2022 ACMA Captioning General Population

November Omnibus

Version: 17 October 2022. Developed by ACMA and the Social Research Centre.

#### GENERAL PROGRAMMING NOTES

* All programmer notes are in UPPERCASE text.
* All question text in BLUE is CATI only and in ORANGE is web only. Text in BLACK is for both.

#### MODULE A – Use of captions

\*(ALL)

A1 In the past 30 days, which of the following have you personally watched on TV?

*Please select all that apply.*

(MULTIPLE RESPONSE) (ROTATE) (READ OUT AND GET A ‘YES’ OR ‘NO’ FOR EACH).

1. Public TV (for example, ABC or SBS)
2. Free-to-air commercial TV (for example, Channel 7, Channel 9 or Channel 10)
3. Pay TV (for example, Foxtel, Optus or Fetch)
4. Paid subscription streaming service (for example, Netflix, Stan, Binge)
5. Free-to-air catch up TV (for example, ABC iview, 7Plus or 9Now)
6. None of the above <CLOSE>

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

\*(A1=1 THRU 5, WATCHED TV) (CAPTIONS INTRO SCREEN)

The next questions will be about use of captions when watching TV. Captions show on-screen text to accompany speech and other sounds for viewers. Captions are broadcast as part of TV programming, do not include subtitles (which are language translations), and are not associated with any other assistive technology on your device.

<ADD IMAGE x2>

\*(A1=1 THRU 5, WATCHED TV)

A2 In the past 30 days, have you used **captions** while watching TV on any of the following?

(ONLY SHOW STATEMENTS SELECTED AT A1)

1. Public TV (for example, ABC or SBS)
2. Free-to-air commercial TV (for example, Channel 7, Channel 9 or Channel 10)
3. Pay TV (for example, Foxtel, Optus or Fetch)
4. Paid subscription streaming service (for example. Netflix, Stan, Binge)
5. Free-to-air catch up TV (for example, ABC iview, 7Plus or 9Now)
6. None of the above <CLOSE>

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

\*(A2=1 THRU 5, USED CAPTIONS)

A3 When watching TV in the past 30 days, how often have you used **captions**?

POP-OUT BOX OVER ‘CAPTIONS’: Captions show on-screen text to accompany speech and other sounds for viewers. Captions are broadcast as part of TV programming, do not include subtitles (which are language translations), and are not associated with any other assistive technology on your device.

(RESPONSE FRAME) (READ OUT)

1. All of the time
2. Most of the time
3. About half of the time
4. Less than half of the time

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

\*(A2=1 THRU 5, USED CAPTIONS)

A4 Why do you use **captioning** when watching TV?

(ROTATE) (MULTIPLE RESPONSE) (READ OUT AND GET A ‘YES’ OR ‘NO’ FOR EACH)

1. I enjoy watching content with captioning
2. I am deaf or hard-of-hearing
3. I find it hard to hear, follow or interpret speech and other sounds
4. I find it difficult to understand some accents
5. Privacy or minimising sound when viewing TV at home
6. Privacy or minimising sound when viewing TV in a public space
7. I am a non-English speaker and it helps with understanding what is being said
8. Other (specify)

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

\*(A2=1 THRU 5, USED CAPTIONS)  
A5 Which of the following best describes the extent to which you rely on captions for understanding TV content?

(SINGLE RESPONSE)

1. I rely on them **fully** to understand the content I am watching
2. I rely on them **partially** to understand the content I am watching
3. They are a nice feature to have but they don’t stop me from watching TV
4. I **don't at all** rely on captions to understand the content I am watching TV

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