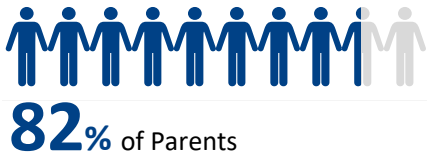


# COMMERCIAL RADIO REACHES PARENTS



Radio Listening

Almost 2.3 million Parents\* tune into commercial radio across 5 major Metro markets each week.



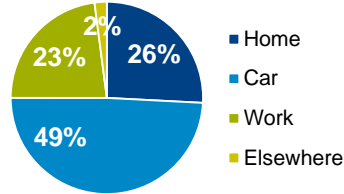
\*Cumulative Audience



Parent listeners spend **12 hrs 36 mins** listening to commercial radio each week.\*

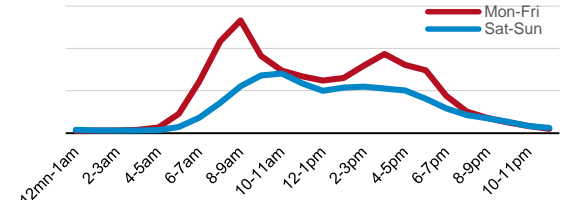
\*Time Spent Listening

Mostly listening to commercial radio in the car\*



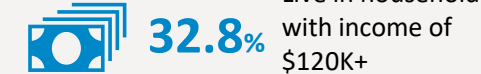
\*Share of listening

The best time to reach Parents is between 7 9am and 2-5pm Mon-Fri\*



\*Average Audience ('000)

Who are they?



Compared with commercial radio listeners aged 10+, Parent listeners are more likely to...

Have bought takeaway food in past month **76.0%** (vs. 67.5% P10+)



Live in a home with a mortgage **48.3%** (vs. 33.3% P10+)



Spend \$176+ per week on groceries **53.8%** (vs. 36.4% P10+)



Own a car **92.8%** (vs. 77.5% P10+)



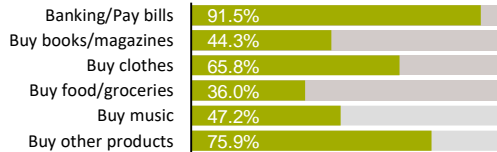
Opportunities

Commercial radio reaches Parents who don't engage with other traditional commercial media

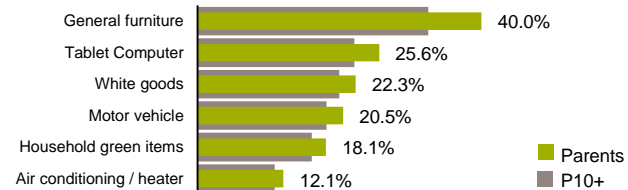


Parent listeners are internet savvy

Parent listeners use the internet for a range of tasks and purchases



Parent listeners more likely to be intending to buy in n12m



■ Parents  
■ P10+