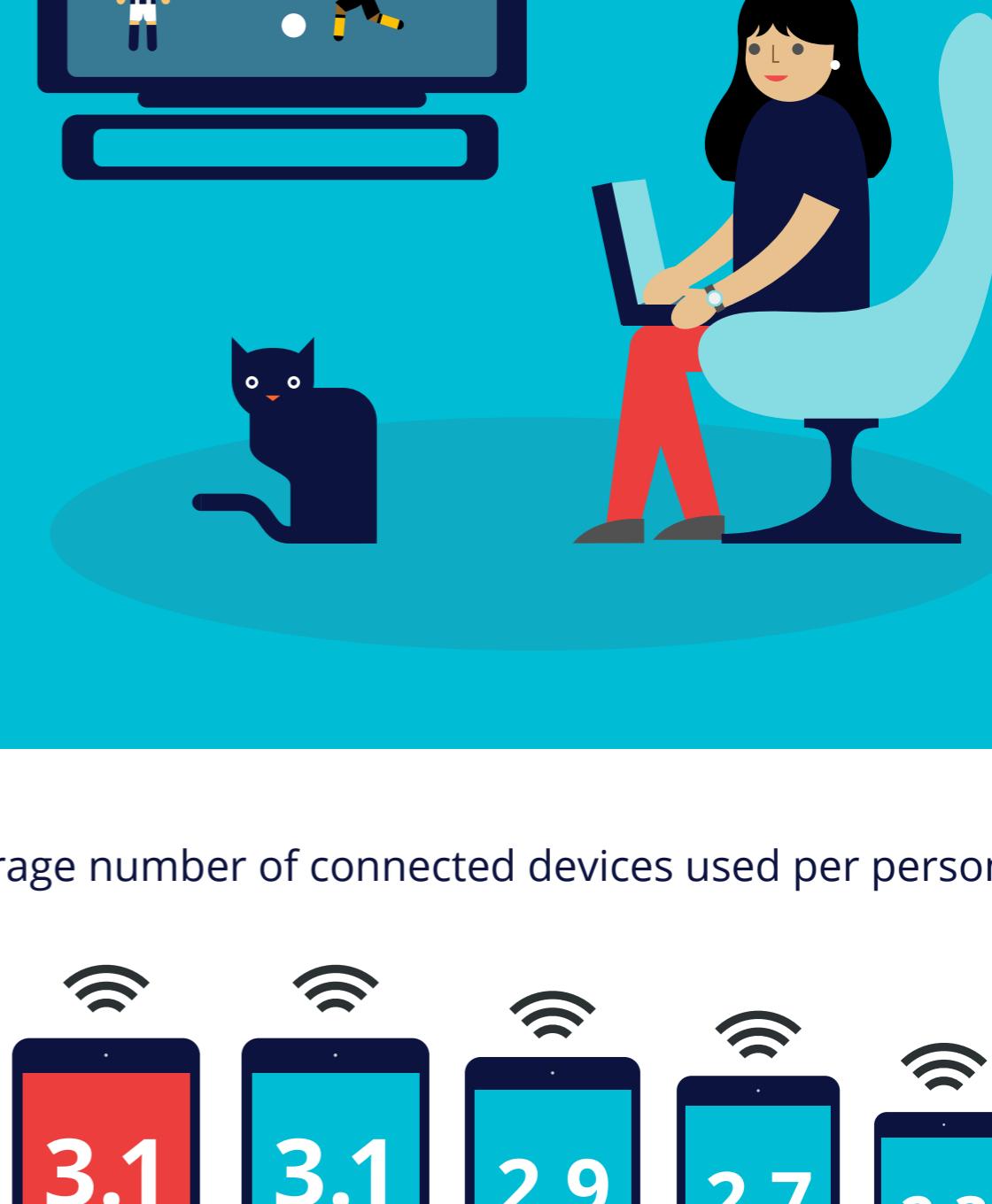


# The Consumer Barometer

## Insights from Australia

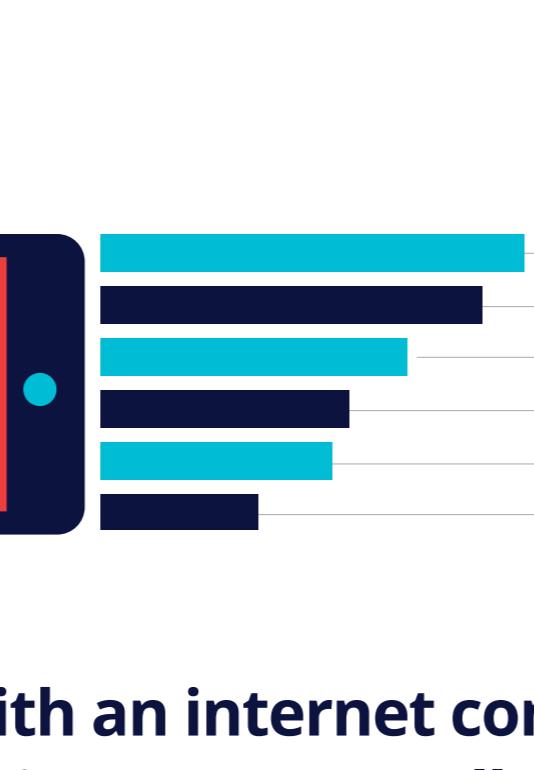
Did you know that in Australia the average number of connected devices is 3.1? The world is more connected than ever before and the multi-screen user is at the center of this trend. The Consumer Barometer, Google's global interactive tool, helps uncover insights into today's connected consumer.



[www.consumerbarometer.com](http://www.consumerbarometer.com)

## The Multi-Screen World

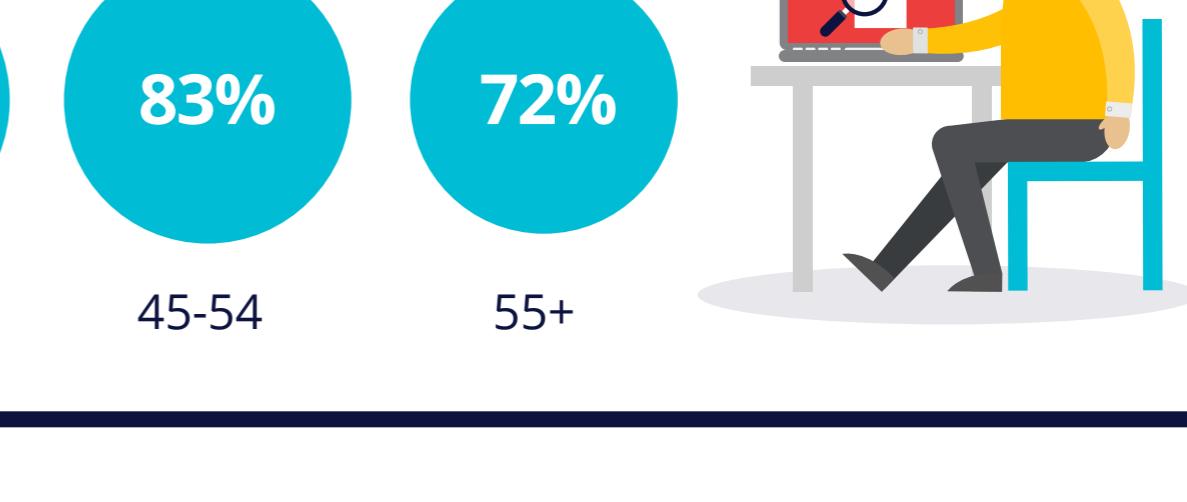
Australia has more connected devices than ever.



Average number of connected devices used per person:

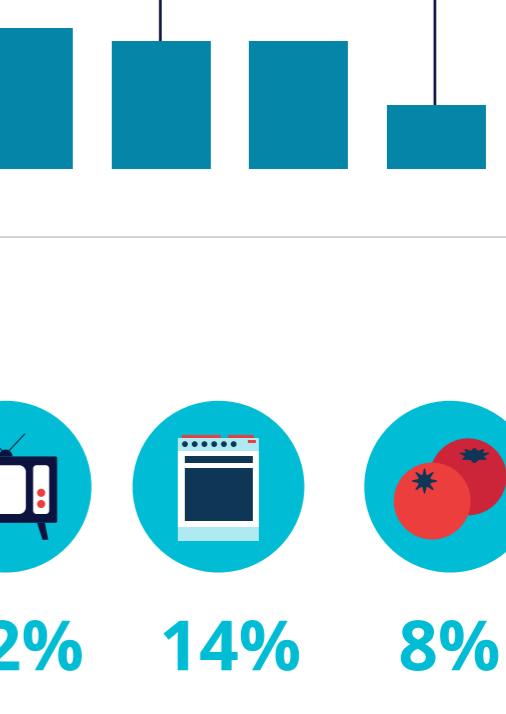


Smartphones are an integral part of people's daily lives.



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

I go online every day:

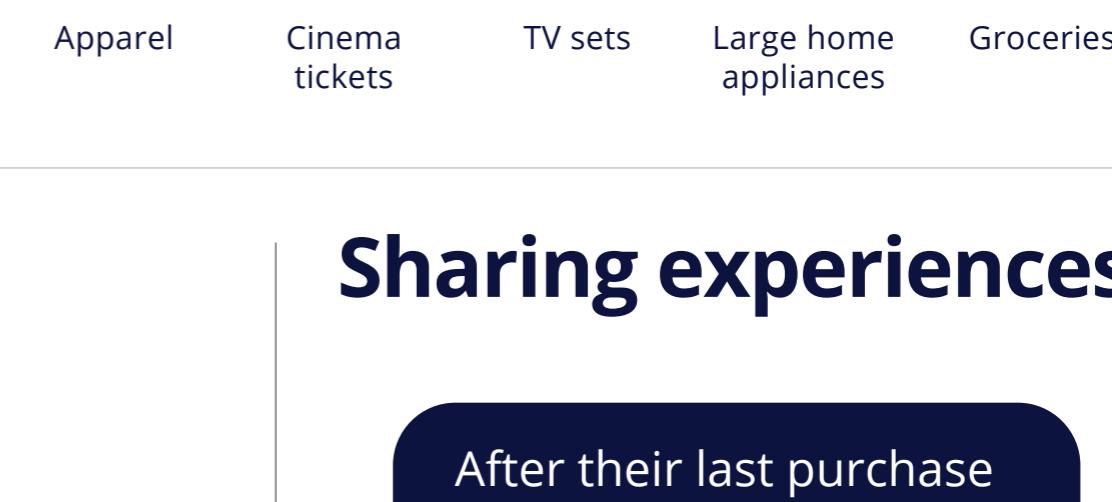


## The Smart Viewer

Australian respondents<sup>1</sup> are watching video for more than just entertainment.



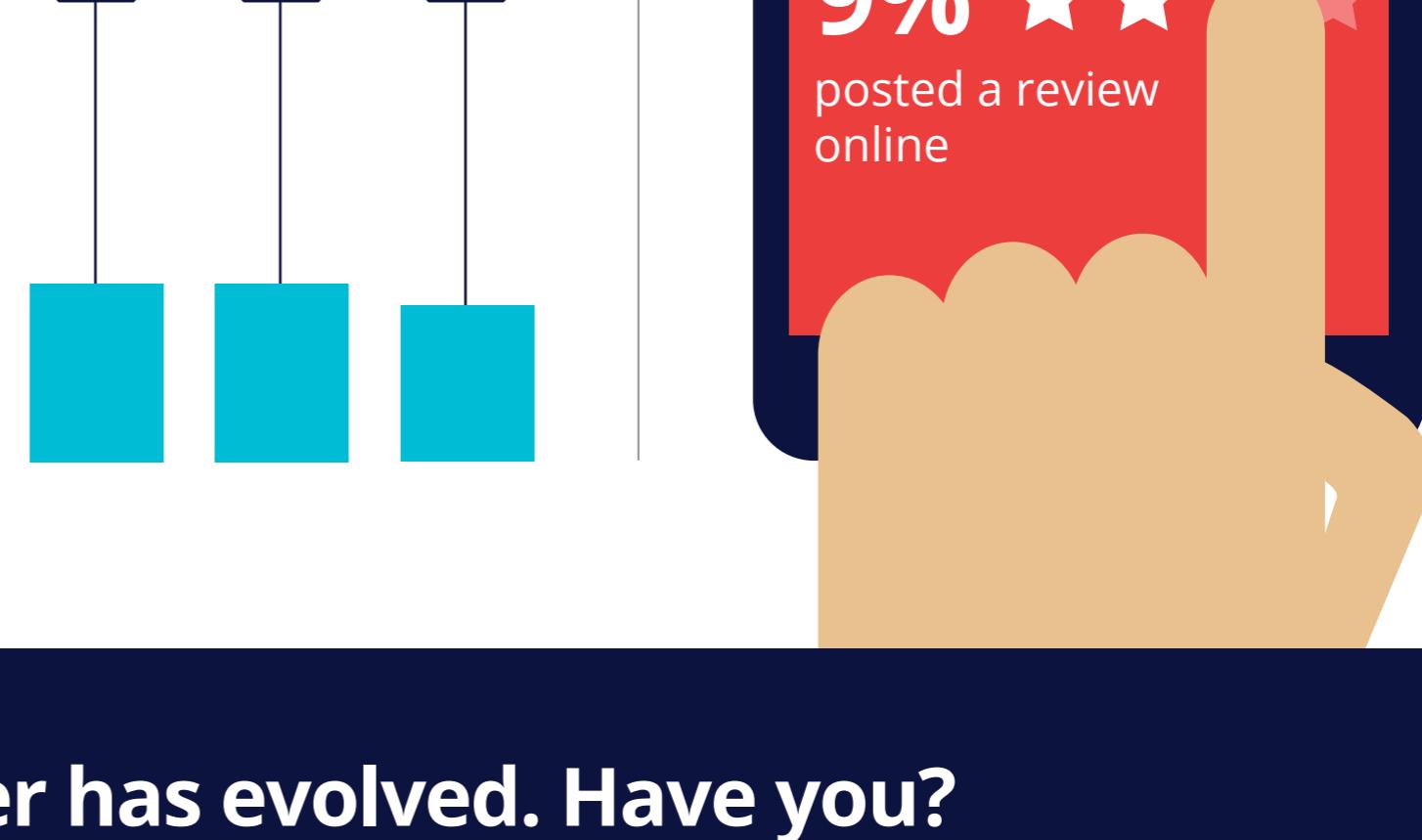
Motivations for watching online video:



## 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.



## Shopping with smartphones

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

I used a smartphone on my last purchase journey<sup>2</sup>:



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

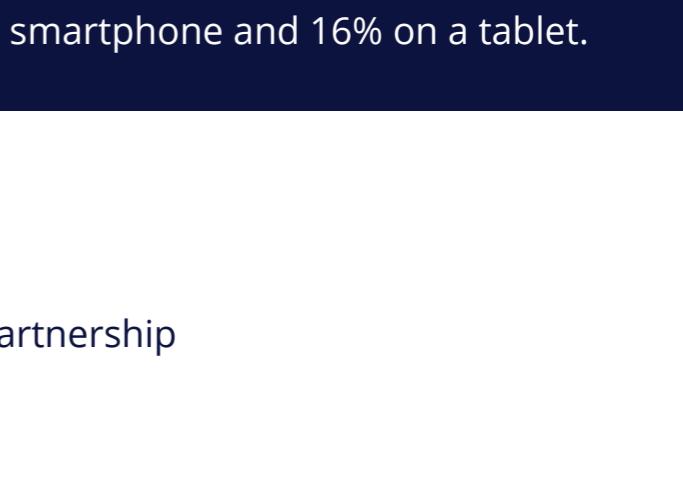
## Sharing experiences

After their last purchase

9%

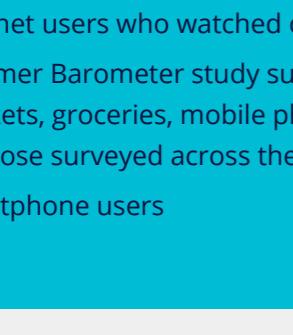
discussed their purchase on social media

9% ★★★★ posted a review online

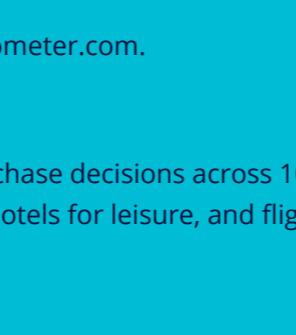


## The Australian consumer has evolved. Have you?

Are you helping people throughout the purchase journey?



Does your website work across all devices?



Are you advertising on every screen?



## 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](http://www.consumerbarometer.com).

## Sources

All data is from Google Consumer Barometer, 2014. Visit [www.consumerbarometer.com](http://www.consumerbarometer.com).

<sup>1</sup> Base: Internet users who watched online video in the past week

<sup>2</sup> 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.

<sup>3</sup> Base: Smartphone users