

Asia Pacific

Australia

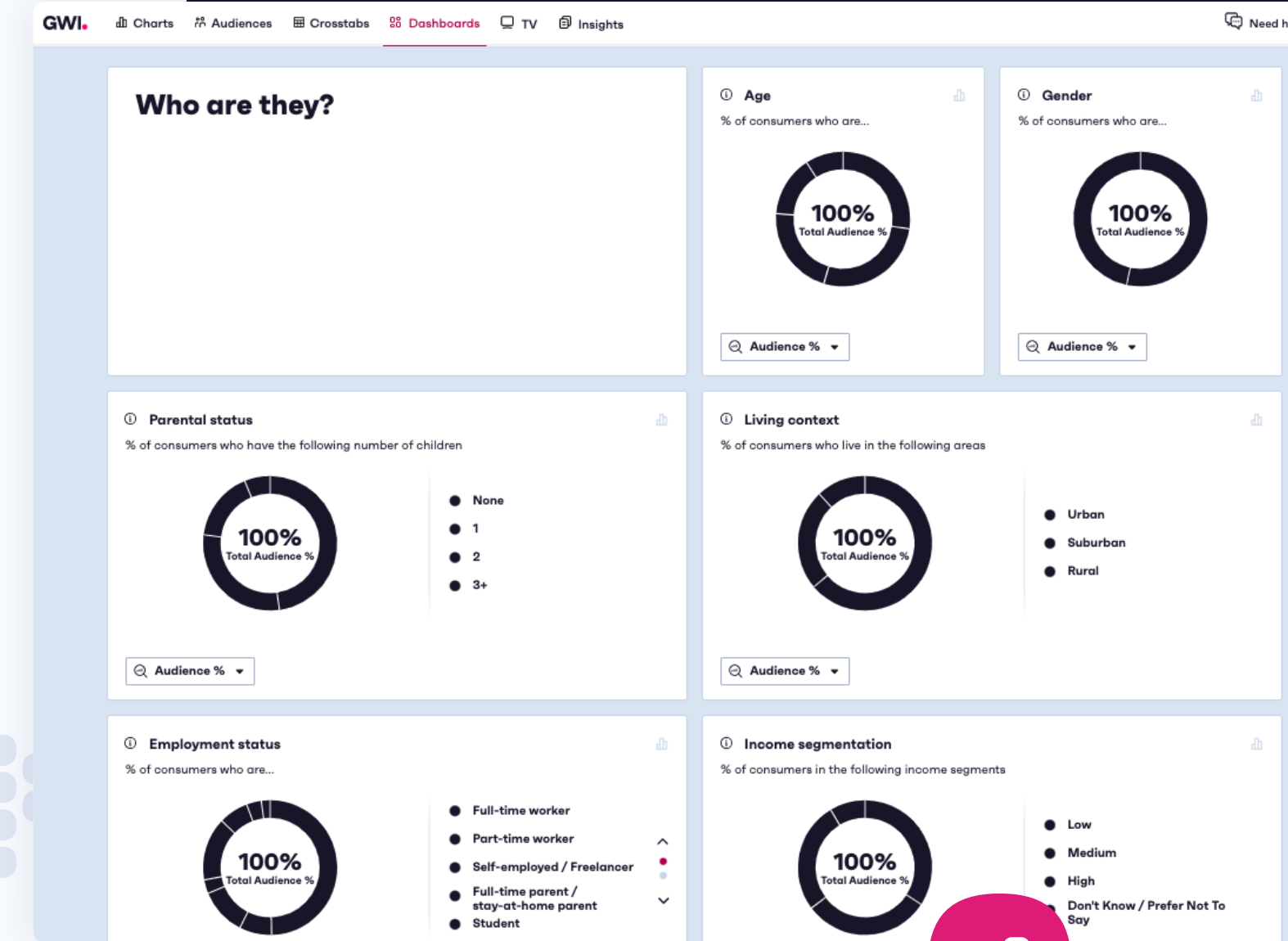
Key digital behaviors and trends over time and across demographics



Sample
Q2-Q3 2021
8,658

Internet
Penetration*
91%

*GWI's forecasts for 2020 based on 2018 ITU data



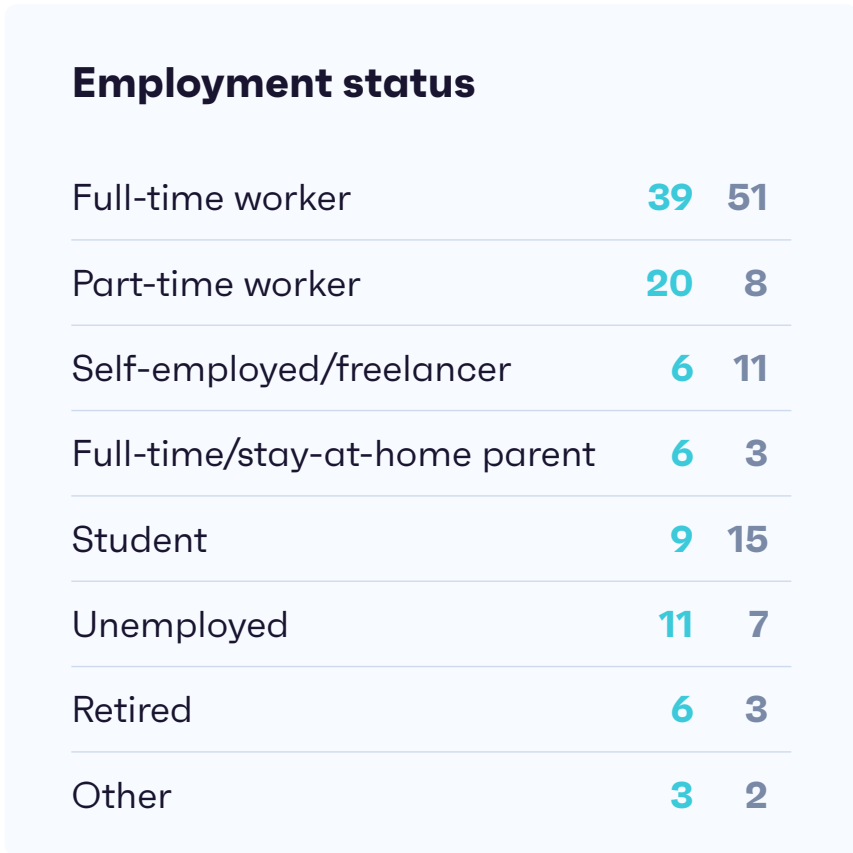
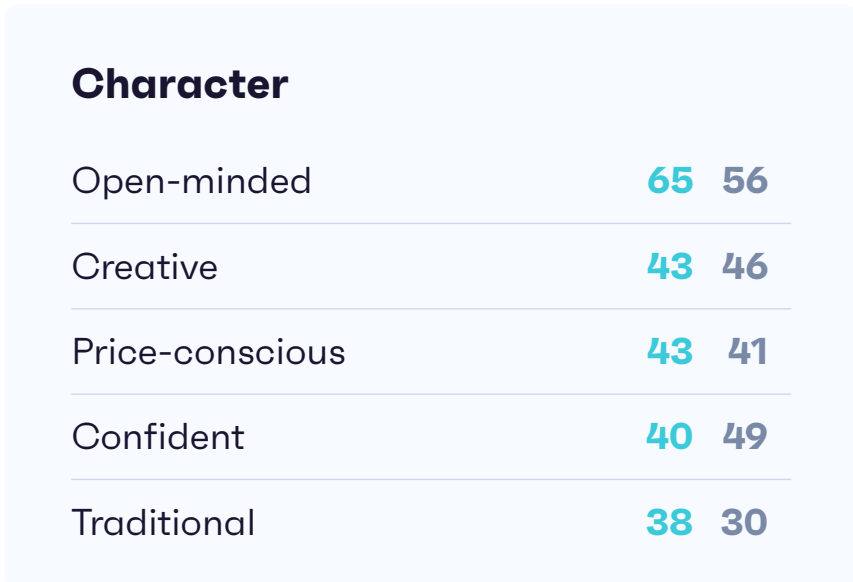
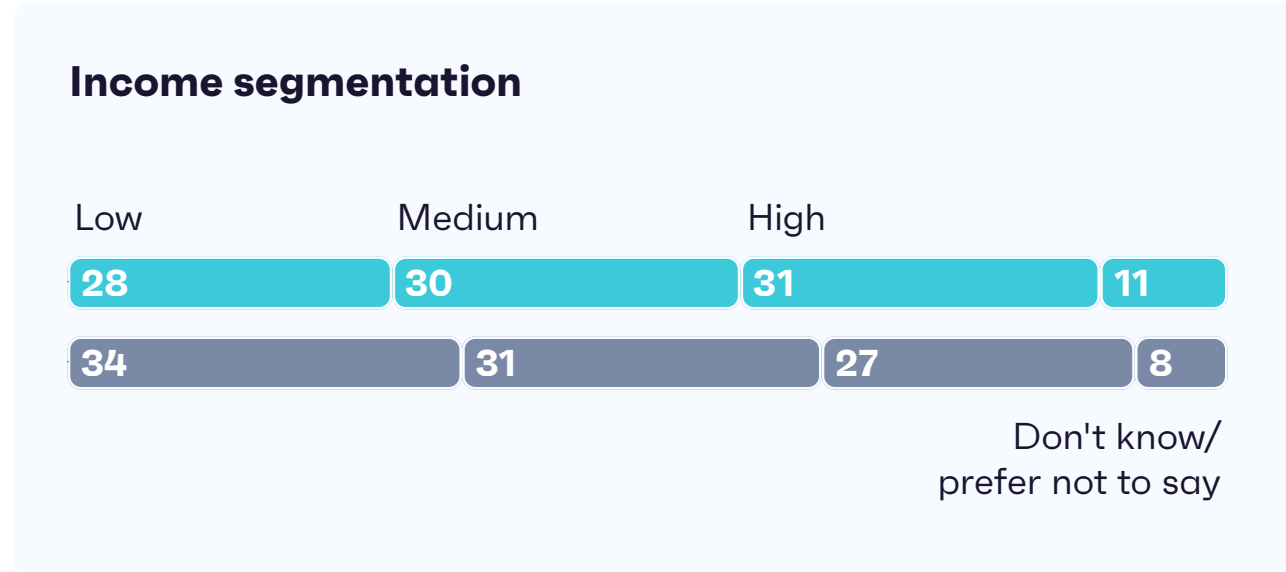
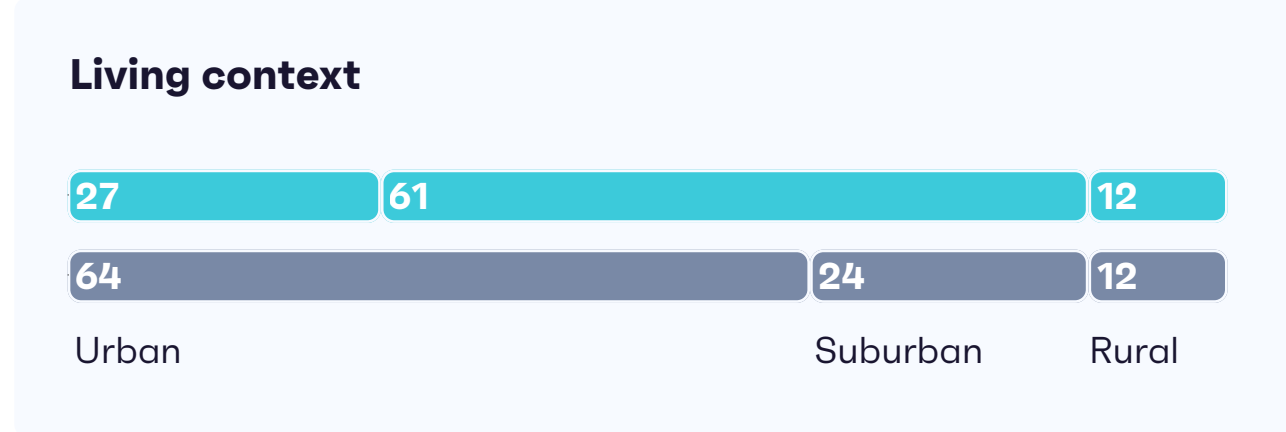
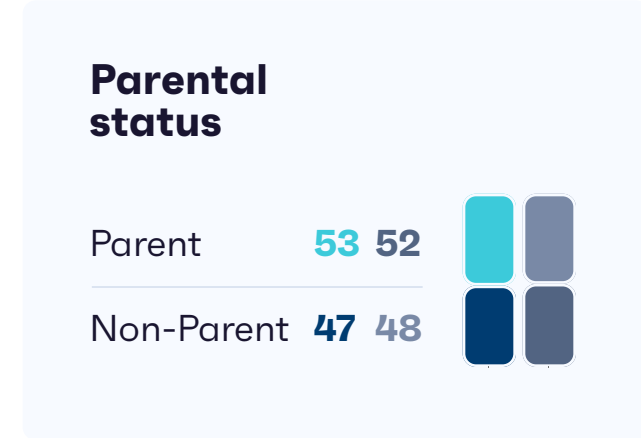
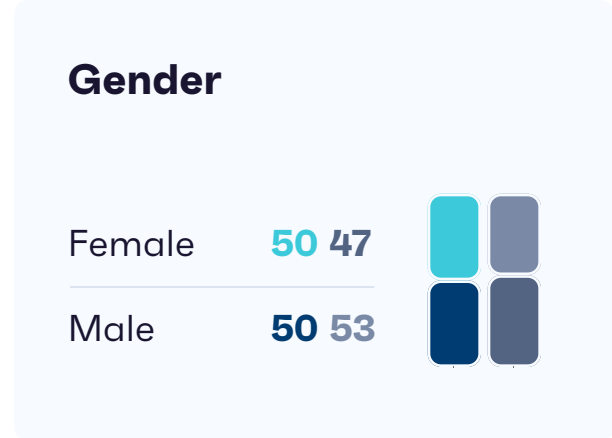
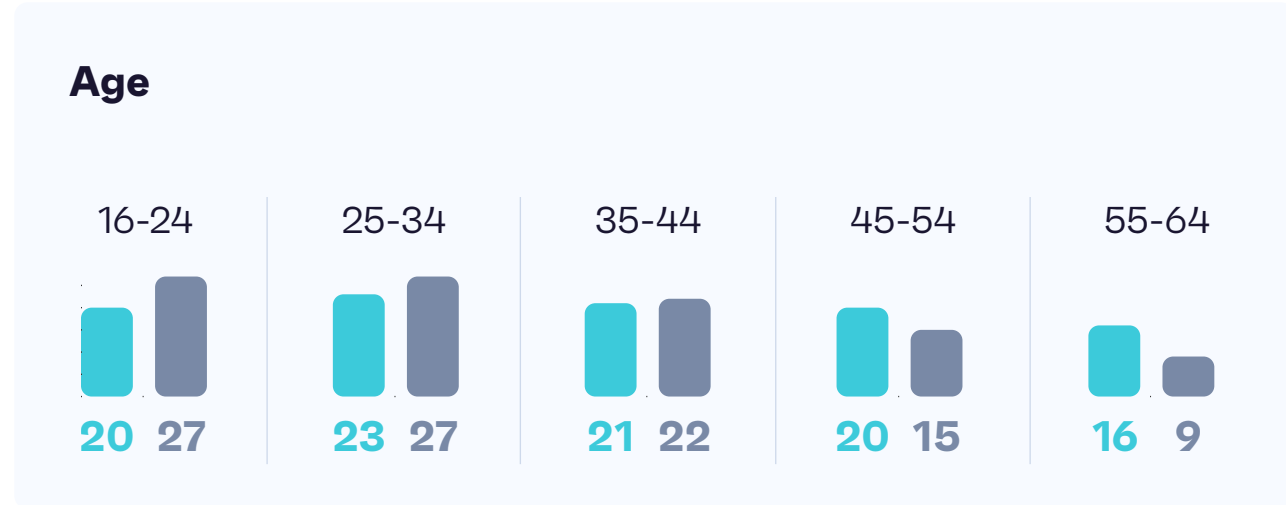
We've collected all charts in this report in an **interactive dashboard** on our Platform, where you can investigate the data by demographics, over time, and among custom audiences.

GWI.



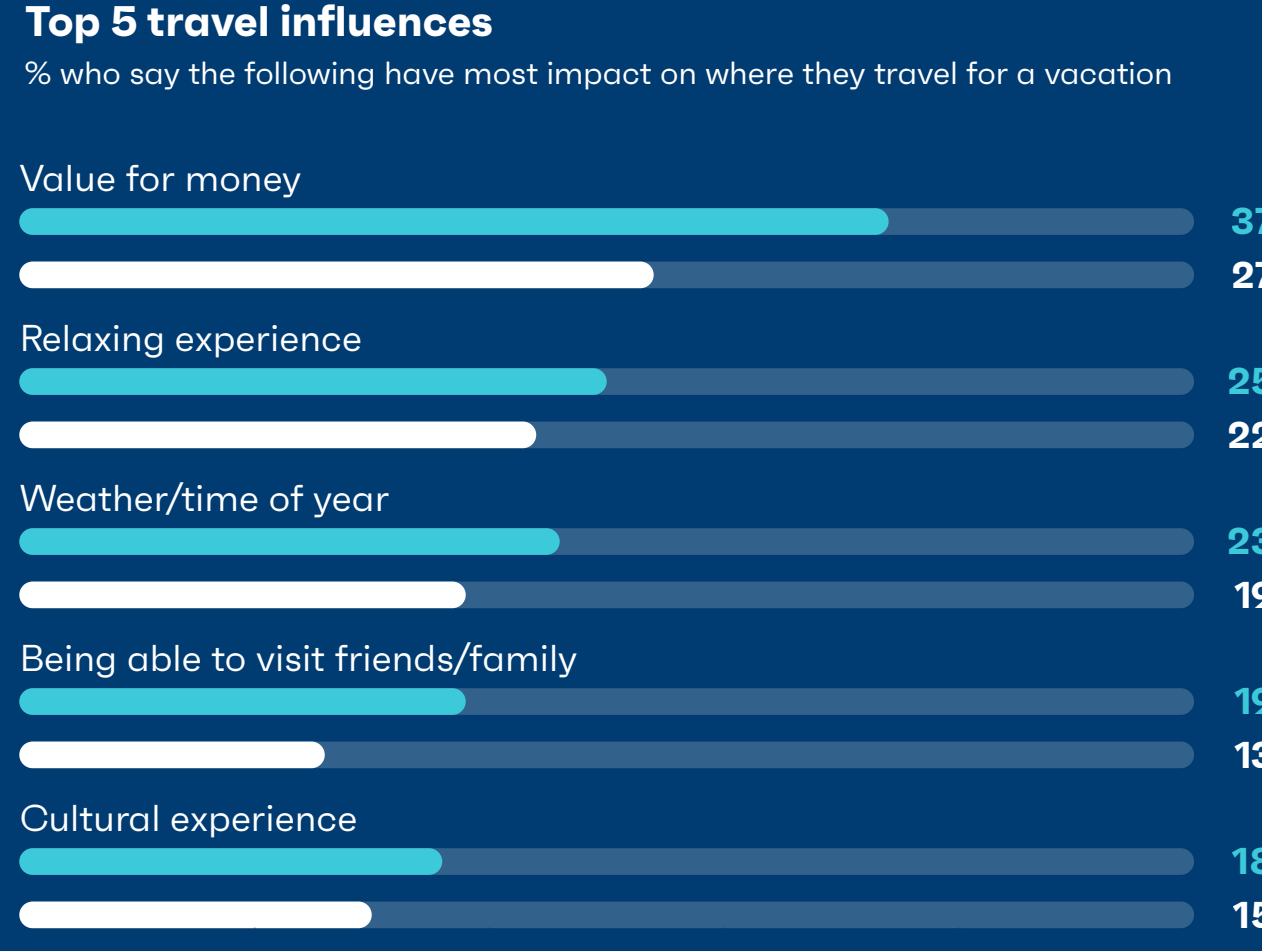
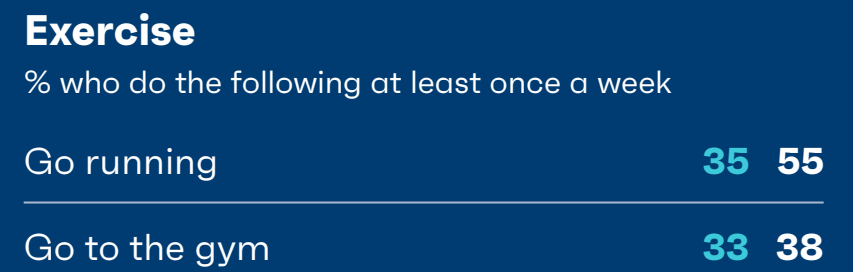
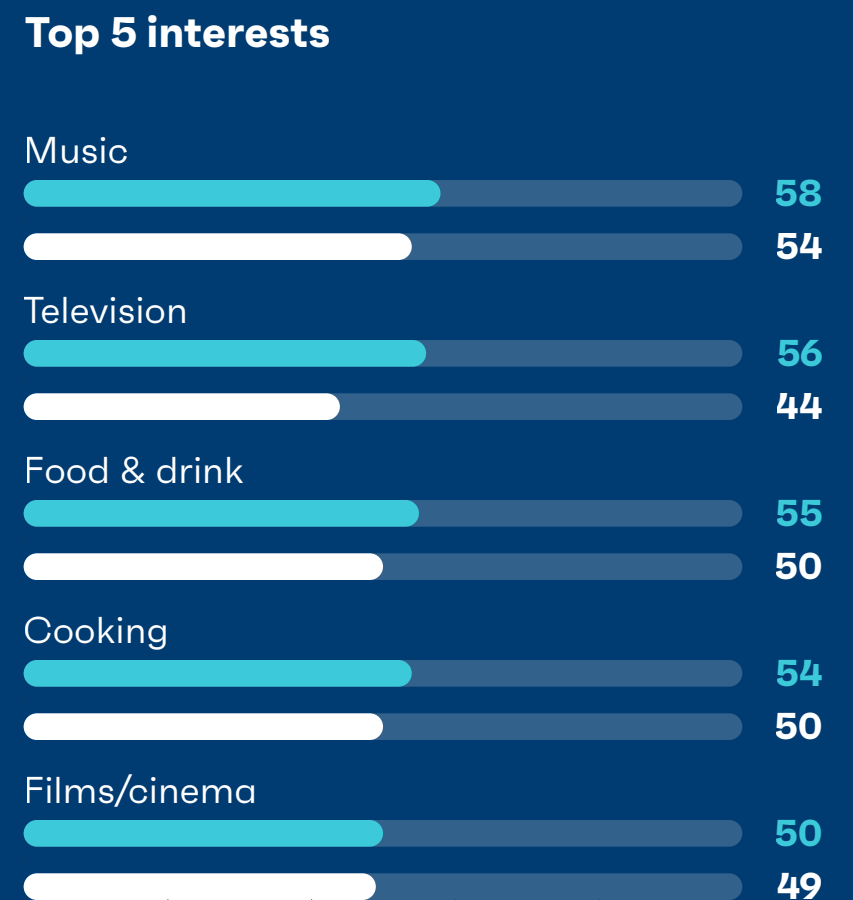
Who are they?

Australia %
Global average %



What's their lifestyle?

Australia %
Global average %



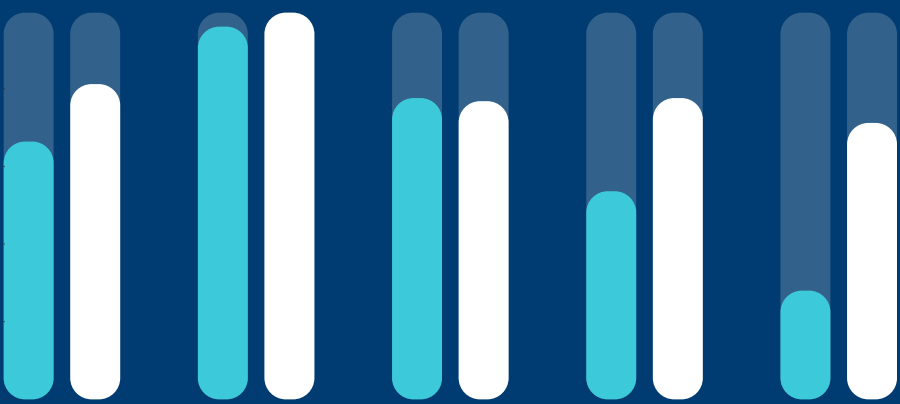


Time spent online

Average h:mm per day typically spent online on the following devices

Mobile PC/Laptop

2:47 3:23 4:00 4:09 3:14 3:12 2:14 3:14 1:10 2:58



All Gen Z 16-24 Millennials 25-38 Gen X 39-57 Boomers 58-64



How do they use technology and electronics?

Australia % Global average %

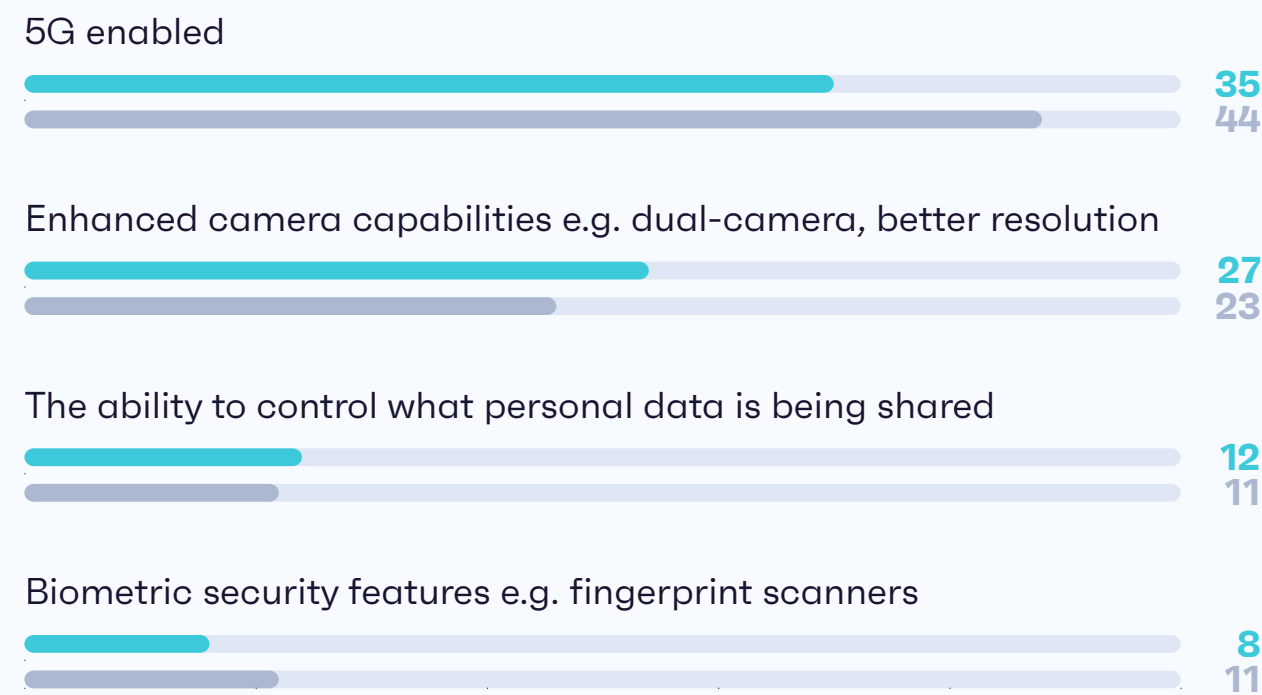
Attitudes to technology

% who feel the following describe them

I am confident using new technology	43	44
I worry about how companies use my personal data online	38	34
I prefer being anonymous online	34	31
I worry I spend too much time on my smartphone	29	31
I am comfortable with my apps tracking my activity	28	27

Desired mobile features

% of mobile upgraders who say they're looking for the following features when purchasing their next phone



Plan to buy a new phone or upgrade in the next 12 months 38% 52%

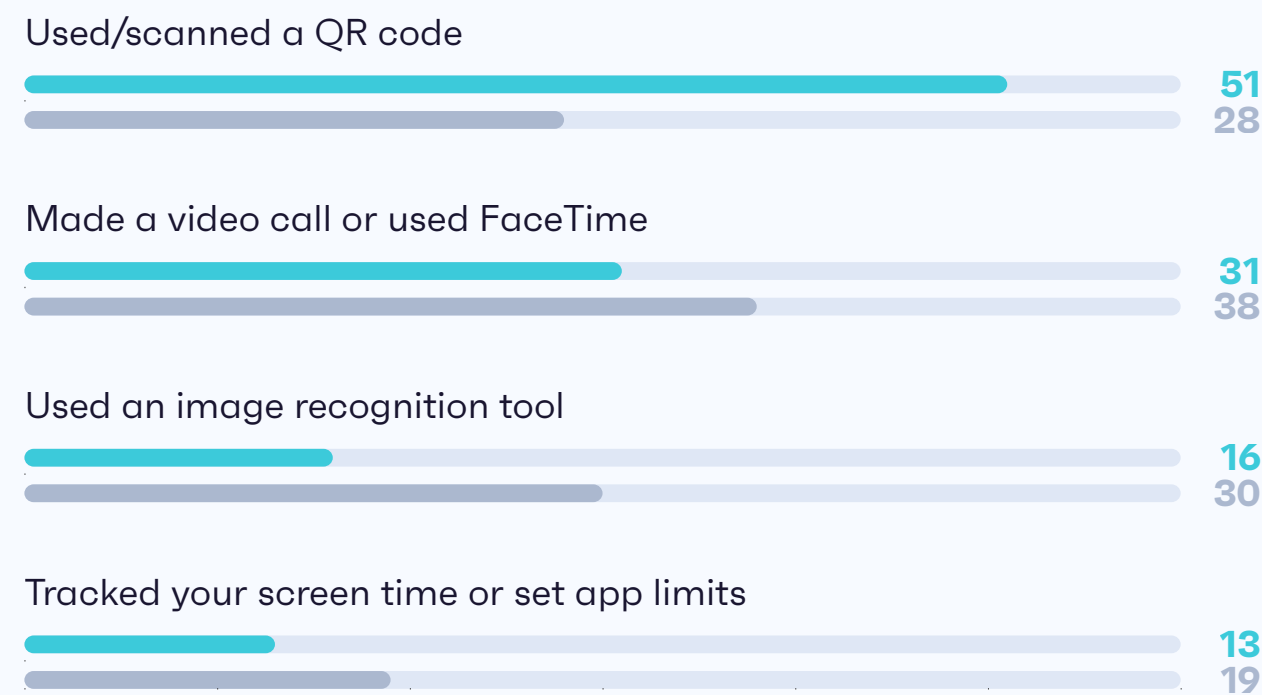
Top 5 handset brands for next purchase

% who say they would buy the following brands when they next upgrade or buy a new phone. Global figures in this chart exclude China

1.	iPhone	Apple	56	43
2.	Samsung	SAMSUNG	45	51
3.	Google Pixel	Pixel	7	2
4.	Oppo	oppo	7	7
5.	Nokia	NOKIA	5	4

Mobile actions

% who say they have done the following mobile actions in the last month



Smart home product ownership

% of smart home product owners who say they own the following

Smart speaker (e.g. Apple HomePod)	Australia 76%	Global 64%
Smart utility product (e.g. remotely controlled thermostat)	31%	44%
Smart security product (e.g. remotely controlled doorbell)	30%	43%

Top 5 electronics

Purchased in the last 3-6 months Planning to purchase

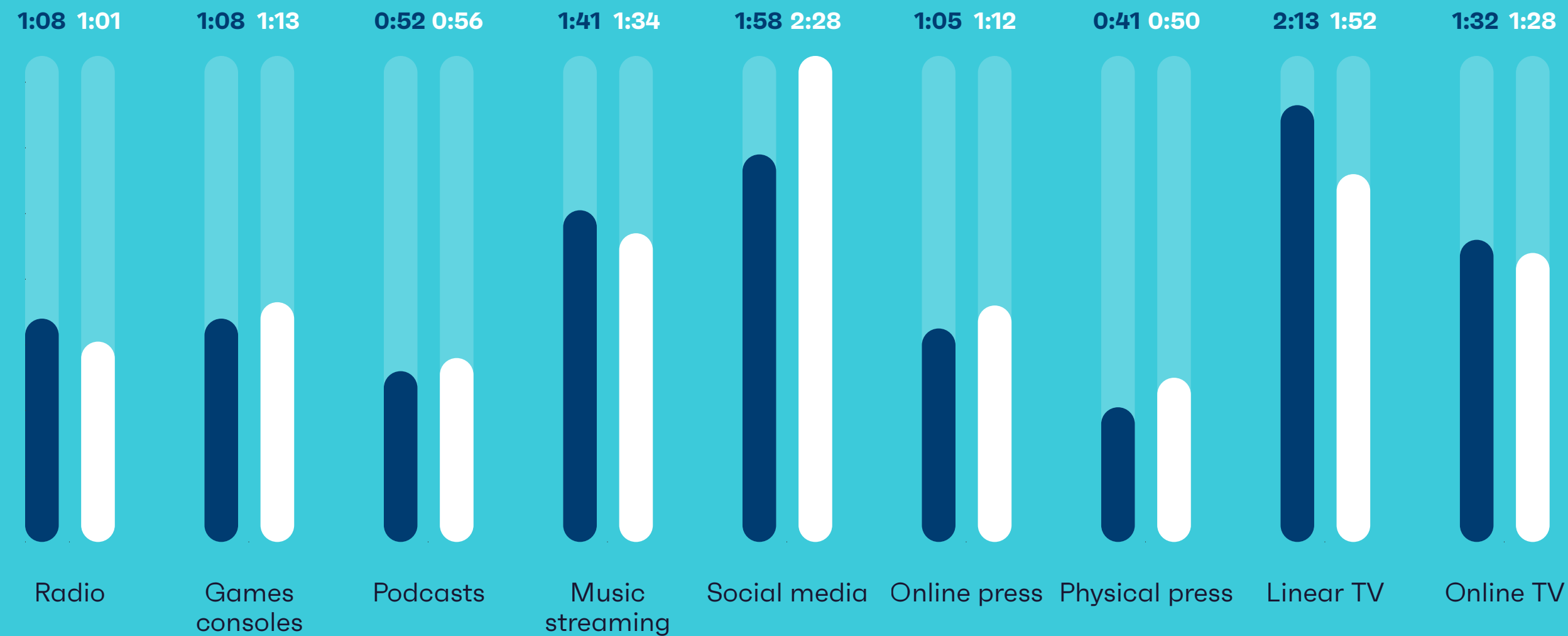
1.	Headphones/earphones	23	10
2.	Laptop	21	14
3.	Computer/video games	17	11
4.	Flat-screen TV	14	11
5.	Tablet	13	9



Daily media time

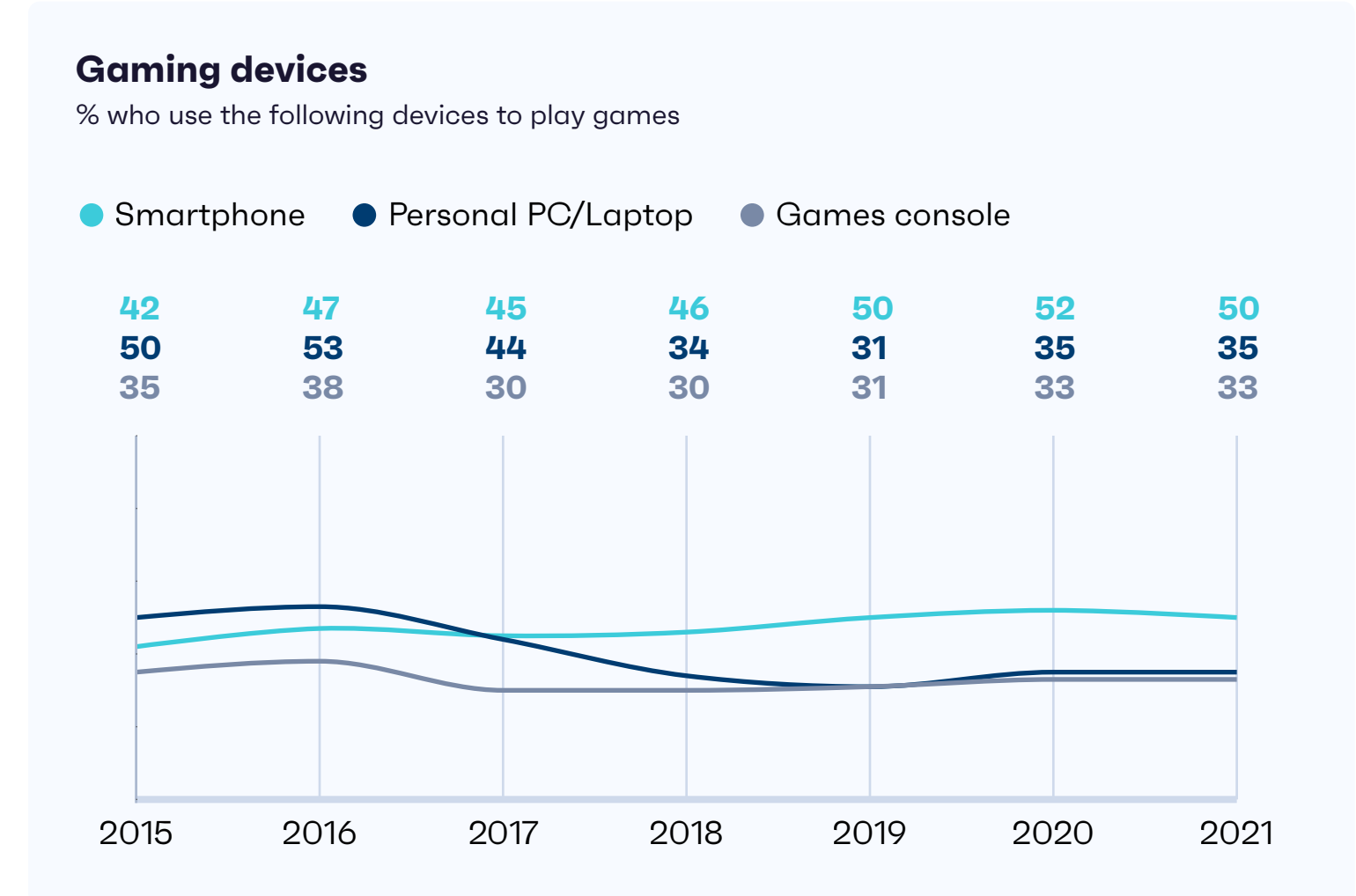
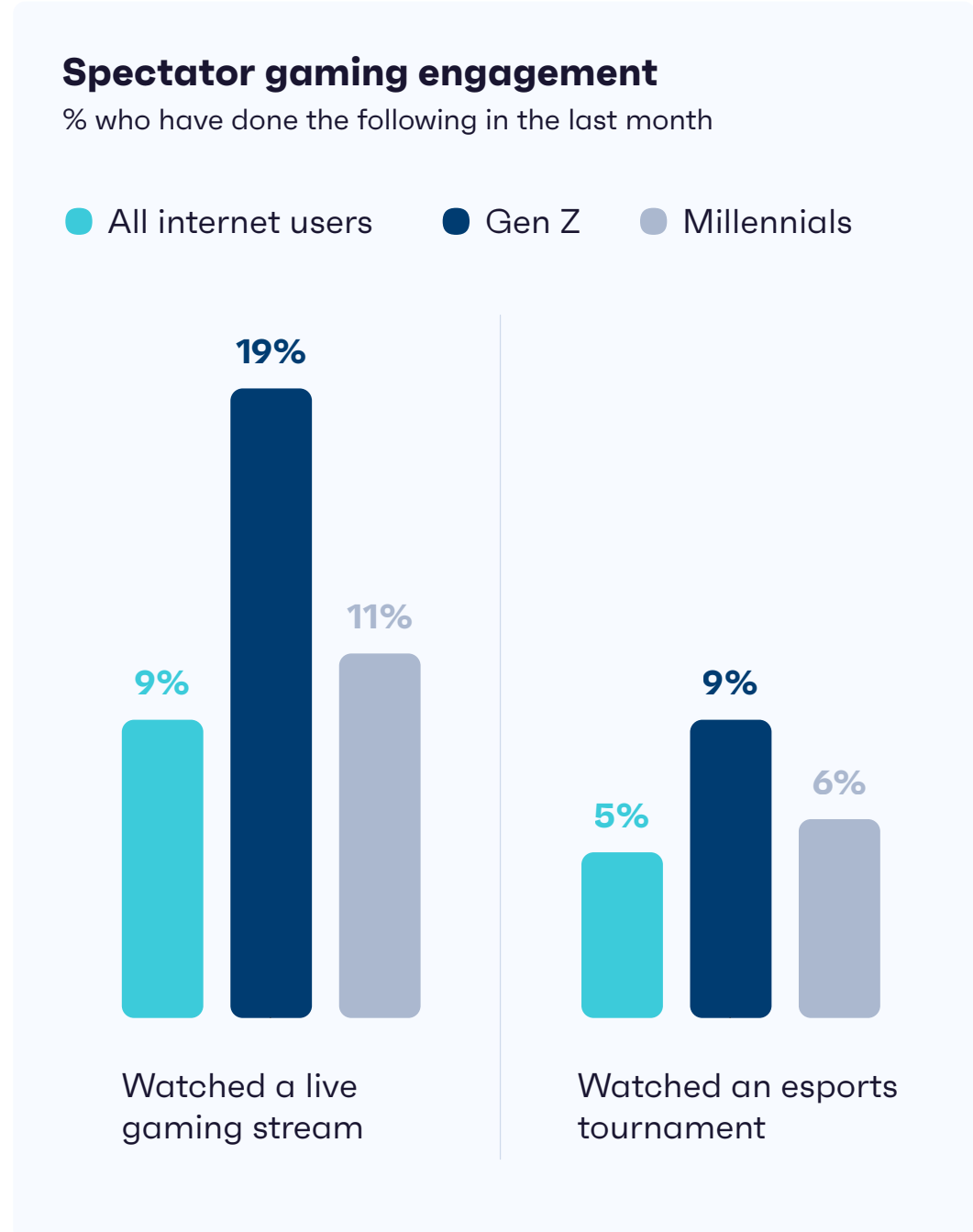
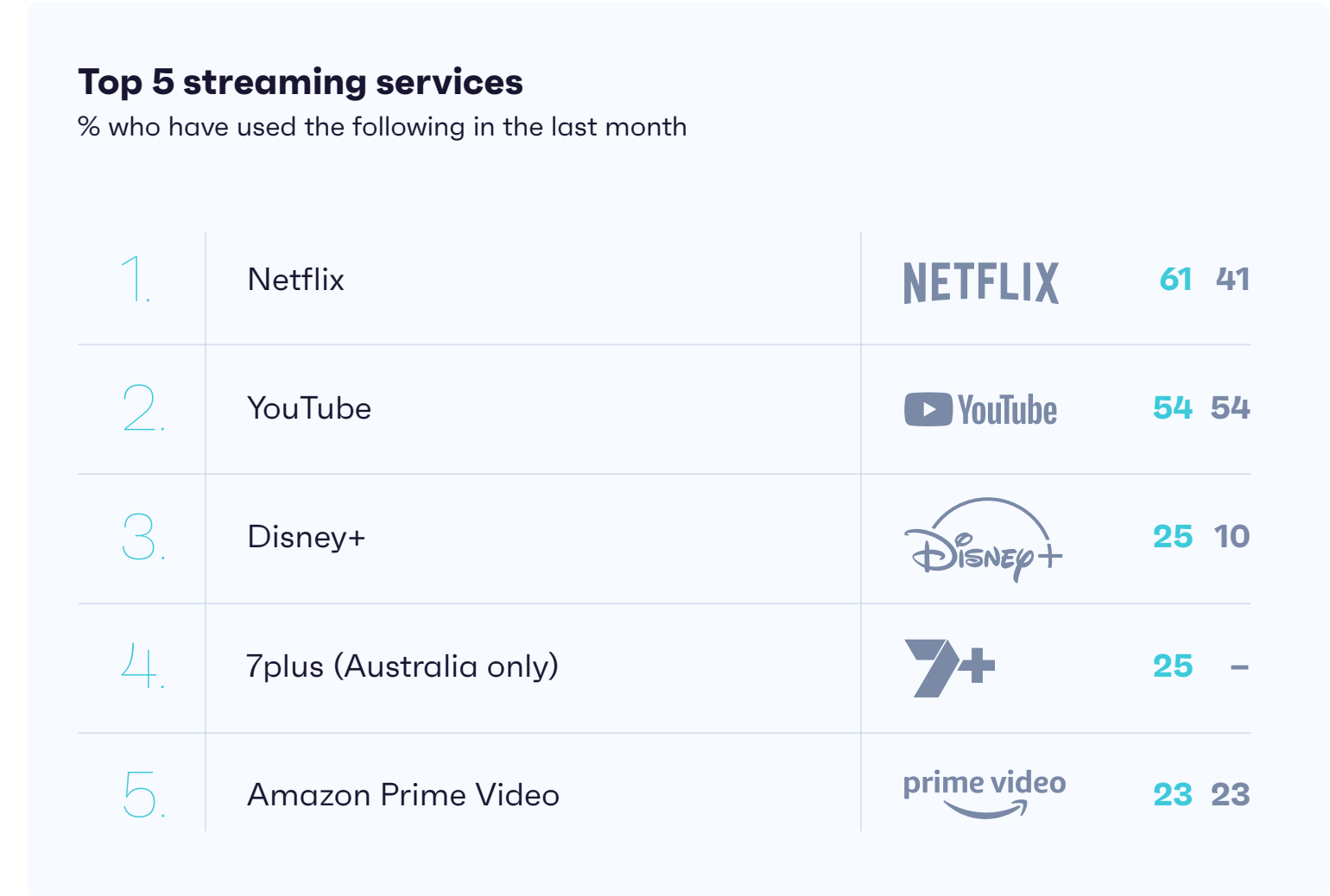
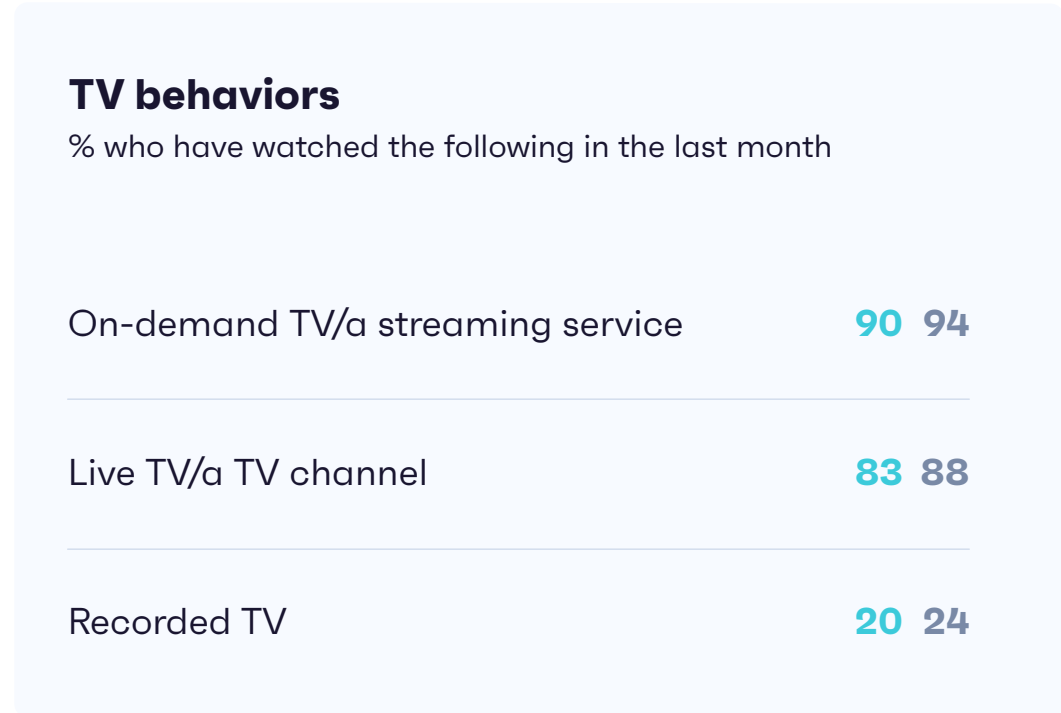
Average time spent per day on the following types of media in h:mm

● Australia ● Global



What media do they consume?

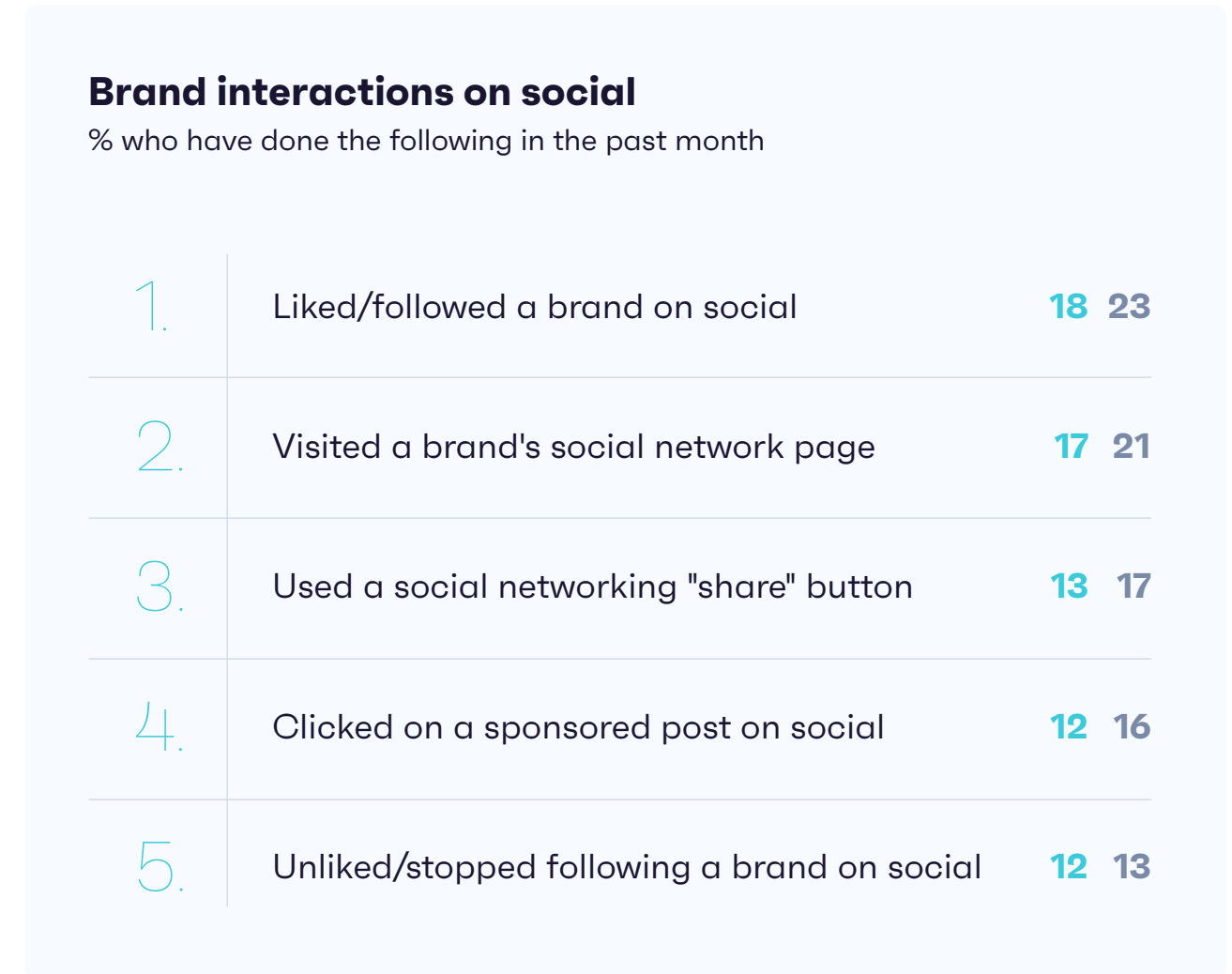
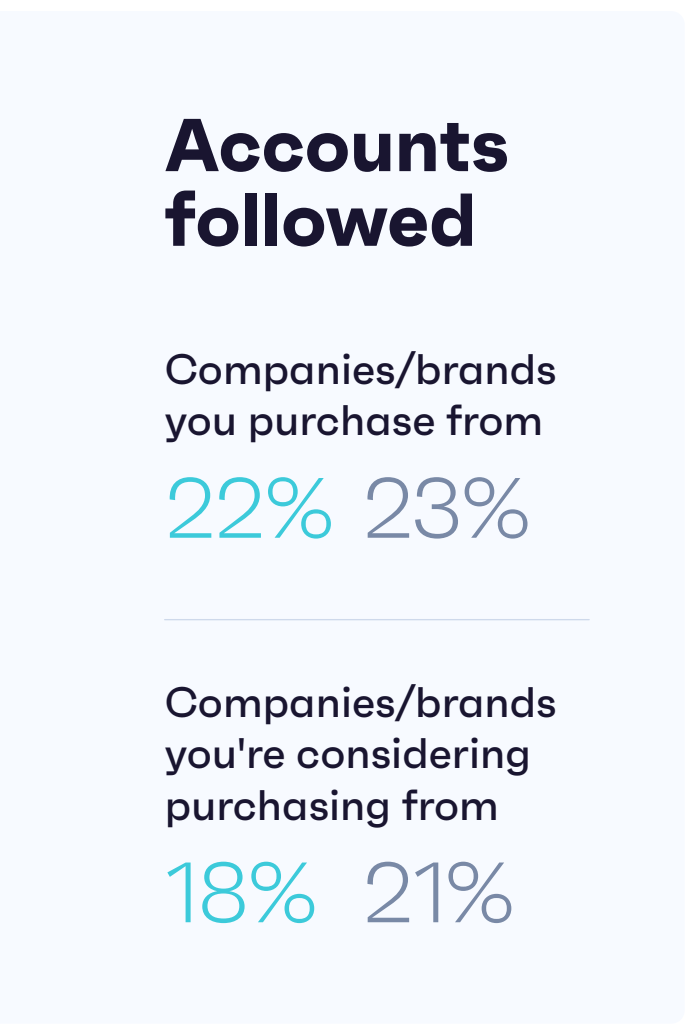
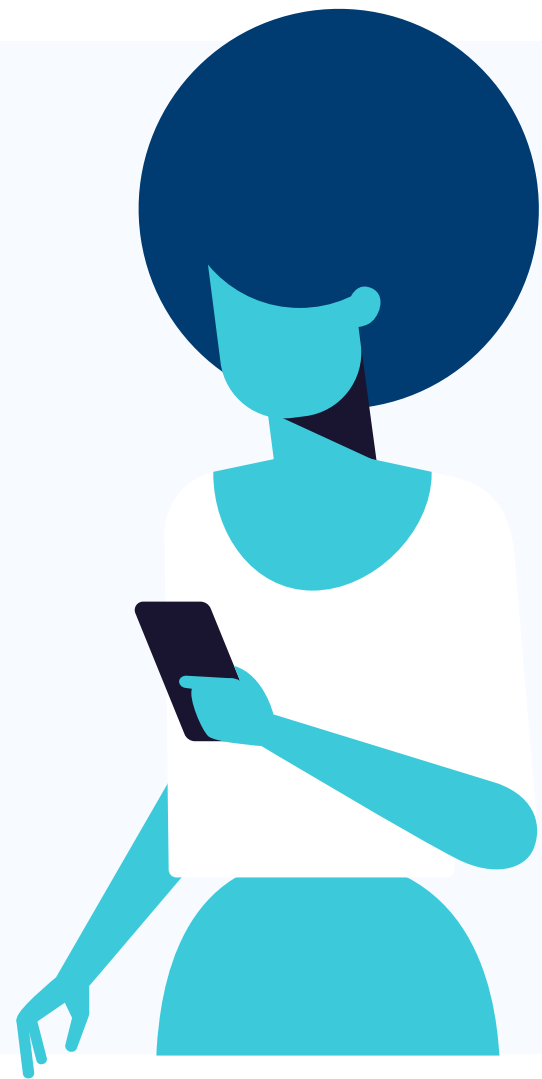
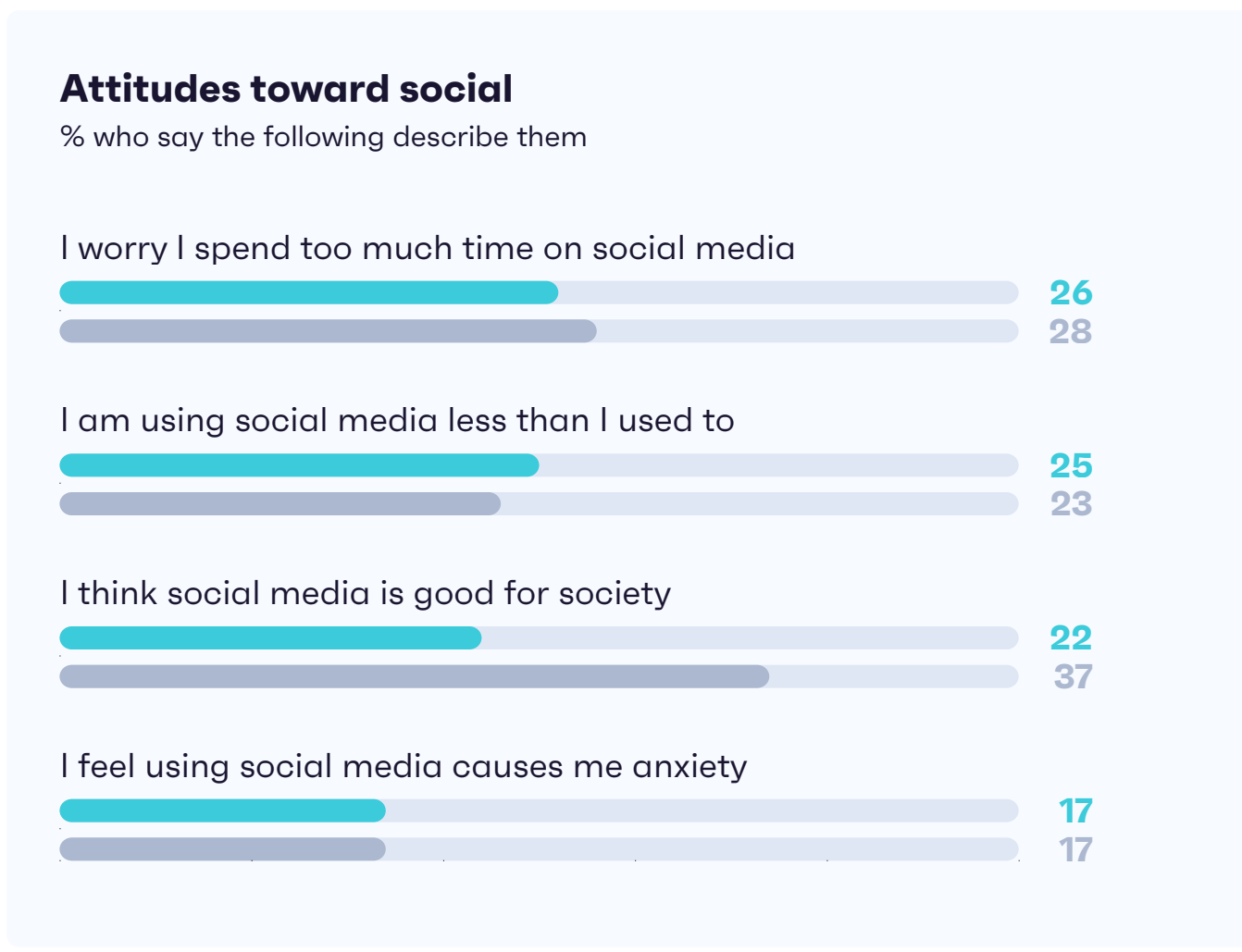
● Australia % ● Global average %





How do they use social media?

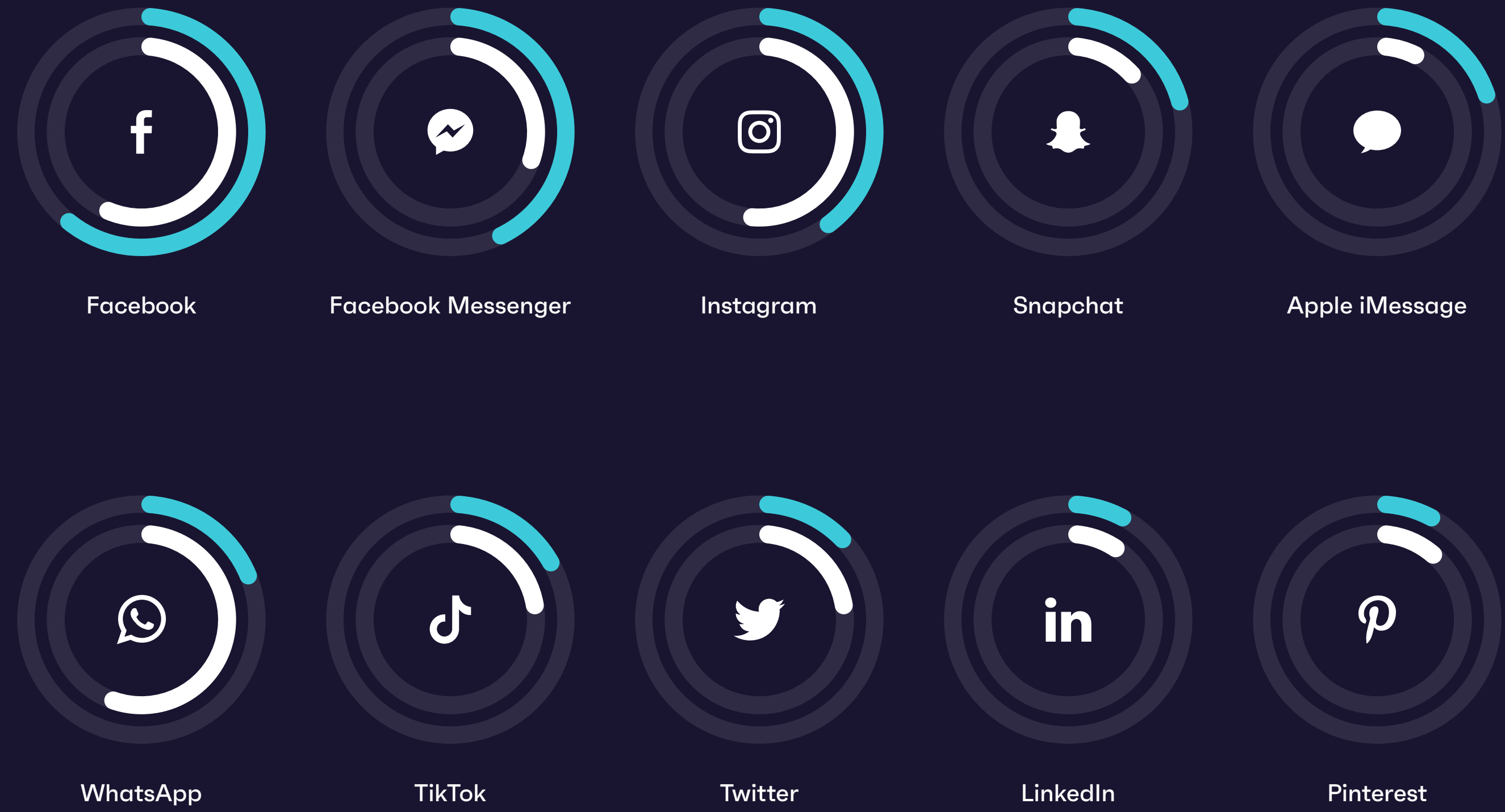
● Australia %
● Global average %



Top 10 social platforms in Australia

% of internet users who visit the following platforms at least once a day

● Australia ● Global



Note that global figures in this chart exclude China.



How do they make purchases?

● Australia %
● Global average %



Purchase journey



Brand/product discovery

% who discover brands/products via the following

Ads seen on TV	37	31
Search engines	37	32
Word-of-mouth recommendations	33	28



Online brand/product research

% who use the following for more information about a brand/product

Search engines	60	49
Product/brand sites	38	35
Consumer reviews	35	37



Online purchase drivers

% who are most likely to buy a product online due to the following

Free delivery	62	51
Coupons and discounts	37	39
Loyalty points	35	26



Brand advocacy

% who are motivated to advocate a brand online by the following

High-quality products	45	47
Rewards	43	40
Great customer service	37	34



Brand qualities

% who say they want brands to be the following

Reliable	67%	55%
Authentic	48%	44%
Smart	43%	43%

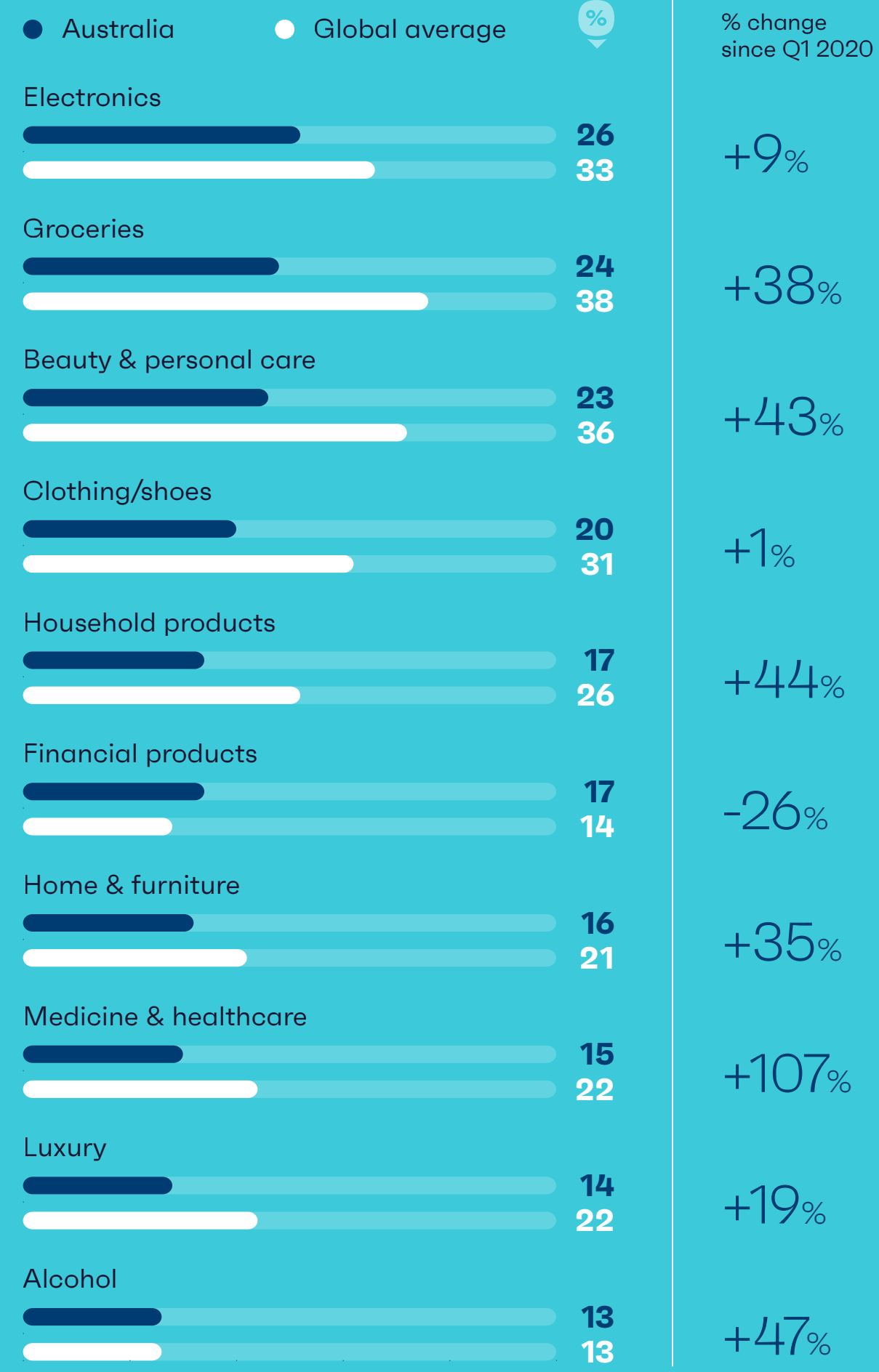
Purchase preferences

% who say they'd rather do the following



Online purchases

% who have purchased the following products online



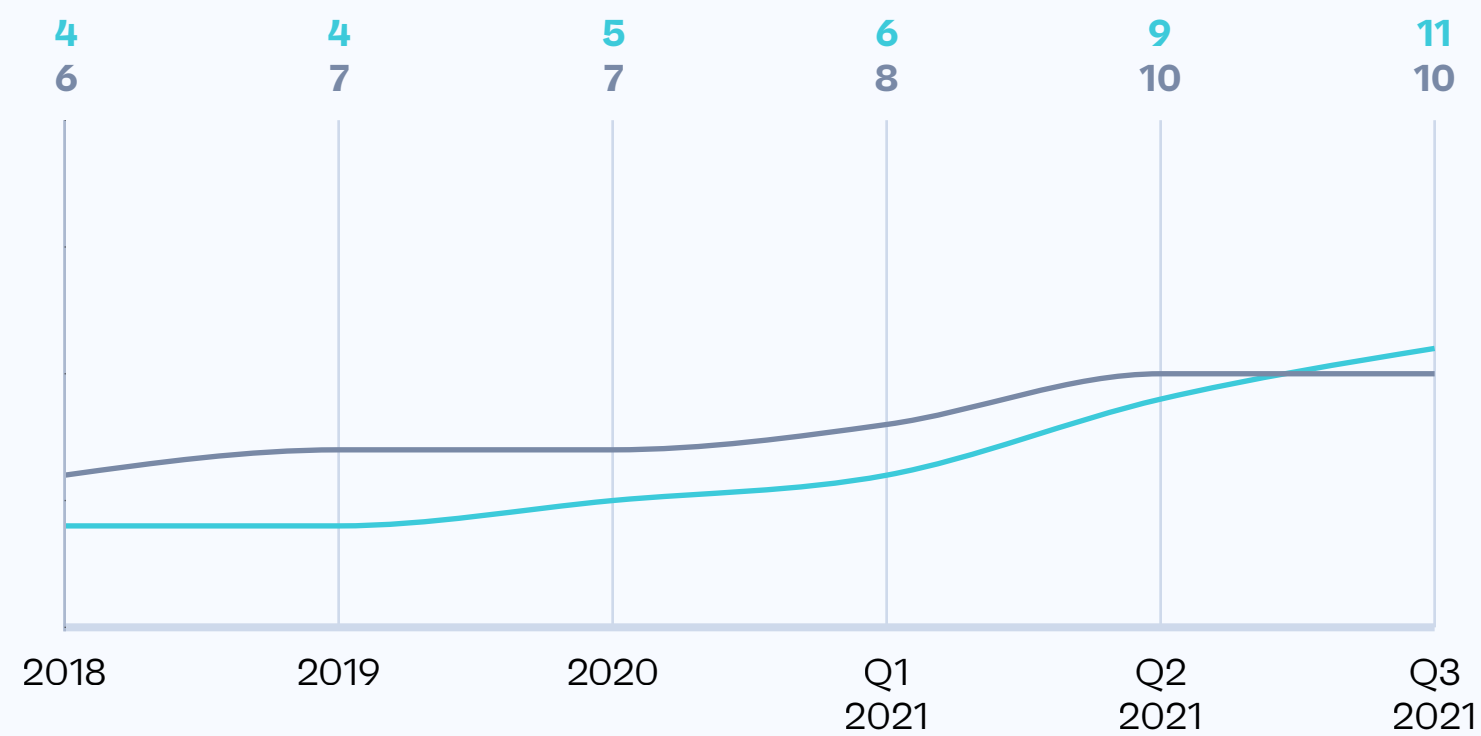


Financial behaviors

Cryptocurrency investments

% who own cryptocurrency

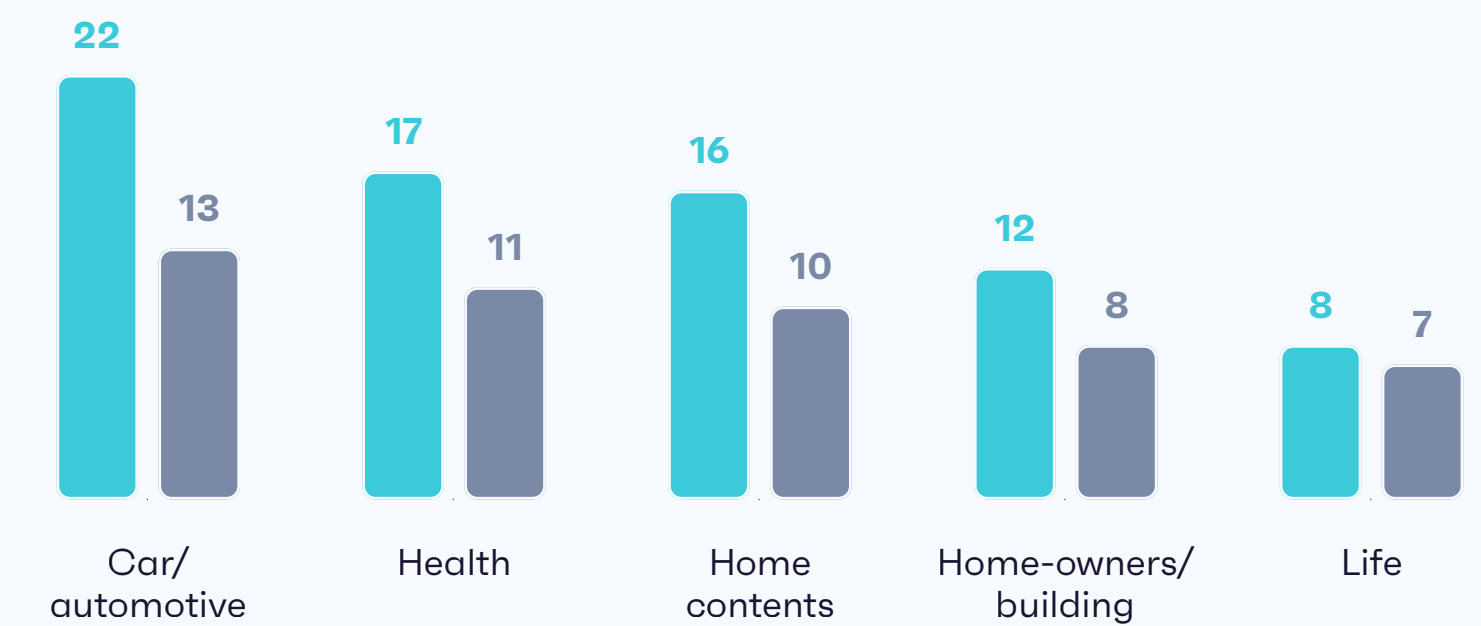
● Australia ● Global



Insurance purchases

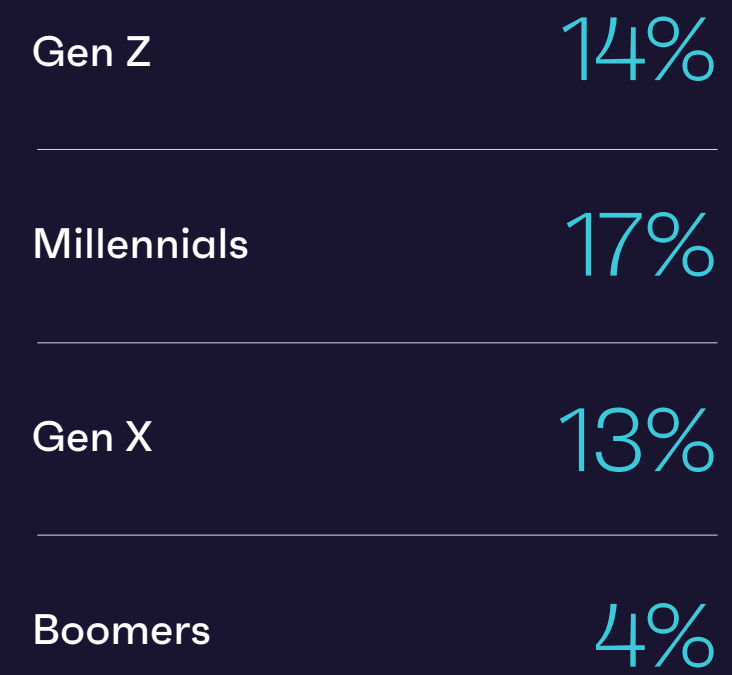
% who say they have purchased/are planning to purchase the following types of insurance

● Purchased in the last 3-6 months or online ● Planning to purchase



Buy now, pay later service adoption

% who have used a buy now, pay later service online in the last week

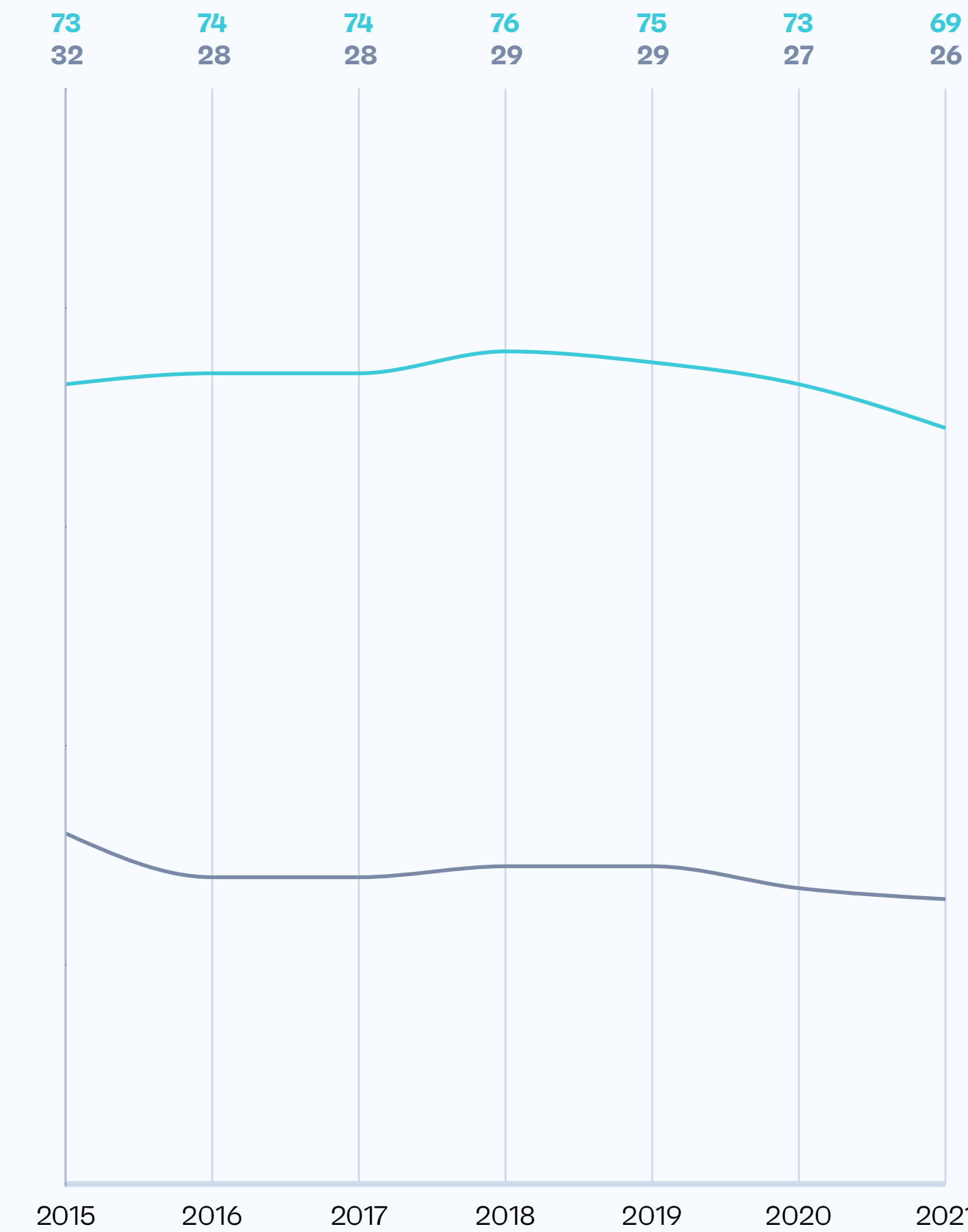


Commute habits & the future of work

Driving & public transport use

% who drive a car/use public transport at least once a week

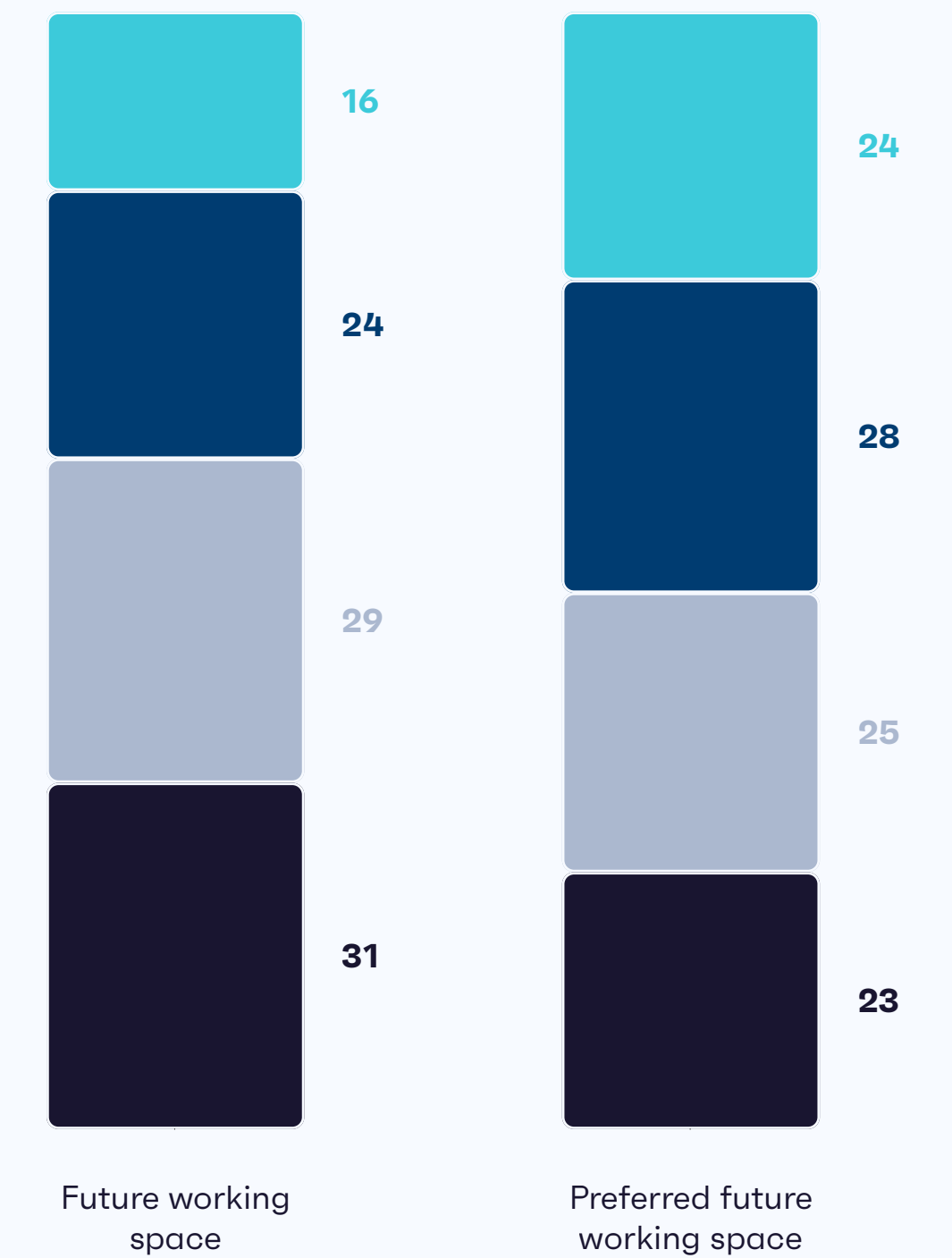
● Drive a car ● Use public transport (e.g. a train, bus or metro)



Future working space vs preference

% of professionals who say the following are their company's future working arrangement/their preferred future working space

- Work exclusively remotely
- Work mostly remotely
- Work mostly in the office
- Work exclusively in the office



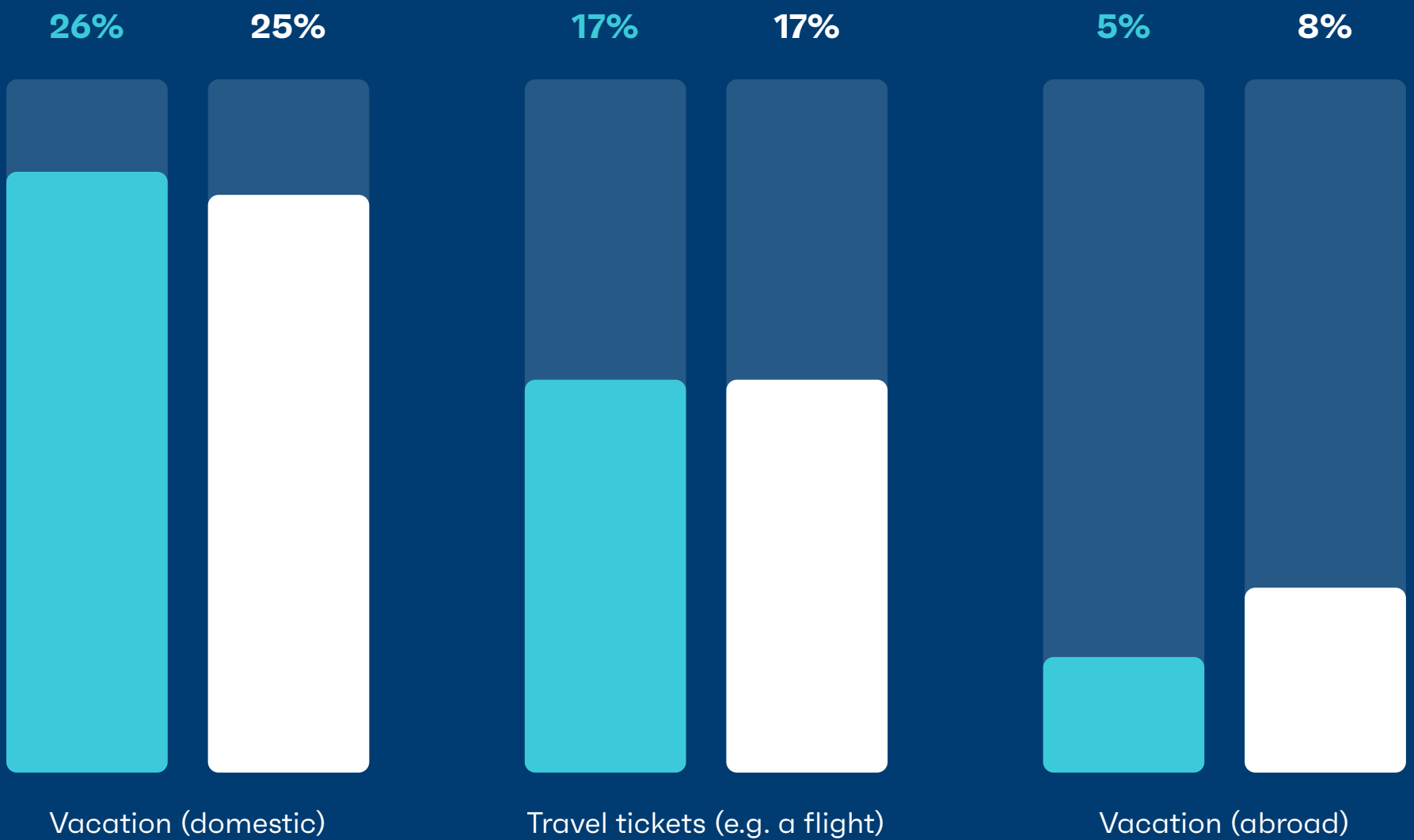


Vacation purchases



% who say they have purchased/are planning to purchase the following

- Purchased in the last 3-6 months or online
- Planning to purchase



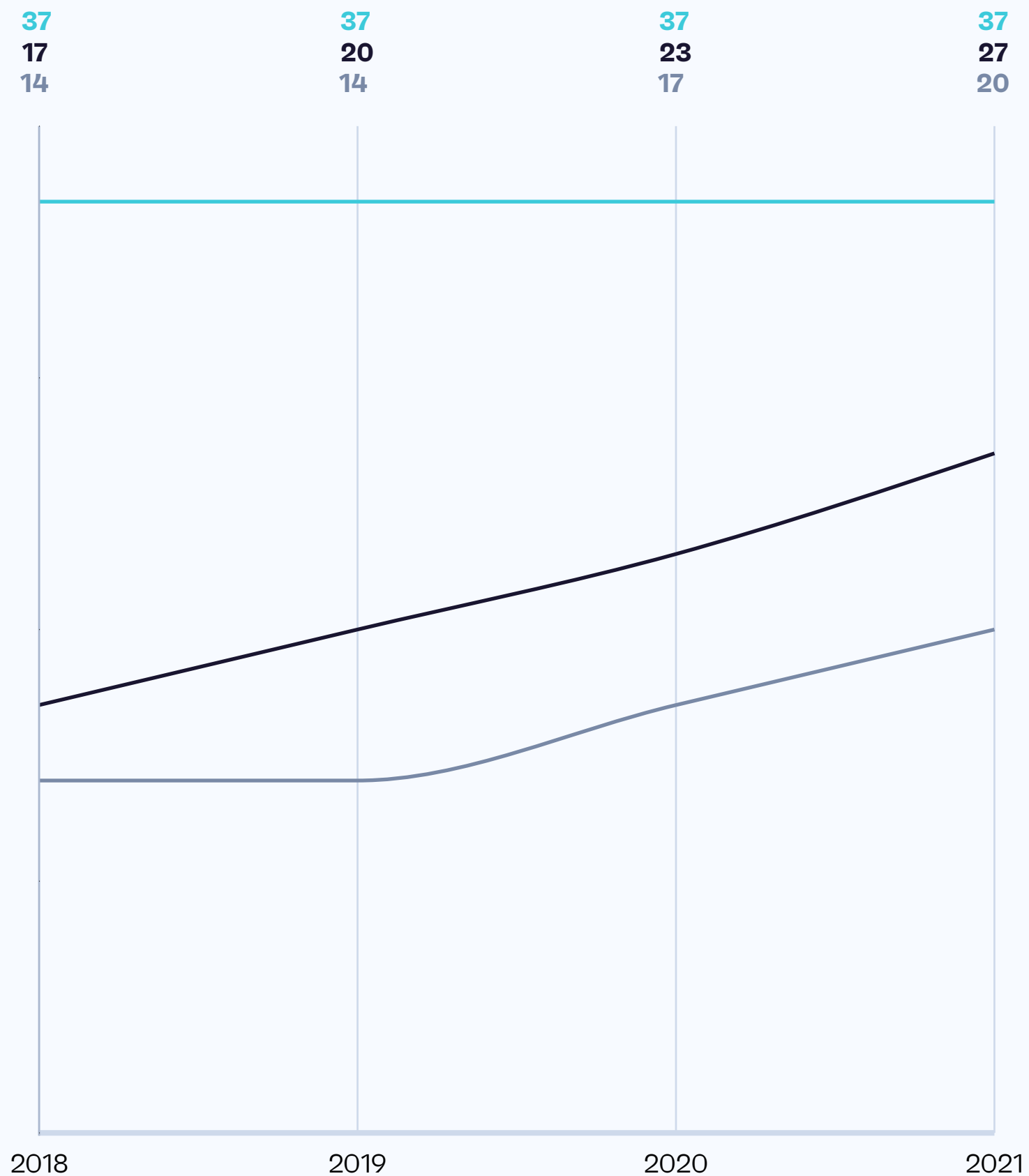
Tourism



Vacation behaviors

% who say they do the following at least once every 6 months

- Stay in a hotel
- Stay in rented accommodation
- Hire a rental car



Methodology

Purchase category definitions:

Alcohol

Beer, Champagne/sparkling wine, Cider, Pre-mixed/ready-to-drink cocktails, Spirits, Wine (any), Wine (red), Wine (white)

Beauty & personal care

Conditioner, Deodorant, Exfoliating products, Grooming & shaving products, Hair coloring products, Hair styling products, Hair styling tools, Make-up/cosmetics, Moisturizer, Shampoo, Skincare products

Clothing/shoes

Clothing, Shoes, Sports clothing/equipment

Electronics

2-in-1 laptop/tablet, Broadband/fiber optic, Computer/video games, Desktop PC, Digital camera, Flat-screen TV, Games console, Headphones/earphones, Laptop, Smart home assistant, Smart wearable device, Tablet

Financial products

Car/automotive insurance, Foreign currency, Health insurance, Home contents insurance, Home-owners/building insurance, Life insurance, Mortgage, Pet insurance, Travel insurance

Groceries

Bottled water, Breakfast cereal, Candy, CBD-infused products

(U.S.A. and Canada only), Cheese, Chewing gum, Chocolate, Coffee, Cookies, Fresh ready meals, Frozen food/ready meals, Health foods, Ice cream, Organic fruit/vegetables, Potato chips/ crisps, Snack foods, Soft drinks, Tea, Vitamins/supplements

Home & furniture

Air conditioning unit, Bed, Dishwasher, Garden furniture, Home exercise equipment, Household furniture, Housing/property, Iron, Microwave, Refrigerator, Sofa, Vacuum cleaner, Washing machine/tumble dryer

Household products

Air freshener/deodorizer, Cleaning products, Dishwasher tablets, Fabric conditioner, Laundry detergent/washing powder, Pet food (dry) for cats/dogs, Pet food (wet) for cats/dogs, Pet food for other animals

Luxury

Glasses/spectacles, Handbag/bag, Jewelry, Purse/wallet, Wristwatch

Medicine & healthcare

Cough/cold/flu medicine, First-aid items, Headache/migraine medicine, Heart medication, Medicines/pharmaceutical items, Mouth/oral care treatment, Pain relief medicine, Skin problem treatment

Unless otherwise stated, all figures in this report are drawn from GWI's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

For an in-depth explanation of GWI's research and methodology, including information on our country coverage, internet penetration rates, our sample structures, and much more, please [click here](#).