



## 2021 Consumer Survey.

Most of you would know that for over 10 years, we've been tracking the behaviours, attitudes, preferences, habits and loyalties of Australian female consumers across Grocery and Pharmacy. An ongoing study that has guided the strategies of many leading brands.

By the way, if you haven't seen the MoM Shopper Diary Research, it's a MUST. Get in touch to book a presentation.

### **This year, we challenged ourselves to look beyond the weekly shop and conducted The WOM Network Consumer Survey.**

It explores Australian consumer habits & preferences across a range of product & service categories including home appliances & electronics, cars, financial services, utilities & telecommunications.

With over 1500 survey respondents (almost exclusively women) from a broad psychographic and demographic range, the results beg us as marketers and media champions to ensure our 2021 strategies are on course to truly connect and engage with our consumers.

### **4 QUESTIONS WE SHOULD BE ASKING AS WE STEP INTO 2021:**

-  If **over 95% of consumers** in every category place product review and comparison websites at the top of their pre-purchase research list, ARE THEY IN YOUR STRATEGY FOR 2021?
-  If 'people like me who have used the product before' are **far more trusted** than brand ambassadors and/or influencers, IS A REAL CONSUMER ENGAGEMENT PIECE IN YOUR STRATEGY FOR THIS YEAR?
-  If Australian **women spend more time researching their next car purchase** than any other category (even financial services) and you're a car manufacturer, DO YOU HAVE A PLAN TO ENGAGE THEM IN 2021?
-  As we navigate living with COVID-19 and discover that for some categories, a **'Bricks & Mortar'** presence is still an important layer of the purchase process, ARE YOU SUPPORTING YOUR PRODUCT ON SHELF OR IN SHOWROOM WITH AUTHENTIC CONSUMER CONTENT?

**I NEED TO SEE THIS RESEARCH. LET'S BOOK A TIME.**

WOM Network is the publisher of the Mouths of Mums and YOMM digital platforms.

**WOM Network is an insights and content creation, sharing and publishing ecosystem with unrivalled levels of influence and engagement, delivered through wholly owned online communities.**

Reaching over 2 million Australian households monthly, WOM Network grows and manages highly engaged communities to harness their influence to support consumer brands at every stage of the product life cycle.

WOM Network works closely with Australian FMCG, Pharmaceutical, Health & Beauty, Automotive, Financial Services, and Travel companies. Clients (to name just a few) include Nestle, Woolworths, Unilever, Johnson & Johnson, Colgate-Palmolive, Galderma, Ecostore, Reckitt Benckiser, Campbell Arnott's, Lion, Bayer, SC Johnson and Toyota.