

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.

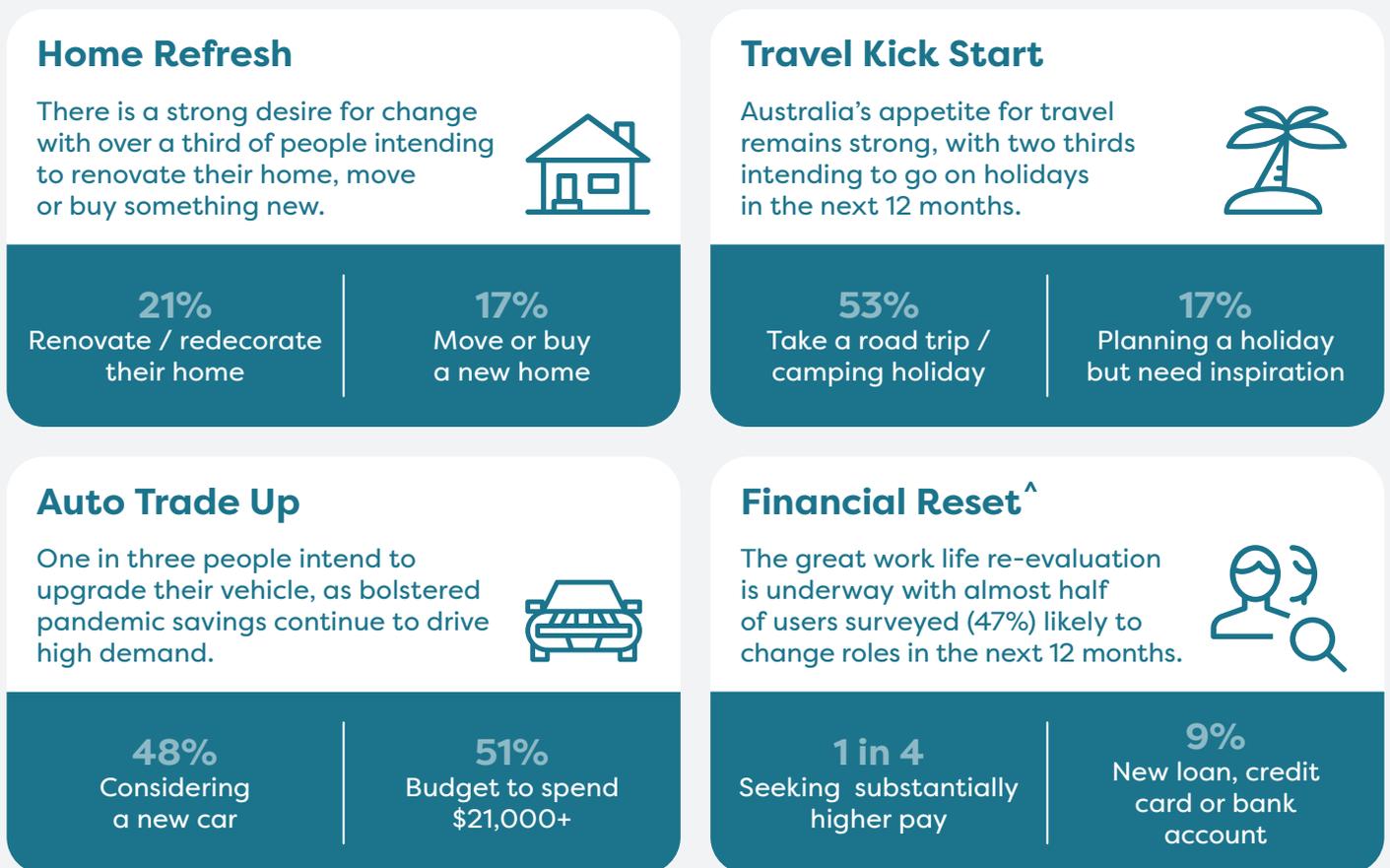


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Source: Gumtree Australia User Survey, 17-28 January 2022, n=1225 | [^]Gumtree Jobs User Survey, 17-28 January 2022, n=1057
*Nielsen Digital Content Planning, Nov 2020- Aug 2021, P2+, Digital (C/M), Text, Gumtree, Autotrader, CarsGuide, Total De-Duplicated Unique Audience