

COMMERCIAL RADIO REACHES CAR BUYERS AGED 16+



Radio Listening

Over 1.9 million car buyers* tune into commercial radio across 5 major metro markets each week.



79% of car buyers

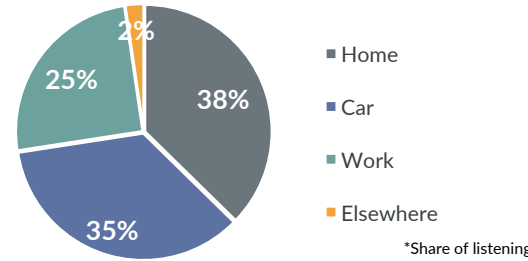
*Cumulative Audience



Listeners planning on buying a car spend **14 hrs 21 mins** listening to commercial radio each week.*

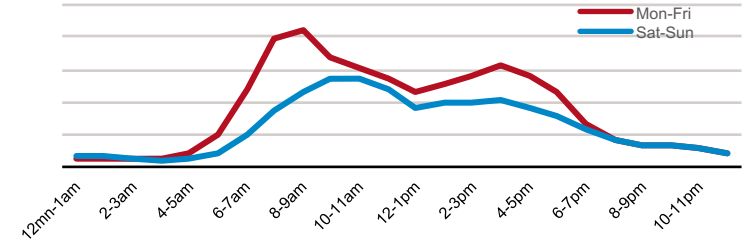
*Time Spent Listening

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



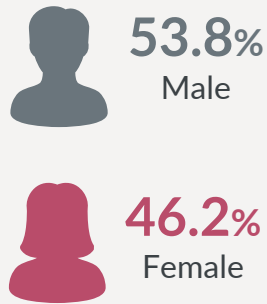
*Share of listening

Best time to reach car buyers: between 7-10am and 3-4pm Mon-Fri*



*Average Audience (000)

Who are they?



Average age

41.1

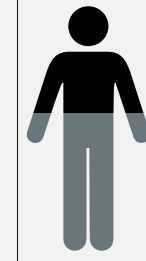


74.0% have higher education

More than **2 in 5** are managers or professionals

35.1% have household income of \$120K+

Compared with commercial radio listeners aged 16+, those planning on buying a car are more likely to...



work full time **55.9%** (vs. 47.0% P16+)



spend \$176+ per week on groceries **43.5%** (vs. 39.8% P16+)

Media habits

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



don't watch commercial television in an average day.

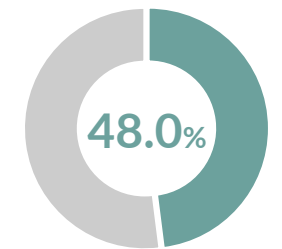
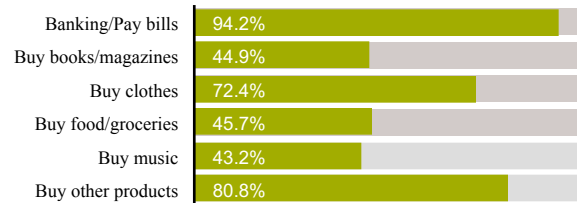


don't read newspapers in an average week.



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

Listeners intending on buying a car are internet savvy, using the internet for a range of tasks and purchases



of listeners intending to buy a car spend 3+ hrs per day on the internet

Source: GfK Radio Ratings, Mon-Sun 12mn-12mn, Car Buyers 16+, SMBAP S1-2 2021, % of Commercial Radio Listeners (unless otherwise stated)