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CONSUMERS & BRANDS

# Smartphones: OPPO users in Australia

Consumer Insights report

**Consumer** Insights  
by **statista** 

June 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of OPPO users in Australia: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark OPPO users in Australia ("brand users") against Australian smartphone users in general ("category users"), and the overall Australian consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

### Global survey methodology<sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including Australia)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

## CHAPTER 01

# Management summary

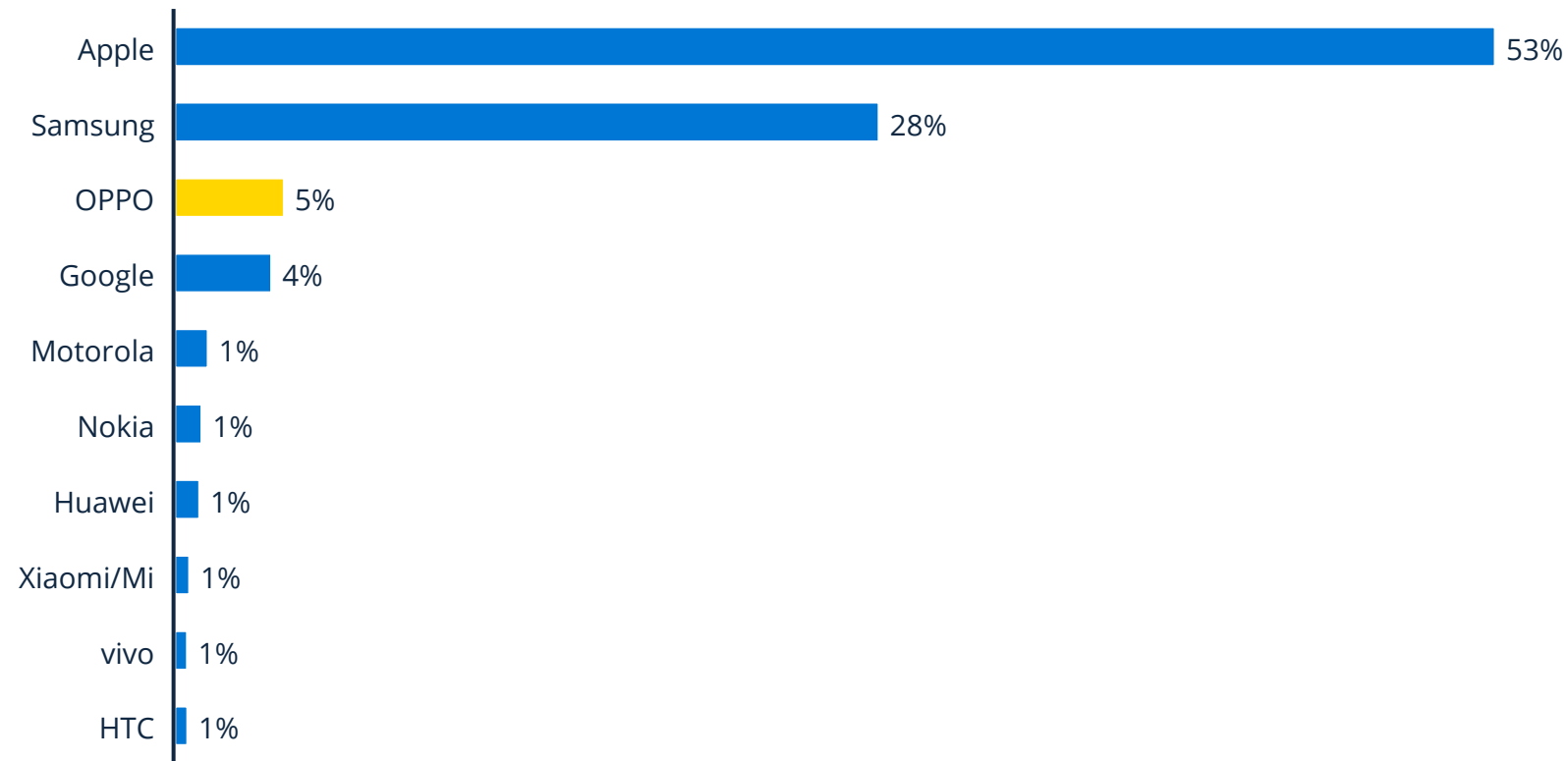
- Brand usage
- Key insights



# With a user share of 5%, OPPO is one of the top 3 smartphone brands in Australia

Management summary: brand usage and competition

## Top 10 most used smartphone brands in Australia



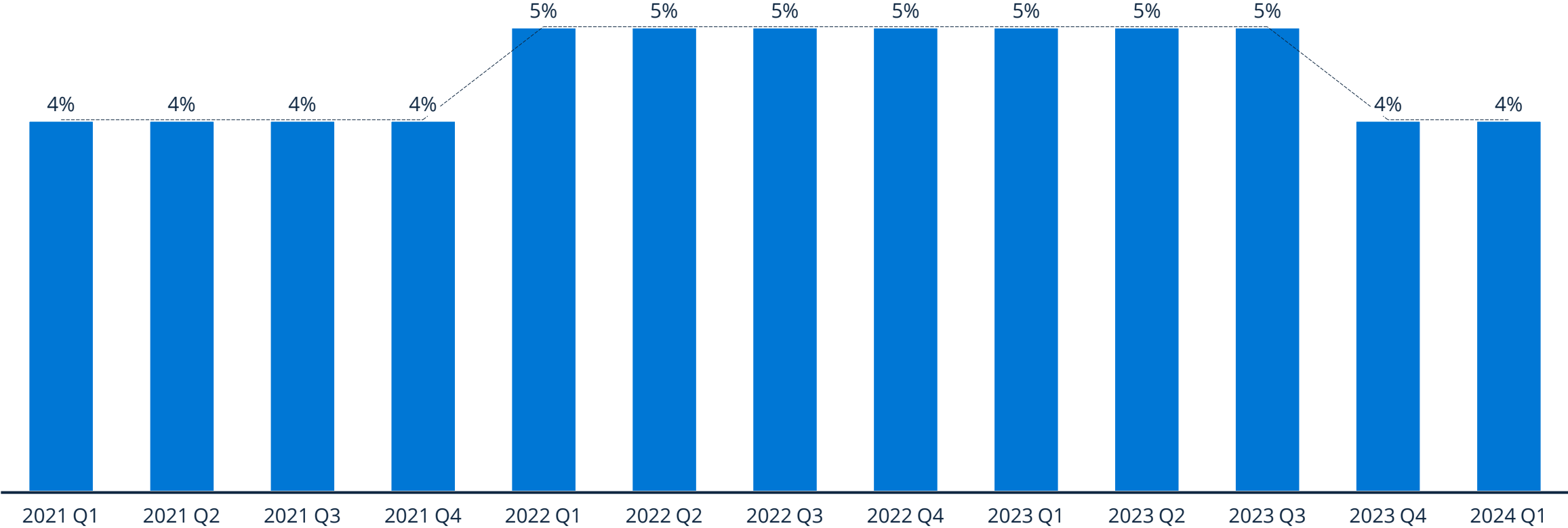
4 Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,942 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024

# The current share of smartphone users using OPPO is fairly similar to Q1 of 2021

Management summary: brand usage timeline

## Timeline of smartphone users using OPPO



5 Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=74 - 95 OPPO users, n=1592 - 1974 smartphone users

Sources: [Consumer Insights Global](#) as of June 2024

# OPPO users in Australia

Management summary: key insights

## Demographic profile

OPPO is more popular among Baby Boomers than other smartphone brands.

There is a fairly even split of male and female OPPO users.

OPPO has a larger share of users with a low income than other smartphone brands.

OPPO users are more likely to live in rural areas and towns than smartphone users in general.

## Consumer lifestyle

A happy relationship is more important to OPPO users than to other smartphone users.

Movies, TV shows and music are relatively prevalent interests of OPPO users.

Video gaming is a relatively popular hobby among OPPO users.

## Consumer attitudes

It stands out that 39% of OPPO users actively do something for the protection of their data.

40% of OPPO users are in the early majority of innovation adopter types.

A relatively high share of OPPO users think that housing is an issue that needs to be addressed.

## Marketing touchpoints

OPPO consumers are less active on social media than the average smartphone user.

OPPO users remember seeing ads on social media more often than other smartphone users.

## CHAPTER 02

# Demographic profile

- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+

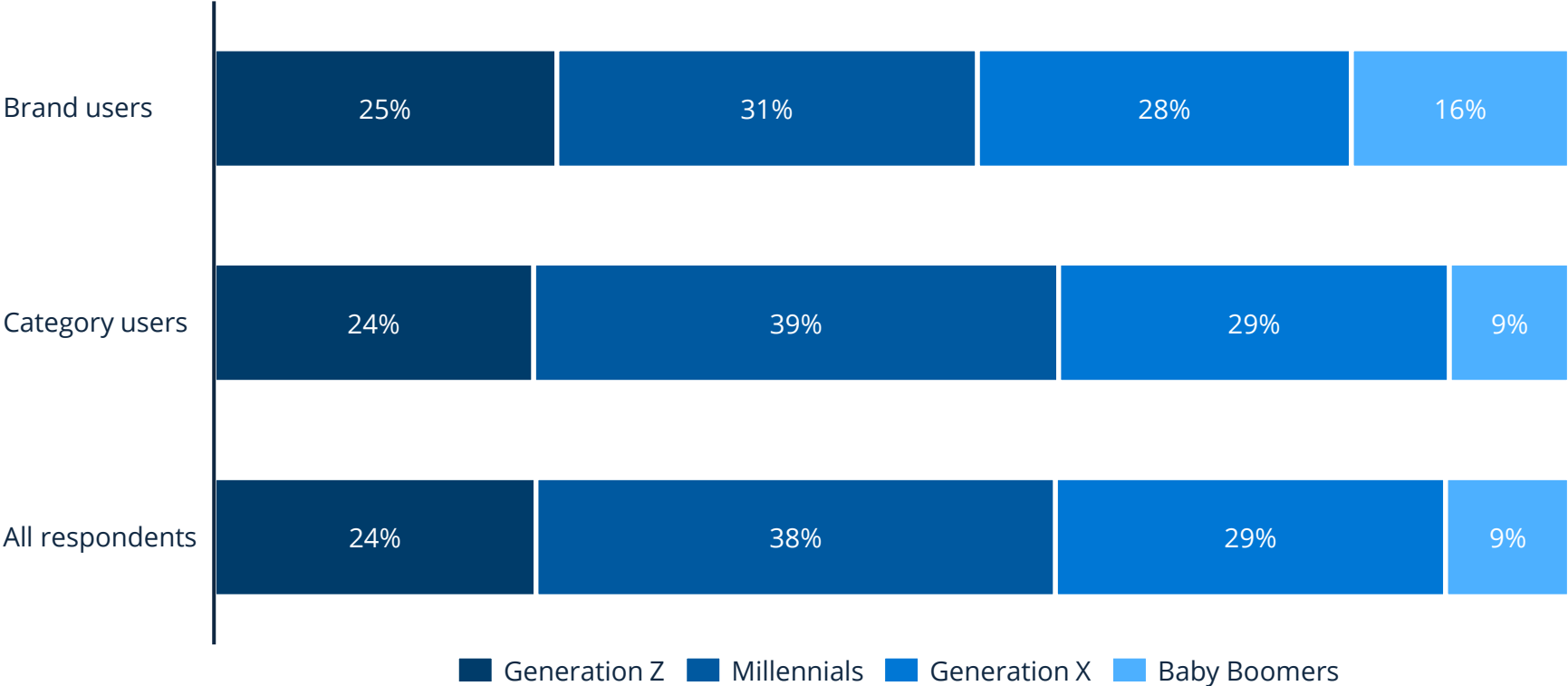




# OPPO is more popular among Baby Boomers than other smartphone brands

Demographic profile: generations

## Age of consumers in Australia



8 Notes: "How old are you?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=87 OPPO users, n=1,942 smartphone users, n=12,120 all respondents

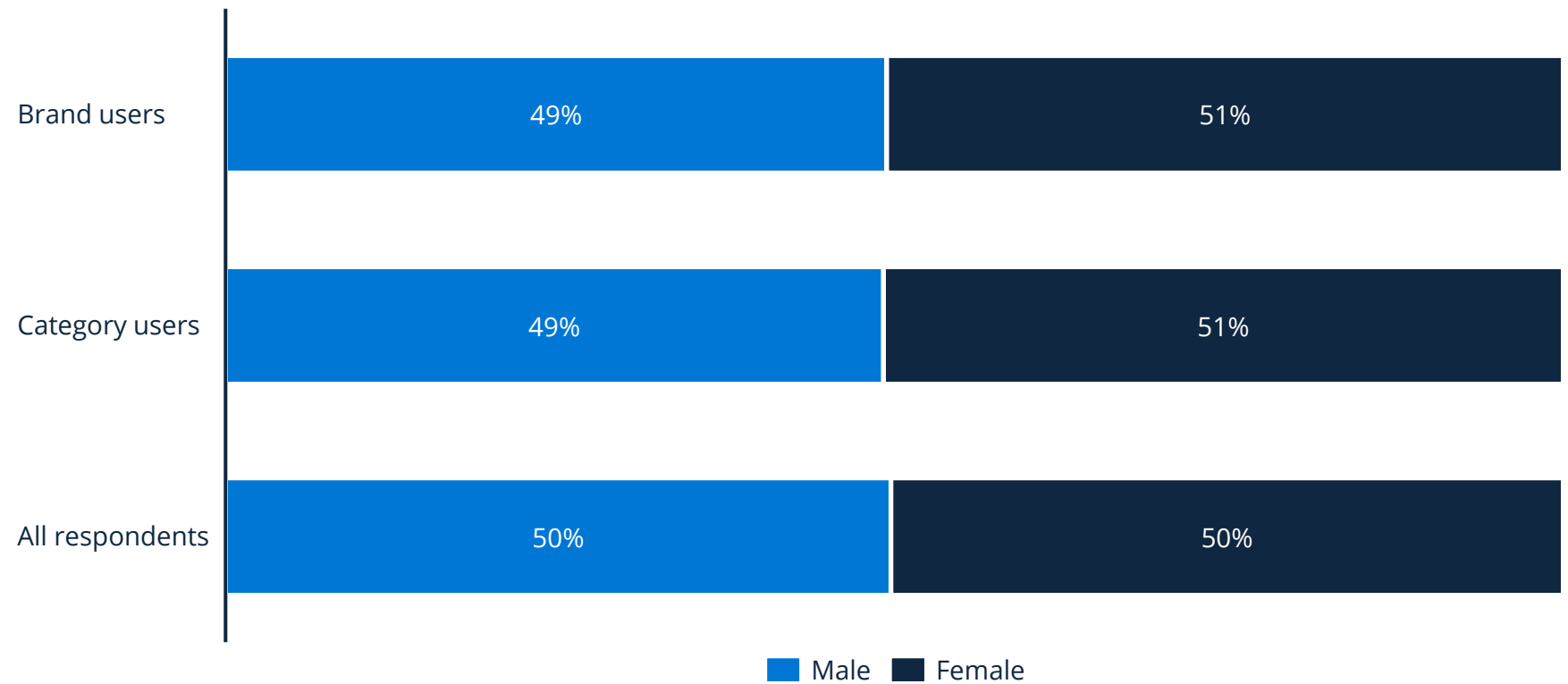
Sources: [Consumer Insights Global](#) as of June 2024

# There is a fairly even split of male and female OPPO users

Demographic profile: gender



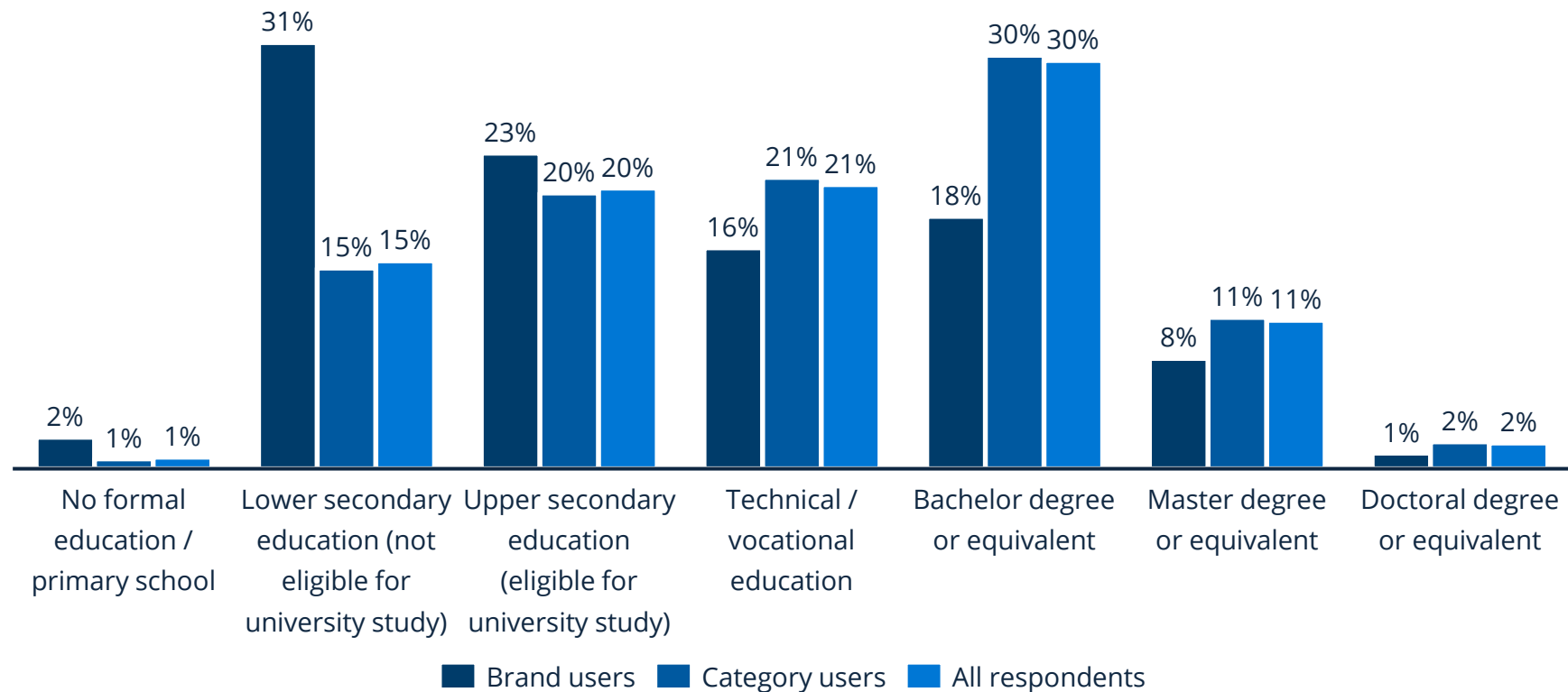
Gender of consumers in Australia



# 31% of OPPO users have a lower secondary education

Demographic profile: education

## Consumer's level of education in Australia

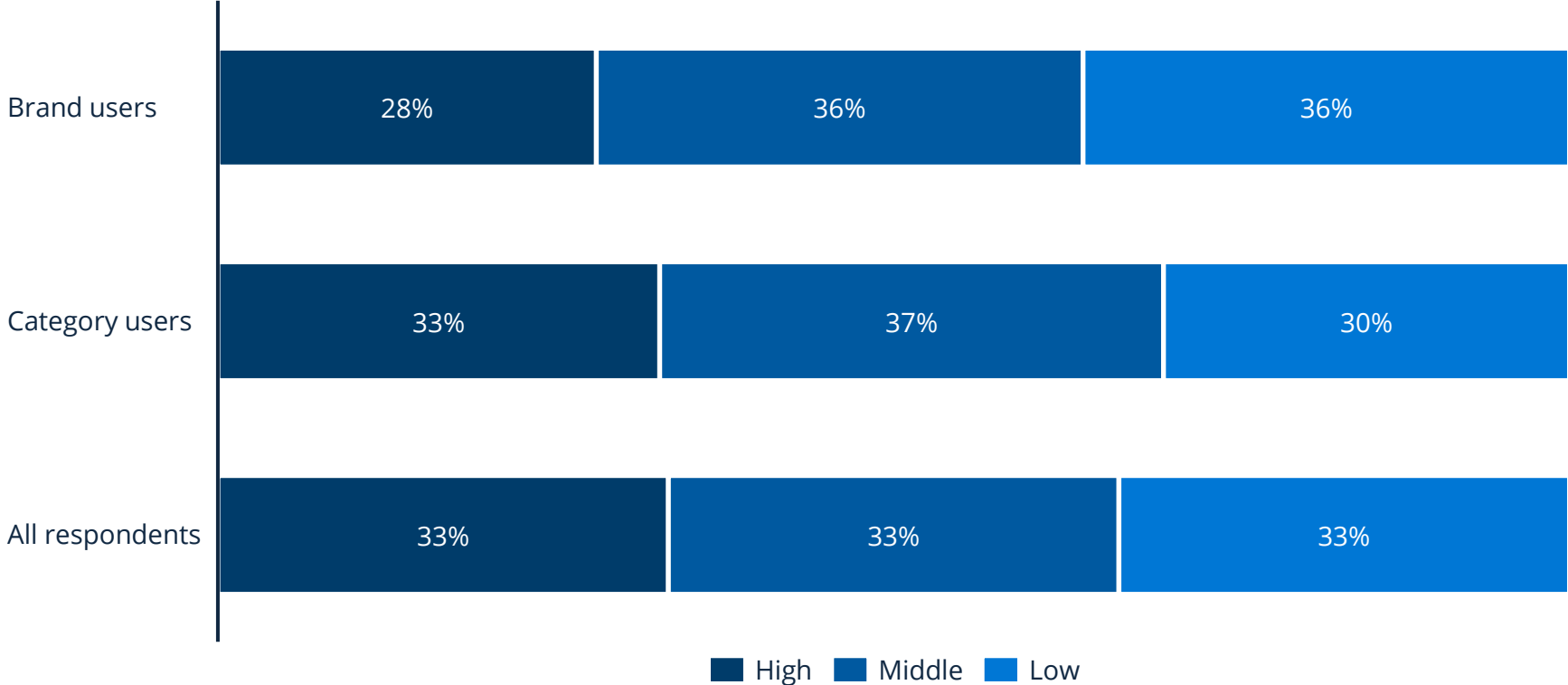


# OPPO has a larger share of users with a low income than other smartphone brands

Demographic profile: income



Share of consumers in Australia in the high, middle, and low thirds of monthly household gross income



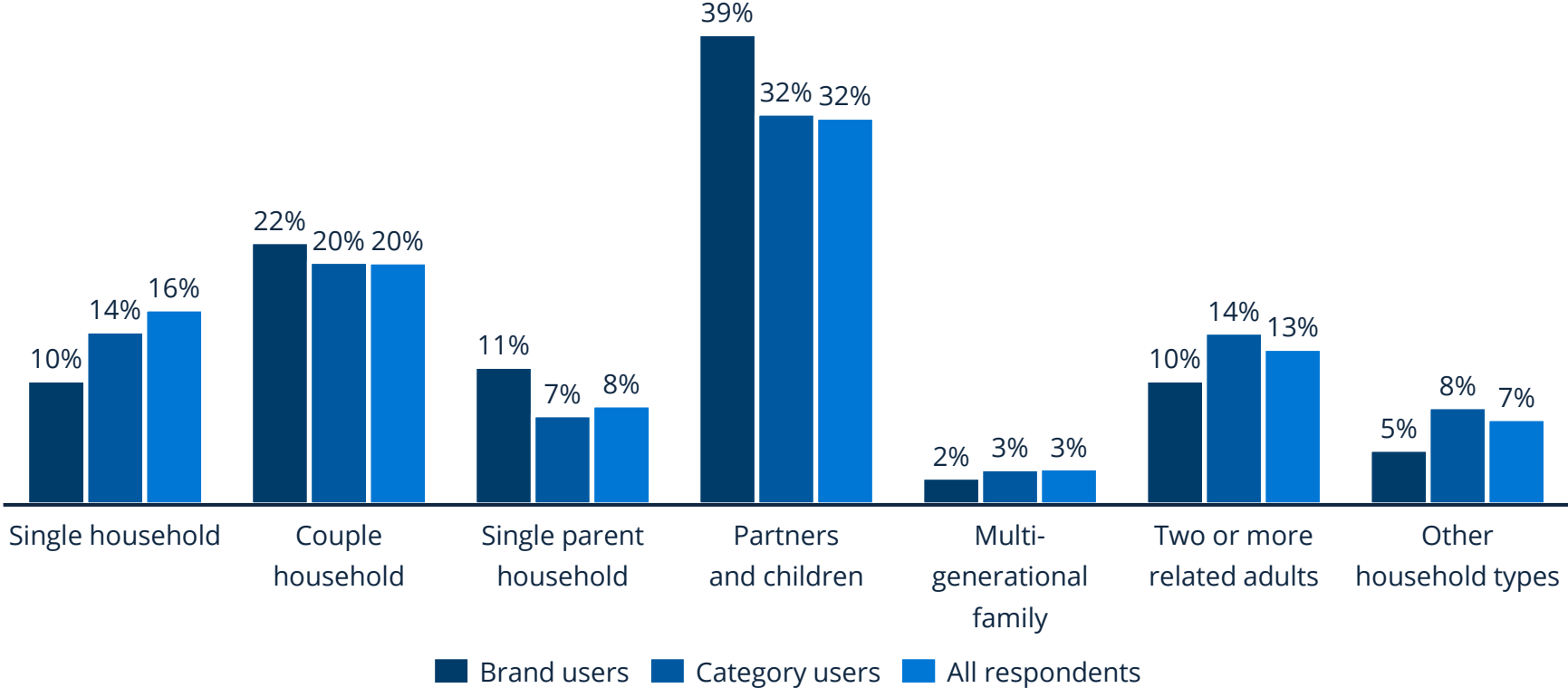
11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=87 OPPO users, n=1,942 smartphone users, n=12,120 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

# Compared to other smartphone users, OPPO users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Australia live



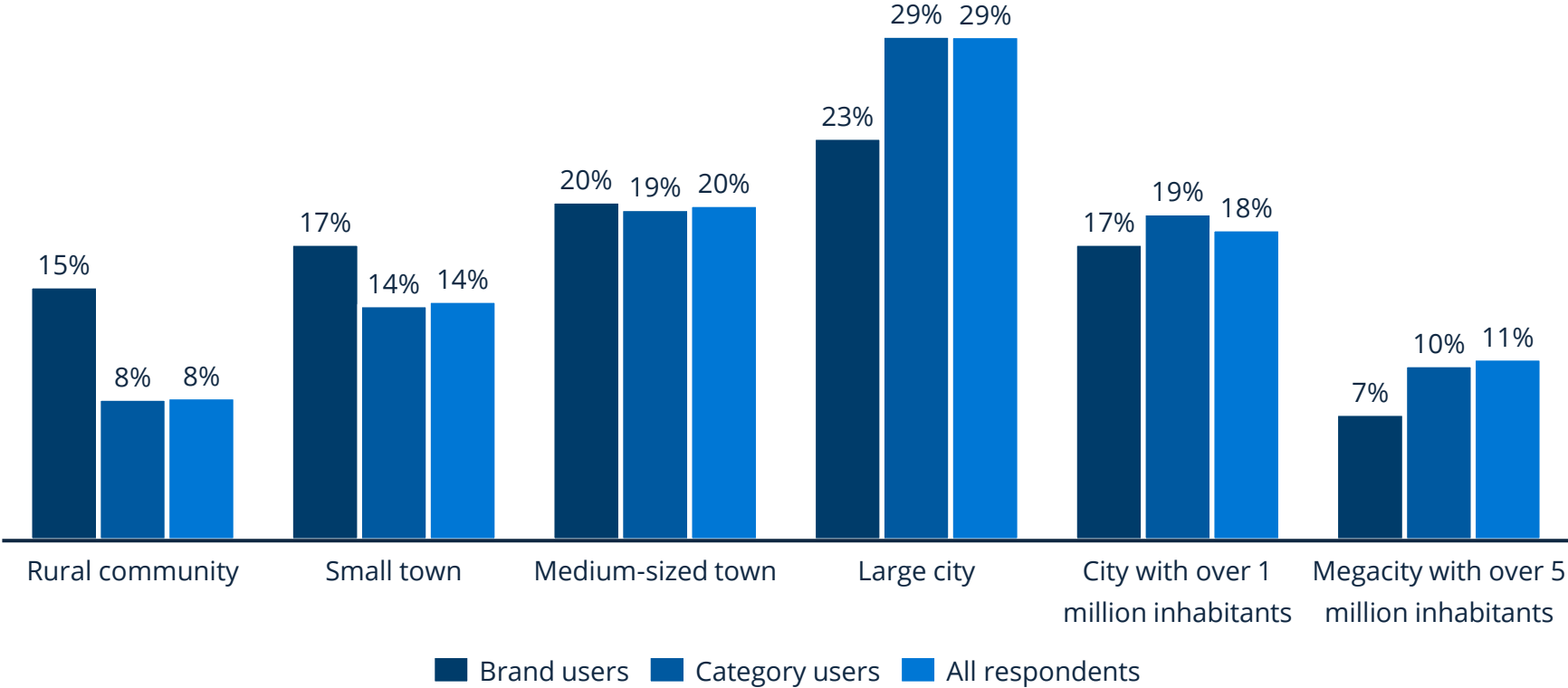
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=87 OPPO users, n=1,942 smartphone users, n=12,120 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# OPPO users are more likely to live in rural areas and towns than smartphone users in general

Demographic profile: type of community



Communities where consumers live in Australia



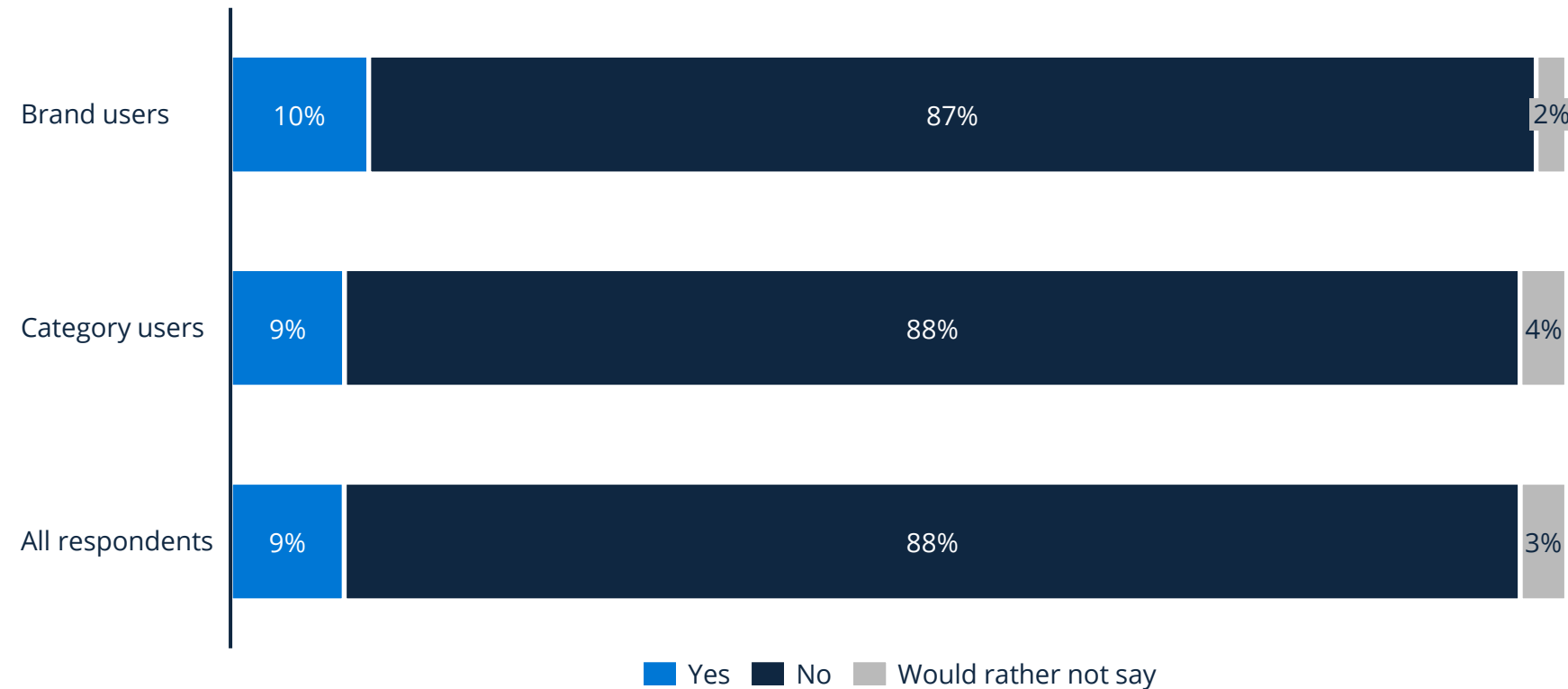
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=87 OPPO users, n=1,942 smartphone users, n=12,120 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

# 10% of OPPO users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Australia



## CHAPTER 03

# Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed





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