

COMMERCIAL RADIO REACHES HOME RENOVATORS



Radio Listening

Over 4.3m Home Renovators* tune into commercial radio across 5 major Metro markets each week.



78% of Home Renovators

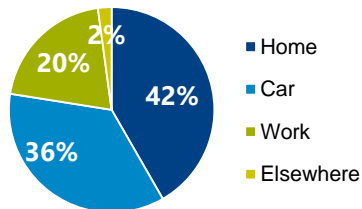
*Cumulative Audience



Home renovator listeners spend **14 hrs 43 mins** listening to commercial radio each week.*

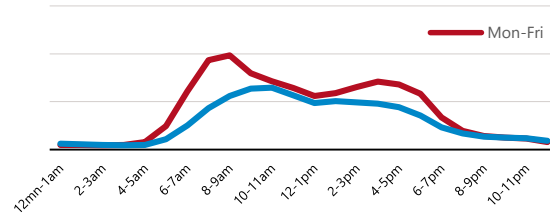
*Time Spent Listening

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



*Share of listening

The best time to reach Home Renovators is 7-9am Mon-Fri*



*Average Audience (000)

Who are they?

48.7% Male

51.3% Female

Average Age
47.1

76.5% Have higher education

Almost 2 in 3 Work full or part time

28.7% Live in household with income of \$120K+

Compared with commercial radio listeners aged 18+, home renovator listeners are more likely to...

Spend \$175+ per week on groceries
37.9%
(vs. 34.3% P18+)



Live in a home owned outright or under mortgage
80.8%
(vs. 67.1% P18+)



Have home and/or contents insurance
82.4%
(vs. 68.3% P18+)



Opportunities

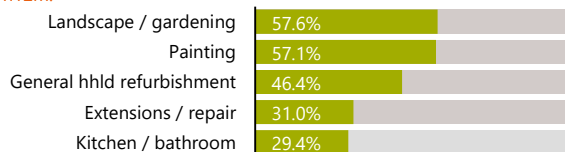
Commercial radio engages with those who don't engage with other traditional commercial media

15.9% Of home renovator listeners don't watch commercial tv in an average day.

24.9% Of home renovator listeners don't read newspapers in an average week.

Opportunities to target different types of home renovators

% home renovator listeners intending each type of renovation in n12m.



Home renovator listeners more likely to be intending to buy in n12m

