

AUDIENCE INSIGHTS REPORT

AFFIXCON

Consumer Electronics -Australia





Audience Profile

Consumer Electronics - Australia

Person Level Records	28,385,613
Date Report Generated	07/07/2022
Time Period Covered	Last one year

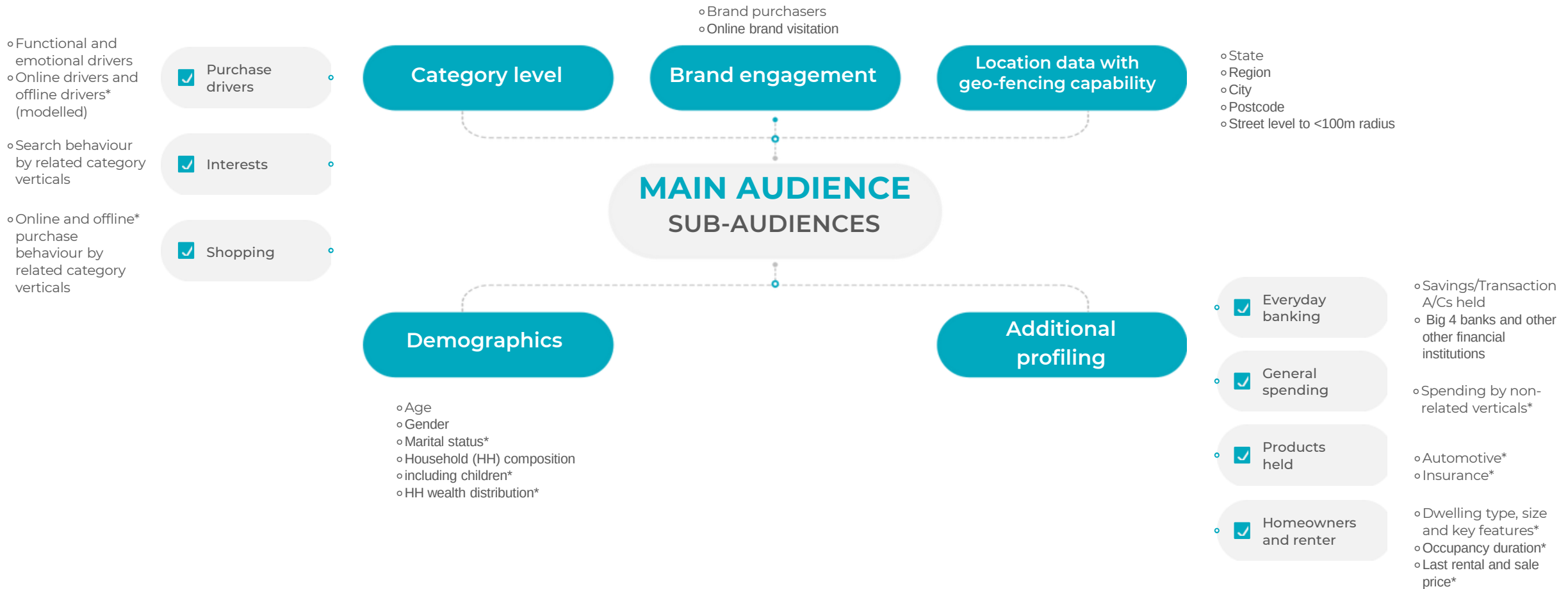
Let us empower you with deeper insights on the markets and audiences that matter most to you

This report enables you to:

- 0 Get a full picture of your audience myriad of different person level and household level touch points. .
- 0 Inform your decisions for marketing, strategy and business planning.
- 0 Build on your category understanding and competitive intelligence.
- 0 Reinforce customer relationships and unlock growth opportunities.



Get a fuller picture of your audience across a variety of interconnected online and offline touch points



* Denotes sourced from offline databases and only available at household level, otherwise assume all online and person level

This report provides insights and takeaways from a selection of these areas



Demographics

- o Age
- o Gender
- o Life stage
- o Household income
- o Financial products and services
- o Real estate
- o Automotive



Needs and attitudes

- o Sizing the relative importance of purchasing drivers for online and offline shoppers (modelled)
- o Note that this information is available at a household level only for this category



Offline and online behaviours

- o Category and brand engagement (visitation, transactions)
- o General interests
- o General spending habits



Geo-data

- o This report is based on Greater Melbourne Metropolitan area but you can filter by any address in Australia, honing in on a perimeter as short as 100 metres in radius

*Note that this report focuses on some but not all of the aforementioned touch points. Connect with us to view all the touch points captured.

Audience summary: Leading characteristics

GENDER

Male

62.08%

AGE

25 -34 year old's

30.84%

HOUSEHOLD COMPOSITION

Couple With Children

61.71%

HOUSEHOLD INCOME

\$41,600 - \$64,999 p.a.

17.81%

SPENDING HABITS

Pay TV - Most shopped
vertical

29.24%

BRAND PURCHASERS /VISITORS

JB – HIFI Visitors
Most shopped/engaged

4.93%

MACRO PURCHASING DRIVERS

Price/ Value – Key purchase driver for online
category shoppers with 17.40% weighting
Price/ Value – Key purchase driver for offline
category shoppers with 16.73% weighting

Online 17.40%; Offline 16.73%



Demographic profiling: Gender



Observations

- The Male gender has the greatest representation within this audience, accounting for 62.08% of audience share.



Implications

- The likelihood of reaching prospects in this audience that are Male is higher than the Australian average. Therefore you will need to check as to whether this aligns with your strategy for each gender.
- You can increase your advertising ROI with gender- specific personalised messages that resonate with each gender.

Gender	Audience - Database Records	Audience - Percentage
Male	17,621,886	62.08%
Female	10,763,727	37.92%

Demographic profiling: Age groups

Observations



- The 25 - 34 year old age group has the greatest representation within this audience, accounting for 28.86% of audience share.



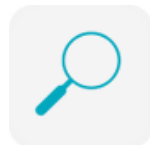
Implications

- The likelihood of reaching prospects in this audience that are 25 - 34 is higher than the Australian average. Therefore you will need to check as to whether this aligns with your strategy for each age group.
- Discover more from our age group profiles to create and deliver content which resonates with the generation(s) of interest, e.g. on-trend, matches their style.

Age	Audience - Database Records	Audience - Percentage
18 - 24	6,204,856	21.86%
25 - 34	8,192,769	28.86%
35 - 44	5,835,443	20.56%
45 - 54	4,456,148	15.70%
55 - 74	3,478,258	12.25%
75+	218,139	0.77%



Demographic profiling: Household composition



Observations

◦ Couple With Children Households have the greatest representation within this audience, accounting for 61.71% of audience share.



Implications

- The likelihood of reaching Couple With Children Households in this audience is higher than the Australian average. Therefore you will need to check as to whether this aligns with your strategy for each Household Composition.
- Having prior knowledge of the household composition provides you a competitive edge by allowing you to extend your reach. You can direct a wider array of messages to the recipient which carry relevance for not only them but the other age/gender groups living in the same household.

Household composition	Audience - Database Records	Audience - Percentage
Couple With Children Households	2,806,970	61.71%
Couple Without Children Households	337,072	7.41%
One Parent Families Households	422,982	9.30%
Lone-Person Households	164,322	3.61%
Group Households	817,150	17.97%

Demographic profiling: Household income

Observations



- Households with incomes that are Below Average (\$41,600 - \$64,999) have the greatest representation within this audience, accounting for 17.81% of audience share.

Implications



- Household income is highly correlated with cash in hand, price sensitivity and brand preference. You can select, research and learn from the most profitable audiences through accessing our premium, mainstream and budget conscious shopper profiles.

Household income	Audience - Database Records	Audience - Percentage
Very Low (Under \$20,799)	498,072	10.88%
Low (\$20,800 - \$41,599)	773,608	16.90%
Below Average (\$41,600 - \$64,999)	815,257	17.81%
Average (\$65,000 - \$77,999)	625,253	13.66%
Above Average (\$78,000 - \$103,999)	628,194	13.73%
High (\$104,000 - \$155,999)	729,254	15.93%
Very High (\$156,000+)	506,819	11.07%





Category shopping activity: Online visitation by verticals

Industry Related Top Spending Habits

Observations



- ° Pay Tv are the most engaged vertical online within this category, with 29.24% of the audience shopping in this vertical.

Implications



- ° This information can help you understand market dynamics and inform how to best prioritise advertising efforts around products and services which are most engaged with, trending and not trending.

Category shopping activity: Online visitation by verticals

Industry Related Top Spending Habits

Spending Habits	Spending Habits Segments	Audience - Database Records	Audience - Percentage
Entertainment	Pay Tv	1,340,277	29.24%
Entertainment	Internet Connection	1,117,092	24.37%
Entertainment	Televisions	1,114,694	24.32%
Personal Consumption	Studio & Other Professional Photography	996,031	21.73%

Category shopping activity: Brand engagement online



Observations

- JB Hi-Fi Visitors is the most engaged with brand online, with 4.93% of the audience leaving a digital footprint with this brand.



Implications

- Having an understanding of your competitors can better assist in crafting compelling customer value propositions with offense or defence in mind (or both).
- Knowing which brands are most engaged with can help priorities resources and direct your messages and offers towards attacking competitor weaknesses and promote your key selling points. Shoppers with competitor brands can be viewed through our data; Incumbents, challengers and trending threats can be isolated through our suite of data touch points.



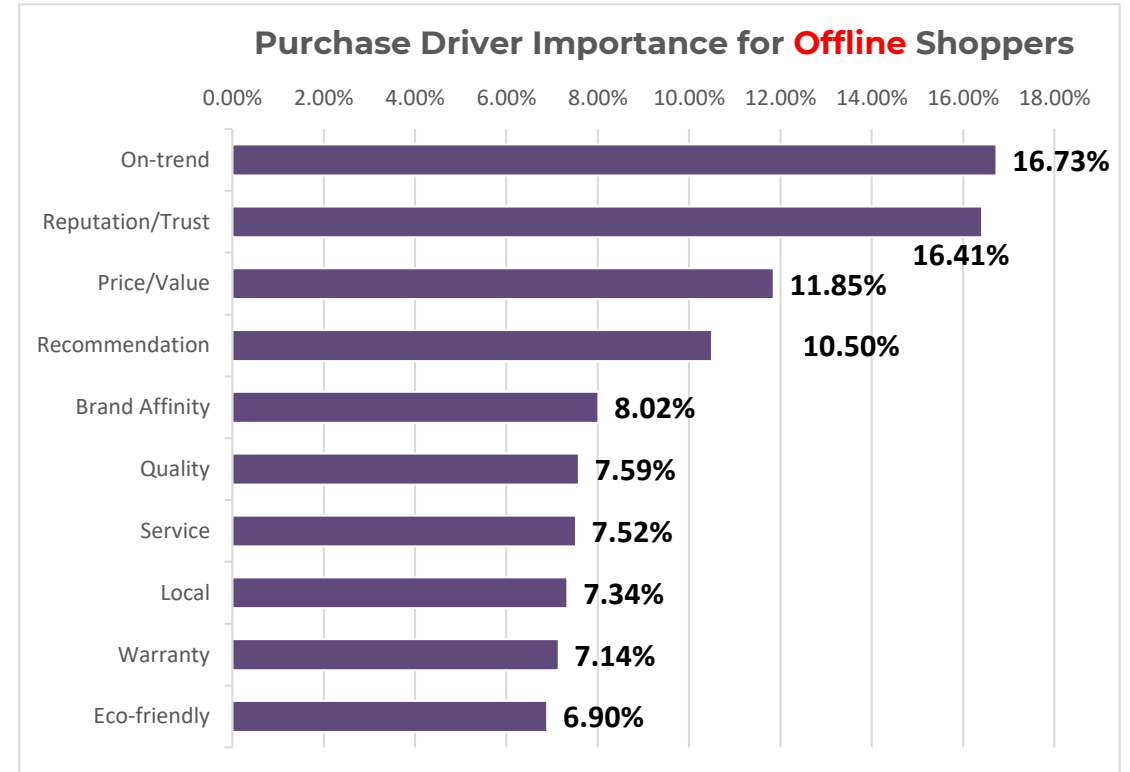
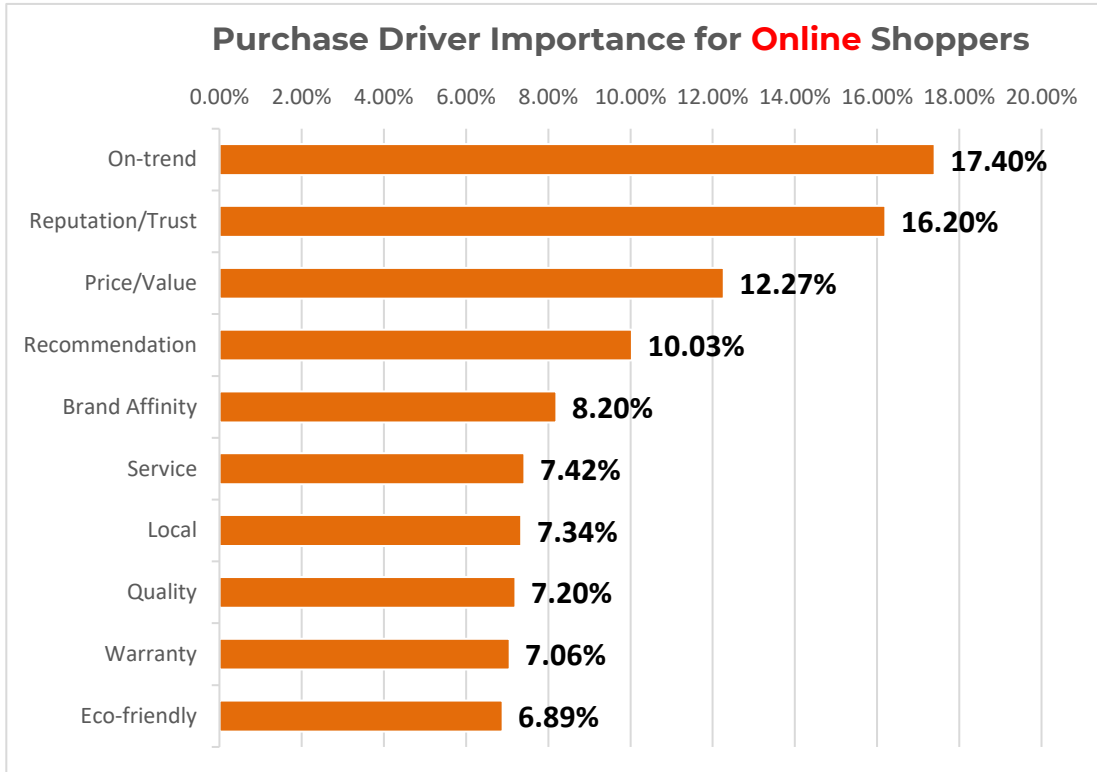
Category shopping activity:

Brand engagement online

Brand Purchasers/Visitors Breakdown

Brands	Audience - Database Records	Audience - Percentage
JB Hi-Fi Visitors	1,399,184	4.93%
Ezycharge Visitors	965,907	3.40%
Cartridge World Visitors	862,144	3.04%
Retravisision Visitors	712,568	2.51%
Harvey Norman Visitors	612,186	2.16%
Crazy John's Visitors	459,399	1.62%
Mo's Mobiles Visitors	433,659	1.53%
Bose Visitors	423,168	1.49%
Mobil Visitors	389,198	1.37%
Apple Visitors	356,830	1.26%
Apple Store Visitors	328,110	1.16%
Allphones Visitors	301,978	1.06%
Mobile Experts Visitors	232,252	0.82%
Cex Visitors	212,575	0.75%
Fone King Visitors	203,021	0.72%
Samsung Visitors	188,765	0.67%
Altronics Visitors	164,345	0.58%
7 Apples Visitors	139,532	0.49%
Electrolink Visitors	133,996	0.47%
Clive Peeters Visitors	108,786	0.38%

Macro Purchasing Drivers:



Observations



- The key purchase drivers for online shoppers is On-trend and for offline shoppers is On-trend.
- These drivers account for a weighting of 17.40% for online and 16.73% for offline shoppers' respectively.

Implications



- Psychographic data can inform key need states and direct you to craft functional, rational or emotive communications as required.
- Gain the knowledge through our insights to craft singular messages which impact online or offline shoppers only, or create messages which impact both.



Purchasing Drivers:



Observations

- The sub-purchase drivers which underpin their respective macro drivers are shown for online and offline shoppers.
- Online shoppers are most driven by Customer service (7.42% share of importance), which forms the Service driver.
- Offline shoppers are most driven by Customer service (7.52% share of importance), which forms the Service driver.



Implications

- Communications can be developed and refined to directly speak to specific need states.
- Investment levels behind promotions and offers can be more accurately apportioned in line with the individual share of importance for each driver.

Purchasing Drivers:

Online Macro Purchasing Drivers	Purchase Sub-Drivers	Importance	Index
Service	Customer service	7.42%	155.78
Local	Local Made	7.34%	154.25
Warranty	Warranty	7.06%	148.28
Reputation/Trust	Safe	7.05%	148.02
Eco-friendly	Eco-friendly	6.89%	144.71
Recommendation	Expert recommendation	6.43%	135.05
On-trend	Popular	6.31%	132.66
Reputation/Trust	Authentic	6.01%	126.29
On-trend	Stylish	5.92%	124.31
On-trend	Latest	5.16%	108.47
Price/Value	Coupons and discounts	4.61%	96.89
Brand Affinity	Favourite brand	4.35%	91.31
Price/Value	Low Price	3.86%	81.09
Brand Affinity	Top brands	3.85%	80.97
Recommendation	Family/friends recommendation	3.60%	75.73
Quality	Best performing	3.33%	69.93
Reputation/Trust	Most comfortable	3.14%	65.98
Price/Value	Loyalty points	3.11%	65.29
Quality	Quality	2.18%	45.71
Quality	Durable	1.70%	35.66
Price/Value	Best value	0.69%	14.46

Purchasing Drivers:

Offline Macro Purchasing drivers	Purchase Sub-Drivers	Importance	Index
Service	Customer service	7.52%	158.08
Local	Local Made	7.34%	154.14
Reputation/Trust	Safe	7.30%	153.41
Warranty	Warranty	7.14%	150.06
Eco-friendly	Eco-friendly	6.90%	144.89
Recommendation	Expert recommendation	6.70%	140.81
On-trend	Popular	5.97%	125.46
Reputation/Trust	Authentic	5.90%	123.91
On-trend	Stylish	5.90%	123.86
On-trend	Latest	4.86%	102.18
Price/Value	Coupons and discounts	4.58%	96.14
Brand Affinity	Favourite brand	4.19%	88.03
Brand Affinity	Top brands	3.83%	80.38
Recommendation	Family/friends recommendation	3.80%	79.76
Quality	Best performing	3.61%	75.79
Price/Value	Low Price	3.47%	72.83
Price/Value	Loyalty points	3.29%	69.10
Reputation/Trust	Most comfortable	3.21%	67.51
Quality	Quality	2.31%	48.44
Quality	Durable	1.67%	35.15
Price/Value	Best value	0.52%	10.93