

Discover your *edge*

Monday, 21 December 2015

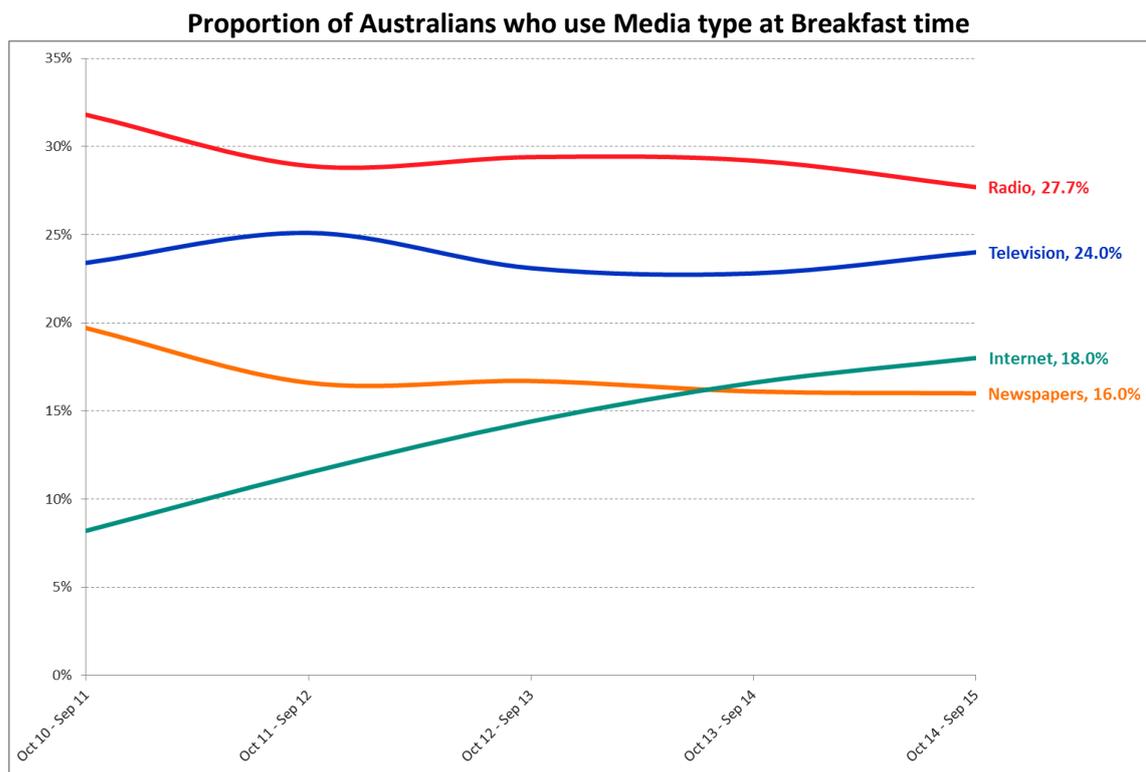
More Australians going online first thing, but radio is still top breakfast media

Internet use at breakfast time continues to rise, the latest media preference data from Roy Morgan Research shows.

In the 12 months to September 2015, 73.1% of Australians (14+) used one or more forms of media at breakfast time on an average weekday—and more of us are using the internet: now 18.0% go online at breakfast, up from 8.2% four years ago and from 16.6% in the last 12 months.

However the majority of Australians (58.6%) still use one or more traditional morning media at breakfast time: 27.7% listen to radio (down from 29.2% a year ago), 24.0% watch television (up from 22.8% a year ago) and 16.0% read newspapers (virtually unchanged over the past year).

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Source: Roy Morgan Single Source, October 2010 – September 2015, average annual sample n = 51,210 Australians 14+. Respondents may use more than one media type.

Breakfast radio also continues to dominate in [New Zealand](#), with 40.2% listening—however more Kiwis use the internet at breakfast time (29.7%) than read newspapers (23.3%) or watch television (20.7%).

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

“While many Australians are now going online first thing in the morning, it’s clear that most of us still prefer using traditional media to ease into the day. Nearly 3 in 5 Australians still use traditional media—radio, television or newspapers—at breakfast. Their combined reach is down

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6.8% points compared with 2011, while internet use has grown 9.8% points over the period. This suggests that the internet can be a supplementary breakfast medium, and traditional media will maintain a prominent place at breakfast, and other times of day, even as internet use continues to rise.

“Radio remains the most popular breakfast medium and television is the majority choice during and after dinner. But from midmorning through lunch and the afternoon (when many Australians are at their desks and on their smartphones) the internet is the top media option. Remember, back in the day, when being ‘at work’ meant not using any media! Today, many consumers can be reached from sun-up to lights out. It’s just a matter of knowing which media when, and the ideal content to deliver at different points of the day.”

To understand Australians by their media channel and content preferences throughout the day, contact:

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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

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