

# MEDIA CONSUMPTION OF AUSTRALIANS 50+

## Who garden weekly



89% HAVE READ A NEWSPAPER (PRINT, WEB OR APP) IN 7 DAYS AND ARE 14% MORE LIKELY TO\*



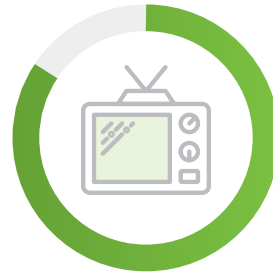
27% HAVE READ A LOCAL/COMMUNITY NEWSPAPER IN 7 DAYS AND ARE 53% MORE LIKELY TO\*



85% HAVE READ A MAGAZINE IN 7 DAYS AND ARE 13% MORE LIKELY TO\*



30% HAVE WATCHED PAY TV/SVOD IN 7 DAYS AND ARE 18% LESS LIKELY TO\*



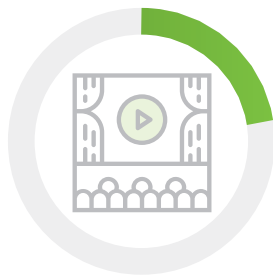
84% HAVE WATCHED COMMERCIAL TV ON A NORMAL WEEKDAY AND ARE 12% MORE LIKELY TO\*



51% HAVE LISTENED TO COMMERCIAL RADIO ON A NORMAL WEEKDAY AND ARE 6% LESS LIKELY TO\*



92% HAVE USED THE INTERNET IN 7 DAYS AND ARE 4% LESS LIKELY TO\*



22% HAVE BEEN TO THE CINEMA IN 4 WEEKS AND ARE 17% LESS LIKELY TO\*



78% HAVE SEEN OUTDOOR ADVERTISING IN 7 DAYS AND ARE 3% MORE LIKELY TO\*



79% HAVE READ ADDRESSED MAIL IN 7 DAYS AND ARE 4% MORE 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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