

Big Spenders

NIelsen
CONNECTED
CONSUMER

Media Consumption

OF FAIRFAX DIGITAL'S BIG SPENDERS

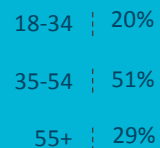
Fairfax Media



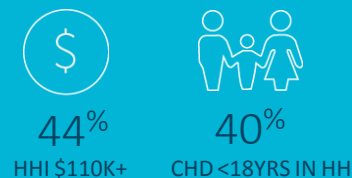
1-in-9 (1.1 million~)
of Fairfax's Digital audience have spent over \$200 at a shopping centre in the past week



GENDER



AGE



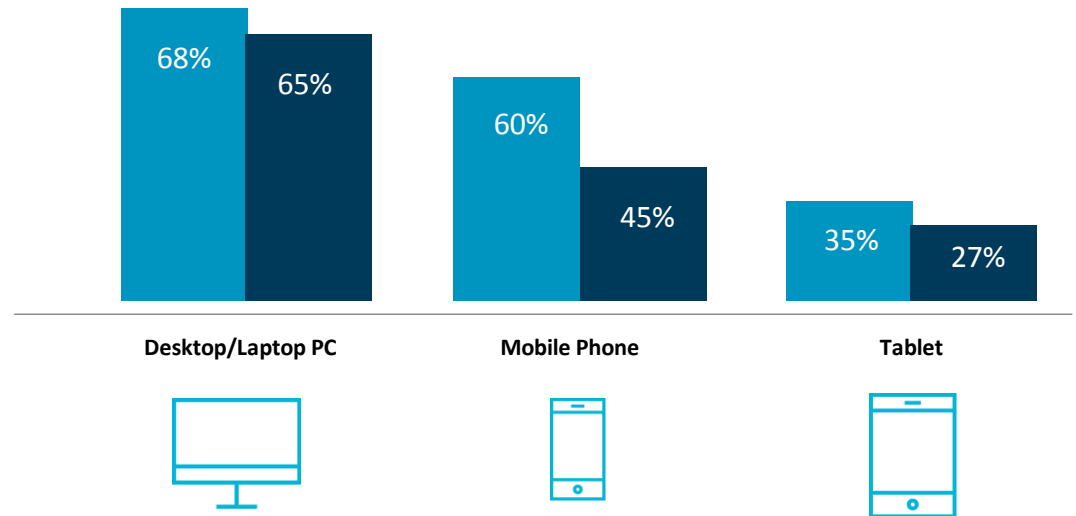
DEMO

Source: Nielsen Australian Connected Consumer Report, February 2014. Based on Australian Online Population 16rs+, n=4,980 and Fairfax Digital Big Spender (Has spent over \$200 in shopping centres in the past week), n=176. ~Nielsen, hybrid, May 14, based on Fairfax Media's Digital Sites

KEY FOR ALL CHARTS:



Regular (at least weekly) internet access by device



1

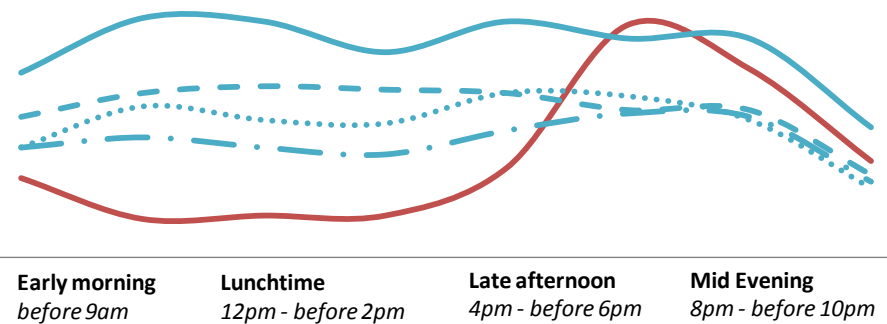
High dependency on mobile connectivity



Half (47%)

regularly (at least weekly) access the internet from a mobile device

Time of day access by media type of FFX Big Spenders



2

Mobile fighting traditional media for prime time share



As many Big Spenders access the internet via their mobile device during prime time as they do on a laptop / desktop

4-in-10

most often use a mobile device when accessing the internet while watching TV

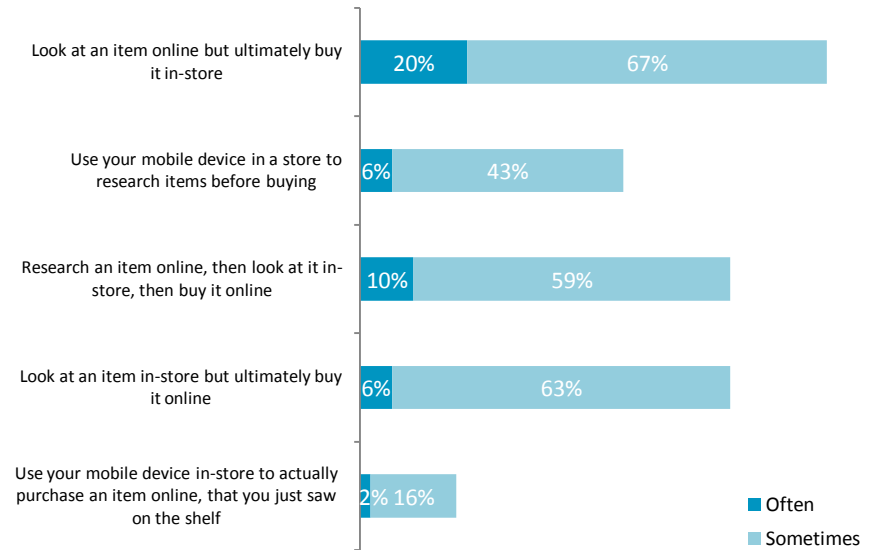


Source: Nielsen Australian Connected Consumer Report, February 2014. Based on Australian Online Population 16rs+, n=4,980 and Fairfax Digital Big Spender (Has spent over \$200 in shopping centres in the past week), n=176

KEY FOR ALL CHARTS:



Online & offline retail behaviours of FFX Big Spenders



3



Internet mobility driving omni-channel retail behaviour

Half (47%)

use a mobile device to research products or services

6-in-10

now use a multi-channel approach during their path to purchase

4



Online research converts into both online & offline purchases

9-in-10

have been prompted into store by online content

Online (research)-offline (purchase) converts best for:



Online (research)-online (purchase) converts best for:



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