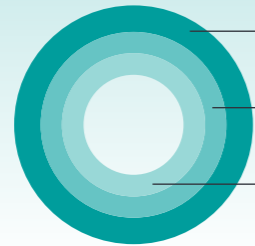


How do we compare?

Ipsos Australian panel overview | May 2018



Use our charts to see how we compare...



Ipsos Panel¹
Internet Users²
Population³

Did you know that the Ipsos Australian panel has:



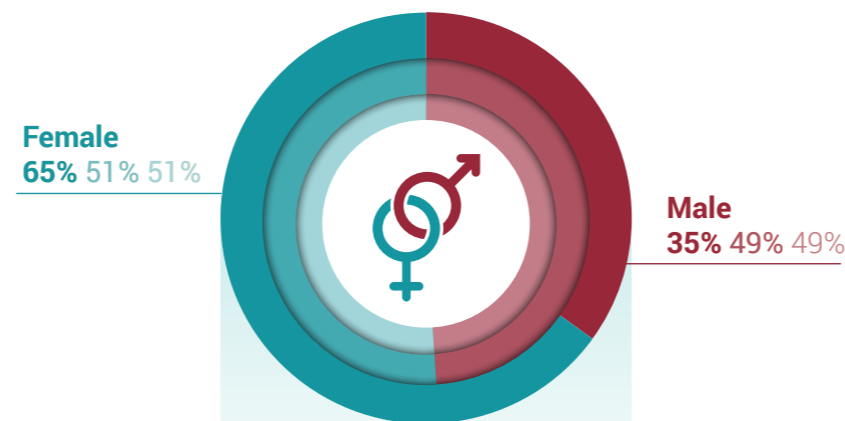
86%
Internet penetration⁴



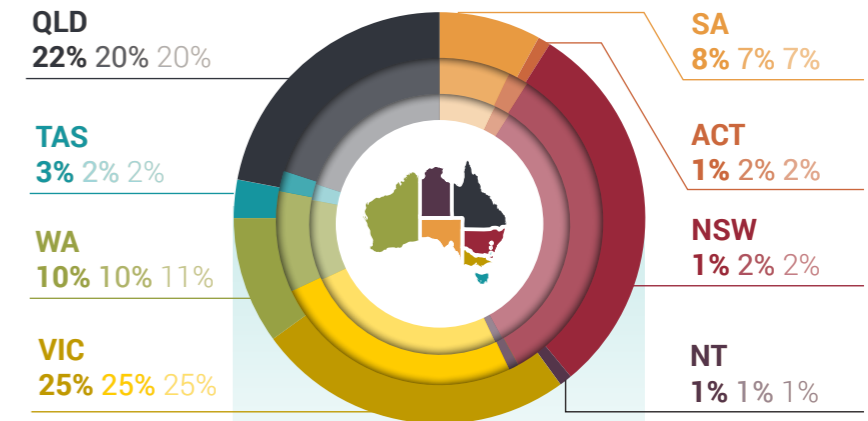
87%
Smartphone penetration⁵



Age



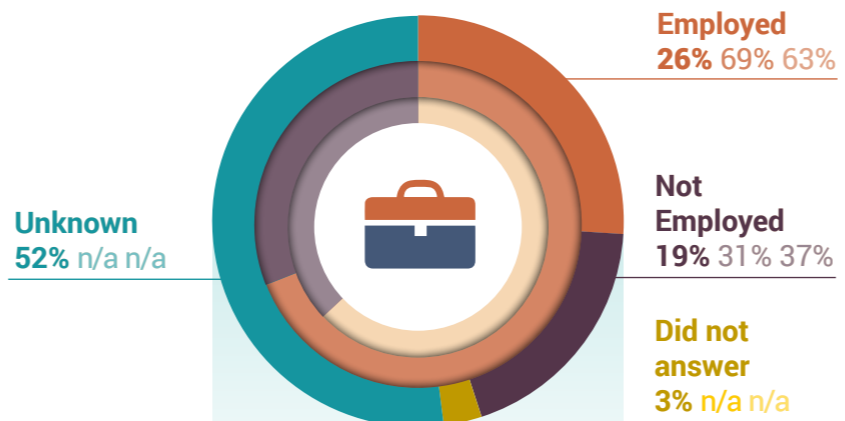
Gender



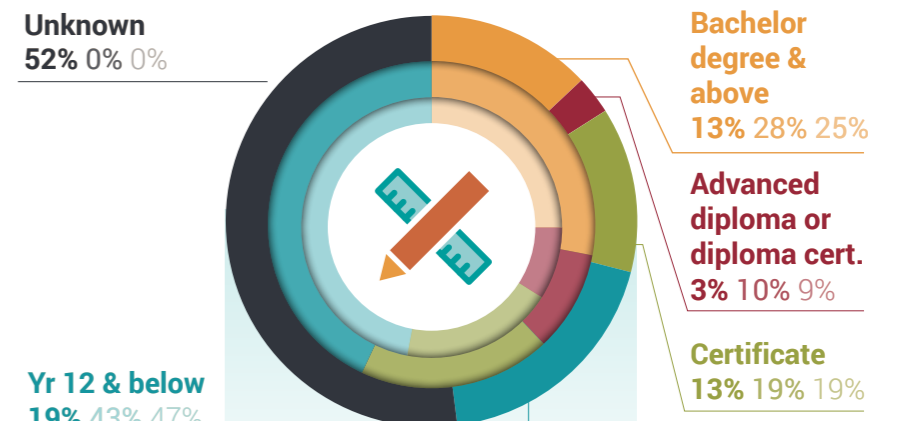
Regional



Market size



Working status



Education

¹ Ipsos panel as of May 2018, 100,000 internet users aged 15 yrs and above

^{2,4} Individual internet users 15 yrs and above, Australian Bureau of Statistics, Household use of Information Technology, 2014-2015

³ Population 15 yrs and above, 2016 National Census

⁵ Australian Household use of Information Technology, 2014-2015