

## **TV remains top dog**

SYDNEY: TV remains the most-used medium in Australia, beating out both radio and the internet by a significant margin, according to a new study.

The latest Roy Morgan Research figures show Australians are spending 21.5 hours per week on average in front of their television sets.

Following TV, radio remains the second most popular medium, with people tuning in for an average of 14.2 hours per week, while the internet comes in third with an average of 10.7 hours per week.

The Roy Morgan study contrasts to a recent Nielsen Research survey that suggested that Australian internet users aged 16 plus spent an average of just 12.9 hours per week watching TV in 2008 [*AdNews.com.au*, 2 March 2009].

Roy Morgan's results show only 12 to 24-year-old "heavy" internet users - more than eight hours per week - spend more time online than in front of the television.

"As Nielsen use an online panel, their results are obviously skewed because their sample will be over-represented with heavy internet users," explained Roy Morgan Research director media services William Burlace.

"With 68.6% of households having internet access, we see growing uptake but there remain many for whom it is not yet an important option. It is surprising how easy it is to fall into the self-projection trap of thinking that everyone is just like us."

Roy Morgan Research surveyed a representative sample of 20,865 Australians aged 14 and over from January to December 2008 in metro and country areas on their media consumption and consumer habits.

The survey also found that people under 35 are more likely to have spent the largest part of their media time with television, and use the internet as their secondary medium.

Over 35s are more likely to turn to radio as their secondary media channel.

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