

## AUSTRALIA: THE DIGITAL MEDIA NATION

Technology is changing faster than ever, and with that, our daily electronic media consumption. While the growth of these new technologies has had a fragmentation effect on media consumption, it has also had an accumulation effect, with the average Australian now spending 10 hours and 19 minutes each day on electronic media. However, because of the multi-screening behaviours of consumers, like browsing the internet while watching TV, or watching a DVD while being on a smartphone, these total hours spent on technology are not the same as total time chronologically.

This McCrindle Research study surveyed 961 Australians on the number of hours they spend each day viewing, browsing, interacting, engaging, playing, and listening to electronic media channels. The results are not only astounding but markedly similar across the generations.



### OVER 10 HOURS OF MEDIA EACH DAY

Young Australians are not the only ones spending an extended period of their day on electronic media. In fact, Australia's Builder generation, those aged 68 and older, are spending more time on electronic media than the Baby Boomers and Gen Xs, almost as much as Gen Y!

#### OVERALL MEDIA CONSUMPTION PER DAY

All Generations	10 hours 19 minutes
Gen Y	10 hours 21 minutes
Gen X	9 hours 47 minutes
Baby Boomers	10 hours 13 minutes
Builder Generation	10 hours 15 minutes

### INTERNET USAGE TOP OF THE LIST

It is of little surprise that Australians spend the largest proportion of their media consumption on internet usage, currently spending an average of 3 hours and 49 minutes each day online via personal computers. While Gen Ys and Gen Xs are slightly below average in their internet usage

via PCs, the Baby Boomers and Builder Generation are leading the way in online web browsing. Today’s Baby Boomers spend just short of 4 hours (3 hours, 58 minutes) online each day, while the Builder Generation also spend a surprising 3 hours and 50 minutes on personal computers browsing the internet.

**THE GENERATIONAL DIVIDE**

**PRIMARY ELECTRONIC MEDIA BY GENERATION (BY TOTAL HOURS PER DAY)**

Gen Y	Internet via computer
Gen X	Internet via computer
Baby Boomers	Television
Builder Generation	Television

The 1990’s were determinative in shaping Australia’s generations. Those who entered adulthood prior to the ‘90’s, while consuming new media extensively, mostly consume traditional broadcast media. However the generations who were still in their formative years in the 1990’s and so were shaped by the advent of the world wide web, spend more time online than watching broadcast television. In fact for Generation Y, television is not even second in time use, as they spend more time on mobile media platforms (tablets and smartphones) than television.

**TELEVISION RANKS SECOND, JUST BEHIND INTERNET USAGE**

**INTERNET USAGE VIA PCS PER DAY**

<b>All Generations</b>	<b>3 hours 49 minutes</b>
Gen Y	3 hours 39 minutes
Gen X	3 hours 27 minutes
Baby Boomers	3 hours 58 minutes
Builder Generation	3 hours 50 minutes

Whether young or old, Australians have a strong liking towards television, with hours spent watching television almost on par with internet browsing – an average of 3 hours and 14 minutes for the everyday Australian. The older generations – the Baby Boomers and Builders – spend nearly twice as much time watching television as Gen Y and Gen X Australians. Gen Xers watch television the least, devoting just 2 hours and 2 minutes each day to the tube, while the Builder generation watch the most television at 4 hours and 16 minutes.

## TELEVISION VIEWING PER DAY

<b>All Generations</b>	<b>3 hours 14 minutes</b>
Gen Y	2 hours 16 minutes
Gen X	2 hours 47 minutes
Baby Boomers	4 hours 2 minutes
Builder Generation	4 hours 16 minutes

## SMARTPHONE USAGE A DOMINANT THIRD

The third most popular electronic media channel among Australians are smartphones – from apple to android, Australians love the multipurpose function available to them through their smartphone. Whether through texting, calling, web browsing, navigating, reading the news, checking the weather, listening to music, gaming, or interacting with a range of apps, Australians can't get enough of them.

The average Australian spends 1 hour and 12 minutes each day on their smartphone – and this time, it's evident that the younger generations are the most avid users.

## SMARTPHONE USAGE PER DAY

<b>All Generations</b>	<b>1 hour 12 minutes</b>
Gen Y	2 hours 0 minutes
Gen X	1 hour 17 minutes
Baby Boomers	39 minutes
Builder Generation	35 minutes

## NEARLY AS MUCH TIME IS SPENT ON PC GAMING AS WATCHING DVDS AND MOVIES

Australians spend nearly as much time gaming on their personal computers as they do watching DVDs and movies each day. In fact, when gaming via portable game consoles is taken into consideration, Australians spend more time gaming than watching DVDs or movies.

The amount of movie and DVD watching Australians do decreases with age, but the story is not the same for gaming. Australia's Builder generation spends more time computer gaming than Gen Xs and Baby Boomers – nearly as much as Gen Ys!

## DVD AND MOVIE WATCHING PER DAY

<b>All Generations</b>	<b>34 minutes</b>
Gen Y	39 minutes
Gen X	33 minutes
Baby Boomers	31 minutes
Builder Generation	25 minutes

**COMPUTER GAMING PER DAY**

<b>All Generations</b>	<b>32 minutes</b>
Gen Y	36 minutes
Gen X	31 minutes
Baby Boomers	28 minutes
Builder Generation	35 minutes

**VIDEO GAMING VIA PORTABLE GAME CONSOLES PER DAY**

<b>All Generations</b>	<b>11 minutes</b>
Gen Y	20 minutes
Gen X	9 minutes
Baby Boomers	2 minutes
Builder Generation	14 seconds

**TABLET USAGE EVIDENT ACROSS THE GENERATIONS**

Since the first iPad hit the market in 2010, Australians have already grown to love tablets and use them, on average, for almost half an hour every day. Tablets are not just being used by younger generations – the Baby Boomers and Builders have also taken a strong liking to the user-friendly interfaces made available and the multi-function capacities of such technologies.

While having the lowest media consumption than any other generation, Gen Xs trump the use of the tablet, utilising a tablet device for an average of 36 minutes each day.

**TABLET USAGE PER DAY**

<b>All Generations</b>	<b>29 minutes</b>
Gen Y	33 minutes
Gen X	36 minutes
Baby Boomers	20 minutes
Builder Generation	22 minutes

**THE CONSENSUS: AUSTRALIA AS A DIGITAL MEDIA NATION**

Australians love digital media, and devote over half of their waking hours to interacting with digital media channels. While different generations engage with different mediums, such as Gen Ys preferring the use of smartphones and tablet usage over TV consumption, one thing is clearly evident: Australians are a digital media nation.

## STUDY DEMOGRAPHICS

**SOURCE:** McCrindle Research, 2013.

**ABOUT THIS STUDY:** This research was conducted by McCrindle Research in August 2013 based on a nationally representative survey of 961 respondents. Demographic data below collected at beginning of survey. For more information or media comment contact Eliane Miles [eliane@mccrindle.com.au](mailto:eliane@mccrindle.com.au) or via 02 8824 3422.

DEMOGRAPHICS	This survey #	This survey %	National % of population aged 18-100
<b>AGE</b>			
18	13	1%	GEN Z 1.7%
19-33	267	26%	GEN Y 27.9%
34-48	274	26%	GEN X 26.8%
49-67	336	32%	BOOMERS 29.0%
68+	144	14%	BUILDERS 14.6%
TOTAL:	1034	100%	100%
<b>STATE</b>			
NT	8	1%	1.0%
ACT	12	1%	1.6%
TAS	22	2%	2.3%
WA	108	10%	10.4%
SA	83	8%	7.3%
QLD	195	19%	20.3%
VIC	253	24%	24.9%
NSW	355	34%	32.2%
TOTAL	1,036	100%	100%
<b>GENDER</b>			
Male	509	49%	50%
Female	530	51%	50%
TOTAL	1,039	100%	100%