

Optus



Discovering the renter of the future.

The Brief

In support of the launch of Optus' home wireless broadband product, we were tasked with discovering and visualising current and future trends among Australian renters.

The Work

We surveyed 1,007 Australians renting in Australia's capital and major cities, finding a new segment of renters. Choice renters (30%) are those who choose to rent for lifestyle reasons,

rather than feeling they are forced to rent due to housing affordability.

Results & Deliverables

The report and infographic alongside Mark McCrindle's media commentary led to significant media coverage regarding the future housing market and new technology preferences among renters, supporting the product launch.

Contact

Sophie Renton: sophie@mccrindle.com.au