

Discover your *edge*

Wednesday, 16 December 2015

## Internet now more popular than newspapers and television at breakfast, but radio still on top

There are more toast crumbs in keyboards and buttery smudges on touchscreens with 3 in 10 Kiwis now using the internet during weekday breakfast—more than are reading newspapers or watching television, the latest media data from Roy Morgan Research shows.

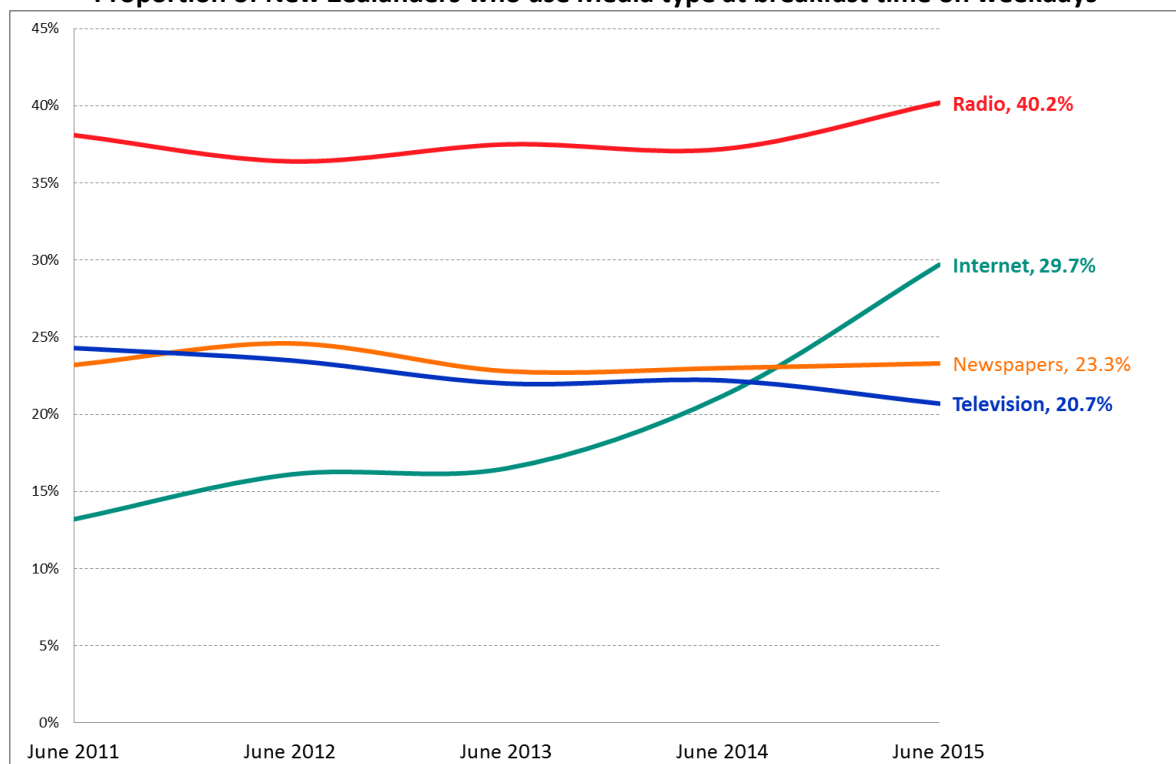
In the 12 months to June 2015, over one million Kiwis 14+ (29.7%) used the internet at breakfast time on a normal weekday, more than double the 13.2% going online first thing back in 2011. As the chart below shows, this rise in sun-up internet use has been especially rapid over the last two years.

The popularity of newspapers on weekday mornings has remained steady, virtually unchanged at 23.3%. However the proportion of us watching television has declined from 24.3% to 20.7% during the period.

Radio, however, has not only remained the most commonly used media at breakfast but actually increased in popularity over the past year: 40.2% of New Zealanders now listen to radio at breakfast, up from an average of 37.3% over the previous three years.

Overall, 82.6% of New Zealanders use one or more forms of media at breakfast time, up 2.3% points since 2011.

Proportion of New Zealanders who use Media type at breakfast time on weekdays



Source: Roy Morgan Single Source (New Zealand), July 2010 – June 2015 average annual sample n = 10,684 New Zealanders 14+. Respondents may report using more than one media type.

FOR IMMEDIATE RELEASE

**John La Rosa, General Manager Client Services - ANZ, Roy Morgan Research, says:**

*“Even though internet usage has become much more common at breakfast time, traditional media have held ground. Many Kiwis are adding some online browsing to their regular weekday morning routines, while still turning on the TV, tuning into radio or reading the newspaper.*

*“Radio has managed to increase its audience, and 4 in 10 Kiwis now tune in to radio over breakfast—even though many may also be checking social media, reading email, or browsing news sites on their phones and tablets at the same time.*

*“Overall, three million Kiwis aged 14+ can now be reached at breakfast. It’s clearly important that advertisers and content makers understand how media habits are changing throughout the day and, increasingly, how the rise in cross-media usage might be affecting our attentions and attitudes.”*

**To learn more about New Zealanders’ media channel and content preferences, contact:**

Vaishali Nagaratnam  
 Telephone: +61 (3) 9224 5309  
[Vaishali.Nagaratnam@roymorgan.com](mailto:Vaishali.Nagaratnam@roymorgan.com)

Please click on this link to the [Roy Morgan Online Store](#)

**Related Research**

Browse our huge range of ready-to-download [Media Profiles](#) of New Zealanders.

**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2