

BANKING

**MORE THAN
1.4 MILLION**

people aged 15+ state that they have money invested.

So which media do these consumers invest their time in?

Well, **77%** of these people have read a newspaper in the last seven days.



Moderate to Heavy Media Consumption*

Amount Invested/ Term Deposit in Bank	Daily Paper %	TV %	Radio %	Internet %
Less Than \$5,000	13	17	17	18
\$5,000-\$24,999	22	23	24	23
\$25,000-\$49,999	12	13	13	10
\$50,000-\$99,999	13	13	14	11
\$100,000 or more	39	34	33	37

Daily newspapers are the best vehicle for generating a **consumer response to advertising**.

76% of 15+ readers who hold bank accounts decide where to buy something from information in a Daily Newspaper.

Decide Where To Buy From

	%
Daily Paper	76
TV	58
Radio	46

* Moderate to heavy media consumption refers to:

Daily Paper: read 3+ p/w
TV: watch 14+ hours p/w
Radio: listen to 7+ hours p/w
Internet: Use 60+ mins p/w



Newspaper readers are more likely to have \$50,000 plus invested or saved in a term deposit than 15+ people who hold bank accounts.

Moderate to Heavy Media Consumption*

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Daily Paper	112
TV	100
Radio	99
Internet	102

Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
Base: All 15+ money invested - Population: 1,450,000 Sample: 5,095