

# **A CAMPAIGN FOR CHANGE**

**COMMUNITY RESEARCH ON REFORM TO THE  
COMMERCIAL BROADCASTING AND OWNERSHIP RULES**

**PREPARED FOR  
PRIME, SOUTHERN CROSS, WIN AND IMPARJA  
SEPTEMBER 2015**

# RESEARCH BACKGROUND & OBJECTIVES

Prime, Southern Cross, WIN and Imparja are seeking to understand the value of local news services in regional Australian communities to ascertain likely responses to possible changes to these services, including the likelihood of individuals and groups within the community taking action to help champion the need for change.

JWS Research has undertaken research designed to gain a robust picture of the attitudes of Australians living in regional areas of NSW, Victoria and Queensland, to assist in determining:

- ❖ Community attitudes to local news and information services;
- ❖ How communities engage with their local news services, including formats and frequency and use of regional vs state-wide services, e.g. dailies, online news;
- ❖ How valuable local news services are perceived to be relative to other sources;
- ❖ Similarities and differences between both individuals and representatives of communities groups, such as local businesses, sporting and community groups; and
- ❖ Reactions to government announcements of possible service changes, or lack of change, how the changes might affect behaviour, and how these changes might be used to prompt local residents to take some form of action to support change.

# QUANTITATIVE RESEARCH METHODOLOGY

15 minute telephone survey, of n=1,200 residents aged 18+ years, conducted 9<sup>th</sup> to 13<sup>th</sup> September, 2015\*.

Survey quotas on age, gender and location, and weighting applied at the analysis stage to actual state age/gender/location proportions based on ABS census data.

Sampling was structured by LGA to enable analysis by regional and rural communities and also between regional areas of NSW, Victoria and Queensland.

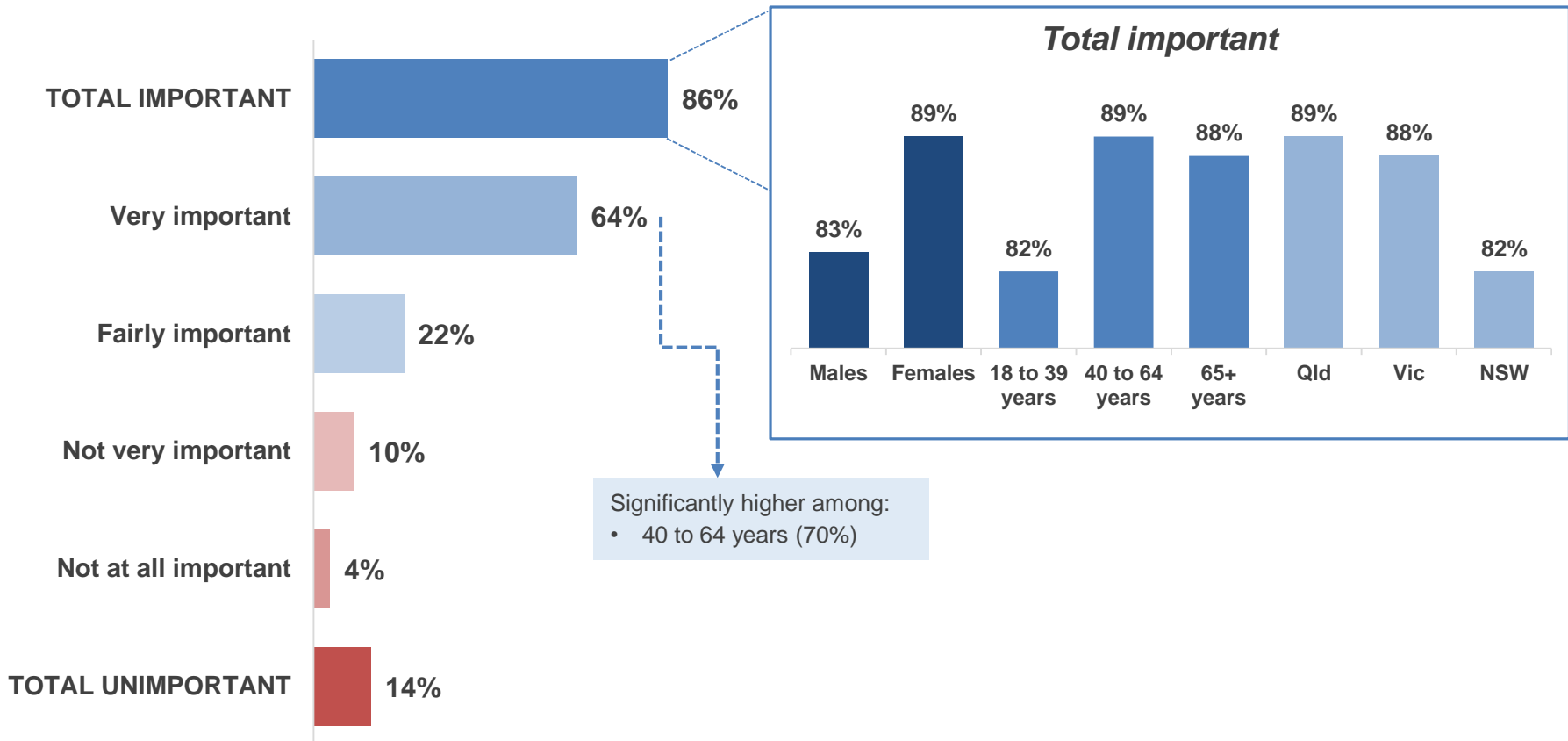
The maximum margin of error on the total sample of n=1,200 is +/-2.8% at the 95% confidence level; differences of +/-1% for net scores are due to rounding.

Conducted in compliance with AS-ISO 20252.

\* Detailed sample breakdown and respondent profiles included in the Appendix.

# AN OVERWHELMING TWO THIRDS OF PEOPLE BELIEVE THAT ACCESS TO LOCAL NEWS IS VERY IMPORTANT; THOSE AGED 40 TO 64 YEARS ARE SIGNIFICANTLY MORE LIKELY TO AGREE

*Importance of access to a 'local news' or bulletin on TV*

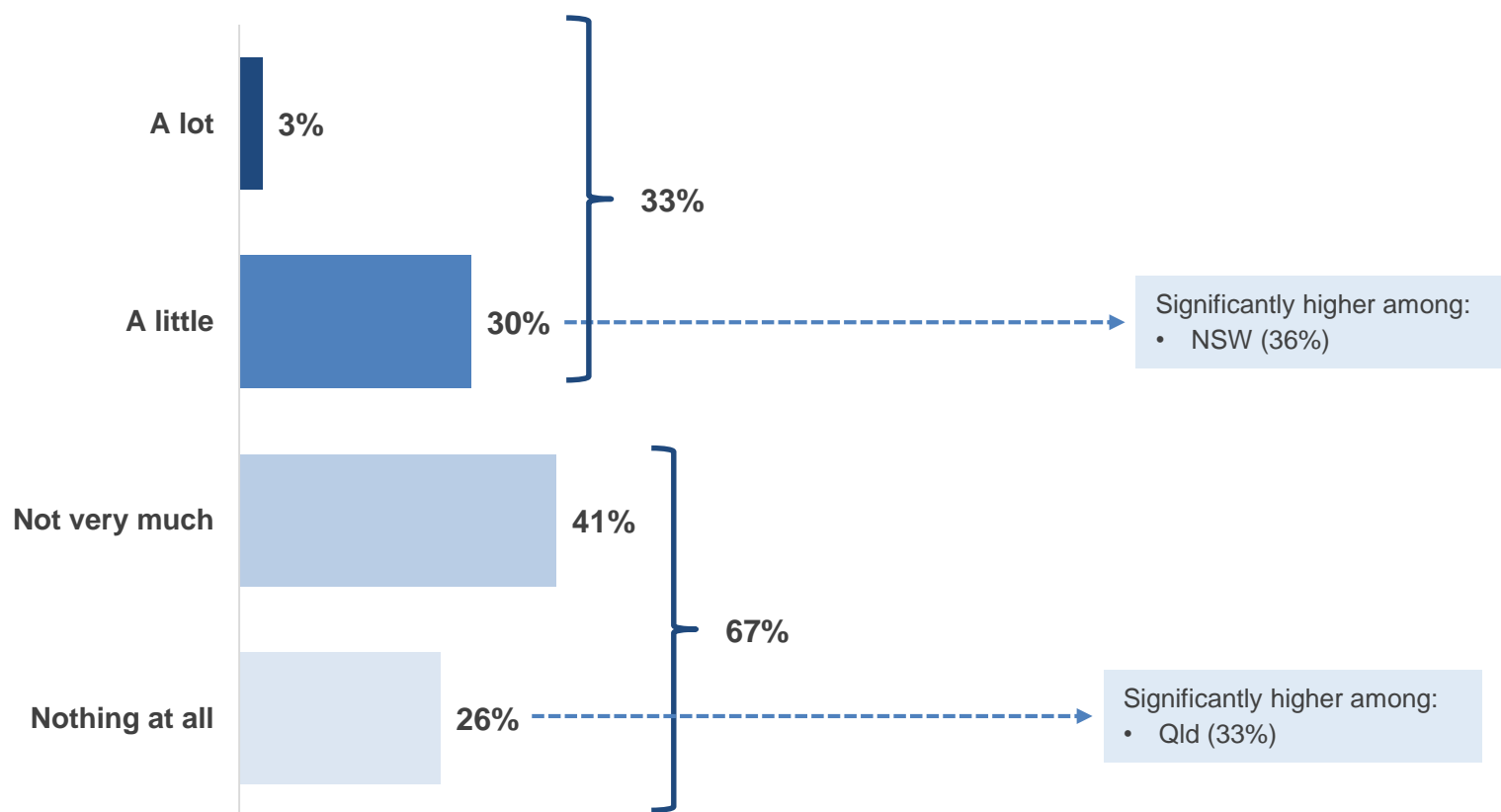


Q3. How important is it to you to have access to a 'local news' or bulletin on TV. Is it....?

Base: All respondents, n=1,200

# ONE THIRD HAVE SOME KNOWLEDGE ON THE RULES GOVERNING COMMERCIAL MEDIA; NSW RESIDENTS ARE MORE LIKELY TO BE AWARE

*Knowledge on the rules governing commercial media broadcasting and ownership within Australia*



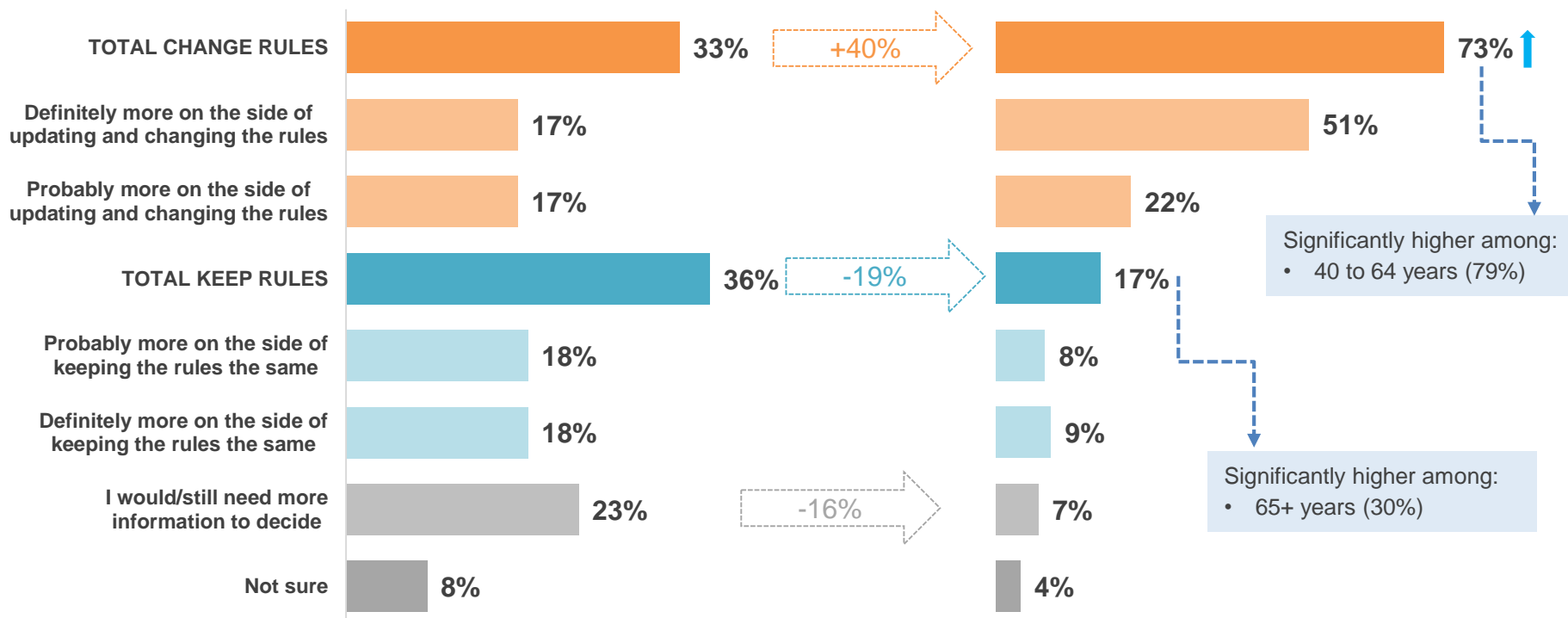
Q7. How much would you say you know about the rules governing commercial media broadcasting and ownership within Australia? Would you say you know...

Base: All respondents, n=1,200

# WHEN PEOPLE ARE INFORMED THEY SUPPORT THE NEED FOR CHANGE

## Initial change consideration

## Post-message change consideration



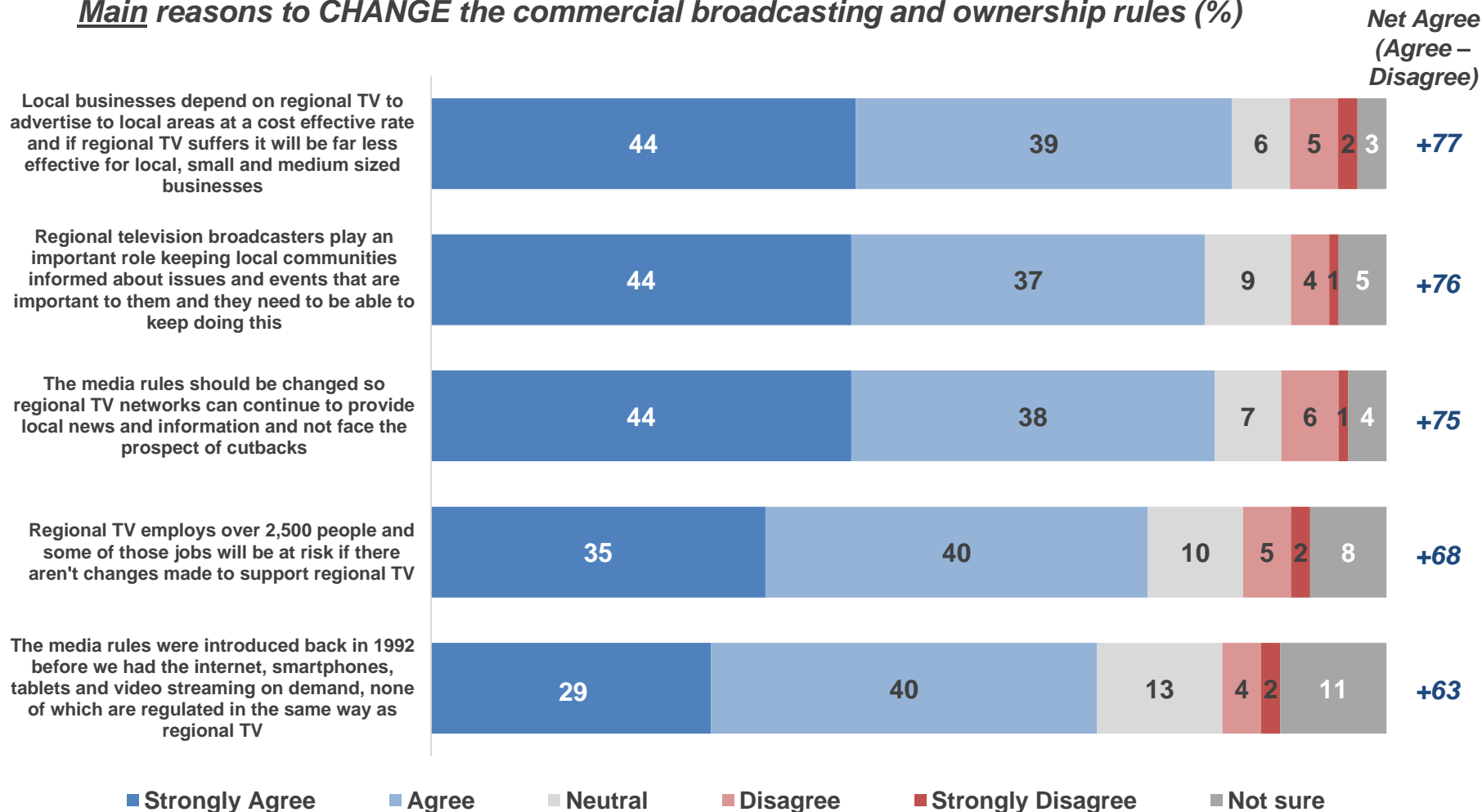
Q8. Some people say the rules regulating media ownership and TV broadcasting requirements in regional Australia should be updated and changed while some that they should be kept the same. Would you say you are more on the side of changing and updating the commercial media ownership and broadcasting rules OR more on the side of keeping the rules the same? / Q14. If you knew that the television broadcast of your local news might no longer exist UNLESS the rules governing commercial media broadcasting and ownership are changed, would you say you are more on the side of updating and changing the rules OR more on the side of keeping the rules the same?

Base: All respondents, n=1,200

↑ Significantly higher than 'initial' at 95% confidence interval

# HIGH LEVELS OF AGREEMENT WITH ALL REASONS FOR CHANGE; LOCAL BUSINESSES' DEPENDENCE ON REGIONAL TV FOR ADVERTISING, INFORMATION TO LOCAL COMMUNITIES AND AVOIDING CUTBACKS IN REGIONAL TV RESONATE STRONGLY

***Main reasons to CHANGE the commercial broadcasting and ownership rules (%)***



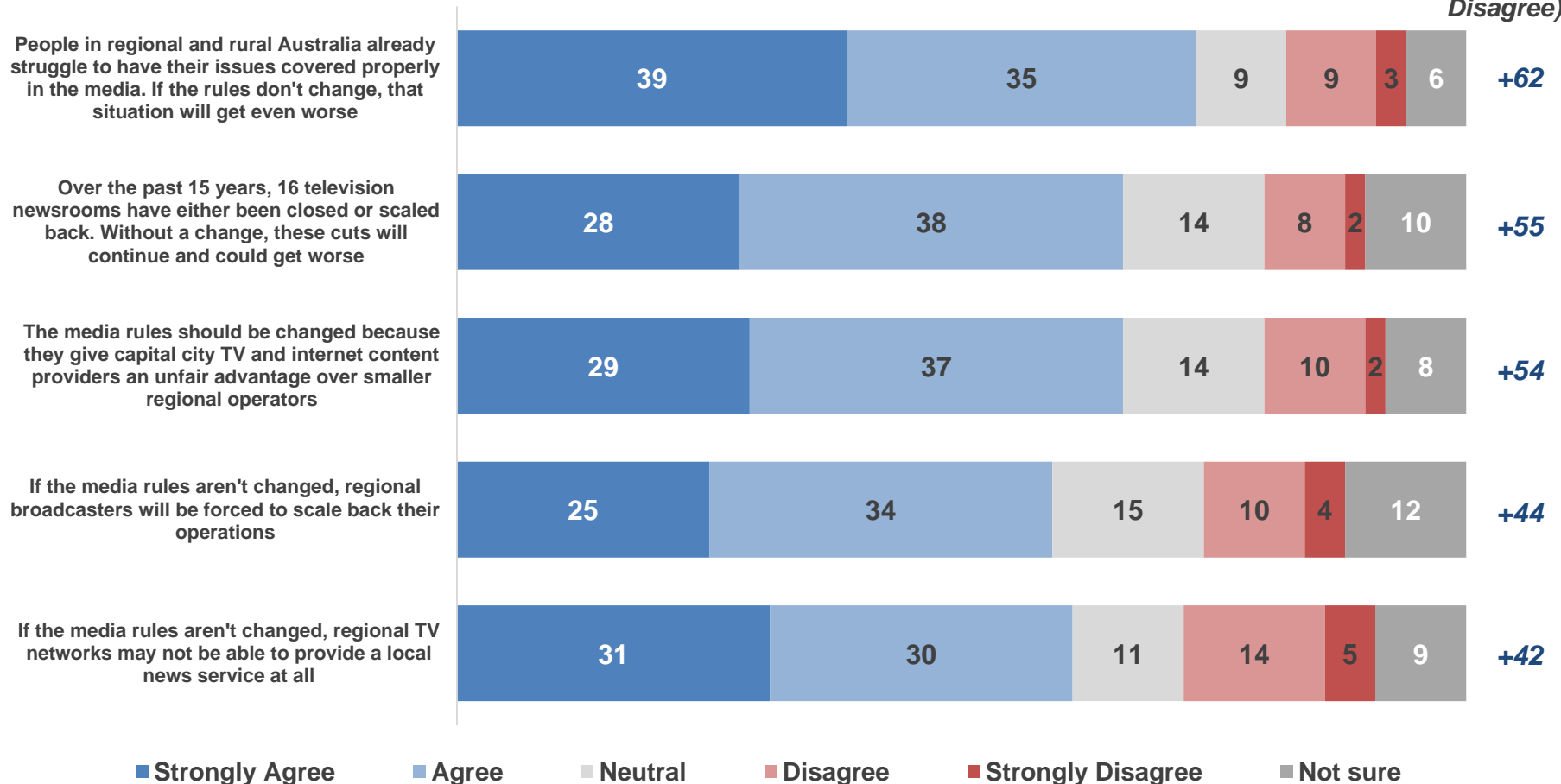
Q9. I am now going to read a list of statements that some people have said are reasons to update and change the rules regulating media ownership and TV broadcasting requirements in regional Australia. Please indicate the extent to which you agree or disagree with each statement.

Base: All respondents, n=1,200

# A FURTHER REASON TO CHANGE THE RULES IS POOR COVERAGE OF ISSUES IN REGIONAL AREAS, WHICH COULD BE EXACERBATED IF RULES DON'T CHANGE

## Other reasons to CHANGE the commercial broadcasting and ownership rules (%)

Net Agree  
(Agree – Disagree)



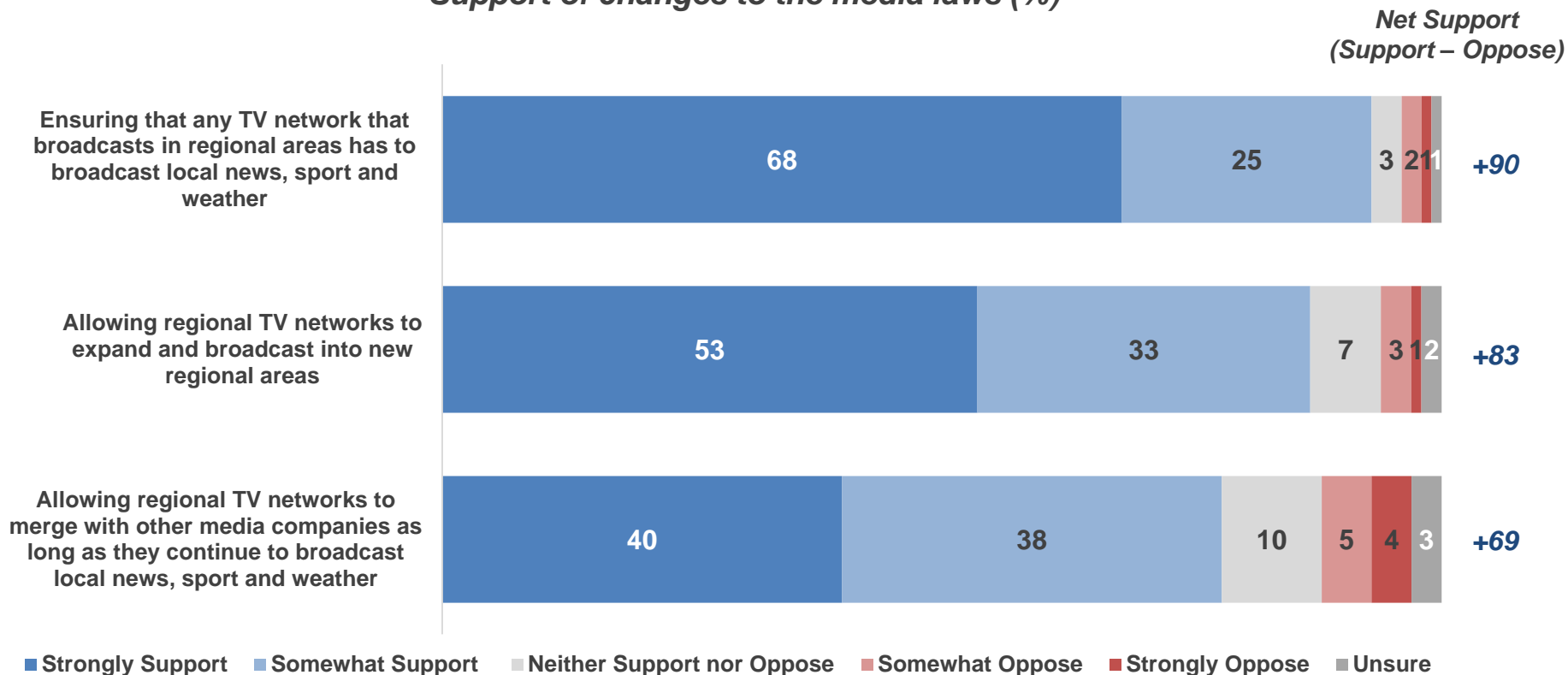
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Base: All respondents, n=1,200



# THE VAST MAJORITY OF PEOPLE SUPPORT PROPOSED CHANGES, WITH TWO THIRDS STRONGLY SUPPORTING REGIONAL TV NETWORKS BROADCASTING LOCAL NEWS, SPORT AND WEATHER

Support of changes to the media laws (%)



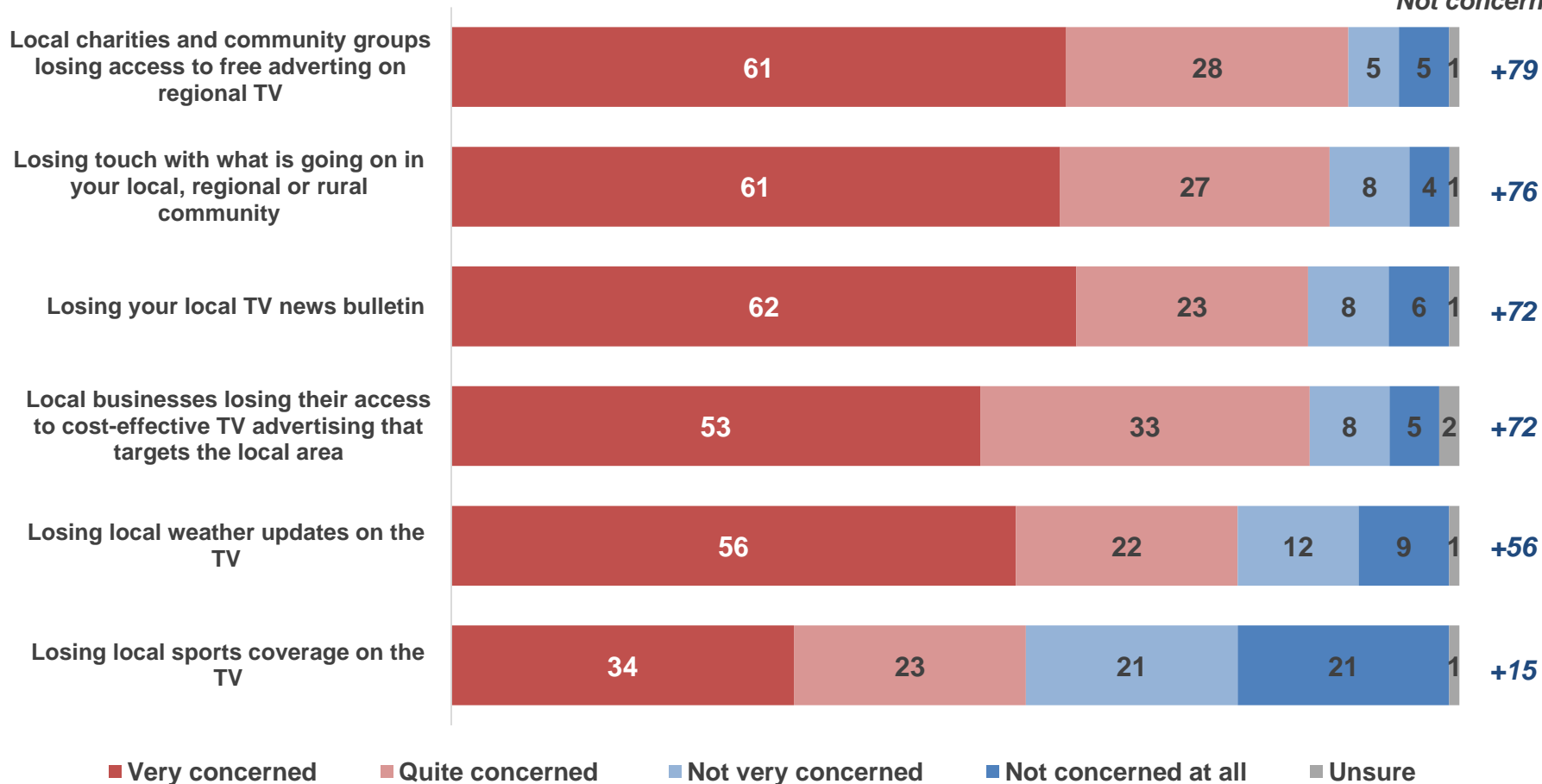
Q10A. As you may know regional free-to-air TV stations like Prime, Win and Southern Cross are facing increased pressure from the internet and larger metropolitan TV networks. To compete and to continue to provide local news, sport and weather, they would like some changes to the media laws. I am now going to read out some of the changes that they are seeking and I'd like you to let me know if you support, these changes, oppose them or neither support nor oppose them?

Base: All respondents, n=1,200

# NEARLY TWO THIRDS OF PEOPLE ARE VERY CONCERNED OVER LOCAL CHARITIES LOSING ACCESS TO FREE ADVERTISING, RESIDENTS LOSING TOUCH WITH ISSUES IN THE LOCAL AREA AND LOCAL TV NEWS BULLETIN CEASING ALTOGETHER

Concerns with the following (%)

Net Concern  
(Concerned – Not concerned)



Q10B. How concerned would you be about...  
Base: All respondents, n=1,200

# DEMOGRAPHICS & PROFILE

Gender		Age		State		Marginal seats	
Men	49%	18 to 39 years	39%	New South Wales	41%	Marginal	51%
Women	51%	40 to 64 years	42%	Queensland	32%	Non marginal	49%
		65+ years	18%	Victoria	26%		

## Active community members

Business owner	18%
Executive member of sporting organisation	7%
Executive member of community organisation	15%