

Home Trends Report

MITSUBISHI ELECTRIC Changes for the Better

2019



Contents

Executive Summary	4
About The 2019 Home Trends Report	5
A Word From Our Brand Ambassador	6
The Modern Home	7
The Foodie's Home	0
The Efficient Home 1	4
About YouGov1	8

Executive Summary

The kitchen is the heart of every home and that hasn't changed according to the latest research we've conducted into the evolving living trends in Australian households.

Mitsubishi Electric Australia has been synonymous with high-quality and innovative appliances for more than 30 years, and as the experts in what consumers do and don't value in their homes, we've deep-dived once again into the nation's changing living habits.

Year on year we see variations of new and emerging trends as generations change, new technologies and innovations take hold and society evolves. 2019 has been no different.

Since our last national study in 2018, Australian consumers continue to focus heavily on energy consumption, usage and wastage in the home. With our collective environmental consciousness becoming ever more socially important, attitudes towards energy efficiency, food waste and sustainability are stronger than in previous years.

As with each Home Trends Report, the cost of living continues to be a focus of consumers.

This includes our changing behaviours as households look to reduce and manage fluctuations, and how home appliances play a role in this.

Our cooking and eating habits also evolve each year. We continue to use our kitchens and homes in different ways, with technology playing an important role in changing our approach to traditional tasks. When it comes to home appliances, we're all looking for similar things.

Growing trends like meal kits and food delivery apps, coupled with economic influences affecting where and how we now live, have resulted in the emergence of new and changing habits across the country.

Taking into account our ever-changing lives, Mitsubishi Electric continues to innovate and develop new products to make the lives of Australian families easier and more efficient than ever before.



Jeremy Needham Executive Director, Mitsubishi Electric Australia

About The 2019 Home Trends Report

2019 is the third year in which Mitsubishi Electric Australia has commissioned research into the living habits of everyday Australians. More than 1,000 respondents from across Australia provided insight into their day-to-day home lives, highlighting their thoughts around living trends, energy usage, appliances, food, cooking and eating habits.

Canvassing Australians aged 18 and above, the research findings provide great insight into our current behaviours and preferences within the home. The national survey was conducted online between Tuesday the 28th and Friday the 31st of May 2019, and this report showcases the key findings and analysis of the responses.

Overall, the survey found that Australians are very conscious of their homes' eco-footprint and how much of the household budget is spent on energy bills. This insight is positive as it suggests that we, as consumers, possess the awareness needed to lead to improved behaviours.

Whilst the majority of us (88%) show concern over the impact of energy usage on the environment, only a small selection of respondents (15%) described their home as 'extremely energy efficient' – implying we still have a way to go when it comes to actually taking steps to improve our environmental impact.

The survey results indicate it is a top priority, and only a tiny selection (4%) of us aren't doing anything at all to reduce our household energy consumption.

When it comes to cooking and eating, Australians continue to prioritise a healthy, fresh approach to the kitchen. Despite the rise of food delivery services and meal-kit culture, the joy of cooking is alive and well, with most of us (82%) agreeing that cooking together is a great way to bond with loved ones.

As we move towards a digital lifestyle, we still value a tried and tested approach to the food we eat, with family recipes (47%) the primary source of recipe inspiration.

Now in its third year, the Mitsubishi Electric Home Trends Report provides a snapshot of modern Australian life. As a world leader in reliable and energy-efficient appliances, Mitsubishi Electric continues to keep the needs of Australian consumers top of mind.



A Word From Our Brand Ambassador

As an advocate for fresh, healthy home-cooked food, I was delighted by some of the findings in the latest Home Trends Report. The majority of Aussies believe the kitchen is the heart of the home, and as a chef you won't hear any arguments from me on that one.

As Australians eating habits evolve, so too do our cooking and entertaining preferences. Our modern, fast-paced lifestyle means increasingly, we value convenience, ease and simplicity, particularly when it comes to the food we eat. Dining traditions, such as eating at the table, while still the most popular place to eat, continue to decline and we're finding meal inspiration from new sources.

Cooking a meal is a daily occurrence for most, but our busy lives mean we're multitasking in the kitchen like never before. When we cook, we're using social media, listening to podcasts, watching TV or catching up on our loved one's day – hence the preference for simple and easy recipes.

Convenience is king, so your kitchen needs to be your friend, not your foe. The survey discovered that we believe the fridge is the unspoken hero of the kitchen. When shopping for a new appliance, I recommend researching your options and finding one that will serve your lifestyle and help streamline your cooking and food prep. It's interesting to note that as technology evolves, most of us still aren't too concerned about the 'bells and whistles' of fridge features, like Internet connectivity, instead nominating energy efficiency as the most important element in modern fridge design.

Whilst our approach to cooking is evolving, some things remain the same, as the survey found family recipes are still the most popular source of inspiration for home cooks across all ages. That's not to say we don't like to try new things, especially the younger generation – more than half of the Millennials surveyed said they enjoyed trying new food trends.

In summary, remember that cooking and meal preparation can be a great way to take a break from our hectic day-to-day lifestyle. Most of us agree that cooking together allow us to bond with family and friends, so why not embrace your time in the kitchen, whilst nourishing both your soul and stomach.



Ed Halmagyi Ambassador, Mitsubishi Electric Australia

The Modern Home

9

The Modern Home

In 2019 we're seeing an ever diversifying shift in family dynamics and living trends. As traditional roles in the average household evolve, new habits, technologies and cultural changes affect how we live, cook, eat and interact at home.

One thing that hasn't changed is our view on cooking together.

A massive 82% of Australians admit that sharing cooking is a great way to bond with family and friends, while 92% of parents agree that cooking as a family is a key means of bringing the household together.

We may be cooking less but 82% of Australians still believe the kitchen is the heart of the home, with more than 4 in 5 people agreeing that the fridge is the hero of the kitchen, more so than any other innovation or appliance.

Yet despite our love of home cooking - and our fridge the research suggests many of us struggle with a lack of storage space and produce wilting too quickly, causing us to move away from traditional daily home cooked meals.

Cleaning our fridges is also a bugbear – more so with vounger generations. One in two Millennials claim it's a difficult chore, compared to two in five Gen Xers and only three in ten Baby Boomers. This may be due to changing attitudes to housework in general in younger people.

Somewhat surprisingly, the dining table remains the place the vast majority of Australians eat, with 63% opting for it at mealtimes, followed by the sofa (42%), the kitchen bench (17%) or in front of the computer (16%).

However, despite the dining table remaining our favourite spot for mealtimes, it has lost importance for a number of Australians, with 39% saying they eat there less than they used to. As much as 17% of households have a dining room but don't use it.

The results also revealed that more than two million Australians eat their meals in bed.

Convenience is king for Millennials, who tend to eat in a more diverse range of locations than their older counterparts. Almost half (49%) eat on the sofa and a guarter (26%) in front of the computer or at the kitchen bench (23%). As many as 1 in 5 Millennials eat meals in bed.

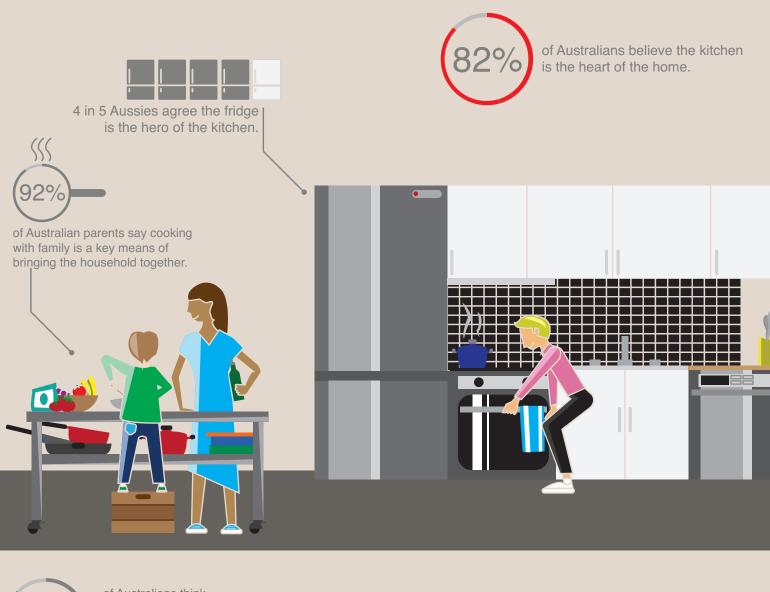
We're a nation who love traditional Australian staple foods, from BBQs to sausage rolls, but the research shows Australians enjoy exploring new food trends. More than half of Millennials (53%) and Gen Xers (50%) are likely to enjoy trying these new food trends, while Baby Boomers are slightly less inclined (39%).

Just one fifth (19%) of Australians say they order in and utilise the leftovers for lunch. Younger generations are a thriftier bunch, with more than a guarter (28%) of Millennials and close to a guarter (24%) of Gen Xers likely to do so compared to only 9% of Baby Boomers.

Cooking is a very social time for younger Australians. More than 1 in 5 millennials say they socialise more while cooking meals than eating them.

More than 2mil 2 million Australians say they eat their meals in bed.

of millenials say 20% they socialise more when cooking together.





of Australians think that cooking together is a great way to bond with family and friends.

The Foodie's Home

The Foodie's Home

Australia has an abundance of incredible natural resources, making our country a food-lover's paradise. Ample fresh produce, quality meats, seafood and a burgeoning trend towards indigenous ingredients provide Australians with a limitless source of cooking and mealtime inspiration.

We're a nation of home cooks, with just 7% of respondents saying they don't cook at home. The ongoing popularity of cooking shows and celebrity chefs, along with the rise of the social media 'foodie', means the home chef has inspiration right at their fingertips.

Almost half of us (43%) look for recipes online, whether that's via YouTube or Facebook. However, over a third (34%) look for cooking inspiration in the pages of our favourite magazine.

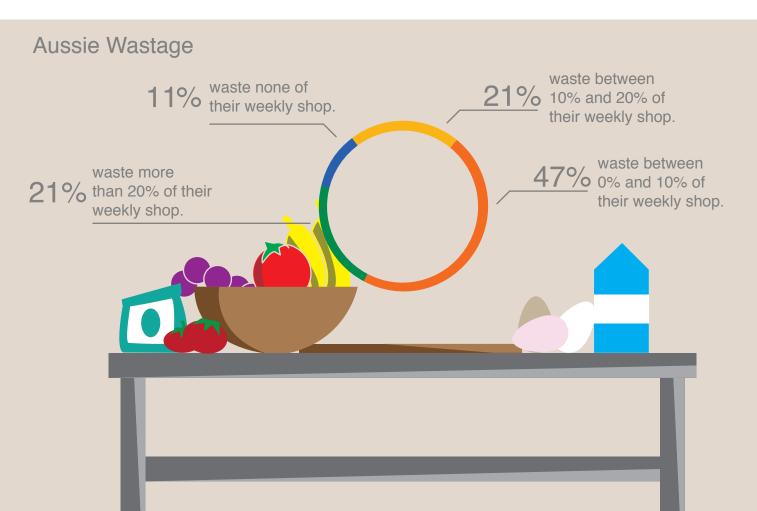
While external sources help us find new dishes to create, tradition still wins out, with family recipes (47%) being the most popular source of inspiration for Australians when it comes to cooking. This is true across the generations, with both Baby Boomers and Millennials choosing this response the most.

The survey confirms Australians like to cook, and also reveals that we're a multi-tasking lot in the kitchen. Almost half (46%) of home cooks are juggling food preparation and entertainment, with over a third (35%) listening to the radio or podcasts whilst preparing meals. This is even higher among Millenials with over 95% of them multitasking whilst cooking.

As we see with the insight that family recipes are the main source of cooking inspiration, Australians haven't completely forgone traditions. Over a third of home cooks, across all ages, use the time spent preparing meals to catch up with their loved ones.

When it comes to what we're cooking at home, the results reflect our preference for fresh produce and proteins. Overall, Australians prioritise fresh foods, meat and dairy in their weekly grocery spend – allocating on average around \$35 to each.

Gen Xers are the biggest fresh purchasers, spending a little higher than the national average on fresh foods (\$35) and meat and dairy (\$41).



Despite our busy lifestyles, Australians overall still believe fresh is best, spending considerably less, at just \$19 per week, on pre-packaged or frozen foods. Millennials are the biggest spenders on pre-packaged foods, spending \$23 per week, whilst Baby Boomers spend the least at just \$16.

Whilst fresh foods are our preferred choice, perishable items are also our biggest cause of food wastage and wasted money. Australians are growing increasingly conscious of this, and in good news, more than half of us (58%) estimate less than 10% of their weekly food goes to waste.

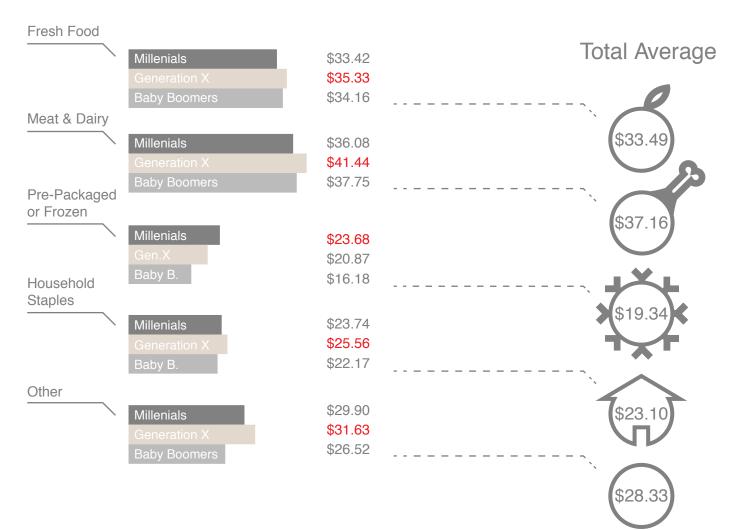
The news is not so great for Millenials; admitting that they waste 20% of their weekly food shop – up from 16% in 2018.

On the other hand Gen Xers wasted just 13%, an increase of 2% from last year, and Baby Boomers only wasted a tiny 4%. Australians with children tend to be more wasteful than those without, with an average weekly food waste of 20%, compared to 12% among those without children. The younger generation tend to waste more food primarily because of their busy lives, with 17% of Millennials claiming their reason for throwing away food is that they don't have time to cook or plan meals. This is quite a contrast to answers from Gen Xers and Baby Boomers, with 11% and 4% respectively selecting this as their reason for throwing away groceries.

The primary reason for Australians to throw away food is because it's reached its best before date (37%). Despite our best intentions of cooking at home, another great contributor (27%) to food waste is that our homemade leftovers simply aren't being eaten in due time.

Take-away foods aren't being wasted as much as home cooked meals, with only 14% of us saying we throw them out. However, men are more likely than women to throw away leftover takeaways (18% vs 11% of women).

Average Household Spending





The Efficient Home

The Efficient Home

A key focus of this report is the impact energy usage of home appliances has on the environment and home budget. The survey results show that Australians are making a concerted effort to change behaviours to reduce energy consumption or to select products that are more energy efficient.

A whopping 88% of Australians said they were concerned about the impact of their energy use on the environment – the same number reported in 2018. A quarter (25%) of both Gen Xers and Baby Boomer respondents and 35% of Millennials, expressed they were extremely to somewhat, concerned.

When asked to rate the energy efficiency of their current living environment, two thirds (65%) believed their home to be at least somewhat energy efficient, however, just 15% selected extremely energy efficient.

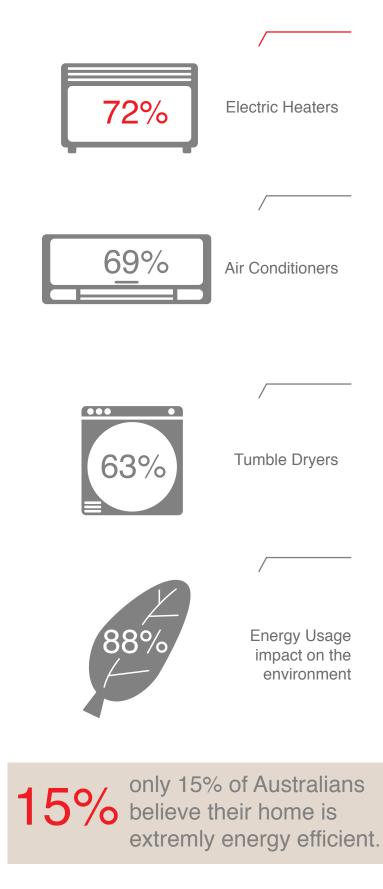
Australian households are the second biggest consumers of energy after the manufacturing sector, so it comes as no surprise that almost all (94%) of us are concerned with how energy efficient our appliances are.

The perceived energy usage of a product may be influenced by life stage. Baby Boomers in particular (72%) consider air conditioning units to be one of the biggest contributors to high energy use. What they may not know is that their old air conditioning system is 40% less efficient than newer models. While 66% of Gen X, who may have purchased a new system in recent years have noticed a change in their power bill.

94% of us are concerned about the energy efficiency of our homes.

Energy Efficiency Concerns

Australians believe that these appliances are the biggest contributors to high energy usage



Perhaps as a nod to years spent using less-advanced technology, Baby Boomers are much more likely than Millenial and Gen X respondents to perceive electric heaters (83%) and tumble dryers (78%) as the biggest contributors.

This may be why more than half (57%) of Baby Boomers said they were extremely concerned about the cost of energy. In comparison, only 35% of Millennials show extreme concern, which is below the average of 47%.

Overall, the majority of Australians (96%) level of concern about the cost of energy is growing – up one percentage point from 95% last year.

In total, 39% of Australians feel the fridge/freezer is a big contributor to energy usage. This may well be due to the fact that when asked what they felt was the most important fridge innovation, 62% of respondents selected energy efficiency – suggesting that it would appear that Australians view the humble fridge as leading the way to reduce energy consumption in the home.

When it comes to the rising cost of energy, and the impact it will have on household budgets, 95% of us express concern. More than half of Baby Boomers (52%) are extremely concerned, compared to 47% of Gen Xer and 32% of Millennials.

When questioned about the rise of automation and 'smart'

appliances, it was revealed that more than half (58%) of us don't currently have any smart products connected. Unsurprisingly, the younger generation are much more likely to have connected homes, with 60% of Millennials responding positively, compared to just 28% of Baby Boomers.

Voice-control technology is yet to reach the majority of Australians homes, with 75% reporting they do not have any smart platforms, such as Google Home or Amazon Alexa, installed in their home.

Once again, the younger generation is more open to new technology. Just a third (33%) of Baby Boomers indicated they would look to install smart appliances into their home within the next twelve months, but more than half (52%) of Millennials responded yes. For those respondents who advised they would not be installing smart appliances, the main barriers were the perceived expense (55%) and lack of interest (37%).

Whilst the 'automated home' is still a burgeoning household trend, it would appear Australian consumers are more invested in energy efficiency over automation. The survey asked respondents what they felt would contribute to an energy efficient home of the future. LED lighting (61%) and sophisticated insulation (53%) were the most popular choices, whilst 41% suggested that smart connectivity for easy management of appliances would be a key contributor.

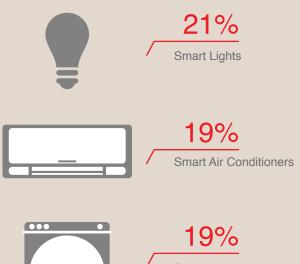
Home Energy Consumption

When asked about ways to reduce their home's energy consumption, and in turn lower household energy bills, Australians had a variety of tried and true strategies.



Connected Smart Products

When questioned about the rise of automation and 'smart' appliances, it was revealed that more less half (42%) of us currently have smart products connected.



Smart Washing Machines





Of Australians have left the air conditioner on when no-one is home to keep the house cool.

Men are more likely to leave the air conditioner on with no one home to keep the house cool in warmer months.



About YouGov

From the very beginning, we have been driven by a simple idea: The more people are able to participate in the decisions made by the institutions that serve them, the better those decisions will be.

At the heart of our company is a global online community, where millions of people and thousands of political, cultural and commercial organisations engage in a continuous conversation about their beliefs, behaviours and brands. We combine this continuous stream of data with our deep research expertise and broad industry experience, to develop the technologies and methodologies that will enable more collaborative decision making and provide a more accurate, more actionable portrait of what the world thinks.

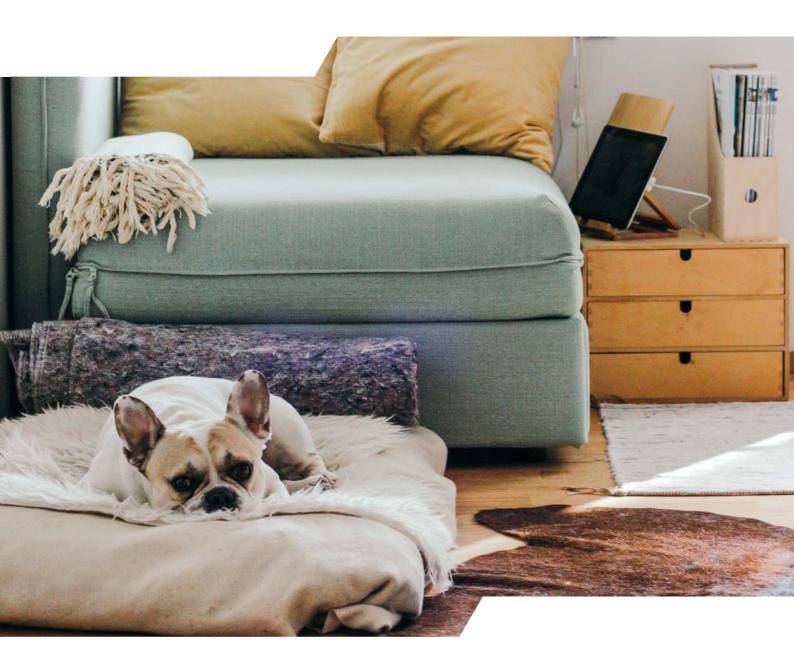
YouGov has dedicated quantitative and qualitative research specialists in Australia. Each member of our team combines research expertise with in-depth sector knowledge to help clients to identify, analyse and understand their business objectives, delivering a competitive advantage through actionable insight.

We listen to our clients' needs and offer grounded advice from the start of each project, priding ourselves on the efficiency of our service and the quality of our data. Involved from the proposal stage to the final presentation of findings, we use our expertise to provide guidance throughout the research process to ensure that the data collected answers business objectives.

Methodology

The below study was conducted online among a representative sample of Australian adults aged 18+. The sample comprises 1,063 Australians aged 18 years and older distributed throughout Australia. YouGov Galaxy designed the questionnaire. For each question, the respondent had to click on the response which represented their answer. Fieldwork commenced on Tuesday 28 May and was completed on Friday 31 May 2019. Following the completion of interviewing, the data was weighted to reflect the latest ABS population estimates.

Gender	_	# this survey	% this survey	National % aged 18 and above
	Male	506	47.6%	49.1%
	Female	557	52.4%	50.9%
	Total	1,063	100%	100%
Age	_			
	18-34	303	28.5%	31.4%
	35-49	264	24.8%	25.7%
	50-64	259	24.3%	22.8%
	65+	237	22.3%	20.1%
	Total	1,063	100%	100%
State	_			
	NSW	311	29.3%	32.0%
	VIC	276	26.0%	26.0%
	QLD	228	21.4%	19.8%
	SA	85	8.0%	7.1%
	WA	117	11.0%	10.3%
	Rest of Aust.	46	4.3%	4.8%
	Total	1,063	100%	100%



About Mitsubishi Electric Australia

Mitsubishi Electric Australia has provided high-quality electrical and electronic products for the home, business and industry in Australia for over 40 years, actively working with local partners in the development and delivery of equipment for satellite communications, railway rolling stock, and power transmission, distribution and switchgear systems.

Australians have experienced Mitsubishi Electric products even if they were not aware. The stadium screens of Melbourne and Sydney Cricket Grounds, Parramatta and Townsville Stadiums have all had Diamond Vision screens showing the action. Our factory automation products power Australia's manufacturing and industrial systems. Mitsubishi Electric supplies equipment for many of the NSW passenger trains including Tangara and OSCar trains.

For more than 30 years, Mitsubishi Electric Australia has delivered the latest technological advances in refrigerators and air conditioning.

For further information on this research, contact:

MITSUBISHI ELECTRIC AUSTRALIA PTY. LTD.

348 Victoria Road, Rydalmere, NSW 2116 Phone 02 9684 7777 www.mitsubishielectric.com.au

Designs are representation for illustrative purposes only © 2019 Mitsubishi Electric Australia Pty. Ltd. ABN 58 001 215 792. All rights reserved. Printed in Australia.

