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CONSUMERS & BRANDS

# Washing machines: Fisher & Paykel owners 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 Fisher & Paykel owners 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 Fisher & Paykel owners in Australia ("brand users") against Australian washing machine owners 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

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

## CHAPTER 01

# Management summary

- Brand usage
- Key insights

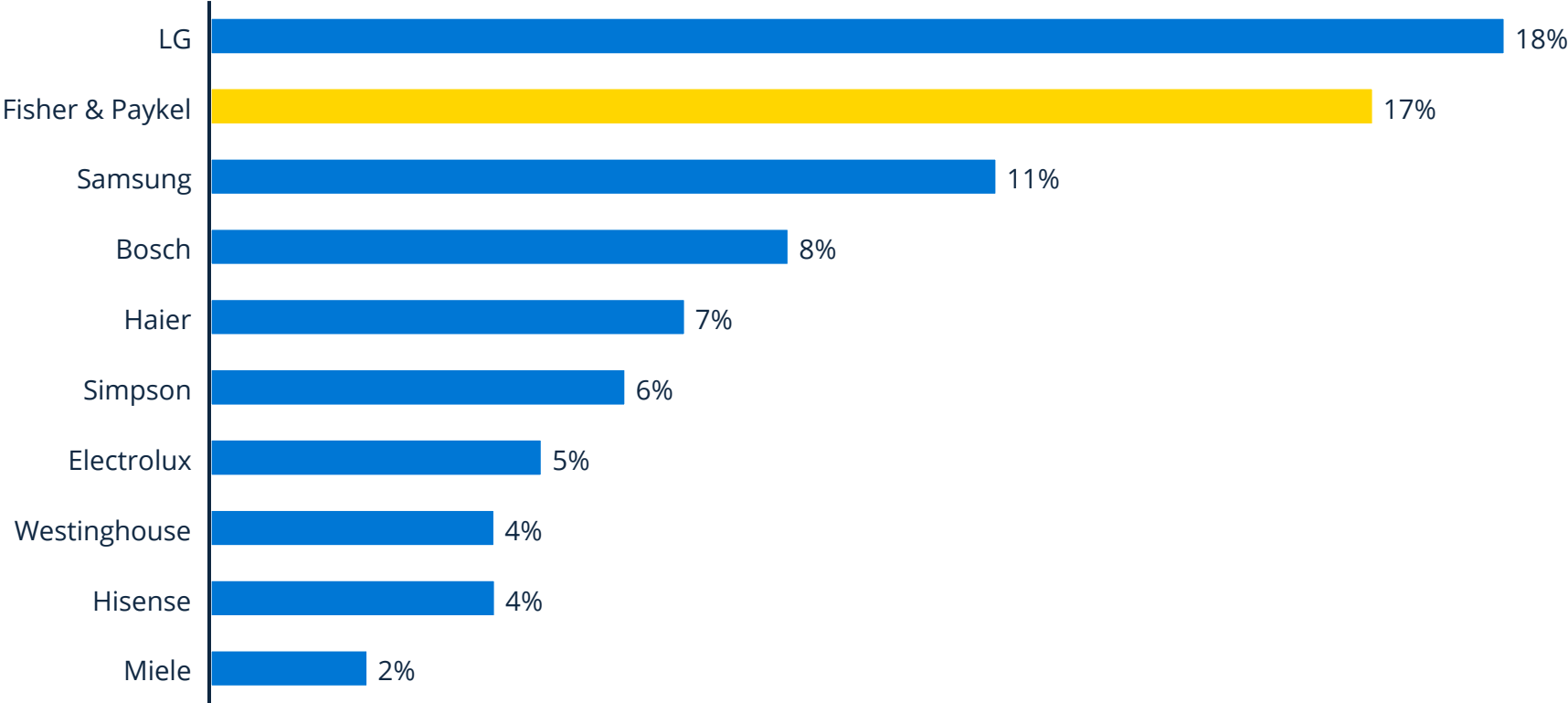




# Fisher & Paykel is the second most owned washing machine brand in Australia after LG and has a user share of 17%

Management summary: brand usage and competition

## Top 10 most owned washing machine brands in Australia



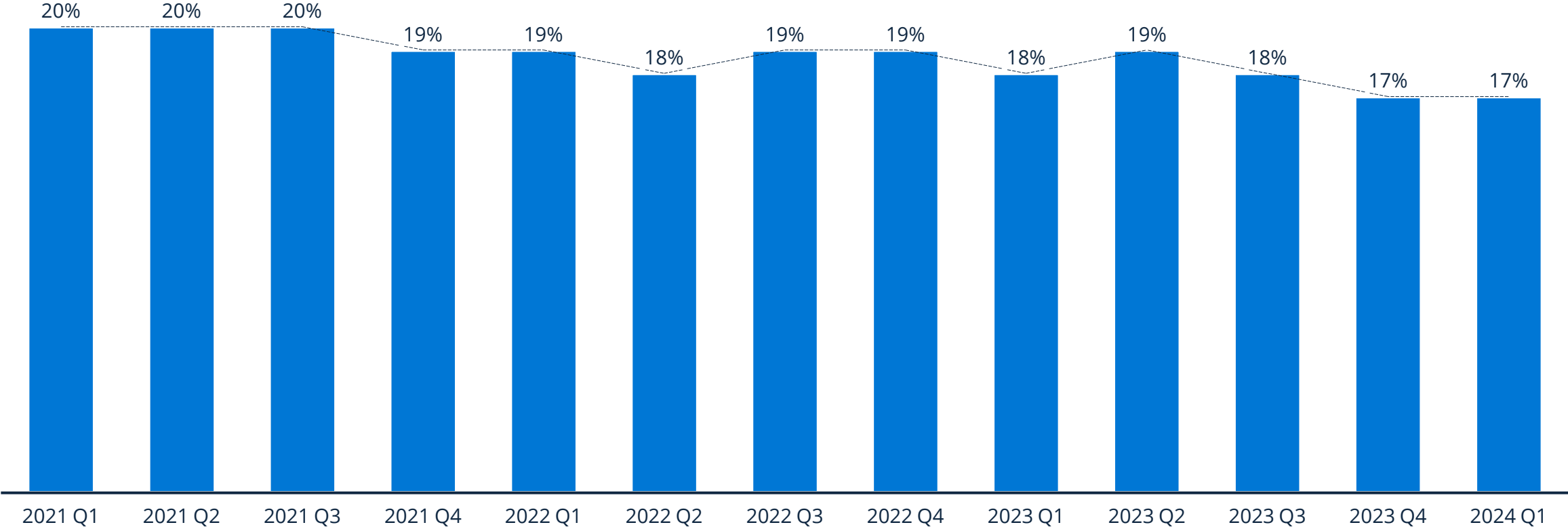
4 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=1,748 washing machine owners

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

# The share of washing machine owners owning Fisher & Paykel declined by 3 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of washing machine owners owning Fisher & Paykel



5 Notes: "What brand is the washing machine in your household"; Single Pick; Base: n=256 - 364 Fisher & Paykel owners, n=1432 - 1831 washing machine owners

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

# Fisher & Paykel owners in Australia

Management summary: key insights

## Demographic profile

Fisher & Paykel is more popular among Generation X than other washing machine brands.

Compared to other washing machine brands, Fisher & Paykel has a relatively high share of female owners.

Fisher & Paykel has a smaller share of owners with a medium household income than other washing machine brands.

30% of Fisher & Paykel owners live in large cities.

## Consumer lifestyle

An honest and respectable life is more important to Fisher & Paykel owners than to other washing machine owners.

Traveling is a relatively prevalent interest of Fisher & Paykel owners.

44% of Fisher & Paykel owners have cooking or baking as a hobby.

## Consumer attitudes

It stands out that 64% of Fisher & Paykel owners could not live without their smartphone.

59% of Fisher & Paykel owners are laggards or in the late majority of innovation adoption.

A relatively high share of Fisher & Paykel owners think that housing is an issue that needs to be addressed.

## Marketing touchpoints

Fisher & Paykel is more popular among Fisher & Paykel owners than the average washing machine owner.

Fisher & Paykel owners remember seeing ads in video games less often than other washing machine owners.

## CHAPTER 02

# Demographic profile

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

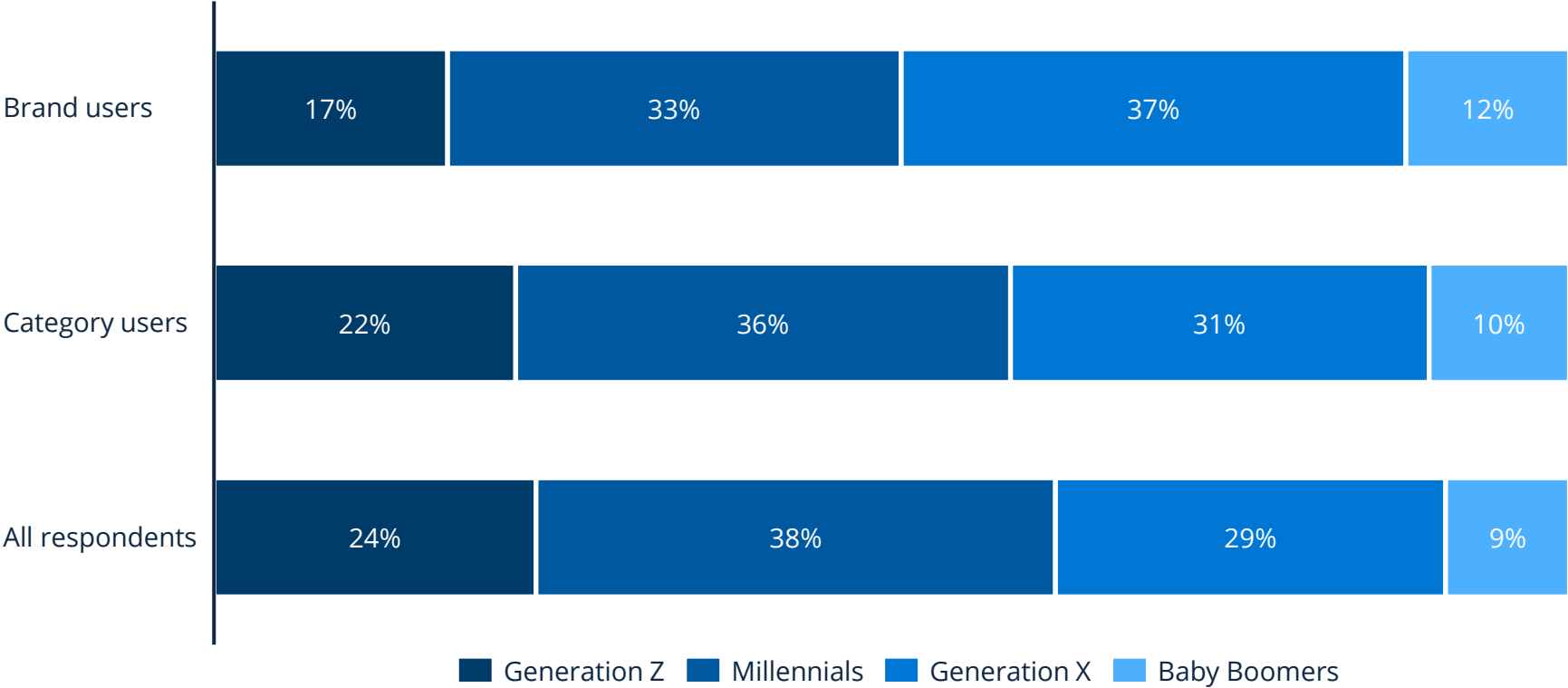




# Fisher & Paykel is more popular among Generation X than other washing machine brands

Demographic profile: generations

## Age of consumers in Australia



8 Notes: "How old are you?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=290 Fisher & Paykel owners, n=1,748 washing machine owners, n=12,120 all respondents

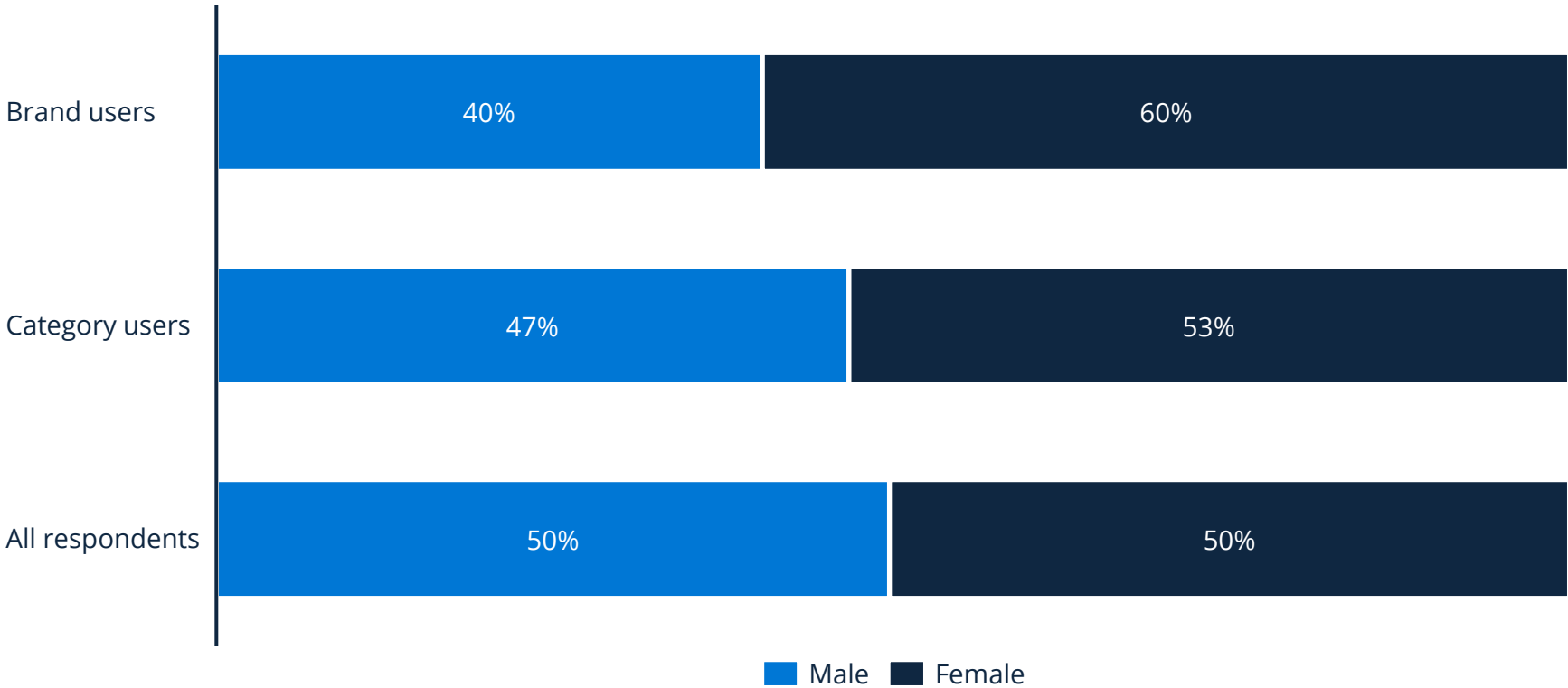
Sources: [Consumer Insights Global](#) as of June 2024

# Compared to other washing machine brands, Fisher & Paykel has a relatively high share of female owners

Demographic profile: gender



Gender of consumers in Australia



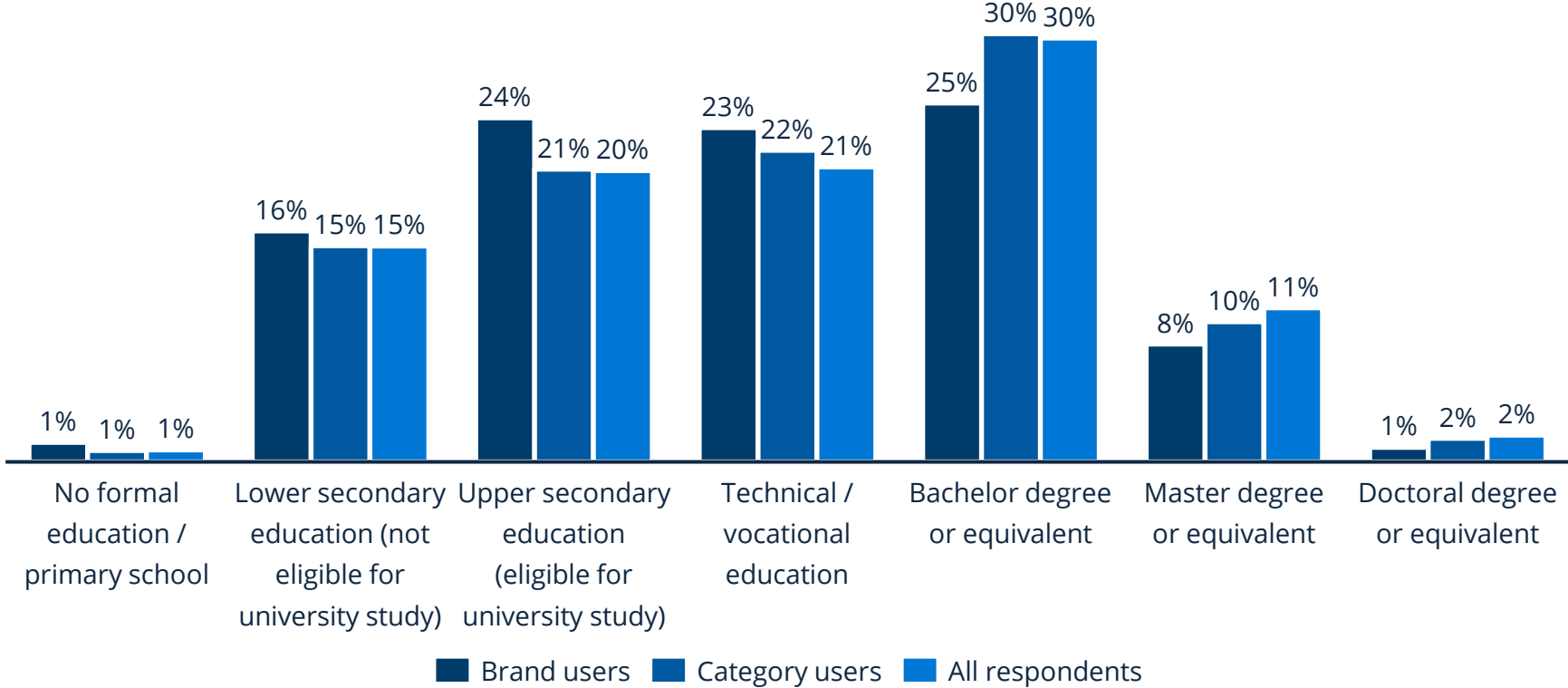
9 Notes: "What is your gender?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=290 Fisher & Paykel owners, n=1,748 washing machine owners, n=12,120 all respondents

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

# 24% of Fisher & Paykel owners have an upper secondary education with the permission to go to university

Demographic profile: education

## Consumer's level of education in Australia



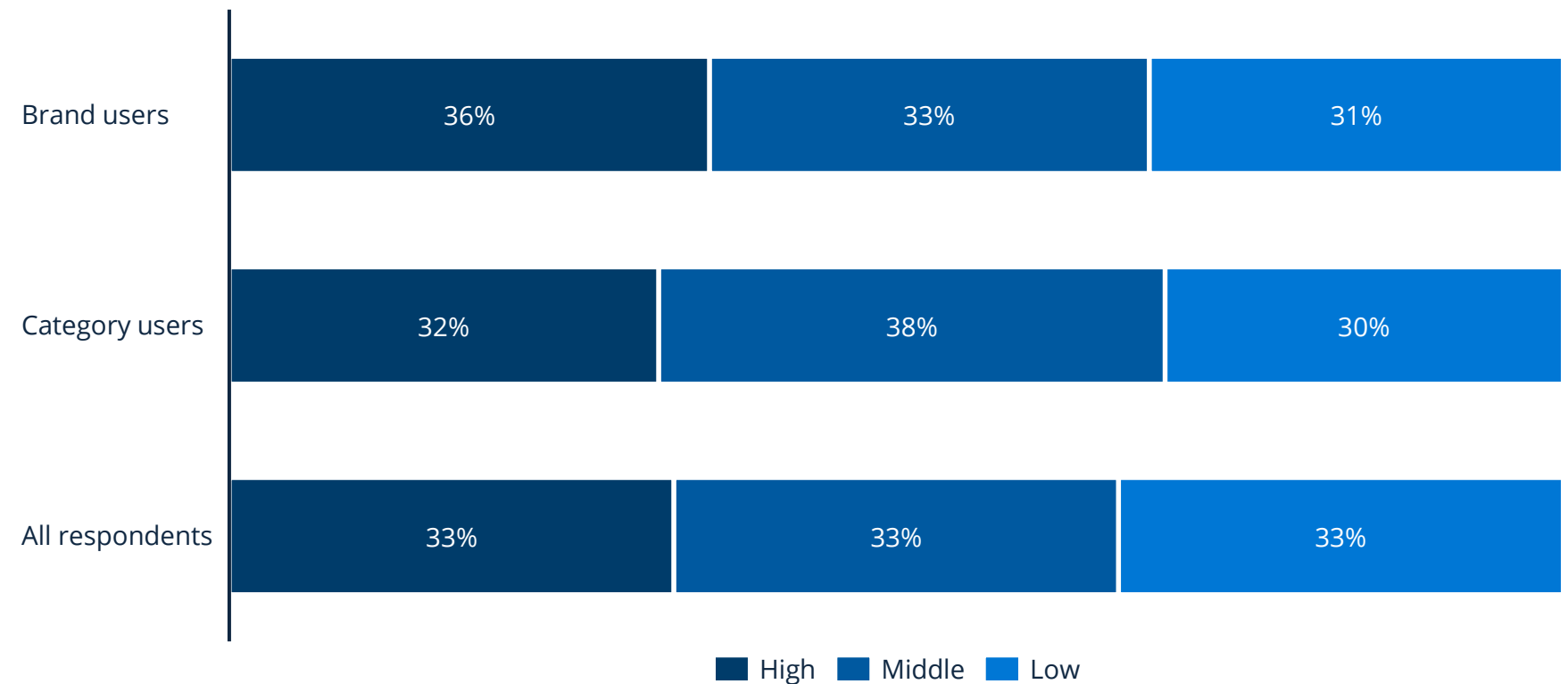
10 Notes: "What is the highest level of education you have completed?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=290 Fisher & Paykel owners, n=1,748 washing machine owners, n=12,120 all respondents  
Sources: [Consumer Insights Global](#) as of June 2024

# Fisher & Paykel has a smaller share of owners with a medium household income than other washing machine brands

Demographic profile: income



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

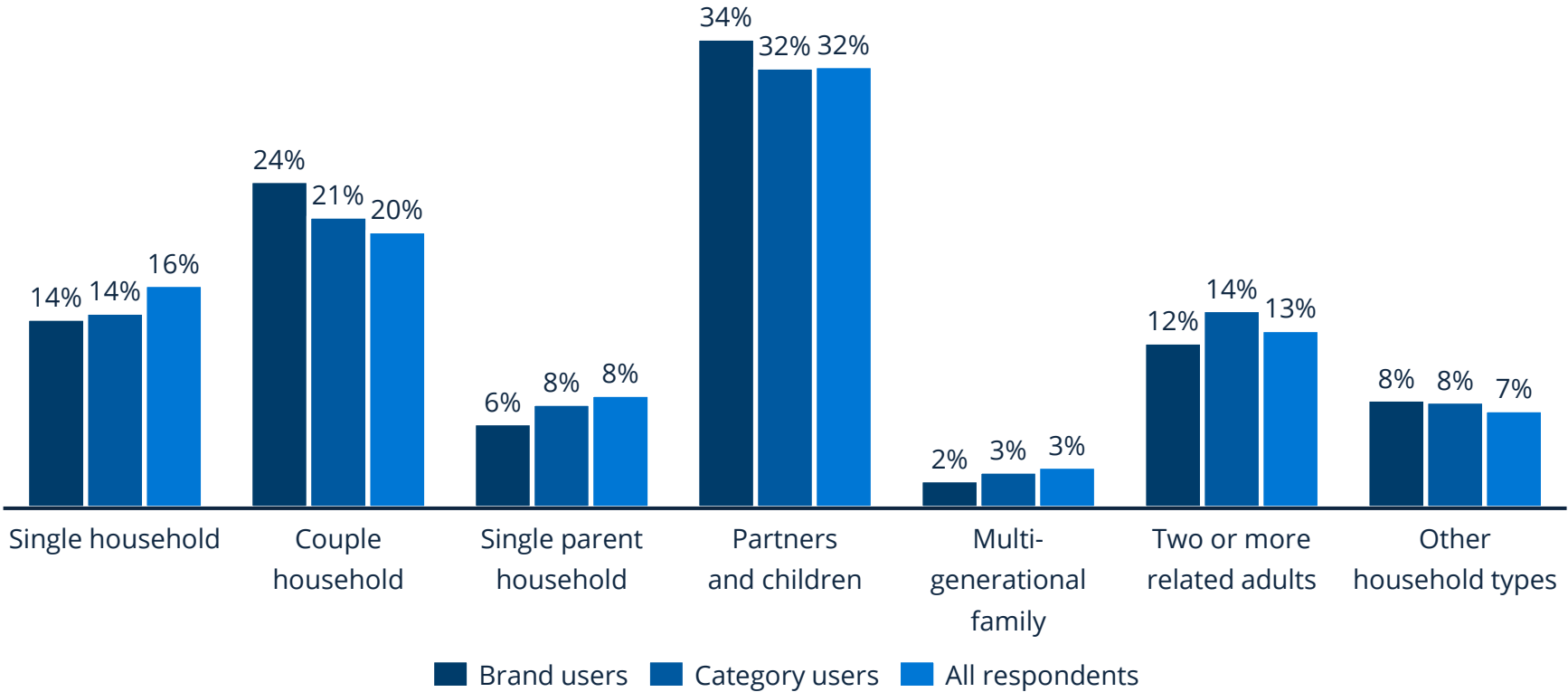




# 34% of Fisher & Paykel owners live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Australia live



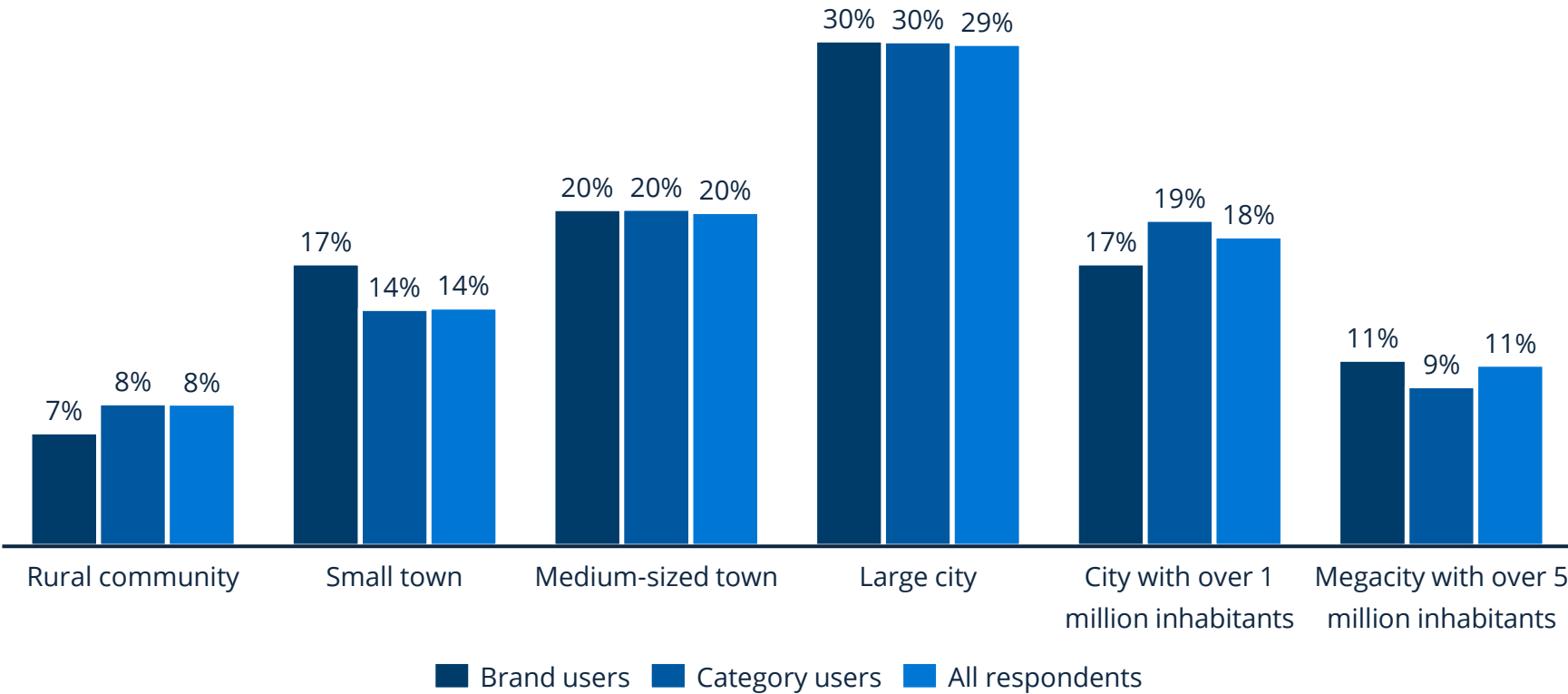
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=290 Fisher & Paykel owners, n=1,748 washing machine owners, n=12,120 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024

# 30% of Fisher & Paykel owners live in large cities

Demographic profile: type of community



Communities where consumers live in Australia



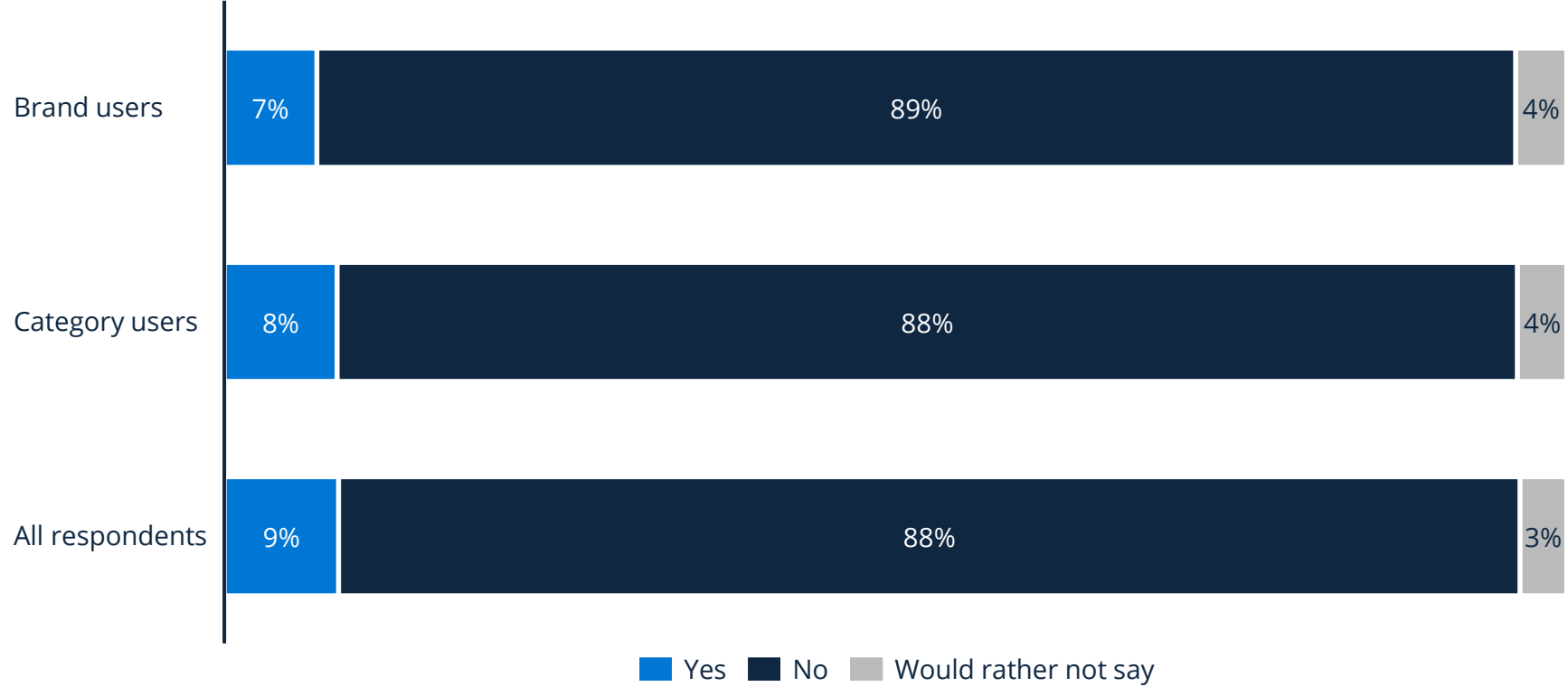
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=290 Fisher & Paykel owners, n=1,748 washing machine owners, n=12,120 all respondents

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

# 7% of Fisher & Paykel owners consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Australia



14 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "What brand is the washing machine in your household"; Single Pick; Base: n=290 Fisher & Paykel owners, n=1,748 washing machine owners, n=12,120 all respondents  
**Sources:** [Consumer Insights Global](#) as of June 2024



## CHAPTER 03

# Consumer lifestyle

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





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