

# 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.



**Gumtree**  
Media

## Top Trends & New Years Resolutions

1 in 3

Plan to live a healthier life (34%)



1 in 4

Better control finances / save or invest more (22%)



1 in 6

Would like to be more sustainable (15%)



## 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.



21%

Renovate / redecorate their home

17%

Move or buy a new home

### Travel Kick Start

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



53%

Take a road trip / camping holiday

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.



48%

Considering a new car

51%

Budget to spend \$21,000+

### Financial Reset<sup>^</sup>

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



1 in 4

Seeking substantially higher pay

9%

New loan, credit card or bank account

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Source: Gumtree Australia User Survey, 17-28 January 2022, n=1225 | <sup>^</sup>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



**Gumtree**

**carsguide**

**Autotrader**

