Fresh ambitions as Australians plan for a big 2022



We spoke to 1,225 Gumtree users to help brands tap into the mindsets and motivations of everyday Australians, as they navigate a return to travel, work and other major life moments.

Top Trends & New Years Resolutions



Consumer Spending & Lifestyle Priorities

Home Refresh

There is a strong desire for change with over a third of people intending to renovate their home, move, or buy something new.



Travel Kick Start

Australia's appetite for travel remains strong, with two thirds intending to go on holidays in the next 12 months.



21% Renovate / redecorate their home

17% Move or buy a new home

53%

Take a road trip / camping holiday

Financial Reset[^]

17%

Planning a holiday but need inspiration

Auto Trade Up

One in three people intend to upgrade their vehicle, as bolstered pandemic savings continue to drive high demand.



The great work life re-evaluation is underway with almost half of users surveyed (47%) likely to change roles in the next 12 months.



48% Considering a new car

51% Budget to spend \$21,000+

1 in 4

Seeking substantially higher pay

Take out a new loan, credit card or bank account

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Source: Gumtree Australia User Survey, 17-28 January 2022, n=1225 | ^Gumtree Jobs User Survey, 17-28 January 2022, n=1057 *Nielsen Digital Content Planning, Nov 2020- Aug 2021, P2+, Digital (C/M), Text, Gumtree, Autotrader, CarsGuide, Total De-Duplicated Unique Audience





