



e-Commerce report

Australian online shopping expected to grow by four percent

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The Visa e-Commerce Consumer Monitor¹ shows Australians are among the biggest online shoppers in the Asia Pacific region.

The research found that 79 percent of Australian internet users said they made an online purchase over the past 12 months, making Australians higher-than-average shoppers in the region. By comparison, only 74 percent of internet users across Asia Pacific made an online purchase.

Future shopping intentions are also high, with 83 percent of Australian internet users saying that they are likely to shop online in the next 12 months, representing a 4 percent increase.

The key driver for Australian online shopping is cost-related. Seventy-five percent of respondents cite the ability to compare prices and save money, search for bargains and discounts, and buy cheaper products and/or services than available in store as their main reason for shopping online.

Top 10 online shopping categories in Australia by total spend	
1.	Airline tickets
2.	Travel accommodation
3.	Online travel agents
4.	Car/ motorcycle
5.	Computer hardware (PC)
6.	Food and groceries
7.	Electrical appliances (TV, stereo etc)
8.	Clothes and shoes
9.	Electrical appliances (whitegoods)
10.	Other types of transportation for traveling

Reasons to use the internet

Eighty-seven percent of Australian internet users say they use the internet on a daily basis and nearly all Australian respondents access it primarily from home (85 percent, compared to an average of just 70 percent across Asia Pacific).

Online shopping is the third highest ranked reason that Australians give for accessing the internet.

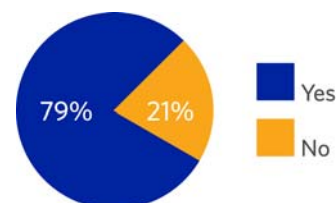
Top 5 general reasons to use the internet (by category)		
1.	Communication and social networking ²	95%
	Web surfing / information search	95%
3.	Online shopping	77%
4.	Financial services and banking	72%
5.	Travel information and booking	64%

Bill payments

Eighty percent of Australian internet users also pay their bills online, again above the Asia Pacific average of 75 percent. The most common reasons cited for online bill payment were convenience (34 percent) and saving time (31 percent).

e-Commerce penetration

Seventy-nine percent of respondents indicated that they have made an online purchase in the past 12 months.



¹The Visa e-Commerce Consumer Monitor Q2-Q4 2008. From April to December 2008, Ipsos conducted 9,142 online interviews on behalf of Visa with internet users (those who access the internet at least once a week) aged 18 to 49 years from six countries and territories (Hong Kong, Singapore, Japan, Korea, Australia and India) in an effort to measure their online usage behaviours

²Communication and social networking includes email, instant messaging, social networking, forums and blogs