

Finding No. 4182

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TELEVISION REMAINS MAIN SOURCE OF NEWS & CURRENT AFFAIRS – NineMSN LEADS THE WAY IN INTERNET NEWS

Only 17% (down 1% since August 2004) of Australians aged 14 and over think the media is doing a “good” job “covering elections and controversial topics without bias”, 52% (unchanged) think the media is doing a “fair” job, 27% (down 1%) think the media is doing a “poor” job while 4% are undecided, a special Roy Morgan telephone survey on the image of the media finds.

In regards to “keeping Australians informed on subjects that Australians should know about”, now only 28% (down 5% since August 2004) said the media was doing a “good” job compared to 24% (up 2%) who think the media is doing a “poor job”.

Television remains the main source of international and domestic news and current affairs: 53.5% (down 2.5%) say TV is their main source for Australian news and current affairs, with that figure rising to 62.5% (down 3.5%) for international news and current affairs.

Newspapers remain the next popular medium, relied upon by 20.5% (down 1.5%) for Australian news and 13.5% (down 3.5%) for International news, and with Radio relied upon by 18% for Australian news and 11% for International news.

A growing number of Australians are relying upon the Internet as their main source of news and current affairs: 9.5% (up 6.5%) for Australian news and 13% (up 8%) for International news.

The Internet’s growing popularity becomes even more apparent when the results are analysed by age: 15% of 14-17 year olds, 11% of 18-24 year olds, 16% of 25-34 year olds and 11% of 35-49 year olds said the Internet was their main source of Australian news and current affairs. This compares to just 6.5% of those aged 50-64 and 1% of the 65+ age group.

This trend was similar with International news and current affairs: 18% of Australians aged 14-17 named the Internet as their main source of International news and current affairs, 23.5% of 18-24 year olds, 19% of 25-34 year olds. This compares to 7.5% of the 50-64 year olds and just 1% of those aged 65+.

Gary Morgan says:

“Since [the last time Roy Morgan conducted this survey](#) in August 2004, the image of the media has declined. Now 28% (down 5%) think the media is doing a ‘good’ job ‘keeping Australians informed on subjects that Australians should know about’, 24% (up 2%) think the media is doing a ‘poor’ job while 47% (up 4%) think the media is doing a fair job.

“Also, 17% (down 1%) think the media is doing a good job ‘covering elections and controversial topics without bias’, 27% (down 1%) think the media is doing a poor job while 52% (unchanged) think the media is doing a ‘fair’ job.

“Television is still the main source of information for both Australian (53.5%, down 2.5%) and international (62.5%, down 3.5%) news and current affairs, however, the Internet (Australian news: 9.5%, up 6.5%; International news: 13%, up 8%) has experienced a significant rise in popularity, while there has been a decline in newspapers and radio as a main source of Australian and international news.

“NineMSN is clearly the most relied upon website for both Australian (18%, up 7%) and international (14%, up 6%) news and current affairs.

“The ABC is the most relied upon television outlet for domestic (45%, up 5.5%) and international (36%, up 1.5%) news. For Australian news and current affairs, Channel 7 (35%, up 4.5%) has overtaken Channel 9 (32%, down 5.5%). Similarly, Channel 7 (18.5%, down 2.5%) is relied upon by more people than Channel 9 (18%, down 8.5%) as an international news and current affairs outlet.

“Unlike other major newspapers, the Herald-Sun has not declined in popularity with 15.5% (unchanged) of Australians saying they rely upon the paper for Australian news and current affairs and 13%

(unchanged) for international news and current affairs. All other major newspapers experienced a marginal fall.”

Specific Sources of Australian News & Current Affairs

The ABC was mentioned by 45% (up 5.5%) as the TV channel specifically relied upon for Australian news and current affairs, followed by Channel 7 (35%, up 4.5%), Channel 9 (32%, down 5.5%), Channel 10 (19%, down 1%) and SBS (17%, up 1.5%).

The ABC (31%, up 3%) was also the most popular radio station for Australian news and current affairs, followed by Triple J (4.5%, down 0.5%), 3AW (4%, unchanged), and Triple M (3.5%, unchanged).

The *Herald Sun* was the most popular newspaper for Australian news and current affairs, mentioned by 15.5% (unchanged) of Australians, followed by the *Sydney Morning Herald* (13%, down 1%), the *Daily Telegraph* (10.5%, down 2%), and *The Age* (10%, down 0.5%).

The most relied upon Internet site for Australian news and current affairs is NineMSN (18%, up 7%) followed by the ABC's online news outlet (6%, up 3.5%).

Specific Sources of International News & Current Affairs

The ABC (36%, up 1.5%) and SBS (32%, up 1.5%) are clearly the most relied upon TV stations for international news, with ABC Radio (28%, up 1%) clearly the most relied upon radio station.

The *Herald Sun* (13%, unchanged) was mentioned by Australians as the newspaper most relied upon for international news, followed by the *Sydney Morning Herald* (11.5%, down 2%), *The Age* (10%, down 0.5%), and *The Australian* (9.5%, down 2%).

NineMSN (14%, up 6%) is clearly the most relied upon website for international news and current affairs, with the ABC's online news outlet (4.5%, up 2.5%) coming in second.

Time Magazine (3.5%, down 2%) and *The Bulletin* (2.5%, down 2%) were the magazines most relied upon for international news.

These are the main findings of an Australia-wide special Roy Morgan telephone survey conducted June 13/14, 2007, with 711 people aged 14 and over.

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2. MEDIA AS A SOURCE OF AUSTRALIAN NEWS & CURRENT AFFAIRS

“Which one media is your main source of information on Australian news and current affairs?”

	All People		Analysis by Gender and Age							
	Aug 18/19,	June 13/14,	Men	Women	14-17	18-24	25-34	35-49	50-64	65+
	2004	2007								
TV	56	53.5	47.5	59.5	54	57.5	48.5	56	53	52
Newspapers	22	20.5	22.5	18	14	17.5	17.5	15.5	24	32
Radio	18	16	17	15	17	11.5	18	17	16	15
The Internet	3	9.5	12.5	6.5	15	11	16	11	6.5	1
Magazines	1	0.5	0.5	1	-	2.5	-	0.5	0.5	-
Total	100	100	100	100	100	100	100	100	100	100

“Which TV channels do you specifically rely on for Australian news and current affairs?”

	All People		Main Source of Australian News			
	Aug 18/19,	June 13/14,	TV	Radio	Newspapers	Internet
	2004	2007				
ABC	39.5	45	40	50.5	51	49
Channel 7	30.5	35	42.5	26.5	28.5	22.5
Channel 9	37.5	32	40	20.5	26	18.5
Channel 10	20	19	22.5	13	15.5	17.5
SBS	15.5	17	16	11.5	17.5	28.5
SKY	3	5	5.5	2	5.5	7.5
WIN	4.5	4.5	5	4	3.5	3.5
Prime	2	2	2.5	1	3	-
Foxtel	2	2	2.5	2	-	3.5
NBN	1.5	2	2	1	3	-
GWN	1	1	1.5	1.5	0.5	-
Southern Cross	1	1	1.5	-	1	1
Imparja	0.5	-	-	-	-	-
Capital	0.5	0.5	0.5	-	-	-
Other	1	1.5	1.5	1	1.5	1
None/Can't say	4	6	2.5	9	10	10
Total Answers	164*	173.5*	186*	143.5*	166.5*	162.5*

*Note: Some people named more than one TV channel.

“Which Radio stations do you specifically rely on for Australian news and current affairs?”

	All People		Main Source of Australian News			
	Aug 18/19,	June 13/14,	TV	Radio	Newspapers	Internet
	2004	2007				
	%	%	%	%	%	%
ABC Radio	28	31	24	46.5	36.5	32
Triple J	5	4.5	3.5	7	5.5	5.5
3AW	4	4	2	3	7.5	7
Triple M	3.5	3.5	5	1	1	4
2GB	2.5	3	1.5	11	2.5	-
NOVA FM	4	2.5	4	0.5	-	2.5
2UE	2.5	2.5	1	5.5	3	2.5
Fox FM	2	1.5	2	1.5	-	3.5
Today FM	-	1.5	1	2.5	0.5	3
Sea FM	-	1.5	2	0.5	0.5	1.5
Star FM	-	1	1	1	2.5	-
Mix 94.5FM	-	1	1	2	-	-
Hot FM	-	0.5	1	-	-	1
Radio National	2	-	-	-	-	-
SA FM	1.5	-	-	-	-	-
B105	1	-	-	-	-	-
2GO	1	-	-	-	-	-
Local Radio Station	1	-	-	-	-	-
Other	30.5	25.5	26.5	33.5	18.5	19.5
None/Can't say	21	28.5	34.5	2.5	30.5	32
Total Answers	109.5*	112*	110*	118*	108.5*	114*

*Note: Some people named more than one Radio station.

“Which Newspapers do you specifically rely on for Australian news and current affairs?”

	All People		Main Source of Australian News			
	Aug 18/19,	June 13/14,	TV	Radio	Newspapers	Internet
	2004	2007				
	%	%	%	%	%	%
Herald Sun	15.5	15.5	16	9	24.5	5.5
Sydney Morning Herald	14	13	7.5	17	18.5	23.5
Daily Telegraph	12.5	10.5	11.5	10	8.5	6.5
The Age	10.5	10	6.5	4	19.5	22.5
The Australian	11	9.5	4	11	21	15.5
Courier Mail	8	8	9.5	4	7.5	10.5
The West Australian	7.5	6	6	6	8	1.5
Adelaide Advertiser	4.5	4	3	2.5	10	1
Sunday Mail	4.5	2	3	-	2	-
Australian Financial Review	2	2	1.5	2	3	3.5
Canberra Times	1	1.5	0.5	1	5	1.5
Newcastle Herald	1	1.5	1.5	1	2	-
The Advocate	-	1.5	1	0.5	1.5	2
Sunday Times	1	1	1.5	1.5	0.5	1
The Advertiser	-	1	0.5	-	3	-
Cairns Post	-	1	0.5	2	1	1
The Mercury	1.5	0.5	1	-	0.5	0.5
The Examiner	1	0.5	1	-	0.5	-
Local paper (unspecified)	-	1.5	2	2	0.5	-
Other	10.5	13.5	16	13.5	10.5	5.5
None/Can't say	13.5	18	21.5	25	1.5	21.5
Total Answers	119.5*	122*	115.5*	112*	149*	123*

*Note: Some people named more than one Newspaper.

“Which Magazines do you specifically rely on for Australian news and current affairs?”

“Which TV channels do you specifically rely on for International news and current affairs?”

	All People		Main Source of International News			
	Aug 18/19,	June 13/14,	TV	Radio	Newspapers	Internet
	2004	2007				
	%	%	%	%	%	%
ABC	34.5	36	35.5	55	37	27.5
SBS	30.5	32	31	33.5	28.5	39.5
Channel 7	21	18.5	21	20	16.5	7.5
Channel 9	26.5	18	21.5	19	13.5	10
Channel 10	13.5	14	16.5	5	8	8.5
SKY	4	5.5	6	0.5	6	6.5
Foxtel	2.5	3.5	5	-	-	5
WIN	2.5	2.5	3	3.5	1	0.5
CNN	2	2.5	3	-	2	4
BBC	2	1.5	1.5	-	1	3.5
NBN	1.5	1.5	1.5	-	1	1
Prime	2	1	1.5	-	1	1
GWN	0.5	1	0.5	1.5	1	1
Southern Cross	0.5	0.5	1	-	1	-
Imparja	0.5	-	-	-	-	-
Other	1.5	1.5	1.5	2.5	1	-
None/Can't say	3.5	6	3	3	10	13.5
Total Answers	149*	145.5*	153*	143.5*	128.5*	129*

*Note: Some people named more than one TV channel.

“Which Radio stations do you specifically rely on for International news and current affairs?”

	All People		Main Source of International News			
	Aug 18/19,	June 13/14,	TV	Radio	Newspapers	Internet
	2004	2007				
	%	%	%	%	%	%
ABC Radio	27	28	22.5	63.5	35	27.5
Triple J	3	3.5	3	1	8	5
3AW	3	3	2.5	1.5	8.5	1.5
Triple M	3	2	3	-	-	2.5
2GB	1.5	2	1.5	9	2	1
2UE	2	2	1	5	4.5	1
NOVA FM	2	1.5	2	-	1	1
Today FM	-	1	1.5	-	-	1
Fox FM	0.5	1	1.5	-	-	1
Radio National	2	-	-	-	-	-
Local Radio Station	1	-	-	-	-	-
SA FM	1	-	-	-	-	-
B105	1	-	-	-	-	-
John Laws	0.5	-	-	-	-	-
2GO	0.5	-	-	-	-	-
Other	23	18.5	20	23	13.5	16
None/Can't say	34.5	41	44.5	2	34	48
Total Answers	107*	103.5*	103*	105*	106.5*	105.5*

*Note: Some people named more than one Radio station.

“Which Newspapers do you specifically rely on for International news and current affairs?”

	All People		Main Source of International News			
	Aug 18/19,	June 13/14,	TV	Radio	Newspapers	Internet
	2004	2007				
	%	%	%	%	%	%
Herald Sun	13	13	14.5	11	18	4
Sydney Morning Herald	13.5	11.5	8.5	15.5	17	19.5
The Age	10.5	10	9	9	12.5	13.5
The Australian	11.5	9.5	7	14.5	18	11
Daily Telegraph	10.5	9	10.5	5.5	9	5
Courier Mail	7	6.5	6.5	1.5	10	7.5
The West Australian	6.5	5	5.5	7.5	4	3.5
Adelaide Advertiser	4.5	2.5	2.5	3.5	6	-
Sunday Mail	4.5	1.5	2	1	-	-
Australian Financial Review	1.5	1.5	1.5	-	1	2.5
Canberra Times	1	1.5	0.5	1.5	3.5	2.5
The Mercury	1.5	1	1	-	1	-
Newcastle Herald	1	1	1	-	1	1.5
The Advocate	-	1	1	1	0.5	-
Cairns Post	-	1	0.5	2	1	2
Sunday Times	1	0.5	0.5	2.5	-	0.5
The Examiner	1	-	-	-	-	-
Local Paper (unspecified)	-	1	0.5	-	2.5	-
Other	8	10.5	11.5	7	13.5	4.5
None/Can't say	18.5	27.5	28.5	29.5	2	38.5
Total Answers	115*	115*	112.5*	112.5*	120.5*	116*

*Note: Some people named more than one Newspaper.

“Which Magazines do you specifically rely on for International news and current affairs?”

	All People		Main Source of International News			
	Aug 18/19,	June 13/14,	TV	Radio	Newspapers	Internet
	2004	2007				
	%	%	%	%	%	%
Time	5.5	3.5	3.5	1.5	5	5
The Bulletin	4.5	2.5	2	2.5	3.5	3
Woman's Day	1.5	1.5	1.5	2.5	2.5	1
New Idea	1.5	1	0.5	1.5	1.5	-
Woman's Weekly	1	1	1	-	1.5	-
Who	0.5	0.5	0.5	0.5	-	-
Other	4.5	6	4	8.5	5.5	9
None/Can't say	83	85.5	88.5	83	82	82.5
Total Answers	102*	101.5*	101.5*	100*	101.5*	100.5*

*Note: Some people named more than one Magazine.

“Which Internet Sites do you specifically rely on for International news and current affairs?”

	All People		Main Source of International News			
	Aug 18/19,	June 13/14,	TV	Radio	Newspapers	Internet
	2004	2007				
	%	%	%	%	%	%
NineMSN	8	14	12	12.5	6.5	31.5
ABC.net.au	2	4.5	2	2.5	6	14.5
Yahoo.com.au	1	3.5	3.5	-	-	9.5
Via Google	1.5	3	2.5	-	1	10
Sydney Morning Herald	2.5	2.5	1	2	4	8.5
BBC	1	2.5	2	1.5	1	8.5
The Age	1	1.5	1	4	1	3
News Interactive	1	1.5	-	-	2	9.5
CNN	1	1	0.5	-	-	6
Fairfax Digital	0.5	1	0.5	-	-	4
BigPond	-	1	1	2	1	1
The Australian	-	1	0.5	-	2	3
The Guardian	-	1	-	-	1.5	6.5
New York Times	-	1	0.5	-	1	3.5
Other	5	6.5	6	3.5	2	14.5
None/Can't say	79.5	65	72.5	76.5	73	9
Total Answers	104*	110.5*	105.5*	104.5*	102*	142.5*

*Note: Some people gave more than one Internet site.

Detailed Analysis

1. This report analysed by detailed demographics (age, sex, state, voting intention, etc) can be purchased for \$950.
2. [Asteroid](#) database with latest Roy Morgan June 2007 ‘Media Image Survey’ and August 2004 ‘Media Image Survey’ can be purchased for \$7,800.