

Media consumption of

Australian regular golfers 60+



92% HAVE READ A NEWSPAPER (PRINT, WEB OR APP) IN 7 DAYS AND ARE 17% MORE LIKELY TO*



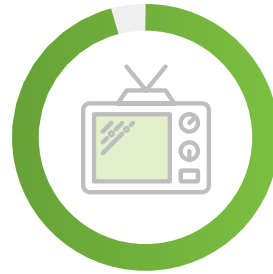
26% HAVE READ A LOCAL/COMMUNITY NEWSPAPER IN 7 DAYS AND ARE 50% MORE LIKELY TO*



87% HAVE READ A MAGAZINE IN 7 DAYS AND ARE 9% MORE LIKELY TO*



39% HAVE WATCHED PAY TV/SVOD IN 7 DAYS AND ARE 4% MORE LIKELY TO*



92% HAVE WATCHED COMMERCIAL TV ON A NORMAL WEEKDAY AND ARE 25% MORE LIKELY TO*



58% HAVE LISTENED TO COMMERCIAL RADIO ON A NORMAL WEEKDAY AND ARE 10% MORE LIKELY TO*



94% HAVE USED THE INTERNET IN 7 DAYS AND ARE 3% LESS LIKELY TO*



40% HAVE USED SOCIAL MEDIA IN AN AVERAGE WEEK AND ARE 38% LESS LIKELY TO*



75% HAVE SEEN OUTDOOR ADVERTISING IN 7 DAYS WHICH IS NO MORE OR LESS LIKELY TO*



84% HAVE READ ADDRESSED MAIL IN 7 DAYS AND ARE 13% MORE LIKELY TO*

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

Brought to you by the
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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