

Infographic Version



State of Victoria,

Australia

October (2022) & January and February (2023)

Number of Questions: 11

Number of Responses: 3,850

android

21.4%

Google

Maps

Android: 30.3%

(18 - 24) 21%

(25 - 34) 36%

(35 - 44) 22%(45 - 54) 10%

(55 - 64) 9%

(65+)2%

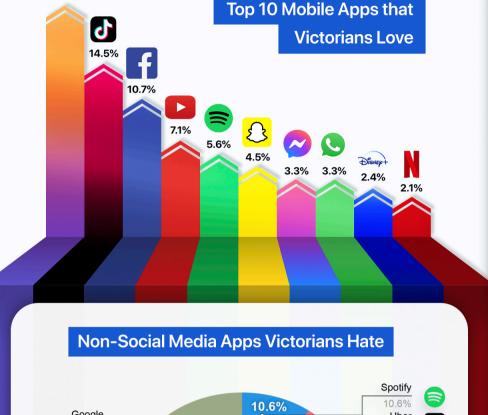


Victorians love and hate Social Media

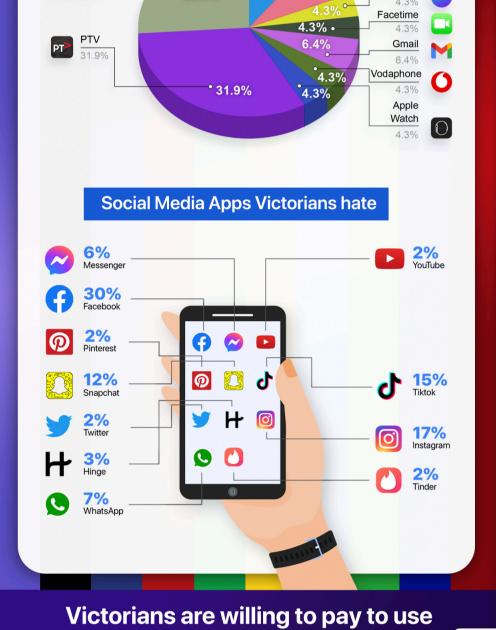
Uber

Canva

8.5%



25.5%



No \$0/month 19.8% 19.8%

Yeah, probably will do

\$5/month

No, not really

↑ #3 NETFLIX

18.1%

their favourite Social Media App



RATING

→ 2.1%

↓#? NETFLIX

#3 WhatsApp

46.0%

12:00

Favourite App



The Most Important App for Victorians



Happy with their The following App for Instagram current Apps regular health checkups survey answers:

02:30 p.m.

02:30 p.m.

Artificially Intelligent

Apps that can

Invest money & help with shopping

Auto-edit photos and videos

Suggest meals based on current health

Recommend personalised experiences

Wishful thinking

Apps that Can print money!

Knows everthing about me

Makes & serves coffee



02:30 p.m.

All services

in one App

al 🔳

Apps that can

help us find

Stream all sporting events All streaming services in one App An App that can do everything!

ELEGANT M E D I A

Contact Us Melbourne

Sends a driver when you're drunk

Our Services





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