

# australia unplugged

Now in its second year – ARN's 10-part insights series, Australia Unplugged, deep-dives into key categories and consumer behaviours.

Each release shares insights from ARN's audience research, and is designed to help marketers navigate the changing dynamics of today's world.

## at the Checkout

Industry demand increased significantly over the past two years, primarily due to the effects of the covid-19 pandemic. household expenditure shifted towards retail industries amid restrictions on many services industries.\*

**As the world around us adjusts,  
three key themes emerge:**

**FOCUS ON  
SAVING**

**LOOKING  
FOR  
REWARDS**

**DIGITAL  
EVOLVING**

**arn**  
DEFINING AUDIO

As a direct result of the pandemic, we are seeing changes to the way our respondents shop for groceries:

## SPENDING HABITS

### Metro Vs Regional



Visit the supermarket  
Less often

35% Metro

41% Regional



Spending more carefully

44% Metro

54% Regional



Bulk buying more often

19% Metro

24% Regional

For weekly expenses, respondents are more likely to use the cash they have on hand

68%

Use Debit Cards



+8%

40%

Use Cash



-10%

29%

Use Credit Cards



-31%

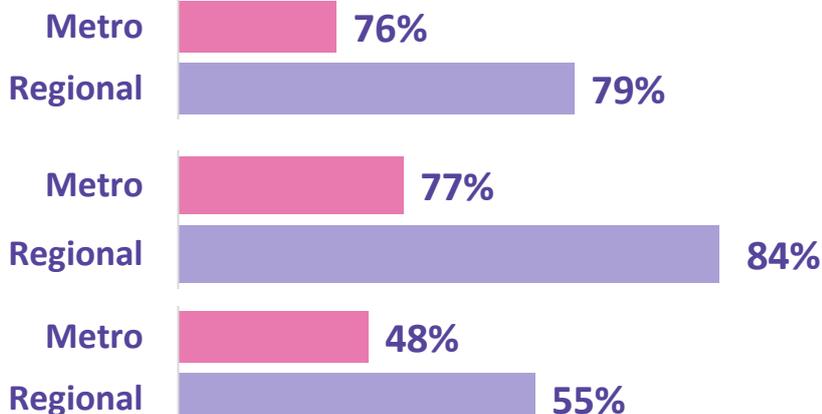
We've seen a **35% increase** in people using digital wallets like Apple Pay for everyday expenses

\$552b of cash is sitting in Australians bank accounts with the average person having \$28,409 stashed away. Cost of living pressures are forcing Australians to put money under the mattress

For the second year running consumers are focussing on saving money following another tough year (78%).

80% diligently planning their spending to make it through the year ahead. Regional more focused.

20% increase YOY following a strict budget to manage their finances.



Source: Australia Unplugged #5 2021 (n=1260) & 2021 (n=1770) | Audio Source: <http://www.radioalive.com.au/RA/media/General/Documents/Radio%20Insights/GfK-Q2-17-Trust.pdf?ext=.pdf>  
<https://apo.org.au/sites/default/files/resource-files/2020-10/apo-nid308947.pdf>



Listeners Confide in Audio

53% think radio is a credible source of news, 51% trusted, with 57% of Aussies agree Podcasts give a deeper understanding of specific issues than I get from other forms of media.

Turnover remains strong for some industries; we take a look at how people are spending their money.

## RETAIL TURNOVER IS SHIFTING

Monthly turnover, current prices, by industry - percentage change from previous month Seasonally adjusted (%)



### For big ticket items, we're spending more carefully

31% increase YOY in Metro respondents that would start saving to buy something 'quite expensive'

41% Metro

50% Regional

46% decline YOY among those that would just buy it now on credit card

15% Metro

7% Regional

31% decline in people using the cash they have on hand

20% Metro

16% Regional

Spending patterns have also shifted YOY with more people using BNPL services (+22%)

24% Metro

26% Regional

### Consumers are shifting focus, with what's in it for me coming to the forefront

Looking for rewards when purchasing has increased by 40%

57% Metro

55% Regional

They're looking for more value when purchasing, the importance of price has grown 26%

70% Metro

67% Regional

2/3 are still willing to pay a little extra to support local, though this has decrease by 21%

63% Metro

60% Regional

Source: Australia Unplugged #5 2021 (n=1260) & 2021 (n=1770) | Audio Source: [https://www.commercialradio.com.au/Advertisers/Why-Use-Radio#\\_ftn14](https://www.commercialradio.com.au/Advertisers/Why-Use-Radio#_ftn14)



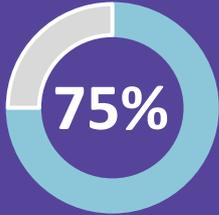
Radio is relevant and now.

Radio Increases consideration by 31% for retail brands and increases relevance by 33%.

The digital transformation of shopping continues, price-matching online & browsing instore is all part of the brand experience, its not a linear experience anymore



## Experience trumps transaction



Often browse online before they purchase instore

Metro 74% | Regional 75%



## Shifting path to purchase

Access to stores is likely driving metro respondents to browse instore and then purchase online



Metro 34% | Regional 27%



## Time is currency

Browsing online during the week and purchasing on weekend in store has increased by 26%



Metro 39% | Regional 33%



## Safety comes first

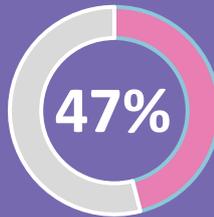
An increase of 34% of respondents shopping online more often now out of fear of COVID



Metro 27% | Regional 25%



## Shopping on the go



We've seen an increase of 47% of online purchases made on a smartphone

Metro 46% | Regional 62%



## Boredom buster

Shopping online to fill in time has increased



44%

Metro 39% | Regional 38%

## Smart Speakers are an emerging retail platform

4% of Metro respondents have purchased via smart speakers up 100% YOY, and we're also seeing YOY increases in the uses they would consider taking advantage of:

### YOY % Increase



Source: Australia Unplugged #5 2021 (n=1260) & 2021 (n=1770) | Audio Source: <https://www.commercialradio.com.au/Research/Other-Research-Insights/The-Smart-Audio-Report-Australia/2021>



Voice: a smart way to connect with consumers

49% of Australians have used a voice-assistant to interact with a brand/product/service or commence or complete a product purchase or repurchase.