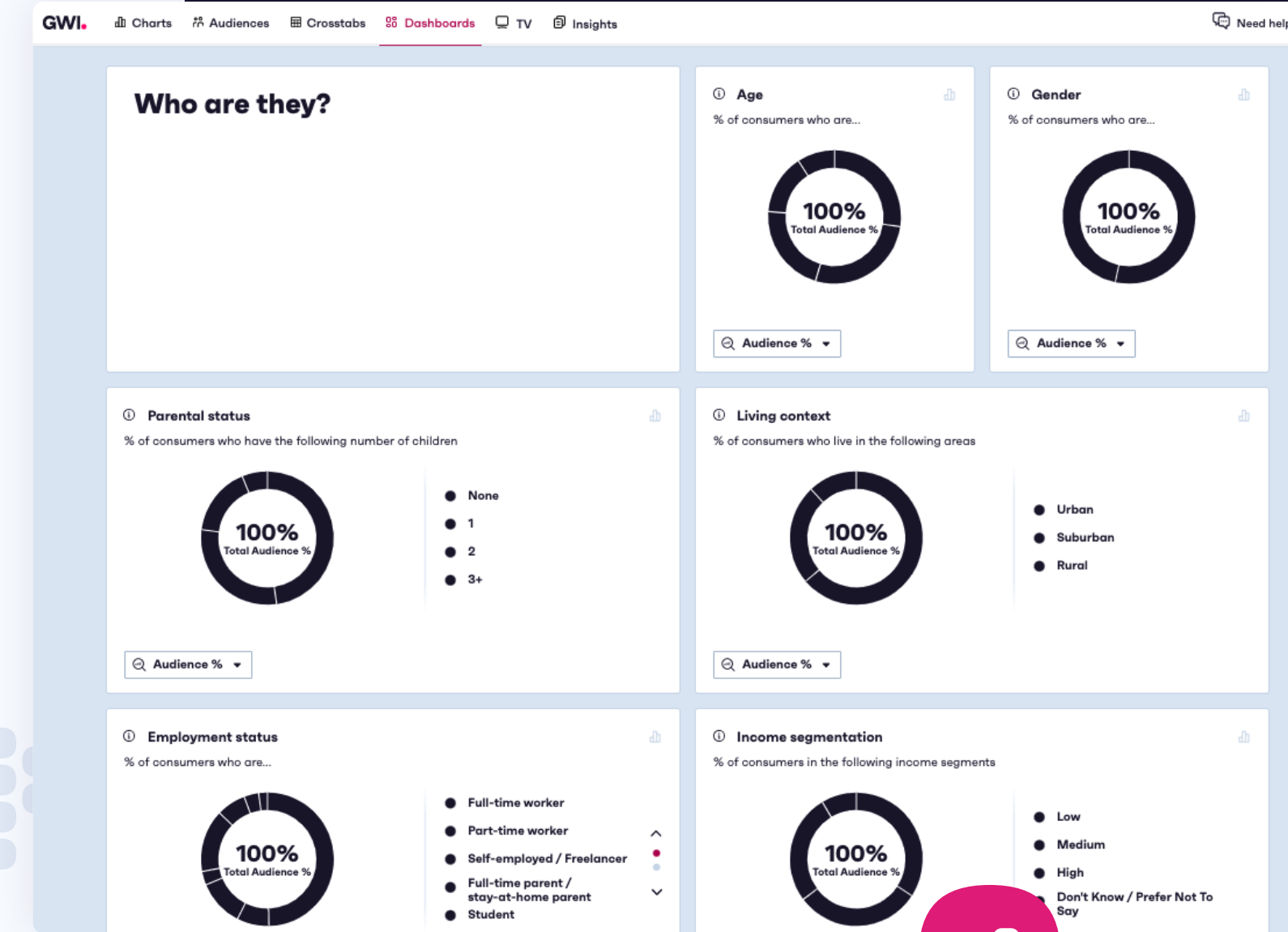# Australia

Key digital behaviors and trends over time and across demographics

Sample
Q2–Q3 2021
8,658

Internet Penetration*
91%

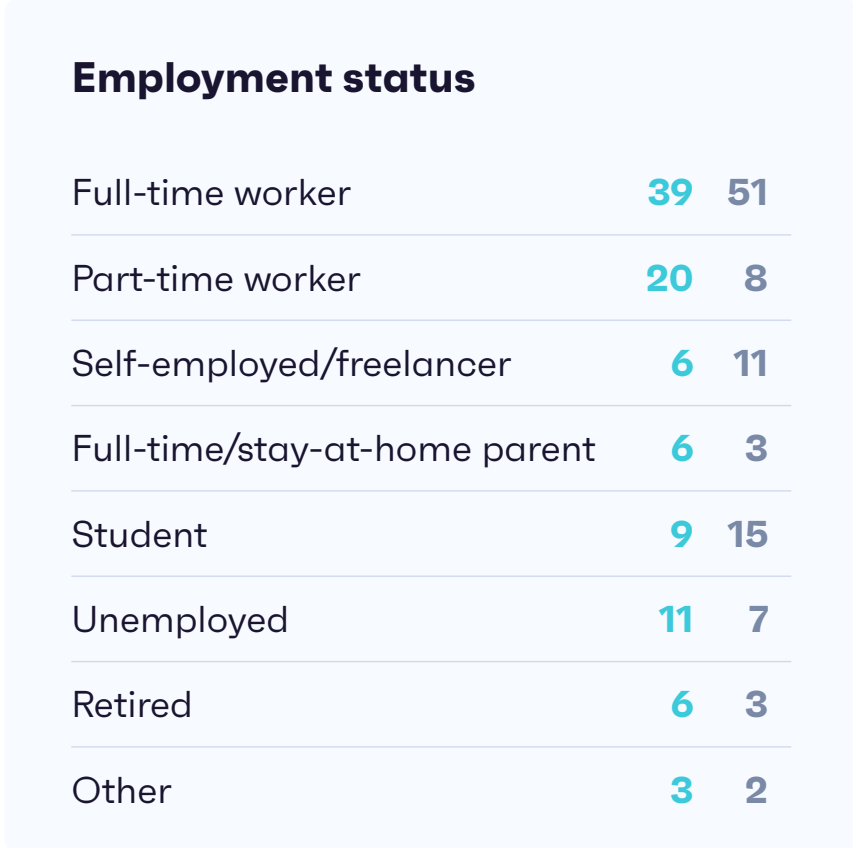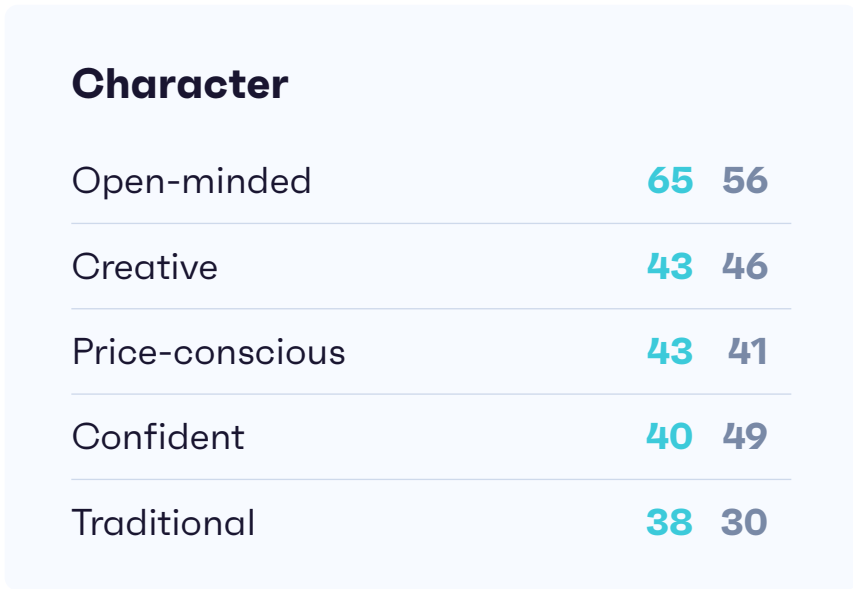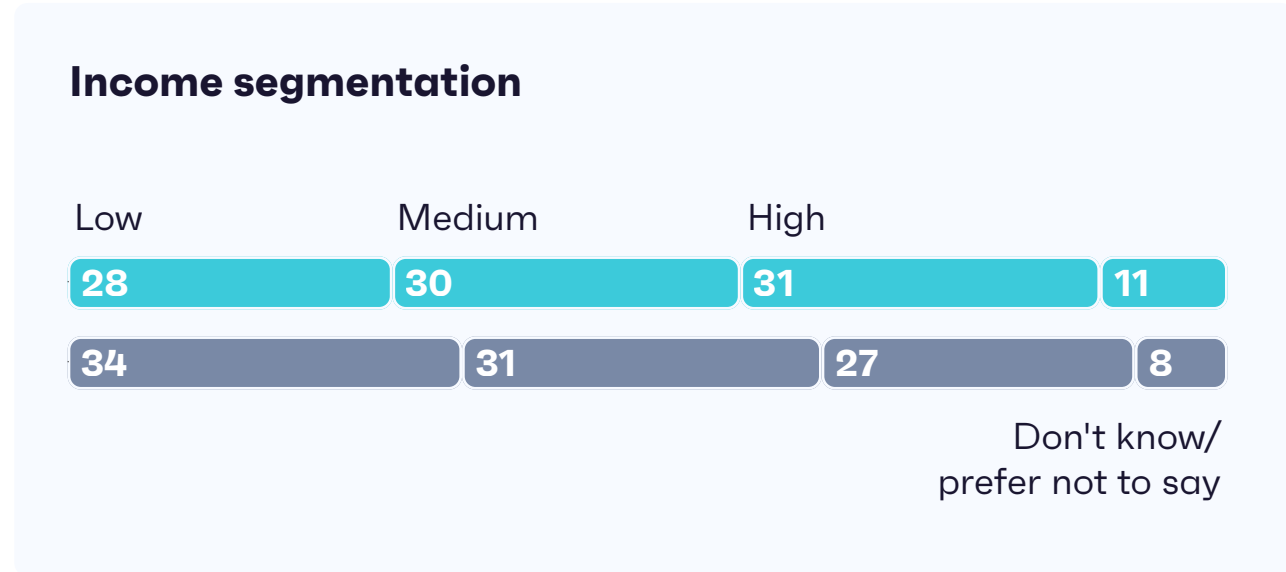*GWI's forecasts for 2020 based on 2018 ITU data

GWI.

Charts | Audiences | Crosstabs | **Dashboards** | TV | Insights | Need help?

Who are they?

Age
% of consumers who are...
100%
Total Audience %
Audience %

Gender
% of consumers who are...
100%
Total Audience %
Audience %

Parental status
% of consumers who have the following number of children
100%
Total Audience %
● None
● 1
● 2
● 3+
Audience %

Living context
% of consumers who live in the following areas
100%
Total Audience %
● Urban
● Suburban
● Rural
Audience %

Employment status
% of consumers who are...
100%
Total Audience %
● Full-time worker
● Part-time worker
● Self-employed / Freelancer
● Full-time parent / stay-at-home parent
● Student

Income segmentation
% of consumers in the following income segments
100%
Total Audience %
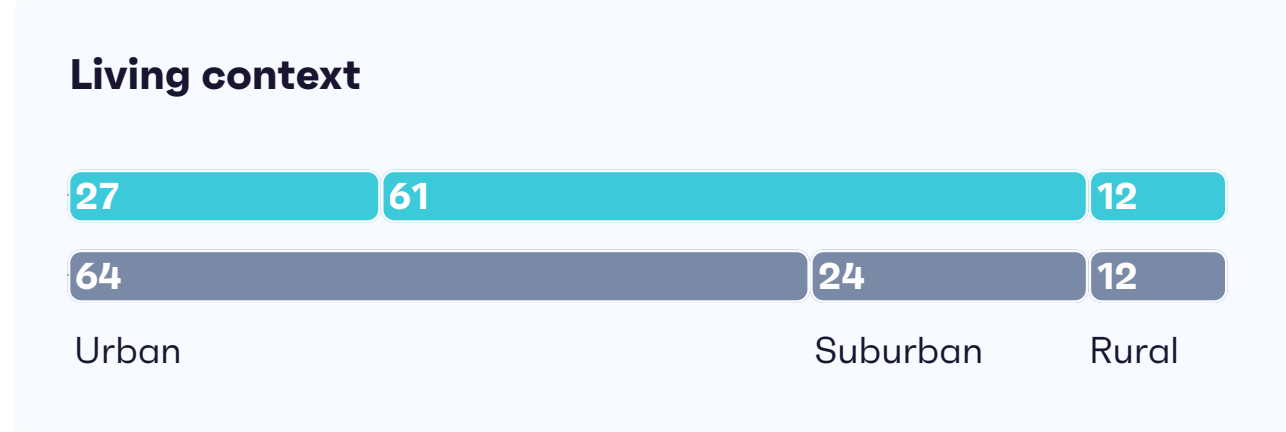● Low
● Medium
● High
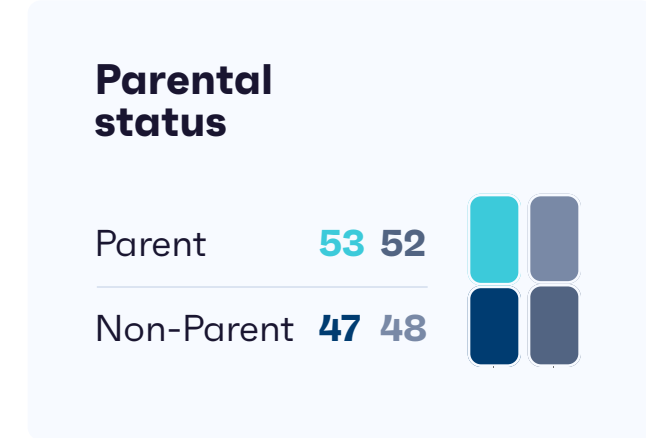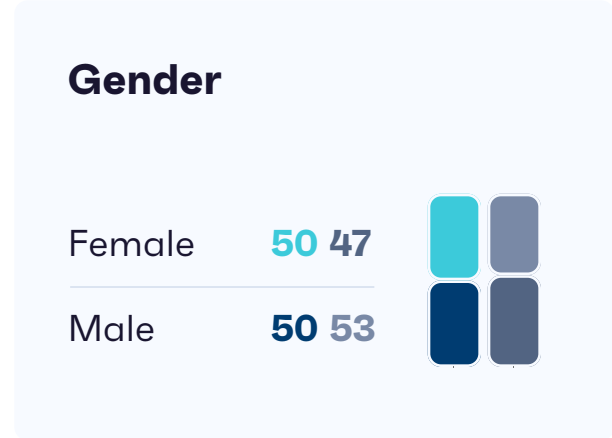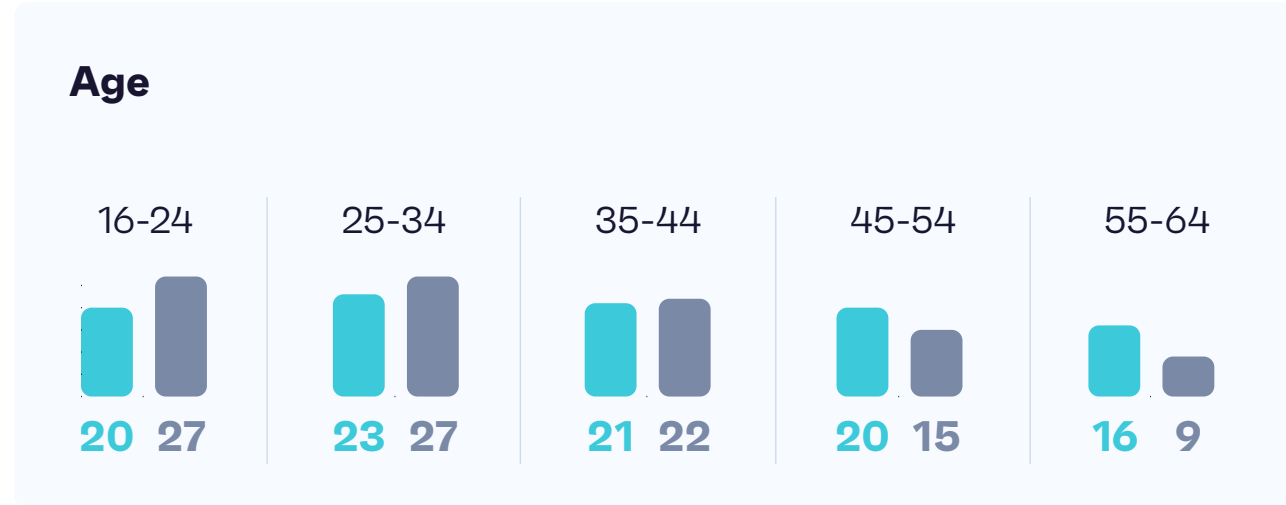● Don't Know / Prefer Not To Say

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.
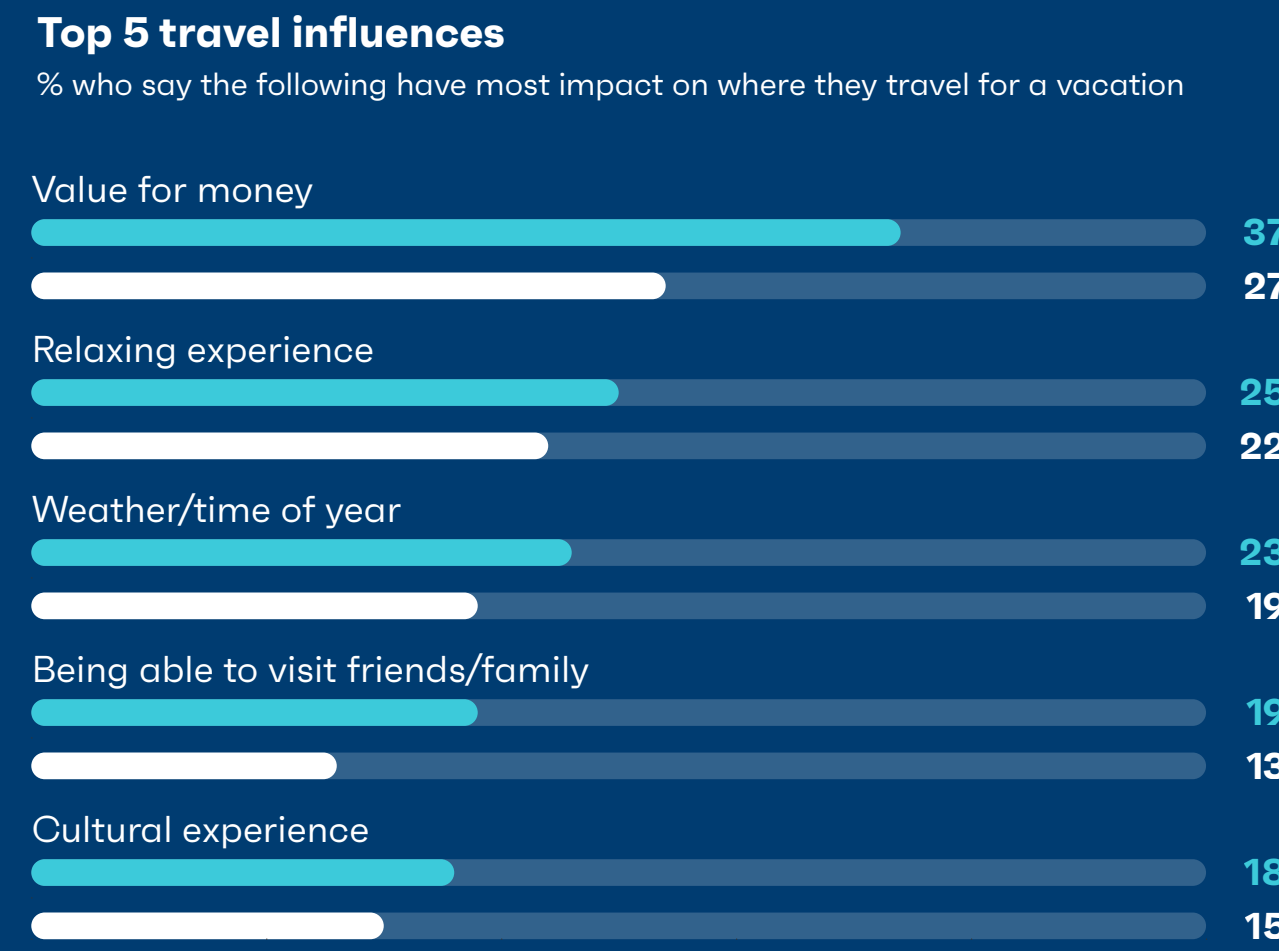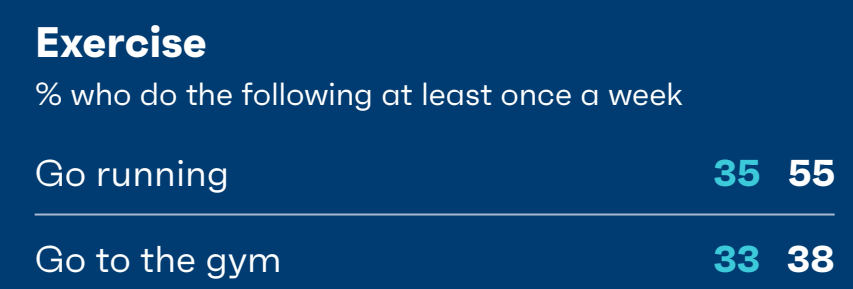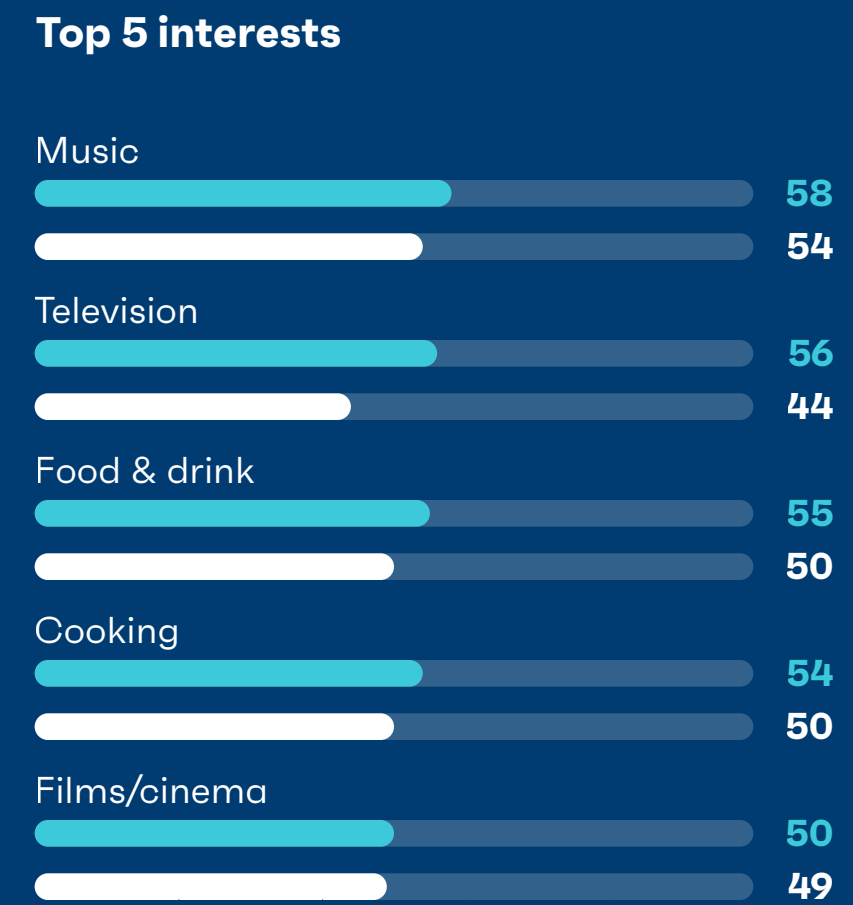
GWI.

Who are they?

Age

	16-24	25-34	35-44	45-54	55-64
Australia	20	23	21	20	16
Global	27	27	22	15	9

Gender

	Australia	Global
Female	50	47
Male	50	53

Parental status

	Australia	Global
Parent	53	52
Non-Parent	47	48

Living context

	Urban	Suburban	Rural
Australia	27	61	12
Global	64	24	12

Income segmentation

	Low	Medium	High	Don't know / prefer not to say
Australia	28	30	31	11
Global	34	31	27	8

Self-perceptions

	AU	Global
I believe all people should have equal rights	65	57
I always try to recycle	58	39
I am interested in other cultures/countries	53	46
I like to know what is going on in the world	50	48
I like to explore the world	49	48

Character

	AU	Global
Open-minded	65	56
Creative	43	46
Price-conscious	43	41
Confident	40	49
Traditional	38	30

Employment status

	AU	Global
Full-time worker	39	51
Part-time worker	20	8
Self-employed/freelancer	6	11
Full-time/stay-at-home parent	6	3
Student	9	15
Unemployed	11	7
Retired	6	3
Other	3	2

What's their lifestyle?

Top 5 interests

	AU	Global
Music	58	54
Television	56	44
Food & drink	55	50
Cooking	54	50
Films/cinema	50	49

Exercise
% who do the following at least once a week

	AU	Global
Go running	35	55
Go to the gym	33	38

Top 5 sports played

	AU	Global
Swimming	26	26
Soccer	14	22
Exercise classes	13	14
Cycling	13	21
Tennis	12	10

Lifestyle
% who do the following at least once a week

	AU	Global
Drink alcohol	44	29
Eat out at a restaurant	21	26
Eat fast food	33	30
Visit the cinema	13	13

Travel behaviors
% who do the following at least once every 6 months

	AU	Global
Domestic vacation	44%	45%
Vacation abroad	24%	28%

Future outlook
% who think the following will get better in the next 6 months

	AU	Global
The environment	22	44
Your personal finances	43	57
The economy of the country where you live	37	52

Top 5 travel influences
% who say the following have most impact on where they travel for a vacation

	AU	Global
Value for money	37	27
Relaxing experience	25	22
Weather/time of year	23	19
Being able to visit friends/family	19	13
Cultural experience	18	15

Time spent online

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

📱 Mobile   🖥 PC/Laptop

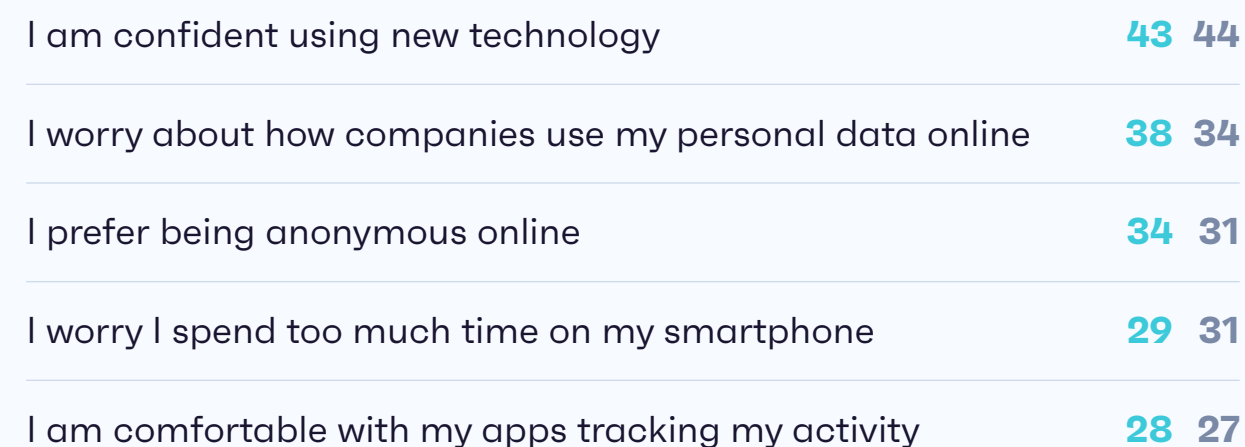|	All	Gen Z 16-24	Millennials 25-38	Gen X 39-57	Boomers 58-64
Mobile	2:47	4:00	3:14	2:14	1:10
PC/Laptop	3:23	4:09	3:12	3:14	2:58

How do they use technology and electronics?

- ● Australia %
- ● Global average %

Attitudes to technology
% who feel the following describe them

	AUS	Global
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

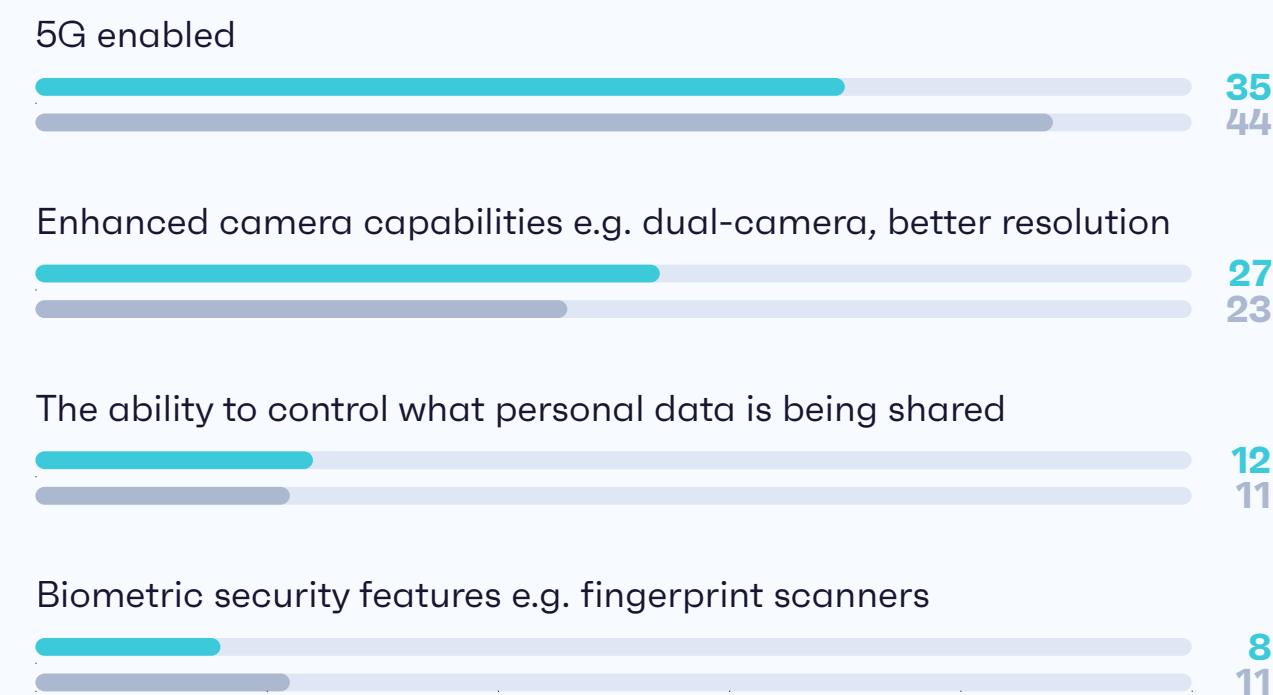📱 Plan to buy a new phone or upgrade in the next 12 months **38% 52%**

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

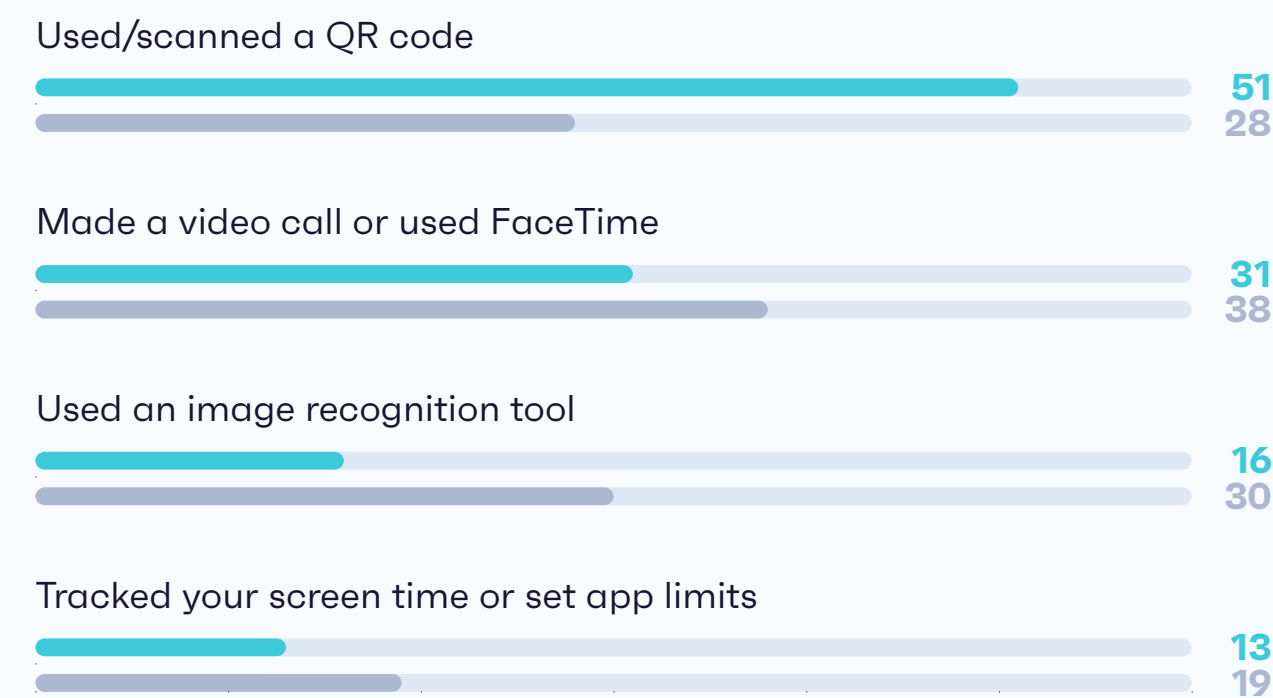|	Brand		AUS	Global
1.	iPhone	🍎	56	43
2.	Samsung	SAMSUNG	45	51
3.	Google Pixel	Pixel	7	2
4.	Oppo	OPPO	7	7
5.	Nokia	NOKIA	5	4

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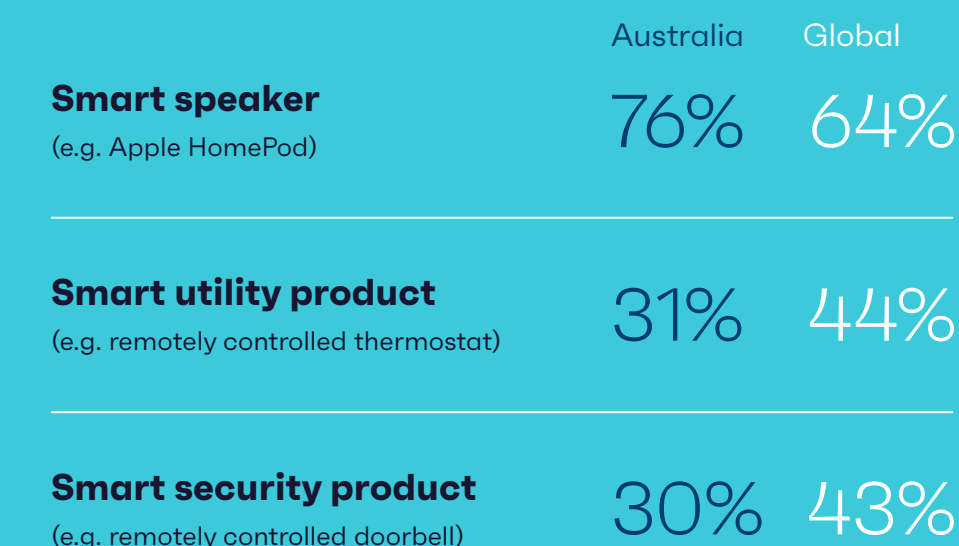% of mobile upgraders who say they're looking for the following features when purchasing their next phone

	AUS	Global
5G enabled	35	44
Enhanced camera capabilities e.g. dual-camera, better resolution	27	23
The ability to control what personal data is being shared	12	11
Biometric security features e.g. fingerprint scanners	8	11

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

	AUS	Global
Used/scanned a QR code	51	28
Made a video call or used FaceTime	31	38
Used an image recognition tool	16	30
Tracked your screen time or set app limits	13	19

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

	Australia	Global
Smart speaker (e.g. Apple HomePod)	76%	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

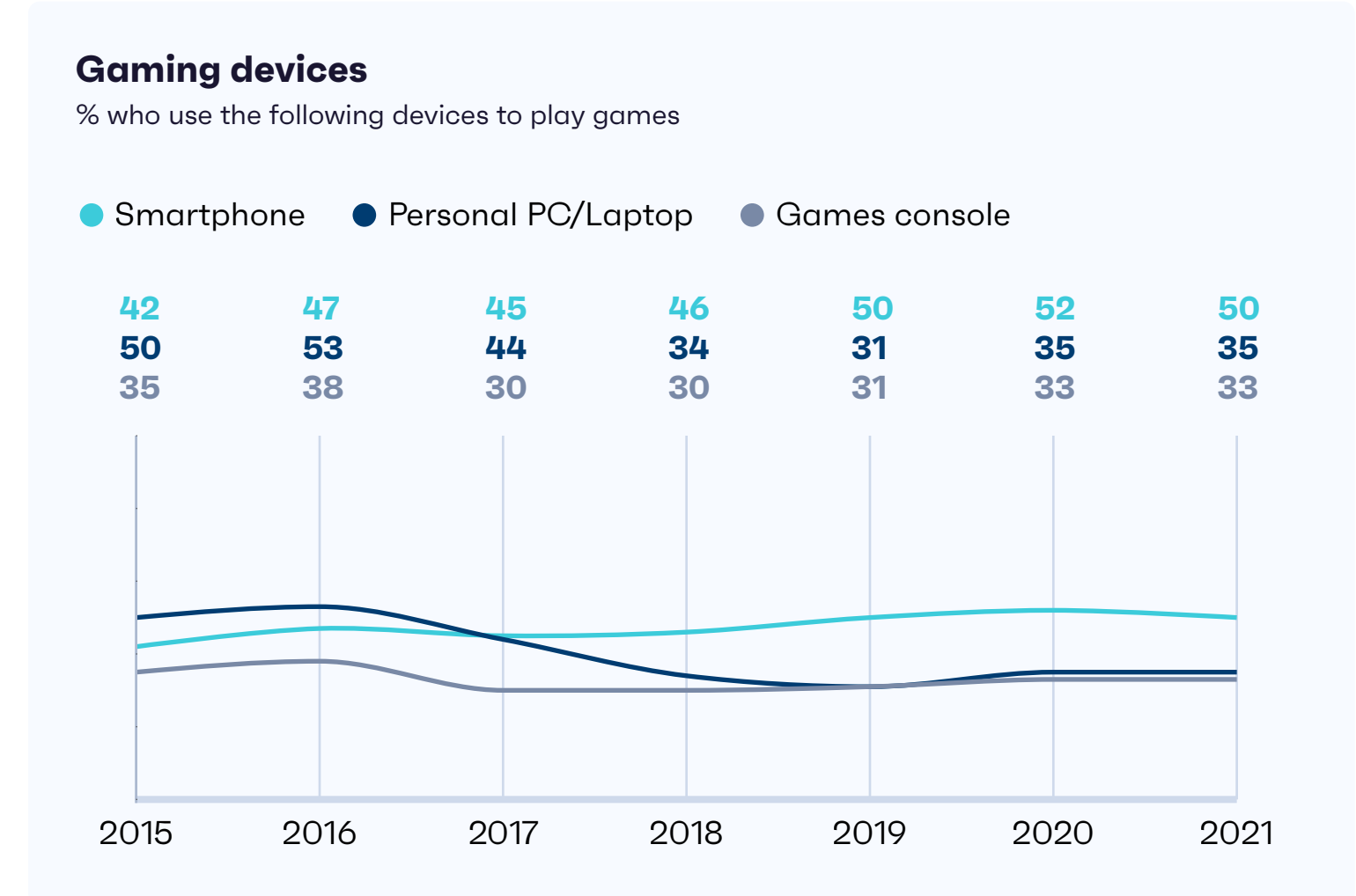|		Purchased	Planning
1.	Headphones/earphones	23	10
2.	Laptop	21	14
3.	Computer/video games	17	11
4.	Flat-screen TV	14	11
5.	Tablet	13	9

Daily media time

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

● Australia　○ Global

	Radio	Games consoles	Podcasts	Music streaming	Social media	Online press	Physical press	Linear TV	Online TV
Australia	1:08	1:08	0:52	1:41	1:58	1:05	0:41	2:13	1:32
Global	1:01	1:13	0:56	1:34	2:28	1:12	0:50	1:52	1:28
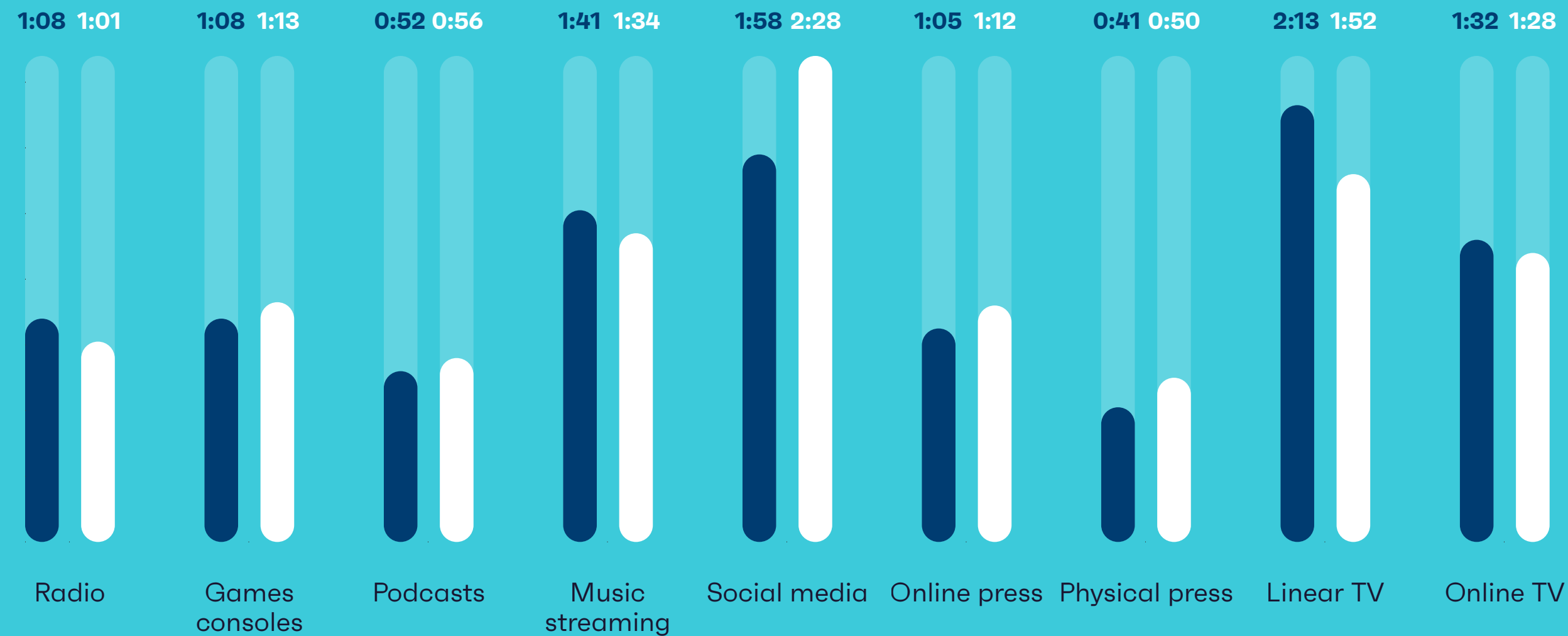
What media do they consume?

● Australia %
● Global average %

TV behaviors
% who have watched the following in the last month

	Australia	Global
On-demand TV/a streaming service	90	94
Live TV/a TV channel	83	88
Recorded TV	20	24

Top 5 streaming services
% who have used the following in the last month

			Australia	Global
1.	Netflix	NETFLIX	61	41
2.	YouTube	▶ YouTube	54	54
3.	Disney+	Disney+	25	10
4.	7plus (Australia only)	7+	25	–
5.	Amazon Prime Video	prime video	23	23

Spectator gaming engagement
% who have done the following in the last month

● All internet users　● Gen Z　● Millennials

Watched a live gaming stream
- All internet users: 9%
- Gen Z: 19%
- Millennials: 11%

Watched an esports tournament
- All internet users: 5%
- Gen Z: 9%
- Millennials: 6%

Gaming devices
% who use the following devices to play games

● Smartphone　● Personal PC/Laptop　● Games console

	2015	2016	2017	2018	2019	2020	2021
Smartphone	42	47	45	46	50	52	50
Personal PC/Laptop	50	53	44	34	31	35	35
Games console	35	38	30	30	31	33	33

Top 10 social platforms in Australia

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

● Australia   ○ Global

Attitudes toward social
% who say the following describe them

I worry I spend too much time on social media
26
28

I am using social media less than I used to
25
23

I think social media is good for society
22
37

I feel using social media causes me anxiety
17
17

Accounts followed

Companies/brands you purchase from
22% 23%

Companies/brands you're considering purchasing from
18% 21%

Top 5 reasons for being on social
% who say the following are main reasons for using social media

1.	Keeping in touch with friends/family	54	48
2.	Filling spare time	38	36
3.	Reading news stories	25	35
4.	Finding content	25	31
5.	Finding inspiration for things	22	28

Brand interactions on social
% who have done the following in the past month

1.	Liked/followed a brand on social	18	23
2.	Visited a brand's social network page	17	21
3.	Used a social networking "share" button	13	17
4.	Clicked on a sponsored post on social	12	16
5.	Unliked/stopped following a brand on social	12	13

Facebook

Facebook Messenger

Instagram

Snapchat

Apple iMessage

WhatsApp

TikTok

Twitter

LinkedIn

Pinterest

Note that global figures in this chart exclude China.

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Purchase journey

Brand/product discovery
% who discover brands/products via the following

	Australia	Global
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

	Australia	Global
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

	Australia	Global
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

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

Brand qualities

% who say they want brands to be the following

● Australia   ● Global average

	Australia	Global average
Reliable	67%	55%
Authentic	48%	44%
Smart	43%	43%

Purchase preferences

% who say they'd rather do the following

Own a product/service — **Pay to access a product/service**
- 75 / 25 (Australia)
- 65 / 35 (Global average)

Shop online — **Shop in-store**
- 44 / 56 (Australia)
- 58 / 42 (Global average)

Spend money on an experience — **Spend money on a new product**
- 52 / 48 (Australia)
- 49 / 51 (Global average)

Pay more for a brand you know — **Pay less for a cheaper own-brand product**
- 55 / 45 (Australia)
- 52 / 48 (Global average)

Pay more for an eco-friendly product — **Pay less for a non eco-friendly version**
- 52 / 48 (Australia)
- 60 / 40 (Global average)

Save up and wait to buy a product — **Sacrifice other spending to buy a product sooner**
- 73 / 27 (Australia)
- 70 / 30 (Global average)

Online purchases

% who have purchased the following products online

● Australia   ○ Global average

Product	Australia	Global average	% change since Q1 2020
Electronics	26	33	+9%
Groceries	24	38	+38%
Beauty & personal care	23	36	+43%
Clothing/shoes	20	31	+1%
Household products	17	26	+44%
Financial products	17	14	-26%
Home & furniture	16	21	+35%
Medicine & healthcare	15	22	+107%
Luxury	14	22	+19%
Alcohol	13	13	+47%

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gwi.com
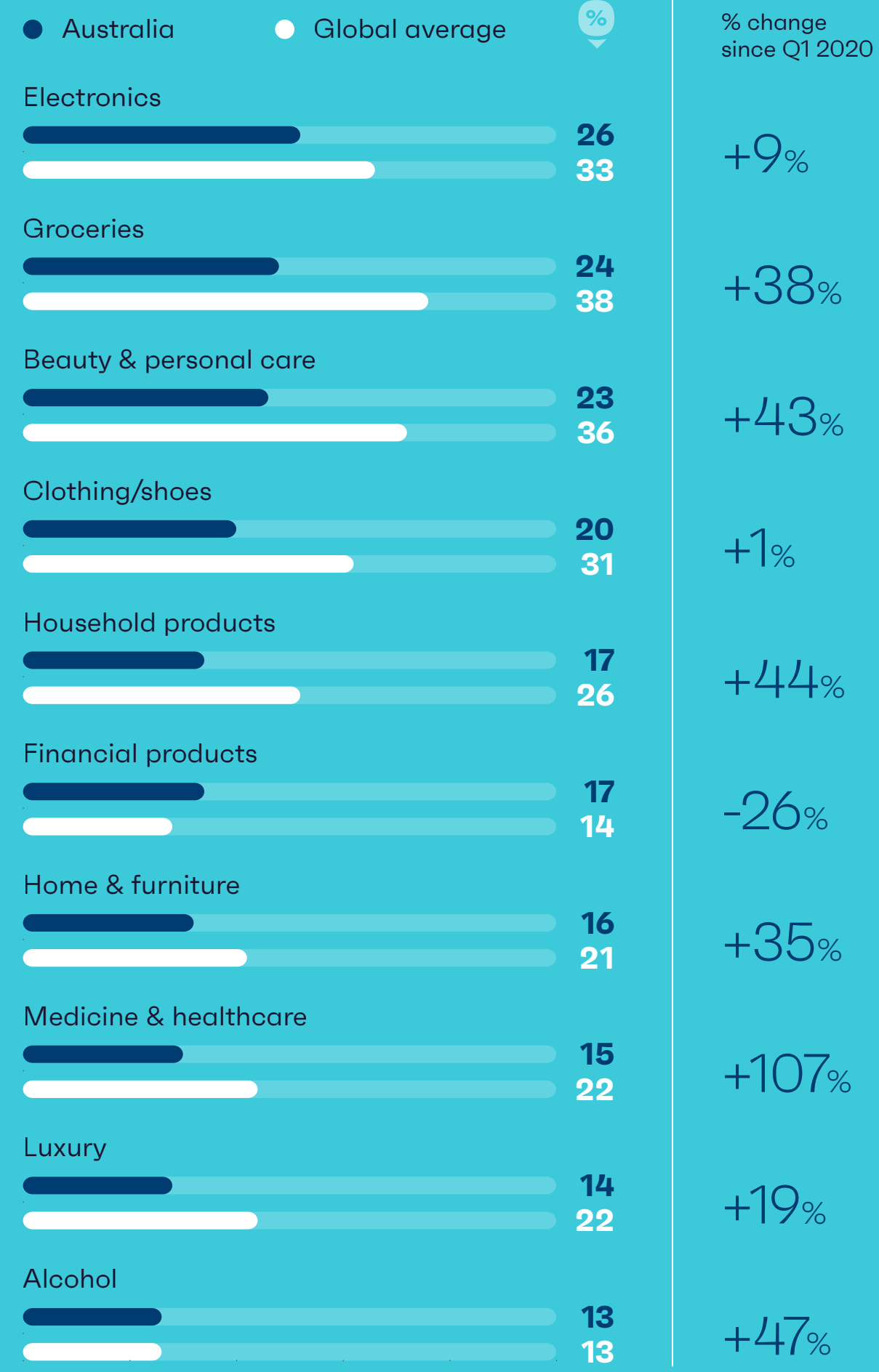
Financial behaviors

Cryptocurrency investments
% who own cryptocurrency

● Australia   ● Global

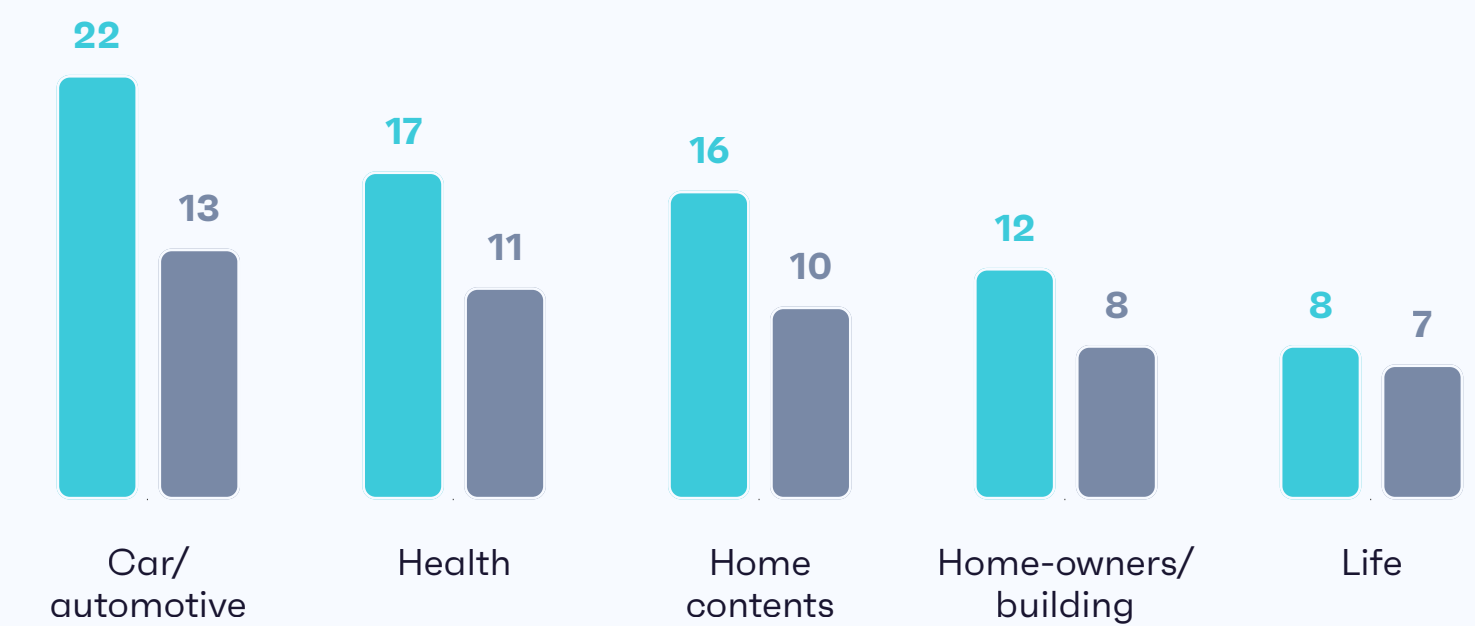|	2018	2019	2020	Q1 2021	Q2 2021	Q3 2021
Australia	4	4	5	6	9	11
Global	6	7	7	8	10	10
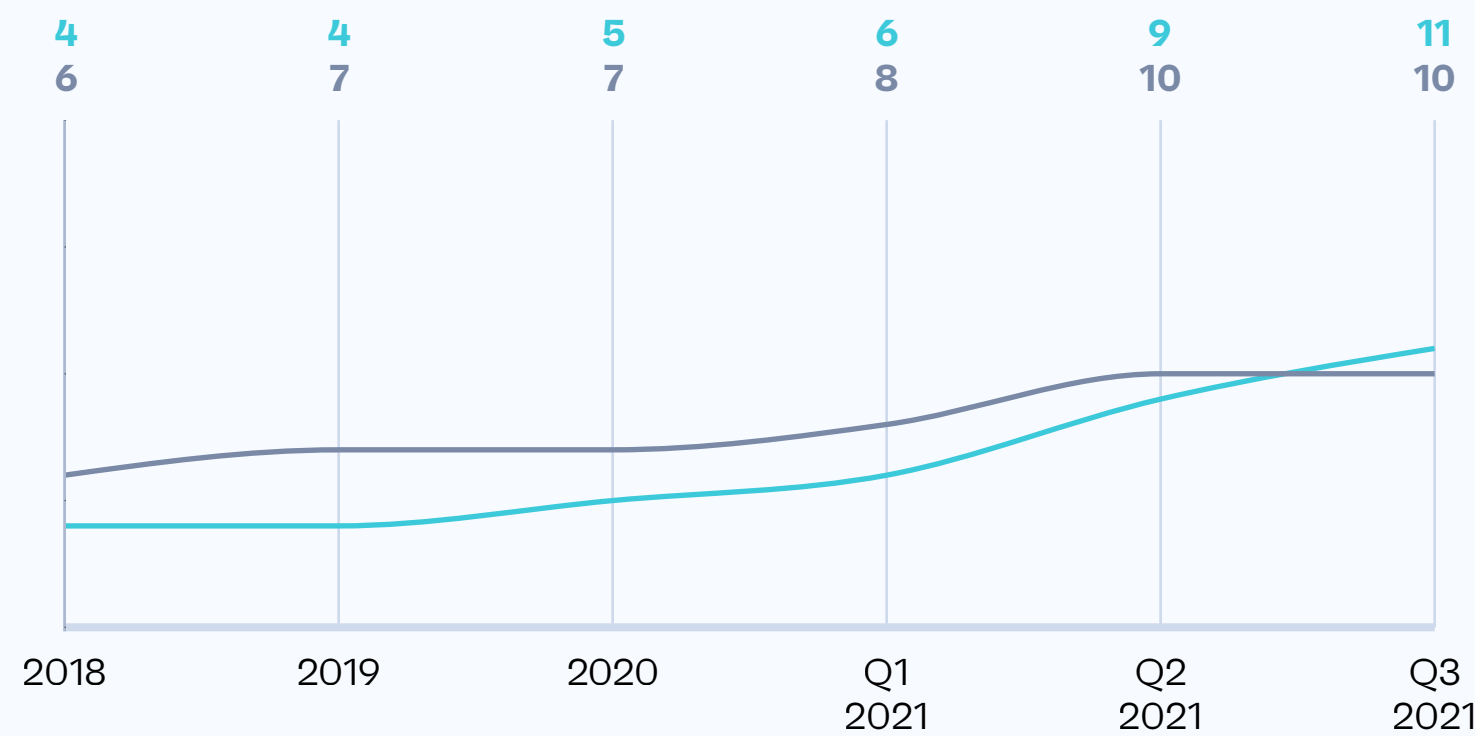
Insurance purchases
% who say they have purchased/are planning to purchase the following types of insurance

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

	Car/automotive	Health	Home contents	Home-owners/building	Life
Purchased	22	17	16	12	8
Planning	13	11	10	8	7

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

Gen Z	14%
Millennials	17%
Gen X	13%
Boomers	4%
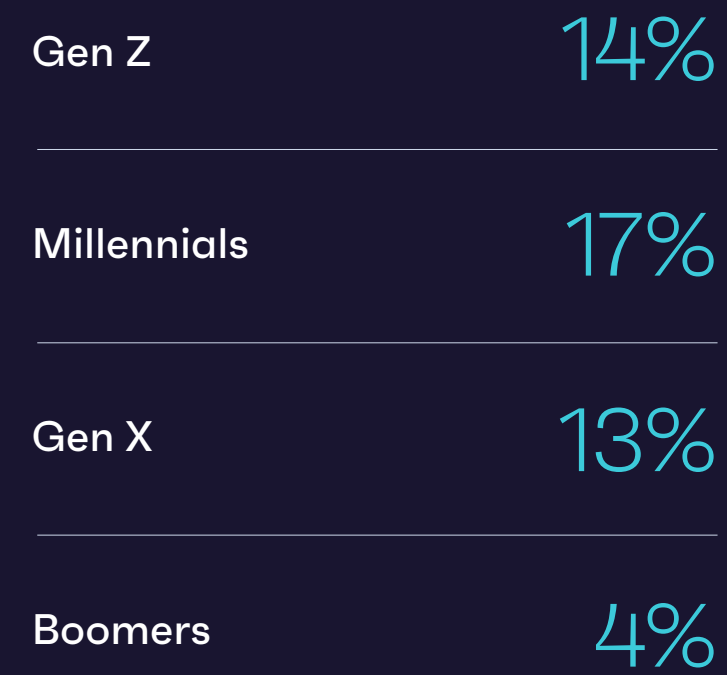
Commute habits & the future of work

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)

	2015	2016	2017	2018	2019	2020	2021
Drive a car	73	74	74	76	75	73	69
Use public transport	32	28	28	29	29	27	26
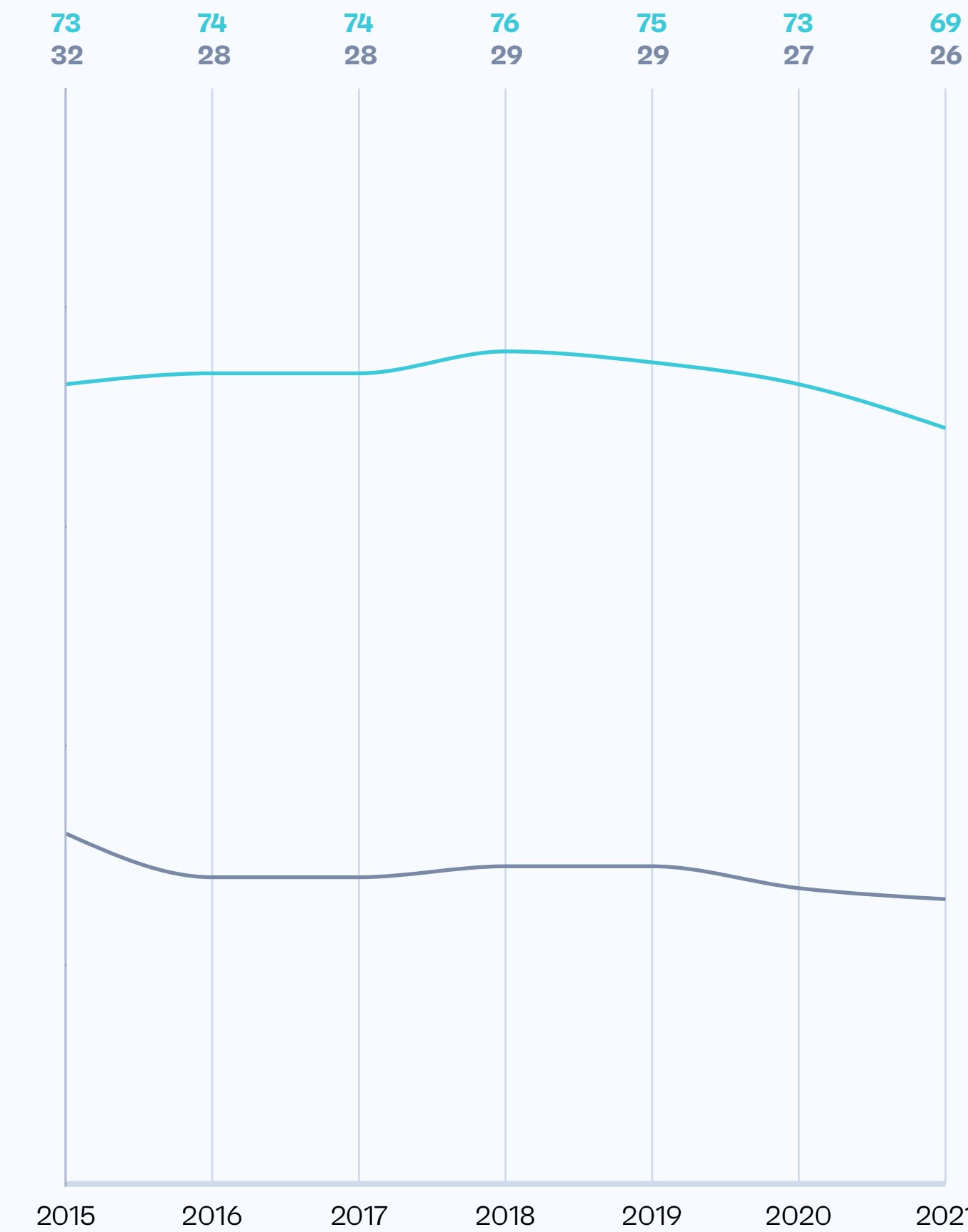
Future working space vs preference
% of professionals who say the following are their company's future working arrangement/their preferred future working space

● Work exclusively remotely
● Work mostly remotely
● Work mostly in the office
● Work exclusively in the office

|	Future working space	Preferred future working space
Work exclusively remotely	16	24
Work mostly remotely	24	28
Work mostly in the office	29	25
Work exclusively in the office	31	23
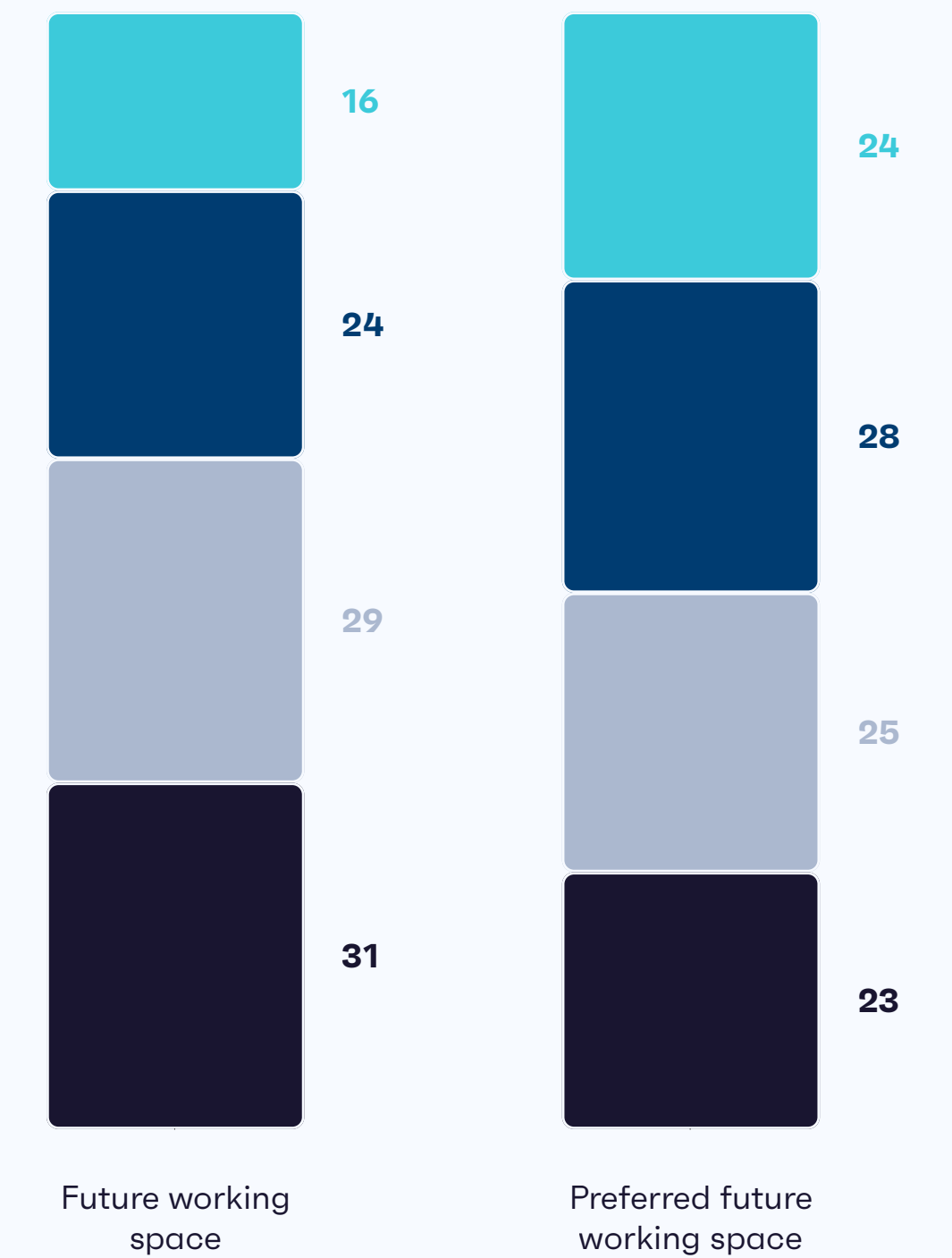
Vacation purchases

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

● Purchased in the last
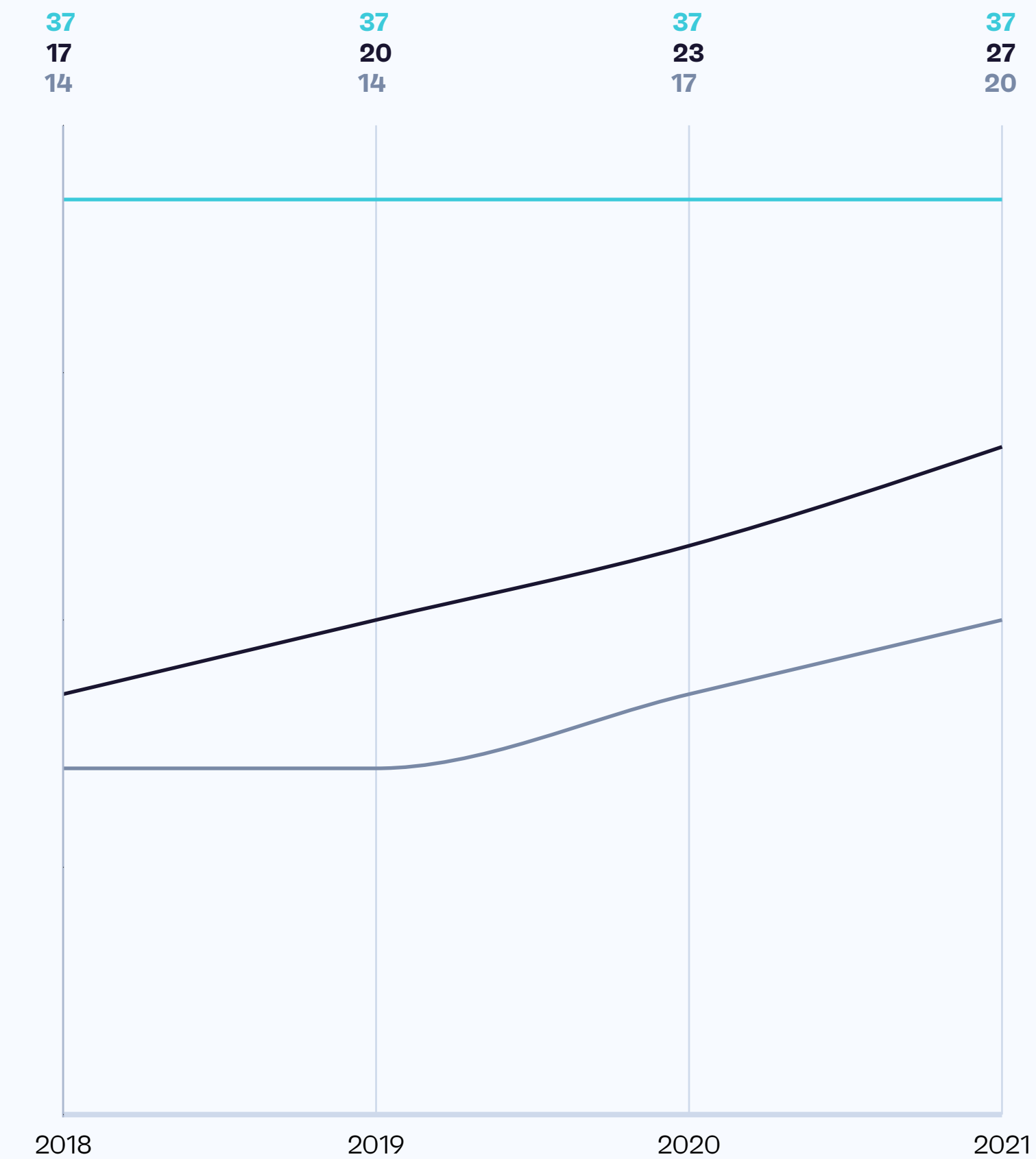3–6 months or online

○ Planning to purchase

	26%	25%		17%	17%		5%	8%

Vacation (domestic)

Travel tickets (e.g. a flight)

Vacation (abroad)
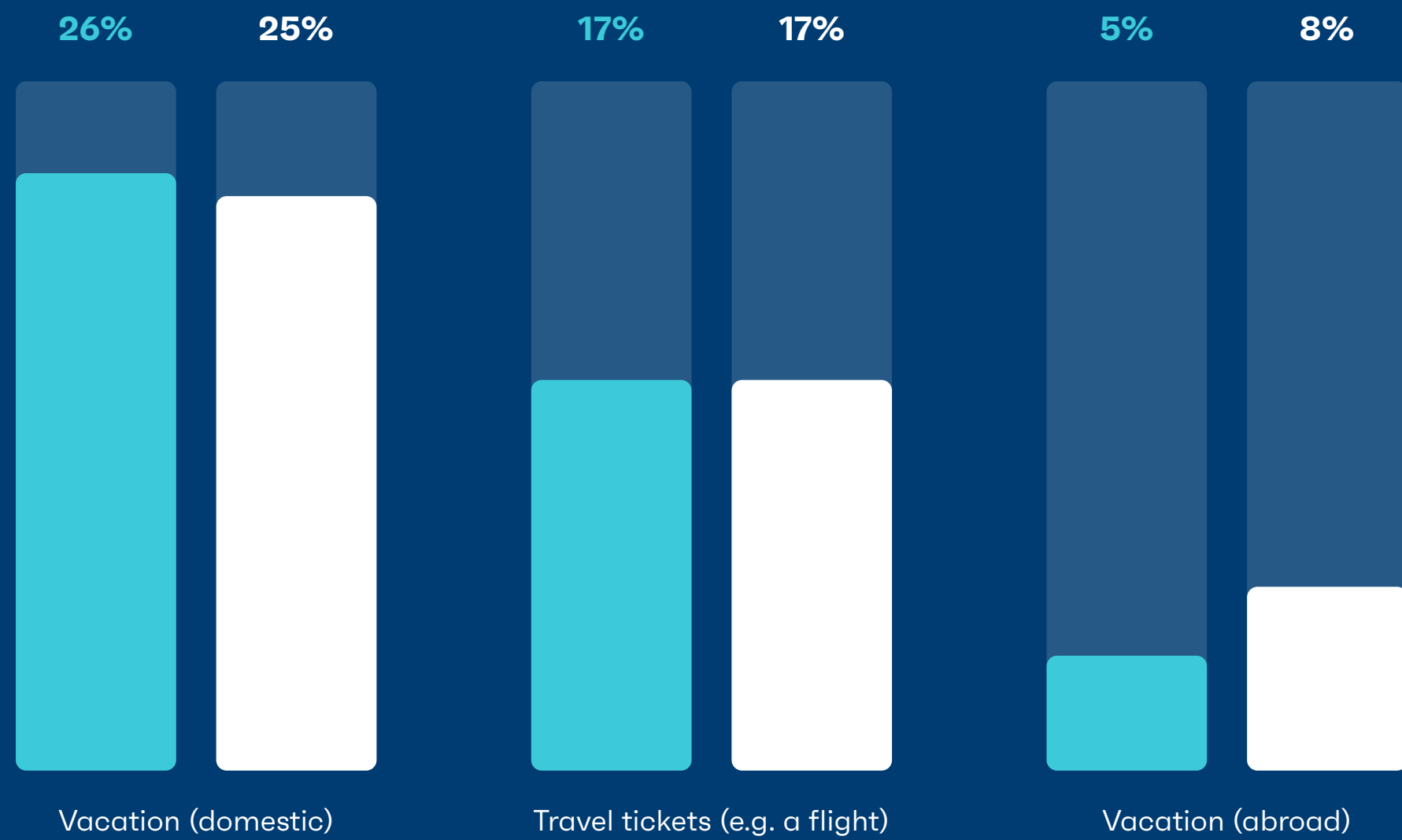
Vacation behaviors
% who say they do the following at least once every 6 months

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

37	37	37	37
17	20	23	27
14	14	17	20

2018   2019   2020   2021

Methodology

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.**

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

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