

MEDIA CONSUMPTION OF PEOPLE IN MELBOURNE 50+ AND RETIRED

Planning a holiday in the next 12 months



61% HAVE READ A NEWSPAPER (EXC COMMUNITY) IN 7 DAYS AND ARE 68% MORE LIKELY TO*



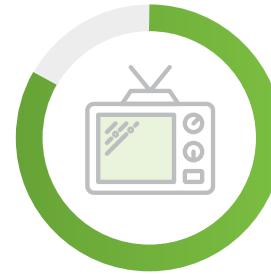
38% HAVE READ A LOCAL/COMMUNITY NEWSPAPER IN 7 DAYS AND ARE 122% MORE LIKELY TO*



72% HAVE READ A MAGAZINE IN 7 DAYS AND ARE 15% MORE LIKELY TO*



22% HAVE WATCHED PAY TV/SVOD IN 7 DAYS AND ARE 22% LESS LIKELY TO*



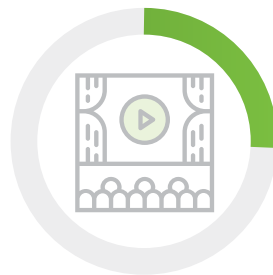
87% HAVE WATCHED COMMERCIAL TV ON A NORMAL WEEKDAY AND ARE 17% MORE LIKELY TO*



53% HAVE LISTENED TO COMMERCIAL RADIO ON A NORMAL WEEKDAY AND ARE 3% LESS LIKELY TO*



90% HAVE USED THE INTERNET IN 7 DAYS AND ARE 8% LESS LIKELY TO*



26% HAVE BEEN TO THE CINEMA IN 4 WEEKS AND ARE 8% LESS LIKELY TO*



74% HAVE SEEN OUTDOOR ADVERTISING IN 7 DAYS AND ARE 4% LESS LIKELY TO*



65% 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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