

Thursday, 2 October 2014

Young Aussies on the entertainment superhighway

The majority of young Australians now consider the internet as a channel for entertainment rather than an information tool, the latest data from Roy Morgan Research shows.

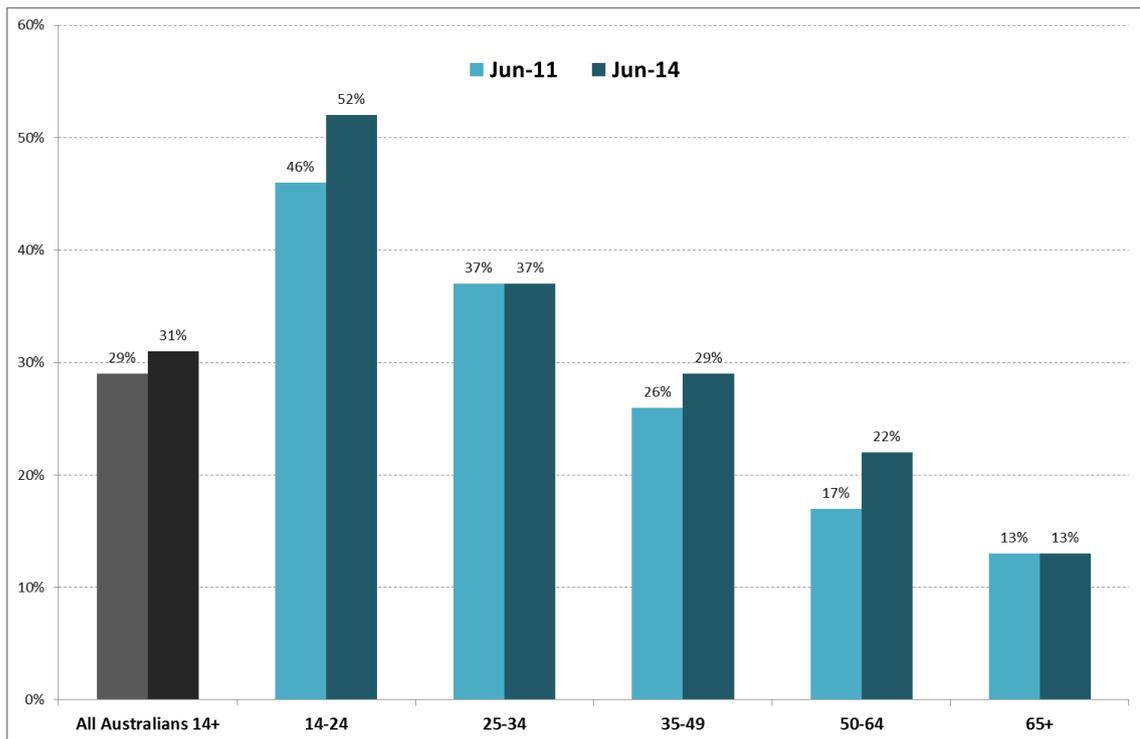
Overall, most Australians (14+) still agree that “To me the Internet is far more an information tool than an entertainment tool”. But among 14-24 year-olds, most now *disagree*: 52%, up from 46% three years ago. Clearly, most young Aussies today see the internet as a means of accessing entertainment.

Australians in all other age groups are still more likely to agree than disagree. Nationally, just 31% of Australians rate the internet’s entertainment value at least on par with its use as an information resource, up from 29% in 2011.

The biggest change since 2011 is among 50-64 year-olds, who today are almost 30% more likely than they were back then to say that the internet isn’t more about information than entertainment (22%, up from 17%).

FOR IMMEDIATE RELEASE

% of Australians who consider internet at least as much an entertainment as information tool



Source: Roy Morgan Single Source, July 2010–June 2011 n = 15,483, July 2013 – June 2014 n = 14,827 Australians 14+ who have ever accessed the internet

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

“Roy Morgan’s latest data shows that over three quarters of 14-24 year-olds now engage in one or more entertainment activities online in an average month. Over half of 14-24 year olds have streamed video from services like YouTube, over a third have downloaded or streamed

*Discover your **edge***

music from services like Pandora and Spotify, and over a quarter have downloaded games from services like Google Play

“Clearly, internet attitudes relate closely to what we most use the internet for. Our data shows that the older generations use the internet more for things like searching for jobs, real estate, comparing banking and finance products, and as a source for travel and health information.

“That said, this research also shows that an increasing proportion of people aged 35-64 think of the internet less as a ‘superhighway’ to get information and more as a channel for entertainment.”

To understand how to reach Australians with different attitudes toward technology, contact:

Vaishali Nagaratnam

Telephone: +61 (3) 9224 5309

Vaishali.Nagaratnam@roymorgan.com

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

Related Research

Browse our range of ready-made reports that reveal Australians’ [Technology Attitudes](#), [Internet Activities](#), and [Social Media Participation](#).

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

FOR IMMEDIATE RELEASE