

Tuesday, 20 September 2016

Australians still have appetite for drama after dinner

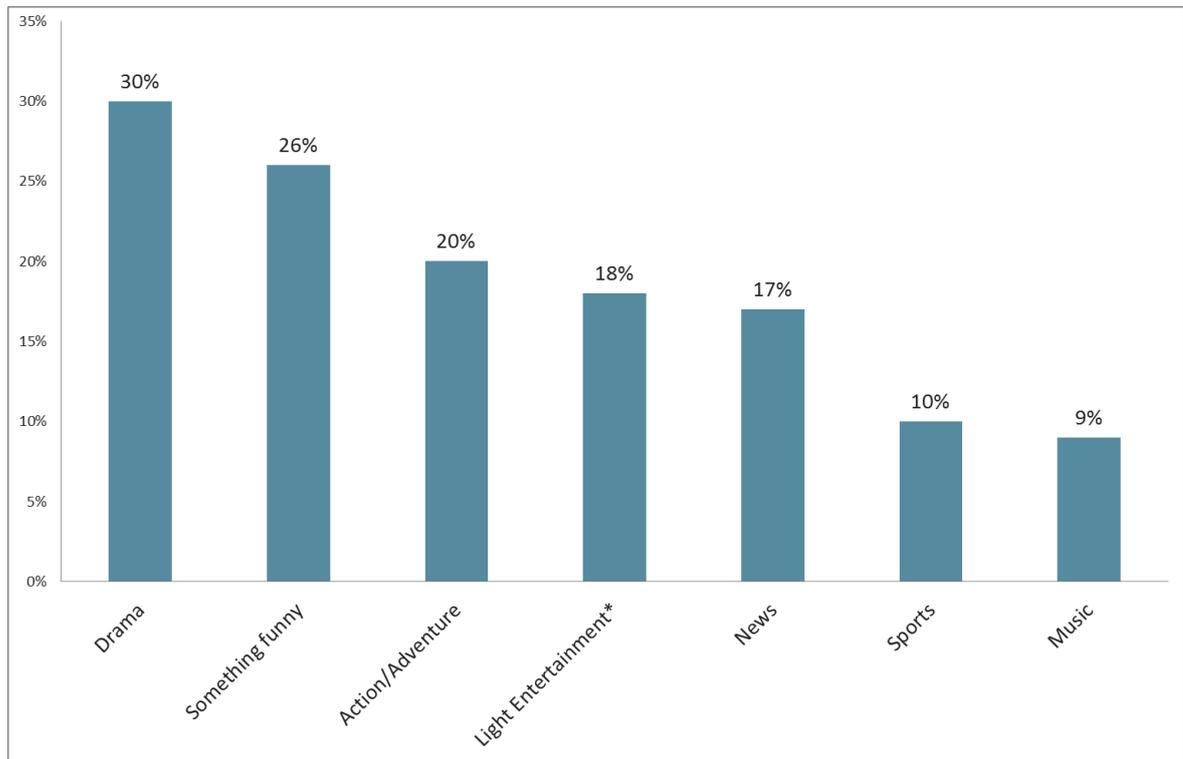
The working day is done, the meal has been cooked and eaten, the liquorice bullets are out, and the feet are up: time for some after dinner entertainment. TV is still the most-used media after dinner, and Drama is still the most popular content overall, Roy Morgan Research shows.

Whether it's by watching TV, listening to the radio, going to the cinema, reading a book or using the internet, Drama remains our number one weekday after dinner media content preference. 30% of Australians (14+) want some drama in their Monday to Friday after dinner media, ahead of something funny (26%), some action and adventure (20%), News (17%), Sports (10%) or Music (9%).

Rising two percentage points since 2012 is Light Entertainment* (18%), encompassing genres including reality television competitions about cooking, renovating, dating, marrying...

Television is the dominant media after dinner, preferred by almost three in five Australians—which of course plays a big part in determining our overall content preferences at this time of day.

Australians' preferred After Dinner media content on weekdays



Sources: Roy Morgan Single Source Australia, July 2015 – June 2016 n = 50,712 Australians 14+. Respondents can select more than one content preference. * Light Entertainment is in survey as 'Other'

Whether it's stuffed olives, cruises, Doc Martins or *Doc Martin*, one thing's certain: our tastes change with age. Although Drama ranks as the country's top after dinner content overall, Australians under 35 much prefer 'something funny'.

Among 14-24 year-olds, Drama is only the fourth most popular content type, well behind number one choice Comedy, as well as the Light Entertainment category and Music.

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Drama becomes more popular by age 25-34, but more still prefer something funny to anything too serious after dinner. It's not until age 35-49 that Drama overtakes Comedy to snag the top content spot.

Among the country's top seven after dinner content preferences, all vary across age groups with a fairly consistent rise or fall from young to old: as well as Drama, the popularities of News, Action/Adventure and Sports increase with age, while Comedy, Light Entertainment and Music all decrease.

Popularity of after dinner content by age group

Increases with age				
Decreases with age				
	14-24	25-34	35-49	50+
1	Something funny	Something funny	Drama	Drama
2	Light Entertainment	Drama	Something funny	News
3	Music	Light Entertainment	Action/Adventure	Action/Adventure
4	Drama	Action/Adventure	News	Something funny
5	Action/Adventure	News	Light Entertainment	Light Entertainment
6	News	Music	Sports	Sports
7	Sports	Sports	Music	Music

Source: Roy Morgan Single Source Australia, July 2015 – June 2016 n = 50,712 Australians 14+

Michele Levine, CEO – Roy Morgan Research, says:

“There’s been a lot of buzz over the past year or two about the resurgence in Australian drama: the return of Offspring and 800 Words, and new shows Doctor Doctor and the Wrong Girl—all on commercial, free-to-air TV.

“For Foxtel and the SVOD services, Drama is also a key selling point. Perhaps more than for sit-coms, reality shows and lifestyle programming, people can readily understand the value of paying for prestige and hugely popular dramas like Game of Thrones, Wentworth, Stranger Things and UnReal.

“Although the national appetite for weeknight Drama has diminished slightly over the past few years, it remains the top content choice overall for our after dinner entertainment. Network programming both follows and feeds the audience trends: when viewers are less interested in Drama, then fewer are shown; but when more good Dramas are made, people become more likely to say it’s their preferred content.

“With all the talk of binge-viewing, catch-up TV, and subscription video on demand, it’s easy to forget that many people enjoy, and still prefer, the ritual of scheduled weekly programming, of looking forward to the next episode each Wednesday night.”

To learn more about Roy Morgan’s media data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, 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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