

THE CONSUMER (APP)ETITE

AUGUST 2015

SAMPLE COMPOSITION

RESULTS WEIGHTED TO NEWS CORP'S READERSHIP

SURVEY ONE

RESPONDENTS

856

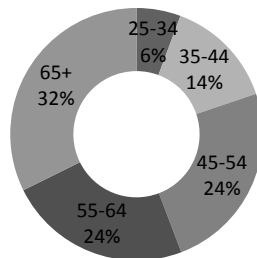
IN-FIELD

AUGUST, 2015

GENDER

MALE 51% | FEMALE 49%

AGE



SURVEY TWO

RESPONDENTS

744

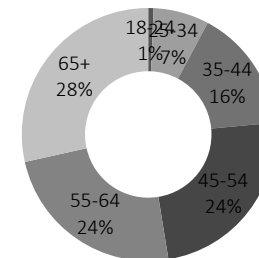
IN-FIELD

SEPTEMBER, 2015

GENDER

MALE 49% | FEMALE 51%

AGE



IN THREE POINTS

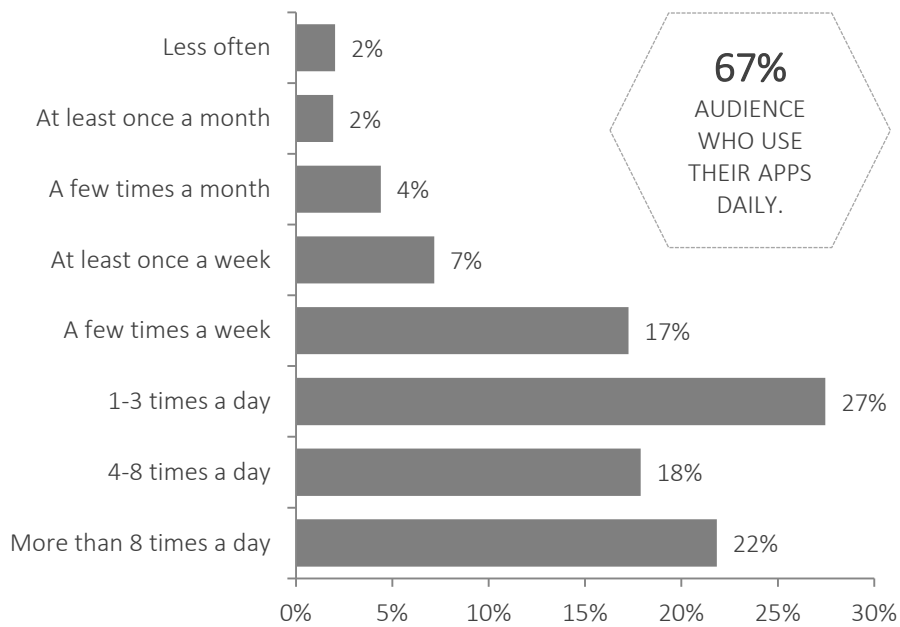
OUR AUDIENCE IS COMFORMATBLE USING THEIR SMARTPHONE THROUGHOUT THE PURCHASE JOURNEY.

APP COLLECTIONS ARE BROAD AND ALWAYS GROWING. HOWEVER, DOWNLOADING AN APP DOESN'T CONVERT TO USAGE.

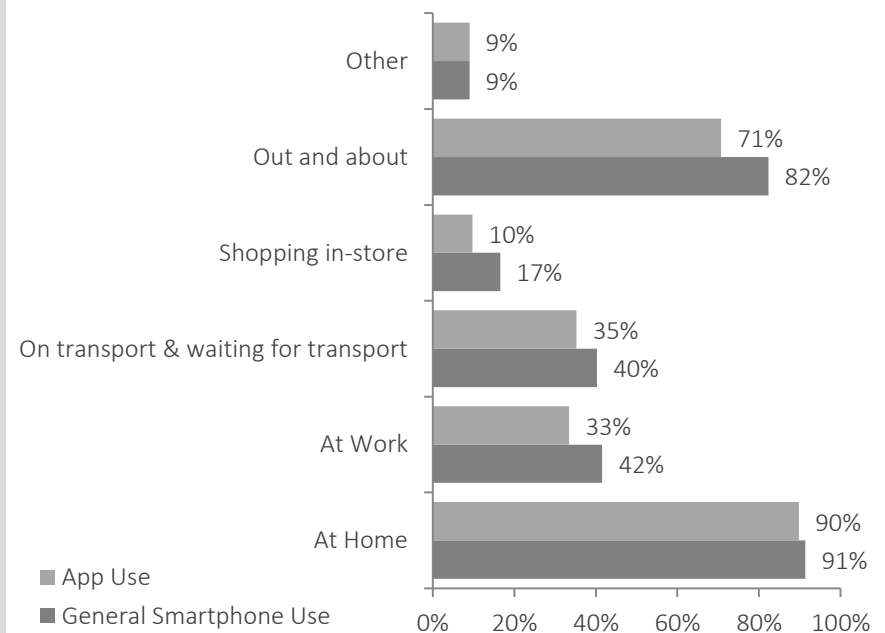
RETAIL/SHOPPING APPS HAVE TO TICK A LOT OF BOXES TO REMAIN PART OF THE APP COLLECTION.

SMARTPHONES ARE PART OF THEIR EVERYDAY

OUR AUDIENCE USE APPS MULTIPLES TIMES A DAY
- 22% USE THEM MORE THAN EIGHT TIMES A DAY



SMARTPHONE AND APP USE CORRELATE
- APPS ARE LESS USED OUT & ABOUT AND IN-STORE



Source: Pulse panel, August 2015 (n=856)

Q - And how often do you generally use your Apps.

Q - Thinking about your personal smartphone usage. Please select the top three places you use your smartphone?

Q - Thinking about your personal App usage. Please select the top three places you use Apps?

“

[My smartphone] holds all my contacts, appointments, travel details and etickets. I have Apps for grocery lists, checking the weather and navigation all of which I used several times daily. I google shop locations, opening hours and stock availability. I use it for social media, and keep in touch with family and friends through social media, email and texts. I use Apps to make phone calls overseas and interstate. I don't know what I would do without it.

Female 45-54

SHOWROOMING IS NOW AN ESTABLISHED PART OF THE RETAIL JOURNEY

68% | TOTAL AUDIENCE WHO'VE TAKEN PART IN SHOWROOMING ACTIVITIES

IT'S FUNCTIONAL...



- Compared prices (31%)
- Looked up more information of a product (28%)
- Looked up product reviews (21%)
- Recorded product details to purchase the items online later (19%)
- Checked products availability (10%)
- Found coupons/deals (10%)
- Purchased a product from my smartphone while in-store (2%)



IT'S ABOUT

Shopping with **confidence** - I'm getting the best deal.
Having **control** throughout the purchase cycle

...AND IT'S ALSO EMOTIONAL

- Taken a photo of a product that I like (44%)
- Called or texted a friend for advice (31%)
- Shared photos of my purchase via social media (10%)
- Asked for advice via social media (3%)

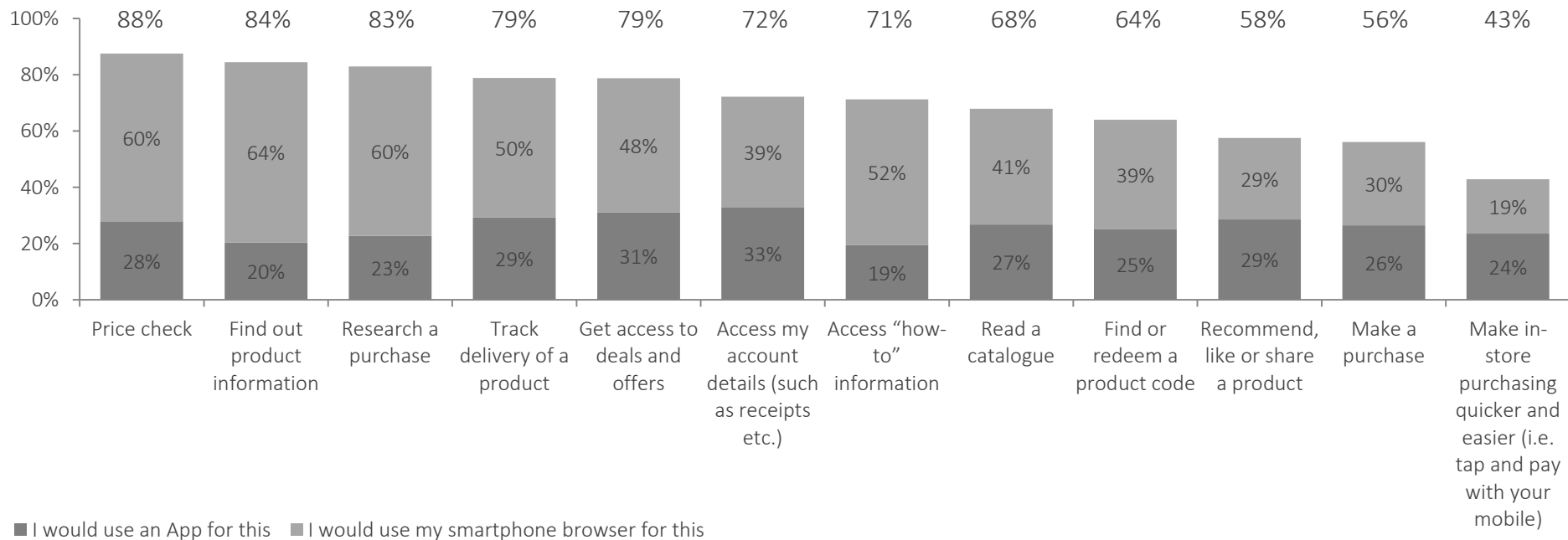


IT'S ABOUT

A **sounding board** for my purchase decision and **reassurance** that I've made the right choice.

OUR AUDIENCE ARE COMFORTABLE USING THEIR SMARTPHONE FOR RETAIL ACTIVITIES

ALTHOUGH BROWSER TRUMPS APP USE FOR RETAIL ACTIVITIES



Source: Pulse panel, August 2015 (n=663)
 Q - Please consider the following retail activities and tell us if you would use your smartphone browser or smartphone App. 'Smartphone browser' refers to the internet available from your smartphone E.g. Safari. 'App' is a self-contained program in your smartphone designed to fulfil a particular purpose E.g. Facebook App

“

I use my phone as a general organiser- calendar appointments, emails, contacts- as well as for entertainment- reading news, shopping, booking tickets. It's also a time-filler on my commute.

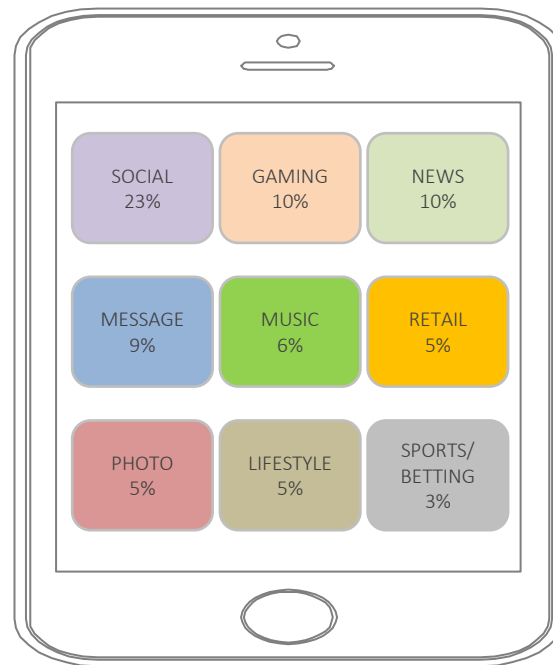
Male 45-54

APP COLLECTIONS ARE BROAD AND ALWAYS GROWING

AVERAGE APP COLLECTION BY CATEGORY



TIME SPENT ON APPS DURING AN TYPICAL WEEK



ON AVERAGE,
OUR AUDIENCE
DOWNLOAD
TWO APPS A
MONTH.


Source: Pulse panel, August 2015 (n=663)

Q - Take a moment to think about the Apps stored in your smartphone right now. Which categories would you say make up your entire App collection? *Other was 26.3%

Q -Thinking about the time that you spend on your Apps in a typical week, what portion of your time would you say you spend on these categories? *Other was 22.7%

Q – How many Apps did you download in the last month

BEING DOWNLOADED DOES NOT CONVERT TO USAGE



82% OF OUR
AUDIENCE HAS
DOWNLOADED AN
APP.

ON AVERAGE, OUR
AUDIENCE HAS 32
APPS ON THEIR
SMARTPHONE
RIGHT NOW.

HOWEVER, THEY
ONLY USE 9 OUT OF
32 APPS ON A
WEEKLY BASIS

RETAIL/SHOPPING APPS HAVE TO TICK A LOT OF BOXES TO REMAIN PART OF THE COLLECTION

WHY THEY TURN TO APPS

36%

SO I CAN VIEW CATALOGUES

34%

FOR ONLINE STORES THAT I OFTEN SHOP AT VIA MY BROWSER

28%

TO MAKE SHOPPING EASIER

28%

IF I NEEDED IT THEN AND THERE

26%

FOR ONLINE ACCESS TO THE STORE THAT I OFTEN SHOP AT IN PERSON

26%

FOR STORES THAT I'M A FAN OF

22%

FOR ADDITIONAL INFORMATION WHEN I'M IN-STORE

GIVE ME THE FUNCTIONAL

"Specifications of items furniture - sizes, colours charts and maker. Nearest outlet search and contact number."

"Availability, price comparison, third party reviews, purchase, payment and delivery."

MAKE ME PART OF AN EXCLUSIVE CLUB

"The option to shop and filter searches, accrue rewards, check reward points, ability to add items to wish list."

"Easier access to membership and special discount."

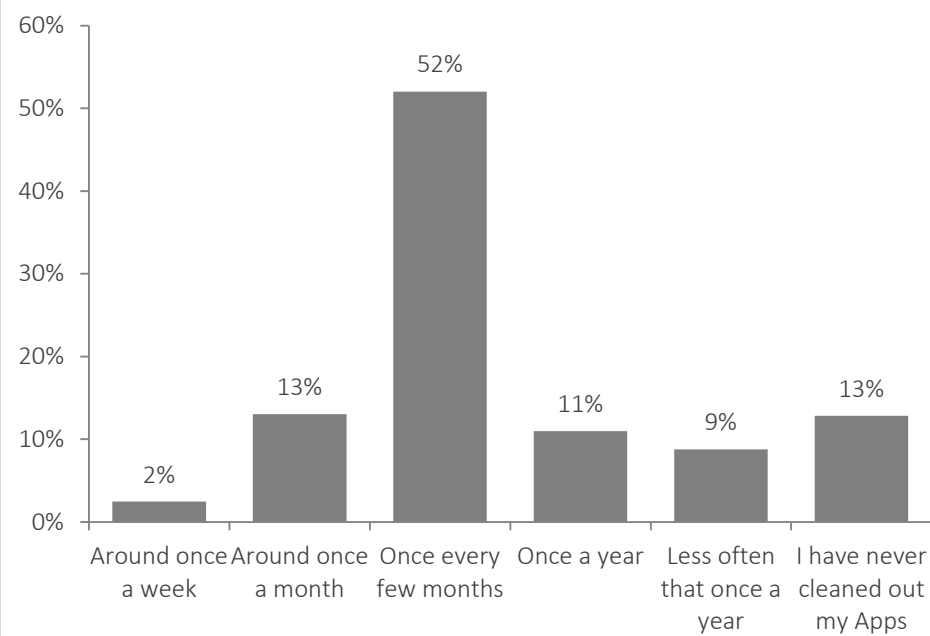
AND INSPIRE ME!

"Price comparison product information inspiration boards beautiful images expert advice."

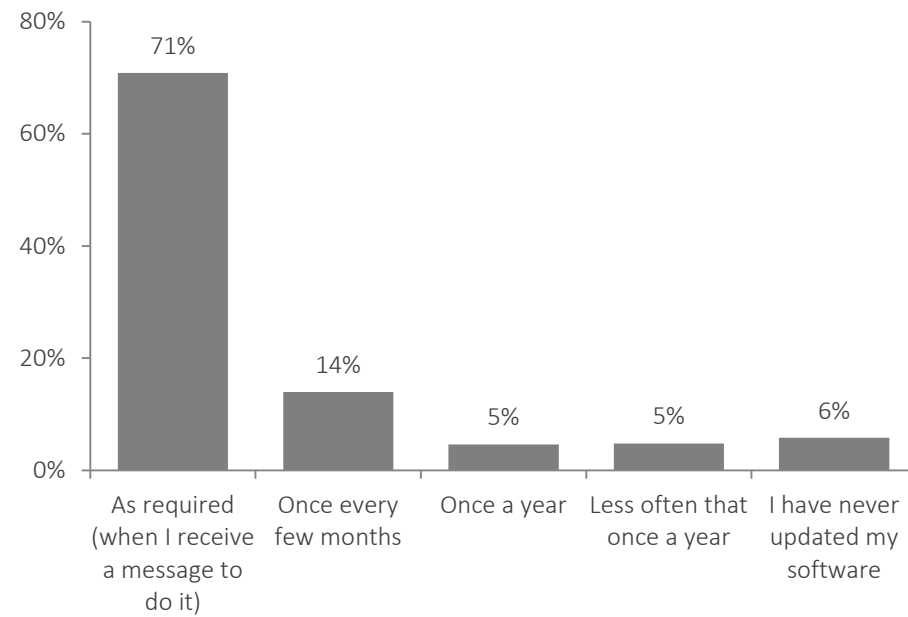
"A visualiser to picture the item in my home (if homewares related app). A social feed to see what the product looks like in other environments - suggest other products."

APPS THAT UNDERWHELM WILL GET SHELVED

APP CLEAN OUT



SMARTPHONE UPDATES

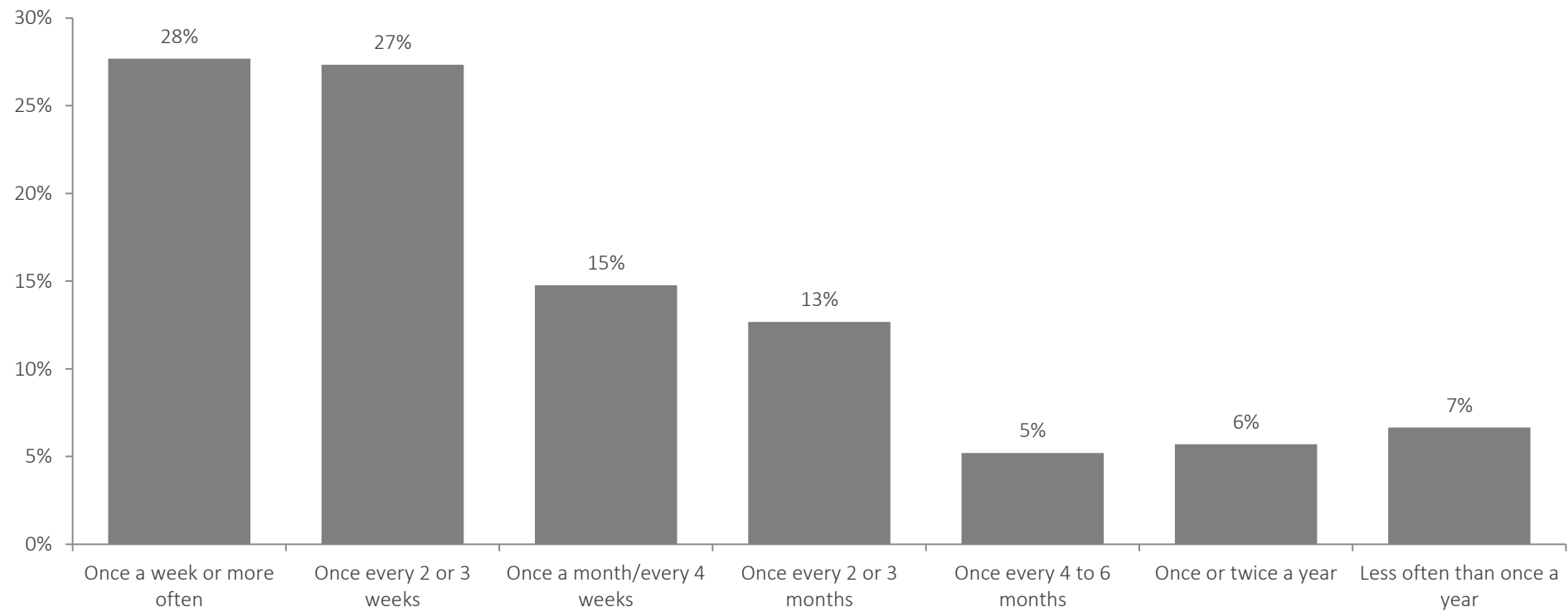


Q - How often do you do an App clean out? 'App clean out' refers to when you delete the Apps that you no longer use.

Q- And how often do you update your smartphone with the latest software?

APPS THAT NAIL IT ARE WELL-USED

70% TOTAL RETAIL APP USERS WHO USE THEIR RETAIL APPS MONTHLY



Source: Pulse panel, August 2015 (n=310)

Q - How often would you say that you use the retail and shopping Apps on your smartphone?

THE FINAL SAY

1. SMARTPHONES ARE A WELL ESTABLISHED PART OF THE PURCHASE CYCLE AND OUR AUDIENCE IS COMFORTABLE USING THEIR BROWSER IN SHOWROOMING AND RETAIL ACTIVITIES.
2. ADVERTISERS WHO WANT TO CREATE A RETAIL OR IN-STORE APP NEED TO TICK A LOT OF BOXES TO (A) GET A DOWNLOAD AND (B) STAY RELEVANT.
3. NEWS CORP HAS THE EXPERIENCE AND EXPERTISE IN THE MOBILE SPACE TO ASSIST WITH DISTRIBUTION AND CONTENT CREATION.

THE CONSUMER (APP)ETITE

AUGUST 2015