

MEDIA CONSUMPTION OF AUSTRALIANS 50+

Don't try to get enough calcium in their diet



83% HAVE READ A NEWSPAPER (PRINT, WEB OR APP) IN 7 DAYS AND ARE 6% MORE LIKELY TO*



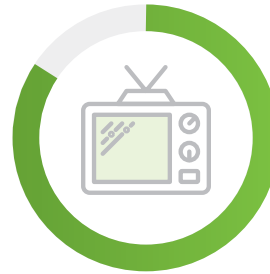
20% HAVE READ A LOCAL/COMMUNITY NEWSPAPER IN 7 DAYS AND ARE 12% MORE LIKELY TO*



77% HAVE READ A MAGAZINE IN 7 DAYS AND ARE 2% MORE LIKELY TO*



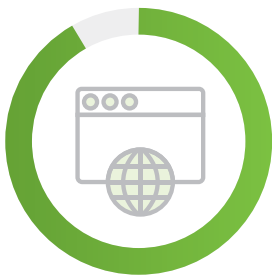
29% HAVE WATCHED PAY TV/SVOD IN 7 DAYS AND ARE 18% LESS LIKELY TO*



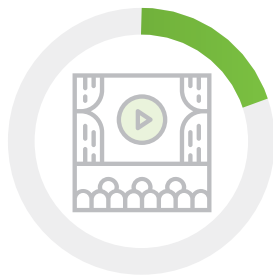
85% HAVE WATCHED COMMERCIAL TV ON A NORMAL WEEKDAY AND ARE 14% MORE LIKELY TO*



52% HAVE LISTENED TO COMMERCIAL RADIO ON A NORMAL WEEKDAY AND ARE 3% LESS LIKELY TO*



88% HAVE USED THE INTERNET IN 7 DAYS AND ARE 8% LESS LIKELY TO*



18% HAVE BEEN TO THE CINEMA IN 4 WEEKS AND ARE 29% LESS LIKELY TO*



71% HAVE SEEN OUTDOOR ADVERTISING IN 7 DAYS AND ARE 7% LESS LIKELY TO*



76% HAVE READ ADDRESSED MAIL IN 7 DAYS AND NO MORE OR LESS LIKELY TO*

**Refers to index versus the population #Roy Morgan single source Australia: Oct 2014 - Sep 2019.*

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EVERGREEN DIFFERENCE

INSIGHTS

- Deeper understanding of the 50+ consumer and media
- Unique partnerships within the 50+ community

IMPARTIALITY

- Industry research tools means smart thinking with statically valid data not filtered opinions
- We're not salaried employees of the media outlet which are naturally biased

COMPETITIVE

- Part of the AA buying group – better deals to larger agencies
- Experience across campaigns means best practice and ensures competitive comparisons
- No hidden fees in buying through Evergreen. Rates are the same as direct (generally better) saves time and avoids wastage

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