

Commercial Radio Reaches Finance/Investment product purchasers



Radio Listening

Over 1.8m (79%) Finance / Investment product purchasers* tune into commercial radio across 5 major Metro markets each week.



*Cumulative Audience

Listeners intending to purchase finance/ investment products spend

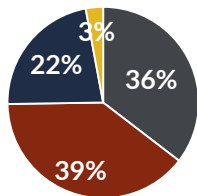
12 hrs 29 mins

listening to commercial radio each week.*



*Time Spent Listening

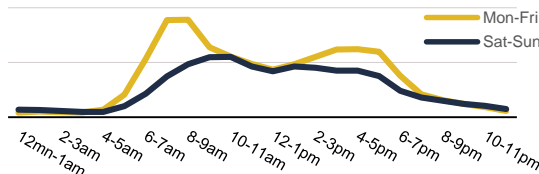
Mostly listening to commercial radio in the **car** or at **home***



- Home
- Car
- Work
- Elsewhere

*Share of listening

The best time to reach Finance / Investment product purchasers is **7-9am Mon-Fri***



*Average Audience (000)

Who are they?

57.2%
Male

42.8%
Female

Average Age
39.2

75.4% Have higher education

2 in 3 Work full or part time

36.8% Live in household with income of \$120K+

Compared with commercial radio listeners aged 10+, listeners intending to purchase finance/ investment products are more likely to...

Be employed as managers and professionals (ABs)
45.6%
(vs. 31.1% P10+)



Speak a language other than English at home
29.2%
(vs. 24.4% P10+)



Already have personal investments
78.5%
(vs. 59.8% P10+)



Opportunities

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

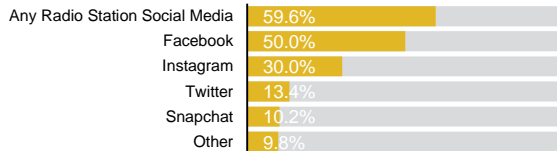
20.2%

Of Listeners intending to purchase finance/investment products don't watch commercial tv in an average day.

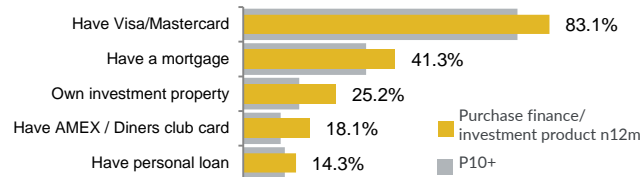
23.3%

Of Listeners intending to purchase finance/investment products don't read newspapers in an average week.

Listeners intending to purchase finance/ investment products engage with radio stations via social media*



Listeners intending to purchase finance/investment products more likely to have other finance products



Commercial Radio Reaches People with Personal Investments



Radio Listening

Over 5.2m (76%) people with personal investments* tune into commercial radio across 5 major Metro markets each week.



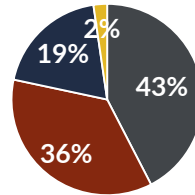
*Cumulative Audience

Listeners with personal investments spend **13 hrs 50 mins** listening to commercial radio each week.*



*Time Spent Listening

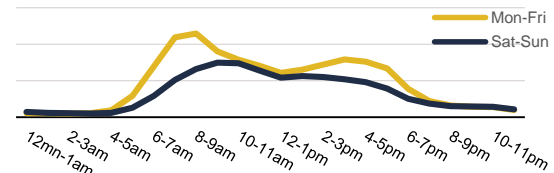
Mostly listening to commercial radio at **home** or in the **car***



- Home
- Car
- Work
- Elsewhere

*Share of listening

The best time to reach people with personal investments is **7-9am Mon-Fri***

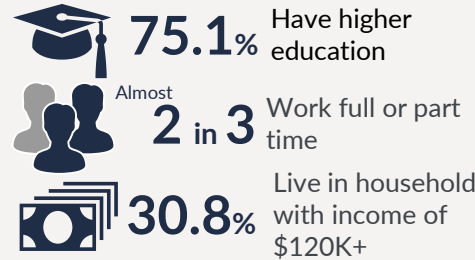


*Average Audience ('000)

Who are they?



Average Age
46.8



Compared with commercial radio listeners aged 18+, listeners with personal investments are more likely to...

Be employed as managers and professionals (ABs)
40.7%
(vs. 35.3% P18+)



Live in a home that is owned outright
39.3%
(vs. 35.3% P18+)

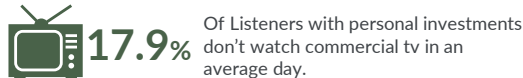


Intend to renovate in n12m
54.0%
(vs. 45.7% P18+)



Opportunities

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



Commercial radio also reaches those who don't have personal investments*

Providing opportunities to target people who don't have personal investments via Commercial Radio



*Cumulative Audience (%)

Listeners with personal investments more likely to have other finance products

