

Thursday, 8 May 2014

## Metrotechs look global (and want TV news to match)

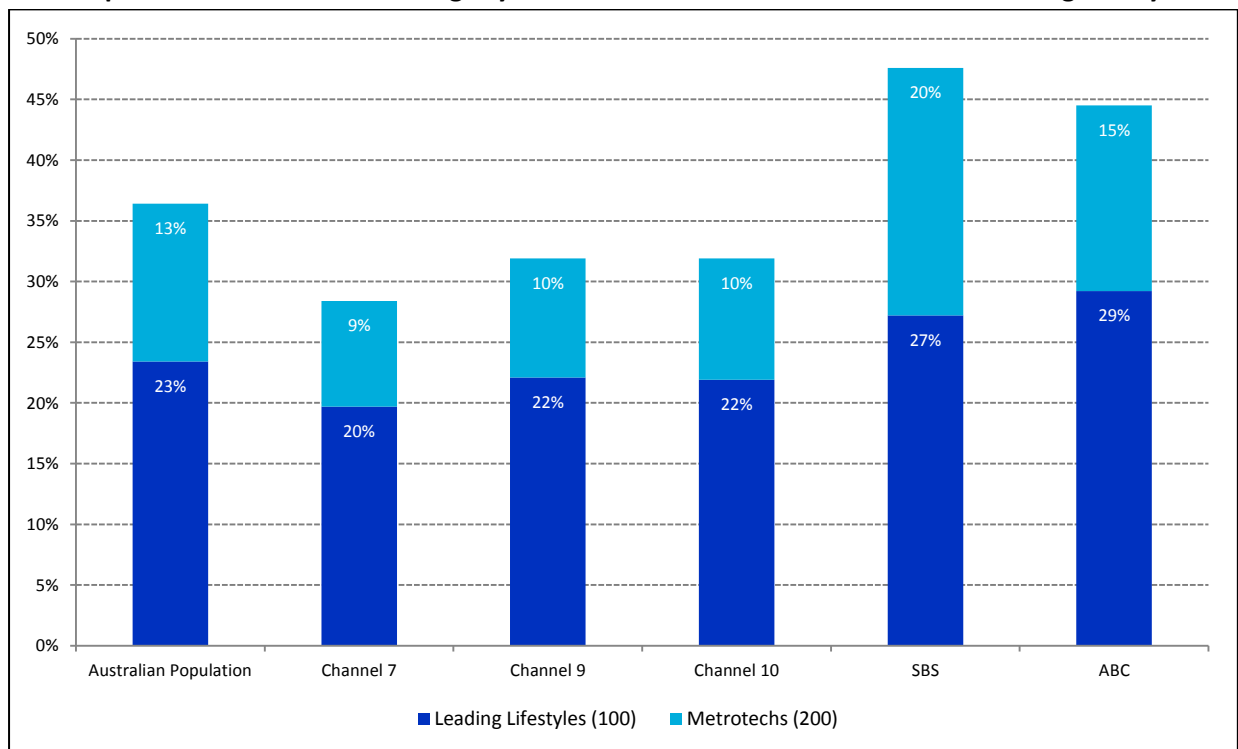
Over 10 million Australians aged 14+ say they especially choose to watch evening news on free-to-air TV, but audience analysis using Roy Morgan's Helix Personas segmentation tool reveals some stark differences in the composition of news audiences on Channels Seven, Nine, Ten, SBS and ABC.

Metrotechs comprise 13% of Australia, but these typically well-educated, progressive and tech-savvy professionals comprise 20% of all those watching SBS World News.

Another 27% of the SBS World News audience is in the elite and established community of Leading Lifestyles. Together almost half (48%) of those choosing SBS' News are in one of these high-earning, big-spending communities, ahead of ABC (44%) and well above Channels Nine and Ten (32% each) and Seven (29%).

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Proportion of each Channel's Nightly News choosers who are Metrotech or Leading Lifestyle



Source: Roy Morgan Single Source (Australia), January to December 2013: n = 48,835

'Healthy, Wealthy and Wise' people in the Metrotech Community are over twice as likely as the average Australian to especially choose to watch SBS World News. These socially engaged singles and couples renting apartments in near-city areas such as Port Melbourne and Bondi make up less than 2% of the Australian population, but almost 4% of SBS's news audience, compared with just 1% of the new audience for Seven, Nine or Ten.

The Top Five Personas choosing to watch SBS or ABC are all in either the Leading Lifestyle or Metrotech Community, with three personas—including 'Healthy, Wealthy and Wise'—appearing on each list.

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News on the main commercial channels appeals to a broader cross-section of Australians, with personas from the communities Aussie Achievers, Today's Families, Getting By, Battlers, Leading Lifestyle and Golden Years all represented among Seven, Nine and Ten's Top Five.

**Top Five personas most likely to especially choose to watch weeknight news on each channel\***

7 NEWS	SNEWS	ten NEWS	WORLD NEWS AUSTRALIA	ABCNEWS
706 Still Working	402 Domestic Jugglers	706 Still Working	202 Healthy, Wealthy & Wise	101 Bluechip
603 Country Conservative	706 Still Working	504 Budget Lifestyle	102 Smart Money	103 Self-made Lifestylers
701 Penny Wise	401 Castle and Kids	701 Penny Wise	101 Bluechip	102 Smart Money
705 Real Working Class	504 Budget Lifestyle	705 Real Working Class	206 Big Future	202 Healthy, Wealthy & Wise
304 On their Way	705 Real Working Class	109 Progressive Thinkers	203 New School Cool	109 Progressive Thinkers

*Source: Roy Morgan Single Source (Australia), January to December 2013: n = 48,835*

*\*Some personas comprising under 2% of a channel's 'especially choose to watch' audience have been excluded.*

**Tim Martin, General Manager - Media, Roy Morgan Research, says:**

*"ABC and SBS are clearly most appealing to similar groups of people, an audience which, by and large, is under-represented during the nightly news at the other three free-to-air broadcasters.*

*"For decades, channels Seven, Nine and Ten have battled it out for the top-rated nightly news show—trying new formats, new times and lengths, and new editorial and tonal strategies. But with better audience profiling comes a better understanding of the value of each viewer tuning in, and consequently the ROI of advertising.*

*"More Australians overall especially choose to watch the evening news shows on Channels Seven and Nine, followed closely by the ABC. But advertisers specifically targeting the type of consumers found in the Metrotech or Leading Lifestyles communities clearly need to consider alternatives."*

**For comments or more information please contact:**

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**Related Research**

View our extensive range of [Media Profiles](#) or learn more about [Helix Personas](#), Roy Morgan's new classification system for Australia's multi-dimensional communities.

**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.

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In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

**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

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