

MEDIA CONSUMPTION OF People 65+ within Melbourne



84% HAVE READ A NEWSPAPER (PRINT, WEB OR APP) IN 7 DAYS AND ARE 7% MORE LIKELY TO*



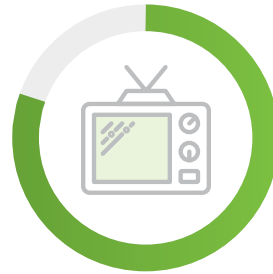
32% HAVE READ A LOCAL/COMMUNITY NEWSPAPER IN 7 DAYS AND ARE 84% MORE LIKELY TO*



83% HAVE READ A MAGAZINE IN 7 DAYS AND ARE 11% MORE LIKELY TO*



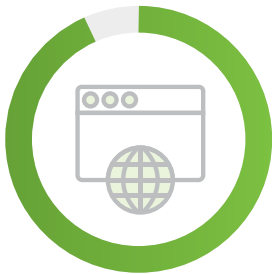
23% HAVE WATCHED PAY TV/SVOD IN 7 DAYS AND ARE 38% LESS LIKELY TO*



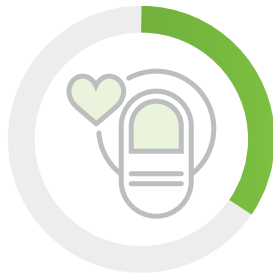
84% HAVE WATCHED COMMERCIAL TV ON A NORMAL WEEKDAY AND ARE 13% MORE LIKELY TO*



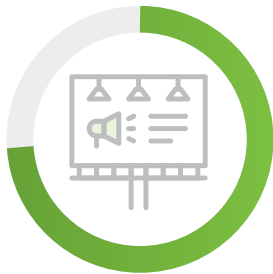
49% HAVE LISTENED TO COMMERCIAL RADIO ON A NORMAL WEEKDAY AND ARE 7% LESS LIKELY TO*



90% HAVE USED THE INTERNET IN 7 DAYS ARE 7% LESS LIKELY TO*



37% HAVE USED SOCIAL MEDIA IN AN AVERAGE WEEK AND ARE 43% LESS LIKELY TO*



72% HAVE SEEN OUTDOOR ADVERTISING IN 7 DAYS AND ARE 5% LESS LIKELY TO*



66% HAVE READ ADDRESSED MAIL IN 7 DAYS AND ARE 10% 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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