

# COMMERCIAL RADIO REACHES COMPREHENSIVE VEHICLE INSURANCE HOLDERS



Radio Listening

## Over 7.5m Comprehensive vehicle insurance holders\*

tune into commercial radio across 5 major Metro markets each week.



**77%** of Comprehensive vehicle insurance holders

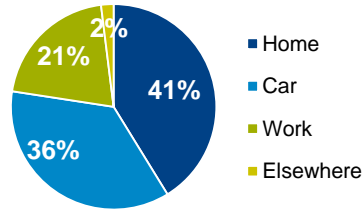
\*Cumulative Audience



Listeners with Comprehensive vehicle insurance spend **14 hrs 38 mins** listening to commercial radio each week.\*

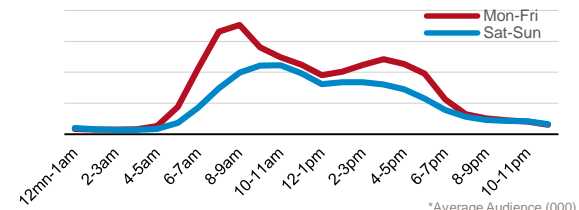
\*Time Spent Listening

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



\*Share of listening

## The best time to reach Comprehensive vehicle insurance holders is 7-10am Mon-Fri\*



\*Average Audience (000)

Who are they?

**47.4%**  
Male

Average Age

**47.3**

**52.6%**  
Female



**72.4%** Have higher education



Almost **2 in 3** Work full or part time



**25.7%** Live in household with income of \$120K+

## Compared with commercial radio listeners aged 18+, listeners with Comprehensive vehicle insurance are more likely to...

Intend to renovate in n12m  
**49.4%**  
(vs. 45.2% P18+)



Live in a home owned outright or under mortgage  
**72.4%**  
(vs. 67.2% P18+)



Have home and/or contents insurance  
**79.7%**  
(vs. 68.4% P18+)



Opportunities

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

**16.6%**

Of Listeners with Comprehensive vehicle insurance don't watch commercial tv in an average day.

**28.0%**

Of Listeners with Comprehensive vehicle insurance don't read newspapers in an average week.

## Commercial radio also reaches those who don't have comprehensive vehicle insurance\*

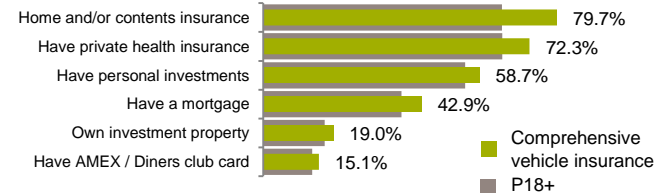
Providing opportunities to target people who don't have comprehensive vehicle insurance via Commercial Radio

**73.7%**



\*Cumulative Audience (%)

## Listeners with Comprehensive vehicle insurance more likely to have other insurance or finance products



# COMMERCIAL RADIO REACHES HOME / CONTENTS INSURANCE HOLDERS



Radio Listening

## Over 6.5m Home/contents insurance holders\*

tune into commercial radio across 5 major Metro markets each week.



**77%** of Home/contents insurance holders

\*Cumulative Audience



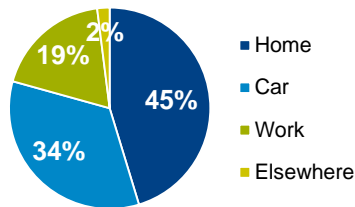
Listeners with Home / contents insurance spend

**15 hrs 14 mins**

listening to commercial radio each week.\*

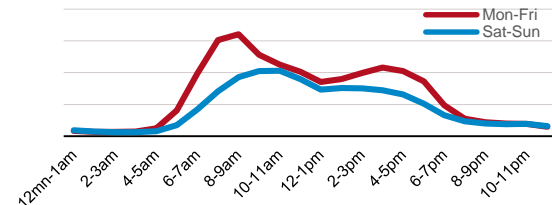
\*Time Spent Listening

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



\*Share of listening

## The best time to reach Home/contents insurance holders is 7-10am Mon-Fri\*



\*Average Audience (000)

Who are they?

**47.3%**  
Male

Average Age

**50.3**

**52.7%**  
Female



**72.7%** have higher education

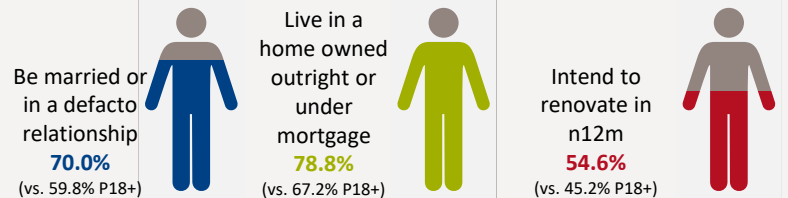


Almost **2 in 3** Work full or part time



**26.5%** Live in household with income of \$120K+

## Compared with commercial radio listeners aged 18+, listeners with home/contents insurance are more likely to...



Opportunities

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

**14.3%**

Of Listeners with Home / Contents insurance don't watch commercial tv in an average day.

**25.0%**

Of Listeners with Home / Contents insurance don't read newspapers in an average week.

## Commercial radio also reaches those who don't have home or contents insurance\*

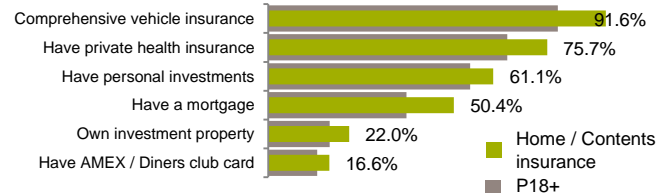
Providing opportunities to target people who don't have Home or contents insurance via Commercial Radio

**76.0%**



\*Cumulative Audience (%)

## Listeners with Home / Contents insurance more likely to have other insurance or finance products



# COMMERCIAL RADIO REACHES PRIVATE HEALTH INSURANCE HOLDERS



Radio Listening

## Over 6.2m Private health insurance holders\*

tune into commercial radio across 5 major Metro markets each week.



**77%** of Private health insurance holders

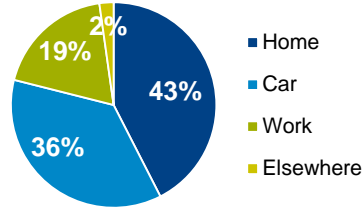
\*Cumulative Audience



Listeners with Private health insurance spend **13 hrs 56 mins** listening to commercial radio each week.\*

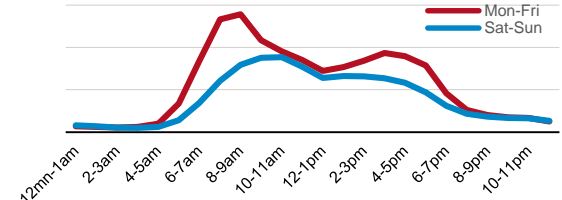
\*Time Spent Listening

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



\*Share of listening

## The best time to reach Private health insurance holders is 7-10am Mon-Fri\*



\*Average Audience (000)

Who are they?



Average Age

**46.9**



**74.9%** have higher education



Almost **2 in 3** Work full or part time



**28.4%** Live in household with income of \$120K+

## Compared with commercial radio listeners aged 10+, listeners with Private health insurance are more likely to...

Be planning to travel by air in n12m **62.2%** (vs. 56.3% P18+)



Buy wine regularly **51.6%** (vs. 45.4% P18+)



Intend to renovate in n12m **50.2%** (vs. 45.2% P18+)



Opportunities

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



Of Listeners with Private health insurance don't watch commercial tv in an average day.



Of Listeners with Private health insurance don't read newspapers in an average week.

## Commercial radio also reaches those who don't have private health insurance\*

Providing opportunities to target people who don't have private health insurance via Commercial Radio



\*Cumulative Audience (%)

## Listeners with Private health insurance more likely to have other insurance or finance products

