

MEDIA CONSUMPTION OF AUSTRALIANS 50+

Would like to holiday within Australia



87% HAVE READ A NEWSPAPER (PRINT, WEB OR APP) IN 7 DAYS AND ARE 11% MORE LIKELY TO*



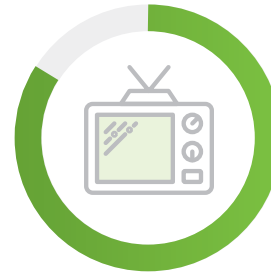
28% HAVE READ A LOCAL/COMMUNITY NEWSPAPER IN 7 DAYS AND ARE 52% MORE LIKELY TO*



84% HAVE READ A MAGAZINE IN 7 DAYS AND ARE 11% MORE LIKELY TO*



34% HAVE WATCHED PAY TV/SVOD IN 7 DAYS AND ARE 7% LESS LIKELY TO*



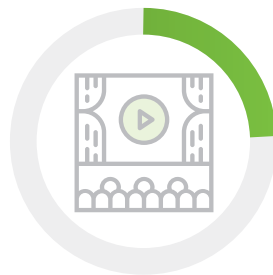
86% HAVE WATCHED COMMERCIAL TV ON A NORMAL WEEKDAY AND ARE 14% MORE LIKELY TO*



54% HAVE LISTENED TO COMMERCIAL RADIO ON A NORMAL WEEKDAY AND ARE 2% MORE LIKELY TO*



96% HAVE USED THE INTERNET IN 7 DAYS ARE 1% LESS LIKELY TO*



24% HAVE BEEN TO THE CINEMA IN 4 WEEKS AND ARE 8% LESS LIKELY TO*



82% HAVE SEEN OUTDOOR ADVERTISING IN 7 DAYS AND ARE 8% MORE LIKELY TO*



88% HAVE READ ADDRESSED MAIL IN 7 DAYS AND ARE 16% 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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