

FAIRFAX RETAIL CONSUMER STUDY JANUARY 2015

RESEARCH OVERVIEW:

The study was conducted by GfK Australia on behalf of Fairfax Media in the lead up to the 2014 Christmas period.

An online survey ran in early December, with 1,033 respondents. This was supplemented with a qualitative study, which ran for 10 days in mid-December.

The research aimed to uncover:

1. How Australian consumers shop for key product categories
2. The pre-purchase stages of the consumer journey
3. The role of Fairfax in the consumer journey

Full results will be available in March 2015.

RETAIL MARKET SNAPSHOT:

\$1,741

AVERAGE SPEND BY AUSTRALIAN CONSUMERS IN THE THREE MONTHS TO CHRISTMAS 2014

9 in 10

CONSUMERS MADE A PURCHASE IN-STORE

2 in 3

CONSUMERS MADE A PURCHASE ONLINE

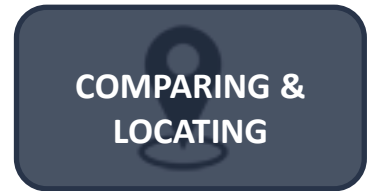
THERE ARE THREE PRE-PURCHASE STAGES IN THE CONSUMER JOURNEY:



Consumers are passively on the look out for products that are in a category of interest.



Consumers are actively sourcing information and forming a mental storage bank to help inform a decision.



Consumers have rationalised a purchase and are looking to buy.

5.6

DIFFERENT MEDIA SOURCES USED IN THIS STAGE

60%

OF CONSUMERS USE PRINT OR ONLINE NEWS SOURCES IN THIS STAGE

52%

OF READERS AGREE: **"FAIRFAX MASTHEADS INSPIRE ME AND GIVE ME IDEAS FOR THINGS TO BUY FOR MYSELF AND OTHERS"**.

5.0

DIFFERENT MEDIA SOURCES USED IN THIS STAGE

55%

OF CONSUMERS USE PRINT OR ONLINE NEWS SOURCES IN THIS STAGE

1 in 2

READERS HAVE **SEARCHED ONLINE OR VISITED AN ADVERTISER'S WEBSITE** AFTER SEEING AN ADVERTISEMENT IN A FAIRFAX PUBLICATION.

3.5

DIFFERENT MEDIA SOURCES USED IN THIS STAGE

47%

OF CONSUMERS USE PRINT OR ONLINE NEWS SOURCES IN THIS STAGE

1 in 3

READERS HAVE **VISITED A STORE OR PURCHASED A PRODUCT** AFTER SEEING IT ADVERTISED IN A FAIRFAX PUBLICATION.

Source: Fairfax Media Retail Consumer Study, 2015. Conducted by GfK Australia. n=1,033

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