

MEDIA CONSUMPTION OF AUSTRALIAN BABY BOOMERS

Who are frequent chocolate buyers



90% HAVE READ A NEWSPAPER (PRINT, WEB OR APP) IN 7 DAYS AND ARE 15% MORE LIKELY TO*



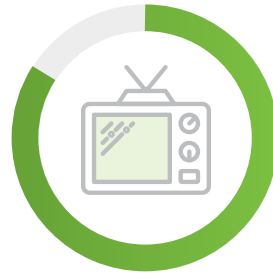
31% HAVE READ A LOCAL/COMMUNITY NEWSPAPER IN 7 DAYS AND ARE 75% MORE LIKELY TO*



86% HAVE READ A MAGAZINE IN 7 DAYS AND ARE 14% MORE LIKELY TO*



31% HAVE WATCHED PAY TV/SVOD IN 7 DAYS AND ARE 17% LESS LIKELY TO*



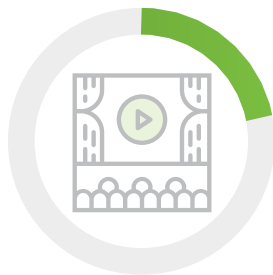
86% HAVE WATCHED COMMERCIAL TV ON A NORMAL WEEKDAY AND ARE 14% MORE LIKELY TO*



61% HAVE LISTENED TO COMMERCIAL RADIO ON A NORMAL WEEKDAY AND ARE 15% MORE LIKELY TO*



94% HAVE USED THE INTERNET IN 7 DAYS AND ARE 2% LESS LIKELY TO*



23% HAVE BEEN TO THE CINEMA IN 4 WEEKS AND ARE 11% LESS LIKELY TO*



76% HAVE SEEN OUTDOOR ADVERTISING IN 7 DAYS WHICH IS NO MORE OR LESS LIKELY TO*



64% HAVE READ ADDRESSED MAIL IN 7 DAYS AND ARE 16% LESS LIKELY TO*

*Refers to index versus the population #Roy Morgan single source Australia: Oct 2014 - Sep 2019. Seniors: born pre 1946. Boomers: born 1946-60

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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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