

RADIO AND ONLINE PURCHASES: THE PERFECT PAIR



Commercial radio listeners are online savvy – they have a high propensity to purchase products and services on digital platforms, making radio the perfect choice for advertisers wishing to direct consumers to their website, app or social media page.

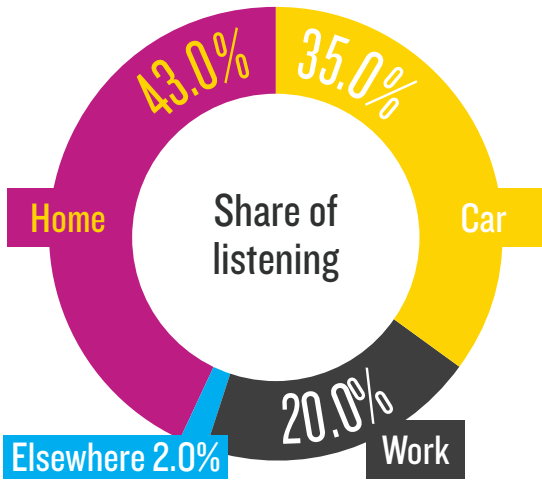
RADIO LISTENING

OVER 9.5
MILLION

OR 77%

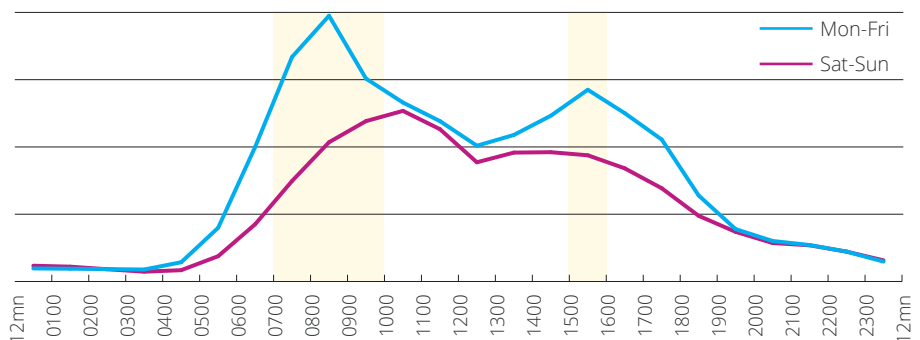
OF ONLINE SHOPPERS*
tune into commercial radio
across five major metropolitan
markets each week

**cumulative audience*

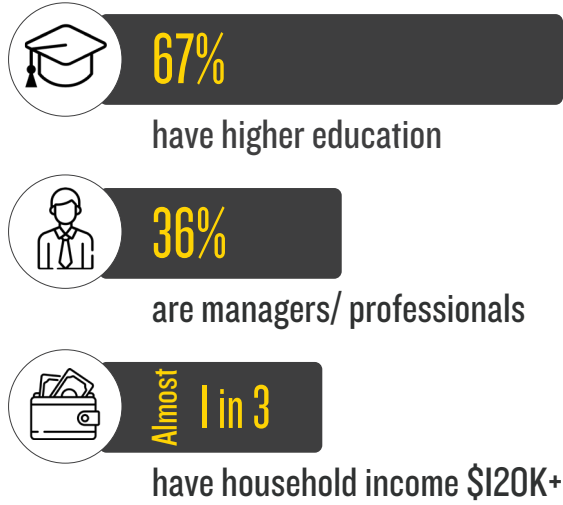
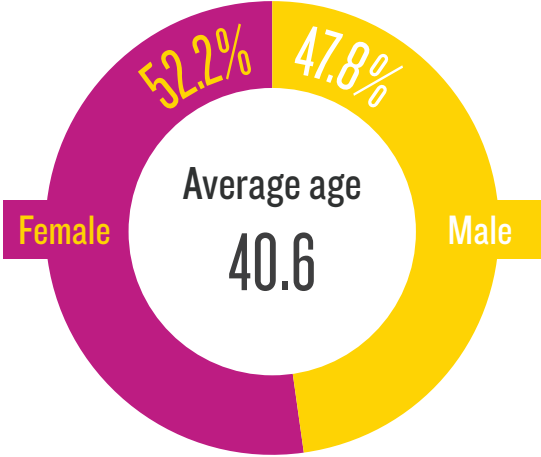


Online shopper
listeners spend
12 HRS 36 MINS
listening to commercial
radio each week

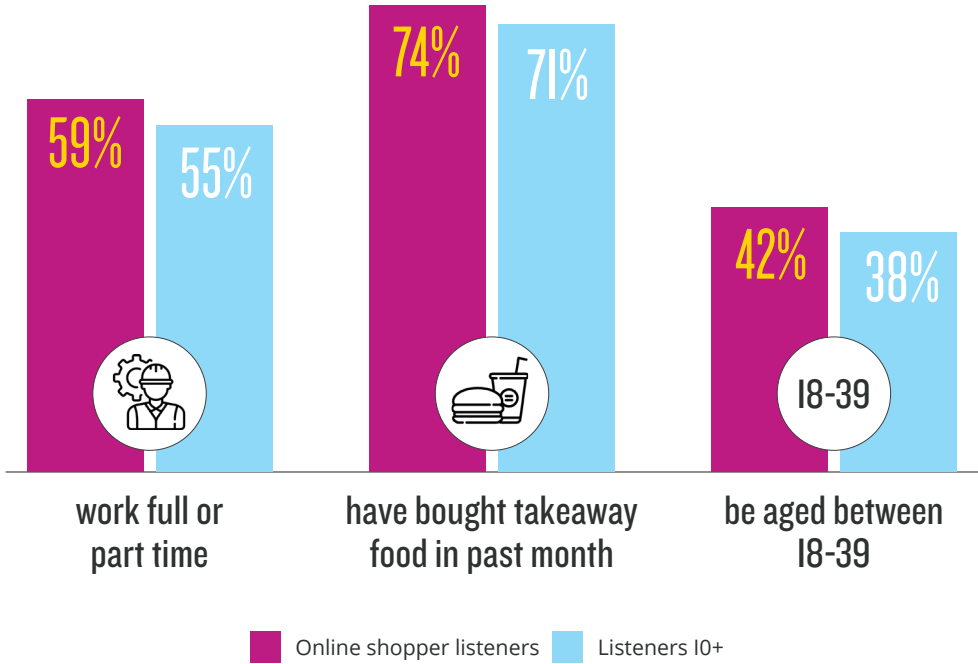
The best time
to reach online
shoppers is between
7-10AM and **3-4PM**
MONDAY-FRIDAY



WHO ARE THEY?



Compared with commercial radio listeners 10+, ONLINE SHOPPERS ARE MORE LIKELY TO...



OPPORTUNITIES

RADIO REACHES LARGE ONLINE SHOPPER AUDIENCES

who don't engage
with other traditional
and social media

Almost
40% or
3.7 MILLION



don't use
Instagram

Almost
1 in 5 or
1.7 MILLION



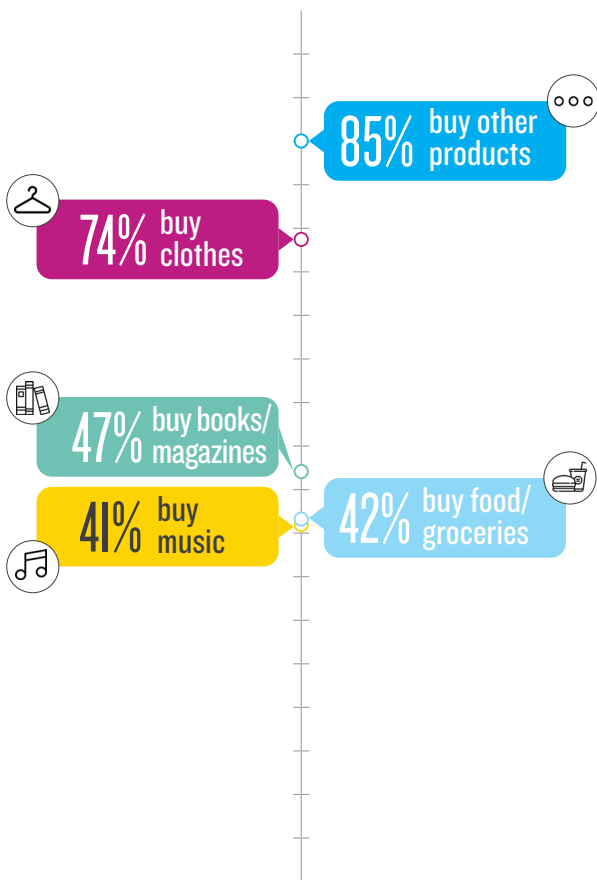
don't use
Facebook

28%
or
2.6 MILLION

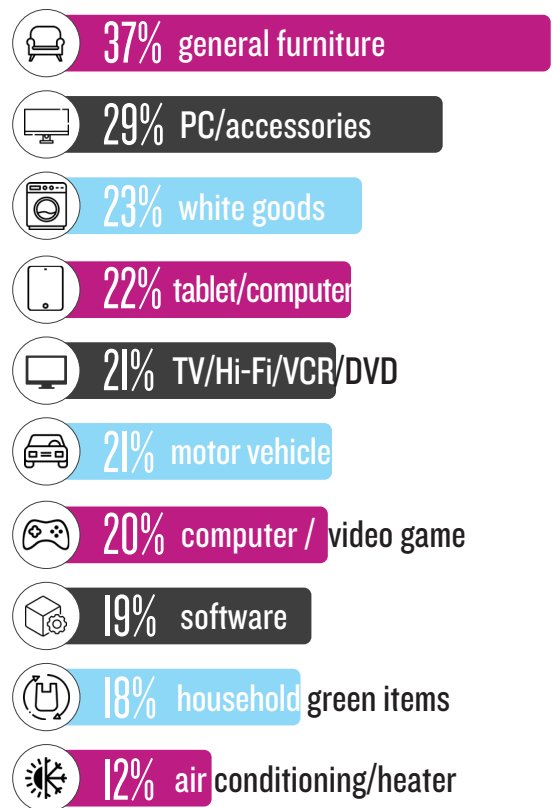


don't engage with
commercial TV
(in an average day)

ONLINE SHOPPING CATEGORIES TO TARGET



ONLINE SHOPPERS INTEND TO PURCHASE#:



#in the next 12 months