News media readers shopping for added value

Three in four news media readers believe quality is more important than price, while 63 per cent are willing to pay more if the quality is high. As the medium attracts 91 per cent of home and garden shoppers, it is the perfectly way to convert ads to sales.
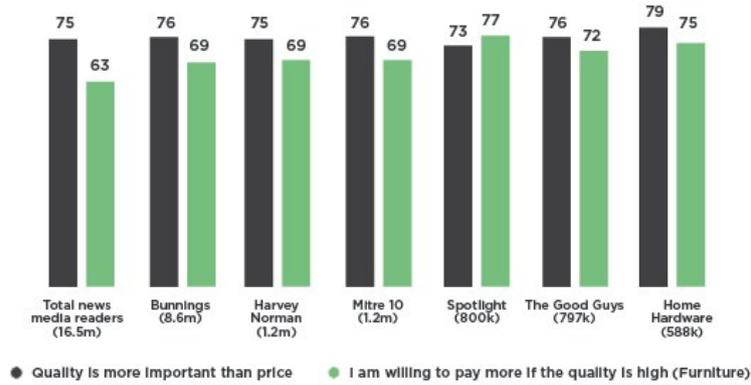
News media reaches 11.1 million home and garden buyers and performs well across each of the vertical's segments. News media reaches 4.2 million furniture and homewares buyers, 9.7 million hardware and furniture buyers and 1.7 million white goods and appliances buyers.

Home and garden shoppers are more likely to pay more than general news media readers. Spotlight shoppers are most likely to spend big on high quality items (+77 per cent), followed by Home Hardware (+75 per cent) and The Good Guys (+72 per cent) shoppers.

Home Hardware shoppers are most likely to agree than quality is more important than price at 79 per cent, followed by Bunnings, Mitre 10 and The Good Guys shoppers, each at 76 per cent.

3 out of 4 news media readers will pay for quality

News media readers who shop at least every 3 months - Agree %

	Total news media readers (16.5m)	Bunnings (8.6m)	Harvey Norman (1.2m)	Mitre 10 (1.2m)	Spotlight (800k)	The Good Guys (797k)	Home Hardware (588k)
Quality is more important than price	75	76	75	76	73	76	79
I am willing to pay more if the quality is high (Furniture)	63	69	69	69	77	72	75

● Quality is more important than price   ● I am willing to pay more if the quality is high (Furniture)

Targeting quality products to key demographics

Home and garden retailers currently spend $128 million on newspapers. This represents 29 per cent of the vertical's total ad spend in offline media (excluding outdoor) of $434 million.
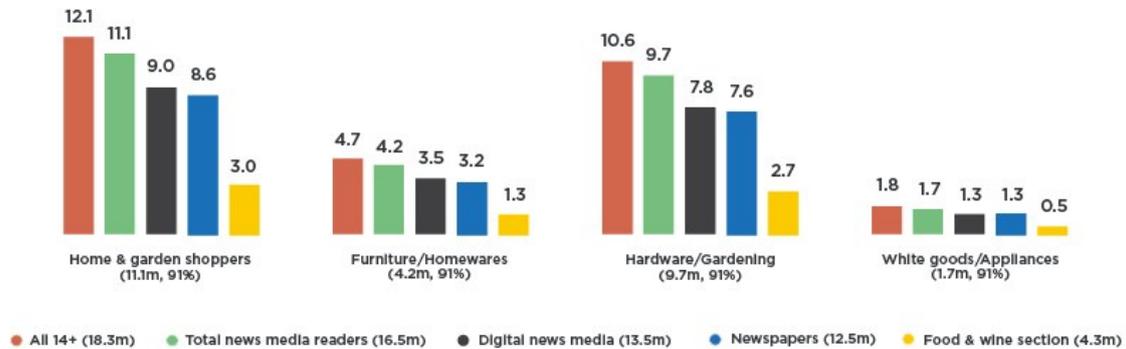
Retail brands are more likely to utilise the advertising power of news media.

Harvey Norman currently reports the second-highest overall newspaper ad spend, totalling $79.6 million annually. Furniture chain Domayne is the fourth-biggest spender at $47.2 million, followed by Myer at ninth with a spend of $19.5 million. Bunnings and David Jones round out the top five of home and garden retailers, spending $14.2 million and $13.1 million respectively.

Hardware and gardening is the most shopped segment of the vertical, followed by the furniture and homewares, with white goods and appliances still attracting shoppers in third. In each group, digital news media and newspapers saw very similar results in relation to reach.

## News media reaches 11.1m buyers of Home & Garden products

Population Aged 14+ and News media readers (m)

Home & garden shoppers (11.1m, 91%): All 14+ 12.1, Total news media readers 11.1, Digital news media 9.0, Newspapers 8.6, Food & wine section 3.0

Furniture/Homewares (4.2m, 91%): All 14+ 4.7, Total news media readers 4.2, Digital news media 3.5, Newspapers 3.2, Food & wine section 1.3

Hardware/Gardening (9.7m, 91%): All 14+ 10.6, Total news media readers 9.7, Digital news media 7.8, Newspapers 7.6, Food & wine section 2.7

White goods/Appliances (1.7m, 91%): All 14+ 1.8, Total news media readers 1.7, Digital news media 1.3, Newspapers 1.3, Food & wine section 0.5

- All 14+ (18.3m)
- Total news media readers (16.5m)
- Digital news media (13.5m)
- Newspapers (12.5m)
- Food & wine section (4.3m)

Source : emma™ 12 months to Jan18. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ; Nielsen DRM Jan18 People 14+ only. "1 News media readers who shop in the category at a "specialist" store at least every 3 months or purchased at a department store in the last 12 months – where "specialist" stores are Furniture (Furniture & homewares), Hardware stores (Hardware & gardening), White goods & electrical stores (White goods & appliances) and where House & garden shoppers are the sum of shoppers in at least one of the 3 aforementioned categories. Numbers in legend brackets are Total people/readers whether or not they shop the category. Numbers in brackets on x-axis are news media readers in the category and the associated reach to all category shoppers aged 14+.

Home and garden shoppers tend to skew younger and female. Women dominate within the furniture and homewares group, accounting for 64 per cent of the market. Men slightly out-shop women in hardware/gardening and white goods/appliances at 53 per cent and 57 per cent respectively. Over 55 make up less than 40 per cent of the market in each of the three groups.

Furniture/homewares spenders skew younger and less male.
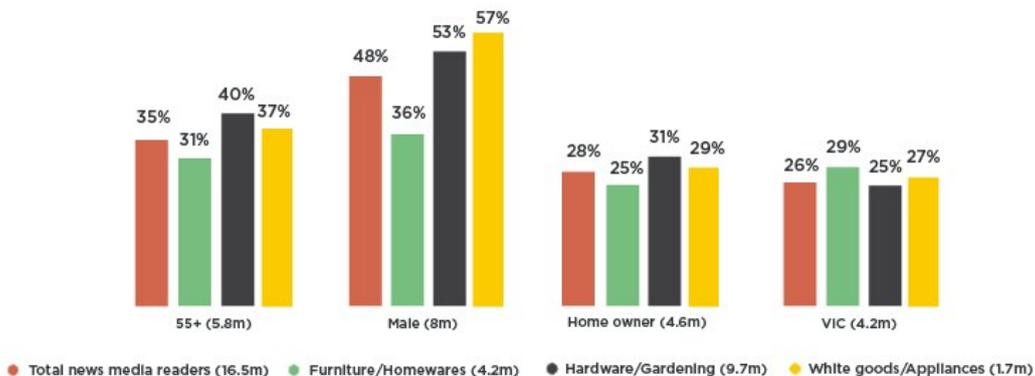
55+ (5.8m): Total news media readers 35%, Furniture/Homewares 31%, Hardware/Gardening 40%, White goods/Appliances 37%

Male (8m): Total news media readers 48%, Furniture/Homewares 36%, Hardware/Gardening 53%, White goods/Appliances 57%

Home owner (4.6m): Total news media readers 28%, Furniture/Homewares 25%, Hardware/Gardening 31%, White goods/Appliances 29%

VIC (4.2m): Total news media readers 26%, Furniture/Homewares 29%, Hardware/Gardening 25%, White goods/Appliances 27%

- Total news media readers (16.5m)
- Furniture/Homewares (4.2m)
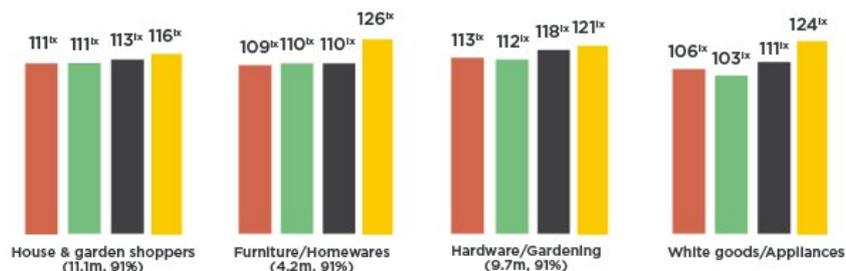- Hardware/Gardening (9.7m)
- White goods/Appliances (1.7m)

Source : emma™ 12 months to Jan18. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ; Nielsen DRM Jan18 People 14+ only. "1 News media readers who shop in the category at a "specialist" store at least every 3 months or purchased at a department store in the last 12 months – where "specialist" stores are Furniture (Furniture & homewares), Hardware stores (Hardware & gardening), White goods & electrical stores (White goods & appliances). Eg Among news media readers, 57% of White goods/appliances shoppers are Male. Numbers in legend brackets are Total people/readers who shop in the category. Numbers in brackets on x-axis are total news media readers who are male, for example.

Each of these groups are highly engaged newspaper readers, providing added value for advertisers.

Highly engaged newspaper readers provide extra value for retail advertisers

Heavy newspaper readers as % of all newspaper readers

	%	Extra value for advertisers
All newspaper readers	32ix	Base
House & home shoppers	34ix	+5%
Furniture/Homewares	31ix	-4%
Hardware/Gardening	34ix	+7%
White goods/Appliances	36ix	+11%
Harris Technology	43ix	+35%
Fantastic Furniture	42ix	+31%
SuperAMart	41ix	+27%
Mitre 10	40ix	+26%
Home Hardware	39ix	+23%
Harvey Norman	39ix	+22%
Betta Electrical	39ix	+21%
Bing Lee	37ix	+15%
The Good Guys	36ix	+12%

emma™ 12 months to Jan18. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ; Nielsen DRM Jan18 People 14+ only. News media readers shop at the given store at least every 3 months. Heavy readers read any newspapers at least 30 minutes a day OR read at least 7 issues of any newspaper a week - Expressed as a percentage of all newspaper readers who shop at the given store, eg 42% of newspaper readers who shop at Fantastic furniture at least every 3 months are heavy readers – compared to all newspaper readers (32%) they are 31% more likely to be highly engaged, heavy readers – that's +31% extra value for advertisers.

The food and wine sections are the best way to reach these big spenders, with an audience of 3 million shoppers. Home and garden shoppers are 16 per cent more likely to be readers of this newspaper section.

Furniture/Homeware shoppers are 26% more likely to read Food & Wine section(s)

Food & wine readers indexed v Non readers of news media = 100ix

House & garden shoppers (11.1m, 91%): 111ix, 111ix, 113ix, 116ix
Furniture/Homewares (4.2m, 91%): 109ix, 110ix, 110ix, 126ix
Hardware/Gardening (9.7m, 91%): 113ix, 112ix, 118ix, 121ix
White goods/Appliances: 106ix, 103ix, 111ix, 124ix

● Total news media readers (16.5m)   ● Digital news media (13.5m)   ● Newspapers (12.5m)   ● Food & wine section (4.3m)

Source : emma™ 12 months to Jan18. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ; Nielsen DRM Jan18 People 14+ only. "I News media readers who shop in the category at a "specialist" store at least every 3 months or purchased at a department store in the last 12 months – where "specialist" stores are Furniture (Furniture & homewares), Hardware stores (Hardware & gardening), White goods & electrical stores (White goods & appliances) and where House & garden shoppers are the sum of shoppers in at least one of the 3 aforementioned categories. Numbers in legend brackets are Total people/readers whether or not they shop the category. Graph shows the percentage of given news media readers who are category shoppers indexed v Non readers of news media = 100ix. For example, if IX = 126ix then readers are 26% more likely to be category shoppers. Numbers in brackets on x-axis are news media readers in the category and the associated reach to all category shoppers aged 14+.

The sections demonstrating the highest efficiencies for furniture and homewares include food and wine (26 per cent more likely), employment (24 per cent more likely) and the classifieds (18 per cent more likely).

Hardware and gardening sees efficiencies in the classifieds, insights and commentary and motoring sections, each indexing 28 per cent more likely to reach spenders.

Efficiencies for white goods and appliances were best seen in the technology section (58 per cent more likely), education (41 per cent more likely) and employment (31 per cent more likely).

Newspaper sections provide targeting efficiencies for advertisers

4.3m Food & wine section readers are 26% more likely to be Furniture & homeware buyers

	Furniture/Homewares (4.2m, 91%)	Hardware/Gardening (9.7m, 91%)	White goods/Appliances (1.7m, 91%)
Total news media readers (16.5m)	109[x]	113[x]	106[x]
Newspapers (12.5m)	110[x]	118[x]	111[x]
Classified (868k)	118[x]	128[x]	122[x]
Education (679k)	108[x]	121[x]	141[x]
Employment (2.2m)	124[x]	125[x]	131[x]
Food & wine section (4.3m)	126[x]	121[x]	124[x]
Insight & commentary (2.5m)	112[x]	128[x]	127[x]
Motoring (3.3m)	111[x]	128[x]	132[x]
Technology (867k)	114[x]	126[x]	158[x]

Source : emma™ 12 months to Jan18. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ; Nielsen DRM Jan18 People 14+ only *i News media readers who shop in the category at a "specialist" store at least every 3 months or purchased at a department store in the last 12 months – where "specialist" stores are Furniture (Furniture & homewares), Hardware stores (Hardware & gardening), White goods & electrical stores (White goods & appliances) and where House & garden shoppers are the sum of shoppers in at least one of the 3 aforementioned categories. Graph shows the percentage of given news media/ newspaper section readers who are category shoppers indexed v Non readers of news media = 100ix. For example, if IX =126x then readers are 26% more likely to be category shoppers. Numbers in legend brackets are news media readers who shop in the category and the associated reach to all category shoppers aged 14+. Numbers in brackets on y-axis are news media readers.

HOMING IN ON BIG SPENDERS

75% OF NEWS MEDIA READERS BELIEVE QUALITY IS MORE IMPORTANT THAN PRICE *3

News media is read by 91% of House and home shoppers

READERS BY CATEGORY SHOPPED *1

- **11.1M** HOUSE & HOME
- **4.2M** FURNITURE & HOMEWARES
- **9.7M** HARDWARE & GARDENING
- **1.7M** WHITE GOODS & APPLIANCES

READERS BY STORE SHOPPED *4

- **8.6M** BUNNINGS
- **1.2M** HARVEY NORMAN
- **1.2M** MITRE 10
- **800K** SPOTLIGHT

EXTRA VALUE FOR ADVERTISERS IN NEWSPAPERS
RETAILERS' CUSTOMERS ARE HIGHLY ENGAGED READERS – THE READERS ARE MORE LIKELY TO BE HEAVY NEWSPAPER READERS *5

PERCENTAGE OF NEWSPAPER READERS THAT ARE HEAVY READERS *5

	Percentage	EXTRA VALUE*
ALL NEWSPAPER READERS	32%	BASE
HARRIS TECHNOLOGY	43%	+35%
FANTASTIC FURNITURE	42%	+31%
SUPERAMART	41%	+27%
MITRE 10	40%	+26%
HOME HARDWARE	39%	+23%
HARVEY NORMAN	39%	+22%
BETTA ELECTRICAL	39%	+21%
BING LEE	37%	+15%
THE GOOD GUYS	36%	+12%

NEWSPAPER SECTIONS PROVIDE TARGETING EFFICIENCIES FOR ADVERTISERS

FOOD & WINE READERS
+26% MORE LIKELY TO BE FURNITURE & HOMEWARES SHOPPERS *7

MOTORING READERS
+28% MORE LIKELY TO BE HOMEWARES & GARDENING SHOPPERS *7

INSIGHTS & COMMENTARY READERS
+27% MORE LIKELY TO BE WHITE GOODS & APPLIANCES BUYERS *7

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