

Australia's Digital Economy Boom: E-commerce Surges, Social Media Dominates

Digital Culture · Answer Key · 12 Questions

1. In 2024, what was the approximate total value of online goods purchased by Australians?

- A) \$16.4 billion
- B) \$37.1 billion
- C) \$69 billion**
- D) \$13.3 billion

2. As of early 2024, what percentage of the Australian population were active social media users?

- A) 95%
- B) 78.3%**
- C) 65.3%
- D) 86.5%

3. Which category saw the largest spending from Australian online marketplaces in 2024?

- A) Fashion and Apparel
- B) Food and Liquor
- C) Online Marketplaces**
- D) Electronics

4. What was the projected total spend in Australia's digital advertising market for 2024?

- A) \$7.2 billion
- B) \$13.3 billion**
- C) \$4.5 billion
- D) \$16.4 billion

5. According to forecasts, what is the expected annual growth rate for Australia's e-commerce market from 2024 to 2029?

- A) 9.36%**
- B) 6.21%
- C) 8.33%
- D) 5.30%

6. Which social media platform recorded the highest average time spent per user per month in Australia in 2024?

- A) Facebook
- B) Instagram
- C) TikTok**
- D) YouTube

7. What was the projected value of the Australian Buy Now, Pay Later (BNPL) market in 2024?

- A) \$12.95 billion**
- B) \$20.39 billion
- C) \$25 billion
- D) \$37.1 billion

8. In 2024, what was the largest revenue-generating segment within Australia's B2C e-commerce market?

- A) Electronics
- B) Clothing & Footwear**
- C) Home & Garden
- D) Groceries

9. What percentage of Australian internet users aged 16 to 64 used Facebook monthly in early 2024?

- A) 52.5%
- B) 78.2%**
- C) 66%
- D) 86.5%

10. What was the total value of the Australian internet advertising market in 2024?

- A) \$13.3 billion
- B) \$16.4 billion**
- C) \$7.2 billion
- D) \$4.5 billion

11. Which type of video investment saw the most significant year-on-year growth in Australia's internet advertising market in 2024?

- A) Search advertising
- B) Display advertising
- C) Video investment**
- D) Audio advertising

12. What percentage of Australian adults were using paid subscription streaming services in 2024?

A) 57%

B) 69%

C) 73%

D) 91%