# Origin Energy Essentials Report

August 2015

nature
RESEARCH · ANALYTICS · INSIGHT

origin

Ipsos

# Appliances used most in your household (one of top 5 used)

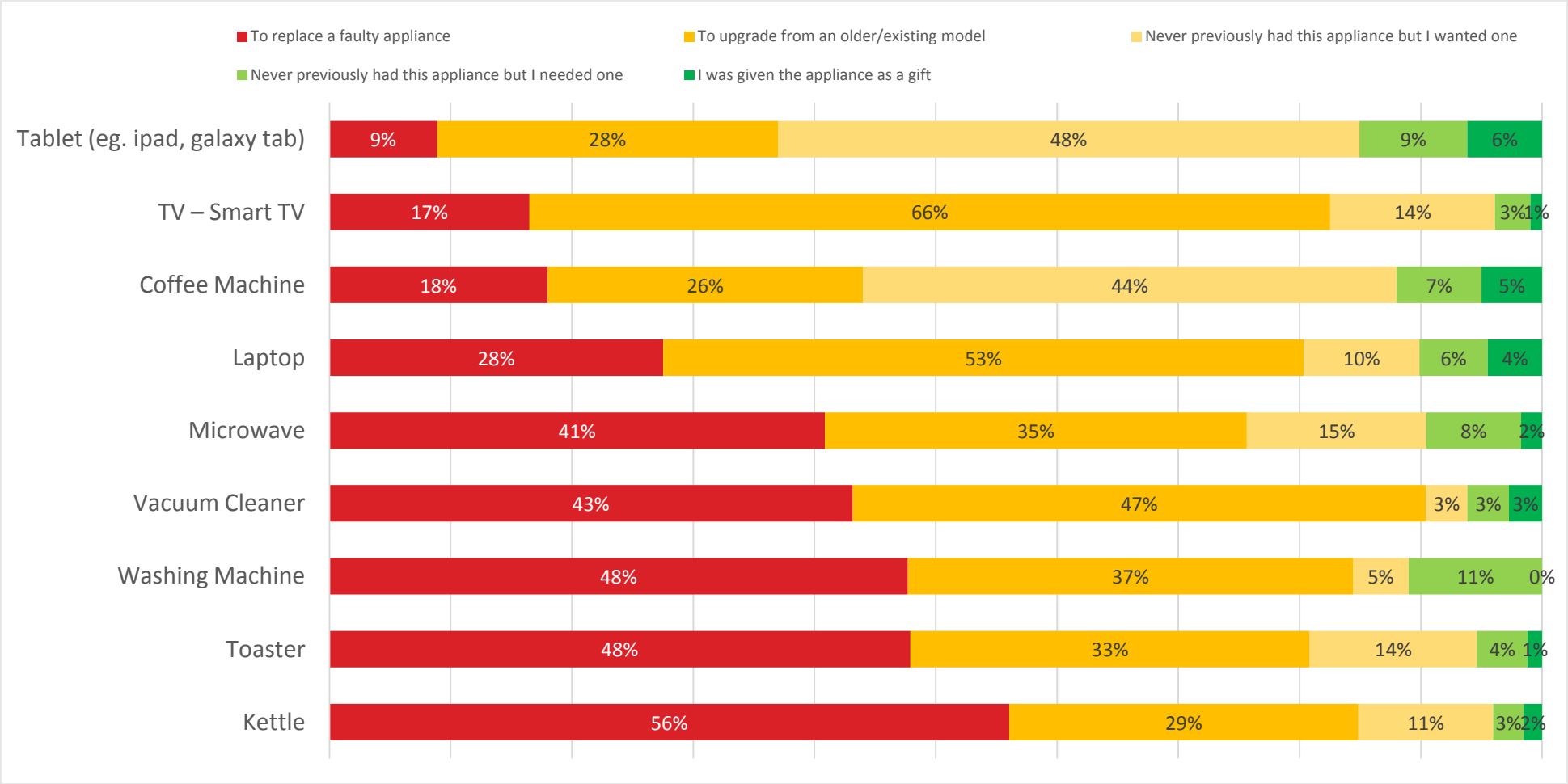
| | | 18-29 | 30-39 | 40-49 | 50-59 | 60-64 | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Kettle | 51% | 43% | 42% | 54% | 60% | 69% | 50% | 52% |
| Washing Machine | 45% | 37% | 39% | 52% | 55% | 40% | 37% | 52% |
| Microwave | 42% | 43% | 37% | 43% | 41% | 51% | 41% | 43% |
| TV – Regular | 41% | 29% | 37% | 42% | 53% | 50% | 43% | 38% |
| Laptop | 39% | 44% | 44% | 37% | 38% | 22% | 37% | 41% |
| Mobile Phone | 39% | 51% | 43% | 35% | 31% | 23% | 33% | 45% |
| Dishwasher / Fridge / Freezer | 38% | 30% | 32% | 44% | 47% | 39% | 35% | 41% |
| Toaster | 24% | 22% | 24% | 23% | 26% | 30% | 26% | 22% |
| Desktop Computer | 22% | 13% | 18% | 27% | 25% | 39% | 27% | 18% |
| TV – Smart TV | 21% | 20% | 25% | 23% | 19% | 18% | 21% | 21% |
| Modem/Router/WiFi | 17% | 20% | 19% | 17% | 14% | 13% | 18% | 16% |
| Hot water system | 14% | 8% | 9% | 13% | 21% | 29% | 14% | 14% |
| Coffee Machine | 13% | 15% | 15% | 13% | 10% | 11% | 14% | 12% |
| Vacuum Cleaner | 12% | 10% | 14% | 14% | 12% | 12% | 9% | 15% |
| Tablet (eg. ipad, galaxy tab) | 12% | 14% | 11% | 12% | 10% | 7% | 13% | 11% |

The kettle, washing machine and microwave are the most used household appliances overall. For 18-29's, their mobile phone is their most used appliance, well exceeding their usage of any kitchen or cleaning appliances.

B3. Please select the Top 5 appliances in your home that you use most.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

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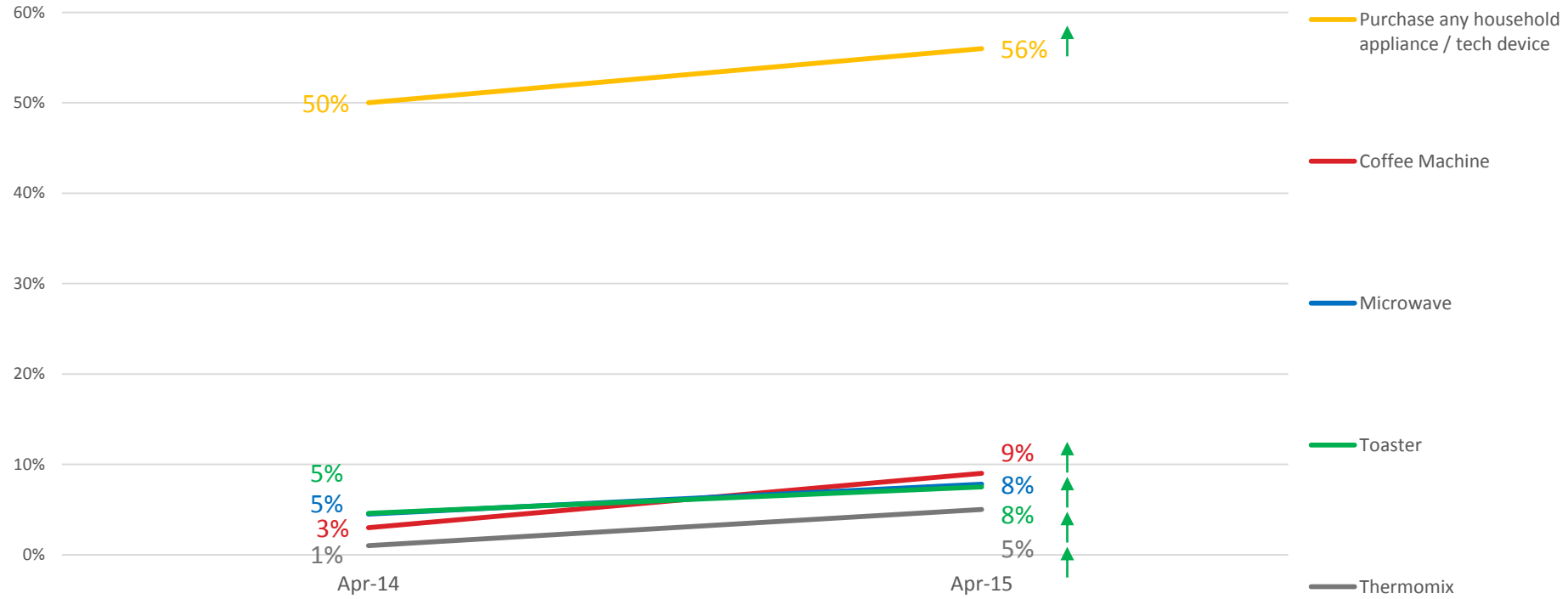
# Reason for purchasing Appliance




Traditional kitchen appliances are most frequently purchased to replace a faulty item. Technology such as Smart TV's, Laptops and Tablets are purchased as an upgrade or as a first purchase.

B6. Why did you purchase each of these appliances?
Total (n=1000), Variable sample size by appliance.

# Appliances intending to purchase in next 12 months (change since last year)




A greater portion of Australians anticipate they will buy appliances / tech devices in the coming 12 months. Coffee machines, microwaves, toasters and the thermomix are far more likely to be purchased in the coming 12 months.

B8. Which of the following appliances do you intend to buy in the next 12 months?
Total (n=1000), Variable sample size by appliance.

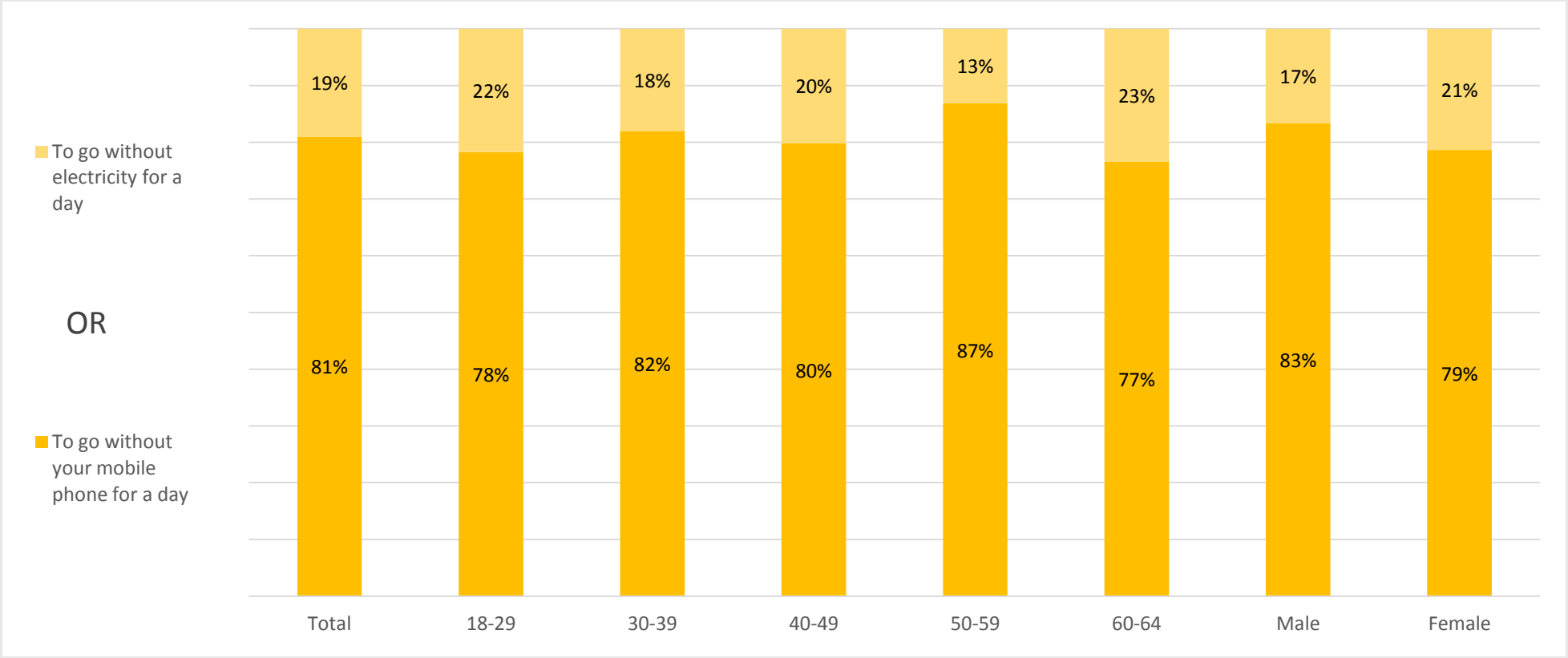
# Appliances intending to purchase in next 12 months

| | | 18-29 | 30-39 | 40-49 | 50-59 | 60-64 | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Any appliance / tech device | 56% | 67% | 65% | 52% | 43% | 44% | 54% | 58% |
| Mobile Phone | 12% | 14% | 13% | 10% | 10% | 9% | 11% | 12% |
| Laptop | 10% | 13% | 15% | 8% | 8% | 3% | 12% | 8% |
| TV – Smart TV | 9% | 9% | 11% | 9% | 8% | 9% | 10% | 8% |
| Coffee Machine | 8% | 12% | 11% | 5% | 5% | 3% | 8% | 8% |
| Microwave | 8% | 12% | 10% | 4% | 4% | 5% | 8% | 8% |
| Dishwasher / Fridge / Freezer | 8% | 10% | 12% | 5% | 4% | 5% | 8% | 7% |
| Toaster | 8% | 11% | 12% | 3% | 4% | 6% | 8% | 7% |
| Tablet (eg. ipad, galaxy tab) | 7% | 8% | 12% | 6% | 2% | 7% | 7% | 7% |
| Vacuum Cleaner | 7% | 7% | 10% | 8% | 5% | 1% | 6% | 8% |
| Washing Machine | 6% | 7% | 9% | 5% | 5% | 2% | 6% | 7% |
| Desktop Computer | 6% | 5% | 10% | 4% | 5% | 6% | 7% | 5% |
| Kettle | 6% | 8% | 9% | 3% | 2% | 4% | 7% | 4% |
| Food Processor/Blender | 6% | 9% | 10% | 3% | 1% | 1% | 6% | 5% |
| Thermomix | 5% | 9% | 9% | 2% | 0% | 1% | 6% | 4% |
| Cold-press Juicer | 4% | 8% | 8% | 1% | 1% | 0% | 5% | 4% |
| Fitness Device (e.g. Fitbit) | 4% | 7% | 5% | 3% | 1% | 4% | 3% | 6% |
| Clothes Dryer | 4% | 5% | 5% | 4% | 3% | 2% | 3% | 6% |
| Bread Maker | 4% | 7% | 7% | 1% | 1% | 2% | 4% | 4% |
| Gaming Console (Play Station, Xbox, Wii etc.) | 4% | 7% | 7% | 2% | 0% | 0% | 4% | 3% |
| Modem/Router/WiFi | 4% | 4% | 8% | 2% | 1% | 0% | 3% | 4% |
| Steam Mop | 4% | 3% | 8% | 4% | 1% | 1% | 4% | 3% |

Younger Australians (aged 18-39) have a higher intention of purchasing many different kitchen appliances over the next 12 months, compared to the older demographic.

B8. Which of the following appliances do you intend to buy in the next 12 months?
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

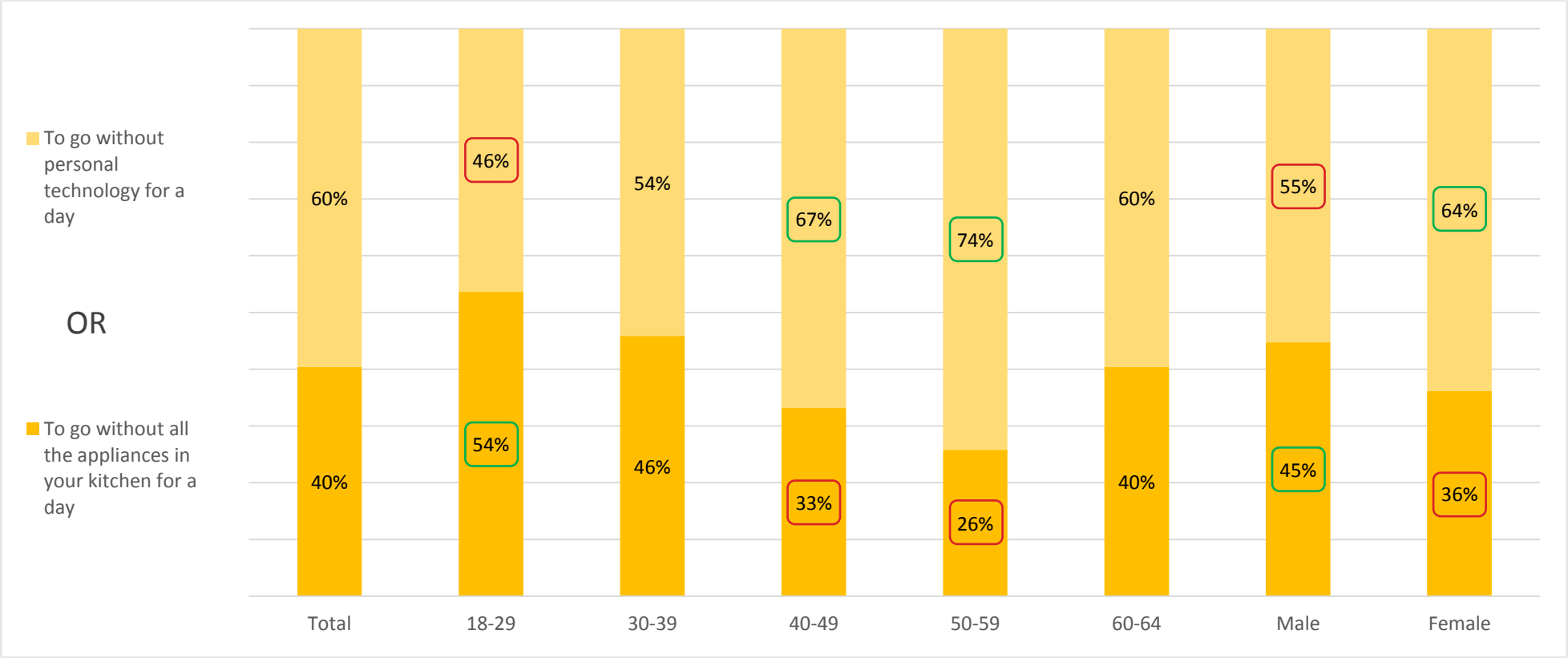
# Which of these hypothetical scenarios would you choose?




Despite our dependence on mobile phones, most people (81%) would prefer to go without their mobile phone for a day than without electricity.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

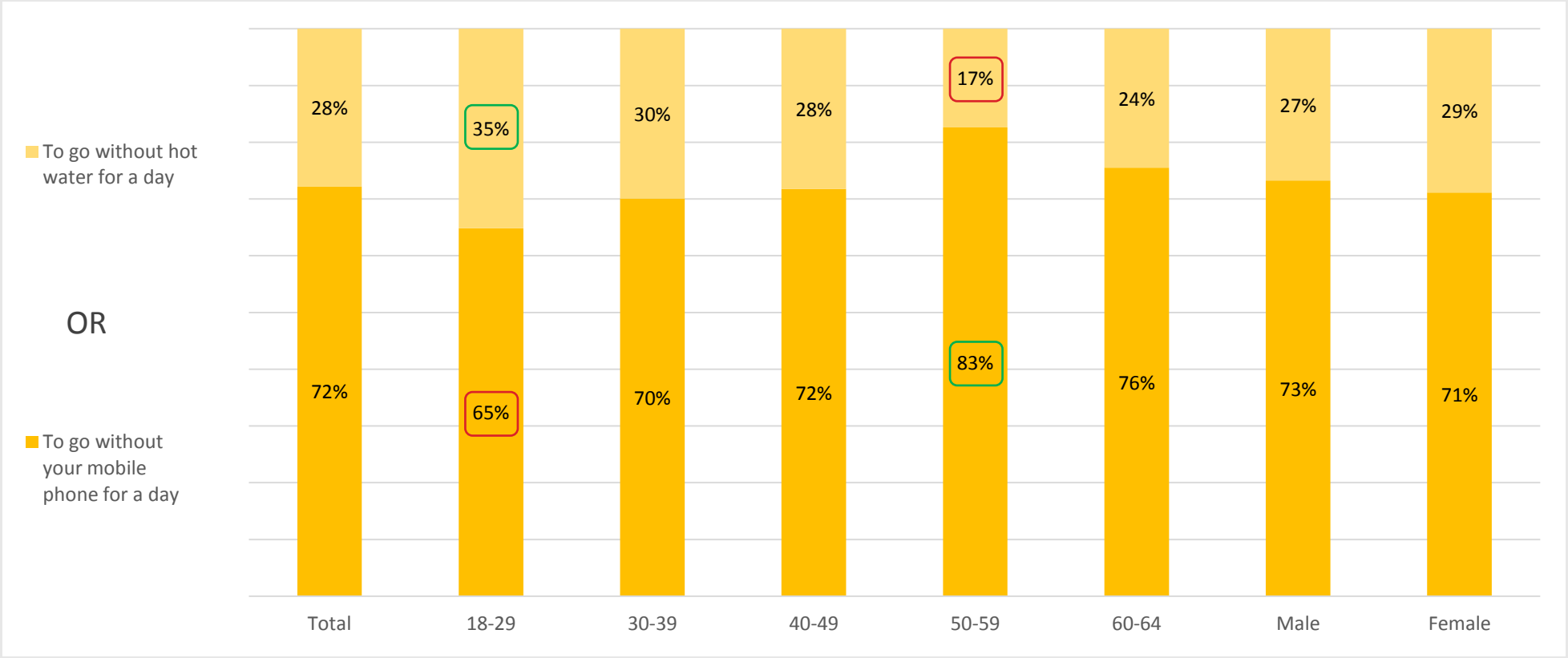
# Which of these hypothetical scenarios would you choose?




Males would prefer to go without kitchen appliances for a day where as females would prefer to go without personal technology. People who are younger value their personal technology much more than older people who find greater value in kitchen appliances.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

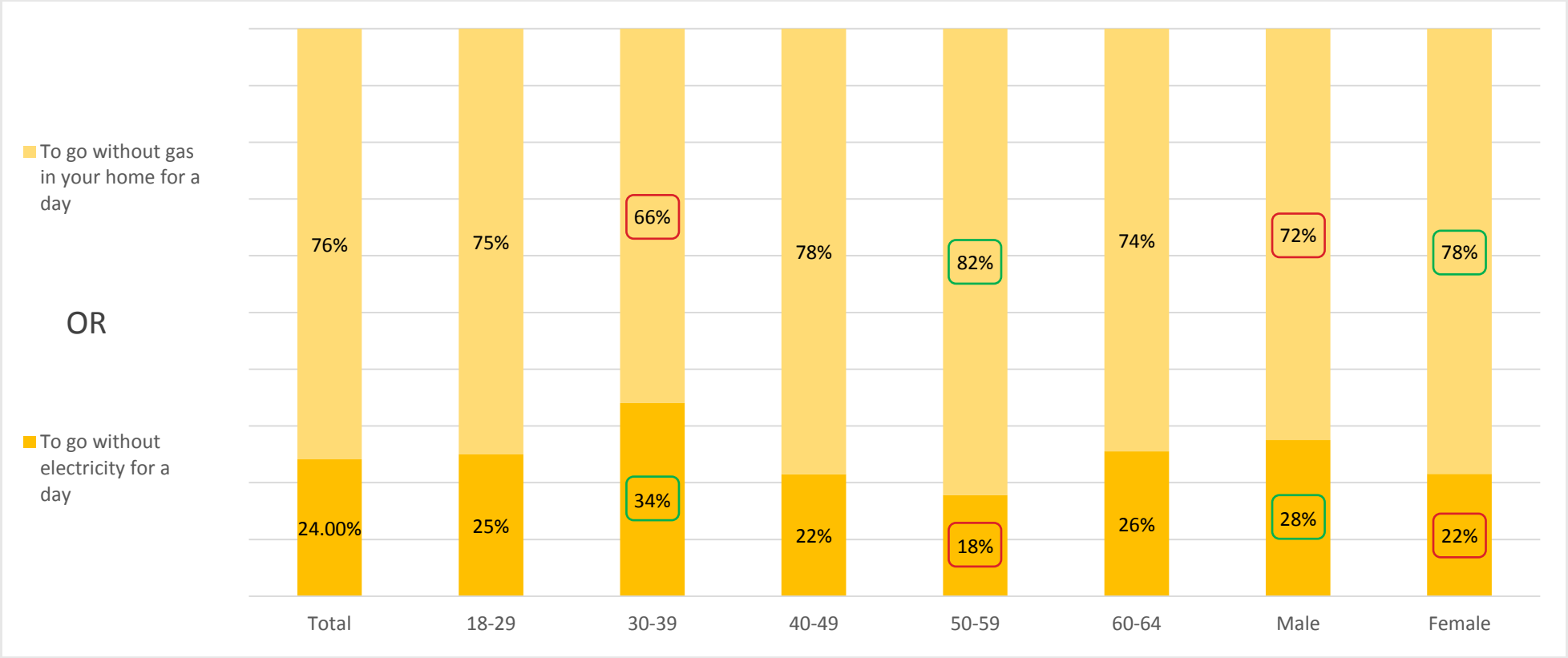
# Which of these hypothetical scenarios would you choose?




Almost three quarters of people would choose to go without their mobile phone for a day rather than giving up hot water.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

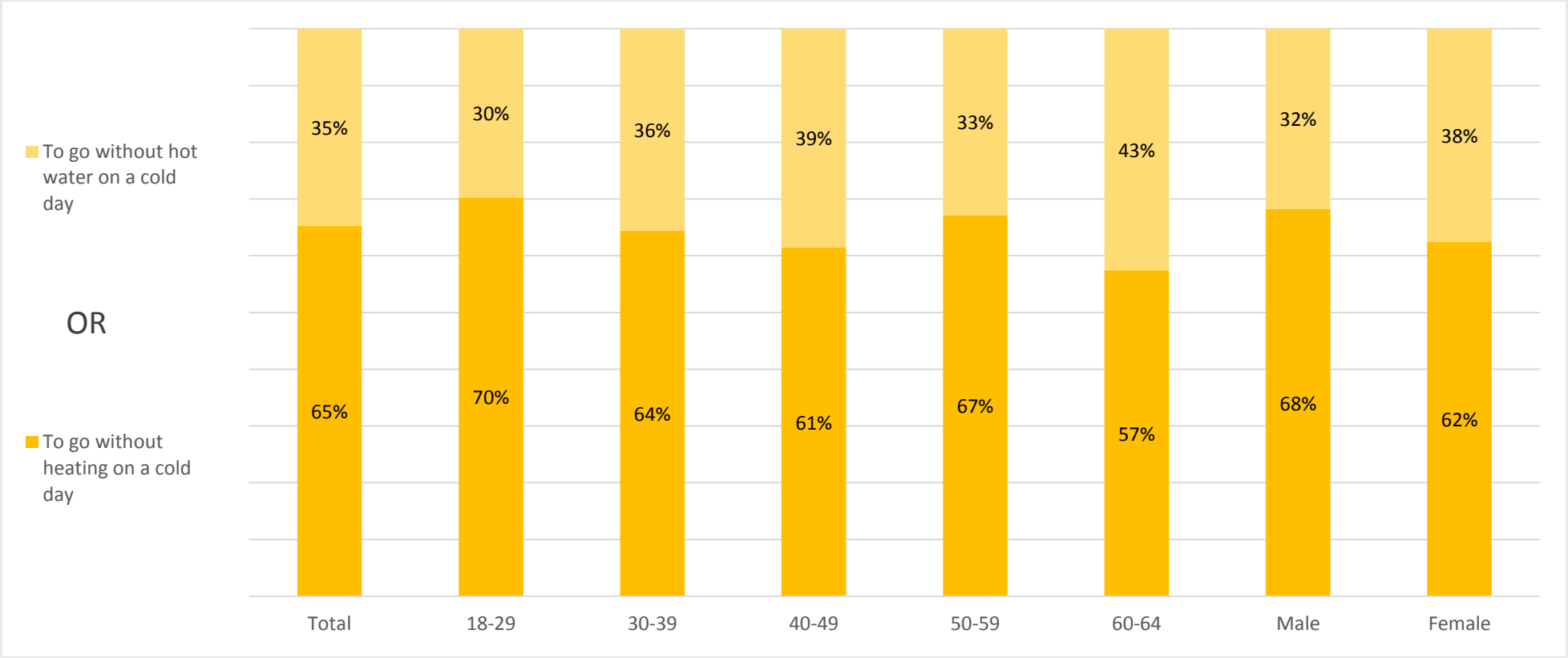
# Which of these hypothetical scenarios would you choose?




Electricity is seen as far more valuable than gas, with three quarters of people mentioning they would prefer to give up gas in their home than electricity.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

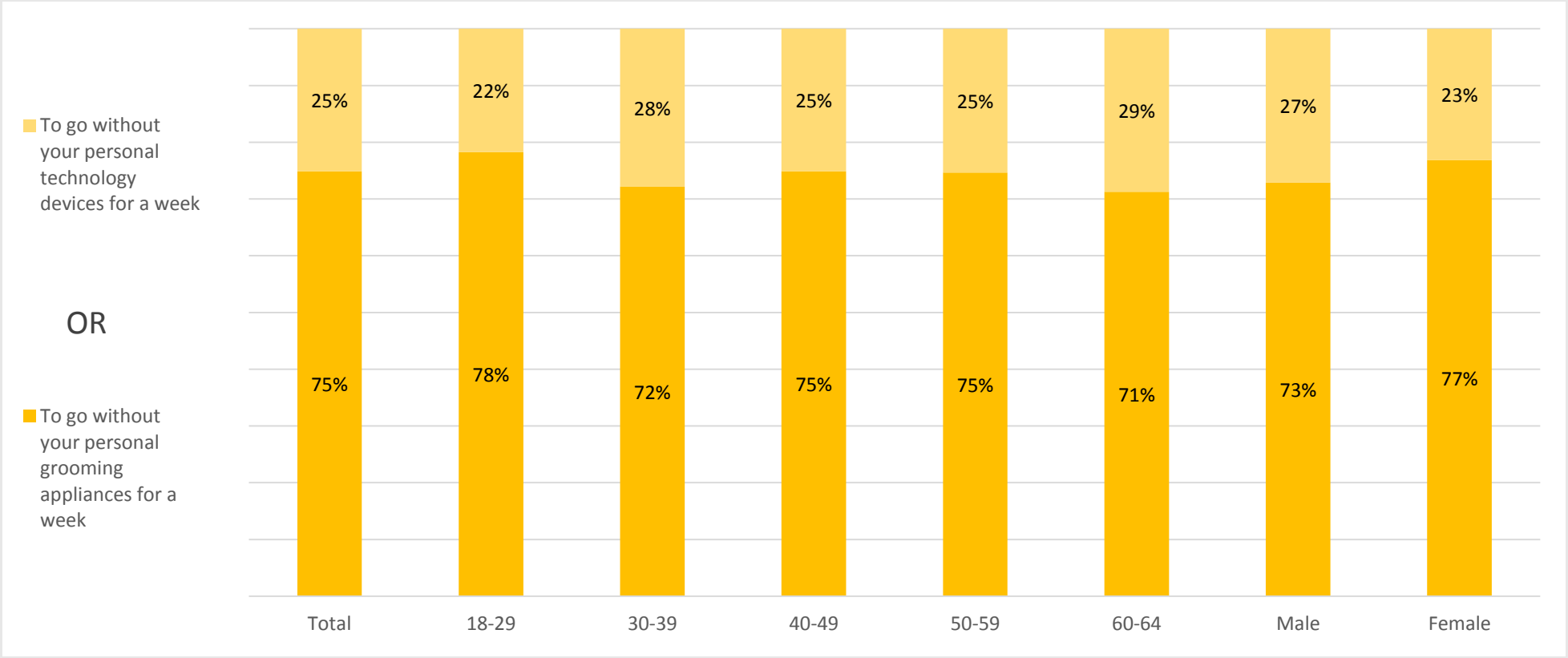
# Which of these hypothetical scenarios would you choose?




Hot water is more important than heating, with 65% of people preferring to go without a heater rather than giving up hot showers.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

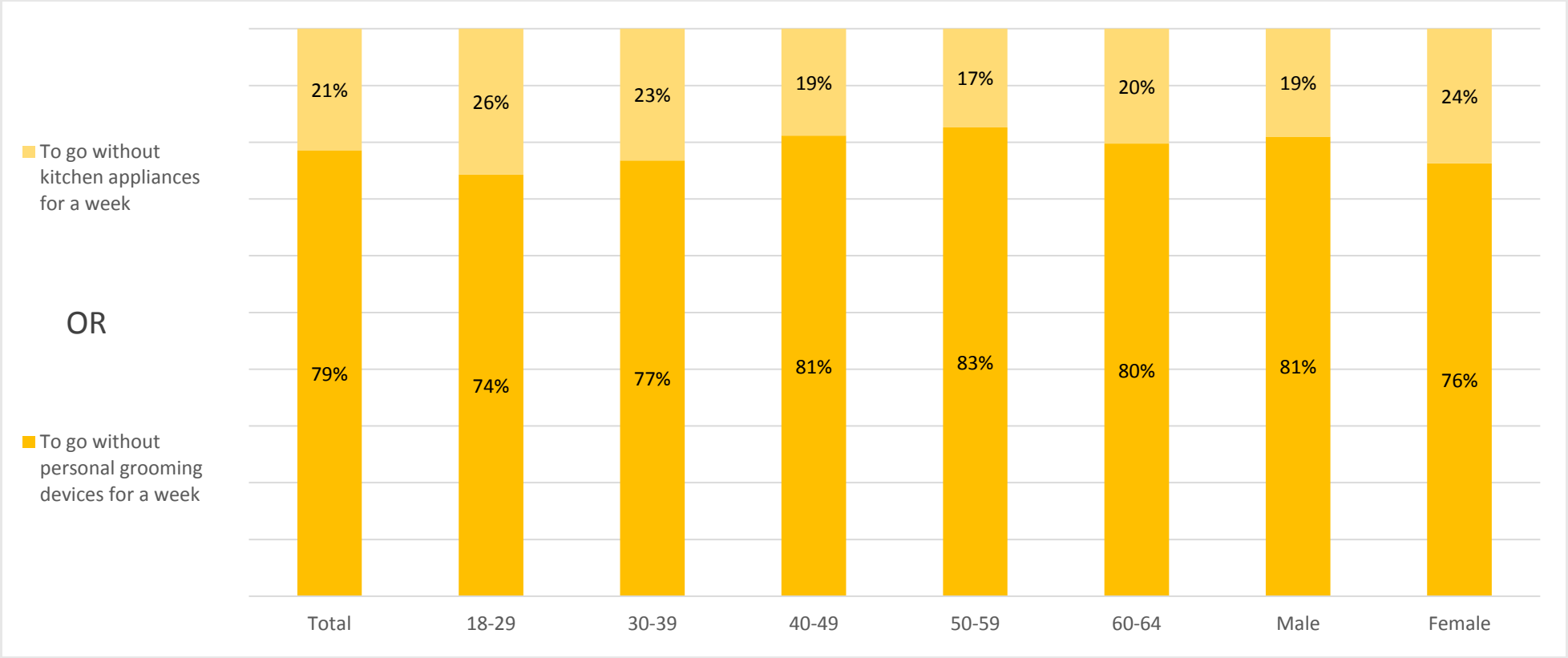
# Which of these hypothetical scenarios would you choose?




Three quarters of people would give up their personal grooming appliances in order to keep their personal technology devices. Interestingly, women were just as keen as men to keep their personal technology instead of grooming devices.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

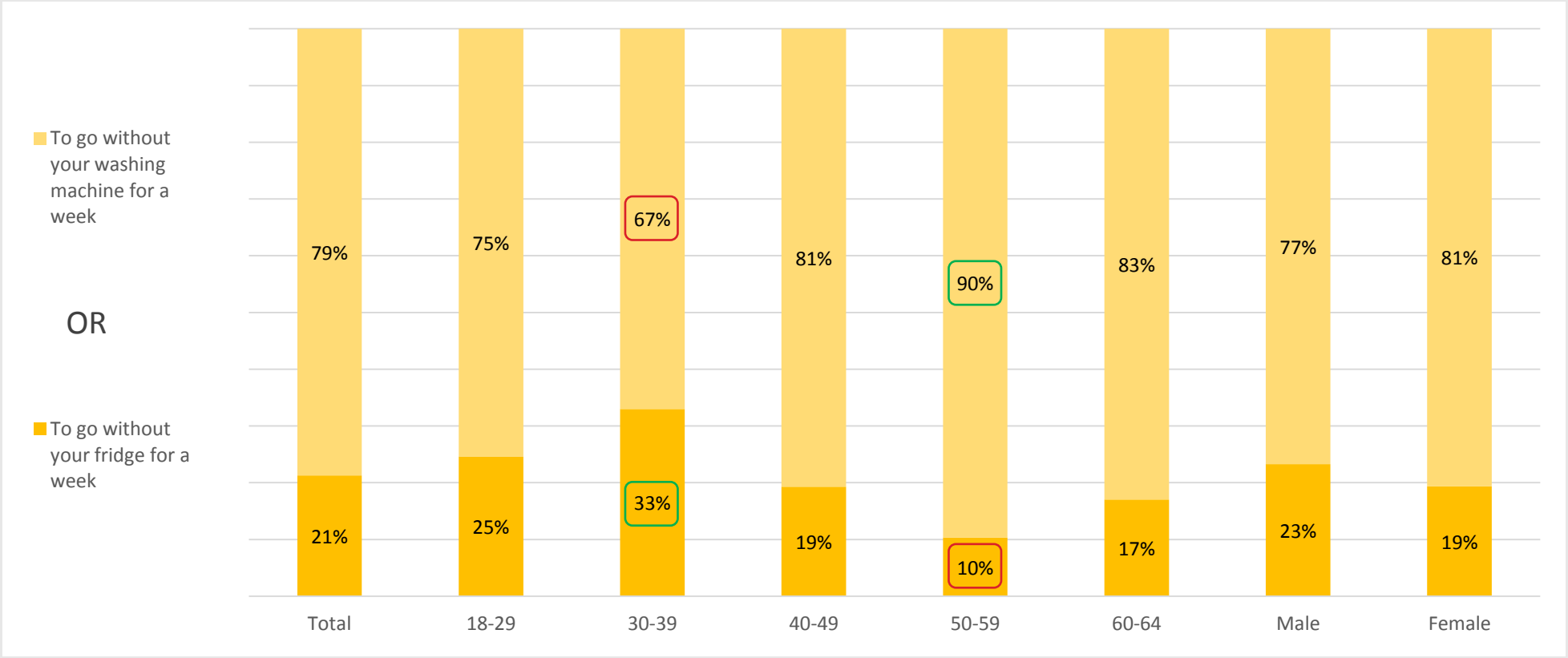
# Which of these hypothetical scenarios would you choose?




Keeping kitchen appliances is more important than keeping grooming devices, with over three quarters of Australians willing to give up their grooming devices over their kitchen appliances.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

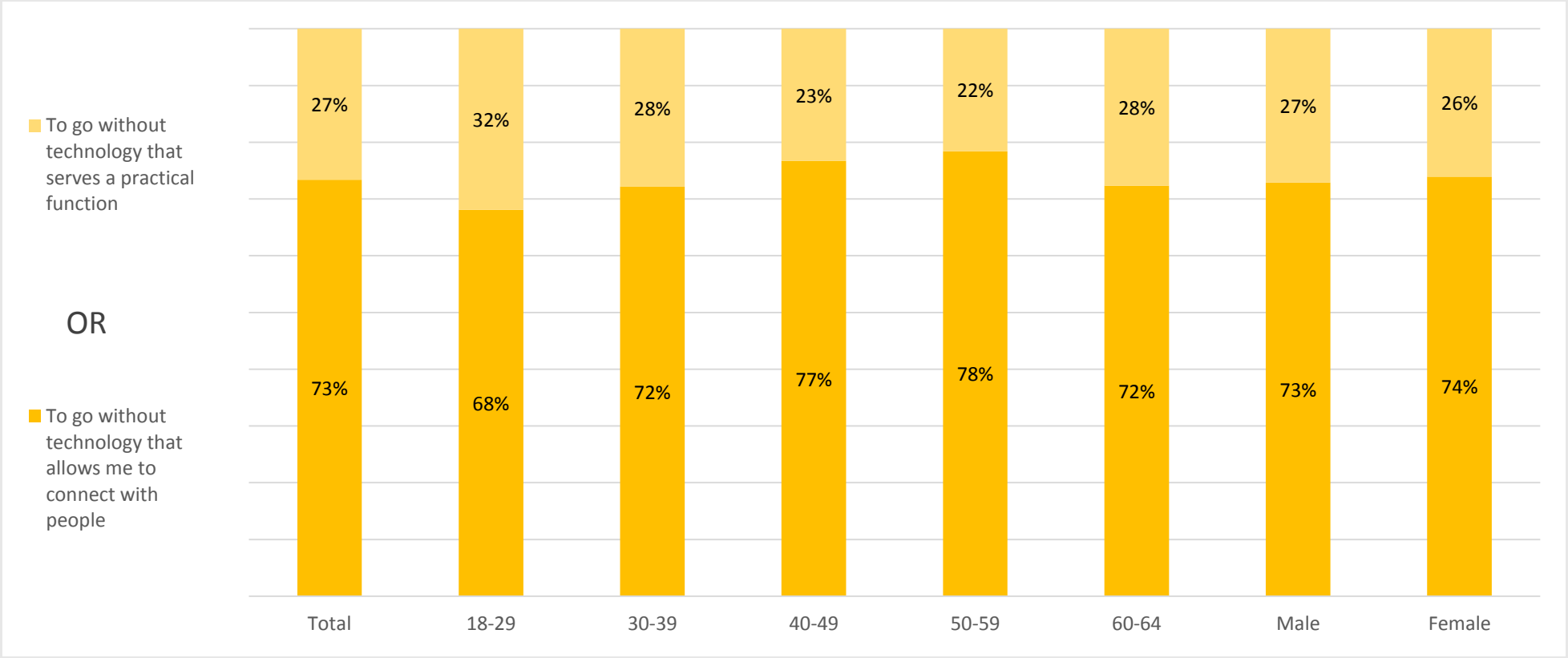
# Which of these hypothetical scenarios would you choose?




The fridge is far more important to the household than a washing machine.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

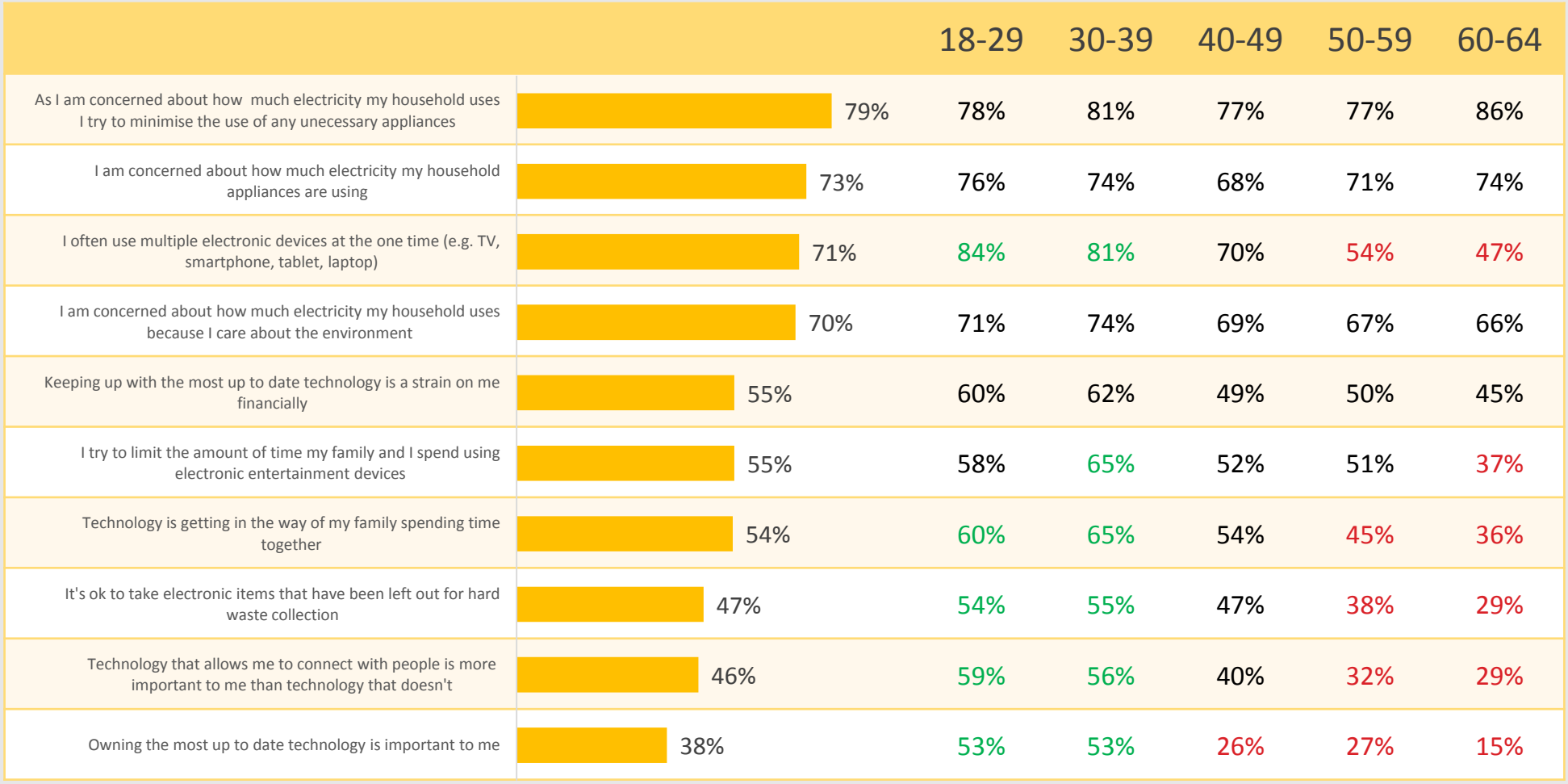
# Which of these hypothetical scenarios would you choose?




Up to three quarters would give up technology that allows them to connect with people rather than give up their functional technology.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

# Agree / Disagree with the following…



| | | 18-29 | 30-39 | 40-49 | 50-59 | 60-64 |
|---|---|---|---|---|---|---|
| As I am concerned about how much electricity my household uses I try to minimise the use of any unecessary appliances | 79% | 78% | 81% | 77% | 77% | 86% |
| I am concerned about how much electricity my household appliances are using | 73% | 76% | 74% | 68% | 71% | 74% |
| I often use multiple electronic devices at the one time (e.g. TV, smartphone, tablet, laptop) | 71% | 84% | 81% | 70% | 54% | 47% |
| I am concerned about how much electricity my household uses because I care about the environment | 70% | 71% | 74% | 69% | 67% | 66% |
| Keeping up with the most up to date technology is a strain on me financially | 55% | 60% | 62% | 49% | 50% | 45% |
| I try to limit the amount of time my family and I spend using electronic entertainment devices | 55% | 58% | 65% | 52% | 51% | 37% |
| Technology is getting in the way of my family spending time together | 54% | 60% | 65% | 54% | 45% | 36% |
| It's ok to take electronic items that have been left out for hard waste collection | 47% | 54% | 55% | 47% | 38% | 29% |
| Technology that allows me to connect with people is more important to me than technology that doesn't | 46% | 59% | 56% | 40% | 32% | 29% |
| Owning the most up to date technology is important to me | 38% | 53% | 53% | 26% | 27% | 15% |

Close to 8 in 10 people are concerned about their energy usage yet 7 in 10 regularly multi-screen. For more than 1 in 2, keeping up with technology is causing a financial strain and getting in the way of family time. While owning the most up to date technology is very important to young Australians, for most older Australians it isn't a desire.

B11. We would like to know some more about your thoughts on each of the following. Please tell us to what extent you agree or disagree with the following statements.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

# Agree / Disagree with the following…



| | | Male | Female |
|---|---|---|---|
| As I am concerned about how much electricity my household uses I try to minimise the use of any unecessary appliances | 79% | 78% | 80% |
| I am concerned about how much electricity my household appliances are using | 73% | 71% | 74% |
| I often use multiple electronic devices at the one time (e.g. TV, smartphone, tablet, laptop) | 71% | 69% | 73% |
| I am concerned about how much electricity my household uses because I care about the environment | 70% | 67% | 72% |
| Keeping up with the most up to date technology is a strain on me financially | 55% | 56% | 53% |
| I try to limit the amount of time my family and I spend using electronic entertainment devices | 55% | 53% | 56% |
| Technology is getting in the way of my family spending time together | 54% | 55% | 53% |
| It's ok to take electronic items that have been left out for hard waste collection | 47% | 51% | 42% |
| Technology that allows me to connect with people is more important to me than technology that doesn't | 46% | 50% | 42% |
| Owning the most up to date technology is important to me | 38% | 43% | 33% |

Males are more likely to take electronics that have been left out for collection, to desire technology that helps them connect to people and to want to be up to date with technology.

B11. We would like to know some more about your thoughts on each of the following. Please tell us to what extent you agree or disagree with the following statements.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

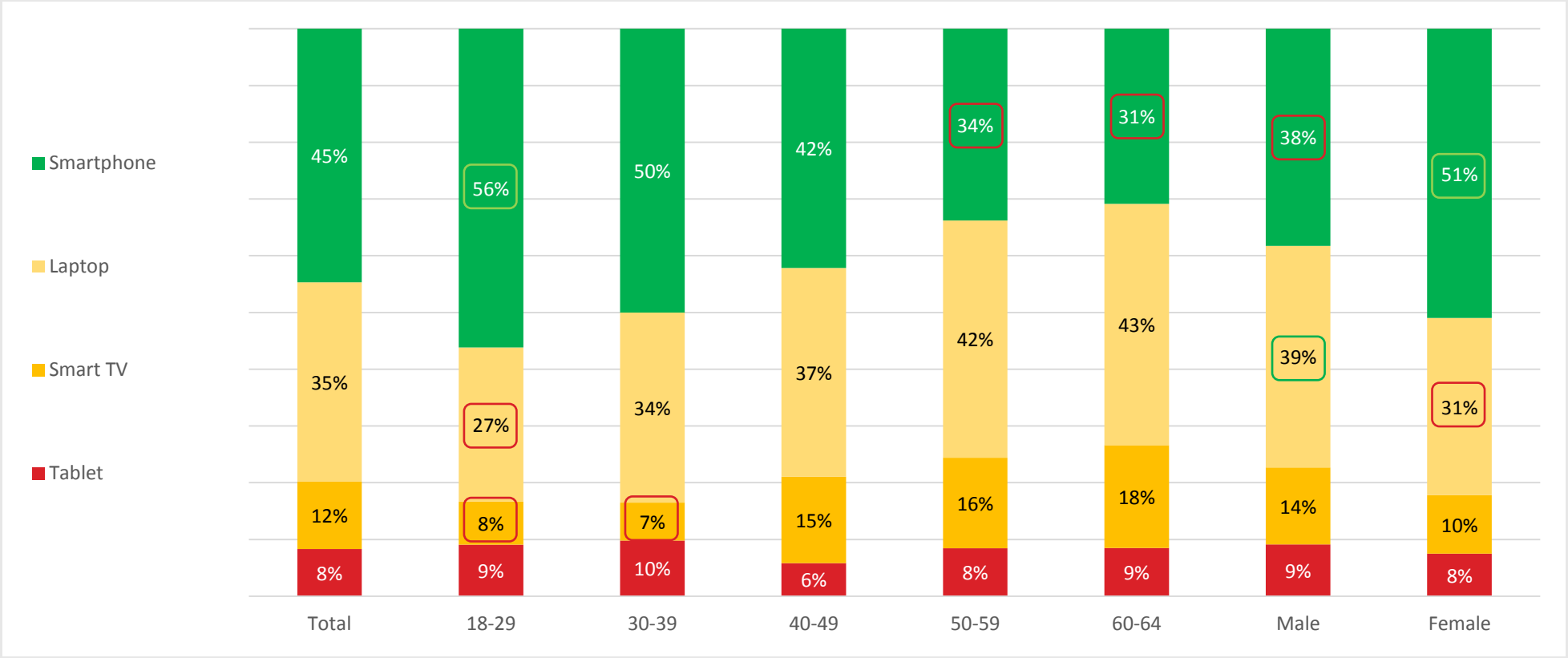
# Agree / Disagree with the following…

| | | NSW | VIC | QLD | SA | WA |
|---|---|---|---|---|---|---|
| As I am concerned about how much electricity my household uses I try to minimise the use of any unecessary appliances | 79% | 78% | 79% | 86% | 75% | 74% |
| I am concerned about how much electricity my household appliances are using | 73% | 72% | 73% | 74% | 74% | 67% |
| I often use multiple electronic devices at the one time (e.g. TV, smartphone, tablet, laptop) | 71% | 67% | 77% | 69% | 76% | 66% |
| I am concerned about how much electricity my household uses because I care about the environment | 70% | 70% | 74% | 68% | 71% | 62% |
| Keeping up with the most up to date technology is a strain on me financially | 55% | 54% | 64% | 48% | 51% | 47% |
| I try to limit the amount of time my family and I spend using electronic entertainment devices | 55% | 51% | 57% | 58% | 53% | 54% |
| Technology is getting in the way of my family spending time together | 54% | 49% | 62% | 54% | 55% | 45% |
| It's ok to take electronic items that have been left out for hard waste collection | 47% | 47% | 51% | 38% | 59% | 46% |
| Technology that allows me to connect with people is more important to me than technology that doesn't | 46% | 48% | 55% | 36% | 44% | 40% |
| Owning the most up to date technology is important to me | 38% | 40% | 43% | 34% | 36% | 26% |

For Victorians, technology is getting in the way of family time more than in any other state. Victorians are the most likely to be multi-screening and would choose technology that connects over tech that serves a more functional benefit.

B11. We would like to know some more about your thoughts on each of the following. Please tell us to what extent you agree or disagree with the following statements.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

# Which of these is most important for you to have in your day to day life?




While older people see their laptop as their most important device, younger Australians place greater value on their smartphone. Women are far more likely to value their smartphone than males who still place strong preference in their laptops.

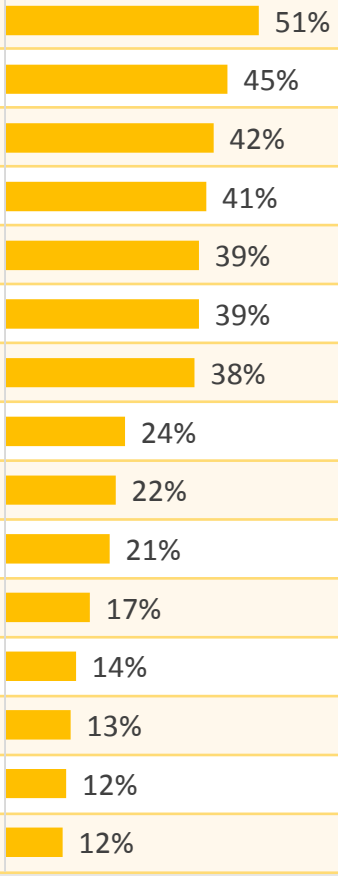
B12. We would now like you to think about electronic devices, in particular Smart TVs (that have internet connectivity), smartphones, tablets and laptops.
Please rank these from most to least important for you to have in your day to day life.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

# Additional Slides

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# Appliances used most in your household (one of top 5 used)




| | NSW | VIC | QLD | SA | WA |
|---|---|---|---|---|---|
| Kettle | 46% | 54% | 48% | 59% | 59% |
| Washing Machine | 45% | 42% | 53% | 48% | 38% |
| Microwave | 41% | 44% | 43% | 41% | 42% |
| TV – Regular | 41% | 37% | 43% | 51% | 44% |
| Laptop | 42% | 41% | 32% | 34% | 41% |
| Mobile Phone | 41% | 38% | 35% | 39% | 38% |
| Dishwasher / Fridge / Freezer | 36% | 38% | 41% | 39% | 34% |
| Toaster | 24% | 26% | 20% | 24% | 24% |
| Desktop Computer | 25% | 15% | 26% | 19% | 29% |
| TV – Smart TV | 22% | 18% | 25% | 23% | 18% |
| Modem/Router/WiFi | 18% | 17% | 15% | 13% | 23% |
| Hot water system | 15% | 13% | 12% | 13% | 20% |
| Coffee Machine | 12% | 14% | 15% | 15% | 13% |
| Vacuum Cleaner | 15% | 11% | 13% | 10% | 10% |
| Tablet (eg. ipad, galaxy tab) | 12% | 9% | 15% | 6% | 18% |

Appliances have similar usage across the different states.

B3. Please select the Top 5 appliances in your home that you use most.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

# Appliances intending to purchase in next 12 months

| | | NSW | VIC | QLD | SA | WA |
|---|---|---|---|---|---|---|
| Any appliance / tech device | 56% | 55% | 60% | 48% | 56% | 57% |
| Mobile Phone | 12% | 14% | 8% | 14% | 13% | 11% |
| Laptop | 10% | 13% | 6% | 9% | 18% | 10% |
| TV – Smart TV | 9% | 9% | 9% | 7% | 9% | 11% |
| Coffee Machine | 8% | 8% | 11% | 6% | 8% | 5% |
| Microwave | 8% | 7% | 9% | 9% | 8% | 8% |
| Dishwasher / Fridge / Freezer | 8% | 5% | 11% | 6% | 10% | 10% |
| Toaster | 8% | 6% | 11% | 7% | 6% | 4% |
| Tablet (eg. ipad, galaxy tab) | 7% | 8% | 6% | 5% | 10% | 8% |
| Vacuum Cleaner | 7% | 6% | 5% | 6% | 6% | 11% |
| Washing Machine | 6% | 6% | 6% | 7% | 9% | 4% |
| Desktop Computer | 6% | 9% | 3% | 3% | 8% | 8% |
| Kettle | 6% | 4% | 7% | 6% | 4% | 8% |
| Food Processor/Blender | 6% | 3% | 8% | 6% | 5% | 5% |
| Thermomix | 5% | 4% | 9% | 3% | 1% | 3% |
| Cold-press Juicer | 4% | 4% | 8% | 3% | 1% | 2% |
| Fitness Device (e.g. Fitbit) | 4% | 4% | 4% | 4% | 5% | 4% |
| Clothes Dryer | 4% | 6% | 1% | 4% | 6% | 2% |
| Bread Maker | 4% | 5% | 6% | 1% | 4% | 4% |
| Gaming Console (Play Station, Xbox, Wii etc.) | 4% | 4% | 3% | 5% | 3% | 3% |
| Modem/Router/WiFi | 4% | 6% | 3% | 2% | 1% | 4% |
| Steam Mop | 4% | 3% | 3% | 3% | 3% | 4% |

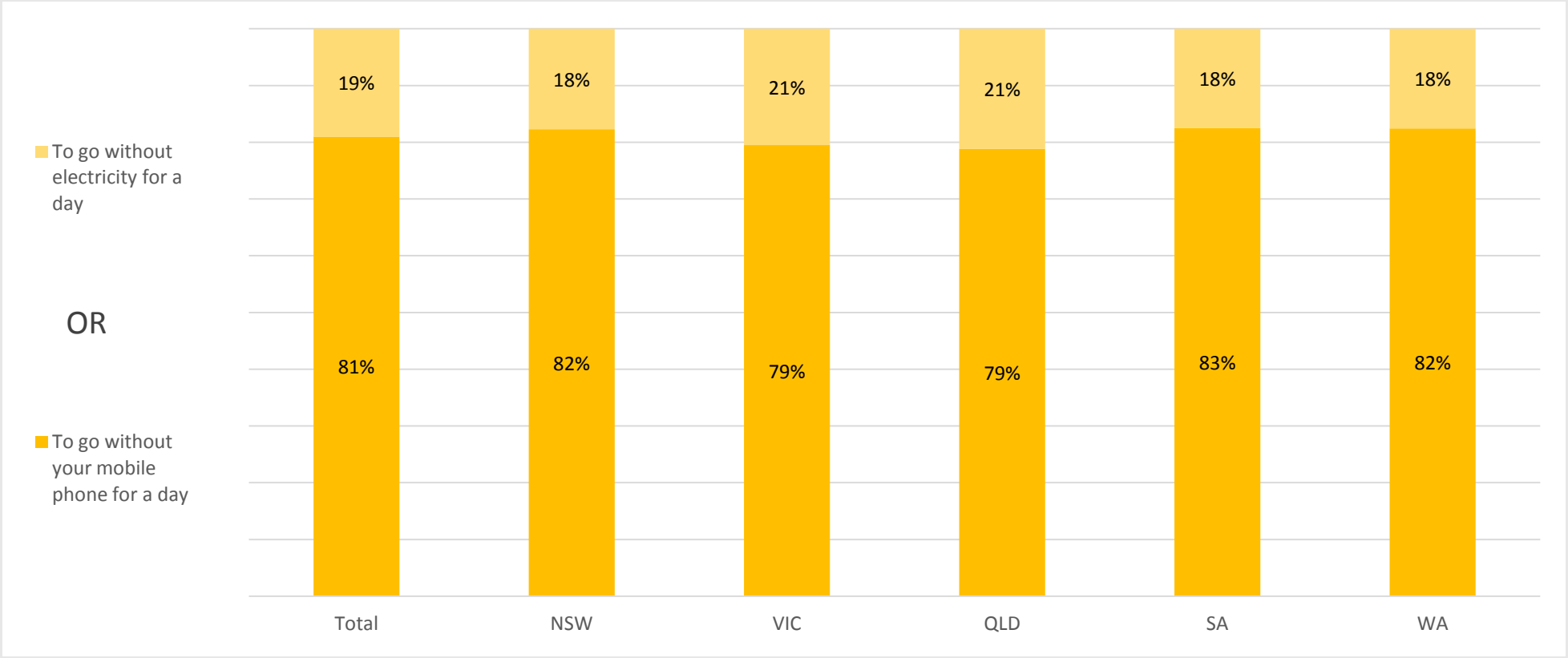
Most appliance purchase intentions hold steady across states, with the exception of Thermomixes.

There is a larger proportion of Australians intending on purchasing a Thermomix in Victoria than any other state.

B8. Which of the following appliances do you intend to buy in the next 12 months?
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

origin Ipsos nature

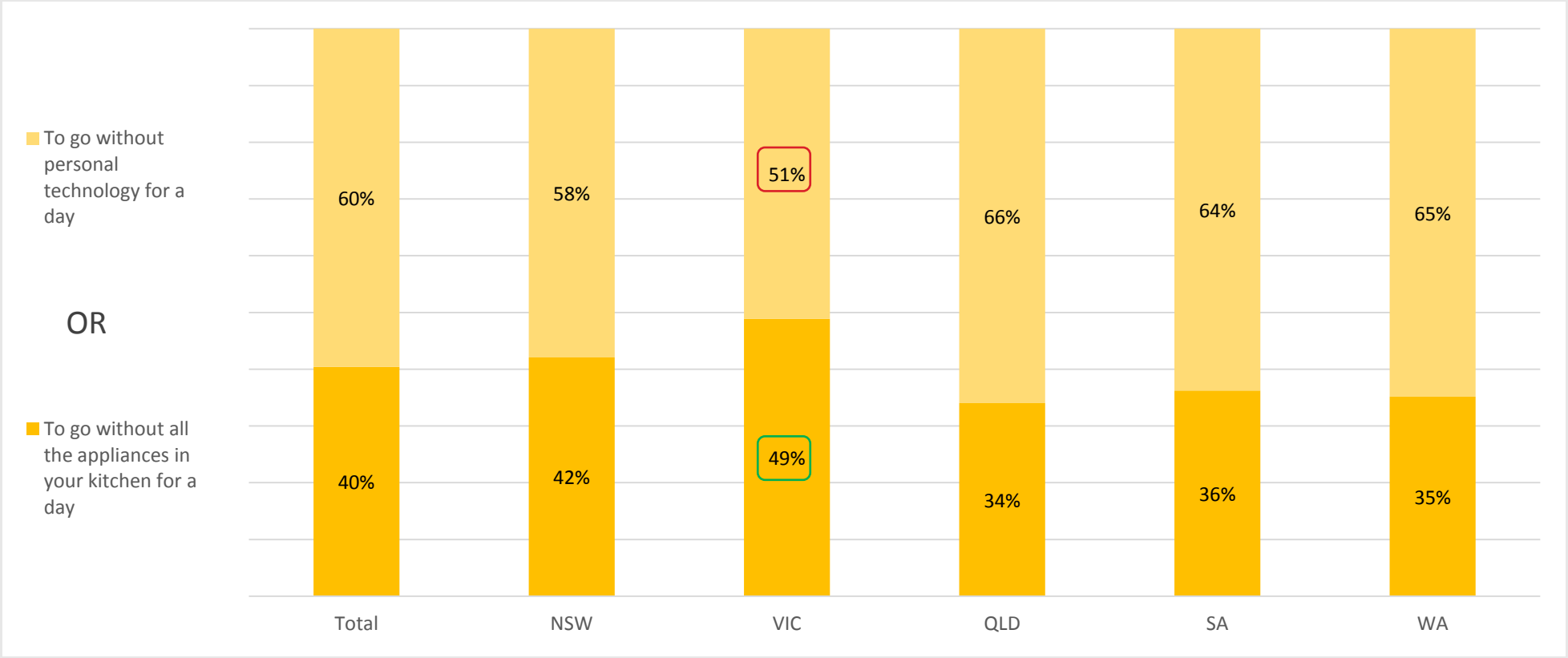
# Which of these hypothetical scenarios would you choose?




Despite our dependence on mobile phones, most people (81%) would prefer to go without their mobile phone for a day than without electricity.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

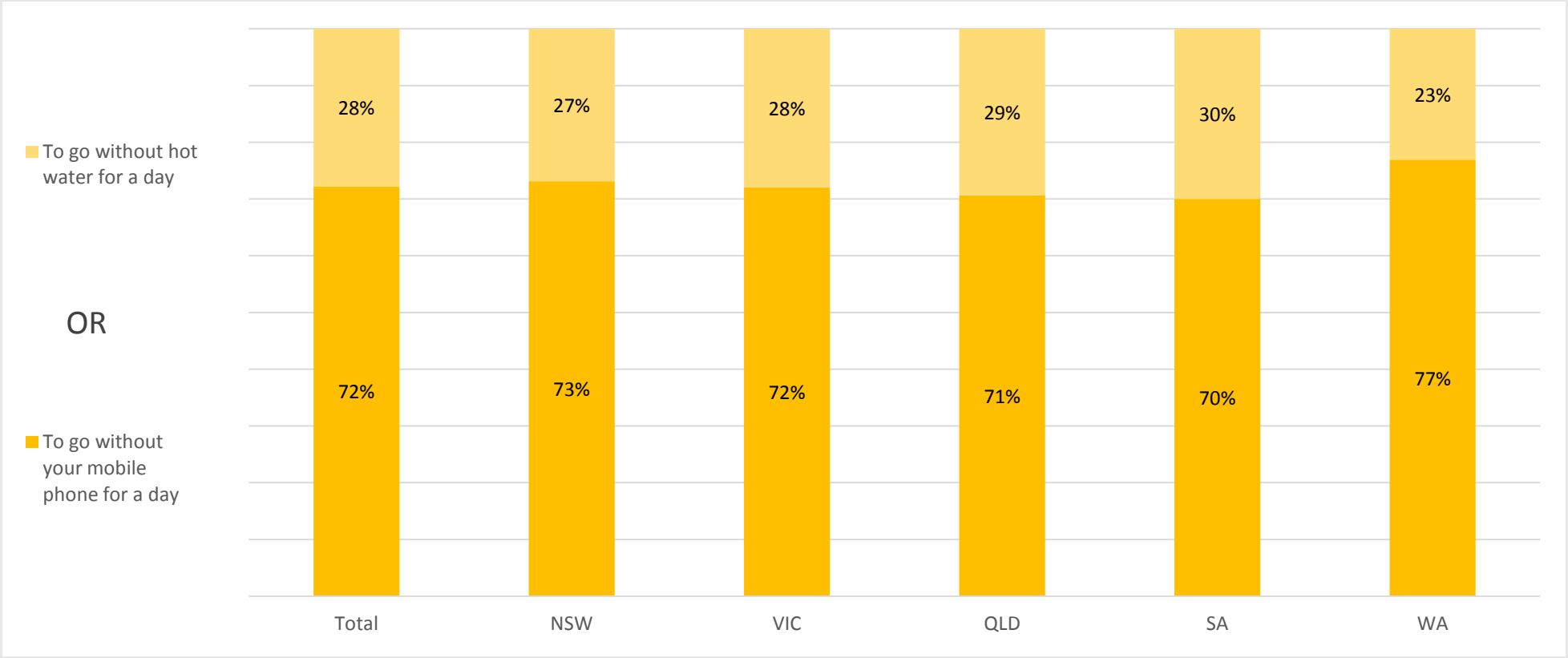
# Which of these hypothetical scenarios would you choose?




Victorians are slightly more inclined to go without all kitchen appliances for a day than other states.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

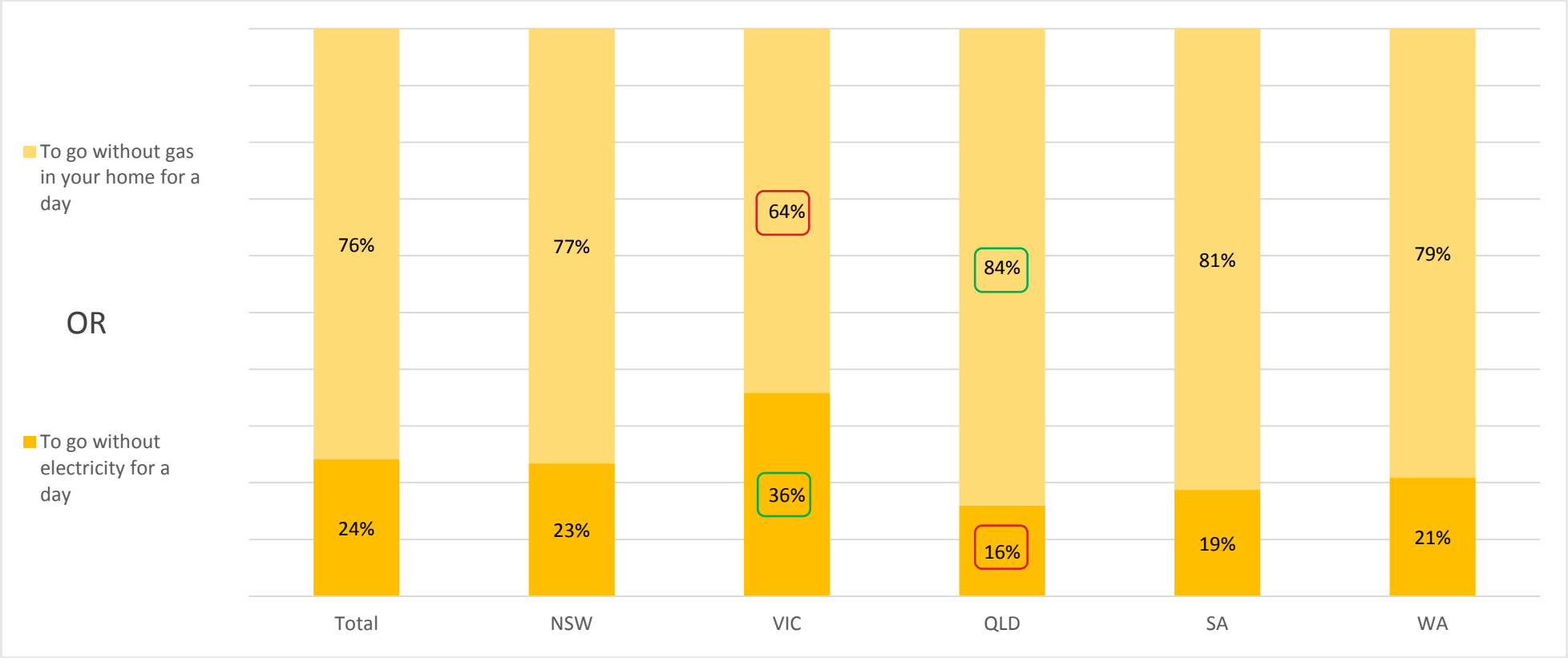
# Which of these hypothetical scenarios would you choose?




Almost three quarters of people would choose to go without their mobile phone for a day rather than giving up hot water.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

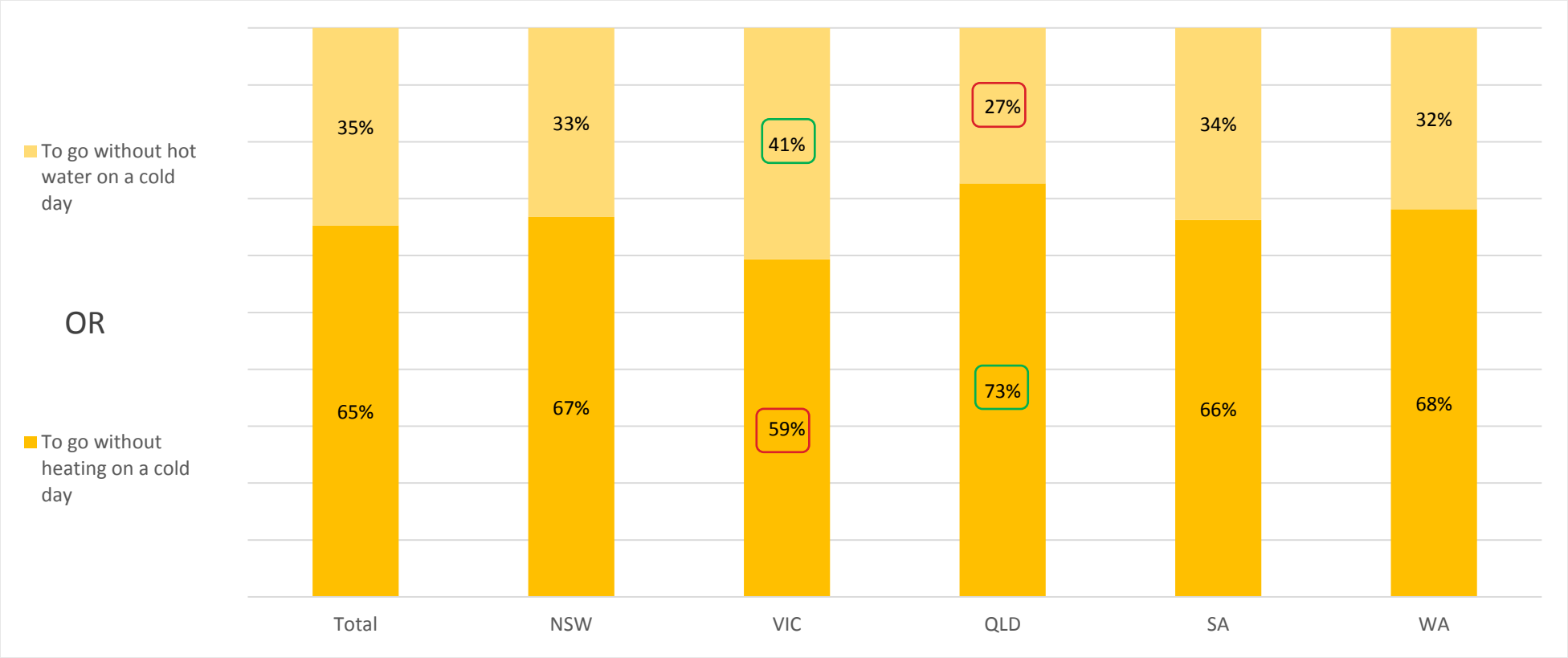
# Which of these hypothetical scenarios would you choose?




Electricity is seen as far more valuable than gas, with three quarters of people mentioning they would prefer to give up gas in their home than electricity.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

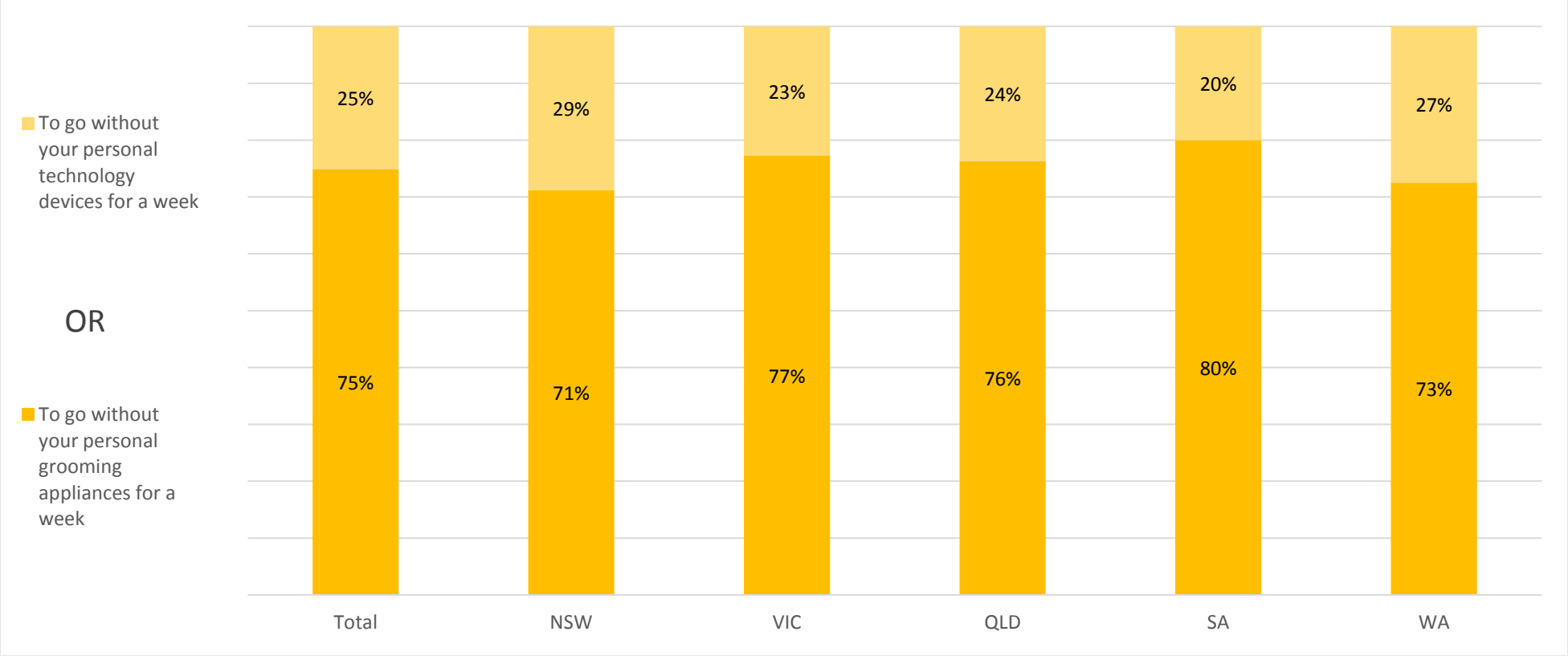
# Which of these hypothetical scenarios would you choose?




Reflective of the weather conditions, Victorians are less inclined to go without heating on a cold day while QLD are more inclined to give it up.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

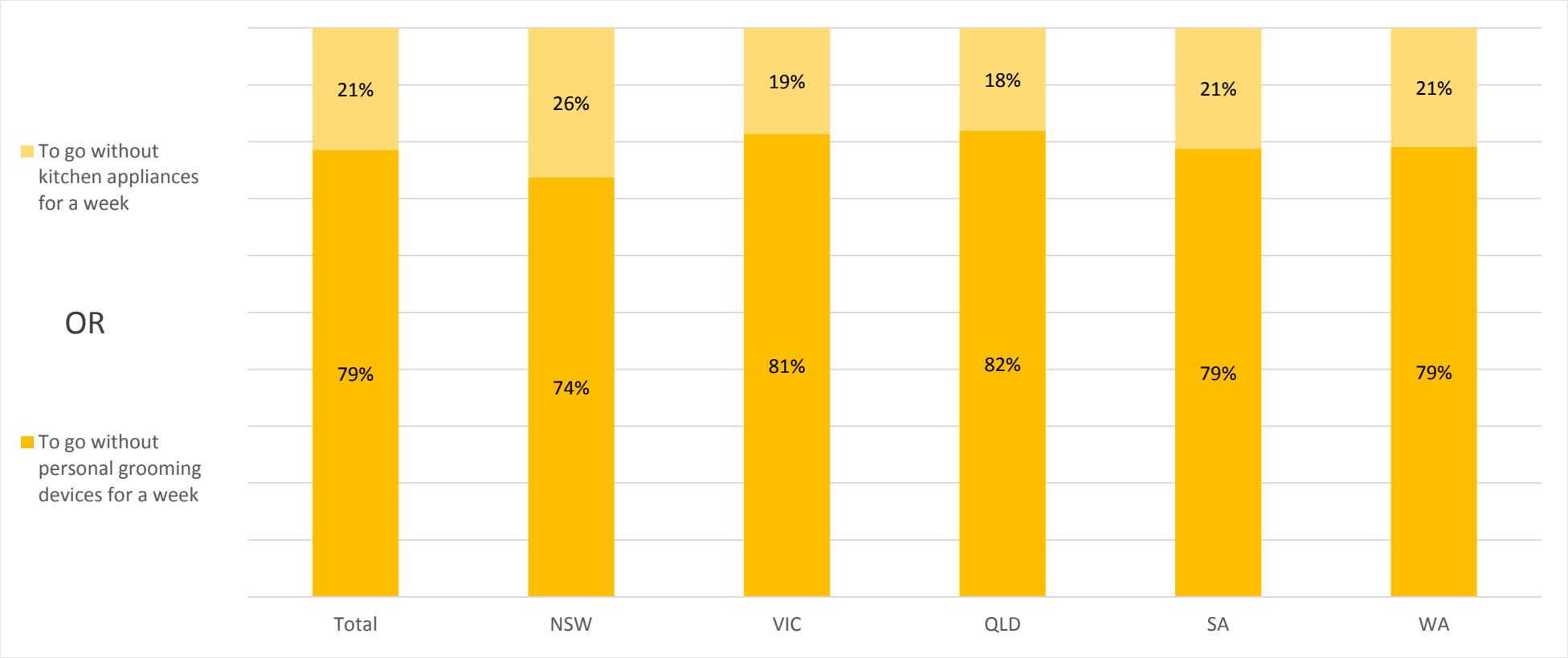
# Which of these hypothetical scenarios would you choose?




Three quarters of people would give up their personal grooming appliances in order to keep their personal technology devices. Interestingly, women were just as keen as men to keep their personal technology instead of grooming devices.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

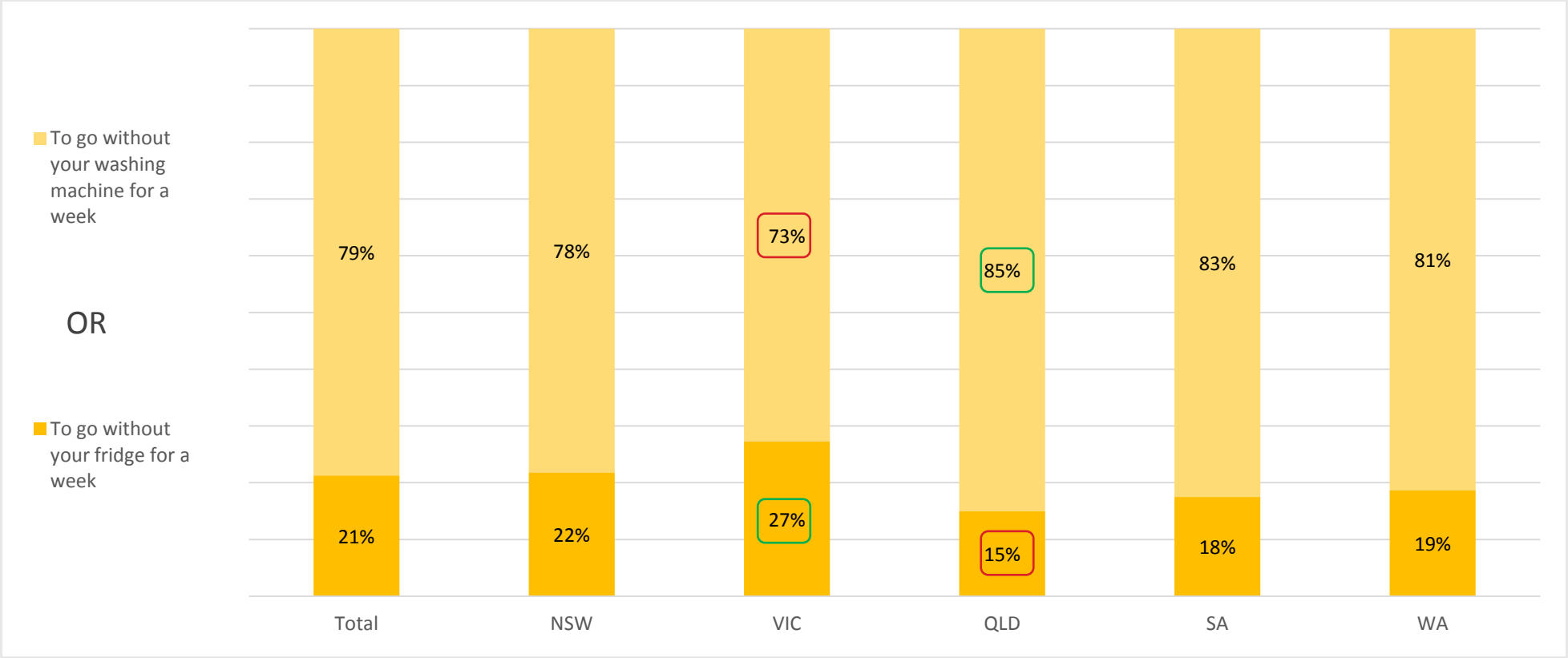
# Which of these hypothetical scenarios would you choose?




Keeping kitchen appliances is more important than keeping grooming devices, with over three quarters of Australians willing to give up their grooming devices over their kitchen appliances.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

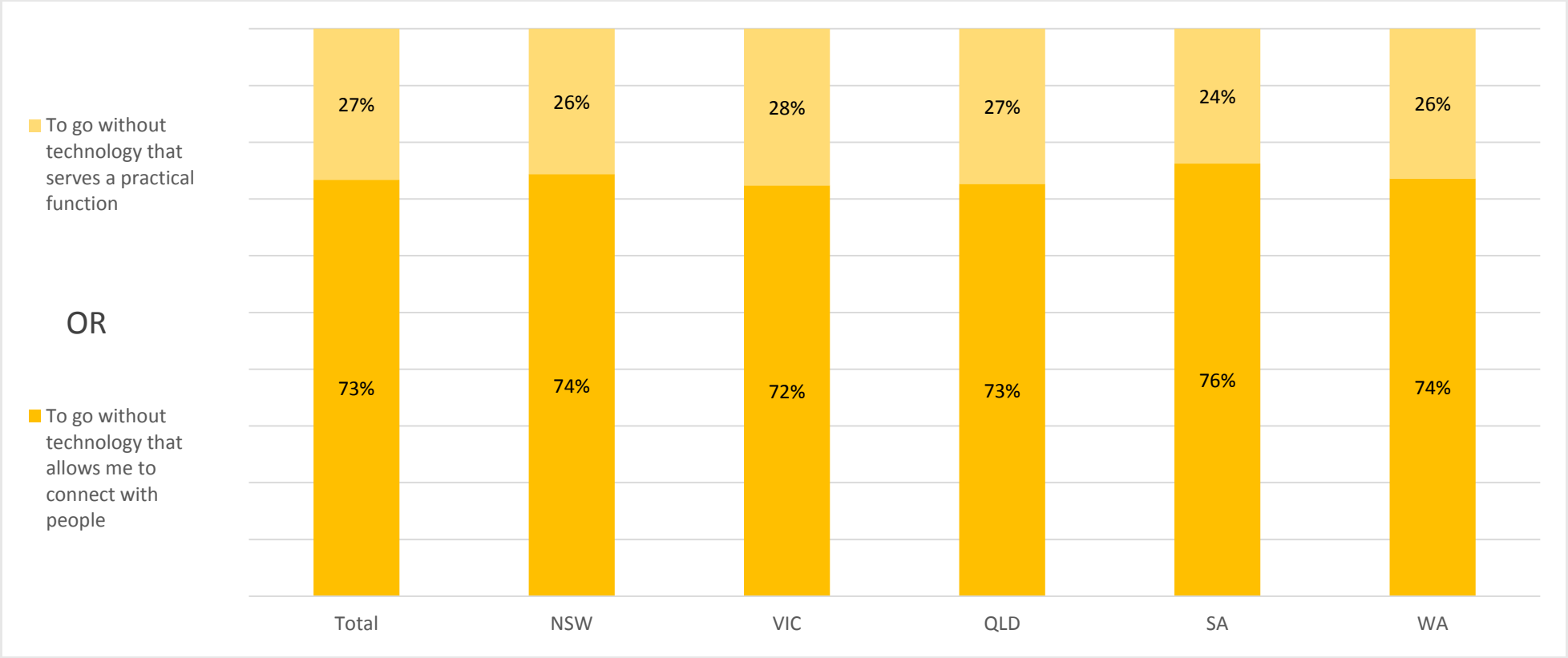
# Which of these hypothetical scenarios would you choose?




The fridge is far more important to the household than a washing machine, even more so in QLD.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

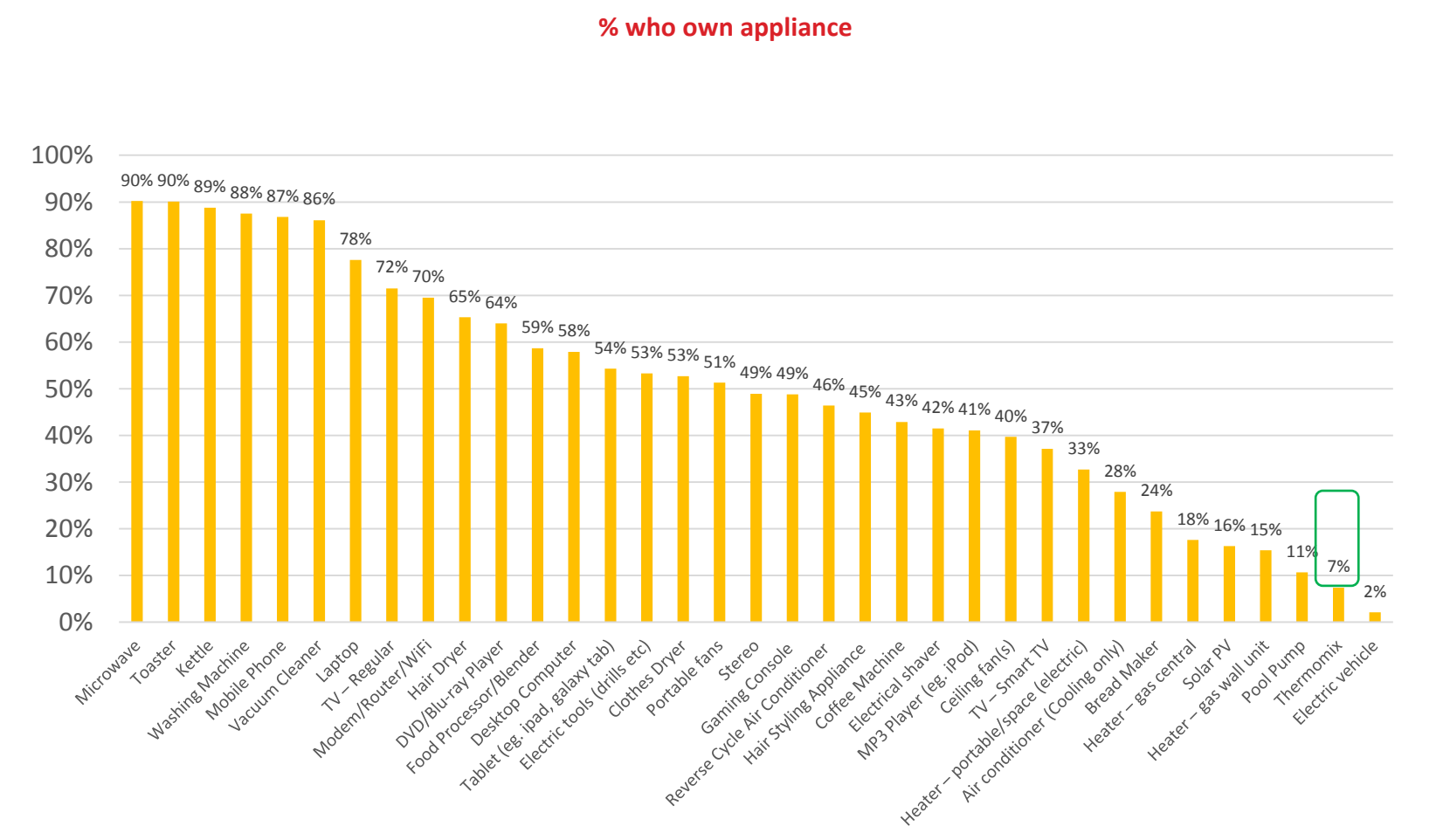
# Which of these hypothetical scenarios would you choose?




Up to three quarters would give up technology that allows them to connect with people rather than give up their functional technology.

B10. Some people find it hard to part with their household appliances / electronics and would do anything to keep them. We would like to know what is most important to you and what trade-offs you would make to keep certain luxuries in your life. For each of the following hypothetical situations, please tell us which of these alternatives you would choose.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

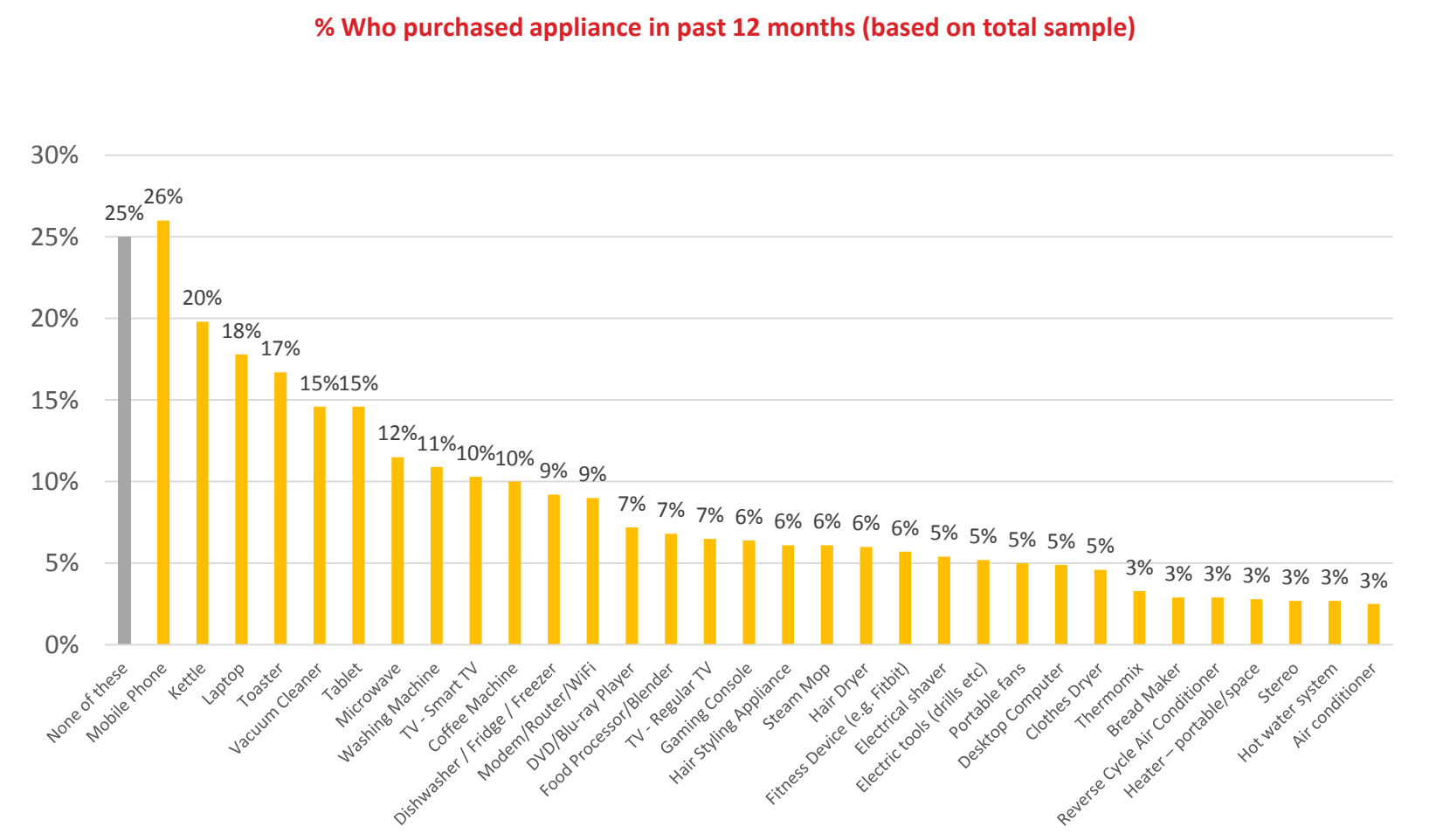
# Appliances in household




Thermomix is the only appliance that has seen a significant shift in ownership since the previous wave, with more households owning a Thermomix this year.

B1. Which of the following appliances do you have in your home?
Based on total sample (n=1000).

# Appliances bought in the past 12 months




Mobile phones are the most purchased appliance in the past 12 months (similar to last year).

B5. Please select all of the appliances that you purchased in the last 12 months.
Based on total sample (n=1000). Responses below 3% not shown.

# Appliances bought in the past 12 months

| | | 18-29 | 30-39 | 40-49 | 50-59 | 60-64 | Male | Female |
|---|---|---|---|---|---|---|---|---|
| Mobile Phone | 26% | 28% | 27% | 25% | 27% | 20% | 24% | 28% |
| Kettle | 20% | 23% | 17% | 19% | 21% | 16% | 21% | 19% |
| Laptop | 18% | 22% | 21% | 16% | 15% | 10% | 17% | 18% |
| Toaster | 17% | 21% | 17% | 14% | 15% | 12% | 17% | 16% |
| Tablet (eg. ipad, galaxy tab) | 15% | 14% | 13% | 16% | 13% | 18% | 14% | 16% |
| Vacuum Cleaner | 15% | 16% | 16% | 16% | 11% | 15% | 11% | 18% |
| Microwave | 12% | 13% | 15% | 9% | 10% | 7% | 11% | 12% |
| Washing Machine | 11% | 9% | 12% | 13% | 10% | 10% | 9% | 13% |
| TV – Smart TV | 10% | 11% | 12% | 10% | 9% | 9% | 10% | 10% |
| Coffee Machine | 10% | 13% | 11% | 9% | 8% | 4% | 11% | 9% |

Mobile phones and kettles were the most commonly purchased appliances over the last 12 months. Females were more likely to have purchased a vacuum cleaner than males.

B5. Please select all of the appliances that you purchased in the last 12 months.
Total (n=1000), 18-29 (n=276), 30-39 (n=194), 40-49 (n=223), 50-59 (n=213), 60-64 (n=94), Male (n=494), Female (n=506)

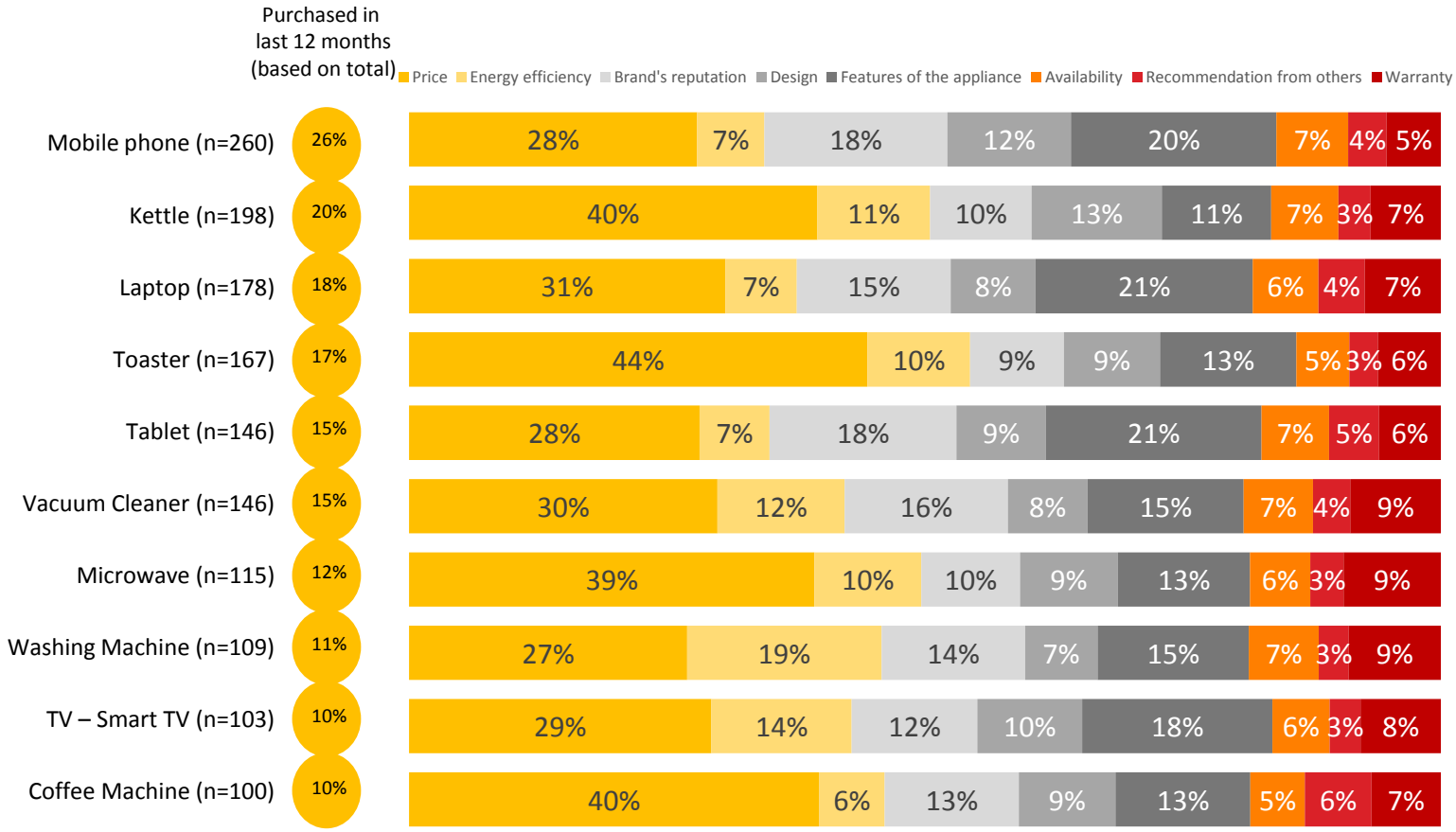
# Appliances bought in the past 12 months

| | | NSW | VIC | QLD | SA | WA |
|---|---|---|---|---|---|---|
| Mobile Phone | 26% | 27% | 24% | 25% | 31% | 29% |
| Kettle | 20% | 21% | 19% | 17% | 20% | 22% |
| Laptop | 18% | 22% | 10% | 19% | 21% | 18% |
| Toaster | 17% | 15% | 19% | 17% | 24% | 14% |
| Tablet (eg. ipad, galaxy tab) | 15% | 15% | 12% | 15% | 19% | 13% |
| Vacuum Cleaner | 15% | 15% | 9% | 20% | 23% | 13% |
| Microwave | 12% | 11% | 11% | 12% | 14% | 12% |
| Washing Machine | 11% | 8% | 9% | 17% | 14% | 11% |
| TV – Smart TV | 10% | 13% | 7% | 11% | 10% | 10% |
| Coffee Machine | 10% | 7% | 10% | 15% | 14% | 8% |

Mobile phones and kettles were the most commonly purchased appliances over the last 12 months. Victorians were less likely to have purchased a laptop.

B5. Please select all of the appliances that you purchased in the last 12 months.
Total (n=1000), NSW (n=316), VIC (n=268), QLD (n=194), SA (n=80) WA (n=91)

# Appliance Purchase Considerations




Besides price, the most important consideration for the majority of appliances is the features of the appliance.

B7. When purchasing each of these appliances, how important was each of the following to you when you made your final decision?
Based on those who have each appliance in their household. Individual appliances with sample size <n=100 not shown.
Base: Have Appliance (Sample between n=100 and n=260 per appliance)