

# 14 Quick Australian Digital Trends

They just keep coming and coming. Although I try to compile quarterly updates on useful statistics from the Australian digital market, I have stumbled across some that are just so interesting that I had to share them. So here you go, some juicy digital trends and statistics I have found over the past 4 weeks.

## Australians Digital Consumption

1. In a recent Telstra survey completed by 1200 Australians, 25 percent cited 'surfing the internet' for entertainment as a way of trimming their spending in these tougher economic times. - [IT Wire](#)
2. However statistics show a contradiction to the above, particularly with younger adults. According to Lifelounge's annual Urban Market Research internet usage by those aged 18 - 30 dropped over the past 12 months, with those questioned spending an average of 8.6 hours a week on the web, down 30 minutes on last year. - [Digital Media](#)

## Social Media

3. Nearly 9 million Australians visited a social networking site in June, making it one of the most popular content categories on the Web. - [ComScore](#)
4. Facebook was the most visited social networking destination with more than 6 million visitors and grew by 95 percent from the previous year. MySpace Sites ranked second with 3.5 million visitors, up 5 percent. - [ComScore](#)
5. Twitter witnessed the most substantial growth, surging to 800,000 visitors in June, up from just 13,000 visitors a year ago. - [ComScore](#)
6. Orkut also grew substantially: 252,000 visitors, up 607%. - [ComScore](#)

## Search

7. 'Bing' was the second most searched product or service on Google's Australian site, falling second only to 'Twitter'. - [Searchology Event](#)
8. According to Google Australia the top 10 retail searches this year are, Kmart catalogue, Target catalogue, IKEA Australia, Coles Online, Bunning's, Fantastic furniture, Sportsgirl, Good Guys, Rebel Sports and Crazy Johns. - [Smart House](#)
9. The number of advertisers using Google AdWords continues to soar at rapid rates and now the number of Australian advertisers using the services equates to approximately 50,000 advertisers in Australia. - [Sydney Morning Herald](#)

## Mobile

10. 215,000 smartphones were sold in the June quarter, compared to just 32,200 phones sold in the same quarter during 2008 - [Smart Company](#)
11. More than a quarter of Australian mobile users have now accessed the mobile internet, according to the Sensis eBusiness Report - [Digital Media](#)
12. The Sensis eBusiness report found 25% of all respondents had purchased a ringtone, 25% had undertaken mobile banking and 12% had ordered goods and services - [Digital Media](#)

## Advertising

13. For the June quarter in Australia, search and directory increased 19% sequentially. General and display ads were up 10%, while classifieds decreased 5.9%. - [IAB](#)
14. Computers & communications and motor vehicle sectors dominate general display advertising, accounting for 45.5% of spending in the category. Notable up and comer was government spending on display ads, which increased 1.8% year on year to June. - [IAB](#)

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