

COMMERCIAL RADIO REACHES CAR BUYERS AGED 16+

Radio Listening

Over 1.7 million Car buyers* tune into commercial radio across 5 major Metro markets each week.



80% of Car buyers

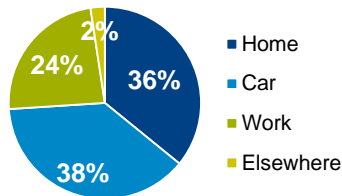
*Cumulative Audience



Car buyer listeners spend **14 hrs 28 mins** Listening to commercial radio each week.*

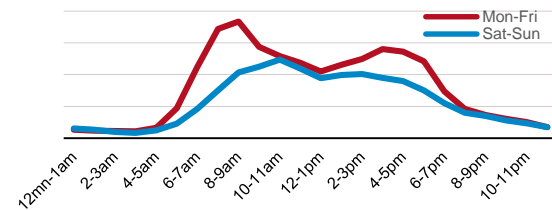
*Time Spent Listening

Mostly listening to commercial radio in the car or at home*



*Share of listening

The best time to reach Car buyers is between 7-9am and 2-6pm Mon-Fri*



*Average Audience ('000)

Who are they?

53.6% Male

46.4% Female

Average Age **39.5**

69.3% have higher education

1 in 3 are managers or professionals

24.4% have household income of \$120K+

Compared with commercial radio listeners aged 16+, Car buyer listeners are more likely to...

Work full time **48.1%**
(vs. 42.8% P16+)

Spend \$176+ per week on groceries **38.8%**
(vs. 34.8% P16+)

Live in a house with 1-2 kids **30.2%**
(vs. 26.2% P16+)

Media habits

Commercial radio reaches car buyers who don't engage with other commercial media

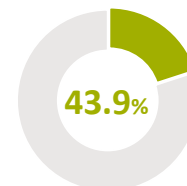
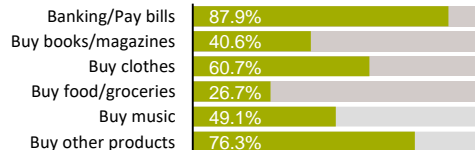
19.1% don't watch commercial television in an average day.

24.0% don't read newspapers in an average week.

9.5% don't use any social media (Facebook, Instagram, LinkedIn, Twitter, Other).

Car buyer listeners are internet savvy

Car buyer listeners use the internet for a range of tasks and purchases



Car buyer listeners spend 3+ hours per day on the internet