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Real Aussie bachelorettes aren't so into The Bachelor

Almost half a million Australian women (14+) love The Bachelor Australia (the show, not the man), including around 160,000 women aged 20 to 34 (6%). But look a little more closely, and it seems young women who are partnered themselves are twice as likely as single ladies to enjoy watching the show.

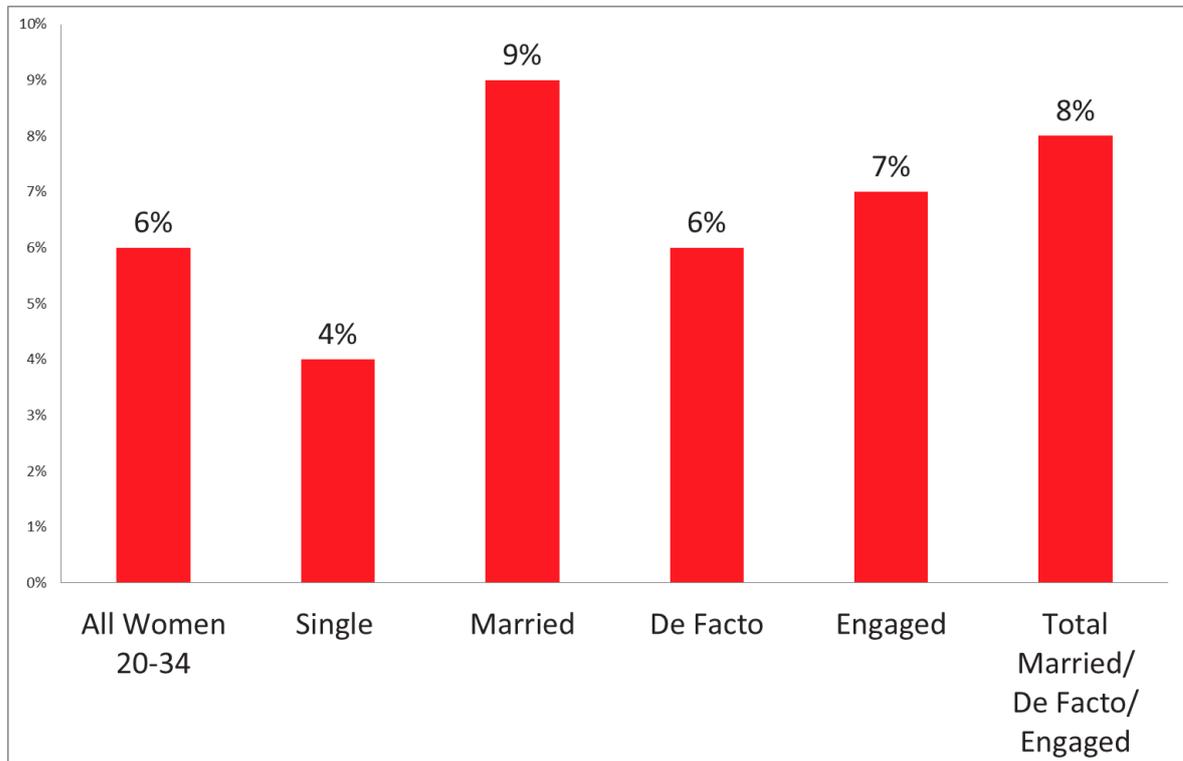
It's billed as a fantasy about finding true love: 22 bachelorettes battle it out for the final rose (and perhaps a proposal) from an eligible bachelor. But among the target demographic of women 20-34, the show's most likely fans reckon they've already scored their prince (or princess)—and are watching the plight with delight from the comfort of coupled-ness (and perhaps some smug superiority).

40% of women aged 20 to 34 are single, and 57% are partnered—whether married, de facto or engaged—with the remaining 3% already self-describing as divorced, separated or widowed.

Among all the partnered women in this age group, 8% say The Bachelor Australia is a show they 'really love to watch'—with wives the most likely of all (9%), followed by imminent brides (7%) and those in de facto relationships (6%).

All coupled-up young women show a much greater love for The Bachelor than their single counterparts. 4% of single women 20-34 really love the show—half the overall rate among partnered women.

% of women 20-34 who 'really love to watch' The Bachelor Australia



Source: Roy Morgan Single Source Australia, April 2015– March 2016, sample n = 4,992 Australian women aged 20 to 34

Michele Levine, CEO – Roy Morgan Research, says:

“As part of our national Single Source survey, in the 12 months to March 2016 we interviewed almost 5,000 Australian women aged 20 to 34. Among thousands of other things, our research found that partnered women this age were twice as likely as those who are single to say they really love to watch The Bachelor Australia. Married young women in particular were the biggest fans of the show, with those who are engaged not far behind.

“While it’s probably true that the show holds a special appeal for those who can view it from the vantage point of satisfied coupledness, single young women are also more likely than their partnered counterparts to go to the cinema, nightclubs, concerts, the theatre, ballet or opera, sporting events, exhibitions, museums or galleries, or to read books, play sport, or go away for weekends. So maybe the difference is in part because they’re too busy to love a TV show on multiple nights a week.

“The show’s reverse version, The Bachelorette Australia, where one single woman chooses from a pool of men, shows an even greater disparity between the two camps in the target demographic: partnered young women are over four times more likely to say they love the show than those who are single.”

To learn more about Roy Morgan’s media consumption and engagement 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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