

# In-Language Media Consumption

Australia

## Top 13 Languages Spoken at Home in Australia

Number of People in Australia Speaking Language at Home

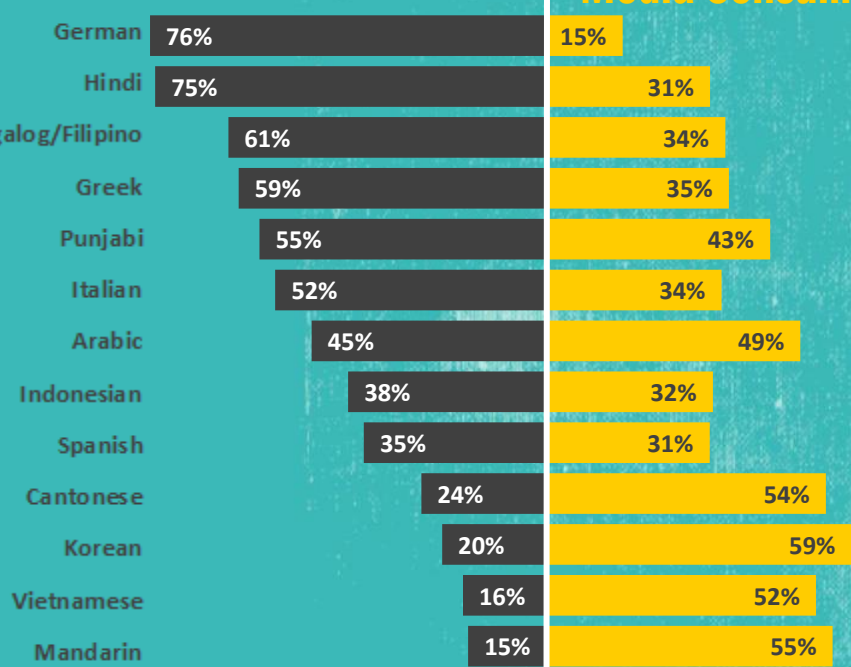


living in Sydney & Melbourne

Collectively, **Cantonese and Mandarin** are the most commonly spoken languages other than English in Australia (over 600,000 speakers), followed by Italian, Arabic and Greek. In total, these five languages are spoken by around 1.4 million people – more than the population of Adelaide.

## English Proficiency vs Proportion of In-Language Media Consumption

(speak very well)



The degree to which speakers of another language in Australia choose to listen to, watch or read media in that other language isn't always directly proportional to how well they speak English. For example, speakers of Punjabi are much more likely to consume Punjabi media, despite the fact that they are mostly fluent English speakers. Anecdotal evidence indicates that this is because of the amount of film and music entertainment available in Punjabi – as well as an abundance of newspapers and websites in that language. Arabic speakers are also relatively high consumers of in-language media - in proportion to their English proficiency.

Source: ABS 2011 Census – Language spoken at home (LANP) / English Proficiency (EBGL)  
McNair Ingenuity Research – Language Media Surveys, 2013-2014