



AUSTRALIA'S BIGGEST CONTENT PRODUCERS

DATA PROVEN RELEVANT AND ACCURATE



Australian media agencies challenged Australia's biggest publishers and broadcasters to prove the quality of their data. We tested the most requested target audiences and independently surveyed them to prove their relevancy and accuracy. The most requested segments from advertisers all exhibited the expected behaviours they seek in a targeted buy.

Youth

77% OF 18-34YR OLD'S
29% VISIT A CONVENIENCE STORE
41% VISIT A FAST FOOD STORE
32% PLAY A VIDEO GAME



77%

of 18-34yr old's confirmed they were in this age bracket (higher than industry average)

Grocery

93% ARE MAIN GROCERY BUYERS
39% NOTICE ADVERTS ON TV
60% REFER TO SHOP CATALOGUES
56% MAKE A NOTE TO BUY THINGS ADVERTISED



93%

of grocery buyers confirmed they were the main grocery buyer in the household

Travel

54% OF TRAVEL ENTHUSIASTS
47% ONLINE
20% BY PHONE
17% IN STORE



54%

of travel enthusiasts will book a trip within the next 3 months



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