

Analysis of ACCAN captioning survey, conducted in October 2010

The Australian Communications Consumer Action Network (ACCAN) and Media Access Australia (MAA) recently commissioned the Australia Institute to research the level of the Australian community's awareness and use of closed captions on TV.

The Australia Institute is the country's most influential progressive think tank. Based in Canberra, it conducts research on a broad range of economic, social and environmental issues in order to inform public debate and bring greater accountability to the democratic process.

Summary findings

Awareness of TV captions

Survey results indicate very high awareness of captioning among Australians at 94%. Awareness is consistently high across demographic categories, as shown in Table 1.

Use of captions

3% of respondents *always* use captioning when watching television. 30% *sometimes* use captioning and the majority do not use captioning (67%) including 6% of respondents who have not heard of captioning.

Age seems to be the most likely indicator of captioning use, with increases in the proportion of people who *always* use captioning from middle-age onwards. People over 65 are most likely to *always* use captioning (5%).

Surprisingly, the highest proportion of people who *sometimes* use captioning is in the 18-24 age bracket.

Interest in using captions amongst unaware respondents

Due to the small base size (n=77) for this question the responses have not been broken down by gender, age, etc. as these differences are unlikely to accurately reflect differences in the population.

40% of respondents who have previously not known about captions would be somewhat or very likely to use captioning in the future.

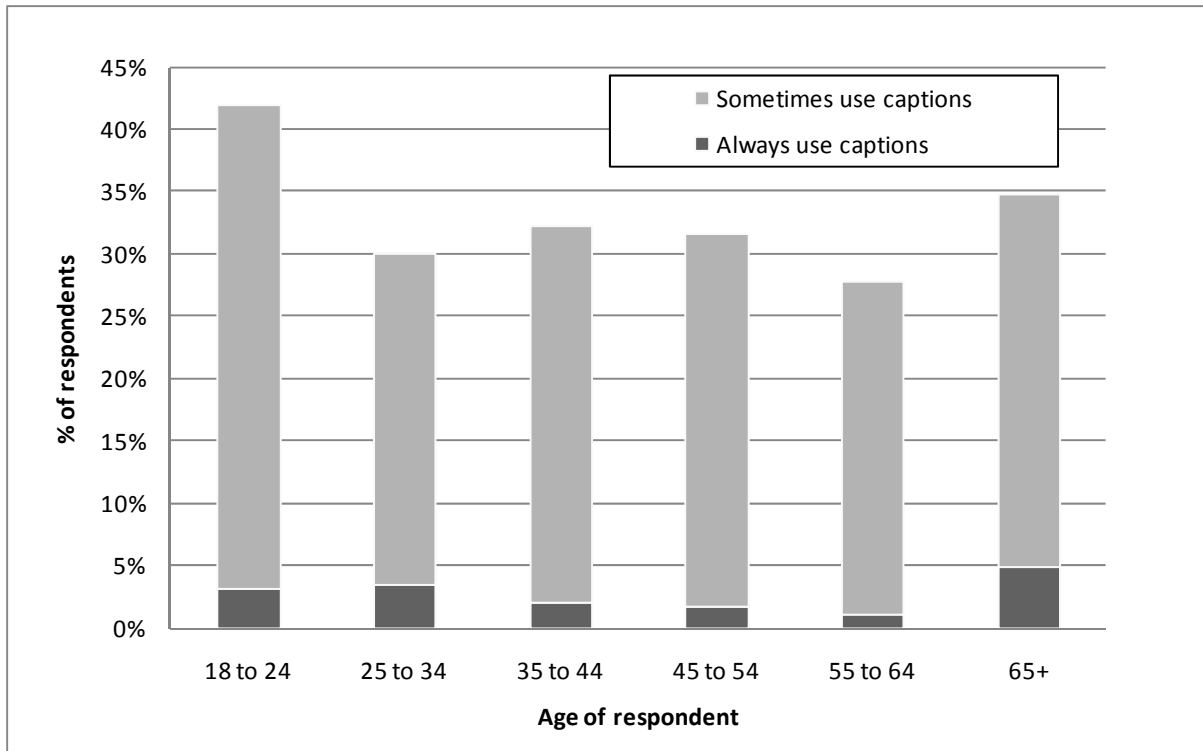


Figure 1 – Use of captions

Table 4 – Use of captions among aware respondents by metro/rural

	Metro	Rural	All
Yes, always	3%	3%	3%
Yes, sometimes	29%	32%	30%
No	61%	62%	61%
Not aware of captions	7%	3%	6%
Total	100%	100%	100%

Table 5 – Use of captions among aware respondents by education

	Tertiary qualification	Completed school/some tertiary	Did not complete school	All
Yes, always	2%	3%	3%	3%
Yes, sometimes	31%	30%	26%	30%
No	59%	62%	66%	61%
Not aware of captions	8%	4%	5%	6%
Total	100%	100%	100%	100%

Table 6 – Use of captions among aware respondents by income

	< 40K	40 - 80K	>80K	All
Yes, always	3%	3%	2%	3%
Yes, sometimes	32%	31%	27%	30%
No	58%	61%	65%	61%
Not aware of captions	7%	5%	6%	6%
Total	100%	100%	100%	100%

Table 7 – Interest in captions among unaware respondents

	All	Count
Very likely	10%	8
Somewhat likely	25%	19
Not very likely	34%	26
Not at all likely	21%	16
Not sure	10%	8
Total	100%	77