

COMMERCIAL RADIO REACHES GROCERY BUYERS AGED 16+

Radio Listening

Over 5.3 million grocery buyers* tune into commercial radio across 5 major Metro markets each week.



77% of Grocery Buyers

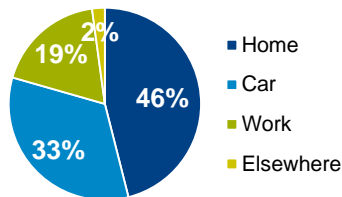
*Cumulative Audience



Grocery buyer listeners spend **14 hrs 57 mins** listening to commercial radio each week.*

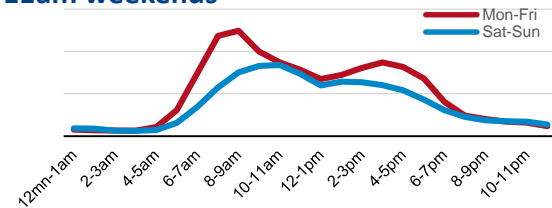
*Time Spent Listening

Mostly listening to commercial radio at home*



*Share of listening

The best time to reach grocery buyers is between 7-11am and 2-5pm Mon-Fri* & 9-11am weekends



*Average Audience (000)

Who are they?

34.2% Male

65.8% Female

Average Age

46.8
(vs. 44.1 P16+)



71.4% have higher education



More than **1 in 3** are managers or professionals



20.7% have household income of \$120K+

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

Work part time or casually **22.4%**
(vs. 19.1% P16+)



Live in rented accommodation **33.7%**
(vs. 30.4% P16+)



Be a parent / guardian of child 0-17 **25.1%**
(vs. 22.9% P16+)



Media habits

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

17.3%

don't watch commercial television in an average day.

27.4%

don't read newspapers in an average week.

15.6%

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

Grocery buyer listeners are internet savvy

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

