

AU retail consumer study

Research measuring consumer attitudes to online shopping and expectations post Covid in Australia

croud

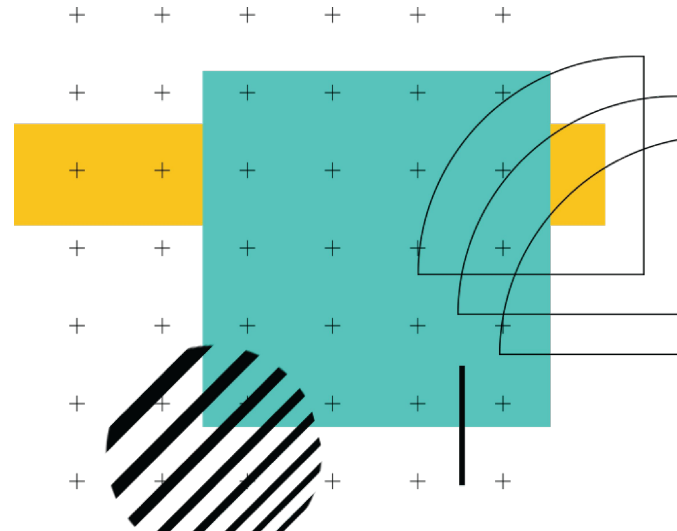


About the survey

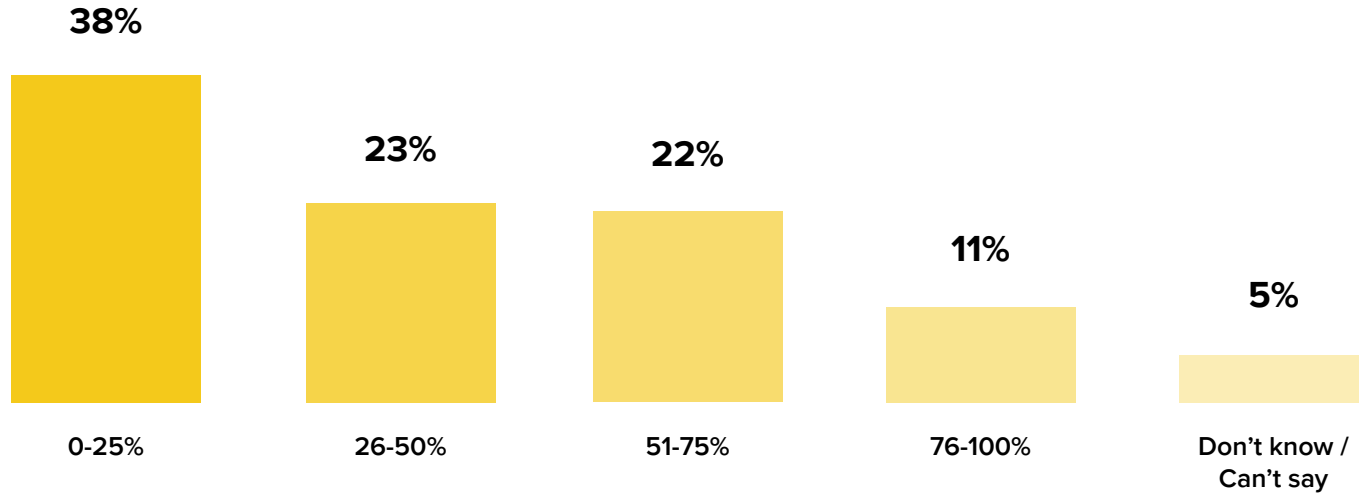
iMedia and Croud commissioned a 5-minute online survey among a nationally representative sample of n=507 shoppers using Pureprofile, an independent research panel.

- The survey was conducted across Australia to understand and measure consumer attitudes to online shopping and expectations post-Covid.
- Fieldwork was conducted in **Q1 2021**.

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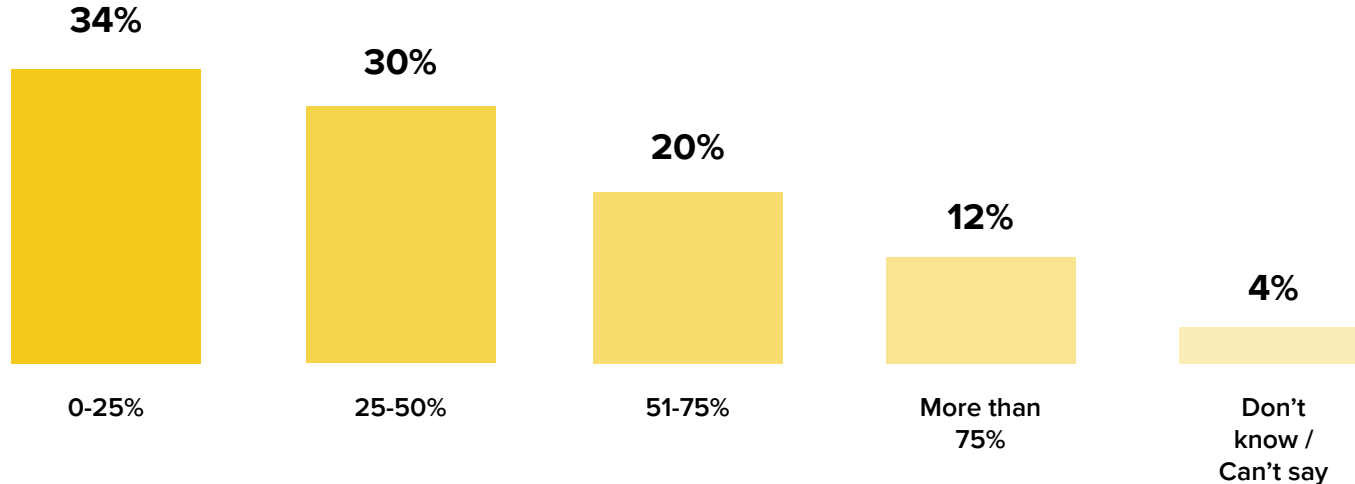


Q: What % of your shopping has shifted online since Covid-19?



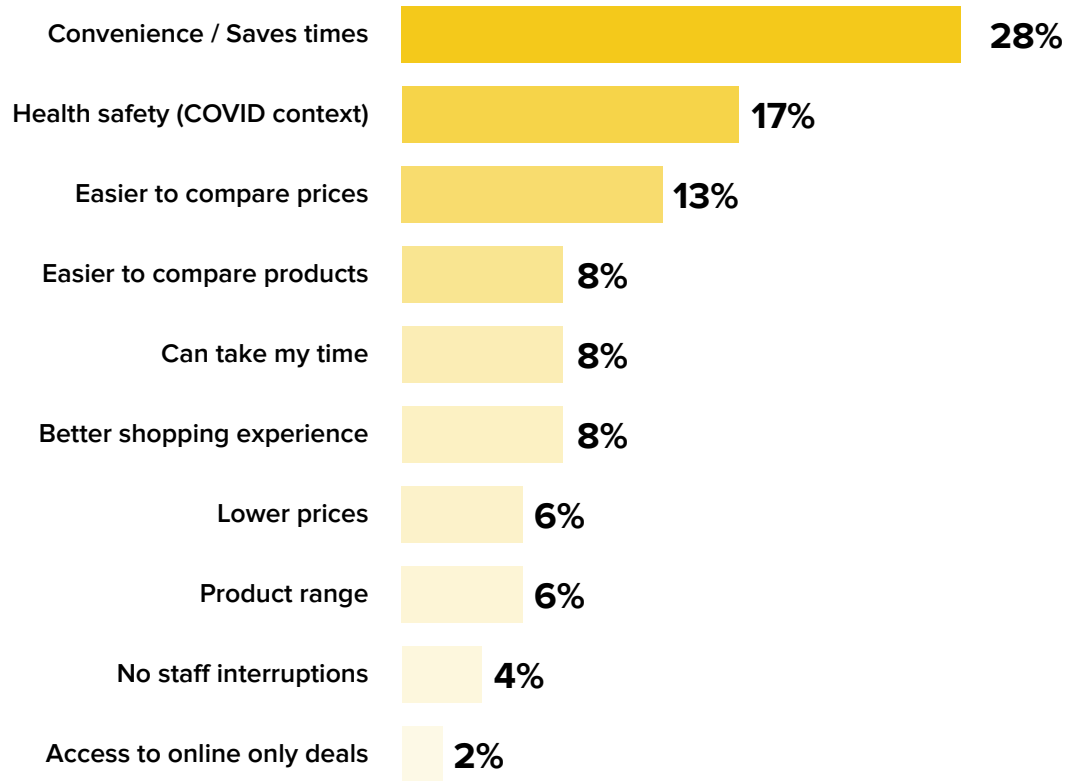
n = 507

Q: What % of your shopping will continue online in the next 6 months?



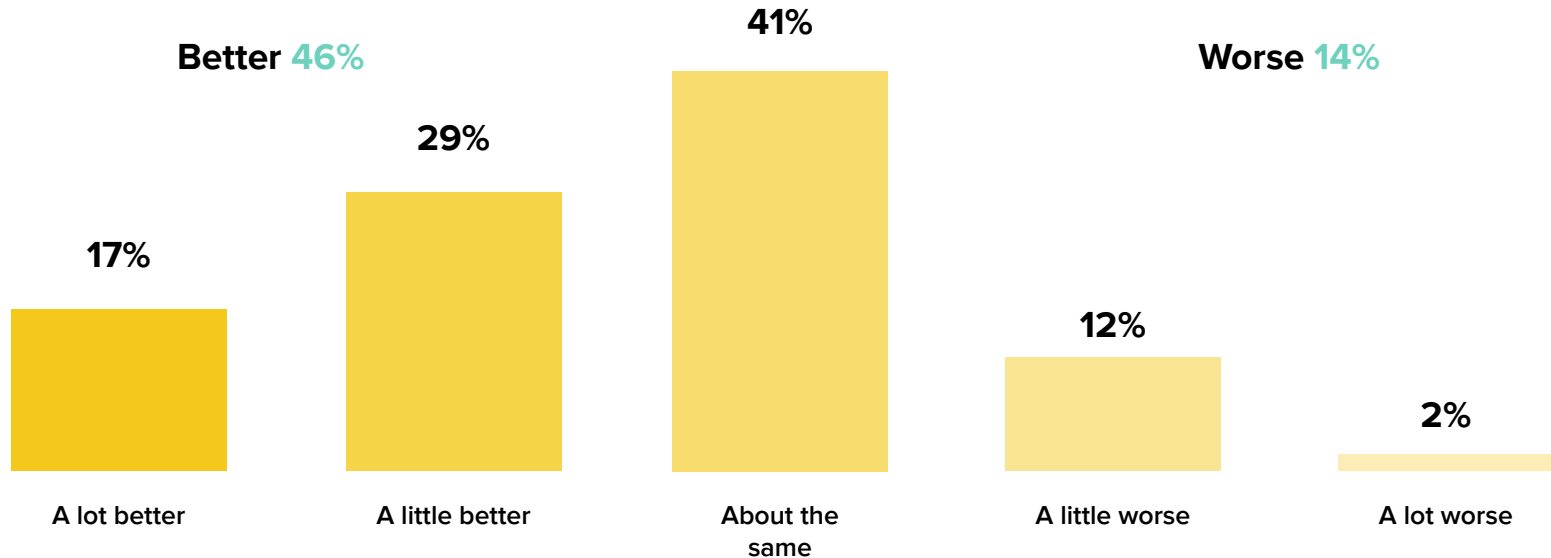
n = 471

Q: Why do you most prefer to shop online?



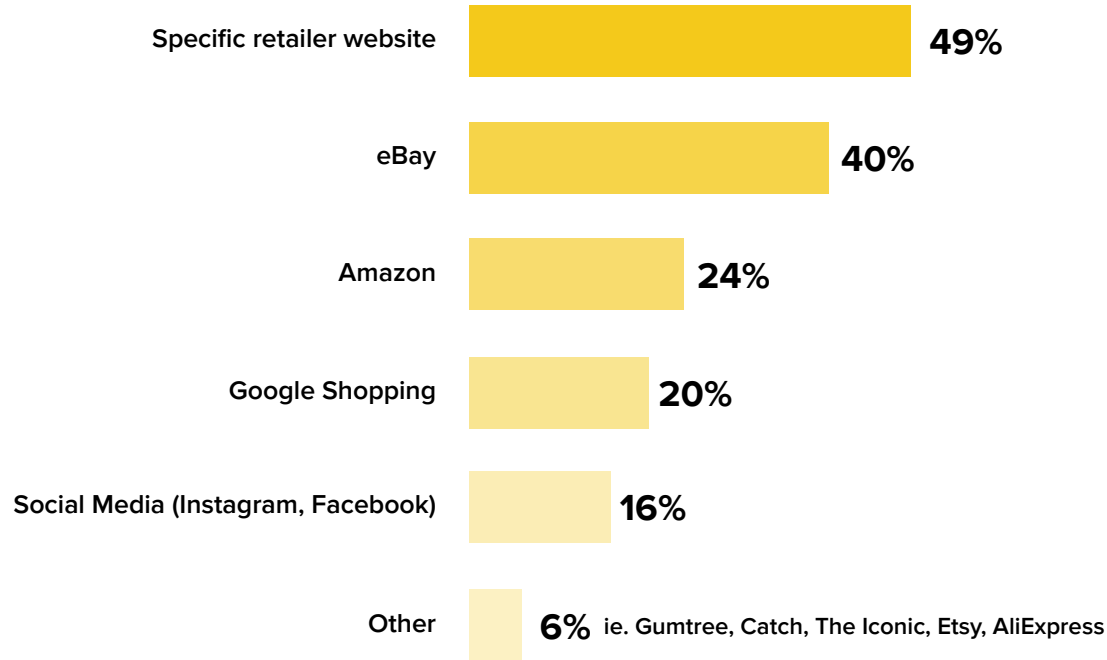
n = 151

Q: In general, how would you describe your online shopping experience vs. in store?



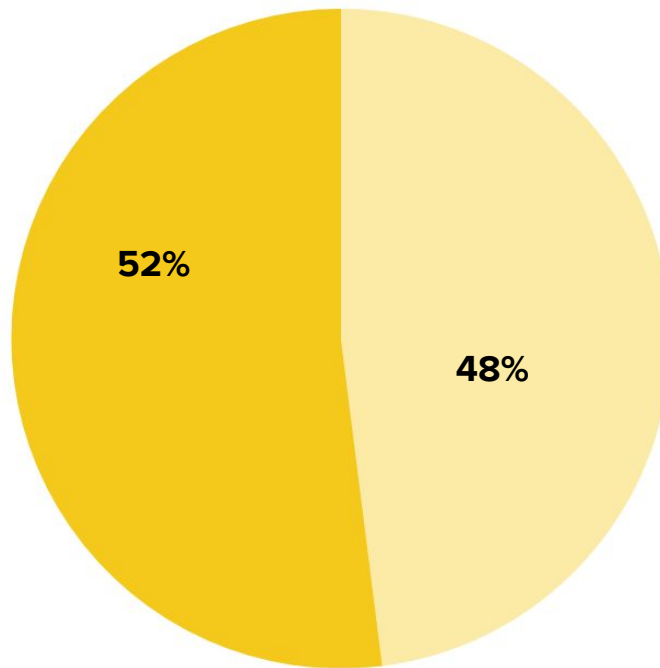
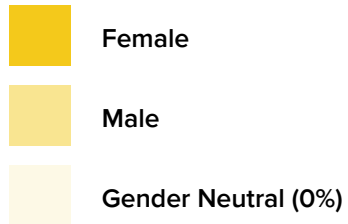
n = 507

Q: Where are you most likely to start your online shopping journey?



n = 471

Q: Are you..

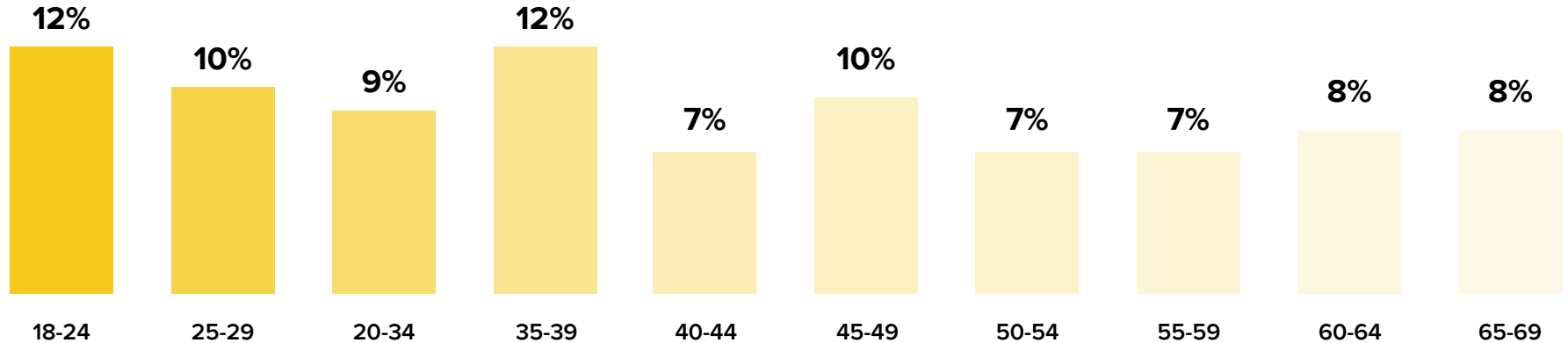


n = 505

Who we surveyed

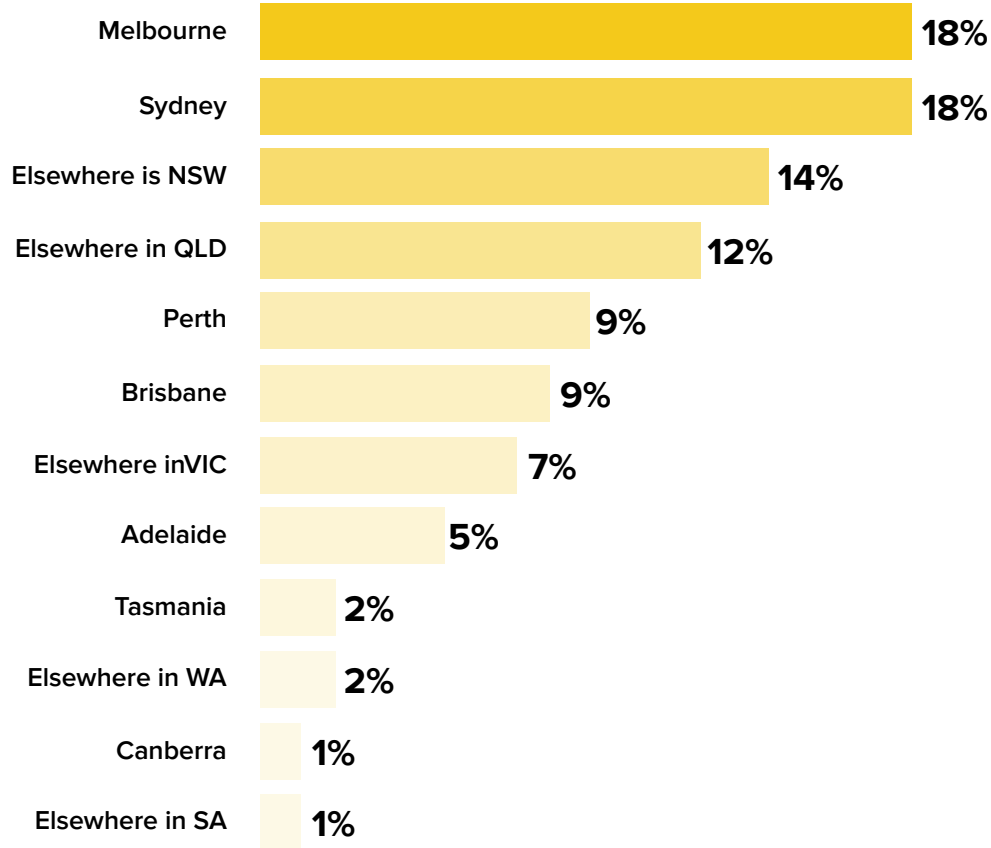


Q: Which age group do you fit within?



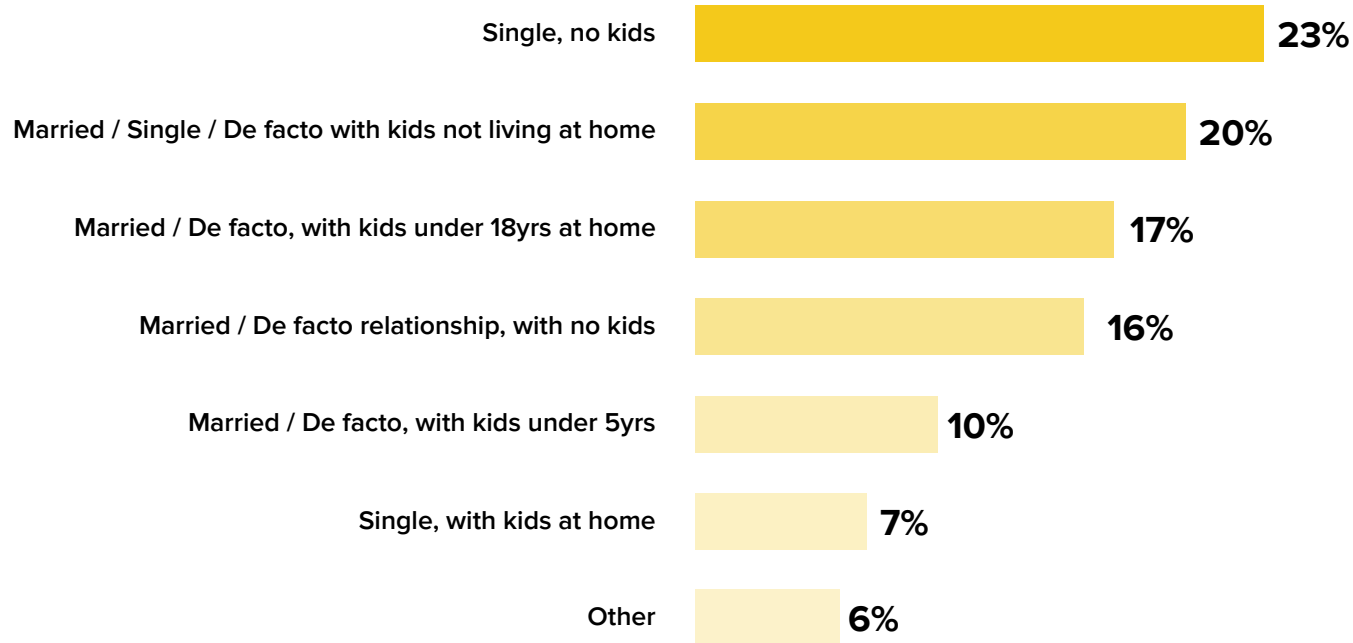
n = 505

Q: What city/state do you currently live in?



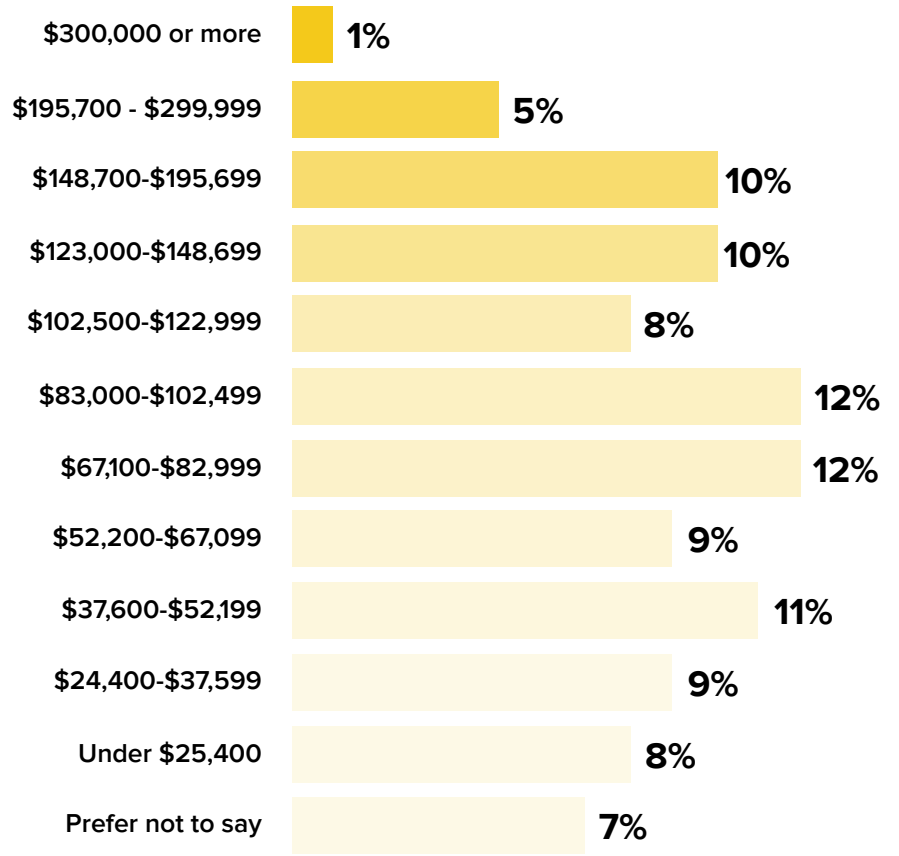
n = 505

Q: Which of these best describes your household?



n = 505

Q: Which one of these groups does the combined income of your household from all sources before tax fall into?



n = 505

About Croud



Croud is a global, full-service, digital marketing partner for some of the world's leading brands. Through the seamless connection of data, technology and creativity, Croud develops strategies for sustainable growth that drive immediate business impact.

Croud builds deep partnerships with clients thanks to its unique model, using its 'Croud Control' platform to harness a global network of 2,400 digital experts, delivering holding company scale with the precision of a specialist.

Founded in 2011, Croud is proud to partner with clients such as Thrifty, IWG, The North Face and Business Australia - leading media strategy, performance marketing and digital experiences.

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