

The Most Elegant App Survey (Victoria)

Infographic Version

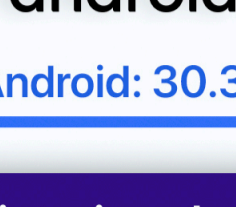


State of Victoria, Australia

October (2022) & January and February (2023)

Number of Questions: 11

Number of Responses: 3,850

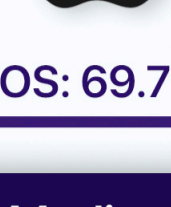


android

Android: 30.3%

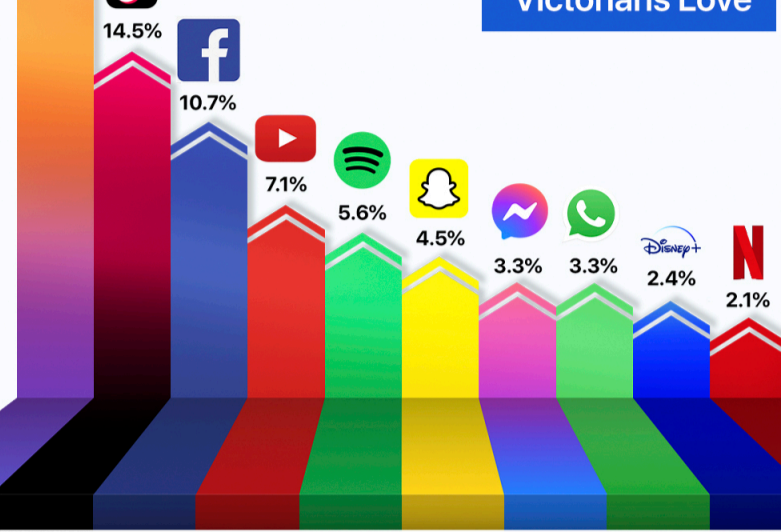
Age Range

- (18 - 24) 21%
- (25 - 34) 36%
- (35 - 44) 22%
- (45 - 54) 10%
- (55 - 64) 9%
- (65+) 2%

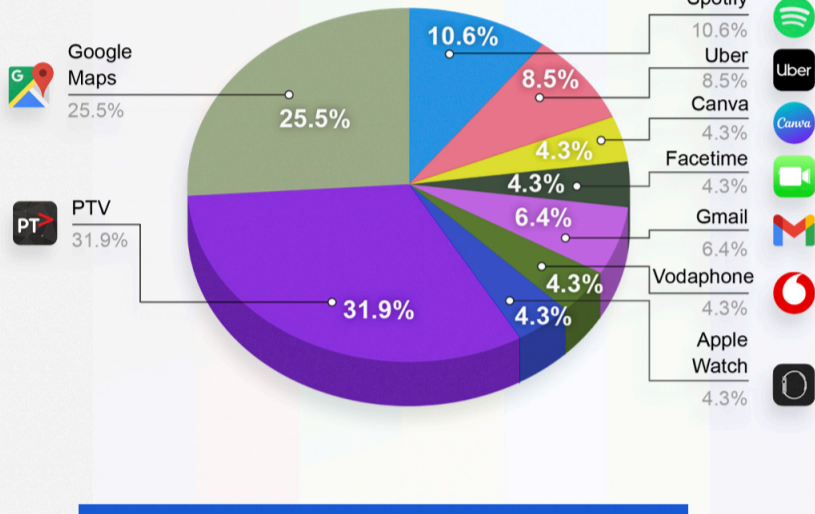


iOS: 69.7%

Victorians love and hate Social Media



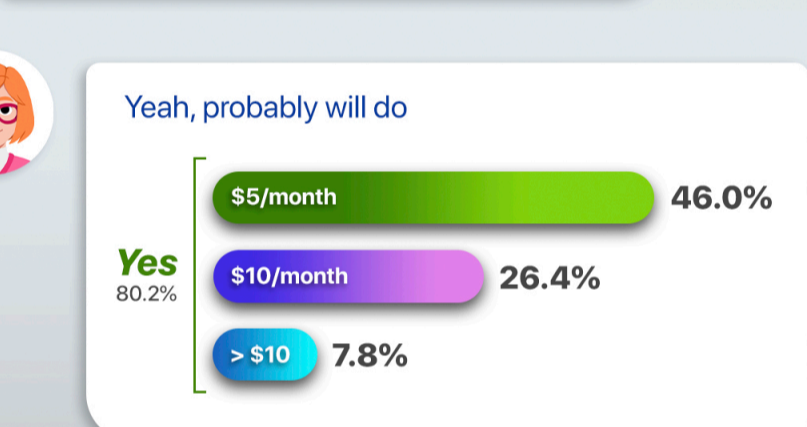
Non-Social Media Apps Victorians Hate



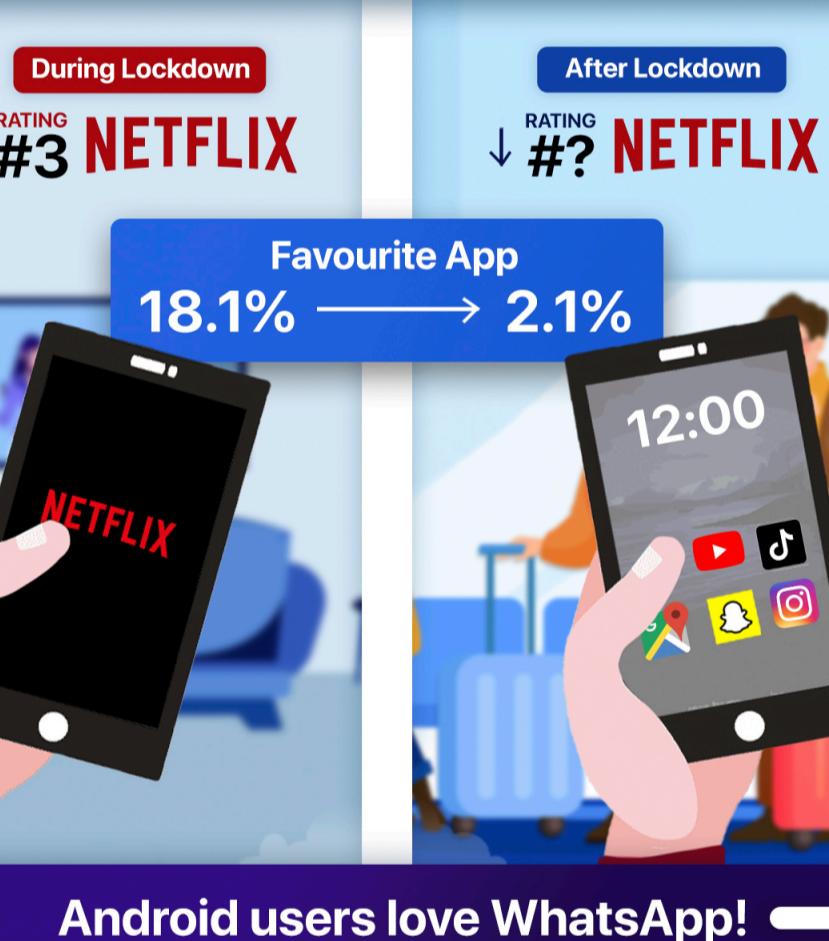
Social Media Apps Victorians hate



Victorians are willing to pay to use their favourite Social Media App



The lockdown was great for Netflix



Android users love WhatsApp!



The Most Important App for Victorians



One App that Victorians wish existed

