

温馨提示：以下内容均为外文报告原文，请外语不好的同学谨慎打开。

消费电子，智能硬件，工业，农业，自动化，机器人，服务，教育……

CONSUMERS & BRANDS

Smartphones: Apple 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 Apple 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 Apple 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⁽¹⁾

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

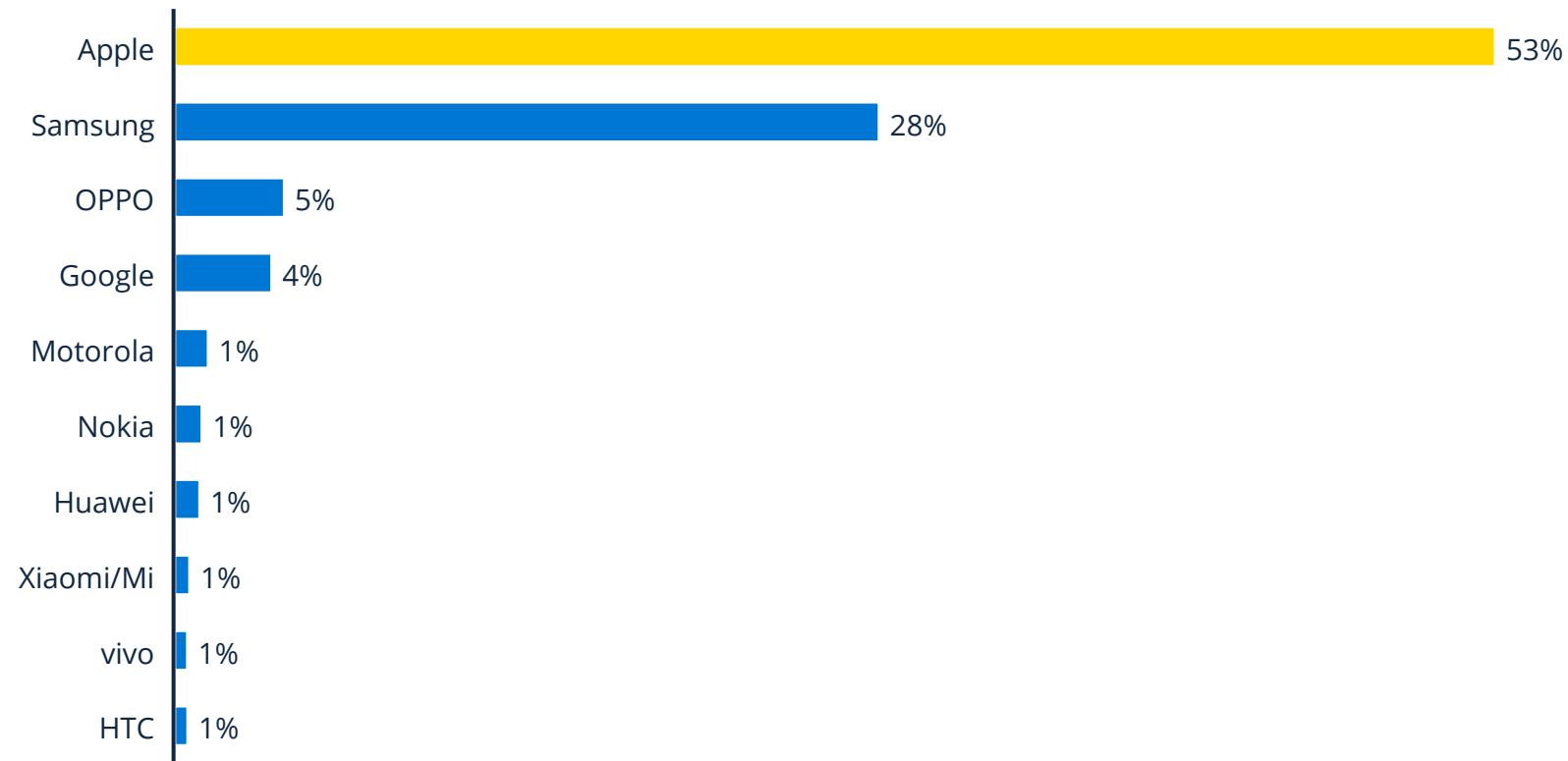
- Brand usage
- Key insights



With a user share of 53%, Apple is by far the most used smartphone brand in Australia

Management summary: brand usage and competition

Top 10 most used smartphone brands in Australia



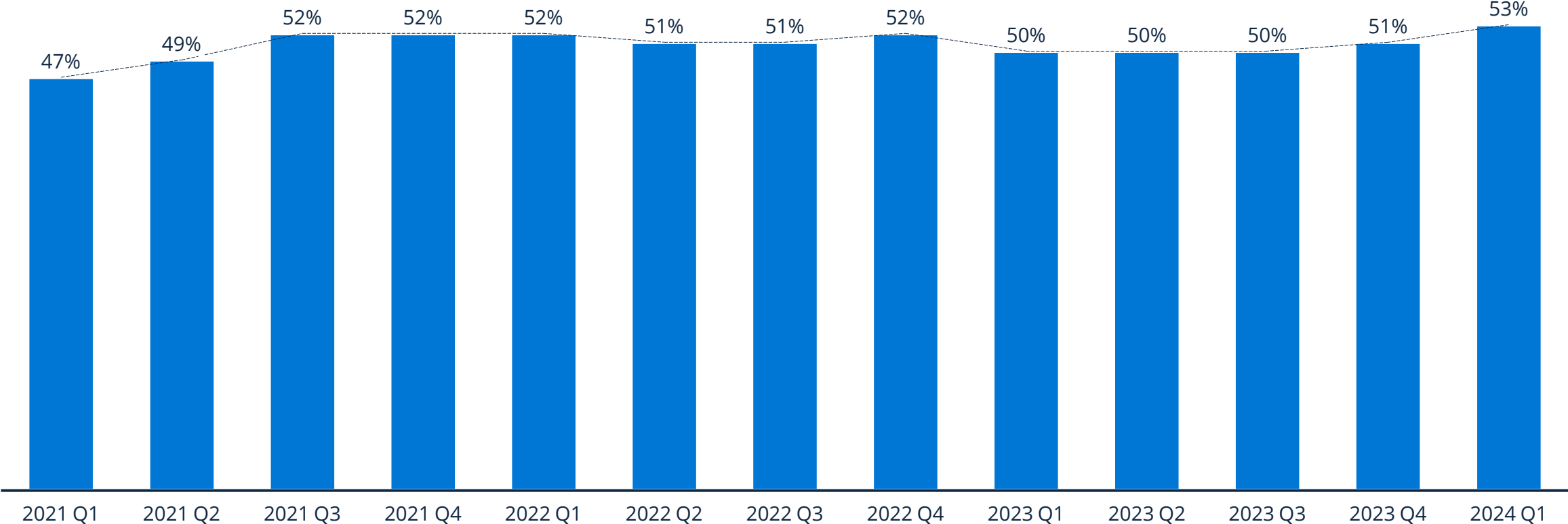
4 Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,942 smartphone users

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

The share of smartphone users using Apple grew by 6 percentage points since 2021

Management summary: brand usage timeline

Timeline of smartphone users using Apple



5 | Notes: "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=802 - 1036 Apple users, n=1592 - 1974 smartphone users

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

Apple users in Australia

Management summary: key insights

Demographic profile

40% of Apple users are Millennials.

54% of Apple users are female.

Apple has a larger share of users with a high income than other smartphone brands.

Smartphone users in general and Apple users specifically, live in similar type of communities.

Consumer lifestyle

A happy relationship is an important aspect of life for 58% of Apple users.

Apple users are more interested in fashion and beauty than other smartphone users.

41% of Apple users have traveling as a hobby.

Consumer attitudes

28% of Apple users state that having access to the latest cellular network technology (5G) is important to them.

15% of Apple users are innovators or early adopters of new products.

62% of Apple users think that rising prices, inflation & cost of living are issues that need to be addressed.

Marketing touchpoints

Instagram is more popular among Apple users than the average smartphone user.

Apple users remember seeing ads on social media more often than the average consumer.

CHAPTER 02

Demographic profile

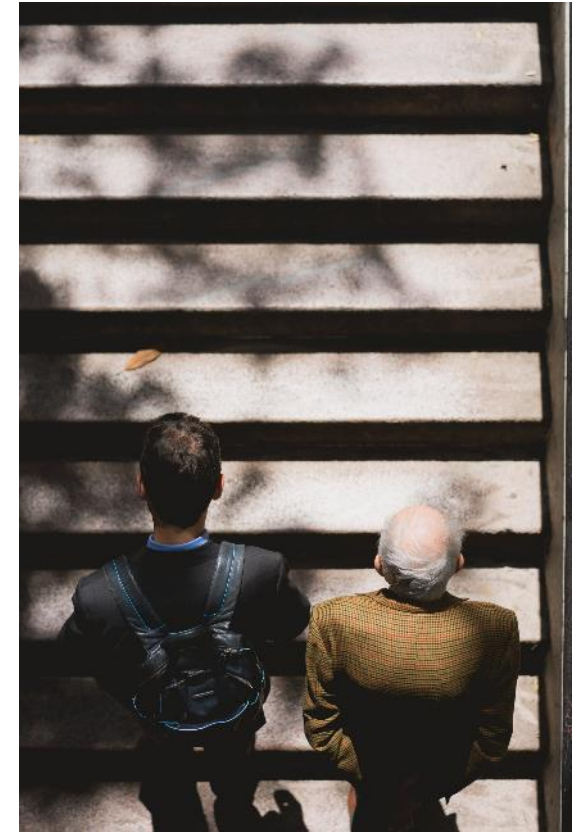
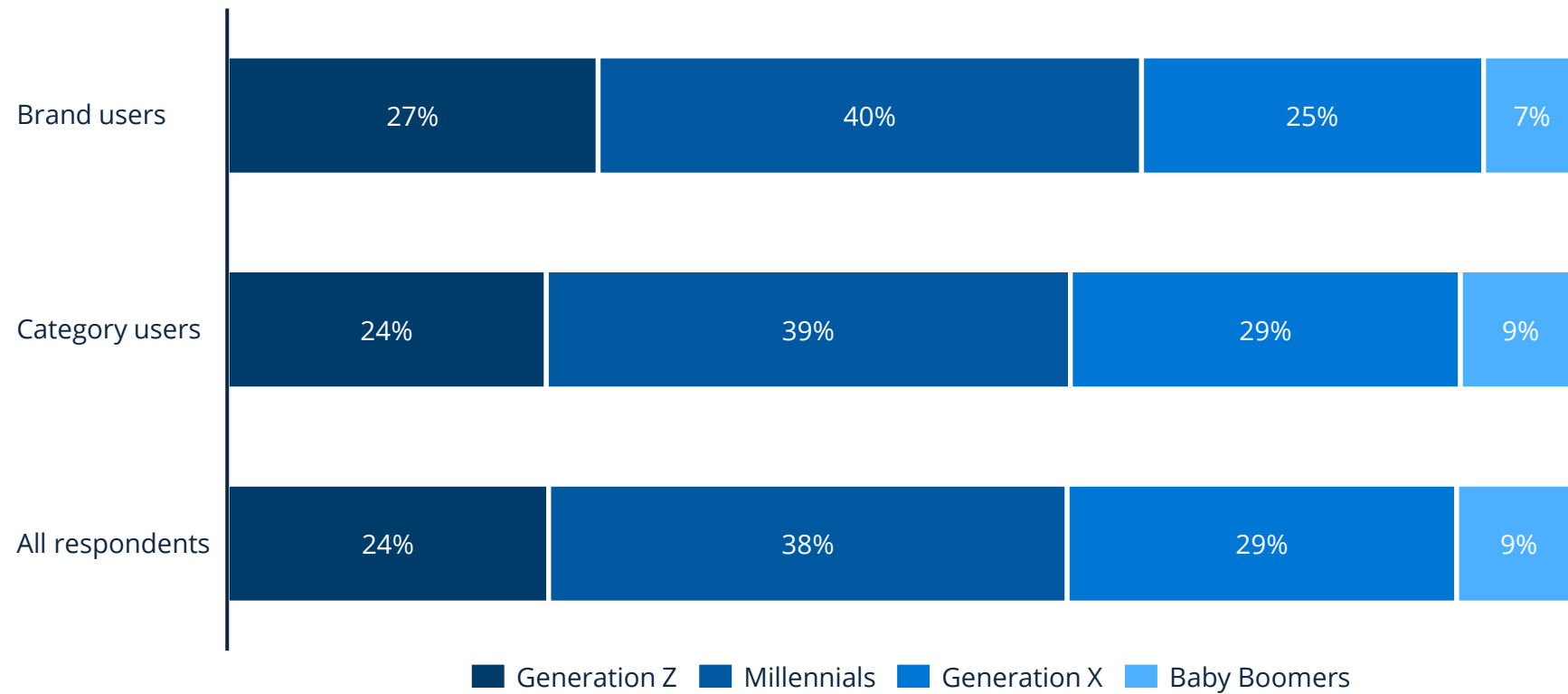
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



40% of Apple users are Millennials

Demographic profile: generations

Age of consumers in Australia

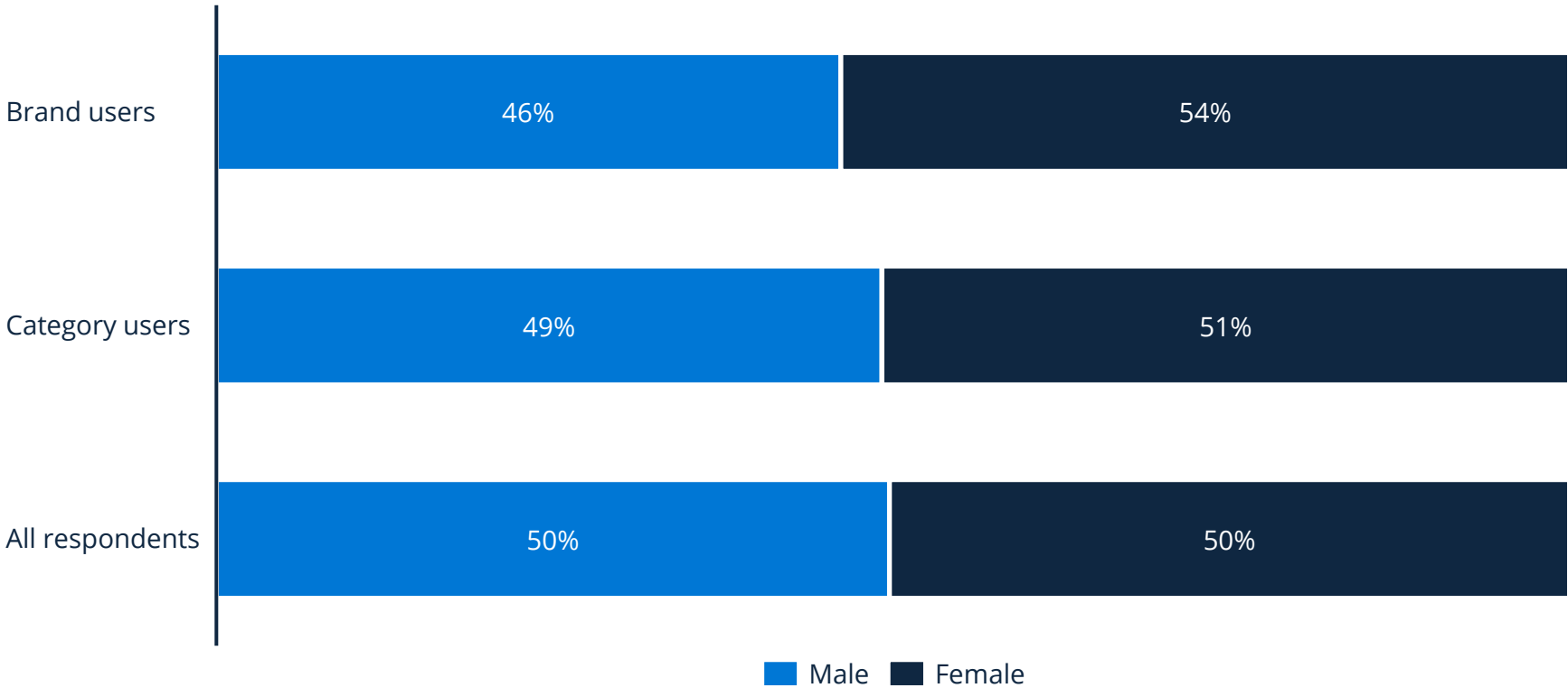


54% of Apple users are female

Demographic profile: gender



Gender of consumers in Australia



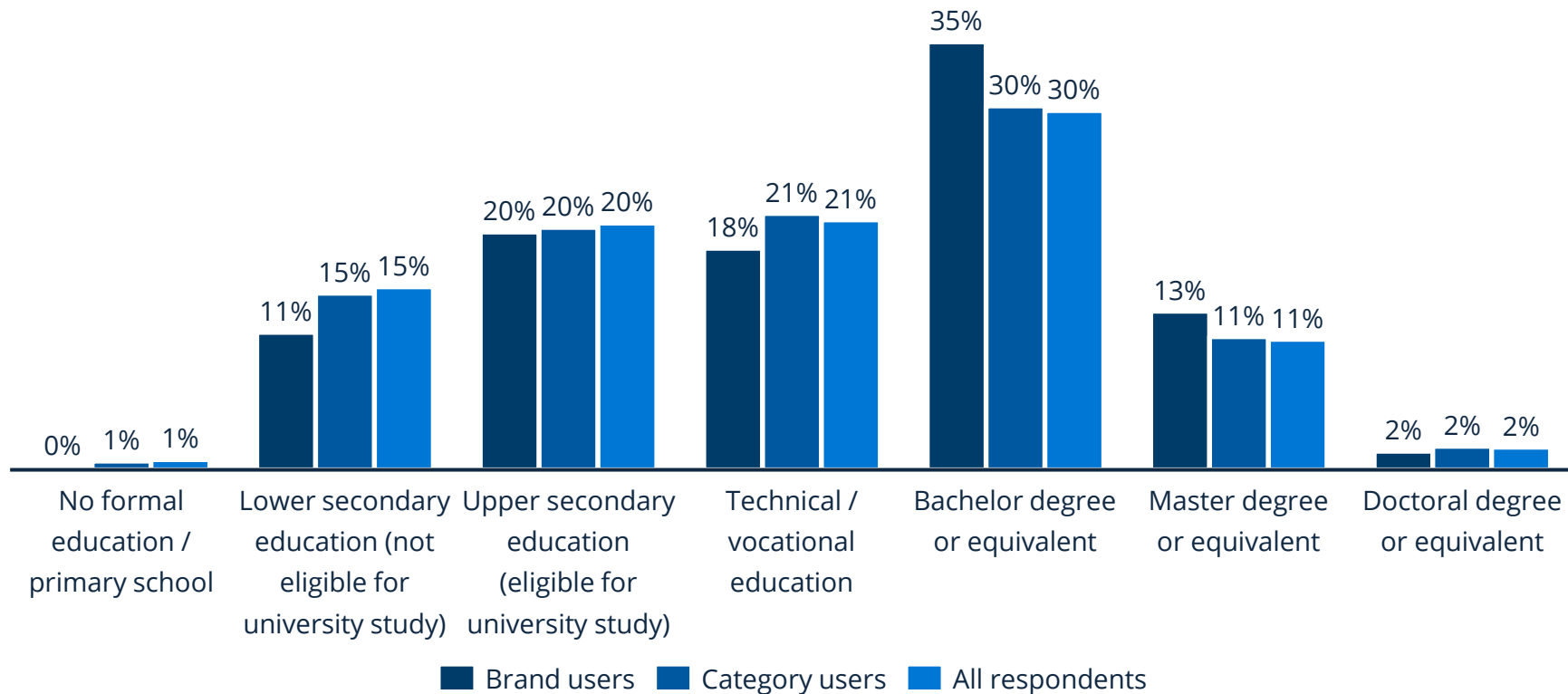
9 Notes: "What is your gender?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,036 Apple users, n=1,942 smartphone users, n=12,120 all respondents

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

A relatively high share of Apple users have a college degree

Demographic profile: education

Consumer's level of education in Australia

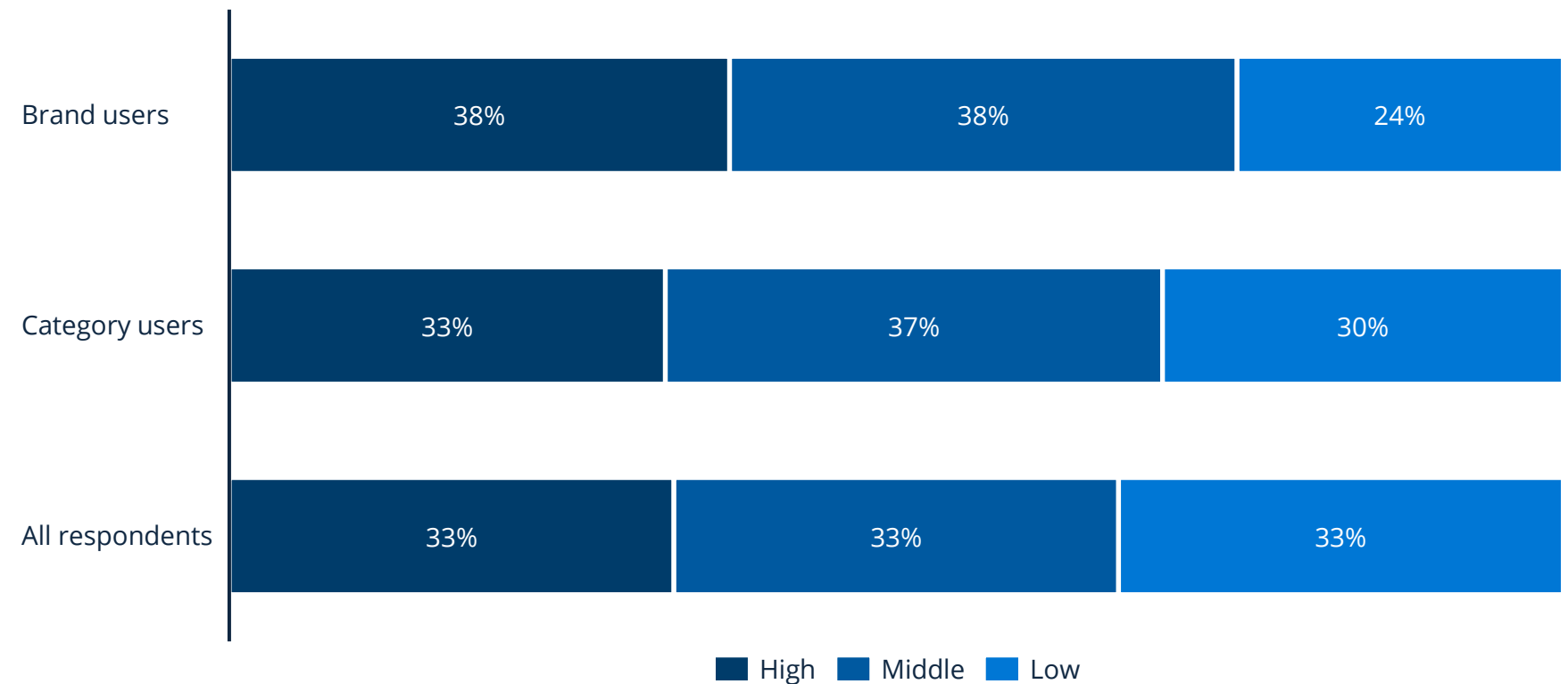


Apple has a larger share of users with a high income than other smartphone brands

Demographic profile: income



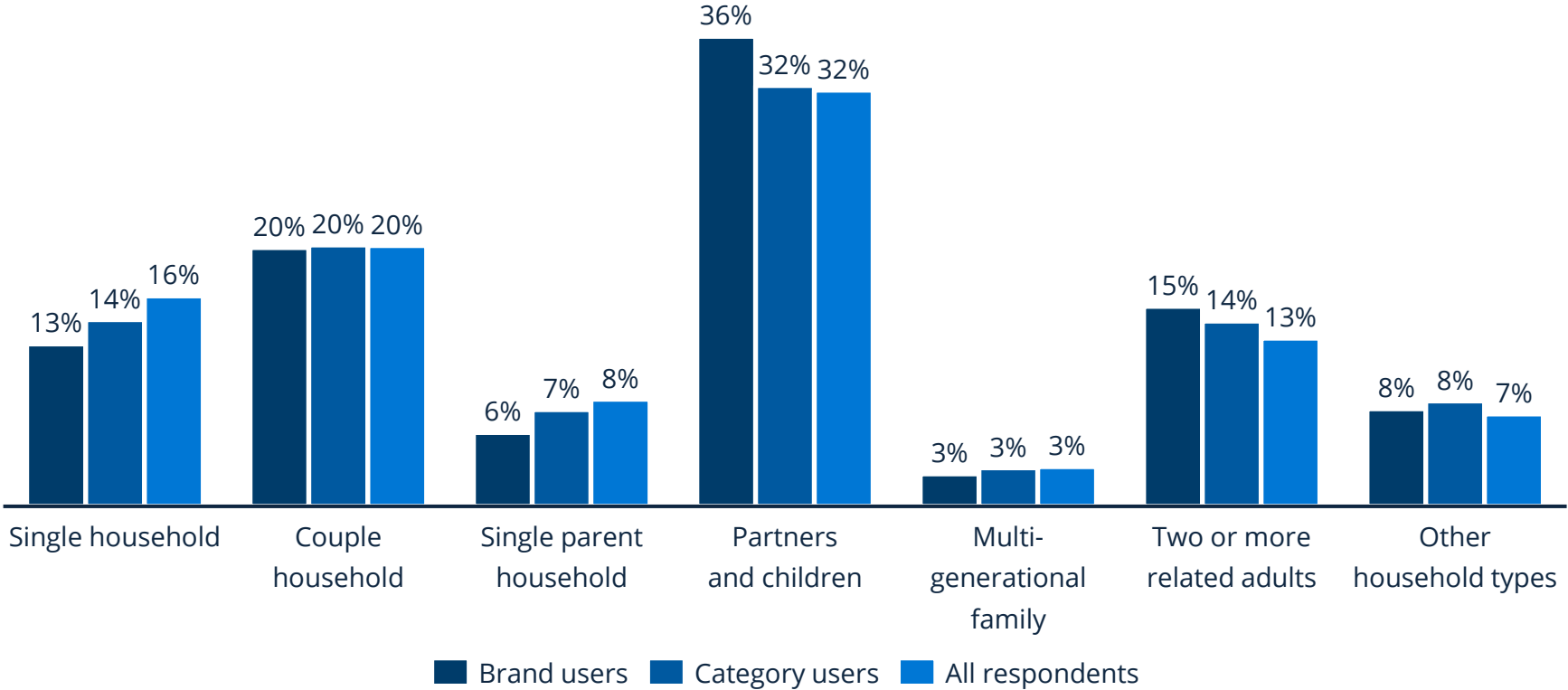
Share of consumers in Australia in the high, middle, and low thirds of monthly household gross income



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

Demographic profile: household classification

Type of households in which consumers in Australia live



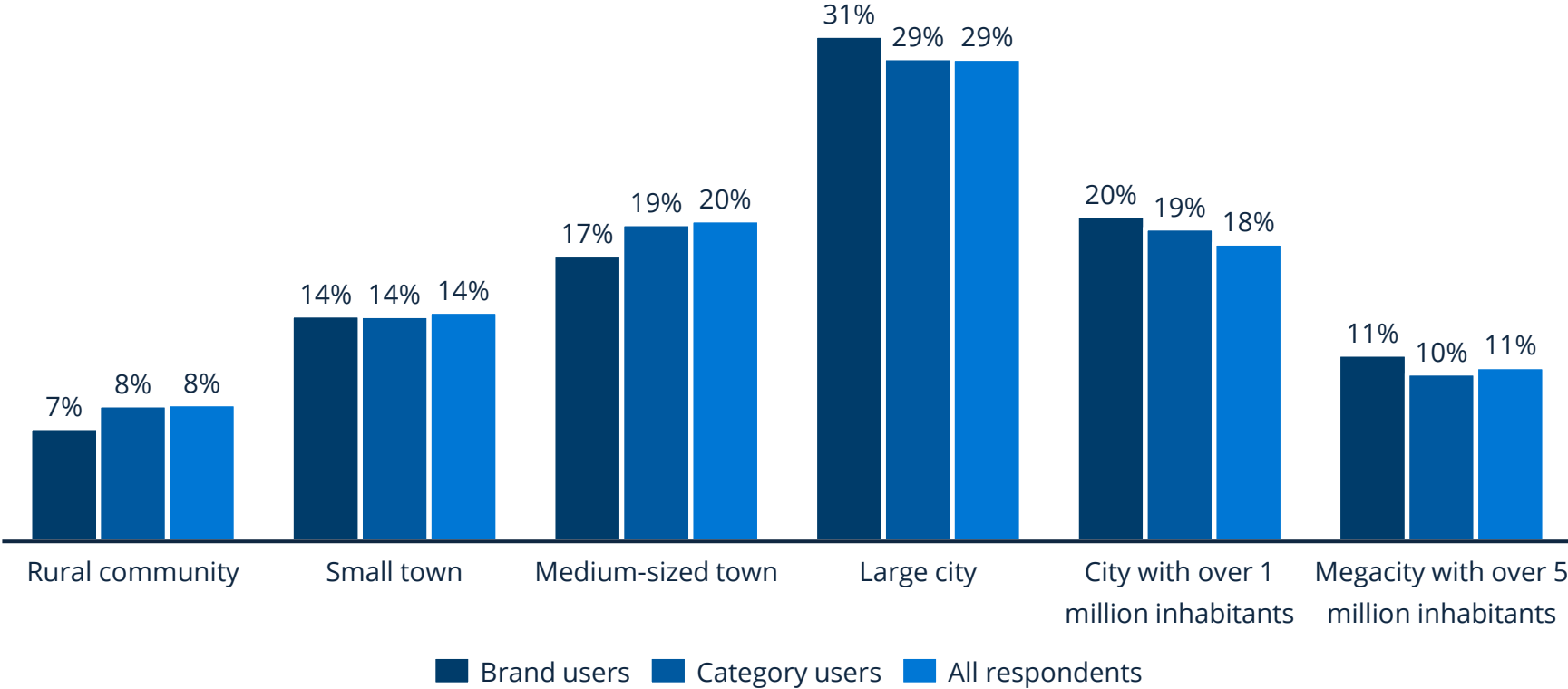
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,036 Apple users, n=1,942 smartphone users, n=12,120 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Smartphone users in general and Apple users specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in Australia



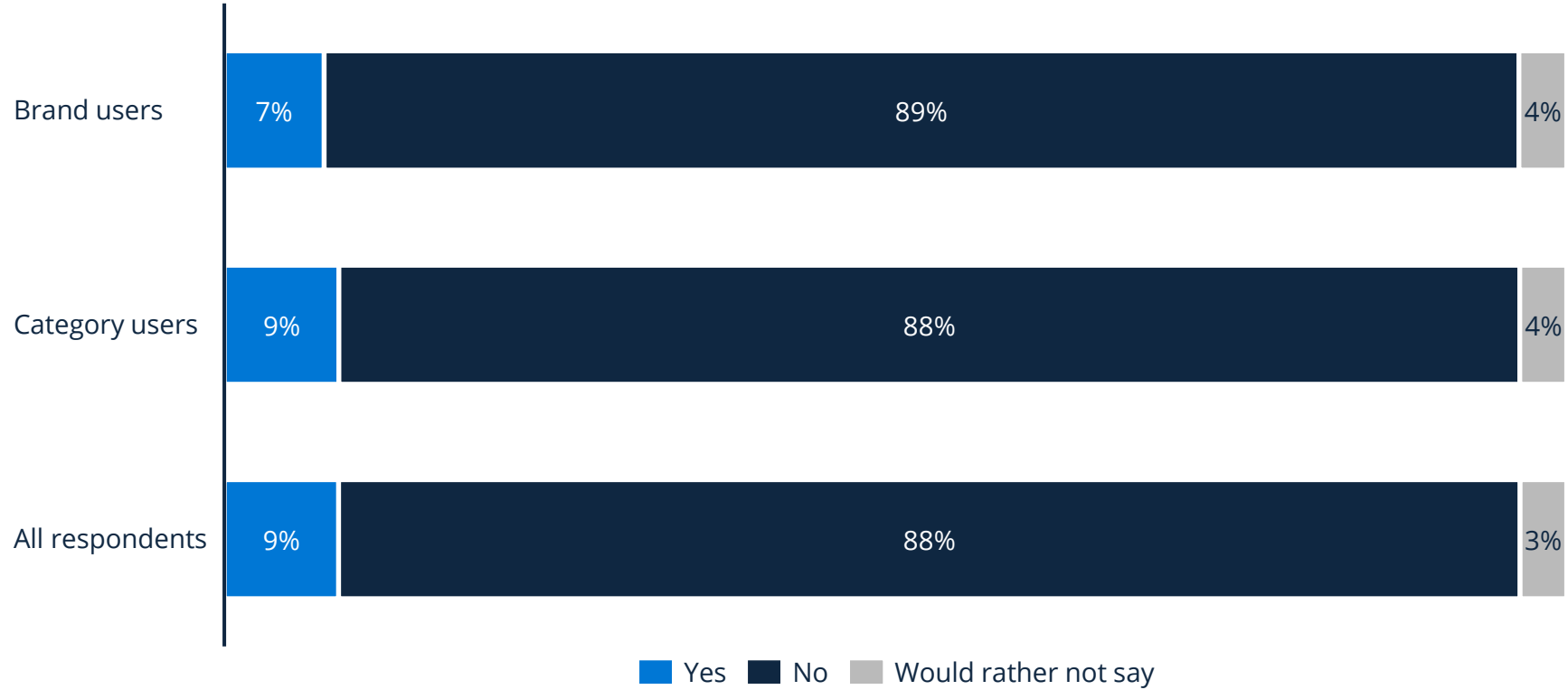
13 Notes: "In what type of community do you live?"; Single Pick; "What brand is your (primarily used) smartphone?"; Single Pick; Base: n=1,036 Apple users, n=1,942 smartphone users, n=12,120 all respondents

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

7% of Apple users 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 your (primarily used) smartphone?"; Single Pick; Base: n=1,036 Apple users, n=1,942 smartphone users, 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



以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/615004034131012001>