

ATTITUDINAL

DEMOGRAPHICAL

SOCIAL

CONSUMER TRENDS WHEEL

TECHNOLOGICAL

FINANCIAL

GENERATIONAL

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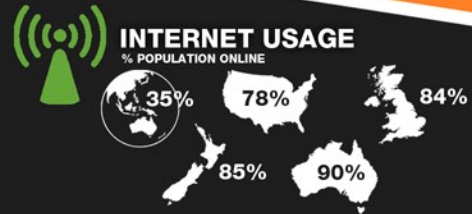
CHANGING CONSUMER INFLUENCE



ATTITUDINAL



TECHNOLOGICAL

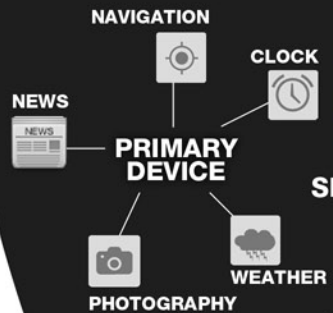


SHOWROOMING

61% OF GEN Y HAVE USED SMARTPHONES IN-STORE TO...

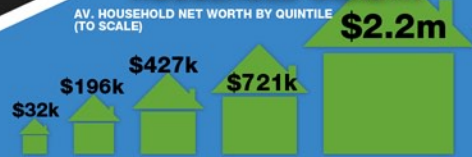
- CHECK PRICES
- ACCESS CONSUMER BLOGS
- TAKE A PHOTO

GEN Y AVERAGE **20 APPS** ON THEIR SMARTPHONES



FINANCIAL

HOUSEHOLD WEALTH



HOUSEHOLD INCOME



DEMOGRAPHICAL

GROWTH SINCE 1966: **UP 100%**
 RATE: **1.1%**
 MEDIAN AGE: **29**

UP 100%
1.6%
37

UP 61%
0.8%
37



AUSTRALIA
 23M (0.3%)
7 BILLION

HOUSEHOLDER PLACE OF BIRTH
 % HOUSEHOLDS BY PARENT/ADULT BIRTHPLACE



HOUSEHOLD TYPES
 % OF ALL HOUSEHOLDS



HOUSING TYPE
 % HOUSEHOLDS BY DWELLING TYPE

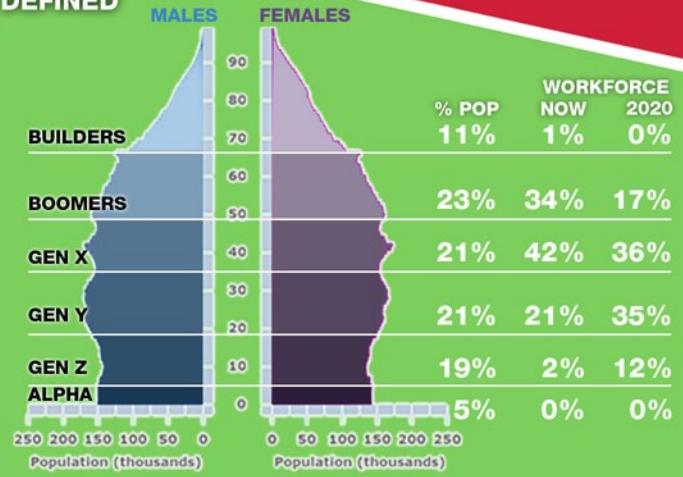
HOME OWNERSHIP
 % HOUSEHOLDS BY TENURE



***HOUSING MOBILITY**
 AV. YEARS PER DWELLING BY TENURE

GENERATIONAL

GENERATIONS DEFINED



SOCIAL

ATTITUDINAL

RESEARCH VISUALISATION EXPERTS

SOCIAL

ADVERTISING ANALYSIS
RESEARCHERS FOR SOME OF
AUSTRALIA'S LARGEST BRANDS

POPULATION FORECASTS

AWARD-WINNING
RESEARCHERS

DEDICATED
RESEARCH FACILITY
QUALITATIVE EXPERTS

PRODUCT TESTING

CONSUMER RESEARCH EXPERTS

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TECHNOLOGICAL

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INTERACTIVE WORKSHOPS
SOCIAL MEDIA EXPERTS

FINANCIAL

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GENERATIONAL

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