

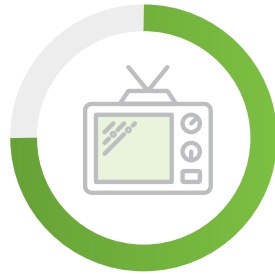
MEDIA CONSUMPTION OF AUSTRALIAN PEOPLE 40 - 64 with no religious following



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



79% HAVE READ A MAGAZINE IN 7 DAYS AND ARE 6% MORE LIKELY TO*



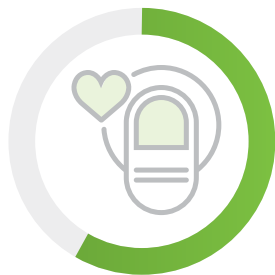
75% HAVE WATCHED COMMERCIAL TV ON A NORMAL WEEKDAY AND ARE 1% MORE LIKELY TO*



41% HAVE WATCHED PAY TV/SVOD IN 7 DAYS AND ARE 10% MORE LIKELY TO*



52% HAVE LISTENED TO COMMERCIAL RADIO ON A NORMAL WEEKDAY AND ARE 1% LESS LIKELY TO*



66% HAVE USED SOCIAL MEDIA IN AN AVERAGE WEEK AND ARE 1% MORE LIKELY TO*



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



70% HAVE READ ADDRESSED MAIL IN 7 DAYS AND ARE 17% 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 Media Republic/AA buying group with over 50 million in buying power
- 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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