



Fairfax
MOBILE
NETWORK

FAIRFAX MEDIA'S **SMARTPHONE NEWS CONSUMPTION**
AUDIENCE STUDY
February 2015

OBJECTIVE & METHODOLOGY

OBJECTIVE

Explore how Fairfax Media's digital audiences' news consumption behaviours have changed over time and understand the role that the smartphone plays in their news repertoire.



Survey conducted on the following websites;
The Sydney Morning Herald
The Age
WAtoday
Brisbane Times
Canberra Times



Survey ran from
6th – 20th
November, 2014



1,050
respondents



Incentivised by the chance to win
1 of 2 iPhone 6's



INSIGHT :

*OF FAIRFAX MEDIA'S DIGITAL AUDIENCE
SURVEYED, A HIGHER PROPORTION
ACCESSED NEWS DAILY FROM
A MOBILE THAN FROM TV*



THREE-QUARTERS OF FAIRFAX MEDIA'S DIGITAL AUDIENCE ACCESS NEWS DAILY ON A MOBILE DEVICE

% who access news daily on the following mediums ...



80%



77%



73%

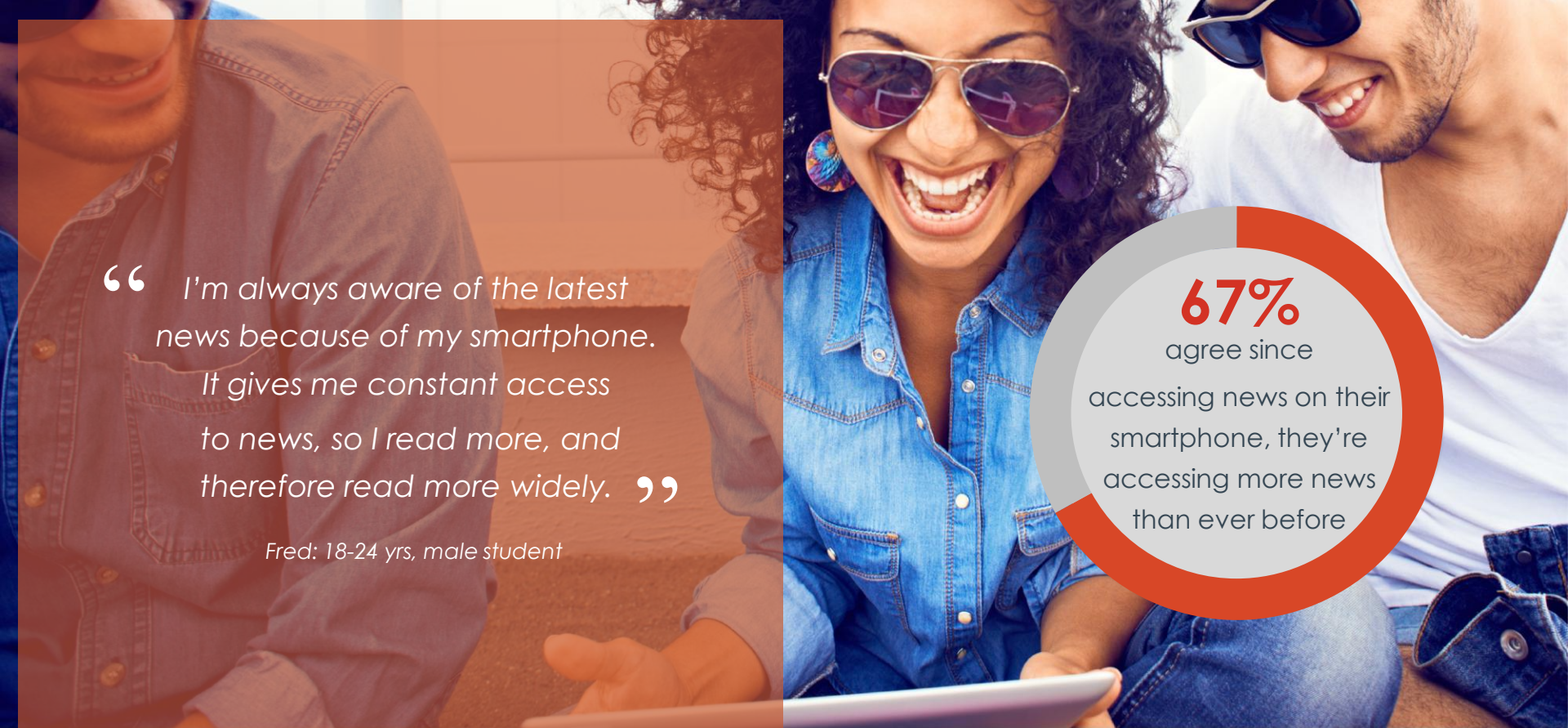


65%



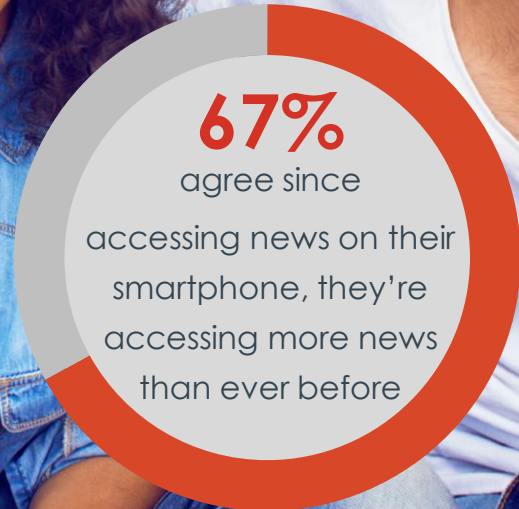
42%

According to Telsyte's Digital Consumer report, close to 1-in-3 (28%) people are likely to interact with their mobile device while watching live TV news and current affair programs*.



“ I’m always aware of the latest news because of my smartphone. It gives me constant access to news, so I read more, and therefore read more widely. ”

Fred: 18-24 yrs, male student

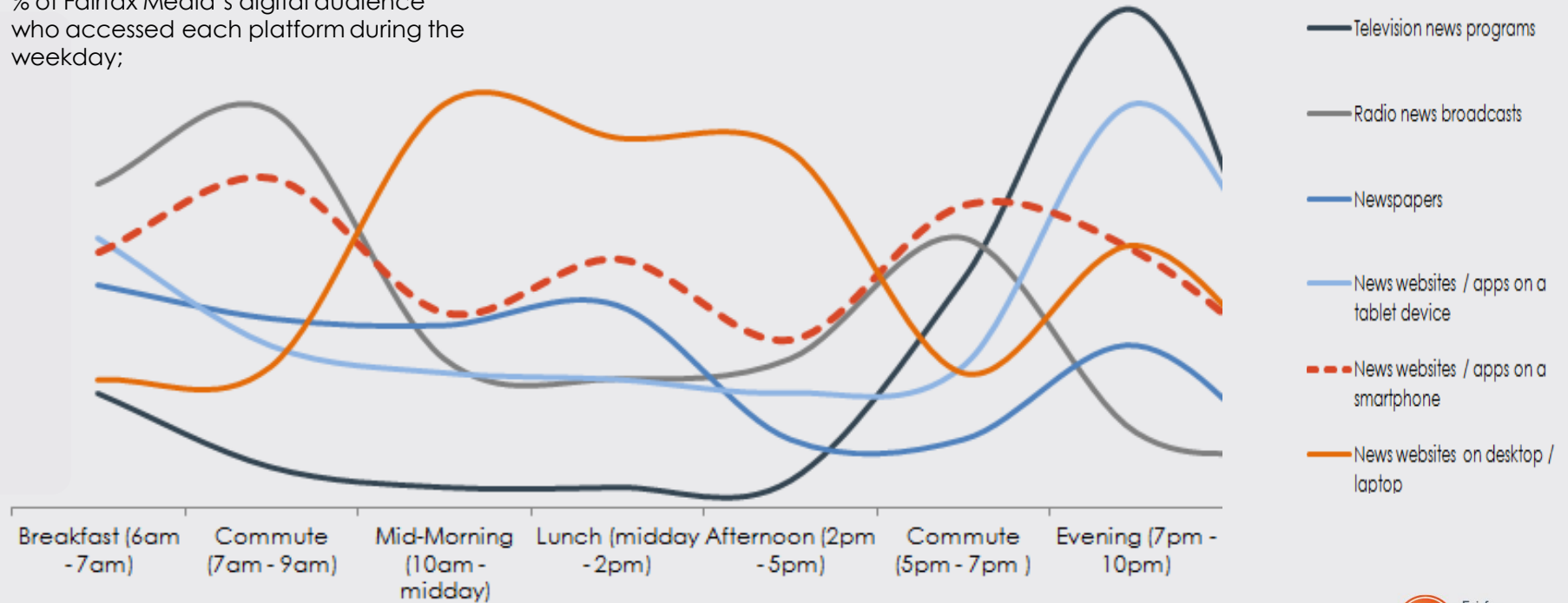


67%
agree since
accessing news on their
smartphone, they're
accessing more news
than ever before

Source: Fairfax Media Smartphone News Consumption Audience Study, November 2014 (n=1050)
Q. How much do you agree with the following statements with regards to news consumption on a smartphone device? Strong Agree / Agree scores included. Q. How would you describe the way that smartphone or tablet devices have changed your news consumption behaviour?

THROUGHOUT THE DAY SMARTPHONE NEWS ACCESS IS MORE STEADY THAN DESKTOP

% of Fairfax Media's digital audience who accessed each platform during the weekday;



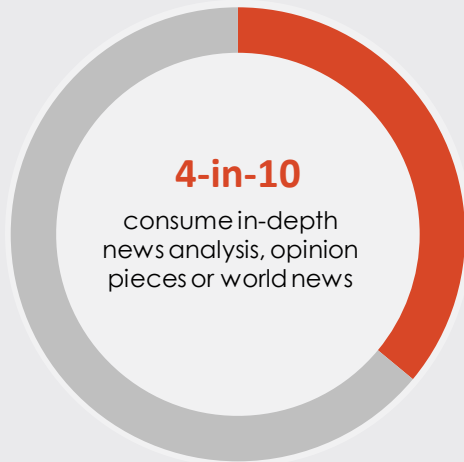
Source: Fairfax Media Smartphone News Consumption Audience Study, November 2014 (n=1050)

Q. You've indicated that you are most likely to access the following news sources during the weekday. At what times during the weekday do you access news on each of the below sources?

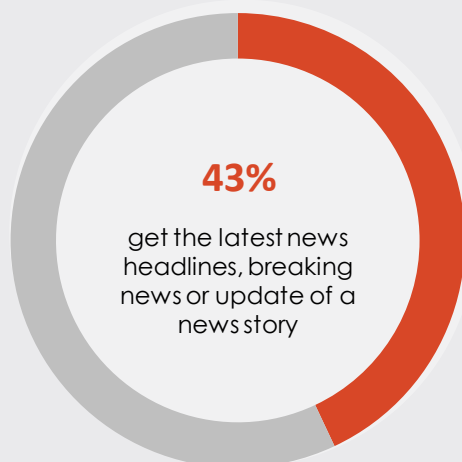
SMARTPHONES ARE EQUALLY USED FOR IN-DEPTH AND LIGHTER NEWS CONTENT

Smartphones are used as a news source for consuming the following ...

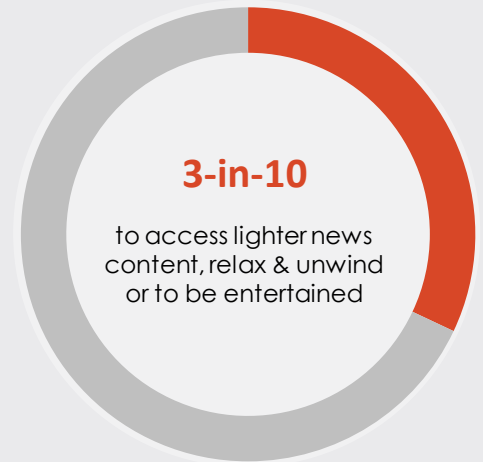
'hard-core' news



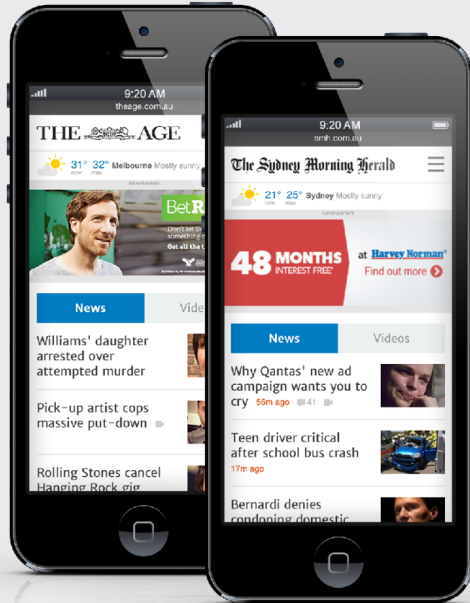
'up to date' news



'relax & unwind' news



EACH MONTH FAIRFAX MEDIA REACHES OVER 1 MILLION PEOPLE ON ITS SMARTPHONE WEBSITES



The Sydney Morning Herald

INDEPENDENT. ALWAYS.

THE AGE

INDEPENDENT. ALWAYS.

The Canberra Times

INDEPENDENT. ALWAYS.

WA today

INDEPENDENT. ALWAYS.

brisbanetimes

INDEPENDENT. ALWAYS.

1,027,000

people access
Fairfax Media's
metro masthead
m-sites each month;
*this is more people than total
attendees to the 2014
Australian Open (643,280)*

Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending Nov 2014. Based on SMH/AGE/BT/CT sites accessed via Mobile Web L4W (WT is not in emma). ~<http://www.tennis.com.au/news/2014/01/27/ao-2014-the-final-word>



THEY'RE MORE LIKELY THAN THE AVERAGE AUSTRALIAN TO SHOP ONLINE

Retail

Of Fairfax Media's metro masthead m-site audience...



85%

are responsible for grocery shopping; spending \$150+ is the weekly norm



52%

have purchased clothes at a department store in the last 4 weeks



50%

have purchased clothes online in the last 4 weeks; they're 35% more likely to have done so[^]



\$100

is the average amount spent on clothing in the last 4 weeks

A global study found that 77% of people use mobile advertising to aid purchase decisions, 1-in-4 on a daily basis*

Source: emmaTM, conducted by Ipsos MediaCT, all people 14yrs+ for the 12 month period ending Nov 14. Based on smh/age/bt/ct/mob/web/L4W. [^]More likely than average Australian population. *WARC, Advertising guides mobile purchases, sourced by Buzzcity, published 22nd Oct 2014

THEY'RE MORE LIKELY THAN THE AVERAGE AUSTRALIAN TO BE PURCHASING BIG TICKET ITEMS

Lifestyle

In the next 12 months, Fairfax Media's metro masthead m-site audience are ...



60%

more likely to intend to obtain a mortgage for a home ^



31%

more likely to intend to travel overseas ^



25%

more likely to obtain a credit card ^; when seeking information on financial institutions, online advertising is the most useful



18%

more likely to intend to purchase a car^



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