

The Consumer Barometer

Insights from Australia

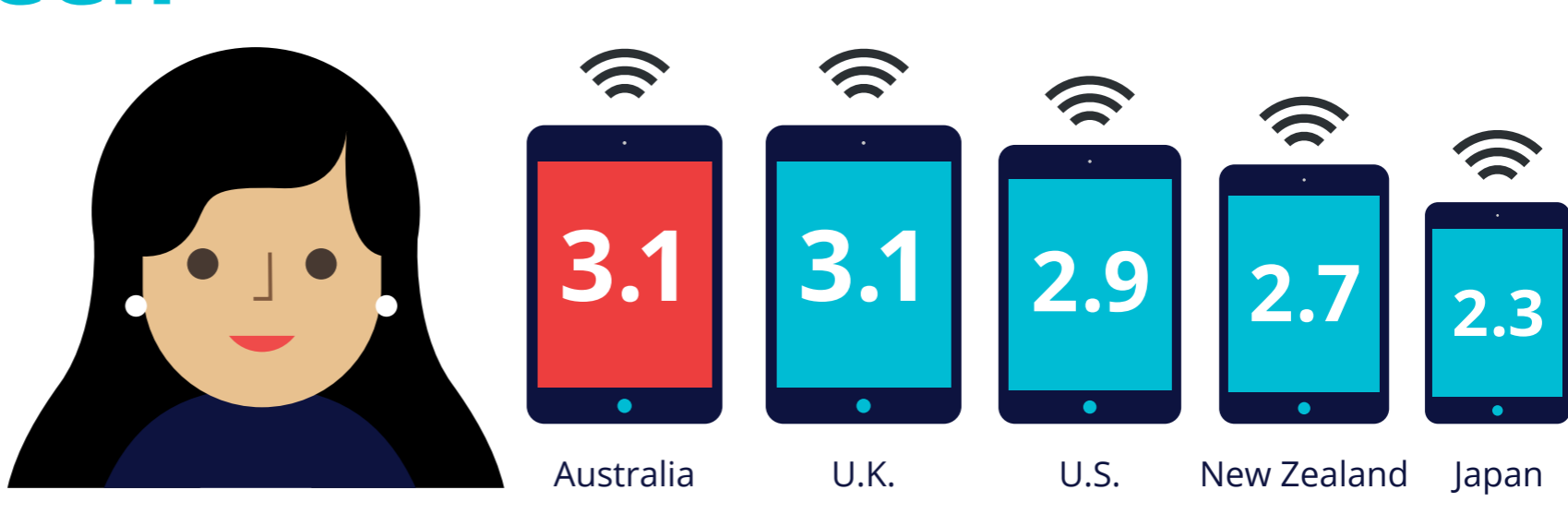
Did you know that in Australia the average number of connected devices is 3.1? The world is more connected than ever before and the multi-screen user is at the center of this trend. The Consumer Barometer, Google's global interactive tool, helps uncover insights into today's connected consumer.

www.consumerbarometer.com

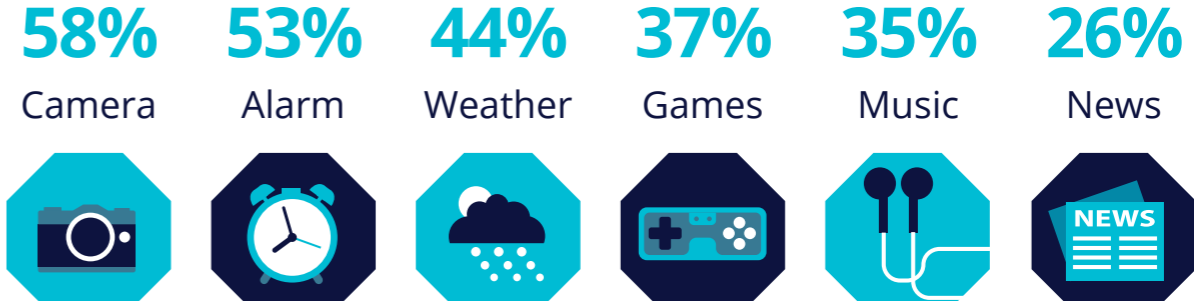


The Multi-Screen World

Australia has more connected devices than ever.

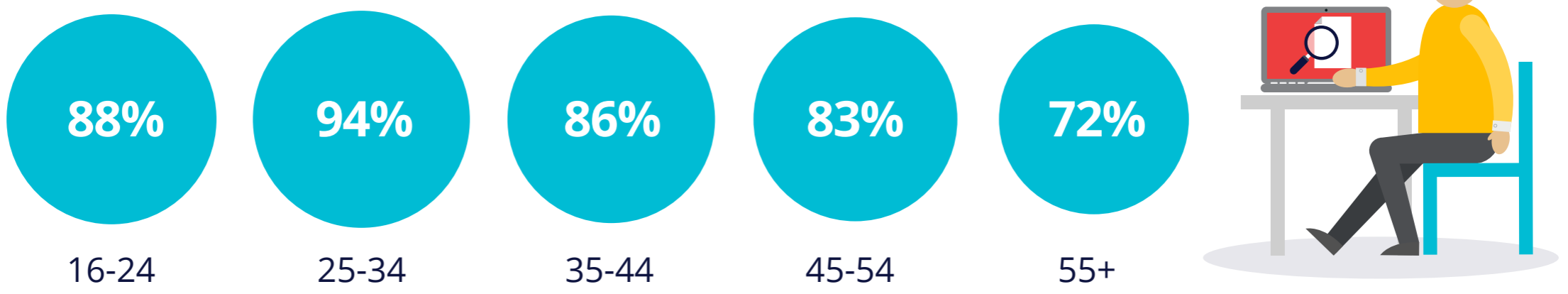


Smartphones are an integral part of people's daily lives.



Most people with an internet connection go online every day. This is true across all ages.

I go online every day:

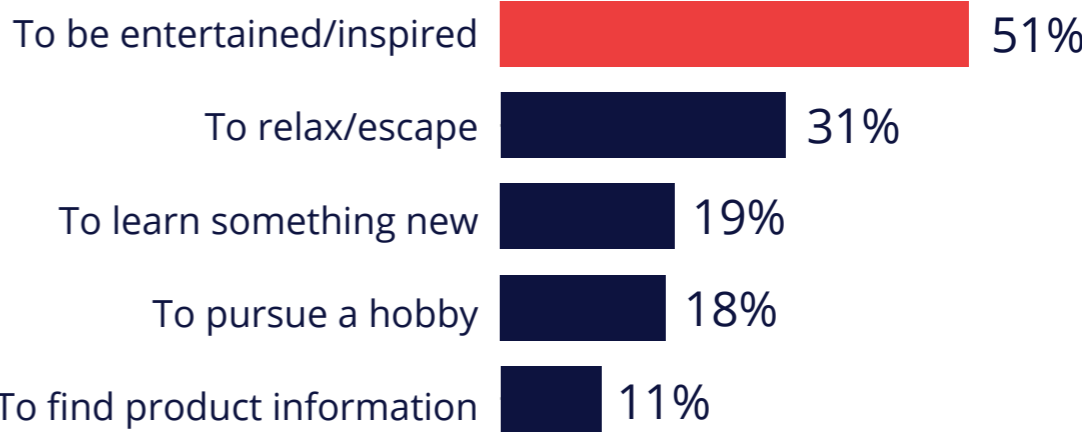


The Smart Viewer

Australian respondents¹ are watching video for more than just entertainment.



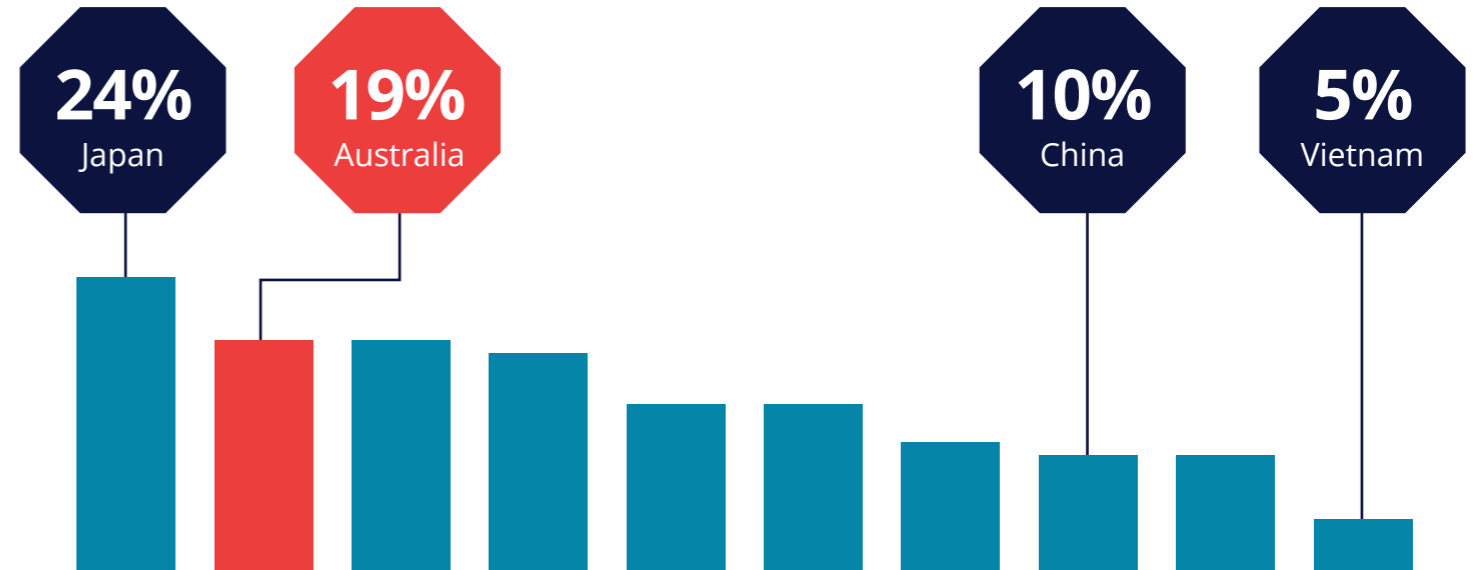
Motivations for watching online video:



The Smart Shopper

Australia is switching to online shopping.

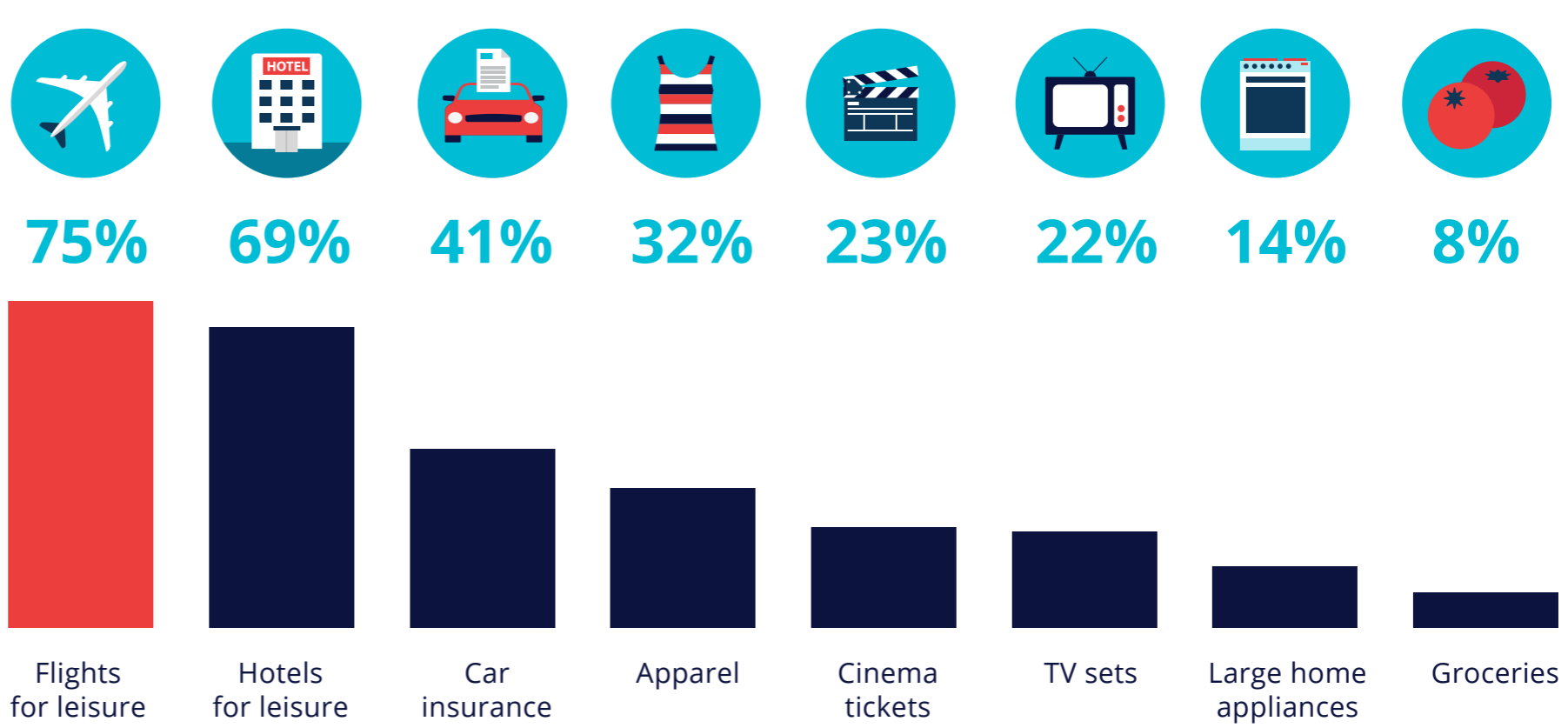
19% of Australian respondents researched only online before their last purchase, which is one of the highest rates in the Asia-Pacific region.



Purchasing online
75%

of Australian respondents made their last purchase of flights online, and they are starting to buy products like large home appliances online too.

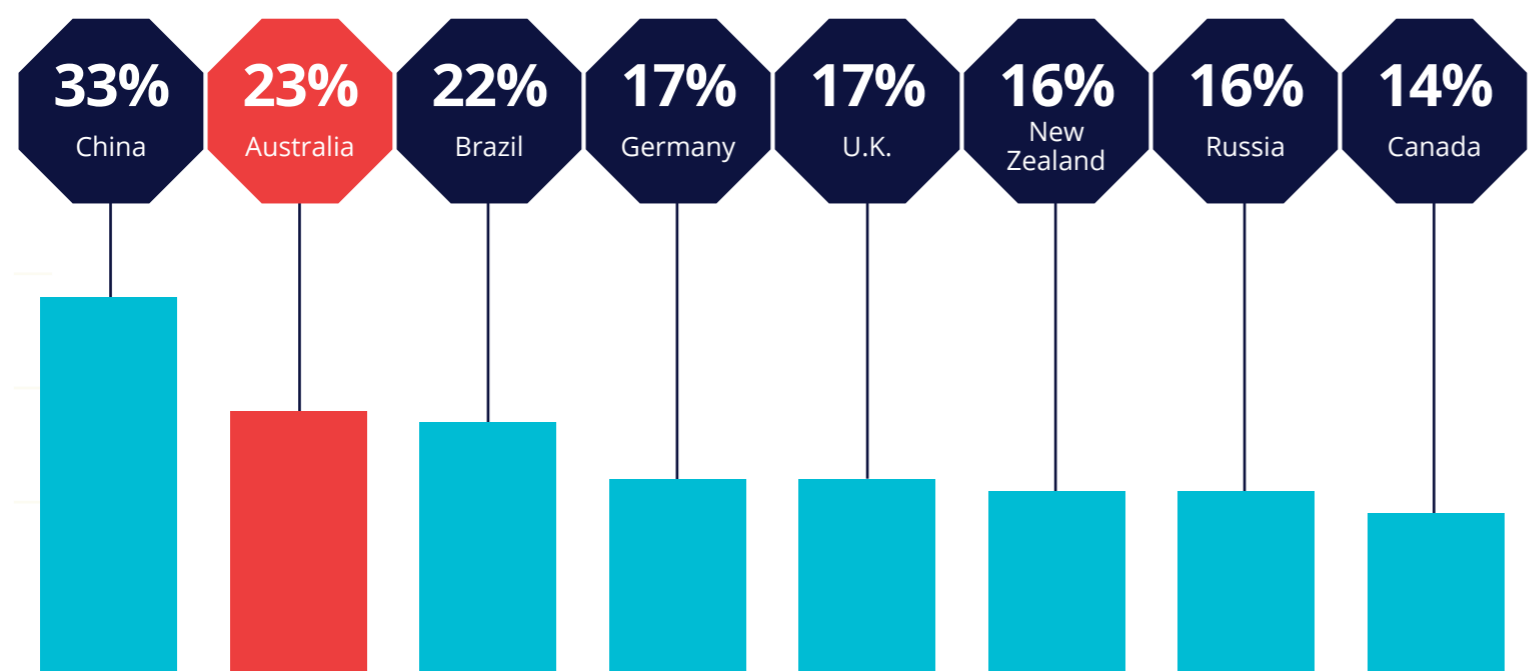
I made my last purchase in this category online:



Shopping with smartphones

For Australians, smartphones are becoming a vital part of online research and purchase.

I used a smartphone on my last purchase journey²:

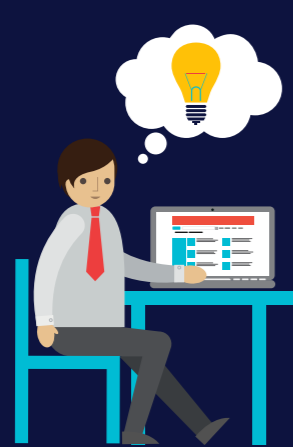


Sharing experiences



The Australian consumer has evolved. Have you?

Are you helping people throughout the purchase journey?



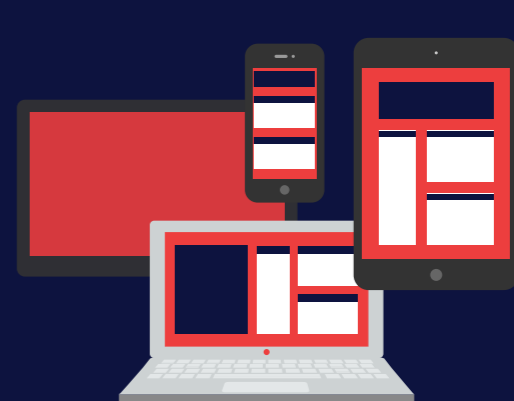
26% of online researchers in Australia used the internet for early inspiration and 51% used it to compare products during their last purchase.

Does your website work across all devices?



53% of internet users in Australia have encountered difficulties on their smartphone when visiting websites.

Are you advertising on every screen?



82% of online researchers found out about the product they last purchased while researching on a computer, whereas 29% found out about it on a smartphone and 16% on a tablet.

About

The Consumer Barometer is a free, online global consumer insights tool developed by Google, in partnership with TNS Infratest. It covers 45 countries globally and will be available in over 39 languages.

Discover more insights and build your own charts at www.consumerbarometer.com.

Sources

All data is from Google Consumer Barometer, 2014. Visit www.consumerbarometer.com.

¹ Base: Internet users who watched online video in the past week

² The Consumer Barometer study surveyed internet users and their last purchase decisions across 10 categories: apparel, makeup, cinema tickets, groceries, mobile phones, TV sets, large home appliances, hotels for leisure, and flights for leisure. Respondents refers to those surveyed across these categories.

³ Base: Smartphone users