

Premium Online Shoppers

NIelsen
CONNECTED
CONSUMER

Media Consumption

OF FAIRFAX DIGITAL'S PREMIUM ONLINE SHOPPERS

Fairfax Media



1-in-7 (1.1 million~)

of Fairfax's Digital audience have spent \$1000+ online in the past 30 days

BEHAVIOUR?: 70% shop online at least monthly (Online Pop = 51%)



47%

GENDER



53%

18-34 | 35%

35-54 | 42%

55+ | 22%

AGE



50%
HHI \$110K+



35%
CHD <18YRS IN HH

DEMO

Source: Nielsen Australian Connected Consumer Report, February 2014. Based on Australian Online Population 16yrs+, n=4,980 and Fairfax Digital Premium Online Shoppers (Spent \$1000+ online in past 30 days), n=283. ~Nielsen, hybrid, May 14, based on Fairfax Media's Digital Sites

KEY FOR ALL CHARTS:



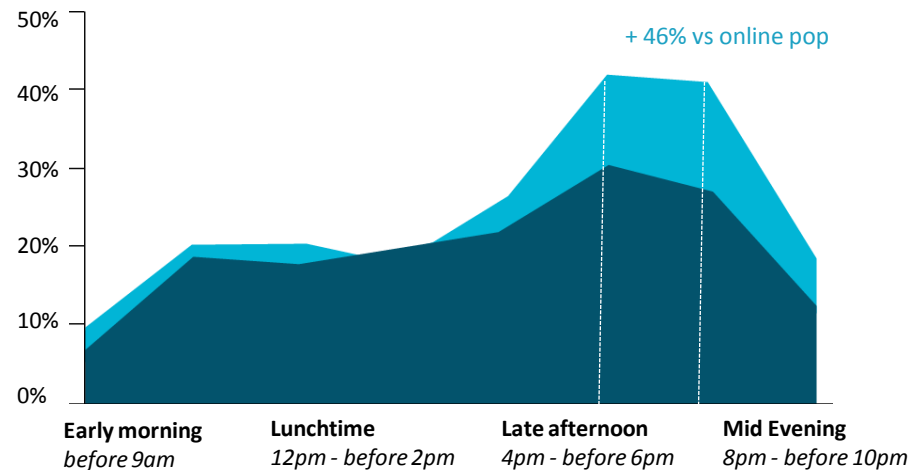
1

Couch time equals shopping time

82%

of online shoppers shop online during the evening downtime (6-10pm); cutting into prime TV viewing time

ONLINE SHOPPING BY TIME OF DAY ON A WEEKDAY



2

High mobile usage during prime TV time

1-in-3 (32%)

interact several times per week with 2 or more devices while watching TV (Online pop =15%)

85%

are searching or buying items that don't relate to the TV program they're watching

DEVICES USED WHILE WATCHING TV DURING 6-10PM TIMEFRAME



18%

22%



53%

51%



45%

38%



46%

28%

KEY FOR ALL CHARTS:

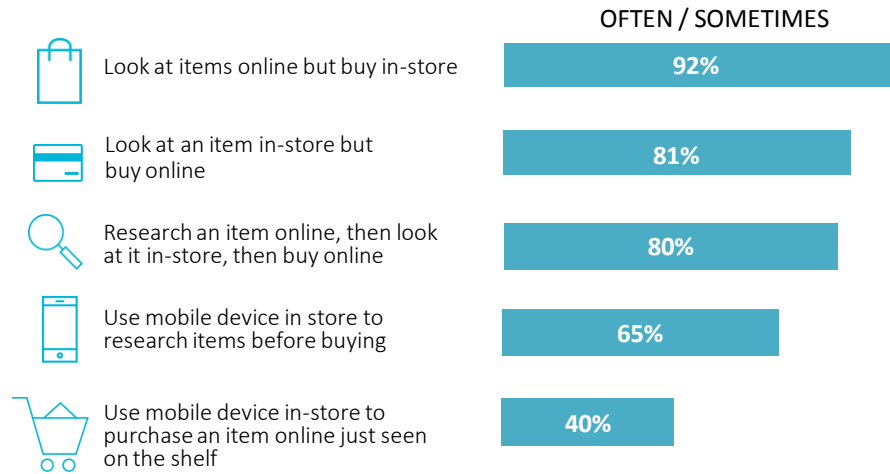


3

'New' retail habits emerging; 'multi channel' & 'multi paths to purchase'

Majority use a multi-channel approach during the path to purchase.

9-in-10 prompted in store by online content.

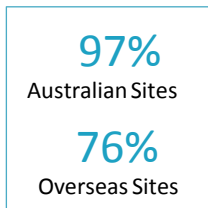


4

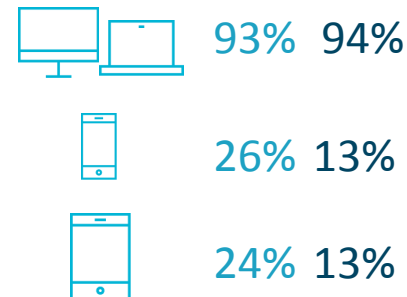
Online creates any where/ any time shopping

Today's online retail landscape brings a global shopping mall to the Australian consumer

ONLINE PURCHASE LOCATION*



DEVICES USED AMONGST PURASERS*



Twice as likely to use a mobile devices for online shopping than the online population

KEY FOR ALL CHARTS:

 FFX
Premium
Shopper

 Online
Population

5
\$4,636
total amount
spent online in
last 30 days



ITEMS PURCHASED ONLINE IN LAST 30 DAYS

Item Category	FFX Premium Shopper	Online Population
Clothing, Shoes, Accessories	38%	20%
Cosmetics, Perfume, Skincare	25%	10%
Electronic devices (mobile phone, tablets etc)	26%	10%
Household/ electrical appliances	18%	6%
Flights	71%	13%

AMOUNT SPENT ONLINE IN LAST 30 DAYS

Clothing, Shoes, Accessories	\$300 (2x more)
Cosmetics, Perfume, Skincare	\$140 (59% more)
Electronic devices (mobile phone, tablets etc)	\$648 (2x more)
Household/ electrical appliances	\$359 (62% more)
Flights	\$1,577 (49% more)

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