

FAIRFAX PERSONAL FINANCE AUDIENCE STUDY OCTOBER 2015

RESEARCH OVERVIEW:

The study was conducted by GfK Australia on behalf of Fairfax Media between December 2014 and February 2015 among The Age, Sydney Morning Herald and Australian Financial Review readers.

An online survey ran in early December to The Age and SMH audiences, and in early February to AFR audiences with 1,913 respondents.

The research aimed to uncover:

1. Audiences' involvement in and attitude towards personal finance
2. A profile of the education and decision making stages of the personal finance consumer journey
3. The role of Fairfax Media's finance brands in the consumer journey

A full deck of results is available for use

PERSONAL FINANCE SNAPSHOT:

\$407,000

AVERAGE VALUE OF INVESTMENTS HELD BY FAIRFAX MEDIA AUDIENCES

8 in 10

OF FAIRFAX MEDIA AUDIENCES HAVE SOME FORM OF INVESTMENT

1 in 2

OF FAIRFAX MEDIA AUDIENCES HAVE SHARES

THREE AREAS OF EXPLORATION:

1.

Involvement in and attitudes towards personal finance

4 in 10

ARE THE MAIN DECISION MAKER FOR THEIR HOUSEHOLD'S FINANCES

4 x

AVERAGE FREQUENCY OF BUYING / SELLING INVESTMENTS PER YEAR

32%

OF FAIRFAX MEDIA AUDIENCES USE A FINANCIAL ADVISOR

45%

OF READERS AGREE: "IT IS IMPORTANT TO ME TO KEEP IN TOUCH WITH FINANCIAL AFFAIRS".

2.

Profiling the personal finance decision making process

42%

USED NEWSPAPERS IN THE LAST MONTH TO RESEARCH FINANCIAL PRODUCTS

3.0

MEDIA SOURCES USED TO ASSIST WITH FINANCIAL DECISION MAKING

55%

INTEND TO USE TABLET DEVICES MORE IN THE NEXT YEAR FOR FINANCIAL RESEARCH

37%

OF READERS AGREE THAT NEWSPAPERS ARE THE MOST TRUSTED SOURCE WHEN MAKING FINANCIAL DECISIONS

3.

The role of Fairfax Media in the consumer journey

2nd

NEWSPAPER ARE 2ND MOST INFLUENTIAL IN HELPING MANAGE PERSONAL FINANCES

60%

OF MONEY READERS SPOKE TO PEOPLE ABOUT AN ARTICLE OR ADVERTISEMENT

40%

OF SMART MONEY READERS AGREE IT INFLUENCES THEM IN FINANCE DECISIONS

1 in 3

ARE OPEN TO FINANCE ADVERTISING MESSAGES IN NEWSPAPERS / NEWS WEBSITES