

THE CONSUMER BAROMETER

Google

Australians don't just “go online;” they live online

91%

of people in Australia use a mobile device or smartphone.¹

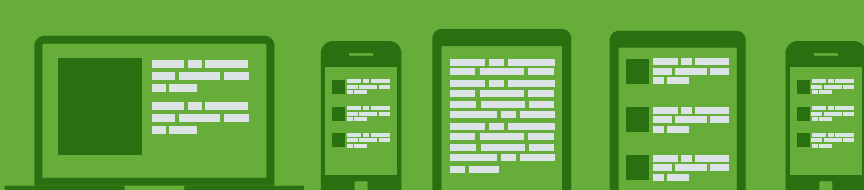
The internet is at the heart of everything we do—whether we're working, socialising, shopping, or relaxing. Stay on top of the latest digital trends with the Consumer Barometer, Google's global interactive tool.

www.consumerbarometer.com



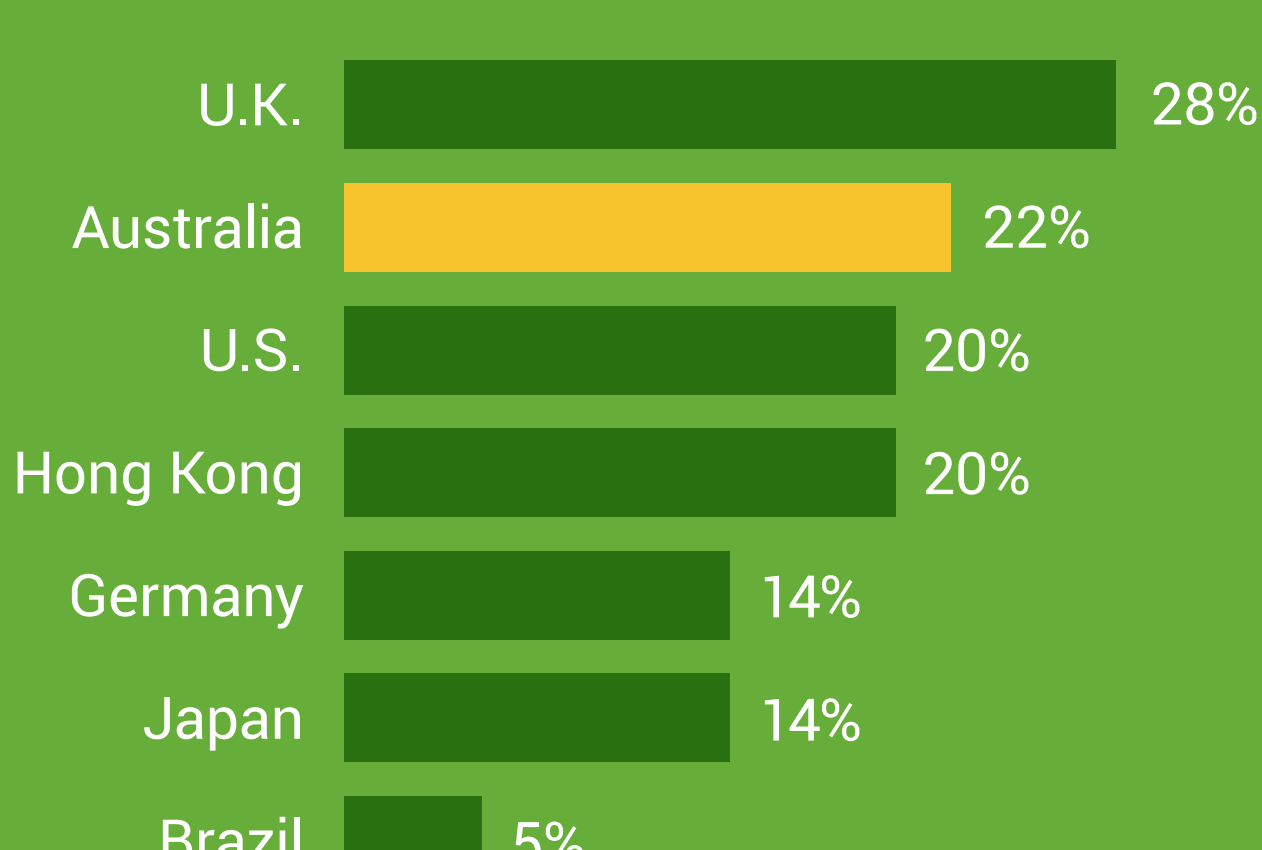
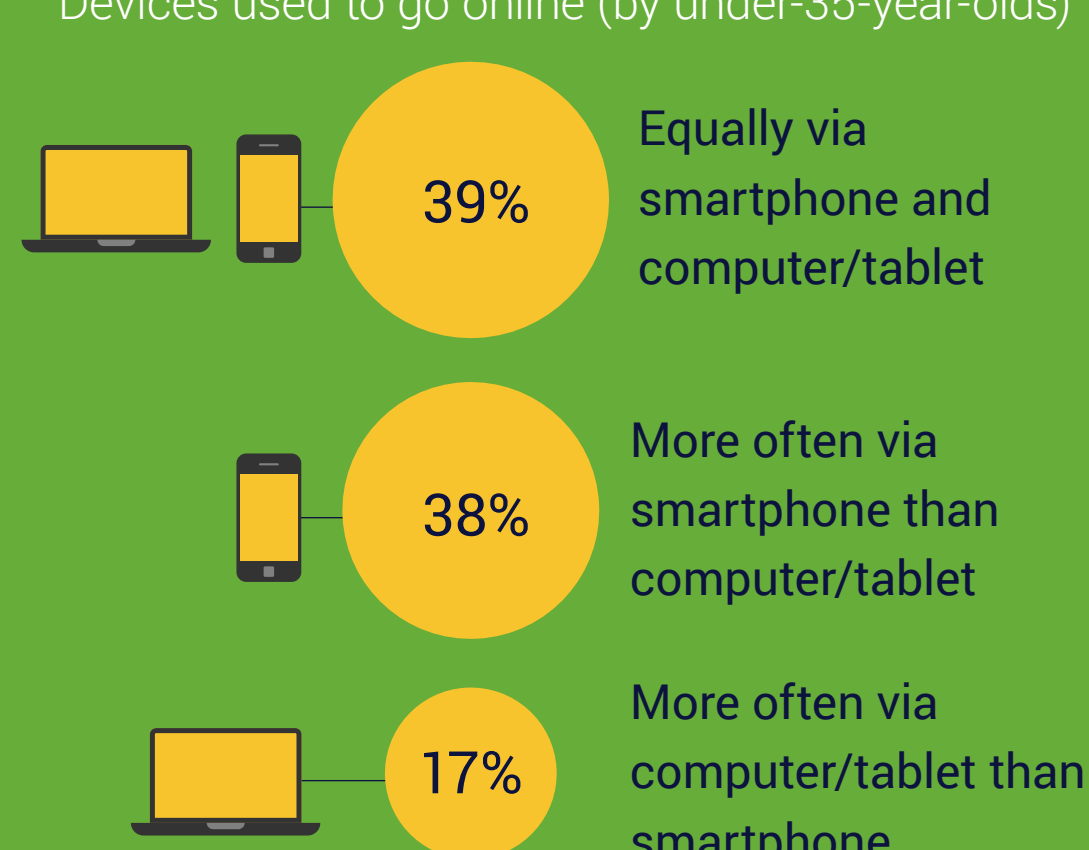
Australia is one of the most connected countries in the world

People use **five** or more connected devices.¹



In fact, people use their smartphones as much as desktops. This is particularly true of younger users.²

Devices used to go online (by under-35-year-olds)



Now that Australians are more connected, they're more reliant on the internet to shop

Australians used the internet for

58%

of recent purchase journeys.³



This helps to inform their decisions when they shop locally.⁴

What types of information did people look for?



Prices



Product or service availability



Location of business



And when they shop internationally⁵

Why do people purchase online from foreign countries?



Better availability



Appealing offer

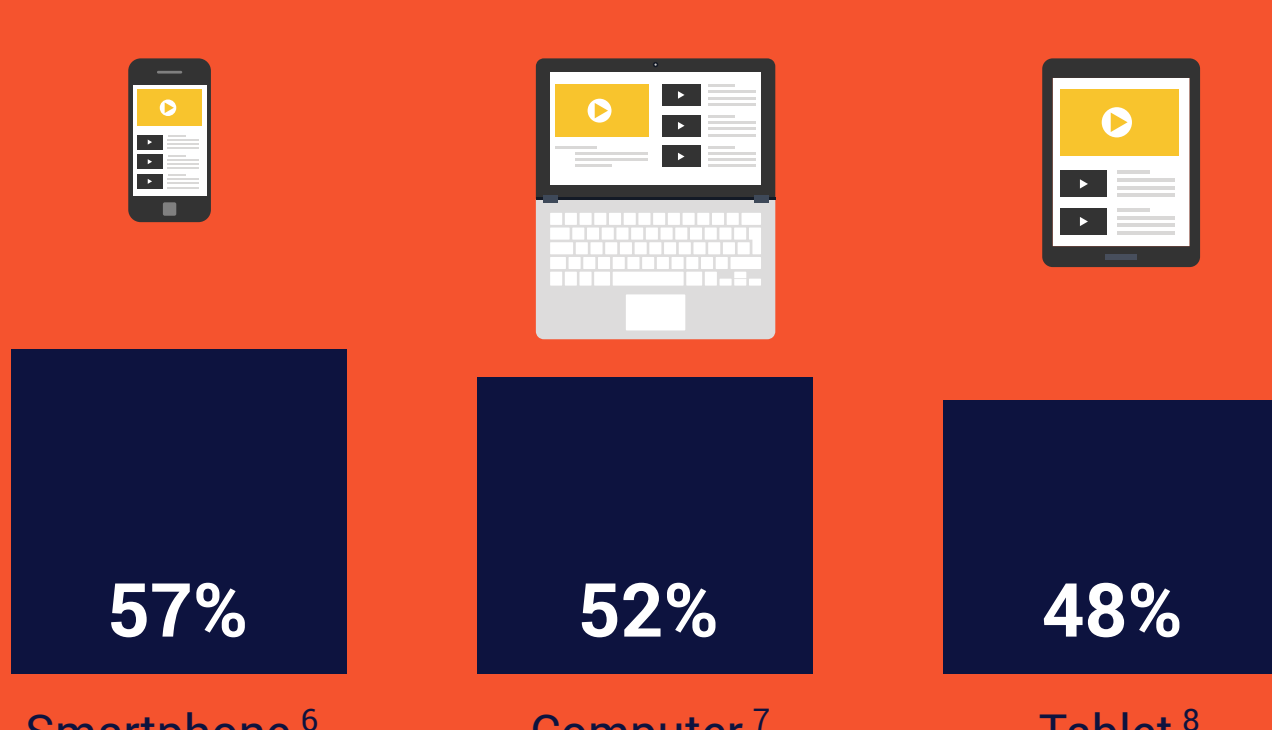


Better conditions

“Living online” has also changed viewing behaviour in Australia

Smartphones allow people to watch online videos more often.

People watch online videos once a week or more on a:



This also means that people can watch online video in or out-of-home.⁹



In-home

90%

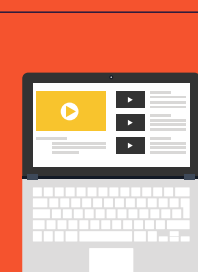


Out-of-home

36%

They are highly focused on the videos, regardless of the device they are using.¹⁰

I was fully or mainly focused on the videos I watched this week.



66%

Computer



63%

Smartphone



61%

Tablet

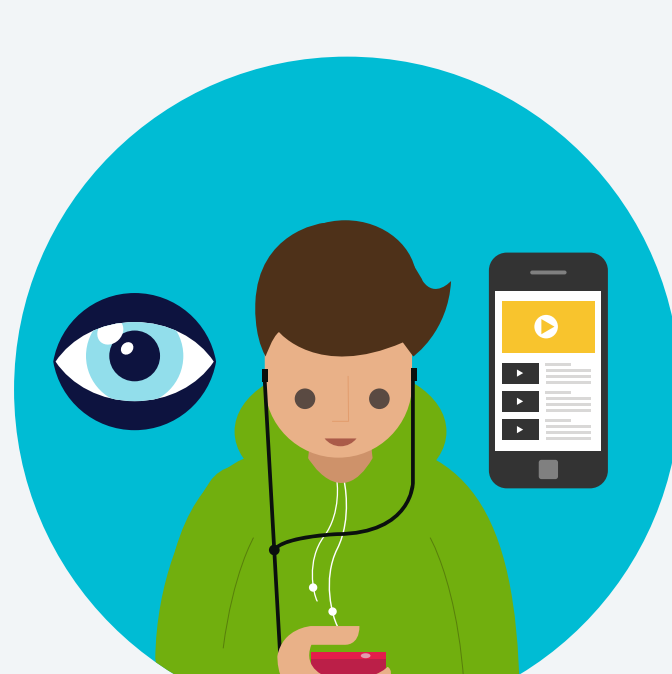
Are you catering to consumers who “live online?”

Are you giving local shoppers what they need?



39% of Australian consumers use a smartphone to find local information. Is your site optimised for mobile?⁴

Are you taking the opportunity to connect with a highly engaged audience?



70% of Australian internet users watch online videos at least weekly, rising to 90% for under-35-year-olds. Are you present when your consumers are watching?²

About

The Consumer Barometer is a free, online global consumer insights tool developed by Google, in partnership with TNS Infratest. It covers 56 countries globally.

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

Sources

All data is from Google Consumer Barometer, 2014–2015. Visit www.consumerbarometer.com.

1. Base: Total online and offline population.
2. Base: internet users (accessing via computer, tablet, or smartphone).
3. Base: internet users (accessing via computer, tablet, or smartphone) | Answering based on a recent purchase (in select categories).
4. Base: internet users (accessing via computer, tablet, or smartphone) | Searched for information about local business(es) in the past month.
5. Base: internet users (accessing via computer, tablet, or smartphone) | Ever purchased a product or service online from abroad.
6. Base: internet users (accessing via smartphone).
7. Base: internet users (accessing via tablet).
8. Base: internet users (accessing via computer).
9. Base: internet users (accessing via computer, tablet, or smartphone) | Watched online video in the past week.
10. Base: internet users (accessing via computer, tablet, or smartphone) | Watched online video in the past week | Answering based on a recent online video session.

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