

The Grocery Buyer

Radio can influence a purchase decision by creating awareness close to a shopping destination. This is particularly effective for grocery store brands as 70% of purchase decisions are made in store.

The ability to reach Australians anywhere increases opportunity for exposure, reach and awareness amongst the busy people of today.

Across 2009 Commercial radio had a weekly cumulative audience of 3,797,000 different Grocery Buyers tuning in to commercial radio in metropolitan areas.

That is 73% of all Grocery Buyers who listen to radio tune into commercial radio.

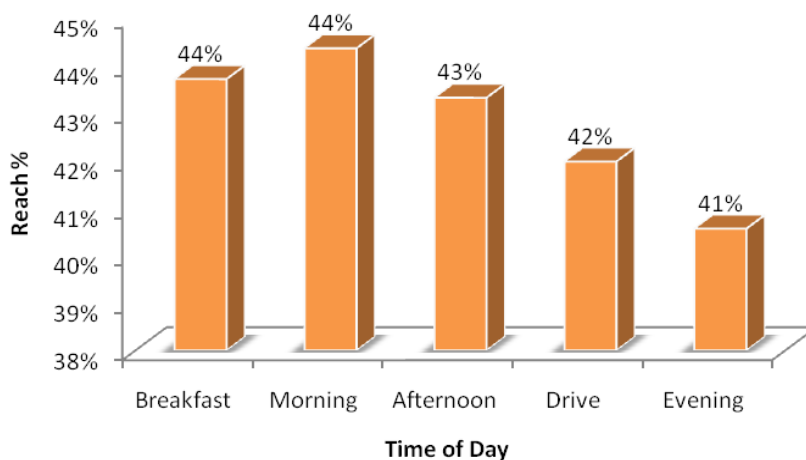


Grocery Buyers - Time of day

Commercial radio provides more opportunities for a message to impact the listener.

Across all day parts Grocery Buyers are one of the most dominant demographic groups consuming commercial radio consistently across the day.

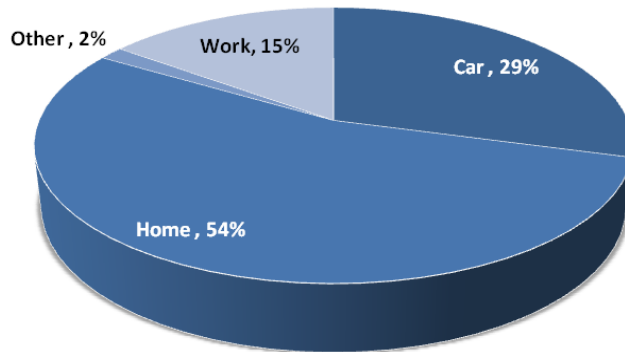
The frequency of radio ads can jog the memory to reinforce the message. Radio allows advertisers to extend the frequency of the message to achieve specific objectives.



Source: Nielsen Radio Rating, Av. of five Metropolitan cities, Survey 1-8 2009, Mon to Sun BMADE, Grocery Buyers Reach.

Grocery Buyers - Place of listening

Commercial radio is a highly portable and flexible medium, delivering timely and relevant messages. In 2009 the majority of commercial radio listening by grocery buyers occurred at home (54%). In car listening represents 29% of all commercial radio listening by grocery buyers and at work listening is still strong among grocery buyers at 15% of total listening.



Source: Nielsen Radio Rating, Average of five Metropolitan cities, Survey 1-8 2009, Monday to Sunday 530am-12midnight, Grocery Buyers place of listening

Shopping Centers

35% of commercial radio listeners visit a shopping centre once a week.
 29% visit several times a week.

Of commercial radio listeners who visit the shopping centre once a week

- 84% spend time in a supermarket
- 54% spend time in a department store
- 40% spend time in a food hall
- 45% bought item(s) from a furniture/appliance store
- 82% bought item(s) from a department store
- 93% bought item(s) from a supermarket

In an average week, 63% of commercial radio listeners spend \$20-\$199 on entertainment.



Supermarkets

39% of commercial radio listeners visit a supermarket once a week.
 Of those people, 89% spend \$20-\$199 in the supermarket in an average week.

Source: Nielsen Panorama, Fused 12 monthly database, Survey 9 2009 (Nov 08 – Oct 09), all people 14yrs+ unless otherwise stated.