3042 TELEVISION AND MEDIA SURVEY 2023

QUESTIONNAIRE – 26 JULY 2023

PROJECT NOTES

- Data collection in September Life in Australia™ (project number = 3042)

- (Previous project number was 2853)

- 3042A: (TVCS) n=800 boost of adults living in regional Australia using online non-probability sample (Project number = 3042 Project A: TV Consumer Survey)

- 3042B: (MCCS) n=800 boost of parents of children aged 0-17 using online non-probability sample (Project number = 3042 Project B: Media Content Consumption Survey)

GENERAL PROGRAMMING NOTES

- All question text in BLUE is CATI only and in ORANGE is web only. Text in BLACK is for both.

- Unless otherwise specified, all grid questions are to be displayed as a grid (i.e. table)

- For INTERVIEWMODE=WEB, always hide options 98, and 99. If respondent doesn't answer, please then add them to the frame

    - MESSAGE ON POP-UP: You have not provided a response. Is that because you're not sure, or you would prefer not to answer?

ORDER DUMMY VARIABLE, RANDOM ASSIGNMENT:

1. NORMAL CODE FRAME ORDER [50%]
2. REVERSE CODE FRAME ORDER [50%]

*CALL OUTCOMES AND RR1

**USE STANDARD CALL OUTCOMES
**USE STANDARD RR1

PROJECT

1. Project A - TV Consumer Survey (TVCS)
2. Project B - Media Content Consumption Survey (MCCS)

PROG: PLEASE NAME LINA AND NON PROB DATA FILES USING LETTERS OTHER THAN A AND B

*ORU PROGRAMMER NOTE:

- IF PROJECT=1 THEN REGIONAL ADULT BOOST, DISPLAY FOLLOWING QUESTIONS

- IF PROJECT=2 THEN PARENTS / GUARDIANS 17YRS AND YOUNGER BOOST)

Life in Australia™ INTRODUCTION

NON-PROBABILITY INTRODUCTION

ADULT'S QUESTIONNAIRE

INTRODUCTION – ALL ADULTS

(TIMESTAMP: MAIN INTRODUCTION)

*(PROGRAMMER: ORU and Life in Australia™)
*(PROGRAMMER: ALL ADULTS)

Welcome to our survey!

The Department of Infrastructure, Transport, Regional Development, Communications and the Arts (the Department) has contracted the Social Research Centre, to undertake this survey on its behalf. The results will be used to gain a deeper understanding of the media you read, watch, or listen to.

This survey should take you approximately <IF LINA: "40", IF ORU "20"> minutes to complete. It may take some people longer depending on their responses. Participation is completely voluntary, and you can stop or withdraw at any time. There will be no consequences for not completing the survey. If you believe that answering questions about your experience using the internet will cause you harm or distress it may not be appropriate for you to complete the survey. **If you don't wish to answer any question, you can just click 'Next' to move to the next question.**

PROG: SHOW FOR LINA ONLY (HIDE FOR ORU)
Each adult who completes the survey will be provided with a $10 incentive as a thank you. Each child who completes the children's section of the survey will be provided with a $10 e-gift voucher incentive as a thank you, to be sent to the parent's registered email address that the original survey link was sent to.

The Social Research Centre acts in compliance with the National Privacy Principles. Your answers will be strictly confidential and no information collected in the survey will be used to identify you. The Department will have not access to your individual answers. Your answers will be combined with the

information from other people completing the survey for analysis and reporting by the Department and the Social Research Centre.

PROG: SHOW FOR LINA ONLY (HIDE FOR ORU)
If you have any questions about this survey or your participation in the survey, please contact the Social Research Centre at LifeInAus@srcentre.com.au or call us on 1800 023 040.
*IF ORU PANEL: If you have any questions about this survey or your participation in the survey, please contact ORU at support@theoru.com.

The survey has been reviewed and approved by the Bellberry Ethics Committee (Ethics Number: 2023-07-875)

The Ethics Approval process requires you to be provided with a Participant Information Sheet. In order to continue with the survey you need to first access this statement by clicking <**here**>.

For the 'next' button to appear, please click on the link in the above sentence to read the Participant Information Sheet before continuing.

PROGRAMMER: SURVEY CANNOT CONTINUE UNTIL THE RESPONDENT HAS CLICKED ON THE LINK TO ACCESS THE PARTICIPANT INFORMATION SHEET AND RETURNED TO THE QUESTIONNAIRE.

Please carefully read the Consent Form and if you agree to complete the Survey indicate your consent by clicking on the consent box.

CONSENT. To protect your privacy, before starting we need to check that you understand what is involved and agree to participate.

Please read each of the following statements carefully. If you agree with all of the statements, select "yes". If you disagree with any of the statements, select "no".

- I have read and understood the information in the Participant Information Sheet;
- I understand I am being asked to provide consent to participate in this research project;
- I understand the purposes of the research;
- I provide my consent for the information collected about me to be used for the purpose of this research study only.
- I understand that I am free to withdraw at any time during the project;
- I understand that I can download a copy of the Participant Information Sheet from <here>
- I am aged 18 years or older

1.   Yes
2.   No (TERM 6)

SUPPORT CONTACTS

*(PROGRAMMER: ORU AND Life in Australia™)

SUPPORT. If you experience any distress during or after participating in the survey, you can access support by contacting:

SECTION S: NON-PROBABILITY SAMPLE PROFILING

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ONLINE PANEL ONLY – NOT Life in Australia™)
STATE   Which state or territory do you live in?

1.   NSW
2.   VIC
3.   QLD
4.   SA
5.   WA
6.   TAS
7.   NT
8.   ACT

99.   Prefer not to say [GO TO TERM1]

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ONLINE PANEL ONLY – NOT Life in Australia™)
POSTCODE What is your current residential postcode?

Please enter the postcode for the state or territory you live in into the box below, then click on that postcode when it appears just below the box.

1.   <RANGE ALL VALID POSTCODES BASED ON STATE]

98.   Not sure [GO TO CAPNEW]
99.   Prefer not to say [GO TO CAPNEW

COMPUTE REGION FROM POSTCODE

1. Capital City
2. Rest of State

COMPUTE GEOGRAPHY FROM POSTCODE

1. Greater Sydney
2. Rest of NSW
3. Greater Melbourne
4. Rest of Vic.
5. Greater Brisbane
6. Rest of Qld
7. Greater Adelaide
8. Rest of SA
9. Greater Perth
10. Rest of WA
11. Greater Hobart
12. Rest of Tas.
13. Greater Darwin
14. Rest of NT
15. Australian Capital Territory

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(POSTCODE=98 OR 99, NOT SURE OR REF POSTCODE)
CAPNEW. Do you live in a…

1. Capital City
2. Rest of State

98. Not sure [GO TO TERM1]
99. Prefer not to say [GO TO TERM1]

COMPUTE SEIFA FROM POSTCODE

1. Quintile 1 - Most disadvantage
2. Quintile 2
3. Quintile 3
4. Quintile 4
5. Quintile 5 - Least disadvantage

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ONLINE PANEL ONLY – NOT Life in Australia™)
AGE   How old were you last birthday?

1. <RANGE 15-110> [IF UNDER 18 – GO TO TERM4]

99. Prefer not to say

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(AGE=98 OR 99, DK / REF AGE) [AUTO-FILL FROM AGE]
AGE_GROUP   Ok, would you mind selecting your age group?

        97.   Under 18 [GO TO TERM4]
        1.   18-24 years
        2.   25-34 years
        3.   35-44 years
        4.   45-54 years
        5.   55-64 years
        6.   65-74 years
        7.   75 or more years

        99.   Prefer not to say [GO TO TERM1]

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ONLINE PANEL ONLY – NOT Life in Australia™)
GENDER   How do you describe your gender?

Gender refers to current gender, which may be different to sex recorded at birth and may be different to what is indicated on legal documents.

        1   Man or male
        2   Woman or female
        3   Non-binary
        4.   A different term (please describe)

        99.   Prefer not to say [GO TO TERM1]

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ONLINE PANEL ONLY – NOT Life in Australia™)
p_atsi. Are you of Aboriginal or Torres Strait Islander origin?

        1.   Yes – Aboriginal
        2.   Yes – Torres Strait Islander
        3.   Yes – both
        4.   No

        98.   (Don't know) / Not sure
        99.   (Refused) / Prefer not to say

SECTION A: SCREENING FOR PARENTS

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ALL)
A1   So we can ask you the right questions today, the first set of questions are about your household.

How would you describe the household you live in?

1. Person living alone
2. Couple living alone
3. Couple with non-dependent child or children
4. Couple with dependent child or children
5. Couple with dependent and non-dependent child or children
6. Single parent with non-dependent child or children
7. Single parent with dependent child or children
8. Single parent with dependent and non-dependent child or children
9. Non-related adults sharing house / apartment / flat
10. Other (please specify)

99. (Refused) / Prefer not to say

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(A1=3-8, HAVE CHILDREN)
A2   Which age group/s is the child/children in your household in?

Please type in an age for each child.

(PLEASE PROVIDE AN AGE FOR EACH CHILD)

1. Child 1: _____ years old (RANGE 0-99)
2. Child 2: _____ years old (RANGE 0-99)
3. Child 3. _____ years old (RANGE 0-99)
4. Child 4. _____ years old (RANGE 0-99)
5. Child 5. _____ years old (RANGE 0-99)
6. Child 6. _____ years old (RANGE 0-99)
7. Child 7. _____ years old (RANGE 0-99)
8. Child 8. _____ years old (RANGE 0-99)
9. Child 9. _____ years old (RANGE 0-99)
10. Child 10. _____ years old (RANGE 0-99)
98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(A2=98 OR 99, DON'T KNOW OR REFUSED AGE OF CHILD)
A2A   Which of the following age ranges does your child(ren) fit into?

(MULTIPLE)

1. 0-7 years old
2. 8-10 years old

3.   11-15 years old
4.   16-17 years old
98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

*[PROGRAMMER: IF CODE 98 OR 99 (DON'T KNOW OR REFUSED) AT A2A, SKIP TO START OF ADULT SECTION (C1)]]

PROGRAMMER PLEASE CREATE CHILDREN TAGS:
    'CHILDREN 0-7': IF A2 1-10 = 0-7 OR A2A=1
    'CHILDREN 8-10': IF A2 1-10 = 8-10 OR A2A=2
    'CHILDREN 11-15': IF A2 1-10 = 11-15 OR A2A=3
    'CHILDREN 16-17': IF A2 1-10 = 16-17 OR A2A=4

(PROJECT= 2, MCCS)
*(A3=1-6 OR A2A = 1-4, HAVE CHILDREN AGED 17 OR UNDER)
A3   Are you a parent, guardian, or carer of any of the children aged 17 or under in your household?

        Please select one response only.

        (SINGLE)
    1.   Yes
    2.   No

    99.   (Refused) / Prefer not to say

*(ADD VARIABLE 'PARENT 0-17'. CODE AS '1' IF A3=1)

*(ADD VARIABLE 'CHILD' TO CAPTURE AGE OF CHILD FROM TAGS CREATED AT A2/A2A (OF AGES 0-17). IF MORE THAN ONE CODE SELECTED AT A2, RANDOMLY SELECT ONE)

*(NEVER SELECT CODE 18 AND ABOVE FROM A2)

*(IF (A3≠1) AND PROJECT 3042B, GO TO TERM3)

*(PROGRAMMER: ORU AND Life in Australia™)
*(PARENT 0-17)
INTRO:
Thank you, the survey is interested in the opinion of parents about their children's screen viewing habits, so we would like to hear your views about your <insert age from A2> child. At the end of the interview, we will also ask you for permission to have your child complete a short survey.

*(PROGRAMMER: ORU AND Life in Australia™)
*(PARENT 0-17)

A4   We would like to ask you about children's screen viewing habits and your opinion about your <SELECTED CHILD'S AGE AT A2> child's screen content habits. Would you also be willing for this child to complete a short survey? It should take them about 5 minutes and be about their screen viewing habits. We will confirm this with you when you finish

your survey. (If your child if aged 7 or under, we will ask you the survey questions on their behalf).

1.   Yes I would be willing for my child to complete a short survey (GO TO C1)
2.   Not sure, I will tell you after my survey is finished (GO TO C1)
3.   No, I don't want my child to do a survey (GO TO C1)
98.   (Don't know) / Not sure (GO TO C1)
    99.   (Refused) / Prefer not to say (GO TO C1)

SECTION C: SCREEN CONTENT BEHAVIOURS AND SPEND

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(*ALL)
(INTRO) The next questions are about content you **personally watch** on a screen, including things like television shows or programs, movies, documentaries and sports. This type of content will be referred to throughout the rest of the survey as 'screen content'.

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
*(ALL)
C1   Which of the following did you watch in the **past 7 days** at home or elsewhere on **any device**?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-9)

1. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
2. **Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV
3. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
4. **Commercial free-to-air on-demand TV** (e.g. 9Now, 10 play, 7plus)
5. **Publicly owned free-to-air on-demand TV** (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)
6. **Free video streaming services** (e.g. YouTube, Twitch, Tubi)
7. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
8. **Pay-per-view services** (e.g. Google Play)
9. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

97. None of the above *(EXCLUSIVE)
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
*(C1=1-96, WATCHED SCREEN CONTENT IN P7D)
C2   On **average**, how many **hours per week** do you spend watching each of the following?

(PROBE TO CODE FRAME)

(STATEMENTS) (ONLY DISPLAY CODES SELECTED AT C1) (DISPLAY ALL CODES ON ONE SCREEN AS GRID) (KEEP ORDER AS C1)

a. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
b. **Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV

c. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming

d. **Commercial free-to-air on-demand TV** (e.g. (e.g. 9Now, 10 play, 7plus)

e. **Publicly owned free-to-air on-demand TV** (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)

f. **Free video streaming services** (e.g. YouTube, Twitch, Tubi)

g. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)

h. **Pay-per-view services** (e.g. Google Play)

i. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)

j. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (SINGLE)

1. Up to 5 hours
2. 6-10 hours
3. 11-15 hours
4. 16-20 hours
5. 21-25 hours
6. 26-35 hours
7. More than 35 hours

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1, TVCS)
*(C1=1-2, HAVE WATCHED FREE TO AIR IN PAST 7 DAYS)
NEWC2b. How do you access free-to-air television?

Please select all that apply

(MULTIPLE RESPONSE) (RANDOMISE 1-6)
(READ OUT)

1. A VAST box / VAST satellite dish (PROG: PROVIDE HOVER: "Viewer Access Satellite Television provides digital television to viewers in certain areas of Australia where users are unable to receive digital TV through their normal TV antenna, including remote areas.") (IF NECESSARY, CLARIFY VAST box / VAST satellite dish as: "Viewer Access Satellite Television provides digital television to viewers in certain areas of Australia where users are unable to receive digital TV through their normal TV antenna, including remote areas").

2. Broadcast signal / antenna (PROG: PROVIDE HOVER: "Television that isn't streamed over the internet usually arrives through a broadcast signal. Traditionally, TV sets have an external antenna – either in the same room as the TV or on the roof of the house – that allows them to receive this broadcast signal.") (IF NECESSARY, CLARIFY Broadcast signal / antenna as: "Television that isn't streamed over the internet usually arrives through a broadcast signal. Traditionally, TV sets have an external antenna – either in the same room as the TV or on the roof of the house – that allows them to receive this broadcast signal.")

3. A Pay TV set-top box (e.g. Foxtel, Fetch) through cable or satellite

4. On-demand TV apps through a smart TV (PROG: HOVER OVER: "A smart TV is an internet enabled TV set with built-in apps. It doesn't need a separate device to go online (e.g. a set-top box or games console)") (IF NECESSARY, CLARIFY Smart TV as: "A smart TV is an internet enabled TV set with built-in apps. It doesn't need a separate device to go online (e.g. a set-top box or games console)")

5. On-demand apps through an internet-connected device plugged into a television (e.g. Chromecast, Telstra TV, Fetch, Foxtel iQ4, iQ5 or Foxtel Now box, Apple TV box, Amazon Fire TV)

6. On-demand TV apps through a device other than a television (e.g. smartphone, laptop)

96. Other (specify)

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(PROJECT=1, TVCS)
*(C1=1-2, HAVE WATCHED FREE TO AIR IN PAST 7 DAYS, AND more than 1 selected from
          NEWC2b code 1-96.
(Filter NEWC2c to show answers selected at NEWC2b + 98 + 99)
(Autocode if only one answer at NEWC2b)
NEWC2c. How do you access free-to-air television **most often**?
          Please select one

          (SINGLE RESPONSE) (RANDOMISE 1-6)
              (READ OUT)

1. A VAST box / VAST satellite dish (PROG: PROVIDE HOVER: "Viewer Access Satellite Television provides digital television to viewers in certain areas of Australia where users are unable to receive digital TV through their normal TV antenna, including remote areas.") (IF NECESSARY, CLARIFY VAST box / VAST satellite dish as: "Viewer Access Satellite Television provides digital television to viewers in certain areas of Australia where users are unable to receive digital TV through their normal TV antenna, including remote areas.")

2. Broadcast signal / antenna

3. A Pay TV set-top box (e.g. Foxtel, Fetch) through cable or satellite

4. On-demand TV apps through a smart TV (PROG: HOVER OVER: "A smart TV is an internet enabled TV set with built-in apps. It doesn't need a separate device to go online (e.g. a set-top box or games console)") (IF NECESSARY, CLARIFY smart TV: "A smart TV is an internet enabled TV set with built-in apps. It doesn't need a separate device to go online (e.g. a set-top box or games console").

5. On-demand apps through an internet-connected device plugged into a television (e.g. Chromecast, Telstra TV, Fetch, Foxtel iQ4, iQ5 or Foxtel Now box, Apple TV box, Amazon Fire TV)

6. On-demand TV apps through a device other than a television (e.g. smartphone, laptop)

96. Other (specify)

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(C1=1-96, WATCHED SCREEN CONTENT IN P7D)
C4   On **average per week**, how often do you use the following **devices** to watch screen content?

(READ OUT)

(SINGLE) (RANDOMISE A-H)

a. Television (including smart TV) (PROG: HOVER OVER/READ OUT IF CLARITY NEEDED: "A smart TV is an internet enabled TV set with built-in apps. It doesn't need a separate device to go online (e.g. a set-top box or games console)") (IF NECESSARY, CLARIFY smart TV as: A smart TV is an internet enabled TV set with built-in apps. It doesn't need a separate device to go online)

b. Tablet (e.g. iPad, Kindle Fire, Samsung Galaxy Tab)

c. Computer (desktop or laptop)

d. Mobile phone or smartphone

e. Games console connected to a television (e.g. PlayStation, Xbox, Nintendo)

f. Pay TV box (e.g. Foxtel, Fetch)

g. VAST satellite box (PROG: PROVIDE HOVER: "Viewer Access Satellite Television provides digital television to viewers in certain areas of Australia where users are unable to receive digital TV through their normal TV antenna, including remote areas.") (IF NECESSARY, CLARIFY VAST satellite box as: "Viewer Access Satellite Television provides digital television to viewers in certain areas of Australia where users are unable to receive digital TV through their normal TV antenna, including remote areas.")

h. TV smart accessory / Digital media player (e.g. Chromecast, Telstra TV, Fetch, Foxtel iQ4, iQ5 or Foxtel Now box, Apple TV box, Amazon Fire TV) [ONLINE HOVER OVER: A digital media player is a plug in or internet-connected device for televisions.] (IF NECESSARY, CLARIFY TV Smart accessory as: A digital media player is a plug in or internet-connected device for televisions.)

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1. Never
2. Once or twice a week
3. 3-5 times a week
4. More often than 5 times a week
5. Once or twice a day
6. 3-5 times a day
7. More often than 5 times a day

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)

(C4 a to h = 2-7. USE ANY DEVICE AT C4 TO WATCH CONTENT)

LOOP C19 PER DEVICE USED AT C4

C19   Why do you use the device, <insert from C4>? (CAP AT MAX 3 LOOPS, DO AS LEAST FILL)

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (RANDOMISE 1-13) (KEEP CODES 3 AND 4 TOGETHER)

1. Easy to use / operate
2. Convenient
3. I / you can take it out of the house
4. Easy to move the device around the house
5. It was a cheaper device to buy
6. Good quality image / picture / sound
7. To not disturb other members of the household
8. For privacy
9. There are a limited number of devices in the household
10. I / you don't have another device to use
11. Comfortable to use / watch content on
12. Is the only device type that will play a certain content type
13. Out of habit, it's what I / you usually use
96. Other (please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(ALL)
HEAR_Q01   Do you have any hearing impairment or hearing loss that has lasted, or is expected to last, for 6 months or more?

1. Yes
3. No

98. Don't know / Not sure
99. Refused / Prefer not to say

*(HEAR_Q01=1, Has hearing problems)
HEAR_Q02   What hearing problems do you have?

More than one response is allowed.

1. Total deafness
2. Deaf in one ear
3. Hearing loss/partially deaf
4. Tinnitus *(ringing in the ears)*
5. Meniere's Disease
6. Otitis Media *(ear infection)*
7. Other (specify)

98. Don't know / Not sure^
99. Refused / Prefer not to say^

*(ALL)
VISION_Q01   Do you have any vision impairment or vision loss that has lasted, or is expected to last, for 6 months or more?

        1. Yes
        3. No

        98. Don't know / Not sure
        99. Refused / Prefer not to say

*(VISION_Q01=1, Has hearing problems)
VISION_Q02   What vision problems do you have?

        More than one response is allowed.

    1.   Astigmatism

    2.   Short-sightedness / Myopia / difficulty seeing objects in the distance

    3.   Macular degeneration

    4.   Other age-related sight problems / Presbyopia

    5.   Long-sightedness / Hyperopia / difficulty seeing objects close up

    6.   Other (one other eye sight problem could be recorded).

*(PROJECT=1 TVCS OR PROJECT= 2, MCCS)

*(C4 a to h = 2-7. USE ANY DEVICE AT C4 TO WATCH CONTENT)

C20A   This question is about use of accessibility features when watching screen content. Have you ever used any of the following accessibility features to watch screen content?

PROG: PLEASE INCLUDE HOVERS IN CODE FRAME / READ OUT DEFINITIONS IF REQUIRED

(GROUP A,B,C TOGETHER)

(A) **Subtitles**: Language translations that appear in text at the bottom of the screen.

(B) **Live Captions**: Captions placed over live TV in real-time. Captions show on-screen text to accompany speech and other sounds. Captions are broadcast as part of TV, do not include subtitles (which are language translations), and are not associated with any other assistive technology on your device.
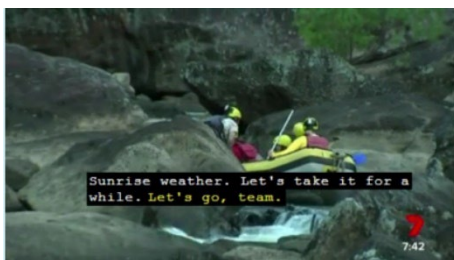
(C) **Closed Captions**: A pre-prepared transcription of spoken content on pre-recorded video content, such as a movie, documentary or TV program. Captions show on-screen text to accompany speech

and other sounds. Captions are broadcast as part of TV, do not include subtitles (which are language translations), and are not associated with any other assistive technology on your device.

(D) **Dubbing**: Audio dubbing is when the original dialogue audio of a film or program is swapped with one of a different language.

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (RANDOMISE 1-6)

1. Subtitles
2. Dubbing
3. Live captions
4. Closed captions
5. Audio Description
6. Sign language (where provided)
96. Other (please specify)
97. None of these *(EXCLUSIVE)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
*(C20A = 1-4. USE ANY ACCESSIBILITY FEATURE.)
(LOOP C20B FOR EACH FEATURE SELECTED AT C20A)
C20B   For each of the following accessibility features you have used, to what extent do you rely on it to understand the TV content you are watching?

<Insert feature from C20A> (ALSO INCUDE THE HOVER DEFINITION FOR EACH)

(READ OUT)
1. I rely on it **fully** to understand the TV content I am watching
2. I rely on it **partially** to understand the TV content I am watching
3. They are a nice feature to have but they don't stop me from understanding the TV content I am watching
4. I **don't at all** rely on it to understand the TV content I am watching

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT = 1 TVCS OR PROJECT=2, MCCS)
(ALL)
D25. Which, if any, of the following other assistive technologies do you use to understand the TV content you are watching?

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (RANDOMISE 1-5)

1. Volume control / Turning the volume up
2. Using remote as a microphone (to talk into the remote to operate the TV)
3. Voice guidance (to allow people who are blind or have low vision to control their TVs)
4. Changing visual screen settings, such as text size, contrast or zoom
5. Mute function
6. Other (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 TVC, OR PROJECT =2 MCCS)
(ALL)
C8 Which of the following **online subscription streaming services** or sports-specific services does your household currently **have access to**? This excludes on-demand TV and pay-per-view.

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-15)

1. Amazon Prime Video
2. Apple TV+
3. Binge
15. Britbox
4. Disney+
5. Fetch TV, including Fetch by Optus
6. Foxtel Now
7. Hayu
8. Kayo
9. Netflix
10. Optus Sport
11. Stan

13. Stan Sport
14. Paramount+
12. YouTube Premium
96. Other video streaming subscription service (Please specify)

97. None of the above *(EXCLUSIVE)
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
(C1=8, WATCHED PAY-PER-VIEW IN P7D)
C9   In the **past 7 days**, which of the following **pay-per-view services** [ONLINE HOVER OVER: Pay-per-view services are used to purchase individual movies or TV series] did you use to rent or buy an individual movie/TV series?

(IF NECESSARY: Pay-per-view services are used to rent or buy individual movies or TV series.)

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-10)

1. Amazon Prime Video
2. Apple TV+
3. Google Play
4. iTunes
    Fetch Movie Store
5. Foxtel Store
6. Microsoft Store
9. Telstra TV Box Office
10. YouTube Movies and TV
96. Other (Please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
(C8=1-96, HAVE VIDEO STREAMING SUBSCRIPTION)
C10   How **many video streaming subscriptions** does your household currently pay for? This excludes on-demand TV and pay-per-view.

Please type in your response.

1. (NUMERIC OPEN-END BOX) (WHOLE NUMBER ONLY) (LIMIT TO TWO DIGITS) (SHOW ERROR MESSAGE IF >20: 'Can you please confirm you have [INSERT NUMBER] subscription services?')

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 2, MCCS)
(C10=0)
C10B   Did you have a paid subscription in the last 6 months that you no longer have now?

Please select one response only.

(SINGLE)
1.   Yes
2.   No

99.   (Refused) / Prefer not to say
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT =2 MCCS)
(C10>0 (HAVE 1 OR MORE PAID SUBSCRIPTION SERVICES), OR C10B=1 (YES)
C21   In the past 6 months, what changes, if any, have you made to the online subscription streaming services or sports-specific services you pay for in your household?

(MULTIPLE RESPONSE) (READ OUT)

1.   Cancelled at least one service
2.   Downgraded at least one service
3.   Cancelled and then resubscribed to the same service
4.   Added at least one service
5.   Upgraded at least one service
6.   None of these
98.   (Don't know) / Not sure (EXCLUSIVE)
99.   (Refused) / Prefer not to say (EXCLUSIVE)

(PROJECT =2 MCCS)
(ASK IF C21=1,2,3,4,5. CHANGED TO STREAMING SUBSCRIPTION)

C22   What were the reasons you changed the subscription streaming services or sports-specific services you pay for?

(MULTIPLE RESPONSE) (ROTATE WITHIN GROUPS)
(SHOW CODES 1 THRU 8 IF C21 = 3, 4 OR 5, ADDED/UPGRADED A SERVICE.
SHOW CODES 9 THRU 18 IF C21= 1,2 OR 3 CANCELLED/DOWNGRADED A SERVICE)
(ALWAYS DISPLAY CODE 96 TO 99 LAST)

(GROUP CODES 3 AND 5. GROUP CODES 11 AND 14).

Reasons to add or upgrade a service

1.   To watch a specific show, movie or event
2.   To try a different paid streaming service
3.   Take advantage of a free trial period
4.   To access as part of a bundled service (e.g. telco bill or Foxtel package)
5.   Cheaper / more affordable
6.   Changes to the number of people in my household
7.   Changes to the service (e.g. changes in pans, quality of the stream)
8.   To upgrade to access a service without ads

Reasons to cancel or downgrade a service

9.   You / I only subscribed to watch a specific show, movie or event
10.   You / I didn't enjoy the content
11.   Too expensive / could not afford
12.   Changes to the service (e.g. changes in service plans like the quality of the stream offered)
13.   Changes to the number of people in my household
14.   Your / my free trial period had ended
15.   To downgrade to a service with ads to pay less
16.   Not using it enough
17.   You were / I was subscribed to too many paid streaming services
18.   To access as part of a bundled service (e.g. telco bill or Foxtel package)

96.   Other (please specify)
98.   (Don't know) / Not sure (EXCLUSIVE)
99.   (Refused) / Prefer not to say (EXCLUSIVE)

(PROJECT=2, MCCS)
(ALL)
C11   In your opinion, do online subscription streaming services (excluding on-demand TV services) have enough Australian content?

Please select one response only.

(SINGLE)

1.   Yes
2.   No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(ALL)

C18   To what extent is Australian content easy or difficult to find on streaming services?

(READ OUT)

(RESPONSE FRAME) (SINGLE RESPONSE) (DISPLAY ORDER 1-5 AND 5-1 BASED ON ORDER VARIABLE)

1. Very difficult
2. Difficult
3. Neither easy nor difficult
4. Easy
5. Very easy
6. I don't look for Australian content

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

C26_1 To what extent are you confident or not confident in using technology for each of the following on a Smart TV?

Please select one response per statement.

(READ OUT STATEMENTS ONE BY ONE)

(STATEMENTS) (RANDOMISE STATEMENTS A TO F)

a.   Setting up my TV out of the box
b.   Downloading apps
c.   Searching for particular content or programs
d.   Switching between platforms (e.g. free-to-air TV, online streaming services)
e.   Saving favourite settings
f.   Setting up privacy settings (e.g. family friendly settings, parental locks)

(RESPONSE FRAME) (SINGLE RESPONSE)

(READ OUT)

1.   Not confident at all
2.   Not confident
3.   Neutral
4.   Somewhat confident
5.   Very confident
6.   Doesn't apply / I / you don't have this
98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)

C26_2 In general, to what extent are you confident or not confident using the following when accessing content?

Please select one response per statement.

(READ OUT STATEMENTS ONE BY ONE)

(STATEMENTS) (RANDOMISE STATEMENTS A TO D)

a. Using a Virtual Private Network (VPN) to access content (PROG PROVIDE DEFINITION: A Virtual Private Network (VPN) is a connection whereby a secure, private network is achieved using encryption over a public network, typically the internet.)

b. Downloading or streaming pirated content (PROG PROVIDE DEFINITION: This refers to content that has been copied or distributed without the express permission of the copyright holder, usually audio or video content, via peer-to-peer sharing services over the internet. Please note that this survey ensures your confidentiality and any responses you give cannot be linked back to you as an individual.)

c. Changing/using accessibility setting on different platforms

d. Changing the language or country settings on different platforms

(RESPONSE FRAME) (SINGLE RESPONSE)

(READ OUT)

1.   Not confident at all
2.   Not confident
3.   Neutral
4.   Somewhat confident
5.   Very confident
5.   Doesn't apply / I / you don't have this
98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

SECTION G: AUDIO CONTENT

(PROJECT=2, MCCS)
(ALL)
NEW28.   Which, if any, of the following have you listened to in the **past 7 days**? This includes all listening at home, in a car, or somewhere else on any device.

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE, RANDOMISE 1-6)

1.   AM radio
2.   FM radio
3.   Digital radio (DAB) [ONLINE HOVER OVER: Digital radio is broadcast free-to-air (like AM/FM radio), but uses a digital signal requiring a DAB+ digital radio enabled device. It does not include listening to the radio on the internet or listening to podcasts.] (if necessary, clarify Digital radio (DAB) as: Digital radio is broadcast free-to-air (like AM/FM radio), but uses a digital signal requiring a DAB+ digital radio enabled device. It does not include listening to the radio on the internet or listening to podcasts.)
4.   Radio via the internet or an app (excluding podcasts)
5.   Online music streaming services (e.g., Spotify or Apple Music)
6.   Podcasts
97.   None of these *(EXCLUSIVE)

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
(NEW28=1-6, LISTENED TO AUDIO CONTENT IN PAST 7 DAYS)
NEWG29.   In general, what do you use to listen to ['**insert NEW28 Response of codes 1-6**'. CAP AT MAX 3 CODES, LEAST FILL FOR LOWEST USE]

(PROG: (LOOP FOR EACH RESPONSE AT NEW28 OF CODES 1-6. CAP AT MAX 3 CODES)

(MULTIPLE RESPONSE, RANDOMISE 1-5)
(READ OUT)

1.   Smartphone
2.   Dedicated radio
3.   Car audio system (except for smartphones physically plugged into a car audio system)
4.   Smart Speaker
5.   Computer/Tablet/Laptop
96.   Other (specify)

98.   (Don't know) / Not sure

99.   (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(NEW28=6, LISTENED TO PODCAST IN PAST 7 DAYS)
G4   What type of podcasts have you listened to in the past 7 days?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-96)

1.   Fiction / stories
2.   Educational
3.   Comedy
4.   Arts & Entertainment
5.   Lifestyle & Health
6.   News & Politics
7.   Sports & Recreation
8.   Music
9.   Games
10.   Business & Technology
11.   Kids & Family
12.   True crime
13.   Society & Culture
96.   Other (please specify)

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
(G4=1-96, LISTENED TO PODCAST IN PAST 7 DAYS)
G5   What are the reasons you listened to podcasts in the past 7 days?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-14)

1.   For entertainment, enjoyment, or relaxation
2.   It was on a platform I was already using (e.g. Spotify, Apple, Google)
3.   So that you / I can multi-task while listening
4.   It was recommended to me
5.   It was free
6.   I can access them wherever I am

7.   I can listen to the types of content I like

8.   To listen to less known or specialised content

9.   To learn something new / for self-improvement

10.   Less eye strain than reading

11.   It's convenient to listen to while I'm in the car / in transit

12.   They are accessible for me (e.g. low-vision accessibility, low-hearing accessibility via transcripts)

13.   Work or professional use

14.   Formal education or study

96.   Other (please specify) (ANCHOR)

98.   (Don't know) / Not sure *(EXCLUSIVE)

99.   (Refused) / Prefer not to say *(EXCLUSIVE)

SECTION H: TVCS CONTENT

(PROJECT= 1, TVCS)
*(C4=a-h = 2-7, USED A DEVICE TO WATCH SCREEN CONTENT)
NEW10   On **average per week**, how often do you use the following devices to watch **free-to-air television** (live or on-demand)?

(READ OUT)

(STATEMENTS) (ONLY DISPLAY CODES SELECTED AT C4) (KEEP ORDER AS C4)
(DISPLAY FULL GRID ON ONE SCREEN)

a.   Television (including smart TV) (PROG: HOVER OVER: "A smart TV is an internet enabled TV set with built-in apps. It doesn't need a separate device to go online (e.g. a set-top box or games console)")
b.   Tablet (e.g. iPad, Kindle Fire, Samsung Galaxy Tab)
c.   Computer (desktop or laptop)
d.   Mobile phone or smartphone
e.   Games console connected to a television (e.g. PlayStation, Xbox, Nintendo)
f.   Pay TV box (e.g. Foxtel, Fetch)
g.   VAST satellite box (PROG: PROVIDE HOVER: "Viewer Access Satellite Television provides digital television to viewers in certain areas of Australia where users are unable to receive digital TV through their normal TV antenna, including remote areas.")
h.   TV smart accessory / Digital media player (e.g. Chromecast, Telstra TV, Fetch, Foxtel iQ4, iQ5 or Foxtel Now box, Apple TV box, Amazon Fire TV) [ONLINE HOVER OVER: A digital media player is a plug in or internet-connected device for televisions.]

(RESPONSE FRAME) (SINGLE RESPONSE)

1.   Never
2.   Once or twice a week
3.   3-5 times a week
4.   More often than 5 times a week
5.   Once or twice a day
6.   3-5 times a day
7.   More often than 5 times a day

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT= 1, TVCS)
(C4a.=2-7 OR C4h.=2-7 WATCHED SCREEN CONTENT ON TELEVISION OR TV SMART ACCESSORY. PLEASE LOOP NEW 11 AND NEW 11b IF RESPONDENT SELECTED BOTH TELEVISION AND TV SMART ACCESSORY)

(INTRO)   The following questions ask about the way that you find screen content through your main television or smart accessory.
When answering these questions, your main television or TV smart accessory is the one that you use most often to watch screen content.

(PROJECT= 1, TVCS)
(ALL)
NEW12   Which, if any, of the following TV smart accessories have you used in your house in the **past 6 months**?

   Please select all that apply.

   (READ OUT ONE BY ONE)

   (MULTIPLE RESPONSE) (RANDOMISE 1-7)

   1.   Google Chromecast
   2.   Amazon Fire TV
   3.   A connected set-top box
   4.   Apple TV box
   5.   Telstra TV
   6.   Fetch
   7.   Foxtel set-top box (e.g. iQ4 or iQ5)
   96. Other (please specify)
   97.   None of these

   98.   (Don't know) / Not sure *(EXCLUSIVE)
   99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 1, TVCS)
(ALL)
NEW16   Did you buy a new TV in the past 6 months?
(This refers to a brand new TV, not a second hand or used TV).

   (SINGLE RESPONSE)

   1.   Yes
   2.   No

   98.   (Don't know) / Not sure
   99.   (Refused) / Prefer not to say

*(PROJECT= 1, TVCS)
*(ALL)
NEW17a. How many working TVs are currently in your house?

(SINGLE RESPONSE)

1.   Specify (RANGE 0 TO 30; WHOLE NUMBERS). (SHOW THIS ERROR
        MESSAGE IF RESPONSE IS >20: 'Can you please confirm you have [INSERT
        NUMBER] TVs in your house?)

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

*(PROJECT= 1, TVCS)
*(NEW17a= >=1, HAVE AT LEAST 1 TV IN THEIR HOUSE)

NEW17b. Of the working TVs currently in your house, how many are connected to the internet (e.g.,
         a smart TV or through a smart TV accessory such as a Google Chromecast)?

(SINGLE RESPONSE)

1.   Specify (RANGE 0 TO <number inserted at NEW17a>; WHOLE NUMBERS)

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

SECTION D: NEWS

(PROJECT=2, MCCS)
(ALL)
D1   The next questions are about **news and current affairs**.

On **average per week**, how often do you read, watch, or listen to any of the following types of news and current affairs? This includes TV, radio, newspapers, and online.

(READ OUT)

(STATEMENTS)

a.   Local
d.   State or territory news
b.   Australian national news
c.   International news

(RESPONSE FRAME) (SINGLE)
1.   Never
2.   Once or twice per week
3.   3-5 times per week
4.   More often than 5 times per week

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(ANY OF D1a-c=2-4, CONSUMED ANY NEWS)
D2   In **general**, how do you currently access most of your news and/ or current affairs?

Please select all that apply.

(READ OUT ONE BY ONE) (DO NOT READ HEADERS)

(MULTIPLE)

Television *(HEADER TEXT ONLY)*
1.   Commercial free-to-air TV (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content and on-demand TV
2.   Publicly owned free-to-air TV (i.e. ABC, SBS), including recorded content and on-demand TV
3.   Pay TV (e.g. Foxtel, Fetch TV), including streaming

Print newspaper *(HEADER TEXT ONLY)*
4.   National print newspaper (e.g. The Australian, The Financial Review)
5.   State or Territory print newspaper (e.g. Sydney Morning Herald, The Age, The Courier Mail)
6.   Local print newspaper

Radio or podcast, including online audio streaming *(HEADER TEXT ONLY)

7.   Radio
8.   Podcast

Online *(HEADER TEXT ONLY)

9.   News website or app (e.g. news.com.au, ABC news, The Age, Sydney Morning Herald)
10.   News aggregator website or app (e.g. Apple News, Feedly) [ONLINE HOVER OVER: A news aggregator website or app combines online news content in one location for easy viewing.] *(IF NECESSARY, CLARIFY CODE 10 AS: A news aggregator website or app combines online news content in one location for easy viewing)
11.   Online search engine (e.g. Google News)
12.   Social media (e.g. Facebook, Instagram, Twitter)
95.   Other website or app

96.   Other (Please specify)

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
>   D17   In the **past 7 days**, did you access news from any of the following sources?

Please select one per statement.

(READ OUT STATEMENTS ONE BY ONE)
(STATEMENTS) (RANDOMISE BUCKETS)

Television *(HEADER TEXT ONLY)

a.   Commercial free-to-air TV (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content and on-demand TV
b.   Publicly owned free-to-air TV (i.e. ABC, SBS), including recorded content and on-demand TV
c.   Pay TV (e.g. Foxtel, Fetch TV), including streaming

Print newspaper *(HEADER TEXT ONLY)

d.   National print newspaper (e.g. The Australian, The Financial Review)
e.   State or Territory print newspaper (e.g. Sydney Morning Herald, The Age, The Courier Mail)
f.   Local print newspaper

Radio or podcast, including online audio streaming *(HEADER TEXT ONLY)

g.   Radio
online radio station
h.   Podcast

Online *(HEADER TEXT ONLY)

i.   News website or app (e.g. news.com.au, ABC news, The Age, Sydney Morning Herald)

j.   News aggregator website or app (e.g. Apple News, Feedly) [ONLINE HOVER OVER: A news aggregator website or app combines online news content in one location for easy viewing.] *(IF NECESSARY, CLARIFY CODE 10 AS: A news aggregator website or app combines online news content in one location for easy viewing)

k.   Online search engine (e.g. Google News)

l.   Social media (e.g. Facebook, Instagram, Twitter)

m.   Other website or app

(RESPONSE FRAME) (SINGLE RESPONSE)
(READ OUT)

1.   Yes
2.   No
3.

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

*(PROJECT=2, MCCS)
*(D2= 12, ACCESS NEWS AND CURRENT AFFAIRS VIA SOCIAL MEDIA)
D14   How important is it to you to have access to news on social media?

(READ OUT)

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1.   Not important at all
2.   Not very important
3.   Somewhat important
4.   Very important

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

*(PROJECT=2, MCCS)
*(D2= 11, ACCESS NEWS AND CURRENT AFFAIRS VIA ONLINE SEARCH ENGINES)
D15   How important is it for you to be able to discover news stories via search engines?

(READ OUT)

(SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE)

1.   Not important at all

2.   Not very important
3.   Somewhat important
4.   Very important

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(D2=1-96, RECALL SOURCE OF NEWS)
D3   In **general**, what is your **main** source for accessing news about each of the following?

Please select one response only.

(READ OUT)

(STATEMENTS) (ONLY SHOW IF CODE 2-4 SELECTED AT D1) (SHOW ONE STATEMENT AT A TIME) (ONLY SHOW CODES SELECTED AT D1=2-4)

a.   Local news
d.   State or Territory news
b.   Australian national news
c.   International news

(RESPONSE FRAME) (ONLY SHOW IF SELECTED AT D2) (ONLY SHOW HEADERS IF OPTIONS UNDER THAT HEADER)

*(IF NECESSARY, CLARIFY CODE 10 AS: A news aggregator website or app combines online news content in one location for easy viewing.)

Television *(HEADER TEXT ONLY)
1.   Commercial free-to-air TV (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content and on-demand TV
2.   Publicly owned free-to-air TV (i.e. ABC, SBS), including recorded content and on-demand TV
3.   Pay TV (e.g. Foxtel, Fetch TV), including streaming

Print newspaper *(HEADER TEXT ONLY)
4.   National print newspaper excluding the online versions (e.g. The Australian, The Financial Review)
5.   State or Territory print newspaper excluding the online versions (e.g. Sydney Morning Herald, The Age, The Courier Mail)
6.   Local print newspaper excluding the online versions

Radio or podcast, including online audio streaming *(HEADER TEXT ONLY)
7.   Radio
8.   Podcast

Online *(HEADER TEXT ONLY)
9.   News website or app (e.g. news.com.au, ABC news, The Age, Sydney Morning Herald)

10. News aggregator website or app (e.g. Apple News, Google Showcase, Feedly)
[ONLINE HOVER OVER: A news aggregator website or app combines online news content in one location for easy viewing.]

11. Online search engine (e.g. Google News)

12. Social media (e.g. Facebook, Instagram, Twitter)

95. Other website or app

96. <D2_96 response>

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
(ANY OF D1a-c=2-4, CONSUMED ANY NEWS)
D18   Which of the following factors are important to you when choosing news content? This includes TV, radio, newspapers, and online.

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE 1-10) (PROG: DO NOT SHOW THE WORD IN BRACKETS[ ] ARE FOR REFERENCE ONLY)

1. [TRUST] That it is from a source I have used before and trust

2. [QUALITY JOURNALISM] That it is professionally produced news media (from an established news outlet)

3. [SOURCE TYPE] That it is from official sources of information (from a government or a specialised agency)

4. [SOURCE TYPE] That it is from an independent network or source

5. [CONSUMPTION DRIVER] That is has been widely shared online/through social media

6. [TIMELINESS] That it is recent news content

7. [RELEVANCE] That it aligns with my views and interests

8. [ACCESSIBILITY] That it is available in a language other than English

9. [ACCESS] That it is not behind a paywall

10. [ACCESSIBILITY] That there are accessible options for viewing or listening to the content

96. Other (please specify)

97. None of these are important to me in news content

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
(ALL)

D5   Do you currently personally pay for a paid **news and current affairs subscription**? This includes print or digital subscriptions to news and magazine publications.

Please select one response only.

(SINGLE)

1.   Yes
2.   No

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

D6   How many **news subscriptions are** you currently personally paying for? This includes print or digital subscriptions to news and magazine publications.

Please select one response only.

(SINGLE)

1.   One
2.   Two
3.   Three
4.   Four
5.   Five or more

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(ALL)

D10   Do you feel you have sufficient choice of news sources to inform you about **your local community**?

Please select one response only.

(SINGLE)

1.   Yes
2.   No

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(ALL)

D16   Thinking now about watching local news and coverage of various topics, to what extent are each of the following topics important or not important to you...

        a. Local events

        b. Local politics

        c. Local health issues

        d. Local crime / legal issues / court decisions

        e. Local sports

(RESPONSE FRAME) (SINGLE) (DISPLAY ORDER BASED ON S_ORDER VARIABLE) (READ OUT)

1.   Not important at all

2.   Not very important

3.   Somewhat important

4.   Very important

98.   (Don't know) / Not sure

99.   (Refused) / Prefer not to say

(PROJECT = 1 TVCS OR PROJECT=2, MCCS)
(ALL)
D21.   Generative Artificial Intelligence (or Generative AI) refers to computer technologies that generate novel content such as text, images, audio and code in response to prompts. Some applications of Generative AI include programs that specialise in the generation of human-like text, such as Open AI's ChatGPT and Google Bard.

        Based on this definition, before today have you heard the term 'Generative Artificial Intelligence' also known as 'Generative AI'?

1.   Yes

2.   No (GO TO CLOSE)

98.   Don't know

99.   Refused

(PROJECT = 1 TVCS OR PROJECT=2, MCCS)
(D21=1, AWARE OF GENERATIVE AI)
D22.   Have you used generative AI?

        (MULTIPLE CHOICE) ()RANDOMISE 1,2,3)

1.   Yes – for work

2.   Yes – for study

3.   Yes – for personal interest

4.   No (EXCLUSIVE, ANCHOR) (SKIP TO 'SECTION E')

98. Don't know

99. Refused

*(D22=1,2,3. USED GENERATIVE AI)
D22A.   What did you most recently use Generative AI for?

> 1.   Response given (SPECIFY: FULL VERBATIM)

> 100.   (Don't know) / Not sure *(EXCLUSIVE)
> 101.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(D21=1, AWARE OF GENERATIVE AI)
D23   Before today, were you aware that Generative AI is able to write news articles and news content?

> (SINGLE)

> 1.   Yes
> 2.   No

> 98.   (Don't know) / Not sure *(EXCLUSIVE)
> 99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(D21=1, AWARE OF GENERATIVE AI)
D24A   If you were aware that a news article had been written **in full** by Generative AI, how would this impact your trust in that article?

> (SINGLE)

> 1.   Very negatively
> 2.   Somewhat negatively
> 3.   No change
> 4.   Somewhat positively
> 5.   Very positively

> 98.   (Don't know) / Not sure *(EXCLUSIVE)
> 99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(D21=1, AWARE OF GENERATIVE AI)
D24B   If you were aware that a news article had been written **with the assistance of** Generative AI, how would this impact your trust in that article?

> (SINGLE)

> 1.   Very negatively
> 2.   Somewhat negatively
> 3.   No change

4. Somewhat positively
5. Very positively

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT = 1 TVCS OR PROJECT=2, MCCS)
*(D21=1, AWARE OF GENERATIVE AI)
D25.   Why do you say that?

2. Response given (SPECIFY: FULL VERBATIM)

102. (Don't know) / Not sure *(EXCLUSIVE)
103. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT = 1 TVCS OR PROJECT=2, MCCS)
*(D21=1, AWARE OF GENERATIVE AI)
D26.   To what extent do you agree or disagree with the following statement…?

People should be made aware of how much of the news articles and news content they are interacting with online is being created by Generative AI.

1. Strongly disagree
2. Disagree
3. Agree
4. Strongly agree

98. Don't know
99. Refused

98. (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

SECTION E: SPORT

(PROJECT=1 TVCS)
(ALL)
INTRO The next questions are about **sports** content and programs.

(PROJECT=1, TVCS)
(ALL)
NEW20 Thinking about access to watching sports, which of the following features is the MOST important to you?

 (SINGLE RESPONSE, RANDOMISE 1-7)

  (READ OUT)

1. That it is freely available on broadcast TV
2. That it is freely available online
3. That it is freely available either online or on broadcast TV
4. That it is easily accessible, even if I have to pay for it
5. That it is available on-demand so I can watch matches/events when I want to watch them
6. That the game/event is shown in full
7. That the sports season or series is shown in full

96. Other (specify)
97. I don't watch sports (ANCHOR)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=1 TVCS)
(ALL)
E1 In the **past 7 days**, did you watch or listen to…?

 Please select all that apply.

 (READ OUT ONE BY ONE)

 (MULTIPLE, RANDOMISE 1-2)

1. Live sport
2. Replayed sport
3. Sport highlights
96. Other sports-related programs (e.g., Post-match interviews, The Footy Show, On the Couch)
97. I didn't watch sport programs in the past 7 days

98.   (Don't know) / Not sure *(EXCLUSIVE)

99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 TVCS)
*(E1=1,2,3 OR 96, CONSUMED SPORT P7D)
E3   Were the sports programs you watched or listened to focussed on:

(READ OUT)

(SINGLE)

1.   Men's sport
2.   Women's sport
3.   Both [ONLINE HOVER OVER: Includes mixed and/or gender not applicable]

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1, TVCS)

*(E1=1,2,3 OR 96, CONSUMED SPORT P7D)
E2   How did you watch or listen to sports related programs in the past 7 days?

Please select all that apply.

(READ OUT)

(MULTIPLE) (RANDOMISE 1-13)

1.   **Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
2.   **Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV
3.   **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming

12.   **Commercial free-to-air on-demand TV** (e.g. 9Now, 10 play, 7plus)
13.   **Publicly owned free-to-air on-demand TV** (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)
5.   **Free video streaming services** (e.g. YouTube, Twitch, Tubi)
6.   **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
7.   **Pay-per-view services** (e.g. Google Play)
8.   **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
9.   **Betting agency website or app** (e.g. Sportsbet, Ladbrokes, Tabcorp)
10.   **Other websites or apps** (e.g. Facebook, TikTok, Instagram)
11.   **Radio**
12.   Radio on-demand / catch-up
13.   Podcasts

96.   Other (Please specify)

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 , TVCS)
*(E1=97, 98 OR 99, <u>NOT</u> CONSUMED SPORT PAST 7 DAYS OR REFUSED/DON'T KNOW)
E5   Thinking again about **sports** programs...

Do you watch or listen to sports at all during a normal year?

(SINGLE)

1.   Yes
2.   For specific sporting seasons
4.   For specific sporting events / major sports events (e.g. Olympic Games, Tour de France, Australian Open, etc.)
3.   No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1, TVCS)
*(E1=1,2,3 OR 96 OR E5=1, CONSUMED SPORT)
E4   Which of the following sports events do you typically watch online or on TV during a normal year?

For each sport please indicate whether you typically watch women's, men's, both or neither.

(STATEMENTS) (RANDOMISE A-U)

e.   Australian Rules Football (AFL/AFLW)
f.   Rugby League (NRL/NRLW)
g.   International Rugby League Test Match
h.   Netball matches
i.   Rugby Union test matches
j.   International test cricket matches
k.   International one day cricket matches
l.   International T20 cricket matches
m.   Australian soccer/football FIFA qualifications, matches, finals
n.   Australian soccer/football (A-League)
l.   Australian Open Tennis Tournament
m.   Other Tennis Majors (e.g., Wimbledon, US Open)
n.   Davis Cup or Billie Jean King Cup (formerly Federation Cup) tennis matches
o.   Motor Sports (e.g., Moto-GP, Bathurst, FIA F1)
p.   Olympic Games events (during those years events are held)
q.   Commonwealth Games events (during those years events are held)
r.   Horse Racing (e.g., Melbourne Cup)
s.   Golf
t.   Basketball

u.   Swimming

v.   Cycling (e.g. Tour de France)

x.   Esports (PROG SHOW HOVER: "Esports, or electronic sports, is a form of competition using video games")

  b.   Other international soccer/football matches (ANCHOR)

w. Other

(READ OUT)

(RESPONSE FRAME) (SINGLE)

1.   Men's sport

2.   Women's sport

3.   Both [ONLNE HOVER OVER: Both includes watching both men's and women's sport, or watching mixed competitions where both men and women compete]

4.   None / I don't watch this sport

98.   (Don't know) / Not sure *(EXCLUSIVE)

99.   (Refused) / Prefer not to say *(EXCLUSIVE)

PROG: PLEASE SHOW OPEN TEXT BOX BELOW E4 IF SELECT CODE 1 OR 2 OR 3 FOR STATEMENT w at E4. (TO CAPTURE OTHER SPECIFY)

"You said you watched another type of sport. Could you please specify the type of sport?"

*(PROJECT = 1 TVCS OR PROJECT=2, MCCS)

E8   What factors are likely to increase or decrease how much sports content you would watch on a screen?

Please assume this would be for a sport that you are already interested in.

Please select one per statement.

(READ OUT STATEMENTS ONE BY ONE)

(STATEMENTS) (RANDOMISE A – I)

a.   Free to watch

b.   Women's sport content is shown

c.   Australian content is shown

d.   International content is shown

e.   Lesser known or specialised sports content is shown

f.   Gambling advertising is shown

g.   Accessibility features of content (e.g. content suitable for vision impaired or hearing impaired)

h.   Game/event highlights are shown

i.   The content shown is in high quality (e.g. quality of the transmission or stream)

j.   There are features such as additional content, analysis, or preferred commentators

(RESPONSE FRAME) (SINGLE RESPONSE)

1. Watch a lot more
2. Watch a little bit more
3. No change
4. Decrease watching a little bit
5. Decrease watching a lot
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(INTRO)

The following questions ask about **advertising** you've seen while watching screen content [include screen content hover]

(PROG: HOVER ON THE TEXT 'SCREEN CONTENT')

"Screen content is content you personally watch on a screen, including things like television shows or programs, movies, documentaries and sports."

(PROJECT=2, MCCS)
*C1=1-96, WATCHED SCREEN CONTENT P7DAYS)
NEW22　　　In the **past 7 days**, on which of the following did you see advertisements?
Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (RANDOMISE 1-10) (ONLY DISPLAY CODES SELECTED AT C1 AND ALWAYS SHOW 97,98,99)

1.　**Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
2.　**Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV
3.　**Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
4.　**Commercial free-to-air on-demand TV** (e.g. 9Now, 10 play, 7plus)
5.　**Publicly owned free-to-air on-demand TV** (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)
6.　**Free video streaming services** (e.g. YouTube, Twitch, Tubi)
7.　**Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
8.　**Pay-per-view services** (e.g. Google Play)
9.　**Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96.　**Other websites or apps** (e.g. Facebook, TikTok, Instagram)

97.　None of the above *(EXCLUSIVE)
98.　(Don't know) / Not sure *(EXCLUSIVE)
99.　(Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)

*(NEW22= 1-96, SAW ADVERTISEMENTS IN P7D)
NEW23　Thinking generally about the advertisements you saw on each of the following platforms over the **past 7 days**, to what extent do you agree or disagree that they were appropriate?
PROG: ADD HOVER OVER AT THE WORD 'appropriate':
'Appropriate' means that this ad was appropriate for the time, place, and the people who might be watching the content.

(READ OUT ONE BY ONE)

(STATEMENTS) (ONLY DISPLAY CODES SELECTED AT NEW22) (DISPLAY ALL CODES ON ONE SCREEN AS GRID) (KEEP ORDER AS NEW22)

a. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
b. **Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV
c. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
d. **Commercial free-to-air on-demand TV** (e.g. 9Now, 10 play, 7plus)
e. **Publicly owned free-to-air on-demand** (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)
f. **Free video streaming services** (e.g. YouTube, Twitch, Tubi)
g. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
h. **Pay-per-view services** (e.g. Google Play)
i. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
j. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (SINGLE RESPONSE)

Strongly disagree

Disagree

Neither agree or disagree

Agree

Strongly agree

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PROJECT=2, MCCS)
*(NEW23=1-2, DISAGREE/STRONGLY DISAGREE FOR ANY STATEMENT)
(PROG: LOOP NEW23a FOR EACH SELECTION OF 1 OR 2 AT NEW23)
NEW23a. Why did you disagree that the advertisements were appropriate on <insert statement from NEW23>?

Please select all that apply

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (RANDOMISE 1-9)

1. Sex / nudity / sexually suggestive content
2. Gambling or betting
3. Alcohol
4. Inappropriate for children
5. Depiction of violence
6. Depiction of harmful behaviour (e.g. self-harm, consumption of drugs or alcohol)
7. Encouraging unhealthy eating habits
8. Pressure to buy goods or services

9. Frequency and / or repetition

96. Other (specify) *(EXCLUSIVE)

98. (Don't know) / Not sure

99. (Refused) / Prefer not to say

*(PROJECT=2, MCCS)
*(ALL)
*NEW24. On which, if any, of the following platforms would you want restrictions on permitted advertising to be applied?

(READ OUT DEFINITION / SHOW ON SCREEN) *Restrictions refer to limitations or prohibitions placed on the content, frequency and/or placement of advertisements.*

Permitted advertising means that these are advertisements that have received advertising approval and are considered to abide by codes of practice.

Please select all that apply

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (RANDOMISE 1-9)

1. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
2. **Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV
3. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
4. **Commercial free-to-air on-demand TV** (e.g. 9Now, 10 play, 7plus)
5. **Publicly owned free-to-air on-demand TV** (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)
6. **Free video streaming services** (e.g. YouTube, Twitch, Tubi)
7. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
8. **Pay-per-view services** (e.g. Google Play) (PROG: HOVER: "A system in which you pay for a single showing of content or programs")
9. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
10. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)
97. None of these *(EXCLUSIVE)

*(NEW24= 1-10, WANT RESTRICTIONS TO APPLY)
NEW24b. Which of the following do you consider to be the **most** important reason for restricting permitted advertisements? PROG: ADD HOVER OVER AT THE WORD 'permitted advertisements': /CATI CLARIFY IF NEEDED "Permitted advertisements' means that these are advertisements that have received advertising approval and are considered to abide by codes of practice."

(READ OUT)

(SINGLE RESPONSE) (RANDOMISE 1-3)

1.   Protecting children from exposure to harmful or inappropriate content
2.   Limiting content that may encourage bad habits such as gambling, tobacco, or alcohol use.
3.   Limiting the influence of advertising on consumer behaviour
96.   Other (specify)
97.   None of these *(EXCLUSIVE)

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

SECTION F: SCREEN CONTENT – PARENTS OF CHILDREN (*HISTORIC QS - ASKED OF ALL PARENTS*)

(PROG: SECTION F TO BE ASKED OF ALL PARENTS).

*(PARENT=1, HAVE CHILDREN)
(PROG: IF MULTIPLE RESPONSES AT A2, PLEASE RANDOMLY ALLOCATE THE AGE TO PIPE IN FROM THE AGES THEY ENTERED AT A2). ALLOCATE TO ONE OF THE FOLLOWING RANGES FOR SECTION F:
- 'CHILDREN 0-7': IF A2 1-10 = 0-7 OR A2A=1
- 'CHILDREN 8-10': IF A2 1-10 = 8-10 OR A2A=2
- 'CHILDREN 11-15': IF A2 1-10 = 11-15 OR A2A=3
- 'CHILDREN 16-17': IF A2 1-10 = 16-17 OR A2A=4

RESPONSENT SHOULD ALSO GO THROUGH THE SAME AGE RANGE IN SECTION F (AS KA, KB, KC OR KD).

INTROD   The next questions are about television programs, movies, or other videos your **child aged (INSERT AGE FROM CHILD AT A2)** watches.

When answering these questions, please think about your **child aged (INSERT AGE FROM CHILD AT A2)**.

If you have more than one child aged [INSERT AGE FROM CHILD AT A2], please think about the child who is going to have the next birthday for the next questions.

(PROJECT=2, MCCS)
*(PARENT=1, HAVE CHILDREN)

F1   In the **past 7 days**, which of the following did **your child** watch at home or elsewhere on any device?

        Please select all that apply.

        (READ OUT ONE BY ONE)

        (MULTIPLE) (KEEP ORDER AS C1)

1. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
2. **Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV
3. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
4. **Commercial free-to-air on-demand TV** (e.g. 9Now, 10 play, 7plus)
5. **Publicly owned free-to-air on-demand TV** (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)
6. **Free video streaming services** (e.g. YouTube, Twitch, Tubi)
7. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
8. **Pay-per-view services** (e.g. Google Play)
9. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

97. None of the above *(EXCLUSIVE)
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

*(PROJECT=2, MCCS
*(F1=1-96, CHILD WATCHED CONTENT IN P7D)
F2   On average, how many **hours per week** does your child spend watching each of the following?

        (PROBE TO CODE FRAME)

        (STATEMENTS) (ONLY DISPLAY CODES SELECTED AT F1) (DISPLAY ALL CODES ON ONE SCREEN AS GRID) (KEEP ORDER AS F1)

a. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
b. **Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV
c. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
d. **Commercial free-to-air on-demand TV** (e.g. 9Now, 10 play, 7plus)
e. **Publicly owned free-to-air on-demand TV** (e.g. ABC iview, SBS On Demand, ABC Kids)
f. **Free video streaming services** (e.g. YouTube, Twitch,Tubi)

g. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
h. **Pay-per-view services** (e.g. Google Play)
i. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
j. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (SINGLE)

1. Up to 5 hours
2. 6-10 hours
3. 11-15 hours
4. 16-20 hours
5. 21-25 hours
6. 26-35 hours
7. More than 35 hours

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=2, MCCS)
*(F1=1-96, CHILD WATCHED CONTENT IN P7D)
NEWF4   Which types of content does your child watch most?

(READ OUT OPTIONS ONE BY ONE)
(MULTIPLE) (RANDOMISE1-8, AND 11-18)

Please select all that apply.

(READ OUT)

Australian

1. Children's educational programs
2. Children's drama
3. Children's comedy
4. Children's animation and cartoons
5. Reality, talk shows, game shows
6. Sport
7. News and Current Affairs
8. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
9. Australian content that I watch as an adult
10. Other Australian content (ANCHOR)

International content (produced in countries other than Australia)

11. Children's educational programs
12. Children's drama

13. Children's comedy
14. Children's animation and cartoons
15. Reality, Talk shows. Game Shows
16. Sport
17. News and Current Affairs
18. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
19. International content that I watch as an adult
20. Other international content (ANCHOR)

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(PARENT=1, HAVE CHILDREN)
NEWF5   Which types of content are **most important** to be **made available** to children?

Please select all that apply.
(READ OUT OPTIONS ONE BY ONE)
(MULTIPLE, RANDOMISE 1-8,11-18)

Australian

1. Children's educational programs
2. Children's drama
3. Children's comedy
4. Children's animation and cartoons
5. Reality, talk shows, game shows
6. Sport
7. News and Current Affairs
8. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
9. Australian content that I watch as an adult
10. Other Australian content (ANCHOR)

International content (produced in countries other than Australia)

11. Children's educational programs
12. Children's drama
13. Children's comedy
14. Children's animation and cartoons
15. Reality, Talk shows. Game Shows
16. Sport
17. News and Current Affairs
18. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
19. International content that I watch as an adult

20. Other international content (ANCHOR)

(PROJECT=2, MCCS)
*(PARENT=1, HAVE CHILDREN)
    F6 Where has your child seen or heard **advertising** in the past 7 days?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE BUCKETS, AND DISPLAY ACROSS 2 COLUMNS)

(GROUP 11 AND 12 TOGETHER)

Television

1. Commercial free-to-air TV (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
2. Publicly owned free-to-air TV (i.e. ABC, SBS), including recorded content but excluding on-demand TV
3. Pay TV (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
4. Commercial free-to-air on-demand TV (e.g. 9Now, 10 play, 7plus)
5. Publicly owned free-to-air on-demand TV (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)
6. Free video streaming services (e.g. YouTube, YouTube Kids, Twitch, Tubi)
7. Online subscription services (e.g. Netflix, Amazon Prime, Binge, YouTube Premium, Disney+)
8. Pay-per-view services (e.g. Google Play)

Online

9. Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
10. Social Media websites and apps (e.g. ads displayed on social media websites)
11. Other websites (e.g. ads displayed on websites)
12. Search engine marketing (e.g. ads displayed with search engine results)
13. Gaming or video gaming (e.g. Steam, Discord)

Print

14. Newspapers, magazines or catalogues

Out-of-home

15. Public transport (e.g. at train / bus / tram stops, or on vehicles)
16. Outdoor advertising (e.g. posters, billboards)
17. Special events (e.g. sports, concerts, ticketed events)

Audio

18. Radio

19. Music streaming (e.g. Spotify)

20. Podcasts

In-store

21. In-store advertising

Other

96. Other (please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
*(F1=1-96, CHILD WATCHED CONTENT IN P7D)
NEW27   On which, if any, of the following did your child see advertisements in the past 7 days?
Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (ONLY DISPLAY CODES SELECTED AT F1) (KEEP ORDER AS F1)

1. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV

2. **Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV

3. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming

4. **Commercial free-to-air on-demand TV** (e.g. 9Now, 10 play, 7plus)

5. **Publicly owned free-to-air on-demand TV** (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)

6. **Free video streaming services** (e.g. YouTube, Twitch, Tubi)

7. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)

8. **Pay-per-view services** (e.g. Google Play)

9. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)

96. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

97. None of the above *(EXCLUSIVE)

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
*(NEW27=1-96, CHILD SAW ADVERTISEMENTS IN P7D)
NEW27a. Thinking generally about the advertisements your child saw on each of the following over the past 7 days, to what extent do you agree or disagree that they were appropriate?

(PROG: ADD HOVER OVER AT THE WORD 'appropriate') 'Appropriate' means that this ad was appropriate for the time, place, and the people who might be watching the content.

(STATEMENTS) (ONLY DISPLAY CODES SELECTED AT NEW27) (DISPLAY ALL CODES ON ONE SCREEN AS GRID) (KEEP ORDER AS NEW27)

The advertisements on this platform were appropriate

a. **Commercial free-to-air TV** (e.g. Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN), including recorded content but excluding on-demand TV
b. **Publicly owned free-to-air TV** (i.e. ABC, SBS), including recorded content but excluding on-demand TV
c. **Pay TV** (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming
d. **Commercial Free-to-air on-demand TV** (e.g. 9Now, 10 play, 7plus)
e. **Publicly owned free-to-air on-demand TV** (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)
f. **Free video streaming services** (e.g. YouTube, Twitch, Tubi)
g. **Online subscription services** (e.g. Netflix, Binge, YouTube Premium)
h. **Pay-per-view services** (e.g. Google Play)
i. **Sports specific website or app** (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
j. **Other websites or apps** (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (SINGLE RESPONSE)

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=2, MCCS)
*(NEW27a (a to j) = 1-2, STRONGLY DISAGREE/DISAGREE FOR ANY SOURCE)
NEW27b. Why did you disagree that the advertisements on <insert source from NEW27a> were appropriate?

(PROG, IF MORE THAN ONE SOURCE, RANDOMLY ALLOCATE RESPONSE SELECTED WHERE NEW27a =1 OR 2 FOR CODE)

Please select all that apply

(MULTIPLE RESPONSE, RANDOMISE 1-9)

1. Sex / nudity / sexually suggestive content

2. Gambling or betting

3. Alcohol

4. ~~Inappropriate for children~~

5. Depiction of violence

6. Depiction of harmful behaviour (e.g. self-harm, consumption of drugs or alcohol)

7. Encouraging unhealthy eating habits

8. Pressure to buy goods or services

9. Frequency and / or repetition

96. Other (specify)

98.   (Don't know) / Not sure

99.   (Refused) / Prefer not to say

SECTION KA: PARENTS OF CHILDREN 0-7 SURVEY

(TIMESTAMP: PARENTS OF CHILDREN 0-7 YEARS START)

(PROJECT=2, MCCS)
*(ASK SECTION KA IF CHILD TAG = "'CHILDREN 0-7'" (PARENTS OF CHILDREN AGED 0-7)
(PROG: IF MULTIPLE RESPONSES AT A2 BETWEEN 0-7, PLEASE USE THE SAME AGE ASKED ABOUT AT SECTION F)

INTROD
Thank you for your responses so far. The next questions are about television programs, movies, or other videos your **child aged (INSERT AGE FROM CHILD AT A2)** watches.

When answering these questions, please think about your **child aged (INSERT AGE FROM CHILD AT A2 BETWEEN 0-7)**.

If you have more than one child aged [INSERT AGE FROM CHILD AT A2 BETWEEN 0-7], please think about the child who is going to have the next birthday for the next questions.

(PROJECT=2, MCCS)
*(KA1=1-96, CHILD WATCHED CONTENT IN P7D)
KA3   Which types of content does your child like watching most?

Please select all that apply.

(READ OUT OPTIONS ONE BY ONE)
(MULTIPLE) (RANDOMISE1-8, AND 11-18)

Australian

1.   Children's educational programs
2.   Children's drama
3.   Children's comedy
4.   Children's animation or cartoons
5.   Reality, talk shows, game shows
6.   Sport
7.   News and Current Affairs
8.   User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
9.   Australian content that I watch as an adult
10. Other Australian content (ANCHOR)

International content (produced in countries other than Australia)

11. Children's educational programs
12. Children's drama
13. Children's comedy
14. Children's animation or cartoons
15. Reality, Talk shows. Game Shows
16. Sport

17. News and Current Affairs
18. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
19. International content that I watch as an adult
20. Other international content (ANCHOR)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(PARENTS OF CHILDREN 0-7 YEARS AND KA3=1-11, WATCHED AUSTRALIAN CONTENT)
KA4   Now thinking only about **Australian** children's programs, which does your child usually watch these on?
Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (ONLY DISPLAY CODES SELECTED AT KA1) (KEEP ORDER AS KA1)

1.   Channel Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN) (Commercial free-to-air TV)
2.   ABC or SBS (Publicly owned free-to-air TV)
3.   Foxtel, Fetch TV (Pay TV)
4.   9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6.   YouTube, YouTube Kids, Twitch or Tubi (Free video streaming services)
7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8.   Google Play (or pay-per-view services)
9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

97.   None of the above *(EXCLUSIVE)
98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 2, MCCS)
(PARENTS OF CHILDREN 0-7 YEARS)
KA6   Has your child seen any advertisements for gambling or betting in the past 7 days?

(DO NOT READ OUT)

(SINGLE)

1. Yes
2. No
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 2, MCCS)
*(KA6=1, PARENTS OF CHILDREN 0-7 YEARS AND WHO HAVE SEEN GAMBLING ADS P7D)
KA7   Where has your child seen advertisements for gambling or betting on any of the following in the past 7 days?

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE BUCKETS)

Television

1. Channels Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN (Commercial free-to-air TV, including recorded content but excluding on-demand TV)
2. ABC or SBS (Publicly owned free-to-air TV, including recorded content but excluding on-demand TV)
3. Foxtel, Fetch TV (Pay TV)
4. 9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5. ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6. YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services
7. Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8. Google Play (or pay-per-view services)

Online

9. Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
10. Social Media websites (e.g. Facebook, TikTok, Instagram)
11. Other websites (e.g. ads displayed on websites)
12. Search engine marketing (e.g. ads displayed with search engine results)
13. Gaming or video gaming (e.g. Steam, Discord)

Print

14. Newspapers, magazines, or catalogues

Out-of-home

15. Public transport (e.g. at train / bus / tram stops, or on vehicles)
16. Outdoor advertising (e.g. posters, billboards)
17. Special events (e.g. sports, concerts, ticketed events)

Audio

18. Radio
19. Music streaming (e.g. Spotify)
20. Podcasts

In-store

21. In-store advertising

Other

96. Other (please specify)

98.   (Don't know) / Not sure *(EXCLUSIVE)

99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(PARENTS OF CHILDREN 0-7 YEARS)
KA8   Has your child ever watched any TV shows or content online that was meant for or rated for someone older than they are?

    (SINGLE)

1.   Yes
2.   No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
*(KA8=1. WATCHED AGE-INAPPROPRIATE CONTENT)
KA9   And where did they see this show or content that was meant for someone older than them?
Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (KEEP ORDER SAME AS KB1)

1.   Channel Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN) (Commercial free-to-air TV)
2.   ABC, SBS (Publicly owned free-to-air TV)
3.   Foxtel, Fetch TV (Pay TV)
4.   9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6.   YouTube, YouTube Kids, Twitch, Tubi (Free video streaming services)
7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8.   Google Play (or pay-per-view services)
9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

97.   None of the above *(EXCLUSIVE)
98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(PARENTS OF CHILDREN 0-7 YEARS)
KA10   Generative Artificial Intelligence (or Generative AI) refers to computer technologies that generate novel content such as text, images, audio and code in response to prompts. Some

applications of Generative AI include programs that specialise in the generation of human-like   text, such as Open AI's ChatGPT and Google Bard.

Has your child heard of 'Generative AI' before now?

(SINGLE)

1.   Yes
2.   No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(PARENTS OF CHILDREN 0-7 YEARS)
*(KA10=1 ARE AWARE OF AI PROGRAMS)
KA11   Has your child ever **used** any Generative AI programs?

(SINGLE)

1.   Yes – for work (SHOW ONLY FOR CHILDREN TAGGED: 'CHILDREN 13-15', OR   'CHILDREN 16-17')
2.   Yes – for study
3.   Yes – for personal interest
4. No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT = 1 TVCS OR PROJECT=2, MCCS)
*(KA11=1,2,3. USED GENERATIVE AI)
KA11A   What did your child most recently use Generative AI for?

1.   Response given (SPECIFY: FULL VERBATIM)

98. (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(PARENTS OF CHILDREN 0-7 YEARS)
KA12   If your child wanted to learn about something new, would they rather use a search engine or ask a Generative AI / chat bot?

(SINGLE)

1.   Search engine

2. Generative AI / chat bot

3. Either / they would not mind

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(PARENTS OF CHILDREN 0-7 YEARS)
*(KA10=1. ARE AWARE OF AI PROGRAMS)
KA13   Has your child ever talked to a Generative AI / chat bot through a messaging app or online chat function?

(SINGLE)

4. Yes

5. No

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(PARENTS OF CHILDREN 0-7 YEARS)
KA15   To what extent is your child comfortable or uncomfortable in 'talking' to a Generative AI / chat bot through a messaging app or online chat function?

(SINGLE)

1. Very uncomfortable

2. Somewhat uncomfortable

3. Neutral

4. Somewhat comfortable

5. Very comfortable

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(PARENTS OF CHILDREN 0-7 YEARS)
KA17   Now, just some questions about your child's use of the internet.

How often do you…?

a) Look for information over the Internet
b) Comment or post images to social media (Facebook, TikTok, Instagram, Twitter, etc.)
c) Post to blogs / forums / interest groups
d) View posts, images, and videos on social media sites

[CODE FRAME ORDER BASED ON 'S_ORDER' VARIABLE]
1.   More than once a day
2.   About once a day
3.   Three to five days a week
4.   One to two days a week
5.   Every few weeks
6.   Once a month
7.   Less than once a month
8.   Never

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

PARENTAL CLOSE QS

Future research opt-in

*(Life in Australia™ NOT ORU)
F1.   Thank you for participating in this survey – the information you have provided has been extremely valuable. In the future, further research projects related to this topic may arise. They could be conducted online or over the phone. We would contact you using your email address for Life in Australia™.

Would you be happy to be considered for this?

(RESPONSE FRAME)

1.   Yes
2.   No
98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

(CONTINUE TO SECTION Z – DEMOGRAPHICS)

*(PROGRAMMER: ORU AND Life in Australia™)

*(DO NOT HAVE CHILDREN AGED 0-17, OR REFUSED SURVEY FOR CHILDREN.) (S6=2 or 98 or 99 OR S24 = 3 or 98 or 99

QC4.   That's all the survey questions we have for you, and there are just a couple of questions about yourself to finish up. Thank you very much for helping us with the survey.
           If you would like more information about the survey you can call The Social Research Centre on 1800 023 040 or email at LifeInAus@srcentre.com.au

(CONTINUE TO SECTION Z – DEMOGRAPHICS)

*(PROGRAMMER: ORU AND Life in Australia™)

*(A4=1, PARENT WILLING TO LET THEIR CHILD BE INTERVIEWED)
QP42.   You previously indicated that you would be willing to have your <selected child's age at A2> year old child also complete a short survey about their experiences with screen content. It should take them about five minutes to complete.

*PROGRAMMING NOTE:
SHOW FOR LINA ONLY: There will also be an additional incentive for this short survey of a $10 e-gift voucher as a thank you. (This would be in addition to the incentive received for the main survey and will be delivered separately after the close of survey).

HIDE FOR ORU PANEL: There will also be an additional incentive for this short survey. (This would be in addition to the incentive received for the main survey and will be delivered separately after the close of survey).

Do we have your permission for your child to answer a short survey? The survey starts after you answer one more question. You can watch them do it if you like.

1.   Yes
2.   No
98.   (Don't know) / Not sure

99.   (Refused) / Prefer not to say

*(PROGRAMMER: ORU AND Life in Australia™)

*(A4=2, NOT SURE IF WILLING TO LET THEIR CHILD BE INTERVIEWED)
QP42a.   You previously indicated that you would say if you would be willing to have your <selected child's age at A2> year old child also complete a short survey about their screen viewing habits after you had completed your questionnaire. The survey would be questions designed for children of their age that asks them about their screen viewing habits. It should take them about five minutes to complete.

*PROGRAMMING NOTE:
SHOW FOR LINA ONLY: There will also be an additional incentive for this short survey of a $10 e-gift voucher as a thank you. (This would be in addition to the incentive received for the main survey and will be delivered separately after the close of survey).

HIDE FOR ORU PANEL: There will also be an additional incentive for this short survey. (This would be in addition to the incentive received for the main survey and will be delivered separately after the close of survey).

Do we have your permission for your child to answer a short survey? The survey starts after you answer one more question. You can watch them do it if you like.

1.   Yes
2.   No
98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

*(PROGRAMMER: ORU AND Life in Australia™)

*(A4=3,98,99. NOT WILLING FOR CHILD TO PARTICIPATE)
QP42b.   That's OK, thank you for the information you have given in your survey.
    (CONTINUE TO SECTION Z – DEMOGRAPHICS)

*(PROGRAMMER: ORU AND Life in Australia™)
*(QP42=1 OR QP42A=1, WILLING FOR CHILD TO PARTICIPATE)
CP44a.   Thank you. What was your child's sex recorded at birth? We will ask about gender next.

1.   Male
2.   Female
3.   Another term (please specify)
98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

*(PROGRAMMER: ORU AND Life in Australia™)
*(QP42=1 OR QP42A=1, WILLING FOR CHILD TO PARTICIPATE)
QP44b.   How does your child describe their gender?

IF NECESSARY: Gender refers to current gender, which may be different to sex recorded at birth and may be different to what is indicated on legal documents.

(PROBE TO FRAME)

1. Boy or male
2. Girl or female
3. Non-binary
4. (IF 13 TO 17:) My child uses a different term (please specify)
98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

*(PROGRAMMER: ONLINE PANEL AND Life in Australia™)

*(QP42=1 OR QP42A=1, WILLING FOR CHILD TO PARTICIPATE)

QP43.   Please click next to move to the children's survey, if your child is available to complete it now.

CHILDREN'S QUESTIONNAIRE

SECTION KB: CHILDREN'S SURVEY (CHILDREN AGED 8-10)

(TIMESTAMP: CHILDREN 8-10 YEARS START)

(PROJECT=2, MCCS)
*(CHILDREN AGED 8-10)
INTROKB

Hello,

One of your parents or carers recently helped us with a survey about their views on how children watch screen content. They said we can ask you to also do a survey.

This survey is about how people your age watch screen content and it should take you about five minutes to do the survey. It may take some people longer. All your answers are private but if there is something in your answers that tells us that you are not safe then we may need to talk to another person about it. You can stop anytime you want to or just say prefer not to say if you do not want to answer some of the questions.

You can take a break from the survey if you want to – just close your browser. When you want to come back to the survey, come back to this same link and you will go back to where you left the survey. You are also free to stop at any time with no requirement to complete the remainder of the questions. You do not have to do the survey if you do not want to. But it is really important that we get answers from young people like you as well as adults, so we would love to hear from you.

The survey is being conducted by the Social Research Centre, a social research company, for the Australian Government (the Department of Infrastructure, Transport, Regional Development, Communications and the Arts).

It would be best if you tried to answer all the questions by yourself, but your parents can watch or help you if they want to.

If you don't wish to answer any question, you can just click 'Next' to move to the next question.

*IF LINA: If you have any questions about the survey, you can ask your parents, or you can ring us on 1800 023 040 or send us an email at LifeInAus@srcentre.com.au
*IF ORU PANEL: : If you have any questions about the survey, you can ask your parents, or you can send us an email at support@theoru.com

If something in the survey worries or upsets you while you are doing it, or afterwards, please talk to your parents or a trusted adult or you can talk to someone privately by calling or contacting

eSafety Commissioner (https://www.esafety.gov.au/about-us/counselling-support-services)

1800RESPECT (www.1800respect.org.au, 1800 737 732)

Kids Helpline (www.kidshelpline.com.au, 1800 551 800)

Headspace (headspace.org.au, 1800 650 890)

Beyond Blue (www.beyondblue.org.au, 1300 22 4636)

Or

13YARN (www.13yarn.org.au, 13 92 76).

Some information about the survey to read before you start is here <LINK TO PARTICIPANT INFORMATION SHEET HERE>

For the 'next' button to appear, please click on the link in the above sentence to read the Participant Information Sheet before continuing.

PROGRAMMER: SURVEY CANNOT CONTINUE UNTIL THE CHILD HAS ACCESSED THE PARTICIPANT INFORMATION SHEET AND RETURNED TO THE QUESTIONNAIRE

*(CHILDREN AGED 8-10)
KB0   Do you want to complete this survey?
1.   Yes, I will do the survey (CONTINUE)
2.   No, I don't want to do the survey (CLOSE)

IF CODE 2 (WON'T DO THE SURVEY) AT KB0, CLOSE AND SAY
"That's OK. Thank you anyway."

(PROJECT=2, MCCS)
*(CHILDREN AGED 8-10)
KB1   In the **past 7 days**, what kinds of things did you watch at home or elsewhere on any device?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (KEEP ORDER SAME AS C1)

1.   Channels Seven, Nine, or Ten (sometimes called WIN, Imparja, NBN Television, or GWN) (Commercial free-to-air TV)
2.   ABC or SBS channels (Publicly owned free-to-air TV)
3.   Foxtel, Fetch TV (Pay TV)
4.   9Now, 10 play, or 7plus (Commercial free-to-air on-demand TV)
5.   ABC iview, SBS On Demand, ABC News, or ABC Kids (Publicly owned free-to-air on-demand TV)
6.   YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services)
7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8.   Google Play (or pay-per-view services)
9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

97.   None of the above *(EXCLUSIVE)
98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS
*(KB1=1-96, CHILD WATCHED CONTENT IN P7D)
KB2   On average, how many **hours per week** do you watch each of the following?

If you're not sure of the exact amount, your best guess is okay.

(STATEMENTS) (ONLY DISPLAY CODES SELECTED AT F1) (DISPLAY ALL CODES ON ONE SCREEN AS GRID) (KEEP ORDER AS F1)

1. Channels Seven, Nine, or Ten (sometimes called WIN, Imparja, NBN Television, or GWN) (Commercial free-to-air TV)
2. ABC or SBS (Publicly owned free-to-air TV)
3. Foxtel, Fetch TV (Pay TV)
4. 9Now, 10 play, or 7plus (Commercial free-to-air on-demand TV)
5. ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6. YouTube, YouTube Kids, Twitch or Tubi (Free video streaming services)
7. Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8. Google Play (or pay-per-view services)
9. Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96. Other websites or apps (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (SINGLE)

1. Up to 5 hours
2. 6-10 hours
3. 11-25 hours
6. More than 25 hours

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(KB1=1-96, CHILD WATCHED CONTENT IN P7D)
KB3   Which types of content do you like watching most?

Please select all that apply.

(READ OUT OPTIONS ONE BY ONE)
(MULTIPLE) (RANDOMISE1-8, AND 11-18)

Australian

21. Children's educational programs
22. Children's drama
23. Children's comedy
24. Children's animation or cartoons
25. Reality, talk shows, game shows
26. Sport
27. News and Current Affairs

28. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
29. Australian content that I watch as an adult
30. Other Australian content (ANCHOR)

International content (produced in countries other than Australia)

31. Children's educational programs
32. Children's drama
33. Children's comedy
34. Children's animation or cartoons
35. Reality, Talk shows. Game Shows
36. Sport
37. News and Current Affairs
38. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
39. International content that I watch as an adult
40. Other international content (ANCHOR)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(CHILDREN AGED 8-10 AND KB3=1-11, WATCHED AUSTRALIAN CONTENT)
KB4   Now thinking only about **Australian** children's programs, which do you usually watch these on?
Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (ONLY DISPLAY CODES SELECTED AT KB1) (KEEP ORDER AS KB1)

1.   Channel Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN) (Commercial free-to-air TV)
2.   ABC or SBS (Publicly owned free-to-air TV)
3.   Foxtel, Fetch TV (Pay TV)
4.   9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6.   YouTube, YouTube Kids, Twitch or Tubi (Free video streaming services)
7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8.   Google Play (or pay-per-view services)
9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

97.   None of the above *(EXCLUSIVE)

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
(CHILDREN 8-10)

KB5   Of the following, where have you seen or heard **advertising** in the **past 7 days**?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE BUCKETS)

Television

1. Channels Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN (Commercial free-to-air TV)
2. ABC or SBS (Publicly owned free-to-air TV)
3. Foxtel, Fetch TV (Pay TV)
4. 9Now, 10 play, or 7plus (Commercial free-to-air on-demand TV)
5. ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV
6. YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services)
7. Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8. Google Play (or pay-per-view services)

Online

9. Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
10. Social Media websites (e.g. Facebook, TikTok, Instagram)
11. Other websites (e.g. ads displayed on websites)
12. Search engine marketing (e.g. ads displayed with search engine results)
13. Gaming or video gaming (e.g. Steam, Discord)

Print

14. Newspapers, magazines, catalogues

Out-of-home

15. Public transport (e.g. at train / bus / tram stops, or on vehicles)
16. Outdoor advertising (e.g. posters, billboards)
17. Special events (e.g. sports, concerts, ticketed events)

Audio

18. Radio
19. Online music streaming services (e.g., via Spotify or Apple Music)
20. Podcasts (e.g. via Spotify, ABC Listen Storytime)

In-store

21. In-store advertising

Other

96. Other (please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 2, MCCS)
*(CHILDREN AGED 8-10)
KB6   Have you seen any advertisements for gambling or betting in the past 7 days?

(DO NOT READ OUT)

(SINGLE)

1. Yes
2. No
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 2, MCCS)
*(KB6=1, CHILDREN AGED 8-10 WHO HAVE SEEN GAMBLING ADS P7D)
KB7   Where have you seen advertisements for gambling or betting on any of the following in the past 7 days?

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE BUCKETS)

Television

1. Channels Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN (Commercial free-to-air TV, including recorded content but excluding on-demand TV)
2. ABC or SBS (Publicly owned free-to-air TV, including recorded content but excluding on-demand TV)
3. Foxtel, Fetch TV (Pay TV)
4. 9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5. ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6. YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services
7. Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8. Google Play (or pay-per-view services)

Online

9. Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
10. Social Media websites (e.g. Facebook, TikTok, Instagram)
11. Other websites (e.g. ads displayed on websites)
12. Search engine marketing (e.g. ads displayed with search engine results)
13. Gaming or video gaming (e.g. Steam, Discord)

Print

14. Newspapers, magazines, or catalogues

Out-of-home

15. Public transport (e.g. at train / bus / tram stops, or on vehicles)

16. Outdoor advertising (e.g. posters, billboards)
17. Special events (e.g. sports, concerts, ticketed events)

Audio

18. Radio
19. Music streaming (e.g. Spotify)
20. Podcasts

In-store

21. In-store advertising

Other

96. Other (please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 8-10)
KB8   Have you ever watched any TV shows or content online that was meant for or rated for someone older than you were?

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
*(KB8=1. WATCHED AGE-INAPPROPRIATE CONTENT)
KB9   And where did you see this show or content that was meant for someone older than you?
          Please select all that apply.

          (READ OUT ONE BY ONE)

          (MULTIPLE RESPONSE) (KEEP ORDER SAME AS KB1)

1. Channel Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN) (Commercial free-to-air TV)
2. ABC, SBS (Publicly owned free-to-air TV)
3. Foxtel, Fetch TV (Pay TV)
4. 9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5. ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6. YouTube, YouTube Kids, Twitch, Tubi (Free video streaming services)
7. Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8. Google Play (or pay-per-view services)
9. Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96. Other websites or apps (e.g. Facebook, TikTok, Instagram)

97.   None of the above *(EXCLUSIVE)
98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 8-10)
KB10   Generative Artificial Intelligence (or Generative AI) refers to computer technologies that generate novel content such as text, images, audio and code in response to prompts. Some applications of Generative AI include programs that specialise in the generation of human-like text, such as Open AI's ChatGPT and Google Bard.

Have you heard of 'Generative AI' before now?

(SINGLE)

1.   Yes
2.   No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 8-10)
*(KB10=1 ARE AWARE OF AI PROGRAMS)
KB11   Have you ever **used** any Generative AI programs?

(SINGLE)

1.   Yes – for work (SHOW ONLY FOR CHILDREN TAGGED: 'CHILDREN 13-15', OR   'CHILDREN 16-17')
2.   Yes – for study
3.   Yes – for personal interest
4. No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 8-10)
KB12   If you wanted to learn about something new, would you rather use a search engine or ask a Generative AI / chat bot?

(SINGLE)

6.   Search engine
7.   Generative AI / chat bot
8.   Either / I would not mind

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 8-10)
*(KB10=1. ARE AWARE OF AI PROGRAMS)
KB13   Have you ever talked to a Generative AI / chat bot through a messaging app or online chat function?

(SINGLE)

9.   Yes
10.   No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 8-10)
KB15   To what extent are you comfortable or uncomfortable in 'talking' to a Generative AI / chat bot through a messaging app or online chat function?

(SINGLE)

6.   Very uncomfortable
7.   Somewhat uncomfortable
8.   Neutral
9.   Somewhat comfortable
10.   Very comfortable

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 8-10)
KB17   Now, just some questions about your use of the internet.

How often do you…?

a)   Look for information over the Internet
b)   Comment or post images to social media (Facebook, TikTok, Instagram, Twitter, etc.)
c)   Post to blogs / forums / interest groups
d)   View posts, images, and videos on social media sites

[CODE FRAME ORDER BASED ON 'S_ORDER' VARIABLE]
1. More than once a day
2. About once a day
3. Three to five days a week
4. One to two days a week
5. Every few weeks
6. Once a month
7. Less than once a month
8. Never

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Thank you, please now pass the survey back to your parent or guardian who was taking the survey.
(PROG: GO TO Z1 – ADULT DEMOGRAPHICS)

SECTION KC: CHILDREN'S SURVEY (CHILDREN AGED 11-15)

(TIMESTAMP: CHILDREN 11-15 YEARS START)

(PROJECT=2, MCCS)
*(CHILDREN AGED 11-15 YEARS)
INTROKC

Hello,

One of your parents or carers recently helped us with a survey about their views on how children watch screen content. They said we can ask you to also do a survey.

This survey is about how people your age watch screen content and it should take you about five minutes to do the survey. It may take some people longer. All your answers are private but if there is something in your answers that tells us that you are not safe then we may need to talk to another person about it. You can stop anytime you want to or just say prefer not to say if you do not want to answer some of the questions.

You can take a break from the survey if you want to – just close your browser. When you want to come back to the survey, come back to this same link and you will go back to where you left the survey. You are also free to stop at any time with no requirement to complete the remainder of the questions. You do not have to do the survey if you do not want to. But it is really important that we get answers from young people like you as well as adults, so we would love to hear from you.

The survey is being conducted by the Social Research Centre, a social research company, for the Australian Government (the Department of Infrastructure, Transport, Regional Development, Communications and the Arts).

It would be best if you tried to answer all the questions by yourself, but your parents can watch or help you if they want to.

If you don't wish to answer any question, you can just click 'Next' to move to the next question.

*IF LINA: If you have any questions about the survey, you can ask your parents, or you can ring us on 1800 023 040 or send us an email at LifeInAus@srcentre.com.au
*IF ORU PANEL: : If you have any questions about the survey, you can ask your parents, or you can send us an email at support@theoru.com

If something in the survey worries or upsets you while you are doing it, or afterwards, please talk to your parents or a trusted adult or you can talk to someone privately by calling or contacting

eSafety Commissioner (https://www.esafety.gov.au/about-us/counselling-support-services)

1800RESPECT (www.1800respect.org.au, 1800 737 732)

Kids Helpline (www.kidshelpline.com.au, 1800 551 800)

Headspace (headspace.org.au, 1800 650 890)

Beyond Blue (www.beyondblue.org.au, 1300 22 4636)

Or

13YARN (www.13yarn.org.au, 13 92 76).

Some information about the survey to read before you start is here <LINK TO PARTICIPANT INFORMATION SHEET HERE>

For the 'next' button to appear, please click on the link in the above sentence to read the Participant Information Sheet before continuing.

PROGRAMMER: SURVEY CANNOT CONTINUE UNTIL THE CHILD HAS ACCESSED THE PARTICIPANT INFORMATION SHEET AND RETURNED TO THE QUESTIONNAIRE

*(CHILDREN AGED 11-15 YEARS)
KC0   Do you want to complete this survey?
        1.   Yes, I will do the survey (CONTINUE)
        2.   No, I don't want to do the survey (CLOSE)

        IF CODE 2 (WON'T DO THE SURVEY) AT KB0, CLOSE AND SAY
        "That's OK. Thank you anyway."

(PROJECT=2, MCCS)
*(CHILDREN AGED 11-15 YEARS)
KC1   In the **past 7 days**, what kinds of things did you watch at home or elsewhere on any device?

        Please select all that apply.

        (READ OUT ONE BY ONE)

        (MULTIPLE) (KEEP ORDER SAME AS C1)

        1.   Channels Seven, Nine, or Ten (sometimes called WIN, Imparja, NBN Television, or GWN) (Commercial free-to-air TV)
        2.   ABC or SBS channels (Publicly owned free-to-air TV)
        3.   Foxtel, Fetch TV (Pay TV)
        4.   9Now, 10 play, or 7plus (Commercial free-to-air on-demand TV)
        5.   ABC iview, SBS On Demand, ABC News, or ABC Kids (Publicly owned free-to-air on-demand TV)
        6.   YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services)
        7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
        8.   Google Play (or pay-per-view services)
        9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
        96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

        97.   None of the above *(EXCLUSIVE)
        98.   (Don't know) / Not sure *(EXCLUSIVE)
        99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS
*(KC1=1-96, CHILD WATCHED CONTENT IN P7D)
KC2   On average, how many **hours per week** do you watch each of the following?

If you're not sure of the exact amount, your best guess is okay.

(STATEMENTS) (ONLY DISPLAY CODES SELECTED AT F1) (DISPLAY ALL CODES ON ONE SCREEN AS GRID) (KEEP ORDER AS F1)

1.   Channels Seven, Nine, or Ten (sometimes called WIN, Imparja, NBN Television, or GWN) (Commercial free-to-air TV)
2.   ABC or SBS (Publicly owned free-to-air TV)
3.   Foxtel, Fetch TV (Pay TV)
4.   9Now, 10 play, or 7plus (Commercial free-to-air on-demand TV)
5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6.   YouTube, YouTube Kids, Twitch or Tubi (Free video streaming services)
7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8.   Google Play (or pay-per-view services)
9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (SINGLE)

1.   Up to 5 hours
2.   6-10 hours
3.   11-25 hours
6.   More than 25 hours

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

(PROJECT=2, MCCS)
*(KC1=1-96, CHILD WATCHED CONTENT IN P7D)
KC3   Which types of content do you like watching most?

Please select all that apply.

(READ OUT OPTIONS ONE BY ONE)
(MULTIPLE) (RANDOMISE1-8, AND 11-18)

Australian

41. Children's educational programs
42. Children's drama
43. Children's comedy
44. Children's animation or cartoons
45. Reality, talk shows, game shows
46. Sport
47. News and Current Affairs

48. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
49. Australian content that I watch as an adult
50. Other Australian content (ANCHOR)

International content (produced in countries other than Australia)

51. Children's educational programs
52. Children's drama
53. Children's comedy
54. Children's animation or cartoons
55. Reality, Talk shows. Game Shows
56. Sport
57. News and Current Affairs
58. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
59. International content that I watch as an adult
60. Other international content (ANCHOR)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(CHILDREN AGED 11-15 YEARS AND KB3=1-11, WATCHED AUSTRALIAN CONTENT)
KC4   Now thinking only about **Australian** children's programs, which do you usually watch these on?
   Please select all that apply.

   (READ OUT ONE BY ONE)

   (MULTIPLE RESPONSE) (ONLY DISPLAY CODES SELECTED AT KB1) (KEEP ORDER AS KB1)

   1.   Channel Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN) (Commercial free-to-air TV)
   2.   ABC or SBS (Publicly owned free-to-air TV)
   3.   Foxtel, Fetch TV (Pay TV)
   4.   9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
   5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
   6.   YouTube, YouTube Kids, Twitch or Tubi (Free video streaming services)
   7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
   8.   Google Play (or pay-per-view services)
   9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
   96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

   97.   None of the above *(EXCLUSIVE)

98. (Don't know) / Not sure *(EXCLUSIVE)

99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
(CHILDREN 11-15 YEARS)

KC5 Of the following, where have you seen or heard **advertising** in the **past 7 days**?

Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE BUCKETS)

Television

1. Channels Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN (Commercial free-to-air TV)
2. ABC or SBS (Publicly owned free-to-air TV)
3. Foxtel, Fetch TV (Pay TV)
4. 9Now, 10 play, or 7plus (Commercial free-to-air on-demand TV)
5. ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV
6. YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services)
7. Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8. Google Play (or pay-per-view services)

Online

9. Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
10. Social Media websites (e.g. Facebook, TikTok, Instagram)
11. Other websites (e.g. ads displayed on websites)
12. Search engine marketing (e.g. ads displayed with search engine results)
13. Gaming or video gaming (e.g. Steam, Discord)

Print

14. Newspapers, magazines, catalogues

Out-of-home

15. Public transport (e.g. at train / bus / tram stops, or on vehicles)
16. Outdoor advertising (e.g. posters, billboards)
17. Special events (e.g. sports, concerts, ticketed events)

Audio

18. Radio
19. Online music streaming services (e.g., via Spotify or Apple Music)
20. Podcasts (e.g. via Spotify, ABC Listen Storytime)

In-store

21. In-store advertising

Other

96. Other (please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)

99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 2, MCCS)
(CHILDREN AGED 11-15 YEARS)
KC6   Have you seen any advertisements for gambling or betting in the past 7 days?

(DO NOT READ OUT)

(SINGLE)

1.   Yes
2.   No
98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 2, MCCS)
(KC6=1, CHILDREN AGED 11-15 YEARS WHO HAVE SEEN GAMBLING ADS P7D)
KC7   Where have you seen advertisements for gambling or betting on any of the following in the past 7 days?

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE BUCKETS)

Television

1.   Channels Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN (Commercial free-to-air TV, including recorded content but excluding on-demand TV)
2.   ABC or SBS (Publicly owned free-to-air TV, including recorded content but excluding on-demand TV)
3.   Foxtel, Fetch TV (Pay TV)
4.   9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6.   YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services
7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8.   Google Play (or pay-per-view services)

Online

9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
10.   Social Media websites (e.g. Facebook, TikTok, Instagram)
11.   Other websites (e.g. ads displayed on websites)
12.   Search engine marketing (e.g. ads displayed with search engine results)
13.   Gaming or video gaming (e.g. Steam, Discord)

Print

14.   Newspapers, magazines, or catalogues

Out-of-home

15.   Public transport (e.g. at train / bus / tram stops, or on vehicles)

16.   Outdoor advertising (e.g. posters, billboards)
17.   Special events (e.g. sports, concerts, ticketed events)

Audio
18.   Radio
19.   Music streaming (e.g. Spotify)
20.   Podcasts

In-store
21.   In-store advertising

Other
96.   Other (please specify)

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 11-15 YEARS)
KC8   Have you ever watched any TV shows or content online that was meant for or rated for someone older than you were?

(SINGLE)

1.   Yes
2.   No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
*(KC8=1. WATCHED AGE-INAPPROPRIATE CONTENT)
KC9   And where did you see this show or content that was meant for someone older than you?
        Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (KEEP ORDER SAME AS KB1)

1.   Channel Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN) (Commercial free-to-air TV)
2.   ABC, SBS (Publicly owned free-to-air TV)
3.   Foxtel, Fetch TV (Pay TV)
4.   9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6.   YouTube, YouTube Kids, Twitch, Tubi (Free video streaming services)
7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8.   Google Play (or pay-per-view services)
9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

97. None of the above *(EXCLUSIVE)
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 11-15 YEARS)
KC10   Generative Artificial Intelligence (or Generative AI) refers to computer technologies that generate novel content such as text, images, audio and code in response to prompts. Some applications of Generative AI include programs that specialise in the generation of human-like   text, such as Open AI's ChatGPT and Google Bard.

Have you heard of 'Generative AI' before now?

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 11-15 YEARS)
*KC10=1 ARE AWARE OF AI PROGRAMS)
KC11   Have you ever **used** any Generative AI programs?

(SINGLE)

1. Yes – for work (SHOW ONLY FOR CHILDREN TAGGED: 'CHILDREN 13-15', OR   'CHILDREN 16-17')
2. Yes – for study
3. Yes – for personal interest
4. No

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 11-15 YEARS)
KC12   If you wanted to learn about something new, would you rather use a search engine or ask a Generative AI / chat bot?

(SINGLE)

11. Search engine
12. Generative AI / chat bot
13. Either / I would not mind

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
(CHILDREN AGED 11-15 YEARS)
(KC10=1. ARE AWARE OF AI PROGRAMS)
KC13   Have you ever talked to a Generative AI / chat bot through a messaging app or online chat function?

(SINGLE)

14. Yes
15. No

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
(CHILDREN AGED 11-15 YEARS)
KC15   To what extent are you comfortable or uncomfortable in 'talking' to a Generative AI / chat bot through a messaging app or online chat function?

(SINGLE)

11. Very uncomfortable
12. Somewhat uncomfortable
13. Neutral
14. Somewhat comfortable
15. Very comfortable

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
(CHILDREN AGED 11-15 YEARS)
KC17   Now, just some questions about your use of the internet.

How often do you…?

a) Look for information over the Internet
b) Comment or post images to social media (Facebook, TikTok, Instagram, Twitter, etc.)
c) Post to blogs / forums / interest groups
d) View posts, images, and videos on social media sites

[CODE FRAME ORDER BASED ON 'S_ORDER' VARIABLE]
1. More than once a day
2. About once a day
3. Three to five days a week
4. One to two days a week
5. Every few weeks
6. Once a month
7. Less than once a month
8. Never

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

Thank you, please now pass the survey back to your parent or guardian who was taking the survey.
(PROG: GO TO Z1 – ADULT DEMOGRAPHICS)

(TIMESTAMP: CHILDREN 16-17 YEARS START)

*(ORU ONLY NOT Life in Australia™)
(PROJECT=2, MCCS)
*(CHILDREN AGED 16-17)
INTROKD

Hello,

One of your parents or carers recently helped us with a survey about their views on how children and young adults watch screen content.

We are also interested in getting the opinion of young adults in your age group and they said we could ask you to do a survey.

This survey is about how people your age watch screen content and it should take you about five minutes to do the survey. It may take some people longer. All your answers are private but if there is something in your answers that tells us that you are not safe then we may need to talk to another person about it. You can stop anytime you want to or just say prefer not to say if you do not want to answer some of the questions.

You can take a break from the survey if you want to – just close your browser. When you want to come back to the survey, come back to this same link and you will go back to where you left the survey. You are also free to stop at any time with no requirement to complete the remainder of the questions. You do not have to do the survey if you do not want to. But it is really important that we get answers from young people like you as well as adults, so we would love to hear from you.

The survey is being conducted by the Social Research Centre, a social research company, for the Australian Government (the Department of Infrastructure, Transport, Regional Development, Communications and the Arts).

It would be best if you tried to answer all the questions by yourself, but your parents can watch or help you if they want to.

If you don't wish to answer any question, you can just click 'Next' to move to the next question.

*IF LINA: If you have any questions about the survey, you can ask your parents, or you can ring us on 1800 023 040 or send us an email at LifeInAus@srcentre.com.au
*IF ORU PANEL: : If you have any questions about the survey, you can ask your parents, or you can send us an email at support@theoru.com

If something in the survey worries or upsets you while you are doing it, or afterwards, please talk to your parents or a trusted adult or you can talk to someone privately by calling or contacting

eSafety Commissioner (https://www.esafety.gov.au/about-us/counselling-support-services)

1800RESPECT (www.1800respect.org.au, 1800 737 732)

Kids Helpline (www.kidshelpline.com.au, 1800 551 800)

Headspace (headspace.org.au, 1800 650 890)

Beyond Blue (www.beyondblue.org.au, 1300 22 4636)

Or

13YARN (www.13yarn.org.au, 13 92 76).

Some information about the survey to read before you start is here <LINK TO PARTICIPANT INFORMATION SHEET HERE>

For the 'next' button to appear, please click on the link in the above sentence to read the Participant Information Sheet before continuing.

PROGRAMMER: SURVEY CANNOT CONTINUE UNTIL THE CHILD HAS ACCESSED THE PARTICIPANT INFORMATION SHEET AND RETURNED TO THE QUESTIONNAIRE

*(CHILDREN AGED 8-12)
KD0   Do you want to complete this survey?
      1.   Yes, I will do the survey (CONTINUE)
      2.   No, I don't want to do the survey (CLOSE)

      IF CODE 2 (WON'T DO THE SURVEY) AT KB0, CLOSE AND SAY
      "That's OK. Thank you anyway."

(PROJECT=2, MCCS)
(CHILDREN AGED 16-17)
KD1   In the **past 7 days**, what kinds of things did you watch at home or elsewhere on any device?

      Please select all that apply.

      (READ OUT ONE BY ONE)

      (MULTIPLE) (KEEP ORDER SAME AS C1)

      1.   Channels Seven, Nine, or Ten (sometimes called WIN, Imparja, NBN Television, or GWN) (Commercial free-to-air TV)
      2.   ABC or SBS channels (Publicly owned free-to-air TV)
      3.   Foxtel, Fetch TV (Pay TV)
      4.   9Now, 10 play, or 7plus (Commercial free-to-air on-demand TV)
      5.   ABC iview, SBS On Demand, ABC News, or ABC Kids (Publicly owned free-to-air on-demand TV)
      6.   YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services)
      7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
      8.   Google Play (or pay-per-view services)
      9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
      96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

      97.   None of the above *(EXCLUSIVE)
      98.   (Don't know) / Not sure *(EXCLUSIVE)
      99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS
(KD1=1-96, CHILD WATCHED CONTENT IN P7D)
KD2   On average, how many **hours per week** do you watch each of the following?

If you're not sure of the exact amount, your best guess is okay.

(STATEMENTS) (ONLY DISPLAY CODES SELECTED AT F1) (DISPLAY ALL CODES ON ONE SCREEN AS GRID) (KEEP ORDER AS F1)

1. Channels Seven, Nine, or Ten (sometimes called WIN, Imparja, NBN Television, or GWN) (Commercial free-to-air TV)
2. ABC or SBS (Publicly owned free-to-air TV)
3. Foxtel, Fetch TV (Pay TV)
4. 9Now, 10 play, or 7plus (Commercial free-to-air on-demand TV)
5. ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6. YouTube, YouTube Kids, Twitch or Tubi (Free video streaming services)
7. Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8. Google Play (or pay-per-view services)
9. Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96. Other websites or apps (e.g. Facebook, TikTok, Instagram)

(RESPONSE FRAME) (SINGLE)

1. Up to 5 hours
2. 6-10 hours
3. 11-25 hours
6. More than 25 hours

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=2, MCCS)
*(KD1=1-96, CHILD WATCHED CONTENT IN P7D)
KD3   Which types of content do you like watching most?

Please select all that apply.

(READ OUT OPTIONS ONE BY ONE)
(MULTIPLE) (RANDOMISE1-8, AND 11-18)

Australian

61. Children's educational programs
62. Children's drama
63. Children's comedy
64. Children's animation or cartoons
65. Reality, talk shows, game shows
66. Sport
67. News and Current Affairs

68. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
69. Australian content that I watch as an adult
70. Other Australian content (ANCHOR)

International content (produced in countries other than Australia)

71. Children's educational programs
72. Children's drama
73. Children's comedy
74. Children's animation or cartoons
75. Reality, Talk shows. Game Shows
76. Sport
77. News and Current Affairs
78. User-Generated Content (PROG: HOVER: "User-generated content is posted by users on online platforms such as social media, TikTok or YouTube.") *(IF NECESSARY, CLARIFY USER-GENERATED CONTENT AS: User-generated content is posted by users on online platforms such as social media)
79. International content that I watch as an adult
80. Other international content (ANCHOR)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=2, MCCS)
(CHILDREN AGED 16-17 AND KB3=1-11, WATCHED AUSTRALIAN CONTENT)
KD4   Now thinking only about **Australian** children's programs, which do you usually watch these on?
        Please select all that apply.

        (READ OUT ONE BY ONE)

        (MULTIPLE RESPONSE) (ONLY DISPLAY CODES SELECTED AT KB1) (KEEP ORDER AS KB1)

        1.   Channel Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN) (Commercial free-to-air TV)
        2.   ABC or SBS (Publicly owned free-to-air TV)
        3.   Foxtel, Fetch TV (Pay TV)
        4.   9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
        5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
        6.   YouTube, YouTube Kids, Twitch or Tubi (Free video streaming services)
        7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
        8.   Google Play (or pay-per-view services)
        9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
        96.   Other websites or apps (e.g. Facebook, TikTok, Instagram)

        97.   None of the above *(EXCLUSIVE)

98.   (Don't know) / Not sure *(EXCLUSIVE)

99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
(CHILDREN 16-17)
> KD5   Of the following, where have you seen or heard **advertising** in the **past 7 days**?

> *Please select all that apply.*

> (READ OUT ONE BY ONE)

> (MULTIPLE) (RANDOMISE BUCKETS)

> **Television**

> 1.   Channels Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN (Commercial free-to-air TV)
> 2.   ABC or SBS (Publicly owned free-to-air TV)
> 3.   Foxtel, Fetch TV (Pay TV)
> 4.   9Now, 10 play, or 7plus (Commercial free-to-air on-demand TV)
> 5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV
> 6.   YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services)
> 7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
> 8.   Google Play (or pay-per-view services)

> **Online**

> 9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
> 10.   Social Media websites (e.g. Facebook, TikTok, Instagram)
> 11.   Other websites (e.g. ads displayed on websites)
> 12.   Search engine marketing (e.g. ads displayed with search engine results)
> 13.   Gaming or video gaming (e.g. Steam, Discord)

> **Print**

> 14.   Newspapers, magazines, catalogues

> **Out-of-home**

> 15.   Public transport (e.g. at train / bus / tram stops, or on vehicles)
> 16.   Outdoor advertising (e.g. posters, billboards)
> 17.   Special events (e.g. sports, concerts, ticketed events)

> **Audio**

> 18.   Radio
> 19.   Online music streaming services (e.g., via Spotify or Apple Music)
> 20.   Podcasts (e.g. via Spotify, ABC Listen Storytime)

> **In-store**

> 21.   In-store advertising

> **Other**

> 96.   Other (please specify)

> 98.   (Don't know) / Not sure *(EXCLUSIVE)

99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 2, MCCS)
*(CHILDREN AGED 16-17)
KD6   Have you seen any advertisements for gambling or betting in the past 7 days?

(DO NOT READ OUT)

(SINGLE)

1.   Yes
2.   No
98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT= 2, MCCS)
*(KD6=1, CHILDREN AGED 16-17 WHO HAVE SEEN GAMBLING ADS P7D)
KD7   Where have you seen advertisements for gambling or betting on any of the following in the past 7 days?

(READ OUT ONE BY ONE)

(MULTIPLE) (RANDOMISE BUCKETS)

Television

1.   Channels Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN (Commercial free-to-air TV, including recorded content but excluding on-demand TV)
2.   ABC or SBS (Publicly owned free-to-air TV, including recorded content but excluding on-demand TV)
3.   Foxtel, Fetch TV (Pay TV)
4.   9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5.   ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6.   YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services
7.   Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8.   Google Play (or pay-per-view services)

Online

9.   Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
10.   Social Media websites (e.g. Facebook, TikTok, Instagram)
11.   Other websites (e.g. ads displayed on websites)
12.   Search engine marketing (e.g. ads displayed with search engine results)
13.   Gaming or video gaming (e.g. Steam, Discord)

Print

14.   Newspapers, magazines, or catalogues

Out-of-home

15.   Public transport (e.g. at train / bus / tram stops, or on vehicles)

16. Outdoor advertising (e.g. posters, billboards)
17. Special events (e.g. sports, concerts, ticketed events)

Audio

18. Radio
19. Music streaming (e.g. Spotify)
20. Podcasts

In-store

21. In-store advertising

Other

96. Other (please specify)

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 16-17)
KD8   Have you ever watched any TV shows or content online that was meant for or rated for someone older than you were?

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=2, MCCS)
*(KD8=1. WATCHED AGE-INAPPROPRIATE CONTENT)
KD9   And where did you see this show or content that was meant for someone older than you?
Please select all that apply.

(READ OUT ONE BY ONE)

(MULTIPLE RESPONSE) (KEEP ORDER SAME AS KB1)

1. Channel Seven, Nine, Ten, WIN, Imparja, NBN Television, GWN) (Commercial free-to-air TV)
2. ABC, SBS (Publicly owned free-to-air TV)
3. Foxtel, Fetch TV (Pay TV)
4. 9Now, 10 play, 7plus (Commercial free-to-air on-demand TV)
5. ABC iview, SBS On Demand, ABC News, ABC Kids (Publicly owned free-to-air on-demand TV)
6. YouTube, YouTube Kids, Twitch, Tubi (Free video streaming services)
7. Netflix, Amazon Prime, Binge, YouTube Premium or Disney+ (Online subscription services)
8. Google Play (or pay-per-view services)
9. Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo, Stan Sport)
96. Other websites or apps (e.g. Facebook, TikTok, Instagram)

97. None of the above *(EXCLUSIVE)
98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 16-17)
KD10   Generative Artificial Intelligence (or Generative AI) refers to computer technologies that generate novel content such as text, images, audio and code in response to prompts. Some applications of Generative AI include programs that specialise in the generation of human-like   text, such as Open AI's ChatGPT and Google Bard.

Have you heard of 'Generative AI' before now?

(SINGLE)

1. Yes
2. No

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 16-17)
*KD10=1 ARE AWARE OF AI PROGRAMS)
KD11   Have you ever **used** any Generative AI programs?

(SINGLE)

1. Yes – for work (SHOW ONLY FOR CHILDREN TAGGED: 'CHILDREN 13-15', OR   'CHILDREN 16-17')
2. Yes – for study
3. Yes – for personal interest
4. No

98. (Don't know) / Not sure *(EXCLUSIVE)
99. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 16-17)
KD12   If you wanted to learn about something new, would you rather use a search engine or ask a Generative AI / chat bot?

(SINGLE)

16.   Search engine
17.   Generative AI / chat bot
18.   Either / I would not mind

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 16-17)
*(KD10=1. ARE AWARE OF AI PROGRAMS)
KD13   Have you ever talked to a Generative AI / chat bot through a messaging app or online chat function?

    (SINGLE)

19.   Yes
20.   No

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 16-17)
KD15   To what extent are you comfortable or uncomfortable in 'talking' to a Generative AI / chat bot through a messaging app or online chat function?

    (SINGLE)

16.   Very uncomfortable
17.   Somewhat uncomfortable
18.   Neutral
19.   Somewhat comfortable
20.   Very comfortable

98.   (Don't know) / Not sure *(EXCLUSIVE)
99.   (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 OR 2, TVCS OR MCCS)
*(CHILDREN AGED 16-17)
KD17   Now, just some questions about your use of the internet.

    How often do you…?

a)   Look for information over the Internet
b)   Comment or post images to social media (Facebook, TikTok, Instagram, Twitter, etc.)
c)   Post to blogs / forums / interest groups
d)   View posts, images, and videos on social media sites

[CODE FRAME ORDER BASED ON 'S_ORDER' VARIABLE]
1.   More than once a day
2.   About once a day
3.   Three to five days a week
4.   One to two days a week
5.   Every few weeks
6.   Once a month
7.   Less than once a month
8.   Never

98.   (Don't know) / Not sure
99.   (Refused) / Prefer not to say

Thank you, please now pass the survey back to your parent or guardian who was taking the survey.
(PROG: GO TO Z1 – ADULT DEMOGRAPHICS)

SECTION Z: DEMOGRAPHICS (ADULTS)

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ASK ONLINE PANEL <u>AND</u> Life in Australia™)
Z1   Now, just some questions about your use of the internet.

        How often do you…?

    a)   Look for information over the Internet
    b)   Comment or post images to social media (Facebook, TikTok, Instagram, Twitter, etc.)
    c)   Post to blogs / forums / interest groups
    d)   View posts, images, and videos on social media sites

    (READ OUT)

    [CODE FRAME ORDER BASED ON 'S_ORDER' VARIABLE]
    1.   More than once a day
    2.   About once a day
    3.   Three to five days a week
    4.   One to two days a week
    5.   Every few weeks
    6.   Once a month
    7.   Less than once a month
    8.   Never

    98.   (Don't know) / Not sure
    99.   (Refused) / Prefer not to say

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
*(ONLINE PANEL ONLY – **NOT** Life in Australia™)*
Z3   Just some questions about yourself to finish off.

    In which country were you born?

    1.   Australia
    2.   England
    3.   New Zealand
    4.   China
    5.   India
    6.   Philippines
    7.   Other (please specify)

    98.   (Don't know) / Not sure
    99.   (Refused) / Prefer not to say

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ALL)
P_LOTE Do you speak a language other than English at home?

    1.   Yes
    2.   No

99. (Don't know) / Not sure

98. (Refused) / Prefer not to say

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(P_LOTE=1, SPEAK LOTE)
P_LANG What is the main other language you speak at home?

1. Mandarin
2. Arabic
3. Cantonese
4. Vietnamese
5. Italian
6. Greek
7. Other (please specify)

99. (Don't know) / Not sure
98. (Refused) / Prefer not to say

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
*(ONLINE PANEL ONLY – **NOT** Life in Australia™)*
Z4   What is the level of the highest qualification you have completed?
1. Postgraduate Degree Level (incl. master degree, doctoral degree, other postgraduate degree)
2. Graduate Diploma and/or Graduate Certificate Level
3. Bachelor Degree Level
4. Advanced Diploma and/or Diploma Level
5. Certificate III and/or IV Level
6. Year 12 level
7. Year 11 or below
8. Certificate I and/or II Level
9. Year 9 and below
96. Other (please specify)

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ALL. ASK ONLINE PANEL AND Life in Australia™))
BENTYPE Do you currently receive any of the following government pensions, benefits or allowances?

(READ OUT)
(MULTIPLE RESPONSE)

1. Age pension
2. Newstart Allowance / Jobseeker Payment
3. Disability Support Pension

4. Carer Allowance / Carer Payment

5. Veteran's pension

6. Other pension

97.None of the above *(EXCLUSIVE)

98.(Don't know) / Not sure *(EXCLUSIVE)

99.(Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ALL. ASK ONLINE PANEL AND Life in Australia™))
EMP1   Which of the following best describes your main activity?

(READ OUT)
1. Self-employed

2. Employed (full time or part time)

3. Employed casually

4. Unemployed

5. Engaged in home duties

6. Student

7. Pensioner

8. Self-funded retiree

9. Unable to work (e.g., due to a disability)

10. A carer (e.g., for a family member or friend)

11. Something else (please specify)

96. (Don't know) / Not sure *(EXCLUSIVE)

97. (Refused) / Prefer not to say *(EXCLUSIVE)

(PROJECT=1 TVCS OR PROJECT= 2, MCCS)
(ALL. ASK ONLINE PANEL AND Life in Australia™))
p_hh_income. Before tax or other deductions, what is the total annual household income from all sources for you and your family or others living with you? Please include any pensions and allowances, and income from interest or dividends.

(SINGLE RESPONSE)

1.   Nil

2. $7,800 to $15,599 per year ($150 - $299 per week)

3. $15,600 to $20,799 per year ($300 - $399 per week)

4. $20,800 to $25,999 per year ($400 - $499 per week)

5. $26,000 - $33,799 per year ($500 - $649 per week)

6. $33,800 to $41,599 per year ($650 - $799 per week)

7. $41,600 to $51,999 per year ($800 - $999 per week)

8. $52,000 to $64,999 per year ($1,000 - $1,249 per week)

9. $65,000 to $77,999 per year ($1,250 - $1,499 per week)

10. $78,000 to $90,999 per year ($1,500 - $1,749 per week)

11. $91,000 to $103,999 per year ($1,750 - $1,999 per week)

12. $104,000 to $155,999 per year ($2,000 - $2,999 per week)
13. $156,000 or more per year ($3,000 or more per week)
14. Less than $7,800 per year ($1 - $149 per week)
15. Negative income

98. (Don't know) / Not sure
99. (Refused) / Prefer not to say

CLOSING - LinA

*(Life in Australia™ - NOT ONLINE PANEL)
(PROG: PLEASE USE STANDARD LINA CLOSE PAGE).

CLOSING - NON-PROBABILITY ONLINE PANEL ONLY

*(ONLINE PANEL ONLY – NOT Life in Australia™)
CLOSE   That was the final question. Thanks for helping with this important research. This research was conducted by the Social Research Centre on behalf of the Department of Infrastructure, Transport, Regional Development, Communications and the Arts.

This research study has been carried out in compliance with the Privacy Act and the Australian Privacy Principles, and the information you have provided will only be used for research purposes.

Please click 'Next' to be re-directed to the rewards page.

QUOTA FULL- NON-PROBABILITY ONLINE PANEL ONLY

Thank you for your participation, unfortunately we have spoken to enough people in your group. Please click 'Next' to be re-directed to the rewards page.

TERMINATES – NON-PROBABILITY ONLINE PANEL ONLY

TERM1 Unfortunately, we need this information to continue. Thanks for your time. Please click 'Next' to be re-directed to the rewards page. (DETAILEDCALLOUTCOME=Refused screeners)

TERM3 Unfortunately, for this study, we need to speak to parents or guardians of children under the age of 15. Thanks for your time. Please click 'Next' to be re-directed to the rewards page. (DETAILEDCALLOUTCOME=Not a parent of child 15 or under)

TERM4 Unfortunately, for this study, we need to speak to people over the age of 18. Thanks for your time. Please click 'Next' to be re-directed to the rewards page. (DETAILEDCALLOUTCOME=Under 18)