



# weatherzone<sup>o</sup>

## MOBILE AUDIENCE STUDY

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FEBRUARY 2015

Fairfax Media

# WEATHERZONE AUDIENCE STUDY

**Objective:** Explore how people engage with Weatherzone's content across multiple platforms. In addition, profile the Weatherzone audience in terms of demographics and behavioural characteristics.

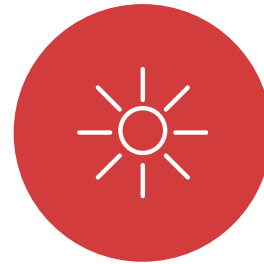


Survey conducted on the following Weatherzone properties;

Website  
Smartphone app  
Tablet app  
M-site



Survey ran from **November 7 - 21, 2014**



**1,096** respondents



Incentivised by the chance to win an **iPad mini 3**

# INSIGHT

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SMALL AUDIENCE CROSS-OVER  
BETWEEN WEATHERZONE'S MOBILE  
AND DESKTOP PROPERTIES;  
**61% ARE EXCLUSIVE TO MOBILE**

Source; Fairfax Media's Weatherzone Audience Study, November 2014  
(n=1096) Q. We would like to start by asking you how you access  
Weatherzone content? Please select all that apply.

# MOBILE IS 'HOT' WHEN IT COMES TO ACCESSING WEATHERZONE

39%

Access via  
website

56%

Access via  
smartphone app

53%

Access via  
tablet app

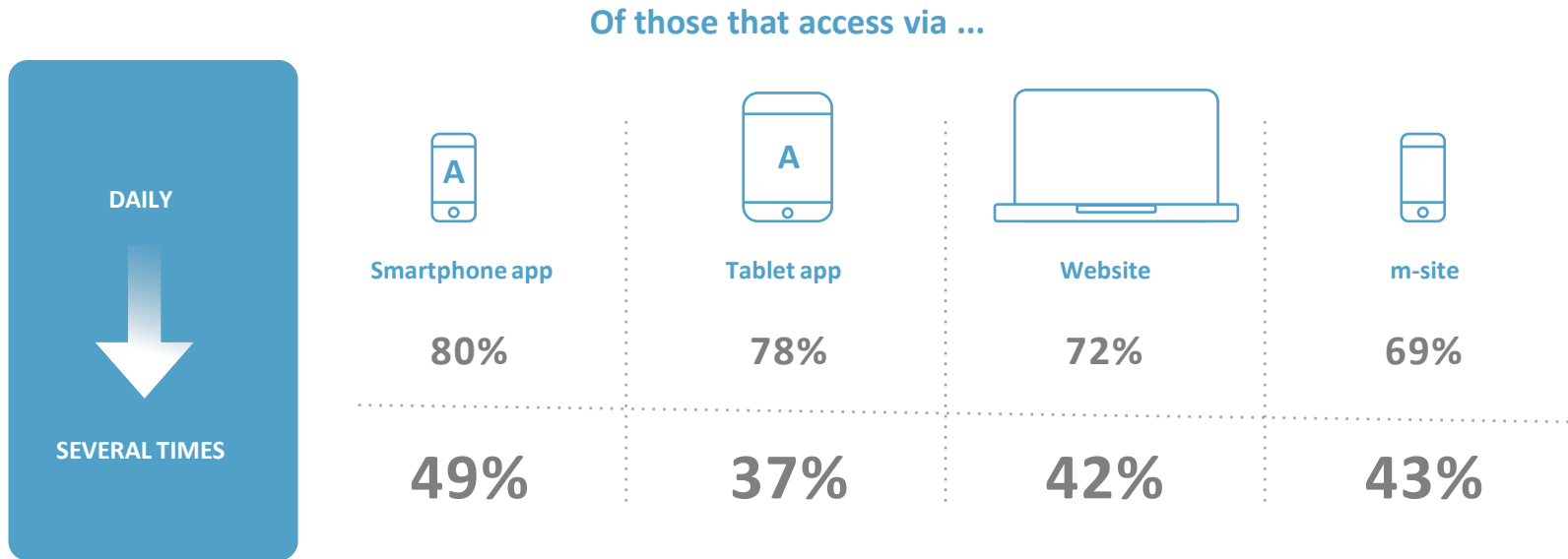
14%

Access via  
m-site

Majority (89%) access on mobile

Two-thirds (61%) don't access via the website

# TWO IN FIVE ACCESS WEATHERZONE MULTIPLE TIMES A DAY



# MOBILE APP THE PROPERTY MOST OFTEN TURNED TO FOR WEATHER UPDATES

Devices used to check the weather on the following occasions ...



Monitor severe weather changes

App



35% | 33%



Night before work

App



39% | 34%



When first wake up

App



40% | 37%



Night before a big occasion

App



39% | 34%



For work (e.g. farmer, builder)

App



39% | 27%



Health reasons (e.g. Hayfever)

App



38% | 33%



Interested in meteorology & enjoy following it

App/Site



33% | 30% | 30%

# INSIGHT

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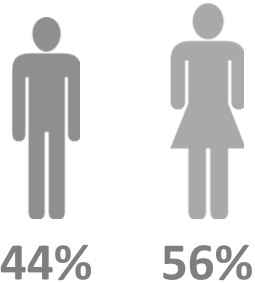
WEATHERZONE REACHES A BROAD  
AUDIENCE GROUP ON MOBILE –  
VARYING AGES, INCOME LEVELS  
AND LOCATIONS

Fairfax Media's Weatherzone Audience Study, November 2014 (n=1096)

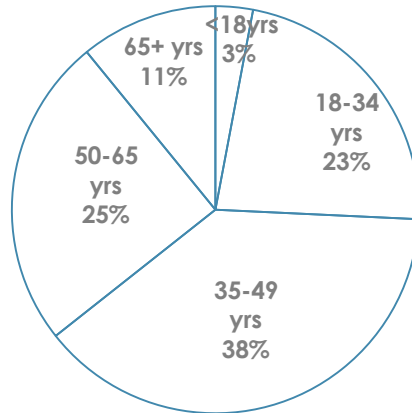
Q. Is there a particular occasion where you find your usage of  
Weatherzone increases.

# WEATHERZONE'S MOBILE PROPERTIES EQUALLY APPEAL TO THOSE LOCATED NEAR OR FAR

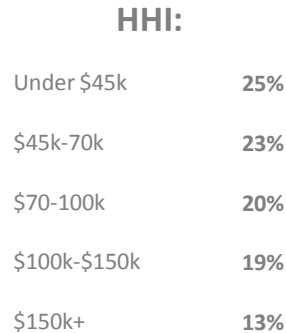
## Female skewed



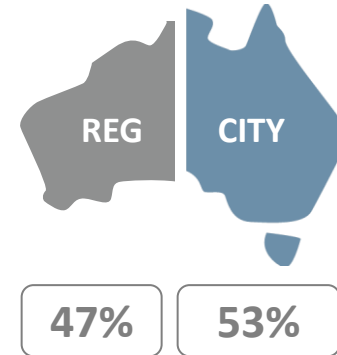
## Mature aged



## Comfortable



## Even geo reach

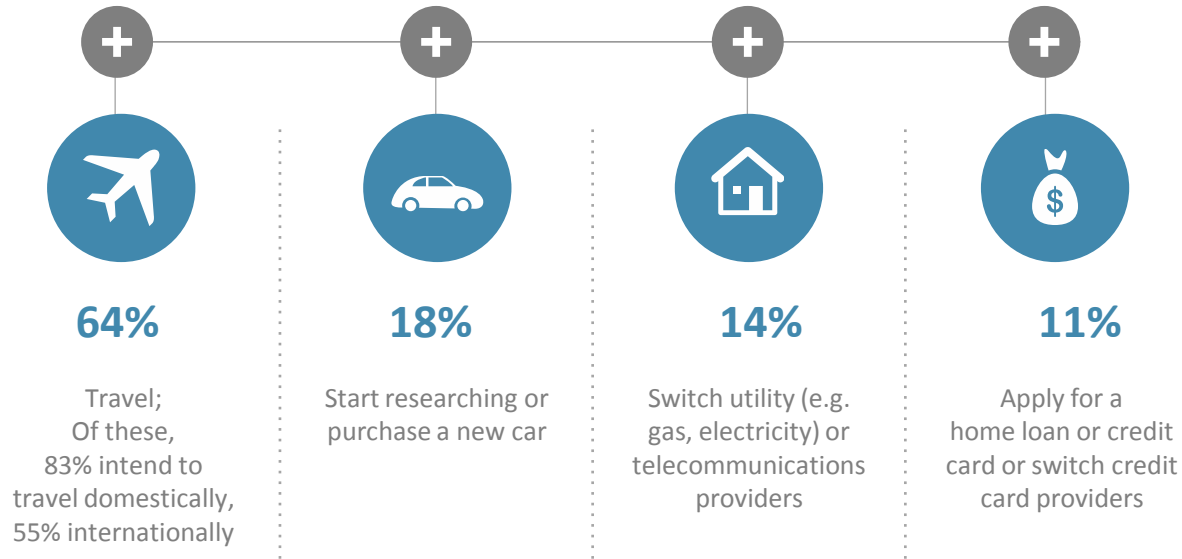


33% live in NSW,  
28% live in VIC,  
16% live in QLD



# HIGH INVOLVEMENT WITH A NUMBER OF CATEGORIES

In the next 12 months Weatherzone's mobile audience (app/site) intend to ...



FOR MORE INFORMATION PLEASE  
CONTACT YOUR FAIRFAX MEDIA  
SALES REPRESENTATIVE

weatherzone°

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