

Monday, 25 May 2015

Internet overtakes newspapers at breakfast, but radio still the most-used media in the morning

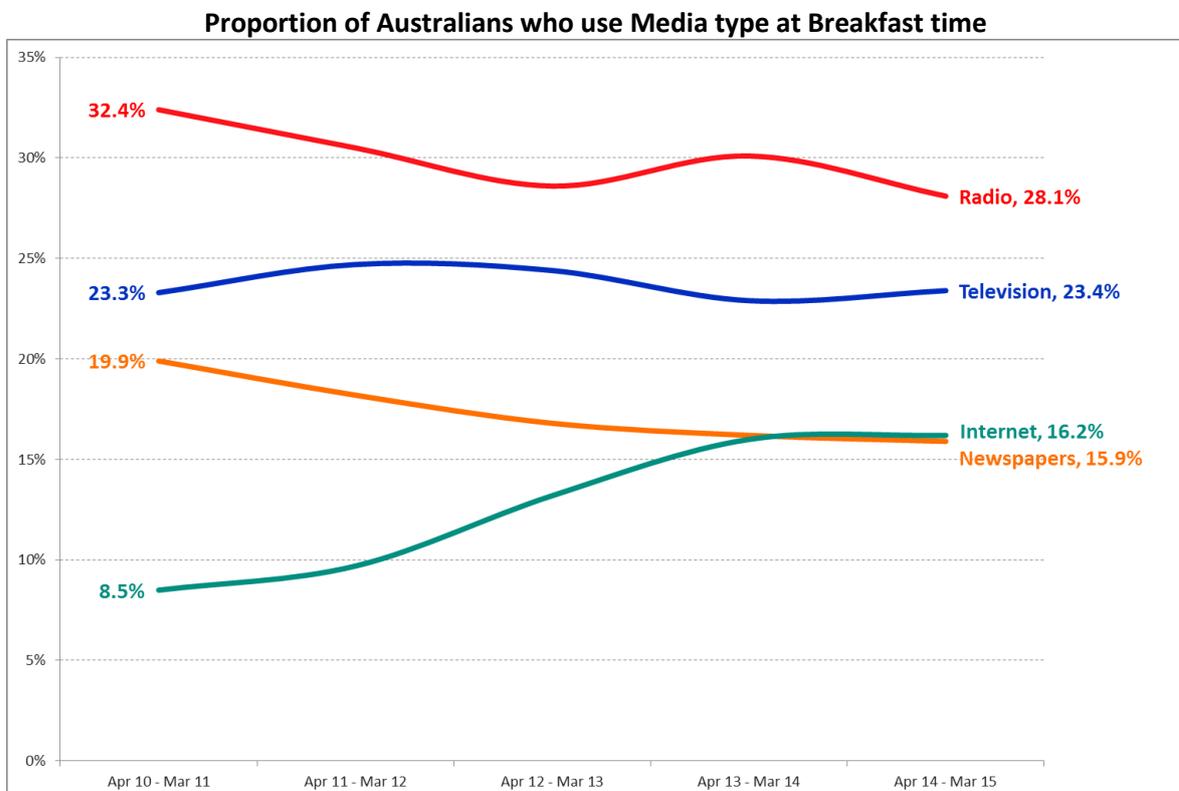
There are probably more toast crumbs in keyboards and buttery smudges on touchscreens with twice as many Australians now using the internet at breakfast time compared with five years ago, the latest media preference data from Roy Morgan Research shows.

In the 12 months to March 2015, 72% of Australians (14+) reported using one or more forms of media at breakfast time—steady over the past five years. However an increasing proportion of us are going online first thing in the morning: now 16.2%, up from 8.5% in the year to March 2010.

As sun-up internet usage has become more common, consumption of newspapers has declined—and been overtaken as the third most-common morning media ritual: 15.9% of us now read newspapers at breakfast, down 4% points since 2010.

Although radio remains the most popular breakfast media with 28.1% of Australians tuning in, this is also down over 4% points since 2010. Only morning television has escaped unscathed, with a virtually unchanged 23.4% of us switching it on over breakfast.

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Source: Roy Morgan Single Source, April 2010 – March 2015 average annual sample n = 13,665 Australians 14+ who use media at breakfast time. Respondents may use more than one media type.

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

“Despite the dramatic increase in morning internet usage, the type of content Australians prefer at breakfast time has remained fairly stable. Over half of us still want to wake up to some local, national, international or business news, with music and comedy each a consistent breakfast preference for around 1 in 8 Australians.

“Internet’s strength is that it can cater to the full variety of content preferences, as a one-stop media channel for those who may want a bit of political analysis followed by something funny, a sports update and some streaming.

“To compete, newspaper publishers will need to think carefully about what print can offer—and also how to attract breakfast time browsers to their online editions.”

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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