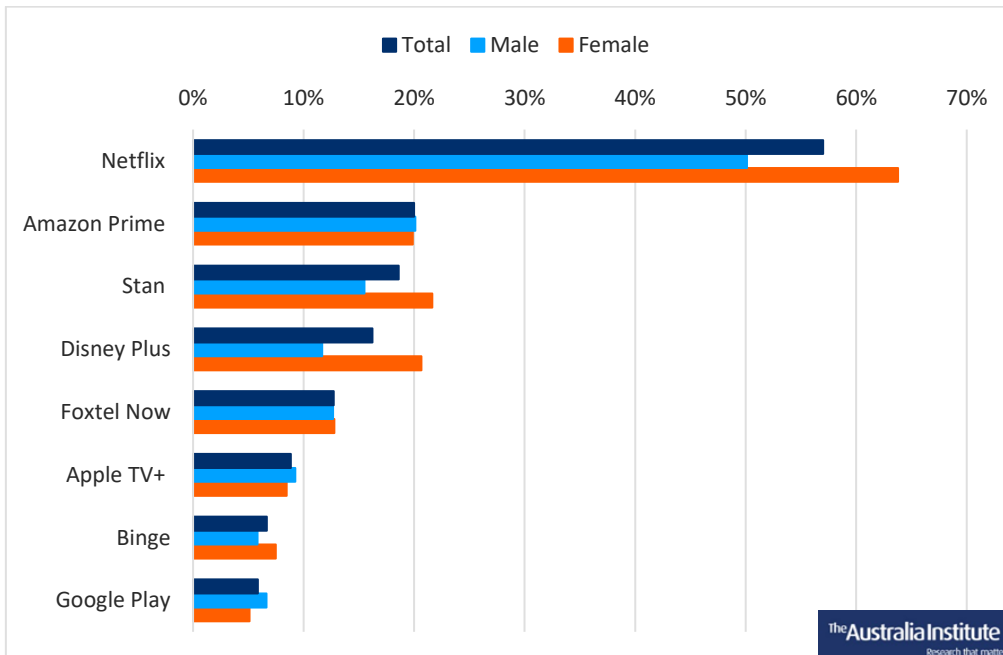
- Two in three (64%) Australians use between one and four SVOD services listed in the question and 5% of Australians have five or more SVOD services.
 - 32% of Australians use 1 service.
 - 1% of Australians use all 8 services listed in the question.

Figure 3: Number of SVODs in use, among those who use at least one



- Netflix is by far the most popular SVOD service, used by over half (57%) of Australians.
 - 64% of women and 50% of men use Netflix.

Figure 4: SVOD use by platform

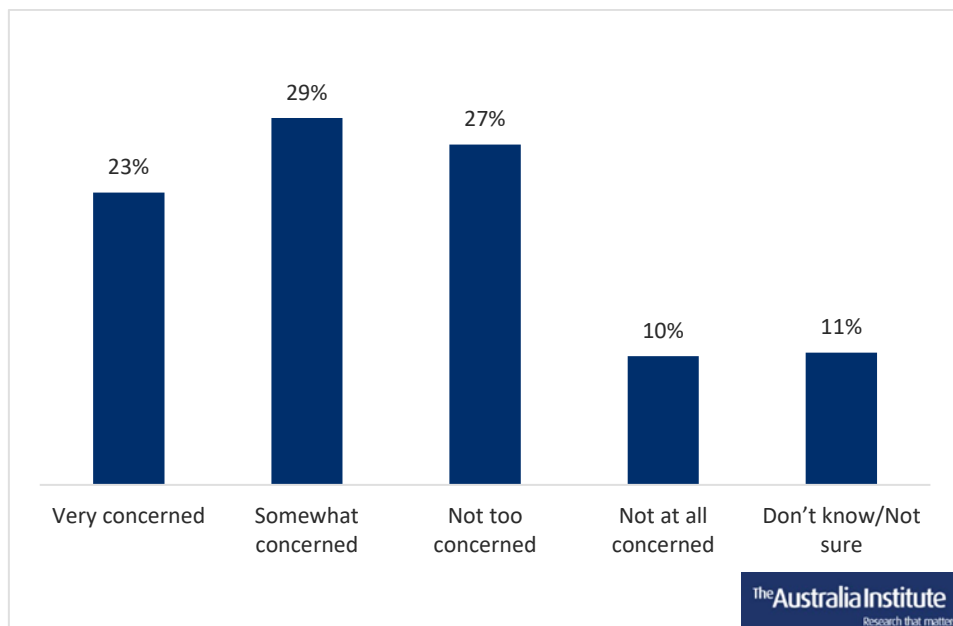


Subscription-video-on-demand concerns

In May 2021, respondents were asked how concerned, if at all, they are about children's exposure to 'the Americanisation of English' through media platforms like YouTube and Netflix?

- One in two (52%) Australians have some level of concern about children's exposure to the Americanisation of English through media platforms like YouTube and Netflix.
- One in four (23%) Australians are very concerned about children's exposure to the Americanisation of English through media platforms, with a further 29% somewhat concerned.
 - 27% of Australians are not too concerned, with one in 10 (10%) not concerned at all.

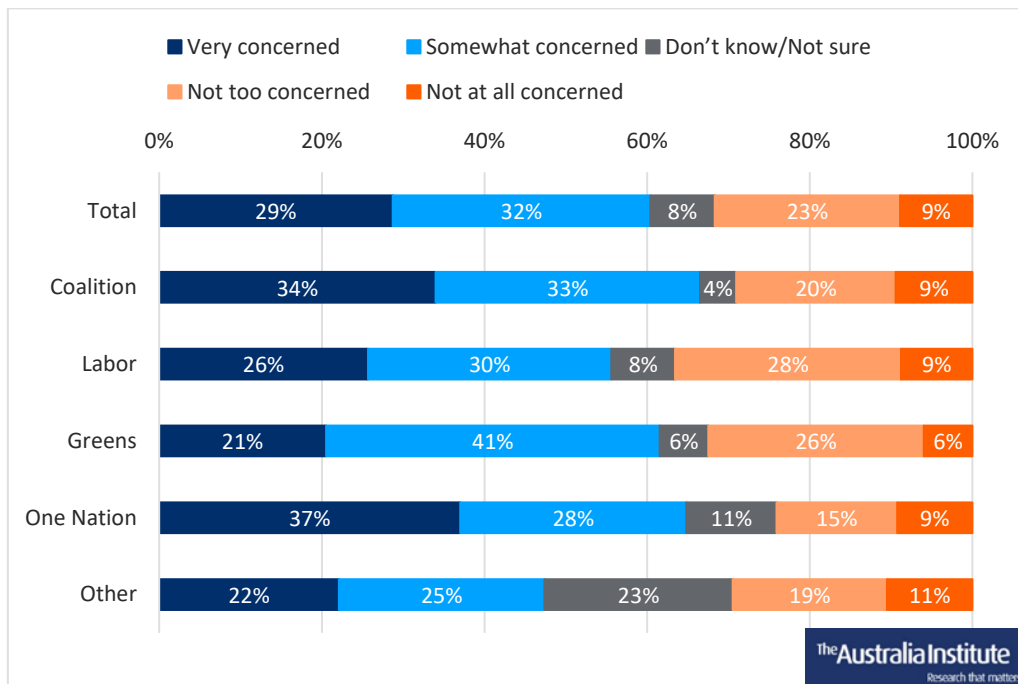
Figure 5: Concern about children's expose to 'the Americanisation of English'



In May 2021, respondents were asked how concerned, if at all, they are about children missing out on Australian history and culture due to the prevalence of American content on media platforms like Netflix and Disney Plus.

- Three in five (60%) Australians have some level of concern about children missing out on Australian history and culture due to the prevalence of American content on media platforms.
- 29% of Australians are very concerned that children are missing out on Australian history and culture, with a further 32% Australians somewhat concerned.
 - One in 10 (9%) Australians are not at all concerned.
- A majority of Coalition (67%), Labor (56%), Greens (62%) and One Nation (65%) voters have some level of concern about children missing out on Australian history and culture due to the prevalence of American content on media platforms.
 - One Nation (37%) and Coalition (34%) voters are the most likely to be very concerned.

Figure 6: Concern about children missing out on Australian history and culture

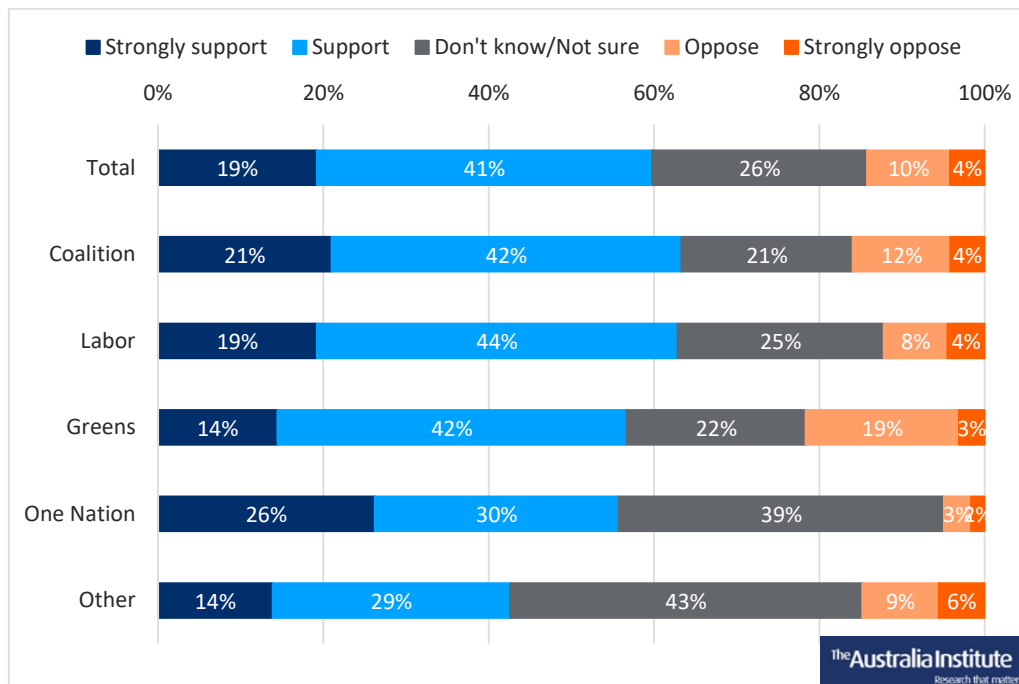


Subscription-video-on-demand regulation

In March 2021, respondents were asked whether they would support or oppose requiring SVOD services to spend at least 20% of their revenue on Australian content.

- Three in five (60%) Australians support requiring SVOD services to spend at least 20% of their revenue on Australia, with 19% who strongly support.
- Labor and Coalition voters (both 63%) were most likely to support this requirement, with 21% of Coalition and 19% of Labor voters who strongly support.
 - 16% of Coalition voters and 12% of Labor voters oppose requiring SVOD services to spend at least 20% of their revenue on Australian content.
- A majority of Greens (57%) and One Nation (56%) voters support this measure.
- Independent/Other voters (43%) were the least likely to support requiring SVOD services to spend at least 20% of their revenue on Australian content, although they were still much more likely to support than to oppose (15%).

Figure 7: Support for requiring 20% of revenue to be spent on Australian content



Method

The Australia Institute surveyed 1,006 people on 24-25 March and 1,000 on 5-7 May 2021, online through Dynata's Rapid Results polling, with nationally representative samples by gender, age and region.

The margin of error (95% confidence level) for the national results is 3%.

Results are shown only for larger states.

Voting crosstabs show voting intentions for the House of Representatives. Those who were undecided were asked which way they were leaning; these leanings are included in voting intention crosstabs. "Coalition" includes separate responses for Liberal and National. "Other" refers to Independent/Other.

Detailed results March 2021

Do you use a subscription-video-on-demand (SVOD) service, like Netflix, and if so, which services do you use?

	<i>Total</i>	Male	Female	NSW	VIC	QLD	WA
Netflix	57%	50%	64%	62%	60%	60%	46%
Amazon Prime	20%	20%	20%	20%	25%	18%	12%
Stan	19%	15%	22%	22%	18%	20%	17%
Disney Plus	16%	12%	21%	17%	17%	23%	12%
Foxtel Now	13%	13%	13%	13%	15%	13%	10%
Google Play	6%	7%	5%	8%	8%	5%	2%
Apple TV+	9%	9%	8%	10%	10%	9%	5%
Binge	7%	6%	7%	6%	7%	8%	8%
No, I don't use an SVOD	29%	36%	22%	23%	22%	27%	43%
Don't know/Not sure	2%	2%	3%	4%	3%	1%	1%

	<i>Total</i>	Coalition	Labor	Greens	PHON	Other
Netflix	57%	57%	58%	64%	52%	49%
Amazon Prime	20%	20%	18%	29%	18%	19%
Stan	19%	20%	15%	29%	20%	16%
Disney Plus	16%	14%	15%	30%	18%	14%
Foxtel Now	13%	15%	13%	12%	13%	6%
Google Play	6%	5%	6%	9%	3%	6%
Apple TV+	9%	13%	5%	15%	2%	7%
Binge	7%	7%	6%	14%	8%	2%
No, I don't use an SVOD	29%	31%	28%	19%	30%	31%
Don't know/Not sure	2%	1%	1%	5%	2%	9%

	<i>Total</i>	18-24	25-34	35-44	45-54	55-64	65+
Netflix	57%	86%	71%	65%	47%	42%	39%
Amazon Prime	20%	24%	28%	29%	20%	12%	9%
Stan	19%	32%	27%	16%	18%	11%	11%
Disney Plus	16%	38%	26%	23%	12%	4%	2%
Foxtel Now	13%	12%	17%	15%	11%	12%	9%
Google Play	6%	8%	11%	6%	7%	1%	2%
Apple TV+	9%	14%	14%	12%	10%	3%	2%
Binge	7%	10%	8%	10%	6%	5%	2%
No, I don't use an SVOD	29%	3%	12%	20%	37%	42%	50%
Don't know/Not sure	2%	0%	4%	2%	2%	3%	1%

Subscription-video-on-demand services, like Netflix, have no requirements to broadcast Australian content.

Do you support or oppose requiring subscription-video-on-demand services to spend at least 20% of their revenue on Australian content?

	<i>Total</i>	<i>Male</i>	<i>Female</i>	<i>NSW</i>	<i>VIC</i>	<i>QLD</i>	<i>WA</i>
Strongly support	19%	24%	15%	19%	17%	19%	19%
Support	41%	38%	43%	42%	44%	42%	37%
Oppose	10%	11%	9%	10%	9%	11%	14%
Strongly oppose	4%	5%	4%	4%	5%	4%	5%
Don't know/Not sure	26%	22%	30%	24%	24%	25%	25%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>PHON</i>	<i>Other</i>
Strongly support	19%	21%	19%	14%	26%	14%
Support	41%	42%	44%	42%	30%	29%
Oppose	10%	12%	8%	19%	3%	9%
Strongly oppose	4%	4%	4%	3%	2%	6%
Don't know/Not sure	26%	21%	25%	22%	39%	43%

Detailed results May 2021

How concerned are you, if at all, about children's exposure to 'the Americanisation of English' through media platforms like YouTube and Netflix?

	Total	Male	Female	NSW	VIC	QLD	WA
Very concerned	23%	26%	21%	24%	23%	26%	19%
Somewhat concerned	29%	28%	30%	28%	27%	27%	40%
Not too concerned	27%	25%	28%	30%	25%	29%	25%
Not at all concerned	10%	12%	9%	9%	13%	10%	5%
Don't know/Not sure	11%	9%	12%	9%	12%	7%	11%

	Total	Coalition	Labor	Greens	PHON	Other
Very concerned	23%	29%	16%	21%	31%	21%
Somewhat concerned	29%	29%	31%	37%	24%	17%
Not too concerned	27%	25%	31%	28%	20%	22%
Not at all concerned	10%	10%	12%	7%	9%	9%
Don't know/Not sure	11%	7%	9%	7%	15%	31%

How concerned are you, if at all, about children missing out on Australian history and culture due to the prevalence of American content on media platforms like Netflix and Disney Plus?

	Total	Male	Female	NSW	VIC	QLD	WA
Very concerned	29%	32%	26%	28%	27%	30%	35%
Somewhat concerned	32%	28%	35%	29%	31%	32%	42%
Not too concerned	23%	23%	23%	26%	23%	22%	13%
Not at all concerned	9%	10%	8%	8%	11%	9%	6%
Don't know/Not sure	8%	8%	8%	9%	9%	6%	3%

	Total	Coalition	Labor	Greens	PHON	Other
Very concerned	29%	34%	26%	21%	37%	22%
Somewhat concerned	32%	33%	30%	41%	28%	25%
Not too concerned	23%	20%	28%	26%	15%	19%
Not at all concerned	9%	9%	9%	6%	9%	11%
Don't know/Not sure	8%	4%	8%	6%	11%	23%