

ESCAPE SURVEY RESULTS
THE POWER OF PRINT SERIES
MARCH 2015

SUMMARY IN THREE POINTS

1. REACH AN **ENGAGED** TRAVEL AUDIENCE – 97% OF OUR SUNDAY PAPER READERS ARE INTERESTED IN TRAVEL CONTENT.
2. THEY TURN TO ESCAPE FROM **INSPIRATION TO PURCHASE** – BROAD SCOPE OF CONTENT FEEDS BOTH EMOTIONAL AND FUNCTIONAL NEEDS.
3. ESCAPE OFFERS ADVERTISERS A PLATFORM TO SPARK IMAGINATIONS AND **PRODUCE ACTION**.

“It’s one section of the paper where ads are welcome and read! They are a great source of ideas for travel, whether they are local or international”

2015 IS ALL ABOUT VALUE AND CONNECTION



A WIN FOR DOMESTIC TRAVEL

The dip in the Aussie dollar is a win for domestic travel – 2014 saw domestic overnight stays reach 80 Million for the first time. It's also seeing a surge in overseas travellers coming in to discover Exotic Australia – Tassie Wine regions and the Kimberly Coast have seen a rise in demand.

LOOKING FOR VALUE AND CONNECTION

The low Australian dollar puts value front and centre of travel decisions. Europe will be in demand with the Aussie relatively stable against the Euro. Value hunters will go to Asia – Vietnam and Sri Lanka have seen growth.

More visitors are taking up the option of staying in pensions, or guest houses, to have a local, connected experience.

MULTI-GENERATIONAL FAMILY FUN

Cashed-up baby boomers are spending big on special occasions and taking the whole family on holidays . This trend is becoming so big in cruising that some carriers now offer luxury small group trips for families.



AND TRAVEL IS A CLEAR GOAL FOR OUR AUDIENCE

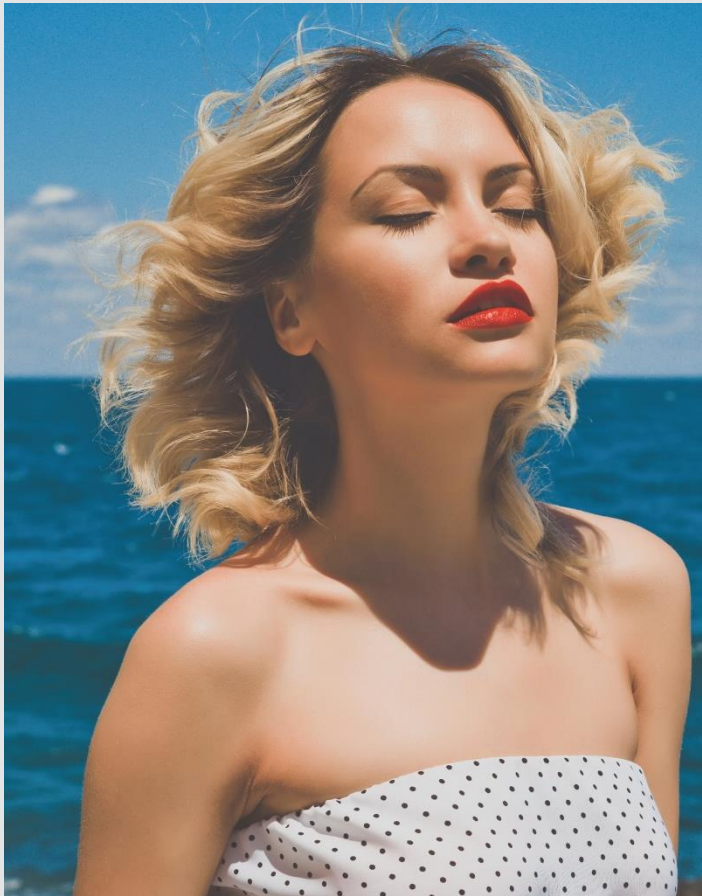
NEWS CORP AUSTRALIA
CONNECTS WITH CLOSE TO **13**
MILLION TRAVELLERS EACH
MONTH.

MORE THAN **80%** OF READERS
INTEND TO TRAVEL IN THE NEXT
TWELVE MONTHS.



PREVIOUS RESEARCH TELLS US THAT ALMOST 70% OF
OUR AUDIENCE IS ALWAYS LOOKING FOR A HOLIDAY
BECAUSE THEY LOVE TO DREAM.

SO IT'S NO SURPRISE THAT TRAVEL CONTENT IS OF INTEREST



HALF OF OUR READERS ARE 'VERY INTERESTED' IN TRAVEL CONTENT

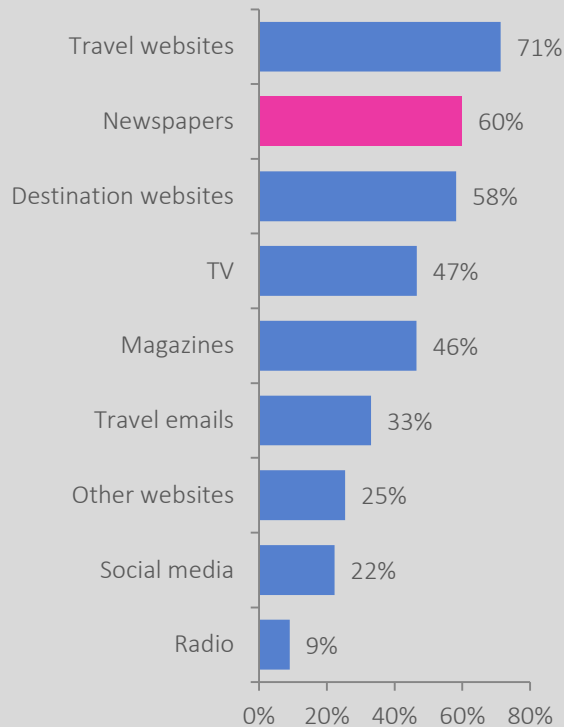
A FURTHER 47% ARE 'INTERESTED' IN TRAVEL CONTENT

OUR SUNDAY PAPER READERS ARE MORE INTERESTED IN TRAVEL CONTENT THAN NON-READERS (+18%)

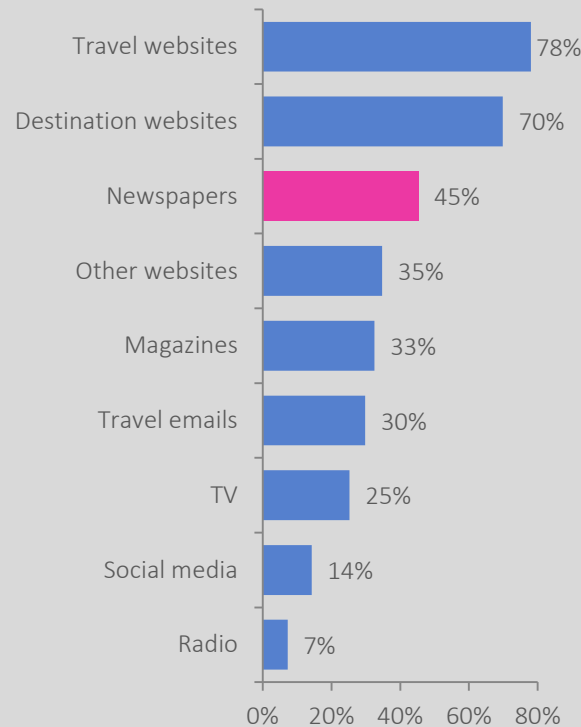
Reach an **engaged audience**, receptive to travel deals and information.

WE KNOW THAT MEDIA INFLUENCES THEIR TRAVEL PLANS

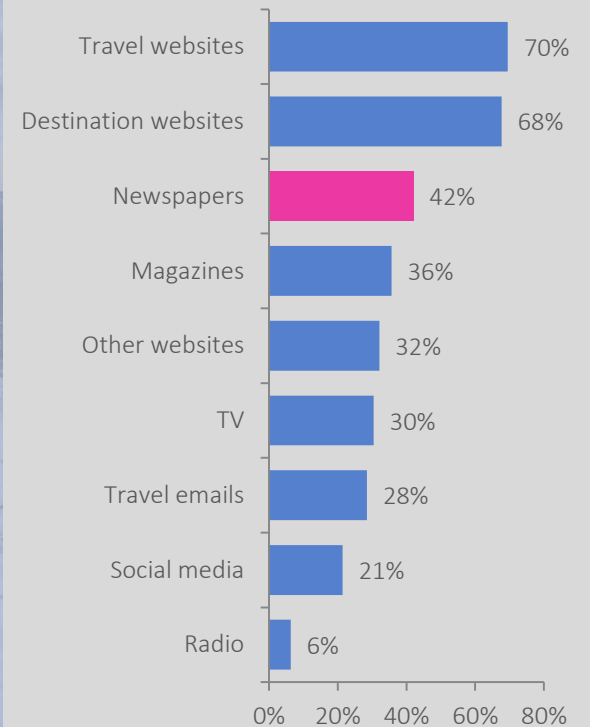
TRAVEL AND HOLIDAY INSPIRATION



PLANNING AND RESEARCHING MY HOLIDAY.



IDEAS ON WHAT TO DO WHEN I'M ON HOLIDAY

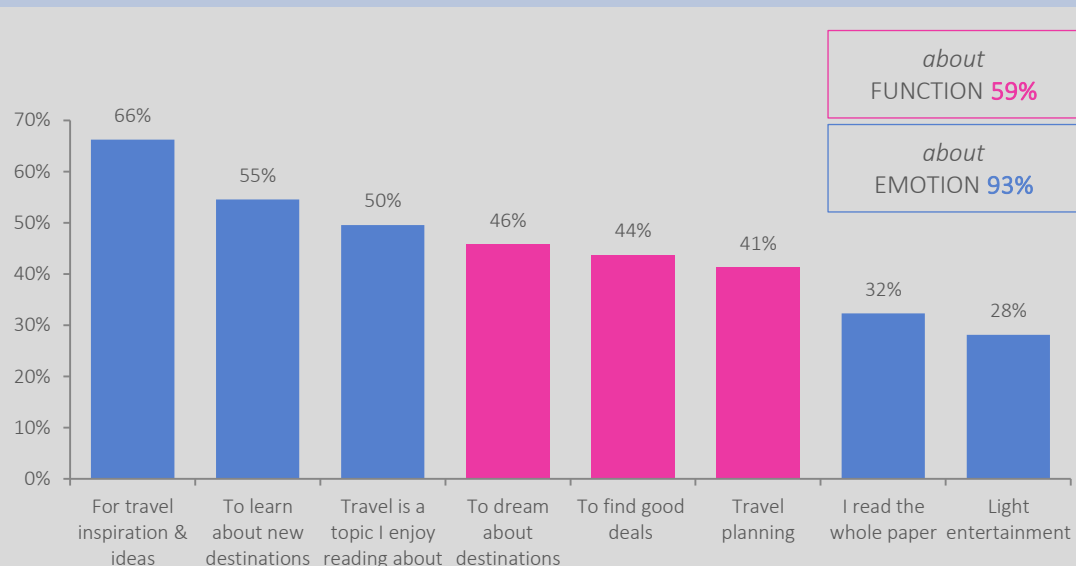


And our platforms are instrumental from inspiration to planning.

ESCAPE FULFILLS BOTH EMOTIONAL AND FUNCTIONAL NEEDS



70% OF OUR SUNDAY PAPER READERS
READ THE ESCAPE SECTION



Our readers go to Escape to be inspired at the beginning of their travel journey all the way to the pointy end when they're looking for a good deal.

Source: Pulse Reader Panel, March 2015 (n=1196) FILTER: ESCAPE Readers

Q - And what are some of the reasons that you read Escape?

WELL-LOVED BY OUR AUDIENCE

ALMOST **4 IN 10** AGREE THAT ESCAPE IS THEIR FAVOURITE PART OF THE PAPER.

1 IN 5 AGREE THAT THE ESCAPE SECTION IS A KEY REASON TO BUY THE PAPER.

"I find the Escape section very easy to read, it is a good size and the content is always informative and in plain English. It has given me a lot of good ideas in relation to places to visit and an estimate of costs. I just love it!"

ESCAPE OFFERS ADVERTISERS A SOLID VEHICLE FOR ACTION



69% **RESEARCHED** A PRODUCT, SERVICE OR DESTINATION AFTER READING ABOUT IT IN ESCAPE.

42% **VISITED A DESTINATION** AFTER READING ABOUT IT ESCAPE.

1 IN 4 **PURCHASED** A TRAVEL DEAL OR OFFER AFTER READING ABOUT IT IN ESCAPE.

Advertisers can have confidence that Escape will **deliver**.

A RELEVANT READ FOR TRAVEL INTENDERS

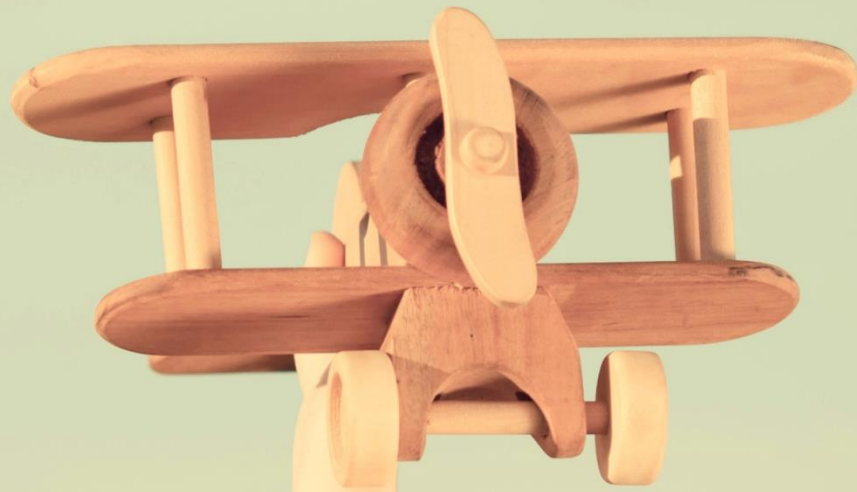
47% HAVE CUT OUT AN ARTICLE IN ESCAPE TO REFER TO LATER.

“I really enjoy the Escape section and have cut out articles that we take with us when we travel and have experienced some great places and met wonderful people through your advice so thank you to all your contributing writers and photographers.”

THE OPPORTUNITY



REACH AN ENGAGED TRAVEL AUDIENCE WHO ARE NOT ONLY RECEPTIVE TO TRAVEL CONTENT BUT ALSO LOOKING FOR ADS WITH DEALS TO THEIR FAVOURITE DESTINATIONS.



APPENDIX

ABOUT OUR PANEL

- Pulse is our online panel set up to unlock the collective attitudes of our readers.
- We communicate with our panellists every week to understand what our readers think, feel, do and how they act.
- Since our launch two years ago, we've worked with our advertising partners across categories to help them make more informed business decisions and to understand the impact of their communications.
- We offer clients:
 - Communications evaluation – pre/post and ad recall studies
 - Category deep-dives
 - Audience understanding
 - Sampling – with follow-up surveys to gauge product impression



ABOUT THE SAMPLE

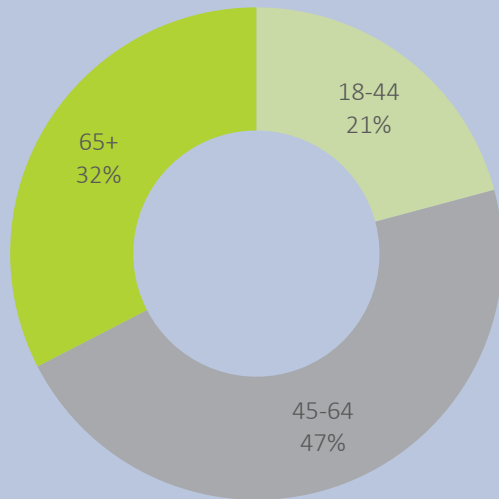
SAMPLE
1992

IN-FIELD
March 2015

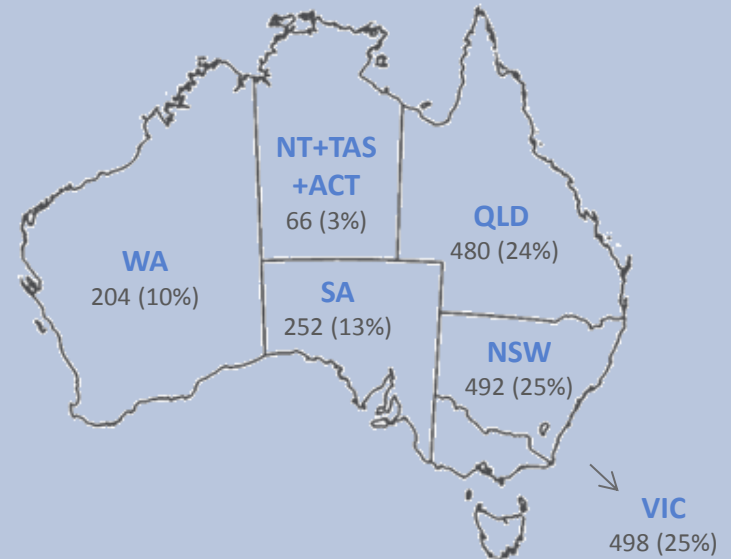
GENDER SPLIT
M 45% | F 55%

WEIGHTS
Results weighted to News
Corp's total audience.

AGE SPLITS



STATE SPLITS



WEIGHT ADJUSTMENTS

Based on current **age** splits
5 Cap Metro Mastheads + TAUS

Age_Rollup (Study: Profiling Study)		
	Target	Actual Data
Total	100%	100%
Under 18	-	0%
18-24	8%	1%
25-34	13%	6%
35-44	17%	14%
45-54	19%	22%
55-64	18%	25%
65+	25%	33%

Based on current **state** splits
5 Cap Metro Mastheads +
TAUS

Q6C_STATE (Study: Profiling Study)		
	Target	Actual Data
Total	100%	100%
Australian Capital Territc	1%	1%
New South Wales	28%	25%
Northern Territory	1%	1%
Queensland	20%	24%
South Australia	11%	13%
Tasmania	2%	2%
Victoria	28%	25%
Western Australia	9%	10%

Based on current **gender**
splits 5 Cap Metro
Mastheads + TAUS

Q6A_GENDER (Study: Profiling Study)		
	Target	Actual Data
Total	100%	100%
Male	51%	45%
Female	49%	55%