

17.6 million News brand readers across 15 geoTribes

As well as facilitating segmentation to advertisers' own specific definitions of their target markets, emma CMV™ allows advertisers access to geoTribes, geoSmart and Mosaic segmentation data. Each of these approaches are recognised around the globe as consumer segmentations which are easily understood and manage to achieve strong discrimination across each of their respective segments.

Here we take a look at how geoTribes segments describe the 17.6 million News brand readers in Australia.*¹

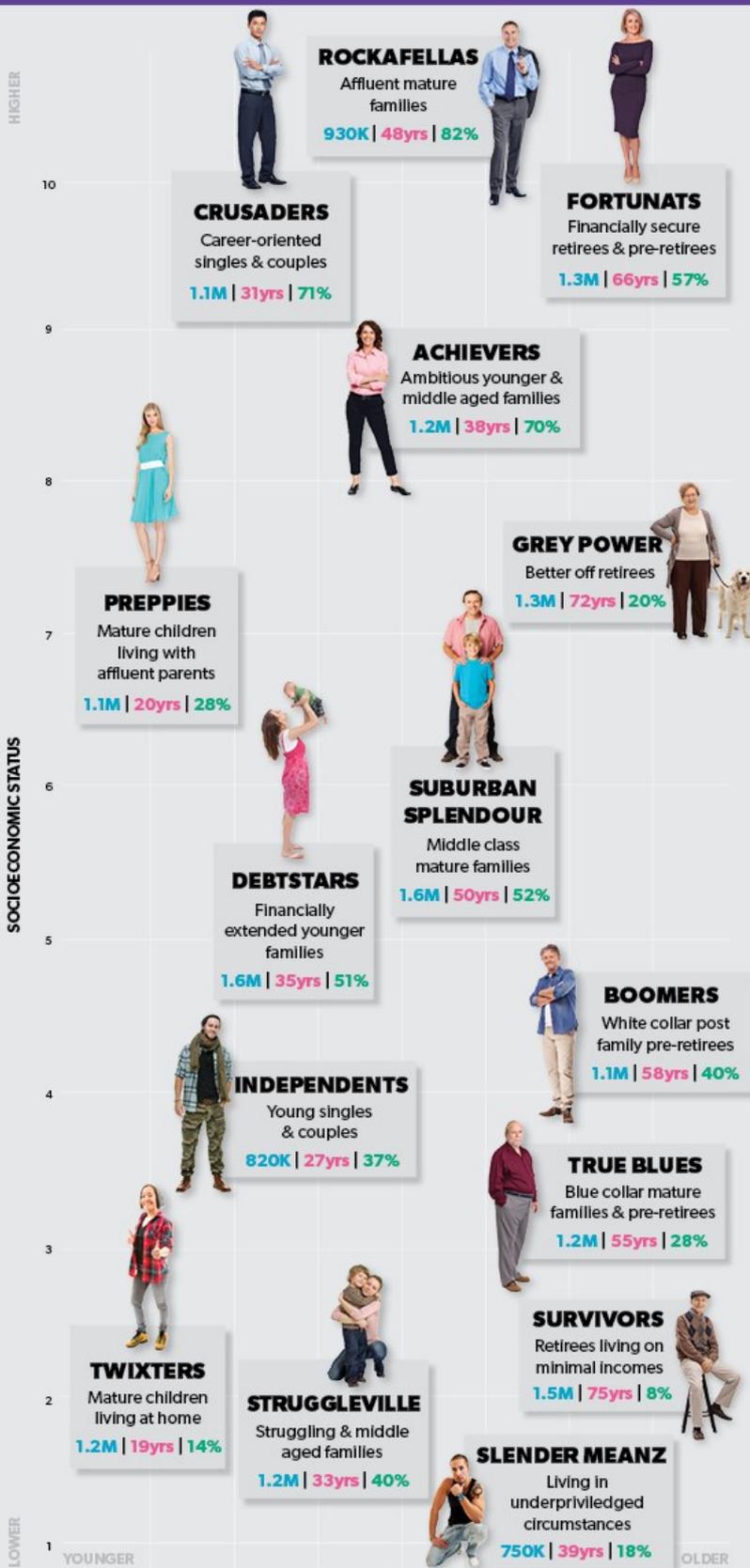
Lifecycle stage, age and socioeconomic status can define the consumer

geoTribes applies lifecycle stage, age and socioeconomic status as key factors that define different groups of consumers with different lifestyles, attitudes, needs, behaviours and purchasing. The geoTribes scheme has 15 segments.*²

News brand readers' geoTribes, audience size, average age and social grade

To many advertisers, Rockafellas will appear as an attractive opportunity. Summarized as consumers who are in "affluent mature families", there are 943k Australians who are classified as such. Representing a reach to 98% of the segment, 926k of the Rockafellas read News brands either through newspapers, newspapers online or across both platforms. Specifically looking at these Rockafellas readers, they have an average age of 48 years and we find that 4 out of 5 of them are in the Social grade AB. Looking across the population, only 41% of Australians are classed as Social grade AB - At 82%, Rockafellas are twice as likely to be Social grade AB.

LOOKING AT NEWS BRAND READERS, 15 geoTRIBES SEGMENTS CAN BE USED TO DESCRIBE ADVERTISERS' TARGET MARKETS²



Living at home | Young independents | Young families | Middle aged families | Mature families | Mature independents | Early seniors | Late seniors

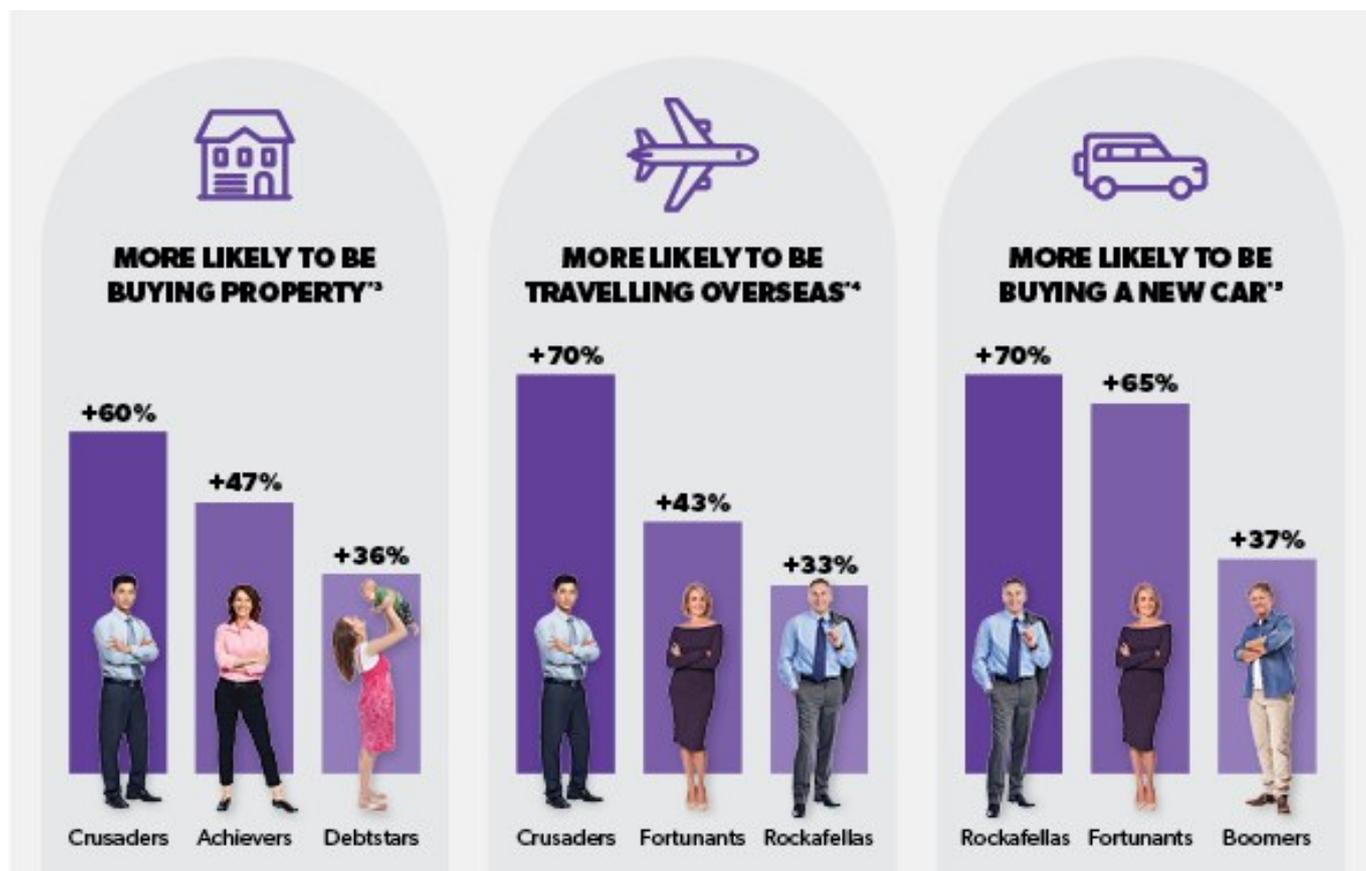
LIFECYCLE STAGE

News brand readers (M)
 Average age (yrs)
 Social grade AB (%)

Readers are more likely to buy some products and services

Rockafellas readers represent strong opportunities for advertisers across a wide range of products and services. For example, compared to the average Australian aged 14+, these readers are 70% more likely to be buying a new car, 34% more likely to be buying a property and 33% more likely to be travelling overseas in the next 12 months.^{*3*4*5}

Buyer graphics for geoTribes/News Media readers INDEXED against Australians aged 14+ (=100ix)^{*3}



Of course, it's not just the wealthy consumers who are of interest to advertisers. For example, Struggleville are 66% more likely to be applying for a car/personal loan in the next 6 months, Survivors are 30% more likely to have undertaken home renovations in the last 12 months and True Blues are 37% more likely to be gardeners.^{*6}

Reaching advertisers' target markets on a vast scale

With a 94% reach to Australians aged 14+, across 17.6m readers, growing digital readership and strong newspaper readership now sees 10.9m reading both Print

AND Digital news brands. News brands get advertisers in touch with their target markets on a vast scale.*1

Sources

emma™, 12 months to December 2019. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ALSO Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weeks to December 2019, people 14+ calibrated to Nielsen Digital Content Ratings data for the equivalent period.

*1 17.6m News brand readers across Print and Digital news brands.

*2 Go to <https://rdaresearch.com/geotribes/>

*3 For any given geoTribes segment, “More likely” relates to the percentage of News brand readers within the segment who intend to buy property in the next 12 months INDEXED against the percentage of the Population aged 14+ who intend to buy property in the next 12 months (=100ix). Eg 24.4% of Crusaders who read News brands intend to buy property in the next 12 months. This compares to 15.3% of the Population aged 14+ intending to buy property in the next 12 months. Crusaders who read News brands therefore index at $24.4 \times 100 / 15.3 = 160ix$ or are +60% More likely to be intending to buy in the next 12 months.

*4 As *3 but relating to those News brand readers who intend to be travelling overseas in the next 12 months.

*5 As *3 but relating to those News brand readers who intend to buy a new car in the next 12 months.

*6 Note that indexes relating to Struggleville, Survivors, Slender Meanz and True Blues are Nov19 data as Dec19 was not yet available at the time of publishing.

[Click here to download the A3 Flyer infographic geoTRIBES](#)